

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. The code was later changed to limit multi-family housing in the area due to concerns over the incompatibility of the larger structures on the historic character of these older neighborhoods.

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.

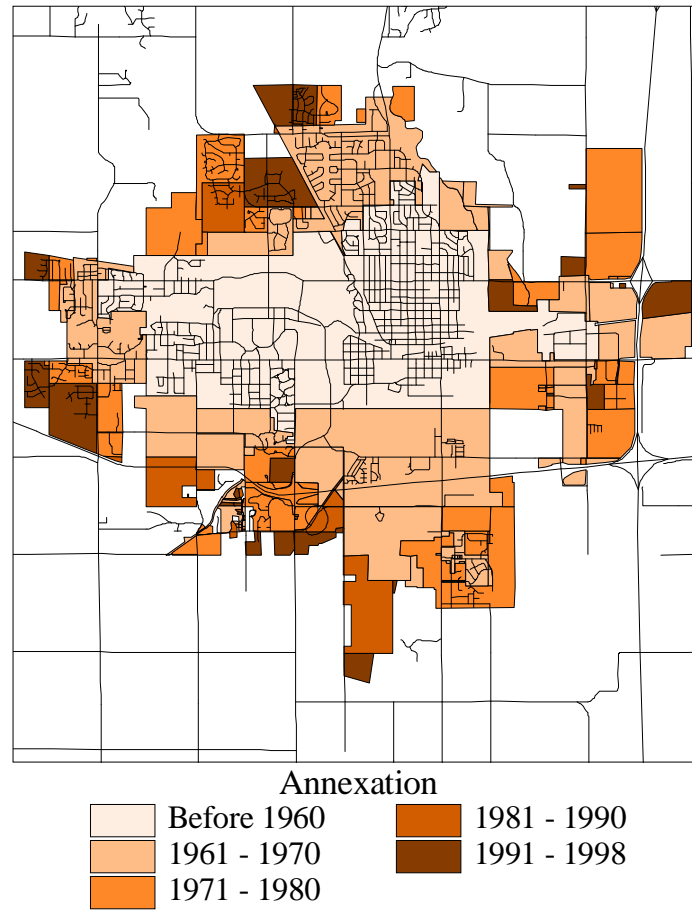
Regionalization of the Economy Influence. Enrollment at ISU stabilized between 1980 and 1990; however, the City's population continues to increase moderately. This population increase is due largely to regional influences in the economy that mark a new development era. The combining of the greater Des 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 four periods of major annexation.

