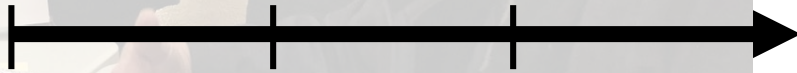


Phase 2



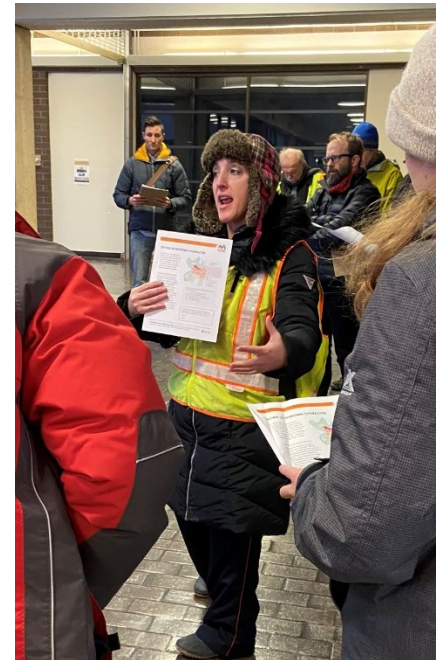
3

Phase 2 Public Engagement

Activities:

- Walkshops
- Community Workshop
- StoryMap
*with interactive maps
and survey*

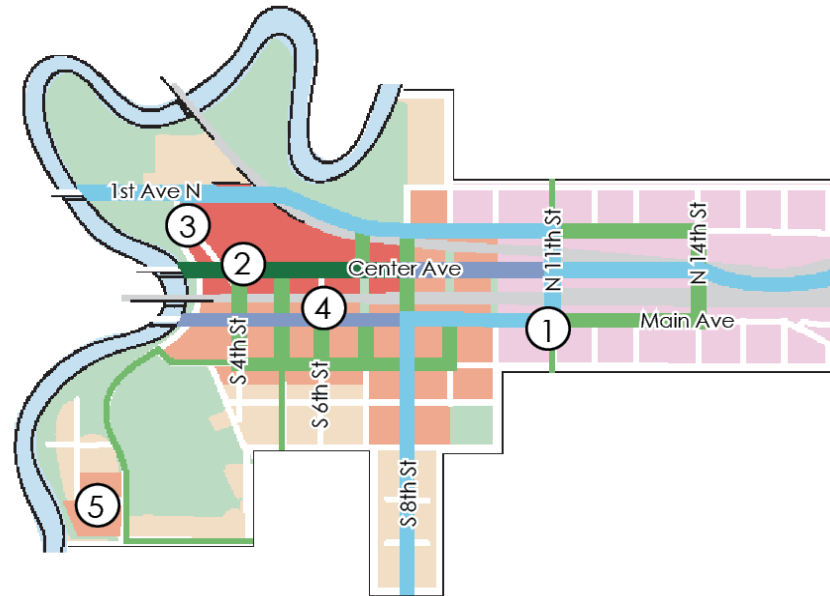
over 200 participants in Phase 2 alone



Phase 2 Public Engagement

Mission:

- Get further feedback on the Vision and Values
- Apply developing Vision to 5 key focus areas:



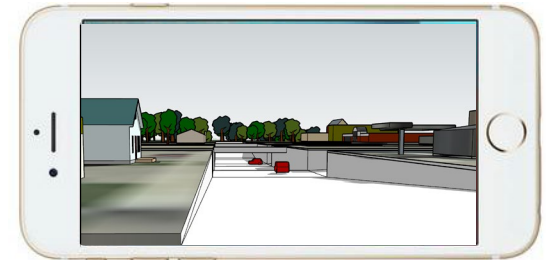
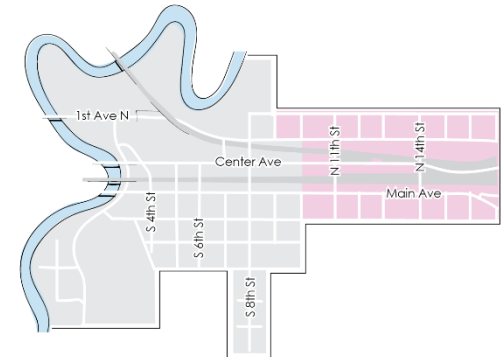
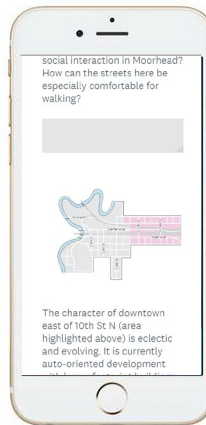
1. The 11th Street Underpass
2. Moorhead Center
3. Waterfront Nodes
4. Placemaking on the Rourke Block
5. Programming Woodlawn Pointe

Phase 2 Public Engagement

Focus Area: 11th Street Underpass (Creative Pioneers)

