

Downtown Ames Master Plan



Agenda for Today

Purpose

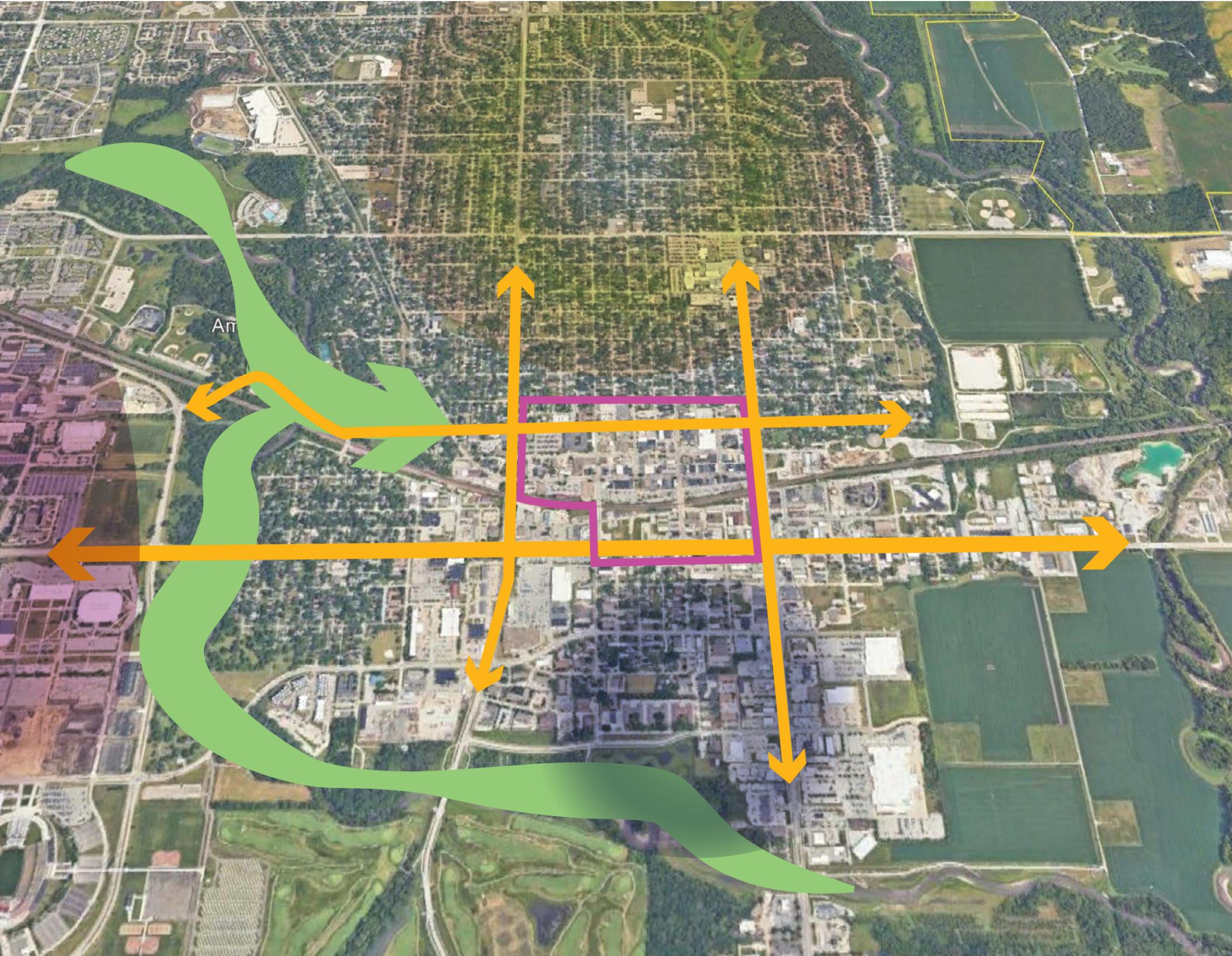
To present our findings; to diagnose the three systems of Downtown and to recommend the four focus areas for further study.

Agenda

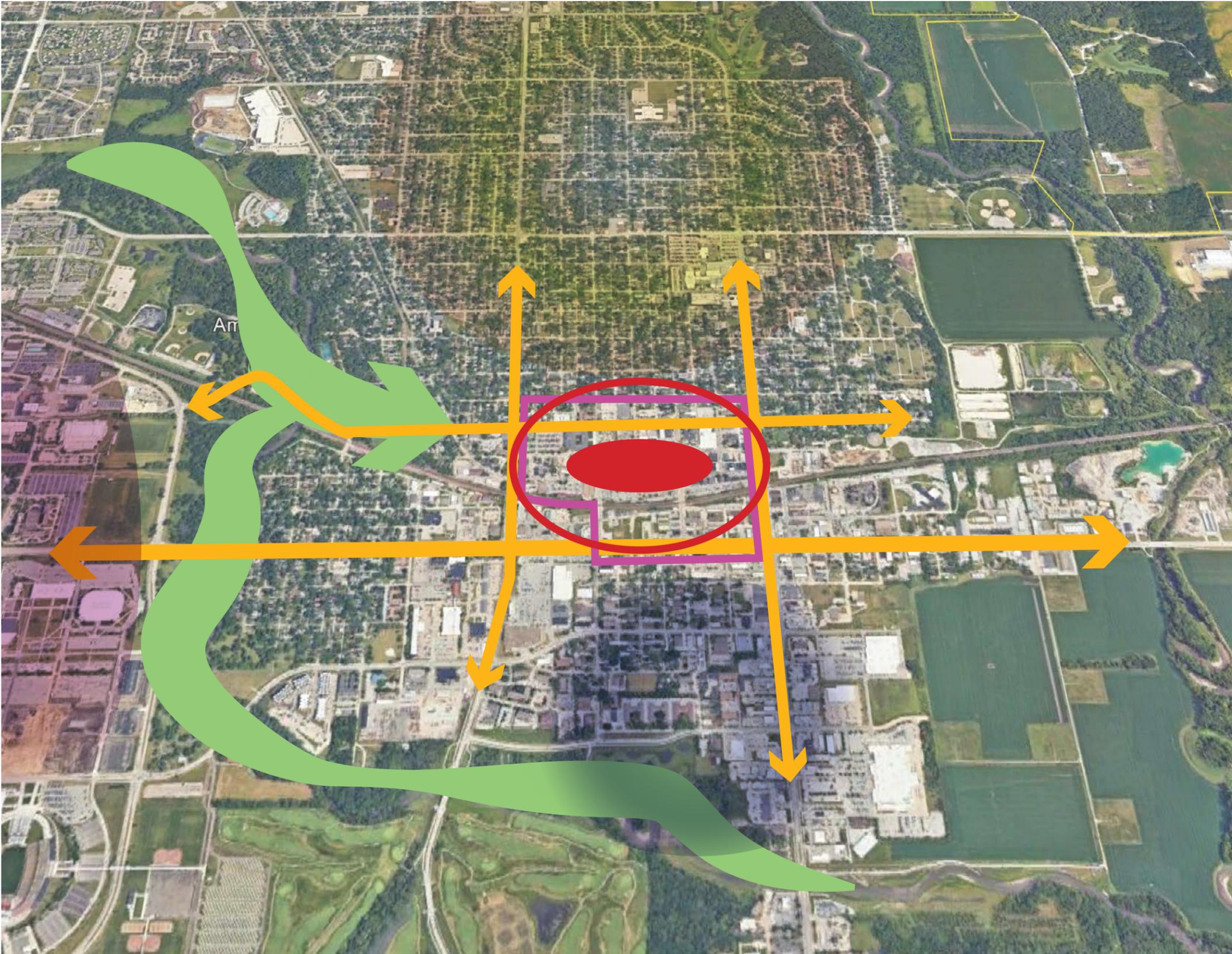
1. What we have learned
 - a. Public Realm
 - b. Connectivity and transportation
 - c. Urban Form and Development
2. Key takeaways and opportunities
3. Recommended Focus Areas



