JANUARY 2021

HAWTHORNE Neighborhood Implementation Brief

City of Fargo

CORE NEIGHBORHOODS MASTER PLAN

Prepared by czbLLC

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NEIGHBORHOOD IMPLEMENTATION BRIEF

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What are Hawthorne'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.

Assets to Build Upon

A range of assets in the Hawthorne 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?

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

- **Tree-lined streets**
- **High-quality recreational spaces, such as Island Park, Dill Hill, and neighborhood playgrounds**
- **Sense of identity, typified by welcome signs**
- **Sidewalk network, walkability, and bikability**
- **Variety of architectural styles and housing types**
- **Recent investments in infill housing**
- **8th Street commercial district and proximity to downtown**

Issues to Address

Issues or problems to address in Hawthorne 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?

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

- **Spotty maintenance on some older homes**
- **Poorly managed rentals**
- **Difficulty finding qualified contractors to work on home renovations**
- **Traffic and noise on busy streets**
- **Winter parking problems**
- **Underused parking lots near Prairie St. John's**

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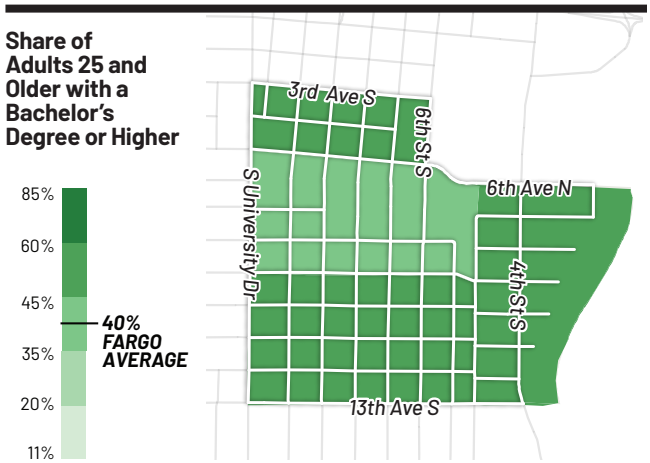
Conditions and Trends

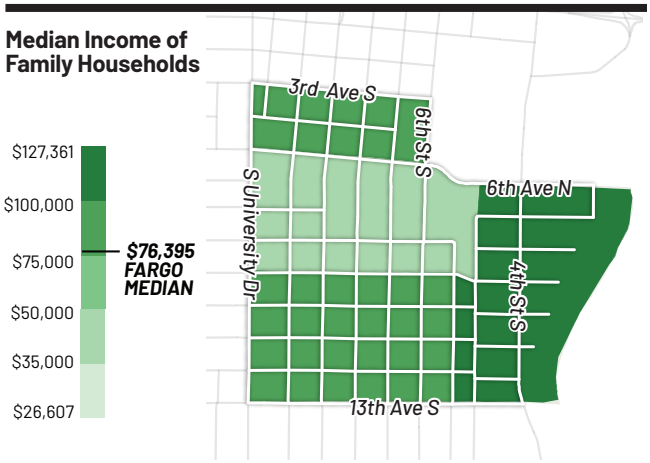
Hawthorne households have relatively high earning capacity

Adults with at least a four-year college degree make up close to half or more of the adult population in much of Hawthorne—a rate that outpaces Fargo as a whole and accounts for relatively high family incomes. This means that most Hawthorne families have the financial capacity to live almost anywhere in the region and have chosen Hawthorne for its unique characteristics and assets.

