

Downtown Gateway Commercial Zoning Standards

Public Workshop
March 1, 2018

Lincoln Way Corridor Plan

- ▶ Study of the entire length of Lincoln Way

- ▶ Created Focus Areas for more detailed evaluation



DISTRICT FRAMEWORK

Lincoln Way is a 6.6-mile corridor that is made up of distinct "pieces" defined by local land use, character, and priority in terms of types of mobility. This section establishes a series of districts that reflect these distinctions and are used in subsequent sections to present plan recommendations. Some recommendations aim to "stitch together" these districts to create a cohesive character across the entire Ames community, while others address specific local opportunities or challenges shaped by the context and conditions within a given district. The districts and their key characteristics are as follows.

WEST GATEWAY DISTRICT

- Mixed residential densities that expand home ownership choice
- Local commercial uses at key intersections
- Larger planned development possible due to available sites
- Bike path in/through to create a continuous network
- Enhanced pedestrian crossings
- Attractive greenway and screening where uses back up to Lincoln Way
- Community gateway announcing entry into Ames

WEST SIDE MIXED-USE DISTRICT

- Mix of neighborhood commercial uses, corridor commercial uses, mixed-use, and missed residential densities
- Awkward block sizes accommodate unique housing formats
- Reduction in the number of parking access points
- New bike trail paralleling Lincoln Way south of shopping center
- Commercial corridor streetscape improvements in wide parkways
- Screening of large parking areas

CAMPUSTOWN DISTRICT

- University facilities and educational buildings
- Student housing (dorms, fratements/sororities, etc.)
- Citizen-oriented institutions (i.e. churches) and commercial/mixed-use
- Emphasis on pedestrian and bicycle mobility
- Balance of non-motorized access and vehicular parking
- Build upon investment in medians and streetscaping
- Transition in scale and intensity to the west

OAK-RIVERSIDE DISTRICT

- Transition from single-family residential to more intensive townhouse development
- Appropriate land use buffers against neighborhoods to the north and south
- Replanning/development of excessively small residential lots
- Maximize the use of existing and future alleys to alleviate access to Lincoln Way
- Road diet along Lincoln Way to allow for bike path
- Decorative residential streetscape
- Attractive townhouse design that reinforces residential character

CITY CENTER DISTRICT

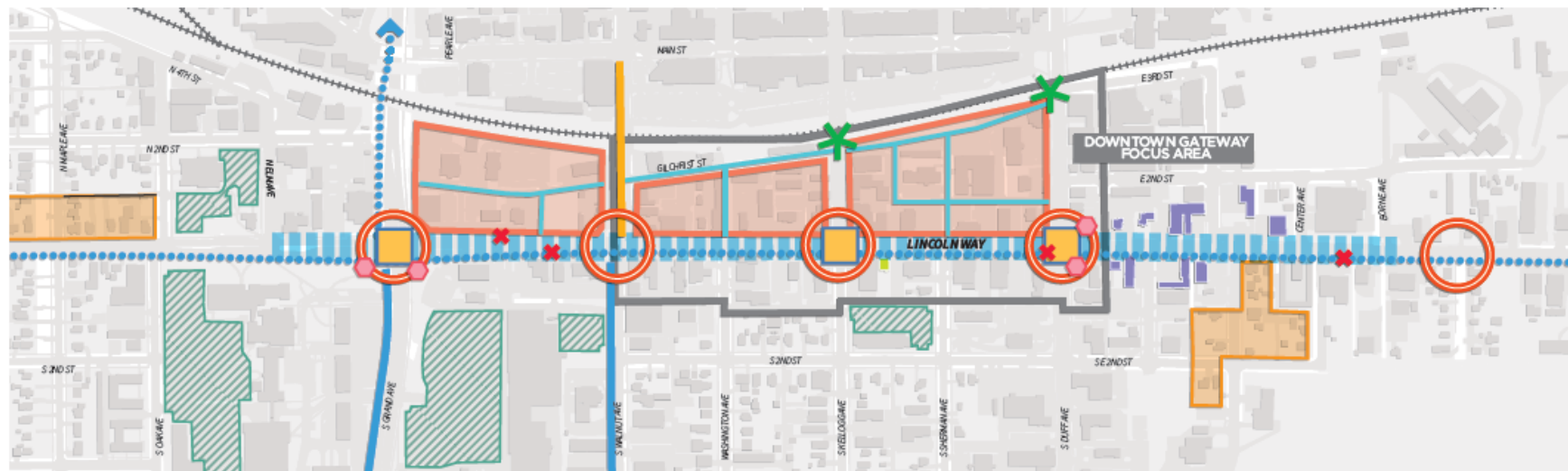
- Transition to traditional commercial or mixed-use
- Retail/restaurant on primary frontages, with office or service mid-block and off of Lincoln Way
- Strategic land assembly to allow for larger project sites
- Road diet along Lincoln Way to allow for bike path
- Internal block circulators to alleviate access points from Lincoln Way
- Enhanced pedestrian crossings along Lincoln Way
- "Character" corridors to connect Lincoln Way to Downtown Ames
- Intersections and building design that give hint of nearby Downtown
- Decorative commercial streetscape treatments

