DOWNTOWN

INFOCUS

A BLUEPRINT FOR FARGO'S CORE

March 8, 2017

THE RESULTS ARE IN!!
184 PEOPLE
CAME THROUGH DURING
FROSTIVAL

AT IF?
various OPPORTUNITY SITES
UNIVERSITY DR
MAIN AVE
6TH AVE S
REC CENTER
CASS COUNTY SOCIAL SERVICES
ISLAND PARK

WHAT IF?

Downtown was able to generate more money for improvements, what would you do with it? (Choose only 2)

HELP CREATE ADDITIONAL AFFORDABLE HOUSING IN DOWNTOWN

HELP TO ENSURE THAT LOCALLY-OWNED BUSINESSES & ARTS ORGANIZATIONS REMAIN DOWNTOWN

CREATE MORE PARK SPACE DOWNTOWN

CREATE MORE PUBLIC ART

DEVELOP TARGETED MARKETING MATERIALS TO BETTER ADVERTISE DOWNTOWN

IMPROVE LOCAL SIDEWALKS & STREETS

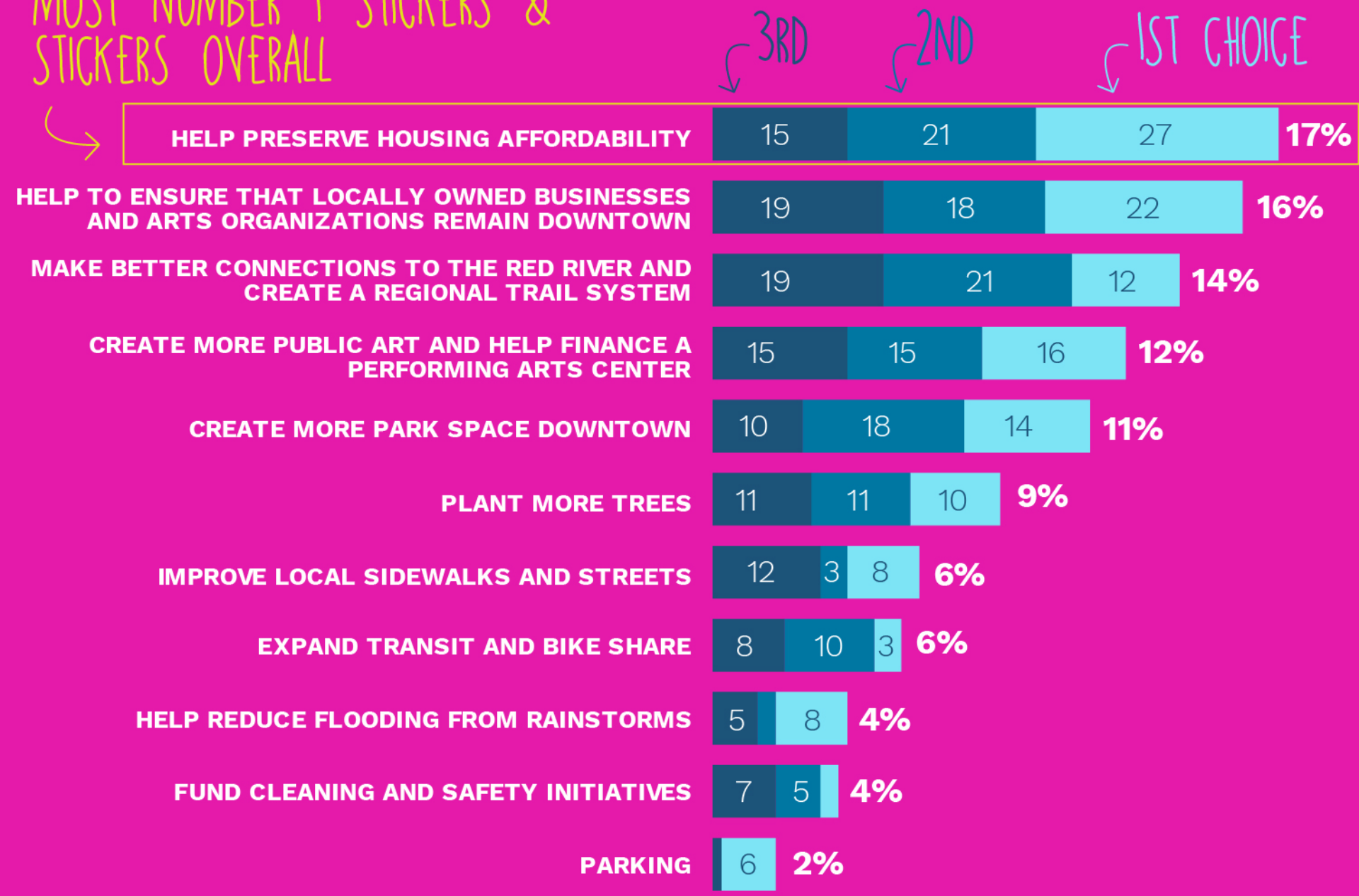
HELP REDUCE FLOODING FROM RAIN STORMS

PLANT MORE TREES

EXPAND TRANSIT & BIKE SHARE

HELP FINANCE A PERFORMING ARTS CENTER

MOST NUMBER 1 STICKERS & STICKERS OVERALL



TOP TWO

+ SUSTAINABLE
HAPPY & FRIENDLY & KIND
CENTER FOR THE ARTS

15%

BIG CITY YET SMALL TOWN

15%

WELCOMING to ALL

Key issues & ideas

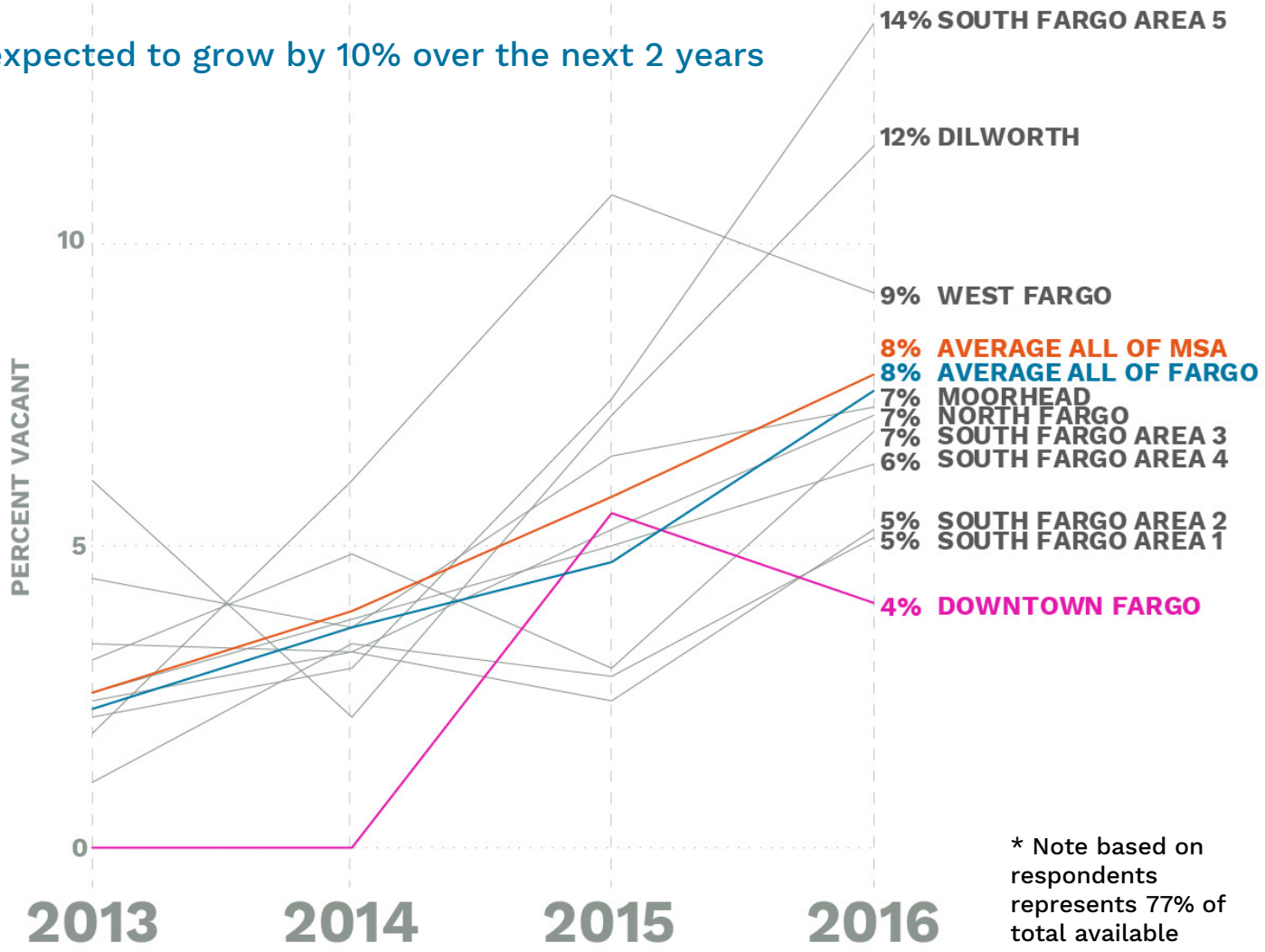
1 part destination +
1 part neighborhood +
1 part jobs center =
Downtown Fargo

Downtown needs growth but balance.

Downtown multi-family has the lowest vacancy rate

Vacancy rates across the city are slowly rising but still below 10% suggesting approximately 2,200 available units

Downtown product is expected to grow by 10% over the next 2 years

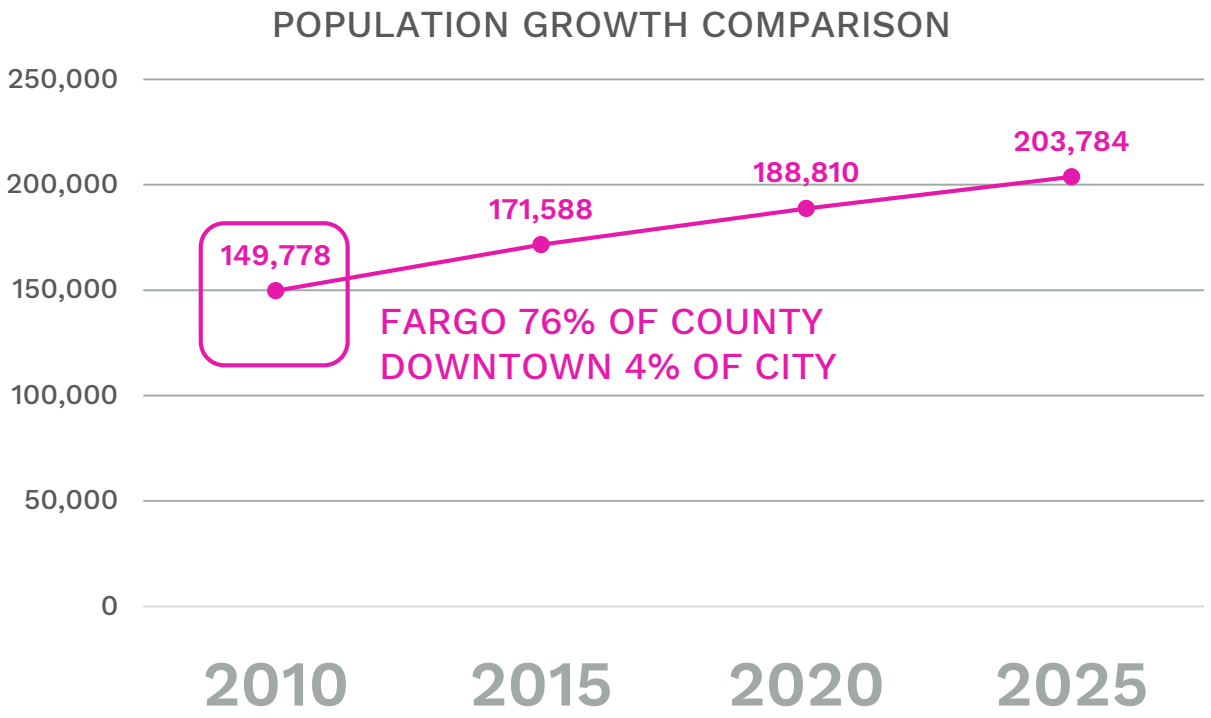


* Note based on respondents represents 77% of total available product

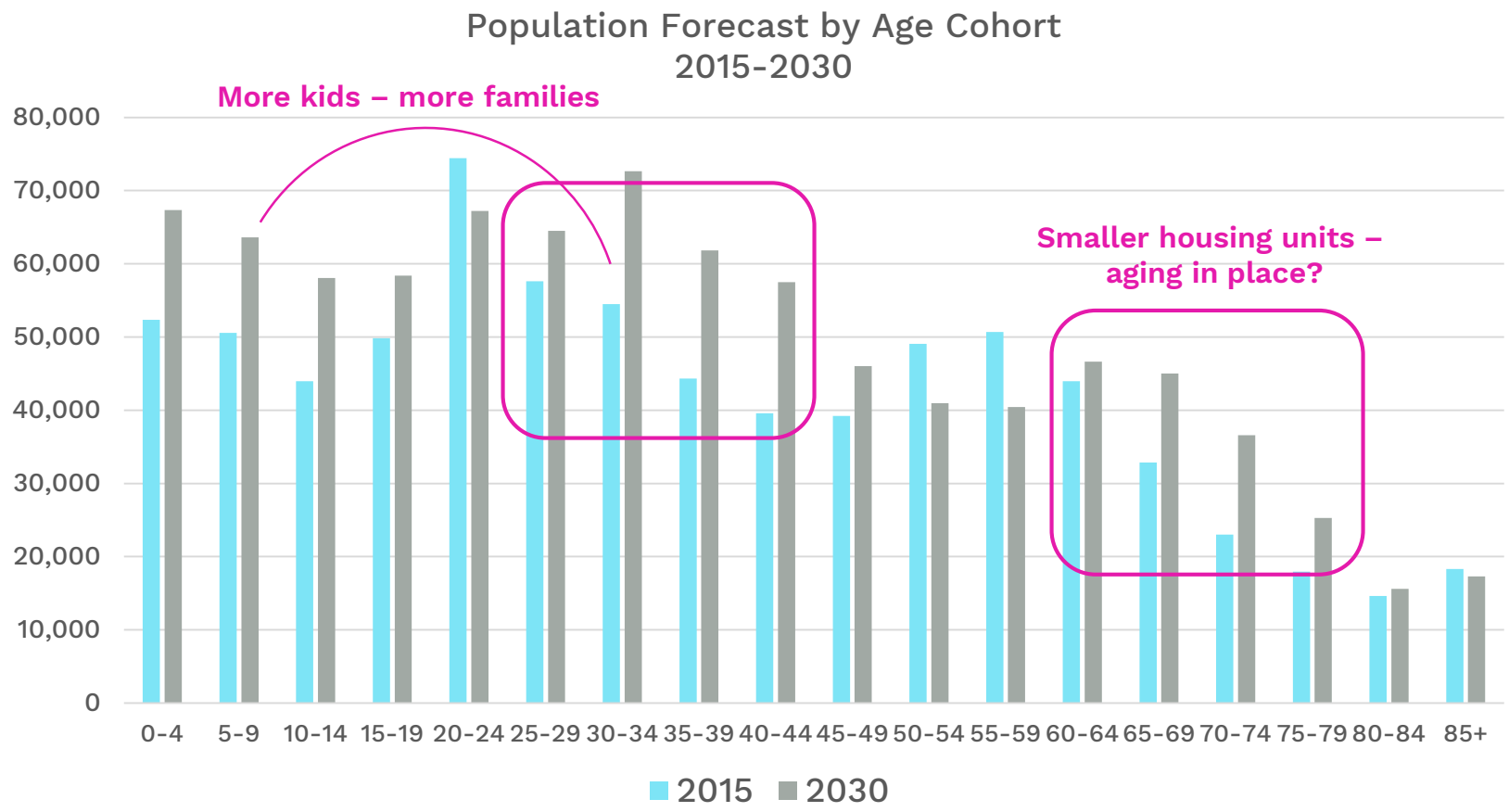
Source: Appraisal Services Inc Sept 2016 survey

Cass County is projected to grow faster than the state – will Fargo keep its share of Cass County growth?

- Fargo maintains share – 32k more people - 14k to 17k more households city-wide
- 700 new households in Downtown if Downtown maintains its share



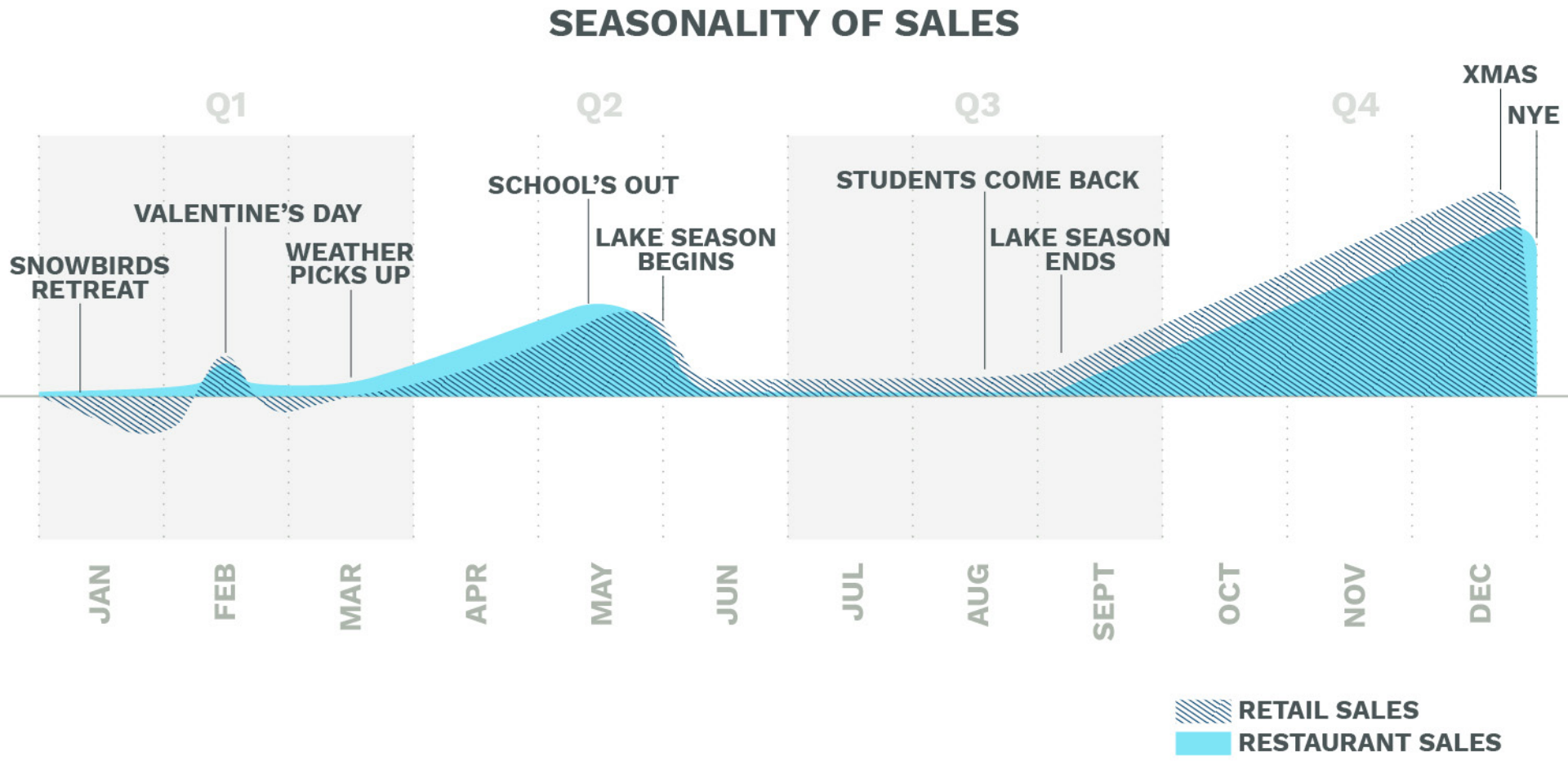
If Cass County/Fargo's future demographics look like the state's projected shift, a large percentage will be entering a new life stage



