



DOWNTOWN FARGO

24 September, 2025

Weekly Update

The Downtown Community Partnership (DCP), administrator of the Business Improvement District (BID), is leading a proactive effort to refresh and expand public amenities in Downtown Fargo. This work includes maintaining and repainting existing benches, installing new interactive pedestrian wayfinding signs, and expanding public seating into more areas beyond Broadway. The DCP and BID are working closely with the City of Fargo and have contracted for assistance from Confluence; a professional creative firm of landscape architects, urban designers, and planners with an understanding of the history of development in Downtown Fargo.

Public input is being sought through a community survey to guide the design, content, and placement of new wayfinding signs and to identify areas where additional public seating would be most valuable. The survey can be accessed here: [Survey Link](#)

Why This Matters:

- *Pedestrian signage is essential to a welcoming Downtown. Interactive, ADA-accessible wayfinding signs will make it easier for visitors, employees, and residents to navigate Downtown; whether they are looking for parking, the library, City Hall, restrooms, Broadway Square, or public art. Clear signage doesn't just help people find their way, it encourages exploration, reduces confusion, and ensures inclusivity for all ages and abilities.*
- *Public spaces create comfort and connection. Public spaces are essential to Downtown, but to keep these amenities safe and welcoming, they require regular maintenance and regulation. For example, the four benches along 2nd Avenue have been removed for repainting and repair and will then be relocated to other areas of Downtown in need of public seating. Broadway and Main Ave are home to 50+ benches and over 150 seats at Broadway Square, making these two corridors the most pedestrian-friendly areas in the region. By relocating and adding benches to 20+ new areas beyond Broadway, the DCP is working to spread this accessibility throughout the district so more people can rest, gather, and enjoy Downtown.*
- *Maintenance protects our investments. Amenities like benches, streetlights, and signage require regular upkeep to remain safe and welcoming. Just as streetlights are being repainted this season, benches are being refreshed to extend their life and appearance. Without this consistent care, Downtown risks losing the amenities that make it vibrant and inviting.*
- *The Business Improvement District (BID) makes it possible. Funded by a special tax paid exclusively by Downtown businesses, the BID provides daily cleaning, litter and garbage removal, safety and hospitality services, and ongoing maintenance of public amenities. Thanks to this investment, Fargo's Downtown is vibrant, well-maintained, and offers more amenities than any other district in the region.*

What's Coming Next: (Please provide input on these steps! [Survey Link](#))

- *Interactive Pedestrian Wayfinding Signs will soon help visitors locate key civic destinations like the Library, City Hall, Post Office, public restrooms, parking ramps, and public art murals. These signs will meet ADA standards and make Downtown easier to navigate for everyone.*
- *Expanded Public Seating will be placed in 20+ new locations, spreading the benefits of public rest areas across Downtown and ensuring equitable access for residents, employees, and visitors alike.*
- *Sustained Investment Through the BID: The BID is a special taxing district funded by Downtown businesses to support daily cleaning, litter and garbage removal, safety and hospitality services, and the maintenance of amenities like benches, planters, signage, and holiday lights. Without this business-funded investment, these amenities would not exist or be maintained at their current level.*

"Public seating and pedestrian amenities are essential to a vibrant Downtown. Thanks to the investments of our local businesses through the BID, Fargo has more benches, public art, and public seating than anywhere else in the region. We are excited now to refresh what's in place and expand amenities beyond Broadway so the entire district feels welcoming, accessible, and alive. We invite the community to help us shape the future of these amenities by sharing their feedback."