

LIVE.  
GROW.  
BELONG.



Steering Committee Draft Plan Update  
Kelly Diekmann, Planning and Housing Director



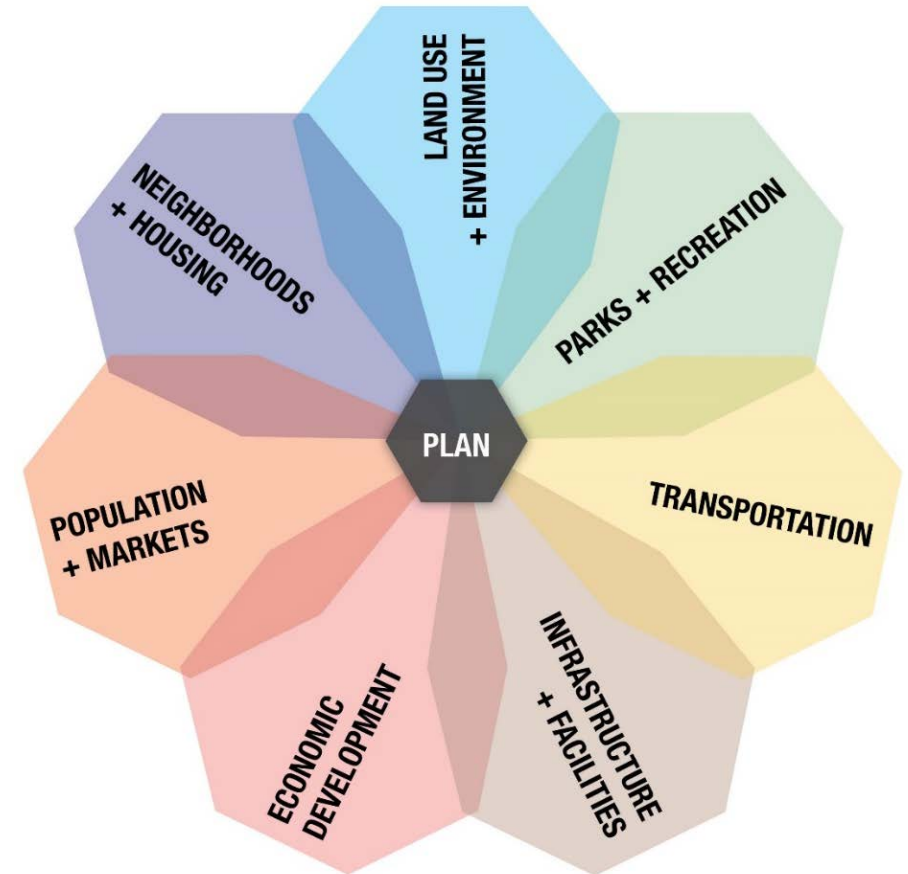
## Outline for Today

- **Overview of Plan**
  - Review original Vision and Principles from prior Workshops
  - Highlight new information
- **City Council Questions/Discussion**
- **Next Steps**
  - August 3<sup>rd</sup> City Council Workshop
  - Public Draft Plan 2040 August 2021

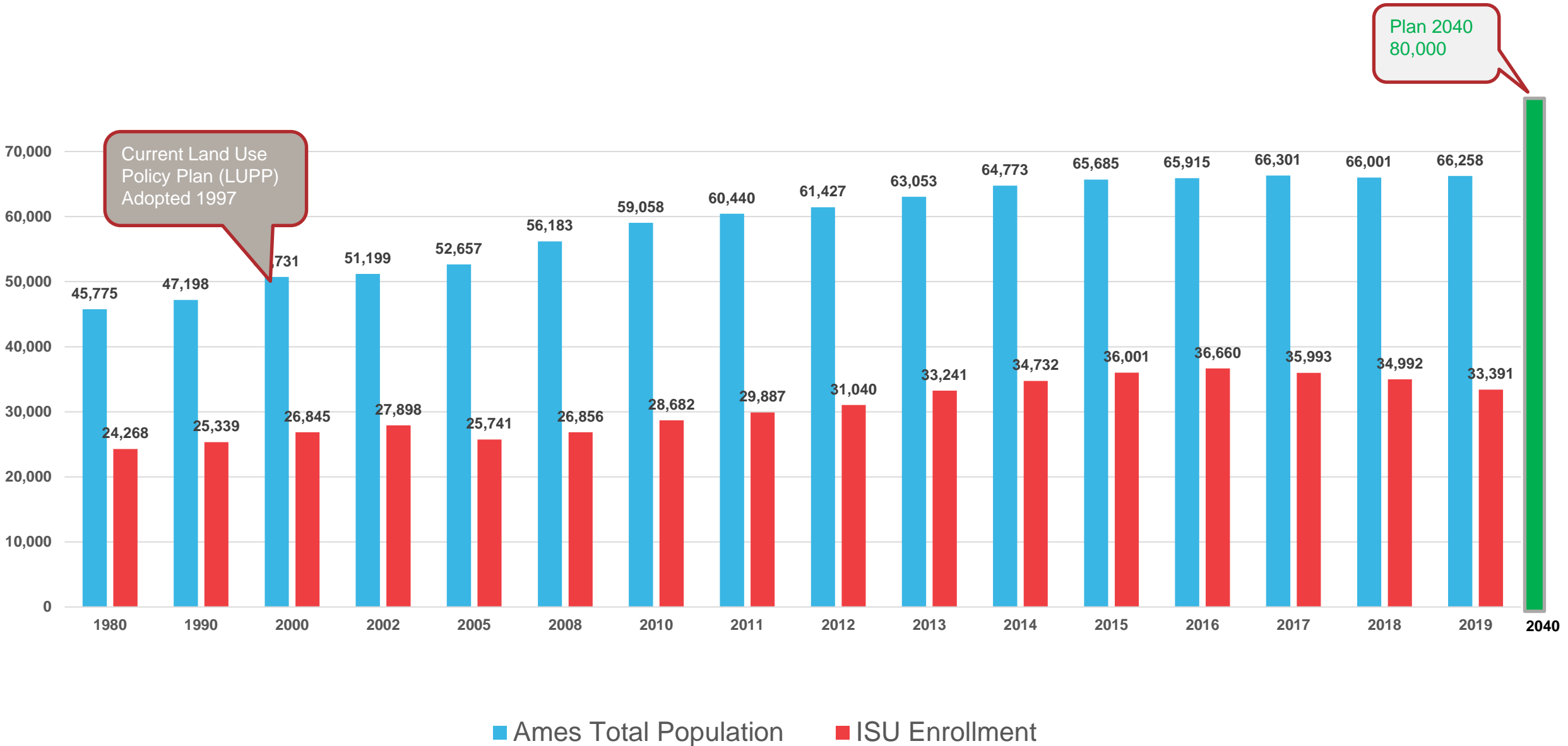


City Council has held 11 prior workshops to review options and provide direction to RDG and City Staff on drafting the Comprehensive Plan

- Initial Projections-April 2019
- Initial Scenarios-July 2019
- Council Themes and Priorities-September 2019
- Land Use and Growth Topics-December 2019
- Transportation/Mobility-December 2019
- Scenario Evaluations-December 2019 and January 2020
- Housing Topics-February 2020
- Draft Land Use Map and Designations-April 2020
- Environment Topics-May 2020
- Parks and Open Space Topics-May 2020
- Community Character and Unifying Themes Topics-June 2020



# Population and Enrollment



■ Ames Total Population    ■ ISU Enrollment



# Population Projection

**FIGURE 1.3:** Projected Population, 2015-2035

	2017	2020	2025	2030	2035	2040
<b>PROJECTED PERMANENT POPULATION</b>						
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
2.0% Annual Growth Rate	37,470	39,764	43,902	48,472	53,517	59,087
<b>PROJECTED POPULATION PLUS STUDENTS</b>						
1.0% Annual Growth Rate	65,005	65,606	67,575	69,645	71,820	74,106
1.5% Annual Growth Rate	65,005	66,182	69,210	72,472	75,987	79,772
2.0% Annual Growth Rate	65,005	66,764	70,902	75,472	80,517	86,087

