



JANUARY 2021

ROOSEVELT/ND SU

Neighborhood Implementation Brief

Welcome to the
ROOSEVELT/ND SU
— NEIGHBORHOOD —

City of Fargo



CORE NEIGHBORHOODS MASTER PLAN



Prepared by czbLLC

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NEIGHBORHOOD IMPLEMENTATION BRIEF

ROOSEVELT/NDSU

What are Roosevelt /NDSUs 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 Roosevelt /NDSU 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.

- Roosevelt Elementary School as a source of identity and neighborhood interaction
- Roosevelt Park during all seasons
- NDSU and the vitality of the student population
- Charming and well-maintained homes
- Diverse and affordable housing stock, including small rental properties
- Neighborly atmosphere
- Tree canopy and tree-lined streetscapes
- Location between downtown and NDSU
- Fargo Brewing Company and other local businesses



Issues to Address

Issues or problems to address in Roosevelt /NDSU 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.

- **Blighted or distressed properties**
- **Single-family homes converting into investment properties**
- **One-way arterials (University Drive and 10th) not conducive to family-friendly atmosphere**
- **Uncertainty about long-term land use patterns east of University Drive**
- **Infill projects that feel out of step with vernacular character**
- **Parking, including overparking on side streets and front yard parking**

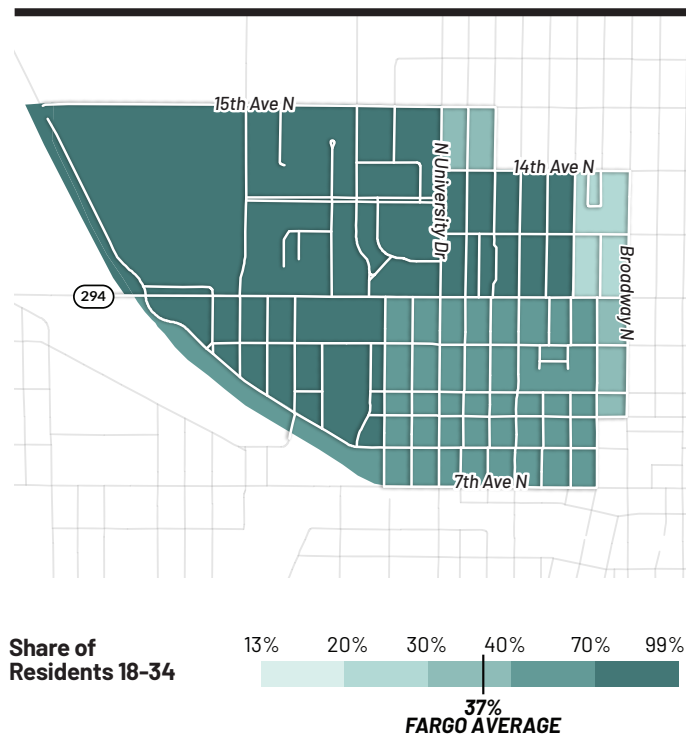


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Conditions and Trends

A youthful neighborhood

As would be expected with the presence of a large university campus, Roosevelt / NDSU has a significant concentration of adults between the ages of 18 and 34. While young adults comprise 37% of Fargo's overall population, they comprise at least 40%—and sometimes over 70%—of the population in much of the neighborhood, with levels that taper off on the eastern edge toward Broadway.



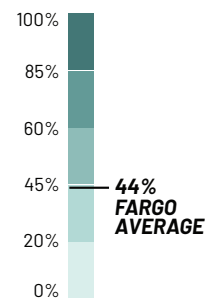
Source: 2018 American Community Survey 5-Year Estimates

Relatively low levels of homeownership and family households

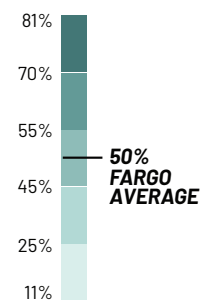
While the majority of households throughout Fargo are renters, renting is especially common in Roosevelt / NDSU—bolstered by numerous apartment complexes built in recent decades near the NDSU campus. The units in those complexes—as well as rising levels of absentee-ownership of single-family homes—contribute to homeownership rates that are generally at or well below the city's 44% average in most of the neighborhood.

