

**COMMISSION ACTION FORM**

**DATE PREPARED:** March 8, 2010

**REQUEST:** Rezone crop land from "A" (Agricultural) to "HOC" (Highway-Oriented Commercial)

**PROPERTY OWNER/  
APPLICANT:** Hickory Park, Inc.  
David Wheelock  
P.O. Box 765  
Ames, IA 50010

**CONTACT:** FOX Engineering Associates  
Scott Renaud, P.E.  
1601 Golden Aspen, Suite 103  
Ames, IA 50010

**LOCATION:** Pt. Parcel C: 530 Southeast 16<sup>th</sup> Street  
Pt. Parcel D: 900 Southeast 16<sup>th</sup> Street

**ACREAGE:** Pt. Parcel C: 20.38 acres  
Pt. Parcel C: 19.47 acres

**LUPP DESIGNATION:** Highway-Oriented Commercial and Agricultural/Farmstead

**ATTACHMENTS:**

A: Location Map	F: Flood Plain Zoning Map
B: Rezoning Map	G: Applicable Laws and Policies
C: Rezoning Narrative	H: Findings of Fact
D: Land Use Plan Map	H: Land Use Policy Plan Goals & Objectives
E: Existing Zoning Map	

**BACKGROUND INFORMATION:**

On February 26, 2008, the City Council added the Highway-Oriented Commercial land use designation on the Land Use Policy Plan (LUPP) Future Land Use Map for undeveloped properties west the Skunk River, north of U.S. Highway 30, and south of the Squaw Creek. Specifically, this designation was placed on all of Pt. Parcel C and the southwest half of Pt. Parcel D. The land use designation of the northeast half of Pt. Parcel D remained Agricultural. (See Attachment D, Land Use Plan Map)

The existing Environmental Sensitive Lands designation on all of this property remained but was thereafter shown on a separate Greenways and Environmentally Sensitive Lands Map. (See Attachment D, Land Use Plan Map and additional discussion below on land use policy.)

The proposal is to rezone all of Pt. Parcels C and D from “A” (Agricultural) to “HOC” (Highway Oriented Commercial). (See Attachment B, Rezoning Map and Attachment E, Existing Zoning Map)

This entire area is within the general floodplain of the Squaw Creek and the Skunk River. Therefore, in addition to land use designations, the City of Ames has floodplain zoning designations. The northeast half of Pt. Parcel D is within the Floodway Overlay Zone. All of Pt. Parcel C and the southwest half of Pt. Parcel D are within the Floodway Fringe Overlay Zone. (See Attachment F: Flood Plain Zoning Map)

Rezoning of the properties from A to HOC does not change the floodplain overlay zoning designations.

By July, 2009 the Southeast 16<sup>th</sup> Street bridge over the Skunk River was replaced and the street was paved from two blocks east of South Duff Avenue to South Dayton Avenue. Property owners adjacent to this road shared in the cost. None of this land has been developed. According to the rezoning application, the subject properties will be developed to their highest and best use. (See Attachment C, Rezoning Narrative.) If rezoned to HOC, the property can be used for any uses permitted in the zoning code for that zoning designation, generally all uses, except residential, industrial, or schools. This is the zoning designation of most of the commercial areas of Ames. (See Attachment G, Applicable Laws and Policies for references to the lists of these uses.) However, the floodplain zoning designations limit these uses somewhat and require specific development characteristics to protect people and property from flooding.

**Surrounding Area.** The following table identifies the Future Land Use Map designations, existing zoning, and existing land use of the properties surrounding the property proposed for rezoning.

DESCRIPTION OF SURROUNDING AREA

Area	LAND USE PLAN MAP DESIGNATION	EXISTING ZONING	EXISTING LAND USE
North	Highway Oriented Commercial	Agricultural	Agriculture
	Agricultural/Farmstead	Floodway	
	Environmentally Sensitive Lands	Floodway Fringe	
South	Parks and Open Space	Government/Airport	Highway Recreation Areas Animal Shelter
	Natural Areas	Agricultural	
	Greenway		
East	Highway Oriented Commercial	Highway Oriented Commercial	River Agriculture
	Agricultural/Farmstead	Agricultural	
	Greenway	Floodway	
	Flood Plain	Southeast Gateway Overlay	
	Gateway Protection Area		
West	Highway-Oriented Commercial	Highway Oriented Commercial	Commercial Retail and Office
	Flood Plain	Floodway Fringe	

See also the attached Land Use Plan Map and Existing Zoning Map

**Land Use.** Because the subject property is located within the floodplain, the land use designations are complex. The Highway-Oriented Commercial designation for a portion of the subject property means that city policy supports commercial uses associated with strip development along major thoroughfares of any scale. The Agricultural use designation supports crop production, animal husbandry, and fallow areas. However, to any use there is a caveat due the Environmentally Sensitive Lands designation. The Land Use Policy Plan states that such land should be protected from detrimental use, may or may not be suitable for development, and special requirements may be necessary to ensure environmental compatibility.

North of the subject property, on the east side of the Skunk River, the land carries the Greenway land use designation. Also, south of the highway the land carries the Parks and Open Space, Greenways and Natural Areas land use designations. These designations indicate the creation of a continuous land use corridor that protects and expands wildlife habitat and continuous pathways for humans. The Ames Capital Improvements Plan includes a multi-use pathway system along the east edge of the site that connects the recreation complex and neighborhoods south of it, the green corridor along the Skunk River, and the parks and other areas of Ames north of the subject site.

