

DOWNTOWN

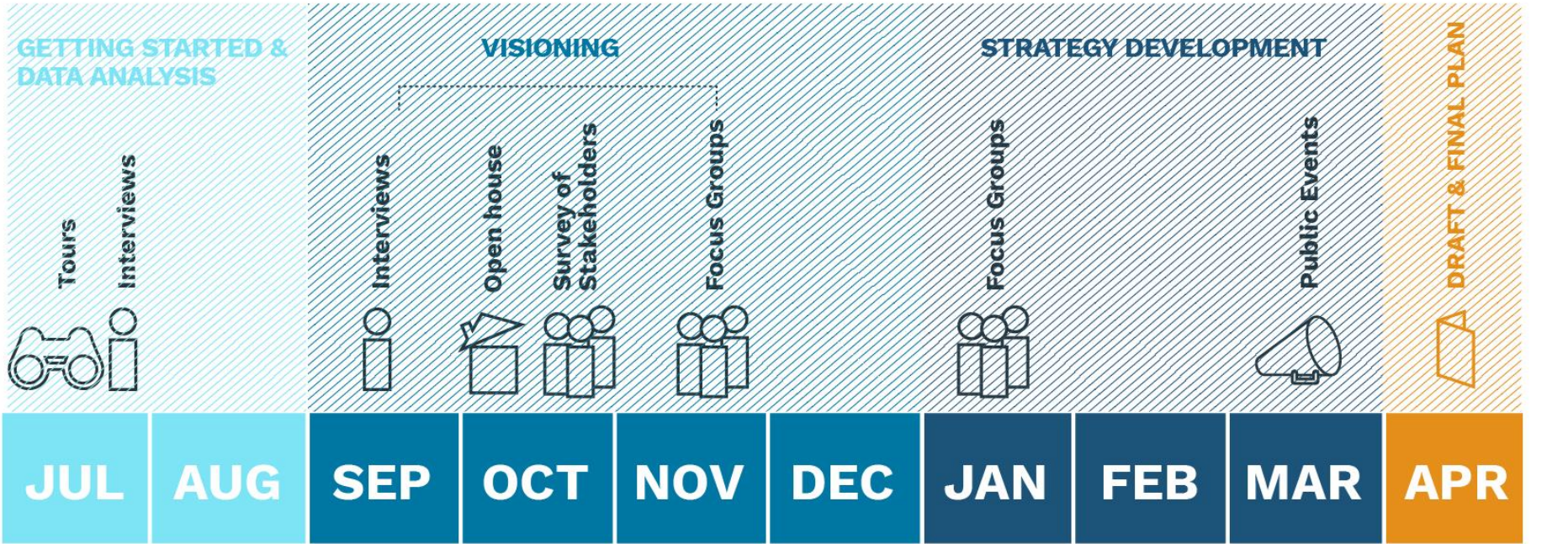
INFOCUS

A BLUEPRINT FOR FARGO'S CORE



November 16, 2016
Working Committee

SCHEDULE



2016

↑ Steering Committee
↑ Steering Committee
↑ Steering Committee

2017

↑ Steering Committee
↑ Steering Committee
↑ Steering Committee

YOU ARE HERE →

THANKS to the 280+ PEOPLE

who participated last month



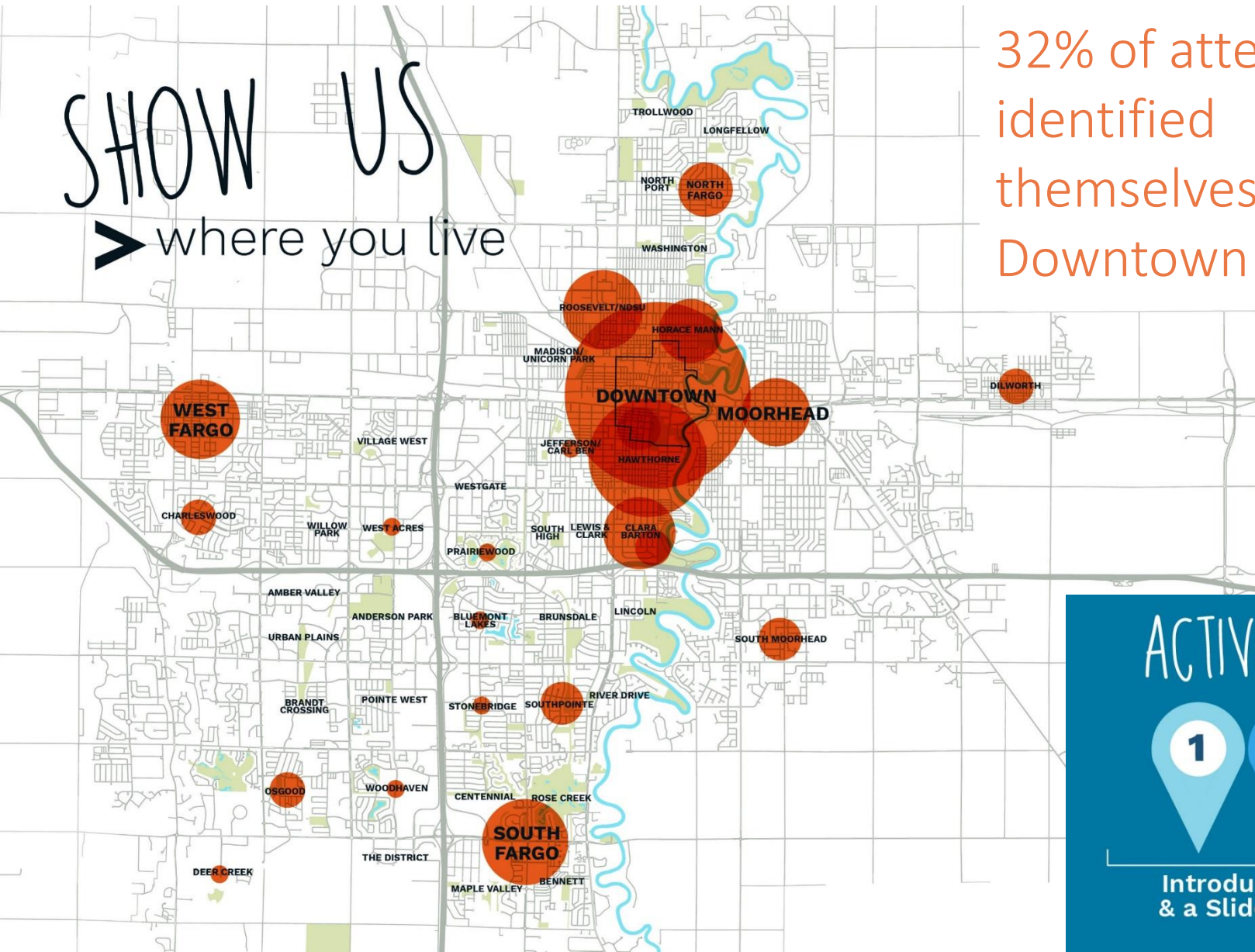
THE RESULTS ARE IN!

OPEN HOUSE

First, we asked a little bit about who attended and where they came from

SHOW US
➤ where you live

32% of attendees identified themselves as from Downtown



ACTIVITIES

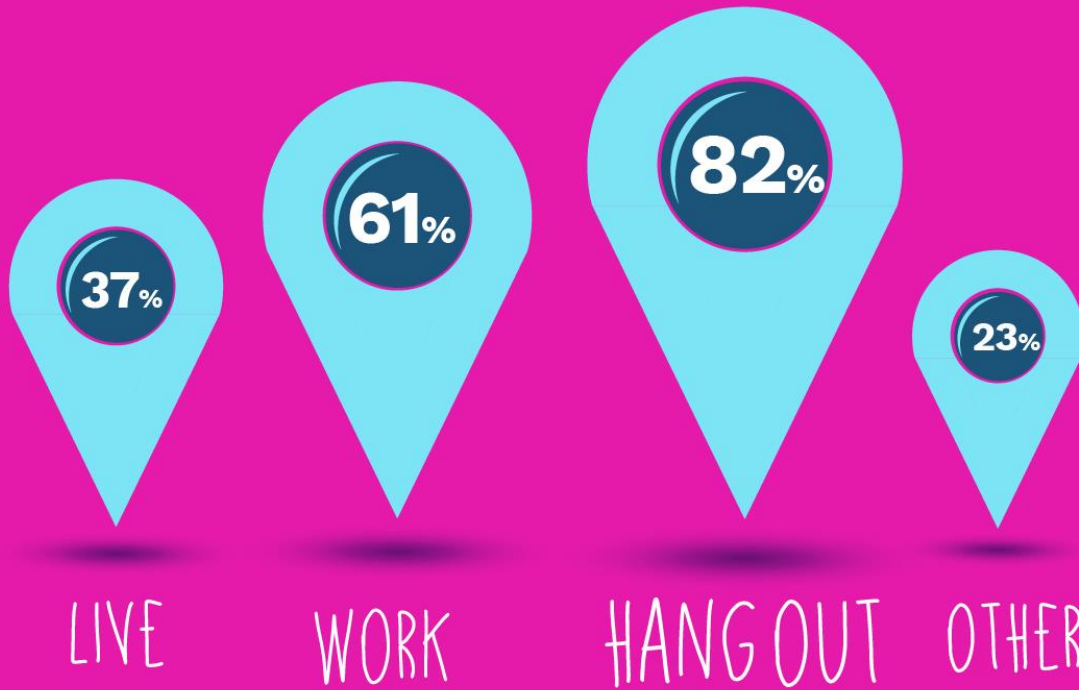
1 2

Introductions & a Slideshow

First, we asked a little bit about who attended and where they came from

we asked about your relationship
with DOWNTOWN FARGO

THIS IS WHAT YOU SAID....



ACTIVITIES

1

2

Introductions
& a Slideshow



have an **OBSERVATION** or **IDEA** for Downtown
to add to the **COLLABORATIVE MAP?**

TRY OUT THE ONLINE VERSION:
www.fargoinfofocus.org/interactive-map



I WISH THERE WAS A WAY TO CREATE MORE HOUSING OPTIONS FOR THOSE WITH AN AVERAGE / LOW-INCOME (I.E. STUDENTS) SO DOWNTOWN DOESN'T TURN INTO A SOCIETY OF ELITES.

EXPANSION OF THE SKYWAY SYSTEM

SOMETHING NEEDS TO BE DONE TO STOP THE DETERIORATION OF NEIGHBORING SINGLE FAMILY HOMES.

AMUSEMENT PARK

RIVER-WALK

SO FAR

24 / 7 USAGE OF THE RIVERFRONT.

I ACTUALLY LOVE THE OVERHEAD POWER LINES! I DON'T KNOW WHY PEOPLE THINK THEY'RE UNSIGHTLY.

AT A MINIMUM RECONSTRUCT PEDESTRIAN WAY ON CENTER AVE. BRIDGE WIDER / BETTER LIGHTING.

178

BUILD SOME SORT OF OVERPASS TO DEAL WITH THE RAILROADS.

SMALL AMPHITHEATER GOING DOWN TO THE RIVER

IS THERE TECHNOLOGY THAT CAN INFORM VEHICLES AND PEDESTRIANS HOW LONG THEY MAY NEED TO WAIT FOR A TRAIN?

MINI-MILLENNIUM PARK. INTERACTIVE FOR FAMILIES AND DEFINITELY A DRAW FOR VISITORS.

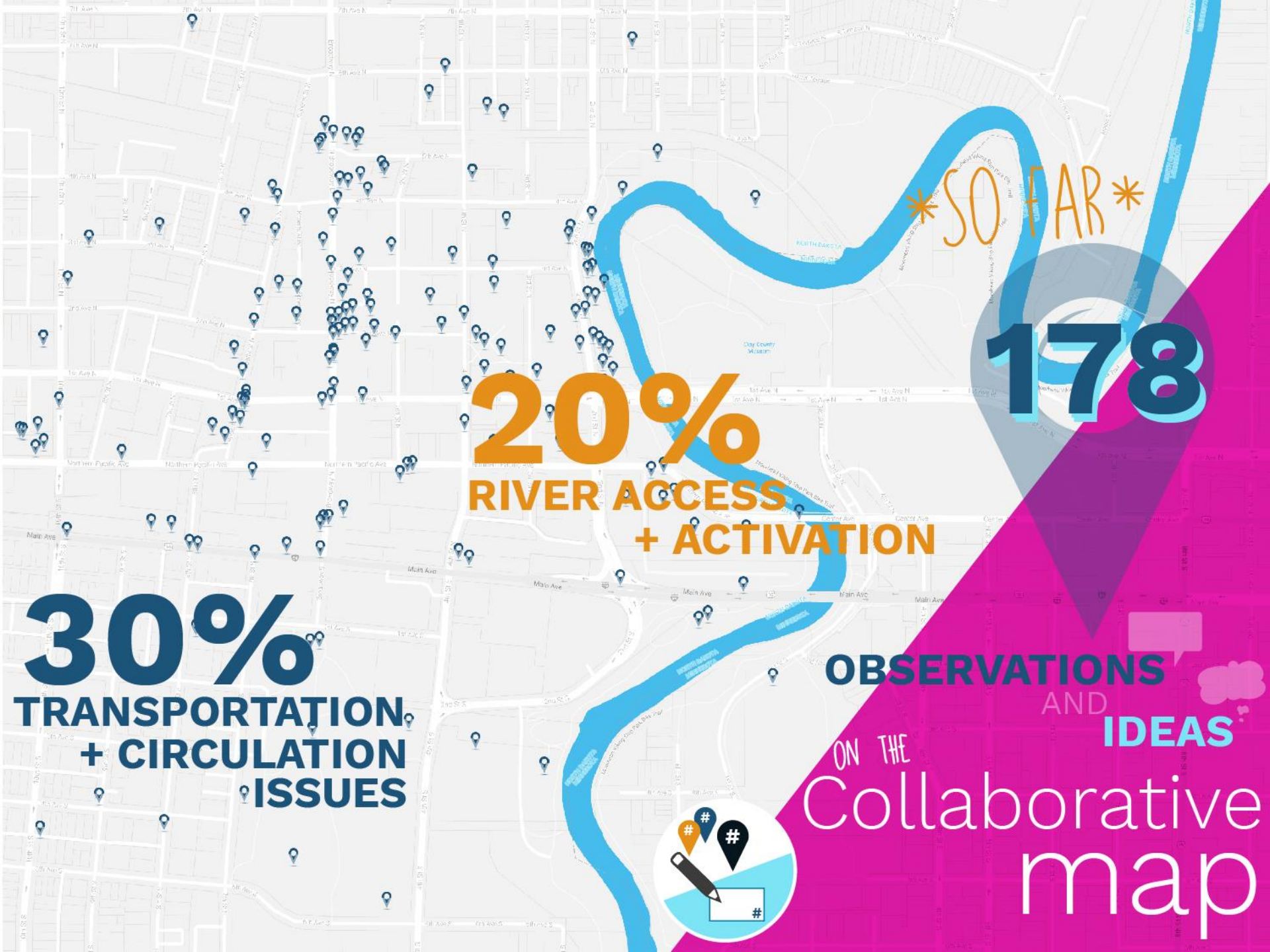
THE RED RIVER'S WATER FLOWING OVER THE ROCKS NEAR ISLAND PARK CREATE ONE OF THE MOST SCENIC AND RELAXING AREAS IN ALL OF FARGO.

