



# AMES THEMES: EMERGING COMMUNITY INSIGHTS

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VISIONING  
THE FUTURE



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# EMERGING PRINCIPLES

The Ames Plan 2040 will identify the guiding principles to guide future land use and growth policies. The emerging principles below came from the people of Ames and are the starting point for the ideas, policies, and capital recommendations of the Ames Plan 2040. These principles reflect the future that the people of Ames want from their city.

## Emerging Principles:

- A City with Variety
- Transportation Equality
- Vibrant and Balanced Market
- Embrace the Environment
- Be Bold and Unique
- Character at All Scales



# ENGAGEMENT THEMES

**Future Public Engagement to be included. Current information is through the end of March, 2019.**

Further, the emerging principles fall within several topics, or themes identified as top priorities. The following information outlines the community perceptions of these themes discovered through a City Council workshop, three open house events, six focus group discussion groups, neighborhood association groups, pop-up stations on ISU campus conducted by the Community and Regional Planning Club, and an online survey held in February/March 2019.

FOCUS GROUP DISCUSSION MEETING DATES			
Group	LOCATION	DATE	ATTENDANCE
Under-represented population	CITY HALL	FEBRUARY 21, 2019	6
City of Ames Staff	CITY HALL	FEBRUARY 25, 2019	17
Design Professionals	CITY HALL	FEBRUARY 26, 2019	7
Residential Developers	CITY HALL	FEBRUARY 26, 2019	4
ISU Facilities Management	ISU CAMPUS	FEBRUARY 26, 2019	2
Story County Planning Staff	CITY HALL	FEBRUARY 26, 2019	4
Local Realtors	CITY HALL	FEBRUARY 26, 2019	4
Ames Citizen Academy	CITY HALL	MARCH 28, 2019	TBD

OPEN HOUSE MEETING DATES		
Location	DATE	ATTENDANCE
Ames Public Library – Downtown (two session times)	FEBRUARY 5, 2019	186
ISU Research Park	FEBRUARY 25, 2019	56

NEIGHBORHOOD ASSOCIATIONS MEETING DATE		
Location	DATE	ATTENDANCE
Collegiate United Methodist Church Annex	MARCH 7, 2019	10

**Themes**

- > Expansion of the City
- > Opportunities for infill development
- > Future demand for housing and commercial use
- > Sustaining neighborhoods
- > Support of social and cultural connections
- > Transportation choices
- > Sustainability
- > Well being and healthy living
- > Subarea planning, and urban fringe management

STUDENT ENGAGEMENT MEETING DATE		
Location	DATE	ATTENDANCE
Iowa State Campus Open House	MARCH 13, 2019	50
Iowa State Pop-ups (4)	Over two weeks in March	N/A

A project website advertised project information, all public events, and the online survey. Through March 27, 2019, 380 people responded to the online survey. Questions within the survey ranged from multiple-choice to open ended questions. All questions and responses are compiled later in the Appendix.

Common themes emerged across all discussions and survey responses that help understand the strengths and challenges facing Ames in the future. These themes provide insights for the strategy the community can take to continue building on what it does well and grow to meet community needs in the future. While there are dozens of ideas that came from the input, generally the themes fall under broad categories described below. Many themes overlap but deserve identification under multiple categories.

# EXPANSION OF THE CITY

Discussions about city expansions fell into three sub-themes:

## Growth Strategies

Participants generally agree that growth can come in many different forms and is not a bad thing. However, resources in terms of available land, infrastructure, and public services are limited. Growth in all directions came up as preferences, with infill and redevelopment a supported practice to alleviate some growth pressures. Growth to the north aligns with growth areas already occurring within the county, while growth to the south is closer to the interstate and convenient for households to commute to work. The plan needs to identify where, how fast, how dense, and how sustainable growth can be.

## Proactive Growth

People feel that Ames is prime to grow and has the tools to do so. To meet the needs of the future and grow responsibly, participants feel that public investments in infrastructure need to be proactive, not reactive. Public improvements ahead of development may help lessen the cost of housing, reduces the risk for development, and directs growth in an orderly manner where the community wants to prioritize growth areas.

## Grow Partnerships

People recognize the many organizations in Ames that want to contribute to a growing future. Participants encouraged partnerships with the University to collaborate on growth strategies. Story County and the school districts are also recognized as important partners in developing growth strategies that ensure continuity as Ames grows outside its current boundaries.

Input Indicators:

<b>SURVEY: On a scale of 1 to 5 (1 being poor and 5 being excellent), how would you rate Ames in regard to Land Use and the Environment?</b>						
Topic	1 POOR	2 FAIR	3 AVERAGE	4 GOOD	5 EXCELLENT	DON'T KNOW
Location of new growth and expansion of the City	14%	19%	30%	29%	4%	5%
Locations of new growth and rural subdivisions, near the City (within 2 miles)	11%	18%	31%	25%	4%	11%

<b>SURVEY: On a scale of 1 to 5 (1 being poor and 5 being excellent), how would you rate Ames in regard to Economic Development?</b>						
Topic	1 POOR	2 FAIR	3 AVERAGE	4 GOOD	5 EXCELLENT	DON'T KNOW
Prospects for future growth	1%	10%	19%	38%	17%	15%

**SURVEY: Do you have an area of the City that you believe would be desirable for new development in the next 20 years?**

Topic	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE
West Ames (HWY 30, Lincoln Way to Union Pacific railroad), including into Boone County	14%	32%	40%	9%	5%
Southwest Ames (south of HWY 30, South Dakota Avenue)	13%	34%	35%	10%	9%
Northwest Ames (Union Pacific railroad north to Cameron School Road)	10%	33%	36%	14%	7%
North Ames (GW Carver Avenue and 190th Street)	10%	31%	35%	17%	7%
East of I-35, along 13th Street	12%	30%	34%	16%	8%
East of I- 35, south of Highway 30	7%	23%	39%	19%	12%
South Ames, along HWY 69 and south of the airport	11%	33%	34%	17%	5%
Focus on infill/redevelopment options	40%	29%	24%	4%	2%

**What make you excited about the future of Ames? (sample comments)**

*“Continued growth of city and redevelopment along Lincoln Way”*

*“City Council and leadership has provided clear direction to better plan for growth and development over the past several years...”*

*“With private sector job growth and available land for housing growth, Ames has a bright future ahead of itself”*

**What challenges do you see for the future of Ames? (sample comments)**

*“Being a thriving community without relying on the “economic growth at any cost” model of development...”*

*“...With the university owning so many large plots of land all over, it makes a balanced approach to growth difficult...”*

*“Thoughtful growth within budget”*

*“Growth. The city was not designed for the growth it has had.”*

*“Some in our community are afraid of change and fear growth which is necessary for a thriving community in today’s world”*

# FUTURE DEMAND FOR HOUSING & COMMERCIAL USE

People feel differently about housing and commercial demand in the future, with more demand for housing uses and less demand for commercial uses, or at least a different model for commercial development. Additionally, participants acknowledge Ames’ strong employment base and see it as an asset for the future success of the community. With a strong employment base and potential growth comes a variety of needs to support the workforce. To retain employees to live in Ames, people feel strongly in the need for affordable housing, adequate transportation options, and quality workforce support services such as affordable day care.

## Housing

Housing was talked about consistently and a top priority in all community engagement forums. People have a strong feeling that most housing in Ames is unaffordable for many people, particularly because of little variety in new housing types and models. The lack of variety is also seen as a driver for people to choose to live in Des Moines or Ankeny over Ames.

### Input Indicators:

<b>SURVEY:</b> What do you believe would enhance the quality of life and the community of Ames over the next 20 years?					
Topic	VERY IMPORTANT	IMPORTANT	NO OPINION	SOMEWHAT IMPORTANT	NOT IMPORTANT
Additional housing option	32%	35%	15%	10%	8%

<b>SURVEY:</b> On a scale of 1 to 5 (1 being poor and 5 being excellent), how would you rate Ames in regard to Housing?						
Topic	1 POOR	2 FAIR	3 AVERAGE	4 GOOD	5 EXCELLENT	DON'T KNOW
Housing quality and desirability of single-family homes	6%	15%	26%	41%	7%	4%
Housing quality and desirability of apartment housing	5%	10%	23%	38%	15%	8%
Affordability of housing	24%	30%	29%	12%	2%	3%
Supply of ownership housing	9%	25%	27%	17%	3%	19%
Supply of workforce and market-based rental housing	11%	17%	23%	17%	5%	27%
Supply of student-marketed housing (off-campus)	2%	6%	14%	31%	31%	16%
Supply of affordable (low-income) housing	28%	22%	16%	6%	2%	25%
Supply of senior housing	8%	13%	18%	22%	7%	32%

<b>SURVEY:</b> As the City grows and changes over the next 20 years, please indicate which changes you view as advantages to improve the quality of life? (select up to three)	
Topic	%
Additional retail/shopping/dining options	37%
Increased employment and economic options	32%
New and more diverse housing choices	29%
Support of the school systems	29%
Reduced cost of living	28%
Environmental protection of sensitive areas	28%



## What make you excited about the future of Ames? (sample comments)

*"New housing developments."*

*"With private sector job growth and available land for housing growth, Ames has a bright future ahead of itself."*

## What challenges do you see for the future of Ames? (sample comments)

*"I feel it is a difficult challenge to provide affordable owner-occupied or even rental housing for families..."*

*"Affordable housing will also be a challenge to allow workers in Ames to live in Ames. Housing to accommodate all - students, workers & families - affordably & in harmony will continue to be a challenge."*

*"Enough housing to keep up with the job growth and enough retail to keep people in Ames..."*

# OPPORTUNITIES FOR INFILL DEVELOPMENT

Infill development is received positively by the community. People feel both new development and infill development are important to create a vibrant community. Both can happen simultaneously to grow the community, provide opportunities for new housing types, and create quality neighborhoods. Strong desires for infill and redevelopment options include North Grand Mall and Downtown Gateway Area. However, the City has not excelled at this option in the past based upon survey results.

### Input Indicators:

<b>SURVEY:</b> On a scale of 1 to 5 (1 being poor and 5 being excellent), how would you rate Ames in regard to Land Use and the Environment?						
Topic	1 POOR	2 FAIR	3 AVERAGE	4 GOOD	5 EXCELLENT	DON'T KNOW
Integrating infill and redevelopment projects	11%	23%	29%	17%	3%	16%

<b>SURVEY:</b> Do you have an area of the City that you believe would be desirable for new development in the next 20 years?					
Topic	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE
Focus on infill/redevelopment options	40%	29%	24%	4%	2%

## What make you excited about the future of Ames? (sample comments)

*"Redevelopment is a great opportunity to leverage some of the current infrastructure while upgrading or modernizing the facilities and dwellings. Ames has to be open to knocking down buildings and going vertical if it wants to support the economic growth and limit the urban sprawl."*

## What challenges do you see for the future of Ames? (sample comments)

*"Balance of infill and expansion of city boundaries. If we are going to protect farmland, we need consensus on how to integrate new development into the existing community. Current residents need to feel secure that infill development will receive adequate design and integration scrutiny."*

## Commercial Needs

Stakeholders indicated a transforming model for commercial land use need in Ames. While additional commercial space will be needed in Ames as growth occurs, less may be needed than projected under old models. Additionally, the 1997 plan seemed to have a disconnect between the planned commercial areas and the areas where the market would have supported commercial uses. Participants want to see a future in Ames where existing commercial spaces are at full occupancy and new commercial opportunities develop where/how they can be most successful. Some commentators suggested, public policies need to support legitimate market forces, and when appropriate, incentives to promote/ensure vibrant and high character developments.

### Input Indicators:

<b>SURVEY:</b> Are there existing developed areas of the City that you envision positively changing or redeveloping in the next 20 years?					
Topic	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE
West Lincoln Way, west of Campus	19%	42%	32%	5%	2%
East Lincoln Way, east of South Duff	20%	38%	35%	7%	-
Central Ames	19%	33%	40%	7%	2%
North Grand Mall	31%	42%	20%	5%	2%
Campustown	24%	38%	29%	9%	1%
Downtown, north of Union Pacific Railroad	22%	32%	34%	9%	2%
Downtown Gateway Area, south of Union Pacific Railroad	26%	38%	29%	6%	2%
Commercial areas along South Duff and Southeast 16th Street	14%	40%	37%	8%	1%
Industrial areas along Dayton Avenue	13%	35%	42%	9%	1%

<b>SURVEY:</b> Select up to four of the most important aspects of choosing to live in Ames. If you do not live in Ames currently, why would you live in Ames?	
Bottom Three Responses	%
Availability of shopping, dining, and retail services	16%
Neighborhood and social ties	13%
Housing choices	11%

<b>SURVEY:</b> As the City grows and changes over the next 20 years, please indicate which changes you view as advantages to improve the quality of life? (select up to three)	
Top Three Responses	%
Additional retail/shopping/dining options	36%
Increased employment and economic options	31%
Environmental protection of sensitive areas	30%

<b>SURVEY:</b> On a scale of 1 to 5 (1 being poor and 5 being excellent), how would you rate Ames in regard to Economic Development?						
Topic	1 POOR	2 FAIR	3 AVERAGE	4 GOOD	5 EXCELLENT	DON'T KNOW
Retail quality and variety	9%	22%	28%	35%	6%	1%

**SURVEY:** The City needs more of the following types of commercial establishments. (agree or disagree)

Topic	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE
Furniture	15%	40%	32%	10%	2%
Home goods/furnishings	19%	39%	30%	11%	1%
Convenience stores and gas stations	2%	12%	40%	40%	7%
Sit down national and regional restaurants	12%	32%	26%	24%	6%
Quick service national and regional restaurants/cafes	5%	17%	31%	39%	8%
Local restaurants/cafes	45%	46%	8%	1%	-
Entertainment and sporting facilities	18%	36%	33%	10%	2%
Bars/brewery/distillery/winery	18%	30%	33%	15%	3%
Apparel/shoes	15%	31%	38%	14%	2%
Sporting goods	19%	30%	36%	13%	2%
Local/boutique/specialty retail	15%	41%	36%	7%	1%
General Merchandise/warehouse/big box	7%	17%	36%	32%	9%
Automotive service and repair	2%	14%	52%	25%	7%
Pharmacy and convenience commercial	1%	12%	54%	28%	4%
Grocery	6%	18%	41%	32%	3%
Coffee shops	11%	27%	42%	19%	1%
Party supplies	2%	7%	55%	27%	7%
Electronics/technology	5%	25%	45%	21%	3%

**What make you excited about the future of Ames? (sample comments)**

*"I feel like we've escaped an overabundance of big box stores. Online shopping is reducing the need for them here. Smaller, local retail is thriving."*

**What challenges do you see for the future of Ames? (sample comments)**

*"We're losing our retail options. We need retail or it's all going to be Ankeny, Des Moines, and online. We need to attract retail other than big box."*

*"Too much retail space. Some is attributed to mixed-use requirement of ground floor commercial."*

## SUSTAINING NEIGHBORHOODS

The theme for sustaining neighborhoods complements the comments received for housing demand and infill development.

Input Indicators:

<b>SURVEY:</b> On a scale of 1 to 5 (1 being poor and 5 being excellent), how would you rate Ames in regard to Community Image and Values?						
Topic	1 POOR	2 FAIR	3 AVERAGE	4 GOOD	5 EXCELLENT	DON'T KNOW
Quality of Neighborhoods	0%	6%	23%	53%	17%	2%

<b>SURVEY:</b> On a scale of 1 to 5 (1 being poor and 5 being excellent), how would you rate Ames in regard to Housing?						
Topic	1 POOR	2 FAIR	3 AVERAGE	4 GOOD	5 EXCELLENT	DON'T KNOW
Housing quality and desirability of single-family homes	6%	15%	26%	41%	7%	4%
Housing quality and desirability of apartment housing	5%	10%	23%	38%	15%	8%
Affordability of housing	24%	30%	29%	12%	2%	3%
Supply of ownership housing	9%	25%	27%	17%	3%	19%
Supply of workforce and market-based rental housing	11%	17%	23%	17%	5%	27%
Supply of student-marketed housing (off-campus)	2%	6%	14%	31%	31%	16%
Supply of affordable (low-income) housing	28%	22%	16%	6%	2%	25%
Supply of senior housing	8%	13%	18%	22%	7%	32%

### What make you excited about the future of Ames? (sample comments)

*"The opportunity for growing a compact city that has neighborhoods with amenities near by (walking distance)."*

### What challenges do you see for the future of Ames? (sample comments)

*"Maintaining older housing stock and thus the attractiveness of long-term neighborhoods."*

*"We're not putting enough thought toward the sociological aspects of community in our urban planning/design. For example, the proliferation of these high-rise apartments on previous vacant lots -- they do nothing to enhance the aesthetic of the surrounding neighborhoods...."*

# SUPPORT OF SOCIAL AND CULTURAL CONNECTIONS

Social and cultural connections are an aspect that makes Ames unique. Participants feel that Ames' current recreational and entertainment amenities are a shining quality of life feature. However, these amenities tend to be clustered around the University and Downtown areas. Residents would benefit from greater dispersion of recreational and service based amenities within walking distance to more residences. Additionally, participants see opportunities for Ames to be a leader in new ideas, practices, and policies that enhance the quality of life and enforce sustainable growth. To reach future visions, participants encouraged several themes for implementation.

Input Indicators:

<b>SURVEY:</b> On a scale of 1 to 5 (1 being poor and 5 being excellent), how would you rate Ames in regard to Parks, Recreation, and Culture?						
Topic	1 POOR	2 FAIR	3 AVERAGE	4 GOOD	5 EXCELLENT	DON'T KNOW
Supporting art in public places	-	5%	19%	46%	27%	3%
Opportunities to attend art, music, theater, dance, etc. events, exhibitions, or productions	1%	6%	16%	45%	29%	2%

<b>SURVEY:</b> Select up to four of the most important aspects of choosing to live in Ames. If you do not live in Ames currently, why would you live in Ames?	
Top Four Responses	%
Proximity to work/employment	53%
Quality of schools	44%
Affiliation with Iowa State University	41%
Cultural, sporting, and recreational opportunities	36%

## What make you excited about the future of Ames? (sample comments)

*"Keep improving and modernizing downtown, build the HLC, and focus on building culture. I like this town and am generally happy with what is done"*

*"Support of the arts and culture, investment in education at all levels..."*

*"The Research Park and the ability to attract quality employers, the variety and accessibility of parks, the availability of cultural activities, a safe and welcoming environment make me excited about the future of Ames"*

## What challenges do you see for the future of Ames? (sample comments)

*"Ability to leverage existing resources and assets like the university, social and physical resources..."*

# TRANSPORTATION CHOICES

Transportation was one of the most discussed elements by participants and a community feature that has a great impact on quality of life and community character. Three sub-themes include:

## Safety

Participants identified many specific locations in Ames to improve safety for motorists, bicyclists, and pedestrians. Safety improvements were particularly mentioned for Duff Avenue and for people choosing to travel by active transportation.

## Efficiency

Ames has a high percentage of people that walk and bike as their means for transportation compared to other communities in the region. People view active transportation as a positive contributing factor to the quality of life in Ames. There are opportunities to complete critical gaps in the active transportation system. But also, enhancements to the north/south and east/west street system to make vehicular movement more efficient, purposeful, and ultimately safer.

## Equality

People vision a transportation system in Ames that is supportive of all age groups, abilities, and mode choice. Specific streets that connect destinations should be transformed into vibrant corridors that accommodate pedestrians, bicyclists, public transit, and motorists.

Input Indicators:

<b>SURVEY:</b> On a scale of 1 to 5 (1 being poor and 5 being excellent), how would you rate Ames in regard to Transportation?						
Topic	1 POOR	2 FAIR	3 AVERAGE	4 GOOD	5 EXCELLENT	DON'T KNOW
Ames' overall transportation system	2%	7%	17%	49%	24%	1%
Access to employment centers	3%	6%	21%	32%	13%	25%
Condition of streets	4%	11%	37%	41%	8%	-
Access to Highway 30	2%	6%	19%	51%	20%	2%
North-to-South street connections	12%	21%	27%	32%	6%	2%
East-to-West street connections	8%	17%	28%	37%	8%	2%
Sidewalks and pedestrian paths	4%	14%	31%	40%	10%	1%
Pedestrian friendliness	7%	14%	31%	36%	11%	1%
Bicycle friendliness	10%	16%	28%	32%	10%	4%
Connectivity of trails	8%	15%	28%	29%	9%	11%
Adequacy of railroad crossings	9%	14%	36%	29%	6%	5%
Truck routing	4%	8%	26%	27%	4%	31%
Traffic speeds and safety	5%	11%	28%	42%	14%	1%
Awareness of transit	2%	8%	28%	42%	11%	10%
Signage and directional information	5%	6%	29%	45%	13%	2%

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## **What make you excited about the future of Ames? (sample comments)**

*"A transformation of our transportation grid to be eminently, safely, and conveniently walkable and bikable..."*

*"...I am encouraged by the continued improvement of non-car transportation systems..."*

## **What challenges do you see for the future of Ames? (sample comments)**

*"Improvements in north south transportation routes on the east side of Ames particularly improve and reduce traffic on Duff."*

*"... A more comprehensive plan should include reliable public transportation transit that connects the surrounding counties."*

*"... Including more transportation outlets to the interstate..."*

*"Transportation. While I understand that local business people are focused on growth, growth, growth--transportation can cut off the future of a city like Ames within a generation."*

# SUSTAINABILITY

Sustainability requires action under all themes, and does not easily fit under its own theme because of the diversity of interests. However, in the context of the Ames Plan 2040, the sustainability theme focuses on the uncertain future of climate and its potential impact on economic development, infrastructure, transportation, and quality of life.

The environment was one of the most commented topics by participants from a recreational, aesthetic, and hazard standpoint. Many expressed the need to preserve existing natural areas, not expand development into potential hazard areas, and plan for an unpredictable environmental future. Many question the preparedness of Ames, or any community, to address changes in natural hazards and its impact on quality of life.

Two sub-themes emerged from the public:

## Natural Features

Participants recognize the great natural features in Ames and feel they greatly increase the quality of life of living in Ames. Finding ways to incorporate greenspace and environmental preservation into all developments is beneficial to the character and sustainability of the community. Ames should continue to preserve natural greenways, using them to connect parks and trails and not allow development in sensitive areas such as floodplains.

## Adaptation

Many participants recognized the uncertain future of natural disasters and changes in weather patterns. Incorporating environmental adaptation into all growth strategies is important and reiterated consistently in all input forums

Input Indicators:

<b>SURVEY:</b> On a scale of 1 to 5 (1 being poor and 5 being excellent), how would you rate Ames in regard to Land Use and the Environment?						
Topic	1 POOR	2 FAIR	3 AVERAGE	4 GOOD	5 EXCELLENT	DON'T KNOW
Incorporating environmental/sustainability principles in planning decisions	12%	15%	25%	27%	5%	15%
Incorporating stormwater management in planning decisions	7%	17%	23%	23%	5%	25%

<b>SURVEY:</b> As the City grows and changes over the next 20 years, please indicate which changes you view as advantages to improve the quality of life? (select up to three)	
Top Three Responses	%
Additional retail/shopping/dining options	36%
Increased employment and economic options	31%
Environmental protection of sensitive areas	30%



**SURVEY:** What do you identify as environmental priorities for the City of Ames?

Topic	VERY IMPORTANT	IMPORTANT	NO OPINION	SOMEWHAT IMPORTANT	NOT IMPORTANT
Watershed management	52%	29%	11%	6%	1%
Managing the flood plain	64%	25%	5%	5%	1%
Managing stormwater runoff/water quality from development	56%	29%	7%	6%	1%
Protection of the Ames water/drinking supply	73%	23%	4%	-	-
Preservation of natural habitat	53%	32%	8%	5%	3%
Reducing solid waste/trash and diverting from landfills	54%	31%	7%	6%	3%
Minimizing vehicle miles travel	34%	29%	18%	6%	12%
Supporting renewable energy initiatives	52%	28%	8%	9%	3%
Resiliency related to natural events	48%	36%	11%	3%	2%

**What make you excited about the future of Ames? (sample comments)**

*"...forward-thinking leaders who prioritize sustainability, resilience, quality of life, diversity, equity, principled community planning and development, and green energy and jobs..."*

*"Focus on sustainability and becoming a leader in sustainability and environmental initiatives..."*

**What challenges do you see for the future of Ames? (sample comments)**

*"...We have very serious climate change and resource over-exploitation occurring in the world and there is a need to integrate resource sustainability into all of our planning and thinking at every level of society, but I see very little of that reflected in the plans or actions of my city."*

*"Ames should have a climate action plan and be working on ways to reduce waste and emissions. I also think the resource recovery center poses a major challenge for sustainability."*

## WELL BEING AND HEALTHY LIVING

Participants felt quite positive toward the parks and recreation system in Ames. There are opportunities to build on the system by providing facilities not present in the community and completing a connected system of trails. Active transportation is another priority for participants, discussed under the Transportation theme.

