



EARLY ENGAGEMENT & URBAN DESIGN REPORT

Purpose

University Drive and 10th Street Corridor has long been a site of diverse uses and priorities. After their designation as State Route 81, the streets were converted to a one-way pair to improve traffic flow in 1969. Today, recent plans including the Downtown Fargo In Focus Plan, Regional Transportation Plan, and Core Neighborhoods Plan identify these streets as central to the movement of people to and through the Downtown area. Issues identified in these plans include high crash rates and frequent mention of speeding cars and unsafe or unpleasant conditions for pedestrians and cyclists, particularly at intersections in the central area.

The idea of conversion of University and 10th Street to two-way traffic has been the subject of public discussion for many years, the potential design configurations and implications on traffic, circulation, and development potential - particularly in the core area- have not been previously studied in this level of detail.

This “Visioning” phase of public engagement was an effort to restart and re-frame discussion around these two corridors agnostic of lane configuration. The **Visioning phase** was designed around the following outcomes:

1. *Inform the public that the University and 10th Street Corridor Study is underway, and provide a clear explanation of the goals and scope of this study.*
2. *Understand and document opportunities and issues raised by each stakeholder group related to the corridor overall and the areas with which they are most familiar.*
3. *Identify information the public would like to see accompanying design configurations shared later in the process, in order to feel informed to evaluate those alternatives.*

This Visioning phase also engaged a variety of stakeholders representing voices of the business, development, and real-estate communities, as well as public officials in **interviews** in order to:

- » *Understand how changes to the street may or may not impact existing and future businesses, particularly in the central core.*
- » *Understand how the design and function of these streets may impact the future development potential of the corridor, particularly in the central core.*

Between May and September 2022, Interface Studio conducted a series of engagement tasks and deployed engagement tools to gather input from general public and different stakeholder groups along the corridor, including: residents, business owners, developers, commuters, students, institutions, city planning staff, transportation managers, and more, to determine how the streets currently function, and could function in the future, given the surrounding neighborhood fabric and land use. These tasks and tools included the following:

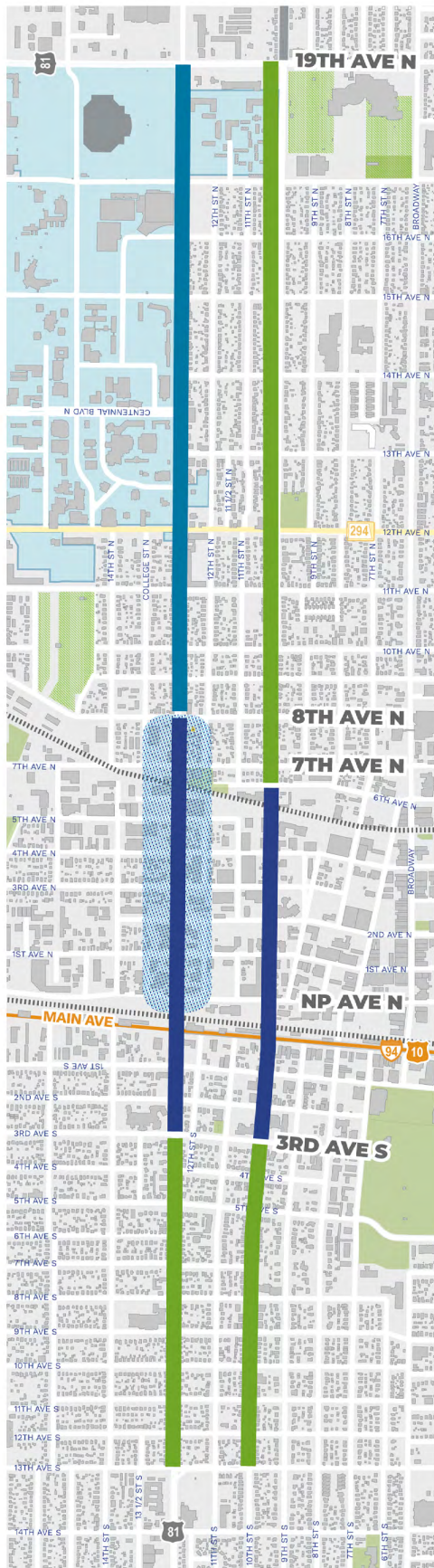
- » Postcard mailers with project information and invitation to survey mailed to 6,435 households in neighborhoods surrounding the corridor
- » Public survey hosted on SurveyMonkey with 395 responses. Included in the survey were a series of open comment prompts around a theme, to which survey respondents provided over 1,701 short-answer responses.
- » Digital collaborative map hosted on the MetroCOG project site, which invited visitors to add concerns and ideas tied to geographic points (also with the ability to reply to other comments), with 101 comments as of Aug. 31, 2022. This tool will remain open for input until early 2023.
- » Three (3) 1-hour virtual focus groups were moderated by Interface Studio for North, Central, and South neighborhood areas of the corridor. These events received 33 RSVPs and 19 attendees.
- » Project-dedicated phone (text and call) and email channels were established which received 9 messages as of September 16, 2022.
- » Social media posts on Nextdoor, Facebook, Instagram, and Twitter informing the public of the project survey, collaborative map, and neighborhood focus groups.
- » One-on-one interviews with 11 selected stakeholders at the request of the SRC.

Interface Studio also conducted 3 days of “door knocking” along the corridor during the month of July to distribute project information and engage in informal conversations with residents, employees, and business owners. With assistance from MetroCOG staff, the project team initiated contact with every single property fronting or immediately adjacent to University Drive and 10th Street within the study area. This included over 600 residences and 60 businesses visited; conversations with 60 residents and 30 business owners and employees.

Executive Summary of Key Findings

For the majority of stakeholders, improving University and 10th means increasing safety and lessening confusion on the street, while maintaining aspects that work well to move people and goods North and South. The most frequent sentiments received during the Visioning phase of engagement are summarized below.

