

Downtown Ames Guiding Vision



DOWNTOWN
AMES



WHAT IS IN THE PLAN

EXECUTIVE SUMMARY

**ANALYSIS AND
FINDINGS**

**VISION AND
BIG IDEAS**

FRAMEWORKS

FOCUS AREAS

IMPLEMENTATION



WHAT IS IN THE PLAN

55 PAGES

5 CHAPTERS

4 BIG IDEAS

STRATEGIES TO ADVANCE THE IDEAS

METRICS TO MEASURE PROGRESS

3 FRAMEWORKS

4 FOCUS AREAS

16 OPPORTUNITIES/PROJECTS

IMPLEMENTATION

SEQUENCING

COSTS

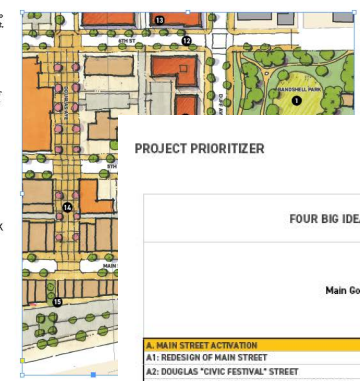
NEXT STEPS

THE VISION



C EAST EDGE AND DUFF AVE

OVERVIEW
The east edge of Downtown is a key entrance and gateway to Downtown, while also offering opportunity for development, growth and placemaking. It also provides opportunities to expand the reach of Downtown - offering connections to Bandsheil Park and highlighting the prominence of the Power Plant. The focus area identifies several sites for redevelopment on both sides of Duff Avenue - offering excellent locations for new housing anchoring the east edge of Downtown. The Plan recommends highlighting the Power Plant - (the City's tallest building) by celebrating it as public art (exterior lighting, etc). The Plan also offers suggestions for a converting Duff Avenue to a three lane section (road diet) in order to create safer crossings and access to Bandsheil Park.



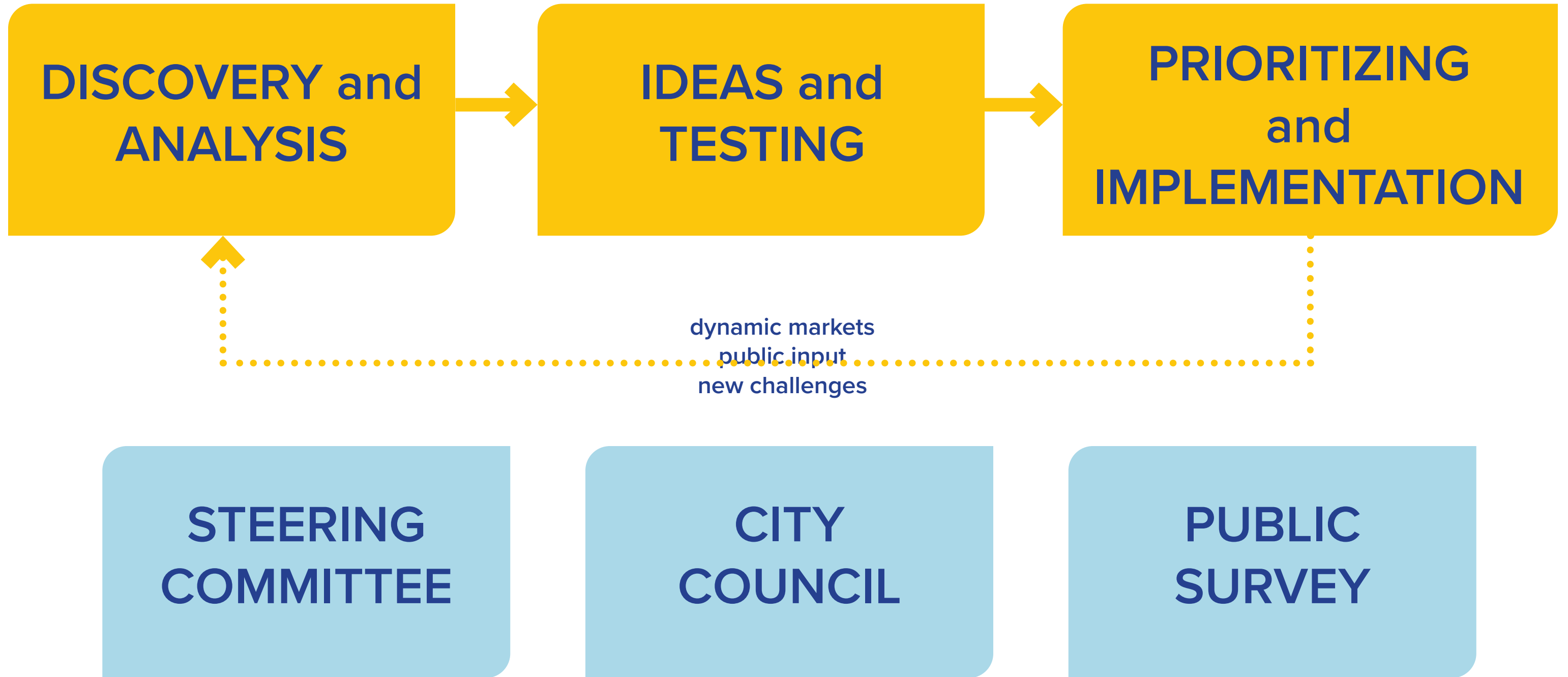
DOWNTOWN AMES ACTION PLAN

- C1: HIGHLIGHTING THE POWER PLANT
- C2: IMPROVED MAIN STREET GATEWAY
- C3: IMPROVED CONNECTIONS TO BANDSHELL PARK
- C4: REDEVELOPMENTS ALONG DUFF AVENUE

PROJECT PRIORITIZER

FOUR BIG IDEAS	ROBUST AND COMPLETE DOWNTOWN NEIGHBORHOOD		STREETS AS SPACES		CONNECTIONS TO THE UNIVERSITY		AN ENTREPRENEURIAL DOWNTOWN		TOTAL by Action	TOTAL by Focus Area
	Main Goals	More rooftops in the Downtown	An 18 Hour Downtown	Rebalance, Realign and Reclaim Streets	Improve the edges and entrances to Downtown	Restore / Reinvigorate / Reimagine the Duff	Use the Downtown as a Classroom and Laboratory for the University	Affordable spaces for new and emerging businesses		
A. MAIN STREET ACTIVATION										
A1: REDESIGN OF MAIN STREET	X	X	X				X	X		5
A2: DOUGLAS "CIVIC FESTIVAL" STREET		X	X	X		X	X	X		4
A3: ACTIVATION OF THE BACKSIDE OF MAIN STREET		X	X	X	X		X	X		4
A4: GUIDELINES FOR INFILL DEVELOPMENT					X					1
B. SCHANKER TO THE LINIC										
B1: IMPROVEMENTS TO TOM EVANS PARK	X	X			X	X		X		5
B2: MULTI-MODAL PARKING RAMP AND WELCOME CENTER	X	X			X	X				4
B3: BURNETT AVENUE IMPROVEMENTS	X	X		X				X		4
B4: REDEVELOPMENT OF THE BANK BLOCK	X	X					X			3
C. EAST EDGE AND DUFF AVE										
C1: HIGHLIGHTING THE POWER PLANT		X			X		X	X		4
C2: IMPROVED MAIN STREET GATEWAY					X					1
C3: IMPROVED CONNECTIONS TO BANDSHELL PARK	X	X			X					3
C4: REDEVELOPMENTS ALONG DUFF AVENUE	X				X					3
D. CITY HALL / GRAND AVE										
D1: GATEWAY DEVELOPMENT ON CITY LAND	X				X		X			3
D2: MID-BLOCK CONNECTION : DEPOT TO CITY HALL				X						1
D3: WESTERN EXTENSION OF MAIN STREET BLDGS		X			X					2
D4: REDEVELOPMENT AROUND THE DEPOT		X			X					2

