

**DOWNTOWN**

INFOCUS

A BLUEPRINT FOR FARGO'S CORE



October 11, 2016  
Open House

Welcome to the downtown  
infocus open house!



*BRING YOUR  
NEIGHBORS!*

**PUBLIC  
OPEN HOUSE**

**DOWNTOWN  
INFOCUS**  
A BLUEPRINT FOR FARGO'S CORE

tuesday, october 11th  
stop by anytime from 4 - 9pm



What is  
Downtown  
InFocus?

# 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 implement the plan. **WE HOPE YOU'LL GET INVOLVED!**

INTERESTED, BUT CAN'T MAKE IT?  
STAY IN THE LOOP BY VISITING US @ ↘  
[www.facebook.com/fargoinfoocus](https://www.facebook.com/fargoinfoocus)

This work must build upon recent and ongoing work

Public Art Master Plan, ongoing

Downtown Streetscape Guidelines, ongoing

Riverfront Design Study, 2015

GO2030, 2012

Fargo – Moorhead Downtown Framework Plan  
2002, update 2007

# Purpose of the plan

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

**ONCE THE PLAN IS DONE**

WHAT IS IT FOR?





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**



We started having conversations and collecting data this summer.

**THIS SLIDESHOW REPRESENTS WHAT WE'VE LEARNED SO FAR...**



Tuesday

8:00  
8:30  
9:00  
9:30  
10:00  
10:30  
11:00  
11:30  
12:00  
12:30  
1:00  
1:30  
2:00  
2:30  
3:00  
3:30

NP Ave.

Broadway

x

bike or drive tour

x

x

x

Wednesday

Dawson | P.H. Conference | P.H. Office  
donuts and downtown  
1 Million Cups

Dayna Delval

Craig Whitner

Jay w/ 10:15  
Crate City Bank

Brit Stevens

Arlette (DNA)

Amy + (Laurie)\*

FM Homeless  
Coalition

Jesse Craig

Terry S.

Julie Bommelton  
+ guest?

Domink Fischer

Dan Farnsworth  
+ Sarah Lindson

Thursday

Dawson | P.H.  
Breakfast  
Roundtable

Dave  
Piepkorn

Warren &  
Landy Thoreson

Tony  
Gehrig

Mike  
Williams

LUNCH

Jeremy +  
April

TJ Haugrud

Jan Hassen

We started with lots of small meetings to hear about different issues Downtown

Joe Burgh... + City... (faded text)

We've have had some informal events to help us get to know you...





ACCEPT  
MasterCard  
DISCOVER  
NETWORK

COCONUT SHRIMP   CRAB CAKE   FRIED SHRIMP   CAJUN BROIL   SEAFOOD MEDLEY   GROUPE SANDWICH

CAJUN BROIL  
PAELLA  
SEAFOOD MEDLEY

CRAB CAKE

PAELLA

SEAFOOD MEDLEY

We've also been lucky to experience your Downtown events!

Let's take a step back. To understand Downtown today, we have to appreciate how it evolved over time.

Everything here started in Downtown – in the 1870s, the NP railroad crossed the Red River and Fargo was born



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, 1910



Downtown Fargo, 1910



The role of rail was, and continues to be, important to the economy of the City, region and State.



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



Broadway Looking No. Fargo, N. D. 199

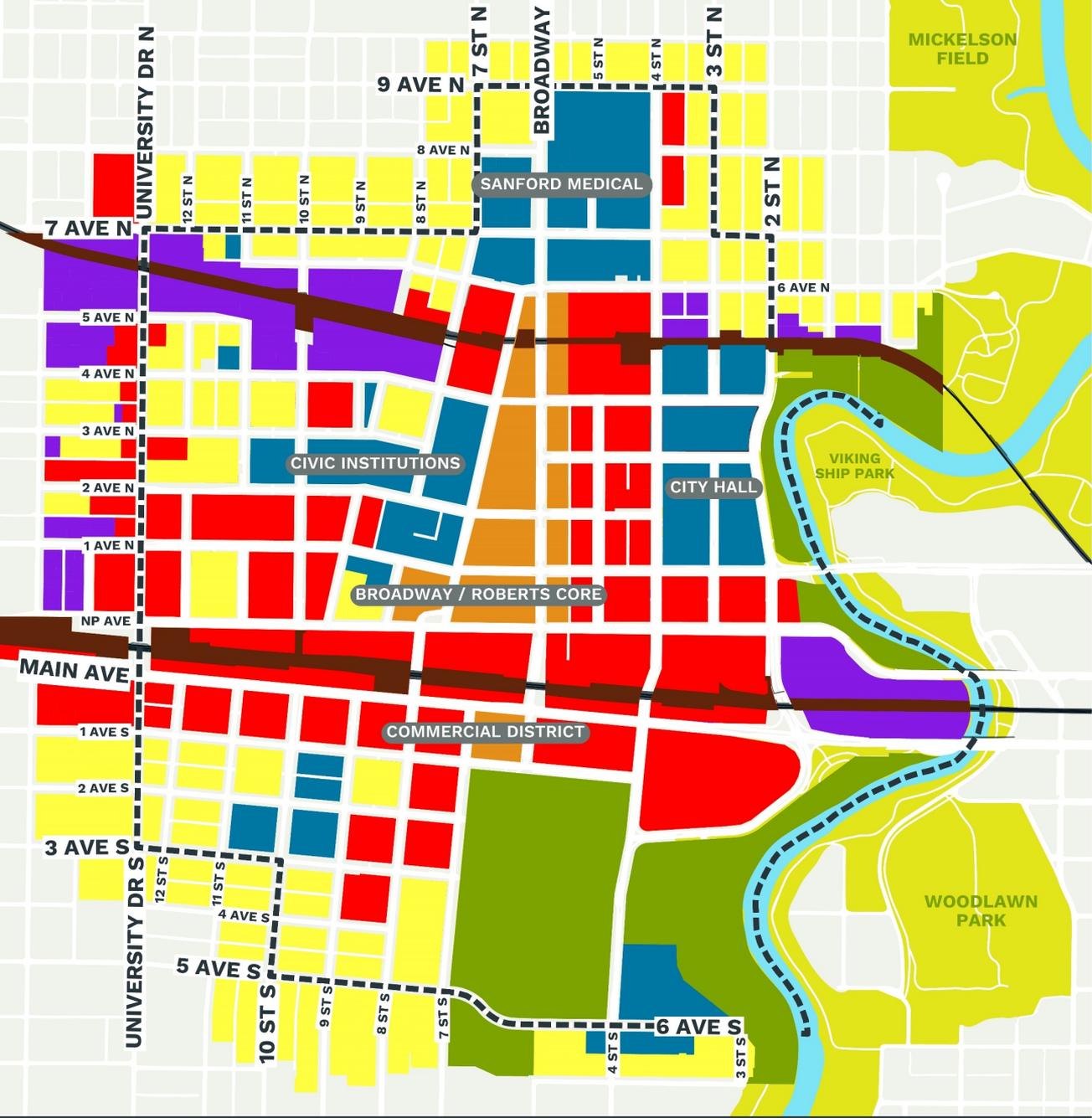
©  
Theo. Pearson  
Mo. Map

Downtown Fargo, 1960s





Today, Downtown is a mix of many things...  
government, medical, retail / restaurants



Think of it as a mixed-use core, surrounded by major institutions, some offices and housing

## Land Use Diagram

Source: Interface Studio, City of Fargo

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



And things are continuing to change Downtown. So what issues do we face today? Here are a few key themes that keep coming up...

# PERCEPTIONS!

Some good and some bad – they help shape investment Downtown

“Downtown has great opportunity, but it just needs a little direction”

“The Downtown is dynamic”

“The perception is that Downtown is unsafe”

“Violence Downtown is getting worse. There are about four 911 calls per week.”

“The perception is that we have 6 months of 6 feet of snow”

“Too small to be big, too big to be small. In limbo everywhere, and struggling with that.”





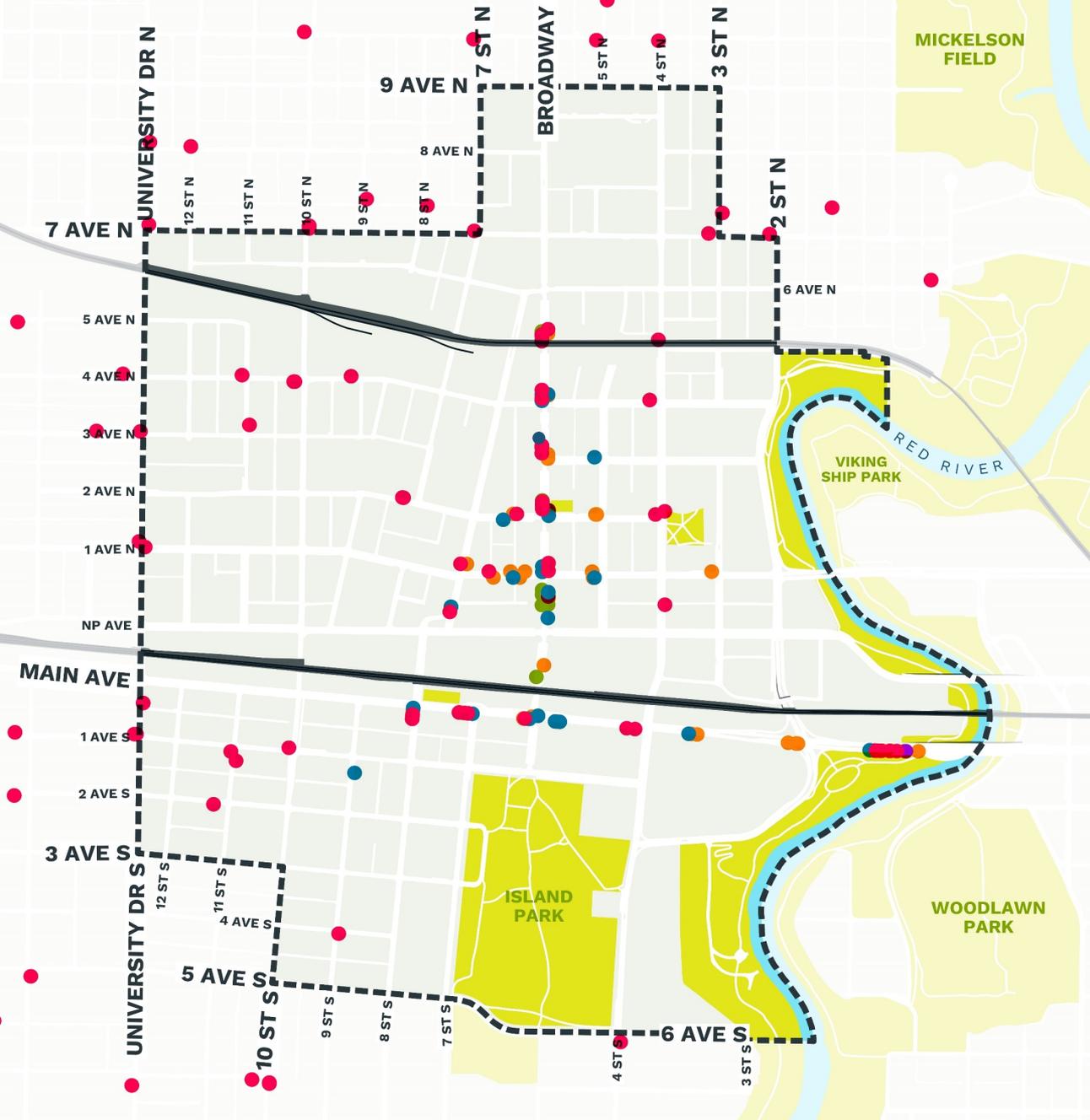
## DOWNTOWN IS A THRIVING DESTINATION

It always has been, but today Downtown is a different destination than in years past.



There were a lot of different kinds of stores in **1928** – it was the center of town

Source: Interface Studio, Troy Larson



- AUTOMOBILE REPAIR SHOP
- BANK / SAVINGS & LOAN
- BARBERS + BEAUTY SHOPS
- CONVENIENCE STORE
- DRUG STORE
- FRATERNAL LODGE
- GROCERY / MEAT / SUPER MARKET
- HARDWARE
- HOTEL
- LAUNDRY / DRY CLEANER
- LUMBER YARD
- MEDICAL CLINIC
- OFFICE
- OTHER
- RESTAURANTS
- RETAIL + OFFICES
- STRIP CENTER
- THEATRE