ALL DOWNTOWN GREEN SPACES ARE ON THE EDGES. THERE IS NOT CENTRAL PUBLIC SPACE OR GREEN SPACE TO DRAW PEOPLE IN OR OFFER RELAXATION / ENTERTAINMENT.

OBSERVATIONS AND IDEAS

ON THE Collaborative map





SO FAR

178

20%
**RIVER ACCESS
+ ACTIVATION**

30%
**TRANSPORTATION
+ CIRCULATION
ISSUES**

**OBSERVATIONS
AND
IDEAS**

ON THE
**Collaborative
map**





LIVE or **WORK** Downtown and want to
TAKE THE SURVEY?

IT'S ONLINE TOO:
www.surveymonkey.com/r/DowntownInFocus

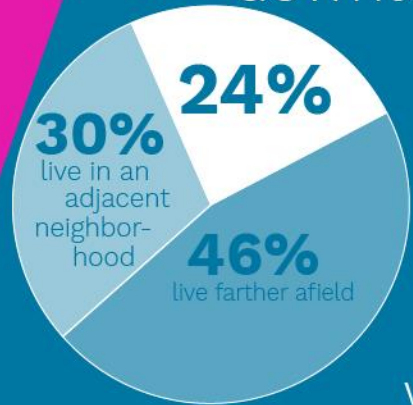
SNEAK PEAK 

OPEN UNTIL  DAY

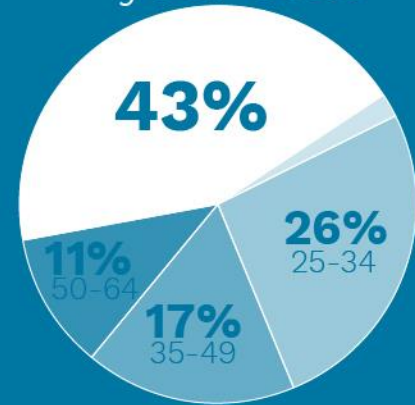
resident



live downtown



18-24 year olds



SO FAR

480

resident & employee surveys

WE ASKED YOU TO DESCRIBE **DOWNTOWN FARGO**

Today / Tomorrow

IN 1 WORD



AND A LOT OF
YOU SAID THE SAME THINGS

WE ASKED WHAT YOU THOUGHT ABOUT
26 IDEAS FROM OTHER CITIES

MORE THAN **1/2** OF ALL POSITIVE VOTES
WENT TO SIX ITEMS

ICE



TRAILS

OUTDOOR



SEATING

STRING



LIGHTS

PROTECTED



BIKELANES

WINTER



FESTIVAL

ACTIVITY



FRIENDLY

WE ASKED WHAT YOU THOUGHT ABOUT 26 IDEAS FROM OTHER CITIES

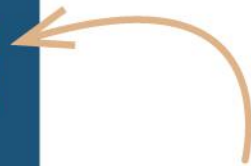
80% OF POSITIVE VOTES SPLIT BETWEEN FOUR CATEGORIES



PUBLIC REALM IMPROVEMENTS



RIVERFRONT ACTIVITIES



RIVER
TOURS

MAJOR
'MEH'
VOTES

POP-UP
SHOPS



LIGHTING



EVENTS & TEMPORARY USES



- 1) WRITE IT ON THE CHALKBOARD
- 2) SELECT A PROP OR TWO
- 3) SMILE FOR THE CAMERA WITH YOUR **BIG IDEA!**



BIG IDEAS

safer & improved circulation



26%

more protected bike lanes

create a pedestrian only street down broadway

slow traffic

more bus services less tickets

move railroad tracks

rebuild np ave

pedestrian center area
connect riverfront bike paths to downtown with a bike only path

raised cycle tracks all along np ave

matbus going until 3 am on weekends

more parking

more fun & family friendly



26%

children's museum

water park for summer

gigantic slide

cinco de mayo

something fun for the family

fun place

playground

an amusement park for kids

healthy & green



19%

more green space

fountain

healthy

renewable energy development = jobs

more green space

more trees

more landscaping

environments that support health

innovative & new businesses



14%

conventional grocery store
retail incubator

pop up retail, shared photo studios
more food trucks

trader joes bodega
fiber optic

affordable men's clothing stores
food truck innovation

inclusive housing opportunities



7%

affordable better housing

a downtown for everyone

don't neglect the surrounding areas.
Strengthening nearby neighborhoods will support downtown growth

historic & creative



7%

public art!

retain fargo's history

historical walking tour

FARGOCRAFT

DESIGNING AN OPEN SPACE NETWORK

10 Help us


FARGOCRAFT

an
OPEN SPACE
NETWORK


to serve Downtown

FARGOCRAFT

SELECT The design of the project is limited to what is possible. We will help you select your space and design your network.



FARGOCRAFT



FARGOCRAFT



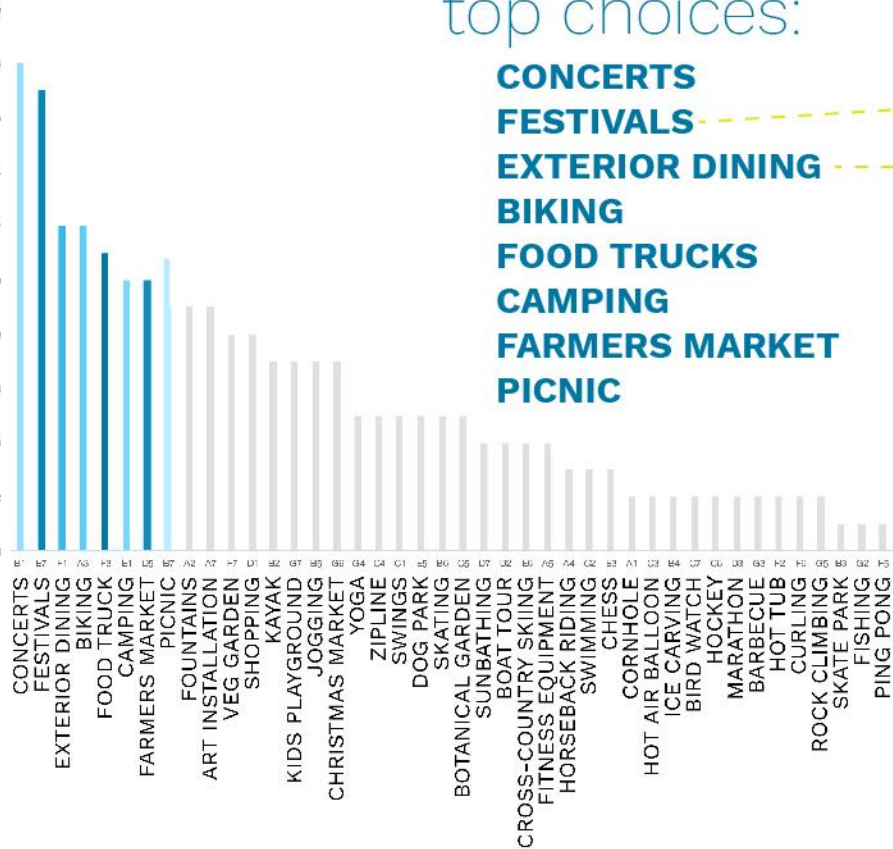
Within a few hours we received 144 responses...

DOWNTOWN VISITORS

summary of 96 responses from non-downtown residents

top choices:

- CONCERTS**
- FESTIVALS**
- EXTERIOR DINING**
- BIKING**
- FOOD TRUCKS**
- CAMPING**
- FARMERS MARKET**
- PICNIC**



DOWNTOWN RESIDENTS

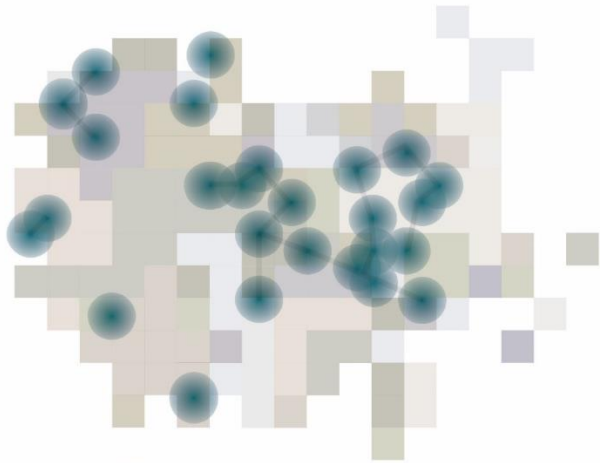
summary of 48 responses from downtown residents

top choices:

- FESTIVALS**
- VEGETABLE GARDEN**
- EXTERIOR DINING**
- ART INSTALLATIONS**
- FITNESS EQUIPMENT**
- DOG PARKS**
- CHRISTMAS MARKET**

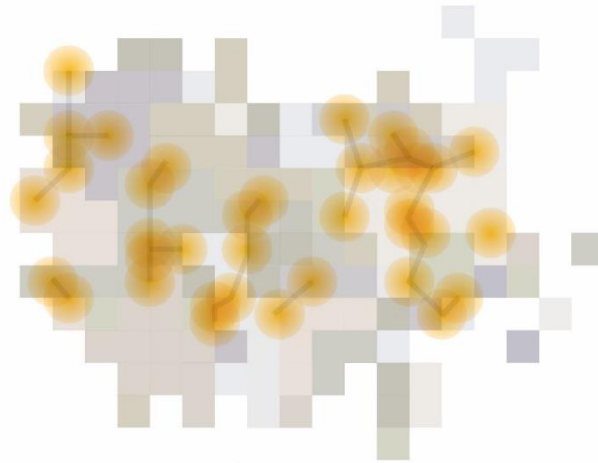


Top programming selections



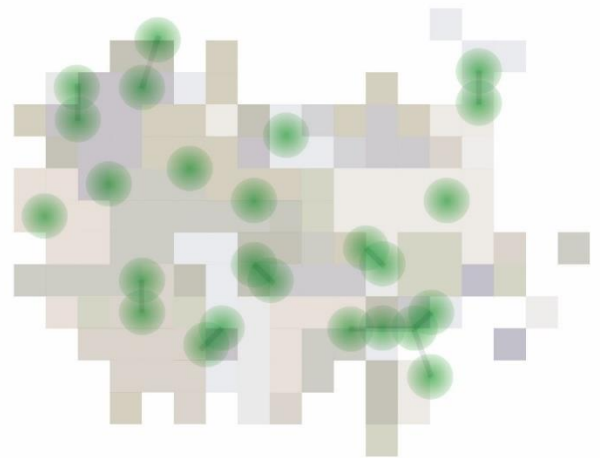
Cores

Food trucks exhibited the most clear pattern forming concentrated **cores**.



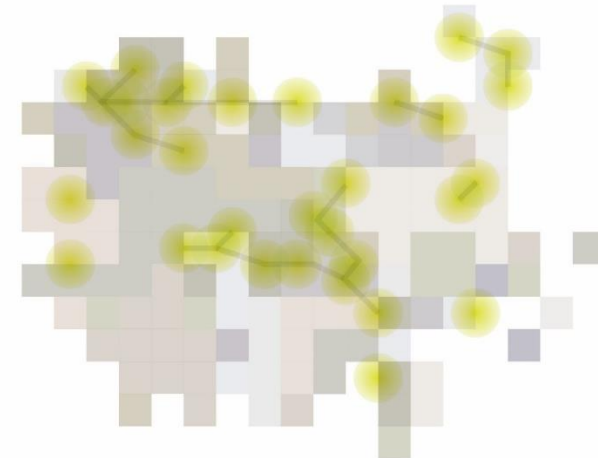
Nodes

Festivals exhibited the most clear pattern in form of distinct **nodes**.



Dispersed

Art installation exhibited the most **dispersed** pattern.



Linear

Exterior dining exhibited the most clear **linear** pattern.

Emerging patterns

Programs organized in cores are more likely to form a single large group in a central location whereas nodes tend to group in smaller clusters in multiple locations.

Dispersed programs are more likely to distribute evenly in contrast to linear patterns which suggest continuity and connections.

Participation summary, so far

INTERVIEWS SO FAR: 50+ different people in 35 sessions, and counting

- Elected officials
- Business leaders & start-ups
- Creative/cultural organizations
- Development community
- Design community
- Housing advocates
- Transportation agencies
- Downtown organizations
- Neighborhood associations
- Sanford representatives
- NDSU representatives
- City technical staff

PLUS:

Breakfast Meet & Greet / Roundtable (61)

Working Group (24)

Social Media (122)

Open House (280)

SURVEY & COLLABORATIVE MAP:



SOCIAL MEDIA INSIGHTS

 111 likes

 11 followers

...still a bit low :(

@fargoinfofocus #downtowninfofocus

transportation existing conditions analysis



What we've heard....

Opportunities

1. Downtown is growing
2. Residents want livable downtown with destinations
3. There is on-going work to manage environmental impacts on downtown
4. Local businesses, institutions and non-profit entities are investing in Downtown
5. There is interest from residents to increase mobility options in downtown

Challenges

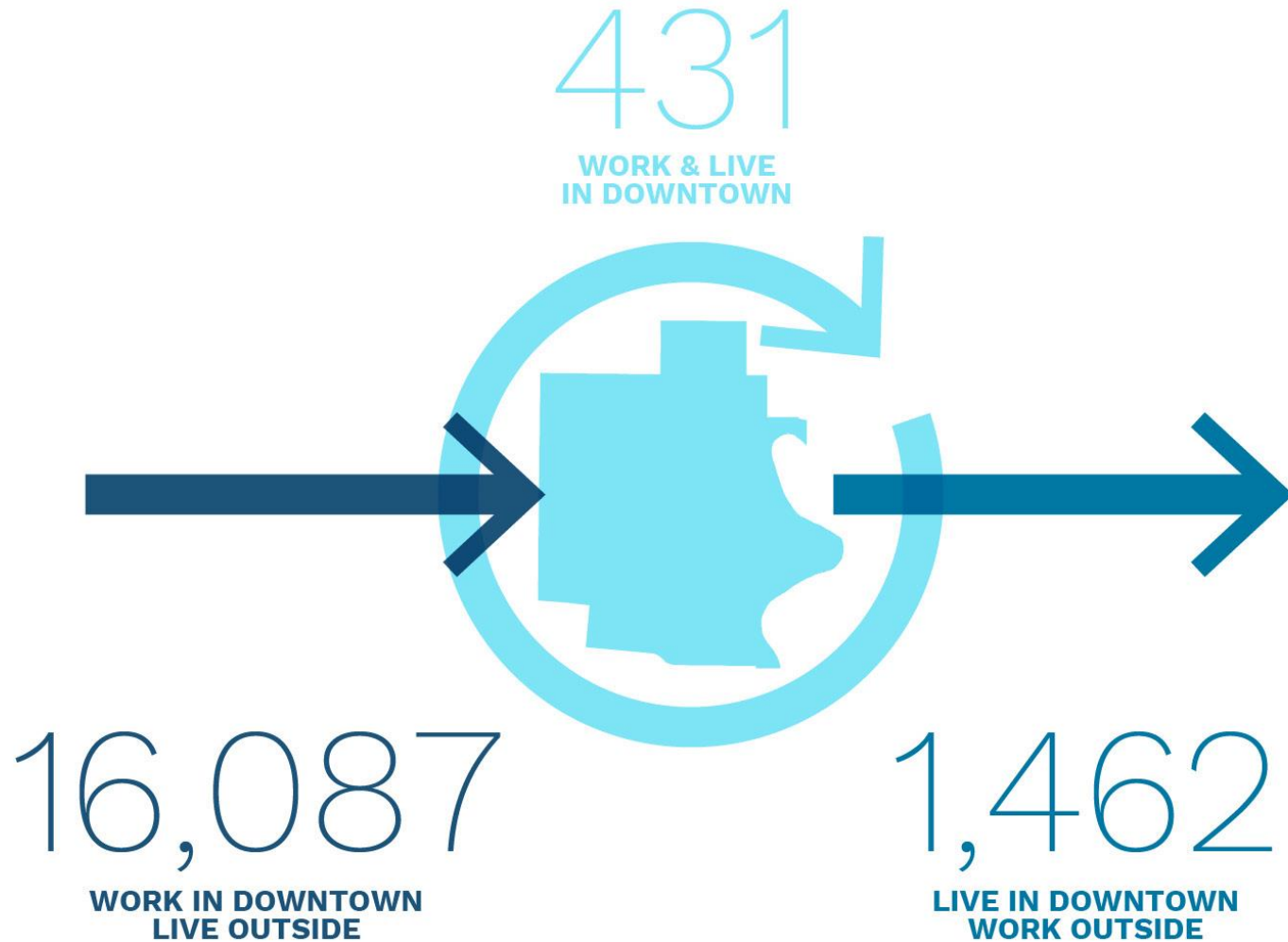
1. Downtown is growing FAST
2. The area is attracting residents with unique demands
3. Fargo's climate and the age of infrastructure put pressure on street projects
4. Existing policy and processes may make it difficult for the City to get the most out of these benefits
5. Infrastructure is aging - nearly all streets in downtown will need to be reconstructed in the coming years

General understanding of transportation forces at work in Downtown...

