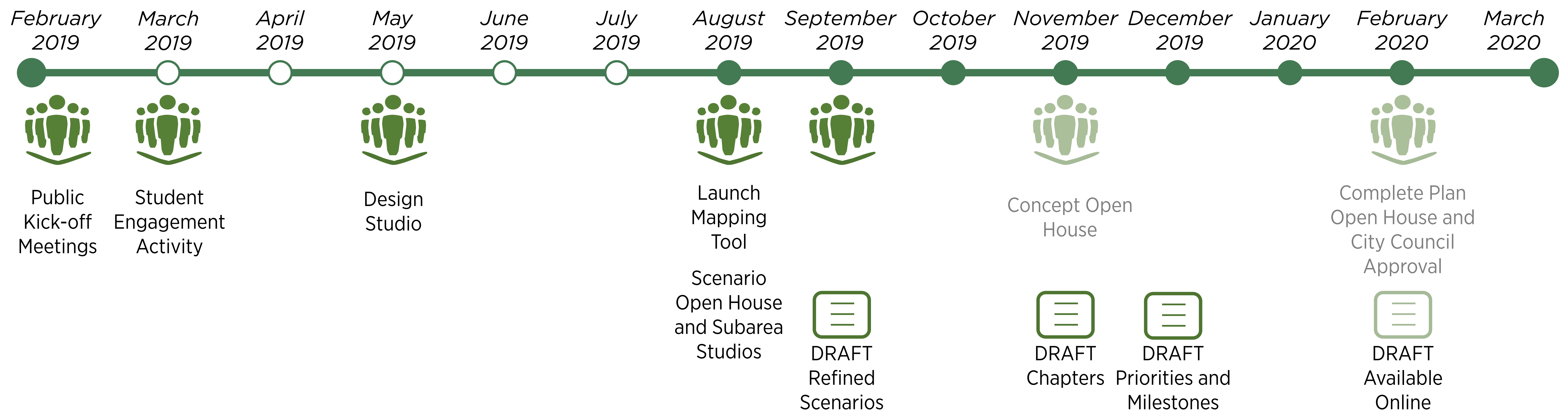
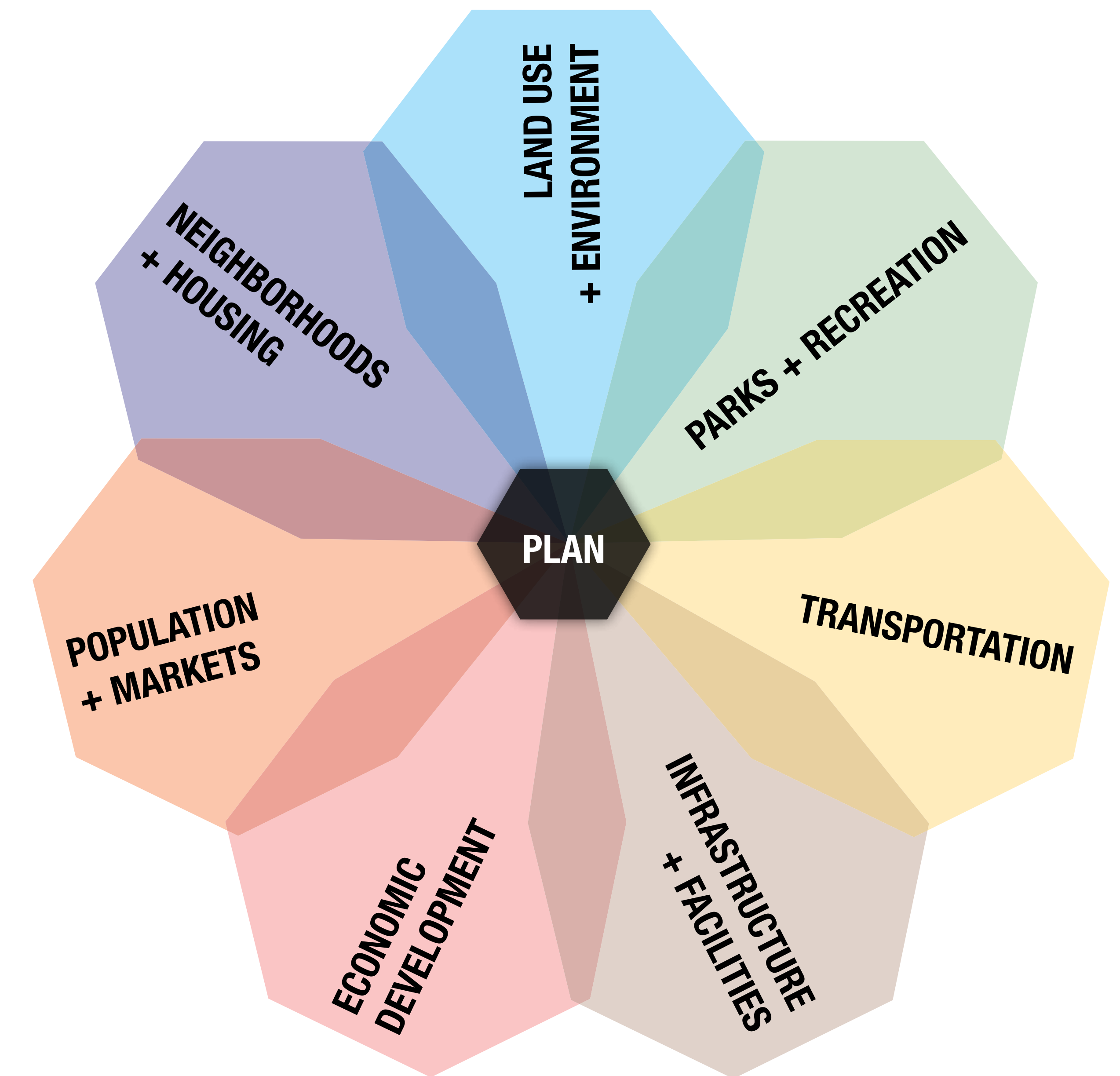
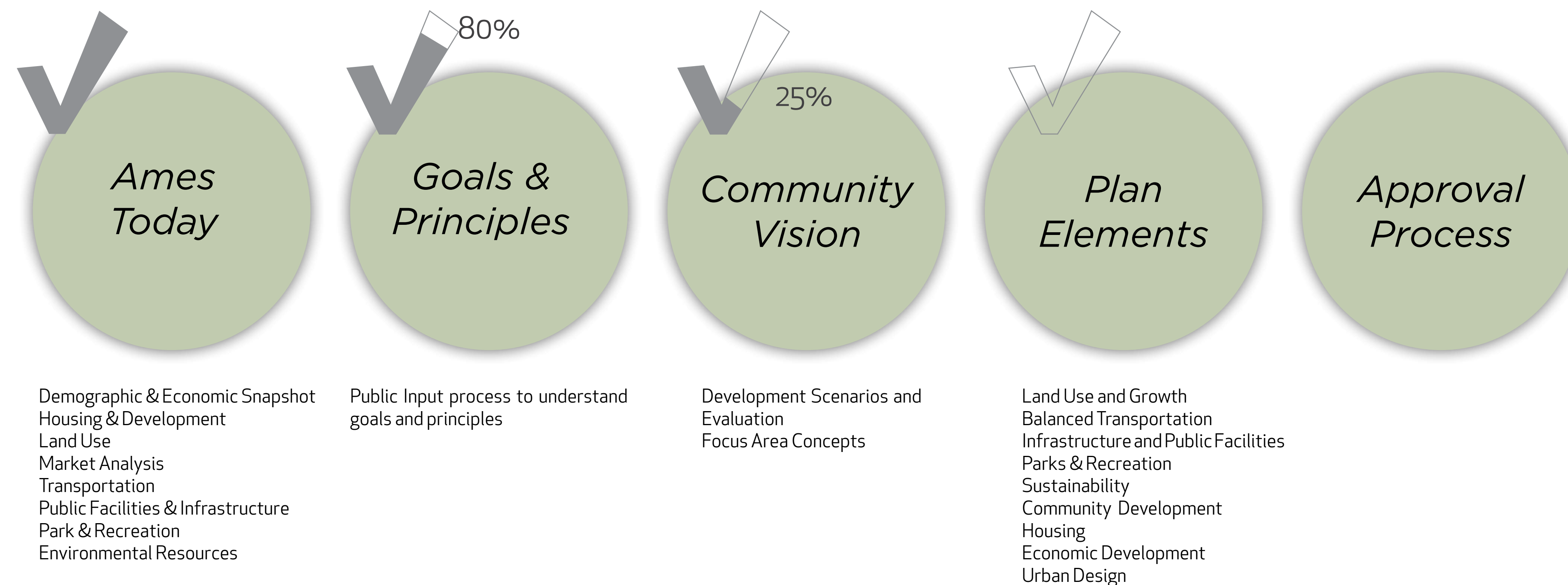