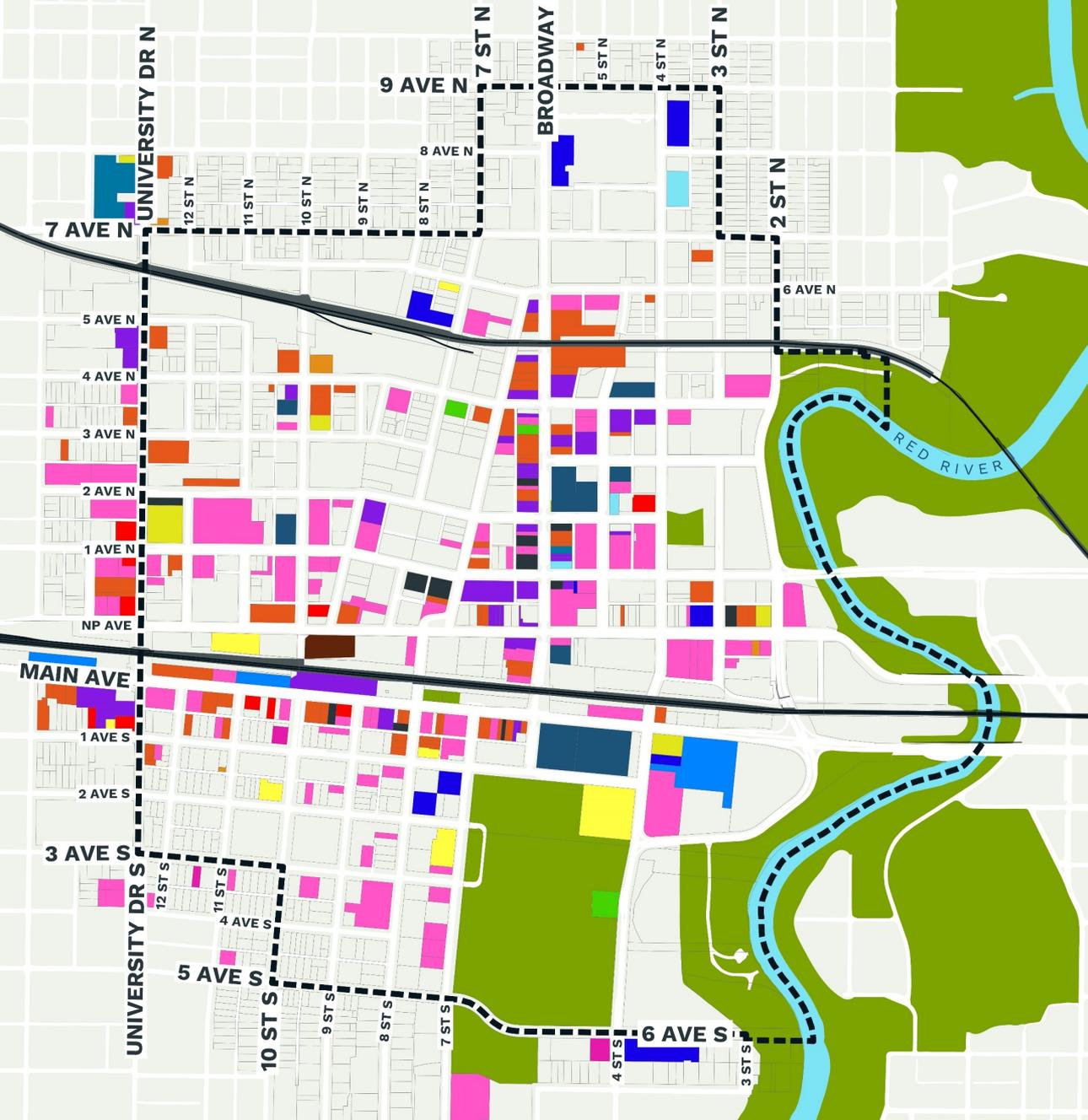
- RAIL
- OPEN SPACE
- ⋯ DOWNTOWN FOCUS AREA



**Today**, there are **61** restaurants / bars/ cafes in the area...and only **11** vacant storefronts

# Commercial Type, 2016

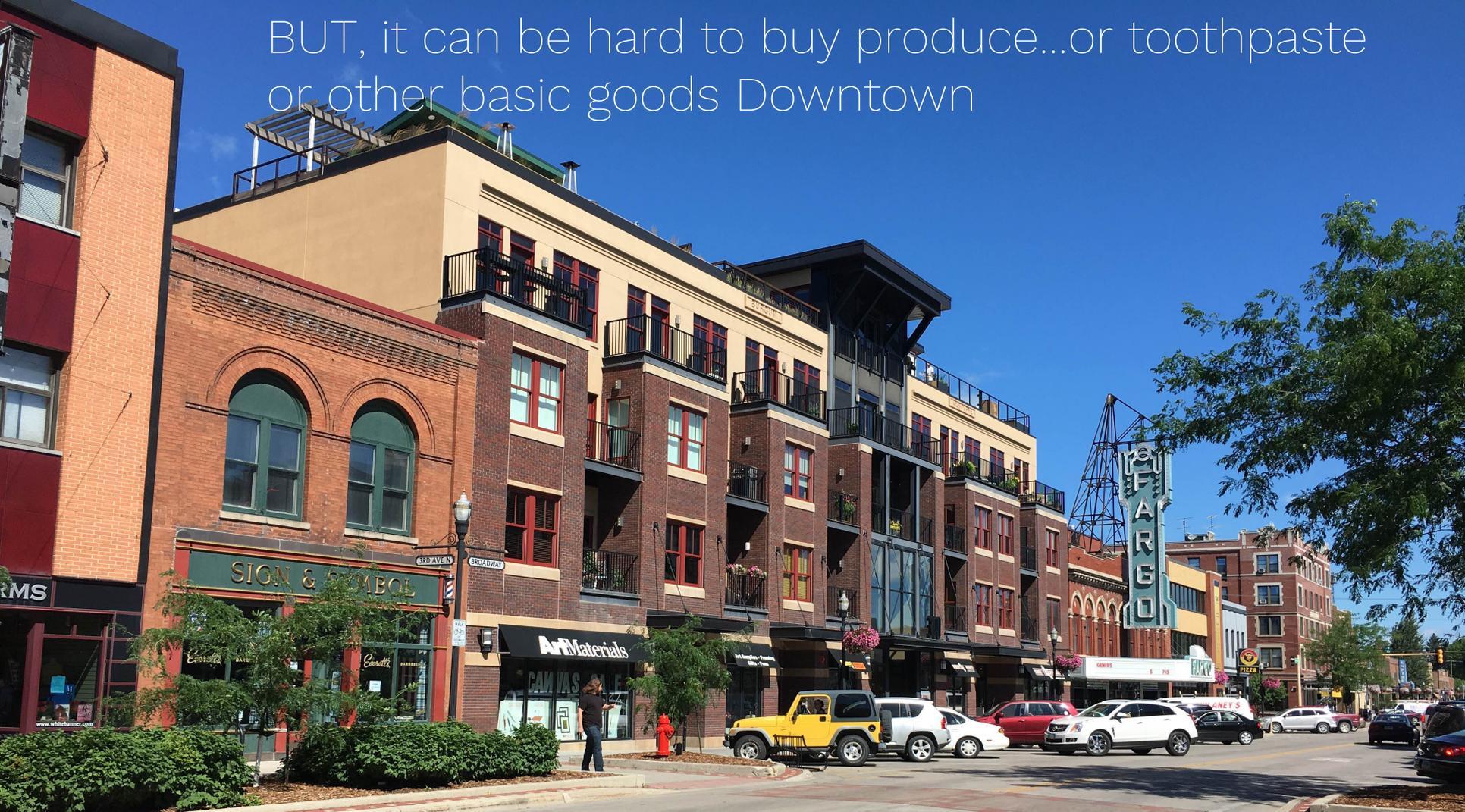
Source: Interface Studio Windshield Survey, City Of Fargo



- **AUTOMOBILE REPAIR SHOP**
- **BANK/SAVINGS & LOAN**
- **CONVENIENCE STORE**
- **FRATERNAL LODGE**
- **GROCERY / SUPERMARKET**
- **HOTEL**
- **LAUNDRY/DRY CLEANER**
- **LUMBER YARD**
- **MEDICAL CLINIC**
- **OFFICE**
- **OTHER**
- **RESTAURANT**
- **RETAIL**
- **RETAIL & OFFICES**
- **STRIP CENTER**
- **THEATRE**
- DOWNTOWN FOCUS AREA**



BUT, it can be hard to buy produce...or toothpaste  
or other basic goods Downtown



**“Retail cannot survive just on events, and we’re an event driven  
Downtown. Retail cannot survive on student incomes... We need  
Downtown to become more of a neighborhood.”**

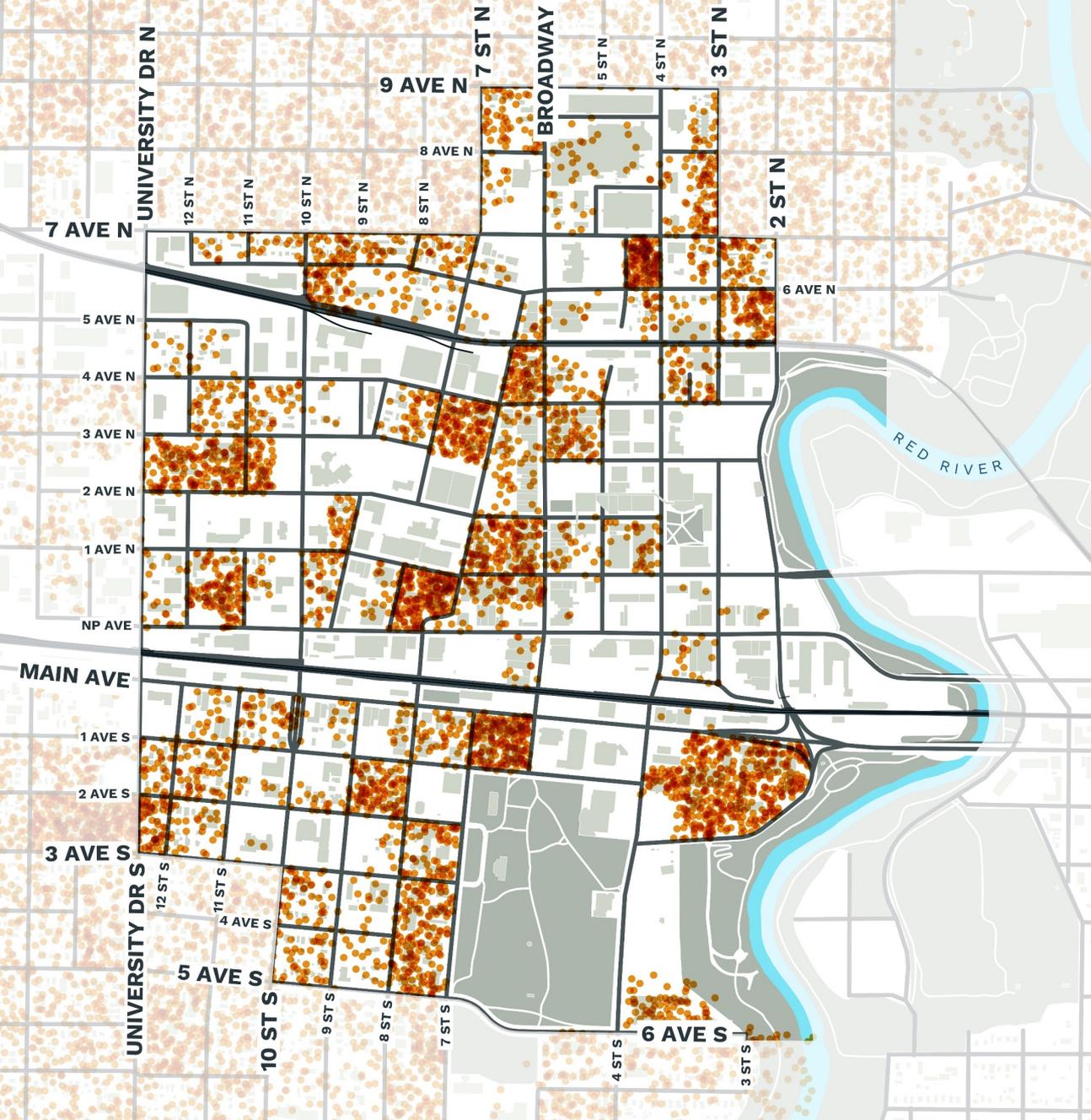
# DOWNTOWN SHOULD BECOME MORE OF A NEIGHBORHOOD

The upside is that Downtown's population is growing

	city of fargo	focus area
2010	105,549	3,877
2000	90,787	3,536
1990	74,111	3,796



## TOTAL POPULATION OVER TIME



...but Downtown's population is somewhat scattered. These dots represent people. Notice the "gaps" here. To support more / different services and retail Downtown, we need more people living Downtown.

# Population, 2010

Source: US CENSUS SUMMARY FILE 1, BLOCK DATA

● ONE DOT = ONE PERSON



And, those who live Downtown are younger...and often have less income.



## AGE BREAKDOWN

This raises concerns about the price and availability of housing. Core Downtown apartment rents are the highest in the region..



**“The cost of living Downtown is very prohibitive.”**

**“There’s a richness that comes with diversity.”**



So we'll need to think about how to offer different housing options at different prices in Downtown as well as the surrounding neighborhoods...