PROCESS and INPUT



PLANNING CONTEXT



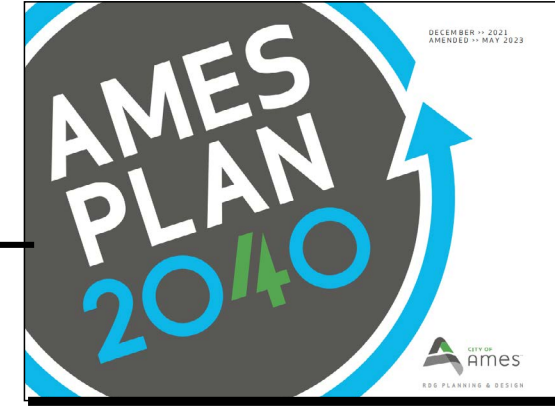
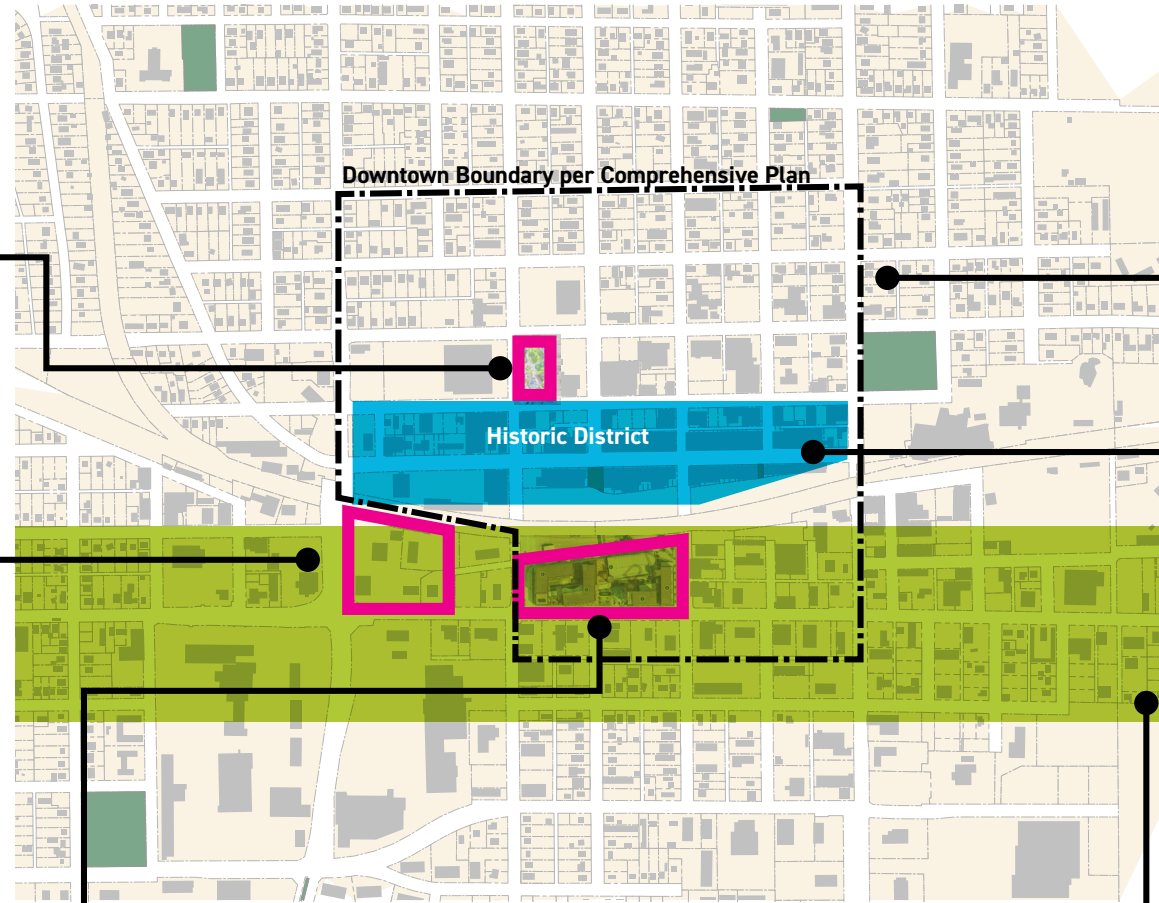
SCHINKER PLAZA



AQUATIC CENTER



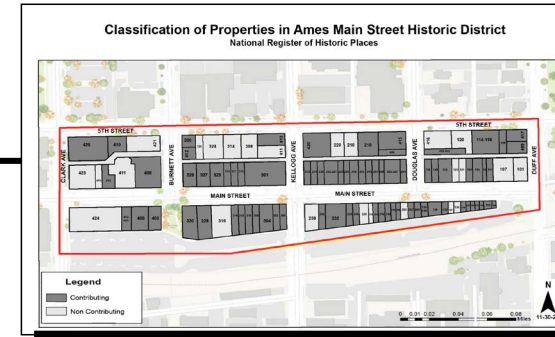
THE LINK



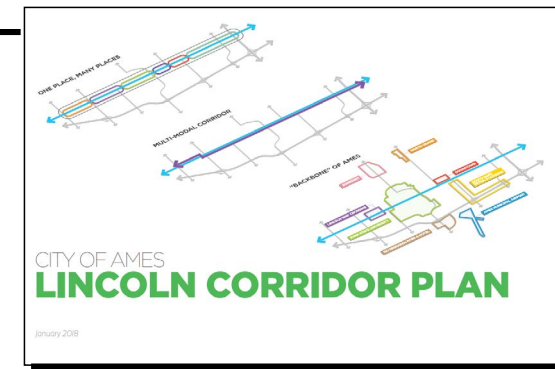
AMES 2040 COMPREHENSIVE PLAN



PEDESTRIAN AND BICYCLE PLAN



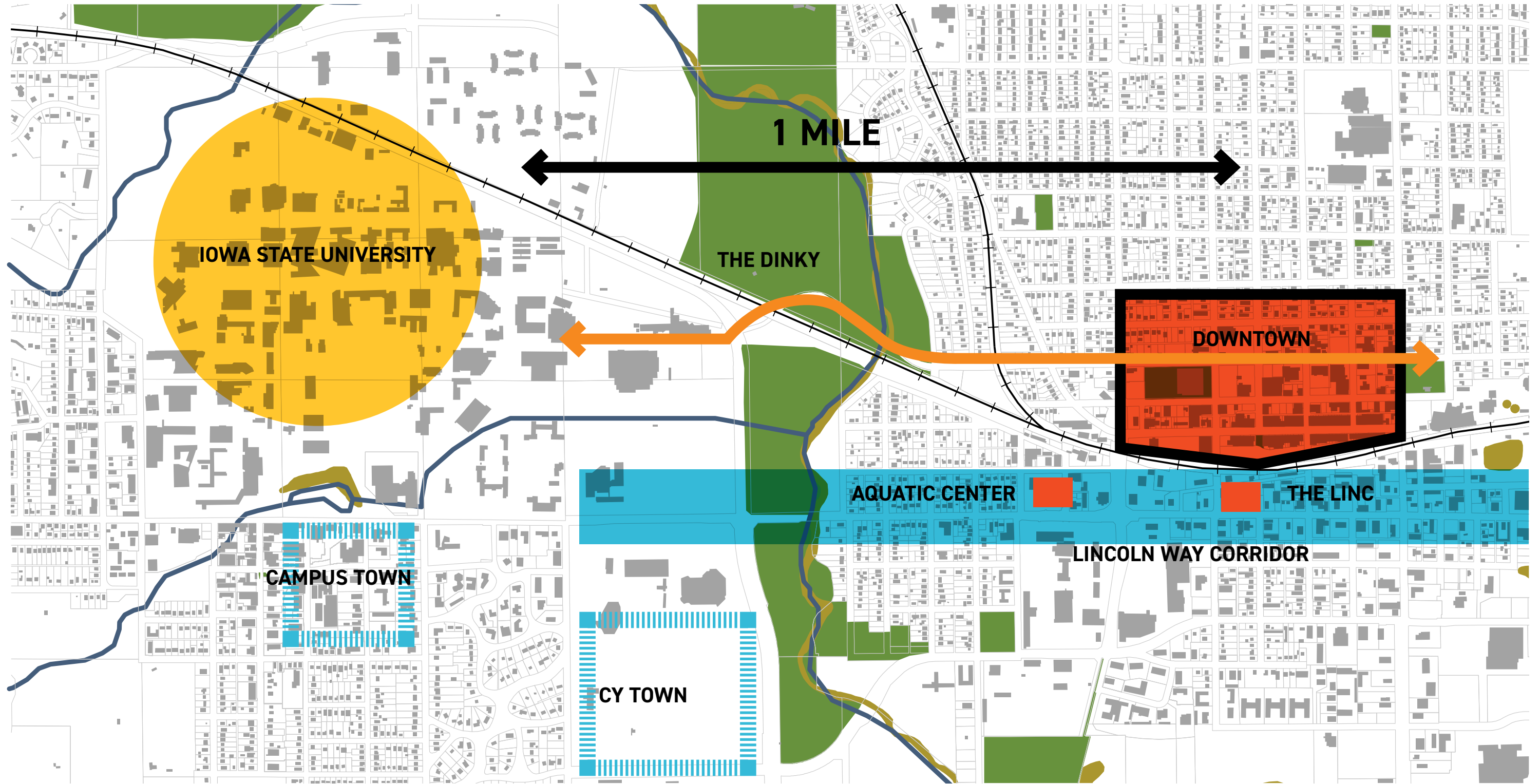
HISTORIC DISTRICT AND CONTRIBUTING STRUCTURES



