

Staff Report

Future Land Use Designations and Map

April 28, 2020

BACKGROUND:

City Council held a workshop on April 21, 2020 to discuss draft land use designations and mapping of the land use designations for the city. The original staff report and attachment are attached to this document. It was noted during the workshop that RDG and staff are continuing to refine the land use designation names and cleaning up mapping errors. However, staff has not yet finalized this work.

RDG and staff are seeking direction from the City Council regarding the following two options related to the draft land use designations and mapping.

Option 1- Accept Draft Designations As Presented On April 21, 2020

If City Council is comfortable with the categorization of land use designations as described on April 21, 2020 including residential, commercial, employment, and various redevelopment and overlay designations; the Council can direct RDG to move forward with refining the naming and city-wide mapping of designations.

In addition, approve the following adjustments based upon input received during the workshop discussion:

- 1) **Correct erroneous mapping of designations,**
- 2) **Continue developing commercial descriptions,**
- 3) **Adjust the Core/Redirection designation for area between 6th and 7th Street/ Grand to Clark,**
- 4) **Include commercial land in relation to the Cherry Street extension, and**
- 5) **Review the Residential Neighborhood 1 (Traditional) neighborhood designation for additional neighborhoods south and west of campus.**

Option 2- Provide Feedback and Direct Changes to Designations or Mapping

City Council can provide specific feedback to change the designations and/or mapping of specific areas that were provided during the workshop discussion. With this option, staff will make the requested changes and, if they are major changes, return for verification of the edits at the next regular City Council meeting.

Land Use Categories: **Neighborhoods**

Category	Characteristics	Policies
RESIDENTIAL NEIGHBORHOODS 1 (Traditional Areas)	<ul style="list-style-type: none"> • Typically early 20th Century development • Largely but not exclusively residential. • Mixed housing densities and configurations, including SF detached & attached, individual multifamily buildings. • Generally small site, fine-scale • Connected traditional grid, street/sidewalk continuity. Sometimes with alleys • Transit access in some dense areas 	<ul style="list-style-type: none"> • Residential neighborhood conservation is primary goal • Permitted density < 8-10 du/A • Maintenance of SF character on residential blocks • Selected infill, including attached units and small townhome developments • Small-scale office and commercial uses with limited traffic generation that preserve residential scale. • Infrastructure rehabilitation where necessary • Support for owner-occupied housing stock options • Maintain transit support in denser areas, plan for alternative modes of transportation and access • Use design and character priorities in place of density for planned developments/small infill options
RESIDENTIAL NEIGHBORHOODS 2 (Established Areas)	<ul style="list-style-type: none"> • Typically mid to late-20th century through 21st century development • Largely but not exclusively single-family, with some attached and small-scale multi-family • Relatively large single-use blocks • Common pattern of automobile-oriented design with front-loaded garages. • Variety of lot sizes, many smaller home sizes • Larger scale grid and curvilinear streets, cul-de-sacs and loops • In some cases, internal pathways and cluster development • Limited or no transit access 	<ul style="list-style-type: none"> • Maintenance of SF character on residential blocks • Recognize much of the housing stock as affordable ownership options • Density typically less than 5 du/A • Selected infill, including attached units and small townhome developments adjacent to existing attached units and adjacent to public uses. Design and character priorities for planned developments/infill options • Neighborhood identification and strategic enhancements • Small-scale office and commercial uses with limited traffic generation as a special use on thoroughfares/boulevards and mixed use avenues • Infrastructure rehabilitation where necessary • Recognize street hierarchy when considering changes in land use and transportation, including alternative modes • Support transit service extensions in select areas

