

FUTURE MOORHEAD

East, Southeast + Southwest Growth Areas

MOORHEAD GROWTH AREAS STEERING COMMITTEE
Community Visioning Workshop – Part 2

May 5, 2016



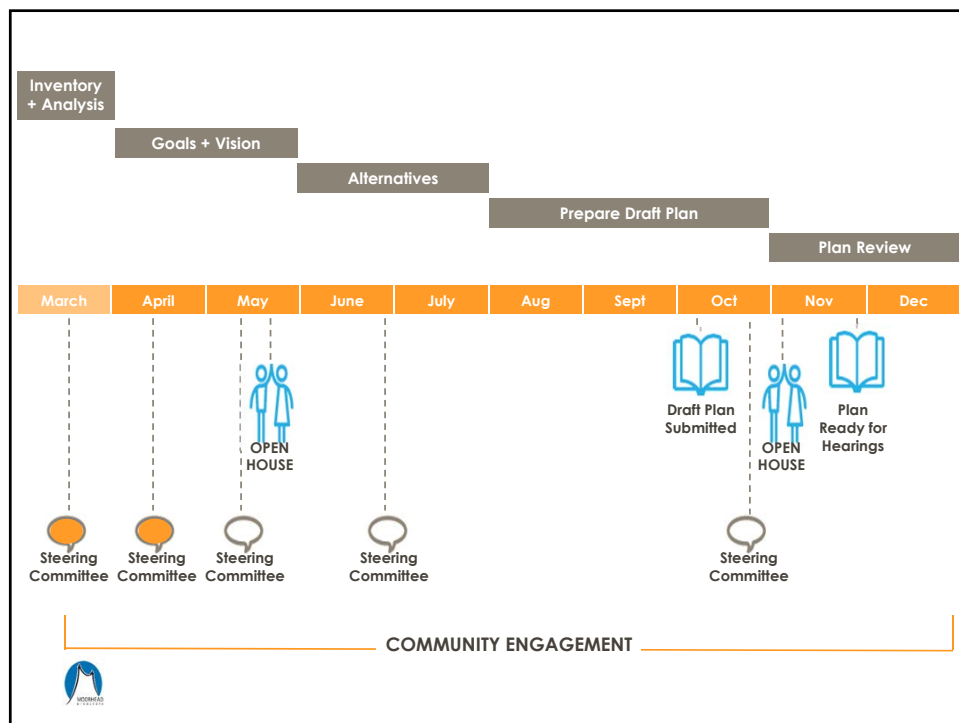
Agenda

- Welcome and Introductions
- Updates
- Developing the Vision – Part 2
- Preview Public Meeting
- What's Next
- Questions and Discussion

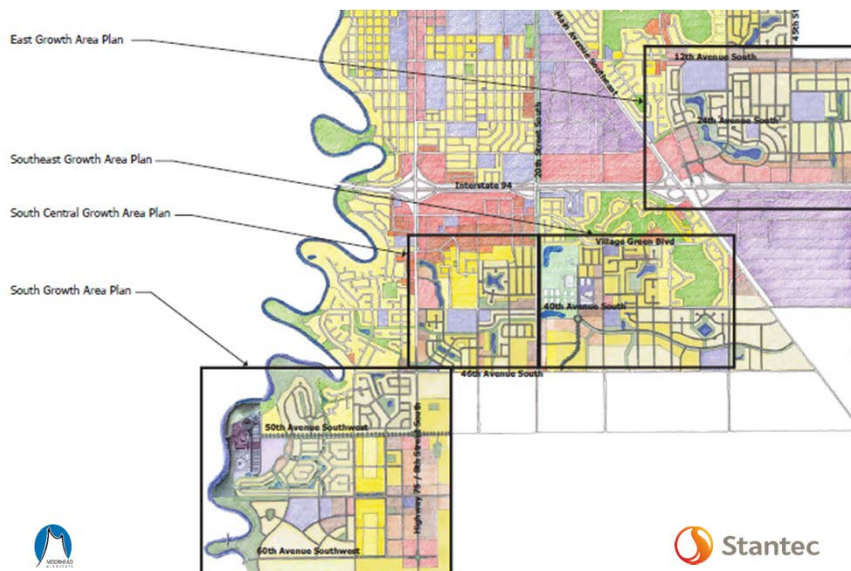


Welcome and Introductions

- Steering Committee Members
- City of Moorhead Staff
- Stantec



2009 Growth Area Plans



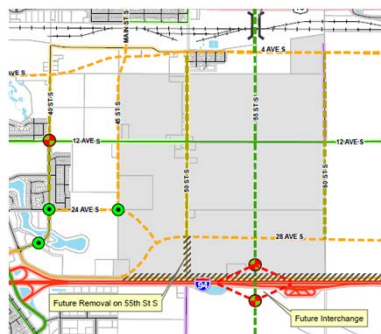
Changes Since 2009

- Building Types and Densities
 - Moorhead multi-family emphasis – different % from existing housing stock
 - Intermix of small single family with twin homes
 - Building types in nearby cities may have Moorhead future
 - Townhomes
 - Higher density (some buildings with parking underneath)
 - Townhomes (West Fargo) built in clusters rather than along roads
 - National trends



