

***CHAPTER ONE***  
***PLANNING BASE***

## DEVELOPMENT TRANSITIONS

**Major Growth Influences.** While many factors have contributed to Ames' development, three influences in particular have had a significant impact on the growth and composition of the community. These three influences are the railroad, the university, and regionalization of the economy. Each of these influences is important in understanding the precedents for change in the community and their implications for future development.

Railroad Influence. The first identified non-Indian settlers were the Reverend I.H. Rees and George H. Crossly who constructed home sites near Squaw Creek in 1854. Five years later, Iowa State Agricultural College was located further west of Squaw Creek. In 1864, the site of present-day Ames was laid out and a plat was recorded in 1865. The town was originally established as a railroad stop and named for Oakes Ames, a proprietor of the Cedar Rapids and Missouri River Railroad.

The railroad guided the early development pattern of Ames. Major streets and buildings paralleled the east-west route of the tracks. Most of the earlier, commercial sites were located near the railroad depot in establishing what is now Downtown.

The rich farmland surrounding Ames became a major producer of cash crops. The railroad provided the early means for delivering crops to market. The railroad also connected people with the nearby growth of the Agricultural College.

University Influence. Founded in 1859, Iowa State Agricultural College (now Iowa State University) was established to provide higher education opportunities and research in agricultural sciences. The campus originally stood alone and there was no physical connection with Ames. In 1891, the Ames and College Railroad, also known as "The Dinkey," began regular transit service between the campus and Downtown.

Enrollment at the College and the City's population remained modest until 1940. World War II created a prosperous new economy and a higher demand for professional training. Returning "G.I.'s" were offered incentives to enter college. Population in Ames increased from 12,555 in 1940 to 22,898 in 1950, driven in part by increased enrollment at Iowa State.

A second surge in the City's population occurred between 1960 and 1970 when it increased from 27,003 to 39,505. An enrollment increase of nearly 10,000 at ISU during the period accounted for 80 percent of the City's population change. The surge in enrollment created a housing shortage at the campus with the result that residents of Ames opened their homes to students. In helping meet the housing crisis, the City altered zoning in portions of its older single-family areas near Downtown to permit replacement by multi-family housing.

Enrollment growth of ISU attracted commercial activities in the present location of Campustown. Expansion of large-scale multi-family housing occurred nearby. Development filled in the area surrounding the primary campus. "The Dinkey" was replaced by the automobile and Lincoln Way as the primary connection between the campus and Downtown.

Growth and advancement at ISU also attracted the establishment of three national laboratories in Ames. The National Animal Disease Center was established in 1961. The National Veterinary Services Laboratory, originally part of the National Animal Disease Center, became its own agency in 1978. The National Soil Tilth Laboratory was established in 1989. The combination of these labs with the University created a major teaching and research center that now employs approximately 47 percent of the 25,000 - plus workforce in Ames.

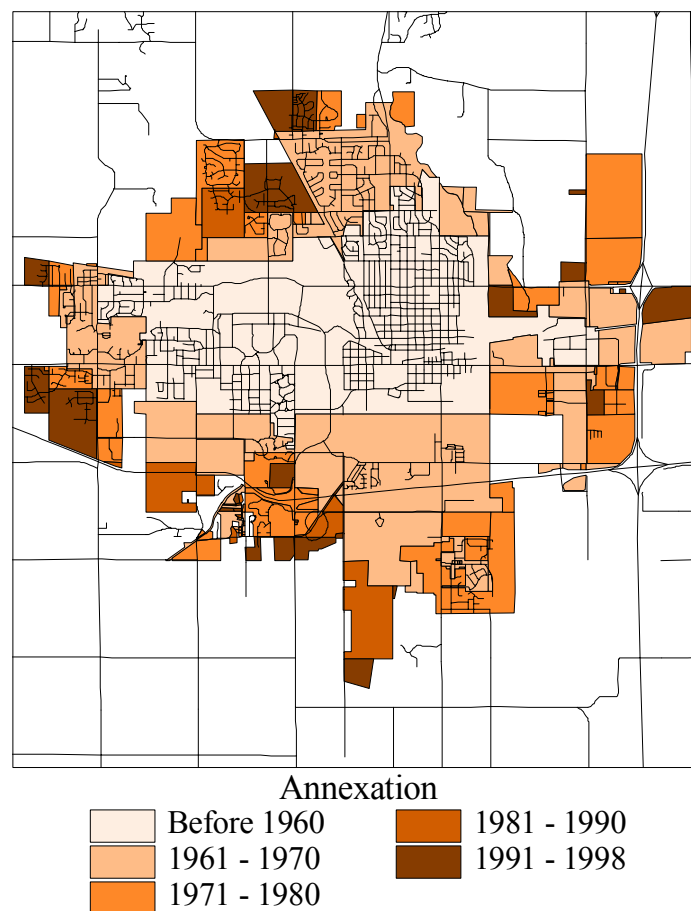
Regionalization of the Economy Influence. Enrollment at ISU stabilized between 1980 and 1990; however, the City's population continues to increase moderately. This population increase is due largely to regional influences in the economy that mark a new development era. The combining of the greater Des Moines and Ames economies is creating new growth and diversification. The presence of Interstate 35 links the two urban areas with convenient access. The recent emergence of major employment centers and residential areas along the I-35 corridor is evidence of the economy's regionalization. Evidence of the linkage within Ames can be found in the presence of new regional retail activities associated with the South Duff Avenue and Hwy. 30 connections. This regionalization of the economy provides both a new direction and composition for the development of Ames.

