

***CHAPTER TWO***  
***LAND USE***

**Existing Land Use Classification.** For previous planning purposes, Ames has employed 12 classifications for land use. The following is a characterization of existing land use within the City and within the unincorporated Planning Area, based on the 12 classifications.

**Existing Land Use Within the City.** As of 1994, the City of Ames consisted of approximately 10,271 net acres, not including public right-of-way. Of the total area, 9,175 acres, or 89.3 percent, were urban use. The remaining 1,096 acres were classified as Agricultural.

	City	Unincorporated Planning Area	Total
<b>Residential</b>	2834	6269	9103
1&2 Family	(2291)	(409)	(2700)
Multi-Family	(336)	(0)	(336)
Manufactured	(75)	(70)	(145)
Farmstead	(132)	(5790)	(5922)
<b>Commercial</b>	621	111	732
Core	(23)	(0)	(23)
Other	(598)	(111)	(709)
<b>Medical</b>	22	0	22
<b>Industrial</b>	315	537	852
<b>Public/Quasi-Public</b>	4372	1117	5489
<b>Parks/Open Space</b>	761	820	1581
<b>Agricultural</b>	1096	34226	35322
<b>Vacant</b>	250	757	1007
<b>TOTAL</b>	<b>10271</b>	<b>43837</b>	<b>54108</b>

Residential. Among the urban classifications, Residential was the second largest at 2,834 acres (30.9 percent and 27.6 percent of the urban classifications and total classifications respectively). Residential was further divided into the following classifications:

- One-and Two-Family = 2,291 acres;
- Multi-Family = 336 acres;
- Manufactured Housing = 75 acres; and,
- Farmstead = 132 acres.

Commercial. Among the urban classifications, Commercial was the fourth largest at 621 acres (6.8 percent and 6.0 percent of the urban classifications and total classifications respectively). Commercial was further divided into the following classifications:

- Core = 23 acres; and,
- Other (e.g. highway - oriented) = 598.

Medical. Among the urban classifications, Medical was the least at 22 acres (less than 1 percent of the urban classifications or total classifications.)

Industrial. Among the urban classifications, Industrial was the next to the smallest at 315 acres (3.4 percent and 3.0 percent of the urban classifications and total classifications respectively).

Public/Quasi-Public. Among the urban classifications, Public/Quasi-Public was the largest at 4,372 acres (47.7 percent and 42.6 percent of the urban classifications and total classifications respectively). Iowa State University and its allied activities comprised most of the Public/Quasi-Public classifications.

Parks/Open Space. Among the urban classifications, Parks/Open Space was the third largest at 761 acres (8.3 percent and 7.4 percent of the urban classifications and total classifications respectively).

Vacant. Among the urban classifications, Vacant was the fifth largest at 250 acres (2.7 percent of the urban classifications and total classifications).

Agricultural. Agricultural comprised 1,096 acres, or 10.7 percent, of the total classifications.

#### **Existing Land Use Within the Unincorporated Planning Area.**

As of 1994, the unincorporated Planning Area consisted of approximately 43,837 acres.

Residential. Residential was the second largest classification at 6,269 acres (14.3 percent of the total area). Residential was further divided into the following classifications:

- One-and two-family = 409 acres;
- Manufactured Housing = 70 acres; and,
- Farmstead = 5,790 acres.

Commercial. Commercial was the smallest classification at 111 acres (less than 1 percent of the total classification).

Industrial. Industrial was the next to smallest classification at 537 acres (1.2 percent of the total classification). Mineral extraction comprised a major share of the Industrial classification.

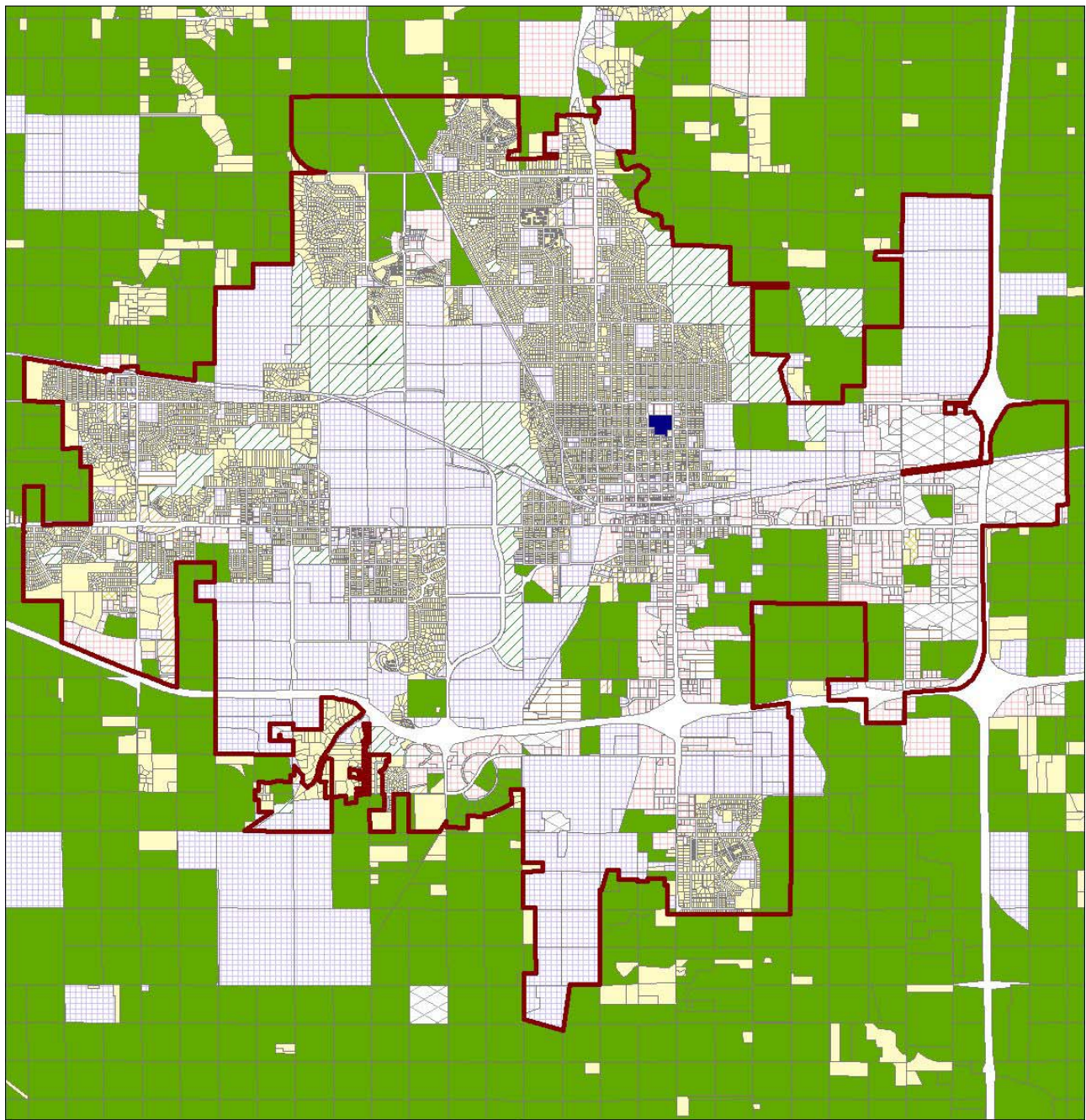
Public/Quasi-Public. Public/Quasi-Public was the third largest classification at 1,117 acres (2.5 percent of the total classifications). Iowa State University and its allied activities comprised most of the Public/Quasi-Public classification.

Parks/Open Space. Parks/Open Space was the fourth largest classification at 820 acres (1.9 percent of the total classification).











Vacant. Vacant was fifth largest classification at 757 acres (1.7 percent of the total classification).

Agricultural. Agricultural comprised 34,226 acres (78.1 percent of the total classification).

# EXISTING LAND USE – INCORPORATED AREA

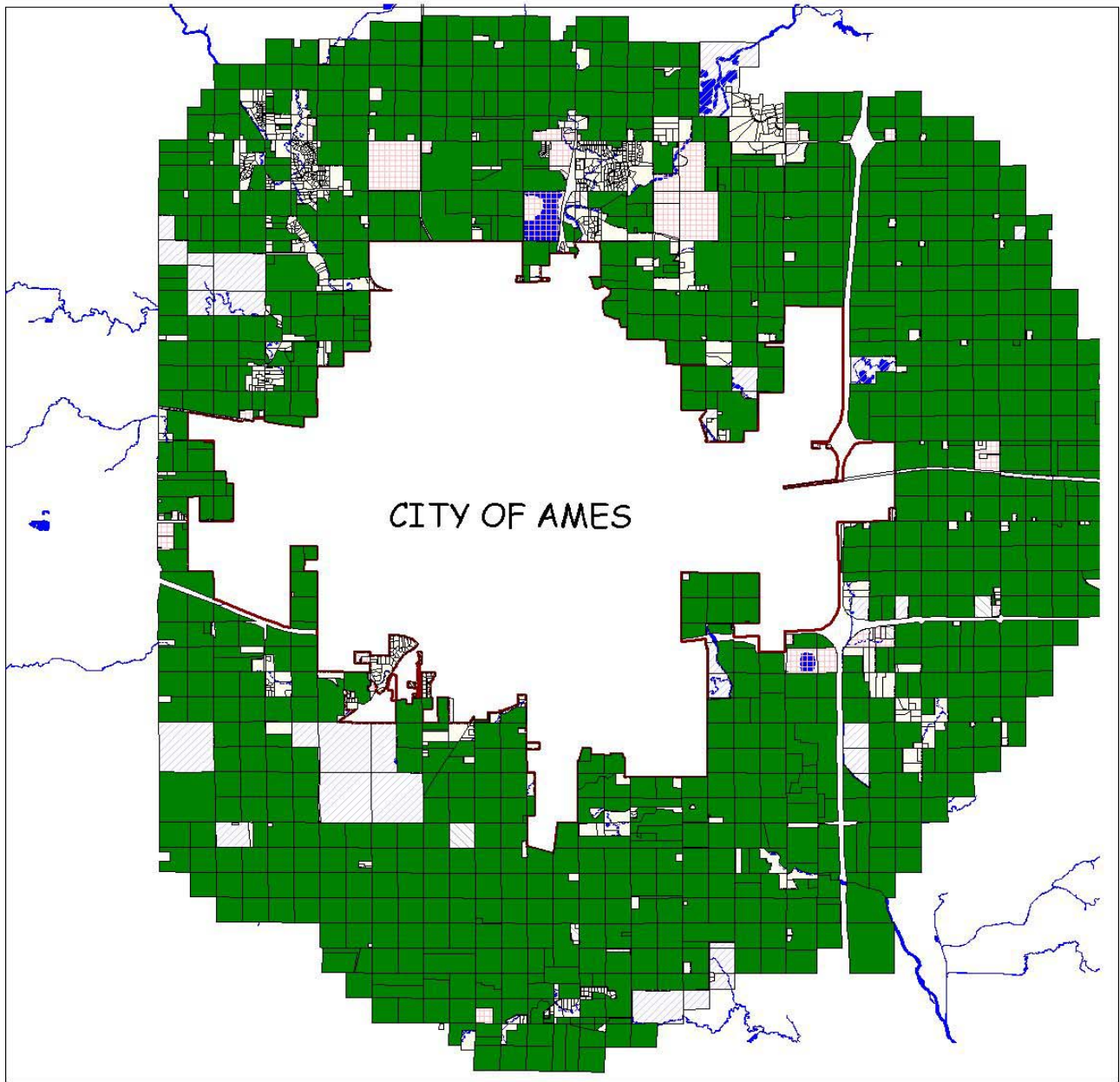


Existing Land Use  
(Corporate Limits)






- |  |  |
|--|--|
|  Agriculture          |  Multi-family Residential |
|  Commercial           |  Parks and Open Space     |
|  Industrial           |  Public and Quasi-Public  |
|  Manufactured Housing |  Single-Family            |
|  Medical              |  Two-Family               |



# EXISTING LAND USE – UNINCORPORATED AREA



Existing Land Use  
(Planning Area)

-  Agriculture
-  Commercial
-  Exempt
-  Industrial
-  Residential

**Future Land Use Allocation.** An additional 3,000 - 3,500 acres are required for the development of Ames based on projected growth by the year 2030. Based on the land use projections established in Chapter One - Planning Base, Table 4, additional acreage is allocated for the following major land uses.