Findings:

- Need: Well-lit, feeling of safety
- Possibility: Public art to activate
- Study: adjacent land, *potential Lowertown*

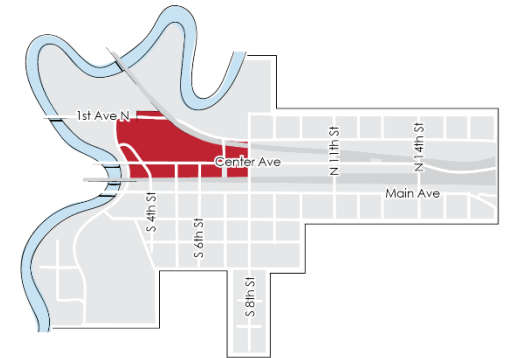


Phase 2 **Public Engagement**

Focus Area: Moorhead Center District
and Center Avenue

Findings:

- Need: communitywide amenities
- Possibility: River as backyard, more street frontages
- Study: Full-scale redevelopment or turning mall outward, phasing is critical

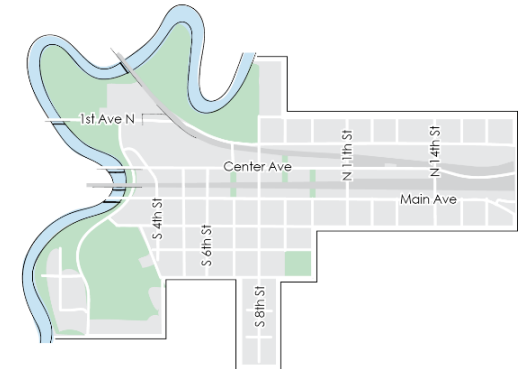


Phase 2 **Public Engagement**

Focus Area: Waterfront Nodes

Findings:

- Need: Complementing downtown
- Possibility: Wayfinding, programming
- Study: Hierarchy of nodes, connections to downtown destinations

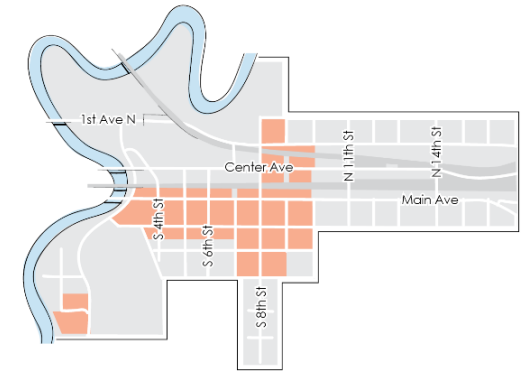


Phase 2 Public Engagement

Focus Area: Placemaking on the Rourke Block

Findings:

- Need: Enhanced pedestrian safety and comfort
- Possibility: Creative programming, tactical urbanism
- Study: Consistent outdoor programming on public sites

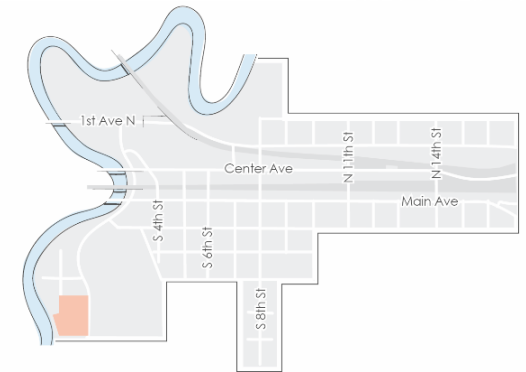


Phase 2 **Public Engagement**

Focus Area: Programming Woodlawn Pointe

Findings:

- Need: Future uses should fit into adjacent area
- Possibility: Housing, public amenity
- Study: Ideal locations for buildings, recreational amenities



MISSION

Highlights

- to leverage demand for downtown, walkable living
- to leverage shifts in regional economics
- to increase convenience
- to decrease costs of living

Full Statement

A “new norm”—defined by two decades of demographic changes that point to surging interest in living in Downtowns and walkable neighborhoods, economic changes that dramatically increase the importance of Downtowns as regional economic engines which attract knowledge industry jobs and investment, and technological changes like connected and shared autonomous mobility that will increase the convenience and decrease the cost of living and working Downtown—is unlocking an era of unprecedented opportunity for Downtown Moorhead. Today we can reimagine and build a Downtown shaped around the aspirational values that the Moorhead community brought to the Downtown planning process: authenticity, vibrancy, equity and inclusion, resilience, and connectivity.