1. Regional workforce flows
2. Modeshare trends in context of peer cities
3. Understand demands of an auto-dependent region
4. Explore the transportation options available
5. Understand use and performance of those options

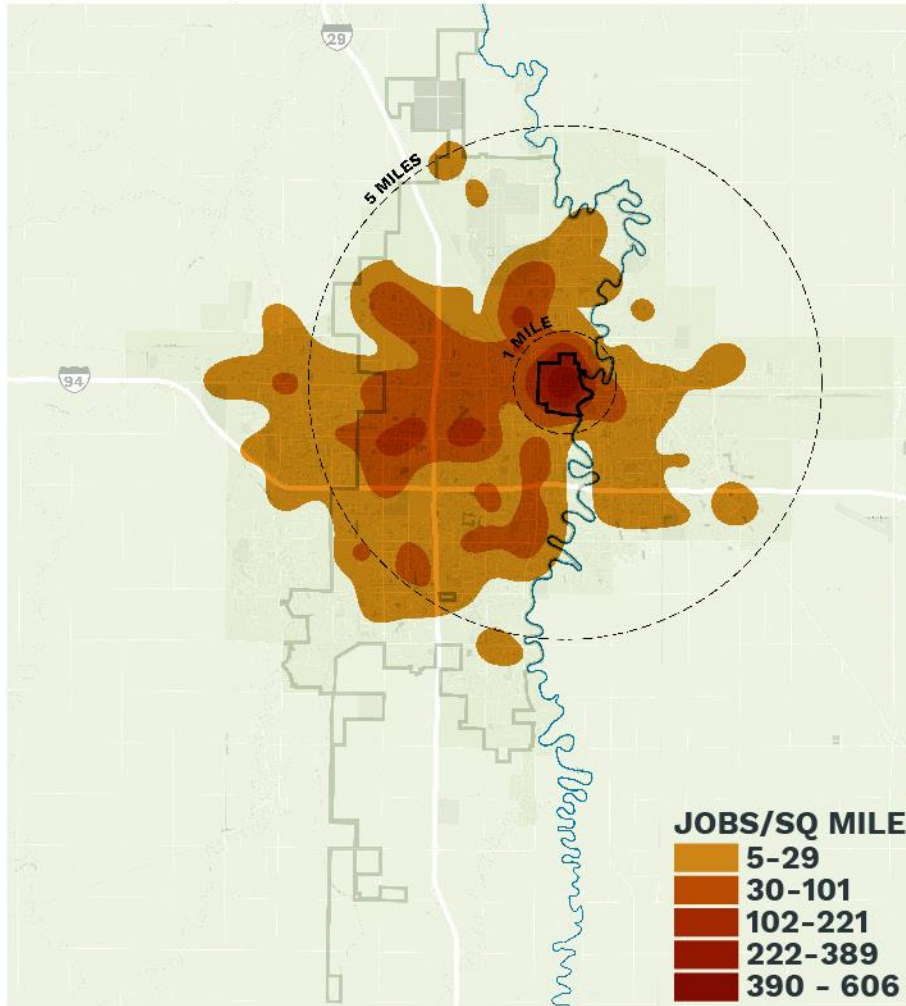
TRANSPORTATION IN THE REGIONAL CONTEXT

Most people live outside and work Downtown.



Where do they live?

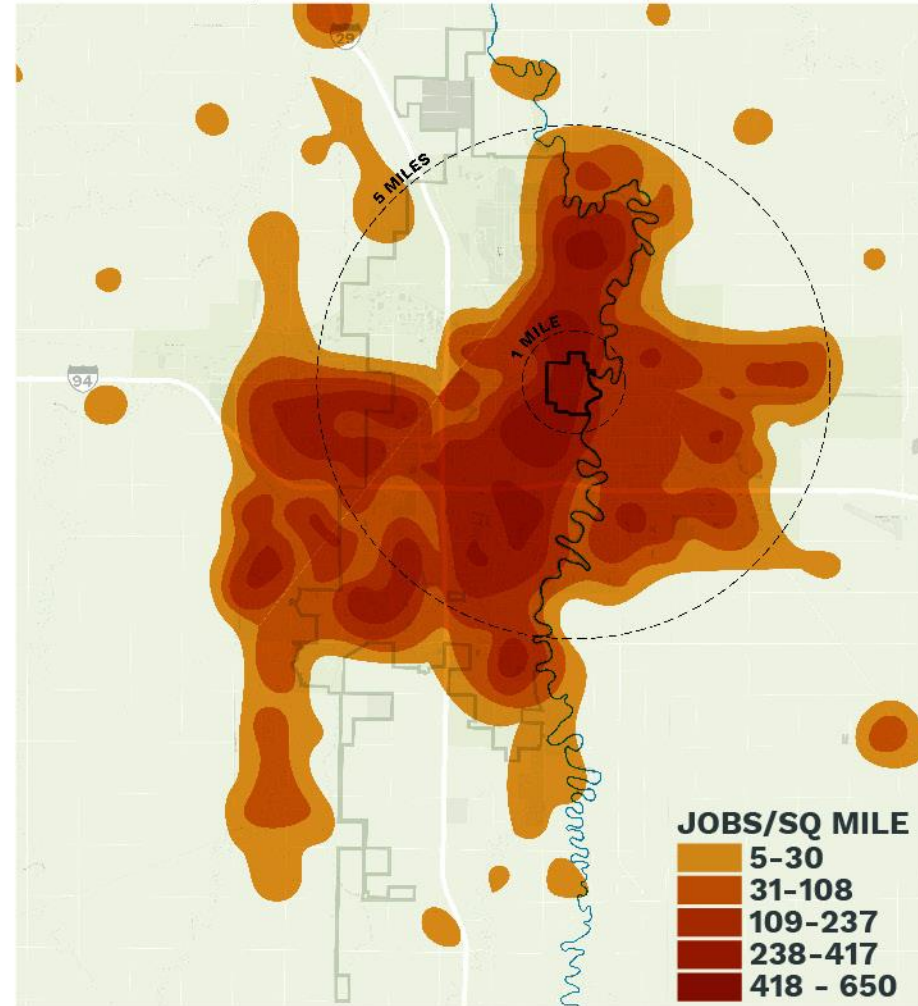
Where People Who Live In Downtown **WORK**



JOBS BY DISTANCE HOME CENSUS BLOCK TO WORK CENSUS BLOCK

Total Primary Jobs: 1,893
Total All Jobs: 2,092

Where People Who Work In Downtown **LIVE**

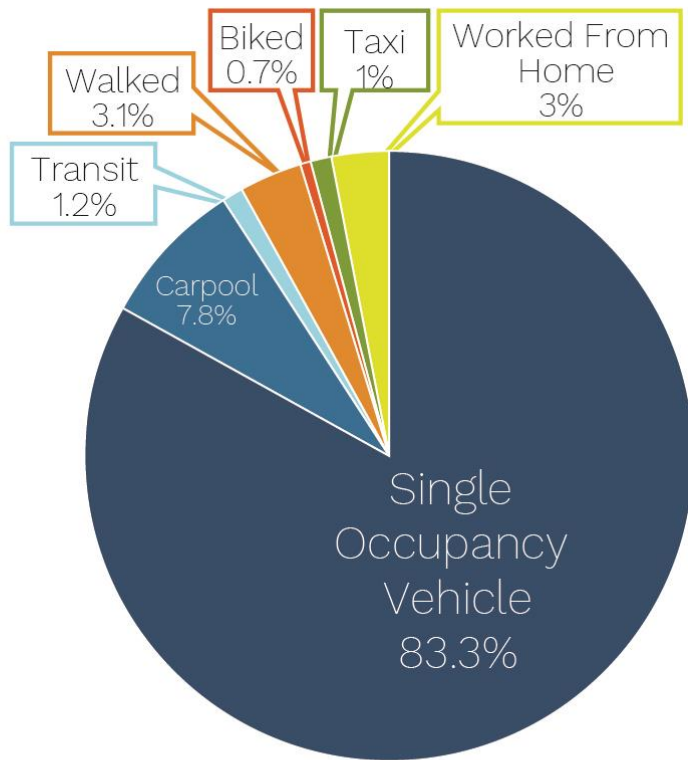


JOBS BY DISTANCE WORK CENSUS BLOCK TO HOME CENSUS BLOCK

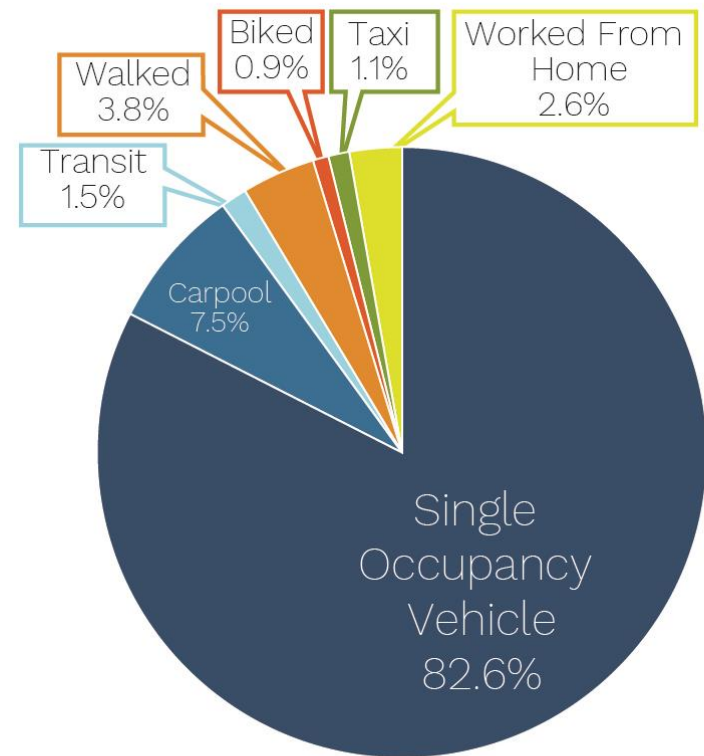
Total Primary Jobs: 16,518
Total All Jobs: 17,945

Most people drive, most of the time...

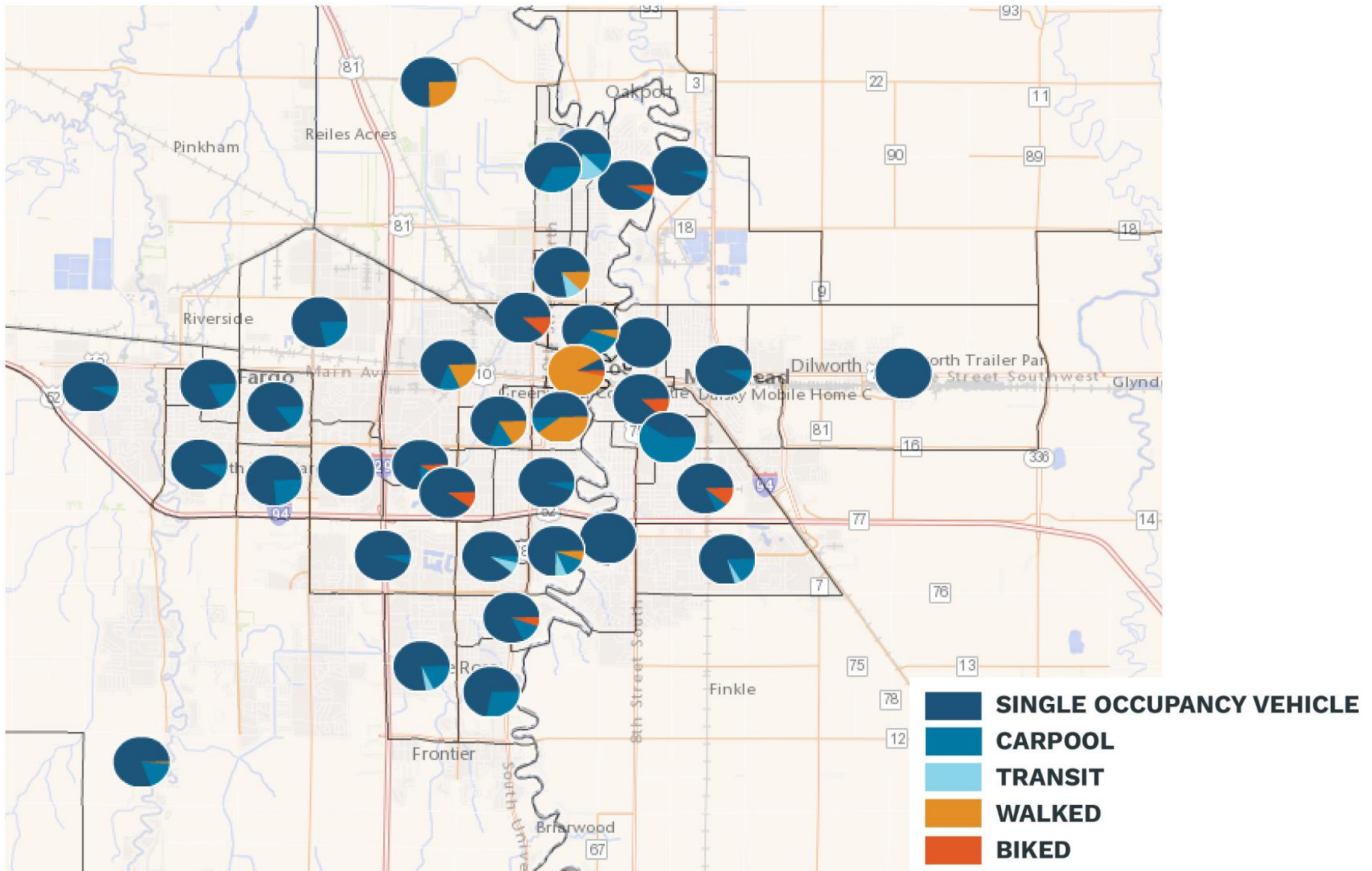
Cass County



Fargo



Most people drive, most of the time...