Residential. An additional 1,700 - 2,050 acres are allocated for future residential uses. Included are approximately 1,000 - 1,200 acres for single-family, 600 - 700 acres for multi-family and 100 - 150 acres for other types of residential. Projections represent gross acres and include right-of-way for streets and utilities, drainage, plus a factor for unusable land.

The future land use allocation assumes that densities in future development shall approximate those for existing development within the current incorporated area. Average density for all new residential uses is allocated at approximately 5.6 dwelling units per gross acre (approximately 4.5 dwelling units per net acre).

Commercial. An additional 800 - 900 acres are allocated for future commercial uses. Included are approximately 125 - 150 acres for convenience/neighborhood-scale activities, 300 - 350 acres for community-scale activities and 375 - 400 acres for regional-scale activities.

Industrial. An additional 300 - 375 acres are allocated for future industrial uses. Included are approximately 225-275 acres for planned industrial involving industrial park-type settings, plus 75 - 100 acres for general industrial involving non-park settings.

Public and Quasi-Public. An additional 125 - 175 acres are allotted for future public and quasi-public uses collectively. Included are such uses as governmental facilities, schools, churches, cemeteries, etc. Not included are potential changes in Iowa State University landholdings.

Parks and Open Space. An additional 400 - 450 acres are allocated for future parks and open space. Included are approximately 100 - 125 acres for a regional park, 100 - 125 acres for neighborhood parks and 200 acres for open space. Not included are potential changes in Iowa State University recreational provisions.

**Future Land Use Classification.** In order to facilitate planning changes, a more extensive classification system is recommended for future land use. Identification and definition of future land use classifications are included in the following.

Residential. Residential uses include five designations: Low-Density Residential, One- and Two-Family Medium-Density Residential, Medium-Density Residential, High-Density Residential, and Village/Suburban Residential. Proposed densities are generally lower than those currently allowed by the City's zoning regulations and are based on the prevailing conditions in the community currently. The five designations are defined as follows:

- Low-Density Residential- All single-family and existing two-family residential uses that involve a maximum net density of seven and twenty-six hundredths (7.26) dwelling units per net acre;
- One- and Two-Family Medium-Density Residential- All single-family and two-family residential uses that involve a maximum net density of seven and twenty-six hundredths (7.26) units per net acre and a minimum net density of six and twenty-two hundredths (6.22) dwelling units per net acre;

- Medium-Density Residential- All single-family, two-family, multi-family and existing manufactured residential uses that involve a minimum net density of seven and twenty-six hundredths (7.26) dwelling units per net acre and a maximum density of twenty-two and thirty-one hundredths (22.31) dwelling units per net acre;
- High-Density Residential- All multi-family residential uses that involve more than eleven and two tenths (11.20) dwelling units per net acre;
- Village/Suburban Residential:

(Village) All single-family, two-family, multi-family and manufactured residential uses that involve more than a net density of eight (8) units per acre and that are in specifically designated areas. Supporting commercial of a convenience/neighborhood-scale will be included on a selective basis subject to limitations in location, intensity, site application and appearance. As an example: convenience/neighborhood-scale commercial would not be practicable where a village was adjacent to a commercial node or some other commercial area.

(Suburban) All single-family, two-family, multi-family and manufactured residential uses involving a net density of more than 5.0 dwelling units per acre. This density is recommended as a goal for all residential development that will be monitored by the city on a five (5) year basis. It is not the intent that any single residential development must achieve this goal, but in the aggregate it is expected that the average of all types of residential land uses collectively will accomplish this density goal.

Suburban residential development is intended to occur similarly to past residential patterns of the previous 20 to 30 years. Residential uses are expected to develop in a generally singular, homogeneous pattern with little design integration, which necessitates the requirement of effective landscaped buffers between distinctly different land use. Street design should improve connections where possible with pedestrian improvements including sidewalks throughout and mid-block cross-walks for long blocks. Pedestrian connections for parks, schools and open space facilities will also be expected. The primary means of mobility will still be focused to automobile forms of transportation. Commercial uses will not be integrated with residential development and commercial uses will be directed to designated commercial nodes, highway-oriented commercial areas, the Downtown Service Center and regional commercial centers.

Commercial. Commercial uses include six designations - Highway Oriented Commercial, Neighborhood Commercial, Convenience Commercial, Community Commercial Node, Regional Commercial and Downtown Service Center. The six designations are defined as follows:

- Highway-Oriented Commercial - scale commercial uses that are associated with strip developments along major thoroughfares. Floor area ratios are between 0.25 and 0.50 depending on location;

- Neighborhood Commercial – represents existing clustered commercial land uses that integrate aesthetically and physically with existing adjacent residential neighborhoods. Since Neighborhood Commercial land use are among residential areas, higher design, building materials, and landscaping standards apply.
- Convenience Commercial – represents clustered convenience commercial land uses in suburban residential areas. Such uses integrate aesthetically and physically with new suburban residential subdivisions and are designed to accommodate the vehicular mobility associated with conventional residential development while maintaining pedestrian connectivity. Since Convenience Commercial land uses are among residential are, higher design, building material, and landscaping standards apply.
- Community Commercial Node - Community-scale commercial uses that are associated with cluster developments and that, compared with Highway-Oriented Commercial, have more specific uses, shared parking and common design features. Floor area ratios are between 0.50 and 0.75 depending on location;
- Regional Commercial - Regional-scale commercial uses that are associated with major retail and service centers near limited - access thoroughfares. Floor area ratios are 0.5 and higher; and,
- Downtown Service Center - Specialized business services, governmental services and retail commercial uses that are associated with highly intense activities and central location. Specialized mixing of activities, parking and design provisions may apply. Floor area ratios are 1.0 and higher.

In addition to the six commercial designations, there are the commercial uses that may be permitted within Village Residential developments. Permitted commercial uses within Village Residential are limited to convenience/neighborhood-scale.

Industrial. Industrial uses include two designations - Planned Industrial and General Industrial. The two industrial uses are defined as follows:

- Planned Industrial - Industrial uses that involve a clustered/industrial park setting in order to achieve greater integration of uses, access and appearance. Locations should be near limited-access thoroughfares.

Planned Industrial uses should be located near limited-access thoroughfares. Since these locations involve main entries to Ames, specific design features are recommended.

Recommended design features include the following:

- Greater set-back of buildings from major thoroughfares;
  - Building design involving a “front” face toward each major thoroughfare;
  - Landscape buffer along major thoroughfares; and,
  - Storage, assembly yards and parking areas located on the opposite side of the building from a major thoroughfare.
- General Industrial - Industrial uses that involve individual siting in designated areas where overall use and appearance requirements are less restrictive.



Government/Airport. Government/Airport uses are limited to the one designation. Typical uses include public-owned facilities for administration and services, plus general aviation.

University/Affiliated. University/Affiliated uses are limited to the one designation. Uses include facilities associated with the Iowa State University campus and affiliated research and agricultural farms.

Medical. Medical uses are limited to the one designation. Typical uses include hospital, out-patient diagnostic and surgical centers and specialized treatment facilities that involve extended stay.

Environmentally Sensitive Areas. The designation involves floodprone areas, wetlands, waterbodies and designated natural resources that should be protected from detrimental use. Included are areas previously identified as “Floodway” and “Floodplain”; plus selective natural resources from the “Natural Resources Inventory”. Areas designated “Environmentally Sensitive Areas” may or may not be suitable for development. In the event that development is determined to be appropriate, special requirements may be necessary to ensure environmental compatibility.

Greenway. The designation involves stream-ways, plus parks and open space linkages to create a continuous “greenway” system through designated areas of the community.

Parks and Open Space. The designation involves public-controlled areas for recreation. The term involve facilities and/or structured programs for a variety of recreational opportunities. The term "Open Space" refers to primarily undeveloped areas (maintained and natural) - for passive recreational opportunities.

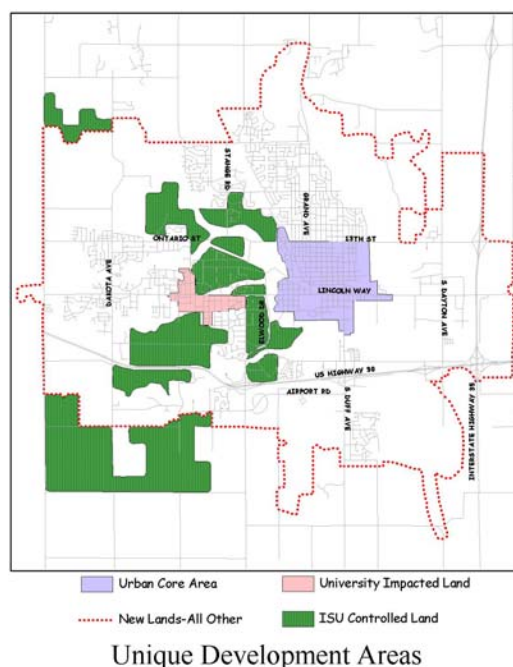
Future Park Zone. The designation involves the identification of general areas (or zones)-wherein future parks may be located.

Agricultural/Farmstead. Agricultural/Farm-stead uses are limited to the one designation. The designation generally involves areas associated with crop production and animal husbandry; fallow areas are also included. The term “Farmstead” refers to the presence of a dwelling unit associated with a specific area for agriculture.

**Unique Development Area Classification.** In recognizing the unique development characteristics of specific areas, it is recommended that the community be divided into four unique development area classifications. These include:

- Urban Core Area
- University-Impacted Area
- New Lands Area
- Near Term Lands Area

The application of future land uses in each of these unique areas should be guided by additional development policies and standards that assure compliance with the goals and objectives of the Plan. These goals and objectives relate to priority areas of growth, timing and installation of adequate infrastructure and community facilities, and the design and compatibility of development. Identification and definition of unique development area classifications are included in the following.