VISION

Highlights

- small town feel with big city opportunities
- good experiences
- nature and culture combined
- colleges and innovation engaged
- center for Moorhead and region

Full Statement (see technical memo)

Downtown will be, even more than it is already, a place that pairs the tangible sense of community found in small towns with the vibrancy, diversity, and emerging opportunities that represent the best of city life. Bordered by natural amenities and strong institutions, Downtown will be a place energized and defined by the rich variety of the experiences it offers. Visit City Hall, the Library, and a great museum. Gather in a new civic square with fellow community members from every walk of life. Enjoy nature along a winding riverfront. Live in cool new lofts or along traditional residential blocks. Discover unique places to sample the arts, beer, and music—or just hang out. Patronize cherished local retailers who have served the community for generations and then cross the street to learn new skills or share your creativity at innovative business start-ups and arts and innovation programs offered by local colleges. This rich mix sets the stage for Downtown to emerge both as a more vital common ground and as a new engine of economic opportunity for the entire Moorhead community.

GOALS

Highlights

- Authenticity
- Vibrance
- Equity and inclusivity
- Resilience
- Connectivity

Full Statement

Above all, Authentic—a center for our community whose public spaces, buildings, and institutions together celebrate the distinctive story of Moorhead's past, present, and unfolding future —made real by...

Vibrant – planned, programmed, and designed to offer the best of what 21st century urbanism can offer—made real by...

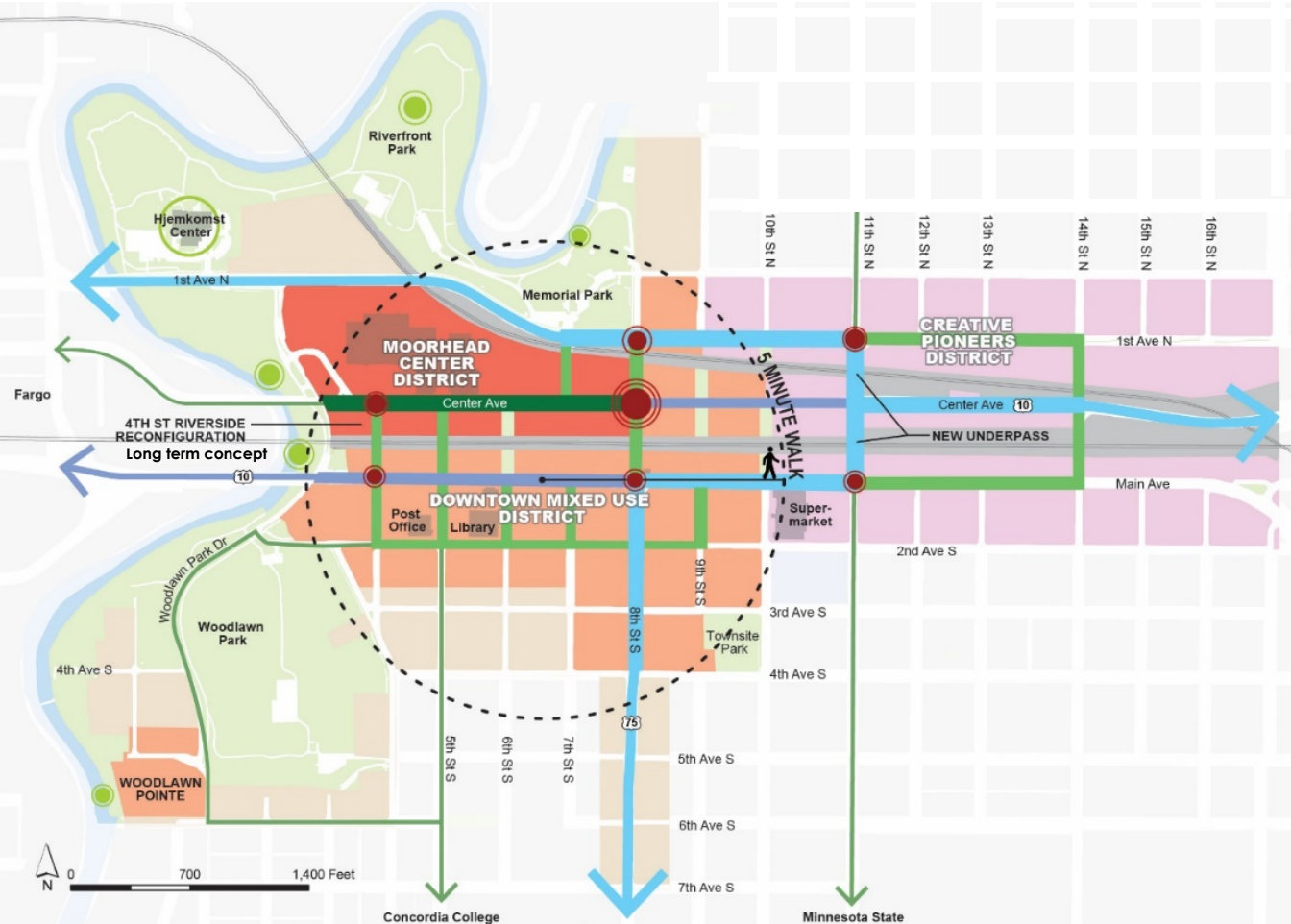
Equitable and inclusive – a Downtown that everyone in Moorhead calls “my Downtown”—made real by...

