



City of Ames Downtown Plaza Master Plan

January 2021

Project Introduction

Lot N discussed for Large Plaza

- 1990's Downtown Plan
- 2005 Catalyst Project
- 2009 Plaza Plan

City Council's 2020 Goals:

- We value a fun, vibrant community that attracts and retains people
- Begin construction on Downtown Community Space in 2021

Plaza is a component of the City's pursuit of an Iowa Reinvestment District designation

City Council discussed potential features for a public space on November 24th, 2020



Project Team Introductions



KELLY DIEKMANN
City of Ames
Planning and Housing Director



MATT CARLILE
Principal + Landscape Architect



KEITH ABRAHAM
City of Ames
Director of Parks and Recreation



DENISE HURT
Project Manager + Landscape Architect

Project Context



Program Requirements

City of Ames - Goals

- Activate downtown
- Attract all age groups
- Year-round use
- Innovative design
- Low maintenance

Potential Features

- Interactive water feature
- Sculpture/Public Art
- Ice Skating
- Place to host small performances
- Shelter/shade structure
- Public restrooms
- Provide parking around the plaza
- Gathering/seating area(s)
- Blend of hardscape and greenspace
- Bike parking
- Connection at Clark Street to City Hall
- Opportunity to support entrepreneurial micro-business
- Consider future connections to Main Street
- Existing drop-box needs to be accommodated

Participate in our polling questions using your smart phone, computer, or tablet by going to www.menti.com and enter code 27 10 77 0

Leave Zoom app open - Open new web browser tab - Open menti.com

Process - Precedent Research

THE EXCHANGE | FORT COLLINS, CO

PLAN VIEW:
SIZE: 1.2 ACRES

MAJOR PROGRAMS:
The Exchange in Fort Collins offers several opportunities for discovery and exploration including:

- Overhead Lighting
- Overhead Structures
- Outdoor Eating Area
- Outdoor Game Space
- Bike Amenities
- Tree Cover
- Concession Space
- Fire pits

THE EXCHANGE | FORT DOWNTOWN PLA
AMES, IOWA

INDIAN CREEK PLAZA | CALDWELL, ID

PLAN VIEW:
SIZE: 1.2 ACRES

MAJOR PROGRAMS:
Indian Creek Plaza offers several opportunities for discovery and exploration including:

- Ice Skating Rink
- Outdoor Stage and Shelter
- Overhead Lighting
- Open Lawn
- Splash Play Area
- Tree Allee
- Memorial Sculptures
- Holiday Events
- Water Features/Fountains
- Seasonal Farmers Market

INDIAN CREEK PLAZA | DOWNTOWN PLA
AMES, IOWA

UPTOWN NORMAL | NORMAL, IL

PLAN VIEW:
SIZE: 0.4 ACRES

MAJOR PROGRAMS:
Uptown Normal offers several opportunities for discovery and exploration including:

- Open lawn area
- Circular fountain structure
- Concentric circular benches
- Seasonal events and festivals
- Cascading pools
- Lighting features
- Bridges
- Food trucks
- Interactive and educational water features

UPTOWN NORMAL | DOWNTOWN PLA
AMES, IOWA

CENTRAL PARK PLAZA | VALPARAISO, IN

PLAN VIEW:
SIZE: 0.28 ACRES

MAJOR PROGRAMS:
Central Park Plaza in Valparaiso offers several opportunities for discovery and exploration including:

- Overhead Lighting
- Overhead Structure/Stage
- Stage Space For Small Events
- Open Space
- Ice Skating Rink
- Tree Cover
- Memorial Benches
- Holiday Events
- Water Feature
- Area For Tents and Gatherings
- Splash Pad

CENTRAL PARK PLAZA | DOWNTOWN PLA
AMES, IOWA

MAIN STREET SQUARE | RAPID CITY, SD

PLAN VIEW:
SIZE: 0.91 ACRES
COST: 6.5 MILLION

MAJOR PROGRAMS:
Main Street Square offers several opportunities for discovery and exploration including:

- Water feature/fountain
- Seasonal ice skating
- Summer music performances
- Shelter/Shade Structure
- Public Restrooms
- Big Gathering Open Space/ seating area(s)
- Art lighting
- Blend of hardscape and greenspace
- Bike amenities
- Food Trucks
- Memorial Sculptures
- Stage for Performance

DESCRIPTION:
Main Street Square has become an iconic landmark for Rapid City and the Black Hills. A public plaza with waterfalls and a splash pad in the summer that transitions into the region's only ice rink of its kind in the winter. Main Street Square works diligently to plan, promote and execute events downtown that attract an estimated 600,000 visitors annually. Signature events such as the Great Downtown Pumpkin Festival, Golden Hour Live + SD Made Mini Market, Cruiser Car Show and Bierbistro put the downtown on display while improving the quality of life for citizens.

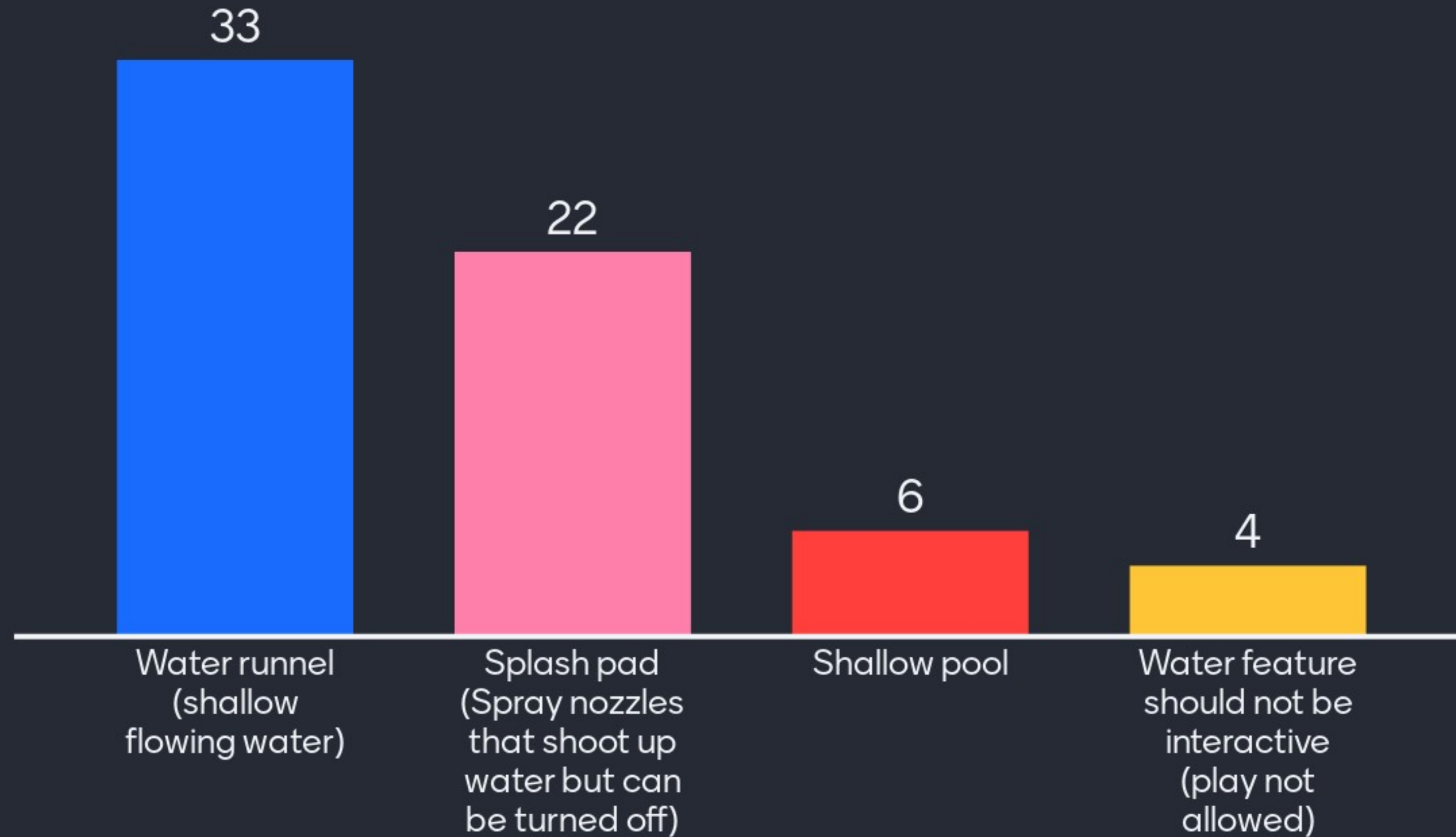
MAIN STREET SQUARE | RAPID CITY, SD DOWNTOWN PLAZA | PRECEDENT STUDIES
AMES, IOWA

