FARGO GROWTH PLAN 2024

KITCHEN TABLE CONVERSATION (KTC) #2

These Kitchen Table Conversations (KTCs) are helpful to the City of Fargo staff and the czbLLC consultant team to obtain a wide variety of input that will help frame our work on the Fargo Growth Plan 2024. As an Advisory Committee member, you have a unique opportunity to facilitate these exercises and help us glean a much deeper level of input than is possible via a traditional survey or questionnaire.

Remember, you are the facilitator helping the participants understand this exercise, its implications, and the importance of providing detailed input.

The scenarios posed here have been designed to help us learn about the community's desires and concerns relative to growth, as residents, as business stakeholders, as citizens. We all wear different hats in the course of our lives, as coaches, members of the choir, teachers, parents, etc. Often, we wear many hats in the course of a single day. The greater the variety of participants, the better.

Have fun with this KTC #2!

YOUR TASK AS CONVERSATION CONVENERS AND FACILITATORS

Assemble a small group of your choosing and schedule a 60-to-90-minute discussion centered on the two hypothetical proposals presented on the following pages. Read the proposals and consider the following:

- The implications of a financial partnership between the City and each proposed development.
- Which of the two proposed developments most reflects the kind of development the City wants to see in future decades?
- Which proposal would be transformative for the community and likely provide the greatest return on investment (ROI) from a financial, social and environmental perspective?

Remember: Do not focus on the details of the math at this stage, just the implications for planning and the guidance a growth plan might provide future Commissioners making decisions in response to such proposals.

For each scenario, take careful notes on the following:

Assemble a small group of your choosing and schedule a 60-to-90-minute discussion centered on the two hypothetical proposals presented on the following pages. Read the proposals and consider the following:

- **How do the conversation participants react, in general, to both development proposals in the scenario? Are there particular components included within the proposals that seem to appeal or turn off participants?**
- **Which of the two development proposals did the majority of your group decide to award the $5mn grant to? Or did the conversation get sidetracked about the purpose of incentives and the group lost sight of the scenarios?**
- **How many participants would vote "Yes" for the first proposal? Why?**
- **How many would vote "Yes" for the second proposal? Why?**
- **Did anyone vote for neither?**

COMPLETION TARGETS

Each team of conversation conveners should aim to have their **conversations completed by July 15, 2023, and to submit notes to the project consultants by July 22nd.**

