City of Fargo
Core Neighborhoods Master Plan

Project Steering Committee
June 23, 2020

THE CITY OF Fargo FAR MORE

czb

Agenda

- Welcome
- Project Re-orientation and Update
- Phase 1 Summary
  - Committee and Public Input
  - Data Analysis
- Phase 2 Preview
- Next Steps

Project Re-orientation and Update

What is the CNMP about?

Identify and understand the issues that core neighborhoods face

Define desired outcomes and what the community is able and willing to do to achieve them

Co-create an implementable plan that will guide the actions of a wide range of stakeholders

What is our process?

Project Steering Committee

Sub-Area North Committee

Sub-Area Central Committee

Sub-Area South Committee

How parallel but coordinated group work will produce a core neighborhoods master plan

Project Steering Committee

Sub-Area North Committee

Sub-Area Central Committee

Sub-Area South Committee

What these groups will be working on

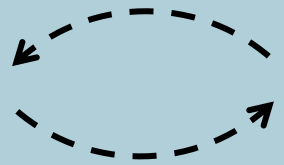
CITYWIDE AND CORE NEIGHBORHOODS
CONTEXT AND SYSTEMS

AREA SPECIFIC
CONTEXT AND ENGAGEMENT

PHASE 1

FEBRUARY - JUNE

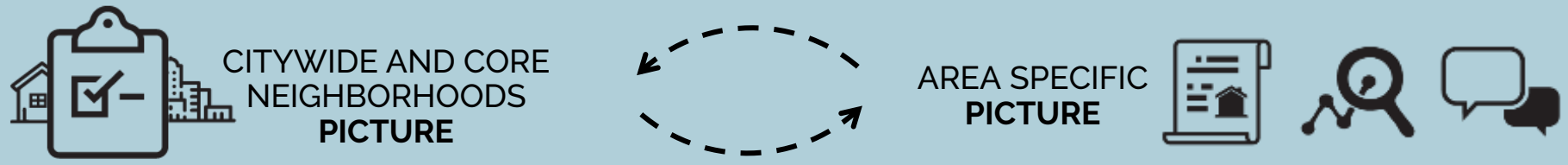
CITYWIDE AND CORE NEIGHBORHOODS
PICTURE



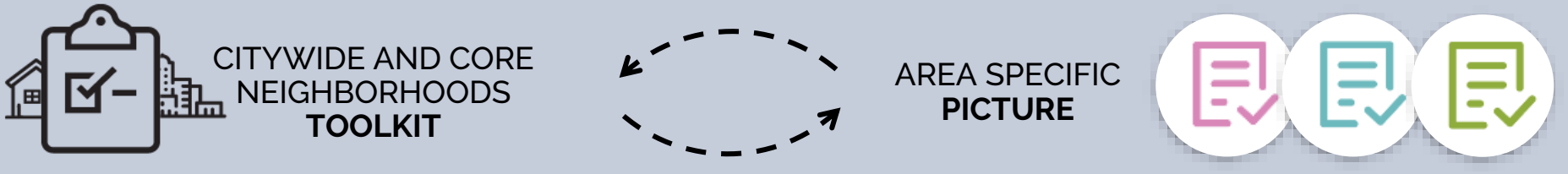
AREA SPECIFIC
PICTURE

How parallel but coordinated group work will produce a core neighborhoods master plan

PHASE 1
FEBRUARY - JUNE



PHASE 2
JUNE - SEPTEMBER



PHASE 3

SEPTEMBER THROUGH DECEMBER

Products of the Process

What's included in the Master Plan

- MARKET CONTEXT AND NEIGHBORHOOD TYPOLOGY
- ISSUES/ OPPORTUNITIES
- PLANNING AND INTERVENTION FRAMEWORK
- IMPLEMENTATION TOOLKIT
- RECOMMENDATIONS AND IMPLEMENTATION ACTIONS ORGANIZED BY THREE SUB-AREAS AND NINE NEIGHBORHOODS

