



City Council Goals



STRENGTHEN DOWNTOWN & CAMPUSTOWN

- ◆ Develop a sub-area plan, including public and private uses, for the area from Duff to Grand and Lincoln Way to Sixth Street (e.g., commercial [retail, entertainment, and offices], parking, housing, public spaces)
- ◆ Plan for public parking and public gathering space for the Welch/Chamberlain/Hayward interior space in Campustown
- ◆ Re-examine the parking regulations and fees in the Campustown business district and surrounding neighborhoods
- ◆ Evaluate safety for pedestrians crossing Lincoln Way between Campustown and the ISU Campus

PROMOTE ECONOMIC DEVELOPMENT

- ◆ Complete the extension of water and sewer utility lines along Lincoln Way to 590th Street
- ◆ Analyze current planning and building code approval processes to help decision making be more predictable, more strategic and more timely

EXPAND SUSTAINABILITY EFFORTS

- ◆ Implement the community solar project
- ◆ Define the City's role (e.g., codes, incentives) in re-purposing existing buildings
- ◆ Continue to participate in Squaw Creek Watershed Management Authority activities
- ◆ Educate the public regarding materials that should be diverted from the waste stream (e.g., glass, food waste, medical waste)
- ◆ Receive SolSmart Designation

ADDRESS HOUSING NEEDS

- ◆ Redevelop the Old Middle School and Sixth Street (if possible) sites for affordable housing
- ◆ Review background information regarding affordable housing needs in Ames

PROMOTE A SENSE OF ONE COMMUNITY

- ◆ Consider the recommendation from the Iowa State University Student Government and Campustown Action Association to transition from the Student Affairs Commission to a new Campus and Community Commission

STRENGTHEN HUMAN SERVICES

- ◆ Adopt an outcomes measurement system to assist in determining the City's funding allocations to human service agencies

ENCOURAGE HEALTHY LIFESTYLES

- ◆ Explore partnering with Mary Greeley Medical Center, Iowa State University, Ames Community School District, and Heartland Senior Center to create an intergenerational Healthy Life Center Complex
- ◆ Adopt a Complete Streets Program