Urban Core. The location identified as Urban Core is generally defined as the “original-commercial center of Ames and the adjacent residential areas that were built primarily prior to 1930. The area is characterized by a wide variety of uses, intensities and design types. Due to the area’s characteristics and current planning policies, the Urban Core has been subjected to long-term intensification and change. The results of intensification and change have been conflicting use and design objectives.

Designation of Urban Core is intended to delineate an area (and sub-areas therein) where specific use and design objectives may be implemented with little or no change to the underlying zoning districts. Specific use and design objectives for Urban Core are identified under the policy options sections of this Plan.

University-Impacted. The location identified as University-Impacted is generally defined as the transitional residential area that is adjacent to Campustown. The area is characterized by mostly older residences that have been converted often from single tenant to multiple tenant occupancy involving mostly ISU-students. Current planning policies have led to increasing intensification and change that have resulted in parking, building scale and design conflicts.

Designation of University-Impacted is intended to delineate an area wherein specific parking, building scale and design objectives may be implemented in order to achieve greater compatibility with the existing character. Specific use and design objectives for University-Impacted are identified under the policy options section of this Plan.

New Lands. The locations identified as New Lands includes both New Lands Areas that are existing within the current incorporated city limits of Ames along with land area adjacent to city limits in the identified priority growth areas that would have to be annexed. These New Lands Areas are generally defined as the suburban and emerging in-fill areas that lay beyond the urban core and the ISU Campus. These areas are characterized by low-density single-family, medium and higher density residential uses in existing urbanized developments. These areas are also characterized by predominantly rural agricultural uses in locations with future development potential.

The unique area classification of New Lands for areas that are already developed and within the city limits of Ames is intended to delineate areas where existing lower, medium and higher density land uses already exist. The New Lands areas adjacent to the city limits are intended to delineate areas where owners of property in these areas can choose from one of two distinct future land use alternatives. The two choices are available through the “Village/Suburban Residential” land use option, which include Village Residential or Suburban Residential.

The preferred development option is Village Residential since this development option has the greatest potential of accomplishing the Goals and Objectives as stated in the Plan. The “Village Residential” concept is intended to create a greater degree of integration of use and design. Specific use and design objectives will enable the broadening of the mixture of uses, create a pedestrian-friendly environment and unify the overall design. Specific use and design objectives may also be implemented for increasing intensity and conserving natural resources. Additional detail for the Village Residential option is identified under the New Lands Policy Options section of this plan.

The “Suburban Residential” concept is seen as a development alternative to “Village Residential” and is applicable to properties that do not meet the criteria for Village Residential or for those land owners who are not interested in pursuing the design integration of a village and all of the associated density and use advantages of Village Residential.

Suburban Residential is intended to create generally homogeneous residential areas with little design integration, no mixture of uses, densities somewhat less than Village Residential, multi-family uses located along designated transit corridors only, and landscaped buffers between single-family and multi-family areas. Although transportation will be focused primarily on the automobile, efforts will be expected to create improved pedestrian linkages with parks, school sites and open space facilities.

The conservation of designated natural resource areas will be incorporated into the design of Suburban Residential areas.

Additionally, efforts will be made to incorporate low and moderate cost housing into the development of Suburban Residential areas. This will occur on the basis of a designated ratio of low and moderate cost housing units with respect to the total supply of housing units in any Suburban Residential area. This ratio of lower cost housing will only be applicable where there are a sufficient number of total housing units being constructed to make the provision of lower cost units feasible.

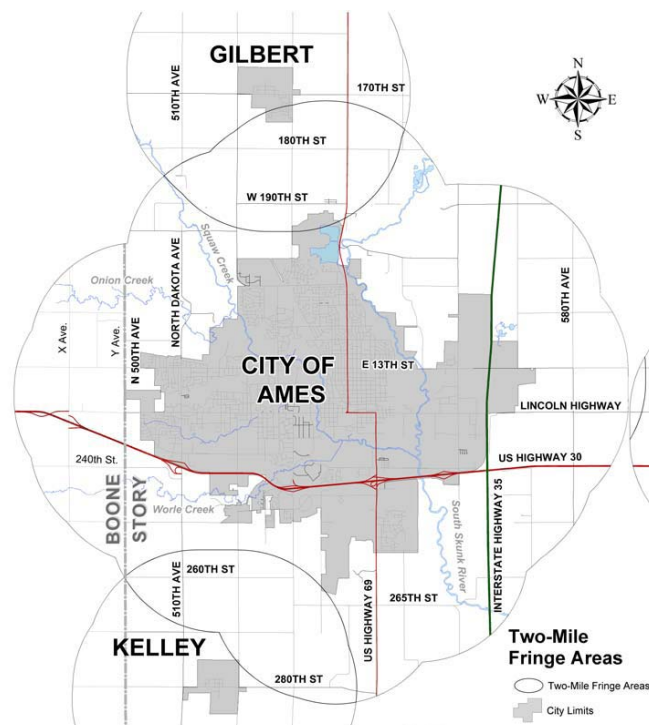
Additional detail on the policy options regarding the Suburban Residential alternative is found in the New Lands Policy Options section of this Plan.

**Near Term Lands.** The location for the area that is included in the Unique Area Classification of Near Term Lands includes land that is adjacent to the existing city limits in the northern central portion of the city. This area currently is used almost exclusively for agricultural purposes, but does contain an isolated area of residential land use near the city. The Near Term Lands are north of Bloomington Road and west of the Union Pacific Railroad that extends northwesterly from the city.

The area included in the Near Term Lands is intended to accomplish a perceived shortage of developable residential land area that is adjacent to the city. Near Term Lands are not included in the Priority Growth Area of the New Lands Area, and development of the Near Term Lands must incorporate the appropriate provision of the Capital Investment Strategy of the City. The Near Term Lands do not represent an area of priority growth. Near Term Lands do represent areas where residential development, in a limited amount, can occur with no significant impact on the ability of the City to provide infrastructure and community facilities while resolving a perceived near term land shortage problem.

Additional detail on the planning policy of the City relative to the Near Term Lands area is found in the Unique Area Classification portion of this Plan.

**Ames Urban Fringe.** The Ames Urban Fringe generally refers to land located within two miles of the city limits of Ames, which under State law, is in the jurisdiction of the Cities of Ames, Gilbert, Kelley and Story and Boone County. The area included in the Ames Urban Fringe forms one of the major ‘growth’ areas of unincorporated Story County. The City of Ames and Gilbert, and Story and Boone County jointly develop the shared Ames Urban Fringe Plan document and Land Use Framework Map. The Ames Urban Fringe plan shall serve as a policy guide and framework for consistent and predictable land use and development pattern in the fringe.



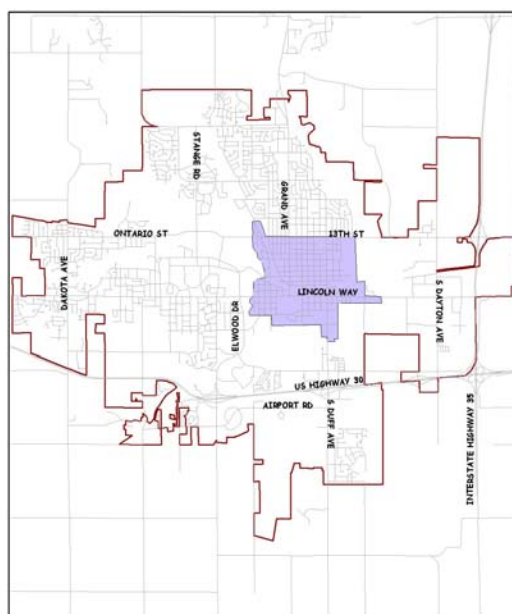
The Ames Urban Fringe Plan is based on a fixed boundary in terms of the existing corporate limits of the City of Ames in 2006 and shall be updated from time to time as the City annexes new land thereby changing its two-mile jurisdiction

**Future Land Use Location.** The following Future Land Use Map identifies the location and extent of each land use classification as envisioned for the City of Ames and the unincorporated Planning Area by the year 2030. The location and extent of each use is generalized. The Future Land Use Map is intended to illustrate relationships among uses in creating an efficient, compatible and viable development pattern for the community. The Future Land Use Map also serves as a policy guide in decision-making for zoning; however, the Future Land Use Map does not constitute zoning for an area or specific parcel.

## URBAN CORE POLICY OPTIONS

**Delineation.** Urban Core consists of the existing Downtown and the mostly single-family residential areas adjacent to Downtown. These areas approximate the boundaries of Ames, exclusive of the ISU-campus, as of 1930. These boundaries are loosely defined as 14th Street on the north, Municipal Cemetery on the east, 4th Street on the south and Squaw Creek on the west.

These areas are fully developed although some uses are transitional. Floor area/land ratios and densities are moderate, which has attracted limited intensification activities. Downtown and the residential areas adjacent are included in the Urban Core because of their historical relationship and the impact that their transition has on each other.



Urban Core Area

**Downtown.** The goal is to create a strong central place in Downtown. Downtown is characterized currently as two sub-districts separated by a major thoroughfare and railroad. Access and parking are limited. Uses are small to moderate in size. The economic base of Downtown is relatively strong although the absence of certain uses and public activity areas constrains its potential as a 24-hour location.

**Boundaries.** In defining the street boundaries of Downtown for planning purposes the following area is recommended: 6th Street on the north; Duff Avenue on the east; South 3rd Street on the south; and Grand Avenue on the west. The use of these boundaries creates a more cohesive district and provides greater access and circulation.

**Access.** Regional access is critical to the role of Downtown as a strong central place. South Duff Avenue is recommended as the regional access corridor to Downtown through its connection with Hwy. 30 and ultimately I-35.



Regional access should continue across Lincoln Way in providing direct access between Duff Avenue and the traditional Downtown. Additional direct access to Downtown should be established at the intersection of Duff Avenue and South 3rd Street.

The designation of South 3rd Street requires improvement in turning controls and connections with major streets.



Downtown Sub-Districts

Circulation. Inclusion of South 3rd Street with Downtown provides an opportunity to improve circulation involving the district. Its inclusion also improves north-south cross-town connections.

A realignment of South 3rd Street to connect with Grand Avenue is recommended. The realignment would involve cutting through the Lincoln Center (Target parking lot) adjacent to the Department of Transportation site. In connecting South 3rd Street with Grand Avenue, a more direct north-south route is created to the western boundary of Downtown. The route enables a free flow of traffic involving all sides of the district. The route also eliminates restrictions created by the presence of the railroad, which periodically interrupts traffic on Duff Avenue.

South 3<sup>rd</sup> Street  
Realignment with  
Grand Avenue



Parking. Parking is essential to improving the accessibility of Downtown and strengthening the district's viability. Parking improvements should consider the following locational and design criteria:

- Provide locations that are convenient to major activities;
- Cluster parking locations - leaving more income-generating building space; and,
- Discourage the negative impact that the void spaces created by surface parking have on pedestrian movement, shopping patterns and appearance.