Share of Adults 25 and Older with a Bachelor's Degree or Higher



Median Income of Family Households

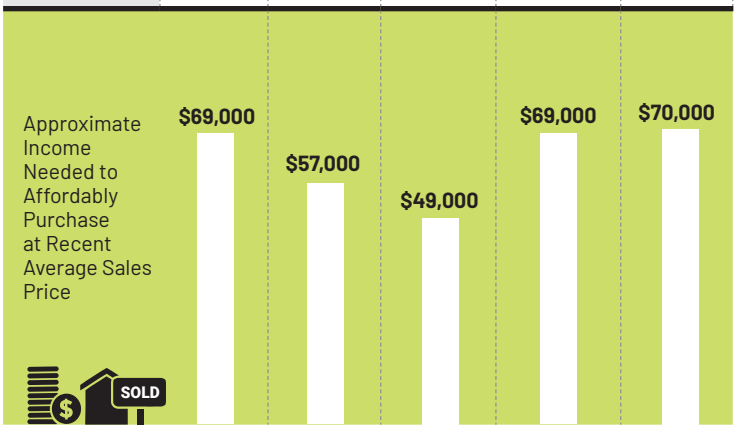


A diverse housing stock supports a range of opportunities

While many of the dominant single-family home configurations in Hawthorne are larger homes that have been selling, on average, for over $200,000 in recent years, there are numerous smaller homes that are priced within reach of Fargo's median household. Those smaller homes, however, have a higher incidence of absentee-ownership and deferred maintenance.

Dominant Home Configurations

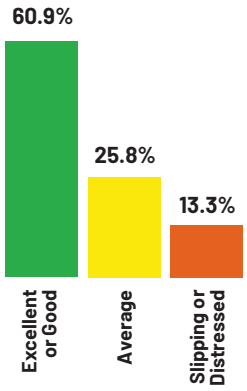
	3 beds / 2 baths	3 beds / 1 bath	2 beds / 2 baths	3 beds / 1.5 baths	4 beds / 2 baths
# of Properties	103	57	50	46	45
% Owner-Occupied	89%	75%	78%	93%	87%
Average Field Survey Condition Score	2.24	2.54	2.45	2.27	2.14
Average Assessed Value, 2019	$187,602	$162,311	$149,376	$192,926	$192,458
Average Sales Price, 2017-2019	$205,869	$170,425	$146,575	$205,784	$210,533
Total Sales, 2017-2019	7	8	6	11	12

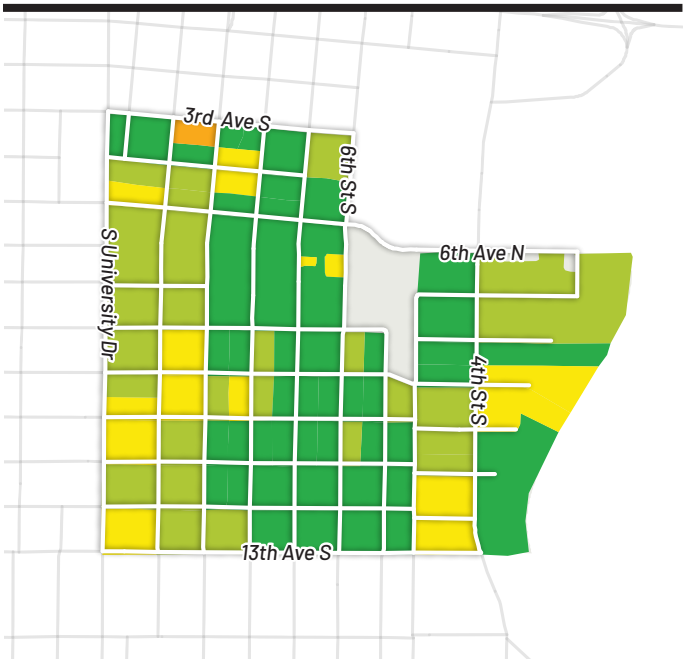


Residential conditions are healthy, but there are causes for concern in some areas

More than half of the residential properties in Hawthorne were rated in excellent or good condition by the 2020 field survey of residential conditions, which means they display some level of pride and have no visible signs of deferred maintenance. Conditions drop off, however, on blocks adjacent to South University Drive and in a few other locations where the typical house is smaller and disinvestment has been accruing for years.

Exterior Condition Survey of Homes (Field Survey)





