CITY OF Ames
LINCOLN CORRIDOR PLAN
January 2018
The Lincoln Way Corridor Plan represents the collective efforts of residents, elected and appointed officials, City staff, local institutions, property owners, developers and others who worked together to establish a vision for perhaps the community’s most important street. This document is built upon the participation of the Ames community in the planning process and the insights of policy makers and technical experts. The following individuals were instrumental in its development.

**CITY COUNCIL**
- John Haila, Mayor
- Ann Campbell, Former Mayor
- Gloria Betcher, Council Member
- Tim Gartin, Council Member
- David Martin, Council Member
- Chris Nelson, Council Member
- Bronwyn Beatty-Hansen, Council Member
- Amber Corrieri, Council Member
- Peter Orazem, Former Council Member
- Robert Bingham, Ex-Officio
- Sam Schulte, Former Ex-Officio

**PLANNING & ZONING COMMISSION**
- Carlton Basmaqian
- Rob Bowers
- Matthew Converse
- Debra Lee
- Anuprit Minhas
- Doug Ragaller
- Yvonne Wannemuehler

**CITY STAFF**
- Steve Schainker, City Manager
- Kelly Diekmann, Director of Planning and Housing
- Karen Marren, Planner
- Justin Clausen, Public Works Operations Manager

**CONSULTANT TEAM**
- Houseal Lavigne Associates
- Shive-Hattery
# TABLE OF CONTENTS

## CHAPTER 1
**INTRODUCTION**
- What Is The Lincoln Way Corridor Plan? ..................... 8
- Corridor Context ............................................. 8
- Corridor Planning Process ............................... 9
- Planning Influences ........................................ 10
- Past Plans & Studies ....................................... 10
- Community Outreach ...................................... 11
- Market & Demographic Analysis ........................ 11

## CHAPTER 2
**CORRIDOR-WIDE FRAMEWORK PLAN**
- A Vision For Lincoln Way ................................. 14
- District Framework ....................................... 15

## CHAPTER 3
**CORRIDOR PLAN RECOMMENDATIONS**
- West Gateway District .................................... 18
- West Side District ......................................... 20
- Subarea-Specific Improvements .......................... 21
- West Side Retail Focus Area .............................. 22
- Campustown District ..................................... 24
- Campustown Transition Focus Area .................... 26
- Oak-Riverside District ..................................... 28
- Oak-Riverside Focus Area .............................. 30
- Lincoln & Grand Focus Area ............................ 32
- City Center District ..................................... 34
- Downtown Gateway Focus Area ....................... 37
- Downtown Gateway Focus Area ....................... 38
- East Side Employment District ......................... 40
- Improvement Toolbox ................................... 42
- Typical Development Prototypes ....................... 48
INTRODUCTION

Lincoln Way is the backbone of Ames. It ties together the historic Downtown, Iowa State University, several neighborhoods, and areas where people work and shop. For visitors, it helps define the character and identity of the community. Its designation as a part of the Lincoln Highway Heritage Byway demonstrates the corridor’s regional and statewide importance. The community’s investment in the corridor is obvious – from new development along Lincoln Way to landscaped medians and wayfinding. The Lincoln Way Corridor Plan aims to build upon and sustain this momentum through the coordination of private development, municipal capital investment, and interagency collaboration, all in an effort to maintain Lincoln Way’s role as a street proudly pointed to as a defining element of Ames.
WHAT IS THE LINCOLN WAY CORRIDOR PLAN?

The Lincoln Way Corridor Plan presents a vision for a 6.6-mile stretch of Lincoln Way, which runs through the core of the City of Ames. With an emphasis on mobility and revitalization, the Plan provides guidance for future development and roadway design that support the many uses along the corridor. From a transportation perspective, the Plan reinforces the function of Lincoln Way as the City’s primary east-west thoroughfare, and aims to increase safety and mobility for pedestrians and cyclists. In terms of development, the Plan identifies strategic opportunities for mixed-use, commercial, and residential development and redevelopment, with a focus on improving the character of the corridor and providing greater living and retail options for residents.

CORRIDOR CONTEXT

The Lincoln Way Corridor Plan project area stretches from N 500th Avenue to Interstate 35, and includes all parcels fronting on Lincoln Way as well as, in some instances, several blocks to the north or south of Lincoln Way. The corridor runs through or near several prominent places in Ames, including the East Industrial Areas, Duff Road commercial corridor, Downtown Ames, the Oak Riverside neighborhood, Iowa State University, and retail and housing areas to the west. Lincoln Way intersects many of the City’s primary streets, including Dayton Avenue, Duff Avenue, Grand Avenue, University Avenue, Welch Avenue, and Dakota Avenue. The corridor serves pedestrians, cyclists, up to 10,000-20,000 vehicles per day, and several CyRide bus transit routes.
The Lincoln Way Corridor Plan is the result of a multi-faceted planning process built upon close coordination with key stakeholders and engagement with the Ames community. Public input, review, and approval played an integral role in the 9-step process:

1. PROJECT INTRASION
   Kick-off with City staff & appointed officials to establish broad project objectives, a project schedule, and strategies for public engagement.

2. COMMUNITY OUTREACH
   Multi-faceted outreach component that included two community workshops, one business workshop, two workshops to address more specific focus area concepts, a project website with survey & mapping tools to allow Ames citizens to participate from home.

3. MARKET & ECONOMIC ASSESSMENT
   Analyses and analyses of real market influences and demographic trends that impact future growth and development along the corridor.

4. EXISTING CONDITIONS ANALYSIS
   Creation of an overall framework for Lincoln Way that identifies general objectives related to land use, mobility, and community character.

5. CORRIDOR FRAMEWORK PLAN
   Preparations of corridor-wide planning concepts for the segments of the Lincoln Way corridor that demonstrate specific desired land uses, site planning principles, and urban design features.

6. CORRIDOR WIDE PLANS
   Illustration of redevelopment concepts for five segments of the Lincoln Way corridor that demonstrate specific desired land uses, site planning principles, and urban design features.

7. DETAILED FOCUS AREA PLANS
   Illustration of redevelopment concepts for five segments of the Lincoln Way corridor that demonstrate specific desired land uses, site planning principles, and urban design features.

8. DEVELOPMENT PROTOTYPES
   Illustration of two development concepts that demonstrate specific architectural and site design characteristics to establish expectations for developers and elected and appointed officials.

9. LINCOLN WAY CORRIDOR PLAN ADOPTION
   Review of the draft Lincoln Way Corridor Plan by City staff, key stakeholders, the Ames community, and elected and appointed officials, as well as formal adoption of the Plan.
Several influences provide context for the development of recommendations for the Lincoln Way corridor. These influences were documented for the development of the Lincoln Way Corridor Plan. The influences can be categorized as follows:

- Past plans and studies that articulate municipal policies related to development, transportation, and community character. To the extent that recommendations can be applied locally along Lincoln Way, they have been brought forward through more detailed concepts in this Corridor Plan;
- Community outreach conducted as part of the corridor planning process that allowed Ames citizens to identify issues and establish a vision for the Lincoln Way corridor; and
- Market and demographic analysis that established realistic expectations regarding the types of development that might be captured along Lincoln Way.

PAST PLANS & STUDIES

LAND USE POLICY PLAN

The Land Use Policy Plan focuses primarily on the nature of future development throughout Ames. It also includes recommendations on mobility, the environment, parks, recreation, open space and implementation. The Land Use Policy Plan notes several challenges related to housing maintenance, the conversion of structures for student housing, and the scale and character of multi-family housing as important issues along Lincoln Way. It also notes that portions of Lincoln Way are near capacity during peak hours for traffic flow, and that floodplains and greenways should be preserved at certain points along the corridor.

AMES MOBILITY 2040 LONG RANGE TRANSPORTATION PLAN

The Ames Area Metropolitan Planning Organization (AAMPO) Long Range Transportation Plan (LRTP), commonly called Ames Mobility 2040, provides an assessment of transportation in the Ames community and a vision to guide transportation planning through 2040. Recommended improvements include roadway projects, bicycle and pedestrian on-street projects, bicycle and pedestrian off-street projects, and transit plan projects. Major relevant recommendations include the extension of Grand Avenue south past Lincoln Way (which could alleviate traffic on portions of Lincoln Way between Grand and Duff), and the development of a bike trail paralleling Lincoln Way through neighborhoods and commercial areas west of Campus Town.

AMES AREA MPO 2015-2019 PASSENGER TRANSPORTATION PLAN

The Passenger Transportation Plan highlights current passenger travel behaviors as well as the additional transportation services needed to meet emerging demand. The plan inventories and assesses taxi services, charter, school, and public buses, airport shuttles, and volunteer transportation programs. The Plan identifies maintenance/insurance, affordability, fleet needs, new route services and/or frequency, and regional coverage as important needs. Finally, the plan identifies funding through federal transit assistance programs, state programs, federal flexible funds available to transit, and local funding.

