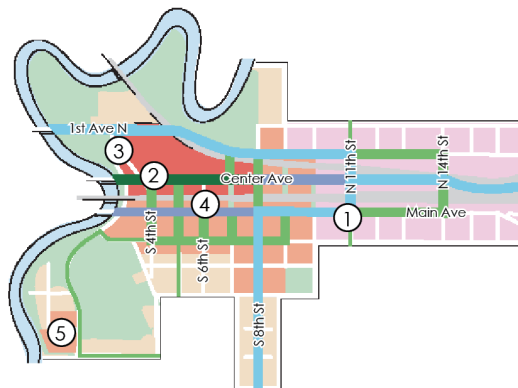


PHASE 2 ENGAGEMENT SUMMARY

February 2020

In early 2020, a series of events were held to engage with stakeholders and the public to help project staff develop the vision statement and apply it toward defined character districts and street types. On February 5th and 6th, a series of outdoor and indoor workshops were held – with the largest open-house style event on the evening of February 6th at the Moorhead Center Mall Atrium. Approximately 45 people attended the outdoor walkshops and at least 80 people attended the open house. Online engagement asking similar questions to those in the workshops was active between February 5th and March 3rd with 63 survey responses. Online and in-person engagement focused on applying the Vision to 5 key areas:

- The 11th Street Underpass
- Center Avenue and Moorhead Center Mall
- Riverfront Nodes (from Center and the River)
- Placemaking on the Rourke Block
- Programming Woodlawn Pointe



VISION

At each indoor and outdoor event, people were asked to react to the draft vision and supporting values. People's feedback on the vision statement was generally supportive of what was presented with comments often suggesting further addition of 'inclusion', 'diversity' or place of 'belonging' for 'all people' included in the statement. For some people, an added emphasis on the 'artsy', 'unique' characteristics of downtown Moorhead was important.

There was similar sentiment in the feedback received on the supporting values: people wanted to see more reference to inclusion and diversity. For the supporting values, people also suggested greater emphasis on walkability and connection to the nearby campuses.

11TH STREET UNDERPASS



For the first walkshop, attendees walked along 11th Street between Main Avenue to 1st Avenue North, which is the length of the proposed underpass. Emerging themes included the desire to have a well-lit, feeling of safety while using the underpass as a pedestrian or bicyclist. There was also discussion around the use of public art to activate the space. Further discussion led to envisioning the underpass as an active part of downtown by developing and/or preserving all or some of the adjacent parcels by excavating rather than lining the underpass with retaining walls. This could provide a place for the City to encourage entrepreneurship and startups by subsidizing space. Physical protection from fast-moving vehicles for bicyclists and pedestrians were considered a baseline for success.

CENTER AVENUE AND MALL

While walking along Center Avenue, and later in the Mall Atrium, people expressed a desire for a place to linger and hang out at the center of town. Some talked about creating a community center with a common sentiment of comfort hanging out without the pressures of spending money or moving quickly through.

There was also a desire to connect to the river – and that the Mall, in its current state, functions as a barrier rather than connection between downtown and the River. People suggested demolition of the mall altogether and a reconstruction of the historic street-grid and storefronts that once lined those streets. Others envisioned a renovated mall that faced the street and river, with sidewalk seating that faced both.

PLACEMAKING AND THE ROURKE BLOCK

Outside the Rourke, participants conducted an environmental audit to explore their levels of comfort and options for use in the future. People generally gave the environment low grades for comfort and sense of safety along Main Avenue. Their relation to fast-moving vehicles, lack of protection, and lack of space to move slow, push a stroller, or sit, appears to contribute to people's level of discomfort in that space. People suggested facilities for slower-moving traffic, including one-way to two-way conversions, as a way to increase the feeling of safety. They also envisioned creative reuse of the space next to the Rourke, including a wide variety of programs to activate the space – from low-cost (colorful elements) to big-picture (science museum). Local crafts became an emerging theme, with suggestions of an art-walk and place to hold a farmer's markets.

RIVERFRONT NODES

While viewing the riverfront trails from atop the mall parking structure, and while looking at maps inside the mall atrium, people generally spoke highly of the trails along the river but felt they weren't adequately connected to downtown – that it's difficult or at least counter-intuitive to find one's way between downtown and the river. People liked the ideas of trails, benches, and lookouts where Main and Center intersect the River, and more passive, tranquil experiences like cross-country skiing and kayaking at Memorial and Riverfront Parks. Preferences for Woodlawn Pointe were more of a mix, with people indicating preference for tranquil, gravel nature paths and a place for public outdoor movies, equipment rentals, and farmers markets.

WOODLAWN POINTE

The range of uses recommended for the Woodlawn Site included medium- to high-density housing mixed with public open space along the river. Some suggested clustering housing near the north end of the site while maintaining the south end for public space, or at least creating a transition to lower density nearer the single-family neighborhood to the south. People suggested kayak and canoe rentals, as well as arts and entertainment along the river. They envisioned medium-density townhomes as well as an apartment building and hotel on the site. Some also saw redevelopment as an opportunity to realign the streets for better connectivity between the adjacent neighborhood and downtown Moorhead.



PRIORITIES SCORECARD

At the workshop, people were asked to adjust various priority-levels that were preassigned to street types and character districts – from housing density and retail storefronts to transit options and street parking. People's priority-levels generally aligned with those presented, with a few emerging trends:

- People recommended higher priority be given to bike facilities and streetscaping on walkable streets, complete streets, and safe vehicular streets.
- People wanted higher priority for nearly all the topics presented in the Mixed-Use District, especially for the pedestrian environment, craft industry, and for public spaces.

FULL DOCUMENTATION

VISION

Participants were asked to give feedback on the following draft vision for downtown Moorhead.

Downtown Moorhead pairs a small town feel with vibrant city life. Surrounded by natural amenities and strong institutions, Downtown draws residents, visitors, and students to major destinations and everyday experiences. It captures the best of Moorhead's vital culture to create a contemporary and livable hub that constitutes the heart of Moorhead as a community and a center of activity, business, and innovation for the entire region. It is a place where everyone can live, work, learn, play, and shop – all within a five-minute walk.

Here is what we heard in-person and online:

- Add note of multi-cultural & diversity to vision
- Love it!
- Multi-culture of people
- Cultural melting pot
- Inclusion & diversity
- Are there ways to incorporate the values in the vision? For example, I would have never connected inclusion with this vision statement. Words in the values that would be great to include in the vision: funky, memorable, experience, leisurely, resilience, people of all ages and backgrounds
- Recommended last sentence change: It is a place where everyone *belongs and* can live, work, learn, play and shop – all within a five-minute walk
- We're known as the "artsy" City in the region, downtown should reflect that reputation. Could modify third sentence to say "It captures the best of Moorhead's vital culture to create a contemporary and livable hub that constitutes the heart of Moorhead as a community and a center of activity, *the arts*, business, and innovation for the region."
- Long winded, I prefer short & sweet, 2-3 sentence.
- Small town feel – do you want that impression?
- Five-minute walk is too specific, also remove "shop" from last sentence as it is redundant
- Change the word "constitutes" in the third sentence
- Let's make downtown Moorhead like the new Branson!
- I think the vision is a screen shot of the direction the City is going & I personally love the idea
- Overall, I like it. One of the things I like best of downtown Moorhead is that you can live & work, buy groceries & clothes, eat out & even museum and hardware store
- Small town - walkable and bikeable
- Activity – cultural as well as food and beverage
- I like the emphasis on walking & I would add cycling to that. I also like the reference to natural amenities and would urge us to think about green spaces that surround and link business, education and the arts
- Seems to capture the overall goal
- Implementation seems like a big challenge from this starting point
- Yes. Change the word 'contemporary' to 'relevant' and 'everyone' to 'all people'
- Active spaces and streets
- Add for all?
- Change 'contemporary' to 'relevant'
- Brand Narrative – balancing vibrant business academic arts community
- Change 'contemporary' to 'vibrant'
- Should contemporary be in this? Relevant instead of contemporary, vibrant instead of contemporary? Change 'everyone' to 'all people'?
- How do we add to the vision – not feeling isolated – activating the entire downtown
- Add: Moorhead as a community center of activity, business, education and innovation
- Affordable starter homes in downtown, not only high-end living options
- Need more amenities
- Not 100% sure if I like 'everyday experiences.' Could use more exciting language or add 'memorable.' Also don't want it to be wordy, but just a suggestion
- Consider substituting 'innovation' with 'entrepreneurship.' I know you've already included business, but there is growing interest in small business due to the availability of sites
- I think the vision is good. I am not a fan of design standards but some control/input on what is being built in these core areas is necessary
- Need more places to shop in Moorhead. Need a variety of activities to bring people in.
- web site is a little wonky in entering comments and navigation. Parking will need to be addressed. Where is everyone parking so they can get out and walk?
- I disagree with the 5-minute walk. A 5-minute walkshed is far too small for the surrounding area of downtown. It should be expanded to 10 minutes' walk at the minimum, preferably, 15 minutes.
- Green space and outdoor activities essential ability to use alternative transportation (not just walk/drive). Embrace people with limited mobility instead of simply accommodating them.

SUPPORTING VALUES

Participants were asked to give feedback on the following draft values supporting the vision:

Creative – An eclectic and funky culture distinguishes Downtown through public art and experiential spaces.