**Annexation.** Since its incorporation in 1869, Ames has experienced major expansion of its boundaries in accommodating growth. The first annexation occurred in the early 1890's when the City expanded to include the Iowa State campus and surrounding area. In 1930, the City still had a relatively compact configuration, which included the original urban core and ISU. The incorporated area consisted of 3,116 acres and a population of 10,261 or a population density of 3.3 persons per acre. Since then, there have been three periods of major annexation.

In 1950, the City expanded north and west in including the suburbs that were required to meet the population surge after WWII. The incorporated area consisted of 3,982 acres and a population of 22,898 or a population density of 5.8 persons per acre.

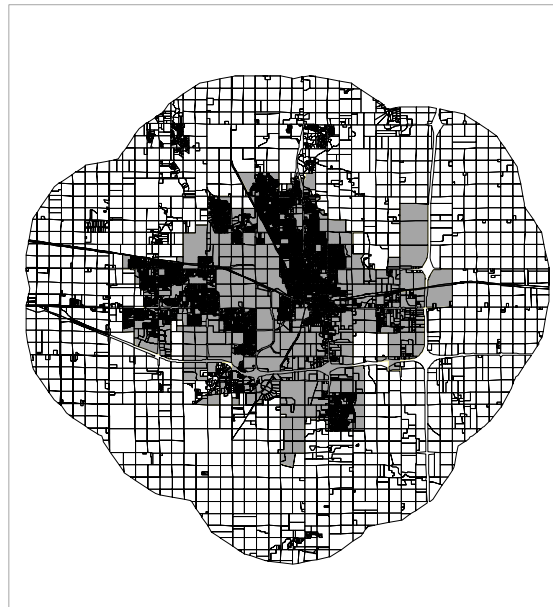
In 1975, the City undertook its largest annexation to meet a second major surge in population. Expanding in all directions, but especially to the south, the City annexed 5,620 acres. The incorporated area consisted of 9,602 acres and a population of 43,561 or a population density of 4.5 persons per acre.

In 1994, the City consolidated its boundaries in annexing several new suburban developments. The incorporated area consisted of 10,271 acres and a population of 47,198 or a population density of 4.6 persons per acre.



**Planning Area.** Since 1930, Ames has increased in land area by 400 percent, adding approximately 9,300 acres through annexation. Between each annexation, the City has filled its boundaries. The degree of development between annexations has varied moderately based on comparison of population densities

The unincorporated area adjacent to the City is important to the growth of Ames both in terms of future annexation and development compatibility. A *Planning Area* has been designated for addressing growth opportunities and development compatibility for the City. As of 1994, the Planning Area, exclusive of the City, encompassed an area of 43,837 acres and a population of approximately 2,500 or a population density of 0.6 persons per acre.



