

+ Downtown Moorhead Master Plan

CREATE THE FUTURE OF DOWNTOWN MOORHEAD



MOORHEAD MINNESOTA



Mission

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

A “new norm” – defined by surging interest in downtown living that attracts knowledge, industry, jobs, and investment – and technology advancements that increase convenience and decrease cost of living – unlocks an era of unprecedented opportunity for Downtown Moorhead.

Goals

Authentic – a center of community that celebrates Moorhead’s distinctive story

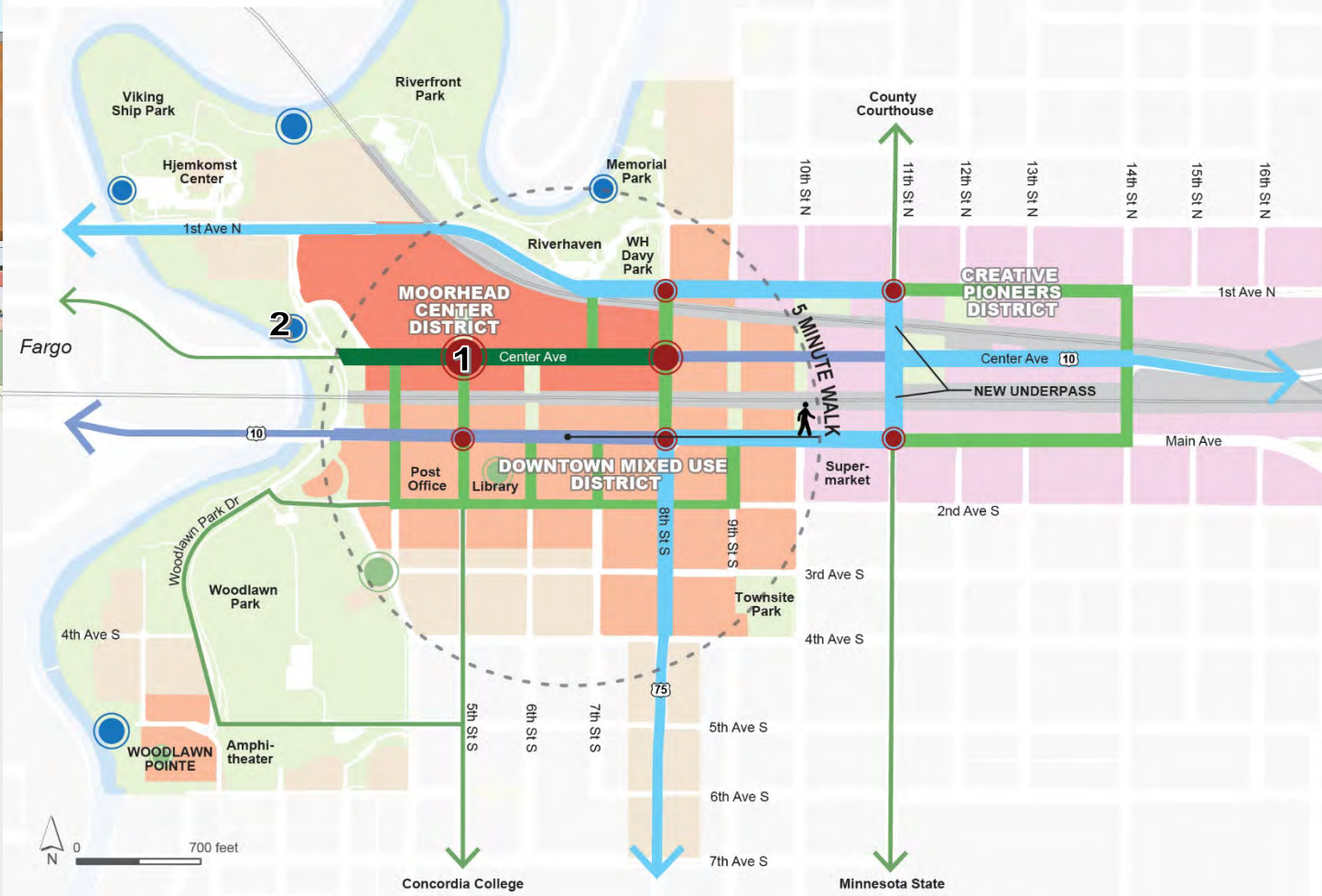
Vibrant –the best of what 21st century urbanism has to offer with a plan to link 1,000 housing units with supporting commercial activity within a 5-minute walk

Equitable and inclusive – a downtown that everyone in Moorhead calls “my Downtown”

Resilient – the heart of the community growing greener as it grows denser

Connected – where residents, workers, visitors, students, and others can move around with or without a car

Framework Plan



Character Districts



Moorhead Center: design that promotes interaction with human-scale spaces



Downtown Mixed Use: vibrant area enabling urban lifestyles



Creative Pioneers: encouraging artistic and innovative activities

Street Types



Center Avenue Priority Zone



Walking Streets



Complete Streets



Safe Vehicular Streets

Open Spaces

1 Reimagined downtown plaza



2 Improved riverfront connection



Placemaking Nodes

Waterfront Nodes

New Parks



Key Initiatives

Placemaking

Low-cost strategies to build interest in downtown, show immediate actions on the heels of this plan, and help the community to see places and spaces in a renewed light.

Moorhead Center Mall

Envisioned as the primary catalyst site for revitalization across downtown and central point for critical mass of retail, restaurants, connections to the river, and social experiences.

Woodlawn Pointe

The preferred use is a combination of residential with ancillary retail or commercial space with public amenities that take advantage of the unique riverfront location.

11th Street Underpass

The underpass will support vehicular access, walkability, bikeability, and frontages that aligning with the downtown vision.

Access the full Master Plan
www.dtmoorhead.org



Downtown Moorhead Master Plan

CREATE THE FUTURE OF
DOWNTOWN MOORHEAD

NOVEMBER 2020



MOORHEAD
MINNESOTA





4 **CHAPTER I** **WHY THIS PLAN, WHY NOW?**

Planning approach, context, and process

13 **CHAPTER II** **WHERE DO WE WANT TO GO FROM HERE?**

Mission, values, goals, and framework plan

22 **CHAPTER III** **HOW DO WE GET THERE?**

Character district design guidelines, transportation network, open space

45 **CHAPTER IV** **KEY INITIATIVES AND IMPLEMENTATION**

Priority places, funding sources, and implementation matrix

Acknowledgements

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CHAPTER I

Why this plan, why now?



A Letter from Downtown Moorhead, Inc

At the launch of Downtown Moorhead Inc. (DMI) in the Spring of 2018, it was stated with genuine confidence that our city was on the verge of great change. Downtown Moorhead had the potential to become an amazing destination. A destination for people of all ages, whether for business, education, leisure or just plain fun. Positive experiences that will affect the whole city, as our downtown once again becomes the gateway to all the great city amenities Moorhead has to offer.

Two years in, it is apparent that our promising future is happening right now, and the sky is truly the limit from here. We are both humbled and encouraged by the amount of growth we've seen in such a short time. New buildings are popping up, businesses are starting, and people are living in and embracing Downtown. With the progress we've already made, it is evident that the vision imagined by city leaders, and Downtown Moorhead Inc. is on its way to becoming a reality.

Early on, DMI identified the importance of having not only a vision, but a blueprint that would guide us on our journey. The downtown master plan has been a thorough, deep dive examination of Moorhead from every angle. Through intense community engagement, it incorporates input from wide-ranging groups and individuals, inclusive and diverse. All with the love of our City in common. We believe this downtown master plan will lead us into the future, becoming a true guide - not completed, published, and put on the shelf - that will be used for years to come. A

guide that will serve us as we transform downtown Moorhead into a place for all.

I'm grateful to the Executive Committee for asking me to represent them in presenting our accomplishments and progress to date, as well as future goals and aspirations. In addition, I'm extremely thankful to them, and the whole board, for the faith they have put in me to lead our organization on this amazing journey. Together, we share a sense of pride in our community, and genuine desire and commitment to see positive change going forward.

True to the privilege of leading these efforts, and with tremendous input, support and encouragement, be assured DMI will continue to enthusiastically serve the business community, as well as all citizens of Moorhead. There are so many opportunities out there. Opportunities we can claim as our own, as we continue to work together on our ambitious, but achievable, common goals for the future of our City.

Sincerely,

Derrick LaPoint

President/CEO

Downtown Moorhead Inc

Planning Approach

Downtowns are the lifelines of our communities. They provide vibrancy, color, and activity for their cities, and they are direct representations of the authenticity of the residents. As Moorhead was established, downtown was the destination where residents went to eat, shop, find professional services, and get together with neighbors. Center Avenue was always at the *center* of the action and at the heart of Moorhead.

Efforts have been underway to return downtown Moorhead to a development pattern that supports its continued growth and vibrancy. Within the last few years, the City of Moorhead began a project to decrease Center Avenue's lanes from four to three and increase its function of a main street for people to live, work, and play.

Two years ago, Downtown Moorhead Inc. (DMI) was established to demonstrate the City's renewed efforts in economic development at the center of town. Recent measures, such as the "500 in 5" housing goal economic incentives policy, Renaissance Zone creation, and Federal Opportunity Zone designation, are clear examples of the visionary planning within the downtown community.

Building on the momentum of DMI, City of Moorhead, local business owners, residents, and educational institutions, the city is well-positioned to further revitalize downtown in a way that sews various efforts into a unified vision.



Market Vitality

Real estate trends increasingly support places that foster healthy lifestyles – walkability, bikeability, and vibrant community life – are the places where people want to invest.

Sustainability

Downtown areas are conducive to sustainable development because smaller footprints and nonmotorized transportation help reduce carbon emissions.

Public Health

Maybe most important is people's physical and emotional health. Great public places at the center of town help get people active and connected with others.

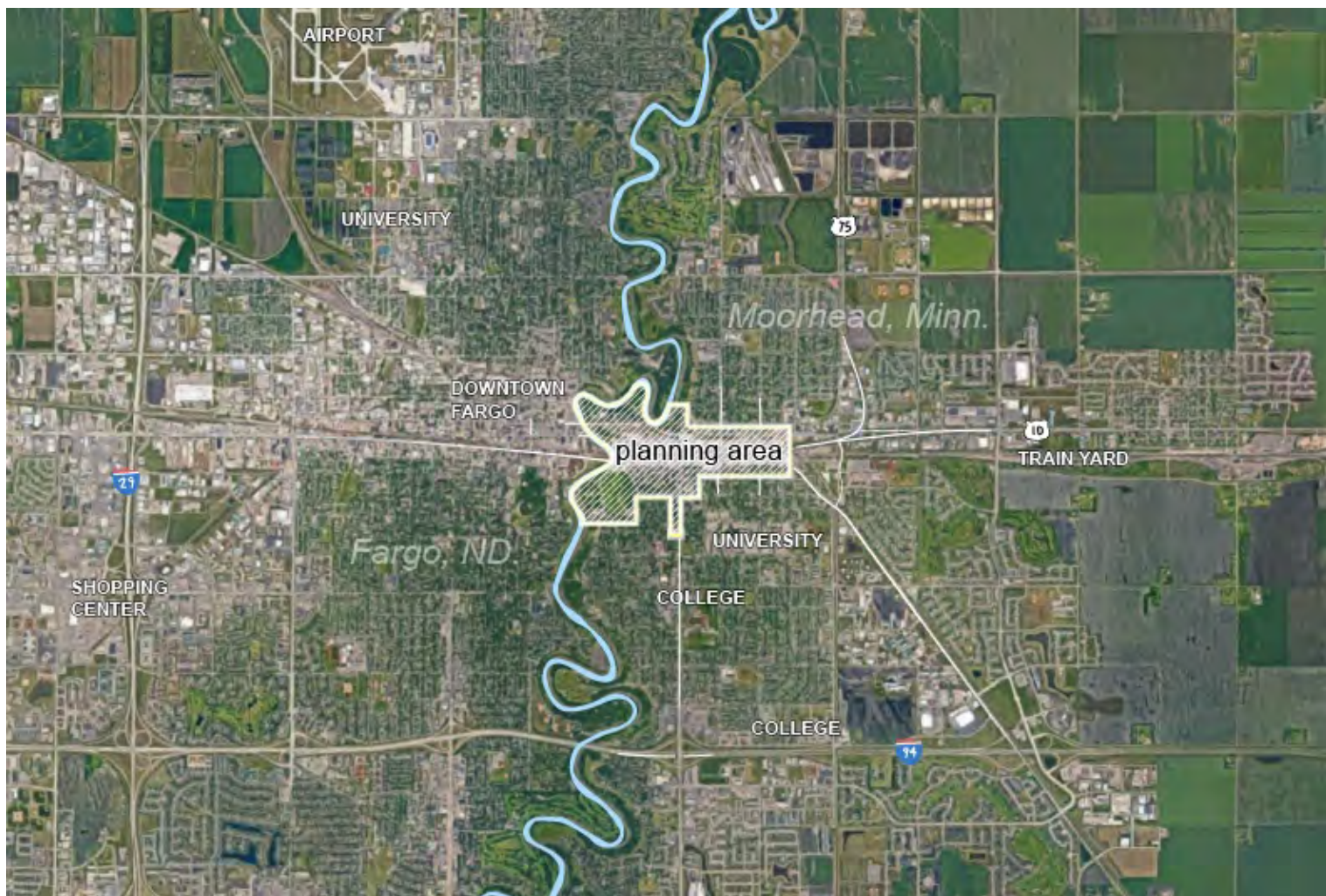
Six-word stories

Early in the engagement process, the planning team collected "six-word stories" from the community that briefly encapsulate an individual's aspirations for this area. The stories are scattered throughout this plan in this style:

"Once a corridor, now a core"

"DoMo's the metro's cultural/artistic destination!"

"Small town values, large city amenities"



Planning Context

The geographic extent of the planning area has a strong focus while being broad enough to include diverse destinations and activities. It extends from the Red River to 17th Street, up north to 2nd Ave, and down south to 6th Ave South – omitting fully residential blocks. This area includes the Center Mall, Center Avenue, Main Avenue, and 1st Avenue N. as well as Rourke Art Museum, Hjemkomst Center, Hornbacher's, Woodlawn Park, the Comstock House, and many apartment buildings. Riverside parks, industrial areas, mixed-use blocks, and one large mall generally cover the area.

For many years, residents came downtown to Center Avenue for everything they needed – the workplace, the movie theater, stores to get everyday necessities, and to visit the many families and friends who still lived in apartments downtown. The Moorhead Theater, Woolworth



Historic and new businesses converge in downtown

department store, and Coast to Coast hardware were community mainstays that supplied valuable, everyday necessities at the center of town.

From the 1950's forward, Moorhead started to build around cars and highways. Big-box retailers with large parking lots captured a larger portion of the market. Retailers in Downtown Moorhead tried to meet demand by providing easy parking similar to suburban retailers. Downtown Moorhead entered a period known as Urban Renewal when lines of classic storefronts were replaced with parking lots in front of new, one-use buildings. Moorhead Center Mall first opened in the 1970's, centralizing retailers with ample parking and competing with the suburban exodus and West Acres Mall in Fargo, North Dakota. Workplaces followed along, locating to outskirts where driving and parking was easiest. Suburban housing was attractive for similar reasons and made affordable through low-interest government sponsored mortgages.

Flash forward a generation and development trends changed again with the internet and online shopping putting severe pressure on big-box and other brick and mortar retailers. Development trends came to a head when large big-box retailers also struggled with online shopping platforms capturing larger segments of the market. Whereas twentieth-century development meant Moorhead residents could go to one large retailer for their daily needs, now online shopping is more the norm.

Yet disinvestment at the city's core created the opportunity for smaller and innovative uses to establish. Locally owned restaurants, breweries, and loft apartments have recently used vacant industrial buildings for places where people want to stay, hang out, and live.

While the traditional ways of attracting residents and businesses became less effective, a new approach was developed: creating places where people want to be and stay.