- **“It’s fast” / “Stop the speeding” / “stop the drag racing”:** Across all areas and stakeholder groups, speeding and drag racing were a top concern. These comments were often followed by a request for additional law enforcement or installation of speed control devices or cameras. Many stakeholders who expressed a desire to enforce the speed limit, also expressed a desire to maintain efficiency for their typical commute. Drag-racing was often the first complaint offered by residents, employees, and business owners. Those noted experiencing drag racing, called issue to not only the safety conditions for those crossing or walking along the street, but also the noise pollution and exhaust smells caused by the vehicles. Stakeholders experience these issues not just at night, but all times of day.
- **“Is this about converting to two-way?”:** Regardless of how the conversation began, discussion about University and 10th eventually resulted in a stakeholder expressing a preference for or against one-way to two-way conversion. These conversations were often founded in assumptions about the impacts of conversion that may or may not be accurate (widening the street, loss of parkway or trees, traffic congestion, etc). These assumptions are documented on page 20 and should be addressed directly in the next phase of public engagement as design alternatives are explored.
- **“I’ve seen accidents happen...”:** Regardless of the location, most stakeholders have witnessed accidents or near-misses along the corridor. Many shared stories of cars driving the wrong direction on the street.
- **“It gets you where you need to go”:** Many individuals see value in the functional role these streets facilitate efficient cross-town movement, and view University and 10th Street as fundamentally different from other streets in the grid. Many expressed the sentiment that the streets seem to function well today and did not see value in making changes, particularly big changes.
- **“Whatever happens, it has to work for events too”:** A majority of stakeholders recognize that University plays a critical role in moving people to and from major events. This sentiment was obviously strongest from stakeholders living or working in the North section near NDSU.
- **“I’d rather bike on a side street”:** Regardless of the location along the corridor, stakeholders expressed that University and 10th are not preferred bike routes. Individuals who bike cited aggressive drivers, speeding, and lack of other cyclists as primary reasons.
- **“We have these big, beautiful trees”:** [North and South Neighborhoods] Residents in both the North and South corridor areas expressed appreciation for the mature trees and greenery in those areas. Design changes that impact the width of the parkways are likely to receive significant pushback from residents.
- **“The West side of Downtown won’t “pop” until something changes”:** [Central Area Specific] Particularly crossing Downtown, there is general agreement that 10th Street feels like the far western edge of what feels like “Downtown”. Some attribute this to the quality of the street; others to the shift toward auto-oriented land uses at this point. For stakeholders in commercial and residential development, brokers and owners, there is a sentiment that changing the character of these streets will be key to realizing the development potential west of the Downtown Core.
- **“This feels different”:** Stakeholders engaged in focus groups, intercept meetings, door knocking, or otherwise in real time conversation with the project team expressed appreciation for the thoughtful upfront engagement and interest in staying involved in the process.



Summary of Segment Potential and Vision

Fargoans acknowledge that University and 10th, today, play a different role in the street network than other streets in the grid. Although people expect the traffic along these streets to move more quickly and efficiently than adjacent streets, there is consensus that speeding and unsafe conditions for people crossing the street need to be addressed if any improvements are made. Colors refer to sections below: Central Area (navy blue), NDSU area along University Drive (light blue), Residential areas (green).

CENTRAL AREA VISION

University Drive and 10th Street from approximately 2nd Ave S to 7th Ave N

Most businesses currently fronting University and 10th in the central area are either auto-oriented or destination retail or office. Given the proximity to the Downtown Core and the desirability of those parcels carrying zoning incentives offered by parcels located in the DMU, there is likely to be significant redevelopment pressure on this area to convert to a higher-density mixed-use urban form. This shift is already taking place. The majority of stakeholders agree that today the character of University Drive and 10th Street in the Central area is not consistent with the Downtown core.

If the Central Area is to realize its potential as an extension of the Downtown core - with respect to commercial and residential density and character - the quality of University and 10th Streets today must change to better suit this mixed-use vision.

In the future, one might envision these streets with:

- Generous and contiguous sidewalks and pedestrian-scale lighting
- Signalized intersections with pedestrian safety infrastructure
- On-street parking where possible
- Slower vehicle speeds
- Reduced number of curb cuts disrupting the pedestrian path
- Elevated edge landscaping and street trees more similar to Downtown Core
- Building positioning and design that engages the street

NORTH SEGMENT NEAR NDSU

University Drive from 19th Avenue North to 8th Avenue North

Prevailing plans and current land ownership suggest that **University Drive north of 8th Street North will continue a slower evolution toward mid-density residential redevelopment with mixed-use blocks radiating from existing commercial nodes at 7th Street North and 12th Avenue North.** Additional density along these blocks will further reinforce the need for University Drive to serve as a

NORTH SEGMENT NEAR NDSU (CONT'D)

transit corridor between NDSU/Fargodome and the Downtown Core. Potential renovation of the Fargodome will play a critical role in the evolution of this corridor, as the expansion of Fargodome functions will necessitate additional multi-modal connectivity and traffic management around major events.

In the future, one might envision these streets with:

- **A multimodal streetscape with robust accommodations for cyclists, pedestrians, and transit**
- **Additional crossing opportunities to create safer midblock pedestrian connections**
- **Green edges and tree canopy to provide a buffer for residential properties**
- **Active management and safety enforcement of event-related traffic and parking**
- **Well-maintained intersections and pedestrian crossing infrastructure at all times of year**

NORTH AND SOUTH SEGMENTS ALONG 10TH STREET AND UNIVERSITY SOUTH

10 Street from 19th Avenue North to 7th Avenue North; University Drive and 10th Street south of 3rd Avenue South

Residents living in the North and South areas envision a future where these streets are quieter, and safer, and maintain or enhance the residential qualities of the broader context. Concerns about potential negative effects on things that create that character (mature trees, parkway, residential uses) were strongly expressed and would be considered counter to the community vision. Residents and Institutional stakeholders in these areas recognize the need for these streets to carry more traffic than their parallels in the grid, but feel strongly that the design and engineering solutions must preserve the residential character and quality of the adjoining blocks.

In the future, one might envision these streets with:

- **Mature trees and greenery consistent**
- **Pedestrian safety and speed reduction infrastructure implemented where possible**
- **Well-maintained intersections and pedestrian crossing infrastructure at all times of year**
- **Slower vehicle speeds**

One word to describe the Uni|10 Corridor today?

