JANUARY 2021

CLARA BARTON Neighborhood Implementation Brief

City of Fargo

CORE NEIGHBORHOODS MASTER PLAN

THE CITY OF Fargo FAR MORE

Prepared by czbLLC

p 3	Assets and Issues
p 4	Conditions and Trends
p 6	Vision for Clara Barton
p 8	Outcomes to Strive For
p 10	Implementation Guidance

NEIGHBORHOOD IMPLEMENTATION BRIEF

CLARA BARTON

What are Clara Barton's strongest assets? Its most important trends? The vision that residents have for its future? The characteristics that will influence how the Core Neighborhoods Toolkit is implemented at the local level?

This Implementation Brief provides answers and guidance to these and other questions based on community feedback and neighborhood analysis from the 2020 core neighborhoods planning process.

Welcome to the
CLARA BARTON
— NEIGHBORHOOD —

Assets to Build Upon

A range of assets in the Clara Barton neighborhood were identified during the planning process by asking the following:

What is **working well** in the neighborhood today?

What are the neighborhood's **top selling points** to potential residents?

CLARA BARTON

These assets represent strengths to preserve and to build a vision for the future around.

- **Homes are well-maintained and express pride**
- **Young families moving in**
- **Clara Barton Elementary School**
- **People care about gardens and landscaping**
- **Tree canopy**
- **Access to great parks and trails along the Red River**
- **Homes with architectural character**
- **Convenient location**

Issues to Address

Issues or problems to address in Clara Barton were identified during the planning process by asking the following:

What is **not working well** in the neighborhood today?

What are the neighborhood's **turn-offs** to potential residents?

CLARA BARTON

These issues should be addressed to reinforce the neighborhood's assets and promote the quality of life of existing and future residents.

- **Major roads could be safer and more walkable, especially 13th Avenue and University Drive**
- **Some infill and new garages clash with neighborhood form and character**
- **Charming but distressed properties found in a few areas**
- **Smaller houses tend to be in rougher shape**

CLARA BARTON NEIGHBORHOOD

Conditions and Trends

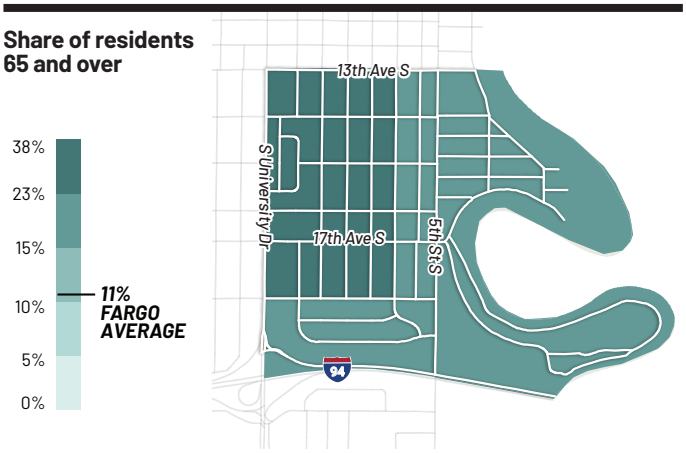
A demographic transition is underway

Clara Barton has above-average concentrations of children under 18 as well as residents over 65—evidence that a large cohort of older homeowners is in the middle of transitioning over to young families.

This transition is likely an indication of two positive dynamics for the neighborhood: (1) older residents choose to stay in the neighborhood well into their empty nest years and (2) when they sell there is demand from young families to take their place.

Share of residents under 18

Share of residents 65 and over



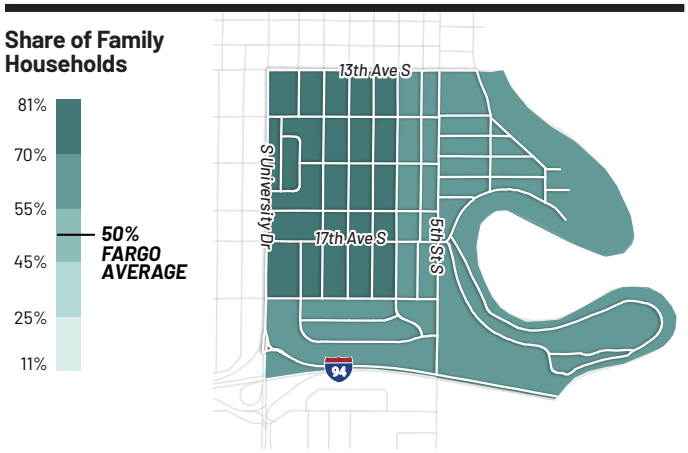
Source: 2018 American Community Survey 5-Year Estimates