Input Indicators:

<b>SURVEY:</b> On a scale of 1 to 5 (1 being poor and 5 being excellent), how would you rate Ames in regard to Parks, Recreation, and Culture?						
Topic	1 POOR	2 FAIR	3 AVERAGE	4 GOOD	5 EXCELLENT	DON'T KNOW
Providing for Parks and Open Spaces overall	2%	3%	12%	43%	39%	1%
Providing for indoor recreation opportunities	12%	20%	33%	24%	7%	3%
Providing for outdoor active recreation (play fields, courts, playgrounds, etc.) opportunities	1%	4%	19%	49%	27%	-
Providing for pedestrian and bicycle paths and connections	7%	12%	28%	34%	16%	2%

<b>SURVEY:</b> What do you believe would enhance the quality of life and the community of Ames over the next 20 years?					
Topic	VERY IMPORTANT	IMPORTANT	NO OPINION	SOMEWHAT IMPORTANT	NOT IMPORTANT
Additional/New active outdoor recreation and park facilities	21%	52%	11%	12%	4%
Additional/New indoor recreational facilities	33%	36%	12%	14%	5%
Additional natural and passive open spaces	28%	43%	15%	11%	3%
Additional walking and biking trails and paths	43%	37%	9%	9%	2%
Expansion of transportation facilities for bicyclists and pedestrians	37%	30%	16%	12%	5%

<b>SURVEY:</b> Do you support planning for initiatives that support a healthy lifestyle and enhanced personal well-being?					
Topic	VERY IMPORTANT	IMPORTANT	NO OPINION	SOMEWHAT IMPORTANT	NOT IMPORTANT
Walkable neighborhoods with sidewalks and connections to trails	60%	32%	4%	2%	2%
Access to parks or open space within a 10-minute walk.	51%	36%	7%	4%	2%
Support of transportation options in addition to personal automobiles	48%	31%	9%	8%	3%
Knowing your neighbors and having a sense of belonging	44%	42%	10%	4%	-
Providing indoor recreation facilities	38%	35%	14%	9%	4%
Access to food and groceries within one mile of home	27%	36%	17%	14%	6%
Access to social services during times of need	43%	37%	13%	4%	3%
Quality and safety of housing	59%	33%	6%	1%	-
Access to high quality medical care	70%	28%	1%	1%	-
Events supporting getting outside and being active	42%	40%	13%	4%	1%

## What make you excited about the future of Ames? (sample comments)

*"... More parks, trails, and shared outdoor spaces in general. When thinking about purchasing a long-term home in Ames my #1 priority is having walkable access to nature trails to enjoy throughout all 4 seasons."*

*"...We have some great parks."*

## What challenges do you see for the future of Ames? (sample comments)

*"As our population ages, keeping seniors healthy and happy here is a key..."*

*"Updating whats already here. The side walks, streets, parks, and our infrastructure needs so serious tlc."*

# SUBAREA PLANNING, AND URBAN FRINGE MANAGEMENT

Similar to growth strategy themes, participants are concerns about how Ames should grow and the balance between rural and urban areas. Participants generally agreed that Ames needs to set priorities for where to grow and the density of these growth areas. For example, participants positively view higher density development models. Models to support in certain subareas include smaller lot sizes, infill for compact mixed-use neighborhoods, and redevelopment of obsolete or future obsolete non-residential sites. However, participants do not agree with sacrificing natural features for higher density, or that lower density options are not a housing type Ames needs in certain subareas in the future.

Input Indicators:

SURVEY: How do you view planning for growth of the City within its 2-miles fringe?	
Necessary for orderly development and provision of services to meet the needs of growing Ames, without the impediments of existing development.	35%
No opinion	27%
Rural development allows for a different lifestyle choice appropriate for areas abutting Ames despite their limits on future expansion of the City.	23%
Rural development allows a different lifestyle choice that is typically appropriate for areas outside of the 2-mile fringe planning area of the City.	15%

## What make you excited about the future of Ames? (comments)

*"The growth of the Research Park"*

## What challenges do you see for the future of Ames? (comments)

*"Maintaining older housing stock and thus the attractiveness of long-term neighborhoods."*

*"Rural vs. urban tensions regarding land use expansion in fringe areas"*



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# ENGAGEMENT DATA

## CITY COUNCIL WORKSHOP #1 KICK OFF RECAP

A meeting was held with the City Council on December 18, 2018 to kick-off the planning process and understand initial priorities. Below are the questions posed and summary responses gleaned from the meeting.

### How will we know that the process was successful? Indicators?

- › The process happens in a timely fashion
- › Demonstrated input from a broad base of community organizations
- › Tailored to Ames, we're not Minneapolis
- › Needs to be realistic
- › Can't please everyone, generally community embraces it, not driven by or the reflection of a specific group
- › Reflects the community at-large
- › Reflects our values
- › Incorporates under-represented populations
- › Students and all other understand each stage of the process, its transparent, they can follow along and know when their input is needed
- › Most of the people in Ames know that it is happening and can be a part of the decision making
- › A response for those who say "we weren't notified or involved"
- › The document that results does not need multiple changes immediately
- › The process results in a document that is flexible – not a burden, but a blessing
- › Poll – ½ way through the process – has the community heard of it?
- › How many neighborhoods do we reach out to and would like to have more than one contact or meeting available with them
- › Outreach to high school and youth – must be a part of this
- › Focus groups – People who work, but don't live in Ames – we need to talk with them too
- › Need to capture input

### What is the number one priority you would like to see this process accomplish?

- › We aren't doing this just to have fun, a document that gives certainty for future community leaders and representatives – actually helpful for the future
- › One mindedness around a common vision for the community – consensus, agreement
- › Will help future councils move Ames forward
- › Not just about saying Yes. Document can also allow us to say No.
- › Internal consistency. Chapters all build and contribute to the same vision.
- › A document that creates a vision and strategy that keeps Ames - Ames.
- › Don't want people to be intimidated by the process. Want them to feel they can approach and give their input and have an impact.
- › People to feel free to speak for themselves.
- › Resulting document needs to be interpretable and accessible.
- › Actionable.
- › Legal basis we need to have to carry out ordinances.
- › Do not want LUPP type document – needing modifications immediately.
- › Casual disregard is an issue with a future document is a problem. Changes might be okay when for the right reasons.
- › Efficient development of the plan – timeline.
- › Completing plan in under 2 years.
- › Priority might be establishing priorities?

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## What concerns do you have about the planning process?

- › Time: Council, Staff, Community Engagement may fall as it gets drawn out
- › Micro managing of the process.
- › Council may slow process - hold us accountable.
- › Make sure we get all of the input that wants to be given. People should be heard.
- › Do not want to go too far down a path only to realize it is the wrong one. Process should not have this happen.
- › Community members might not understand the difference between what we currently have and what we are trying to create.
- › One particular group, or more, having an outsized influence on the process.
- › Value RDG Team experience, but don't want bias. Let Ames be Ames. Help us flourish as a community in total instead of areas.
- › Don't want, "You should look like this."

## THEMES: STRENGTHS AND CHALLENGES

### Expansion of the City

#### Strengths

- › Available Land
  - › Land owners willing to annex (esp. in SW recently)
  - › Have locations to consider
  - › Lots of momentum for growth
  - › New East connection development
  - › An economy that supports expansion
- › Other
  - › Continued anticipated growth in jobs and employers

### Challenges

- › Growth Limitations
  - › Impediments to growth in certain directions (geographically (valleys, rivers, etc.), land ownership, railroad tracks, etc.)
  - › Topographic & other growth limits (ISU property, etc.)
  - › ISU owns a lot of potential growth land
  - › Limited amount of land available to grow
  - › Heavily weighted to the north
- › Infrastructure
  - › Challenge of providing infrastructure
  - › All development costs shifted to developer/future owners
  - › Cost of extending infrastructure
- › Other
  - › Artificial development boundaries
  - › More commercial needed
  - › No affordable housing being built
  - › Loss of residents to other communities
  - › Public disagreement

### Opportunities for Infill Development

#### Strengths

- › Developer Enthusiasm
  - › Developers do want to come to Ames to develop infill projects
  - › Developers interested in doing infill development
- › Infill Opportunities
  - › Do have some underutilized areas
  - › Dilapidated Properties
- › Other
  - › Opportunities to take advantage of CyRide
  - › The East Lincoln Way and Library Corridor
  - › New Zoning encourages infill (Downtown gateway, for example)

## Challenges

- › Land Availability
  - › Limited land and much land owned by ISU & other government agencies
  - › Limited large pieces of land
  - › Limited opportunities for infill
- › Tension
  - › Pushback from neighborhoods
  - › Tension between new infill and existing building stock (potential to encourage demolition)
- › Other
  - › Expensive
  - › Few candidates that don't reduce affordable housing

## Future Demand for Housing and Commercial Uses

### Strengths

- › Population and Job Growth
  - › Population growth continues, is stable
  - › Currently have robust private sector job growth should translate to growth in both areas
  - › High demand
- › Housing Options
  - › Thriving market for rentals
  - › There is demand for variety of housing. People want to live in Ames.
- › Other
  - › Building tax base

### Challenges

- › Housing
  - › Housing that will accommodate those who can afford only to rent at or below market rate, houses in low to mid \$100,000
  - › Affordable housing including in the \$150,000 range and \$200-\$250,000 range, rental for those who are in 30-50%
  - › Challenge to accommodate the right mix of housing and/or commercial at an affordable price

- › How to address increasing rent? Especially for ISU students and faculty
- › Need to incentivize conversion of rental housing to owner-occupied
- › Other
  - › Few local builders - is there capacity?
  - › Declining enrollment (unstable)
  - › More commercial needed

## Sustaining Neighborhoods

### Strengths

- › Involved citizens
- › Robust neighborhood groups
- › Good neighborhood associations
- › Many strong neighborhood organizations
- › Strong neighborhood associations
- › Have a number of good neighborhood associations. Build upon that for community conservation

### Challenges

- › Rental vs. Owner-Occupied Housing
  - › Balancing student housing (rentals) in near campus neighborhoods - reclassifying or clarifying student vs. "family" neighborhoods
  - › Growth in rentals, Airbnb/Short term rentals displace owner occupied housing
- › Neighborhood Locations
  - › Recognizing that near-campus neighborhoods face very different challenges from outliers
  - › Automobile oriented outlying neighborhoods
- › Other
  - › Do we really have a vision for what healthy neighborhoods look like, and their functions and features
  - › How to balance permanent residents needs with the large population that is more temporary
  - › Requires constant outreach & education for new residents
  - › Risk of gentrification



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## Support of Social and Cultural Connections

### Strengths

- › Diverse (for Iowa)
- › Strong human service network
- › Strong community groups
- › Reasonable support for the arts and culture

### Challenges

- › Communication
  - › How to communicate with citizens in the modern age
  - › Social media and shift in culture
  - › Need to improve communications, acceptance and relationships with all Ames residents
  - › Understanding what “connections” means for Ames
- › Other
  - › High turnover in residents
  - › Help integrate students into community

## Transportation Choices

### Strengths

- › Alternative Modes of Transportation
  - › New Complete Streets plan
  - › Have options (Transit, expanding trail & bike route network)
  - › Build more bike infrastructure
  - › Developed systems for transit infrastructure that are well-utilized
- › Other
  - › Ames Electric Utility

### Challenges

- › Multimodal Options
  - › Weather makes year-round walking/biking difficult
  - › Limited capacity for CyRide expansion
  - › Gaps in network (missing sidewalks, bus coverage, etc.)
  - › Shifting from automobile orientation to complete streets way of thinking/operating

- › Other
  - › Creeks & railroad
  - › Mitigating our lack of direct routes through town
  - › Cost

## Sustainability

### Strengths

- › Citizen Awareness
  - › Passionate/knowledgeable citizens & resources nearby (ISU, etc.)
  - › Engaged community
  - › Community groups who are concerned and active
- › Other
  - › Ames water, sewer, and electric utilities

### Challenges

- › Pollution
  - › RDF issues increasing with conversion to Natural Gas
  - › Reduce carbon footprint
  - › CO2
- › Other
  - › Mitigating need for parking in downtown with facing environmental challenges, like need for less cars
  - › Money
  - › Need to take a wholistic view of our policies so they don't contradict each other
  - › Need to see historic preservation as part of sustainability

## Well-being and Healthy Living

### Strengths

- › Community Interest
  - › Broad interest in wellness
  - › Community interest in improvement
- › Other
  - › Many recreational opportunities

### Challenges

- › Limited facilities for program expansion
- › Prioritization and attention given demands at modern life

## Well-being and Healthy Living

### Strengths

- › Recognized Subareas
- › Easily defined subareas, strong identities
- › Have subarea plans for a few targeted areas
- › We recognize that subareas exist and know what they are

### Challenges

- › Lack defined vision
- › We don't plan with a vision - we react and lose sight of the larger picture

## Urban Fringe Management

### Strengths

- › Maintains city standards for future growth
- › Good relationships with a number of nearby jurisdictions
- › Existing 28E

### Challenges

- › 28E
  - › Requires 28E compliance
  - › 28E agreement has challenges and cooperation
- › City Limits
  - › Bumping up against 1 or 2 towns in the timeframe of this plan
  - › Artificial limits
  - › Bumping into each other

## What effect could or should this plan have for the people of Ames?

### Council Responses:

- › Ownership
- › Inclusivity
- › Predictability
- › Equity
- › Inspiration
- › Positive Impact on Quality of Life
- › Direction for growth

## What do we want the effect of this plan to be on the community of Ames?

### Council Responses:

- › Direction for growth
- › Strengthening our image
- › Most people don't know we have this...Be realistic
- › An increase in participation for this type of effort
- › Be involved...
- › Maintain their passion for Ames
- › Channel their passion for Ames -Vision makes it clear what they can do with it



## STAKEHOLDER DISCUSSIONS

Below are highlighted notes from the focus group discussions.

### Design Professionals

Concepts for the future...

- › Interact with the railroad (like Wheaton, Illinois)
- › Some transportation issues with north/south connectivity - no arterials actually go all the way through
- › Would the city rethink their policies on investing in development - transportation overpasses, etc

What to get out of the Comprehensive Plan...

- › Need a dispersion of amenities, not just along Duff
- › Smaller development is difficult right now in Ames
- › Continual park expansion
- › Proactive planning to let businesses and developers know what is happening
- › The plan needs to be revisited on a regular basis

### Residential Developers

1997 Plan problems...

- › Error in the likelihood of development in certain areas. Perception that growth could occur to the southwest. This is all land owned by ISU. In fact, ISU is keeping land. Net usable land from a terrain standpoint is limited.

Residential markets...

- › Something smaller than the 6,000 sf minimum lot size unless there is a PRD. But there is a 40% open space requirement
- › MF zone needs to be looked at.
- › Density requirements are out of place, minimums. Densities stand alone in a project.
- › The village concept is good

What to get out of the Comprehensive Plan..

- › Lots will have to get smaller to meet the new need - residential ordinances.
- › Also, allowing estate residential in certain areas so they do not happen right at the 2-mile fringe where it is allowed and city does not have jurisdiction.
- › Path of least resistance is north.
- › SF carriage housing along the prime area along Lincoln Way was a bad recommendation in that plan.

- › Residential TIF options.
- › Need to align plan with what the city will actually do. For example, where will the city accept high density residential?
- › Need a front end financing mechanism for housing development to help developers

### ISU Facilities Staff

Comments...

- › Current plan is to reinvest in the housing that is already existing
- › Campus cannot work without CyRide
- › City/Campus relationship is good
- › Student housing is starting to be discounted, supply satisfied
- › Campustown is used mostly by students from a convenience standpoint...
- › Beef program on the north that the city is willing to sell if they can relocate the operations to the south
- › Land holdings west of the city are plants based, land south is viewed as animal based operations.
- › Trade employees do not live in the community, cheaper housing in rural Iowa for them. Housing in close commute is an advantage for the University
- › Student and employment base are not projected or planned to grow for the University.

### Story County

What to get out of the Comprehensive Plan...

- › Following the Ames Urban Fringe Plan
- › Need the plan to constitute orderly development
- › Will need transportation improvements north toward Gilbert.
- › Transition for emergency services between Ames and Gilbert, when and how is it funded.
- › A lot of work needed for trails...north and south segment from Ada Hayden to 190th. East/west connection there really is nothing
- › Need to be consistent with Gilbert and all working together

## Real Estate Professionals

### State of the market...

- › Some adaptive elementary school redevelopment
- › Young and old are interested in walkability and amenities....a lot based on where people are coming from

### Missing products...

- › Servicing the aging population is an issue - South Campus area is an area where people would like to move out of, but there are not options.
- › 45-60 age ranges are served pretty well, but not the other age groups
- › Currently too much supply of apartment, which could last for some time with stable ISU enrollment
- › Condos would do well in Ames
- › Loosing people to Ankeny and DT Des Moines because of the variety
- › Some people are looking for more rural residential options. Need an intentional plan to include some larger lots
- › Too much retail space. Some is attributed to mixed-use requirement of ground floor commercial
- › There is a tolerance for townhomes, one or two stories.
- › Few recreational facilities - indoor activities
- › Cannot pick only one area for growth. Need to expand everywhere
- › The Health Center is in a poor location for additional development. If the city is going to spend money, they need to position projects to spin off other opportunities for private investment
- › Seeing some people wanting to move because they want to change their lifestyle.



## Neighborhood Associations

### Big idea for Ames...

- › Residential downtown - 2nd floors and infill
- › More low income & affordable
- › Transit oriented development

### Community policy top priorities...

- › Rental conversions
- › Environmental issues
- › Mobility...getting in and out
- › Neighborhood density - owner occupied
- › Own housing

## KICK-OFF POST-IT NOTE TRANSCRIPTS

Public kick-off open houses held on February 5th and February 25th, 2019 allowed people to talk informally with staff and the project team about the future of Ames. Attendees were encouraged to post their comments on a series of boards related to various planning elements in Ames. Attendees were prompted to post their “big idea” and “concerns” for the future of Ames. Below are the board topics and the comments received. The comments are transcribed as written and are not edited.

### WHAT IS A COMPREHENSIVE PLAN?

Concerns:

- Over the years, there have been occasions when the city wanted to change the long-range plan to accommodate a specific developer, etc. If it's a good plan, it shouldn't be changed for a specific interest.

### FUTURE LAND USE

Concerns:

- Allow for increasing density – limit sprawl
- Revitalize and redevelop downtown
- Allow for accessory dwelling units & triplexes
- West Ames need more infrastructure (coffee shops, markets, or parks)
- Innovative, resilient & leading efforts to reduce greenhouse gases

- R 38/30 interchange overused + somewhat dangerous due to crossing traffic going south from 30 eastbound + north from east bound
- No annexation forced on property owners
- No annexation of state street property
- Remove Southwest II area from growth plan. Save trees, creek, & wildlife
- ISU reduction in enrollment
- Move away from southwest
- County residents were not consulted on fringe plans. No representation. We need to be heard. City controls everything
- Move East & Southeast due to new industrial park
- Commit to continuous development, not leapfrog
- I'd like to see some kind of “growth boundary” from Ames and a commitment to interior or central Ames that is designed & redesigned around density, walkable neighborhoods, & services
- Significantly reduce the gray space of flat surface parking lots and encourage/promote so-called parking structures
- Focus on reutilizing inadequate sectors of the city. See Lincoln Center, the North Grand Mall, for example – and bringing in Career jobs there or removing business property located in the flood plains – see South Duff – and transplanting those businesses in the presently inadequate sector
- Focus on mixed-use developments & in-fill
- More mixed use on Duff (housing, parks, local businesses)
- Do not concentrate industrial all out east
- I would like to see regenerative grazing of lawns instead of mowing. Use contract grazers to manage



with temporary fence & water infrastructure.

Entrepreneurs & beginning farmers are willing to manage this.

- No developing in flood plain. Skunk River north of 13th St. (No extension of Bloomington Road)
- Limit growth of city limits. No increase in present boundaries
- Think walkable and bikeable! Not 3 car garages and big parking lots
- More affordable housing east of the university
- Creating more future land use designations for creative housing options (mixed use) Do more to encourage native-plant landscaping on as much land as possible to help water quality and wildlife, also CO2 sequestration and soil health. Big lawns don't help!
- More neighborhoods
- More smaller business, less big stores
- No more industrial
- Utilize the flood plain for the natural marvel & economic boost. The can be – see the economic benefits the High Trestle Trail has brought to it
- Please no more development in flood plains. Please see prairie & native long-rooted species instead of turf. Use pervious pavers instead of concrete where possible.
- Decrease medium-high density residential. Enough apartments.
- Decrease single-family homes use for multi-family rentals – we have affordable housing but need single families to buy them
- Keep hospital medical zone as is to encourage community health sites

- Ames needs to expand more to south, southwest, west, & northwest. Growth directly to north is enough with current areas. No ISU.
- Consider the future of the mall – future housing? Park? Mixed use?

