

**DOWNTOWN**

INFOCUS

A BLUEPRINT FOR FARGO'S CORE



Welcome!

# PUBLIC MEETING!



May 23rd  
**FARGO THEATRE**  
**314 BROADWAY N**  
**5:30 PM - 7:00 PM**

your chance to review what the future of Downtown could be...

# DOWNTOWN INFOCUS

A BLUEPRINT FOR FARGO'S CORE

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!**

ONLINE @

[www.fargoinfofocus.org](http://www.fargoinfofocus.org)



Here is where we are “focused.” 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**



# Purpose of the plan

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



Fargo evolved into a bustling city; here it is in 1909



N. D. AVE. LOOKING WEST, FARGO, N. DAK.

PHOTO COPYRIGHTED 1909 BY W. D. OLSON

Downtown Fargo, 1935 – about 30,000 people and growing –  
this fueled Downtown businesses



Broadway Looking No. Fargo, N. D. 199

©  
Thos. Pearson  
Mo. Map

THANKS to the 280 PEOPLE

who joined us in October



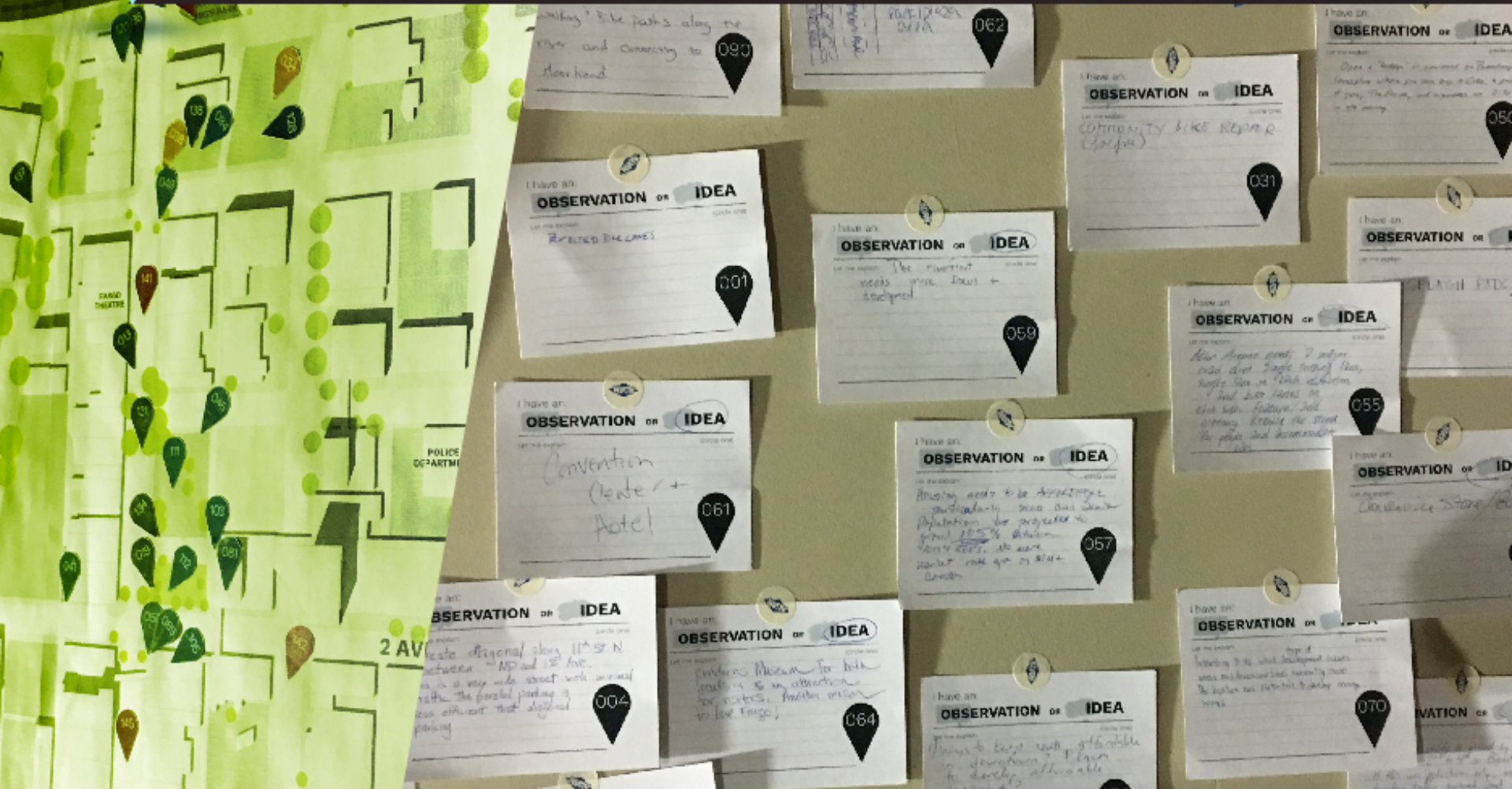
**OPEN HOUSE No. 1**

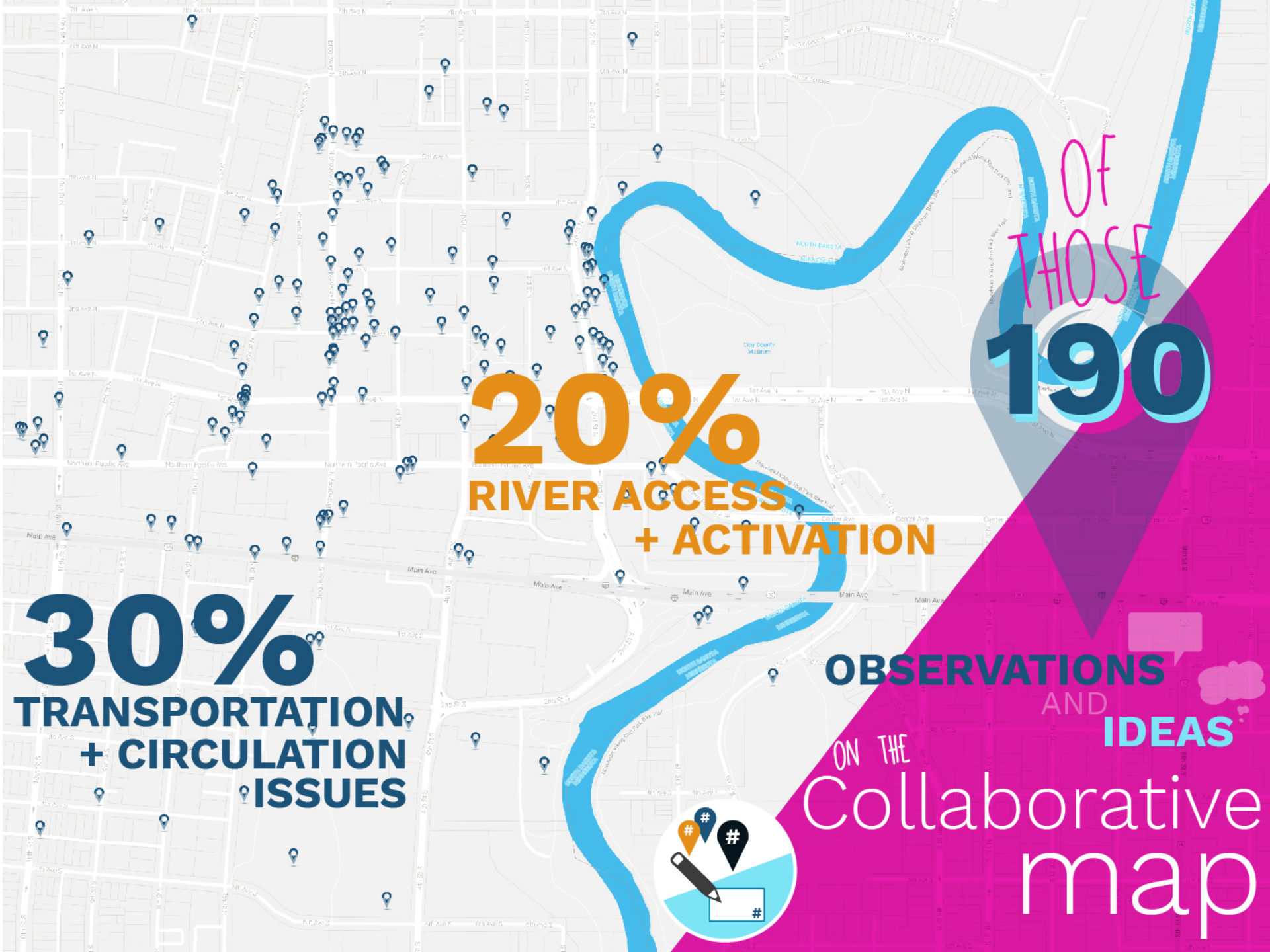
at The Historic Union, 1026 NP Ave





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





OF THOSE  
190

20%  
RIVER ACCESS  
+ ACTIVATION

30%  
TRANSPORTATION  
+ CIRCULATION  
ISSUES

OBSERVATIONS  
AND  
IDEAS  
ON THE  
Collaborative  
map



What if?

to focus different types of development. Take a strip of students and...



# you wrote us postcards from the FUTURE



VISION STATEMENTS IN YOUR OWN WORDS



**DOWNTOWN FARGO IS** a family-friendly destination, full of variety and welcoming to all.

We **celebrate the diversity** of our Downtown residents and businesses, and we **cultivate creativity and the arts** as part of the day-to-day Downtown experience. New local jobs make Downtown a **magnet for innovators** and a **place where great ideas are demonstrated**.

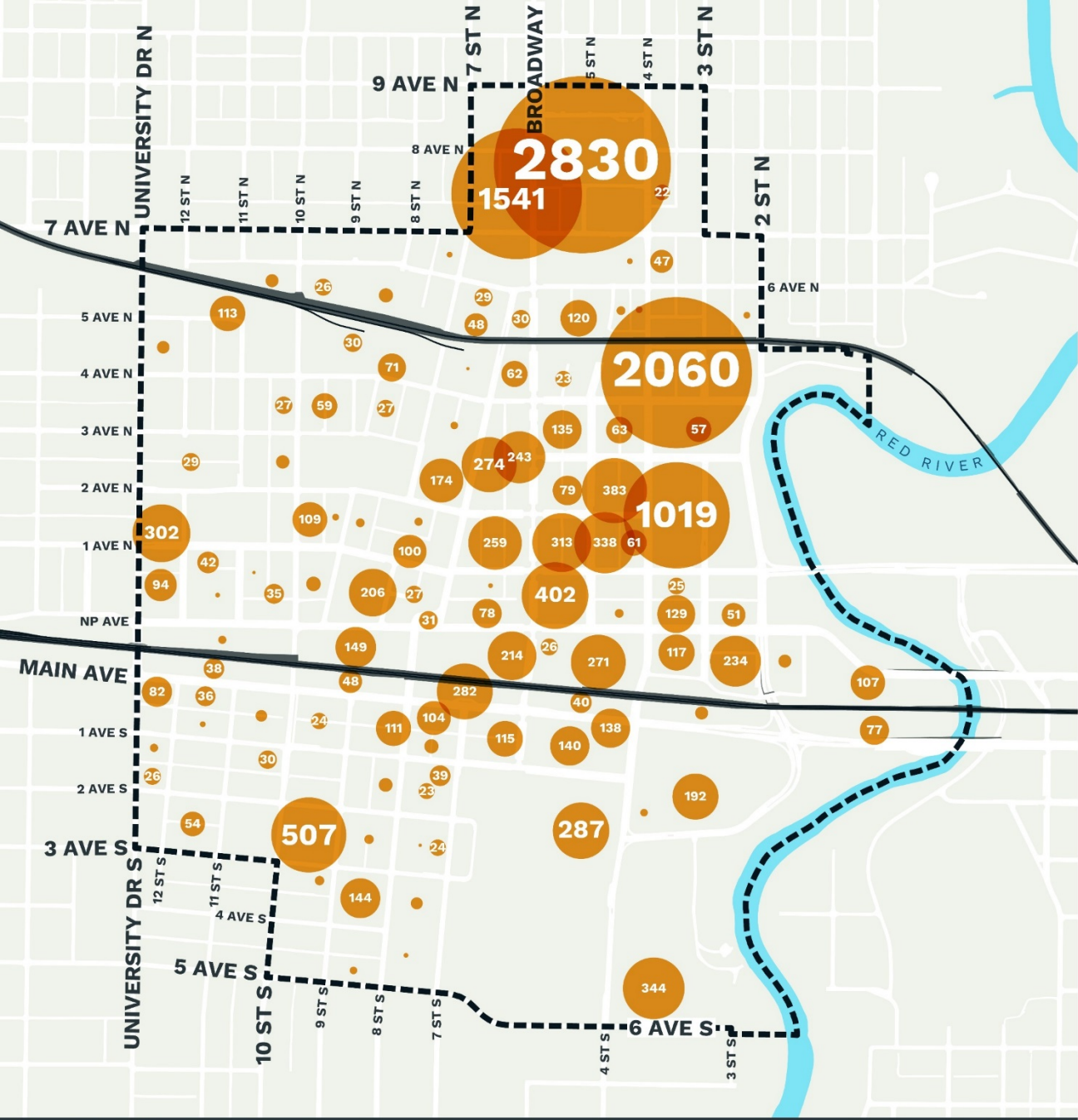
Our streets are **walkable** and **vibrant, rich with color and texture** and **designed for a sustainable future**. New multi-use **trails connect Downtown to the Red River** and beyond.

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, a must-see of the Midwest**.

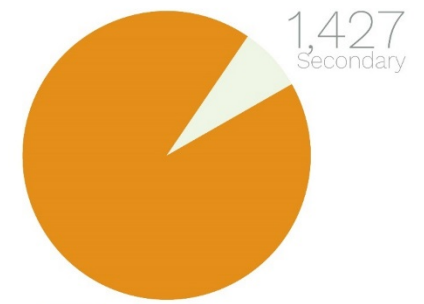
Grow Downtown  
Fargo as a  
**neighborhood,  
destination and  
jobs center**

Downtown needs growth but balance.



Almost 18,000 jobs are located Downtown –

**17,945 TOTAL JOBS**

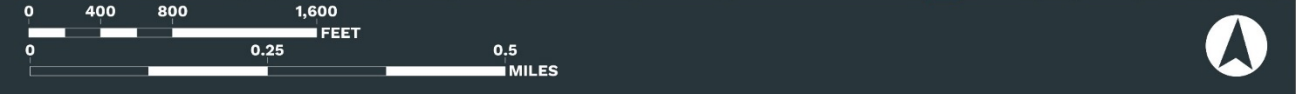


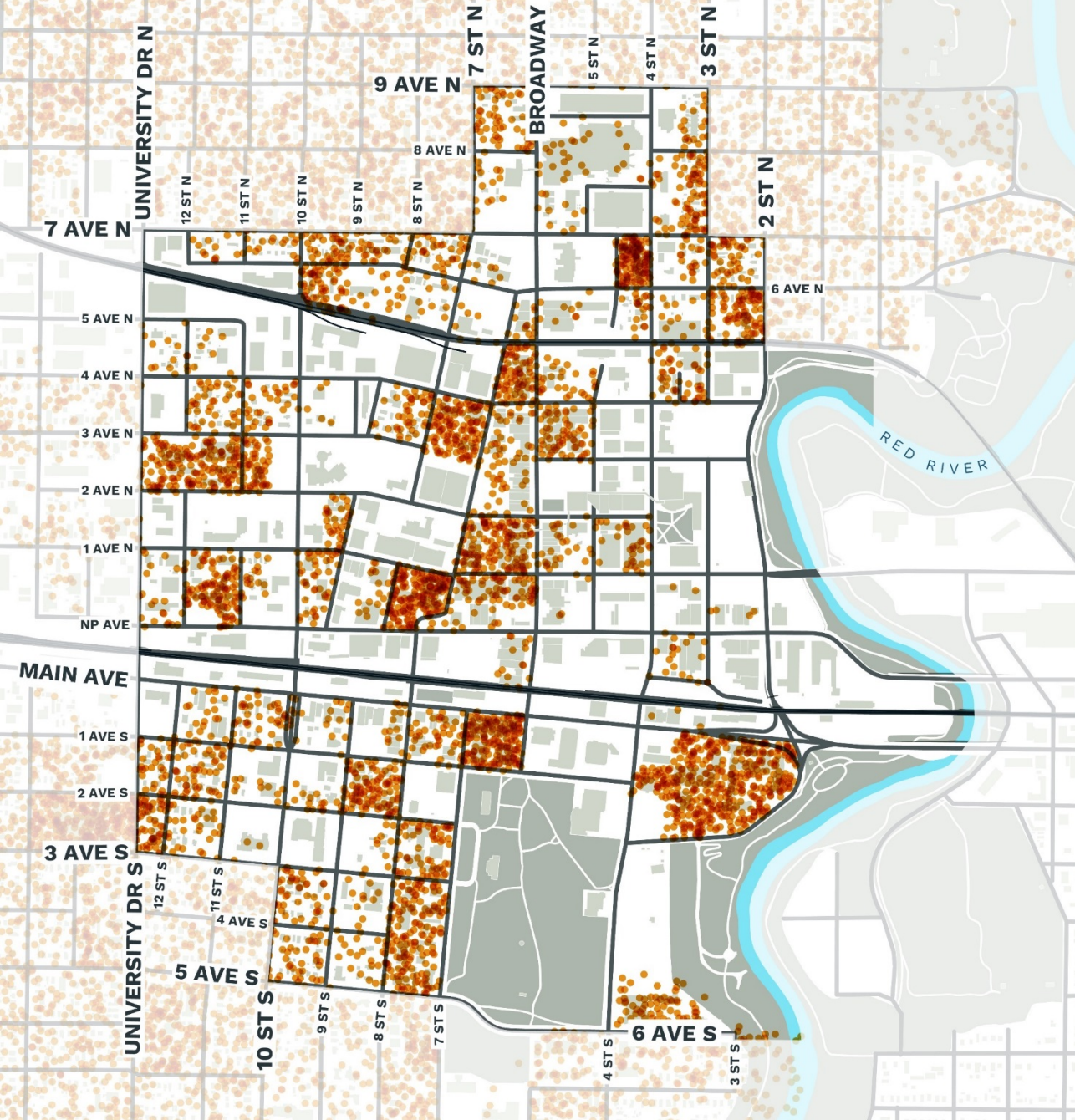
**16,518**  
Primary

Primary Job Locations by Block, 2014

Source: Ninigret Partners, [onthemap.ces.census.gov/](http://onthemap.ces.census.gov/)

**[Dashed Box Icon] DOWNTOWN FOCUS AREA**





Downtown's population is growing but scattered.

# Population, 2010

Source: US CENSUS SUMMARY FILE 1, BLOCK DATA

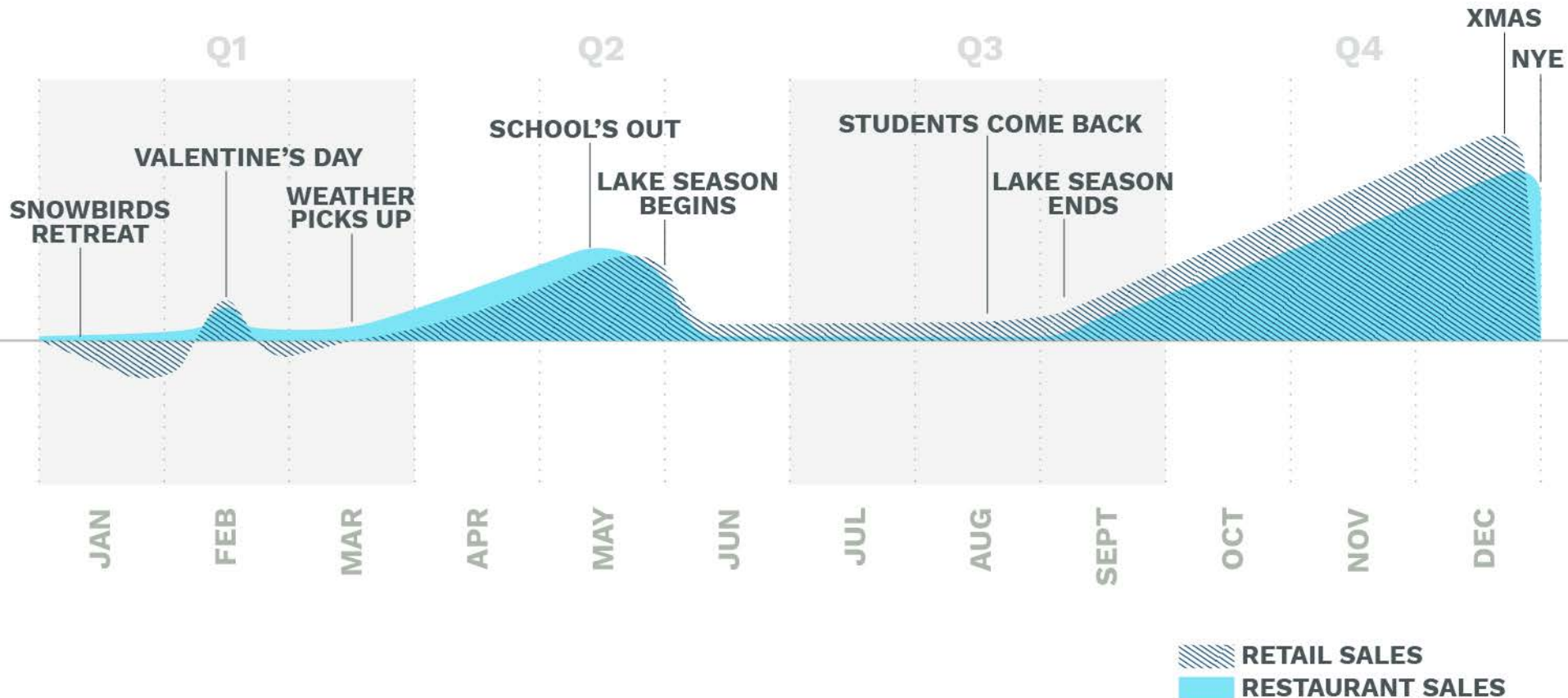
● ONE DOT = ONE PERSON

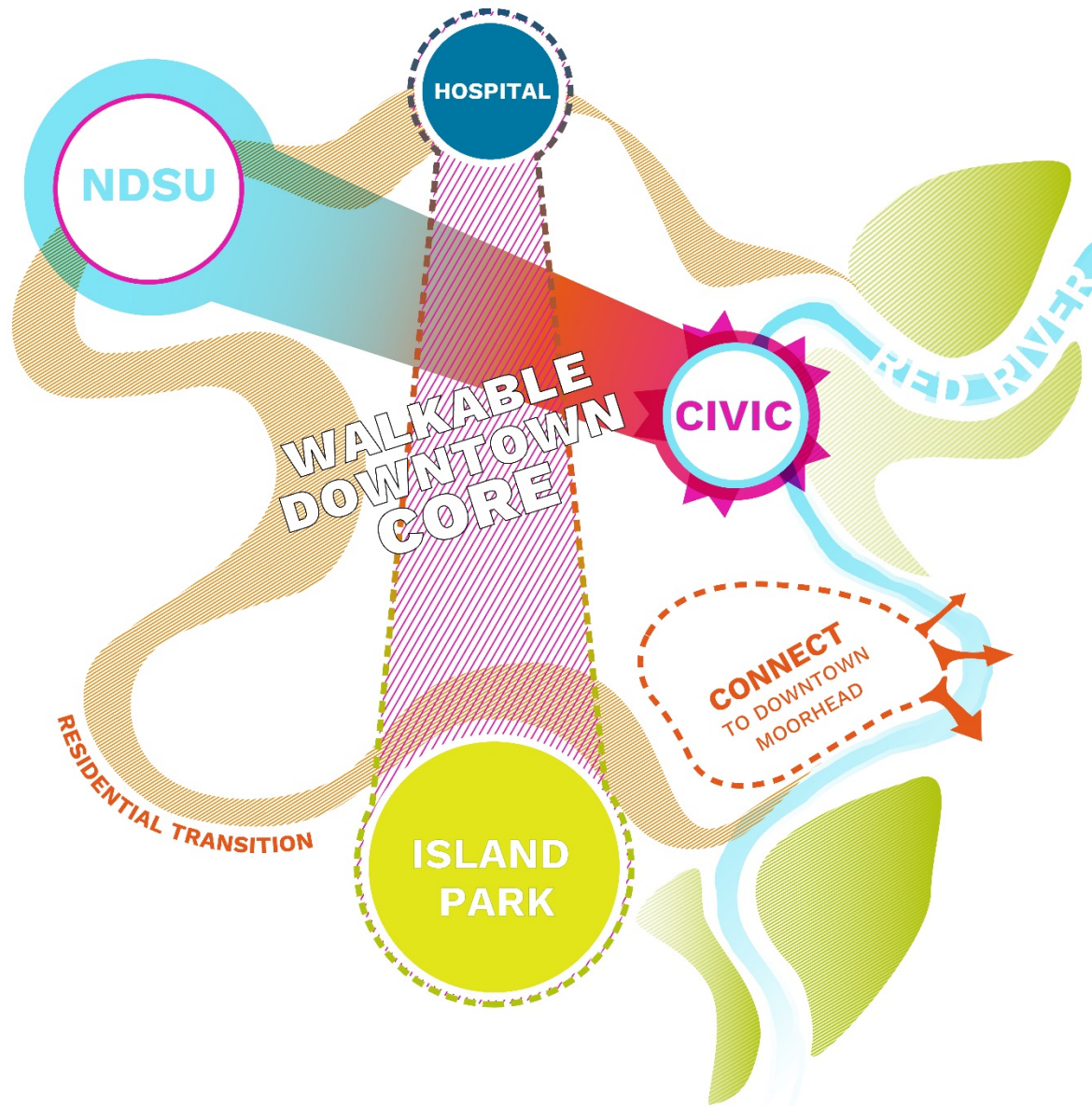




But Downtown retail struggles,  
particularly during some long stretches  
Synthesis of interviews and credit card data