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



# Land Use Projection Summary

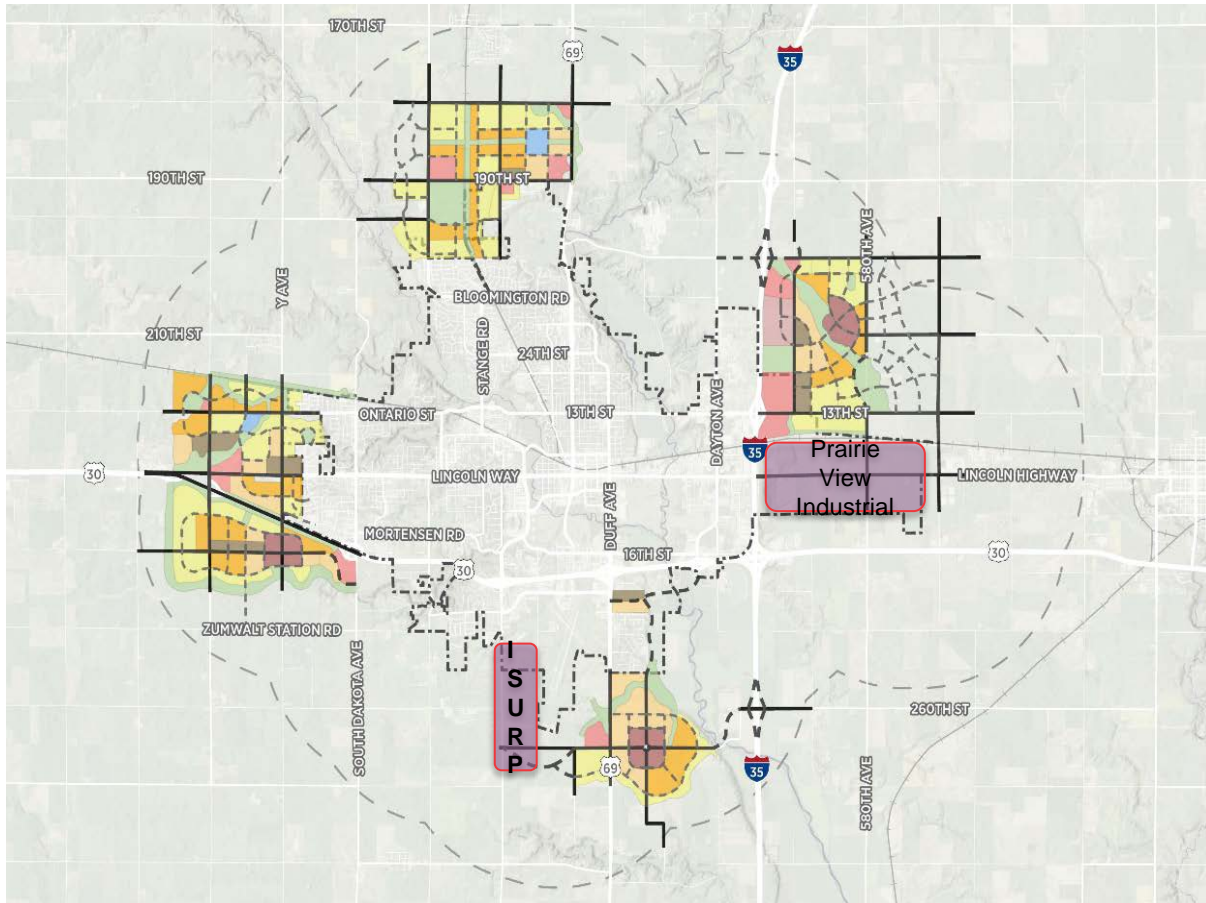
---

Land Use Type	Low Density Scenario	Medium Density Scenario	High Density Scenario
Residential	1,645 acres	1,275 acres	1,079 acres
Gross Residential Density	3.87	5.00	6.34
Commercial (Retail + Office)	194 acres	150 acres	127 acres

- This is informational order of magnitude of calculated land needs
- Calculations are based on 1.5% population growth rate.
- **Results show land needs with different assumptions on housing types, regardless of location.**
- Variance in scenarios considers the split in density and typical housing types



# Scenario Evaluation Task

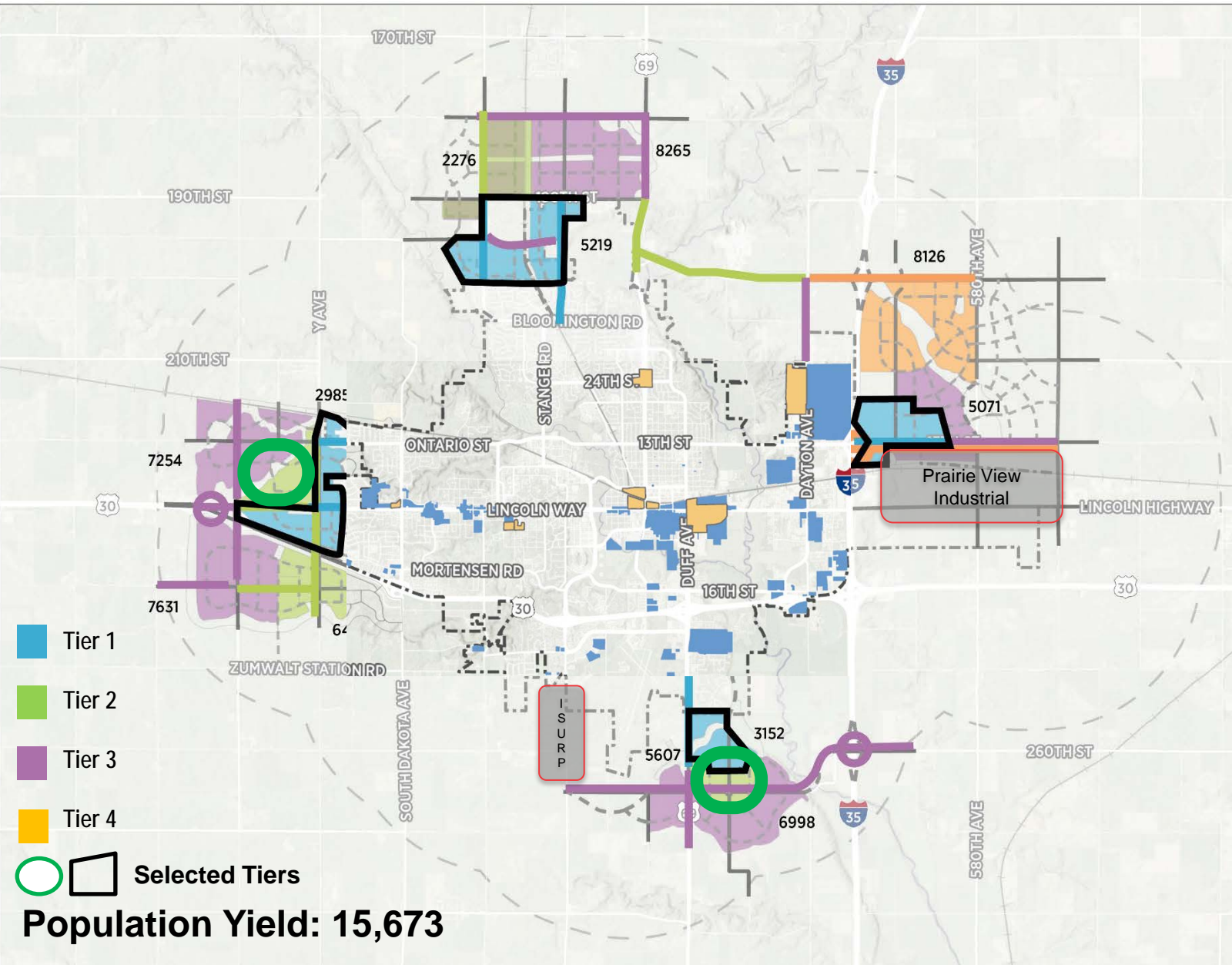


## Tiers of Development Within Scenarios

- Due to major infrastructure needs, divided areas into readily serviceable “Tiers”
- Provided estimates of needed infrastructure for buildout of the Tiers in total
- No revisions to the initial land use concepts were made to address Tiers at this time



# Council Direction: Multi-Directional Tier 1; South & West Tier 2, Infill



- Tier 1
- Tier 2
- Tier 3
- Tier 4
- Selected Tiers

**Population Yield: 15,673**

<b>North (T1)</b>	
Dist Mains	\$ 1.0
San Collection Mains	\$ 2.1
Hyde Corridor Calming	\$ 1.0
3-lane GW Carver	\$ 6.0
<b>Subtotal</b>	<b>\$10.1</b>
<b>East (T1)</b>	
Dist Mains	\$ 0.5
San Collection Mains	\$ 2.1
13th St extension	\$ 8.0
<b>Subtotal</b>	<b>\$10.6</b>
<b>South (T1)</b>	
Water dist mains	\$ 1.1
San connection mains and connection point	\$ 3.2
Duff 4-lane extension	\$16.0
<b>Subtotal</b>	<b>\$20.3</b>
<b>West</b>	
Water dist mains	\$ 1.0
San collection mains	\$ 4.5
4-lane Lincolnway	\$ 8.0
3 lane ontario	\$ 6.0
<b>Subtotal</b>	<b>\$19.5</b>
<b>Additional Fire Station</b>	<b>\$ 6.0</b>
<b>Total (T1)</b>	<b>\$ 68.5</b>

*Note: Projected costs should not be viewed as City obligation, allocations determined per City policy at the time of development*





# The proposed Comprehensive Plan focuses on policies related primarily to the built environment of the community

## PLAN ORGANIZATION

### VISION

The Vision was crafted early in the process of preparing Plan2040 based upon initial public input and discussion with the City Council. The Vision helps set the tone for the community and as the guiding principle for preparing Plan 2040.

*“To consider Ames as an evolving city that will not only grow outwardly, but also invest in existing areas and support change within the community that ensures Ames is an inclusive, thriving, and vital community with a diverse economy, environmentally sustainable practices, and a high quality of living that meets the needs of both current and future residents.”*

### DISCOVER

The Discover section includes a recap of the planning process and background research that influences future decision-making, such as understanding that the community may grow by 15,000 people between 2020 and 2040. The public engagement process led to four Unifying Themes that are ever-present through all of the elements.

