

**Download materials
featured in this session:
LMC.ORG/ACMATERIALS**





CITY FEST

2025 ANNUAL
CONFERENCE

CONNECTING
LEADERS
.....
CELEBRATING
COMMUNITY



JUNE 25-27
DULUTH

.....
DULUTH ENTERTAINMENT
CONVENTION CENTER
.....

LMC.ORG/AC25

Is your city ready for development?

DERRICK LAPOINT | Downtown Moorhead Inc.

DUANE POPPE | City of Osseo / Lee & Associates

JUPE HALE | WSB



Jupe Hale

SENIOR DIRECTOR,
MUNICIPAL SERVICES

Jupe is WSB's Senior Director of Municipal Services, with over 30 years of experience leading complex municipal and transportation projects. He brings a valuable owner's perspective and guides teams across Minnesota and North Dakota in delivering effective, long-term infrastructure solutions.



Duane Poppe

MAYOR \ MANAGING
PRINCIPAL

Duane Poppe is Managing Principal at Lee & Associates, specializing in industrial real estate across the Twin Cities. Now serving his seventh term as Mayor of Osseo, he also leads the city's Economic Development Authority, where he applies his private-sector expertise to drive impactful development and strengthen the local economy.



Derrick LaPoint

PRESIDENT & CEO

Derrick LaPoint is President/CEO of Downtown Moorhead Inc., leading downtown revitalization and city-wide economic development through a public-private partnership. A former City of Fargo planner and professional hockey player, he holds a master's in Urban Planning and brings deep expertise in community development.

Agenda

Future Land Use

Goals and Measuring Success

Role of the City

Site Limitations / Readiness

City Investment

Approval Process

City of Moorhead Downtown Redevelopment



Future Land Use: Clarity vs. Flexibility vs. Consensus

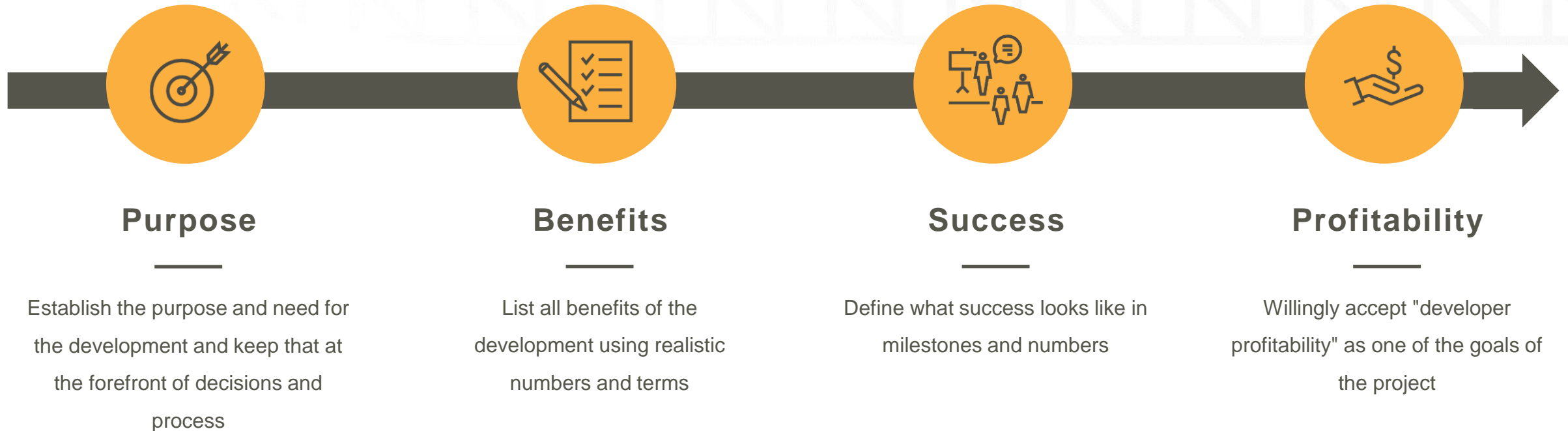
KEY TAKEAWAYS

- Be proactive – work toward consensus before the developer comes knocking
- Take a critical look at your planning docs, including infrastructure plans
- Listen to the market