LINCOLN WAY MEDIAN STUDY

The Lincoln Way Median Study explores design solutions to improve the character of the roadway along portions of Lincoln Way. Plan recommendations include the replacement and rebuilding of the medians with new materials, removal of existing trees, the addition of barrier fences, and the integration of sculptures, banner posts, and new planting design. The plan also includes various concept alternatives for the incorporation of pedestrian crossings.

LINCOLN WAY ROAD DIET ANALYSIS

This road diet analysis, conducted internally by the City of Ames, assesses projected traffic flows along Lincoln Way against alternative roadway cross-sections to determine the feasibility of reconfiguring the street to fewer traffic lanes. The study determined that this reconfiguration, known as a “road diet,” might be viable, pending additional traffic engineering and signalization or intersection improvements. The Lincoln Way Corridor Plan explores the potential offered through a road diet, and also identifies several recommendations that could be implemented whether or not a road diet is completed.

LINCOLN WAY ROAD DIET ANALYSIS

The City of Ames zoning ordinance is relatively complex given the size of the community. This is largely attributable to key development areas, such as Downtown Ames and Iowa State University, that create unique dynamics related to development intensity, housing needs, parking management, and architectural design. The Lincoln Way corridor includes four residential districts, three commercial districts, two industrial districts, two special purpose districts, and seven overlay districts.

AMES MUNICIPAL DEVELOPMENT REGULATIONS

The Ames Area MPO approved this document on July 2016. Please call (515) 239-8100 to obtain permission to use.
COMMUNITY OUTREACH

Community outreach and engagement is a critical component in the planning process. During the duration of the planning effort, residents, business owners, and key stakeholders were engaged through a number of techniques, including face-to-face meetings, one-on-one interviews, and a project website that included web-based outreach resources.

In all, the process resulted in more than 700 instances of engagement, including the following:

- Community Workshop (35 attendees)
- Business Workshop (45 attendees)
- Neighborhood Workshop (40 attendees)
- Stakeholder interviews (9 participants)
- On-line questionnaires (468 residents and 30 business owners)
- Web-based mapping application (8 participants)
- Focus Area Visioning Workshop (49 participants)
- Focus Area Concept Review Presentations (26 participants)

While specific issues and priorities varied depending on the participants at a given meeting, there were several themes that were consistent among most who participated in the process, including:

- A complete bike and pedestrian network along the length of Lincoln Way;
- Safer pedestrian crossings, especially through Campustown;
- Preservation of the residential character through the Oak-Riverside neighborhood;
- Clearer development regulations that provide predictability for property owners and neighbors;
- Improved aesthetics to convey a stronger image and identity for the community;
- Connections to surrounding neighborhood and districts;
- Efficient traffic flow along Lincoln Way;
- More comfortable transit facilities for passengers;
- Appropriate housing that does not negatively impact corridor development and surrounding neighborhoods;
- Enhanced points of entry into Ames on Lincoln Way;
- Management of parking for commercial and housing development;
- Celebration of the historic identity of Lincoln Way;
- Providing housing and activities to keep young professionals in Ames, and empty-nesters rather than students;
- Management of parking for commercial and housing development;
- Celebration of the historic identity of Lincoln Way;
- Providing housing and activities to keep young professionals in Ames, and
- Limitations on student housing where appropriate.

MARKET & DEMOGRAPHIC ANALYSIS

A market and demographic analysis was conducted as part of the planning process in order to establish realistic expectations for residential and commercial development along Lincoln Way. The following findings highlight relevant factors that guide plan recommendations and development concepts.

HOUSING

Iowa State University projects student enrollment to increase from 35,000 to 38,000 in 2020. (This represents a 10,000-student increase from 2010.)

There is expected to be a continuing increase in residents between the ages of 20 and 34, as well as those over the age of 60. Residents in these age cohorts will drive the demand for housing in different formats, including small-lot single-family homes, townhouses, and apartments or condominiums designed for young professionals or small families.

Future housing could be either rental- or owner-occupied. However, at least a significant portion of new units should be oriented toward professionals, families, and empty-nesters rather than students.

COMMERCIAL

Each day, the City’s daytime population increases by approximately 18,300 people (about 12,600 workers and 5,700 students). This influx supports restaurants, retail and commercial services beyond what the resident population of Ames can support.

The western portion of the Lincoln Way corridor has the potential to capture additional restaurant and retail square footage based on the current population within a five-minute drive.

The eastern portion of the Lincoln Way corridor is saturated in terms of restaurants and retail within a five-minute drive largely due to the big-box and franchise tenants on South Duff Avenue. However, the replacement of small, obsolete commercial spaces on Lincoln Way represents an opportunity for ongoing investment that could meet a more specific demand for local businesses that provide a unique dining or retail experience.

Commercial lots depths vary greatly throughout the corridor. Near Downtown Ames, lots fronting on Lincoln Way are as shallow as 100’, limiting the opportunity for lot-by-lot redevelopment. West of ISU, lots are deeper and allow for small and medium size individual projects that can accommodate contemporary commercial spaces, parking, and landscaping.
The corridor-wide framework plan presented in this section establishes overarching principles for the Lincoln Way corridor. It recognizes the unique and important role of the corridor, as well as the many "places" that exist along the corridor. As improvements or investments are considered in the future, they should be assessed based on their ability to advance these overarching principles.
A VISION FOR LINCOLN WAY

The Lincoln Way corridor serves many roles for many types of people – residents, business owners, students, and visitors. The vision for Lincoln Way balances the corridor's prominent community-wide role with the need to accommodate varying demands for housing, commerce, services, and mobility.

ONE PLACE & MANY PLACES

Everyone in Ames knows where Lincoln Way is. It is the common link between almost all parts of Ames. However, it is also varied along its 6.6-mile length in terms of use, character, and vision. Improvements to the corridor and redevelopment along it should balance a local vision for a given area and the overall vision for a corridor that helps to tie the Ames community together.

COMMUNITY-WIDE MULTI-MODAL CORRIDOR

Lincoln Way is more than a busy street. It is a conduit that links professionals, senior citizens, students, and youth to jobs, education, recreation, and local goods and services. The corridor must serve all users – pedestrians, bicyclists, transit riders, and motorists alike. Whether the infrastructure to do so is on, adjacent to, or running nearby in parallel, Lincoln Way should provide the opportunity for multi-modal travel across the entire Ames community.

THE BACKBONE OF AMES

Lincoln Way is the primary street through Ames, tying together many of the community's destinations. Downtown Ames, Iowa State University, and local industry are all located in close proximity to the corridor. Residents and visitors will often use Lincoln Way to get to other places in town, such as the Ames Municipal Airport, emerging office complexes, and the Somerset and North Grand Mall commercial nodes. Improvements to Lincoln Way should balance the needs of corridor residents and businesses with those of all Ames citizens who use the corridor as a means of accessing other important areas of the community.

A DIVERSE MARKETPLACE

Businesses and employers in Ames serve long-time residents, professionals, short-term student citizens, and visitors taking advantage of its world-class education and culture. Lincoln Way is part of a larger mosaic of commercial areas in Ames. Downtown Ames evokes a character and mix of uses unique to its history. Duff Avenue is positioned to accommodate regional retail due to large lot sizes and direct highway access. Lincoln Way businesses must recognize not only their unique role in the Ames marketplace, but also the fact that a site's specific role changes depending on its location along the corridor. Access to certain users, site constraints, and the long-term vision for the character of the corridor should all be considered as investment occurs.
Lincoln Way is a 6.6-mile corridor that is made up of distinct “places” defined by local land use, character, and priority in terms of types of mobility. This section establishes a series of districts that reflect these distinctions and are used in subsequent sections to present plan recommendations. Some recommendations aim to “stitch together” these districts to create a cohesive character across the entire Ames community, while others address specific local opportunities or challenges shaped by the context and conditions within a given district. The districts and their key characteristics are as follows.