Changes Since 2009

- On-Going Transportation Planning
 - Limited Roadway Access Standards
 - Unknown future of significant roadway projects (rail overpass and I-94 Interchange)
- Service Area considerations introduced
- Ultimate buildout extends far into the future (beyond 2040)



Schools attracting residential development

Single and multi-family development near elementary schools

NATIONAL TRENDS

Premiums for desirable school districts



Schools

Home buyers would give up amenities to live within school boundaries of their choice:

Percent	Would give up
62%	a pool or spa
50%	accessibility to shopping
44%	a bonus room
42%	nearby parks and trails



Schools



slides: RCLSO – Real Estate Advisors

www.rclco.com



NATIONAL TRENDS

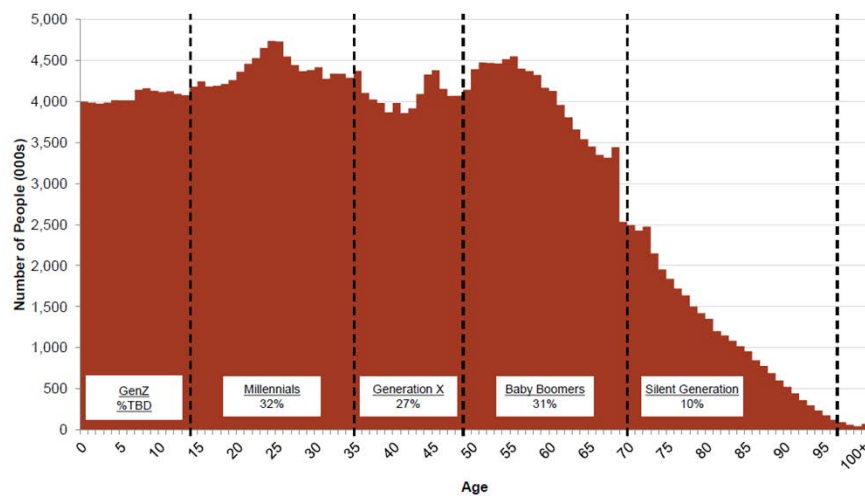
Boomer and millennial preferences



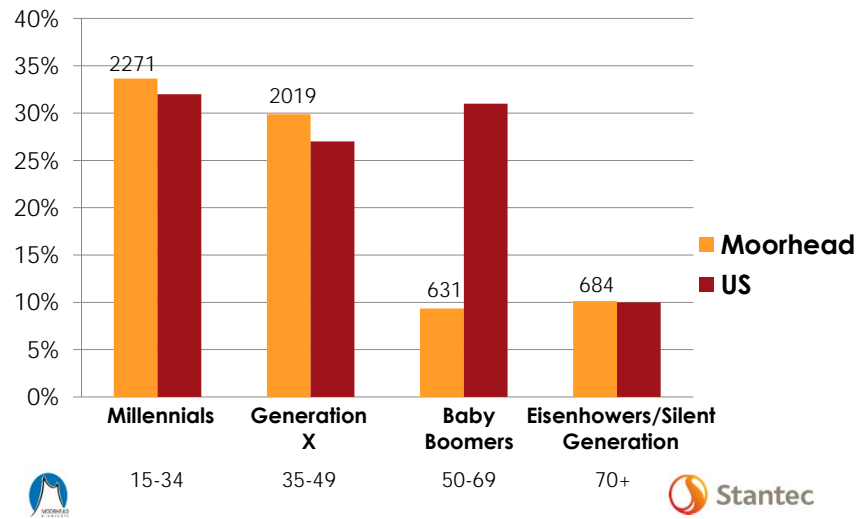
RCLCO

WHAT'S THE DEAL WITH NEW HOUSING DEMAND?

U.S. Population Distribution



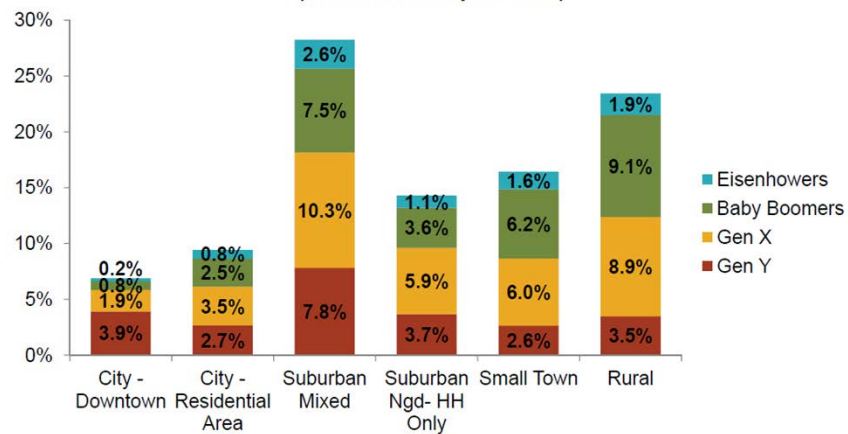
Moorhead + U.S. Population



RCLCO

PREFERENCE FOR LOCATION BY GENERATION

Total Owner Active Market Preferences
(% of Total Respondents)

