

CHAPTER 2

# Vision and Guiding Principles

# WHAT WE HEARD

**Many residents were involved in crafting the plan and making the recommendations as impactful as possible. Each of the following groups played an important role in the formulation of the comprehensive plan and will be vital in championing the completed plan.**

## THE GO2030TOWNHALL.COM COMMUNITY FORUM

The participation on this innovative crowd-sourcing site was tremendous and directly impacts the items in the plan. During the planning process, 1,865 people generated 47,905 pageviews and 332 original ideas to be considered in the plan. Quotes from the site appear throughout this document and many of the initiatives came directly from ideas submitted through this site. This website served as a 24 hour a day public forum and allowed for massive community participation and meaningful conversation in a short time.

## COMMUNITY MEETINGS AND PUBLIC OUTREACH

At the community meetings, over 100 residents worked to establish a common vision for Fargo and specific guidance for plan initiatives. Working in teams, community members answered questions about the vision and goals for the future of Fargo. This vision is the framework for all of the plan recommendations.

The planning team kept the community informed between meeting through a website, email list, and facebook page.





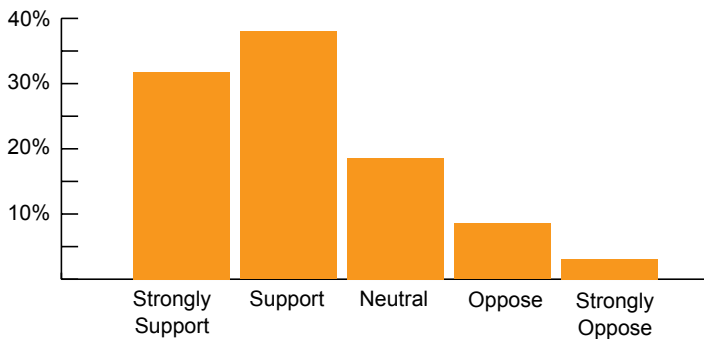
## BUSINESS COMMUNITY SURVEY

The planning team surveyed the business community to understand their needs and their position on plan recommendations. 131 people responded to the survey; respondents included the Fargo-Moorhead Chamber of Commerce, the Home Builders Association of Fargo-Moorhead, Service Clubs such as the Rotary and

Kiwanis, the Downtown Community Partnership, and other business organizations. Respondents represented a diverse range of economic sectors. The largest groups of respondents came from construction, Finance and Real Estate, Professional/Management/Administration, Health, Retail, and Manufacturing. For the complete survey results please visit:

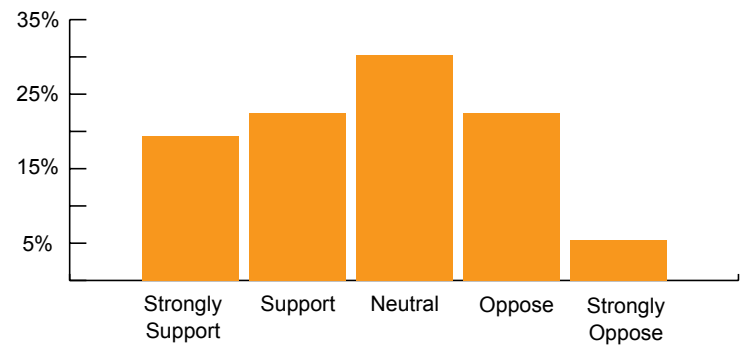
### BICYCLE AND PEDESTRIAN INFRASTRUCTURE

Beyond standard sidewalks, would you support pedestrian and bicycle infrastructure in Fargo?



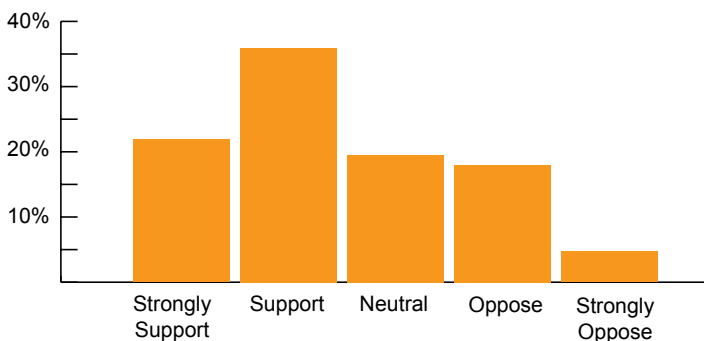
### PUBLIC ART

Would you support a program that set aside public funds for public art?