The Land Use Policy Plan designates three interchanges in the southeast area of Ames as community entries:

- Interstate 35 and U.S. Highway 30
- U.S. Highway 30 and Dayton Road
- U.S. Highway 30 and Duff Avenue

In order to enhance the arrival in Ames and direct traffic in accessing major areas activity centers, the LUPP calls for these entries to be well identified and designed to be distinctive, especially with respect to signs, lighting, landscaping, building placement, site access, and parking location. The LUPP also says “Any corridors associated with entries should be designed to reflect a continuation of the distinctive design characteristics of the associated interchange.”

To implement this policy for the two entries east of the subject property, the City, Iowa Department of Transportation, and property owners have cooperated to establish and fund a conceptual plan for the Ames Southeast Gateway. They have implemented the first phase (landscaping and public improvements) and are in design for the second phase (sculptural light columns). The City Council has also established the Southeast Gateway Overlay zoning district with some use restrictions and design standards for development of properties. (See attached Attachment E, Existing Zoning Map and Attachment G, Applicable Laws and Policies).

When the City Council referred this rezoning request, it directed staff to report on the overlays in the area when the rezoning comes back to the City Council.

**Applicable Laws and Policies.** The laws and policies that are applicable to this case are referenced in Attachment G.

## **ANALYSIS**

**Floodway and Floodway Fringe zoning.** The floodway is the area along both sides of the river that carries the flow of water in a flood. The Floodway Fringe is the area on both sides of the river where the elevation of the land can be raised to be above a flood. The boundary between the Floodway and the Floodway Fringe has been established based on the assumption that all of the land in the Floodway Fringe has been filled to an elevation one foot above the flood elevation. All of this is based on the flood height that has a 1% chance of happening every year. Both the Floodway and the Floodway Fringe can be used, but the uses are different and the way development is designed is different in each.

In the Floodway, which is the northeast half of Pt. Parcel D, the Flood Plain Zoning Ordinance allows agricultural, industrial, commercial, recreational, and residential uses that do not require earth fill or structure. Therefore, floodways are often used for cropland, nurseries, orchards, parking area, landing strips, golf courses, tennis courts, picnic grounds, wildlife preserves, lawns, gardens, and play areas. In the Floodway, certain uses that require fill or structures are allowed if a Conditional Use Permit is issued by the Zoning Board of Adjustment. The Permit is based on performance standards so that the structures do not impede the flow of water, do not reduce the volume of water storage, resist flood damage, do not endanger people, etc.

In the Floodway Fringe, which is the rest of the subject property, all uses are permitted that are otherwise allowed by Zoning and other regulations, but the use and the development must meet standards that protect people and property from floods. Parking lots and other site areas do not need to be protected from flooding. The most common method for meeting these requirements is to fill the site to place the floor of buildings three feet above the flood elevation. However, there are other ways to “flood proof” development and the Flood Plain Overlay Zoning Code contains standards for evaluating these methods as they are applied to each project. City staff administers these requirements.

The requested rezoning does not relieve the subject properties from these flood plain zoning requirements. However, if further protection of people and property from flooding is needed, further restrictions on land use and/or additional development standards could be conditions of the proposed rezoning.

**Environmentally Sensitive Lands.** The presence of the flood plain on the property is one of the reasons that the Environmentally Sensitive Lands designation applies to the property. Another reason is the importance of river systems to the natural environment and to the health of the ecosystems. The ecological zone along rivers is called the riparian zone. In areas where the native riparian zone is intact, these zones provide habitat for diverse flora and fauna (both on land and in the river), protect the soil from erosion and protect the water runoff of the soil, protect the health of the soil, and help keep all of the water in the other parts of the ecological system clean. These characteristics have been documented in environmental studies that the City has carried out on the Worle Creek and Onion Creek riparian zones.

Although the Skunk River riparian zone is somewhat intact south of U.S. Highway 30, on the subject property and to the north, it has been largely converted to agriculture. Therefore, to be more consistent with the land use policies on Environmentally Sensitive Lands, rezoning could be conditioned on restoring some of the native riparian landscape on some portion of Pt. Parcel D along the river.

**Entryways.** The conceptual plan for the Southeast Gateway did show that preservation and restoration of the Skunk River riparian zone would support the city's entryways. It illustrated that this riparian zone would help provide a western boundary for the Southeast Gateway and would also provide an example of the integration of developed areas and greenways that is a distinctive characteristic and asset of Ames.

The subject property is located proximate to two entries designated by the Land Use Policy Plan: the Southeast Gateway, east of the subject property, and the South Duff Gateway, west of the subject property. Therefore, it could be determined that the property should be made part of an entryway overlay zoning district.

- If it is determined that the area is part of the Southeast Gateway, then the Southeast Gateway Overlay Zoning District could be extended west across the river to encompass this property. This would require a second rezoning initiated by the City, either immediately following action on this rezoning request or by delaying a final decision on this zoning request.
- If it is determined that the area is part of the South Duff Gateway, then an overlay zoning district would have to be created and applied to the subject property along with other properties determined to be part of that gateway. In order to be certain that the standards of that district apply to the development on the subject property, this should occur before the property is rezoned, which would defer this rezoning request. Otherwise the standards would not apply to any development for which permits are applied for before the new overlay zoning district is established.

It could also be determined that the subject proper is not associated with either gateway, due to distance from the gateway or intervening land uses or other conditions.

In any case, the Agricultural/Farmstead land use designation retained on the northeastern portion of Pt. Parcel D, combined with the Greenway designation east of subject site, provide visual separation between the two designated gateways and also provide greater continuity of the riparian corridor's natural habitat.

**Traffic.** The improvements made to Southeast 16<sup>th</sup> Street accommodate the volume of traffic expected for commercial development of this corridor. The major unknown at that time was the best way to accommodate turns into and out of the sites. Adequate right-of-way has been secured for any of the options. Which option is best depends upon the actual uses of the property and the layout of the sites and buildings and internal circulation, which are not yet known. This will be determined at the time of subdivision or site planning, as the costs of public improvements to accommodate turns, which will be the responsibility of the developer.