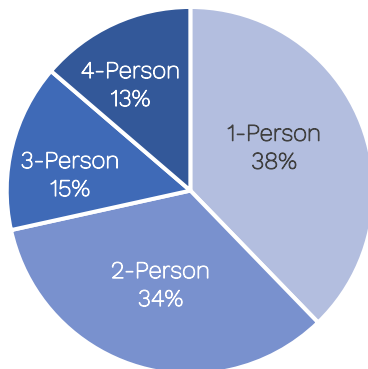


How auto-dependent is the City of Fargo, Downtown?

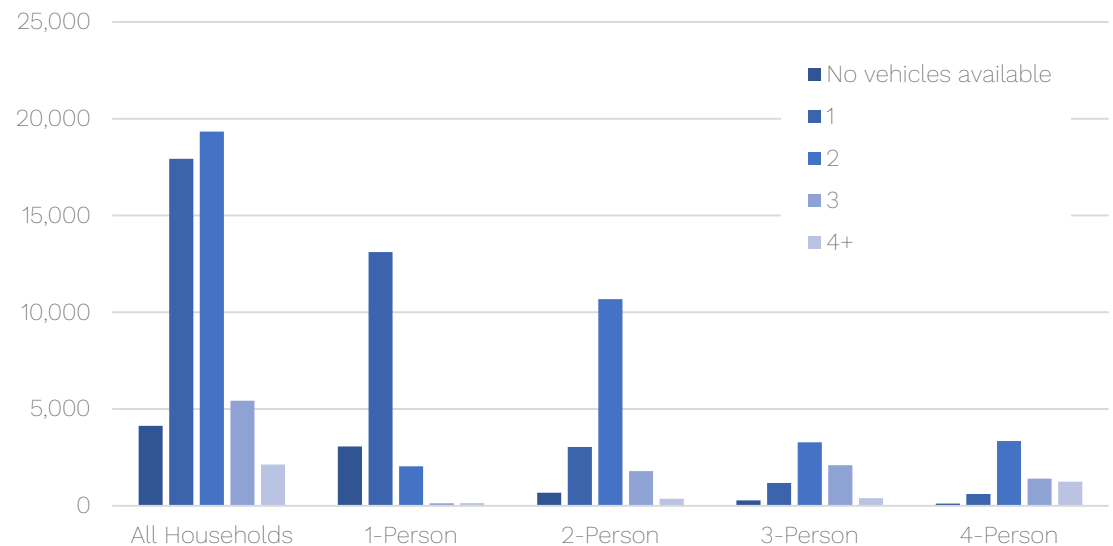
Fargo, North Dakota (2010-2013 Census Data)

- 1.7 available vehicles per household
- 9.7 available vehicles per 10 adults

Household Size
City of Fargo

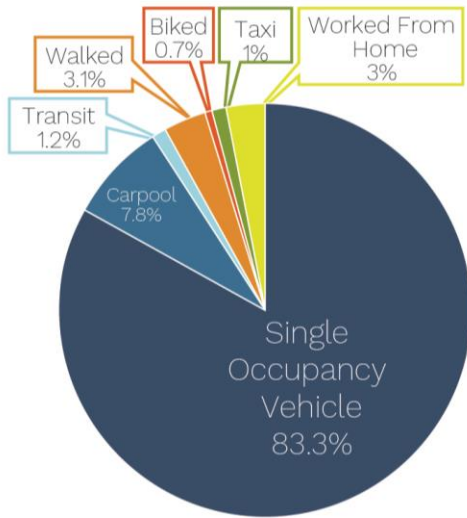


Car Ownership City of Fargo

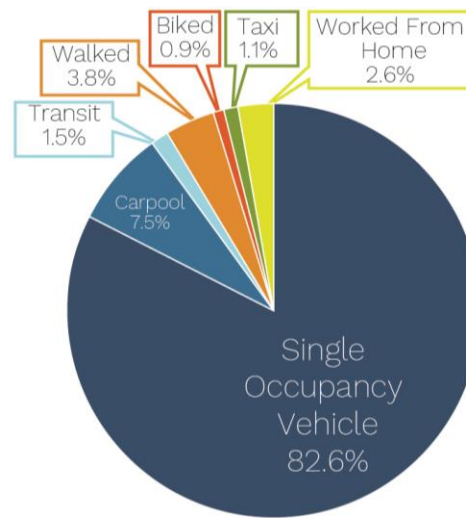


Downtown residents operate differently...

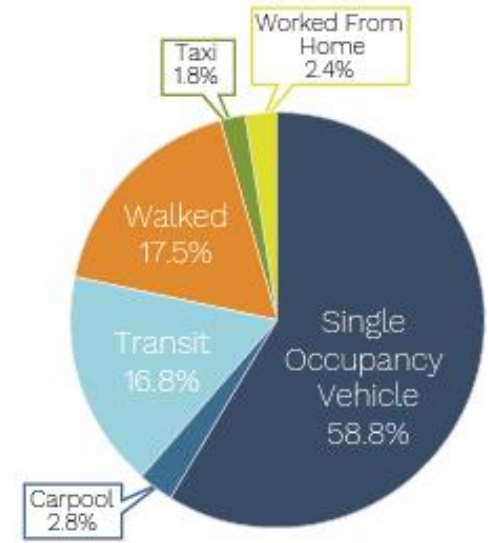
Cass County



Fargo



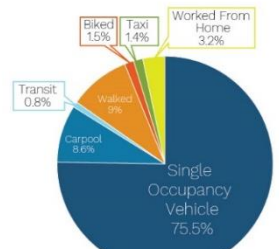
Tract 7



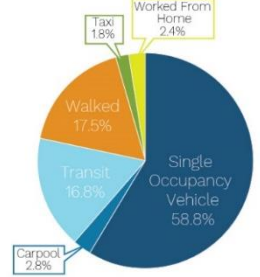
Streets in Downtown are asked to support more activity



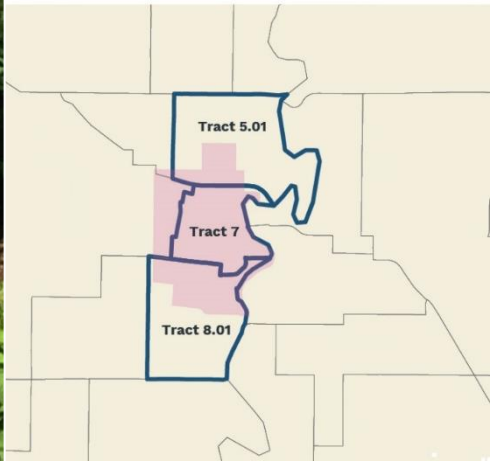
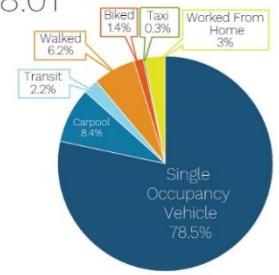
Tract 5.01



Tract 7



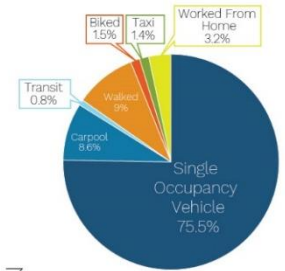
Tract 8.01



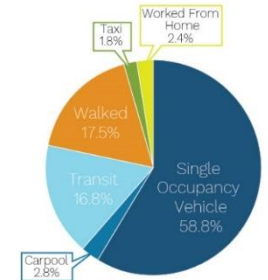


Streets in Downtown are asked to meet the demand of more modes.

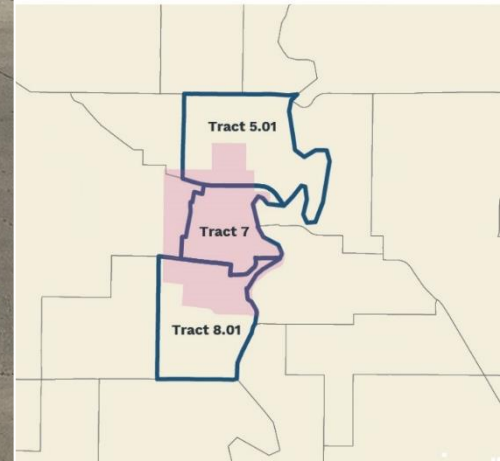
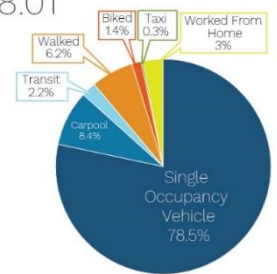
Tract 5.01



Tract 7



Tract 8.01





Competition for off-street space will continue to grow – with or without a regional mode shift

Regional transportation...

Key findings

- Downtown Fargo is an economic engine for the region. The region will continue to depend on cars to access jobs and destinations in Downtown.
- Focus on regional access isn't enough. Downtown residents and businesses demand more mobility options, and a more livable Downtown.
- Competition and demand on existing public space will continue to get more complicated...

WHY IS PARKING SO
IMPORTANT IN
DOWNTOWN FARGO?

Hierarchy of Fargo's Parking Users

- “Occasional” parkers: Visitors parking for short periods of time, generally not familiar with the area
 - Prioritize convenience and park on-street
- “Regular Visitor” Parkers: Visitors or employees staying for a medium length of time and familiar with Downtown
 - Park at periphery, on-street or off-street
- “All Day / Employee” Parkers: Employees or residents parking for a long period of time

A healthy parking system has room for all and can be controlled by rates and regulations

Typical evolution of parking over time...

1. No parking measures

- Parking is free everywhere

2. Introduce regulations

- Timed signage, permits

3. Align supply with demand

- Metered parking, incentivize alternative modes, mobility management

The most important facts about Fargo's Parking

- You can't meter parking

"It is unlawful for the state of North Dakota...to establish and maintain any mechanical device....requiring the deposit therein of coins or tokens for the privilege of parking cars or other vehicles upon the streets"

-North Dakota Legislation, Chapter 39-01-09

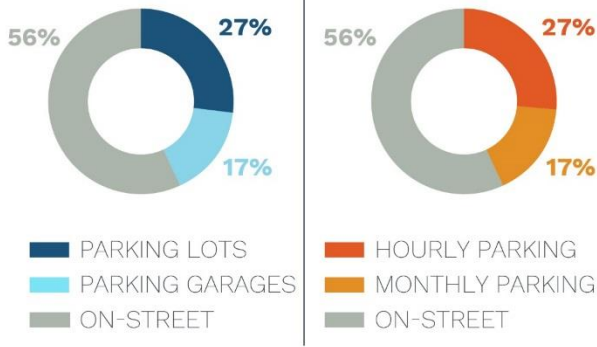
- Reality is that people will likely always drive to Downtown
- Currently, there is not a parking supply problem Downtown
- However, Fargo is about to lose some public parking to development and it is important to plan for that now



Land Distribution

PARKING LOTS: **10** ACRES
 PARKING GARAGES: **3.5** ACRES

NUMBER OF SPACES:



All Parking

Source: City of Fargo, Interstate Parking

- OFF-STREET PARKING**
- MUNICIPAL LOTS
- PARKING GARAGES
- PRIVATE LOTS
- ON-STREET PARKING**
- 30 MINUTE
- 90 MINUTE
- 2 HOUR
- 4 HOUR
- ALL-DAY (no time restriction)
- PARKING RESTRICTED
- NO PARKING





2015 On-Street Regulations

Source: City of Fargo, Interstate Parking

- ON-STREET PARKING**
- 30 MINUTE
 - 60 MINUTE
 - 90 MINUTE
 - 2 HOUR
 - 4 HOUR
 - ALL-DAY (no time restriction)
 - ACCESSIBLE
 - LOADING ZONE
 - NO PARKING
 - OPEN SPACE
 - DOWNTOWN FOCUS AREA



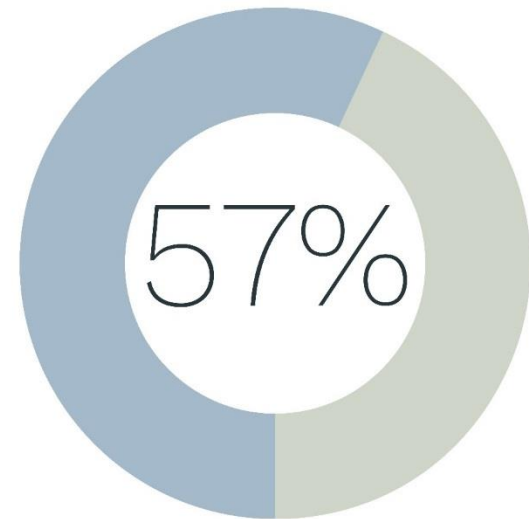


2016 On-Street Regulations

Source: City of Fargo, Interstate Parking

- ON-STREET PARKING**
- **90 MINUTE**
 - **2 HOUR**
 - **4 HOUR**
 - **ALL-DAY (no time restriction)**
 - **ACCESSIBLE**
 - **LOADING ZONE**
 - **NO PARKING**
 - OPEN SPACE**
 - DOWNTOWN FOCUS AREA**





Utilization Rate

On-Street Utilization October 2015

Source: City of Fargo, Interstate Parking

ON-STREET UTILIZATION

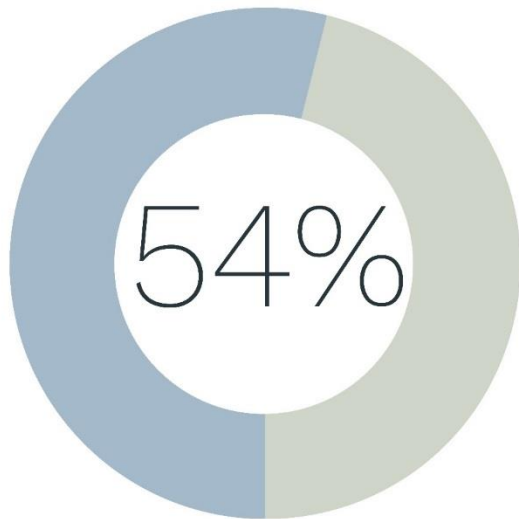
- 0 - 50%
- 51 - 70%
- 71 - 80%
- 81 - 90%
- 91 - 145%