EAST SIDE EMPLOYMENT DISTRICT

- Primarily light industrial or industrial office
- Low priority in terms of character and design
- Set the stage for eastern multi-modal access across I-35
- "Clean up" access along Lincoln Way for industrial users
- Connecting the existing bike path segments is a priority over a comprehensive pedestrian network
- Community gateway from the east
- Enhanced landscaping in right-of-way to screen industrial development

CITY CENTER DISTRICT

The City Center Districts represents perhaps the greatest opportunities and greatest challenges for redevelopment. The district is located one block away from Downtown Ames, yet the rail corridor makes them feel more separated. Small lots and fragmented ownership on a given block create barriers to property acquisition and redevelopment, and this is the only segment of Lincoln Way not under the City's jurisdiction. The vision for this district includes a proactive approach to the replacement of obsolete commercial sites with more vibrant environment with housing for young professionals, retail, and entertainment options that complement Downtown Ames.



IMPROVEMENT PLAN

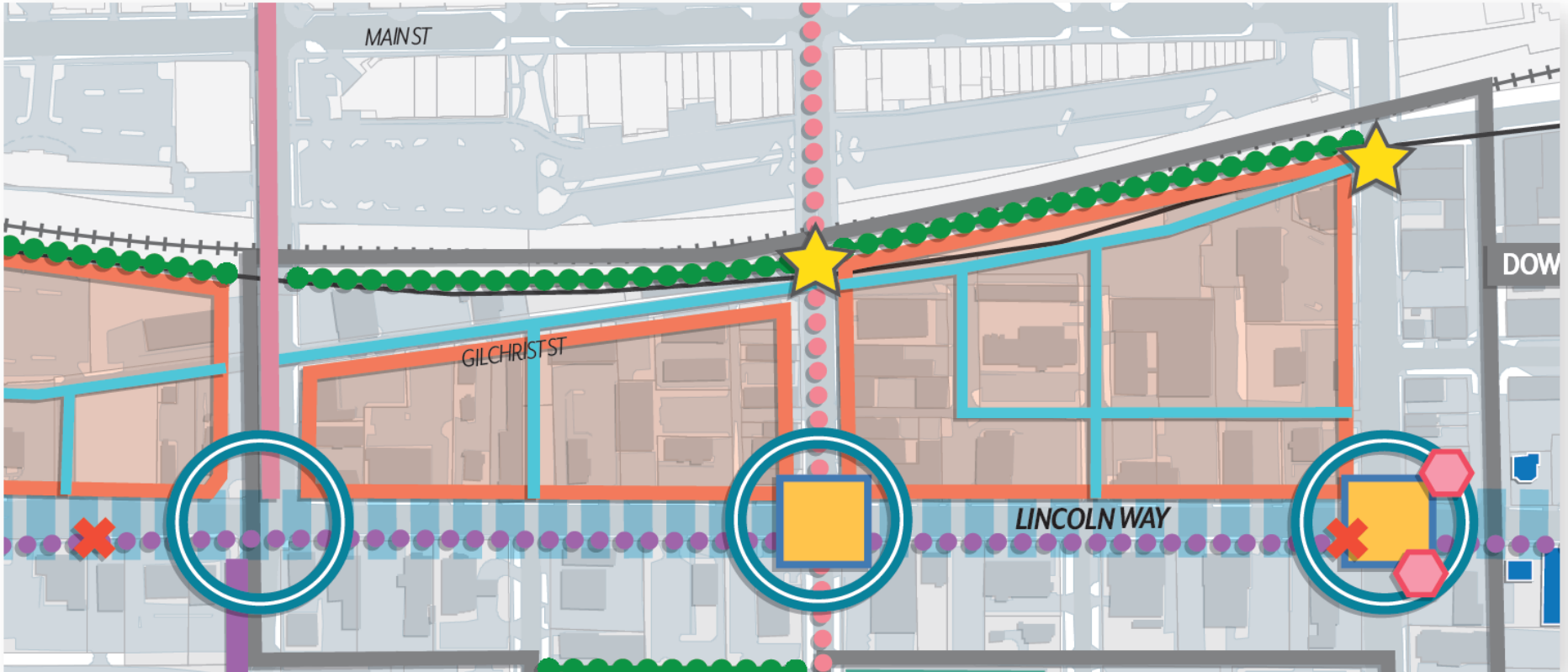
Subarea-Specific Recommendations

- Gateway to Downtown
- Internal Block Circulator
- Commercial Road Diet/Streetscape
- Commercial Facade Enhancement
- Landmark Property
- Strategic Lot Acquisition/ Redevelopment
- Land Use Transition

Toolbox Improvement

- Local Gateways
- Wayfinding
- Bicycle/ Pedestrian Intersection Improvement
- Parking Lot Landscaping
- Curb-Cut Consolidation/ Removal
- Parking Lot Circulation/Improvement
- Existing On-Street Bike Lane
- Existing Bike Path/ Sidewalk
- Proposed Bike Path/ Sidewalk

Downtown Gateway Focus Area



Downtown Gateway

Focus Area Improvement Plan

The Downtown Gateway Focus Area represents an opportunity to transform several underutilized properties and strengthen Lincoln Way's relationship with Downtown Ames. This Focus Area Plan establishes a vision that integrates strategic land acquisition and redevelopment, streetscape improvements, and land uses that build upon the activities along historic Main Street. The Plan presents two concepts that provide alternative approaches to specific elements, including structured parking, entertainment and event spaces, professional office spaces, and public plazas.

Downtown Gateway Priorities

- ▶ Provide a clear link (physical and character) to Downtown Ames
