

THE RESULTS ARE IN!!



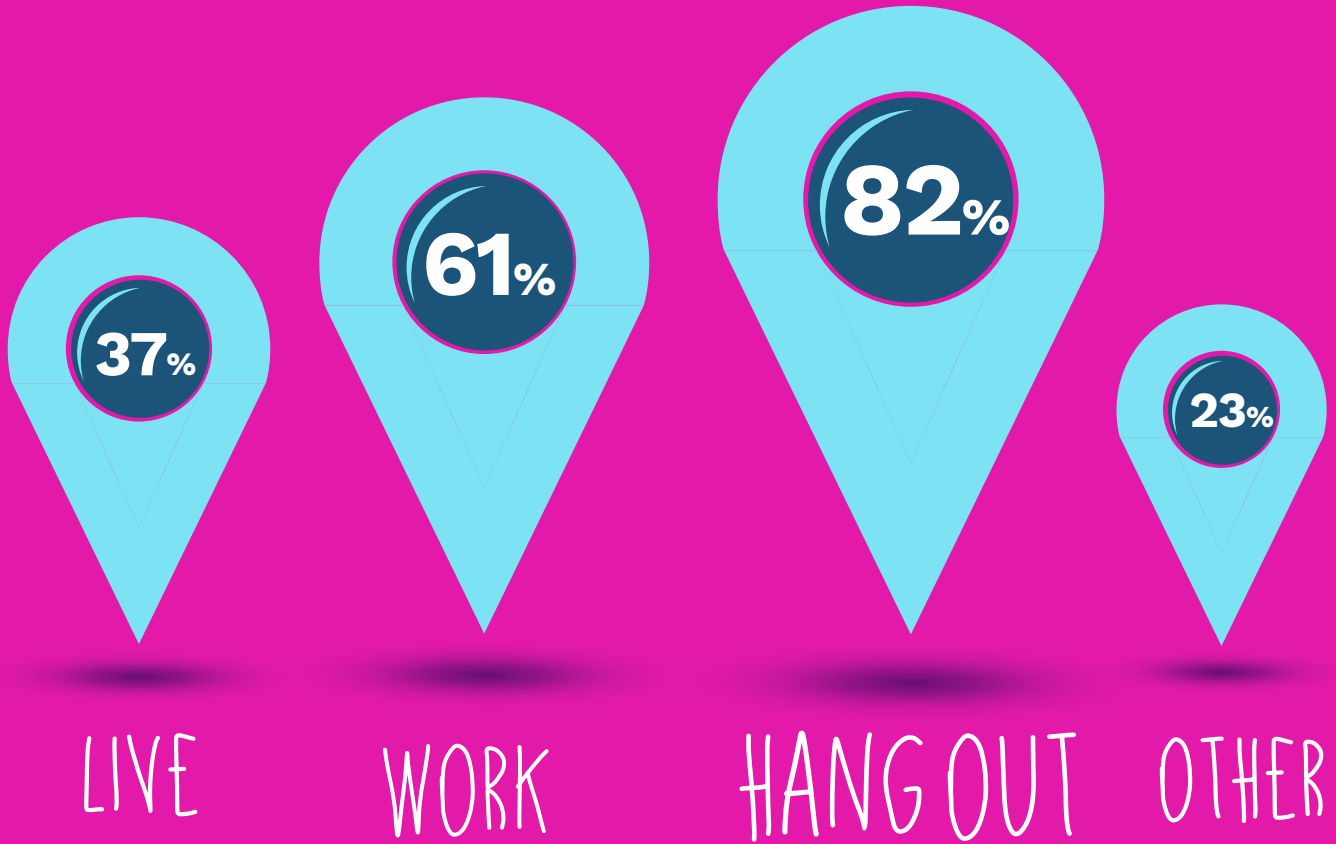
we heard from

280⁺ PEOPLE

who attended and
participated
at the Open House
in October!

THANKS FOR COMING!

we asked about your relationship
with DOWNTOWN FARGO



**most of you who attended visit or work
Downtown, while 40% were Downtown residents**

SHOW US

➤ where you live



Attendees came from across the Fargo/Moorhead metro area.


this is

WHAT WE'VE HEARD



FIRST,

we asked you
about how
things are in
downtown
fargo **now...**



BUILD SOME SORT OF OVERPASS TO DEAL WITH THE RAILROADS.

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.

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

24 / 7 USAGE OF THE RIVERFRONT.