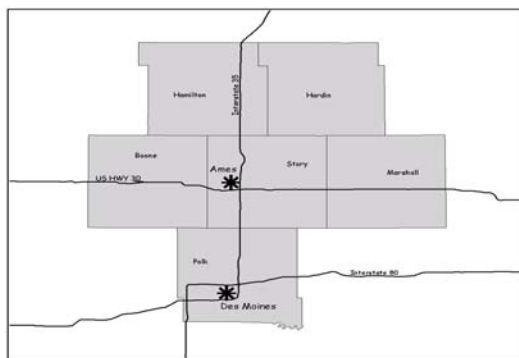
Planning Area

## GROWTH DETERMINANTS

**Regional Setting.** Ames shares an economic region with the greater Des Moines area. Within the six contiguous counties of Boone, Hamilton, Hardin, Marshall, Polk and Story, the City of Ames represents 47,198 people or 9.5 percent of the 500,019 population of the region as of 1990. The City of Des Moines is the largest population center with a population of 193,000 as of 1990.

The six counties constitute a growing region due mainly to the growth within Des Moines and Ames. Since 1970, the region's population increased by 42,958, of which growth in Ames contributed 7,693 or 18 percent. The dominant factor in Ames' growth between 1970 and 1985 was an enrollment increase of 6,909 at Iowa State University.

While the Des Moines area provides a more diversified employment and commercial base, Ames has its own sustaining economy. In 1990, the City provided an employment base of 25,307 of which ISU comprised approximately 8,200 or 32.4 percent. Although highly specialized in government/educational services, Ames comprised approximately 8 percent of the employment in the six-county region, which was slightly less than the City's share of the region's population.



**Local Setting.** Ames is the largest population and economic center within Story County. Population has increased steadily within Story County and Ames since 1940, with most of the growth occurring within the City. Between 1940 and 1990, the County's total population increased by 40,818 with an annual growth rate of 2.9 percent during the first 40 years and 0.3 percent during the last 10 years. During the fifty-year period, the City increased its share of the County's total population from 37.6 percent in 1940 to 63.5 percent in 1990.

The City also increased its share of the County's total employment. As of 1990, Ames included approximately 56 percent of all private wage workers and 95 percent of all government workers. Iowa State University provided annual employment for approximately 8,200 workers, most of whom were living in Ames.

**Population Projections.** The six-county region, Story County and the City of Ames are projected to grow through the planning horizon year of 2030. The major factor in the region's projected increase of 107,000 is economic growth within the Des Moines area and the shared effect with Story County and Ames.

Story County. Total population within Story County is projected to grow from 74,252 in 1990 to between 94,000 and 96,000 by the year 2030. The population increase is 19,748 to 21,748 or 28 to 29 percent. The annual rate of growth is 0.7 to 0.8 percent, which approximates the rate between 1980 and 1990.

City of Ames and the Unincorporated Planning Area. Population within the City of Ames and the unincorporated Planning Area is projected to grow from approximately 50,000 in 1990 to between 65,000 and 67,000 by the year 2030. The population increase is 15,000 to 17,000 or 30 to 34 percent. The annual rate of growth is 0.7 to 0.8 percent, which represents an increase from the rate between 1980 and 1990. The higher growth rate is due to increases in births and in-migration.

Population is projected collectively for the City of Ames (as presently configured) and the unincorporated Planning Area because some annexation of the latter by Ames is anticipated. Near-term growth is anticipated to be higher within the presently configured City, while long-term growth will likely involve more of the presently unincorporated area.

<b>Year</b>	<b>City of Ames/Planning Area</b>		<b>Story County</b>	
	<b>Low</b>	<b>High</b>	<b>Low</b>	<b>High</b>
<b>1990</b>	50,000	50,200	74,252	74,252
<b>1995</b>	51,850	52,300	76,180	78,180
<b>2000</b>	53,750	54,400	78,400	80,400
<b>2005</b>	55,700	56,500	80,700	82,700
<b>2010</b>	57,600	58,600	93,100	85,100
<b>2015</b>	59,500	60,800	85,600	87,600
<b>2020</b>	61,400	62,900	88,100	90,100
<b>2030</b>	65,000	67,000	94,000	96,000

**Employment Projections.** While employment within Story County and the City of Ames is dominated by government/educational services, expansion and diversification of the local economy is occurring. Story County, including the City of Ames, increased its private wage employment by 12,520 jobs or 107 percent between 1973 and 1991. The County also increased its share of the region's total employment in Manufacturing, Retail Trade, and Services. Based in part on the growing regional economic attraction provided by Des Moines, further expansion and diversification of the Story County and Ames economy is projected.