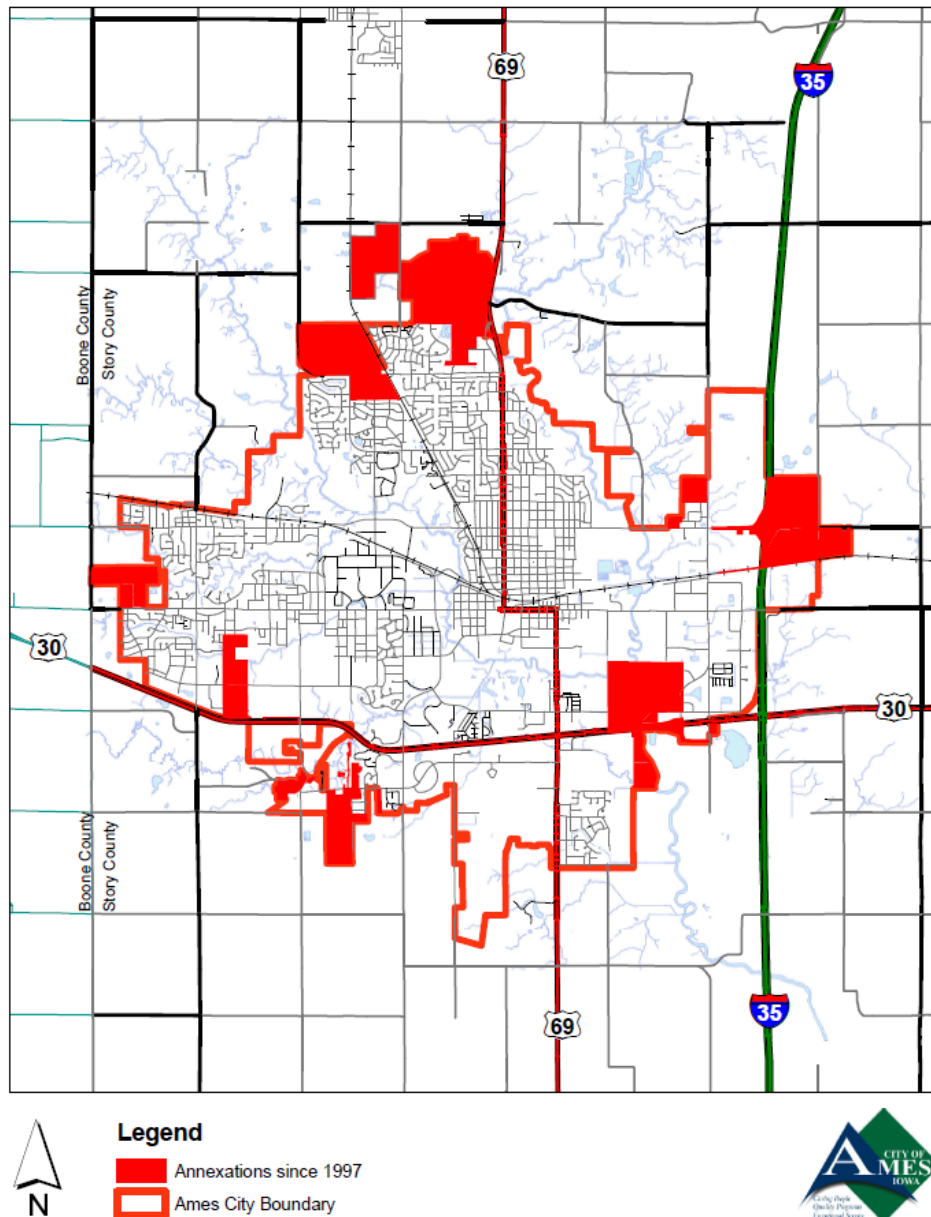
In 1950, the City expanded north and west in including the suburbs that were required to meet the population surge after WWII. The incorporated area consisted of 3,982 acres and a population of 22,898 or a population density of 5.8 persons per acre.

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.



Since 2000, annexations to the north of Ames have occurred to allow for residential development and for recreational purposes. Part of this was a response to the demand for housing and the unavailability of areas in the southwest for immediate development. Although the southwest was considered the priority growth area, the LUPP was amended to allow for the annexation of “near term lands,” which became the Northridge Heights development. By 2010, the area of the City had grown to 15,681 acres, including 2,164 acres since 1997. With a population of 58,965 in 2010, the gross density of the City is 3.76 persons per acre. The map below shows the areas annexed since the adoption of the Land Use Policy Plan.