LINCOLN WAY CORRIDOR PLAN



OVERALL PLAN



THE BIG TAKEAWAYS

Neighborhood amenities without the housing

Downtown is underbuilt, but land is not plentiful

Events and Programming are Popular

Streets are just streets

Retailers are local and unique

The entry experience is uncomfortable

Downtown lacks hotels and hospitality industry



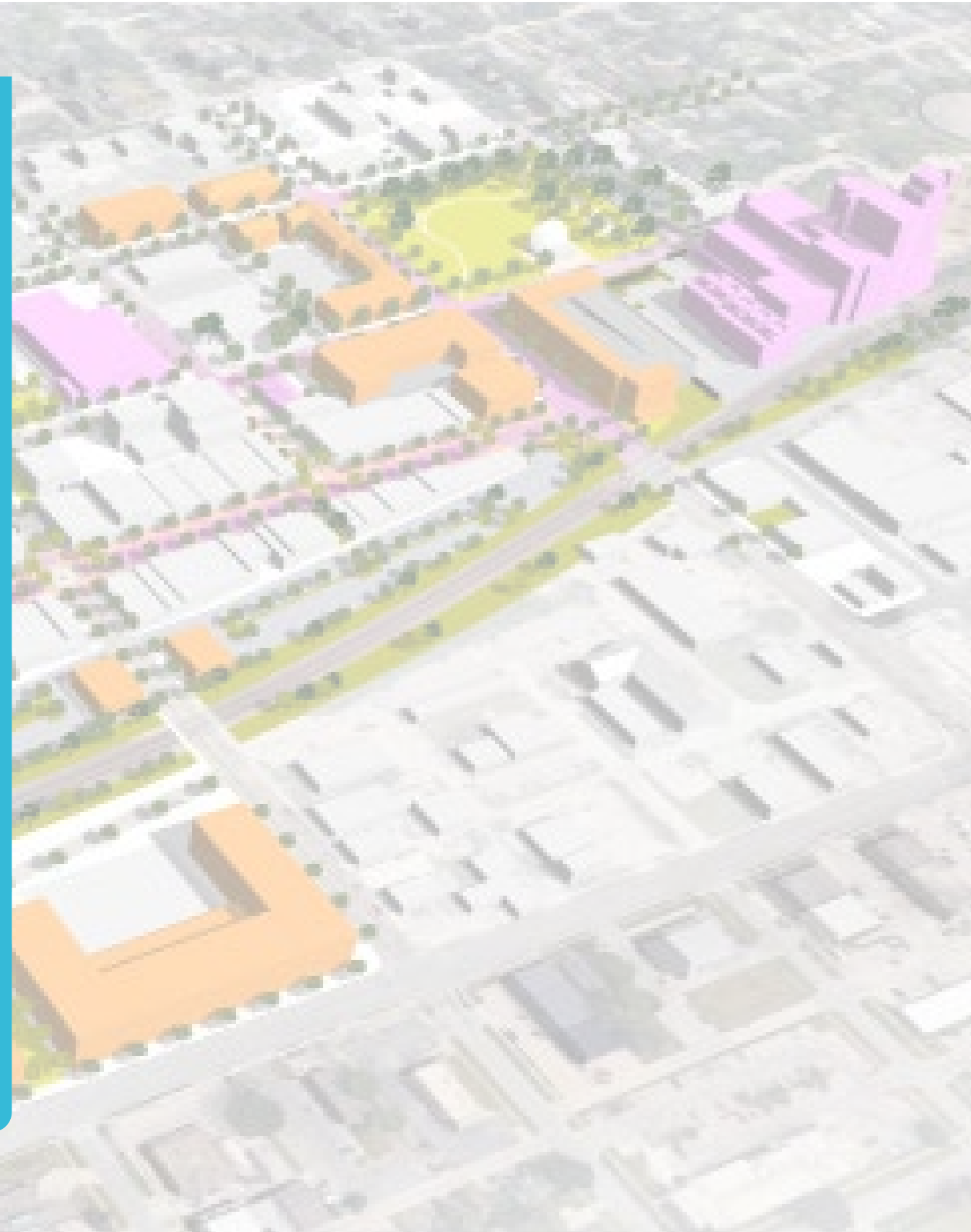
VISION AND BIG IDEAS



VISION

To create a vibrant, welcoming, and thriving center of Ames blending our historic downtown ambiance with modern amenities, fostering economic vitality, and enhancing the quality of life for residents and visitors alike.

Through community collaboration, thoughtful innovative design, and strategic investments, we aim to establish a walkable, accessible, and diverse city-center that celebrates our unique identity, supports local businesses, affords various residential opportunities and offers engaging cultural, recreational, and social experiences for all ages and generations to come.”





FOUR BIG IDEAS

THE COMPLETE DOWNTOWN

MORE RESIDENTS AND OVERNIGHT VISITORS
18-HOUR VITALITY
GROWTH & IMPROVEMENT IN AREAS BEYOND THE CORE OF MAIN STREET

STREETS AS SPACES

RE BALANCE , REPROGRAM AND RECLAIM STREETS
IMPROVE EDGES AND ENTRANCES ALONG BUILDINGS

CONNECTIONS TO THE UNIVERSITY

BRING BACK AND REINVENT THE DINKY
USE THE DOWNTOWN AS A CLASSROOM AND LABORATORY
MORE STUDENTS LIVING DOWNTOWN

AN ENTREPRENEURIAL DOWNTOWN

CREATE MANY POINTS OF ENTRY FOR ASPIRING ENTREPRENEURS
PILOT NEW IDEAS IN THE PUBLIC REALM
FOSTER ARTS AND INNOVATION



FRAMEWORKS

DEVELOPMENT

IDENTIFIES REDEVELOPMENT SITES
IDENTIFIES PREFERRED ACTIVE BUILDING FRONTAGES

CONNECTIVITY

IDENTIFIES STREET HIERARCHY
IDENTIFIES PRIMARY ACCESS AND PARKING AREAS

OPEN SPACE

IDENTIFIES NEW PUBLIC SPACES
IDENTIFIES KEY IMPROVEMENTS



INITIATIVE FOCUS AREAS

A: MAIN STREET REDESIGN & ACTIVATION

A1: REDESIGN OF MAIN STREET
A2: DOUGLAS "CIVIC FESTIVAL" STREET
A3: ACTIVATION OF THE BACKSIDE OF MAIN STREET
A4: GUIDELINES FOR INFILL DEVELOPMENT

B. SCHAIKER TO THE LINC

B1: IMPROVEMENTS TO TOM EVANS PLAZA
B2: MULTI-MODAL PARKING RAMP AND WELCOME CENTER
B3: BURNETT AVENUE IMPROVEMENTS
B4: REDEVELOPMENT OF THE BANK BLOCK

C. EAST EDGE AND DUFF AVE

C1: HIGHLIGHTING THE POWER PLANT
C2: IMPROVED MAIN STREET GATEWAY
C3: IMPROVED CONNECTIONS TO BANDSHELL PARK
C4: REDEVELOPMENTS ALONG DUFF AVENUE

D. EAST EDGE AND DUFF AVE

D1: GATEWAY DEVELOPMENT ON CITY LAND
D2: MID-BLOCK CONNECTION FROM DEPOT TO CITY HALL
D3: WESTERN EXTENSION OF MAIN STREET BUILDINGS
D4: REDEVELOPMENT AROUND THE DEPOT

CONCEPTS

SYSTEMS

PLACES

BROAD IDEAS
AREA-WIDE

FINE GRAINED
PLACE
SPECIFIC



FOUR BIG IDEAS

A ROBUST AND COMPLETE DOWNTOWN NEIGHBORHOOD

- *More Residents and Overnight Visitors*
- *18 Hour Downtown*

CONNECTIONS TO THE UNIVERSITY

- *Improve engagement with ISU by offering more off-campus experiences*
- *Promote the Downtown as a Classroom and Laboratory*

STREETS AS SPACES

- *Rebalance Reprogram Streets*
- *Improve the Perimeter and Entrances*

AN ENTREPRENEURIAL DOWNTOWN

- *Create many opportunities for aspiring entrepreneurs*
- *Foster the Arts, Innovation and Entertainment*

VISION



The Vision for Downtown Ames:

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

2 *Provides a wider variety of ways to get to Downtown and experiences to have while Downtown.*

3 *Enhances the edges of Downtown and fills in the voids surrounding the Downtown core.*

4 *Expands the role of public space to be:*

- *More welcoming to people*
- *To facilitate more events and programming*
- *To support business activity*
- *To connect across the tracks and beyond*



FOCUS AREAS

Main Street Activation

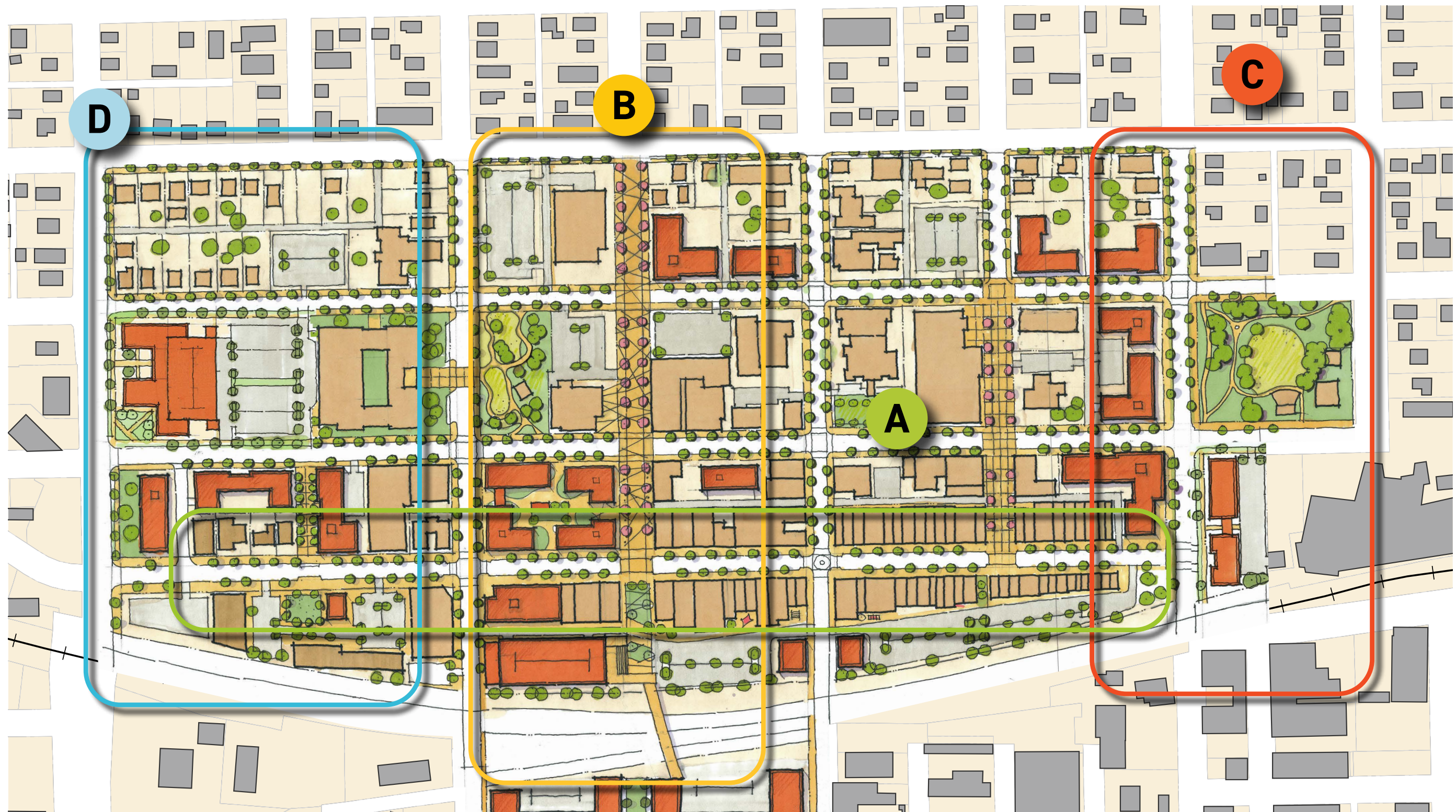
Shinker to the Lincoln Way Development

East Edge / Duff Avenue

West Main Street / City Hall / Grand Avenue



FOUR INITIATIVE AREAS



FRAMEWORKS

INITIATIVE FOCUS AREAS

A: MAIN STREET REDESIGN & ACTIVATION

- A1: REDESIGN OF MAIN STREET
- A2: DOUGLAS "CIVIC FESTIVAL" STREET
- A3: ACTIVATION OF THE BACKSIDE OF MAIN STREET
- A4: GUIDELINES FOR INFILL DEVELOPMENT