**Utilities.** The subject property is fully and adequately served by storm sewer, sanitary sewer, water and electrical utilities, located along Southeast 16<sup>th</sup> Street and within and around the two parcels.

**Sidewalks.** Public sidewalks are not yet installed along Southeast 16<sup>th</sup> Street. The developer is normally required to install this sidewalk when the property is subdivided. To clarify that the developer is responsible for this improvement even if the property is not subdivided, the rezoning could be conditioned on building the sidewalk across the frontage of each parcel before approval of an Occupancy Permit for that parcel.

**Two Uses on a Single Parcel.** Although the Land Use Policy Plan (LUPP) Future Land Use Map shows two uses on the property at Pt. Parcel D, this application seeks to rezone the entire parcel to Highway-Oriented Commercial. This requires an interpretation of the Future Land Use Map:

- One interpretation is that the Future Land Use Map is a policy document meant to guide decisions about how the legal document, the Zoning Map, will establish uses permitted and not permitted on each parcel. This interpretation would assert that uses on the Future Land Use Map are not intended to follow property lines. Under this interpretation, when land uses split parcels, the City Council looks at all of the goals, objectives, and policies of the plan along with the conditions at and around the subject property and determines which of uses shown on the property should prevail for the entire property. The disadvantage of this approach is that, it forces large parcels with changing conditions or constraints across the parcel to be deemed fully in or fully out of a particular zone. It assumes that a large parcel cannot be split by two zones, which is not correct. Applied repeatedly, it can lead to uncertainty about the Plan, which defeats one of the primary purposes of land use regulation.
- Another interpretation is that each of the uses shown on the Future Land Use Map is placed there for various good reasons, viewed from a long range prospective. It is unrealistic to expect at the time the Plan is created that the existing property lines and land ownership will align with the long range future plans of the community. In fact, individual decisions about ownership and dividing property should be made with the Plan in mind; that is one of the primary purposes for the Plan. Under this option, the southwest half of Pt. Parcel D would be rezoned to Highway-Oriented Commercial and the northeast would remain zoned Agricultural. The disadvantage of this approach is that it may be more difficult to locate zoning boundaries that do not follow lot lines, and it may be more difficult to determine how underlying development standards apply at the zoning line. The best way to avoid these challenges is to subdivide the property at the zoning line.

The staff believes that the latter interpretation is more true to the way land use designations have been identified. In most cases, the designations do follow the property lines, but when they do not follow property lines, they typically follow defined conditions or natural site characteristics, such as riparian corridors. There site conditions may provide logical places for transitions between zones. In rare instances, land use designations “bleed” across a property line and the City Council considers specific conditions of each case to interpret the intent of the Land Use Policy Plan.

**Goals and Objectives of the Land Use Policy Plan.** The land use goals and policies relevant to this rezoning request are included as Attachment H.

**Conclusions.** Staff concludes that the request for rezoning complies with the relevant sections of the *Municipal Code* for the submittal and processing of the rezoning application

Based upon the above analysis, staff concludes that the proposed rezoning of Pt. Parcel C and the southwest half of Pt. Parcel D is consistent with the Land Use Policy Plan (LUPP) Future Land Use Map, subject to any of the conditions described below.

For the northeast half of Pt. Parcel D, staff concludes that the existing Agricultural zoning is consistent with the Land Use Policy Plan (LUPP). Staff concludes that the Highway Oriented Commercial zoning proposed for the northeast part of Pt. parcel D is not consistent with the LUPP.

(Staff recommendation regarding options is discussed below.)

## **ALTERNATIVES:**

### **For the requested rezoning:**

1. The Planning and Zoning Commission can recommend that the City Council approve the rezoning of Pt. Parcel C & the southwest half of Pt. Parcel D from “A” (Agricultural) to “HOC” (Highway-Oriented Commercial), leaving the existing zoning of the northeast half of Pt. Parcel D unchanged, subject to the conditions outlined below.
2. The Planning and Zoning Commission can recommend that the City Council defer approval of the requested rezoning, until a zoning ordinance is created to apply gateway design standards for this and other properties important to the South Duff Gateway.
3. The Planning and Zoning Commission can recommend that the City Council approve the rezoning of Pt. Parcel C & D from “A” (Agricultural) to “HOC” (Highway-Oriented Commercial), subject to the conditions outlined below.
4. The Planning and Zoning Commission can recommend that the City Council approve the rezoning of Pt. Parcel C & D from “A” (Agricultural) to “HOC” (Highway-Oriented Commercial), without conditions.
5. The Planning and Zoning Commission can recommend that the City Council deny the rezoning of Pt. Parcel C & D from “A” (Agricultural) to “HOC” (Highway-Oriented

Commercial) if the Commission finds and concludes that the proposed rezoning is not consistent with adopted policies and regulations, or that the rezone will impose impacts that cannot be reasonably mitigated.

6. The Planning and Zoning Commission can defer action on this request and refer it back to City staff and/or the applicant for additional information to be provided before the Commission meeting of April 21, 2010.

**Mitigation of impacts and deficiencies.** The following conditions of approval apply to Alternatives 1 and 3 above.

- a. Require plantings to restore the native riparian landscape on the east 200 feet of Pt. Parcel D.
- b. Build the sidewalk across the frontage of each parcel before approval of an Occupancy Permit for that parcel.
- c. Extend the Southeast Gateway Overlay Zoning District west across the river to encompass the subject property.
- d. Before rezoning, provide a legal description for the east line of the Highway Oriented Commercial Zoning that approximates the Floodway zoning overlay boundary.