Context

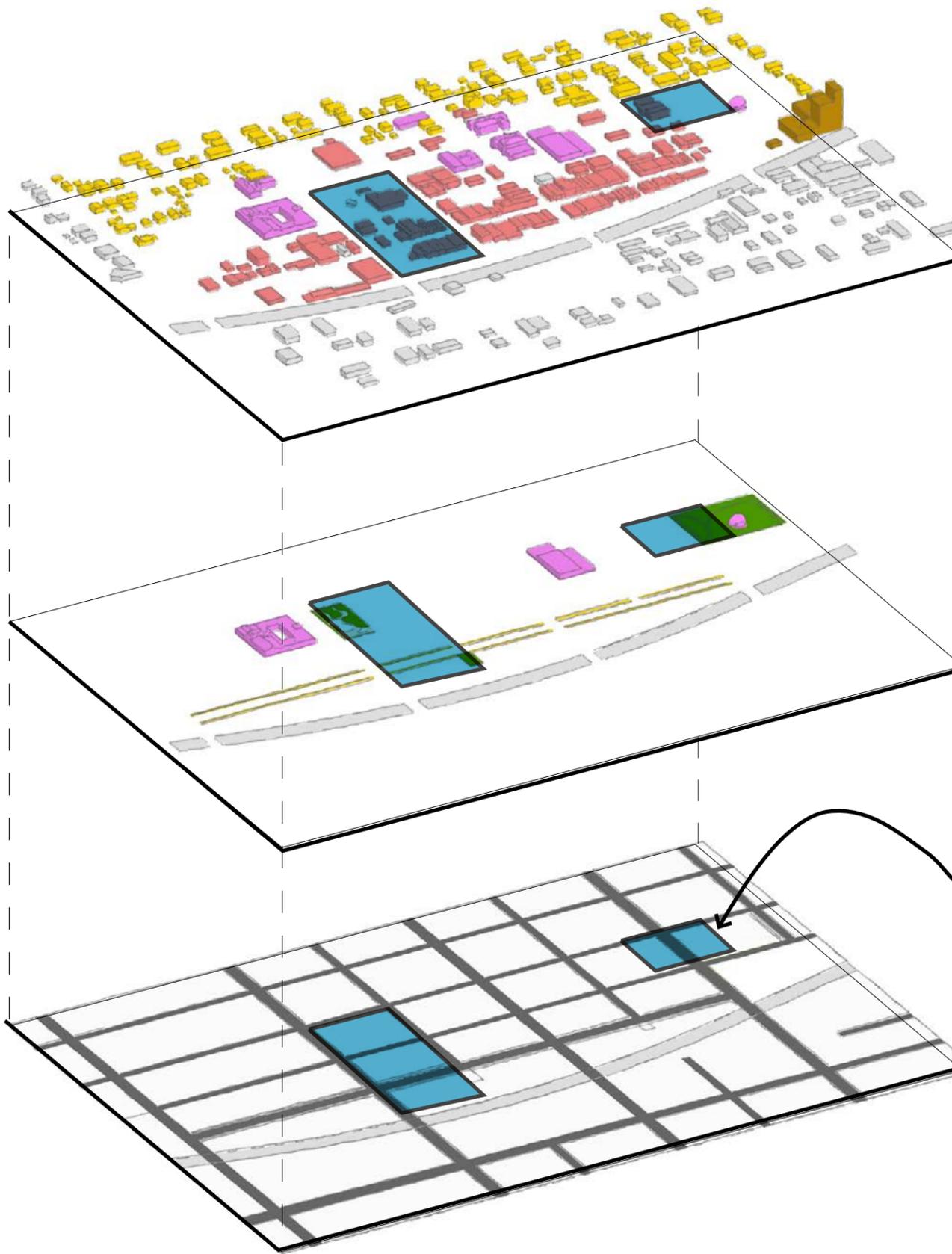


Edges



Overall Approach

SYSTEMS



Built Form

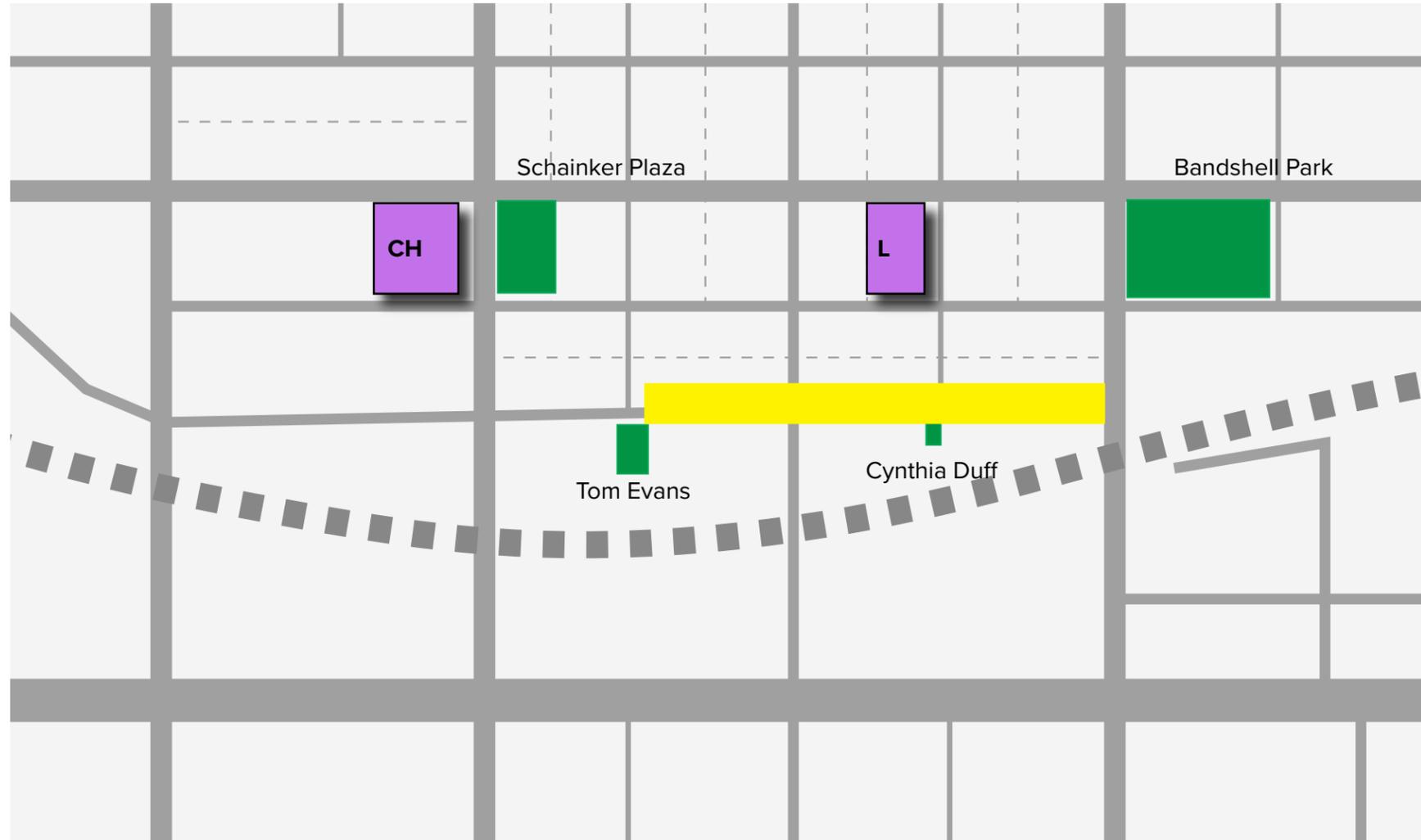
Public Realm

INITIATIVE
AREAS

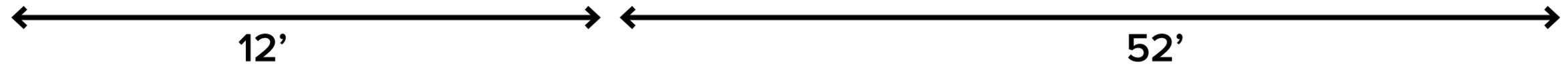
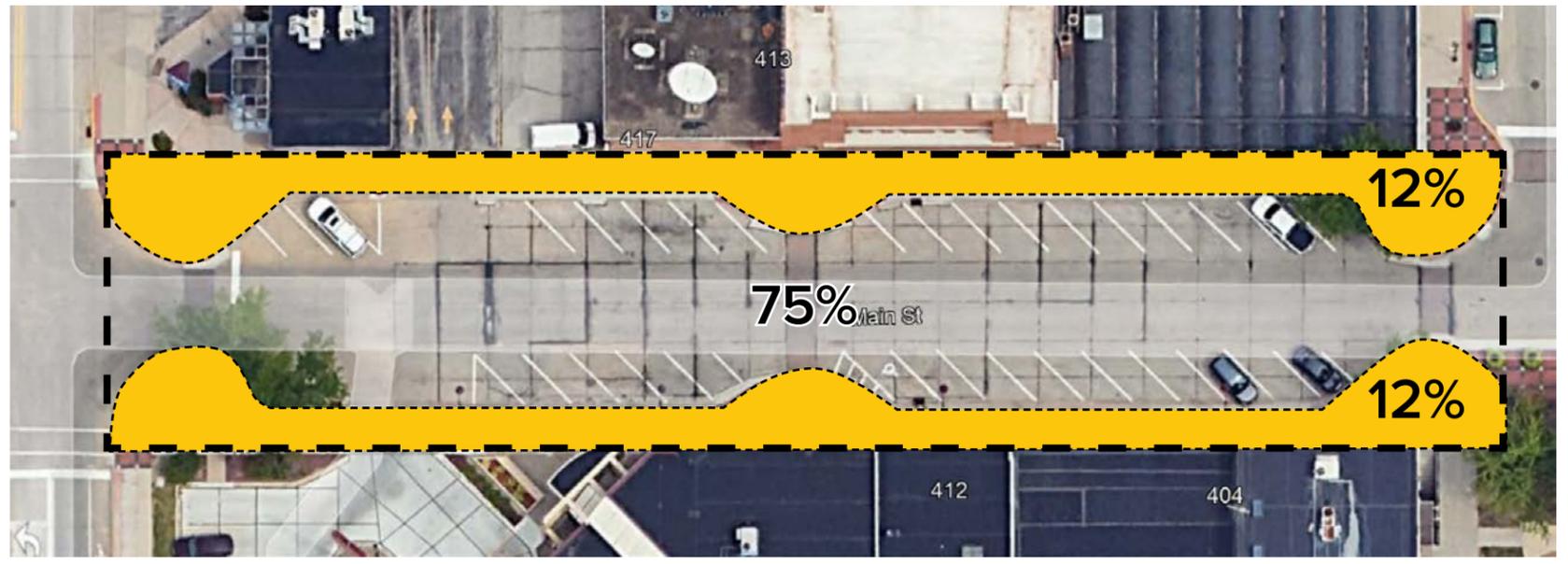
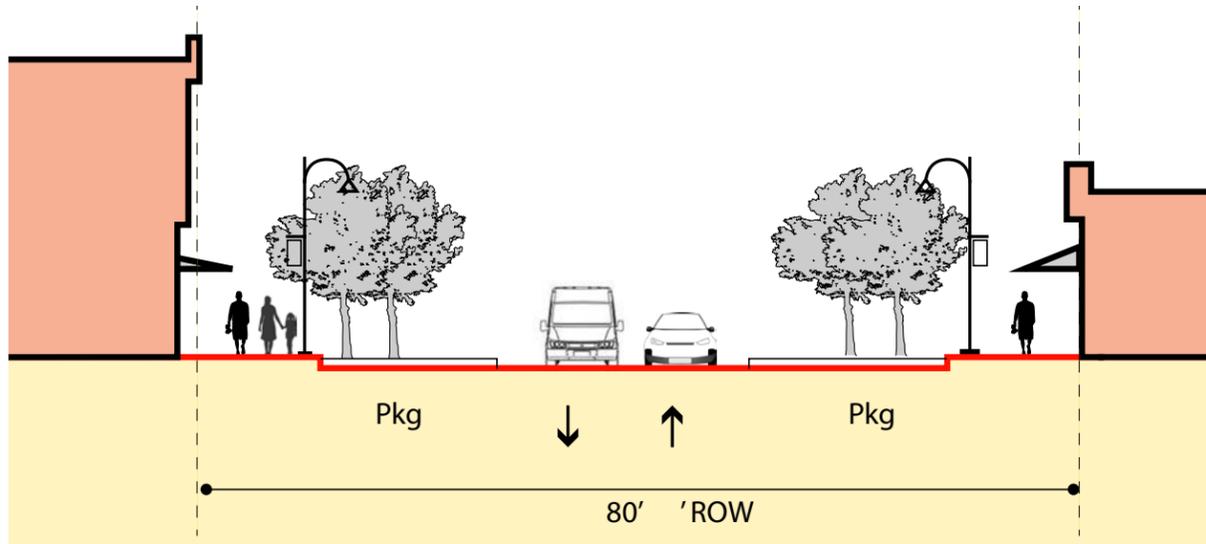
Connectivity



