



# DOWNTOWN MASTER PLAN

Ames Main Street - Ames, Iowa | 3 June 2024

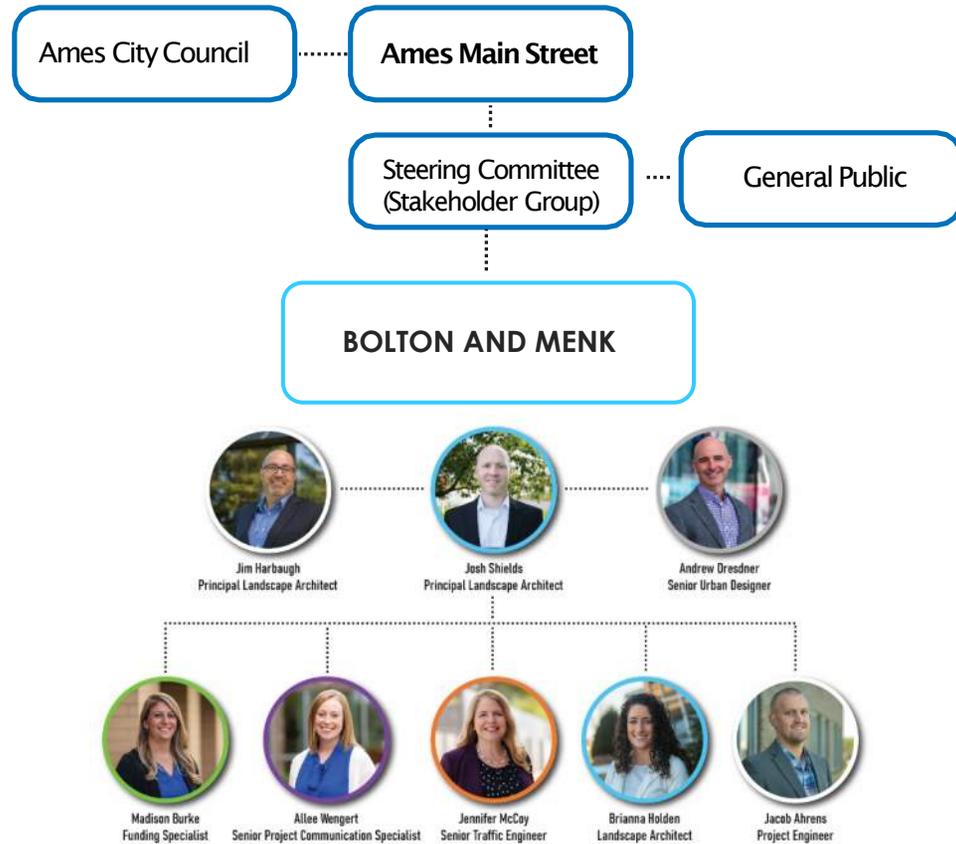


Real People. Real Solutions.

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# WHO?



# WHAT?

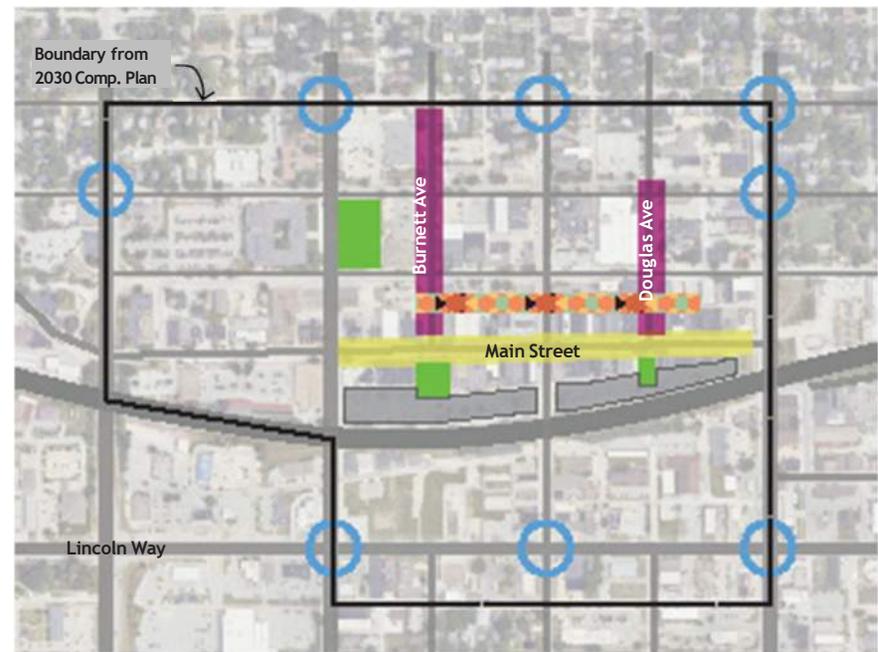
- A vision and a set of prioritized recommendations to guide future growth and development
- A compass (or map), not a blueprint

## Downtown Ames

Located between Iowa State University, residential and commercial neighborhoods and adjacent to natural areas, Downtown Ames is positioned for growth.