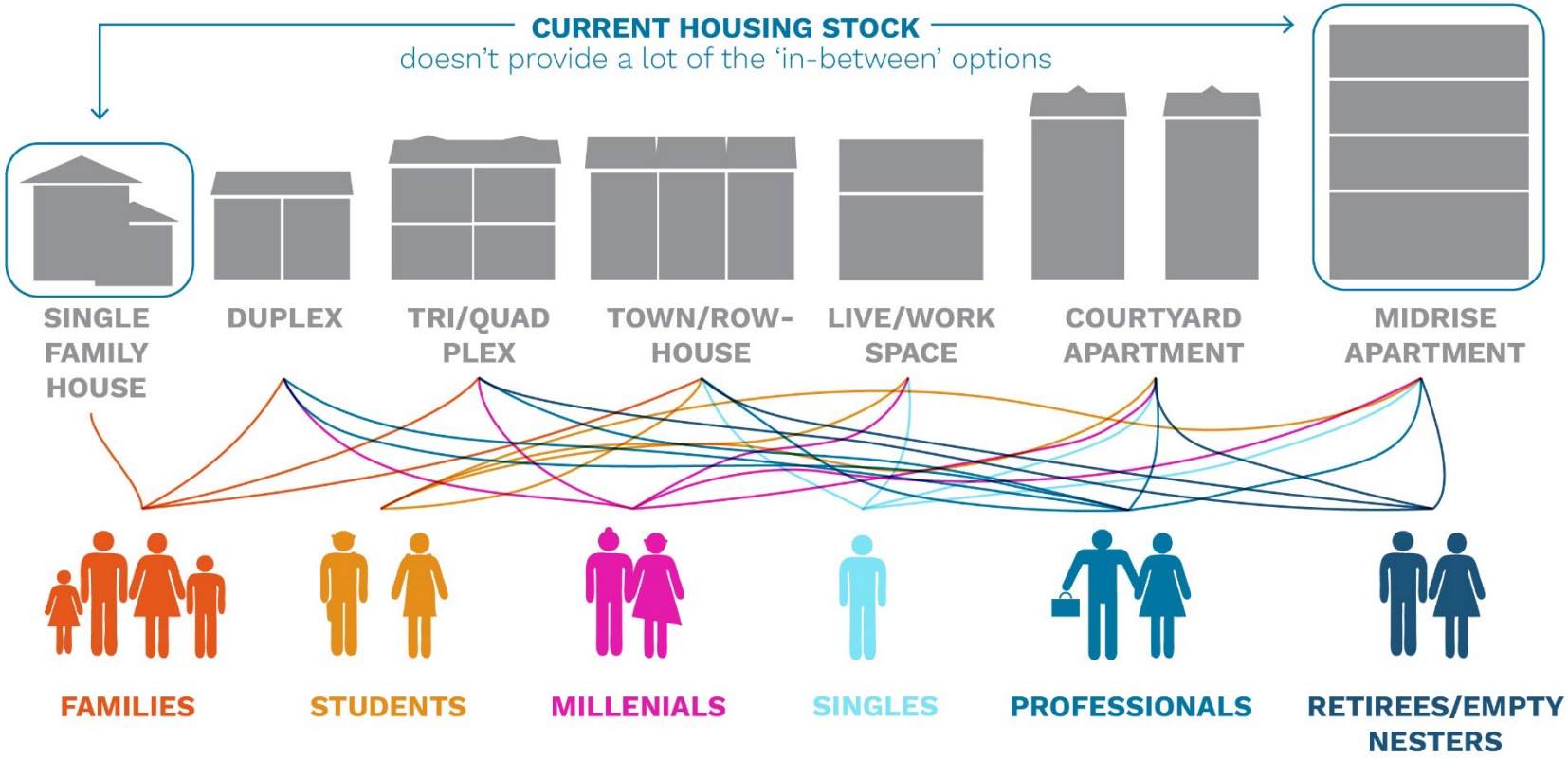
A housing strategy for Downtown must include the nearby neighborhoods

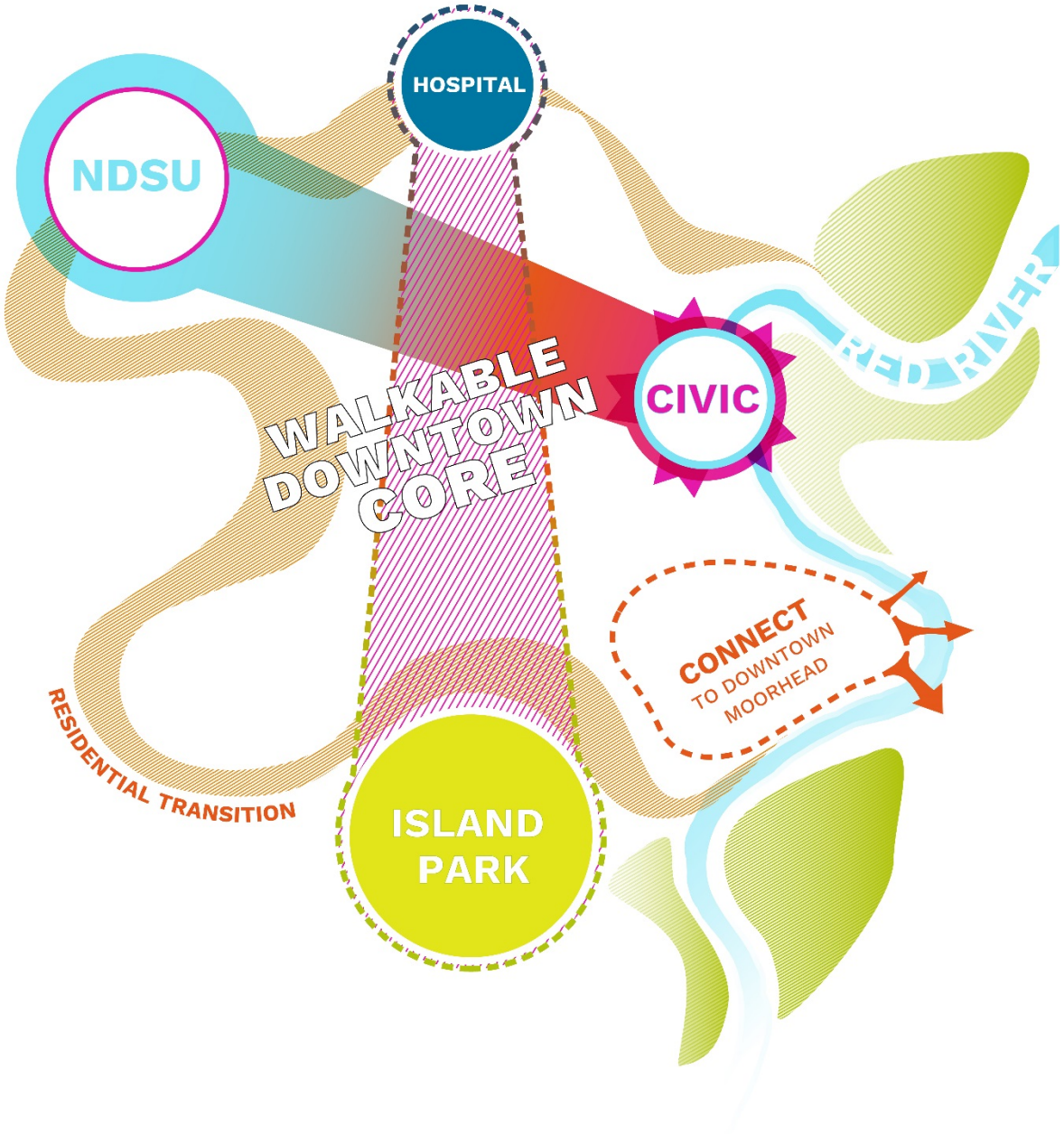
More diverse residential density with better linkage to the nearby neighborhoods can help to manage “resort town” risk

Synthesis of interviews and credit card data



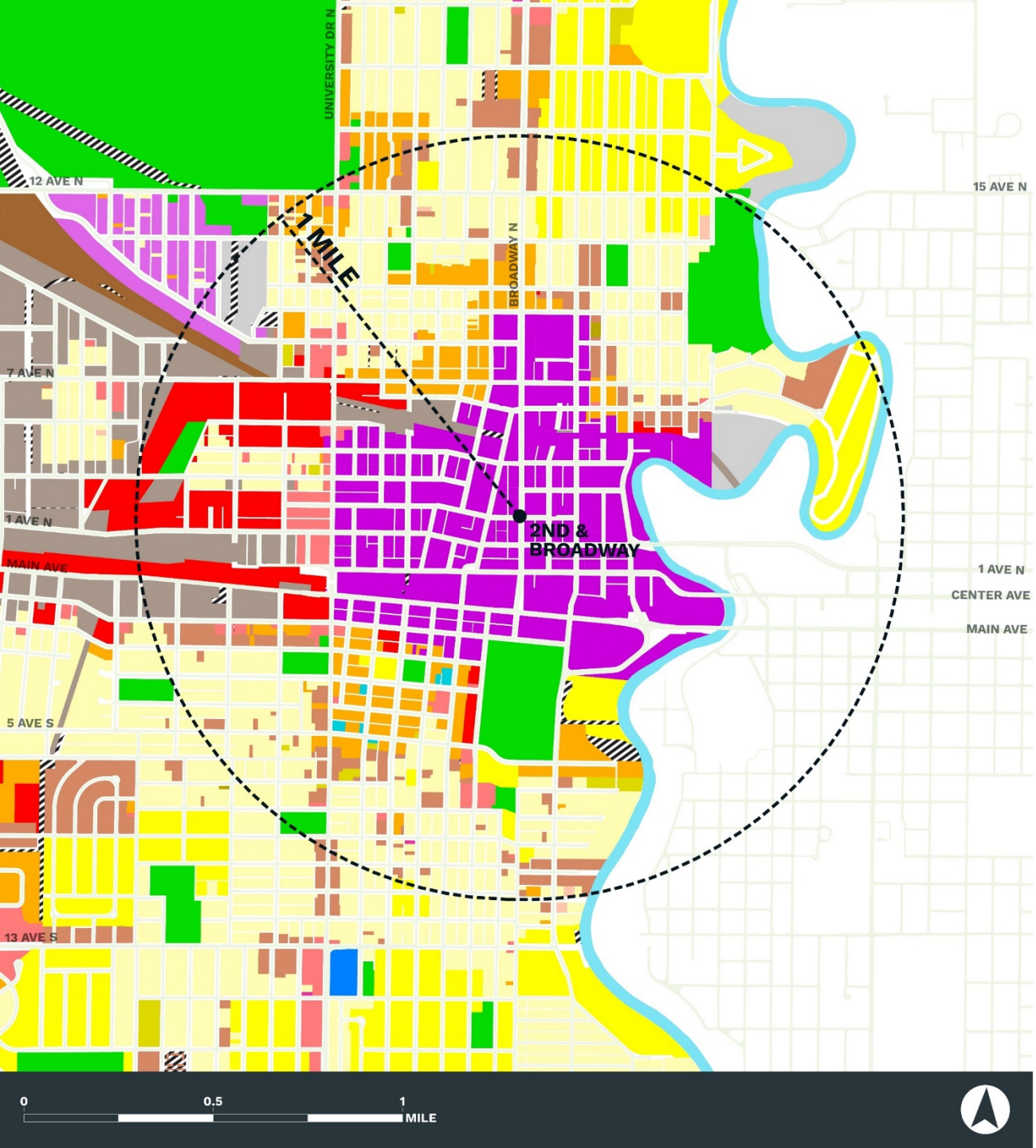
We need more **diverse housing options** and housing available to **a range of incomes**





KEY PRINCIPLES:

1. Reinforce the core
2. Connect to Moorhead
3. Create stronger connections with nearby neighborhoods
4. Capitalize on Riverfront opportunities

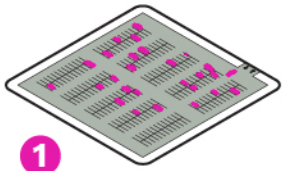


Zoning, 2016

Source: City of Fargo, May 2016

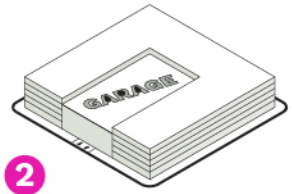
- AG - AGRICULTRURAL
- DMU -DOWNTOWN MIXEDUSE
- UMU -UNIVERSITY MIXEDUSE
- GC - GENERAL COMMERCIAL
- GI - GENERAL INDUSTRIAL
- GO - GENERAL OFFICE
- LC - LIMITED COMMERCIAL
- LI - LIMITED INDUSTRIAL
- MR-1 - MULTIPLE DWELLING
- MR-2 - MULTIPLE DWELLING
- MR-3 - MULTIPLE DWELLING
- NC - NEIGH. COMMERCIAL
- NO - NEIGH. OFFICE
- P/I - PUBLIC INSTITUTIONAL
- SR-1 - SINGLE DWELLING
- SR-3 - SINGLE DWELLING
- SR-4 - SINGLE DWELLING
- SR-5 - SINGLE DWELLING
- NEIGHBORHOOD BOUNDARY
- DOWNTOWN FOCUS AREA

Which of these do you think we can build by right in Downtown right now?



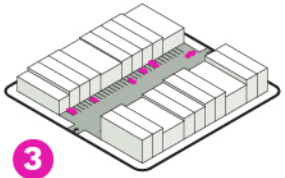
1

240 parking spaces
0 sqft of Retail
No alley



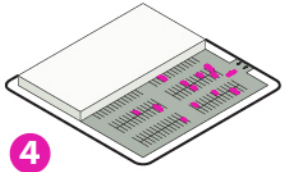
2

360 parking spaces
~340,000 sqft of retail
No alley



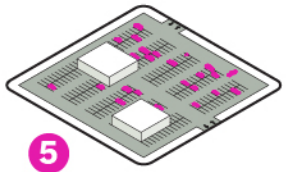
3

64 parking spaces
~156,000 sqft total of mixed use development
1 alley



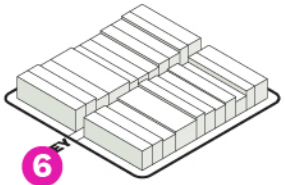
4

120 parking spaces
~45,000 sqft of mixed use development
No alley



5

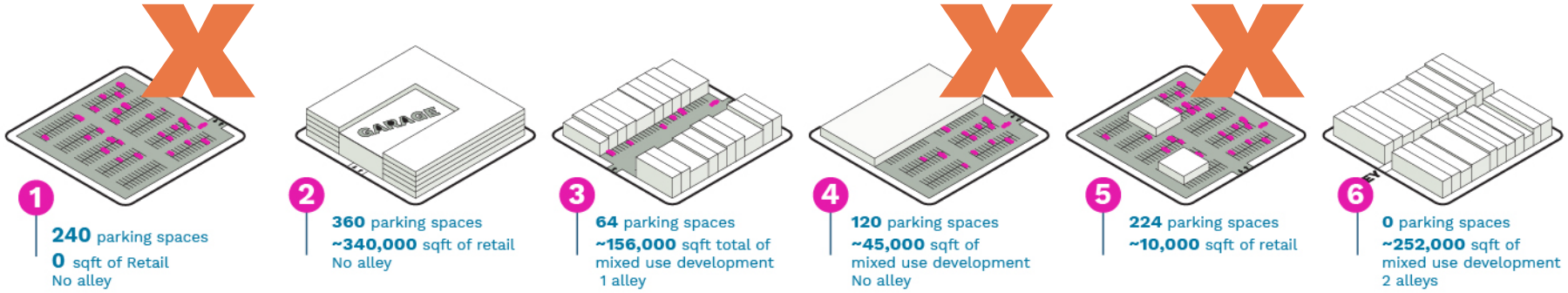
224 parking spaces
~10,000 sqft of retail



6

0 parking spaces
~252,000 sqft of mixed use development
2 alleys

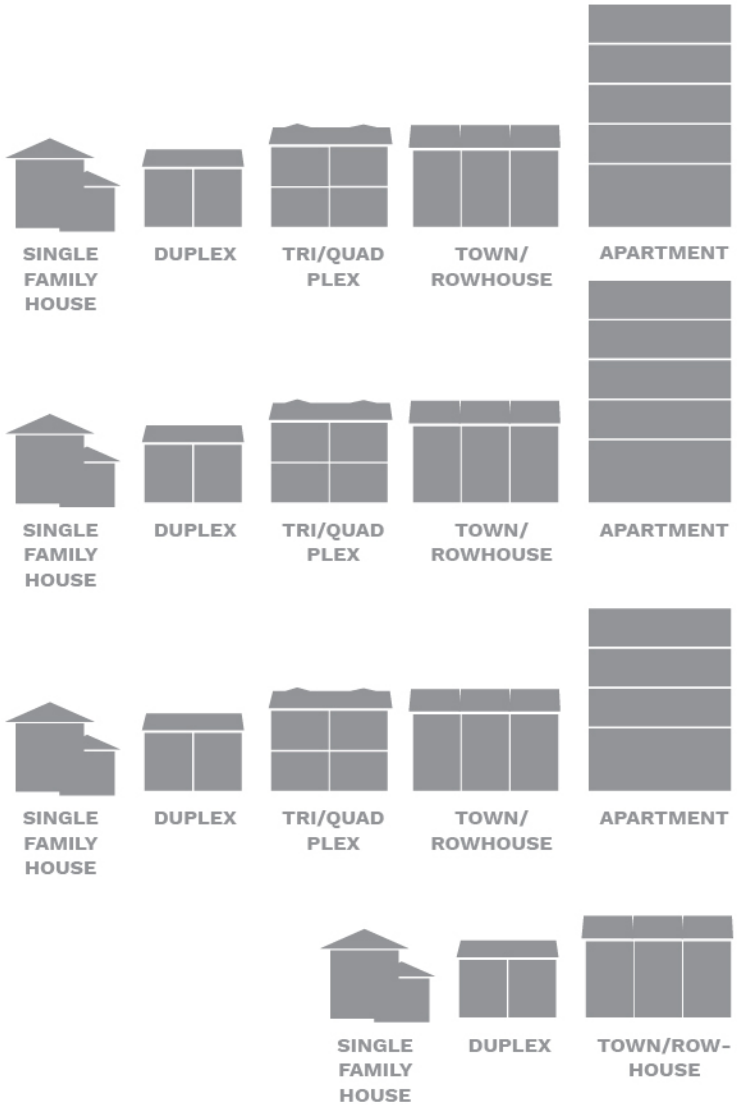
Ideally, we shouldn't be allowing these types of development:



1. **240** parking spaces
   0 sqft of Retail
   No alley
2. **360** parking spaces
   ~340,000 sqft of retail
   No alley
3. **64** parking spaces
   ~156,000 sqft total of mixed use development
   1 alley
4. **120** parking spaces
   ~45,000 sqft of mixed use development
   No alley
5. **224** parking spaces
   ~10,000 sqft of retail
6. **0** parking spaces
   ~252,000 sqft of mixed use development
   2 alleys

What kind of residential units are we encouraging?

Allowed by right:

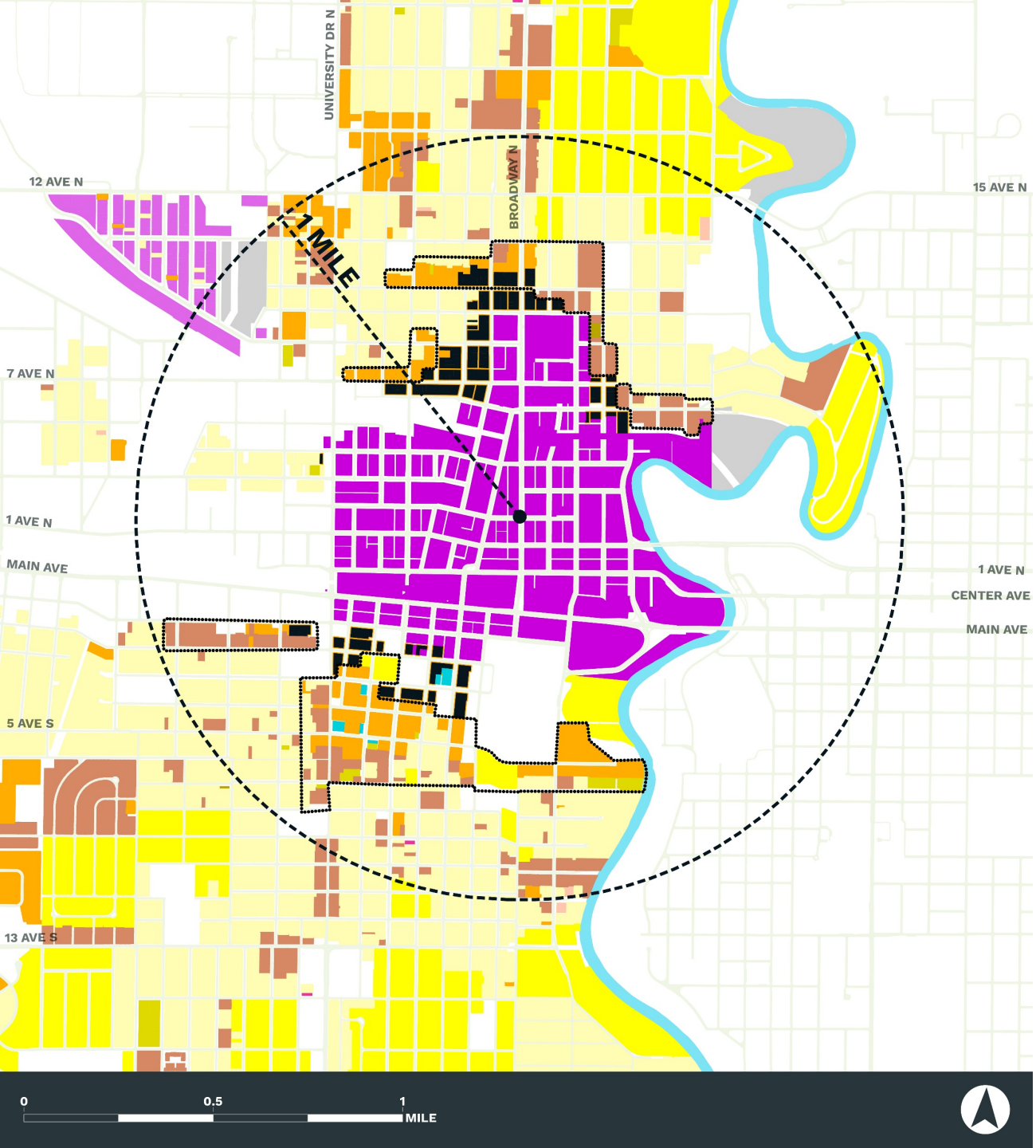


DMU -DOWNTOWN MIXEDUSE

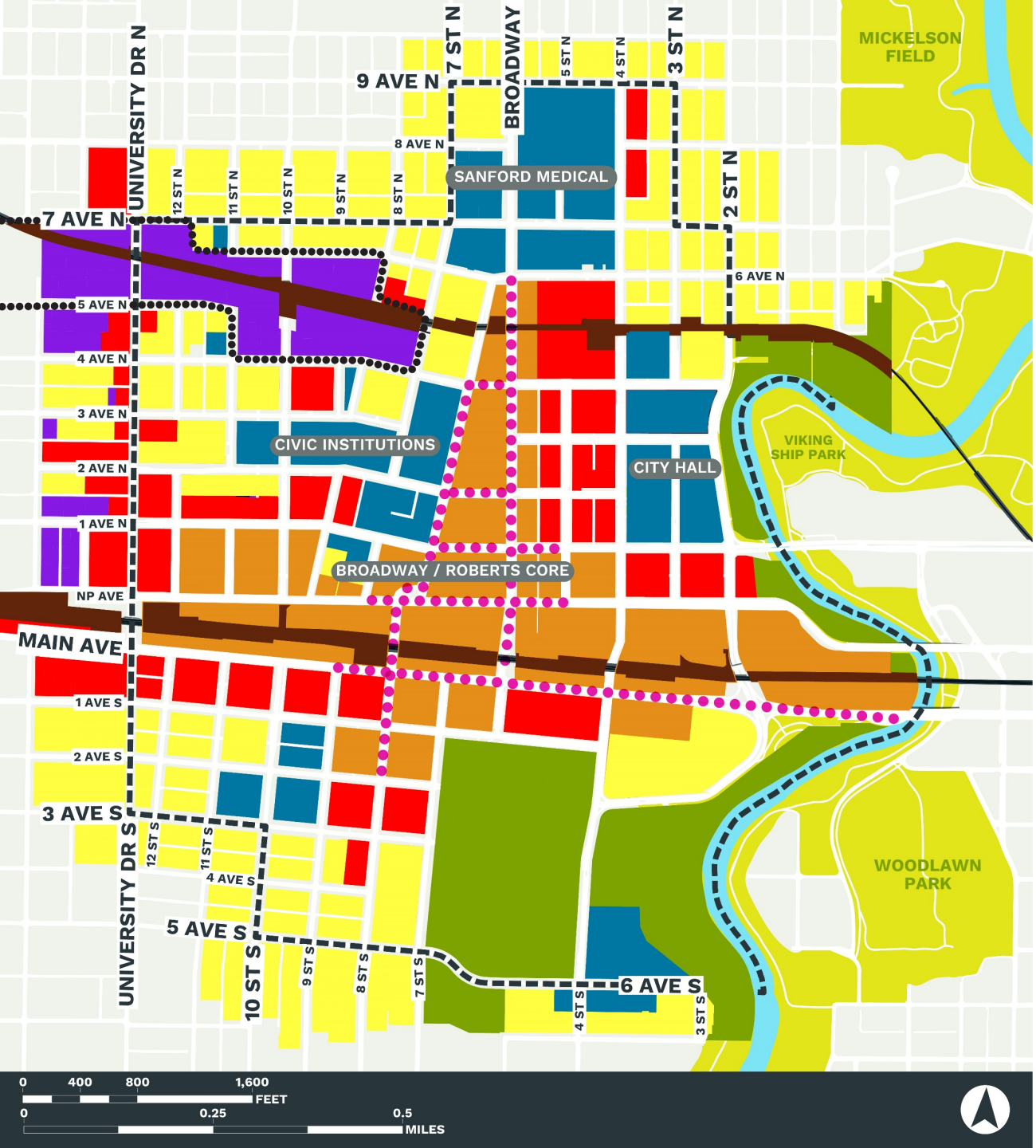
MR-3 - MULTIPLE DWELLING

MR-2 - MULTIPLE DWELLING

SR-3 - SINGLE DWELLING



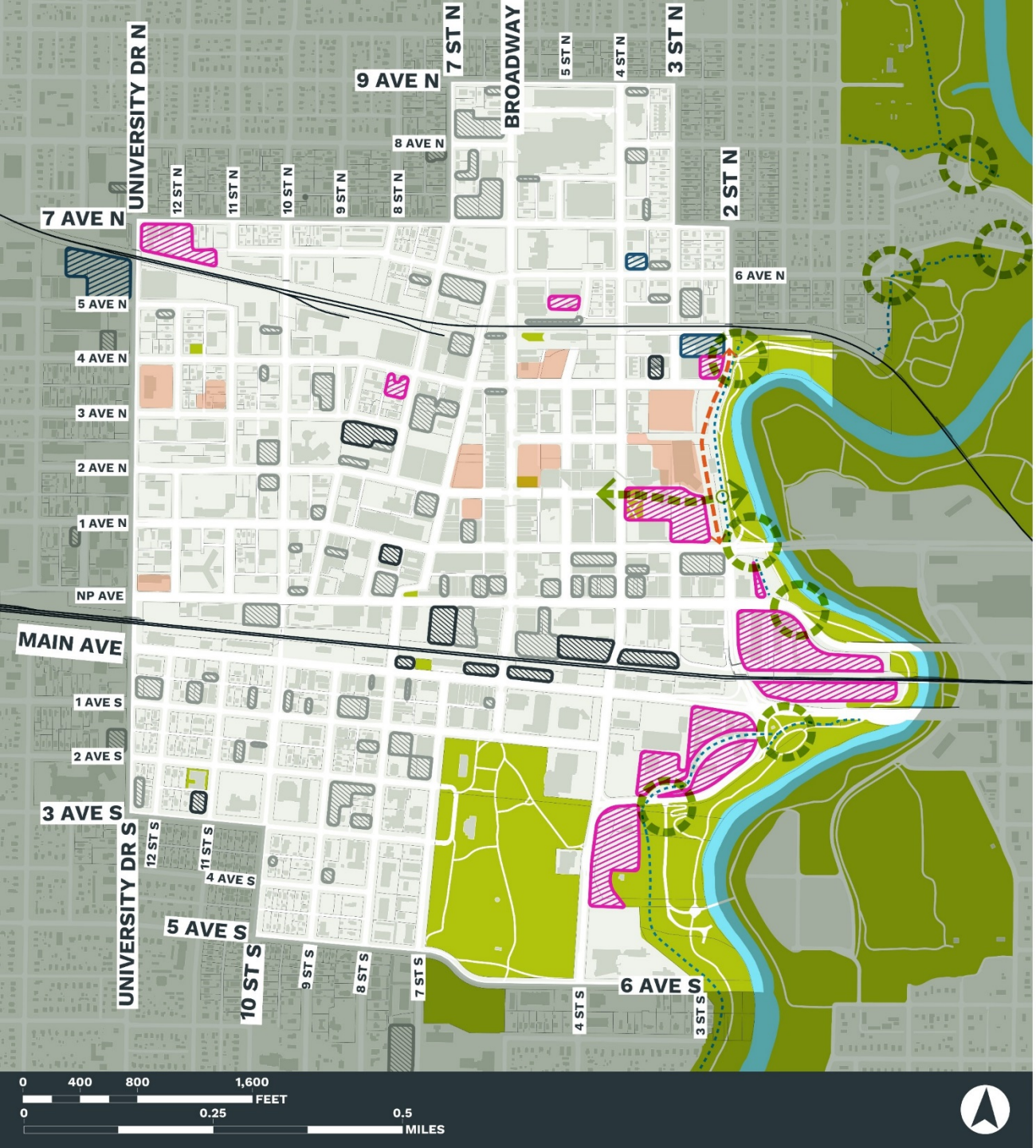
There is a bonus for MR-3 zoned parcels within 600 ft of a DMU property, that increases the density to 30 units/acre, but it doesn't cover a lot of ground



Future Land Use

Source: Interface Studio

- RETAIL FOCUS
- INDUSTRIAL PRESERVATION
- RESIDENTIAL
- COMMERCIAL
- MIXED-USE
- INDUSTRIAL
- PARKS & RECREATION
- PUBLIC & INSTITUTIONAL
- UTILITY & OTHER
- RAIL
- OPEN SPACE
- DOWNTOWN FOCUS AREA



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?

Opportunity Sites

Source: Interface Studio

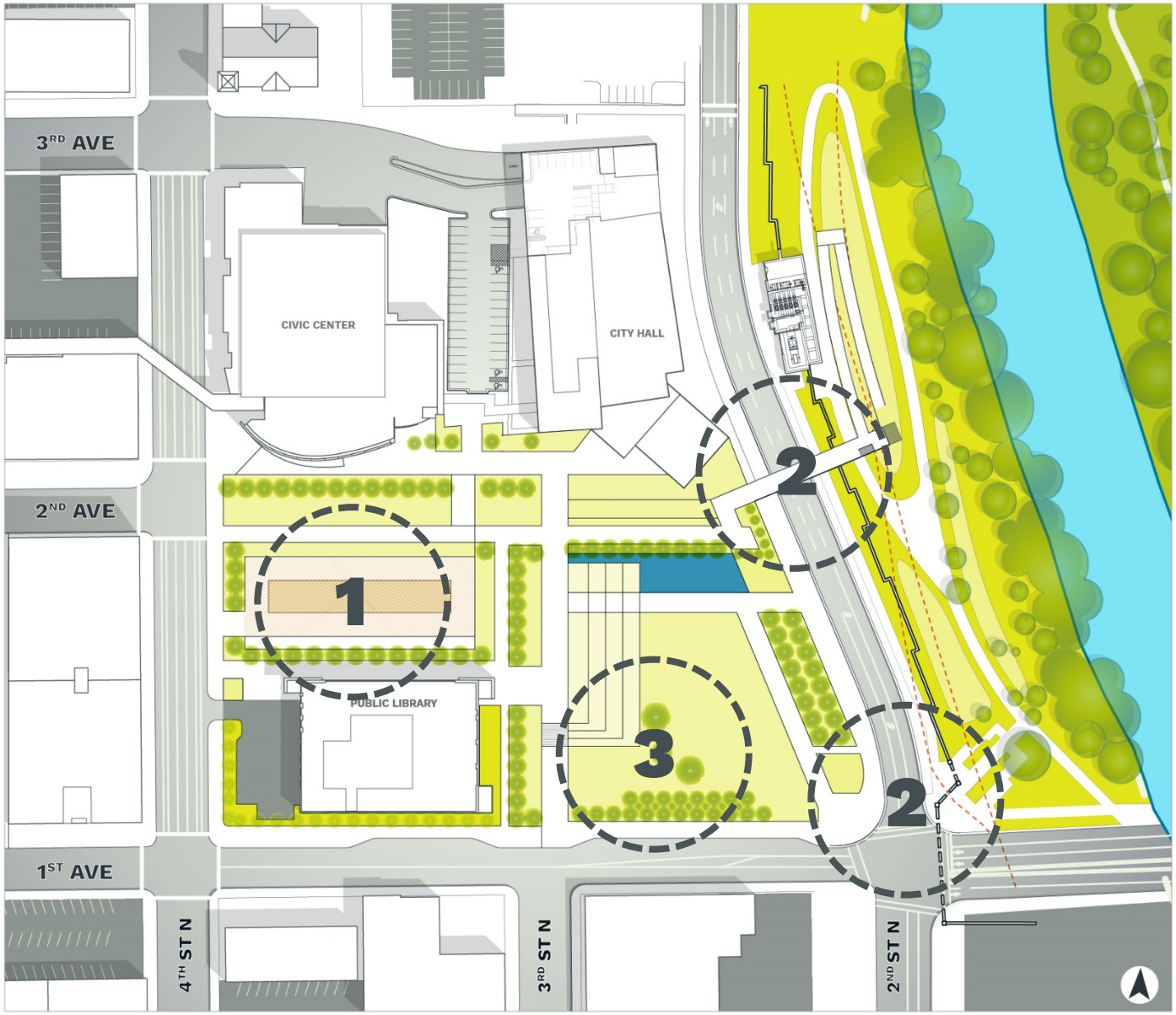
UNDERUTILIZED SITES

- **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**

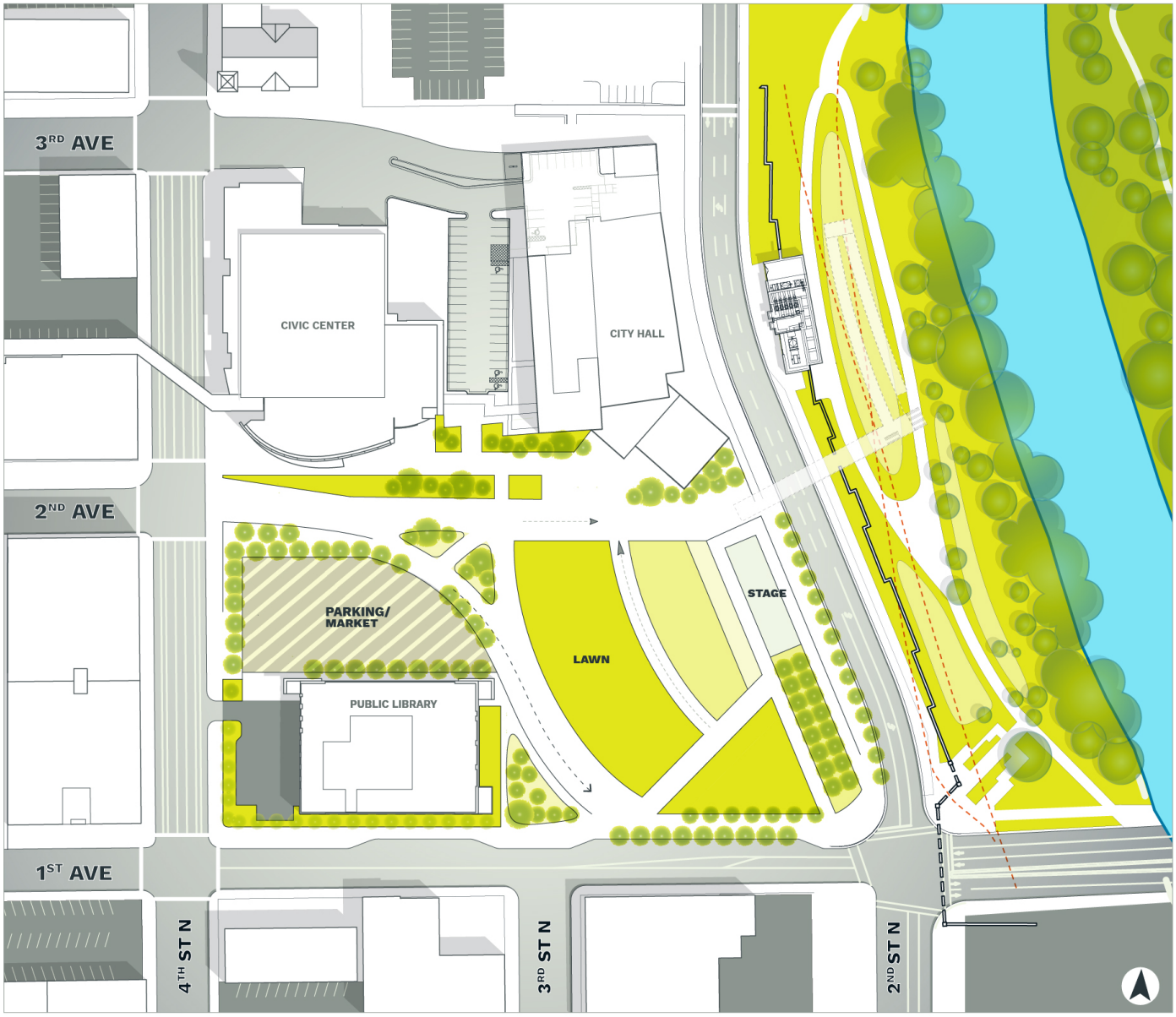


Key Questions:

1. Where should be parking be located?
2. How best to connect to the River?
3. Should we develop?

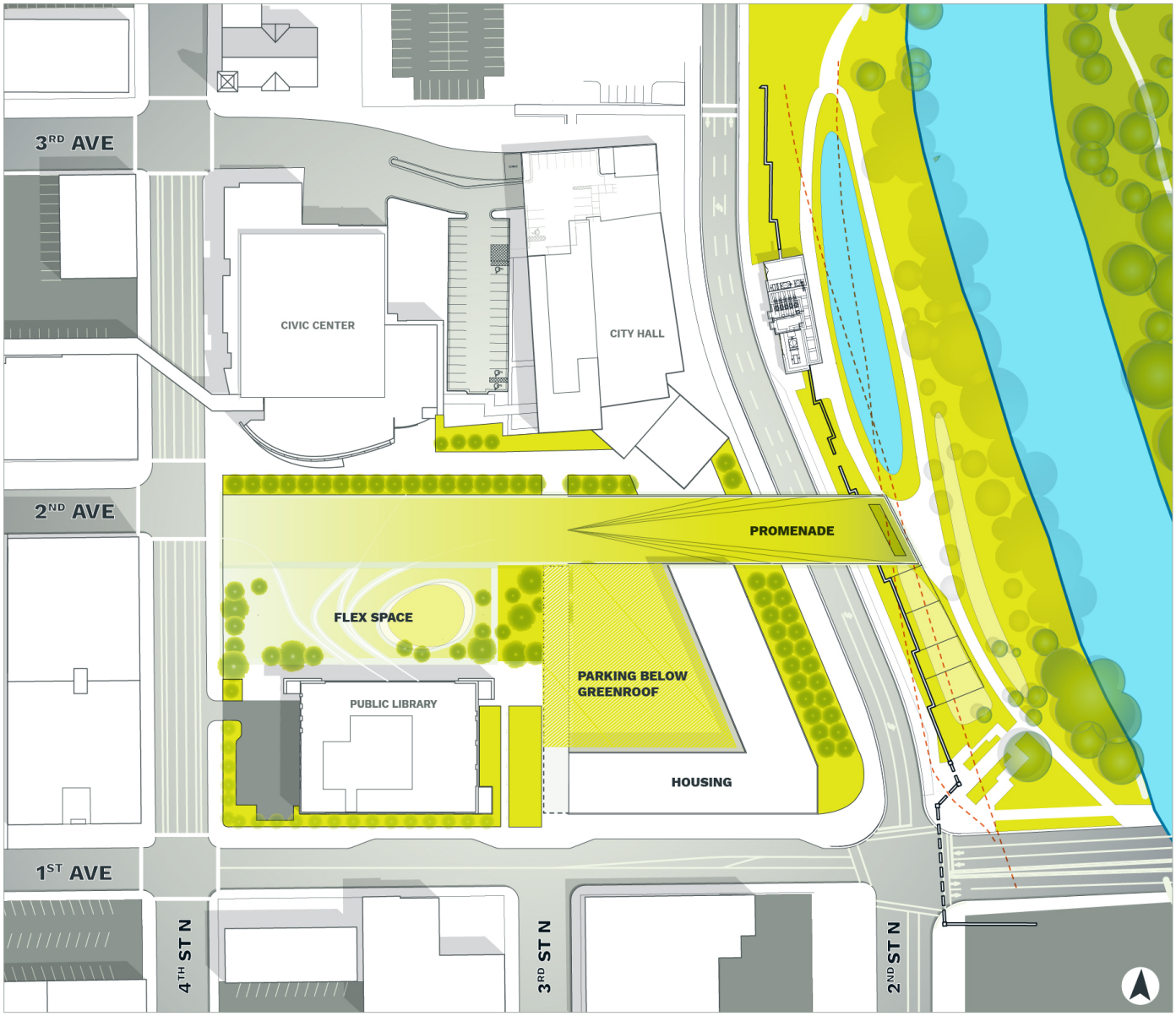
Proposed

HDR GATEWAY



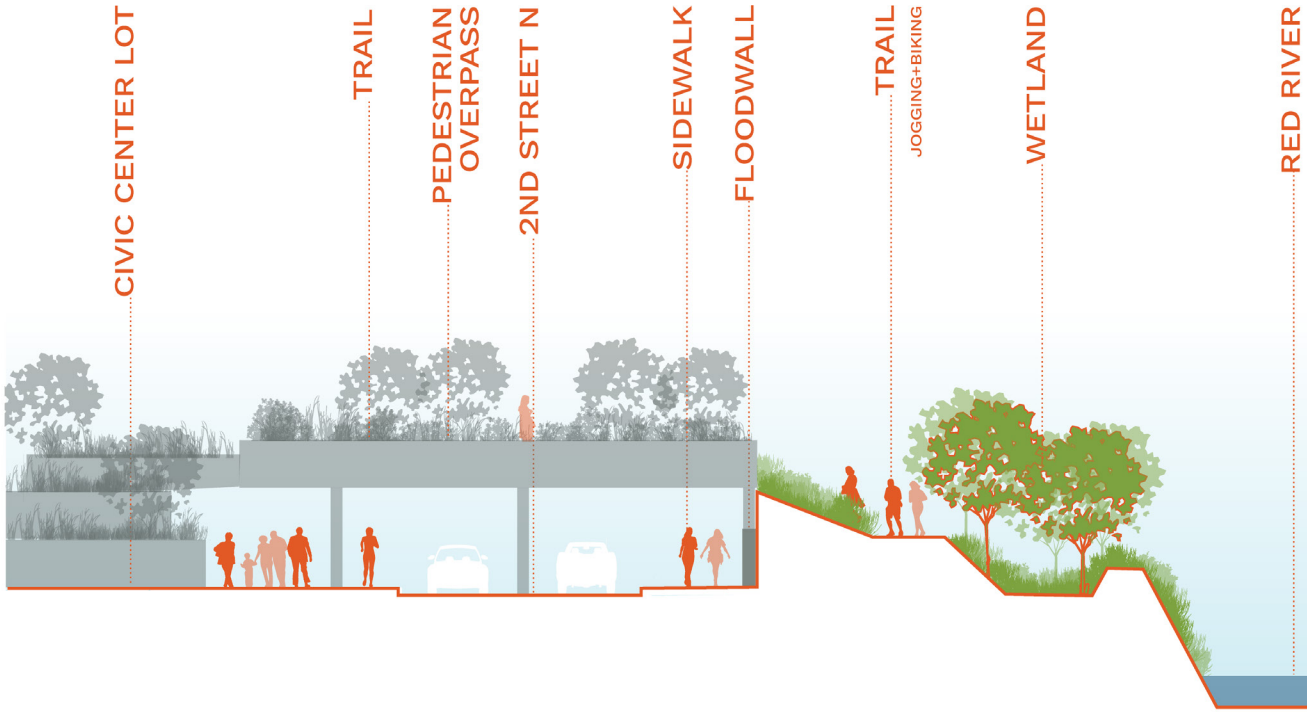
Option **1**

LAWN WITH STAGE



Option **2A**

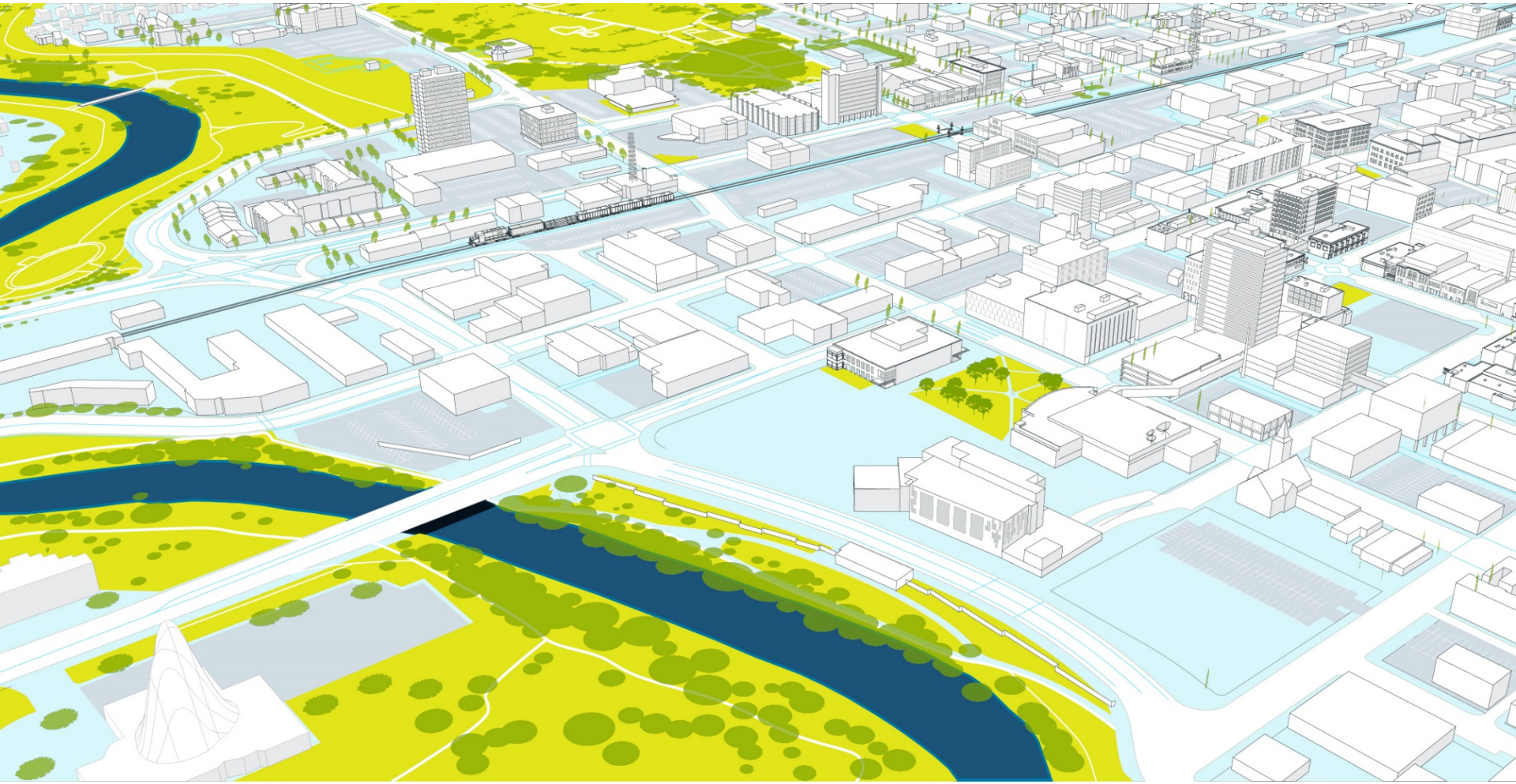
2ND AVE PROMENADE

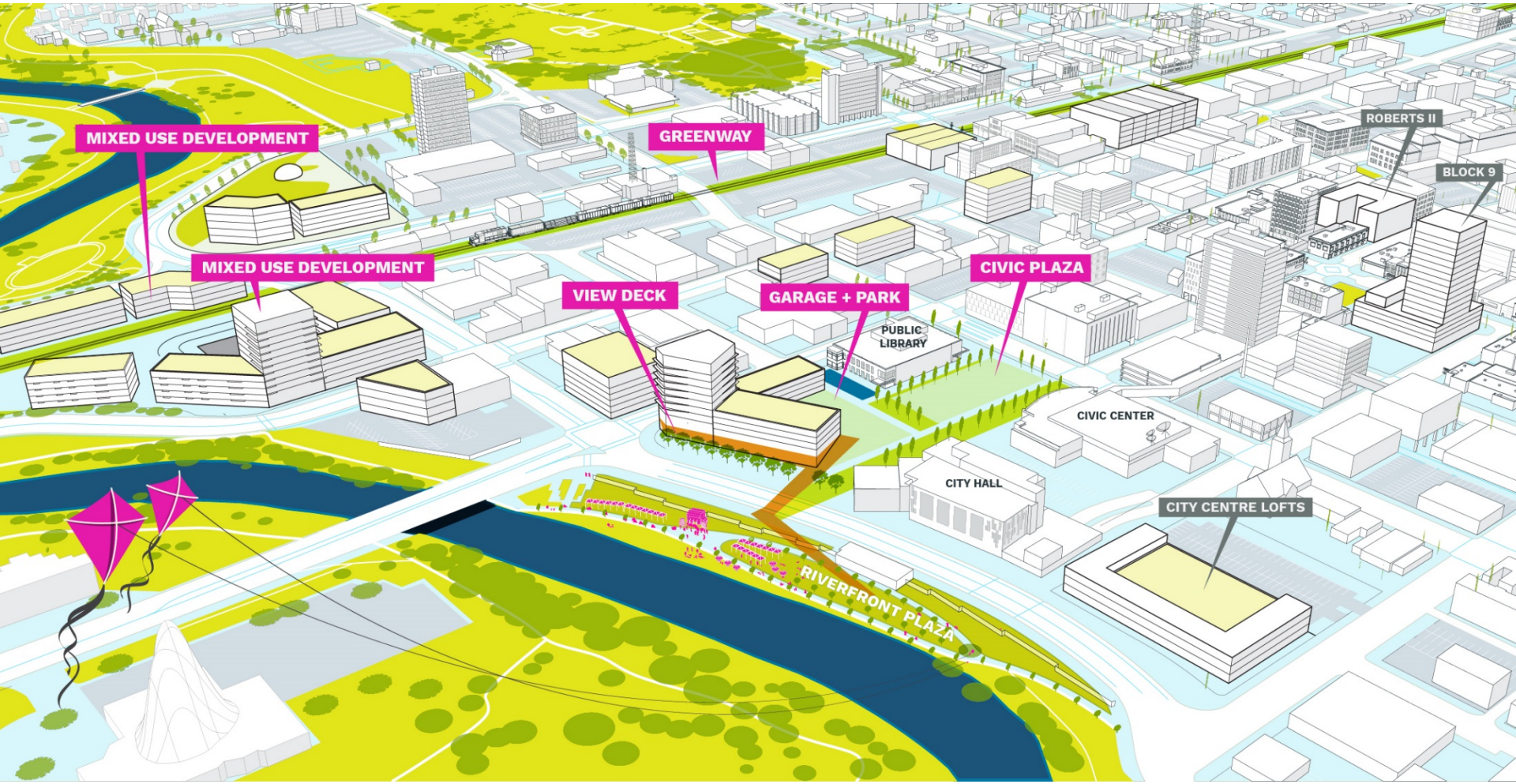


Fox River Bike Trail
Chicago, Illinois

Riverfront

CONTINUOUS ELEVATED
TRAIL+LAND BRIDGE+PLAZA




MIXED USE DEVELOPMENT
MIXED USE DEVELOPMENT
GREENWAY
VIEW DECK
GARAGE + PARK
PUBLIC LIBRARY
CIVIC PLAZA
ROBERTS II
BLOCK 9
CIVIC CENTER
CITY HALL
CITY CENTRE LOFTS
RIVERFRONT PLAZA

Encourage **creativity**, bring people together and **celebrate the arts** Downtown

Create a unique Downtown experience

Address safety concerns to create more vibrant streets

FPD INTELLIGENCE-LED POLICING

IN PLACE

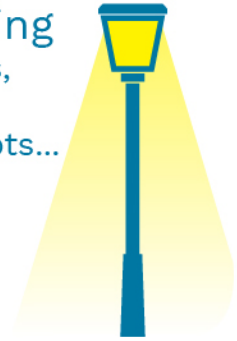
* New patrol shift schedule
* Downtown Resource Officers (DROs) day and evening shifts
* Community Works Program
* Shift resources on weekends
* Additional cameras Downtown
* Increased emphasis on bike and foot patrol (Spring)
* Improved communication between FPD and Downtown stakeholders

LONGER-TERM STRATEGIES

* Add third DRO in 2018 or '19
* Increase number of Downtown officers to 12 by end of 2017
* Continue to focus on individuals causing problems
* Continue to partner with stakeholders

ALSO SUGGESTED

* Lighting
  sidewalks, facades, parking lots...



* Safe Walk/Ride Home

Some initial ideas:

Deregulate where appropriate **to loosen the restrictions** for outdoor dining, food trucks, parklets and other temporary uses to support local businesses

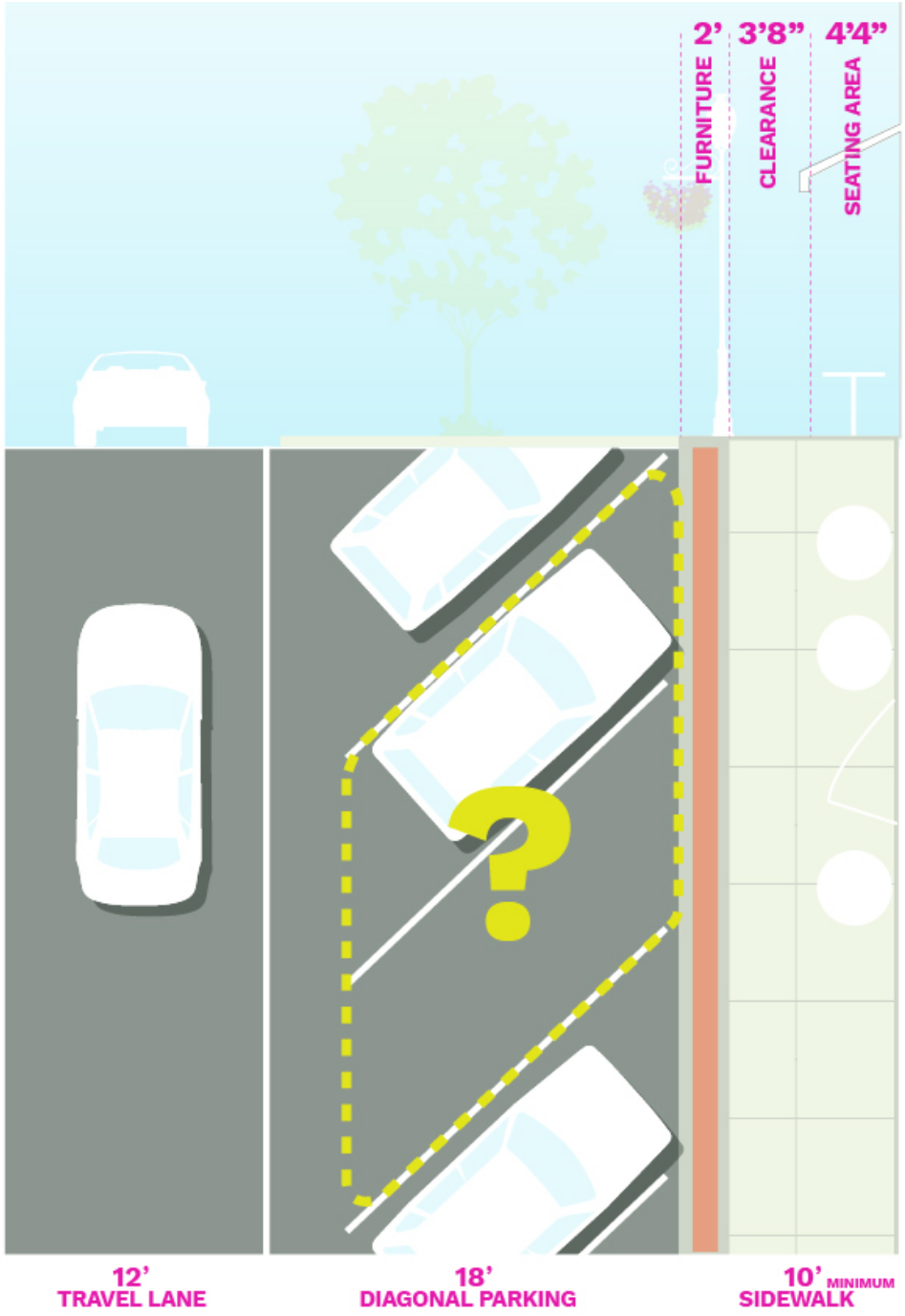
Parklets

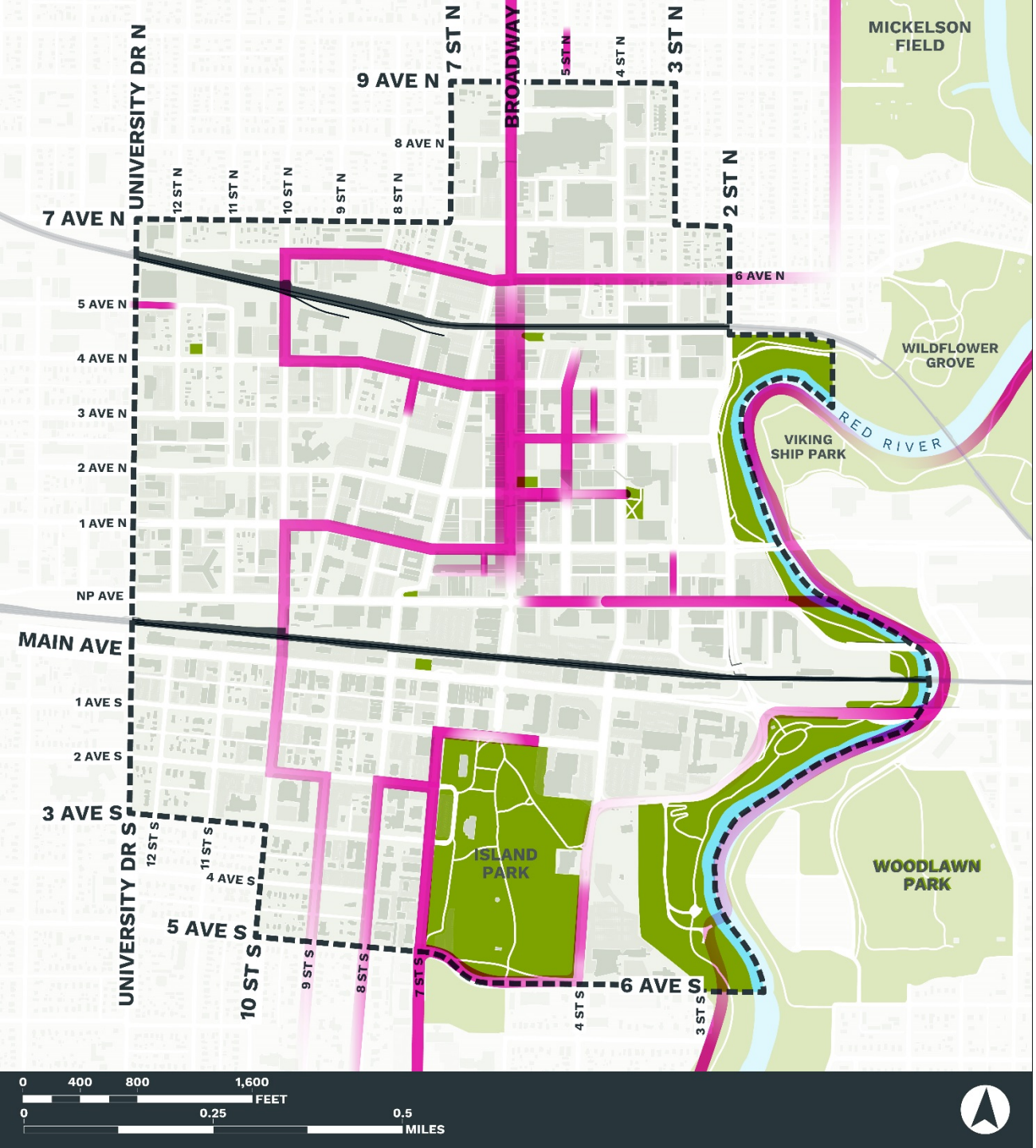
Temporary sidewalk

Foodtrucks

Sidewalk dining

- Mandatory permit ($125 plus $1m insurance)
- Establishment must serve food
- Must maintain 44” of sidewalk clearance
- Barrier needed for alcohol
- Furniture must be temporary – removed every night





In 2016, **16** special events closed Broadway

Street Closures during Special Events

Source: Interface Studio

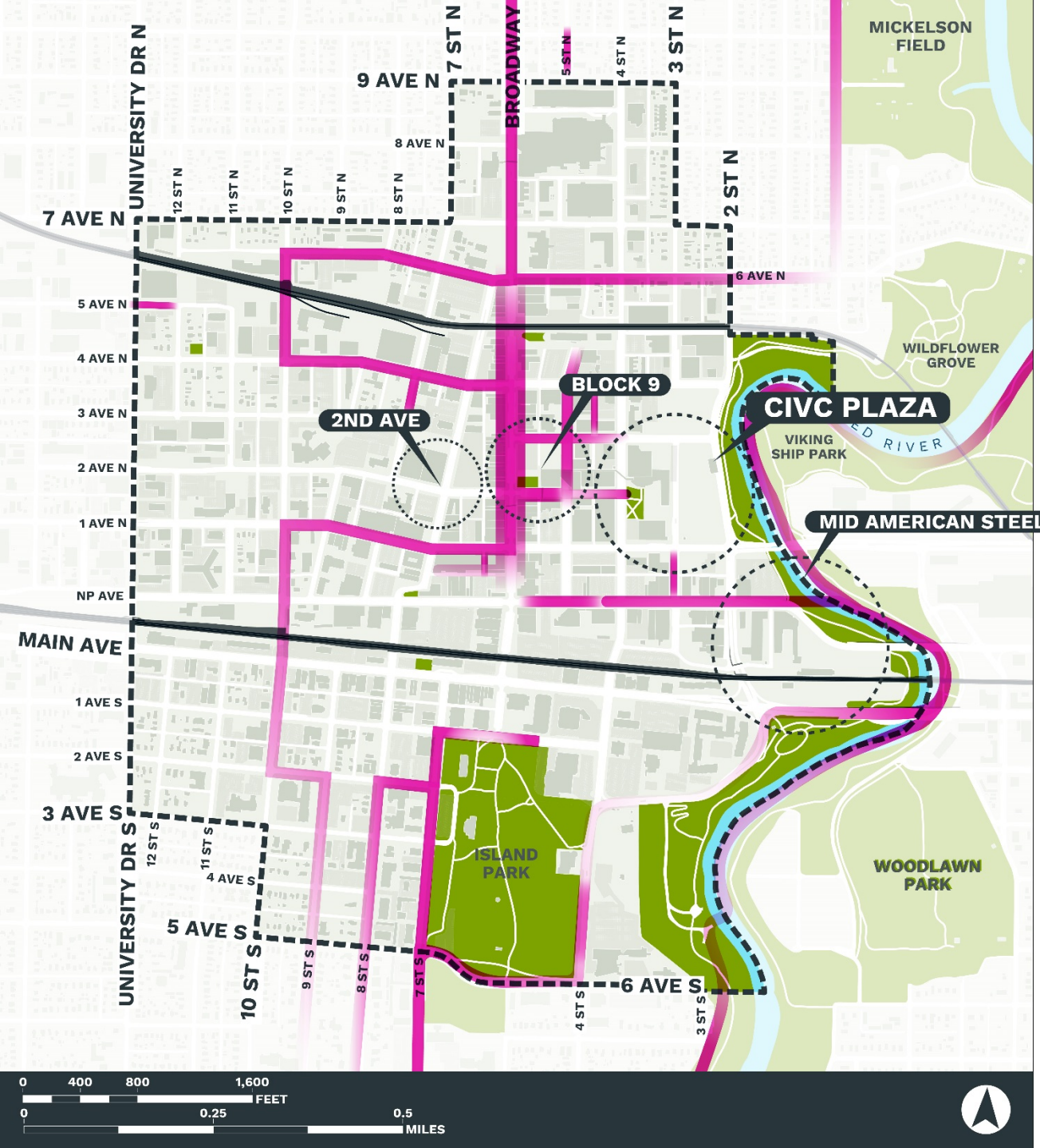
0 **5+**

# of street closure requests in 2016

RAIL

OPEN SPACE

DOWNTOWN FOCUS AREA



The goal is to relieve pressure on Broadway by creating new venues for special events

Potential Sites for Special Events

Source: Interface Studio

0 — 5+

# of street closure requests in 2016

RAIL

OPEN SPACE

DOWNTOWN FOCUS AREA

Focus on the arts Downtown

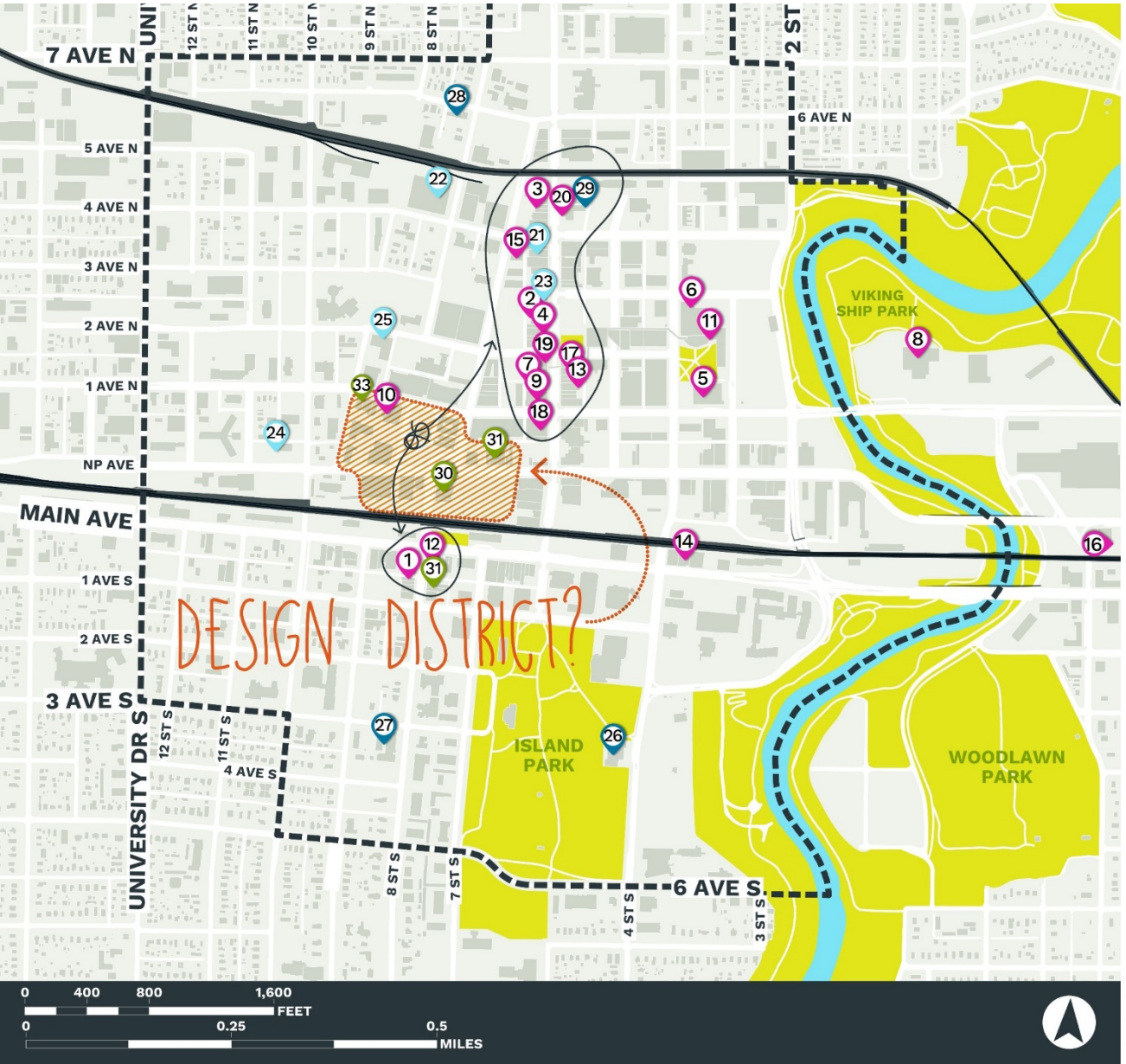
Encourage new public art within new development and as public expressions of Fargo's identity.