PROCESS

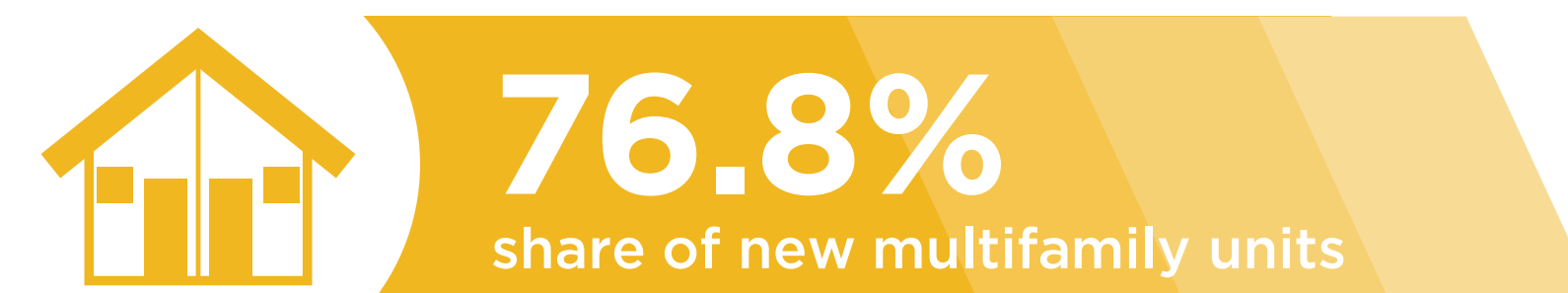
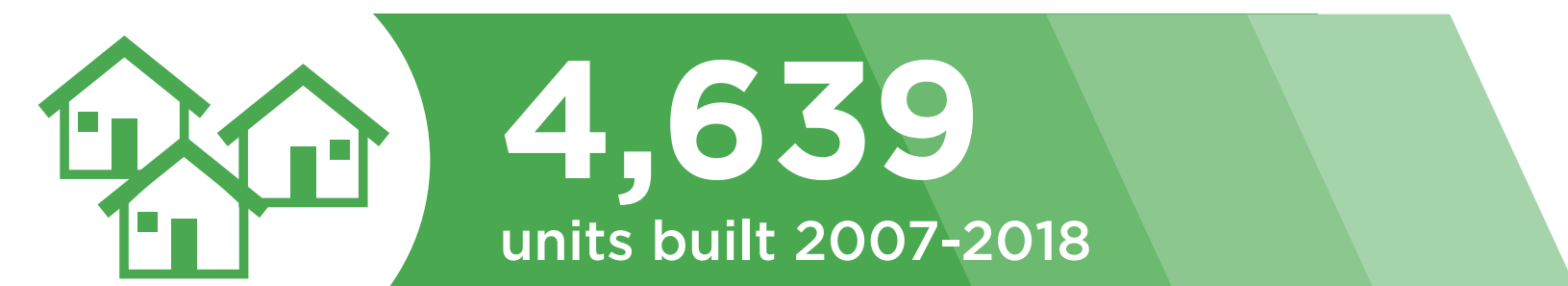
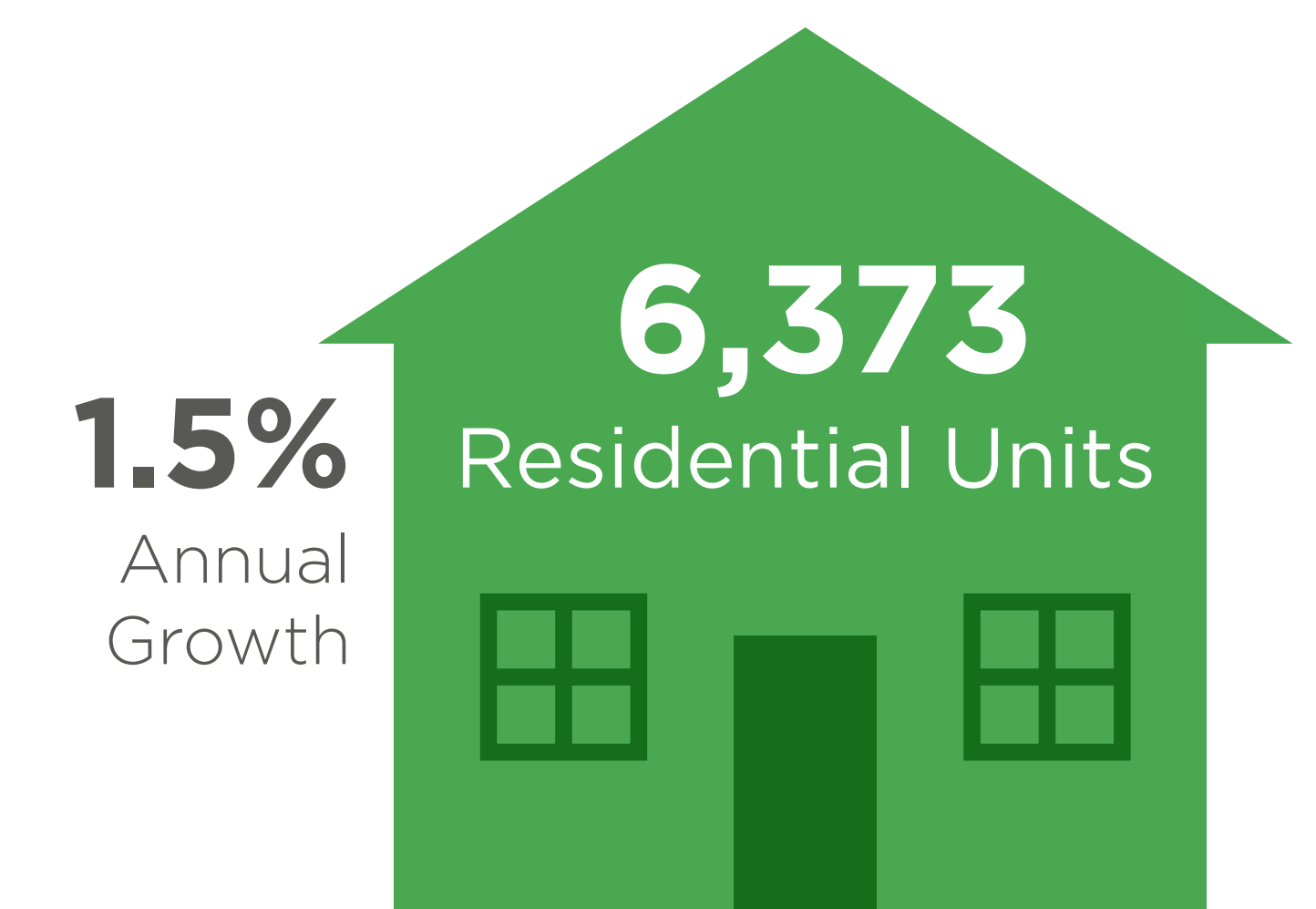
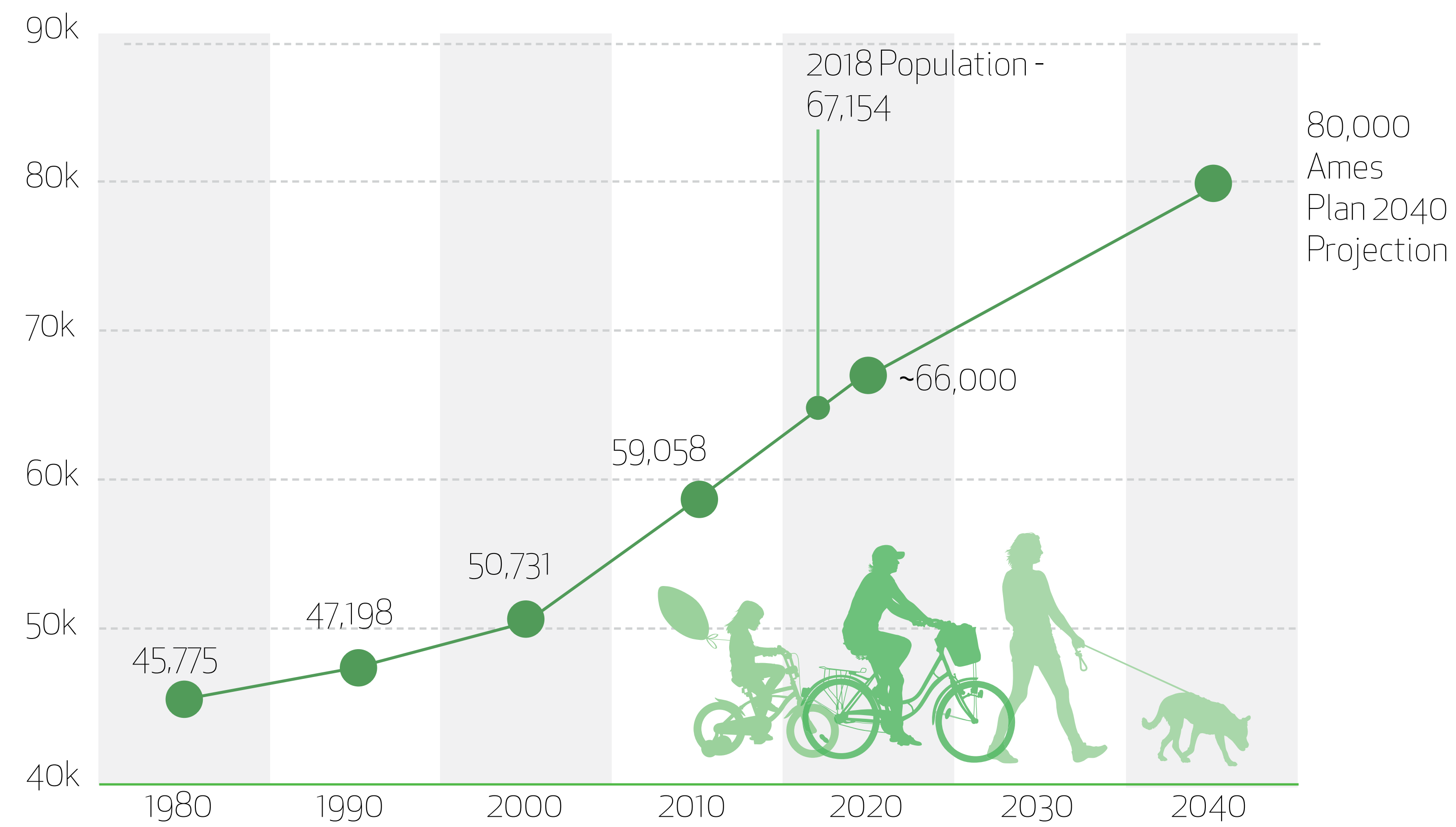
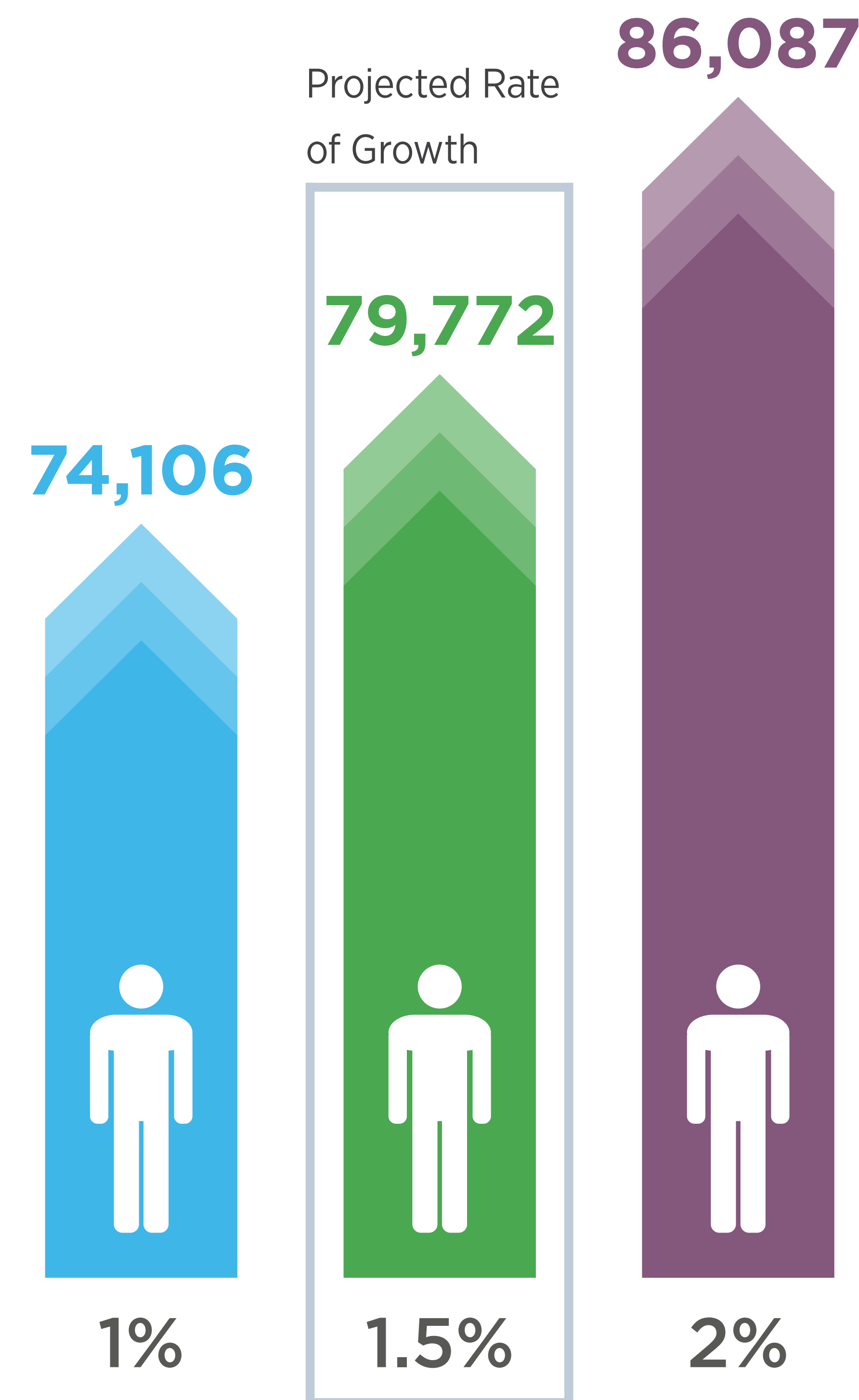