Authentic – Downtown encounters are memorable and help define Moorhead's unique character and assets.

Livable – A compact critical mass of people, commerce, civic life and culture animate Downtown's streets, providing the rich mix of experience and safety that create a culture of walkability.

Dynamic – Being Downtown as a resident or a visitor is a wonderful experience where new development blends with history to create a regional destination of arts, entertainment, recreation, shipping, and leisurely strolling.

Connected – Downtown is integrated with nearby colleges, neighborhoods, the river, and adjacent cities through walking, biking, and transit connections.

Inclusive – As a place that is accessible and welcoming, Downtown is where Moorhead comes together in an innovation center of economic, social, and environmental resilience for people of all ages and backgrounds.

Here is what we heard:

- Consider order change of supporting values
- Multi-cultural emphasis is missing
- Exercise, walking, biking
- Order of listing?
- Diversity
- Infrastructure should reflect the "creative pioneer"
- Density needs help
- Design @ every scale: manhole covers, paving, streetlights. Unique package of elements for each district
- Love the values & feel they really capture what makes Moorhead unique
- Few of our MSUM/CC students would walk to downtown along current paths (cutting through neighborhoods). How "pave the way" along 8th w/shops/restaurants that lead those 8,000 students by the hand to our downtowns?
- Mall acts as barrier. Schools & the mall seek to capture people...selfishly – this is not really a neighborly approach to planning. The river is completely ignored & cut off in this area of the City
- Pedestrian walkability priority
- Consider ped. connections across/around:
 - Train tracks & potential 14th St changes
 - 1st Ave N to River
- More Art! kinetic, visual and musical
- Need LOTS more living space
- How do we tell our story?
- Any type of art would be welcome! (not just funky and eclectic)
- People of all ages and background – yes!
- I would link creative with authentic, not random but grounded in our history and culture
- Connected – Yes! Concordia and MSUM should be able to walk or cycle easily to downtown, which means dealing with the noise, danger and ugliness of the railroad lines
- I'd like to see more direct reform to sustainable, environmentally friendly living
- Important to make downtown connections to campuses and look at similar placemaking urban quality criteria at 8th street.
- There's more than just residents and visitors
- Love the reference to students and colleges
- Planning for environmental resilience is indeed important
- Active spaces storefronts & active uses
- Fun bike racks, plants, bushes, colorful, conversation area, lighting, music in the light poles, fun artwork around the area, paint colors
- Need more accessible walkways, hard to get from H-B w/busy roadways
- Entrepreneurial
- Provide emphasis on walkability and bike-ability to connect the livable to the play, learn and shop.
- Unique from what Fargo is doing
- Vital to maintain/provide connections for public to river -for every connection taken away be sure to provide replacement for connection.

SCORECARD OF PRIORITIES – WORKSHOP ONLY

People at the Workshop were asked to adjust presented priority-levels for elements within each character district and street typology by circling a check mark indicating that they agree with the priority-level presented, an up arrow, or a down arrow. Scores were averaged below, with “1” for upvotes, “0” for agrees, and “-1” for downvotes. Orange highlights significant downvotes, green highlight significant upvotes.

Averages per street type:

Center Ave Priority Zone					
Biking	Walking	Transit	Parking	Driving	Streetscape
-0.0175	0.05263	-0.1273	-0.2321	0.12727	-0.0185

Walkable Street					
Biking	Walking	Transit	Parking	Driving	Streetscape
0.35088	0.05357	0.05455	-0.0741	-0.0556	0.24528

Complete Street					
Biking	Walking	Transit	Parking	Driving	Streetscape
0.30357	0.21429	0.07273	-0.0351	-0.0545	0.36364

Safe Vehicular Street					
Biking	Walking	Transit	Parking	Driving	Streetscape
0.35714	0.22807	0.19643	-0.0536	-0.069	0.30357

Averages per character district:

Moorhead Center					
Pub. Space	Windows	Ped Enviro	Housing Dens	Retail fronts	Craft Industry
0.053571	-0.0339	0.087719	-0.17241	0.033898	0.12963

Downtown Mixed Use					
Pub. Space	Windows	Ped Enviro	Housing Dens	Retail fronts	Craft Industry
0.236364	-0.05263	0.518519	0.314815	0.241379	0.472727

Creative Pioneers					
Pub. Space	Windows	Ped Enviro	Housing Dens	Retail fronts	Craft Industry
0.339623	0.345455	0.321429	0.290909	0.053571	-0.03571

Open Space					
Pub. Space	Windows	Ped Enviro	Housing Dens	Retail fronts	Craft Industry
0.070175	0.055556	0.070175	0.018519	0	0.037037

Protected Neighborhoods					
Pub. Space	Windows	Ped Enviro	Housing Dens	Retail fronts	Craft Industry
0.163636	-0.125	0.210526	0.25	0.072727	0.054545

CREATIVE PIONEERS DISTRICT & THE UNDERPASS

Creative Pioneers District & The Underpass comments were received during:

- An outdoor Walkshop
- The indoor Workshop
- Through the online Story Map

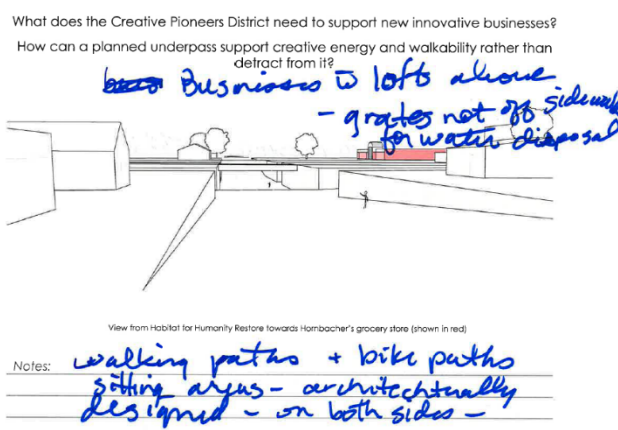
WALKSHOP (UNDERPASS/CREATIVE PIONEERS)

Comments on Existing Condition

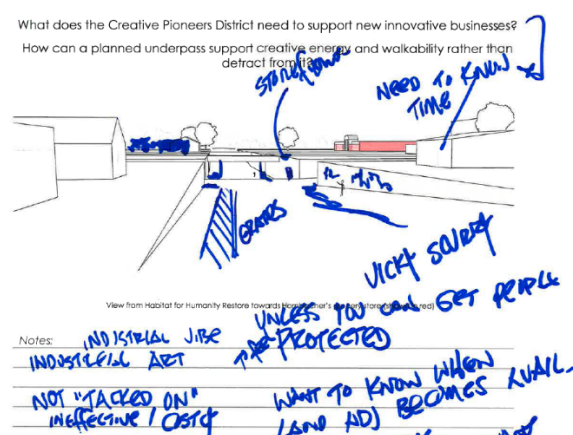
- When does adjacent land of the underpass become available?
- Evening safety, lighting

Activity notes

What does the Creative Pioneers District need to support new innovative businesses? How can a planned underpass support creative energy and walkability rather than detract from it?

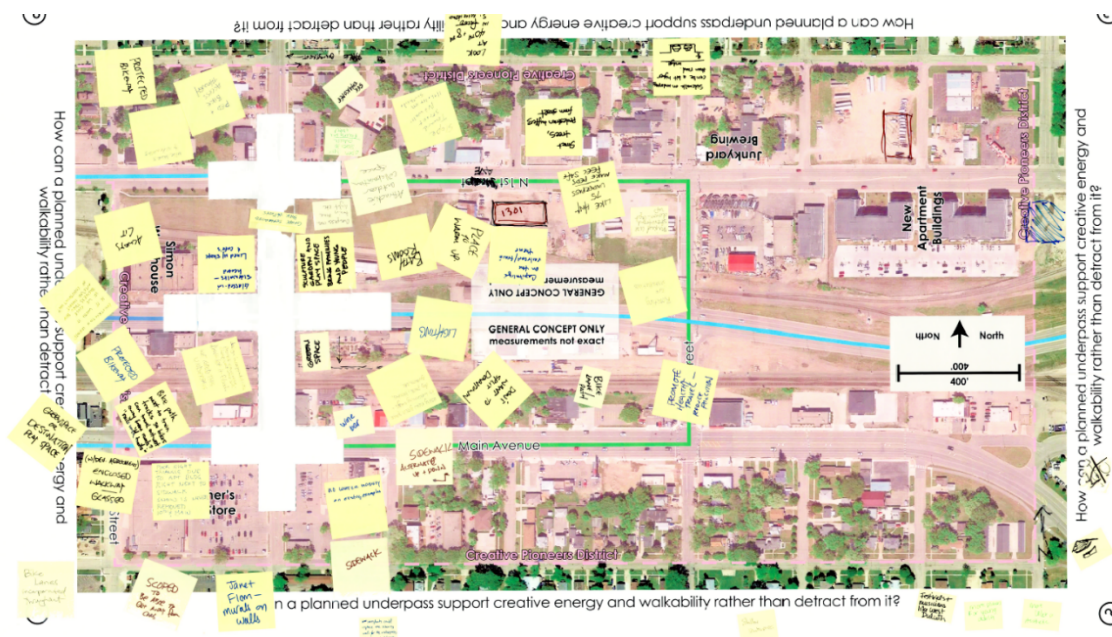


- Fate of underpass & developable land around it
- Zoning Form
- Building up vertical incentives or zoning – create a barrier of some sort b/w peds and cars
- Improve walkability
- Urban artists for underpass
- Large scale infrastructure artist
- Interactive art
- Opportunities for dev. around underpass
- Artwork on the bridge – imprinting of concrete, lighting interacting to pedestrians nearby, anything that can project optical illusion
- Space for activities at the start of the grade, good space for park, rest. I see room for yoga in the grass