Land Use Categories: **Neighborhoods**

Category	Characteristics	Policies
RESIDENTIAL NEIGHBORHOODS-3 (Expansion areas, Northridge Heights, Ringgenberg)	<ul style="list-style-type: none"> • Contemporary but diverse development options in planned expansion areas of the City, known as FS zoned areas • Primarily residential and largely single-family at low and medium densities • Conventional suburban lot sizes are common • Access to green space and internal paths is common • Curvilinear street networks, minimizing cul-de-sacs, but somewhat limited connectivity at times • Common pattern of automobile-oriented design with front-loaded garages. • Includes small commercial nodes • Limited or no transit access • Commonly incorporate open space and trails 	<ul style="list-style-type: none"> • Support for wide range of housing types and price points, need to incorporate attainably priced owner occupied housing • Planned development concepts based on Core nodes with higher intensity and corridors through developing areas • Use design standards to address design flexibility for smaller lots, multi-family, architectural character, environmental factors, and open space • Higher residential densities encouraged on multimodal streets and potential transit routes, including Core areas with mixed use • Support for diverse housing types in planned development areas, including attached SF, accessory units, detached SF • Minimum gross density of 5 du/A for new development in single-family areas (target net density minimum of 3.75 du/A) • Development densities in Core areas may exceed 20 units per acre to create diverse opportunities and transit serviceable areas. • Use planned housing mix to achieve diversity, not just density. Allow for planned Villages with commercial in some areas. • Low-impact office/commercial development as part of original plats • Street, sidewalk, and trail connectivity • Provision for neighborhood parks and trail connections • Plan to accommodate transit extensions into developing areas by design and density levels



Land Use Categories: **Neighborhoods**

Category	Characteristics	Policies
MULTI-FAMILY NEIGHBORHOODS	<ul style="list-style-type: none">• Large groupings or concentrations of attached, townhomes, low-story multifamily• May include some commercial or community services• Single-family is atypical and not desired• Often but not always in unified developments• Parking and circulation are sometimes internalized• New developments may include private amenity space for residents	<ul style="list-style-type: none">• Higher residential densities encouraged on multimodal streets and potential transit routes• Typical gross density > 16-20 du/A, some areas are medium density of approximately 10-15 du/A• Low-impact office/commercial development integrated into original project design• High priority for transit accessible development• Building design and housing types should serve a diverse market and not be designed as student housing• Consider reduced parking rates in walkable and transit accessible areas• Some older areas may redevelop housing stock from lower density multifamily to higher density housing. Ensure capacity exists to serve higher density infill and fits surrounding character and scale• Some areas may be designated for redevelopment with a goal of increasing density compared to current conditions• Consider measuring intensity by bedroom configurations compared to dwelling units due to larger apartment sizes



Land Use Categories: **Neighborhoods**

Category	Characteristics	Policies
VILLAGE NEIGHBORHOODS (Principally Expansion area or potentially a sub area plan)	<ul style="list-style-type: none"> • Based on master development plan • Strongly connected mixed uses as a “place” or district • High street and path connectivity, highly walkable design where vehicles are secondary • Individual development areas may have separate dominant uses but relate to each other • Interior planned “village center” • Common open space and community streets as elements of urban structure • Thematic street character 	<ul style="list-style-type: none"> • Flexible infrastructure standards suited to village concept • Recognition of multiple ways to accomplish village design with an emphasis on walkability, functional public space, appropriate street design, and green infrastructure; provide flexibility in how these goals are accomplished • Similar design approach to a PUD to ensure details for mixed use and design are successful, allowing for greater density and commercial uses more than other options • Overall minimum gross density > 5 du/A; some Centers may have much higher density • Encourage a mix of housing types and urban character rather than spacing of suburban home lots • Avoid dictating specific architectural style; however some styles (e.g. craftsman) have features more consistent with intended character than others (e.g. colonial) • Plan for future transit service and alternative modes of transportation
UNIVERSITY NEIGHBORHOODS (Potential Overlay)	<ul style="list-style-type: none"> • Strong of influence of ISU campus • Largely multi-family, high-density, plus other campus related residential • Concentrations of off-campus student housing in SF dwellings • Land use controversy at interface with surrounding neighborhoods or single-family enclaves • Street grid with some interruptions • High density of CyRide service • Include some secondary commercial, sometimes at street level 	<ul style="list-style-type: none"> • Unique housing influences based upon percentage of student occupied housing and higher rates of transient housing • Support policies of upkeep and reinvestment to maintain a balance of housing types within individual neighborhoods. • Infill and redevelopment is generally not expected in these area in order to maintain a balance of housing types and manage pressure for conversion of neighborhoods. • Other planning goals along Lincoln Way or near centers may influence redevelopment policies and options seperately