...and truly be inclusive when planning for the future, as

## **DOWNTOWN IS A HUB FOR SERVICES**

“The homeless people  
Downtown live and work  
Downtown. They are a part of  
the place and the stories... but  
people don't want to see  
them”

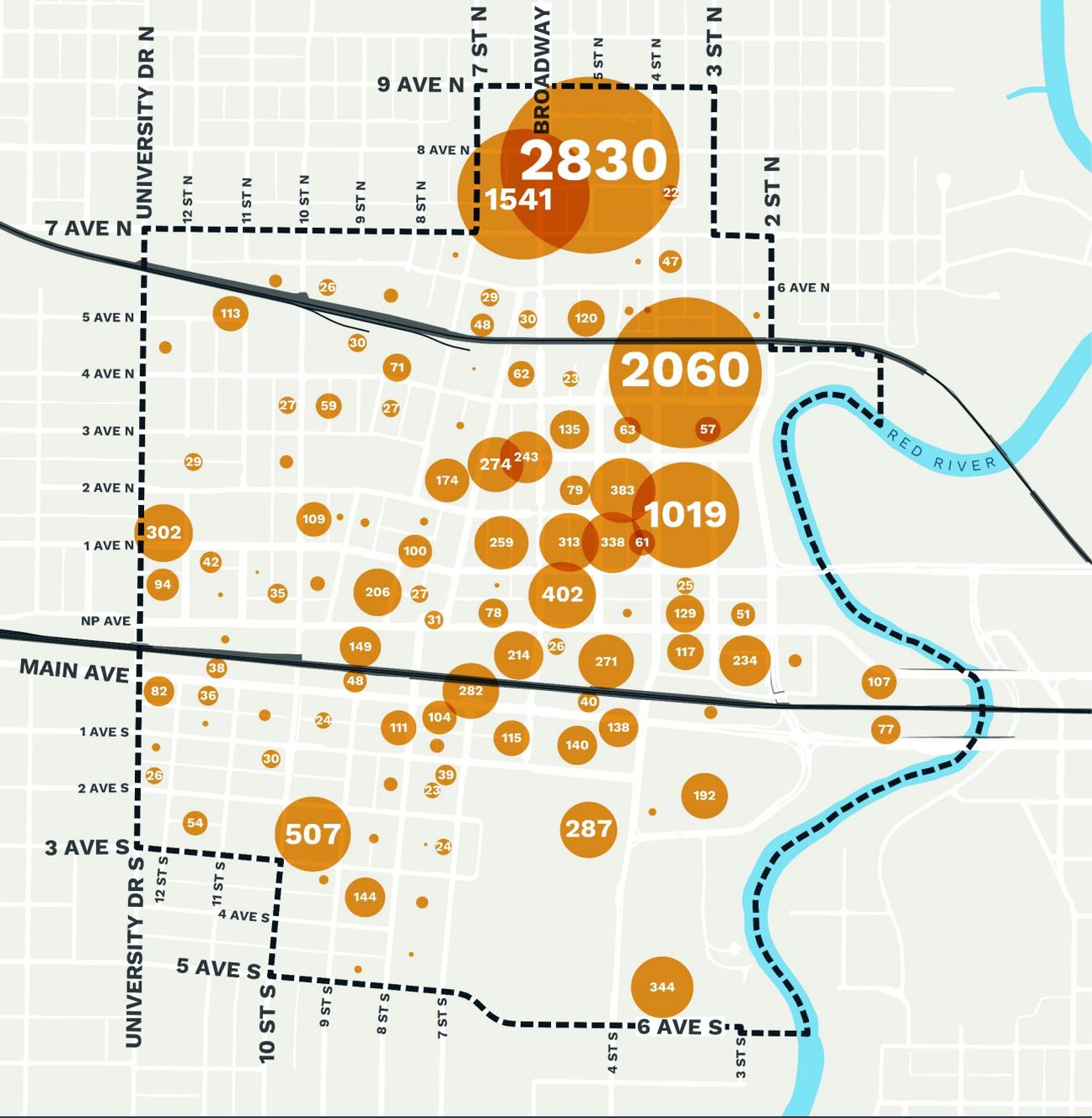
**“We need to embrace diversity and how  
diversity contributes to healthy communities.  
Fargo has the best opportunity in the region,  
but still has work to do.”**

**“Messaging cannot be that Downtown is for the beautiful people. The low-income residents are not going anywhere.”**

A destination, a growing neighborhood, a center for services, Downtown is also

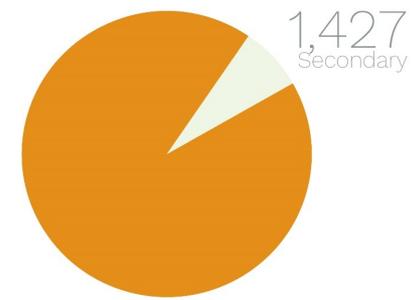
**VITAL TO THE REGIONAL ECONOMY**





Almost 18,000 jobs are located Downtown – many in professional/technical services & health care

**17,945 TOTAL JOBS**

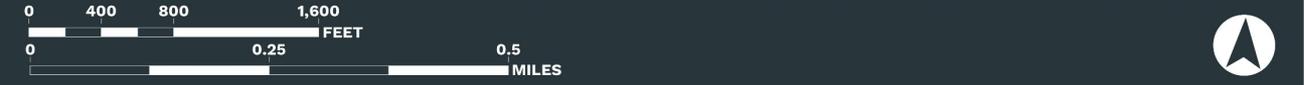


**16,518**  
Primary

# Primary Job Locations by Block, 2014

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

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



Attracting and retaining talent is a major regional challenge

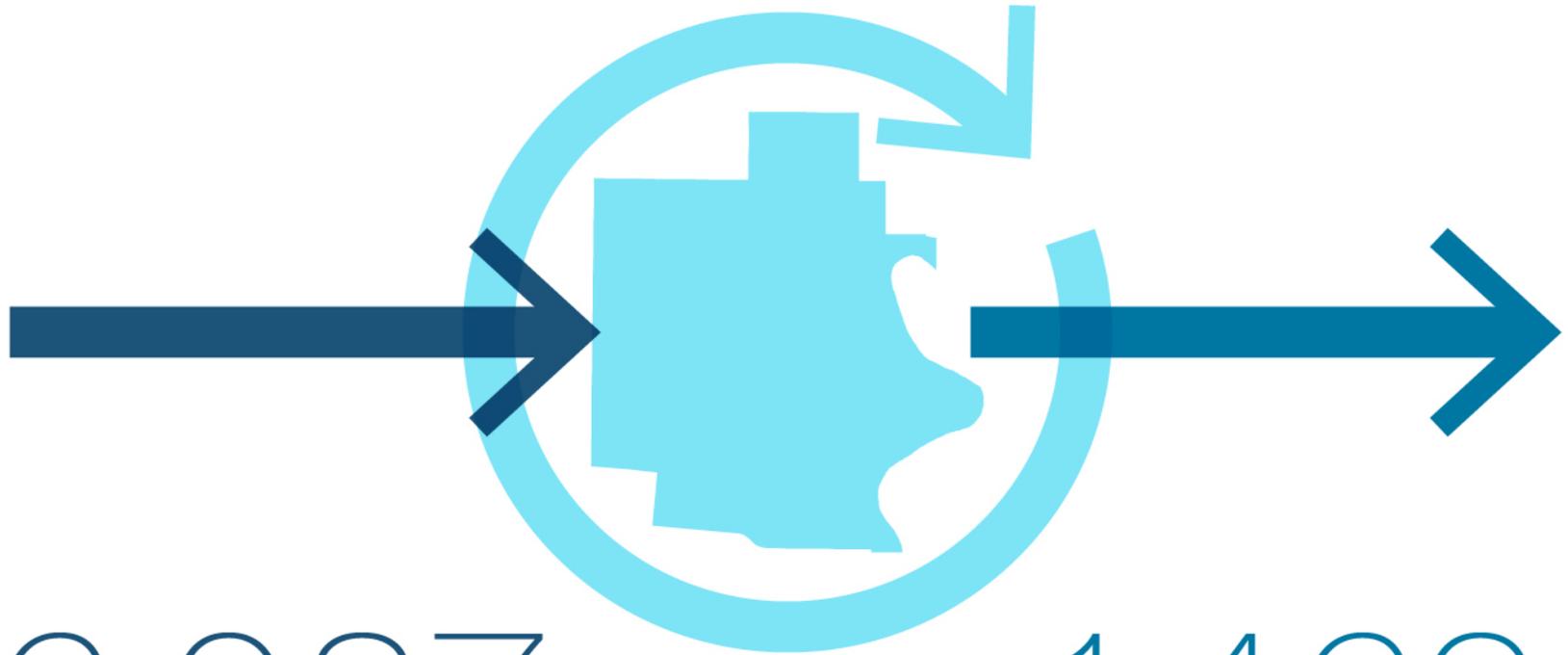


**“Downtown is a huge factor in attracting talent. People want a vibrant downtown whether you’re a downtown person or not”**

Yet so few work and live Downtown. This adds cars to the roads.

431

**WORK & LIVE  
IN DOWNTOWN**



16,087

**WORK IN DOWNTOWN  
LIVE OUTSIDE**

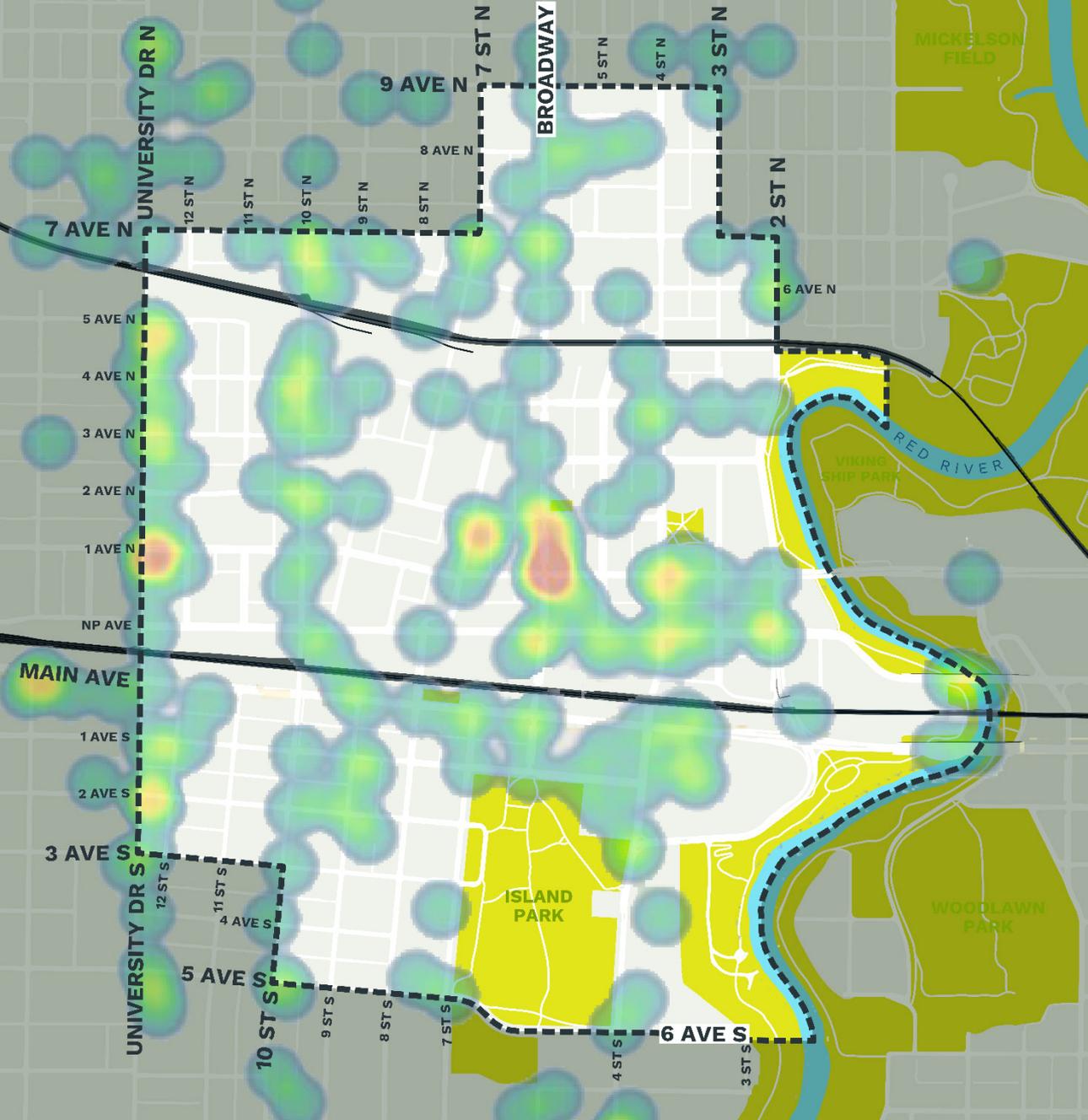
1,462

**LIVE IN DOWNTOWN  
WORK OUTSIDE**

# WE NEED TO ENSURE SAFE & CONVENIENT ACCESS TO DOWNTOWN



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**



There is an increase in bicycling in and near Downtown, which needs to be designed to ensure safe streets for everyone.

## Existing & Planned Bike Facilities

Source: City of Fargo

-  EXISTING SHARED LANES
-  EXISTING BIKE LANES
-  EXISTING PROTECTED/ BUFFERED
-  PLANNED ON-STREET FACILITY
-  RECREATIONAL PATHWAYS
-  TRAILHEAD

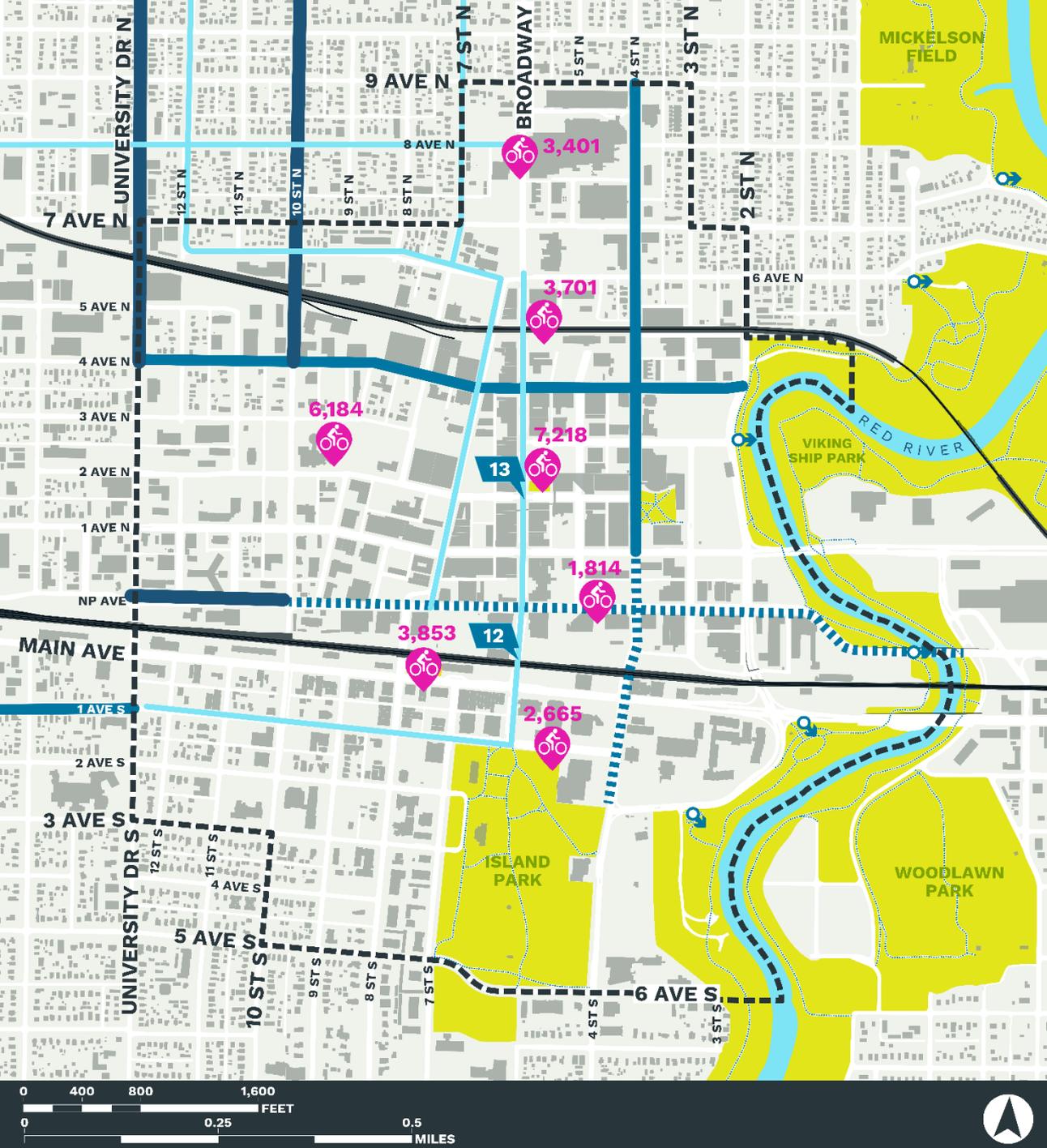
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HealthyRide STATION & RIDERSHIP



