# DOWNTOWN INFOCUS

#### A BLUEPRINT FOR FARGO'S CORE

January 27 & 28, 2017 Open House!

# welcome to the second open house!

# FRESSIVAL **JANUARY 27 & 28**

your chance to warm up & weigh in on initial ideas for the future

## What is Downtown InFocus?

DOWNTOWN INFOCUS A BLUEPRINT FOR FARGO'S CORE

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Downtown InFocus is a comprehensive and open planning process to envision the future of Downtown Fargo. All members of the public are invited to help shape this plan for Fargo's Core and to take action to help its implementation. **WE HOPE YOU'LL GET INVOLVED!** 

#### Purpose of the plan Create a blueprint for Downtown to guide redevelopment and investments in infrastructure and the public realm.





Here is where we are "fo<u>cused.</u>" It's what many refer to as Downtown – 560 acres in the heart of Fargo. Downtown does not exist in a vacuum, of course, so think of these boundaries as very fuzzy.

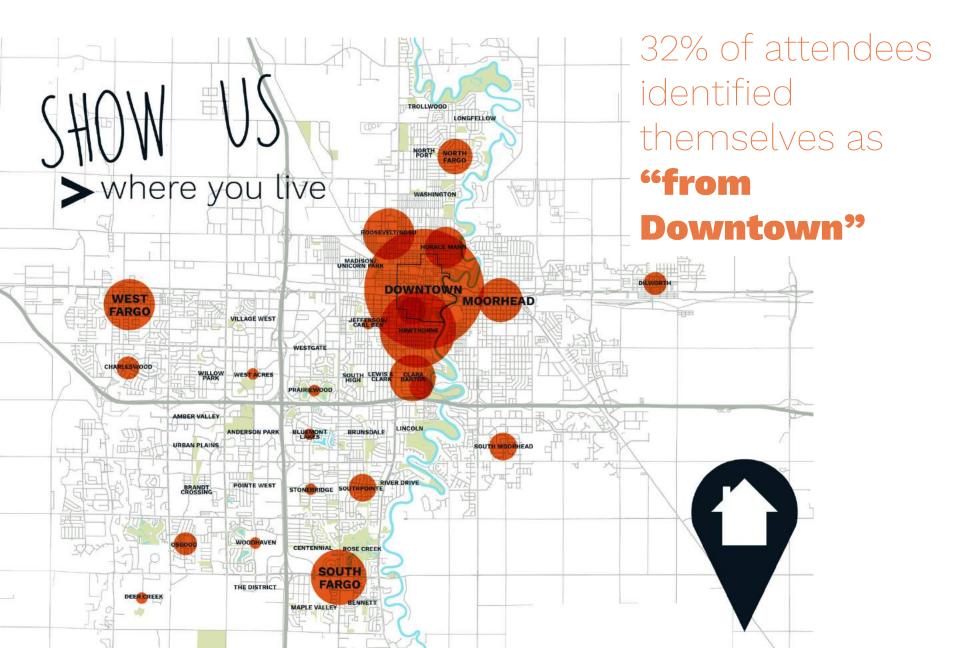
The Focus Area Source: Interface Studio — RAIL OPEN SPACE DOWNTOWN FOCUS AREA

So far, you have shared lots of ideas for Downtown. This open house is designed to talk about those ideas. First, let's quickly recap the last time we all got together...

# THANKS to the 280 PEOPLE who joined us in October

#### OPEN HOUSE NO. 1 at The Historic Union; 1026 NP Ave

#### You came from all over the region



#### we collected your **OBSERVATIONS** and **IDEAS** for Downtown on the COLLABORATIVE MAP

OBSERVATION OR IDEA

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# Collaborative

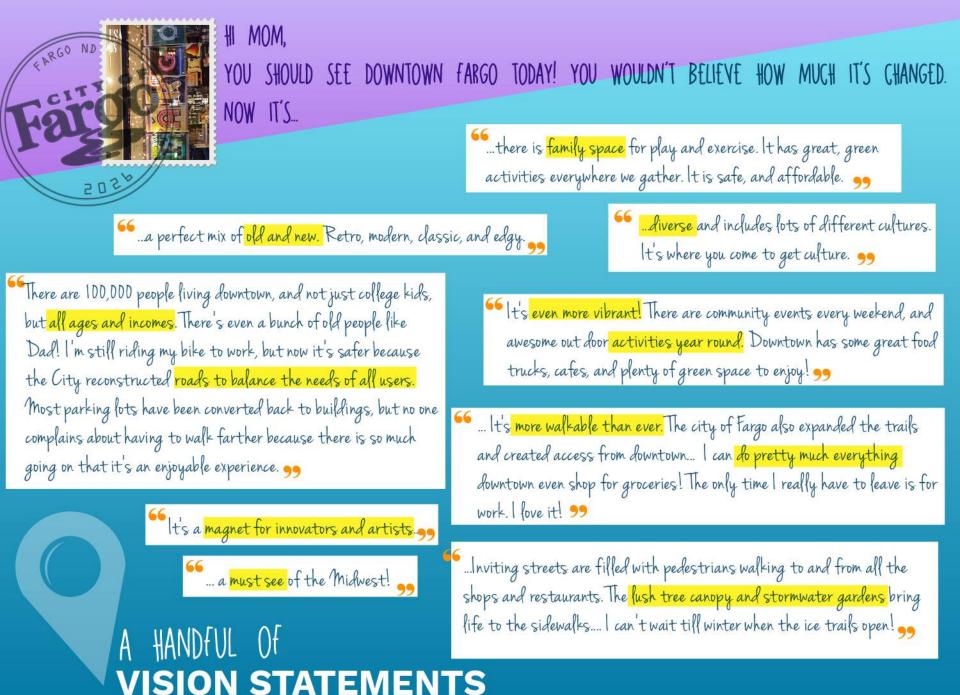
# we received \$19 (OMPLETED SUBVEYS from people who LIVE or WORK Downtown

(some people took the survey online)





VISION STATEMENTS IN YOUR OWN WORDS





### we merged your words:

DOWNTOWN FARGO IS a family-friendly destination offering a variety of experiences that are welcoming to all – a must-see of the Midwest.

We retain our **diverse** mix of Downtown residents and businesses and cultivate local jobs by becoming a **magnet for innovators** and a **place where great ideas are demonstrated**.

Our streets are **walkable**, **green**, and **vibrant**, and new multi-use **trails connect Downtown to the Red River** and beyond.

As a creative center, Downtown offers **big-city amenities** and talent within a **small-town atmosphere**.

We welcome new buildings but also value preservation, resulting in a Downtown that is the **perfect mix of old and new...classic and modern**.

is the collective vision on point? what are you most focused on?