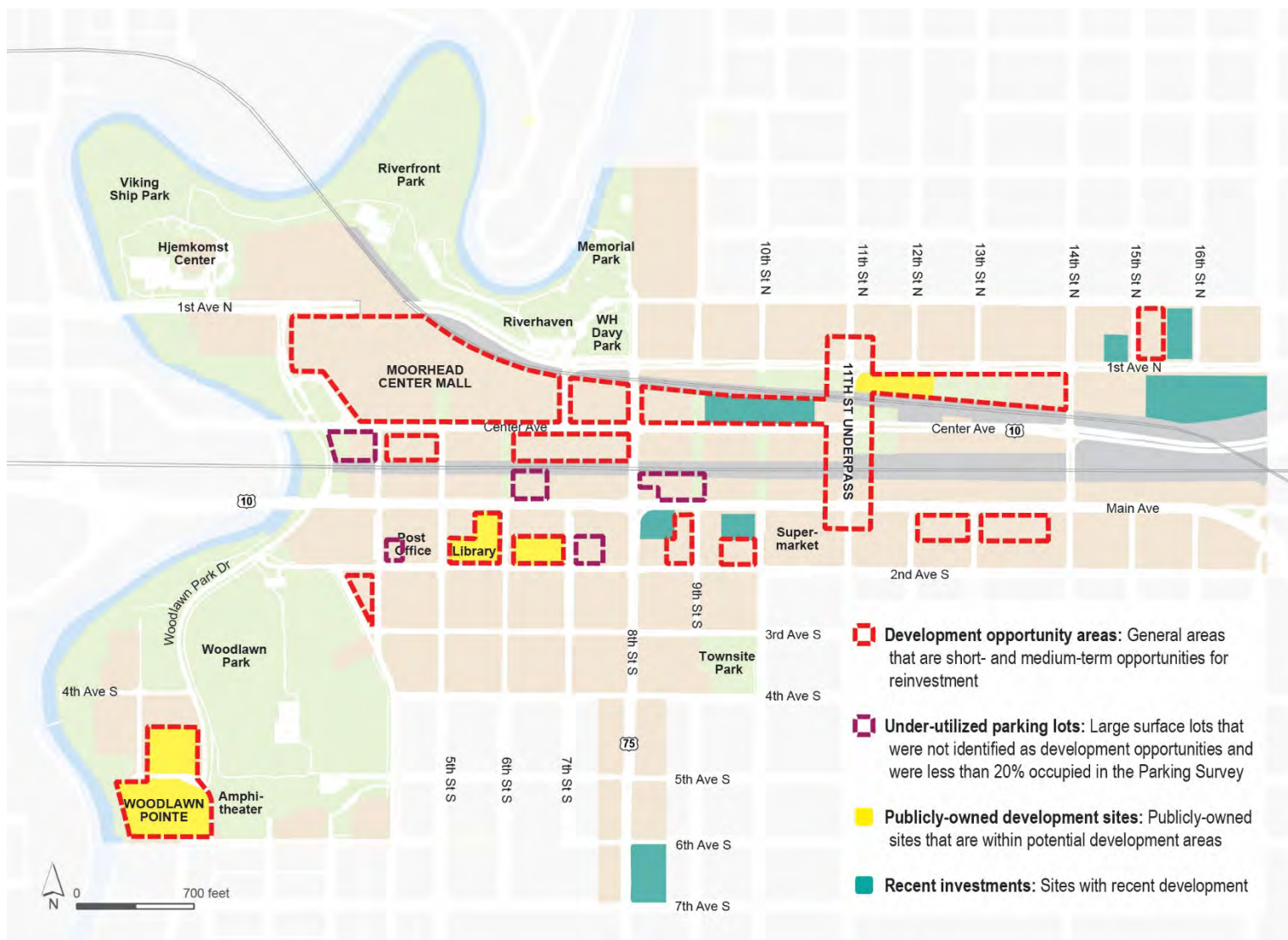


***“Green, clean
community for the
future!”***



Center Avenue before (above) and after (below) urban renewal





The Opportunity

The area is poised to renew its place as the city's central economic and cultural hub. As an employment center, downtown's population already swells during work hours. Enhancing the mix of uses creates a virtuous cycle where employees become customers, which leads to retail opportunities, which improves the available amenities, which increases the demand for housing, which finally improves the labor force and leads to more employment opportunities.

One of Moorhead's unique features is a high number of college students and recent graduates. This demographic, due to lifestyle preferences and financial realities relating to student debt, are postponing home purchases until later in life. This trend greatly favors and creates demand for multifamily housing in vibrant downtown settings.

If enough housing can be built in downtown's center, it will drive more retail and restaurants for those residents as well as visitors.

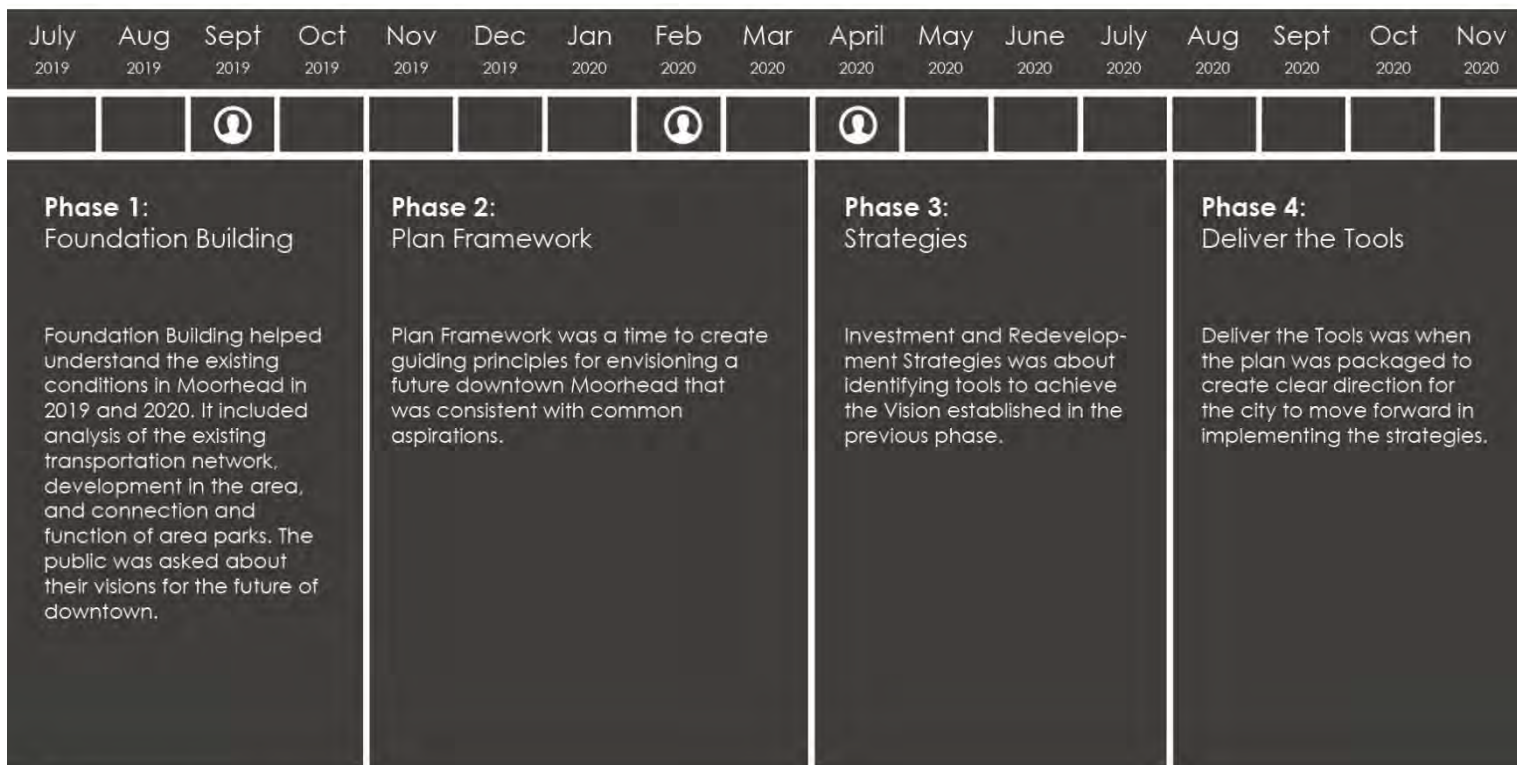
Development program

Based on an in-depth review of local conditions and trends by the planning team, the following program creates the foundation for the plan. For more information, see the Downtown Moorhead Market Assessment report.

Housing: Over the next 5 years, we expect to see 50-75 multi-family residential units annually. In the following decade, we anticipate 100 new units each year.

Retail: 11,400 additional square feet of retail could be supported if downtown can capture 2% (currently at 1%) of sales within the trade area.

Office: Up to 55,000 square-feet of office space can be absorbed per year in Downtown Moorhead that will bring valuable jobs.



👤 = Public Engagement Series

Planning Process

The Downtown Moorhead Master Plan process included four phases of planning and analysis, starting broad with a visioning process informed by existing conditions and then leading through subsequent phases of more detailed design and policy work.

The DMI Board acted as the primary decision-making body with support from a technical committee of City and DMI staff. Robust community engagement guided direction in each phase of work. These phases included opportunities for the public to confirm and critique the previous phases findings and recommendations.

Six-word stories from the public

“Together, we can make it happen!”

“Vibrancy, diversity, eclectic, walkable, destination, inclusion”



The team on a walking tour of the planning area.

Phase 1 Engagement

As part of a series of pop-up events, stakeholder listening sessions, online surveying and interactive mapping, and a large community workshop, more than 800 people kicked off the Downtown Moorhead Master Plan. This gave the project team an opportunity to hear from people in small group discussions, one-on-one during smaller community events, on their own time at home via virtual platforms, or in a fun and interactive big event. Participants told us what they loved about Downtown Moorhead and how it could be better; they used “Moorhead Moolah” to prioritize spending on downtown improvements; and they shared their future visions through six-word stories.

Some common themes from Phase 1 engagement were:

- Create more family-friendly places, particularly during the winter.
- Make better connections between the riverfront and downtown.
- The mall site and Center Avenue are the heart of downtown.
- Experiential places and spaces will bring more people into downtown.
- Keep downtown authentic with a focus on local businesses and art.
- Downtown is uncomfortable for walking and biking.

The feedback led to a refined understanding of the existing conditions in downtown, what participants wanted us to focus on in the plan, and more than anything, a vision for Downtown Moorhead.

“It’s a little city that can become . . .”

“Let’s Get Centered on Center Avenue”

“Downtown Moorhead: Slice of Minnesota nice”



Phase 1

The engagement employed several interactive exercises to collect initial input from the participants on a range of subjects.

Background information pulled together from the team was supplemented with on-the-ground experience from artists, City/County/State technical experts, real estate professionals, active transportation advocates, higher education representatives, business owners, and designers.

Phase 2 Engagement

Events were held to engage with stakeholders and the public on how to apply the vision framework to geographically-defined character districts and street types. On February 5-6, 2020, a series of outdoor walkshops 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. Virtual engagement asked similar questions to those in the workshops with 63 survey responses. Community engagement focused on applying the Vision to five key areas: the creative pioneers district and planned underpass, waterfront nodes, placemaking around the Rourke, and programming the Woodlawn Pointe.

At the workshop, people were asked to adjust various priority levels that were preassigned to street types and character districts that are described in detail in Chapters 2 and 3 – from housing density and retail storefronts to transit options and street parking. People's priorities 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.

“Moorhead has a potential for greatness”

“Growing to serve all the people”

“Beautiful scenery, nice people, updating structures”



Phase 2

Participants working on refinements to the Master Plan and talking a walking tour around the district.

CHAPTER II

**Where do we
want to go from
here?**



Center Ave & 4th Street looking east

Mission

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.

A “new norm” is 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. This attracts 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. We are unlocking an era of unprecedented opportunity for Downtown Moorhead.

Values

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 for all generations.

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

The vision will be made real as we work to achieve core goals that will define Downtown as a place that is:

Authentic

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

- A mix of distinctive public art and streetscape, arts and entertainment venues, unique businesses, new offerings by Concordia College and MSUM, and other opportunities to express the living spirit of Moorhead's diverse, eclectic...and yes, often funky...culture.
- Lively new streets that bring together longstanding local businesses that have defined Downtown's character for years (even while hidden from public view in the Mall), historic buildings and venerated



*“Our progress today
creates tomorrow’s
promise”*

institutions, and new businesses that reflect the energy and imagination of today and tomorrow's entrepreneurs.

- A new civic square in the heart of Downtown whose varied programming and diverse public art symbolize Downtown's role as the authentic heart of the entire Moorhead community.
- A downtown that is unique and distinct from neighboring downtowns, while also well-connected and complementary to the area.

Vibrant

Planned, programmed, and designed to offer the best of what 21st century urbanism can offer made real by:

- Achieving the compact critical mass of housing, office, and other new development essential to support the businesses and activity that bring Downtown's streets and public spaces to life.

- Concentrating a new City Hall, Public Library, and other civic, cultural, and educational institutions in the heart of Downtown to ensure that Downtown's vitality is about the full spectrum of community life.
- Center Avenue's emergence as Downtown's "Main Street" and signature public space, made possible by greatly improved accessibility by foot, bike, and transit from every important Downtown destination; a concentration of density and activity; and signature streetscape improvements.
- The particular energy and distinctive personality that each of Downtown Moorhead's distinctive districts—Moorhead Center District lining both sides of a reinvigorated Center Avenue, the burgeoning Creative Pioneers District, nearby walkable residential neighborhoods, and a natural riverfront—contribute to shaping Downtown's vibrancy.
- Tapping Moorhead's creative community—its artists, makers, chefs, musicians, performers and others to help imbue Downtown's vibrancy with qualities that make it "uniquely Moorhead".

Equitable and inclusive

A Downtown that everyone in Moorhead calls "my Downtown," made real by:

- Housing options accessible to people of every income, age, ability, and background that ensure that Downtown is genuinely a mixed-income community.
- Workforce readiness and training initiatives that provide everyone in the community with access to the jobs and business opportunities stemming from Downtown's economic success.
- Public art including digital light and music performances that strangers can make together, play fountains that invite kids of every background and age to play together, and murals that tell the stories of everyone who today make up this remarkable community...art dedicated to building strong common bonds and a sense of shared community in an age of growing diversity.
- Social services and community organizations located in the heart of the city who serve the needs of the entire community.

Resilient

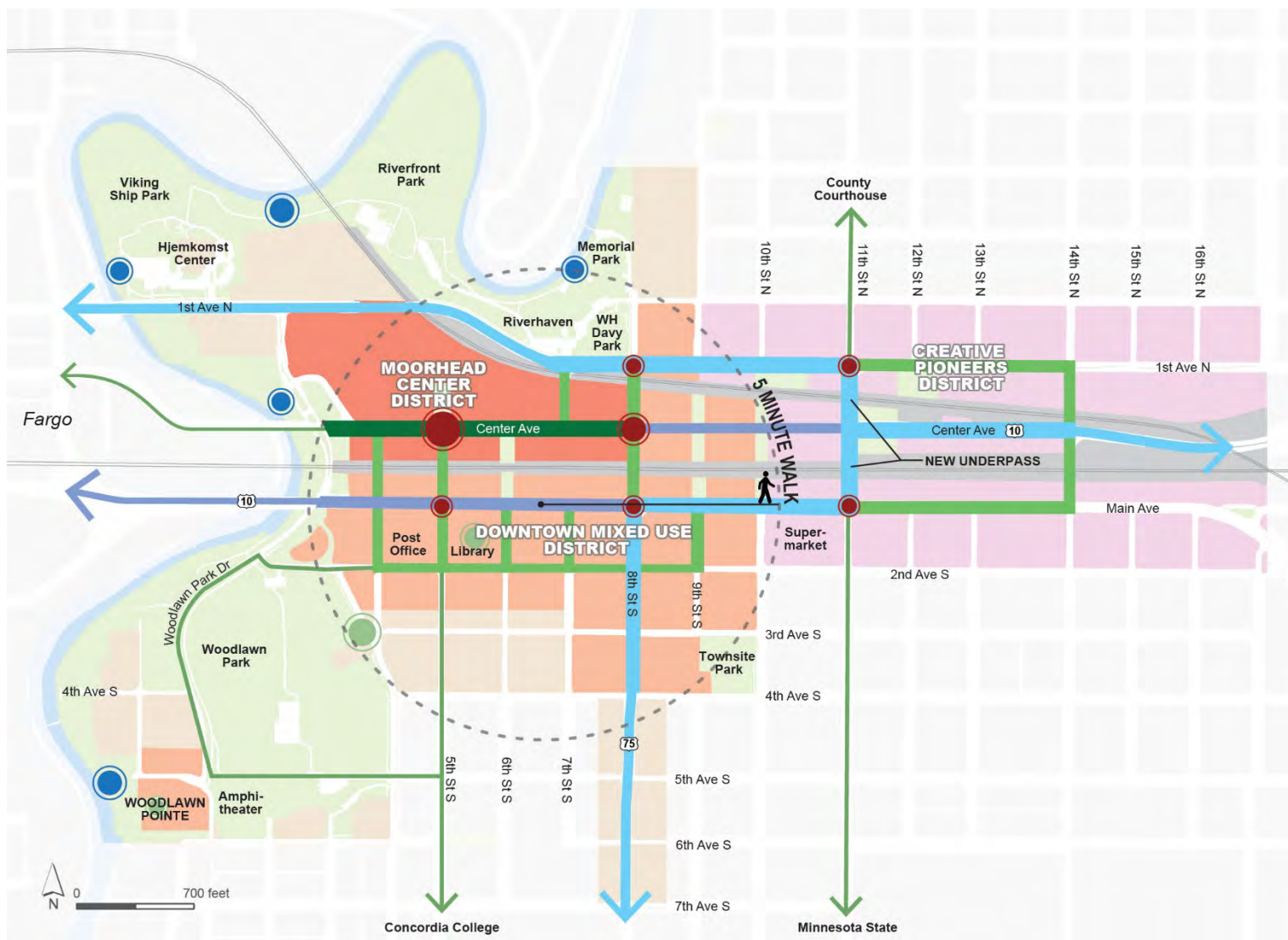
A heart of the community that grows greener as it grows denser, made real by:

- A series of enhanced and new Riverfront parks that bring amenities to Downtown and enhance its role as a citywide and regional destination—extending from Riverfront Park to Woodlawn Park, animated by the Hjemkomst Center and seasonal beer gardens and cafés, connected by continuous pedestrian and bike paths, and linked to Downtown directly by innovative redevelopment of the Moorhead Center Mall site.
- New treelined streets and green public spaces that increase livability elements in every part of Downtown.
- A culmination of amenities and services within walkable areas to foster lifestyles that are healthy and environmentally sustainable.
- Buildings and infrastructure that are ecologically friendly.
- Collaboration with other stakeholders in the community to development and implement resilient strategies.

Connected

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

- A network of complete streets that give equal priority to pedestrians, bikes, transit and cars, and provide convenient access across Downtown and to nearby neighborhoods, colleges, and the riverfront.
- Enhanced transit connections to all parts of Moorhead and the region.
- Shared parking strategies that reduce the costs and other impediments associated with providing parking to support new development.
- Policies and plans that make Downtown adaptable to imminent changes in technology, starting with shared and connected mobility over the next decade and most likely followed by autonomous mobility over the following decade.
- Improved connections to the river.



Framework Plan

The framework plan was developed in the first stages of the plan through two rounds of community engagement. The Mission, Value, and Goals set the foundation for the strategies and guidelines that were developed thereafter.

The framework plan identifies the authentic character of various parts of the planning area that should be enhanced. It prioritizes a mix of housing opportunities, identifies places where residents and visitors can shop and recreate, and highlights places to create connections between the river, downtown, and other locations.