MetroCOG Bike Counts (2015)  
1:00pm-6:00pm





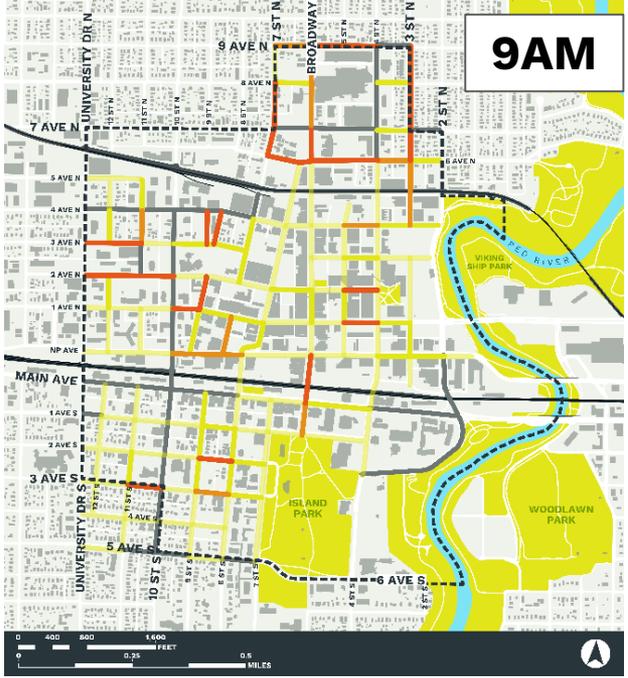
And what about parking? It's an issue in every Downtown, large and small, across the country. Fargo's Downtown parking is managed very efficiently.

# On Street Parking Regulation

Source: City of Fargo,

- █ **90 MINUTE**
- █ **2 HOUR**
- █ **4 HOUR**
- █ **ALL-DAY (no time restriction)**



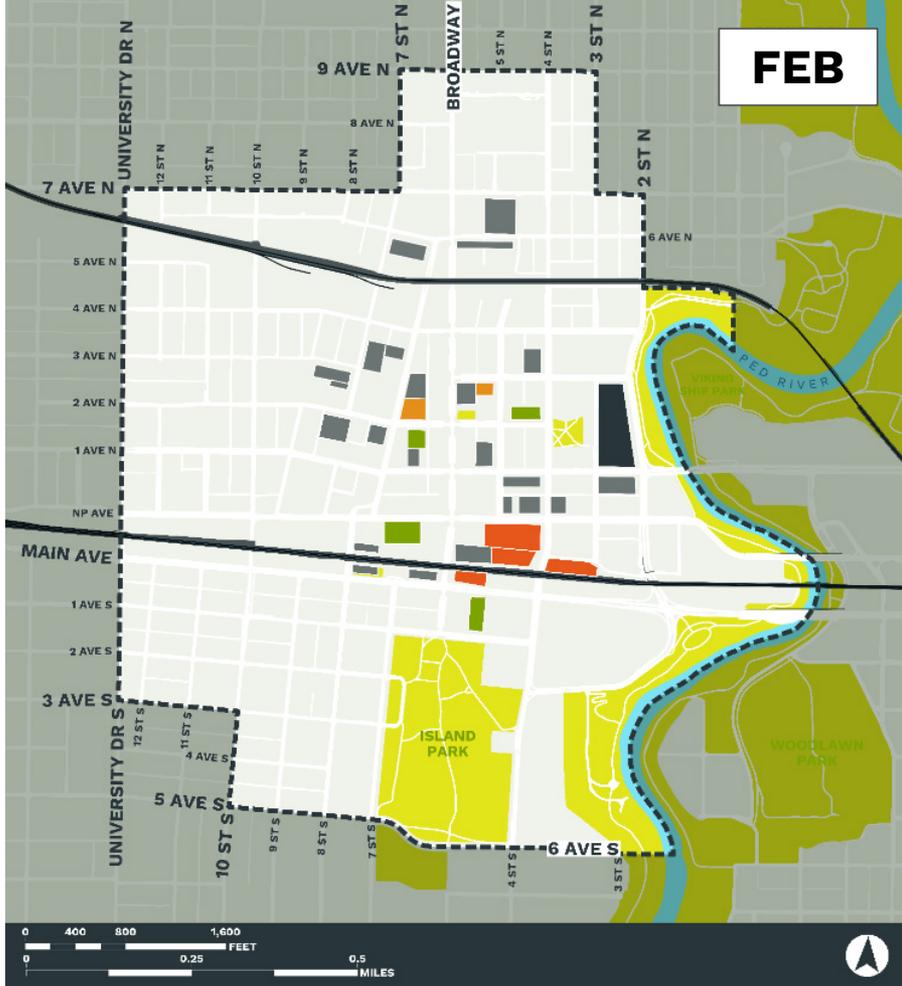


And there is great data to illustrate when parking is tough to find and where.

# On Street Parking Utilization

April 2016  
Source: City of Fargo,

- █ **>85% OCCUPIED**
- █ **75%-85% OCCUPIED**
- █ **50% - 75% OCCUPIED**
- █ **<50% OCCUPIED**
- █ **NO PARKING**



You can see here in red where city lots / garages are largely full. Winter obviously brings very different conditions to consider when discussing Downtown parking. But there are still available spaces in lots and garages

## Off Street Parking Occupancy

December 2015

Source: City of Fargo,

- >85% OCCUPIED
- 75%-85% OCCUPIED
- 50% - 75% OCCUPIED
- <50% OCCUPIED

This aerial helps illustrate the amount of surface parking that currently exists. So how much is enough? It's not about the number of spaces necessarily but their convenience and location. Many other Downtowns are taking the opportunity to re-think these surface lots for other uses while continuing to ensure that parking is convenient and available.





Reserved  
Parking for  
Customers  
usbank

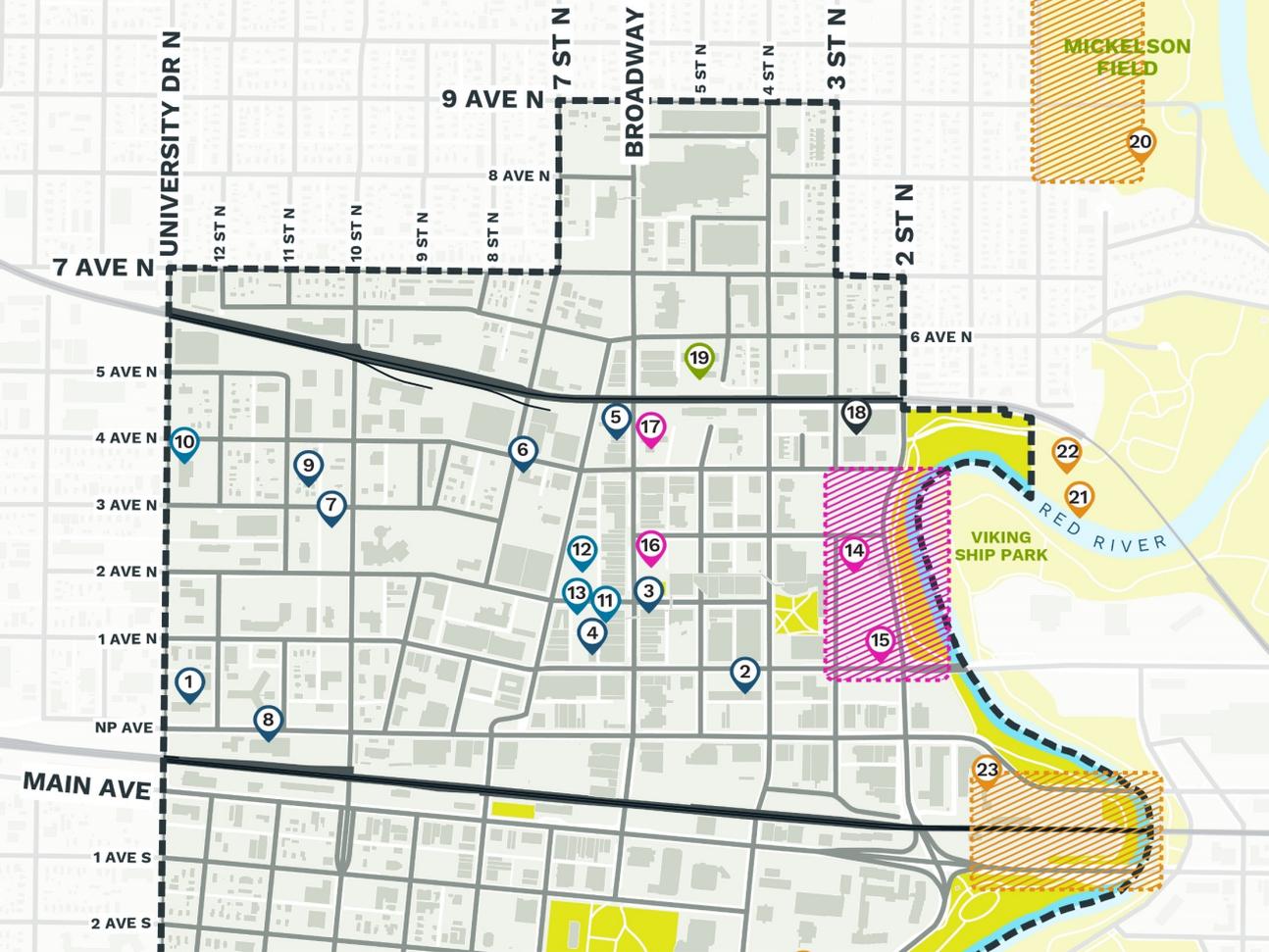
Or as a few folks put it...

**“We need more density Downtown and fewer surface parking lots”**

AND DOWNTOWN IS EXPERIENCING A LOT OF INVESTMENT



# Recent & Proposed Development



## 2016

- ① 1213 NP Ave / Prairie Roots Food Co-Op
- ② Loudon Office Building
- ③ 123 Broadway Office Building
- ④ 613 1st Avenue North
- ⑤ Lowman-Hadeland Block
- ⑥ Sanctuary Events Center
- ⑦ 220 West Apartments
- ⑧ Union Storage Complex
- ⑨ 300 Lime

## 2017

- ⑩ Woodrow Apartments
- ⑪ Black Building
- ⑫ Roberts Garage
- ⑬ Kesler Mixed Use

## 2018

- ⑭ City Hall & Civic Plaza
- ⑮ Performance Hall
- ⑯ Block 9 Development
- ⑰ Mercantile Building

## 2019

- ⑱ MEPS Military Entrance Processing Station

## 2020

- ⑲ Block 37

## Riverfront Development & Flood Protection

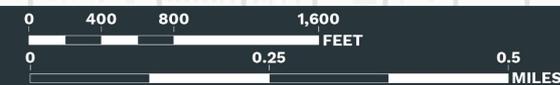
- ⑳ Mickelson Park Improvements
- ㉑ Oak Grove Park Improvements
- ㉒ Oak Grove Community Garden
- ㉓ Mid America Steel Site Redevelopment
- ㉔ Dike East Redevelopment