**RECOMMENDED ACTION:**

Staff finds that rezoning of Pt. Parcel C and the southwest half of Pt. Parcel D for commercial use is consistent with the land use policies of the City, but that rezoning of the northeast half of Pt. Parcel D is not consistent with the land use policies of the City. Therefore, it is the recommendation of the Department of Planning and Housing that the Planning and Zoning Commission recommend Alternative #1 to the City Council, approving the rezoning of Pt. Parcel C & the southwest half of Pt. Parcel D from "A" (Agricultural) to "HOC" (Highway-Oriented Commercial), leaving the existing zoning of the northeast half of Pt. Parcel D unchanged, subject to the following conditions.

- Require plantings to restore the native riparian landscape on the east 200 feet of Pt. Parcel D.
- Build the sidewalk across the frontage each parcel before approval of an Occupancy Permit for that parcel.
- Before rezoning, provide a legal description for the east line of the Highway Oriented Commercial Zoning that approximates the Floodway zoning overlay boundary.

If the Planning and Zoning Commission believes that South Duff Gateway standards should be prepared, but that it is acceptable that they not apply all to development on the subject property, then that the Planning and Zoning Commission should also recommend that the City Council direct that a South Duff Gateway Overlay zoning district be created.

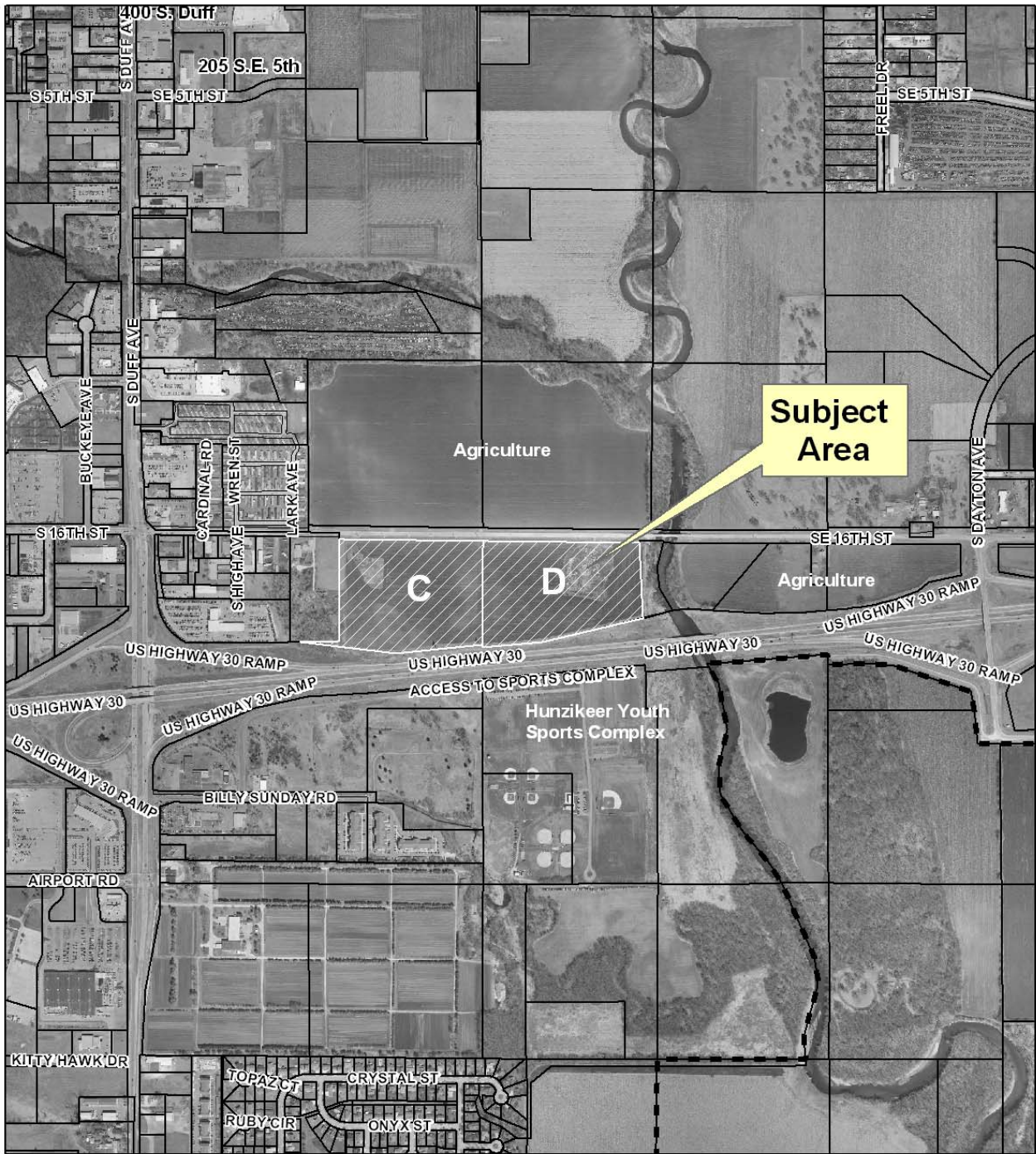
If the Planning and Zoning Commission believes that South Duff Gateway standards should be prepared, and that all development on the subject property should follow these standards, then the Planning and Zoning Commission should adopt Alternative 2, recommending that the City Council defer approval of the requested rezoning, until a



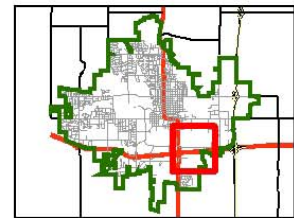
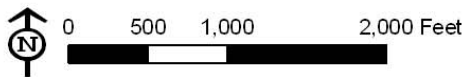
zoning ordinance is created to apply gateway design standards for this and other properties important to the South Duff Gateway.