#### I'm focused on a Downtown that is:

grab a card and strike a pose



To achieve this vision, we started thinking about different scenarios for Downtown

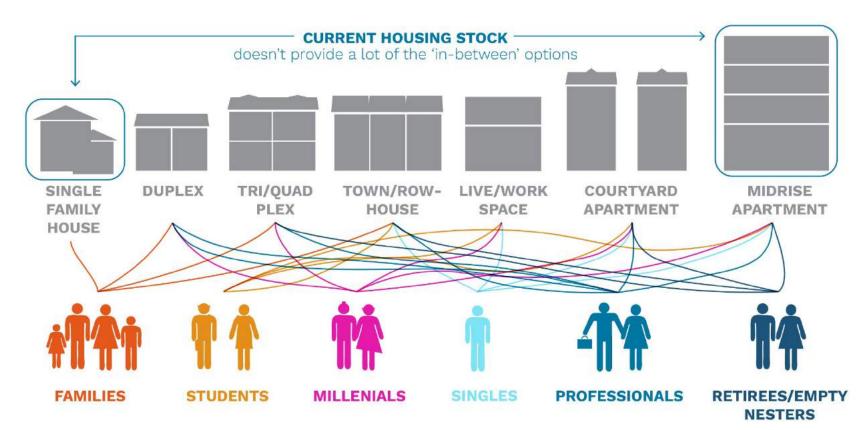
we **expanded** the population **living** downtown?

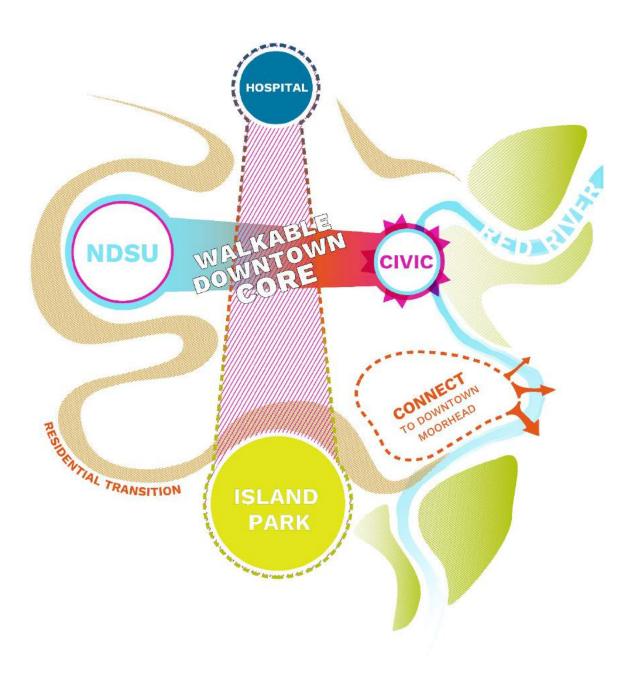
WHAT IF?

...to help support more retail and services and improve the perceptions of safety Downtown

#### Some initial ideas:

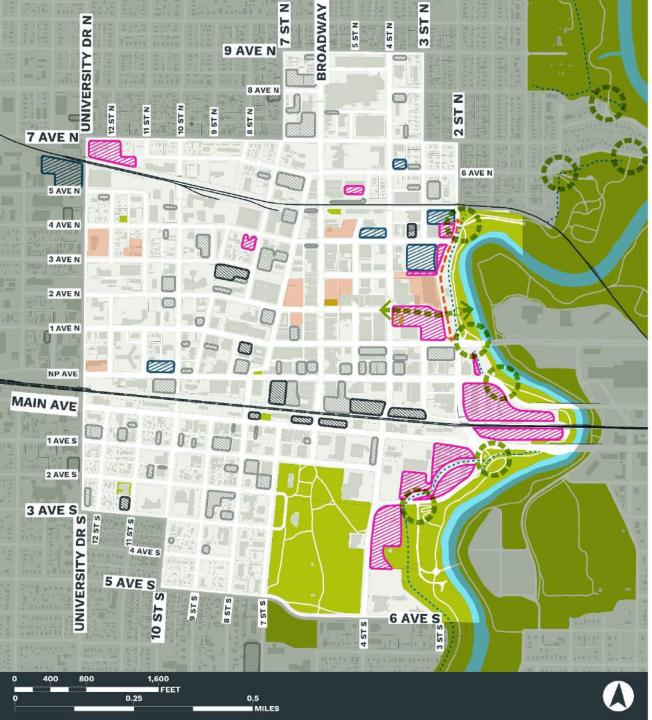
- **Focus on transitions by d**eveloping new housing types that better help to transition from Downtown to the neighborhoods and keep in mind, Downtown does not currently offer a wide range of housing types.
- **Integrate affordability** by creating new affordable and workforce housing to maintain a diverse population base.





#### Where could new and different types of housing

**go?** We think there are opportunities to bring the nearby neighborhoods closer to Downtown's core but also better connect to Downtown Moorhead



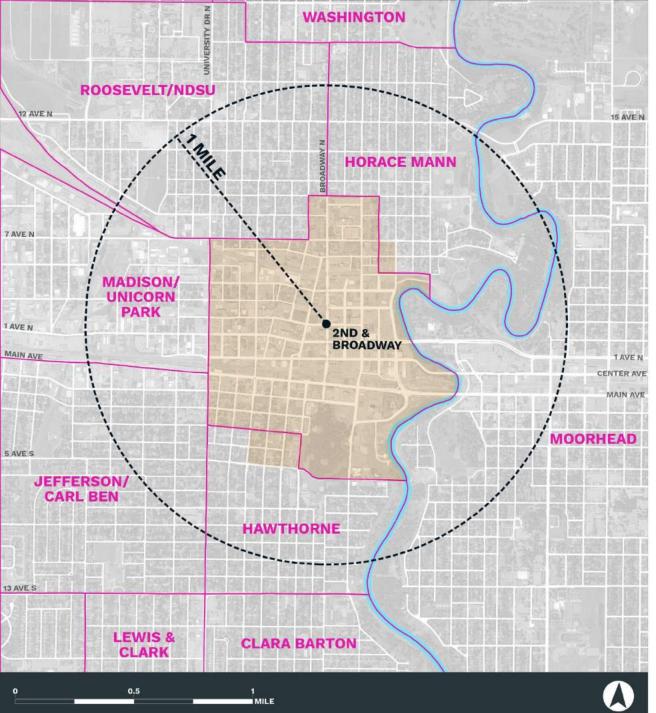
Work toward reusing existing buildings and encouraging new development on empty land and land used only for surface parking. Looking forward, how should these properties be reused?



Source: Interface Studio

UNDERUTILIZED LAND





But, it is equally important to encourage investment in the near-neighborhoods by creating better

street connections and use of the City's housing rehabilitation efforts near downtown.



NEIGHBORHOOD BOUNDARY
 DOWNTOWN FOCUS AREA

## Some initial ideas:

Finally, if Downtown is to become more of a neighborhood, we have to **address concerns and perceptions about safety.** We should look to improve lighting, support efforts of neighbors and businesses to clamp down on nuisance activity, and market Downtown as one of Fargo's safest and most diverse neighborhoods



## because you told us .....

"it's not just about more people Downtown... we need more jobs & commerce too!"



WHAT IF?

