



DOWNTOWN AMES MASTER PLAN

STEERING COMMITTEE MEETING #2

JUNE 27, 2024



AGENDA

- Share Findings from Audit & Analysis of Prior Studies
- Review Trends and Best Practices
- Develop Project Vision & Goals
- Plan for Meeting #3

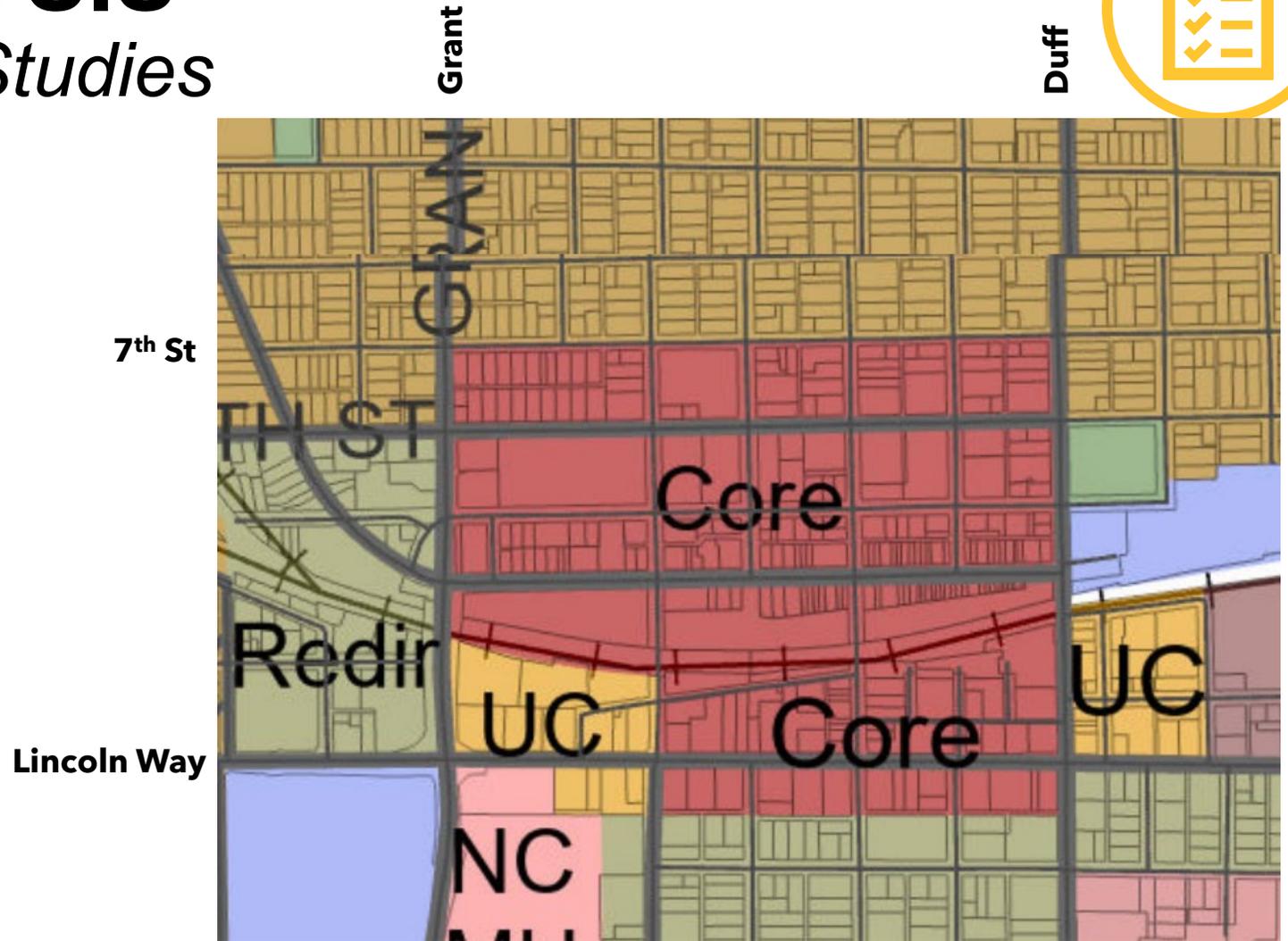


AUDIT & ANALYSIS

Findings from Prior Studies



- Comprehensive Plan
 - Expansion of Downtown

