

AGENDA
SPECIAL MEETING OF THE AMES CITY COUNCIL
COUNCIL CHAMBERS - CITY HALL
FEBRUARY 18, 2020

CALL TO ORDER: 6:00 p.m.

1. Ames Plan 2040 Update:
 - a. Housing Principles
 - b. Land Use Classifications Example
 - c. Other

COUNCIL COMMENTS:

DISPOSITION OF COMMUNICATIONS TO COUNCIL:

ADJOURNMENT:



*Caring People
Quality Programs
Exceptional Service*

TO: Mayor and City Council

FROM: Kelly Diekmann, Planning & Housing Director;
Marty Shukert and Cory Scott, RDG

DATE: February 14, 2020

SUBJECT: Ames Plan 2040 Housing Workshop

The first objective for the upcoming workshop is to discuss Housing Policy interests. The goal for the meeting is for City Council to dive into a discussion about specific issues. A few of the relevant topics that have come up over the past year include affordability, mix of housing/building types, location of housing, flexible vs. intentional implementation, and existing neighborhoods. RDG's presentation for Tuesday is intended to invite conversation on shaping of the principles for housing, they are not yet fully developed. This will be a more fluid workshop with Council needing to express their interests and ideas directly to the Ames Plan 2040 team more so than the December 4th workshop on principles for growth, land use, and transportation where the team drafted more specific principles based upon greater familiarity with those issues.

Some of the relevant background materials include the responses from the Community Survey from April 2019, developer small group feedback, and the draft growth, land use, and transportation principles. To give context to the breadth of the housing discussion, there are an estimated 25,000+ households in the City with an average size of 2.21 person per household. RDG previously calculated an estimate of approximately 6,400 housing units needing to be produced with an average size of 2.3 persons per unit over 20 years to match the 15,000 person growth estimate.

RDG's second objective for the workshop is to explore an example of a land use classification scheme they are considering for creating land use designations for the city. RDG is working on classifying the intensity of use, whether residential, commercial, or industrial, as one of the primary elements of defining the existing City and how that can apply to growth and areas of change within the community. A full citywide land use map will not be presented on Tuesday as it is a work in progress.

LIVE.
GROW.
BELONG.



Workshop #8

February 18, 2020



Agenda



1. **Selected Housing Policies: Recommendations and Discussion**
2. **Future Land Use Categories**
 - **Future Land Use Map Test Concept**



BACKGROUND



1. Land Use Principles
2. Growth Principles
3. Summary Comments



LAND USE & GROWTH VISION

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Principles of the **Growth** Vision-December 4th Workshop

SUSTAINABLE GROWTH

Ames new growth will be both economically and environmentally sustainable.

CONCENTRIC DEVELOPMENT

Ames will accommodate its projected population growth on both infill sites and contiguous new greenfield growth areas that coordinates existing infrastructure with incremental extensions of services.

INFILL DEVELOPMENT THAT ENHANCES THE URBAN FABRIC

Ames will take advantage of opportunities within the developed city to increase both the efficiency and quality of its urban environment.

INCREMENTAL, CONTIGUOUS GREENFIELD DEVELOPMENT

New development areas will be incremental to existing urbanized land; create high quality, well-connected neighborhoods; and use existing and future public investments efficiently.

URBAN EXPERIENCE

Land use policy will create a rewarding, healthy, safe, and comfortable environment for all of its residents and visitors.

PROCESS

Land use decisions will be made through a transparent, collaborative process that remains true to long-term community goals.

PLANNING FOR EQUITY

Future development in Ames and the public investments that support it, including housing, parks, and other community assets and features, will redound equitably to the public.



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APPROPRIATE LOCATION

Land uses in Ames will be located on sites that provide transportation, infrastructure, and support services necessary to support their intensity and operational requirements.

FLEXIBILITY WITH COMPATIBILITY

The land use plan will provide both reasonable flexibility to developers while protecting the integrity and quality of the neighborhoods around them.

CONVENIENT SERVICES

All parts of Ames will have convenient access to neighborhood commercial services and other vital community facilities.

VITAL MIXED USES

Ames will encourage mixing of uses to create more active, interesting, and efficient city environments, while maintaining compatibility where different uses adjoin.

PLACES FOR EMPLOYMENT

Ames will continue to provide appropriately located space for a wide range of enterprises that provide employment for existing and prospective residents.

DIVERSE HOUSING OPTIONS

Land use policy will encourage integration of different residential densities into the fabric of neighborhoods.



Population Projection

FIGURE 1.3: Projected Population, 2015-2035

	2017	2020	2025	2030	2035	2040
PROJECTED PERMANENT POPULATION						
1.0% Annual Growth Rate	37,470	38,606	40,575	42,645	44,820	47,106
1.5% Annual Growth Rate	37,470	39,182	42,210	45,472	48,987	52,772
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Source: US Census Bureau; ISU; RDG Planning & Design, 2019



Residential > Low Density Summary Projection- April 2019

FIGURE 1.2: Projected Residential Land Needs - Low Density Scenario

2017-2030	% OF DEMAND	UNITS	GROSS DENSITY (DU/A)	LAND NEEDS
Low Density	70%	2,066	3.0	689
Medium Density	10%	295	8.0	37
High Density	20%	590	16.0	30
Total	100%	2,952		755
2030-2040				
Low Density	70%	2,395	3.0	798
Medium Density	10%	342	8.0	57
High Density	20%	684	16.0	34
Total	100%	3,421		889
Total 2017-2040		6,373		1,645

Housing type assumptions:

Low-Density: Conventional SF detached

Medium-Density: Small lot SF detached, single-family attached, townhomes

High-Density: Multi-family, 3-story typical

Source: RDG Planning & Design, 2019



Residential > Additional Projections

Placeholder- Additional information to come on housing types, income levels, opportunities within growth areas and infill



Housing Options

Lots of multi-family available and being built

Desire for single-family and different types of housing

Affordability

Perceived thriving rental market

Few local builders

SURVEY: 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%

SURVEY: 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%

SURVEY: 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%

April 2019- Survey Excerpt- 2. Opportunities for Infill Development

Infill Creates Vibrancy

Positive perception towards infill and redevelopment, but also heard tension with redevelopment initiatives.

Preservation is important, too.

Can connect to existing city services like CyRide and bikeways.

Area is already being serviced/maintained (water, sewer, snow removal, etc.)

Concentrate commercial redevelopment to North Grand Mall and Downtown Area

Housing Options

Lots of multi-family available and being built.

Desire for single-family and different types of housing.

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
Focus on infill/redevelopment options	40%	29%	24%	4%	2%

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?						
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%



April 2019- Survey Excerpt- 4. Sustaining Neighborhoods

Some strong organizations that can mobilize.

Quality of neighborhoods viewed as good, want to continue and support.

Need for more balance

Mobility options

Students and permanent residents

Possible gentrification risks

Student vs. non-student housing

SURVEY: 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%

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





1. Housing Principles

- Policy or implementation measure discussion
- Note that there are competing interests and goals related to housing issues, more direction is needed in these situations

Housing Policy

Principle- Expand housing choice and attainability for people of all income ranges

Policy directions for discussion

- Increase the number of non-multi-family homes constructed per year
- Locations of expanded choices, i.e. growth areas, existing areas, redevelopment areas
- Expectations or allowances for changes within existing built up areas (conversions, ADU)
- Inclusive housing opportunities and requirements within new development
- Promote, encourage, support different housing types, smaller or “middle” housing types
- Incorporate a range of housing types, including urban family housing, into redirection areas. Assist with redevelopment and land assembly.
- Support affordable housing initiatives and groups, including use of federal housing funds
- Cost effective development policies

Other Discussion:

- Requirements versus incentives.
- “Minneapolis model”



Housing Policy

Principle- Maintain the quality of existing neighborhoods while also encouraging reinvestment and enhancement of existing housing stock.

Policy directions and Issues

- Maintain character of single-family blocks.
- Make strategic value-added public realm enhancements and street rehabilitation
- Limit higher density infill development to specific types of street frontages
- Encourage broader infill options that are not site specific
- Property and building upkeep and design
- Diversity of housing choices in a neighborhood compared to overall City,

Other Discussion:

- Requirements versus incentives.



Housing Policy

Use of Density and/or Building Types to define development areas

Policy directions for discussion

- Plan for an intentional mix of housing in growth areas
- Does density reflect actual character consistently?
 - Focus on building types, design, transitions vs. broader options within density ranges, requires more intentional planning and different zoning tools
- Focus on the most desirable project attributes without micro-managing. These attributes include walkability, placemaking and functional public space, street/sidewalk/trail connectivity, and mix of uses and development densities.
- Additionally, link infrastructure or higher intensity zoning incentives to provision of attainable housing. Establish thresholds for eligibility.
- Discuss how “LUPP-Village” was intended to meet housing goals, success and failures of influencing housing (predictable, flexible, prescriptive)



Housing Policy

Advance identification and redevelopment of redirection areas

Policy directions for discussion

- Incorporate diverse housing types, including options for senior housing, in redirection areas (urban corridors, East Lincoln Way, near downtown sites), taking advantage of adjacent local services
- Identify underutilized sites and work directly with owners or potential developers toward their reuse
- Prepare sub-area plans for specific needs or goals

Other Discussion:

How active a role should the city take in redevelopment?

