

DOWNTOWN

INFOCUS

A BLUEPRINT FOR FARGO'S CORE



January 26, 2017
Working Committee

Agenda:

1. Introductions
2. Working Vision
3. Review of Ideas to date
 - Development
 - Transportation / Parking
 - River & Open Space
4. Next Steps

THANKS to the 280 PEOPLE

who joined us in October



OPEN HOUSE No. 1

at The Historic Union, 1026 NP Ave



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



EXPANSION OF THE SKYWAY SYSTEM

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.

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

AMUSEMENT PARK

RIVER-WALK

YOU SHARED

190

24 / 7 USAGE OF THE RIVERFRONT.

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

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

BUILD SOME SORT OF OVERPASS TO DEAL WITH THE RAILROADS.

SMALL AMPHITHEATER GOING DOWN TO THE RIVER

MINI-MILLENIUM 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.

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

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



you wrote us postcards from the FUTURE



VISION STATEMENTS IN YOUR OWN WORDS



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.”

“...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.”

“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 a **magnet for innovators and artists**.”

“... 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 **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



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.**

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

A few questions to keep in mind:

1. Is the material clear?
2. Any red flags?
3. What ideas most align with your interests?



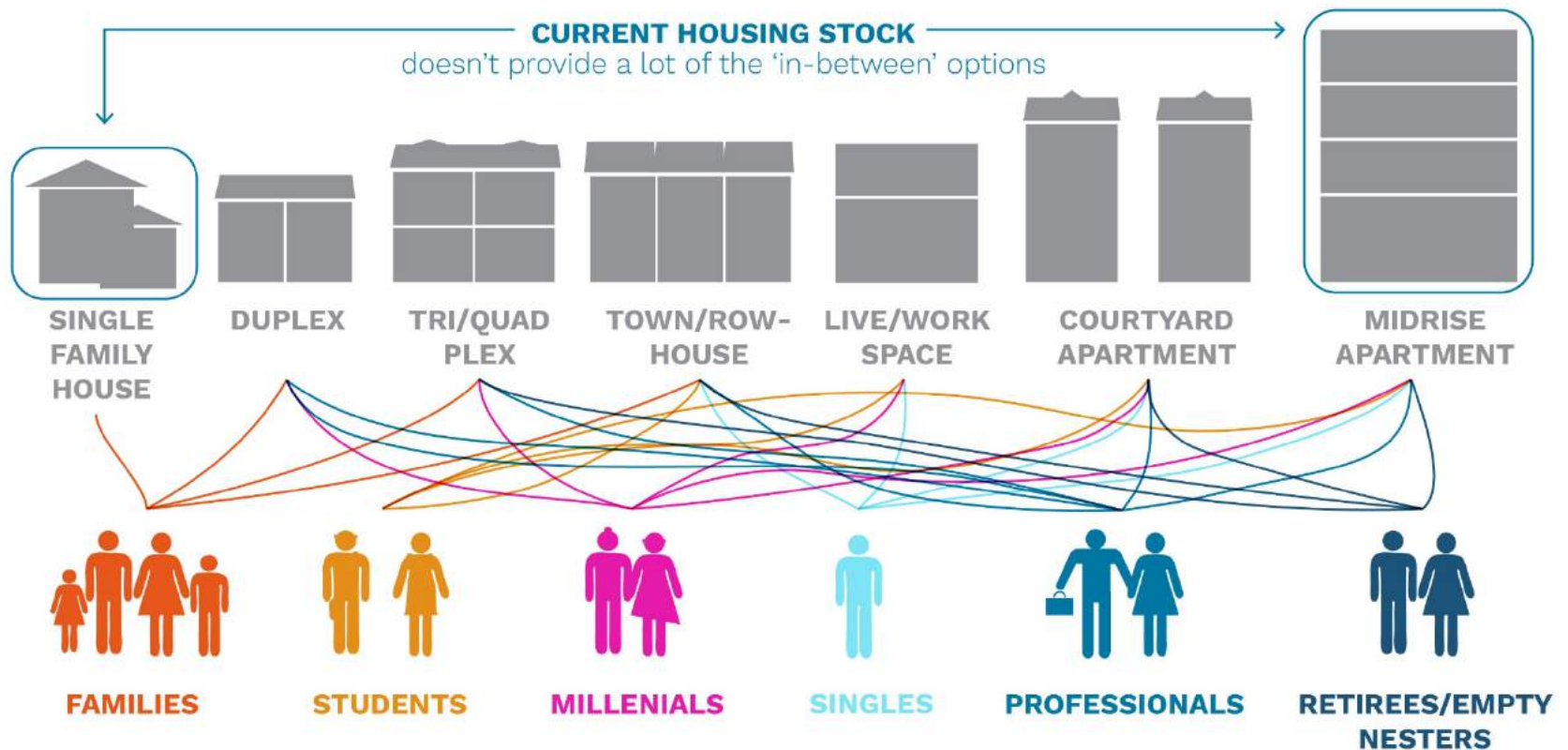
WHAT IF?

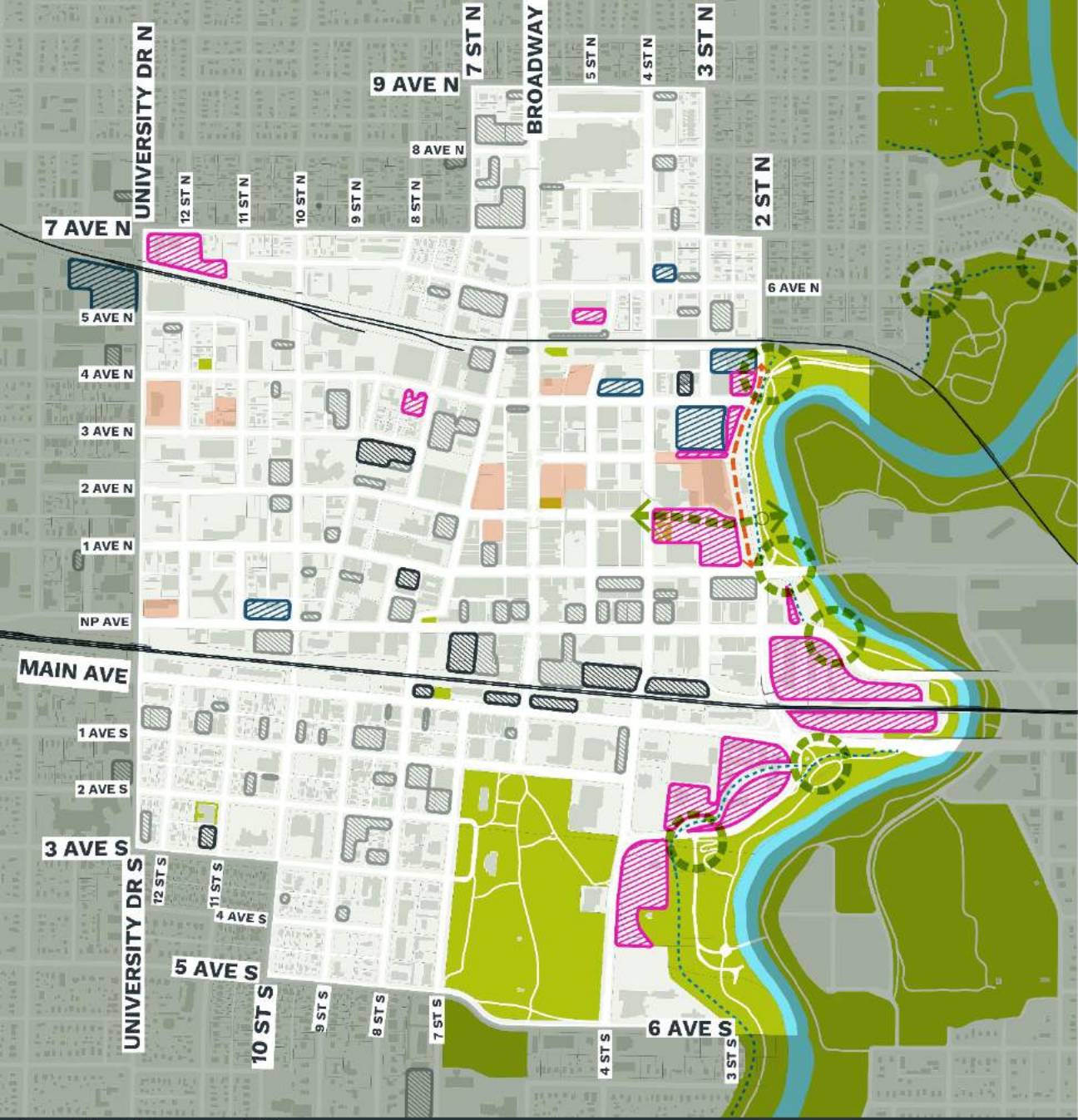
we **expanded** the
population **living**
downtown?

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

Some initial ideas:

- 1. Focus on transitions:** Develop new housing types that better help to transition from Downtown to the neighborhoods
- 2. Integrate affordability:** Create new affordable and workforce housing to maintain a diverse population base





3. Encourage preservation and new development:

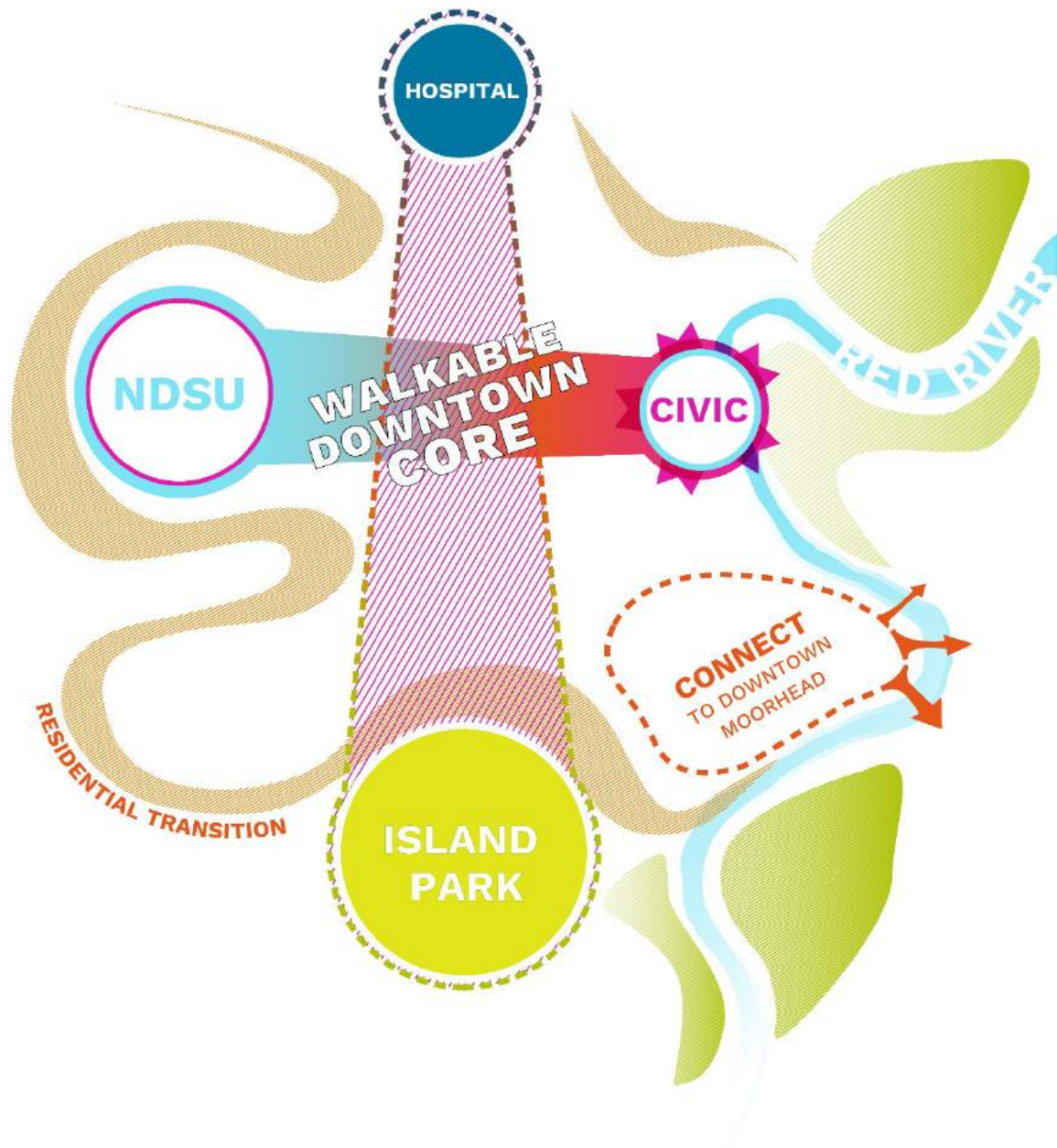
Encourage the reuse of historic buildings and better manage parking downtown to make space for new development

Opportunity Sites

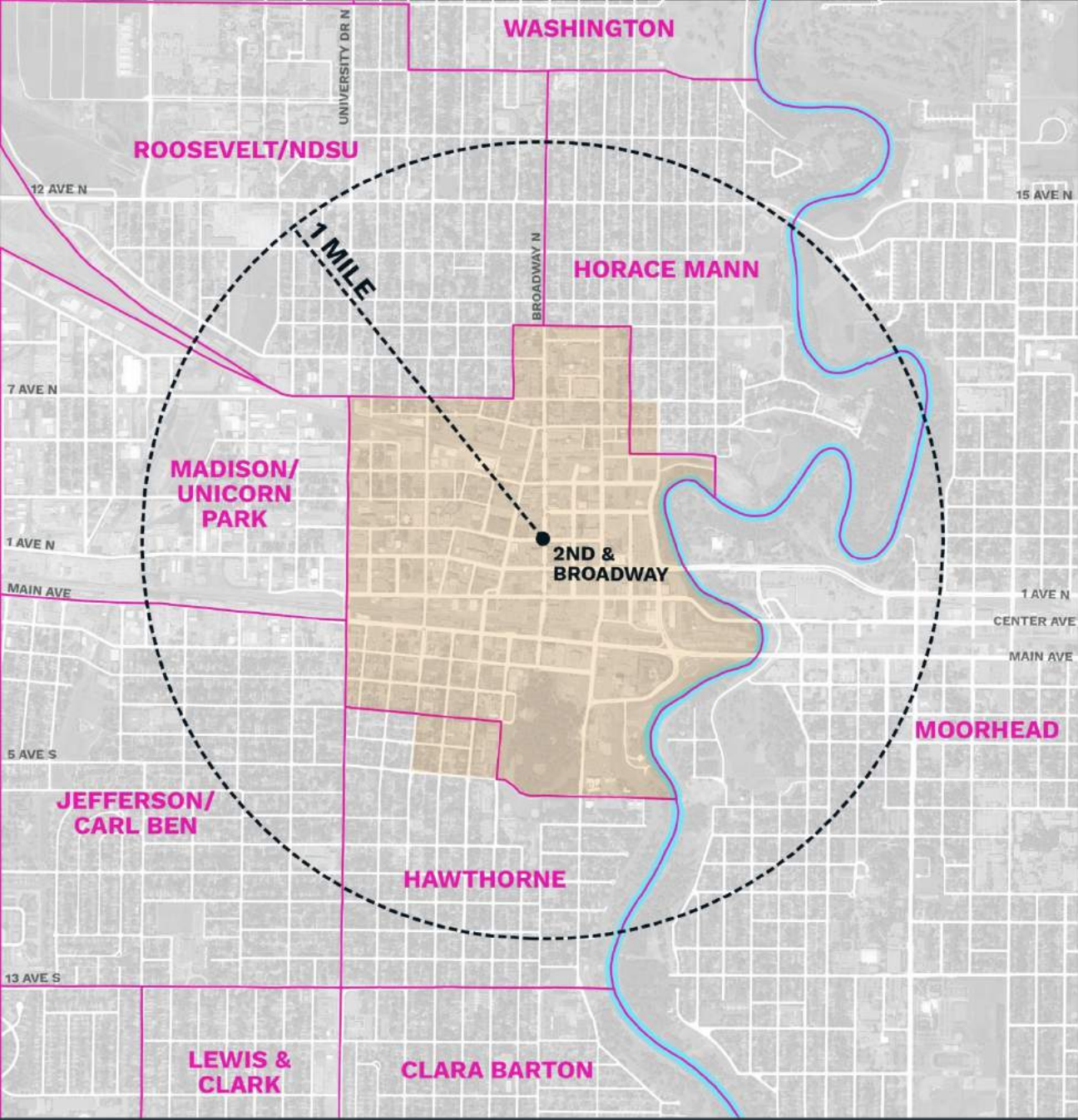
Source: Interface Studio

- UNDERUTILIZED LAND**
- PUBLICLY OWNED
 - PRIVATELY OWNED
- SURFACE PARKING LOTS**
- PUBLICLY OWNED
 - PRIVATELY OWNED
- RIVER ACCESS POINT
- FLOOD PROTECTION LINE
- FUTURE DEVELOPMENT [COMING SOON]
- OPEN SPACE
- DOWNTOWN FOCUS AREA





These are some of key things to consider: protect the core of Downtown, connect to Moorhead, and enable more residential development to help close the gap between Downtown and nearby neighborhoods



4. Encourage investment in the near-neighborhoods:

Build a market for Downtown by further improving surrounding neighborhoods through code updates, better street connections and use of the City’s housing rehabilitation efforts near downtown

Near Neighborhoods

Source: Interface Studio

- NEIGHBORHOOD BOUNDARY
- DOWNTOWN FOCUS AREA



Some initial ideas:

5. Address safety concerns and perceptions: 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

INFORUM Search Q

FAMILY Ford Fog/Mist and Breezy WEATHER 36°
STOP IN TODAY!

News Sports Opinion SheSays Variety Business Milestones Obituaries Weather

logitech **MK320** Wireless Combo **50% OFF** THIS WEEK ONLY! **\$19.99** START

Downtown Fargo residents fed up with alcohol-driven crime

By Adrian Glass-Moore on Jan 27, 2016 at 10:34 p.m.



INFORUM Search Q

FAMILY Ford Fog/Mist and Breezy WEATHER 36°

News Sports Opinion SheSays Variety Business Milestones Obituaries Weather

Serious assaults rising in downtown Fargo, with 60 last year

By Archie Ingersoll on Jan 14, 2017 at 8:10 p.m.