### PLAN ELEMENTS

The Plan Elements section addresses topical areas or “elements” of the plan. Each element begins with a Vision Statement followed by Guiding Principles and Actions to achieve said vision. Each element includes contextual information, a conditions snapshot of 2020.

- » Land Use and Growth
- » Environment
- » Mobility
- » Parks, Trails, and Greenways
- » Neighborhoods and Subareas
- » Community Character



## VISION



## UNIFYING THEMES

Unifying themes that apply throughout the plan include inclusivity, sustainability, health, and choices.

- » **Inclusivity.** All people of Ames — age, race, ethnicity, education, gender, and religion — is the City's greatest asset, and initiatives in this plan intend to improve everyone's quality of life.
- » **Sustainability.** Sustainability relates to environment, economy, and the City's ability to service current and emerging needs of people for decades to come. Sustainability is braided throughout the plan and notably prioritized with in the Environment Element.
- » **Health.** As the City improves so should the physical well-being of the people who live in it. Policies for growth, transportation, recreation, are all relate to overall wellbeing of its citizens.
- » **Choices.** Choices relate to having options for housing, mobility, jobs, businesses, activities, and supporting a wide range of interests and opportunities in the community.

From the overall Community Vision, PLAN 2040 takes steps to refine priorities at a more detailed level that address specific topics (Elements) within the plan. The individual elements include vision statements to outline the purpose for each.

**GROWTH & LAND USE VISION**

Ames is an evolving city that takes a balanced, environmentally sustainable approach to growth and development.

**ENVIRONMENT VISION**

Stewardship that supports a sustainable community, economy, natural resources, and living environment.

**PARKS, TRAILS, AND GREENWAY VISION**

Open space and recreation facilities that support the physical and social well-being of the community.

**MOBILITY VISION**

Ames will have a well connected, context-sensitive transportation system that provides for the safety and comfort of all users.

**NEIGHBORHOODS, HOUSING, AND SUBAREAS VISION**

New development and redevelopment choices that address specific needs of the community for housing, economic development, infrastructure enhancements, and city programs.

**COMMUNITY CHARACTER VISION**

Ames will advance aesthetic and design improvements that support a spirit of community, respect its heritage, and create new high quality buildings and spaces to build upon our character.



July >> 2021

# PLAN ELEMENTS





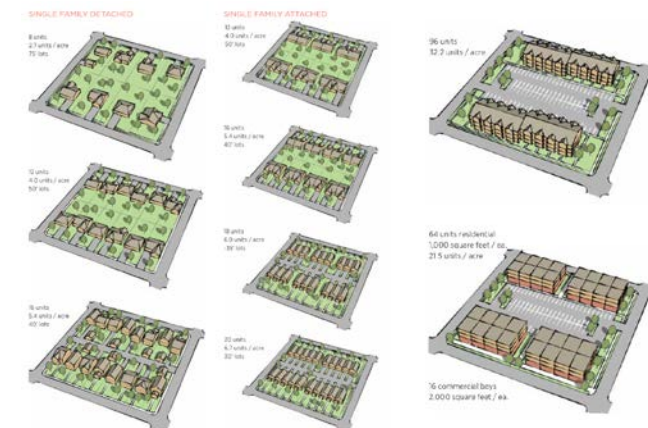
**Ames is an evolving city that takes a balanced, environmentally sustainable approach to growth and development.**



# Growth and Land Use

- Patterns of expected growth
- Relationships to other Elements
- Background discussion of scenarios and tiers
- Land use categories and Future Land Use Map
- Development compatibility guide (NEW)
- Urban fringe policies and Urban Reserve Map (NEW)

Initial ESTIMATED POPULATION CAPACITY GROUPED BY DEVELOPMENT TIER		
	HOUSING UNITS	POPULATION
TIER 1	9,316	23,136
TIER 2	7,610	16,665
TIER 3	15,960	41,664
TIER 4	3,908	9,029
Initial TOTAL	36,794	90,494
Selected Totals (Plus infill)	7,000+	15,673



# Growth and Land Use (Cont.)

---

## Growth Principles

*Principles introduce concepts related to expansion and infill development, decision making process, and public involvement*

**Growth 1. Sustainable Growth**

**Growth 2. Contiguous Greenfield Development**

**Growth 3. Infill that Enhances Urban Fabric**

**Growth 4. Quality Urban Experience**

**Growth 5. Review and Approval Process**

**Growth 6. Planning for Equity**

**Actions: Each principle has related Actions to describe context and purpose for the principles.**

**-Growth has 35 Action in support of principles**

## Land Use Principles

*Principles introduce character of areas along with planned uses, includes relationships to transportation and design qualities.*

**LU1. Relating Land Use and Transportation**

**LU2. Compatibility with Flexibility**

**LU3. Residential Density and Diversity**

**LU4. Vital, Convenient Mixed Uses**

**LU5. Places for Employment and Enterprise**

**LU6. Character and Intensity-based Use Categories**

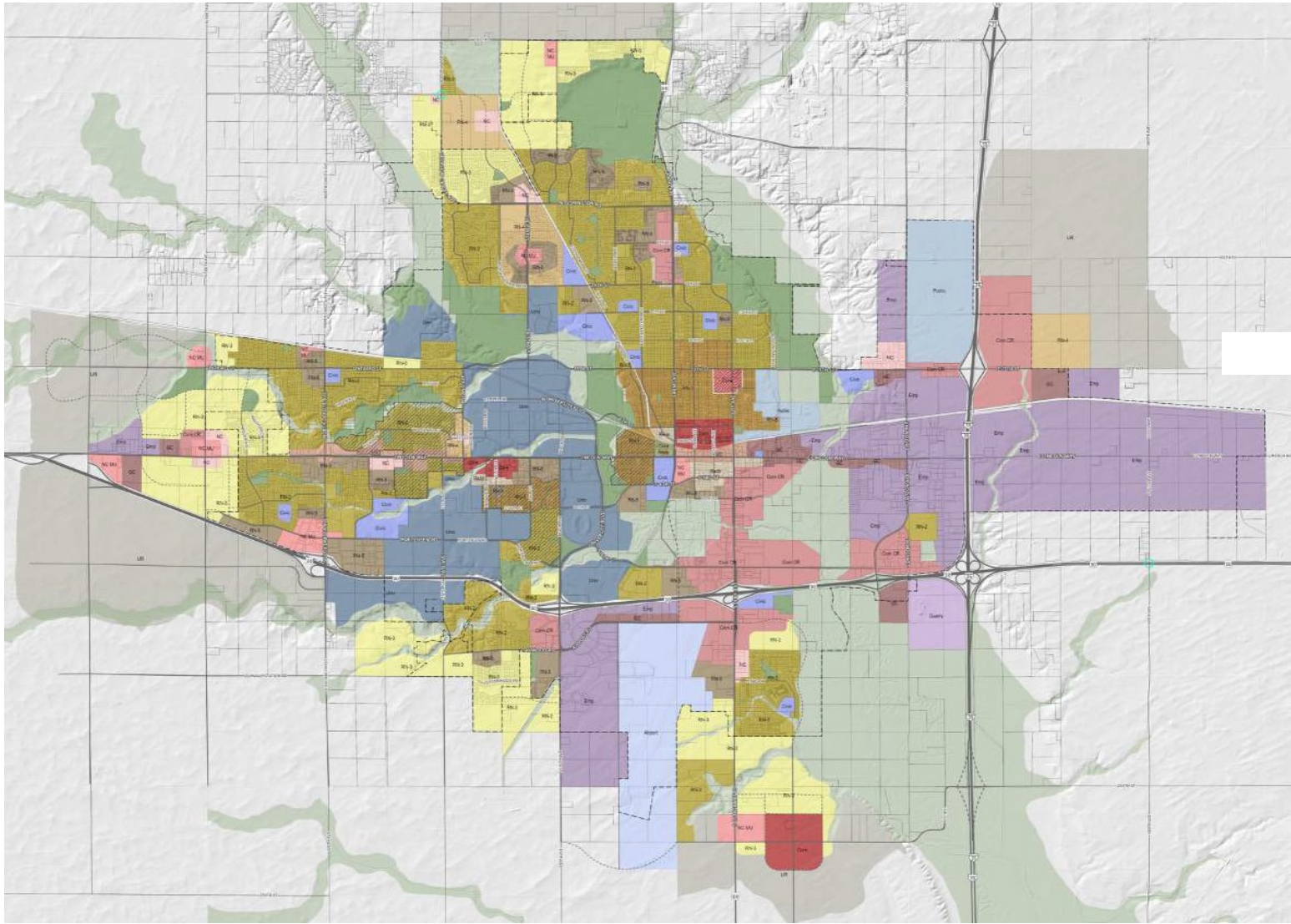
**In lieu of Actions, relies upon Land Use Categories with Development Policies.**