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

SMALL AMPHITHEATER GOING DOWN TO THE RIVER

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.

SO FAR
you shared

176

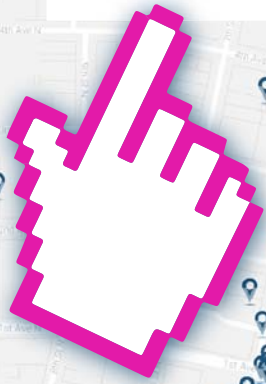
OBSERVATIONS

AND

IDEAS

ON THE Collaborative map

www.fargoinfofocus.org/interactive-map



visit

INTERESTED IN
READING THEM ALL?

visit the online version to view
them and to keep contributing!

ON TRANSPORTATION...

When given a choice between the two:



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

over parking for free.



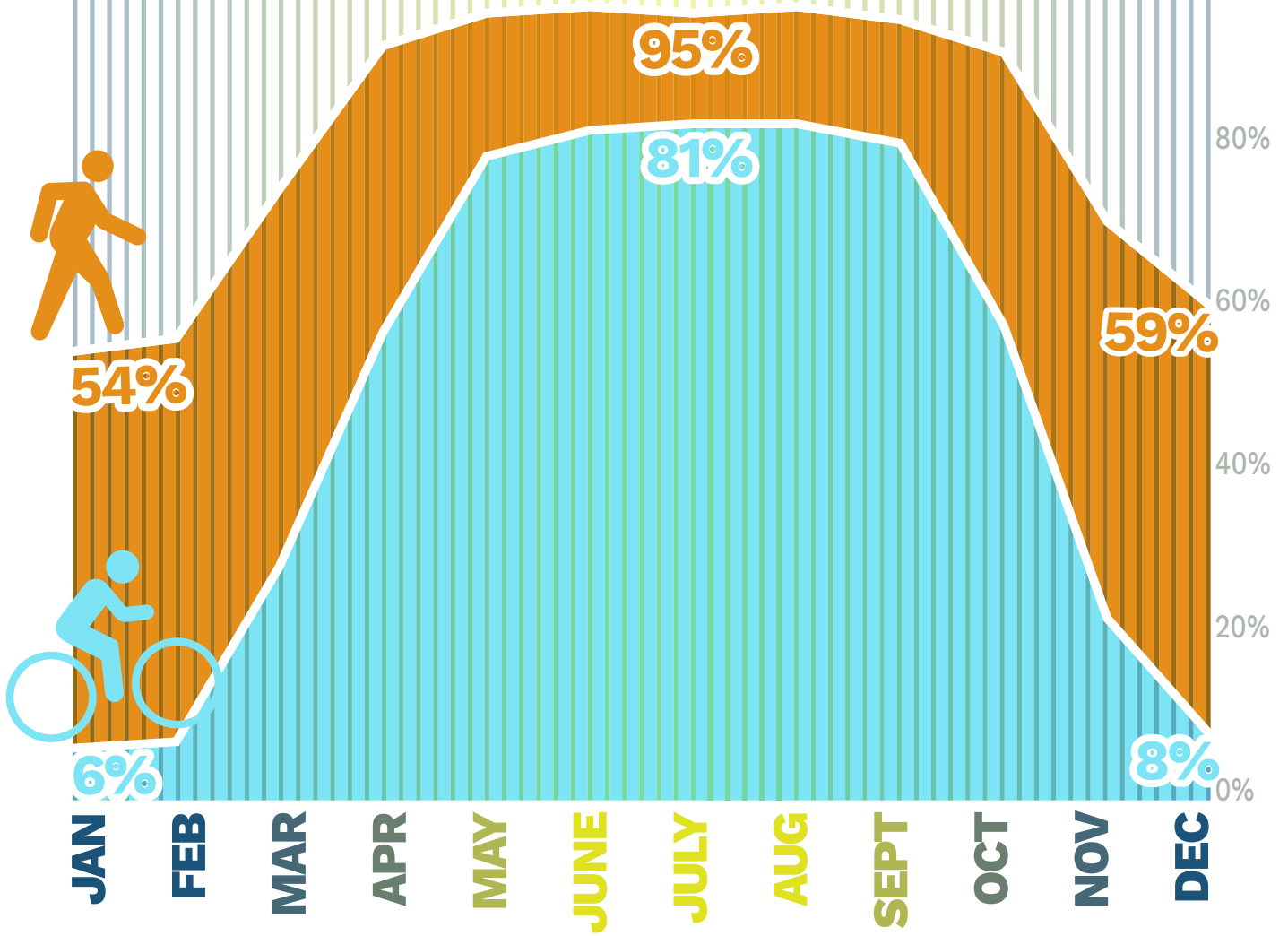
Many chose **NOT to have to worry about getting a parking ticket**, over finding a parking spot directly in front of their destination.