**WEST GATEWAY DISTRICT**
- Mixed residential densities that expand home ownership choice
- Local commercial uses at key intersections
- Larger planned development possibilities due to available sites
- Bike path infill to create a continuous network
- Enhanced pedestrian crossings
- Attractive greenway and screening where uses back up to Lincoln Way
- Community gateway announcing entry into Ames

**WEST SIDE DISTRICT**
- Mix of neighborhood commercial uses, corridor commercial uses, mixed-use, and mixed residential densities
- Awkward block sizes accommodate unique housing formats
- Reduction in the number of parking access points
- New bike trail paralleling Lincoln Way south of shopping center
- Commercial corridor streetscape improvements in wide parkways
- Screening of large parking areas

**CAMPUSTOWN DISTRICT**
- University facilities and educational buildings
- Student housing (dorms, fraternities/sororities, etc.)
- Citizen-oriented institutions (i.e., churches) and commercial/mixed-use
- Emphasis on pedestrian and bicycle mobility
- Balance of non-motorized access and vehicular parking
- Build upon investment in medians and streetscaping
- Transition in scale and intensity to the west

**OAK-RIVERSIDE DISTRICT**
- Transition from single-family residential to more intensive townhouse development
- Appropriate land use buffers against neighborhoods to the north and south
- Replating/redevelopment of excessively small residential lots
- Maximize the use of existing and future alleys to alleviate access to Lincoln Way
- Road diet along Lincoln Way to allow for bike path
- Internal block circulators to alleviate access points from Lincoln Way
- *Character* corridors to connect Lincoln Way to Downtown Ames
- Intersections and building design that give hint of nearby Downtown
- Decorative residential streetscape treatments

**CITY CENTER DISTRICT**
- Transition to traditional commercial or mixed-use
- Retail/restaurant on primary frontages, with office or service mid-block and off of Lincoln Way
- Strategic land assembly to allow for larger project sites
- Road diet along Lincoln Way to allow for bike path
- Internal block circulators to alleviate access points from Lincoln Way
- Enhanced pedestrian crossings along Lincoln Way
- Decorative residential streetscape
- Attractive townhouse design that reinforces residential character
- Enhanced landscaping in right-of-way to screen industrial development

**EAST SIDE EMPLOYMENT DISTRICT**
- Primarily light industrial or industrial office
- Low priority in terms of character and design
- Set the stage for eastern multi-modal access across I-35
- *Clean up* access along Lincoln Way for industrial users
- Connecting the existing bike path segments is a priority over a comprehensive pedestrian network
- Community gateway from the east
- Enhanced landscaping in right-of-way to screen industrial development
This section of the Lincoln Way Corridor Plan provides recommendations at the local level – based on the “districts” defined in the Corridor-wide Framework Plan. Each district includes a local improvement plan with recommendations that are specific to that district, and a series of “toolbox” improvements - or improvements applicable cross the length of the corridor described in more detail after the district improvement plans.
The West Gateway District is the point of entry from Boone and other communities to the west along US 30. The vision for this district includes a gateway element that announces entry into Ames, attractive landscaping that screens utilities and minimizes impacts on nearby neighborhoods, and the development of vacant land along the corridor. The following recommendations aim to enhance the character of the district and complete a multi-modal network that will provide access to the remainder of the community.
The City of Ames should work with Story County to coordinate development in unincorporated areas that is consistent with the commercial and residential character in this plan.

**OPPORTUNITY SITES: LINCOLN WAY & THACKERAY AVENUE**

This opportunity site of approximately 28 acres could accommodate single-family housing that is similar in character with the new Sunset Ridge residential development to the west and north. Between 45 and 50 homes could be built on this site, depending on parcel size and layout. The subdivision of this property should account for buffers against properties to the east and completion of the bicycle sidepath along Lincoln Way. It should also integrate the water feature on the northern half of the site as an open space amenity for residents.

**UNINCORPORATED**

New local streets should be provided to allow access to the opportunity sites.

**COMMUNITY GATEWAY**

A community gateway should be installed west of Wilder Avenue in order to welcome residents and visitors to Ames. The space available for this gateway could accommodate a significant gateway element, though the relatively low traffic counts in this portion of the corridor (approximately 6,000 vehicles per day) does not warrant excessive investment.

**MULTI-USE PATH EXTENSION**

The existing multi-use paths within the West Gateway District are limited to the boundaries of the Sunset Ridge subdivision on the north side of Lincoln Way and between Thackeray Avenue and Dakota Avenue. The City should take advantage of available frontage on either side of Lincoln Way to extend the existing multi-use path.

**BIKE/PEDESTRIAN INTERSECTION IMPROVEMENTS**

Intersection improvements should be made to several locations to increase safety, access, and connectivity for bicyclists and pedestrians. Specifically, the feasibility of installing HAWK signals at the intersections of Lincoln Way at Wilder Avenue and Thackeray Avenue should be assessed to allow for safe north-south crossings. The Lincoln Way and Dakota Avenue intersection should maintain its high-visibility crosswalk markings and expand the width of the southern crossing and utilize signage to indicate that it is also a multi-use path crossing.
The West Side District is a major center for multi-family housing and commerce. It is also experiencing the significant redevelopment of vacant lots for mixed-use and multi-family buildings. This vision for this district includes additional redevelopment of underutilized properties in order to enhance local character and create a more vibrant west side of Ames. Throughout the district, commercial and mixed-use development should include attractive building materials, a high level of façade transparency, pedestrian access to public entrances, and residential forms when abutting the surrounding neighborhoods. There are unique community resources in this area, including a small performance venue at Colorado Avenue and the Ames Community Theater.
**INTRODUCTION**

**SUBAREA-SPECIFIC IMPROVEMENTS**

**WEST SIDE COMMERCIAL STREETSCAPE**

Decorative streetscape elements should be installed along Lincoln Way between Beedle Drive and Wilmoth Avenue. West of Franklin Avenue, a combination of remnant public right-of-way and building and parking lot setbacks provides the opportunity to work with property owners to install lighting, banners, and landscaping. East of Franklin Avenue there is less space, but decorative lighting and banners could still be accommodated.

**LAND USE TRANSITIONS**

The north side of Lincoln Way between Wilmoth Avenue and Colorado Avenue includes a number of single-family homes. Because these properties are under single ownership, there is potential to assemble them and redevelop the site with commercial or mixed-use structures. Building frontage could be maximized along Lincoln Way, while parking is provided to the north of the building and screened from adjacent residences. Small to medium scale development up to 3 stories would be appropriate.

**OPPORTUNITY SITE: WILMOTH AVE & LINCOLN WAY**

This site on the north side of Lincoln Way between Wilmoth Avenue and Colorado Avenue includes a number of single-family homes. Because these properties are under single ownership, there is potential to assemble them and redevelop the site with commercial or mixed-use structures. Building frontage could be maximized along Lincoln Way, while parking is provided to the north of the building and screened from adjacent residences. Small to medium scale development up to 3 stories would be appropriate.

**OPPORTUNITY SITE: HICKORY DR & FRONTAGE RD**

This opportunity site currently includes seven single-family or duplex structures. However, if assembled, the site could accommodate a planned multi-family development that would enhance density near the commercial area along Lincoln Way. Such development should integrate a high level of design character and buffers to the north to protect existing single-family neighborhoods.

**OPPORTUNITY SITE: BEEDLE DR & LINCOLN WAY**

This site includes a vacant corner panel on the west side of Lincoln Way and a car wash to the south. This site could be redeveloped with a mid-box retail building on the corner of Lincoln Way and Beedle Drive. Parking could be accommodated to the south to ensure the overall commercial area does not experience a shortage of parking supply.

**NEW ON-STREET BIKE Lanes**

New on-street bike lanes complete existing sidewalks to bridge the gap between multi-use path segments, where development conditions do not allow for off-street bike facilities. The most direct routes include:

- West on Baughman Road from north to south.
- North on Beedle Drive from Beedle Drive to the north.

**NEW MULTI-USE PATH**

Existing development buffers and public/semi-public land provide an opportunity for a multi-use path to the south of the Lincoln Way corridor. Remaining consistent with the City’s Long-Range Transportation Plan, a path should utilize the north end of the former school property, parallel to Tripp Street, the southern end of the approved development site between Wilmoth and Franklin, north side of Franklin Park, and the easement/buffer that separates the Windsor Point Apartments from Lincoln Way Corridors.

**MARKET CENTER**

Commercial businesses in the West Side District, particularly those on the north side of Lincoln Way, are sited on small lots, each with individual driveways. Accessing multiple businesses requires drivers to utilize Lincoln Way, which can both increase local traffic and potential conflict points. The City should work with adjacent businesses to provide cross-access between parking lots.

**WAYFINDING AT DAKOTA**

The intersection of Dakota Avenue and Lincoln Way should include wayfinding signage to direct travelers to neighborhoods to the north and Ames Middle School and the U.S. 30 interchange to the south.

**CROSS-ACCESS**

Commercial businesses in the West Side District, particularly those on the north side of Lincoln Way, are sited on small lots, each with individual driveways. Accessing multiple businesses requires drivers to utilize Lincoln Way, which can both increase local traffic and potential conflict points. The City should work with adjacent businesses to provide cross-access between parking lots.