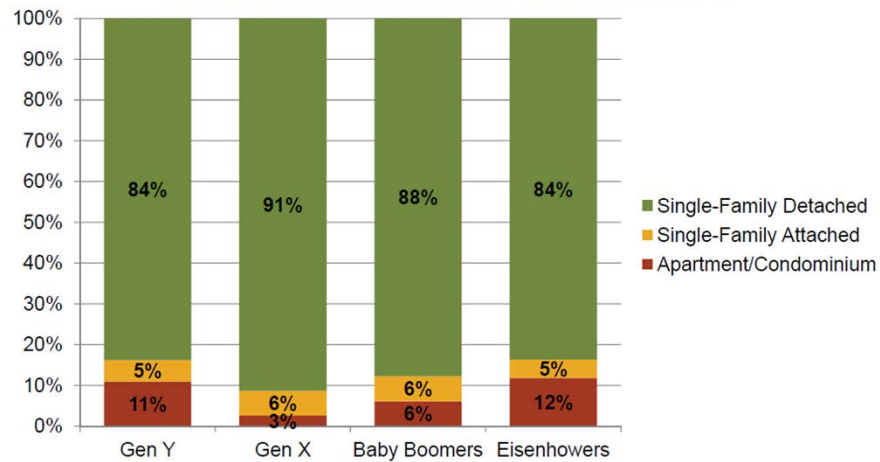


Source: NAR 2013 Community Preference Survey

RCLCO

SINGLE-FAMILY DETACHED MOST PREFERABLE

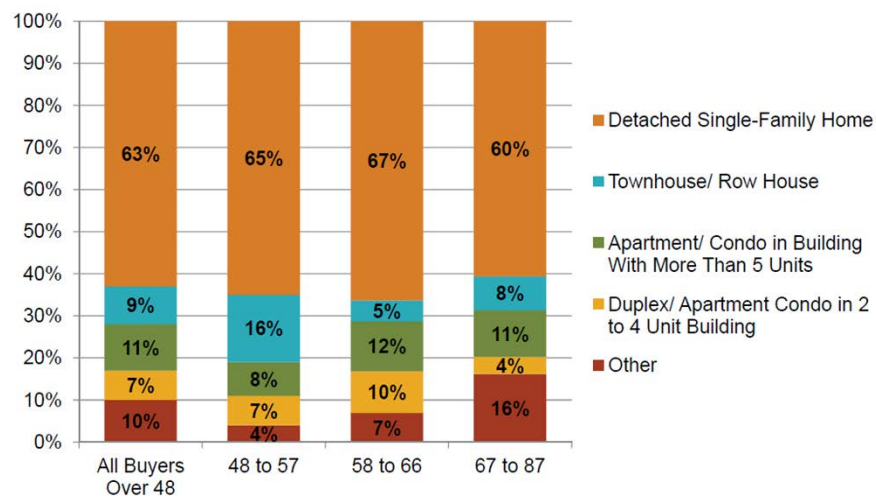
Product Preference for Current Owner Households



Source: NAR 2013 Community Preference Survey

RCLCO

RESIDENTIAL PRODUCT PREFERENCES: MATURE BUYERS MORE THAN INTEREST, 48-57; MORE APT/CONDO INTEREST, 58+



SOURCE: NAR Home Buyer/Seller Generational Trends, 2013



WHAT DO BOOMERS WANT IN THEIR COMMUNITIES?