PRINT

Bundles of Joy FORUM ADVERTISING FEATURES

INCLUDE YOUR BABY IN THIS KEEP SAKE SECTION! DEADLINE JAN 20. ONLINE SUBMISSIONS ONLY - CLICK HERE

VIEW ALL OFFERS | SUBSCRIBE | ADD YOUR BUSINESS

LATEST

- 34 apply to become next Cass County administrator 7 min ago
- Sen. Franken voting 'no' on education secretary nominee 26 min ago
- Executive actions ready to go as Trump prepares to take office 38 min ago

because **you told us**

“it’s not just about more people Downtown... we need more jobs & commerce too!”





WHAT IF?

we **increased** the number,
and type, of **jobs**
downtown (and accessible
from downtown)?

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

Survey high level findings

COMMENTS

• Consistency of shopping experience

- › Hours of operation
- › “Quality” of experience – wide range of uses and price points

• Rents rising faster than revenues

- › Retailers look at rents as the all in location expense and don't separate charges and additions to base rent
- › For older buildings, deeper floors become a major issue since the back of floor has less retail value
 - Most retailers thought they had more space than they needed but wasn't an issue until rents started to increase
- › Concerns about being able to launch new retail businesses given the expenses

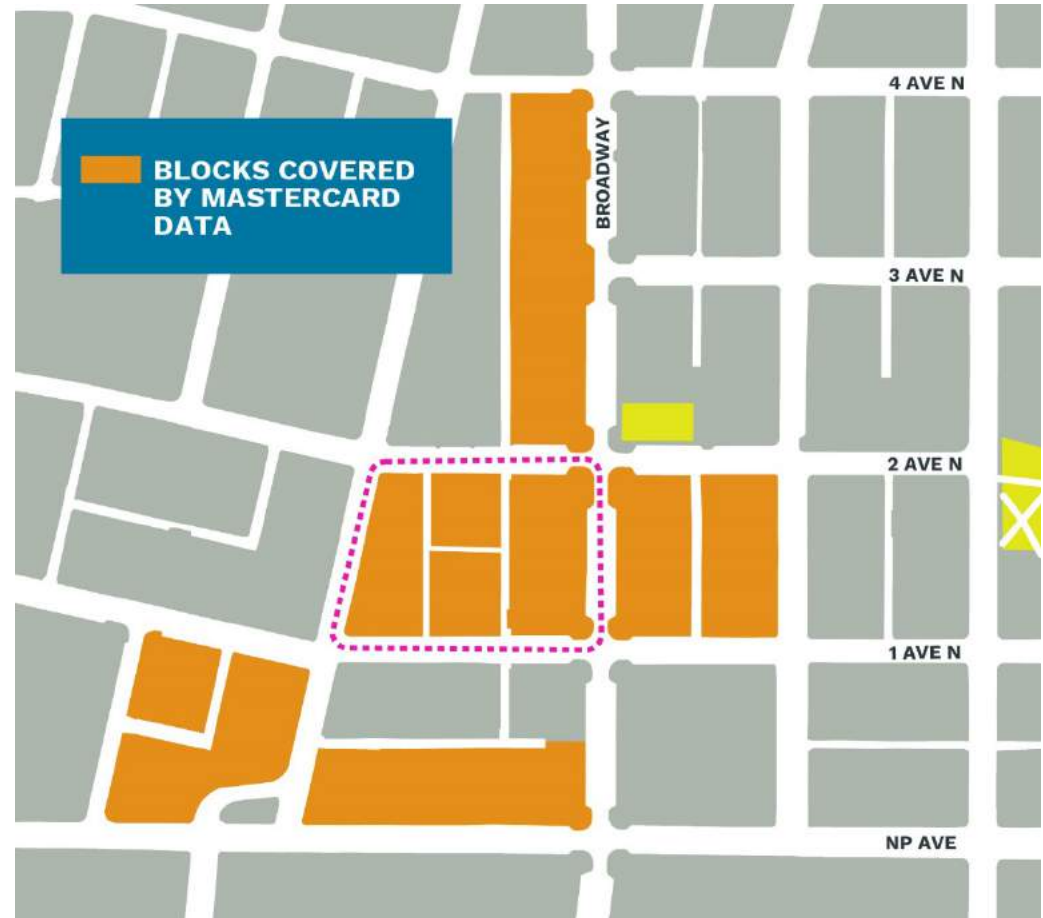
• The retailing community

- › Retailers as business owners versus retail as a lifestyle or placeholder

“Downtown has become vibrant and important because it has been home to independent small businesses (esp. women owned), creative types and start up entrepreneurs. I am afraid those days may be gone and we may lose our uniqueness and vitality.”

Obtained summary level retail credit card data (mastercard)

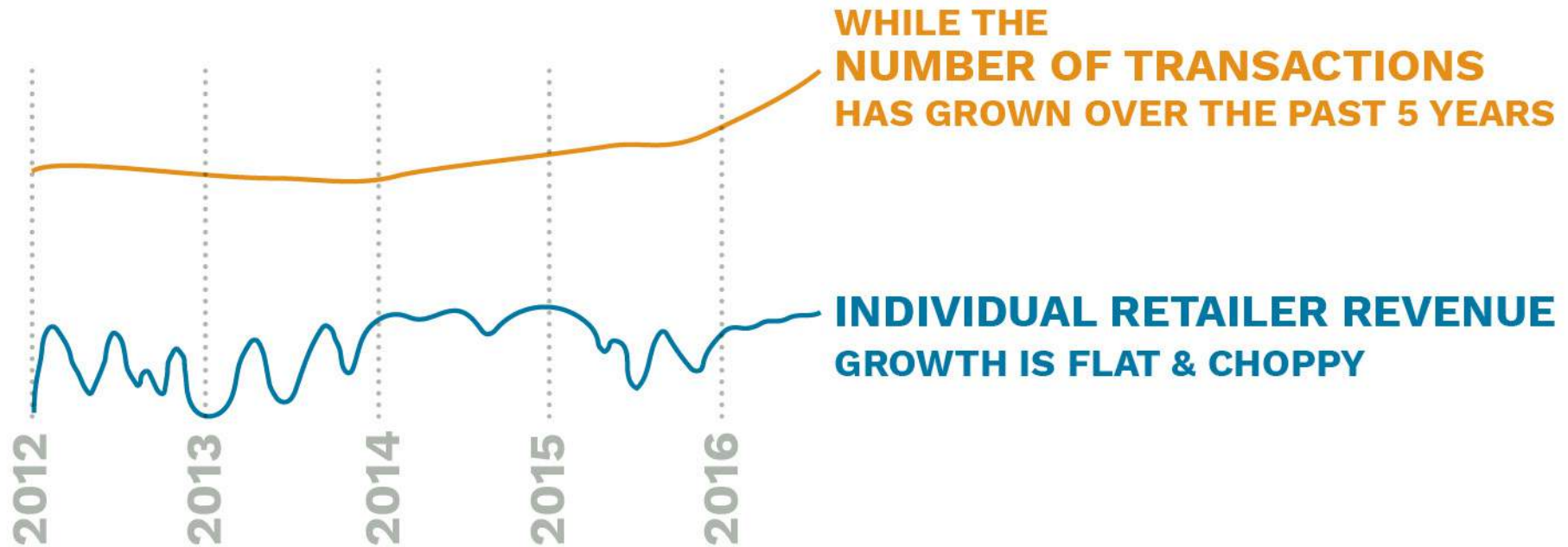
- Information indexed to metro, state and national norms
- Measures 5 items
 - › Total sales
 - › Total transaction volume
 - › Ticket size
 - › Merchant Growth
 - › Merchant Revenue stability
- Ability to isolate restaurant and retail



* Following analysis is based on the pink outlined block only. A composite view for all the blocks tbd.

Trend data from credit card info

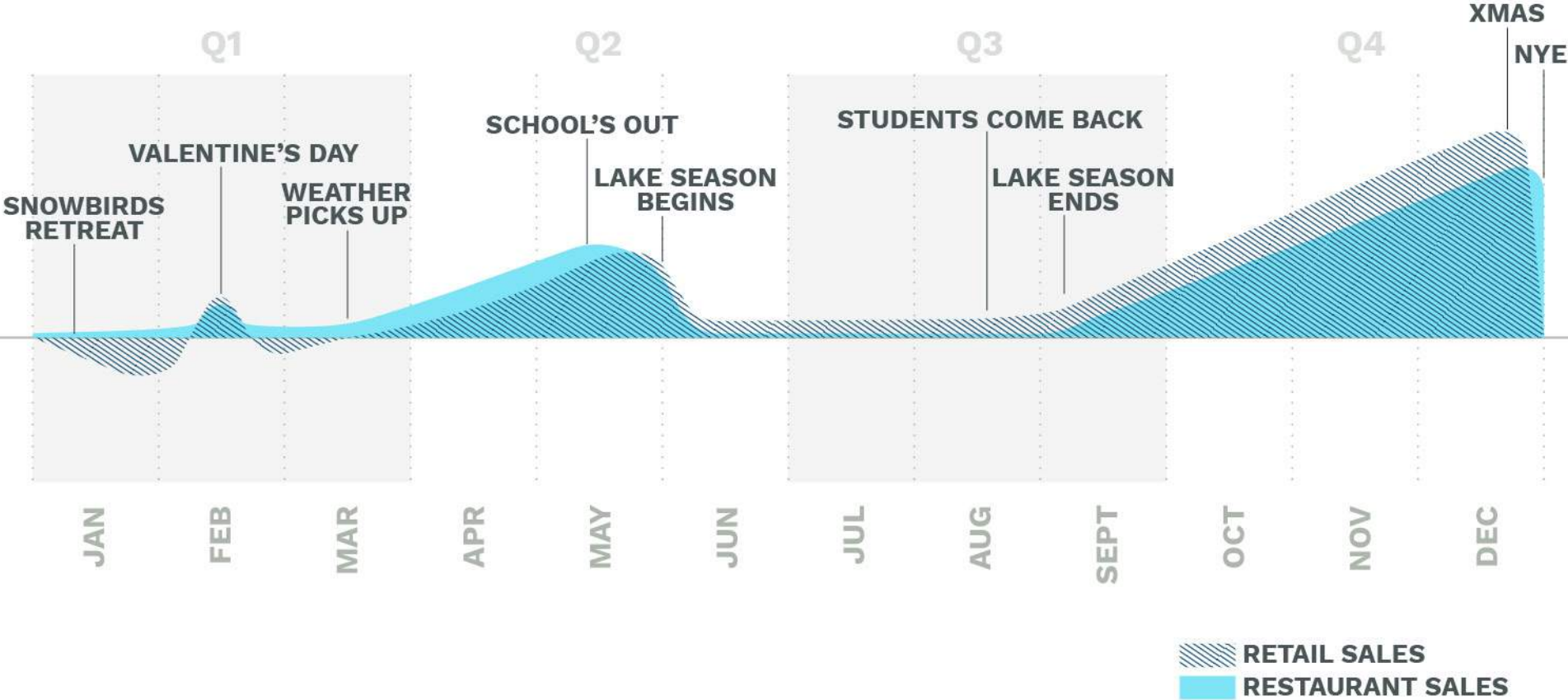
Demonstrates two key items:



- ▶ 22% of transactions but only 4% of sales comes from the Downtown lunch crowd
- ▶ Around 35% of retail activity comes from outside of the Fargo metro

Trend data from credit card info

SEASONALITY OF SALES



Some initial ideas:

- 1. Support existing retail:** Develop a targeted marketing program aimed beyond greater Fargo
- 2. Encourage new commercial spaces and locally-owned retail:** Create a tenant development program providing both recruitment and launch assistance
- 3. Encourage selective alley development:** Better utilize the older, deep but narrow buildings

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



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

Some initial ideas:

4. **Create a pipeline of job opportunities for NDSU graduates:**

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

5. **Provide enhanced bus service to industrial parks:** Coordinate schedules with shift changes



because **you told us**

We need more street life! Downtowns thrive because they offer a unique experience





WHAT IF?

downtown found new ways
to foster **experimentation**
and **creativity** in the
public realm?

...to create a unique Downtown experience, and encourage
residents and businesses to activate sidewalks and public spaces

Some initial ideas:

- 1. Deregulate (or re-regulate!):** Encourage outdoor dining, food trucks, and pop-up uses to activate Downtown streets and support local businesses
 - Develop guidelines for temporary uses and parklets
 - Grow the BID to oversee Downtown public space permitting and maintenance



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

Some initial ideas:

- 2. 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
- 3. Allow for temporary programming:** Relieve pressure on Broadway by permitting temporary programming in other designated areas





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

Some initial ideas:

- 5. Expand the footprint of the arts:** Encourage new public art within new development and as public expressions of Fargo's identity
- 6. Protect collaborative workspace**
Downtown: Ensure that artists and cultural organizations have a place in Downtown's future
- 7. Pursue the Performing Arts Center:** Make Downtown THE center for arts and talent
- 8. Brand and promote a design district:** Raise the profile of the arts and design, provide coordinated marketing and studio tours, and generate buzz for Downtown as North Dakota's center for art and entertainment 

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

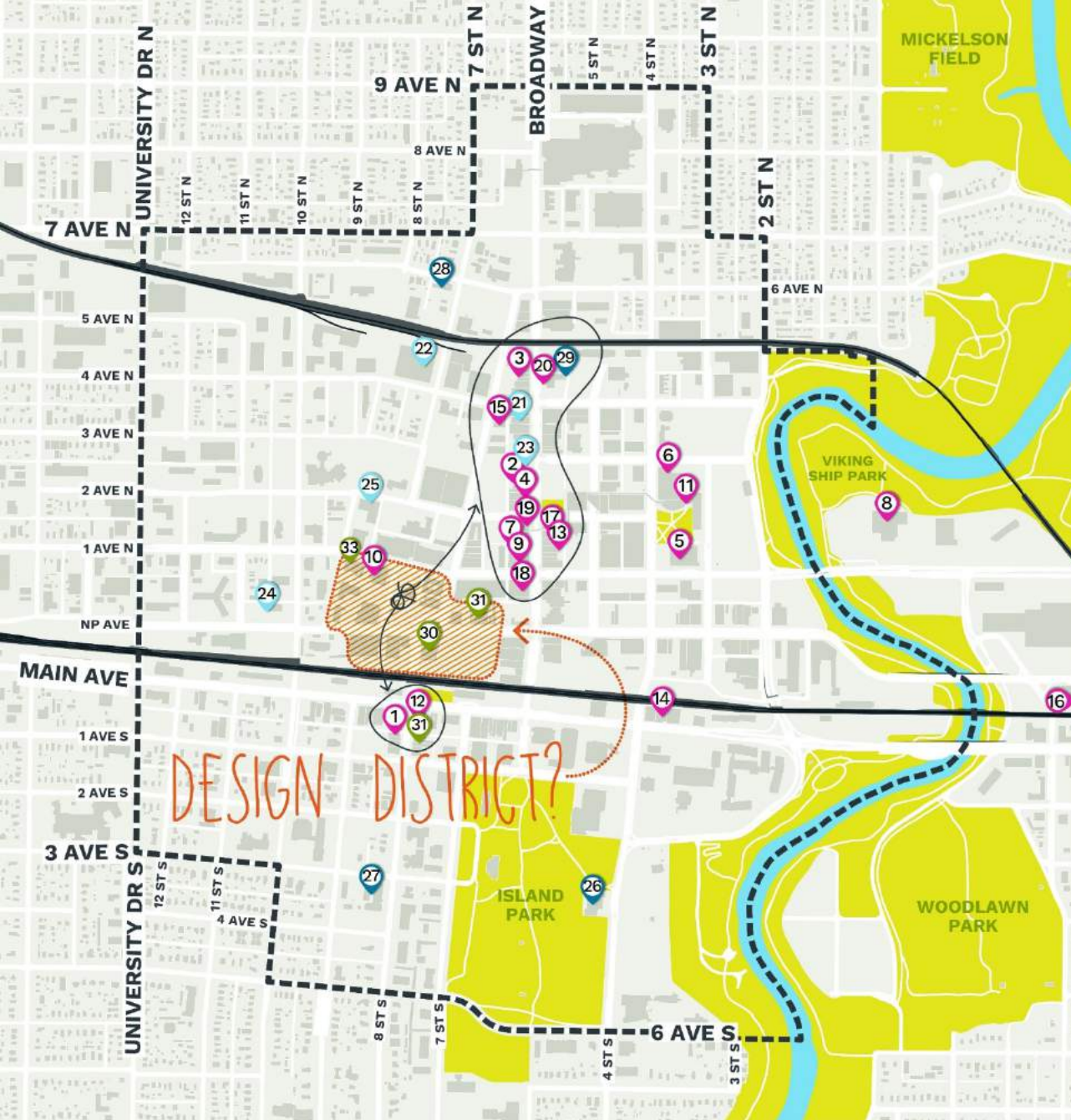
PERFORMING ARTS

- 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



DESIGN DISTRICT?



WHAT IF?

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

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



Some initial ideas:

- 1. Education and outreach:** Expand Homelessness 101 trainings and build awareness of Downtown service network
- 2. Adapt to meet new needs:** Broaden service delivery through new programs and facilities
- 3. Housing First:** Work with affordable and transitional housing providers to identify development opportunities that will serve low-income families and individuals
- 4. Help create pathways to work:** Connect those who are able to work with job training and transit options that bring available jobs within reach

PAUSE:

1. Is the material clear?
2. Any red flags?
3. What ideas most align with your interests?

because **you told us**

What do you **LIKE** most living, working, or visiting Downtown?

TOP 3

DOWNTOWN RESIDENTS

The local **restaurants and bars**

The area is **walkable / bikeable**

The community **social life** (events, programming, etc.)

NON-DOWNTOWN RESIDENTS

The local **restaurants and bars**

The community **social life** (events, programming, etc.)

The **walkability**

DOWNTOWN EMPLOYEES

The **walkability**

The **lunch options** nearby

Access to Downtown **events and programming**



WHAT IF?