**PARKING LOT CIRCULATION IMPROVEMENTS**

Parking lot design could be improved in the The Lincoln Way Corners shopping center, as some aisles are wide enough to accommodate 90-degree parking rather than diagonal parking. This would increase parking capacity and allow for parking lot islands without a net loss in parking capacity. The parking lot at the northwest corner of Lincoln Way and Colorado Avenue can be reconfigured to improve circulation and provide opportunities for interior and perimeter landscaping.

**PARKING LOT LANDSCAPING**

Installing landscaping within the large surface parking lots of the West Side District will not only improve aesthetics, but also improve stormwater management and reduce urban heat island effects. Interior landscaping should incorporate native plantings and shade trees and should be installed at the ends of parking aisles wherever possible.

**BIKE/PEDESTRIAN INTERSECTION IMPROVEMENTS**

To improve pedestrian safety and visibility, all crosswalks should be striped with continental crosswalk markings. In addition, the Lincoln Way and Marshall Avenue intersection should allow pedestrians to cross on all four legs of the intersection. Where the bike path crosses roadways such as Franklin Avenue and Wilmoth Avenue, the paths should be clearly marked with striping and signage.

**CURB CUT CONSOLIDATION**

In conjunction with cross-access improvements, redundant or excess curb cuts should be consolidated or removed.

**CIRCULATION TOOLS**

Transportation Plan, a path should utilize the north end of the former school property, parallel to Tripp Street, the southern end of the approved development site between Wilmoth and Franklin, north side of Franklin Park, and the easement/buffer that separates the Windsor Point Apartments from Lincoln Way Corridors.
WEST SIDE RETAIL FOCUS AREA

DEVELOPMENT PLAN

The West Side Retail Focus Area is experiencing significant commercial and housing development. While the future of the commercial areas is well-established, many sites can be improved through landscaping or streetscaping. In addition, a few small lots or blocks represent opportunities to create a smoother transition to surrounding residential areas. This Focus Area Plan illustrates how strategic improvements, redevelopment, and enhanced non-motorized and transit access can transform a predominantly auto-oriented environment into a multi-modal, pedestrian-friendly area.

WEST SIDE RETAIL PRIORITIES

- Create a safe east-west bicycle corridor
- Sustain an active commercial environment in the West Hy-Vee Center
- Support redevelopment of underutilized commercial properties
- Balance vehicular access with pedestrian and transit mobility
- Enhance the design of large parking areas
- Increase residential density around commercial services
- Improve the character of the streetscape

REDEVELOPMENT CONCEPT

- Multi-family Redevelopment
- Commercial Infill
- Multi-family Redevelopment
- Parking Lot Landscaping
- Commercial Redevelopment
- Commercial Streetscaping
- Dedicated Bike Trail
- Commercial Revitalization
- Residential Transition
INTRODUCTION

1. Multi-family Redevelopment. The current multi-family buildings on Beedle Drive are awkwardly configured relative to surrounding development. This site could be redeveloped with new multi-family buildings located along Beedle Drive. This would result in the addition of more modern units and an enhanced character along Beedle Drive.

2. Commercial Infill. The southeast corner of Lincoln Way and Beedle Drive represents an opportunity for commercial infill development. This site could accommodate a building of about 14,000 square feet. Parking for this site could be provided to the south on a lot currently occupied by a car wash.

3. Multi-family Redevelopment. McDonal Drive and Frontage Road currently host a series of duplexes and provides awkward access to multi-family buildings to the east. Redevelopment of these duplexes would allow for the removal of McDonald Drive and Frontage Road, resulting in a site that could accommodate increased density and a buffer against the neighborhood to the north. Access to the existing multi-family development would be maintained and enhanced through a more logical parking design and circulation pattern.

4. Parking Lot Landscaping. This Focus Area includes several large parking lots with little or no landscaping. These parking lots should be improved with landscaped islands and edge screening to enhance the character of the corridor and offset some stormwater impacts.

5. Commercial Redevelopment. The site at the northwest corner of Lincoln Way and Marshall Avenue is approximately 0.75 acres and includes an awkward parking arrangement. Redevelopment of this property would allow for new commercial space fronting on Lincoln Way. The depth of the parcel could accommodate enough parking to support up to three stories of mixed-use development.

6. Commercial Streetscaping. Many of the buildings in this Focus Area are setback far enough to accommodate decorative streetscaping. Such streetscaping could include decorative light standards, banners, and landscaped greenways that result in a more attractive corridor. Streetscape improvements should also include enhancements to pedestrian crosswalks and signalized locations.

7. Dedicated Bike Trail. The City’s Long Range Transportation Plan calls for a dedicated bike trail through this portion of the Focus Area. This concept shows how such a trail could link to Franklin Park and run behind the Hy-Vee shopping center to Dotson Drive, where it would then become a shared sidewalk to the existing sidewalk on Lincoln Swing Street.

8. Commercial Revitalization. The northwest corner of Lincoln Way and Colorado Avenue currently hosts Zeke’s, a restaurant, and Colorado Junction. Should this site be made available for redevelopment, it could accommodate one or two commercial structures totaling about 20,000 square feet. Space between buildings could be used as a plaza for dining or retail, though the site’s high level of access makes a drive-thru possible.

9. Residential Transition. This site includes several single-family homes under unified ownership. Multi-story mixed-use buildings could be accommodated along Lincoln Way, with parking located to the north along Wilmoth Avenue. Such development should include substantial screening to protect the surrounding neighborhood from the impacts of commercial activities and parking.
The Campustown District is home to Iowa State University and properties adjacent to it on the west side of the campus. As such, much of the development around the corridor and transportation improvements along Lincoln Way will be guided by the regularly updated University Master Plan and an on-going joint City/Iowa State University bike and pedestrian safety study. Campustown is evolving into a urban, pedestrian district with buildings up to five stories. This requires a careful transition to surrounding lower-scale neighborhoods. This improvement plan focuses primarily on opportunities to improve multi-modal mobility south of Lincoln Way and redevelopment west of the campus.
**INTRODUCTION**

**SUBAREA-SPECIFIC IMPROVEMENTS TOOLBOX IMPROVEMENTS**

**LAND USE TRANSITIONS**

Abnormally small residential lots on both sides of Lincoln Way between Howard Avenue and Hyland Avenue could be consolidated and redeveloped with more traditional single-family or townhouse units. This redevelopment concept is illustrated in more detail in the Campustown Transition Focus Area Redevelopment Plan on subsequent pages.

**OPPORTUNITY SITE: SHELDON & LINCOLN WAY**

This site currently hosts a Dunkin’ Donuts and the Lighthouse facility. This site could accommodate a multi-story mixed-use development similar to what is approved for the adjacent 2700 block. This would be consistent with other recent redevelopment in Campustown and could potentially create easier circulation opportunities to remove unnecessary curb cuts, increasing pedestrian safety while maintaining vehicular access. Specifically, two curb cuts on Sheldon Avenue which are used to access the Lighthouse Student Center parking lot could be consolidated.

**OPPORTUNITY SITE: HYLAND & LINCOLN WAY**

This site currently includes a small auto repair shop and vacant lot to the north. If assembled, these lots could accommodate a multi-story mixed-use development that is consistent in character with other on-going development just west of Campustown. The character of this development should create an appropriate transition to residential uses to the north and west.

**ON-GOING BICYCLE AND PEDESTRIAN SAFETY STUDY**

The City and Iowa State University have partnered on a study to address bicycle and pedestrian safety concerns along Lincoln Way through Campustown. Once completed, the findings and recommendations of this study should be integrated into the concepts and strategies presented in the Lincoln Way Corridor Plan.

**CAMPUSTOWN PARKING STUDY**

Purchasing is an important issue in Campustown as local businesses, high-density student housing, cyclists and pedestrians, and those charged with preserving local and community-wide traffic flow compete for the use of public roadways. At the same time, the Ames Intermodal Facility provides parking available to the general public and is close enough to serve local businesses. The City should partner with the University to conduct a thorough parking study that assesses issues and opportunities related to the demand of various user groups, capacity, location, regulations, and pricing of parking. This will allow elected and appointed officials and University representatives to make informed decisions regarding the long-term vision for on-street parking on Lincoln Way and local streets, as well as the need for partnered investment in parking structures. In the short-term, on-street parking on Lincoln Way should be maintained until the study is conducted.

**COORDINATED NEIGHBORHOOD/UNIVERSITY MASTER PLAN**

Iowa State University maintains a Campus Master Plan that guides investment in its facilities and identified long-term land needs. However, this Master Plan often does not incorporate City plans or aim to address broader community planning issues related to housing diversity, parking, or the maintenance of privately held properties. The City and University should partner to develop a broader Campustown Master Plan that accommodates University investment as appropriate, and considers impacts and potential improvements to peripheral neighborhoods.

**LOCAL GATEWAY**

Iowa State University is a defining use and international destination on Lincoln Way. Local gateways should be installed at University Avenue and at Hyland Avenue welcoming travelers to Campustown. This improvement could incorporate design elements of the City’s gateways and the University’s established palette for wayfinding.