Resilient – a heart of the community that grows greener as it grows denser—made real by...

Connected – a place where residents, workers, visitors, students, and others can move around with—or without—a car—made real by...

Character – Use and Design

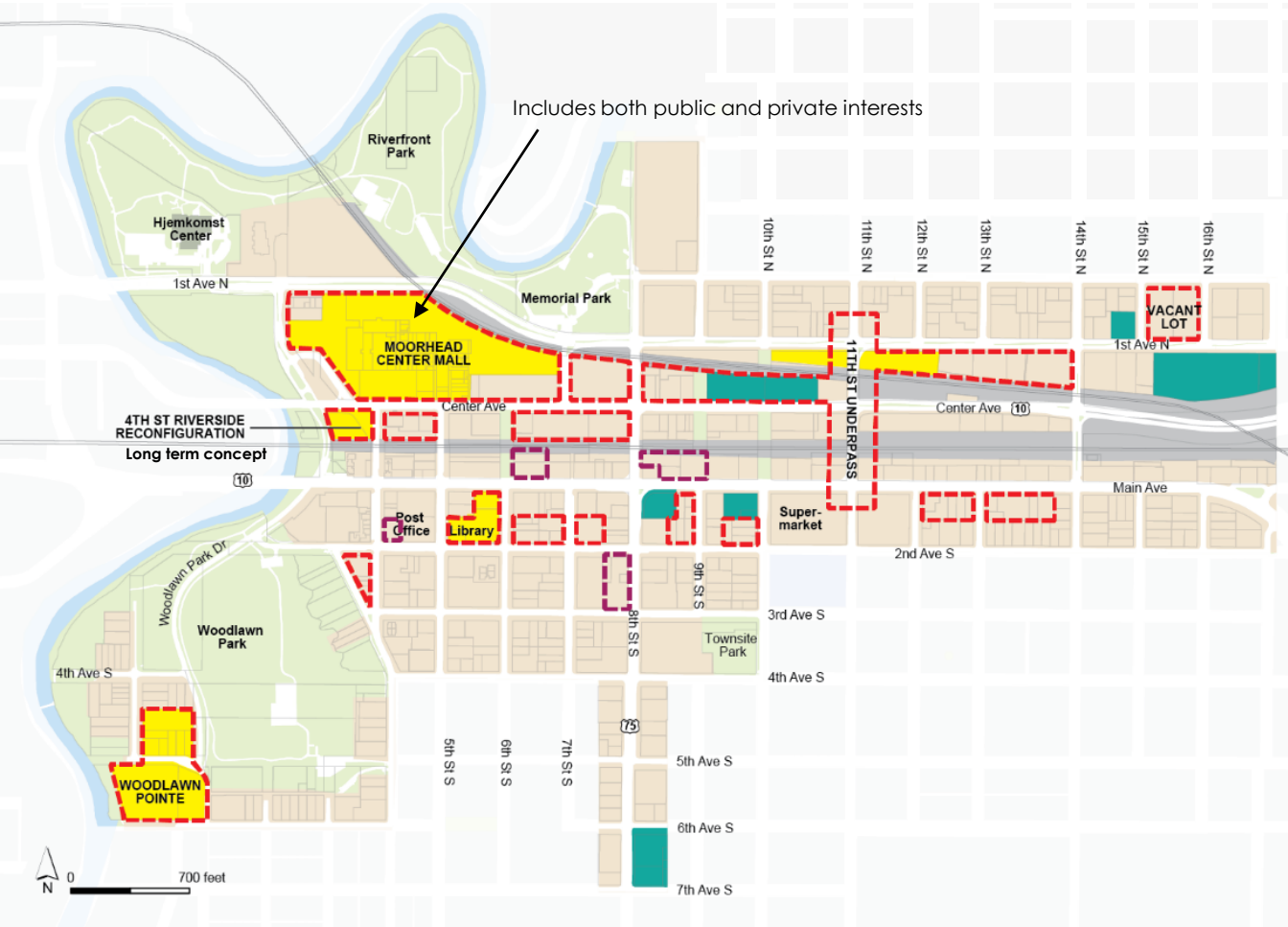
Character and Design



- Moorhead Center District
- Downtown Mixed Use
- Creative Pioneers
- Preserve Neighborhoods
- Open Space