The commonness of renting, along with the concentration of young adults, translates to higher-than-average concentrations of large households in parts of the neighborhood (with four or more people) as well as lower-than-average concentrations of family households (with two or more related individuals).

Share of Homeowning Households



Share of Family Households



Source: 2018 American Community Survey 5-Year Estimates

A diverse and largely affordable housing stock trending toward absentee ownership

A wide variety of single-family home configurations can be found in Roosevelt / NDSU, and recent average sale prices of the most common configurations tend to be lower than prices recorded in neighborhoods with similar single-family stock, such as Horace Mann. This is a sign of relatively low demand by prospective owner-occupants and is further reflected by owner-occupancy rates for single-family homes of 51% to 64% for the most common home configurations—a very low figure when compared to the 81% to 91% range in Horace Mann.

The student rental market has been a significant factor in making single-family homes appealing to investor-owners in the neighborhood—but tepid demand from owner-occupants has also been a key factor.

Dominant Home Configurations

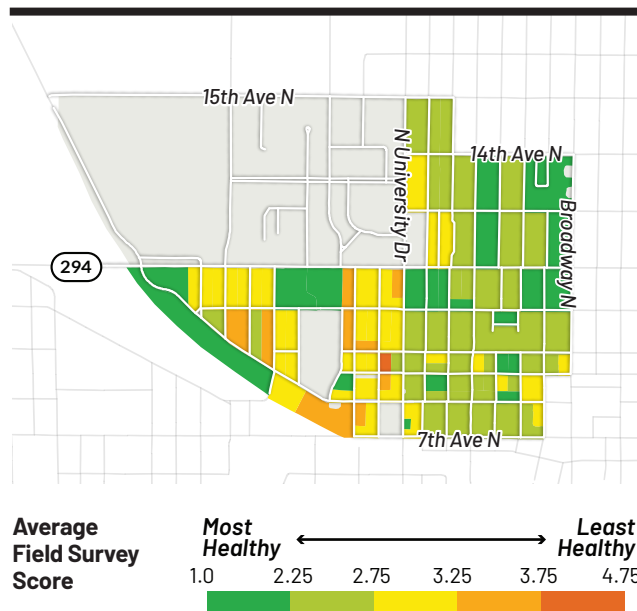
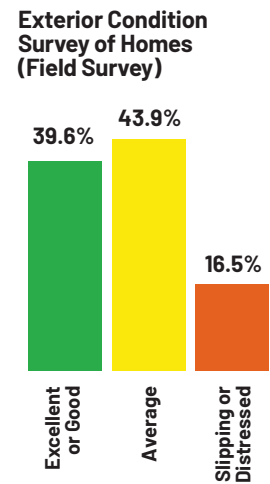
	3 beds / 2 baths	2 beds / 1 bath	2 beds / 2 baths	3 beds / 1 bath	4 beds / 2 baths
# of Properties	174	121	120	85	69
% Owner-Occupied	64%	58%	62%	60%	51%
Average Field Survey Condition Score	2.44	2.66	2.49	2.70	2.53
Average Assessed Value, 2019	\$165,326	\$127,565	\$149,816	\$139,721	\$166,943
Average Sales Price, 2017-2019	\$163,607	\$131,072	\$160,400	\$152,585	\$158,394
Total Sales, 2017-2019	34	18	18	10	8
Approximate Income Needed to Affordably Purchase at Recent Average Sales Price	\$55,000	\$44,000	\$53,000	\$51,000	\$53,000

Residential conditions are hit or miss, and many blocks are vulnerable to disinvestment

According to the 2020 field survey of residential conditions, blocks in the northeastern corner of the neighborhood are consistently healthy, with most properties categorized as excellent or good for expressing pride and lacking any overt signs of neglect.

Conditions are much more variable heading to the south and west, where the few blocks of consistent health are dominated by recent construction.

Otherwise, blocks in the neighborhood's southern and western parts have many properties that have visible signs of neglect or were rated in "average" condition—a sign that active ownership is missing and that visible disinvestment is not far behind.





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Vision for Roosevelt / NDSU

A vision for Roosevelt / NDSU 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 Roosevelt / NDSU brand.



Great Location

Easy access to major Fargo assets, including programming and events at NDSU, as well as downtown attractions.