- Businesses with lofts allowed
- Grates not off sidewalk for water disposal
- Walking and bike paths
- Sitting areas – architecturally designed – on both sides
- Create a pedestrian platform, or at a minimum engineer the underpass so that a pedestrian platform can be easily added after, and don't forget bikes! If you've got the room to separate the biked from the pedestrians, that would probably be best, but if you don't have the room, do a shared-use path.
- This is more of a barrier than a park, land above underpass will be unused as green space

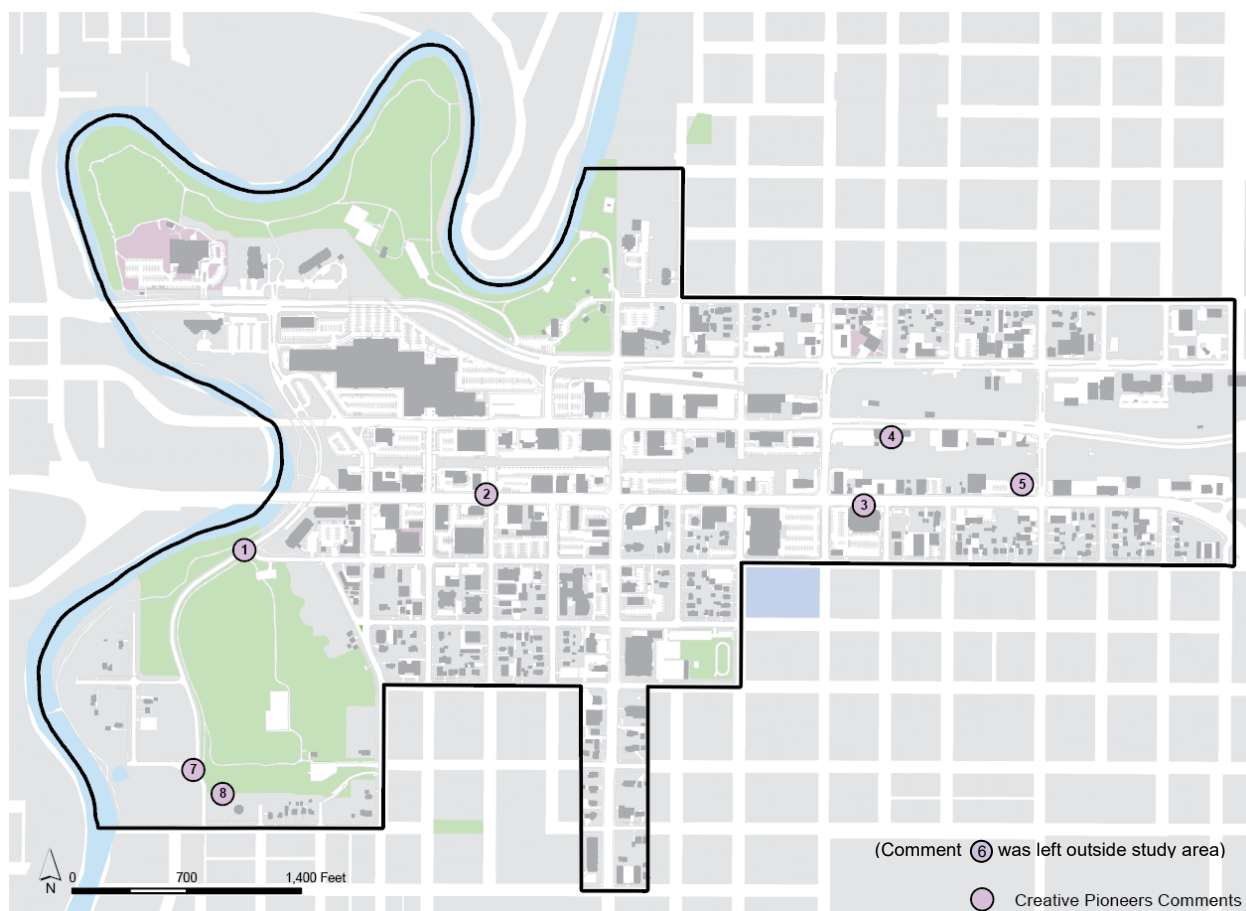
OPEN HOUSE (UNDERPASS/CREATIVE PIONEERS)



People were asked: *How can a planned underpass support creative energy and walkability rather than detract from it?*

- Sidewalk on underpass can be a bit higher than road
- Rotating art installations
- Mixed use storefronts down, apartments up
- Like Hwy 75 underpass, make pedestrians feel safe
- Street trees, pedestrian buffers from street
- Capitalize on the railroad/train theme
- Look at 40th St & 8th in south Moorhead
- Place to warm up
- Slope toward street, no wall, 11th and 1st on southside
- Bathrooms
- Attractive outdoor collaboration space
- See Shakopee
- Open the stores to public, facing the street
- Overpass over train, more light etc.
- Grade separated parks & paths
- Ped and bike access through
- Bike on-street
- Glassed in, sidewalks heated, lined with shops and café's
- Bike lanes and sidewalks
- Sculpture garden and play space – bring families and young people
- Always lit
- Protected bikeway (X2)
- Construction length? Is it worth it if we close business thru buy outs/or impact of construction?
- Green space
- Lighting
- Don't want to split downtown
- Using new green space in welcoming ways – dog park, benches, gardens etc.
- Wine bar
- Bike lane/path
- More color or aesthetic
- More places for young adults
- Festivals and musicians like west Duluth
- Shallow underpass
- Promote healthy travel – reduce pollution
- Sidewalk alternate up and down
- No winter mobility on existing examples
- Storefronts could replace the retaining wall for the underpass – mixed use buildings – density!
- Murals on walls
- Sloped to be able to get away from cars
- Bike lanes incorporated throughout
- W/Dev. Agreement – enclosed walkway, glassed
- Poor sight triangle due to apartment building right next to sidewalk
- Snow is never removed on 10th and Main
- Greenspace or destination play space

ONLINE STORY MAP (UNDERPASS/CREATIVE PIONEERS)



Map ID	What can be done to encourage businesses here	Design ideas to make underpass more interesting, walkable, and safe
1		roundabout
2		the double left turn lanes from the one-way to main ave east is a mess, reduce to a single turn lane.
3		avoid minimal setbacks as was done here. sidewalk is too narrow next to main.
4	Install plaza similar to that of Santé Fe, NM	
5	Install market with small stalls for innovative businesses	
6	Get rid of the run-down trailer parks. Nothing is more inviting than entering downtown through piles of trash and poorly maintained homes	
7		roundabout, then reconfigure the road to make the river drive continuous.
8	Remove this poor excuse for art	Green grass without the trash

ONLINE SURVEY (UNDERPASS/CREATIVE PIONEERS)

The character of downtown east of 10th St N (area highlighted above) is eclectic and evolving. It is currently auto-oriented development with larger footprint buildings and parcels that can be used by businesses and creative industries. Adaptive reuse and infill are options and the existing uses and location lend themselves to more flexibility and innovative activities. We would like to evaluate how to support future business and residential innovation along with a creative energy that builds on what's there. Additionally, what design ideas can we come up with to make a potential underpass on 11th St N more interesting, walkable, and safe for all users? What is needed to encourage innovative and creative entrepreneurs to start a business here? How can the proposed underpass on 11th Street support walkability and creative energy rather than detract from them?

- Make the area more attractive with art and gardens.
- Reuse of existing buildings. The city should focus on ensuring that small-scale developers and citizens have the same ability to purchase sites and construct smaller and affordable buildings as an alternative to the established developers constructing larger, high end buildings, often requiring subsidies and tax breaks, which may be out of price range for many. The city should consider a road-diet for Main Avenue similar to Center Avenue. 4 lanes: 1 lane for traffic during off peak travel, 2 lanes for peak travel, and a center turn lane. This would also allow for on-street parking and would assist. The city could relax requirements for off-street parking, which in turn would lower construction costs and could keep rents/mortgages lower. Additionally, bike lanes could be added to Main Avenue and sidewalks widened to make Main a more walkable corridor. As it currently exists, walking Main in the summer is hot and there is little protection from cold wind in the winter. Lowering speed limits in the downtown area should also be explored to enhance safety of all users. Center & 1st N should also focus on making the corridor more attractive and adding sidewalks where there are currently none. The proposed underpass must have all modes of transport taken into consideration from the pedestrian all the way up to a transit/transport vehicle. The underpass should be constructed with durable and attractive materials instead of the unattractive concrete structures we typically see. With an underpass at 11th, the one-way system near MSUM should be re-evaluated and restored as a two-way system to encourage slower travel speeds. A new grid bus line could also travel the 11th Street Corridor from North to South Moorhead without requiring someone to transfer.
- Stop allowing businesses to build to the sidewalk. We desperately need green space downtown. No one will walk when squeezed between cars and walls, with no buffers.
- Art sculptures around the area. Art on Buildings.