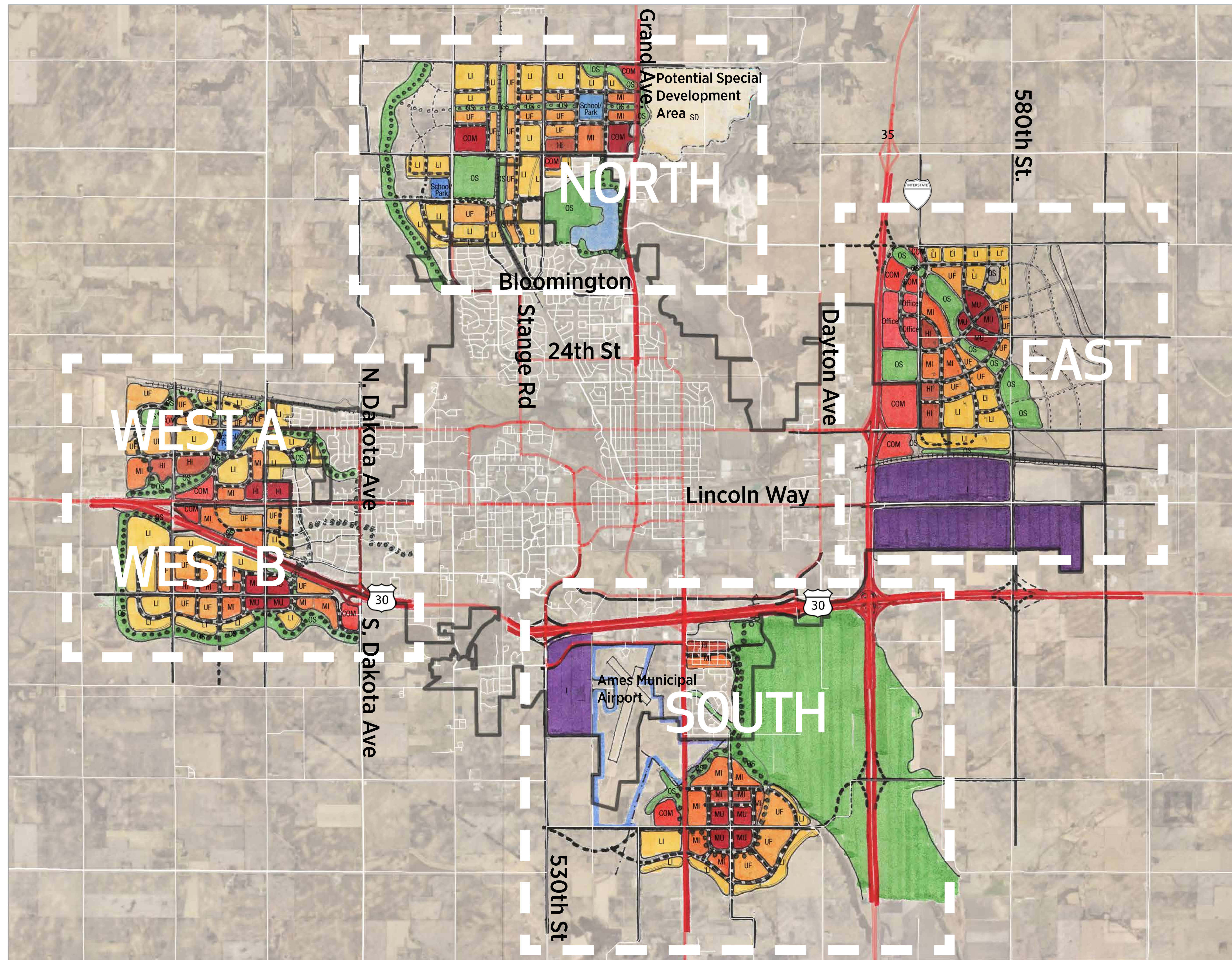
The vision for a unified Ames begins by establishing a program, much like the architectural program for a building project. This program identifies the ingredients of development – the amount of space that may be possible for the city, present and future community needs, current projects that are pending, and other opportunities.





POPULATION CHANGE





KEY CONSIDERATIONS

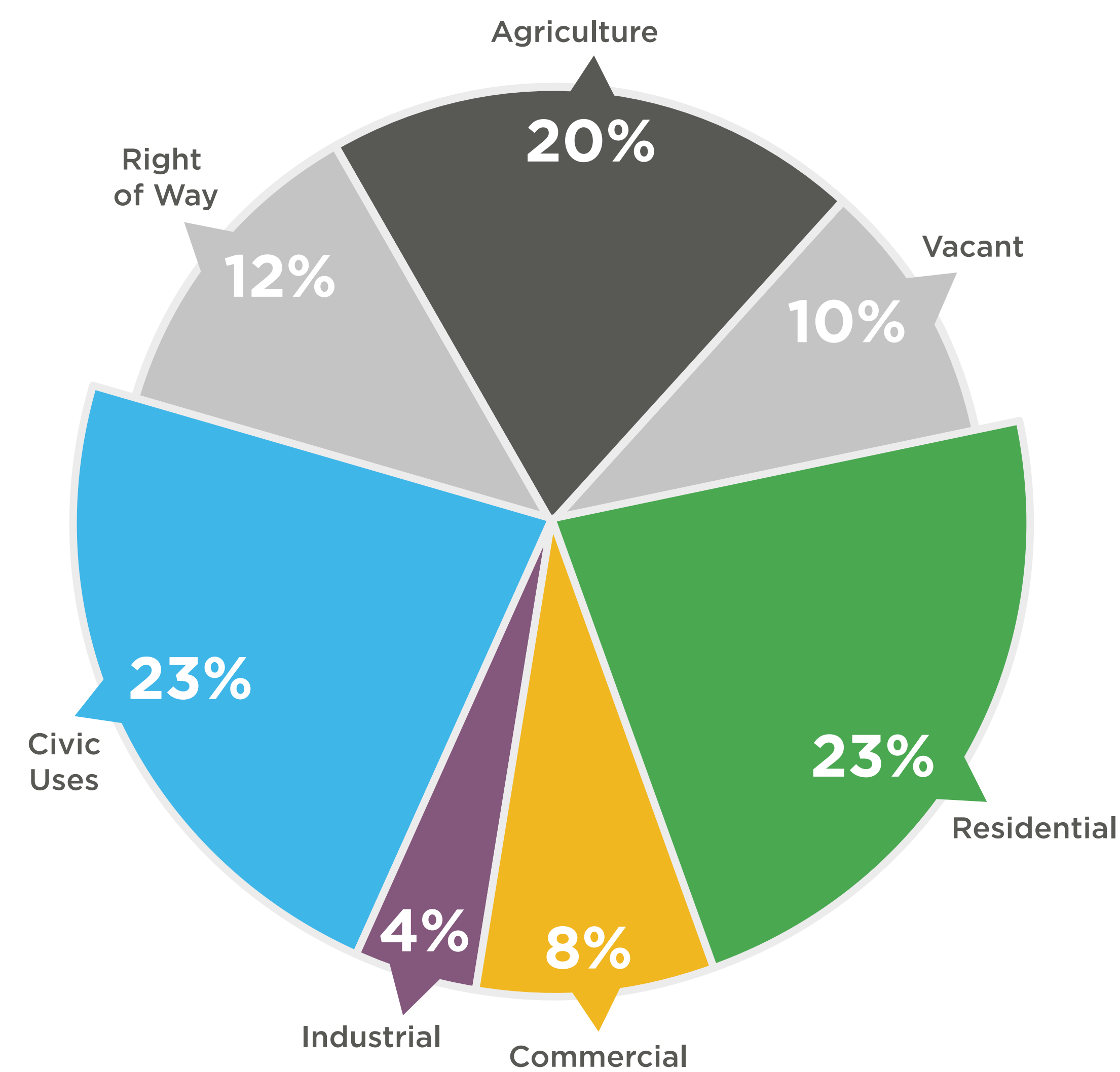
The land use scenario is prepared to accommodate a growth of 15,000 people by 2040. For each concept, environmental conditions, land use patterns, mobility patterns, and utility serviceability were all taken into consideration.

The development concepts are an exercise to show possible options for absorbing 15,000 new people in each direction. Ultimately, growth will likely occur in portions of areas and within the city.

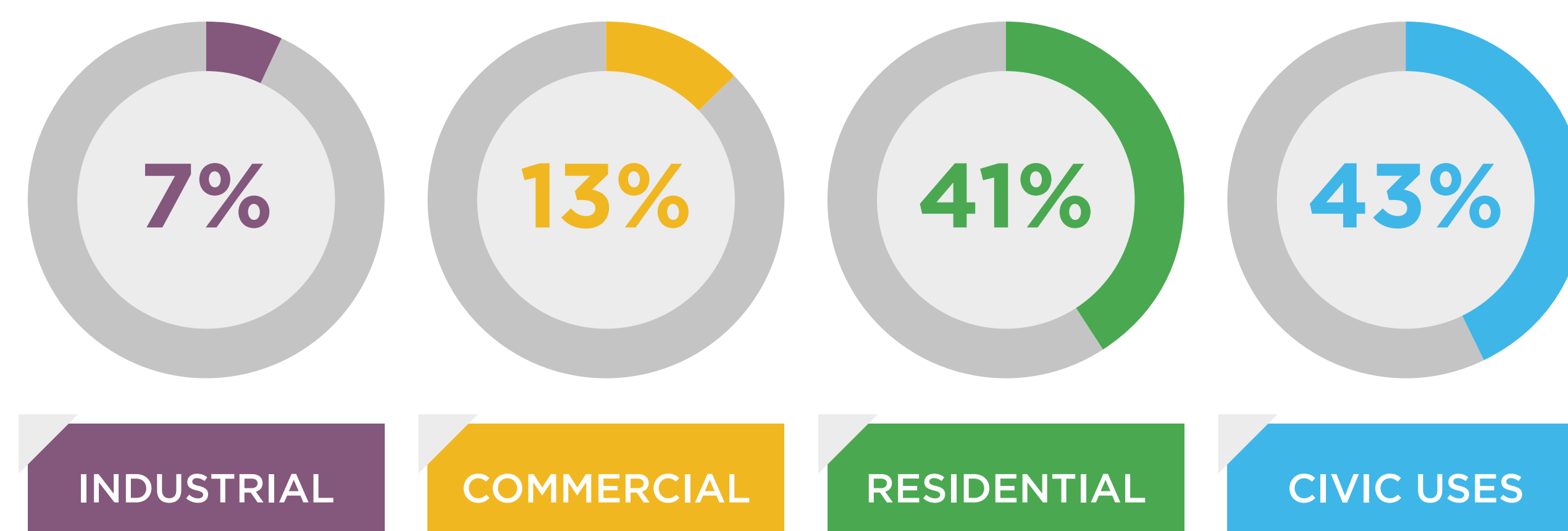
LEGEND

- SD - Special Development Area
- LI - Low-intensity urban residential
- UF - Urban family residential
- MI - Medium-intensity residential
- HI - High-intensity residential
- MU - Mixed use/high intensity residential
- COM - Commercial
- Civic - School/Public
- OS - Open Space/Park
- I - Industrial
- City limits