B. SCHANKER TO THE LINCOLN WAY DEVELOPMENT

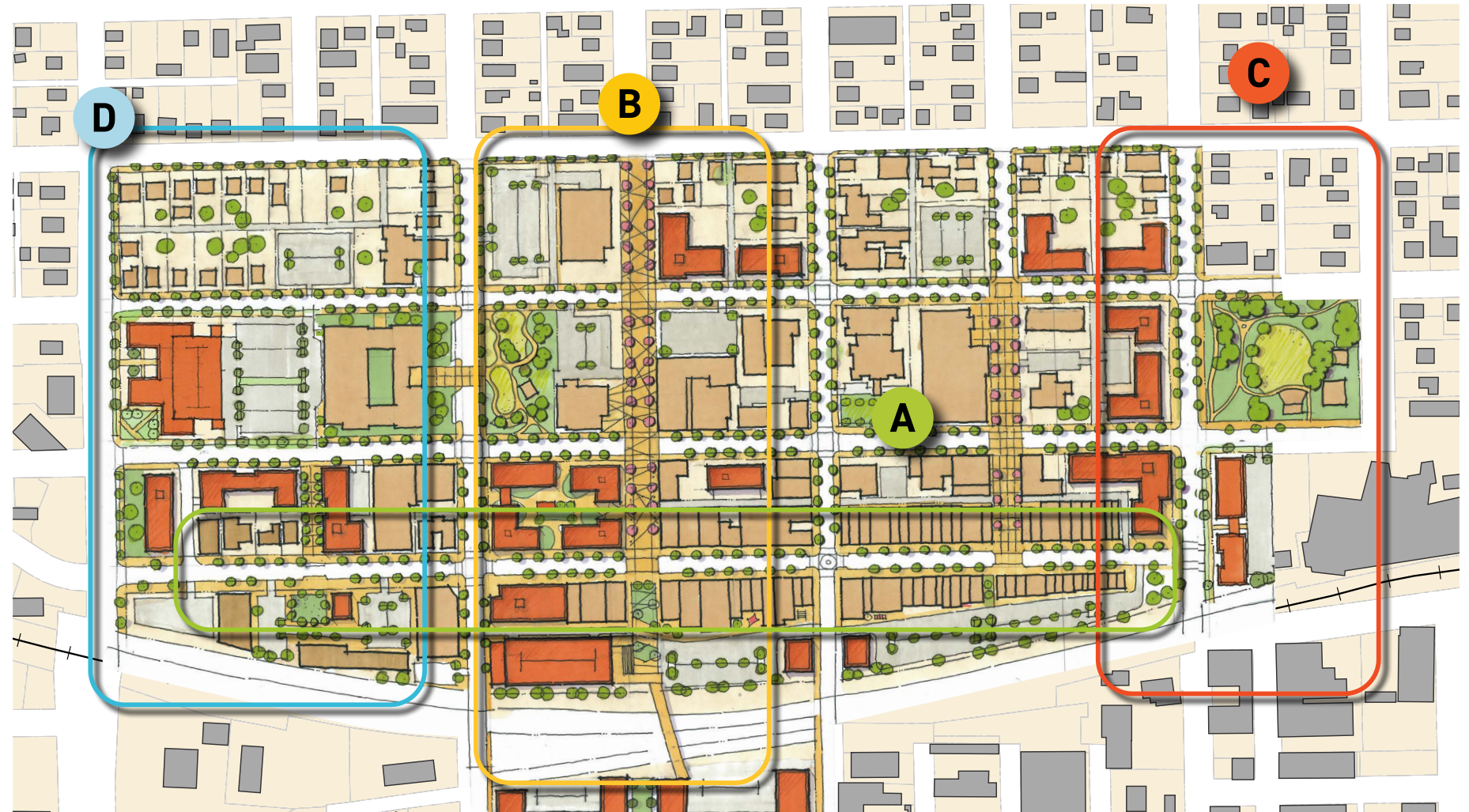
- B1: IMPROVEMENTS TO TOM EVANS PLAZA
- B2: MULTI-MODAL PARKING RAMP AND WELCOME CENTER
- B3: BURNETT AVENUE IMPROVEMENTS
- B4: REDEVELOPMENT OF THE BANK BLOCK

C. EAST EDGE AND DUFF AVE

- C1: HIGHLIGHTING THE POWER PLANT
- C2: IMPROVED MAIN STREET GATEWAY
- C3: IMPROVED CONNECTIONS TO BANDSHELL PARK
- C4: REDEVELOPMENTS ALONG DUFF AVENUE

D. CITY HALL / GRAND AVE

- D1: GATEWAY DEVELOPMENT ON CITY LAND
- D2: MID-BLOCK CONNECTION FROM DEPOT TO CITY HALL
- D3: WESTERN EXTENSION OF MAIN STREET BUILDINGS
- D4: REDEVELOPMENT AROUND THE DEPOT



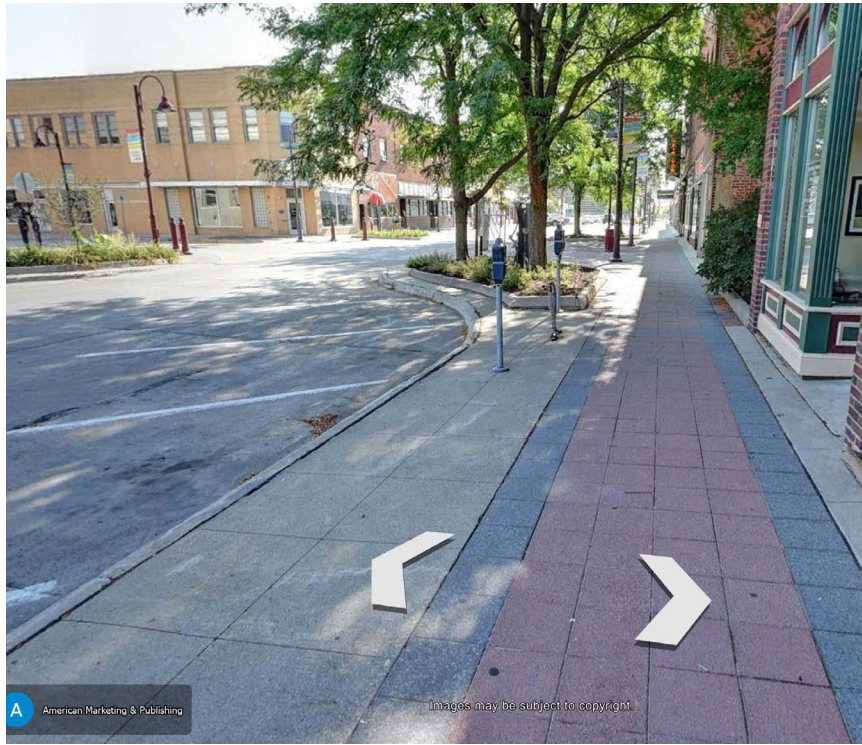
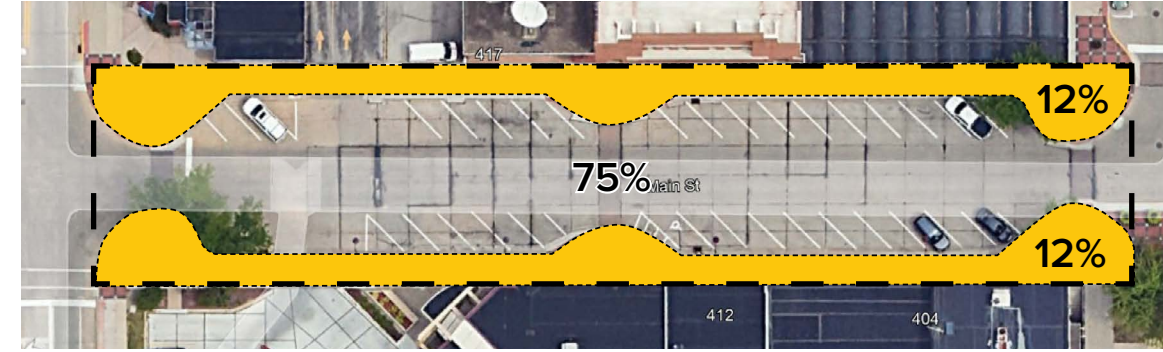
A. MAIN STREET ACTIVATION

A1: REDESIGN OF MAIN STREET

A2: DOUGLAS "FESTIVAL" STREET

A3: ACTIVATION OF THE BACKSIDE OF MAIN STREET

A4: GUIDELINES FOR INFILL DEVELOPMENT



maintain trees
add landscaping to help create outdoor rooms
double loaded sidewalk
turn buildings inside out
Improvements to Cynthia Duff