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Attachment A



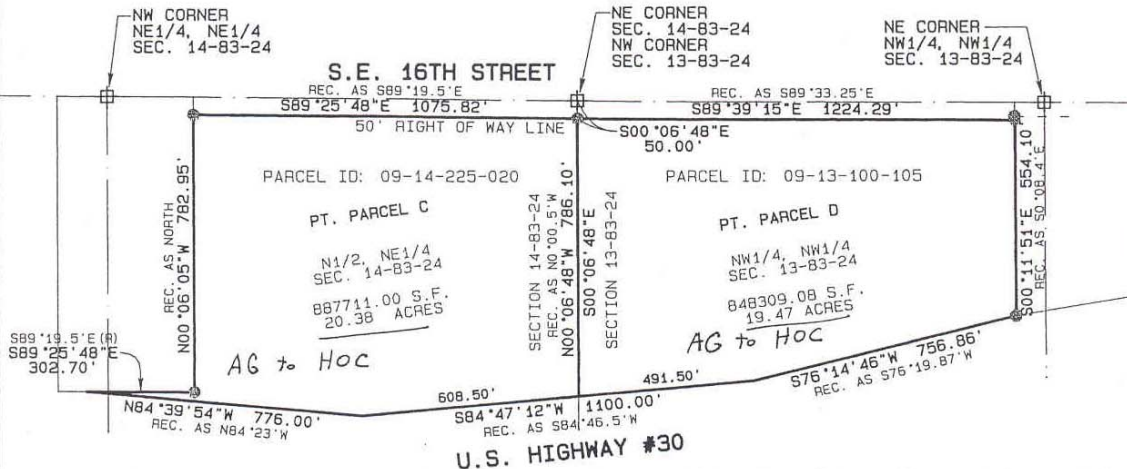
**Location Map**  
530 & 900 S.E. 16th Street



# Attachment B

R. BRADLEY STUMBO P.O. BOX 1664 AMES, IOWA 50010 515-233-3689

## REZONING MAP



Survey Description—Area to be rezoned from A-1 (Agricultural) to HOC (Highway Oriented Commercial): Parcel C, except the North 50.00 feet thereof, in the North one-half of the Northeast Quarter of Section 14, Township 83 North, Range 24 West of the 5th P.M., City of Ames, Story County, Iowa being more particularly described as follows: Beginning at a point on the East line of said Section 14 which is 50.00 feet South of the Northeast Corner thereof; thence S00°06'48"E, 786.10 feet along the East line of said Parcel C to the Southeast Corner thereof, said point being on the Northerly right of way of U.S. Highway #30; thence following the Southerly line of said Parcel C and the Northerly line of U.S. Highway #30 S84°47'12"W, 608.50 feet; thence N84°39'54"W, 776.00 feet to the Southwest Corner of said Parcel C; thence departing said right of way line S89°25'48"E, 302.70 feet; thence N00°06'05"W, 782.95 feet along the West line of said Parcel C to a point on the South right of way line of S.E. 16th Street; thence S89°25'48"E, 1075.82 feet along said line to the point of beginning, containing 20.38 acres.

Parcel D, except the North 50.00 feet thereof, in the Northwest Quarter of the Northwest Quarter of Section 13, Township 83 North, Range 24 West of the 5th P.M., City of Ames, Story County, Iowa being more particularly described as follows: Beginning at a point on the West line of said Section 13 which is 50.00 feet South of the Northwest Corner thereof; thence S89°39'15"E, 1224.29 feet along the South right of way line of S.E. 16th Street to a point on the East line of said Parcel D; thence S00°11'51"E, 554.10 feet to the Southeast Corner of said Parcel D, said point being on the Northerly right of way line of U.S. Highway #30; thence following the Southerly line of said Parcel D and the Northerly right of way line of said U.S. Highway #30 S76°14'46"W, 756.86 feet; thence S84°47'12"W, 491.50 feet to the Southwest Corner of said Parcel D; thence N00°06'48"W, 786.10 feet to the point of beginning, containing 19.47 acres.

- NOTES
1. SURVEYED BEARINGS ARE BASED ON THE STATE PLANE COORD. SYSTEM (IOWA NORTH - NAD 83).
  2. PLAT OF SURVEY OF PARCELS C AND D WAS FILED ON MARCH 12, 1993 IN STORY COUNTY RECORDER'S OFFICE IN BOOK 11, PAGE 140.
  3. THE NORTH 50' OF PARCELS C & D WAS ACQUIRED BY THE CITY OF AMES FOR PUBLIC RIGHT OF WAY.
  4. CURRENT ZONING: A-1 (AGRICULTURAL)  
PROPOSED ZONING: HOC (HIGHWAY ORIENTED COMMERCIAL)

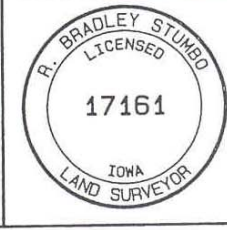
GRAPHIC SCALE 1"=400'

PROPRIETOR: HICKORY PARK, INC.

Certification: I hereby certify that this land surveying document was prepared and the related survey work was performed by me or under my direct personal supervision and that I am a duly licensed Land Surveyor under the laws of the State of Iowa.