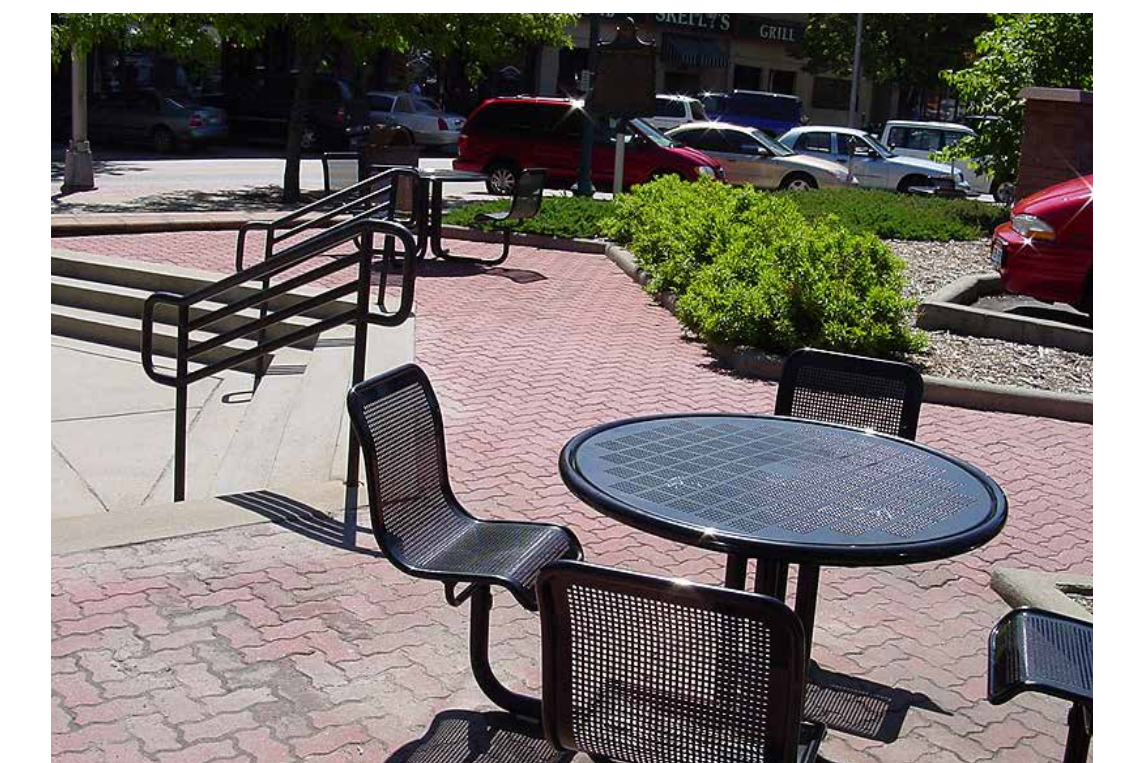
Current Land Use Breakdown



Developed Land Use Breakdown



GATHERING SPACES



STREETSCAPE ELEMENTS



GATEWAY FEATURES


















SIGNAGE



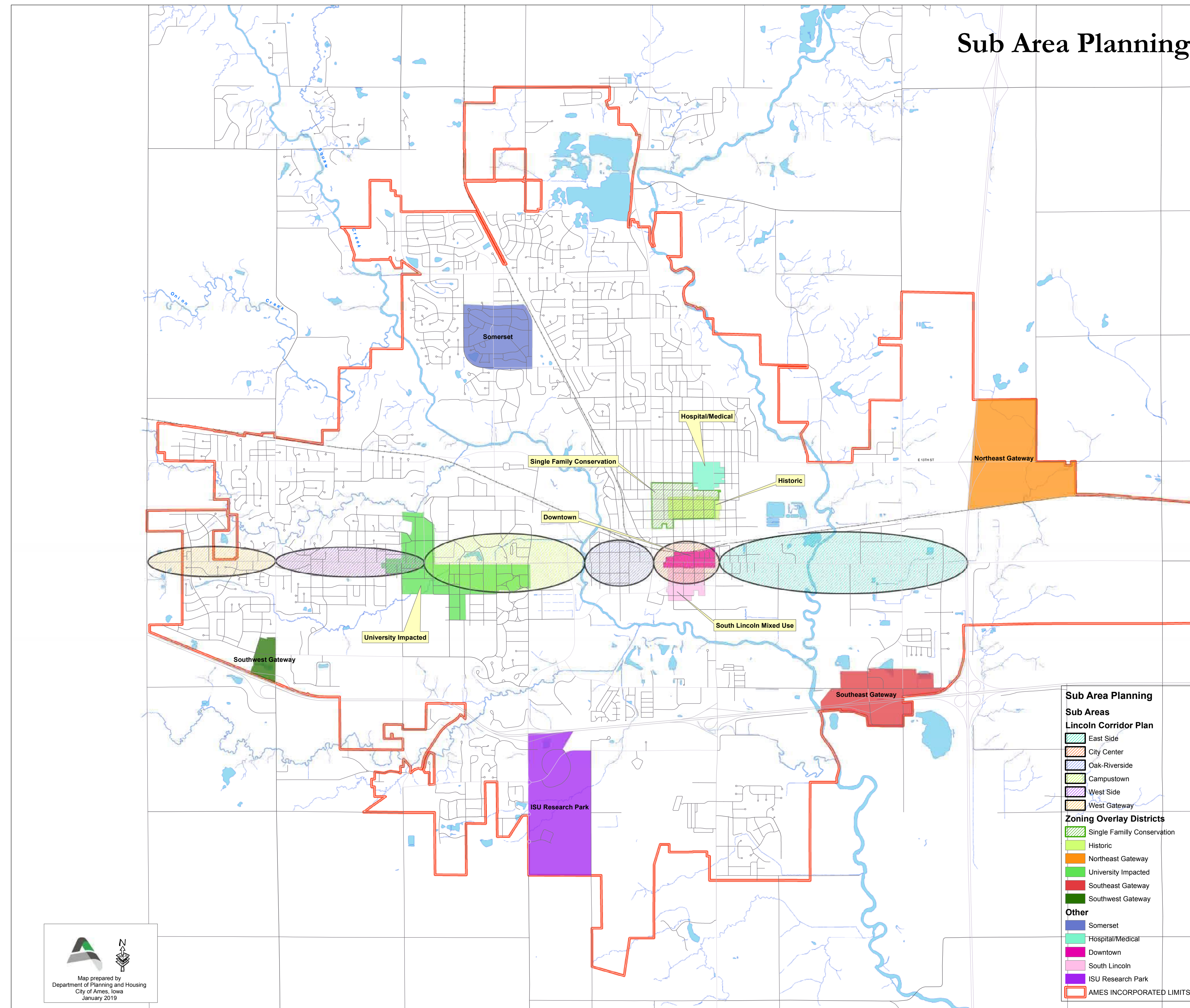
LAND USE CATEGORIES

The table below displays the range of uses that apply to the future land use scenarios in Ames.

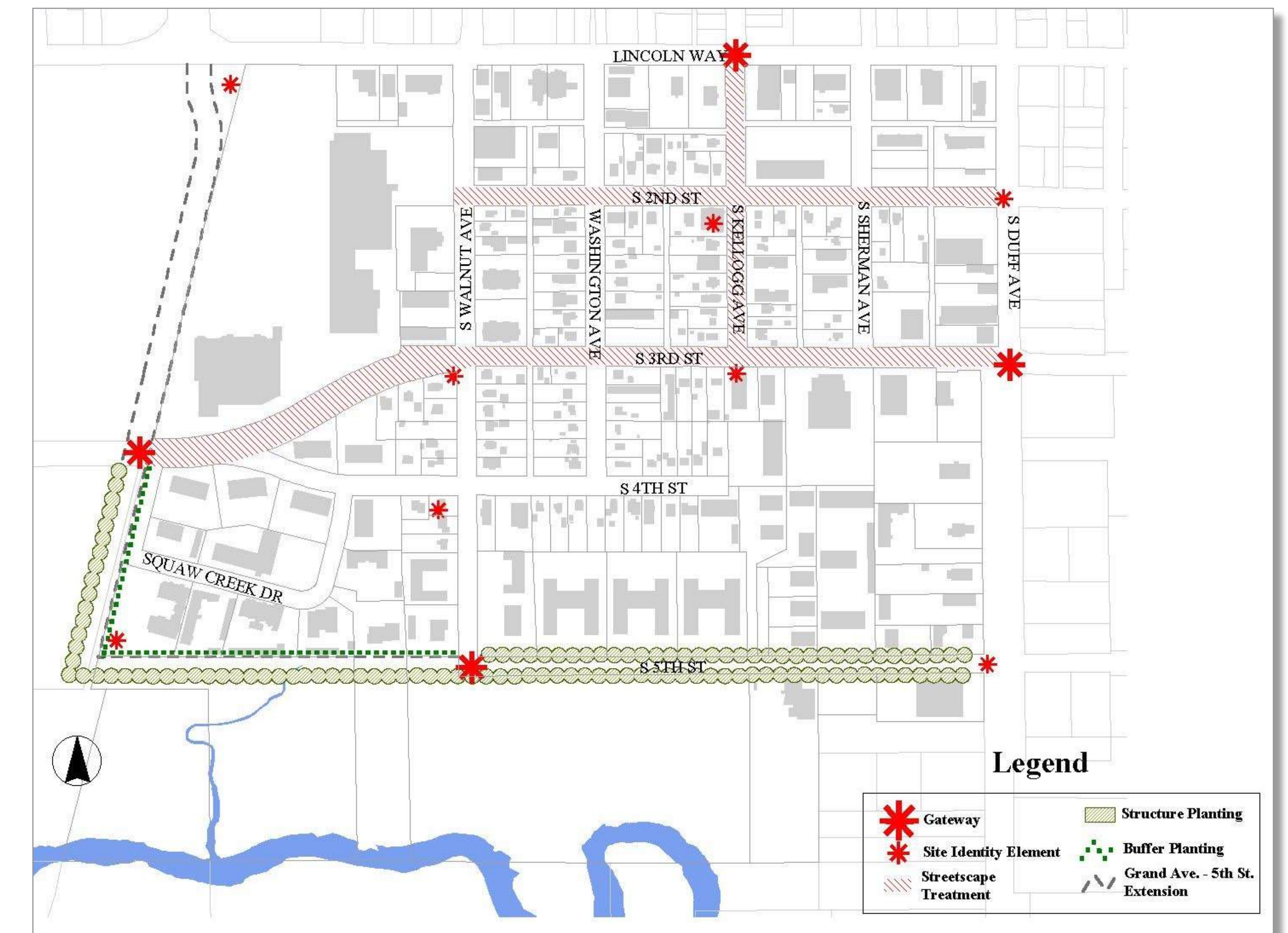
Land Use Typology Areas				
Land Use Categories	Description/Purpose	Gross Density (DU/Acre)	Estimated Net Density (DU/Acre)	Population/ Household
LI Urban—Low Intensity	Areas with urban services including relatively low—density residential and neighborhood commercial and service uses.	3.5	5	3
UF Urban Family Residential	Areas with urban services including relatively low—density and neighborhood commercial services, at a density ranging from low density to medium density.	6	8.5	2.5
MI Urban—Medium Intensity	Areas with urban services including medium—density residential and neighborhood and community commercial, office, and service uses.	8	11.4	2.2
HI Urban—High Intensity	Areas with urban services including medium and high—density residential, major commercial, office, and service uses, and limited industrial in suitable locations.	10	14.3	2.0
MU Mixed Use/High Intensity	Areas with urban services including planned integration of some combination of retail, office, residential, hotel, recreation or other functions.	12–16	17–22	2.0
COM Commercial	Areas dominated by major community and regional commercial development that are both large in scale and have high traffic impact. May include high—density residential use.	NA	NA	NA
I Industrial	Areas dominated by large—scale industrial uses.	NA	NA	NA
School/ Public Civic, Semi—Public	Areas with major, typically land—intensive public, semi—public, or other civic uses.	NA	NA	NA
OS/Park Open Space	Areas that will be maintained as permanent open space. May include accessory or complementary uses if permitted by flood plain or other environmental regulations.	NA	NA	NA