**-Future Land Use Map, Development Compatibility Guide**



# FUTURE LAND USE MAP

FUTURE LAND USE



### Future Land Use 06/23/2020

- Residential Neighborhood 1 - Traditional (RN-1)
- Residential Neighborhood 2 - Established (RN-2)
- Residential Neighborhood 3 - Expansion (RN-3)
- Residential Neighborhood 4 - Village (RN-4)
- Residential Neighborhood 5 - Multi-family (RN-5)
- Neighborhood Core
- Neighborhood Core - Mixed Use
- Community Commercial/Retail
- General Commercial
- Core
- Core Redirection
- Redirection
- Urban Corridor
- Employment
- Quarry
- Park
- Open Space
- Civic
- Civic - University
- Airport
- Public
- Urban Reserve
- Hospital/Medical Special Area
- Near Campus Overlay



# PROJECT REVIEW PROCESS FOR MIXED USES: PLAN COMPLIANCE

TABLE XX: RELATING LAND USE CATEGORIES AND ZONING DISTRICTS: DETERMINING PROJECT COMPLIANCE WITH AMES PLAN 2040

		ZONING DISTRICTS																				Floating / Overlay
		Ag		Residential				Commercial							Industrial			Special				
		A	RL	RM RLP	UCRM	RH	NC	CCN CGS	HOÇ	PRC	OCR	CVCN	DSC	CSC	GI	PI	RI	S-HM SMD	S-GA	S-		
LAND USE CATEGORIES	Open Space	Primary																		Primary	S-GA, O-E	
	Urban Reserve	Primary	Primary																		O-SFC, O-E	
	Rural Character	Primary	Primary																		O-SFC, F-PRD	
	RN-1 (Traditional)			Provisional	Provisional	Provisional	Provisional														O-SFC, O-H, O-UIE/W	
	RN-2 (Established)		Primary	Provisional		Provisional	Provisional														O-UIW, O-UIE, F-PRD	
	RN-3 (Expansion)		Primary	Provisional		Provisional	Provisional				Provisional										F-PRD, FS-RL,	
	RN-4 (Village)		Primary	Provisional		Provisional	Provisional	Provisional		Provisional											F-VR	
	RN-3 (Multi-family)			Provisional		Provisional	Provisional	Provisional		Provisional	Provisional			Provisional							F-PRD, FS-RL, O-LMU	
	Neighborhood Core					Provisional	Provisional	Provisional		Provisional	Provisional			Provisional							O-LMU	
	Neighborhood Core MU			Provisional		Provisional	Provisional	Provisional		Provisional	Provisional			Provisional							O-LMU	
	Community Commercial			Provisional		Provisional	Provisional	Provisional	Provisional	Provisional	Provisional			Provisional							O-GSE, O-GSW	
	Core											Provisional	Provisional								S-GA	
	General Commercial						Provisional	Provisional	Provisional	Provisional	Provisional			Provisional	Provisional						O-GSE, O-GSW	
	Employment-Planned						Provisional		Provisional	Provisional	Provisional				Provisional	Provisional					O-GNE	
	Employment-Industrial						Provisional		Provisional	Provisional	Provisional				Provisional	Provisional						
	Redirection (O)		Provisional	Provisional		Provisional	Provisional	Provisional		Provisional	Provisional			Provisional	Provisional	Provisional				Provisional	-	
	Urban Corridor			Provisional	Provisional	Provisional	Provisional	Provisional	Provisional	Provisional	Provisional				Provisional	Provisional					O-GNE	
	Near Campus (O)		Primary	Provisional		Provisional	Provisional	Provisional													O-UIE/W	
	Medical (O)																	Provisional				
	Civic-University																		Provisional			
Civic																		Provisional				
Other Public Facilities														Provisional				Provisional				

**LEGEND**  
 Primary Consistency  
 Provisional Consistency





# PROJECT REVIEW PROCESS FOR MIXED USES: TESTING COMPATIBILITY

TABLE XX: COMPATIBILITY MATRIX - EXISTING USE

		RESIDENTIAL			OFFICE			COMMERCIAL			INDUSTRIAL		MIXED USE		
		Low	Med	High	Low	Med	High	Low	Med	High	Low	High	Low	Med	High
RESIDENTIAL	Low														
	Med	D,B													
	High	D,T	V D,T												
OFFICE	Low	B,T													
	Med	B,T	B,T												
	High	B,T	B,T	B,T											
COMMERCIAL	Low	B,T	B,T												
	Med	B,T,O	B,T,O	T,O											
	High	D,B,T,O	D,B,T,O	B,T,O											
INDUSTRIAL	Low	D,B,T,O	D,B,T,O	B,T,O	B,O	B,O	B,O	B,O	O						
	High	D,B,T,O	D,B,T,O	D,B,T,O	B,T,O	B,T,O	B,O	B,T,O	O	O					
MIXED USE	Low	D,B,T,O	D,B,T,O	B,T,O							B,T,O	B,T,O			
	Med	D,B,T,O	D,B,T,O	B,T,O							O	O			
	High	D,B,T,O	D,B,T,O	B,T,O	B,T,O			B,T,O			O	O			

## Compatibility Definitions

The illustrative compatibility review matrix shown at left displays general use types that encompass the great majority of project proposals - residential, office, commercial, industrial, and mixed use. It then defines three intensity or impact ranges - low, middle, and high. Criteria that define these ranges should be consistent with Ames' zoning categories and development regulations, with details to be worked out during the implementation process. General variables to consider in determining these categories might include:

**Residential:** Building type, residential density

**Office:** Building height and footprint area, height, floor area ratio, impervious coverage

**Commercial:** Building footprint, floor area ratio, traffic generation, proposed business targets, impervious coverage, hours of operation

**Industrial:** Types of industry, external operating effects, outdoor storage, building size, traffic characteristics including truck movements

**Mixed Use:** Building footprint and height, floor area ratio, dominant use and overall mix

LEGEND

Degree of Compatibility

<span style="display:inline-block; width:15px; height:10px; background-color:#800000; border:1px solid black;"></span>	Compatible
<span style="display:inline-block; width:15px; height:10px; background-color:#008000; border:1px solid black;"></span>	Minor Potential Compatibility
<span style="display:inline-block; width:15px; height:10px; background-color:#FFA500; border:1px solid black;"></span>	Substantial Potential Incompatibility
<span style="display:inline-block; width:15px; height:10px; background-color:#ADD8E6; border:1px solid black;"></span>	Major Potential Incompatibility

LEGEND

Types of Incompatibility

D	Density / Intensity
B	Building Scale and Site Design
T	Traffic
O	Operational



# Ames Urban Fringe Area Principles and Policies

## Multi-Jurisdictional Planning

Policy J-1. Designated Limited Area for Rural Development.

Policy J-2. Regional Partnerships.

## Rural Development Areas

Policy RD-1: Existing Development

Policy RD-2. New Rural Residential

Policy RD-3. Rural Non-Residential Development.

## Agriculture and Natural Areas

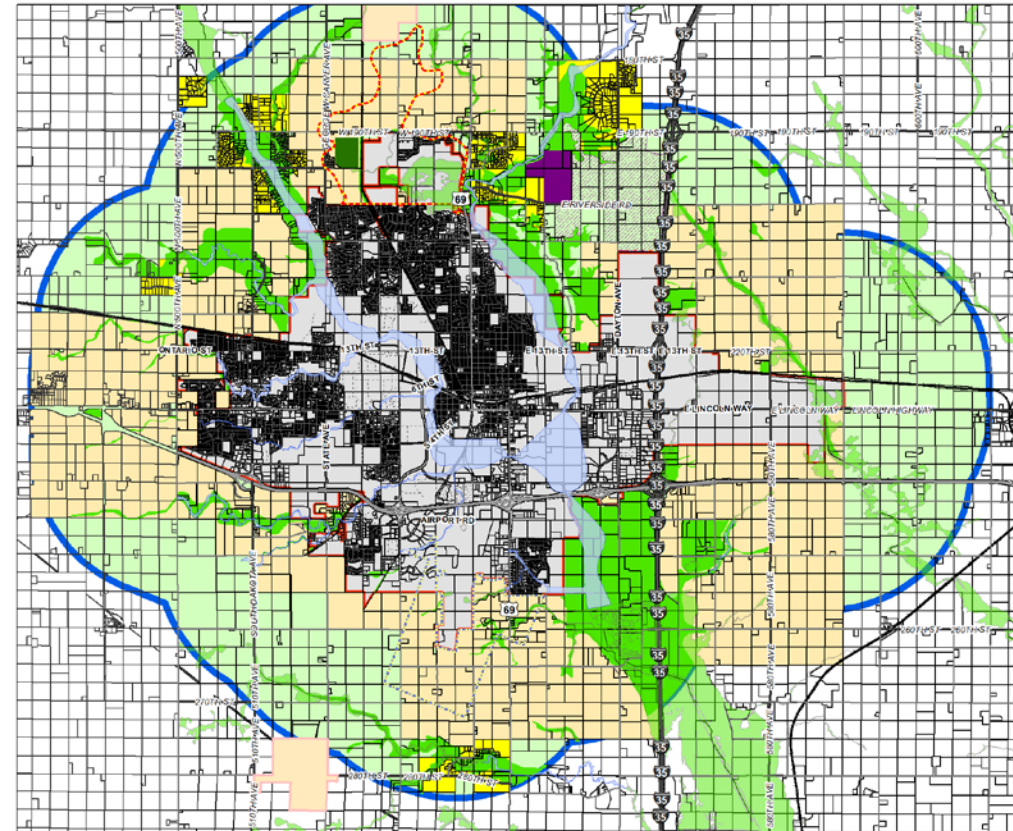
Policy AG-1. Agricultural Preservation.