- ▶ Encourage the assembly of larger redevelopment lots
- ▶ Support more intense development
- ▶ Make Lincoln Way safer to walk along and across
- ▶ Encourage a variety of uses that complement Downtown

Redevelopment Concept Recommendations

Alternative 1

- 1. Typical Commercial Redevelopment.** Commercial frontage should be assembled and redeveloped with attractive buildings oriented toward the public street. Parking should be located to the rear and include coordinated access and circulation, and sites should include small plazas for outdoor retail and dining.
- 2. Road Diet and Streetscaping.** Once Grand Avenue is extended to the south, Lincoln Way should be reconfigured to accommodate a landscaped median, decorative streetscaping, and a shared use trail on the south side of the corridor. The feasibility of implementing these various elements will depend upon impacts on traffic flow and parcel access from Lincoln Way.
- 3. Rear Alleys.** Rear alleys should continue to be used to provide access to commercial properties from side streets, enhance circulation between parcels, and provide a buffer against residential blocks to the south.
- 4. Parking Structure.** A parking structure along the existing utility and rail corridor would support local uses and provide a buffer from noise and vibration. It would also support businesses on Main Street in Downtown Ames.

- 5. Plaza and Event Space.** A public plaza would provide a centerpiece location for events, markets, outdoor dining and retail, and other activities. Commercial and restaurant spaces should be oriented around the plaza to make it active and vibrant throughout the day.
- 6. Hotel and Events Center.** A Downtown hotel and events center could strengthen Downtown Ames as a center for culture and entertainment. In addition to on-site events, the hotel would serve visitors to ISU, corporations, and other attractions in Ames.
- 7. Downtown Office Uses.** Mid-block sites and secondary frontage can accommodate office uses that would add to the daytime population in Downtown Ames. Professionals would benefit from and help support Downtown restaurants and retailers.
- 8. Intersection Improvements.** While all intersections should be improved for pedestrian crossing safety, intersections at Duff Avenue and Kellogg Avenue should include decorative urban design elements that convey a unique sense of place that is reflective of the Downtown Ames experience.