RESIDENTIAL	 Low Intensity	 Urban Family Residential	 Medium Density	 High Density
	 Neighborhood Scale Mixed Use	 Neighborhood Scale Mixed Use	 Medium Scale Mixed Use	 Higher Scale Mixed Use
	 Neighborhood Scale Mixed Use	 Neighborhood Scale Mixed Use	 Neighborhood Scale Mixed Use	 Medium Scale Mixed Use
	 Low Intensity Industrial Use	 Medium Scale Industrial Use	 Medium Scale Industrial Use	 ISU Research Park

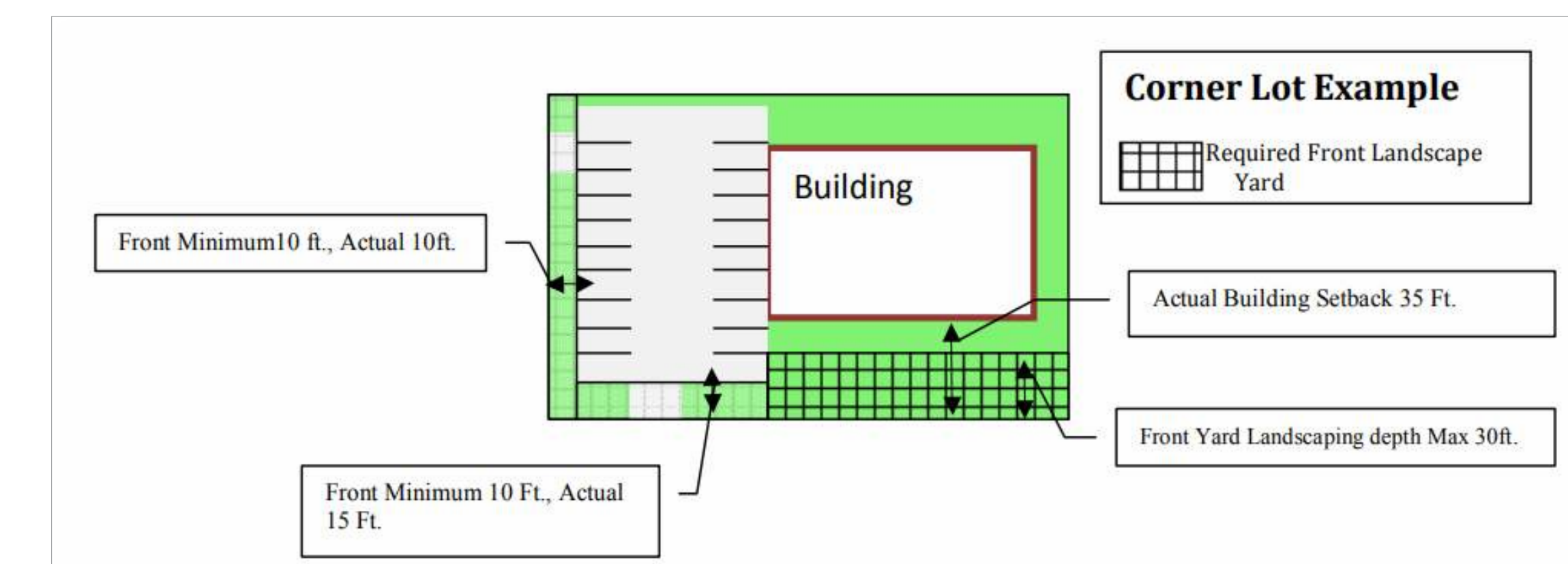
SUB AREA PLANNING



SOUTH LINCOLN WAY MIXED USE PLAN



UPDATED LANDSCAPING STANDARDS ORDINANCE 2017



An updated landscaping ordinance took effect in 2017 to improve the aesthetics, sustainability, and maintenance expectations of all landscaped areas in Ames.

LINCOLN WAY CORRIDOR FOCUS AREAS - 2018

CAMPUSTOWN TRANSITION FOCUS AREA



DOWNTOWN GATEWAY FOCUS AREA



LINCOLN & GRAND FOCUS AREA

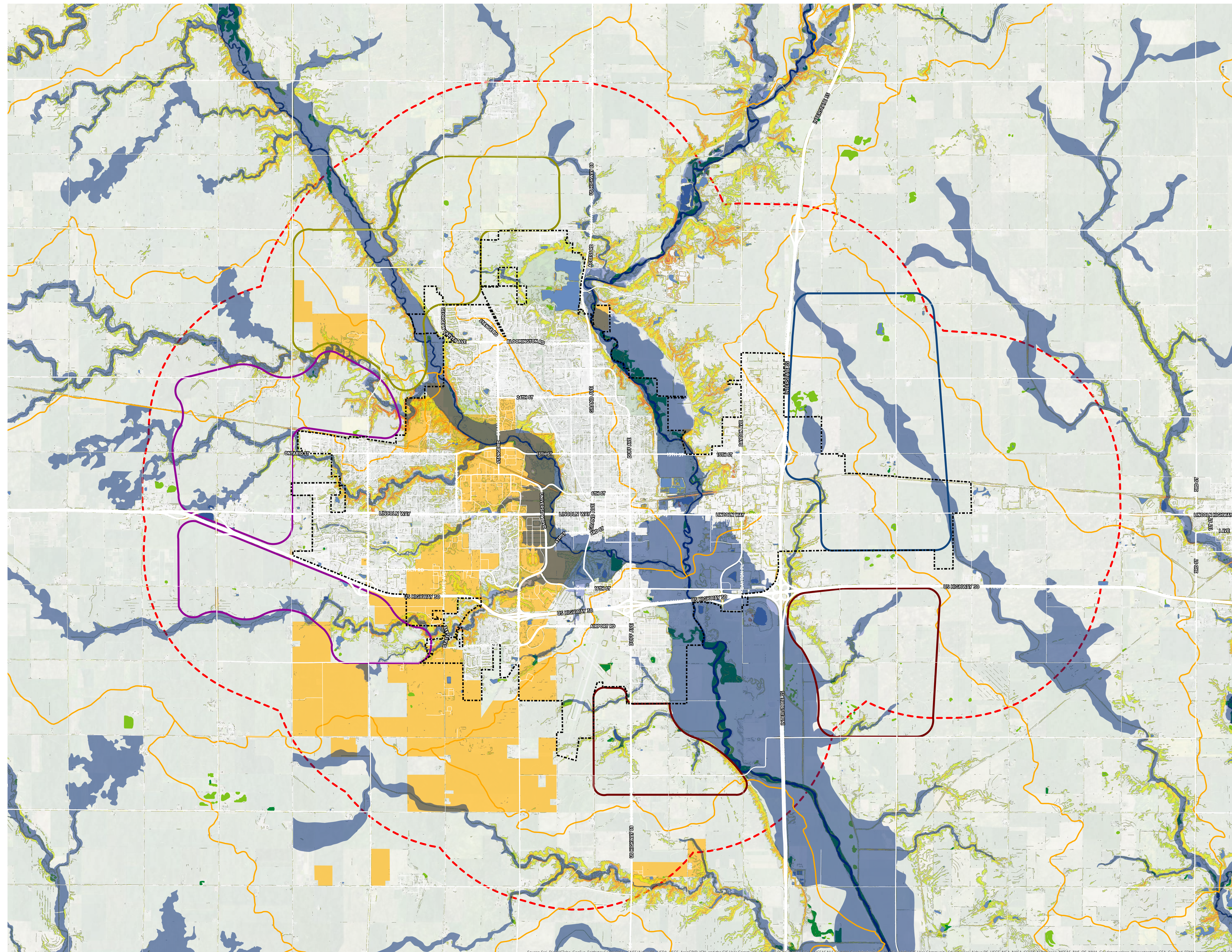


OAK-RIVERSIDE FOCUS AREA



WEST SIDE RETAIL FOCUS AREA





LEGEND

- City Limits
- Ridge Lines

Flood Risk

- 1% Annual Chance
- 0.2% Annual Chance

Percent Slopes

- Less than 8.33%
- 8.33 - 12.5%
- 12.5 - 17.66%
- 17.66 - 25%
- 25 - 50%
- Over 50%

Wetlands

- Freshwater Emergent Wetland
- Freshwater Forested/Shrub Wetland
- Lake
- Rivine