Financial Viability and timing of infill goals





1. Land Use Mapping Concepts

- Test Application to Northeast Quadrant of the City

Mapping Concept

1. **Minor additions to Complete Streets Plan (CSP)**

- Multimodal/bicycle boulevard streets not included in CSP
- Major circulation in new 2040 growth tiers

2. **Complete Streets Plan reference in land use policies**

- Thoroughfares/boulevards and mixed use avenues as locations for higher intensity uses in neighborhoods

3. **Future Land Use Plan**

- Combination of character and use designators
- Incorporates CSP
- Policy pairings to character neighborhoods

4. **Intensity Plan**

- Overlays intensity designators on Future Land Use Map



Future Land Use Map Categories

NEIGHBORHOODS

- Traditional Neighborhoods
- Established Neighborhoods
- Emerging Neighborhoods
- Middle Neighborhoods
- Village Neighborhoods
- University Neighborhoods

CENTERS

- Major Mixed Use
- Community Mixed Use
- Neighborhood Mixed Use
- Downtown
- Village Center
- Campustown

SPECIAL DEVELOPMENT

- Urban Corridor
- Redirection Areas
- Major Civic

EMPLOYMENT

- Major Industrial Employment
- Office/Research
- Gritty Urban

RURAL

- Development Reserve
- Agricultural

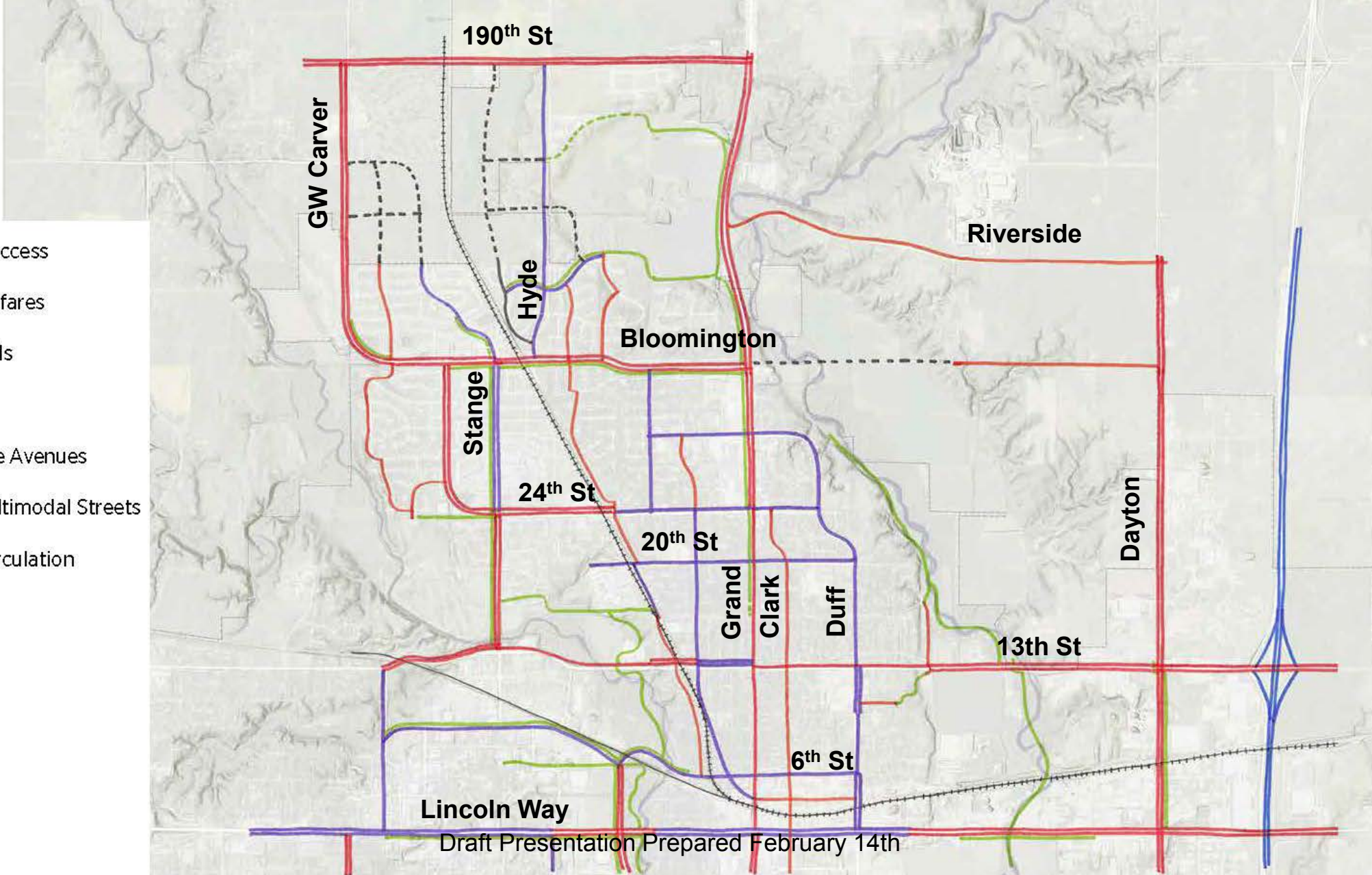


Land Use Intensity Map Categories

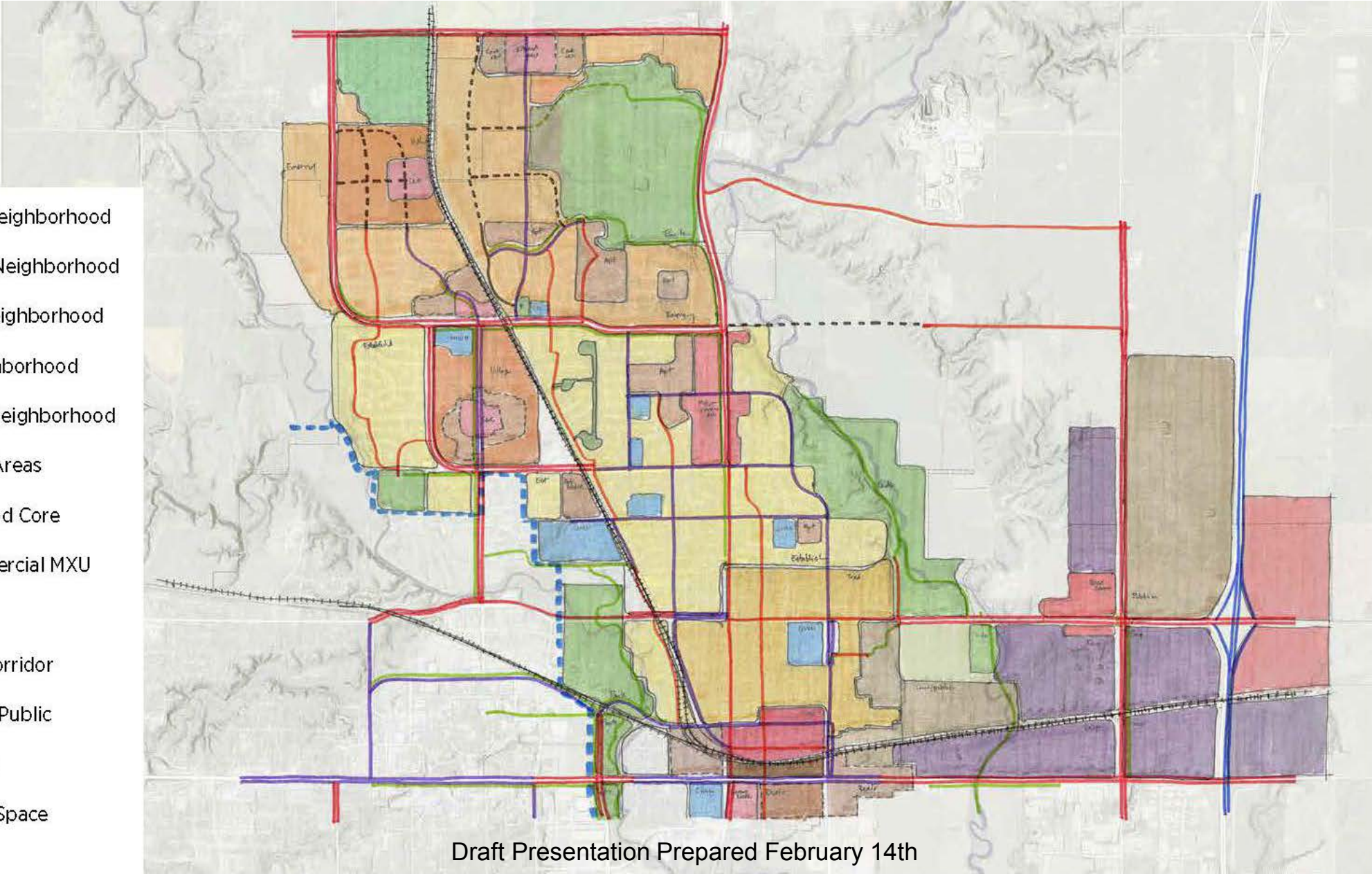
Intensity Classification	Residential (gross)	Commercial/Office	Industrial
Low	5 du/A or less in built-up areas; 5 du/A minimum, up to 8 du/A maximum in emerging or redirection areas	Under 0.3 FAR (1 level, 3:1 maximum parking ratio, 75% IPC), 10,000 SF maximum building footprint; traffic generation under 100 vpd	No external environmental impact, no external storage, same FAR limitation, less than 75% IPC
Moderate	8 du/A or less in built-up areas; 6 du/A minimum, 12 du/A typical maximum in emerging or redirection areas	0.3-0.6 FAR (2 level, 4:1 maximum parking ratio, 75% IPC), 20,000 SF maximum building footprint, traffic generation under 400 vpd	
Middle	12 du/A or less in built-up areas; 10 du/A minimum, 24 du/A typical maximum in emerging or redirection areas	0.6-1.0 FAR, (80,000 SF, maximum building footprint, 5:1 maximum parking ratio, traffic generation under 1,000 vpd	Moderate potential external environmental impact, limited external storage with screening, same FAR limitation, less than 75% IPC
High	32 du/A or less in built-up areas; 24 du/A minimum in emerging or redirection areas	Over 1.0 FAR, over 80,000 SF maximum building footprint, 5:1 maximum parking ratio, traffic generation above 1,000	High potential environmental impact, external storage with screening, same FAR limitation, less than 85%