Alternative 2

- 9. Typical Commercial Redevelopment.** Commercial frontage should be assembled and redeveloped with attractive buildings oriented toward the public street. Parking should be located to the rear and include coordinated access and circulation, and sites should include small plazas for outdoor retail and dining.
- 10. Road Diet and Streetscaping.** Once Grand Avenue is extended to the south, Lincoln Way should be reconfigured to accommodate a landscaped median, decorative streetscaping, and a shared use trail on the south side of the corridor. The feasibility of implementing these various elements will depend upon impacts on traffic flow and parcel access from Lincoln Way.
- 11. Rear Alleys.** Rear alleys should continue to be used to provide access to commercial properties from side streets, enhance circulation between parcels, and provide a buffer against residential blocks to the south.
- 12. Parking Structure.** A parking structure along the existing utility and rail corridor would support local uses and provide a buffer from noise and vibration. It would also support businesses on Main Street in Downtown Ames.
- 13. Kellogg Avenue Flex Space.** Development fronting on Kellogg Avenue could be set back to create small outdoor retail and dining areas. Kellogg Avenue could be closed to expand the public plaza and accommodate markets, gatherings, and other Downtown events.
- 14. Kellogg Avenue Entertainment.** Restaurants and small entertainment uses should be clustered along Kellogg Avenue. This would create a destination "district" that would complement the retail and restaurant uses on Main Street in Downtown Ames.
- 15. Downtown Hotel.** A stand-alone hotel would support local restaurant, entertainment, office, and Downtown retail uses. The hotel site could be designed to take advantage of small plazas shared with office tenants.
- 16. Downtown Office Uses.** Mid-block sites and secondary frontage can accommodate office uses that would add to the daytime population in Downtown Ames. Professionals would benefit from and help support Downtown restaurants and retailers.
- 17. Intersection Improvements.** While all intersections should be improved for pedestrian crossing safety, intersections at Duff Avenue and Kellogg Avenue should include decorative urban design elements that convey a unique sense of place that is reflective of the Downtown Ames experience.



Land Use Alternatives

It is impossible to predict the future market support for specific uses, the timing of development, or the ability to acquire and assemble properties to make larger project sites. To that end, the redevelopment concept presented in this section should not imply that there is only one way for this area to be redeveloped. Instead, it should be thought of as a demonstration of how different components can work together regardless of their specific locations. The following vignettes demonstrate how different land use patterns could emerge and coexist in the Downtown Gateway Focus Area if they are guided by the following principles:

Design emphasis on Kellogg Avenue and Duff Avenue. The highest level of building architecture, public investment in streetscaping, and the integration of vibrant open spaces should occur along Kellogg Avenue and Duff Avenue as they serve as the gateway corridors to Downtown Ames.

Buffer against the rail corridor. Development plans should use intense landscaping or secondary structures (such as parking garages) as a buffer between active uses and the rail corridor.

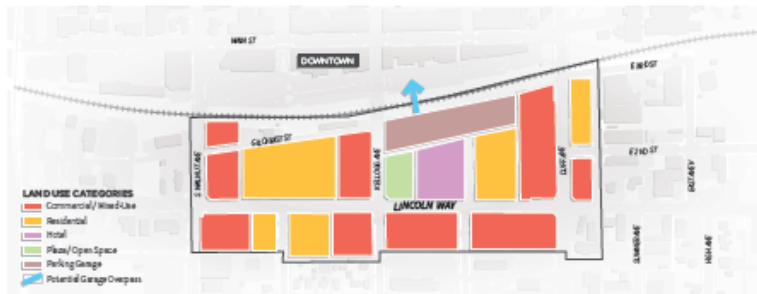
Attractive building and site design. All development should include attractive building materials, transparent ground floor facades, interesting massing, and landscaping to create an active, vibrant, and comfortable environment.

Integration of public spaces. Public spaces should be integrated throughout the development area, whether they are larger gathering spaces or small plazas for local workers. Public spaces could include dedicated areas or public streets that could be closed down during events.