CORE NEIGHBORHOOD **MASTER PLAN**

THREE HIGH LEVEL AREA PLANS

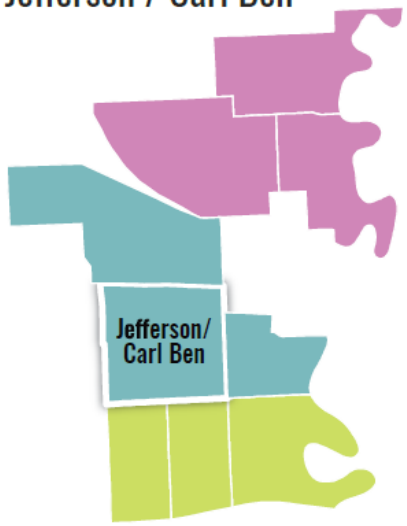
NINE IMPLEMENTATION BRIEFS

Phase 1 Summary

Sub-Area Committees

- **February Meetings** (see April 3rd progress report)
  - What's working? What's not working?
  - What 10-year outcomes should the plan aim for?

Jefferson / Carl Ben



What's Working	What's Not Working
Cultural diversity and food options (Balkan, Nepali, etc.)	Unsupervised playgrounds (kids but no parents) can be problematic and noisy to those living nearby
Some good examples of positive infill development	Many examples of poorly maintained homes and/or eccentric owners
Parks have many features that are neighborhood assets – playgrounds, new shelter at Jefferson Park, skating rink	Mobile homes present multiple issues (safety, living conditions, etc.)
Little neighborhood libraries are friendly and neighborly (and people use them)	Park design – hit or miss
There are good examples of homes being renovated and improved	Overgrown foliage blocking sidewalks
	Unsightly/unsafe utility fixtures
	Insensitive examples of infill

Sub-Area Committees

- **March – May** (see May 8th progress report)
  - Responses to infill scenarios
  - Assistance with field survey of residential conditions

We want to know **how you might react to this type of residential infill project** being proposed in your neighborhood.

SCENARIO #2

What do you like about it?	WASHINGTON #	ROOSEVELT / NDSU #	HORACE MANN #	MADISON / UP #	JEFFERSON / CARL BEN #	HAWTHORNE #	SOUTH HIGH / L&C #	CLARA BARTON #	CORE TOTAL #
Attractive building, good curb appeal and scale	2	1	0	1	2	1	1	2	10
It's an improvement on what's there now; make use of underutilized lots	1	1	2	1	0	2	0	1	8
Affordability	3	0	2	0	0	2	1	0	8
Diversifies housing types in neighborhood	0	1	2	0	0	1	0	0	4
Adds needed density and vitality	1	1	0	1	0	0	0	0	3
Sign of investment and commitment to neighborhood	0	0	0	0	0	2	0	0	2

Public Input

- **Online Survey** (see May 8th progress report)
  - Open late March through end of April
  - Just over 300 responses received

SELLING POINTS

Please identify three characteristics about your neighborhood and/or its housing stock that you see as the **top selling points for potential residents.**

In other words, which attributes do you think are most likely to attract people to live in your neighborhood?

	WASHINGTON		ROOSEVELT / NDSU		HORACE MANN		MADISON / UP		JEFFERSON / CARL BEN		HAWTHORNE		SOUTH HIGH / L&C		CLARA BARTON		CORE TOTAL	
	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%
Great location; proximity to downtown and/or other assets	22	18%	19	23%	24	15%	9	33%	23	18%	45	21%	5	28%	19	11%	166	18%
Neighborhood and its homes have architectural or historic character	11	9%	7	9%	27	17%	1	4%	17	13%	52	24%	2	11%	27	15%	144	15%
Trees	14	12%	5	6%	16	10%	2	7%	12	9%	25	11%	4	22%	23	13%	101	11%

Emerging Issues

- Homes in need of repair and updating
- Rental housing – conditions and quality of life issues
- Infrastructure
    - Core-wide: Impact of arterials/one-ways on safety and land use
- Zoning and land use – concerns about incompatibilities, too much uncertainty in some transitional areas
- Residential leadership capacity – shortage in many areas

Data Analysis

- Assist community in answering a few basic questions throughout the planning process:

What are the problems we need to solve?