CENTER AVENUE / MOORHEAD CENTER MALL

Center Avenue and Moorhead Center Mall comments were received during:

- An outdoor Walkshop
- The indoor Workshop
- Through the online Story Map

WALKSHOP (CENTER AVE/CENTER MALL)

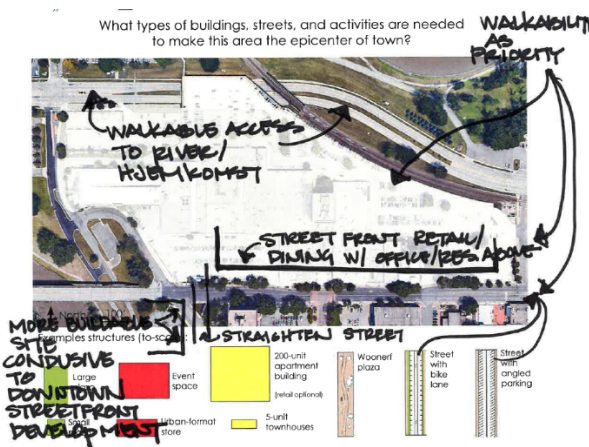
Existing Condition

- *Looking north:* 60s architecture, fortress- barrier, unused space, dead mall, big brick building & parking, looks like something interesting in the distance to the northeast, railroads!
- *Looking west:* icy walks, no people, nothing to walk to, bus stop, no storefronts, dated office buildings
- *Looking south:* RR tracks, parking lot, good flower shop, really can't see what is going on inside. To the southeast – what can happen in this small “noisy” plaza (when the snow is melted)

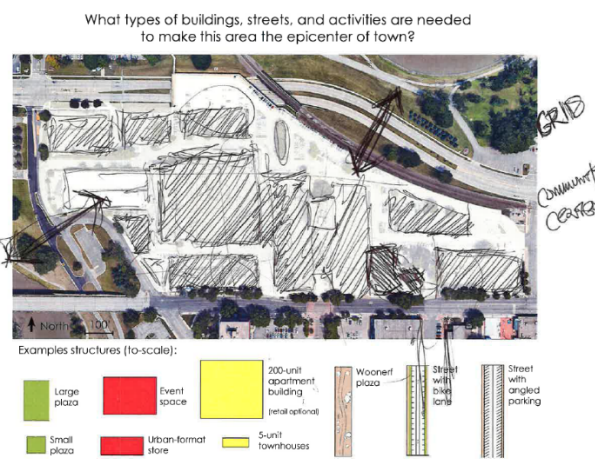
- *Looking east:* Scheels, solid and blank walls, still no people, 1 good restaurant, sidewalk looks inaccessible, barren lots, dated building
- Biggest “wishes” –
 - Bike lanes & places to linger
 - Consistent focus on belonging & inclusion. Our diversity makes us unique & special...but incomes for our diverse populations don’t always align w/shopping, restaurants, etc. need to include green spaces, farmers market, free things to do, etc.
 - Would love to see an outdoor amphitheater next to the River
- Water Park

- Works well for driving
- I prefer when there are trees – they keep coming & going with each road change
- Walking is lonely – sitting at Triangle Plaza by U.S. Bank Building feel awkward & exposed
- Like the photo captioned “downtown used to have more streets and buildings”
- I do cycle here but only to get through it as fast as possible
- I would want all of it to feel more intimate, more residential, livelier and NOT industrial. The current mall is literally dull, dated and empty. If this is to be embraced, it needs to be turned inside out

Activity notes



- Bring back the grid
- Mall is a barrier to the Red River
- Parking converted to dev. or even green/active spaces
- Shared parking strategies
- Could the mall become a community center/YMCA?
- Terrible parking structure
- Porosity required
- Connection to River



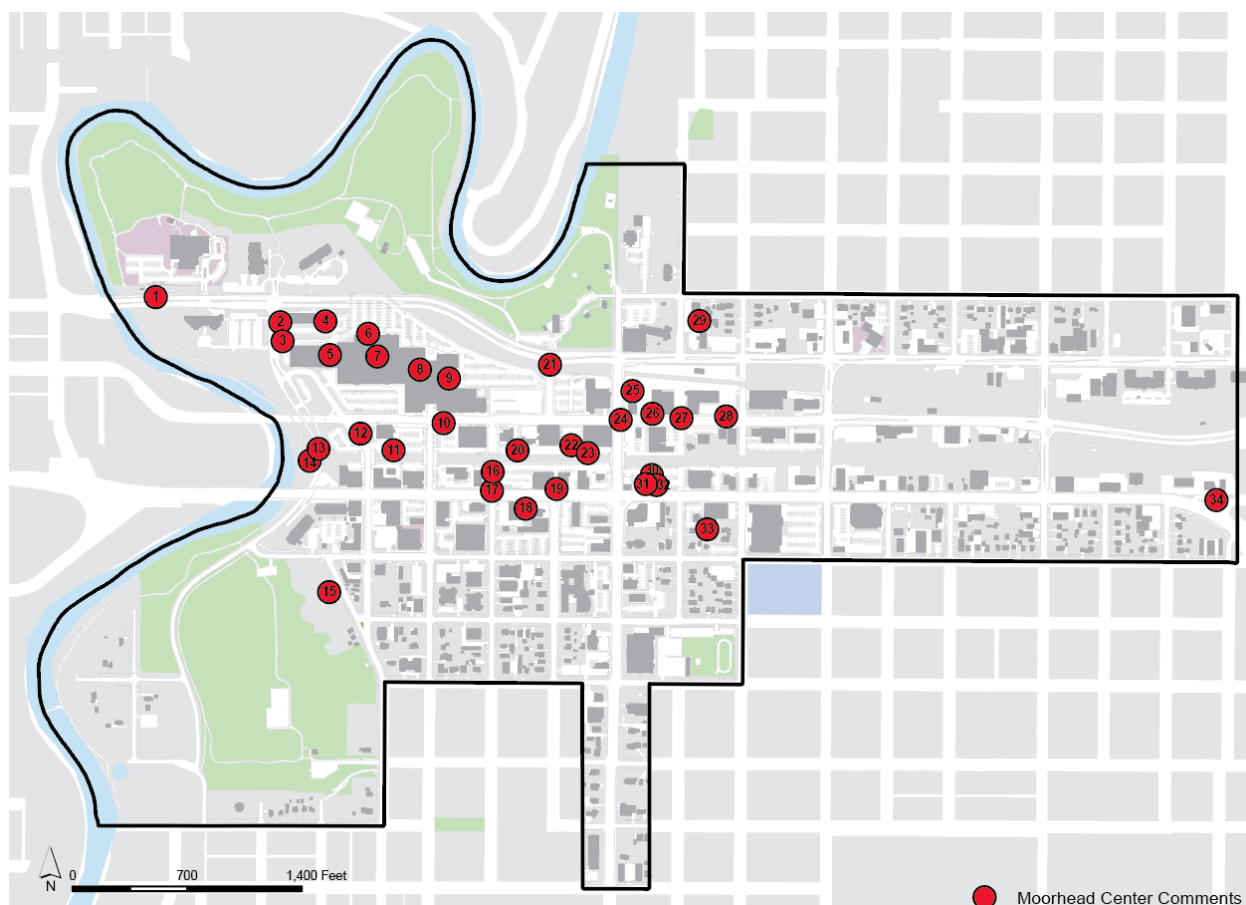
- Bring back the grid!
- Retail on the first floor, office on the 2nd floor, because, “people go to retail because they want to, they go to the offices because they have to.” – Andres Duany
- Restaurants overlooking water
- Apartments above businesses
- Cool penthouse restaurant to the south

OPEN HOUSE (CENTER AVE/CENTER MALL)



- Dancing stores
- Farmers market
- Pedestrian only street, continuing on 5th St
- Focus on streetscape along Center Ave
- City Hall keeps the Mall
- Free public gathering space – coffee shop atmosphere
- Fruit trees
- No more apartments
- Family events
- Motel – leave mall as is with upgrades
- Keep as is, help business succeed!
- Comfortable inviting spaces
- Edible forests
- Skyway system
- Safe sidewalks necessary for walkability (weather- ice!)
- More storefronts all around
- Open garden (skylight) in mall
- River overlook
- Density, density, density!!
- Transit connections
- Hotel/conference center/meeting space
- Connect to river
- Creative spaces to eat
- Walking/biking paths
- Public art
- Tennis and pickleball courts – adaptive PE
- Put it back the way it was
- Hotel – need for family guests
- Fake brick walls have to go
- Community gardens
- Infill
- A bigger Scheels
- Get rid of mall
- Atrium – indoor/outdoor
- Wider sidewalk
- Performing arts center
- Sunday bus service
- More trees
- Bring it back to what it was
- YMCA, community theatre, indoor playground, express motor vehicle location
- Need benches/more seating
- Need an indoor play zone to get kids out of house during winter
- Preserving small existing business that can't afford higher rent – character businesses?
- Get rid of US Bank parking lot