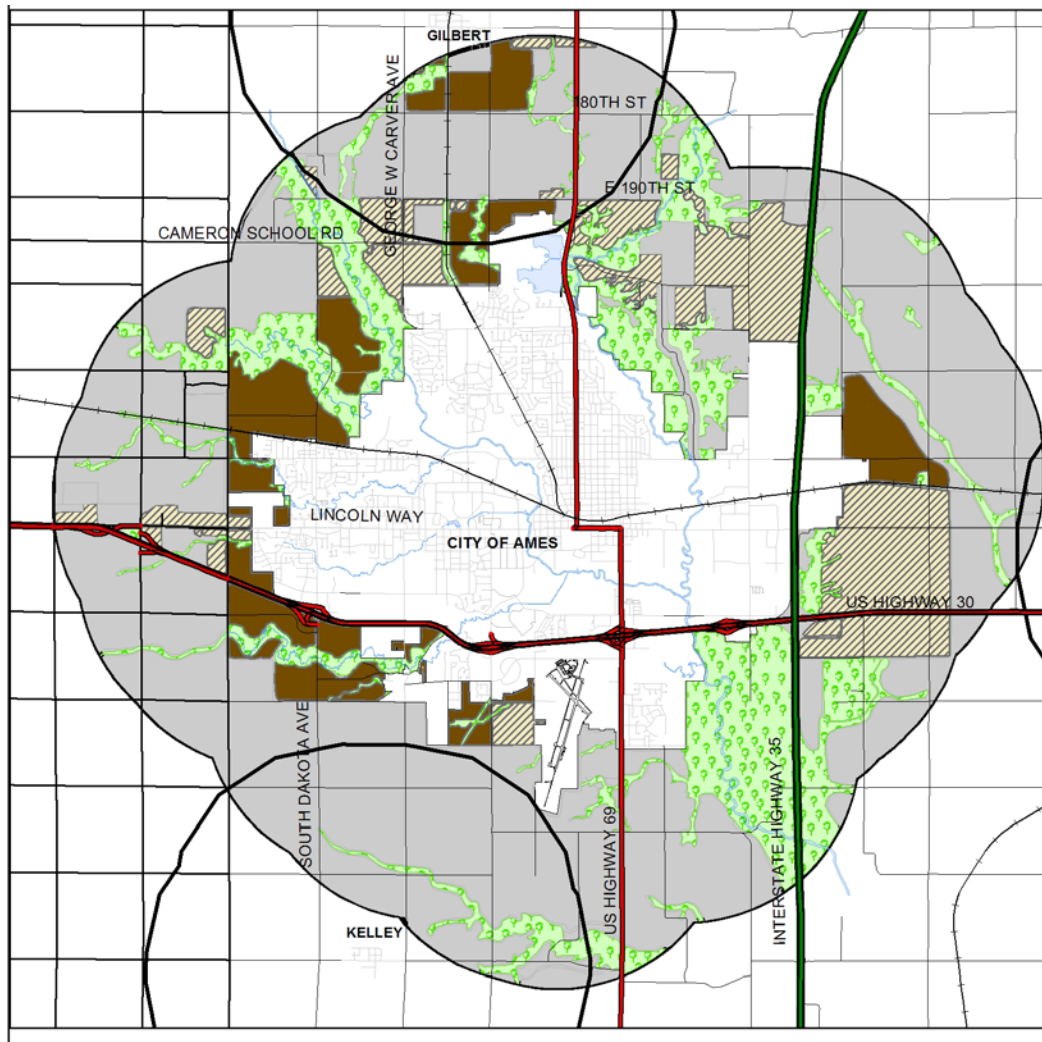
Planning Area. In 2006, Ames, Gilbert, and Story County adopted the Ames Urban Fringe Plan. This document defined the planning area as the two-mile area around the Ames corporate limits as those limits existed at that time. The Plan identified those areas in which the City is expected to grow into during the life of the Plan (to the year 2030). The policies of the Plan for these areas, known as the Urban Services Areas, will not allow for development unless and until the area is annexed and full City infrastructure and services are installed.

The Plan also identified those areas in which the City is not expected to grow in the long term, shown as Rural Service and Agricultural Conservation Areas. The policies of the Plan support only development that is consistent with the long-term preservation of the county's agricultural resources.

A third area of the Plan is the Rural/Urban Transitional Areas. These areas may be developed without being incorporated into the City but they will be designed so that if annexed, they will seamlessly be integrated into Ames. The policies of the Rural/Urban Transitional Areas may, in

some areas, require development to city densities with full city infrastructure. Other areas may be allowed to develop with somewhat lesser densities and infrastructure.

The policies of the Ames Urban Fringe Plan are a departure from the expectations of the Land Use Policy Plan as it was adopted in 1997. The LUPP envisioned significant development of the rural areas outside the City limits—the policies of the Ames Urban Fringe Plan require most development on the periphery of the City to first be annexed, to be built to urban densities, and with full extensions of city services.



GROWTH DETERMINANTS

Population Changes. The table below shows the *estimated* population in 1997 as well as that of the decennial census years of 2000 and 2010. The percent change of population from 2000 and 2010 are also shown. Also shown are the population change for Ames, Story County, and Iowa. The growth rate of Ames exceeds the growth rate of Story County and of Iowa.

POPULATION: LOCAL

	Ames	Story County	Iowa
1997 (est)	48,238	74,922	2,854,396
2000	50,731	79,981	2,926,324
2010	58,965	89,542	3,046,355
2000-10 change	15.7%	11.6%	4.1%

It is also useful to compare Ames's population to that of the surrounding counties of Story, Boone, Hamilton, Hardin, Marshall, and Polk counties. The more rural counties of Boone, Hamilton, and Hardin have lost population or growth has been flat. The more populous counties of Marshall and Polk have grown. However, while the Polk County growth rate exceeds that of Story County, the growth rate of Ames exceeds that of Polk County. These trends are reflective of statewide and national trends of urban migration.