The 5-minute walk area in the center links the anticipated 1,000 housing units with supporting commercial activity. This enables a walkable district where most errands can be done without driving.

Character Districts

- Moorhead Center
- Downtown Mixed Use
- Creative Pioneers

Street Types

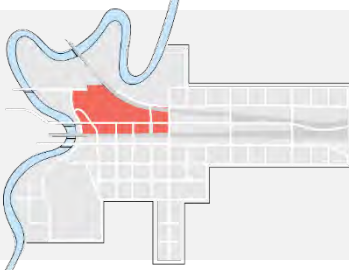
- Center Avenue Priority Zone
- Walking Streets
- Complete Streets
- Safe Vehicular Streets

Open Space Network

- Placemaking Nodes
- Waterfront Nodes
- Activation Areas

Character District Comparisons

Stars indicate the relative priority per category

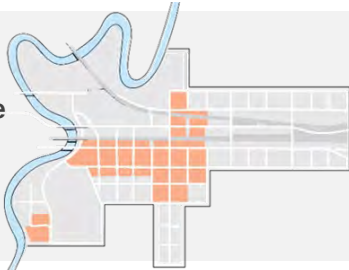


Moorhead Center

Public spaces.....	★★★★★
Window/doors to street.....	★★★★★
Pedestrian Environment.....	★★★★★
Housing density.....	★★★★★
Retail opportunities.....	★★★★★
Craft industry vitality.....	★★★★☆

The heart of Moorhead, this area focuses on maximizing employment, residential, and retail spaces to create a walkable environment with urban amenities that is a regional draw. The area's design promotes walking, bicycling, and social interaction with human-scale spaces.



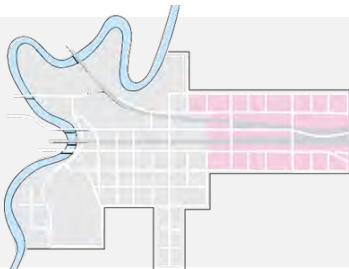


Downtown Mixed Use

Public spaces.....	★★★★☆
Window/doors to street.....	★★★★★
Pedestrian Environment.....	★★★★★
Housing density.....	★★★☆☆
Retail opportunities.....	★★★★☆
Craft industry vitality.....	★★★☆☆

This area's character incorporates downtown Moorhead's compact grid structure to create a walkable district that can serve most daily needs, including retail, office, and residential by walking. This mix of uses creates a vibrant environment and enables urban lifestyles.





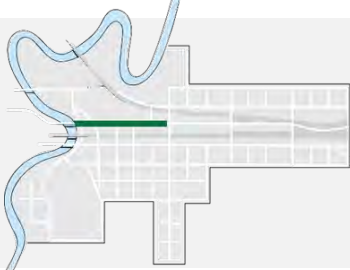
Creative Pioneers

Public spaces.....	★★★☆☆
Window/doors to street.....	★★★☆☆
Pedestrian Environment.....	★★★★☆
Housing density.....	★★★☆☆
Retail opportunities.....	★★★★☆
Craft industry vitality.....	★★★★★

This area supports Moorhead's creative energy by encouraging artistic and innovative activities alongside residential and commercial uses. The public space connects the district for safe walking and biking, and it has a strong public art component.



Street Type Comparisons



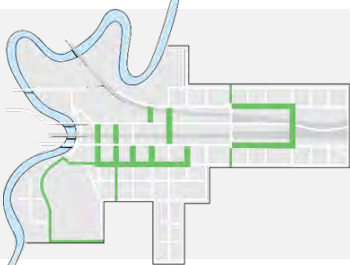
**Center Avenue
Priority Zone**

Stars indicate the relative priority per category

Bicycle facilities.....	★★★★★
Sidewalk environment.....	★★★★★
Transit facilities.....	★★★★★
On-street parking.....	★★★★★
Motor vehicles.....	★☆☆☆☆
Streetscaping.....	★★★★★

This is the placemaking priority within the Moorhead Center Character District. Street trees and art along the length create a welcoming and festive environment for visitors and events. The street supports walking, bicycling, and transit as the primary modes of travel. The street has curbside parking and drop-off zones alongside minimal vehicular capacity that ensures people are the primary focus in design decisions and creates a place to be. Placemaking may include pocket parks, guerrilla gardens, and artistic bicycle racks.





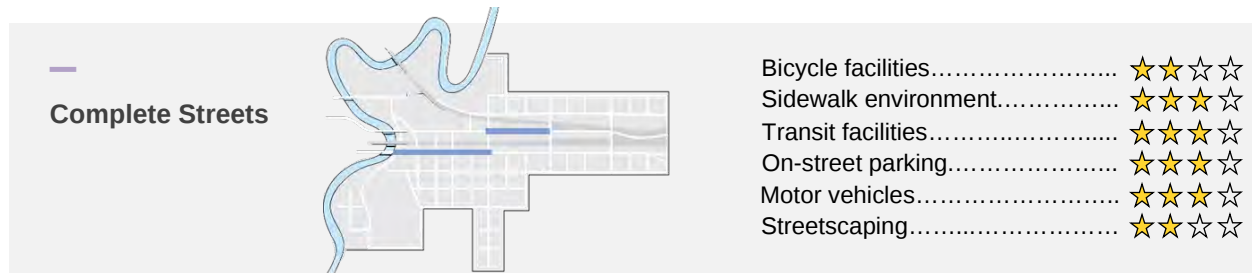
Walking Streets

Bicycle facilities.....	★★★★☆
Sidewalk environment.....	★★★★★
Transit facilities.....	★★★★☆
On-street parking.....	★★★★☆
Motor vehicles.....	★★★☆☆
Streetscaping.....	★★★★☆

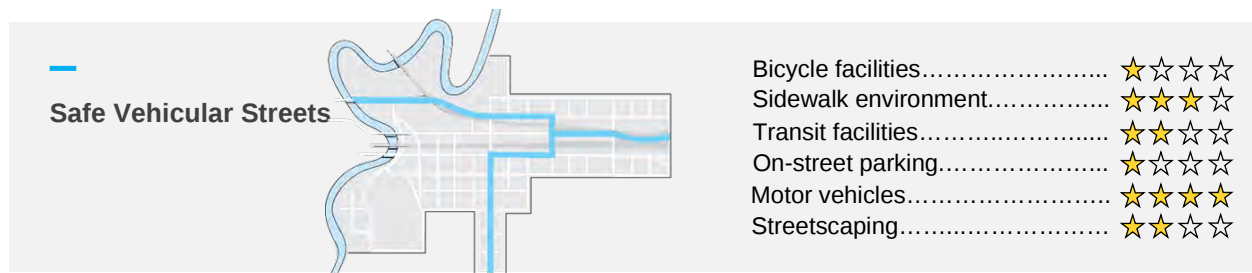
These streets have lower vehicle volumes and lower vehicle speeds. They are configured to create a pleasant walking experience, including wide sidewalks, street trees, and public art.

Bicycles are either in their own lane or mixed in with the slow traffic. Bike parking shall be creative to contribute to the pedestrian experience. On-street parking is included where possible.





Combining the best of both walking comfort and vehicle throughput, complete streets make space for all types of users, including pedestrians, bicycles, transit, and drivers. Moorhead's complete streets strike a balance by including on-street parking where possible, maintaining driving lanes for throughput, and improving sidewalks. On-street parking is an especially high priority on Main avenue.



These streets, including designated Highways 10 and 75, will have the highest vehicular throughput and speeds. The street design will encourage drivers to use these streets to keep pressure off the other streets. The street design, especially around intersections, will contribute to pedestrian comfort.





Woodlawn Park

Open Space Network Overview

Downtown open spaces are largely along the river which creates a valuable, linear network of spaces including Woodlawn, Viking Ship, and Memorial parks. The smaller Townsite Park is within the urban block structure and includes a running track. There are many dead-end streets at railroads that could be utilized as open space.

In the coming years, open space in the downtown area should be prioritized to create high quality recreation opportunities and access to nature. Physical and programmatic connections to the river where people of all ages can recreate is critical for making the river a true part of downtown's future success.

Two overarching priorities need to be realized to leverage open space assets: connections between downtown and the river and memorable experiences once you get there.



“Riverside city: people living best lives”

CHAPTER III

**How do we get
there?**



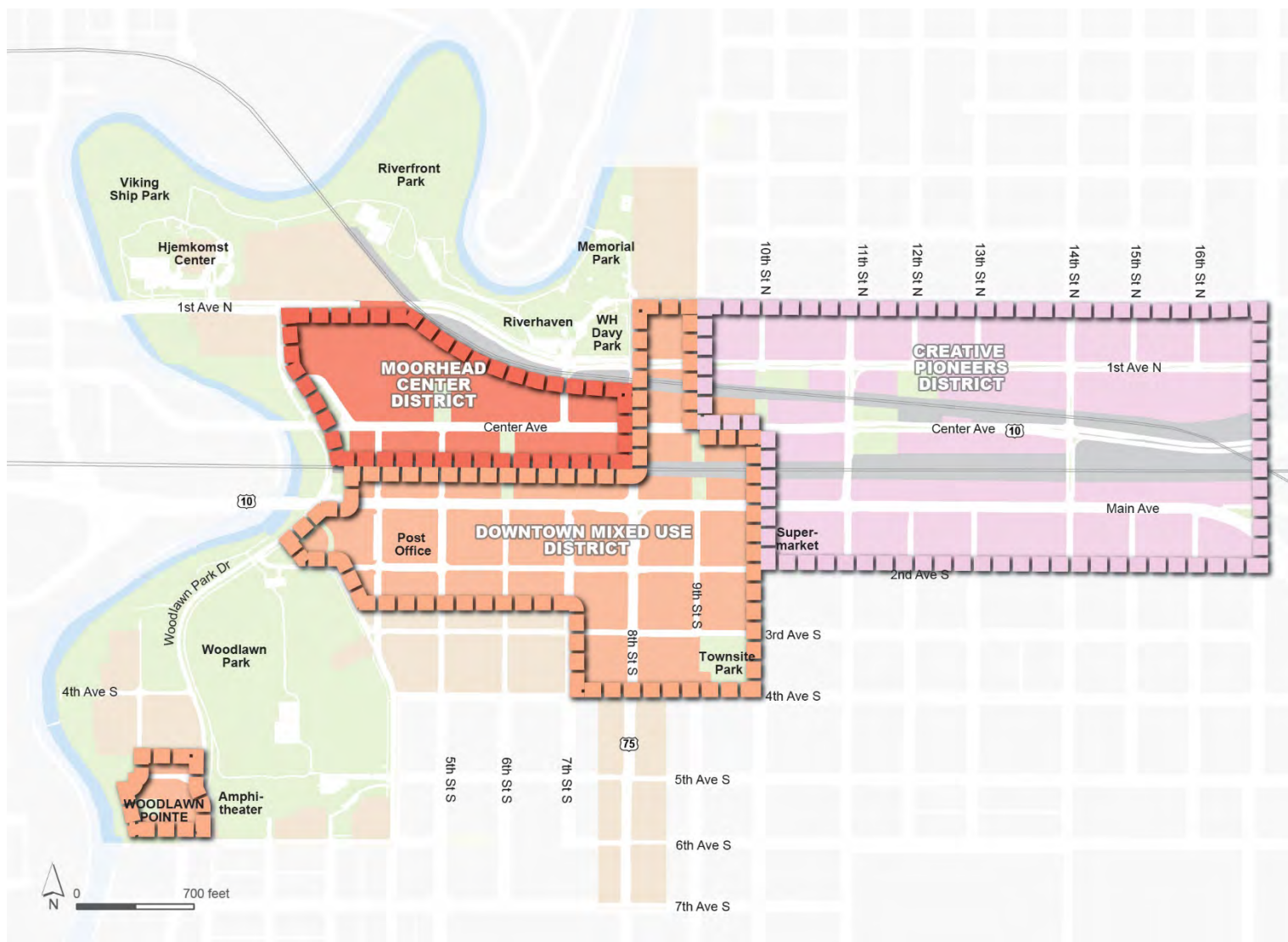
Bringing the Vision and Framework Plan to Life

This section provides details that bring the vision, values, goals, and the Framework Plan's three major components (character districts, transportation network, and open space network) to life.

Finally, this section provides additional guidance on some of the planning area's priority places, such as the Mall and Woodlawn Pointe.

The design guidelines encourage infill development. They provide clear, straightforward guidance that creates a predictable environment and streamlines the review process.

The details contained here provide information for property owners, developers, deciding bodies, and staff regarding how proposed developments and updates to the public realm should be evaluated to ensure that the community's vision for the future is achieved in downtown Moorhead.



Character District Design Guidelines

This section contains specific guidelines for the three different character districts (Moorhead Center, Downtown Mixed Use, and Creative Pioneers) as well as crosscutting areawide guidelines that apply to all districts. Each district has both public realm (streetscape and civic spaces) and private (site layout, frontages, and architecture) guidelines, reflecting a holistic view of what defines an area's character.

These guidelines build on the plan's mission, values, and goals with the aim to create high-quality streets, a density of ideas and activity, a setting that connects people, healthy and sustainable living choices, and flexibility and adaptability over time.

Planning areas outside of the character districts and open spaces are well-established and

stable residential and institutional neighborhood areas whose attributes should be preserved and are unlikely to go through significant structural change in the near term. Therefore, the Framework Plan designates that these areas should be supported rather than reimaged.

The Character Districts have characteristics that need to be reconciled with zoning. Where present, the City's current mixed-use zones are flexible and largely supportive of this Plan's vision. However, the current non-mixed-use zones are barriers. Other zoning adjustments can be made to better align the underlying regulations with this Plan. The Zoning Comparison appendix provides more detail about each of the redevelopment district definitions and identifies how each is consistent or inconsistent with current zoning.

Areawide Guidelines

These crosscutting guidelines establish a baseline level of quality throughout the planning area, including both private development and the public realm.

Sustainability: All developments should demonstrate holistic sustainability values, including environmental, economic, and social benefits.

Mechanical equipment screening: Vent stacks, roof vents, and other mechanical protrusions should be painted the color of the roof or the adjacent façade. Mechanical equipment, vent stacks, roof vents, refuse storage, service areas, and loading areas not entirely enclosed within buildings should be painted to match the building, not be within 10 feet of any property line, and be permanently screened from view from adjacent public streets and from abutting property under separate ownership.

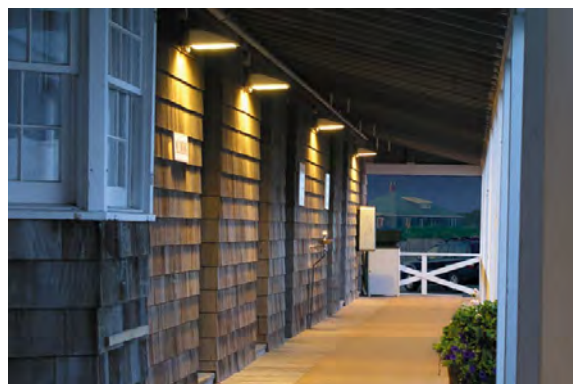
Lighting: Site lighting should promote safety and create an attractive environment while avoiding light pollution and light trespass onto abutting properties. Lighting should only be used where it is useful. Light should be directed to where it is needed. Lights should be no brighter than necessary. Lights should use warmer colors where possible.

Winter city: Ramps and stairs should be textured paving or covered to protect from ice and snow. Surface parking lots should facilitate snow removal and should designate space for on-site snow storage that is mindful of drainage. Buildings should minimize shadows on residential uses and public open spaces. Design strategies shall block particularly prevailing winds and downdrafts.

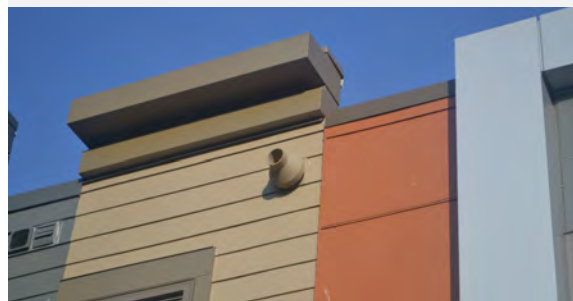
New streets: New streets should accommodate pedestrians and bicyclists wherever possible. If a new connection is shown but is not wide enough for all modes, pedestrian comfort and safety is the top priority.

Connection to the river: Wherever possible, site design and architectural design should contribute to the downtown's connection to the river, whether by enabling physical accessibility or visual access.

