On the morning of March 3, 2016 a meeting was held at City Hall in the Council Chambers with members of the Ames business community whose businesses are located on or near to Lincoln Way. This meeting was the first of many opportunities for the Ames business community to get involved in the Lincoln Way corridor planning process.

The meeting began with a brief overview of the projected planning process, highlighting the various ways people can get involved. Following the introduction, the workshop participants were guided through a four-question worksheet that identified the community’s key issues, priorities, and strengths related to the Lincoln Way corridor.

### Issues or Concerns

Participants were asked to identify five issues or concerns that are currently confronting the Lincoln Way Corridor. Once all of the issues and concerns were listed, the participants were asked to identify their top three priorities. The following is a brief summary of the overarching issues discussed, in order of importance based on the priorities identified by the participants.

#### Aesthetics & Character

One of the biggest issues for the business community is the look and character of the Lincoln Way corridor. The number one issue prioritized by participants was the need to beautify the corridor. Other related issues included blight, the desire to have a cohesive character and consistency in signage, and the need for more lighting to create a better sense of security along Lincoln Way.

#### Vehicular Traffic Efficiency & Safety

Business owners have a specific desire to improve upon the vehicular traffic efficiency and safety of the corridor, because it may have an effect on their business. Some of the main concerns were related to turn lanes including the desire to add left turn lanes or left turn arrows in some areas, and the desire to remove raised medians blocking access to left turns (i.e. at the McFarland Clinic.) Other issues identified include traffic being blocked by the railroad and backing up onto Lincoln Way, the difficulty accessing lots that front Lincoln Way, the time it takes to cross town, and the overall traffic flow. Some specific desires expressed by the business community were to extend Cherry or Borne Avenue south to Target, extend Grand Avenue to alleviate traffic on Lincoln Way, take a closer look at signalization timing and management, and identify locations that CyRide can pull onto a side street for stops rather than staying on Lincoln Way where it can block traffic flow.

#### Pedestrian/Bicycle Mobility

While there were few specific issues brought up relating to pedestrian and bicycle mobility, those that were discussed were identified as being of a high priority. Comments included the desire to see a pedestrian bridge installed to cross Lincoln Way near Campustown, the desire to see sidewalks pushed farther away from traffic in some areas, and the need to address the overall bike, pedestrian, and car interactions along the busy corridor.

#### Campustown

Campustown is a specific area of interest for the Ames business community. Participants identified several opportunities and concerns, including a specific desire to attract a hotel to Campustown. Others included speeding through the area, limited parking, the condition and accessibility of sidewalks, and the pedestrian traffic and crossing signals both in this area, and around it.
Connectivity to Downtown

Many feel that there could be better connections from Lincoln Way, and other parts of the community, to the Downtown. Specific suggestions were to implement a better gateway to Downtown from Lincoln Way, to connect ISU with the Downtown, and to specifically provide a transit connection from ISU to the Downtown.

Development Controls

Some of the business workshop participants identified specific concerns for the development controls in the community for their businesses and future development. A specific comment was made for the desire to re-evaluate the requirement for ground floor retail in some areas of mixed-use, while other comments cited the concern for over-restricting redevelopment, and to have more consistency and simplification in the zoning ordinances.

Projects or Actions

Participants were asked to identify specific projects or actions that could tackle one or more of the issues or concerns that they had with the Lincoln Way Corridor. The following bullet points identify the many ideas brought forth by the community, categorized by the issue it is intended to address, but not prioritized in any specific order.

Aesthetics & Character

- While beautifying—make safer and create redevelopment opportunities
- Landscaping/better signage between ISU and City of Ames in general
- Streetscaping
- Cohesive beautification plan (know you have arrived, and make more inviting)
- Streetscape including lighting, greenspace, and ground lighting
- Beautification city grant: more trees, and flower planters in Campustown
- Grass, flower pots, trash pickup, etc.
- Clean up/remove blighted properties and develop design vision, standards, graphics to cast vision for development
- Clean up grand to Duff section of Lincoln Way
- Grants to property owners for beautification
- Do a full beautification of the entire corridor to build a consistent vision for the corridor and tying everything together
- Cohesive lighting, landscape, and art as well as welcome signs on either end
- Enhance all major intersections at the corridor with plantings, colored pavement, and better signage, etc.
- Grants for businesses and homeowners to update their properties for beautification
- Obtain or have developers repair blighted/derelict areas on corridor, especially between Campustown and Downtown
- Volunteer groups to clean corridor consistency and put together consistent beautification
- Design a consistent theme between Downtown and Campustown
- Promote the historical aspect of the Lincoln Way corridor right of way theme
- Better looking housing close to campus (row housing?)
- Right of way theme