Where do we need to solve them?

What do we know about issues emerging from committee and public input?

Data Analysis

SUMMARY OF NEIGHBORHOOD AND HOUSING MARKET ANALYSIS

CORE NEIGHBORHOODS MASTER PLAN

FARGO, ND
JUNE 2020

PART 1

HOUSING DEMAND AT THE NEIGHBORHOOD LEVEL IN FARGO

PART 2

DEMOGRAPHIC AND HOUSING STOCK SNAPSHOT

PART 3

A DEEPER LOOK INTO ISSUES OF INTEREST

PART 4

KEY TAKEAWAYS FOR STRATEGY DEVELOPMENT

Data Analysis – Key Takeaways

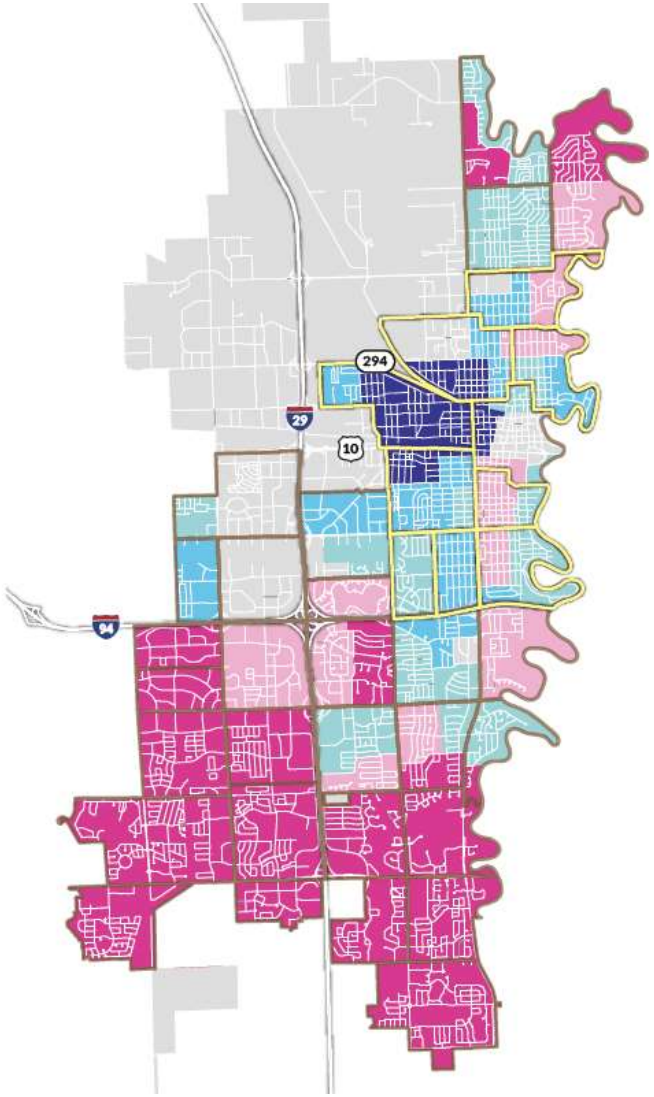
1. **Variations in market condition are substantial within the core and strategies should reflect this variety.**