Homeowners and families predominate

The housing stock of Clara Barton is comprised almost exclusively of single-family homes. This is reflected in a neighborhood-wide homeownership rate that is higher than any other core neighborhood and more than double the City's average. It is also reflected in the presence of families—or households with at least two related individuals—which account for well over half of all households.

Share of Homeowning Households

Share of Family Households



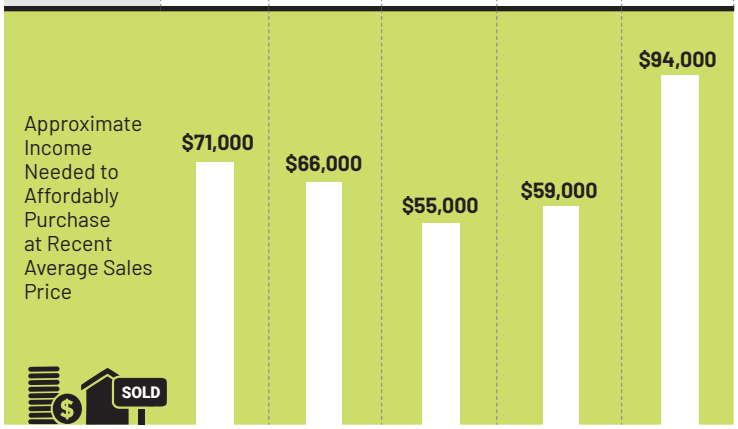
Source: 2018 American Community Survey 5-Year Estimates

Homes tend to be larger, though smaller and more affordable opportunities exist

Compared to many other core neighborhoods, Clara Barton's single-family housing stock is dominated by larger homes with at least two bathrooms that have sold in recent years for $200,000 or more, on average. Many smaller homes—such as 2 bed/1 bath configurations—can also be found and at much lower prices on account of both size and condition.

Dominant Home Configurations

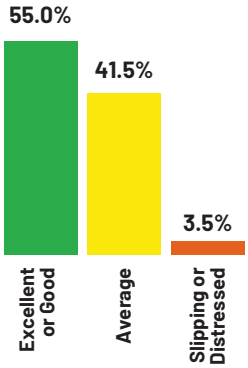
	3 beds / 2 baths	2 beds / 2 baths	2 beds / 1 bath	3 beds / 1 bath	3 beds / 3 baths
# of Properties	215	133	113	80	69
% Owner-Occupied	91%	88%	82%	88%	96%
Average Field Survey Condition Score	2.26	2.34	2.45	2.48	2.11
Average Assessed Value, 2019	$210,701	$197,046	$139,540	$172,575	$288,304
Average Sales Price, 2017-2019	$213,390	$197,046	$164,555	$175,647	$282,967
Total Sales, 2017-2019	36	24	10	15	6