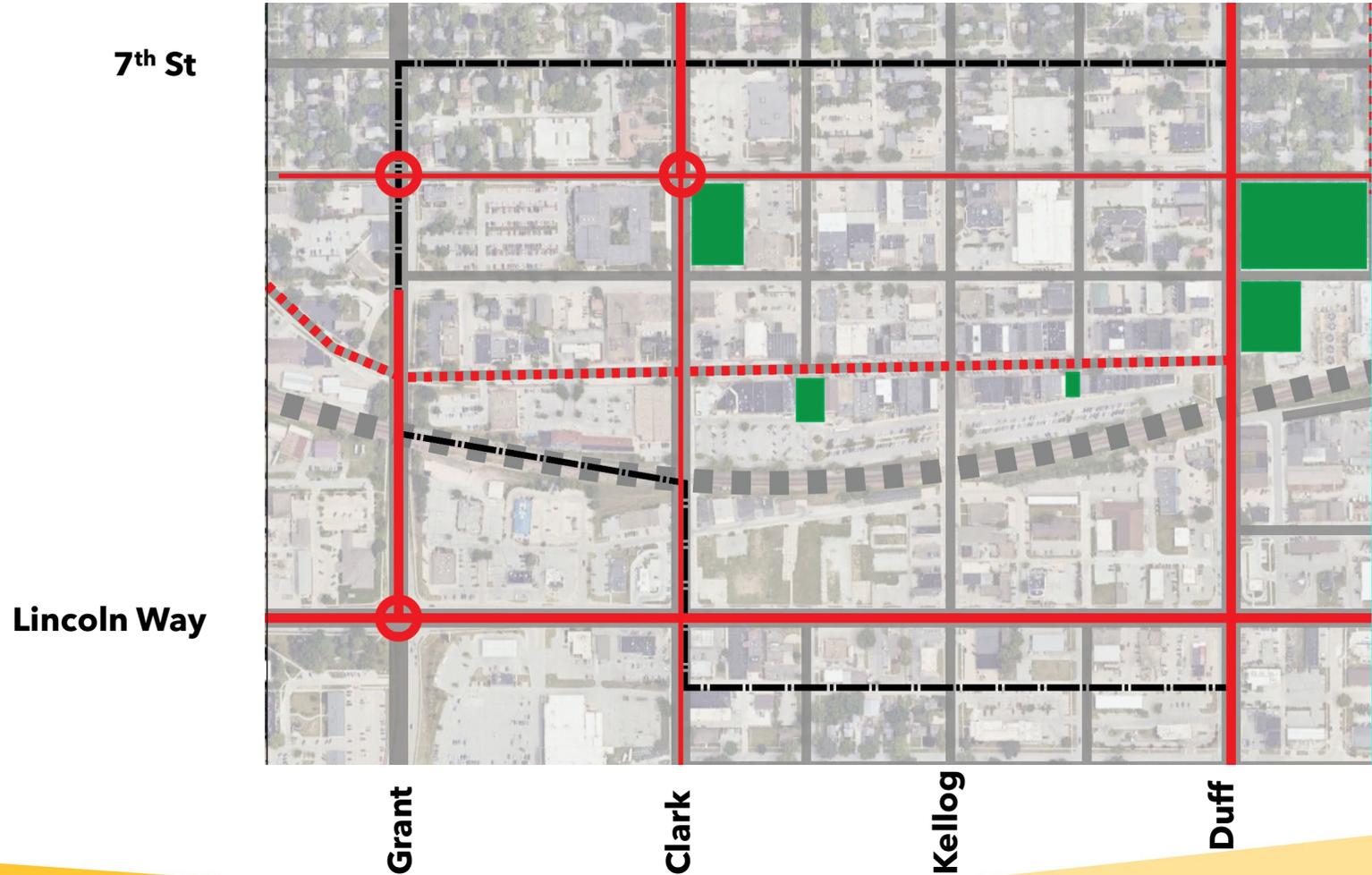


AUDIT & ANALYSIS

Findings from Prior Studies



- Bike and Ped Plan
 - Robust Network



AUDIT & ANALYSIS

Findings from Prior Studies