- **Convenience:** Proximity to entertainment, retail and medical facilities



- **Retiree Boomers:** Affordability – attainable prices on a retiree income



- **Ease:** Low-maintenance product and surroundings



- **Health:** Lifestyle of health and sustainability

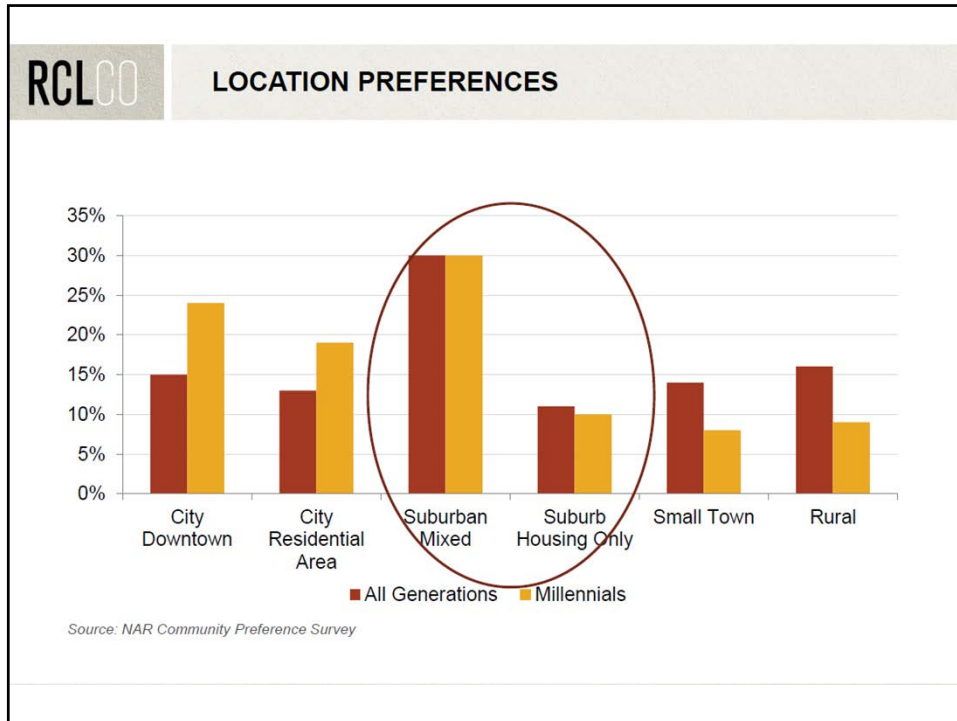
Source: RCLCO



MILLENNIALS WANT URBAN, WALKABLE, HIGH-AMENITY PLACES



- Most digitally connected generation
- Embrace ethnically diversity – 47% non-white
- Environments that facilitate “connections”
 - Social, religious, institutional, business
 - Gathering spaces
 - Want places where “community” happens
 - “Community infrastructure”
 - Street network/grid
- Aesthetically inspiring – architecture, parks, plazas, streetscapes
- Walkable
- Fun – you want to be there
- Shopping you can't find at the mall – unique
- Great neighborhoods – mix of uses
- Transit or transit ready
- The ultimate amenity: convenience



Steering Committee Input

Density Ranges		2009 Growth Areas			