Quick Speeding Ok way Functional one ways
 Fast Loud Fine Narrow Busy cars
 Efficient Potholes Good Easy
 Convenient noisy Great Leave alone
 Perfect Essential Adequate Useful Dangerous

One word to describe the Uni|10 Corridor tomorrow?

corridor Bikes Welcoming Easy live travel Unchanged
 slower Improved Calm Residential Better Flow Smooth
 Efficient streets Safe one ways less traffic
 Fast Quiet Green Convenient

SURVEY DATA

Prepared by Interface Studio 8/22

Land Use and Urban Design Key Takeaways

Four existing plans informed the analysis of development potential along the Corridor, the Fargo InFocus Downtown Plan, Fargo Core Neighborhoods Plan, Transportation Plan, and the NDSU Campus Facilities Master Plan. These plans provided a grounding of development and density ambition identified for different sub-geographies along the corridor which has already been vetted by community members and City leaders as part of the engagement for each aforementioned plan. A summary of key takeaways from these plans was overlaid with information gleaned from stakeholders representing property-ownership and development interest in and around Downtown, as well as NDSU Facilities and FargoDome leadership. The findings below and map on the page that follows illustrate some of the critical takeaways from each plan, as well as stakeholder insights that should influence the Vision for future character and land form along each street as they cross through Fargo's neighborhoods and Downtown.

- **Density should increase as you approach the DMU.** *Currently, outside of the Downtown Mixed Use (DMU) zone, there are commercial zones that allow housing only as a conditional use. The Downtown Plan recommended that commercial areas along University, west of Downtown, and near Island Park and Main should be rezoned to allow, by right, a greater range of housing types and densities to enabling the construction of multi-family or townhouse development types.*
- **Core Neighborhood Plans maintain single-family use for many blocks to the North and South.** *Many residents of the neighborhoods to the North and South expressed a strong desire to maintain the residential character and mature trees within their neighborhoods. This sentiment is reflected in the Core Neighborhoods Future Land Use maps for these areas. Although the Core Neighborhoods and Downtown Plan recommend many land use or zoning changes that invite higher-density redevelopment, the Core Neighborhoods Plan retains single-family residential designation of blocks along 10th Street N, north of 8th Avenue N, and both streets south of 3rd Avenue S. Notably, University Drive north of 7th Avenue N shifts to multi-family in the Future Land Use proposed for the Roosevelt Neighborhood, continuing to the west.*
- **NDSU Students will continue to live as close to campus as possible.** *Many properties fronting University Drive are owned by NDSU, Alumni or Greek organizations or are otherwise student-focused in design or use. This is most prevalent near the University and 12th Avenue N intersection. NDSU students are likely to continue pursuing housing immediately adjacent to campus as single- or multi-family properties become available. The University has no current plans to further redevelop along University Drive. Recent development along this campus edge reinforces the feeling that University Drive along this segment is actually a part of the campus itself. Much of the property facing NDSU along University Drive is controlled by NDSU Alumni or Greek organizations. As the need for student housing or other campus functions increases, these parcels are likely to be redeveloped. If developed as housing, the redevelopment is likely to take the form of higher density and mixed use buildings, which will make this segment feel less characteristically residential.*
- **Plans agree that 7th Avenue N at University is a node that should continue to grow.** *The Downtown and Core Neighborhoods Plans agree that the area around the intersection of 7th Avenue North and University Drive - where Fargo Brewing, Family Fare Supermarket and 701 Eateries are located - should continue to expand into a Mixed Use Neighborhood Commercial node reaching north, west, and southwest from the intersection. The co-location of several destination food and beverage, entertainment, and personal services in this area and the higher density residential development to the southeast will mutually benefit most if connections for people walking, biking, and driving also continue to improve. Today, the railway underpass is a particular pain point for people walking or biking in the area.*

FARGODOME EXPANSION

University Drive plays a critical role in the flow of vehicles and people to Fargodome events. The Fargodome is currently studying an expansion of its permanent seating and possibility of a Convention Center.

NDSU CAMPUS & STUDENTS

Many properties fronting University are owned by NDSU, Alumni or Greek organizations or are otherwise student-focused. The University has no current plans to further redevelop along University.

CORE NEIGHBORHOODS ROOSEVELT PLAN

Identifies area as Mixed Use Neighborhood Commercial with expectation of increased density as development happens over time in the area.

CORE NEIGHBORHOODS ROOSEVELT PLAN

Proposed future land use identifies area as Multi-Family Residential where Single-Family largely exists today

CORE NEIGHBORHOODS MADISON/UNICORN PARK PLAN

Proposes future land use to focus on Mixed Use Neighborhood Commercial

INDUSTRIAL & CREATIVE BUSINESS GROWTH AREA

Area has seen increase in creative business adaptive reuse within historically industrial and light industrial area. Trend is likely to continue with growth of Drekker Brewing complex to the west.

JEFFERSON NEIGHBORHOOD HISTORIC OVERLAY DISTRICT

Large scale redevelopment or increased density less likely due to designation

CORE NEIGHBORHOODS LEWIS & CLARK

Proposes future land use to focus on Mixed-Use Neighborhood Commercial

CORE NEIGHBORHOODS WASHINGTON PLAN

Future land use maintains single-family housing fronting both sides of 10th Street

DOWNTOWN PLAN

Proposes parcels within 600' of DMU MR-3 Zoning designation eligible for Density Bonus

DOWNTOWN PLAN

Downtown Core zoning defined as "DMU" - or Downtown Mixed use, intended to encourage higher density and urban character that feels like a contiguous extension of the current Downtown Core

NEW MIXED-USE DEVELOPMENT

Mixed use mid- and high-density residential developments have infilled blocks between University & 10th in recent years

PEDESTRIAN-ORIENTED RETAIL

Arrows indicate blocks with pedestrian-oriented businesses or retail buildings with entrances fronting University or 10th