Epicenter around Mall, creative industrial to east

Character – Use and Design



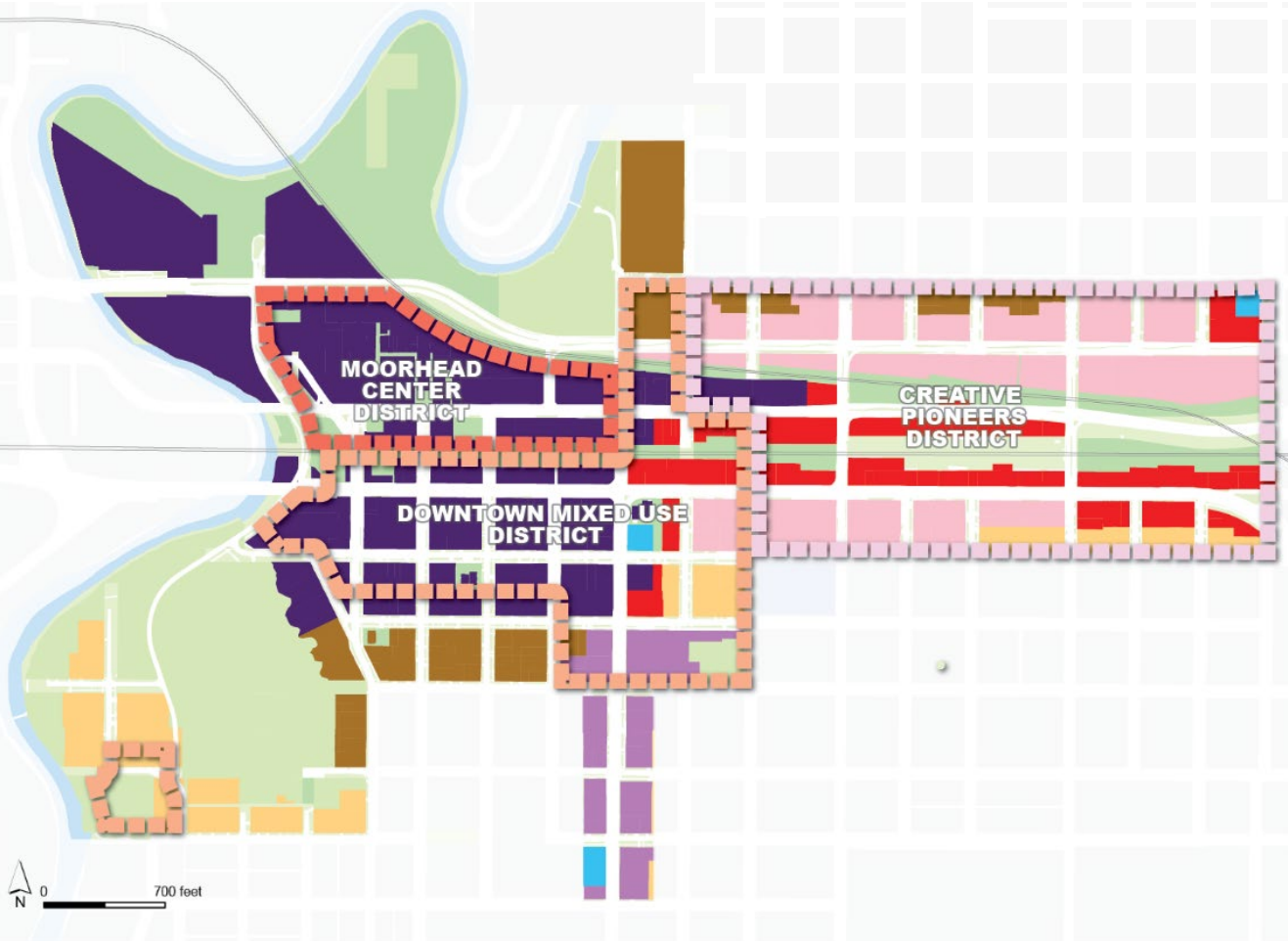
Development opportunity

-  Development opportunity areas
-  Under-utilized parking lots
-  Publicly-owned, including public/private
-  Recent investment

Primary opportunities at Mall, Woodlawn, 11th St.