## SEASONALITY OF SALES

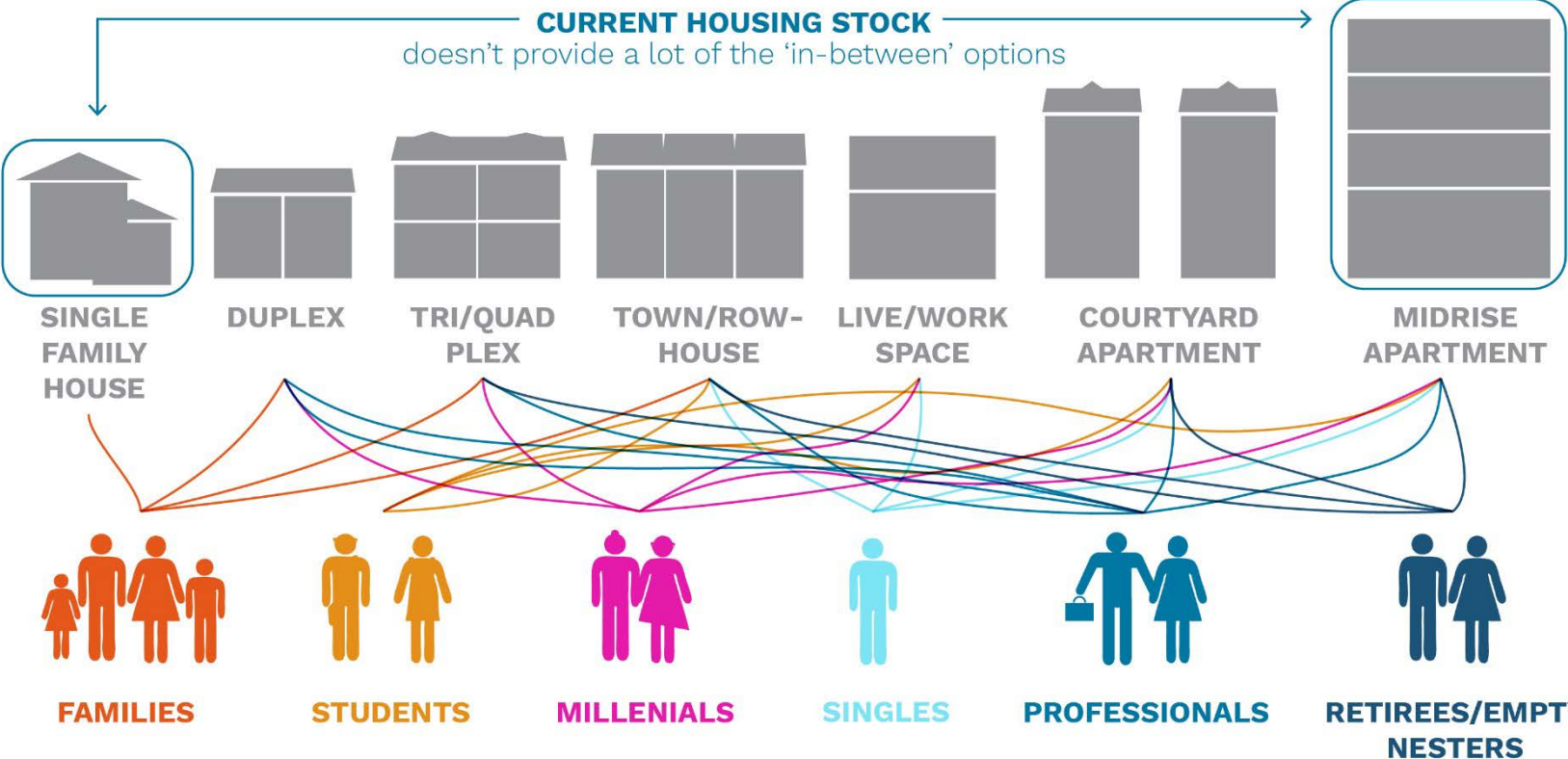




## KEY PRINCIPLES:

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

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

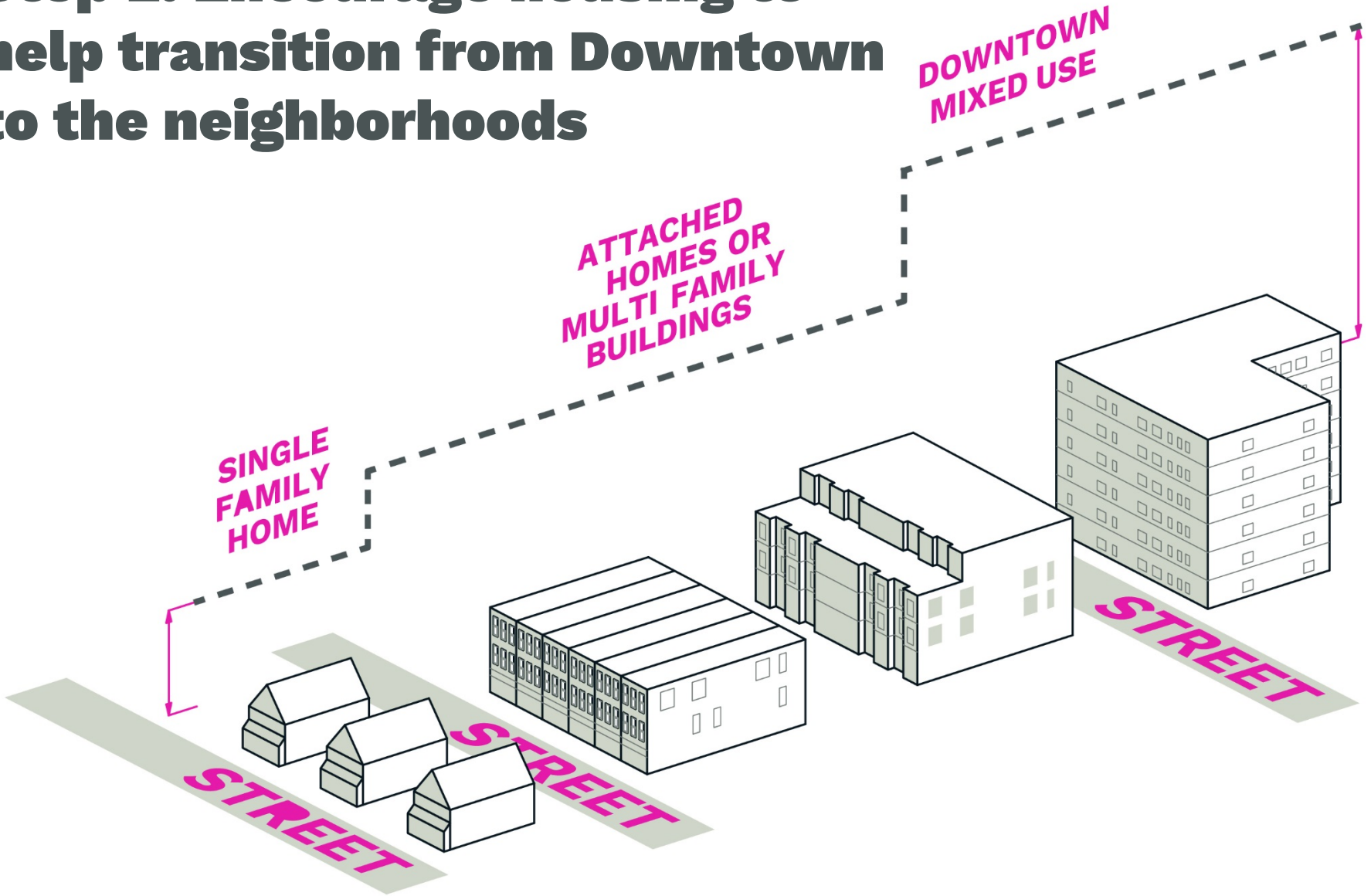




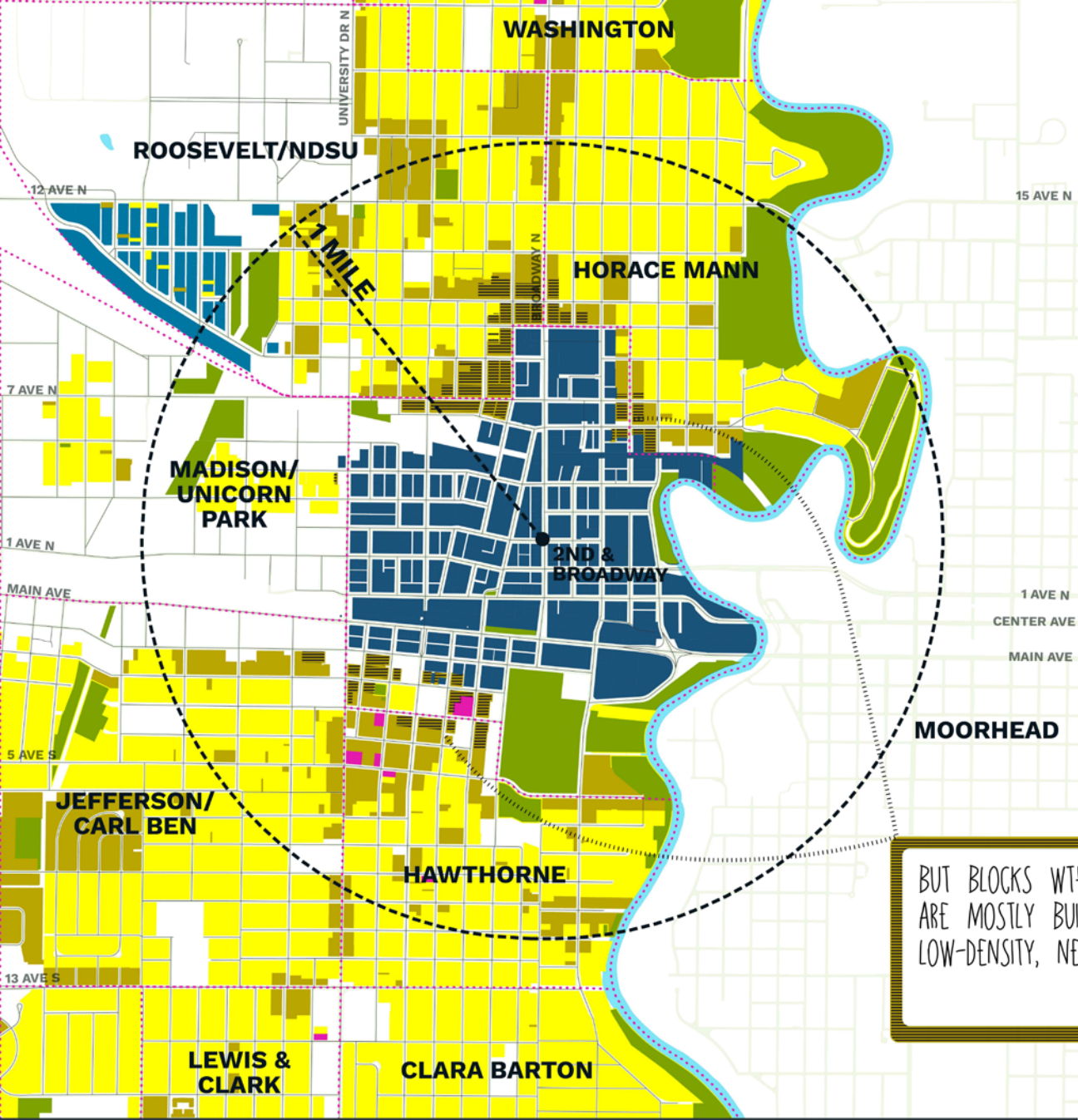
## Step 1: Preserve single family housing in the near neighborhoods

- **Expand of Gate City / NRI Initiative** - property assessed rehab approach taking present exemption concept and providing the option of linking it to creating a 10 year payback through an assessment
- **Bring back the scattered-site TIF** with the potential to put acquired housing into a type of housing trust to preserve future affordability
- Work with interested employers to **pilot an employee housing assistance program**

# Step 2: Encourage housing to help transition from Downtown to the neighborhoods



**Stepping Down from Downtown to Near Neighborhoods** -- height requirements or setbacks adjacent to single-family homes



How can we ease the transition from Downtown to near neighborhoods?

Source: Interface Studio

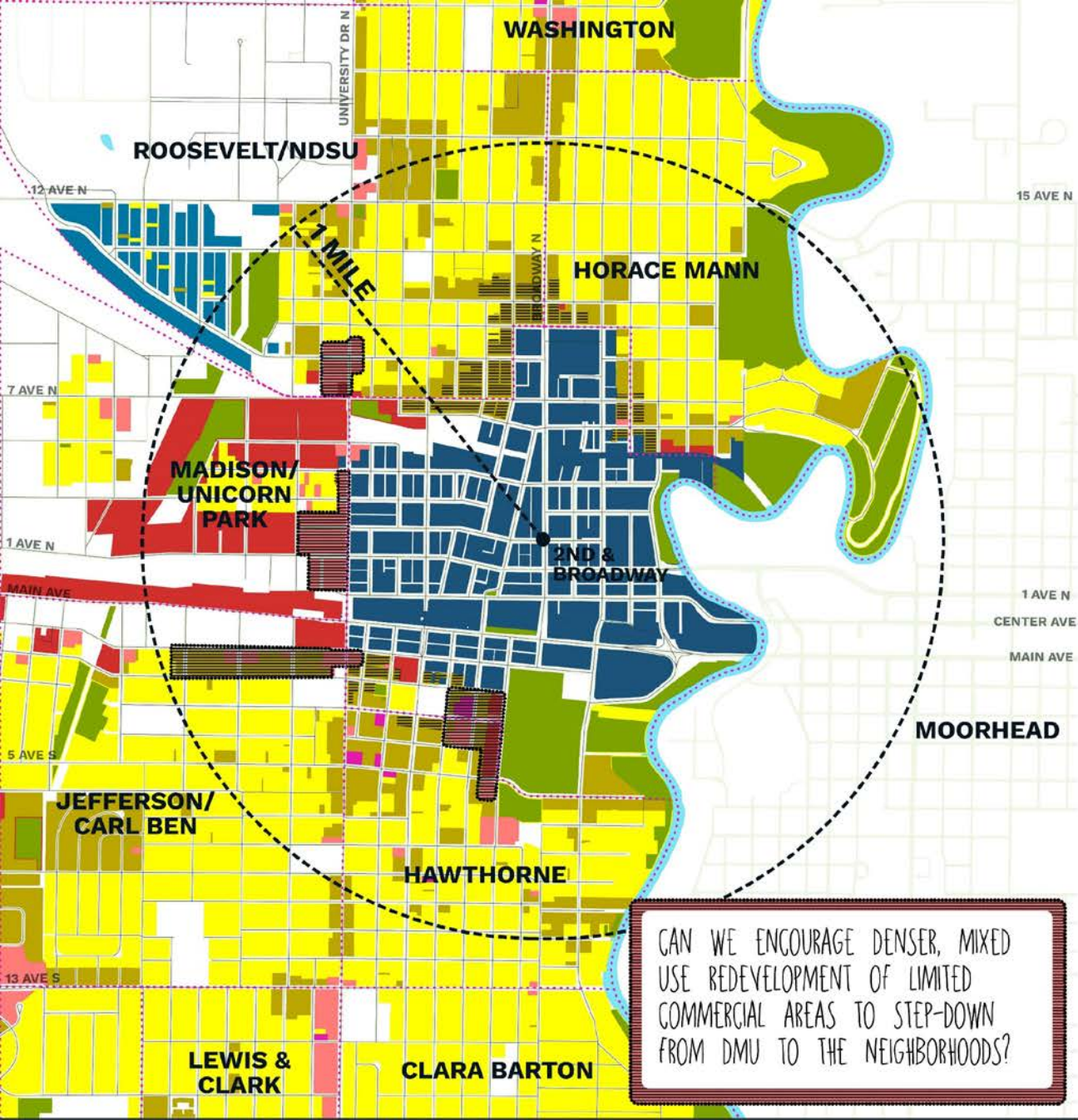
**ZONING PERMITS RESIDENTIAL**

- DOWNTOWN MIXED USE (DMU)**
- UNIVERSITY MIXED USE (UMU)**
- SINGLE DWELLINGS (SR 1-4)**
- MULTIPLE DWELLINGS (MR 1-3)**
- NEIGH. COMMERCIAL (NC/NO)**
- DENSITY BONUS WITHIN 600' of DMU in MR3**

BUT BLOCKS WITH THE DENSITY BONUS ARE MOSTLY BUILT OUT WITH STABLE, LOW-DENSITY, NEIGHBORHOOD FABRIC...



**NEIGHBORHOOD BOUNDARY**



How can we ease the transition from Downtown to near neighborhoods?

Source: Interface Studio

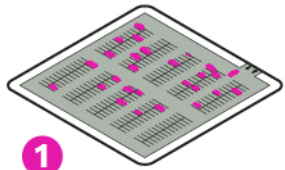
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  - MULTIPLE DWELLINGS (MR 1-3)**
  - NEIGH. COMMERCIAL (NC/NO)**
  - DENSITY BONUS WITHIN 600' of DMU in MR3**
- RESIDENTIAL AS CONDITIONAL USE**
- LIMITED COMMERCIAL (LC)**
  - GENERAL COMMERCIAL (GC)**
  - DENSER, MIXED USE, AS-OF-RIGHT TRANSITION ZONE**
- NEIGHBORHOOD BOUNDARY**

CAN WE ENCOURAGE DENSER, MIXED USE REDEVELOPMENT OF LIMITED COMMERCIAL AREAS TO STEP-DOWN FROM DMU TO THE NEIGHBORHOODS?



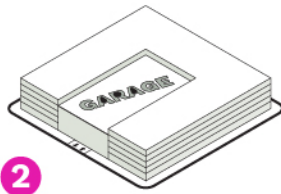
# Step 3: Continue to encourage and manage Downtown investment

There is a lot of flexibility in the existing Downtown zoning



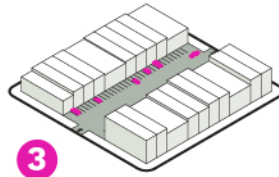
1

**240** parking spaces  
**0** sqft of Retail  
No alley



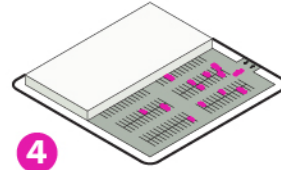
2

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



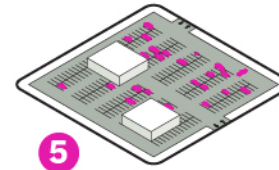
3

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



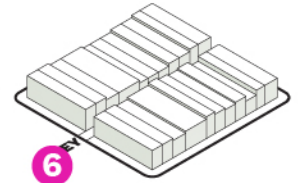
4

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



5

**224** parking spaces  
**~10,000** sqft of retail

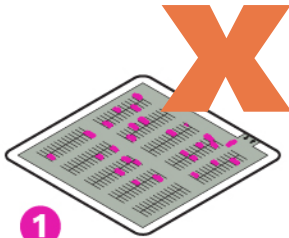


6

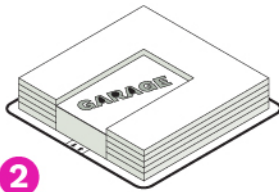
**0** parking spaces  
**~252,000** sqft of  
mixed use development  
2 alleys



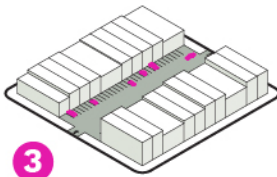
# Ideally, we shouldn't be allowing these types of development:



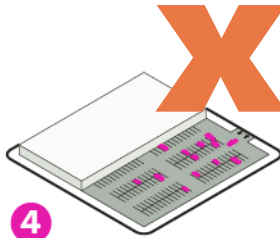
**1**  
240 parking spaces  
0 sqft of Retail  
No alley



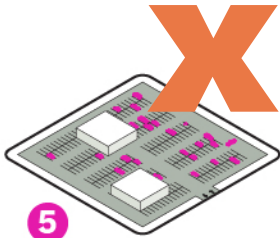
**2**  
360 parking spaces  
~340,000 sqft of retail  
No alley



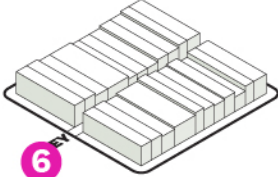
**3**  
64 parking spaces  
~156,000 sqft total of mixed use development  
1 alley



**4**  
120 parking spaces  
~45,000 sqft of mixed use development  
No alley

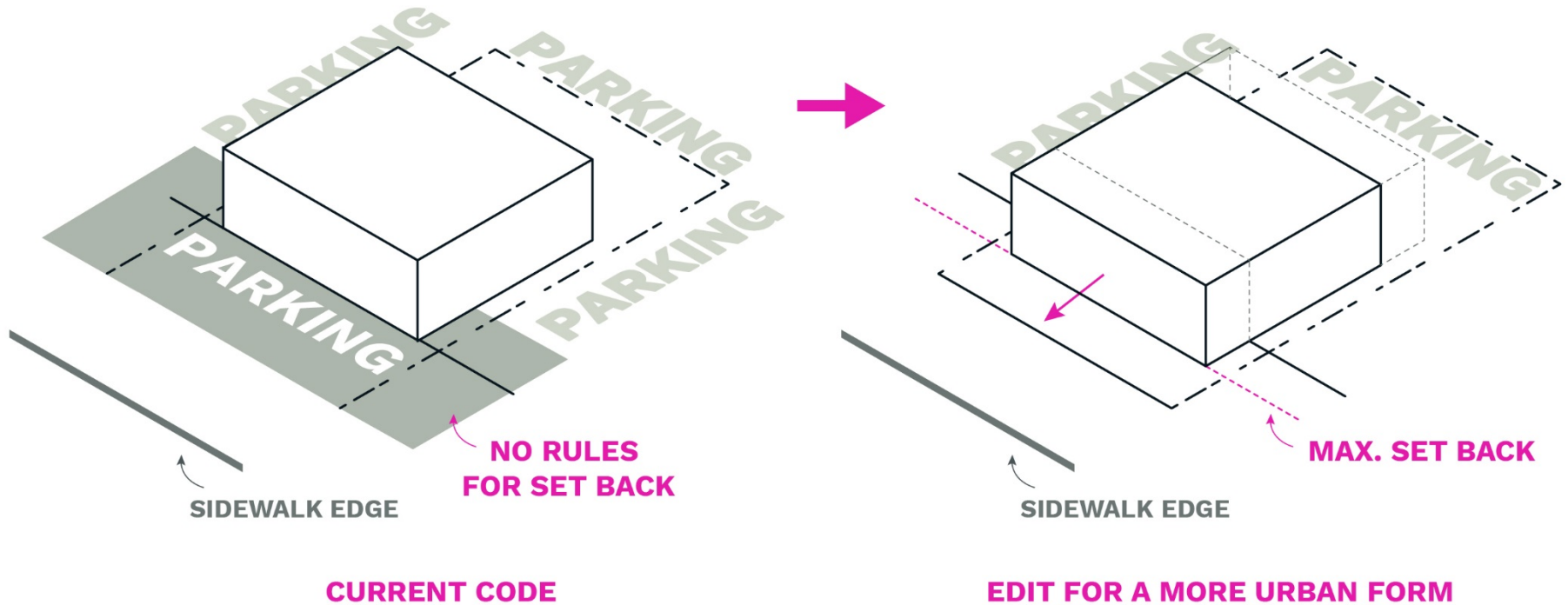


**5**  
224 parking spaces  
~10,000 sqft of retail



**6**  
0 parking spaces  
~252,000 sqft of mixed use development  
2 alleys

# Adapt the Land Development Code to yield a more urban form Downtown



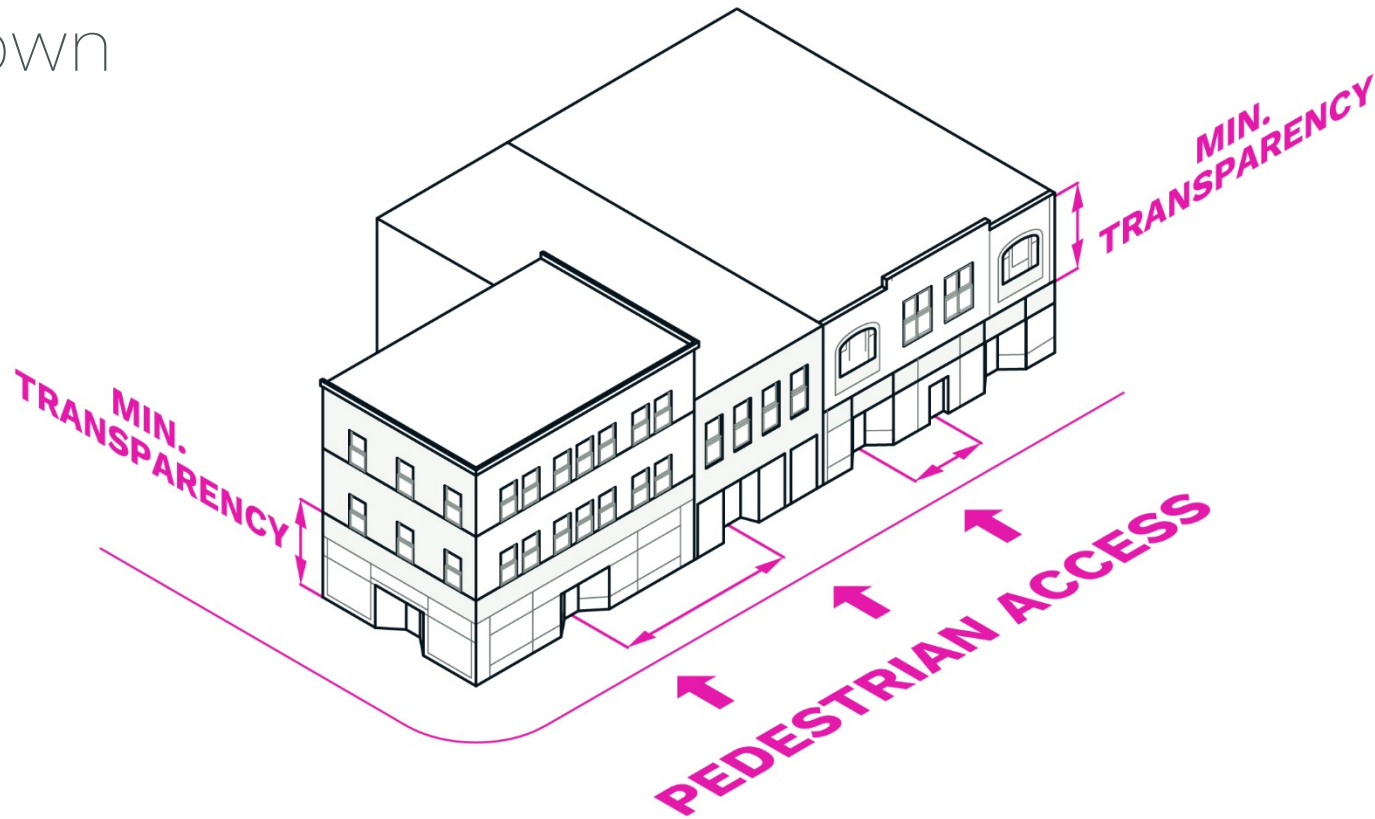
**Build-To-Zone (BTZ)** -- % of facade that must be located along primary (and secondary) streets

Currently no minimum set backs / Establish **MAXIMUM** set backs to pull buildings closer to sidewalk edges

Currently no off-street parking standards / Establish location guidelines that locate parking to rear or side

Limit curb cuts on non-primary streets (where possible)

# Adapt the Land Development Code to yield a more urban form Downtown



**Transparency** -- % of ground floor (and upper floors) that must be windows or doors

**Currently 35% of ground floor must be transparent / Increase ground floor requirement, and establish upper floor requirements to limit blank wall areas not interrupted by windows, doors, or variation**

**Pedestrian Access** -- street facing entrance/egress (and spacing between access points for larger buildings)

➤ **Use City-owned land to enable the production / preservation of affordable workspace and housing**