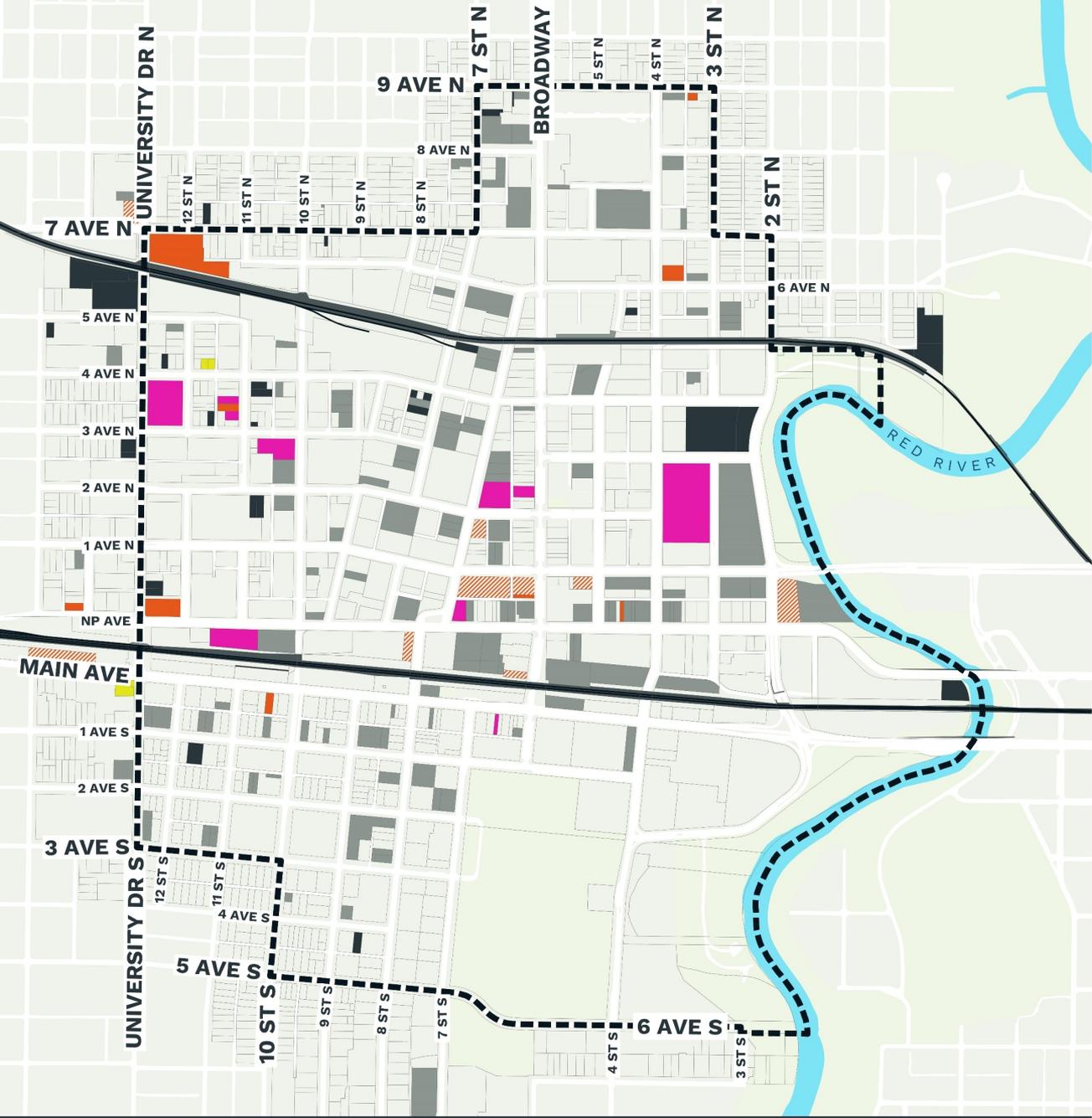
— RAIL

■ OPEN SPACE

⋯ DOWNTOWN FOCUS AREA

Here's what's proposed right now – there is a lot of momentum Downtown





Despite the recent development, 16% of Downtown is vacant. Together with surface parking lots, there are 40 acres of under-used space or about 30 football fields

# Underutilized Parcels, 2016

Source: Interface Studio Windshield Survey, City Of Fargo

- VACANT LAND**
- GARDEN / MAINTAINED VACANT LAND**
- VACANT BUILDING**
- PARTIALLY VACANT BUILDING**
- UNDER CONSTRUCTION**
- PARKING LOT**
- DOWNTOWN FOCUS AREA**



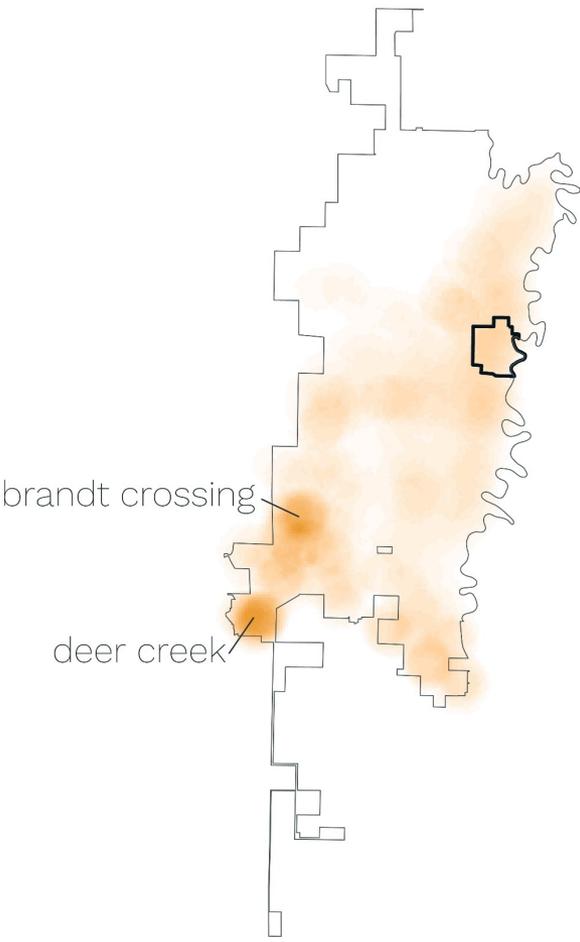
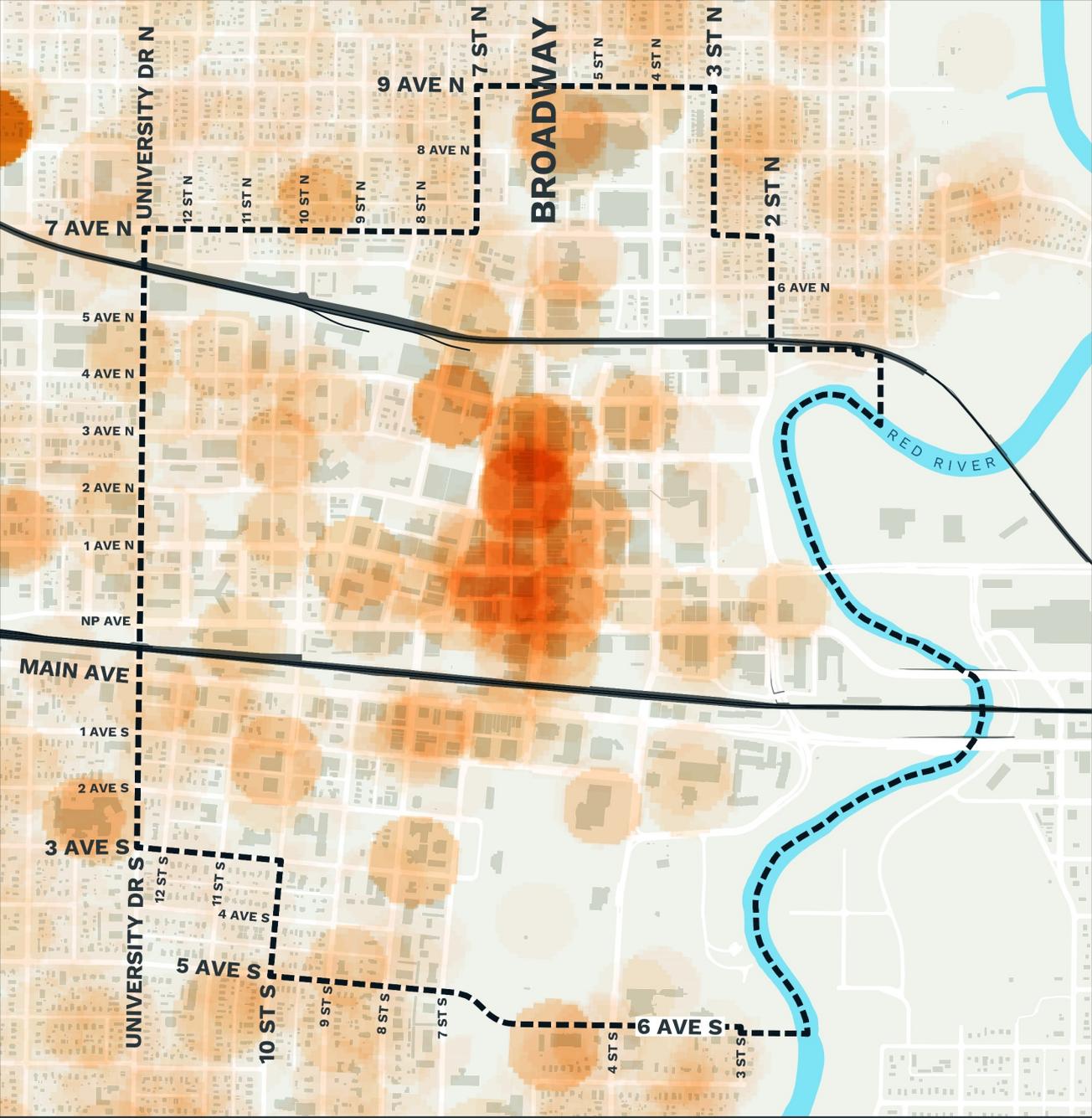


But available space within existing buildings is often small. Currently, Downtown could not easily host an employer with 150+ employees in a single site without new construction.

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

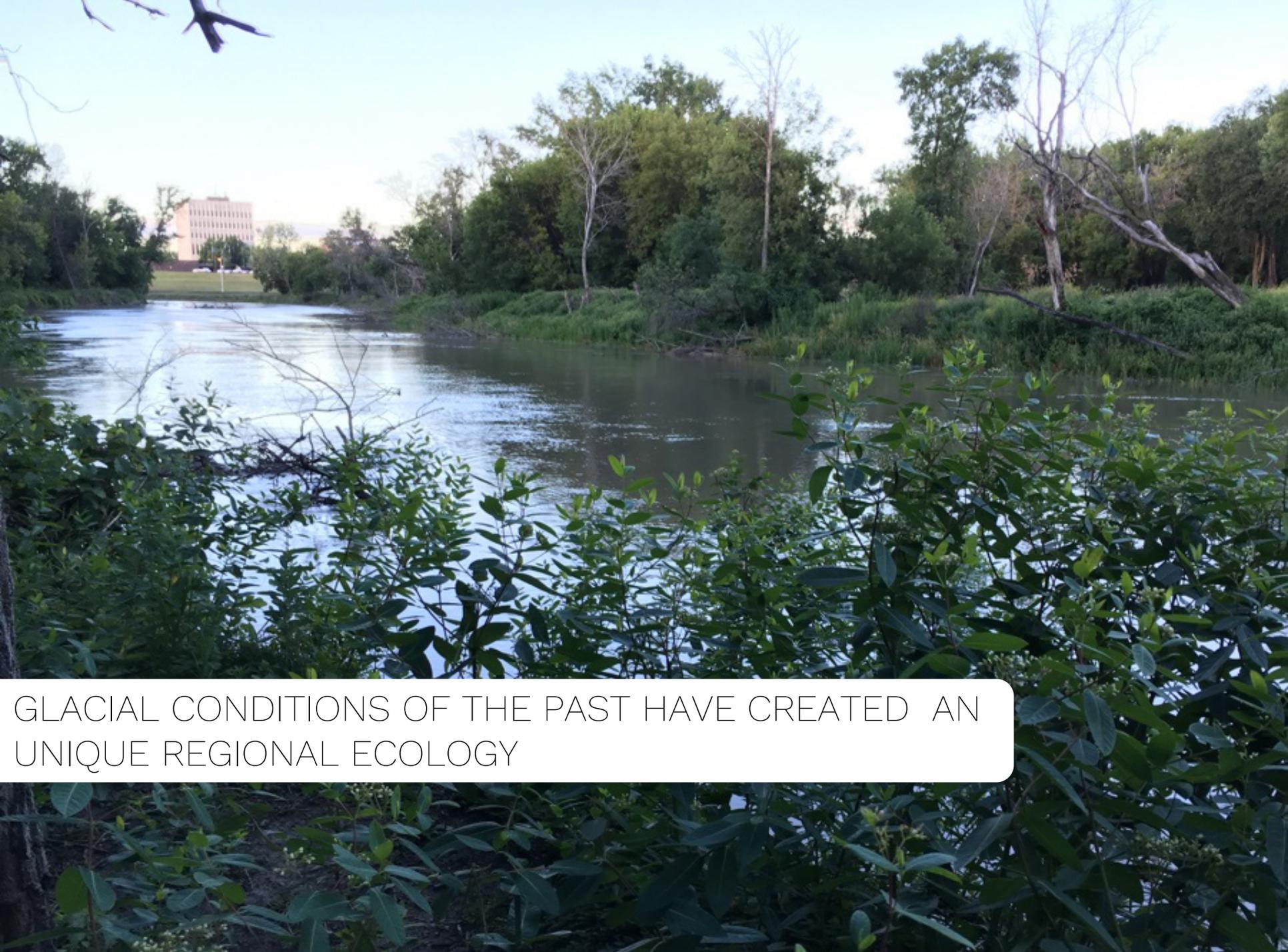
Source: City Of Fargo

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



There are real challenges to building  
Downtown that relate to its  
**UNIQUE ECOLOGY**





