



JANUARY 2021

LEWIS & CLARK

Neighborhood Implementation Brief

Welcome to the
LEWIS & CLARK
— NEIGHBORHOOD —

City of Fargo



CORE NEIGHBORHOODS MASTER PLAN



Prepared by czbLLC

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NEIGHBORHOOD IMPLEMENTATION BRIEF

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What are Lewis & Clark'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.

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Assets to Build Upon

A range of assets in the Lewis & Clark 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.

- Affordable homes for first-time buyers and DIYers
- Lewis & Clark Elementary and the recreational facilities surrounding the school
- Neighborliness and respect for privacy
- Great location, with convenient retail and services on University Drive
- Diverse, multi-generational mix of households



Issues to Address

Issues or problems to address in Lewis & Clark 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.

- Homes and apartment buildings that show signs of deferred maintenance
- Many small houses that need work to become more marketable
- Noise from busy roads, especially I-94
- Pedestrian safety on busy roads, especially near recreation facilities

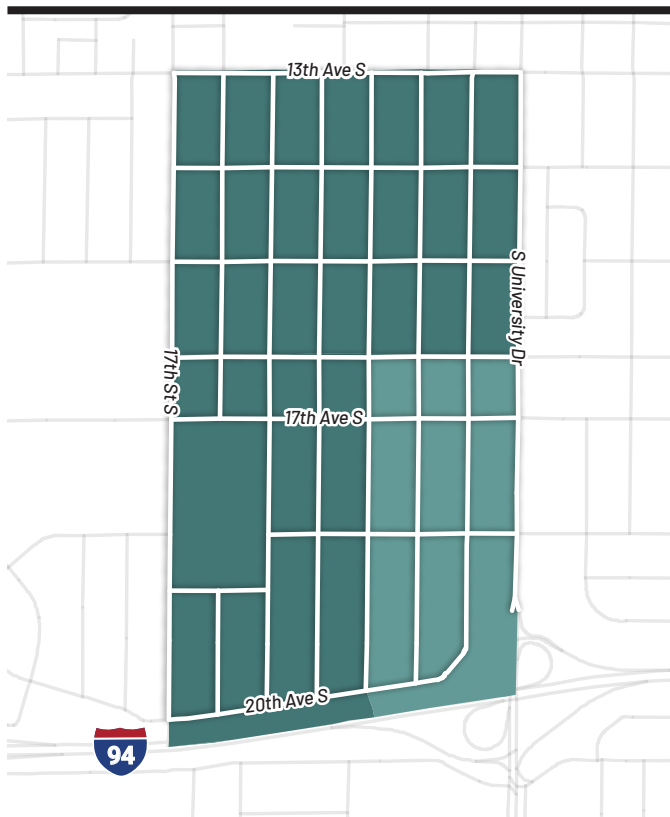


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Conditions and Trends

A relatively young neighborhood

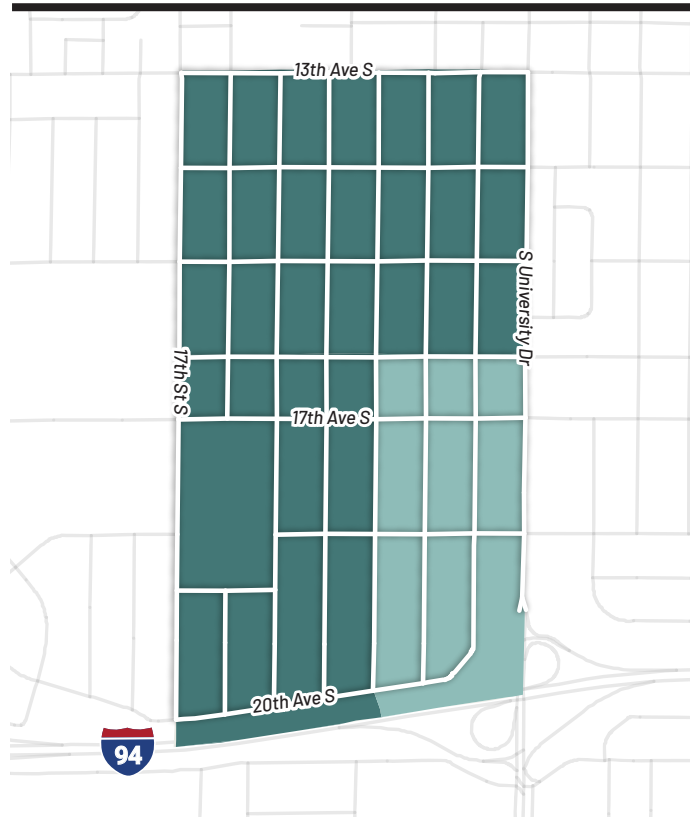
A higher than average share of Lewis & Clark's population is comprised of school-age children—a pattern that is similar for the neighboring South High and Clara Barton neighborhoods. While 20% of Fargo residents are under 18, that figure is higher than 25% in most of Lewis & Clark.



