

Preface

“In assuring vitality, the continuing intensification of existing areas shall be required on a selective and limited basis.”

(Land Use Policy Plan for Ames, Iowa)

The Land Use Policy Plan guides development in Ames. It recognizes that development in older existing areas needs to be different than in newly developing areas. To identify place-specific development characteristics, the Land Use Policy Plan calls for sub-area planning as a tool to implement designated land uses in specific areas of the community.

Sub-area planning is different from the type of planning that led to the Land Use Policy Plan in that it deals with a smaller area (sub-area) and can address specific issues and accomplish specific objectives with more detail than the Land Use Policy Plan. This report documents the first sub-area to meet these planning objectives.

The documents describing the South Lincoln Sub-Area plan are as follows:

Plan Summary

Summarizes the full Plan Report, with numerous illustrations of intended future conditions and plan elements.

Plan Report

Full description of the plan including the following sections:

- **Needs and purposes** includes the reasons for the Plan, the existing conditions in the sub-area and what the Plan itself will accomplish.
- **Goals and objectives** for future change in the neighborhood, based on conditions in the sub-area, and the issues and values of its residents, property owners and interested citizens.
- **Future conditions** which change can create over time if managed, including the character of redevelopment.
- **Plan elements** are the building blocks of the Plan, including land use, development, connectivity, identity and civic elements.
- **Implementation measures** describes methods to direct change, including managing development, promoting housing choices, creating the plan elements, and organizing people.

Appendices

Background and supporting documents developed during the planning process are listed at the end of this report and can be viewed at the Department of Planning and Housing.

Appendices

Background and supporting documents developed during the planning process are listed below and can be viewed at the Department of Planning and Housing:

- Research the Neighborhood
- Planning & Development Process
- Alternative Concepts

Implementation measures

A goal of this Sub-Area Plan is:

“Provide clear, simple, and effective strategies for implementation.”

This Plan proposes a new trajectory for on-going change in the South Lincoln Sub-Area. It describes change that can meet the aspirations of people who live, work and invest there. This section of the Plan report describes ways to direct that change for a better future in the neighborhood. Implementation measures include managing development, promoting housing choice, creating the plan elements, and organizing people.

Managing Development

The following measures for managing development address the central portion of the South Lincoln Sub-Area, called the Development Management Area, because redevelopment is expected to occur there. Development in other portions of this sub-area will continue to be managed by existing regulations, incentive programs of the City and investment choices of the private sector. The “Creating the Plan Elements” section addresses elements that are proposed in all portions of the South Lincoln Sub-Area.

In this multiple-use district it is not practical to impose a pre-planned development under a set phasing sequence. Rather the neighborhood can redevelop through a combination of actions of the public and private sector, creating different projects at different times. If coordinated, those actions can be

effective for all. The redevelopment priorities and incentives, land use regulations, compatibility standards, and plan review process will guide the public sector’s role in redevelopment.

Redevelopment priorities

The following types of redevelopment areas, which are shown on the Sub-Area Plan Map, reflect different redevelopment priorities and different levels of public sector involvement.

- **Development Management Area.** The Plan priority for this area is maximizing land use choice to encourage pedestrian-oriented redevelopment that is compatible with the existing traditional residential character of the place. Therefore, the multiple-use land use approach combined with compatibility standards applies here. The Development Management Area contains Key Redevelopment Sites and Other Redevelopment Sites.
- **Key Redevelopment Sites.** In addition to the above priorities, at these sites, redevelopment for certain mixed uses of compatible character and as soon as possible, can best support the overall Plan objectives. Most of the properties at these sites are highly likely to become available for redevelopment. Specific reasons for designating each Key Redevelopment Site are as follows:
- The properties along the south side of South Second Street and some properties on Kellogg Avenue close to Lincoln

Way represent a large aggregation of sites with the highest likelihood to redevelop. These sites have close access and visibility from arterial streets with high traffic volumes.

- These Key Redevelopment Sites include two properties north of the boundary of the Development Management Area because the Plan also proposes civic and identity elements at these properties. This means that the new land use regulations and compatibility standards described below will not apply to these two properties, but the development incentives described below will be available to these two properties, specifically for implementing the civic and identity elements. However, use of these incentives is not to be allowed if redevelopment of the property at the southeast corner of Kellogg and Lincoln Way is accomplished in a manner that has a negative impact on any historic value of the property at 218 Lincoln Way.
- The properties in the vicinity of the intersection of South Third Street and South Walnut are exposed to a significant amount of traffic on a route that connects the Hy-Vee grocery store and the Target discount store. This site is on bicycle and Cy-Ride routes and is convenient to a large number of dwelling units. The Plan proposes civic and identity elements here.
- Properties in the vicinity of South Third Street and South Kellogg Avenue are also exposed to a significant amount of traffic on a route that connects the Hy-Vee grocery store and the Target discount store. This site is very visible at the south focal point of South Kellogg

Avenue and is along an important proposed pedestrian route, between a large number of apartments and the downtown district. The Plan proposes civic and identity elements here. However, most of the properties contain substantial buildings posing a challenge for redevelopment.

Multiple-use building types are highly desirable on all these sites. Well-designed, successful projects at any of these locations will stimulate interest and confidence in redeveloping this area. Development incentives are used here to encourage early development of well designed, multiple-use buildings incorporating proposed plan elements.

- **Other Redevelopment Sites.** These sites are somewhat less likely to be available for redevelopment than Key Redevelopment Sites, but certain uses and character can best support Plan objectives. For example:
- Public/private cooperation to redevelop the Heartland Senior Center and adjacent site might help that facility to expand while providing more commercial or residential units close to other commercial uses.
- Properties along South Third Street between two Key Redevelopment Sites have good exposure for commercial use, but are less likely to be available or are limited in size.

Generally, the Plan does not propose civic and identity elements at these redevelopment sites. Timing of their redevelopment is less important to the Plan's success. A lower level of development incentives is to be used

here to facilitate development that contributes to Plan objectives or to address specific issues that restrict redevelopment.

Development Incentives

The purpose of incentives is to stimulate investment in the area because redevelopment brings benefits to the community. The Ames Land Use Policy Plan and this sub-area Plan specify those public benefits, centralized commercial and residential uses reducing urban sprawl, for example. However, incentives need to go beyond just stimulating investment, but stimulate redevelopment that incorporates aspects of this Plan. The tax abatements available under an Urban Revitalization Plan are to be made available to developments found to be in conformance to this Plan in the following ways:

- Total area of commercial uses integrated into an otherwise largely residential project exceeds an established threshold
- Multiple uses included in a project in a Key Redevelopment Site or Other Redevelopment Site
- Provision of civic elements available for public use
- Identity or connectivity elements implemented with private development
- Others to be identified

Because of the irregular patchwork pattern of suitable properties likely to develop, an objective of this Sub-Area Plan is to:

“Provide implementation mechanisms that respond to such challenges as deterioration of property held for future development, assembling or holding development parcels, and costs of

maintaining land for single-unit residences.”

To meet this objective more active development incentives could include public involvement or investment to acquire property in Key Redevelopment Sites when they become available and holding them until sufficient property is available for redevelopment to proceed.

However, because the property at 218 Lincoln Way may have historic value, before any incentive is approved for redevelopment at the southeast corner of Kellogg Avenue and Lincoln Way the following issues should be considered:

- Has any historic significance been documented and established for the property at 218 Lincoln Way?
- If so, will redevelopment of the adjacent site have a negative impact on any such historic value? If so, an incentive should not be approved in conjunction with the development of that adjacent property.
- Will redevelopment of the adjacent site promote the preservation and/or interpretation of any such historic value? If so, use of an incentive in conjunction with the development of that adjacent property may be consistent with the goals and objectives of this Plan.

Land Use Regulations

Implementing the multiple-use aspects of this Plan requires a change in the Zoning Ordinance and in the existing zoning designation for the Development Management Area. Several options can be considered:

- Add a multiple-use zoning district to the zoning regulations and then rezone the

Development Management Area to that district.

- Add a multiple-use zoning district as an overlay district to the zoning regulations, rezone the portions of the Development Management Area that are now zoned Highway-Oriented Commercial (HOC) to High-Density Residential and then apply the new overlay zone to the Development Management Area.
- Revise the zoning regulations to allow district plans and then adopt a district plan for the South Lincoln Sub-Area that is written with specific location references within the Development Management Area.

Any new zoning regulations should address the following types of issues:

- Allowed and prohibited uses
- Building height
- Lot sizes
- Lot coverage
- Setbacks
- Uses of front yard
- Required open space
- Shared parking
- Maximum parking

Compatibility Standards

An objective of the South Lincoln Sub-Area is:

“Encourage design characteristics that identify and distinguish this sub-area as a unique place that contains diversity and variety, including building mass, scale, materials and fenestration compatible with the sub-area’s existing traditional character and such urban design characteristics as spatial sense, landscape

structure, connectivity, legibility, and animation.”

An important concept of this objective is that the character of new development is to be based on the existing context of the area, not an out-of-context definition of what constitutes attractive development. Such compatibility standards shall apply to both building and site development.

- **Building design standards** shall address the following types of issues:
 - Massing of building elements
 - Articulation of building façade (offsetting planes, colors and textures, detailing)
 - Degree of transparency of façade
 - Patterns or proportion of windows and doors
 - Treatment of front, rear and side facades
 - Minimum proportion of lot frontage to contain building
 - Location of principal pedestrian entrance
 - Materials
 - Roof types
- **Site design standards** shall address the following types of issues:
 - Required amenity, pedestrian use or privacy areas
 - Location of entrance walks with respect to public sidewalks
 - Location of parking
 - Separations, buffering and screening between adjoining property, and service areas, drive-through service lanes, parking, etc.
 - Locations allowed for access
 - Sign locations, size and character

Plan Review

Like most development, both the zoning regulations and the compatibility standards require design review. To what extent that review is different than current development review processes, who is responsible for making decisions and the review process all deserve careful consideration. Two types of approaches are typical for multiple-use zoning in other communities.

- A fixed approach based on detailed, technical, measurable standards simplifies project approval, but is not always flexible enough to deal with the variety of conditions that multiple-use development invites.
- Discretionary approach based on clear, agreed-to objectives is suited to resolving complex compatibility problems, but is more complicated and time-consuming and requires a zoning decision authority to make judgments on a project-by-project basis.

The following objective of this Sub-Area Plan shall guide preparation of the zoning regulations, compatibility standards and procedures for their use:

“Ensure that any design or other additional development guidelines are basic and simple.”

All possible simplicity and clarity in development standards and review processes is another important incentive to redevelop in the South Lincoln Sub-Area. Also, residents and property owners should be involved in preparing these standards and processes.

Promoting Housing Choice

A goal of this Sub-Area Plan is:

“Help the community to increase its supply of housing and provide a wider range of housing choices.”

This goal is taken from the Ames Land Use Policy Plan. Although the number of housing units in the South Lincoln Sub-Area has increased by more than 40% since the Land Use Policy Planning process began, providing more housing units is integral to this Plan. More specifically, an objective of the sub-area Plan is:

“Provide within the sub-area a diversity of housing types to enable citizens from a wide range of economic levels and age groups to live within its boundaries.”

By permitting multiple land uses, this Plan will allow residential development with varying densities to capitalize on the convenience and character of this neighborhood. The compatibility standards will help to mitigate conflicts between different housing types and densities.

Beyond that, this South Lincoln Sub-Area is an excellent location for housing programs that encourage development of dwelling units targeted for people with lower incomes. Funding for such programs could include:

- Tax abatements under an Urban Revitalization Plan tied to inclusion of such units in multiple-use buildings
- Federal community development block grants
- Programs of private non-profit organizations

Any or all of these housing programs will support the following objective of this Sub-Area Plan:

“Integrate low and moderate-income housing among new units where feasible and appropriate.”

Another Plan objective calls for:

“Provide opportunities for property owners to maintain and improve existing single family units where feasible and appropriate.”

This Plan promotes investment in existing detached dwellings and removes some, but not all, impediments to such dwellings. The compatibility standards and zoning for multiple land use will apply to the Development Management Area, which has been delineated to include all existing single-unit, detached dwellings.

In this neighborhood, there will always be a certain degree of uncertainty about redevelopment uses next door or across the street. However, the compatibility standards are intended to ensure that the appearance and character of the building and site are compatible with traditional detached dwellings. Reducing uncertainty generally promotes investment.

Any new zoning regulations to implement multiple land uses will make existing single-unit detached dwellings conforming uses, eliminating impediments to investment under their previous non-conforming status.

This Plan will not remove completely one impediment to investment, the cost of property taxes. Since high-density residential and commercial development will be permitted, it is likely that this will still be a prime factor in establishing valuations. No programs, short of direct

public subsidies to offset property taxes, are commonly available to mitigate this problem.

However, it should be noted that this problem is not confined to this neighborhood and fairness would probably dictate that any such tax relief program would have to apply in other parts of the community. Also, most property owners want to preserve the value of their property for future resale, which is why downzoning part of this neighborhood to low-density residential uses has not been recommended.

Some existing residents may want to invest in single-family detached dwellings, but decide this multiple use neighborhood is not for them. Yet, they may face a difficulty in finding housing they can afford elsewhere in Ames. A housing relocation assistance program could be developed to meet these needs. Such a program could identify suitable dwellings elsewhere in the community and assist with moving costs, down payments or costs of needed improvements, thereby helping preserve another lower cost house and freeing the house in the South Lincoln Sub-Area for another family or, if in a priority site, for redevelopment.

Creating the Plan Elements

The plan elements include connectivity, identity and civic elements. These physical improvements are to be incorporated into public capital improvement projects and programs or implemented in partnership with private redevelopment projects. Thus the timing and financing for public and private projects will determine the timing and financing of these elements.

Timing

The Plan proposes no set implementation phasing or sequencing for the plan elements. Plan elements that are tied to other major public capital improvements will be implemented based on the on-going capital improvements planning and implementation process. Plan elements that are tied to private development projects are intended to be incorporated into these early in the planning process, as the private sector makes investment decisions about properties.

Connectivity elements include the Grand Avenue and South Fifth Street extension, is scheduled in the Capital Improvements Plan for planning and implementation in 2002 through 2005. Timing of this major project will depend on availability of financing. This Sub-Area Plan proposes a number of gateways, site identity elements, bikeways, pedestrian walks, edge enhancements and activity nodes that will be planned and implemented along with this street extension project. Likewise, streetscape improvements proposed for South Second Street and Kellogg Avenue will depend on timing of the underground utility projects planned for these streets. Timing for the other bikeway and walkway improvements is independent of other improvement projects and can be more flexible.

Other gateways, site identity elements, activity nodes and recreation sites will be incorporated into adjacent private redevelopment projects, as they generally will need some space on what is now private property. For example, the gateway and activity node proposed at the intersection of Lincoln Way and Kellogg Avenue should be incorporated as early as possible into the design process for the former Boston Market and Video Update

sites on the south side of Lincoln Way. Timing for the activity nodes and site identity elements shown at the Key Redevelopment Sites will depend on redevelopment initiatives for those sites.

As a whole, it is likely to take many years for the changes to the South Lincoln Sub-Area, that this Plan describes, to come about. However, the Plan is more likely to be successful if some redevelopment and public improvement begin as soon as possible after Plan approval.

Financing

Financing for the various elements of the Plan is intended to come from a variety of sources, both public and private. Any of the elements could be implemented through public/private partnerships.

The land use and development elements address the public role in regulating private redevelopment, which are investments financed by the private sector. Through the proposed development incentives, the public sector encourages developers to build into their project's characteristics that have a clear public benefit.

The connectivity, identity and civic elements are for the use, enjoyment and benefit of the public in general, and the people who live and work in the South Lincoln Sub-Area, in particular. In this sense, these elements are public improvements and thus eligible for financing using various public funding sources of the city, state and federal government. For example, the infrastructure and streetscape improvements will occur within the public right-of-way and can be financed similar to other city street and utility projects.