ONLINE STORY MAP (CENTER AVE/CENTER MALL)



Map ID	Activities/Programs Needed	Public Space Elements Needed	Street Elements Needed for comfortable walking
1	Higher police presence needed at main entry point for transients and homeless.	Police call box and cameras.	Better lighting
2			sidewalk to get to Hjemkomst Center
3		Paint Scandinavian art on street and have cast iron Scandinavian design for street elements along sidewalk	
4		Most gigantic, awesome Viking statue the world has ever seen. Tie in with Hjemkomst Center	
5	Children's Science Museum		
6	More businesses		not sure why we would walk if there are no business that feed off foot traffic
7	Possible High School and district offices location	Moorhead center mall could house the high school, leaving the sports facilities at the current high school location.	it has good access for busses, parking and pedaling.
8	Lunar New Year Celebration similar to what is provided in St. Paul, MN	Area for dragon dances, stalls for food vendors	Walking corridors
9	Civic Center for shows, concerts, sporting events		
10	I do think strongly that if Moorhead is to compete with Downtown Fargo, a	Street furniture & banners that change seasonally	Frame the street however avoid long, blank walls. There should be mostly

	strong entertainment/vibrancy approach should be prioritized.		transparent lower levels with 1 door or recess at least every 25 feet.
11	Sidewalk performers		
12	straighten 4th Street	walkway interactive spaces, niches, etc.	lighting, vegetation, ground textural changes, activity signage, kiosks, etc.
13	Public safety	Better lighting under all bridges	Fence off under bridge "living locations"
14	I would like to see an underground walkway to the now center mall parking lot		
15		Bronze statue of non-white person	
16	Creative Reuse	Existing ROW	Because this ROW no longer crosses the railroad tracks, it has the potential for creative use. Would save city maintenance costs on a dead-end road.
17	Develop building standards for entire downtown area. Address aesthetics, parking, use of space, purpose of development. Everything should fit.		
18		Pocket park with waterfall	
19	slow traffic down; reduce number of lanes where possible	provide buffers between walks and driving lanes	vegetation; small seating areas; curb changes
20	Sidewalk vendors/street food/food trucks		
21			Viking crosswalk light
22	Public Plaza	Bronze Statues	Bushes, perennial flowers, benches, bike racks, Solar panel awnings
23	Outdoor dining facilities		
25	Something needs to be done with this ugly blue building at one of the busiest intersections.		
26	better walking conditions	curb-side parking; small socializing areas that extend into the current driving lanes that make walking feel safer	vegetation, pedestrian-scale lighting, seating, etc.
27	Install downtown gateway arch over road		
28	Install downtown gateway arch over road		
29	I don't know what is going on here, but it looks like these businesses belong in the industrial park.		
30	Microsoft/MSU computer school for children and robot contest area		
31	Allow for retail vending in mobile stalls near bus stops by right		
32	Add cool/artsy bus stop with heat for the winter		
33	Address blight in rental properties, remove old rundown housing with new multiunit buildings		
34	reconfigure intersection to route truck traffic straight to 21st		
35	under/overpass for railroad crossing to draw truck traffic down Main and eventually to HWYs 75& 10, also add turning ramps at the 21st(?) intersection	rail crossing	bike lanes, and sidewalks
36	Remove this building	open green space, remove magnet for transients, remove bus stop	
37	reconfigure intersection for turning truck traffic to highway 75 & 10 from Main and 1st Ave S	intersection traffic control	bike lanes and sidewalk

ONLINE SURVEY (CENTER AVE/CENTER MALL)

We heard in Phase 1 that Moorhead Center Mall and Center Avenue (area highlighted above) have potential to be the epicenter for social interaction and a dense mix of uses within a highly-amenitized walkable environment. This is a transformational area that has sufficient scale to be completely reimagined from the ground up, including new circulation and placemaking. What types of activities and/or programs are needed to make this area the epicenter for social interaction in Moorhead? How can the streets here be especially comfortable for walking?

- We need more activities to bring people in. Restaurants, shopping and events. I don't understand why they want to have parking available on the street when there are a lot of parking lots available. Parking on the street just adds congestion.
- Need unique places to shop. Would like to do all my shopping in Moorhead and not go to Fargo.
- Depends on the future of the mall. If the mall stays, it must, at the minimum, orient the businesses towards the street. Parking should be located at the back of the mall (along the railroad) or in new underground ramps. New mixed-use buildings should be constructed on the existing parking lots along Center Avenue. If the mall is removed, the site should continue to be the site of city hall. A new pedestrian street should be constructed between city hall and the river with shops, restaurants, and cafes lining the street. Buildings should have entrances along Center and the new pedestrian plaza. Parking should continue to be in the back of the site by the railroad or underground ramps. On-street parking should also be considered. Sidewalks need to be made wider with attractive landscaping and with space for street trees.
- Need boulevards with trees and other plantings to separate bikes, pedestrians and wheelchairs from vehicle traffic. Eliminate streets where feasible. Parking structure should instead be residences and businesses that use the riverfront.
- Coffee kiosk. Hot dog stand. Bonfire pits.

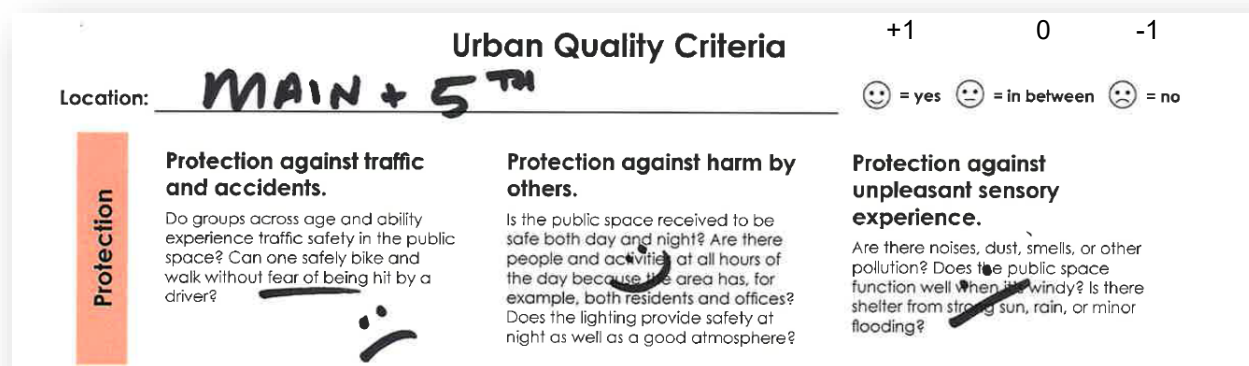
PLACEMAKING/MIXED USE

Placemaking and Mixed-Use comments were received during:

- An outdoor Walkshop
- The indoor Workshop
- Through the online Story Map

WALKSHOP COMMENTS (PLACEMAKING/MIXED USE)

Activity notes






Urban Quality Criteria

Location: **MAIN + 5TH**

+1 0 -1

😊 = yes 😐 = in between ☹ = no

Protection	Protection against traffic and accidents.	Protection against harm by others.	Protection against unpleasant sensory experience.
	Do groups across age and ability experience traffic safety in the public space? Can one safely bike and walk without fear of being hit by a driver? 	Is the public space received to be safe both day and night? Are there people and activities at all hours of the day because the area has, for example, both residents and offices? Does the lighting provide safety at night as well as a good atmosphere? 	Are there noises, dust, smells, or other pollution? Does the public space function well when it's windy? Is there shelter from strong sun, rain, or minor flooding? 

Participants were asked to rank levels of protection, comfort and enjoyment at two intersections as part of an 'Urban Quality Criteria' grading.

Main and 5th St.

- **Protection against traffic and accidents** – do groups across age and ability experience traffic safety in the public space? Can one safely bike and walk without fear of being hit by a driver? (average score: -0.89 “no”)
- **Protection against harm by others** – is the public space received to be safe both day and night? Are there people and activities at all hours of the day because the area has, for example, both residents and offices? Does the lighting provide safety at night as well as a good atmosphere? (average score: -0.22 “in between”)
- **Protection against unpleasant sensory experience** – Are there noises, dust, smells, or other pollution? Does the public space function well when it's windy? Is there shelter from strong sun, rain, or minor flooding? (average score: -0.44 “in between”)
- **Options for mobility** – Is this space accessible? Are there physical elements that might limit or enhance personal mobility in the forms of walking, using a wheelchair, or pushing a stroller? Is it evident how to move through the space without having to take an illogical detour? (average score: -0.78 “no”)
- **Options to stand and linger** – Does the place have features you can stay and lean on, like a façade that invites one to spend time next to it, a bus stop, a bench, a tree, or a small ledge or niche? (average score: -0.5 “no”)
- **Options for sitting** – Are there good primary seating options such as benches or chairs? Or is there only secondary seating such as a stair, seat wall, or the edge of a fountain? Are there adequate non-commercial seating options so that sitting does not require spending money? (average score: -1 “no”)
- **Options for seeing** – Are seating options placed so there are interesting things to look at? (average score: -0.89 “no”)