OFF-STREET UTILIZATION

- 0 - 50%
- 51 - 70%
- 71 - 80%
- 81 - 90%
- 91 - 100%

- OPEN SPACE
- ⋯ DOWNTOWN FOCUS AREA





Utilization Rate

On-Street Utilization April 2016

Source: City of Fargo, Interstate Parking

ON-STREET UTILIZATION

- 0 - 50%
- 51 - 70%
- 71 - 80%
- 81 - 90%
- 91 - 145%

BLOCK UTILIZATION

- 0 - 50%
- 51 - 70%
- 71 - 80%
- 81 - 90%
- 91 - 100%

OPEN SPACE

DOWNTOWN FOCUS AREA





75% NOT MORE THAN 1 HOUR

21% NOT MORE THAN 2 HOURS

4% NOT MORE THAN 3 HOURS

Parking Turnover

Source: City of Fargo

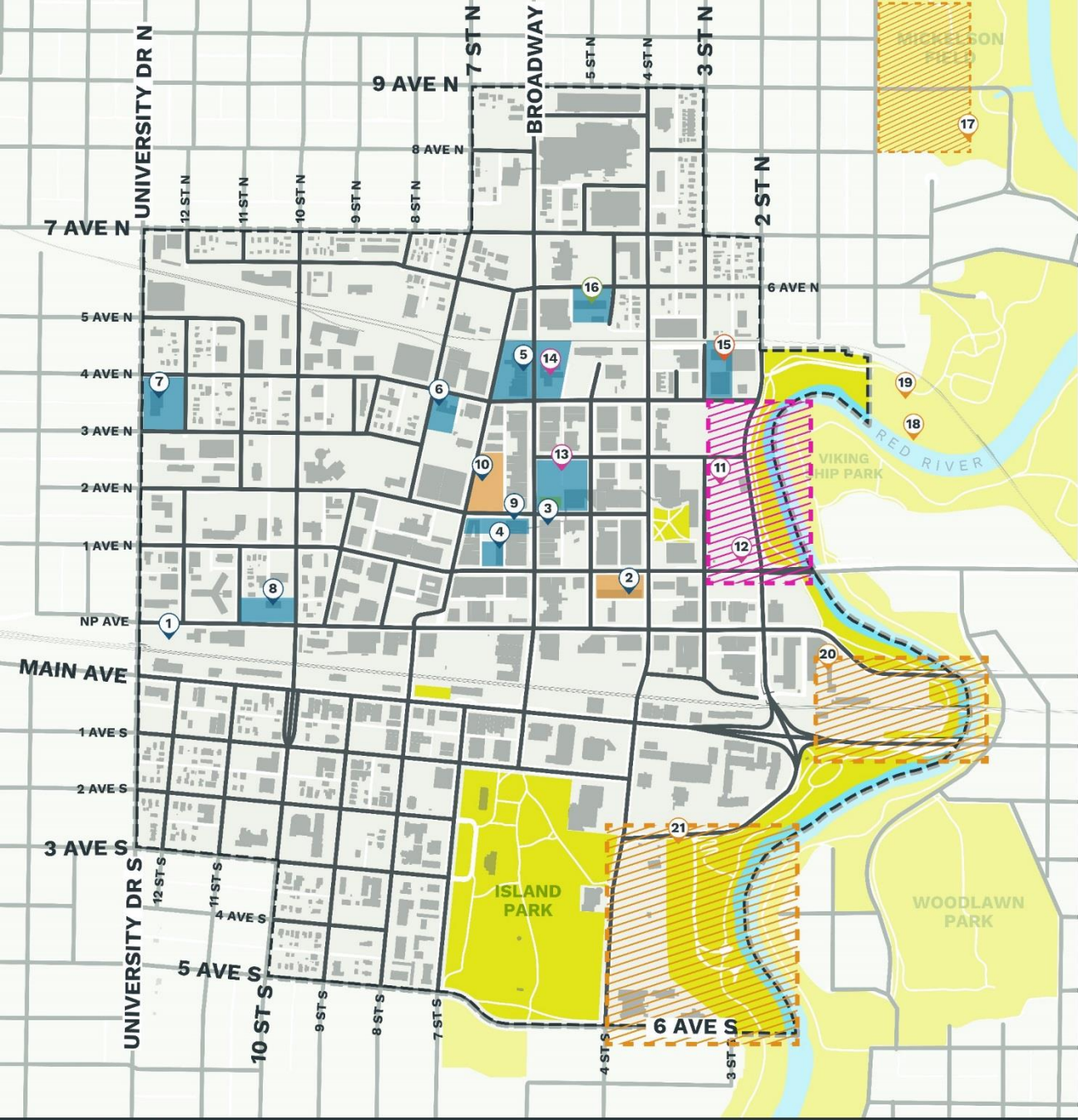
TURNOVER

- 1 - 50
- 51 - 100
- 101 - 150
- 151 - 200
- 201 - 250
- 251 - 300
- 301 - 350

- OPEN SPACE
- DOWNTOWN FOCUS AREA



Recent & Proposed Development



2016

- 1 1213 NP Ave / Prairie Roots Food Co-Op
- 2 Loudon Office Building
- 3 123 Broadway Office Building
- 4 613 1st Avenue North
- 5 Lowman-Hadeland Block
- 6 Sanctuary Events Center

2017

- 7 Woodrow Apartments
- 8 Nestor Tavern
- 9 Black Building
- 10 Roberts Garage

2018

- 11 City Hall & Civic Plaza
- 12 Performance Hall
- 13 Block 9 Development
- 14 Mercantile Building

2019

- 15 MEPS Military Entrance Processing Station

2020

- 16 Block 37

Riverfront Development & Flood Protection

- 17 Michelson Park Improvements
- 18 Oak Grove Park Improvements
- 19 Oak Grove Community Garden
- 20 Mid America Steel Site Redevelopment
- 21 Dike East Redevelopment

Source: City of Fargo

- PARTIAL PARKING**
- ALL PARKING**
- OPEN SPACE**
- DOWNTOWN FOCUS AREA**



Parking in Downtown, today...

Key findings

- Under existing conditions, there is sufficient parking in Downtown Fargo, and minimal abuse
- New developments being constructed will create shortages in high-demand areas at certain times, while other parking assets will remain underutilized
- It is important to balance demand of existing assets in order to create a walkable downtown
- There is increasing need to accommodate incoming development without building excessive new parking

DOWNTOWN HAS THE
POTENTIAL TO OPERATE
DIFFERENTLY



7-Minute Walkshed (From Great Rides Stations)

Source: Great Rides Bike Share

- 7-MINUTE WALKSHED**
- BIKESHARE STATION**
- OPEN SPACE**
- DOWNTOWN FOCUS AREA**



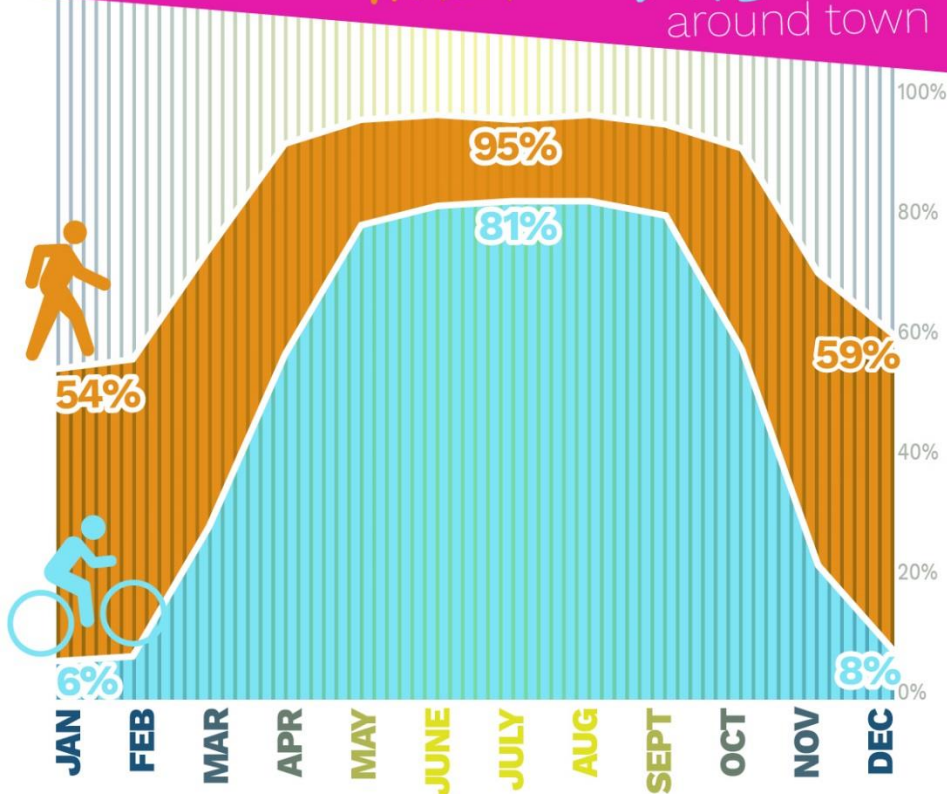
Transportation station



WOULD YOU RATHER? WALKING & BIKING HABITS

YOU TOLD US WHEN YOU WOULD

WALK OR BIKE
around town



Island Park to 7th & Broadway=
15 min walk

Island Park to Fargodome=
18 min bike ride

Transportation station



WOULD YOU RATHER? WALKING & BIKING HABITS

When given a choice between the two:



You **valued making downtown accessible to all abilities**

over parking for free.



Many chose **NOT to have to worry about getting a parking ticket**,

over finding a parking spot directly in front of their destination.