...by supporting existing retailers, ensuring space is available for new businesses and retaining more students after graduation

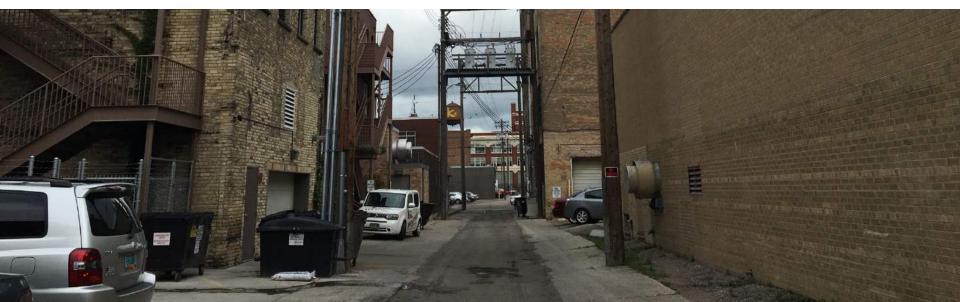
## Some initial ideas: BUT HOW CAN WE?

**Support our existing retail** through marketing Downtown here and beyond and

Help fill new commercial spaces and support locally-owned retail by helping to recruit new businesses and assisting them with their launch.

**Pursue selective alley development** to better make use of the older, narrower and deep buildings. These spaces can be an attractive "front door" for retail.

THAT SOUNDS GREAT....



## Let's also focus on attracting and retaining talent by :

Creating a pipeline of job opportunities for NDSU graduates.

Identify possible internship and co-op programs to increase access of students to entry-level jobs in and near Downtown.

And, for those working outside of Downtown but living here, **provide enhanced bus service to industrial parks.** 



## because you told us .....

## We need more street life! Downtown's thrive because they offer a unique experience



## downtown found new ways to encourage **creativity**, bring people together and **celebrate the arts**?

...to create a unique Downtown experience

WHAT IF?

## Some initial ideas:

First, we could consider **deregulating to loosen the restrictions** for outdoor dining, food trucks, parklets and other temporary uses uses to support local businesses

THAT SOUNDS GREAT... BUT HOW CAN WE? DO IT .



#### THAT SOUNDS GREAT... BUT HOW CAN WE? DO IT? Some initial ideas:

**Push to change the liquor laws** because dining outside with a glass of wine is a privilege every Downtown outside of North Dakota can offer. But we should also better **manage our events Downtown** by relieving pressure on Broadway and permitting events in other designated areas



### Further, we need a **Downtown events calendar** to better promote what is happening when

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## What about the arts? Expand the footprint of the arts by encouraging new public art within new development and as public expressions of Fargo's identity.

To keep Downtown unique, we also need to **protect collaborative workspace Downtown** at a price artists and cultural organizations can afford.

We should also **Pursue the Performing Arts Center** to reinforce Downtown as THE center for arts and talent

#### Most people don't know how many arts and creative businesses are Downtown. What if we branded and promoted a design district Downtown?



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#### Arts & Cultural Assets

Source: Interface Studio, City of Fargo

#### **MUSEUMS & GALLERIES**

- 1 8th Street Art Gallery
- 2 Boerth's Gallery and Design Studio
- 3 C.Lizzy's
- 4 Ecce Gallery
- 5 Fargo Public LIbrary
- 6 Fargo Civic Memorial Auditorium
- 7 Gallery 4
- 8 Hjemkomst Interpretive Center
- 9 Parallel Galleries
- 10 Plains Art Museum
- 11 Public Art Exhibit at City Hall
- 12 Rando Art Studio
- 13 River Cities Literary Arts Center
- 14 Riverzen Art Studio & Salon
- 15 Roberts Street Chapel
- 16 Rourke Art Museum
- 17 Spirit Room
- 18 The Uptown Gallery
- 19 The Whipped Stitch
- 20 Revland Gallery

#### **ATTRACTIONS & ENTERTAINMENT**

- 21 The Fargo Theatre
- 22 Sanctuary Events Center
- 23 The Aquarium
- 24 Nestor Tavern
- 25 Sons of Norway

#### PERFORMING ARTS

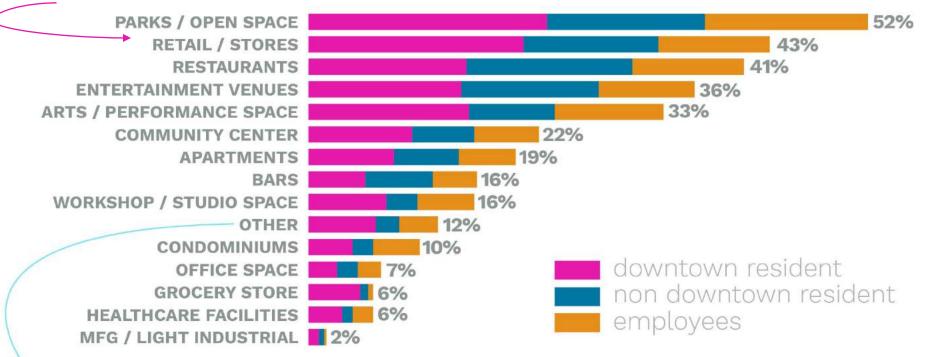
- 26 Fargo Moorhead Community Theatre
- 27 Fargo Moorhead Symphony
- 28 F-M Ballet
- 29 Theatre B

#### DESIGN SCHOOLS

- 30 NDSU Department of Architecture
- 31 Josef's School of Hair Design
- 32 Moler Barber College of Hairstyling
- 33 Katherine Kilbourne Burgum Center for Creativity

#### **DOWNTOWN FOCUS AREA**

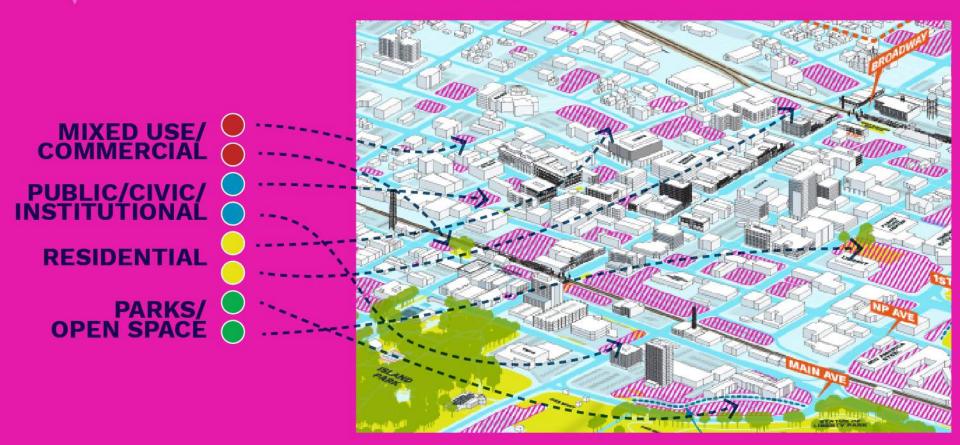
## At the last open house, you told us what Downtown needs.