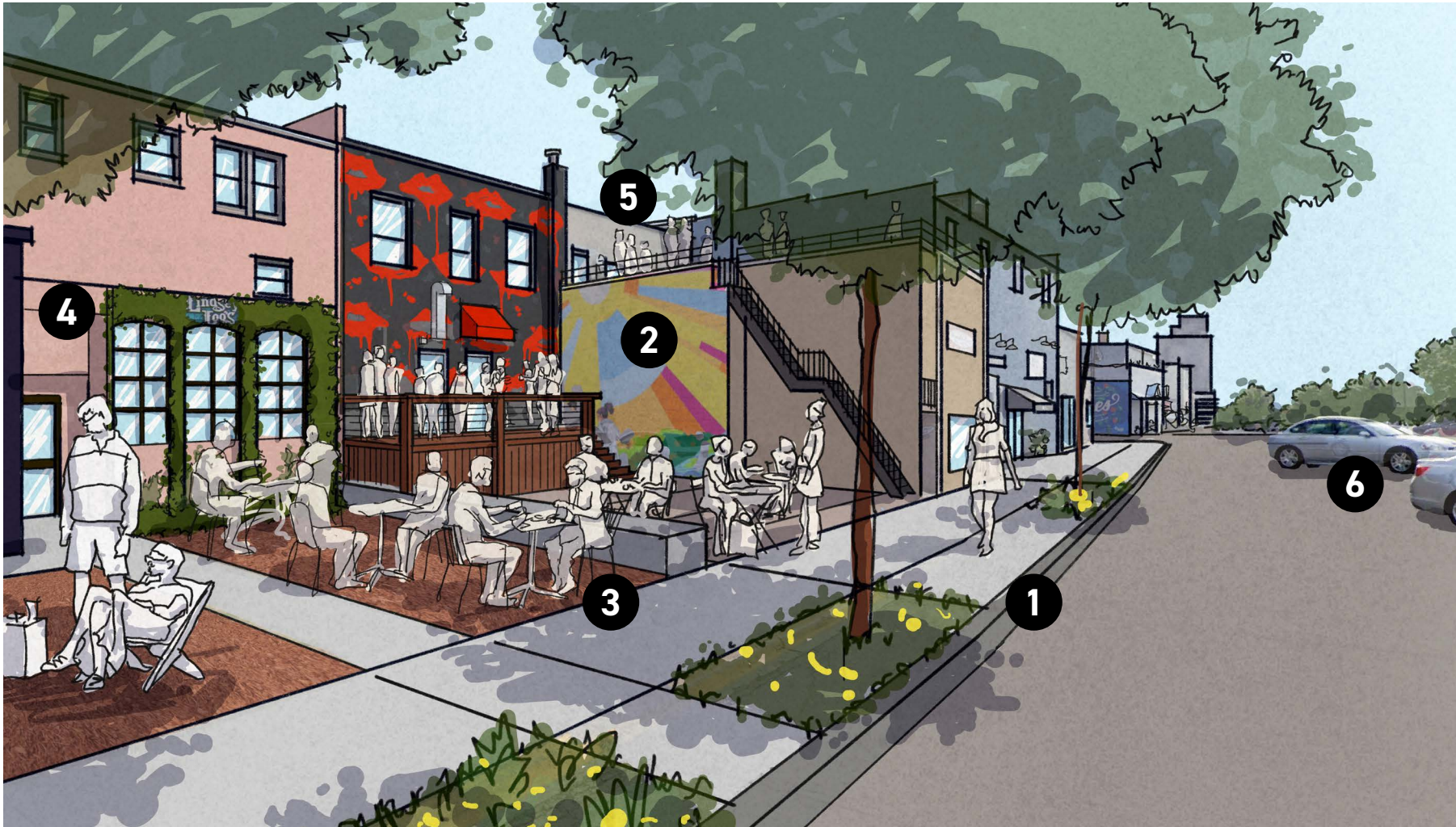
A. MAIN STREET ACTIVATION

A1: REDESIGN OF MAIN STREET

A2: DOUGLAS "CIVIC FESTIVAL" STREET

A3: ACTIVATION OF THE BACKSIDE OF MAIN STREET

A4: GUIDELINES FOR INFILL DEVELOPMENT



- 1 EXTEND CURB; ADD LANDSCAPE
- 2 MURALS AND FACADE UPFITS
- 3 SEATING AND PEOPLE SPACE
- 4 NEW WINDOWS AND ENTRANCES
- 5 ROOFTOP ACCESS & ACTIVATION
- 6 PARKING



B. SCHAIKER to LINCOLN WAY DEVELOPMENT

B. SCHAIKER TO THE LINCOLN WAY DEVELOPMENT

- B1: IMPROVEMENTS TO TOM EVANS PLAZA
- B2: MULTI-MODAL PARKING RAMP AND WELCOME CENTER
- B3: BURNETT AVENUE IMPROVEMENTS
- B4: REDEVELOPMENT OF THE BANK BLOCK



SCHAIKER PLAZA



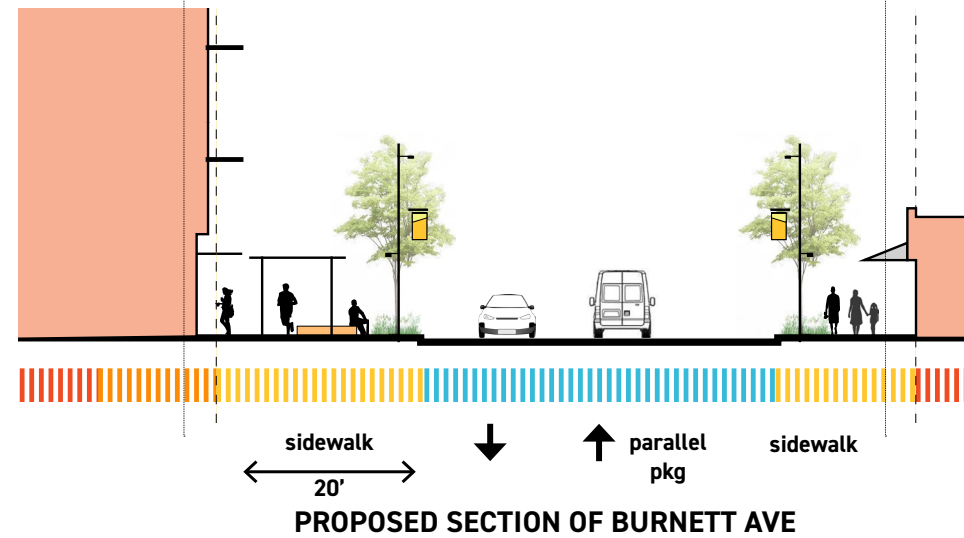
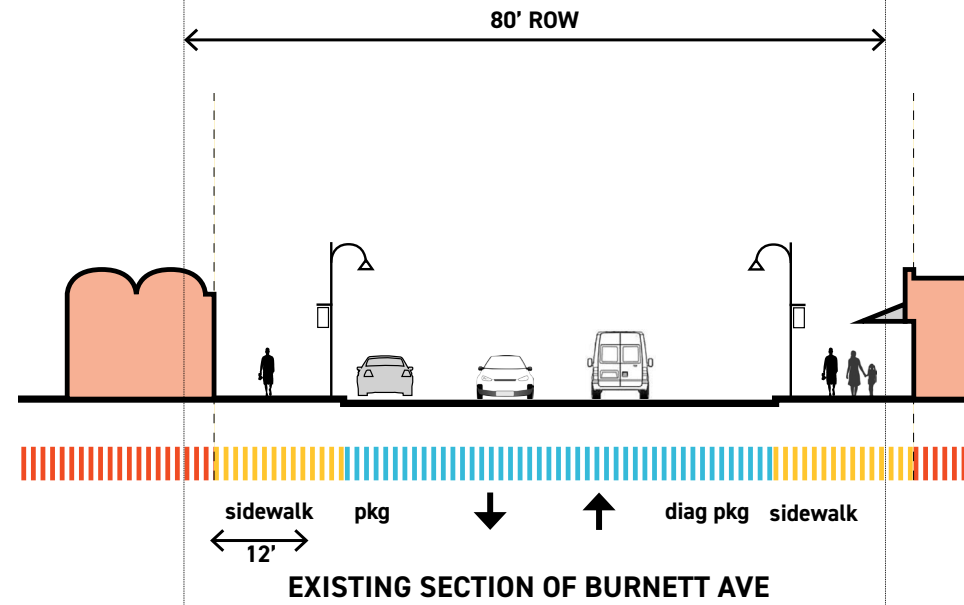
THE LINK