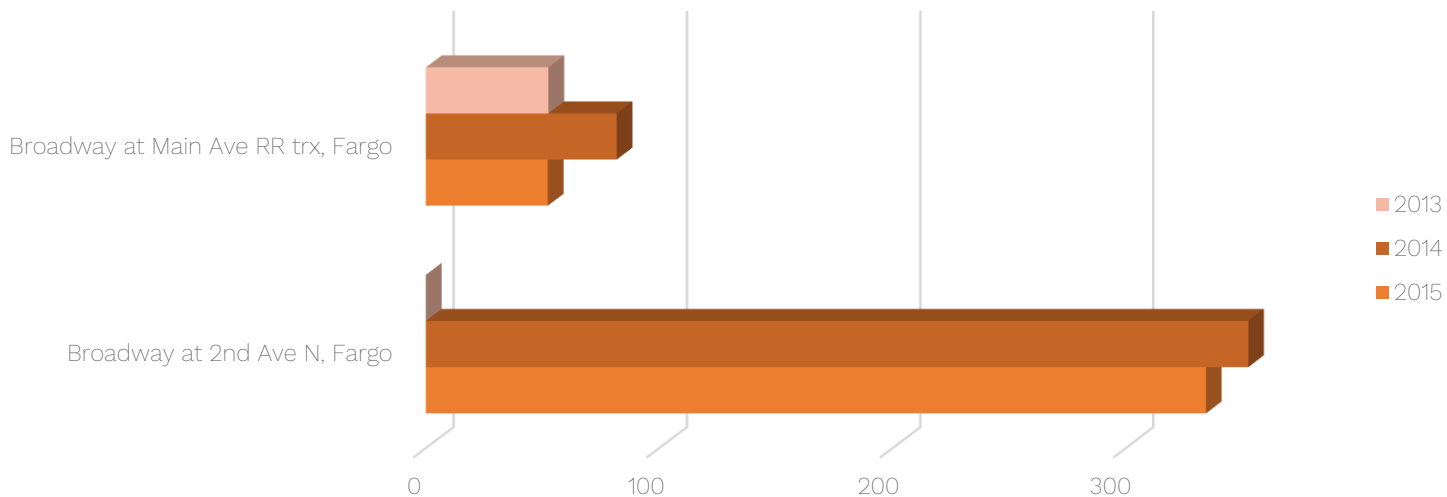


You are more interested in **increasing transportation options**,

over expanding infrastructure for SOVs

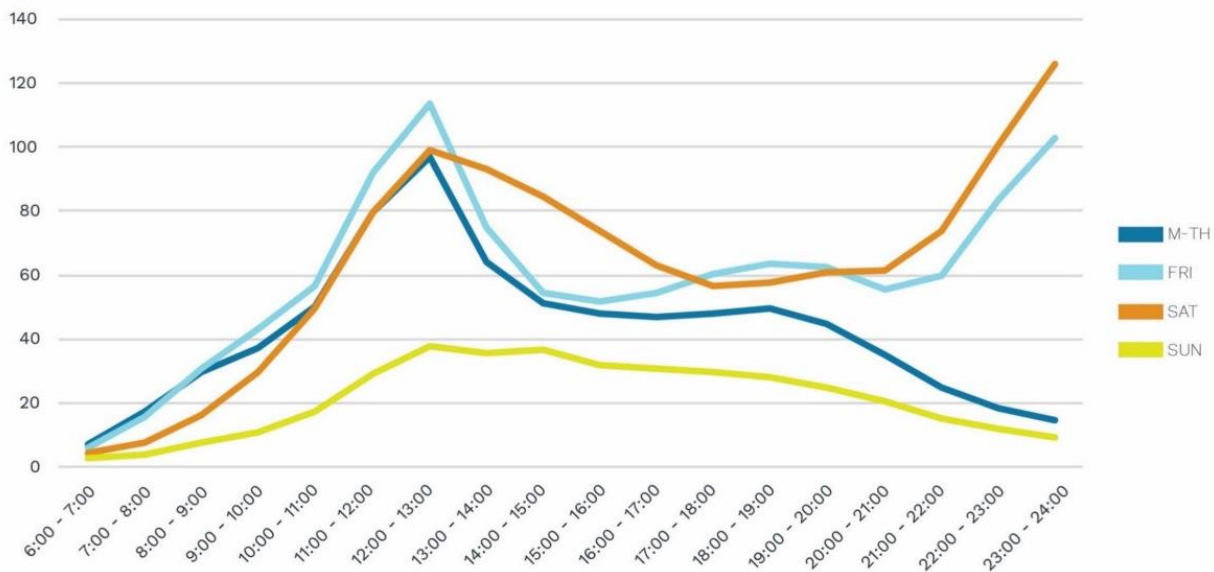


Pedestrian Counts per Hour



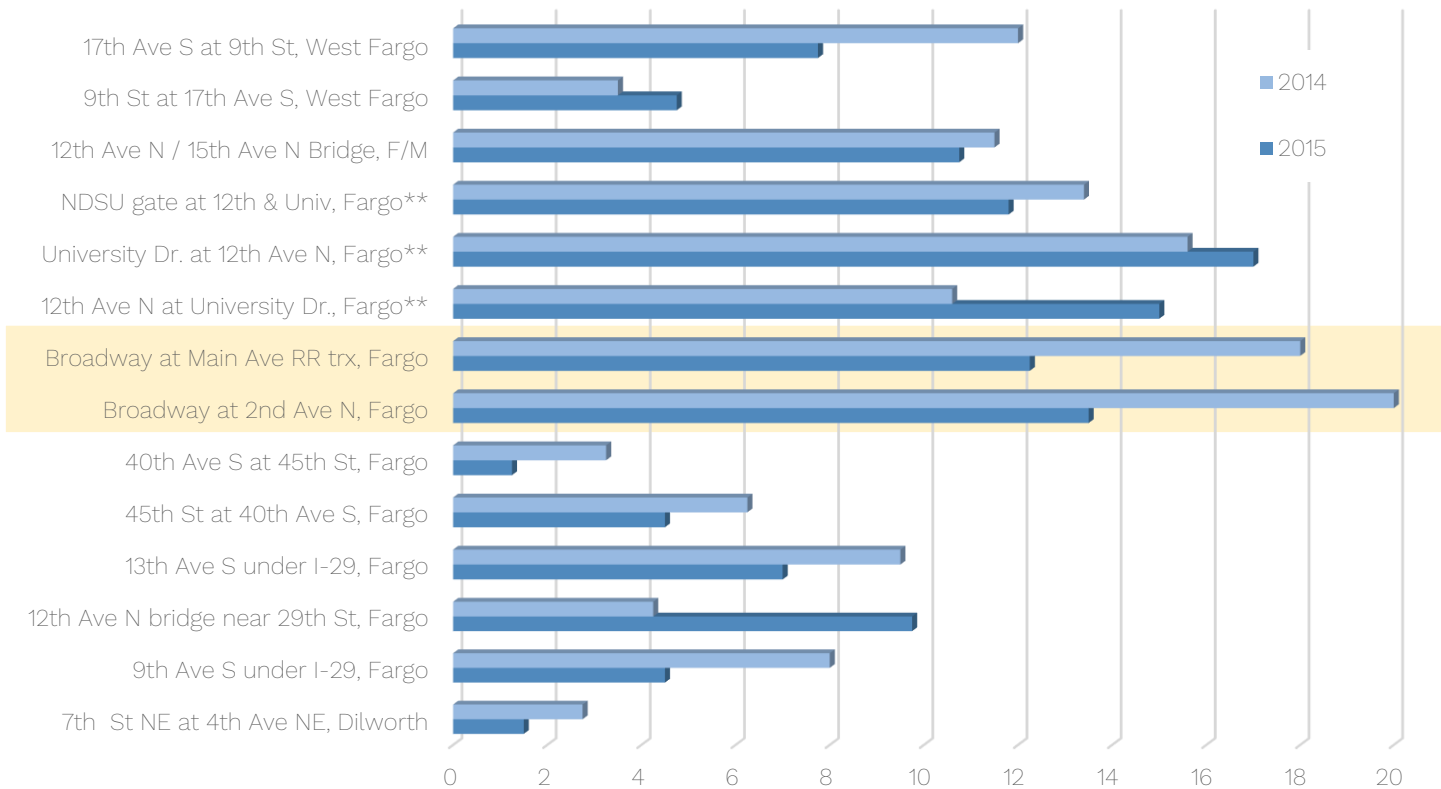
BROADWAY PEDESTRIAN COUNT, 2015

Number of Responses



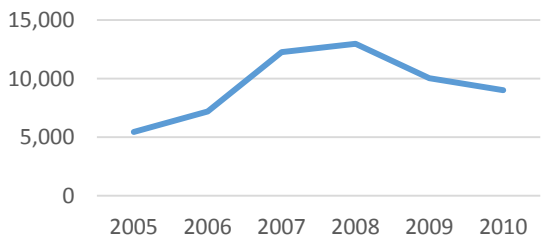


Bicycle Counts per Hour

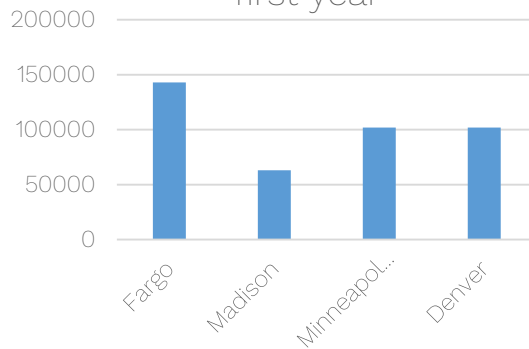


Total Bicycle Boardings

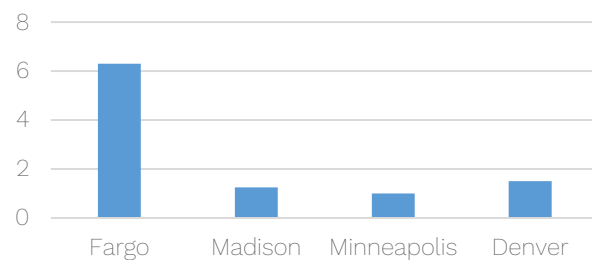
Fargo Only, Fixed Route and Circulator Ridership



Great Rides: Total rides in first year

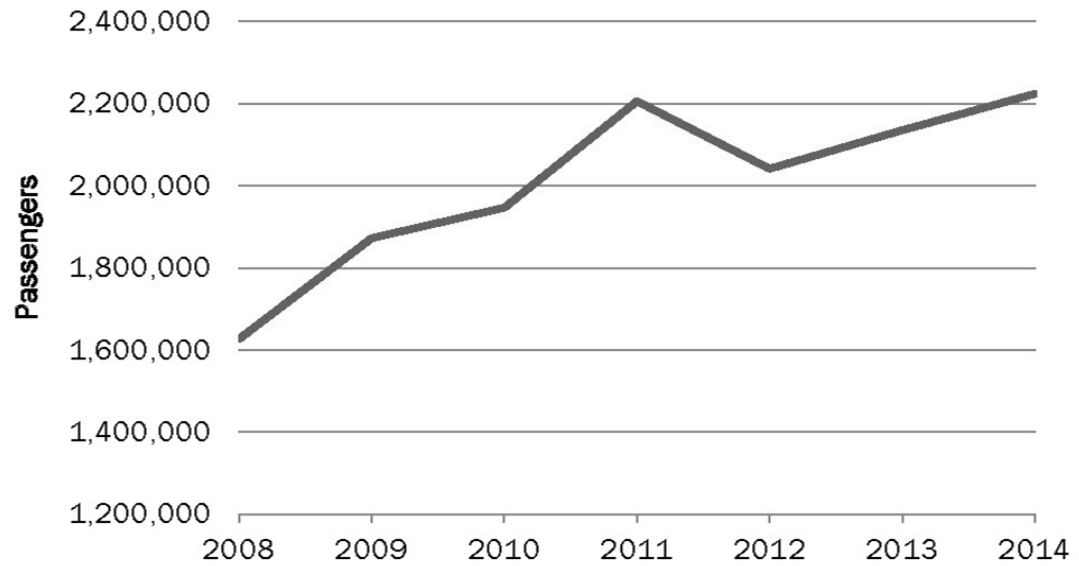


Great Rides: Total Rides per Bike per Day in 2015

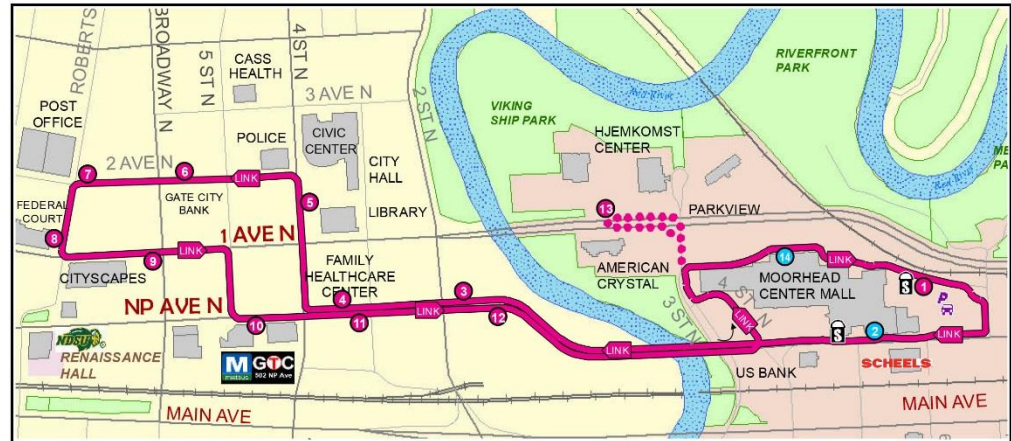




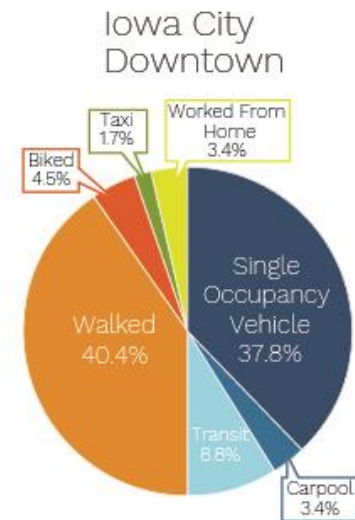
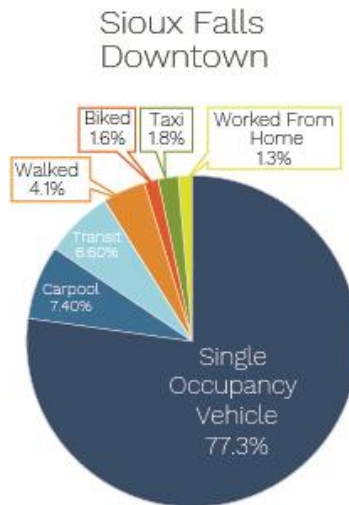
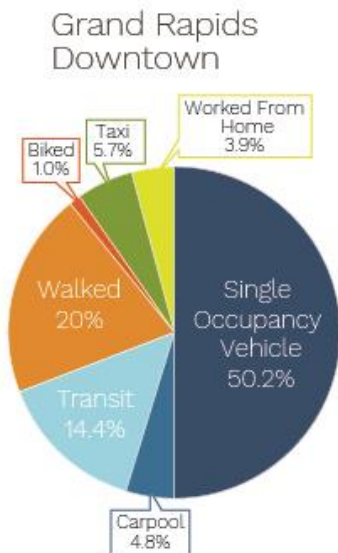
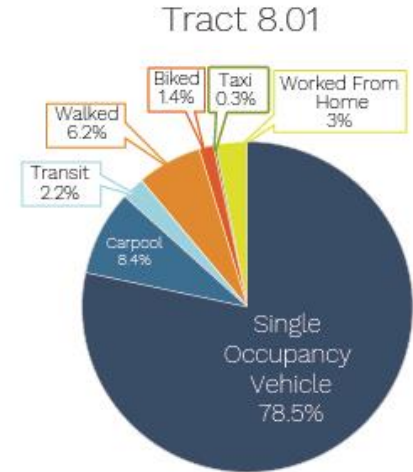
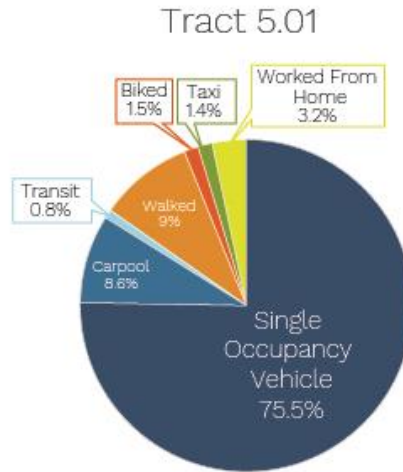
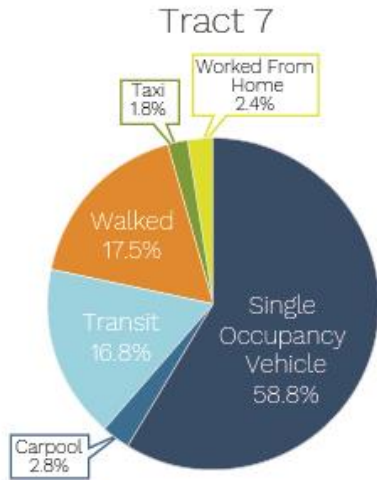
MATBUS Annual Fixed-Route Ridership 2008-2014



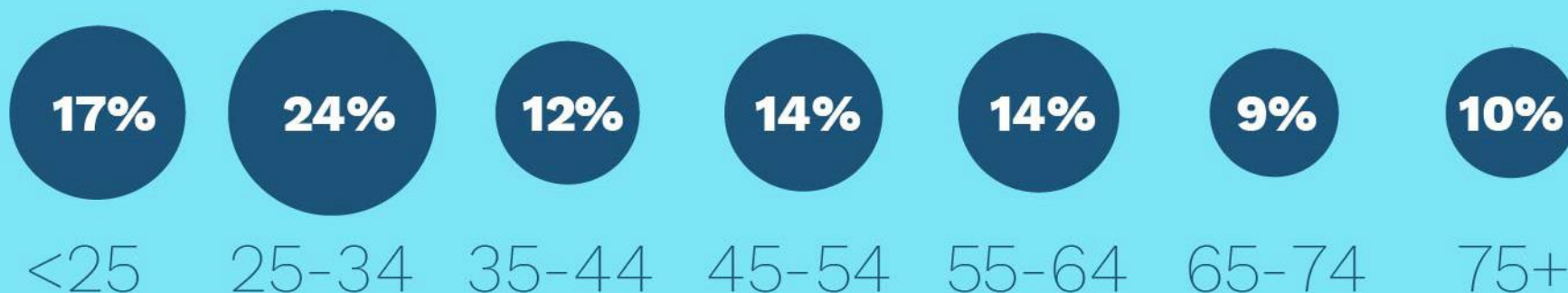
- LinkFM Ridership average ~10 boardings/day and ridership increasing
- 15 minute service frequency



But, there's room for growth...



those who live Downtown are younger...

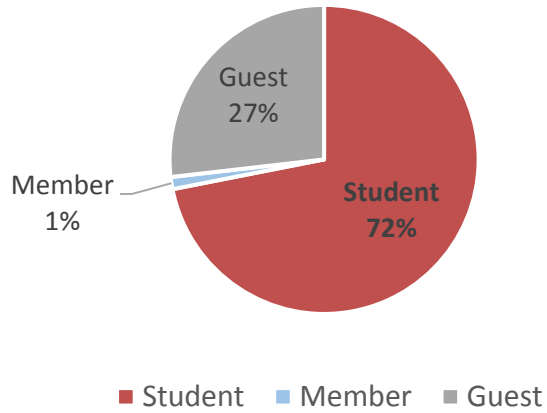


AGE BREAKDOWN

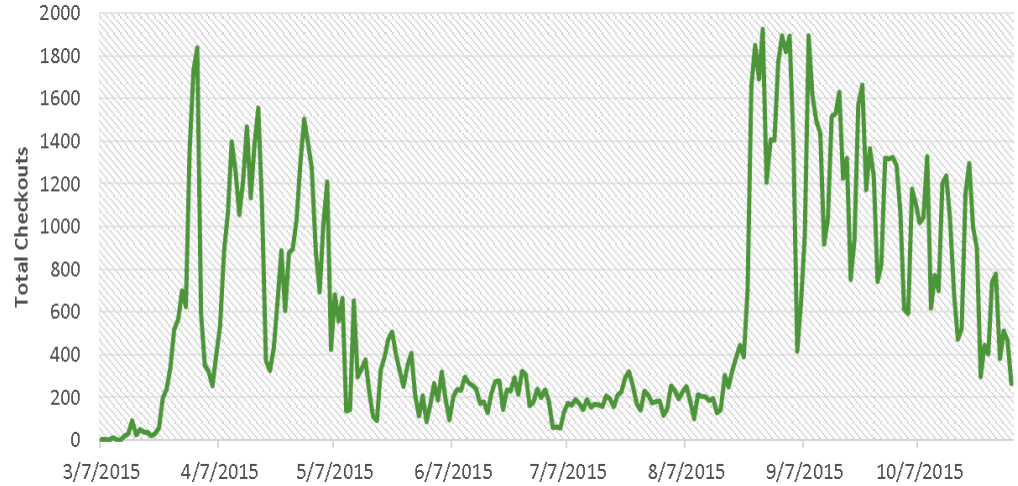
“The population of college educated 25 to 34 year olds in these walkable neighborhoods has increased by 26% in the last decade, creating a workforce that can further add to economic growth in these communities.”

- CEOs for Cities (2005, December).