POPULATION: NON-METRO REGIONAL

	Boone	Hamilton	Hardin	Marshall
1997 (est)	26,179	16,040	18,492	38,776
2000	26,224	16,438	18,812	39,311
2010	26,306	15,673	17,534	40,648
2000-10 change	0.3%	-4.7%	-6.8%	3.4%

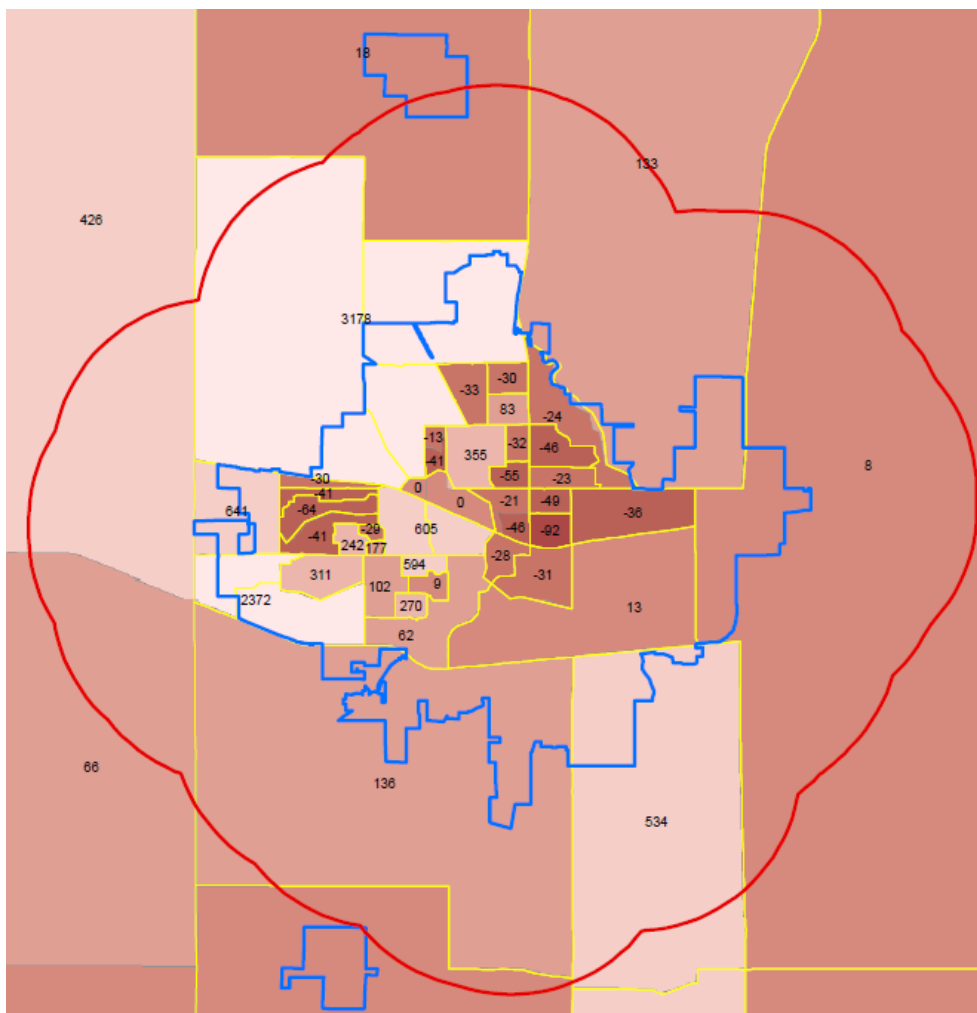
Following the 2000 census, Ames exceeded the population threshold of 50,000 persons, allowing Story County to become a Metropolitan Statistical Area. Below are data showing the population growth of the adjacent Des Moines metropolitan counties of Polk, Dallas, Warren, Madison, and Guthrie. Story County grew at a rate comparable to Polk, Warren, and Madison counties. However, all were outpaced by the growth of Dallas County.