### Big Ideas:

- Build sewer/annex north to Gilbert
- True student long-term parking. Take a look at University of Iowa. On bus route at 30 min or longer, discourage drive to class syndrome
- Expand Ames boundary west into Boone County.
- Plan for neighborhood needs
- No annexation, no development, protect environment, no paved roads south & west of Worle Creek
- Attention to walkability and safe, easy access to services, recreation, parks, and schools.
- Avoiding sprawling development that stretches city resources and regular automotive transport.
- Stop building huge, expensive apartments! Need more affordable housing & amenities around them
- Respect the floodplain
- Can we look to future and use land surrounding Ames for energy (solar & wind) and food productions? We can! Will we consider it??
- Past plan did not respect ISU research farms or acreage living. ISU farms need to maintain close proximity to campus
- Please consider residential growth to southwest
- Continue mixed use & infrastructure in SW
- Plan for mixed uses



## FUTURE LAND USE (Continued)

- Expansion of commercial and residential north & east of I-35 & 13th would be ideal area for expansion of commercial
- Convert fringe area to growing food for people. Construct a ring of wind turbines and solar farms. Pay farmers to sequester carb (organic matter)
- Important to keep Ames “compact” – walkable & bikeable
- Infill & allow more multi-family homes & less parking
- Annexation of area in Washington would negatively impact revenue for the (something) which would affect safety, road maintenance, and other use of the revenue

## PARKS AND RECREATION

### Concerns:

- Has the city done a needs suitability study of recreational offerings to determine unmet needs? (universal playgrounds, trail connectivity to parks, complex for baseball/softball)
- Infographics for miracle field & playground
- Use flood plain areas as environmental type/rec spaces & don't allow development
- If P&R group sports are added at Emma McCarthy be sure to look at traffic concerns on Ross Rd. Large amount use this road for walking & biking – no sidewalks
- New developments should be required to have green space (if not already)
- Support for community gardens – food – not just flowers

- Grow the parks & nature areas along with the city growth! Let's help Ames be an extra attractive place to live, work, & be well!
- More green space areas
- Connect Moore & Reactor. Connect bike trails. More open space
- Plant lots of trees & hire an urban forester to help reduce greenhouse gases & water pollution
- More updated parks
- Ada Hayden HP follow the recommendations in the Klaas-Pease Land Management Plan

### Big ideas:

- Build a large new park outside of floodplains
- More connected bike trails
- More walking trails
- More natural parks like Ada Hayden
- Trails/bikes as transportation
- Community gardens and community spirit
- Community needs more gathering spaces with indoors and outdoors
- We desperately need an indoor community pool for all – not shared with public schools – needs to be accessible during all times
- Support for a life center – classes, community space, pool, exercise rooms

## ENVIRONMENTAL FEATURES

### Concerns:

- Consider hosting a workshop or presentation on what the climate will look like in Ames in 2040 + beyond by Gene Takle, ISU Professor
- Use the best science possible to plan for climate change vulnerabilities + impacts + flooding
- More incentives for developers to create permeable paved areas – some features of the system right now leave fees that don't scale according to the amount of paved area
- Favor community gardens and food production in town: more accessible fresh food grown by and for citizens!
- We should put in food forests – not just community garden plots. Focus on perennial agriculture
- More sustainability (compost city-wide, recycling city-wide more access to public transportation)
- More green spaces everywhere
- More community gardens
- Preserve grasslands & nature areas while we still can!
- Protect our green spaces and our drinking water aquifer





- › Need to protect natural/sensitive areas as Ames expands
- › Encourage/allow homeowners to have driveways that are not exclusively concrete. Allow new housing to use gravel & grass driveways to decrease runoff

### Big Ideas:

- › Determine sources of E. Coli, and other bacterial pollution of Squaw Creek and Skunk River
- › I would like to see Ames be more forward thinking in flood plain management. Large rain events are becoming more frequent. We need to look at how to incorporate more
- › Keep green spaces in city while growing
- › I would like to see Ames commit to being 100% renewable energy powered
- › I would like to see Ames have better electric vehicle charging infrastructure including buses
- › Keep the Greenway as undeveloped - wild as possible. Urban parks can't replicate this.
- › More support for community solar panels
- › Increase the density of our urban forest
- › When new housing developments go in, they absolutely should not remove top soil before building. This will create future flood & drought issues - soil is our answer with roots in the ground.
- › Prioritizing wildlife/biological "corridors" in infrastructure development
- › We need to be intentional about holding water in place. Put hard money into Squaw Creek Action Plan recommendations

- › Consider flood plains, slowing development in already flooding areas and keeping wetlands undeveloped and ready to absorb storms
- › Support for solar panel farms
- › City compost

## PARKS AND RECREATION

### Concerns:

- › Increase city support with Somerset Parks (addition of equipment or support)
- › Access concern - not a bike path or point of access at a controlled intersection on north side of Bloomington to get to Cloya Kartz or Ada Hayden
- › West Ames needs more infrastructure. Having a park there would be very valuable!
- › Also pave the bike trail and install lights and maybe a 911 box so nobody gets murdered going forward
- › Bike paths need to be interconnected. Dead ends are not helpful for in-town recreational bicyclists
- › Connect to [ISU] land - [Moore Memorial Park to Reactor Woods]. And more open space overall
- › No to play equipment at Ada Hayden. Keep it natural!
- › Add outdoor fitness equipment. Add play equipment at Ada Hayden
- › Where a bike trail crosses a street - need a sign for cars/drivers that this is a bike trail crossing
- › More neighborhood parks and green space
- › Healthy Life Center - make it happen. Do not let Ames Fitness Center push down this project
- › Watershed management north of Ada Hayden
- › Extend greenway along west Ames [Daley Park]
- › Improvements to Community Garden - safety concerns, fence
- › [Hallett Materials] Quarry at southwest corner of I-35 & 30 - check into getting it into a park - eventually
- › I would love to have greater bike path access from north Ames to Ada Hayden
- › I am an international student and I was impressed by the green in Ames when I came. I want Ames to keep and improve this beauty and power!
- › Camping facilities in town - use Carr Pool, building/restrooms
- › Push button yield at crossing of bike lane at south 16th street - vet med trail
- › There is an area with no access to parks just south of the North Grand Mall
- › Parks for aging!
- › Food forests
- › Couple with oak savanna reconstruction
- › Water quality



**PARKS AND RECREATION (continued)**

- Bring more attention to the [Tedesco Environmental Learning Corridor] Park. It will be the “Ada Hayden” of South Ames
- Manage brush in the woodland understory with contract grazers. (e.g. goats on the go, burn crew!)
- Bat houses for mosquito control
- I love to ride my bike but I the to ride on the streets. I’d love more shared use path connections
- Connect to the High Trestle Trail
- Mandatory buffers along all waterways diversity and reconstruct to function as our native oak savanna, stimulate eco-tourism, increase flood mitigation along with wildlife pollinator habitat
- Trail from Ames to Heart of Iowa Trail all off road/R38

**Big Ideas:**

- Yes to Healthy Lifestyle Center
- Bond \$20-25 million for Healthy Life Center
- Ames has some of the best parks in quality & area per person. Would like to see it maintained
- More connected bike trails
- More native prairie & woodland preserved/restored
- Add signage to trails. Create a “trail system” feel
- Rethink what outdoor environments are needed for children – playgrounds are not the best option. Trails to walk, run, & ride bikes, wading pools, places to explore nature
- Ames water park for boating? Thank you
- A need to expand park to corner (referring to western edge of Tedesco Learning Corridor extending to

- existing roundabout)
- I’m in favor! (Healthy Life Center)
- Support this big idea! (Healthy Life Center)
- Yes! (Healthy Life Center)

**POPULATION CHANGE**

**Concerns:**

- Do we have enough low-income housing?
- Many new apartment buildings have been constructed, most rental rates are high – can Ames plan for low to median range rental properties?
- Is growth always good?
- Provide additional financial support for police force to keep up with population growth
- Is expansion realistic when student population is expected to shrink in the next 20 years?
- Is 85,000 enough? Look at Peer Big 12 & other institutional cities. Is 120,000 too much?
- Huge increase in vacant housing 2000-2017
- Not as significant of an increase when you account for student growth!
- Story County has the highest rate of food insecurity in the State of Iowa (15.9%) – see feed America, Map the Meal – how is that affected by the large percentage of ISU students in Ames?

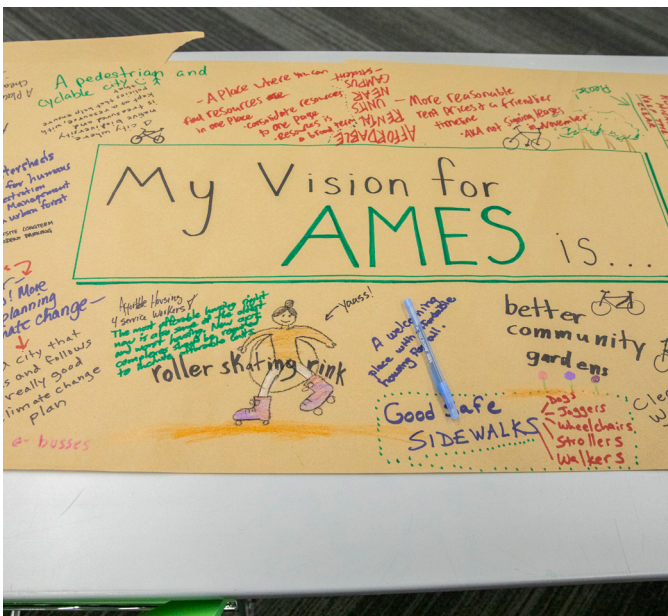
**Big Ideas**

- Include median household income comparable
- 5 year snapshot of age demographics broken down
- Include school enrollment data
- Population group to be included are those over the age of 65!

**YEAR BUILT**

**Concerns:**

- I’ve seen so many prairie remnants and woodlands destroyed by Ames growth in the past forty years. It needs to STOP. Protect surviving natural areas!
- Yes, preservation of at least some strategic natural areas is a must for Ames. Growth without preservation of nature would make Ames an unappealing, unhealthy place.
- Sprawl is now, sprawl is real
- In the interest of combatting sprawl, make a 20-year expansion that preserves green spaces
- Save wildlife and trees on State Street. Stop SPRAWL
- Integrate historic preservation



## Big Ideas

- › Would like to see a shading of city limits with years added to help visualize past growth patterns
- › Preserve Campustown aesthetics - low buildings, brick fronts, small businesses

## SOCIAL AND CULTURAL CONNECTIONS

### Concerns:

- › I want Ames to be a welcoming place for all people. Right now that's not the experience of people of color, international folks, Muslim people...improving this MUST be part of Ames' growth plan!
- › No Jewel Park/Kate Mitchell association? (listed on map) When there is a neighborhood meeting such as an IDOT meeting on S. Duff construction, 100-200 people show up

### Big Ideas:

- › Expand Old Town Neighborhood to Grand?
- › So proud of our Ames Public Library
- › Foster more neighborhood associations
- › Need a real museum to recognize Ames History
- › Someone to help regulate race relations. Since 2016, I have been the target of 3 separate racially motivated confrontation. I no longer feel safe as a black person in Ames - A concerned college student
- › Someone to reach out & assist neighborhoods in organizing associations & helping them to stay active

## NEIGHBORHOOD AND SUB AREAS

### Concerns:

- › Urban core & downtown need to strive for revitalization, dense redevelopment, triplexes, mother-in-law additions, affordable housing, & resiliency to stresses of climate change
- › Downtown commercial /residential development mixed use
- › Genuine concern for preservation of affordable housing is needed in this city.
- › Must have more affordable housing in Ames!! Otherwise Ames becomes more "elite" and not inclusive, diverse, or healthy
- › Hate road diets. Need to improve traffic flow on primary roads, Duff, Lincoln Way, University.
- › I live on South Dakota Ave and just south of Worle Creek. All I can envision being annexed into the city of Ames, my home becoming a money pit. I am not in favor of annexation.
- › Please do not put Lincoln Way on a road diet east of [Hilton Coliseum]

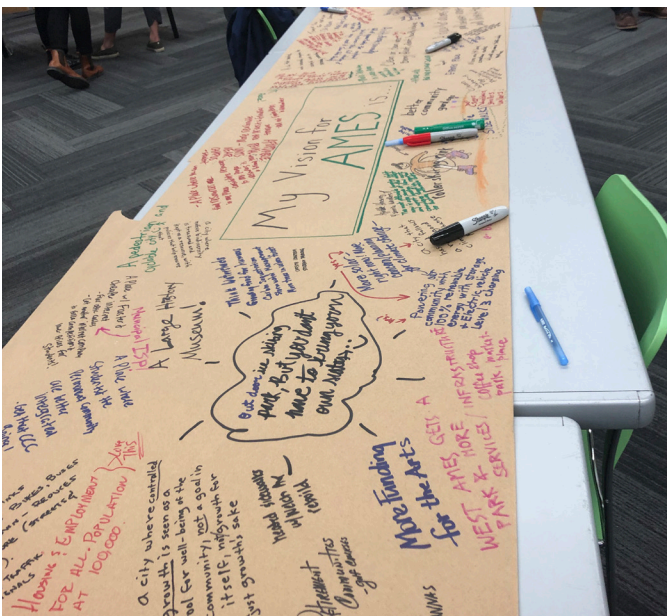
### Big Ideas:

- › Cultural Institutions need to grow! New history & art museums downtown
- › Affordable housing
- › More green areas
- › Less focus on cars downtown - focus on walkability and accessibility
- › History museum as part of downtown cultural area
- › Make downtown a destination for families - restaurants, stores, ped mall, farmers market
- › I like the Lincoln Way road diet!
- › Rail Corridor Buffer and Trail! Yes!! (Lincoln & Grand)
- › Small lot single family housing yes!
- › Carriage house units, more! More multifamily

## ECONOMIC DEVELOPMENT - COMMERCIAL ZONING

### Concerns:

- › Respect flood plain when building
- › South Duff is a nightmare. Why have we made the same mistakes as every city?
- › Respect ag land. It's not a limitless resource
- › Preserve/foster local businesses, especially in Campustown area
- › Food & renewable energy (production processing) (Ames imports what, 90% of our food from outside Iowa? That stat is just a guess.) New commercial



- regional uses
- › SW Ames commercial residential (McCay)
- › Innovative, resilient, & leading efforts to reduce greenhouse gases, as much as possible, as soon as possible
- › Quality, affordable childcare in highway oriented commercial areas
- › Public transport in some areas
- › Stop building in the floodplains. Climate change is causing higher rainfall events

**Big Ideas:**

- › Expand exhibition/meeting space & hotel development at Iowa State Center
- › No more large commercial building projects in the flood plains!
- › Convert this to a food hub to serve region. Greenhouses, food processing of local foods, distribution to local stores (pointing to area east of I-35 marked as "regional commercial")
- › More outdoor space for restaurants, patios, tables, etc. esp. downtown
- › Food delivery services in winters for internal students new in ISU
- › Better online services
- › Facilitate more centrally located commercial for reducing transportation distances.
- › More bike lanes
- › Zone Lincoln Way east of Squaw Creek to Grand Commercial
- › Tax increment financing for suburban/residential development

- › Employer subsidized childcare centers in commercial areas
- › It would be interesting to see bike facilities/paths/lanes on a map with commercial. Can everyone get to these areas?

**ECONOMIC DEVELOPMENT**

**Concerns:**

- › We have a hidden homeless issue. Actually, it's non-recognition that Ames could have a homeless problem
- › Make sure businesses here (Prairie View Industrial Center) actually use railroad
- › Find a strategy to link new economic growth with housing that is affordable for the new employees
- › Housing & rental costs are too high for people to afford to live, work & play here. (many noted agreeing with this)

**Big Ideas:**

- › We need more roundabouts
- › Providing ready access and recognition of results-based code compliance could assist commercial development, especially in city with technical knowledge
- › Need more restaurants in the research park area!
- › Progressive green sustainable modern landscaping uses native plants, not massive lawns. The businesses in the research park may be progressive but much of the landscaping is not. We can do much better!

**TRANSPORTATION – STREET FUNCTIONAL CLASSIFICATION**

**Concerns:**

- › Promote public transit that could be within the city itself or among the city & surrounding rural community in Des Moines
- › Sidewalk maintenance
- › Snow removal, especially along east/west Lincoln Way beyond Campustown
- › We need better signage on Greeley Street, very confusing for new people
- › Pulling onto Stange from US development is a nightmare
- › 25 seconds to cross 4 lane streets is too short for families, children and seniors
- › Current signals and 'flow' at certain intersections are very frustrating and unsafe at time of the day. Improvements to alleviate these issues would be greatly appreciated



- › Sidewalk on Grand
- › Connectivity
- › Dayton Rd access to HYSC
- › Separation of south Ames from Mary Greeley by train tracks on S. Duff is a continuity concern
- › Planning on S. Duff seems a bit short-sighted – how long after 3 lanes to city limit will we need 4 lanes?
- › Need a future focus – let's not limit on 2040 – provide for future growth
- › We need better sidewalks so people aren't walking on dirt or side roads when there isn't a sidewalk in some areas
- › Bicycle trails that connect!
- › South Duff turning into HYSC backs up and is a high congestion point. Accidents happen weekly during soccer season. Only one point in and out.
- › 16th St. near Duff need[s] more lanes and better access to businesses
- › End of day rush hour at Mortensen & State and Stange & 13th is a problem
- › Exiting left out of Middle School onto Mortenson (from East entrance/exit) is problematic
- › Need better access from south Ames (Grand Ave extension is welcome and critical)
- › Pedestrian street crossing on west Mortenson beyond Kum & Go
- › Lincoln Way traffic is too heavy going east/west from Hilton [coliseum] to North/South Dakota. More ideas to improve traffic.
- › 1/3 bike/ped, 1/3 car, 1/3 public transit
- › Hayes [Avenue] is super busy on school mornings. Can take 10-15 minutes to make it through intersection.

- › Would like to see more connectivity of major routes. Currently lacking many options for N/S, E/W circulation across town without using I-35 or Hwy 30
- › Incorporate more divided or separate bike lanes and/or transit that connect with each other and main route of the city (complete streets)
- › Plan arterial & collector in advance, not per development. Same for trunk sewer & water
- › Needs traffic control at State & Mortensen. Awful there – roundabout or light?
- › Grand needs to be extended south to relieve Duff congestion
- › Hughes & 24th St. add right turn lane from west bound to north bound to reduce queuing and congestion
- › Extend University Drive north to 24th.
- › Extend 20th St. west to new University Drive.
- › New N. Dakota arterial roadways from UP Railroad tracks to Cameron School Rd.

#### Big Ideas:

- › Light rail to link Ames, Ankeny, Des Moines
- › Rapid Transit on Cultivation Corridor
- › Connectivity, especially for walker, cyclists, etc. Connectivity needs to be respectful of all kind of mobility & accessibility
- › Rear-end crashes SB Duff just south of US30 PM peak hour entering soccer fields
- › Need Grand Ave connection to Airport Rd
- › Consider a round about at Mortenson & State to manage traffic
- › WB US30 traffic backup during PM peak (4-6) on main line, at S. Dakota Ave
- › New US 30 interchange @ County Line Rd
- › Need better N-S connectivity between Stange and Grand Ave
- › Need another N/S street. Stange gets more & more congested. Very slow.
- › Would like information on classification (of map). What ranges of traffic volumes are considered at each level. Are some of those roads acting “above” their classification?
- › Light rail to Des Moines
- › Southern interstate access
- › Develop Ames to the south!
- › Plan major roads with long term goals in mind...not reactive
- › Need more nature/bicycling trails that connect existing county/state trails



## ACTIVE TRANSPORTATION

### Concerns:

- › Sidewalk connectivity in industrial area if not connecting to something
- › Innovative, resilient, & leading efforts to reduce greenhouse gases as much as possible, as soon as possible
- › Lots of transit options.
- › Zip cars
- › Sidewalks & crosswalks that are narrow
- › Have yet to read the Complete Streets Plan, but one concern is the off-road/on-street and the extreme mixed message on what is expected of patron of each, and motorists confronting these patrons?
- › Prioritize trails & connections. Good for public health & climate
- › There is a complete lack of connectivity between current bike infrastructure or a lack of forward thinking when bike infrastructure is put in.
- › Improved sidewalks on Lincoln Way...wide paths to accommodate bikes and peds
- › Electric car infrastructure, solar panel charging covered parking
- › Why does it say Grand Ave is a part of an existing trail? There are sign that say no bikes on that street!
- › We need to take on wayfinding Y signage.
- › Better education outreach for auto-ped-cyclist interactions
- › Improve crosstown and intertown bicycle trails
- › Sidewalk along Ross Road @ Emma McCarthy Lee Park. Very busy street, nowhere to walk
- › Existing roads must become more bicycle & pedestrian inclusive & welcoming! And all new road

- must have this as part of their plan/infrastructure. For healthy, inclusivity, and an ideal place to live!
- › More connections for bike trails. Get these linked together
- › Complete sidewalk by railroad track on north side of 24th
- › Continue to focus on E/W and N/S connections
- › More connected separated from traffic bike lanes/paths
- › Invest in sidewalks. Ames' core is not safe for aging in place due to deterioration of sidewalks

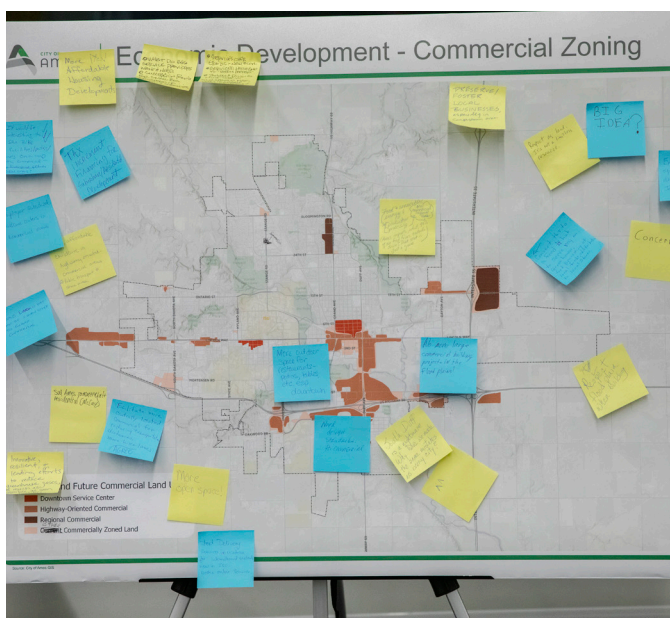
### Big Ideas:

- › Ames express bus
- › Signs at trails to local establishments (like Cedar Falls)
- › More natural bike routes than Clark (Easier crossing @ 13th)
- › Tell ISU to renovate and expand the Memorial Union parking garage. We'll need more parking in general
- › Making Intermodal facility friendlier & cheaper to use
- › Need a complete bike trail loop for families sooner
- › Lincoln Way is not a trail. Make distinction between trail vs. just sidewalk
- › It's very difficult for high school students who don't drive to get to school. Why is north Ames not on a bus route that goes to the high school?
- › Full priority to pedestrians at intersections

## TRANSPORTATION

### Concerns:

- › Extend 190th St. west to R38 and East to I-35
- › Love the plan for Bloomington to extend to I-35! We REALLY need this!
- › Ames invest in more bus services especially for low-income on holidays
- › More bike paths! More connected bike paths and trails
- › Mortenson & State roundabout
- › It would be cool if we had more bike paths like Ankeny, Slater, or Des Moines and walking areas
- › Bike/pedestrian trails need to have more connections
- › North Dakota to 24th connection in North Ames
- › Improved walkability - sidewalks and trails
- › If we continue to expand east with industrial park, need more CyRide for employees of industrial park use
- › More parking near campustown & downtown areas with businesses
- › More trails! More connections. Bridge from Moore [Memorial] Park to Reactor Woods



- › Improve the State & Mortenson Intersection
- › State & Mortenson intersection – how will handle feed mill semi traffic
- › CyRide is amazing! Keep up the good work!
- › Get rid of bike paths on S. 3rd. Traffic backs up – can't turn right on red – bus stops in bike lane.
- › Work for transit between Ames, Ankeny, Des Moines
- › More places to walk in the woods like Emma McCarthy or east of Skunk River
- › Separated bike lanes near campus
- › Slow Lincoln Way down – feels like it should be 45 with a divided street
- › Implement long term out of the way parking for students to reduce the desire to drive to class – thus reducing traffic on Lincoln Way
- › Address pedestrian crossing near West HyVee on Lincoln
- › There are very few safe intersections for cyclists to cross Lincoln Way. Intersections need to be improved to allow for safe crossing.
- › Connection to I-35 exit 116 from North Ames

### Big Ideas:

- › Hyde/Grant Street; major road to Gilbert but outlets to Ames residential area just north of Bloomington. Need to divert traffic around residential.
- › Commuter train to Ankeny and DSM.
- › More turn lanes on Lincoln Way
- › Reduce Congestion on Lincoln Way
- › Main Street – reinvent the Dinky – from one of to other. Hop on hop off.
- › Commuter bus/rail to Des Moines would be amazing!
- › Recommend no grade separated on N. Dakota Street



- w/ UPRR, instead use existing viaduct at Countyline Road.
- › CyRide is an amazing resource for Ames. How do we expand service & routes?
- › Roundabout at State and Mortensen and Hayward and Mortensen
- › If we are thinking of future, we must think about once a week/twice a week connections to DSM (especially for international students)
- › Cyride is amazing and functioning very well. However, if there can be buses schedule on selected times to Des Moines or nearest cities will be useful (apart from ISU shuttle)

## INFRASTRUCTURE MAP

### Concerns:

- › Better collaboration with internet service providers in new development areas
- › Older pipes in Campustown lead to a lot of funky smells. Update size & double check venting in houses & businesses
- › South neighborhoods such as Jewel Park/Kate Mitchell can be cut off during flooding including access to hospital
- › Age of water mains – where do we need to update?
- › Storm sewer concerns regarding flash flooding
- › Don't forget the importance of upgrading infrastructure to maintain & improve quality of life in Ames
- › Good Ames Water loses quality after flowing through 4" water mains