Projects of similar scale and/or with similar program elements were researched to learn more about successes and challenges.

Plan Features - Interactive Water Feature



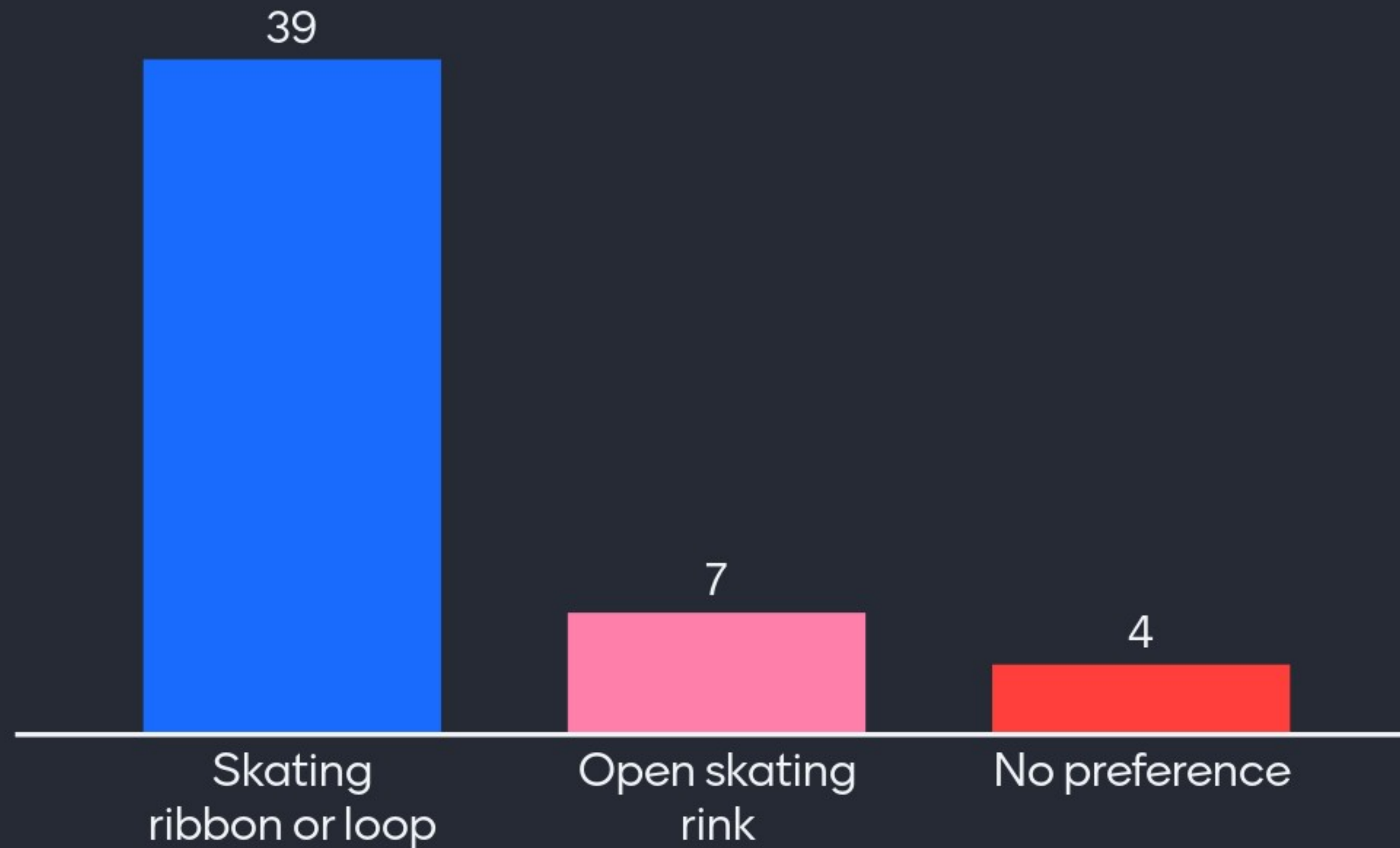
If an interactive Water Feature is included in the Downtown Plaza, what style do you prefer?