POPULATION: METRO REGIONAL

	Polk	Dallas	Warren	Madison	Guthrie
1997 (est)	356,245	35,783	39,784	13,740	11,474
2000	374,601	40,750	40,671	14,019	11,353
2010	430,640	66,135	46,225	15,679	10,954
2000-10 change	14.6%	62.3%	13.6%	11.8%	-3.5%

Within the corporate limits of Ames and its fringe area, data from the US Census Bureau can help determine where that population increase has occurred. Data at the block and block group level comparing 2000 and 2010 population were obtained. The bulk of the population growth occurred in a single block group in the northwest of Ames and one in the southwest, accounting for a combined increase of 5,550 persons. Population growth in the northwest was facilitated by the annexation and development of the "near term lands." Growth in the southwest followed the rezoning and development of the many high-density residential structures there. An additional 534 persons were found in a block group in southeast Ames following several high-density

residential construction projects there, too. The data also show a net loss of between 13 and 64 persons in selected block groups. These are clustered mostly near the center of the city and are likely due to demolition of obsolete structures and conversions of multi-family to single-family structures.



Housing Changes. The table below shows the changes in housing, as measured by the decennial census of 2000 and 2010. The total number of housing units rose by 27.3 percent. This rate of housing growth exceeded the growth of population, resulting in two outcomes noted below in the table: a slight decrease in the occupancy rate (i.e., a higher vacancy rate) and a decrease in the number of persons per household.

HOUSING: TOTAL AND OCCUPANCY

	2000	2010	2000-10 Change	2000-10 Change %
Total Housing Units	18,709	23,876	5,119	27.3%
Total Occupied Units	18,045	22,759	4,674	25.8%
Total Vacant Units	664	1,117	445	66.2%
Owner-Occupied Units	8,326	9,703	1,366	16.4%
Renter-Occupied Units	9,719	13,056	3,308	33.9%
Housing Occupancy Rate	96.5%	95.3%		
Average Household Size (persons per housing unit)	2.30	2.25		

Average Household Size: Owner-Occupied	2.52	2.40		
Average Household Size: Renter-Occupied	2.11	2.13		

The available data on housing unit types show a shift in the types of housing structures. The number of units that are in three- and four-unit buildings decreased nearly 30 percent. Other decreases in housing types are in the categories of duplexes and mobile homes.

The number of housing units in larger apartment or condominium buildings, however, has greatly outpaced single-family units. The number of housing units in buildings that contain more than 20 units increased 54 percent. An even greater increase in housing units is found in structures containing between 10 and 19 units, which increased over 72 percent.

HOUSING: UNIT TYPE

	2000 ¹	2009 ²	2000-09 Change	2000-09 Change %
Total Housing Units	18,709	22,003	3,294	17.6%
1-unit, detached	8,050	8,654	604	7.5%
1-unit, attached	1,214	1,485	271	2.2%
2 units	1,180	1,128	-52	-4.4%
3 or 4 units	1,358	957	-401	-29.5%
5 to 9 units	1,613	1,841	228	14.1%
10-19 units	1,835	3,167	1,332	72.6%
20 or more	2,642	4,078	1,436	54.4%
Mobile home	817	693	-124	-15.2%
Boat, RV, van, etc.	0	0	0	0

Employment Changes. The table below shows occupation data from the US Census Bureau³. The total number of persons in the labor force in Ames grew by nearly 11 percent. However, there was variation among the different occupations that comprise that population. Persons in a service occupation increased over 32 percent while those in other occupations increased at a lesser rate. Except for service occupations, all other occupations grew at a rate smaller than overall employment growth.

¹ Data are US Census Bureau SF-3 sample data from the 2000 decennial census. These sample data are collected for the now-discontinued "long form" and do not necessarily equate to the number of housing units obtained from the "short form."

² Data are American Community Survey data from surveys collected 2005-2009. These are sample data collected from mail-in surveys. It is a "rolling average" from five years of data collection.

³ Data from 2000 are obtained from the decennial "long-form" and are found in the SF-3 data tables. Data from 2005-2009 are, as noted previously, from the American Community Survey and are "rolling 5-year averages." Respondents self-select the occupation in which they are employed.