### Opportunities:

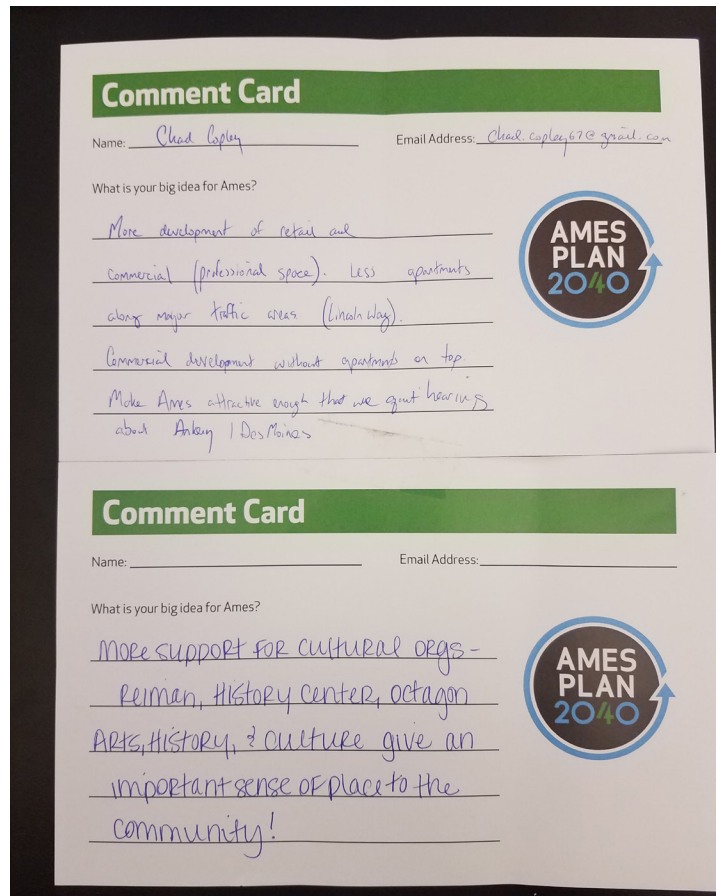
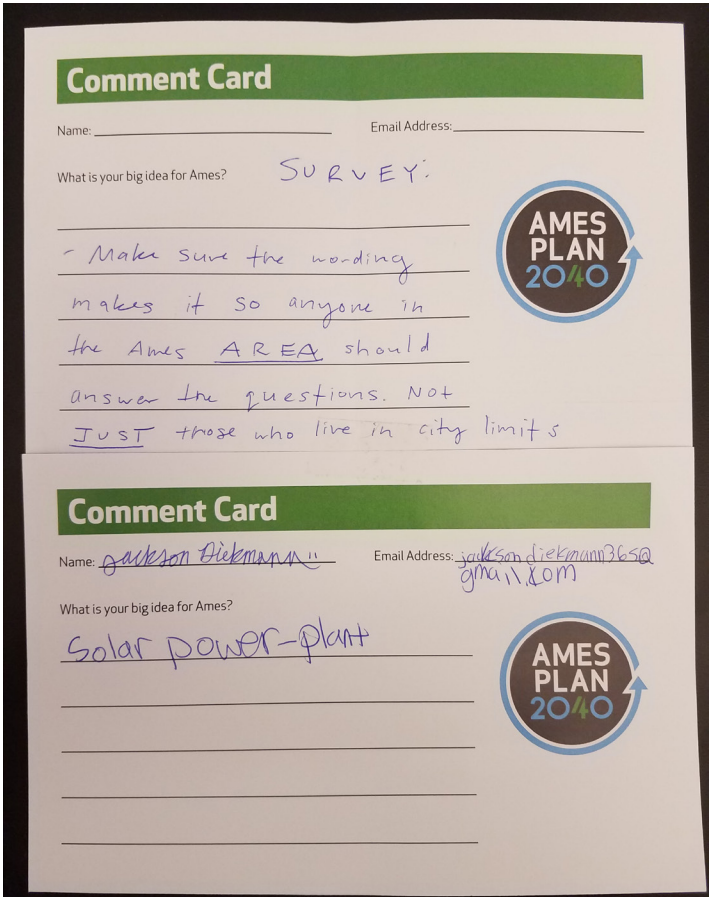
- › Check on new sanitary line east of Skunk River (update on map)

## COMMON THEMES

- › Protecting the environment is very important to most people
- › Biking/walking connectivity needs to be improved
- › Stange is getting too busy
- › Traffic backups at Mortensen and State Street
- › Need for more affordable housing
- › Need for more inclusivity as a city
- › CyRide is great, but new/improved routes could be beneficial
- › Rapid transit between Ankeny/Des Moines is important, especially for international students
- › Interest in commitment to renewable energy
- › South Duff is an issue
- › Major N/S and E/W connections are lacking

# KICK-OFF COMMENT CARDS

Below are the comment cards submitted at the February open houses.





### Comment Card

Name: Josh Shields Email Address: joshua.shields@betterworld.com

What is your big idea for Ames?

Would like this plan to be interactive, allowing a resident to overlay multiple layers (sim to maps around town at Open House) to determine different suitability (or evaluate) those proposed improvements in terms of different (and sometimes conflicting) information.



### Comment Card

Name: DMAR DE KOK-MERLADO Email Address: amardekokmerrado@gmail.com

What is your big idea for Ames?

Thank you for investing your time and energy into our community! I would like to see our waterways protected w/ a diverse array of plants (reconstructed oak savanna w/ agroforestry products e.g. fruits and nut tree crops) that could be used in our schools and food banks these buffers would also have a perennial industry (think silvopasture) →



### Comment Card

Name: Luke Jensen Email Address: luke@tesgi.com

What is your big idea for Ames?

Look for and execute catalytic projects that unlock additional investment.



### Comment Card

Name: Bridget Williams Email Address: bridget@iastate.edu

What is your big idea for Ames?

Echidna only zoo.



### Comment Card

2/25

Name: Molly Johnson Email Address: mollyajohnson@iastate.edu

What is your big idea for Ames?

Rural acreages for Champlain ground 1-5 acre lots, horse farms, hobby farms Ames needs more ~~beauty~~ beauty! The apartment buildings take away from the natural beauty.



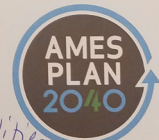
### Comment Card

2/25

Name: \_\_\_\_\_ Email Address: \_\_\_\_\_

What is your big idea for Ames?

Tiny-house villages centered around a community garden, community bathing facilities Solar-powered



### Comment Card

2/25

Name: \_\_\_\_\_ Email Address: \_\_\_\_\_

What is your big idea for Ames?

Creative solutions to homelessness  
- boarding house concept  
- ease parking requirements on low-income housing to allow for denser development,



# IOWA STATE UNIVERSITY COMMUNITY & REGIONAL PLANNING STUDENT EVENTS

Listed below are the responses CRP Club received from four pop-up events held over the course of two weeks at the following ISU locations: College of Design, Memorial Union, Gerdin Business Building, and Parks Library.

## Excited For

- › The growth of ISU and the Welch Ave Redevelopment Project
- › Redrawn flood plain lines/areas
- › Excited to see more student engagement in city decisions!
- › Remodeling
- › Road construction/repair, perhaps more trees in our future?
- › Continuing sustainability initiatives
- › Ames has everything that a big city would have, while remaining a very tight-knit community

## Concerns/Challenges/Interests

- › Apartments are expensive
- › More bike paths would be awesome
- › Growth of ISU/Student community
- › Changing Campustown to bring more growth and life
- › Ice Skating
- › I would like to see road expansion—always busy
- › Increase CyRide buses, bike lanes, better preparation for heavy snow
- › More late night food
- › More renewable energy
- › More Mexican Food
- › Bike lanes!
- › Increased public transportation, better road maintenance in winter
- › Roads/sidewalks—potholes/ice
- › More historic preservation in Campustown area
- › New bike lanes
- › Mom & Pop Shops in Central Campus. More parking available.
- › Loosening of small businesses regulations, make Ames more friendly to startups
- › More walking and bike paths are a great idea!

- › More walking paths and less stoplights!
- › More hiking paths.
- › Traffic (illegible word) both east to west and north to south. Lincoln sucks, 13 is not zoned well and Duff also sucks.
- › Better rain or water drainage. I have tennis shoes on days where it suddenly rains/snows and there's lots of excess water in certain public sidewalks.
- › Understanding on late rents, not kick me out (I'm a broke college student). Plow the snow.
- › Plow the roads!
- › Overuse of Lincoln Way
- › The road conditions
- › Ice on walks
- › Expansion/increased options
- › More Nerd Stores
- › Salt the roads
- › Snow removal and use salt!!!
- › Plow your roads and salt them!
- › Flooding
- › Accessibility
- › Repair Lincoln Way please and thank you
- › More bike lanes!!
- › Want more diverse food restaurants (African, German, Thai, etc.)
- › What Ames is going to do with the mall when it has no more stores
- › Less and less affordable housing for students
- › Issues moving into Nevada, going across city lines. New infrastructure for ISU.
- › Build a Lincoln Way pedestrian bridge
- › Train to Des Moines and Chicago
- › Diverse food options!
- › More mixed-use in high density residential areas
- › Redevelop Campustown west of Welch Ave and Welch Ave south of fire station
- › More biking lanes
- › I would like more diverse options for things to do in Ames especially closer to Campus!
- › Creating a sense of place for Campustown
- › Better quality of restaurants, easier to afford units, more single bedroom housing (so many 3-4 bedroom units!), more pet friendly units
- › The primary focus of the plan should be the students—for parks/CyRide, etc.
- › Decreasing/managing urban sprawl
- › More affordable housing near campus, more local businesses in student housing
- › Accessibility for students without cars
- › Free food!!!
- › Outdoor space for activities, too many buildings going up

- › Recycling/sustainable initiatives
- › Not enough housing and poor roads
- › Parking is a joke, more trees, better prep for floods
- › Better flow of traffic (main roadways are already congested)
- › I want the city to support the university/students
- › More open areas and parks
- › Lighting
- › More bus shelters, heat lamps at bus shelters
- › Art exhibit in front of the unsightly power plant
- › Apartment/rented housing surplus and pricing
- › Salt the road; hang out spaces—local areas, shops; hiking paths
- › Accessibility—zoning/separation of services
- › More free parking
- › East Lincoln Way needs to be redeveloped smart (between Grand and Duff)
- › Walkability and major roads
- › Outdoor workout proper equipment and shed

Listed below are the responses CRP Club received from the student open house event in the Memorial Union on March 13, 2019.

### **What makes you excited about the future of Ames?**

- › I like the idea of the community health/fitness center (can be very difficult to use the pool at ISU during allotted 'family' swim times) + winters require a place for fitness
- › Remodeling Campustown
- › New parks
- › Solar and movement toward being a green city
- › Great university
- › Climate change plan!!
- › Full commitment to reduced waste & renewable energy (reward businesses who participate)
- › We're small enough & wealthy enough to be a leader for cutting edge city design
- › Complete Streets!
- › A Climate Action Plan that gets us to net-zero carbon emissions
- › New green spaces like the park planned by west HyVee
- › New Comprehensive plan! (I am a planner, these things make me excited)
- › More green space & recycling efforts!
- › Expansion of CyRide stops
- › Cutting edge green city
- › Community greenhouses, gardens, composting, food forest, tiny houses, ecovillage

### **What challenges do you see for the future of Ames?**

- › Continued "sprawl" (large edge of city McMansions!)
- › Poor quality construction (apartments mostly)
- › Unsafe streets for anyone not in a car
- › Expensive services
- › I feel that much of the recent growth has been for the benefit of a few construction, real estate developers, and chain corporations rather than focusing on the needs of the poor of Ames and the needs of the environment
- › Climate change
- › Becoming a carbon-neutral city
- › Fresh water availability
- › Outgrowing current emergency service coverage area
- › Fix drainage on the sidewalks
- › North Ames emergency Services area stretched thin
- › Flood!
- › Better rain sucker distribution
- › I am afraid that new growth will follow the old model of expansive, car-focused pavement-heavy development instead of being integrated into natural systems
- › Too much development in flood plain, present but hopefully not future.
- › Need to get away from car-centric culture.
- › Addressing climate change
- › Affordable housing
- › Controlling sprawl
- › Unfettered growth and development (residential, large McMansions and sprawling commercial) that takes over green space
- › Build a larger mall
- › Too much construction of commercial spaces & not enough businesses coming in to fill them
- › Loss of cultural amenities
- › We need more public space in Campustown
- › Lack of viable recycling options
- › Increased development in already congested areas (like Duff)
- › Lack of continuous bike trails

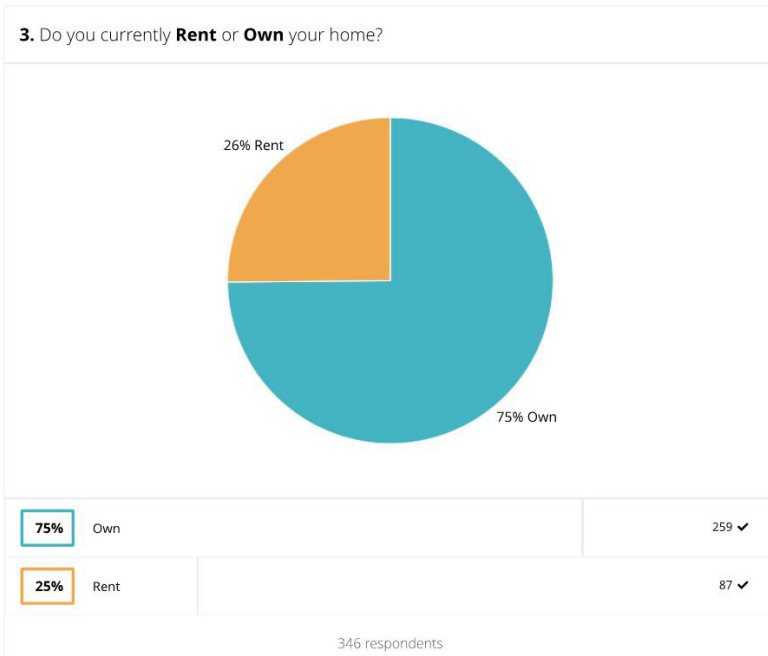
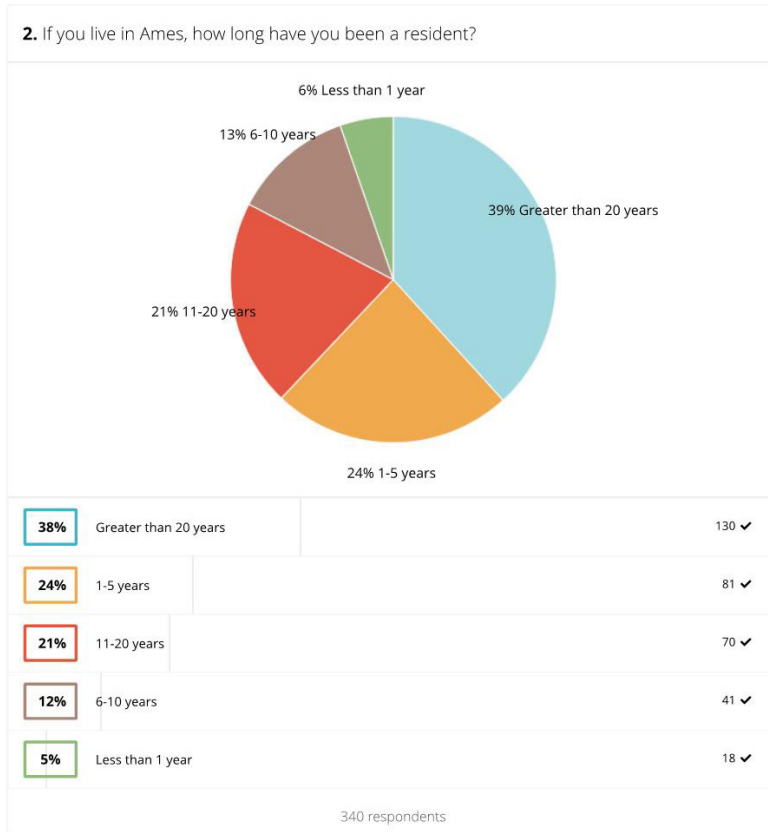
## What is the best kept secret in Ames? (From Table Runner)

- › Cross-country skiing trails in Carr pool-North River Valley Park
  - › Yes! Ames trails are so underrated
- › Ice Cream out in Jewell, Iowa
- › Great tasting water
  - › Yup
  - › Yes! (family in Chicago visits and always says this)
  - › Yes! Ames water is the best
- › Cyclone Cinema
- › Applied science hiking trails
- › Morning Bell Coffee
- › Great nonprofits
- › Cyclone Cinema
- › Fuzzy's Trivia Nights
- › Vinyl Café
- › Wheatsfield Co-op
- › Cross country skiing on ISU's cross country grounds
- › The beautiful mixed use path that will be destroyed by South Grand expansion
- › Pammel Grocery
- › Akira Karaoke
- › Outdoor ice rinks
- › Bike lanes on South Dakota Ave
- › Ada Hayden & Skunk River Water Trail

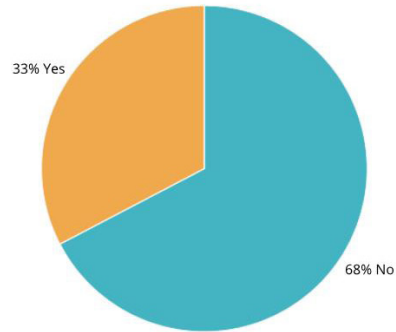


# COMMUNITY SURVEY RESULTS

Below are results from a community survey administered in February and March 2019.



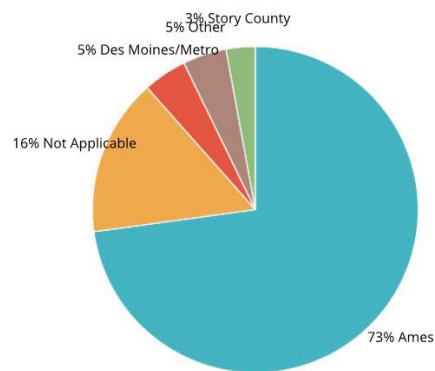
4. Does your household have school-age or younger children?



<b>67%</b>	No	233 ✓
<b>33%</b>	Yes	113 ✓

346 respondents

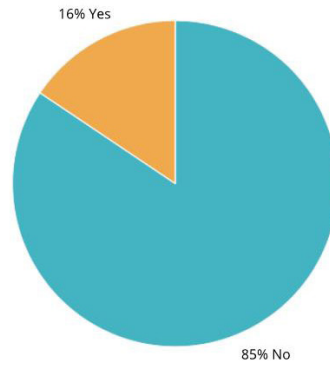
5. Where do you work?



<b>73%</b>	Ames	252 ✓
<b>16%</b>	Not Applicable	54 ✓
<b>4%</b>	Des Moines/Metro	15 ✓
<b>4%</b>	Other	15 ✓
<b>3%</b>	Story County	10 ✓

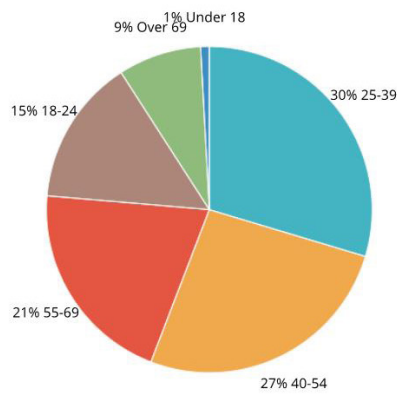
346 respondents

6. Are you currently enrolled as a full time student at a college or university?



<b>84%</b>	No	292 ✓
<b>16%</b>	Yes	54 ✓
346 respondents		

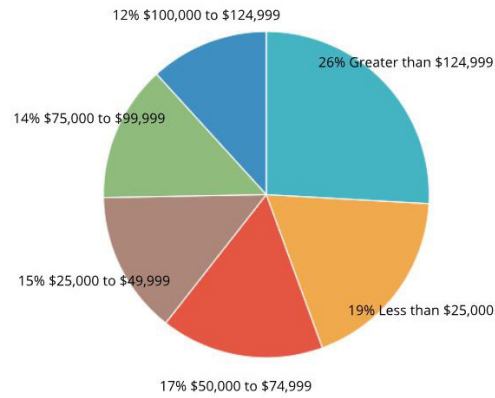
7. What is your age range?



<b>30%</b>	25-39	104 ✓
<b>26%</b>	40-54	92 ✓
<b>21%</b>	55-69	72 ✓
<b>15%</b>	18-24	51 ✓
<b>8%</b>	Over 69	29 ✓
<b>1%</b>	Under 18	3 ✓

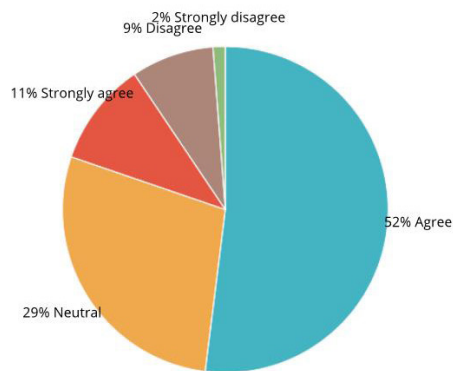


8. How would you describe your annual income range?



26%	Greater than \$124,999	88 ✓
19%	Less than \$25,000	63 ✓
16%	\$50,000 to \$74,999	55 ✓
14%	\$25,000 to \$49,999	48 ✓
14%	\$75,000 to \$99,999	46 ✓
12%	\$100,000 to \$124,999	40 ✓

8b. Do you agree with the statement **Ames is a unique city?**



52%	Agree	171 ✓
28%	Neutral	93 ✓
10%	Strongly agree	34 ✓
8%	Disagree	27 ✓
1%	Strongly disagree	4 ✓

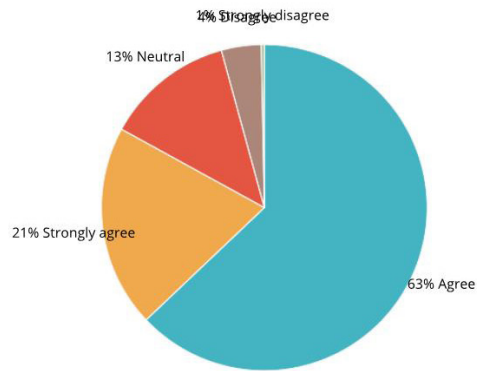
329 respondents

**8a.** On a scale of 1 to 5 (1 being poor and 5 being excellent), how would you rate Ames in regard to **Community Image and Values?**

Image of the downtown	1% 1 Poor	7% 2 Fair	17% 3 Average	58% 4 Good	16% 5 Excellent	- Don't Know
Satisfaction with community direction	3% 1 Poor	11% 2 Fair	32% 3 Average	42% 4 Good	8% 5 Excellent	3% Don't Know
Your overall happiness with living in Ames	1% 1 Poor	4% 2 Fair	12% 3 Average	46% 4 Good	35% 5 Excellent	1% Don't Know
Quality and satisfaction with community services	2% 1 Poor	4% 2 Fair	20% 3 Average	47% 4 Good	27% 5 Excellent	1% Don't Know
Civic involvement and volunteerism	1% 1 Poor	3% 2 Fair	27% 3 Average	37% 4 Good	26% 5 Excellent	6% Don't Know
Strengths of community institutions	1% 1 Poor	2% 2 Fair	19% 3 Average	51% 4 Good	25% 5 Excellent	3% Don't Know
Ability to attract and retain new residents	6% 1 Poor	11% 2 Fair	27% 3 Average	40% 4 Good	10% 5 Excellent	5% Don't Know
Welcoming attitude to new arrivals	3% 1 Poor	10% 2 Fair	29% 3 Average	37% 4 Good	14% 5 Excellent	7% Don't Know
Attractiveness to visitors	3% 1 Poor	14% 2 Fair	29% 3 Average	42% 4 Good	11% 5 Excellent	2% Don't Know
Quality of Neighborhoods	- 1 Poor	6% 2 Fair	23% 3 Average	53% 4 Good	17% 5 Excellent	2% Don't Know
Image of the city	1% 1 Poor	6% 2 Fair	23% 3 Average	52% 4 Good	18% 5 Excellent	1% Don't Know

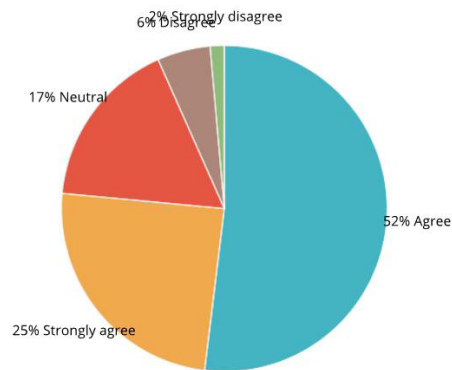
334 respondents

8c. Do you agree that, overall, **Ames provides for a high quality of life?**



63%	Agree	207 ✓
20%	Strongly agree	66 ✓
13%	Neutral	42 ✓
4%	Disagree	13 ✓
0%	Strongly disagree	1 ✓
329 respondents		

17. Do you agree with the statement that **Ames is a thriving community with great potential to expand and grow while maintaining its community character and high quality of life?**



52%	Agree	148 ✓
25%	Strongly agree	70 ✓
17%	Neutral	48 ✓
5%	Disagree	15 ✓
1%	Strongly disagree	4 ✓

**12.** On a scale of 1 to 5 (1 being poor and 5 being excellent) how would you rate Ames in regard to **Transportation**?