Protect collaborative workspace Downtown at a price artists and cultural organizations can afford.

Pursue the Performing Arts Center to reinforce Downtown as THE center for arts and talent.

Promote Downtown as a design district

Downtown – not just for the arts, but for creative small businesses



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

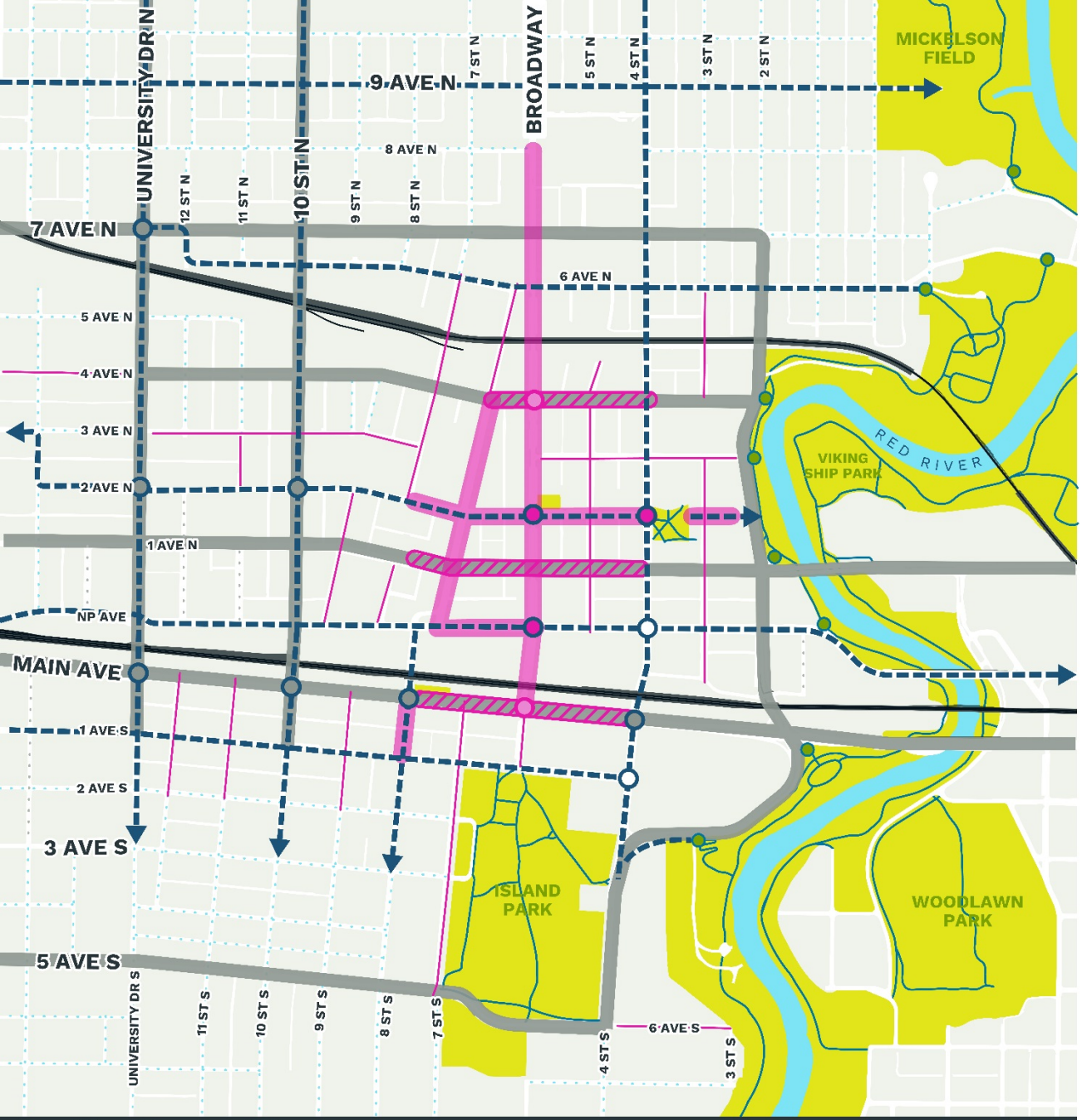
30 NDSU Department of Architecture
31 Josef's School of Hair Design
32 Moler Barber College of Hairstyling
33 Katherine Kilbourne Burgum Center for Creativity

DOWNTOWN FOCUS AREA

Focus on **complete streets** Downtown to improve safety and support economic development.

The look and feel of the “front door” matters.

Establish a Street Hierarchy Downtown

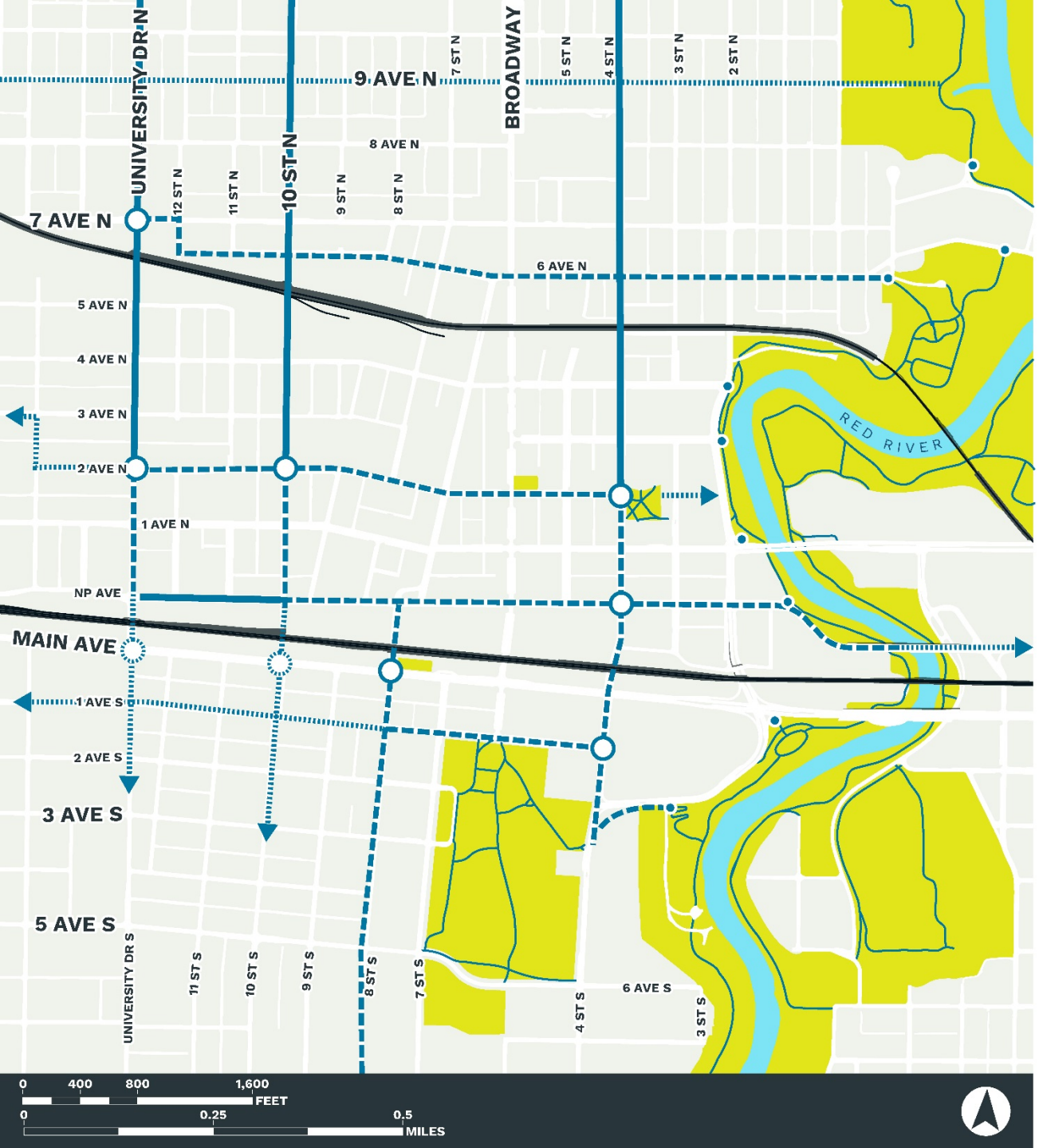


Proposed Street Network

Source: Sam Schwartz

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

Ensure safe, connected spaces for bicycles



Proposed Bike Network

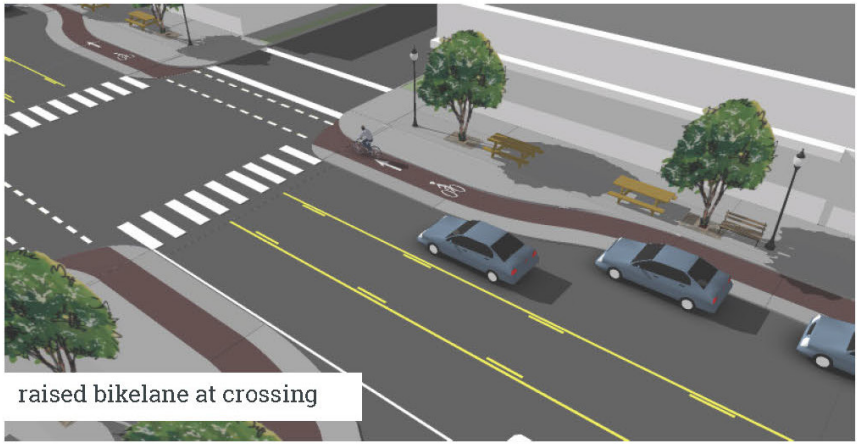
Source: Sam Schwartz

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

Examples from other cities

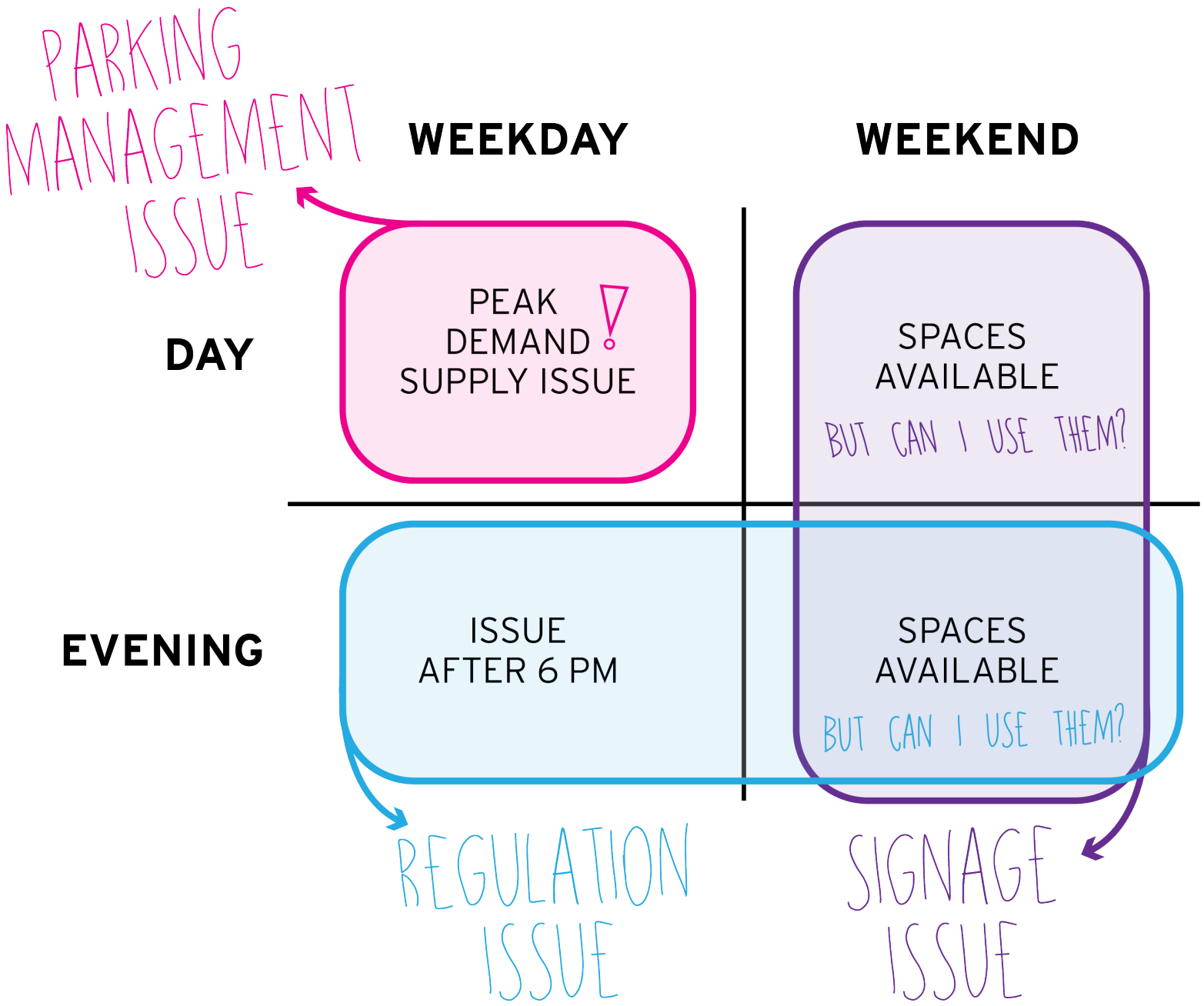
raised bikelane adjacent to pedestrian zone

pavement material change at ped/bike conflicts

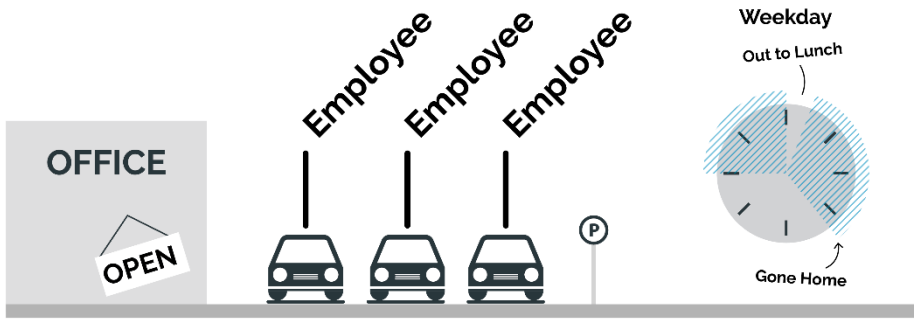


raised bikelane at crossing

pavement material change at curb cut conflicts

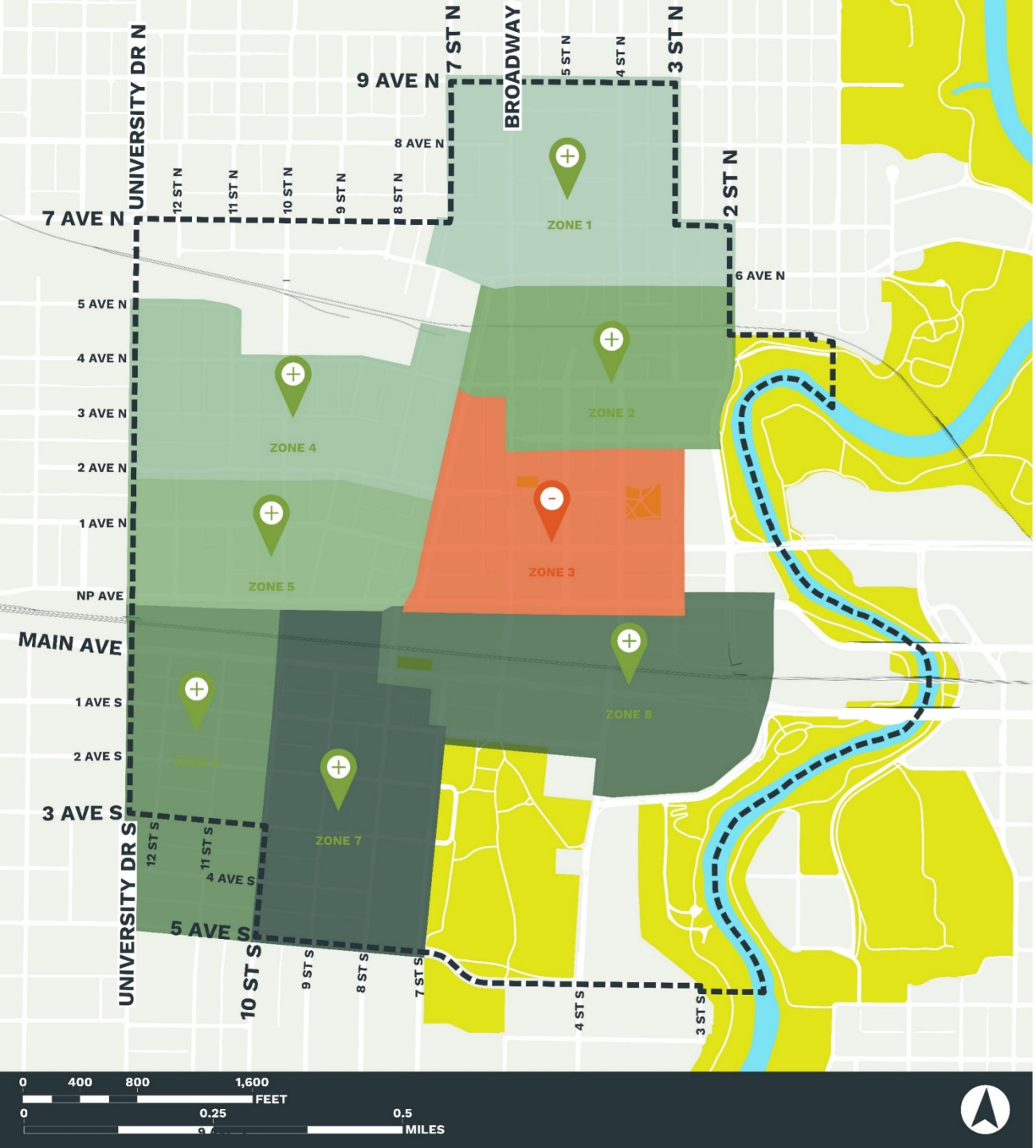

PARKING MANAGEMENT ISSUE
WEEKDAY
WEEKEND
DAY
EVENING
PEAK DEMAND SUPPLY ISSUE
SPACES AVAILABLE
BUT CAN I USE THEM?
ISSUE AFTER 6 PM
SPACES AVAILABLE
BUT CAN I USE THEM?
REGULATION ISSUE
SIGNAGE ISSUE

WEEKEND + EVENING



WEEKDAY DAYTIME, ALL OF THE SPACES ARE FULL OF EMPLOYEES... BUT NOT ON THE WEEKENDS

PRIVATE LOTS COULD PROVIDE LOTS OF EXTRA PARKING.