Character – Use and Design

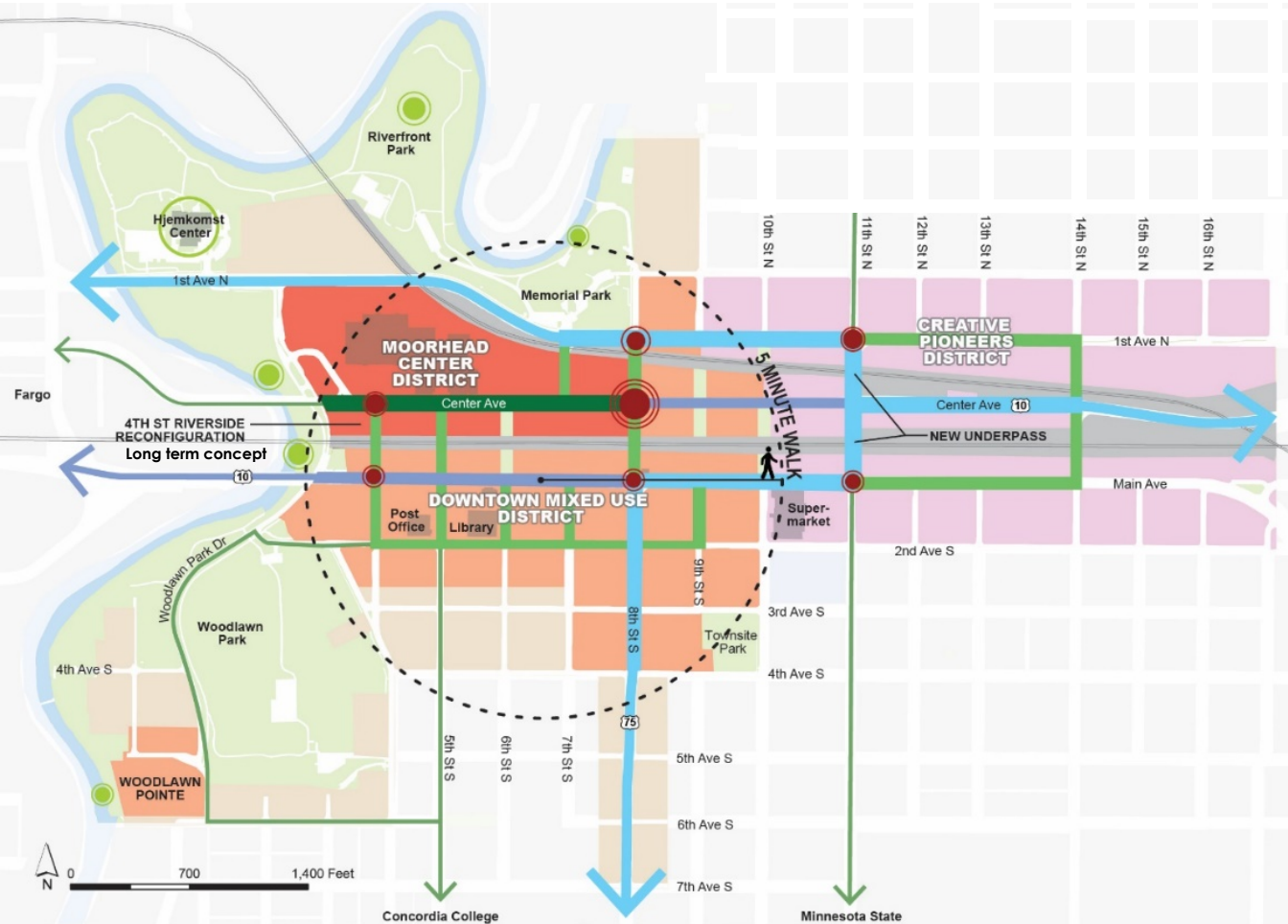
Land Use and Zoning



- MU1 Downtown Mixed Use
- MU2 Corridor Mixed Use
- MU3 Community Mixed Use
- CC Com Commercial
- RLD3 Res Low Den
- RMD2 Red Mod Den