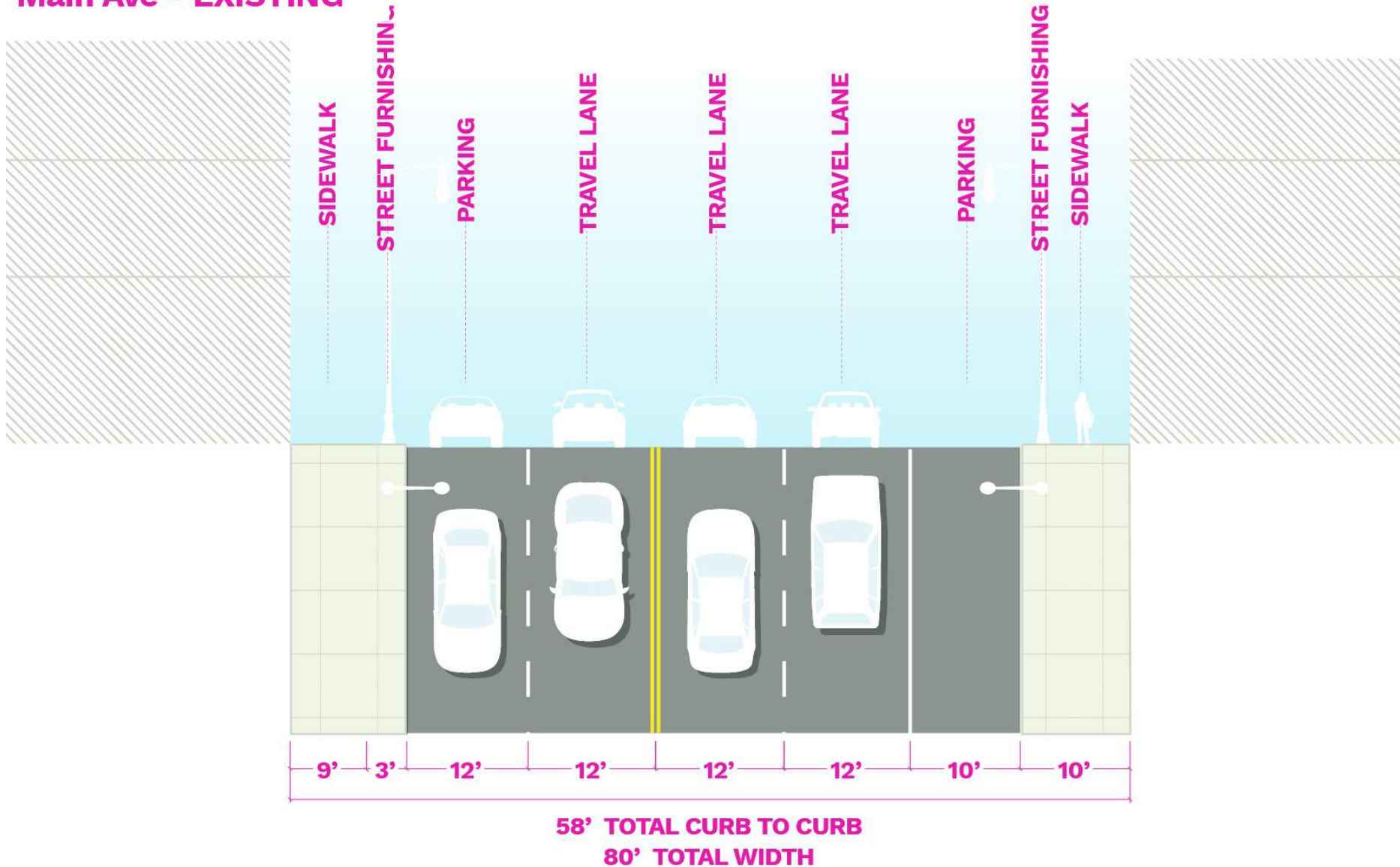
we made **complete streets** common place?

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

1. Safety first: Improve pedestrian safety – especially at wide crossings

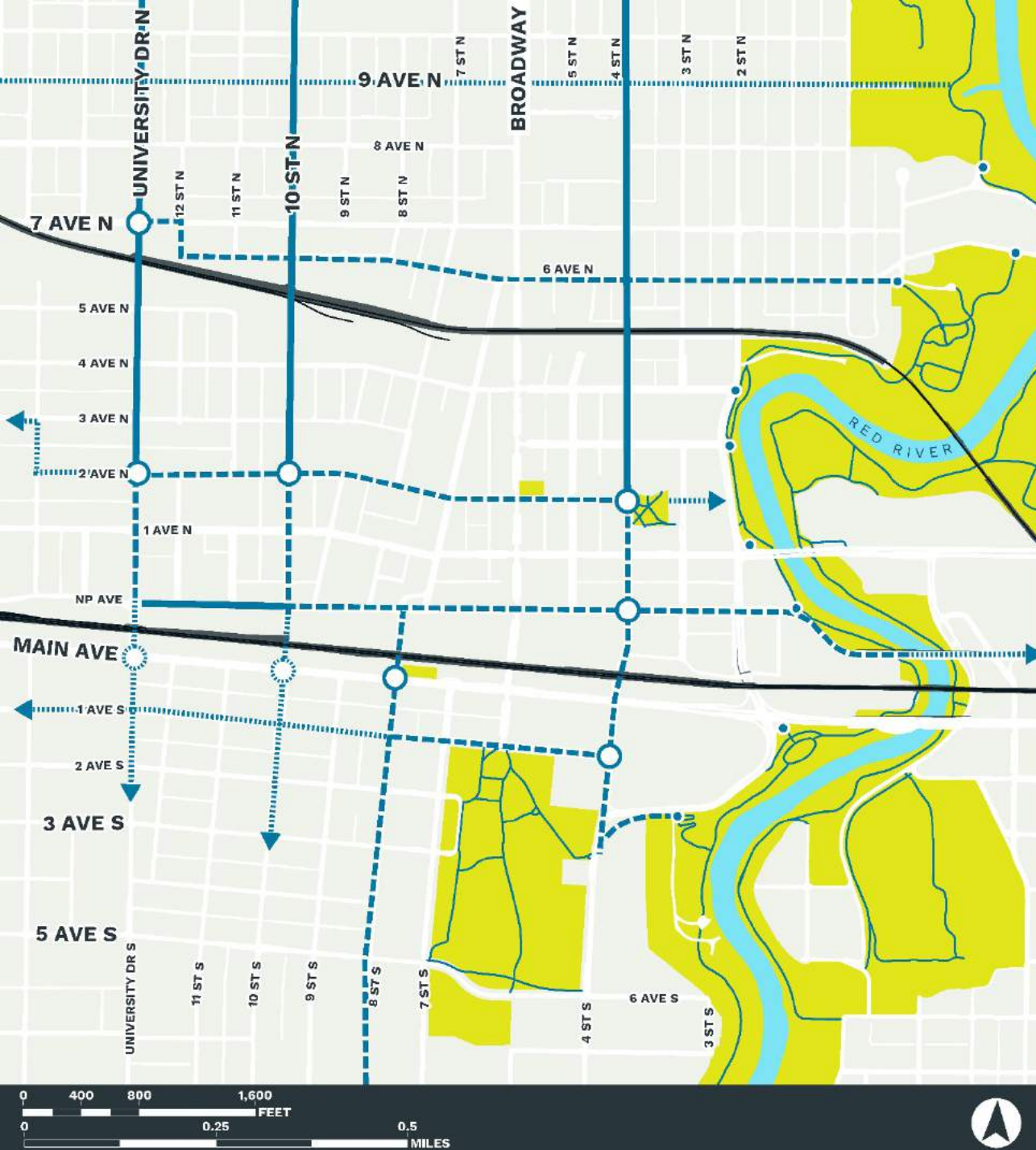
Looking East

Main Ave - EXISTING



2. Create a bicycle network Downtown:

Boost ridership with added bike lanes and connections



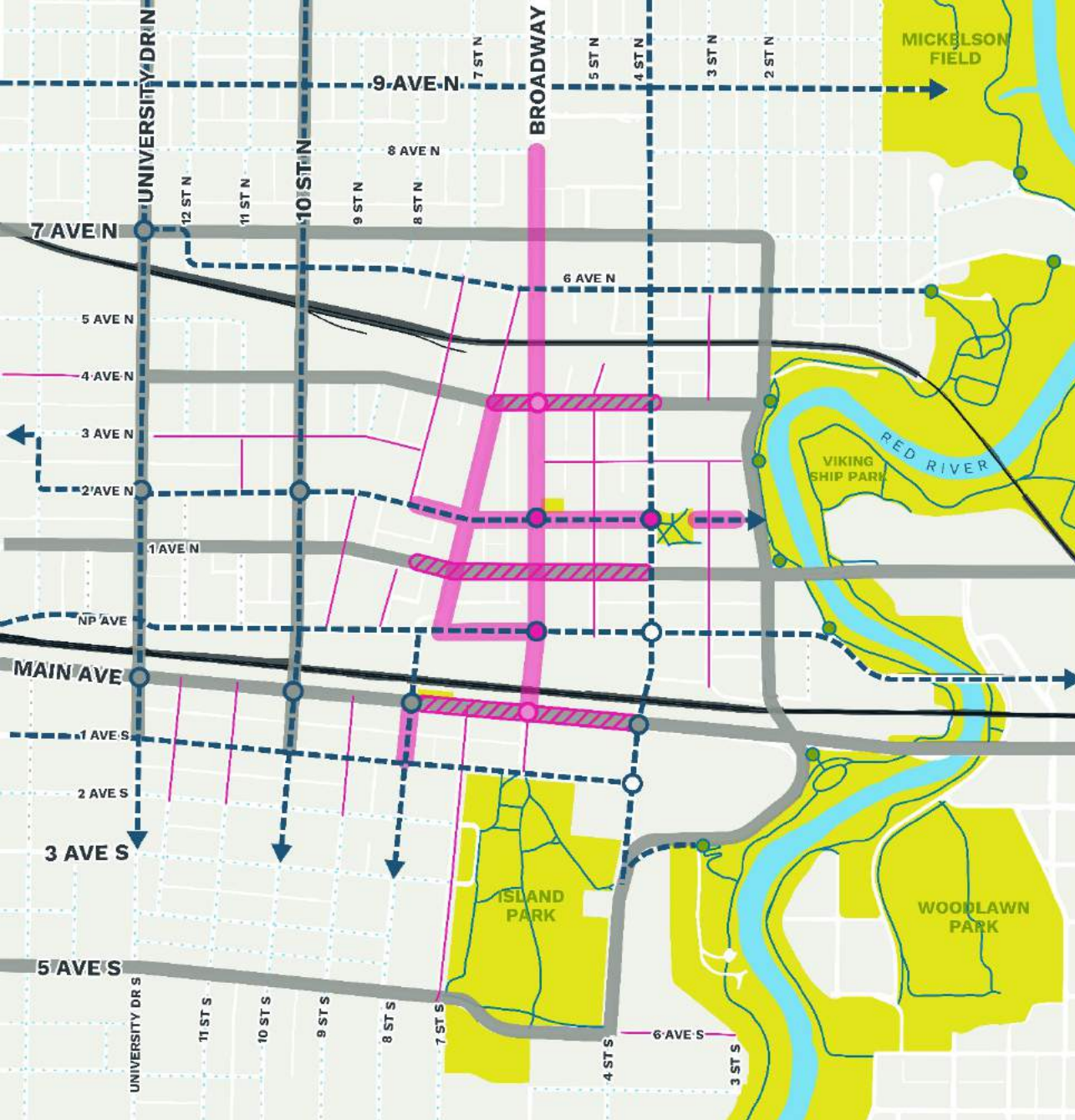
Proposed Bike Network

Source: Sam Schwartz

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

3. Adopt a street hierarchy that informs all reconstruction projects:

Identify which streets play key roles for different ways of getting around



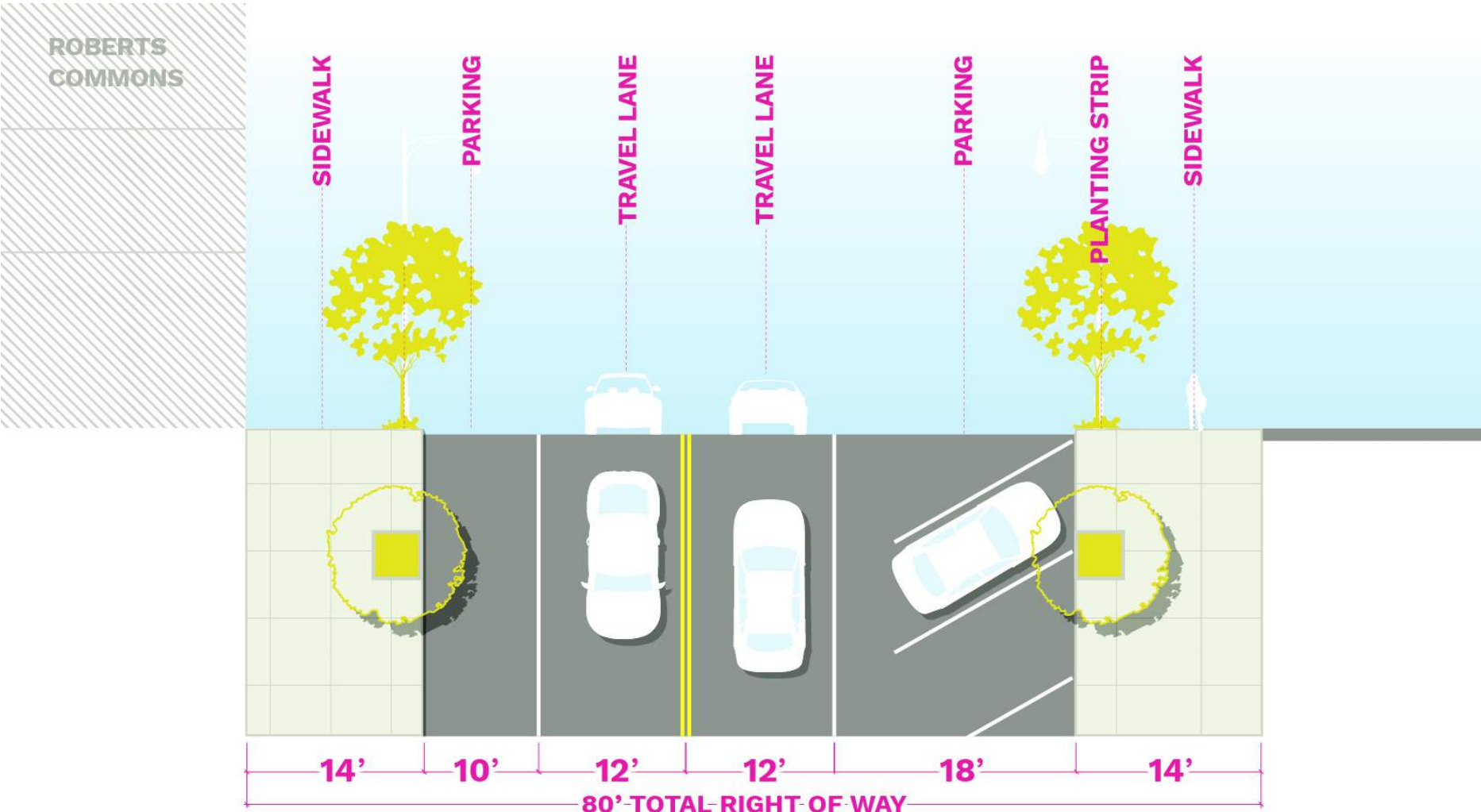
Proposed Street Network

Source: Sam Schwartz

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

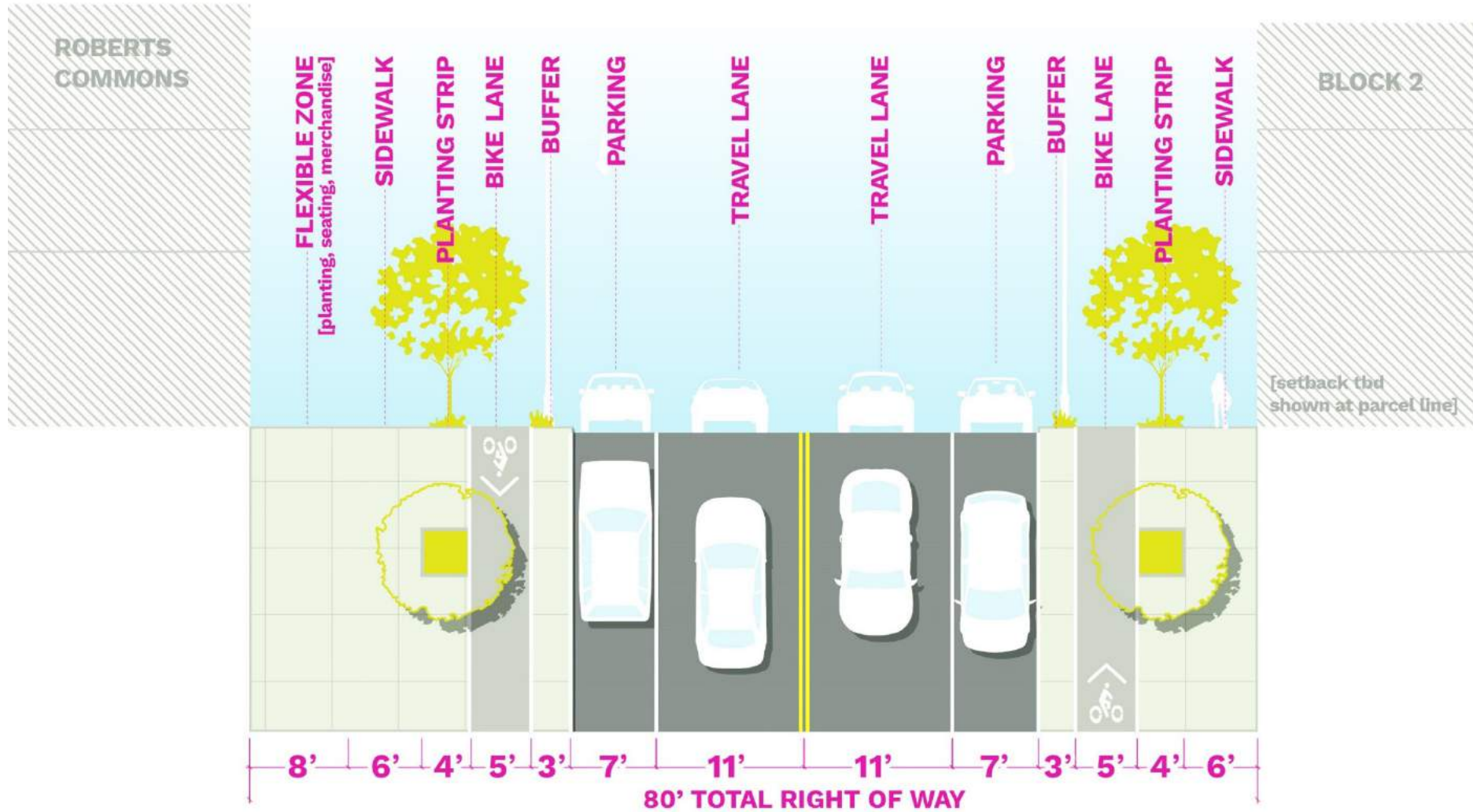
2nd Avenue is a critical east-west corridor that connects NDSU facilities with City Hall, the Library and River