Multi-Modal Transportation Center. Downtown access and parking improvements should consider a multi-modal transportation center. A multi-modal transportation center meets two objectives:

- Strengthens Downtown by making it the central place through which commuters and users of the district would pass; and,
- Connects Downtown with the community through an integrated transportation system involving automobile, pedestrian, transit, taxi, commuter van and bicycle modes. Connection of the transportation center with activity locations is highly desirable. Transit services should link the center with ISU's campus and the Mary Greeley Medical Center. Pedestrian circulation should link the center with businesses, governmental services and public activity areas within Downtown.

Uses. Downtown's primary role has shifted from the traditional retail center to a major services center. Contributing to the current role are the large services employers including the Iowa Department of Transportation, City of Ames, financial institutions and others. Many of the remaining commercial uses have become smaller and more specialized. The largest concentrations of commercial uses involve historic Main Street, the emerging Depot area and the highway-oriented strip along Lincoln Way.



Depot reuse for commercial activities in  
Downtown Ames

In becoming a 24-hour center, Downtown is envisioned as the most mixed use area of Ames. An additional mixture of uses as well as strengthening of some existing ones is recommended. Future uses should also be selectively grouped so as to share attraction and support. Future uses should emphasize the following:

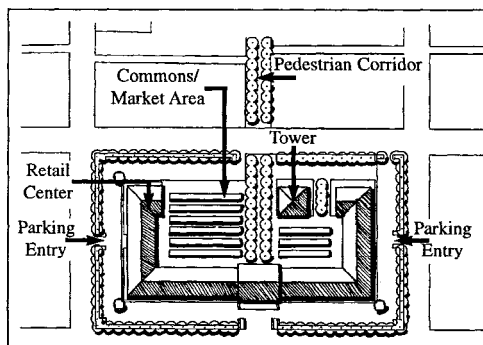
- Small/Medium Business Center involving private lease/multiple professional/trade services, financial services, business support services, (e.g. copying, office supplies, computer services) and small conferencing;
- Dining and Entertainment Center involving sit-down eating and drinking services (but not additional fast-food services because of their competition with sit-down facilities and their orientation toward vehicular traffic rather than pedestrian), performance halls and amusements;
- Cultural Center involving arts, crafts, museum, learning center, library and activity center (e.g. senior citizen);
- Residences involving multi-family and second-floor/over commercial establishments;
- Public spaces involving parks, outdoor event/festival and farmers/crafts market; and,
- Specialty Retail Center, involving personal items, specialty foods, bookstore etc.

Intensity. Downtown is also envisioned as the most intensely developed area of Ames. The following intensities are recommended:

- Commercial – 1.0 or greater floor area ratio (ratio of total building floor area to total lot area) and 100 percent lot coverage in the sub-district/traditional Downtown located north of the railroad; 0.5 or greater floor area ratio and 50 percent lot coverage in the remainder of Downtown; and,
- Multi-Family Residential – High-density residential with the maximum allowable number of dwelling units and 50 percent lot coverage in the district.

Public Space. In attracting more users in Downtown, additional public space supported by organized activities is recommended. Examples of public space are described in the following:

- Agora – a specialty retail center and outdoor commons/market area. The Agora is intended to draw patrons who are frequent purchasers of specialty items (e.g. fresh-baked breads, fresh produce, coffee/tea, home gardening supplies). Associated with these specialty stores may be a small cafe, fitness/nutrition center, etc.

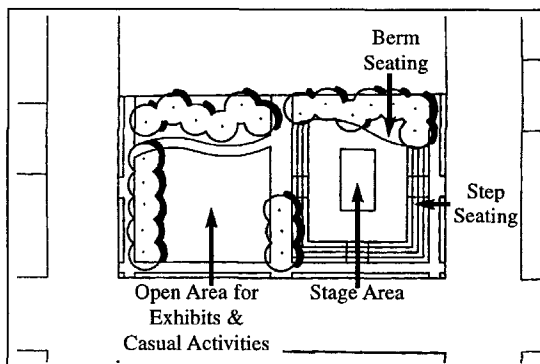


*Typical Agora*

The shape of the Agora typically encompasses an outdoor commons/market area that can be fitted with small stalls to house a farmers/crafts market. The commons/market area should permit only pedestrian traffic. Automobile access and parking should be located along the sides and rear of the Agora.

- Festival Plaza – an outdoor, multi-purpose public events area. The Festival Plaza is intended to provide a staging area for organized events and informal gatherings (e.g. lunchtime break/entertainment, Friday after work social mixer).

The Festival Plaza typically includes a grassy area for lounging/informal seating and paved sitting steps. A small stage area should be included for performances. The Plaza's design should also serve as an arts area that encourages passive use. The Plaza's location is typically convenient to large employment centers.



*Typical Festival Plaza*

**South Lincoln Sub-Area.** The South Lincoln Sub-Area is bounded by Lincoln Way, Duff Avenue, Squaw Creek and the future southerly extension of Grand Avenue. It is the south portion of the Urban Core area defined in the Land Use Policy Plan.

The following goals will guide on-going development in the South Lincoln Sub-Area.

**Goal No. 1.** Encourage a sense of place and connectivity, physically and psychologically, within the sub-area and within the larger community.

**Goal No. 2.** Continue to develop this area as one of the most mixed-use areas of Ames through intensification, expansion, and diversification of uses. At the same time limit the occurrence and impact of conflicts and challenges sometimes associated with integrating a variety of land uses within a compact area.

**Goal No. 3.** Help the community to increase its supply of housing and provide a wider range of housing choices.

**Goal No. 4.** Provide clear, simple, and effective strategies for implementation.

**Land Use and Development.** Around the perimeter, land uses will continue to be high-density residential and highway-oriented commercial. Future development will likely occur in the central portion of the sub-area. This will be a largely multiple-unit residential area with some degree of new commercial uses and some remaining single-unit detached homes.

The following sections generally describe policies for land use and development for three portions of the South Lincoln Sub-Area. (Specific planning policies for this area can be found in the Sub-Area Plan for the South Lincoln Neighborhood, adopted by Resolution No. 02-243.)

**South to Southwest Perimeter:** The portion of this perimeter developed as high-density, multiple-unit housing in the 1970's and 1990's, is to remain in its current land use designation: High-Density Residential (RH). The area to the south within the floodway zone is to remain undeveloped with a greenway land use designation. This is defined in the Land Use Policy Plan as part of a continuous greenway system. (For further detail see "Civic Elements" in the Sub-Area Plan.)

**North to East Perimeter.** The north to east perimeter is also nearly built-out with highway-oriented commercial land uses. Properties directly fronting on Lincoln Way, properties between Duff Avenue and Sherman Avenue and the Lincoln Center property will continue with highway-oriented commercial land uses.

**Central Portion.** Future development will likely occur in the central portion, and so most of the guidance for new development is intended specifically for that portion of the South Lincoln Sub-Area. Land use in the Development Management Area is to be mixed use. This land use designation promotes intensification with a diversity of uses by allowing wide latitude in choice of land use in any one location. The variety of land uses would include:

- Single-unit and all multiple-unit residential dwellings.
- Commercial uses can be freestanding or in multiple-use buildings with commercial and service uses on the street level and residential uses above. Commercial uses are more restricted than in highway-oriented commercial areas. These include specialized retail and office uses that serve, and depend for their success on, the larger community and are also compatible with the intended character of this central portion of the neighborhood.

Examples include:

- Office uses
- Retail sales and services
- Entertainment, restaurant and recreation trade
- Child day care facilities

But do not include:

- Automotive trade
- Wholesale trade
- Industrial uses

**Size and scale.** Buildings are to be from one to three stories, and multi-story buildings are encouraged. Multi-story buildings are not as large as allowed in other areas currently zoned Residential High Density. Densities for multiple-unit residential uses range from six to 18 dwelling units per net acre. Floor area ratios for commercial uses (proportion of the total area of commercial uses on all floors to lot area) are from 0.50 to 0.75. Maximum total floor area for commercial uses is up to 15,000 square feet.

**Access** is generally from alleys, in order to reduce traffic conflicts, limit breaks in the continuity of pedestrian routes and preserve a pedestrian-oriented environment. Exceptions may be made for access to properties on South Third Street or without alley access.

**Parking** requirements are based on building use according to current zoning standards. Current standards require more parking for multiple-unit residential uses than was required when the most recent apartment buildings were developed in the neighborhood.

Due to size and setbacks, some property parcels bordered by recent redevelopment may be unsuitable for uses other than parking. To take advantage of current regulations that allow off-site parking, clustering of uses are encouraged in such locations.

**Compatibility Standards in the Development Management Area.** Compatibility standards promote a sense of place through compatibility between new development and existing buildings at the design scale of sites and buildings. The intent is to create commercial, multi-family and multiple-use buildings with scale, massing, materials and design features compatible with a traditional residential neighborhood.

These standards are to address the following compatibility issues at the site level:

- Nuisance factors of certain uses
- Need for some degree of segregation between uses (e.g. entrances to residential and commercial spaces)
- Consequences of different land use intensities (e.g., space for vehicles crowding out pedestrian space, multiple-unit residential uses overshadowing single-unit detached residences)
- Visual, orientation and traffic impacts on immediate surroundings
- Aesthetic impacts
- Building facades (e.g., fine-scale issues)
- Orientation of different uses
- Overall impact of building design

**Compatibility Standards in the East Perimeter.** Along Sherman Avenue on the east edge of the Development Management Area is the only location where dissimilar uses will face each other across a public street. Therefore, compatibility standards for the portion north of South Third Street between Sherman Avenue and the mid-block alley to the east will help create redevelopment here with Highway-Oriented Commercial land uses in a manner that is more compatible with mixed-use redevelopment across Sherman Avenue to the west.

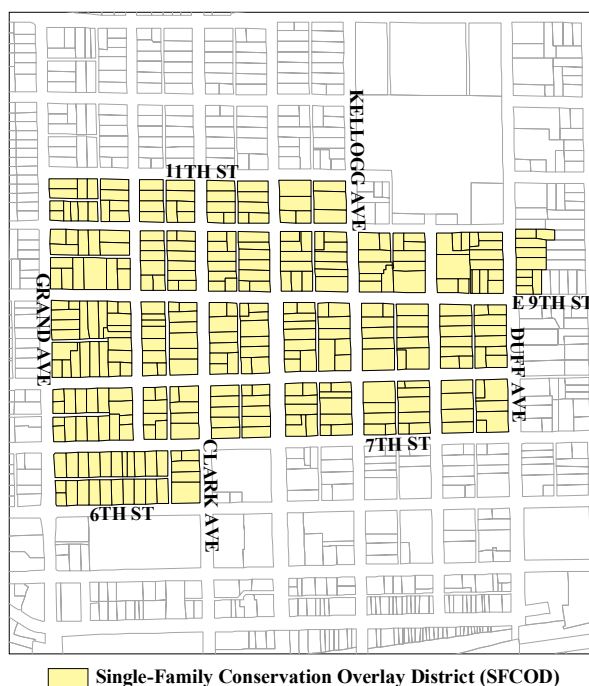


### Residential Areas Adjacent to Downtown.

Planning for the residential areas adjacent to Downtown involves portions of three goals:

- Conserve the older residential areas in providing a broad range of housing choices;
- Conserve architecturally and locally designed historically significant structures; and,
- Strengthen Downtown by the provision of nearby residential uses.