Many long-time homeowners

While Lewis & Clark's population has a large youth component, the neighborhood also has a large share of homeowners who have been in the neighborhood since before 2000. While only 29% of Fargo's homeowners have been in their home since 2000, more than 50% of homeowners in much of Lewis & Clark have been in their homes for 20 or more years, creating a mixture of younger households—many of whom are renting—and owners with deep roots in the neighborhood.

A large share of long-standing owners, of course, means that the neighborhood is in for a significant ownership transition in the near future.



Source: 2018 American Community Survey 5-Year Estimates

A variety of affordable homeownership opportunities

As in much of Fargo's core, larger homes in Lewis & Clark (concentrated in the southern half) have been better maintained over the years and have been selling, on average, for more than \$190,000. Many small homes in the neighborhood are well within the price range of households earning close to Fargo's median income—especially 2 bedroom / 1 bathroom homes that have a growing tendency toward absentee-ownership.

Home Configurations

	2 beds / 1 bath	3 beds / 2 baths	3 beds / 1 bath	2 beds / 2 baths	3 beds / 1.5 baths
# of Properties	170	165	107	88	38
% Owner-Occupied	81%	93%	88%	93%	100%
Average Field Survey Condition Score	3.18	2.73	2.91	2.80	2.64
Average Assessed Value, 2019	\$128,162	\$180,185	\$159,204	\$159,890	\$182,050
Average Sales Price, 2017-2019	\$139,368	\$190,585	\$167,463	\$164,289	\$196,333
Total Sales, 2017-2019	27	20	16	19	3

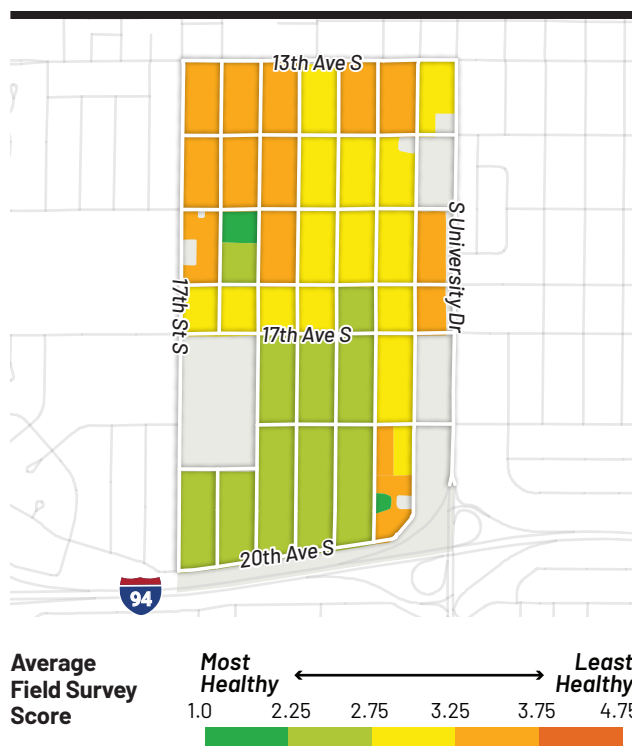
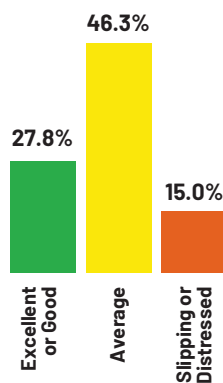