Story County. Total employment within Story County is projected to grow from approximately 35,200 in 1991 to between 50,800 and 52,300 by the year 2030. The increase is 15,600 to 17,100 or 44.3 to 48.6 percent. The annual rate of growth is 1.2 percent, which represents a slowing trend compared to the 3.5 percent rate for the six-county regional between 1973-1991.

City of Ames and the Unincorporated Planning Area. Total employment within the City of Ames and the unincorporated Planning Area is projected to grow from approximately 25,698 in 1990 to between 33,700 and 35,050 by the year 2030. The increase is 8.393 to 9.352 or 33.2 to 36.4 percent. The annual rate of growth is 0.8 percent, which approximates recent trends.

The most significant changes occur in Services, which is projected to increase by 3,500 to 3,800 jobs and Retail Trade, which is projected to increase by 2,020 to 2,220 jobs during the forty-year planning period.

It is assumed that employment at ISU will remain near current levels over the next ten years based on the University's projections for relatively stable enrollment.



**Table 2  
Employment Projections  
City of Ames/Planning Area  
and Story County  
1990-2030**

<b>City of Ames</b>			
	<b>1990</b>	<b>2030</b>	
		<b>Low</b>	<b>High</b>
<b>Government</b>	9980	10500	10800
<b>Services</b>	5480	8900	9200
<b>Retail</b>	5180	7200	7400
<b>Manufacturing</b>	1301	2400	2500
<b>Finance/R.E.</b>	978	1800	1900
<b>Construction</b>	850	1100	1200
<b>Transpo./Utilities</b>	778	1100	1200
<b>Agriculture</b>	782	100	115
<b>Wholesale Trade</b>	399	600	700
<b>Mining</b>	50	0	35
<b>Total</b>	<b>25778</b>	<b>33700</b>	<b>35050</b>
<b>Story County</b>			
	<b>1990</b>	<b>2030</b>	
		<b>Low</b>	<b>High</b>
<b>Government</b>	11843	12600	12900
<b>Services</b>	8432	14200	14600
<b>Retail</b>	8621	13100	13400
<b>Manufacturing</b>	2821	5400	5600
<b>Finance/R.E.</b>	1089	2200	2300
<b>Construction</b>	490	700	750
<b>Transpo./Utilities</b>	703	900	950
<b>Agriculture</b>	115	100	115
<b>Wholesale Trade</b>	1032	1600	1650
<b>Mining</b>	54	0	35
<b>Total</b>	<b>35200</b>	<b>50800</b>	<b>52300</b>
<i>Source: RM Plan Group, Nashville, April 1994</i>			

**Housing Projections.** Housing projections for Story County and the City of Ames assume that some students will continue to seek private rental housing as an alternative to on-campus housing. Housing projections also assume a constant five percent vacancy rate for all units in order to encourage some elasticity in the housing market.

Story County. Total housing within Story County is projected to grow from 26,847 dwelling units in 1990 to between 35,800 to 36,600 dwelling units by the year 2030. The increase is 8,953 to 9,753 dwelling units or 33.4 to 36.3 percent. The annual rate of growth is 0.8 percent.

City of Ames and the Unincorporated Planning Area. Total housing within the City of Ames and the unincorporated Planning Area is projected to grow from approximately 17,200 units in 1990 to between 25,000 and 25,800 by the year 2030. The increase is 7,800 to 8,600 units or 45 to 50 percent. The annual rate of growth is 1.1 to 1.3, which is higher than the population growth rate in order to increase elasticity in housing supply.

Because of the university-based market, there will probably continue to be a higher demand for multi-family housing than single-family. Multi-family is projected to account for 48 percent of all new units and single-family for 45 percent. Based on total housing projections, the demand for additional types of units is estimated by the year 2030 as follows:

- Multi-family = 3,744 to 4,128;
- Single-family = 3,510 to 3,810; and,
- Other residential = 546 to 602.