Homes with Character and History

Our homes are original to the neighborhood's development from the late 1800s through the 1940s.



Neighborliness

Neighbors know and care about each other. We are among the most diverse neighborhoods in Fargo because of our close relationship to NDSU's international faculty, staff and students, which keeps our community interesting and vibrant.

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



Looking for entry-level homes with character in a mature neighborhood – 2 or 3 bedrooms; could also be interested in larger homes that they can grow into (spare bedrooms as offices or for future kids).

Price range
\$150,000 to
\$200,000

Appreciate having small yards and leafy streets.

Attracted to the proximity to downtown and NDSU, and the high level of walkability.

Profile 2

Older singles



People who want to be near downtown and riverfront amenities but live in a traditional neighborhood setting.

Attracted to the college neighborhood vibe and being around younger adults.

Looking for something manageable in size but with room for guests; probably move-in ready (they can afford this), though able to buy something low that needs work and pay to upgrade and customize (total costs \$200k to \$250k).



Vision and Brand Statement

Neighbors in the Roosevelt / NDSU neighborhood love living in one of Fargo's most diverse communities. Our close relationship to NDSU's international faculty, staff and students keeps our community interesting and vibrant. Our neighborhood offers homebuyers a variety of homes to choose from, each with its own character, and original to the neighborhood's development from the late 1800s through the 1940s. Neighbors enjoy easy access to major Fargo assets, including programming and events at NDSU, as well as downtown attractions. But most important is the friendliness of our neighbors, who look out for each other and are proud to say that in the Roosevelt neighborhood, all are welcome.

Welcome to the
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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.

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
40% in 2020 at least 48% in 2030

Neighbors and students interact in positive ways and have great places to meet and connect

MEASUREMENT

Number of events or activities each year that are designed to bring neighborhood residents and students together



BASELINE —————> TARGET
0 in 2019 at least 2 by 2024

MEASUREMENT

Number of well-known local businesses or venues where neighbors interact with neighbors



BASELINE —————> TARGET

A few places fit this description in 2020, including:
The Bison Turf
Fargo Brewing Company
Roosevelt Park
Peace and Immanuel Lutheran Churches

The number of well-recognized “third places” that facilitate casual interactions between neighborhood residents grows to at least 6 by 2025.

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

MEASUREMENT

Number of students residing in Roosevelt and Horace Mann zones compared to school capacity



BASELINE → TARGET

359 in 2019/20
with capacity of 550

Grow the student base in the Horace Mann and Roosevelt zones to
at least 75%
of school capacity by 2030

MEASUREMENT

Share of households with children under 18 compared to citywide average



BASELINE → TARGET

In 2018, fewer than 20% of households in much of the neighborhood had kids under 18, a rate that was well below 15% in areas closest to NDSU. Citywide, the rate was 25%.

On blocks near Roosevelt Elementary, achieve a rate at or above the citywide average by 2030.

✓ **Land use and development patterns are harmonious and predictable**

MEASUREMENT

Land use policies and design guidelines are present, predictable, well-understood, and broadly supported



BASELINE → TARGET

The Land Development Code Diagnostics effort in 2020, as well as the Core Neighborhoods Master Plan, revealed weaknesses in current policy systems in terms of how they reflect community goals and opportunities.

By 2023, changes to the Land Development Code have been made that align with this plan, facilitate good urban form, and are broadly understood and supported by all major stakeholders.



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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).