You are more interested in **increasing transportation options**, over expanding infrastructure for SOVs

YOU TOLD US HOW LIKELY YOU WOULD BE TO WALK OR BIKE around town

DURING DIFFERENT TIMES OF THE YEAR



AND HOW LONG YOU'D BE WILLING TO

WALK OR BIKE

around town

Downtown is really walkable



AVERAGE TIME
15
min
YOU WILL WALK



WITHIN A 7 MIN WALK

AND HOW LONG YOU'D BE WILLING TO

WALK OR BIKE

around town

...and bikeable!



AVERAGE TIME
18
 min
 YOU WILL BIKE



WITHIN A 7 MIN BIKERIDE

THEN,

we asked you
to share your
thoughts and
ideas about
the future

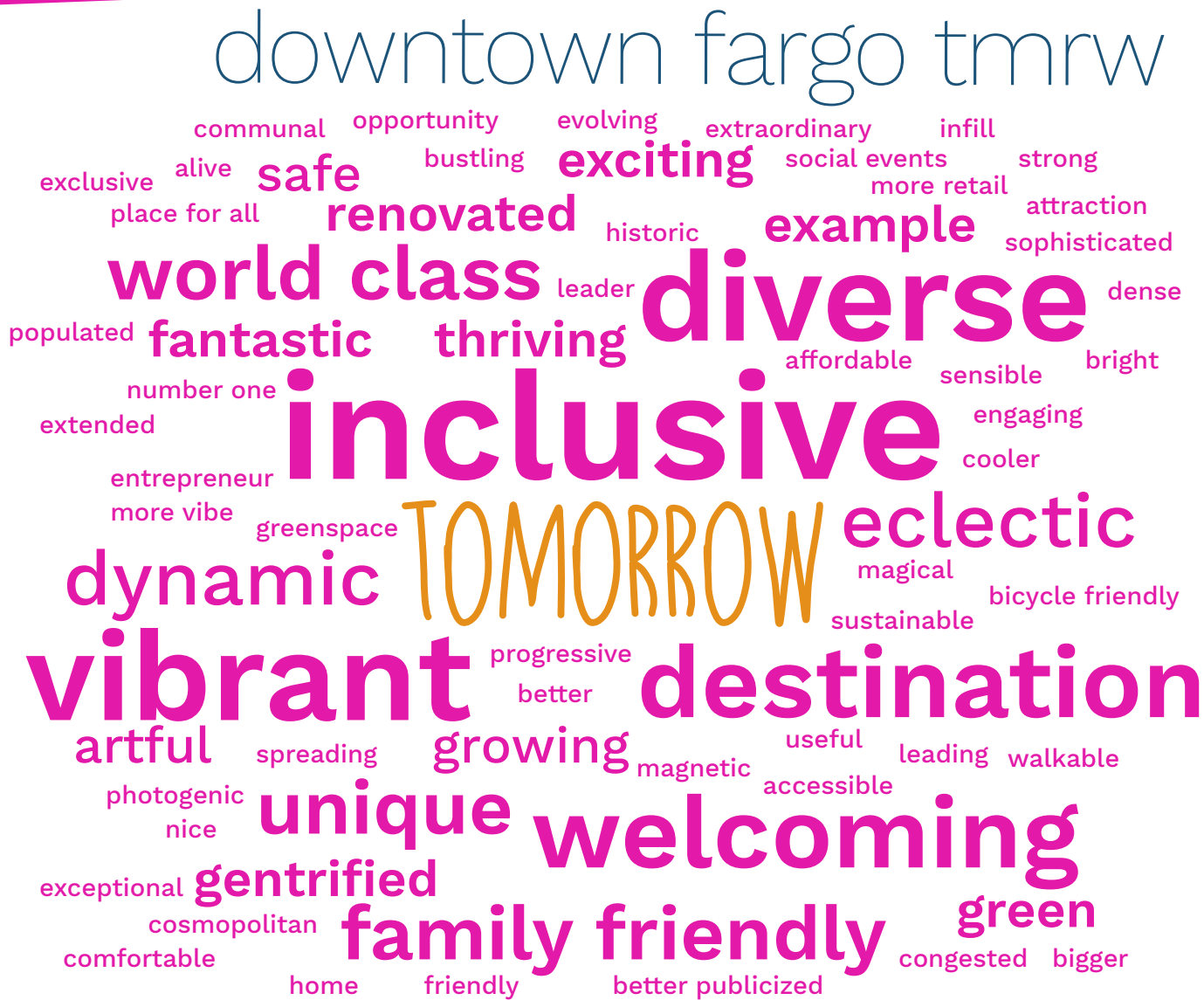
WE ASKED YOU FOR ONE WORD TO DESCRIBE

downtown fargo today



AND A LOT OF YOU SAID THE SAME THINGS

WE ASKED YOU FOR **ONE WORD** TO DESCRIBE



AND A LOT OF YOU SAID THE SAME THINGS



BIG IDEAS



YOUR BIG IDEAS FOR DOWNTOWN

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
- pedestrian center area
- rebuild np ave
- 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
- healthy fountain
- renewable energy development = jobs
- more green space
- more trees
- more landscaping
- environments that support health

YOUR BIG IDEAS FOR DOWNTOWN

innovative & new businesses

14%



- conventional grocery store
- pop up retail, shared photo studios
- retail incubator
- 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



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



AND TO DESCRIBE YOUR VISION FOR THE FUTURE OF DOWNTOWN



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. ”

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

“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! ”

“...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! ”

“... 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! ”



A HANDFUL OF VISION STATEMENTS



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

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

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

“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.”

“... a **must see** of the Midwest!”



A HANDFUL OF VISION STATEMENTS

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



LIGHTING



EVENTS & TEMPORARY USES

RIVER TOURS

MAJOR 'MEH' VOTES

POP-UP SHOPS

WE ASKED WHAT YOU THOUGHT ABOUT 26 IDEAS FROM OTHER CITIES

40% OF ALL LEAST-FAVORITE VOTES WENT TO "ART & FUNCTION" ITEMS

PLAYFUL



FACADES

COLORFUL



CROSSWALKS

SCULPTURAL



BIKERACKS

ARTFUL



TRASHCANS

THEY EVEN PERFORMED WORSE THAN EQUIVALENT ITEMS IN OTHER CATEGORIES

BUS SHELTERS



vs.