Other gateway and identity elements, and particularly the civic elements, may well occur on private property, under an

easement agreement. However, these will be public improvements and could be financed by city revenue sources (such as local property taxes and sales taxes), state funding sources (such as road use taxes), federal sources (such as community development block grants), and grants.

As amenities for the neighborhood residents, these elements also benefit the property owners and investors in the neighborhood. Thus, connectivity, identity and civic elements could also be financed by private investment. For example, an apartment complex developer might fund an active recreation feature on the development site, but make it available for public use through an easement or other written agreement. In this case, the development incentives, such as tax abatements, might be used to offset part of the cost of the feature or the costs of on-going maintenance and insurance.

Generally, implementing the Plan should be seen as a cooperative effort of both the public and private sectors. Financing will require spending public funds, but to the greatest extent possible, coordinated with simultaneous and on-going private investment in the neighborhood. A similar cooperative effort over the last 100 years created the \$90-million in property that forms the South Lincoln neighborhood today.

Organizing People

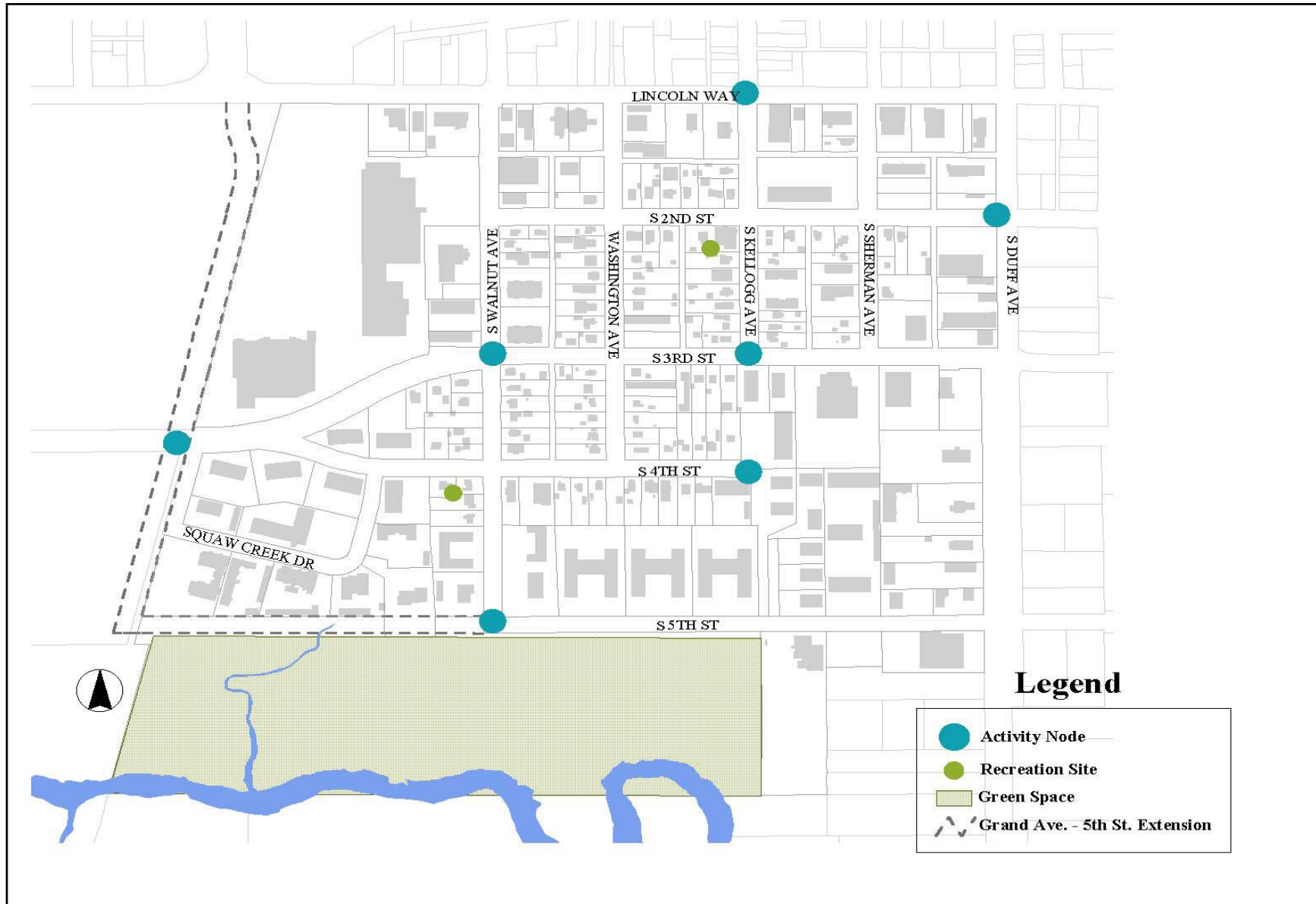
Effectively directing change towards certain goals requires cooperative effort among people, including the people who live, work, own property and invest in the South Lincoln Sub-Area.

The best vehicle for this cooperative effort is a formal organization, whether a neighborhood association, development corporation or other association. Such an organization could provide input on detailed plans for the gateway, identity and other plan elements; organize, apply for and carry out clean-up, fix-up and other projects under the city's Neighborhood Improvement Program; and participate in maintenance.

Perhaps more importantly, a neighborhood organization is needed to build networks and attachments that can make this neighborhood a great place to live and work. This can be accomplished through social activities and providing a forum for working out issues and making decisions about the future of the neighborhood.

Such participation is essential to successfully carrying out this Plan; it is unlikely that this Plan will succeed without the participation of people in the neighborhood.