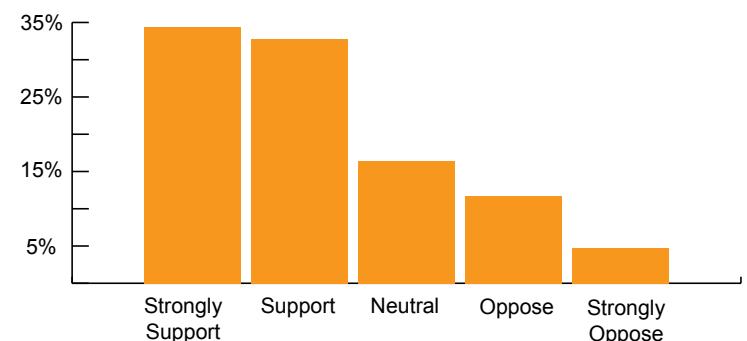
### ENERGY EFFICIENCY

Would you support policies and programs that would require more efficient homes and commercial buildings?



### DESIGN GUIDELINES

Would you support design guidelines that increase walkability and the visual appearance of developments?



### THE STEERING COMMITTEE

Over the course of the plan the steering committee provided a sounding board for many items and were charged with providing rigorous feedback to guide the plan recommendations. The steering committee is made up of diverse leaders from within and outside City government.

### THE TECHNICAL COMMITTEE

The technical committee was composed of members of City staff that are intimately aware of the infrastructure, design, and policy that currently supports City operations. This group provided the on-the-ground knowledge necessary to ensure recommendations are feasible and integrated across City departments.

Taken collectively, the guidance of online participants, meeting attendees, and members of the steering committee and technical committee provided the content for the plan. The continued participation of these groups will ultimately be required to achieve successful implementation of the plan recommendations.

### GO 2030 SPEAKER SERIES

The City of Fargo hosted a series of speakers throughout the planning process to give talks on urban issues ranging from sustainable development to public art. These talks were televised and are available online at [go2030.net/category/speaker-series](http://go2030.net/category/speaker-series).





From Go2030townhall.com

I want to brag that Fargo is a creative city with lots of creative people who are making this a dynamic, liveable, healthy, beautiful city.

Coco S

From Go2030townhall.com

Beautiful and socially functional environments attract both investment and in migration of talent. If we want to attract both, we will need to beautify our main corridors...

Cat

From Go2030townhall.com

A smart grid would provide Fargoans with an incentive to create local, clean, renewable power, and keep the money here.

Drew FM

From Go2030townhall.com

I would like to see a more aggressive approach to making Fargo a "bicycle-friendly" city.

Kay S

From Go2030townhall.com

Fargo is what it is today, because numerous individuals had the guts and dexterity to take a chance and it paid off. That spirit is alive and well in this community. Embrace it.

fmmetroplex

From Go2030townhall.com

When many Fargoans think of sand, we think of sandbags. That needs to change.

gofargo

From Go2030townhall.com

Make Fargo into a walking and public transport friendly community so we can be healthy and do our errands at the same time we are exercising (walking) with our families or to and from work.

Jerseygirl

From Go2030townhall.com

Fargo rightfully takes great pride in its social capital--how everyone joins together for the greater good of all--during the flood seasons. But wouldn't it be great to show that pride and joy in living here when it wasn't during a crisis?

B P

From Go2030townhall.com

I'd love to be able to eat more foods grown, produced, and processed locally, and support our local economy as well as eat healthy.

gardener

From Go2030townhall.com

. . the idea that art is a pride of the city, and is required for new construction . . . could open up innovative opportunities to define and celebrate the arts.

Stevie F

From Go2030townhall.com

Let's embrace winter and get more people outside to enjoy the beauty it brings.

Laura S

From Go2030townhall.com

I would like to see Fargo become a place where people live closer together, more density, less sprawl. I want to see a thriving downtown with full spaces, lots of independently owned businesses and restaurants.

Stevie F

From Go2030townhall.com

I think we can improve ALL of Fargo if we think big and leverage every sector of the city.

Drew FM





Over the last few months hundreds of ideas were shared by the community. The vision statement and guiding principles represent the community's feedback about priorities for Fargo, and they are the lens through which all the projects, policies, and recommendations of the plan are evaluated.