In meeting these goals, residential areas adjacent to Downtown should be maintained as predominately single-family with the objective of conserving the older housing stock. The area contains the community's only locally designated historic residential district. The area is also the subject of medical center and multi-family replacement of unprotected single-family residential. While the permissiveness of current zoning in much of the residential areas and the transitional nature therein suggests that some continuation of intensification is likely, the change should be both selective and limited.



A "Conservation District" Overlay Zone is recommended for the residential areas, including the Historic District. The purpose of the Conservation District is to conserve the existing single-family residential character. All existing base zoning should remain the same while the Conservation District should protect most single-family areas and guide the transition and compatibility where intensification is permitted.

Uses. In currently zoned residential areas, permitted intensification should be limited to single-family detached, two-family and multi-family. Densities should be permitted based on current zoning provisions; however, the lower end of the density range should be encouraged.

One means of discouraging the higher end of the density range is through more stringent site provisions involving building coverage, landscaping and parking.

Residential intensification, existing and future combined, should be limited to a maximum 25 percent of the total residentially zoned area, based on dwelling units. Within this 25 percent limit, residential intensification may be permitted where one of the following factors apply:

- Vacant lot;
- Structural conditions discourage further use;
- Parcel consolidation is beneficial; or,
- Agreement of neighboring property owners.

Compatibility Standards. Where residential intensification is permitted compatibility standards should be established to guide the design integration of new development with existing development. Compatibility standards should address, but not necessarily be limited to, scale, height, rhythms and style.

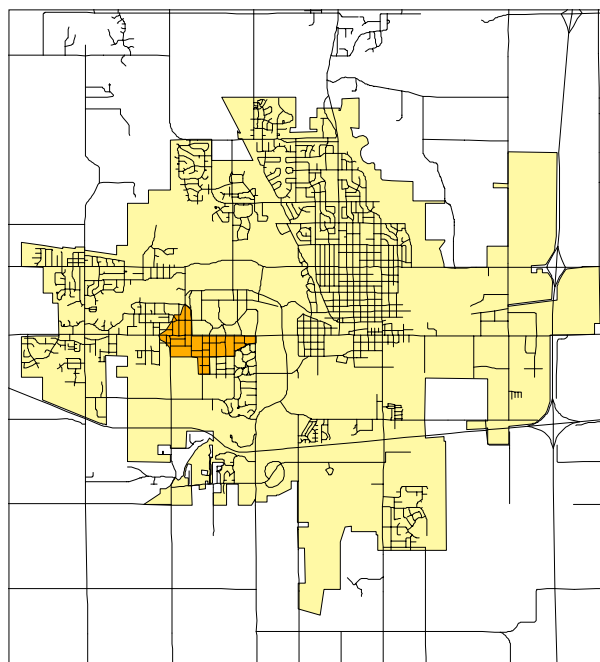
**Medical Center.** The Medical Center consists of the hospital and several small medical offices nearby. The hospital is a long-established use in the area as evidenced by the older residential structures surrounding. Expansion of the hospital and the medical offices has involved displacement of several residences. There is general incompatibility between the nature and scale of the hospital operation and the surrounding residential neighborhood.

The hospital provides a vital service to the community and region. Changes in technology, delivery of care and federal legislation create a continually evolving environment for the hospital and related uses. Further change and expansion may be a prerequisite to the hospital remaining at its present site. Flexibility for the hospital's primary functions should be accommodated through further intensification of the present site. Compatibility should be addressed where the hospital and residential uses interface. Compatibility provisions should include careful directing of traffic, landscaping buffers and minimizing the impact of lighting.

New out-patient diagnostic and treatment facilities should be directed toward alternative nearby locations. The regional commercial site proposed on the east side of I-35 should permit medical uses. In the event that the hospital is relocated, the regional commercial site would provide a suitable location. Medical offices should be limited to currently permitted locations and intensities. While medical offices benefit from being close to hospitals, convenient alternative locations are becoming available in the community. The emerging community commercial node at 13th Street and Dayton Road presents an alternative site for medical offices that is both convenient to the hospital and I-35.

## UNIVERSITY-IMPACTED POLICY OPTIONS

**Delineation.** The University - Impacted area includes the existing residential development adjacent to Campustown. It also includes the existing residential area that is located north of Lincoln Way and immediately west of the ISU-campus. The areas are characterized by mostly older single-family residences with some newer multi-family. Several of the original single-family structures have been converted to apartments and boarding houses that accommodate mostly students. The conversions have created noticeable deterioration in the appearance of some areas and an increase in on-site parking problems. The most recent multi-family construction is out-of-scale and lacks architectural compatibility with the older residences.



University Impacted Land

Planning for the University - Impacted area involves portions of two goals:

- Intensification of older residential areas; and,
- Compatibility between existing and new development.

The area has some structures of historical and architectural significance. The locations of these significant structures are somewhat scattered, making the concept of a “district” more difficult to achieve.

The area is also important because it has the potential for meeting part of the community’s near-term demand for new multi-family residential. Multi-family expansion in New Lands could be more of a long-term option if developable lands do not become readily available. Because the area is already popular with ISU-students and has many amenities and supporting commercial already built-in, it is recommended for further intensification.

It is also recommended that where there is a substantial presence of historically and architecturally significant residential structures within a block, conservation measures should be applied to the block. One means of conserving these blocks is the use of a conservation overlay zone similar to that recommended for the Urban Core single-family conservation area. In the University - Impacted area the designation might be limited to a single block and the percentage of multi-family intensification might be higher. The area should also have associated with it compatibility standards and more stringent parking provisions.



Campustown

Uses. The University Impacted Area will be a distinct, unique area within the community with a great deal of variety in activities and appearance. It will be made up of districts, each with a distinct character, well defined by building use, type, scale, setting, intended activity level, and other characteristics. Compatibility will characterize transitions among these districts.

At the core, in the Campustown Service Center, buildings will be the largest and residential densities will be the highest, supporting lively commercial activity at the street level. Building placement, design, and materials reinforce a dynamic, pedestrian-friendly neighborhood character. In the surrounding areas, uses will be multi-family residential, with densities in the lower end of the density range for high density residential uses, and building heights will be limited.

Parking. One means of discouraging the higher end of the density range is through more stringent site provisions involving parking. The following on-site and off-site parking provisions should be considered.

On-Site Parking. On-site parking should be provided at the ratio of one space per bedroom. Parking should be limited to locations to either the sides or the rear of the residential structure. All parking that is visible from the street should be permanently screened with natural landscaping materials.

Off-Site Parking. Parking on the street is currently permitted in several locations. In the locations around Campustown where the streets do not connect through the campus, additional off-site parking may be provided using modifications to the streets. One means of increasing street parking is to convert streets to one-way pairs and to use the saved right-of-way for angular parking.

Compatibility Standards. Where residential intensification is permitted, the Sub-area Plan for the University Impacted Area includes compatibility standards to guide the design integration of new development with existing development. Compatibility standards address, scale, height, exterior materials, rhythms, and other building elements. The Sub-area Plan for the University Impacted Area is incorporated as a part of this Land Use Policy Plan.

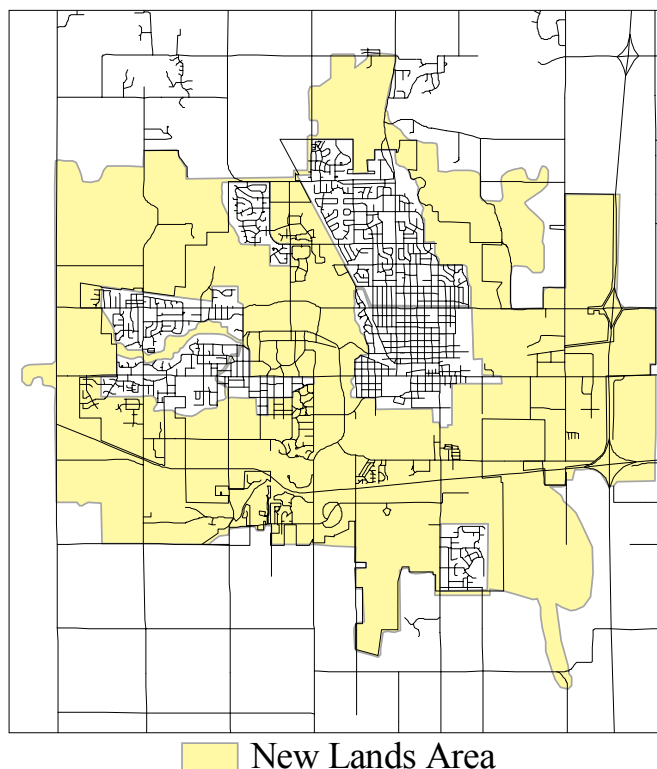
Site adaptation should also be considered with the compatibility standards. There is sufficient topographic change in some areas to permit the provision of parking under multi-family structures. There are already examples of underneath parking provisions in the area testifying to the economic feasibility of such site adaptations.



Site adaptation for underneath parking

## NEW LANDS POLICY OPTIONS

**Delineation.** New Lands consist mainly of the existing suburban areas located north of 14th Street, west of the University and east of the Airport. New Lands also include outlying areas where suburban expansion is emerging or proposed.



The five existing locations within the City are characterized by mostly single-family residences with densities that are lower than those typically found in the Urban Core south of 14th Street.

The emerging or proposed suburban expansion areas are located along the City's boundaries. The outlying areas to the east contain several large-area activities including the National Animal Disease Center and industrial park, and to the south are the airport, research park and ISU-related agricultural farms.

Residential Expansion Areas. The goal for New Lands is to establish expansion areas to meet most of the projected residential growth. These expansion areas involve mostly the unincorporated Planning Area adjacent to the City, plus some agricultural locations remaining within the City.

A second goal is to create a greater sense of place and connectivity for future residential areas. It is preferred that new development utilize the Village Residential option in creating discrete, compact mixed use "villages". Within these villages, uses and design would be more integrated and pedestrian in scale. Where the Village Residential option is not chosen by the property owner, the Suburban Residential option will occur.



A third goal is to provide a broad range of housing opportunities. It is desirable within new developments to include a variety of housing types and costs. The mixture of residential housing types in the Village Residential option will serve to accomplish this goal. Additionally, the provision of developing low and moderate cost housing on a ratio to all housing units developed in the Suburban Residential option will also serve to accomplish this goal as well.

It is recommended that residential developments that are currently platted and fully developed and residential developments that are currently under construction keep their current zoning densities, bulk requirements and other performance requirements. This will serve to limit the creation of non-conforming uses and properties. It is not the intention of this Plan to create a great degree of non-conforming uses and properties as a result of new regulations that may be developed to implement this Plan. Where uses of land exist in the Urban Core, the University-Impacted area and the existing developed areas of the New Lands area, these uses should be allowed to remain and other applicable zoning requirements where they lawfully exist.

It is desirable, where feasible, to connect existing developments with the community facilities, greenways, and other amenities that may be provided for New Lands and for Ames in general.