>AFFORDABLE APARTMENTS, HOTEL, MINI TARGET, GYM, PARKING, DAY TO DAY ITEMS

Now, what should go where?

## WHAT WE WANT YOU TO DO... Help us decide where to focus different types of development. Take a strip of stickers and place them on the various opportunity sites Downtown:



# because you told us .....

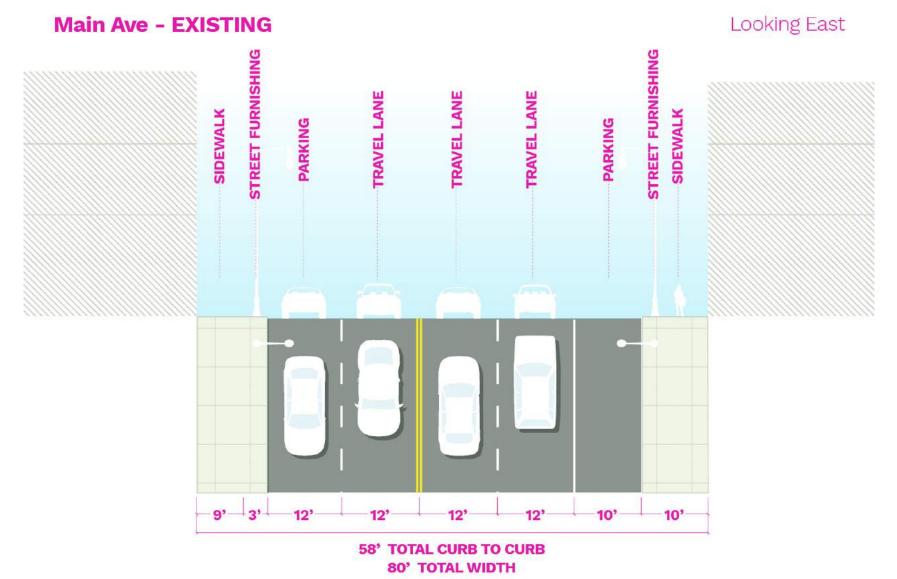


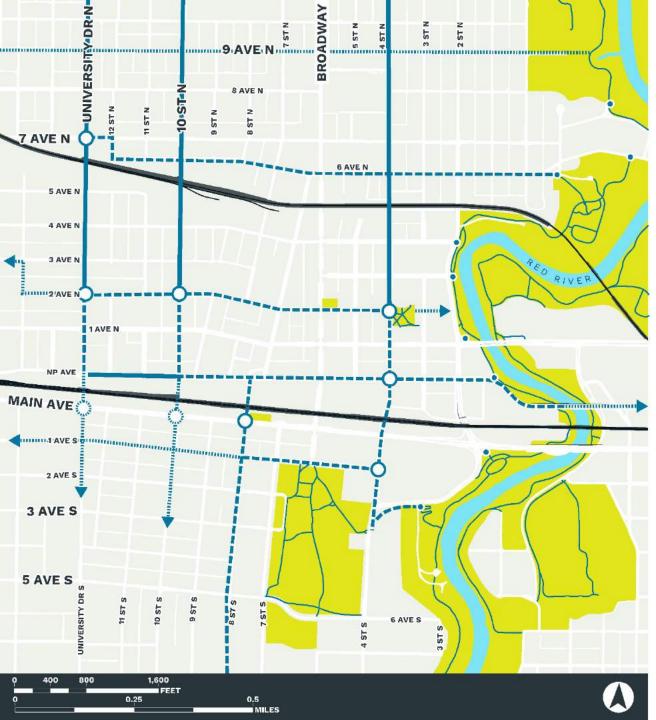
# we made complete streets common place?

WHAT IF?

...to improve safety and offer transportation choice for those who opt to walk, bike or use transit as well as drive

If we're talking about streets, it's important to put **safety first.** Improve pedestrian safety – especially at wide crossings – like Main Avenue. Today, you have to walk across nearly 60 feet of space (and 20,000 cars a day) to access businesses on Main. We can make this safer for everyone.





We should identify **key streets for bicycles Downtown.** With more bike lanes comes more people wanting to ride bikes and less cars on the road.

Proposed Bike Network

Source: Sam Schwartz

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- EXISTING OFF-STREET TRAILS
  EXISTING ON-STREET BIKE LANES
  INFILL ON-STREET BIKE LANES
  EXTENSION OF ON-STREET NETWORK
  BIKE FACILITY THROUGH INTERSECTION
  - TRAILHEAD



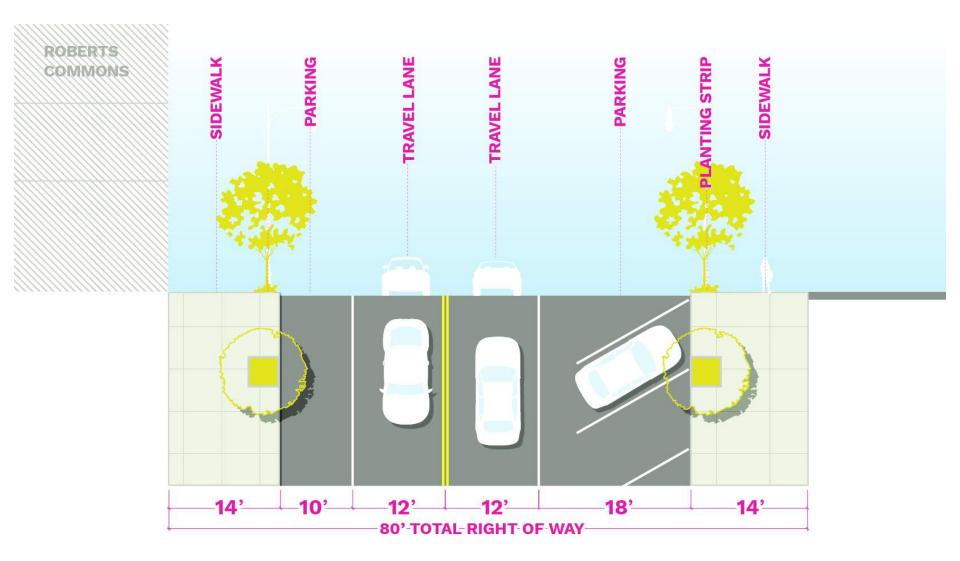
An not all streets are good for bikes. Some need to be designed to handle traffic. Downtown needs a clear **street hierarchy that informs all reconstruction projects.** 