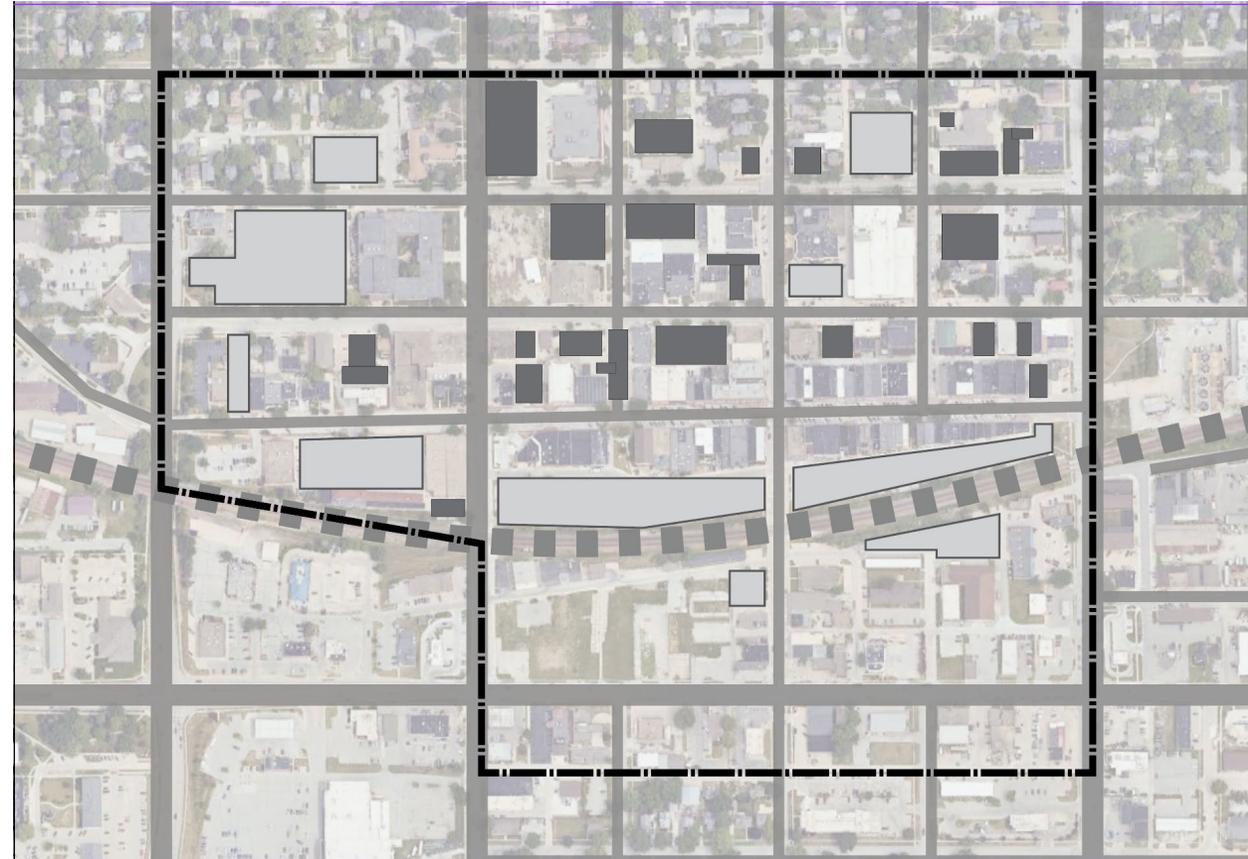


- Parking Study

- minor adjustments
- no parking ramp yet

7th St

Lincoln Way



Grant

Clark

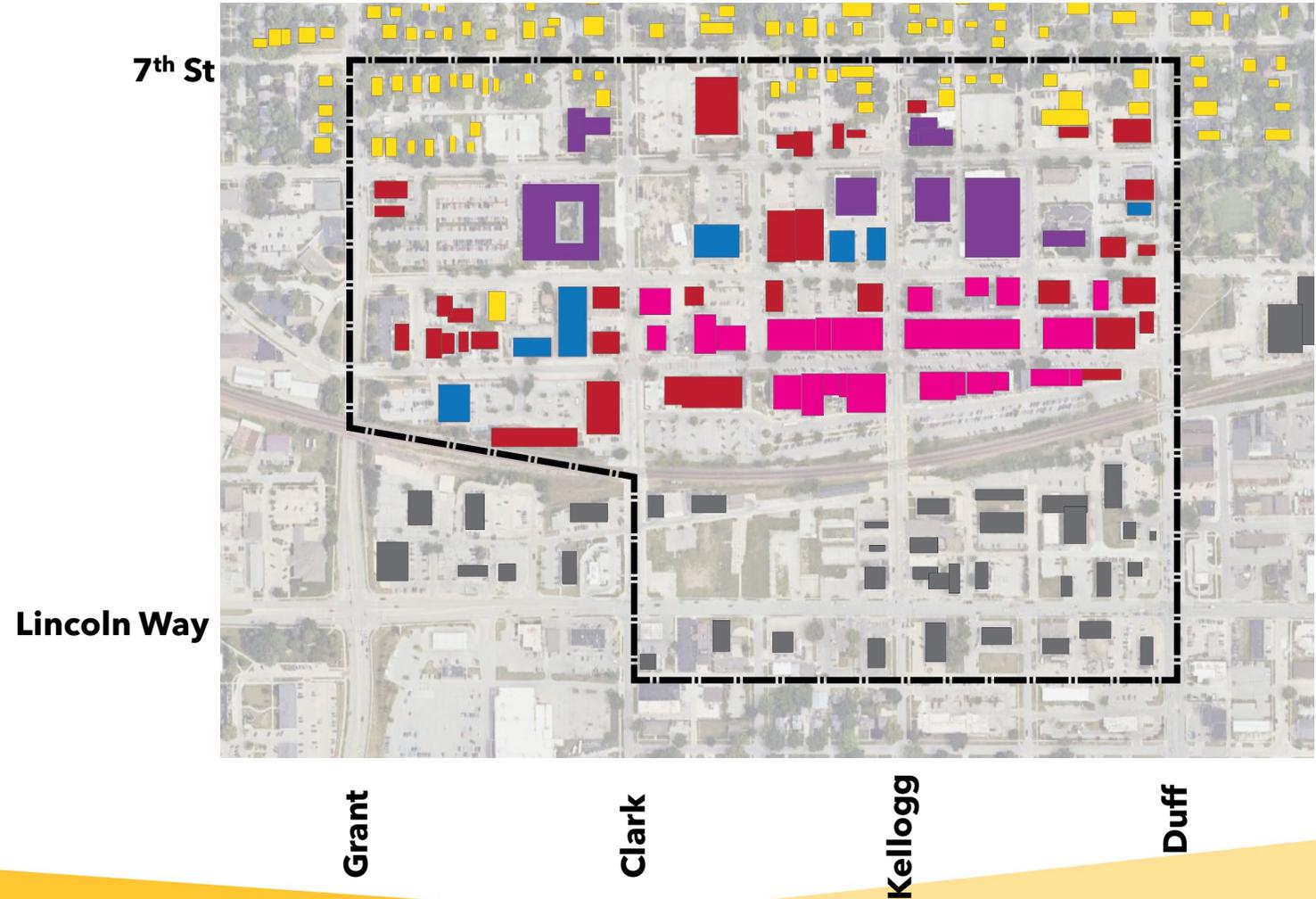
Kellogg