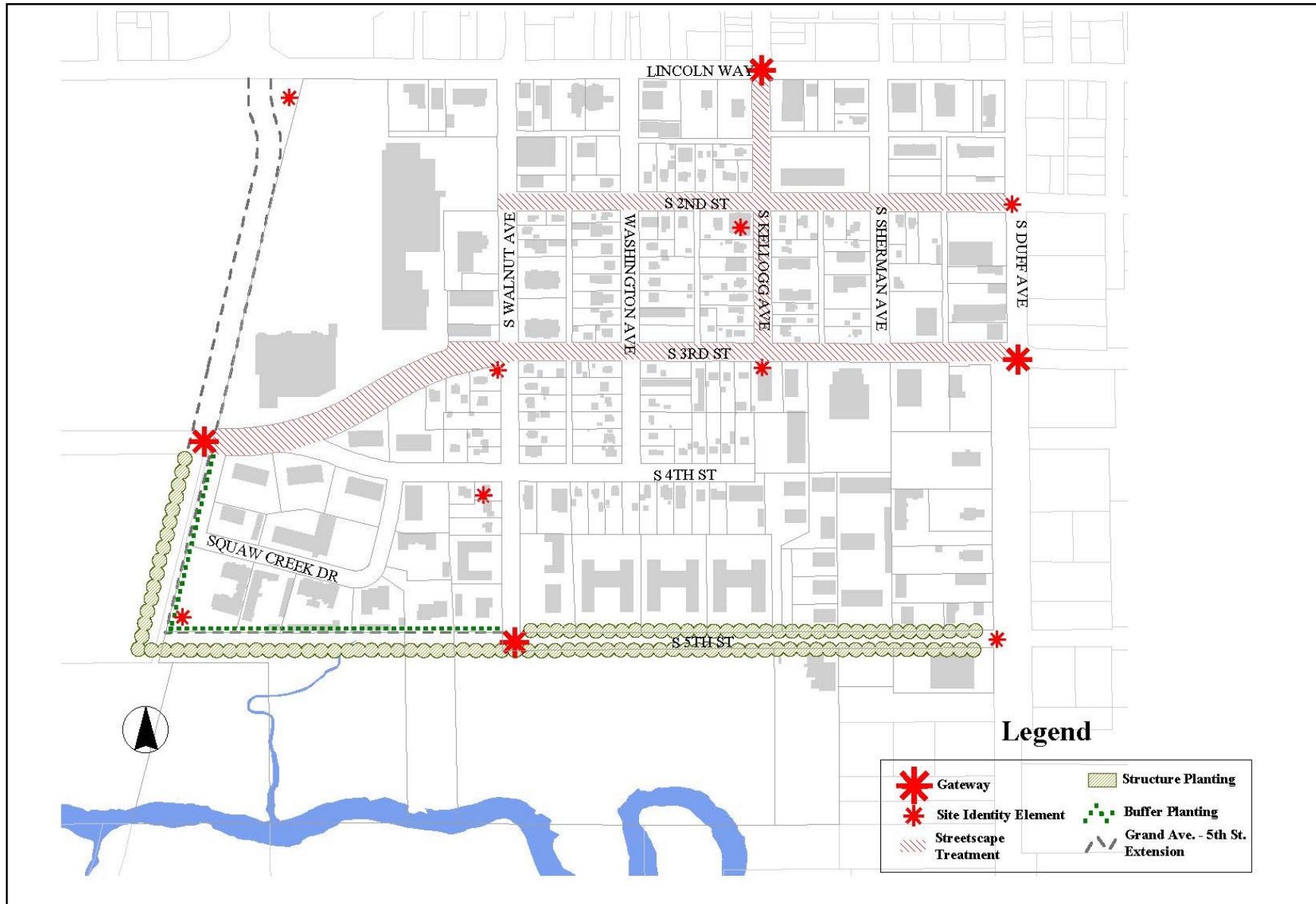
Civic Elements



Plan Elements

South Lincoln Sub-Area Plan

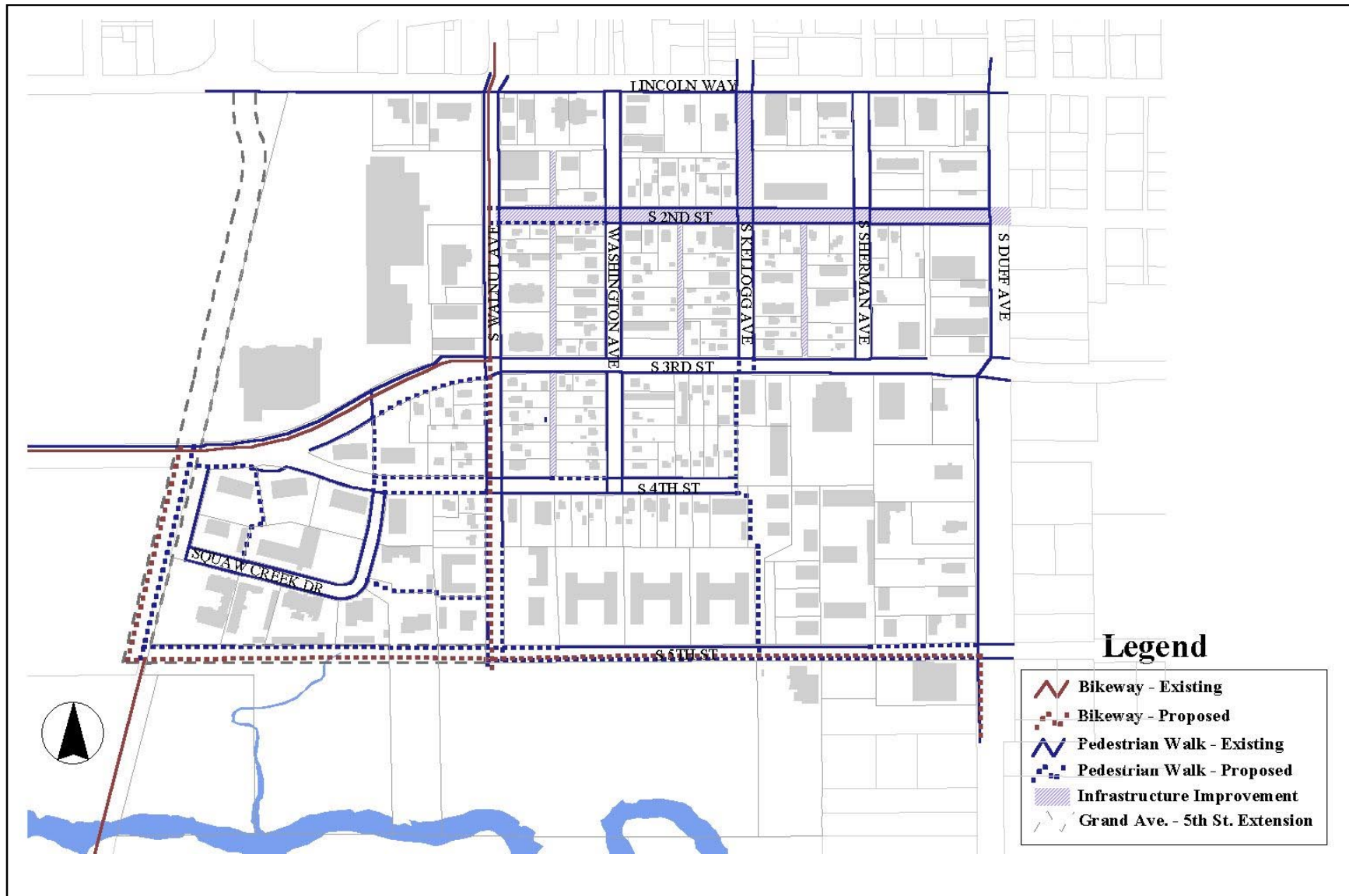
Identity Elements



Plan Elements

South Lincoln Sub-Area Plan

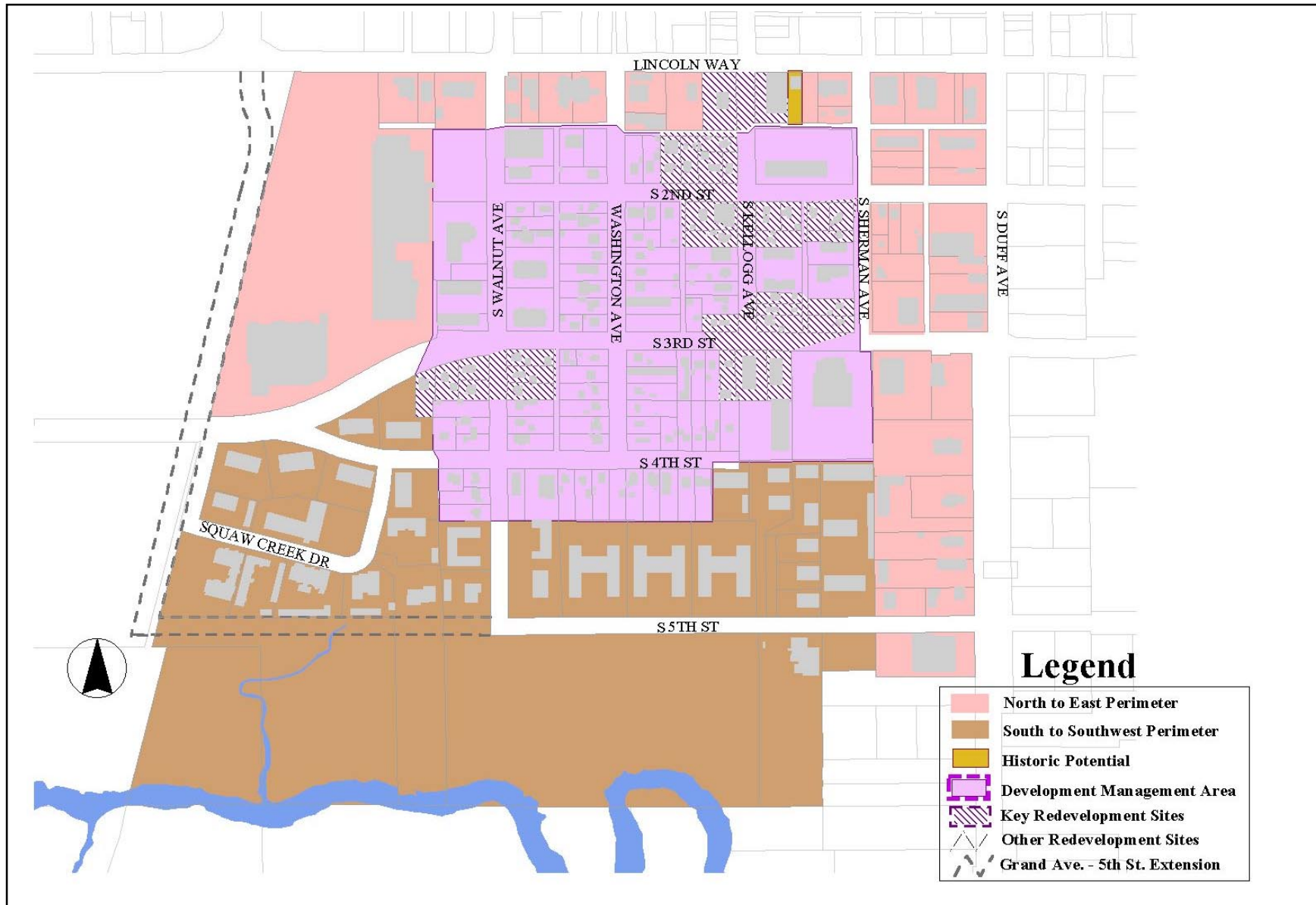
Connectivity Elements



Plan Elements

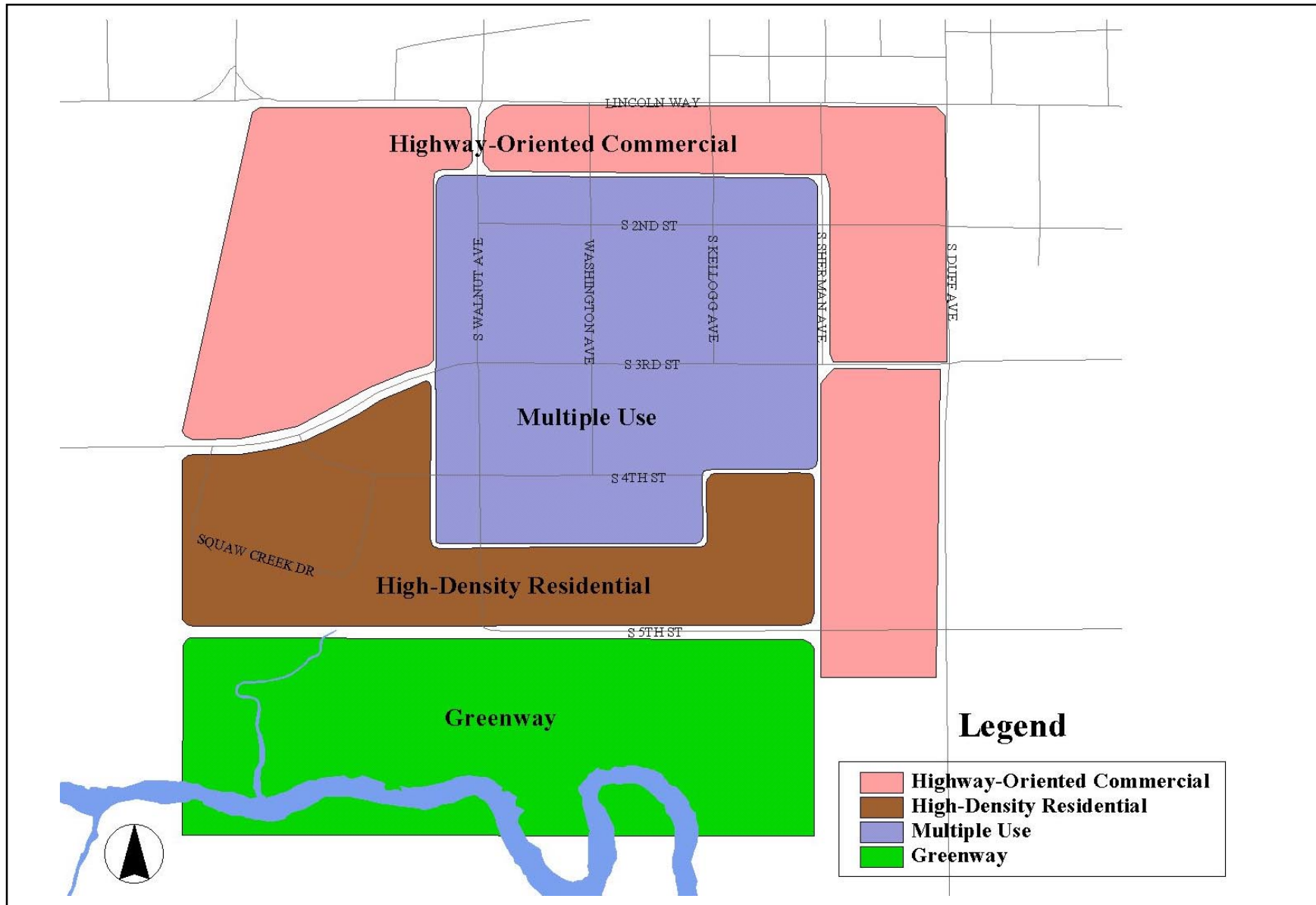
South Lincoln Sub-Area Plan

Land Use and Development



Plan Elements
South Lincoln Sub-Area Plan

Land Use Plan



Plan Elements

South Lincoln Sub-Area Plan

Plan elements

Policies regarding land use are the most significant policy decisions that the Land Use Policy Plan calls for in the South Lincoln Sub-Area. But the Land Use Policy Plan also describes some other broad goals and objectives, which have been adapted to this neighborhood. Public improvement projects and coordinating public and private projects can also help meet these goals and objectives.

Therefore, this Plan brings together in one place land use policies, public improvement proposals from other city planning documents, and recommendations for other improvement projects and development programs. This section describes in detail all of these elements, grouped in four categories:

- **Land Use and Development**

- Land use regulations
- Redevelopment areas
 - Development management area
 - Key redevelopment sites
 - Other development sites
- Compatibility standards
- Redevelopment incentives and programs

- **Connectivity Elements**

- Bikeways
- Pedestrian walks
- Infrastructure improvements

- **Identity Elements**

- Gateways
- Site identity elements
- Edge enhancements
 - Structure plantings
 - Buffer plantings
- Streetscape treatments

- **Civic Elements**

- Activity nodes
- Recreation sites
- Green space

Land Use and Development

One of the goals for the South Lincoln Sub-Area is:

“Continue to develop this area as one of the most mixed-use areas of Ames through intensification, expansion, and diversification of uses. At the same time limit the occurrence and impact of conflicts and challenges sometimes associated with integrating a variety of land uses within a compact area.”

This goal is derived directly from the goals of the Land Use Policy Plan and policy options for the Urban Core area. Consistent with this goal, as a whole this sub-area is intended to continue to be an area for multiple land uses. See the “Land Use Plan” at the end of this section.

Around the perimeter, no change is planned to the multiple-unit residential and commercial land uses of the Ames Land Use Policy Plan. Future development will likely occur in the central portion of the sub-area. This sub-area Plan proposes that this be a largely multiple-unit residential area with some degree of new commercial uses and some remaining single-unit detached homes. This is the area in which the “Land Use Plan” map shows Multiple Use, which represents a proposed change to the Ames Land Use Policy Plan.

The following section describes Plan recommendations related to land use and development for three portions of the South Lincoln Sub-Area:

- South to Southwest Perimeter
- North to East Perimeter
- Central Portion

South to Southwest Perimeter

The portion of this perimeter developed as high-density, multiple-unit housing in the 1970's and 1990's, is to remain in its current land use designation: High-Density Residential (RH).

The area to the south within the floodway zone is to remain undeveloped and retain its current land use designation, greenway. This is defined in the Land Use Policy Plan as part of a continuous greenway system. For further detail look under "Civic Elements".

North to East Perimeter

The north to east perimeter is also nearly built-out with highway-oriented commercial land uses. This Plan proposes no changes to the land use of the properties directly fronting on Lincoln Way, between Duff Avenue and Sherman Avenue or the Lincoln Center. These areas will continue to redevelop as older businesses upgrade or are replaced with new businesses.

A land use change is proposed for the properties directly behind those on Lincoln Way, which front on South Second Street. This land use change makes these properties part of the central portion of the South Lincoln Sub-Area, designated as the Development Management Area, which is discussed below.

One property may have potential historic value is 218 Lincoln Way, often referred to as the Martin house. The Martin family provided housing here and other support for black students during the early years of Iowa State University, when these students were not permitted to live on campus. The house is also a reminder that the growth in popularity of the automobile, and the establishment of the Lincoln Highway in 1913, changed the land use along Lincoln Way from one that

was almost entirely residential in nature to the commercial corridor that exists today. The Martin family still owns the property and, along with the Archie Martin Foundation, has expressed their intent to seek protection for this property as a national register site and/or a local landmark.

This Plan anticipates redevelopment of properties on Kellogg Avenue south of Lincoln Way. This is consistent with the 1996 *Ames Downtown District Development Plan*, which proposed redevelopment of properties on Kellogg Avenue north of Lincoln Way. Kellogg Avenue is also to serve as a primary pedestrian connection between the heart of this South Lincoln Sub-Area and the heart of downtown, which is discussed further under "Connectivity Elements". For these reasons, this intersection is designated as one of the gateways, discussed under "Identity Elements".

Central Portion

A key principle of this Plan is that the South Lincoln Sub-Area, as a whole, is an area for multiple land uses. Future development will likely occur in the central portion, and so most of the guidance for new development is intended specifically for that portion of the South Lincoln Sub-Area. It is marked on the "Land Use Plan" map as Multiple Use. On the "Land Use and Development" map, at the end of this section, it is marked as the Development Management Area.

Land Use in the Development Management Area

This Plan proposes a change in the Land Use Policy Plan and a change in zoning for this Development Management Area. The current Land Use Policy Plan map designates most of this Development

Management Area as High-Density Residential (RH). The extreme north half-block is now Highway-Oriented Commercial (HOC).

The new land use designation promotes intensification with a diversity of uses by allowing wide latitude in choice of land use in any one location:

- **Single-unit and all multiple-unit residential uses** continue to be allowed.
- **Commercial uses** are more restricted than in highway-oriented commercial areas. These include specialized retail and office uses that serve, and depend for their success on, the larger community and are also compatible with the intended character of this central portion of the neighborhood. Examples include:
 - Office uses
 - Retail sales and services
 - Entertainment, restaurant and recreation trade
 - Child day care facilitiesBut do not include:
 - Automotive trade
 - Wholesale trade
 - Industrial uses
- **Size and scale.** Buildings are to be from one to three stories, and multi-story buildings are encouraged, but are not as large as allowed in the current Residential High Density zoning district (9 stories). Densities for multiple-unit residential uses range from six to 18 dwelling units per net acre. Floor area ratios for commercial uses (proportion of the total area of commercial uses on all floors to lot area) are from 0.50 to 0.75. Maximum total floor area for commercial uses are up to 15,000 square feet.

- **Access** is generally from alleys, in order to reduce traffic conflicts, limit breaks in the continuity of pedestrian routes and preserve a pedestrian-oriented environment. Exceptions may be made for access to properties on South Third Street or without alley access.

- **Parking** requirements are based on building use according to current zoning standards. Current standards require more parking for multiple-unit residential uses than was required when the most recent apartment buildings were developed in the neighborhood.

Due to size and setbacks, some property parcels bordered by recent redevelopment may be unsuitable for uses other than parking. To take advantage of current regulations that allow off-site parking, clustering of uses are encouraged in such locations.

This approach to land use in the Development Management Area is not expected to yield large, dense or well-integrated mixed-use development projects. This is to be an area with multiple land uses or an area where multiple-use buildings are allowed and encouraged. Multiple-use buildings have commercial and service uses on the street level and residential uses above. The purposes of allowing these land uses to coexist are to:

- Stimulate redevelopment by maximizing choice in determining land use.
- Provide additional places within the urban core for commercial uses in a manner that also enhances this sub-area
- Give a focus for redevelopment within the larger urban core area
- Ensure continued strength of property values

- Enhance vitality from the existing interplay of uses
- Use space efficiently, relieving to a small degree development pressure on the community's fringe
- Provide opportunities for social interaction

This approach accommodates the gradual intensification of development that the Land Use Policy Plan calls for. It is likely that the number of detached dwellings will continue to gradually decline, although they may or may not disappear altogether eventually. This Plan intends to preserve livability and diversity during what may be a long transition period and promotes a strong sense of place and special identity in the new neighborhood that emerges.

With this approach to land use, the ultimate development pattern within the Development Management Area will be determined by patterns of ownership, property value and condition, availability of property for purchase, and choice of property owners. In this central portion of the South Lincoln Sub-Area compatibility standards, not traditional zoning, are the key for regulating development.

Compatibility Standards in the Development Management Area

Compatibility standards promote a sense of place through compatibility between new development and existing buildings at the design scale of sites and buildings. The intent is to create commercial, multi-family and multiple-use buildings with scale, massing, materials and design features compatible with a traditional residential neighborhood.

These standards are to address the following compatibility issues at the site level:

- Nuisance factors of certain uses
- Need for some degree of segregation between uses (e.g. entrances to residential and commercial spaces)
- Consequences of different land use intensities (e.g., space for vehicles crowding out pedestrian space, multiple-unit residential uses overshadowing single-unit detached residences)
- Visual, orientation and traffic impacts on immediate surroundings
- Aesthetic impacts
- Building facades (e.g., fine-scale issues)
- Orientation of different uses
- Overall impact of building design

Strategy for Targeting Redevelopment

One success factor for multiple-use areas is providing a focus for certain types of redevelopment. For example, commercial development is more successful at locations with greatest visibility, traffic volume and access. Significant areas of land for larger projects are available in only certain locations here. Certain kinds of development are likely to be more successful if located in areas of higher pedestrian activity. Based on such factors, the Plan establishes different types of redevelopment areas.

- **Development Management Area.** This is the portion of the South Lincoln Sub-Area discussed above where most redevelopment is expected to occur. The multiple-use land use approach applies here, as do the compatibility standards. Specific implementation programs are available in this area.
- **Key Redevelopment Sites.** Redevelopment is highly likely here. Multiple-use building types are highly desirable. Redevelopment for certain uses and with certain design

characteristics can best support the overall Plan objectives. Early development of these sites would demonstrate the character of development that is desired and may stimulate investment interest in the neighborhood. Civic elements should be incorporated into development at these sites.

- **Other Redevelopment Sites.** Redevelopment is somewhat likely here. As in the Key Redevelopment Sites, redevelopment for certain uses and with certain characteristics can best support Plan objectives, but early development of multiple-use buildings is less important. Civic elements in these locations are less important to the Plan's success.

Different types of development incentives are based on these redevelopment areas. "Implementation Measures" describes these incentives.

Connectivity Elements

Another goal for the South Lincoln Sub-Area is:

"Encourage a sense of place and connectivity, physically and psychologically, within the sub-area and within the larger community."

An objective of this sub-area Plan is:

"Physically connect spaces within the sub-area and the sub-area with the larger community through a multi-modal system of fully-connected routes to all destinations."

To meet this goal and objective the Plan pulls together and enhances

improvements already included in the city's *Transportation Master Plan* and *City Parks and Bicycle Trails Map*, and proposes additional connectivity elements, described here and shown on the "Connectivity Elements" map at the end of this section.

Grand Avenue and South Fifth Street Extension

The *Transportation Master Plan* proposed this arterial street connection to accommodate growing north-south traffic volumes in the city. This project is included in the city's Capital Improvements Program, to be implemented in the next five years, depending on funding availability. The *Transportation Master Plan* presents an extension of Grand Avenue south across the Squaw Creek to South 16th Street as an item for further study after the Grand Avenue and South Fifth Street extension is in service.