DOWNTOWN PLAN

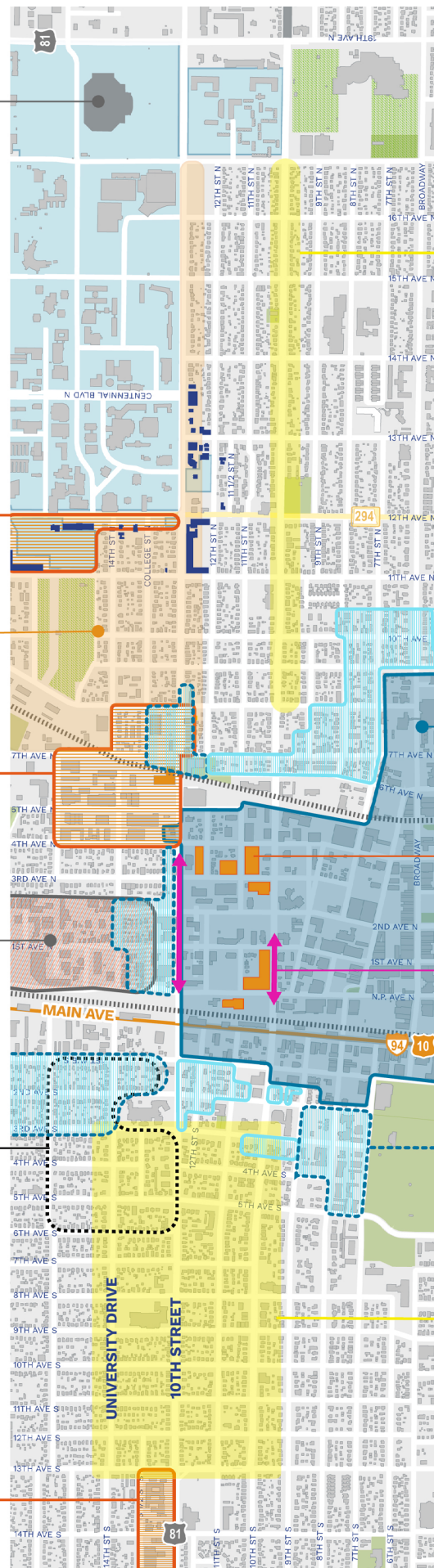
Identifies areas currently zoned Commercial with Residential as Conditional Use, with overlay allowing denser, mixed use, as-of-right transition zone

CORE NEIGHBORHOODS WASHINGTON PLAN

Future land use maintains Single-family housing fronting both sides of 10th and University

STUDY AREA

Land Use & Development Considerations
Prepared by Interface Studio 8/22



- **The Central Area could feel like part of Downtown... but urban design must change.** *University Drive and 10th will start to feel more like an extension of Downtown as the character of buildings and uses facing the street become more pedestrian-friendly. Today, University Drive between 4th Avenue N and NP Avenue are home to several businesses with pedestrian-oriented frontage. Similarly, the development of a new mixed-use project west of 10th, between 1st Ave N and NP Avenue will create a sense of enclosure that is more characteristically similar to the Downtown Core than the auto-centric commercial and industrial parcels to the west. However, the design of this new residential project is evidence of how the current conditions along 10th Street are impacting urban design. The new building provides no openings or circulation to 10th Street, the longest contiguous building face.*
- **Residential development between University and 10th is likely to continue.** *There is a perception shared by residents and project stakeholders that Fargoans who want to live close to downtown are willing to live between University and 10th Street, but not west of University. University Drive and 10th Street were both described as the psychological “edge” of the downtown Core. Many attribute this to the volume of traffic and width of the street feeling dramatically different than the Downtown area east of 10th Street.*
- **People have embraced the industrial character around 1st Avenue N.** *Although Industrial and Light Industrial uses exist throughout the Central Area, there is a notable different in attitude toward the area surrounding 1st Avenue N. Stakeholders describe this area as a “creative warehouse district”, suggesting that continue adaptive re-use rather than large scale redevelopment would be the preferred future for this area as it extends to the west toward Drekker Brewing and large scale entertainment expansion of their brewery site.*



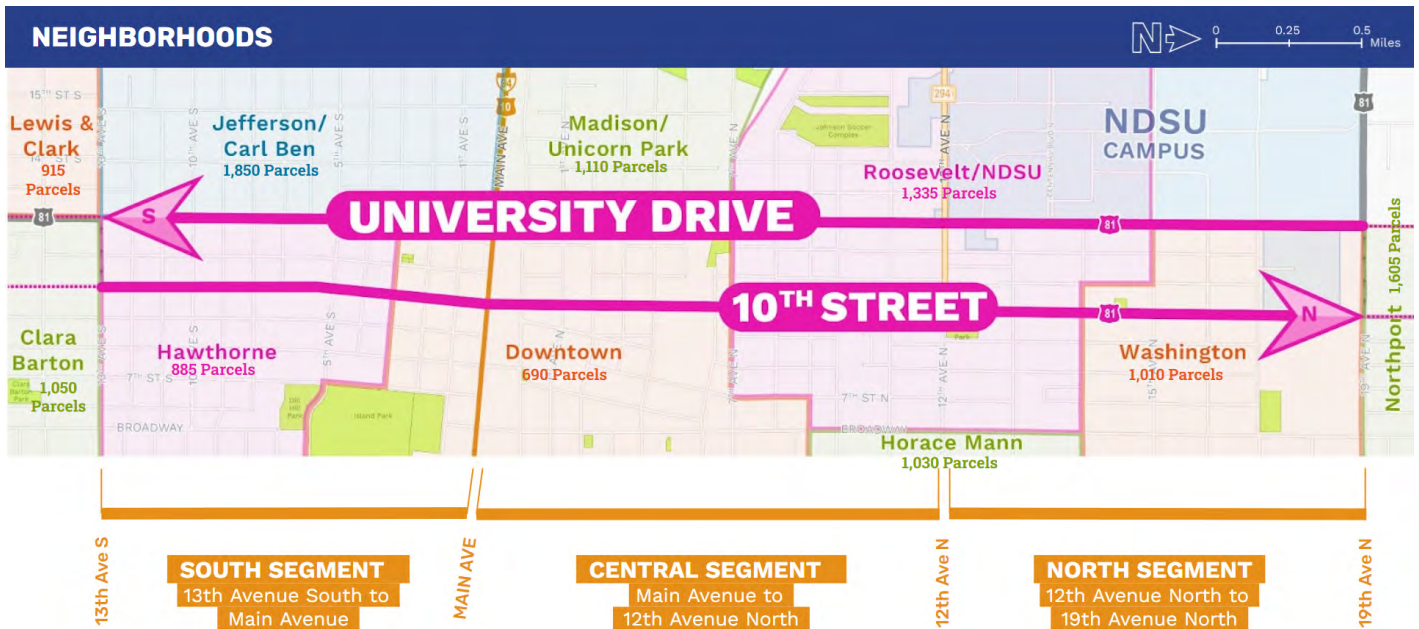
CONDITIONS ON 10th STREET DO NOT ENCOURAGE PEDESTRIAN-ORIENTED DESIGN

New Mixed-use residential development is anchored by a restaurant at 10th Street and NP, but the longest face of the building turns its back on 10th Street. This type of design will continue as long as 10th Street exists in its current form.