## Potential Projects Identified in the RFP

The master plan process will use these projects as a starting point. We will apply our professional expertise in evaluating these ideas to explore ways in which they can become a coherent set of ideas that contribute to a big idea for Downtown Ames.



# WHY?

An aerial, isometric view of a city grid. The buildings are represented as simple 3D blocks of varying heights and widths. A vertical dashed green line runs down the center of the grid, separating the title 'WHY?' on the left from a list of four bullet points on the right. The overall color palette is light gray and white, with the dashed line providing a subtle contrast.

- To make changes to the built environment to better meet today's needs and tomorrow's challenges.
- To help downtown assert itself as a stronger player in economic development and quality of life.
- To align public and private efforts and resources.
- To increase investor confidence in the downtown.

# WHEN?

This schedule details anticipated work tasks, task relationships, critical path timeline, deliverable due dates, and completion dates and is based on our review of the project background. Bolton & Menk will continue working with Ames Main Street, city staff and other project partners to update this schedule, as needed to ensure successful project delivery.

		Preliminary Schedule for Downtown Ames Master Plan						
		March	April	May	June	July	August	September
Task								
1.1	Project Management	[Solid Green Bar]						
1.2	Analysis/Audit	[Solid Green Bar]						
2.1	Visioning and Goal Setting	[Solid Green Bar]						
2.1	Open Space Framework		[Solid Green Bar]		Prelim	Final		
2.3	Transportation Framework		[Solid Green Bar]		Prelim	Final		
2.4	Development Framework		[Solid Green Bar]		Prelim	Final		
2.5	Specific Design Key Projects				[Solid Green Bar]		Prelim	Final
3.1	Implementation						Prelim	Final
3.2	Draft Plan						[Solid Green Bar]	
3.3	Final Plan						[Solid Green Bar]	
	Core Group Meetings	●	●	●	●	●	●	●
	Steering Committee	①	②	○	○	③	④	○
	On Line Survey/Mapping	[Green Outline Bar]				[Solid Green Bar]		
	Open House/Community Event		●				○	
	Focus Group Meetings (optional)		○	○	○		○	○
	Additional outreach(pop up mtgs, etc)		○	○			○	○
	Technical Advisory Committee				○		○	
	Main Street						●	
	City Council							●

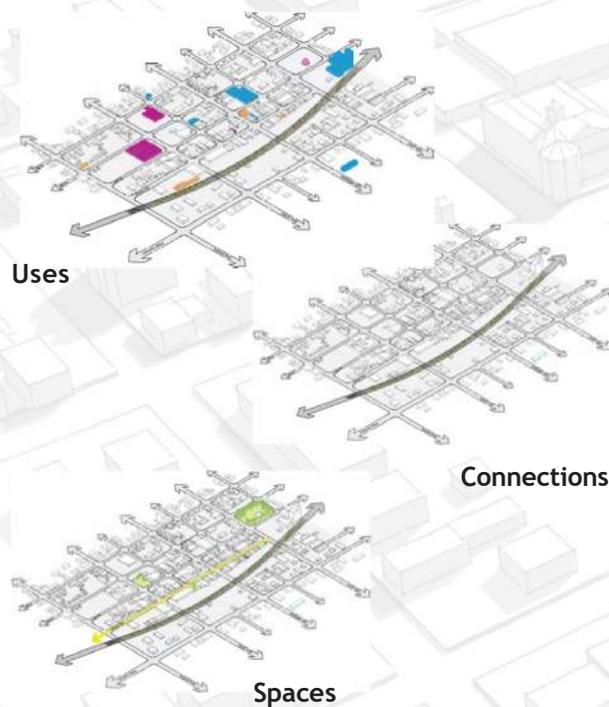
○ Recommended but not included in base proposal.

Potential Agendas for Steering Committee Meetings

<p><b>1</b></p> <p><b>Meeting 1</b>          Project Kickoff          Roles and Responsibilities          Confirm Scope, Schedule          Organize Public Engagement          Goals and Vision-Preliminary          Walking Tour</p>	<p><b>2</b></p> <p><b>Meeting 2</b>          Audit and Analysis          Goals and Vision—Confirm          Trends and Best Practices</p>	<p><b>3</b></p> <p><b>Meeting 3</b>          Open Space Framework          Connectivity Framework          Urban Design Framework          Land Use Framework</p>	<p><b>4</b></p> <p><b>Meeting 4</b>          Draft Plan          Key Projects          Implementation</p>
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# HOW?