- **Options for talking and listening/hearing** – Is it possible to have a conversation here? Is it evident that you have the option to sit together and have a conversation? (average score: -0.56 “no”)
- **Options for play, exercise, and activities** – Are there options to be active at multiple times of the day and year? (average score: -1 “no”)
- **Scale** – Is the public space and the building that surrounds it at a human scale? If people are at the edges of the space, can we still relate to them as people or are they lost in their surroundings? (average score: -0.22 “in between”)
- **Opportunities to enjoy the positive aspects of climate** – Are local climatic aspects such as wind and sun taken into account? Are there varied conditions for spending time in public spaces at different times of year? With this in mind, where are the seating options placed? Are they located entirely in the shadows or the sun? And how are they oriented/placed in relation to wind? Are they protected? (average score: -0.56 “no”)
- **Experience of aesthetic qualities and positive sensory experiences** – Is the public space beautiful? Is it evident that there is good design both in terms of how things are shaped, as well as their durability? (average score: -0.56 “no”)

Library and Rourke

- **Protection against traffic and accidents** – do groups across age and ability experience traffic safety in the public space? Can one safely bike and walk without fear of being hit by a driver? (average score: .56 “yes”)
- **Protection against harm by others** – is the public space received to be safe both day and night? Are there people and activities at all hours of the day because the area has, for example, both residents and offices? Does the lighting provide safety at night as well as a good atmosphere? (average score: -0.11 “in between”)
- **Protection against unpleasant sensory experience** – Are there noises, dust, smells, or other pollution? Does the public space function well when it’s windy? Is there shelter from strong sun, rain, or minor flooding? (average score: 0.44 “in between”)
- **Options for mobility** – Is this space accessible? Are there physical elements that might limit or enhance personal mobility in the forms of walking, using a wheelchair, or pushing a stroller? Is it evident how to move through the space without having to take an illogical detour? (average score: 0.78 “yes”)
- **Options to stand and linger** – Does the place have features you can stay and lean on, like a façade that invites one to spend time next to it, a bus stop, a bench, a tree, or a small ledge or niche? (average score: 0.5 “yes”)
- **Options for sitting** – Are there good primary seating options such as benches or chairs? Or is there only secondary seating such as a stair, seat wall, or the edge of a fountain? Are there adequate non-commercial seating options so that sitting does not require spending money? (average score: -.22 “in between”)
- **Options for seeing** – Are seating options placed so there are interesting things to look at? (average score: 0.22 “in between”)
- **Options for talking and listening/hearing** – Is it possible to have a conversation here? Is it evident that you have the option to sit together and have a conversation? (average score: 0.44 “in between”)
- **Options for play, exercise, and activities** – Are there options to be active at multiple times of the day and year? (average score: -.22 “in between”)
- **Scale** – Is the public space and the building that surrounds it at a human scale? If people are at the edges of the space, can we still relate to them as people or are they lost in their surroundings? (average score: 0.5 “yes”)
- **Opportunities to enjoy the positive aspects of climate** – Are local climatic aspects such as wind and sun taken into account? Are there varied conditions for spending time in public spaces at different times of year? With this in mind, where are the seating options placed? Are they located entirely in the shadows or the sun? And how are they oriented/placed in relation to wind? Are they protected? (average score: 0 “in between”)
- **Experience of aesthetic qualities and positive sensory experiences** – Is the public space beautiful? Is it evident that there is good design both in terms of how things are shaped, as well as their durability? (average score: 0.39 “in between”)

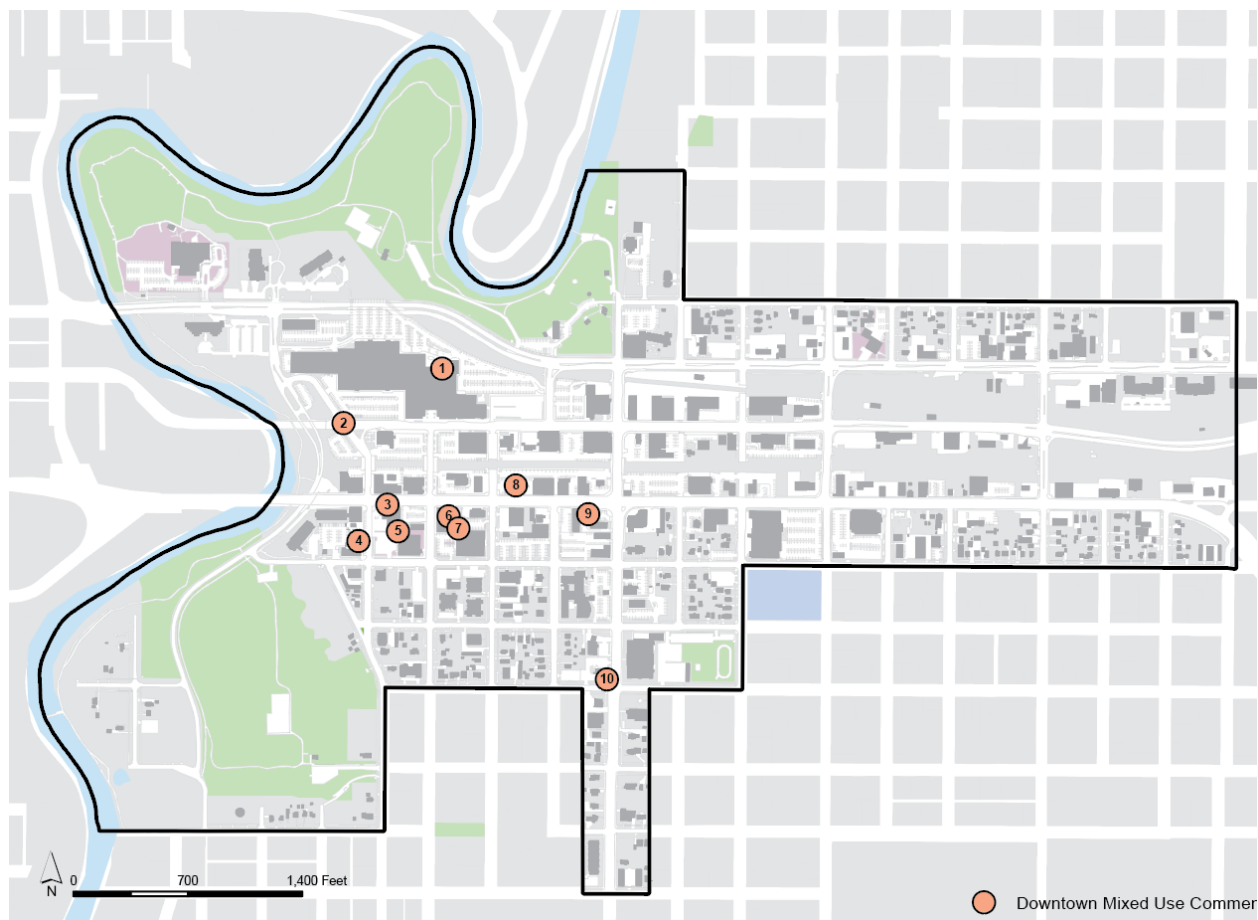
OPEN HOUSE (PLACEMAKING/MIXED USE)

General comments:

- Outdoor reading/Wi-Fi
- Parklet
- Bike friendly amenities
- On-street parking, 4-stars!
- Match streets to Fargo (or maybe better, more people and bike friendly), less car streets
- Car Sharing program
- Kid friendly destinations
- Employment coop
- Main doesn't feel safe to walk along
- Lunch options
- Bistros
- More micro prairies, little free gardens
- Science Museum
- Murals
- Nursing home
- Weddings
- No access to interact with community I-labs (kids)
- Public bathrooms
- Urban community gardens (vertical)
- North Hampton, MA – rooftop spaces
- Neighborhood
- Windows, colorful buildings
- Explore a lawn to gather near library building
- Reduce Main to 2 (11') lanes and give sidewalk 2 more feet
- Inspire labs kids on walk A->B, no lingering walk not enjoyable
- Move away from midwestern practicality – put resources into Design – no more tin-skinned buildings
- Indoor park
- Not to do Poughkeepsie, NY – to do New Paltz NY, New Haven CT
- Kid friendly destinations
- Aesthetic storefront



ONLINE STORY MAP (PLACEMAKING/MIXED USE)



Map ID	Location and type of events best fit here	Design improvements to make this area more walkable and inviting
1	Civic Center with hotels and restaurants.	
2	Install downtown gateway arch over road	
3		main ave is very uninviting for peds. high traffic, high speed road with narrow sidewalks.
4	perhaps copy what was done here to 5th St, 6th St, etc.	
5		how about a "pedestrian alley" that cuts thru mid-block east to west?
6		Give neighborhood district name and install signage
7		ped alley here too
8	Build Asian pagoda for pocket park	
9		Don't allow surface parking lots in front yard areas of lots
10		need a traffic signal at 8th St and 4th ave south. very heavy traffic and high rate of speed make it hard to cross. no crossing points for 7 blocks

ONLINE SURVEY

A truly inviting downtown isn't just about the physical spaces – it's also about events and everyday activities that draw people to it. The Downtown Mixed-Use district has good bones – it is ideally situated where recreation, a supermarket, and other amenities can be reached without needing a car. We will be evaluating the possibilities for upgrading the area oriented toward walking-friendly infill and placemaking. What location and type of events would best fit in this district? What design improvements would make this area more walkable and inviting?