SUMMARY OF FINDINGS BY GEOGRAPHIC AREA

Engagement Approach

The engagement approach divided the corridor into three primary sections which follow neighborhood boundaries: North (north of 7th Avenue North, including Roosevelt / NDSU, Horace Mann, Washington, and beyond), Central (Downtown and Madison/Unicorn Park), and South (south of Main Avenue including Hawthorn, Jefferson / Carl Ben, and beyond). The summary by geography included below synthesizes feedback collected from the survey, as well as focus groups and collaborative map tool as of August 31, 2022.




Resident Focus Group Feedback

During the focus groups, a series of quotes received from the public survey were shared to spur discussion. Quotes shared were specific to the geographical segment, and residents then shared reactions and their own experiences on the corridor. Comments are represented in the next section, and summary slides with records of the quotes used for discussion are included in Appendix B.

PROJECT INFO

The study includes University Drive and 10th Street between 19th Ave N and 13th Ave S.

The project will explore elements including new street design and safety improvements for each corridor that will make them better places to live, work, conduct business and commute.



University
IMPROVING CRITICAL CORRIDORS
10th

SHARE YOUR IDEAS TO IMPROVE UNIVERSITY & 10TH STREET!

FM MetroCOG, NDDOT and The City of Fargo are partnering to improve these critical corridors. We need your input to shape this project!


Use the QR codes to the right to learn more and share your ideas, comments and concerns.

<http://fmmetrocog.org/Uni10thCorridors>


METROCOG
FM REGIONAL TRANSPORTATION PLANNING ORGANIZATION

Fargo **Dakota** | Transportation
FAR MORE... NORTH Be Legendary

PARTICIPATE IN OUR SURVEY!



ADD TO OUR INTERACTIVE MAP AND MORE ON OUR PROJECT WEBSITE!



POSTCARD MAILER

Distributed to every residential address within the Neighborhoods fronting or immediately adjacent to the Corridor Study Area.

Frontage on University (linear feet)

| Land Use Type | Study Area Overall | | North (above 10th AveN) | | Center (10th Ave N and Main st) | | South (below Main st) | |
|----------------------------|--------------------|-------|-------------------------|-------|----------------------------------|-------|-----------------------|-------|
| | | | | | | | | |
| COMMERCIAL | 6,446 | 24.0% | 1,632 | 13.4% | 3,732 | 54.0% | 1,083 | 14.0% |
| MIXED USE | 190 | 0.7% | 0 | 0.0% | 0 | 0.0% | 190 | 2.5% |
| LOW DENSITY RESIDENTIAL | 7,320 | 27.3% | 2,115 | 17.4% | 911 | 13.2% | 4,293 | 55.5% |
| MEDIUM DENSITY RESIDENTIAL | 1,141 | 4.3% | 935 | 7.7% | 0 | 0.0% | 206 | 2.7% |
| HIGH DENSITY RESIDENTIAL | 4,583 | 17.1% | 2,405 | 19.7% | 974 | 14.1% | 1,204 | 15.6% |
| PUBLIC & INSTITUTIONAL | 5,147 | 19.2% | 4,847 | 39.8% | 0 | 0.0% | 300 | 3.9% |
| PARKING | 650 | 2.4% | 100 | 0.8% | 200 | 2.9% | 350 | 4.5% |
| INDUSTRIAL | 286 | 1.1% | 0 | 0.0% | 286 | 4.1% | 0 | 0.0% |
| UTILITY & OTHER | 584 | 2.2% | 0 | 0.0% | 584 | 8.5% | 0 | 0.0% |
| VACANT | 480 | 1.8% | 150 | 1.2% | 220 | 3.2% | 110 | 1.4% |

Frontage on 10th (linear feet)

| Land Use Type | Study Area Overall | | North (above 10th AveN) | | Center (10th Ave N and Main st) | | South (below Main st) | |
|----------------------------|--------------------|-------|-------------------------|-------|----------------------------------|-------|-----------------------|-------|
| | | | | | | | | |
| COMMERCIAL | 3,427 | 13.2% | 300 | 2.6% | 2,487 | 35.0% | 640 | 8.5% |
| MIXED USE | 120 | 0.5% | 0 | 0.0% | 50 | 0.7% | 70 | 0.9% |
| LOW DENSITY RESIDENTIAL | 13,356 | 51.3% | 6,987 | 61.3% | 1,912 | 26.9% | 4,457 | 59.2% |
| MEDIUM DENSITY RESIDENTIAL | 1,000 | 3.8% | 672 | 5.9% | 50 | 0.7% | 278 | 3.7% |
| HIGH DENSITY RESIDENTIAL | 2,645 | 10.2% | 1,250 | 11.0% | 965 | 13.6% | 430 | 5.7% |
| PUBLIC & INSTITUTIONAL | 3,411 | 13.1% | 1,602 | 14.1% | 349 | 4.9% | 1,460 | 19.4% |
| PARKING | 1,142 | 4.4% | 431 | 3.8% | 521 | 7.3% | 190 | 2.5% |
| INDUSTRIAL | 230 | 0.9% | 0 | 0.0% | 230 | 3.2% | 0 | 0.0% |
| UTILITY & OTHER | 376 | 1.4% | 0 | 0.0% | 376 | 5.3% | 0 | 0.0% |
| VACANT | 321 | 1.2% | 150 | 1.3% | 171 | 2.4% | 0 | 0.0% |

CORRIDOR FRONTAGE BY LAND USE CATEGORY

Land Use & Development Considerations, Existing Land Use along the Corridor
Prepared by Interface Studio 8/22

NORTH SEGMENT *(approximately 12 Ave N to 19th Ave N)*

Area Profile

The Northern Section of the Corridor is primarily residential with significant institutional presence. The North segment consists of the neighborhoods of Roosevelt/NDSU, Horace Mann, Washington, and Northport. NDSU fronts University Drive from the west north of 12th Ave North, and University uses and student housing face University from the east, intermixed with residential and small commercial uses. In addition to the presence of NDSU, neighborhood-serving schools Roosevelt, Holy Spirit, and Washington Elementary Schools; Ben Franklin Middle School, and North High School, as well as places of worship, are all located along the corridor. University and 10th also provide access to area destinations Bison Sports Arena, FargoDome, and Hector International Airport. University Drive and 10th Street serve as gateways to and from Northern destinations and Downtown for through-drivers. This part of the Corridor streets has substantial boulevard buffers that separate the vehicle lanes from the sidewalks on both sides.