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

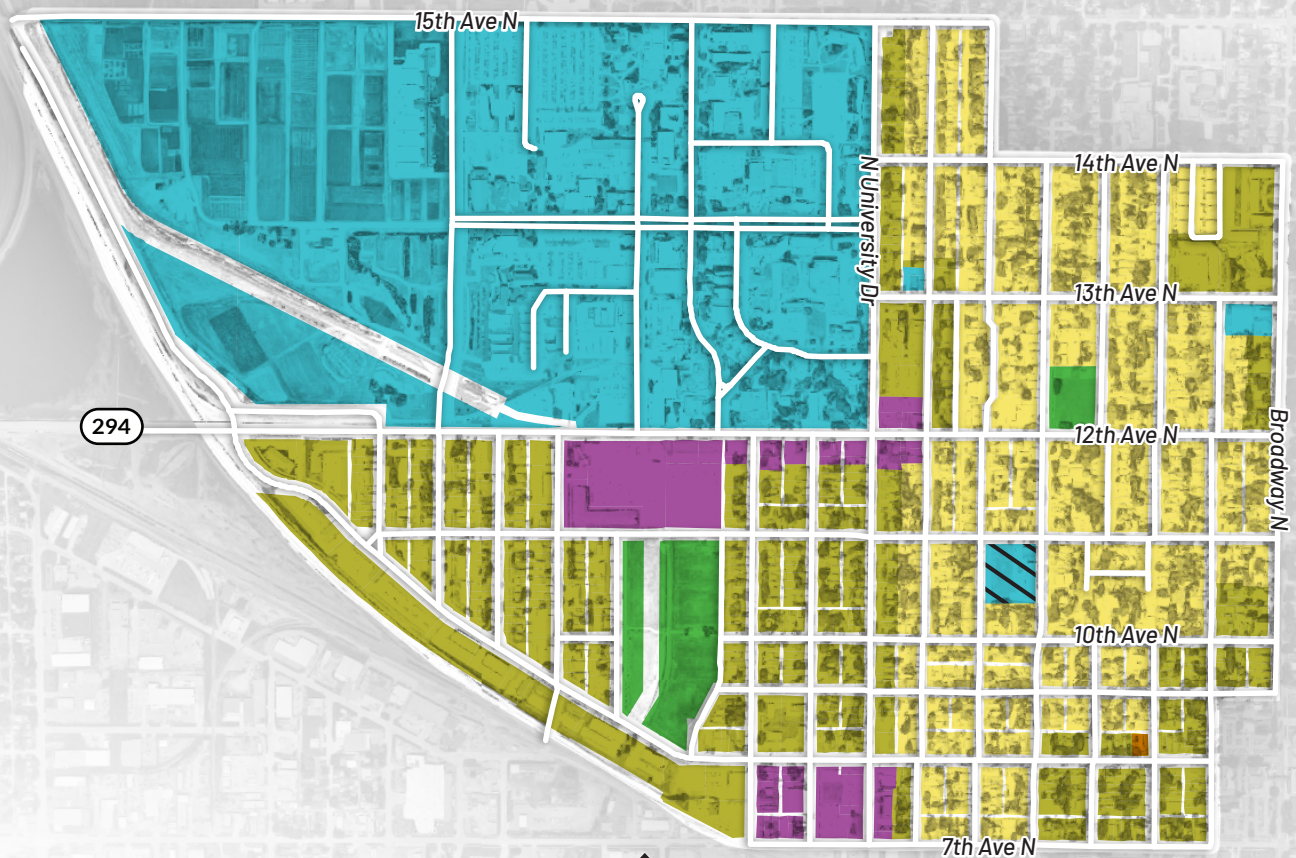
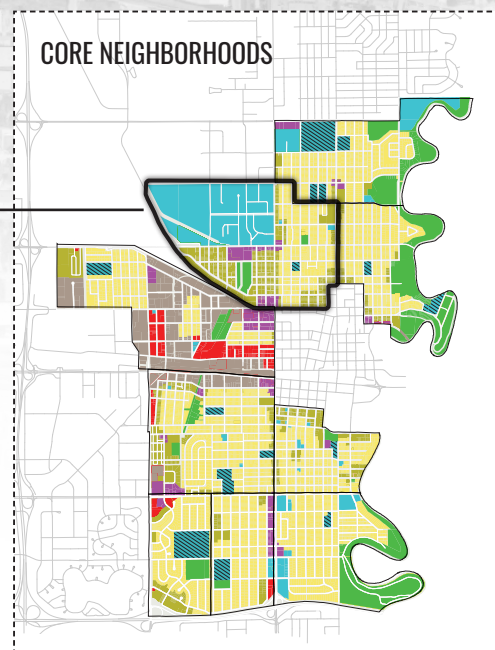
- The blocks around the Roosevelt Elementary are generally single-family structures and should be preserved as such. The incremental encroachment of multi-family structures will negatively impact these blocks and should be avoided.
- The residential blocks west of N. University Dr. between 7th Ave. N and 12th Ave. N are currently a mix of single-family and multi-family structures, the vast majority of which are rental units. Given this area's proximity to NDSU and the fact that it is west of the University Drive corridor, this area is recommended as a multi-family land use designation. However, different approaches should be taken within this area:
 - Between N. University Dr. and Johnson Soccer Complex, it is recommended that the current densities found on interior blocks—centered along College Street, where single-family and small multi-family properties co-mingle—be largely maintained, and that multi-family redevelopment at somewhat higher densities be concentrated at the edges.
 - West of the soccer complex, where larger apartment complexes have been developed, it is recommended that that pattern be continued with as much attention as possible paid to creating a cohesive and walkable environment supported by mixed uses.
- The area between Roosevelt Park and NDSU (from 10th St. N to N. University Dr. and 12th Ave. N to 13th Ave. N) is also a mix of single-family and multi-family structures. This area should be preserved as single-family housing to the greatest extent possible. While some multi-family structures currently exist here, these structures should be discouraged as a future land use to ensure that the northern half of the neighborhood is connected to the southern half by a preserved, single-family fabric.
- The blocks just south of NDSU along 12th Ave. N are a mix of commercial and multi-family uses and, accordingly, a mixed-use designation is recommended to serve the needs of students and nearby residents.