**WAYFINDING**

Wayfinding in Campustown is especially important due to the number of out-of-town visitors in this portion of the corridor. Wayfinding should be installed at Lincoln Way and at Sheldon Avenue to provide guidance to university destinations, the research campus near US 50, and Downtown Ames.

**NEW ON-STREET BIKE LANES**

On-street bike lanes and multi-use paths should be installed in order to fill in gaps in the east–west multi-modal network through Campustown. This includes a key segment on Arbor Street west to State Street, where it would join up with the planned east–west trail proposed in the Long-Range Transportation Plan.

**WELCH AVENUE RECONSTRUCTION**

Welch Avenue Reconstruction. Planned reconstruction of Welch Avenue invites an opportunity to consider Welch Avenue as a pedestrian first street that minimizes vehicle travel and parking. Welch Avenue could include on-street bike lanes, one-way travel, modified on-street parking, and wider sidewalks.

**BIKE/PEDESTRIAN INTERSECTION IMPROVEMENTS**

The Lincoln Way/University Avenue intersection could be improved with more prominent crosswalks, curbed islands, and enhanced signage alerting motorists to the presence of the designated trail. Local street crossings, designated by distinctive crosswalks and signage, should be provided where the proposed on-street bike route crosses existing north and south streets.

**PARKING LOT CIRCULATION IMPROVEMENTS**

Restrriping of existing surface parking lots may create more efficient circulation patterns and increase parking capacity. Improving the circulation of the parking lots utilized by the Wesley Foundation and Lighthouse could potentially create easier circulation and allow for a reduction in curb cuts along Sheldon Avenue. The parking aisle for the bank ATM drive-thru at Hayward Avenue has a wide enough drive aisle to accommodate 90-degree parking and a landscape strip along the east property line.
The Campustown Transition Focus Area includes an important shift from Iowa State University to nearby neighborhoods and commercial areas. Approved development on the 2700 block represents the western edge of campus-related mixed-use. West of Hyland Avenue, this Focus Area demonstrates how residential redevelopment can enhance the quality of housing stock and reduce the risk of traffic conflicts along Lincoln Way. This would result in a more attractive and safer corridor with a clear delineation to the western edge of the university campus.
1. South Lincoln Way Residential Redevelopment. The residential block on the south side of Lincoln Way between State Street and Hyland Avenue is abnormally shallow for single-family frontage on both Lincoln Way and Wood. Redeveloping this block with townhouses or duplexes would enhance housing choice and corridor character. Due to the difficulty in property acquisition and dimensions, consider new small lot housing in addition to traditional building types. This concept shows access provided off Wood Street, which would eliminate unsafe curb cuts from Lincoln Way.

2. North Lincoln Way Residential Redevelopment. Much of the housing on the north side of Lincoln Way is too small and may not include modern amenities to be competitive for resale related to other housing in surrounding neighborhoods. Redeveloping these lots with townhomes that front on intersecting residential streets would improve the quality of housing and buffer existing neighborhoods from development along Lincoln Way. Attractive side facades would ensure an improved character along the corridor.

3. Commercial Redevelopment. The existing auto repair use on Lincoln Way and Hyland is out of character with the traditional building to the east and the approved development plan for the 2700 block to the south. Redevelopment of this lot should include a one- or two-story commercial building with parking located to the north on what is currently a grass lot used for overflow parking. The building should be along Lincoln Way.

4. Multi-family Redevelopment. The southwest corner of Lincoln Way and Hyland Avenue provides the opportunity for multi-family redevelopment that would serve as a transition between the approved 2700 block development and proposed small home redevelopment to the west. Such development should be oriented toward Lincoln Way, incorporate residential massing and design elements, and include parking lot screening on the south side of the site.

5. 2700 Block. This recently approved development expands the boundary of the Campustown zoning overlay west to Hyland Avenue. This project creates the west edge of Campustown urban development for mixed-use and high density development. This provides context for what could occur on surrounding sites. To the west, housing could transition from multi-family to townhouse. To the east, redevelopment could occur over time to reflect the character of Campustown development.

6. Lincoln Way and Sheldon. This site hosts a Dunkin’ Donuts and the Campus Baptist Church Lighthouse facility. If combined, the 1.6-acre site could accommodate a mixed-use project similar to what has been approved for the 2700 block to the west. Such a project would include ground-floor commercial uses consistent with the requirements of the Campustown zoning district, integrated parking, and upper-floor residents.
The Oak-Riverside District is reflective of a traditional Ames neighborhood. The western portion of the district is predominantly residential, though many homes are showing signs of deterioration. The eastern portion of the district includes IDOT’s main office and several small commercial or industrial uses. This vision for this area includes the strengthening of the residential character through streetscape enhancement, the development of new housing, as well as the creation of a more vibrant multi-use area that serves as a transition between the Oak-Riverside neighborhood and Downtown Ames.

**IMPROVEMENT PLAN**

**Subarea-Specific Recommendations**

- **Road Diet/Streetscape**
- **Land Use Transition**

**Toolbox Improvement**

- **Parking Lot Landscaping**
- **Curb Cut Consolidation / Removal**
- **Existing Bike Path / Sidepath**
- **Proposed Bike Path / Sidepath**

**SUBAREA-SPECIFIC IMPROVEMENTS**

**LINCOLN WAY ROAD DIET**

This portion of Lincoln Way could be reconfigured to include one travel lane in each direction and a center turn lane. (Where possible, small landscaped islands could be installed provided they do not disrupt transit operations or emergency vehicle access.) The removal of one lane would provide adequate space for decorative street lights, parkway trees, and a shared bicycle and pedestrian sidepath on the south side of the street. This concept requires additional analysis to assess the ability to provide a wider sidewalk (which is priority in this area) with the potential shifting of traffic to 4th Street or other parallel roadways.

**LAND USE TRANSITION**

The area bound by Lincoln Way, Grand Avenue, Oak Avenue, and 4th Street hosts a mix of small office, commercial and industrial uses. The City should support redevelopment of this area to create a mixed-use neighborhood that supports a variety of local commercial, residential, small office, and creative uses. This concept is illustrated in more detail in the Oak-Riverside Focus Area Redevelopment Plan on subsequent pages.

**REORIENTATION OF RESIDENTIAL DRIVEWAY ACCESS**

Several residences on the north side of the corridor have both rear alley access and curb cuts on Lincoln Way. The City should encourage residents to reorient garage access to the rear alley and eliminate curb cuts along Lincoln Way.
TOOLBOX IMPROVEMENTS

LOCAL GATEWAY
The Oak-Riverside area is a distinct residential neighborhood on Lincoln Way that should be a point of local pride. To better define the neighborhood, local gateway signs should be installed on Lincoln Way at University Boulevard and Grand Avenue.

WAYFINDING
As part of a corridor-wide wayfinding program, wayfinding signage should be installed on Lincoln Way at Grand Avenue and University Boulevard, to direct travelers to Campustown, IDOT offices, and the City Center, among other destinations.

NEW MULTI-USE PATH
As part of the proposed road diet, a new multi-use path would be installed on the south side of Lincoln Way. This 10-foot wide path requires high-visibility crossings and signage at all north-south cross streets to ensure path users can safely traverse the neighborhood corridor.

CURB CUT CONSOLIDATION
The Oak-Riverside neighborhood has a number of single-family homes that are accessed via Lincoln Way. The City should work with property owners on the north side of Lincoln Way to eliminate curb cuts by relocating residential driveways and reorienting garages to the existing alley. As parcels on Lincoln Way are redeveloped, curb cuts should be consolidated and relocated to side streets where possible, reducing potential conflict points.

PARKING LOT LANDSCAPING
The Greater Iowa Credit Union includes a large surface parking lot. While it is generally well-buffered from the right-of-way, the buffer area consists primarily of turf grass and the parking lots themselves lack interior landscaping. The City should work with the Greater Iowa Credit Union to increase perimeter landscaping by installing street trees and foundation planting, as well as utilize painted parking islands as opportunities for landscaped islands.

EXISTING CROSS SECTION

CONCEPTUAL CROSS SECTION
OAK-RIVERSIDE FOCUS AREA

DEVELOPMENT PLAN

The Oak-Riverside Focus Area is defined by residential uses and a surrounding neighborhood that captures the traditional character of Ames. This Focus Area Plan illustrates how residential redevelopment along Lincoln Way can be done in a way that increases residential density, enhances the character of the corridor, improves access and safety, supports pedestrians and bicyclists, and minimizes impacts on existing residential blocks.