Policy AG-2. Natural Area Conservation.

## Urban Reserve Areas

Policy UR-1. Urban Reserve District

Policy UR-2. Annexation



- March 2021 City Limits 2 mile
- AMES INCORPORATED LIMITS
- Story Urban Reserve
- Boone Urban Reserve
- Boone Rural Residential
- Story Rural Residential
- Fringe Land Use Designations 2040
- Land Use Classification
  - Parks and Open Space
  - Mining Impacted
  - Natural Areas
  - General Industrial
  - Agriculture and Farm Service
  - Airport Protection Area

2040 Fringe Designations



© City of Ames. Some rights are reserved. No warranty is made, expressed or implied, regarding the accuracy, completeness, or reliability of the information provided for a particular purpose. The user assumes all liability for any errors or omissions or for any damages caused by the use of this map.



## ANNEXATION AND FRINGE AREA

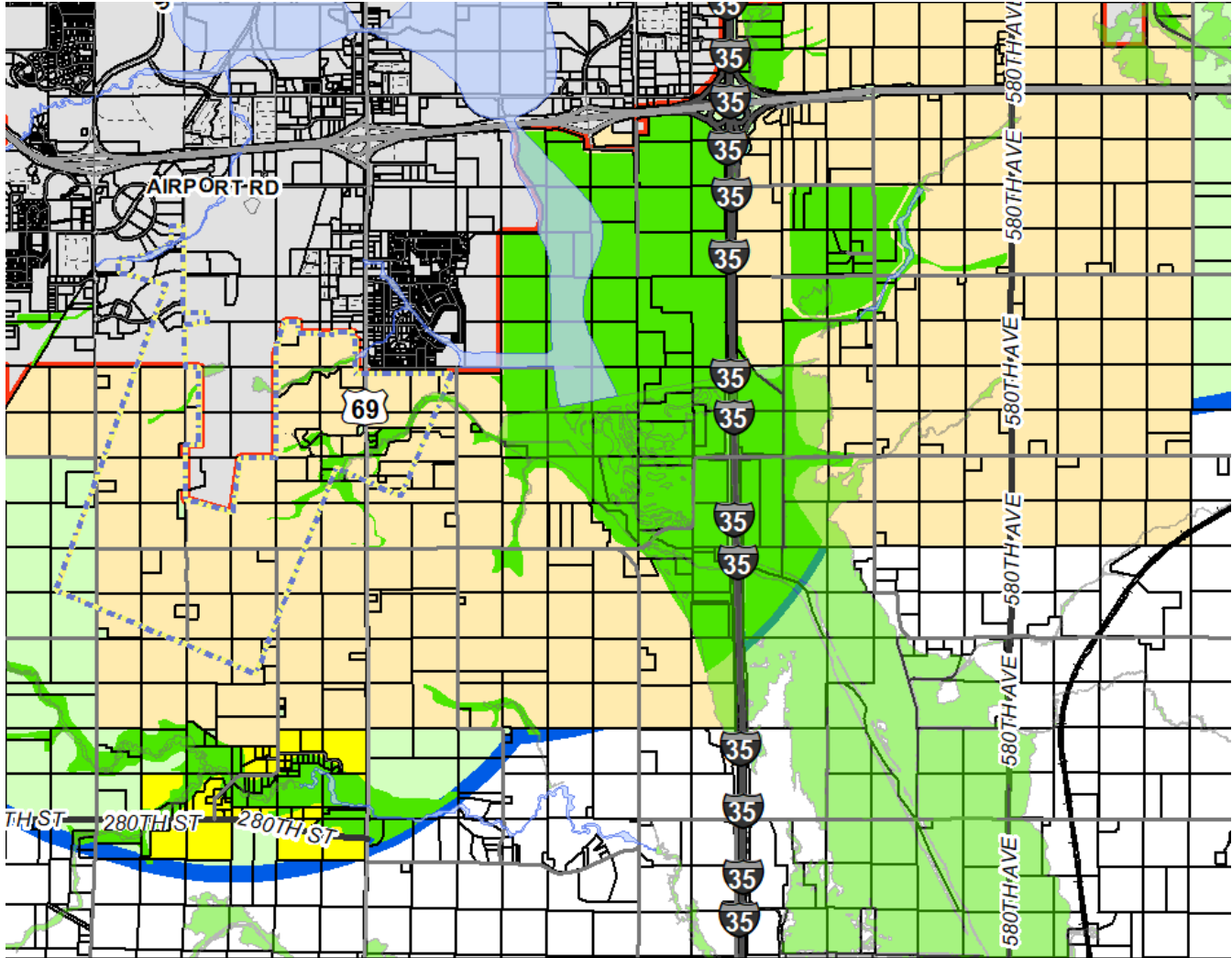
### North Urban Reserve

## ANNEXATION AND FRINGE AREA

### West and Southwest Urban Reserve

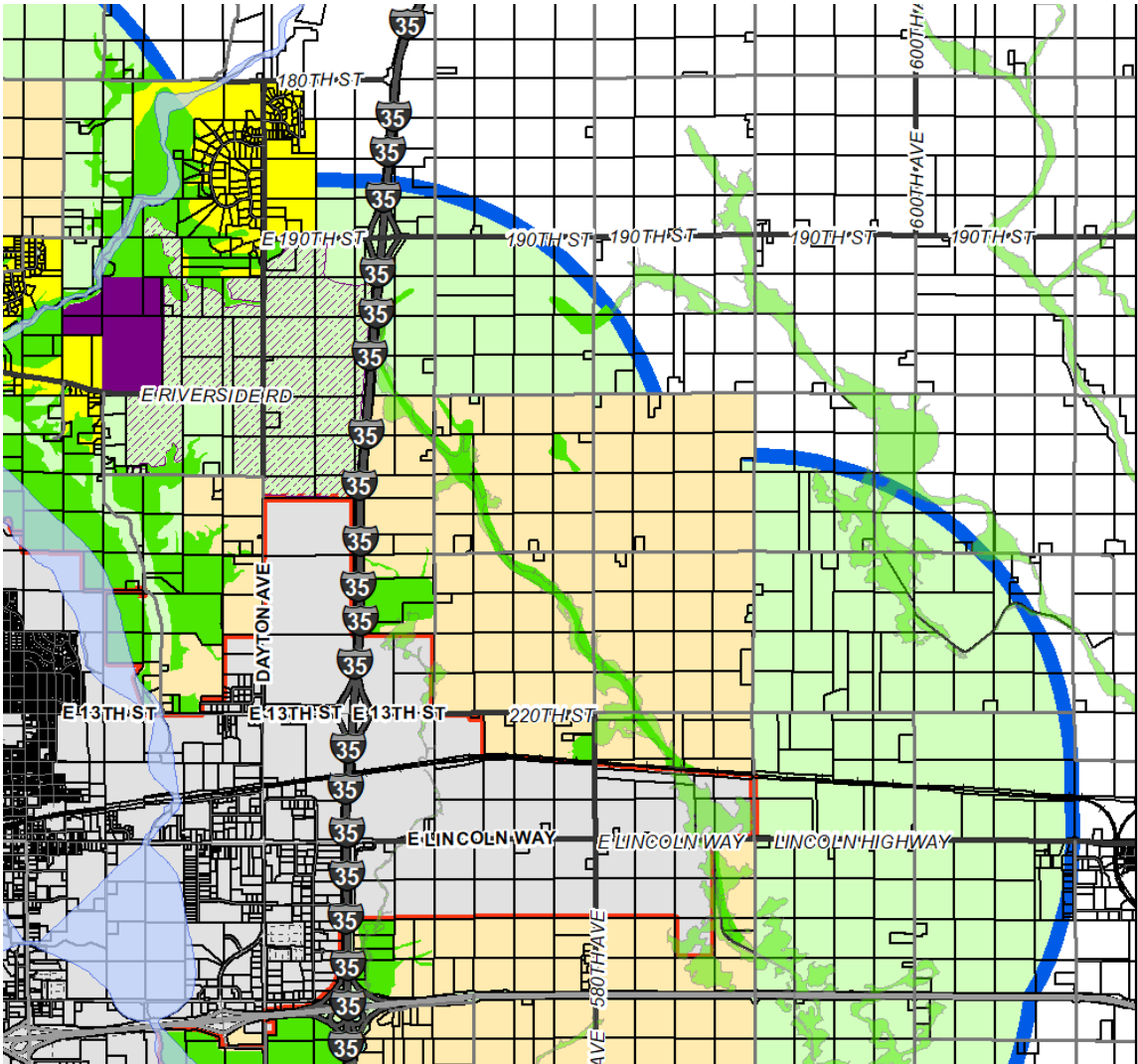
# ANNEXATION AND FRINGE AREA

## South and Southeast Urban Reserve



# ANNEXATION AND FRINGE AREA

## East Urban Reserve





Environment

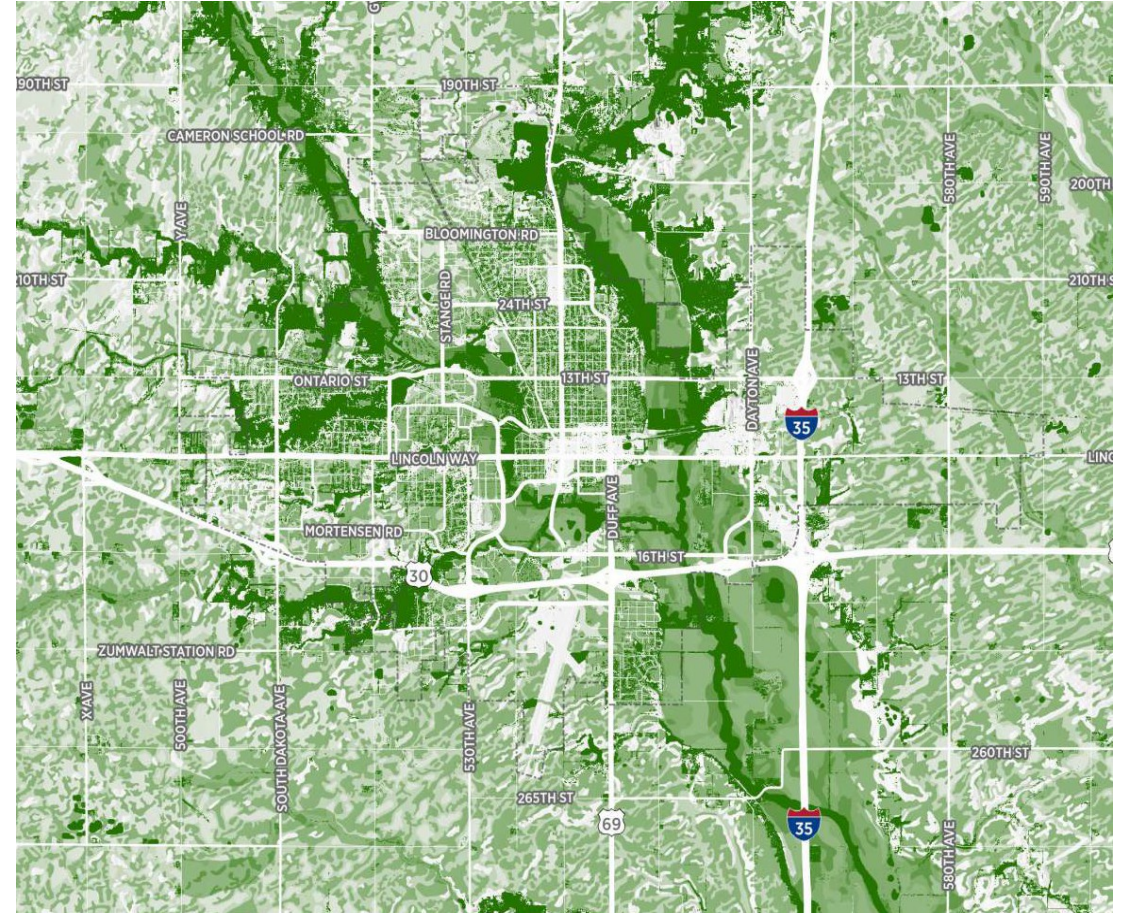
# VISION

**Stewardship that supports a sustainable community, economy, natural resources, and living environment.**



# Environment

- Identifies natural constraints
- Identifies sensitive natural areas
- Identify future consideration of Climate Action Plan





# Environment (cont.)

- E1. Design for Environmental Priorities
- E2. Improve Water Quality
- E3. Preserve a Network of Green Spaces
- E4. As the City grows, apply Climate Change Conscience Policies