WHAT WE KNOW:

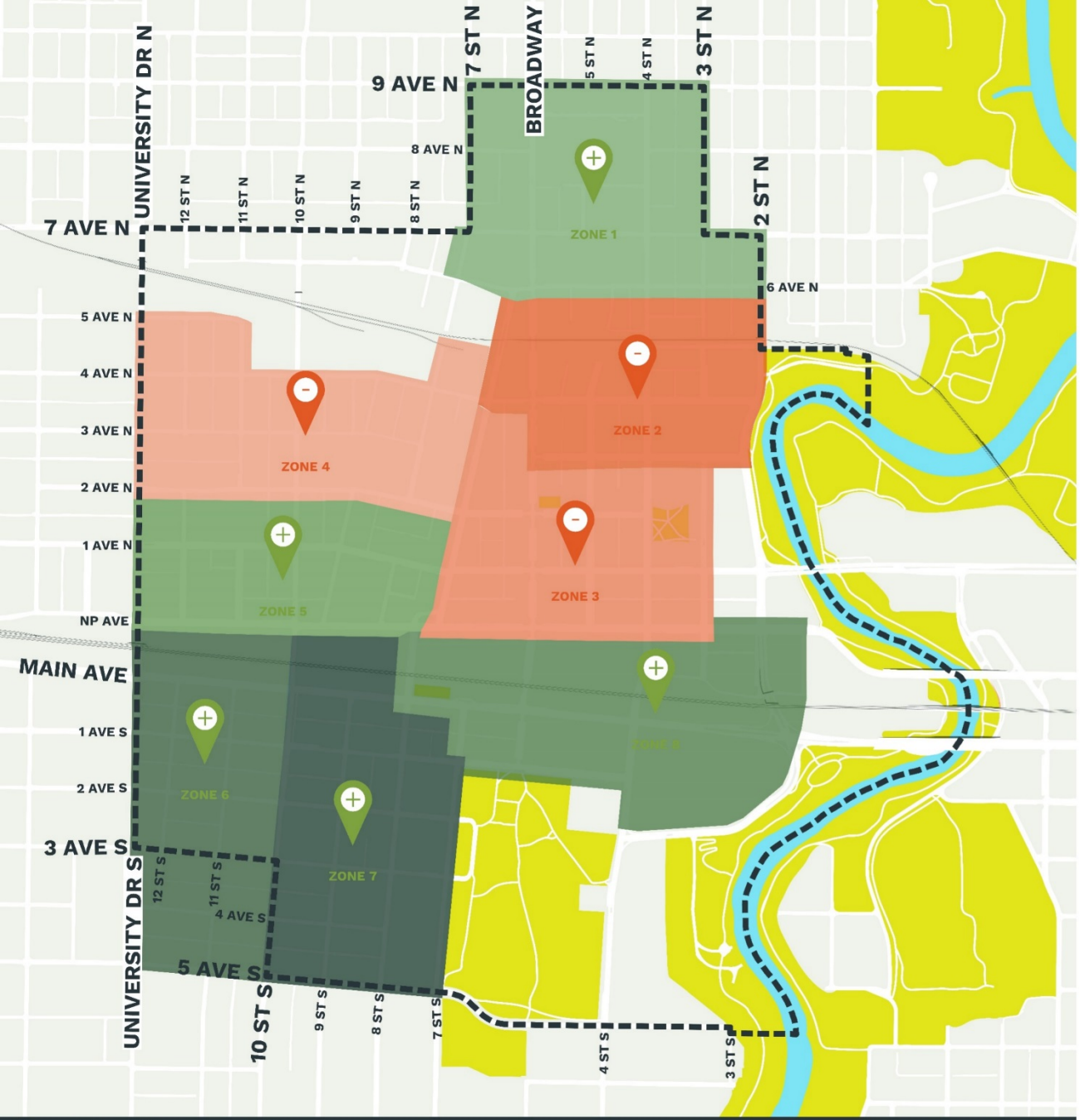
- There is a parking deficit in the Downtown area
- Parking surplus in periphery of Downtown

Existing Parking Zones

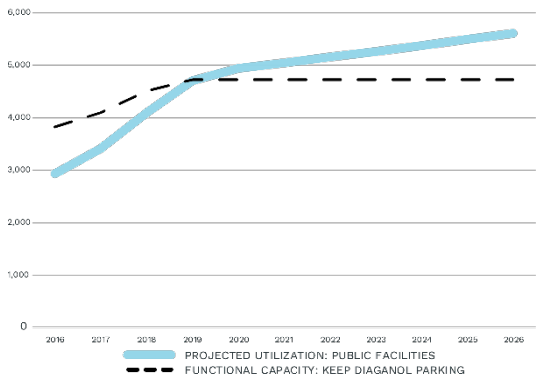
Source: City of Fargo, Interstate Parking

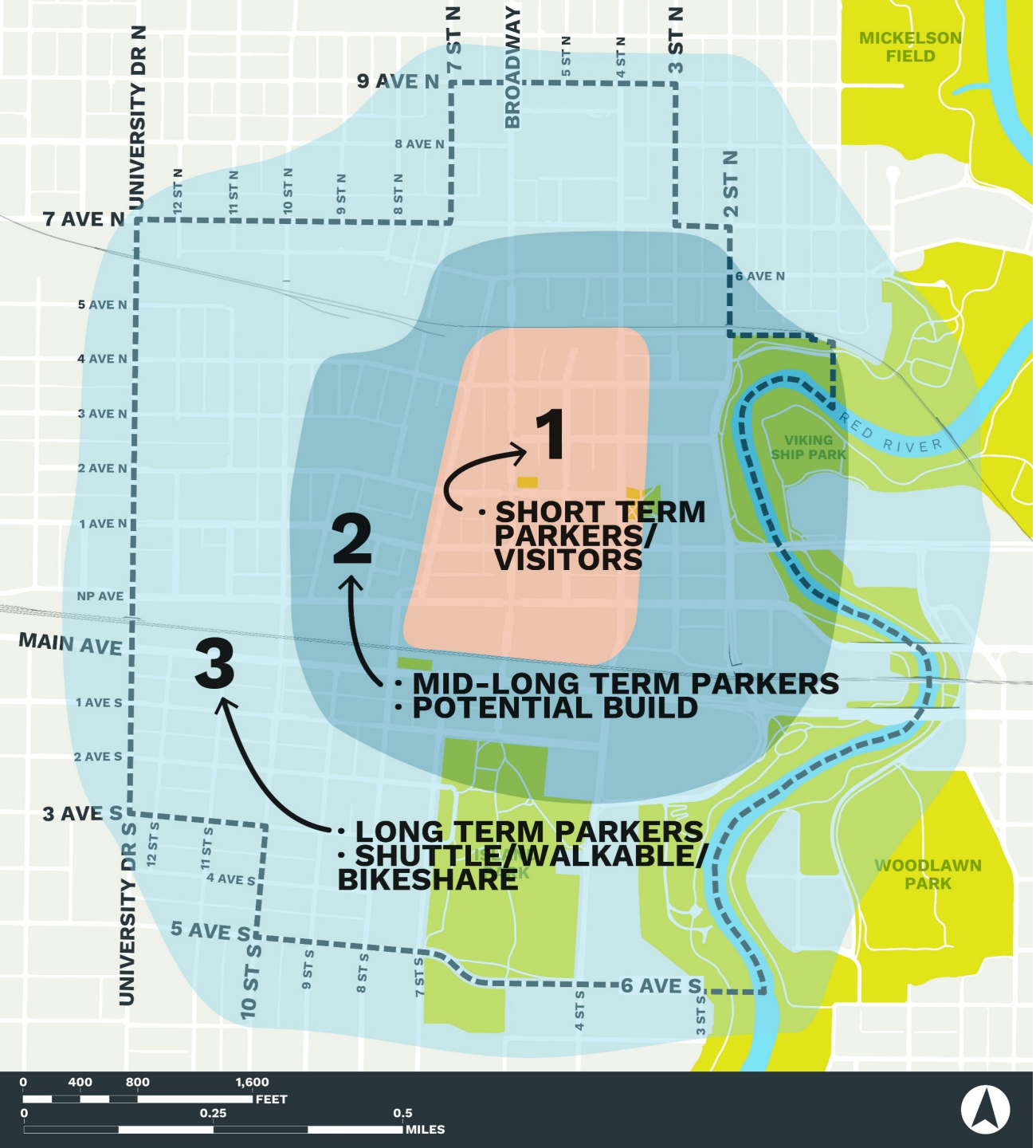
PARKING ZONES

- 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 Demand





GUIDING PRINCIPLES FOR EACH ZONE:

ZONE 1:

- Do not construct additional supply
- Prioritize **short-mid term** shoppers and visitors
- Invest in **Active Uses**

ZONE 2:

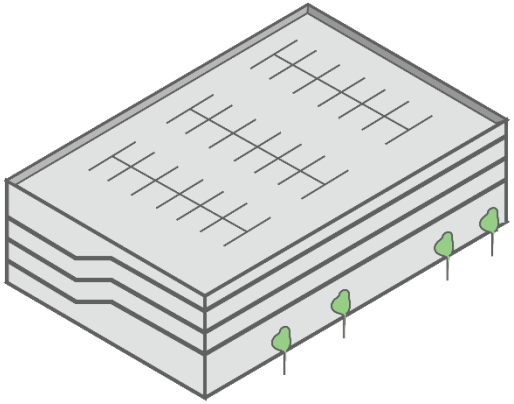
- Prioritize **mid-long term** employees or visitors
- Invest in **structured parking** or **shared parking**

ZONE 3:

- Prioritize **regular long-term employees**
- Invest in **remote parking** program

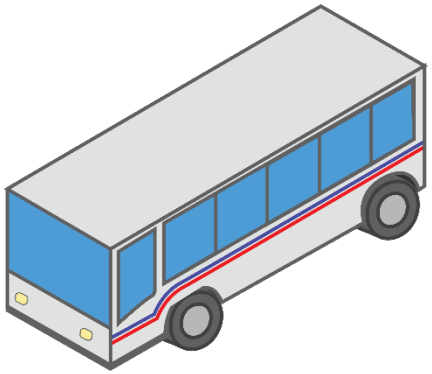
Rethink where investments should go

Cost Per Space

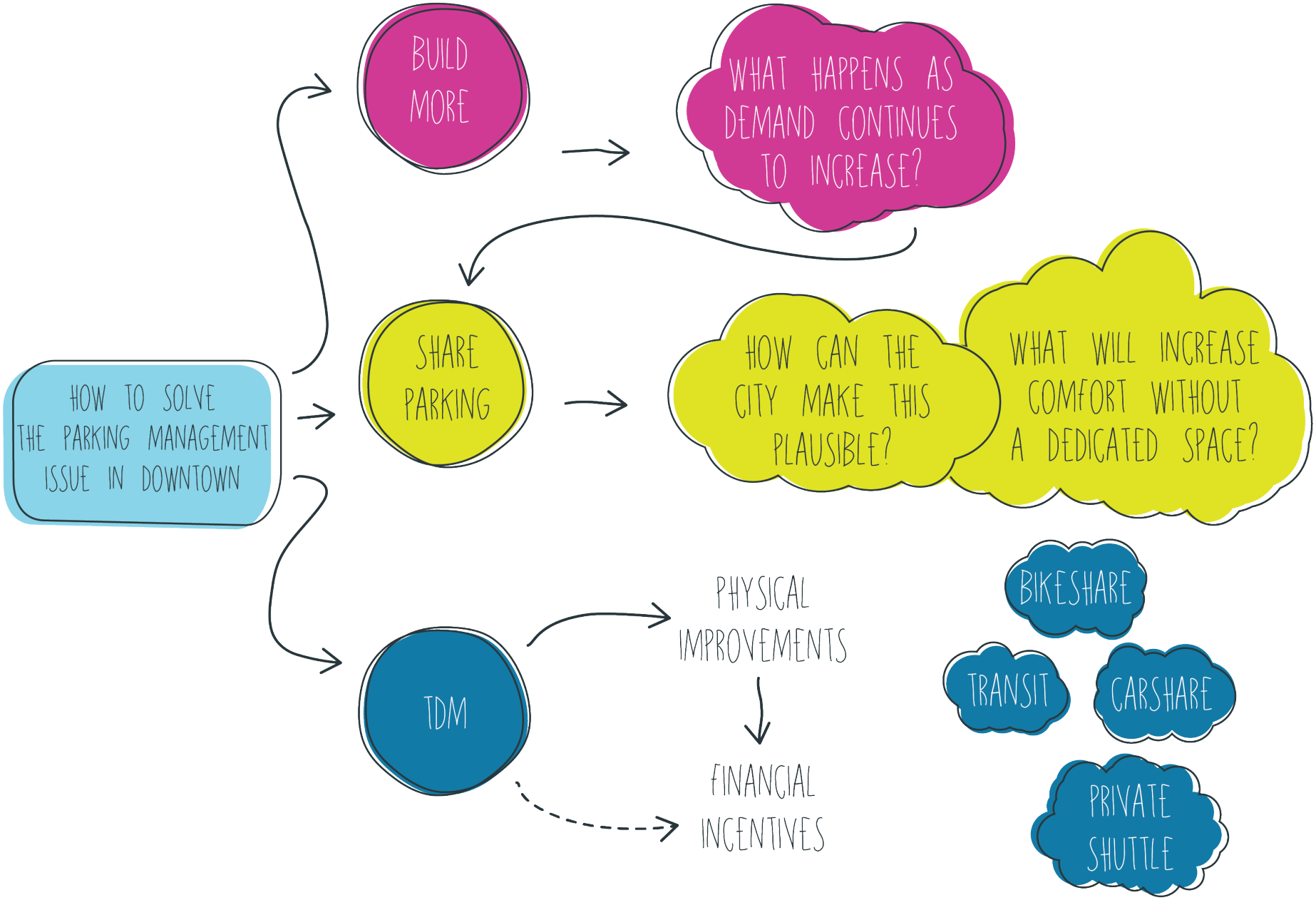


$30,000

Cost Per Passenger



$5,000


HOW TO SOLVE THE PARKING MANAGEMENT ISSUE IN DOWNTOWN
BUILD MORE
WHAT HAPPENS AS DEMAND CONTINUES TO INCREASE?
SHARE PARKING
HOW CAN THE CITY MAKE THIS PLAUSIBLE?
WHAT WILL INCREASE COMFORT WITHOUT A DEDICATED SPACE?
TDM
PHYSICAL IMPROVEMENTS
FINANCIAL INCENTIVES
BIKESHARE
TRANSIT
CARSHARE
PRIVATE SHUTTLE

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

Create an integrated **open space network** Downtown

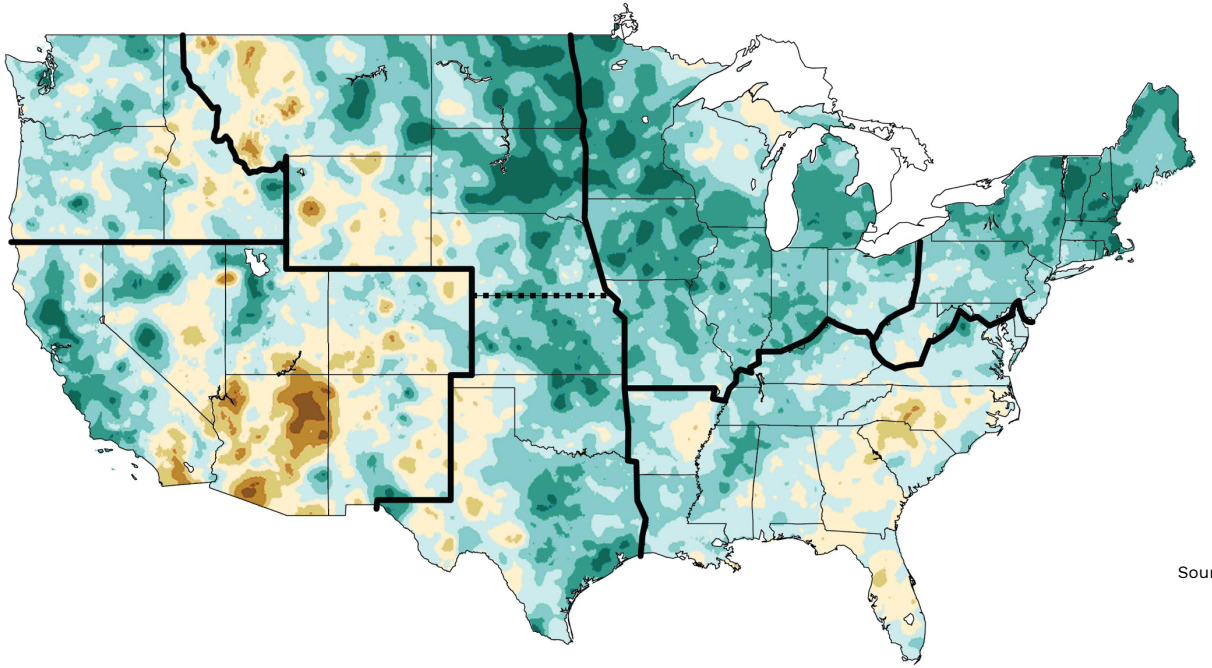
And focus not just on how the spaces look but how they function.

Create 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

PRECIPITATION CHANGE

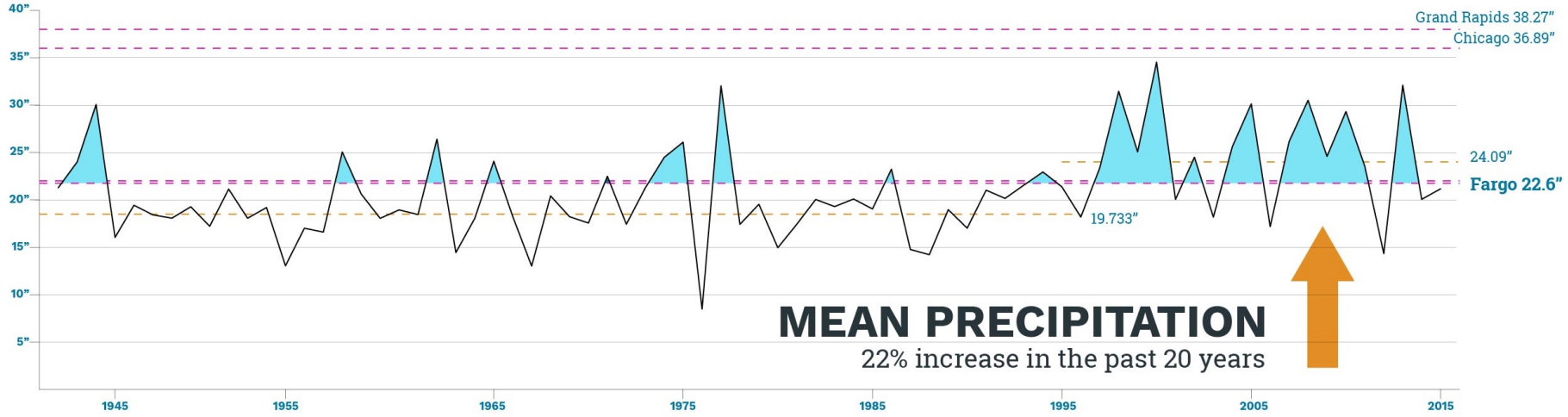


BETWEEN 1991 - 2012

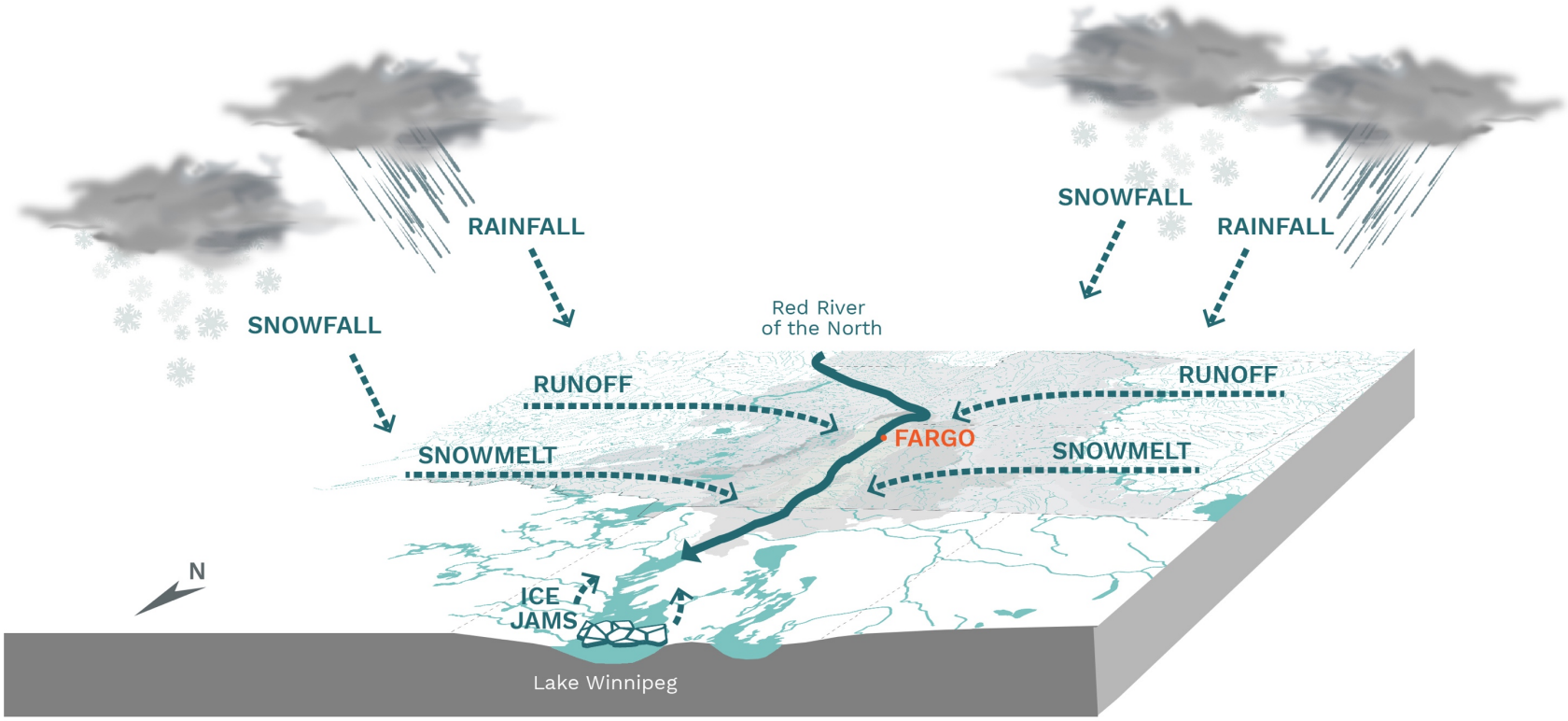
- > 15 %
- 10 TO 15
- 5 TO 10
- 0 TO 5
- -5 TO 0
- -15 TO -10
- -15 TO -10
- < -15