Several design aspects of this major street extension project, yet to be addressed, will have implications for this neighborhood:

- **Traffic control at intersections.** It is likely that traffic signals will be needed at the future Grand Avenue and South Fourth Street intersection, but the need is less clear at South Walnut's intersection with South Fifth Street. These decisions have implications for proposed gateways and connections for pedestrians and bicycles, discussed below.
- **Property access.** Currently eight driveways provide access to 346 apartment units along the north side of South Fifth Street. Safety for neighborhood residents and other people using this arterial street may require

reducing the number of driveways. This can be done using existing internal circulation, creating a frontage access road or providing access from another street. The latter seems the least feasible at this point. In any case, the various apartment complexes will need clear identifiers and an attractive front yard appearance.

- **Relation to flood elevations.** This street extension intends to improve access during flood events, which entails raising the road elevation or other flood control measures. Property owners on the north side of South Fifth Street see this as a potential benefit to their residents and properties, while south side owners see a potential for increasing flooding on their properties. Objective and detailed analysis could confirm or deny either or both of these assumptions.
- **Designation as U. S. Highway 69.** Although not yet decided, such a designation would affect road design, access, signage, right-of-way needs, funding and perhaps other issues.

This major street extension project will help make this neighborhood an even more convenient place to live and to locate commercial uses, because it will improve connectivity to the rest of the community, and to highways around the community, and increase awareness of the South Lincoln neighborhood.

Other Street Connections

The recent improvements to Lincoln Way also improve connectivity of the South Lincoln Sub-Area, as would several other street improvements the city is studying at the time of this Plan:

- **South Fifth Street extension east across the Skunk River to Dayton Road**, although this is not likely for more than five years or longer.
- **Grade separation at the Duff Avenue railroad crossing**, now being studied, may increase traffic on South Duff Avenue and thus improve access and make the east portion of the South Lincoln Sub-Area a more attractive commercial location.

Bikeways

An existing bike path enters the South Lincoln Sub-Area from the west on South Fourth Street and continues on South Third Street and north on Walnut Avenue. The *Transportation Master Plan* and *City Park and Bicycle Trails Map* propose a future bike path extension south on Walnut Avenue and South Fifth Street, connecting to the existing bike path on South Duff Avenue.

An existing Greenbelt Trail extends south from South Fourth Street along the approximate alignment of the future Grand Avenue extension. This trail crosses Squaw Creek and U.S. Highway 30 to the south.

An objective of this sub-area Plan is to:

“Encourage pedestrian and bicycle use with pedestrian routes and bike paths whose design encourages the intended mode of travel by being small; spatially defined by buildings, trees and lighting; and by discouraging adjacent high speed traffic where appropriate.”

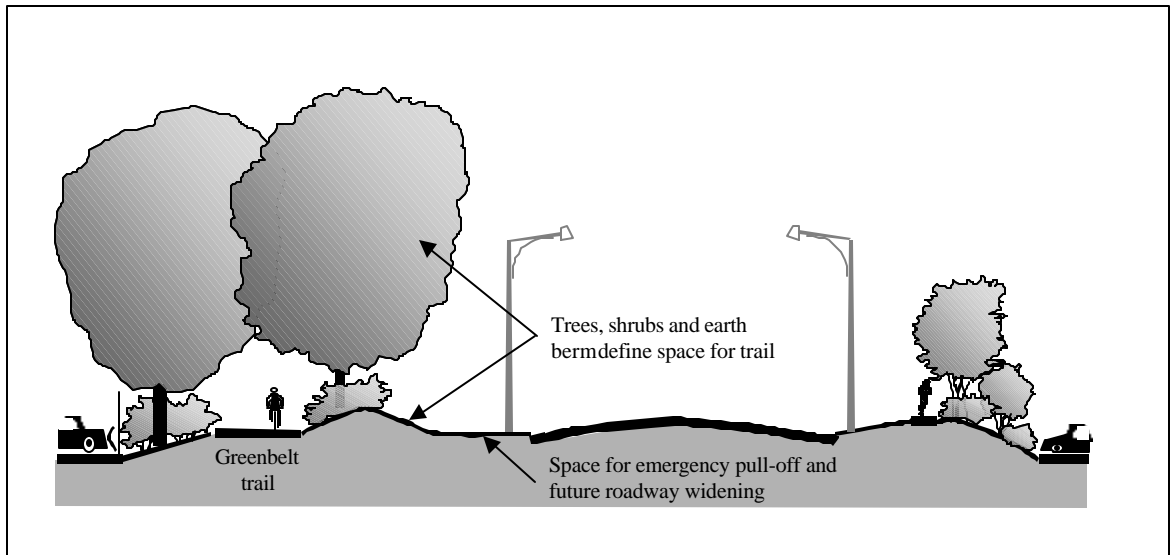


Figure 2. Proposed Grand Avenue Extension, looking north.

The accompanying illustrations show how this objective can be accomplished.

The Grand Avenue and South Fifth Street extension will include a greenbelt trail on the west side of Grand Avenue and on the south side on South Fifth Street. The corridor should have enough space for an emergency pull-off, future road widening, trail pavement and an earth berm and/or plantings to define the space and to separate slow bike and foot traffic from faster vehicle traffic. This approach is consistent with this trail's recreational function and the street's arterial function.

The bike path could be located on the west side of Walnut Avenue, where disconnected sidewalk segments now exist. Existing and new trees should define this space. An alternative is for bikes to share the street pavement and have a continuous sidewalk on the west side.

Pedestrian Walks

Pedestrian walks exist in most street rights-of-way, but are not continuous

throughout the South Lincoln Sub-Area. Internal connections are to be improved and the pedestrian environment enhanced. This will encourage more pedestrian activity in this very convenient neighborhood.

Most of these walk improvements are proposed in the south to southwest perimeter, some along streets and some along interior lot lines. They will improve access for the large 18 to 24 year-old age group that lives here, which relies heavily on mass transit, bicycles and walking. These connections will also serve the over-65 year-old population, which relies on mass transit for transportation and walking for recreation.

Locations of walk improvements are based on locations of safe street crossing points and Cy-Ride stops, which Cy-Ride officials do not expect to change significantly. Crossing points include proposed crosswalk locations for the future Grand Avenue and Fifth Street extension, at South Fourth Street and at Walnut Avenue.

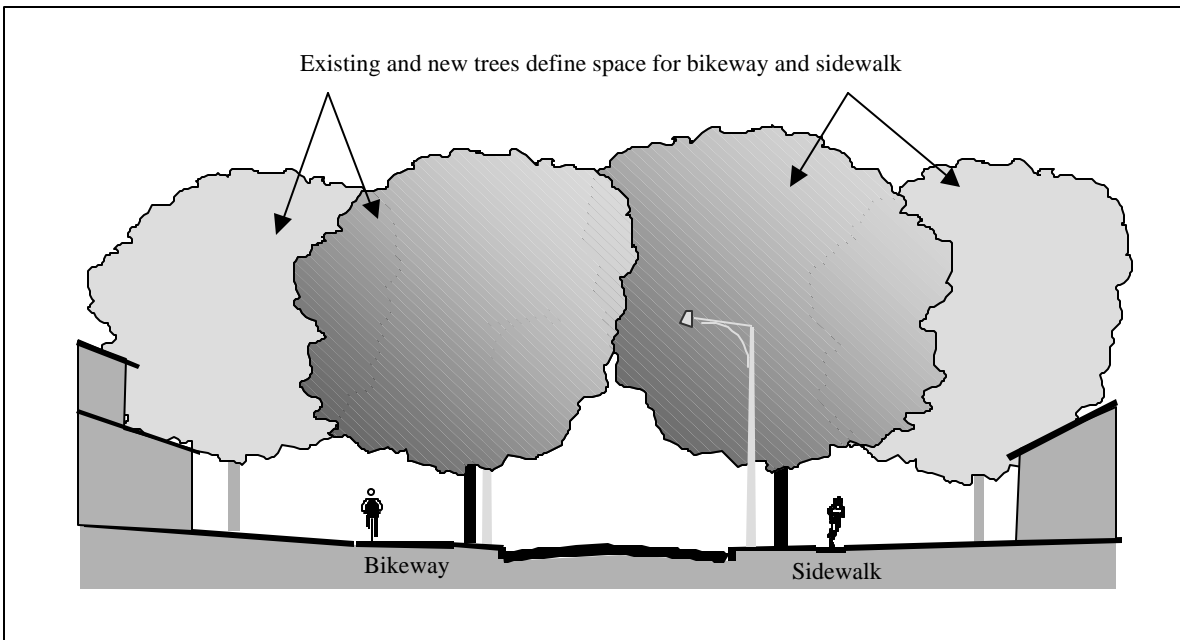


Figure 3. Proposed Walnut Avenue, looking north.

Access to existing and future commercial services and civic spaces to the north from the 726 dwelling units in this south to southwest perimeter will not only make this a more attractive place to live, but will also make the South Lincoln Sub-Area a more attractive place for commercial development.

Pedestrian connections to the downtown district and Bandshell Park to the north are also important. Sidewalks on Walnut, Kellogg Avenue and Duff Avenue will provide this connection. The Plan proposes reinforcing these connections on Kellogg Avenue and Duff Avenue by streetscape treatments (discussed under “Identity Elements”) and activity nodes (discussed under “Civic Elements”).

Planned Infrastructure Improvements

Other improvements are planned to infrastructure elements within the street rights-of-way:

- **Water mains and storm sewers.**

Replacement and upgrades have been planned as part of on-going utility improvements. The water main on South Second Street will be replaced. New storm sewer along South Second Street to Kellogg Avenue and then north to Lincoln Way will allow abandoning an older line that actually crosses some properties diagonally.

- **Alley paving.** To accommodate past and future intensification of residential uses, the alleys within the central portion of this sub-area are being paved. This will relieve dust and snow removal problems associated with rock alley surfaces. Access by alleys is one important way to prevent more driveways from disrupting on-street parking and continuous sidewalks, which are part of the traditional residential character of the central portion.

An objective for this sub-area is:

“Integrate and compact living/activity areas in close proximity to commercial areas and civic space, with all areas easily accessible and areas of well-defined pedestrian emphasis where appropriate.”

Together the multiple-use approach to development and these connectivity improvements is intended to integrate activities in this neighborhood. The proposed enhancements to the multi-modal transportation corridors will strengthen visual and physical connections between the South Lincoln Sub-Area, the downtown and the rest of the community. Residents and owners have identified access and convenience as important characteristics of their neighborhood. Thus, improving connectivity and enhancing these corridors will encourage sense of place.

Identity Elements

An objective of this sub-area Plan is:

“Encourage design characteristics that identify and distinguish this sub-area as a unique place that contains diversity and variety, including . . . such urban design characteristics as spatial sense, landscape structure, connectivity, legibility, and animation.”

These characteristics will naturally relate to some of the fundamental building blocks of urban design, corridors, edges, nodes, districts and landmarks. Design standards deal with these characteristics. These characteristics will also be created through identity elements incorporated into both private and public development projects. Gateways, site identity elements

on the perimeter, and edge enhancement capitalize on the physical separation that gives this sub-area some of its distinct identity. (See “Identity Elements” map at the end of this section.)

Gateways

Gateways are boundary markers that help identify this distinct neighborhood. Locations are shown based on where:

- The largest traffic volumes pass by the sub-area,
- Access into the area is expected and/or desired, and
- The opportunity exists to establish identity for the sub-area.

The gateway location at South Duff Avenue and South Third Street is a logical entry point into the South Lincoln Sub-Area because of the existing and expected future traffic volumes and the excellent access it provides. The gateway at the Lincoln Way and Kellogg Avenue intersection is an important access point to both the downtown and the South Lincoln Sub-Area. It is here that an important pedestrian route crosses a major arterial street. This intersection is also the north end of a very visible corridor with a key redevelopment site at its southern focal point. The gateways along the Grand Avenue and South Fifth Street extension are at the logical entry points into the South Lincoln Sub-Area.

These gateways reinforce the existing distinct identity with strong visual elements in an attractive setting, including distinctive paving, planting, lighting and/or architectural elements. Spaces around these intersections vary in size and are in both public and private ownership. Although these are all shown as single points, they are usually experienced from a

vantage point that moves through a corridor space. Designs for each gateway need to take these and many other site-specific factors into account.

Site Identity Elements

Site redevelopment can include elements and design characteristics that help establish a visual identity for this a neighborhood or district. Examples in Ames include the masonry history pedestals downtown, the obelisk in Campustown and the street signs and flowerbeds in the Old Town district. In the South Lincoln Sub-Area, site identity elements are proposed at very visible sites of potential redevelopment and where pedestrian activity may greatest. These elements may be similar to gateway elements, but at a smaller in scale.

Edge Enhancements

Edge enhancements promote identity

by accenting and reinforcing the edge of the sub-area. This treatment is confined to the Grand Avenue and South Fifth Street extension because the established commercial strip on the Lincoln Way and Duff Avenue edge leaves little realistic opportunity to add a stronger, different visual character. Because the land use on both sides of the new corridor will not change, a proposed strong and purposeful landscape treatment can identify the South Lincoln Sub-Area and enhance views from the corridor. This edge enhancement includes two elements:

- **Structure planting.** Canopy trees provide enclosing structure above and beside the roadway while permitting views into adjacent spaces, such as the Greenway. This landscape can define spaces for the bikeways and sidewalks planned with this corridor project.

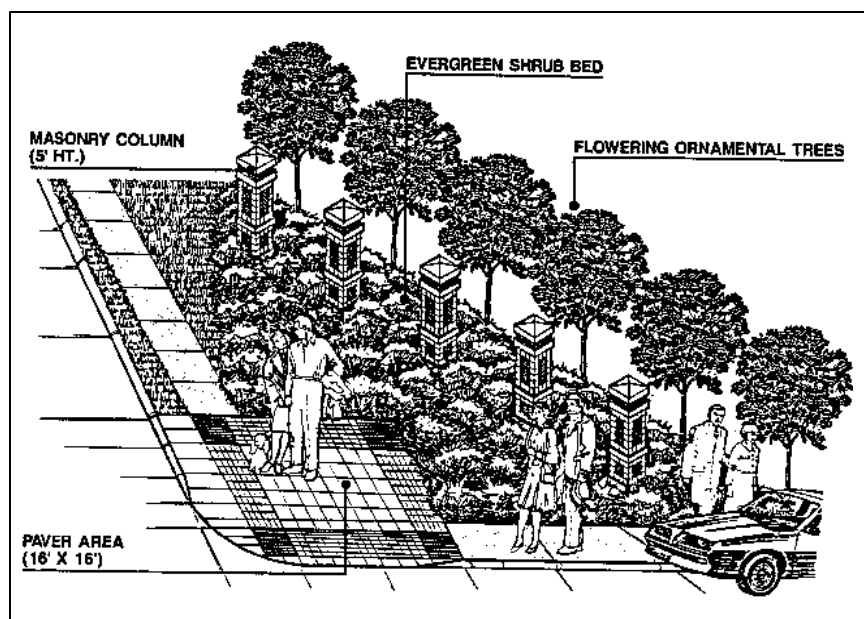


Figure 4. Example of a site identity element.