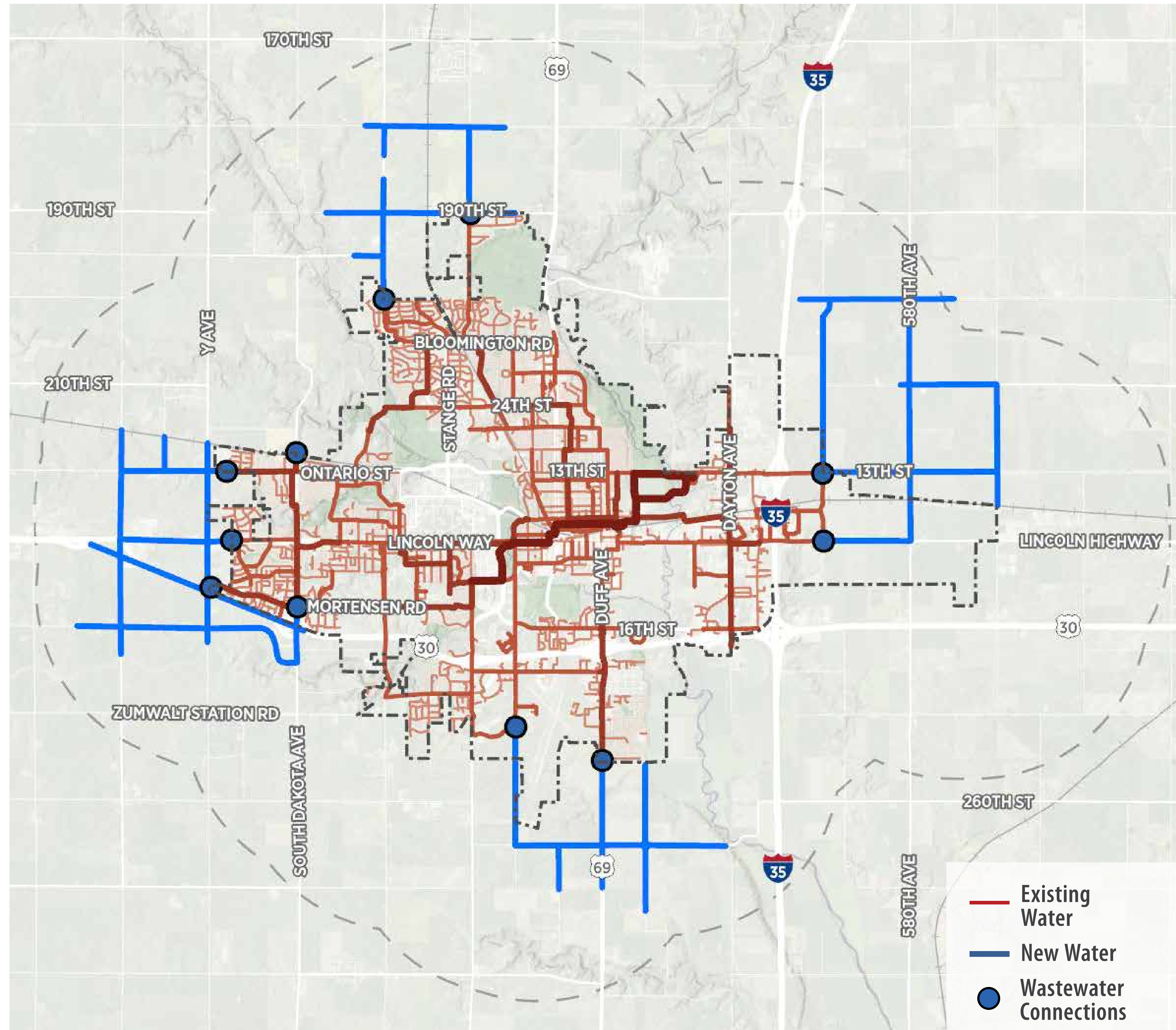
Expansion Zones

- East Expansion
- North Expansion
- South Expansion
- West Expansion

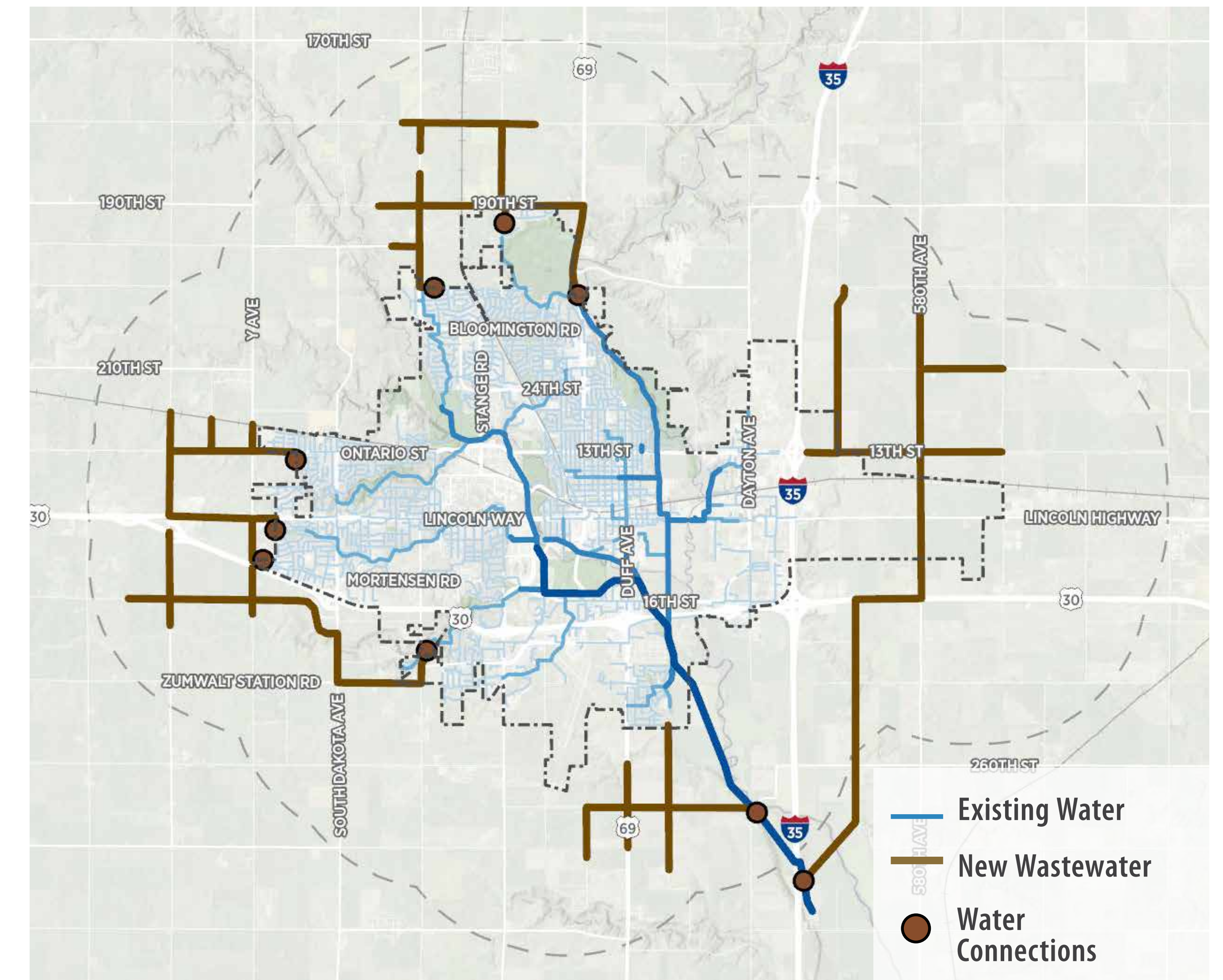
Boundary Map

- Parks
- ISU Property

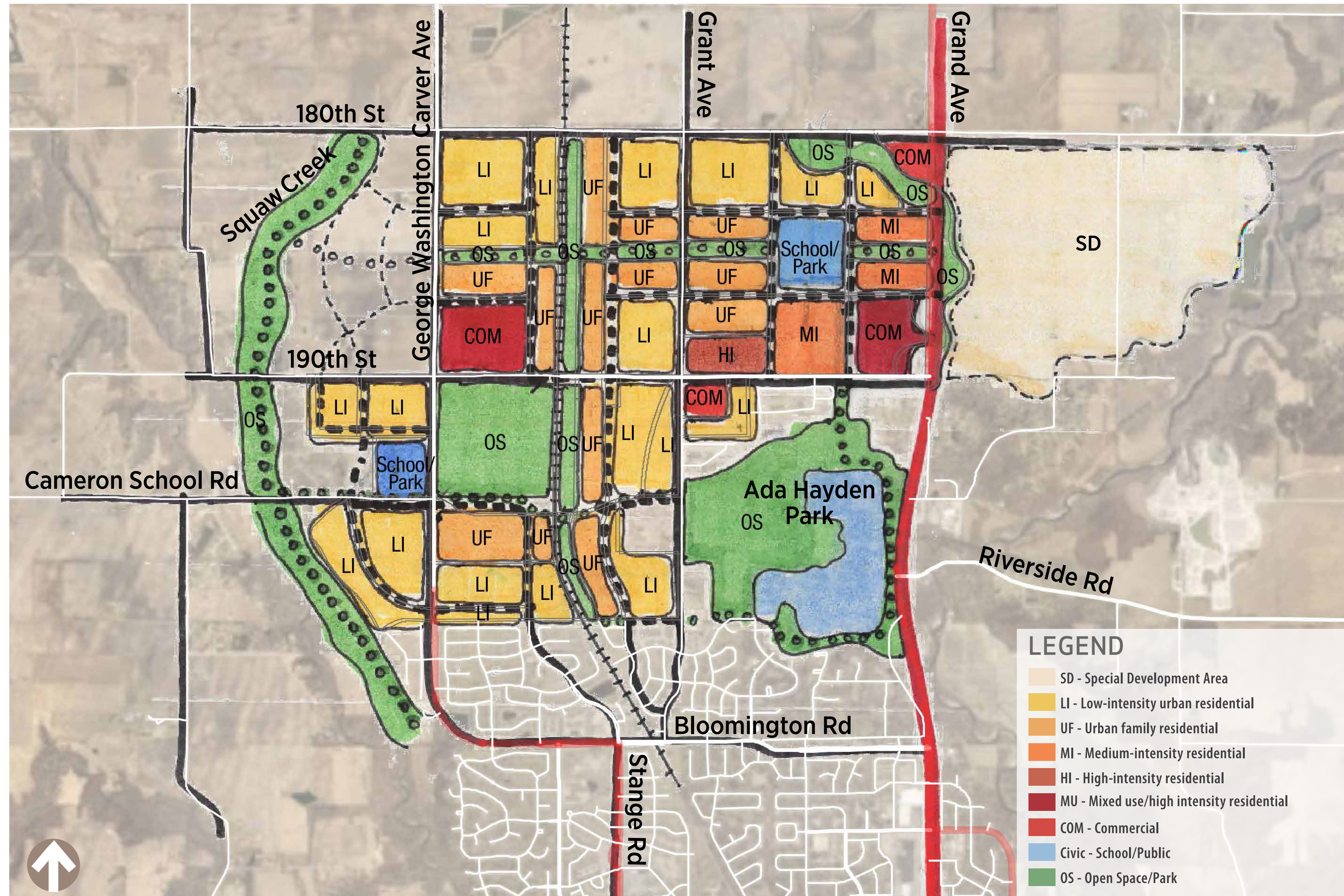
NEW WATER INFRASTRUCTURE



NEW WASTEWATER INFRASTRUCTURE



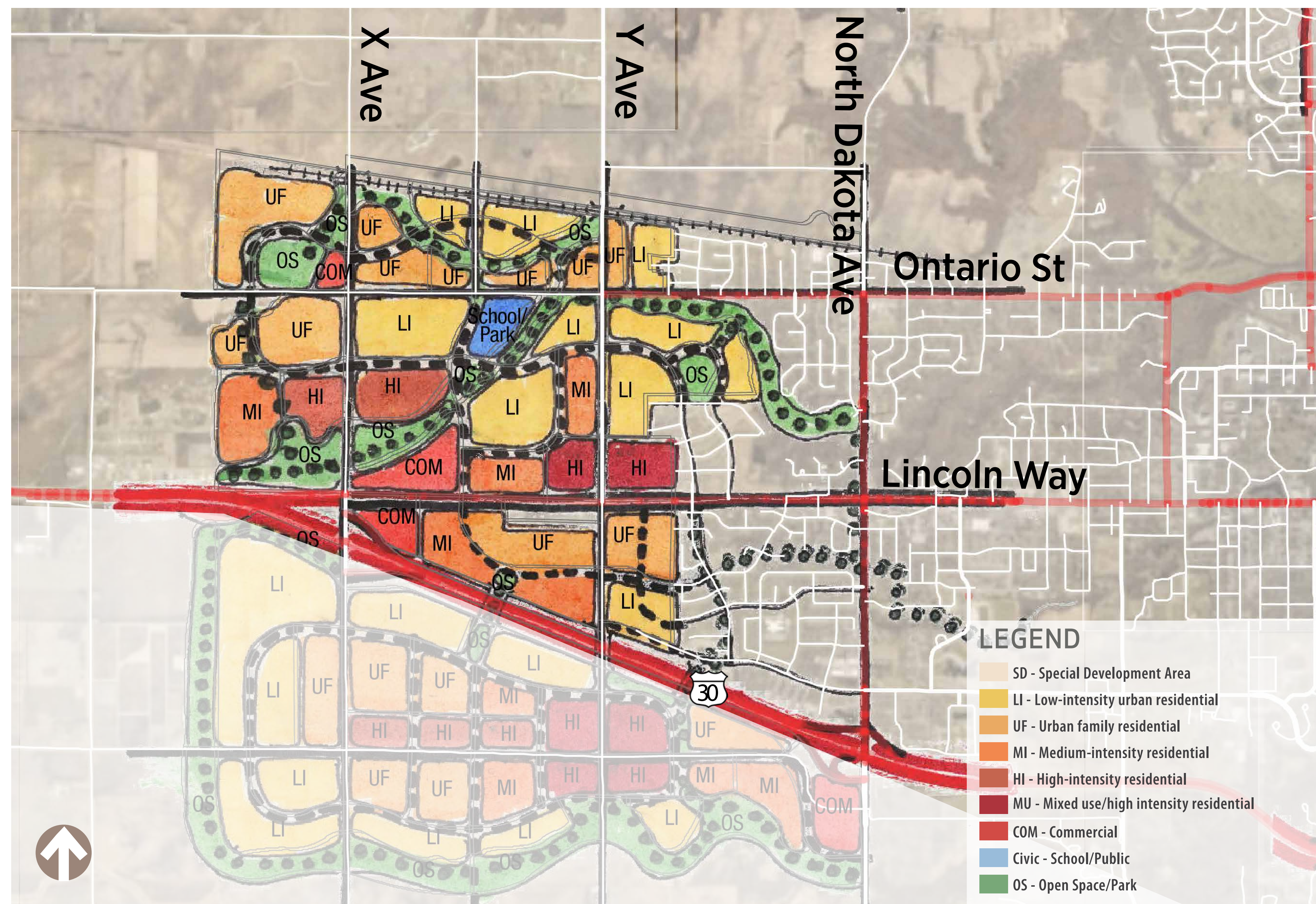
Growth Area	Notes
North	Moderate future arterial road network and new 190th bridge over UPRR. Extension of 36" wastewater trunkline for approximately 1.5 miles. Pressure concerns corrected by construction of 4 MG water tower.
East	Extensive future arterial road network and new I-35 interchange. Construction of new 36" wastewater trunkline for approximately 6 miles. Pressure concerns corrected by construction of a 6 MG water tower.
South	Moderate future arterial road network including future N/S parkway. New I-35 Interchange.
West B	Moderate future arterial road network and new pedestrian bridge(s). Extension of 21" wastewater trunkline for approximately 1.5 miles.
West A	Minor future arterial road network. No improvements to Union Pacific railroad crossings.



BENEFITS AND CHALLENGES

- + Area south of 190th Street is within the LUPP currently.
- Excellent access to Ada Hayden and potential trail links.
- Development area most directly responds to recent market forces.
- Reinforces existing north side commercial, including North Grand and Somerset.
- Area north of 190th - Possible consideration of a special rural development zone east of Grand, pending discussion of Fringe Plan related issues.
- Existing Union Pacific railroad corridor impedes east-west connectivity. Major growth may require 190th grade separation.
- Development adds traffic pressure on Grant Avenue and Hyde Avenue and other streets going through the community.