EMPLOYMENT: BY OCCUPATIONS IN AMES

	2000	2005-09	2000-09 Change	2000-09 Change %
Civilian Employed Population 16 years and over	28,883	32,028	3,145	10.9%
Management, professional, and related occupations	13,670	14,413	743	5.4%
Service occupations	4,510	5,960	1,450	32.2%
Sales and office occupations	7,078	7,316	238	3.4%
Farming, fishing, and forestry occupations	338	358	20	5.9%
Construction, extraction, maintenance, and repair occupations	1,363	1,450	87	6.4%
Production, transportation, and material moving occupations	1,924	2,531	607	3.2%

The table below shows employment by industry from the U.S. Census Bureau.⁴ Total job growth has risen 7.8 percent in the decade for which the most recent data are available. The industry with the greatest overall job growth is Health care and social assistance while the industry with the greatest job loss is Professional, scientific, and technical services.

EMPLOYMENT: BY INDUSTRY IN AMES MSA

Industry	1998 Jobs	2009 Jobs	1998-2009 Change	1998-2009 Change %
Total	26,903	28,999	2,096	7.8%
Forestry, fishing, hunting, agricultural support	95	152	57	0.6%
Mining	65		-65	
Utilities		41	41	
Construction	1,913	1,727	-186	-9.7%
Manufacturing	3,864	4,350	486	12.6%
Wholesale trade	839	889	50	6.0%
Retail trade	5,008	4,903	-105	-2.1%
Transportation and warehousing	265	468	203	7.7%
Information	551	735	184	3.3%
Finance and insurance	765	895	130	17.0%
Real estate and rental and leasing	406	392	-14	-3.4%
Professional, scientific, and technical services	2,065	1,241	-824	-40.0%
Management of companies and enterprises	459	329	-130	-28.3%
Administrative and support and waste management and remediation services	619	1,195	576	93.1%
Educational services	67	159	92	137.3%
Health care and social assistance	3,996	4,881	885	22.1%
Arts, entertainment, and recreation	242	524	282	116.5%
Accommodation and food services	3,770	4,297	527	14.0%

⁴ County Business Patterns are data reported by businesses. The data do not include self-employed individuals, employees of private households, railroad employees, agricultural production employees, and most government employees.

Other services (except public administration)	1,780	1,749	-31	-1.7%
Industries not classified	7		-7	

As the following table indicates, employment in the Ames Metropolitan Statistical Area, when seen in broad sectors of the economy⁵, has been flat since 2000. The most significant growth has been in federal government employment. For clarity, total nonfarm equals goods production and service providing; service providing comprises private service providing and government; and goods production plus private service providing equals total private employment.

EMPLOYMENT: BY SECTOR IN AMES MSA

	2000	2010	2000-2010 Change	2000-2010 Change %
Total Nonfarm	48,500	48,600	100	0.2%
Goods Producing	5,600	5,600	0	0.0%
Service Providing	42,900	43,000	100	0.2%
Private Service Providing	21,700	22,200	500	2.3%
Government	21,200	20,800	-400	-1.9%
Federal Government	1,000	1,100	100	10.0%
State Government	15,600	14,900	-700	-4.5%
Local Government	4,600	4,800	200	4.3%
Total Private	27,300	27,800	500	1.8%

The table below is a measure of Ames residents in the labor force⁶. It also includes the unemployment rate. The total number of Ames residents in the labor force increased 12.5 percent in the decade 2000 to 2010. The unemployment rate nearly doubled in that time frame and reflects the current (2008-2011) economic decline. However, 2,800 more persons living in Ames were employed in 2010 than a decade previously in Ames. These data do not indicate where that person is employed.

EMPLOYMENT: LABOR FORCE IN AMES

	2000	2010	2000-10 Change	2000-10 Change %
Resident Civilian Labor Force	28,700	32,300	3,600	12.5%
Resident Employed	28,100	30,900	2,800	10.0%
Resident Unemployed	600	1,300	700	117%
Resident Unemployed %	2.1%	4.1%		

Population Projections. Population projections are a key component in planning for the future of Ames. Population projections were prepared for the 1997 Land Use Policy Plan for the purposes of determining a “target” population in five-year increments to the year 2030. These target populations have been used to determine annexation policies for the City, most recently in

⁵ Data are obtained from Iowa Workforce Development and compiled in conjunction with the U.S. Bureau of Labor Statistics.