“Once a corridor, now a core”



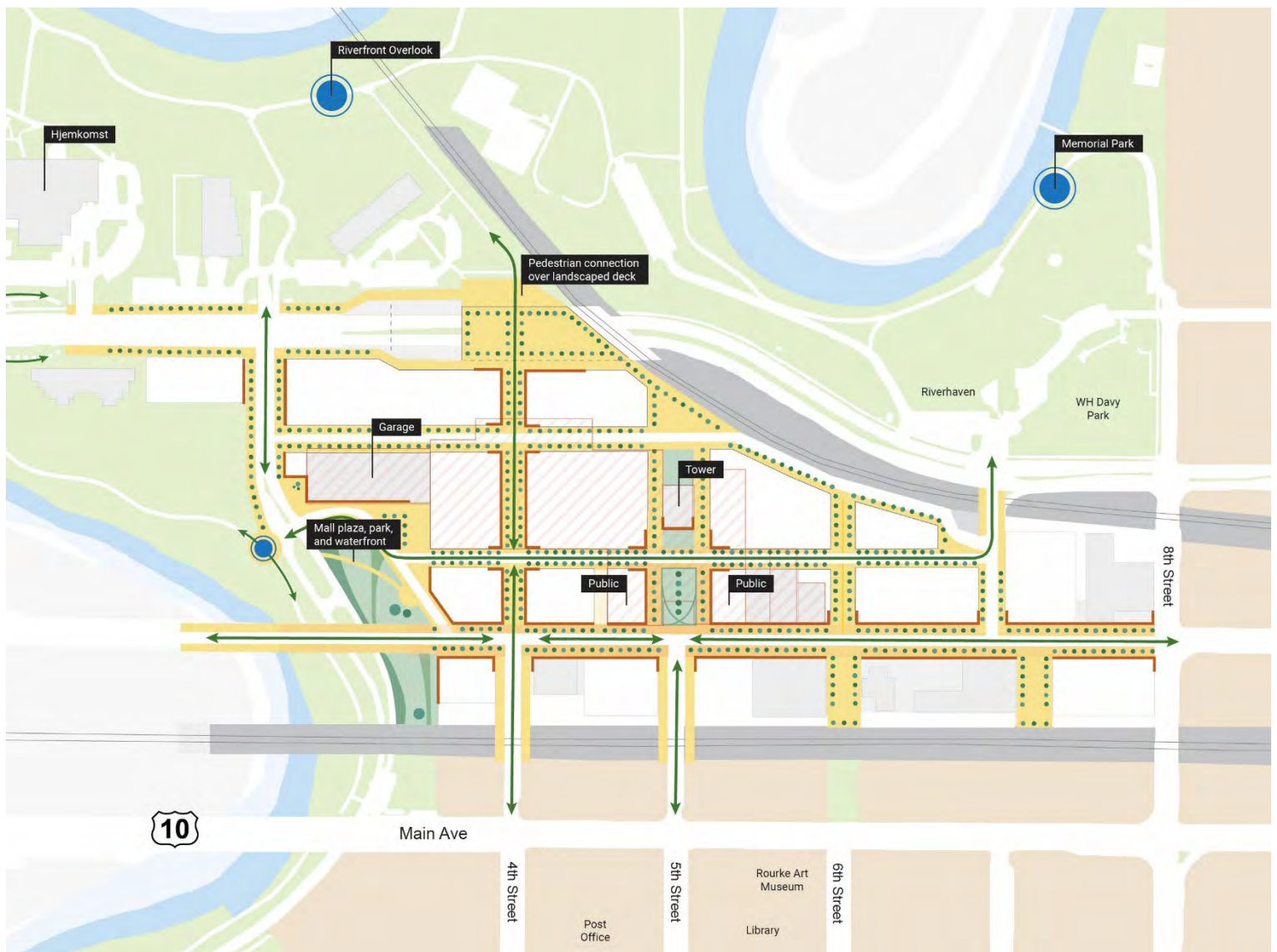
Fully shielded lighting preserves the night sky.



An example of vents painted to match the adjacent façade.



Mechanical equipment, including on roofs, should be screened from public view throughout the area.



Moorhead Center

This district is the historic commercial heart of the city that was a center of activity. The area aims to again become a regional draw for employment and retail spaces within a walkable environment in the heart of Moorhead. In the years ahead, this area will focus on maximizing employment, residential, and retail spaces to create walkable environments with urban amenities that are a regional draw.

Exciting placemaking that encourages lingering and enjoying is framed by multi-story buildings with active ground floor uses. The area's design promotes walking, bicycling, and social interaction with human-scale features and spaces – making it an attractive place to be. Live-work uses are encouraged to support the area's creative ambitions and to activate the streets with views of people working or displays of the work.

Streetscape: Public realm areas for people walking and biking. In some circumstances, these areas may also be shared streets with limited vehicle access.

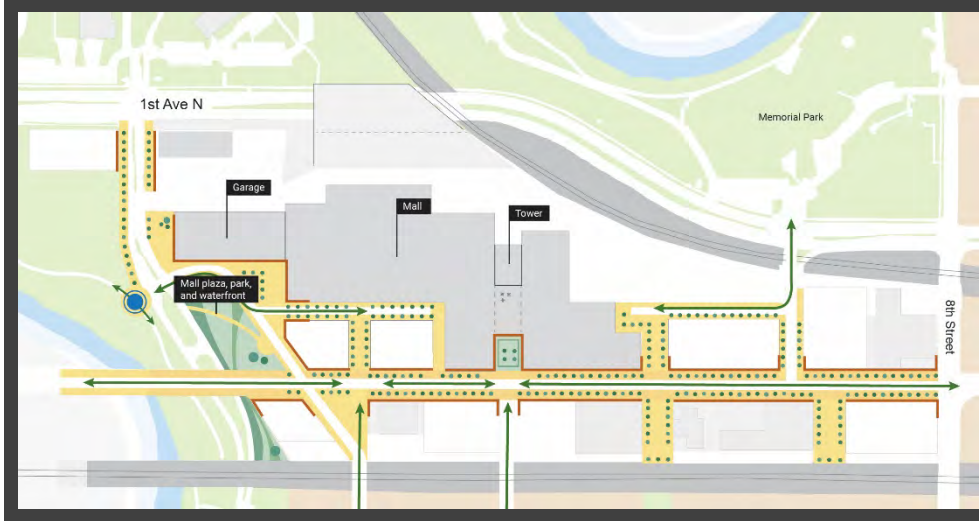
Civic space: Public open spaces that are a combination of green areas and landscaped plazas.

Primary frontage: Priority zero-setback frontages that should activate the public realm and civic spaces.

Primary access way: Desired active travel routes through the district, as opposed to back streets where more passive uses, loading, and servicing is expected.

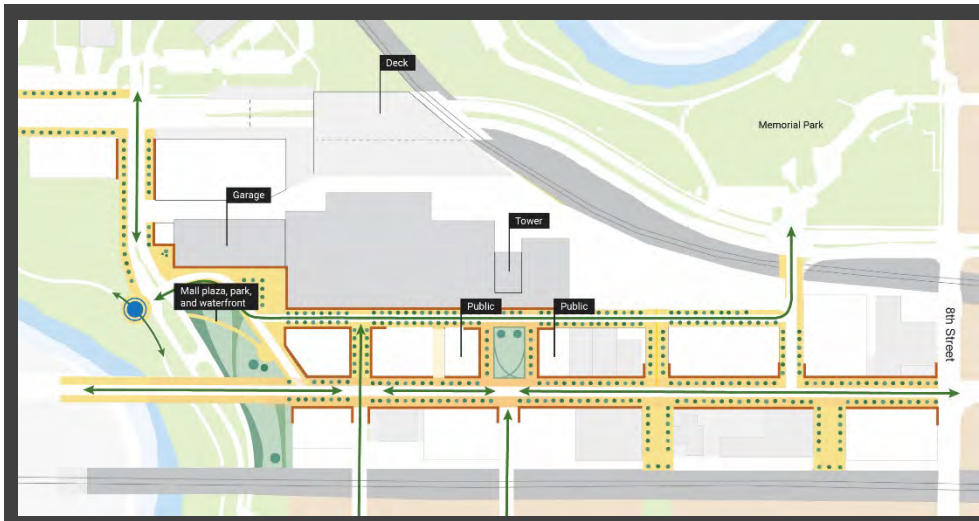
See the following page for more information on the Moorhead Center Mall phasing

Moorhead Center Mall Area Redevelopment Phasing



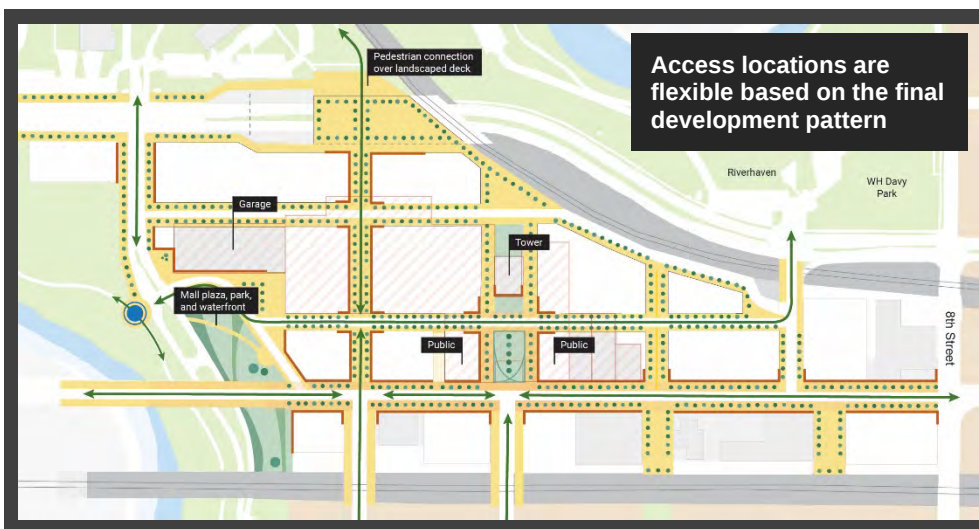
Phase 1

- Existing mall retail
- Oriented toward Center Avenue
- Connected to the river



Phase 2

- Greater orientation toward Center Avenue
- Larger civic space off Center Avenue
- Connection to the river and Hjelmkomst
- Southern portion of Mall impacted



Phase 3

- Increased amount of building frontages
- Development within high quality public realm
- Connections across and over 1st Ave N
- Placemaking on parking deck with planters

Center District Public Realm Guidelines

Streetscapes: Streetscape features should prioritize walking and bicycling. Working within the established streetscape design palette, the Moorhead Center district should have exceptionally high-quality furnishings. Recommended street furnishings are, in order of priority, street trees, pedestrian-scale lighting, benches (two per block face, perpendicular to the street), bicycle racks (near main entrances, at least 4 bicycle parking spots per 500 feet), and waste receptacles (one per block face). Sidewalks should be continuous, wide (at least 6 feet or wider to accommodate greater accessibility and use with impediments to foot traffic located toward the curb) and have ample unobstructed areas along the building edges to promote window shopping and easy access into shops and cafes.

Civic spaces: The district's three significant civic spaces are the updated center plaza at the base along Center Avenue, green connections to the riverfront via the east, north, and west, and the district's streets themselves, which are designed to be places in addition to connectors. Taken together, the district forms a welcoming network of human-scale places that invite residents and visitors to linger through all seasons. Civic spaces should be furnished with high quality permanent and/or movable seating furniture, artistic installations, and drinking fountains. Shade trees in plazas and parks are a priority.

Public art: The Center District's streetscapes and civic spaces should also incorporate public art, including state-of-the-art interactive digital public art that engages passersby, promotes informal interaction, and draws the creativity of the local arts community into the Center District daily and in a way that keeps the District constantly grounded in Moorhead's living culture.

Center District Private Guidelines

Site layout and frontages: Site design should prioritize zero setback buildings on frontages along major civic spaces and Center Avenue. If additional space is needed for right-of-way expansion along these corridors, building setbacks should serve as an extension of the sidewalk and public realm. Along primary frontages (see diagram legend above), ground floors should be dedicated to retail (including restaurants, cafés, etc.) and/or other activities that animate the public realm including visual

For the success of the Moorhead Center District, the following elements are needed:

- Traffic speeds under 30mph on Center Avenue to improve retail visibility and make walking more comfortable
- Greater numbers of intersections between streets, alleys, and pedestrian walkways to make walking easier and more comfortable
- On-street parking to help downtown compete with suburban shopping centers
- A vibrant experience that encourages people to stay for longer periods.



Covered walking areas are inviting and prompt people to linger.



Relaxation areas with functional public art create an attractive and comfortable place to be.

and performing arts, culture (including museum), music and entertainment, and civic uses such as a library or other community-serving activities that animate streets and public spaces throughout the day and early evening throughout the week to create an 18-hour district. Ground floor uses that spill out into the public realm (e.g. restaurants, cafés) should front actively used public spaces. Each separately leased ground floor space should have at least one public entrance on each street and civic space it abuts. Building blocks should be about 300 feet wide from street-to-street to create a walkable environment. If a block would exceed 600 feet in width and create a barrier between destinations for pedestrians, a mid-block pedestrian connection should be provided. For housing lining all streets, if no retail or other uses that animate the pedestrian experience are feasible, streets should be lined with units with direct front door access to the street (e.g. single loaded townhouse units).

Architectural design: Building design should interact with the public realm and consider the qualities and character of the streetscape and its function. The location, visibility, and design interest of residential and commercial entrances, lobbies, main stairs, and elevators should establish a sense of place and presence and a strong relationship to public streets and sidewalks. Buildings should articulate and texture large facades, particularly the lowest 2-3 stories, to add to the pedestrian scale of the area. At ground level, buildings should provide architectural texture and detail to preserve the human-scale and the continuity of the streetscape. Ground-level retail, service, and trade uses that face a public street or park should have clear glass on between 40% and 80% of their façades between 3 to 8 feet above grade. Other uses should have at least 25% clear glass. Overhead weather protection extending in the direction of the street should be provided at all common entrances to give a potential visitor the feeling of already being inside. Blank walls (without doors or windows into actively used space) longer than 25 feet should not face public streets and civic spaces; unique architectural treatments, art, green walls could be acceptable alternatives.

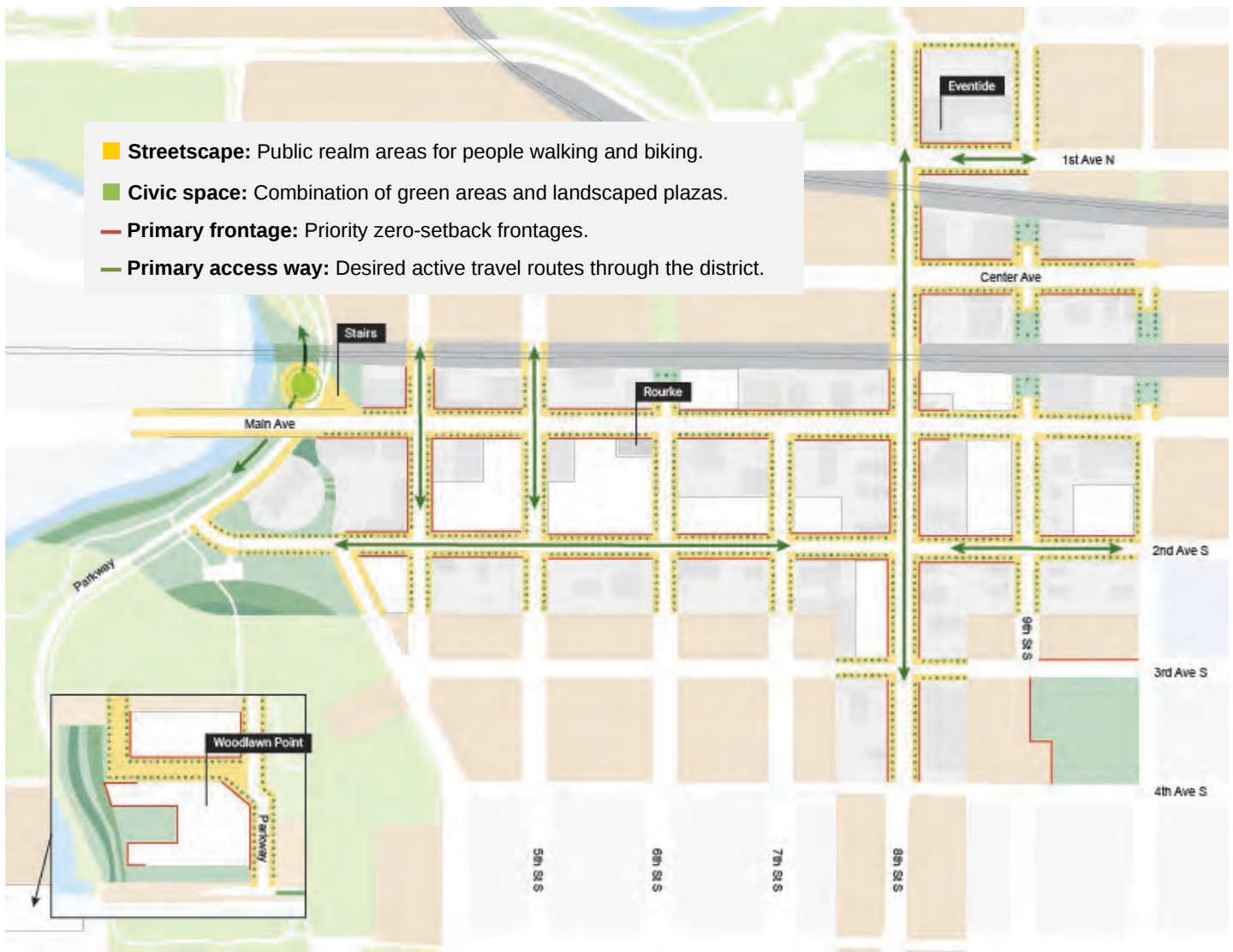
Parking design and location: Site design should minimize the amount of surface parking and hide any surface parking from view of public spaces to the greatest extent possible.



Sometimes smaller is better at creating activity and intimacy. New alleys through the Moorhead Center District should minimize the distance between buildings (while maintaining safety). These alleys will then stand in contrast to the generous new civic plazas and open spaces planned for the district.



A block that successfully meets several criteria, including zero setback, shading street trees, on-street parking, active ground floor uses, and weather protection above entrances. Note that overhead weather protection can take many forms, including cloth awnings and fixed canopies such as shown above.



Downtown Mixed Use

The Downtown Mixed Use District includes a variety of development types ranging from traditional multi-level buildings – with storefronts on the ground and apartments above – to standalone shops circled by surface parking lots. This area includes historic buildings like the Kassenborg Block, Rourke Art Museum, and Fairmont Creamery.

In the coming years, this area aims to create a walkable district that can easily serve most daily needs, including retail, office, personal services, and residential. A big component of creating a walkable district is “right sizing” Main Avenue from 5 travel lanes to 3 travel lanes and using the recovered right-of-way for shading street trees and more space for people walking and biking, an approach that has been implemented across the bridge in Fargo.



Active mixed-use buildings provide interest to people walking by.