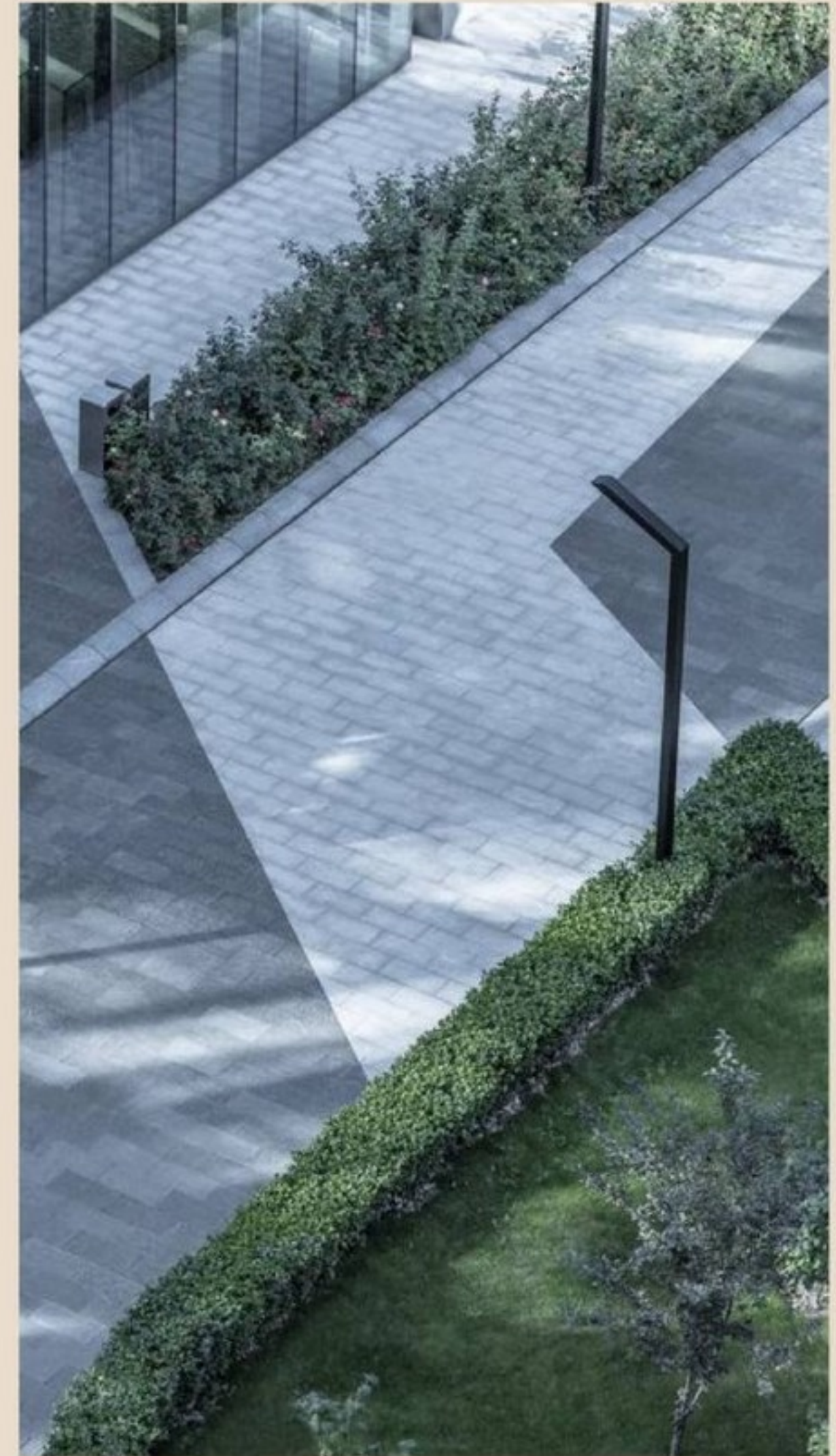
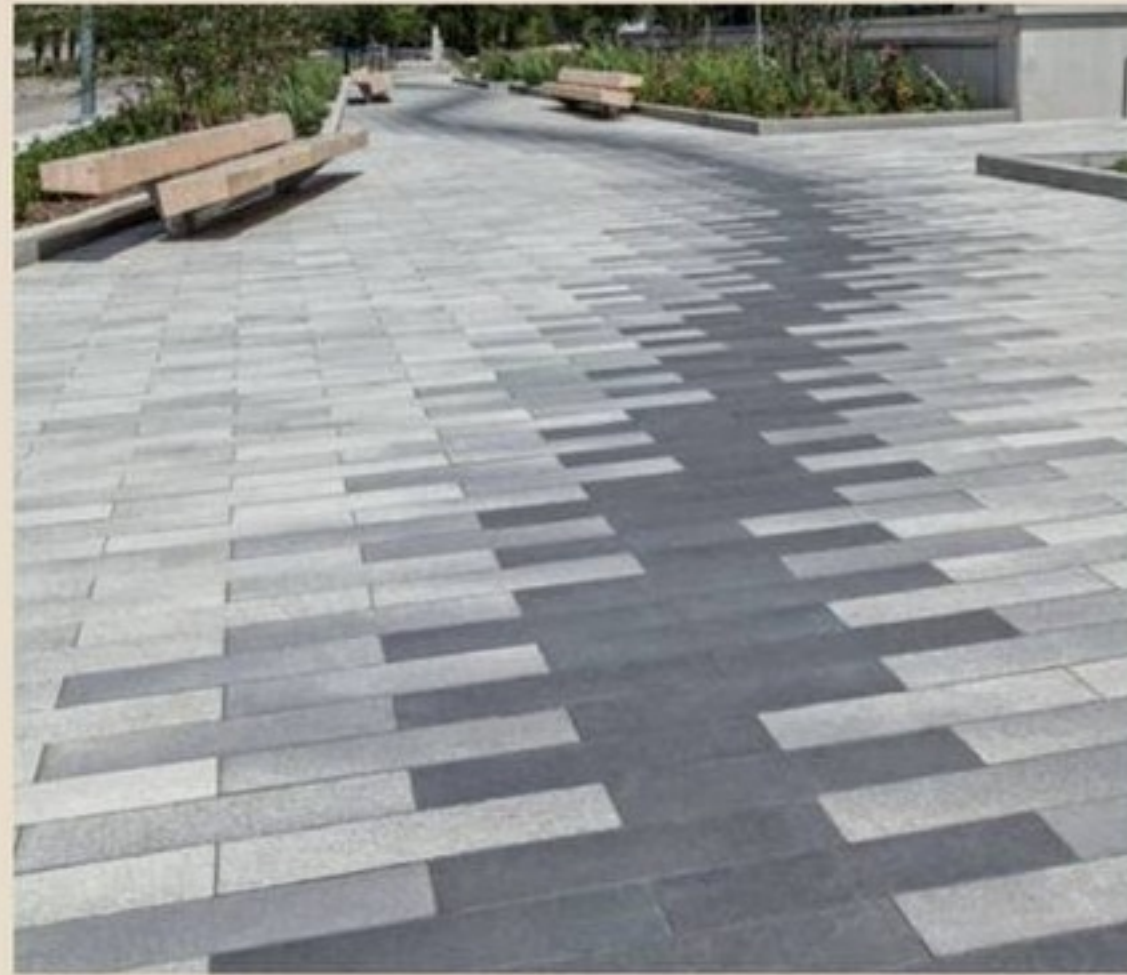
Plan Features – Ice Skating