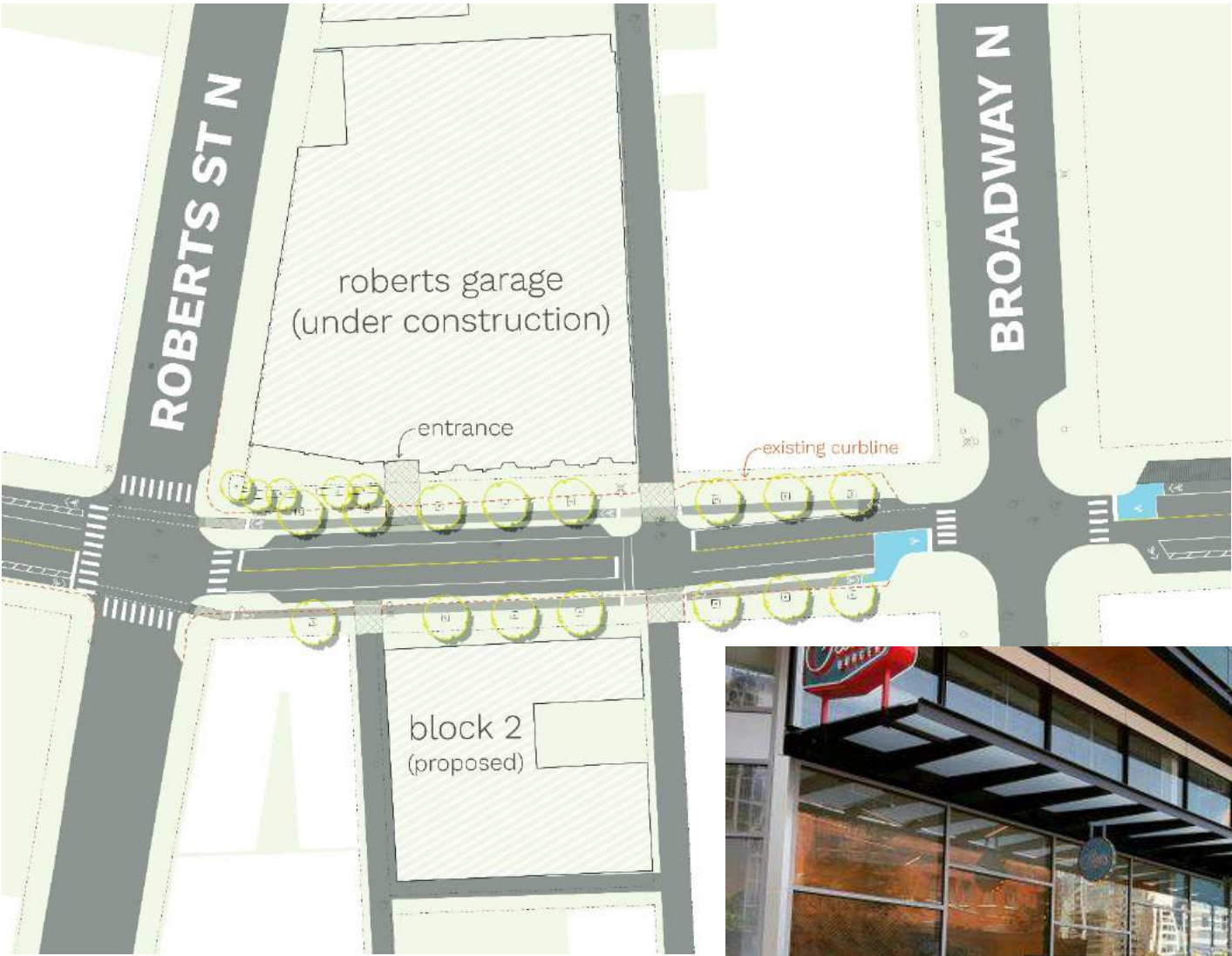
TODAY



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

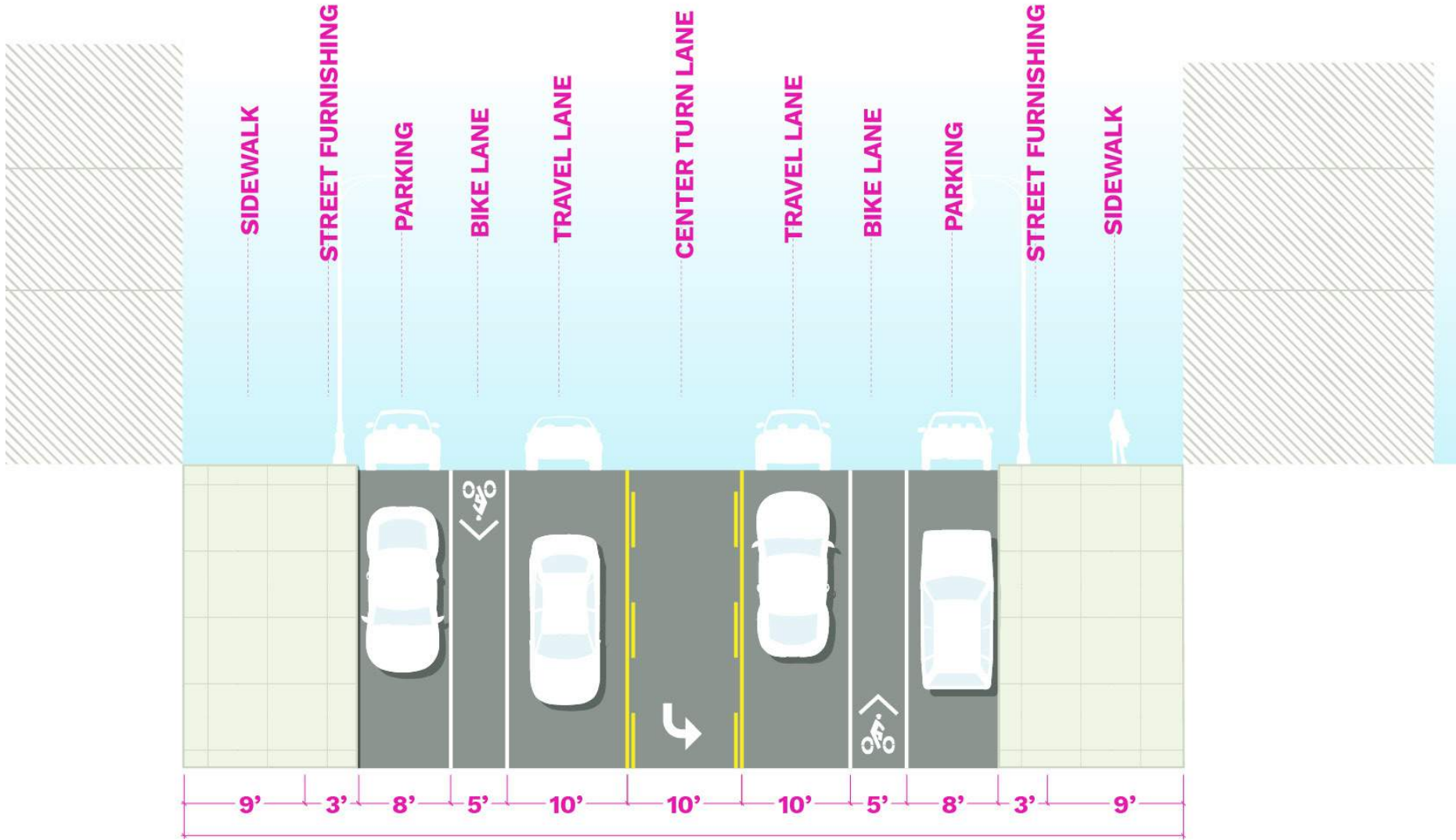
RECONSTRUCTION





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

4th Ave N - EXISTING

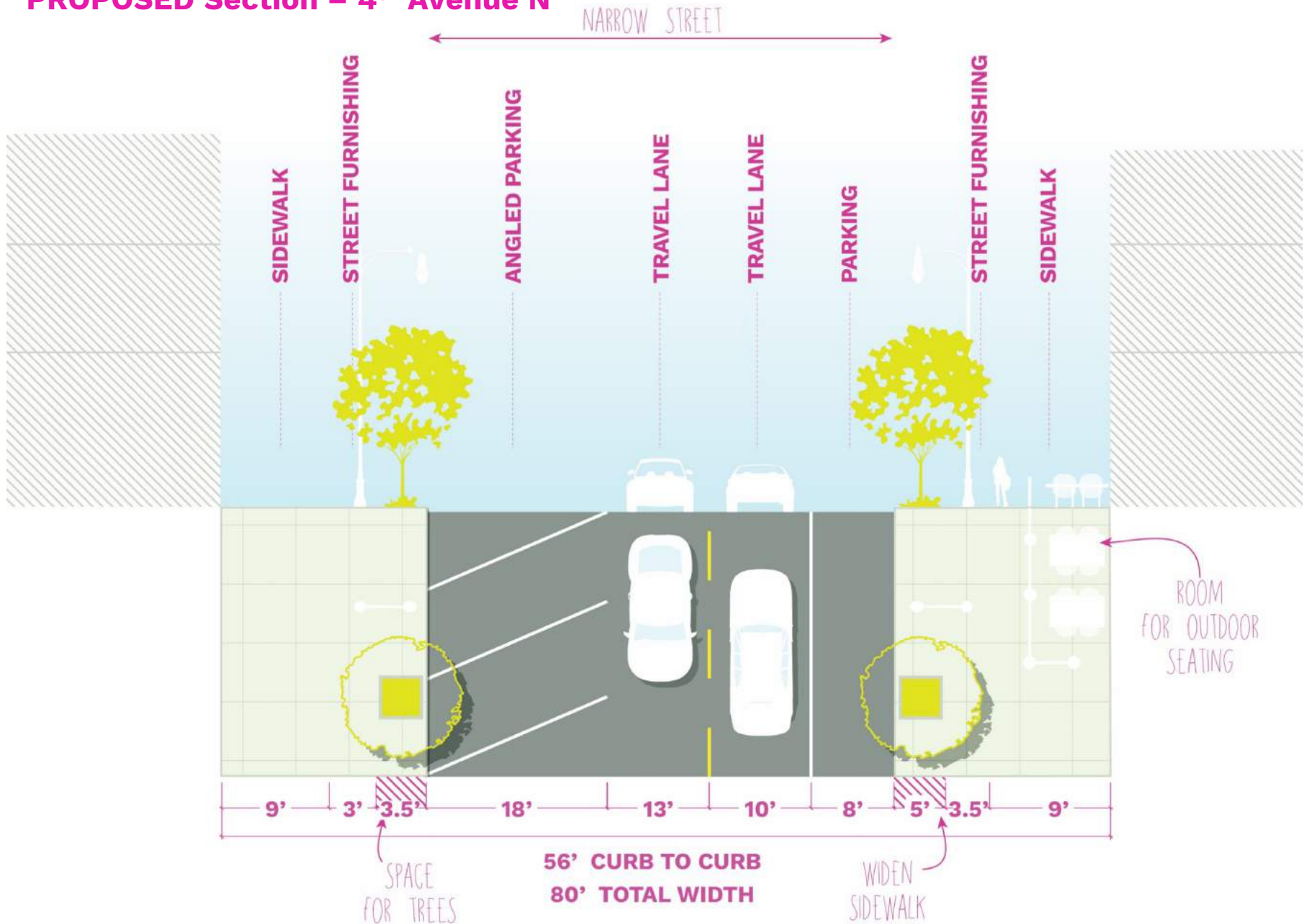


56' CURB TO CURB

80' TOTAL WIDTH

Here a bike lane is removed and parking increased

PROPOSED Section – 4th Avenue N



4. 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

5. Beautify parking lots:

Prioritize landscaping, paving, lighting, and striping for lots and garages



Enhanced bus stop!



Enhanced parking lot!

because **you told us**

What do you **DISLIKE** most living, working, or visiting Downtown?

TOP 3

DOWNTOWN RESIDENTS

The **nuisance issues** (noise, drunken behavior, etc.)

It's difficult to find **parking**

I have concerns about public **safety**

NON-DOWNTOWN RESIDENTS

It's difficult to find **parking**

The lack of **affordable housing**

Other

DOWNTOWN EMPLOYEES

The lack of **parking**

I have concerns about **safety** in the area

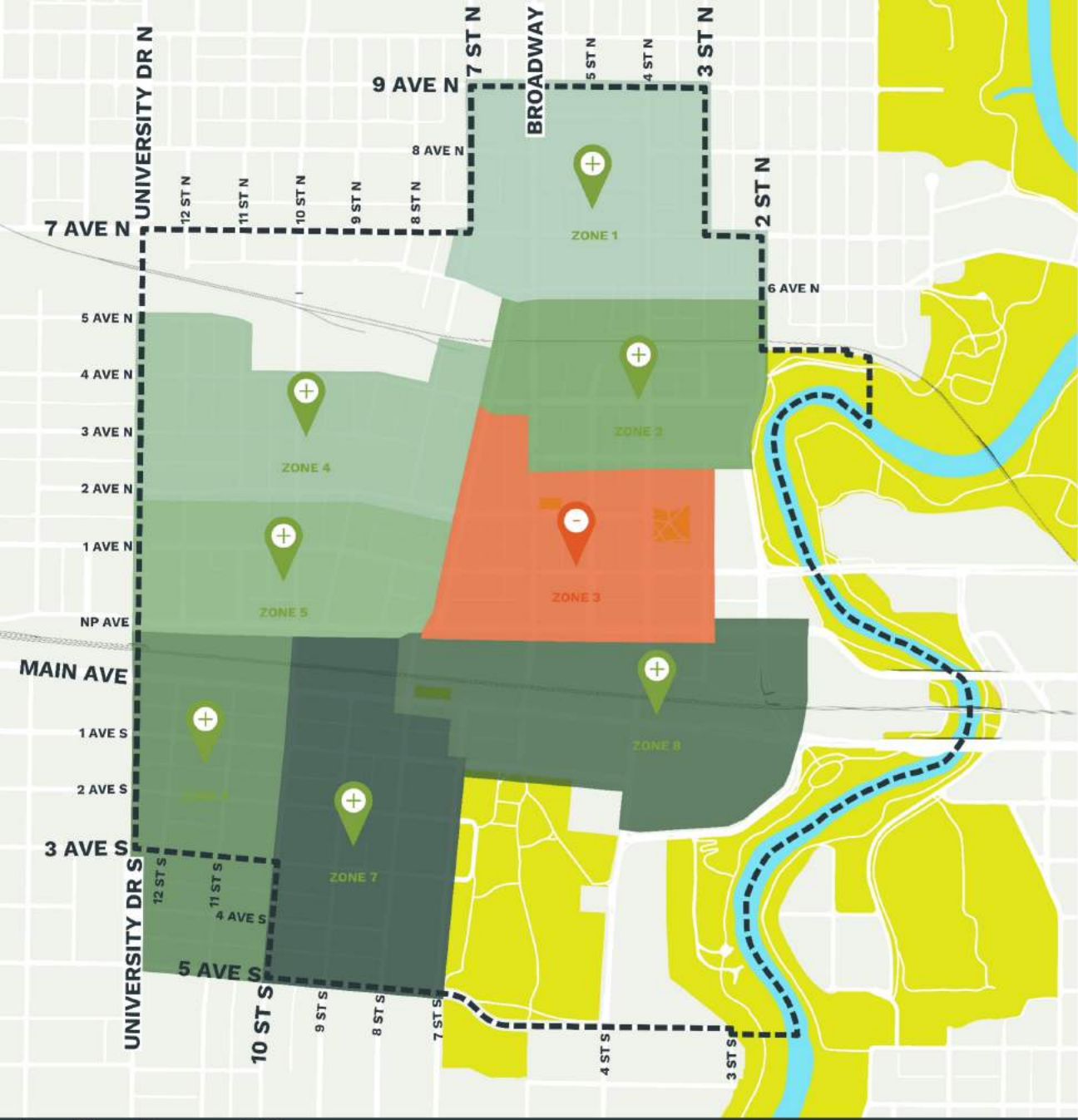
Other



WHAT IF?

we **managed parking**
efficiently to provide
opportunities for more
development and activity?