Ames' overall transportation system	2% 1 Poor	7% 2 Fair	17% 3 Average	49% 4 Good	24% 5 Excellent	1% Don't Know
Access to employment centers	3% 1 Poor	6% 2 Fair	21% 3 Average	33% 4 Good	13% 5 Excellent	24% Don't Know
Condition of streets	4% 1 Poor	11% 2 Fair	37% 3 Average	41% 4 Good	8% 5 Excellent	- Don't Know
Access to Highway 30	2% 1 Poor	5% 2 Fair	19% 3 Average	52% 4 Good	20% 5 Excellent	2% Don't Know
North-to-South street connections	12% 1 Poor	21% 2 Fair	26% 3 Average	33% 4 Good	6% 5 Excellent	2% Don't Know
East-to-West street connections	8% 1 Poor	17% 2 Fair	28% 3 Average	37% 4 Good	8% 5 Excellent	2% Don't Know
Sidewalks and pedestrian paths	5% 1 Poor	14% 2 Fair	31% 3 Average	40% 4 Good	10% 5 Excellent	1% Don't Know
Pedestrian friendliness	7% 1 Poor	14% 2 Fair	30% 3 Average	37% 4 Good	11% 5 Excellent	1% Don't Know
Bicycle friendliness	10% 1 Poor	15% 2 Fair	28% 3 Average	32% 4 Good	11% 5 Excellent	4% Don't Know
Connectivity of trails	8% 1 Poor	15% 2 Fair	28% 3 Average	29% 4 Good	9% 5 Excellent	11% Don't Know
Adequacy of railroad crossings	9% 1 Poor	14% 2 Fair	36% 3 Average	30% 4 Good	6% 5 Excellent	5% Don't Know
Truck routing	4% 1 Poor	7% 2 Fair	26% 3 Average	27% 4 Good	4% 5 Excellent	31% Don't Know
Traffic speeds and safety	5% 1 Poor	10% 2 Fair	28% 3 Average	42% 4 Good	14% 5 Excellent	1% Don't Know
Awareness of transit	2% 1 Poor	8% 2 Fair	29% 3 Average	42% 4 Good	11% 5 Excellent	8% Don't Know
Signage and directional information	5% 1 Poor	7% 2 Fair	29% 3 Average	45% 4 Good	13% 5 Excellent	2% Don't Know
	5% 1 Poor	4% 2 Fair	28% 3 Average	16% 4 Good	3% 5 Excellent	44% Don't Know

316 respondents

**9. On a scale of 1 to 5 (1 being poor and 5 being excellent), how would you rate Ames in regard to **Land Use and the Environment**?**

Location of new growth and expansion of the City	14%	19%	30%	28%	4%	5%
	1	2	3	4	5	Don't Know
	Poor	Fair	Average	Good	Excellent	Know
Integrating infill and redevelopment projects	11%	22%	30%	17%	3%	17%
	1	2	3	4	5	Don't Know
	Poor	Fair	Average	Good	Excellent	Know
Locations of new growth and rural subdivisions, near the City (within 2 miles)	11%	17%	32%	24%	4%	12%
	1	2	3	4	5	Don't Know
	Poor	Fair	Average	Good	Excellent	Know
Management of land use conflicts with zoning and design standards	12%	18%	28%	15%	3%	24%
	1	2	3	4	5	Don't Know
	Poor	Fair	Average	Good	Excellent	Know
Incorporating environmental/sustainability principles in planning decisions	12%	14%	25%	27%	5%	15%
	1	2	3	4	5	Don't Know
	Poor	Fair	Average	Good	Excellent	Know
Incorporating stormwater management in planning decisions	7%	17%	23%	23%	5%	25%
	1	2	3	4	5	Don't Know
	Poor	Fair	Average	Good	Excellent	Know
Visual quality and aesthetics of the City	6%	16%	36%	32%	7%	2%
	1	2	3	4	5	Don't Know
	Poor	Fair	Average	Good	Excellent	Know

312 respondents

**10.** On a scale of 1 to 5 (1 being poor and 5 being excellent), how would you rate Ames in regard to **Parks, Recreation, and Culture?**

Providing for Parks and Open Spaces overall	2%	3%	12%	44%	38%	1%
	1	2	3	4	5	Don't Know
	Poor	Fair	Average	Good	Excellent	
Providing for indoor recreation opportunities	12%	20%	34%	24%	7%	3%
	1	2	3	4	5	Don't Know
	Poor	Fair	Average	Good	Excellent	
Providing for outdoor active recreation (play fields, courts, playgrounds, etc.) opportunities	1%	4%	19%	50%	27%	-
	1	2	3	4	5	Don't Know
	Poor	Fair	Average	Good	Excellent	
Providing for pedestrian and bicycle paths and connections	7%	12%	29%	35%	16%	2%
	1	2	3	4	5	Don't Know
	Poor	Fair	Average	Good	Excellent	
Supporting art in public places	-	5%	19%	46%	27%	3%
	1	2	3	4	5	Don't Know
	Poor	Fair	Average	Good	Excellent	
Opportunities to attend art, music, theater, dance, etc. events, exhibitions, or productions	1%	6%	16%	45%	29%	2%
	1	2	3	4	5	Don't Know
	Poor	Fair	Average	Good	Excellent	

308 respondents

**13.** On a scale of 1 to 5 (1 being poor and 5 being excellent), how would you rate Ames in regard to **Housing**?

Housing quality and desirability of single-family homes	6%	15%	25%	41%	7%	5%
	1	2	3	4	5	Don't Know
	Poor	Fair	Average	Good	Excellent	Know
Housing quality and desirability of apartment housing	5%	10%	24%	38%	15%	8%
	1	2	3	4	5	Don't Know
	Poor	Fair	Average	Good	Excellent	Know
Affordability of housing	23%	30%	30%	12%	2%	3%
	1	2	3	4	5	Don't Know
	Poor	Fair	Average	Good	Excellent	Know
Supply of ownership housing	9%	24%	27%	17%	3%	19%
	1	2	3	4	5	Don't Know
	Poor	Fair	Average	Good	Excellent	Know
Supply of workforce and market-based rental housing	11%	18%	23%	17%	5%	27%
	1	2	3	4	5	Don't Know
	Poor	Fair	Average	Good	Excellent	Know
Supply of student-marketed housing (off-campus)	2%	6%	14%	32%	30%	17%
	1	2	3	4	5	Don't Know
	Poor	Fair	Average	Good	Excellent	Know
Supply of affordable (low-income) housing	28%	22%	16%	6%	2%	26%
	1	2	3	4	5	Don't Know
	Poor	Fair	Average	Good	Excellent	Know
Supply of senior housing	8%	13%	19%	22%	7%	31%
	1	2	3	4	5	Don't Know
	Poor	Fair	Average	Good	Excellent	Know

304 respondents

**18.** Select up to **four** of the most important aspects of choosing to live in Ames. If you do not live in Ames currently, why would you live in Ames?

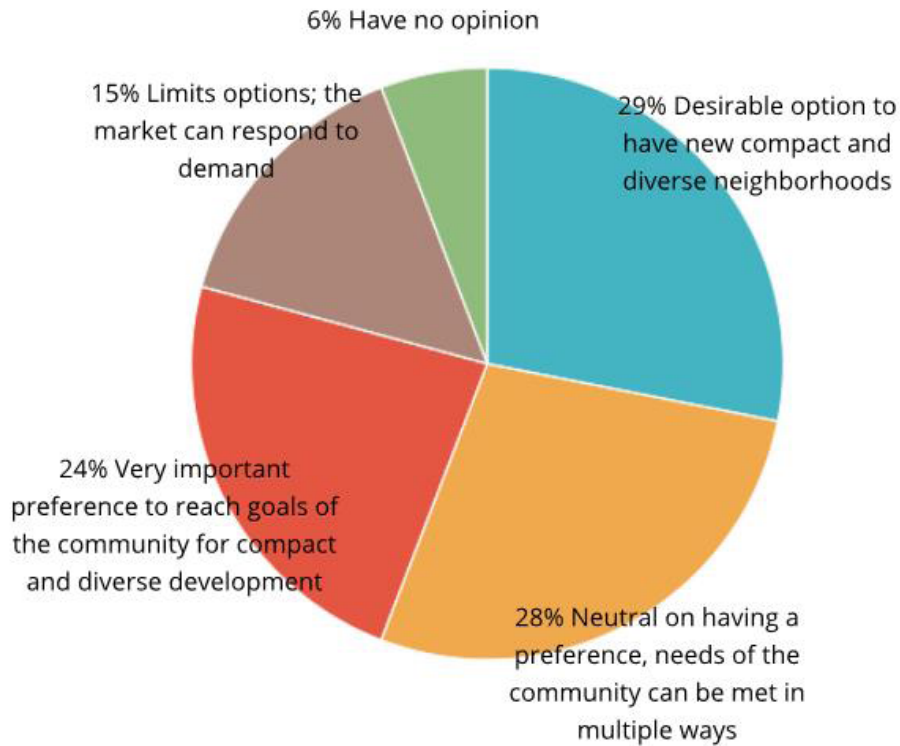
54%	Proximity to work/employment	144 ✓
44%	Quality of schools	118 ✓
41%	Affiliation with Iowa State University	110 ✓
36%	Cultural, sporting, and recreational opportunities	95 ✓
35%	Safety	92 ✓
27%	Availability and quality of parks, open space, and recreation amenities	72 ✓
27%	Diverse people and cultures	71 ✓
26%	Family and child friendly	70 ✓
20%	A traditional downtown with diverse businesses and activities	54 ✓
17%	Always lived here or family connections	46 ✓
16%	Availability of shopping, dining, and retail services	43 ✓
13%	Neighborhood and social ties	35 ✓
11%	Housing choices	28 ✓
266 respondents		



**19.** As the City grows and changes over the next 20 years, please indicate which changes you view as advantages to improve the quality of life? (select up to three)

36%	Additional retail/shopping/dining options	92 ✓
31%	Increased employment and economic options	79 ✓
30%	Environmental protection of sensitive areas	77 ✓
29%	New and more diverse housing choices	75 ✓
29%	Support of the school systems	75 ✓
27%	Reduced cost of living	70 ✓
23%	Increased transportation options, including transit	60 ✓
20%	Additional park and open space features	52 ✓
19%	Increased diversity of people and cultures	49 ✓
19%	Support for additional public amenities	49 ✓
17%	Improvement to the character of the community	44 ✓
7%	Support for additional public services	18 ✓
0%	None	1 ✓
259 respondents		

**20.** The current Plan describes preferences for integrated, compact, walkable neighborhood developments with a mix of housing types and small commercial opportunities labeled as villages. With what you know about villages and neighborhoods, what is your impression on the importance of this type of preference for new development for future planning?



<b>28%</b>	Desirable option to have new compact and diverse neighborhoods	77 ✓
<b>28%</b>	Neutral on having a preference, needs of the community can be met in multiple ways	76 ✓
<b>23%</b>	Very important preference to reach goals of the community for compact and diverse development	64 ✓
<b>15%</b>	Limits options; the market can respond to demand	41 ✓
<b>6%</b>	Have no opinion	16 ✓

274 respondents

**21.** Please identify whether you agree that the City needs more of any of these specific types of housing.

Single-family traditional lots	29% Strongly agree	38% Agree	24% Neutral	7% Disagree	3% Strongly disagree
Single-family small lots or attached townhomes	24% Strongly agree	37% Agree	26% Neutral	10% Disagree	4% Strongly disagree
Urban condominiums dwellings (ownership)	18% Strongly agree	34% Agree	29% Neutral	15% Disagree	4% Strongly disagree
Student rental housing (multiple suites, rent by bedroom) (off-campus)	5% Strongly agree	5% Agree	24% Neutral	38% Disagree	28% Strongly disagree
General rental apartment housing (1 -3 bedroom dwellings)	6% Strongly agree	23% Agree	36% Neutral	21% Disagree	14% Strongly disagree
Small rental housing buildings (duplex, four-plex, etc.)	11% Strongly agree	29% Agree	38% Neutral	16% Disagree	7% Strongly disagree
Manufactured home parks	4% Strongly agree	11% Agree	36% Neutral	32% Disagree	17% Strongly disagree
Low income rental housing (households earning less than 60% of median income)	23% Strongly agree	39% Agree	21% Neutral	10% Disagree	7% Strongly disagree
Senior housing or age restricted communities	10% Strongly agree	44% Agree	37% Neutral	8% Disagree	2% Strongly disagree

279 respondents

**22.** Do you have an area of the City that you believe would be desirable for new development in the next 20 years?

West Ames (HWY 30, Lincoln Way to Union Pacific railroad), including into Boone County	15% Strongly agree	32% Agree	40% Neutral	8% Disagree	5% Strongly disagree
Southwest Ames (south of HWY 30, South Dakota Avenue)	13% Strongly agree	35% Agree	34% Neutral	9% Disagree	9% Strongly disagree
Northwest Ames (Union Pacific railroad north to Cameron School Road)	10% Strongly agree	34% Agree	36% Neutral	14% Disagree	6% Strongly disagree
North Ames (GW Carver Avenue and 190th Street)	11% Strongly agree	32% Agree	34% Neutral	16% Disagree	7% Strongly disagree
East of I-35, along 13th Street	11% Strongly agree	31% Agree	34% Neutral	16% Disagree	7% Strongly disagree
East of I- 35, south of Highway 30	7% Strongly agree	24% Agree	39% Neutral	19% Disagree	11% Strongly disagree
South Ames, along HWY 69 and south of the airport	11% Strongly agree	33% Agree	34% Neutral	17% Disagree	5% Strongly disagree
Focus on infill/redevelopment options	40% Strongly agree	30% Agree	24% Neutral	3% Disagree	2% Strongly disagree

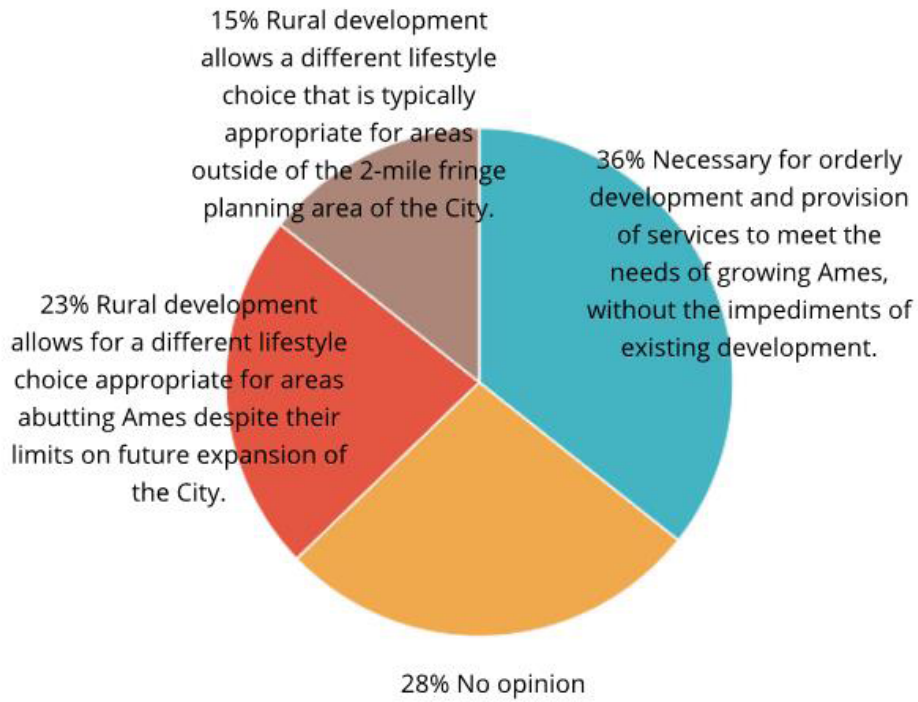
270 respondents

**23.** Are there existing developed areas of the City that you envision positively changing or redeveloping in the next 20 years?

West Lincoln Way, west of Campus	19% Strongly agree	43% Agree	32% Neutral	4% Disagree	2% Strongly disagree
East Lincoln Way, east of South Duff	20% Strongly agree	38% Agree	34% Neutral	8% Disagree	- Strongly disagree
Central Ames	19% Strongly agree	32% Agree	40% Neutral	7% Disagree	2% Strongly disagree
North Grand Mall	31% Strongly agree	42% Agree	20% Neutral	5% Disagree	2% Strongly disagree
Campustown	23% Strongly agree	39% Agree	28% Neutral	9% Disagree	1% Strongly disagree
Downtown, north of Union Pacific Railroad	21% Strongly agree	33% Agree	35% Neutral	9% Disagree	2% Strongly disagree
Downtown Gateway Area, south of Union Pacific Railroad	26% Strongly agree	37% Agree	29% Neutral	6% Disagree	2% Strongly disagree
Commercial areas along South Duff and Southeast 16th Street	15% Strongly agree	39% Agree	37% Neutral	8% Disagree	1% Strongly disagree
Industrial areas along Dayton Avenue	13% Strongly agree	35% Agree	43% Neutral	9% Disagree	1% Strongly disagree

269 respondents

**24.** How do you view planning for growth of the City within its 2-miles fringe?



<b>36%</b>	Necessary for orderly development and provision of services to meet the needs of growing Ames, without the impediments of existing development.	92 ✓
<b>27%</b>	No opinion	70 ✓
<b>23%</b>	Rural development allows for a different lifestyle choice appropriate for areas abutting Ames despite their limits on future expansion of the City.	59 ✓
<b>14%</b>	Rural development allows a different lifestyle choice that is typically appropriate for areas outside of the 2-mile fringe planning area of the City.	37 ✓

258 respondents

**25. What do you believe would enhance the quality of life and the community of Ames over the next 20 years?**

Additional/New active outdoor recreation and park facilities	21% Very important	51% Important	11% No opinion	13% Somewhat important	4% Not important
Additional/New indoor recreational facilities	33% Very important	37% Important	12% No opinion	14% Somewhat important	4% Not important
Additional natural and passive open spaces	27% Very important	43% Important	15% No opinion	11% Somewhat important	4% Not important
Additional walking and biking trails and paths	42% Very important	37% Important	10% No opinion	9% Somewhat important	2% Not important
New senior center facility	18% Very important	33% Important	34% No opinion	10% Somewhat important	6% Not important
Additional housing options	32% Very important	36% Important	15% No opinion	10% Somewhat important	8% Not important
Expansion of transportation facilities for bicyclists and pedestrians	37% Very important	29% Important	17% No opinion	12% Somewhat important	6% Not important
Expansion of transit services to new development areas	26% Very important	44% Important	17% No opinion	10% Somewhat important	3% Not important
Expansion of roadways	26% Very important	35% Important	21% No opinion	10% Somewhat important	9% Not important
Improvements to the visual identity of the City (such as signage, gateways, streetscape, public art, etc.)	19% Very important	39% Important	21% No opinion	14% Somewhat important	6% Not important
Maintenance and upkeep of existing properties	41% Very important	48% Important	8% No opinion	3% Somewhat important	- Not important
New shopping and dining opportunities in major retail areas	28% Very important	35% Important	16% No opinion	16% Somewhat important	5% Not important
More business opportunities or mix of opportunities within existing neighborhoods	17% Very important	42% Important	23% No opinion	12% Somewhat important	5% Not important
New destination regional attraction	18% Very important	21% Important	31% No opinion	11% Somewhat important	19% Not important

**25.** What do you believe would enhance the quality of life and the community of Ames over the next 20 years?

More local and independent retail and dining opportunities	37% Very important	41% Important	12% No opinion	8% Somewhat important	2% Not important
Vibrant local commercial districts, including Downtown, Campustown, Somerset	48% Very important	36% Important	9% No opinion	6% Somewhat important	1% Not important
Additional professional office development opportunities	14% Very important	32% Important	38% No opinion	13% Somewhat important	3% Not important
Additional general industrial/manufacturing opportunities	12% Very important	34% Important	37% No opinion	12% Somewhat important	5% Not important
Continued expansion of the ISU Research Park	32% Very important	34% Important	23% No opinion	7% Somewhat important	4% Not important
Other	17% Very important	6% Important	70% No opinion	2% Somewhat important	5% Not important

261 respondents



**26.** The City needs more of the following types of commercial establishments. (agree or disagree)

Furniture	15% Strongly agree	40% Agree	33% Neutral	10% Disagree	3% Strongly agree
Home goods/furnishings	19% Strongly agree	38% Agree	31% Neutral	11% Disagree	2% Strongly agree
Convenience stores and gas stations	2% Strongly agree	12% Agree	38% Neutral	41% Disagree	7% Strongly agree
Sit down national and regional restaurants	12% Strongly agree	31% Agree	26% Neutral	25% Disagree	6% Strongly agree
Quick service national and regional restaurants/cafes	5% Strongly agree	17% Agree	31% Neutral	39% Disagree	8% Strongly agree
Local restaurants/cafes	44% Strongly agree	47% Agree	8% Neutral	1% Disagree	- Strongly agree
Entertainment and sporting facilities	18% Strongly agree	36% Agree	33% Neutral	11% Disagree	2% Strongly agree
Bars/brewery/distillery/winery	17% Strongly agree	31% Agree	34% Neutral	15% Disagree	3% Strongly agree
Apparel/shoes	15% Strongly agree	31% Agree	38% Neutral	15% Disagree	2% Strongly agree
Sporting goods	18% Strongly agree	30% Agree	37% Neutral	13% Disagree	2% Strongly agree
Local/boutique/specialty retail	16% Strongly agree	40% Agree	37% Neutral	7% Disagree	1% Strongly agree
General Merchandise/warehouse/big box	6% Strongly agree	16% Agree	36% Neutral	32% Disagree	9% Strongly agree
Automotive service and repair	2% Strongly agree	13% Agree	54% Neutral	25% Disagree	7% Strongly agree
Pharmacy and convenience commercial	1% Strongly	12% Agree	55% Neutral	28% Disagree	4% Strongly