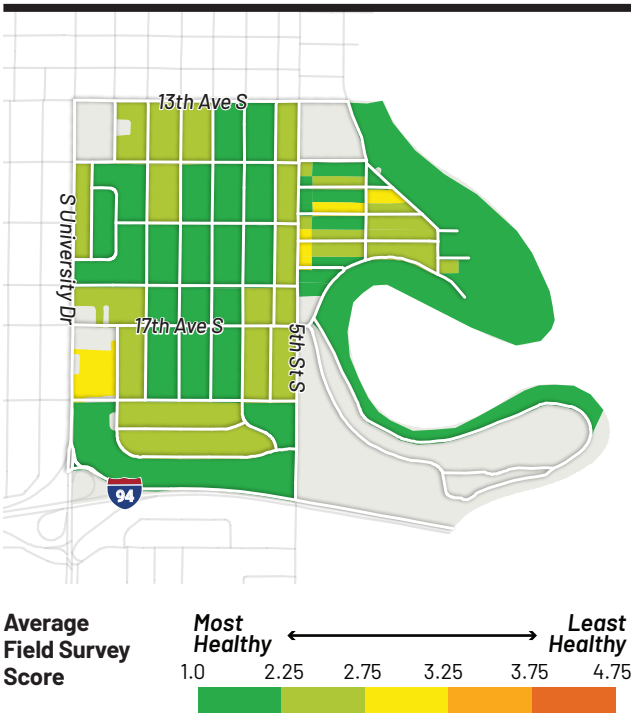


Properties are well-maintained, though vulnerabilities are present

A slight majority of homes in Clara Barton were categorized in excellent or good condition during the 2020 field survey of residential condition—designations given to properties with no overt signs of deferred maintenance and evident pride of ownership. Less than 5% of homes had visible signs of deferred maintenance. A vulnerability exists, however, in the more than 40% of homes that were deemed "average" and could easily slip in the coming decade without more proactive levels of investment by owners.

Exterior Condition Survey of Homes (Field Survey)





CLARA BARTON NEIGHBORHOOD

Vision for Clara Barton

A vision for Clara Barton emerged during the planning process in the form of a brand statement based (1) on the characteristics or attributes that are at the core of the neighborhood's image and (2) on the target homebuyer markets that are most likely to find the neighborhood's attributes and housing stock appealing.

The result is a statement describing the neighborhood in 2030 as a place that has reinforced its intrinsic assets and is a neighborhood of choice for its target markets. The statement and its components can be used in a variety of ways, such as guiding the development of events and activities that express this vision, as the basis for developing marketing materials, and to clarify the mission of existing or new neighborhood organizations.

Core Neighborhood Attributes

Neighborhood assets were distilled and prioritized into a set of core attributes that are most important to the Clara Barton brand.

Architectural Style

Nice range of styles from older historic to mid-century modern, and price ranges from starter homes with DIY opportunities to move-up homes for households looking to live near downtown. Many households "house-hop" within Clara Barton, choosing larger or smaller houses depending on their life stage.

Kid-Friendly

Kids walk and ride their bikes to school on abundant sidewalks. Our kids can be a little more free-range because of our safe streets and wonderful amenities, and lots of friendly neighbors looking out for them. Our compact grid layout makes it easy for kids to navigate and stay safe.

Great Location

Walk to street fairs, Farmer's Market, restaurants and locally owned coffee shops, library, post office, Art Museum, gyms and shopping of all kinds. Many neighbors bike or walk to work downtown. In the nearby Midtown Business District, you can get groceries, go to other restaurants, coffee, a bottle shop and more. This business district is taking off with new and interesting, locally-owned businesses. Also easy access to interstate.

Outdoor Life

Outdoor life is very accessible, with Lindenwood and Island Parks and our Red River boundary providing lots of fun: cycling and running trails, fishing, picnicking, kayaking, cross-country skiing and snowshoeing. The pedestrian bridge to Moorhead takes only minutes to get to single-track mountain biking trails.

Target Markets

The neighborhood attributes and existing housing stock were used to identify target homebuyer markets that are primed to see the neighborhood as a good fit.

Profile 1
Move-Up Homes

- Young households with kids – couple or singles. Empty nesters or mid-to-late-career households looking to live near downtown
- Professional occupations such as medical, law, software development, education
- May be attracted to downtown and walking/biking lifestyle

Profile 2
Starter Homes

- Willing to take on more affordable, smaller homes and/or homes that need some fixing up
- Younger households starting out, perhaps newlyweds who plan to start families
- Single income households with or without kids
- Gig economy workers with more than one part time job or business

Vision and Brand Statement

Clara Barton neighbors of all ages celebrate its walkability, good schools, and a wide variety of fun outdoor activities. The neighborhood offers a range of home styles from older historic to mid-century modern, and price ranges from DIY-friendly starter homes to move-up, move-in-ready homes.

We bike or walk downtown to street fairs, Farmer's Market, restaurants and locally-owned coffee shops, the library, post office, art museum, gyms and shopping of all kinds. The nearby Midtown Business District is taking off with new, interesting, locally-owned businesses, and a grocery store.

Outdoor life is easy in Clara Barton, with Lindenwood and Island Parks and the Red River providing lots of fun: cycling and running trails, fishing, kayaking, cross-country skiing and snowshoeing. Clara Barton is so beloved by neighbors, it is not uncommon for people to "house-hop" within the neighborhood, choosing smaller or larger homes depending on their current lifestyle.