Housing conditions have a distinct north-south split

The housing stock in the northern half of Lewis & Clark—north of 17th Avenue S—is older and smaller than the southern half and has experienced higher levels of deferred maintenance over the years. There are also rental complexes in the northern half showing visible signs of disinvestment that influence surrounding blocks.

Overall, just over a quarter of homes in the neighborhood were rated in excellent or good condition by the 2020 field survey of housing conditions. Many of those rated as “average” are just a few years from showing more outward signs of distress if infusions of capital are withheld.

Exterior Condition Survey of Homes (Field Survey)





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Vision for Lewis & Clark

A vision for Lewis & Clark 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 Lewis & Clark brand.



Location

Close to downtown, but also walkable to grocery, vet clinic, schools, and parks – you can go car-free much of the time.



Neighborhood

Multigenerational community where young families interact with empty nesters; kids play at the playground while parents and other neighbors relax on park benches and catch up with each other.



Great Value

Cozy homes with big backyards; affordable to first-time homebuyers and can be strategically updated to enhance future marketability by finishing a basement, adding a bathroom, updating the kitchen and the like.

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

Singles and Couples, buying homes in the \$100,000 to \$150,000 range.



People who want to live in a house in the core that is basic, manageably sized, and within a traditional neighborhood.

A home that can be strategically updated to enhance future marketability (finish basement, add a bathroom, etc.).

People who are looking for something to get them started – build equity and use as a stepping stone to something more as family and income grow.

Vision and Brand Statement

Many neighbors in the Lewis & Clark neighborhood choose it as a great value for first-time homebuyers. We have cozy homes with big backyards that can be strategically updated to enhance future marketability by finishing a basement or adding a bathroom.

We're close to downtown, but also walkable to groceries, a vet clinic, schools, and parks – we can go car-free much of the time. In our multigenerational community, young families and empty nesters relax on park benches and catch up while kids play at the playground.

The Lewis & Clark neighborhood is popular with people who are looking for something to get them started – to build equity as their family and income grows into their next life stage.

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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.



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

28% in 2020 at least 39% in 2030



Homes are being updated and improved to meet modern needs and tastes

MEASUREMENT

Residential remodel permit issuance rate for single-family homes



BASELINE → TARGET

10 permits issued per 100 single-family properties during 2017-2019 15 permits issued per 100 single-family properties during 2023-2025



Neighbors enjoy a walkable community

MEASUREMENT

Number of scheduled activities that promote walking or being outdoors in Lewis & Clark



BASELINE → TARGET

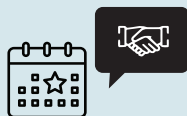
0 in 2019

at least 1 by 2024
that includes outdoor activity
to highlight neighborhood
walkability and recreation assets

✓ 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

at least **2** by 2024
that reinforce the “Neighborly”
brand attribute

MEASUREMENT

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



BASELINE → TARGET

0% of Lewis & Clark and South High respondents to a 2020 survey identified crime or safety as a priority problem to address

Maintain a very low indication of crime or safety as a priority problem on future surveys

✓ People are confident in a stable future, including neighborhood schools as anchor institutions

MEASUREMENT

Number of students residing in Lewis & Clark Elementary zone compared to school capacity



BASELINE → TARGET

486 in 2019/20
with capacity of 528

Maintain a student residency figure of
475 or above
going forward



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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



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Development Regulation and Incentive Tools