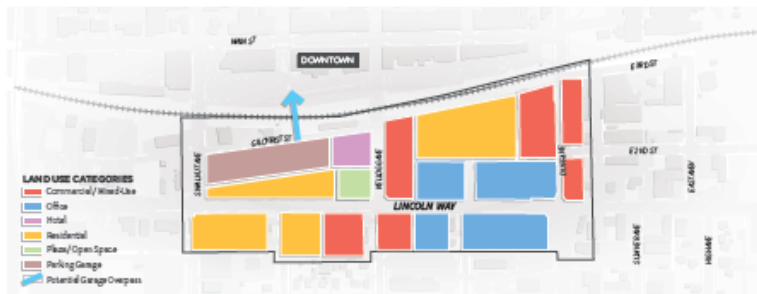
Internal circulation and parking access. Existing streets and/or new streets should be used to provide circulation within each block. These streets should also provide access to parking areas so curb cuts along Lincoln Way can be eliminated.



This alternative demonstrates how mixed-use development and offices can take advantage of visibility offered by Lincoln Way. It locates parking east of Kellogg Avenue, and included open spaces for tenant use. Kellogg Avenue is considered a "flexible" street that could be closed down to traffic to create a large, temporary event space.



This alternative integrates more multi-family residential development to support Downtown Businesses. Larger multi-family sites can accommodate internal courtyards that provide an amenity for surrounding residents. Parking is located east of Kellogg, and a civic plaza provides a gateway from Lincoln Way to Downtown Ames.



This alternative balances mixed-use, multi-family and office development interspersed through the City Center area. The parking garage is west of Kellogg, and a plaza anchors the northwest corner of Lincoln Way and Kellogg Avenue. Significant buffering and screening would be necessary to protect residents from rail corridor impacts east of Kellogg Avenue.

DOWNTOWN GATEWAY FOCUS AREA

DEVELOPMENT PLAN

The Downtown Gateway Focus Area represents an opportunity to transform several underutilized properties and strengthen Lincoln Way's relationship with Downtown Ames. This Focus Area Plan establishes a vision that integrates strategic land acquisition and redevelopment, streetscape improvements, and land uses that build upon the activities along historic Main Street. The Plan describes how several elements – including structured parking, entertainment and event spaces, professional office spaces, residences and public plazas – could be arranged in a number of ways depending on market conditions and the availability of property over time.



DOWNTOWN GATEWAY PRIORITIES


- Provide a clear link (physical and character) to Downtown Ames
- Support the development of Downtown housing for young professionals and the local workforce
- Encourage the assembly of larger redevelopment lots
- Support more intense development
- Make Lincoln Way safer to walk along and across
- Encourage a variety of uses that complement Downtown such as boutique hotels, entertainment, and assembly space

REDEVELOPMENT CONCEPT


-  Hotel
-  Office
-  Commercial

- 1** Typical Mixed-use Redevelopment
- 2** Road Diet & Streetscaping
- 3** Rear Alleys
- 4** Parking Structure
- 5** Kellogg Avenue Flex Space
- 6** Kellogg Avenue Entertainment
- 7** Downtown Hotel
- 8** Downtown Office Uses
- 9** Intersection Improvements

Downtown Gateway Priorities

- ▶ Encourage/require specific uses:
 - Boutique hotel
 - Entertainment/events
 - Office space
 - ▶ Priority for retention of commercial retail uses
 - ▶ Promote residential use as either mixed use or stand alone apartments (typically 1 or 2 bedroom units)
 - ▶ As part of an entertainment/event use determine need for a public parking structure in this area.
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Downtown Gateway: Implementation Steps