Modified Complete Streets Plan Concept (NE Quadrant)



Land Use Plan Trial (NE Quadrant)

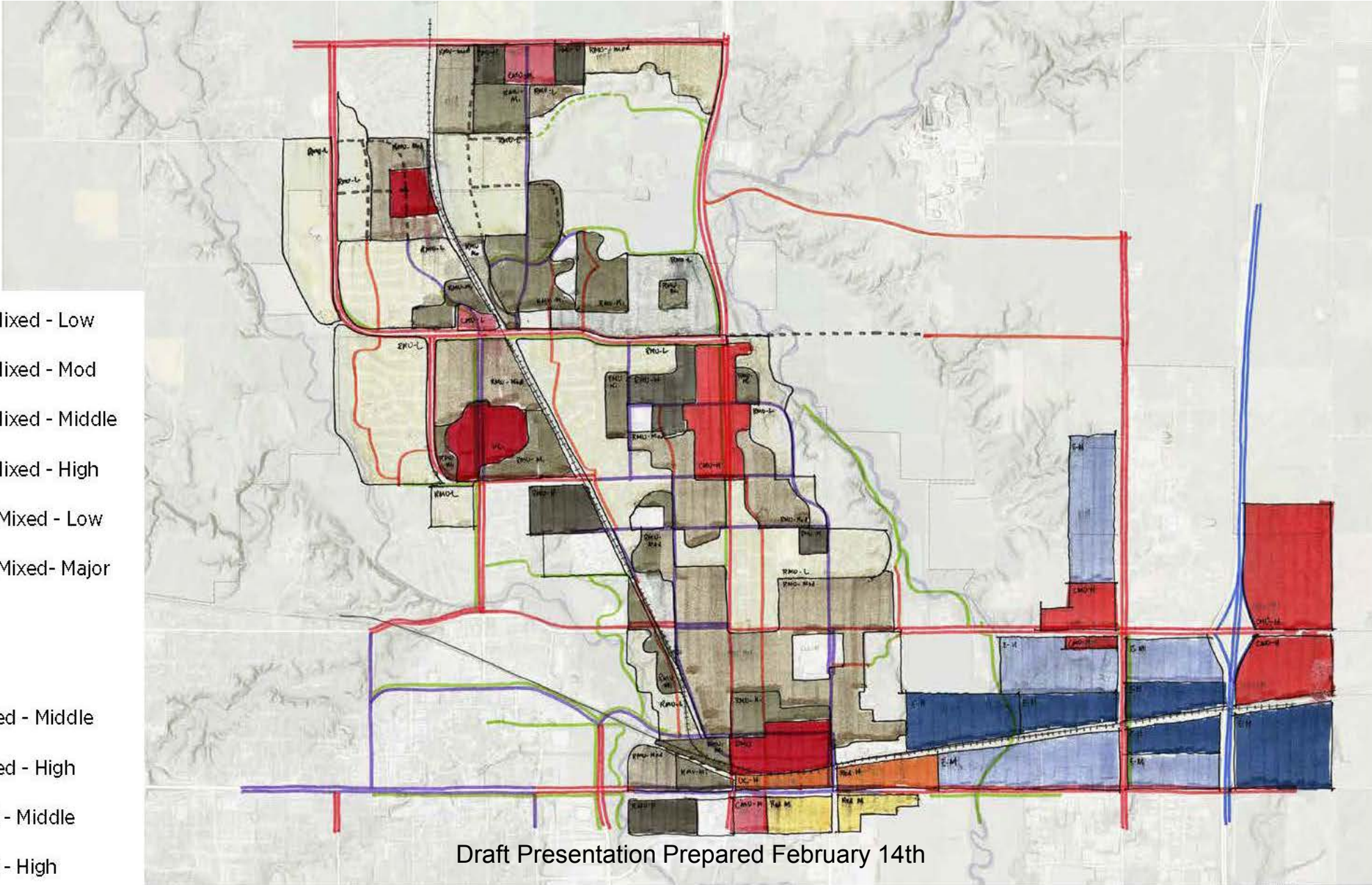


- Traditional Neighborhood
- Established Neighborhood
- Emerging Neighborhood
- Village Neighborhood
- Multifamily Neighborhood
- Redirection Areas
- Neighborhood Core
- Major Commercial MXU
- Downtown
- Mixed Use Corridor
- High Impact Public
- Employment
- Parks/Open Space

Draft Presentation Prepared February 14th



Use Intensity Plan Trial (NE Quadrant)



Land Use Categories: **Neighborhoods**

Category	Characteristics	Policies
TRADITIONAL NEIGHBORHOODS	<ul style="list-style-type: none"> • Residential core, including historic district • Typically early 20th Century development • Largely but not exclusively residential. • Mixed housing densities and configurations, including SF, attached, individual multifamily buildings. • Generally small site, fine-scale • Connected traditional grid, street/sidewalk continuity. • Proximity to Downtown. • Transit access 	<ul style="list-style-type: none"> • Residential conservation with incentives • Permitted density < 8-10 du/A • Maintenance of SF character on residential blocks, ADU's permitted with adequate site area • Selected infill, including attached units and small townhome developments • Small-scale office and commercial uses with limited traffic generation that preserve residential scale. Locations limited to thoroughfare/boulevards and mixed use avenues • Infrastructure rehabilitation where necessary
ESTABLISHED NEIGHBORHOODS	<ul style="list-style-type: none"> • Fully built-out • Largely but not exclusively single-family, with some attached and small-scale multi-family • Relatively large single-use blocks • Variety of lot sizes • Larger scale grid and curvilinear streets, cul-de-sacs and loops • Typically mid- to late-century development • In some cases, internal pathways and cluster development • Transit access 	<ul style="list-style-type: none"> • Maintenance of SF character on residential blocks, ADU's permitted with adequate site area • Selected infill, including attached units and small townhome developments adjacent to existing attached units and adjacent to public uses • Neighborhood identification and strategic enhancements • Small-scale office and commercial uses with limited traffic generation as a special use on thoroughfares/boulevards and mixed use avenues • Infrastructure rehabilitation where necessary



Land Use Categories: **Neighborhoods**

Category	Characteristics	Policies
EMERGING NEIGHBORHOODS	<ul style="list-style-type: none"> Contemporary development Primarily residential and largely single-family, but also including some diversity Conventional suburban lot sizes Access to green space and internal paths in some cases Curvilinear street networks, somewhat limited inter-neighborhood connectivity Neighborhood commercial uses related to arterials CyRide access where densities or travel patterns warrant, future build-out designed to accommodate alternative transportation 	<ul style="list-style-type: none"> Standards and incentives for attainable housing and mixed densities Incentives tied to public participation in infrastructure finance Higher residential densities encouraged on multimodal streets and potential transit routes ADU's permitted on new lots with adequate site area Minimum gross density of 5 du/A in new development Low-impact office/commercial development as part of original plats Street, sidewalk, and trail connectivity Provision for neighborhood parks and trail connections
MIDDLE RESIDENTIAL NEIGHBORHOODS	<ul style="list-style-type: none"> Large groupings or concentrations of attached, townhomes, low-story multifamily May include some commercial or community services Single-family is secondary Often but not always in unified developments Parking and circulation are sometimes internalized 	<ul style="list-style-type: none"> Standards and incentives for attainable housing Incentives tied to public participation in infrastructure and project financing Higher residential densities encouraged on multimodal streets and potential transit routes ADU's permitted on new lots with adequate site area Typical gross density < 16-20 du/A Low-impact office/commercial development integrated into original project design Street, sidewalk, and trail connectivity

Land Use Categories: **Neighborhoods**

Category	Characteristics	Policies
VILLAGE NEIGHBORHOODS	<ul style="list-style-type: none"> • Based on master development plan • Strongly connected mixed uses • High street and path connectivity • Individual development areas may have separate dominant uses but relate to each other • Interior planned “village center” • Common open space and community streets as elements of urban structure • Thematic street character 	<ul style="list-style-type: none"> • Standards and incentives for attainable housing and mixed densities • Public participation in infrastructure finance for approved village project designs • Flexible infrastructure standards suited to village concept • Recognition of multiple ways to accomplish to village design with an emphasize walkability, functional public space, appropriate street design, and green infrastructure; provide flexibility in how these goals are accomplished • Overall minimum gross density > 5 du/A
UNIVERSITY NEIGHBORHOODS	<ul style="list-style-type: none"> • Sphere of influence of ISU campus • Largely multi-family, high-density, plus other campus related residential • Land use controversy at interface with surrounding neighborhoods or single-family enclaves • Street grid with some interruptions • High density of CyRide service • Include some secondary commercial, sometimes within building. • Largely (but not exclusively) university community occupancy. 	<ul style="list-style-type: none"> • Standards and incentives for attainable housing • Incentives tied to public participation in infrastructure and project financing • Higher residential densities encouraged on multimodal streets and potential transit routes • ADU’s permitted on new lots with adequate site area • Typical gross density < 16-20 du/A • Low-impact office/commercial development integrated into original project design • Street, sidewalk, and trail connectivity



Land Use Categories: Centers

Category	Characteristics	Examples
MAJOR MIXED USE	<ul style="list-style-type: none">• Regional commercial destinations• Includes both Mall and large-format free-standing commercial• Usually auto-oriented with large parking lots, often too big for demand• Typically separated from street by parking• Arterial or interstate visibility and access• In built-up areas, proposed retrofits for better alternative transportation access, new uses	North Grand Mall, 13 th and I-35 commercial, South Duff from 3 rd to 5 th
COMMUNITY MIXED USE	<ul style="list-style-type: none">• Serves local consumer needs for a district of the city or group of neighborhoods• Typical range of uses are grocery, pharmacy and other “small boxes,” supporting retail• Older projects are auto-oriented, need retrofits for better pedestrian/bicycle access• Typically auto-oriented, although design is evolving• Usually at arterial or arterial/collector intersections• Includes or adjacent to multifamily for service convenience, new projects should have a residential component• Important CyRide destinations	Lincoln Way, Franklin to Beedle