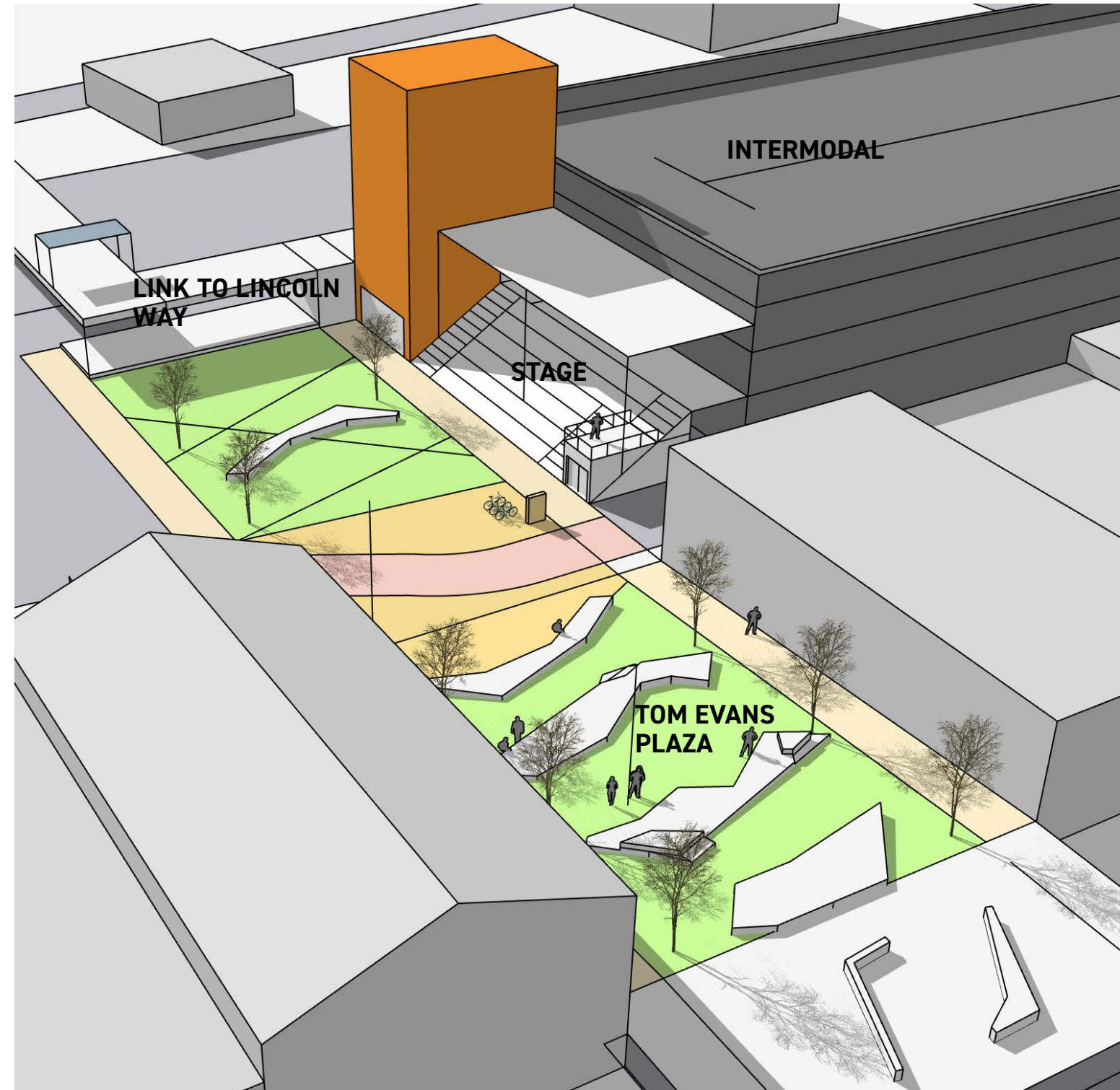
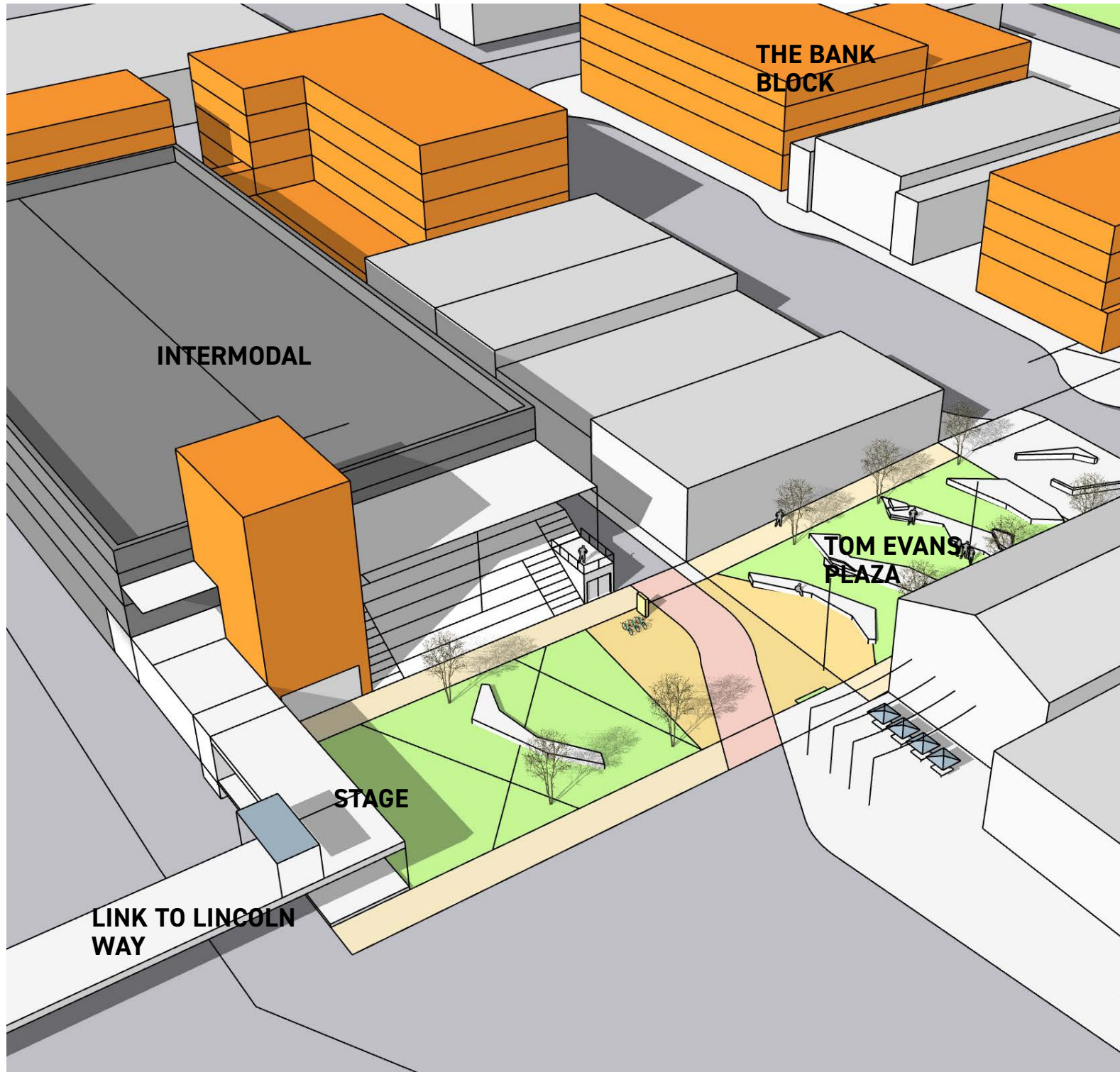
B. SCHAIKER to the LINCOLN WAY DEVELOPMENT

B. SCHAIKER TO THE LINCOLN WAY DEVELOPMENT

- B1: IMPROVEMENTS TO TOM EVANS PLAZA
- B2: MULTI-MODAL PARKING RAMP AND WELCOME CENTER
- B3: BURNETT AVENUE IMPROVEMENTS
- B4: REDEVELOPMENT OF THE BANK BLOCK

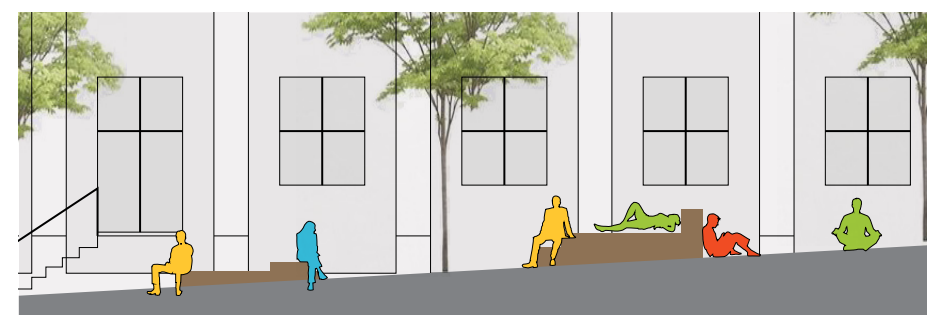


B. SCHAIKNER to LINCOLN WAY DEVELOPMENT



B. SCHAIKER TO THE LINCOLN WAY DEVELOPMENT

- B1: IMPROVEMENTS TO TOM EVANS PLAZA
- B2: MULTI-MODAL PARKING RAMP AND WELCOME CENTER
- B3: BURNETT AVENUE IMPROVEMENTS
- B4: REDEVELOPMENT OF THE BANK BLOCK