		South	South Central	Southeast	East
0-4 units/acre		7%	11%	7%	18%
3-5 units/acre		58%	15%	34%	70%
6-12 units/acre		26%	70%	49%	6%
12+ units/acre		9%	5%	10%	7%

Comments from Steering Committee members :

0-4 du/ac 15% 3-5 du/ac 50%
 6-12 du/ac 25% 12+ du/ac 10%

- Density looks a little higher than realistic. Maybe 55% at 3-5 du/ac and only 25% at 6-12 du/ac
- Need more affordable single family detached homes

3-5 du/ac 45% and 6-12 du/ac 35%



Steering Committee Input

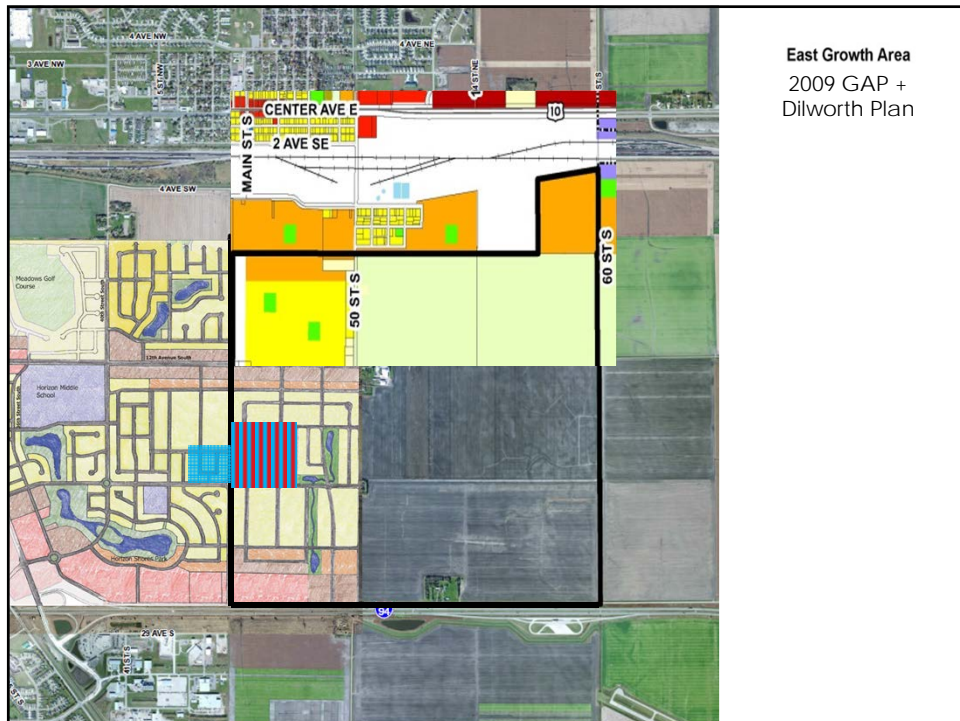
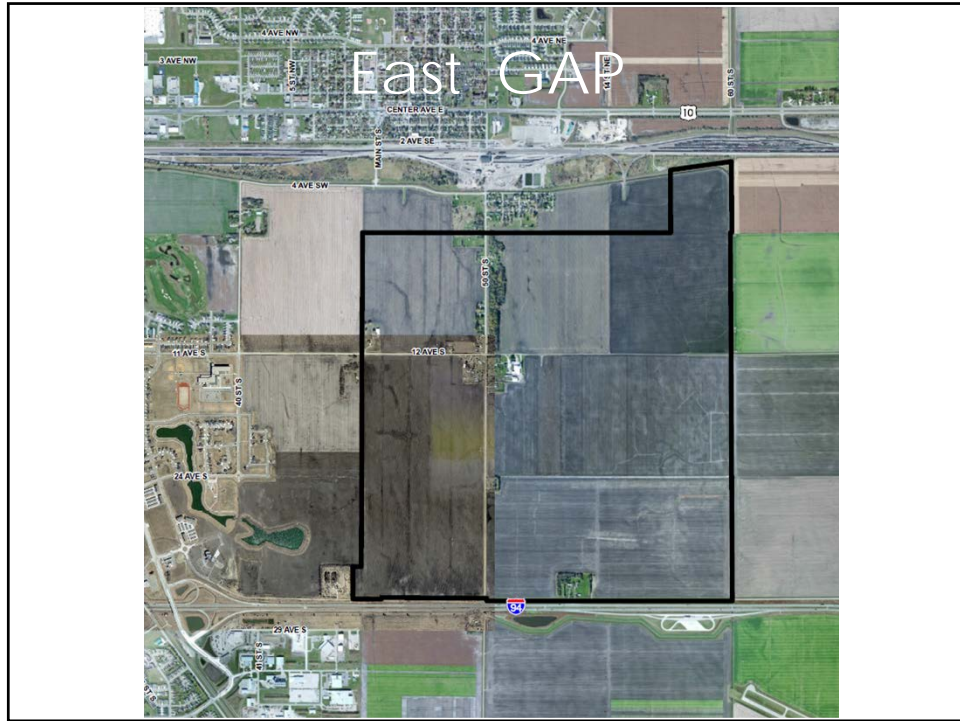
- Preference is to keep as low of densities as possible. I think it is an attractive attribute against all the higher density developments in North Dakota.
- East should have a higher density to allow young families with children to live in an apartment close to a school
- Decrease the 0-4 unit percentage.
- Encourage mixed use, condos, senior housing.
- Disperse high density/avoid large tracks of high density.