Proposed Street Network

Source: Sam Schwartz

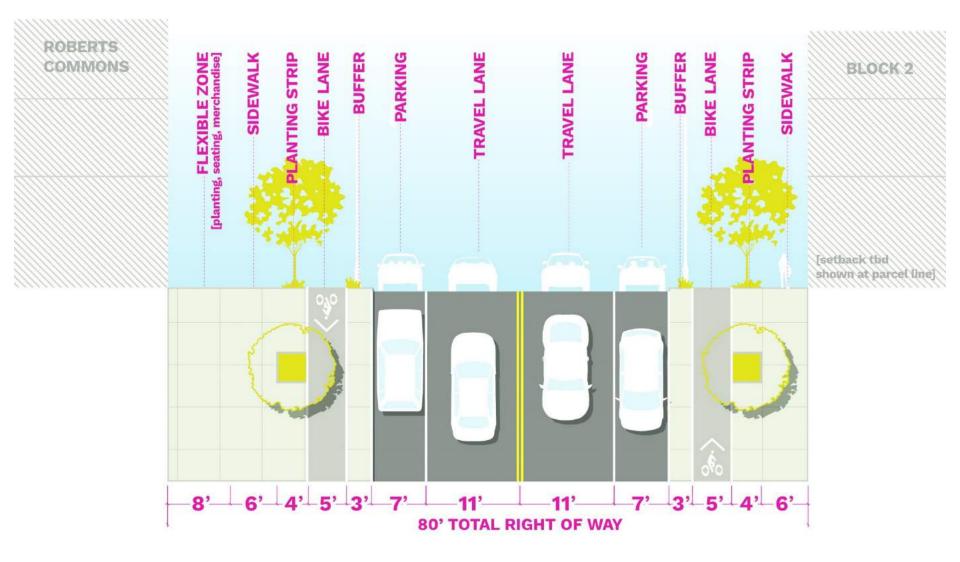
EXISTING OFF-STREET TRAILS
 PEDESTRIAN ENHANCMENT FOCUS
 VEHICLE FLOW FOCUS
 UELE CONNECTION
 INTERSECTION ENHANCEMENT
 LOCAL / FLEX STREETS
 NEIGHBORHOOD CHARACTER SLOW STREETS
 INTERSECTION ENHANCEMENT
 EXISTING TRAILHEADS

Example - 2<sup>nd</sup> Avenue is a critical east-west corridor that connects NDSU facilities with City Hall, the Library and River. For these reasons it's a great street for bikes. **TODAY** 



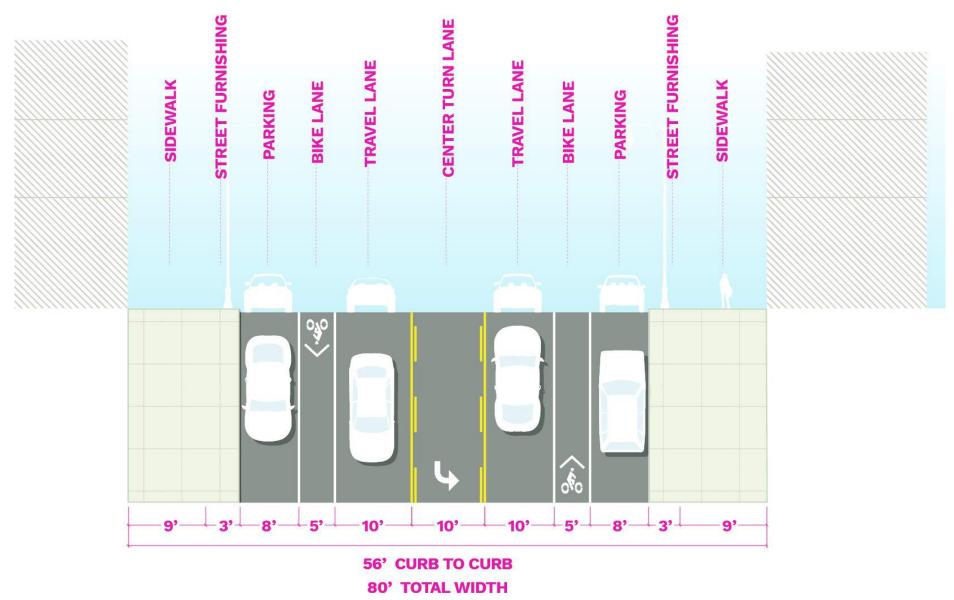
The opportunity is to make this a bike-friendly street and improve pedestrian safety –create safe bike lanes, wider sidewalks and more greening

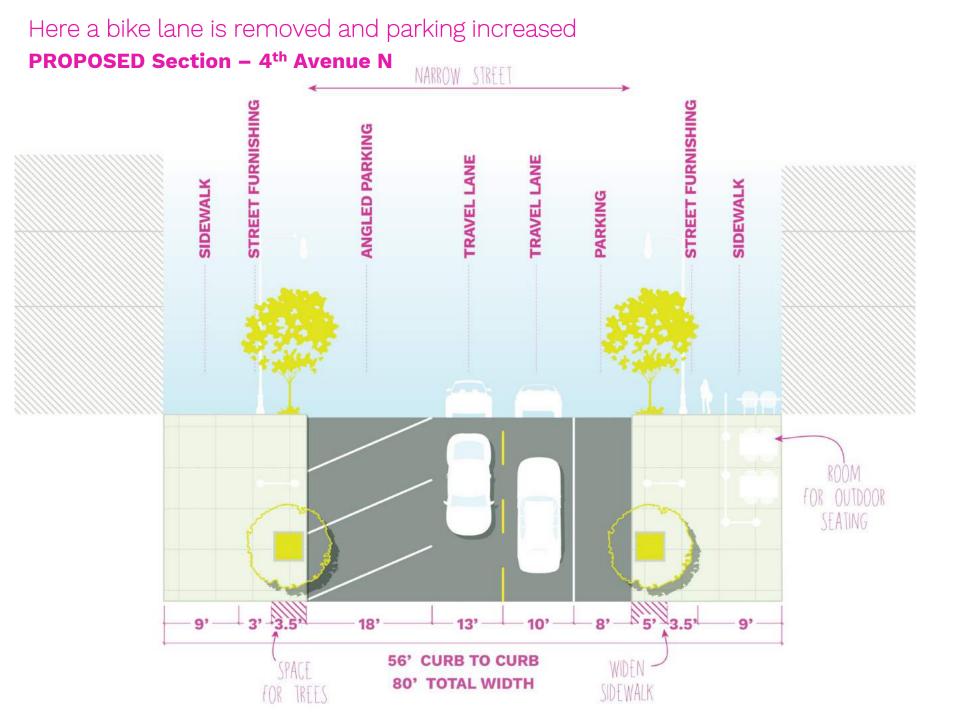
#### RECONSTRUCTION



4<sup>th</sup> Avenue, however, is an opportunity to increase street parking and ensure it is a safe street for pedestrians

#### 4th Ave N - EXISTING





# because you told us .....





WHAT IF?

...to better meet the parking needs of all users Downtown



Here's the issue – everyone wants to park in the blue area. As there is more development, more of Downtown will have a deficit of parking spaces. We can't build parking lots and garages to solve this problem. We have to manage parking for all of Downtown. How can we do that? It's a number of things working together...

# Some initial ideas:

Make it easy to park once by improving wayfinding and lighting to ensure it feels safe walking from any parking spot Downtown. Also, upgrade the look & feel of parking lots.