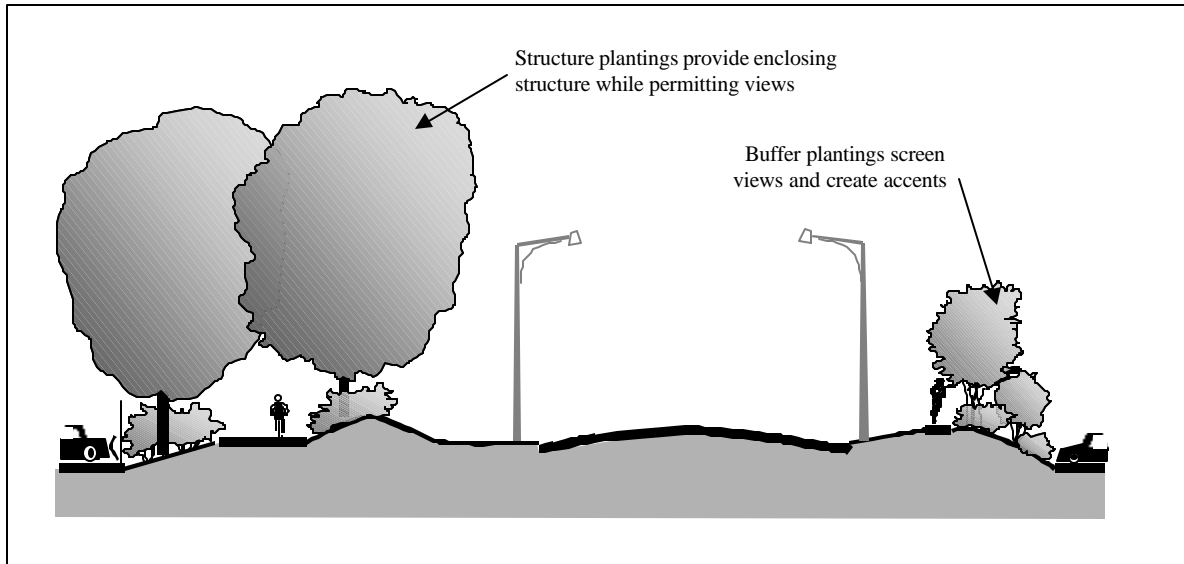


Figure 5. Proposed Grand Avenue, looking north

- **Buffer plantings** buffer or screen views from major roads into less attractive adjacent areas, such as storage yards, parking lots and garages.

With these elements, the road extension will make a positive visual impression on people in 22,000+ vehicles that will pass by the sub-area on this route every day.

Streetscape Treatment

An objective of this sub-area Plan is:

“Preserve existing characteristics that provide a sense of place including convenience, access, traditional visual character, stability, cleanliness, and mix of residents.”

Tree-lined streets are the most striking streetscape elements defining the South Lincoln Sub-Area, creating what many residents describe as the traditional residential visual character. Even in the southwest perimeter, existing, newer

hardwood trees will create this character when mature. Preserving this street tree resource through maintenance and replacement is an essential identity element, as many residents discovered during the Dutch Elm disease epidemic.

The Plan includes other streetscape elements for specific corridors to help create a pedestrian oriented environment compatible with multiple land uses and the traditional residential character:

- **Kellogg Avenue.** Extend the colored accent paving band from Main Street down this corridor to South Third Street. Install pedestrian lights matching those in the downtown district at the intersection of Kellogg and South Second Street. This treatment reinforces the pedestrian connection to the downtown district (see Figure 6 on page 28).
- **South Second Street.** When street paving here is disrupted for the infrastructure improvement projects,

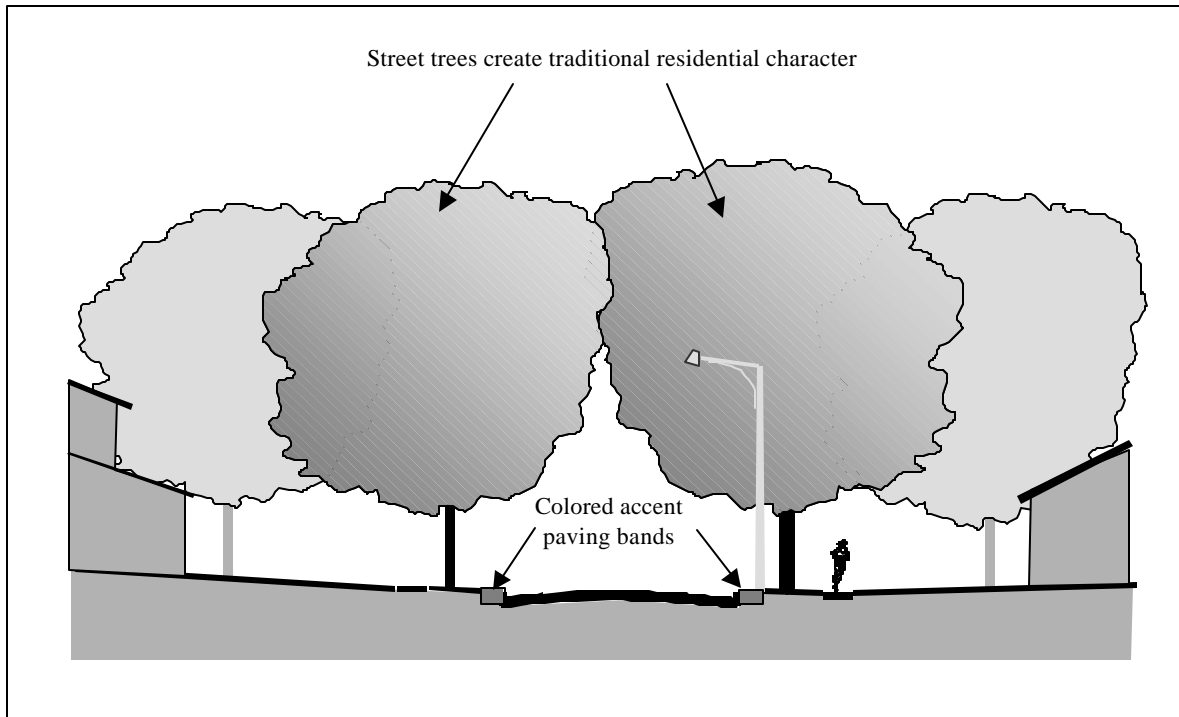


Figure 6. Proposed Kellogg Avenue, looking north.

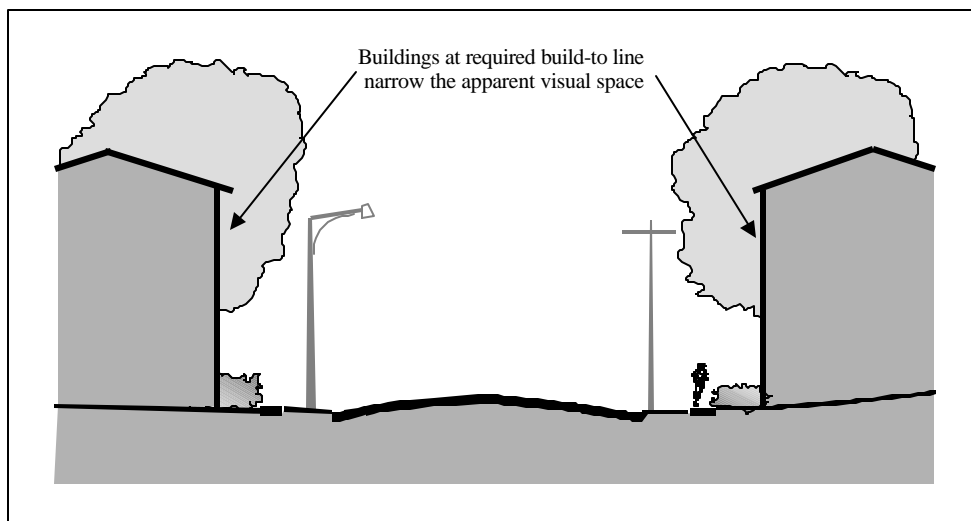


Figure 7. Proposed South Third Street, looking east, with build-to line.

replace it with decorative paving.

- **South Third Street.** Encourage slower, more careful traffic speed by narrowing

the apparent visual space. This can be accomplished by either mandating a build-to line to bring buildings close to the right-of-way or by mandating a

sufficient setback for street tree plantings in the front yard. Buffer views of parking lots and enhance the appearance of signs.

An attractive overall appearance reinforces identity and is also an important part of maintaining the competitiveness of this neighborhood in the rental and commercial market. These identity elements create that attractive appearance and promote a sense of place among people who live and work in the South Lincoln Sub-Area.

Civic Elements

The vision statements of the Land Use Policy Plan include:

“The new planning policies stress provision of public spaces that are designed to encourage social interaction.”

Supporting the sense of place goal of this sub-area Plan, is the following objective:

“Provide specialized people gathering

space, whether on public or private property, whose placement and design encourages attention and frequent use.”

Three types of civic elements are intended to meet these needs in the South Lincoln Sub-Area: activity nodes, recreation sites and green space. Civic elements will be developed as part of, or in collaboration with, private redevelopment projects. Civic elements will be privately owned properties managed for public use under an approved agreement. (See “Civic Elements” map at the end of this section.)

Activity Nodes

Activity nodes are places for informal social activity or more organized, small-scale commercial and social events. They are at key locations such as:

- Places where walkways, bikeways and streets meet
- Where routes change direction
- Where people need to gather, such as Cy-Ride stops or street crossings
- Where they can reinforce other plan elements, such as a key multi-use building

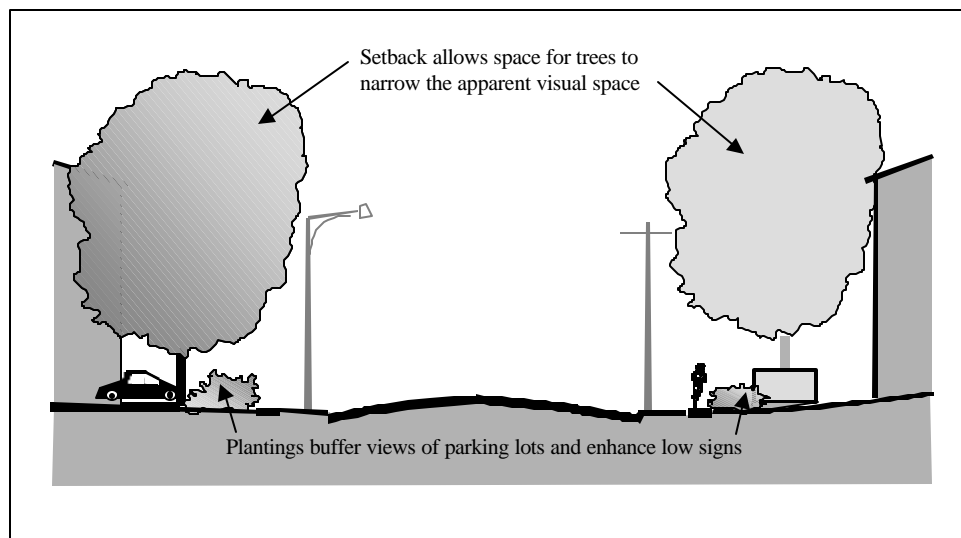


Figure 8. Proposed South Third Street, looking east, with setback.

The activity nodes that fit this last location criterion are generally at a central location, while the rest may tend to be around the perimeter of the sub-area. The space needed is smaller for the perimeter nodes, with the centrally located nodes being larger and more integrated with development projects. Design treatments at activity nodes may include lighting, decorative paving, planting and/or other streetscape features.

Recreation Site

Recreation sites are intended to accommodate small-scale, active recreations, such as half-court basketball and children playing. They also serve the more passive aspects of recreation, such as seating on a regular walking route or people-watching. These sites are to be on private property, developed in conjunction with residential buildings, but available for public use. Locations shown on the “Civic Elements” map are not precise; rather they indicate the need for sites both north and south of South Third Street.

Green Space

The green space in the Squaw Creek floodway is part of a continuous greenway system, an essential flood protection facility, an important element of a riparian ecological system, and provides environmental benefits to the community.

This area can also provide passive recreation uses such as wildlife and plant habitat, observation, and walking, as well as active recreation uses that don’t require facilities. It has been and can continue to be a place for special events, such as the Summer Breeze community festivals recently sponsored here by the adjacent Boys and Girls Club of Ames.

However, this greenway area is now private property and is not generally available for the public uses described here. Only the current zoning designation preserves the environmental and ecological benefits it provides. This Plan recommends additional steps to make it available for some degree of public use and to ensure continued environmental and ecological benefits, which the “Implementation Measures” section of this report describes.

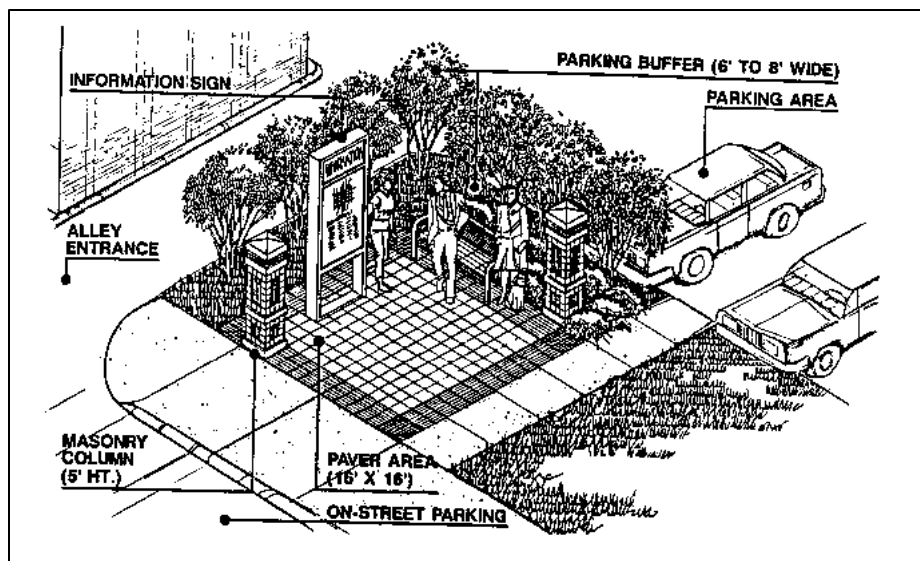


Figure 9. Example of activity node.

Public recreation facilities and other types of civic spaces are abundant in Ames; some are within walking distance of this neighborhood. However, the purpose of these civic spaces is more than just to provide the amount of recreation land called for in published standards. Also well documented is the desirability for a neighborhood to have a center, a place for social activity, a place with which residents can identify their neighborhood. This is especially important to encouraging a sense of place in this rapidly changing neighborhood, where traditional character and uses are being replaced by a younger, more mobile group of residents.

Plan Elements, Combined

Taken as a whole, these elements of the South Lincoln Sub-Area Plan will:

- Allow and encourage redevelopment with a mixture of small and medium-

sized businesses, single-family residences and multi-family residences convenient to each other and the rest of the community.

- Provide a foundation for public incentives to promote redevelopment that helps meet Plan goals.
- Make full use of planned public improvement projects to improve access and visibility to the community.
- Improve internal connectivity within the sub-area, particularly by foot and bicycle.
- Enhance the visual character of streets and other visible spaces, thereby encouraging awareness of neighborhood identity and sense of place.
- Offer spaces to invite and encourage interaction among residents and visitors.