**Village Residential.** The goal for future residential developments is for them to involve more integration of use and design with greater potential for social and physical interaction in creating a “village” concept. These villages would be adapted to the emerging suburban landscape in creating living areas with more pedestrian scale, self-sufficiency and land utilization efficiency.

The village is described generally as a relatively compact and discrete area with the following characteristics:

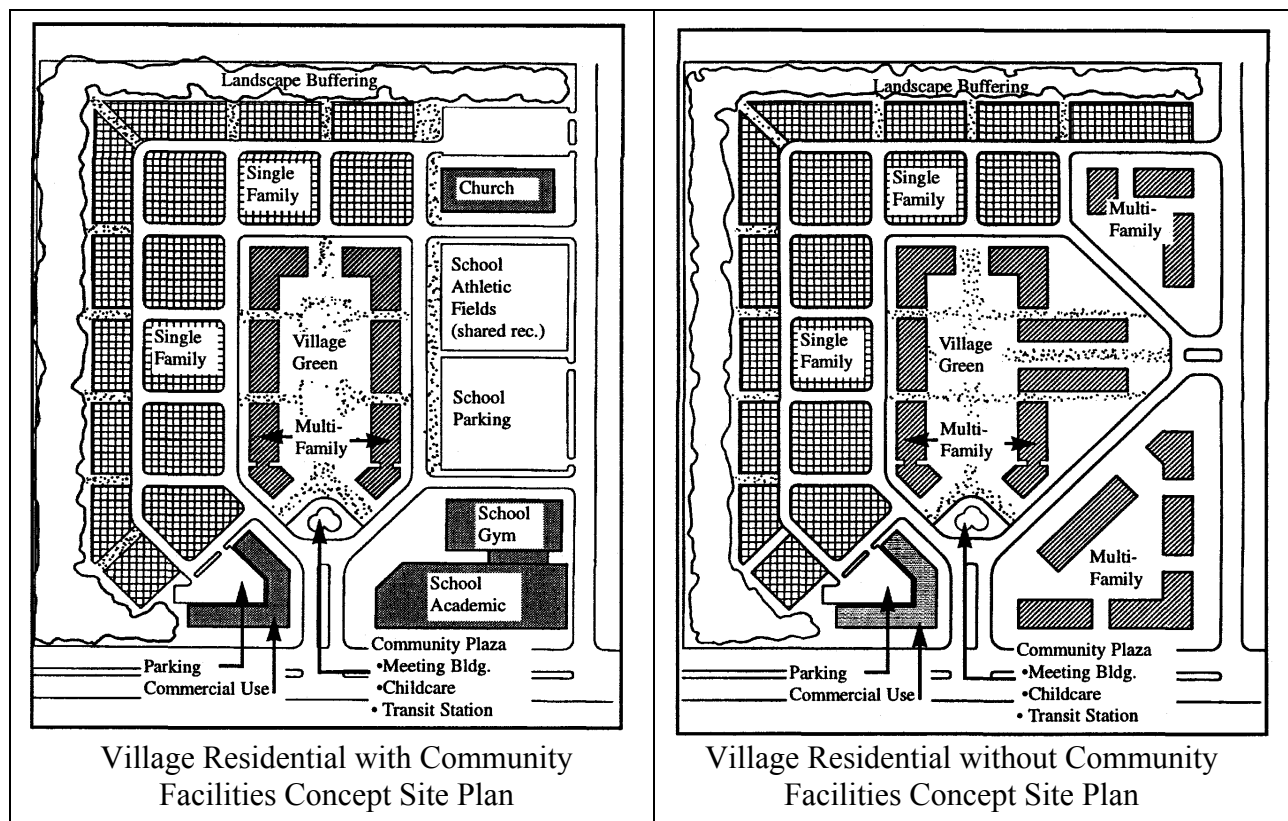
- Mixed use (single-family, two-family, multi-family and manufactured housing residential, plus supporting commercial of a convenience/neighborhood type and scale on a selective and limited basis);
- Pedestrian scale and attraction;
- Integrated and unified design in use and appearance;
- Inclusion of or convenient connection with amenities such as school, park, open space, cultural facilities, etc. where feasible; and,
- Plan Certain approval involving delineation of a detailed master plan (site, covenants, appearance guidelines, etc.) and adherence to the master plan as a condition of approval.

Applicability. Village Residential is an overlay zone that may be applied to undeveloped areas that are being directed toward residential uses. For holding purposes, the underlying zoning should be agricultural use or the lowest density single-family district in the case of pre-existing residential zoning. At their option, developments, especially smaller ones, may utilize the lowest density single-family district. In such cases the then current district regulations and approval procedures would apply.

The minimum density to be achieved within Village Residential is a net density of eight dwelling units per acre. The minimum acreage to which Village Residential can be applied is 60. The density and acreage are based on achieving a threshold population of 1,000 persons, which is calculated in dwelling units by the following manner:

- Single-family detached = 3.2 persons per dwelling unit;
- Single-family attached = 2.5 persons per dwelling unit;
- Two-family = 2.5 persons per dwelling unit;
- Multi-family = 2.0 persons per dwelling unit; and,
- Manufactured housing = 2.0 persons per dwelling unit.

Application of the Village Residential overlay may involve one tract or two or more contiguous tracts in order to achieve the minimum threshold for Village Residential. The smallest tract that may be submitted in a joint proposal is one acre. Under the joint arrangement, all tracts must be submitted under one master plan that assures the integrated use and design objectives for Village Residential. After final approval, each original tract may proceed with its individual development under the terms of the Plan Certain approval.



Because of the mixed-use characteristics of Village Residential, it is highly desirable to make all potential occupants aware, at the outset and all subsequent stages, of the type and magnitude of all uses and amenities to be included in the total development. The means to achieving the awareness might involve the inclusion of some language in each occupant's deed or rental contract, or on-site evidence through some similar staging of uses. Due to the size considerations of any permitted supporting commercial, an initial construction stage that is practical and cost effective may be considered separate of construction stages for other uses and amenities.

Uses. It is intended that Village Residential have as its base use single-family residential. Village Residential should contain at least 50 percent of its dwelling units for single-family. The minimum requirement for single-family is based on the approximate ratio of single-family to total dwelling units in the community currently, and on the projected need for types of dwelling units.

The remaining 50 percent, or less, of dwelling units may be either two-family, multi-family, manufactured housing or any combination of the three, subject to use and design provisions. Retirement housing-individual and congregate (limited care but not skilled care) may also be included. The actual mix of residential types should be subject to Planning and Zoning Commission and City Council approval that includes market considerations.

Supporting commercial uses of a convenience/ neighborhood scale may be included on a selective and limited basis in Village Residential. The intent in including supporting commercial is for it to primarily support the occupants of the village-to which the commercial is attached. This supporting commercial intent is supported by the goal of achieving more integrated use in living areas and by the objectives of reducing vehicular trips and encouraging pedestrian activities. Permitted uses include the following:

- Convenience establishments selling food and gas;
- Personal services;
- Clothing cleaners (pick-up only);
- Sit-down restaurants with a maximum seating capacity of 75;
- Small retail facilities limited to booksellers, florists, gifts, drugs, personal items and similar uses;
- Childcare;
- Business and professional offices of a neighborhood scale;
- Medical clinics of a neighborhood scale; and,
- Banks of a neighborhood scale (no drive-thru service).

Maximum Density and Intensities. It is assumed that areas eligible for the Village Residential overlay will have as their base zoning either agricultural or single-family residential with a 10,000 square foot lot minimum. Approved developments involving Village Residential may receive a maximum 40 percent density bonus over a potential or permitted residential base density of a net four dwelling units per acre. Density bonuses may be achieved by either reducing the single-family minimum lot size to 6,000 square feet, increasing the number of multi-family dwelling units or a combination of the two. Density bonuses should not infringe on open space requirements.

Approved developments involving Village Residential may be permitted supporting commercial uses based on the following ratio to each 1,000 persons occupying a development:

- Three acres for commercial use;
- Maximum 0.25 floor area ratio;
- Maximum ground coverage by building and paved areas of 70 percent; and,
- Maximum height of two stories.

Partial allocations involving populations over 1,000 but less than the next thousand should not be considered.

Location. Where two-family and/or multi-family residential is included, each type should be integrated with single-family residential through the use of design integration and overall master planning. Higher density uses should be located nearest major thoroughfares and primary access.

Where manufactured housing residential is included with any other type of residential use, manufactured housing units should be clustered. Landscaped buffers should be provided between manufactured housing and other residential uses.

Where supporting commercial uses are included, uses should be clustered with shared parking and signage provisions. Commercial uses should be located with vehicular access to a major thoroughfare(s). Landscaped buffers should be provided between commercial and residential uses. Pedestrian access should be provided between commercial and residential uses.

Amenities. Approved developments involving Village Residential should include specific amenities. These amenities may include the following:

- Sidewalks on both sides of internal streets, between commercial and all residential uses and between community facilities/recreational areas and all residential uses;
- Recreational pathways (walking and bicycling throughout the development);
- Open space of up to 20 percent of the total development acreage including preservation of any designated Environmentally Sensitive areas;
- Private recreational provisions (e.g. community building, swimming pool, tennis courts) if there are no public recreational provisions within a one-mile radius;
- Lighting for all streets and sidewalks;
- Landscape shading for all streets and sidewalks;
- Provisions for transit stop (school bus and/or public transit);
- Visitor parking and recreational vehicle storage areas;
- Pedestrian connections with off-site amenities; and,
- All utilities located underground.

Where there are opportunities for a new school, park or other community facilities, such provisions should be incorporated with Village Residential. Residential and community facilities design should be integrated. Recreational, cultural and meeting provisions should be shared.

Places of worship may be included in Village Residential as a permitted use. Conference use of worship space should be excluded.

Design. The design of all uses and amenities should be integrated so as to create a unified appearance and pedestrian friendliness. The inclusion of supporting commercial and community facilities should serve as activity centers. In the absence of community facilities, a common building for meeting and activities should be provided within the residential development.

General design considerations for residential uses include the following:

- Reduced building set-back from the street;
- Reduced street width;
- Porches on the front of residences;
- Parking to the side or rear;
- Attached garages should set-back a minimum of ten feet from the front building line;
- Sidewalks should connect directly between the street and porch; and,
- Architectural compatibility.

**Suburban Residential.** The goal for future residential development where the property owner chooses not to use the “Village Residential” option is for these developments to adhere to the guidance provided for in the form of Suburban Residential. This option does not include the same degree of use and design integration as provided for in the “Village Residential” option.

Suburban Residential development is intended to occur in the remaining in-fill areas and the targeted growth areas where Village Residential development is not chosen.

Suburban Residential is described as development where the land use has the following characteristics:

- Distinct and generally homogeneous land uses;
- Limited focus on building and development design integration;
- Greater emphasis on vehicular mobility; and,
- Less land use density/intensity.

Applicability. Suburban Residential is provided through base zoning of either a low-density or medium-density residential base zone designation applied to undeveloped in-fill areas and targeted growth areas. The choice of either a Suburban Residential or Village Residential development concept is the property owner’s decision. The base zone designation will occur as a zoning decision made by the City Council, either as applied to property already in the city limits, or through a zoning decision as a result of annexation.