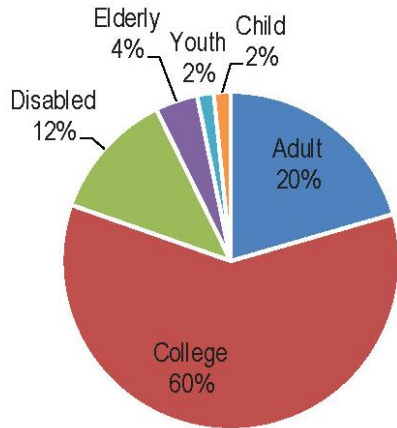
Bike Share Membership Numbers (April 2016)



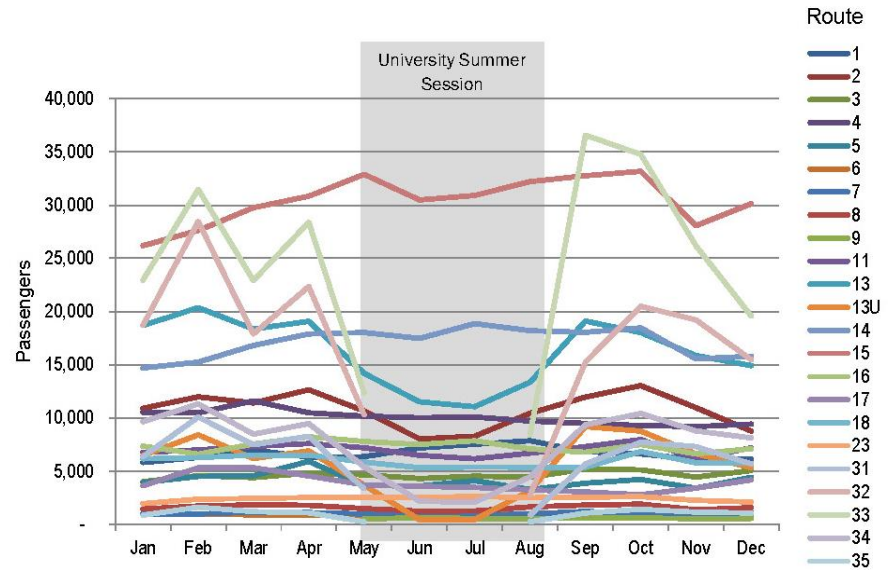
Bike Share Checkouts per Day (2015)



Fargo Transit Ridership (2014)



Monthly Ridership by Route (2014)





GreatRides Stations in Downtown

-  **BIKESHARE STATION**
-  **OPEN SPACE**
-  **DOWNTOWN FOCUS AREA**





Change is hard. And it has to be a coordinated effort.

Fargo's policy on the permitting and use of public space may be limiting potential of some exciting potential projects in the Downtown area

NO COOKING ON SITE

NO MOTOR

SMALL BATCH
old fashioned
DONUTS
LA COLUMBE
COFFEE **1.**

NO SERVICE ON PUBLIC PROPERTY



Activity on Downtown streets today

Key findings

- The Downtown area is a comfortable scale for walking and biking; there is interest and willingness to employ alternative modes
- Students are driving much of the demand for alternative modes
- This plan needs to address how the City of Fargo can best position transportation assets to see the greatest benefits for Downtown residents

WHAT INFLUENCES
STREET DESIGN?

What typically influences street design....

Need

- Capacity analysis
 - **IN** roadways (stormwater, utilities)
 - **ON** roadways (street design, traffic)
- Modal networks
- Programmatic need
- Land use / context
- New development

Priorities & Process

- Existing processes
- Define a vision for the Downtown area
- Identify priority corridors
- Review all existing programs and plans for existing streets
- Policy



Street Capacity

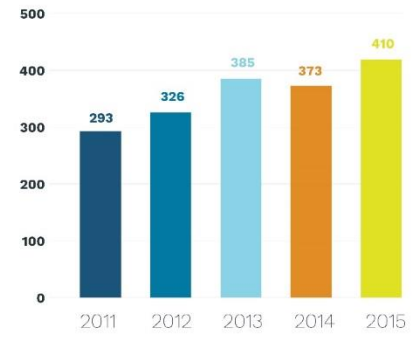
Data: NDDOT & MetroCOG & Sam Schwartz

- **BELOW CAPACITY**
- **AT CAPACITY**
- **ABOVE CAPACITY**
- OPEN SPACE**
- DOWNTOWN FOCUS AREA**

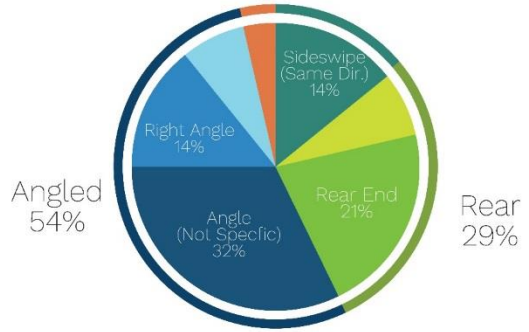




All Crashes 2011-2015



Crash Types
Broadway & 1st Avenue

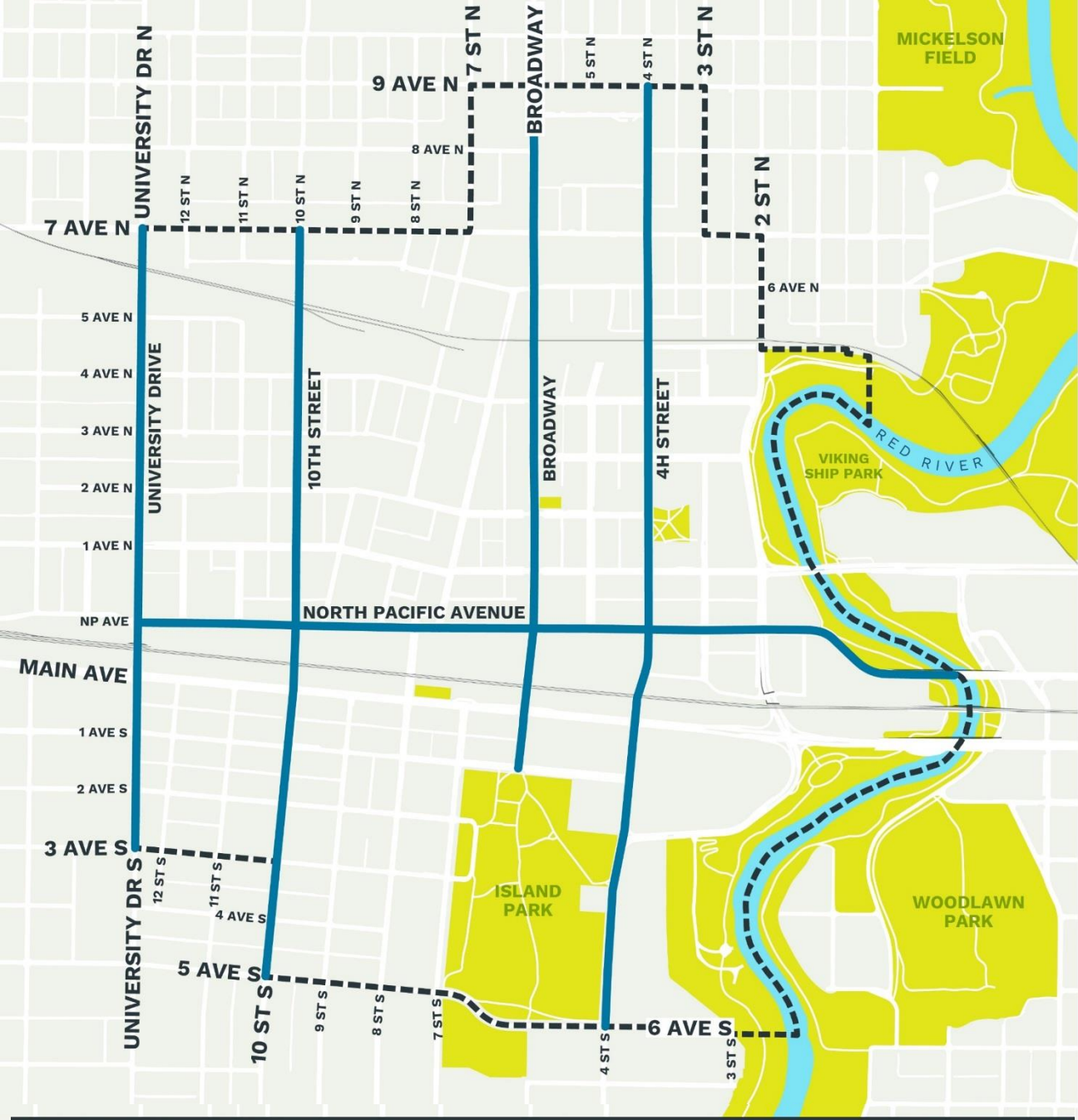


Crash Data 2011-2015

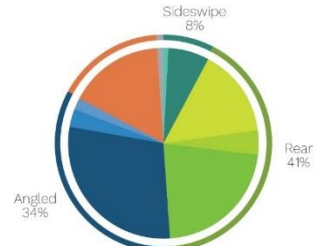
Source: City of Fargo

- CONCENTRATION OF CRASH DATA (All Crashes 2011-2015)**
- ALL CRASHES**
- RAIL**
- OPEN SPACE**
- DOWNTOWN FOCUS AREA**

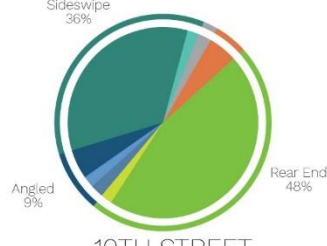




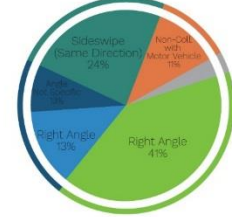
Crash types



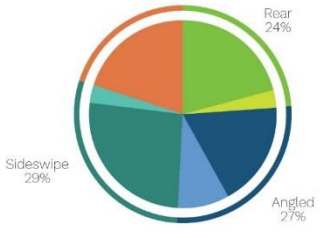
BROADWAY



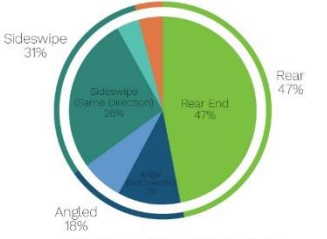
10TH STREET



4TH STREET



NORTH PACIFIC AVENUE



UNIVERSITY DRIVE



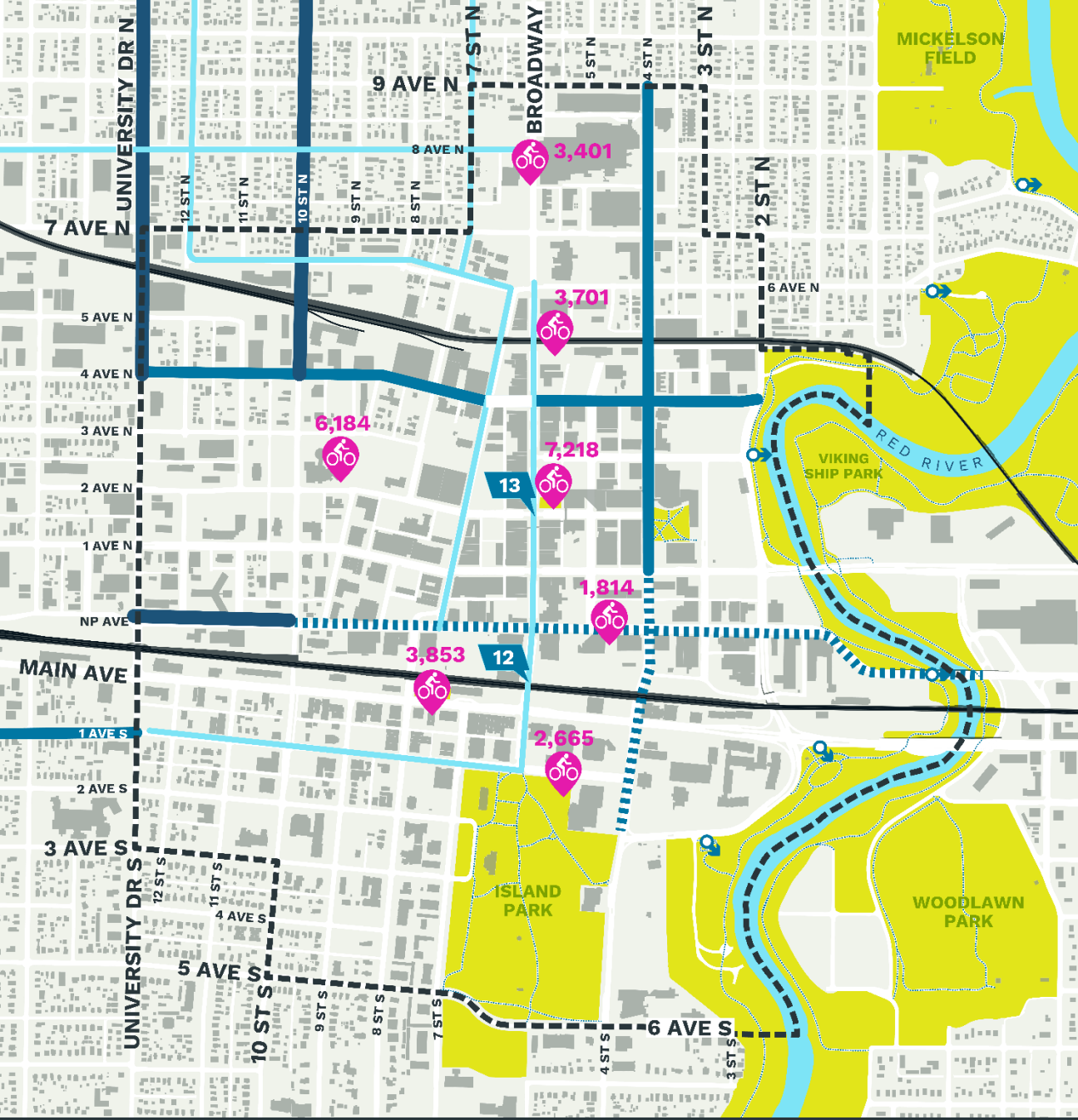


4-Minute Bikeshed (From Great Rides Stations)

Source: Great Rides Bike Share

-  **4-MINUTE BIKESHED**
-  **BIKESHARE STATION**
-  **OPEN SPACE**
-  **DOWNTOWN FOCUS AREA**





Existing & Planned Bike Facilities

Source: City of Fargo

- EXISTING SHARED LANES
- EXISTING BIKE LANES
- EXISTING PROTECTED/ BUFFERED
- - - PLANNED ON-STREET FACILITY
- RECREATIONAL PATHWAYS
- TRAILHEAD

#,###

HealthyRide STATION & RIDERSHIP

13 MetroCOG Bike Counts (2015)
1:00pm-6:00pm



Cyclists in mixed traffic...