OAK-RIVERSIDE PRIORITIES

- Support the redevelopment of deteriorating homes along Lincoln Way
- Provide housing choice for young professionals and seniors
- Reinforce the residential nature of this portion of Lincoln Way
- Minimize impacts on surrounding residential blocks
- Eliminate unsafe driveways and maximize access by rear alleys

REDEVELOPMENT CONCEPT

- Single-family Detached Residential
- Multi-family Residential (1 & 2 Bedroom Apartments)
- Road Diet & Streetscaping
- Modified Residential Access
- Pedestrian Crossing Improvements
- Carriage House Units
- Single-family Redevelopment
- Multi-family Medium Density Redevelopment
1. Road Diet and Streetscaping.  
Lincoln Way currently includes four travel lanes, sidewalks and inadequate parkways. Reconfiguring the cross-section could allow for wider parkways, landscaped islands, decorative streetscaping, and a shared use trail on the south side of the corridor. The feasibility of implementing these various elements will depend upon impacts on traffic flow and parcel access from Lincoln Way.

As residential redevelopment occurs, vehicular access from Lincoln Way should be minimized. On the north side of the street, existing alleys should be improved and should provide access to rear garages. On the south side of the street, alleys should be installed if a full block is redeveloped at once. If incremental redevelopment occurs, property owners should be encouraged to share a curb cut with an adjacent property to minimize the total number of access points from Lincoln Way.

2b. Pedestrian Crossing Improvements.  
There are several non-signalized intersections across Lincoln Way in this Focus Area. These intersections should be improved to allow for safer pedestrian crossings. Such improvements could include more visible crosswalks, refuge islands, and user-activated warning lights.

3. Carriage-House Units.  
Parcels on the north side of Lincoln Way are deep enough to accommodate carriage houses above garages and adequate lawn space for all tenants. These units would provide increased density to support local commercial areas and housing choice for young professionals and seniors who wish to stay in the Oak-Riverside neighborhood. This would entail a zoning amendment that should include provisions requiring owner-occupancy of one of the units.

Blocks fronting on Lincoln Way should be redeveloped with small lot single-family housing. This will encourage reinvestment of aging properties and result in an enhanced character for the corridor and neighborhood. These homes should include floorplans and amenities that are marketable to young professionals, families, and empty-nesters.

5. Multi-family Medium Density Redevelopment.  
Multi-family redevelopment should be encouraged at the east end of the Focus Area. This will provide an appropriate transition to other emerging multi-family areas, commercial services, and Downtown Ames. Multi-family buildings should be oriented toward Lincoln Way and include massing and design elements that are consistent with the residential character of the neighborhood including appropriate scale, facade articulations, pitched roofs, and typical residential building materials.
The Lincoln and Grand Focus Area provides the potential for new and creative models of development in Ames. Due to its location, it is an extension of and transition between both Downtown Ames to the northeast and the Oak-Riverside neighborhood to the west. The Focus Area Development Plan illustrates how commercial development along Lincoln Way, residential development, mixed-use "flex spaces" and new open space can create a new type of neighborhood near the center of the community. Space for service uses or artisan live/work units are desired in this area.

**LINCOLN & GRAND PRIORITIES**
- Redevelop remnant industrial uses
- Encourage land uses that support both Downtown and nearby neighborhoods
- Enhance the character of the Lincoln Way frontage
- Provide flexibility for a multi-use environment
- Minimize impacts on residents to the west through building height and density along Oak Avenue
1. Rail Corridor Buffer and Trail. The location of 4th Street and an existing utility corridor provides the space for a landscaped greenway that would protect new residents from the rail line. The greenway could include dense landscaping and a trail that would link uses in the Focus Area to Brookside Park.

2. Existing IDOT Facility. In the long-term, IDOT may vacate the former school building on Oak Avenue and 2nd Street. This structure could be adapted and reused for uses that support the surrounding neighborhood, such as daycare, local service providers, or small office space.

3. Flex Space Lofts. New buildings in this area should be designed to accommodate a number of potential uses, including residences, live/work spaces, studies, small retail, or creative commerce. This will create an eclectic mix of uses that support live-work opportunities, creative arts, and local entrepreneurship.

4. Elm Street Streetscape. Elm Street should be redesigned as the primary character street of the Focus Area. Attractive local streetscaping would draw visitors to the neighborhood park and provide a unique sense of place.

5. Access to Grand Avenue. Currently, a staircase provides pedestrian access from the Focus Area to the Grand Avenue underpass. A fully accessible ramp should be provided to enhance multi-modal access for users of all levels of mobility.

6. Pedestrian Crossings. There are several non-signalized intersections across Lincoln Way in this Focus Area. These intersections should be improved to allow for safer pedestrian crossings. Such improvements could include more visible crosswalks, refuge islands, and user-activated warning lights.
The City Center District represents perhaps the greatest opportunities and greatest challenges for redevelopment. The district is located one block away from Downtown Ames, yet the rail corridor makes them feel more separated. Small lots and fragmented ownership on a given block create barriers to property acquisition and redevelopment, and this is the only segment of Lincoln Way not under the City’s jurisdiction. The vision for this district includes a proactive approach to the replacement of obsolete commercial sites with a more vibrant environment with housing for young professionals, retail, and entertainment options that complement Downtown Ames.
INTRODUCTION

STRATEGIC PROPERTY ACQUISITION & REDEVELOPMENT

Blocks located between Lincoln Way and the rail corridor should be prioritized for acquisition, consolidation, and redevelopment. Based on the existing property ownership pattern and the potential benefits of redevelopment in this area, the City should consider fiscal or regulatory incentives to encourage larger-scale acquisition.

LAND USE TRANSITION

There are several homes on the blocks southeast of the intersection of Lincoln Way and Duff Avenue. These homes are isolated from larger neighborhoods and are generally showing signs of deterioration. The City should encourage the transition of these properties so that, when combined with other small commercial lots along Lincoln Way, they could support new commercial development that ties into more recent investment on Duff Avenue.

COMMERCIAL FACADE ENHANCEMENTS

Several building east of Duff Avenue use building materials that reflect a more industrial character. As the eastern gateway to the City Center area, these buildings should reflect the traditional character of other Lincoln Way development closer to Downtown Ames. The City should encourage property owners to integrate more attractive building materials, façade elements, and landscaping on these properties.

LINCOLN WAY ROAD DIET

The City’s Long-Range Transportation Plan calls for the southern extension of Grand Avenue and the realignment of the US 69 designation. This would give the City more control over the design of Lincoln Way between Duff Avenue and Grand Avenue. This portion of the roadway should be reconfigured with one travel lane in each direction with a center turn lane. Remaining right-of-way could accommodate decorative lighting, a hardscaped parkway, and a 10’ multi-use path on the south side of Lincoln Way.

KELLOGG AVENUE AND DUFF AVENUE CHARACTER CORRIDORS

Kellogg Avenue and Duff Avenue should serve as the primary points of entry to Downtown Ames. These corridors should be prioritized for decorative streetscape elements and building and site design requirements to ensure they provide an appropriate and attractive transition to Downtown. Curb cut access should be minimized or, where possible, entirely eliminated from these streets between Lincoln Way and Main Street.

CITY CENTER SIGN ORDINANCE OVERLAY

The City should review and amend its zoning ordinance to ensure signage in the City Center District is compatible with the character of the area. Signs should be smaller in scale and better integrated into building design to reflect the image and identity of this portion of the city.

AMENDMENTS TO ZONING REGULATIONS

The City will need to amend its zoning ordinance to allow for mixed-use and standalone residential in this area. In addition, the City should analyze the impacts of reducing parking requirements in the City Center District for both commercial and residential uses. This will be an important factor in supporting the envisioned type of mixed-use development, since current parking requirements will result in large parking lots that disrupt local character and limit the best use of limited land. This could be accomplished through a parking overlay that would reduce parking requirements specifically in this portion of Ames.
TOOLBOX IMPROVEMENTS

**LARGE LOT PARKING AREA LANDSCAPING**

With more than 600 parking stalls, the Hy-Vee shopping center parking lot has a significant impact on the corridor’s image and environment. The City should work with the owner to install landscaped islands, pedestrian walkways, and other improvements to enhance stormwater retention, improve safety, and enhance vehicular circulation. Similarly, the Story County Human Services building parking lot can be improved through the installation of additional trees and landscaping.

**BIKE NETWORK IMPROVEMENTS**

As part of the Lincoln Way road diet, a new multi-use path should be constructed on the south side of Lincoln Way. The proposed 10-foot trail could accommodate two-way bicycle traffic and should include high-visibility crosswalk markings as part of intersection improvements within the City Center. Commercial buildings located along the path should be set back at least 10’ to allow for egress from the building without having to enter directly on to the multi-use path.