Goals & Measuring Success

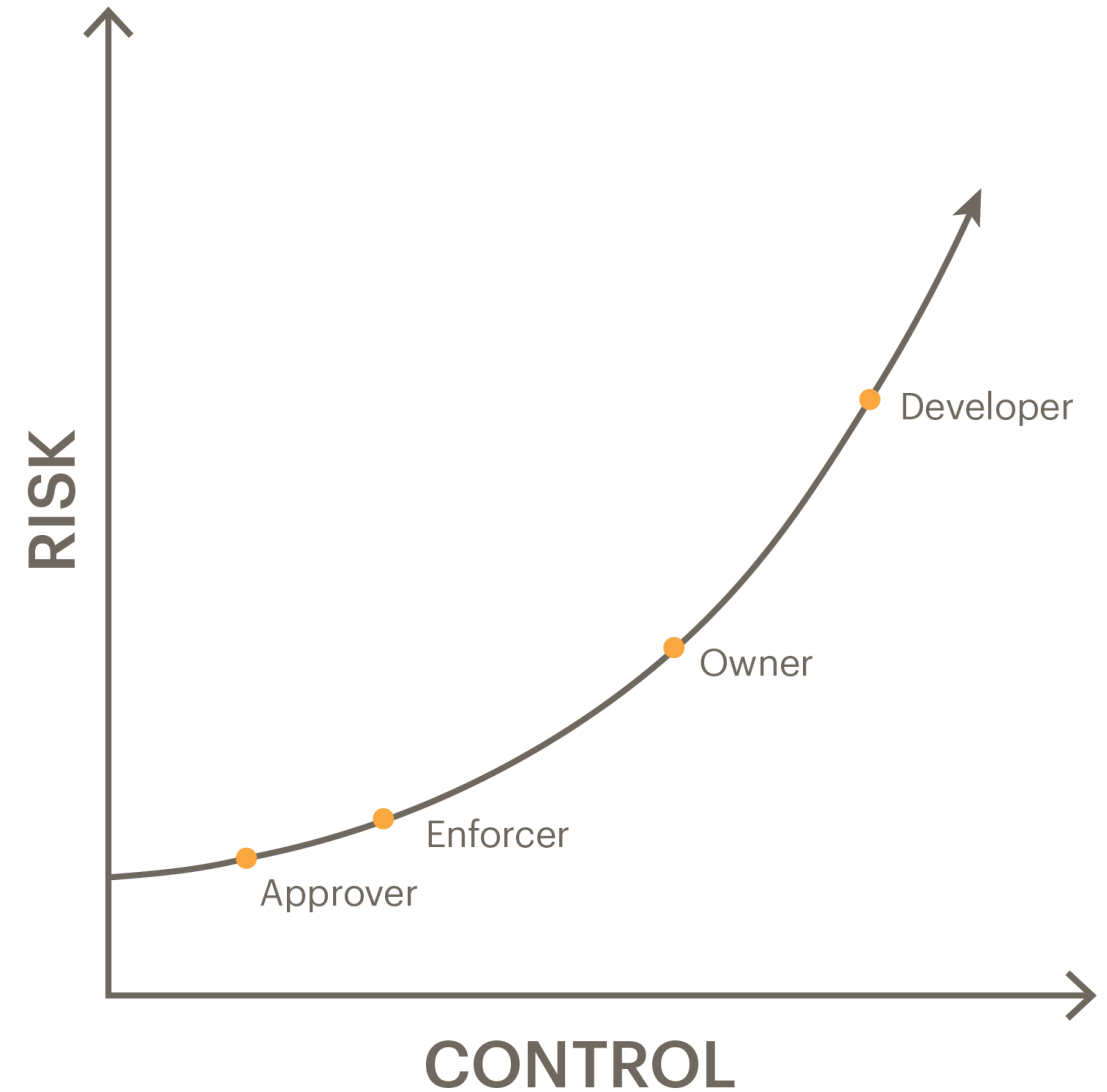
KEY TAKEAWAYS



The City's Role: Owner? Developer? Enforcer/Approver?