CLARA BARTON NEIGHBORHOOD

Outcomes to Strive For

To complement the vision and brand statement and provide a basis for measuring progress toward neighborhood goals, specific neighborhood outcomes have been identified and translated into metrics for neighborhood stakeholder to track over time.

Homes and public areas show pride and help promote a positive image for neighborhoods

MEASUREMENT

Share of properties in excellent or good condition

BASELINE → TARGET

55% in 2020 → at least 63% in 2030

Strong buyers choose to live here, including families with children

MEASUREMENT

Average time on market for homes

BASELINE → TARGET

87 days in 2017-19 → Stay below 90 days

MEASUREMENT

Share of households with children under 18 compared to citywide average

BASELINE → TARGET

In 2018, more than 30% of Clara Barton households had kids under 18, compared to 25% citywide average → Stay above the citywide average going forward

Neighbors enjoy a walkable community

MEASUREMENT

Number of scheduled activities that promote walking or being outdoors in Clara Barton

BASELINE → TARGET

0 in 2019 → 2 by 2024 that reinforce the 'Outdoor Life' brand attribute

Schools are thriving, and schools and residential areas reinforce each other's success

MEASUREMENT

Number of students residing in Clara Barton zone compared to school capacity

BASELINE → TARGET

195 in 2019/20 with capacity of 198 → A student residency figure of 180 or above is maintained going forward

Neighborhoods are known for being neighborly and people feel safe

MEASUREMENT

Number of scheduled activities that help neighbors meet and connect with each other

BASELINE → TARGET

0 in 2019

2 by 2024 that reinforce the 'Community' brand attribute

MEASUREMENT

Share of residents who indicate "safety" or "crime" as a priority in a survey of priority issues

BASELINE → TARGET

0% of Clara Barton respondents to a 2020 survey identified crime or safety as a priority problem to address

Indications of crime or safety as a priority problem remain low on future surveys

There are a wide variety of people and housing types/price ranges

MEASUREMENT

Share of residents who are non-white compared to citywide average

BASELINE → TARGET

In 2018, less than 5% of residents in most parts of Clara Barton were non-white, compared to 16% citywide

The share of Clara Barton's residents that are non-white becomes a closer reflection of the city's overall population

MEASUREMENT

Share of homes priced below citywide average

BASELINE → TARGET

81% of single-family home sales in 2019 were below the citywide average price

This figures moves towards 50% indicating an ability to compete in the regional marketplace and a supply of more affordable options

CLARA BARTON NEIGHBORHOOD

Implementation Guidance

The Core Neighborhoods Toolkit outlined in Part 4 of the Core Neighborhoods Master Plan contains five components with recommendations that are collectively designed to address issues and seize opportunities that surfaced during the planning process core-wide. The following pages of this brief provide guidance on the implementation of each component at the neighborhood-level.

1. Development Regulation and Incentive Tools
2. Neighborhood Leadership & Engagement Tools
3. Housing Reinvestment Tools
4. Public Infrastructure Investment Tools
5. Public Health & Safety Tools

1 Development Regulation and Incentive Tools

The Future Land Use Map (FLUM) is the neighborhood's visual guide to future planning efforts and illustrates how land is intended to be used—what the neighborhood wants to have happen. It is not an official City map nor is it a zoning map; rather it should be used to inform any updates to a new zoning map with associated revisions to the Land Development Code (LDC).

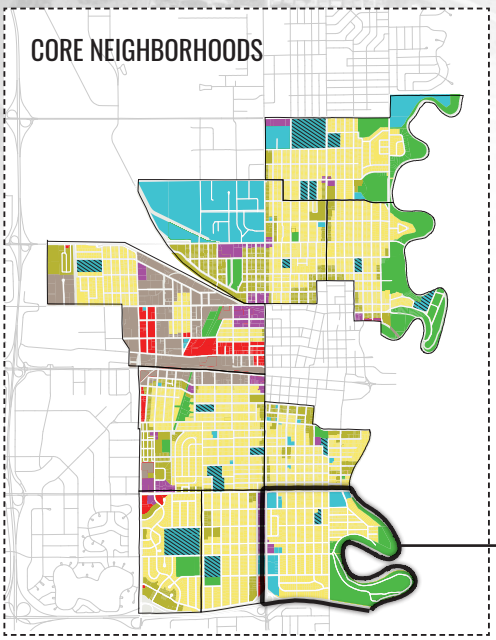
The FLUM portrayed on the following page generally depicts land uses that currently exist in the well-established Clara Barton neighborhood but also includes recommended changes to areas that demonstrate locational or design characteristics representing opportunities to evolve and become something that better serves the nearby residents in the future. The following list of recommended land uses includes those areas that should be considered for possible rezoning and/or economic incentives that would allow them to transform over the next decade and become enhanced neighborhood assets. Beyond those areas recommended for change, the FLUM also visually represents land uses that should be preserved to protect existing neighborhood character, specifically the single-family residential land use designation.