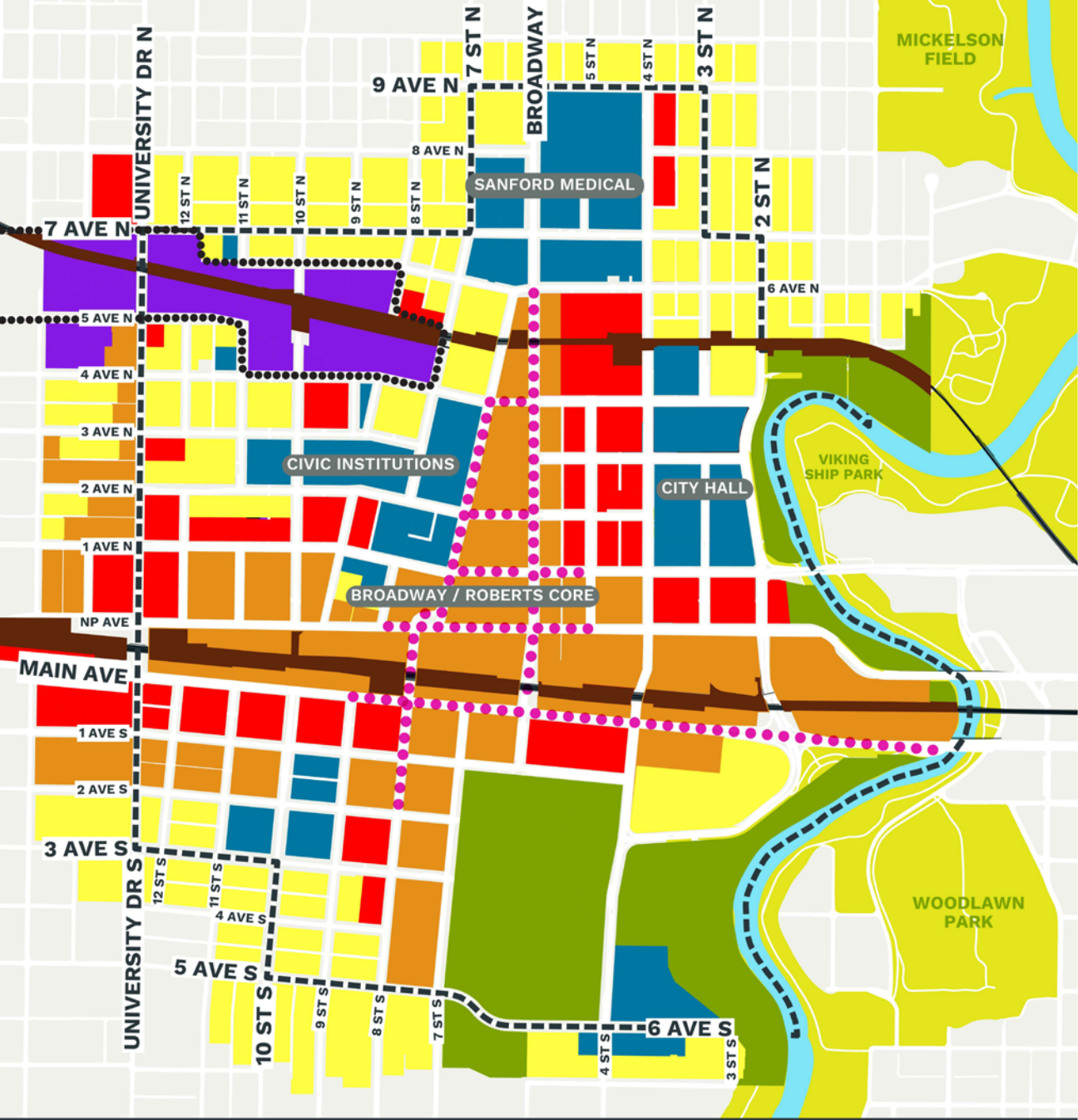
# Opportunity Sites

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





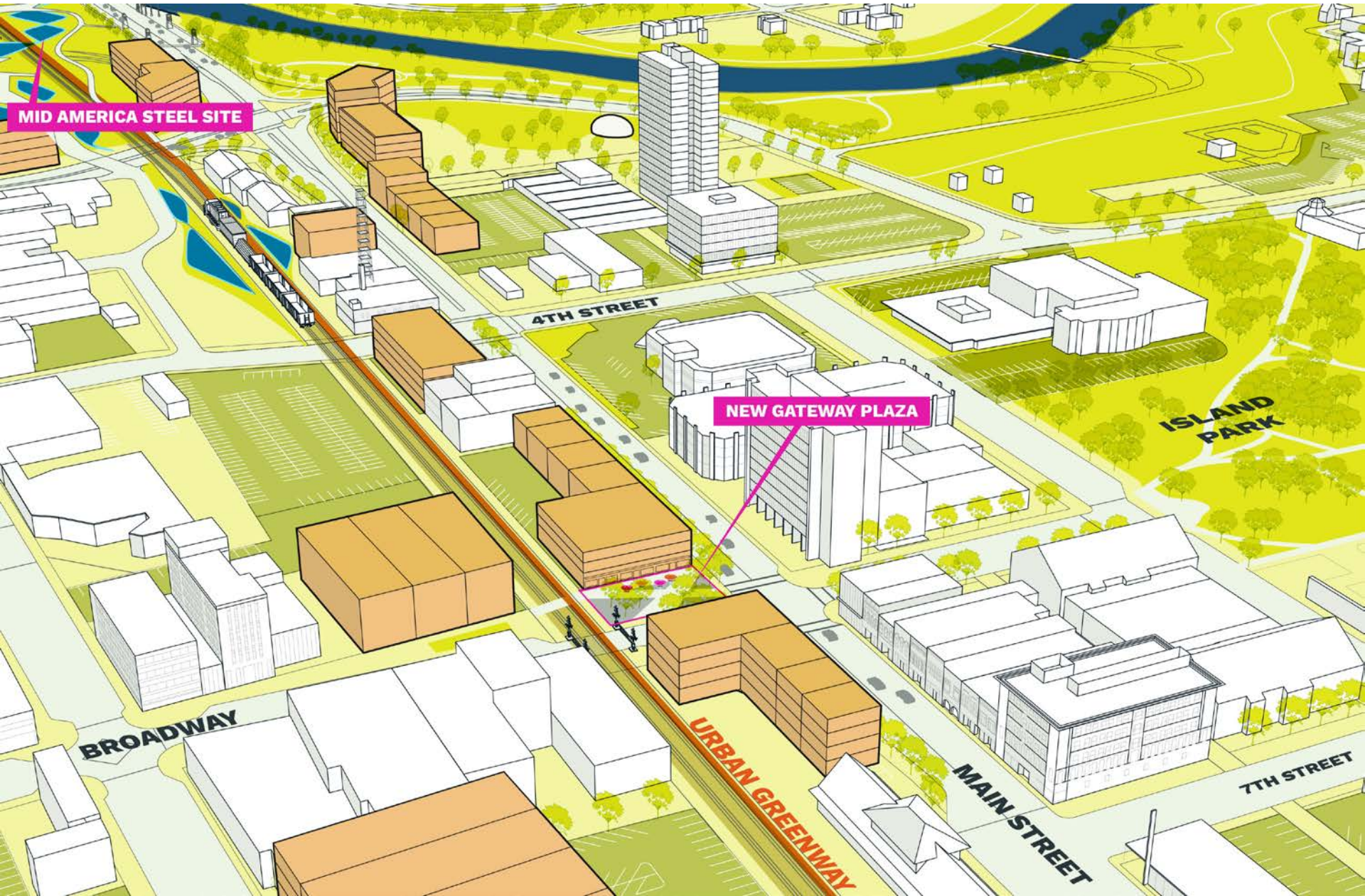
# Future Land Use

Source: Interface Studio

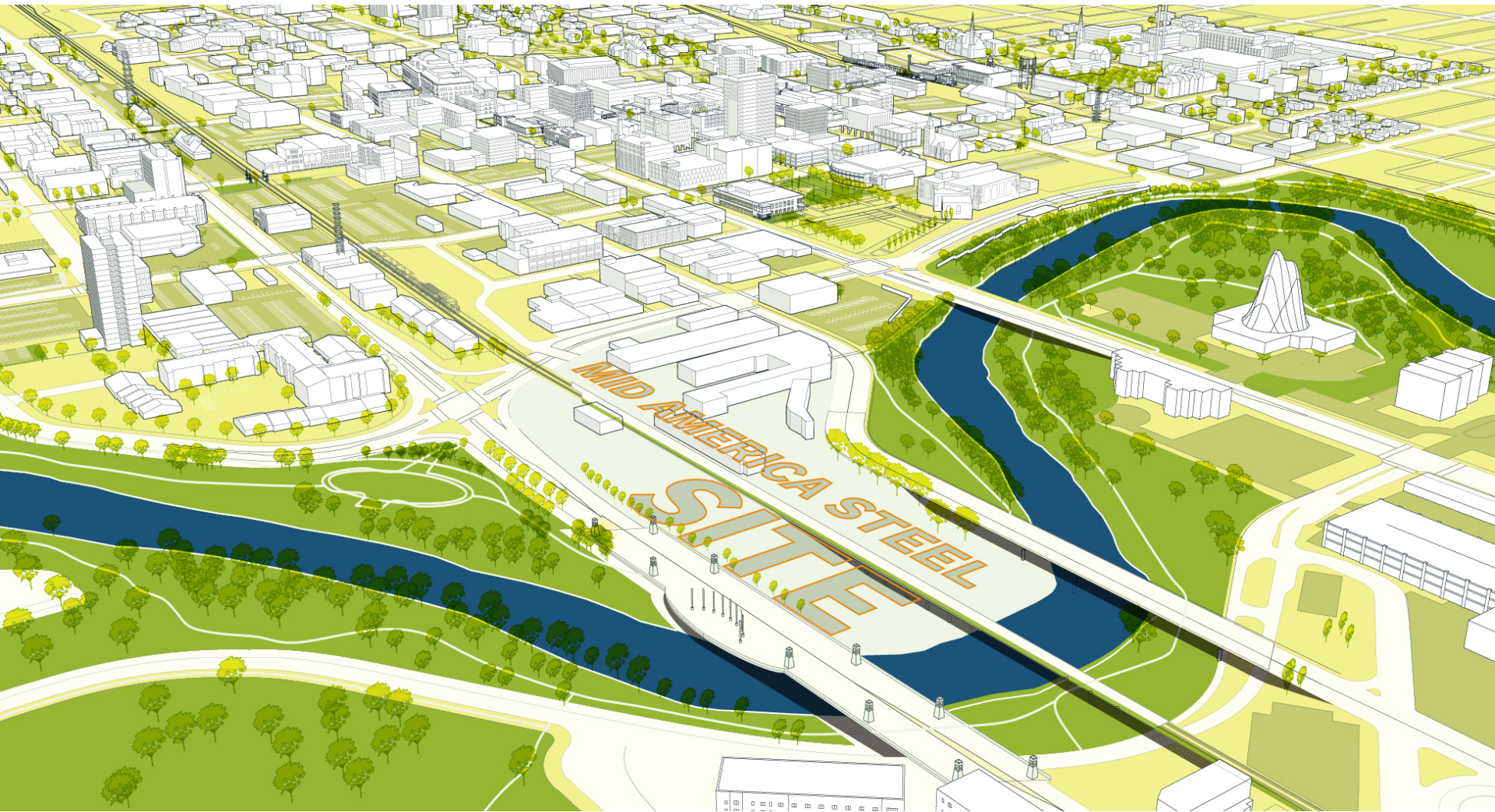
- **RETAIL FOCUS**
- **INDUSTRIAL PRESERVATION**
- RESIDENTIAL**
- COMMERCIAL**
- MIXED-USE**
- INDUSTRIAL**
- PARKS & RECREATION**
- PUBLIC & INSTITUTIONAL**
- UTILITY & OTHER**
- RAIL**
- OPEN SPACE**
- DOWNTOWN FOCUS AREA**



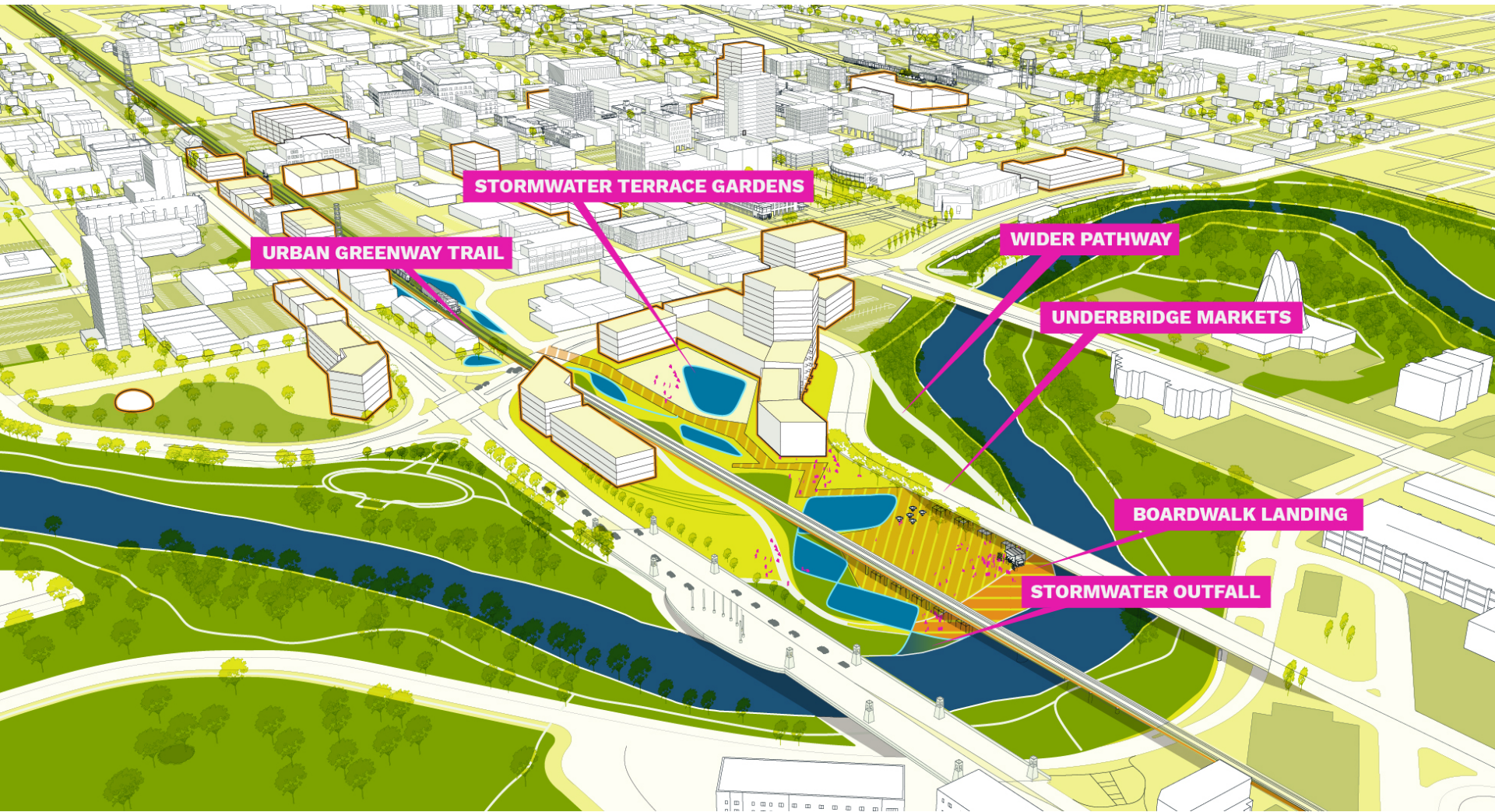
# Fill in the gaps along Main



# Redevelop the Mid-America Steel site



# Redevelop the Mid-America Steel site





# Strengthen existing retail:

- > **Conduct customer analysis** by merging retailer data to understand the locations of customers to geographically focus marketing efforts for Downtown
- > **Install some pedestrian counters** to measure street foot traffic
- > **Create common operating hours**
- > **Develop some alleyways** to make better use of the deep buildings and lots





Omaha NE

- > **Develop wayfinding** that incorporates retailers and restaurants
- > **Market Downtown as a unique experience**

Greenville, SC



# Strengthen existing retail:

## **Remove the barriers that prevent pop-up stores and food trucks**

Pop up retail has become a way to test retail concepts, develop retail skills, take advantage of seasonal fluctuations or support a broader local retail strategy



Fredericksburg TX



Oklahoma city

# Develop new retail:

## **Create a retail incubator**

We need to create a pipeline of potential tenants through an incubator model to help fill these spaces.



# Expand the presence of NDSU Downtown:

**Align coursework and research** (where applicable)

**Create 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

**Encourage entrepreneurship by students Downtown** – an incubator for retail and merchandising?



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





**Welcome to Broadway?**



# This is Holland, MI



**There's already interest in Fargo to find more space outside for people...**

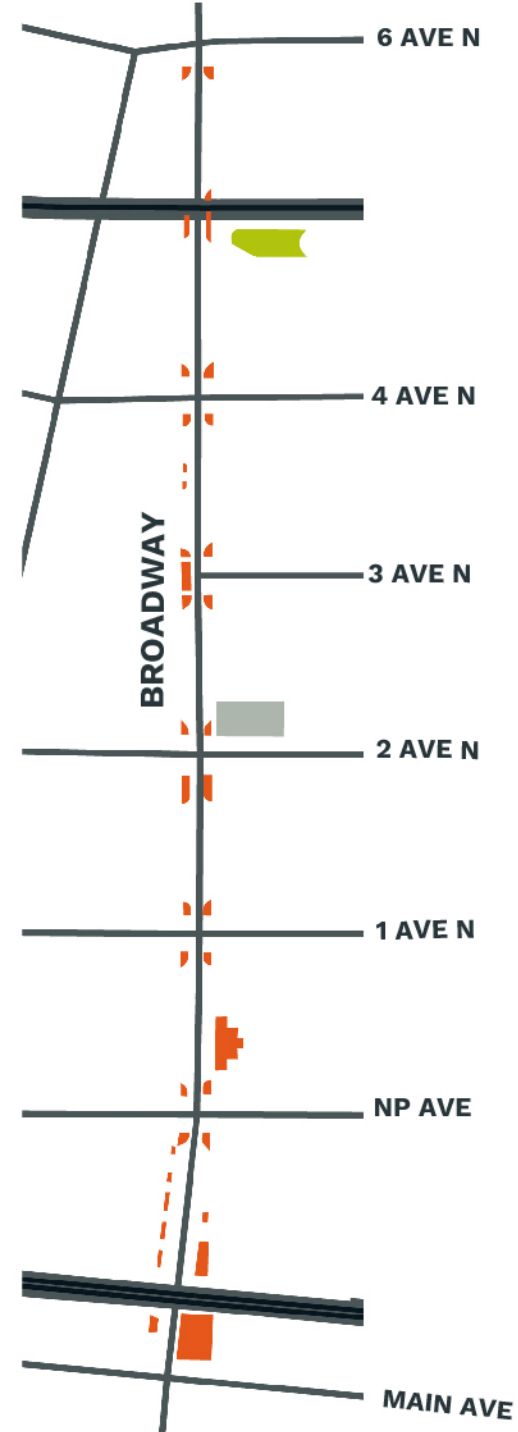


# Mix it up on Broadway,

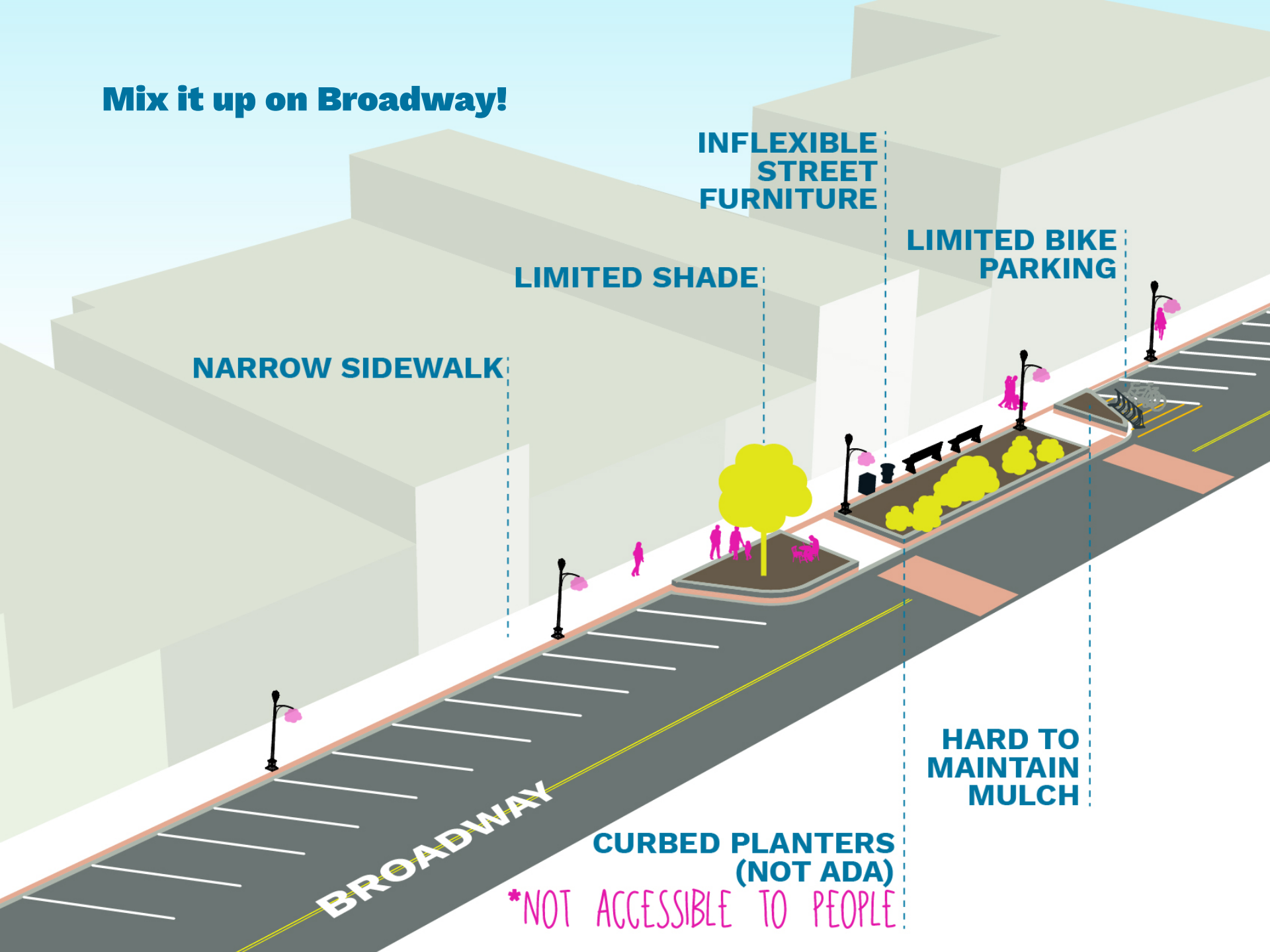
especially where it's spacious

UNDERUTILIZED PUBLIC REALM SPACE **.53** ACRES

BLOCK 9 PLAZA **.24** ACRES



# Mix it up on Broadway!



**NARROW SIDEWALK**

**LIMITED SHADE**

**INFLEXIBLE  
STREET  
FURNITURE**

**LIMITED BIKE  
PARKING**

**HARD TO  
MAINTAIN  
MULCH**

**CURBED PLANTERS  
(NOT ADA)**

*\*NOT ACCESSIBLE TO PEOPLE*

# Mix it up on Broadway!

FORMALIZED  
BIKE PARKING

MORE PEDESTRIAN  
ACCESS  
ADA ACCESSIBLE

FLEXIBLE  
STREET FURNISHING  
OPPORTUNITIES

FLEXIBLE  
PROGRAMMING  
SPACE

BROADWAY



- FOOD VENDORS
- TEMPORARY GAMES
- SEATING
- WINTER HUTS/FIRE PITS
- SIDEWALK SALE
- PUBLIC ART

# Mix it up on Broadway!

FORMALIZED  
BIKE PARKING

MORE PEDESTRIAN  
ACCESS  
ADA ACCESSIBLE

FLEXIBLE  
STREET FURNISHING  
OPPORTUNITIES

SEASONAL  
PARKLET

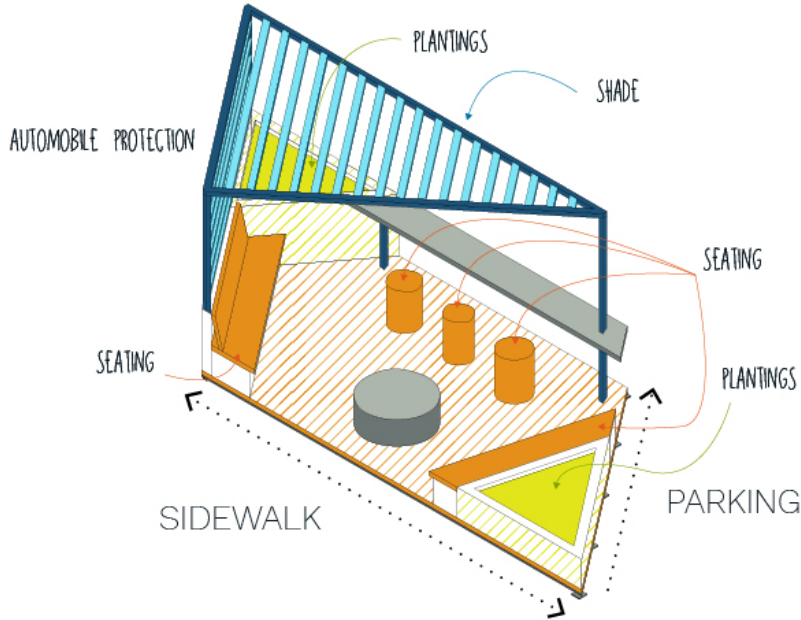
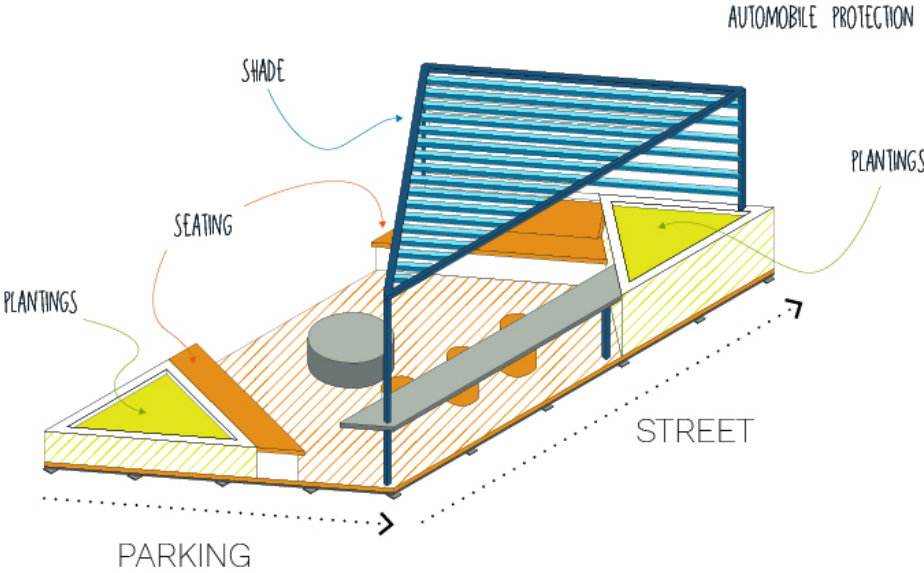
FLEXIBLE  
PROGRAMMING  
SPACE

BROADWAY



FOOD VENDORS  
TEMPORARY GAMES  
SEATING  
WINTER HUTS/FIRE PITS  
SIDEWALK SALE  
PUBLIC ART

# Develop clear guidelines for temporary uses and parklets





SWEETO BURRITO  
SWEETO BURRITO



FLAVOR WORTH FIGHTING FOR

SUBWAY

DOUGLASS

Moxie JAVA.

SWANSON Health Products

ART GALLERIES





SWEET BURRITO



FLAVOR WORTH FIGHTING FOR

SUBWAY

DOUGLASS

MIXIA IAVA

SWANSON Health Products

NEW CHAPTER

now

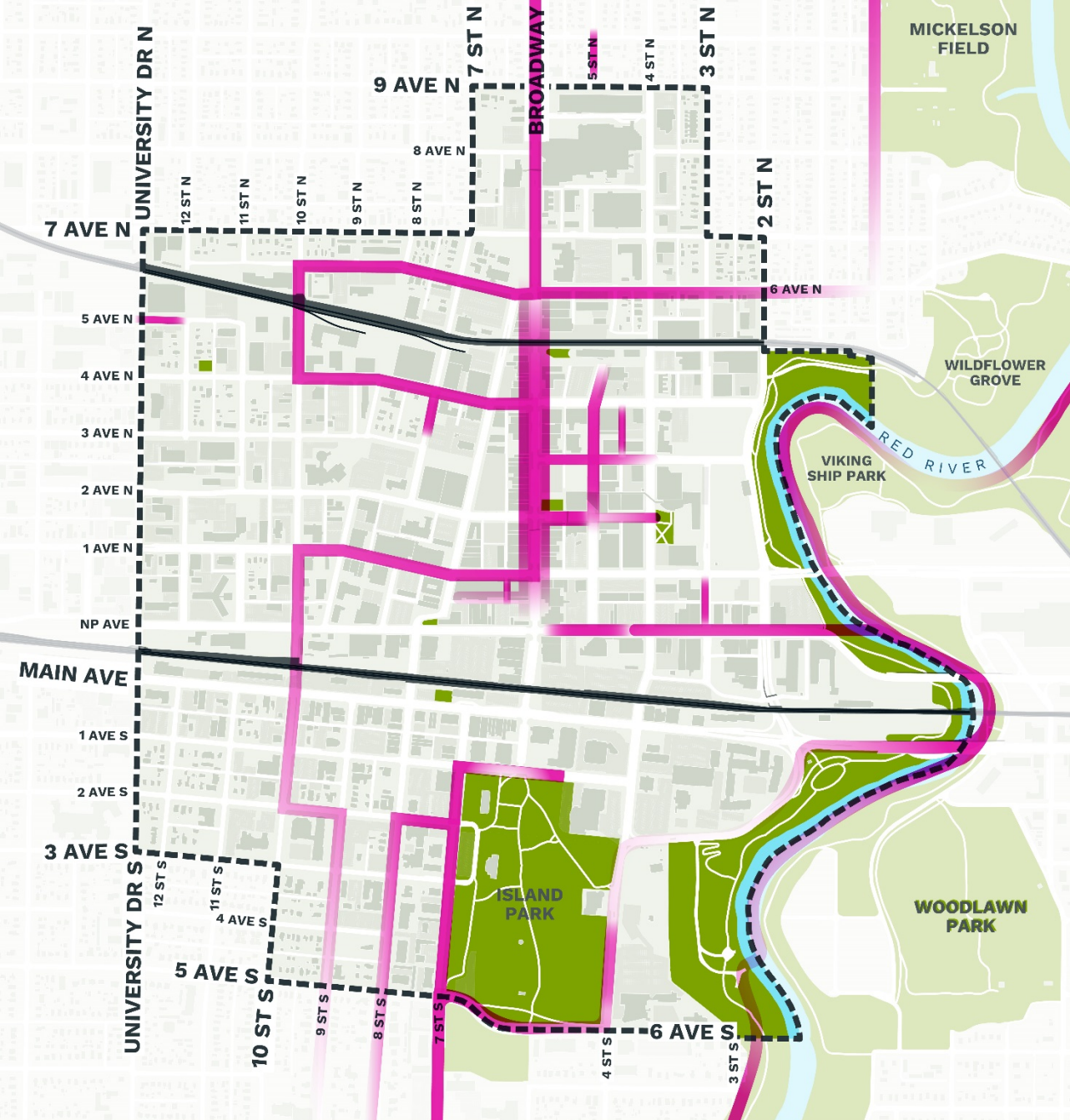
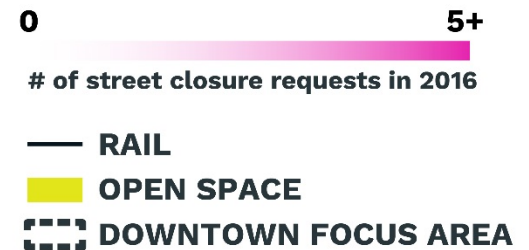
ART GALLERIES

NORTH OF NORMAL  
**FARGO**  
MOORHEAD | WEST FARGO

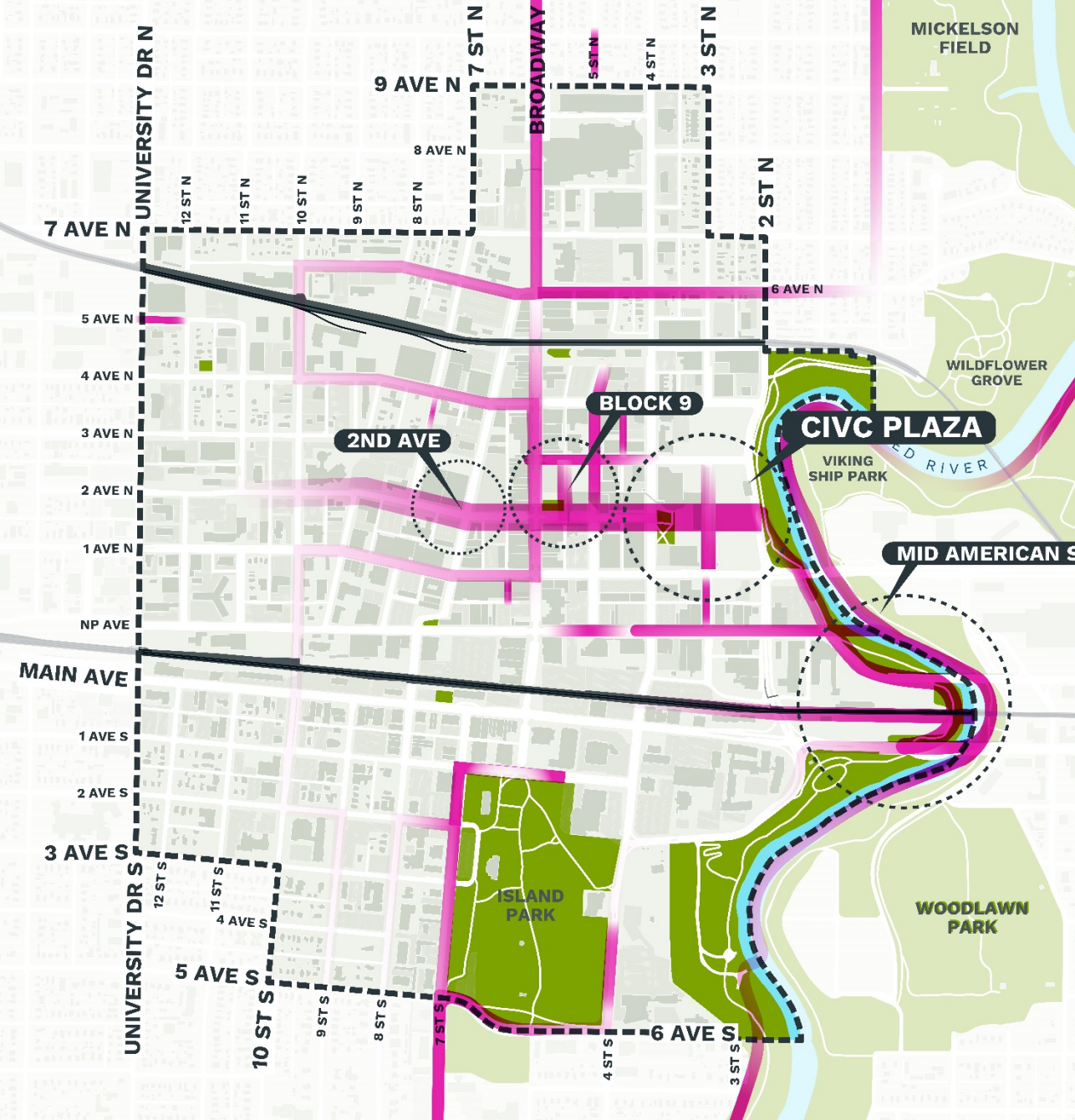
In 2016, **16** special events closed Broadway

# Street Closures during Special Events

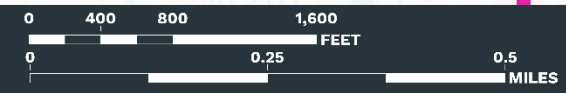
Source: Interface Studio



Allow for temporary programming "OFF BROADWAY"



- RAIL
- OPEN SPACE
- DOWNTOWN FOCUS AREA



# The library is extremely important:

**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

LUNCHTIME SERENADES



DANCE PERFORMANCE



PLAY EQUIPMENT



PICNICS



SCIENCE WORKSHOPS



SNOW FORT COMPETITIONS

STORY SLAM (FAMILY FRIENDLY)

the Summer TELL

ONE BOOK, ONE COMMUNITY SUMMER READING



HAMMOCKS



CITY BEACH



PUPPET SHOWS

ZUMBA, LAWN GAMES, MAGICIANS, GARDEN TRAIN SHOWS.