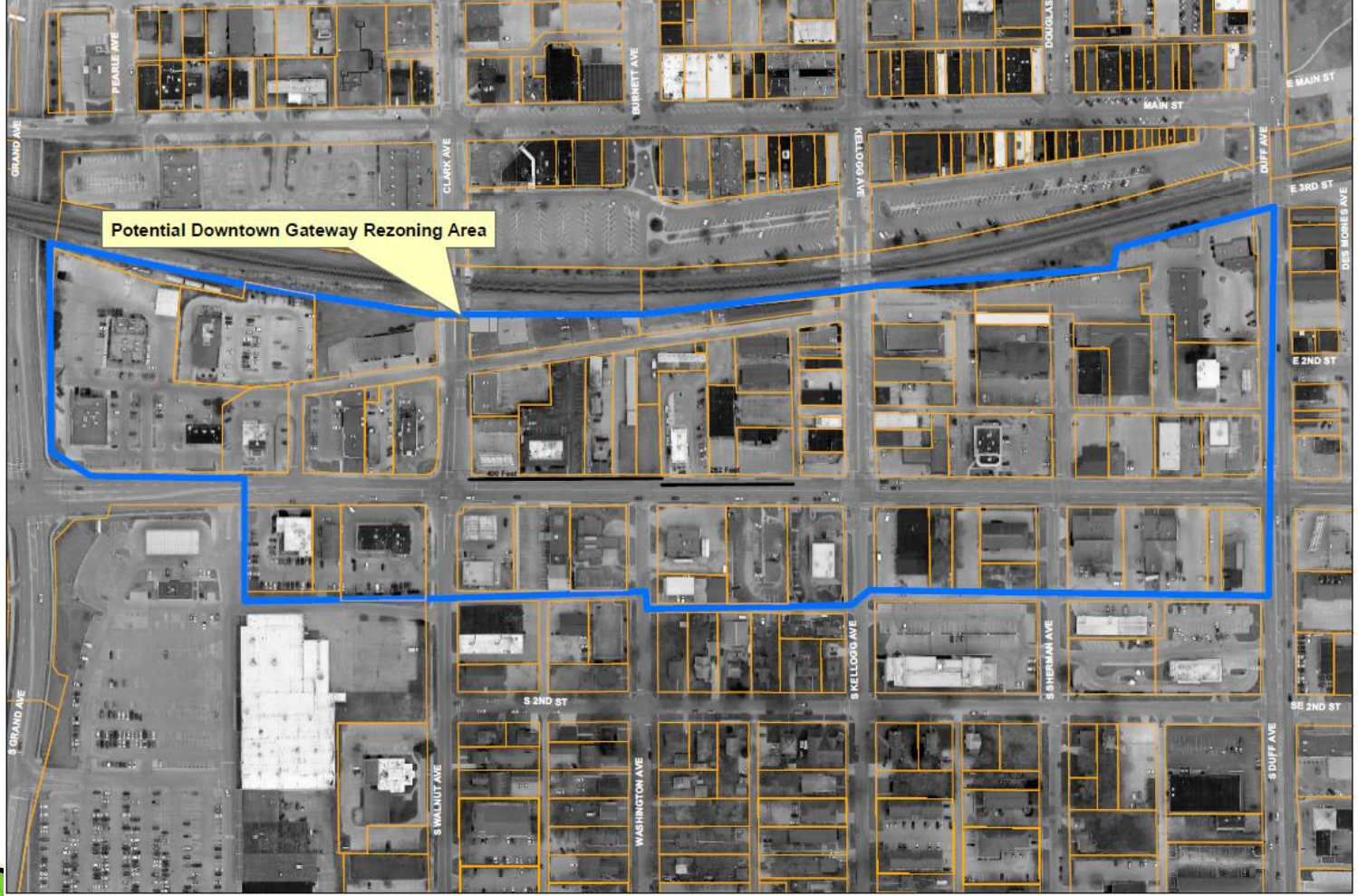
- ▶ Rezoning from Highway Oriented Commercial (HOC) Zone to allow for residential use opportunities.
 - ▶ Mobility and streetscape enhancements.
 - ▶ If transfer of jurisdiction on Lincoln Way, consider changes to Lincoln Way configuration for pedestrian crossings and enhanced pedestrian and bike facilities.
 - ▶ Additional ROW dedication
 - ▶ Plan for public facilities or explore opportunities for development partnership
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Downtown Gateway Commercial

- ▶ New Zoning Standards
 - Review of development requirements
 - Minor vs. Major Site Development Plan
 - 1-acre minimum lot size for Mixed Use
 - Nonconforming uses
 - Potential Zoning Boundaries
 - Changes in Parking standards
 - Building design and material requirements