⁶ These data are obtained from Iowa Workforce Development and are based on place of residence regardless of where that person is employed.

discussions about allowable and incentivized growth areas. However, this target population may not accurately account for projected population both in and around city limits based upon regional growth trends.

The 1994 LUPP population projections contain a major assumption that has not held in the 14 years since its adoption. That is, that student enrollment at Iowa State University “will remain relatively stable.” ISU enrollment has, in fact, grown from 25,834 students in 1997 to a record enrollment of 29,887 in 2011—a nearly 18 percent increase.

For this 2011 update, projections are done using a linear regression function to determine the trend line of available data points and project them to the year 2030. The first projection (Forecast Model 1) uses data points from the US Census Bureau estimates and decennial census counts for the period 1997 to 2010. This results in a projection of 72,771 persons in 2030. A second projection (Forecast Model 2) uses the decennial census data from the post-WWII years (1950-2010). Using this more historical perspective results in a projection of 70,895 persons by 2030.

Knowing that the ISU enrollment, especially of those students that live within Ames, is a significant component of Ames’s population and that ISU enrollment can fluctuate independent of the Ames economy, another approach is to, first, back out ISU enrollment from the Ames population. It is then possible to separately forecast future ISU enrollment and Ames population. One projection (Forecast Model 3) assumes enrollment at ISU will follow historic trends using the linear regression model. This approach forecasts a population of 67,107 persons in 2030 using the 1997-2010 data points. A second projection (Forecast Model 4) assumes enrollment will remain relatively flat following the record enrollment of 2011. This approach projects a population of 61,270 persons in 2030.

Using these same two approaches but stretching back to the historical data points of the post-war years results in a projection 64,347 if ISU population grows based on past trends (Forecast Model 5); and a projection of 62,266 if ISU population remains flat at the 2011 levels (Forecast Model 6).

A final projection (Forecast Model 7) begins with the Woods and Poole population projections for Story County. Then, using the US Census Bureau data to determine the ratio of Ames population to the county, apply that ratio to the Woods and Poole projections.

POPULATION: PROJECTIONS TO 2030

	Ames in 2030	Story Co. in 2030	Iowa in 2030
Forecast Model 1 (1997-2010)	72,771	108,898	3,284,066
Forecast Model 2 (1950-2010)	70,895	104,737	3,117,598
Forecast Model 3 (Ames and ISU growing: 1997-2010)	67,107		
Forecast Model 4 (Ames growing and ISU flat: 1997-2010)	61,270		
Forecast Model 5 (Ames and ISU growing: 1950-2010)	64,347	n/a	n/a
Forecast Model 6 (Ames growing and ISU flat: 1950-2010)	62,266	n/a	n/a
Forecast Model 7 (Woods and Poole)	70,218	103,737	3,327,270

In the spring of 2008, the City planning staff prepared a report that analyzed the capacity of the fringe areas of Ames to accommodate future growth. That report led to changes in policies of the City to create “allowable growth areas” to the north, northwest, and southwest of Ames. Under any of these projection scenarios, these allowable growth areas would accommodate the growth of the City to the year 2030 and even beyond. These policies are found in Chapter 6-Implementation of the LUPP.

The table below summarizes the capacity of the allowable growth areas to accommodate the existing population of Ames, the capacity of vacant land within the existing limits of Ames, and the capacity of the identified allowable growth areas for future population⁷.

CAPACITY FOR GROWTH: AMES AND ALLOWABLE GROWTH AREAS

City of Ames population	58,965
Capacity for growth inside city limits	3,000
Capacity for growth within North Allowable Growth Area	3,000
Capacity for growth within Northwest Allowable Growth Area	8,995
Capacity for growth within Southwest Allowable Growth Area	9,375
Total Population of existing City and Fringe Area at total buildout	83,372

This apparent excess in capacity above even the largest population projection will account for a comfortable housing market factor. This market factor ranges from a low of 12 percent to a high of 36 percent and is necessary to allow for market choices and consumer preferences.

Housing Projections. Determining future housing needs is based on expectations of future population in Ames. The table below provides projections for housing units in Ames based on each of the Forecast Models shown above. As can be expected, a future that includes increased ISU enrollment will require a greater number of additional housing units—7,903 additional units under the greatest population projection (Forecast Model 3).