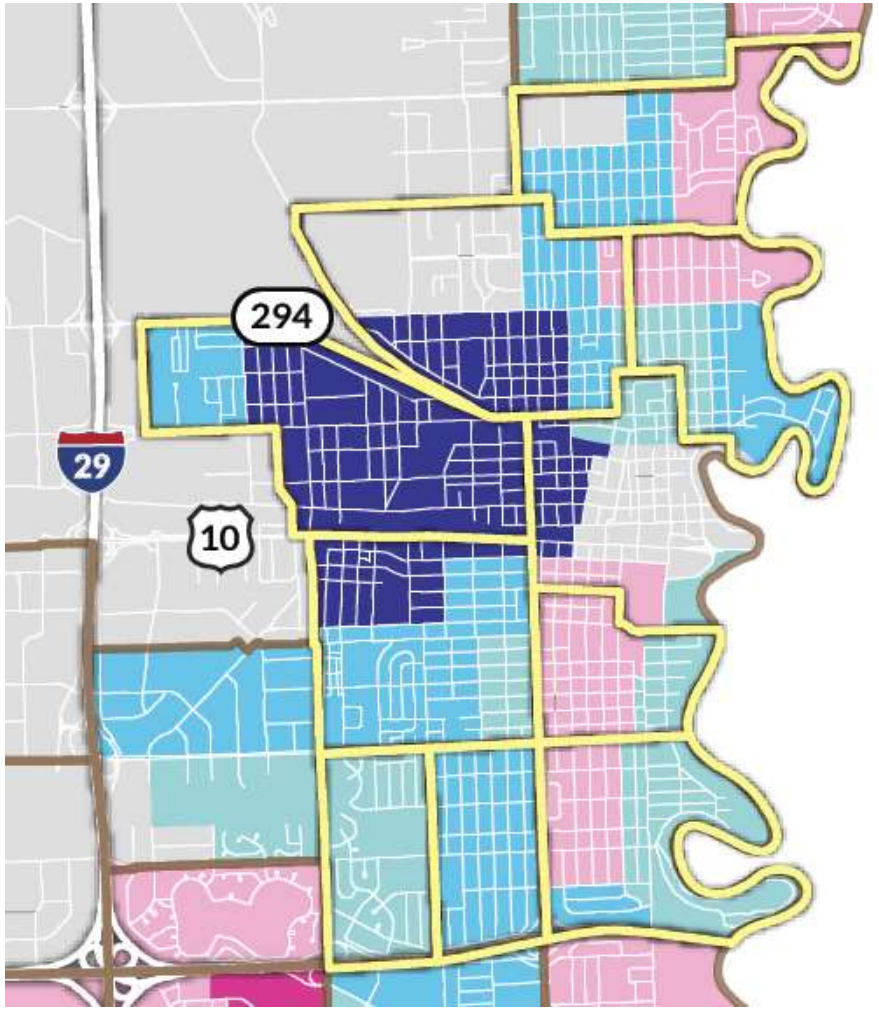
Data Analysis – Key Takeaways

Median Home Value to Median Household Income

Demand exceeds supply	9.66 – San Francisco
	9.39 – New York City
	7.40 – Boston
	4.30 – Chicago
Balance	4.00 – Minneapolis
	3.90 – Grand Forks
	3.74 – Fargo
Supply exceeds demand	2.66 – Omaha
	2.43 – Des Moines
	1.65 – Youngstown