**26.** The City needs more of the following types of commercial establishments. (agree or disagree)

Grocery	5% Strongly agree	18% Agree	42% Neutral	32% Disagree	3% Strongly disagree
Coffee shops	11% Strongly agree	27% Agree	43% Neutral	18% Disagree	1% Strongly disagree
Party supplies	3% Strongly agree	7% Agree	54% Neutral	28% Disagree	8% Strongly disagree
Electronics/technology	5% Strongly agree	25% Agree	45% Neutral	21% Disagree	4% Strongly disagree

262 respondents

**27.** Do you support planning for initiatives that support a healthy lifestyle and enhanced personal well-being?

Walkable neighborhoods with sidewalks and connections to trails	59% Very important	32% Important	4% No opinion	2% Somewhat important	2% Not important
Access to parks or open space within a 10-minute walk.	51% Very important	36% Important	7% No opinion	4% Somewhat important	2% Not important
Support of transportation options in addition to personal automobiles	47% Very important	32% Important	10% No opinion	8% Somewhat important	3% Not important
Knowing your neighbors and having a sense of belonging	43% Very important	42% Important	10% No opinion	4% Somewhat important	- Not important
Providing indoor recreation facilities	38% Very important	35% Important	14% No opinion	9% Somewhat important	4% Not important
Access to food and groceries within one mile of home	28% Very important	35% Important	17% No opinion	15% Somewhat important	5% Not important
Access to social services during times of need	43% Very important	38% Important	12% No opinion	4% Somewhat important	3% Not important
Quality and safety of housing	59% Very important	33% Important	6% No opinion	1% Somewhat important	- Not important
Access to high quality medical care	70% Very important	28% Important	1% No opinion	1% Somewhat important	- Not important
Events supporting getting outside and being active	42% Very important	40% Important	13% No opinion	5% Somewhat important	1% Not important

265 respondents

**28.** What do you identify as environmental priorities for the City of Ames?

Watershed management	52% Very important	30% Important	11% No opinion	6% Somewhat important	1% Not important
Managing the flood plain	63% Very important	25% Important	5% No opinion	5% Somewhat important	1% Not important
Managing stormwater runoff/water quality from development	56% Very important	29% Important	7% No opinion	6% Somewhat important	2% Not important
Protection of the Ames water/drinking supply	73% Very important	23% Important	4% No opinion	- Somewhat important	- Not important
Preservation of natural habitat	52% Very important	32% Important	8% No opinion	5% Somewhat important	3% Not important
Reducing solid waste/trash and diverting from landfills	53% Very important	31% Important	7% No opinion	6% Somewhat important	3% Not important
Minimizing vehicle miles travel	34% Very important	28% Important	19% No opinion	6% Somewhat important	12% Not important
Supporting renewable energy initiatives	51% Very important	29% Important	8% No opinion	9% Somewhat important	3% Not important
Resiliency related to natural events	48% Very important	36% Important	11% No opinion	3% Somewhat important	2% Not important

262 respondents



**14. What makes you excited about the future of Ames?**

75 Comments

The institutional employer base in Ames gives it an advantage in stability during economic cycles, particularly downturns.

one month ago

There is potential, if all stakeholders are included effectively

one month ago

The opportunity for growing a compact city that has neighborhoods with amenities near by (walking distance). That is walking to the park, school, grocery store, coffee shop, etc.

one month ago

Ongoing improvements to bicycle and pedestrian infrastructure.

one month ago

A plan that invites people to stay for longer than just school. School are great but more family oriented opportunities would be great!

one month ago

The main improvement I am hoping for is a N-S route between S. Duff and University Boulevard for those of us who live in SE Ames and would like to go to Main street or N. Ames without getting stuck in the heavy traffic of the Duff commercial area.

one month ago

The prospect of a new comprehensive plan to guide more sustainable and pedestrian-oriented development, as well as the potential for a more robust vision for Campustown that puts student needs and desires first.

one month ago

Comments Submitted Privately:

Support of the arts and culture, investment in education at all levels, forward-thinking leaders who prioritize sustainability, resilience, quality of life, diversity, equity, principled community planning and development, and green energy and jobs.

10 hours ago

Focus on sustainability and becoming a leader in sustainability and environmental initiatives. Expanding community initiatives that welcome diverse populations and opinions in community conversations and collaborations.

11 hours ago

Though unaware of specifics, the future of Ames seems bright as long as we work on improving it.

11 hours ago

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The university and many other large employers in the community are on a long-term trend in growth. I believe this points to a healthy economy and diverse employment opportunities.

15 hours ago

I think that the city listens to its residents and tries its best to respond to them. I know it often does respond the way some people want, but generally I feel the city tries

18 hours ago

Economic growth that will help local businesses and the potential to bring in additional options for restaurants, stores, entertainment, etc.

18 hours ago

I'm excited about the unique opportunity Ames has to become a great city to work and live. It's unique because of the University and the sprouting of a tech culture here.

2 days ago

Growth and employment opportunities

2 days ago

Can't exactly say I'm excited about the future of Ames. It seems like we've been removing much of why Ames was so attractive in the first place. I've lived here all my life and due the move of the city to bring in more "affordable" housing the overall safeness and desirability of Ames has suffered. Crime rates are steadily rising and if you know the things that are actually happening in the city you just don't feel as safe as you once did. People used to talk about how they wanted to live here because there was so little low income poverty type issues and that's not so much the case now due to the direction of city planning. We'll just be another Ankeny soon, which has suffered in the "hometown" feel also. It's too bad that it's going this way.

4 days ago

As long as we continue to have so many international students, faculty, and visitors - and the food and cultural diversity that they bring - I will be excited about living in Ames. We MUST be able to offer a food court or other inexpensive multi-establishment locale where small or new vendors can sell us the ethnic foods of the world, such as west Lincolnway and Campustown used to (before the nightmare occurring there in the last few years eliminated many of the wonderful non-chain eating spots, such as "The Scallion" (Korean) and "Chinese Home Cooking").

5 days ago

Not too much. I feel our City Council and Planning Board have lost sight of the appropriate needs of long term community members in favor of Iowa State and Student needs. We feel the City has pretty much thrown our neighborhood away. We have no way to recover and our life investment is going to be lost as we attempt to sell our house and move to a senior living situation. I also feel there should be more accommodations for seniors who aren't comfortable participating with college students, for example in the gym.

9 days ago

That thought is going into planning and the potential to adapt.

9 days ago

As Iowa State grows in size and prestige, people from more diverse backgrounds will be drawn to Ames.

10 days ago

Showing leadership and example in transition to being a community-oriented, culturally vibrant, and environmentally-friendly city

10 days ago

Ames continues to be a strong community with engaged citizens, fantastic job market, and plenty of housing options at a range of prices. The university and everything it brings to the town- that relationship is so important and a big part of what made Ames so attractive to us when we moved here 12 years ago. There have been a lot of investments in sprucing up downtown Ames, for individual businesses as well as the new(ish) library. I think the plans for Lincoln and improving its function and aesthetics is exciting. Same for Campustown- lots of effort by the city and ISU to improve that area and I think it is working well. The City seems to be interested in what the ENTIRE community values and open to input from all its citizens.

13 days ago

Continued growth of city and redevelopment along Lincoln Way

14 days ago

Hard to say, but some discouraging aspects. ie, downtown/Lincolnway corridor

17 days ago

City Council and leadership has provided clear direction to better plan for growth and development over the past several years. Previously, an attitude of status quo and maintenance pervaded. Relationships between City and ISU leadership is also better than its been in years which has already resulted in some amazing community projects such as the Ames Airport Terminal Building. With a willingness to move forward with smart growth principles, and with planned efforts with identified partners, the sky's the limit for Ames.

18 days ago

Improvements to the ISU campus and athletic facilities

19 days ago

Nothing because I didn't move back here to live in a town where it takes me a half hour to get from one side to the other and I don't want to live in a town of 80,000 people with an apartment building on every corner.

19 days ago

Ames seeks the input of the residents. That's fantastic if residents educate themselves about the plans and effects and then express their views.

20 days ago

New housing developments. More parks, trails, and shared outdoor spaces in general. When thinking about purchasing a long-term home in Ames my #1 priority is having walkable access to nature trails to enjoy throughout all 4 seasons.

22 days ago

well designed and sustainable

22 days ago

This is my home for the foreseeable future. I obviously want to be happy where I live and want my community to grow and prosper.

23 days ago



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A transformation of our transportation grid to be eminently, safely, and conveniently walkable and bikable. Integrating all of our development with nature. More green space, much less concrete.  
25 days ago

Campustown redevelopment and Lincoln Way apartment and entertainment complex.  
25 days ago

Incorporating more sustainable development into the city!  
25 days ago

Potential growth and attracting young workers, though I don't think we do a good job on this.  
25 days ago

**GROWTH!**  
26 days ago

Ames Mall has really improved and it seems like it is improving. Getting Menards is an asset.  
27 days ago

Many opportunities in all stages of life.  
27 days ago

City council have a broad representation of stakeholders for Ames quality of life, policy implementation, and land use regulation  
one month ago

The growth of the Research Park  
one month ago

The community has a solid foundation - attractive schools, a variety of activity options, attention to park space and trail network, a transit system, employment opportunities, and community members that are positive about the community and wanting to be engaged.  
one month ago

The innovation and modernization of south Ames makes me excited!  
one month ago

More people living here. Glad we are looking at infrastructure and other updates. Schools are good boundaries.  
one month ago

Continued low crime  
one month ago

We are an amazing community with the amenities of a larger city with the feel of a smaller community. With private sector job growth and available land for housing growth, Ames has a bright future ahead of itself  
one month ago

With crowded coasts and an increased focus on sustainable lifestyles, our central, ag-encircled and university-enriched location is poised to welcome thousands of workers ready to embrace a more harmonious pace of life-- where communities build for the long term.

one month ago

It's amazing to me that the city does not have a more robust working relationship with the university on urban planning and design. Because of Iowa State, Ames could be a state and even national leader in sustainable initiatives, responsive design, renewable energy, etc. It seems like we do a lot of either small-ball stuff, or we give a lot of taxpayer dollars/incentives to developers, who are only looking at growth through their lens.

one month ago

Healthy Life Center would be awesome. I live very close to the City Hall gym but it is poor quality and not enough court space to provide for this size of town. I would consider moving closer to the HLC once it is built. I grew up in Huxley and went the to the 3c's almost every day from my pre-teen years all the way into high school.

one month ago

I feel like we've escaped an overabundance of big box stores. Online shopping is reducing the need for them here. Smaller, local retail is thriving. I am encouraged by the continued improvement of non-car transportation systems. I'm also impressed at the resources for aging in place in Ames. The university is providing vitality for incoming industry as well.

one month ago

I love the access to all sorts of things that Ames offers!

one month ago

Ames is unique. Ames has made the lists for great small towns or greatest places to live because IT IS. I would like to see future planning focus on what makes Ames different rather than trying to make it "every other urban revitalization project".

one month ago

Turn railroad track beds - if we can get the RR system out of inner Ames - into trail system

one month ago

The Research Park and the ability to attract quality employers, the variety and accessibility of parks, the availability of cultural activities, a safe and welcoming environment make me excited about the future of Ames

one month ago

nothing

one month ago

I operate a local business, and I am proud to do so in Ames. There is so much potential for a small business in a growing town. I am excited for the opportunity to grow along with the city.

one month ago

The possibility of providing high quality jobs to keep graduates of Iowa State in Ames.

one month ago

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I believe the research park and spin-offs from ISU has made our future job growth better but we need to keep striving for more industry like those

one month ago

Plans for downtown development. There is so much potential to make a good main street great, but we have to re-develop! We need more bike paths that are truly connected so bikes have to cross major roads less. I am not concerned as much about "bike to work" options, but more about biking in Ames a recreational activity for families. I think need more branding when it comes to directional signs designating areas in the community and use that branding in with street signs and trail signs. For example, recognizable signs for Downtown, Campustown, Somerset, Research Park, etc. On trails, signs stating x number of miles to Downtown. A fully connected bike trail system is an amenity that families of all ages would use and value.

one month ago

Ames has a lot of potential. It is not a small town that people are moving away from like many other towns in Iowa. It is a destination that I hope people who are leaving rural towns would see as an option for relocation.

one month ago

The new high school and new pool

An indoor facility (more bb courts especially, indoor running track, etc.) that is funded with much greater contributions from Iowa State University

one month ago

Combining Gilbert into Ames Community School District;

one month ago

Connecting the I-35 corridor - establishment of light rail between Minneapolis and Des Moines with Ames as a major stop

Elimination of the railroads within downtown - both N/S and E/W routes move to E or W of town and S or N of town

one month ago

I like the idea of Ames as a city that may not be quite as big as Des Moines but still has things to do, restaurants to go to, and is easy to get around in, especially without a car. Lots of local businesses, street art, unique buildings, and public "hangout" spaces.

one month ago

Expanding the diversity of our population and the creation of systems and structures to support high quality housing and jobs for a wide-range of people.

one month ago

High quality of living : quality public education, good paying jobs, great family life, low crime rate, quality health care, and a vibrant place for all walks of life including people in their retirement years!

one month ago

Growth. Ames has the capability of adapting to the individuals that live within the community.

one month ago

The economic opportunities in the private sector is amazing, but is going to require the community to realize that if it does not embrace changes that these opportunities are likely going to evaporate and relocate. The city of ames is going to have to embrace changes and allow for non traditional use of land and redevelopment zones to occur. The city is also going to have to get out its checkbook and make investments in infrastructure and amenities that it has historically avoided paying for or tried to push to the private sector. Without these amenities in place the private sector opportunities for growth won't occur. "you don't wait to build an airport until the planes are circling overhead."

one month ago

Having more local, regional and national businesses make Ames their home.

one month ago

We are a vibrant community with great potential to do big things.

one month ago

Potential redevelopment in downtown Ames, expansion of industrial opportunities in east Ames, and the expansion of the ISU Research Park.

one month ago

I hope Ames can be a leader in Iowa and join with other cities across Iowa and the country to prioritize reducing greenhouse gases in the most impactful ways possible. I hope Ames will prepare for and plan to adapt to the challenges of climate change with the best available science.

one month ago

The symbiotic relationship between ISU and the city, along with excellent medical facilities, excellent services, an active volunteer community working at service oriented entities, noteworthy high quality local business and industrial/white collar (ie Research Park, Swine Research, DanFoss) are positive aspects of the Ames area that need to be reinforced and can continue to position Ames as a destination for a high quality of life.

one month ago

I'm excited about the work our local workforce development teams are doing. Clearly they have been able to raise the profile of doing business in Story County, and I believe we have leadership that will maintain good working relationships between entities and continue to make Ames an attractive and viable community to do business.

I'm also very excited about the communities continued investment in our schools. The quality of our schools has a direct impact on our communities ability to recruit into the workforce and raise excellent global citizens.

one month ago

Meeting with individuals who work for the city always energizes me about the future of Ames. It's great to talk to people who are passionate about the work they do. I also know a few students who are excited to keep improving Ames, and I'll enjoy seeing their work in the future.

one month ago

I hope to see more defined and vibrant campus town, Somerset, and downtown. I also hope for more bikeability and pedestrian friendly spaces. More cohesiveness overall would be nice

one month ago

## 15. What challenges do you see for the future of Ames?

76 Comments

High housing costs are a limitation to the ability of the community to increase diversity as it grows.

one month ago

Ability to leverage existing resources and assets like the university, social and physical resources. We have some great parks.

one month ago

Subsidizing economic development too much (e.g. east industrial area). If we give everything away (infrastructure) to create jobs (we already have lowest unemployment in the nation) and get little tax revenue; we then can not afford to create the good things like indoor pools, library services, etc.

one month ago

I think its difficult to own a small business here and afford to rent space for that business. New buildings in campus and potentially on Lincolnway near downtown may make that worse. We need to encourage unique restaurants and businesses.

one month ago

Lack of rental options for working professionals and concentration of new housing on the edges of Ames without good CyRide access.

one month ago

Perhaps maintaining affordable housing options for low-income citizens within reasonable distance to their site of employment and schools.

one month ago

A lack of affordable rental units, a lack of locally owned businesses in the face of new chain developments, a lack of vision-based decision-making.

one month ago

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Comments Submitted Privately:

Appropriate planning for sustainability and resilience, offering affordable housing and reasonable property taxes, flood and erosion control, protection of parks and green spaces, openness to alternative and progressive educational opportunities, taking care of our children, preventing poverty, promoting walking, biking, and public transit.

10 hours ago

Traffic controls and walk ability mainly near South Duff.

Expansion of a north Ames and movement toward Gilbert instead of all around Ames.

11 hours ago

How will the City of Ames plan for the risks and hazards of climate change when planning for the next 20 years? How is Ames preparing to address aspects of life in Ames that will be the most vulnerable to the risks and impacts of climate change?

Prioritize equity, diversity and inclusion in Ames in all development sectors.  
11 hours ago

We do really need to do something about more shelter and more affordability options as well as working to stop climate change.  
11 hours ago

The city appears to be in conflict about growth. Many of its residents know the city from when it was smaller and appreciate a small town environment. I also appreciate a small town environment but recognize that there is strong momentum for the growth of Ames and the surrounding communities. Ames has to be the central city, due to its existing university and industry. The only question is how will the city grow. My concern is that a general resistance to acknowledging the inevitable growth is leading to piecemeal tactics and frequent revisioning of plans that were supposed to better serve the long-term outlook of the city.  
15 hours ago

We're losing our retail options. We need retail or it's all going to be Ankeny, Des Moines, and online. We need to attract retail other than big box.  
4 days ago

Decline in single family living desirability and safety issues.  
4 days ago

That our city cannot rally the needed participation in the SunSmart solar project after more than 2 years really troubles me. While it has not been sold well - such as telling people right up front that they will get some financial benefits back from it and that they can pass those on to others - which are important but not well-known. This indicates to me how non-community-minded and/or transient most of the people of Ames are and it troubles me greatly. We have very serious climate change and resource over-exploitation occurring in the world and there is a need to integrate resource sustainability into all of our planning and thinking at every level of society, but I see very little of that reflected in the plans or actions of my city.  
5 days ago

Again, I feel it is a difficult challenge to provide affordable owner-occupied or even rental housing for families. All the affordable houses have been chopped up and filled with students so there are no single family houses that are affordable for families.  
9 days ago

Addressing housing and climate issues regarding the next twenty years of projected growth and changes.  
9 days ago

There is no child care and the cost of living is high for young families.  
10 days ago

The Iowa State student body seems to be growing faster than the City of Ames can support. Housing is, of course, vital to Iowa State's growth, but it's a little discouraging to see apartment buildings/complexes erected in every available location.

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Being a thriving community without relying on the "economic growth at any cost" model of development. Switching to renewable energy and recycled natural resources. Minimizing the impact of climate change on people and environment.

10 days ago

- The City of Ames should include a Climate Change Vulnerability Study in its Comprehensive Planning process.
- Promote a vision and goals for Ames to be resilient and prepared to adapt to the challenges and opportunities of climate change.
- Plan and design to minimize future impacts of climate change, such as heat waves and flooding.
- Prioritize equity, diversity and inclusion in Ames in all development sectors.
- Promote emergency preparedness and safety for all people.

11 days ago

There is too much rental housing that is neglected and in bad shape and the price of most apartments, as well as just the sheer number of them, has gotten to be outrageous. Most new residential development is happening at the extreme far north and far west parts of town. With the university owning so many large plots of land all over, it makes a balanced approach to growth difficult. Squaw Creek and Skunk River also present challenges for orderly development. The street network in this town is getting better but is still very bad, made worse by a lack of signal timing and coordination. There is a large population in this town, mainly students but others too, that only stay for a few years and then leave- it's a transient community that brings its own complexities. Adding biking facilities is difficult- I think a lot of people would like to see more but there isn't room on the streets to accommodate it so that is definitely a challenge. There is no assessment of environmental impacts with the comp plan or at an individual development project level which is standard for Iowa but unfortunate. Stormwater planning and water quality get some attention at least so that's good.

13 days ago

Thoughtful growth within budget

17 days ago

Ames has a number of amenities contributing to an overall high quality of life for most residents. Identifying limitations in and adjacent to these amenities to strengthen key areas and provide more opportunities for residents, with consideration of future needs will be a challenge; particularly when coordinating with other major community partners like Iowa State.

18 days ago

Improvements in north south transportation routes on the east side of Ames particularly improve and reduce traffic on Duff.

19 days ago

Overbuilding and having empty apartments, building too many new houses and not being able to sell the older ones, forcing people into annexation, destroying farmland and environment in the name of "progress."

19 days ago

Will there be sufficient economic opportunities for all residents? Transportation challenges for those not affiliated with Iowa State. Ames should plan to be a part of a regional development that includes the surrounding counties. A more comprehensive plan should include reliable public transportation transit that connects the surrounding counties.

20 days ago

climate change, changes to the structure of higher education

21 days ago

Old Town Historic District. There are beautiful homes and it would be nice to live there for the walking proximity to downtown. However, I am extremely hesitant to purchase a home there. With many of the homes nearing 100 years in age, I fear the neighborhood may change dramatically. Many people may not find the homes worth the expense in upkeep and updates which may lead to many of the homes deteriorating without repair or maintenance efforts. I would imagine many people would opt to invest in new developments in the outskirts of town.

22 days ago

should attract more people

22 days ago

Growth. The city was not designed for the growth it has had.

23 days ago

The affordability of housing is only increasing every year, at an exponential amount. Rent shouldn't go up \$200+ dollars a month after one year and no changes were made. Houses are being built in Ames, but nothing first time home buyers (like myself) can afford. If you want to attract young adults to stay, housing has to be affordable. I also see that the development of West Ames is poor. We need a Walmart or a Target or an Aldi to compete with prices of Hy-Vee. There are so many apartments and people living in West Ames, but not much to do, places to shop, or places to eat.

23 days ago

Future commercial growth and traffic planning will be critical to maintain quality of life. South duff area as a main entry to the city, IMO is a debacle - unattractive, disorganized & traffic/access poorly handled. Ames can & must do better. N/S travel through Ames is far more of a challenge than E/W. Future development in the vicinity of RR tracks, esp. residential, needs to be carefully planned, both for safety and tenant/owner satisfaction. Affordable housing will also be a challenge to allow workers in Ames to live in Ames. Housing to accommodate all - students, workers & families - affordably & in harmony will continue to be a challenge.

23 days ago

Environment is a big issue now and I would like to see Ames implement a climate action plan and use more sustainable environmental ideas in the future

25 days ago

"Growth" as it has been happening so far has been hostile to pedestrians and nature, and I am concerned that much of the "growth" conversation is being driven by the wealthy and business community while the culture, health, and environmental needs of the population are unmet. A city which is unwalkable is unhealthy.

I also see poverty and homelessness as severe issues. This challenge should be tackled by empowering communities rather than simply "fixing" the obvious problems.

25 days ago

Ames should have a climate action plan and be working on ways to reduce waste and emissions. I also think the resource recovery center poses a major challenge for sustainability.

25 days ago

Redevelopment of core areas, entertainment and recreation opportunities for active people.

25 days ago



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An overall scarcity mindset. This is the most conservative college town I've ever lived in, there are a good number of curmudgeons that control the lions share of election votes, and therefore they take up too much intellectual space in our economic development.

26 days ago

Since living here for 9 + years I see lots of negative attitude towards growth. People complaining all the time about Duff Ave is silly. (let them move to a place that has real traffic). I have a son who is an Asian American and he thinks Ames is prejudice toward Asians and Blacks. I can not speak to this because I am white but, I thought I would mention his concerns.

27 days ago

Not enough meeting space to host events.

27 days ago

Rural vs. urban tensions regarding land use expansion in fringe areas

one month ago

Increasing population density without losing green spaces or aesthetic

28 days ago

Geography will continue to be a challenge. Urban areas are more attractive to young people. The winter climate is a challenge for older people.

Declining enrollment at Iowa State University is inevitable. Our housing stock is skewed toward student housing. We will be challenged to convert suitability of this student-focused housing to suitability for other types of residents.

Maintaining older housing stock and thus the attractiveness of long-term neighborhoods.