- Make it easier to cross the street. Need to have events weekly at the center mall to bring people of all ages in. Find things college kids are interested in and have events for them.
- Food trucks, craft shows. Farmers markets
- Restaurants and shops along 8th, possibly hotels considering how close this area is to MSUM and Concordia campuses.
- Need more green space. Supermarket is a wasteland to walk to. Need more buildings with proper setbacks from street and front yards and trees.
- A gondola from Moorhead mall ramp to downtown Fargo.

RIVERFRONT NODES

Riverfront Node comments were received during:

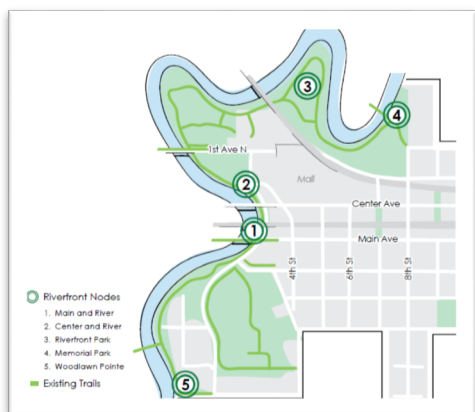
- An outdoor Walkshop
- The indoor Workshop
- Through the online Story Map

WALKSHOP COMMENTS (RIVERFRONT NODES)

Existing Condition

- Driving isn't too bad
- Walking/biking does not feel safe or enjoyable yet downtown. The river trails are a good start, but going inland is not ideal
- Would prioritize nodes 1 (main and river) and 2 (center and river) and activate them as much as possible – low hanging fruit.

Activity notes



- Where is "hub" of downtown going to be? Then focus maybe 1 (Main and River) or 2 (Center and River)
- If better walkways for peds and bikes Woodlawn is nicely connected w/olf "Flood" areas accessible and cleaned up
- Open space above node 2 and below 1st Ave N does not feel open to the public. It's a beautiful sloped area, but appears to be American Crystal's private backyard
- Path north of 2nd Ave N is one of the connections with the most potential. A clearly identified path,

street crossing and way finding is needed. This would attract peds and bicyclists to/from downtown

- Enhance the connection and safety between 1st Ave N and trail
- Improve ped access along 3rd St – ped trails and sidewalks. Improve trail connection between 1st Ave N and bike trail down to river on the north side of 1st Ave N
- Create obvious, enhances ped crossings on 3rd St N near Center Ave and Main Ave
- 1st Ave S is a better opportunity to connect to the river than Main. The stairway on the north side of Main Ave is not ADA compliant
- Clean up ped connections – some wayfinding
- Cross country skiing opportunities along river at all nodes
- It's difficult to see how many of the options provided would be feasible along the riverfront as much of it is the floodway/floodplain
- Safe perpendicular connections – bike, walk
- Keep in mind stormwater BMP's when thinking about development guidelines'
- Restaurants with patios overlooking river – Fargo cannot offer this

- Focus on an illuminated path along the river
- Walk, sit, engage
- Nature + trails
- Tourism events, music, farmers market, treasure hunt
- Recreation and social activities
- Street musicians
- Kayaking
- Condo's
- Public art
- Bring back the SS Ruby Riverboat
- Outdoor performance space
- Fishing pier
- Ask different age groups
- Natural & historical interpretation, signage, activities
- More varied tree canopy (species) with openings to river
- Restaurants, hot dog carts, coffee carts, bars
- Police on bikes, especially along back riparian areas
- Accessible fishing piers & dock, kayak lockers
- Create a connection from Mall parking area to park area by former Ushers location
- River recreation access to footbridge
- Winter recreation opportunities

Node 1 (Main and River) Opportunities for **connections**: ☐ - selected multiple times



Node 1 (Main and River) Opportunities for **experiences**:



Node 2 (Center and River) Opportunities for **connections**:



Node 2 (Center and River) Opportunities for **experiences**:



Node 3 (Riverfront Park) Opportunities for **connections**:



Node 3 (Riverfront Park) Opportunities for **experiences**:



Node 4 (Memorial Park) Opportunities for **connections**:



Node 4 (Memorial Park) Opportunities for **experiences**:



Node 5 (Woodlawn Pointe) Opportunities for **connections**:



Opportunities for **experiences** at Node 5 (Woodlawn Pointe):

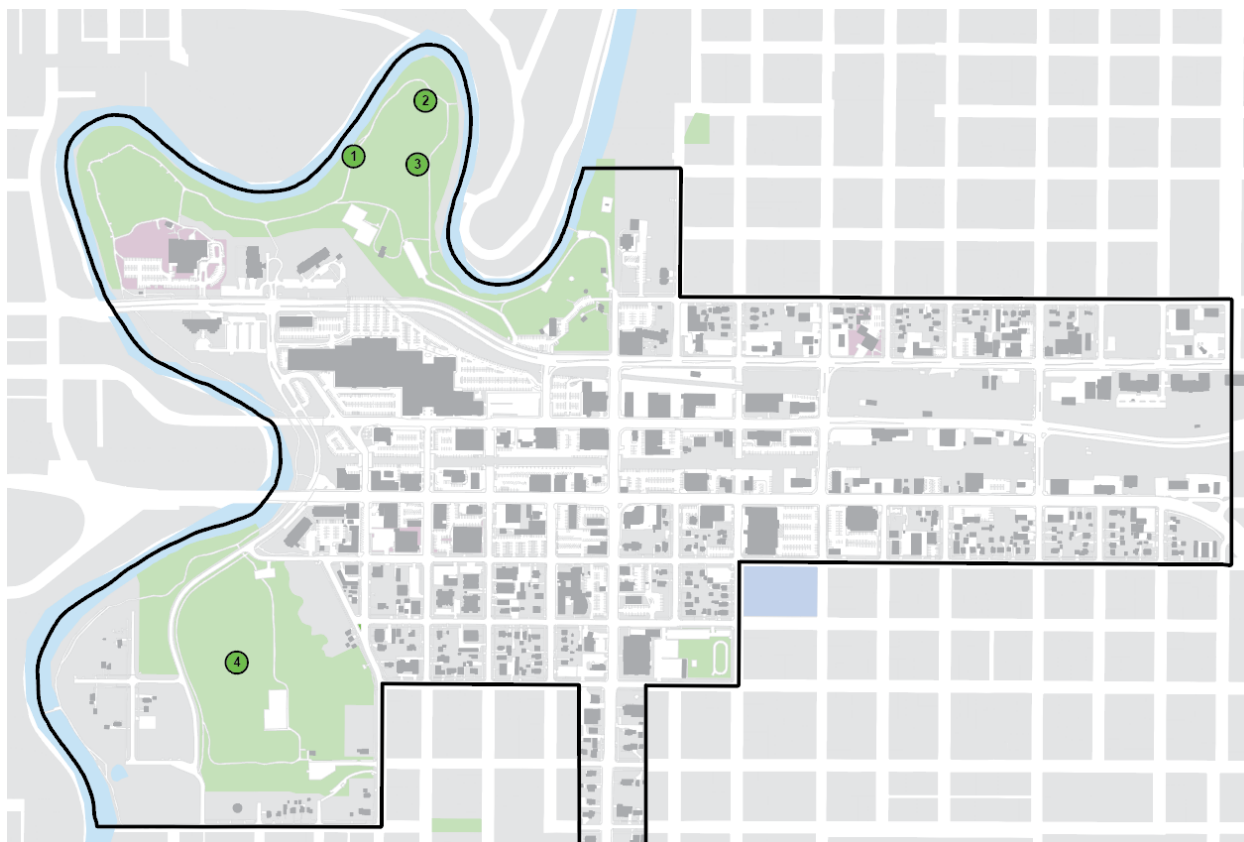


OPEN HOUSE (RIVERFRONT NODES)

- New Pedestrian Bridge?
- Kayak Lockers
- Tennis Court, Pickleball, adaptive park equipment
- Outdoor activities, education center with concessions and equipment rental
- Integrate riverfront bike/ped trails into downtown bike lanes and sidewalks
- Less pesticides and more trees and edible landscaping!
- More dedicated green spaces
- ADA fishing piers
- Bike and walking paths
- Agility dog park with shade
- Art sculpture installations
- Great views! Don't mess it up by constructing it
- Keep the paths going south towards Gooseberry
- Statues. Art along river trails
- Geotour! Series of geocaches to showcase space/history
- Security with the riverfront
- Winter ice rink
- All year treasure hunts
- Downtown housing and tech
- Public artwork
- Bike paths
- Decent size outdoor event space
- Bike paths/alternative bike routes for flooding
- Farmers Market
- Cross country ski and snowshoe rental
- Eastbound traffic at 4th Ave S & 8th St has bad sight due to Taco Bell sign and road geometry. Consider blocking 4th on west side of 8th
- More green space/playground
- Plan for a farmer's market in the downtown
- Restaurant patio and access to river views and path
- Small amphitheater for weddings and concerts
- A place to eat and have wine
- Craft industry could also thrive here.
- Retail storefronts
- Add art to bridge area
- Close access to 3rd Ave S on east side of 8th. McDonald drive just a few feet away carries more traffic & make westbound thru or make left turn more confusing as they don't know where southbound or eastbound traffic is going to turn.
- Kayak/canoe

- Nature trails maintain by schools
- Running routes (1mi/2mi/5k marked), also for cross country ski and snowshoe
- Circuit route for exercise and HIT training
- Sculpture competitions (snow or ice) – business and school

ONLINE STORY MAP (RIVERFRONT NODES)



Map ID	Best locations for connecting the river to downtown	Activities along the river for creating a “backyard” for downtown
1	Bronze statue of non-white person	
2	River Keepers Water Station	
3	Build Asian pagoda	
4		splash pad somewhere in Woodlawn park

ONLINE SURVEY (RIVERFRONT NODES)

Physical and programmatic connections to the river will be a key element to creating a downtown where people of all ages can recreate. We want to hear your thoughts for potential places and ideas for making the river a true part of downtown year-round and a driver in its future success. What places offer the best opportunities for connecting the river to downtown? What ideas do you have for activities along the river that would create a “backyard” for downtown?