Public Realm and Open Spaces



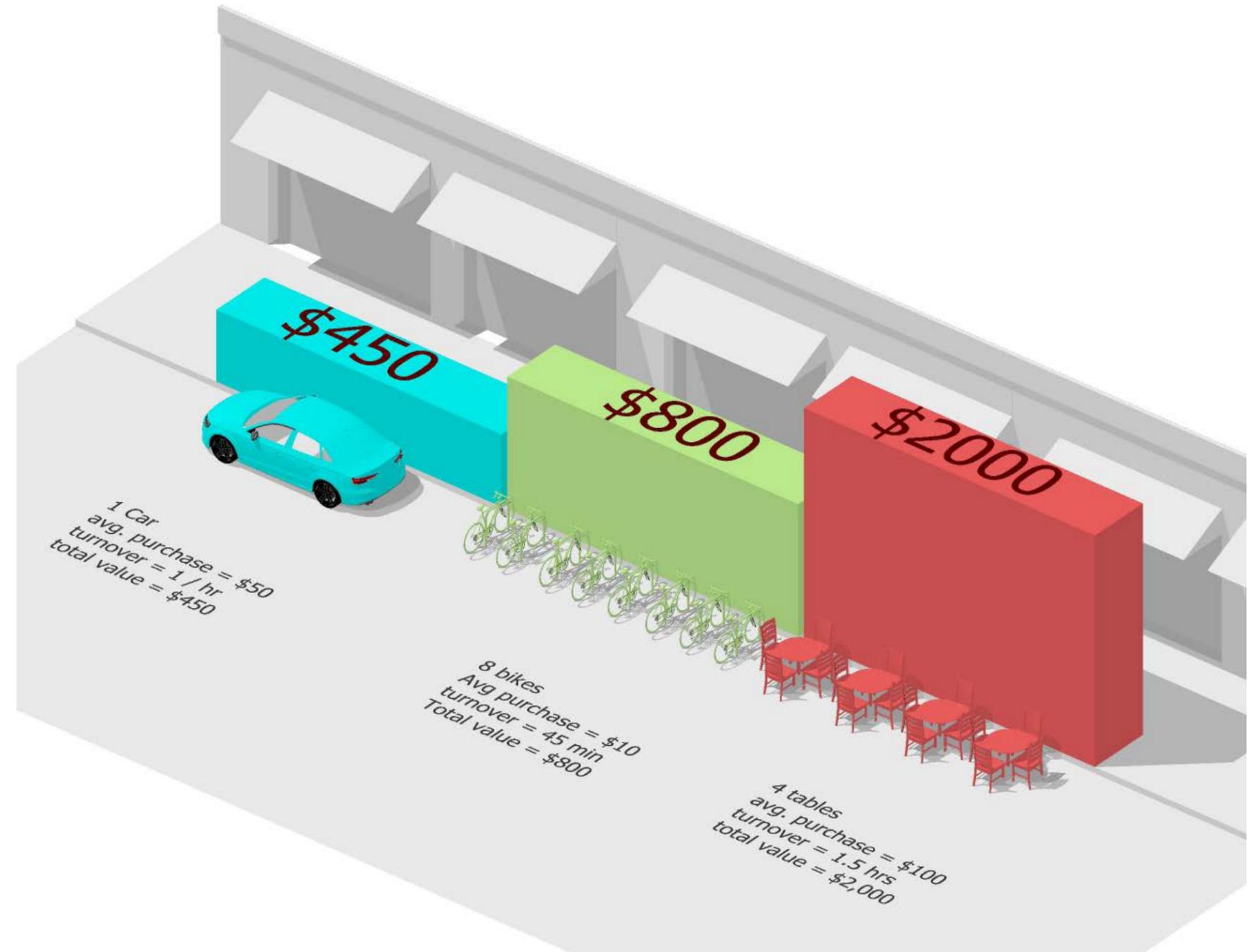
Public Realm and Open Spaces



Public Realm and Open Spaces



Public Realm and Open Spaces



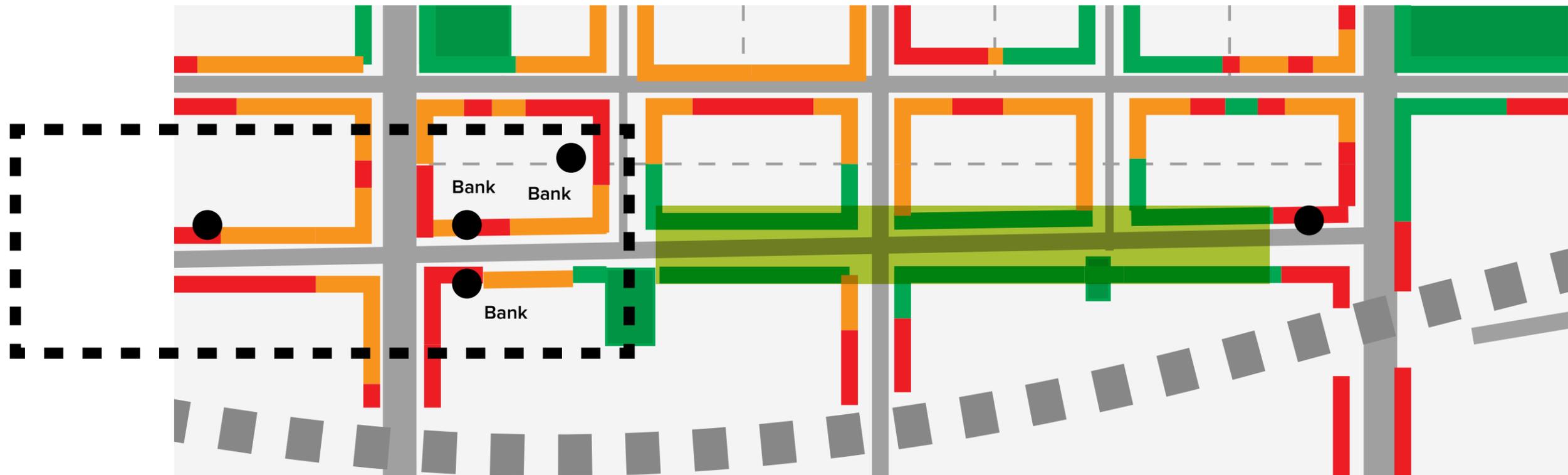
Public Realm and Open Spaces



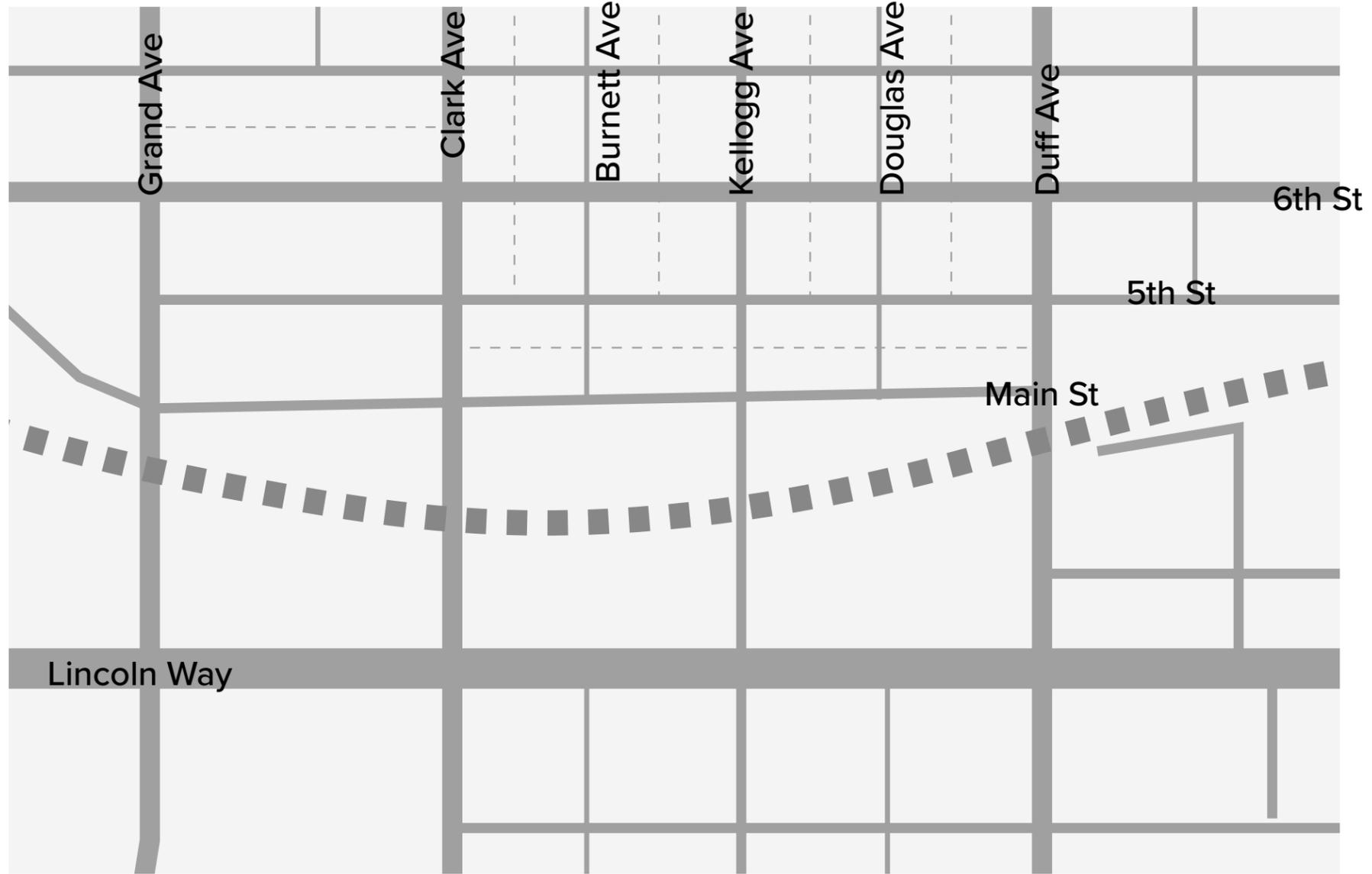
Burnett

Kellooa

Doug



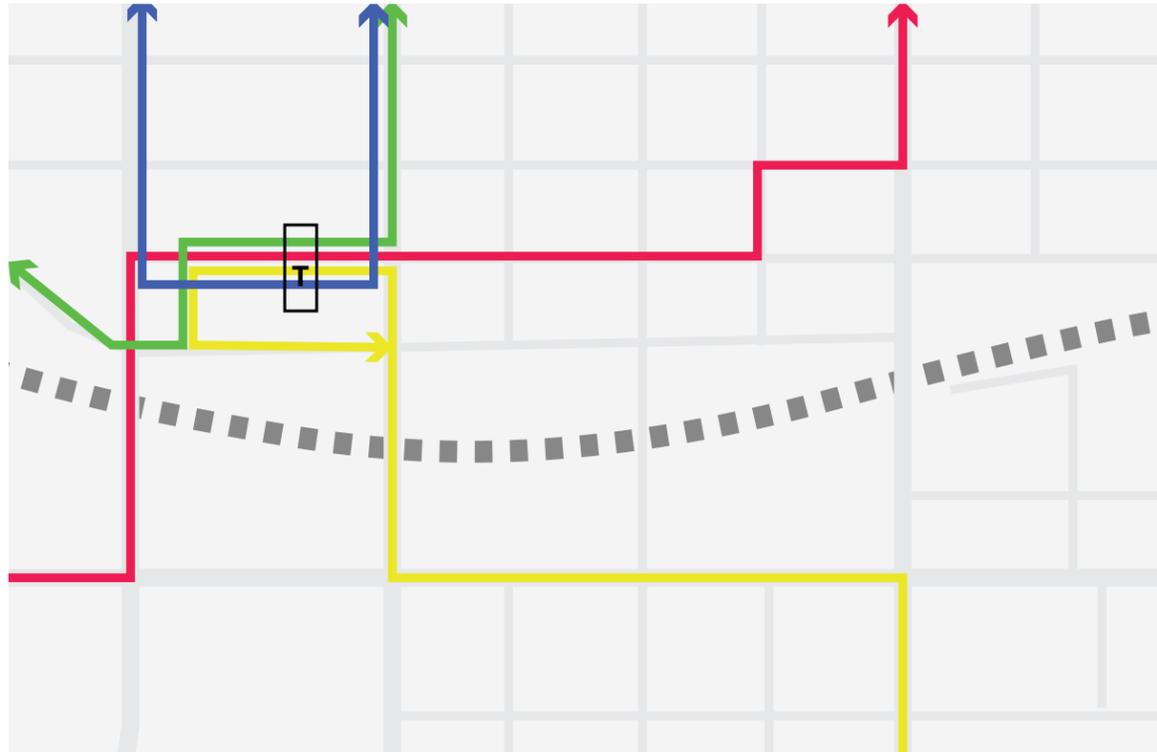