Land Use Categories: Centers

Category	Characteristics	Examples
NEIGHBORHOOD MIXED USE	<ul style="list-style-type: none">• Small scale neighborhood service center• May include convenience commercial, specialty or small-box grocery, small multitenant building, child care, local services• Typical location at arterial or collector intersections.• Usually now auto-oriented, should evolve or retrofit for pedestrian/bicycle access.• New projects should explore different site designs – 360 degree design, neighborhood connectivity.	Bloomington and Stange
VILLAGE CENTER	<ul style="list-style-type: none">• Specific design as walkable, mixed use districts• Vertical mixed use• Significant theming or public space• Center that is internal and key element of a surrounding neighborhood environment• High degree of multi-modal access; for Campustown, a CyRide nucleus	Somerset



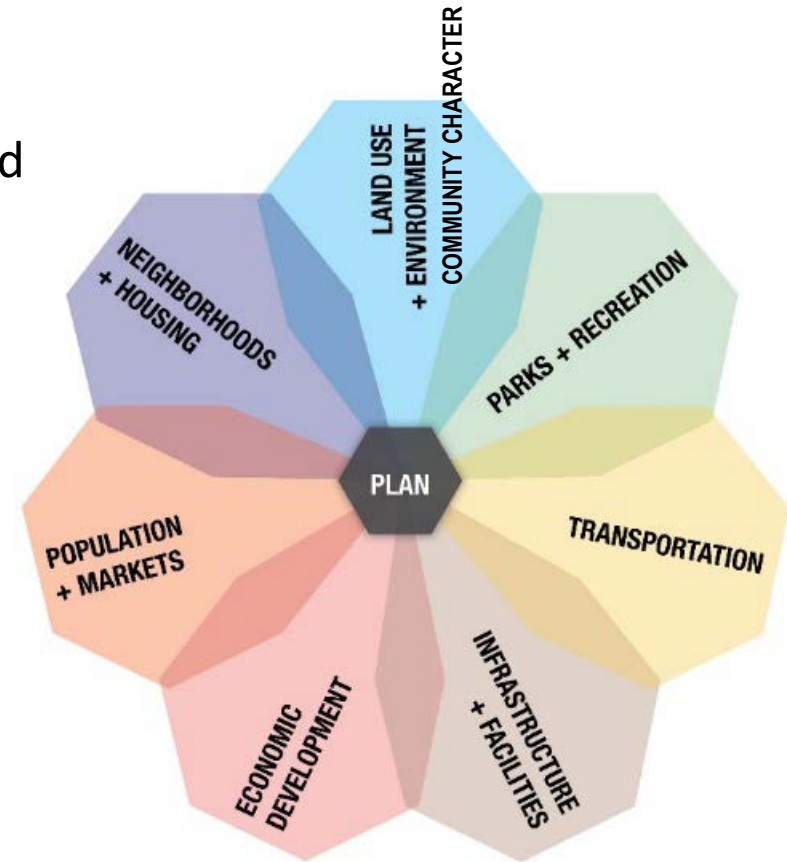
Land Use Categories: **Special Development**

Category	Characteristics	Examples
URBAN CORRIDOR	<ul style="list-style-type: none">• Major strategic arterial corridors, with primary commercial use• May connect regional, community, and neighborhood mixed use nodes• Auto-dominated now, require greatly improved connectivity for other modes• Potential for denser redevelopment with more efficient site design, use of unnecessary parking, infilling of left-over sites• Potential for increased residential presence• Different community roles and commercial mixes• Often are image centers, for better or worse• May require specific development plans and zoning overlays or special districts.• May be important transit corridors, but only with adequate supporting residential density	Lincoln Way, South Duff, 16 th (I-35 to Duff), 13 th (I-35 to Skunk River)
REDIRECTION AREAS	<ul style="list-style-type: none">• Opportunities for major redevelopment• Market demand for upgraded land use• Currently low-density/low yield areas• Require concept plans to guide future development• Require housing type and income diversity• Potential city incentives: TIF, land assembly	East Lincoln Way, Duff to Sondrol; 6 th and Grand “triangle,” West Lincoln Way sites, Others



Monthly Topics

- January:** > Selection of preferred growth scenario
- Today:** > Introduce land use and mapping concept
> Discuss housing policy directions, identify neighborhood subareas
- March:** > Review completed land use and intensity plans
> Discuss absorption of growth and implication on timing
- April:** **Refine** Culture, Community Character, Health, and Equity
- May:** **Refine** Environment and Parks
- June:** **Review completed draft plan**



All sections are important and interrelated.



LIVE.
GROW.
BELONG.



Workshop #6

December 4, 2019



LIVE.
GROW.
BELONG.



Workshop #8-Final Compiled Presentation

February 18, 2020



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Source: US Census Bureau; ISU; RDG Planning & Design, 2019



Income Range for Households (2018 ACS)

Household Income	Affordability Range (2020 equivalent \$)		
		Households	Percent
<25K	Under \$500 Rent	8,216	32.7%
\$25-39K	Rent \$500-\$1000	3,724	14.8%
\$40-49K	Rent \$500-\$1000/<\$125K OO	1,796	7.1%
\$50-75	Rent \$1K-1,500/\$125-200K OO	3,441	13.7%
\$75-99K	Rent \$1.5K/\$200-250K OO	2,773	11.0%
\$100-150K	\$250-350K OO	3,253	12.9%
>\$150	>\$350	1,920	7.6%
Total		25,123	100.0%



Affordability Analysis

Income Range	% of City Median	% of HH	# HH in range	Affordable Range for OO units	# of OO Units	Affordable Range for RO Units	# of RO Units	Total Affordable Units	Balance
\$0-25,000	47.00%	32.70%	8,216	>\$60,000	651	\$0-499	1,554	2,205	-6011
\$25,000-49,999	47-94%	21.97%	5,520	\$60,000-125,000	903	\$500-999	9,662	10,565	5045
\$50,000-74,999	94-141%	13.70%	3,441	\$125,000-200,000	3,917	\$1,000-1,499	2,957	6,874	3433
\$75-99,999	141-188%	11.04%	2,773	\$200,000-250,999	1,463	\$1,500-1,999	835	2,298	-475
\$100-150,000	188-283%	12.95%	3,253	\$250,000-400,000	2,408	\$2,000-2,999	237	2,645	-608
\$150,000+	Over 283%	7.64%	1,920	\$400,000+	535	\$3000+	-	535	-1385
Median	42,755	100.00%	25,123		9,877		15,246	25,123	0



Development Needs Distributed by Affordability Range

Development Program	2025	2030	2020-2030	2030-2040	2020-2040	% of Total Need
TOTAL NEED	1,422	1,530	2,952	3,421	6,373	
TOTAL OWNER OCCUPIED	782	841	1,623	1,882	3,505	
Affordable Low: <125,000	107	115	221	256	478	7%
Affordable Moderate: 125-200,000	204	220	424	491	915	14%
Moderate Market: 200-250,000	164	177	341	396	737	12%
Market: \$250-400,000	193	208	401	464	865	14%
High Market: Over \$400,000	114	123	236	274	510	8%
						55%
TOTAL RENTER OCCUPIED	640	688	1,328	1,539	2,868	
Low: Less than 500	263	284	547	634	1,181	19%
Affordable: 500-1,000	177	190	368	426	793	12%
Market: 1,000-1,500	110	119	229	266	495	8%
High Market: \$1,500+	89	96	185	214	399	6%
						45%

Assumption: 55%/45% Owner/Rental Occupancy Split



Housing Type Assumptions

Type	Density Range	Average Gross Density	Description
Low	<6 du/A	3 du/A	Conventional single-family detached. Includes very large lot or rural residential development
Moderate	4-12 du/A	6 du/A	Small lot single-family detached, single-family attached, duplex, townhomes
Medium	8-24 du/A	10 du/A	Townhomes, low-rise multifamily
High	>16 du/A	16 du/A	High-density townhomes, all types of multifamily



Development Needs Distributed by Density Configuration

	Low	Moderate	Middle	High
GROSS DENSITY TARGET	3 du/A	6 du/A	10 du/A	>16 du/A
OWNER OCCUPIED UNITS		841	1,623	1,882
Affordable Low: <125,000	In existing housing supply			
Affordable Moderate: 125-200,000	20%	50%	30%	
Moderate Market: 200-250,000	70%	15%	15%	
Market: \$250-400,000	70%	10%	10%	10%
High Market: Over \$400,000	70%	10%	10%	10%
RENTER OCCUPIED UNITS				
Low: Less than 500		10%	20%	70%
Affordable: 500-1,000		20%	20%	60%
Market: 1,000-1,500		20%	20%	60%
High Market: \$1,500+		25%	50%	25%

Assumption: 55%/45% Owner/Rental Occupancy Split



Development Needs by Housing Configuration

	Total	Low	Moderate	Middle	High	Total	
TOTAL OWNER OCCUPIED	3,505						
Affordable Low: <125,000	478	In existing units					
Affordable Moderate: 125-200,000	915	183	457	274		915	
Moderate Market: 200-250,000	737	516	111	111		737	
Market: \$250-350,000	865	605	86	86	86	865	
High Market: Over \$350,000	510	357	51	51	51	510	
TOTAL RENTER OCCUPIED	2,868						
Low: Less than 500	1,181		118	236	827	1181	
Affordable: 500-1,000	793		159	159	476	793	
Market: 1,000-1,500	495		99	99	297	495	
High Market: \$1,500+	399		100	199	100	399	
TOTAL NEW CONSTRUCTION		1662	1422	1956	854	5895	
Distribution Factor*		1.08	1.08	1.08	1.08	1.08	
Adjusted New Construction		1796	1538	2115	924	6373	
		28%	24%	33%	14%	100%	
GROSS DENSITY TARGET (DU/A)		3	6	10	16		
LAND NEEDS (A)		598.80	212.76	131.42	124.09	1067.07	

* New construction added to make existing housing supply available for low-income homeowners, distributed among other income cohorts

- Overall density for new development under these assumptions = 5.9 du/A



April 2019- Survey Excerpt- 3. Future Demand for Housing and Commercial Uses

Housing Options

- High multi-family availability and ongoing new construction
- Desire for single-family and different types of housing
- Affordability
- Perceived thriving rental market
- Few local builders

SURVEY: 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%

SURVEY: 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%

SURVEY: 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%

April 2019- Survey Excerpt- 2. Opportunities for Infill Development

Infill Creates Vibrancy

- Positive view of infill and redevelopment, but some tension over redevelopment initiatives.
- Preservation is important, too.
- Important to connect to existing city services like CyRide and bikeways.
- Area is already being serviced/maintained (water, sewer, snow removal, etc.)
- Concentrate commercial redevelopment to North Grand Mall and Downtown Area

Housing Options

- Lots of multi-family available and being built.
- Desire for single-family and different types of housing.