- Limited connectivity to major arterials and I-35 could create more demand on local street network. Expands need for I-35 interchange at East Riverside Road.
- Need to consider water pressure zones and serviceability
- Review of public safety resources to serve area
- No additional growth north of 190th without major sewer infrastructure.

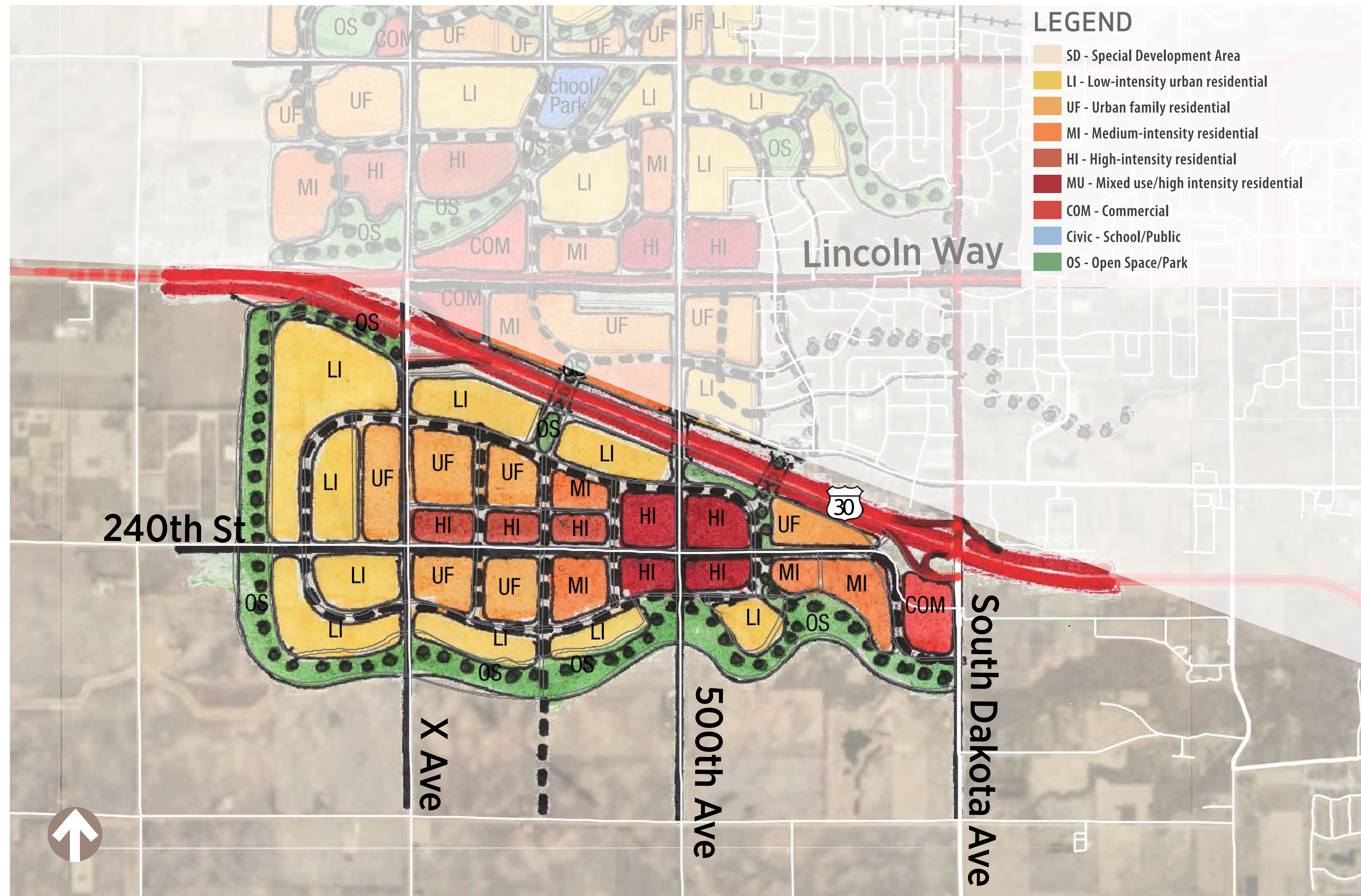
Land Use	Gross Density	Est. Net Density	Population/ Households	Total Acres	Est. Dwelling Units	Est. Population
Low Intensity	3.5 DU/Acre	5 DU/Acre	3	675	2,362	7,087
Urban Family Residential	6 DU/Acre	8.5 DU/Acre	2.5	319	1,914	4,785
Medium Intensity	8 DU/Acre	11.4 DU/Acre	2.2	94	752	1,654
High Intensity	10 DU/Acre	14.3 DU/Acre	2.0	31	310	620
High Intensity/Mixed Use	12–16 DU/Acre	17–22 DU/Acre	2.0	46	552	1,104
Gross Residential:	5.06 DU/Acre			1,165	5,890	15,251



BENEFITS AND CHALLENGES

- +**
 - Fills gaps and extends existing westward development patterns.
 - Along with North growth area south of 190th, most incremental of various concepts
 - Convenient location to ISU and other parts of the campus community
 - Would be served well with potential community center
 - Good access to the Daley Park trailhead and rest of the urban trail network.
 - Presents opportunities to extend existing local street network
 - Does not propose urban development north of railroad tracks.
 - May be able to be served by incremental extensions of utilities.
- - Possibly least unified concept, largely because of its incremental nature
 - Railroad and outdated underpasses constrain access to the north
 - New concept to expand development area into Boone County
 - Review of public safety resources to serve area.
 - Traffic levels will impact Ontario Street as the primary east west connector into the community.