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



Existing Parking Zones

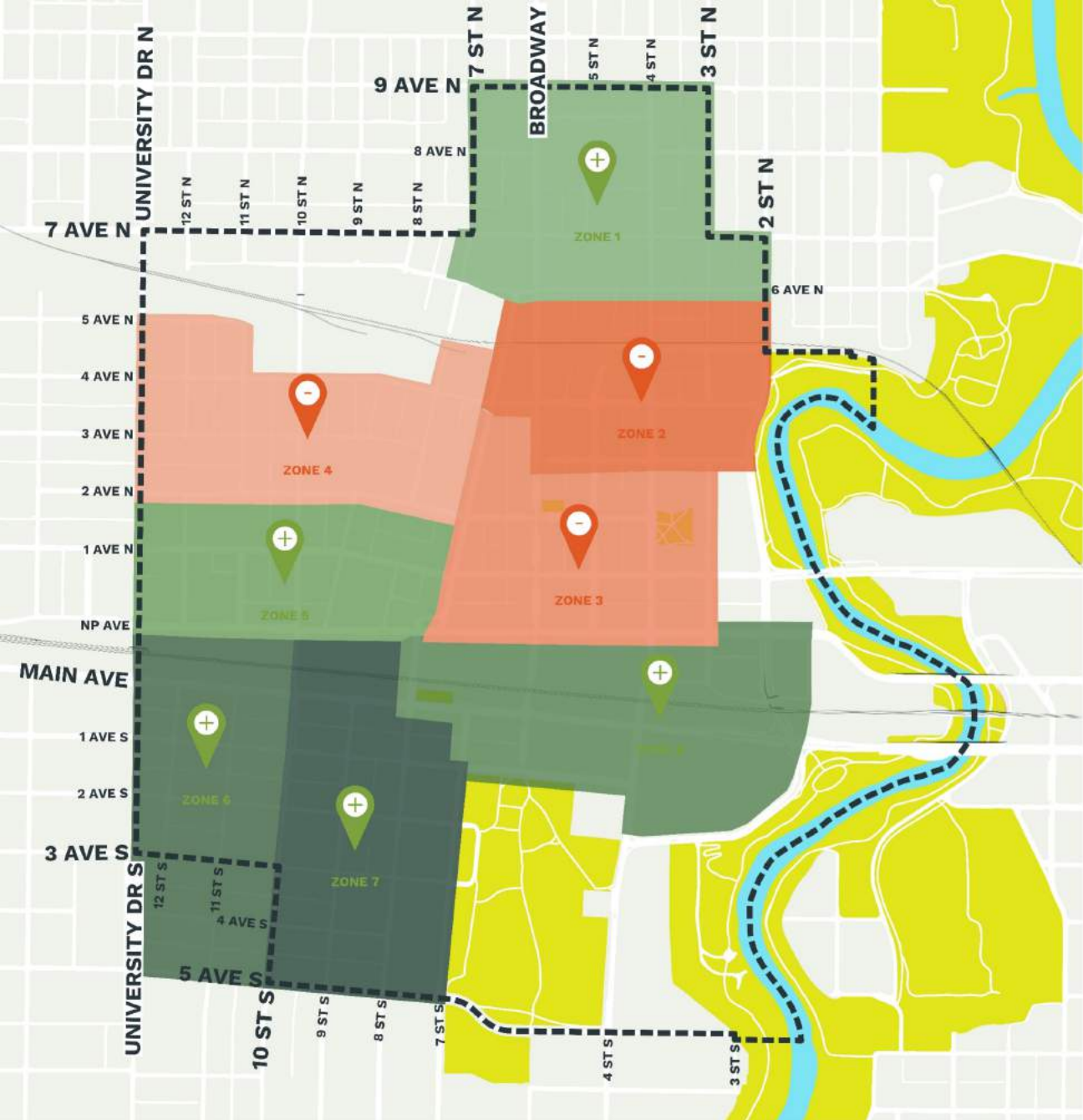
Source: City of Fargo, Interstate Parking

PARKING ZONES

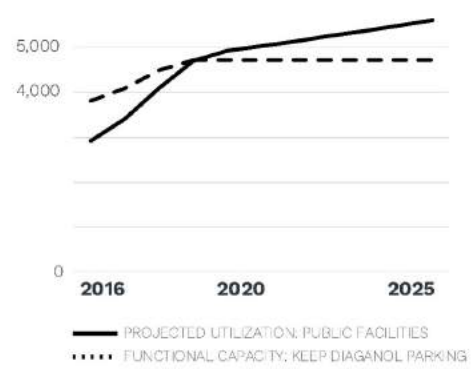
- ZONE 1 (+41)
- ZONE 2 (+142)
- ZONE 3 (-44)
- ZONE 4 (+66)
- ZONE 5 (+91)
- ZONE 6 (+171)
- ZONE 7 (+215)
- ZONE 8 (+211)
- OPEN SPACE

 DOWNTOWN FOCUS AREA





Estimated Public Parking Projection



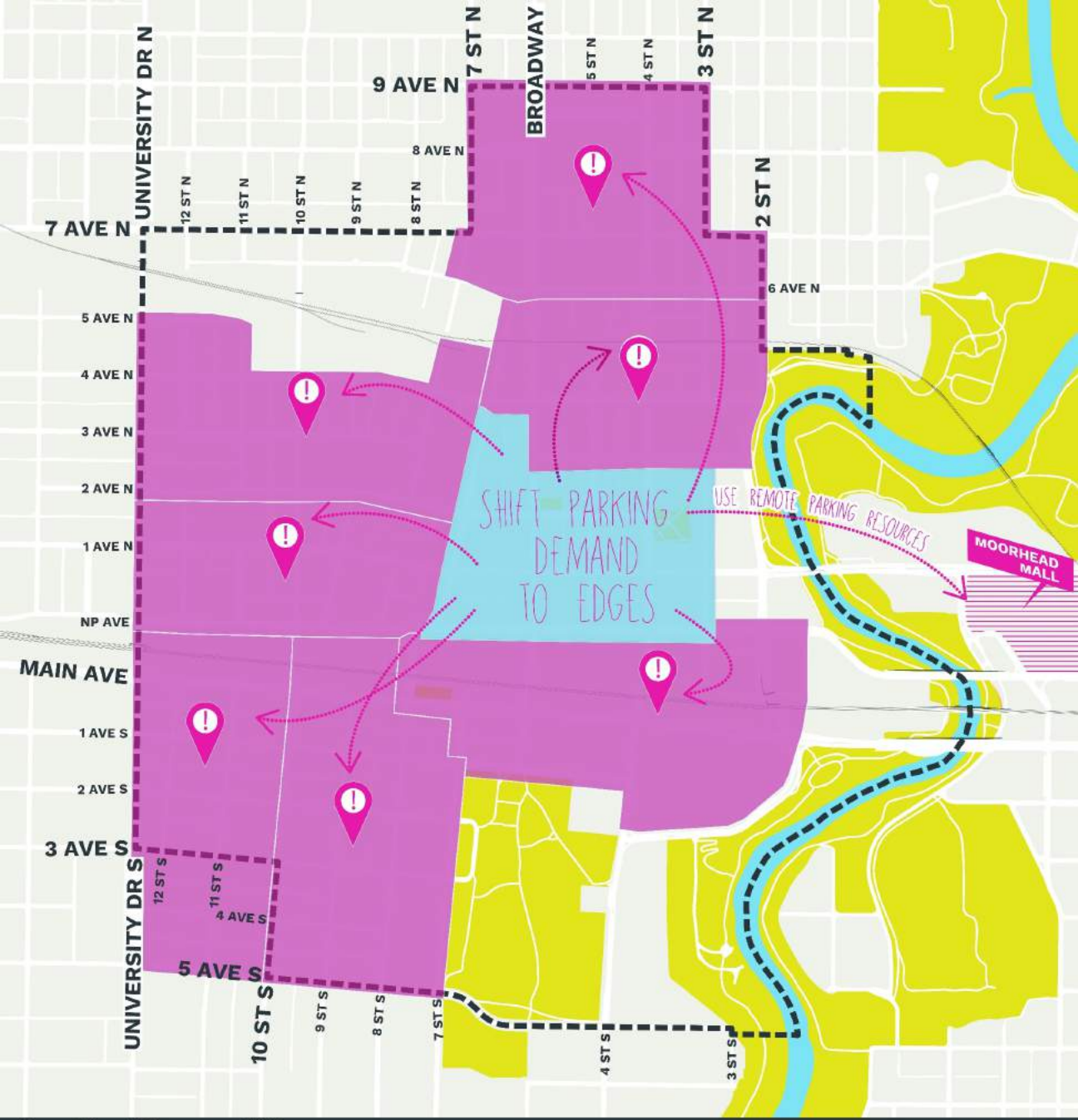
2020 Projected Parking Zones

Source: City of Fargo, Interstate Parking

PARKING ZONES

- ZONE 1 (+29)
- ZONE 2 (+142)
- ZONE 3 (-44)
- ZONE 4 (+66)
- ZONE 5 (+91)
- ZONE 6 (+171)
- ZONE 7 (+215)
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- OPEN SPACE
- DOWNTOWN FOCUS AREA



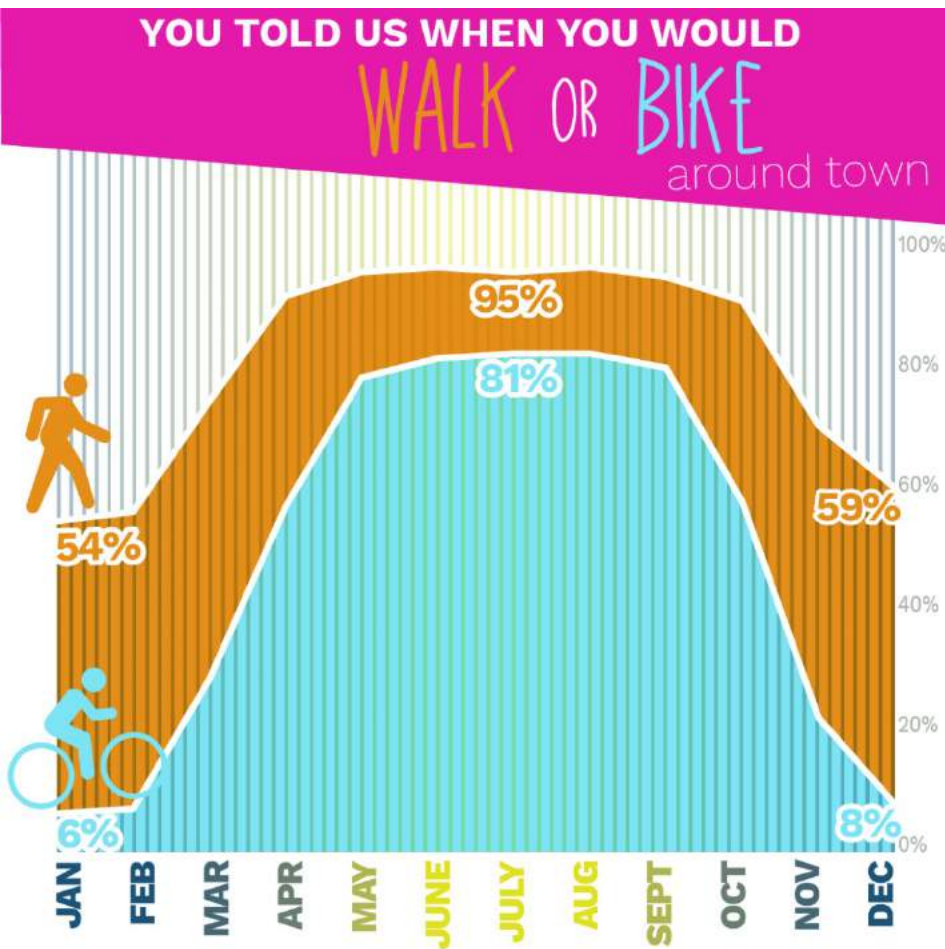


THAT SOUNDS GREAT...
BUT HOW CAN WE
DO IT?

Some initial ideas:

- 1. Make it easy to park once:** Adopt strategies like sharing parking spaces (employees during the day, residents at night) to maximize the use of existing parking spaces
- 2. Improve wayfinding & lighting:** Ensure there is good wayfinding and lighting to parking spots near high traffic areas
- 3. Change parking rates, time restrictions, and penalties:** Increase rates in areas that exceed 85% utilization; reduce rates in areas with utilization below 50%
- 4. Advocate for metered parking:** Encourage the State to eliminate the ban on metered parking, and bring meters Downtown. Use collected revenue for streetscape improvements, better signage, or to improve parking lot amenities

because **you told us**



Island Park to 7th & Broadway= 15 min walk

Island Park to Fargodome= 18 min bike ride



WHAT IF?

more people **lived AND worked** downtown (and commuters had more **transportation options**)?

...to help reduce driving within Downtown and make commuting options more attractive and convenient for employees

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

Some initial ideas:

- 1. Build out the bike share system in and around Downtown:** Include access to the program from nearby neighborhoods
- 2. Lengthen the season for alternative modes:** Prioritize investment in bike lane snow clearing, sidewalk clearing, and weather-appropriate transit amenities





Photo: City of Austin, credit PeopleForBikes



Taking care of bike lanes in the winter: Montreal, credit Bartek Komorowski



Some initial ideas:

- 3. 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

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

Some initial ideas:

4. **Make Link FM more desirable and useful for employees:**

Integrate technology, and adjust the service area and frequency to match employee demands at large employment hubs



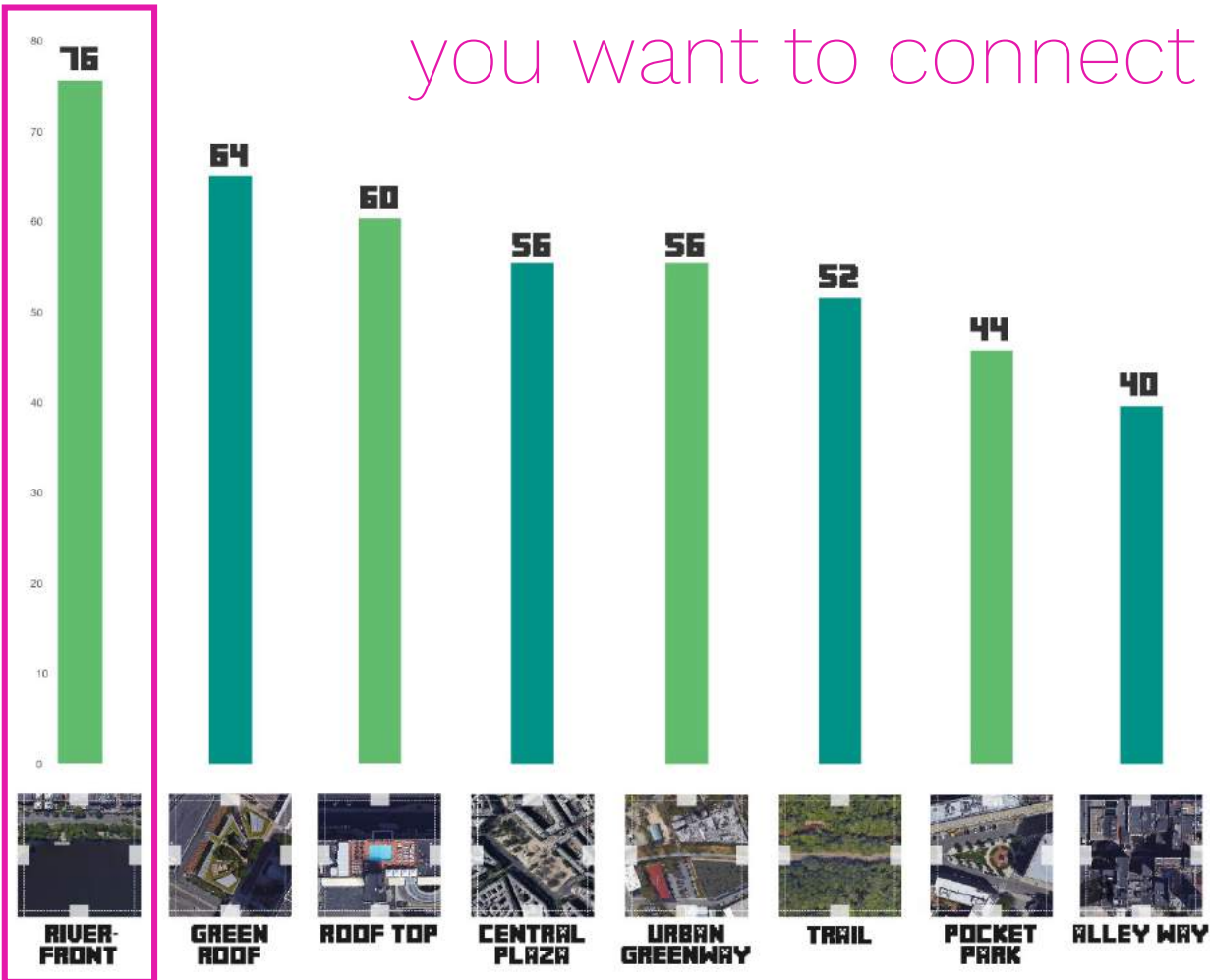
PAUSE:

1. Is the material clear?
2. Any red flags?
3. What ideas most align with your interests?

At the last open house, you played “FargoCraft” to identify potential open space improvements.

because **you told us**

you want to connect with the River...



FARGO-CRAFT:
Landscape
Types



WHAT IF?

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

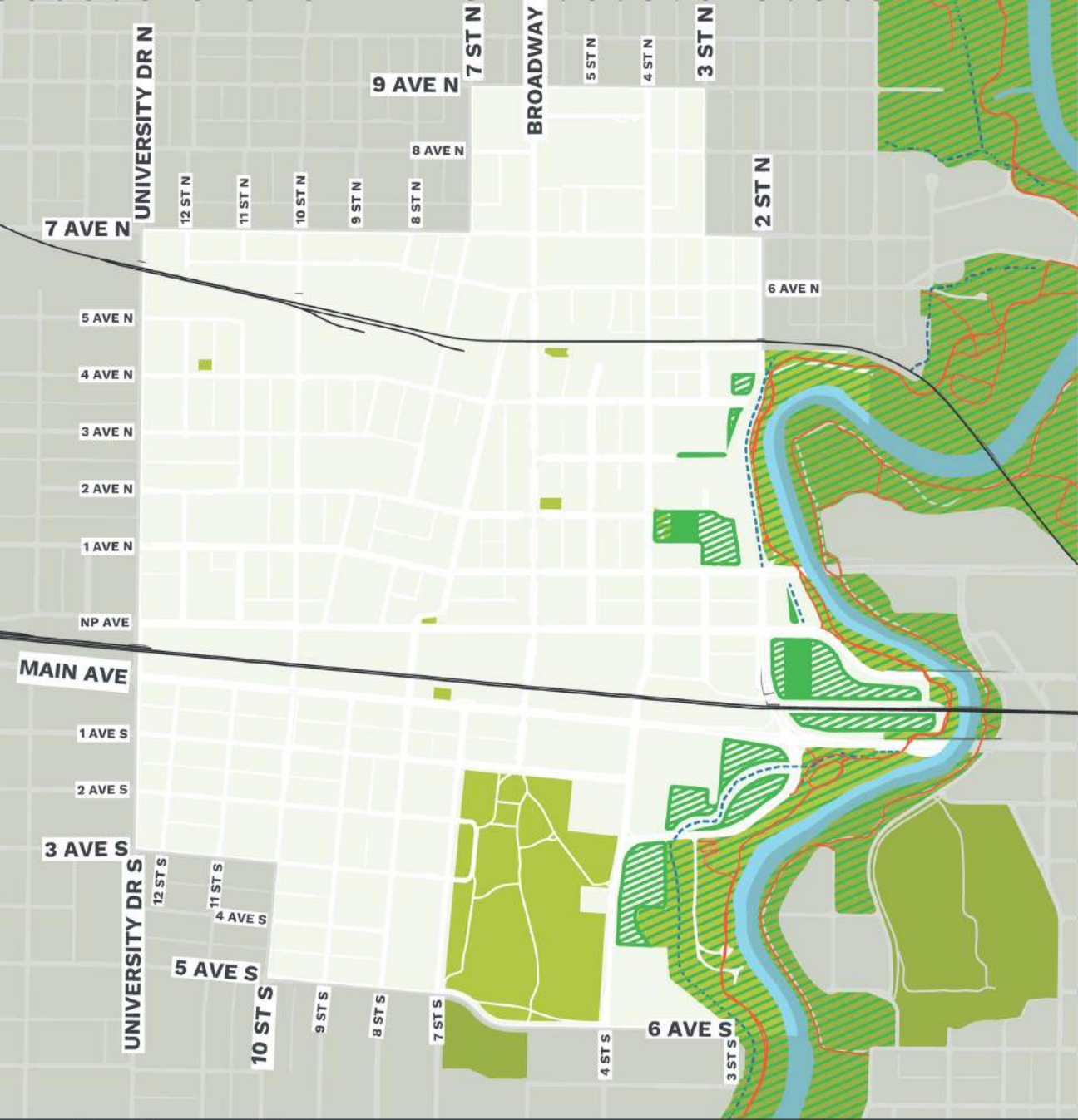
...to create stronger connections between Downtown Fargo and Moorhead, and better activate the Red River