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
Focus on infill/redevelopment options	40%	29%	24%	4%	2%

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?

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%



April 2019- Survey Excerpt- 4. Sustaining Neighborhoods

Neighborhoods

- Some strong organizations that can mobilize.
- Quality of neighborhoods viewed as good, want to continue and support.

Need for more balance

- Mobility options
- Students and permanent residents
- Possible gentrification risks
- Student vs. non-student housing

SURVEY: 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%

SURVEY: 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..."





1. Housing Principles

- Policy or implementation measure discussion
- Note that there are competing interests and goals related to housing issues, more direction is needed in these situations

Housing Policy

Principle- Expand housing choice and attainability for people of all income ranges

Policy directions for discussion

- Increase the number of non-multifamily homes constructed per year
- Locations of expanded choices, i.e. growth areas, existing areas, redevelopment areas
- Expectations or allowances for changes within existing built up areas (conversions, ADU)
- Inclusive housing opportunities and requirements within new development
- Promote, encourage, support different housing types, smaller or “middle” housing types
- Incorporate a range of housing types, including urban family housing, into redirection areas. Assist with redevelopment and land assembly.
- Support affordable housing initiatives and groups, including use of federal housing funds
- Cost effective development policies

Other Discussion:

- Requirements versus incentives.
- “Minneapolis model”: Choice of minimum allocation of units to various levels; cash payment; compensatory off-site development; land donation for housing acceptable to city, 4d incentive program



Housing Policy

Principle- Maintain the quality of existing neighborhoods while also encouraging reinvestment and enhancement of existing housing stock.

Policy directions and Issues

- Maintain character of single-family blocks.
- Make strategic value-added public realm enhancements and street rehabilitation
- Limit higher density infill development to specific types of street frontages
- Encourage broader infill options that are not site specific
- Property and building upkeep and design
- Diversity of housing choices in a neighborhood compared to overall City

Other Discussion:

- Requirements versus incentives



Housing Policy

Use of Density and/or Building Types to define development areas

Policy directions for discussion

- Plan for an intentional mix of housing in growth areas
- Does density reflect actual character consistently?
 - Focus on building types, design, transitions vs. broader options within density ranges, requires more intentional planning and different zoning tools
- Focus on the most desirable project attributes without micro-managing. These attributes include walkability, placemaking and functional public space, street/sidewalk/trail connectivity, and mix of uses and development densities.
- Additionally, link infrastructure or higher intensity zoning incentives to provision of attainable housing. Establish thresholds for eligibility
- Discuss how “LUPP-Village” was intended to meet housing goals, success and failures of influencing housing (predictable, flexible, prescriptive)



Housing Policy

Advance identification and redevelopment of redirection areas

Policy directions for discussion

- Incorporate diverse housing types, including options for senior housing, in redirection areas (urban corridors, East Lincoln Way, near downtown sites), taking advantage of adjacent local services
- Identify underutilized sites and work directly with owners or potential developers toward their reuse
- Prepare sub-area plans for specific needs or goals

Other Discussion:

How active a role should the city take in redevelopment?

Financial Viability and timing of infill goals





1. Land Use Mapping Concepts

- Test Application to Northeast Quadrant of the City

Mapping Concept

1. Minor additions to Complete Streets Plan (CSP)

- Multimodal/bicycle boulevard streets not included in CSP
- Major circulation in new 2040 growth tiers

2. Complete Streets Plan reference in land use policies

- Thoroughfares/boulevards and mixed use avenues as locations for higher intensity uses in neighborhoods

3. Future Land Use Plan

- Combination of character and use designators
- Incorporates CSP
- Policy pairings to character neighborhoods

4. Intensity Plan

- Overlays intensity designators on Future Land Use Map



Future Land Use Map Categories

NEIGHBORHOODS

- Traditional Neighborhoods
- Established Neighborhoods
- Emerging Neighborhoods
- Middle Neighborhoods
- Village Neighborhoods
- University Neighborhoods

CENTERS

- Major Mixed Use
- Community Mixed Use
- Neighborhood Mixed Use
- Downtown
- Village Center
- Campustown

SPECIAL DEVELOPMENT

- Urban Corridor
- Redirection Areas
- Major Civic

EMPLOYMENT

- Major Industrial Employment
- Office/Research
- Gritty Urban

RURAL

- Development Reserve
- Agricultural



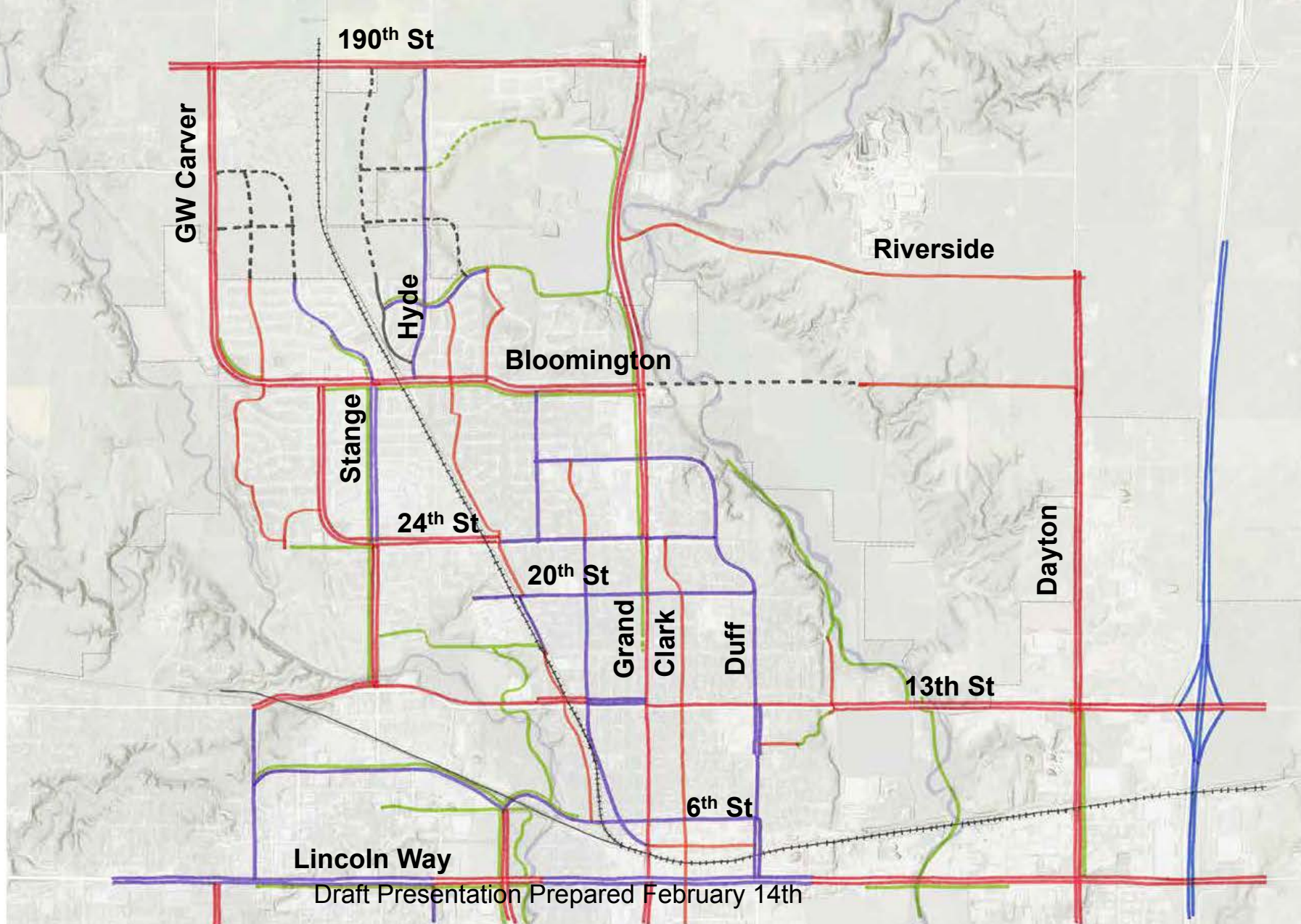
Land Use Intensity Map Categories

Intensity Classification	Residential (gross)	Commercial/Office	Industrial
Low	5 du/A or less in built-up areas; 5 du/A minimum, up to 8 du/A maximum in emerging or redirection areas	Under 0.3 FAR (1 level, 3:1 maximum parking ratio, 75% IPC), 10,000 SF maximum building footprint; traffic generation under 100 vpd	No external environmental impact, no external storage, same FAR limitation, less than 75% IPC
Moderate	8 du/A or less in built-up areas; 6 du/A minimum, 12 du/A typical maximum in emerging or redirection areas	0.3-0.6 FAR (2 level, 4:1 maximum parking ratio, 75% IPC), 20,000 SF maximum building footprint, traffic generation under 400 vpd	
Middle	12 du/A or less in built-up areas; 10 du/A minimum, 24 du/A typical maximum in emerging or redirection areas	0.6-1.0 FAR, (80,000 SF, maximum building footprint, 5:1 maximum parking ratio, traffic generation under 1,000 vpd	Moderate potential external environmental impact, limited external storage with screening, same FAR limitation, less than 75% IPC
High	32 du/A or less in built-up areas; 24 du/A minimum in emerging or redirection areas	Over 1.0 FAR, over 80,000 SF maximum building footprint, 5:1 maximum parking ratio, traffic generation above 1,000 vpd	High potential environmental impact, external storage with screening, same FAR limitation, less than 85% IPC