**BIKE/PEDESTRIAN INTERSECTION IMPROVEMENTS**

Intersection improvements in the City Center are directed at both increasing safety and creating neighborhood identity. As Lincoln Way crosses Duff, Kellogg, Clark, and Grand Avenues, the intersections should be highlighted by decorative pavement and include high-visibility crosswalk markings. Highlighting the multi-use path through decorative and colored pavement will also increase its visibility, as well as help to define its route through the City Center. These improvements will help distinguish this district as a unique place, and provide a stronger connection to Downtown Ames.

**LOCAL GATEWAYS**

To define the City Center and enhance its identity, local gateway signs should be installed at Duff and Grand Avenues. These signs should announce entry to the Downtown Ames area, and utilize a design that is compatible with other gateways along the corridor.

**WAYFINDING**

Within the City Center, wayfinding signage should be located on Grand, Kellogg, and Duff Avenues providing guidance to Downtown Ames. Signs should include larger, vehicular-oriented signs, as well as pedestrian-scale signs and maps.

**CURB CUT CONSOLIDATION**

Wherever possible, excessive curb cuts should be consolidated and eliminated along Lincoln Way, and access should be provided from shared curb cuts, internal streets, or intersecting north-south streets.
**DOWNTOWN GATEWAY FOCUS AREA**

**LAND USE ALTERNATIVES**

It is impossible to predict the future market support for specific uses, the timing of development, or the ability to acquire and assemble properties to make larger project sites. To that end, the redevelopment concept presented in this section should not imply that there is only one way for this area to redevelop. Instead, it should be thought of as a demonstration of how different components can work together, regardless of their specific locations. The following vignettes demonstrate how different land use patterns could emerge and coexist in the Downtown Gateway Focus Area if they are guided by the following principles:

- **Design emphasis on Kellogg Avenue and Duff Avenue.** The highest level of building architecture, public investment in streetscaping, and the integration of vibrant open spaces should occur along Kellogg Avenue and Duff Avenue as they serve as the gateway corridors to Downtown Ames.

- **Integration of public spaces.** Public spaces should be integrated throughout the development area, whether they are larger gathering spaces or small plazas for local workers. Public spaces could include dedicated areas or public streets that could be closed down during events.

- **Internal circulation and parking access.** Existing streets and/or new streets should be used to provide circulation within each block. These streets should also provide access to parking areas so curb cuts along Lincoln Way can be eliminated.

- **Buffer against the rail corridor.** Development plans should use intense landscaping or secondary structures (such as parking garages) as a buffer between active uses and the rail corridor.

- **Attractive building and site design.** All development should include attractive building materials, transparent ground floor facades, interesting massing, and landscaping to create an active, vibrant, and comfortable environment.

**LAND USE ALTERNATIVES**

This alternative demonstrates how mixed-use development and offices can take advantage of visibility offered by Lincoln Way. It locates parking east of Kellogg Avenue, and includes open spaces for tenant use. Kellogg Avenue is considered a “flexible” street that could be closed down to traffic to create a larger, temporary event space.

This alternative integrates more multi-family residential development to support Downtown Businesses. Larger multi-family sites can accommodate internal courtyards that provide an amenity for surrounding residents. Parking is located east of Kellogg, and a civic plaza provides a gateway from Lincoln Way to Downtown Ames.

This alternative balances mixed-use, multi-family, and office development interspersed through the City Center area. The parking garage is west of Kellogg, and a plaza anchors the northwest corner of Lincoln Way and Kellogg Avenue. Significant buffering and screening would be necessary to protect residents from rail corridor impacts east of Kellogg Avenue.
The Downtown Gateway Focus Area represents an opportunity to transform several underutilized properties and strengthen Lincoln Way’s relationship with Downtown Ames. This Focus Area Plan establishes a vision that integrates strategic land acquisition and redevelopment, streetscape improvements, and land uses that build upon the activities along historic Main Street. The Plan describes how several elements – including structured parking, entertainment and event spaces, professional office spaces, residences and public plazas – could be arranged in a number of ways depending on market conditions and the availability of property over time.

**DOWNTOWN GATEWAY PRIORITIES**

- Provide a clear link (physical and character) to Downtown Ames
- Support the development of Downtown housing for young professionals and the local workforce
- Encourage the assembly of larger redevelopment lots
- Support more intense development
- Make Lincoln Way safer to walk along and across
- Encourage a variety of uses that complement Downtown such as boutique hotels, entertainment, and assembly space

**REDEVELOPMENT CONCEPT**

1. Typical Mixed-use Redevelopment
2. Road Diet & Streetscaping
3. Rear Alleys
4. Parking Structure
5. Kellogg Avenue Flex Space
6. Kellogg Avenue Entertainment
7. Downtown Hotel
8. Downtown Office Uses
9. Intersection Improvements
1. Typical Mixed-use Redevelopment. Commercial frontage should be assembled and redeveloped with attractive buildings oriented toward the public street. Parking should be located to the rear and include coordinated access and circulation, and sites should include small plazas for outdoor retail and dining. Upper stories could host office spaces or residential units.

2. Road Diet and Streetscaping. Once Grand Avenue is extended to the south, Lincoln Way should be reconfigured to accommodate a landscaped median, decorative streetscaping, and a shared use trail on the south side of the corridor. The feasibility of implementing these various elements will depend upon impacts on traffic flow and parcel access from Lincoln Way.

3. Rear Alleys. Rear alleys should continue to be used to provide access to commercial properties from side streets, enhance circulation between parcels, and provide a buffer against residential blocks to the south.

4. Parking Structure. The addition of event space will further the demand for a parking structure. A parking structure along the existing utility and rail corridor would support local uses and provide a buffer from noise and vibration. It would also support businesses on Main Street in Downtown Ames. The location and design of the parking structure should be coordinated with the potential development of a structure on the north side of the rail line. These two parking structures could then be connected with a grade-separated ramp over the rail line.

5. Kellogg Avenue Event Space. Dependent on the addition of a parking structure, development fronting on Kellogg Avenue could be setback to create small outdoor retail and dining areas. Kellogg Avenue could be closed to expand the public plaza and accommodate markets, gatherings, and other Downtown events.

6. Kellogg Avenue Entertainment. Restaurants and small entertainment uses should be clustered along Kellogg Avenue. This would create a destination “district” that would complement the retail and restaurant uses on Main Street in Downtown Ames.

7. Downtown Hotel. A standalone hotel would support local restaurant, entertainment, office, and Downtown retail uses. The hotel site could be designed to take advantage of small plazas shared with office tenants.

8. Downtown Office Uses. Mid-block sites and secondary frontage can accommodate office uses that would add to the daytime population in Downtown Ames. Professionals would benefit from and help support Downtown restaurants and retailers.

9. Intersection Improvements. While all intersections should be improved for pedestrian crossing safety, intersections at Duff Avenue and Kellogg Avenue should include decorative urban design elements that convey a unique sense of place that is reflective of the Downtown Ames experience.
The East Side Employment District is home to light industrial uses of various sizes. While this portion of Lincoln Way may become more heavily traveled as industrial development expands to the east, it is not considered by many to be a primary gateway to Ames for out-of-town visitors or residents. As such, the vision for this area focuses on improving the functionality for its tenants and, where appropriate, implementing minor improvements to enhance aesthetics but not necessarily with the intention of drastically transforming the area. The areas nearer to Duff Avenue may be appropriate to redevelop especially upon construction of Cherry Street extension.
**SUBAREA-SPECIFIC IMPROVEMENTS**

**COMMERCIAL ROAD DIET & STREETSCAPE**
West of Cherry Avenue, Lincoln Way could be reconfigured to provide one travel lane in each direction and a center turn lane. This will allow for the continuation of a multi-use trail on the south side of Lincoln Way, and will reflect the roadway configuration recommended through the City Center District to the west.

**OPPORTUNITY SITES**
There are three properties that provide the most immediate potential for development. They are located near the intersection of Lincoln Way and Dayton Avenue. The City should encourage the development of industrial or office uses that are compatible with surrounding activities.

**I-35/LINCOLN WAY BRIDGE DECK ENHANCEMENT**
The City should work with the Iowa DOT to reconfigure the cross-section of the existing bridge over I-35. Within modifying the width of the deck, the surface could be reconfigured to include a dedicated and protected multi-use trail on the south side of the bridge that would connect to other recommended trails.

**TOOLBOX IMPROVEMENTS**

**PARKING LOT RECONFIGURATION**
The commercial strip center on the north side of Lincoln Way between Cherry Avenue and Sondrol Avenue currently accommodates two-rows of diagonal parking utilizing a one-way drive. Restriping the lot to accommodate 90-degree parking and dual-direction access will allow for greater parking capacity and enhanced parking lot landscaping.

**COMMUNITY GATEWAY**
A community gateway element should be installed at Dayton Avenue. This will announce entry into Ames for people coming from the east on Lincoln Way, and will also be visible for people coming north from US 30 on Dayton Avenue.