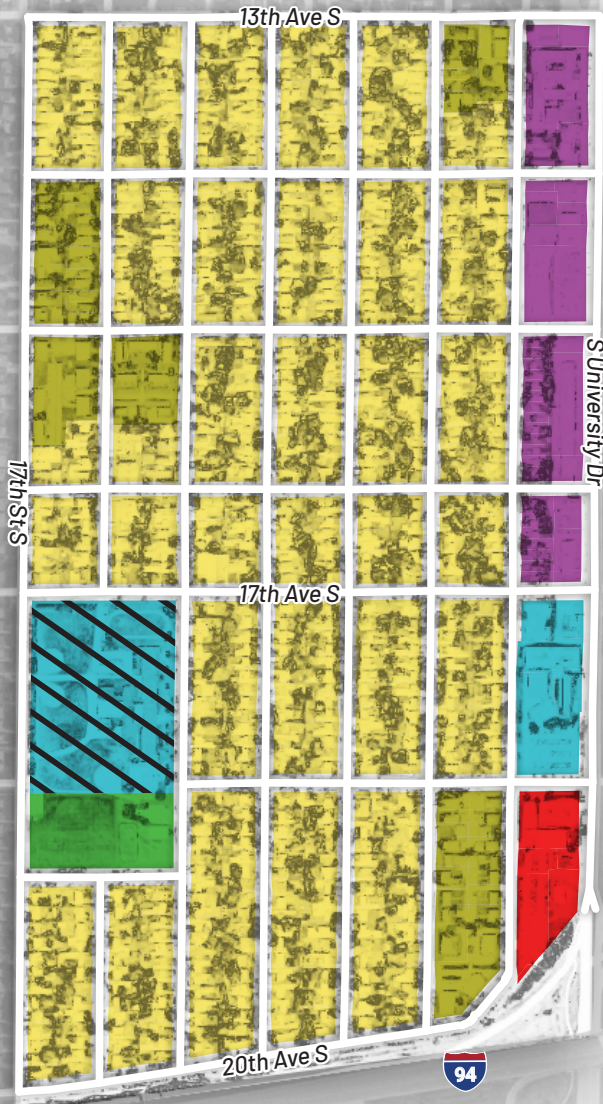


The Future Land Use Map (FLUM) is the neighborhood's visual guide to future planning efforts and illustrates how land is intended to be used—what the neighborhood wants to have happen. It is not an official City map nor is it a zoning map; rather it should be used to inform any updates to a new zoning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

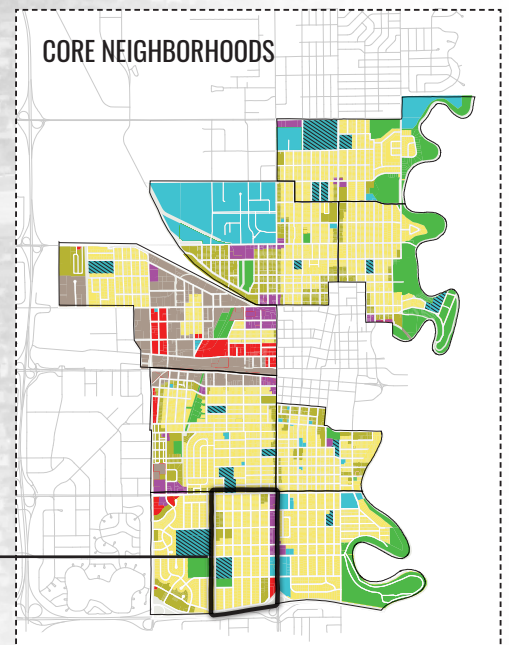
- The Lewis & Clark neighborhood is primarily comprised of single-family structures and this fabric should be preserved as indicated on the FLUM.
- The blocks from 13th Avenue South to 17th Avenue South and between South University Drive and 13½ Street South are proposed as mixed-use development opportunities. 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.