Land Use Categories: Centers

Category	Characteristics	Policies/Examples
<p>COMMUNITY COMMERCIAL/RETAIL <i>Examples: North Grand Mall, 13th and I-35 commercial, South Duff from 3rd to 5th</i></p>	<ul style="list-style-type: none">• Major commercial destinations• Includes both Mall and large-format free-standing commercial• Usually auto-oriented with large parking lots, often sized to peak parking needs• Typically separated from street by parking• Arterial or interstate visibility and access• In built-up areas, proposed retrofits for better alternative transportation access, new uses	<ul style="list-style-type: none">• Re-evaluate parking needs in light of potential alternative transportation modes and actual parking demands• Redesign large parking areas for better user orientation and pedestrian/bicycle access, reduce influence of parking• Improve street orientation and connection of building entrances to the public domain• Implement access management along corridors, reduce the number of curb cuts, and encourage interconnectivity of parking areas and shared access points• Consider incorporating multi-family residential or other complementary uses and development types on selected sites and corridors when furthering establishment of a neighborhood• Provide secondary circulation where possible to separate local and through traffic streams• Improve the physical appearance and safety and functionality of transportation alternatives, including transit



Land Use Categories: Centers

Category	Characteristics	Policies/Examples
NEIGHBORHOOD CORE/NEIGHBORHOOD CORE MIXED USE <i>Examples: Lincoln Way from Franklin to Beedle, Somerset town center</i>	<ul style="list-style-type: none">• Serves local consumer needs for a district of the city or group of neighborhoods• Smaller scale development may include convenience commercial, personal services, specialty or small-retail, grocery, small multitenant building, child care, local services and office uses,• Many older sites nonconforming to modern design standards• New development to enhance pedestrian/bicycle access, deemphasize parking• Usually at arterial or arterial/collector intersections• In planned village developments, locations may be internal, established as a central element of a surrounding neighborhood environment• Includes or adjacent to multifamily for service convenience.• Mixed use areas may include a residential component• Transit access is common	<ul style="list-style-type: none">• Encourage walkability and planned relationships and linkages among separate buildings• Provide a strong relationship and orientation to surrounding public streets• Explore innovative site design, especially when adjacent to residential areas, including 360 degree design and pedestrian/bicycle connectivity to surrounding neighborhoods• Incorporate residential uses at low to medium densities with household living above commercial into planned developments or in mixed use core areas• Develop a high quality, human scale streetscape as part of development design; incorporate small and effective public spaces• Accommodate existing or future transit accommodations• Support incremental upgrades to nonconforming properties• Maintain a mix of uses for everyday needs, not a concentration of employment or specialty medical type uses in core areas.



Land Use Categories: Centers

Category	Characteristics	Policies/Examples
<p>CORE DISTRICTS <i>Examples: Downtown Ames, Campustown</i></p>	<ul style="list-style-type: none">• Principal mixed use central districts and image centers for Ames: Downtown and Campustown• Variety of uses, with a focus on street-oriented “main street” retail, food and beverage establishments, civic and public facilities, offices, services, medium and high-density residential, and innovation/maker space• Include significant public space, capable of accommodating a range of activities, from individual passive use to public events• Pedestrian orientation, with important sidewalk environments• Parking provided on-street or in public lots or structures, rather than by individual businesses• Major transit centers	<ul style="list-style-type: none">• Continued investment and updating of the public environment as community destinations• Recognize areas as employment and activity areas, including support for nightlife• Improvement of routes and facilities for alternative transportation, including bicycle infrastructure and parking; comfortable and direct connections to the city shared use path system• Support for continued urban commercial and mixed use development• Marketing and management programs for maintenance, event programming, and district promotion• Updating of specific district development plans and design guidelines• Evaluation of street sections to retain customer convenience but emphasis use by pedestrians, bicyclists, and users of micro-mobility modes• Allow for high intensity infill development options that meet street level design objectives• Support Historic District design character for Downtown.