GLACIAL CONDITIONS OF THE PAST HAVE CREATED AN  
UNIQUE REGIONAL ECOLOGY



AND CREATED CONDITIONS THAT REQUIRE SPECIALIZED INFRASTRUCTURE IN AND AROUND FARGO

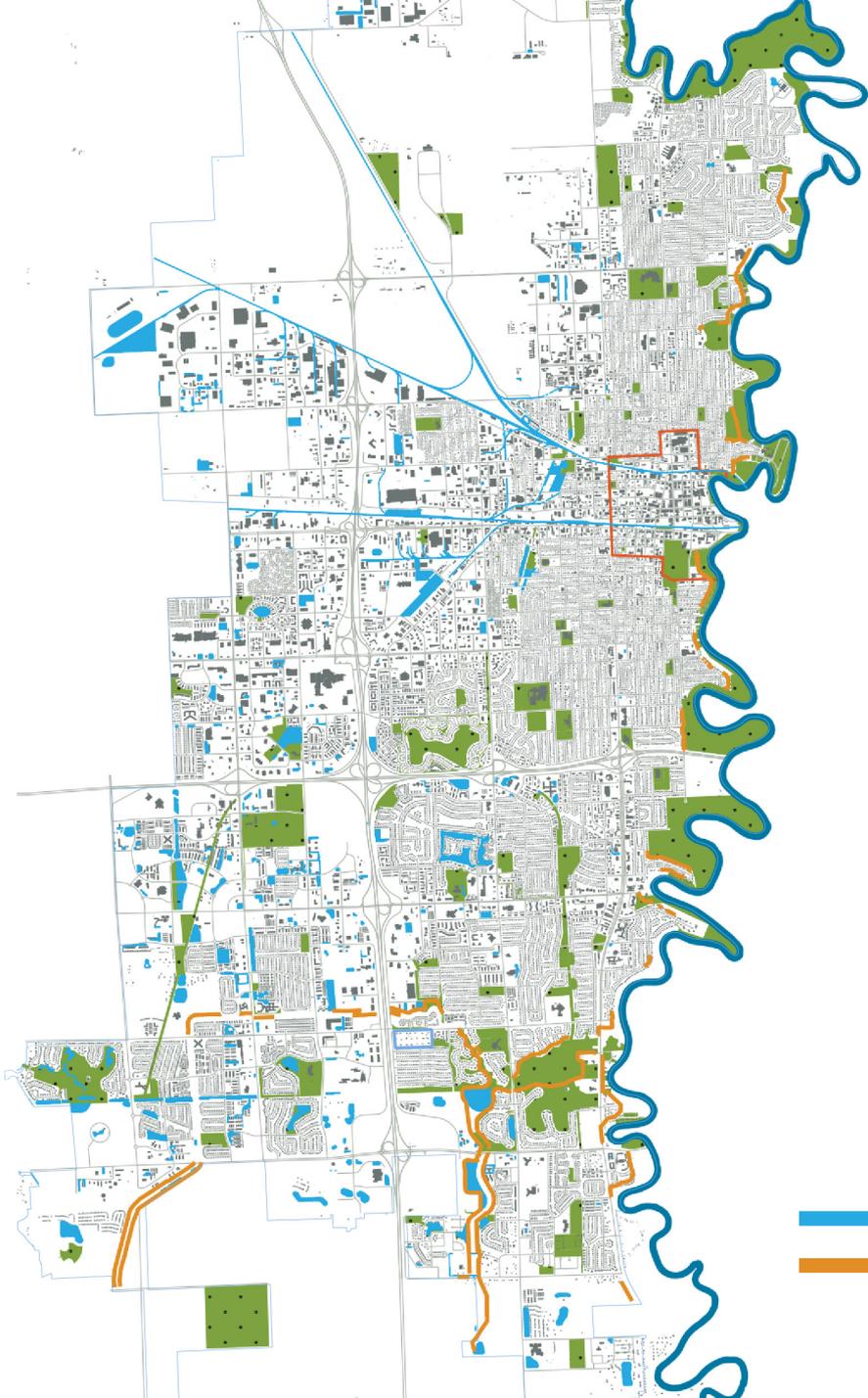
Yes, flooding. Here is the 1897 Flood





Here is Downtown in 2007





There are a number of factors that contribute to the challenges Fargo faces with respect to flooding

And, there is **low** to **no** infiltration (water seeping into the ground) due to the clay and soils underneath the City. So water runs-off quickly and the City needs comparatively large stormwater basins and flood infrastructure compared to other cities.

- Detention Basins
- Flood Walls

# Ice-Jam + Spring Thaw

The fact that the Red River flows north contributes to flooding for multiple reasons.

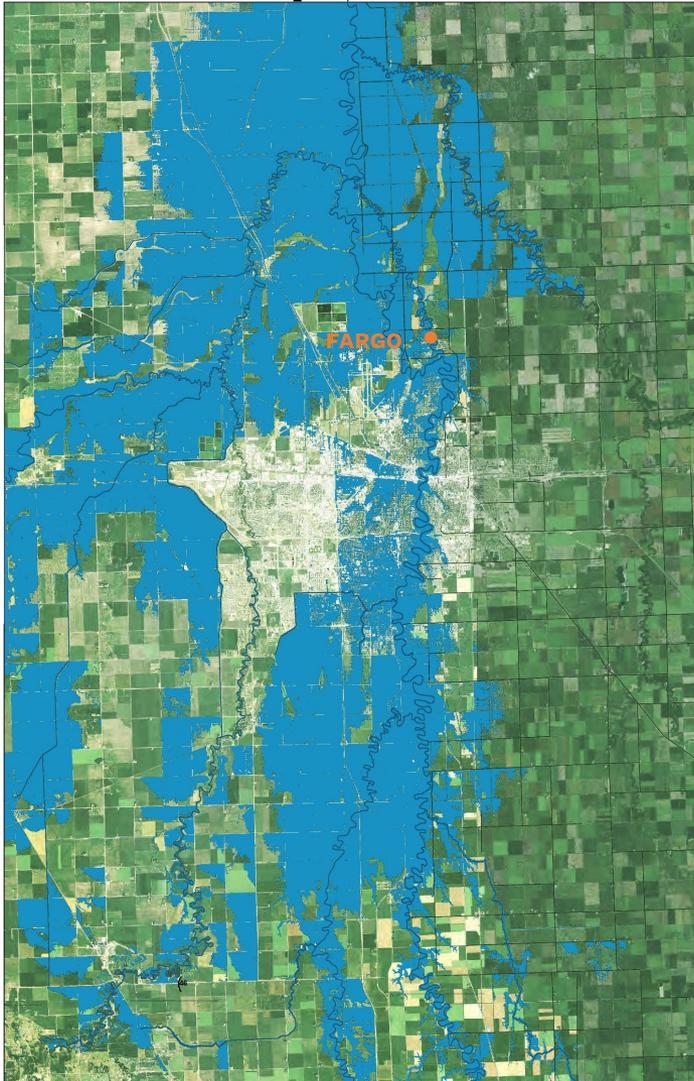
As Spring approaches the ice melts from the south and flows north. This causes backflow because the northern portion of the river is still frozen.



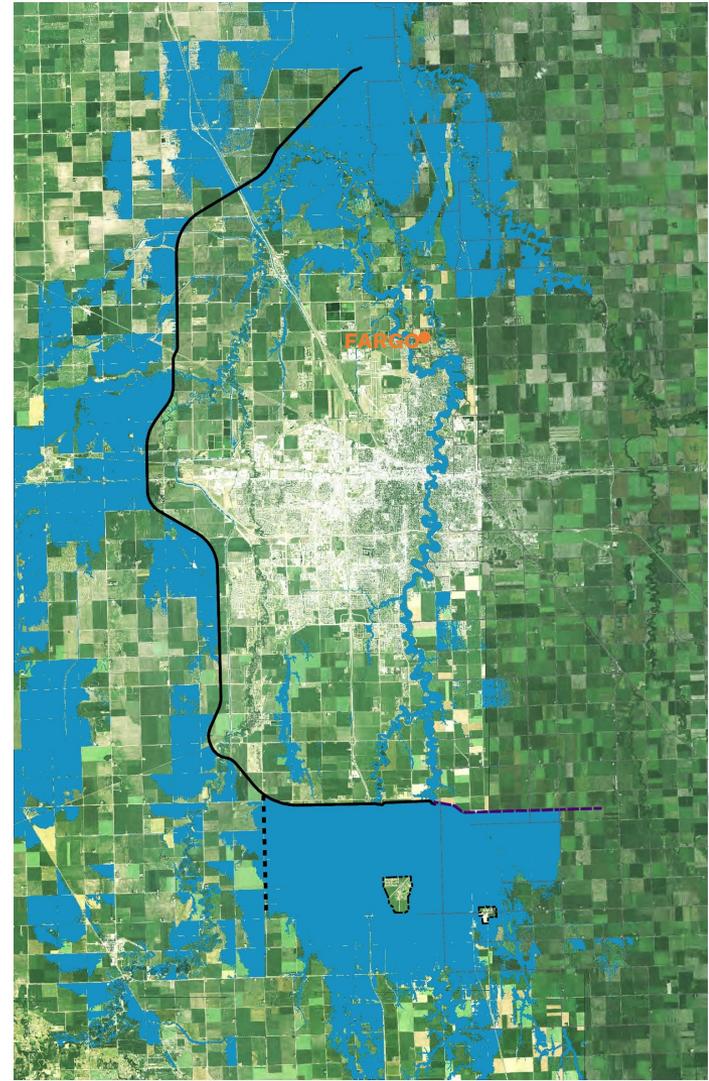
Image Sources: [https://www.ndsu.edu/fargo\\_geology/flood\\_photos/schwert\\_ice\\_jam\\_at\\_toll\\_bridge\\_1995.jpg](https://www.ndsu.edu/fargo_geology/flood_photos/schwert_ice_jam_at_toll_bridge_1995.jpg)  
[https://www.ndsu.edu/fargo\\_geology/flood\\_photos/schwert\\_ice\\_jam\\_1995.jpg](https://www.ndsu.edu/fargo_geology/flood_photos/schwert_ice_jam_1995.jpg)

This FM Diversion is an important move to address the major flood events that Fargo faces . But this project will not protect Downtown from regular rain events that cause issues with street flooding, water quality and wear and tear on infrastructure