- The majority of the Clara Barton neighborhood is comprised of a single-family development pattern and should be protected as such.
- The northeast corner of 17th Avenue South and South University Drive offers an opportunity for a mixed-use development that would serve both the Clara Barton residents as well as the Essentia Health Clinic located just across the street to the south. This mixed-use opportunity could take the form of a neighborhood commercial center and/or a multi-family development that provides a higher density housing option not currently available in the neighborhood and one that might serve some of the housing needs for the clinic.
- *See the Lewis & Clark FLUM for the following changes on the west side of South University Drive that would impact Clara Barton:* The blocks from 13th Avenue South to 17th Avenue South and between South University Drive and 13½ Street South are proposed as mixed-use development opportunities. The existing structures in this area are primarily commercial uses that are set back from South University Drive behind large parking lots. The opportunity for redevelopment in this area is noteworthy and the City should consider rezoning these blocks to accommodate development that serves the needs of the neighborhood as much as it currently favors the traffic along South University Drive.

CLARA BARTON

FUTURE LAND USE MAP

- Single-Family Residential
- Multi-Family Residential
- Institutional
- *Schools with recreational amenities*
- Industrial/Warehousing
- Park, Open Space and Trails
- Commercial
- Mixed Use Neighborhood Commercial



For full descriptions of these land use categories, see page 45 of the Core Neighborhoods Master Plan

CLARA BARTON NEIGHBORHOOD

2 Neighborhood Leadership & Engagement Tools

ACTIVITY	CORE BRAND ATTRIBUTE				
	Architectural Style	Community	Kid-Friendly	Great Location	Outdoor Life
Install one or more bike repair stations in the neighborhood.			✔	✔	✔
Traffic calming measures around the school.			✔		
Historic home tour on off years from Hawthorne.	✔			✔	
Annual spring concert and food truck.		✔	✔		
Annual fishing, biking, 5K run event.		✔	✔	✔	✔

Clara Barton has a well-established neighborhood association that meets regularly and can serve as an excellent starting point for building greater levels of resident engagement and leadership. Such efforts should consider the list of potential activities developed during the planning process to reinforce Clara Barton's core attributes.

In 2021 and 2022, association members should identify and implement at least one activity that will capture the interest of residents not currently involved in the neighborhood association. Bringing new residential volunteers into the fold will ensure that diverse representatives are not only engaged but that they clearly understand the neighborhood's vision for the future.