Rezone residential and commercial to Mixed Use

Transportation – Street Types

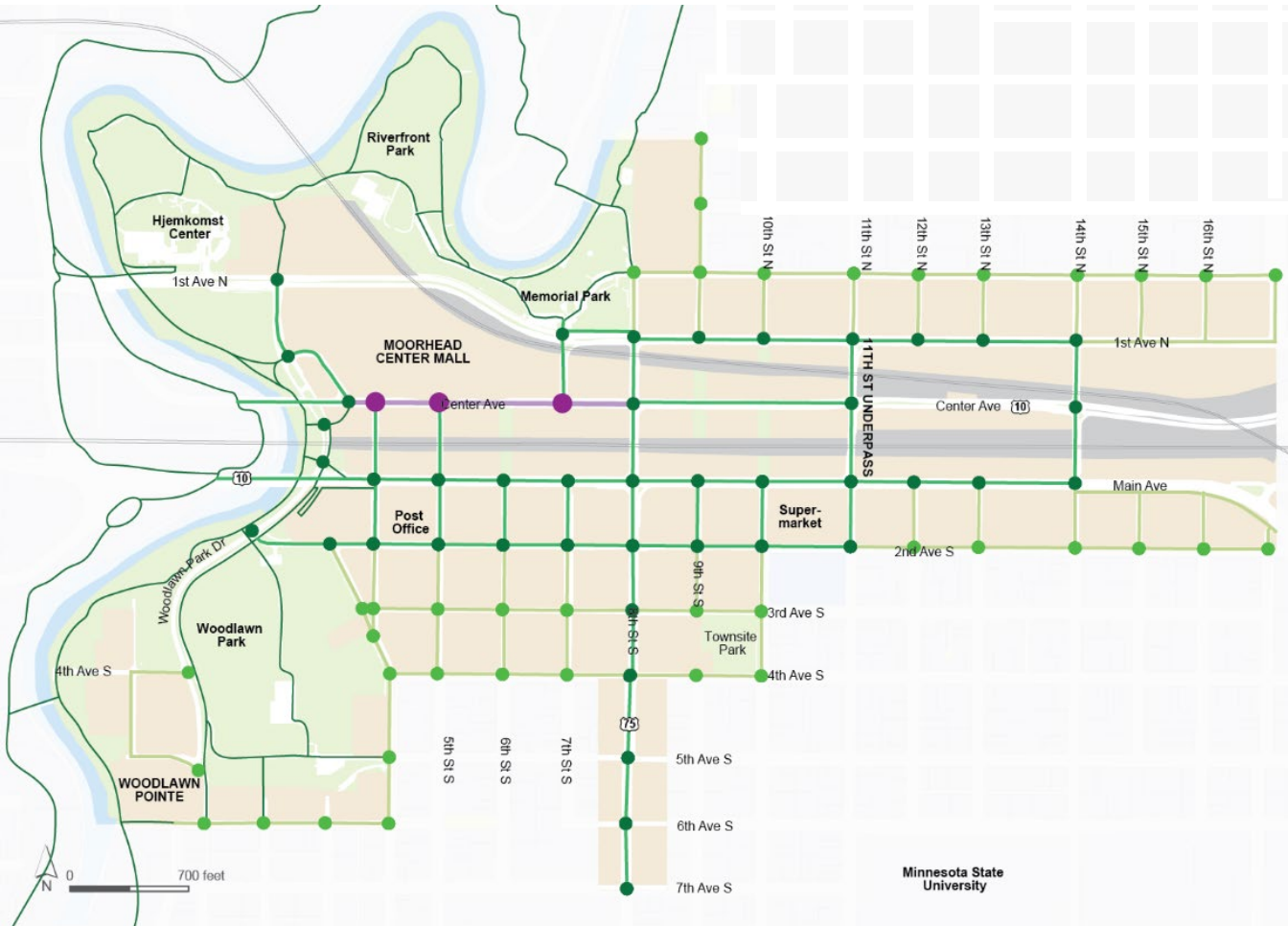


Transportation





- Center Avenue Priority Zone
- Walkable Street
- Complete Street
- Safe Vehicular Street