Gateway Feature Example



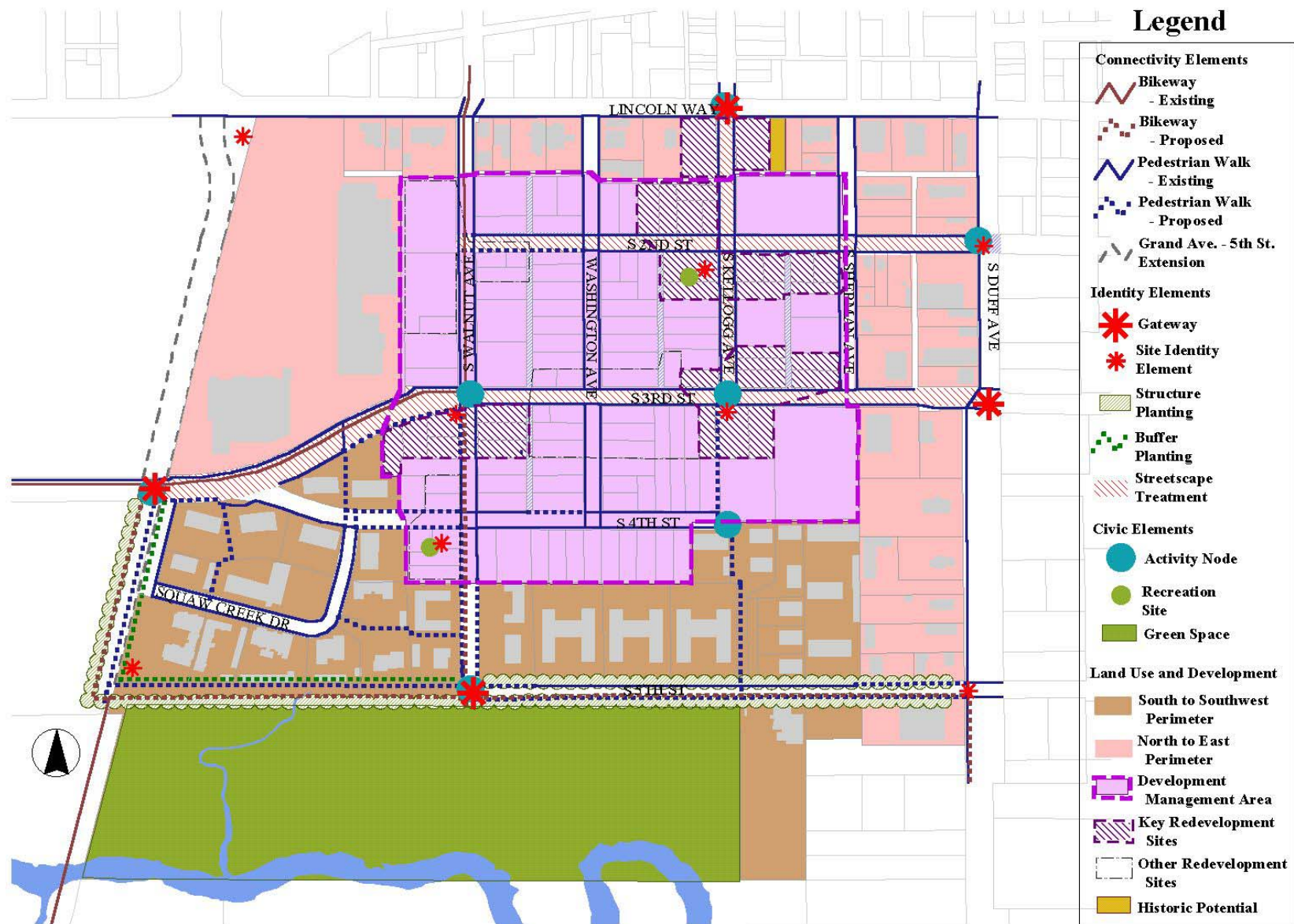
Future Conditions
South Lincoln Sub-Area Plan

Mixed-Use Building Example



Future Conditions
South Lincoln Sub-Area Plan

Sub-Area Plan Map



Future Conditions

South Lincoln Sub-Area Plan

Future conditions

The overall vision for the South Lincoln Sub-Area is an area with the vitality of integrated land uses, lively spaces that encourage social activity and strong connections to the rest of the community.

This vision will be achieved by redeveloping with diverse and more intense land uses, creating strong visual elements, and expanding and improving public and civic spaces.

A combination of plan elements describe this redevelopment:

- Land use and development
- Connectivity elements
- Identity elements
- Civic elements

The “Plan Elements” section describes these elements in detail. This section describes the future condition and character of this sub-area intended to result from the plan elements. The future character of this sub-area is meant to stimulate a strong sense of place in the people who live and work here.

Sub-Area as a Whole

This sub-area as a whole is, and will continue to be, an area for multiple land uses. What results from this Plan as a policy document is to be a combination of different use regulations, density limitations, and development standards intended to achieve a diverse multiple-use

neighborhood in the South Lincoln Sub-Area.

The “Sub-Area Plan Map” at the end of this section summarizes the Plan.

No change is planned in the multiple-unit residential and commercial land uses around the perimeter. Future development will likely occur in the central portion, which this Plan proposes to be a largely multiple-unit residential area with some degree of new commercial uses and a slowly dwindling number of single-unit detached homes.

With the future extension of Grand Avenue and South Fifth Street, arterial streets will provide excellent access and connectivity and also help to set the sub-area off as a distinct neighborhood. South Third Street will be important as a central corridor through the sub-area, providing access, an active commercial and multiple-use environment, and a unifying element for the north and south portions of the sub-area.

Along various segments and at various locations on the street corridors, distinctive landscaping, gateways and striking visual elements will reinforce the identity of this sub-area as a distinct and special place within the community. Additional pedestrian walks in these corridors and off-street will improve connections within the sub-area itself and contain spaces that invite safe and comfortable use by bicyclists and pedestrians.

These linear spaces and other civic spaces will also promote interaction among people who live and work here. Civic spaces will be developed as part of,

or in collaboration with, private redevelopment projects. They will accommodate informal social activity, small-scale commercial and social events, and small-scale recreation activities.

South to Southwest Perimeter

The southern to southwest perimeter contains high-density, multiple-unit housing; it is built out and land use is not expected to change. The area to the south within the floodway zone will also remain undeveloped. The existing buildings and landscaping, the future extension of Grand Avenue and South Fifth Street and other smaller scale public improvements will, to a large degree, determine the character of the south to southwest perimeter.

Along this corridor, street trees and other landscape features will enhance views and define spaces for bikeways and sidewalks. Gateways and smaller identity elements with strong visual elements within purposefully created spaces will reinforce the distinct identity of this South

Lincoln neighborhood. (See "Gateway Feature Example" at the end of this section.)

Grand Avenue/South Fifth Street will separate the undeveloped floodway zone from the rest of the sub-area. Walkway and bikeway connections will improve such connections within the south to southwest perimeter, and to the rest of the sub-area to the north, a key aspect of this Plan.

Access to existing and future commercial services and civic spaces to the north from the 726 dwelling units in this south to southwest perimeter will make the South Lincoln Sub-Area a more attractive place for commercial development. Creating an attractive overall appearance is also an important part of maintaining the competitiveness of this neighborhood in the rental market. These connectivity and identity elements will also go a long way in promoting a sense of place among people who live and work in the South Lincoln Sub-Area.

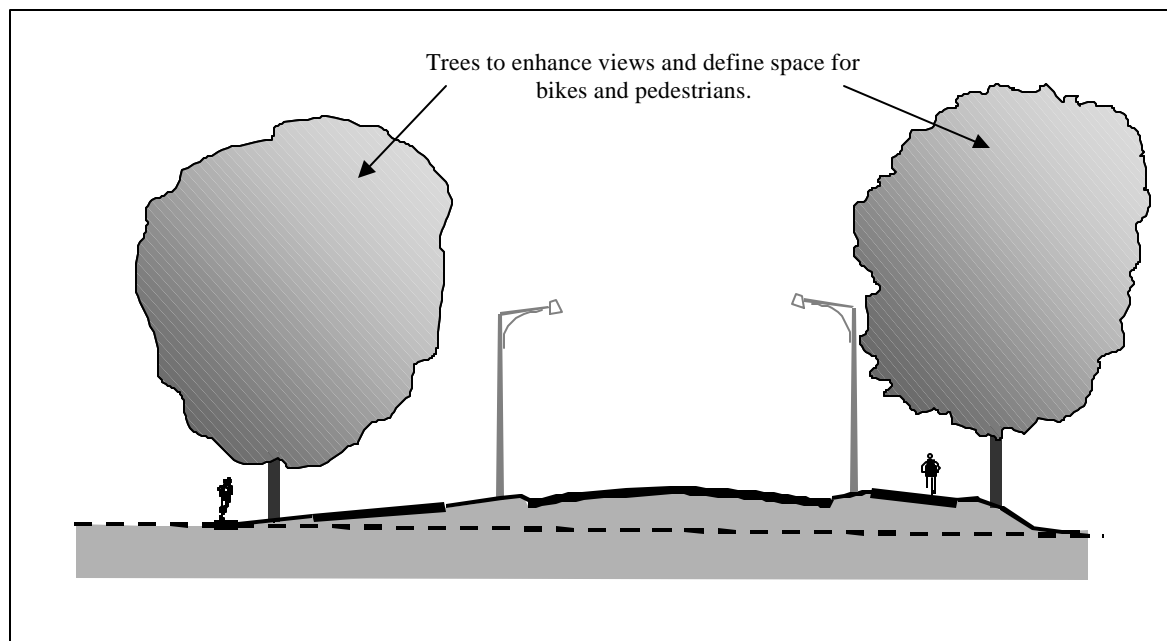


Figure 1. Proposed South Fifth Street, looking east.

North to East Perimeter

The land uses, development characteristics, visual impression and character of the north to east perimeter have been, and will continue to be, strongly influenced by the traffic, visibility and access of Lincoln Way Duff Avenue. The nature of this highway-oriented commercial development in a corridor environment includes a large proportion of each site devoted to parking, direct vehicle access, prominent signs and periodic redevelopment with new and/or improved commercial redevelopment.

Although no changes are proposed to the land uses of properties directly fronting on Lincoln Way, modifications are proposed to allow a mixture of commercial and residential uses on the properties directly behind, fronting on South Second Street.

The Plan also proposes some location-specific elements to be coordinated with on-going redevelopment in the north to east perimeter. Because Duff Avenue provides excellent access, a gateway at South Duff Avenue and South Third Street with strong visual elements in an attractive setting will identify the South Lincoln Sub-Area as a distinct place within the community. Similar design characteristics at smaller scale will be incorporated into a small civic space proposed in collaboration within any redevelopment at Second Street's intersection with South Duff Avenue. This space will enhance South Second Street as a desirable pedestrian route between the South Lincoln Sub-Area and the downtown multiple-use area and Bandshell Park.

This Plan proposes redevelopment of many properties on Kellogg Avenue south of Lincoln Way, while the 1996 *Ames Downtown District Development Plan*

proposed redevelopment of properties on Kellogg north of Lincoln Way. Kellogg Avenue will also serve as a primary pedestrian connection between the heart of this South Lincoln Sub-Area and the heart of downtown, where recent downtown improvements included strong emphasis on improving the pedestrian environment at the intersection of Kellogg Avenue and Main Street. The Lincoln Way/Kellogg Avenue intersection will become a gateway and small-scale civic space that will identify both the downtown district and the South Lincoln Sub-Area and orient people entering these places.

Development Management Area

Because most redevelopment is expected to occur within the central portion of the South Lincoln Sub-Area, the Plan designates it as the Development Management Area. Patterns of ownership, property value and condition, availability of property for purchase, and choice of property owners will determine the development pattern here. The objective of managing development is to accommodate gradual intensification of development, while preserving livability and diversity, and promoting a strong sense of place and special identity in the new neighborhood that emerges.

The land use proposals for this area promote intensification with diversity of uses by allowing wide latitude in the choice of land use in any one location. Design standards for this area promote compatibility and sense of place at the level of site and building design through scale, mass and design details.

This central portion of the South Lincoln Sub-Area will include unattached homes, small commercial buildings, and buildings of various sizes containing

multiple dwellings units. Some of these multiple-unit buildings will include commercial uses on the first floor. (See "Mixed-used Building Example" at the end of this section.) Future commercial uses will be specialized retail uses and office uses that serve and depend for their success on the larger community, but that are also compatible with the intended character of the central portion of the neighborhood.

Redevelopment will include buildings with scale, massing, materials and design features compatible with a traditional residential neighborhood. At the sites of some buildings there will also be outdoor plazas with seating, lights, and plantings, where people can meet casually and where small events take place. Sites at other buildings will include areas for games, half-court basketball, children play areas, or other activities.

Design of these redevelopment projects will include characteristics similar to the entryways and other elements around the perimeter of the South Lincoln Sub-Area. Walkway improvement will help bring residents of the high-density residential areas to the south into this multiple-use central area. Land uses, civic spaces, the arrangement of buildings and street features will encourage pedestrian activity along South Third Street and Kellogg Avenue, a key pedestrian connection to the downtown district. Uniform setbacks and attention to signs and landscaping along South Third Street will help it become an attractive, linear focal element at the heart of this neighborhood.

This Plan as a whole recommends new commercial development in the South Lincoln Sub-Area, particularly along South Third Street and at other key locations. However, the Plan also

promotes the area as an attractive living environment as well. Redevelopment along the north and east edges of this Development Management Area will include elements that make it compatible with adjacent existing and new residences. Compatibility standards for all development in the Development Management Area will be even more important than zoning to minimize conflicts among the mixture of land uses the will continue to be a main element of the character of this neighborhood.

Need for Change

This Plan recognizes the changes that development has brought to the South Lincoln Sub-Area, especially in the past thirty years. It also proposes a change in that pattern for future development. This Plan represents a change from the Land Use Policy Plan of the City of Ames, in part due to recent changes in this area.

Change in the Land Use Policy Plan

The Land Use Policy Plan envisioned highway-oriented commercial land uses north of South 3rd Street, which includes the full range of trade uses: retail sales and services, automotive, entertainment, restaurant, recreation and wholesale. This type of commercial land use is commonly associated with strip development along major thoroughfares. The commercial building typically consumes 25% to 50% of the site, with parking and a little landscaped space making up the rest.

However, in 1998 the average daily traffic volume on South Third Street was only 72% of that on Lincoln Way and Duff Avenue, which is the primary area of highway-oriented commercial land use in the community. With a future through

route along Grand Avenue and South 5th Street, by 2020 traffic on South Third Street may only be 50% of Lincoln Way and South Duff Avenue's traffic volume.

This new arterial connection did not become part of the city's Transportation Plan until after the Land Use Policy Plan was completed. Another changed circumstance since the completion of the Land Use Policy Plan was the construction of seven multiple-unit residential buildings, spread through the area north of South Third Street, making redevelopment for highway-oriented commercial uses difficult and expensive.

Furthermore, the low building density and high pavement coverage of typical highway-oriented commercial development would disrupt any remaining traditional residential visual character of the place. Single-use zoning, divided at South 3rd Street would further reduce the dynamic mix of uses that characterize this sub-area. This approach would also make a large number of existing structures north and south of South 3rd Street non-conforming uses, a disincentive to on-going maintenance and investment. In the absence of rapid redevelopment to highway-oriented commercial, the area north of South 3rd Street would likely deteriorate under the land use proposed by the Land Use Policy Plan.

Existing land use, ownership, cost and availability challenge the feasibility of the Land Use Policy Plan and other land use options considered for this area. But these same conditions in other communities have been found to be suitable for mixed-use development.

The future character of this area will not include the development densities of most new, mixed-use development projects, nor will land uses be as well integrated. The intent of mixed use in this

case is to allow certain commercial retail and service uses, high-density residential, institutional uses and detached dwellings to co-exist in this place. Due to the choice it offers, it encourages development of available land holdings. As a whole, the South Lincoln Sub-Area is intended as an area with multiple land uses and where multiple-use buildings are allowed and encouraged.

Change in Past Development Pattern

The future character of this South Lincoln Sub-Area as described in this section best responds to the opportunities and constraints in this place. The Plan builds upon important existing elements for a successful area of multiple land uses:

- Concentration of housing
- Mixed densities
- Mixed building types
- Mixed housing types
- Convenience and discount commercial services that meet the daily needs of residents
- Alleys to provide vehicle access without interrupting pedestrian routes and reducing on-street parking

The Plan seeks to improve:

- The functional and physical integration of various uses,
- Pedestrian connections among various uses, and
- Careful placement of key components around centrally located focal points.

The Plan proposes to achieve these improvements through a mixture of regulations and incentives. The land use pattern that ultimately emerges could include multiple-unit dwellings in the area that has been commercially zoned for a

long time, but not commercially developed. It may include commercial uses on available parcels on South 3rd Street. The market and land owner and investor choice will be the most important deciding factors in establishing this precise future pattern.