3 Housing Reinvestment Tools

Promising Areas for Reinvestment Resources

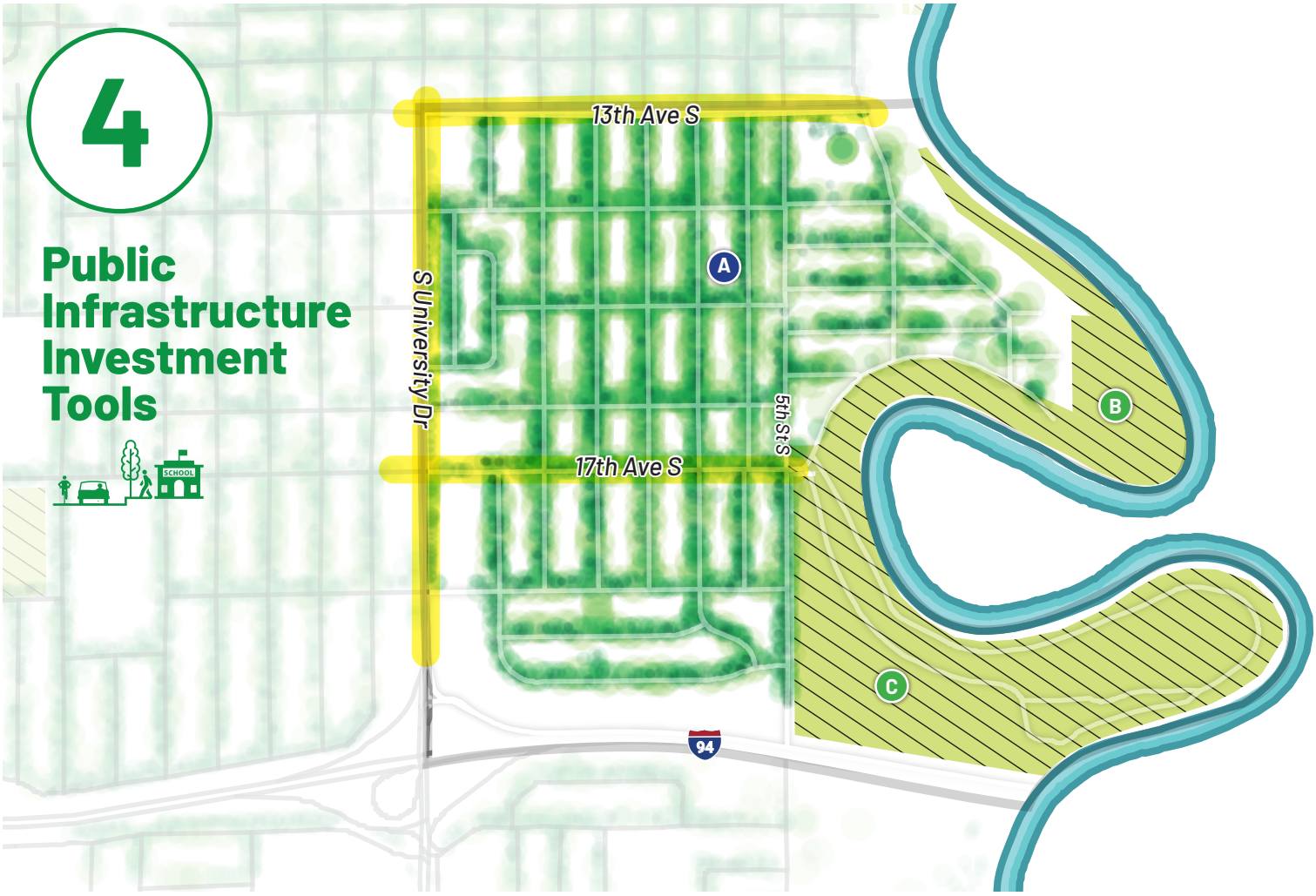
Core Reinvestment "A" Blocks

The new housing reinvestment tools proposed in the Core Neighborhoods Toolkit are intended to meet a need for programs that proactively target and turn around troubled properties, as well as programs that partner with owners who are able to invest in improvements and updates but are hesitating due to uncertainty about the neighborhood or their return on investment.

Potential target areas for these programs have been identified for planning purposes. Blocks with a combination of strong properties and some weaker properties are prioritized as areas where targeting resources is likely to bolster confidence and stimulate similar investments by other owners. Several blocks across Clara Barton have been identified as "A" blocks, making them strong candidates for reinvestment resources.

For maximum impact, new reinvestment programs should be actively promoted and paired with existing incentives, such as the remodeling tax exemption.

CLARA BARTON NEIGHBORHOOD



SCHOOLS & PARKS

Collaborate closely with neighborhood stakeholders on the new master plan for Lindenwood Park. Plans for that park, as well as future investments in park facilities along the Red River, should focus on providing high-quality amenities that promote residential reinvestment in Clara Barton.

Invest in Clara Barton Elementary School, Carl Ben Eielson Middle School, and South High School to keep them on-par and competitive with facilities in other parts of Fargo.

Neighborhood residents: Use parks and schools as locations for neighborhood activities and as selling points in efforts to encourage current and potential residents to invest in the neighborhood.

- **A** Clara Barton Elementary School
- **B** Burdick Park and Red River Trail
- **C** Lindenwood Park

CORRIDORS

Include highlighted corridors in efforts to plan and implement "complete street" designs that better serve all modes of transportation. This includes the evaluation of options for S. University Drive's transition from an auto-centric street to one conducive for mixed-use, neighborhood-friendly redevelopment.