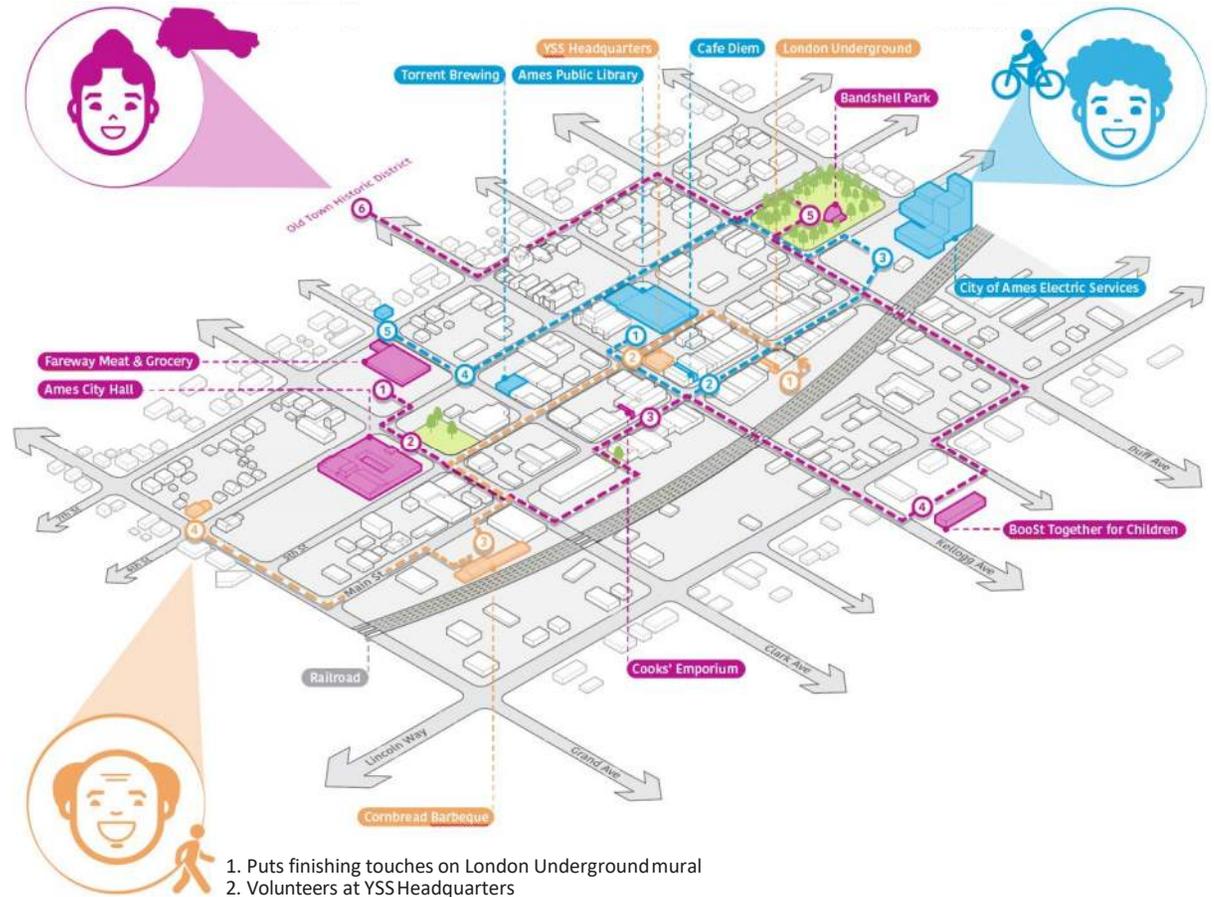
To be successful, Downtown Ames must be a place designed for everyone. It must provide well connected experiences, activities, attractions, and uses for a multitude of users—all united around a general vision for Downtown as an inclusive, vibrant and welcoming place.



# A DAY IN THE LIFE OF DOWNTOWN

1. Works at Fareway Meat and Grocery
2. Drops off utility bill payment at City Hall
3. Picks up a gift for friend at Cooks Emporium
4. Picks up daughter from BooST Childcare
5. Enjoys an evening concert at Bandshell Park

1. Returns books to Ames Public Library
2. Meets a friend at Cafe Diem for coffee before work
3. Arrives for shift at City of Ames Electric Services
4. Enjoys trivia at Torrent Brewing after work