C. EAST SIDE AND DUFF AVE

C. EAST EDGE AND DUFF AVE

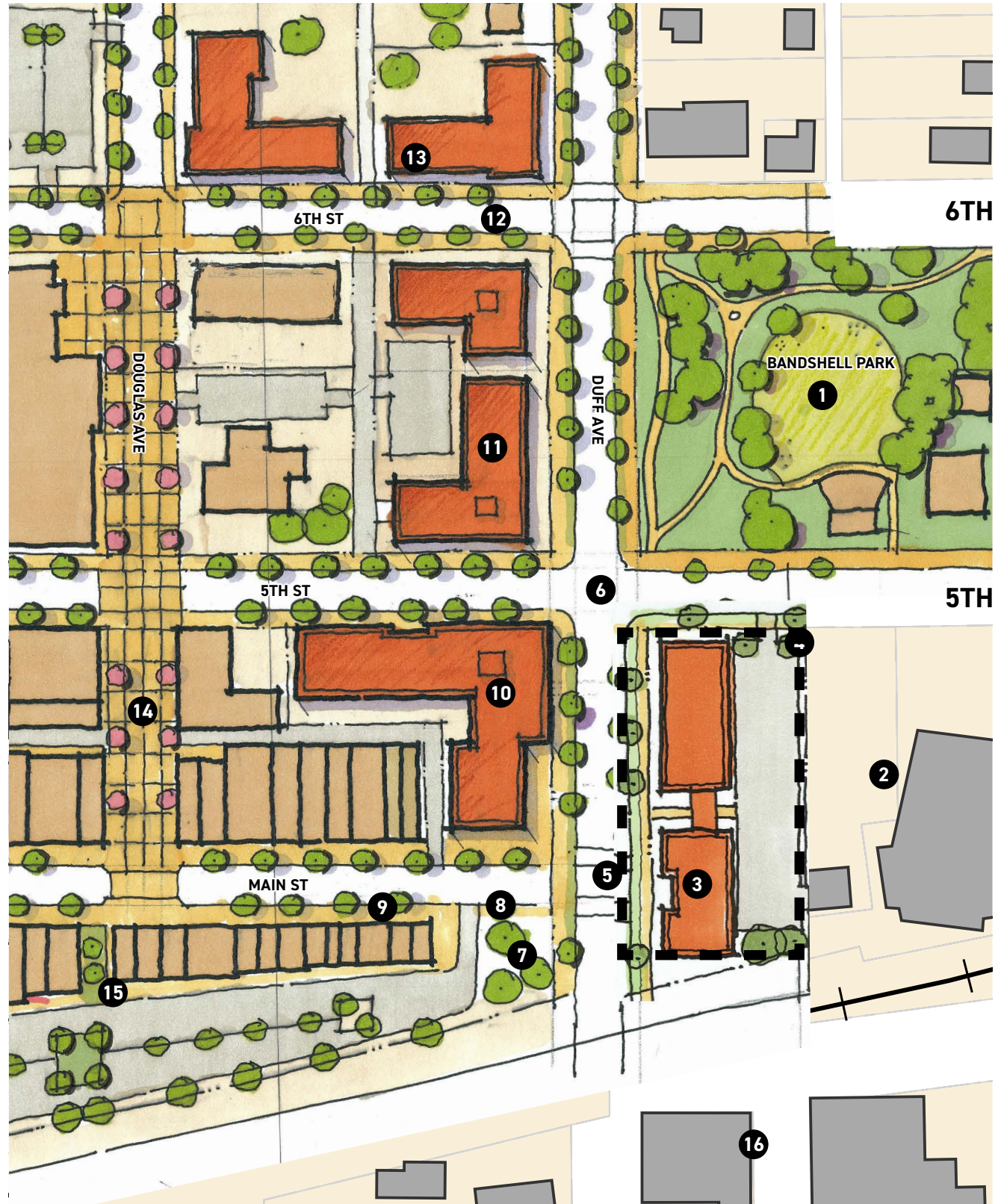
C1: HIGHLIGHTING THE POWER PLANT

C2: IMPROVED MAIN STREET GATEWAY

C3: IMPROVED CONNECTIONS TO BANDSHELL PARK

C4: REDEVELOPMENTS ALONG DUFF AVENUE

- 1 ENHANCE BANDSHELL PARK (LIMB UP TREES, IMPROVE LIGHTING, ETC. (LONG TERM - COMPLETELY REDESIGN AND UPDATE)
- 2 LIGHTING/ART ON POWER PLANT
- 3 POWER PLANT DRIVEWAY REMOVAL - REPLACE WITH IMPROVED OPEN SPACE (LONG TERM - EXPLORE PARKING DECK WRAPPED WITH VERTICAL MIXED-USE DEVELOPMENT)
- 4 IMPROVE STREETScape ALONG 5TH STREET AND POWER PLANT; CREATE A WELL-DESIGNED PERIMETER AROUND POWER PLANT
- 5 INTERSECTION IMPROVEMENTS: CROSSWALK REALIGNMENT, CURB RAMPS, LANDSCAPING, AND SAFETY MEASURES
- 6 EXPLORE OPTIONS TO ADD CROSSWALK; CONSIDER A ROAD DIET ON DUFF AVENUE
- 7 STREETScape AND GATEWAY PLAZA IMPROVEMENTS
- 8 REDUCE EXCESS TRAVEL LANE WIDTHS TO WIDEN SIDEWALKS AND IMPROVE PEDESTIAN SAFETY
- 9 MAIN STREET IMPROVEMENTS - WIDEN SIDEWALKS, ADD STREET TREES AND AREAS OF OUTDOOR DINING
- 10 VERTICAL MIXED-USE DEVELOPMENT ALONG MAIN, DUFF, AND 5TH - PARKING IN FOOTPRINT ACCESSED VIA ALLEY
- 11 DEVELOPMENT OF EAST HALF OF BLOCK ALONG DUFF AVENUE (MODERATE DENSITY WITH SURFACE PARKING OR HIGH DENSITY WITH STRUCTURED PARKING); ACCESS PARKING VIA ALLEY
- 12 BIKEWAY ALONG 6TH STREET; SAFE CROSSING OF DUFF AVENUE TO ACCESS BANDSHELL PARK
- 13 RESIDENTIAL DEVELOPMENT ALONG 6TH STREET
- 14 DOUGLAS CIVIC FESTIVAL STREET (CLOSED FOR EVENTS)
- 15 IMPROVE ALLEY PARK; ADD STREETScape AND CORRESPONDING LANDSCAPE ISLAND INTO PARKING LOT
- 16 POTENTIAL ARTS-BASED WAREHOUSE DISTRICT WITH ADAPTIVE REUSE BUILDINGS



6TH

C. EAST SIDE AND DUFF AVE

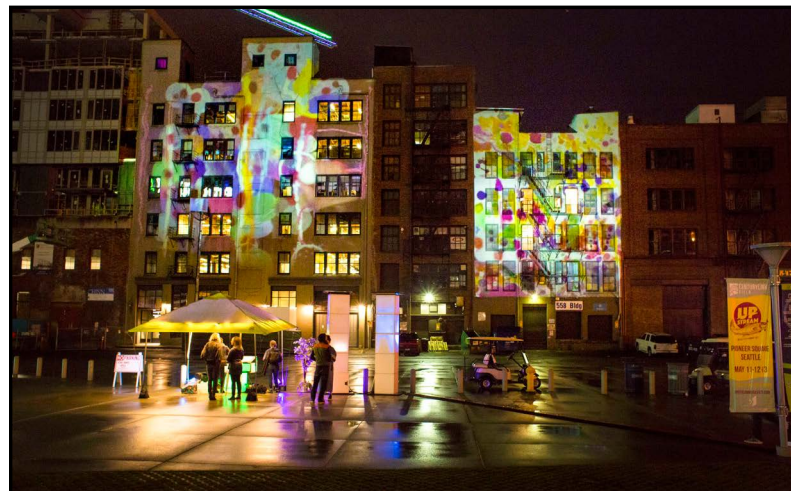
C. EAST EDGE AND DUFF AVE

C1: HIGHLIGHTING THE POWER PLANT

C2: IMPROVED MAIN STREET GATEWAY

C3: IMPROVED CONNECTIONS TO BANDSHELL PARK

C4: REDEVELOPMENTS ALONG DUFF AVENUE



CITY HALL / GRAND AVE

D. CITY HALL / GRAND AVE

D1: GATEWAY DEVELOPMENT ON CITY LAND

D2: MID-BLOCK CONNECTION FROM DEPOT TO CITY HALL

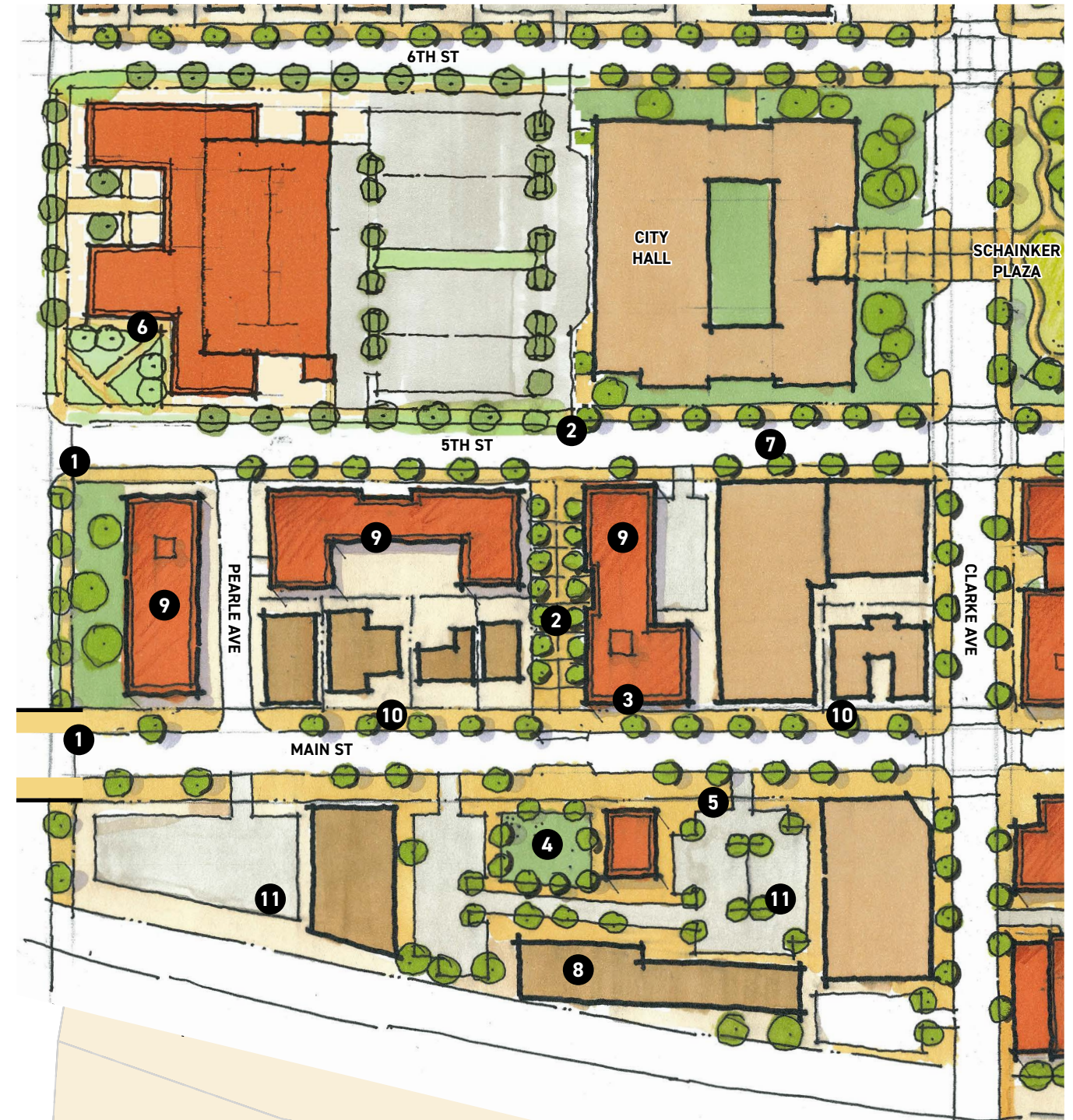
D3: WESTERN EXTENSION OF MAIN STREET BUILDINGS