Land Use Categories: **Special Development**

Category	Characteristics	Examples
URBAN CORRIDOR <i>Examples: Lincoln Way, Potentially South Duff, 13th, 16th</i>	<ul style="list-style-type: none">• Major strategic arterial corridors• May connect regional, community, and neighborhood mixed use nodes• Auto-dominated now, require greatly improved connectivity for other modes• Potential for denser redevelopment with more efficient site design, use of unnecessary parking, infilling of left-over sites• Potential for increased residential presence,• Repurpose of aging and out dated buildings• Different community roles and commercial mixes• Often are identifiable images of the community, for better or worse• May require specific development plans and zoning overlays to address unique needs, such as the Lincoln Way Corridor Plan• May be important transit corridors, but only with adequate supporting residential density	<ul style="list-style-type: none">• Provide greater connectivity and accommodation for active transportation modes• Re-evaluate parking needs in light of potential alternative transportation nodes and actual parking demands• Manage street access and increase parking efficiency by consolidating access points, interconnecting parking lots, and sharing common access points• Incorporate medium- and high-density residential use on underused sites, unnecessary parking areas, and gaps along the corridor of Lincoln Way• Follow principles of Lincoln Way Corridor Plan, not all areas for high density development, contextual infill desired• Improve direct pedestrian connections from public sidewalks to business entrances• Improve the quality and character of the public street environment, consider beautification efforts as identity of City• Organize corridors increasingly as “districts” with common theming, promotion, and maintenance• Provide functional small public places at key locations and nodes• Improve customer accommodation for transit



Land Use Categories: **Special Development**

Category	Characteristics	Examples
<p>REDIRECTION AREAS <i>Examples: East Lincoln Way, Duff to Sondrol; 6th and Grand “triangle,” West Lincoln Way sites</i></p>	<ul style="list-style-type: none">• Opportunities for major redevelopment• May include a variety of current uses, including low-density or scattered residential, small industrial uses, transitional or interim commercial uses, storage, and other marginal activities• In many cases, location near major activity centers or community features produce a market demand for upgraded land use• Currently low-density/low yield areas	<ul style="list-style-type: none">• Develop and implement concept plans to guide future development and decision-making• Support private land assembly and redevelopment activity• Ensure public facilities support desired redevelopment intensity• Incorporate important existing community assets in redirection proposals, including existing strong businesses and important structures• When applicable, make surplus public properties available to redevelopers• Residential redevelopment should encourage housing variety, income diversity, and other public policy goals• Commit to redevelopment plans when considered as part of cohesive plan for an area