Across the district, the desired mix of uses will create a vibrant environment that enables urban lifestyles and creates a place of activity that balances interests of nearby neighbors and potential visitors alike.

The area should also provide ample access to the river and have small scale open spaces scattered throughout. Buildings are at or near the property line with minimum setbacks. Ground floor spaces are relatively transparent and routinely occupied, either by ground floor residential or non-residential activities.

Downtown Mixed Use Public Realm Guidelines

Streetscapes: While the Moorhead Center District aims for a primarily pedestrian and bikeable environment, the Downtown Mixed Use District embodies a complete streets approach, where these active modes are joined by cars on the district's compact street grid. Streetscape features should balance walking, bicycling, and vehicle travel. Working within the established streetscape design palette, the Downtown Mixed Use District should continue to maintain the high level of furnishing used in recent improvements. Street furnishings in descending order of priority are street trees, pedestrian-scale lighting, benches (two per block face, perpendicular to the street), and bicycle racks (near main entrances of multifamily and commercial uses), and waste receptacles (one per intersection in mixed use areas). Sidewalks should be continuous and have ample unobstructed areas (at least 5 feet wide). Any impediments to foot traffic (fire hydrants, mailboxes, parking meters) should be located towards the curb.

Civic spaces: One of downtown's greatest strengths is its proximity to the riverfront and its many parks. In addition to these civic spaces on the periphery of downtown, smaller-scale civic spaces are recommended within the district, such as the inclusion of a small new park on a portion of the library site and at the dead-end streets abutting the railroad. Active civic spaces bring people to downtown and give them a reason to stay longer. These publicly owned spaces are ideal for redevelopment where the City can establish the priorities. New civic spaces should prioritize adding tree canopy and rounding out any gaps in amenities offered, such as a playground, splash park, outdoor fitness equipment, food courts with food trucks.



Downtown parks are more enjoyable when enclosed by buildings with active uses.



Trees along streets and in civic spaces improve the environment for people walking and lingering.



While downtown has access to some fantastic riverside parks, including more pocket parks in the district will create places for people to stop and enjoy.

Downtown Mixed Use Private Guidelines

Site layout and frontages: Site design should prioritize zero setback buildings on frontages along major civic spaces, Main Avenue, 2nd Avenue, and other indicated primary frontages in the diagram. The site layout should organize building massing along these primary frontages to create a continuous walking environment and put service uses like loading and parking on non-primary frontages. Ground floors along primary frontages should be dedicated to activities that animate streets and public spaces, including live-work units. More actively used ground floors should correspond to more actively used public spaces. Each separately leased ground floor space should have at least one public entrance on each street and civic space it abuts. Housing along the indicated primary frontages should have street level units with direct front door access to the street (e.g. single loaded townhouse units).

Architectural design: Architectural design should contribute to the attractiveness and vibrancy of the project's surroundings and interact harmoniously with adjacent buildings and public spaces. Building windows should overlook public streets and parks to establish a sense of human presence. Entryways and areas of high activity should be appropriately illuminated while minimizing potential light glare and light pollution. Buildings should not have extensive blank facades, especially on the first floors. The district should be mixed use while not reaching density as high as the Moorhead Center District.

Parking design and location: Site design should minimize the amount of surface parking. Surface parking is discouraged in the area between building frontages and public streets or parks, especially along identified primary frontages. To limit the number of curb cuts across sidewalks, sites should not have more than one driveway per 100 feet of frontage and driveways should be shared between abutting sites where possible.



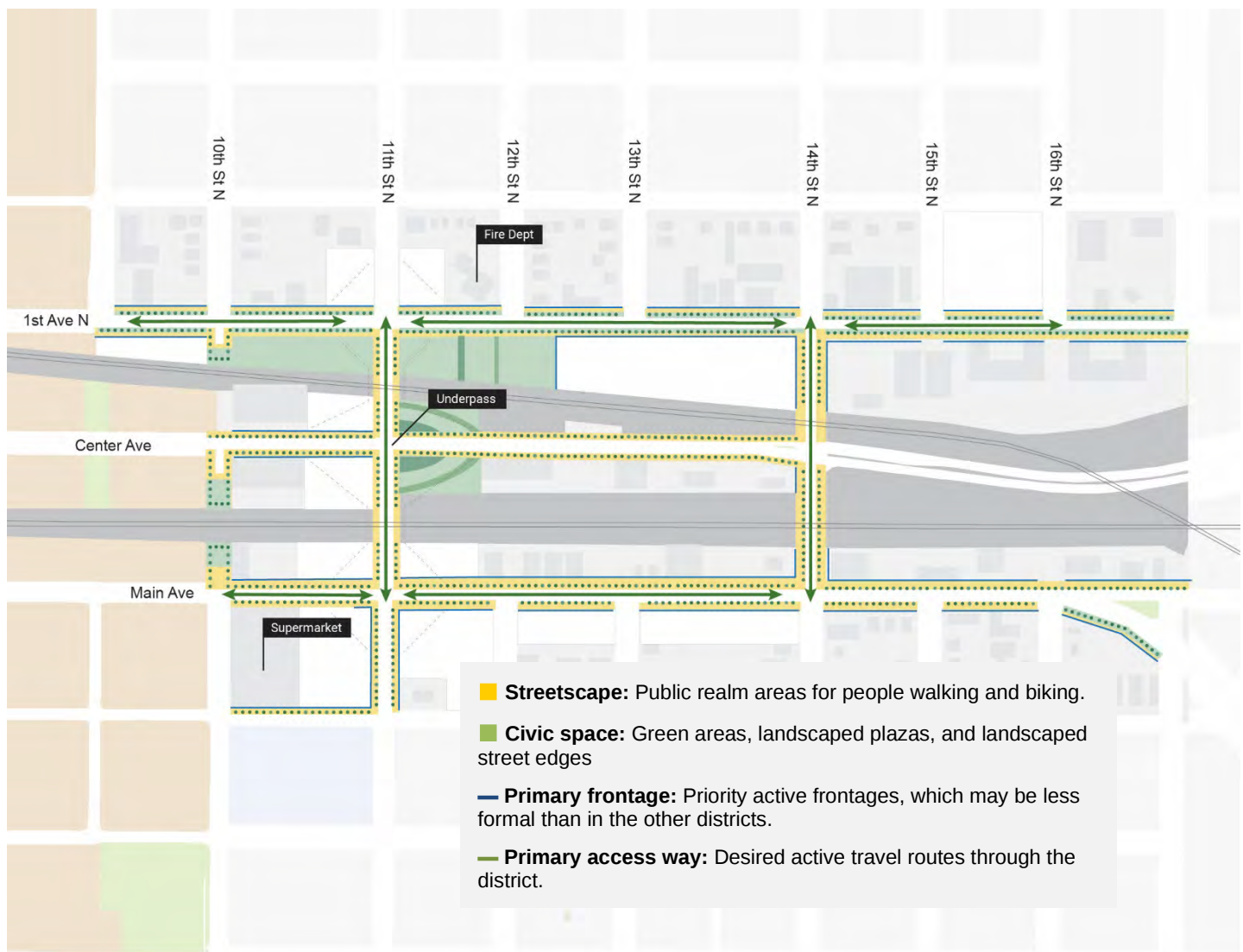
Urban frontage



Residential front doors



Mixed use district



Creative Pioneers

This district represents the best of Moorhead's identity as a city of innovation, entrepreneurialism, creativity, sustainability, and inclusiveness. It was historically industrial in use – lining two rail lines and multiple truck routes – and has recently seen construction of new housing and establishment of new and innovative businesses that diversify the area. Many of the existing buildings have an industrial character, are single-story, and constructed in steel, concrete, or masonry materials. They are ideal for both maintaining current vital uses and enabling creative reuse of any underutilized spaces.

This district should support Moorhead's creative energy by encouraging a web of symbiotic relationships between artistic and innovative activities alongside residential and commercial uses. The district should also take opportunities to grow amenities for residents, workers, and

visitors such as dining, retail, personal services, and artistic operations.

As a mixed-use and “urban industrial” area, site design should take advantage of the existing street grid, less formal pattern of frontages, and access to the highway to expand upon higher-value production spaces, small-scale fabrication, food and beverage production, live-work residences, maker and artist workshop/studio space, and showrooms. Finally, the eclectic mix should also have a strong public art component and the public space should be safe for walking and bicycling.

An underpass will be constructed to separate roadway and rail traffic on 11th Street. For the proposed underpass to support the surrounding area, it needs to help attract people to the neighborhood in addition to through it in part by encouraging pedestrian and bicycle use with safety features such as physical barriers

Creative Pioneers Public Realm Guidelines

Streetscapes: While the district is centered on busy vehicular streets, the goal is to become more friendly for people walking and bicycling. Where possible, sidewalks should be separated from busy travel lanes by a landscaping strip and shaded by street trees. The streetscaping palette can differ from that in the Center and Downtown districts by using concrete and stamped concrete. Impediments to foot traffic (light posts, fire hydrants, mailboxes) should be located towards the curb.

Civic spaces: This District's civic spaces should provide spacious open areas and lawns for recreation and hosting outdoor events or large-scale public artworks. At the intersection of 1st Avenue and 11th Street, a public lawn is a good example of a large open space that could support an outdoor event, such as a festival related to the district's businesses. In the meantime, it can be a place where residents and workers can get in a workout or throw a ball in their off-hours.

Creative Pioneers Private Guidelines

Site layout and frontages: Site design in the Creative Pioneers district has fewer formal expectations than in the rest of downtown. This flexibility allows for a mix of setbacks and building types to accommodate the different needs of makers, artisans, lofts, small industries, and producers. Any front setbacks should be treated to conceal parking lots and have an attractive appearance by using fencing and landscaping. While single-story buildings dominate today, higher density and upper-story housing or offices are welcome, especially along the larger avenues.

Architectural design: This district should have an authentic and creative mix of architectural styles. Unlike in the Center and Mixed Use Districts, buildings are not presumed to be limited by the character of neighboring structures nor should buildings necessarily overlook onto public streets instead of towards interior spaces. Wherever possible, vibrant color should be employed to reinforce the district's creative identity.

*“Hippie little sister,
arts, culture, business”*

*“I will meet you there
tonight”*



Public art, such as murals and large-scale sculptures.



Entertainment. Open spaces could include a semi-permanent food truck court with electrical hook ups.

11th Street Underpass

The 11th Street Underpass has been in development for multiple years to improve the experience of Moorhead residents and visitors by avoiding being stuck as trains pass, slow, and reverse direction.

Benefits

The proposed underpass, if funded and constructed, will significantly improve traffic movements by trenching the public right-of-way below two rail lines between 1st Avenue North and Main Avenue. The reduction of wait time will likely streamline access into and through downtown Moorhead. Improving access to downtown can function as an economic development driver by encouraging more time and money spent within the immediate area.

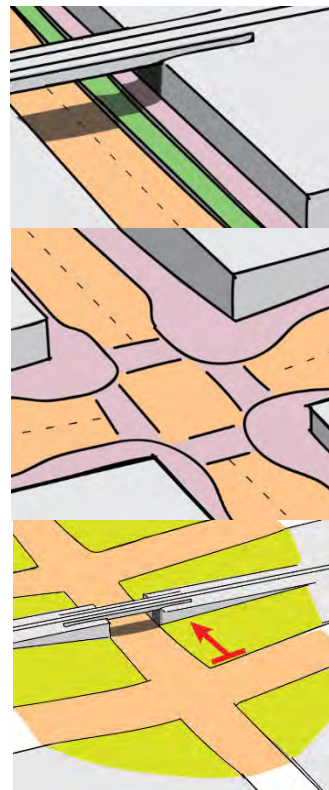
Detriments

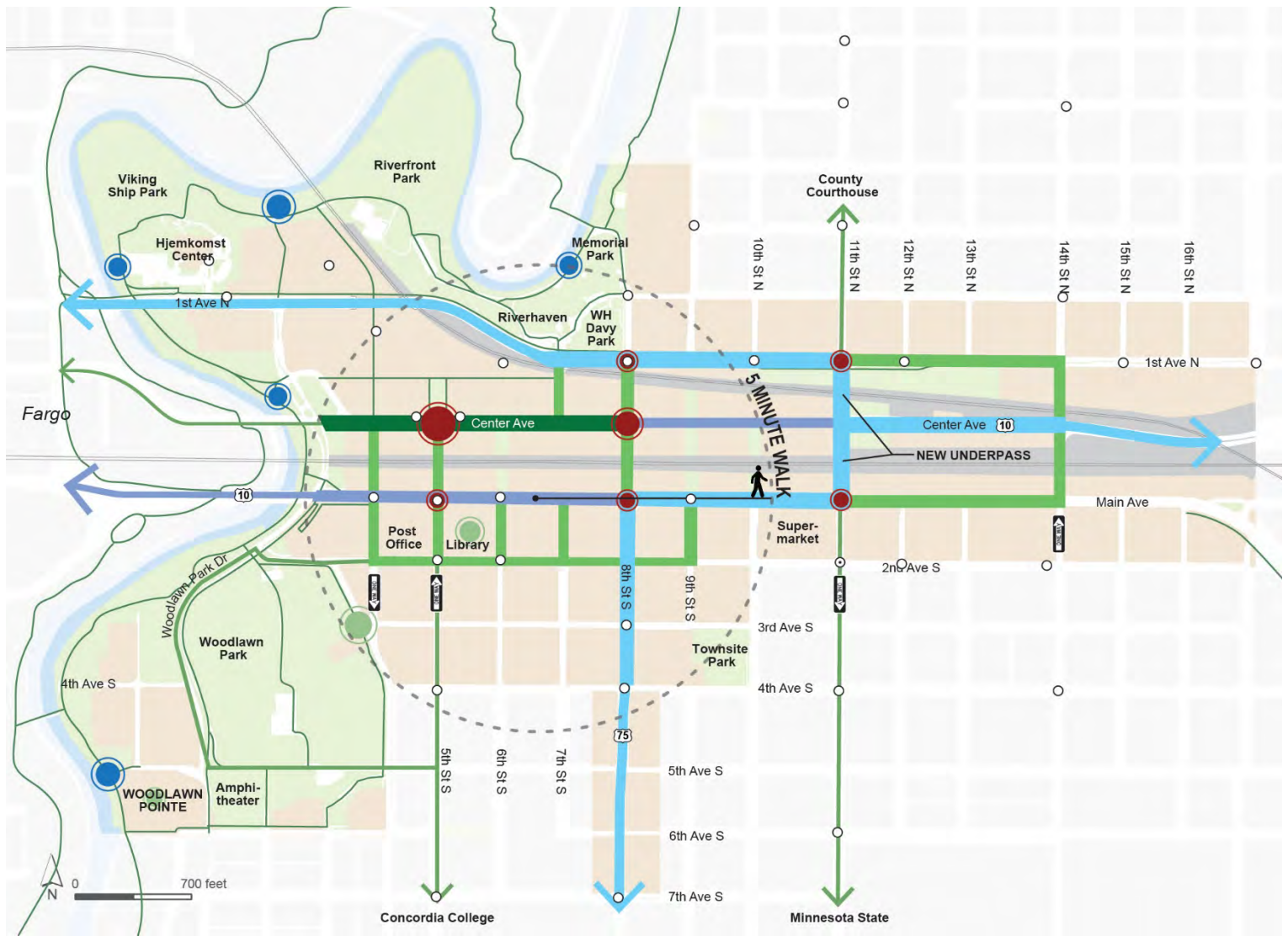
The 11th Street Underpass is an important street segment within the both the motor vehicle network and the walking and bicycling networks. As improvements are made to driving, the design should also consider how the investment can also positively impact walking and bicycling, such as by including physical barriers between the travel lanes and sidewalk, curb extensions to improve safety, pedestrian lighting, and other features that can create comfort for active modes of transportation. Encouragement of walking and biking through roadway and land use design is shown to increase use of those modes and serve as an economic development driver by supporting local access – a necessary component of supporting prevailing market trends.

Mitigations

The underpass design should consider the following mitigations where possible. There are several ways to streamline access for drivers while also creating an environment that encourages walking and biking through roadway and land use design.

- **Wide and protected walkways and bikeways** make people feel safe and comfortable outside of cars. Pedestrians and cyclists have different needs but both mode-users need to feel comfortable and safe. A wide path (>8') that is protected from fast moving traffic by physical buffer (curb, rail, bollards, etc.) encourages a wide range of ages and abilities to walk and bike.
- **Enhanced crossings** are important for infrastructure that encourages walking and biking. Minimizing the crossing distance at intersections both inspires a sense of safety for pedestrians and cyclists and encourages drivers to maintain an appropriate speed.
- **Retaining walls moved back from sidewalks.** Large retaining walls along the edge of the right-of-way would limit the ability for the area adjacent to the underpass to evolve with the city around it. By placing the retaining walls further from the public right-of-way, increased development opportunities could be preserved along the crucial 11th Street corridor and intersections of 1st Avenue North, Center Avenue, and Main Avenue. Further analysis is required to understand the economic feasibility of the added cost versus the long-term benefit to the city and the community.





Transportation Network

There are a variety of street types within the planning area, from higher volume State and Federal highways to lower volume city streets. The street types impact the development of each Character District, and each Character District impacts the design of the adjacent Street Types.

The following section provides additional detail regarding the pedestrian and bicycle infrastructure design guidelines per street segment within the planning area.

In addition to walking, biking, and private vehicle travel, there is an existing bus transit system that connects within Downtown Moorhead and to the region. MATBUS routes 1, 2, and 4 are present and generally run every 30 minutes, Monday through Saturday (LinkFM runs for events only).