Data Analysis – Key Takeaways





MARKET TYPOLOGY BY BLOCK GROUP

LEVEL OF DEMAND

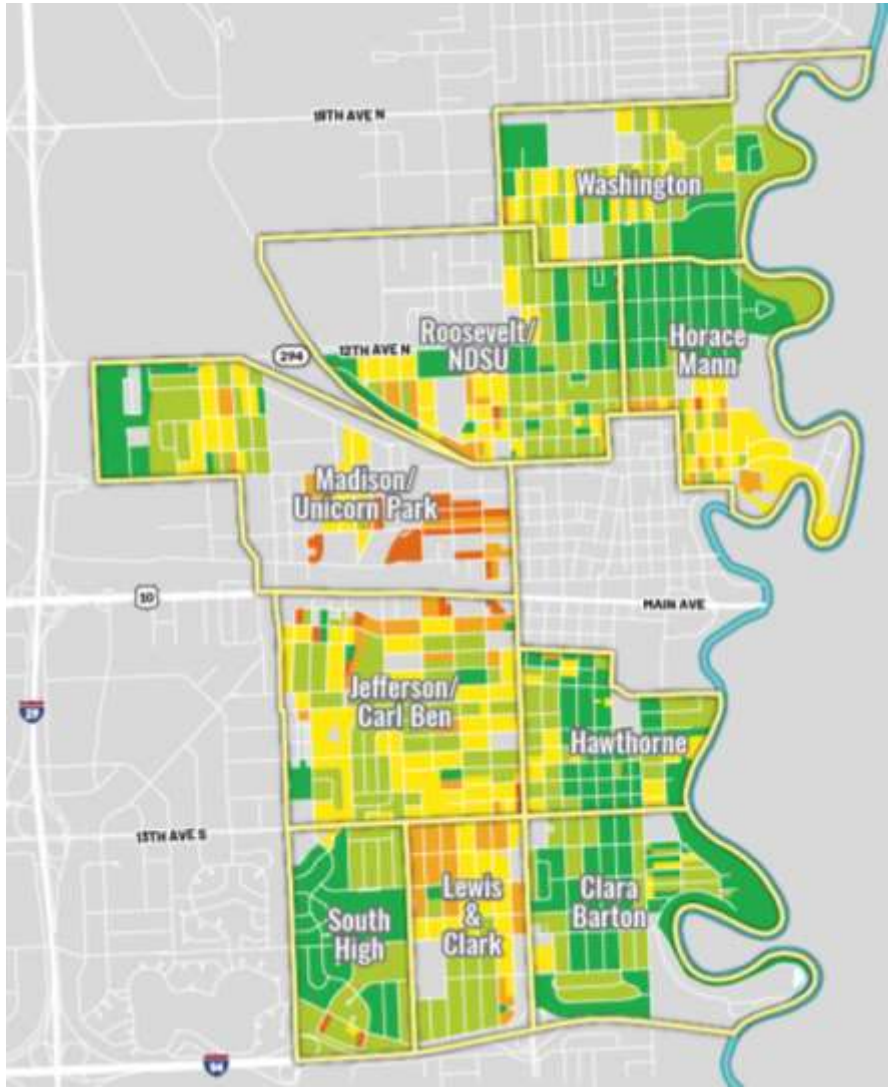
- WELL ABOVE AVERAGE
- ABOVE AVERAGE
- AVERAGE FOR CITY OF FARGO
- BELOW AVERAGE
- WELL BELOW AVERAGE

Data Analysis – Key Takeaways

1. Variations in market condition are substantial within the core and strategies should reflect this variety.

2. **The absence of abject distress in Fargo's core neighborhoods is an important advantage to leverage over the coming decade.**

Data Analysis – Key Takeaways



Average Field Survey Score by Block

Most Healthy ⟷ *Least Healthy*

1.0 2.25 2.75 3.25 3.75 4.75

	Field Survey Score		Percent of Properties
Most Healthy	1	Excellent	11%
	2	Good	33%
	3	Average	47%
	4	Moderate Distress	8%
Least Healthy	5	Severe Distress	1%