This latitude in use means that some standards for developing individual projects are needed to ensure compatibility among the projects as the neighborhood continues to develop. Successful mixed-use development often emerges from the characteristics of development at the site (relationship to the street) and scale (width). Compatibility standards and other implementation measures must address these challenges if a mixed-use concept is to successfully carry out the goals and objectives established for this sub-area.

Together with the capital improvements previously proposed for this area, the various elements of this Plan will improve connectivity within this neighborhood, and between it and the surrounding community. The land use and other development management proposals of this Plan will allow and help the area to be one of the most mixed use areas of Ames, while providing a means to minimize conflicts among various land uses. These proposals will also allow property owners to preserve existing homes or to develop a mixture of housing types. With their strong foundation in the conditions of this neighborhood and the land use proposals, public improvement elements may well preserve the convenience, variety, and vitality that characterize this neighborhood.

Goals and objectives

The following goals have guided the preparation of this Plan and will continue to guide on-going development in the South Lincoln Sub-Area.

Goal #1. Encourage a sense of place and connectivity, physically and psychologically, within the sub-area and within the larger community.

Goal #2. Continue to develop this area as one of the most mixed-use areas of Ames through intensification, expansion, and diversification of uses. At the same time limit the occurrence and impact of conflicts and challenges sometimes associated with integrating a variety of land uses within a compact area.

Goal #3. Help the community to increase its supply of housing and provide a wider range of housing choices.

Goal #4. Provide clear, simple, and effective strategies for implementation.

These goals are based on the goals and policies of the Land Use Policy Plan. These goals and the related objectives described below are also based on input from residents, property owners, property managers, business owners and managers, and other parties interested in the sub-area and on a analysis of existing conditions within the sub-area.

These goals are broad statements establishing the overall direction and desirable future conditions for the sub-area. In the following sections, the re-statement of each goal contains a reference to any related Land Use Policy Plan goal.

The discussions then summarize the important existing conditions and public input related to the goal. (The Appendices contain a more detailed analysis of existing conditions in the South Lincoln Sub-Area.) The objectives that follow relate the goals to the specific characteristics of the sub-area and describe how progress toward the goals can be attained.

Goal #1

- **Encourage a sense of place and connectivity, physically and psychologically, within the sub-area and within the larger community (Goal #4, LUPP).**

This sub-area contains a variety of land uses serving a variety of needs for people. It is considered an attractive area in which to work and do business because of its convenient location, good street access, and mass transit service. It is considered an attractive place to live for these reasons and also because of its traditional residential visual character, stability, cleanliness, lack of crime and nuisances, relatively affordable homes, the age mix of its residents, and its mix of commercial and residential land uses.

The extension of Grand Avenue and South 5th Street as a through route serving the entire community is considered a given for this Plan. It is seen by most as a positive opportunity due to its impacts on traffic flow for the community and within the area, but some see that it may potentially reduce the attractiveness of the

commercial areas on the north and east fringes of this sub-area. The impact of an improved and raised South 5th Street is seen as a potential benefit as flood protection for the properties north of the street, but is seen as potentially exacerbating flooding for properties south of the street.

Green space has a role in the future development of this sub-area. Green space along the Squaw Creek is an amenity and may also offer a site for future recreation uses. Green, landscaped spaces around buildings soften the impact of larger buildings on the traditional residential character of the sub-area.

Objectives

- Preserve existing characteristics that provide a sense of place including convenience, access, traditional visual character, stability, cleanliness, and mix of residents.
- Provide for an integrated and compact mix of land uses that support housing, commerce, work, and recreation within easy walking distance of each other.
- Physically connect spaces within the sub-area and the sub-area with the larger community through a multi-modal system of fully-connected routes to all destinations.
- Encourage pedestrian and bicycle use with pedestrian routes and bike paths whose design encourages the intended mode of travel by being small; spatially defined by buildings, trees and lighting; and by discouraging adjacent high speed traffic where appropriate.
- Encourage design characteristics that identify and distinguish this sub-area as a unique place that contains diversity

and variety, including building mass, scale, materials and fenestration compatible with the sub-area's existing traditional character and such urban design characteristics as spatial sense, landscape structure, connectivity, legibility, and animation.

- Incorporate elements into the streetscape of the proposed Grand Avenue and South 5th Street extension that recognize and enhance their function as a well-defined and identifying edge to this sub-area, to the floodplain to the south, and to other adjacent areas.
- Maintain and enhance the cultural heritage of Ames (LUPP Goal #10), preserve historically/architecturally significant structures and integrate new development with them in a manner that is compatible and unifying.
- Provide specialized people gathering space, whether on public or private property, whose placement and design encourages attention and frequent use.

Goal #2

- **Continue to develop this area as one of the most mixed-use areas of Ames (LUPP Urban Core Policy Option) through intensification, expansion, and diversification of uses (LUPP Goal #8). At the same time limit the occurrence and impact of conflicts and challenges sometimes associated with integrating a variety of land uses within a compact area.**

This sub-area offers opportunities for future commercial development, particularly in a continued mix of commercial and multi-family

development. Options for this mix include commercial development in the area between Lincoln Way and South 3rd Street, or commercial development confined along South 3rd Street only, or commercial development on the fringes of the sub-area.

The mix of land uses that helps make this sub-area an attractive place in which to live, work and do business also gives rise to some conflicts.

The high density of residents, high traffic volume, and recently rapid rate of multi-unit residential development are good conditions for business, but are seen by some, if allowed to continue as in the recent past, as ultimately threatening the area's aesthetic appeal, lack of nuisances, and neighborhood residential character, particularly as a place for single-unit unattached residences.

The most frequently cited conflict among the various land uses is parking, expressed as a lack of adequate parking associated with multi-unit residences and as encroachment of parking from these residences onto other private property and onto public streets.

Another frequently cited conflict is the gravel surfacing in the alleys. The traffic volumes associated with multi-unit residences cause dust problems and the snowplowing from the alleys spreads gravel onto adjacent non-gravel areas. A related problem cited is the perception that the distribution of costs to pave alleys to all adjacent residences is unfair in that traffic from single-unit residences are not seen as contributing to the need for the paving.

Other conflicts sometimes mentioned:

- Areas within floodplain – frequent flooding
- Appearance of DOT

- Homeless people
- Disruption from construction on Lincoln Way
- Grand Avenue extensions will hurt Lincoln Way and Duff businesses
- Lack of space on Lincoln Way limits opportunities for pedestrian environment, streetscape
- Overhead power lines
- Difficulty for expansion

Objectives

- Integrate and compact living/activity areas in close proximity to commercial areas and civic space, with all areas easily accessible and areas of well-defined pedestrian emphasis where appropriate.
- Future uses should include small/medium businesses, single family residences, multi-family residences in appropriate scale, second-floor residences over commercial establishments, public spaces, and specialty retail.
- Encourage new development that is compatible in character and appearance with the sub-area's existing traditional character, including appropriate building mass and scale, appropriate placement of building and parking with respect to the street, pedestrian entry on the street side, and appropriate location of service areas.
- Reduce and prevent excessive traffic congestion, volume, and speed where it conflicts with intended traditional character or intended pedestrian character of open spaces.
- Provide adequate parking and integrate parking with other modes of transportation.

- Provide for paving for all public alleys and for an equitable means of financing such paving projects.

Goal #3

- **Help the community to increase its supply of housing and provide a wider range of housing choices (LUPP Goal #6).**

This sub-area offers opportunities for single-unit residences, with affordable homes in an attractive setting in a very convenient location. These characteristics are strongest in the interior portion of the sub-area. In these areas, the existing homes contribute to the sense of place on the part of existing residents.

However, there is also a significant degree of uncertainty about which existing homes should be preserved and how to go about it, in the context of the changes that have already happened in this sub-area and the rising property values. There is a perception that property values act as a disincentive to preserving existing single-unit residences or to redeveloping single land parcels and that property taxes make it expensive to maintain owner-occupied residences.

Overall, there is a desire to allow choice, so that people who wish to live in singly family homes in the area may do so and have a desirable quality of life and people who wish to convert properties to other acceptable uses may have reasonable opportunities to do so.

Objectives

- Provide within the sub-area a diversity of housing types to enable citizens from a wide range of economic levels and age groups to live within its boundaries.

- Provide opportunities for property owners to maintain and improve existing single family units where feasible and appropriate.

- Integrate low and moderate-income housing among new units where feasible and appropriate.

- Preserve and encourage higher densities in areas designated for intensification and make sure there is compatibility with new and existing development.

Goal #4

- **Provide clear, simple, and effective strategies for implementation.**

The process of land use change from smaller lots with single-unit residences to multi-unit and commercial uses on larger lots holds a number of challenges. The condition of existing single-unit homes sometimes deteriorates before they are replaced with another use. It may be difficult to assemble adjacent small parcels to form parcels large enough for redevelopment, especially if owners of those parcels do not wish to sell and relocate. Commercial and multi-unit zoning and nearby development are seen as increasing property values and thus property taxes, making it more expensive to continue to live in the area, especially for those with fixed incomes.

Overall predictability, logical sequencing, and an established timetable for change improve chances for intentional redevelopment.

Objectives

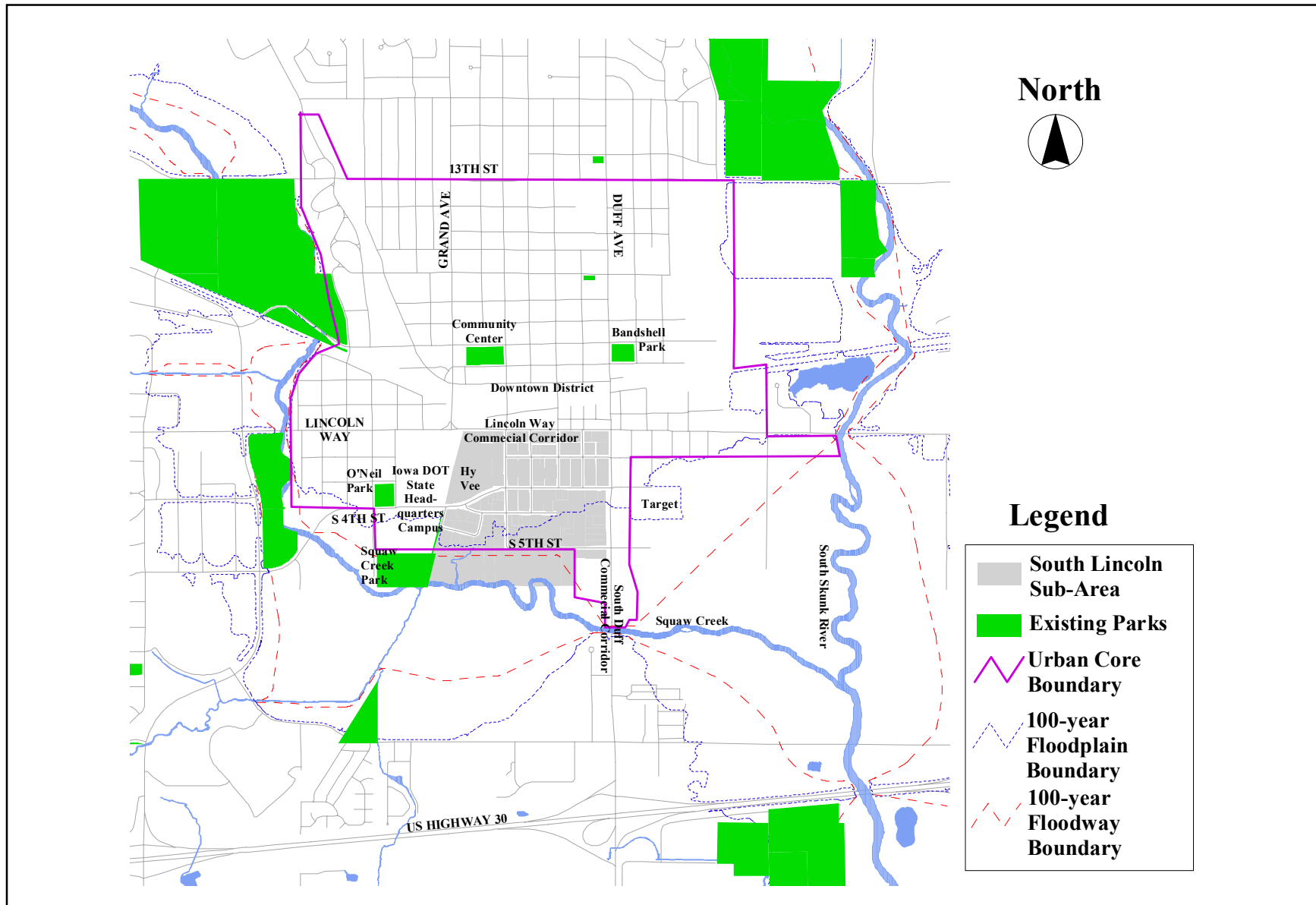
- Provide implementation mechanisms that will resolve such challenges as

deterioration of property held for future development, assembling or holding development parcels, and costs of maintaining land for single-unit residences.

- Ensure that any design or other additional development guidelines are effective, yet simple.

- Provide effective mechanisms for maintenance of public and common spaces.
- Foster and support community-based efforts promoting pride in appearance of owner-occupied and rental properties; and improvement and maintenance of private property and adjacent rights-of-way and public areas.

South Lincoln Sub-Area and Surroundings



Needs and purposes
South Lincoln Sub-Area Plan

Needs and purposes

South Lincoln Sub-Area

The South Lincoln Sub-Area is bounded by Lincoln Way, Duff Avenue, Squaw Creek and the future southerly extension of Grand Avenue. It is the south portion of the Urban Core area defined in the Land Use Policy Plan. (See “South Lincoln Sub-Area and Surroundings” at the end of this section).

Surroundings

As part of the Urban Core area and one of the earliest settlement areas in the community, the South Lincoln Sub-Area is centrally located. Its location is enhanced by excellent connectivity by virtue of the grid street system here and to the north, major roadways from all four directions, the bikeway system and service by several Cy-Ride routes. The planned extension of Grand Avenue and South Fifth Street, as well as other possible projects, will even improve this access.

Therefore, it is convenient to the University and other major employers, the downtown and South Duff commercial districts, the city government and cultural facilities downtown, the medical centers, and three city parks within one-half mile. Besides this connectivity to the surrounding community, right in or adjacent this sub-area are a major grocery store, large discount store, numerous specialty stores, and a half-dozen each of convenience stores and fast food restaurants. The convenience and connectivity of the South Lincoln Sub-Area is so striking that several residents either don't own a car or rarely use one.

Paradoxically, the South Lincoln Sub-Area is also characterized by separation and distinctness. The same arterial streets that give it such outstanding access also separate the land uses in this area from other similar uses, especially residential uses. The commercial corridor along Lincoln Way to the north and Duff Avenue to the east, along with their traffic volumes, form a virtual barrier between this sub-area and the commercial and residential areas to the north and east beyond. The Squaw Creek floodway and floodplain and the state Department of Transportation headquarters campus prevent physical expansion to the south and west. The future extension of Grand Avenue and South Fifth Street will reinforce this barrier.

The land use and density mix here has developed over more than 100 years. Any space to expand was consumed with intense development in both the 1970's and 1990's and now and in the future the major form of growth will be redevelopment of previously developed properties.

Due to these separations, this sub-area is a distinct and well-defined neighborhood, although it may not be well identified. The neighborhood character that has evolved here, typified by variety, activity, density and change, is perhaps unique in this community.

Needs

The following key research findings define the needs to be met by continuing redevelopment in the South Lincoln Sub-

Area and the conditions that influence how this Plan responds to those needs. The Appendices contain detailed findings of the research, including graphic illustrations of these and other conditions.