<b>Year</b>	<b>City of Ames/Planning Area</b>		<b>Story County</b>	
	<b>Low</b>	<b>High</b>	<b>Low</b>	<b>High</b>
<b>1990</b>	17200	17300	26847	26847
<b>1995</b>	18300	18500	29000	29800
<b>2000</b>	19000	19200	29900	30700
<b>2005</b>	19700	20000	30800	31600
<b>2010</b>	20400	20700	31700	32500
<b>2015</b>	21000	21500	32600	33400
<b>2020</b>	21700	22200	33600	34400
<b>2030</b>	25000	25800	35800	36600

**Land Use Projections.** Of the approximately 10,271 acres within the City of Ames currently, all but 1,096 acres of Agriculture and 250 acres of Vacant classification are permanently utilized. The remaining 13.1 percent is insufficient to meet growth projections for Ames. While some further intensification of existing land or land swap involving current ISU-controlled land may be feasible, additional land for projected growth through the year 2030 will come mostly from the approximate 43,837 acres of unincorporated land within the Planning Area. The unincorporated portion of the Planning Area has 34,226 acres of Agriculture and 757 acres of Vacant classification or a combined 79.8 percent of the total land that potentially can be utilized for more permanent or urban use.

An additional 3,000 to 3,500 gross acres of land are needed to meet projected growth of the City and the unincorporated portion of the Planning Area by the year 2030. The following are projections by type of land use. All projections involve gross acres, which means that they include requirements for future streets, utility easements, drainage, etc.

Residential. Based on a projected population of 65,000-67,000 and an accompanying 25,000-25,800 housing units for the collective Planning Area, another 1,700-2,050 acres are required for residential growth. The projection assumes an average density of approximately 6 dwelling units per gross acre (approximately 4.5 dwelling units per net acre).

Commercial. Based on the projected population increase for the collective Planning Area, another 800-900 acres are required for commercial growth. The projection also assumes an increase in regional attraction.

Industrial. Based on a projected manufacturing-related employment increase of 1,300 to 1,700 jobs for the collective Planning Area, another 300 to 375 acres are required for industrial growth.

Public. Based on a projected government-related employment increase of 1,100 to 1,300 jobs for the collective Planning Area, another 125 to 175 acres are required for public use. The increase does not consider any change in Iowa State University land holdings.

Parks/Open Space. Based on the projected population increase for the collective Planning Area and the City's recreation standards, another 400-450 acres are required for parks and open space.

	1994	2030	
		Low	High
<b>Residential</b>	9103	10800	11150
<b>Commercial</b>	732	1530	1630
<b>Industrial</b>	852	1150	1230
<b>Public</b>	5489	5620	5670
<b>Parks/Open Space</b>	1851	2250	2300
<b>Other</b>	36081	32785	32128
<b>TOTAL</b>	54108	54135	54108

## A NEW VISION

**A Change in Planning Policies.** Ames has reached a turning point with regard to its earlier planning policies. While previous efforts have guided development with reasonable success, the existing community has limited capacity for further growth. Competition is keen for remaining capacity. In seeking new resources, the community has expanded in several directions. Various obstacles have limited the extent of expansion. In maximizing the use of existing areas and seeking expansion areas, planning policies have treated both areas as though they are the same. In reality, existing and expansion areas for development are distinctly different, and it is the challenge of the next generation of planning to address their unique qualities. Planning must also address ways to integrate existing and new development in intensification areas.

There are several new precepts represented by the change in planning policies. The four precepts with the greatest significance include the following:

- Targeting growth;
- Seeking more expansion areas while limiting intensification of existing areas;
- Addressing existing and new development areas differently; and,
- Providing connections for people, places and activities.

Targeting Growth. Beginning in the late 1960's, north was the first major direction for expansion of Ames. Since then, additional expansion has occurred to the west and, more recently, to the south. Planning has been, in part, a response to this growth. In many cases, the provision of public infrastructure has followed the location decisions of private development as evidenced by the City's policy of paying for over-sizing of extension lines such as wastewater.

Under the new planning policies, growth will be targeted for specific areas based on the provision of public infrastructure in coordination with the release of land and support by the development community. Within targeted areas, support for development is to be accelerated and more cost-effective in attracting growth. Development within other areas may continue as is, only the public funding for infrastructure may be limited for supporting lower priority extensions.