View all future investments along corridors as opportunities to strengthen neighborhood character and identity.

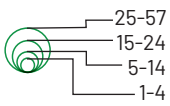
- **S University Dr**
- **13th Ave S**
- **17th Ave S**

TREES

The tree canopy contributes significantly to the neighborhood's appeal and quality of life, especially west of 5th St S.

- Continue strong management of existing public trees on streets and in parks
- Replant aggressively as older trees come down
- Cultivate a stronger canopy on streets east of 5th St S.

Public Trees by Diameter at Breast Height (DBH) in inches



5 Public Health & Safety Tools

More so than with other tools in the Core Neighborhoods Toolkit, partnerships between the City and neighborhood residents will be critical to the success of tools that seek that to uphold basic standards of property maintenance.

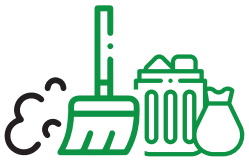
The resident side of this equation should include:

Active participation in complaint-based code enforcement

Complaint-based code enforcement is now and will remain a central tool for enforcing Fargo's property maintenance code. For this to work, it is important that residents understand how to submit complaints (online or by phone) and the process the City follows to verify and abate code violations. Stepped-up communications by the City will play a role, but so must proactive communication by groups of residents.

Help neighbors in need with compliance assistance

While partnerships between the City and non-profits can play a role in helping property owners who lack the financial or physical ability to fix basic code issues, neighborhood residents and faith-based organizations have the potential to play the leading role in a manner that also builds the neighborhood's capacity to organize and act.



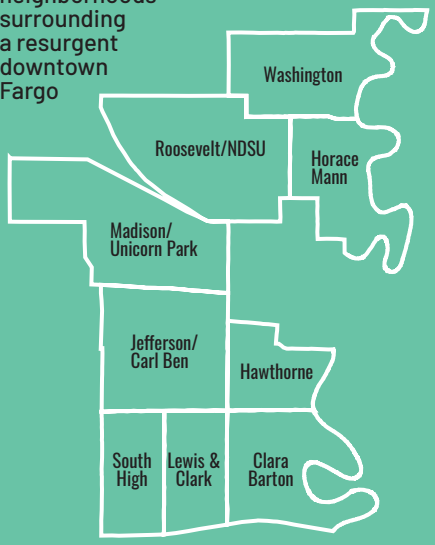
Organize alley clean-ups and maintenance

Identify opportunities to partner with the City on special clean-up events in neighborhood alleys to improve conditions and engage residents in a manner that builds connections and capacity to solve problems.

CLARA BARTON
Neighborhood Implementation Brief

What is the Core Neighborhoods Master Plan, and why was it developed?

Nine neighborhoods surrounding a resurgent downtown Fargo



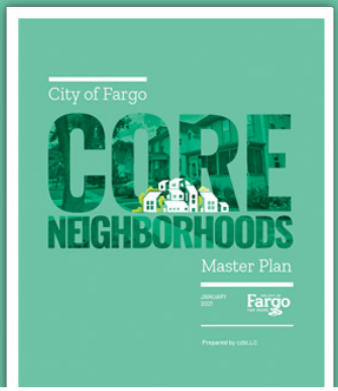
Fargo's core neighborhoods are a vital part of the city's past, present, and future. As Fargo's original neighborhoods, they house many of its most important assets and offer a wide range of residential and economic opportunities to a growing and increasingly diverse region.

Appreciation of the roles that these neighborhoods play in the life of Fargo—and the issues that inevitably affect neighborhoods as they age and evolve—is the impetus for this plan. In the wake of the Downtown InFocus plan from 2018 and the earlier Go2030 Comprehensive Plan, the need for renewed and focused attention to the core neighborhoods has become broadly recognized.

Rather than a piecemeal approach to planning for the future of the core neighborhoods, a process was designed for residents and other stakeholders to come together and create a unified plan for the core that also responds to the opportunities and challenges in each neighborhood.

The result is a Core Neighborhoods Master Plan that achieves both a core-wide perspective for long-term policymaking and a neighborhood-level focus on desired outcomes and implementation.

READ THE FULL CORE NEIGHBORHOODS MASTER PLAN



City of Fargo
CORE NEIGHBORHOODS MASTER PLAN