czb

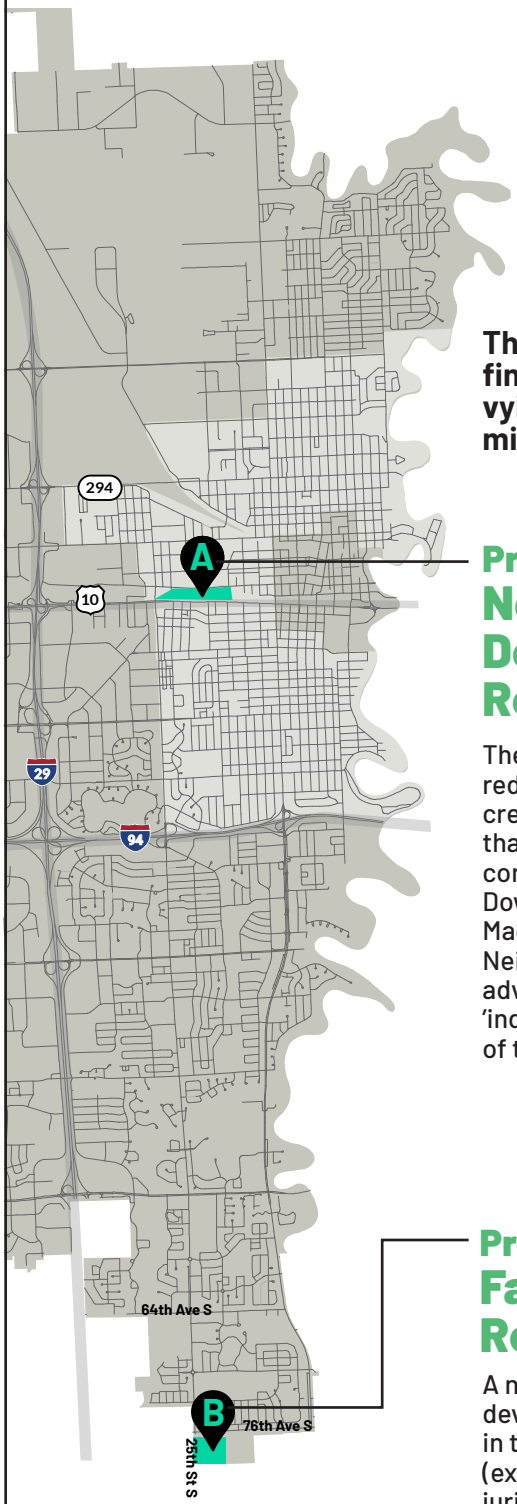
THE DEVELOPMENT PROPOSALS

The City of Fargo has received a $2.5 million grant through the federal grant that aims to help local governments partner with private developers on projects to provide mixed-income housing and high-quality community spaces that are walkable and accessible to all. The funding must be paired with $2.5 million from the City of Fargo (for a total of $5 million) and used to incentivize a single development project that will catalyze the area surrounding it while also serving as a model for future development in the city.

The funds may be used for:

- Road infrastructure
- Sidewalks and trails
- Streetscape (e.g., trees, lighting, street furniture, etc.)
- Parks and/or recreational amenities
- Site demolition (for redevelopment sites) and site prep
- Environmental remediation
- Stormwater/green infrastructure
- Up to 10% of the funding may be used for soft costs such additional design costs

In this fictitious scenario, assume the City issued a Request for Proposals (RFP) for this partnership opportunity and five proposals were received. ***After extensive review, assume the City Commissioners narrowed the list down to two finalists and have asked the Advisory Committee for the City's Growth Plan 2024 to provide their recommendation.***



The following are the final two proposals vying for the $5 million partnership:

Proposal A
Near Downtown Revitalized

The proposal is to redevelop this site and create a development that forms an urban connection between Downtown and the Madison-Unicorn Park Neighborhood taking advantage of the 'industrial chic' character of the area.

Proposal B
Fargo Redefined

A new urbanist development located in the City's ETJ (extraterritorial jurisdiction) and located east of I-29 and south of Davies High School.

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THE DEVELOPMENT PROPOSALS

Proposal A
Near Downtown Revitalized

The proposal is to redevelop this site and create a development that forms an urban connection between Downtown and the Madison-Unicorn Park Neighborhood taking advantage of the 'industrial chic' character of the area.

+/-14 acres

A

This mixed-use multi-building project includes the following components:

425 condominium and rental apartment units

- 15% of the rental units will be affordable to households earning 60% of the Area Median Income (AMI)
- 15% of the for-sale units will be affordable to households earning 80%-100% of the Area Median Income (AMI)

50 live-work units providing space for entrepreneurs (e.g., artists, designers, tech, building trades, etc.)

- 45,000 square feet of commercial space for a grocery store, retail, restaurants/bars, fitness center, etc.
- 40,000 square feet of office space (including 20,000 square feet of shared office or flex space)

A parking ramp to accommodate all on-site parking with an integrated bus stop and abundant bike parking

A small community park

The developer's proforma indicates the project has a $4.89mn shortfall and requires the City's partnership to secure the necessary private financing package to support the entire project.

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THE DEVELOPMENT PROPOSALS

Proposal B
Fargo Redefined

This mixed-use project is a forward-thinking model for greenfield development (the transition of farmland to the built environment) which will essentially create a template for what new developments in the ETJ should include and how they should be designed.

A new urbanist development located in the City's ETJ (extraterritorial jurisdiction) and located east of I-29 and south of Davies High School. Specifically, the site is located along 76th Avenue South, southeast of 25th Street South.

+/-225 acres

B

It includes the following components:

585 single-family units (e.g., cottages, small SF, large SF, estate lots, etc.)

- 15% of the for-sale units (cottage or small SF units) will be affordable to households earning 80%-100% of the Area Median Income (AMI)

425,000 square feet of mixed-use space that includes a grocery store, retail including big box anchor(s) to support restaurants/bars, fitness center, medical offices, etc., 155 units of multi-family housing, and 85,000 square feet of office space (including 20,000 square feet of shared office or flex space)

25 acres of park/green space throughout the development site

25 – 30 acres for a future school site

The developer's proforma indicates the project has a $4.78mn shortfall and requires the City's partnership to secure the necessary private financing package to support the entire project.

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