Actions describe relationship of natural resources and environmental issues to development review. Supportive of alternative energy sources and other plans related to energy efficiency and environmental quality, such as watershed management, transportation plans. Notes economic development strategies prioritize low water use and non-polluting industries.





Parks, Trails, and Open Spaces

# VISION

**Open space and recreation facilities that support the physical and social well-being of the community.**



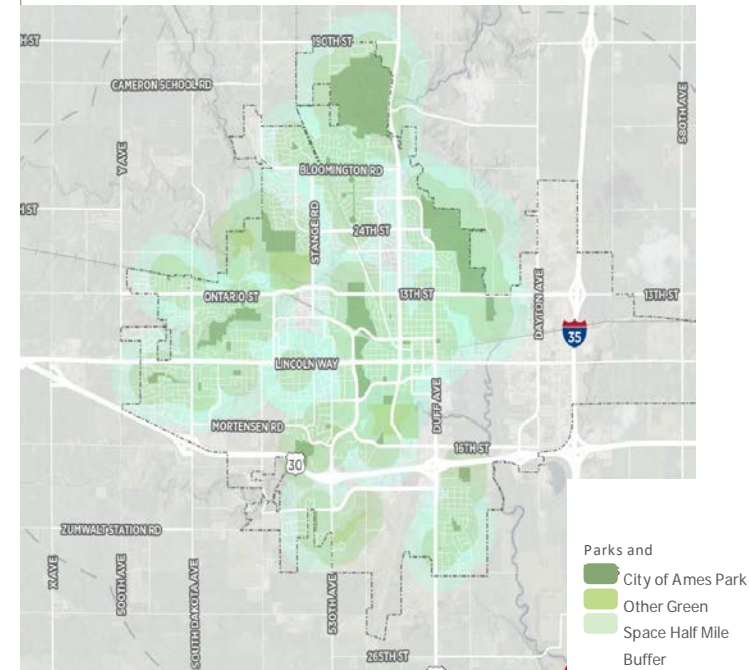
# Parks, Trails, Open Spaces

## Principles

- Plan for new parks with growth
- Hierarchy of parks to meet varying needs
- Open space and recreation needs
- Relationship of parks and trails to transportation
- Parks as a gathering and community building amenity

CITY PARK FACILITIES			
TYPE		COU ACRES NT	SERVICE AREA
Regional	1	437	Entire community
Community	5	38-82	1-2 mile radius
Neighborhood	22	0.5-28	0.25-.50 mile radius
Specialty/Other	8	0.25 -17	
Recreation Facility	5	2-64	
Woodland/Open space	4	3-100	

Source: City of Ames, 2019



# Parks, Trails, Open Spaces (Cont.)

## Principles

P1. Bring People Together

P2. Be Accessible and Desirable

P3. Build New Parks to Service New Areas

P4. Enhance and Maintain the System of Parks

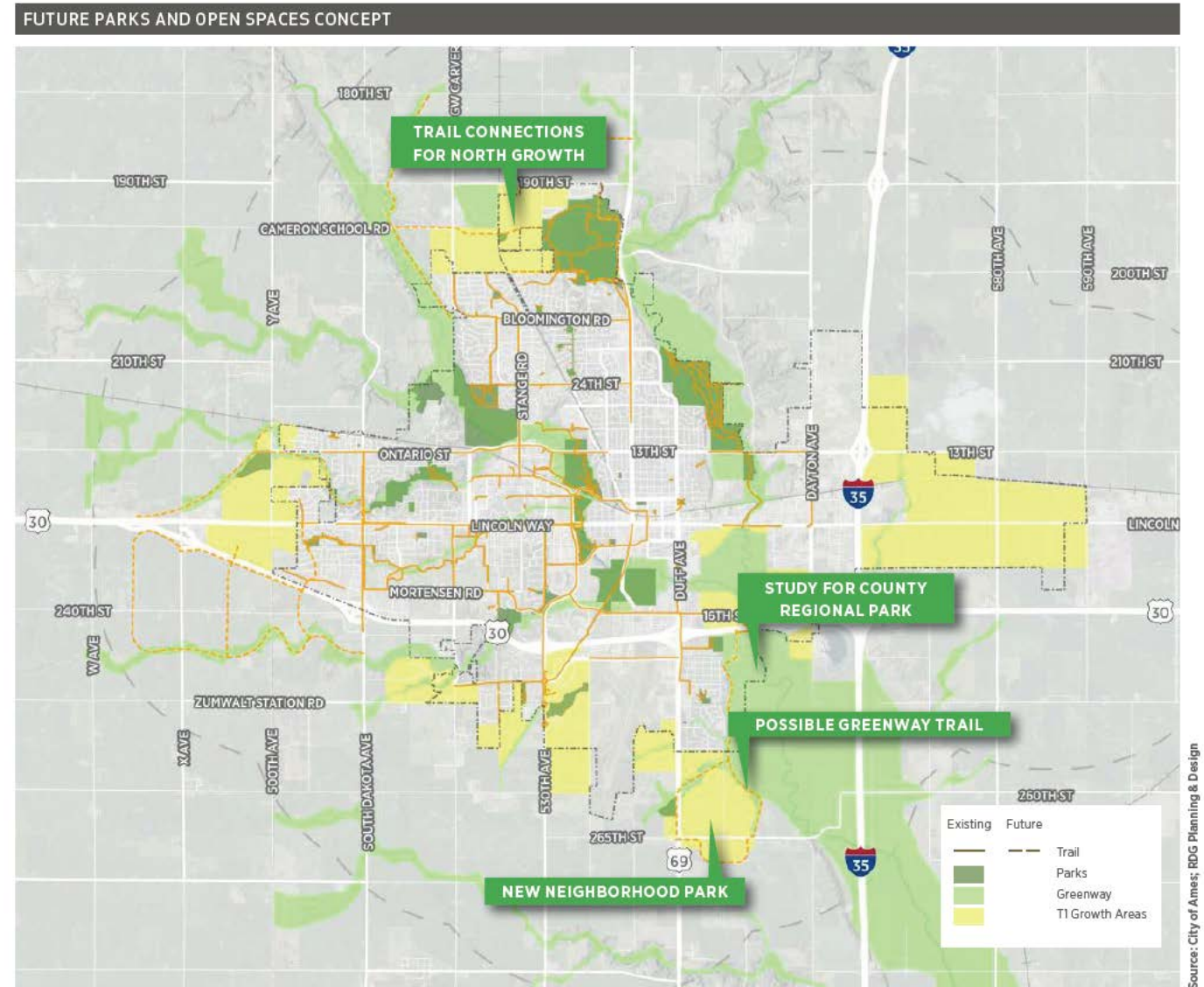
P5. Plan a System of Interconnected Greenways

P6. Stewardship and Variety of Open Space

P7. Be Fiscally Responsible

P8. Support Partnerships

Actions describe using Parks Master Plan for programming, focus on user experience and variety, providing parks with new development, maintaining parks that we have, making parks accessible to neighborhoods





The City of Ames will have a well connected, context-sensitive transportation system that provides for the safety and comfort of all users.