Seeking More Expansion Areas in Limiting Intensification of Existing Areas. Since about 1967, public policy has supported, on a selective basis, the intensification of older areas. The limited availability of developable land within the incorporated area has led to pressures for intensification. Contributing to the relatively landlocked pattern has been the presence of major institutions, major thoroughfare barriers and withholding of large private properties in key locations.

The new planning policies will incorporate the provision of additional areas for development. Provisions will include both expansion areas and removal of barriers to key locations within the present incorporated area. To the extent that additional areas are made available, the reliance on intensification of existing developed areas will be reduced; however, this does not totally preclude the need for intensification. In assuring vitality, the continuing intensification of existing areas shall be required on a selective and limited basis.

Addressing Existing and New Development Areas Differently. Current zoning requirements make little distinction between their application in older existing areas and new development areas. In reality, there are distinct requirements for compatibility, parking and supporting facilities in older areas that differ from the requirements of newly developing areas.

The new planning policies identify three unique and distinct areas for development consideration. The three are identified as follows:

- Urban core;
- University-impacted; and,
- New lands

In recognizing the unique qualities of each, different planning objectives and implementation techniques are recommended for the three areas.

Providing Connections for People, Places and Activities. On the neighborhood level, traditional planning policies have favored mostly separation of residential areas from supporting uses such as convenience commercial and community facilities. Separation of these uses has encouraged more reliance on automobiles for daily types of activities.

On the community level, traditional planning policies have not provided appropriate public spaces for social interaction. There are also inadequate connections between existing public spaces, neighborhoods and other activity areas that are needed in creating a community-wide fabric.

The new planning policies stress provision of public spaces that are designed to encourage social interaction. The new policies also encourage the mixing of uses in new development to create a “village” concept involving closer proximity of uses and more pedestrian activities. These public spaces and villages are further connected in creating an integrated community and sense of place.

## GOALS FOR A NEW VISION

**The Role of Goals in Creating a New Vision.** In creating a new vision for Ames, the role of goals are important for both their individual and collective purpose in guiding development. Ten goals have been established for addressing each of the community's vision statements. These vision statements, as found in the Appendices, relate to the following:

- Planning and management of growth;
- Developable area provisions;
- Environmental-friendliness;
- Sense of place and connectivity;
- Cost-effectiveness and efficient growth pattern;
- Housing opportunities expansion;
- Mobility and alternative transportation;
- Downtown as a central place;
- Economic expansion and diversification; and,
- Cultural heritage preservation.

In addition to the goals, specific objectives are identified for each of the ten. The purpose of these objectives is to identify major activities for assuring and measuring the progress of the individual and collective goals.

**Goal No. 1.** Recognizing that additional population and economic growth is likely, it is the goal of Ames to plan for and manage growth within the context of the community's capacity and preferences. It is the further goal of the community to manage its growth so that it is more sustainable, predictable and assures quality of life.

Objectives. In managing growth, Ames seeks the following objectives.

- 1.A. Ames seeks to diversify the economy and create a more regional employment and market base. While continuing to support its existing economic activities, the community seeks to broaden the range of private and public investment.
- 1.B. Ames seeks to integrate its growth with an economic development strategy for the Central Iowa region.
- 1.C. Ames seeks to manage a population and employment base that can be supported by the community's capacity for growth. A population base of 60,000-62,000 and an employment base of up to 34,000 is targeted within the City. Additionally, it is estimated that the population in the combined City and unincorporated Planning Area could be as much as 67,000 and the employment base could be as much as 38,000 by the year 2030.



Ames Industrial Park near I-35

**Goal No. 2.** In preparing for the target population and employment growth, it is the goal of Ames to assure the adequate provision and availability of developable land. It is the further goal of the community to guide the character, location, and compatibility of growth with the area's natural resources and rural areas.

Objectives. In assuring and guiding areas for growth, Ames seeks the following objectives.