Land Use Categories: **Employment**

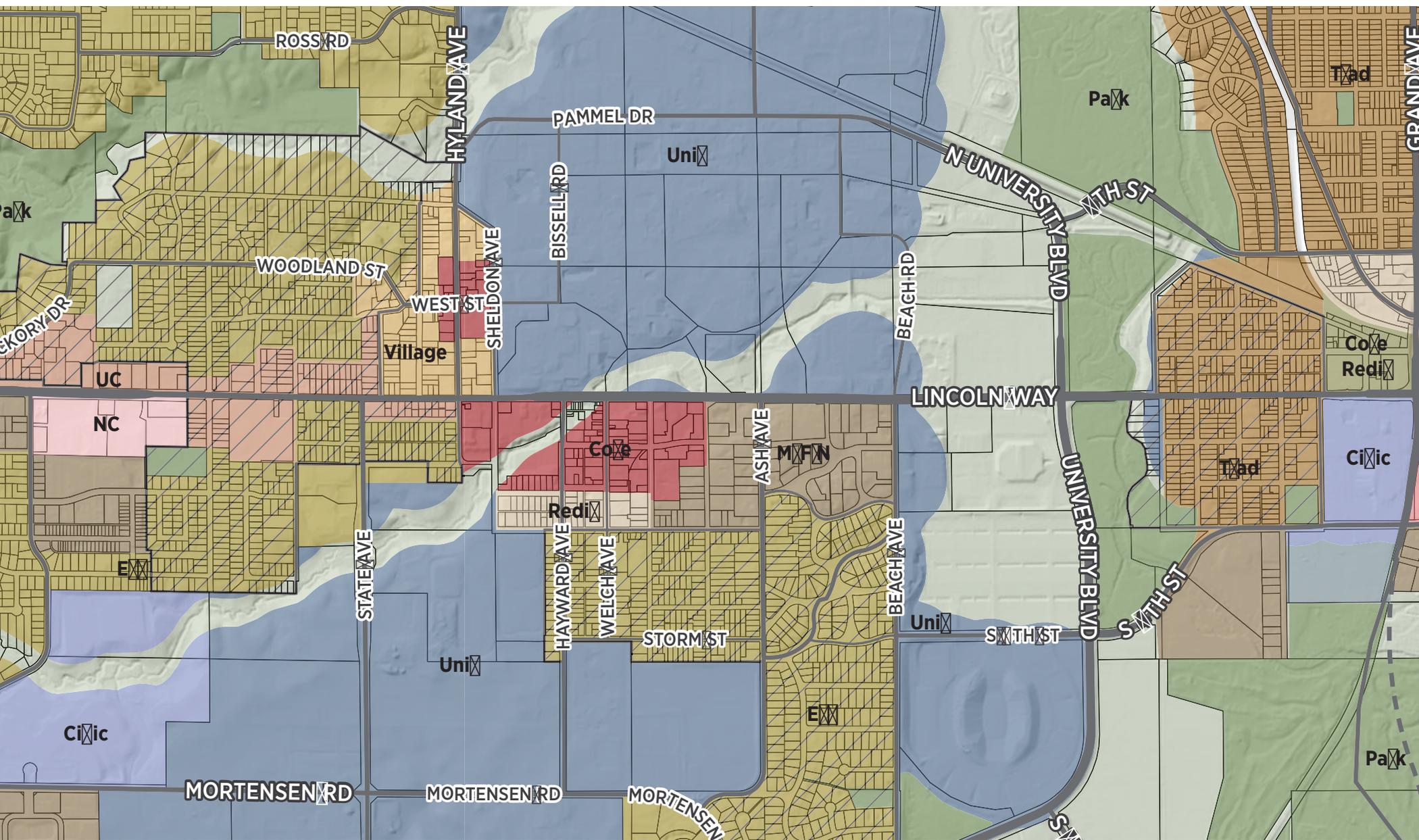
Category	Characteristics	Policies/Examples
<p>GENERAL COMMERCIAL (mix of commercial and light industrial, service uses) <i>Examples: East Lincoln Way</i></p>	<ul style="list-style-type: none">• Wide variety of commercial uses, including non-retail commercial such as trade services and automotive sales and services• May also include more consumer-oriented uses and services• Also includes light and small-scale industrial• Sites may include substantial outdoor storage and activity• Utilitarian site use, generally minimum landscaping• Generally small to medium sites differentiated from larger industrial operations	<ul style="list-style-type: none">• Improve street appearance to the degree feasible, with strategic landscaping, definition of parking areas and driveway access, upgraded building facades or features• Apply commercial design standards for compatibility and transitioning rather than industrial standards• Screen outdoor storage or minimize exposure from public right-of-way• Provide screening and landscaped buffering against any adjacent residential uses.• Where possible, manage street access with shared driveways and parking/service area interconnections



Land Use Categories: **Employment**

Category	Characteristics	Policies/Examples
Employment (Industrial areas of City)	<ul style="list-style-type: none">• Mix of traditional manufacturing warehouse activities east side of the City and office and R&D uses in ISU Research Park and areas near South Bell.• Older areas single purpose larger lots, minimal business park style of development• High impact and heavy industrial uses• Very large blocks and street lengths are typical outside of office areas• Truck traffic and access to regional facilities is good	<ul style="list-style-type: none">• Apply aesthetic enhancements to sites along major corridors• Use economic development tools and standard to support resource and environmentally conscious uses, minimize water and sewer capacity demand• Screen outdoor storage or minimize exposure from public right-of-way• Provide screening and landscaped buffering to address building scale and typical utilitarian appearance• Plan for improved pedestrian connectivity and access for alternative modes of transportation• Plan for truck traffic on established routes to minimize disruption to other areas of the City.





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BISSELL RD

N UNIVERSITY BLVD

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LINCOLN WAY

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HAYWARD AVE

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