## Forward 2045 Metropolitan Transportation Plan

Ames Area Metropolitan Planning Organization

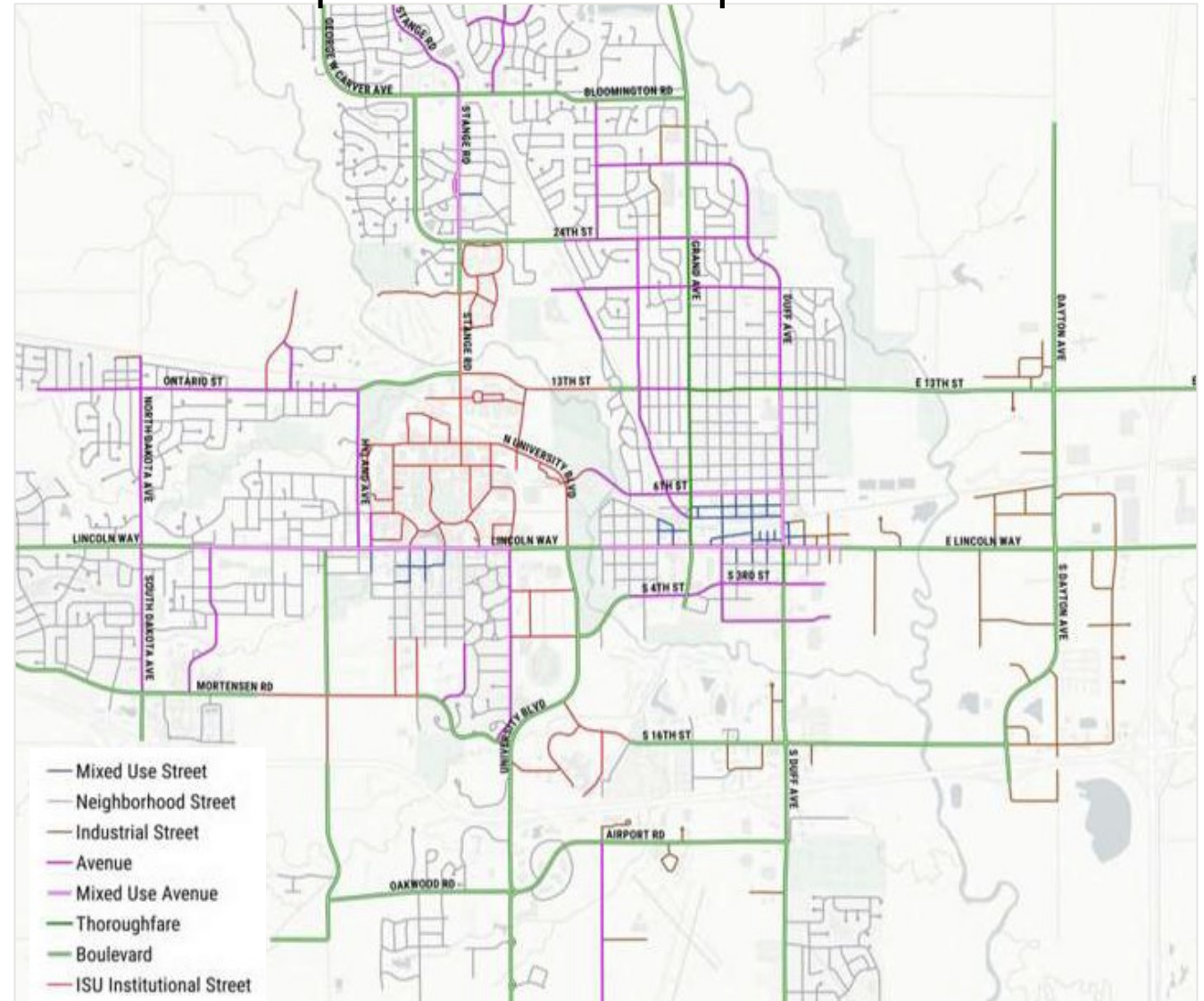
OCTOBER 27, 2020



# Mobility

- Relationship to MPO Transportation Planning
- City of Ames Complete Streets Relationships
- City of Ames Planned Circulation System, Functional Classifications
- City Of Ames General Design Policies

Complete Streets Excerpt



# Mobility (cont.)

---

## Principles

### M1. Complete Streets

Ames will use a Complete Streets approach to serve all users and modes.

### M2. Multi-modality

Create and maintain a connected multimodal network, including planned extensions of transit, bicycle, pedestrian, and micro-mobility facilities.

### M3. Context Sensitive Principles

Transportation facilities in existing and planned development will be sensitive and appropriate to the character of their urban environments.

### M4. Level of Service

Ames will strive to maintain a minimum Level of Service (LOS) standard of “D” for major existing roadways.

### M5. Balanced Transportation Planning

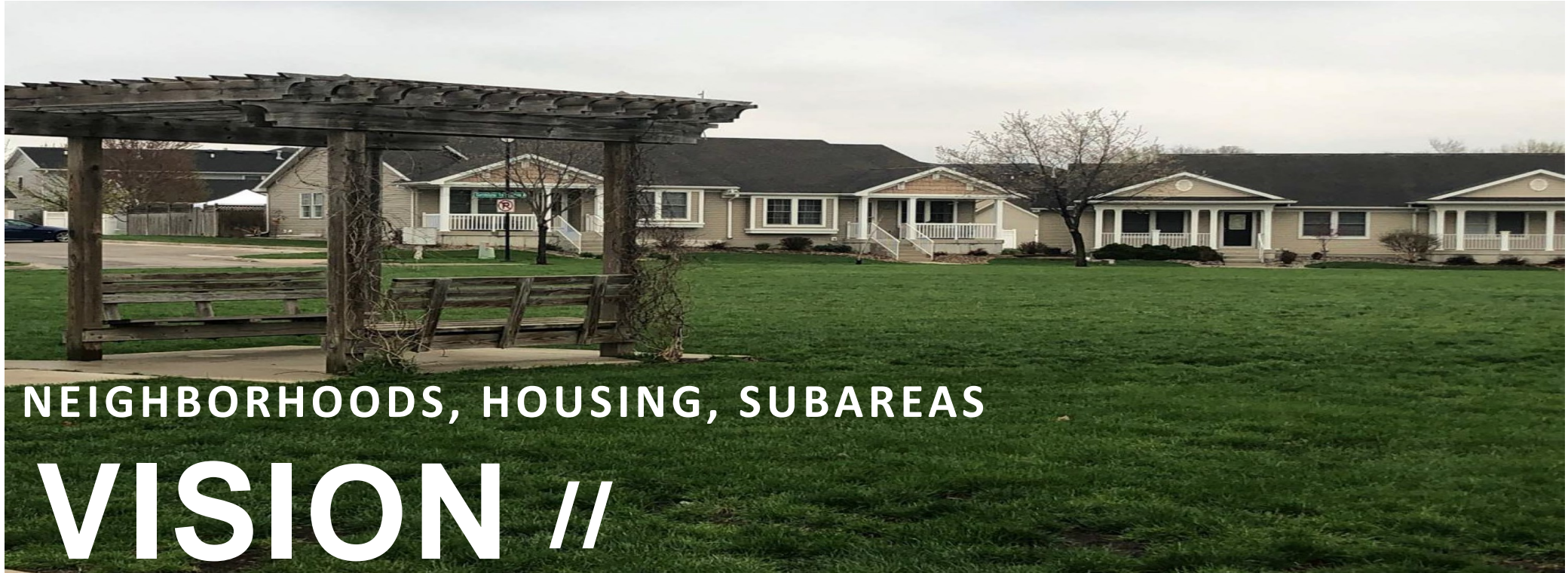
Ames will balance the size of infrastructure improvements with cost, environmental constraints, impacts to all modes, operational quality and levels of service.