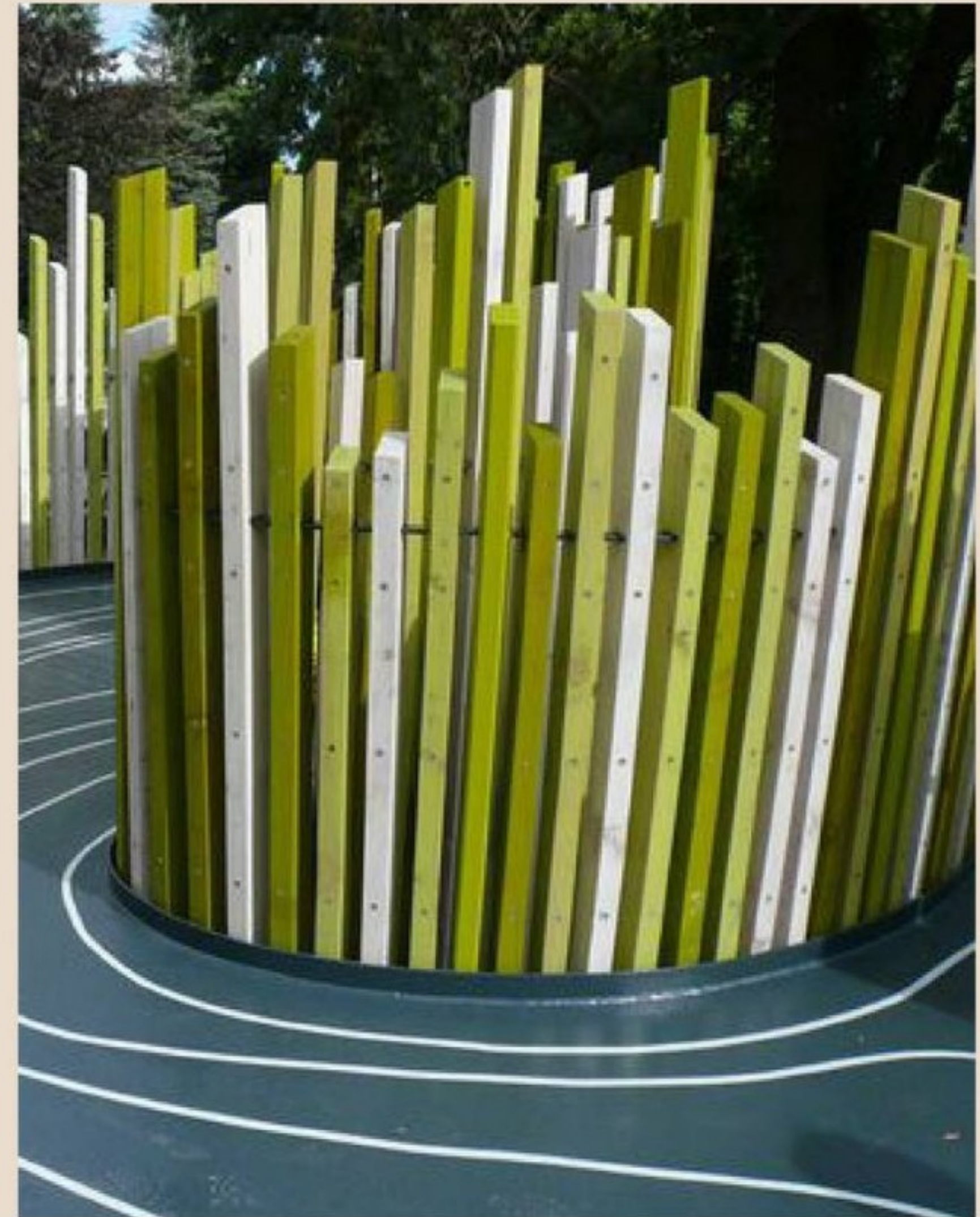
If recreational ice skating (with skate rental) is offered at the Downtown Plaza, what style of ice layout do you prefer?



Plan Features - Decorative Paving



Plan Features – Art Wall



Plan Features – Furnishings



SWINGING BENCHES



SWINGING BENCHES



TABLES & CHAIRS



INTERACTIVE ART

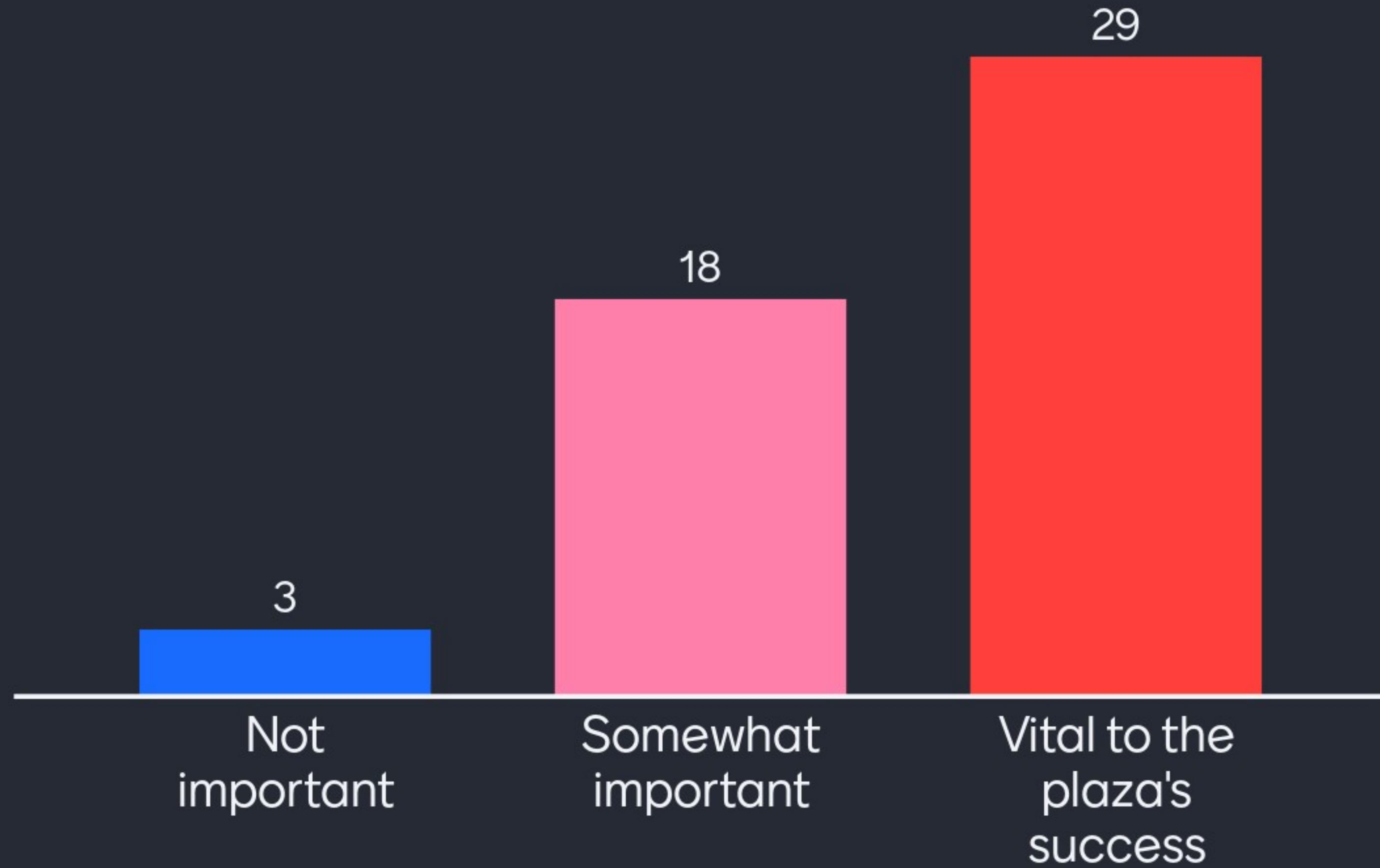


BIKE PARKING



BENCH SEATING

How important are bicycle connections and bicycle parking to this project?