Suburban Residential can be described as any area that proposes the following development characteristics:

- Generally singular/homogenous use (single-family, two-family, multi-family or manufactured housing);
- Improved pedestrian scale but orientation focused to vehicular mobility;
- Limited integration of building and development design with emphasis on landscaping as a buffer element at the edge of different land use types; and,
- Improved connectivity through street design, mid-block cross walks on long blocks and connections to school facilities, parks and open space facilities where possible.

Minimum Densities. The overall goal of Suburban Residential is to achieve an overall average residential net density of six (6) dwelling units per net acre. This would typically be achieved through a mix of 20% multi-family and 80% one- and two-family residential land uses within a development. The desired minimum densities to be achieved by Suburban Residential land uses on a net acre basis are as follows.

- Single-family attached and detached uses: 3.75 dwelling units per net acre;
- Manufactured housing: 8 units per net acre; and,
- Multi-family residential: 16.4 units per net acre.

These densities are seen as a goal for residential development that will be monitored over a five (5) year period of time. It is not the intent that any single residential development must achieve these specified density goals, but over the life of the plan it is expected that the density of all residential development that occurs in each residential use category will collectively achieve the recommended density goal.

There is no minimum acreage requirement for Suburban Residential development for approval of a project. Minimum lot size requirements must be developed in base zoning regulations to achieve the recommended densities.

Planned residential developments are provided for, but should occur where unique features such as topography, natural resource conditions, or some other unique feature suggest that a planned approach, including clustering of dwelling units, is necessary to accommodate the full development of the site.

Land Uses. Suburban Residential development is intended to permit primarily residential uses similar to much of the existing residential areas of the City. These uses include:

- Single-family detached;
- Single-family attached;
- Two-family;
- Multi-family; and,
- Manufactured housing.

Transit Corridors. Multi-family residential uses should be limited to locations along designated transit corridors. Multi-family zoning designations should not extend away from a designated transit corridor more than 1,320 feet, in order to provide convenient pedestrian access to transit services. The transit corridor provision will ensure the maximum availability of public transit

forms of mobility. Multi-family development should be developed in the form of clusters and not continuous strips along designated transit corridors, and should include the required provision of transit stops with shelter facilities for transit riders.

Amenities and Resource Protection. Typical amenities that should be included in Suburban Residential development may include, but need not be limited to the following:

- Sidewalks on both sides of all streets, walks and bicycle connections to school facilities, parks, open space, and other pedestrian and bicycle linkages to the rest of the city;
- Public and/or private park and open space amenities to accommodate the higher density and concentration of people that will result from Suburban Residential development; and,
- Development design features that fully protect designated environmentally sensitive areas.

Landscaped Buffers. Suburban Residential provides for distinct and generally homogenous land uses. Where different uses of land are adjacent to each other, sufficient landscaped buffers should be installed to create an effective edge between different land use densities. Landscaping can include such features as the following:

- Coniferous and deciduous trees and shrubs creating a generally opaque screen;
- Earthen berms with landscape features designed to soften the land use transition; and,
- Public or private park and open space facilities that create a sufficient buffer and separation between different land uses.

**Commercial Expansion Areas.** In supporting the community's goal for economic expansion, additional commercial uses are needed to support the increasing population and workforce and to serve the increasing regional attraction of Ames' market. It is recommended that the New Lands area provide the base for most of the community's convenience/neighborhood, community and regional commercial expansion.

**Neighborhood Commercial.** It is recommended that much of the new neighborhood - scale commercial be associated with Village Residential. The inclusion of such commercial services is intended to support residents of the associated village primarily.

It is recommended that existing centers achieve their permitted maximum floor area ratio and be encouraged to have a greater mix of uses. Maximizing floor area ratios can be achieved through shared parking arrangements, reduced parking requirements and inclusion of non-peak hour traffic generating uses such as banks. Retrofitting of existing centers should encourage the integration of uses and design similar to supporting commercial uses in Village Residential. Retrofitting should also encourage pedestrian connections with residential areas in reducing vehicular traffic.

**Convenience Commercial Nodes.** Convenience scale commercial land uses in areas designated as Village/Suburban Residential in the New Lands Area shall be located in strategic locations. The following criteria shall be used to locate convenience scale commercial land uses:

1. Convenience Commercial Nodes should be located with distribution frequency of approximately one (1) mile in radius unless a more frequent distribution is determined appropriate under the locational criteria described for convenience commercial nodes.

2. The size of any one node should be between two (2) and five (5) acres, but not greater than ten (10) acres.
3. The building intensity within the node should be limited to 35,000 square feet in any given building and no more than 100,000 square feet total.
4. The node should be located adjacent to or within the center of the highest possible concentrations of population.
5. The node should be located on a major or minor thoroughfare.

The Convenience Commercial Node consists of a cluster of “neighborhood scale” commercial land uses appropriate for and accommodating to surrounding residential land uses. Higher standards apply to ensure that the land use relationship between the commercial activity and the adjacent residential land uses will be compatible. These standards include such items as building placement, signage, lighting, landscaping, screening, and building materials.

Uses. Uses within a Convenience Commercial Node should be commercial activities that are most compatible with residential land uses, serving convenience and localized neighborhood needs.

Pedestrian connections to adjacent neighborhoods should be used to reduce vehicular traffic. Floor area ratios should be maximized and shared parking is encouraged. The intent of the Convenience Commercial Node is to create a clustered, localized convenience shopping/entertainment environment involving one trip to two or more destinations within the node.

Locations. Three locations within the New Lands Area are identified for Convenience Commercial Nodes. Within the New Lands Area, each location represents a generalized area that meets minimum locational criteria within the Suburban/Village Residential land use designation. The locations are as follows:

1. Northwest Growth Corridor at the intersection of North Dakota Avenue and Union Pacific Railroad.
2. Southwest Growth Priority Area near the intersection of Lincoln Way and Boone County/Story County line.
3. Southwest Growth Priority area in the vicinity of the intersection of State Avenue and Oakwood Road.

Additionally, there are locational criteria to assure the compatibility, and overall sustainability of each Convenience Commercial Node location. The timing of development will determine what type of commercial land uses shall be located within the Village/Suburban Residential land use designation. The following are the standards that should be used to locate Convenience Commercial Node land uses in Village/Suburban Residential areas within the New Lands Area:

1. To assure clustering, minimize vehicular trips and traffic impact on adjacent neighborhoods, and assure residential compatibility, Convenience Commercial Nodes should **not** be located within two (2) miles of an existing neighborhood commercial area, convenience commercial node, and/or village commercial center development except:



- a. Convenience Commercial Node may be allowed if it is within 1/2 mile from an existing area zoned for Village Residential; and
- b. There can be no more than one Convenience Commercial Node allowed under this exception for each Village; and
- c. The uses allowed in the proposed Convenience Commercial Node under this exception are restricted to a convenience store (which may include gasoline and food sales – no sit-down restaurants), grocery store, medical offices and clinics, and car washes, as long as the uses are not already present in the neighboring Village; and
- d. There is no additional vacant land remaining in the nearby Village suitable for a convenience store, grocery store, medical offices and clinics, and car washes; and
- e. The proposed Convenience Commercial Node will not create adverse impacts to existing infrastructure; and
- f. The proposed Convenience Commercial Node is consistent with all other goals and objectives of the LUPP; and
- g. Implementation of the use restrictions allowing a Convenience Commercial Node under this exception is assured through a “developer’s agreement” which must be finalized prior to the City Council’s final zoning approval.

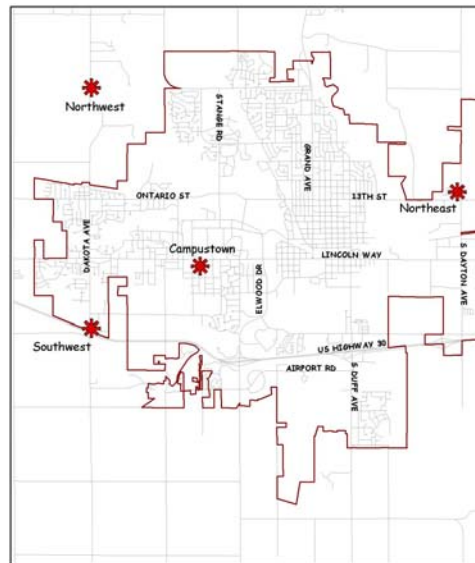
Convenience Commercial Nodes should not be located where there are more intense commercial activities (Community Commercial Node, Highway-Oriented Commercial, Regional Commercial, Downtown Service Center) that serve a higher commercial function and as a convenience commercial land use within the location criteria as stated above.

**Community Commercial Nodes.** It is recommended that much of the future community-scale commercial be associated with nodes. The nodes are represented by a cluster of mixed commercial uses typically associated with one or more arterial streets. The development scale is recommended at 100,000 to 800,000 gross square feet total in a node and a maximum of 150,000 gross square feet in any one building. The maximum floor area ratio and the higher acreage is recommended only where there is an exceptional concentration of residents.

Uses. Uses within the nodes should be more selective than those permitted in highway-oriented commercial. The intent is to create a shopping and services area where there is shared attraction involving one trip to two-or-more destinations within a node.

**Locations.** Three new locations are recommended for new community commercial nodes. Each location should involve an area of 40 to 75 acres. The three locations are identified as follows:

- Northeast quadrant of the community at the intersection of 13th Street and Dayton Road;
- Southwest quadrant of the community near the proposed Highway 30 and South Dakota Avenue interchange; and,
- Northwest quadrant of the community in conjunction with an arterial road.



Community Commercial Node Locations

In addition to the three new locations, Campustown is identified as an existing community commercial node. A master plan defining the role, characteristics and boundaries for Campustown has been prepared for the City.

**Regional Commercial.** It is recommended that additional regional commercial be provided in a clustered setting associated with a limited-access highway. A limited-access highway location provides adequate ingress-egress for the regional - scale activities without imposing the associated extraneous traffic on the community's internal traffic system. The development scale is recommended at 800,000 gross square feet and more with no restrictions in floor area for any one building.

**Uses.** Uses within the regional commercial location should be limited to major retail, major offices, banks, fast-food and dine-in establishments and medical facilities for out-patient diagnosis and treatment.

**Location.** The interchange of Interstate 35 and Highway 30 is recommended as the location for additional regional commercial. A site of 375 to 400 acres in the northeast quadrant of the interchange is the most suitable site.

**Industrial Expansion Areas.** In further supporting the community's goal for economic expansion, additional industrial uses are needed. Expansion areas are recommended for both private sector activities and ISU-research park activities. It is recommended that the New Lands area provide the base for the community's industrial expansion.

**Planned Industrial.** It is recommended that much of the new industrial uses be associated with planned industrial parks. These planned industrial parks should be located in conjunction with a limited - access highway. A limited- access highway location provides adequate ingress and egress for the regional - scale activities without imposing the associated extraneous traffic on the community's internal traffic system.

Uses. All future large-scale industrial activities should be located in planned industrial parks. Locating large-scale activities in parks assures adequate land area, access, utilities provisions and environmental controls. The park locations also assure that appearances are compatible with the community's entries along which planned industrial locations are recommended.