Engagement Summary *(North Segment)*

Fine FAST Efficient One way Convenient Great
 Busy Perfect Good



NORTH SEGMENT

*Land Use & Development Considerations
 Prepared by Interface Studio 8/22*

Engagement Summary (cont'd) *(North Segment)*

What Works Well

- **Mature tree-lined boulevard design** as a buffer for homes and pedestrians; contributes to “neighborhood feel” and provides privacy and safety
- **Driver access** to Downtown and North Fargo destinations; South Fargo
- Ease of **access to resident driveways** for pulling in / backing out

Critical Concerns

- **Speeding** and lack of speed limit enforcement. Opinions extend concerns to excessive noise caused by speeding cars. Specific mentions of speeding cars making turning movements (cars turning from neighborhood streets onto Uni|10th into fast-moving traffic) or crossings for pedestrians and cyclists difficult. Many individuals mentioned crashes they had experienced or witnessed.
- **Event traffic** management for FargoDome and Bison Sports Arena needs specific attention to *minimize pedestrian / vehicle conflicts, improve traffic and parking communication with out-of-town visitors, and maintain traffic flow and easing congestion and impact on neighbors*
- **Drag racing** at all times of day.
- **Obstructed sight lines** referencing views impeded by **snow piles** and foliage in different seasons
- **Driver confusion, aggression, and unpredictability** at intersections, bike lane start/end, bus stops, lane alignment changes, and faded lane markings throughout the corridor. Desire for consistency of through lane(s).
 - *10th Street and 12th-17th Ave North intersections and lane markings*
 - *Drivers traveling wrong-way on one-ways*
 - *Street conditions (potholes, lane striping)*
- **Depressed property values** and deteriorated condition of residential buildings was attributed to the characterization of 10th and University as “busy roads” or “unsafe”.
- **Delivery trucks** frequently block bike lane and/or travel lanes
- **Traffic congestion** during peak periods and maintaining traffic flow/corridor as crosstown artery; Traffic light timing synchronization
- **Pedestrian crossing safety** (sight lines, car speed, waiting conditions, lack of signals, distracted drivers). Specific mentions of safe crossings for K-12 and NDSU students
- **Feeling of safety for cyclists** who expressed preference for enhanced bicycle streets such as 9th N and 14th N Streets; Uni | 10th feel unsafe to ride and many cyclists currently use smaller side streets. Side streets are also preferred to avoid conflict with bus stops.



“On the University bike lane southbound, there is the point where it “disappears”...There are all sorts of safety and comfort issues related to this bike lane...”

- North area Resident

“...as a bicyclist I avoid 10th St and University at all costs. The traffic on both is very fast, and drivers are extremely rude.”

-Survey Response

CENTRAL SEGMENT *(approximately Main Ave to 12 Ave N)*

Area Profile

The Central Section of the Uni|10 Corridor, from Main Ave to 12 Ave N, is a mix of commercial, industrial, residential, and institutional uses. This part of the Corridor falls within the Renaissance Zone. University Drive is considered the western boundary of what was defined as the Downtown Area by The Downtown Fargo In Focus Plan. All parcels in this area are zoned “Downtown Mixed Use” by the City’s zoning ordinance. University Drive and 10th Street serve as multi-lane gateways to and from Downtown for drivers North and South of the area, as well as I-29 and 25th Street for through-drivers to cross the City. Four viaducts allow traffic to flow underneath two active railways in this area. Neighborhoods that make up this area are Downtown and Madison/Unicorn Park. In recent years, several new high-rise residential developments have increased residential density between University and 10th Street, significantly.

Engagement Summary *(North Segment)*

Uncomfortable, Chaotic, Perfect, **Efficient**, Speed, Great,
Crowded, Fast, **Busy**, Convenient, **Good**, Useful, Utilitarian,
Adequate

What Works Well

- **Driver access** to Downtown and North Fargo
- **Railroad Viaducts** allow drivers to flow under active railway
- **Familiarity or comfort with current circulation** to and through Downtown

Critical Concerns

- **Driver confusion, aggression, and unpredictability** at intersections, bike lane start/end, bus stops, lane alignment changes, and faded lane markings throughout the corridor. Desire for consistency of through lane(s).
- **Driver confusion, aggression, and unpredictability** was a common comment. Incidents were often noted at intersections (University & 10th Ave North), bike lane start/end, around bus stops, where lane alignment changes or markings have faded along the corridor. Specific locations or situations mentioned by stakeholders included:
 - Uni | 10th and 4th Ave North; bike lane starts (10th) and ends (Uni) suddenly
 - Street conditions (potholes, lane striping)
 - Driver difficulty circling around block after missing a business entrance
- **Perception that Uni|10 is a barrier.** Many expressed a need to Increase walkability and safety, or to connect area between University, 10th, Main Ave and 7th Ave N to the rest of Downtown
- *Pedestrian crossing safety was a key concern. Issues included car speed, lack of signals, distracted drivers)*
- **Obstructed sight lines** impeded by snow piles and foliage in different seasons.
- *Uni| 10th feel unsafe to ride and many cyclists prefer to use smaller side streets. Preference for enhanced bicycle streets such as 9th and 14th. This also avoids conflict with bus stops.*
- *Main Ave and 7th Ave N **underpasses** were often cited as feeling unsafe due to narrow lane size (many cars too large for lanes), cars driving in the bike lanes (7th Ave N) or lack of bike facilities, dark and narrow pedestrian experience feels unsafe.*
- **Drivers traveling wrong-way** on one-ways frequently mentioned for both streets
- **Delivery trucks** blocking travel lanes



CENTRAL SEGMENT

University Drive at Land Use & Development Considerations
Prepared by Interface Studio 8/22



RETAIL FRONTAGE WITH PEDESTRIAN CHARACTER

On-street parking and buildings fronting the street edge are present on University north of 3rd Avenue N.