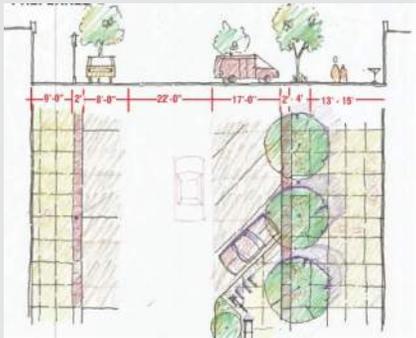
1. Puts finishing touches on London Underground mural
2. Volunteers at YSS Headquarters
3. Dinner at Cornbread with friends
4. Walks home around Downtown and Old Town

# HOW?

## Vision



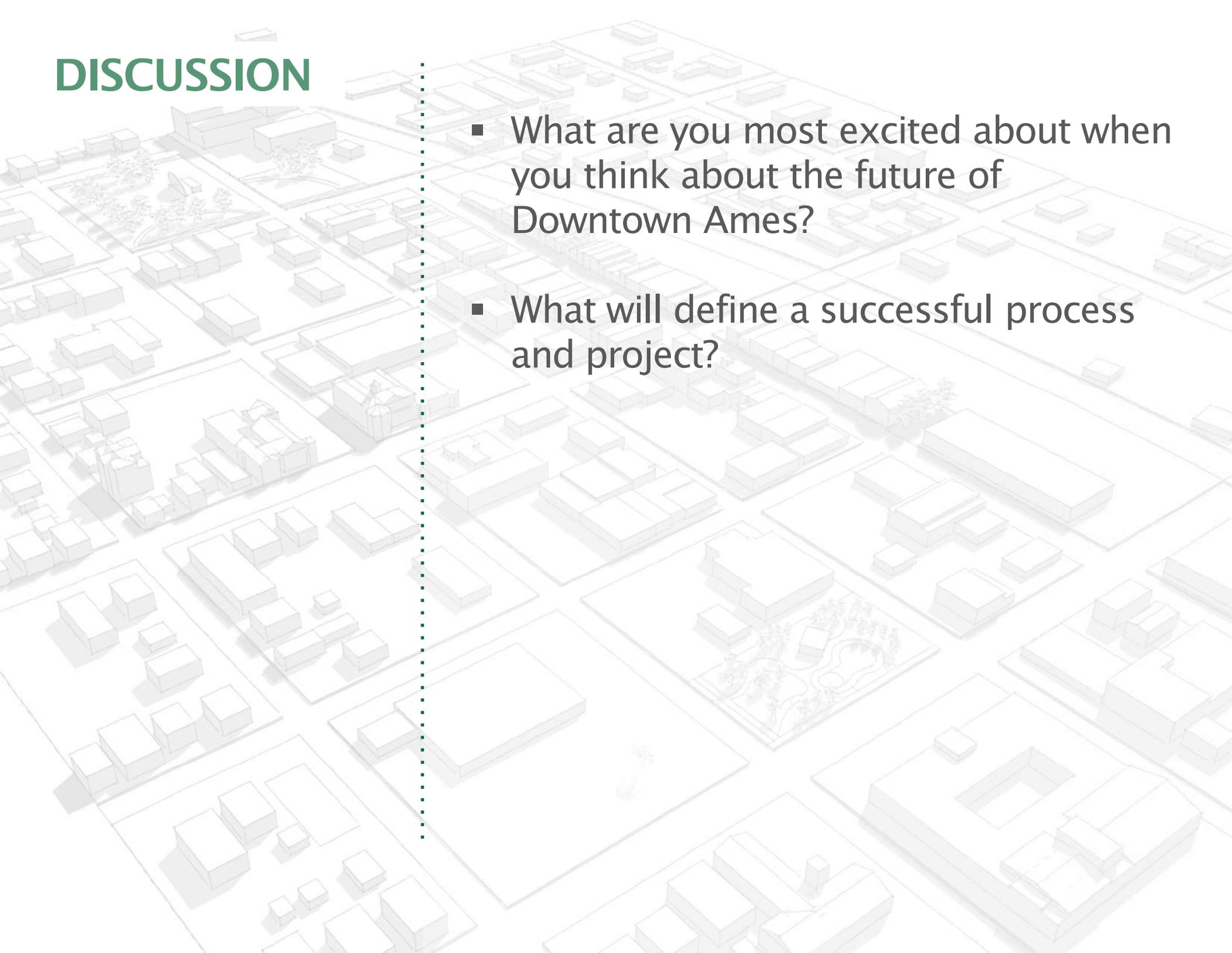
## Key Projects



## Framework Plans



# DISCUSSION

An aerial, isometric view of a city grid. The buildings are represented as simple 3D blocks of varying heights and widths, arranged in a regular pattern of streets. A vertical dashed green line runs down the center of the grid, separating the left side from the right side. The overall style is clean and architectural.

- What are you most excited about when you think about the future of Downtown Ames?
- What will define a successful process and project?