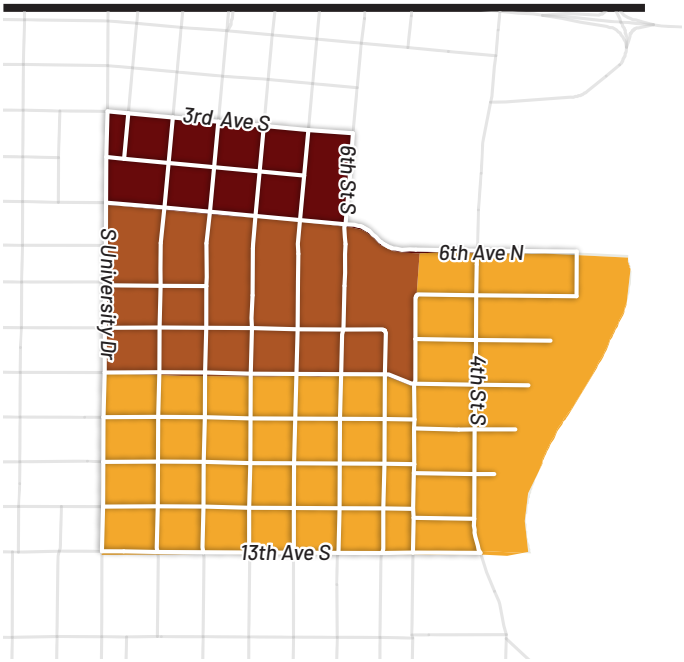
Average Field Survey Score

Most Healthy ⟷ *Least Healthy*

1.0 2.25 2.75 3.25 3.75 4.75

Reinvestment in the housing stock is occurring, especially near downtown

Some of the blocks in Hawthorne that show signs of vulnerability have witnessed a considerable level of reinvestment in the past few years—with 20% to 30% of residential properties in the northwestern corner of the neighborhood being issued permits for remodeling or renovation work since 2015. This is a positive sign that demand is healthy enough in parts of Hawthorne to spur investment in the neighborhood's historic housing stock



Permits Issued for Remodeling / Renovation Work as a Share of All Residential Properties, 2015-2019

10% 13% 16% 20% 25% 29%

Source: czb analysis of City of Fargo building permit database

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Vision for Hawthorne

A vision for Hawthorne 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 Hawthorne brand.

Historic	Walkable, Downtown Neighborhood	Welcoming Personality
Part of Fargo's original townsite. Historic 8th Street, with its noteworthy street lighting, commerce, homes, and trees, is the heart of the neighborhood and makes up the core of the National Register Southside Historic District.	Walk to downtown events and Justice/ Island Park. The Red River makes up the eastern border, which offers access to both the riverside trails and parks. Many residents don't need a car to get to work, entertainment and shopping, while kids can walk or bike to Hawthorne Elementary.	Hawthorne neighbors take pride in welcoming diverse people. Island Park has been embraced as Justice Park by participants of Black Lives Matter, and is the launch location of social justice events, including Pride Month. St. Mark's Lutheran Church shares space with Temple Beth El. Only legislative district in state that has a fully female delegation, all of whom live in Hawthorne.

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
Young couples without kids; young families

- Professional households moving back to Fargo
- In-moving tech workers
- Households with kids and dogs
- University faculty and managers
- Younger families willing and able to maintain older homes

Profile 2
Older singles

- Elementary, middle and high school teachers
- In-moving tech workers
- People employed in the trades who can take on property that needs a fair amount of work
- Appreciate simplifying life by living so close to school and work, no car needed
- Motivated by low transportation costs, making Hawthorne more affordable

Vision and Brand Statement

The Historic Hawthorne Neighborhood is part of Fargo's original townsite. Our beautiful, walkable streetscapes make walking to downtown events and businesses a pleasure. Cars are optional for work, entertainment, and shopping, while kids can walk or bike to Hawthorne Elementary. Outdoor recreation is right on our eastern border, among the Red River trails and parks.

We are well-known for historic 8th Street, with its noteworthy street lighting, commerce, homes, and trees—it is the physical heart of the neighborhood and the core of the National Register Southside Historic District.

Best of all is our welcoming personality. Hawthorne neighbors take pride in welcoming diverse people as neighbors and visitors. Island Park has been embraced as "Justice Park" by participants of Black Lives Matter and is the launch location of many social justice events, including Pride Month activities. St. Mark's Lutheran Church shares space with Temple Beth El. Ours is the only legislative district in North Dakota that has a fully female delegation, all of whom live in Hawthorne.

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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.

Households of a variety of incomes and backgrounds want to live here and are safe and welcome

MEASUREMENT

Share of population that is non-white compared to city average

BASELINE → **TARGET**

In 2018, between 10% and 15% of residents in northern and eastern Hawthorne were non-white compared to 16% citywide. In the southwest corner of the neighborhood, the share was between 5% and 10%.