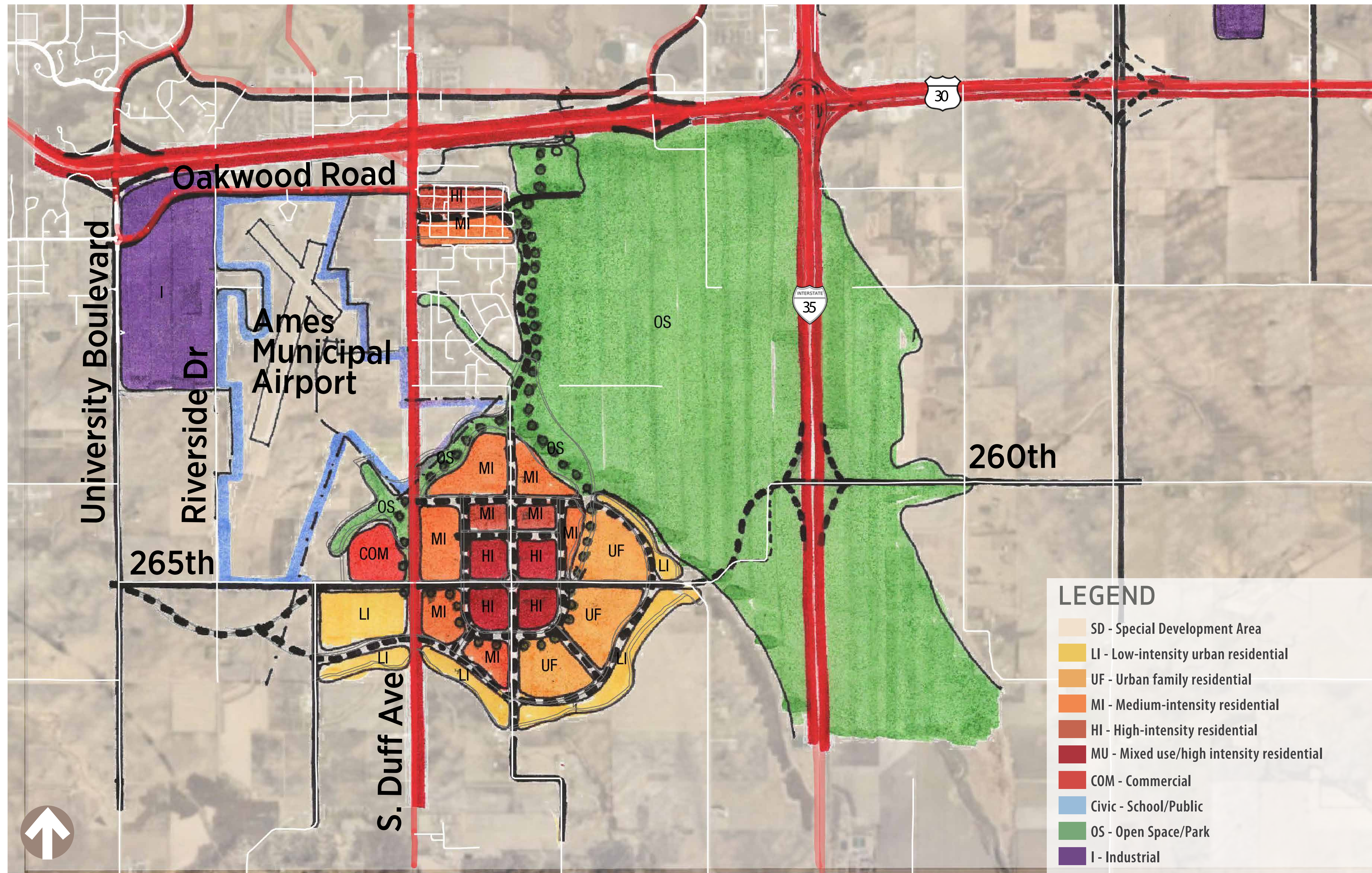
Land Use	Gross Density	Est. Net Density	Population/ Households	Total Acres	Est. Dwelling Units	Est. Population
Low Intensity	3.5 DU/Acre	5 DU/Acre	3	675	2,362	7,087
Urban Family Residential	6 DU/Acre	8.5 DU/Acre	2.5	319	1,914	4,785
Medium Intensity	8 DU/Acre	11.4 DU/Acre	2.2	94	752	1,654
High Intensity	10 DU/Acre	14.3 DU/Acre	2.0	31	310	620
High Intensity/Mixed Use	12–16 DU/Acre	17–22 DU/Acre	2.0	46	552	1,104
Gross Residential:	5.06 DU/Acre			1,165	5,890	15,251



BENEFITS AND CHALLENGES

- + Good accessibility to US Highway 30, regional access.
- Good street grid network to provide connectivity in all directions.
- Location convenient to ISURP, Lincoln Way development corridor, and Campus
- Access to Daley Park, trail network, and potential community center project
- Site lends itself to a unified village design, but is less isolated than some other areas.
- Market familiar with westward development
- Does not require conversion of ISU controlled land to move forward
- One or more pedestrian bridges are needed across US 30. Discussions are underway for a location, possibly between South Dakota Avenue and 500th Avenue.
- Oil pipeline could constrain development on the extreme southwest side of area.
- Incremental utility extensions are required.
- New concept to expand development area into Boone County
- Review of public safety resources to serve area
- Major sewer infrastructure needed to proceed with development.

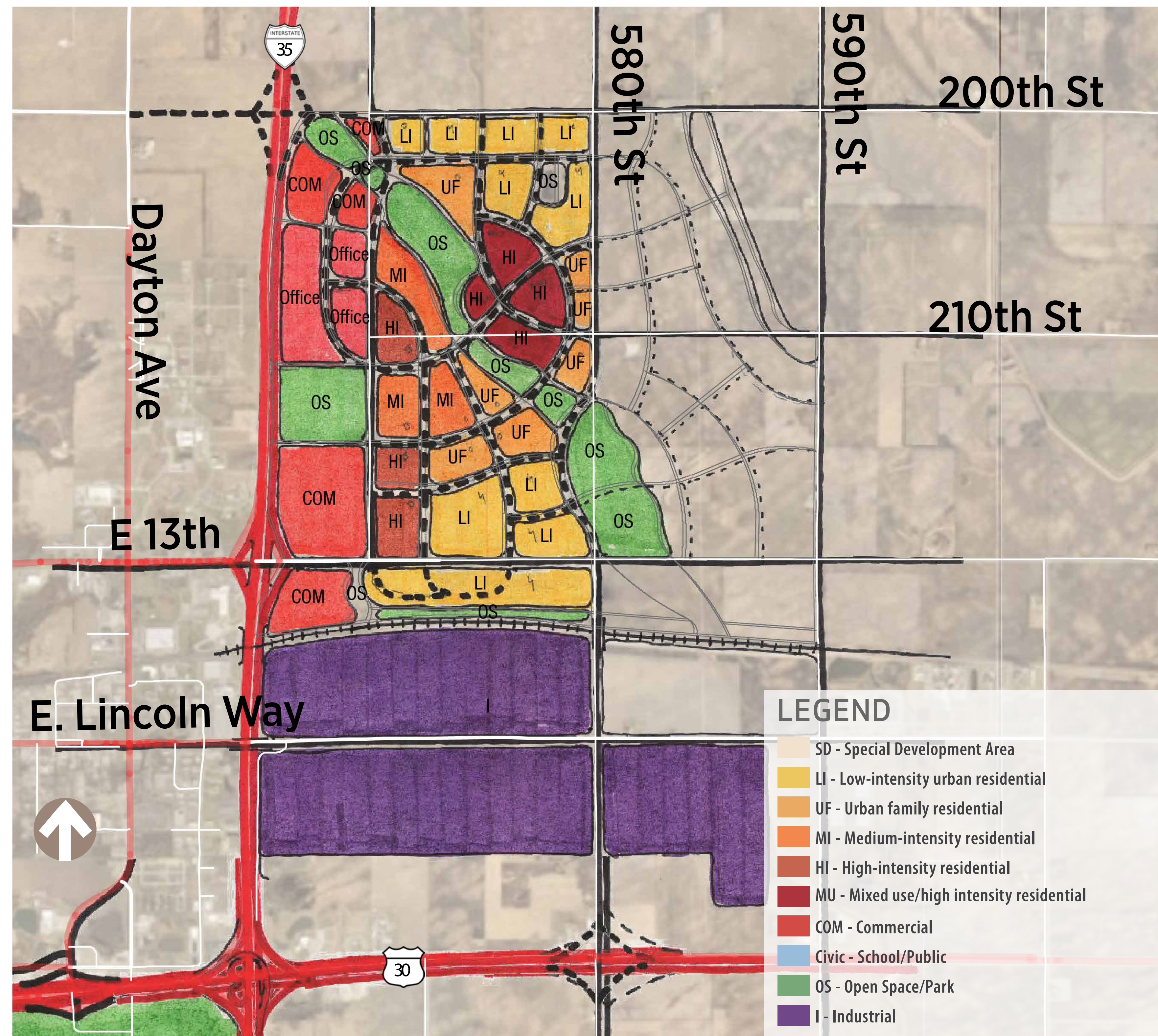
Land Use	Gross Density	Est. Net Density	Population/ Households	Total Acres	Est. Dwelling Units	Est. Population
Low Intensity	3.5 DU/Acre	5 DU/Acre	3	521	1,823	5,470
Urban Family Residential	6 DU/Acre	8.5 DU/Acre	2.5	310	1,860	4,650
Medium Intensity	8 DU/Acre	11.4 DU/Acre	2.2	182	1,456	3,203
High Intensity	10 DU/Acre	14.3 DU/Acre	2.0	62	620	1,240
High Intensity/Mixed Use	12–16 DU/Acre	17–22 DU/Acre	2.0	113	1,356	2,712
Gross Residential:	5.06 DU/Acre			1,188	7,115	17,275



BENEFITS AND CHALLENGES

- + Potential for high density, high amenity urban village
- Appears self-contained, but has a solid adjacent neighborhood connection
- Major open space resources
- Location near the ISU Research Park, Airport, and commuter-friendly I-35 location (good regional access)
- Convenient to ISU, Downtown, and Duff Avenue corridor
- Easily available existing infrastructure for sewer
- S. Riverside Drive, west of this growth area, will probably require realignment as part of a planned Ames Municipal Airport runway R1 extension. This is not specifically related to development here.
- Proposed parkway parallel to South Duff Avenue would provide alternative route to Duff Avenue.
- Although there has been some development in the area, unproven market location in recent years.
- Concept is based on relatively high density and compact development forms.
- Would require interchange at I-35/260th Street to minimize additional impact on stressed Duff Avenue, however would also be beneficial to ISURP access

Land Use	Gross Density	Est. Net Density	Population/ Households	Total Acres	Est. Dwelling Units	Est. Population
Low Intensity	3.5 DU/Acre	5 DU/Acre	3	242	847	2,541
Urban Family Residential	6 DU/Acre	8.5 DU/Acre	2.5	393	2,358	5,895
Medium Intensity	8 DU/Acre	11.4 DU/Acre	2.2	135	1,080	2,376
High Intensity	10 DU/Acre	14.3 DU/Acre	2.0	500	500	1,000
High Intensity/Mixed Use	12–16 DU/Acre	17–22 DU/Acre	2.0	180	2,160	4,320
Gross Residential:	5.06 DU/Acre			1,000		16,132



BENEFITS AND CHALLENGES

- + New large expansion opportunity, building on future job center and major commercial development.
- + Ideal commuter location with great I-35 access/regional access
- + Eastside location provides relatively quick access to center of Ames
- + Avoids impacts to internal city traffic system
- + Provides room for future growth with minor impact on existing neighborhoods
- Requires new interchange at 200th/E. Riverside Road for I-35 access to work to full advantage
- Commercial land uses in NE and SE quadrants of the I-35 interchange at 13th Street will need local streets to provide internal site access.
- Requires new urban infrastructure and review of public safety resources. Will involve major front-end public investment.
- Requires development of a full local street circulation system.
- Seen as relatively separated from the rest of Ames. . . Initial market reception might be challenging
- Major Sewer Infrastructure needed to serve area

Land Use	Gross Density	Est. Net Density	Population/ Households	Total Acres	Est. Dwelling Units	Est. Population
Low Density	3.5 DU/Acre	5 DU/Acre	3	456	1,596	4,788
Urban Family	6 DU/Acre	8.5 DU/Acre	2.5	124	744	1,860
Medium Density	8 DU/Acre	11.4 DU/Acre	2.2	149	1,192	2,622
High Density	10 DU/Acre	14.3 DU/Acre	2.0	122	1,220	2,440
High Density/Mixed Use	12–16 DU/Acre	17–22 DU/Acre	2.0	129	1,684	3,368
Gross Residential:	5.06 DU/Acre			980	6,436	15,078