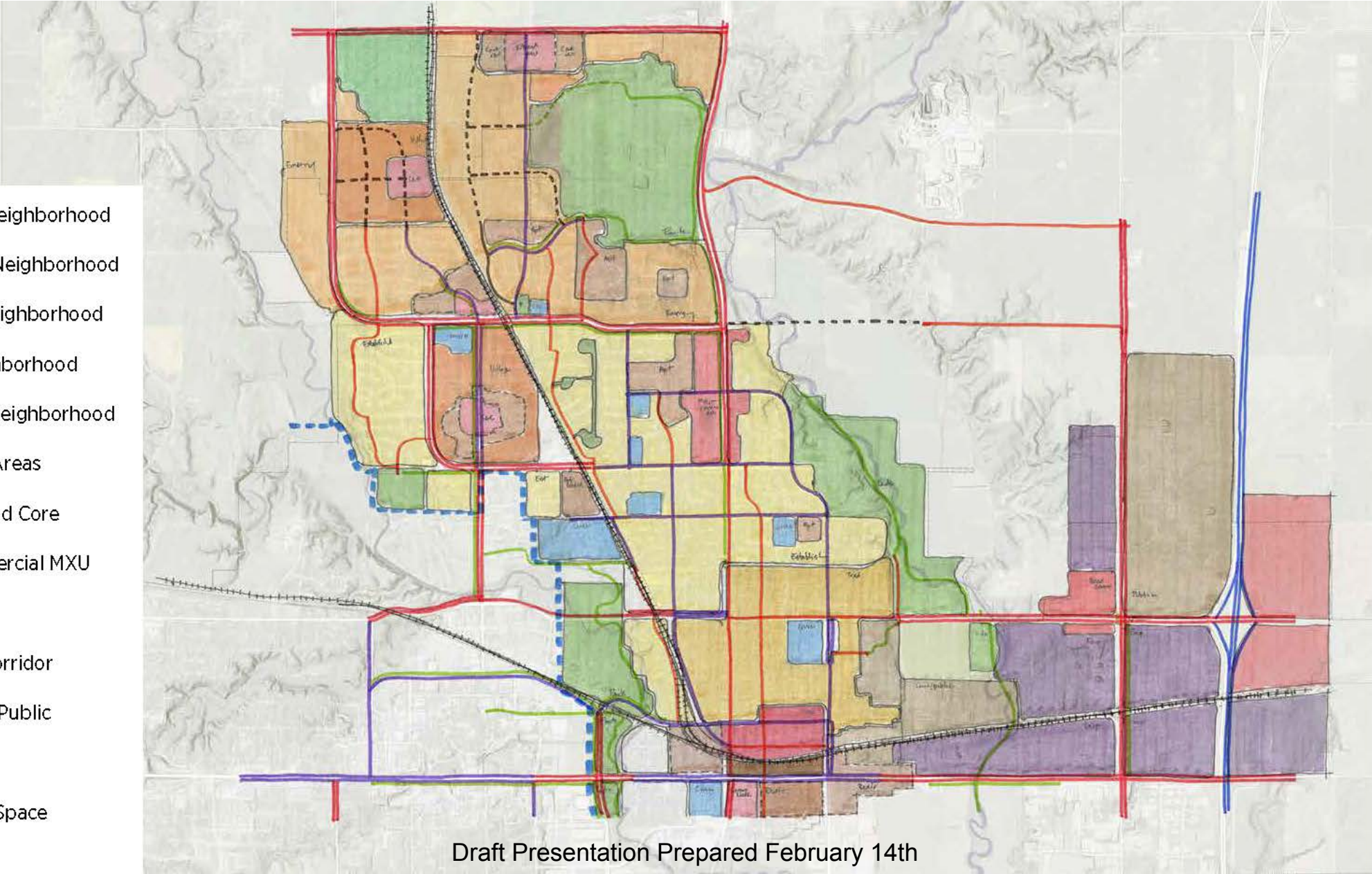


Modified Complete Streets Plan Concept (NE Quadrant)

- Limited Access
- Thoroughfares
- Boulevards
- Avenues
- Mixed Use Avenues
- Other Multimodal Streets
- Future Circulation
- Trails



Land Use Plan Trial (NE Quadrant)

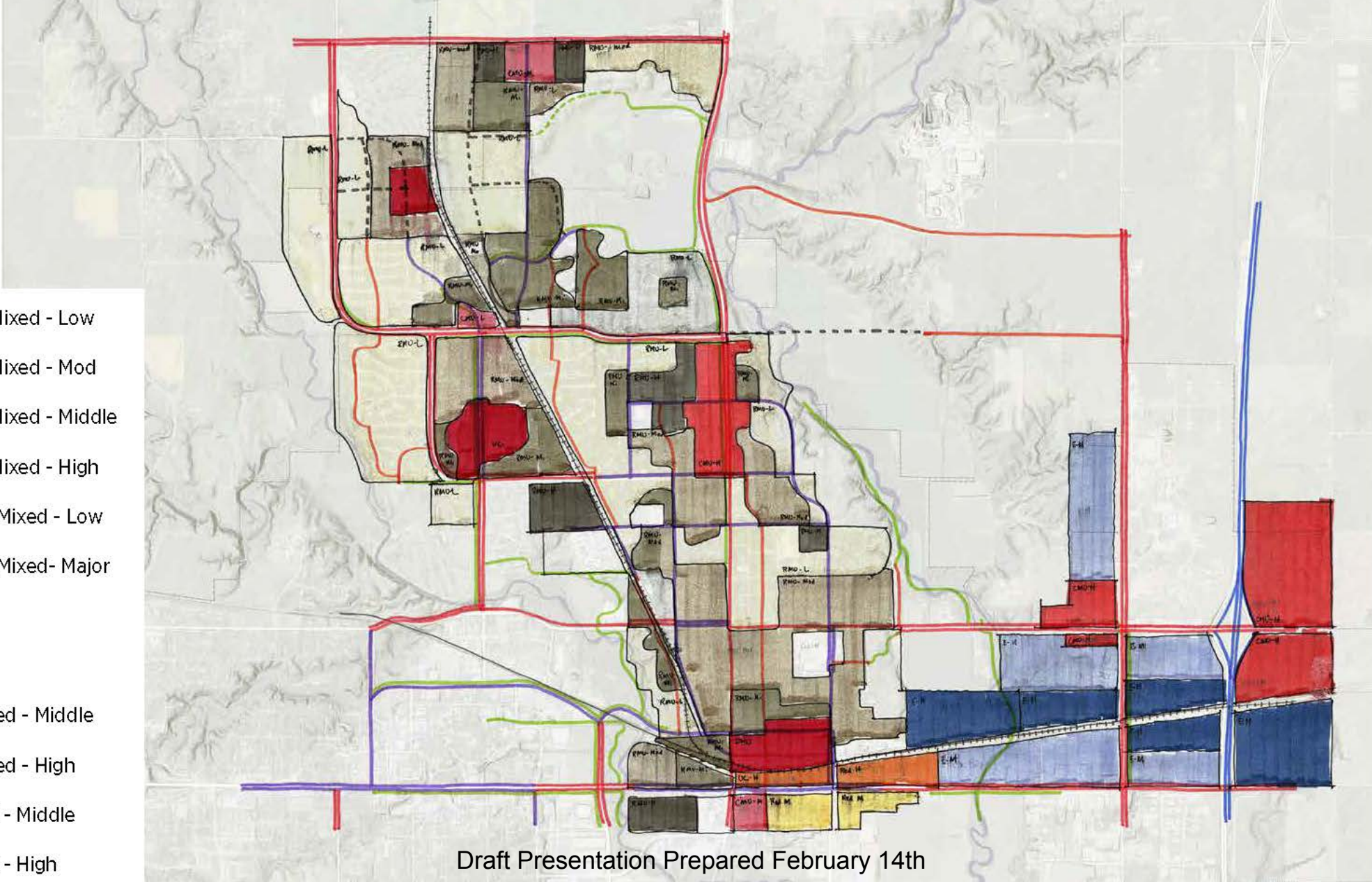


- Traditional Neighborhood
- Established Neighborhood
- Emerging Neighborhood
- Village Neighborhood
- Multifamily Neighborhood
- Redirection Areas
- Neighborhood Core
- Major Commercial MXU
- Downtown
- Mixed Use Corridor
- High Impact Public
- Employment
- Parks/Open Space

Draft Presentation Prepared February 14th



Use Intensity Plan Trial (NE Quadrant)