## VISION

**IN 2030 FARGO  
WILL BE A VIBRANT  
AND SUSTAINABLE  
CITY WITH A HIGH  
QUALITY OF LIFE,  
ROBUST ECONOMY,  
AND WELCOMING  
COMMUNITY  
ATMOSPHERE.**



To interpret and implement the vision requires a firm understanding of its intentions. The guiding principles lay out a more specific level of direction based on the community-vetted vision. The vision informs the guiding principles which in turn provide direction for specific initiatives.

# GUIDING PRINCIPLES



## WATER AND ENVIRONMENT

Fargo will create permanent flood protection and ensure the quality and supply of this precious resource through water conservation. We will celebrate water by embracing the Red River of the North and the Sheyenne River and integrating sustainable rainwater management techniques into the fabric of the city. We will protect our natural resources and preserve the health and beauty of our environment.



## ENERGY

Fargo will aggressively seek innovative strategies to support national energy independence. The community will find energy savings through efficiency measures and invest in renewable sources for the future.



## ARTS AND CULTURE

Fargo will increase the presence of public art in the city and access to cultural events and educational opportunities. Fargo will flourish with a stronger arts and culture movement that increases the quality of life for all residents.



## HEALTH

Fargo will encourage healthy choices and improve the health of residents by enhancing awareness, increasing year-round recreational opportunities, increasing access to healthy food, and ensuring access to quality healthcare.



## TRANSPORTATION

Fargo will transform its transportation system to encourage walking, biking, and transit. The City will coordinate infrastructure investments and land use policy in a supportive and synergistic way.



## ECONOMY

Fargo will build on its agricultural and manufacturing heritage and will be known as a cutting-edge creative economy. We will educate and retain the best workforce in the nation and foster an innovative entrepreneurial environment.



## NEIGHBORHOODS, INFILL, AND NEW DEVELOPMENT

Fargo will promote attractive and welcoming neighborhoods by promoting a diverse and affordable housing stock. Fargo will support neighborhoods where residents can age in place, children can walk to school, and essential services are only a short walk away. Fargo will promote infill development, planned growth, and increasing density and vitality in its established neighborhoods.



## EDUCATION

Fargo will uphold and improve its world class K-12 education system. Fargo will continue to embrace the universities and post secondary education institutions and acknowledge their positive influence on the economy, workforce, and culture of Fargo.



## SAFETY

Fargo will ensure safety through excellent police and fire service. The design of neighborhoods, districts, and public spaces will work to promote safety by increasing visibility and eyes on the street.

# KEY INITIATIVES

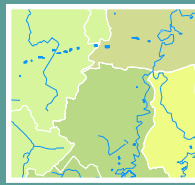


## WATER AND ENVIRONMENT



### Permanent Flood Protection

Develop internal flood protection systems to a river stage of 42.5 feet using permanent levees and flood walls and create long-term, 500 year flood protection through construction of a diversion channel.



### Watershed Management

Develop a strategy for regional watershed flood management simultaneously with the diversion project.



### Tree Canopy

Increase the amount of trees in Fargo by preserving trees in new development, planting trees in parks, and increasing the number of street trees along Fargo's main corridors.



### Drinking Water Quality & Supply

Ensure safe drinking water quality and supply by studying water quality impacts of Devil's Lake overflow on the Sheyenne River, ensuring the health of the Red River, and preparing for long-term emergency water supplies in times of drought.



### Parks, Open Space, and Habitat

Ensure all neighborhoods have access to safe and well-maintained neighborhood parks. Enhance parks with more trees and amenities. Protect open space habitat areas and create Nature Centers and living laboratories to educate residents about nature.



### Light Pollution

Develop strategies to reduce light pollution and maintain the beauty of the night sky. Examples could include energy efficient full cut off light fixtures on city streets.



### Waste and Recycling

Develop policies to reduce waste and increase recycling programs.



### Water Conservation

Develop policies and programs to reduce water usage in the City of Fargo. For example, the city could expand its wastewater reclamation and reuse system for drinking, irrigation, and industrial users. The city could use native/xeric plants to reduce need for irrigation.



### Green Stormwater Infrastructure

Incorporate natural stormwater management and flood control areas that provide recreational opportunities into the City. Examples include on-street rain gardens that soak up and clean stormwater runoff before it enters the storm sewers and retention areas.