- 2.A. Ames seeks to provide between 3,000 and 3,500 acres of additional developable land within the present City and Planning Area by the year 2030. Since the potential demand exceeds the supply within the current corporate limits, alternate sources shall be sought by the community through limited intensification of existing areas while concentrating on the annexation and development of new areas. The use of existing and new areas should be selective rather than general.
- 2.B. Ames seeks to assure the availability of sufficient suitable land resources to accommodate the range of land uses that are planned to meet growth. Sufficient land resources shall be sought to eliminate market constraints.
- 2.C. Ames seeks a development process that achieves greater compatibility among new and existing development.
- 2.D. Ames seeks a development process that achieves greater conservation of natural resources and compatibility between development and the environment.
- 2.E. Ames seeks to integrate its planning with that of Story County and surrounding counties in assuring an efficient and compatible development pattern, and in assuring that there are adequate agricultural resources to serve the region.



View to the south of undeveloped  
Planning Area and U.S. Highway 30  
crossing south of the ISU Dairy Farm

**Goal No. 3.** It is the goal of Ames to assure that it is an “environmentally-friendly” community and that all goals and objectives are integrated with this common goal. In continuing to serve as a concentrated area for human habitat and economic activity, Ames seeks to be compatible with its ecological systems in creating an environmentally sustainable community.

Objectives. In assuring the community’s “environmental-friendliness”, Ames seeks the following objectives.

- 3.A. Ames seeks to provide biodiversity through the inclusion of plant and animal habitats. Their inclusion shall be provided through such methods as conservation management, protection, replacement, etc.
- 3.B. Ames seeks to maintain and enhance the value of its stream corridors as drainageways and flood management areas, plant and animal habitats, recreational and scenic areas, and pathways for linking the overall community.
- 3.C. Ames seeks to protect and conserve its water resources for the following purposes: aquifer protection; water quality protection; user conservation management; plant and animal life support; water-borne recreation; scenic open space; and, provision of a long-term/reliable/safe source of water for human consumption and economic activities.
- 3.D. Ames seeks to protect and conserve its energy sources for the following purposes: energy consumption reduction through provision of an integrated multi-modal transportation system, and through land use practices that minimize vehicular trips; user conservation management; material recycling; and, long-term/reliable/safe source for the support of human and economic activities.



- 3.E. Ames seeks to protect and enhance its air quality and sky access for the following purposes: maintaining an atmosphere that is free of foreign particles and undesirable odors; oxygen enrichment through plant life; glare and ambient light management for night sky viewing; noise transmission management; and, provision of a long-term/reliable/safe source of clean air for the support of human and economic activities.



Skunk River near Homewood Golf Course

**Goal No. 4.** It is the goal of Ames to create a greater sense of place and connectivity, physically and psychologically, in building a neighborhood and overall community identity and spirit. It is the further goal of the community to assure a more healthy, safe, and attractive environment.

Objectives. In achieving an integrated community and more desirable environment, Ames seeks the following objectives.

- 4.A. Ames seeks to establish more integrated and compact living/activity areas (i.e. neighborhoods, villages) wherein daily living requirements and amenities are provided in a readily identifiable and accessible area. Greater emphasis is placed on the pedestrian and related activities.
- 4.B. Ames seeks to physically connect existing and new residential and commercial areas through the association of related land uses and provision of an intermodal transportation system.

- 4.C. Ames seeks to psychologically connect the various living/activity areas through closer proximity of residential areas and supporting commercial uses, common design elements, and inclusion of community amenities such as parks and schools. The connections should promote community identity.



Open space connections

**Goal No. 5.** It is the goal of Ames to establish a cost-effective and efficient growth pattern for development in new areas and in a limited number of existing areas for intensification. It is a further goal of the community to link the timing of development with the installation of public infrastructure including utilities, multi-modal transportation system, parks and open space.

Objectives. In defining the growth pattern and timing of development, Ames seeks the following objectives.

- 5.A. Ames seeks to establish priority areas for growth in which there are adequate and available land resources and infrastructure to meet the major development requirements through the year 2030.
- 5.B. Ames seeks to attract public and private capital investment in the priority areas for growth on a concurrency basis (i.e. having infrastructure available at the time of development approval). Public capital improvements (e.g. trunk lines and a major street system) could be used to leverage the location of development and the availability of land.
- 5.C. Ames seeks the continuance of development in emerging and infill areas where there is existing public infrastructure and where capacity permits.
- 5.D. Ames seeks to have the real costs of development borne by the initiating agent when it occurs outside of priority areas for growth and areas served by existing infrastructure.