**Encourage sharing parking spaces** (employees during the day, residents at night) to maximize the use of existing parking spaces.

**Change the parking rates, time restrictions, and penalties** to help customers find convenient parking. Increase rates in areas with a lot of demand and lower them in other areas.

Advocate for metered parking: Encourage the State to eliminate the ban on metered parking, and bring meters Downtown. Use collected revenue to improve Downtown Streets.





#### In addition we need to work closely with employers:

#### Work with local employers to incentivize alternative modes of

**commute:** Encourage willing employers to offer employees transportation options including

- Potential parking cash out program or discounted transit pass
- Discounted bike share
- Reserved spaces in high-demand garages for carpooling employees
- Offering a guaranteed ride home for employees who take transit

**Make Link FM more desirable and useful for employees:** Adjust the service area and frequency to connect employees with available parking



But addressing parking is also about encouraging different ways to get around for those that choose to ride their bikes or take transit:

#### Build out the bike share system in and around Downtown: and include access to the program from nearby neighborhoods

#### **Enhance local transit**

**stops:** Increase the visibility and improve the quality of bus stops; improve main pathways to the GTC, and better integrate the station into the fabric of Downtown.

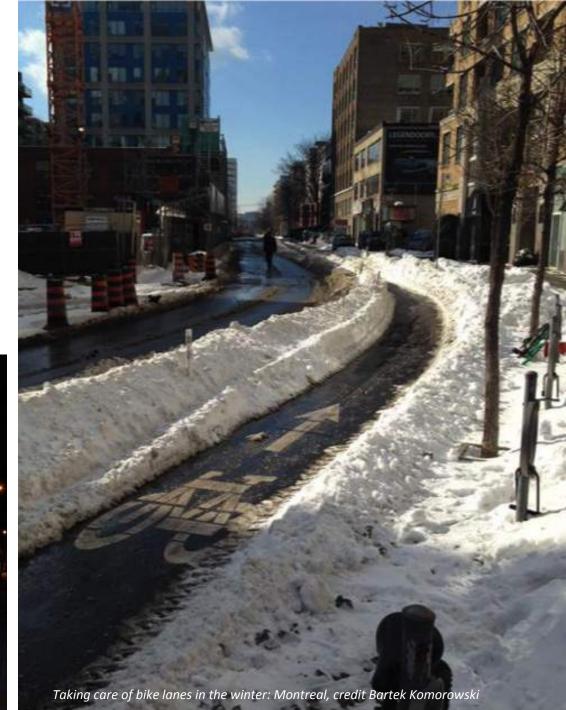


## And don't forget Winter 🕲

## Lengthen the season for alternative modes:

Prioritize investment in bike lane snow clearing, sidewalk clearing and weatherappropriate transit amenities





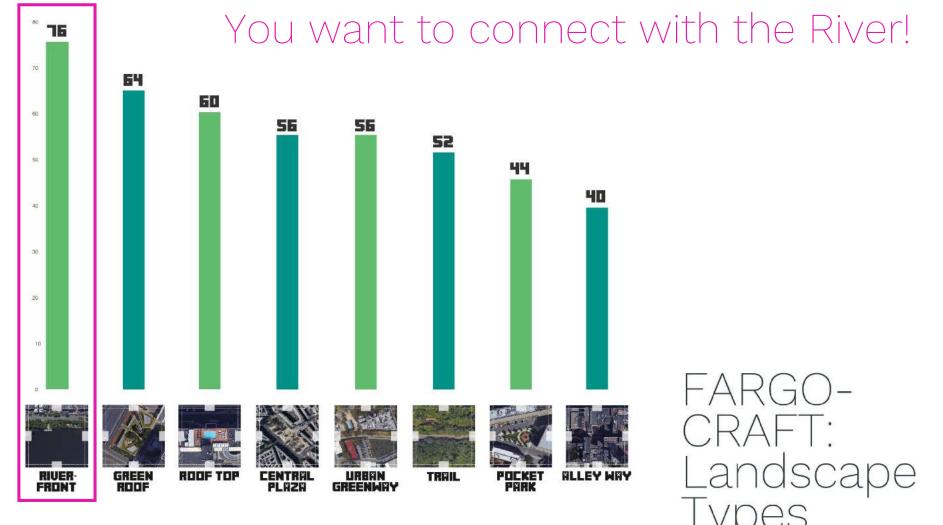
## WHAT WE WANT YOU TO DO... Help us decide the best way to balance parking and development downtown

parking lot

Look at 5 different scenarios for redevelping a parking lot and choose your top 2, weighing these different factors in each

- WALKABILITY
- CIRCULATION
- NUMBER OF SQFT
- VALUE OF SPACES
- INCREASED TAX REVENUE FROM DEVELOPMENT VS PARKING INCREASED TAX BURDEN TO SUPPORT PARKING GARAGE

# At the last open house, you played "FargoCraft" to identify potential open space improvements. Decause you told us .....



# we fully **activated the riverfront** and created one downtown for two cities?

WHAT IF?

...to create stronger connections between Downtown Fargo and Moorhead and, better activate the Red River

## THAT SOUNDS GREAT... BUT HOW CAN WE? DO IT .

# **Redevelop key properties along the River:** Provide more housing and density along the River; include public amenities and access to the river front



#### THAT SOUNDS GREAT... BUT HOW CAN WE? DO IT. Some initial ideas:

**Reconnect and activate the wall:** Focus on physical connections

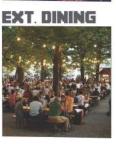
- Design spaces on both sides of the flood wall to help people navigate this barrier
- Integrate public art and programming for nearby open spaces
- Pursue a bridge aligned with 2<sup>nd</sup> Ave







FESTIVALS





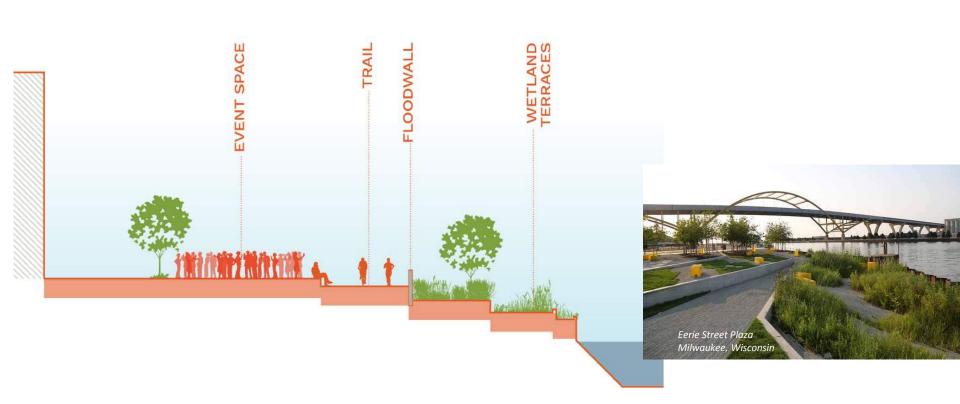
BOAT TOUR



The top five programs selected by participants for Riverfront were festivals, concerts, exterior dining, kayaks, and boat tours.