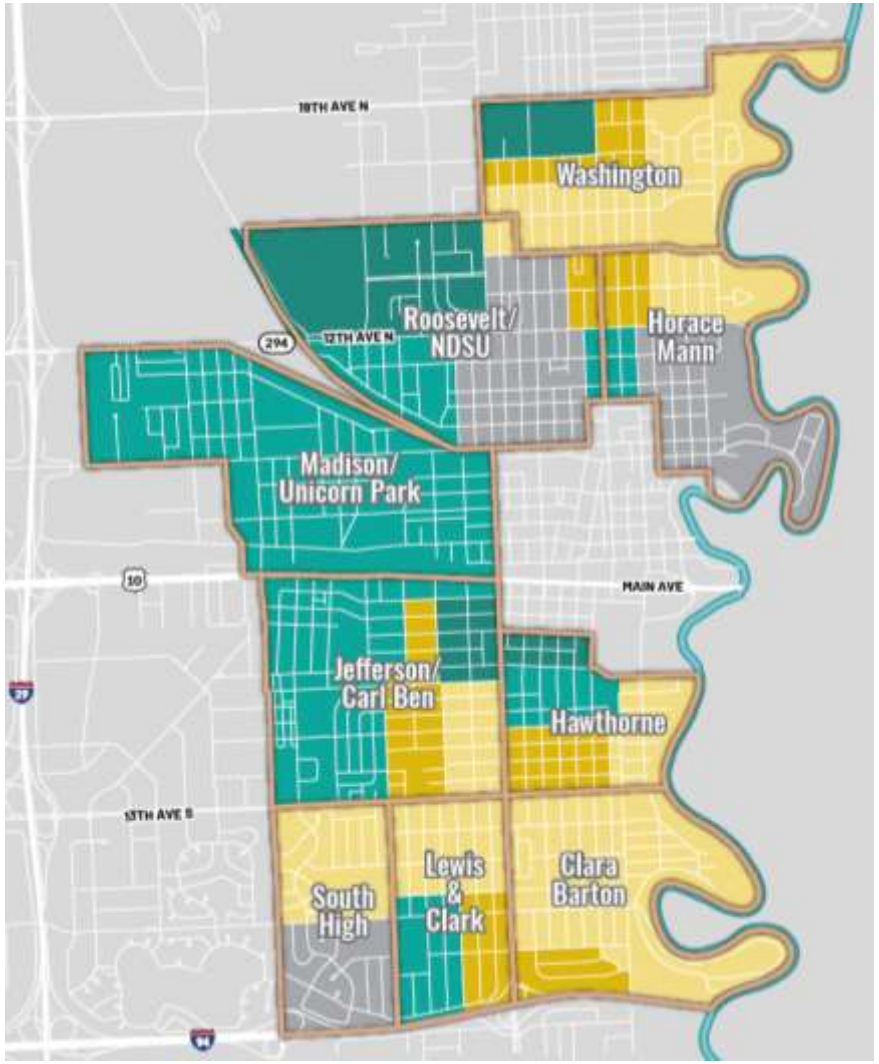
Data Analysis – Key Takeaways

1. Variations in market condition are substantial within the core and strategies should reflect this variety.

2. The absence of abject distress in Fargo's core neighborhoods is an important advantage to leverage over the coming decade.

3. **Levels of inequality in the core neighborhoods, though not as stark as in many cities, are still noticeable. The overall strength of the core provides an opportunity to address housing inequalities in a substantial way.**

Data Analysis – Key Takeaways



Share of Households Making $25,000 or Less Compared to Expected Share Under "Fair Share" Scenario for City of Fargo