**Signed Routes
And Wide Shoulders**



Neighborhood Greenway



Portland, OR

Shared Lane Markings (SLMs)



Enhanced Shared Streets



Advisory Bike Lane



Cleveland Heights, OH

Dedicated bike lanes

Striped Bike Lanes



Buffered Bike Lanes



Protected bike lane with flexible bollards



Protected and Separated bike lanes

Parking-protected Bike lanes

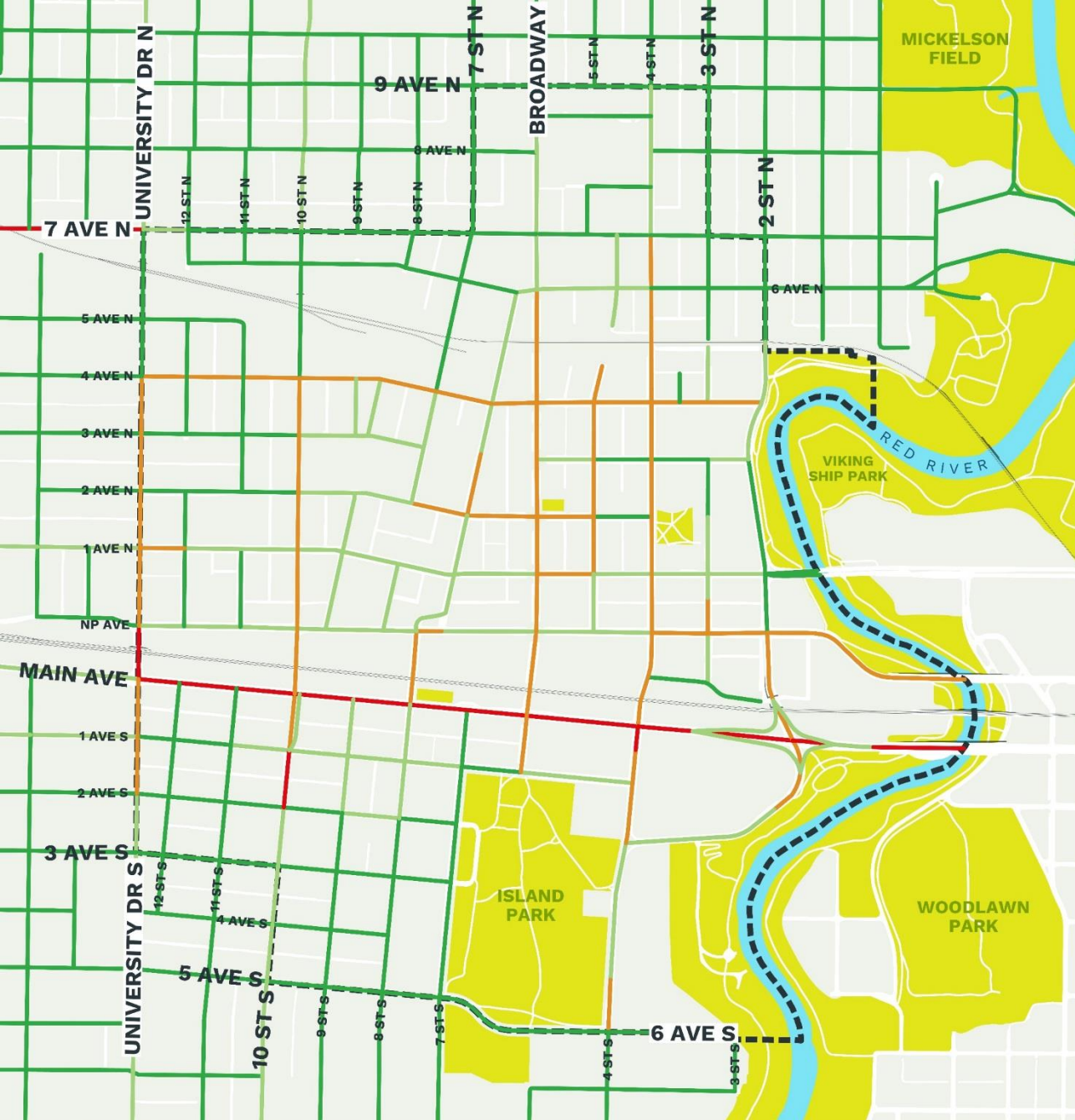


Grade-Separated Bikeways



Sidewalk-level & Multi-Use Paths





Bicycle Level of Stress

Source: Sam Schwartz

- LTS 1 (High Comfort, Low Stress)
- LTS 2 (Med. Comfort, Med. Stress)
- LTS 3 (Low Comfort, High Stress)
- LTS 4 (Extremely Low Comfort, High Stress)
- OPEN SPACE
- DOWNTOWN FOCUS AREA

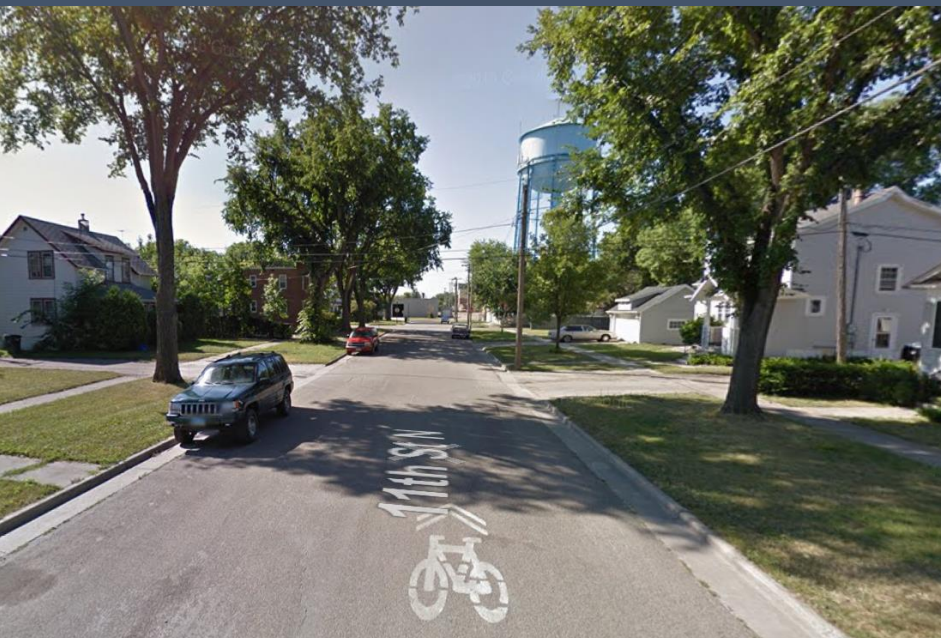




LTS 4: Arterial with 30 mph speed limit



LTS 3: Retail Corridor with high parking turnover, diagonal parking, two-way traffic, and bicycles in mixed traffic



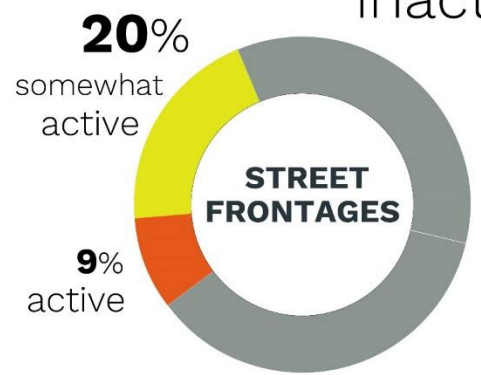
LTS 1: neighborhood street with 25mph speed limit, low volume Cyclist in mixed traffic



LTS 2: minor arterial with 30 mph speed limit, 3-lanes with on-street parking, some retail



71%
inactive



Walkability Analysis

Source: Interface Studio

- RAIL
- OPEN SPACE
- PARKING LOTS
- DOWNTOWN FOCUS AREA



Influences on street design in Fargo...

Key findings

- Downtown infrastructure is aging. Nearly all streets in the Downtown area will be reconstructed in the coming years
- Preliminary analysis shows that there is some flexibility in the design of streets in Downtown – and that the space can serve alternative modes better than they do today
- Most of the active retail streetscapes, café permits, and pedestrian amenities are focused on a few central blocks
- Policy, street design and reconstruction prioritization must balance environmental concerns and a shared **vision for the future** with the flexibility to meet new demands of a growing downtown

WHAT ARE OTHER CITIES
DOING WELL?

Learning from Peer Cities

- Madison (WI)
- Milwaukee (WI)
- Des Moines (IA)
- Lincoln (NE)
- Sioux Falls (SD)
- Grand Rapids (MI)
- Iowa City (IA)
- Ann Arbor (MI)
- Buffalo (NY)
- Minneapolis (MN)
- Duluth (MN)
- ...

Managing Growth

Shifting Modeshare

Climate and Weather

Environmental Factors

Downtown Trends

Regional Trends

Aspirational



Photo: Charlotte NC



90 Silver Line
90 Silver Line

90 Silver Line DEPART
90 Silver Line 23 MIN

SL SILVER LINE

Grand Rapids

Photo: Grand Rapids MI



Photo: Indianapolis, IN



Photo: Seattle WA



Photo: San Francisco CA



Photo: New York, NY



Photo: Alexandria VA



Photo: San Francisco CA



Photo: City of Austin, credit PeopleForBikes

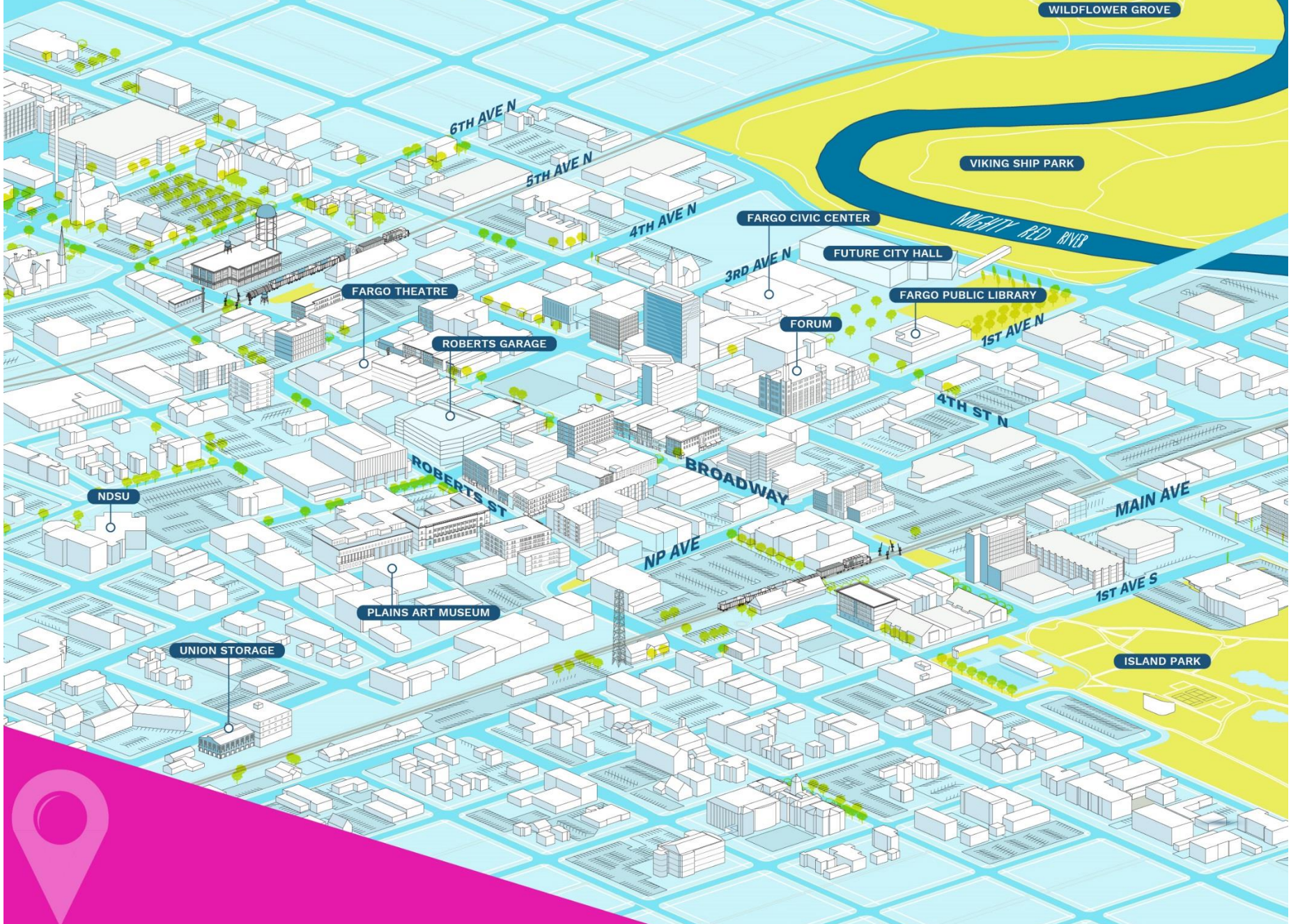


Photo: Montreal, credit Bartek Komorowski

NEXT STEPS



Time to pivot...



DOWNTOWN TODAY

postcards from the FUTURE



VISION STATEMENTS



HI MOM,
YOU SHOULD SEE DOWNTOWN FARGO TODAY! YOU WOULDN'T BELIEVE HOW MUCH IT'S CHANGED.
NOW IT'S...

●
WALKABLE

●
RIVERFRONT

●
GREEN

●
BIKE/BIKESHARE

●
NEW

●
DIVERSE

●
SHOPS

●
HOUSING

●
BEAUTIFUL

●
FAMILY FRIENDLY


KEYWORDS



HI MOM,

YOU SHOULD SEE DOWNTOWN FARGO TODAY! YOU WOULDN'T BELIEVE HOW MUCH IT'S CHANGED. NOW IT'S...

“...there is **family space** for play and exercise. It has great, green activities everywhere we gather. It is safe, and affordable. ”

“...a perfect mix of **old and new**. Retro, modern, classic, and edgy. ”

“...**diverse** and includes lots of different cultures. It's where you come to get culture. ”

“There are 100,000 people living downtown, and not just college kids, but **all ages and incomes**. There's even a bunch of old people like Dad! I'm still riding my bike to work, but now it's safer because the City reconstructed **roads to balance the needs of all users**. Most parking lots have been converted back to buildings, but no one complains about having to walk farther because there is so much going on that it's an enjoyable experience. ”

“It's **even more vibrant!** There are community events every weekend, and awesome out door **activities year round**. Downtown has some great food trucks, cafes, and plenty of green space to enjoy! ”

“... It's **more walkable than ever**. The city of Fargo also expanded the trails and created access from downtown... I can **do pretty much everything** downtown even shop for groceries! The only time I really have to leave is for work. I love it! ”

“It's a **magnet for innovators and artists**. ”

“... a **must see** of the Midwest! ”

“...Inviting streets are filled with pedestrians walking to and from all the shops and restaurants. The **lush tree canopy and stormwater gardens** bring life to the sidewalks.... I can't wait till winter when the ice trails open! ”

A HANDFUL OF VISION STATEMENTS

DOWNTOWN INFOCUS

A BLUEPRINT FOR FARGO'S CORE



Downtown in Focus is at a turning point, shifting from analysis of the present to strategies for the future. Frame the conversation about the future by helping draft a Vision and set of Goals for Downtown Fargo.

VISION

Please write one sentence (or a phrase or two) that captures your overarching vision for the future of Downtown. Use the hand-outs as inspiration.

GOALS

Take a stab at writing one goal or multiple goals for Downtown Fargo under three or more of the topics listed below. Your small group must agree on the goal or goals you develop.

JOBS (business/talent attraction, development, amenities)

NEIGHBORHOOD (housing, community, diversity, development)

DESTINATION (events, culture, retail, restaurants)

SUPPORTIVE SERVICES (social services, business services)

TRANSPORTATION (walking, biking, transit, parking)

OPEN SPACE & ENVIRONMENT (parks, stormwater, river access, sustainability)

(FILL IN THE BLANK)

Thank you!

www.fargoinfocus.org

OUR NEXT OPEN HOUSE – **FROSTIVAL!**

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scott@interface-studio.com