KEY TAKEAWAYS:

- More control = more risk
- Involving public money means more time, more scrutiny and often more restrictions
- Understand the legal ramifications of a government agency owning land not destined for public use



Site Limitations and Readiness

KEY TAKEAWAYS:

- Preliminary investigations are always a good investment
 - Maps of site issues and infrastructure are beneficial to have ready
 - Include traffic, water and sewer system capacities
- Be able to translate site issues into mitigation for the developer
- Research available grants/funding to mitigate or address obstacles, consider addressing issues in advance



City Investment in Readiness

KEY TAKEAWAYS:

- Investment in long lead time infrastructure has the biggest ROI
- Invest in adding infrastructure or mitigating issues that benefit the site, rather than specific land use on the site
- Develop a payback/funding structure that aligns cost with benefit/service received, and expect to assign those costs



Approval Process

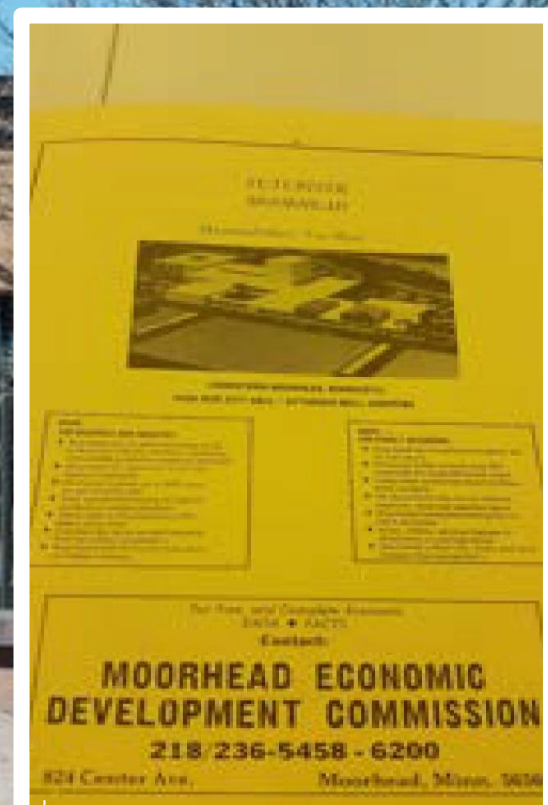
KEY TAKEAWAYS:

- Clear expectations and timelines on steps and submittals
- Approach comments with the lens of increasing likelihood of approval versus not complying with guidance
- Advise the developer on site history, relevant previous council actions, and known hot-button issues
- Work together on the front end to make the submittal as approvable as it can be, rather than adapting to Council comments and approval conditions later





Case Study: City of Moorhead



Timeline

2018

2019

2020

2021

2022



The Downtown Moorhead Master Plan

1. Setting the stage
2. New Norm 101
3. An new era of unprecedented Downton Opportunity
4. From a dead mall to a lively Downtown district