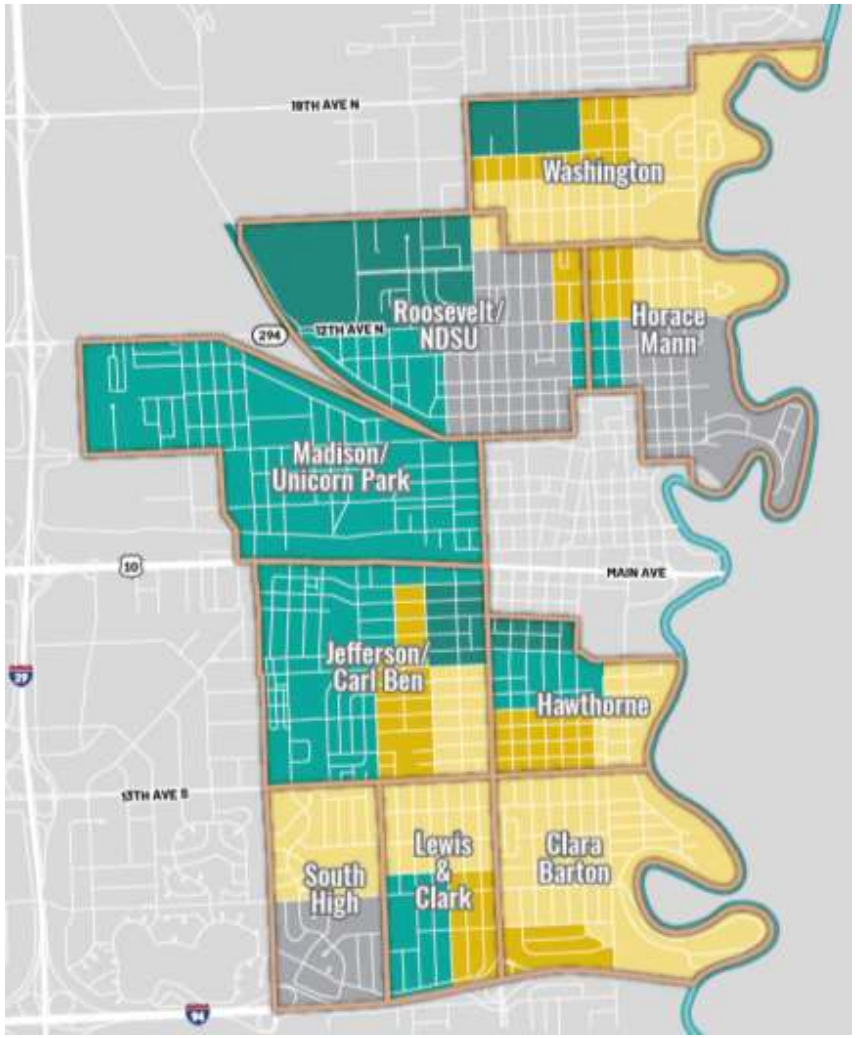
0.23 .50 1.00 1.50 2.00 5.61

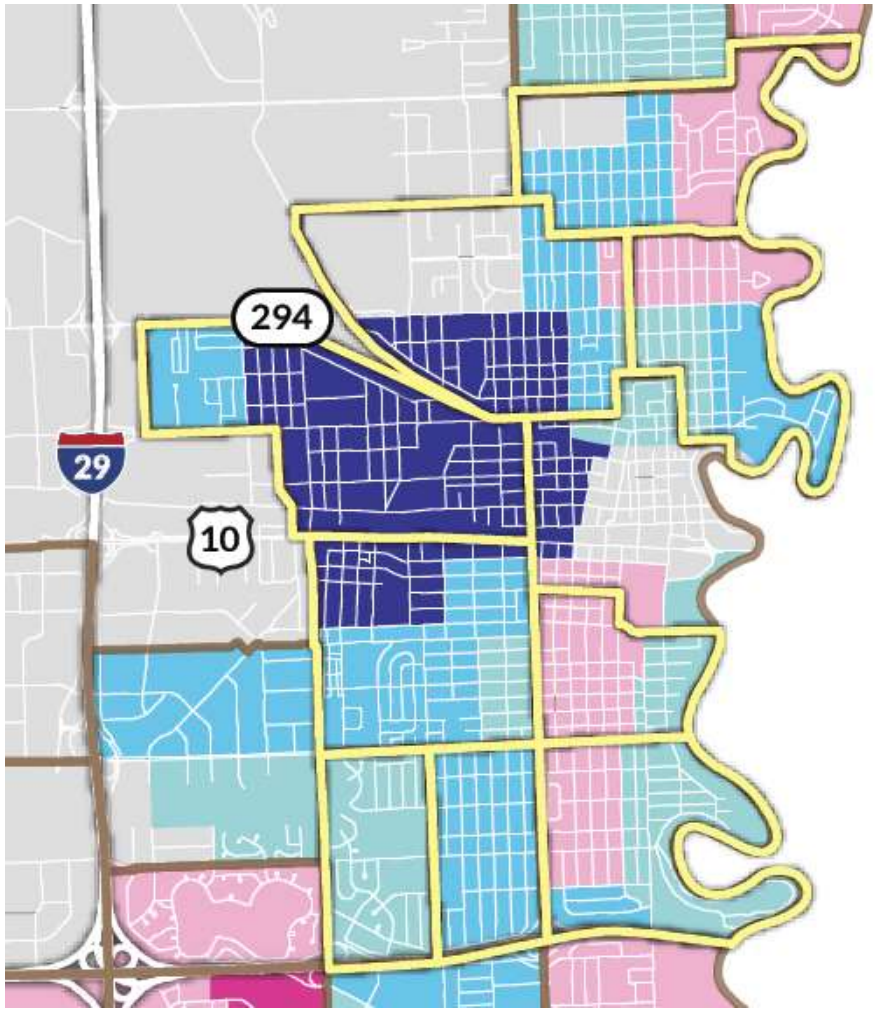
LESS *Than Fair Share*

AT OR NEAR *Fair Share*

MORE *Than Fair Share*

Data Analysis – Key Takeaways





Emerging Issues

- On what issues does the Neighborhood and Housing Market Analysis create more clarity or better definition?
  - Homes in need of repair or updating
    - How location and structural characteristics influence condition
    - Impact of distressed homes on surrounding properties
  - Rental properties
    - Where single-family conversions are happening and likely to happen; relationship to condition and value
    - How location and structural characteristics influence condition of various types of rental properties

Data Analysis

- As you review the ‘Summary of Neighborhood and Housing Market Analysis’…
  - Are there patterns that catch your attention that might be important to the planning process?
  - Are there follow-up questions we need to ask and investigate as we proceed into strategy development?

Phase 2 Preview

Toolkit/Strategy Development

Targeted Messaging as a Tool

- **Sub-Area Committees – This Week**
  - Begin development of vision/brand statements for neighborhoods to use in support of achieving their outcomes, based on:
    - Potential target markets in light of housing stock characteristics
    - Positive neighborhood attributes likely to appeal to potential target markets

Evaluating Needs & Capacity to Address Key Issues

- Homes in need of repair and updating
- Rental housing – conditions and quality of life issues
- Infrastructure
    - Core-wide: Impact of arterials/one-ways on safety and land use
- Zoning and land use – concerns about incompatibilities, too much uncertainty in some transitional areas