Demographics

The population of this area is predominantly young and the proportion of younger people here continues to grow.

- According to the 2000 census, of the approximately 2000 people living in the South Lincoln Sub-Area, 63% were in the 18 to 24 years age group, compared to 40% of all Ames residents in this age group.
- Since 1990, the size of this age group has grown by 49%, compared to the 5% growth rate for this age group in the entire community.
- The over-65 age group has also grown by 47%, a much faster growth rate than in the rest of the community.

LUPP and Existing Zoning

The Land Use Policy Plan (LUPP) documents the need for 125 to 150 acres of land for commercial development over the next 30 years and lists public benefits for some of this commercial development within the Urban Core Area. It proposes the following land uses in this sub-area:

- High-density residential
- Highway oriented commercial
- Mixed uses and/or grouped uses
- Parking convenient to major activities and perhaps clustered

The LUPP calls for highway-oriented commercial development between Lincoln Way and South 3rd Street from Duff

Avenue to Walnut Avenue. However, pending completion of this sub-area plan, the zoning has not been changed. The zoning of this portion of the South Lincoln Sub-Area remains high-density residential.

Floodway Boundary

The floodway boundary from the Squaw Creek approaches the south edge of South Fifth Street, preventing any future development, filling or other obstructions in this area. Past flood events have inundated properties south and north of this road.

Current Land Use

In contrast to the zoning regulations or LUPP, the existing land use is a mix of commercial, multi-family and one- and two-family dwellings, which helps make this sub-area an attractive place in which to live, work and do business. This mix also gives rise to some conflicts.

Commercial and residential land uses account for nearly 60% of the total land area, a much higher proportion than in the community as a whole. However, single-family residences still make up 35% of the parcels, although only 10% of the land area, which is an indication of how rapidly single family homes can be displaced by more intensive uses developed in a conventional manner.

Development Trends

Most of the recent development in the Urban Core area south of Lincoln Way has been multi-family housing. This use is characterized by very high densities.

- In the 1990's, the total number of residential units increased by 50%.
- This sub-area contains 1012 residential units on 53.5 acres, of which 90% are in

multi-unit buildings with three or more dwelling units.

- The net density of all residential areas is 18.9 units per net acre, well above the 14 units per acre definition of the high-density land use classification in the Land Use Policy Plan. When the properties with multi-unit housing are taken separately from all other residential uses, they have a net density of 25.4 units per acre.
- If the intensification called for by the LUPP means increasing density in the core portion of this sub-area to the 18 units per acre average of the entire residential area, 233 additional residential units would need to be accommodated.

Property Values

Commercial and multi-family residential property also dominates property value and tax revenue:

- Total assessed property value in this sub-area is \$89 million, with commercial and multi-family residential properties making up 86% of this total.
- Total property tax revenues in FY2000 from this sub-area were \$1.8 million. Commercial and multi-family residential properties make up 94% of this total.

Zoning and property valuation reinforce each other in affecting future development options.

- The highest value land (\$8 to \$16 per square foot) has zoning that allows commercial uses; those who wish to preserve or develop such land for a less intensive use may have to purchase land

and pay property taxes based commercial value, regardless of actual use.

- Much of the property with assessed value that is attractive for redevelopment (less than \$20 per square foot) is in the central portion of the South Lincoln Sub-Area, containing single and two-family homes, although the parcels are smaller than typically required for more intensive uses.

Connectivity

Lincoln Way, Duff Avenue, and South 4th Street provide good access to this sub-area, as do several Cy-Ride routes and the bicycle trail system. The extension of Grand Avenue and South 5th Street in the next five years will improve this connectivity with the rest of the community.

Sense of Place

This connectivity helps define this sub-area as a place within the larger community, as do the following characteristics:

- Commercial and other services for daily living close at hand.
- Variety in land uses and in the type, size and scale of buildings and outdoor spaces.
- Visual character marked also by variety, with a more commercial and automobile-oriented appearance around the perimeter and a more traditional residential appearance in the core.
- Cleanliness, lack of crime and nuisances.

- Relatively affordable homes, and age mix of its residents.

Housing Occupancy and Cost

The rate of owner-occupancy of detached dwellings in this sub-area is lower than the community at large. However, a slightly higher than average proportion of these are lower cost.

- Of the 69 single-family homes in this sub-area, 35 are occupied by the owner and 34 are rentals. Citywide proportions in 1999 were 75% owner-occupied and 25% rental.
- Based on the Ames City Assessor's rating of exterior condition, 42 of the single-family dwellings are in average or good condition and 27 are in below average or poor condition.
- Five of the single-family properties have assessed values above \$100,000, all but one of which is in the commercially-zoned area.
- The remaining 64 (valued below \$100,000) represent a proportion of lower-cost dwellings that is higher than the community-wide average identified in a 1999 City study. Of these homes, 61% are average or above in condition.
- Of the 69 single-family homes in this area, 45% are both lower-cost and owner-occupied, which is higher than the 33% citywide proportion. Nineteen, or 28%, of the single-family homes are affordable, owner-occupied, and average or above in condition.

Likely Development Sites

Using a combination of current land use, occupancy, ownership, property

value, condition and other factors as criteria, an analysis was made of the likelihood that properties would be redeveloped. The pattern of the most likely development sites is a patchwork confined within the central area, with only a few places where more than three such sites occur together.

The "Goals and objectives" section of this Plan describes how the Plan responds to these issues.

Purposes of this Plan

The LUPP calls for sub-area planning as one means to help create a sense of place as this sub-area changes and to improve connectivity between it and the rest of the Urban Core. More specifically, this planning work is intended to:

- Guide protection of existing land uses and other resources as appropriate.
- Propose locations, size, and other development characteristics for different types of land uses.
- Address support needs such as public spaces, parking, property access, and utilities.
- Establish the type and character of development on South 3rd Street.
- Consider entryways from surrounding major streets, bikeways, and walkways.
- Identify other needed visual elements.
- Coordinate planning for flood protection for flood-prone properties.

- Propose development priorities and potential funding sources.
- Address other issues identified by residents, property owners, business owners, and other interested citizens.

This sub-area is changing. The community envisions continued change. Sub-area planning helps manage that change and minimize conflicts. More importantly, the planning work can help ensure that this part of the Urban Core area continues to be a lively, attractive, and satisfying place to live and work.

Summary of Plan Elements

Element	Implemented By	Incentives available	Maintenance Responsibility
Land Use and Development			
• Land use regulations	City		
• Redevelopment areas	City		
• Compatibility standards	City		
• Redevelopment incentives and programs	Developer	Yes	
Connectivity Elements			
• Bikeways	City or Developer		City
• Pedestrian walks	City or Developer		Landowner
• Infrastructure improvements	City		City
Identity Elements			
• Gateways	City or Developer	Yes	Neighborhood
• Site identity elements	City or Developer	Yes	Neighborhood
• Edge enhancements			
Structure plantings	City		City
Buffer plantings	City		City
• Streetscape treatments	City		City
Civic Elements			
• Activity nodes	Developer	Yes	Landowner
• Recreation sites	Developer	Yes	Landowner
• Green space	Developer	Yes	Landowner

Summary

The South Lincoln neighborhood is rapidly changing. Lincoln Way, Duff Avenue, Squaw Creek and the Iowa DOT headquarters complex form its boundaries. Although one of the oldest parts of Ames, what was once a quiet neighborhood of detached homes is now also a setting for over 1000 apartments and more than 50 businesses, large and small. Much of this change is recent: the number of apartment units has grown by 50% since 1990. Eighty of these newer apartments replaced detached homes in the oldest central portion of this neighborhood.

The South Lincoln Sub-Area Plan proposes a new trajectory for on-going change in the South Lincoln neighborhood. It describes ways to minimize the conflicts that change can bring. It describes how the South Lincoln Neighborhood can continue to be a lively, attractive, and satisfying place to live and work.

The overall vision for the South Lincoln Sub-Area is an area with the vitality of integrated land uses, lively spaces that encourage social activity and strong connections to the rest of the community. This vision will be achieved by redeveloping with diverse and more intense land uses, creating strong visual elements, and expanding and improving public and civic spaces.

Goals

The following goals are to guide on-going development in the South Lincoln Sub-Area:

- **Continue to develop this area as one of the most mixed-use areas of Ames through intensification, expansion, and diversification of uses. At the same time limit the occurrence and impact of conflicts and challenges sometimes associated with integrating a variety of land uses within a compact area.**
- **Encourage a sense of place and connectivity, physically and psychologically, within the sub-area and within the larger community.**
- **Help the community to increase its supply of housing and provide a wider range of housing choices.**
- **Provide clear, simple, and effective strategies for implementation.**

This Plan proposes that a mixture of land uses, combined with careful public and private investment in physical improvements, can help the neighborhood move towards these goals.

Key Aspects of the Plan

The Plan proposes the following elements for development in the South Lincoln neighborhood:

- **Land Use and Development**
 - Land use regulations
 - Redevelopment areas
 - Development management area
 - Key redevelopment sites

- Other development sites
- Compatibility standards
- Redevelopment incentives and programs
- **Connectivity Elements**
 - Bikeways
 - Pedestrian walks
 - Infrastructure improvements
- **Identity Elements**
 - Gateways
 - Site identity elements
 - Edge enhancements
 - Structure plantings
 - Buffer plantings
 - Streetscape treatments
- **Civic Elements**
 - Activity nodes
 - Recreation sites
 - Green space

Combined and applied in appropriate locations throughout the neighborhood, these elements can support the goals of the Plan, as described below.

Continuing development, limiting conflicts

The Plan proposes strengthening the mix of land uses and buildings that help make this neighborhood an attractive place to live and work. This mix includes:

- Concentrated housing
- Mixed densities
- Mixed building types
- Mixed housing types
- Convenience commercial services
- Discount commercial services

In the central portion of the neighborhood, called the Development Management Area, intended land uses for redevelopment include small/medium businesses, single family residences,

multi-family residences in appropriate scale, second-floor residences over commercial establishments, public spaces, and specialty retail. The Plan improves functional and physical integration of living/activity areas close to commercial areas and civic space. It carefully places key components around centrally located focal points. These Redevelopment Sites are intended to become areas of well-defined pedestrian emphasis. Pedestrian connections among various uses will make all areas easily accessible.

The Plan proposes to achieve these improvements through a mixture of regulations and incentives. Latitude in use will allow the market, and choices of land owners and investors, to be the most important factors in creating the precise future pattern of land uses. Standards for developing individual projects encourage new development that is compatible in character and appearance with the neighborhood's existing traditional character.

Encouraging sense of place and connectivity

The proposed mixed land use approach and the standards for redevelopment are intended to preserve existing characteristics that residents have said identify the South Lincoln Sub-Area and encourage a sense of place among them. These characteristics include convenience, access, traditional visual character, stability, cleanliness, and mix of residents. The integrated and compact mix of land uses also support housing, commerce, work, and recreation within easy walking distance of each other.

Other proposed **connectivity elements** will improve this internal connectivity, as well as its external connectivity.

The neighborhood's central location is already enhanced by excellent connectivity due to the grid street system here and to the north, major roadways from all four directions, the bikeway system and service by several Cy-Ride routes. The planned extension of Grand Avenue and South Fifth Street, as well as other possible projects, will improve this access.

Proposed bikeway, walkway and related improvements will more fully connect spaces within the neighborhood. Improving access from the 726 apartment units in the south portion of this neighborhood to the commercial and civic spaces in the central and north portions will make it a more attractive place for commercial investment. With this improved access, its access from east and west, and multiple land uses, South Third Street can become an active commercial and residential environment, and a unifying element for the neighborhood. Set off and defined where possible by buildings, trees, and lighting, these improved corridors can invite safe and comfortable pedestrian and bicycle use.

Identity elements along various segments and at various locations on the street corridors will emphasize this neighborhood as a special place within the community. Various gateways will include strong visual elements in attractive settings. Edge enhancements along the proposed Grand Avenue and South 5th Street extension recognize and enhance its function as a well-defined and identifying edge to this neighborhood, to the floodplain to the south, and to other adjacent areas. Streetscape elements will help create a strongly pedestrian-oriented environment compatible with the multiple land uses and traditional residential character.

Many of these identity elements are to be located in proposed new **civic elements**, which include specialized people gathering spaces, whether on public or private property, whose placement and design encourages attention and frequent use. Activity nodes are places for informal social activity or more organized, small-scale commercial and social events, enhanced by lighting, decorative paving, planting and other streetscape features. Recreation sites accommodate small-scale, active recreation and serve the more passive aspects of recreation.

All of these Plan elements will have design characteristics that identify and distinguish this neighborhood as a unique place that contains diversity and variety, such as spatial sense, landscape structure, connectivity, legibility, and animation. Compatibility standards for building and site development are intended to encourage similar design characteristics, as well as building mass, scale, materials and fenestration compatible with the sub-area's existing traditional character. All of these design characteristics are based on the existing context of the area, not an out-of-context definition of what constitutes attractive development.

These connectivity, identity and civic elements will improve access, reinforce the neighborhood distinctness, create places for social activity, and create a central focus for the neighborhood. In this rapidly changing neighborhood these elements help identify and encourage a sense of place.

Increasing housing supply and providing choice

Under this Plan, the South Lincoln neighborhood will continue to offer a diversity of housing types to citizens from

a wide range of economic levels and age groups. Since providing more housing units is integral to this Plan, with a net density of over 18 units per acre in its residential areas, this neighborhood already efficiently provides much housing of many types. The Plan seeks to preserve and encourage higher densities in areas designated for intensification and make sure there is compatibility with new and existing development.

By permitting multiple land uses, this Plan allows residential development with varying densities to capitalize on the convenience and character of this neighborhood. The compatibility standards help to mitigate conflicts between different housing types and densities.

This Plan also encourages low and moderate-income housing to be integrated among new units where feasible and appropriate. Incentives to accomplish this will be funded with tax abatements, federal Community Development Block Grants, and/or programs of private non-profit organizations.

This Plan provides opportunities for property owners to maintain and improve existing single-family units where feasible and appropriate. It also promotes investment in existing detached dwellings and removes some, but not all, impediments to such dwellings. For example, the compatibility standards and zoning for multiple-use land apply to all the areas with existing single-unit, detached dwellings. These provisions reduce uncertainty about future development adjacent to single-family dwellings by ensuring that the appearance and character of the building and site is compatible with the traditional detached dwellings. Reducing uncertainty generally promotes investment.

Clear, simple and effective implementation

Implementation measures are intended to direct change for a better future in the South Lincoln neighborhood. Such measures include managing development, creating the Plan elements, and organizing people.

In this multiple-use district it is not practical to impose a pre-planned development under a set phasing sequence. Coordinated actions of the public and private sector are intended to redevelop the neighborhood by creating different projects at different times. Redevelopment priorities and incentives, land use regulations, compatibility standards, and plan review processes guide the public sector's role in redevelopment.

The Plan defines different types of redevelopment areas that reflect the priorities for redevelopment and provide a foundation for a series of development incentives. The purpose of the incentives is to stimulate investment in the neighborhood, which brings benefits to the entire community.

Implementing the multiple-use aspects of this Plan requires a change in the Zoning Ordinance and in the existing zoning designation for the Development Management Area. Managing multiple-use redevelopment in a manner that balances different needs and issues requires compatibility standards for building and site development, as well as a plan review process.

The connectivity, identity and civic Plan elements are to be incorporated into public capital improvement projects and programs or implemented in partnership with private redevelopment projects. Thus the timing and financing for public and private projects shall determine the timing and financing of these elements.

Effectively directing change towards certain goals requires cooperative efforts among the people who live, work, own property, and invest in the South Lincoln neighborhood. The Plan recommends as a vehicle for this cooperative effort a formal organization; such as a neighborhood

association, a development corporation or other association, which can carry out many different activities, including advocating, promoting, marketing, organizing improvement activities and social events, and periodically evaluating the Plan.