Focus on creativity  
Downtown

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

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

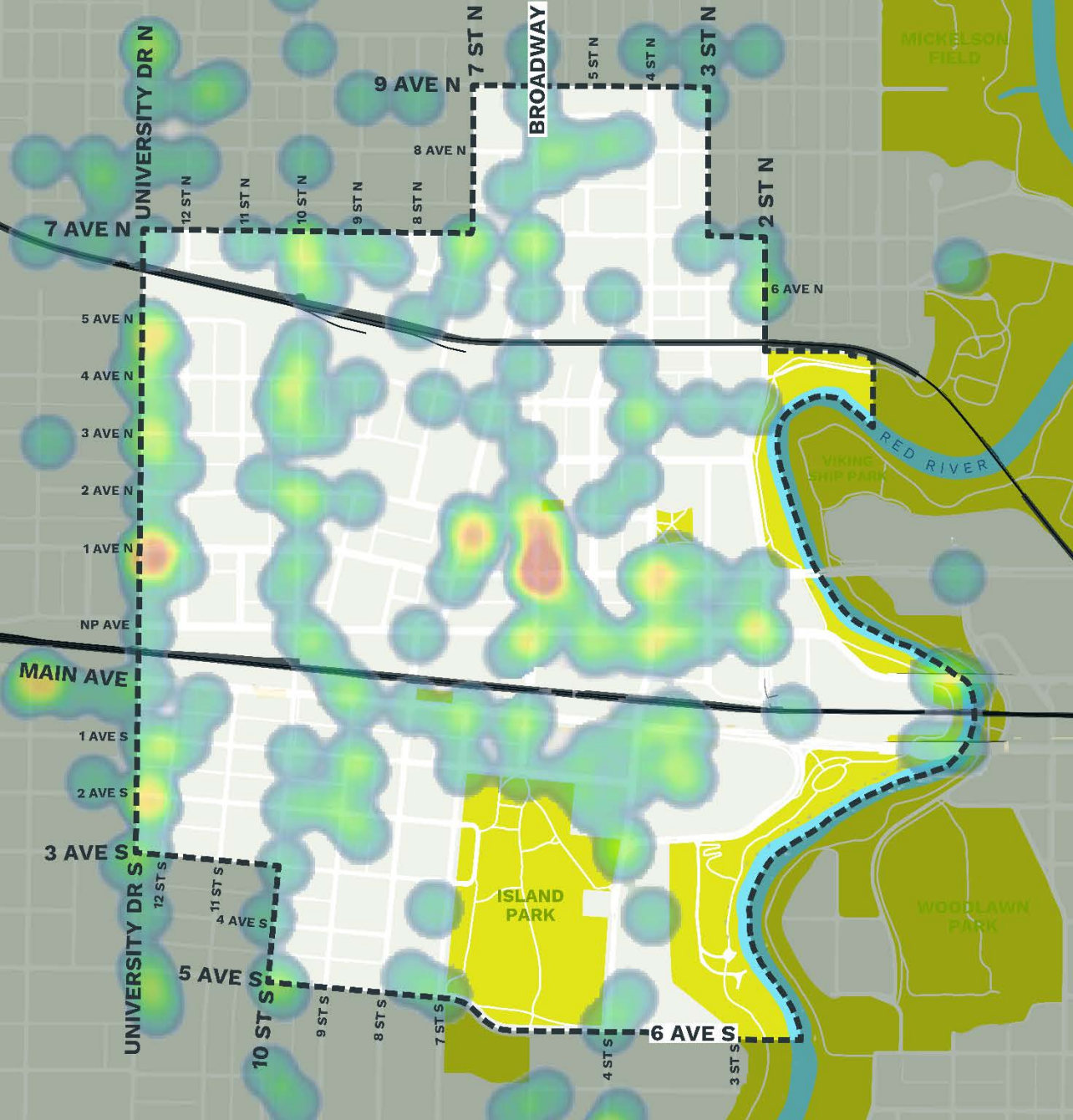
**Promote Downtown as a design district** – not just for the arts, but for creative small businesses



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




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

A primary concern is safety. Safety for those walking, biking and driving. This map shows hotspots of crashes in Downtown over the last 4 years.



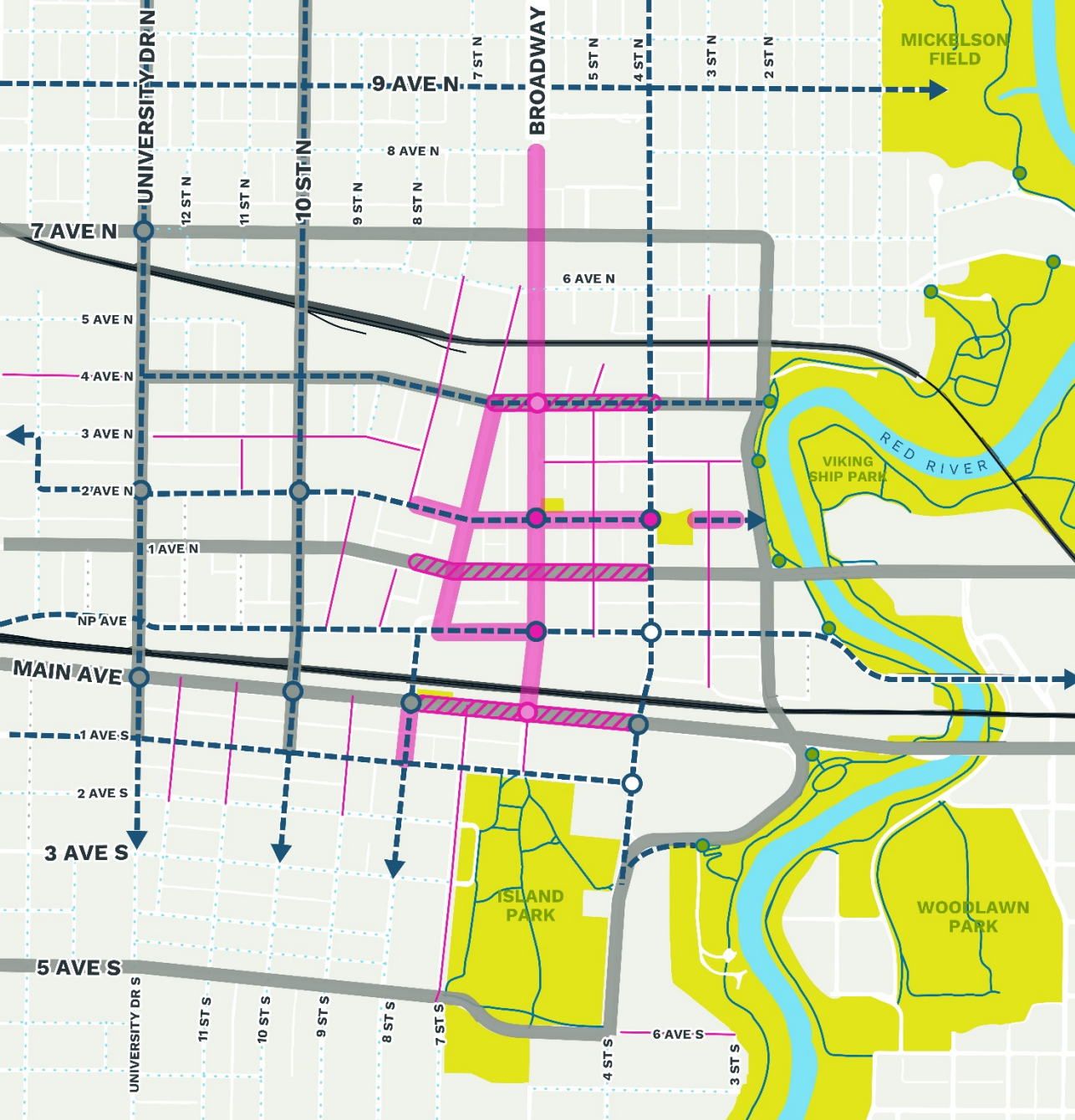
## Crash Data 2012-2016

Source: City of Fargo

-  **CONCENTRATION OF CRASH DATA (All-Injury 2012-2016)**
-  **RAIL**
-  **OPEN SPACE**
-  **DOWNTOWN FOCUS AREA**



# Establish a Street Hierarchy Downtown



## Proposed Street Network

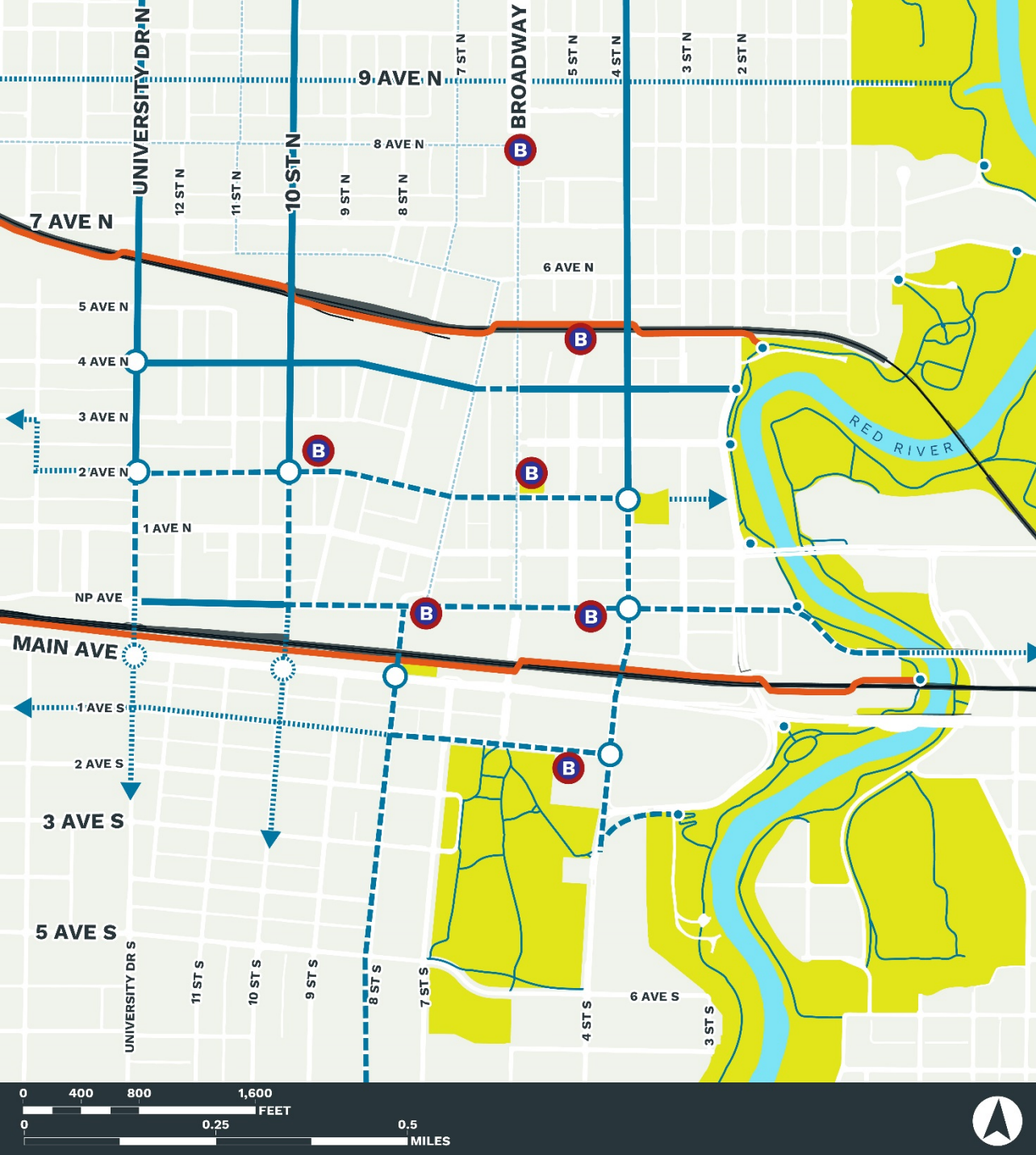
Source: Sam Schwartz

- 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





Ensure safe, connected spaces for bicycles



# Proposed Bike Network

Source: Sam Schwartz

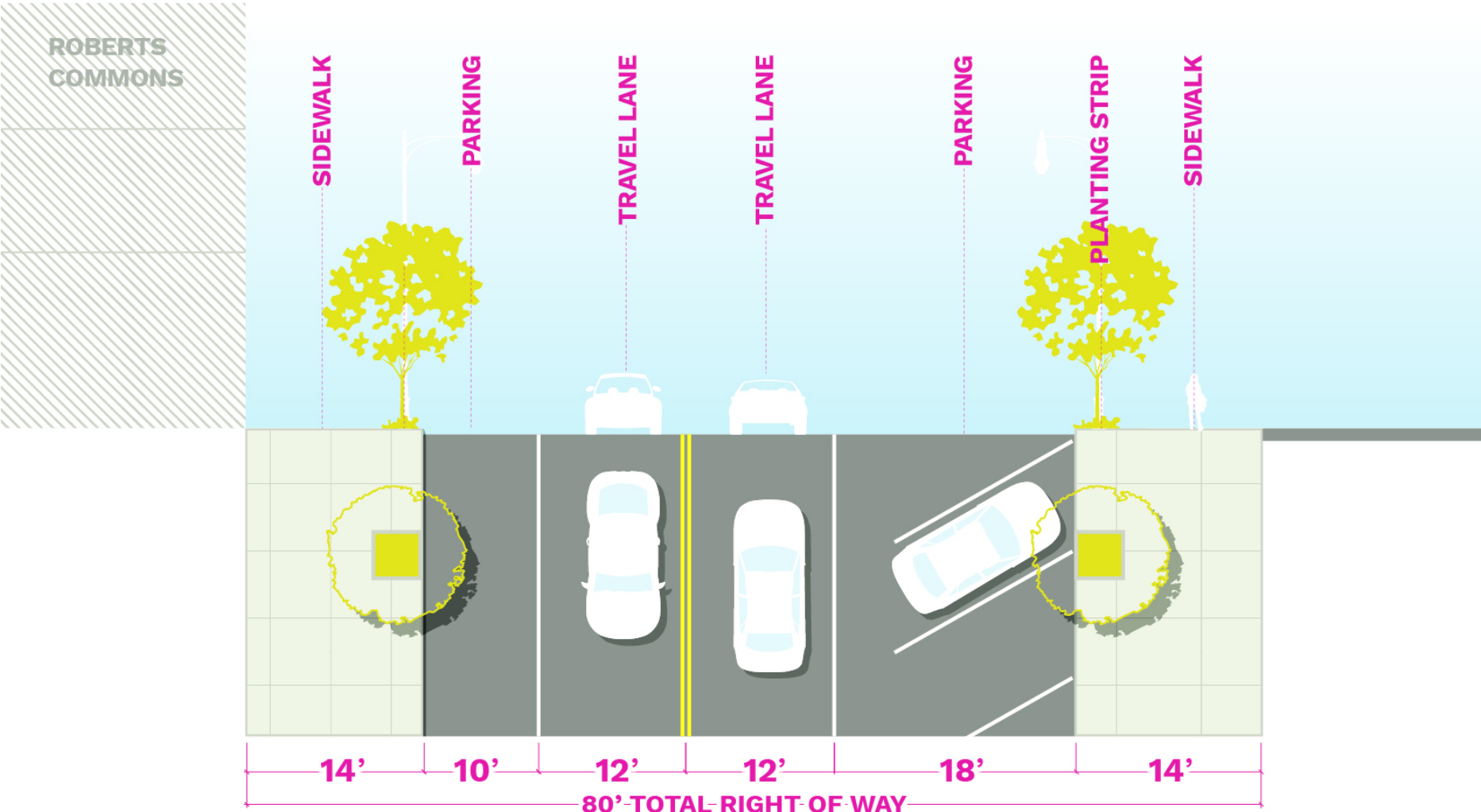
- EXISTING OFF-STREET TRAILS
- EXISTING ON-STREET BIKE LANES
- - - EXISTING SHARROWS
- - - INFILL ON-STREET BIKE LANES
- ..... EXTENSION OF ON-STREET NETWORK
- PROPOSED GREENWAY TRAIL
- BIKE FACILITY THROUGH INTERSECTION
- TRAILHEAD
- ⓑ EXISTING GREAT RIDES BIKE SHARE STATION

Examples from other cities



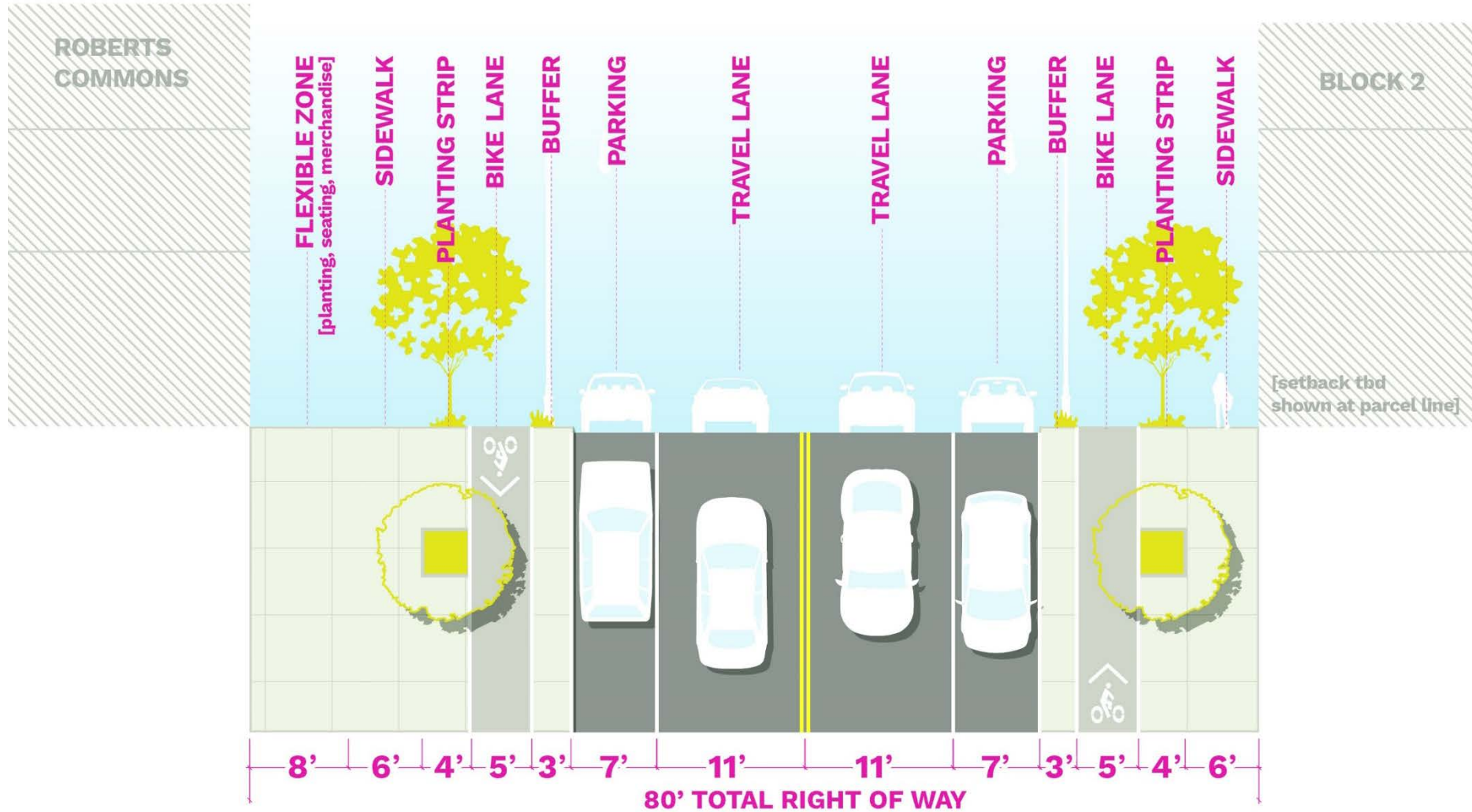
2<sup>nd</sup> Avenue is a critical east-west corridor that connects NDSU facilities with City Hall, the Library and River. For these reasons it's a great street for bikes.

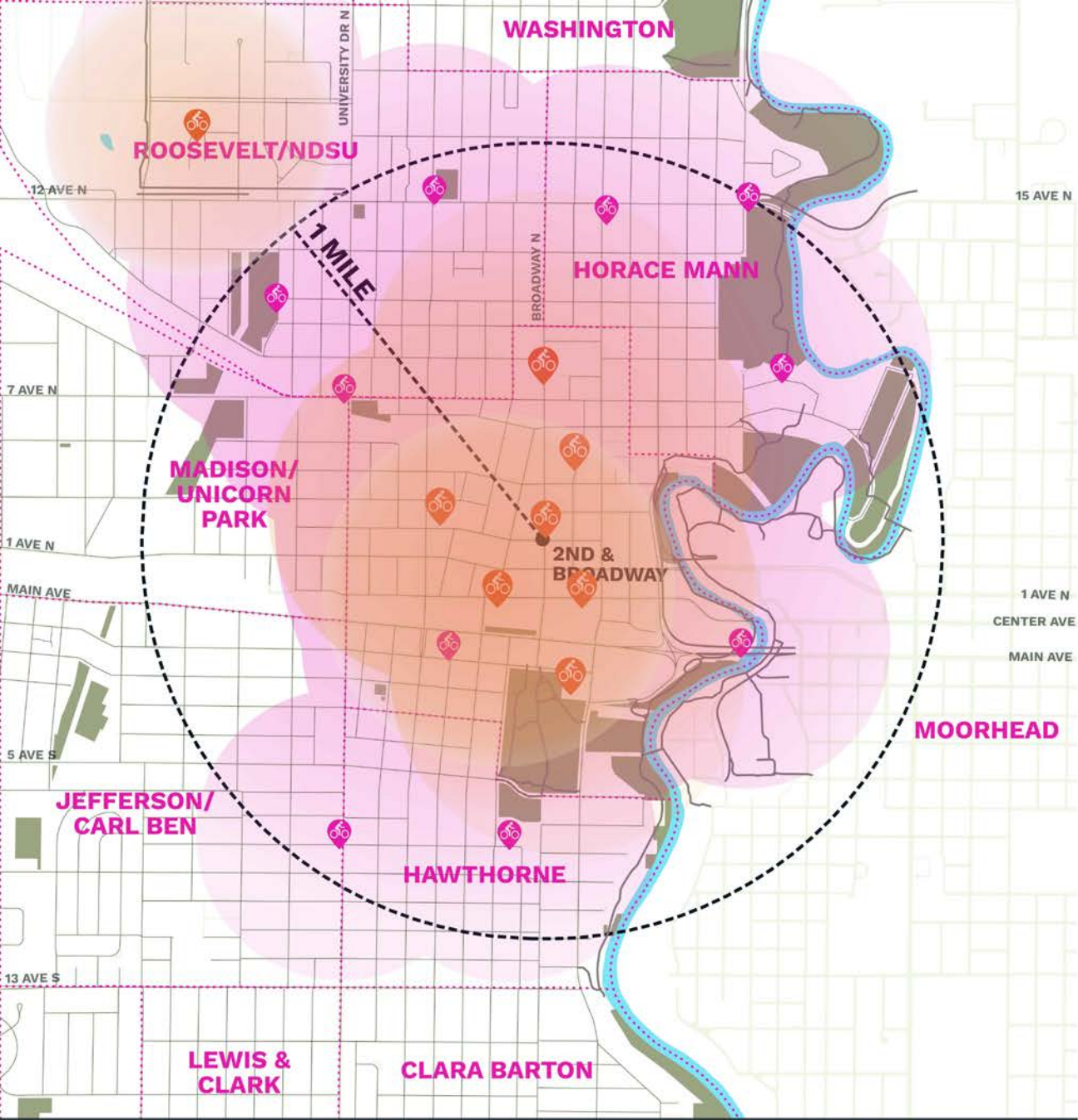
**TODAY**



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

## RECONSTRUCTION



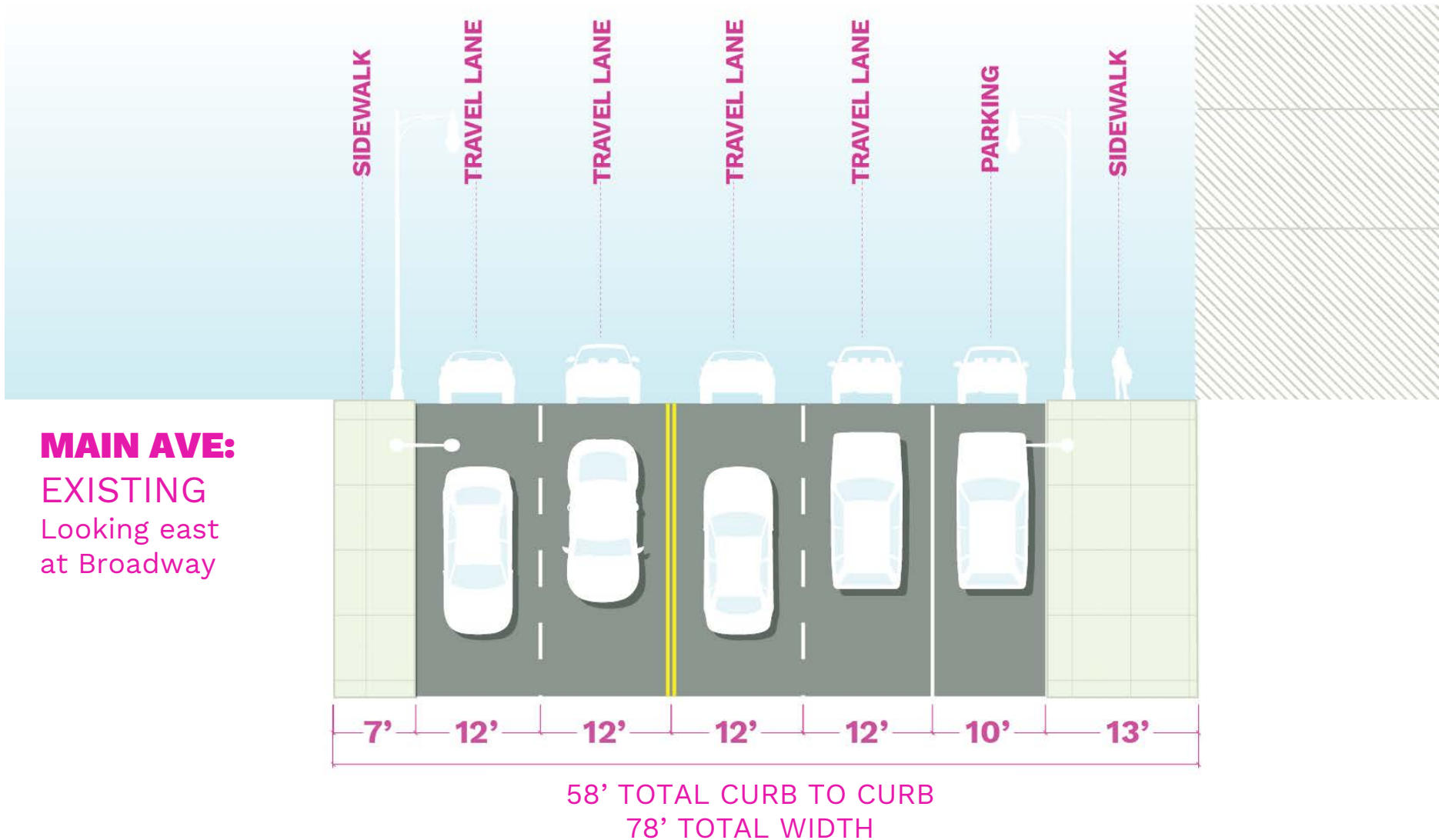


# Bike Share Expansion

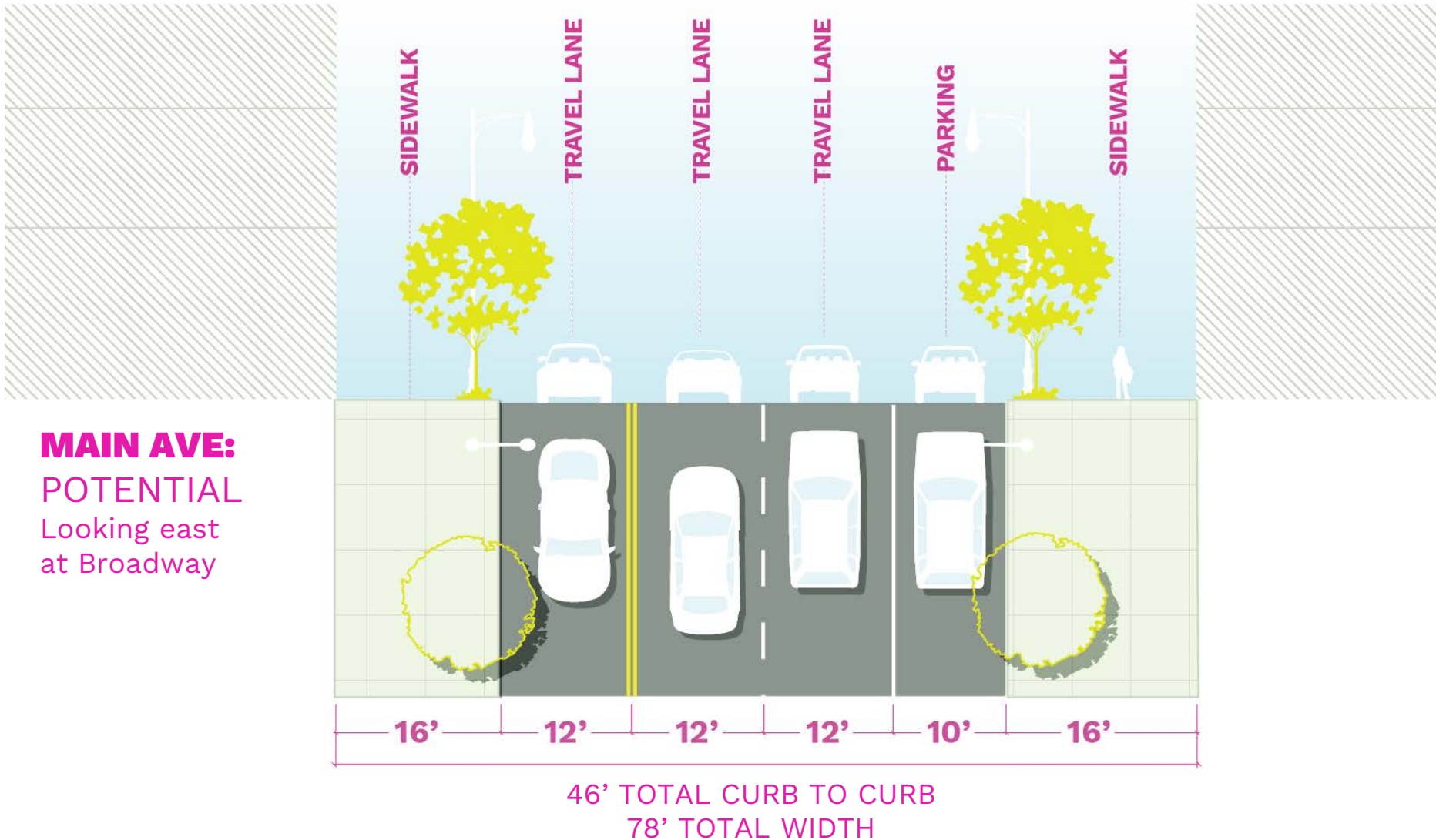
Source: Sam Schwartz, Great Rides, MetroCOG