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

Some initial ideas:

- 1. 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 2nd Ave

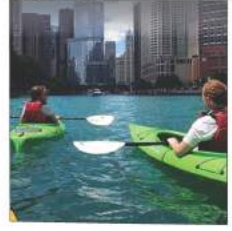




FESTIVALS



KAYAK



CONCERTS



BOAT TOUR



EXT. DINING



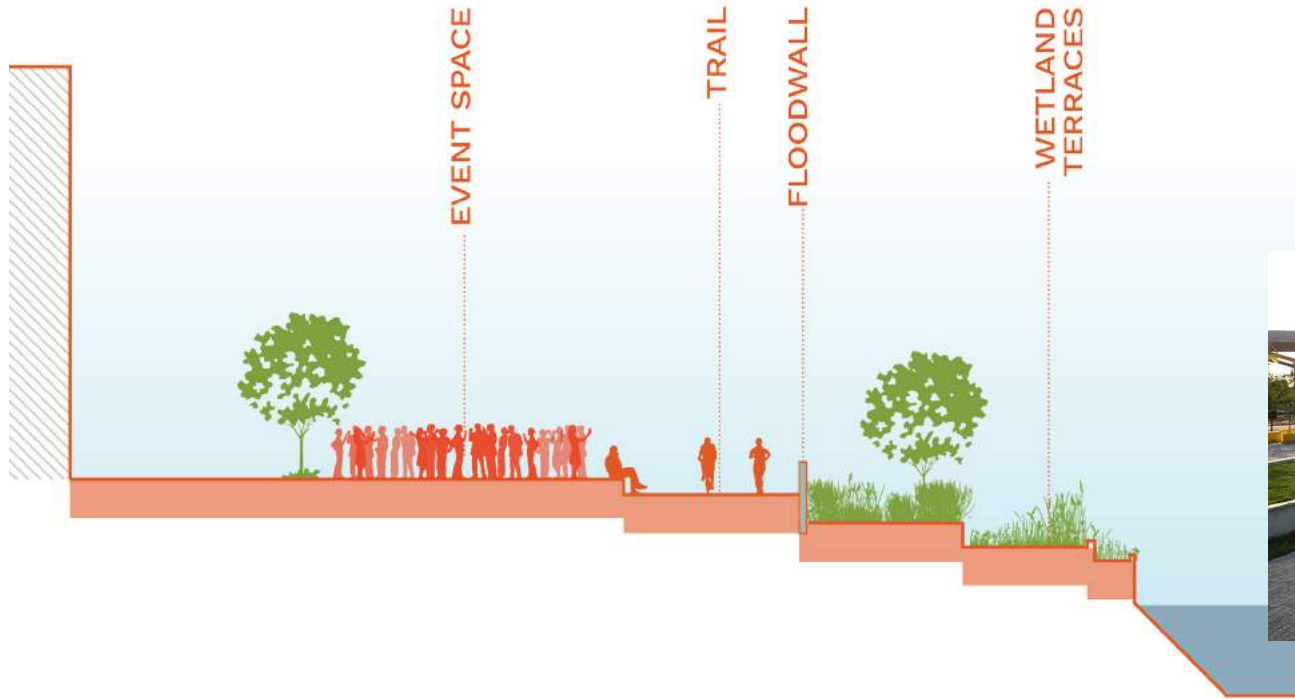
The top five programs selected by participants for Riverfront were festivals, concerts, exterior dining, kayaks, and boat tours.

Riverfront

Source: BLD

-  **RIVERFRONT TRAIL**
-  **POTENTIAL DEVELOPMENT**
-  **EXISTING RIVERFRONT PARK**
-  **OPPORTUNITY SITES**

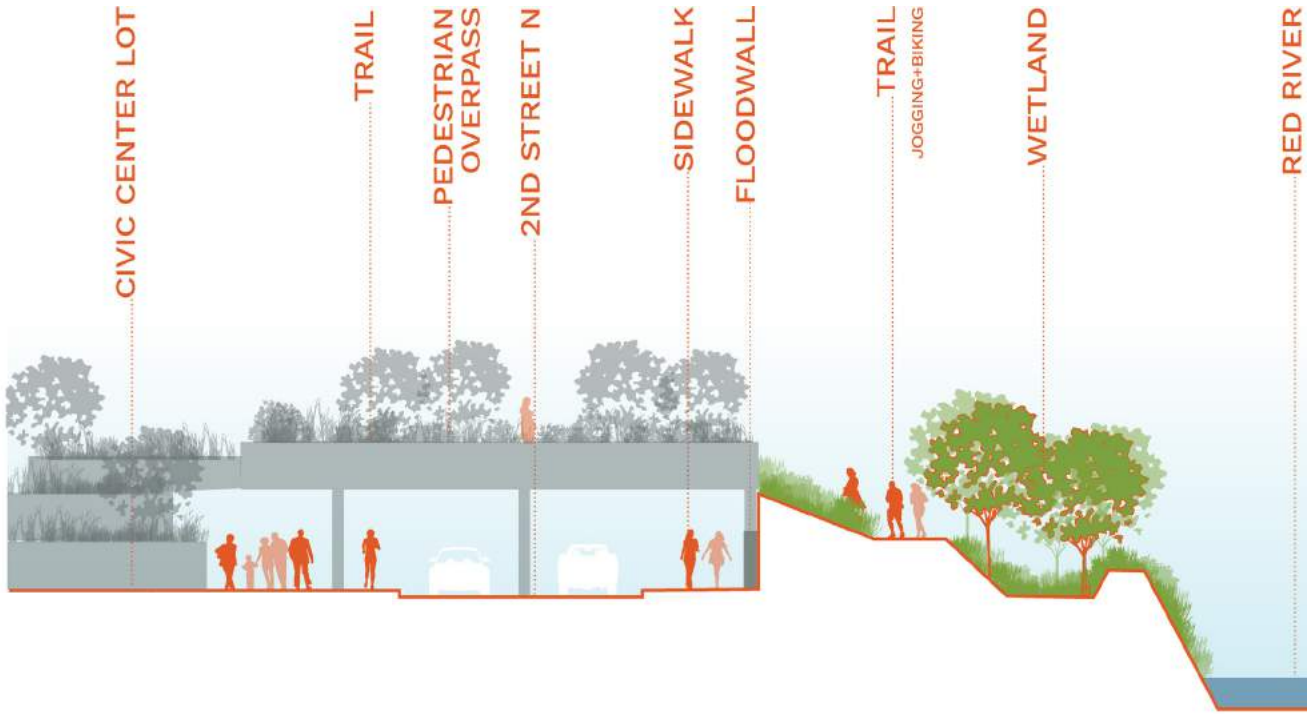




Here's an option to create a plaza that steps toward the River where possible

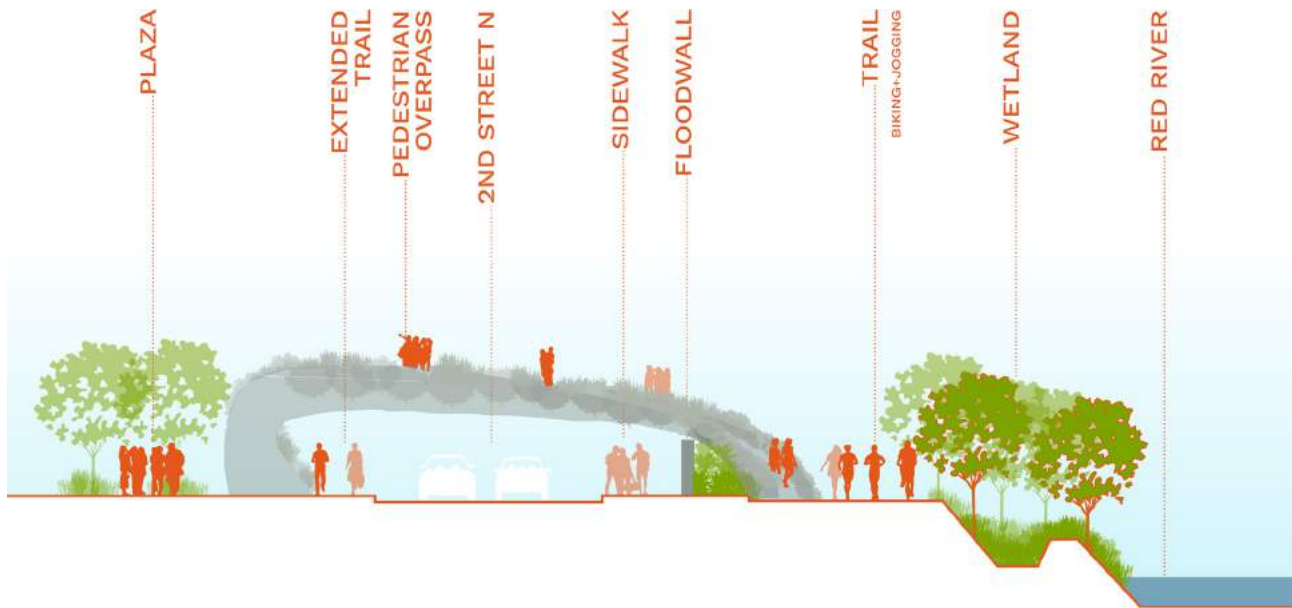
Riverfront Plaza

NEW DEVELOPMENT+TRAIL+EVENT SPACE

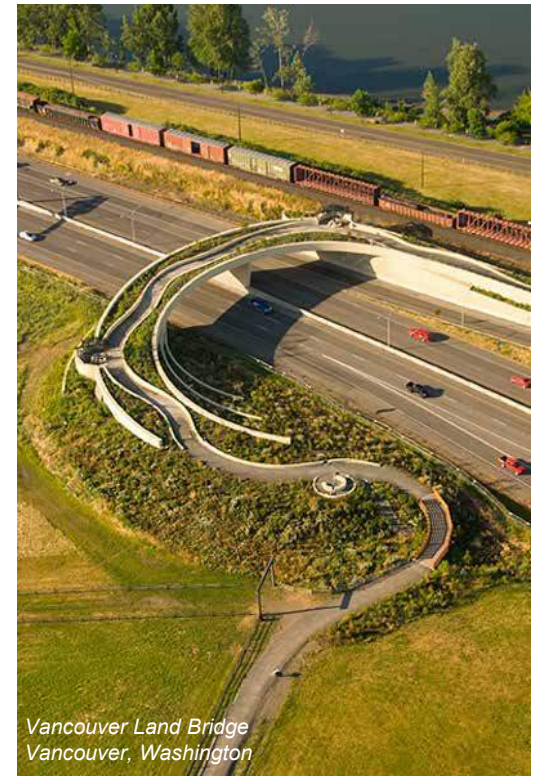


In other locations we need to create a bridge over the wall (and adjacent streets) – how about this as an idea?

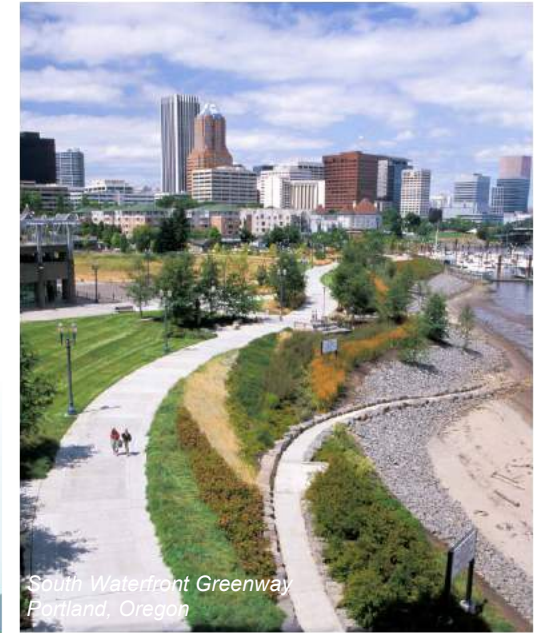
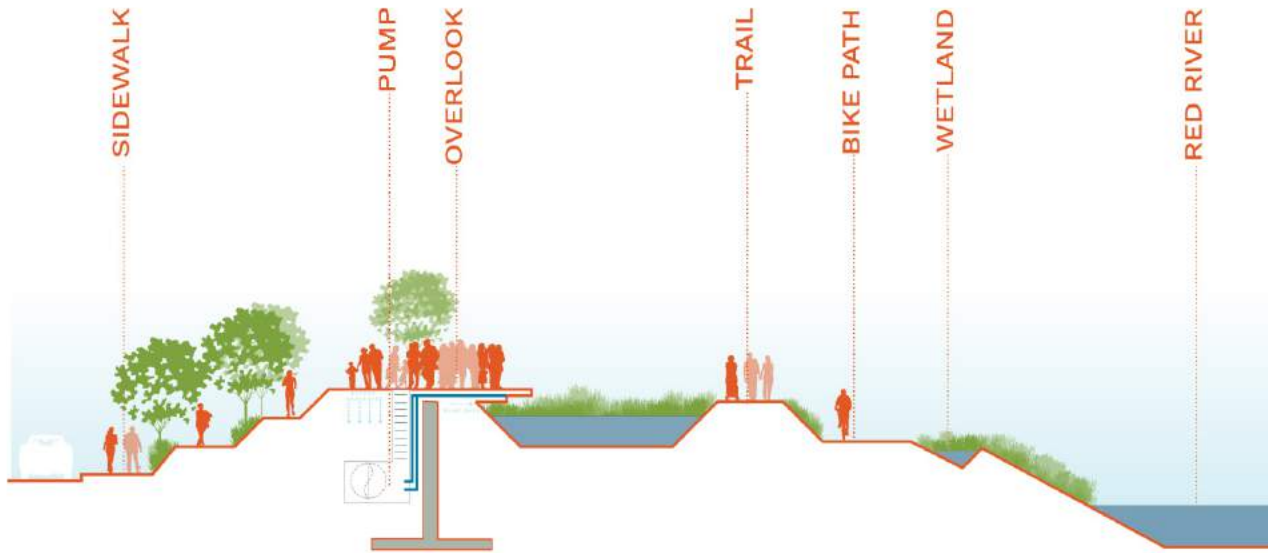
Ri
CONTINUOUS ELEVATED
TRAIL+LAND BRIDGE+PLAZA



Here's an option that includes a "land bridge"

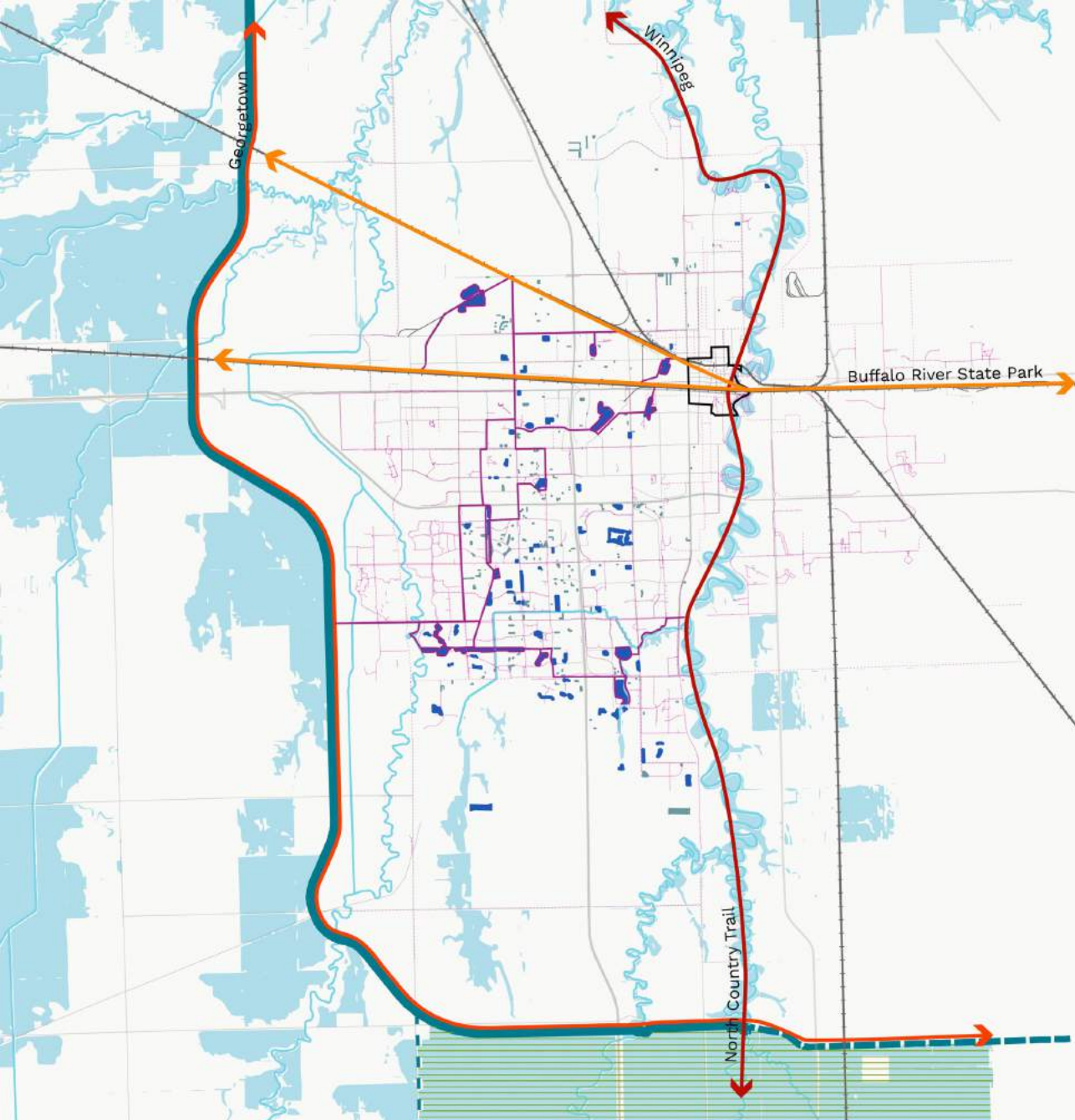


Riverfront
TRAIL+LAND BRIDGE+PLAZA



Or, we could consider landscaping over the floodwall and including other flood protections