Duff

AUDIT & ANALYSIS



- Land Use
 - Mixed use
 - Lack of housing

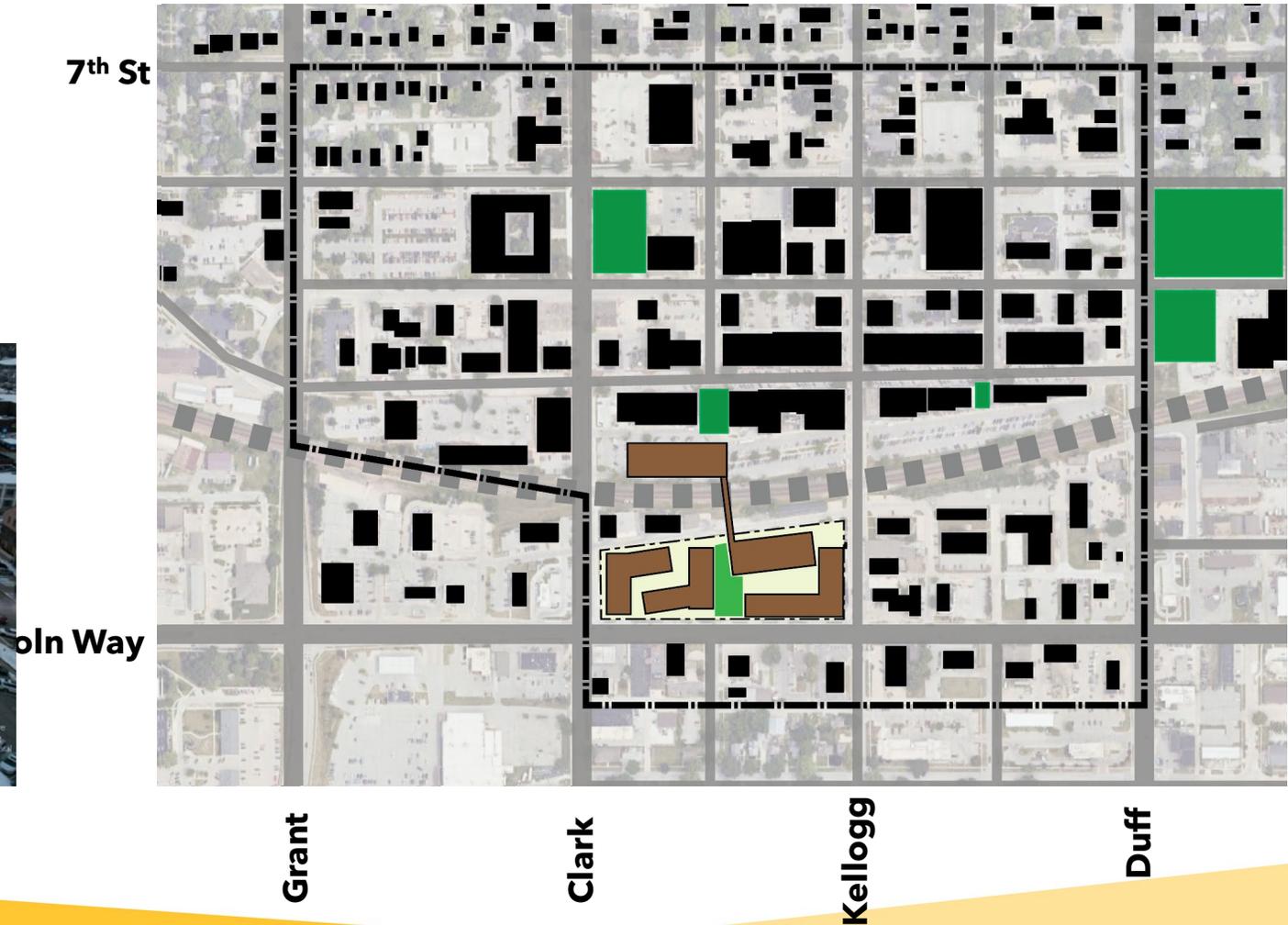


AUDIT & ANALYSIS



- The Linc

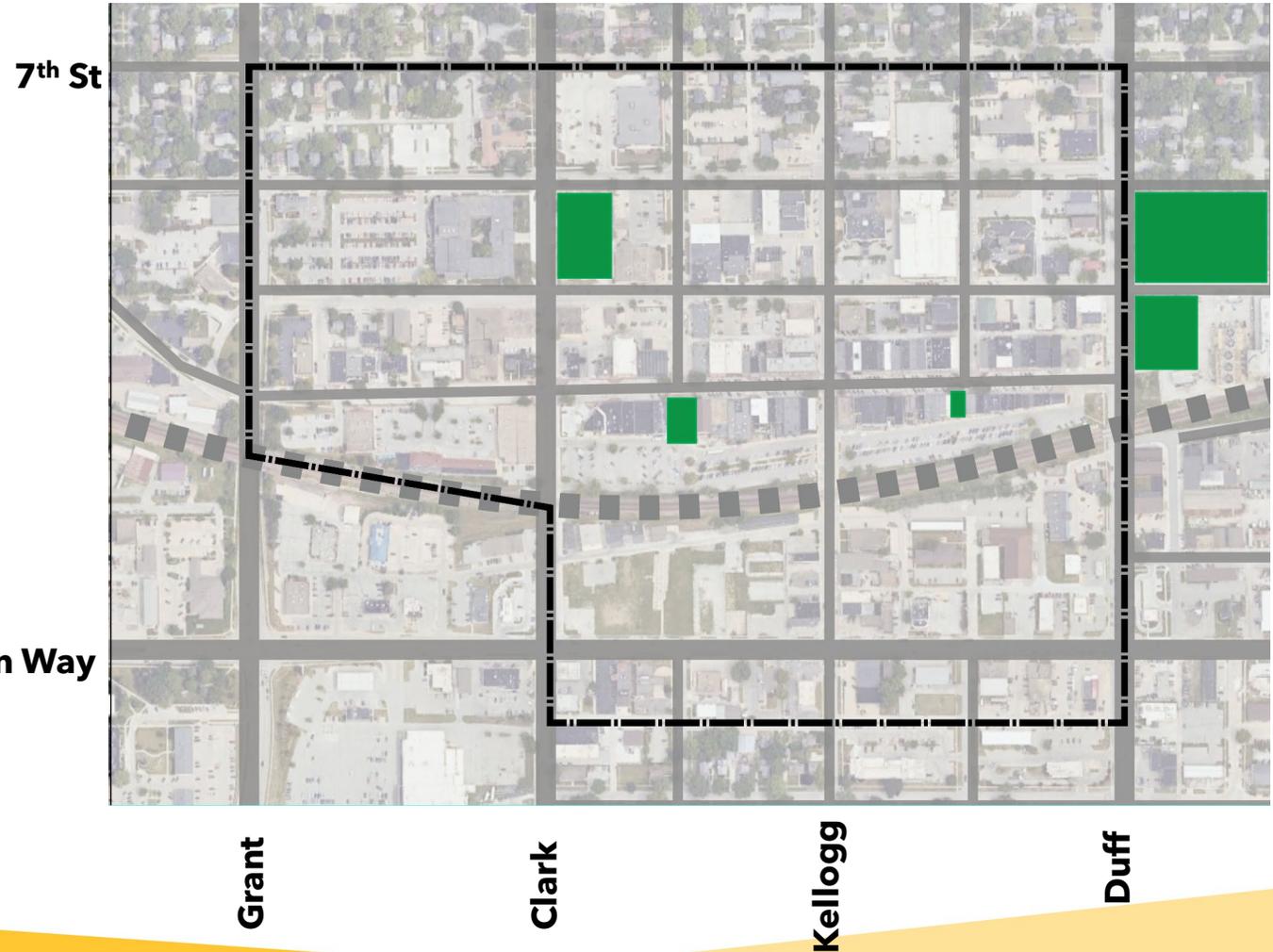