Transportation Connectivity and Access



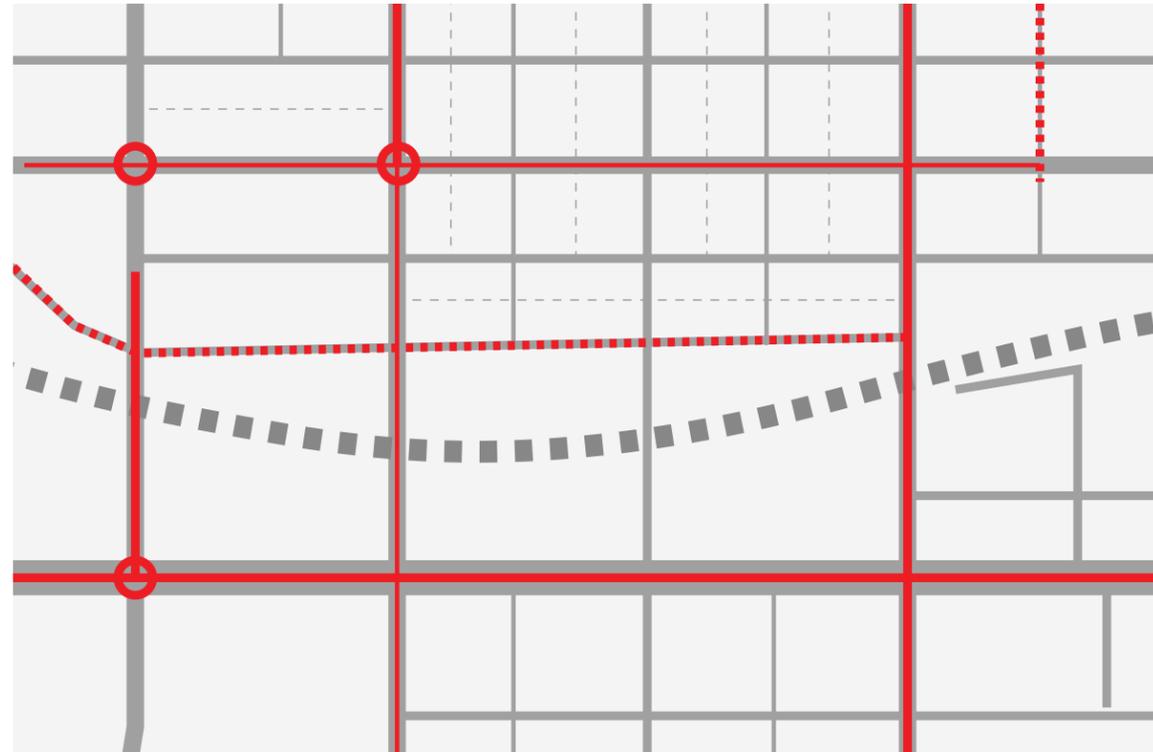
Street Grid



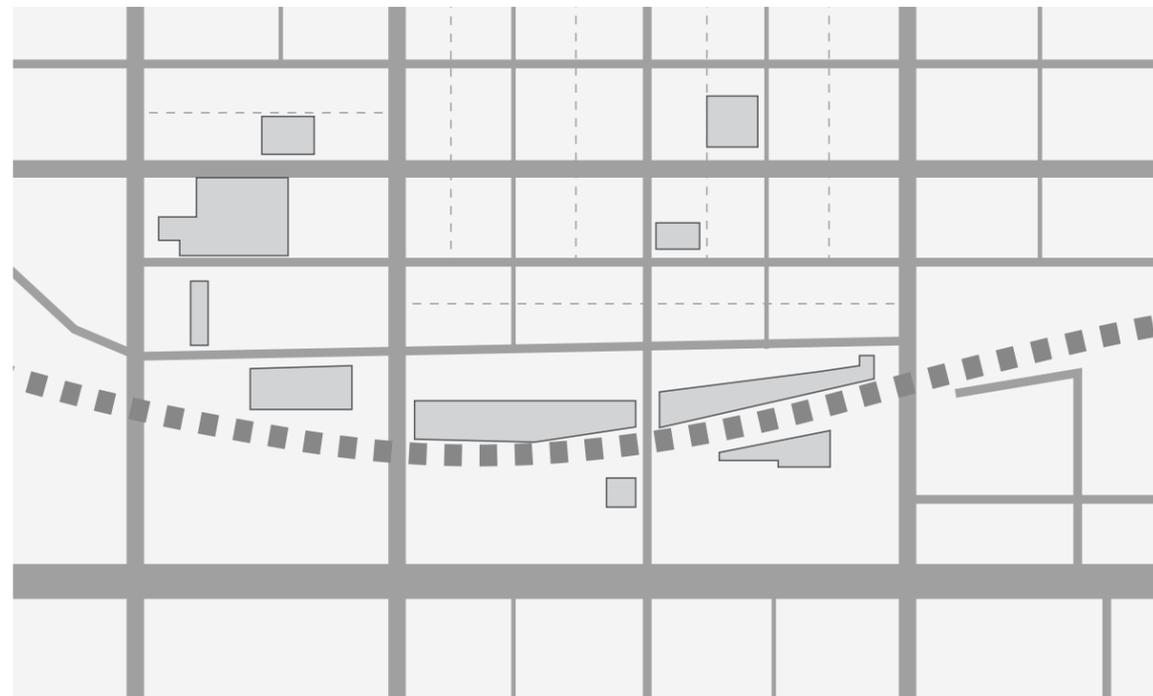
Transportation : Arrival



Transit: CyRide Routes



Cycling Routes and Trails



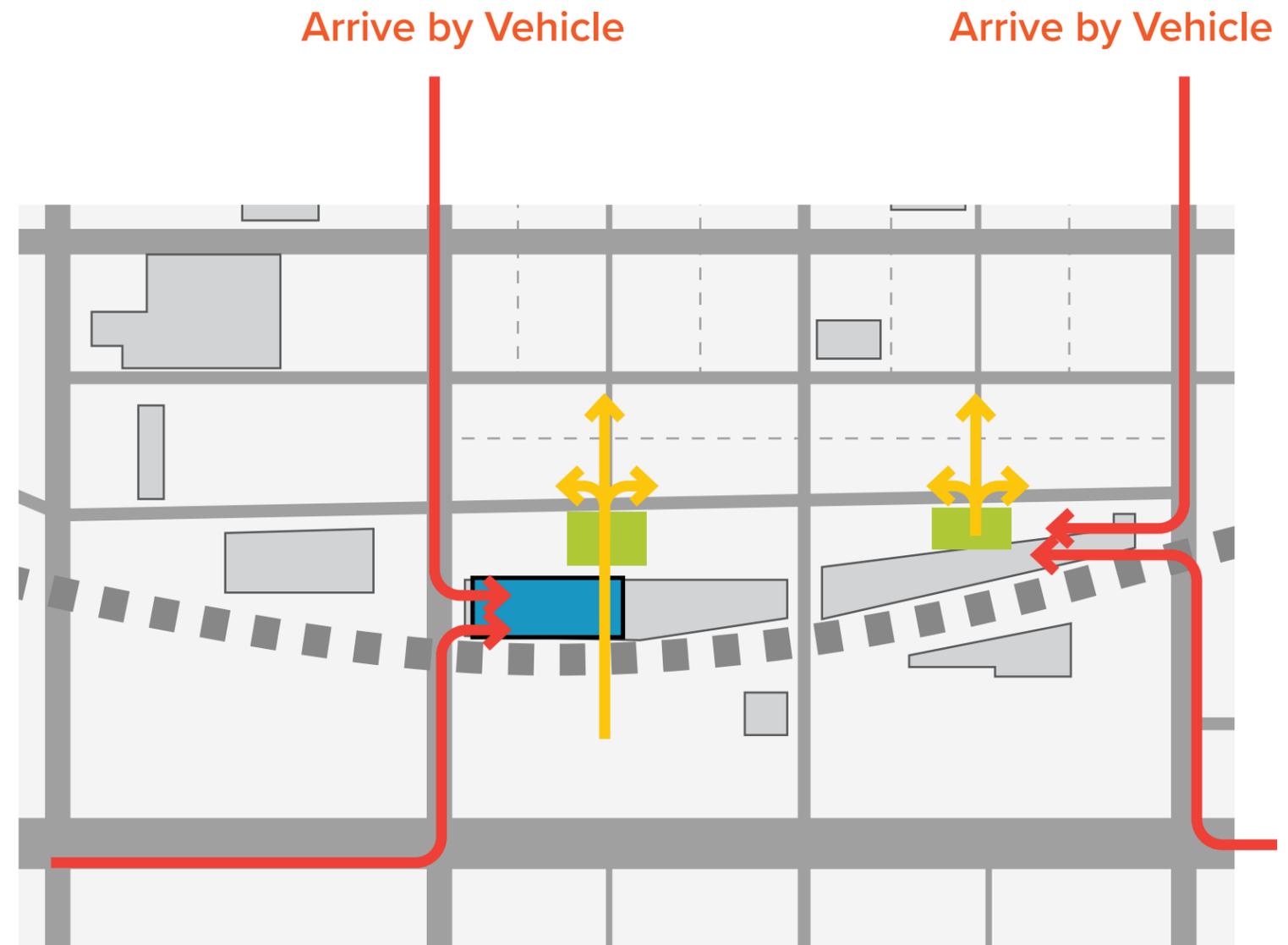
Parking



Transportation : Arrival