Land Use Categories: **Neighborhoods**

Category	Characteristics	Policies
TRADITIONAL NEIGHBORHOODS	<ul style="list-style-type: none"> • Residential core, including historic district • Typically early 20th Century development • Largely but not exclusively residential. • Mixed housing densities and configurations, including SF, attached, individual multifamily buildings. • Generally small site, fine-scale • Connected traditional grid, street/sidewalk continuity. • Proximity to Downtown. • Transit access 	<ul style="list-style-type: none"> • Residential conservation with incentives • Permitted density < 8-10 du/A • Maintenance of SF character on residential blocks, ADU's permitted with adequate site area • Selected infill, including attached units and small townhome developments • Small-scale office and commercial uses with limited traffic generation that preserve residential scale. Locations limited to thoroughfare/boulevards and mixed use avenues • Infrastructure rehabilitation where necessary
ESTABLISHED NEIGHBORHOODS	<ul style="list-style-type: none"> • Fully built-out • Largely but not exclusively single-family, with some attached and small-scale multi-family • Relatively large single-use blocks • Variety of lot sizes • Larger scale grid and curvilinear streets, cul-de-sacs and loops • Typically mid- to late-century development • In some cases, internal pathways and cluster development • Transit access 	<ul style="list-style-type: none"> • Maintenance of SF character on residential blocks, ADU's permitted with adequate site area • Selected infill, including attached units and small townhome developments adjacent to existing attached units and adjacent to public uses • Neighborhood identification and strategic enhancements • Small-scale office and commercial uses with limited traffic generation as a special use on thoroughfares/boulevards and mixed use avenues • Infrastructure rehabilitation where necessary



Land Use Categories: **Neighborhoods**

Category	Characteristics	Policies
EMERGING NEIGHBORHOODS	<ul style="list-style-type: none"> Contemporary development Primarily residential and largely single-family, but also including some diversity Conventional suburban lot sizes Access to green space and internal paths in some cases Curvilinear street networks, somewhat limited inter-neighborhood connectivity Neighborhood commercial uses related to arterials CyRide access where densities or travel patterns warrant, future build-out designed to accommodate alternative transportation 	<ul style="list-style-type: none"> Standards and incentives for attainable housing and mixed densities Incentives tied to public participation in infrastructure finance Higher residential densities encouraged on multimodal streets and potential transit routes ADU's permitted on new lots with adequate site area Minimum gross density of 5 du/A in new development Low-impact office/commercial development as part of original plats Street, sidewalk, and trail connectivity Provision for neighborhood parks and trail connections
MIDDLE RESIDENTIAL NEIGHBORHOODS	<ul style="list-style-type: none"> Large groupings or concentrations of attached, townhomes, low-story multifamily May include some commercial or community services Single-family is secondary Often but not always in unified developments Parking and circulation are sometimes internalized 	<ul style="list-style-type: none"> Standards and incentives for attainable housing Incentives tied to public participation in infrastructure and project financing Higher residential densities encouraged on multimodal streets and potential transit routes ADU's permitted on new lots with adequate site area Typical gross density < 16-20 du/A Low-impact office/commercial development integrated into original project design Street, sidewalk, and trail connectivity



Land Use Categories: **Neighborhoods**

Category	Characteristics	Policies
VILLAGE NEIGHBORHOODS	<ul style="list-style-type: none"> • Based on master development plan • Strongly connected mixed uses • High street and path connectivity • Individual development areas may have separate dominant uses but relate to each other • Interior planned “village center” • Common open space and community streets as elements of urban structure • Thematic street character 	<ul style="list-style-type: none"> • Standards and incentives for attainable housing and mixed densities • Public participation in infrastructure finance for approved village project designs • Flexible infrastructure standards suited to village concept • Recognition of multiple ways to accomplish to village design with an emphasize walkability, functional public space, appropriate street design, and green infrastructure; provide flexibility in how these goals are accomplished • Overall minimum gross density > 5 du/A
UNIVERSITY NEIGHBORHOODS	<ul style="list-style-type: none"> • Sphere of influence of ISU campus • Largely multi-family, high-density, plus other campus related residential • Land use controversy at interface with surrounding neighborhoods or single-family enclaves • Street grid with some interruptions • High density of CyRide service • Include some secondary commercial, sometimes within building. • Largely (but not exclusively) university community occupancy. 	<ul style="list-style-type: none"> • Standards and incentives for attainable housing • Incentives tied to public participation in infrastructure and project financing • Higher residential densities encouraged on multimodal streets and potential transit routes • ADU’s permitted on new lots with adequate site area • Typical gross density < 16-20 du/A • Low-impact office/commercial development integrated into original project design • Street, sidewalk, and trail connectivity



Land Use Categories: Centers

Category	Characteristics	Examples
MAJOR MIXED USE	<ul style="list-style-type: none">• Regional commercial destinations• Includes both Mall and large-format free-standing commercial• Usually auto-oriented with large parking lots, often too big for demand• Typically separated from street by parking• Arterial or interstate visibility and access• In built-up areas, proposed retrofits for better alternative transportation access, new uses	North Grand Mall, 13 th and I-35 commercial, South Duff from 3 rd to 5th
COMMUNITY MIXED USE	<ul style="list-style-type: none">• Serves local consumer needs for a district of the city or group of neighborhoods• Typical range of uses are grocery, pharmacy and other “small boxes,” supporting retail• Older projects are auto-oriented, need retrofits for better pedestrian/bicycle access• Typically auto-oriented, although design is evolving• Usually at arterial or arterial/collector intersections• Includes or adjacent to multifamily for service convenience, new projects should have a residential component• Important CyRide destinations	Lincoln Way, Franklin to Beedle



Land Use Categories: Centers

Category	Characteristics	Examples
NEIGHBORHOOD MIXED USE	<ul style="list-style-type: none">• Small scale neighborhood service center• May include convenience commercial, specialty or small-box grocery, small multitenant building, child care, local services• Typical location at arterial or collector intersections.• Usually now auto-oriented, should evolve or retrofit for pedestrian/bicycle access.• New projects should explore different site designs – 360 degree design, neighborhood connectivity.	Bloomington and Stange
VILLAGE CENTER	<ul style="list-style-type: none">• Specific design as walkable, mixed use districts• Vertical mixed use• Significant theming or public space• Center that is internal and key element of a surrounding neighborhood environment• High degree of multi-modal access; for Campustown, a CyRide nucleus	Somerset



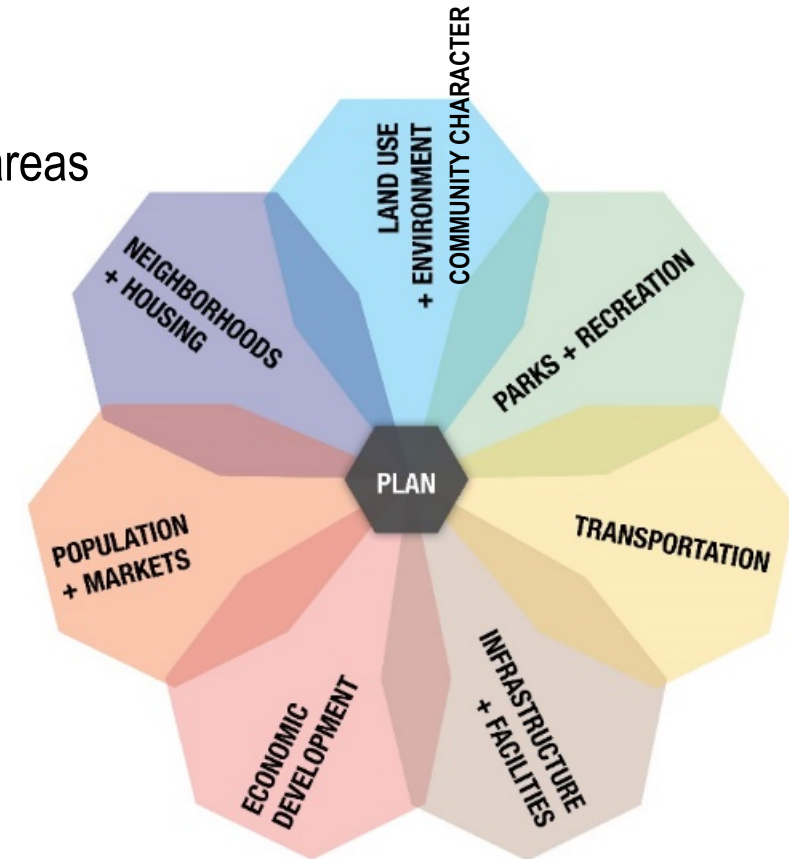
Land Use Categories: **Special Development**

Category	Characteristics	Examples
URBAN CORRIDOR	<ul style="list-style-type: none">• Major strategic arterial corridors, with primary commercial use• May connect regional, community, and neighborhood mixed use nodes• Auto-dominated now, require greatly improved connectivity for other modes• Potential for denser redevelopment with more efficient site design, use of unnecessary parking, infilling of left-over sites• Potential for increased residential presence• Different community roles and commercial mixes• Often are image centers, for better or worse• May require specific development plans and zoning overlays or special districts.• May be important transit corridors, but only with adequate supporting residential density	Lincoln Way, South Duff, 16 th (I-35 to Duff), 13 th (I-35 to Skunk River)
REDIRECTION AREAS	<ul style="list-style-type: none">• Opportunities for major redevelopment• Market demand for upgraded land use• Currently low-density/low yield areas• Require concept plans to guide future development• Require housing type and income diversity• Potential city incentives: TIF, land assembly	East Lincoln Way, Duff to Sondrol; 6 th and Grand “triangle,” West Lincoln Way sites, Others



Monthly Topics

- January:** > Selection of preferred growth scenario
- Today:** > Introduce land use and mapping concept
> Discuss housing policy directions, identify neighborhood subareas
- March:** > Review completed land use and intensity plans
> Discuss absorption of growth and implication on timing
- April:** **Refine** Culture, Community Character, Health, and Equity
- May:** **Refine** Environment and Parks
- June:** **Review completed draft plan**



All sections are important and interrelated.

Draft Presentation Prepared February 14th



LIVE.
GROW.
BELONG.