Over time, the share of non-white residents in Hawthorne moves closer to equaling or exceeding the citywide average.

MEASUREMENT

Share of households making less than Fargo's median income

BASELINE → **TARGET**

In 2018, more than a third of households in most parts of Hawthorne made less than the city's median household income (around $50,000). In the northwest corner of the neighborhood, more than 50% made less than that amount.

Existing levels of income diversity are maintained.

Outdoor activities and lifestyle are easy and safe

MEASUREMENT

Number of outdoor activities scheduled by neighborhood association

BASELINE → **TARGET**

4 activities in 2019 that reflected the 'Walkable Downtown Neighborhood' core brand attribute

up to 7 activities by 2025 (including baseline activities) that reflect the 'Walkable Downtown Neighborhood' core brand attribute

The entire neighborhood is an attractive destination for homebuyers, visitors, and others

MEASUREMENT

Average time on market for homes sold in neighborhood

BASELINE → **TARGET**

98 days in 2017-19

Below 90 days by 2024

Public and private property exhibits pride and contributes to a positive image that attracts and keeps good neighbors

MEASUREMENT

Share of properties in excellent or good condition

BASELINE → **TARGET**

61% in 2020

at least 66% in 2030

The historic, tree-lined integrity of Hawthorne is maintained and celebrated

MEASUREMENT

Number of scheduled activities that celebrate Hawthorne's historic physical fabric and character

BASELINE	TARGET
2 activities in 2019 that reflected the 'Historic' core brand attribute (home tour and carriage rides)	up to 5 activities by 2025 (including baseline activities) that reinforce the 'Historic' core brand attribute and bring awareness to the importance of maintaining it

City government provides top-quality services in a timely, transparent, trustworthy way

MEASUREMENT

Presence of a routine dialogue with City government about service expectations and needs

TARGET

Schedule annual 'check-ins' between the neighborhood association and City officials and staff to discuss issues relating to public services. Focus on identifying how problems can be addressed via City-neighborhood partnerships.

People feel safe

MEASUREMENT

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

BASELINE	TARGET
5% of 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

Business districts and properties integrate well and contribute to the desirability of the neighborhood

MEASUREMENT

Presence and application of design guidelines to ensure good urban form and sensitive redevelopment

BASELINE	TARGET
Through multiple Historic Overlay Districts and the southward reach of the Downtown Mixed Use zoning district, Hawthorne has more protections in place to ensure good urban form than any other core neighborhood.	The geographic coverage of design guidelines—and their clarity and effectiveness—is enhanced through updates to the Land Development Code by 2023.

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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.