*R. Bradley Stumbo* Date: 1-22-09  
 R. Bradley Stumbo License #17161  
 My license renewal date is December 31, 2007

Job #15834HRZ Date: 1/21/09 Page 1 of 1



## Attachment C

### REZONING NARRATIVE

Hickory Park Property - 530 SE 16<sup>th</sup> Street and 900 SE 16<sup>th</sup> Street

January 28, 2010

**Current Zoning** – Agricultural (A-1)

**Proposed Zoning** – Highway Oriented Commercial (HOC)

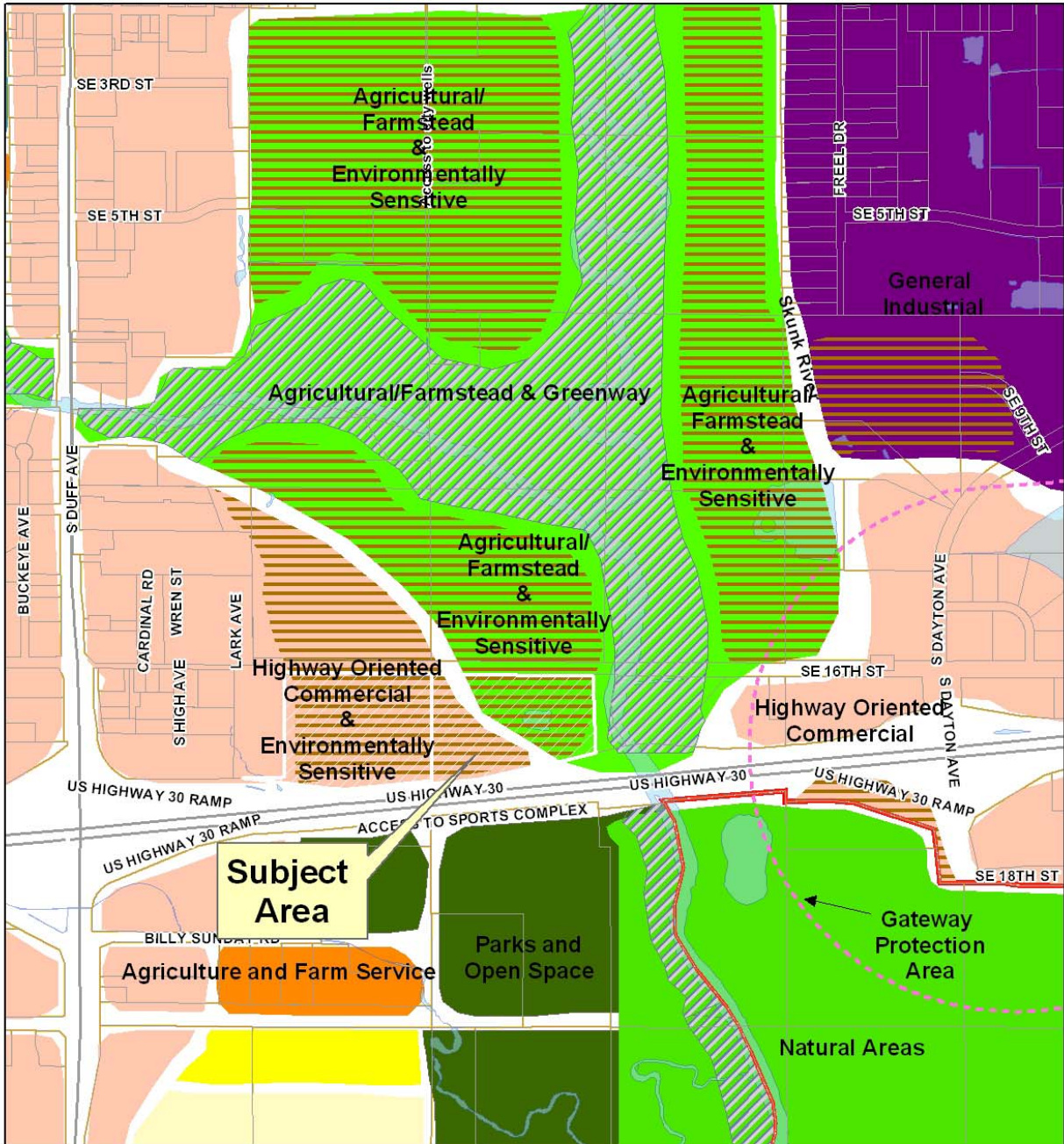
**Proposed Use of the Property** – In conformance with the HOC zone requirements.

**Reasons for Requesting the Rezoning** – Property cannot be developed to its highest and best use without rezoning the property to Highway Oriented Commercial.

**Consistency of the Rezoning with the Land Use Policy Plan** – The current adopted LUPP designates the area as Commercial lands.

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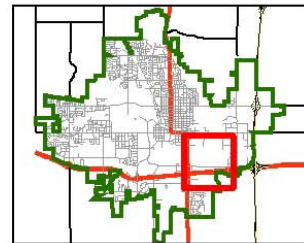
Attachment D