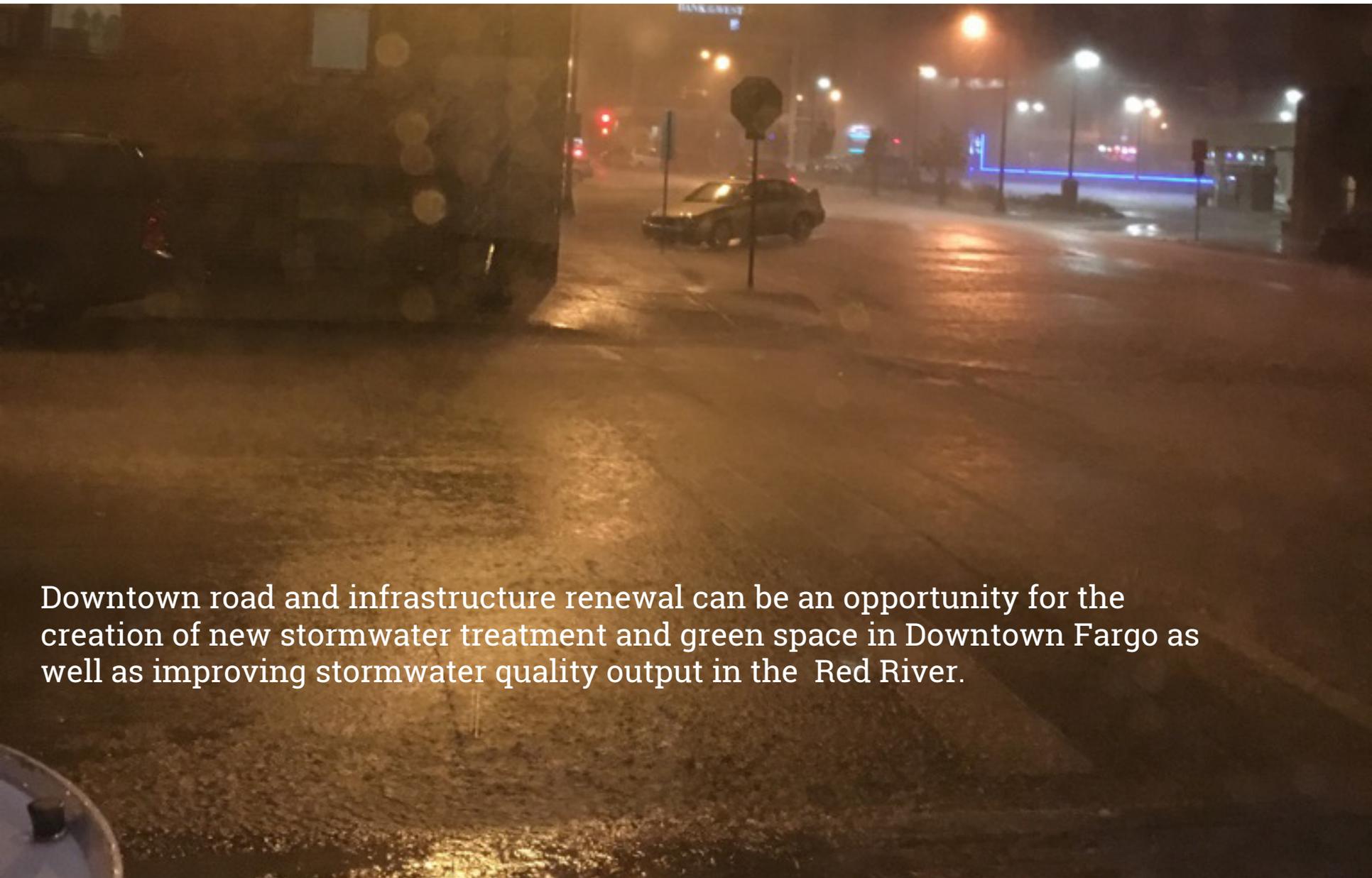
**Before Implementation**



**After Implementation**



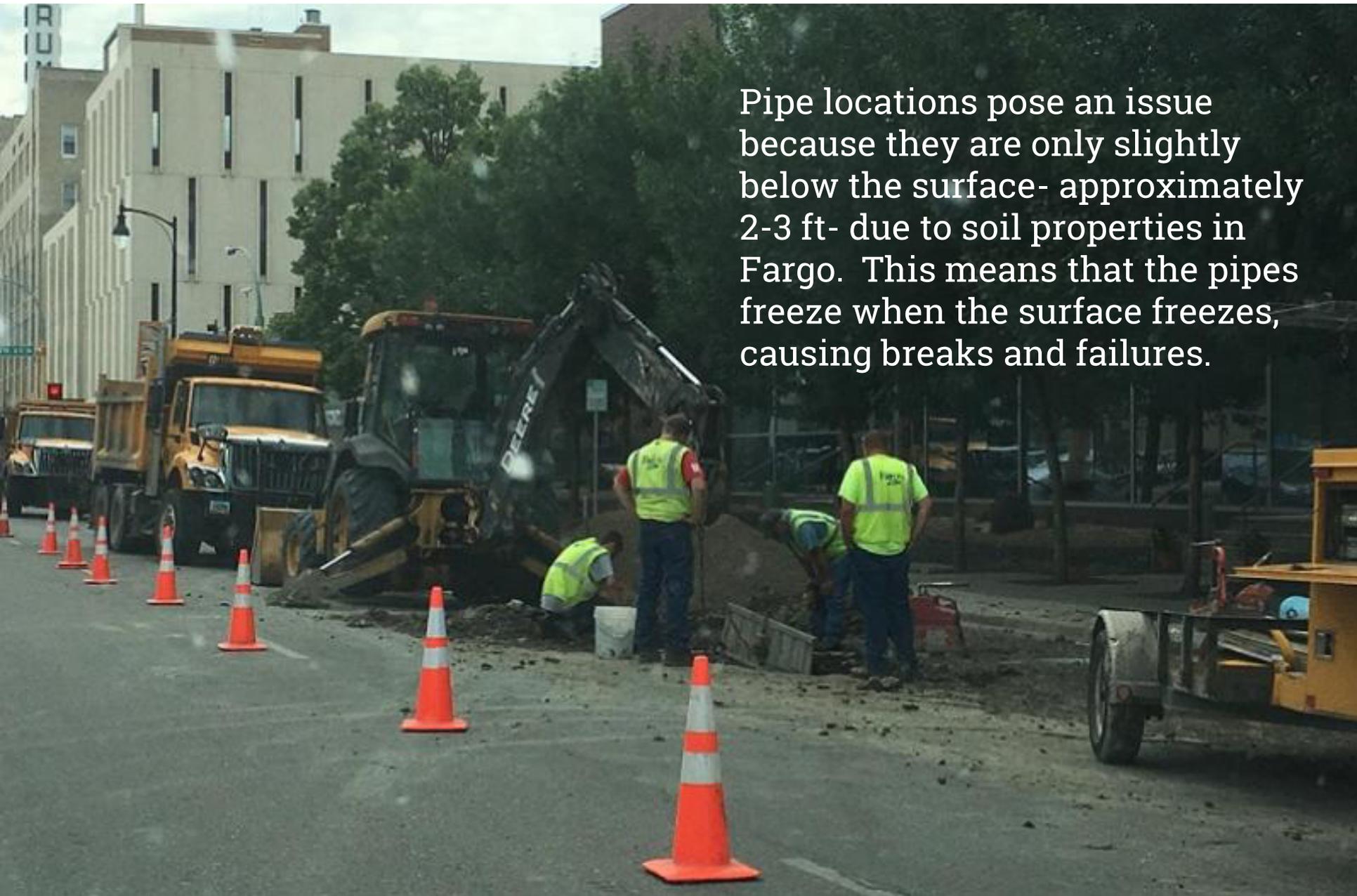
And Fargo gets some heavy rain...



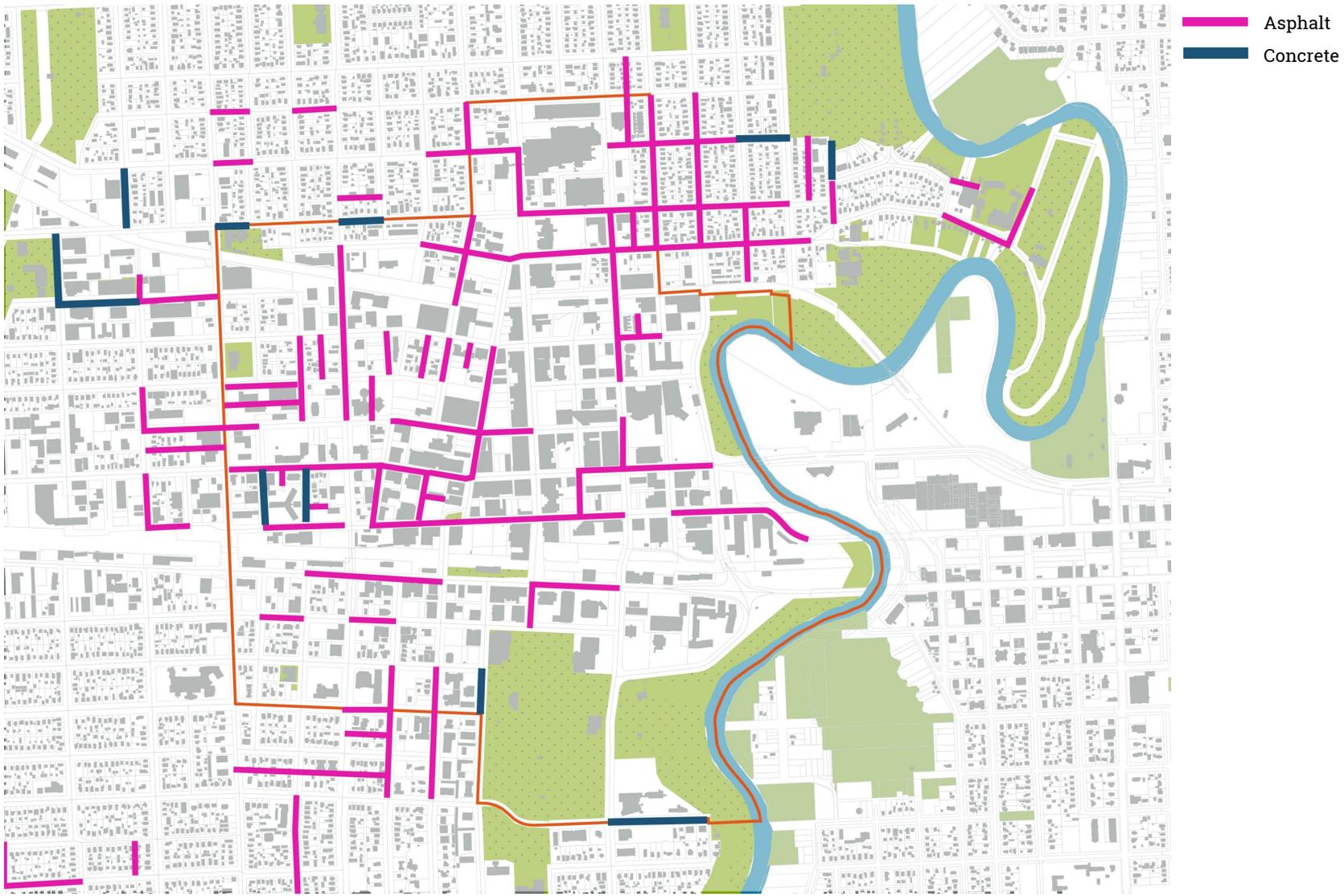
Downtown road and infrastructure renewal can be an opportunity for the creation of new stormwater treatment and green space in Downtown Fargo as well as improving stormwater quality output in the Red River.

Underground infrastructure remains a challenge Downtown.

Pipe locations pose an issue because they are only slightly below the surface- approximately 2-3 ft- due to soil properties in Fargo. This means that the pipes freeze when the surface freezes, causing breaks and failures.



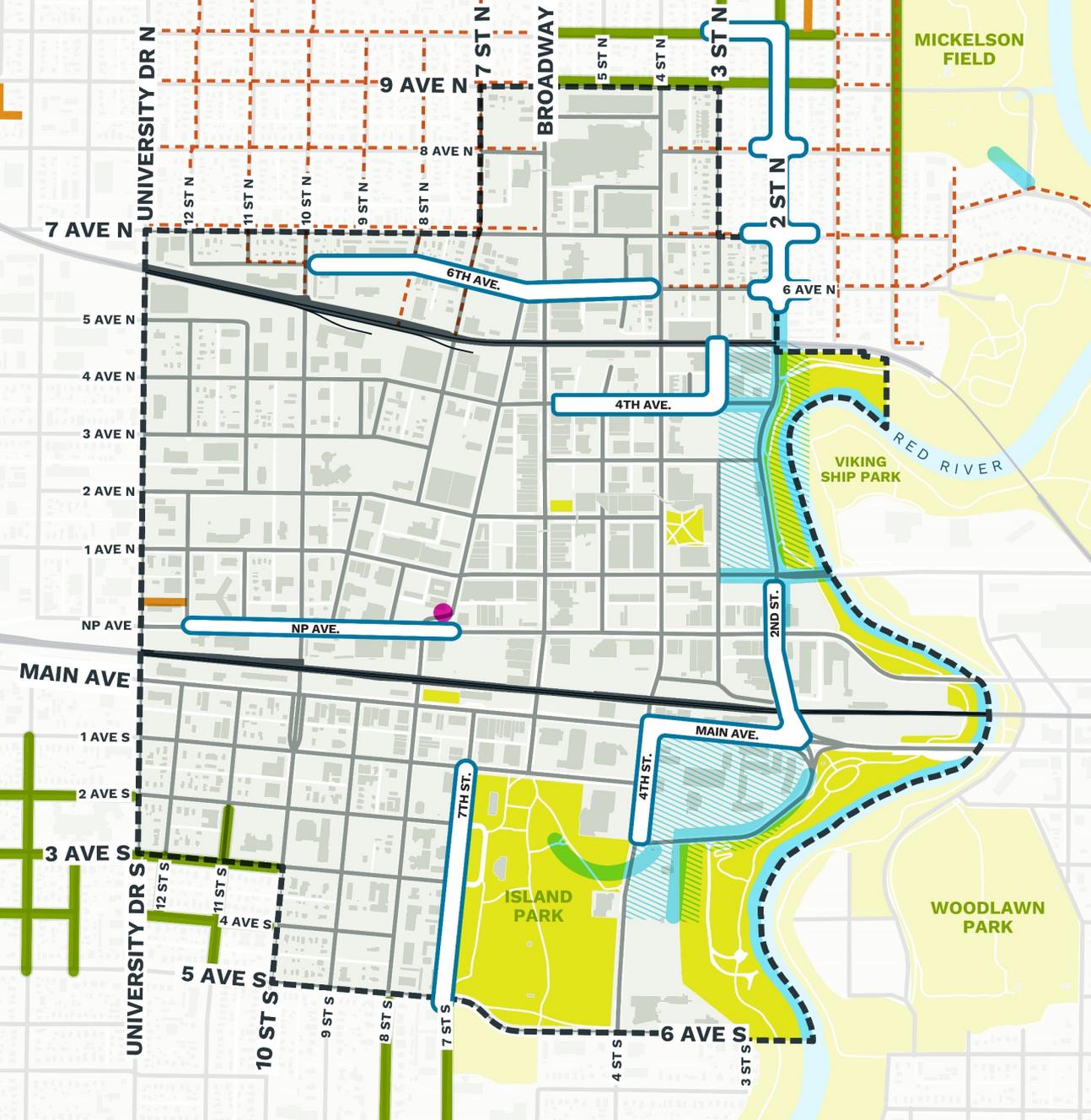
We also have issues with breaks in asphalt and concrete.



This impacts more than streets & infrastructure...the “expansive soils” crack foundations.



**STRUCTURAL UPGRADES TRIGGER CODE COMPLIANCE  
WHICH CREATE COST BARRIERS FOR HOME OWNERSHIP**



Despite the challenges, the City continues to make necessary improvements to this system as it is able

## 2016-2017 Capital Improvements

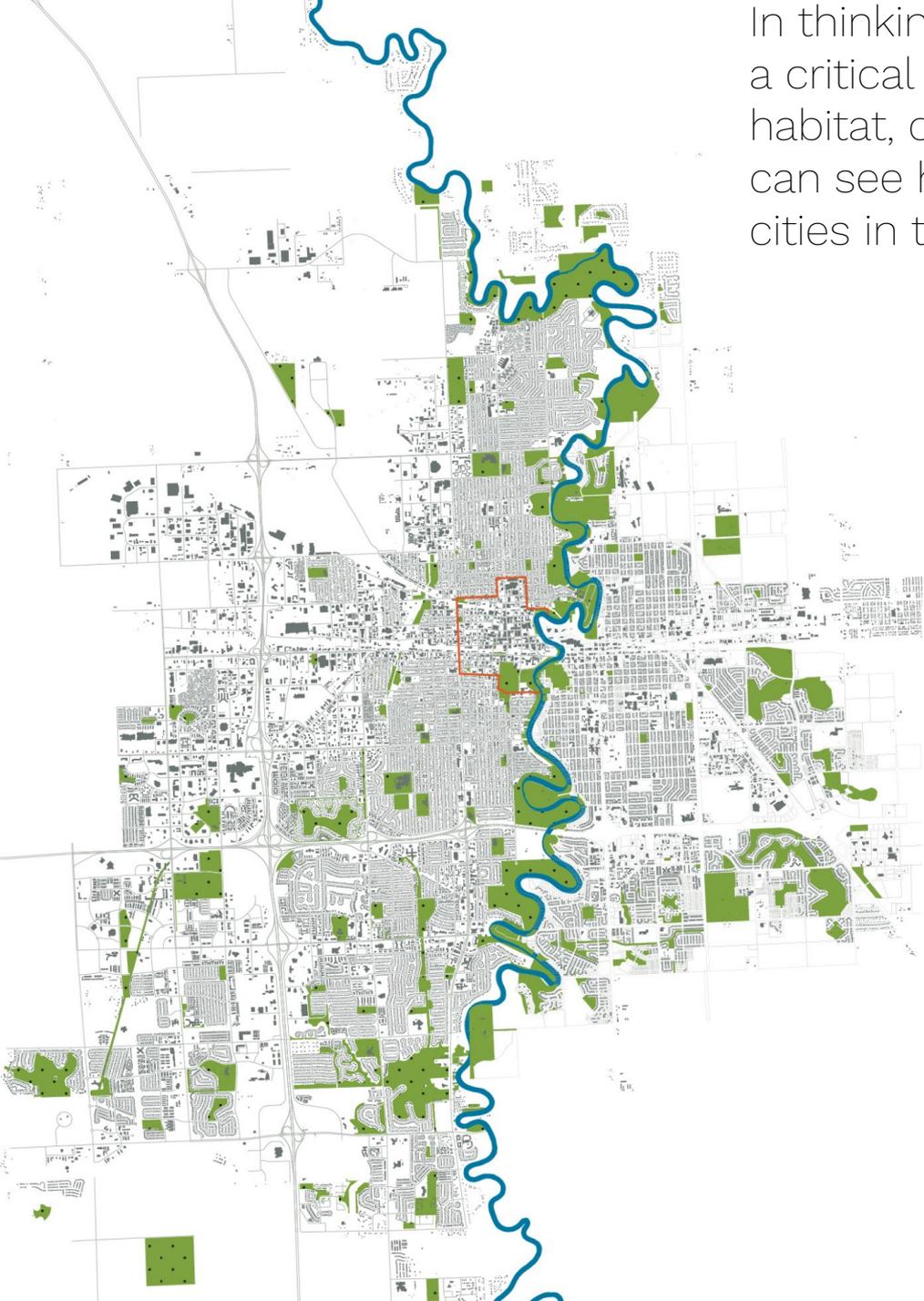
- Water Main Replacement + Rehabilitation
- New Construction
- Seal Coat
- Flood Risk Management
- Street Lights