MINUTES OF THE SPECIAL MEETING OF THE AMES CITY COUNCIL

AMES, IOWA

FEBRUARY 18, 2020

The Special Meeting of the Ames City Council was called to order by Mayor John Haila at 6:00 p.m. on the 18TH day of February, 2020, in the City Council Chambers in City Hall, 515 Clark Avenue. Council Members Bronwyn Beatty-Hansen, Gloria Betcher, Tim Gartin, Rachel Junck, and David Martin were present. Council Member Amber Corrieri and *ex officio* Member Devyn Leeson were absent.

AMES PLAN 2040 UPDATE:

Planning and Housing Director Kelly Diekmann told Council that the draft presentation sent on Friday included details needed to help focus this meeting on housing principles and land use classifications. He said conversation among Council members will assist the Ames Plan 2040 team with next steps.

Housing Principles:

RDG Consultant Marty Shukert reviewed income ranges for households and the correlating affordability ranges for housing. He said a very high percentage of residents earning under \$25,000 per year are students. Mr. Shukert showed Council the affordability ranges compared with the number of units available for each range, noting the shortage of needed housing in some categories. It was noted that any dwelling unit is considered a household. Mr. Shukert said there's a non-household category used by the census for group quarters like dormitories and nursing homes. He said households desire to pay 30% or less for housing.

Mr. Shukert discussed the demand for units by affordability range. He said new construction is estimated to be 55% owner-occupied and 45% renter-occupied. Mr. Shukert stated the largest need is owner-occupied units for those with incomes between \$125,000-\$200,000. Council Member Martin said it makes sense to take the housing needs at the lower-income levels more seriously. Mr. Diekmann said census data shows that the majority of Ames residents don't overextend themselves with house payments. Council Member Beatty-Hansen asked about the availability of homes for those with incomes less than \$125,000. Mr. Shukert said it's being assumed that existing housing meets that need.

City Manager Steve Schainker asked if land needs take into account the vacant land within the City. Mr. Shukert said that land is considered green field and not new land. Council Member Betcher asked about housing price ranges and how they depend on the cost of land. Mr. Shukert said the prices are based on affordability by owners. Mr. Diekmann explained higher-density units have less land costs but higher construction costs. Council Member Gartin suggested real estate agents and loan officers in Ames have knowledge and feedback that could benefit the process. Mr. Diekmann said there was a real estate stakeholder group who assisted in the process. Council Member Gartin said additional feedback could assist Council in making policy decisions. Mr. Diekmann said the numbers provided are based on census data. Mr. Shukert said real estate agents and developers also depend on the census numbers. He said the team would welcome any feedback.

Mr. Diekmann told Council that staff needs policy direction on the presented draft housing policy principles.

Expand housing choice and attainability for people of all income ranges.

Mayor Haila asked about the sub-bullet regarding inclusive housing opportunities within new development. Mr. Diekmann said that means there will be different housing types and different price points. Mr. Shukert said designating redevelopment areas goes beyond a box on the map and implies public participation. Council Member Gartin asked to what degree Ames can develop policy to compete with housing in smaller communities. Mr. Shukert said housing in Ames will not necessarily be in direct competition with smaller towns in the County because of the services Ames can offer, and because there are people who prefer the small town lifestyle. Council Member Gartin said he would like to see housing provided in the East Industrial Area. Council Member Betcher said she would like the focus to be on ensuring the existing affordable housing does not go away. Mr. Shukert said new affordable housing will depend on how much the community is willing to subsidize. Council Member Junck said creating more affordable housing will be difficult, but is still worth investigating further. Council members concurred with the top section of sub-bullets under this proposed housing policy.

Maintain the quality of existing neighborhoods while also encouraging reinvestment and enhancement of existing housing stock.

Council Member Beatty-Hansen said she hopes accessory dwelling units (ADUs) are considered. Council Member Betcher said ADUs are a great idea, but difficult to accomplish in college towns. Mr. Diekmann said standards and design components would need to be considered. Council Member Martin said all members have emphasized infill and he is comfortable looking into ADUs. Mr. Gartin asked why existing neighborhoods are being looked at if there are other infill options. Mr. Shukert said conserving neighborhoods is critical, and that policy should be identified for the situations where housing deteriorates and land uses could change. Mr. Gartin said he doesn't have the political courage to adopt a policy allowing change to existing neighborhoods. He said if accommodating approximately 15,000 additional people within the City can be accomplished through other infill methods, he would like to see those explored before looking at existing neighborhoods. Mr. Shukert said a policy is needed that states where density is acceptable. Ms. Betcher said she's curious about how the discussions Council had regarding near-Campus neighborhoods can be part of the policy. Mayor Haila said he is concerned about neighborhood issues if ADUs are allowed and there's not a design component. He said there's a certain expectation someone has when moving into a neighborhood. Mr. Diekmann said many cities require owners to live in one unit. Mayor Haila said that requirement could be viewed as a property rights issue and not be upheld. Mr. Martin said he is advocating for investigating ADUs further. Ms. Beatty-Hansen said some existing neighborhoods would allow for ADUs. Council members concurred with the sub-bullets under this proposed housing policy, including looking into ADUs as a future issue.

Use of density and/or building types to define development areas.

Mr. Shukert said the village idea in the Land Use Policy Plan (LUPP) was well-intentioned but is micro-managed. Mr. Shukert said they would like to see broad concepts of what makes the village idea a good thing and something the private market can use. Mr. Diekmann said incentives will need policies, such as for over-sizing streets. He said the current LUPP discusses expectations by geographies instead of uses. Mayor Haila asked if the Council will have control when a buyer of property wants to do something different with the property. Mr. Diekmann said

the City should start with an expectation to be sure the uses desired are being created. Mr. Shukert said a center or node can be built in many ways. Mr. Diekmann said saying “commercial is important” in an area, without stating exactly what is required, implies a long-term view for planning for eventual needs. Mayor Haila said this could potentially give some certainty to developers while details can be determined by staff. Mr. Diekmann concurred, and said hopefully there will be more context for Council when a request comes to change something. He said there’s very little context for amendments in the current LUPP. Council members concurred with the sub-bullets under this proposed housing policy.

Advance identification and redevelopment of redirection areas.

Council members concurred with the sub-bullets under this proposed housing policy.

Land Use Classifications Example:

Mr. Shukert told Council that the team is suggesting some additions to the Complete Streets Plan (CSP) to include some streets that have become more significant in the community. Future Land Use Map categories were reviewed and intensity map categories were discussed. Director Diekmann explained that the proposed category names reflect the context and makeup of a particular area rather than the terminology of low-, medium-, or high-density. He said this way of categorizing would address growth areas and the character of existing neighborhoods. Mr. Diekmann said the team wants to know if the Council likes the proposed contextual descriptions over the traditional low-, medium-, and high-density terms before RDG maps out the City.

Mayor Haila asked if there would be new guidelines for developing within areas. Mr. Diekmann said he thinks this is considered more flexible from a designation perspective and will focus more on the zoning side than the land use side. Council Member Martin said this could result in fewer requests for amendments and has some appeal. Mr. Diekmann said the descriptions of the categories are the most important. Mr. Martin said if the categorizations are a way to group things together, he is fine with that. Mr. Shukert said this is a trial and it will be brought back next to Council next month.

Council Member Gartin asked how these designations would be different than current designations. Mr. Shukert said these classifications are separated from the zoning map and are intended to be more of a holistic policy. Mayor Haila said the alternative names of low-, medium-, and high-density have no real descriptors of what is in the area. He asked if this will streamline decision-making. Mr. Diekmann said it depends on how permissive Council is on making zoning changes. RDG Consultant Cory Scott said the proposed categories add context and character to the density factor, and that this would be a helpful tool for Council. Mr. Diekmann said the designations help guide factors of change.

Council Member Betcher noted the conflict between low- and high-density in some areas such as the near-Campus neighborhoods. Mr. Shukert said he’s not sure of the approach for those areas yet, but will have more details next month. Council members supported the approach of the map shown. Mr. Martin said it’s a concept and may not be exhaustive. Ms. Betcher said she wants to be certain the near-Campus neighborhood designation does not get lost. Mr. Diekmann asked if an additional category is desired to reflect the near-Campus neighborhood parking restrictions. Ms. Betcher concurred. Ms. Beatty-Hansen said, other than the rental capacity and rental cap purpose, she doesn’t see the need for the near-Campus neighborhood definition. Mr. Shukert said the near-Campus neighborhoods can be

addressed with a separate description to be more effective.

Director Diekmann asked if Council wants to move forward with the proposed terminology. Council members concurred on proceeding with further development of the concept. Mr. Diekmann said a city-wide map will be prepared.

Mr. Martin asked about next steps. Mr. Diekmann said mapping out the City with the new land use terminology will be first, and then zoning categories will be looked at. Council decided the next meeting on Ames Plan 2040 will be March 31, 2020.

Other:

None.

COUNCIL COMMENTS:

Ms. Junck said it is National Engineer Week and an event was held at the Research Park to celebrate the work of engineers.

Mayor Haila said ISU Student Government and the City Council will have a joint meeting on March 4, 2020 at 5:30 p.m.

DISPOSITION OF COMMUNICATIONS TO COUNCIL:

Moved by Gartin, seconded by Junck, to request a memo from staff regarding the letter from Justin Dodge requesting further direction on regional improvements at State Avenue and Zumwalt Station Road.

Vote on Motion: 5-0. Motion declared carried unanimously.

Moved by Martin, seconded by Betcher, to refer to staff the request from Clarke Pasley and request a memo regarding how Council could proceed to allow parking on Westbrook Drive.

Vote on Motion: 5-0. Motion declared carried unanimously.

ADJOURNMENT: The meeting was adjourned at 9:20 p.m.

Diane R. Voss, City Clerk

John A. Haila, Mayor

Erin Thompson, Recording Secretary