Balance of infill and expansion of city boundaries. If we are going to protect farmland, we need consensus on how to integrate new development into the existing community. Current residents need to feel secure that infill development will receive adequate design and integration scrutiny.

Providing adequate income to enable residents to afford housing and needed services.

I would like to see our community diversify our housing and commercial options beyond university-age individuals and to expand options to meet the needs and interests of 'senior citizens'.

one month ago

A challenge would be modernizing the off campus housing and other areas that are not included in south Ames.

one month ago

Boundaries. We were short sighted when north Ames was developing not to make part of the schools. We need to also not just look at high income areas. We desperately need moderate priced and sized homes. Rent is really high. Way too many student apartments and other apartments that were put up quickly and poorly done from having been in some and talking to students. Home rental codes are strong and good. It seems like some apartments don't have to comply.

We need more inside activity places in the downtown/central east side of town.

one month ago

Availability of affordable single family townhomes and homes especially those not wanting own. Ridiculous poor planning of sticking everything on Duff. West and North Ames need retail etc. Especially need a "mall" not everyone can afford to shop downtown. Also a YMCA or affordable (not 40-50\$ a month) fitness center

one month ago

Some in our community are afraid of change and fear growth which is necessary for a thriving community in today's world

one month ago

Mixed commercial / residential buildings often have little/no businesses in them

one month ago

Balancing the influence of large developers and lower-quality, quick-growth buildings with the reality that revitalizing our character-rich downtown and older buildings is what will make people want to invest and stay in Ames. We need to articulate and commit to a sustainability- and art- focused middle ground that will require initial investments to serve character to our community for decades to come.

one month ago

Getting developers to build small less expensive homes so we can be more inclusive.

one month ago

We're not putting enough thought toward the sociological aspects of community in our urban planning/design. For example, the proliferation of these high-rise apartments on previous vacant lots -- they do nothing to enhance the aesthetic of the surrounding neighborhoods. They and other construction along L-way are visual clutter and don't invite people to linger there.

one month ago

I think the lack of affordable housing for young families is going to choke off the long-term growth of the area. I'm also concerned that we maintain outdated traffic rules like unrestricted intersections in the Roosevelt neighborhood and high speeds of 35-45 mph on residential streets like 24th and 13th. Oxford has instituted a "20 is plenty" speed limit around the university to prevent pedestrian deaths. I think folks are too quick to rule out more "radical" approaches to managing vehicle traffic.

one month ago

Affordable housing! That seems to be the biggest issue that I see! Some college students cannot afford some of the prices that these apartments demand!

one month ago

The cold weather

one month ago

With the recent zoning changes along Lincoln Way and it's focus of attracting more chain style businesses to Ames, I believe the biggest challenge will be finding the work force to fill those types of "minimum wage" jobs.

one month ago

Slow development in Ames - hard to add new amenities without lots of red tape. Ankeny is quick, Ames is slow

one month ago

Enough housing to keep up with the job growth and enough retail to keep people in Ames. Don't understand paid parking meters downtown if the city wants to encourage people to come to east Ames, Make it free and people will be more willing to come and spend. Retailers and city will make more revenue in the long term!

one month ago

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Maintaining the quality of life we currently have as the community grows.

one month ago

Needs more economic and ethnic diversity including food options and entertainment options

one month ago

We do need to find a way to better incorporate and support locally-owned and operated businesses. We bring a lot of character and opportunity to our community but can be overlooked as both the Chamber and Ames City Council talk about redevelopment. Especially as we operate on Duff Ave and continue to see large businesses take over spots once operated by local owners. Redevelopment doesn't need to be a scary word, but when it consistently seems to be synonymous with higher rents and national chains, it will continue to bring opposition from local businesses.

one month ago

Ageing areas of both commercial and residential properties that cause the city to appear rundown or unkept.

one month ago

Affordable housing for low to moderate income, seniors and veterans; traffic patterns in this city, particularly the south duff area, are horrific; the Lincolnway renovations around the downtown area are unnecessary; our zoning department is slow to act for existing businesses wanting to renovate or add to their current location;

one month ago

As our population ages, keeping seniors healthy and happy here is a key. The challenges are keeping Ames safe while growing smartly.

one month ago

I see housing as a challenge. We live in Story City but my husband and I both work in Ames. It has been hard to find an affordable house in Ames. In addition, my husband and I are skeptical about the Ames public school district.

one month ago

As it grows larger, keeping it friendly

Campustown needs a massive overhaul ... even with new development, still is hair salons and bars ... could use a better vision there.

Cross town travel ... need some sort of reliable, environmental-friendly light rail system

one month ago

Traffic

Any downsizing of ISU and/or Government facilities (National Animal Disease Labs, etc.) would be a hard hit for Ames

one month ago

Keeping people here after they graduate university (or attracting them from another university), this can make or break economic growth as well as foster (or hurt!) a culture that values trying out new ideas.

one month ago

Ames is a very white, affluent, educated community and touts this. Much of the community conversation supports the concept of racism and white supremacy. When residents talk about Ames expanding many are afraid of becoming a more "urban" place or bringing in high paying jobs which result in a certain level of education - these exclusive thoughts are not helpful to making Ames a more accessible place to live for folks who are not white, affluent, and educated. This will only allow for a specific type of growth.

one month ago

Running out of space for anyone that is trying to come into Ames.

one month ago

Biggest challenge I see is the split views in the community between those who want Ames to be a small college town without urban sprawl or modern development and those who see the needs of future residents changing and wanting to drive the change to meet these needs. Community leaders have to figure out how to lead, make the hard decision and stop waiting for consensus before making the decision. The community needs to figure out how to unite and prioritize. Do we really need to get distracted on an issue a minority of residents raise? Do we really need to do another study to make a decision?

one month ago

Ames needs to embrace growth and make investments towards growth.

one month ago

Lack of diversity in housing types which leads to young professionals and families living elsewhere even though they work in Ames

one month ago

City's willingness to significantly invest in quality of life amenities.

one month ago

I think that extreme weather events with flooding, extreme rain events, and heat waves will be challenges. I think people will move from the coasts to the midwest. I think that Ames needs to develop 100% renewable energy and energy efficiency plans and goals.

one month ago

Certainly affordable housing needs to be at the forefront of our community's long-term planning. I also believe the road system, and pedestrian/bicycle access will need to be addressed.

one month ago

Challenges include building while still acknowledging the flood plains, caring for the homeless population, attempt of further extension of roads such as duff will increase congestion

one month ago

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**16.** Describe what you believe should be the top focus for the City in the Plan?

74 Comments

Citizen input in plan formation and a successful strategy for post planning implementation.

one month ago

Develop character, create a sense of place , tasteful, sustainable, compact new development. Ensure match between demand and supply for all new development.

one month ago

Efficient growth (no leap frogging). We need to acknowledge the fact of climate change. The plan should both adapt to climate change and produce a zero carbon future.

one month ago

Updating whats already here. The side walks, streets, parks, and our infrastructure needs so serious tlc.

one month ago

Sustainable and environmentally responsible growth

one month ago

Developing character and a sense of place, preserving and allowing for local businesses, environmentally sustainable development, better bike infrastructure.

one month ago

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Comments Submitted Privately:

-The City of Ames should include a Climate Change Vulnerability Study in its Comprehensive Planning process.

-Prioritize equity, diversity and inclusion in Ames in all development sectors.

10 hours ago

Sustainability, green energy, resilience, and robust, inclusive community that values all its citizens and promotes and ensures their welfare.

10 hours ago

Promote a vision and goals for Ames to be resilient and prepared to adapt to the challenges and opportunities of climate change.

Prioritize equity, diversity and inclusion in Ames in all development sectors.

Support schools, libraries, arts, cultural events, diverse learning and educational opportunities.

Encourage Ames to limit further geographic sprawl. Longer distances make cycling harder and less viable. Sprawl causes longer distances that increases cost for services such as school buses, ambulances, city water services, and travel in general.

11 hours ago

Work more on transportation so that those who don't drive don't have to walk so far in the winter or pay a bundle for an Uber. Also climate change and more affordable housing. Students are having to work 20 hours (the max at ISU) just to be able to afford apartments.

11 hours ago

Stop building apartments! Stop making it so that neighborhoods must include things like apartments and multi occupant dwellings. Neighborhoods should be just that, neighborhoods. They shouldn't be mixed with a bunch of student housing/apartments where people who don't have a long term vested interest in Ames upset actual long term residential peace, quiet and safety. We also need more police for the size of our city and ambulance shouldn't be serving the county before those in the city itself.

4 days ago

Sustainable development is most important to me. This means thinking seriously about the generations who will live here after we are all dead and acting with that in mind. There are too many aspects to discuss here, but they easily can be found in libraries an online. We need more trees and shrubs and diversity of plants and incentives for planting and maintaining them. In my neighborhood, several owners have taken out most of their shrubs, good, non-ash trees and ornamental plantings to make maintenance "easy." Most people in Ames put herbicide (and probably insecticide) sprays on their yards, without thinking much about it. We are constantly getting the drift and it damages our garden plants. We need help to have less flooding in our basements now that there seem to be more big rain events and more floods in our future.

The design of the Somerset neighborhood seems to be a good model (that I know little about), but it has a mix of commercial space and denser housing, unlike most of Ames and like Asian and European cities and towns that are much more livable than Ames because of this kind of planning.

4 days ago

Sustainability

9 days ago

Better traffic flow on Duff, South Dakota, and University exits and more incentives for daycares and locally owned businesses.

10 days ago

Environmental planning. Iowa State and the City of Ames have a unique opportunity to incorporate environmentally-friendly aspects into their growth and plan for the future of the city. Of particular importance in my opinion is maintaining wildlife corridors throughout the city (green spaces, parks, trails, forests, etc.) to allow safe wildlife dispersal (limit car accidents involving deer or other animals) and residents to enjoy.

10 days ago

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Becoming a carbon-neutral city by investing in/encouraging wind/solar power generation and carbon-offset projects .  
City-wide recycling program.

10 days ago

- Scale and accelerate progress to reduce greenhouse gas emissions as much as possible, in all development sectors.

11 days ago

I would probably pick housing for the top focus. The student enrollment at ISU has been leveling off and I think housing needs should reflect that. The city can't keep adding apartment units like they have for the last 10 years. And mixed use with 1st floor reserved for commercial has not worked real well, in my opinion- it seems there is a lot of empty commercial space in the mixed use buildings near Mortensen and South Dakota as well as the one on the south side of Lincoln, between Wilmouth and Franklin Avenue. I believe it is still worth it to the developers to pursue these mixed use buildings because the rent from apartments is so high that the empty commercial space doesn't hurt their investment but it looks bad with so much vacant storefront space. I think there is a good range of single family housing at a wide range of price points but there is a lack of affordable rental units in this town.

13 days ago

more independently owned new restaurants and shopping, less chains

16 days ago

Environmental sustainability

16 days ago

Unfortunately, continued expansion into surrounding areas

17 days ago

Reduce continued development in the flood plain along the Skunk River. Reduce the development/construction of apartment buildings built for student housing.

19 days ago

You think progress is always a good thing and it isn't. Along with more population comes everything that goes along with it including crime and gang activity. I truly do not believe that you can have 15,000 more people in this town in 20 years and keep the same small town feel. It just isn't possible. I was born and raised here and I've lived in two other states and in cities of hundreds of thousands of people. I moved back here for a reason. I love the small town feel and the campus atmosphere. You keep getting bigger and that feeling will start to fade. It isn't just my opinion; it is fact. We all live here for a reason. If we wanted to live in Ankeny, we would live in Ankeny. There are houses in this town in good neighborhoods that are on the market for years and you want to build more houses? There are people going bankrupt with apartment buildings because they can't fill them and you want to build more? This city is a joke to outsiders because it looks like an Army barracks with all of the apartments. There are more signs for rent on lawns in this town in the last two years than I have EVER seen before because landlords are freaking out they can't get them filled. And you want to build more? What happens if ISU starts requiring freshmen and sophomores to stay in the dorms like they do at U of I? What happens if the government starts paying for people to go to school at community colleges which is a possibility because kids don't want to graduate and owe 70,000 in loans when they get paid 30,000 a year. My cousin is a scientist at the USDA and is the only one with her job in the state. She has 70,000 in student loans from ISU and makes less than I did 15 years ago with no Bachelor's degree. I heard tuition is going up and enrollment went down by a thousand this year yet you want to build more? You are going to turn this town into something that it is not and shouldn't be. And in this plan, stay away from areas where people WANT the area to stay as it is. If people want to stay rural, then LEAVE THEM ALONE! Progress isn't a good thing if no one wants to live here anymore. I've never talked to anyone in this town who has ever said, YAY we have another apartment building going up like that monstrosity on N. Dakota and LW! Or YAY the city wants to bring 15,000 more people in and destroy more farmland and environment. No one says that...EVER...except for the city of Ames and developers because money is the only thing that matters. What is so wrong with keeping it the way it is? Why do you have to try to keep turning us into Des Moines?

19 days ago

Managing growth to include the more affordable surrounding areas ((the surrounding counties)

20 days ago

make more walkable through traffic calming, planting street trees, increasing density. Jeff Speck is a great source of info on this. Make public policy/development decisions with an eye to financial resilience. Joe Minicozzi at Urban 3 is a good source for this. Also the StrongTowns organization.

21 days ago

State of the art education facilities - this seems to be underway already which is fantastic to see. Improving existing neighborhoods and investing in new neighborhoods. A switch to renewable energy - a solar city would be great. More parks & rec green spaces and trail systems - this really is huge for quality of life in my opinion. Connecting trail systems to the Heart of Iowa Nature Trail and High Trestle Trail without having to travel on roads/highways would be incredible.

22 days ago

should attract more people

22 days ago

Truly affordable housing for the average Ames resident. We can't work full time at a decent hourly job and afford a 1 or 2 bedroom home. Don't expect surrounding towns to be an acceptable alternative to living in Zane's.

23 days ago

Affordability of housing should be a top priority if the City wants to continue to grow. Second would be city development (ie shopping, places to eat)

23 days ago



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Thoughtful growth and sustainability that maintains the character of the city.

23 days ago

More bike lanes and a climate action plan and also perhaps better highlights of parks near Main Street to increase foot traffic there

25 days ago

Environmental, sustainable design, walkability, and integrating our community into nature. (More trees, less concrete.)

I think that our overarching goal should be a community in which cars and parking lots are not necessary. This means improving public transport, as well as remaking our streets to be pedestrian-centered, not just pedestrian-friendly.

25 days ago

Urbanization, become a better planned and pedestrian friendly city.

25 days ago

Climate action!

25 days ago

Increase housing, build and connect bike trails already planned. More allowance for entertainment.

25 days ago

GROWING the community in a sustainable way and in the right way. Including more transportation outlets to the interstate, incentivizing those who create the good opportunities versus making it a hard place to do business with and thinking outside of the box in terms of housing for the millennials.

26 days ago

Creating congruency between the idea of growth and what actually needs to occur in order for that to happen: it would seem the community/leadership wants the research park to continue to bring in 100K jobs and then to just let those people live in Des Moines. This is not sustainable, smart, or good for Ames. We need to keep these people here or Ankeny/Waukee/whomever will just steal our model and put a beachhead here.

26 days ago

Affordable housing... and not just more and more apartments.

27 days ago

Create a better convention/meeting space than Scheman or revamp it to attract outside events and visitors (which will increase revenue for hotels, restaurants, attractions and more).

27 days ago

Attracting new residents with affordable, healthy lifestyles

28 days ago

Increasing the satisfaction of current city residents - improved transportation flow and increased transportation options, increased community engagement with decisions regarding new construction - both infill and expansion of city boundaries, increased housing options for range of incomes.

one month ago

The top focus should be drawing residents and retaining them after college by modernizing the town.

one month ago

Focus on downtown and Lincolnway. AS part of that, the requirement for housing doesn't really make sense unless you have things for people to do. I also wouldn't want to live on Lincolnway, too much noise from traffic. I can see some housing in the area especially for seniors. Young people only have bars to do downtown. Let's have another affordable place like perfect games, bowling etc. Downtown stores need to be open longer in the evening. Who can shop from 9-5? Not most people as they are working.

Streets, rain/water drainage and systems need updating. Flood waters in homes are too frerquent with inadequate size.

one month ago

See above

one month ago

We need to focus on where and how the city can/will grow

one month ago

Affordable housing and increased recreation opportunities

one month ago

Rerouting city infrastructure and culture away from prioritizing single-rider cars. Though this directive may seem simple or anti-car, it's not: This focus will improve our city for everyone, even vehicle-based commuters, so our city develops an updated feel with lots of visible outdoor activity and handsome natural areas integrated into our infrastructure. Simply catering \*less\* to the needs of cars will allow space (and focus and funds) for attractive broader sidewalks; up-to-date bike paths that put us back in the competition for national rankings (we used to be #6 nationally, but plummeted when we failed to adapt like other cities did); ped-malls that transform our downtown and/or campus town into a local-business-supporting, cultural destination; and walking the talk that Ames truly cares about residents' physical vitality. With our amazing transportation system, CyRide, more people should be leaving their cars in the garage, and they won't if we keep adding lanes and parking spots; rather, let's learn from the famous Iowa-set film and "build it" (i.e., pedestrian- and bike- friendly infrastructure) so "they will come."

one month ago

Creating a sense of true community through walkable streets and neighborhoods, engaging outdoor plazas and spaces, etc.

one month ago

Transportation. While I understand that local business people are focused on growth, growth, growth--transportation can cut off the future of a city like Ames within a generation.

one month ago

Affordable housing! There are much bigger areas such as Des Moines that have just as nice of apartment living, that people not just students can afford! Not everyone has a parent that will write a check! And it pains me to see, kids not only taking full-time credits at college but working full-time as well! And still not being able to make ends meet! Not everyone has a silver spoon

one month ago

Be more pet friendly

one month ago

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Growth that will encourage growth with out steamrolling over businesses who have spent generations making Ames the great city it has become. Finding room to grow and planning for affordable individual family housing (not apartments) as well as additional commercial areas should be the focus. I would like to see the city staff and council find ways to encourage local entrepreneurs and current employers to continue to keep that uniqueness in Ames rather than engaging in marketing that focuses on giving away our tax dollars to out of state developers. In all planning, there should be balance. While Ames does have a wonderful transportation system and has focused recently on the pedestrian and bicycle paths...there needs to be a little more focus put back to accommodating vehicle traffic. The majority of Ames residents still rely on vehicle transportation. Zoning standards that set buildings closer to the street and minimize the site distance of a vehicle put pedestrians and bicyclists at greater risk. It does not encourage their safety. Finding ways to accommodate parking in all commercial areas should also be a focus. Ames should invest in those investing in Ames.

one month ago

Ames needs another sheet of indoor ice

one month ago

I think a very important focus should be a variety of housing options for all who want to come here. We should try to have available housing for all who work in Ames and wish to live here. Especially critical is having affordable housing. We need to be creative about options and ways to accomplish this.

one month ago

economic and ethnic diversity also infill and walkability

one month ago

Affordable and low-income housing options is one of the city's biggest problems

one month ago

Making sure that the plan allows for the City to grow as desired by those people that live here...in other words....market driven.

one month ago

Affordable housing; building Grand through to 16th street to alleviate traffic congestion on S. Duff;

one month ago

Health and Wellness center is a key, along with facilitating new industry to come to Ames with Ames Economic Development advice on priorities

one month ago

Keeping stars visible every night. Not joking - this was an attractive feature of Ames 20+ years ago - is disappearing.

one month ago

Increased access to affordable housing, while keeping outdoor amenities at the forefront of the plan.

one month ago

How can we continue to provide best services while keeping expenses, staffing, etc. low?

one month ago

Expand social services, transportation, and green spaces. Also, City owned broadband/fiber internet service.

Provide opportunities for owner occupied residential growth. We have enough rental housing for the present. North-South traffic flow is challenging going around the ISU campus and also getting to and away from the Ames High School facilities (only two lane streets available).

one month ago

The top priority for the plan should be how we are going to build a more socially just Ames - an Ames that prioritizes human rights, environmental rights, and expands the ability for all people to see themselves here. An expansion in cultural opportunities like a inter-cultural center in the downtown district that brings folks from all backgrounds together.

one month ago

Keeping the neighborhoods and the individuals living there a part of that plan.

one month ago

Figure out how to unite the community.

one month ago

Wise, strategic, sustainable, optimistic growth.

one month ago

Development of cultural hubs.

one month ago

Amenities. Expand park space, connect Ames trails to central Iowa and Story County trails, attract more nightlife and entertainment options for people of all ages.

one month ago

I think dense core downtown redevelopment and denser housing land-use with connectivity for bikes is important. I think it is important to not develop areas that are at risk for flooding. Parks and trails are better suited to areas that will flood. How will the plan consider the increased risks/hazards/vulnerabilities related to climate change to prepare for the future?

one month ago

Ideas about how to address #15.

one month ago

I'm not sure it should be the top focus, but I think an important point would be getting recycling for the city. Students want it and it would be a worthy investment for Ames.

one month ago

Top focus should be on livability so things such as housing costs and public services and bikability walkability. Things that affect lifestyle of those in Ames

one month ago

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As traffic increases, speed limits should be lowered and traffic slowing measures need to be implemented to protect pedestrians, schoolchildren, and bicyclists.

10 hours ago

Increase and encourage housing and commercial density as much as possible, whenever possible.

Most areas of Ames are only zoned to allow, at most, duplexes. Allow the construction and conversion of 3 or 4 plex housing in areas that allow duplexes. (Google around about the Minneapolis 2040 plan, which allows for 3 or 4-plexes anywhere in Minneapolis. This was controversial but is forward thinking.) Zoning the city to increase density promotes cycling and makes neighborhoods and commercial areas more viable.

Allow for "accessory dwelling units" to increase density in existing neighborhoods. "ADUs" are also known as "mother-in-law apartments." ADUs increase existing neighborhood density without impacting neighborhood character.

Encourage downtown residential and commercial revitalization and redevelopment.

Encourage downtown development and redevelopment to grow up, more than sprawl out.

Incentivize creative developments that incorporate village type design and working agricultural spaces (for example, Diligent Development's "Agrihood")

Plan a community composting system to reduce organic wastes. The compost can then be used to generate soil health throughout the city.

11 hours ago

I feel like especially if we clean up Campustown, a lot of the restaraunts there will get business. North Grand really needs a bookstore and not a whole lot of clothing stores. Same with Downtown, more variety.

11 hours ago

I do not think South Duff needs investment in redevelopment. It is clear that retailers want to be there. However, without some guidance, those retailers will not be convenient to access. Downtown Des Moines is less of a headache to navigate.

Areas along Lincoln Way have lagged.

The Sommerset area has been a shining example of the good things that can happen with a long term vision and some patience.

15 hours ago

Infill and redevelopment of areas is high priority for me. As the climate changes we need to protect the excellent farm land that surrounds our city. This is our best resource for being resilient into the futures. There is so many junky areas (or formally developed areas) that could be redeveloped. For example I dont understand why Menards was allowed to build when the old Kmart is sitting there - its parking lot is a biological wasteland. Why add a new biological wasteland that is just going to dump water into waterways and increase flooding?

18 hours ago

When thinking about these parts of town, it seems like there has been little planning. For example, West Ames lost Litzel Lumber and Kmart, which provided services and sundries that then had to be gotten at the extreme other end of town. All of the locally-owned and operated (usually by immigrant families), inexpensive, and authentic ethnic restaurants are in pretty much the same area, which has been fine for many years, but suddenly there has been no planning in Campustown for them to transition to new reasonably priced locations nor for newer ones to start up. Instead we are getting a large number of chain restaurants all over Ames, without the authenticity or diversity of food or the family-run advantages. US students generally do not care about these factors (thus the amazing number of chain pizza restaurants in Ames), but international students and older adults in Ames care a lot. Such simple cultural amenities as a variety of authentic ethnic restaurants (or the lack of them) can have a huge impact on whether a person relocates to or remains in Ames.