- Mixed Use
- Connection across rails



AUDIT & ANALYSIS



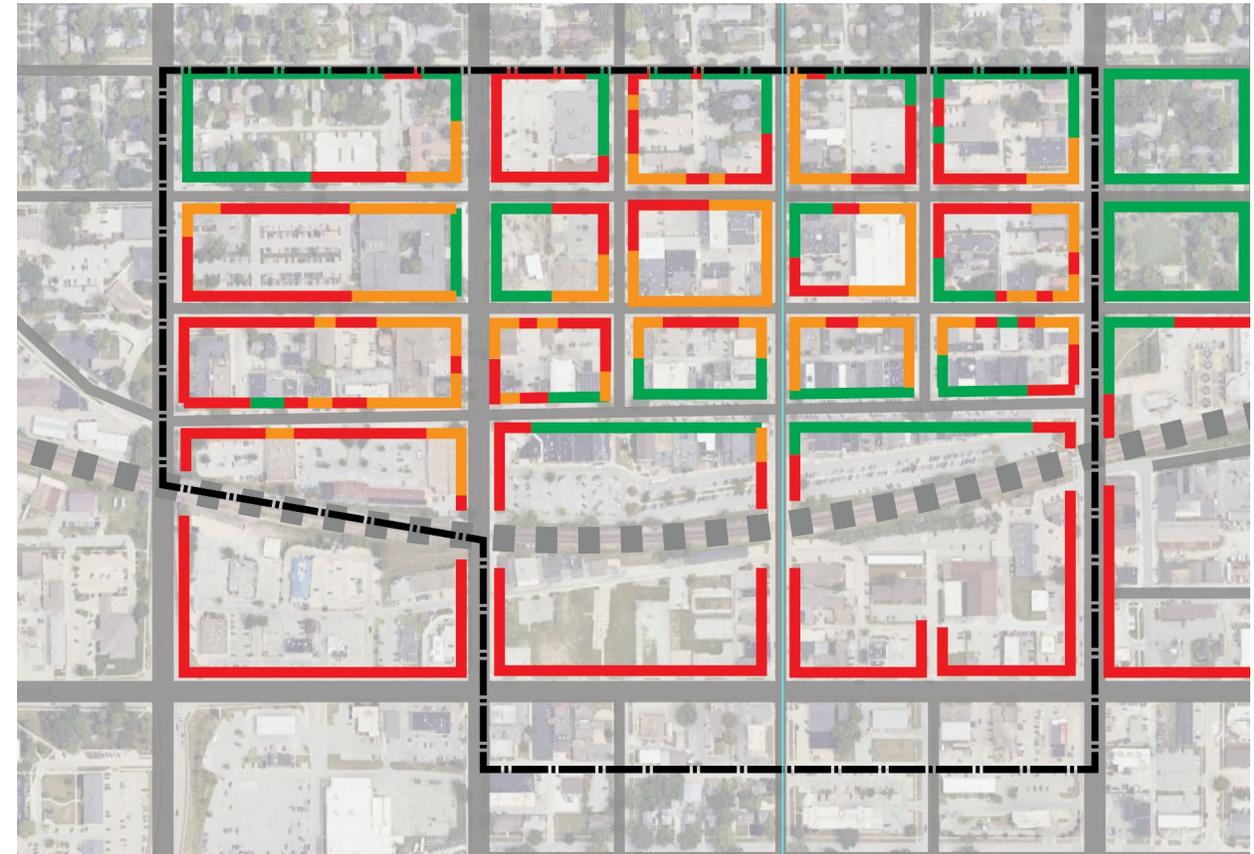
- Public Realm/Parks
 - Dispersed parks
 - Complete but minimal sidewalks