Impact on Growth Area Plans

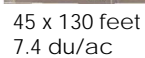
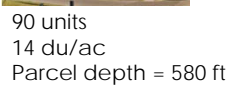
- Consider adjustments to future land use categories and their application
 - Less 0-4 units/acre than previous GAPs
 - Provide for clustered mid-range density
 - Provide flexibility at potential future interchange by redefine "commercial" to include residential uses and providing standards
- On-Going Transportation Planning
 - Reflect Limited Roadway Access Standards
 - Consider unknown future of significant roadway projects (rail overpass and I-94 Interchange)

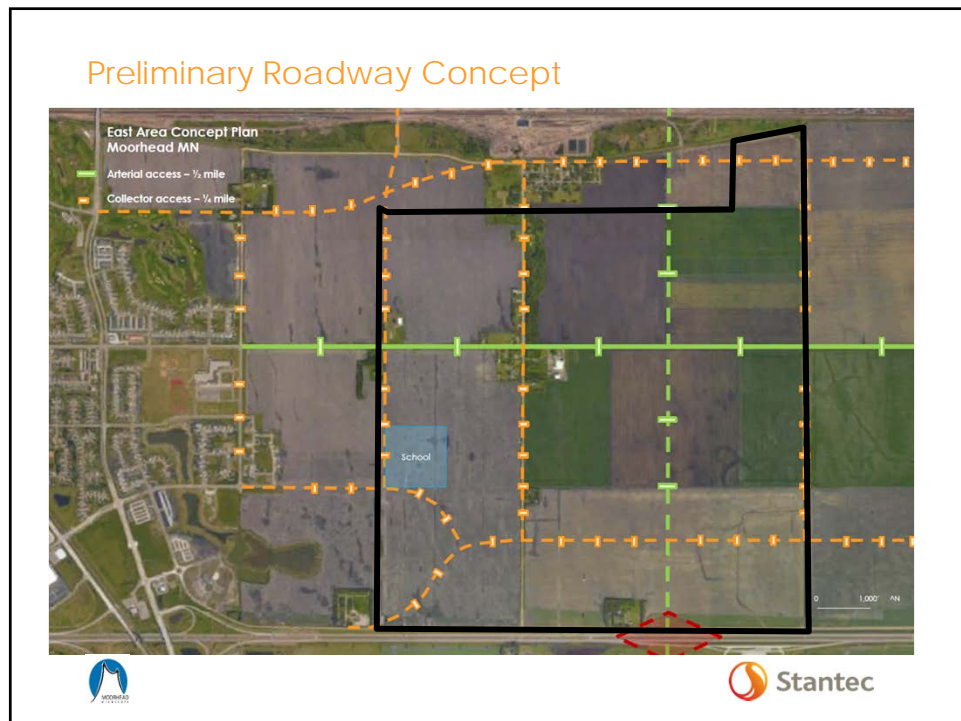
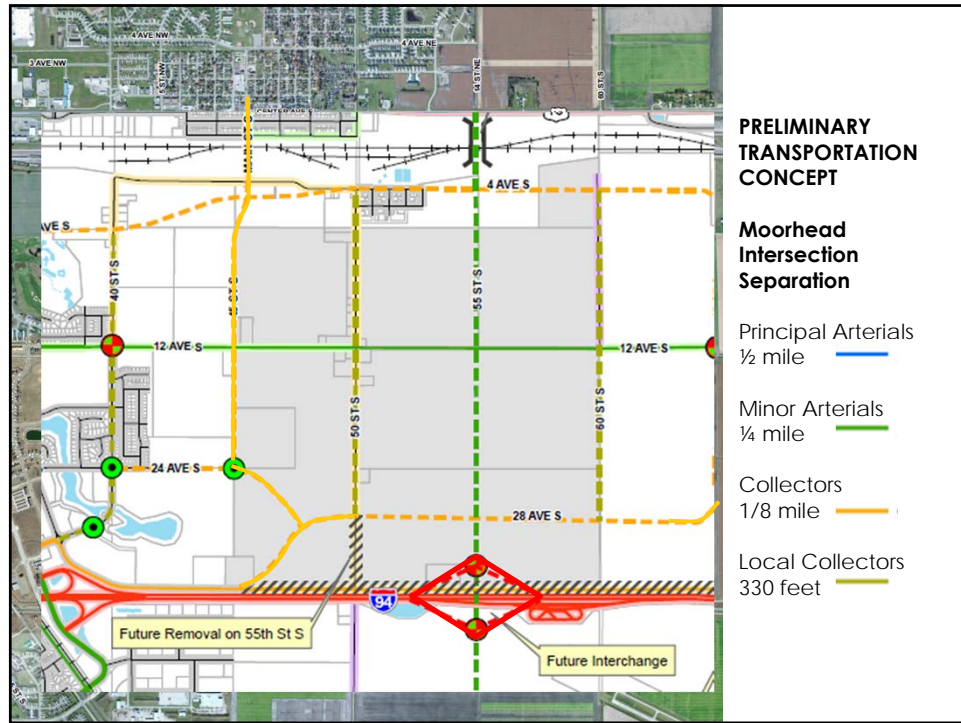




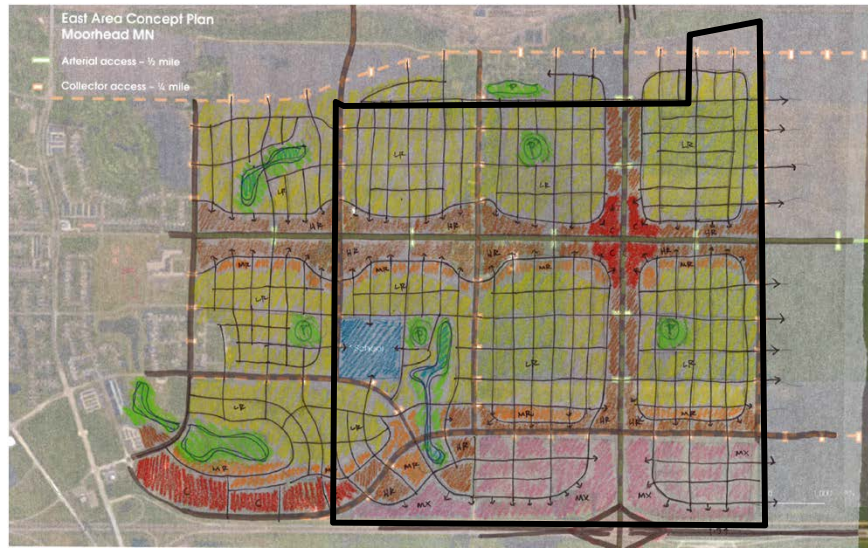
45 x 130 feet	detached	7.4 du/ac
65 x 120 feet	detached	5.6 du/ac
70 x 130 feet	detached	4.8 du/ac
70 x 140 feet	detached	4.4 du/ac
70 x 155 feet	detached	4.0 du/ac