ROOSEVELT/ND SU FUTURE LAND USE MAP

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



CORE BRAND ATTRIBUTE



Great Location



Character and History



Neighborliness

ACTIVITY

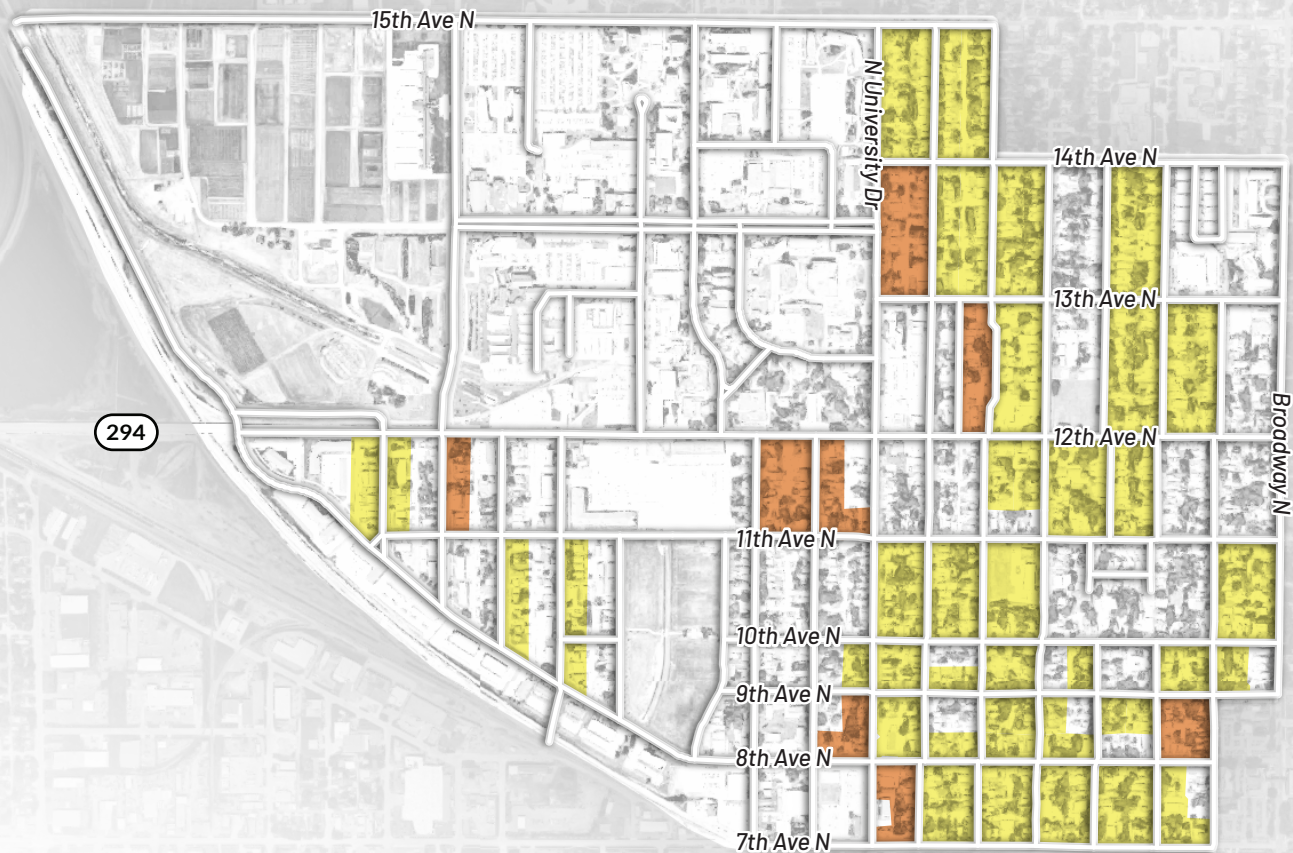
Quarterly topical meetings (past activity)			✓
Annual soup event at Roosevelt ES (past activity)		✓	✓
Block parties (past activity)			✓
Cleanup / landscaping projects in parks (past activity)	✓		✓
Getting neighbors to engage in planning processes (past activity)		✓	✓
Flyers for distribution to Realtors (past activity)	✓	✓	