Downtown Gateway Examples





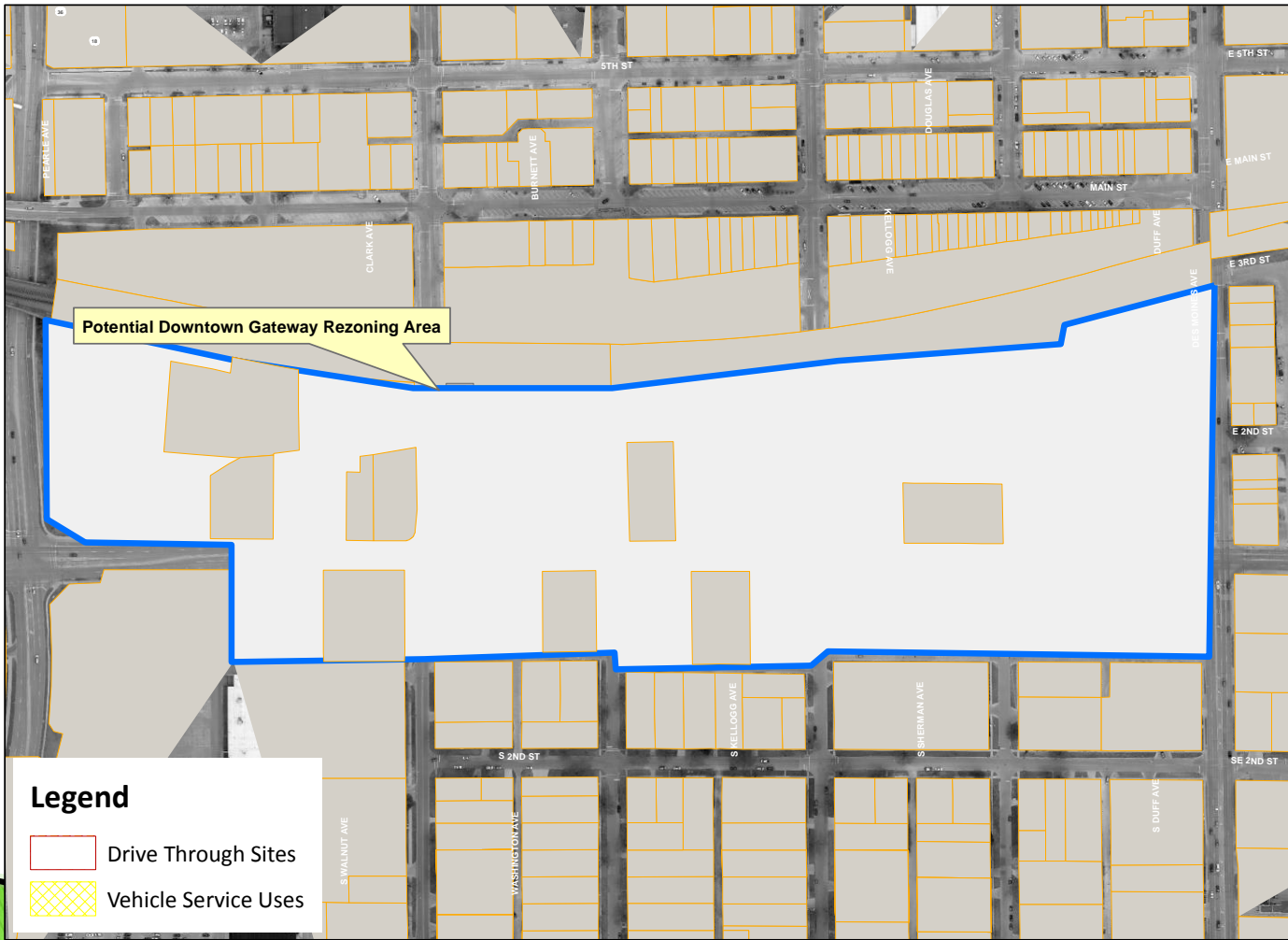
Potential Downtown Gateway Rezoning Area