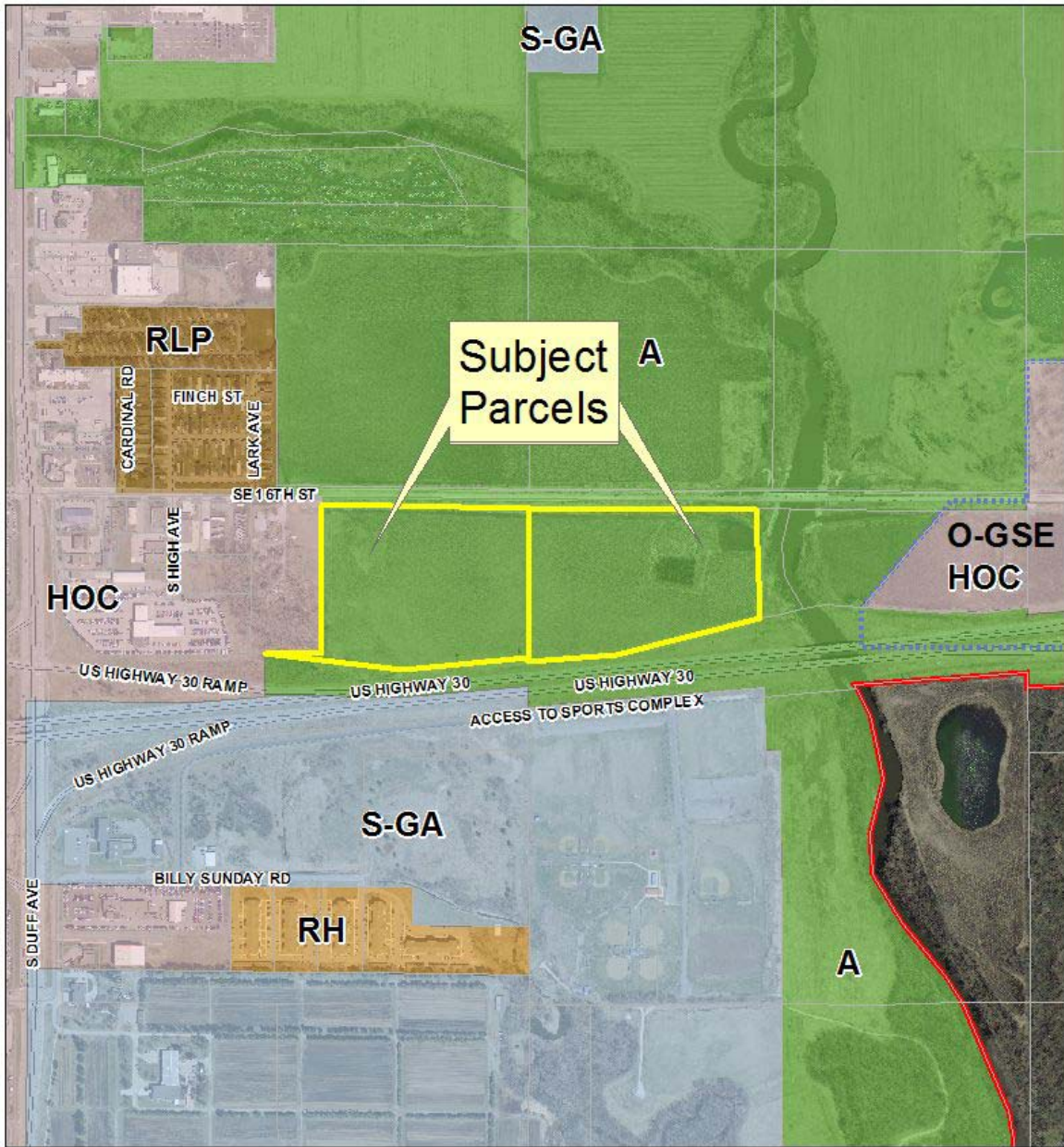
**Land Use Plan Map  
530 & 900 S.E. 16th Street**



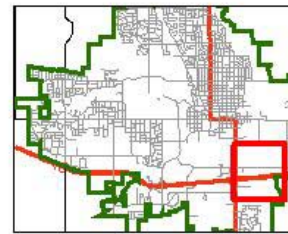
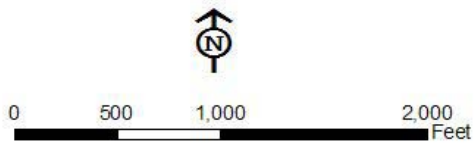
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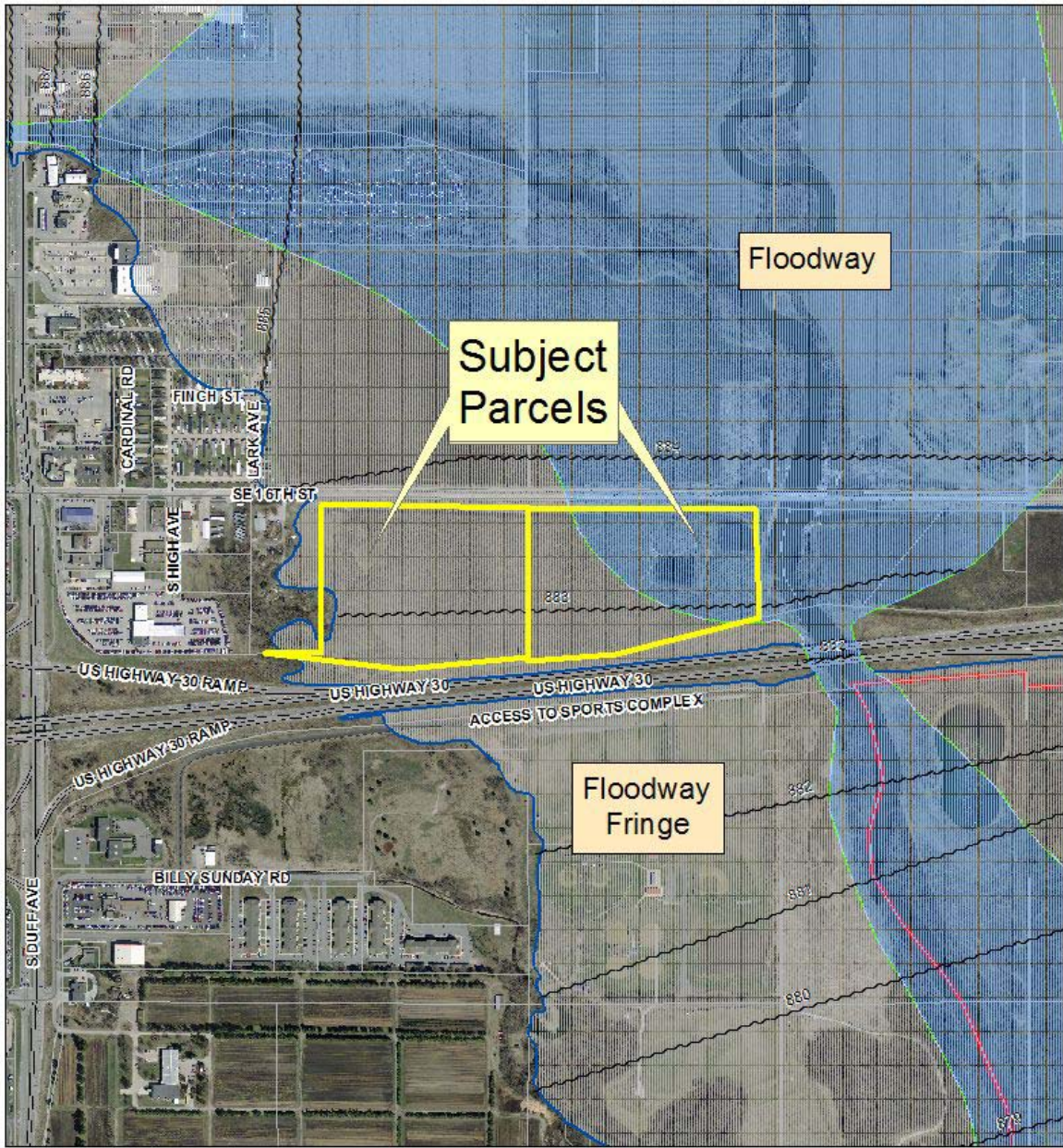
Attachment E