Source: http://earthobservatory.nasa.gov/IOTD/view.php?id=83624

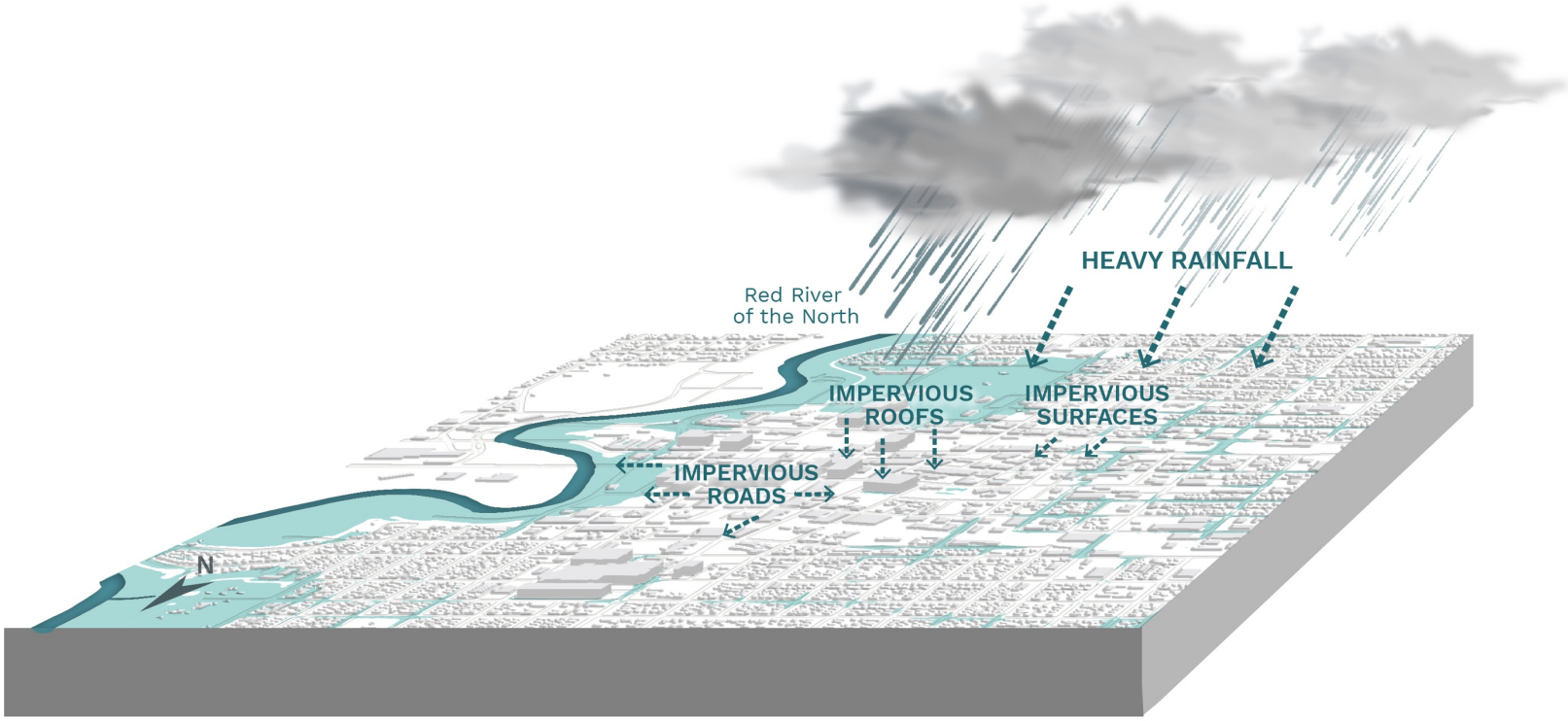
Total Yearly Precipitation



Regional Flooding

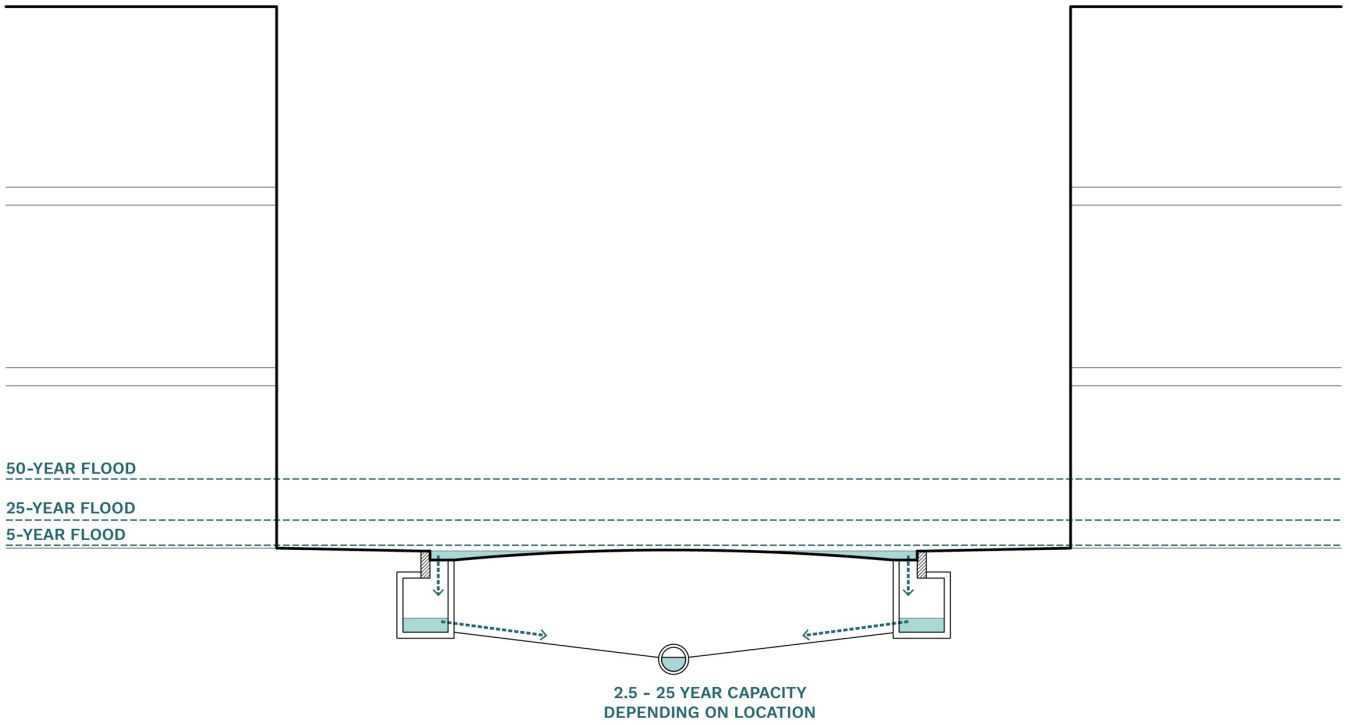


Localized Flooding



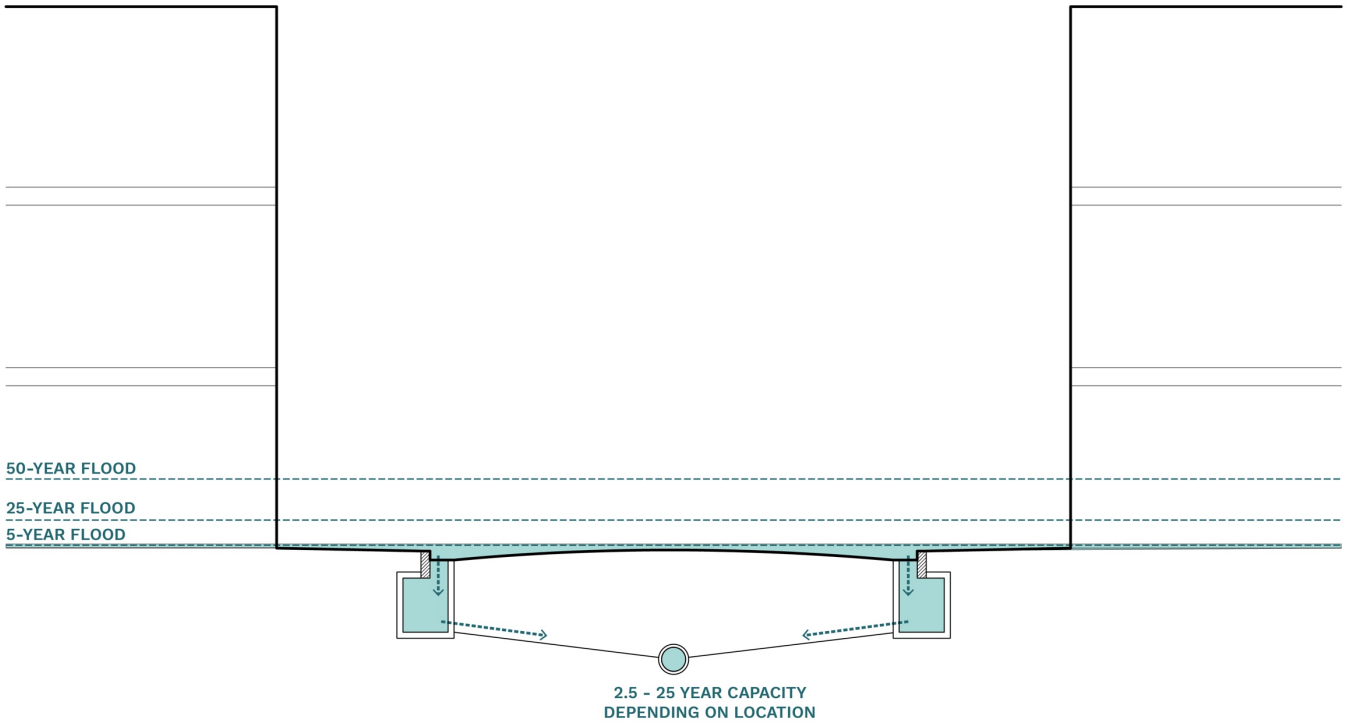
Street Flooding

2.5-Year Storm Event



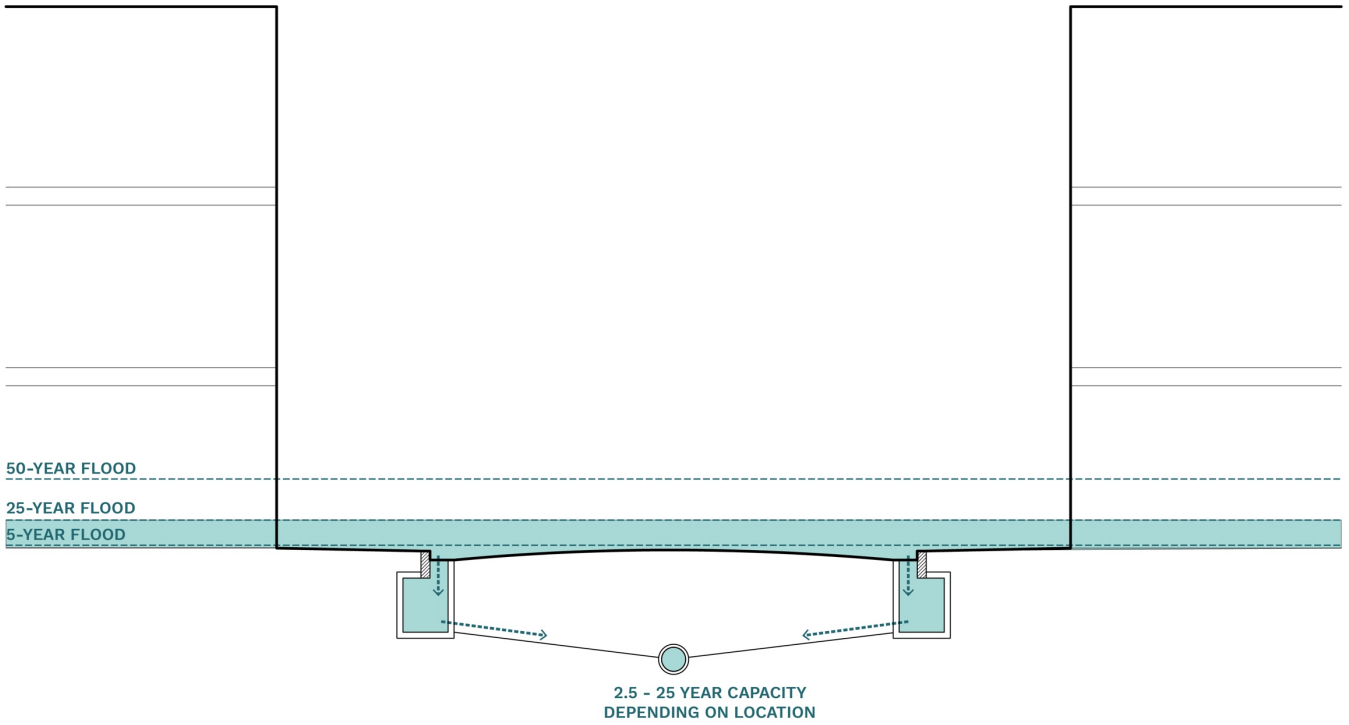
Street Flooding

5-Year Storm Event



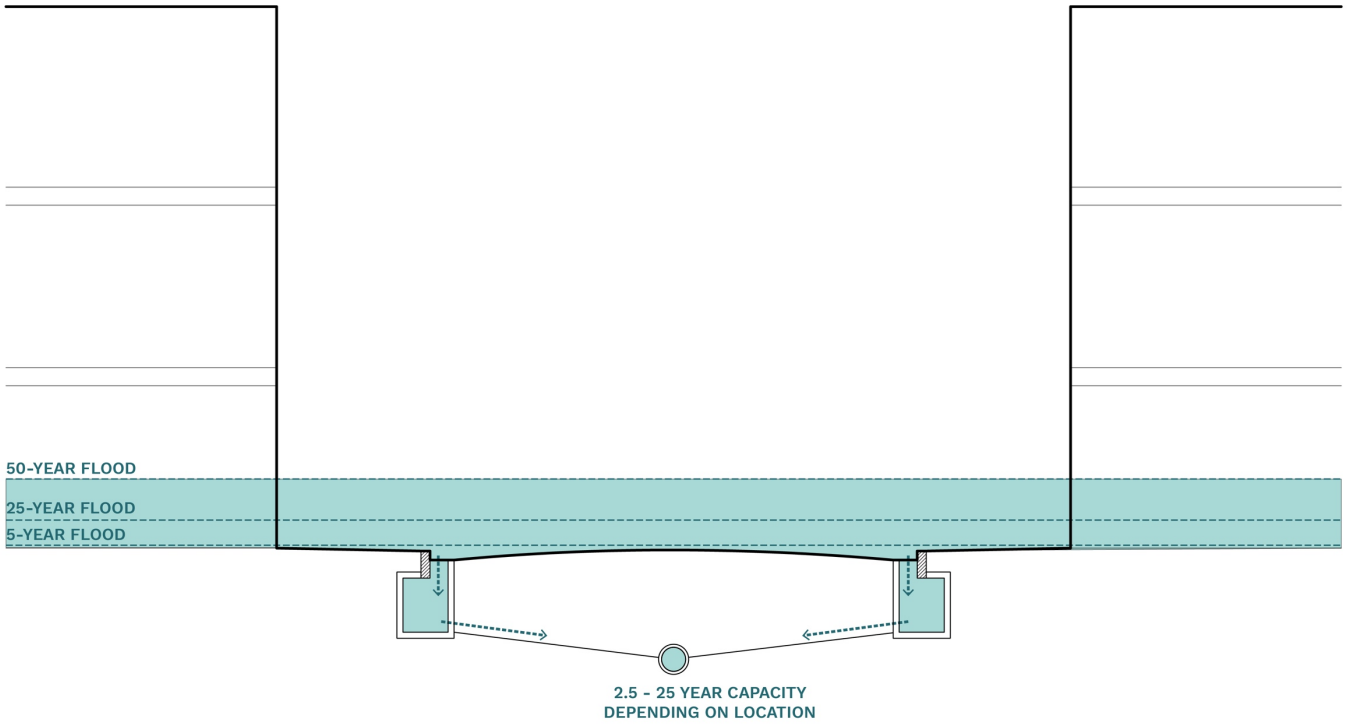
Street Flooding

25-Year Storm Event



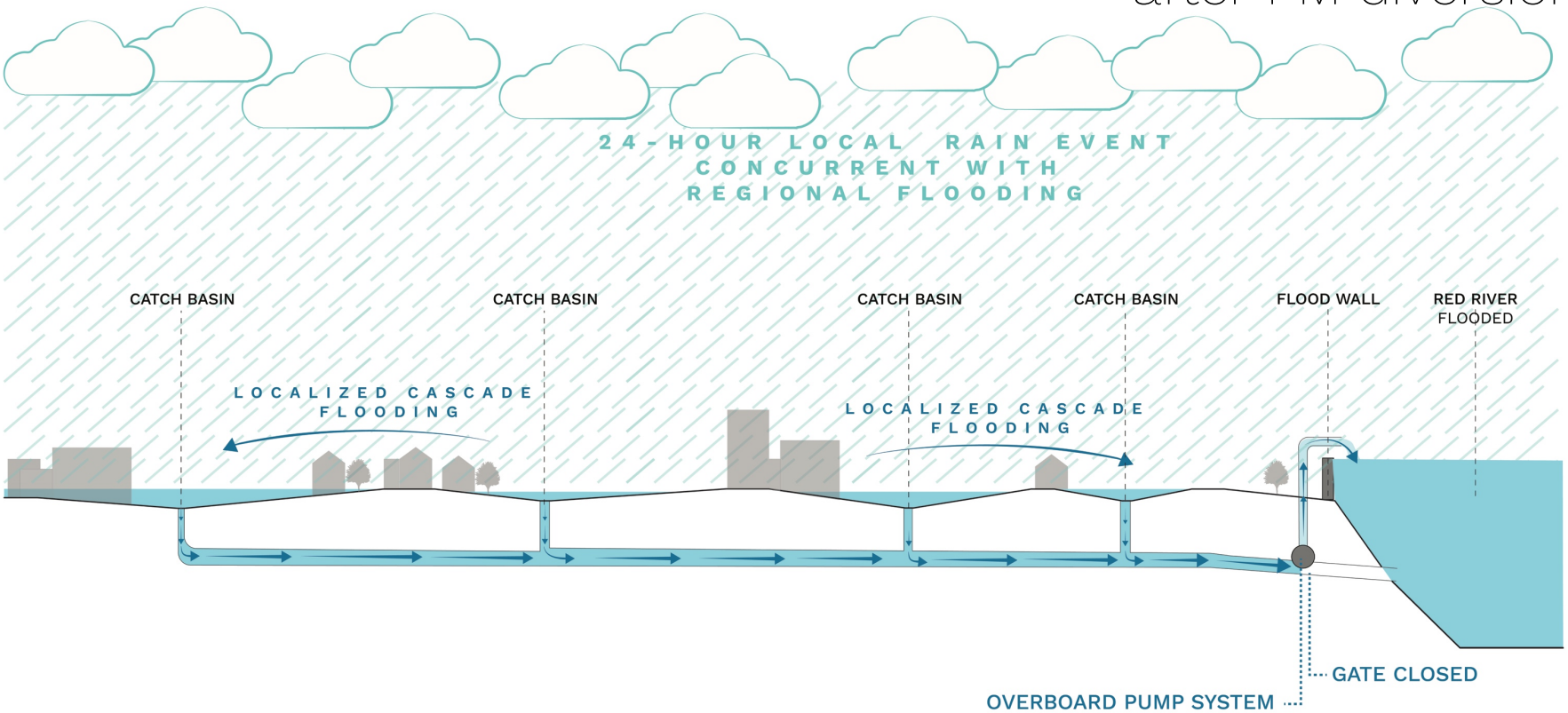
Street Flooding

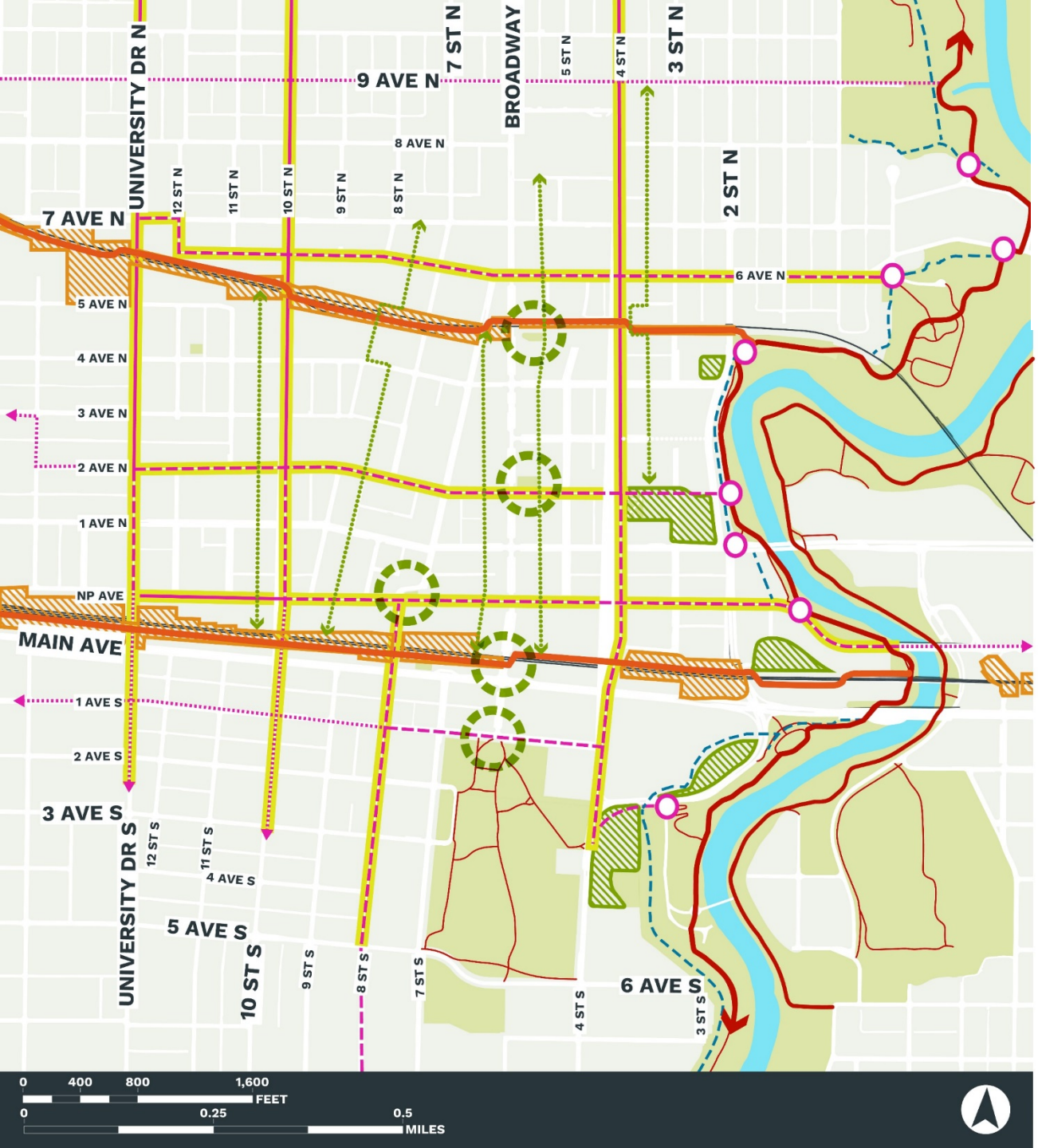
50-Year Storm Event



Localized & Regional Flooding

after FM diversion



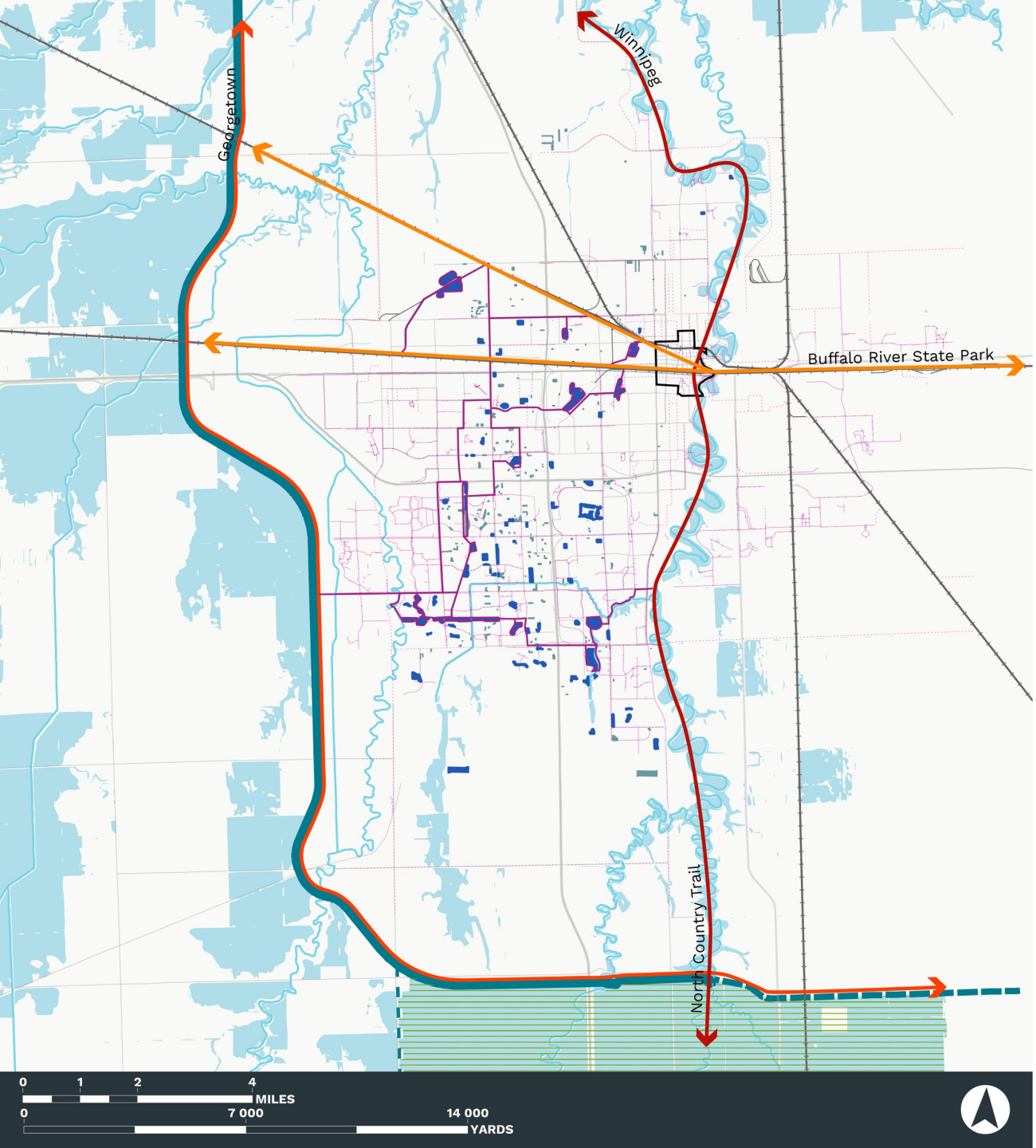


A **Downtown open space network** could stitch together alleys, small parks, new plazas and the River while helping to retain rainwater before it rushes into existing pipes.

Potential Open Space Network

Source: BLD

- URBAN GREENWAY
- GREENWAY INFRASTRUCTURE SITE
- PROPOSED OPEN SPACE
- ALLEYWAYS
- GREEN STREETS
- BIKE INFRASTRUCTURE
- RIVERFRONT ACCESS
- FLOODWALL
- EXISTING OPEN SPACE
- EXISTING TRAIL

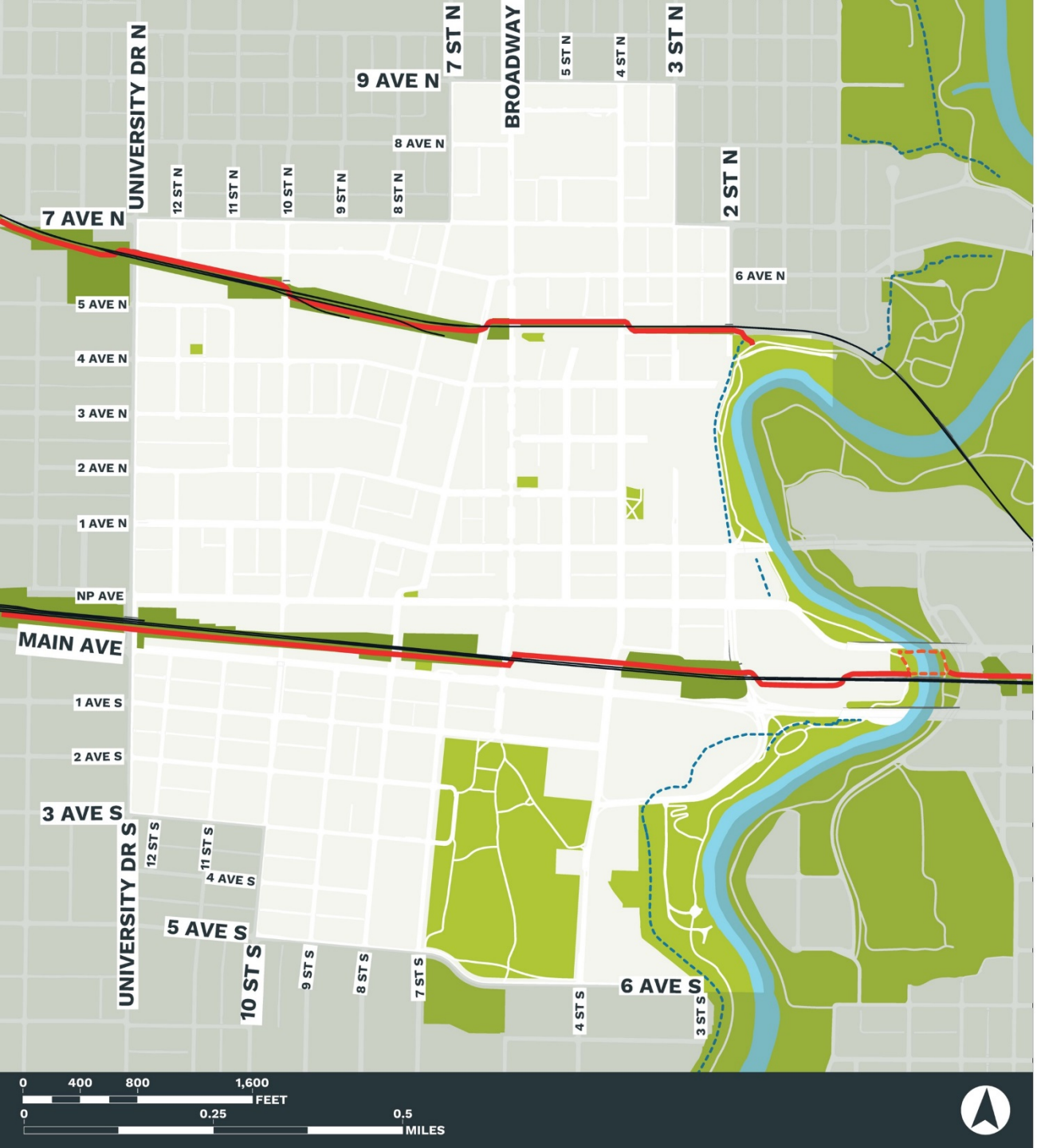


Create a multi-use trail on both sides of the River and connect to regional trails created with the Diversion

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

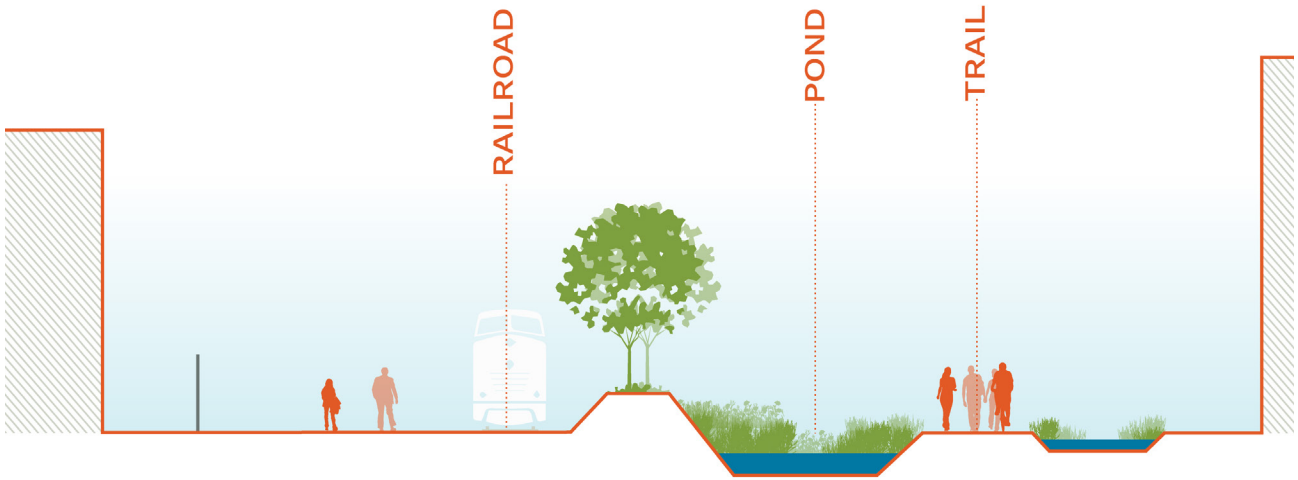


To connect to a regional trail system, we need to create greenspace. There are opportunities adjacent to the rail lines to do this.

Urban Greenway

Source: BLD

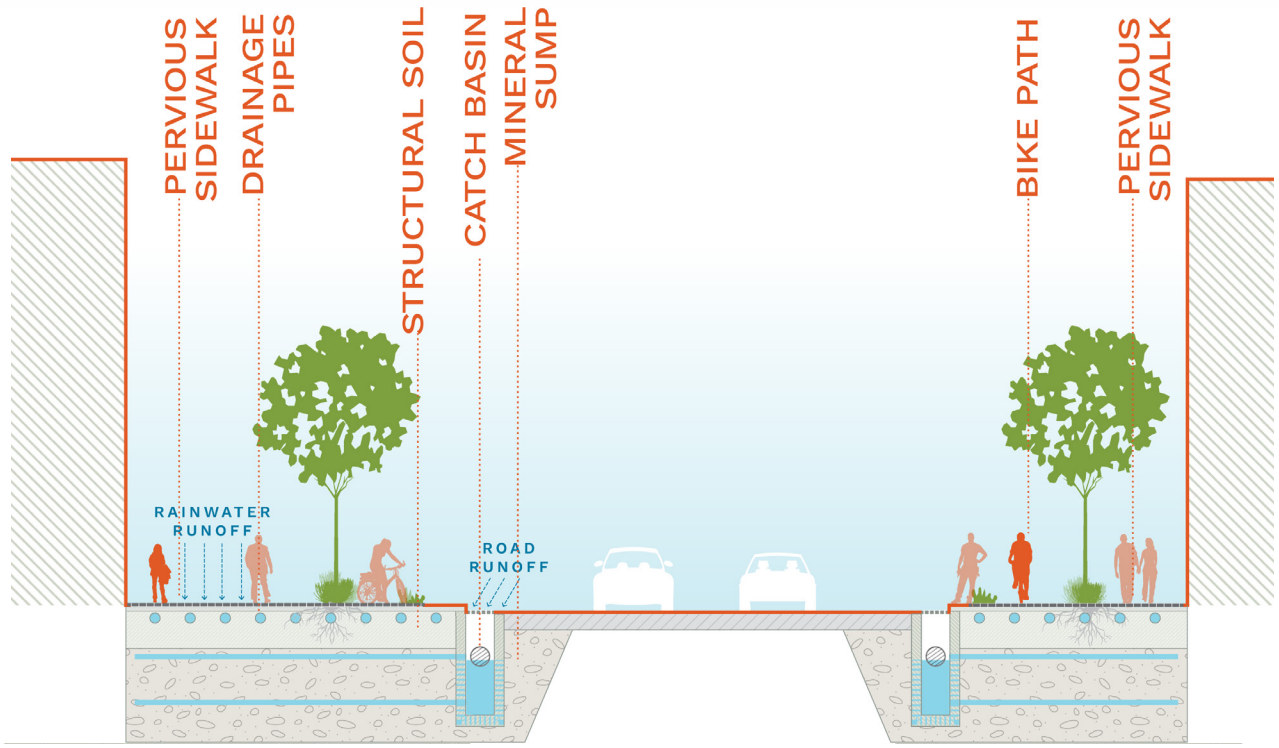
- RAILROAD
- GREENWAY TRAIL
- PROPOSED CONNECTION
- OPPORTUNITY CORRIDOR



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

Urban Greenway

RAIL-SIDE TRAIL
+DETENTION/RETENTION PONDS



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

Become a model for **inclusive growth and development**.

Downtown is a place that should be welcoming to all.

communal
opportunity
evolving
extraordinary
infill
exclusive
alive
safe
bustling
exciting
social events
strong
more retail
place for all
renovated
attraction
example
historic
sophisticated
world class
leader
diverse
dense
populated
fantastic
thriving
affordable
bright
sensible
number one
inclusive
extended
engaging
cooler
entrepreneur
more vibe
greenspace
TOMORROW
eclectic
dynamic
magical
bicycle friendly
sustainable
vibrant
progressive
destination
better
artful
spreading