Downtown Gateway



- ▶ Redevelopment lots depths

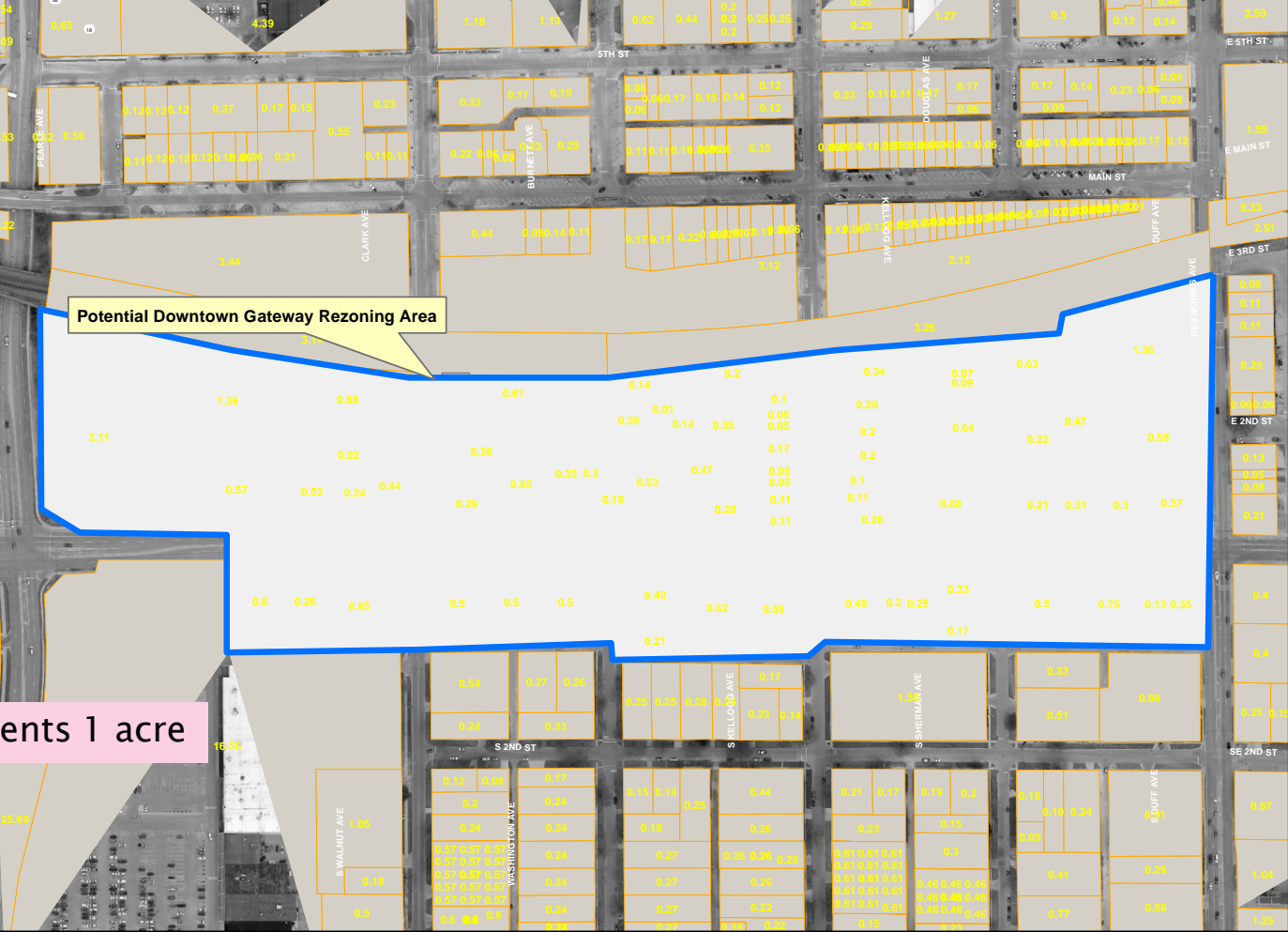




Potential Downtown Gateway Rezoning Area

Legend

-  Drive Through Sites
-  Vehicle Service Uses



Potential Downtown Gateway Rezoning Area



Represents 1 acre

Downtown Gateway Commercial Vicinity Map w/Acres



Zoning Standards

- ▶ Discussion/Questions
 - Corridor Plan objectives
 - Development Process
 - Development Standards
 - Allowed Uses

Next Steps

- ▶ Finalizing Zoning Ordinance Amendments
 - Planning and Zoning Commission recommended approval–February 7th
 - City Council review for 1st reading of ordinance March 6th
- ▶ Property Rezoning process starts in March
 - Define broadest area for rezoning hearings
 - Boundaries may be adjusted through the review
 - Complete rezoning process end of April.