LEWIS & CLARK 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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Neighborhood Leadership & Engagement Tools



		CORE BRAND ATTRIBUTE		
ACTIVITY	EXISTING ACTIVITY	 Great Value	 Great Location	 Neighborly
	POTENTIAL ACTIVITY			
Block party				
Welcome activity/package for new homeowners			✓	✓
Public art in the neighborhood			✓	✓
Street Painting Projects – could be on the street intersection by Lewis & Clark elementary			✓	
Neighborhood Fruit trees map. http://fallenfruit.org/projects/public-fruit-maps/			✓	✓
Book exchange				✓
Host a backyard movie night				✓
Entrepreneur kids night where kids all over the neighborhood make lemonade or cookies or grill hot dogs, make crafts or play music, perform and sell for money			✓	✓
Holiday caroling group				✓

The Lewis & Clark neighborhood does not currently have a neighborhood association or any other formal means of organizing neighbors. Therefore, taking small steps over the next few years to gradually build a stronger sense of neighborhood identity and a larger base of engaged and connected neighbors will be an important starting point for Lewis & Clark.

Residents and the proposed Neighborhood Coordinator should use the brand statement and the list of potential activities generated during the planning process to begin the process of cultivating higher levels of resident engagement and leadership. Getting started on just one of the activities in 2021 and 2022 would represent an important start to this work.

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Housing Reinvestment Tools



Promising Areas for Reinvestment Resources

 Core Reinvestment "A" Blocks

 Core Reinvestment "B" 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. On this map, "A" blocks are somewhat stronger than "B" blocks, but both types are especially strong candidates for reinvestment resources in Lewis & Clark.

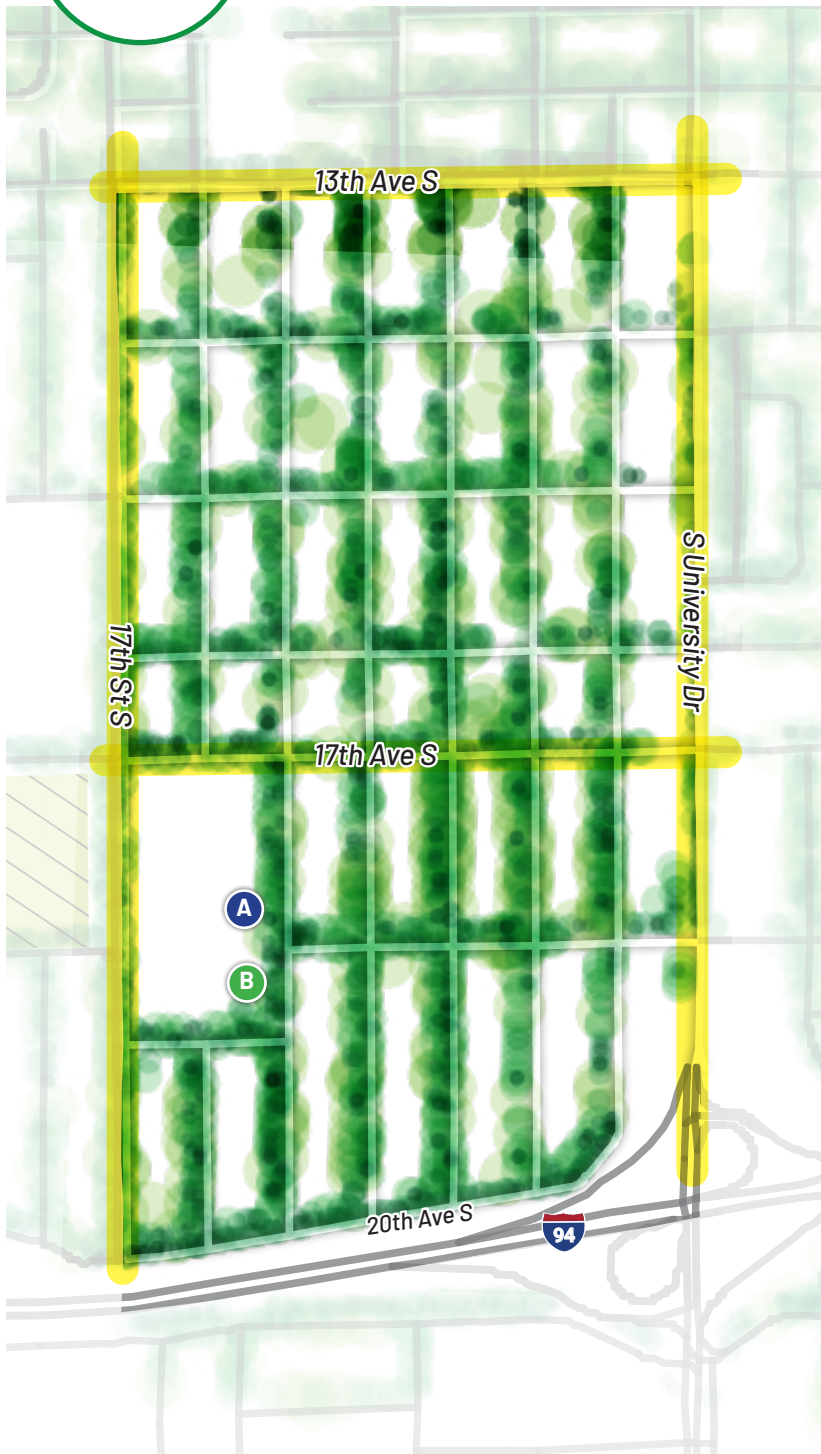
For maximum impact, new reinvestment programs should be actively promoted and paired with existing incentives, such as the remodeling tax exemption.