-  **EXISTING BIKE SHARE STA.**
-  **PROPOSED STATIONS**
-  **NEIGHBORHOOD BOUNDARY**
-  **DOWNTOWN FOCUS AREA**

**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.

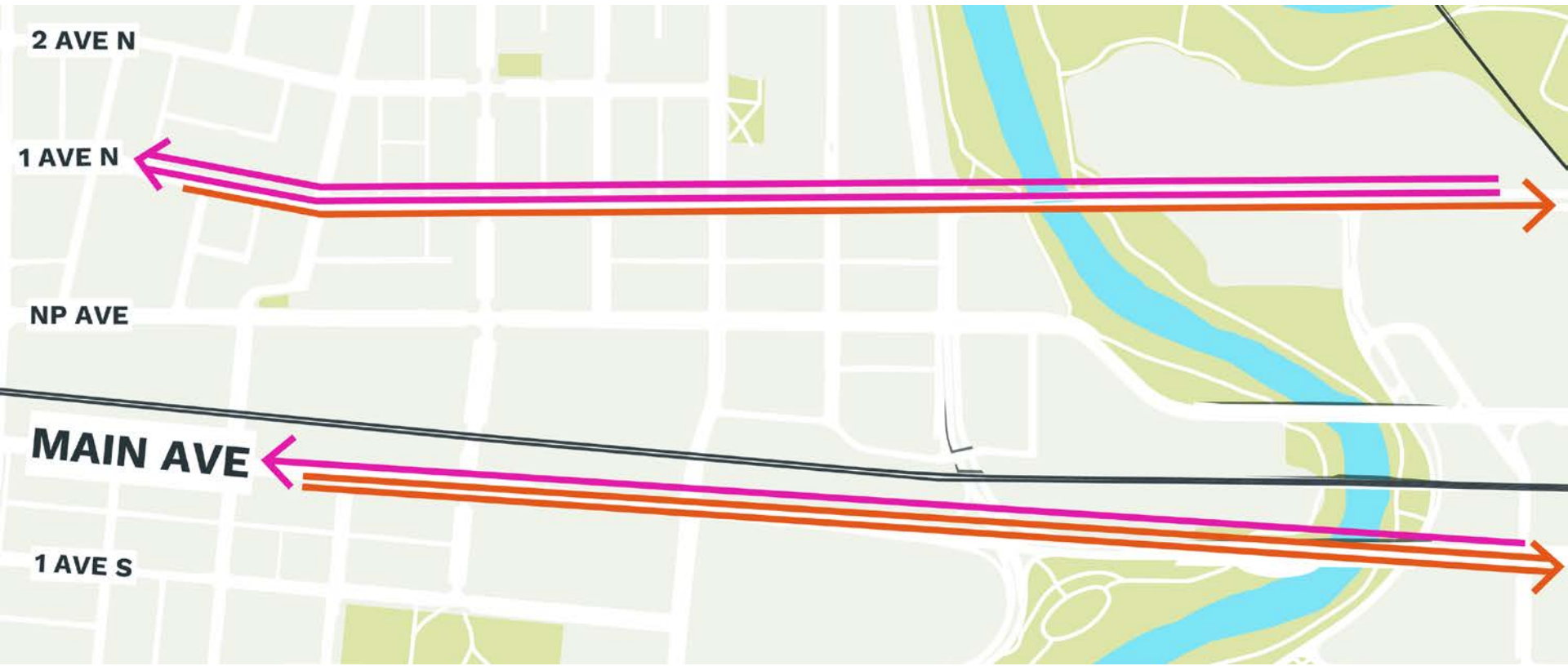


**Safety first:** Improve pedestrian safety – especially at wide crossings – like Main Avenue. Today, you have to walk across nearly 60 feet of space (and 20,000 cars a day) to access businesses on Main.



**MAIN AVE:**  
POTENTIAL  
Looking east  
at Broadway

This idea reinforces how things currently work w- 1<sup>st</sup> Avenue has two lanes westbound. Main and 1<sup>st</sup> act as pairs that carry the necessary traffic.







Main Ave

Broadway

MERS

COFFEE HOUSE

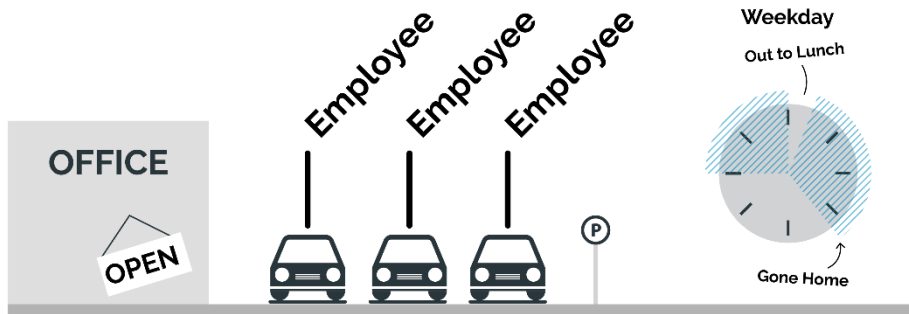
KITT'S

BROADWAY





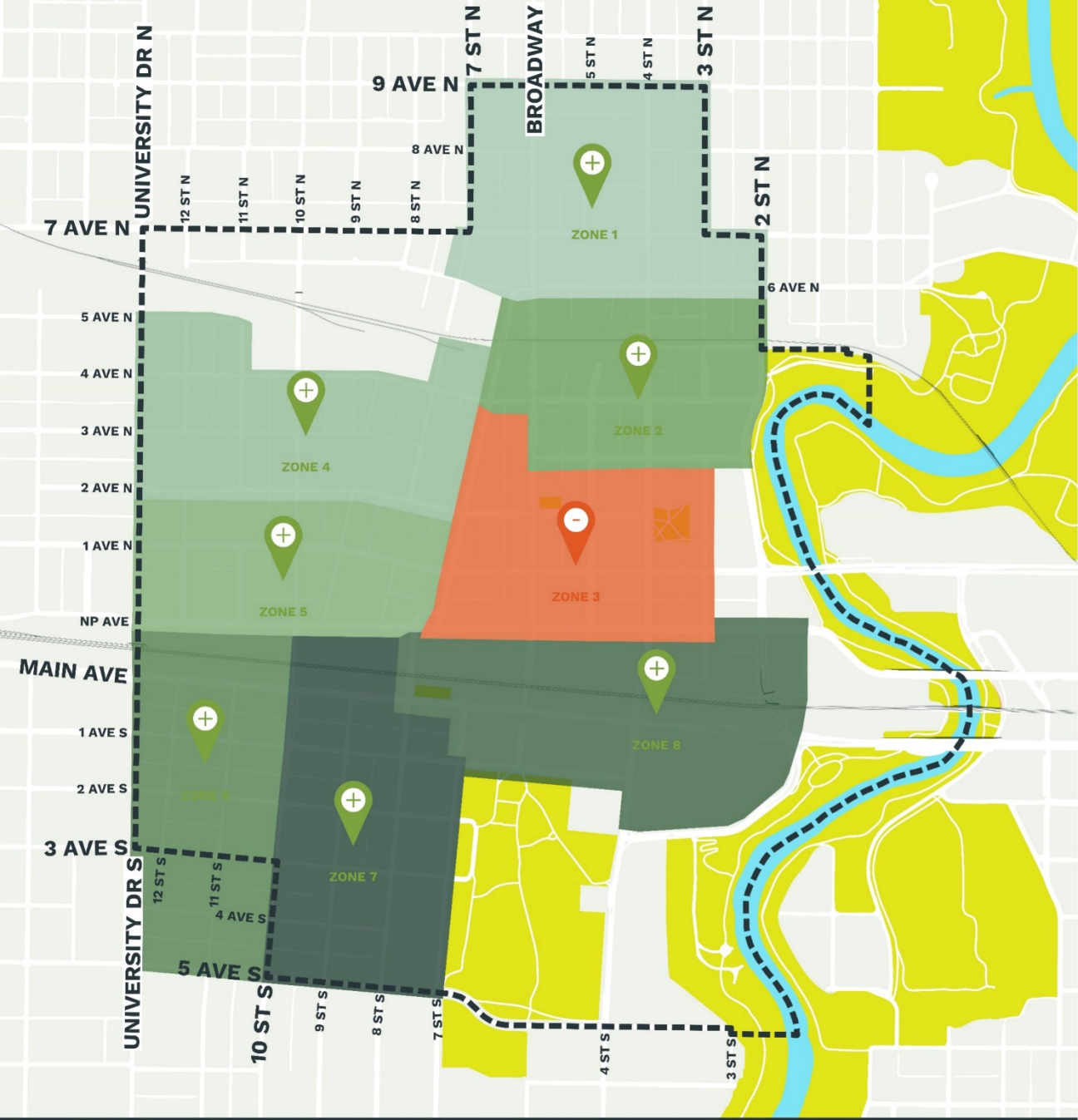
# WEEKEND + EVENING



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

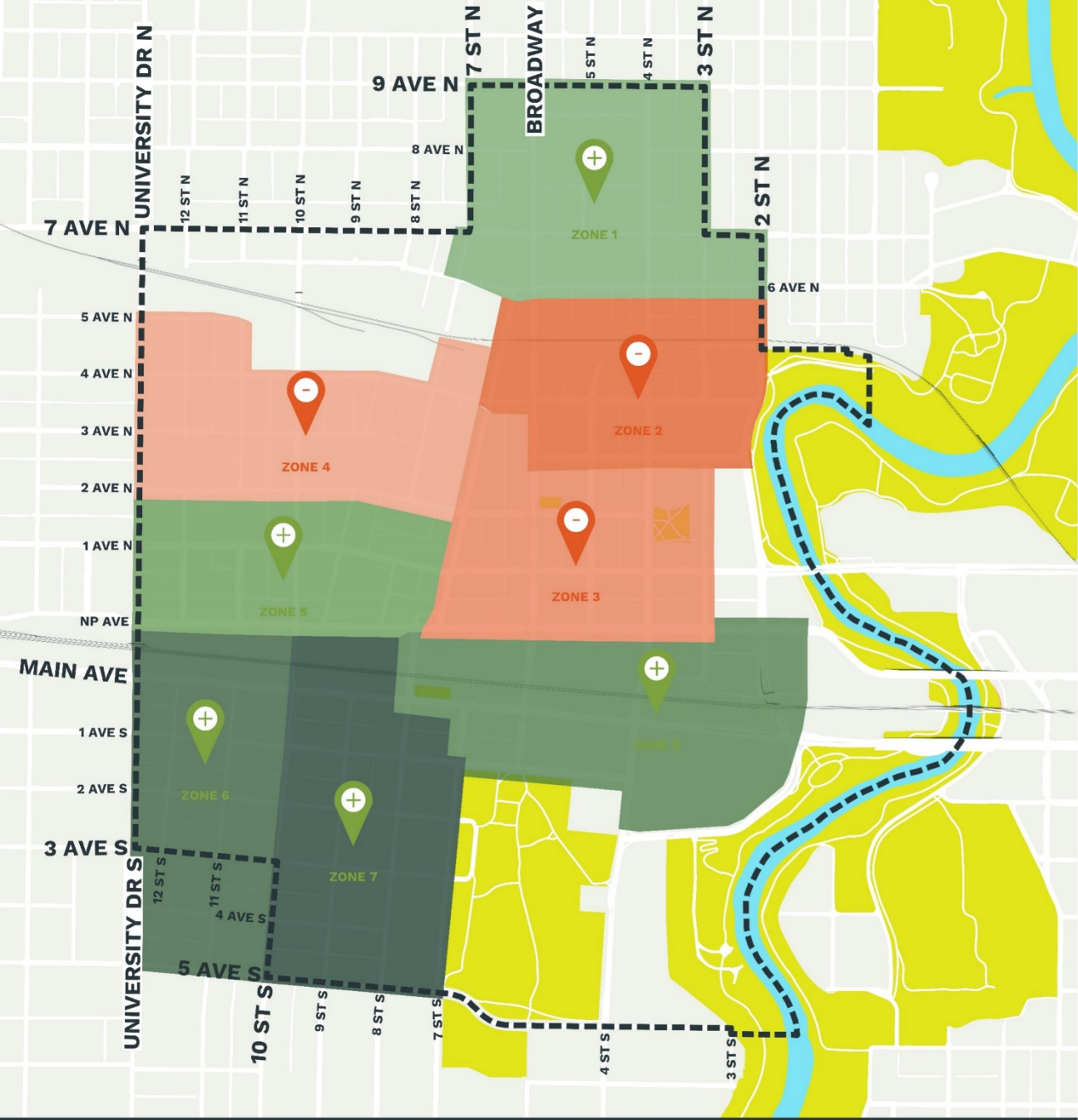
## Existing Parking Zones

Source: City of Fargo, Interstate Parking

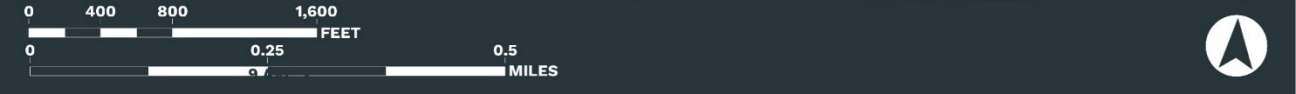
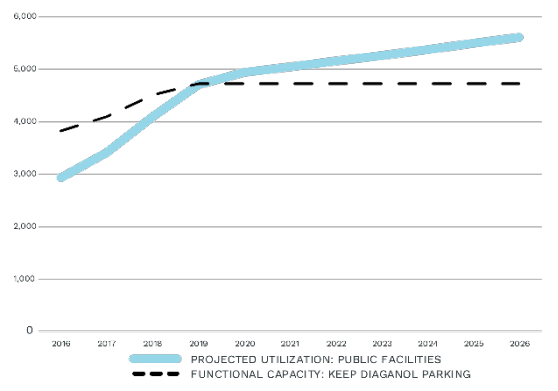
**PARKING ZONES**

<span style="display:inline-block; width:15px; height:10px; background-color:#c8e6c9; border:1px solid #000;"></span>	<b>ZONE 1 (+41)</b>
<span style="display:inline-block; width:15px; height:10px; background-color:#8bc34a; border:1px solid #000;"></span>	<b>ZONE 2 (+142)</b>
<span style="display:inline-block; width:15px; height:10px; background-color:#e57373; border:1px solid #000;"></span>	<b>ZONE 3 (-44)</b>
<span style="display:inline-block; width:15px; height:10px; background-color:#c8e6c9; border:1px solid #000;"></span>	<b>ZONE 4 (+66)</b>
<span style="display:inline-block; width:15px; height:10px; background-color:#8bc34a; border:1px solid #000;"></span>	<b>ZONE 5 (+91)</b>
<span style="display:inline-block; width:15px; height:10px; background-color:#546e7a; border:1px solid #000;"></span>	<b>ZONE 6 (+171)</b>
<span style="display:inline-block; width:15px; height:10px; background-color:#3e454c; border:1px solid #000;"></span>	<b>ZONE 7 (+215)</b>
<span style="display:inline-block; width:15px; height:10px; background-color:#546e7a; border:1px solid #000;"></span>	<b>ZONE 8 (+211)</b>
<span style="display:inline-block; width:15px; height:10px; background-color:#fff9c4; border:1px solid #000;"></span>	<b>OPEN SPACE</b>
<span style="display:inline-block; width:15px; height:10px; border:2px dashed black;"></span>	<b>DOWNTOWN FOCUS AREA</b>



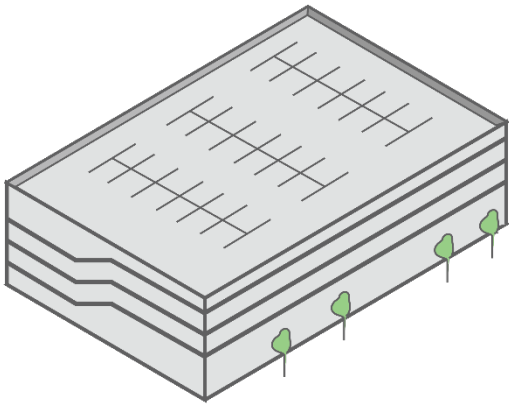


### Estimated Public Parking Demand



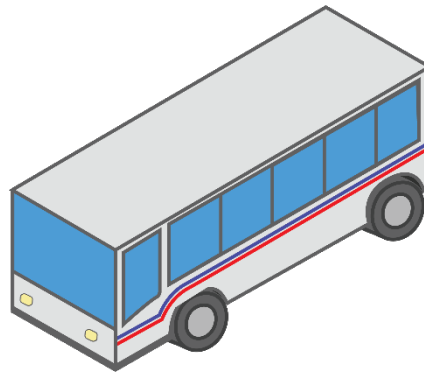
# Rethink where investments should go

Cost Per Space



**\$30,000**

Cost Per Passenger



**\$5,000**

# 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:

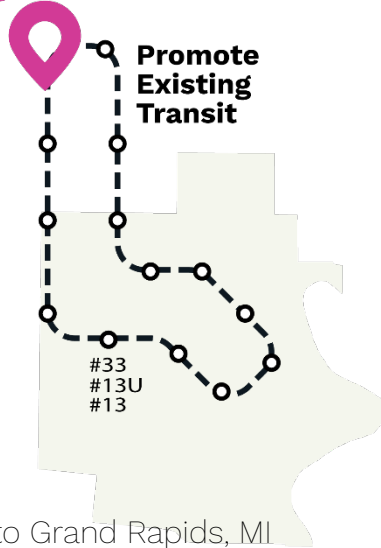
- Prioritize **regular long-term employees**
- Invest in **remote parking** program





# Parking Strategies

## FargoDome



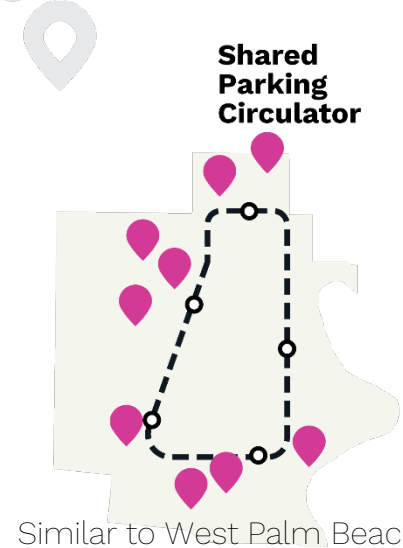
Similar to Grand Rapids, MI

## FargoDome



Similar to Norwalk, VA

## FargoDome



Similar to West Palm Beach, FL

### How does it work?

*Incentive to use remote parking option may come from increased parking prices in Downtown, or employer TDM programs*

### How does it work?

*City establishes partnership with large employer to provide this service to employees; subsidizes costs*

### How does it work?

*City opens new parking spaces in downtown through shared use agreements with owner. Parking shuttle circulates to transport parkers*

PRO

- Cost efficient
- Promotes existing transit assets

- Direct service
- Flexible to meet unique employer needs

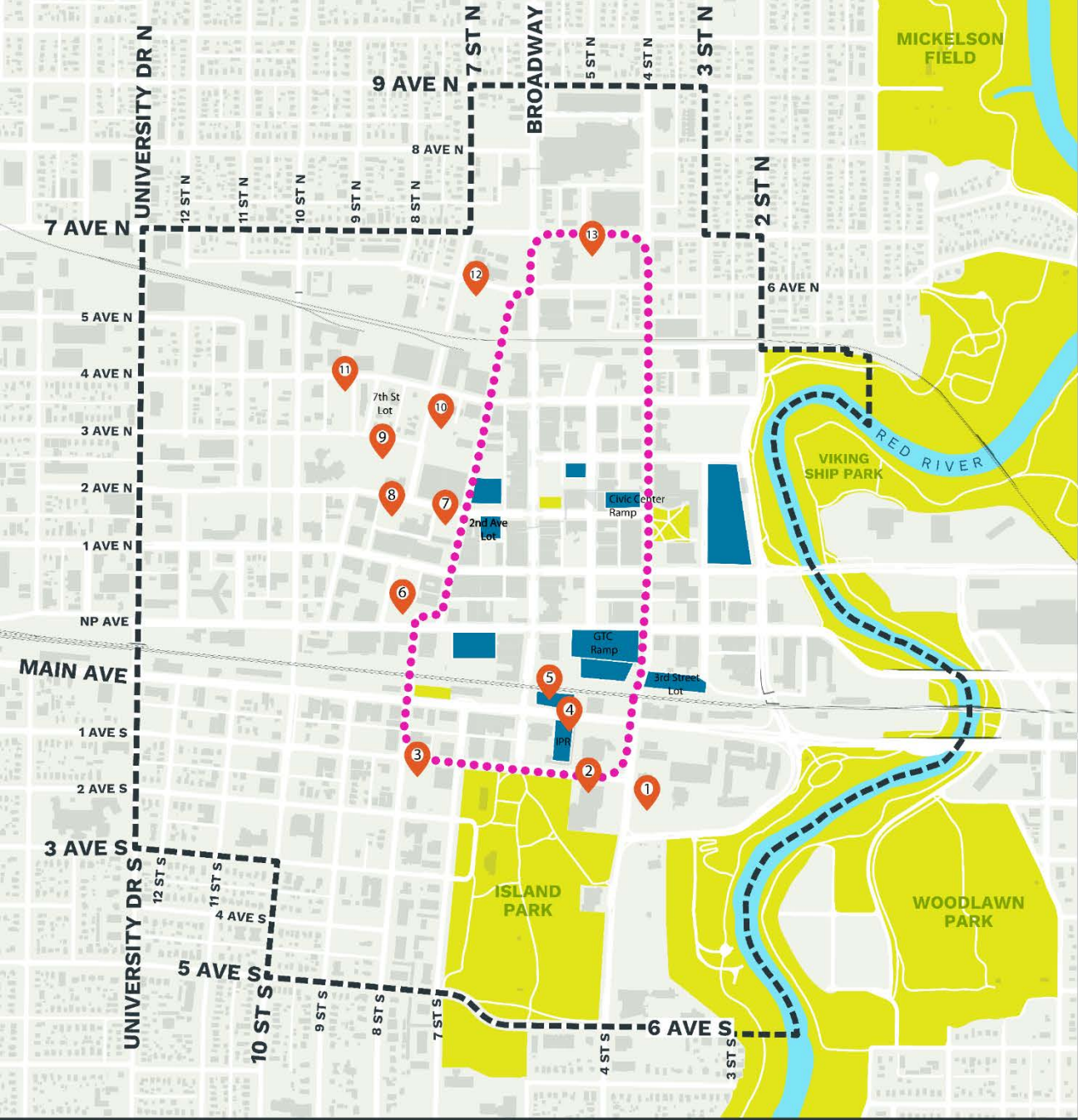
- Uses existing parking
- Additional transit service benefit for all

CON

- Requires transit adoption
- Estimated additional 12-16 min during peak times

- Requires funding partner
- Limited impact on parking demand of downtown

- Downtown is walkable
- Requires more coordination



### Shared Parking Opportunity Lots

- 1 Sanford Professional Building
- 2 YMCA
- 3 Sanford Research Center
- 4 Island Park Ramp
- 5 Main Avenue Lot
- 6 Plains Art Museum
- 7 First Presbyterian Church
- 8 Plains Art Museum
- 9 NDSU Staff Lot
- 10 Sanctuary Events Center
- 11 Elim Lutheran Church
- 12 Lutheran Church
- 13 1st Lutheran / Sanford

# Shared Parking & Circulator

Source: Sam Schwartz

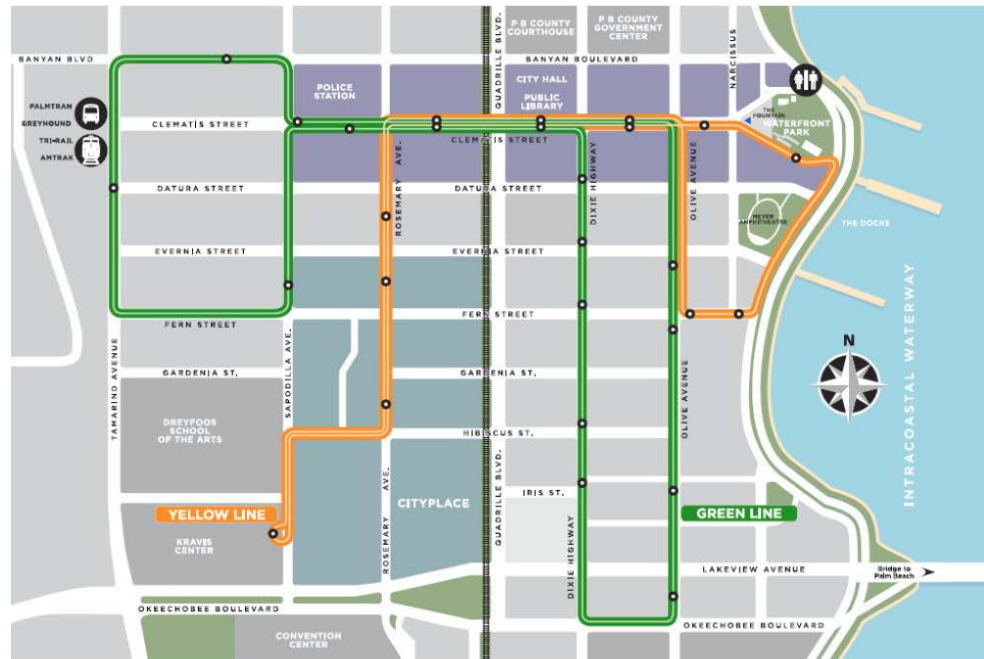
- City-owned Lot
- Proposed Circulator Route

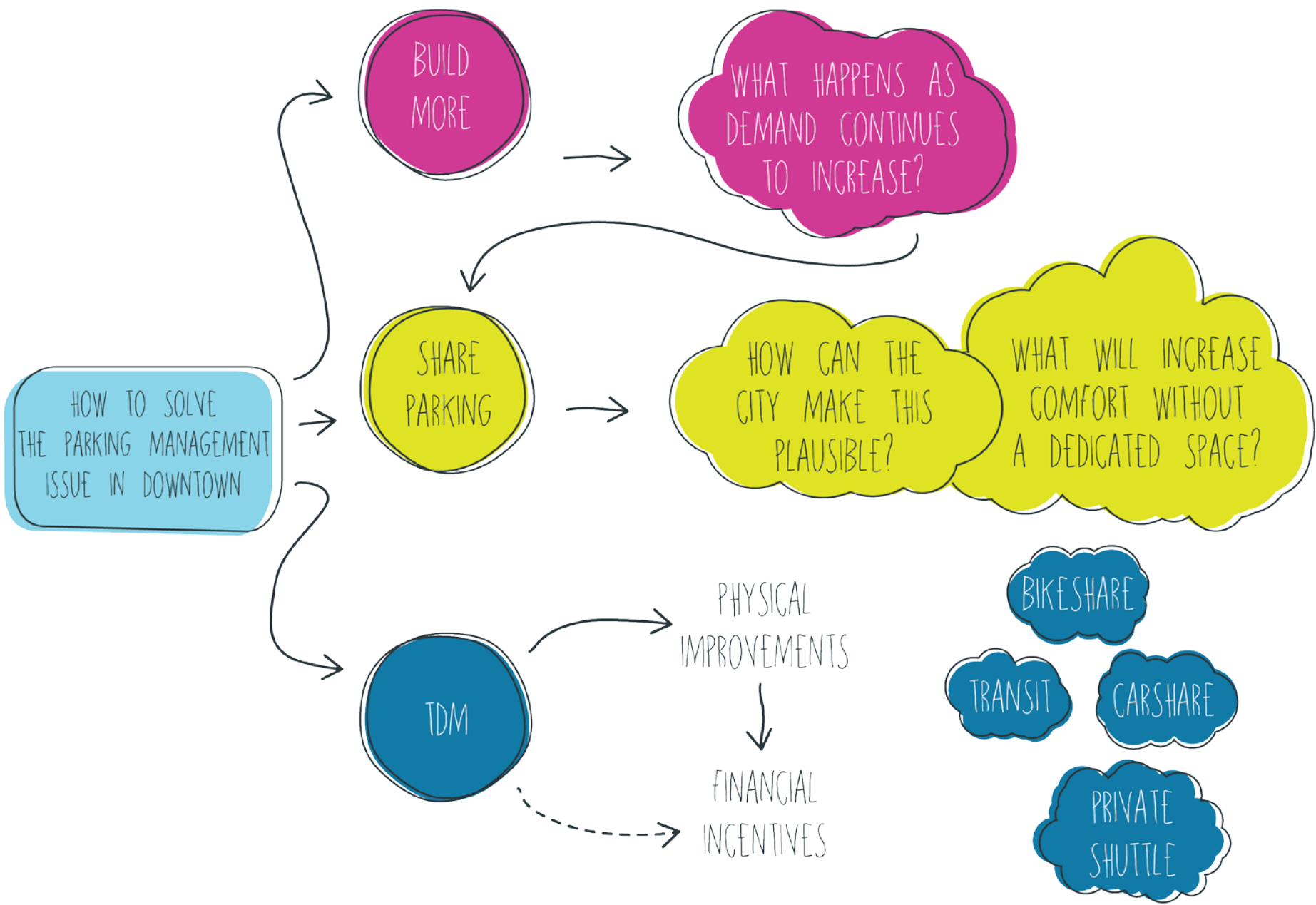


# EXAMPLE: an internal, high-frequency employer shuttle/trolley

## West Palm Beach, FL *Downtown Trolley Service*

- Functions as a circulator within downtown WPB
- Began operating between 2 of the major downtown districts in 2000
- Funded by FTA grant and MPO's Local Initiatives grant program
- Runs between 11:00am – 9:00pm Sunday-Wednesday; 11:00am – 11:00pm Thursday-Saturday
- Runs every 15 minutes
- In 2012 the city started service for a “Commuter Circulator” connecting transit nodes and several of Downtown's major transit generators/employment centers