- Residential leadership capacity – shortage in many areas

Evaluating Needs & Capacity to Address Key Issues

- How do these issues align with outcomes being sought at the neighborhood level?
- How might progress on these issues be measured?
- What strategies are likely to make a meaningful and sustainable difference on these issues?
  - How well are current capacities aligned to act?
  - Are technical and/or adaptive changes needed ?

Evaluating Needs & Capacity to Address Key Issues

- **Ex: Homes in need of repair and updating**
  - **1,500 slipping or distressed properties** according to field survey (17% of the core's residential properties)
  - If these properties, on average, require $40,000 to address deferred maintenance, that's **~$60 million**
  - Based on market conditions, what are the most effective ways address this issue? How does that match with current capacities / resources?

Evaluating Needs & Capacity to Address Key Issues

- **Ex: Residential leadership capacity**
  - Growing and sustaining residential leadership capacity is critical to long-term neighborhood health
  - To what extent does the City and other stakeholders actively cultivate strong residential leadership and neighborhood management?
  - What investments might need to be made to get where Fargo needs to be on this front?

Discussion

- **Based on the issues that have arisen so far…**
  - What do you see as important opportunities for the community to seize? Or momentum to carry over from recent successes?
  - Are there predictable stumbling blocks that you foresee based on previous efforts?

Next Steps

Next Steps

- Next meeting: Week of August 17th
- Before the next meeting:
  - Draft evaluation of needs and existing capacity prepared for review and comment by end of July