Roosevelt has a longstanding neighborhood association that has experienced a wane in volunteer participation in recent years. Several activities that had been routinely organized in the past have lapsed and not been replaced due to the limited volunteer base—a vicious cycle that lowers the likelihood that new residents will become engaged.

In 2021 and 2022, remaining members of the neighborhood association and the proposed Neighborhood Coordinator should use the brand statement and core attributes generated during this planning process to identify at least one new or reconstituted activity that can serve as a means of re-engaging former volunteers, bringing new volunteers into the fold, and expressing the neighborhood's vision for its future to the wider community.

3

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 Roosevelt / NDSU.

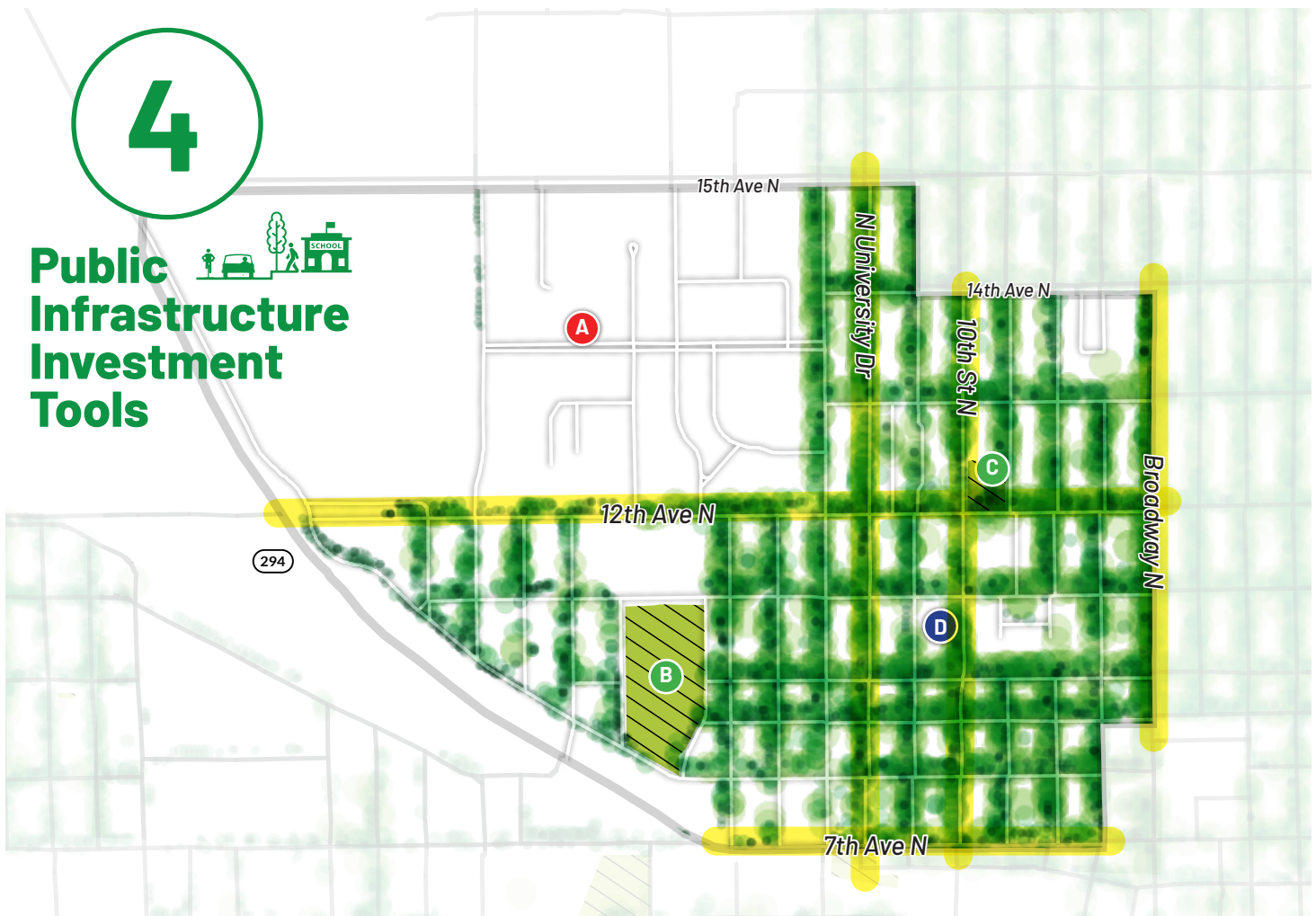
For maximum impact, new reinvestment programs should be actively promoted and paired with existing incentives, such as the remodeling tax exemption.