HOUSING UNITS: PROJECTIONS TO 2030⁸

	2030 Population	2030 Housing Units	Additional Units Needed
Forecast Model 1	72,771	29,893	7,134
Forecast Model 2	70,895	29,201	6,262
Forecast Model 3	67,107	27,259	4,500
Forecast Model 4	61,270	24,544	1,785
Forecast Model 5	64,347	25,975	3,216
Forecast Model 6	62,266	25,007	2,248
Forecast Model 7	70,218	28,706	5,947

⁷ These data were based on the 2008 Analysis of the Costs and Development Possibilities of Growth Targeted to the Southwest, Northwest, and North, updated to reflect the recent annexation of Rose Prairie.

⁸ Two major assumptions went into this linear regression model. The first is that non-household populations will remain relatively stable at 8,500 persons, meaning that regardless of ISU enrollment, on-campus housing will not increase or decrease, not will the total number of Ames residents in institutional or group homes. The second is that the average number of persons per housing unit will continue to decline at the same rate and fall to 2.15 in 2030.

The table below forecasts the need for additional housing types in 2030 based on the housing projections above. Projections for additional housing types in 2030 were done for the lowest population forecast (Forecast Model 4) and the highest (Forecast Model 1). New single-family detached housing needs range from a low of 702 to a high of 3,108.

HOUSING UNITS BY TYPE: PROJECTIONS TO 2030⁹

	2009 Housing Units	2030 Housing Units Low	2030 Housing Units High	2030 Additional Units Needed Low	2030 Additional Units Needed High
Total Housing Units	22,003	23,788	29,137	1,785	7,134
1-unit, detached	8,654	9,356	11,460	702	2,806
1-unit, attached	1,485	1,605	1,961	120	481
2 units	1,128	1,220	1,494	92	366
3 or 4 units	957	1,035	1,267	78	310
5 to 9 units	1,841	1,990	2,438	149	597
10-19 units	3,167	3,424	4,194	257	1,027
20 or more units	4,078	4,409	5,400	331	1,322
Mobile home	693	749	918	56	225

Land Use Projections. There are currently 15,677 acres of land within the City limits, an increase from 1999 when there were 13,727 acres. A previous study¹⁰ estimated there are approximately 240 net developable acres remaining in the City for residential development. This can accommodate housing for about 3,000 persons. This is insufficient to meet any but the lowest population projections for Ames within the current City limits.

Residential. It is estimated that an additional 219 to 1,284 acres of land will be needed to accommodate the 2030 projected population. This projection does not include a residential market factor..

Commercial. It is estimated that an additional 64 to 385 acres of land will be needed to accommodate the commercial needs to serve the projected population in 2030. This assumes that the current ratio of commercial acreage per capita is to be maintained in the future.

Industrial. An additional 56 to 327 acres will be needed to accommodate the industrial needs to support a population predicted between the low and high estimates in 2030. This projection assumes that the current ratio of industrial acreage per capita is to be maintained in the future.

⁹ These forecasts assume that the percent of each of housing type to the total of housing units in the City in 2009 will remain the same through 2030.

¹⁰ 2008 Analysis of the Costs and Development Possibilities of Growth Targeted to the Southwest, Northwest, and North, updated to reflect the recent annexation of Rose Prairie.

Public. In order to accommodate the ISU, government, schools, and park and open space needs of the increased population, an increase of between 232 and 1,359 acres of land will need to be zoned for government purposes. Again, this assumes that the existing ratio of public lands to the population will be maintained.

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:

- Allowable growth areas;
- 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.

Allowable Growth Areas. 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. Further information on the City's capital investment strategy and these "incentivized growth areas" can be found in Chapter 6-Implementation.

Under the new planning policies, growth is allowed for specific areas based on the provision of public infrastructure in coordination with the release of land and support by the development community. Development outside these "allowable growth areas" will be permitted provided it is consistent with the Ames Urban Fringe Plan.

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. The adoption of a new zoning ordinance in 2000 creates a distinction between its application in older existing areas and new development areas. There are now 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 61,000-73,000 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 at least 600 to 2,500 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 24th 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