AUDIT & ANALYSIS



- Sidewalks and Frontage **7th St**
 - Connected but spotty



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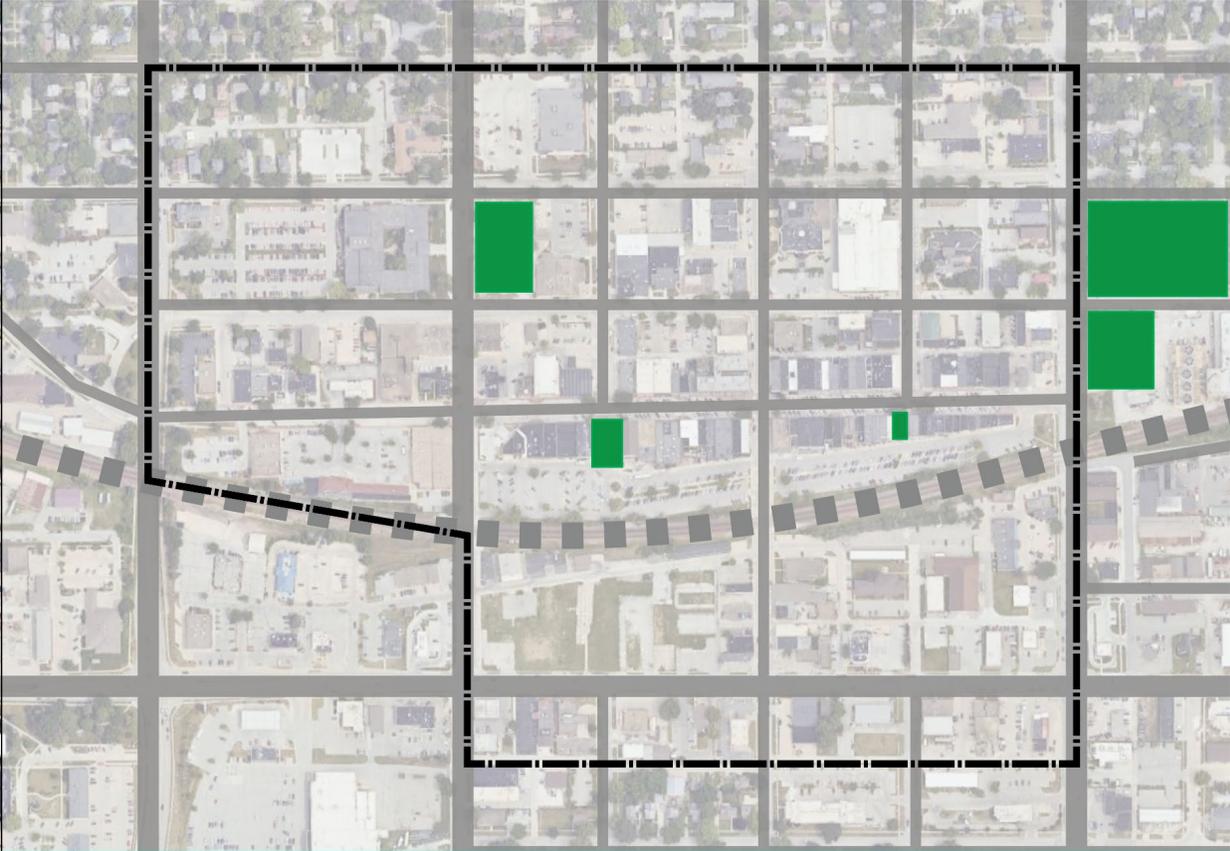
Kellogg