CREATIVE BUS STOPS

FARGOCRAFT

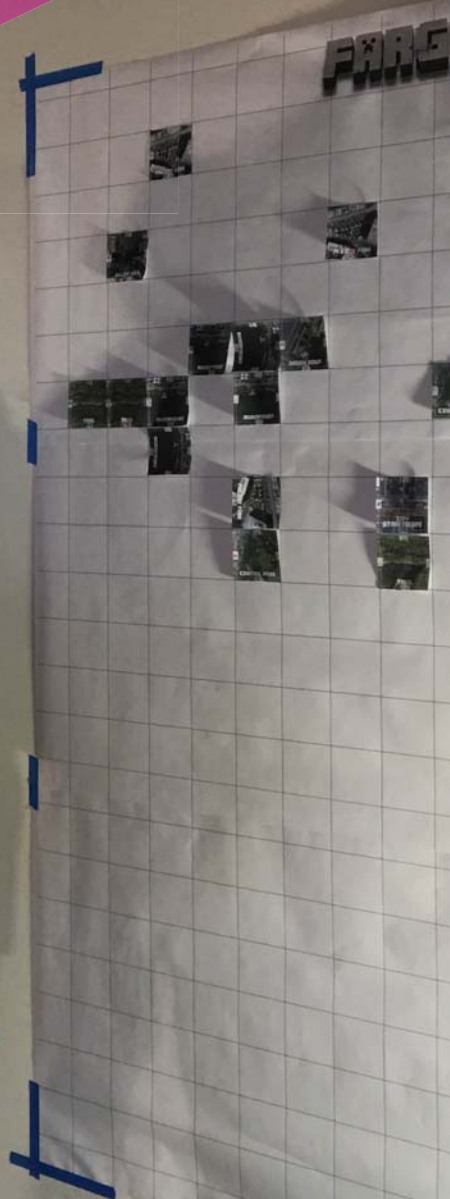
FINALLY, WE ASKED HOW
SHOULD WE DESIGN
FARGO'S OPEN
SPACE
NETWORK

10

Help us
FARGOCRAFT
an
**OPEN SPACE
NETWORK**
to serve Downtown

FARGOCRAFT

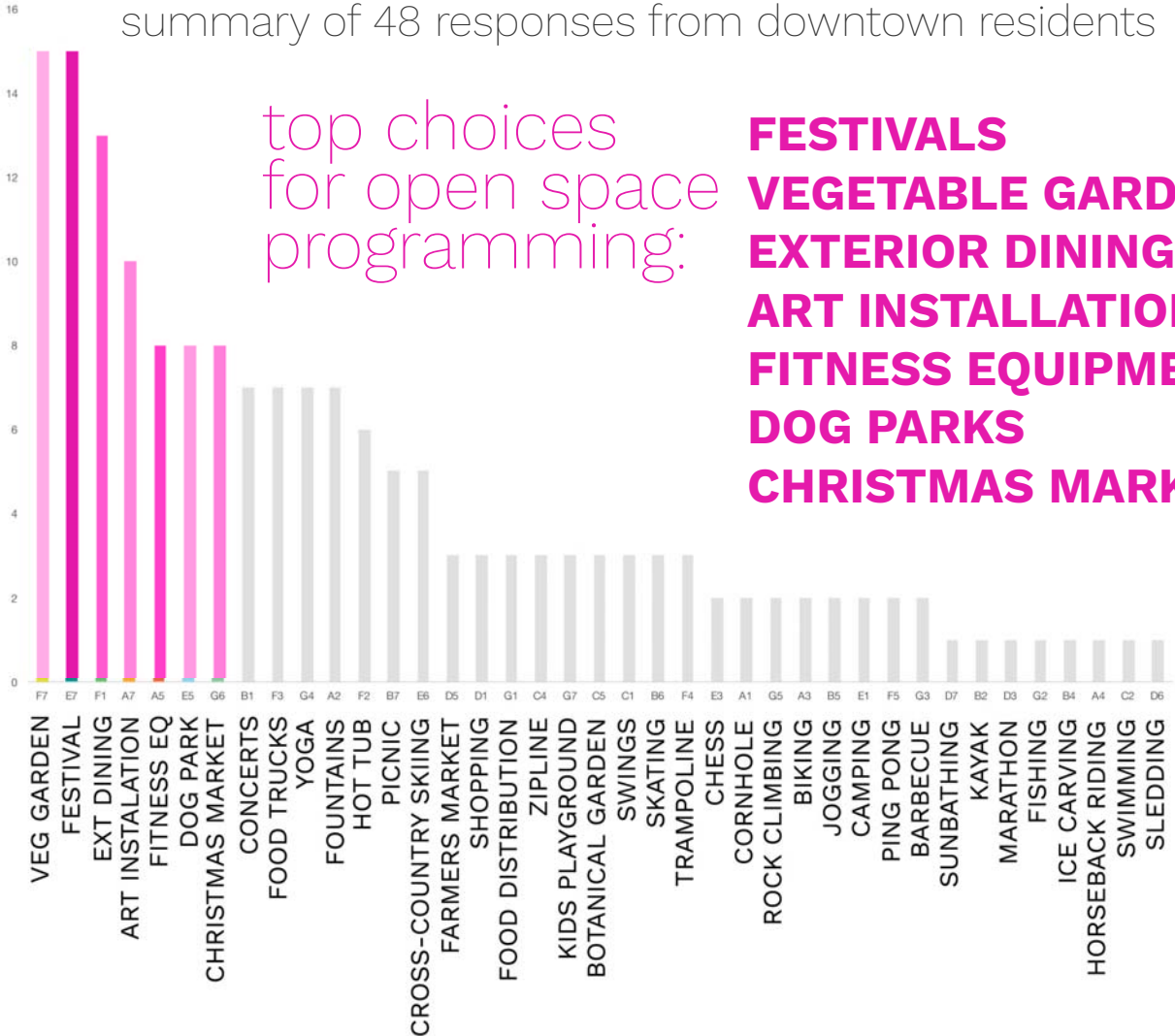
OBJECT: The intent of this graphic is to create a visual FARGOCRAFT
that will help us collect our ideas and through your open space



FRAGOCRAFT

WHAT TYPES OF PROGRAMMING WOULD DOWNTOWN RESIDENTS LIKE TO SEE?