Plan Features – Flexible Plaza Space



PING PONG TABLES



SPLASH PAD



POP-UP BUSINESSES



FOOD TRUCKS

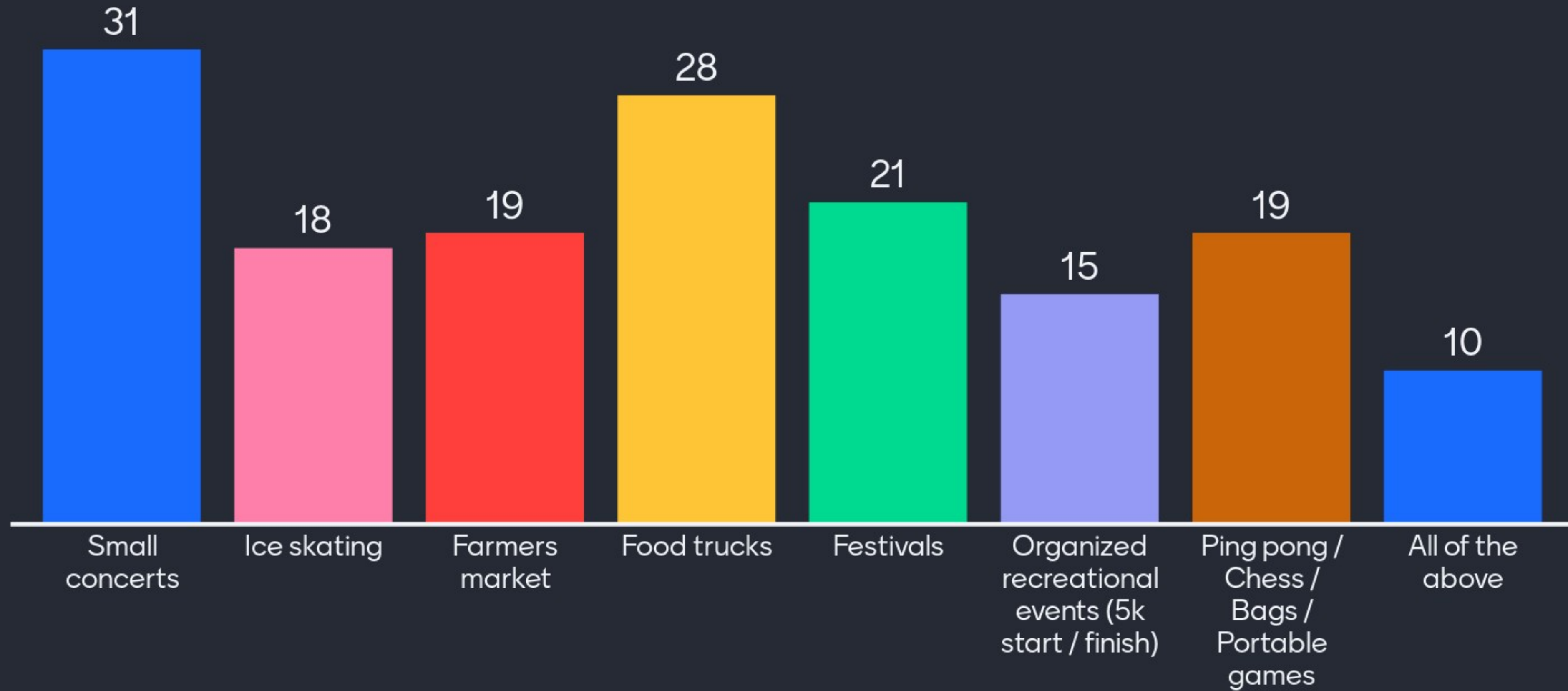


CASUAL SEATING

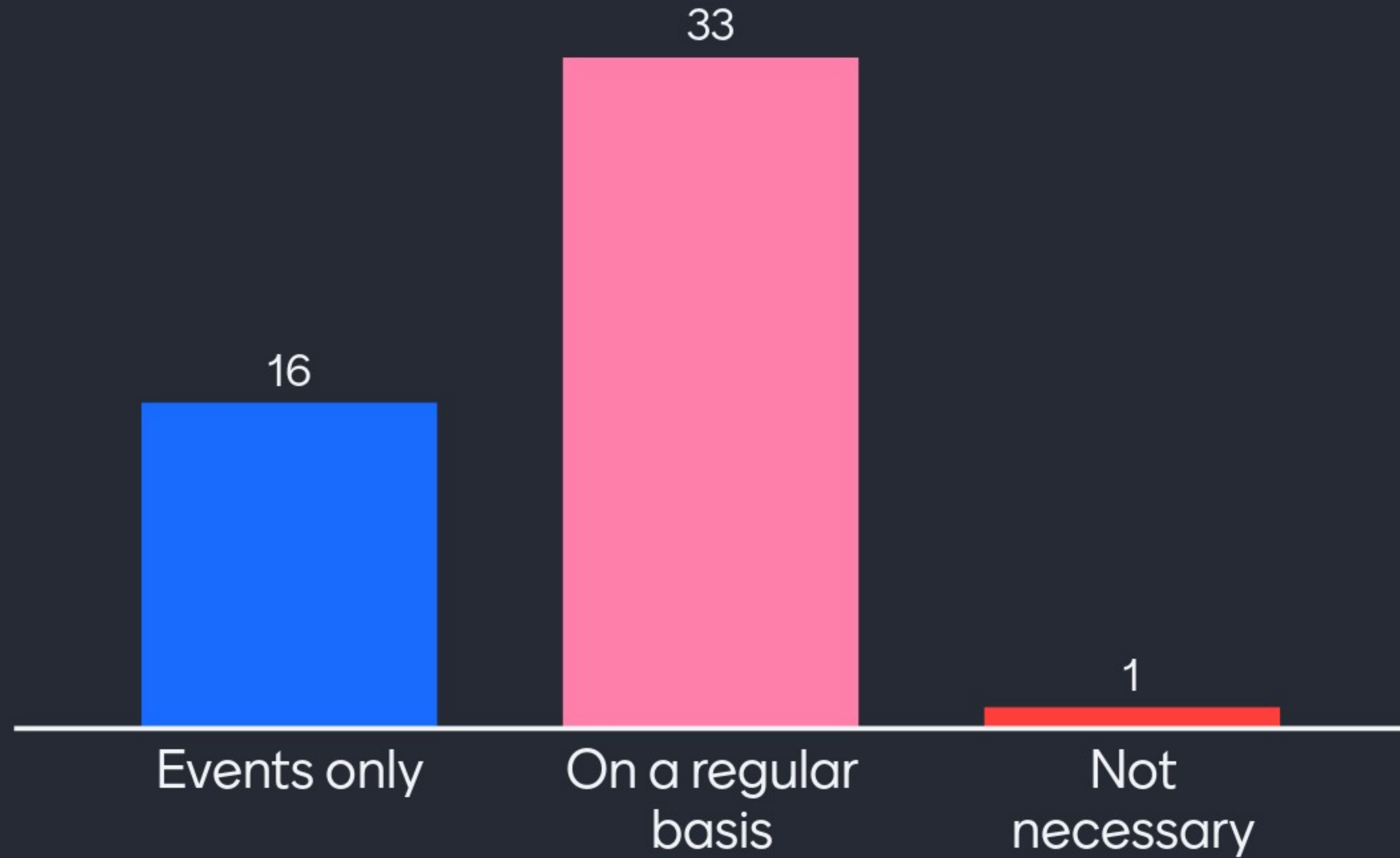


ORGANIZED EVENTS

What types of programming should be considered in this new space? (Pick up to 4)



The Downtown Plaza should offer space for Food Trucks and Pop-Up Retail for...