4 days ago

All areas have the potential for improvement depending upon the plan used and quality of work going into development. In recent years I am not satisfied with the quality.

9 days ago

It took me a while to picture the areas you were thinking by each of these descriptions. Most, if not all, of these are already in the process of being prepared for redevelopment opportunities through recent small area or corridor redevelopment studies, so these are somewhat low hanging fruit.

18 days ago

Development and Public transit should grow together to encourage less driving

20 days ago

This was a difficult question. What I envision happening and what I would like to see happen are quite different. For example, I don't envision positive redevelopment at North Grand, in the current retail environment, but I would like to see that as a north side resident. I more likely envision a deterioration as vacancies in the mall grow.

23 days ago

Historic Down Town homes need help. Walk those streets. Many homes have garbage and debris in lots of yards. I think if we had a city FREE PICKUP yard and big waste days we could get that part of town cleaned up. Ames acts like they are so progressive with cleanup because they offer free drop off at Freel. Waiting in line with your yard waste for an hour or more is not very efficient. Smaller cities have a better way of getting rid of yard waste. Getting rid of an old washing machine should be made easier for most. Yes, you can take it somewhere for disposal but, everyone does not have a truck for hauling.

27 days ago

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West Lincoln Way, west of Campus seems to offer a lot of opportunity. The street is already a heavily-used corridor. Much of the existing construction is aged and does not make the most efficient use of space. There are no apparent environmental obstacles.

East Lincoln Way, east of South Duff is okay, but the river limits eastern expansion/disconnect with Dayton Road area development.

Central Ames - there are a lot of micro-areas to consider, but overall relatively okay with continued attention to prevent deterioration of existing housing stock.

North Grand Mall - this area seems ripe for modernization of housing and commercial offerings

Campustown - has received a lot of attention and is generally in pretty good shape

Downtown north - Main Street has received a lot of attention; need to maintain

Downtown Gateway Area - another area with a lot of potential for positive change

South Duff/SE 16th - need to deal with congestion and flooding

Industrial areas along Dayton - need to deal with flooding and isolation from community core

one month ago

There will always be vocal activists who will try to stop every project, even if its a great idea and will improve the community

one month ago

We need to curtail sprawl by focusing on enriching already-existing communities and asking ourselves if we really need so much asphalt/parking and dead-space-associated franchises along areas like South Duff. Ames is the same size as Manhattan--we are not using our space as vibrantly and efficiently as we could.

one month ago

I have chosen to live in central Ames because that is the most desirable to my family due to the large sized lots, walkability to downtown, mature beautiful trees, and quick asses to 13th ST. Most of my peers either live in Central Ames or desire that, but have chosen to live in West Ames because it is more affordable for a newer home. West Ames feels like a different place than Central, however, and they would prefer to live in Central. Continuing to improve downtown and even lincoln way area will only make Central Ames more attractive, bring in young families with enough income to afford the properties and improve them.

one month ago

I remain neutral on most redevelopment projects until given a reason not to. I do like the charm of downtown and would hate to see it converted into modern architecture, like Campustown. As far as other areas, I again stress the importance of accounting for and incorporating existing local businesses who maybe can't afford the expenses that traditionally accompany redevelopment.

one month ago

The downtown gateway idea of tearing out all of those businesses to put in multi-use (business and apartments) really is a senseless use of money. The business areas looking nicer is one thing but adding more apartments in a town that is already saturated is ridiculous. The ONLY way that I see this as a positive is if they are ALL for low income residents.

one month ago

Redevelopment is a great opportunity to leverage some of the current infrastructure while upgrading or modernizing the facilities and dwellings. Ames has to be open to knocking down buildings and going vertical if it wants to support the economic growth and limit the urban sprawl. Ames is literally an island and we need the community to understand that this limits our options to support further growth and development.

one month ago

It's absurd to say the city wants "walkable villages." The city built one. It's called Somerset. And then the city ran the Ames Autobahn (aka Stange Road) right down the middle of it. It's a high-speed area of great danger to anyone on foot, on a bike, or on a side street trying to get onto Stange. And THEN the city allowed construction of a big senior center and gobs of new housing and now thousands of cars every day through two neighborhoods (Northridge and Somerset) with ZERO concern for the residents or property owners of those neighborhoods. Had we know, we would NOT have bought a house in this part of Ames.

one month ago



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The health of our whole environment--land, air, water, and citizens--should be our most important priority and should guide all decisions.

10 hours ago

Prioritize multi-modal transportation.

Require, incentivize, and reward accommodation of multi-modal transportation options such as bikes, pedestrians, buses, electric vehicles, and car sharing.

Connect and expand bike and pedestrian trail networks.

Encourage Ames to limit further geographic sprawl. Longer distances make cycling harder and less viable. Sprawl causes longer distances that increases cost for services such as school buses, ambulances, city water services, and travel in general.

Increase tree planting, urban forests, green spaces, parks, and trails (e.g. biological corridors through the city) to provide wildlife space, micro-climate control, personal health and outdoor recreation opportunities, flood mitigation, and greenhouse gas sequestration.

Incorporate soil health as a metric in city planning. Healthy soil has an enormous capacity to remove and hold atmospheric carbon, to retain water, to reduce flash flooding and to increase the resilience of urban trees, park plantings, lawns, and private gardens to climate and pest stress.

11 hours ago

Finally biological diversity is KEY to resilience against climate change. The promotion of planting trees and native prairie species will help support the insects and other organisms in our community. It will build healthy soil , which is necessary to maintain a food supply. Trees will help shade and cool our streets and limit heat island effects.

17 hours ago

We also need to limit the area covered in concrete and other innovative ways to limit run-off - to maintain the water on site (to protect against drought) and limit flooding.

18 hours ago

It is CRITICAL that Ames consider climate change in their long-term planning. BOTH reducing our emissions AND increasing our resiliency to those changes that are predicted to affect us. Ames is on the forefront because it does support both mass transit and biking. I usually walk places when I can and there could be some more attention to making certain areas safe for walkers (and bikers) could be helpful. For example Northwestern and 6th is pretty hard to cross on foot during some times of the day.

18 hours ago

Anything helping Ames be a more "sustainable" (resource-wise) community into the far future is a best course of action. That will require some sacrifices from each of us and new ways of thinking about our resources and environment, however.

4 days ago

Not sure I've seen Ames preserve much in the way of natural habitat. That would be nice. You just let them tear down hundred year old trees to put that monstrosity of an apartment building on Lincoln Way and North Dakota to put up a complete eye sore sticking out like a sore thumb and you'll probably let them do it across the street now too. In my entire life, I've never really seen Ames do a lot to preserve the environment...as evidenced by all the land they let developers destroy and all the wildlife they push out in the process.

19 days ago

We need a recycling facility or city-sponsored recycling. Burning trash is not the same, it's not better and we need to move on from insisting that it is. It is shameful that we don't have better recycling options than paying for curb-side from the garbage collecting entities (which is not an option for people living in apartments!)

22 days ago

We need to transition to 100% renewable energy, and decrease our energy use if at all possible through ecologically designed buildings.

25 days ago

Ames needs a climate action plan and to explore other waste management options other than refuse burning.

25 days ago

As a homeowner who has experienced flooding in 1993, 2008, and 2010, I have been very appreciative of the efforts to organize the Squaw Creek Watershed management efforts. I am distressed by the density of development along South Duff and the knowledge that national businesses simply incorporate flood damage repair as part of the 'cost of doing business'. I support all activities to increase community knowledge and awareness of the impact of our development on waterways.

one month ago

With the university, we should have great resources to experts, people willing to work on projects and be a real leader in caring for the environment

one month ago

Managing flood waters upstream would do much more than our current efforts trying to manage stormwater on individual sites

one month ago

Residents of Ames should really have the opportunity to recycle

one month ago

The top 2 priorities: "Preserving natural habitat" and "Reducing vehicle miles traveled"

one month ago

I don't know enough to comment.

one month ago

Prevention saves money and stress in the long run

one month ago

## 29. Tell us anything else you'd like to include about planning for the community.

35 Comments

Citizen, business, and institutional stakeholders must all be educated and buy in to the plan with a great deal of consensus or implementation will not occur.

one month ago

Addressing climate change impacts and causes.

one month ago

I'm happy Ames is doing a comprehensive plan rather than just looking at land use, transportation, etc. It's a lot to comment on at once. I hope there will be more opportunity for input as the planning continues.

one month ago

Ames needs to do a better job at keeping young families here. Many move to Ankeny due to its family friend living vibe. Ames is too focused on keeping the ISU student happy, but they are not an accurate representation of the people who live and work in Ames and plan to stay here for long periods of time.

one month ago

Comments Submitted Privately:

-Plan a community composting system to reduce organic wastes. The compost can then be used to generate soil health throughout the city.

-Require, incentivize, and reward accommodation of multi-modal transportation options such as bikes, pedestrians, buses, electric vehicles, and car sharing.

-Encourage Ames to limit further geographic sprawl. Longer distances make cycling harder and less viable. Sprawl causes longer distances that increases cost for services such as school buses, ambulances, city water services, and travel in general.

-Incorporate soil health as a metric in city planning. Healthy soil has an enormous capacity to remove and hold atmospheric carbon, to retain water, to reduce flash flooding and to increase the resilience of urban trees, park plantings, lawns, and private gardens to climate and pest stress.

10 hours ago

It seems like commercial demand in the city of Ames is on a good track. However, commercial development seems to only occur where the right environments have been set up. Simply zoning an area for a certain use is not enough. It is worth it for the city to invest a little in infrastructure to lay the groundwork for the appropriate businesses to move in. That approach would have greater value to the city than tax credits, etc.

15 hours ago

Expect the unexpected. Foster cooperation rather than competition. Growth is expensive and should not be pursued for its own sake.

16 hours ago

Please pay attention to the natural world and how we can integrate it better into Ames and the behaviors of our residents, who tend to take the easiest way and ignore or deny the impacts of their actions. We can learn a lot from how other towns worldwide are planning to adapt to the changes in climate and population fluxes that will affect us all.

4 days ago

Keep student housing nearer to campus and stop letting cheap landlords take over affordable family neighborhoods making life for long term residents much more difficult and making it nearly impossible for owner-occupants to recoup their home investment. This winter we would not have been able to get out of our driveway due to the students parking in the street, not moving their vehicles, and parking so they make it impossible for the snow plow to pass through the street at all. Since the big Sunday snow storm, our block of Hilltop has not been plowed AT ALL because two rental housing vehicles parked too far out from the curb and opposite each other. The plow came three times and each time lifted his blade about 3-4 houses from the corner of Tripp St., pulled up near the corner, determined he could not pass through between the vehicles, turned around in the neighbor's driveway, and left. I stood at my door watching him leave with us blocked in with "icebergs" and cried. I really wanted him to lower his blade and push the little car right out of the way so we could get plowed out. I would have thought that by the third attempt the city would have towed the cars out of the way and plowed the street. It wasn't our fault we didn't get plowed. We pulled our extra vehicle up on the side of our drive so our frontage could get plowed and lost the use of that vehicle for the remainder of winter as it was snowed in and the street never plowed. The off-street parking rules for rental housing are a big joke in Ames. They don't require enough parking and on top of that most of it is in longitudinal driveways and the students and unrelated people won't park behind each other because they get blocked in. One car uses a driveway and garage that counts for 3 parking spaces and the other 3 cars park in the street in front of our house. They do that even when the spaces in front of their house are empty for some reason. We had to ask them to pull forward so we could park in front of our house. This student rental in family neighborhoods is a horrible mess and has made life in our neighborhood a nightmare. What the City Council did about the rental cap only made matters worse. They allow rental to be sold as rental which sells almost immediately, but no one wants to live among 75% student rental, so single family houses can't sell. There is no provision to make rental turn back into single family housing, so the situation will never improve.

9 days ago

I would like a number of factors to be included in planning. Regarding future development and redevelopment please include in plans for changes in rainfall patterns, soil health, distribution of green spaces, distance to services, and greenhouse gas emissions. I believe having dense, diverse, sustainable housing and businesses will be vital for future growth and improved quality of life.

9 days ago

- Increase tree planting, urban forests, green spaces, parks, and trails (e.g. biological corridors through the city) to provide wildlife space, micro-climate control, personal health and outdoor recreation opportunities, flood mitigation, and greenhouse gas sequestration.

11 days ago

If there is any kind of community advisory group involved in the development of the new comprehensive plan, I would very much like to be involved. I have been a resident here for over 12 years and am an AICP-certified planner so I totally geek out over things like this and love to be involved. I would appreciate any consideration you could give that request. Thank you!

13 days ago

Nothing more

17 days ago

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If I had my choice, maybe having a Popeyes chicken might be nice but other than that, I really don't want the town bigger than it already is. I rather enjoy feeling like the town drops in half when the students are gone. I want to feel like I can walk down any street at night and feel safe. Growth means less safe. Seriously, why would any of us who live here actually want the town to get bigger unless you are making money off of it?

19 days ago

The City of Ames needs to focus attention on the areas already incorporated in the city and let diverse rural development occur under the control of the county outside the city limits. The 2-mile radius is onerous and limiting.

19 days ago

A community that is walkable, green, and full of nature. Reducing the need to own a vehicle or the need for families to have multiple vehicles.

22 days ago

Peace and love! Remember, green land, blue waters! And happy people.

25 days ago

This community has an opportunity to set itself apart with environmental standards for the midwest, it is disappointing it hasn't happened sooner. The whole hanging our hat on the fact our water tastes good is not nearly enough.

26 days ago

1. yard and big item FREE CITY PICKUP

2. an attractive splash pad or pads for young families. The existing one is lame and don't you need to have lifeguards?

27 days ago

We need more convention/meeting spaces in Ames. Ames is losing on hosting events and bringing in visitors because there is no space for people to meet (besides Scheman, which isn't very competitive). Hosting conventions/events results in more visitors coming to Ames and spending their money at restaurants, hotels, and attractions.

27 days ago

Included in the parks, it would be nice to have some splash pads and area for kids to be other than the aquatic center. Many cant afford, or walk to it. I is grove, Carr park or other places would be helpful

one month ago

Please remember there is a huge middle class population here....not students but not well off professors etc. either. People who live paycheck to paycheck but live in Ames because we love it. So we struggle with high rents for apartments but cannot afford to buy especially in Ames but live here because we love it. We cannot afford 50+ a month for Ames Racquet and Fitness and sad to see projected rates for new wellness center....but live here because we love it. Who would prefer to keep shopping dollars here but order Old Navy online because it is cheaper than downtown stores and we have no real mall.

one month ago

The meeting I went to to introduce the plan, while professing to want a plan that goes beyond land use, but it seemed as if all the exhibits were centered around land use. I hope the plan will look at commercial activity from the standpoint to services as well as the provision of goods. Our economy is changing to a more service oriented economy. If we don't do the things necessary to create a positive environment for service providers did we will end up being served by botto feeders!

one month ago

I thought this survey was weak and should have been done more professionally. the range of answers to some of the questions suggests bias.

one month ago

Curtailing sprawl by making our city centers more appealing, walkable, and unique will have the strongest, most positive long-term impact on our city.

one month ago

Keep improving and modernizing downtown, build the HLC, and focus on building culture. I like this town and am generally happy with what is done.

one month ago

Please work with the children and teen librarians and schools (public and private) to get meaningful input from the young people of this town.

one month ago

Pet friendly areas

one month ago

With the ISU Research Park and ISU we should have been one of the top choices for companies like Google and Facebook to build here. I don't think we even threw our hat in the ring for those opportunities. Ames, IA should be the technology hub of IA with all of its resources.

one month ago

The City must do something about the out of control rent issue that discourages people from living, working and playing in Ames. Our service industry is full of people who are low income due to the high cost of living in Ames. We also typically have the highest gas prices around so getting a handle on that monopoly would be helpful. Addressing the traffic flow issues are important and doing whatever we can to prevent 500 year floods from devastating businesses and the environment are crucial.

one month ago

Very excited about the plans for downtown development. There is so much potential to make a good main street great, but we have to re-develop! We need more bike paths that are truly connected so bikes have to cross major roads less. I am not concerned as much about "bike to work" options, but more about biking in Ames a recreational activity for families. I think need more branding when it comes to directional signs designating areas in the community and use that branding in with street signs and trail signs. For example, recognizable signs for Downtown, Campustown, Somerset, Research Park, etc. On trails, signs stating x number of miles to Downtown. A fully connected bike trail system is an amenity that families of all ages would use and value.

one month ago

I think that Ames is a GREAT place to live, to work, to raise a family, and to retire. Let's keep it that way!!

one month ago

We absolutely need a bike trail (or, at absolute minimum, a wide paved shoulder) on Lincoln Way as far west as possible, from Wilder Ave. all the way to Highway 30. I constantly see people walking or biking along the shoulder on this road and it is incredibly dangerous. Further, I work on XE Place, 5 minutes from my house. If it weren't so dangerous, I would absolutely ride my bike, weather permitting. Instead, I am forced to drive my car every day.

one month ago

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This is a big question. I think it should there be a way to let people make comments other than in this survey. Good question though.

one month ago

As I understand it, Ames is a SMSA. The data presented on the boards is Ames-city-centric with the exception of the 2 mile radius. What are the pressures, opportunities in the SMSA & Story County that are the larger context for the advancement of Ames? My assumption is that Huxley, Boone, Nevada, Story City Cambridge, are a part of our region of influence, maybe even as far as Ankeny for commuters coming north, and Marshalltown coming west. It would be helpful to have an SMSA picture of influencers on Ames opportunities. Infilling neighborhoods, connections to parks and trails, enhanced urban transportation, flood management are local. But enhancing commercial activity, new jobs, increased housing require a larger frame of reference.

one month ago

## SUBMITTED COMMENTS

Listed below are comments submitted to the project team as of March 2019.

**ATTN: Cory Scott**

**FROM: The Ames Climate Action Team**

**RE: The City of Ames 2040 Comprehensive Planning Process and Public Input**

**DATE SUBMITTED: March 16, 2019**

### Ames 2040 Comment Focus: Issues that have climate and carbon impacts.

#### General:

- The City of Ames should plan for the risks and hazards of climate change when planning for the next 20 years. Ames needs to prepare to address aspects of life in Ames that will be the most vulnerable to the risks and impacts of climate change.
- The City of Ames should include a Climate Change Vulnerability Study in its Comprehensive Planning process.
- Promote a vision and goals for Ames to be resilient and prepared to adapt to the challenges and opportunities of climate change.
- Include temperature and precipitation trends from climate change models in all aspects of city planning.
- Plan and design to minimize future impacts of climate change, such as heat waves and flooding.
- Prioritize equity, diversity and inclusion in Ames in all development sectors.
- Promote emergency preparedness and safety for all people.
- Have a climate-focused planning process that looks for ways to reduce the community of Ames' carbon emissions.
- Scale and accelerate progress to reduce greenhouse gas emissions as much as possible, in all development sectors.
- Support schools, libraries, arts, cultural events, diverse learning and educational opportunities.

#### Housing and Commercial Development:

- Increase and encourage housing and commercial density as much as possible, whenever possible.
- Most areas of Ames are only zoned to allow, at most, duplexes. Allow the construction and conversion of 3 or 4 plex housing in areas that allow duplexes. (Google around about the Minneapolis 2040 plan, which allows for 3 or 4-plexes anywhere in Minneapolis. This was controversial but is forward thinking.) Zoning the city to increase density promotes cycling and makes neighborhoods and commercial areas more viable.
- Allow for "accessory dwelling units" to increase density in existing neighborhoods. "ADUs" are also known as "mother-in-law apartments." AUDs increase existing neighborhood density without impacting neighborhood character.
- Encourage downtown residential and commercial revitalization and redevelopment.



- Encourage downtown development and redevelopment to grow up, more than sprawl out.
- Incentivize creative developments that incorporate village type design and working agricultural spaces (for example, Diligent Development’s “Agrihood”)
- Plan a community composting system to reduce organic wastes. The compost can then be used to generate soil health throughout the city.

### **Transportation, Flooding, and Environment:**

- Prioritize multi-modal transportation.
- Require, incentivize, and reward accommodation of multi-modal transportation options such as bikes, pedestrians, buses, electric vehicles, and car sharing.
- Connect and expand bike and pedestrian trail networks.
- Encourage Ames to limit further geographic sprawl. Longer distances make cycling harder and less viable. Sprawl causes longer distances that increases cost for services such as school buses, ambulances, city water services, and travel in general.
- Increase tree planting, urban forests, green spaces, parks, and trails (e.g. biological corridors through the city) to provide wildlife space, micro-climate control, personal health and outdoor recreation opportunities, flood mitigation, and greenhouse gas sequestration.
- Incorporate soil health as a metric in city planning. Healthy soil has an enormous capacity to remove and hold atmospheric carbon, to retain water, to reduce flash flooding and to increase the resilience of urban trees, park plantings, lawns, and private gardens to climate and pest stress.

### **Electricity (if this is added to the Comprehensive Plan):**

- Have the 20-year plans for all sectors, such as the transportation, housing, and commercial sectors, consider impacts on the future demand of electricity in Ames. Prioritize renewable energy and reduction of greenhouse gases.
- Ames should be a leader in incentivizing and investing in renewable energy as much as possible, as soon as possible for greatest impact.
- Explore opportunities for Ames to become a green energy/tech/STEM hub.
- From the Ames Climate Action Team Petition:

“The scientific community around the world agrees that **climate change is occurring and is human-induced**. Scientists also warn us that, **if it is not addressed now, climate change will accelerate beyond our control and will threaten our survival**.

We call on the city of Ames and Iowa State University to **reduce greenhouse gases and phase out carbon pollution to zero**. To achieve this, we request that plans with verifiable phases be urgently forged to rapidly shift to **100% carbon neutral energy by 2030 at the latest**.

We request the city and university to appoint a joint task force to **urgently address this emergency** which challenges the survival of our future generations.”



**STORY COUNTY  
BOARD OF SUPERVISORS  
LAURIS OLSON  
LINDA MURKEN  
RICK G. SANDERS**

Story County Administration  
900 Sixth Street  
Nevada Iowa 50201  
515-382-7200  
515-382-7206 (fax)

March 26, 2019

Mayor John Haila and Members of Ames City Council  
RDG Planning and Design  
Kelly Diekmann, Planning and Housing Director  
515 Clark Ave  
Ames, IA 50010

RE: Ames Urban Fringe Plan (AUFPP)

Dear Mayor Haila, Council Members, RDG Representatives, and Director Diekmann,

The Story County Board of Supervisors would like to thank Kelly and RDG representatives for the invitation extended to county staff to meet Tuesday, February 26, 2019, and provide input and feedback on the Ames Urban Fringe Plan (AUFPP) as it's reviewed in conjunction with the city's comprehensive plan update. The Board of Supervisors believes the AUFPP plays a significant role in land use and development and is an important partnership addressing planned growth.

The Board of Supervisors was presented with a memo outlining the areas that county staff discussed with RDG representatives, including previous items communicated by county staff to the Board of Supervisors prior to the meeting, and we would like to highlight the key areas of primary importance to Story County:

- Transportation and Metropolitan Planning Organization (MPO) planning
- Housing, including the work of the Story County Housing Trust, and urban growth areas in the Cornerstone to Capstone (C2C) Plan
- Reviewing whether Urban Residential Areas match-up with growth projections
- Reviewing Growth Priority Areas

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We appreciate this opportunity to provide feedback on a tool that has guided public and private development and land use decisions, and is an effective mechanism for planning future growth areas as well as protecting natural/sensitive areas. We look forward to working with Ames and Gilbert on reviewing the policies and land use map designations of the AUFPP prior to its expiration in 2021, with a focus on the above identified key areas.

Please contact me or any members of the Story County Board of Supervisors if you have questions.

Sincerely,



Lauris Olson  
Chairperson, Story County Board of Supervisors

Cc: Story County Board of Supervisors  
Mayor John Popp and Members of Gilbert City Council  
Story County Planning and Development Department  
Story County Planning and Zoning Commission