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Public Infrastructure Investment Tools



SCHOOLS & PARKS

Invest in the parks and recreational facilities in the neighborhood—including upgrades that make them as useful as possible to nearby residents—to support Lewis & Clark's long-term residential appeal. Plan all such investments in collaboration with Lewis & Clark residents.

Invest in Lewis & Clark Elementary School to keep it on-par and competitive with facilities in newer parts of Fargo.

Neighborhood residents: Use the park and school as the location for neighborhood activities and as a selling point in efforts to encourage current and potential residents to invest in the neighborhood.

A Lewis & Clark Elementary School

B Lewis & Clark Park

CORRIDORS

Include highlighted corridors in efforts to plan and implement "complete street" designs that better serve all modes of transportation. View all future investments along corridors as opportunities to strengthen neighborhood character and identity.

The South University Drive corridor, between 13th Avenue South and 17th Avenue South, could be a mixed-use neighborhood center for Lewis & Clark as well as Clara Barton.

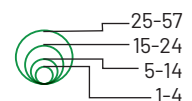
- 13th Ave
- 17th Ave S
- 17th St S
- S University Dr

TREES

The tree canopy contributes significantly to the neighborhood's appeal and quality of life. While the canopy is especially dense on some of the older streets in the heart of the neighborhood, it is much less so along the eastern boundary line and in the southeast corner.

- Continue strong management of existing public trees on streets and in parks
- Replant aggressively as older trees come down
- Cultivate a stronger canopy in areas where it is relatively thin, such as the South University Drive corridor on the east side

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



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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.

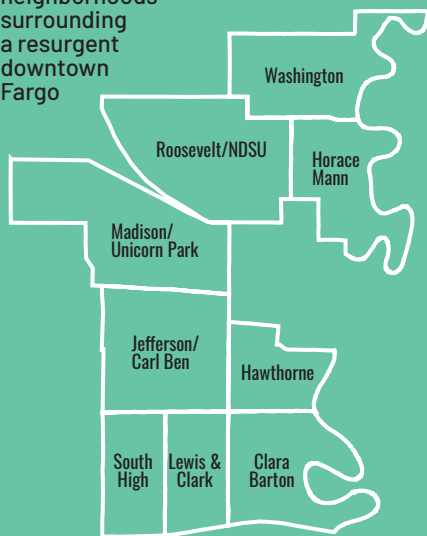


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Neighborhood Implementation Brief

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.

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CORE NEIGHBORHOODS
MASTER PLAN



City of Fargo



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