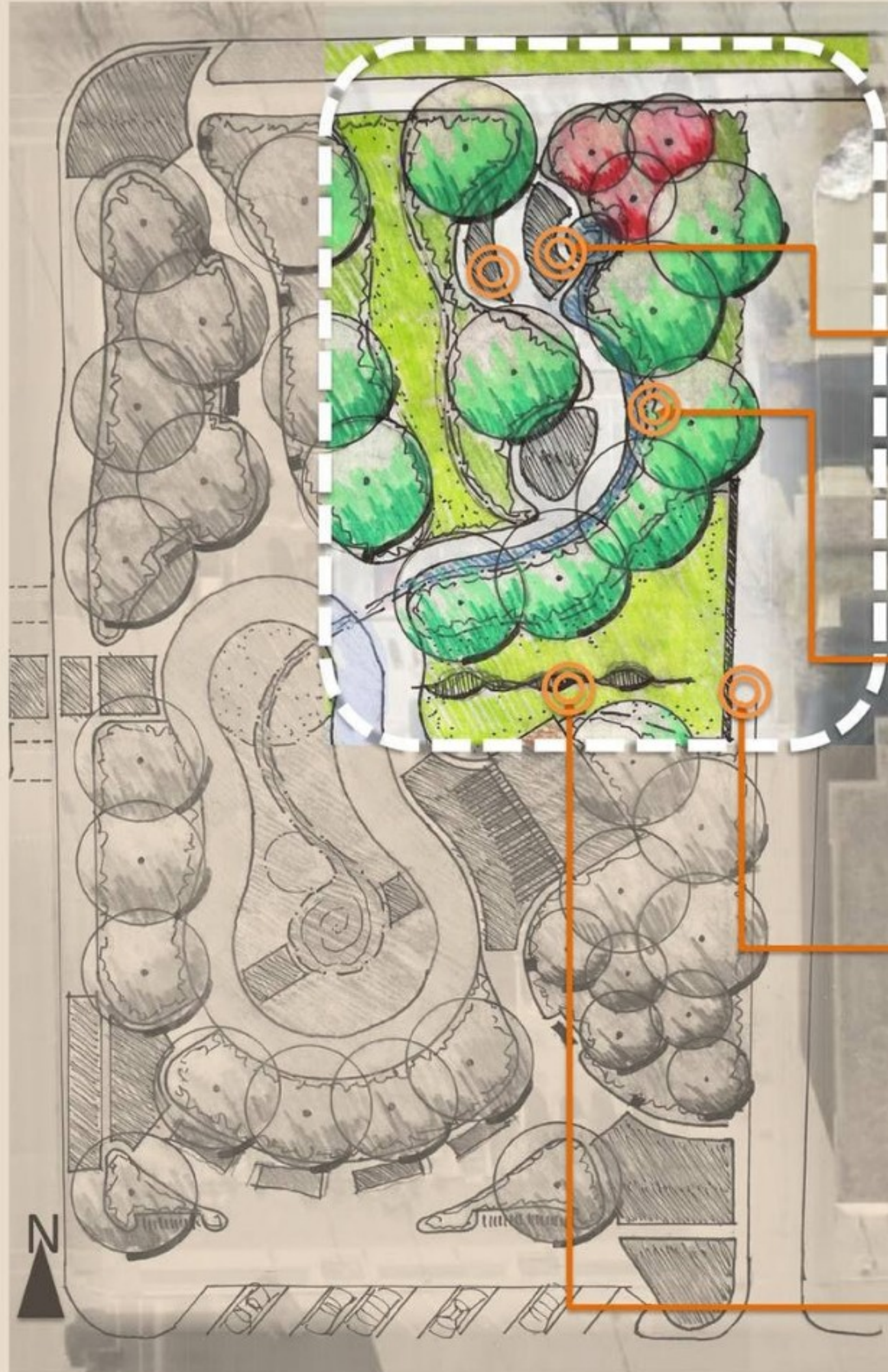
Plan Features – Support Building



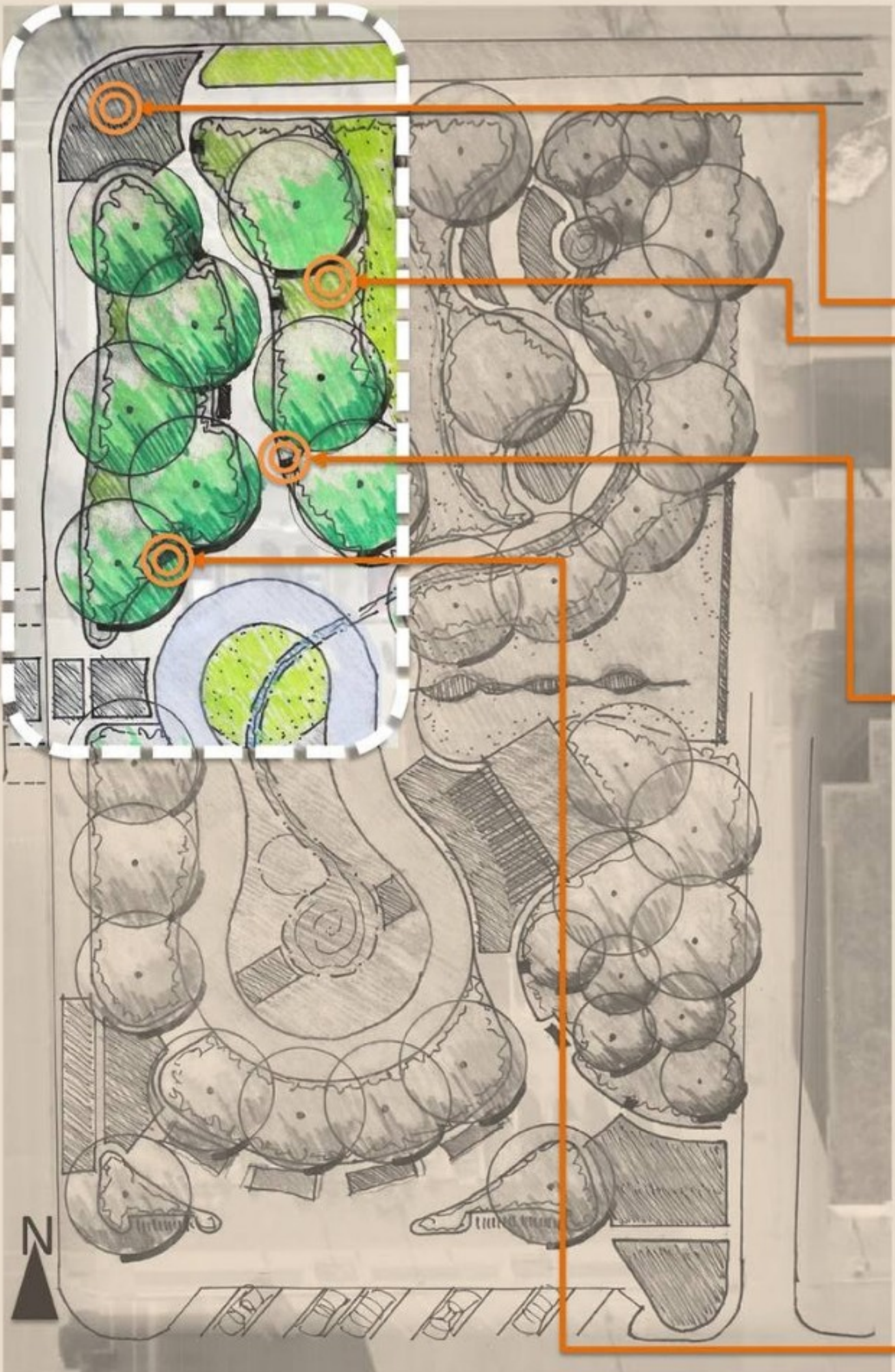
Downtown Ames Plaza Master Plan



Design Feature Enlargement



Design Feature Enlargement



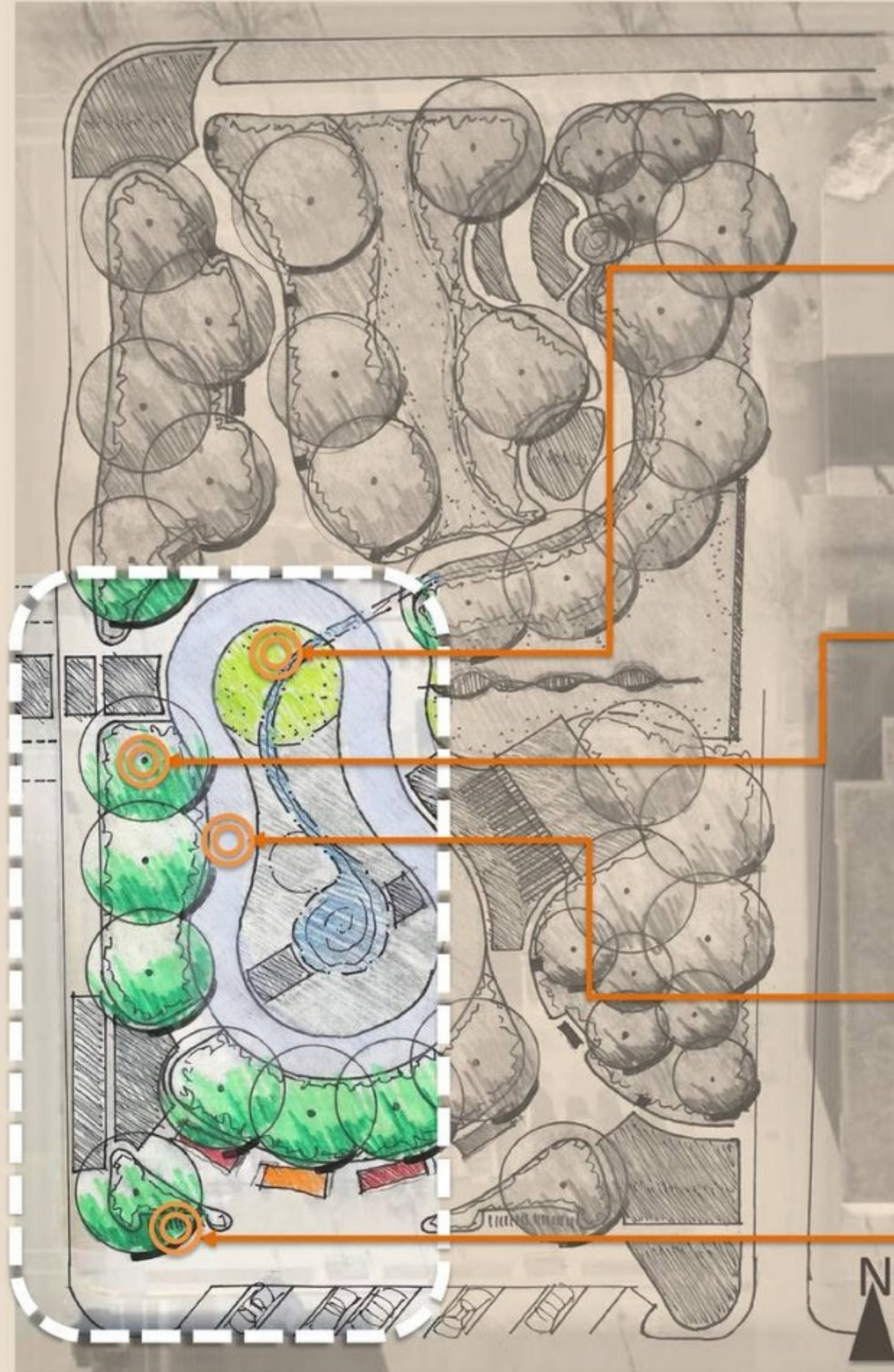
DECORATIVE PAVING AT ENTRY

PLANTING BED

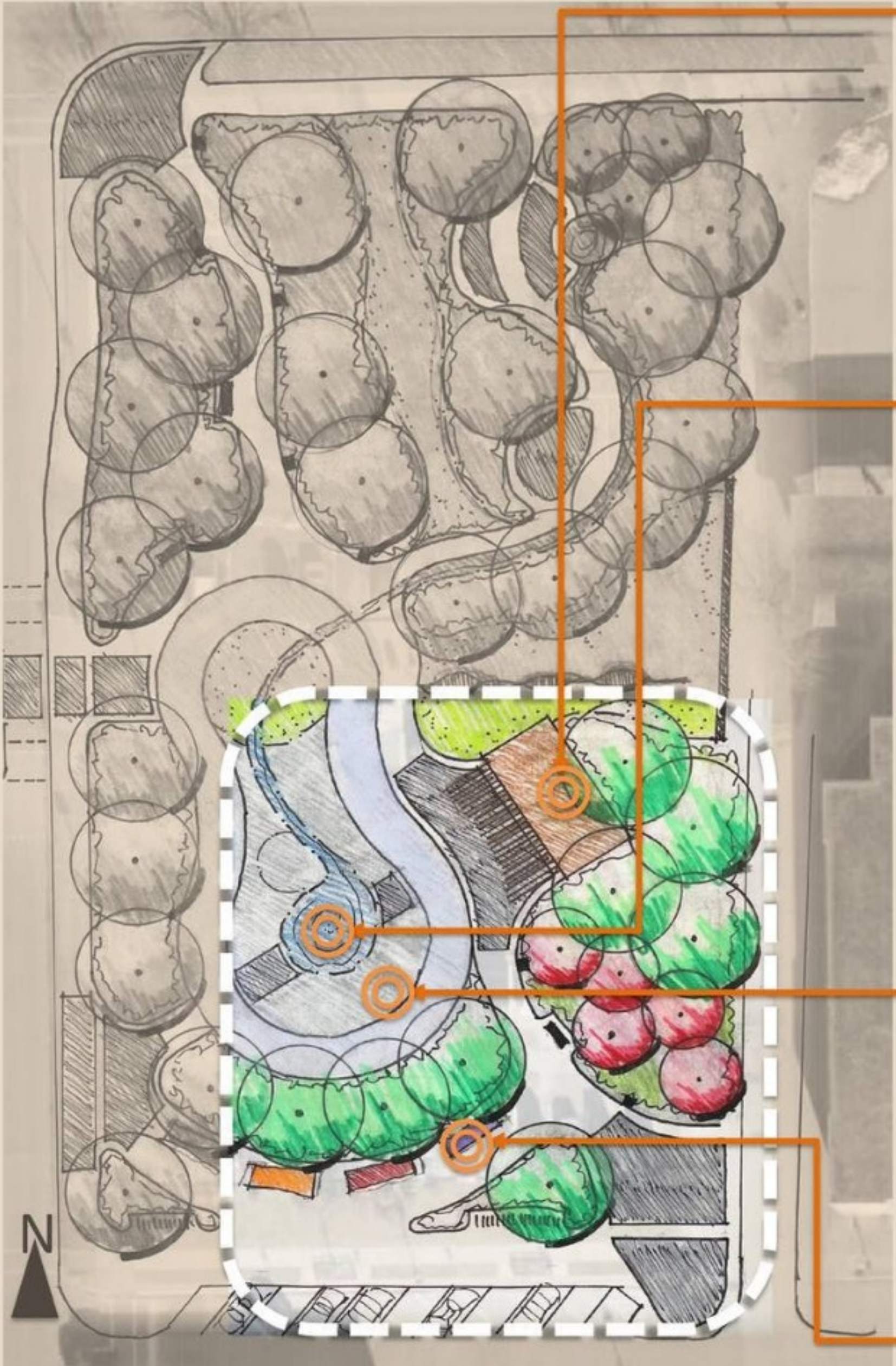
LIGHT COLUMN

SWINGING BENCHES

Design Feature Enlargement



Design Feature Enlargement



SUPPORT BUILDING



SPLASH PAD



ACTIVITY PLAZA



FOOD TRUCK PARKING / BUSINESS INCUBATOR



Downtown Ames Plaza Master Plan



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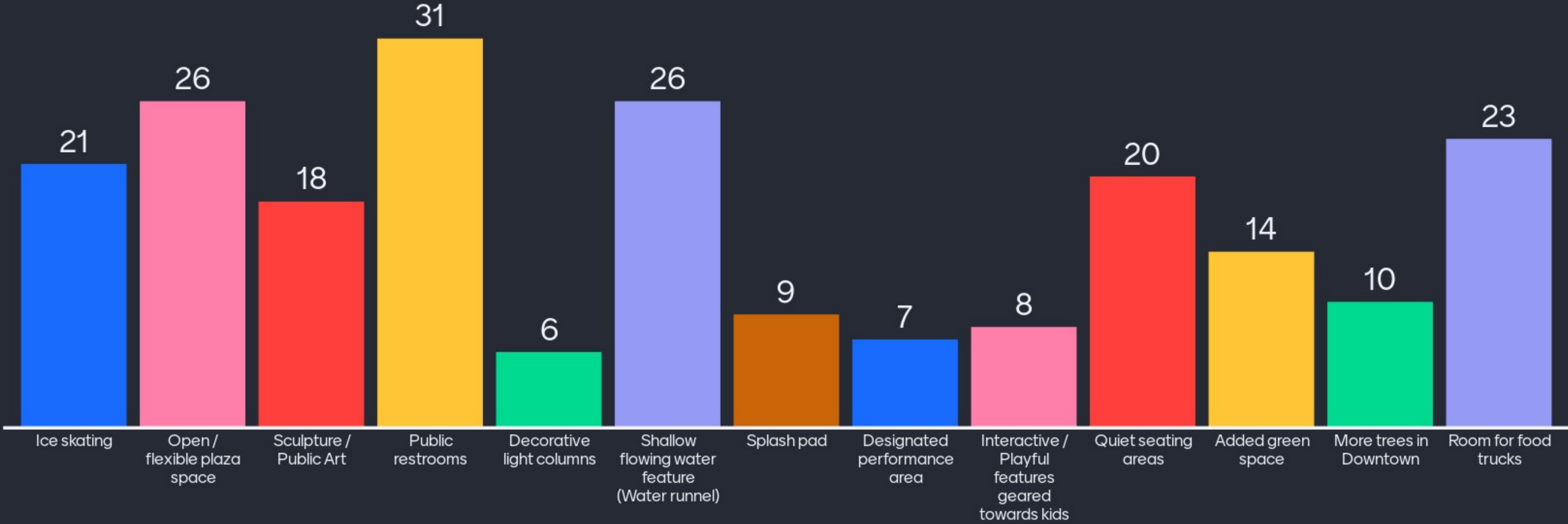
Downtown Ames Plaza Master Plan



Downtown Ames Plaza Master Plan



What features do you feel are most important to include in the Downtown Plaza Master Plan? (Pick up to 4)



Downtown Ames Plaza Master Plan

For project updates, a copy of this presentation,
and an opportunity to share additional thoughts
and comments, please visit:

www.cityofames.org/downtownplaza

What further questions do you have?

Could you propose to move the bank to bridge downtown and the plaza?

Will there be recycling receptacles?