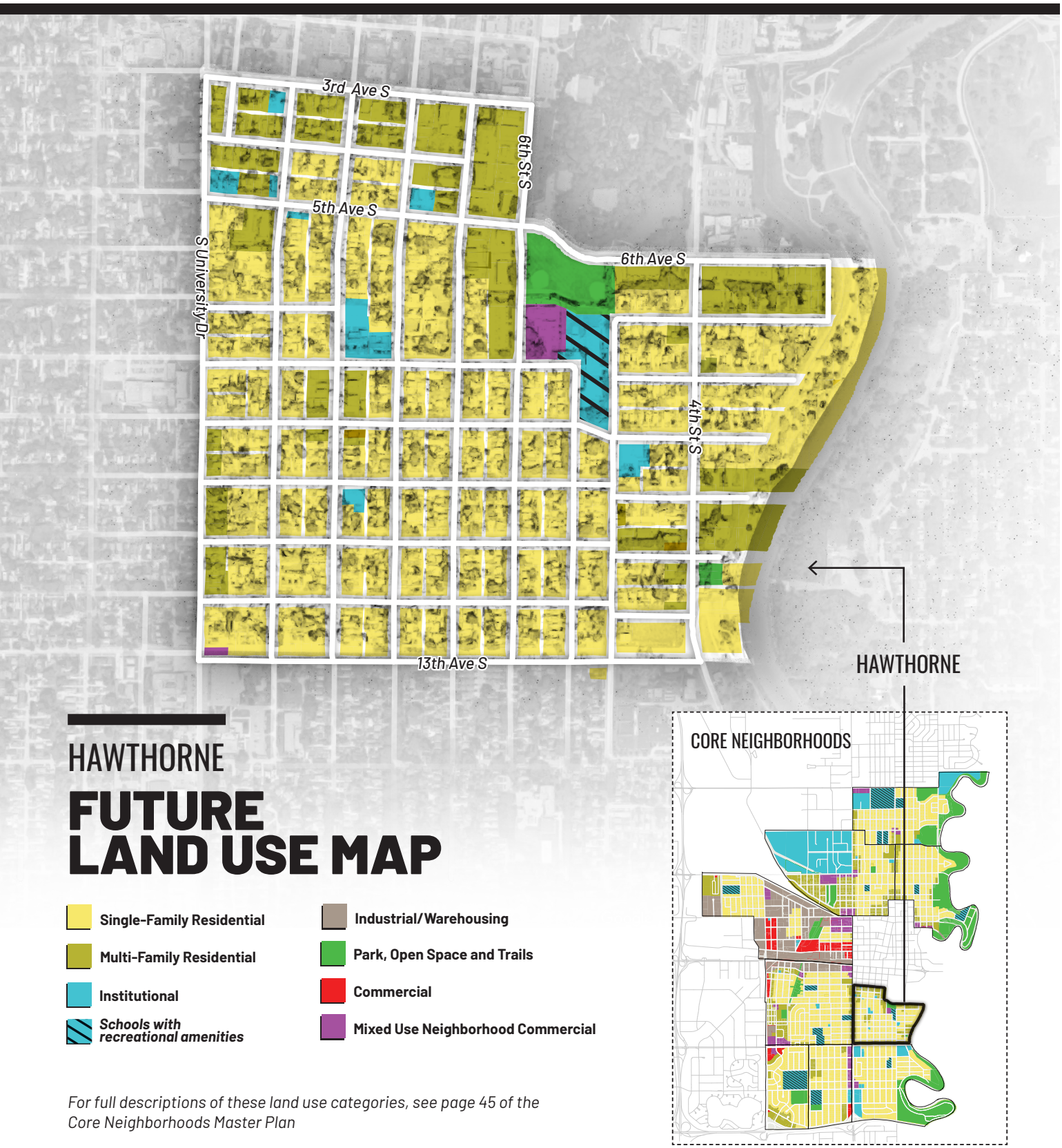
1. Development Regulation and Incentive Tools
2. Neighborhood Leadership & Engagement Tools
3. Housing Reinvestment Tools
4. Public Infrastructure Investment Tools
5. Public Health & Safety Tools

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 Hawthorne 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 single-family fabric that generally exists south of 5th Avenue South should be protected from incremental multi-family or office development that might encroach from the north (the southern edge of the Downtown).
- The RDO Equipment site, located just west of the Hawthorne Elementary School, has the potential to evolve into a mixed-use opportunity in the future. This could take the form of a local neighborhood coffee shop, restaurant or similar, offering nearby residents a 'third place' to gather.



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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

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2 Neighborhood Leadership & Engagement Tools

The Hawthorne Neighborhood Association has been an active part of the neighborhood for a number of years and serves as an excellent starting point for building greater levels of resident engagement and leadership. Over the next few years, the neighborhood brand statement and list of potential activities generated during the planning process can be used by the neighborhood association to build a larger volunteer base and express the neighborhood's vision for its future to the wider community.

The Hawthorne neighborhood has a relatively even mix of homeowner and rental households–a diversity that the neighborhood association should capitalize upon as it endeavors to build a larger volunteer base. These efforts to engage new residents should commence in 2021 and can be organized over time with assistance from the proposed Neighborhood Coordinator.