- 5.E. Ames seeks to integrate its planning with that of Story County and regional planning agencies.



Utilities Construction

**Goal No. 6.** It is the goal of Ames to increase the supply of housing and to provide a wider range of housing choices.

Objectives. In increasing housing opportunities, Ames seeks the following objectives.

- 6.A. Ames seeks to increase the overall supply of low and moderate-income housing through the following means: (1) conservation of such units in existing areas that are not designated for redevelopment or intensification; and, (2) inclusion of such units in new market-driven housing developments through zoning incentives.
- 6.B. Ames seeks to establish densities of a net average 5.6 dwelling units per acre in maximizing the number of housing units in new areas.
- 6.C. Ames seeks to establish higher densities in existing areas where residential intensification is designated with the further objective that there shall be use and appearance compatibility among existing and new development.

- 6.D. Ames seeks to make housing ownership and rental more available and accessible through relieving the current constraints to land supply/availability. Relief is sought through increasing the supply of land by the following means: (1) releasing lands for development that are currently controlled by institutions; (2) annexing new lands; and (3) expediting development by targeting areas for public and private cooperative efforts.



City-sponsored new low and moderate income housing in West Ames

**Goal No. 7.** It is the goal of Ames to provide greater mobility through more efficient use of personal automobiles and enhanced availability of an integrated system including alternative modes of transportation.

Objectives. In achieving a more mobile community, Ames seeks the following objectives.

- 7.A. Ames seeks to establish a comprehensive and integrated transportation system that includes automotive, public transit, pedestrian, bicycle and ride-sharing modes.
- 7.B. Ames seeks a transportation system that is linked with the desired development pattern of the overall community and areas therein.
- 7.C. Ames seeks to establish new transportation corridors that have been planned, in part, to minimize impacts on significant natural resources.
- 7.D. Ames seeks to increase the efficiency of existing traffic movement in reducing air pollutants from automobiles (e.g. improving intersection movements to minimize delays and conserve energy).
- 7.E. Ames seeks a development pattern that protects and supports the airport and its flight approach zones.



Bicycle path along 24<sup>th</sup> Street

**Goal No. 8.** It is the goal of Ames to enhance the role of Downtown as a community focal point.

Objectives. In expanding and strengthening the role of Downtown as a community focal point, Ames seeks the following objectives.

- 8.A. Ames seeks to maintain and enhance a strong central activity center through the intensification, expansion and diversification of uses including visitor attraction, entertainment, high density residential, offices and business support services.
- 8.B. Ames seeks to improve and integrate the appearance of Downtown through thematic design, preservation of historically and architecturally significant structures and reuse of structures involving economically marginal activities.
- 8.C. Ames seeks to expand parking in Downtown and to integrate automobile access with additional modes of transportation.



Main Street in Downtown Ames

**Goal No. 9.** It is the goal of Ames to promote expansion and diversification of the economy in creating a base that is more self-sufficient and that is more sustainable with regard to the environment.

Objectives. In creating an economic base that is more self-sufficient and environmentally sustainable, Ames seeks the following objectives.

- 9.A. Ames seeks more diversified regional employment opportunities involving technology-related services and production, office centers and retail centers.
- 9.B. Ames seeks to attract and support a small- and medium-size business center that utilizes the skills and products of the area's trained workforce.
- 9.C. Ames seeks to expand its research and technology development through greater private, public and university coordination and cooperation.
- 9.D. Ames seeks economic activities that are compatible and sustainable with its environment.



Technology Park

**Goal No. 10.** It is the goal of Ames to maintain and enhance its cultural heritage.

Objectives. In maintaining and enhancing its cultural heritage, Ames seeks the following objectives.

- 10.A. Ames seeks to provide a record of its earlier development through conservation, preservation and restoration of historically/architecturally significant structures and areas where economically feasible.
- 10.B. Ames seeks to integrate historically/ architecturally significant structures and areas with new development in a compatible and unifying manner.
- 10.C. Ames seeks to protect its archaeologically significant resources. Where such resources are endangered, the community should seek buffering and relocation measures.



Historically/architecturally significant structure in Ames Historic District