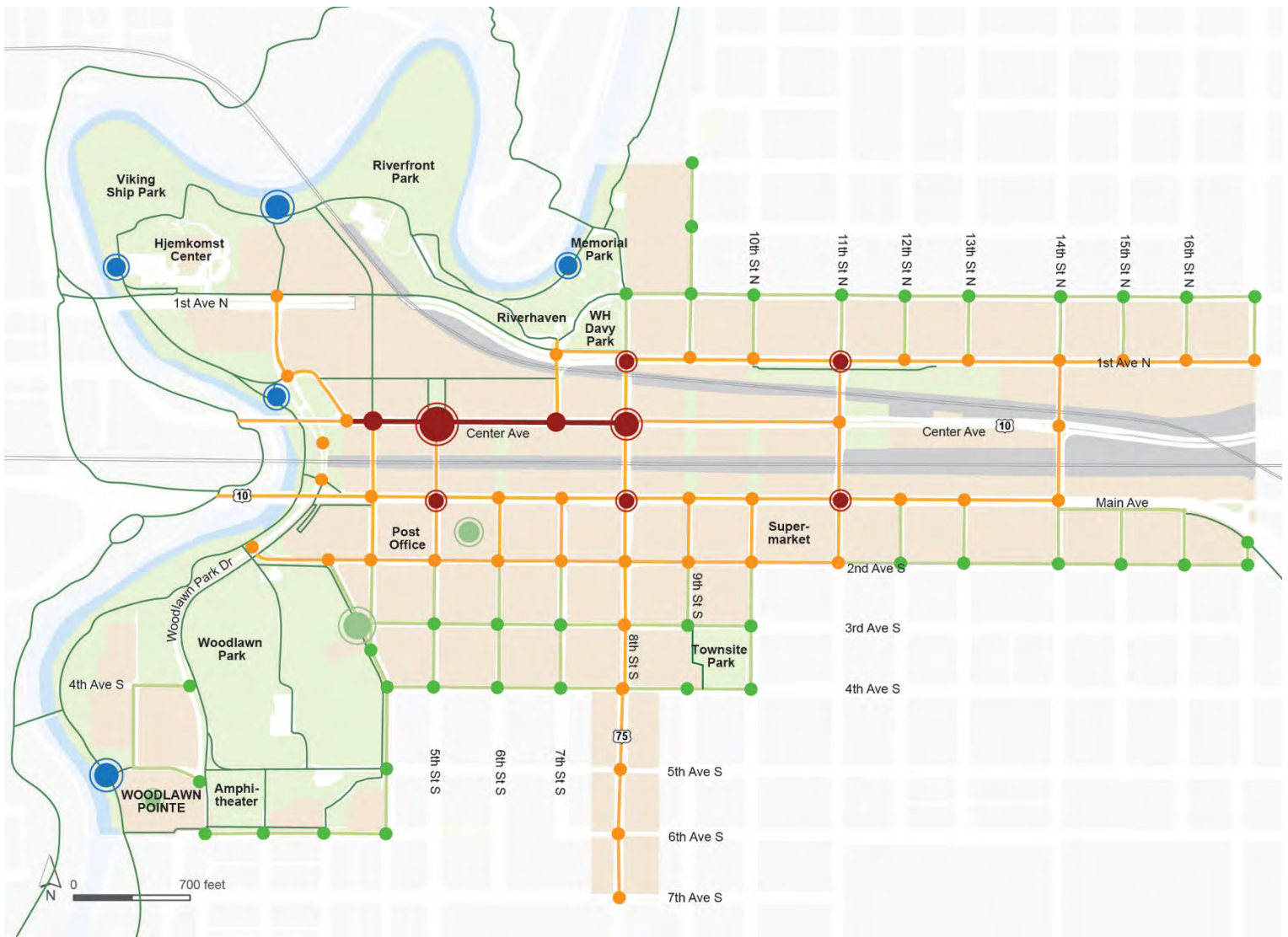
Street Types and Features

- Center Avenue Priority Zone
- Walking Streets and Off-street Trails
- Complete Streets
- Safe Vehicular Streets

- Transit stops

Open Space Types

- Placemaking Nodes
- Waterfront Nodes
- Activation Areas

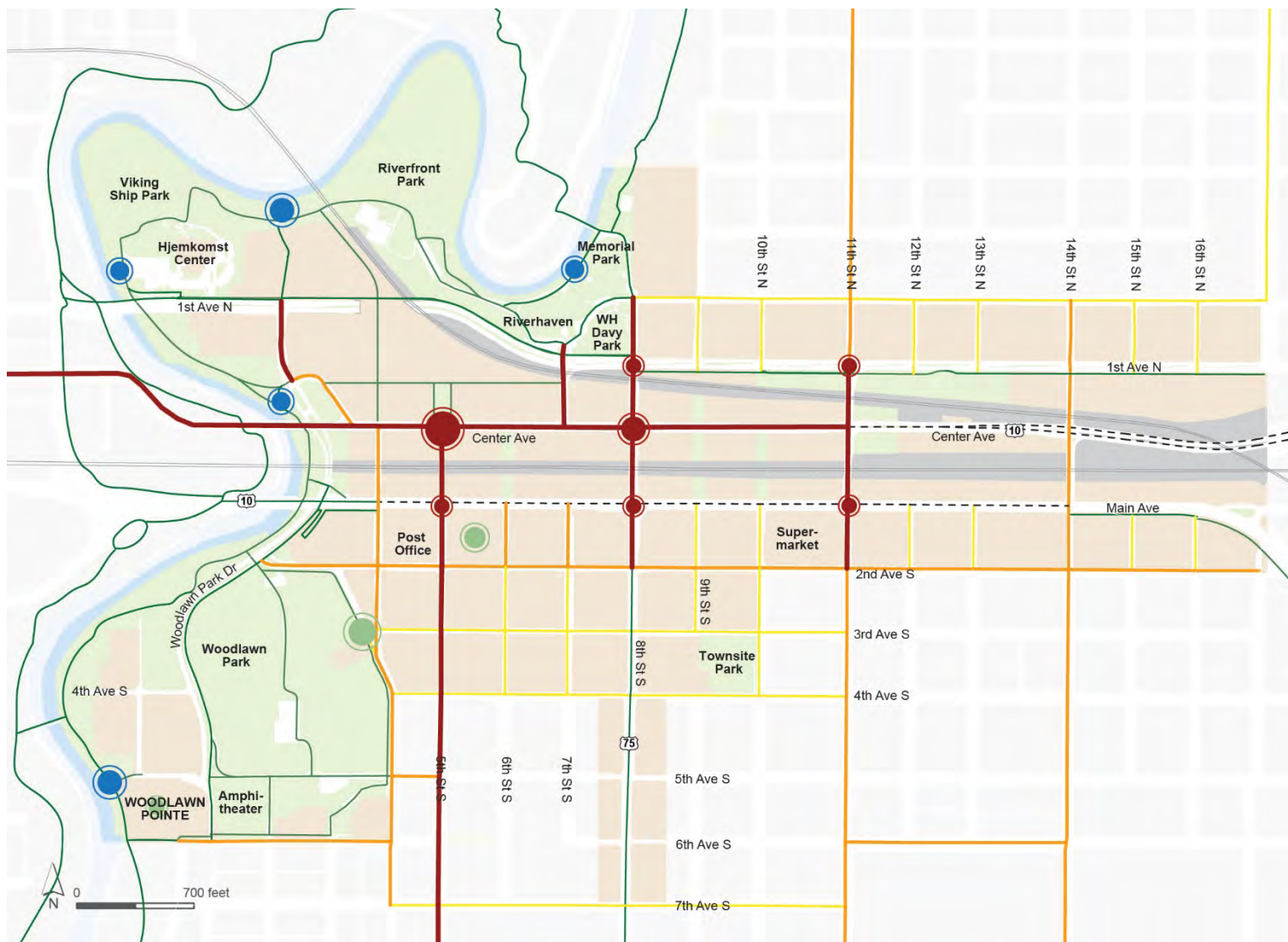


Pedestrian Routes

The transportation system begins with the pedestrian network because everyone becomes a pedestrian once they park their car or get off the bus. Pedestrian connections play an important role in supporting an active and vibrant Downtown community. They knit the neighborhood together, support health and wellness, and encourage a slower pace of free exploration for visitors to Downtown Moorhead. The corridors and routes indicated in the map should be further developed to support pedestrian activity.

Walking Street and Intersection Types

- **Premier walking street:** curbless street, pedestrian priority
- **Premier intersection:** minimized crossing distance coinciding with placemaking nodes
- **Enhanced walking street:** wide sidewalks, street trees
- **Enhanced intersection:** curb extensions, crosswalks, lights
- **Slow walking street:** sidewalks, street trees if possible
- **Slow intersection:** crosswalks
- **Off-street trail:** no motor vehicles
- **Waterfront Nodes** and ● **Activation Areas**

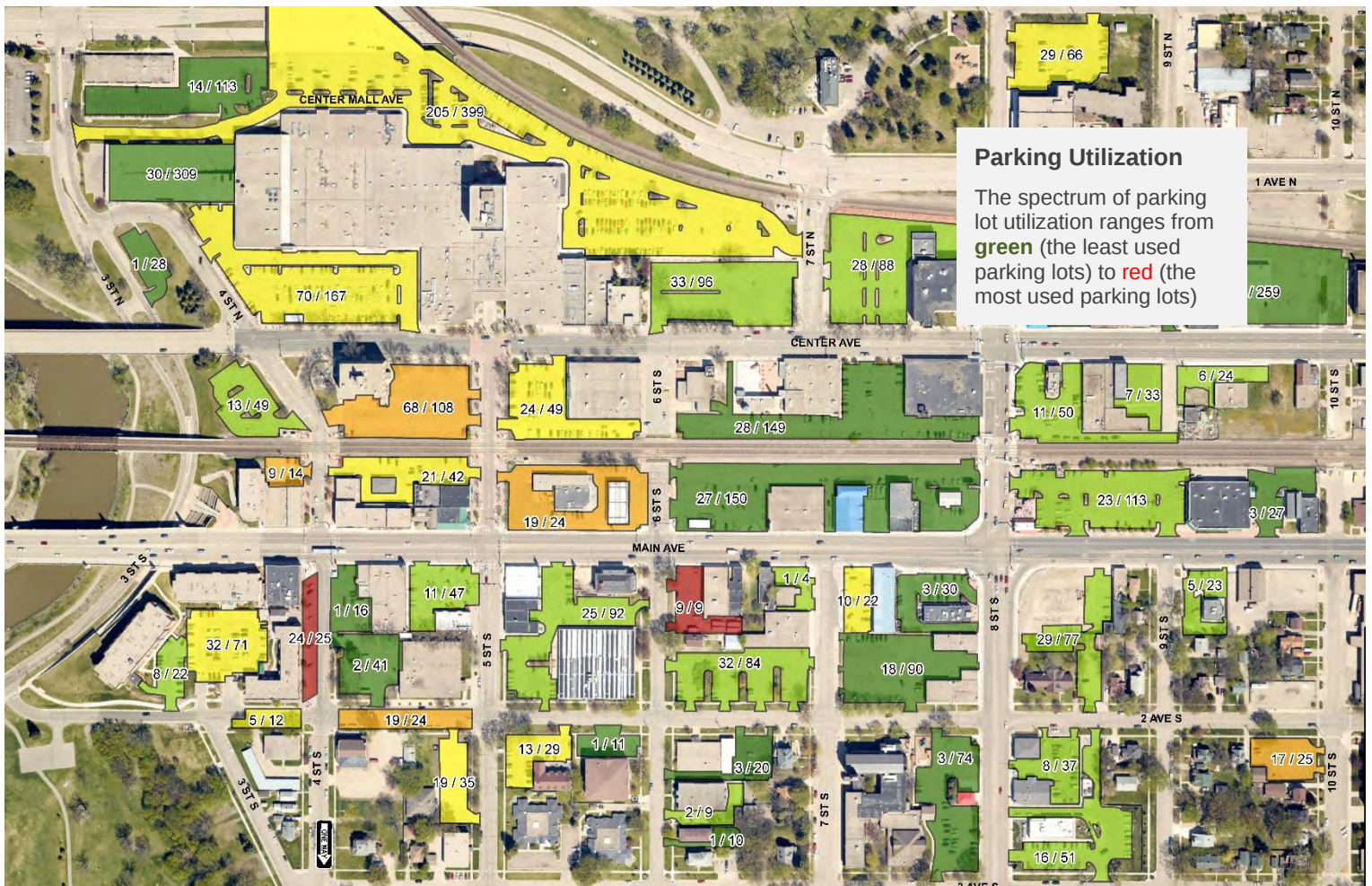


Bicycle Routes

The proposed bicycle routes create safe accessibility to destinations within the planning area and beyond, such as Fargo, Concordia College, and Minnesota State University. The area is already served by an off-street shared use paths along the riverfront, parts of Main Avenue, and in parks. To connect these trails to useful destinations, separated bike lanes, marked bike lanes, and shared roadway designations should be added to roads where indicated. The bicycle route classification follows guidance from the 2020 MnDOT Bicycle Facility Manual. Streets with the most available right-of-way and the heaviest expected bicycle traffic should have separated bike lanes. If less bicycle traffic is expected, or there is insufficient space for physical buffers, marked bike lanes may also be used. Shared roadways, bicycles in mixed traffic, should only be used on streets with slow vehicular speeds.

Bicycle route classifications from the 2020 MnDOT Bicycle Facility Manual

- Shared Use Path or Sidepath:** Bike lanes that are separated from roads altogether.
- Separated Bike Lane:** Protected lanes that are physically separated from traffic, ideally 8' wide with a buffer. May be downgraded to Bike Lane if space is constrained.
- Bike Lane:** Preferred space for bikes indicated with markings, typical width is 5-7', minimum width is 4'.
- Shared Roadway:** Bicycles are in mixed traffic on slower speed streets.
- Undesignated Roadway:** Bicycles can legally ride here, but these street segments are not recommended for bicyclists.



Parking Management

Parking management refers to a diverse set of strategies that result in more efficient use of parking resources.

Parking is abundant in off-street lots but confusing to visitors as to where they can park. Conversely, the lack of street parking on major roads like Center and Main Avenues creates a distinct suburban, drive-through character that undercuts downtown's vitality.

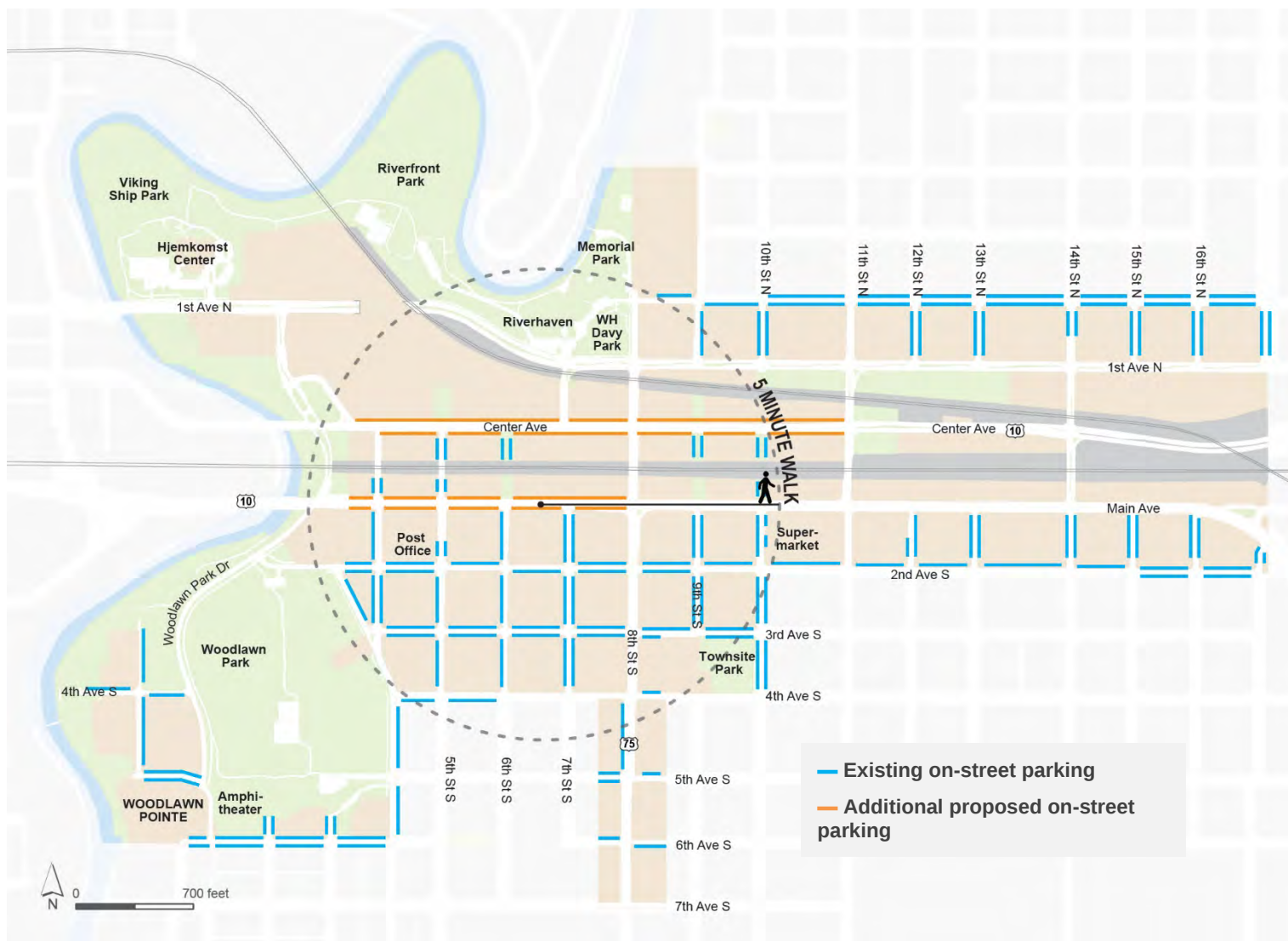
The City can use its current parking oversupply, together with a robust shared parking strategy, as a powerful tool for incentivizing investment in the compact critical mass of development necessary to support expanded downtown retail and active streets and public places.