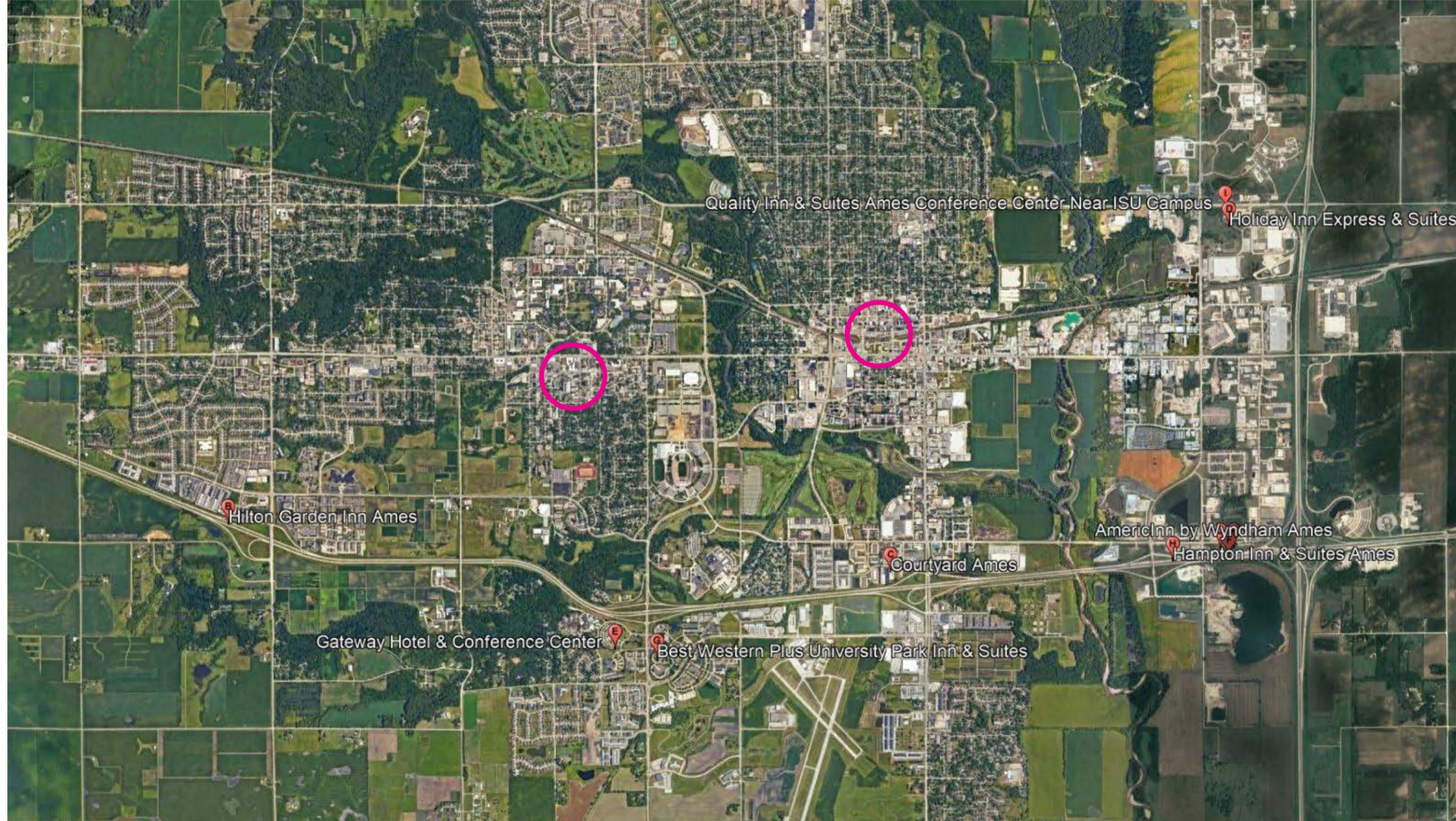
Mobility Hubs



Arrive by Vehicle
Welcome, get oriented
and enjoy on foot



Development and Urban Fabric



Development and Urban Fabric



Mix of uses, but almost no housing

Community attractions and destinations

Unique retailers and restaurants

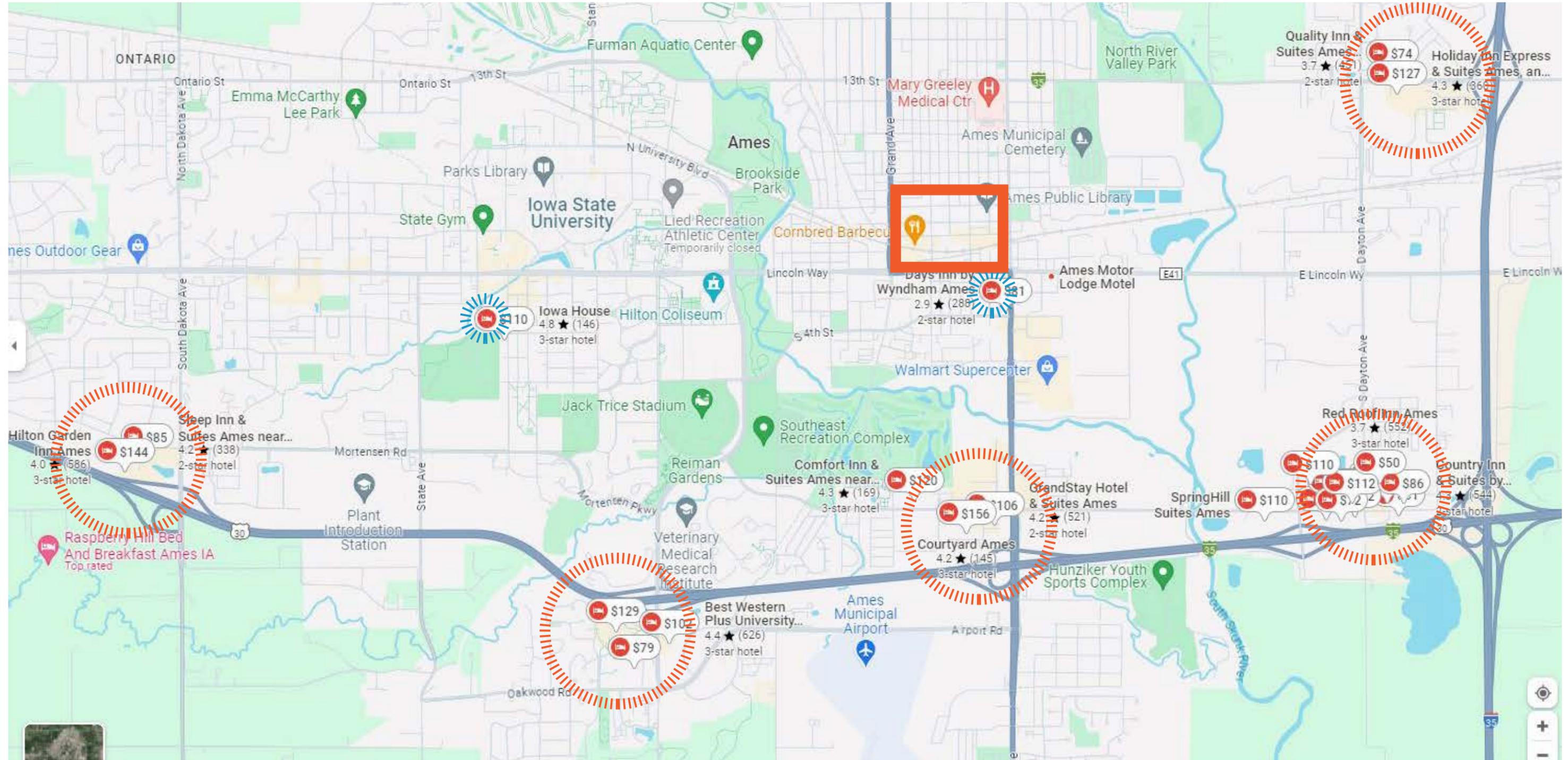
Missing:

hospitality/hotel

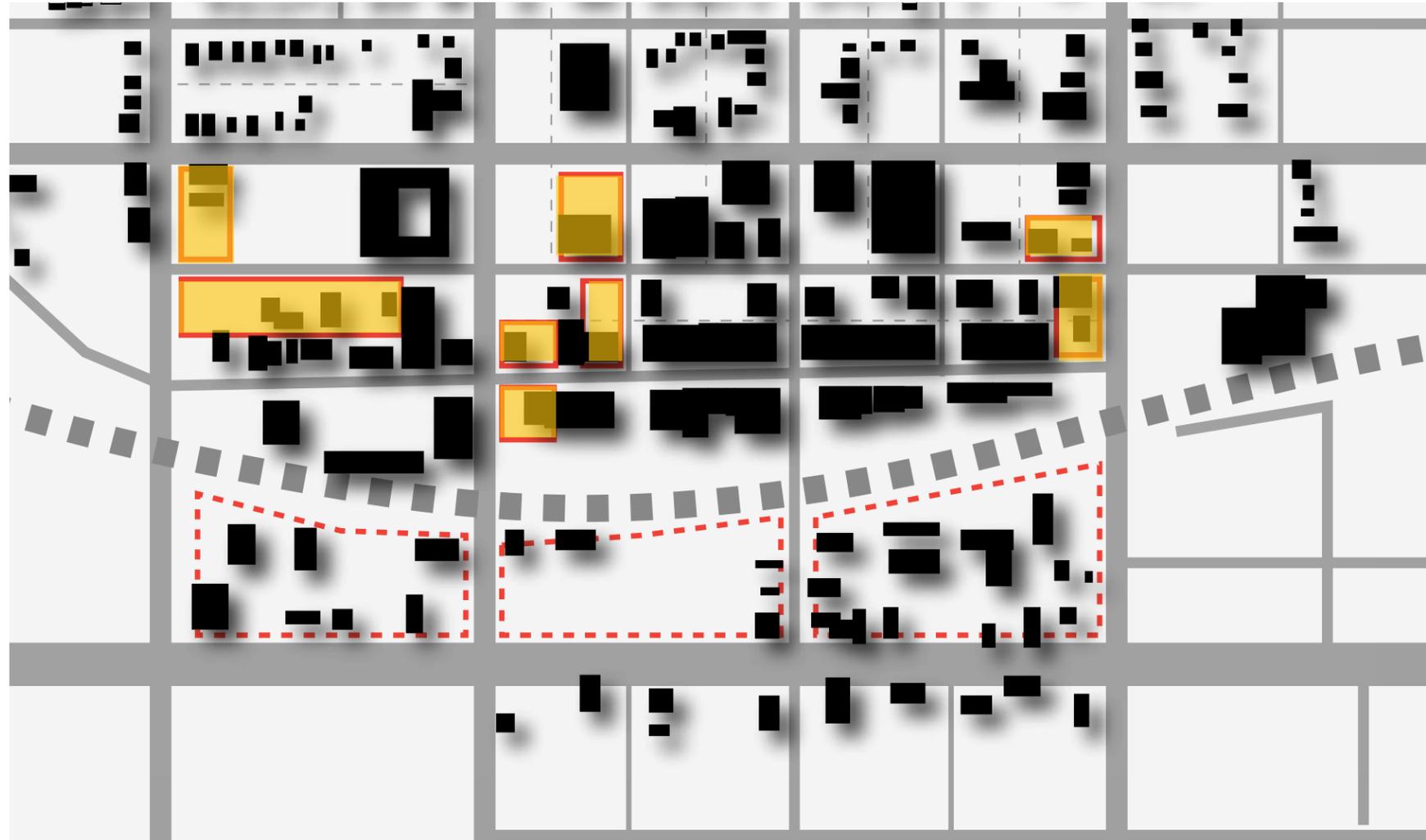
evening / weekend venues



Development and Urban Fabric



Development and Urban Fabric



“Soft” / Susceptible to change



Main Opportunities

To **expand** the role of the public realm to be

- more welcoming to more people

- to facilitate more events and programming

- to support business activity

- to connect across the tracks.

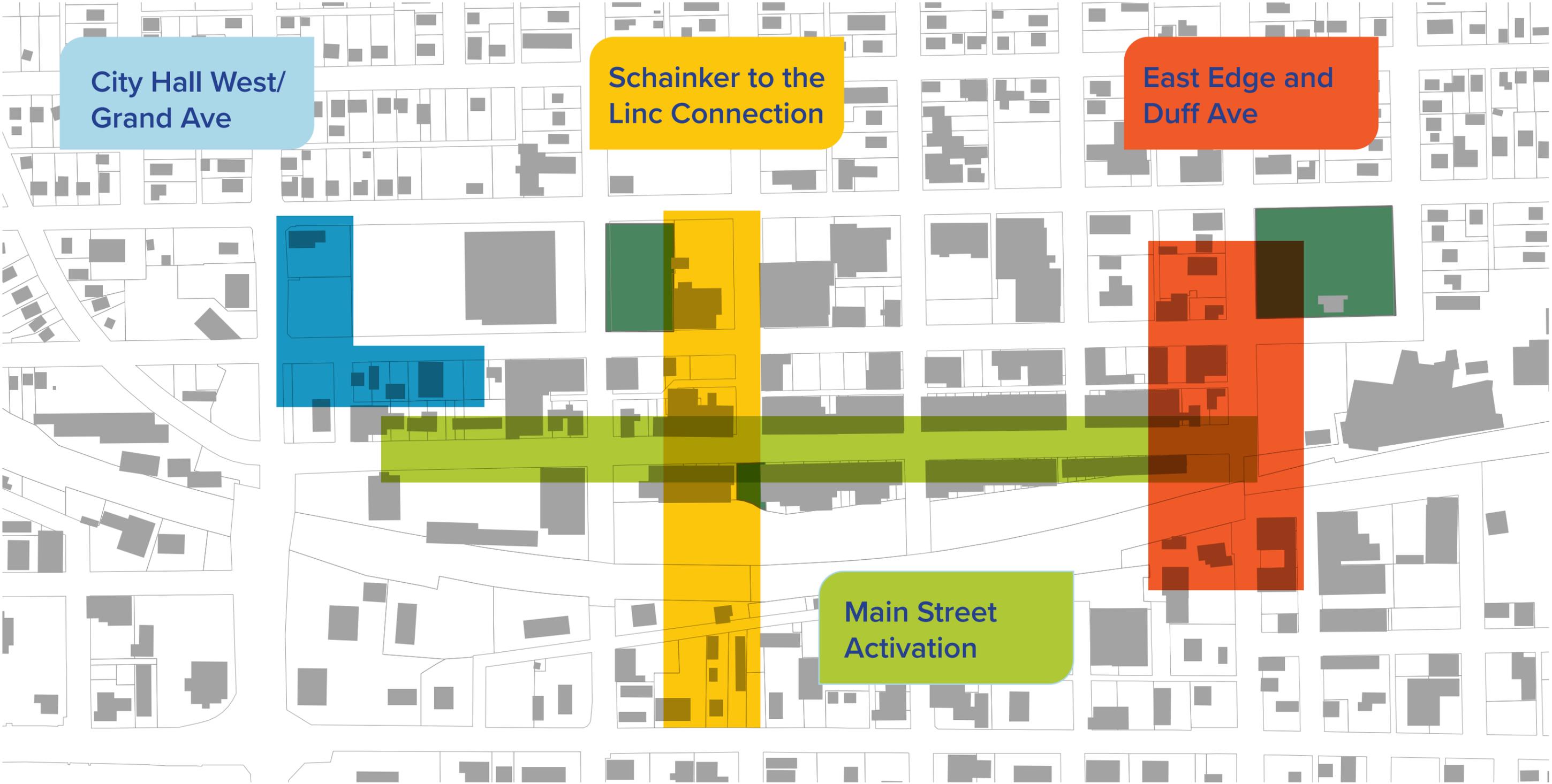
To re-design Main Street as **THE signature street** in Ames whose primary purpose is to support businesses, activity, and gathering.

To transition Downtown into a **full mixed-use neighborhood** while also growing it into a regional destination for entertainment, food, and gathering.

To clean up the edges and **fill in the voids** surrounding the core of downtown.