**Work with local employers to incentivize alternative modes of commute:** Encourage willing employers to offer employees transportation options:

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

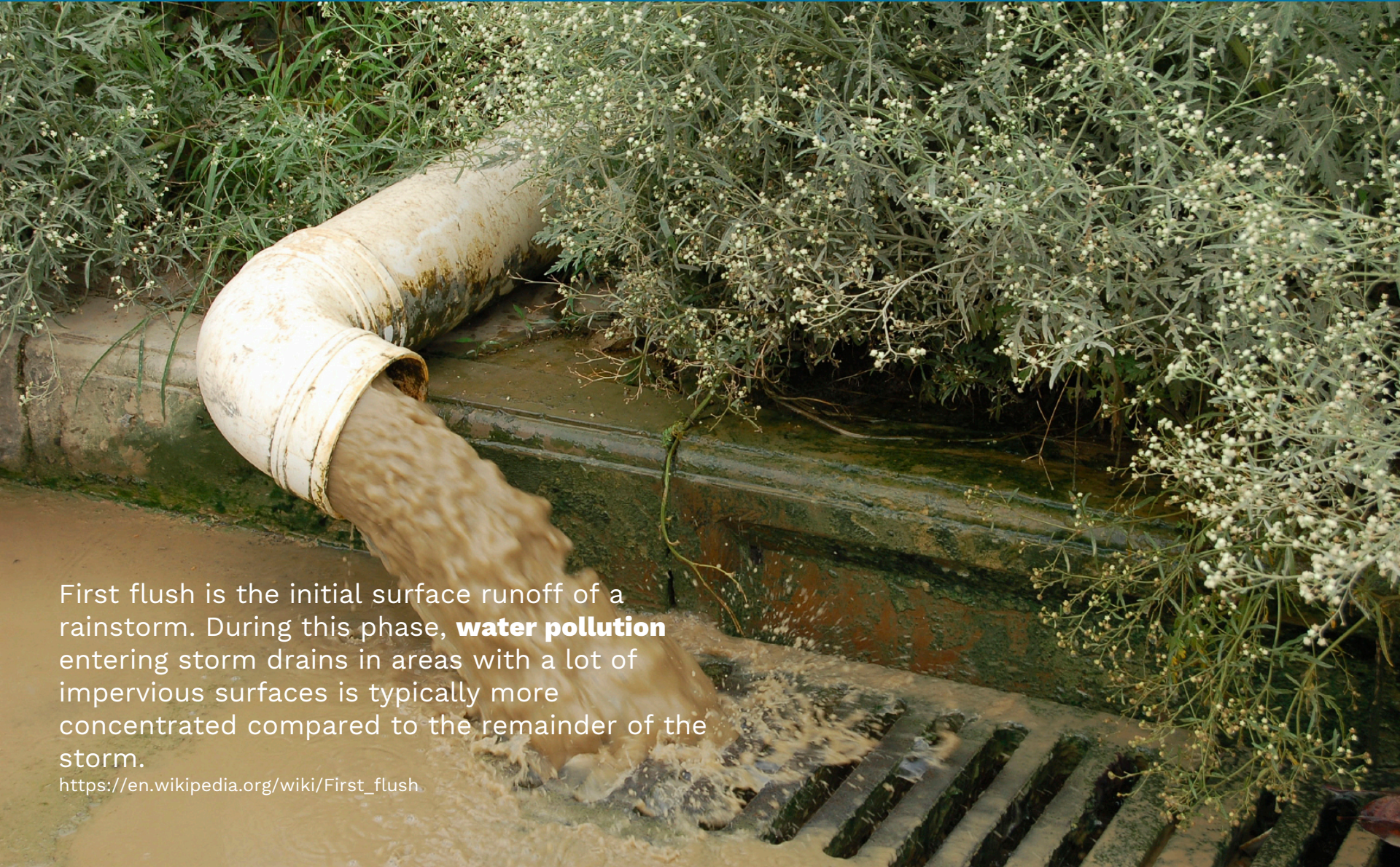
**Lengthen the season for alternative modes:** Prioritize investment in bike lane snow clearing, sidewalk clearing and weather-appropriate transit amenities



# Create an integrated **open space network** Downtown

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

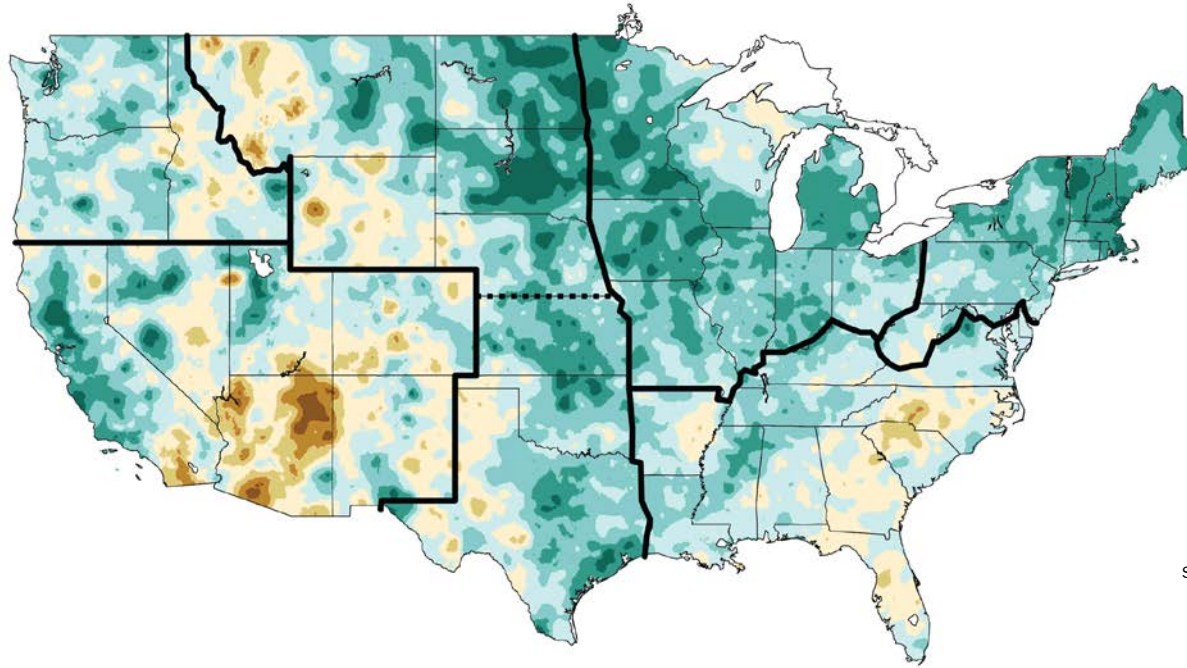
# Create open spaces that act as infrastructure



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](https://en.wikipedia.org/wiki/First_flush)

# PRECIPITATION CHANGE

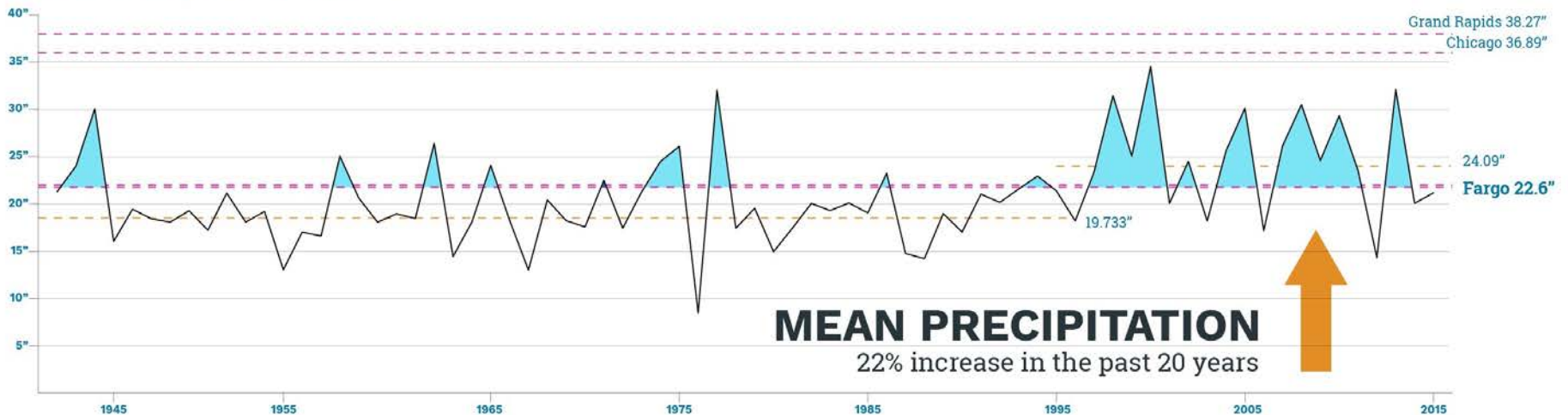


BETWEEN 1991 - 2012

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

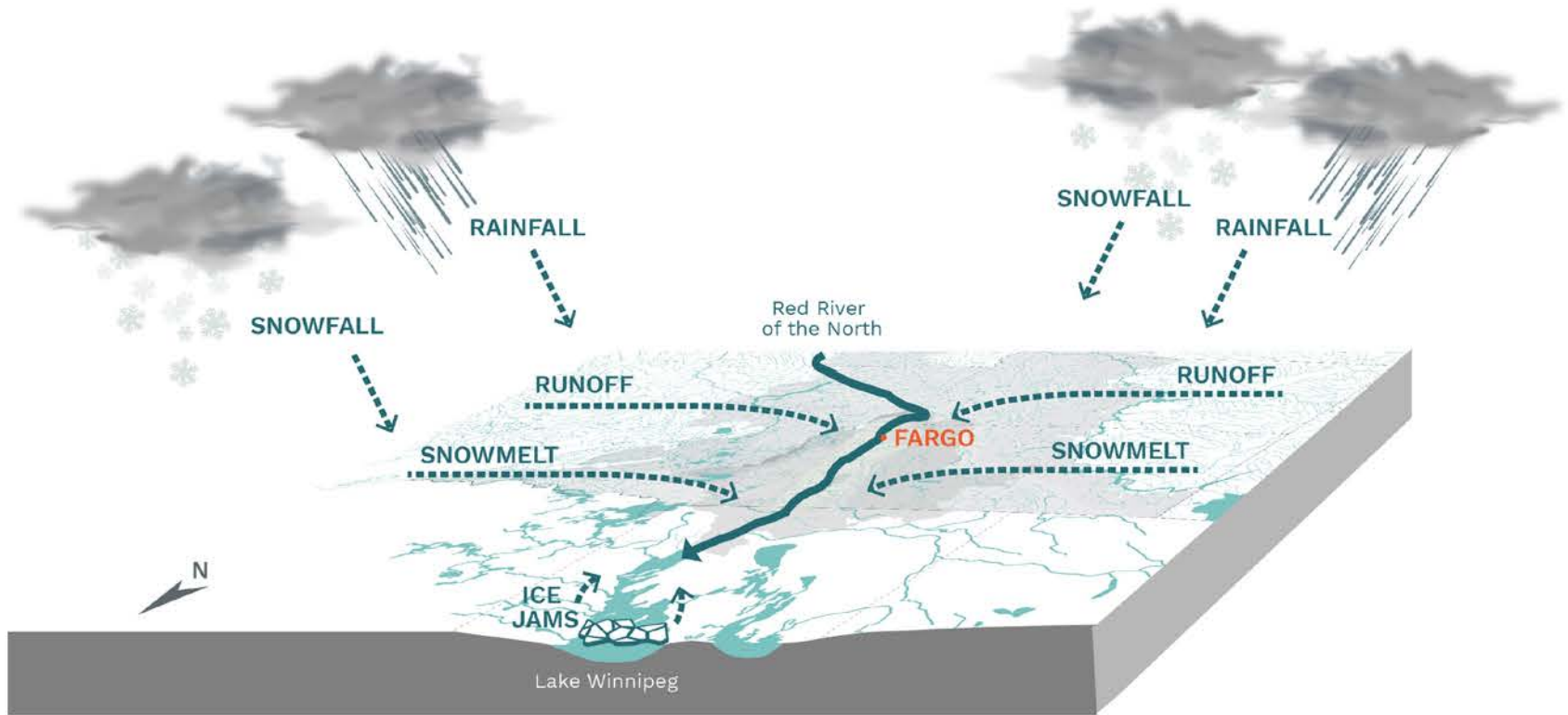
Source: <http://earthobservatory.nasa.gov/IOTD/view.php?id=83624>

## Total Yearly Precipitation

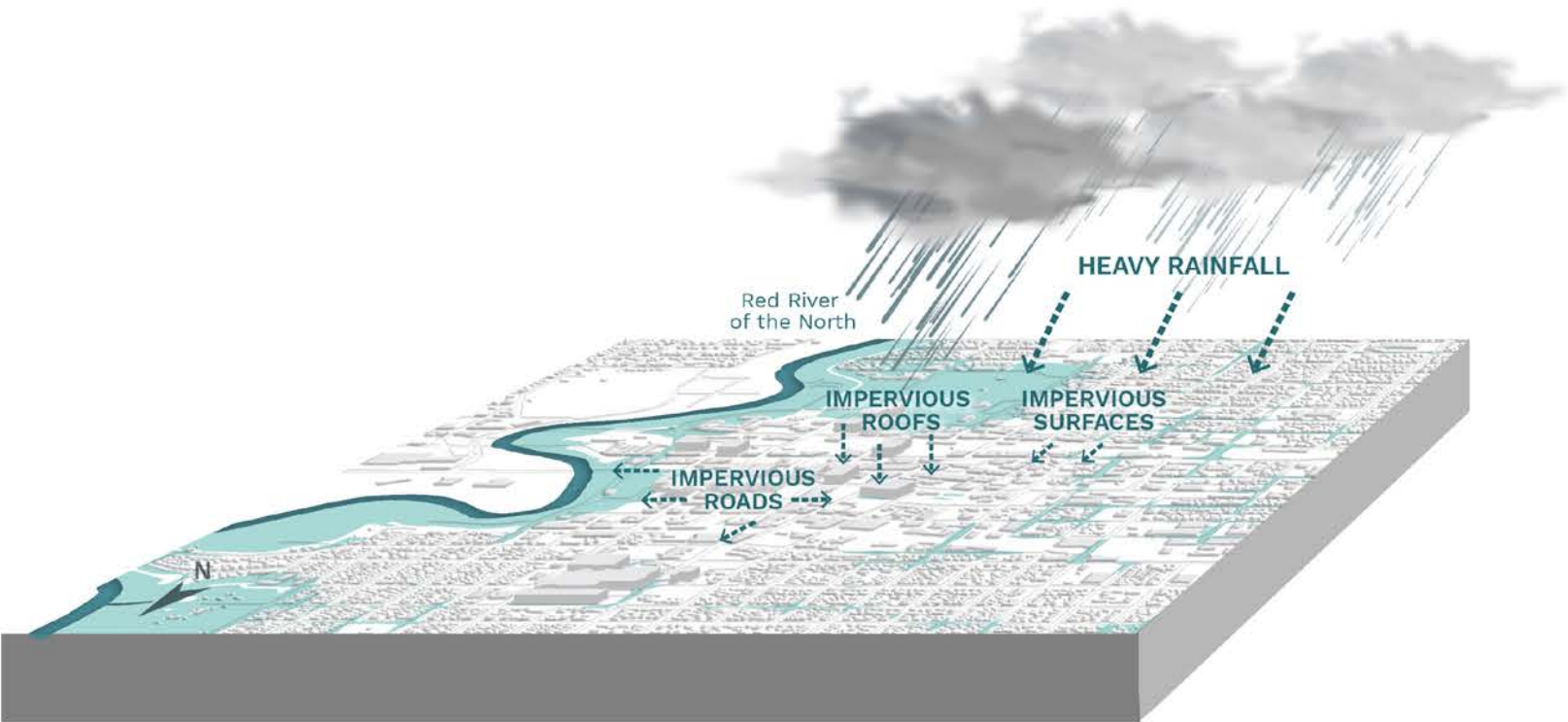




# Regional Flooding



# Localized Flooding









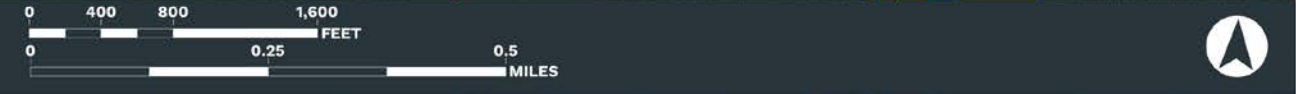
**Cultivate a Downtown  
open space network**

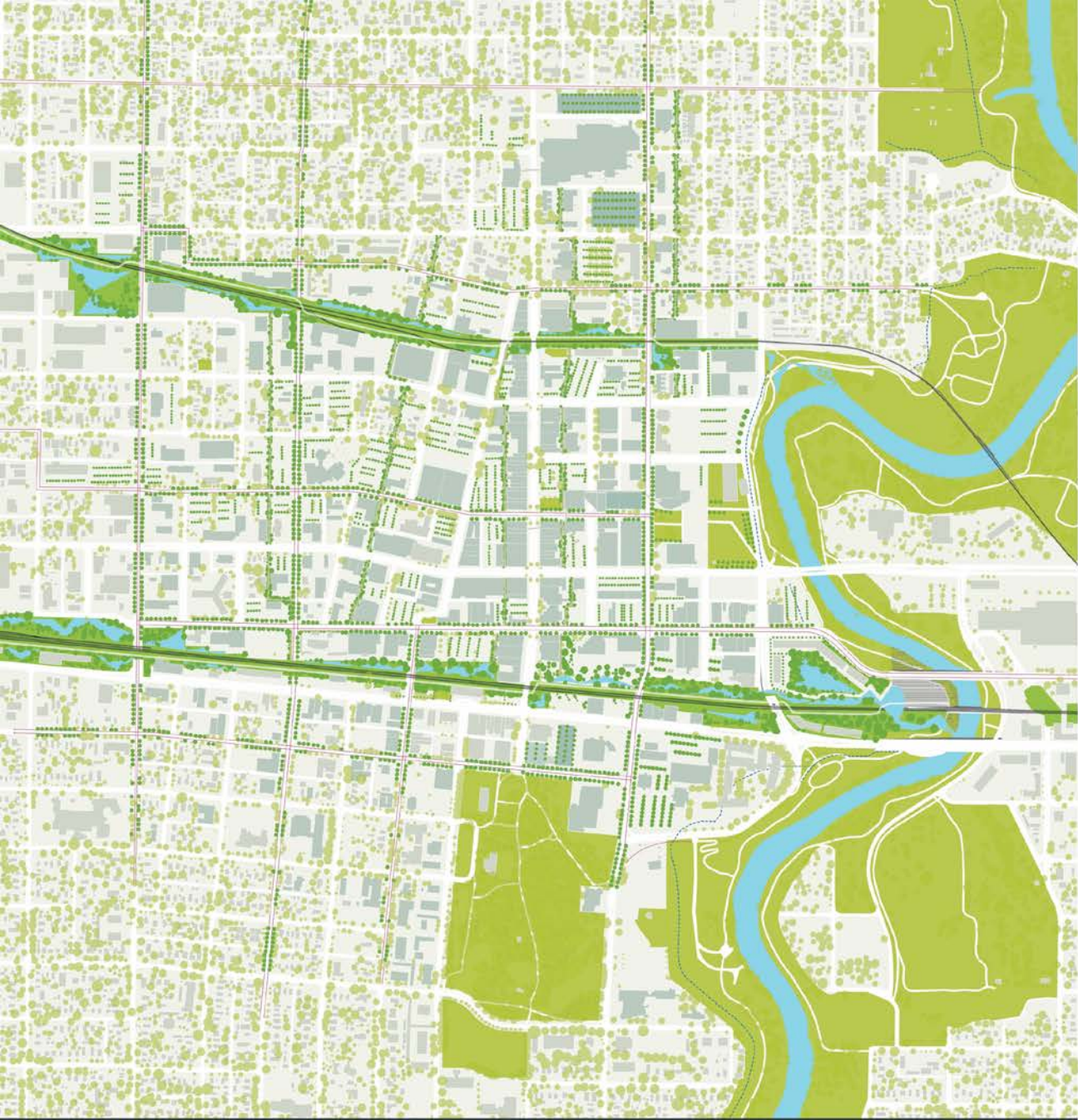


# Potential Open Space Network

Source: BLD

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





# Potential Open Space Network

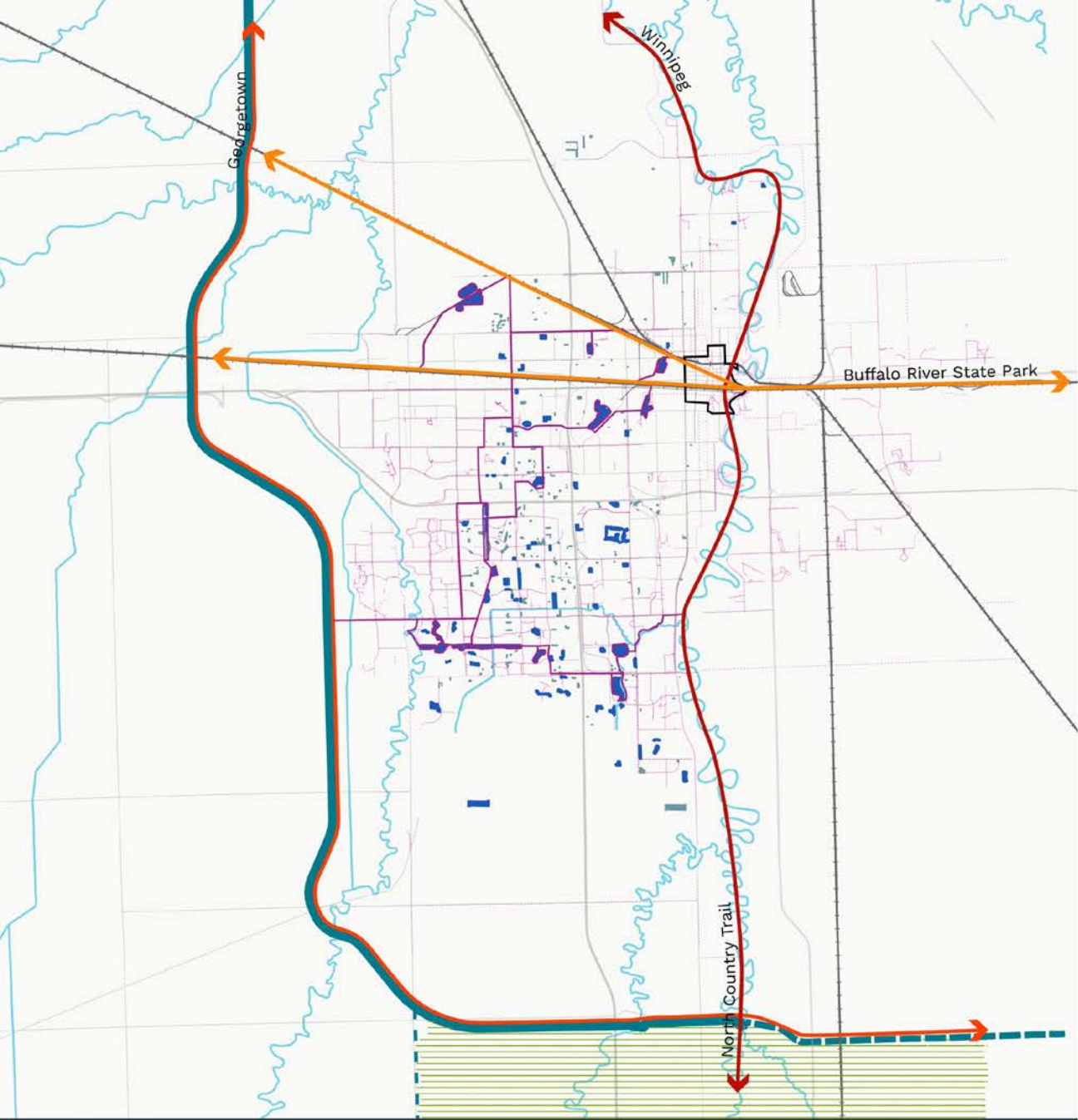
Source: BLD

- GREENWAY**
- RETENTION BASINS**
- POTENTIAL GREENROOFS**
- BIKE LANES**
- STEEL YARD DECK**
- FLOODWALL**
- PROPOSED TREES**
- EXISTING TREES**





Create **urban greenways** and  
an integrated, regional trail system

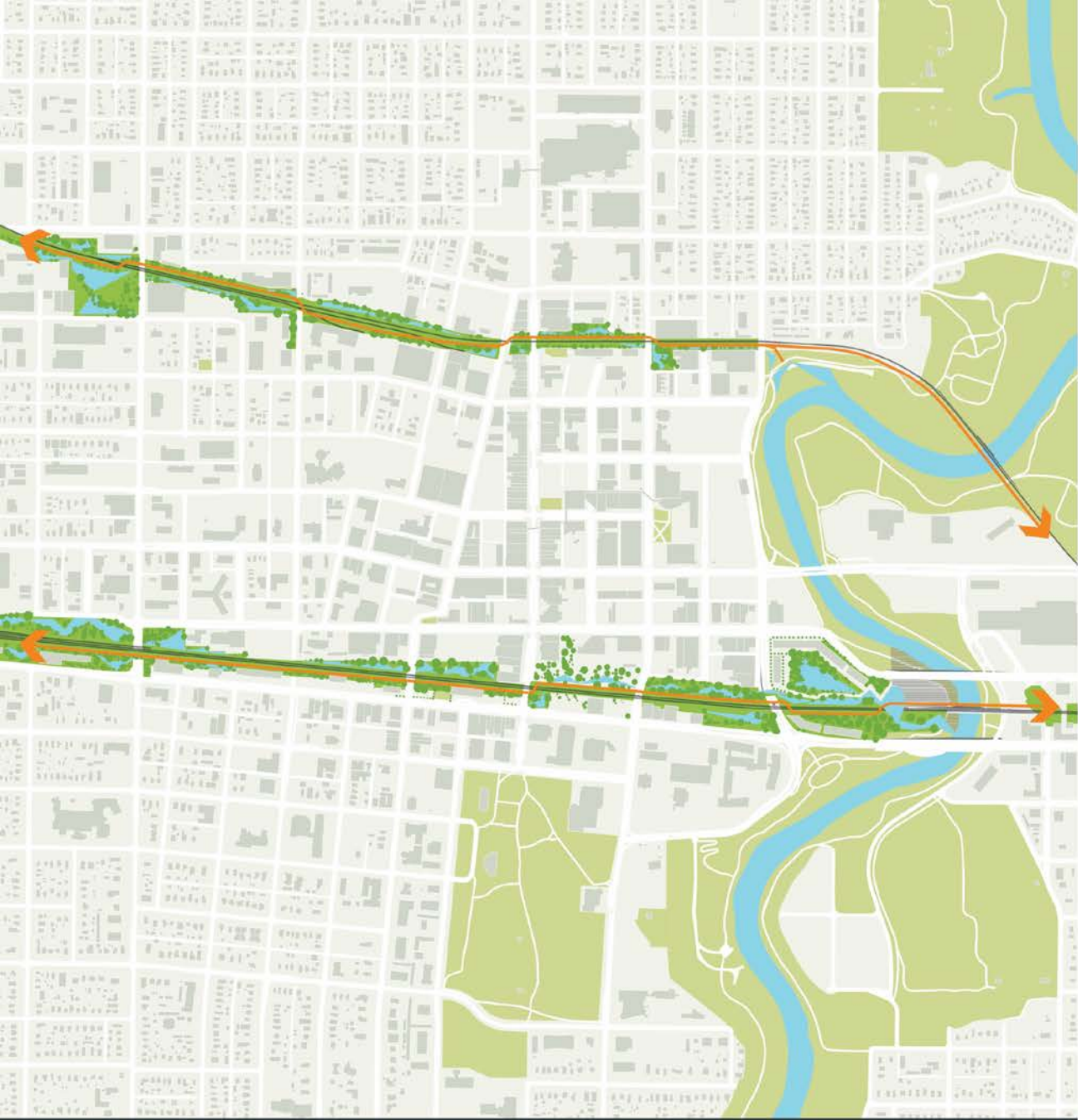


# Regional Trail Network

Source: BLD

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





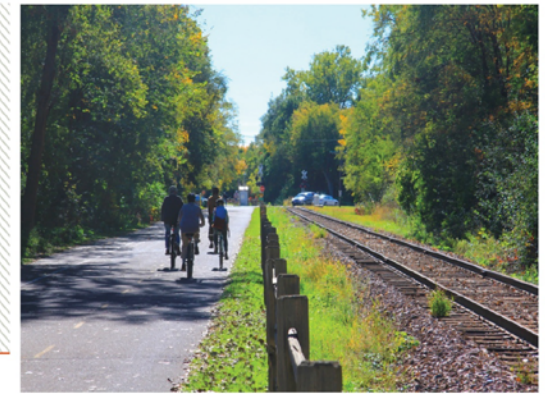
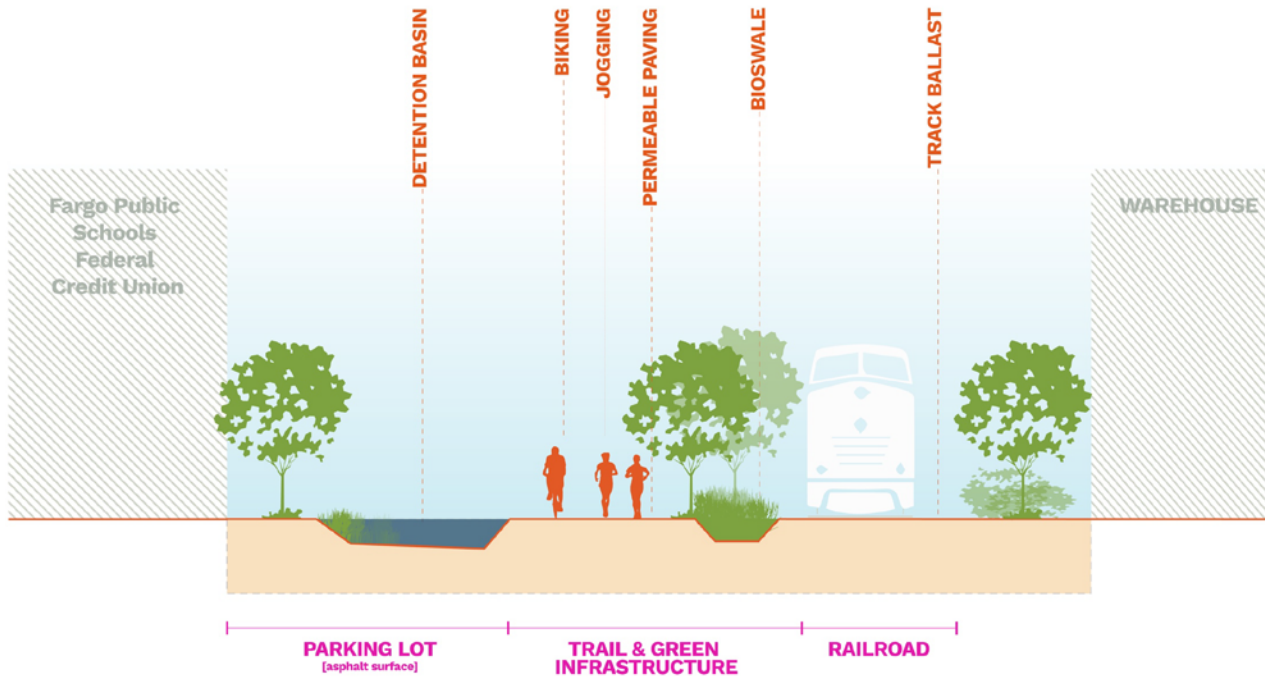
# Urban Greenway