Goals

1. Offer on-street parking in the heart of downtown to support short-term business parking and increase pedestrian safety and comfort on adjacent sidewalks.
2. Minimize the need to pay for expensive new structured parking necessary to support new mixed-use redevelopment.

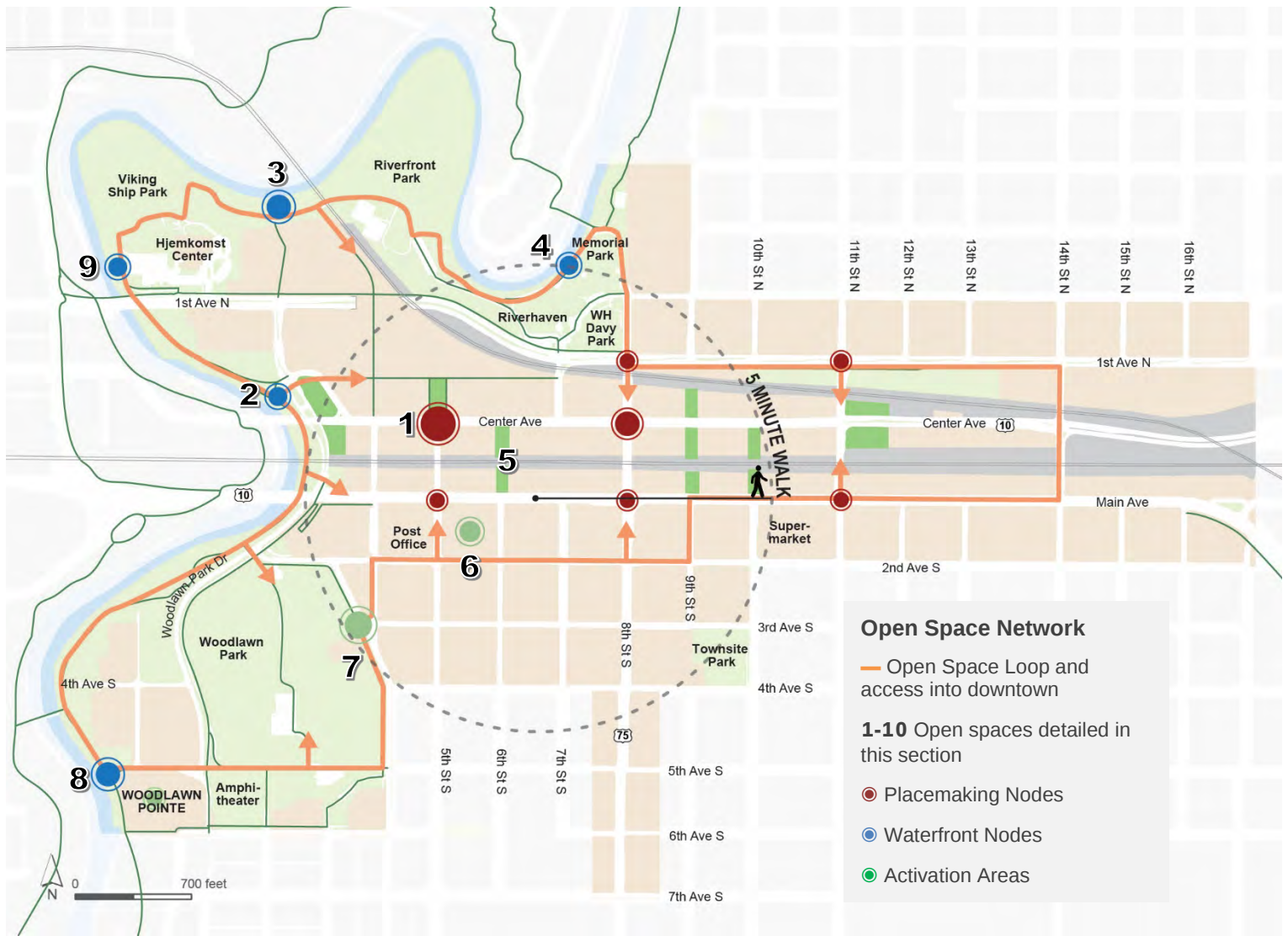
Responsibilities

- Infrastructure design is the responsibility of the City of Moorhead.
- Parking management may be a shared responsibility between DMI and the City of Moorhead based on goals implemented.



Critical Path to Parking Management Success

1. Formalize a set of district-wide parking principles to guide policies, investment, and management as downtown evolves.
2. Create on-street parking on Main and Center Avenues west of 11th Street.
3. Establish a downtown parking management entity utilizing Downtown Moorhead Inc. and/or designated City staff, or through the creation of a new Transportation Management Association or Parking Benefits District. Charge this entity with:
 - a. Promoting shared parking strategies by:
 - i. Work with property owners, developers, and/or tenants to secure shared parking agreements
 - ii. Prepare recommendations for the zoning code as necessary to allow shared parking
 - iii. Continue to document supply and utilization to provide a sound basis for, and public understanding of, downtown parking management and supply
 - iv. Develop educational materials for property owners and City staff on shared parking options
 - b. Developing and maintain a public-facing map to help people find parking that meets their needs.
 - c. Creating a signage and wayfinding plan to help those visiting by car to both find parking and then navigate from parking to various destinations on foot



Open Space Network

The public realm is a defining characteristic of any city. Downtown Moorhead is fortunate to have a wonderful waterfront, existing parks within the urban fabric, and opportunities to create new open spaces that can constitute a diverse set of amenities for residents and visitors. The open spaces detailed herein are recommended to keep human health as a top priority, including extensive tree canopy cover to ameliorate the urban heat island effect. The plan above also shows an Open Space Loop that connects encircles downtown and provides access from trail network into the city.

This section contains further details about 10 of the open spaces within the plan as well as additional design guidelines for the placemaking nodes and the waterfront nodes.



A new approach to the trailhead from the Mall that improves the connection between downtown and the river.

Open Space Details

Just as pedestrian connectivity encourages the exploration of the Downtown community, open spaces provide the 5-minute destinations that hold interest and engage pedestrians to linger and explore everything that Downtown Moorhead has to offer.

1. **Downtown Plaza.** As the heart of Downtown Moorhead, this space includes a programmed plaza, enhanced seating areas, and opportunities for large events which can be accomplished by closing a portion of 5th Street. To encourage year-round interest and activity within this site, winter programming may include winter festivals and ice sculptures. During the summer months, events such as farmers markets, street fairs, and performances will engage visitors and residents alike.



2. **Moorhead Mall Plaza.** This space is located at the western part of the Moorhead Mall parking ramp and provides an opportunity for outdoor art and historic relics that help tell the story of Downtown Moorhead. This node may include a small outdoor space highlighting an art piece—both elevating the downtown aesthetic as well as and providing a respite from Center Ave to the Riverfront Overlook. The lower park should be designed for easy cleaning after flood events.



3. **Riverfront Overlook.** This outdoor space serves as a reflection point and transition between the bustling activity of the urban core to the quiet calm of nature. Visitors to this space will enjoy views of the river and bask in the sounds of nature.
4. **Riverfront Node.** Just north of downtown and near RiverHaven events center, this node provides opportunity to connect the Center District with housing and neighborhoods on the north side of town. This node should pull visitors to the rivers edge and encourage movement into downtown via 7th Street.

5. **Railroad Parks.** Through the use of an under-utilized, dead-end street, this parklet could include lawn and plantings along Center Ave. As a terminus for the Center Ave Streetscape, the Railroad Park creates a link for the Pedestrian Streetscape on 10th St. and could incorporate interesting amenities for all ages, such as a playground feature.
6. **Library Parklet.** Serving the Moorhead Library and Rourke Art Museum, this important open space provides an opportunity for a small parklet with public art which could prominently feature artists from the vibrant Downtown Moorhead arts community. To encourage lingering of pedestrians and visitors to this space, outdoor seating would be comfortable and protected from the elements for visitors to the library and gallery.
7. **Woodlawn Park Entrance.** This park creates a northeast entrance to Woodlawn park, providing direct access to new and existing trails throughout the site. At street level, a playground and small parking may be provided for use, even during high river levels. This entrance is also envisioned as a key node along the enhanced Pedestrian Streetscape in the Downtown Mixed-Use District
8. **Woodlawn Pointe Park.** Located at the base of the downtown riverfront trail system, this open space is an opportunity to marry the best benefits of the riverfront with complementary future development on the Woodlawn Pointe site. It is envisioned as a place with both passive respites as well as recreational opportunities that best take advantage of its river location.
9. **Downtown Riverfront Plaza.** This space both embraces the activity of Center Ave and incorporates the natural elements of the natural environment found near the river. Leveraging key opportunities with private developments, this space overlooks the river and provides space for dining and social events. Additionally, activities such as kayaking and music events could be available to visitors during the daytime and activity in the plaza could continue into the evening with well-lit spaces to support food and beverage venues.

Placemaking Nodes

The placemaking nodes are the area's signature intersections that should be activity centers and orient visitors and residents. These intersections should be framed by buildings close to the street with active ground floor uses and streetscaping that encourages people to walk, including curb extensions and street trees.

Specific guidance on building and public space performance:

- Building façades should be at or near the property line wherever possible.
- Functional entries to the building should face the streets and be at the corner, when possible.
- Ground-level retail, service, and trade uses that face a public street or park should have clear glass on between 40% and 80% of their façades between 3 to 8 feet above grade.
- Sidewalks should be at least 6 feet wide (7 feet is preferred), have curb extensions at the intersection, and have street trees.



Buildings should “hold the corner” by building as close to the property line as possible and orienting more actively-used ground floors towards more actively-used public spaces at the intersection.

Waterfront Nodes

These are programmed areas along the Red River that provide amenities and stitch together disparate points to create compounding benefits for recreational experiences. Waterfront Nodes can include passive and temporary uses such as an amphitheater, an outdoor restaurant, and small boat rentals. Any structures and supporting infrastructure should be FEMA floodway compliant and designed to be easily maintained after a flood event.

Potential programming for primary nodes can include outdoor restaurant or food truck platforms, kayak and canoe rental, and a stage and/or amphitheater. Potential amenities for secondary nodes can include public restrooms, benches, drinking fountain, and waste receptacles.

Primary Waterfront Nodes

The Waterfront Nodes most critical to create connections between downtown and the Red River are those nearest the Moorhead Center District at Center Avenue and Main Avenue.

Center Avenue – this node is just north and below the Center Avenue Bridge, creating an entry-point to the linear riverside park from the Moorhead Center District. With a bridge above on one side and more expansive park on the other, this node creates a transition between the city center and river open spaces.

Hjemkomst Center – this node helps amplify the value of one of Moorhead's great assets by creating an entry-point between the Hjemkomst Center and the river.

Secondary Waterfront Nodes

Secondary nodes provide basic amenities that make it easier for people to spend time along the River. Perhaps less memorable than primary nodes, secondary nodes together create a series that make visits to the River comfortable and fun.

Memorial Park – this node provides an important link between the Moorhead Center District and the northside neighborhoods – including the high-density housing nearby.

- *Riverfront Park* – with the river curving around it on three sides, this node is further removed from the city and provides more of a wilderness feel. Amenities here help people spend time along the river without needing to retreat downtown.
- *Woodlawn Pointe* – this node provides a connection between the river and redevelopment and a segue between the public- and private-realm.



Amenities can promote active use of the waterfront

“Little lively river town, bold border”

“Unlimited potential but must take chances”

“Winter activities, quiet areas to study, family friendly”

CHAPTER IV

**Key initiatives
and
implementation**

KEY INITIATIVE 1

Placemaking Strategies



As a community that already has a strong history of valuing arts and culture, this plan proposes strategies that can be implemented from the first day the plan is adopted. Placemaking can transform downtown locations into fun and inviting community gathering events and locations. This high impact strategy builds interest in downtown, shows some immediate actions on the heels of this plan, and helps the community to see places in a renewed light.

Current examples are Frostival, Greater Moorhead Days, RiverArts, and events held at Hjemkomst. Future small-scale events can activate the street with food trucks, café seating, and a single musician. Special interest events are larger and might be markets, block parties, and live performances. Finally, large-scale events are geared toward the whole community and might feature large markets, fairs, annual gatherings, and signature city events.

Role in Achieving Downtown Master Plan Goals

This plan identifies downtown locations and opportunities for immediate placemaking:

1. Library and Rourke Art Museum Parking Lot – With current public and cultural uses on the block, and being publicly-owned, existing programming can spill outside to take over the parking lot. Types of events could include Family Events, Arts Events, and Local Makers Fair.
2. Moorhead Center Mall Plaza, US Bank Parking, and 400/500 Block of Center Avenue – The street can be temporarily closed in coordination with the nearby parking lot and plaza to create a large space for a street fair. Live performances can take place in the Center Mall Plaza with restrooms available in the mall. Types of events could include Craft Fairs and Street Dance. As a location for a future enhanced plaza, this space can be improved with café seating, live performances, and food trucks. Types of events could be Food Truck Lunch, Neighborhood Mixer, or Business Appreciation.
3. Memorial/W.H. Davy Park and Riverfront Park – The space is currently set up with restrooms, a gazebo, log cabin, horseshoe pit, and playground while highly accessible by bike. Types of events could include a farmers market, vendor events, family and kids' events, neighborhood gatherings, river events, and live performances.

Critical Path to Success

1. Evaluate the locations of existing events for how they can have more of a downtown presence.
2. Evaluate any permitting needs or barriers.
3. Conduct a feasibility analysis of adding outdoor components to existing at City-owned facilities.

Responsible Parties

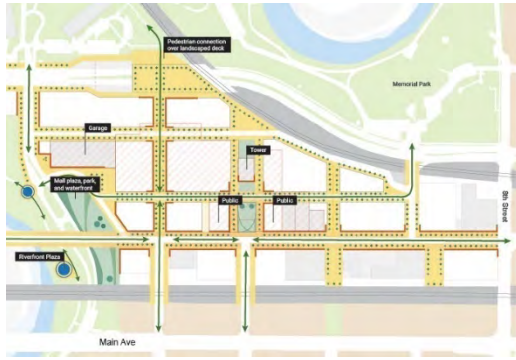
- Permitting, use of public facilities: City of Moorhead
- Partnerships: DMI, Moorhead Business Association

Funding Strategies

- Public Art: The Our Town Grant through the National Endowment for the Arts supports projects that integrate arts, culture, and design into activities that strengthen economic, physical, and/or social outcomes in a community. The grant can support arts festivals, performances, and public art.
- Engagement: AARP's Community Challenge Grant can be used to support civic engagement through innovative projects that bring residents and local leaders together. Nonprofits are also eligible for this grant if they can demonstrate a partnership with local government to solicit resident's input in helping to solve a pressing challenge.

KEY INITIATIVE 2

Moorhead Center Mall Strategies



In the heart of the Moorhead Center District, the Center Mall site is envisioned as the primary catalyst for revitalization across downtown. Implementation is, of course, complicated by a complex public/private ownership structure, the configuration of the existing buildings, the essential need to protect the interests of current tenants, physical constraints like the northerly rail corridor, and similar challenges. Nevertheless, the Mall's redevelopment represents an unparalleled opportunity for downtown—and the entire city. A critical mass of new mixed-use redevelopment will provide residents to support downtown retail and restaurants, connect downtown to its riverfront, and create an authentic new civic and social heart that attracts residents and visitors alike to downtown.

Role in Achieving Downtown Master Plan Goals

- Create a lively new downtown mixed-use district to anchor and catalyze broader downtown redevelopment.
- Create a new Downtown Square—a civic heart for the entire Moorhead community.
- Expand public access to the riverfront through a series of connections and Waterfront Nodes.

Critical Path to Success

1. Create a phased Planning and Urban Design Framework to guide redevelopment of this critical downtown site in a manner that achieves the City's goals and priorities articulated in this plan: (a) Focus initial development along Center Avenue, and (b) Introduce a grid of public streets and pedestrian connections that knits the site into the larger Downtown.
2. Develop a Public-Private Partnership strategy, together with an infrastructure plan and City capital budget, to support achieving the City's goals and priorities.
3. Amend the development agreement with the designated master developer, Roers, to incorporate planning and design guidance and requirements adopted by the City as part of this plan and a subsequent Urban Design Framework.
4. Confirm the ability to incorporate the Moorhead Public Library, City Hall, a Science Museum, and/or other significant cultural and civic uses into redevelopment—preferably grouped around the new Downtown Square.

Responsible Parties

- Development Agreements: City of Moorhead and DMI
- Public buildings, subdivision/zoning of land, and infrastructure: City of Moorhead

Funding Strategies

- Pre-Development: Determine if the site is competitive for a Brownfields Assessment or Cleanup Grant through the U.S. Environmental Protection Agency.
- Public facilities or infrastructure: The Minnesota Department of Education Library Construction Grant could fund new construction (or renovation) that results in a more accessible library in at the Mall.
- Redevelopment: The Redevelopment Grant Program can support demolition, adaptive reuse, or interim uses. The MN Department of Employment & Economic Development Small Cities Development Program through the can fund affordable housing and the Minnesota Housing Finance Agency's Workforce Housing Development Grant can fund market-rate rental housing. Business incubators can be funded through the Public Works & Economic Adjustment Assistance Program. DEED Contamination Cleanup Grant to aid in redevelopment.

KEY INITIATIVE 3

Woodlawn Pointe Strategies



Located between Woodlawn Park and the Red River, the City of Moorhead has been evaluating the site for reuse since the decommissioning and demolition of the former power plant. As a priority in this plan, the City is interested in issuing a Request for Qualifications (RFQ) to determine development interest that aligns with plan objectives. The preferred use is a combination of residential with ancillary retail or commercial space with public amenities that take advantage of the unique riverfront location. Western portions of the site are in a floodway which requires all buildings anywhere on the site to be protected through elevating the site or utilizing other proven methods.