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4

Public Infrastructure Investment Tools



SCHOOLS & PARKS

Collaborate with neighborhood stakeholders on plans to turn the Johnson Soccer Complex into a community park. Plans for that site, as well as future investments in Roosevelt Park, should focus on providing high-quality amenities that promote residential reinvestment.

Invest in Roosevelt Elementary Schools (and its sister school in Horace Mann) 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** North Dakota State University
- B** Johnson Soccer Complex
- C** Roosevelt Park
- D** Roosevelt Elementary School

CORRIDORS

Include highlighted corridors in efforts to plan and implement “complete street” designs that better serve all modes of transportation. These 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. In particular, seize on opportunities for public art on corridors in the neighborhood to express the neighborhood’s youthful and creative attributes.

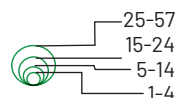
- N University Dr**
- 10th St N**
- Broadway N**
- 12th Ave N**
- 7th Ave N**

TREES

The tree canopy contributes significantly to the neighborhood’s appeal and quality of life, especially in the oldest parts of Roosevelt.

- Continue strong management of existing public trees on streets and in parks
- Replant aggressively as older trees come down
- Cultivate a stronger canopy in the western half of the neighborhood where development is newer and the canopy is thinner

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.

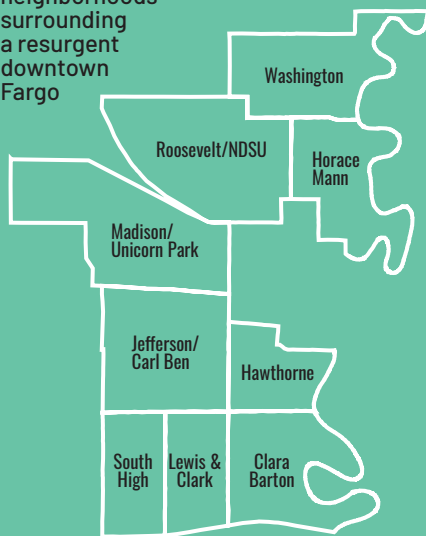


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Neighborhood Implementation Brief

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.

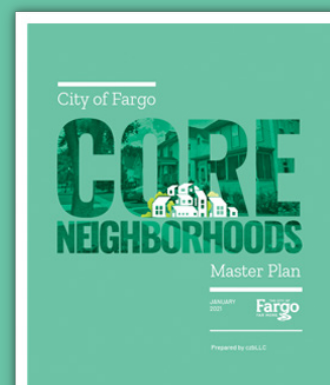
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