	CORE BRAND ATTRIBUTE		
ACTIVITY	Historic	Walkable, Downtown Neighborhood	Welcoming Personality
Historic Home Tour	✔	✔	✔
National Night Out (August)		✔	✔
Active Neighborhood Association			✔
Winter horse carriage rides on 8th Street	✔	✔	
Fargo Marathon routes through Hawthorne		✔	
@ Neighborhood logo house flag: sell at a small profit to raise money for other activities (or sell at cost) and present as a welcome gift to new neighbors; encourage everyone to fly their flags during events that bring visitors to the neighborhood, and also on a certain day of the month every month	✔	✔	✔
@ Hawthorne Halloween Celebration: Build on 8th Street's current popularity with Trick-or-Treaters into a neighborhood-wide event (e.g., best decoration contests, costume contests, promotions that inspire kids to get to different parts of the neighborhood such as school supply punch cards with giveaways at different places in the neighborhood, a real haunted house, hayrides pulled by the carriage horses through the neighborhood, etc.); do outreach to kids of diverse backgrounds to ensure they and their parents feel welcome	✔	✔	✔
@ PorchFest music festival (amateur and professional musicians performing on front porches); pay attention to recruiting diverse types of musicians and especially local or regional artists specializing in music from various ethnic groups	✔	✔	✔
Hawthorne Elementary Appreciation Day: neighbors, especially Hawthorne alums, do a service project for the school and/or give the kids a group high five on their first or last day of school			✔

EXISTING ACTIVITY

POTENTIAL ACTIVITY

3 Housing Reinvestment Tools

Promising Areas for Reinvestment Resources

Core Reinvestment "A" Blocks

Historic Overlay District

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. A handful of blocks in Hawthorne have been identified as "A" blocks, making them especially strong candidates for reinvestment resources—especially where they overlap with historic assets in Historic Overlay Districts.

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

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SCHOOLS & PARKS

Collaborate closely with neighborhood stakeholders on future upgrades to Island Park, including plans to replace the pool complex. Plans for that site, as well as future investments in Dill Hill and park facilities along the Red River, should focus on providing high-quality amenities that promote residential reinvestment.

Invest in Hawthorne Elementary School to keep it 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** Island Park
- **B** Dill Hill Park
- **C** Dike East Park and Red River Trail
- **D** Hawthorne Elementary School

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 a two-way conversion for University Dr. and 10th St.

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

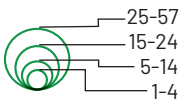
- **S University Dr**
- **10th St S**
- **13th Ave S**

TREES

Hawthorne has one of the densest and most mature tree canopies in Fargo. Attrition of the canopy in coming years will alter the landscape of many blocks and will require close attention and management.

- Continue strong management of existing public trees on streets and in parks
- Replant aggressively as older trees come down

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.

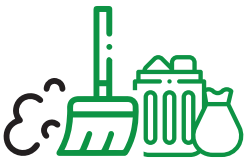
The resident side of this equation should include:

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.

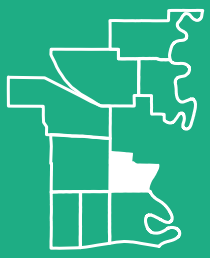
Help neighbors in need with compliance assistance

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.



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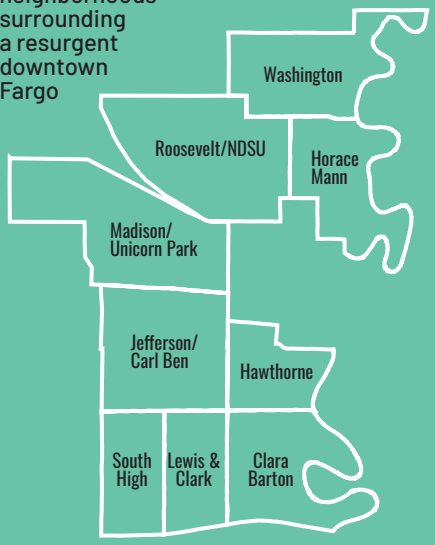
Neighborhood Implementation Brief

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

Nine neighborhoods surrounding a resurgent downtown Fargo



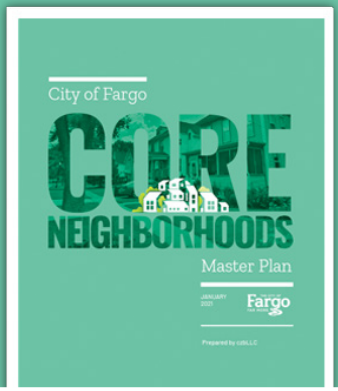
Fargo's core neighborhoods are a vital part of the city's past, present, and future. As Fargo's original neighborhoods, they house many of its most important assets and offer a wide range of residential and economic opportunities to a growing and increasingly diverse region.

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



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