- **Noise** pollution from speeding vehicles and large trucks
- **Traffic congestion** and **traffic signal timing synchronization** during peak periods and desire to maintain traffic flow as crosstown artery
- **Speed**, speed limit enforcement. Related issues include perceived safety at pedestrian and bike crossings, past witness of vehicle crashes, notable traffic signal/sign ignorance. Drag racing continued to be a common concern for Central Area stakeholders
- **Vehicle turning movements** from neighborhood streets onto Uni|10th into fast-moving traffic was a common complaint



CENTRAL SEGMENT (at 7th Ave N)

Land Use & Development Considerations
Prepared by Interface Studio 8/22

SOUTH SEGMENT *(approximately Main Ave to 13 Ave S)*

Area Profile

The Southern Section of the Corridor, from Main Ave to 13th Ave S, is primarily residential in character, consisting of the neighborhoods of Jefferson/Carl Ben, Clara Barton, Hawthorne, and Lewis & Clark. University Drive and 10th Street serve as gateways to and from Downtown for through-drivers. Additionally, several neighborhood-serving institutions such as schools and places of worship are located along the streets. This part of the Corridor streets has substantial parkway buffers that provide privacy and distance between pedestrians and passing vehicles.

Noisy_{need} Loud Convenient Efficient_{Fine} Busy
Functional Good_{Quick} Fast

What Works Well

- **Mature tree-lined streetscape** as a buffer for homes and pedestrians; contributes to "neighborhood feel" and provides privacy and safety
- **Driver access to Downtown, North, and South Fargo**
- **Ease of access to resident driveways** for pulling in / backing out

Critical Concerns

- **Noise pollution** from congestion at peak times, speeding vehicles, and large trucks.
- **Drag racing** was a critical issue for residents. Specific mention of drag racing passed Institutional land uses and schools as a key concern.
- **Speed and lack of speed limit enforcement.** Related issues include perceived safety at pedestrian and bike crossings, difficulty as a pedestrian or cyclist at crossings, cars turn from neighborhood streets onto Uni|10th into fast-moving traffic, noise, vehicle crashes, and traffic signal/sign ignorance
- **Obstructed sight lines** impeded by snow piles and foliage in different seasons. Specific mention of LED signage distracting drivers and hiding pedestrians
- **Driver confusion, aggression, and unpredictability** at intersections, bus stops, lane alignment changes, and faded lane markings throughout the corridor. Desire for consistency of through lane(s). Specific locations or situations mentioned by stakeholders included:
 - Turning left onto 10th from 13th Ave South
 - University and 2nd Ave South merging 3 lanes to 2
 - Drivers traveling wrong-way on one-ways
 - Street conditions (potholes, lane striping)
- Concerns raised over **property values** and **residential building appearance** fronting the corridor. Suspicion that corridor-facing residential properties are less desirable due to safety or comfort concerns.
- **Delivery trucks** blocking travel lanes
- **Traffic congestion** during peak periods and maintaining traffic flow/corridor as crosstown artery; Traffic signal timing synchronization
- Desire for **Safe crossings for K-12 students**
- Uni|10th feel **unsafe to ride** and many cyclists currently use smaller side streets. Also avoids conflict with bus stops.
- Increasing **commercial development encroaching** on neighborhood



"Keeping the big beautiful trees that line those streets is very important. If we can just figure out a way to slow down the traffic and boost the curb appeal in some sections, that would make a huge difference." - Survey Respondent

SOUTH SEGMENT

Mature trees line both University and 10th and are often located very close to the curb.



"During the winter, after [the streets] get plowed in the residential areas in North Fargo, you sometimes have nearly no visibility before crossing and you just kind of have to guess based on timing and hope you make it across." - Survey Respondent

SOUTH SEGMENT

Residents in Northern and Southern neighborhoods expressed concerns about visibility at intersections where snow is piled high in peak winter conditions.

SUMMARY OF FINDINGS BY TOOL

Public Survey

Survey demographics

A public survey was open from July 5 to August 26, 2022. All residential addresses within the neighborhoods bordering the Study Area and immediately adjacent to the northern and southern edge received a postcard mailer with QR code and web address for the survey.

Those who live nearby, commuters, and customers of area businesses

- A total of 395 surveys were completed with a 91% completion rate.
- Respondent stakeholders from all three sub-geographies were represented in the data: North - 104 of 395 (26%), Central - 17* of 395 (4%), and South - 132 of 395 (34%). The remaining respondents indicated they were not residents in a corridor neighborhood, skipped the question, or responded "other" (36%).

** Building leasing and management at all multi-family properties within the Central Segment were contacted with project information and a request to distribute to their residents. Because the majority of the Central Area is comprised of commercial, office, and institutional properties, the project team conducted in-person intercept interviews at all businesses along the corridors in the Central area. These interviews are not represented in the survey demographics.*

- 64% of respondents are residents of a neighborhood along the corridor
- 94% of respondents self-identified as white / Caucasian
- 55% of respondents self-identified as ages 25-44
- Even split of male and female respondents; handful of skips, prefer not to say, non-binary, and gender fluid responses
- 89% of respondents indicated using the Uni | 10 Corridor several times a week or more.
- For trips along the Corridor, typical travel modes included: Drive myself (99.7%) Walking (21%) Bicycle (14.3%)

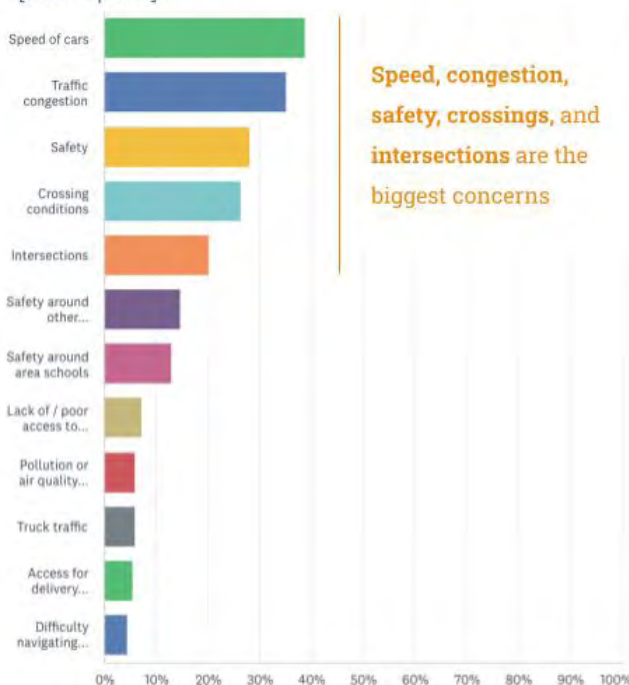
Top Priorities according to all survey responses:'

1. Efficient movement of people and goods (cars and trucks)
2. Minimizing the potential of severe crashes
3. Making sure people of all abilities feel safe walking along or crossing these streets
4. Maintaining or increasing tree cover and green space

CONCERNS

Question: What are your biggest concerns about the street today?