Role in Achieving Downtown Master Plan Goals

- Add housing, within walking distance, to support downtown retail and vitality.
- Add café or similar public amenity along the riverfront.
- Expand public access to the riverfront.

Critical Path to Success

1. Build consensus on the City Council for site priorities coming out of the plan, including future uses that include both development and public amenities.
2. If directed by the Council, prepare and issue a Statement of City Goals and Priorities for Woodlawn Pointe's reuse (see draft RFQ in appendix).
3. If feasible, proactively rezone site consistent with the guidance in this plan. If not feasible, include intention to approve rezoning in Statement of City Goals and Priorities.
4. Determine specific public funding sources available, including those that can support the public amenities (capital and operations).

Responsible Parties

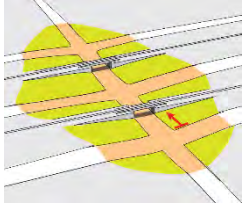
- Funding and partnerships: City of Moorhead, DMI
- Infrastructure and utilities: City of Moorhead
- Zoning: City of Moorhead

Funding Strategies

- Development: Only subsidize a development project if it meets goals as outlined in the draft RFQ. If affordable housing is the end use, evaluate the Small Cities Development Program through the MN Department of Employment & Economic Development to help pay for construction of new housing. If market-rate (or mixed-income) rental housing is the end use, the Workforce Housing Development Program through the Minnesota Housing Finance Agency can support project-specific costs if the resulting development serves employees of businesses in an eligible project area.
- Recreation amenities: The Outdoor Recreation Grant through the MN Department of Natural Resources can help fund construction of riverfront park amenities including a park shelter, observation location, and restroom facilities. This can also fund any proposed active outdoor sports facilities or canoe launch. If green infrastructure is part of the project, the Five Star and Urban Waters Restoration Program through the National Fish and Wildlife Foundation is an option if the process engages a diverse group of community partners.

KEY INITIATIVE 4

11th Street Underpass Strategies



The 11th Street Underpass has been in development for years as Moorhead residents and visitors experience significant waits for trains to pass, slow, and reverse direction. Motorists, cyclists, and pedestrians are required to wait, hindering downtown travel for all modes of transportation. The Underpass will remove physical and time impediments for moving through the corridor but, without special attention to its interaction with the rest of downtown, it can create unintended barriers east-west and for pedestrians in and around it.

Role in Achieving Downtown Master Plan Goals

- Ensure that the Underpass project does not create a major barrier dividing the Creative Pioneers District from the Center District.
- Create a mix of new downtown public spaces and redevelopment that lines public sidewalks to promote walkable connections between the Creative Pioneers District from the Center District.
- Take advantage of the Underpass project's potential to create a lively public art corridor.

Critical Path to Success

1. Work with the State to create an Underpass project that supports the letter and spirit of this downtown plan:
 - a. First preference—determine the cost-benefit feasibility of, and secure funding for, placing retaining walls as close to the rail corridors as possible (including special attention to earth relocation, integrity of railroad infrastructure, and drainage) to create the opportunity for a series of development sites and distinctive new public spaces with a dynamic public art corridor.
 - b. Second preference—introduce an innovative public art corridor, together with streetscape enhancements, to encourage a walkable connection between the Creative Pioneers District from the Center District. These could include but not be limited to wide and protected walkways and bikeways; bump-outs and enhanced crossings; active frontages with frequent windows and doors; and public art infrastructure.
2. Work with MnDOT to develop interesting and community-centric design features for the bridge elements.

Responsible Parties

- Infrastructure design and functionality: City of Moorhead, MnDOT
- Public art: City of Moorhead

Funding Strategies

- Infrastructure improvements: The base project will be supported through bonding as approved by the State Legislature in October 2020.
- Mobility improvements: AARP's Community Challenge Grant can support walkability and bikeability improvements above and beyond the State bonding allocation. This grant does not fund planning but instead the capital improvements required to improve connectivity.
- Aesthetic improvements: The Our Town Grant through the National Endowment for the Arts can fund public art as designed through the infrastructure project. Opportunities include the environment under proposed bridges, pedestrian or bicycle infrastructure, and retaining wall design, among others. This grant is an opportunity to bring together the arts community to creatively solve any negative externalities of this large infrastructure project such as dark areas, blank walls, and accessibility.
- Local, State, and regional art grants.

Funding Sources and Uses

Program Funding Agency	Purpose, Goals, Requirements	Eligible Applicants	Loan or Grant Maximum, Deadlines	Applicable Use of Funds
Woodlawn Point				
Outdoor Recreation Grant MN DNR	To increase and enhance outdoor recreation facilities in local and community parks.	Cities, counties, and townships.	Grant, 50% of eligible costs, up to \$250,000. Annually, typically the end of March.	Public amenities in the form of park / outdoor recreation. Other eligible uses include land acquisition for parks and trails.
Community Challenge AARP	To improve housing, transportation, public space, technology ("smart cities"), civic engagement and more.	Nonprofits, government entities, other types of organizations will be considered on a case-by-case basis.	Grants can range from several hundred dollars to several thousand or tens of thousands of dollars. Annually, May	Increase civic engagement Create vibrant public places Deliver transportation and mobility options Support housing availability "Smart Cities" programs
Our Town National Endowment for the Arts	Supports projects that integrate arts, culture, and design activities into efforts that strengthen communities by advancing local economic, physical, and/or social outcomes.	Partnerships required between governmental, nonprofit, and private sector leadership.	Grants range from \$25,000 - \$150,000 with 50% non-federal match required. Annual program, typically in August	Public amenities in the form of public art if the artist community is involved in the planning process. Other eligible uses include arts engagement: artist residency, arts festivals, community co-creation of art, performances, public art; cultural planning, creative asset mapping, design of cultural facilities, and artist and creative industry support.
Small Cities Development Program Minnesota Department of Employment & Economic Development	(1) Must benefit low-to moderate-income persons, eliminate slum & blight, or respond to urgent community threat (flood, tornado). (2) Must apply Federal Davis Bacon Wage Rates to construction activities	Cities < 50,000 residents and Counties < 200,000 residents	Grant; \$600,000 single-purpose; \$1.4 million 2+ activities Annual program, preapplications in November and final applications in February.	Public facilities (sewer, water, storm), housing construction or rehab if the project has affordable housing (multi- or single-family) as an end use.
Workforce Housing Development Program Minnesota Housing Finance Agency	To provide funds for the direct development of market rate residential rental properties to increase the availability of rental housing in Greater Minnesota.	Eligible applicants must be an eligible project area (generally small and medium sized cities in Greater Minnesota), be working with a developer, and have a viable proposal for the development of a Market Rate Residential Rental Property, which can include mixed income.	Funds will be awarded to recipients as grants or 0% interest deferred loans. Annual program; current solicitation open with deadline of 12:00 p.m. CST on Thursday, December 17, 2020	If multi-family, market-rate housing is an end use. Other eligible uses include Project-specific costs resulting in the direct development of market rate residential rental housing units within properties to serve employees of businesses located in the eligible project area or surrounding area.

Brownfields Assessment Grants U.S Environmental Protection Agency (EPA)	To empower states, communities, and other stakeholders to work together to prevent, assess, safely clean up, and sustainably reuse brownfields.	County, municipality, city, town, township, local public authority, school district, special district, intrastate district, council of governments, any other regional or interstate government entity, or any agency or instrumentality of a local government.	Grant up to \$300,000 for the City only or site specific. NO MATCH REQUIREMENT. Annual program, typically end of October.	If further assessment of the area is needed due to previous coal plant operations. Other eligible uses include Brownfield inventories, planning, environmental assessments, and community outreach.
Brownfields Cleanup Grants U.S Environmental Protection Agency (EPA)	To empower states, communities, and other stakeholders to work together to prevent, assess, safely clean up, and sustainably reuse brownfields.	County, municipality, city, town, township, local public authority, school district, special district, intrastate district, council of governments, any other regional or interstate government entity, or any agency or instrumentality of a local government.	Grant of up to \$500,000; 20% match required. Annual program, typically end of October.	If assessment shows further cleanup is needed. Other eligible uses include To carry out cleanup activities at brownfield sites. An applicant must own the site for which it is requesting funding.
Five Star and Urban Waters Restoration National Fish and Wildlife Foundation	Projects should address water quality issues in priority watersheds, i.e. erosion due to unstable streambanks, pollution from stormwater runoff, and degraded shorelines caused by development. The program focuses on the stewardship and restoration of coastal, wetland and riparian ecosystems across the country.	non-profit 501(c) organizations, state government agencies, local governments, municipal governments, Indian tribes and educational institutions	Grant, up to \$50,000, 1:1 match minimum required Annually, typically in January	For any improvements that might be needed along the riverfront due to development of this area. Other eligible uses include Ecological improvements may include one or more of the following: wetland, riparian, forest and coastal habitat restoration; wildlife conservation, community tree canopy enhancement, water quality monitoring and green infrastructure best management practices for managing run-off. Projects should also increase access to the benefits of nature, reduce the impact of environmental hazards and engage local communities, particularly underserved communities, in project planning, outreach and implementation.
Flood Mitigation Assistance (FMA) Grant Program Federal Emergency Management Agency (FEMA)	To implement measures to reduce/eliminate risk of severe repetitive flood damage/repetitive flood damage to buildings insured by the National Flood Insurance Program (NFIP)	State Governments, Native American Tribal Governments (Federally recognized), D.C., US Territories. (Local government must apply through state.)	\$160M total available, no ceiling or floor listed, but 120 expected awards Just started new funding round, closes on 1/31/2021; deadline for including in MN's plan already passed. Can position for next round, fall 2021.	For any flood / hazard mitigation elements of the development. Other eligible uses include Community flood mitigation activities (Flood mitigation design, development of community flood mitigation projects) to reduce NFIP flood claim payments; technical assistance/mitigation projects reducing risk to severe repetitive loss/repetitive loss properties

Building Resilient Infrastructure and Communities (BRIC) Program Federal Emergency Management Agency (FEMA)	Oriented around pre-disaster mitigation	State Governments, Native American Tribal Governments (Federally recognized), D.C., US Territories. (Local government must apply through state.)	\$160M total available, no ceiling or floor listed, but 120 expected awards Just started new funding round, closes on 1/31/2021; deadline for including in MN's plan already passed. Can position for next round, fall 2021.	For any flood / hazard mitigation elements of the development. Other eligible uses include Community flood mitigation activities (Flood mitigation design, development of community flood mitigation projects) to reduce NFIP flood claim payments; technical assistance/mitigation planning/mitigation projects reducing risk to severe repetitive loss/repetitive loss properties
Resilient Communities Program National Fish and Wildlife Foundation	To help communities prepare, strengthen and bounce back more quickly after a disaster. Funding priorities for this program include floods and droughts in the Mid-West.	Non-profit 501(c) organizations, local governments, state government agencies and federally recognized tribes in the US	\$3 M total available per year Grants range \$100,000 - \$500,000 Recurring, typically in February	For any flood / hazard mitigation elements of the development. Other eligible uses include conservation projects that help prepare for fire, floods, droughts and/or sea-level rise nationwide, invasive species management, stream buffer enhancements, community capacity building and demonstration projects, and adaptation focused on affordable housing and small businesses.
Center Mall Redevelopment				
Redevelopment Grant Program Minnesota Department of Employment & Economic Development	To help communities with the costs of redeveloping blighted industrial, residential, or commercial sites and putting land back into productive use.	Statutory or home rule charter cities, economic development authorities, housing and redevelopment authorities, counties, or port authorities.	Grant for up to 50% of eligible project costs; no maximum dollar amount but dependent on their available funding and applications received. Twice per year in February and August.	For public elements of the overall redevelopment of the area (parking, infrastructure, etc.). Other eligible uses include Land acquisition, demolition, infrastructure improvements, soil stabilization when in-fill is required, ponding or other environmental infrastructure and adaptive reuse of buildings, including remedial activities at sites where a subsequent redevelopment will occur.
Small Cities Development Program Minnesota Department of Employment & Economic Development	1) Must benefit low-to moderate-income persons, eliminate slum & blight, or respond to urgent community threat (flood, tornado) 2) Must apply Federal Davis Bacon Wage Rates to construction activities	Cities < 50,000 residents and Counties < 200,000 residents	Grant; \$600,000 single-purpose; \$1.4 million 2+ activities Annual program, preapplications in November and final applications in February.	Demolition and/or rehabilitation of the mall building under the "slum and blight" federal objective. Could also be used for Center Avenue amenities. Other eligible uses include Public Facilities (sewer, water, storm); Housing & Commercial Rehab; New Housing Construction
Brownfields Assessment Grants U.S Environmental Protection Agency (EPA)	To empower states, communities, and other stakeholders to work together to prevent, assess, safely clean up, and sustainably reuse brownfields.	County, municipality, city, town, township, local public authority, school district, special district, intrastate district, council of governments, any other regional or interstate government entity, or any agency or instrumentality of a local government.	Grant up to \$300,000 for the City only or site specific. NO MATCH REQUIREMENT Annual program, typically end of October.	If known or suspected contamination exists in the area. Other eligible uses include Brownfield inventories, planning, environmental assessments, and community outreach.

Brownfields Cleanup Grants U.S Environmental Protection Agency (EPA)	To empower states, communities, and other stakeholders to work together to prevent, assess, safely clean up, and sustainably reuse brownfields.	County, municipality, city, town, township, local public authority, school district, special district, intrastate district, council of governments, any other regional or interstate government entity, or any agency or instrumentality of a local government.	Grant of up to \$500,000; 20% match required. Annual program, typically end of October.	If assessment shows cleanup is needed. Other eligible uses include to carry out cleanup activities at brownfield sites. An applicant must own the site for which it is requesting funding.
Public Works & Economic Adjustment Assistance Program US Economic Development Administration	Provides grants to economically distressed areas for public works projects that: promote economic development; create long-term jobs; and/or benefit low-income persons or the long-term unemployed.	States, cities, counties; Indian tribes; the Federated States of Micronesia; the Republic of the Marshall Islands; commonwealths and territories of the United States; and private or public nonprofits representing a redevelopment area or a designated economic development center.	50% of total project costs, up to \$3,000,000 Year-round rolling basis	If the City elects not to pursue this program for Center Avenue reconstruction, this project would be another option for the City. Other eligible uses include Construction of key public infrastructure, such as technology-based facilities that utilize distance learning networks, smart rooms, and smart buildings; multitenant manufacturing; business incubator facilities; skill-training facilities and other facilities
Library Construction Grant Minnesota Department of Education	For renovation, construction, and improvement projects that result in more accessible library facilities.	Regional public library systems, regional library districts, cities, and counties operating libraries	Grants up to \$1,000,000 or 50 percent of the approved costs. Program was recently funding by the Capital Bonding Bill; awaiting new grant deadlines.	For the library portion of the Civic Square. Other eligible uses include removing architectural barriers from a library building or site, remediating conditions hazardous to health or safety, renovate or expand an existing building for use as a library; or construction of a new library.
11th Street Underpass				
Community Challenge AARP	To improve housing, transportation, public space, technology ("smart cities"), civic engagement and more.	Nonprofits, government entities, other types of organizations will be considered on a case-by-case basis.	Grants can range from several hundred dollars to several thousand or tens of thousands of dollars. Annually, May	For mobility considerations of the Underpass.
Our Town National Endowment for the Arts	Supports projects that integrate arts, culture, and design activities into efforts that strengthen communities by advancing local economic, physical, and/or social outcomes.	Partnerships required between governmental, nonprofit, and private sector leadership.	Grants range from \$25,000 - \$150,000 with 50% non-federal match required. Annual program, typically in August	Public amenities in the form of public art if the artist community is involved in the planning process.

Small Cities Development Program Minnesota Department of Employment & Economic Development	(1) Must benefit low-to moderate-income persons, eliminate slum & blight, or respond to urgent community threat (flood, tornado). (2) Must apply Federal Davis Bacon Wage Rates to construction activities	Cities < 50,000 residents and Counties < 200,000 residents	Grant; \$600,000 single-purpose; \$1.4 million 2+ activities Annual program, preapplications in November and final applications in February.	Can be used for streetscaping / other public amenities portions of the Underpass.
Accelerating Innovative Mobility (AIM) Challenge Grants Federal Transit Administration	To foster innovative transit technologies, practices and solutions that incentivize travelers to choose public transportation, promote economic development in communities, and enhance public/private partnerships to improve personal mobility.	Providers of public transportation, including public transportation agencies, state/local government DOTs, and federally recognized Indian tribes.	There is no minimum or maximum grant award amount; but amount of Federal share capped at 80%. \$11 million was total available in FY 2019. Last round closed April 17, 2020; anticipate the next round opening February / March 2021	Innovation and mobility related to the Underpass. Projects that demonstrate innovative technologies, applications, practices, and/or service models that can lead to more efficient public transportation service, better mobility for individuals, and enhance the overall rider experience, with special emphases on innovative service delivery models, creative financing, novel partnerships and integrated payment solutions.
Transportation Alternatives Minnesota Department of Transportation	Provides program funding for transportation alternatives (TA). These set-aside funds include all projects and activities that were previously eligible under TAP, encompassing a variety of smaller-scale transportation projects such as pedestrian and bicycle facilities, recreational trails, safe routes to school projects, community improvements such as historic preservation and vegetation management, and environmental mitigation related to stormwater and habitat connectivity.	Must be an entity eligible to receive federal TA funding. Eligible applicants are: a local government, a regional transportation authority, a transit agency, a natural resource or public land agency, a school district, local education agency, or school, a tribal government, a nonprofit entity responsible for the administration of local transportation safety programs. or any other local or regional governmental entity with responsibility for, or oversight of, transportation or recreational trails.	Up to 80% of eligible construction costs; no maximum amount listed but impacted by amount of funding. Annual program with letters of interest typically due the end of October and final applications due early January. Awards announced in April.	For the non-motorized portions of the Underpass, i.e. sidewalks, trails signals and lighting.