Source: Interface Studio

- RAIL
- OPEN SPACE
- DOWNTOWN FOCUS AREA



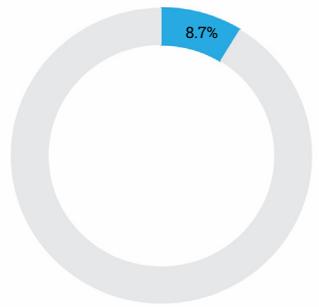
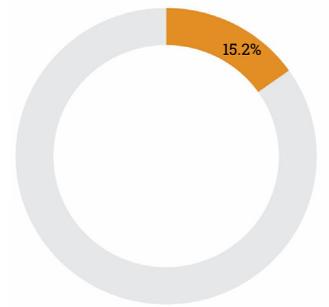
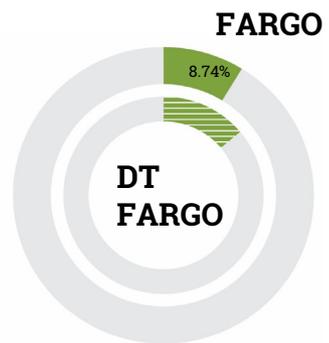
In thinking about infrastructure, open space plays a critical role in addition to its value in providing habitat, clean water and community spaces. You can see how Fargo compares to a few other cities in terms of the percentage of open space



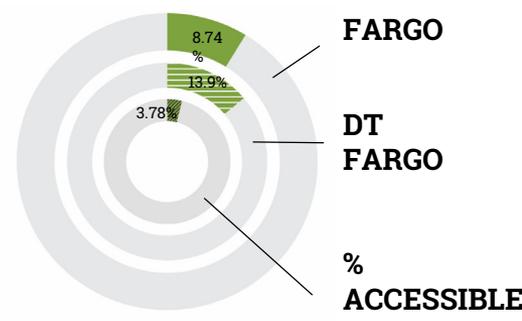
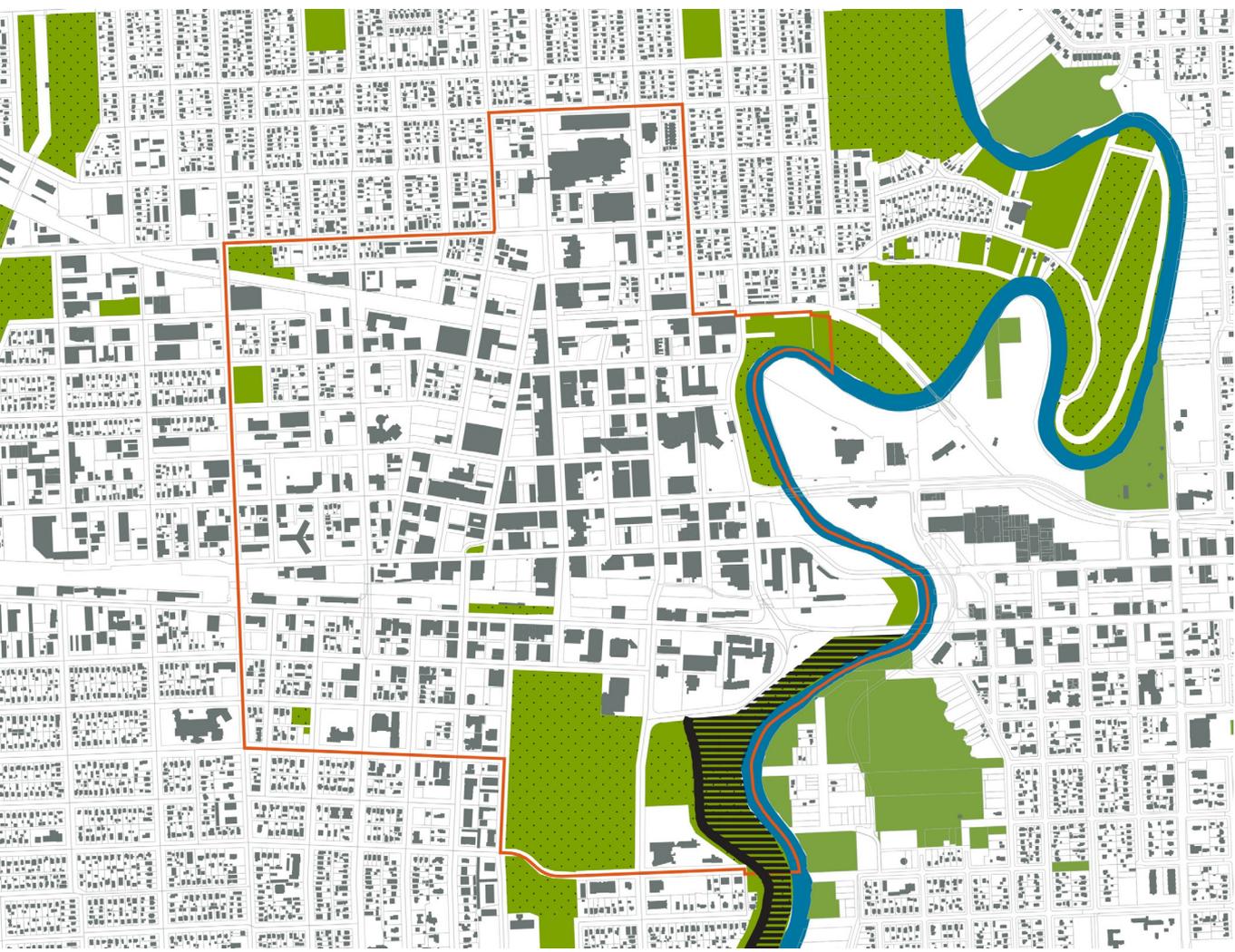
Fargo's land-use consists of 12.61% open space, of which 8.74% are parks.

St. Paul, Minnesota's land-use consists of approximately 15.2% parks

Boise, Idaho's, land-use consists of approximately 8.7% parks



By the numbers, Downtown appears to have a good amount of open space but a lot has limited access due to constructed levees. Taking this into account, Downtown falls short of the City.





**CITY DECK, MILWAUKEE, WI**

Downtown's across the country are using public space – new & renovated parks – to create a unique Downtown experience that attracts new residents and businesses



Spaces like this...

**GRAND RAPIDS, MI**

...and this.



In that spirit,

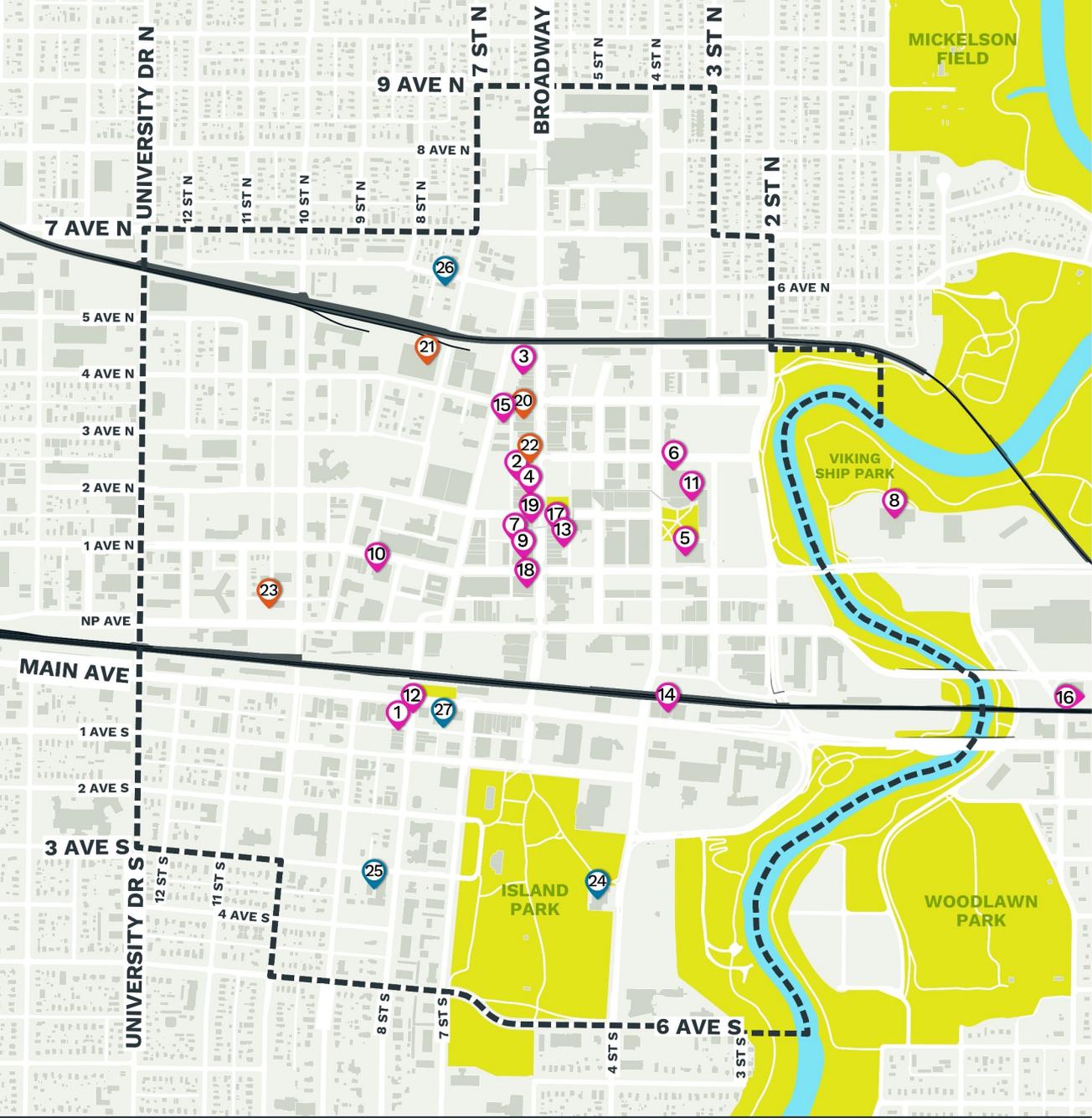
# **DOWNTOWN'S UNIQUE CHARACTER**

should drive this plan.





# DOWNTOWN is a CENTER FOR ARTS & CULTURE



- 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

### ATTRACTIONS & ENTERTAINMENT

- 20 The Fargo Theatre
- 21 Sanctuary Events Center
- 22 The Aquarium
- 23 Nestor Tavern

### PERFORMING ARTS

- 24 Fargo Moorhead Community Theatre
- 25 Fargo Moorhead Symphony
- 26 F-M Ballet
- 27 Theatre B

- RAIL
- OPEN SPACE
- ⋯ DOWNTOWN FOCUS AREA



You can see the creative energy on Downtown streets and buildings...





**"The sidewalk regulations make it hard to help people with creative ideas."**



...we want to encourage creative and active uses along our streets



Could we have  
more opportunities  
to do this  
Downtown?



So what do you think? We need your help!



# OPEN HOUSE

WELCOME!

and thanks for stopping by  
with your ideas for

**Downtown Fargo's future...**

We've got 10 activities designed to capture your thoughts.

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10



# OPEN HOUSE

We start out easy:

## ACTIVITIES



**Introductions  
& a Slideshow**

Sign in / Show us where you live

Take a look at what we've learned



# OPEN HOUSE

## ACTIVITIES



Thinking about  
Downtown,  
TODAY

...then ask about the PRESENT:

### Collaborative map



**OBSERVATION** OR **IDEA**

### Transportation station



**WOULD YOU RATHER?  
WALKING & BIKING HABITS**



### Survey

**RESIDENT** OR **EMPLOYEE**



# OPEN HOUSE

...next we start thinking about the future:

Today / Tomorrow

**IN 1 WORD**



Love it / Not so much  

**INSPIRATION FROM OTHER CITIES**

Big Idea

**JOT IT DOWN, STRIKE A POSE**



## ACTIVITIES



**Ideas for Downtown,  
TOMORROW**



# OPEN HOUSE

...and finally:

Postcard from the FUTURE

VISION STATEMENTS



## FARGOCRAFT

DESIGNING AN OPEN SPACE NETWORK

## ACTIVITIES



Ideas for Downtown, TOMORROW

# THANK YOU!

THANK YOU!