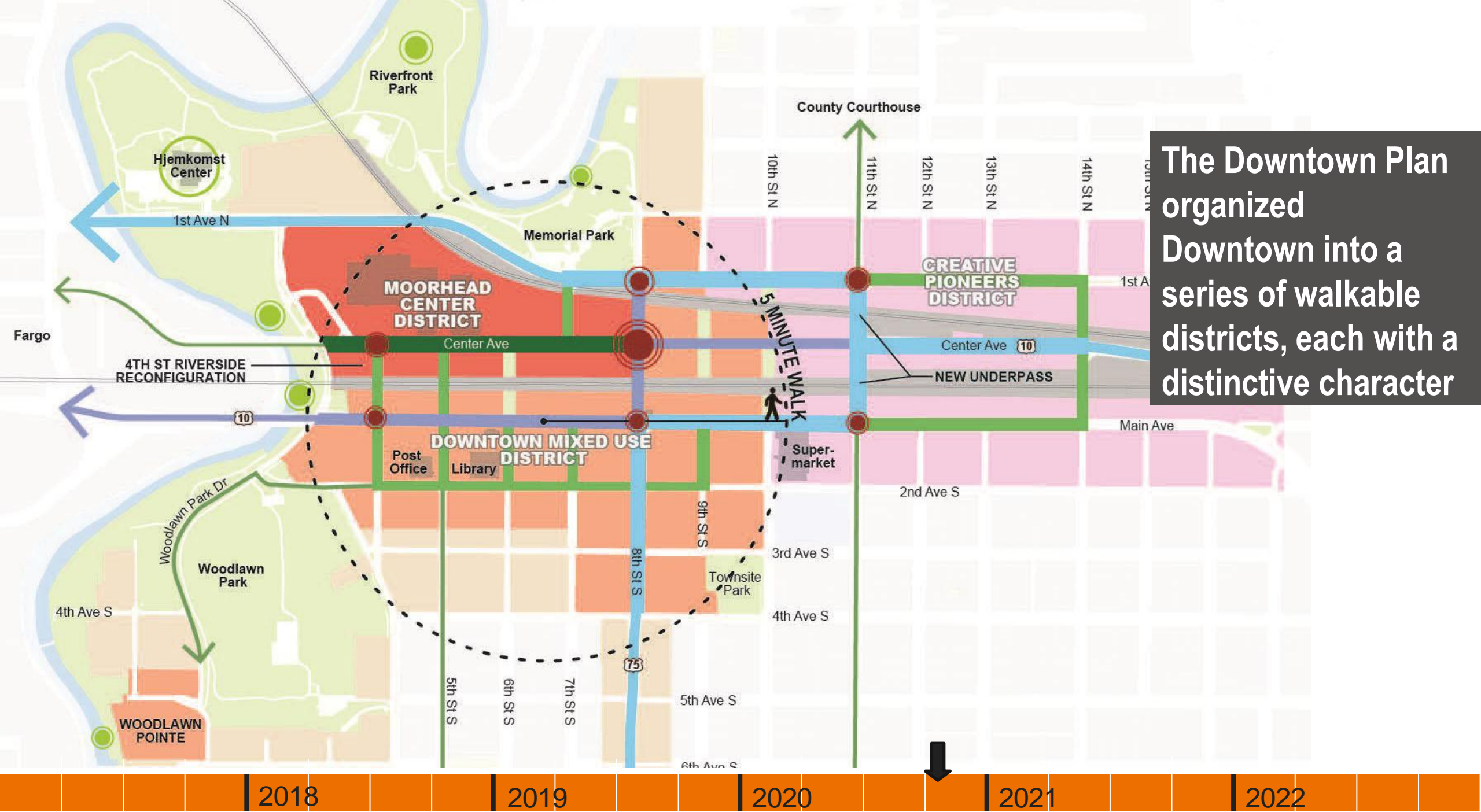
2018

2019

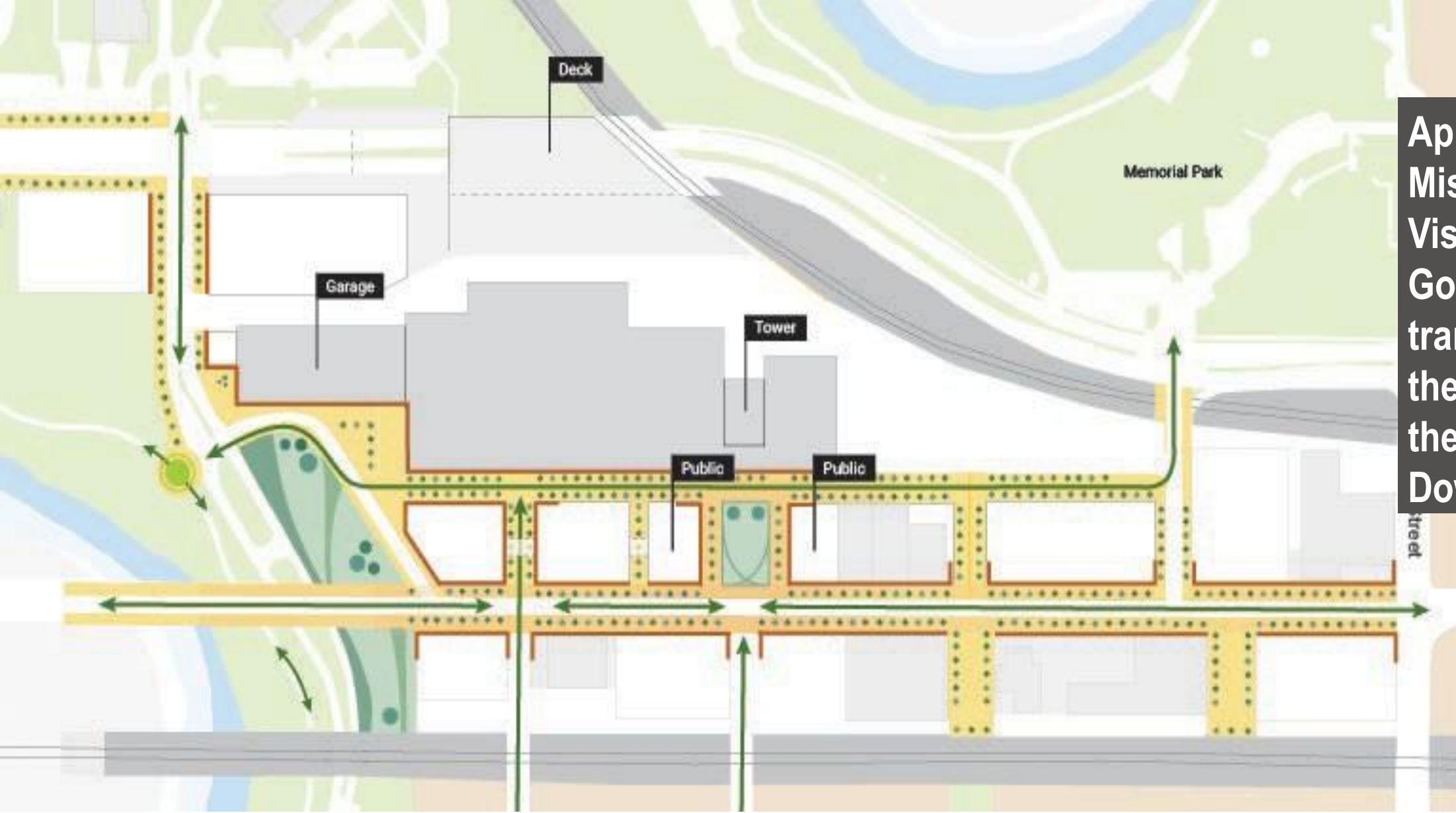
2020

2021

2022



The Downtown Plan organized Downtown into a series of walkable districts, each with a distinctive character



Applying the Mission, Vision and Goals to transforming the Mall into the core of Downtown



Moorhead Comprehensive Plan update





MASTER PLANNING



CONCEPT DESIGN



VISUALIZATION



DELIVERABLES