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AUDIT & ANALYSIS



7th St



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Duff

Trends (and what they might mean for Downtown)

- Post Covid

- Dislocation of workers
- Commute isn't what it used to be
- Outdoors is Healthy
- E Commerce won the pandemic



Trends (and what they might mean for Downtown)

- Rise in urban production districts
- Public space + culture = shared public value
- Steady increase in food related expenditures
- Infrastructure that is playful, artful, flexible, social





VISION & GOALS

Identify Issues and Opportunities

- What **historic/cultural elements** showcase Downtown Ames?
- What is currently the **biggest issue** with the Downtown Ames?
- What **challenges** need to be addressed to make this study and its outcomes successful?
- What special **events** take place in Downtown Ames? What is lacking for those special events? Parking? Event Power? Accessibility?
- What **elements do you dislike**? What **elements do you like**?
- What does a **safer street** mean to you?

VISION & GOALS

Identify Issues and Opportunities



- Establish **critical success factors** – what are the factors that will determine the success of the project?
- What is the **downtown vision** for the study area? How does it **compare** to the existing conditions?
- What current issues affect Downtown Ames' **functionality**?
- Does the current **parking function** well? If not, how would you improve it?
- Do you feel downtown is **pedestrian friendly**? How can it be improved?

VISION & GOALS

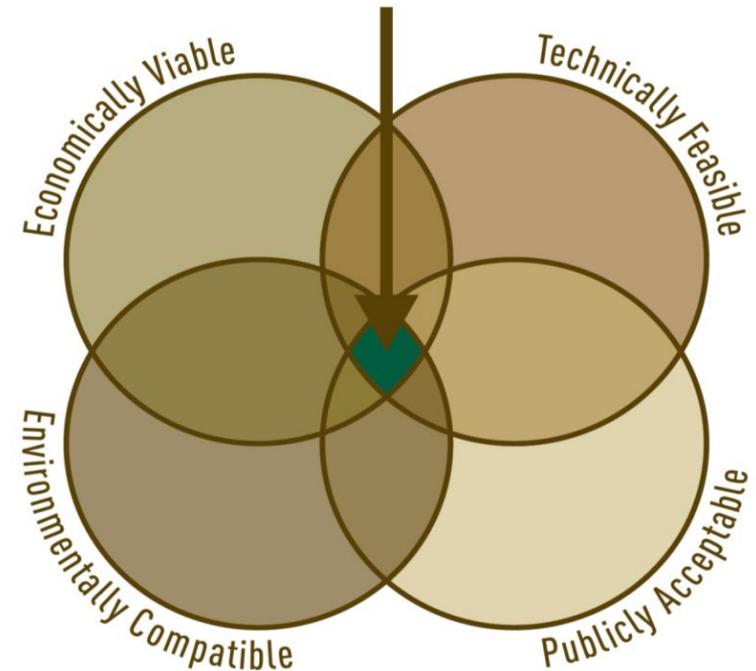
Identify Issues and Opportunities



- How **'green'** should downtown be?
Landscaping? Sustainability? Stormwater?

**Sustainability
goes beyond
'green'**

Sustainable Solution



SCHEDULE

Kick Off Meeting (Steering Committee Mtg. 1) - 6/3

 **Steering Committee Mtg. 2 - 6/27**

Data Collection

Stakeholder Outreach

Kitchen Table Meeting

Steering Committee Mtg. 3 - mid-August? (tentative)

Preliminary Design Plan Review

Steering Committee Mtg. 4

Preliminary Opinion of Probable Cost