Source: BLD

-  **DETENTION BASINS**
-  **TREES**
-  **GREENWAY TRAIL**





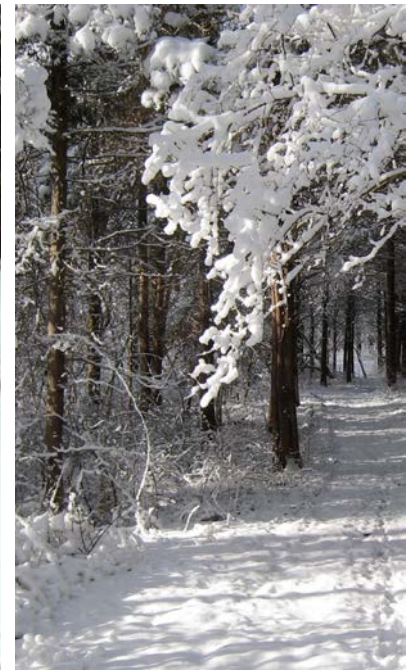


# Urban Greenway

MEDIUM CAPACITY



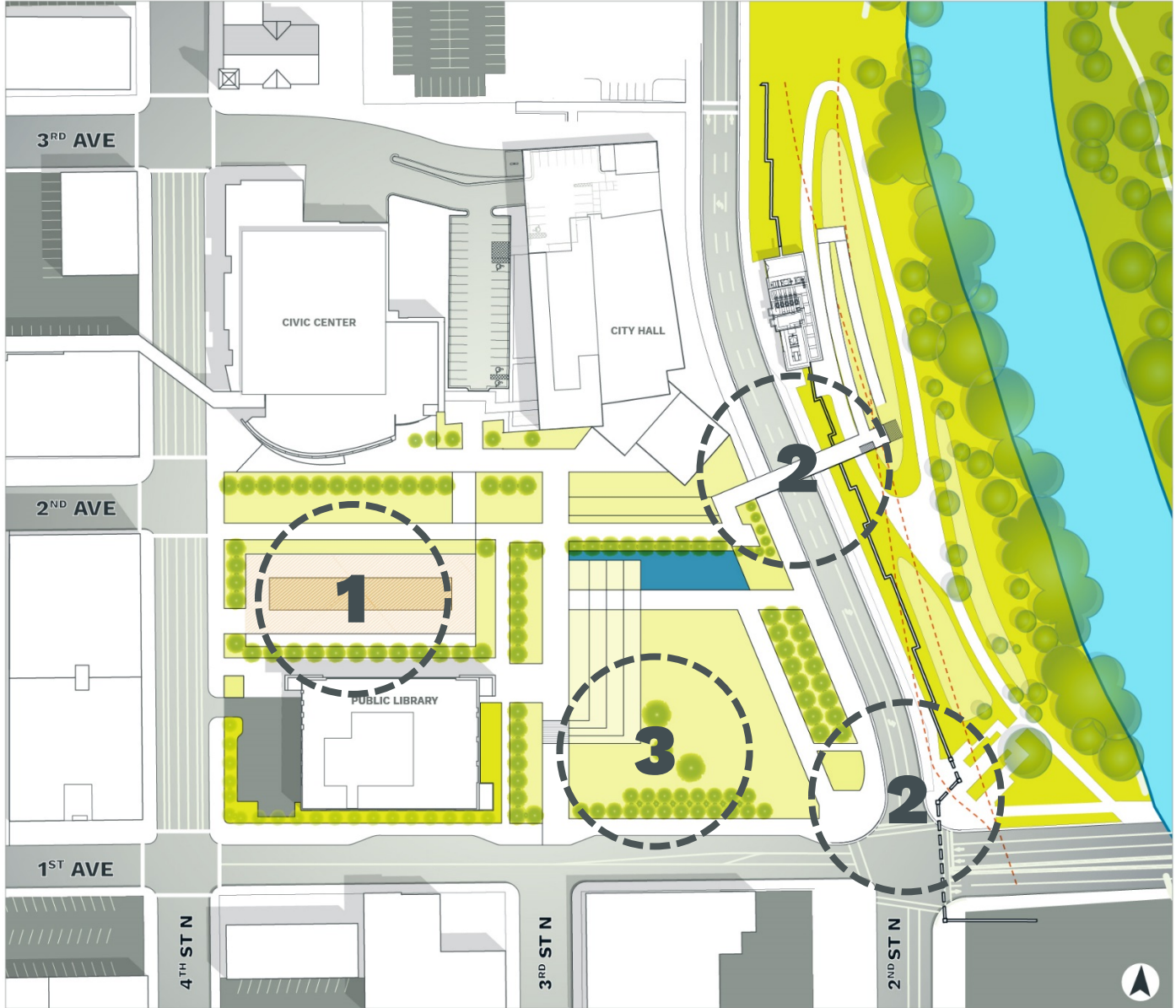




Urban Greenway Winter Program

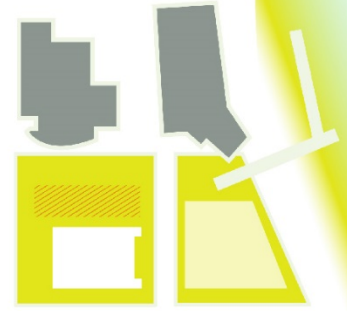
# Develop City Hall Plaza





### Key Questions:

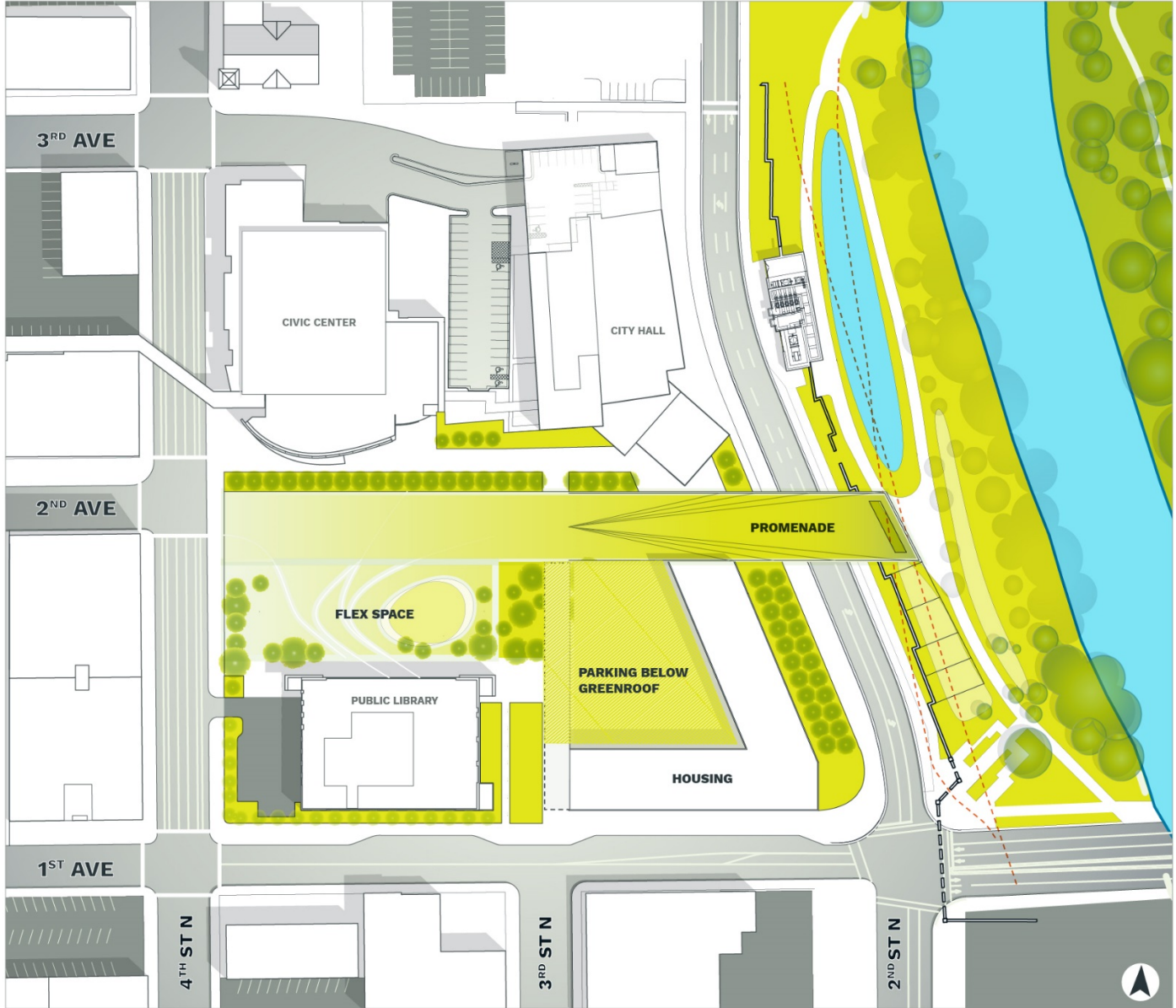
- 1. Where should parking be located?
- 2. How best to connect to the River?
- 3. Should we develop?