- Context Summary
- Context Maps
- 2-Day Charrette

DELIVERABLES

- Three Scenarios
- Mobility + Parking Map
- Building Height, Use + Land Use Map
- Open Space/Public Realm Typologies Map

DELIVERABLES

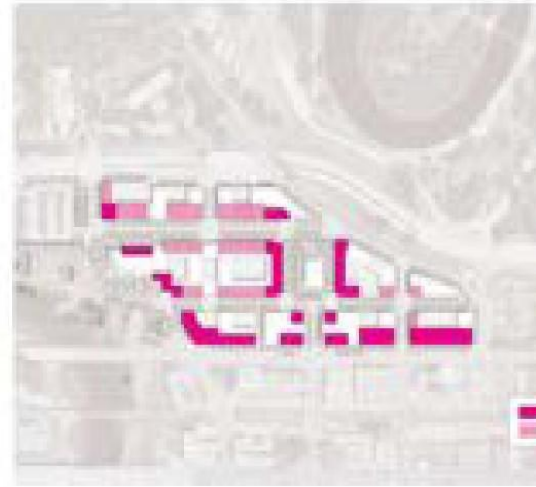
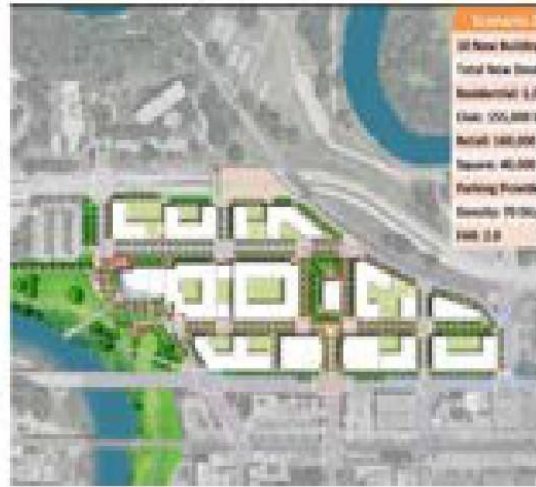
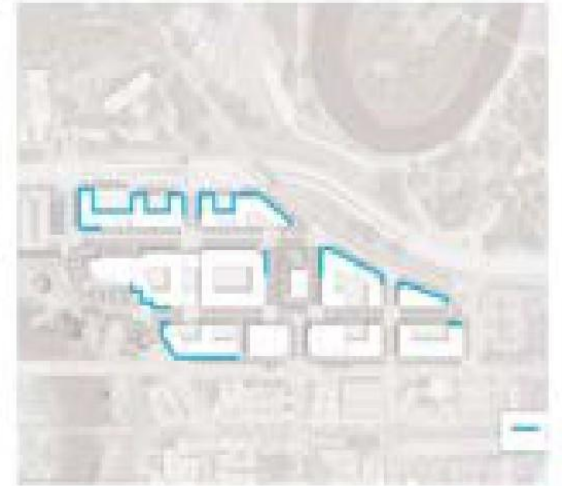
- Development of final scenario
- 3D modeling & context development
- Final Urban Design Framework Maps