### Air Quality

Create strategies to ensure the quality and healthfulness of our air. Promote reduced emissions from transportation, energy production, industry, and all sectors of our city.





## ENERGY



### Incentives for Energy Efficiency and Renewable Energy Production

Create strategies to incentivize energy efficiency and renewable energy production by working with City, State, and Federal governments.



### Smart Grid

Develop strategies to promote a smart grid and allow individuals to generate renewable energy and sell energy back to the grid.



### City Led Energy Efficiency and Reduced Emissions

Develop policies and strategies that allow the city to lead the way with energy efficiency standards and reduction of the carbon footprint of city facilities and schools.



## HEALTH



### City-Wide Trail Loop

Connect the city with a greenway that is made up of primarily off street trails.



### Access to Healthcare

Fargo will ensure all residents have access to quality healthcare.



### Year-round Recreational Opportunities

Develop a year-round regional recreational amenity within the city.



### Regional Recreational Amenity

Develop regional recreational destination, such as a water park, indoor athletic center, or an expanded zoo.



### Healthy Food

Ensure all neighborhoods have access to healthy food. Promote more Farmers' Markets and community gardens in Fargo.



## TRANSPORTATION



### Bicycle/Pedestrian Infrastructure

Improve bicycle and pedestrian connectivity by identification of gaps in the local and to the regional system. Implement a complete streets policy. For example, University could be a complete street and a pedestrian and bicycle transportation hub.



### One Way to Two Way Conversion

Implement study recommendations to convert one way streets in downtown Fargo to two ways. Two way streets reduce confusion and vehicle miles traveled by eliminating indirect routes. They also reduce vehicle travel speeds, potentially increasing pedestrian safety.



### Transit Improvements

Expand and improve the existing transit service in terms of frequency, mode, and other options, including an effort to revise both the existing MAT bus schedule and frequency of bus service throughout the city and the region (Moorhead and West Fargo). Study the possibility of new local and regional travel venues, such as bus rapid transit and rideshare programs.



### Clear and Attractive Access to Downtown

Enhance vehicular downtown connectivity from the north, south, and west, and simplify access from I-29 and I-94.



### Transportation Linkages Across the Red River

Improve mobility in a manner that will accommodate growth and secure availability of emergency routes by developing an additional crossing of the Red River south of 52nd Ave and improve availability of, and access to, river crossings for bicycles and pedestrians.



## ARTS AND CULTURE



### Public Art

Incorporate public art into new transportation and utility infrastructure investments.



### Festivals and Cultural Events

Develop space and programming for festivals and events.



### Public Gathering Spaces

Develop dedicated public gathering spaces and public spaces in neighborhood centers. Promote programming of public spaces with festivals and other cultural events.



### Access to Art Classes and Cultural Programs

Develop strategies to increase access to art classes and cultural programs.



## ECONOMY



### Amenities and Beautification as an Economic Development Tool

Invest in amenities and beautification as an economic development tool to attract creative individuals. For example, improve the streetscape and walkability of Fargo's main corridors.



### Workforce Training

Promote workforce training at the local universities and colleges.



### Entrepreneurship

Create an environment of entrepreneurship through business support and public awareness campaigns.



### Technology Infrastructure

Create strategies to increase the quality of Fargo's communication infrastructure. This infrastructure will give Fargo a competitive advantage for technology related businesses to locate in Fargo.



### Promote Connections and Infill in West Acres Commercial Area

Promote development in West Acres commercial area to increase the amount of retail space, density, and promote walkability to increase competitiveness of this regional shopping destination.



### Incentives for specialized space

Provide incentives for developing specialized space where both the demand and public benefit are substantially demonstrated. For example, there may be a need for more "wet" laboratory space to strengthen the bioscience industry and provide more jobs.



## NEIGHBORHOODS, INFILL, AND NEW DEVELOPMENT



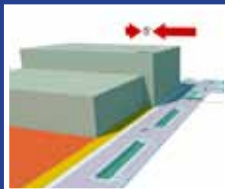
### Promote Infill

Develop policies to promote infill and density within areas that are already developed and are protected by a flood resiliency strategy. Control sprawl and focus on areas outside of the floodplain.



### Historical Preservation

Strengthen historical preservation incentives.