Where

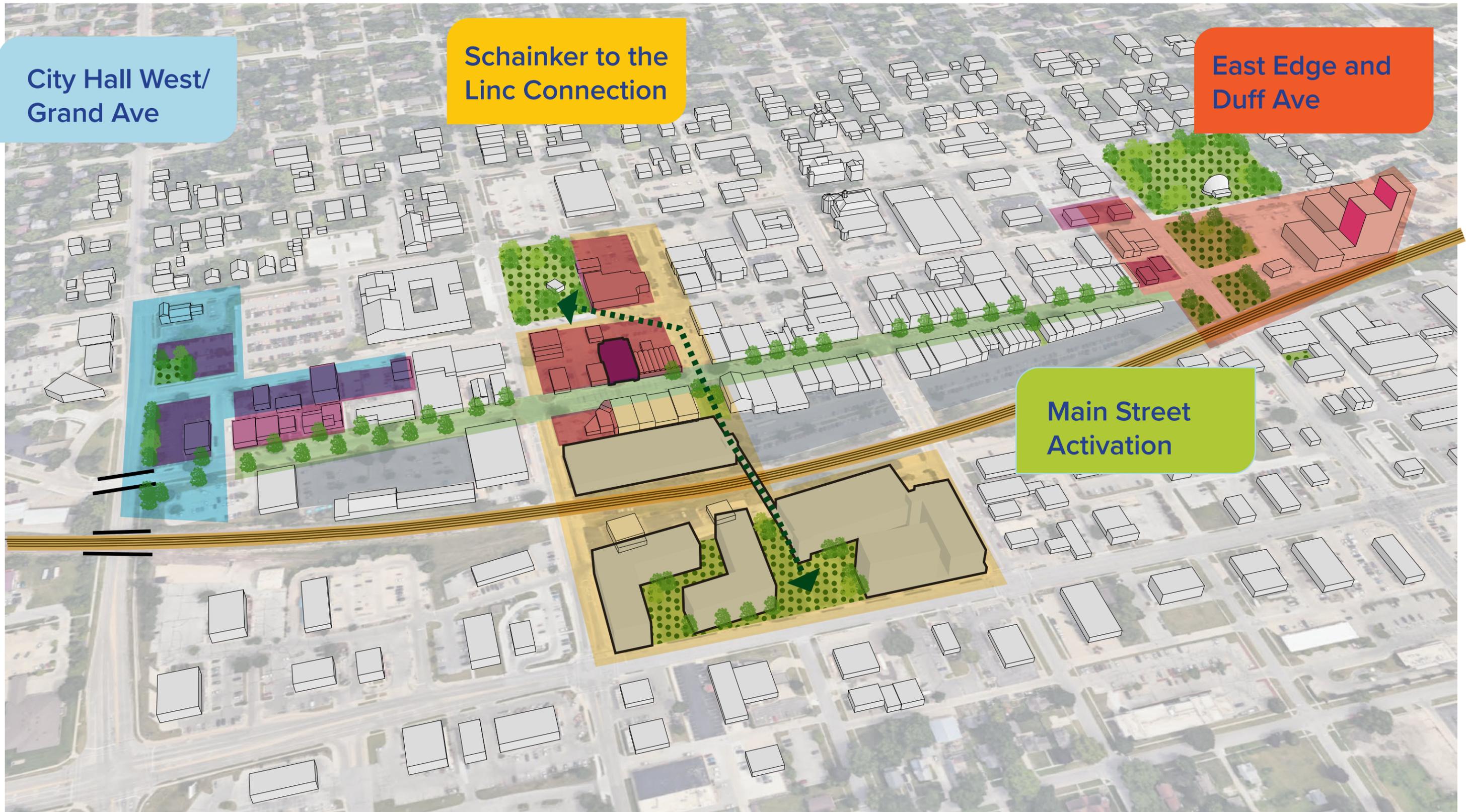


City Hall West/
Grand Ave

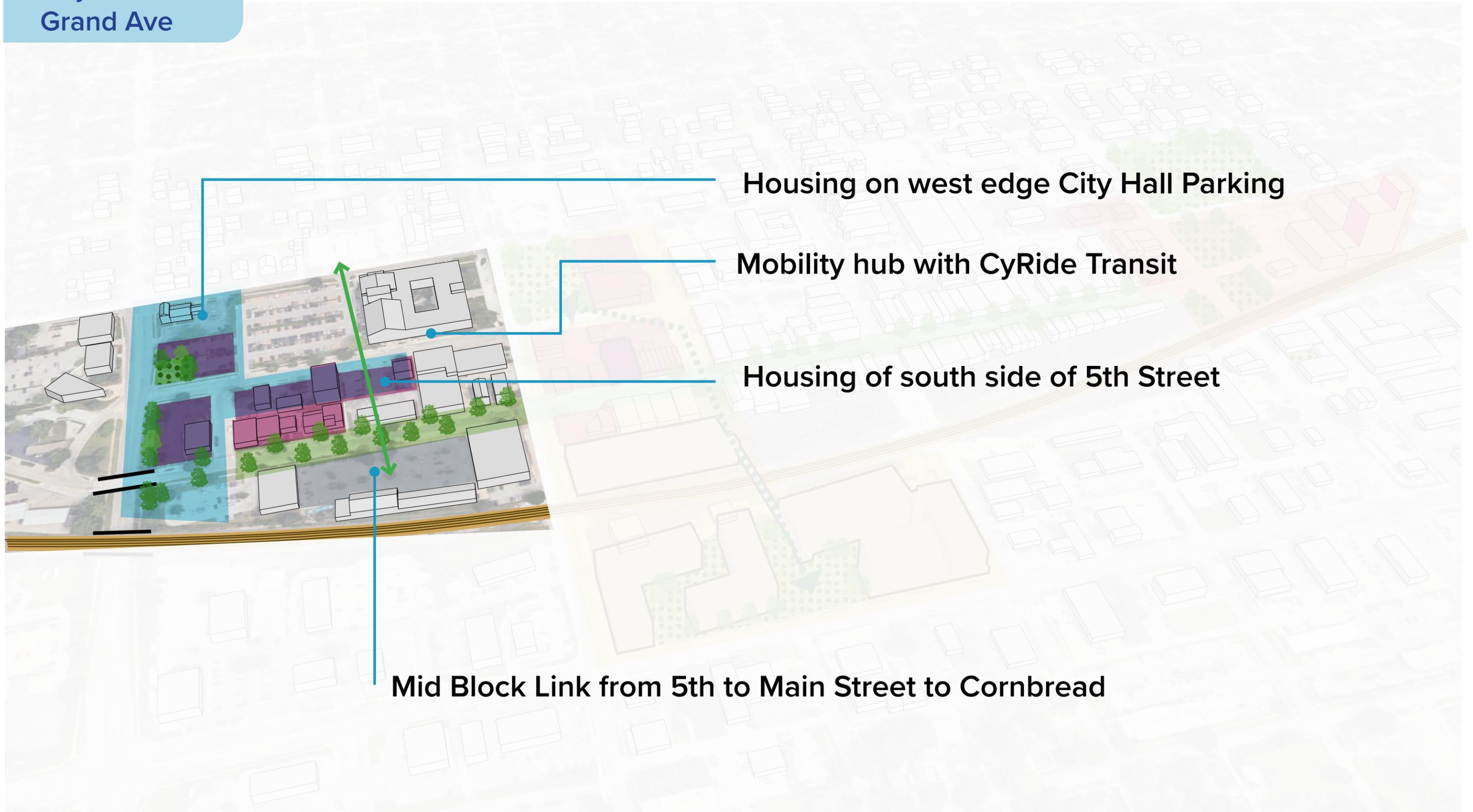
Schanker to the
Linc Connection

East Edge and
Duff Ave

Main Street
Activation



**City Hall West/
Grand Ave**



Housing on west edge City Hall Parking

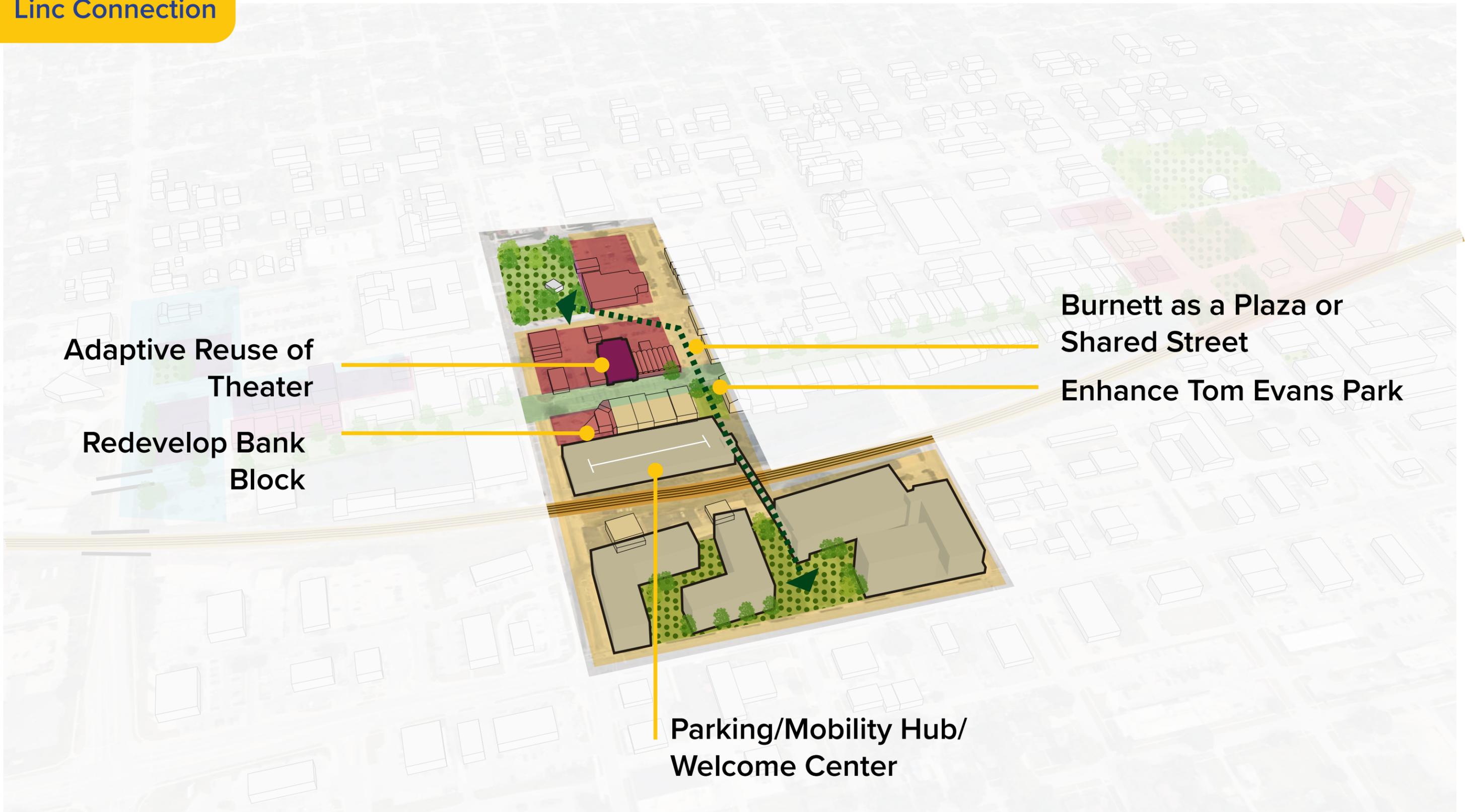
Mobility hub with CyRide Transit

Housing of south side of 5th Street

Mid Block Link from 5th to Main Street to Cornbread



Schanker to the Linc Connection



Adaptive Reuse of Theater

Burnett as a Plaza or Shared Street

Enhance Tom Evans Park

Redevelop Bank Block

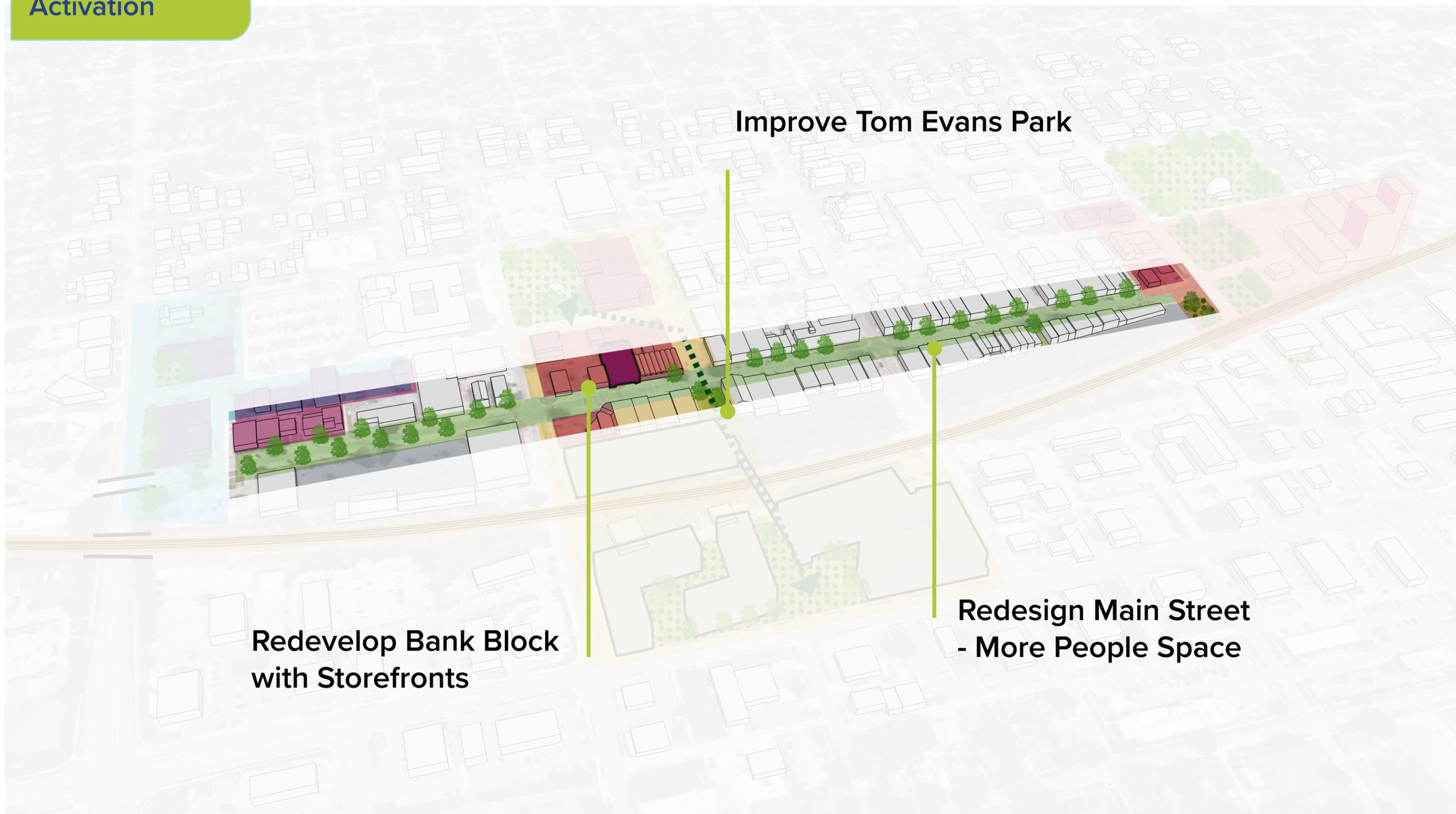
Parking/Mobility Hub/Welcome Center