DELIVERABLES

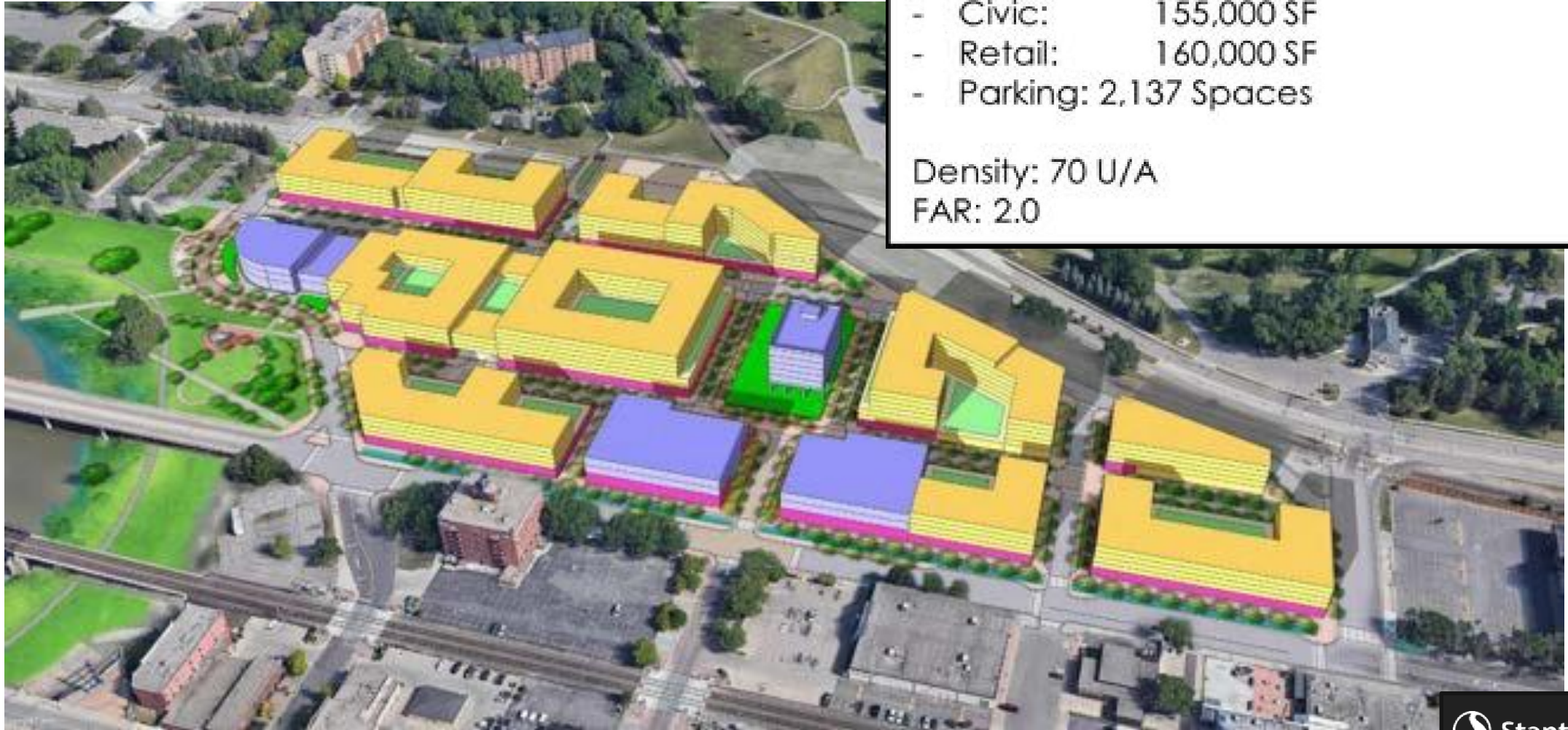
- Final Graphic Site Map
- 3D context diagrams
- Final concept renderings



2021 - SCENARIO 3







Total Program Summary:

10 New Buildings (3 to 7 stories)

Total New Development: 1,526,000 SF

- Residential: 1,210,000 SF / 1,210 Units
- Civic: 155,000 SF
- Retail: 160,000 SF
- Parking: 2,137 Spaces

Density: 70 U/A

FAR: 2.0



Phase I Programs:

4 New Buildings (3 to 6 stories)
 Total New Development: 473,500 SF
 - Residential: 368,500 SF / 368 Units
 - Civic: 50,000 SF
 - Retail: 55,000 SF
 - Parking: 776 Spaces needed
 470 Spaces provided
 with the new buildings;
 additional spaces at the
 surface lots

Phase II Programs:

2 New Buildings (3 to 5 stories)
 Total New Development: 176,500 SF
 - Residential: 101,500 SF / 101 Units
 - Civic: 55,000 SF
 - Retail: 20,000 SF
 - Parking: 297 Spaces needed
 230 Spaces provided
 with the new buildings;
 additional spaces at the
 surface lots

Phase III Programs:

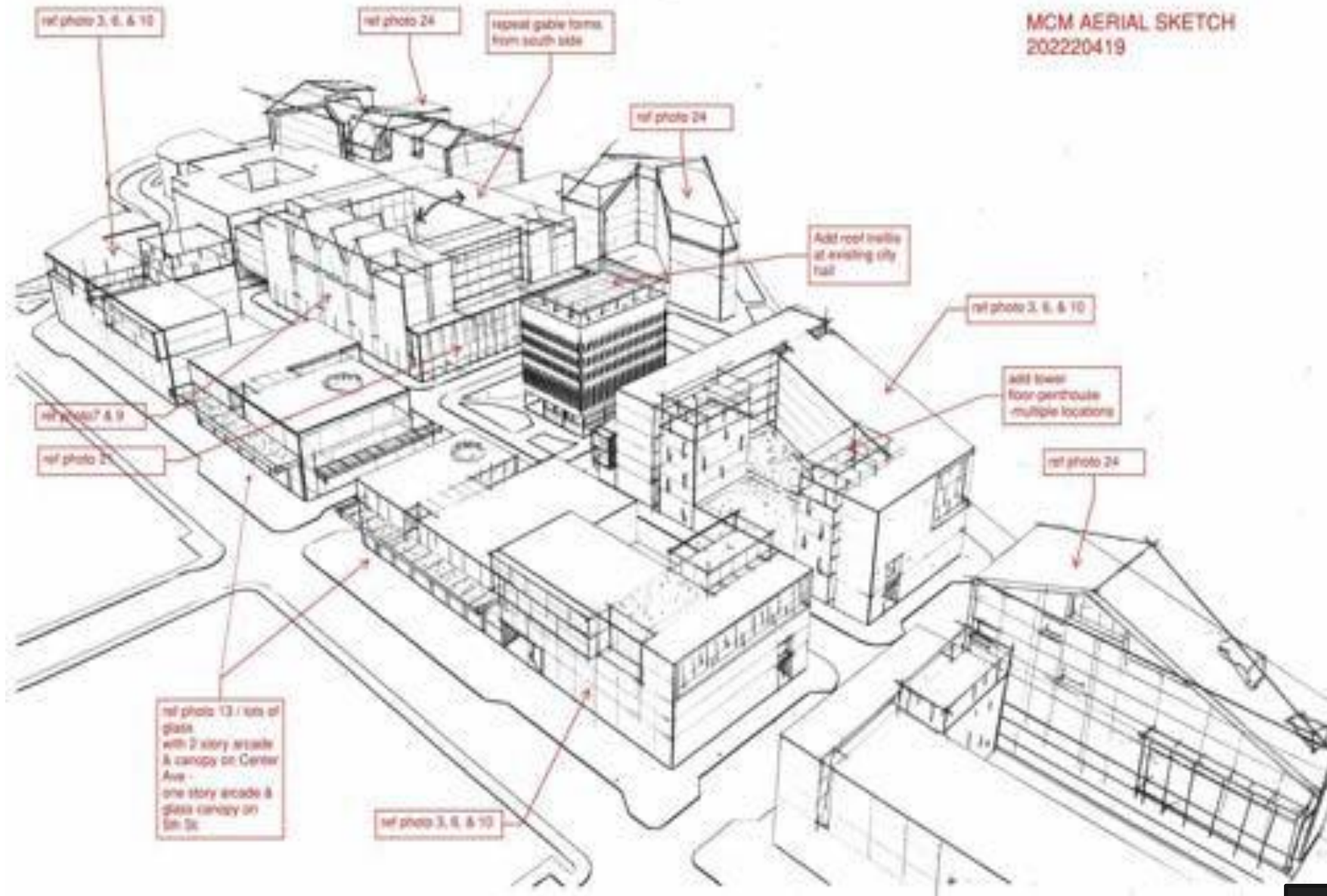
1 New Building (7 stories)
 Total New Development: 378,200 SF
 - Residential: 346,200 SF / 346 Units
 - Civic: 0 SF
 - Retail: 37,000 SF
 - Parking: 529 Spaces needed
 820 Spaces provided
 with the new buildings;
 additional spaces at the
 surface lots