D4: REDEVELOPMENT AROUND THE DEPOT

- 1 ENHANCE STREETScape AT WEST GATEWAY
- 2 NEW MID-BLOCK PEDESTRIAN WAY - CITY HALL TO MAIN STREET MID-BLOCK CROSSINGS
- 3 NEW MIXED-USE DEVELOPMENT (COMMERCIAL GROUND FLOOR)
- 4 RECONFIGURE PARKING - ADD RETAIL JEWEL BOX AND SMALL OPEN SPACE
- 5 LANDSCAPE BUFFER BETWEEN PARKING AND STREET
- 6 NEW MIXED-USE DEVELOPMENT ON CITY-OWNED LAND (CONSIDER AFFORDABLE HOUSING)
- 7 TRANSIT MALL RELOCATED TO PARKING RAMP EAST OF CLARKE AVENUE ALONG RAILROAD TRACKS
- 8 PRESERVE DEPOT (CONTINUE WITH CURRENT USE)
- 9 RESIDENTIAL DEVELOPMENT (INCLUDING PARKING, LOBBIES, AND RESIDENTIAL UNITS ON THE GROUND FLOOR)
- 10 SUPPORT EXISTING AND EXPLORE ADDITIONAL RETAIL AND FOOD/BEVERAGE USES IN THESE BUILDINGS
- 11 EXPLORE LONGER-TERM, SUBSTANTIAL REDEVELOPMENT OF THE WHOLE DEPOT BLOCK (BUT CONTINUE TO PRESERVE AND HIGHLIGHT THE DEPOT)



HISTORIC AMES DEPOT



CITY HALL / GRAND AVE

D. CITY HALL / GRAND AVE

D1: GATEWAY DEVELOPMENT ON CITY LAND

D2: MID-BLOCK CONNECTION FROM DEPOT TO CITY HALL

D3: WESTERN EXTENSION OF MAIN STREET BUILDINGS

D4: REDEVELOPMENT AROUND THE DEPOT



FRAMEWORKS

BUILT FORM



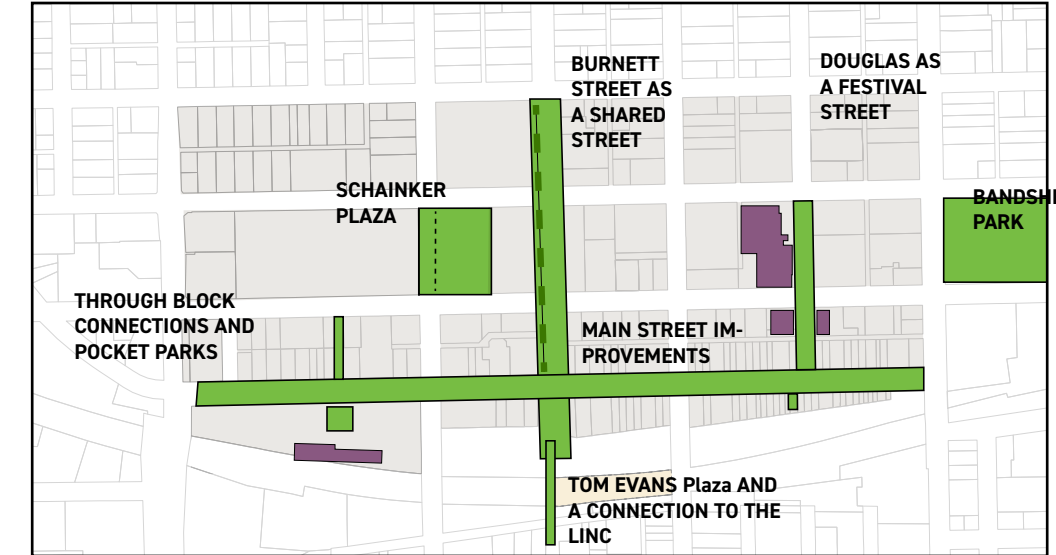
- » 800-1000 units
- » New hotel and attractions

CONNECTIVITY



- » Streets primarily for people and business use
- » Streets primarily for cars and movement

PUBLIC REALM



- » Streets as Spaces
- » Greater variety of spaces to facilitate more events



IMPLEMENTATION

approach
sequencing
roles

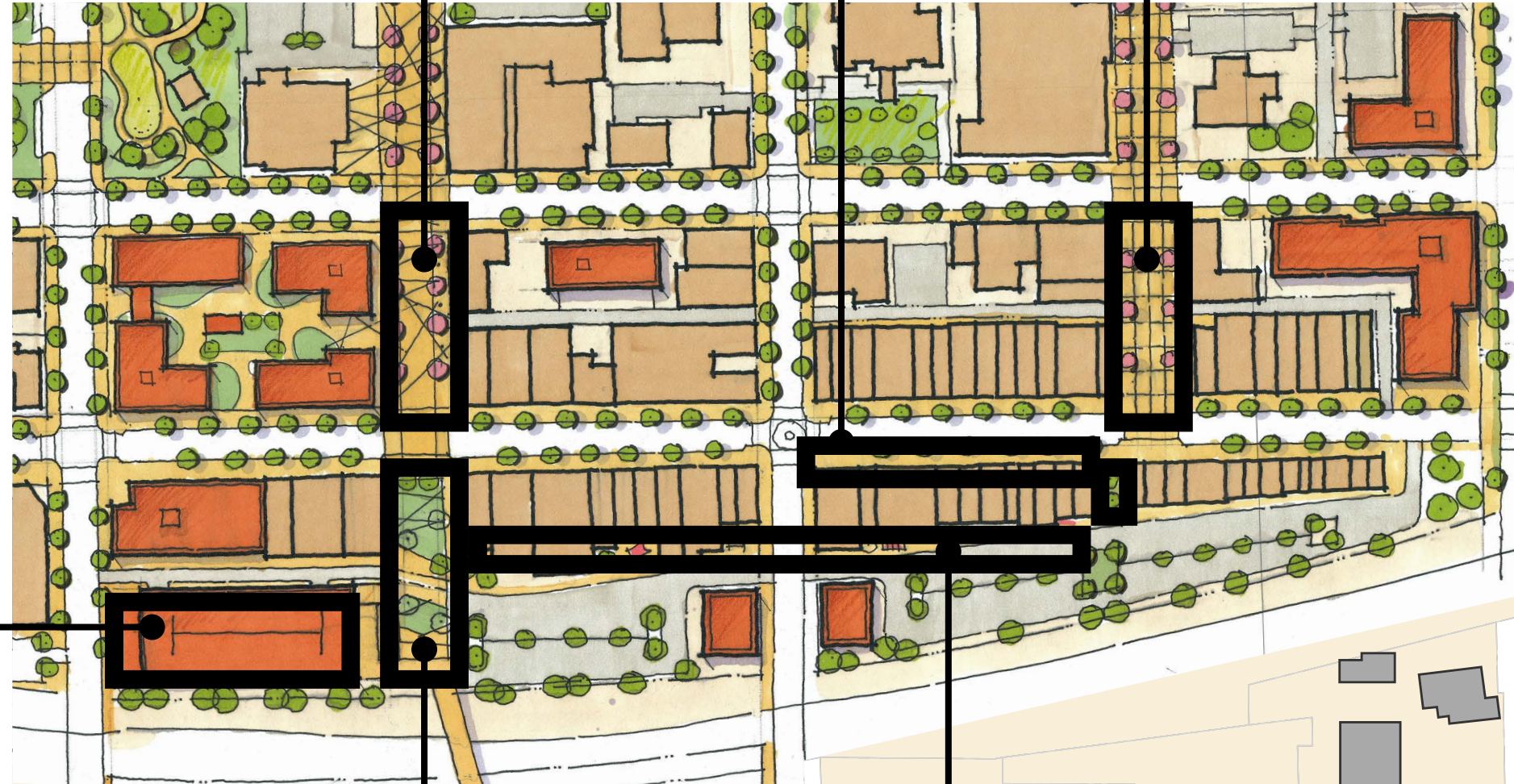


PRIORITIES AND SEQUENCING

- Incremental changes before big investments
- Pursue SSMID Designation
- Refer to Vision in annual CIP process



NEXT STEPS



- Begin discussions with CyRide and potential funding partners for multi-modal multi-use parking structure

- Initiate redesign of Tom Evans Plaza

- Expand mural program, explore shared dumpsters, improve backside of Main Street



- Discuss art opportunities with Ames Electric Service

- Encourage creative programming with a wide variety of community partners
- invest in "light" and "pop-up" amenities



THANK YOU!