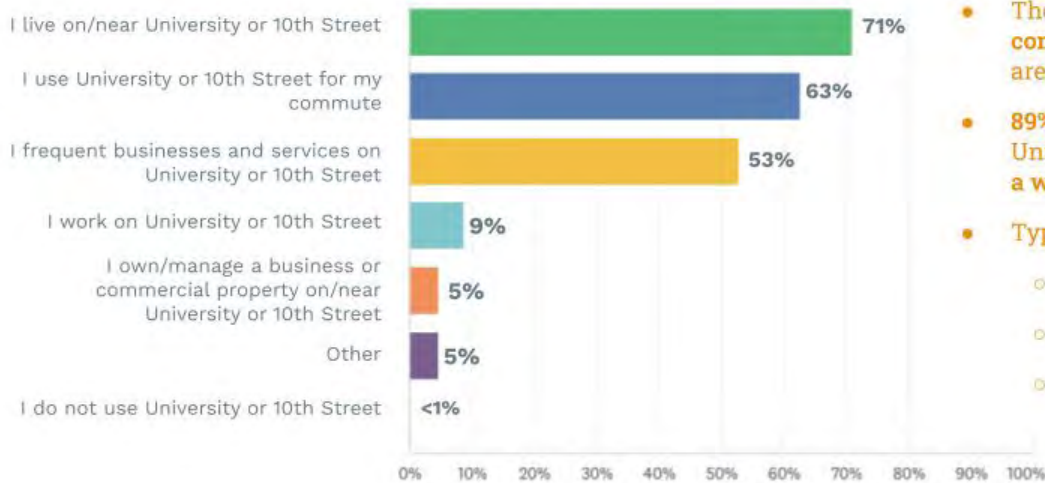
[select up to 3]



Who uses Uni10, how often, and how do they travel?

What is your relationship to University Drive and 10th Street?

[select all that apply]



- Those who **live nearby, commuters, and customers** of area businesses
- 89%** of respondents use the Uni | 10 Corridor **several times a week or more**
- Typical **travel modes** are:
 - Drive myself (99.7%)
 - Walking (21%)
 - Bicycle (14.3%)

BUSINESSES

What changes to the street and sidewalk around your business would improve your ability to run your business or attract customers? [select all that apply]

[select up to 3]



- Truck parking for Holiday Gas Station
- Better traffic flow, especially for trucks and deliveries
- Off street parking
- Improve traffic
- Reducing alcohol and drug use in the area

Stakeholder Interviews

Development Community Stakeholders

- Development professionals spoke of how the area between University and 10th West of the Downtown Core has the potential to see residential and commercial development, however the high-speed, crash-prone streets are currently undesirable for tenants and customers and act as barriers

Planning and Policy Stakeholders

- See changes to corridor as having potential to increase development and investment; want to invest once and get it right for the future
- Noticeable disinvestment in properties along corridor; worse appearances and lower property values
- Desire to coordinate changes with all affected City stakeholders; Public Works, MATBUS, Planning, Renaissance Zone

Business-Owners

- Location on corridor allows many customers to access business via the streets
- Concerns over expenses such as sign updates and parking lot restriping if significant changes are made to street configurations

COMMUNITY ASSUMPTIONS & QUESTIONS

Opinions in support or against the conversion of University and 10th to two-way travel were not directly solicited during the Visioning engagement process. At some point in comments or conversation, however, most stakeholders shared assumptions about and concerns related to externalities they assumed would be the result of such changes to these streets. One key finding from this Visioning Phase is that these assumptions must be addressed directly as the project evolves. Common assumptions voices about a potential conversion or major reconstruction project include the following:

For those who expressed unsolicited opposition to two-way operations on these streets, their stated basis for these opinions were:

- Assumption that road would need to be widened and greenery/private property lost
- Assumption of slower traffic and increased driver frustration along the corridor, hindering their use as thoroughfares and causing bottlenecks at busy intersections without turn lanes and behind bus stops
- Assumption of exacerbated traffic delays and noise during events at FargoDome and Bison Sports Arena
- Assumption of being assessed Special Assessments
- Assumption of unnecessary disruption and government spending on project
- Assumption of decrease in safe pedestrian and bike crossing with traffic coming from both directions
- Assumption of increase in confusion from familiar street users
- Assumption of more difficulty pulling in and out of residential driveways
- Assumption of decrease in property values

For those who expressed unsolicited support for a conversion to two-way operations on these streets, their stated basis for these opinions were:

- Assumption of narrowing and subsequently slower traffic along the corridor, which might:
 - Increase patronage to local businesses
 - Increase safety and bike and pedestrian usage
 - Decrease crash rates
- Assumption of less traffic
- Assumption of decrease in drag racing activity
- Assumption of decrease in traffic and drag racing noise pollution
- Assumption of repairing fabric of neighborhoods currently bisected by streets and increasing community cohesion
- Assumption of decrease in confusion and wrong-way driving

In addition to concerns about the streets themselves, stakeholders in each sub-geography also had concerns about externalities of any improvements to the Uni|10th Corridor, including the following:

- » Encroachment of road ROW into greenery/boulevard areas
- » Increased traffic to quieter neighborhood streets
- » Decreased or slower car access to destinations and event centers, such as Downtown, FargoDome, NDSU, North Fargo and the airport
- » Frustration around the idea of paying Special Assessments to fund street changes when street improvements to this section of the Corridor are still in recent memory.
- » Strong desire to preserve mature trees along University and 10th. Many site tree canopy and greenery as essential to the neighborhood character in this area.
- » Any design alternatives study should provide traffic impact analysis. Increased traffic is a major concern for residents.
- » Residents desire clarity on the funding strategy if a streetscape project is identified; expressed concerns about paying Special Assessments to fund street changes.
- » Clearly present event management impacts associated with any potential streetscape change. Include current capacity and expanded seating scenario for FargoDome.
- » Clearly present travel delay or impacts on travel to other destinations and event centers, such as Downtown, FargoDome, NDSU, North Fargo and the airport
- » Clarify if Residents will be subject to a special assessment to pay for future street improvements.