Proposed  
**HDR GATEWAY**

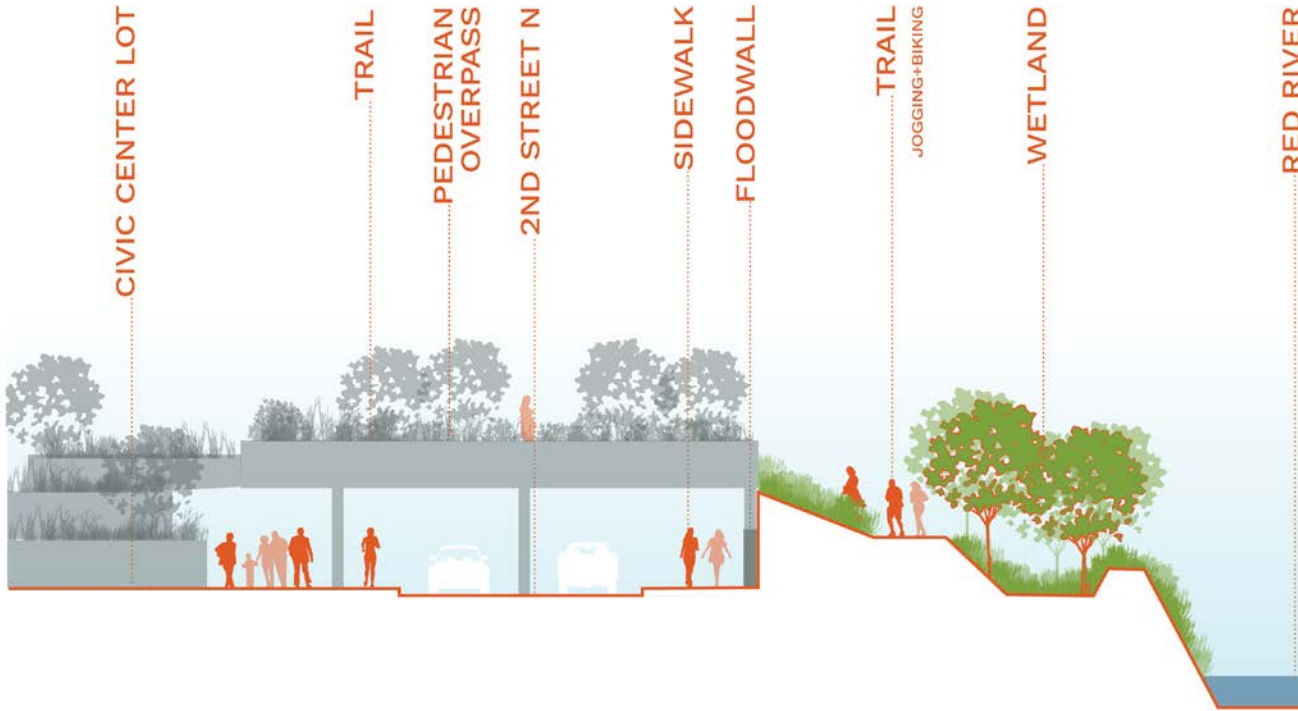


Option **1**  
LAWN WITH STAGE



Option **2A**  
2ND AVE PROMENADE





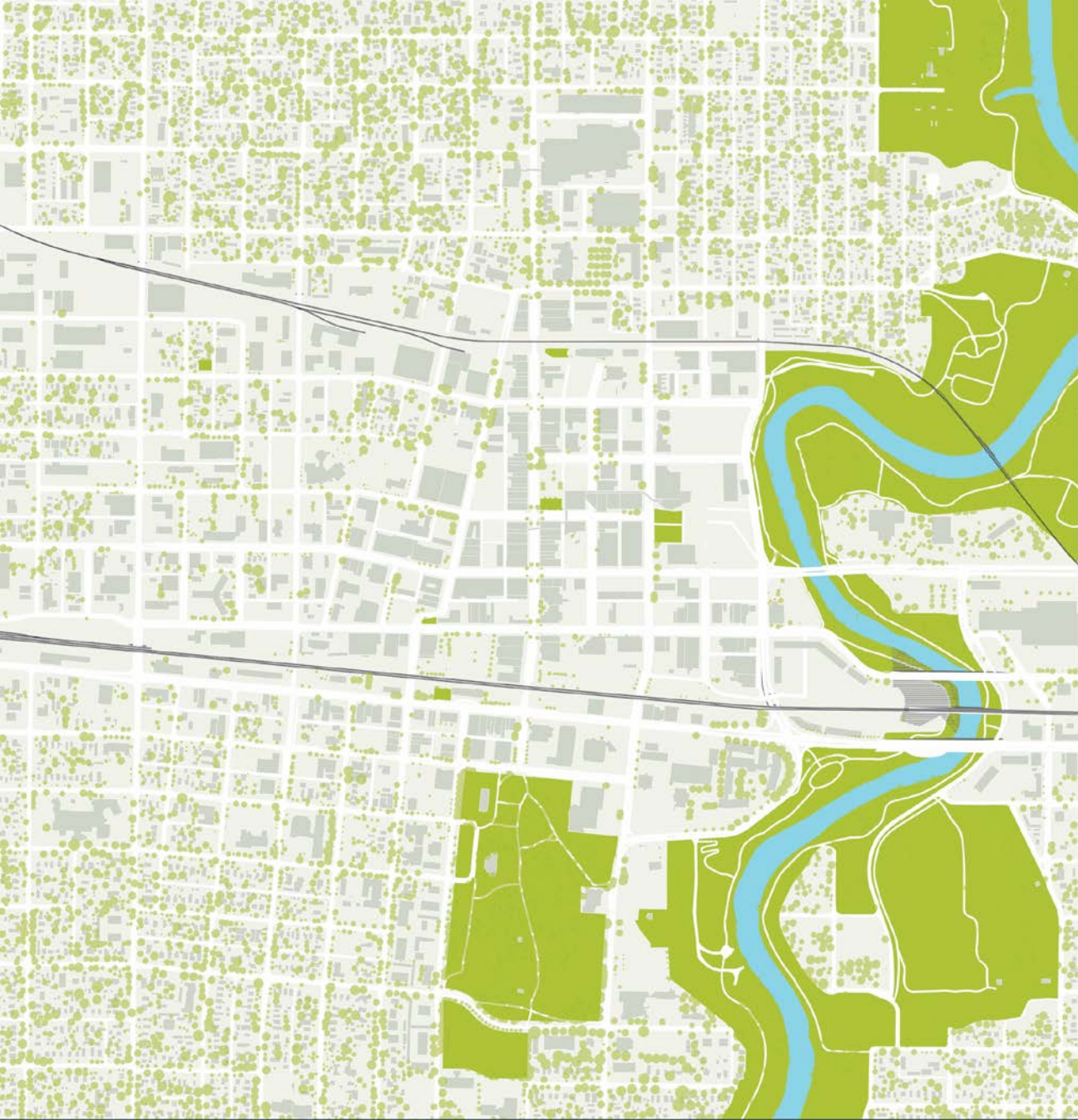
# Riverfront

CONTINUOUS ELEVATED  
TRAIL+LAND BRIDGE+PLAZA

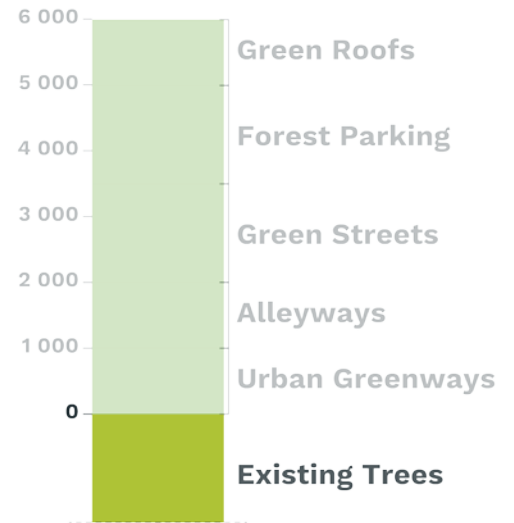


Boost **tree coverage** Downtown





## TREE COUNT

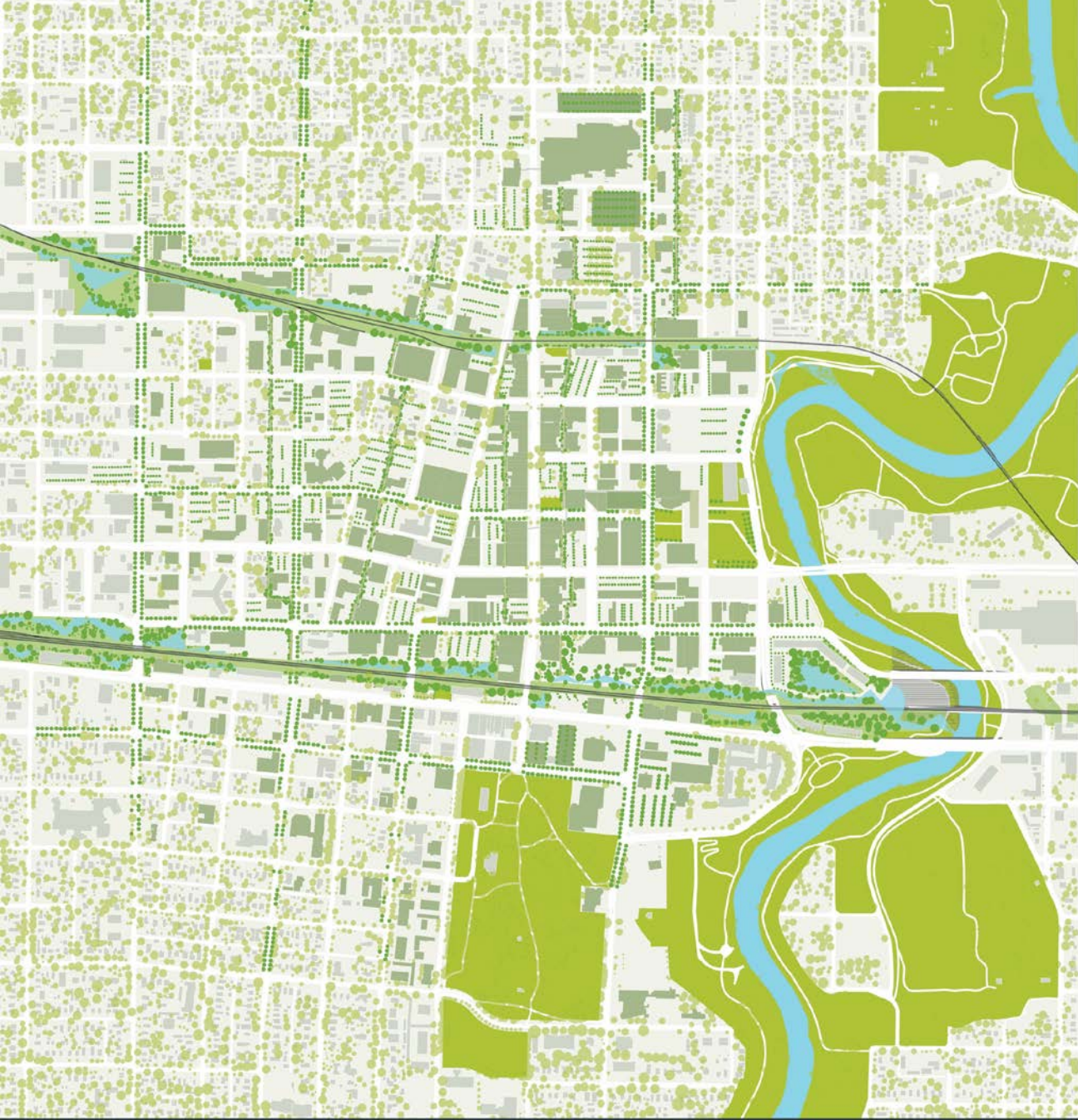


# Proposed Tree & Vegetated Cover

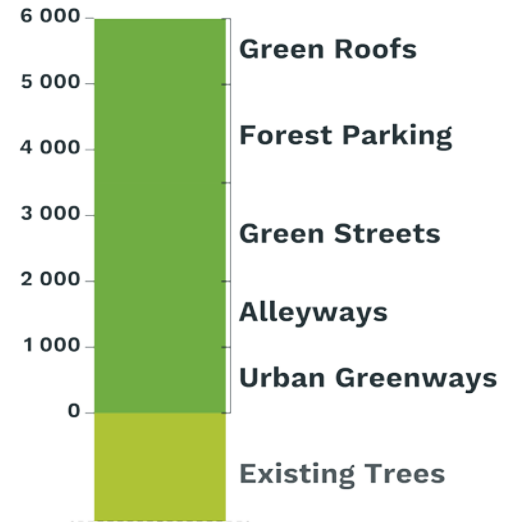
Source: BLD

 **EXISTING TREES**





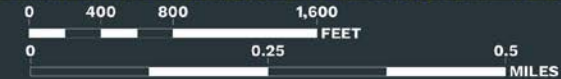
**TREE COUNT**



# Proposed Tree & Vegetated Cover

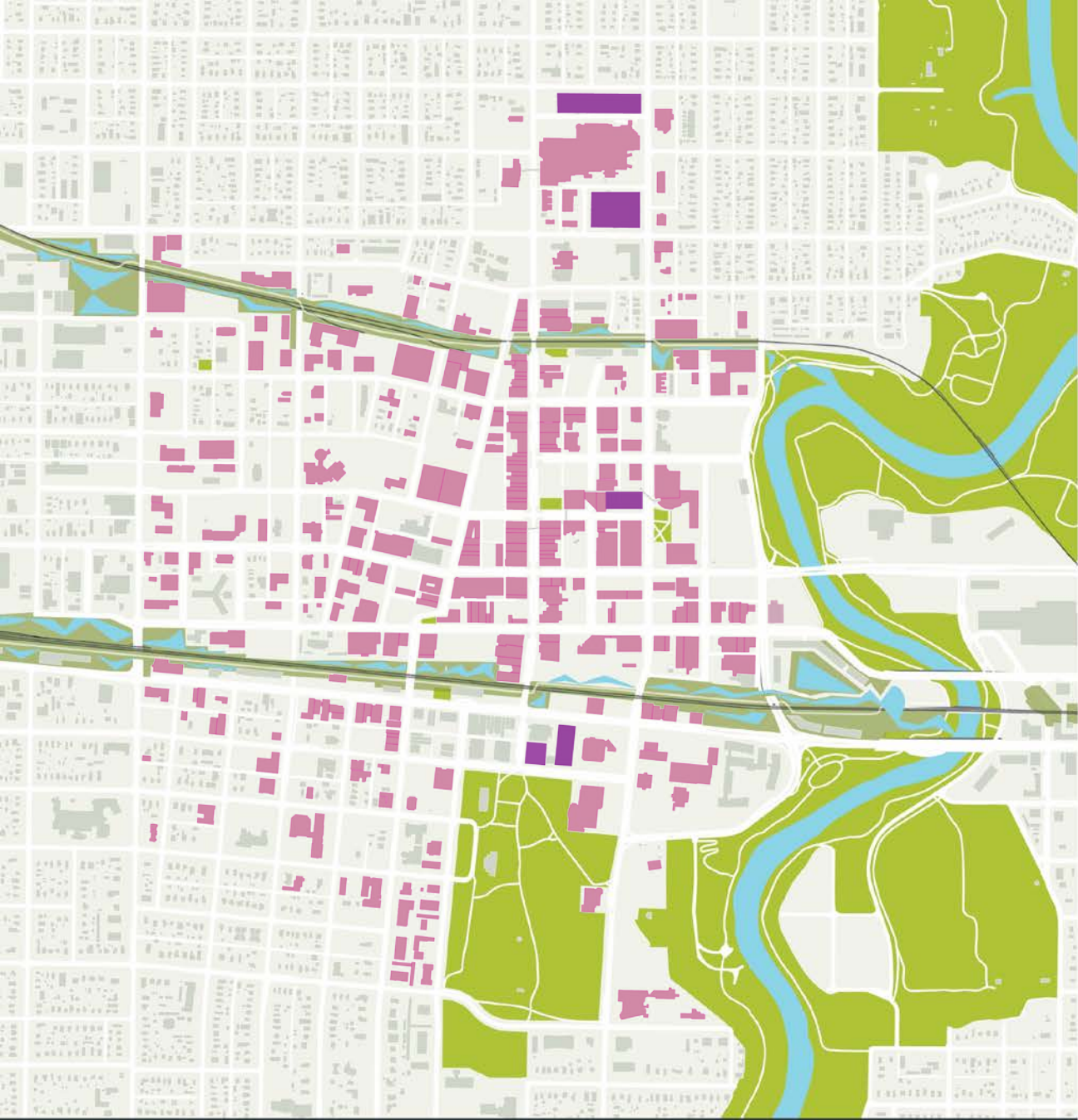
Source: BLD

-  **PROPOSED TREES**
-  **EXISTING TREES**






Consider **roof-top retention**

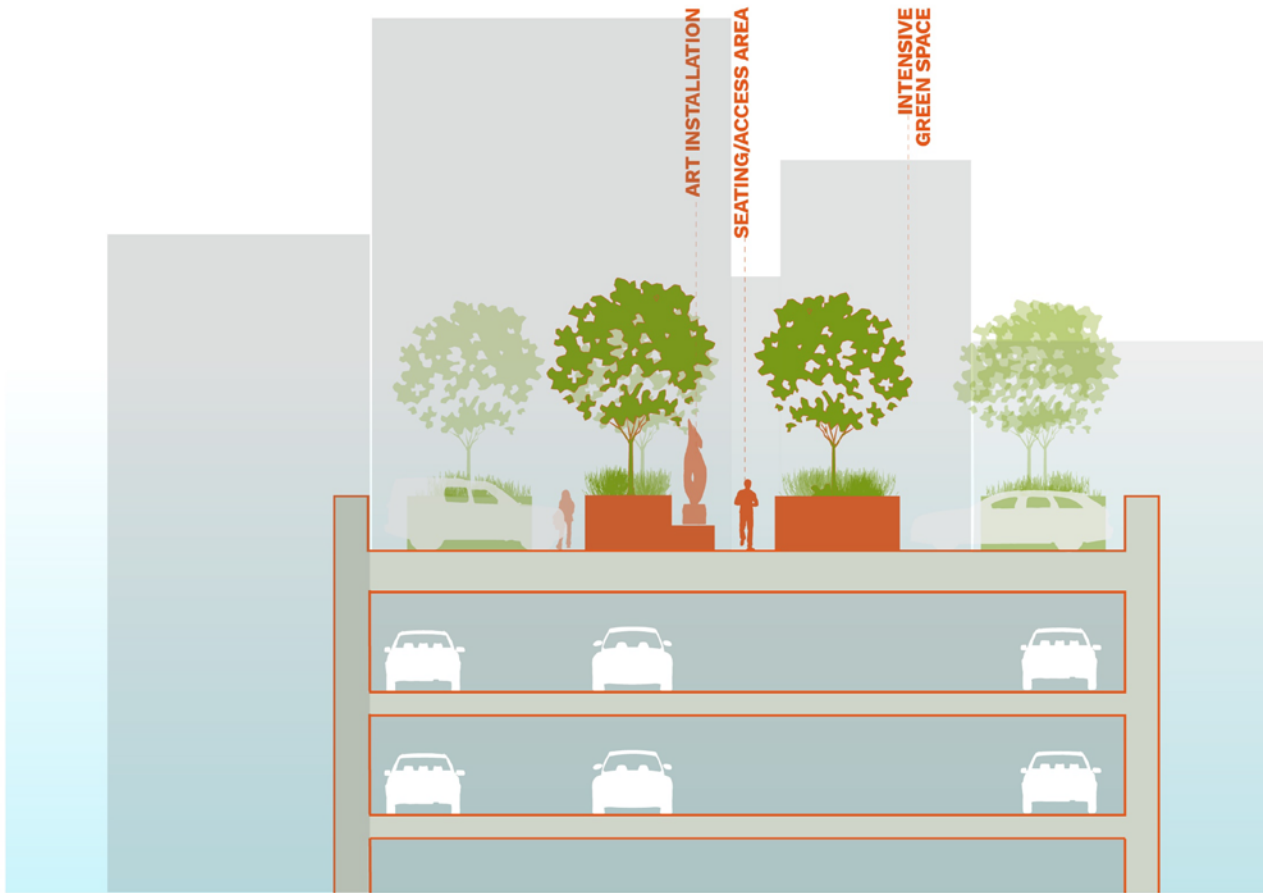


# Potential Green Roofs

Source: BLD

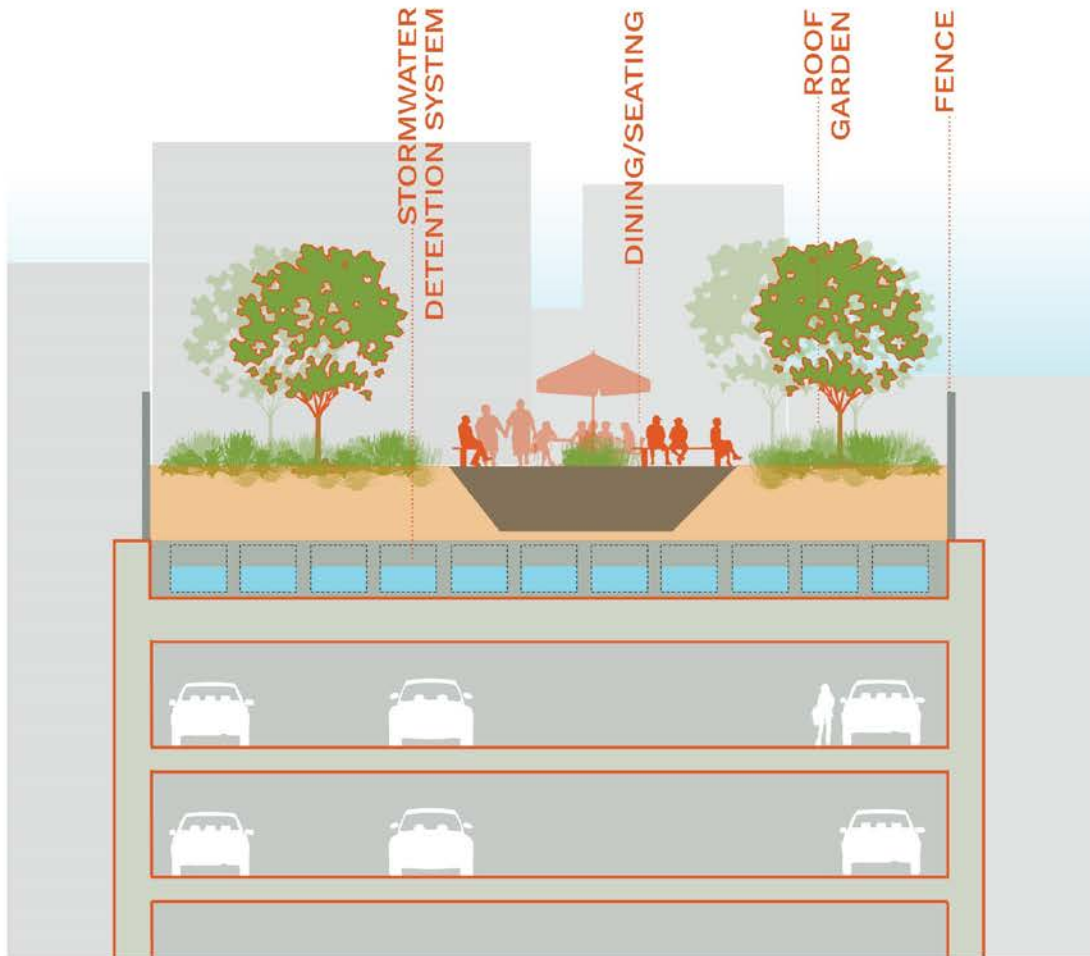
-  **POTENTIAL GREEN ROOFS ON PARKING BUILDING**
-  **POTENTIAL GREEN ROOFS ON EXISTING BUILDING**

**+ 3 500 000 ft<sup>2</sup>**  
of potential green roofs



# Green Roof

PARKING FOREST  
EXISTING GARAGE ROOFTOP



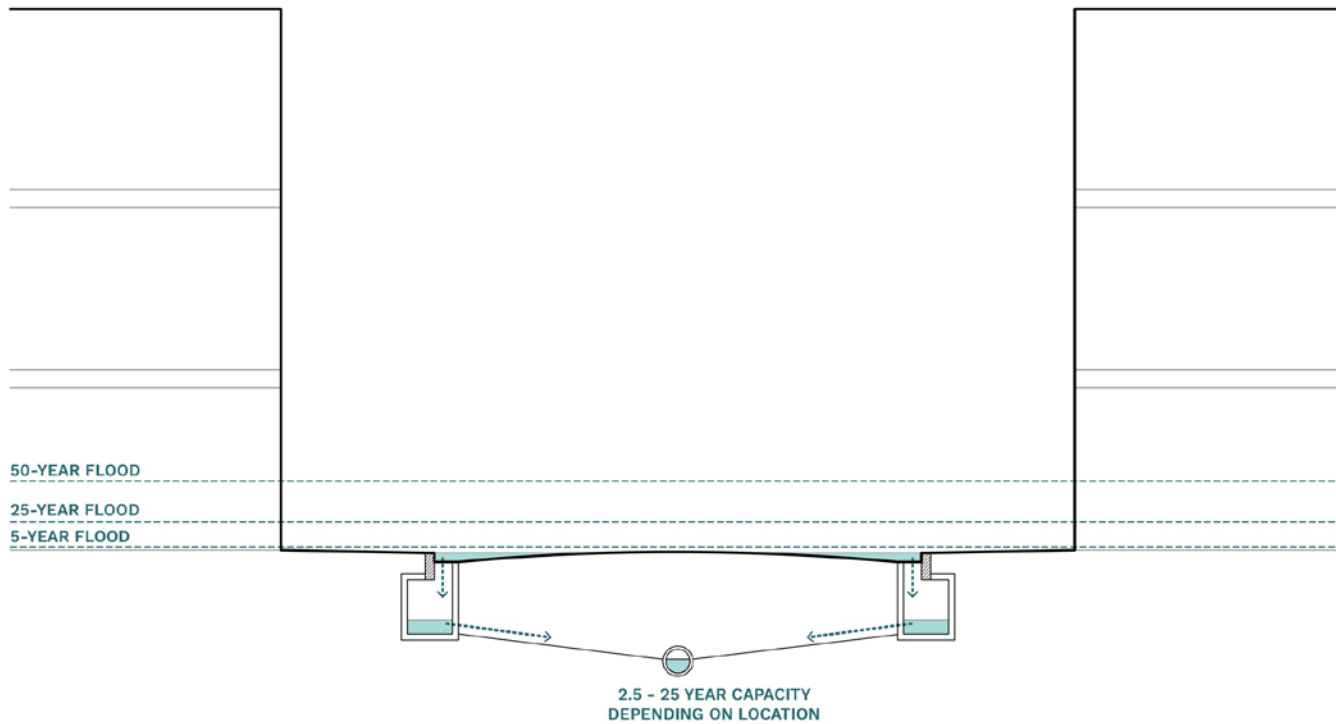
Green Roof



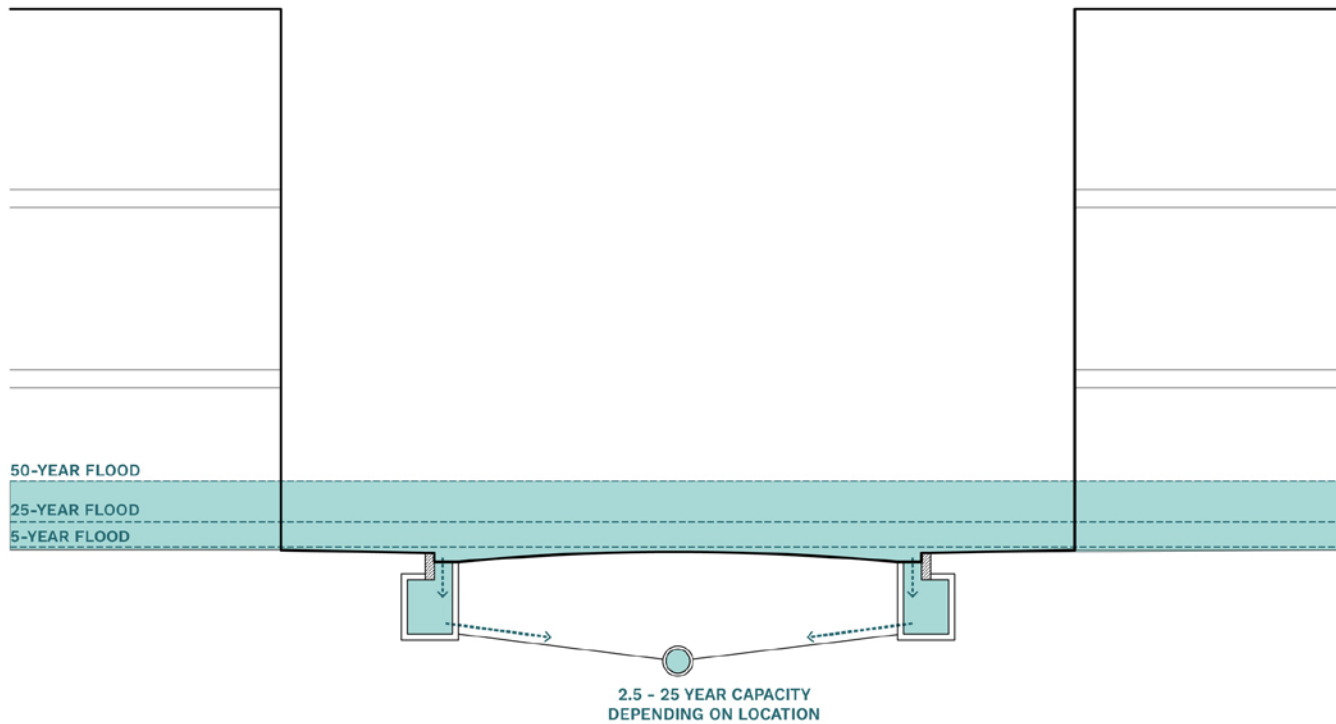
Integrate **greening** in the streets

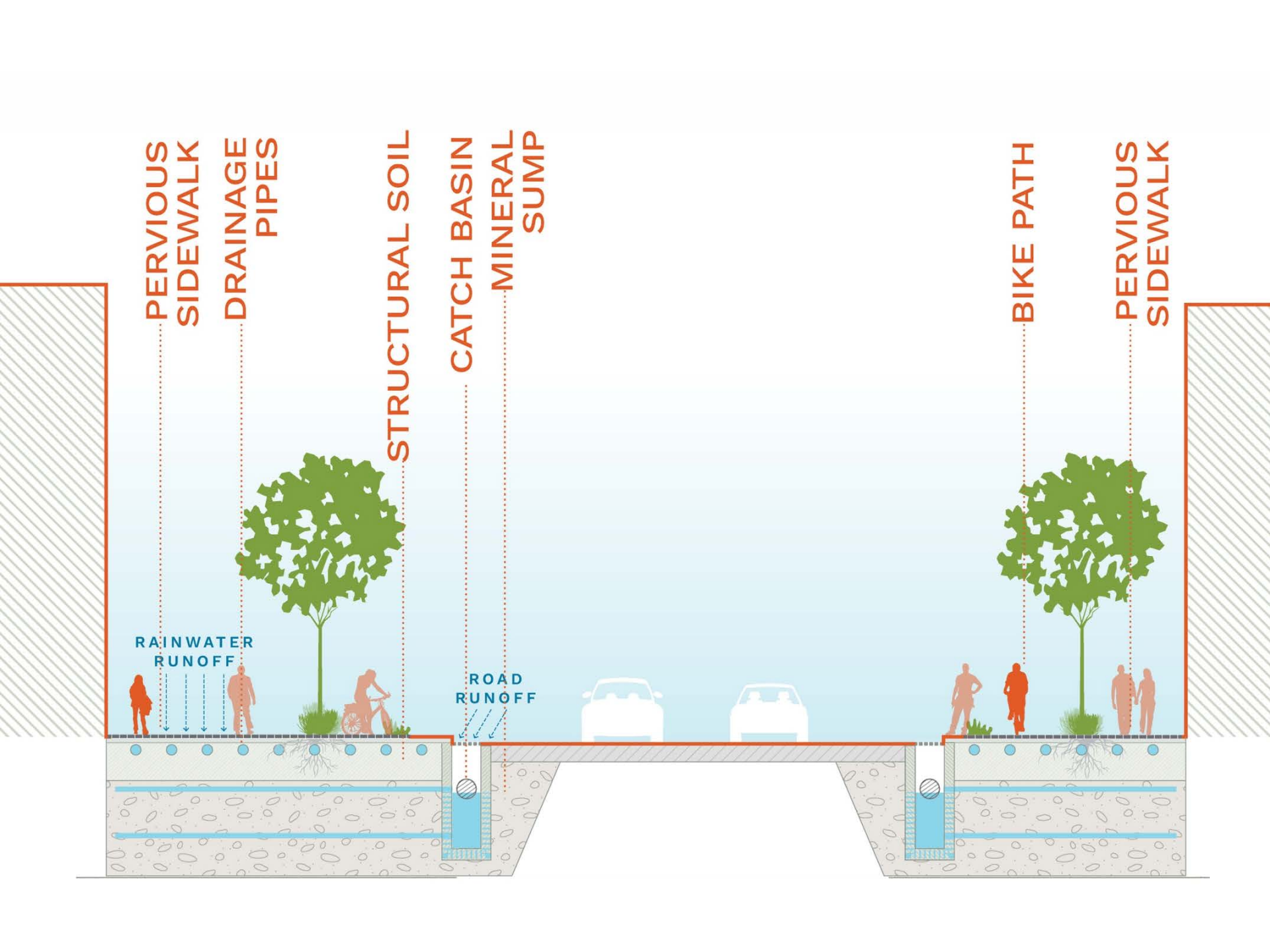


# Street Flooding 2.5-Year Storm Event



# Street Flooding 50-Year Storm Event





PERVIOUS  
SIDEWALK  
DRAINAGE  
PIPES

STRUCTURAL SOIL

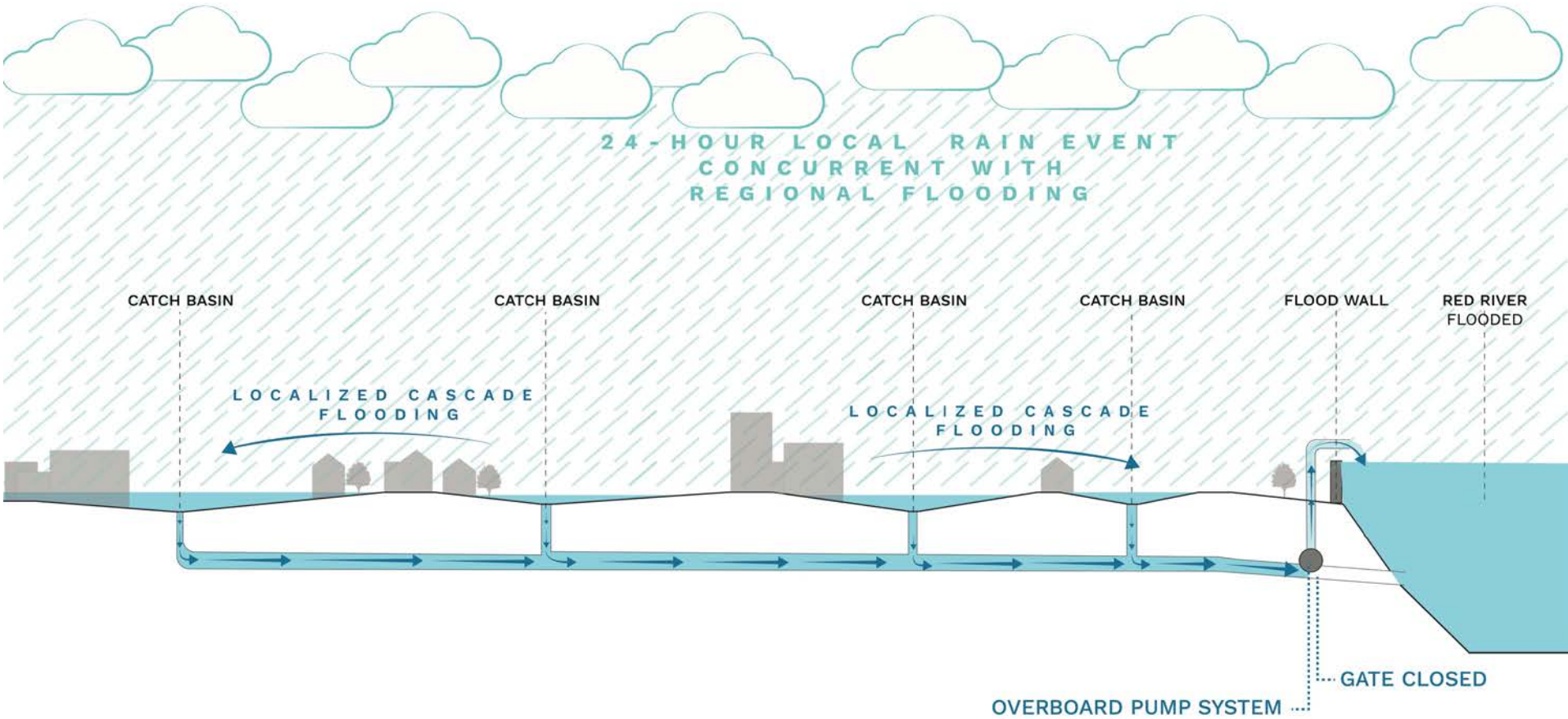
CATCH BASIN  
MINERAL  
SUMP

BIKE PATH  
PERVIOUS  
SIDEWALK

RAINWATER  
RUNOFF

ROAD  
RUNOFF

# Localized & Regional Flooding after FM diversion





Adjust stormwater regulations +  
**create a stormwater masterplan**

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  
place for all renovated historic example attraction  
world class leader diverse dense  
populated fantastic thriving affordable sensible bright  
number one inclusive engaging cooler  
extended entrepreneur more vibe greenspace eclectic  
dynamic TOMORROW magical bicycle friendly  
vibrant progressive destination sustainable  
artful spreading growing magnetic useful leading walkable  
photogenic unique welcoming accessible nice  
exceptional gentrified green  
cosmopolitan family friendly congested bigger  
comfortable 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

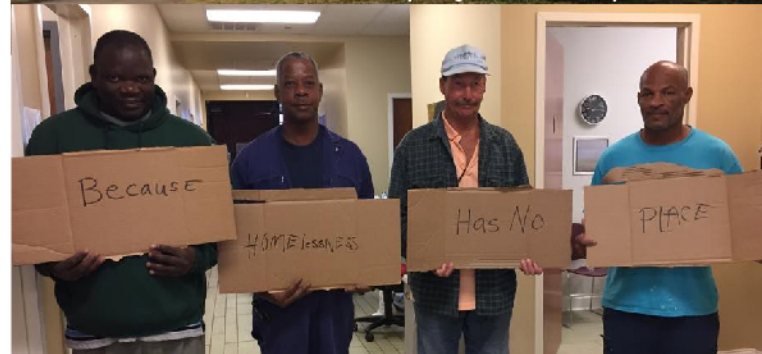
## PRECEDENT

DAYBREAK: DAY/RESOURCE CENTER  
MACON, GA

- \* 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

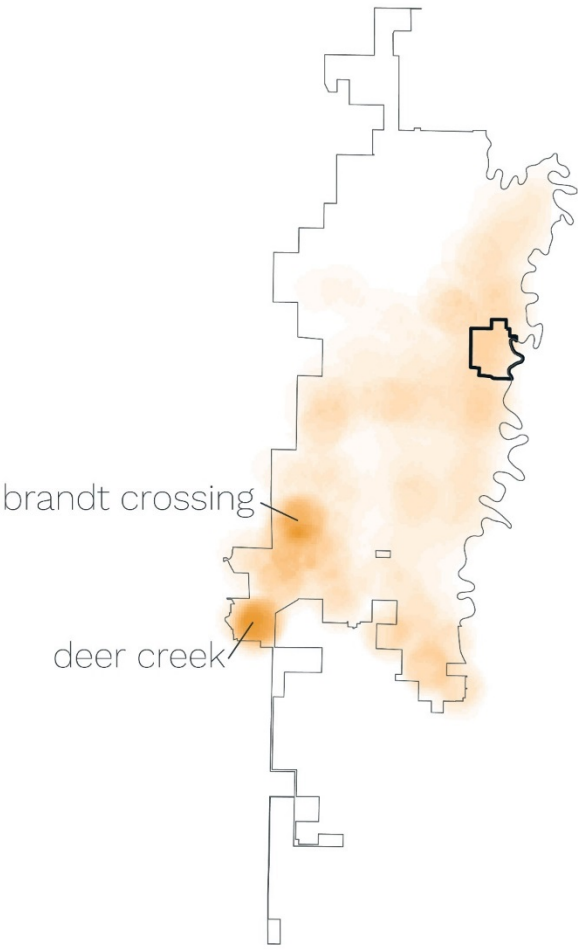
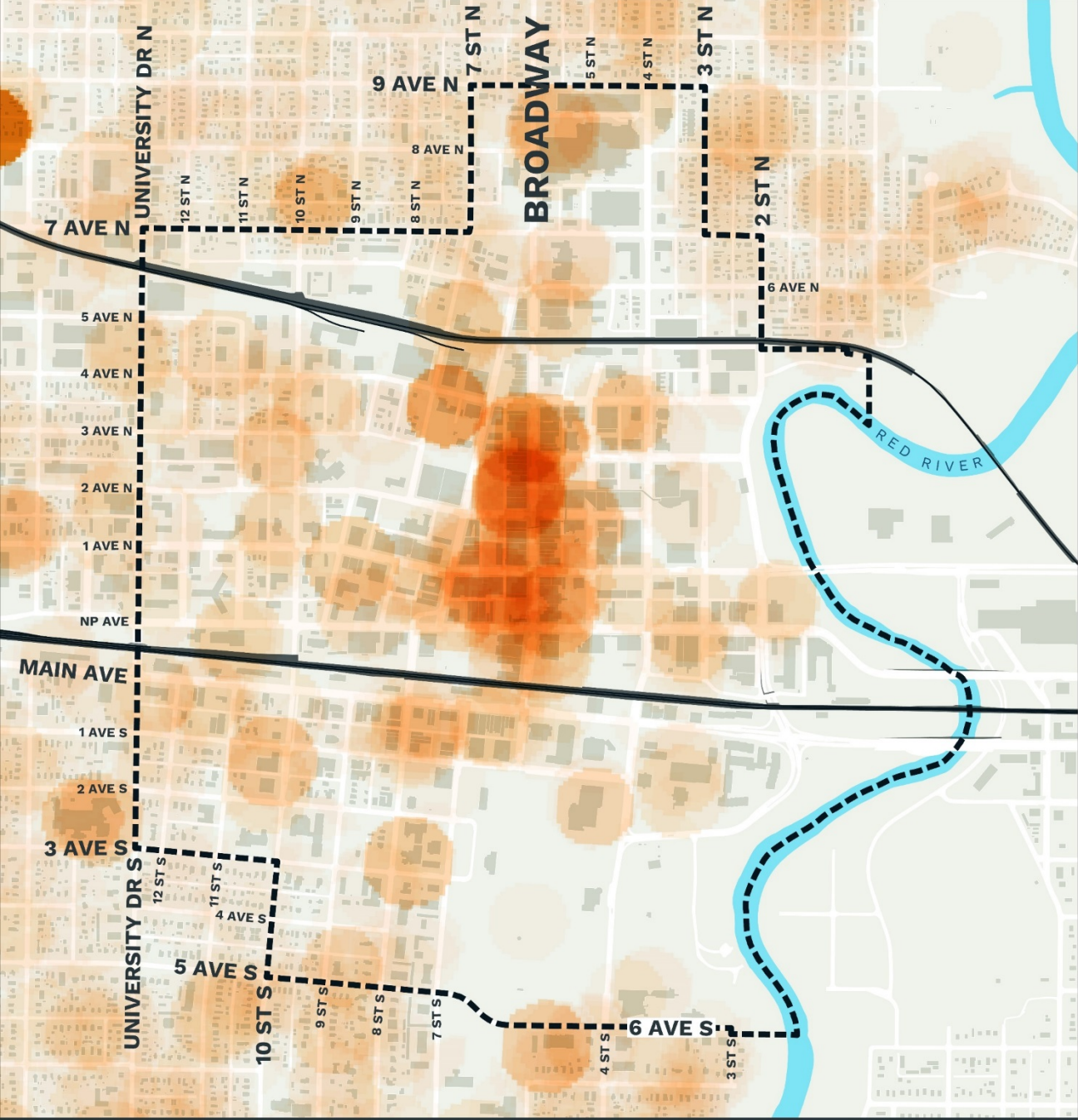


We'll need some flexible and sustainable financing options to realize these ideas.

And so much of the region's development is actually not occurring Downtown

Over the past 5 years, only 3% of the total building permits issued in Fargo were located in the focus area.





# Building Permits, 2012-2016

Source: City Of Fargo

**[Dashed Box Icon] DOWNTOWN FOCUS AREA**



# 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

- \* Downtown district-based financing
- \* Return scattered site TIF program for residential
- \* Remodeling exemption modification
- \* Capitalize development fund
- \* Link TIF/PILOT to Downtown development goals
- \* Employer-assisted housing

# Downtown District Based Financing



**GREEN SPACES**



**TRAILS + GREENWAYS**



**BICYCLE INFRASTRUCTURE**



**PARKING INFRASTRUCTURE**



**PLACE-MAKING**



**ON-GOING MAINTENANCE**

Focused on projects that increase value across the expanded area by being part of a connected network e.g. **green spaces, trails, bike lanes, parking, place-making**

Designed to support ongoing **maintenance** through the assessment process



# The End

**BUT WAIT!**  
BEFORE YOU GO...









**PLEASE** help us prioritize  
the recommendations for  
Downtown Fargo's future

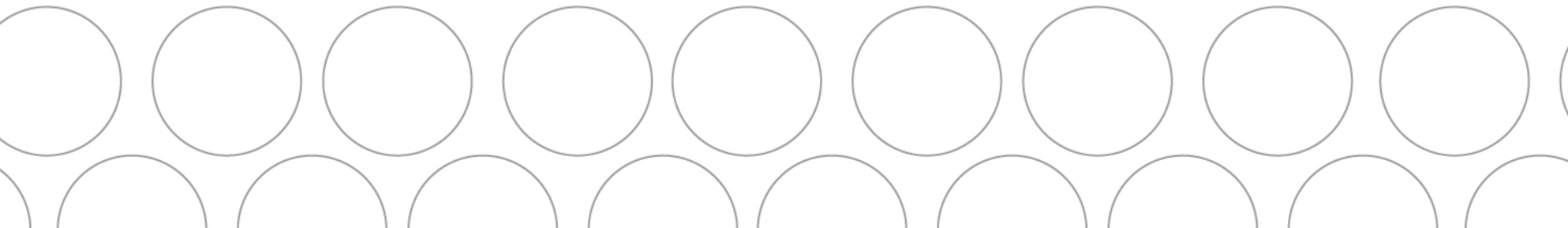


# TAKE YOUR 8 STICKERS

AND SHOW US HOW YOU WOULD ALLOCATE LIMITED RESOURCES (MONEY/TIME/EFFORT) FOR IMPLEMENTATION:

**HOW SHOULD WE COMMIT OUR LIMITED RESOURCES ON STRATEGIES BIG and SMALL?**

<b>MOST DIFFICULT</b> significant resources required	<b>VERY DIFFICULT</b> a lot of resources required	<b>MODERATELY DIFFICULT</b> some resources required	<b>RELATIVELY EASY</b> limited \$ mostly people time
			
			



# OTHER THOUGHTS OR FEEDBACK?

PLEASE SHARE YOUR IDEAS, CONCERNS, ADDITIONS, EDITS,  
AND ANY OTHER COMMENTS WITH US!

IT'S ALMOST TIME TO START DRAFTING THE PLAN FOR DOWNTOWN...  
BEFORE WE DO, DO YOU HAVE ANY COMMENTS ON THE PROPOSALS  
FOR DOWNTOWN'S FUTURE?

THANKS FOR COMING!



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FARGO

THANK YOU!

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NO PARKING  
DROP