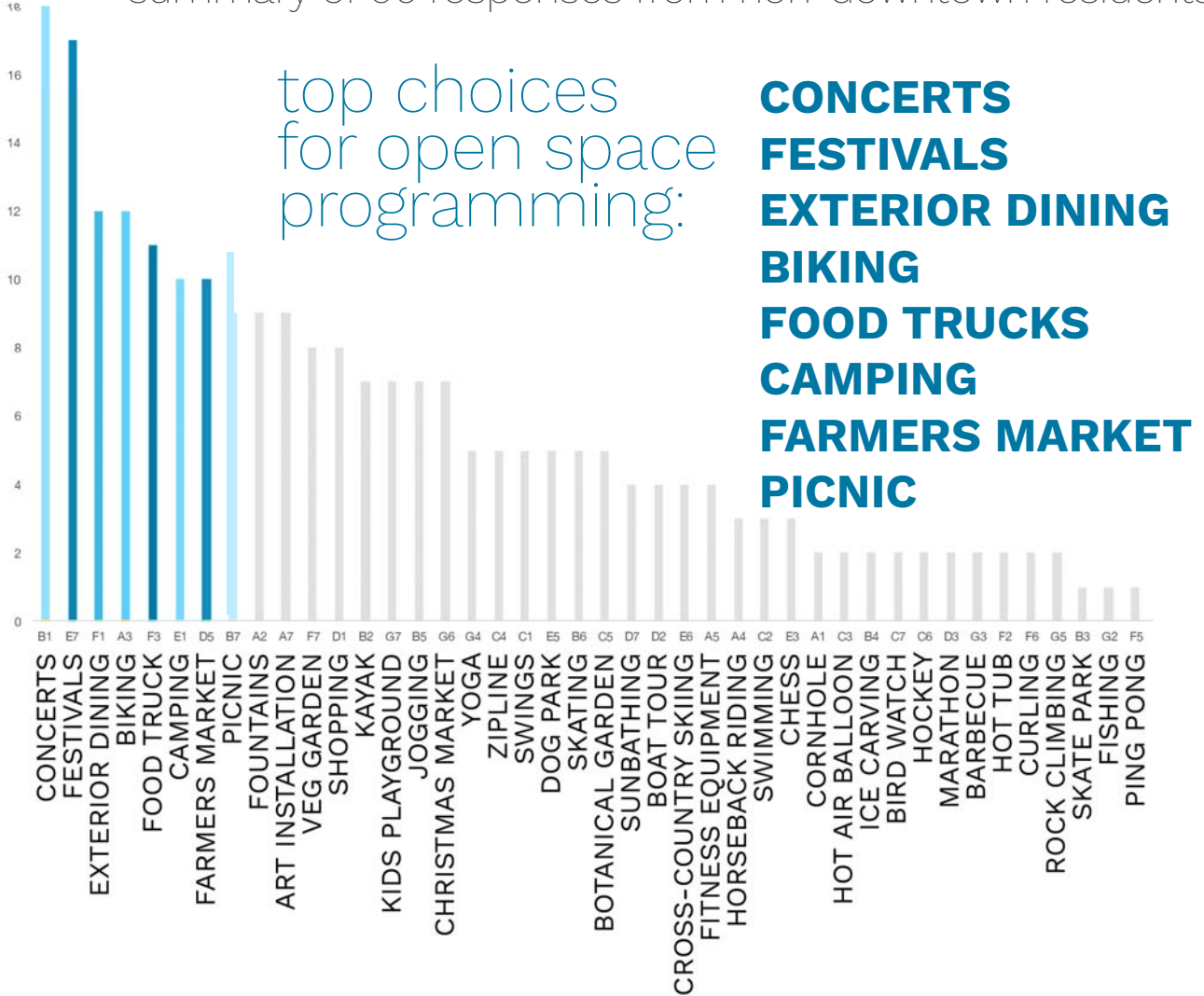
summary of 48 responses from downtown residents



FRAGOCRAFT

WHAT TYPES OF PROGRAMMING WOULD DOWNTOWN VISITORS LIKE TO SEE?

summary of 96 responses from non-downtown residents



THANKS!!!

for all of your
input, Fargo!

SAVE THE DATE!

**WE'LL BE BACK ON
JANUARY 27TH & 28TH
TO GET YOUR
FEEDBACK ON
PRELIMINARY IDEAS**