Riverfront
RIPARIAN RAMP: LANDSCAPE OVER
FLOODWALL+TRAIL+TERRACED
WETLANDS



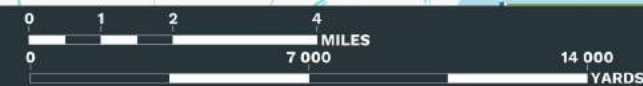
2. Design & program:

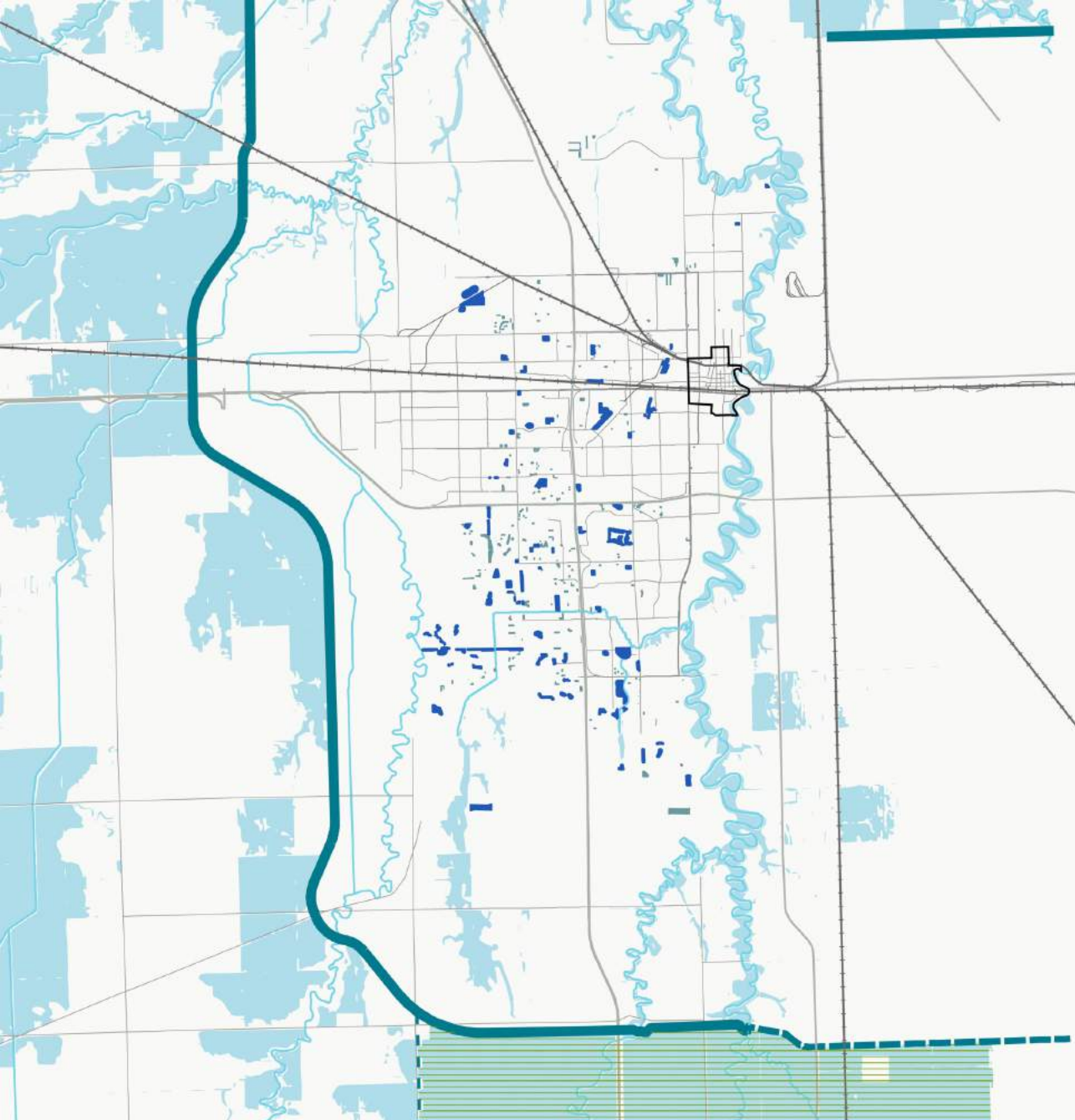
Create a multi-use trail on both sides of the River and connect to regional trails created with the Diversion

Regional Trail Network

Source: BLD

- **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**





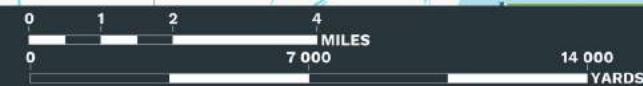
2. Design & program:

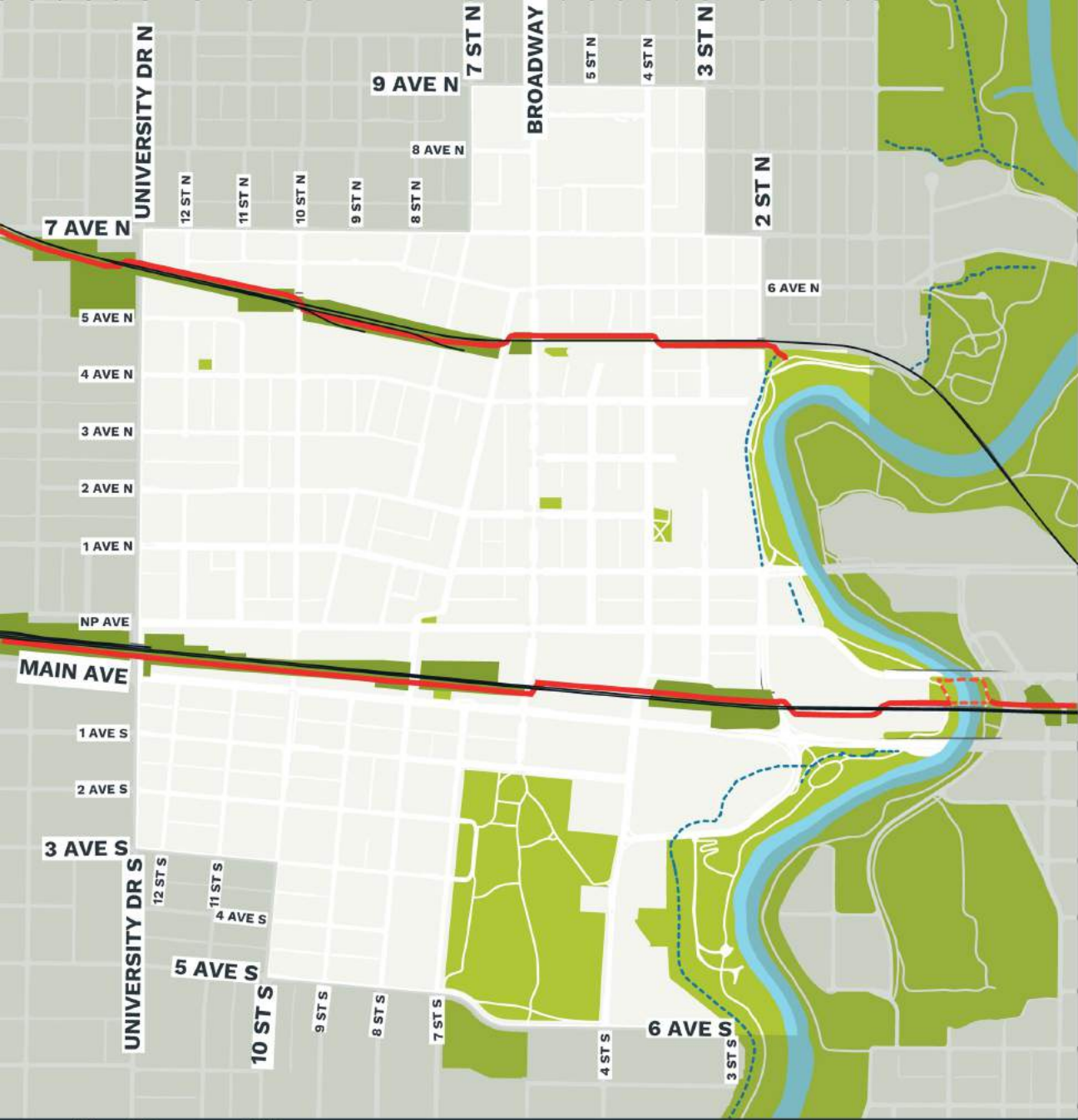
Create a multi-use trail on both sides of the River and connect to regional trails created with the Diversion

Regional Water Framework

Source: BLD

-  RIVER
-  100 YEAR FLOODPLAIN
-  DIVERSION CENTERLINE
-  TIEBACK EMBANKMENT
-  OVERFLOW EMBANKMENT
-  PROPOSED NATURE RESERVE
-  PUBLIC DETENTION BASIN
-  PRIVATE DETENTION BASIN





To connect to a regional trail system, we need to look for ways to create connected trails and greenspace. There are opportunities adjacent to the rail lines. Think of this as an urban greenway.

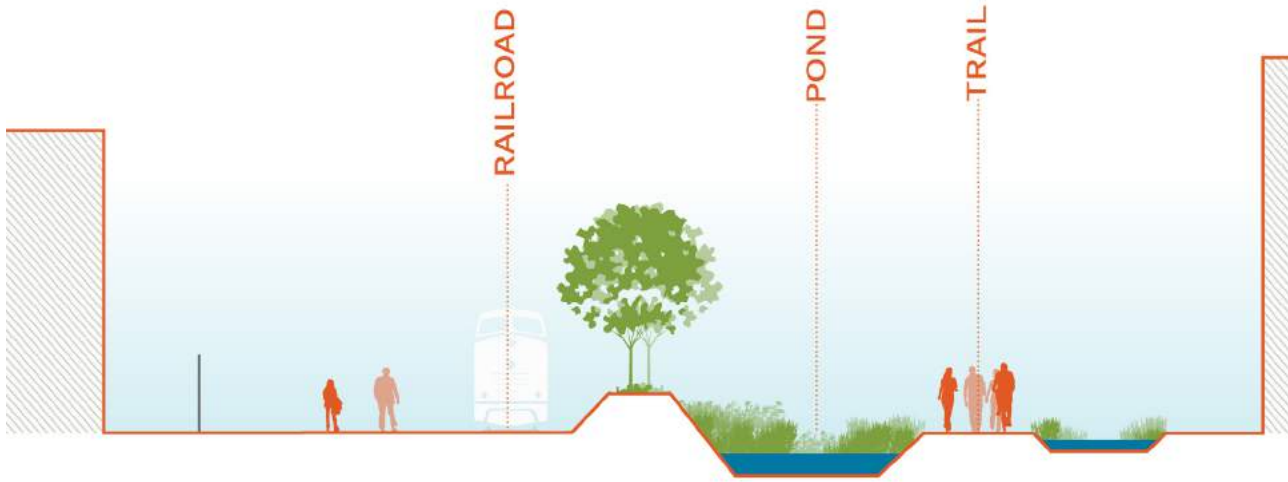
The top six programs selected by participants for Urban Greenway were biking, yoga, vegetable gardens, curling, fitness equipments, and picnics.

Urban Greenway

Source: BLD

-  **RAILROAD**
-  **GREENWAY TRAIL**
-  **PROPOSED CONNECTION**
-  **OPPORTUNITY CORRIDOR**





The greenway would make use of unused space to connect trails

Urban Greenway

RAIL-SIDE TRAIL
+DETENTION/RETENTION PONDS

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

Some initial ideas:

- 3. Redevelop key properties along the River:** Provide more housing and density along the River; include public amenities and access to the riverfront



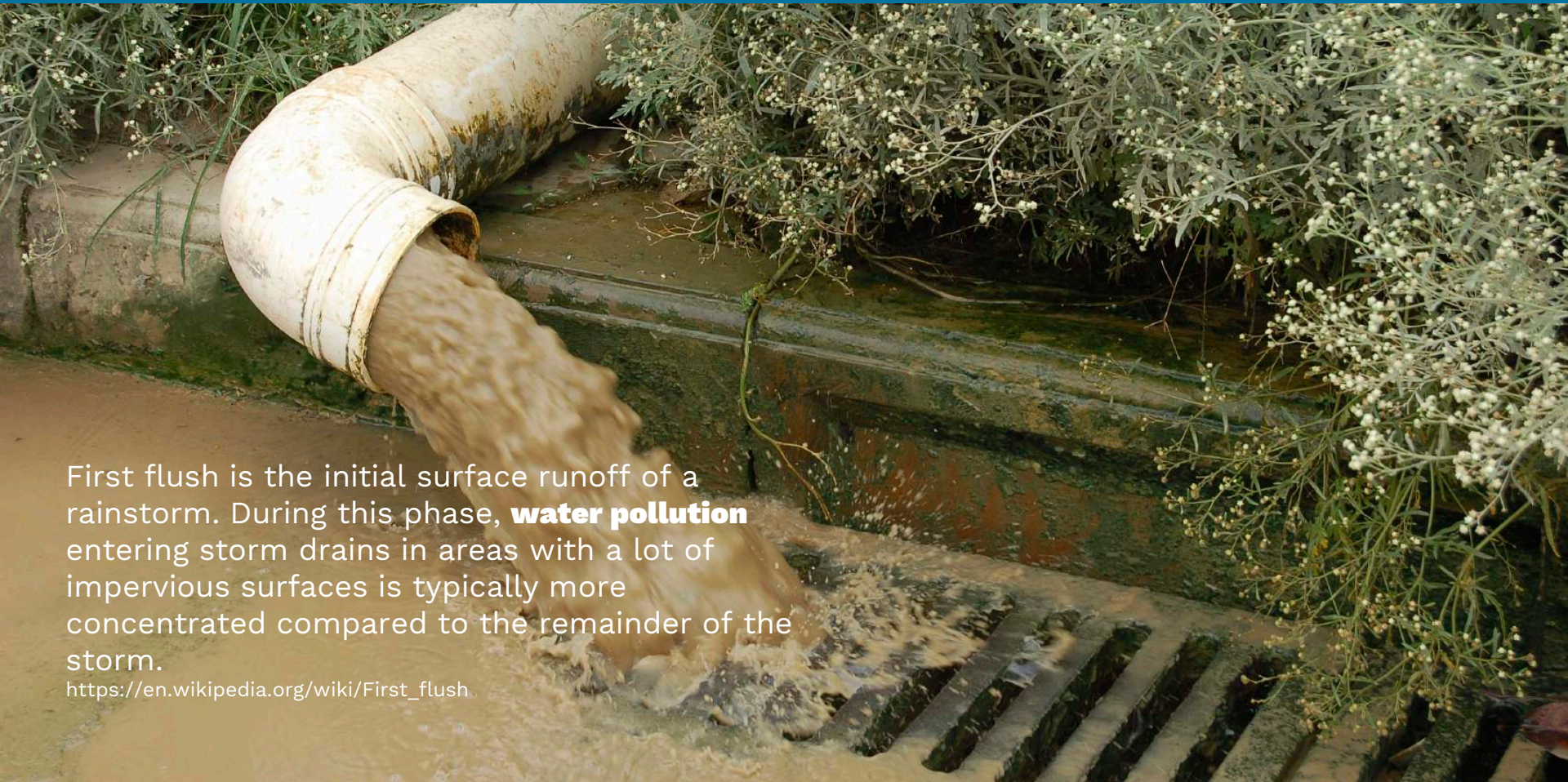


WHAT IF?

downtown had many **places dedicated to play** and designed to **bring people together**, year-round?

...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:

- 1. Make the Library home base for welcoming families to Downtown:** Program the City Hall Plaza to encourage more regional visitors
- 2. Program for families:** Focus on programming for families with children and students under 21
- 3. Develop more all-weather venues and events:** (like Frostival!)



4. Integrate greening throughout

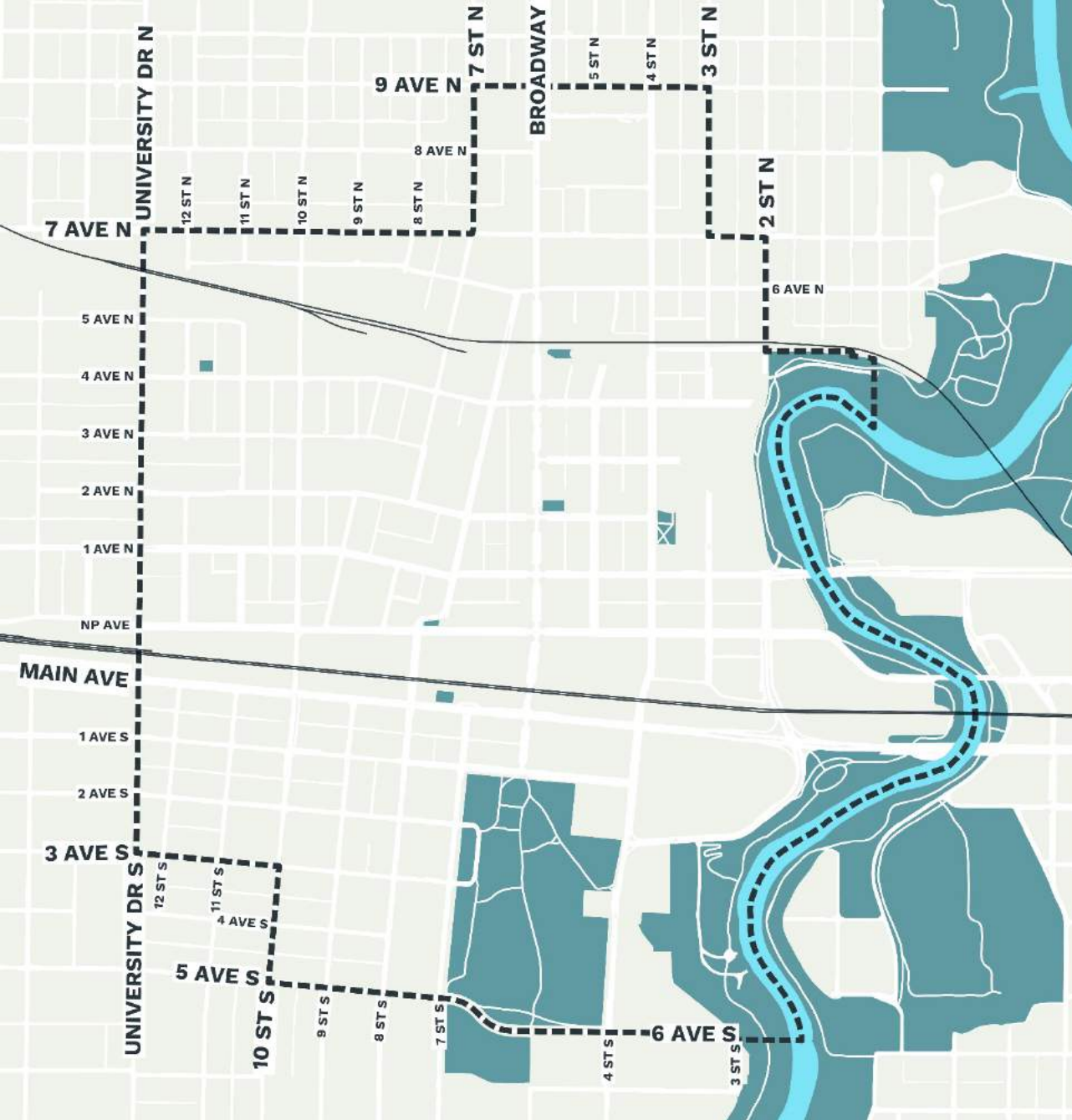
Downtown: Retain rainwater before it rushes into the existing pipes and increase the green in Downtown