### Design Standards

Develop design guidelines for infill and new development, include policies on sidewalk cafes and dog friendly areas and limiting billboards and other visual clutter. Improve quality of new housing and develop neighborhood design standards to promote dense, walkable communities with neighborhood centers.



### High Quality Affordable Housing near NDSU

Develop higher quality affordable housing near the North Dakota State University campus.



### Quality New Development

Support homebuilders and developers that construct high quality, energy efficient buildings, and require new development to meet site design standards that result in well-designed new neighborhoods.



### Housing for new Americans and low income residents

Pursue strategies to increase access to housing for new Americans, low income residents.

# PRIORITIZATION

The public and steering committee prioritized the key initiative at a public meeting, and steering committee meeting, and online on the MindMixer Go2030 townhall website. At the public meeting, attendees received beans and invested their limited resources in the initiative jars of their choice. The steering committee prioritized the initiatives using the same exercise. The table on the following page reports the results of this prioritization exercise for the public and steering committee and the MindMixer voting results. The initiatives are sorted according to their weighted rank, which gives equal weight to the public meeting results, MindMixer results, and steering committee results.





INITIATIVE	GUIDING PRINCIPLE	PUBLIC MEETING RANK	STEER. COMM. RANK	MIND MIXER RANK	WEIGHTED RANK
<b>Permanent Flood Protection</b>	Water and Environment	2	1	20	1
<b>Promote Infill</b>	Neighborhoods, Infill, and New Development	9	2	6	2
<b>Public Art</b>	Arts and Culture	7	9	1	3
<b>Bicycle/Pedestrian Infrastructure</b>	Transportation	8	4	4	4
<b>Design Standards</b>	Neighborhoods, Infill, and New Development	6	6	7	5
<b>City-Wide Trail Loop</b>	Health	4	10	8	6
<b>Public Gathering Spaces</b>	Arts and Culture	10	5	10	7
<b>Incentives for Energy Efficiency and Renewable Energy Production</b>	Energy	5	8	15	8
<b>Quality New Development</b>	Neighborhoods, Infill, and New Development		3	23	9
<b>Year-Round Recreational Opportunities</b>	Health	12	7	11	10
<b>Tree Canopy</b>	Water and Environment	1	16	16	11
<b>Parks, Open Space, and Habitat</b>	Water and Environment	3	14	22	12
<b>Healthy Food</b>	Health	19	13	2	13
<b>Amenities and Beautification as an Economic Development Tool</b>	Economy	15	20	3	14
<b>Festivals and Cultural Events</b>	Arts and Culture	13	35	5	15
<b>Waste and Recycling</b>	Water and Environment	22	17	9	16
<b>Historical Preservation</b>	Neighborhoods, Infill, and New Development	14	29	12	17
<b>One Way to Two Way Conversion Study</b>	Transportation		11	21	18
<b>Transit Improvements</b>	Transportation	24	24	13	19
<b>Entrepreneurship</b>	Economy	18	12	32	20
<b>Access to Art Classes and Cultural Programs</b>	Arts and Culture	25	25	14	21
<b>Clear and Attractive Access to Downtown</b>	Transportation	11	19	33	22
<b>Smart Grid</b>	Energy	28	15	17	23
<b>High Quality Affordable Housing near NDSU</b>	Neighborhoods, Infill, and New Development	17	21	24	24
<b>City Led Energy Efficiency and Reduced Emissions</b>	Energy	20	22	25	25
<b>Promote Connections and Infill in West Acres Commercial Area</b>	Economy	21	23	26	26
<b>Transportation Linkages Across the Red River</b>	Transportation	16	30	35	27
<b>Green Stormwater Infrastructure</b>	Water and Environment	26	37	18	28
<b>Watershed Management</b>	Water and Environment	30	33	28	29
<b>Regional Recreational Amenity</b>	Health	23	31	38	30
<b>Access to Healthcare</b>	Health	31	34	29	31
<b>Drinking Water Quality and Supply</b>	Water and Environment	27	32	31	32
<b>Workforce Training</b>	Economy	29	26	37	33
<b>Housing for new Americans and Low Income Residents</b>	Neighborhoods, Infill, and New Development	34	28	27	34
<b>Technology Infrastructure</b>	Economy		18	36	35
<b>Light Pollution</b>	Water and Environment	33	27	34	36
<b>Water Conservation</b>	Water and Environment	32	38	19	37
<b>Air Quality</b>	Water and Environment	35	36	30	38

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