Are you incorporating any water mitigation practices in the planting bed areas? (Rain gardens, bioswales, etc.)

If the designated performance area happens, could it face toward Main Street rather than away so that as people approach the area they can hear the music?

What are the expected annual maintenance costs?

Did you consider how to connect this space to the auditorium and bandshell the same way you are connecting to main street?

What percentage of the landscaping Will be native plantsa bird fireny coma

Why include back in parking?

How are you planning on making the plaza accessible for ALL (despite ability)?

What further questions do you have?

Is the plan adaptable to expand to the east if the bank were to rebuild elsewhere?

Was a green roof or solar array / vertical axis wind turbine considered for the building?

Would the food truck space allow for food carts also?

What is the timeline?

Impact on 4th of July celebration that has used this space in the past.

When could this happen?

How big - square footage wise - is the space for festivals and events - near the stage? It doesn't seem very big to me!

Why the back-in parking? Seems confusing compared to the rest of downtown?

Concern about traffic/parking from Fareway and other events in the CBD

What further questions do you have?

Do you have ideas to provide a quiet places in such a "busy" project

Any other winter activities that could be incorporated? Love the Ice Skating! Could food truck area be 3 season somehow?

Can the enclosed spaces be usable/interactive works of art?

What will be the expected construction cost after State grant and what will be the expected annual upkeep cost?

How are you planning on replacing parking for the 881 seat auditorium?

Is water harvesting and reuse in the restrooms and water runnel being considered?

Will there be passive places for eating food, such as picnic tables?

How will you make sure that the space feels accessible for POC and other marginalized communities?

Second question on accessible for POC. Art?

What further questions do you have?

Please take a look at the connecting pathways if possible. There are a lot of poor sidewalks in town.

Thank you for this informative presentation. The format of submitting votes was a nice opportunity to submit feedback. We're excited to see how this project proceeds.