growing
useful
leading
walkable
magnetic
accessible
photogenic
unique
welcoming
nice
exceptional
gentrified
green
cosmopolitan
family friendly
comfortable
congested
bigger
home
friendly
better publicized

I CAME FOR THE (OIL) WORK AND STAYED BECAUSE I LOVE IT HERE. GOOD JOB SERVICES, MEDICAL SERVICES, HUMAN CONNECTION WITH PROVIDERS... I CAN WALK OR BIKE TO MEET ALL MY NEEDS WITHIN A 2-MILE RADIUS.

Education and outreach: Expand Homelessness 101 trainings for businesses, residents, and students, 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

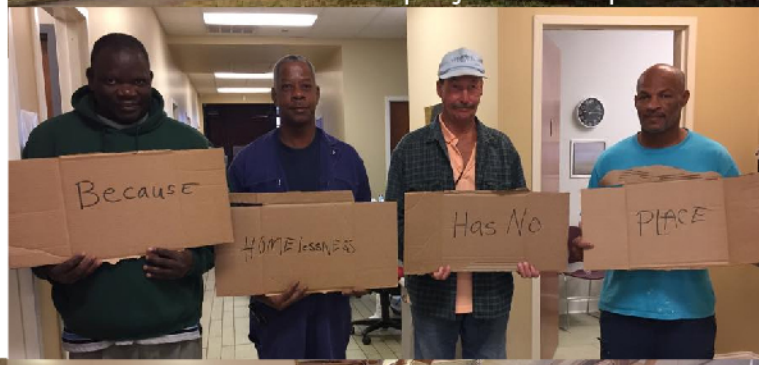
Help create pathways to work: Connect those who are able to work with job training and transit options that bring available jobs within reach

Make space for the most vulnerable, 24 hours a **DAY** with a day center close to other services

PRECEDENT

DAYBREAK: DAY/RESOURCE CENTER
MACON, GA

a project of Depaul USA



* Critical services all in one place
* 6,000SF former warehouse at edge of central business district
* OFFERS: showers, laundry, health care, education, counseling/referrals, job connection assistance, internet, telephones, shade, rest, a sense of community, and a safe space to simply be.

ALSO SUGGESTED

* Water fountains
* Large coin-operated lockers

We'll need some flexible and sustainable financing options to realize these ideas.

Add tools to provide additional financial capacity to support a range of housing options

STATE/LOCAL

* Renaissance Zones

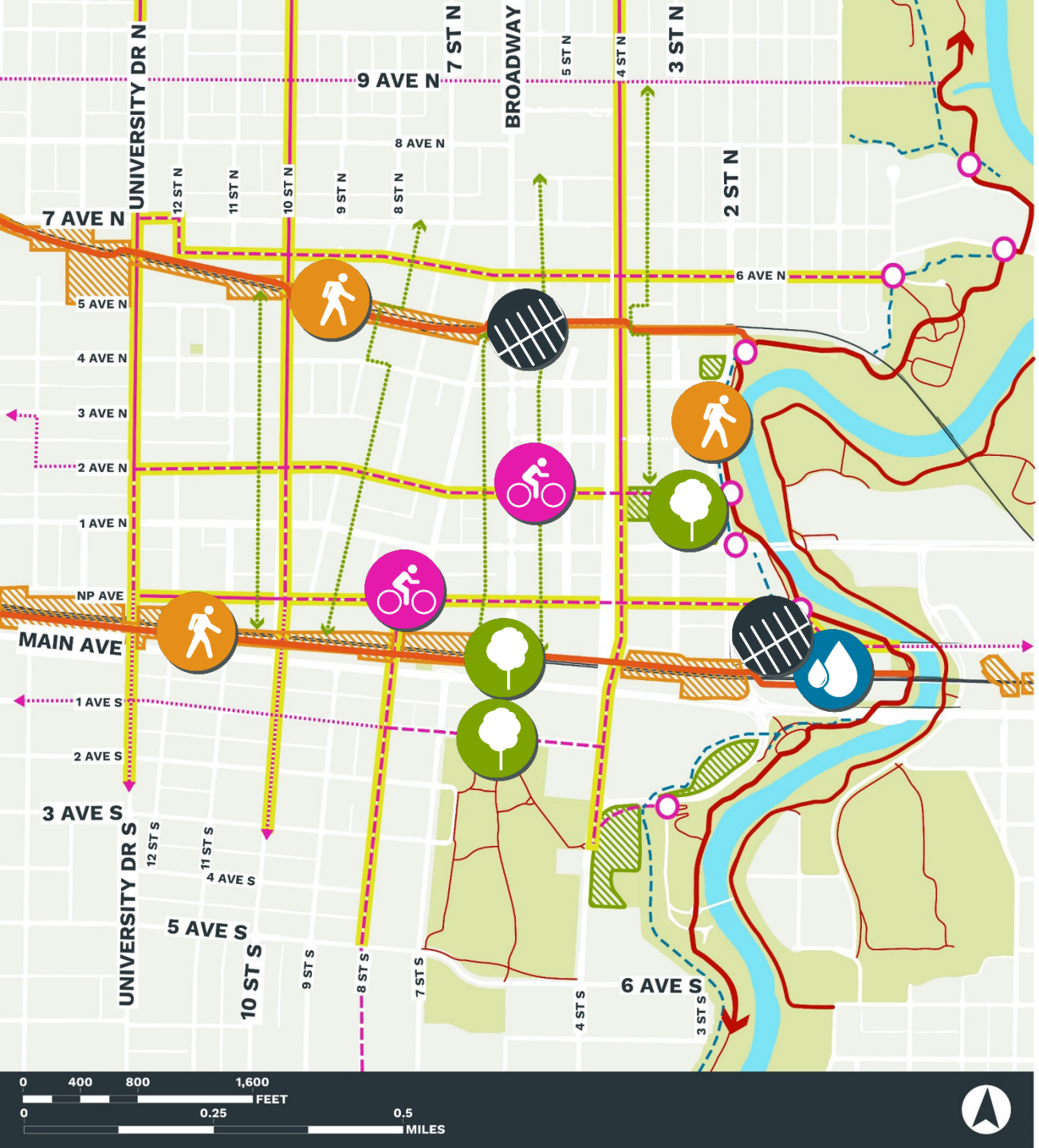
LOCAL

* TIF
* Property tax exemption / PILOT
* Remodeling exemption
* Housing rehab fund

+

SUGGESTED

* District TIF/Specials approach for Downtown infrastructure
* Return scattered site TIF program for residential
* Remodeling exemption modification
* Capitalize development fund
* Link TIF/PILOT to Downtown development goals
* Employer-assisted housing



Downtown TIF district for projects that increase value across the expanded area by being part of a connected network e.g. green spaces, trails, bike lanes, parking

Would focus on new networked infrastructure rather than roads or water/sewer since those networks have already been established and the value created

Would be designed to support ongoing maintenance through the assessment process

Downtown TIF District

FARGO
FARGO
DOWNTOWN INFOCUS 1/28
FROSTIVAL FARGOINFOCUS.OR
NO PARKING
DROP
THANK YOU!