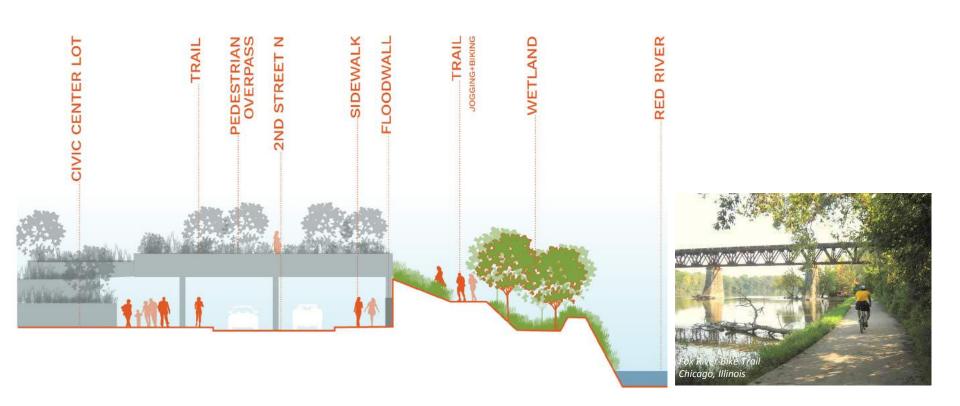
Riverfront

RIVERFRONT TRAIL
 POTENTIAL DEVELOPMENT
 EXISTING RIVERFRONT PARK
 OPPORTUNITY SITES



## Here's an option to create a plaza that steps toward the River where possible

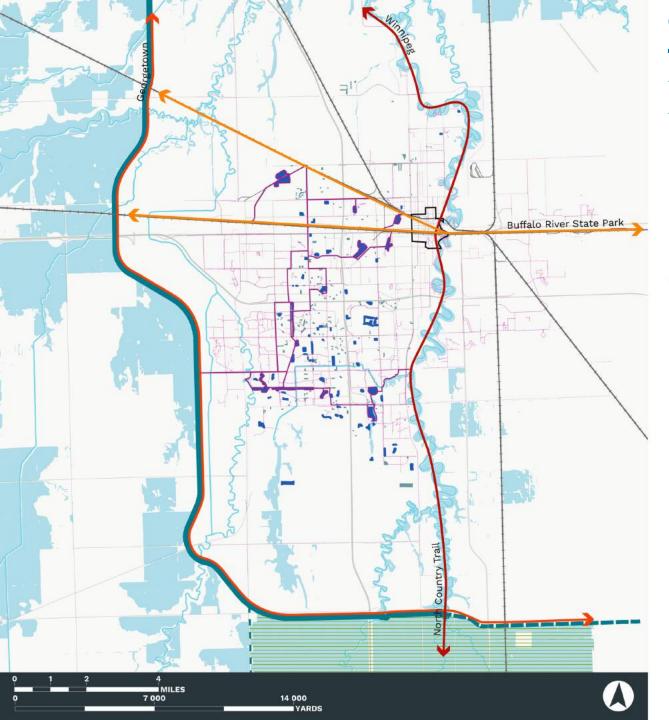
Riverfront Plaza NEW DEVELOPMENT+TRAIL+EVENT SPACE



In other locations we need to look at other ways to "bridge" over the wall (and adjacent streets) – how about this as an idea?

#### Riverfront

CONTINUOUS ELEVATED TRAIL+LAND BRIDGE+PLAZA

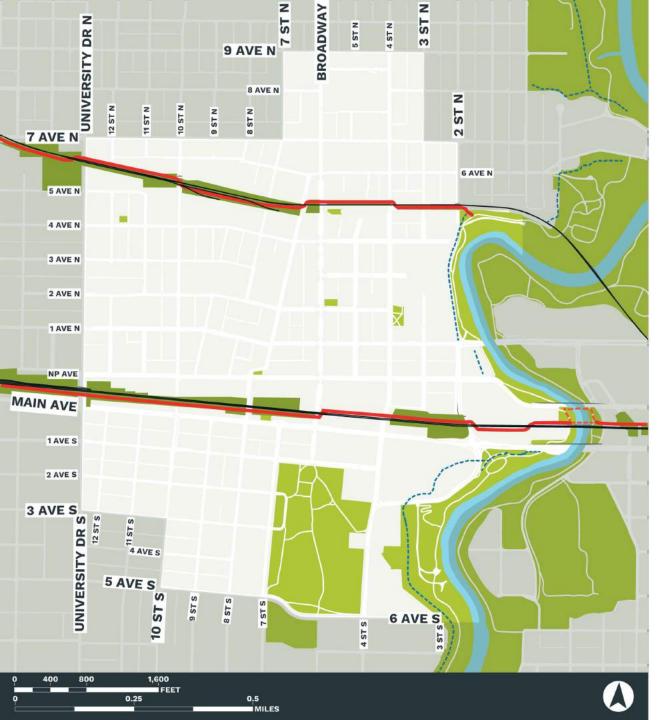


**Create a multi-use trail** on both sides of the River and connect to regional trails

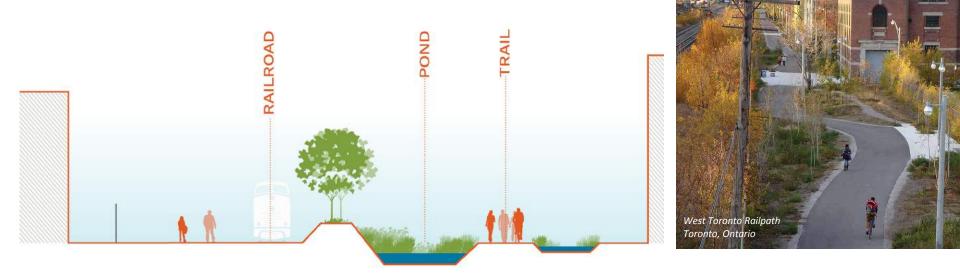
created with the Diversion

Regional Trail Network

- RIVERFRONT TRAIL
- URBAN GREENWAY
- DIVERSION TRAIL
- BIKE INFRASTRUCTURE
- ----- TRAIN TRACKS
- RIVER
  - DIVERSION CENTERLINE
- -- TIEBACK EMBANKMENT
- -- OVERFLOW EMBANKMENT
  - PUBLIC DETENTION BASIN
    PRIVATE DETENTION BASIN
  - PROPOSED NATURE RESERVE



To connect to a regional trail system, we need to create greenspace. There are opportunities adjacent to the rail lines to do this.



The greenway could make use of unused space adjacent to the rail to connect trails

Urban Greenway

RAIL-SIDE TRAIL +DETENTION/RETENTION PONDS downtown had many places dedicated to play and designed to bring people together, yearround?

WHATIF

...to develop a system of connected and programmed green spaces designed for a range of ages and interests and, to make Fargo a model for blue/green infrastructure

# And...what if we also created open spaces that act as infrastructure?

First flush is the initial surface runoff of a rainstorm. During this phase, **water pollution** entering storm drains in areas with a lot of impervious surfaces is typically more concentrated compared to the remainder of the storm.