Epicenter for walkability around Mall, convergence of vehicles at underpass

Transportation – Priority Pedestrian Facilities

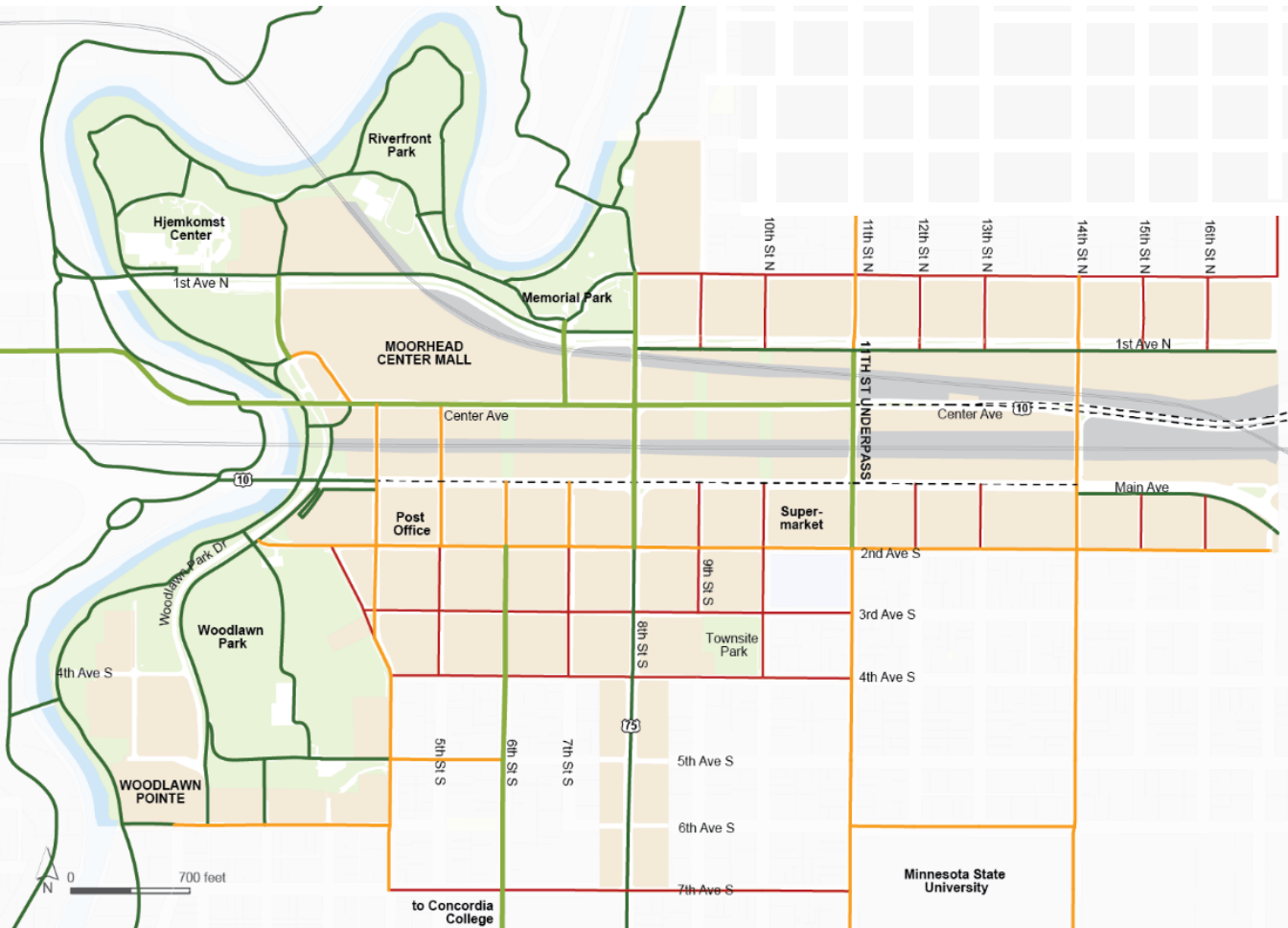


Walking


-  Premier walking street/intersection
-  Enhanced walking street/intersection
-  Slow walking street/intersection
-  Off-street trail

Slower pace to knit downtown together

Transportation – Priority Bicycle Facilities



Biking

-  Shared use path and sidewalk
-  Separated bike lane
-  Bike lane
-  Shared roadway
-  Undesignated roadway

Connecting downtown with the riverbends and colleges

Transportation – Parking Function and Usage



Parking Utilization









- Up to 20%
- 20% - 40%
- 40% - 60%
- 60% - 80%
- Over 80%

Largely underutilized along 8th and northwest of Mall

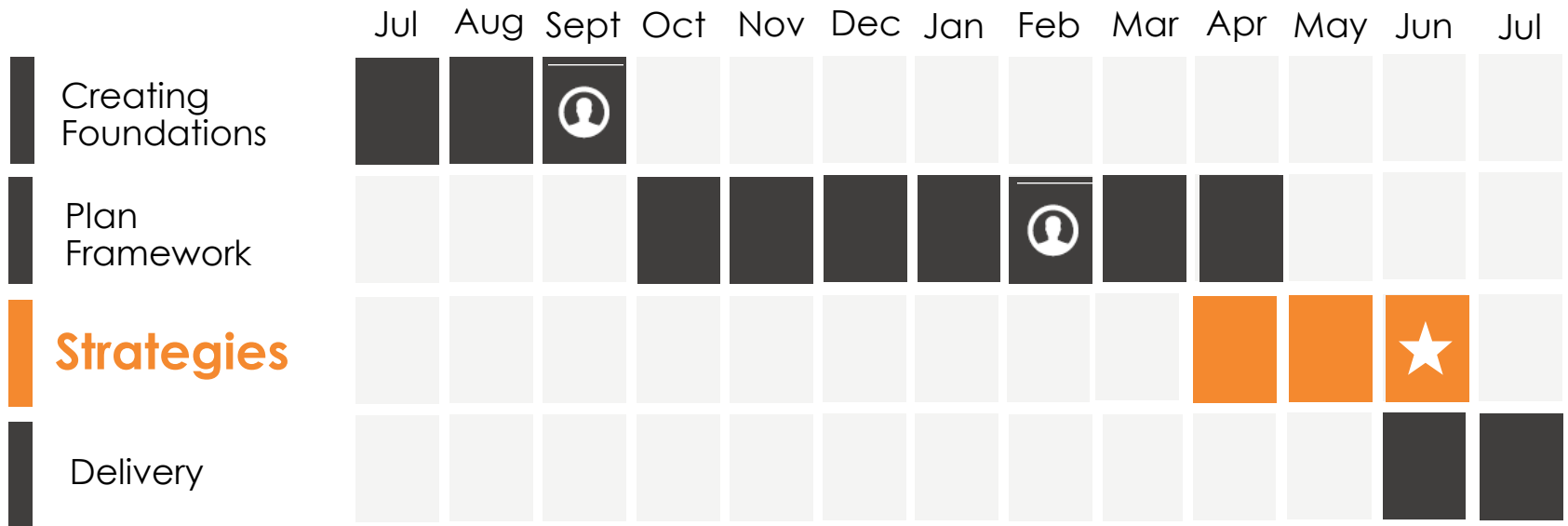
Open Space – Priority Public Realm Opportunities





Open Space Structure

-  Proposed open space
-  Waterfront node
-  Points of interest
-  Center Ave corridor
-  Existing Park
-  Culture walk
-  Ped streetscape
-  Greenway

PHASE 3



 = Open House
 = Implementation Session