Here is the existing capacity to slow water before it goes into the sewer



Stormwater Capacity

EXISTING





4. Integrate greening throughout

Downtown: Retain rainwater before it rushes into the existing pipes and increase the green in Downtown

← And what the potential could be

Stormwater Capacity

PROPOSED



5. Cultivate a Downtown open space network: Stitch together alleys, small parks, the Block 9 Plaza, City Hall Plaza, and the River

Potential Open Space Network



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





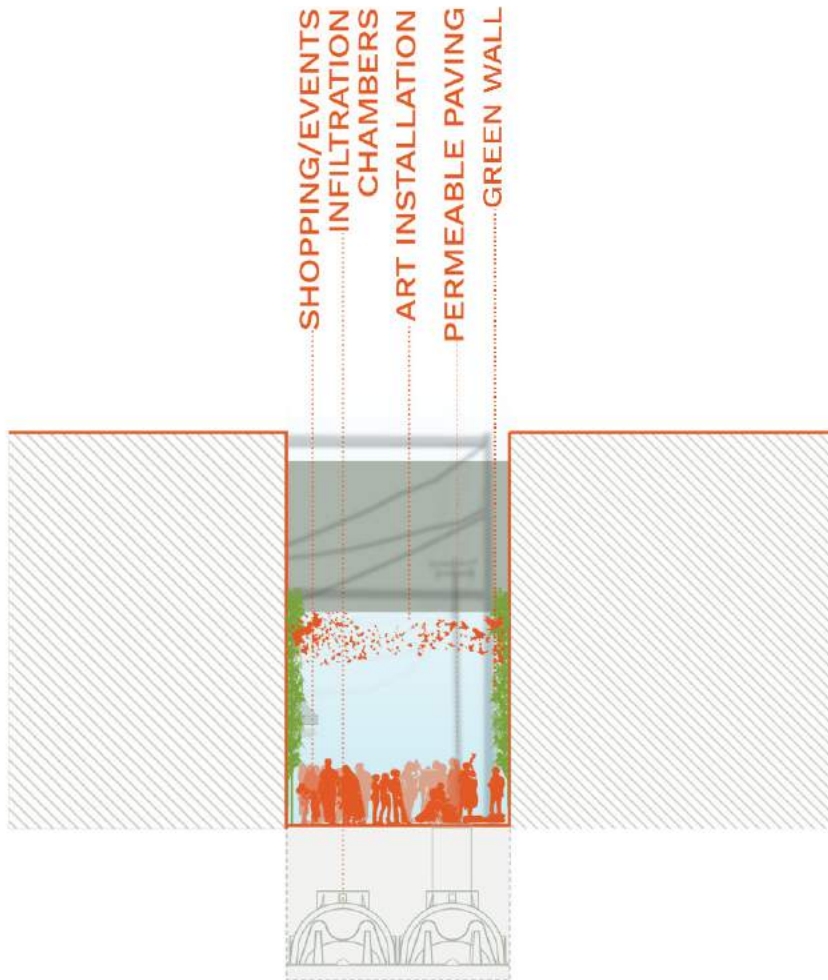
The top three programs selected by participants for Alleyways were shopping, holiday markets, and art installations.

Alleyways

Source: BLD

 **PUBLIC ALLEYWAYS**





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

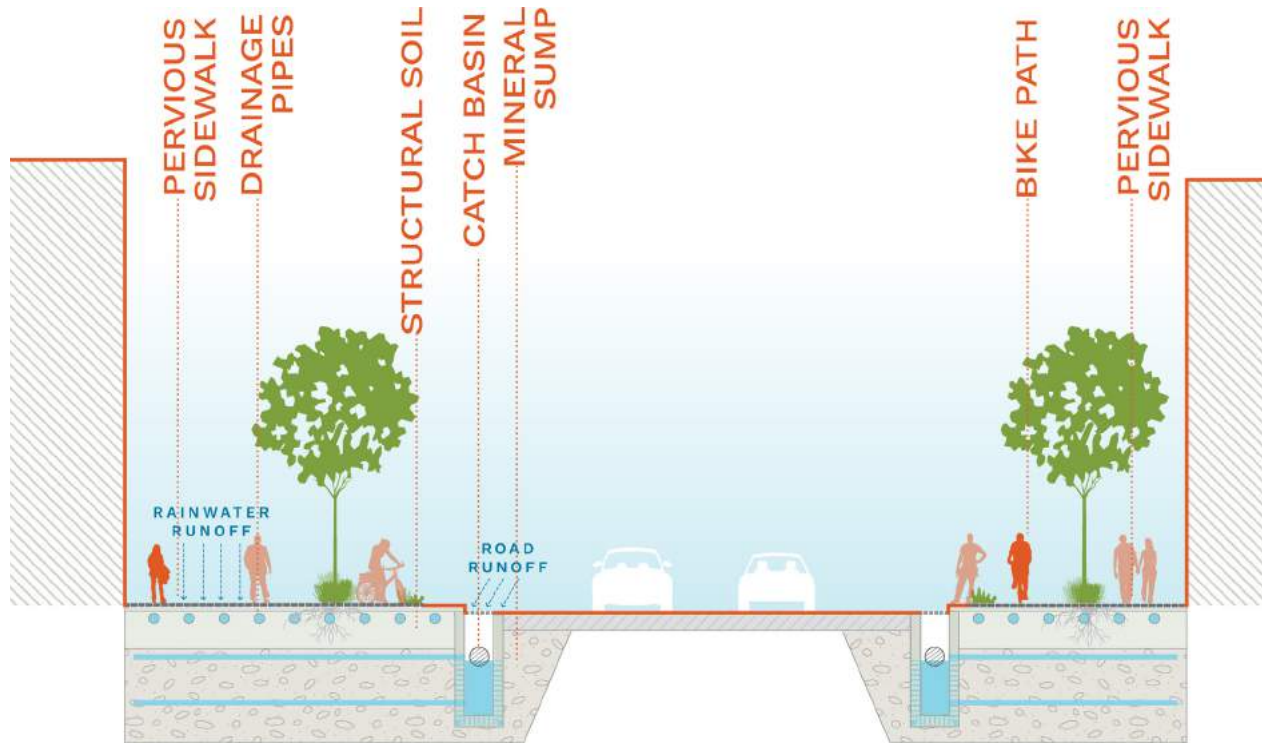


Alleyways

COMMUNITY PROGRAMS+INTEGRATED
STOMWATER MANAGEMENT+GREEN
WALL



Photo: San Francisco CA

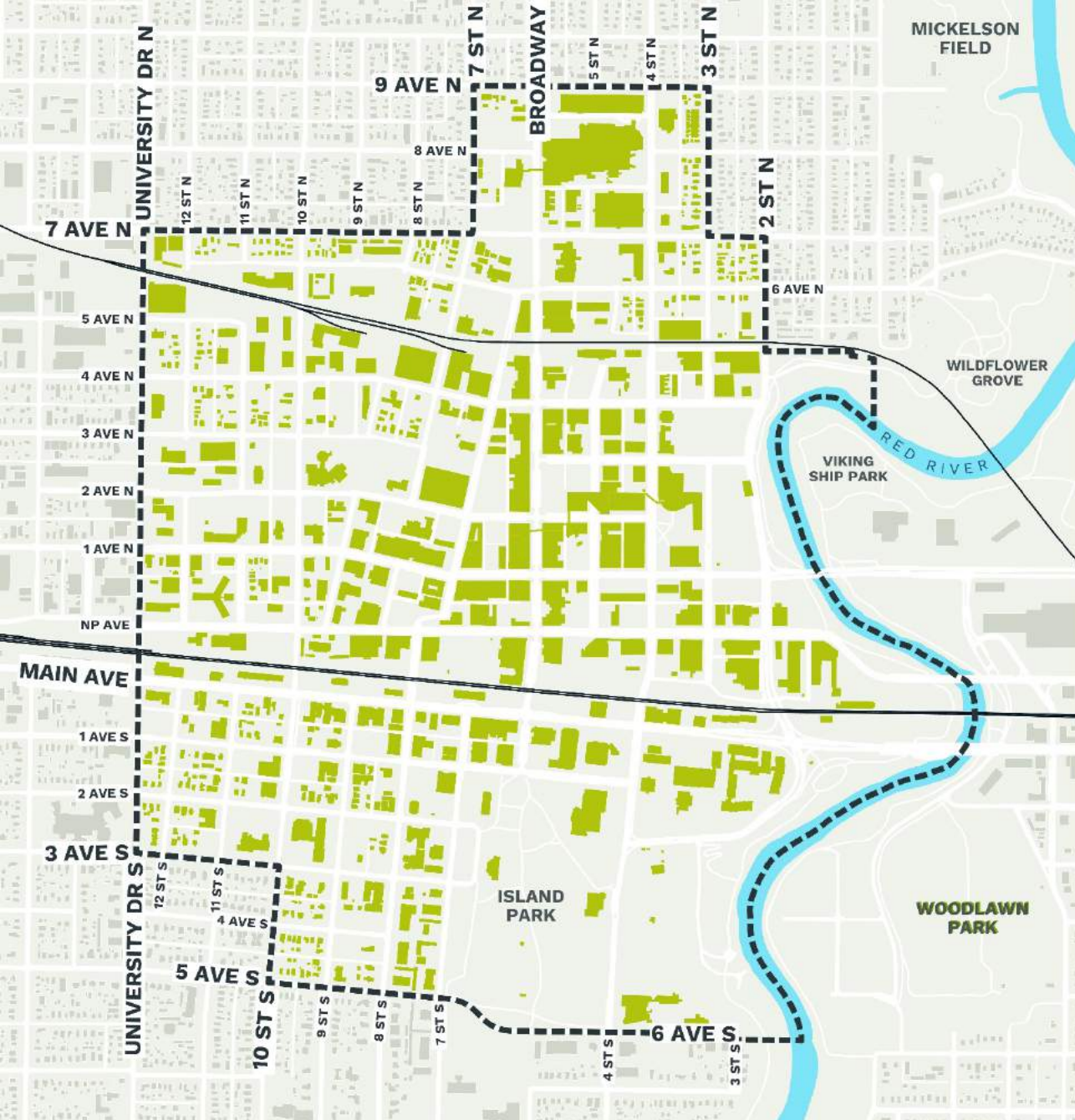


Streets too can provide some space for water retention when reconstructed.

Streetscape

6. Consider roof-top retention:

retention: Look at green roofs as a means of capturing water before it hits the street

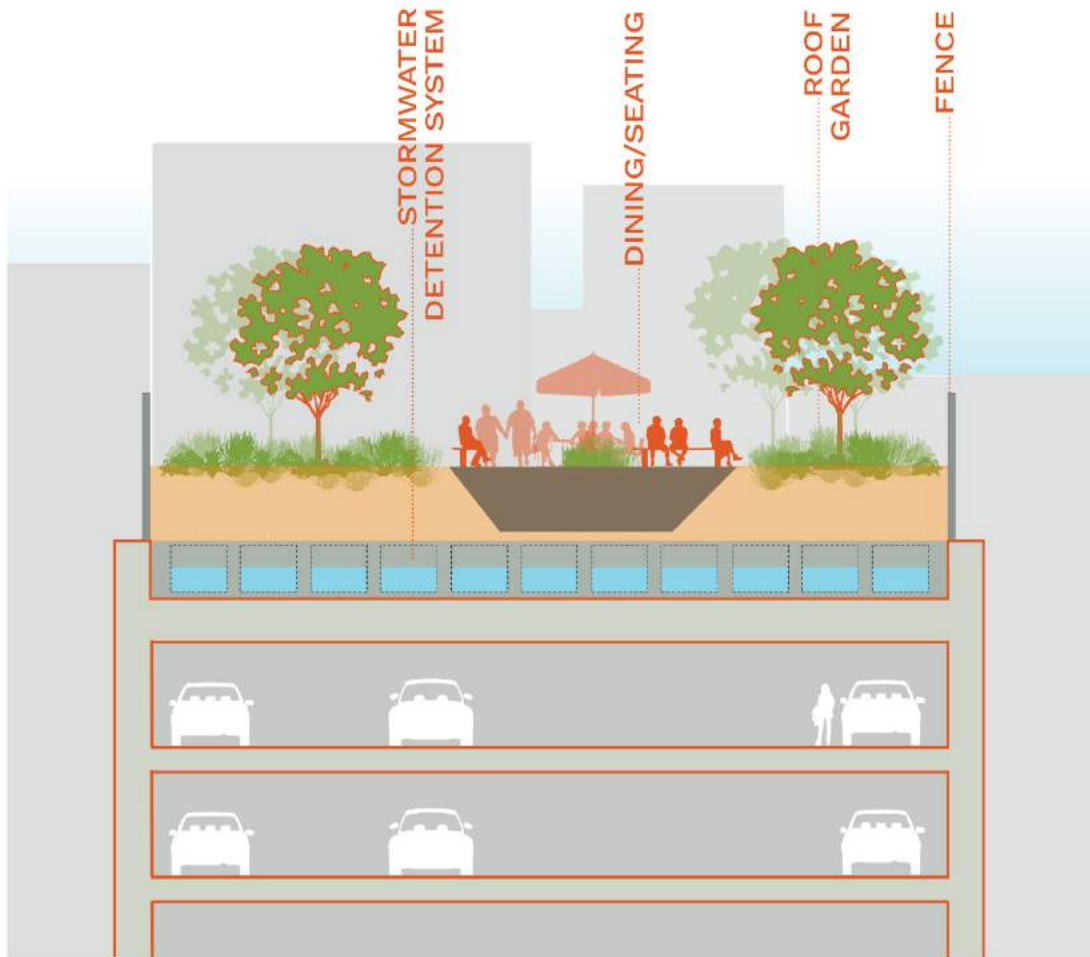


Water Quality Treatment

1 ft DEEP GREEN ROOF ON EXISTING BUILDINGS DOWNTOWN

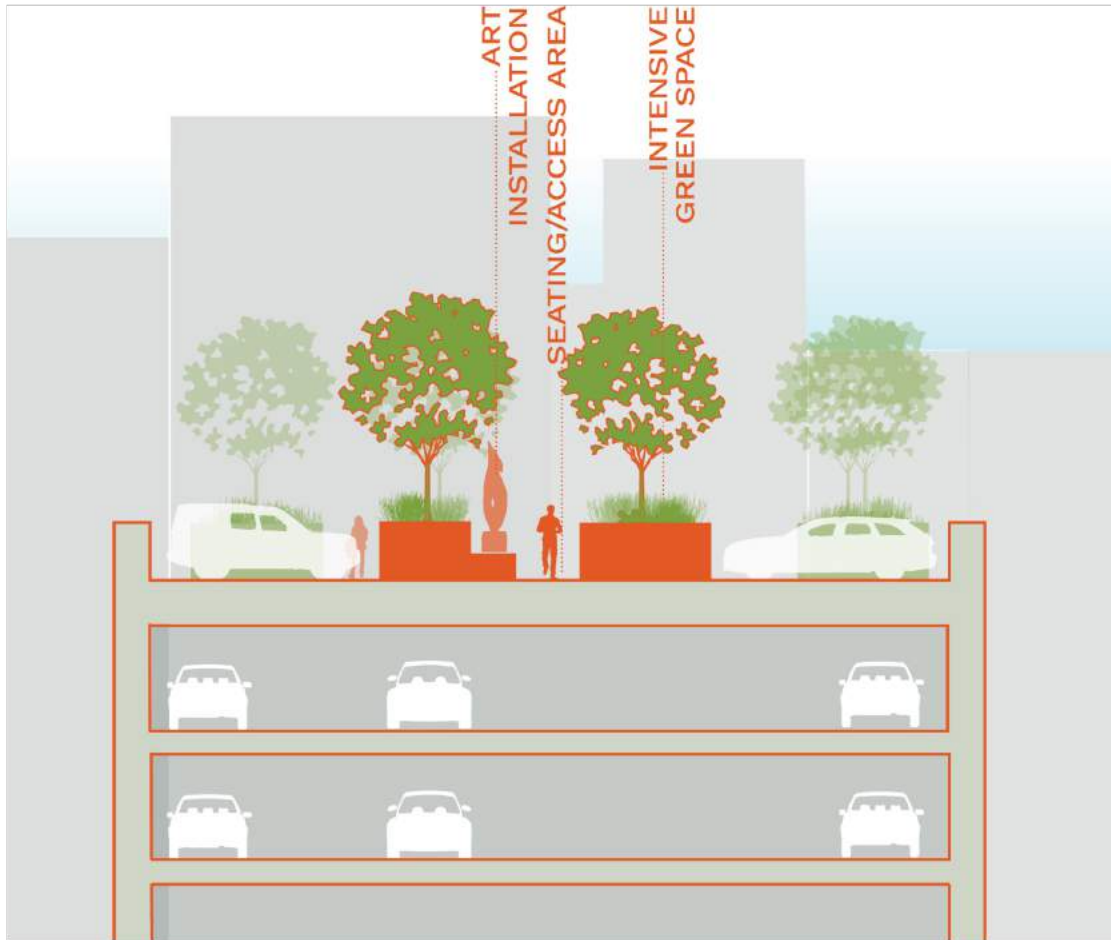
GREEN ROOF





Green Roof

One option for a green roof on a parking garage



This is a less intensive approach



Green Roof

PAUSE:

1. Is the material clear?
2. Any red flags?
3. What ideas most align with your interests?

Come join us tomorrow or Saturday @ Frostival!

DOWNTOWN
INFOCUS WILL BE AT @ 
FR  **S** **TIVAL**

FRIDAY, JANUARY 27TH 6-9PM
SATURDAY, JANUARY 28TH 11-2PM

BROADWAY THEATRE GARAGE
409 BROADWAY AVE

THANK YOU!