**BIKE/PED INTERSECTION IMPROVEMENTS**
The City should enhance locations where Lincoln Way intersects with Dayton Avenue and Cherry Avenue. The Dayton intersection should include high-visibility crosswalks and walk signals that provide sufficient crossing time. The City should also consider the use of curb bump outs and a pedestrian refuge island to further increase safety and decrease crossing distances.

**MULTI-USE TRAIL IMPROVEMENTS**
The existing multi-use path on the south side of Lincoln Way should be extended east from where it currently ends at Carnegie Avenue. The path should continue east from the modified bridge cross-section described in the subarea-specific recommendations for the East Side Employment District. The path should continue east to serve long-term development east of I-35. Intersecting trails should be installed along South Dayton Avenue and along the Skunk River. The Skunk River Trail is identified in the Long Range Transportation Plan for completion in 2018.

---

**EXISTING BRIDGE DECK CROSS SECTION**

**CONCEPTUAL BRIDGE DECK ENHANCEMENT**

**EXISTING COMMERCIAL CROSS SECTION**

**CONCEPTUAL COMMERCIAL AREA ROAD DIET**
INTRODUCTION | LINCOLN WAY CORRIDOR PLAN

COMMUNITY GATEWAY

As the primary east-west arterial corridor into and through Ames, Lincoln Way should include prominent gateway elements that announce entry into the community. Gateway signs should use a combination of hard materials, landscaping, and lighting to reflect a desired and identifiable community character. The design should integrate the city logo and complement city-wide wayfinding.

LOCAL GATEWAY

Local gateways define specific community areas and neighborhoods. Local gateway signs should be placed at key locations to welcome both residents and visitors. Designs could include materials and landscaping consistent with community gateways, but could also include design elements that reflect the identity of a specific neighborhood or institution.

WAYFINDING

Wayfinding should be installed at key locations to improve awareness of nearby destinations or neighborhoods. The design of new wayfinding should incorporate the city logo and use similar design elements as gateway signs.

IMPROVEMENT TOOLBOX

This improvement toolbox defines and illustrates corridor improvements that are recommended in several locations along Lincoln Way. Their application is explained in more detail in the various District Improvement Plans, where they are coupled with local improvements specific to each district.
CROSS-ACCESS & CURB CUT REMOVAL
The Lincoln Way corridor includes several curb cuts that provide direct access to local uses, but also may inhibit traffic flow and safety. Where possible, curb cuts should be removed or consolidated by removing redundant curb cuts, encouraging cross-access between adjacent parking lots, and utilizing north-south cross streets to provide access.

PARKING LOT RECONFIGURATION
Some parking lots that serve local land uses may be reconfigured or restriped to enhance circulation, increase parking capacity, and better accommodate landscaping and screening. Parking lot reconfiguration should also integrate clearly marked pedestrian pathways to enhance pedestrian safety.
**DRIVEWAY APRONS**

Lincoln Way includes a number excessively wide driveway aprons. Many of the aprons break the local sidewalk network. Where possible, the width of driveway aprons should be reduced to the minimum width needed to accommodate vehicles. Sidewalk segments should be installed across driveway aprons where they do not exist.

**PARKING LOT LANDSCAPING**

Several large commercial properties include expansive paved parking areas. Where excess parking is provided, interior landscaped islands should be installed. Islands should include landscaping that enhances permeability and trees that enhance the character of the property.

**PARKING LOT SCREENING**

Parking lots should be screened from public view along sidewalks and roadways in order to improve corridor character and create a more comfortable pedestrian environment. Depending on the amount of space available, screening could include a combination of landscaping, berms, low masonry walls, fencing, hedge plantings, and shrubs.

**SCREENING OF ADJACENT LAND USE**

Uses fronting along Lincoln Way are often in close proximity to surrounding residential areas. To minimize impacts to residential areas, non-residential development should include appropriate screening and buffering. Screening could include a combination of landscaping, berms, fencing, trees, and hedge plantings, depending on the space available and the intensity of the impacts created by the non-residential use.
**BICYCLE INTERSECTION IMPROVEMENTS**

Where designated bicycle lanes and routes cross intersections, more visible pavement markings and crossing signage should be used to delineate the presence of cyclists. These pavement markings increase the visibility of bicycles in the area and may reduce crashes. Along the Lincoln Way corridor, this improvement occurs most frequently on side streets rather than on Lincoln Way itself.

**NEW LOCAL ON-STREET BIKE LANES**

On-street bike lanes are dedicated rights-of-way designated by pavement striping. Traditional bike lanes are appropriate for roadways with posted speeds between 25 and 35 mph. In this plan, on-street bike lanes are recommended on local roads to create a fully connected network that generally parallels Lincoln Way.

**NEW MULTI-USE PATH**

Multi-use paths are multi-modal facilities utilizing dedicated space within the public right-of-way or along property lines. The paths are separated from the roadway by a parkway or landscaped buffer. They should be designed to a minimum width of 8 feet to accommodate two-way traffic. Multi-use paths should have minimal cross traffic, and where paths cross roadways, crossings should be highly visible with signage to warn both motorists and path users.
There are a number of possible intersection improvements that could be implemented along Lincoln Way. However, conditions, and therefore the appropriate solutions, vary widely. District Improvement Plans describe where the following improvements may be appropriate.

**High Visibility Crosswalks: Continental Crosswalk Markings**

The majority of crosswalks along the Lincoln Way corridor are striped with standard crosswalk markings (two parallel lines that delineate the pedestrian space). Standard crosswalk markings, however, have limited visibility for approaching drivers. To increase the safety of pedestrians throughout the corridor, high visibility continental crosswalks should be striped at all intersections.

**High Visibility Crosswalks: Hawk Signals**

High-Intensity Activated CrossWalk beacons, or Hawk Signals, are traffic control devices that allow pedestrians to safely cross a roadway by stopping vehicular traffic. They are user-activated and signal drivers to stop using red lights. According to the Federal Highway Administration, Hawk signals demonstrate a statistically significant reduction in pedestrian crashes, and can be used at locations where regular red lights are not warranted due to the frequency of pedestrian crossings or disruptions to vehicular traffic flow.
CURB EXTENSIONS

Curb extensions, also known as bump outs or bulb outs, increase pedestrian safety by reducing crossing distances and encouraging slower traffic flow. This improvement is currently used on Lincoln Way in Campustown. Curb extensions can also accommodate landscaping, bike racks, or other streetscape elements.

PEDESTRIAN REFUGE ISLANDS

Similar to curb extensions, pedestrian refuge islands within the roadway cross-section shorten crossing distances and have been shown to reduce crashes at marked crosswalks by 46 percent. Refuge islands are an appropriate design intervention for signalized intersections, non-signalized intersections, and mid-block crossings.
The Lincoln Way Corridor Plan provides the framework for development and public improvements along a diverse 6.6-mile corridor. This framework establishes the general character of land use and development character in different districts. However, City staff, elected and appointed officials, property owners, and developers often need additional guidance to ensure that investment meets the vision of the community. This section of the Lincoln Way Corridor Plan establishes a series of more detailed design characteristics for two development types envisioned for different parts of the corridor. These visualizations and supporting annotations should be used to articulate to developers what is expected of them, and as the basis for zoning amendments intended to align the local vision with rules for development.

**SMALL-LOT SINGLE-FAMILY (WITH CARRIAGE HOUSE OPTION)**

Small-lot single-family homes are envisioned in the Oak-Riverside District and West Side District. This prototype is shown with a second living unit in the form of a carriage house that would provide alternative housing choice and increase neighborhood density with little impact to local character. Small-lot single-family development should include the following characteristics.
CORRIDOR MIXED-USE

Corridor mixed-use is envisioned in the City Center District, Oak-Riverside District, and West Side District. This prototype is the foundation for vibrant, walkable commercial areas. The scale of mixed-use development will be dependent upon the surrounding development context and the ability to accommodate additional on-site parking. Corridor mixed-use development should include the following characteristics.

- Attractive and lower facade design that maximizes the visibility of the ground-floor use.
- Attractive and lower facade design that maximizes the visibility of the ground-floor use.
- Attractive materials and residential forms for the upper facade to reflect the character of surrounding neighborhoods.
- Discretely located and screened dumpster areas and utilities.
- Attractive fencing and landscaping to act as buffering and screening against adjacent residential properties.
- Direct pedestrian access from the public sidewalk to the front facade entry.
- Front yard setback accommodates landscaping, seating, and other activities. Parking should not be provided in front yard setback.
- Parking located to the rear of the building with vehicular access provided from a rear alley or side street. Access could be provided from Lincoln Way as an alternate option if alley and side street access are not possible.