Phase IV Programs:

2 New Buildings (6 to 7 stories)
 Total New Development: 387,800 SF
 - Residential: 303,800 SF / 304 Units
 - Civic: 50,000 SF
 - Retail: 39,000 SF
 - Parking: 597 Spaces needed
 327 Spaces provided
 with the new buildings;
 additional spaces at the
 surface lots & on street

Phase V Programs:

1 New Building (7 stories)
 Total New Development: 105,000 SF
 - Residential: 91,000 SF / 91 Units
 - Civic: 0 SF
 - Retail: 14,000 SF
 - Parking: 156 Spaces needed
 120 Spaces provided
 with the new buildings;
 additional spaces at the
 surface lot & on-street





Lessons Learned

- 1** Relationships are IMPORTANT!!!
- 2** Public and Private collaboration needs to be united, thoughtful and deliberate. Take time to do things right
- 3** Stay faithful to fundamental goals of the community

What's next?

NEWS MOORHEAD

Downtown Moorhead Development to transform Center Mall area, revitalize city center over next 5 years

The development plan has gotten buy-in from most of the area's biggest developers and demolition and construction could start in fall 2023 if all goes well, officials with the city and Fargo-based development firm Roers say.



MOORHEAD CENTER MALL, BRANDED ENVIRONMENTS

JLG 19113 | © 2022 JLG ARCHITECTS | 6/8/2022



A rendering from JLG Architects shows plans for the future of the Moorhead Center Mall. The plan, which encompasses about nine city blocks, was made public Thursday, Aug. 11, 2022. Contributed / JLG Architects



INVESTING IN DOWNTOWN



in partnership with Downtown Moorhead Inc.

THE LOOP | MOORHEAD PUBLIC LIBRARY

City of Moorhead

INVESTING IN DOWNTOWN | PROGRESS IN 2024

IN-PROGRESS



Fairmont Flats » 801 2 Ave N
105 multi-family units

IN-PROGRESS



Sterling Dev. Mixed Use » 650 Center Ave
5-stories, businesses, and 153 dwelling units

IN-PROGRESS



11th Underpass
2 Underpasses and investment of \$171.6M

IN-PROGRESS

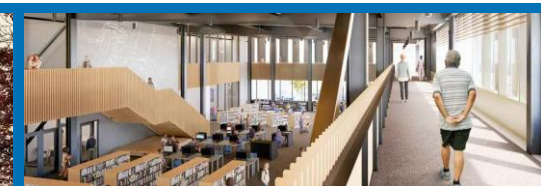


Downtown Redevelopment and Infrastructure Expansion

IN-PROGRESS



The Loop: Moorhead Public Library » 450 Center Ave
2-story library with gathering spaces, walking loop, playground, entrepreneurship center and more



City of Moorhead

INVESTING IN DOWNTOWN | PROGRESS IN 2024

COMPLETE



Rotary Natural Play Hill and Bike Park » 600 1 Ave N
New park established

IN-PROGRESS



Downtown Moorhead Public Plaza
Outdoor space for events and gatherings

COMPLETE



W.H. Davy-Memorial Park » 111 8 St N
New park facilities installed

COMPLETE (MORE EVENTS TO COME)



Sunset on the Riverfront
A river activation event/experience was held by Folkways with more to come!

IN-PROGRESS



City Hall Renovation » 475 Red River Ave
Modern facilities will optimize city services



THANK YOU

Jupe Hale, WSB | jhale@wsbeng.com | 612.875.2156

Duane Poppe, City of Osseo / Lee & Associates, Inc. |
dpoppe@lee-associates.com | 952.223.6721

Derrick LaPoint, Downtown Moorhead Inc. |
dlapoint@dtmoorhead.org | 218.443.1361



CITY FEST

2025 ANNUAL
CONFERENCE

CONNECTING
LEADERS
CELEBRATING
COMMUNITY



JUNE 25-27
DULUTH

DULUTH ENTERTAINMENT
CONVENTION CENTER

LMC.ORG/AC25