

***APPENDIX A***  
***VISION-STATEMENTS;***  
***TECHNICAL MEMORANDUM NO. 2***

## VISION STATEMENTS (Revised 3/15/94)

**Overall Planning and Management.** By the year 2030, Ames will have achieved a desired mixture and level of economic activity and quality of life. We envision a community that plans and manages its development through a proactive process that involves regional cooperation, local consensus and strategies for complementary public and private capital investment. Our planning and management priorities include the following:

- Existing resource use maximization involving more compatible intensification, conservation and preservation;
- Transportation systems integration including alternative modes; and,
- Overall community integration and linkage through a parks and open space system.

**Environment.** Our vision of Ames by the year 2030, is one of a community whose design and function are well integrated with the environment. In assuring environmental safety, stewardship and attractiveness, we envision a community that protects its resources, conserves its energy and recycles its products. Our environmental priorities include the following:

- Natural streamway preservation and water quality enhancement for supporting human and aquatic life;
- Stormwater run-off management through land use design and other protective measures;
- Air quality preservation through the avoidance of pollutant emitting uses;
- Energy conservation through the use of more efficiently operating transportation systems and alternative modes;
- Vegetation maintenance and enhancement for its beautification, air cleaning, water run-off reduction and climate modification qualities; and,
- Natural resource areas conservation.

**Mobility.** Our vision of Ames by the year 2030, involves increased accessibility and mobility of the community and enhancement of economic and social benefits to be derived therefrom. While there will continue to be significant reliance on automobiles, we envision that there will be provisions for alternative modes of transportation. All modes of transportation will be integrated so that they enhance local access, expand regional access and provide overall community connectivity. Our mobility priorities include the following alternative modes:

- A shuttle to serve Downtown with linkage to Campustown and possibly other activity nodes;
- Park and ride facilities;
- Public transit services (including enhanced marketing of existing Cy-Ride services);
- Sidewalk system community-wide;
- Parks and open space connections;
- Integration of existing and future transportation systems utilizing a centrally located collection and distribution point; and,
- Bikeway systems involving street and open space routes.

**Neighborhoods.** Our vision of Ames by the year 2030, involves a network of healthy and stable neighborhoods that offer a variety of housing types, sizes and cost levels. Safety, pedestrian scale and convenient access to community facilities and supporting commercial activities provides a user-friendly environment. A continuous system of parks and open space provides connectivity within and between neighborhoods. In attracting and maintaining this network of neighborhoods the following priorities are identified:

- Effective planning and review of new developments in order to assure adequacy of public services and amenities;
- Conservation and enhancement of the integrity and character of existing neighborhoods including the provisions of green space;
- Provision of adequate transitional and intensification areas and the assurance of compatibility between differing uses and new and existing uses;
- Preservation of significant historical, architectural and cultural resources; and,
- Flexible techniques to facilitate the provision of low-and moderate-income housing, green spaces and mixed uses.

**Downtown.** Our vision of Ames by the year 2030, includes a Downtown that is an integral part of the village structure of the City of Ames. A diversity of businesses are sought that enhance the attraction and vitality of the center. Participation by all stakeholders is essential in providing leadership and a successful business climate. The characteristics of a revitalized Downtown include as a priority the following:

- Integrated parking;
- Vertical intensification;
- Ambience including architectural integrity and landscaping;
- Pedestrian scale
- Structural maintenance;
- Access to all transportation modes;
- Safety; and,
- Residential uses.

**Economic Development.** Our vision of Ames by the year 2030, includes a center for small-and medium-size businesses. It is envisioned that these activities will be entrepreneurial in promoting and diversifying economic growth. The characteristics of these activities include as a priority the following:

- Commercial and light industrial;
- Complementary activity nodes that support the village concept and scale;
- Electronic highway for integrating the community and accessing/sharing information;
- Technological development and transfer;
- Private and public partnerships; and,
- Regional retail center.