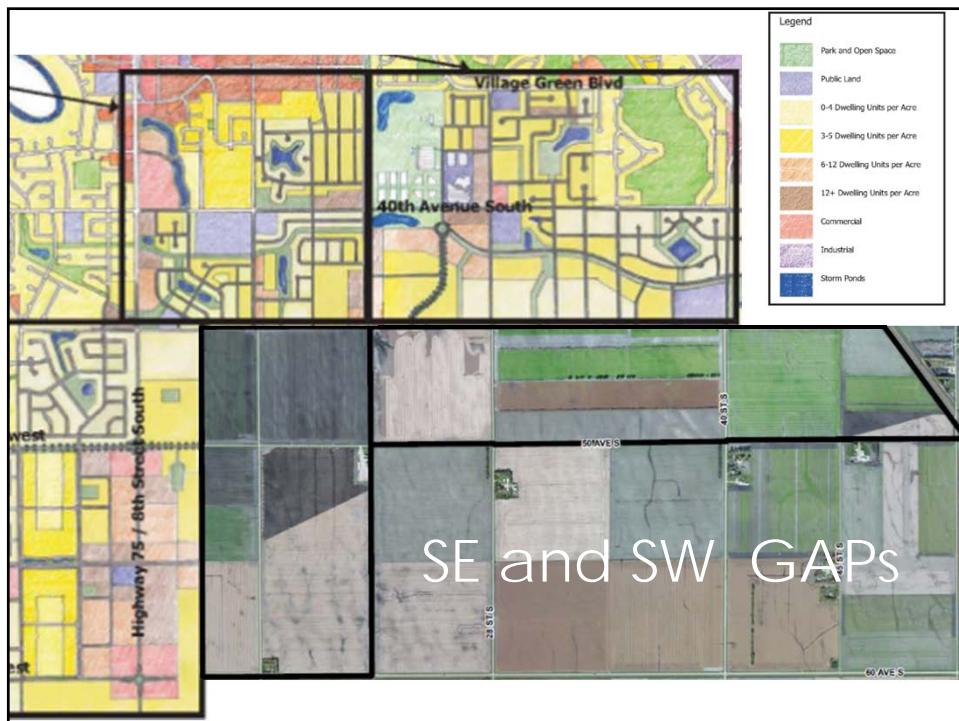
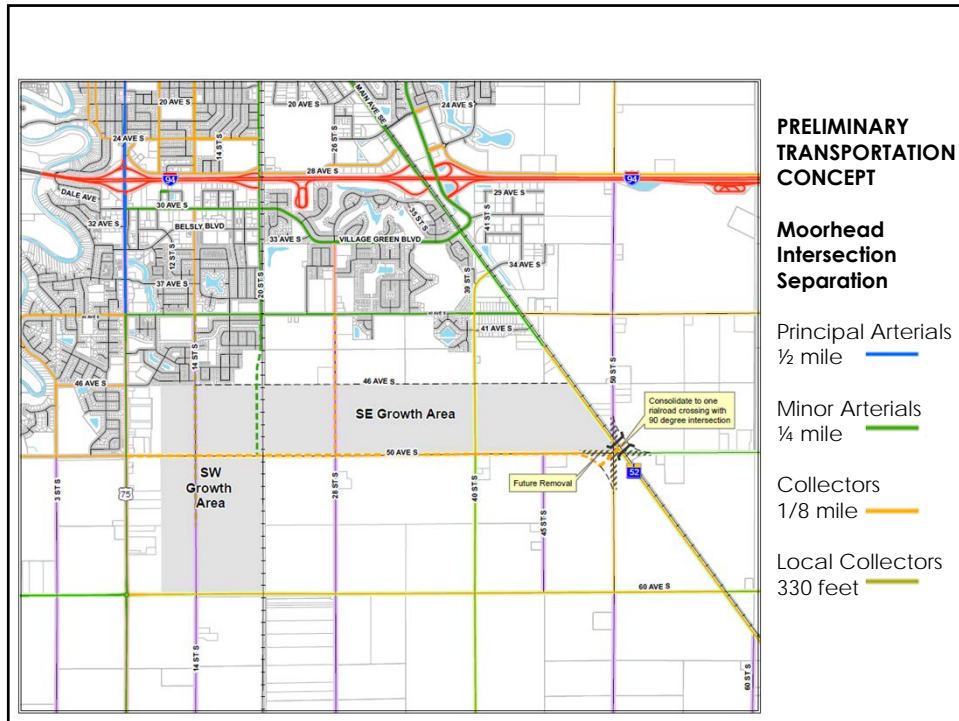
Add 1 depth when back up onto major road