### M6. Transportation-Economic Development Link

Ames will recognize that its transportation system is a critical component of the city’s economic success.

Principles include additional details for guiding application of policy. Actions describe future needs for studies, planning, and development review





NEIGHBORHOODS, HOUSING, SUBAREAS

# VISION //

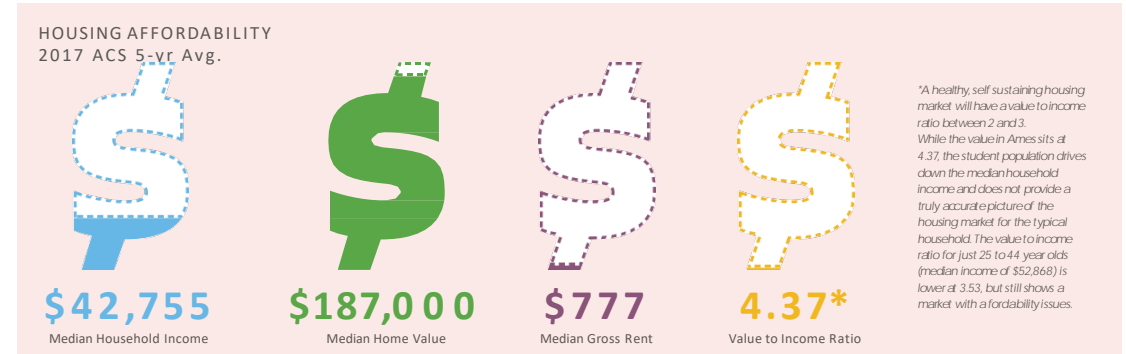
NEW DEVELOPMENT AND REDEVELOPMENT CHOICES THAT ADDRESS SPECIFIC NEEDS OF THE COMMUNITY FOR HOUSING, NEIGHBORHOOD PLANNING, ECONOMIC DEVELOPMENT, INFRASTRUCTURE ENHANCEMENTS, AND CITY PROGRAMS





# Neighborhoods, Housing, and Subareas

- Housing Affordability
- Projected Housing Needs
- Policies supporting existing and new neighborhoods
- Subarea Plans



HOUSING AFFORDABILITY COMPARISON

	MEDIAN HOUSEHOLD INCOME	MEDIAN HOME VALUE	VALUE / INCOME RATIO	MEDIAN CONTRACT RENT	POPULATION
AMES, IA	\$42,755	\$187,000	4.37	\$777	65,005
ANKENY, IA	\$77,801	\$197,500	2.54	\$848	56,237
IOWA CITY, IA	\$45,991	\$202,200	4.40	\$809	73,415
LAWRENCE, KS	\$49,297	\$183,700	3.73	\$714	93,854
FAYETTEVILLE, AR	\$41,158	\$193,000	4.69	\$611	81,889
MANHATTAN, KS	\$47,632	\$193,900	4.07	\$767	55,427

Source: 2017 American Community Survey

HOUSING OCCUPANCY CHARACTERISTICS

	2000	% OF OCCUPIED UNITS	2010	% OF OCCUPIED UNITS	CHANGE 2000-2010	2017	% OF OCCUPIED UNITS
TOTAL UNITS	18,757		23,876		5,119	26,277	
OCCUPIED	18,085		22,759		4,674	25,123	
OWNER-OCCUPIED	8,337	46.1%	9,703	42.6%	1,366	9,877	39.3%
RENTER-OCCUPIED	9,748	53.9%	13,056	57.4%	3,308	15,246	60.7%
TOTAL VACANT	672		1,117		445	1,154	
VACANCY RATE	3.6%		4.7%			4.4%	

Source: US Census Bureau, 2000 & 2010; 2017 American Community Survey



# Neighborhoods, Housing, Subareas (Cont.)

---

## PRINCIPLES

### HD-1. Housing Choice and Attainability

Ames will support housing choice and attainability for people of all income ranges. Land Use and Growth policies include a range of housing types that meet the programmatic and economic requirements of all demographic groups.

### HD-2. Neighborhood Quality

Ames will support maintaining the quality of existing neighborhoods by encouraging reinvestment and conserving and enhancing existing housing stock.

### HD-3. New Development Areas that Build Community

Ames will use density, scale, and building types to define development areas that build connected communities, each of which provides housing choices.

### HD-4. Redirection Areas

Ames will identify land use redirection and infill areas and encourage their eventual redevelopment.

**ACTIONS: 13 Actions related to housing and neighborhoods, focused on standards and programs for diverse options, affordability, quality of housing.**

**Redirection Areas include additional Actions describing processes for redevelopment in specified areas. This section will include additional studies and plans, such as the Lincoln Way Corridor Plan, relevant to land use policy.**



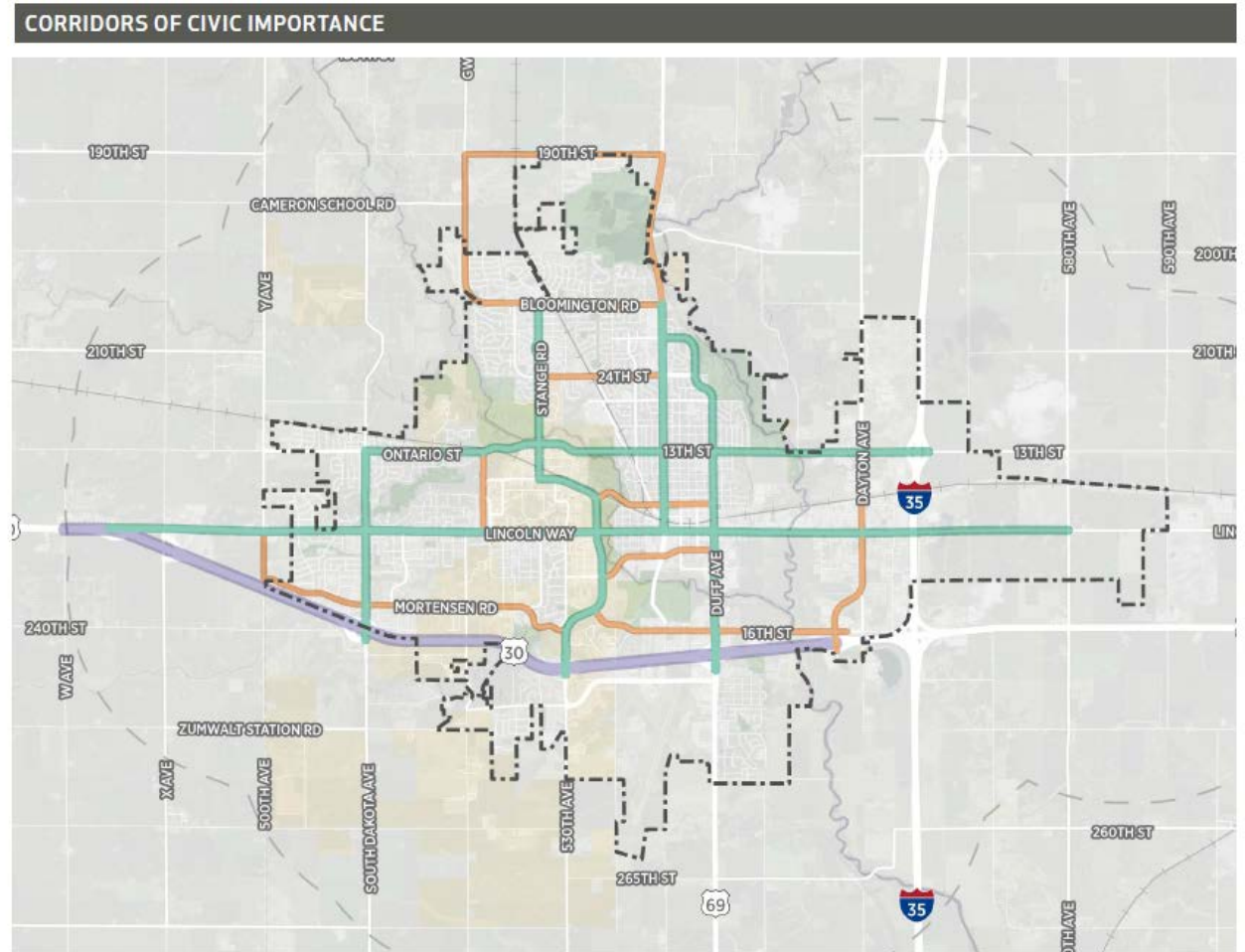


**Ames will advance aesthetic and design improvements that support a spirit of community, respect its heritage, and create new high quality buildings and spaces to build upon our character.**



# Community Character

- Linkage of place, design, transportation, land use
- Beautification and gateways
- Recognizes placemaking as benefit for visitors and residents
- Supports design quality
- Recognize social values of historic areas, arts, and community involvement



- **Council Discussion**
  - **Does anything not fit**
  - **Other issues or topics not addressed**
  - **Does it strike the right balance or tone**
  - **New material primarily the compatibility guide and Urban Fringe**
- **Next Steps**
  - **August 3<sup>rd</sup> City Council Workshop**
    - **Provide specific comments or edits to the Plan in order to finalize it for public review**
  - **Public Draft Plan 2040 August 2021**
    - **Planning for 5-week public outreach effort on the Public Draft**