Bike & Pedestrian Safety & Connectivity

- Bridges over Lincoln Way in campus would be single biggest improvement to traffic flow
- Skywalks with updated sidewalks, lighting, and curbs
- Bike path on the north side of Lincoln Way
- More designated pedestrian crossings in campustown
- Better pedestrian safety to and from the ISU campus
- Campustown walking overpass for students to cross Lincoln Way
- Sidewalk and bike path improvements
Vehicular Traffic Efficiency Controls

- Left hand turn lane/lights
- Lincoln Way widening, median removal, and landscaping
- Better car, bike, and pedestrian safety measures
- Parking structures
- Create as many left turn lanes as possible
- Redevelop Kellogg St and Lincoln Way to tracks
- Integrate technology signal management
- Grand Avenue extension
- Remove parking on Lincoln from Barilla to Countyline
- Create bypass routes to S Duff (Grand Ave extension and Cherry St extension)
- Downtown parking ramp
- Create better traffic flow through light timing and turn improvements
- Remove parking
- Turn lanes/lights to create easy access
- Widen the road between Downtown and ISU
- Train overpass at Duff and Clark Avenues
- Install turn lanes and allow for bike/pedestrian plan for the corridor
- Sync traffic controls and add turn arrows
- Turn arrow or lanes on Clark
- Use of pull-in CyRide stops in west Ames

Gateway Opportunities

- Create a better looking more welcoming feel to the corridor
- Create a gateway from Lincoln Way to Main Street
- Create a formal entrance into Downtown at Kellogg which would include mixed commercial/residential properties
- Build gateway to Downtown on Kellogg
- Redevelopment at Kellogg and Lincoln Way with mixed use facilities creating a better entrance to Downtown

Development Controls

- Make redevelopment easier and more attractive to invest in Ames
- Unified zoning or plan that addresses the entire corridor
- Develop a long-term strategic plan that incorporates the role of the corridor within Ames. Include multiple projects that improve the beautification, traffic changes, zoning, stepping stones, themes, safety, signage, and walking paths.
- Having zoning for the corridor that encourages redevelopment

Connecting ISU to Downtown or Other Areas

- Redevelop the area between Lincoln Way and Main Street
- Strengthen Lincoln Way between ISU and Downtown
- Develop a great corridor to ISU
- Create enhanced corridor between ISU and Downtown
- A “Dinkey” to tie access to ISU to Downtown Ames running next to the railroad tracks

New Uses

- Downtown hotel
- Clean up the ISU to Downtown area—promote retail development
- Remove residential with commercial area
- Create incentives for redevelopment in blighted residential areas
- Additional mixed-use development with residential and commercial geared to graduate students and young professionals

Others

- Spread this outreach through Ames
- Identify what it takes to make the corridor great
- Work with Ames Foundation to collect donations for project—have community help support
- Look at other community successes (parking, access, traffic flow, redevelopment, etc)
• Define the role of the corridor

**Strengths & Assets**

While it is important to identify the issues and concerns that the business community has in relation to the Lincoln Way corridor, it is also important to identify the many assets that the corridor provides to the community, to ensure that these positive aspects are maintained and built upon rather than disregarded and possibly lost. The following is a list of assets provided by the business workshop participants.

• It’s our primary face to visitors and residents alike. 1st impressions are very important!
• Good business environment
• The 69 and Lincoln Way intersection
• Volume of potential customers
• Historical aspect
• Runs through ISU
• Many established businesses
• Some redevelopment in west Ames
• Driving from east Ames to west Ames is quick with few restrictions
• Good amount of traffic
• Property values
• High use area for both pedestrians and vehicles
• Main traffic artery
• Strong communities for business activity
• Support from the City of Ames
• Ease driving up and down Lincoln
• Direct link Downtown to ISU
• Diversity of uses
• Heartbeat of Ames
• Shows off all the other small businesses
• Ease of access from all areas of Ames
• This corridor exists
• Visibility
• Diversified small businesses and home owners are uniquely Ames
• Most important connecting link between Downtown and Campustown

• Well known thoroughfare which attracts businesses
• Good businesses
• Redevelopment currently happening in Campustown
• Willingness to redevelop (and needs to continue)
• Excellent entrance to the community on University to ISU
• Iowa State University
• Consistency of old businesses and community names
• Strongly connects ISU, Downtown, and Campustown
• Iconic
• Speed control
• Character and history of Downtown and Campustown in close proximity to corridor
• Waterways within the corridor to be used as attraction opportunities
• It is the starting point to give people directions to and from areas and businesses