Location. The interchange of Interstate 35 and 13th Street is recommended as the primary location for planned industrial. A site of 150 to 175 acres in the southeast quadrant of the interchange is the most suitable site. In addition, two smaller sites totaling 75 to 100 acres on the east side of the Airport and near the Research Park are recommended.

**General Industrial.** It is recommended that general industrial activities be limited in their scale and location. The intent is to minimize their impact on the community's current land resources and infrastructure.

Uses. All future general industrial should involve mostly smaller scale activities. Light assembly and other low impact uses are recommended.

Location. An expansion area adjacent to the City's current industrial area is recommended for general industrial. A site of 75 to 100 acres is available. As the only general industrial site remaining, the location is important in meeting the community's near-term needs. Development of the planned industrial site to the east of Interstate 35 is probably a long-term option. Extension of utilities to the proposed planned industrial location will be costly due to the barrier presented by Interstate 35.

## NEAR TERM LANDS POLICY OPTIONS

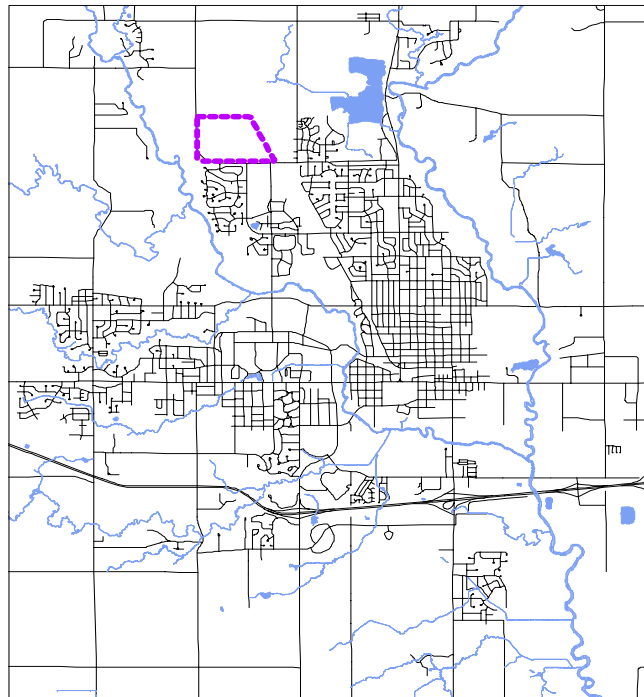
**Delineation**. Near Term Lands consist of a smaller area of predominantly agricultural land use north of Bloomington Road, west of the Union Pacific Rail Road spur, and east of George Washington Carver. This area extends north of Bloomington Road approximately one half mile and includes approximately 225 acres.


The area is characterized as currently being used for production agriculture purposes with a small isolated area used for residential purposes near the intersection of Bloomington Road and George Washington Carver.

The Near Term Lands area is not a priority growth area. The Near Term Lands area is identified as an area where residential development can continue in a limited amount and for a shorter period of time. Residential development has been occurring in the north central portion of the City for many years, and this area represents a limited continuation of this trend.

Planning for the Near Term Lands area involves portions of several Goals of the Plan. These include:

- Planning for and managing growth;
- Assuring adequate and available developable land;
- Establishing a cost effective and efficient growth pattern by utilizing the Capital Investment Strategy of the city; and,
- Increasing the housing supply.



 Near Term Lands  
Near Term Lands

**Non-priority Growth Area.** The land area included with the Near Term Lands is not a priority growth area as identified in the Plan. The Near Term Lands accomplish the objective of providing for a limited amount of land area for continued residential development in the north central portion of the city in a location and at a time when there is a perceived shortage of developable land. This area is easily developable from the standpoint of city infrastructure and facilities.

**Capital Investment Strategy.** Since the Near Term Lands are not within the Priority Growth Area as identified in the Plan, the provision of the Capital Investment Strategy regarding to Outside Priority Growth Areas is applicable. This provision of the Capital Investment Strategy requires that all costs associated with the development of the land in the Near Term Lands area is the responsibility of the developer. This would make development of the Near Term Lands consistent with Objective 5.C. of the Plan.

**Uses.** The Near Term Lands area is intended to be used for residential development either in the form of Village Residential or Suburban Residential land use alternative. The policy options, in the Land Use Policy Plan, for Village Residential and Suburban Residential development are the same as those policy options for Village Residential and Suburban Residential development found in the unique classification area for New Lands.

No industrial land use is to be permitted and commercial land uses are limited to convenience/neighborhood scale commercial as part of a Village Residential alternative. No commercial land use in a Suburban Residential alternative is permitted in the Near Term Lands area except as allowed under the provisions for Convenience Commercial Nodes.




## AMES URBAN FRINGE POLICY OPTIONS

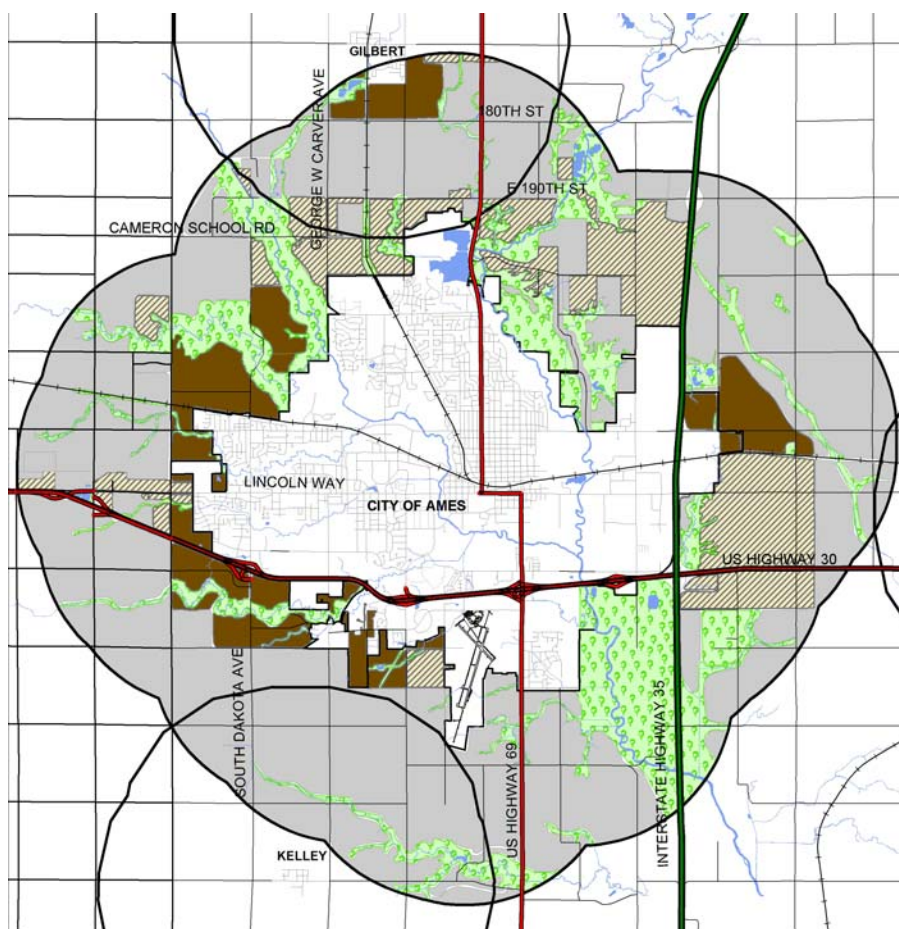
The Plan for the Ames Urban Fringe area, generally within two miles of the Ames City limits, is a shared land use plan developed by the City of Ames, Story and Boone Counties, and the City of Gilbert. The Ames Urban Fringe Plan provides principles and policy statements and a Land Use Framework Map for a consistent, predictable and mutually agreed upon development pattern that is compatible with existing land use in the fringe area.

The following guiding principles comprise the foundation for this Plan.

- Recognizing that population and economic growth is likely, Boone County, Story County, the City of Ames, and the City of Gilbert will strive towards intergovernmental coordination for successful planning within the Ames Urban Fringe.
- Boone County, Story County, City of Ames, and City of Gilbert seek to work together to preserve agricultural lands and protect rural lands from unplanned, rural single-family development and other forms of inefficient urbanization.
- Boone County, Story County, City of Ames, and City of Gilbert will work together to ensure that future development will be directed and targeted towards identified growth areas, as identified in a shared fringe area land use plan.
- Boone County, Story County, City of Ames, and City of Gilbert seek effective and efficient management of growth. Growth shall be managed by each government entity in order to minimize negative impacts to another affected governmental entity.
- In efforts to establish an orderly transition of land uses from urban to rural (as well as rural to urban), Boone County, Story County, City of Ames, and City of Gilbert seek to work together to delineate areas of responsibility and come to a common agreement on the definition of rural and urban land uses.
- Boone County, Story County, City of Ames, and City of Gilbert seek to establish growth policy within the Ames Urban Fringe compatible with ecological systems. It is commonly understood by each governmental agency that future growth will be compatible with natural resources. Environmental resources shall be protected.

**Land Uses.** Although rural areas and agricultural farmland constitute a major portion of the Ames Urban Fringe, varying degrees of urbanization and different types of land uses exist in the fringe. Land uses and policies in the Ames Urban Fringe are grouped into three separate classes to reflect the changing nature of land uses in the fringe and to balance all issues.

-  - Rural Service and Agricultural Conservation Area;
-  - Rural/Urban Transition Area; and
-  - Urban Service Area.



The *Rural Service and Agricultural Conservation Area* is intended for agricultural and other very low intensity uses. It aims to maintain the rural character of the area, protecting it from non-compatible, urban scale development. Urban services and development standards are not typically required for the limited non-agricultural development that is expected to occur within this area. Inappropriate development includes both residential and non-residential development not characteristic of the countryside or a rural community.

The *Rural/Urban Transition Areas* are located in close proximity to the existing city limits with potential consideration for annexation as the city grows. It thus forms a critical intersection of the County and City land policies and affords greater opportunity for cooperation between the City of Ames, City of Gilbert, Story County, and Boone County. These areas are intended to accommodate rural development and at the same time urban services and development standards are required for non-agricultural development in certain critical locations within this area. Annexation agreements and/or other tools also may be utilized to ensure that the future transition between rural and urban areas into the City of Ames or the City of Gilbert is a smooth one.

*The Urban Service Areas* include land adjacent to city limits where the Cities of Ames and Gilbert may expand as growth occurs. These areas shall be developed with urban development standards and shall be protected from any form of development that would constrain efficient growth of the communities. Land Use designations in these areas are the same on both the Ames Land Use Policy Plan and the Ames Urban Fringe Framework Map. Typically, lands within these areas are annexed as they are developed.

The Fringe area also includes substantial amount of environmental resources in the form of woodlands, natural prairies, wetlands, rivers, lakes, and streams. The Fringe plan seeks to conserve these natural resources by encouraging greater mitigation standards and preventing development encroachment.

The Ames Urban Fringe Plan as approved by the overlapping jurisdictions is incorporated as part of this Land Use Policy Plan and provides detailed land uses and associated policies.