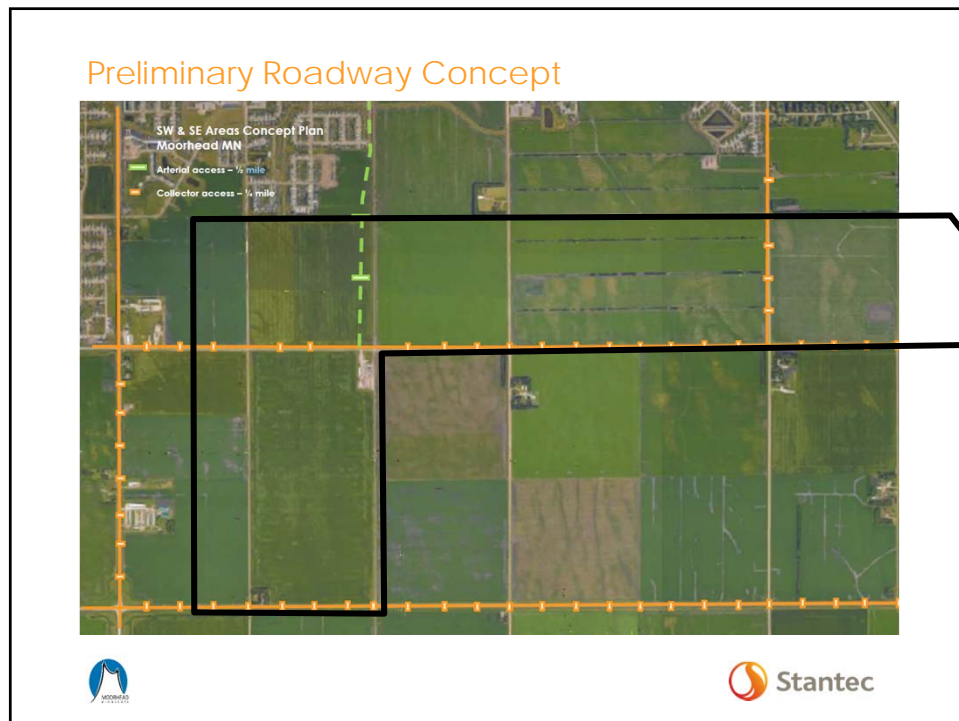
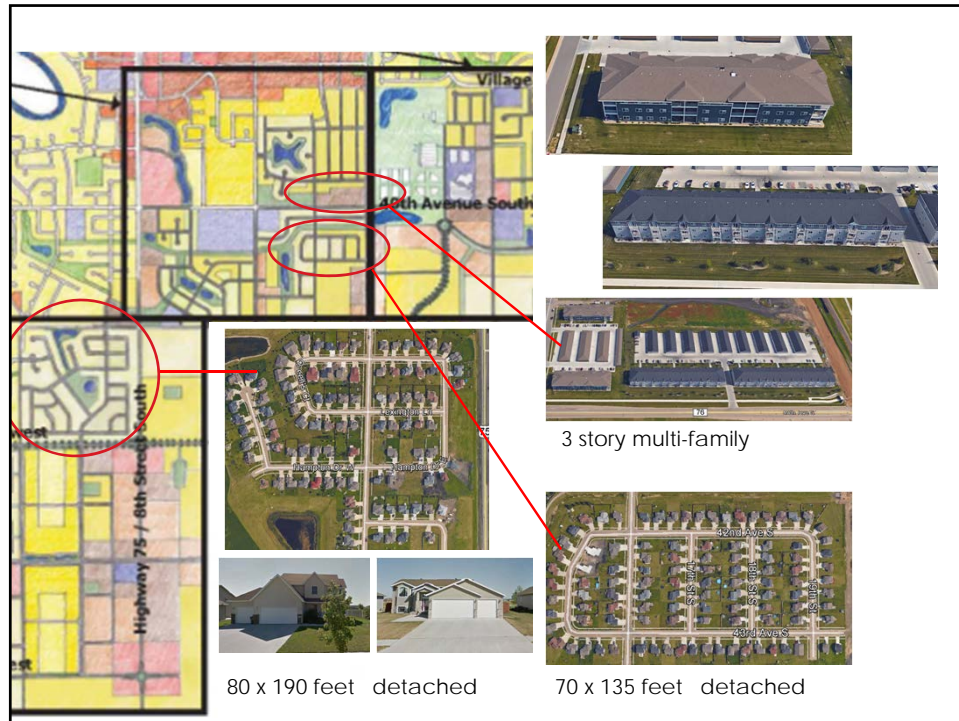




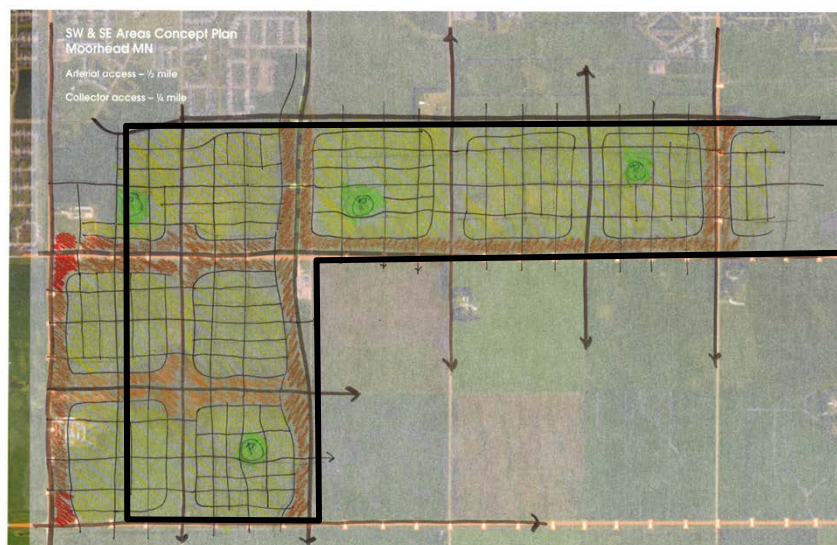
Preliminary Concept Plan







Preliminary Concept Plan



Next Steps

- Public Open House May 19th (Preview Next)
- Continue working toward the draft goals and draft alternative land use plans for the three GAPs
- Next Steering Committee meeting on June 30th