Schinker to the Linc Connection



**Main Street
Activation**



Improve Tom Evans Park

**Redevelop Bank Block
with Storefronts**

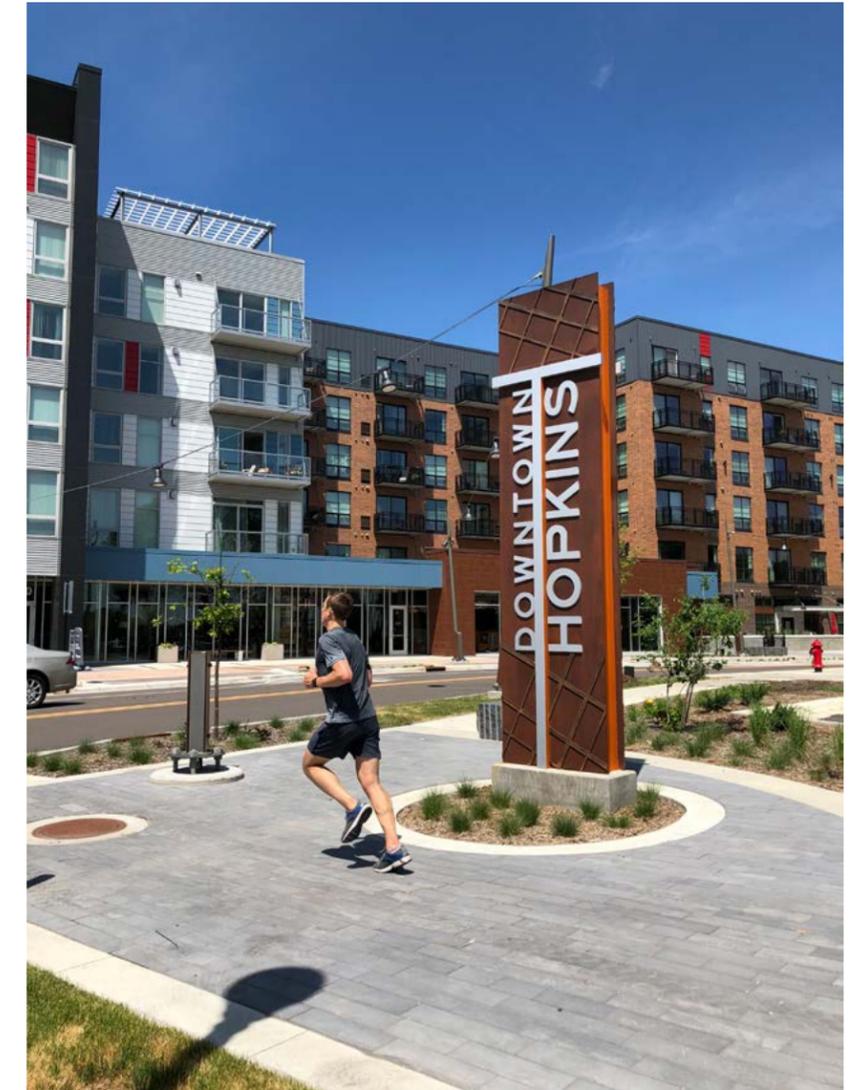
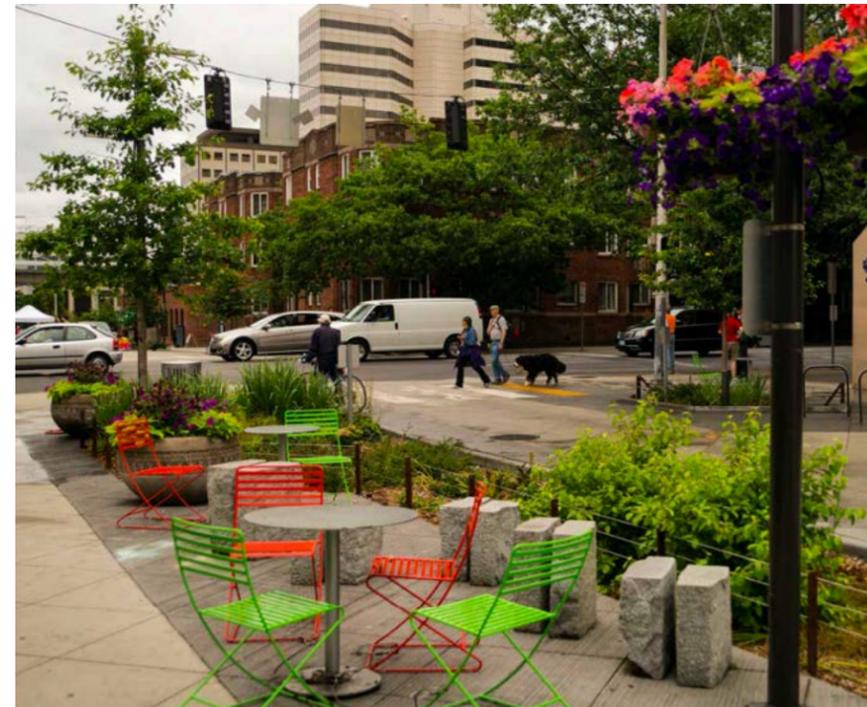
**Redesign Main Street
- More People Space**



Main Street Activation



Main Street Activation

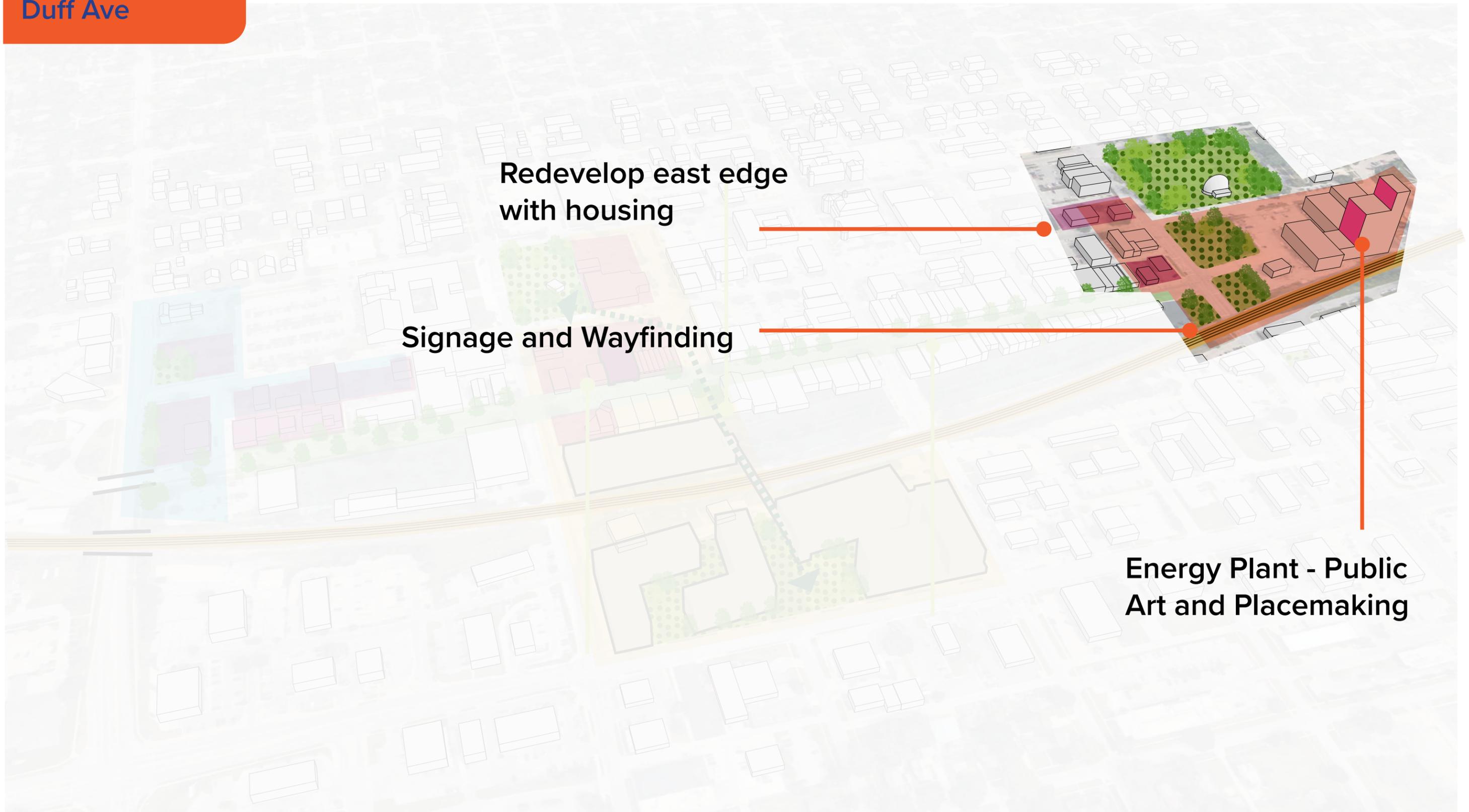


**East Edge and
Duff Ave**

**Redevelop east edge
with housing**

Signage and Wayfinding

**Energy Plant - Public
Art and Placemaking**



East Edge and Duff Ave



City Hall West/
Grand Ave

Schanker to the
Linc Connection

Main Street
Activation

East Edge and
Duff Ave