- Have fishing events. Rent a canoe or have tours of the river. Host craft shows or food trucks to set up there. Set up games for people of all ages to engage in. Snow shoeing in the winter.
- Have concerts, food trucks, farmers markets and craft show to bring people in.

- In the study area, all of the areas are considered good opportunities to connect to the river. I would instead say consider exploring a greenway, similar to Minneapolis, from East Moorhead to the River as well existing plans from North to South Moorhead. However, if a greenway was constructed from East Moorhead to the River, perhaps it could be designed to go from a classic prairie savanna habitat, to a woodland floodplain mix. These trails need to be maintained year-round, however. The focus shouldn't be just about recreating but should include legitimizing biking and walking to work. New nodes should be identified along the river network allowing people using the trails to stop and eat/shop, rest/cool down/warm up. Alternative routes need to be devised during flood season if the trails will be impacted. Ideas for community gathering could include a space for community gardening, info boards talking about plants, animals, and habitats, a skate park could be constructed alongside the trails. Focus should also be turned onto using the river. Establish a pier/dock where canoes/kayaks can be rented or stored.
- Community garden. Botanic garden with winter garden. bicycle and skate rentals, more canoe and kayak rentals and opportunities. Ultimate frisbee teams and tournaments. Outdoor ice rink. Atrium in Moorhead Mall with tropical plants. Art center with classes. Community center with classes and meeting spaces and indoor farmers market for winter months and outdoor space for farmers market in summer months. Cafe along the Red. Giant tree to decorate and light for winter holidays.
- Benches, benches, benches. Warming spots. Bonfire like units. Food and beverage kiosks. Outdoor musicians.

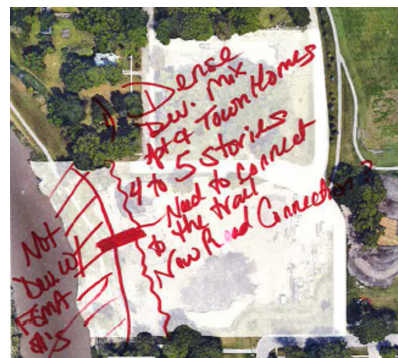
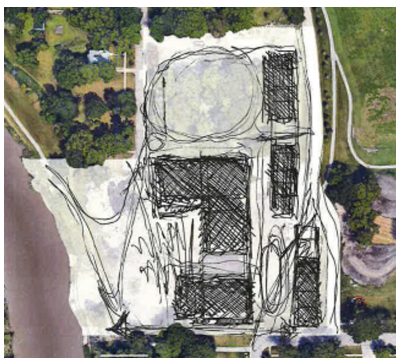
WOODLAWN POINTE

Woodlawn Pointe comments were received during:

- An outdoor Walkshop
- The indoor Workshop
- Through the online Story Map

WALKSHOP COMMENTS (WOODLAWN POINTE)

Activity Notes

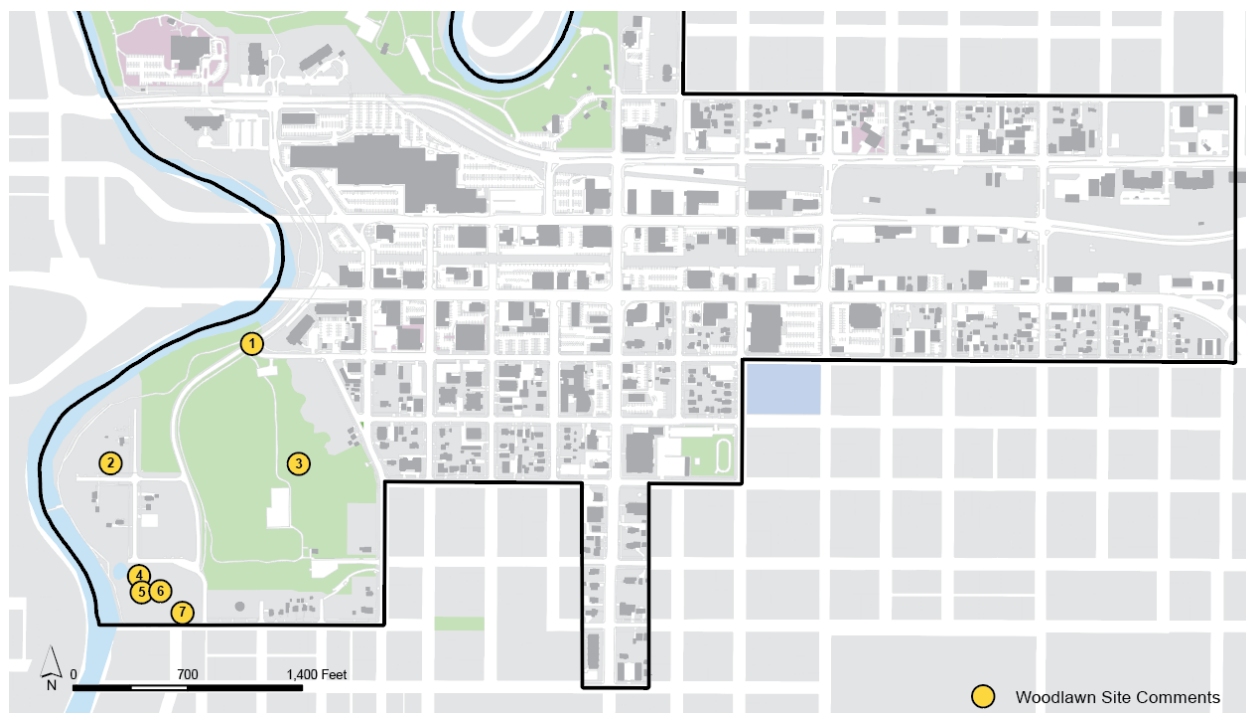


- Design underground parking
- 1st Street needs to connect to 4th Street
- Near downtown market
- Dense development mix of apartments and townhomes
- 4 to 5 stores
- Need to connect to the trail
- New road connection
- Seasonal seating
- Area along river not developable due to FEMA
- Vital to maintain / provide connections for public to river – for every connection taken away, be sure to provide replacement for connections
- Housing north of 5th Ave
- Maintain 5th Ave connections between river and park

- Parking
- Greenspace
- Kayak or canoe lockers
- ADA fishing access
- Sant not natural to river
- Interactive access, interpretive or educational center
- River keepers does not recommend swimming
- Medium density housing along road, facing single-family neighbors and higher density in the middle of site, closest to river
- Step down from higher density building toward river

- Indoor park that can heat up and cool down so no worrying about heat and snow
- Put development on north area of site
- Keep public amenities in southern section
- Benches
- Single family planned development
- Keep open space
- Natural planting
- Less pesticide and herbicides
- Butterfly garden
- Coffee shop
- Edible plants
- Realign road
- Tiny houses
- Outdoor seating/dining
- Embrace the ice – luge or bobsled hill
- Water ice rink
- Love to see more bike path going south beside the river
- Bridge like Gooseberry or higher so it is always there

ONLINE STORY MAP (WOODLAWN POINTE)



ID	Programs/activities needed to support development and the river together
1	roundabout
2	Eventually I would like to see a hotel here once the homes are removed
3	I would like to see a splash pad
4	in this area I would like to see single family housing
5	Library with top floor that hangs over river. Similar to Guthrie theatre and Clinton Presidential Library
6	It's hard to imagine what "mixed use" would work out here. Apartments seem feasible.
7	roundabout and reconfigure to connect elm to Woodlawn pk drive

ONLINE SURVEY (WOODLAWN POINTE)

As a vacant site along the river, reclaiming the Woodlawn Pointe Site (area highlighted above) has the potential to marry development and nature to provide maximum public benefit. As a member of the public told us in Phase 1, we want “something of value” on the Woodlawn Pointe site. What does that mean to you? Let’s consider design ideas that provide stellar access to both the river and downtown while creating a place of activity that balances the interests of nearby residents with potential visitors. What types of programs and/or activities are needed on Woodlawn Pointe to support both public space and residential development?

- Have art show or an outdoor small concert
- Have concerts and social activities
- This site could become an interpretive science center focusing on educating the community about the habitat and animals that live here.
- Not appropriate to develop this. It is an island when the river floods. It would bring too much traffic into small residential streets and block views to the Red. This is an important corridor for bikes and walking. Please leave it as open space. Perfect place for a natural amphitheater facing the river and gardens.