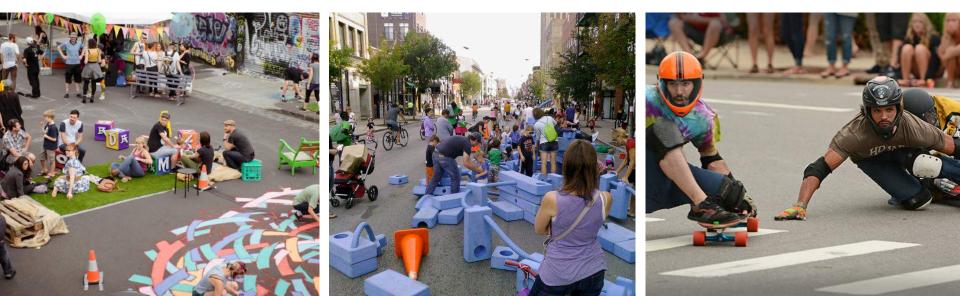
https://en.wikipedia.org/wiki/First\_flush

#### THAT SOUNDS GREAT... BUT HOW CAN WE? DO IT ? Some initial ideas:

#### Make the Library home base for welcoming families to Downtown:

Program the City Hall Plaza to encourage more regional visitors and create programming for families with children and students under 21

#### **Develop more all-weather venues and events:** (like Frostival!)

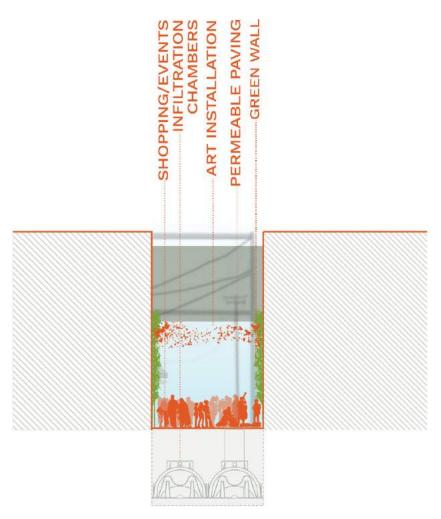




#### Integrate greening throughout

**Downtown** and seek to retain rainwater before it rushes into the existing pipes. This **Downtown open space network** could stitch together alleys, small parks, the Block 9 Plaza, City Hall Plaza, and the River

 ALLEYWAYS
 URBAN GREENWAY
 GREENWAY OPPORTUNITY POTENTIAL GREENROOFS
 GREEN STREETS BIKE INFRASTRUCTURE
 OPPORTUNITY SITES RIVERFRONT ACCESS
 RIVERFRONT
 FLOODWALL



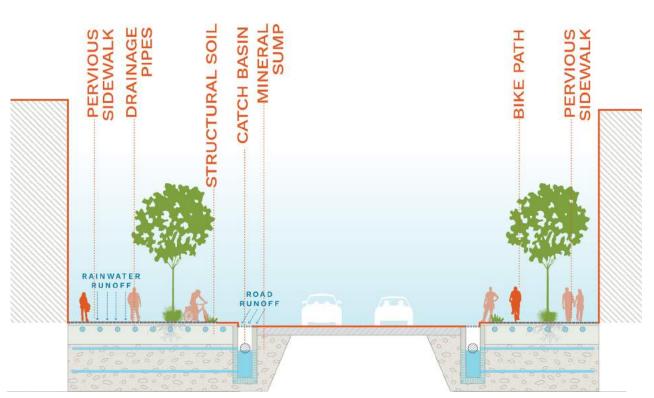


Alleys, when rebuilt, can serve an important purpose for stormwater management and greening

Alleyways

COMMUNITY PROGRAMS+INTEGRATED STOMWATER MANAGEMENT+GREEN WALL

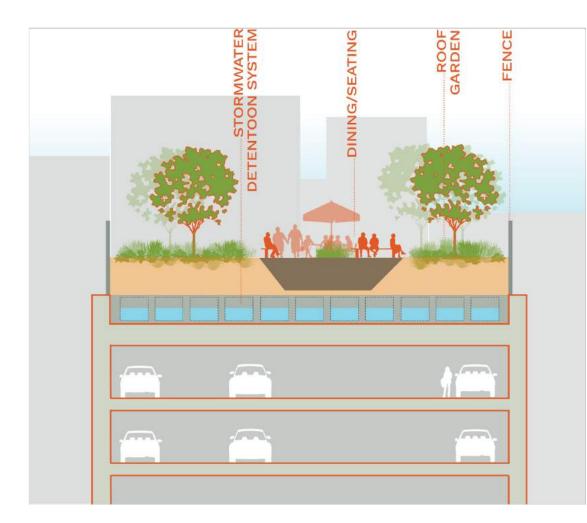
Here is an example of an alley improved for pedestrians and designed to retail stormwater





Streets too can provide some space for water retention when reconstructed. The "Mineral Sumps" can hold water which can be used for trees and landscaping

#### Streetscape





#### Green Roof

#### And don't forget about rooftops!

**Consider roof-top retention** as a means of capturing water before it hits the street. Stored water can be used for irrigation and fire suppression.

### because you told us ..... that tomorrow Downtown should be:



# downtown becomes a model for **inclusive** growth & development?

WHAT IF?

...to recognize that poverty and the risk of homelessness render some community members vulnerable and that quality services are available where they are most needed

THAT SOUNDS GREAT... BUT HOW CAN WE? DO IT .

# Some initial ideas:

**Education and outreach:** Expand Homelessness 101 trainings and build awareness of the Downtown service network

Adapt to meet new needs: Broaden service delivery through new programs and facilities like a day shelter or place for homeless teens

**Housing First:** Work with affordable and transitional housing providers to identify development opportunities that will serve low-income families and individuals

Help create pathways to work: Connect those who are able to work with job training and transit options that bring available jobs within reach

What do you think? We need your help. The open house is set up around key topics like housing, transportation and green space. Let us know what you think.

#### WHAT WE WANT YOU TO DO... If Downtown was able to generate more money for improvements, what would you do with it? (Choose only 3)



HELP PRESERVE HOUSING AFFORDABILITY



HELP TO ENSURE THAT LOCALLY BUSINESSES & ARTS ORGANIZATIONS REMAIN DOWNTOWN



CREATE MORE PARK SPACE DOWNTOWN



CREATE MORE PUBLIC ART & HELP FINANCE A PERFORMING ARTS CENTER



MAKE BETTER CONNECTIONS TO THE RED RIVER & CREATE A REGIONAL TRAIL SYSTEM



IMPROVE LOCAL SIDEWALKS & STREETS



HELP REDUCE FLOODING FROM RAIN STORMS



PLANT MORE TREES



EXPAND TRANSIT & BIKE SHARE



FUND CLEANING & SAFETY INITIATIVES

## THANK YOU! and stay warm!