Existing Zoning Map  
530 & 900 S.E. 16th Street



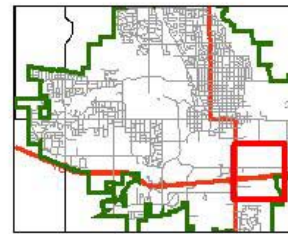
Attachment F



**Flood Plain Information (FEMA)  
530 & 900 S.E. 16th Street**



0 500 1,000 2,000  
Feet



## Attachment G

### Applicable Laws and Policies:

The laws applicable to this case file are as follows:

- Land Use Policy Plan (LUPP) Goals, Policies and the Future Land Use Map:

The Land Use Policy Plan (LUPP) Future Land Use Map identifies the land use designations for the properties proposed for rezoning.

The LUPP goals and policies that apply to the rezoning request were analyzed and considered by the Planning and Zoning Commission and the City Council, at the time the Future Land Use designations were changed for the properties under consideration in December, 2009, and January, 2010.

- *Ames Municipal Code* Chapter 29, Section 1507, Zoning Text and Map Amendments includes requirements for owners of land to submit a petition for amendment, a provision to allow the City Council to impose conditions on map amendments, provisions for notice to the public, and time limits for the processing of rezoning proposals.
- *Ames Municipal Code* Chapter 29, Section 804, “HOC” Highway-Oriented Commercial includes a list of uses that are permitted in the “HOC” zoning district and the zone development standards that apply to properties in that zone.
- *Ames Municipal Code* Chapter 29, Section 600, “A” Agricultural Zone includes a list of uses that are permitted in the “A” zoning district and the zone development standards that apply to properties in that zone.
- *Ames Municipal Code* Section 29.1107, “O-GSE” Southeast Gateway Overlay District includes a list of uses that are prohibited in the “O-GSE” zoning district and the zone development standards that apply to properties in that zone.
- *Ames Municipal Code* Chapter 9 Flood Plain Zoning, contains permitted uses, conditional uses and development standards for flood-prone areas..



## Attachment H

### Findings of Fact:

Based upon an analysis of the proposed rezoning and laws are pertinent to the applicant's request, staff makes the following findings of fact:

1. Ames *Municipal Code Section 29.1507(2)* allows owners of 50% or more of the area of the lots in any district desired for rezoning to file an application requesting that the City Council rezone the property. The property represented by the applicant is entirely under one ownership, which meets the minimum requirements for ownership of the property requested for rezoning.
2. The application was received on January 28, 2010. The Planning & Zoning Commission is to file its recommendations with the City Council within 90 days of when the application was received, which is April 28.
3. Notice of the proposed zoning map amendment was mailed to owners of property within 200 feet of the site on March 10, 2010. This is in addition to the notice required no less than 7 days prior to the hearing before the City Council (*Ames Municipal Code Section 29.1507(4)*). In addition, a sign providing public notice of the request for rezoning has been placed at the site proposed for rezoning.
4. Pt. Parcel C and the southwest half of Pt. Parcel D has been designated on the Land Use Policy Plan (LUPP) Future Land Use Map as "Highway-Oriented Commercial."
5. The east half of Pt. Parcel D has been designated on the Land Use Policy Plan (LUPP) Future Land Use Map as "Agricultural."
6. Pt. Parcel C & D have been designated on the Land Use Policy Plan as "Environmentally Sensitive Land."
7. The uses allowed in the Highway-Oriented Commercial (HOC) zone are found in Table 29.804(2) of the *Municipal Code*. Table 29.501(4)-2 provides a more detailed list.
8. The Zone Development Standards for the Highway-Oriented Commercial (HOC) Zone are found in Table 29.804(3) of the *Municipal Code*.
9. Pt. Parcel C and the southwest half of Pt. Parcel D has been zoned Floodway Fringe Overlay District. *Municipal Code Section 9.5* describes the uses allowed and the performance standards for any land disturbing activity in the Floodway Fringe Overlay district.
10. The east half of Pt. Parcel D has been zoned Floodway Overlay District.

## Attachment H

### **Goals and Objectives of the Ames Land Use Policy Plan**

***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.***

- 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.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.

***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.***

- 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.

**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.**

- 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.

**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.**

- 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.

**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.**

- 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.

***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.***

- 9.A. Ames seeks more diversified regional employment opportunities involving technology-related services and production, office centers and retail centers.
  
- 9.D. Ames seeks economic activities that are compatible and sustainable with its environment.