City of Fargo
Core Neighborhoods Master Plan

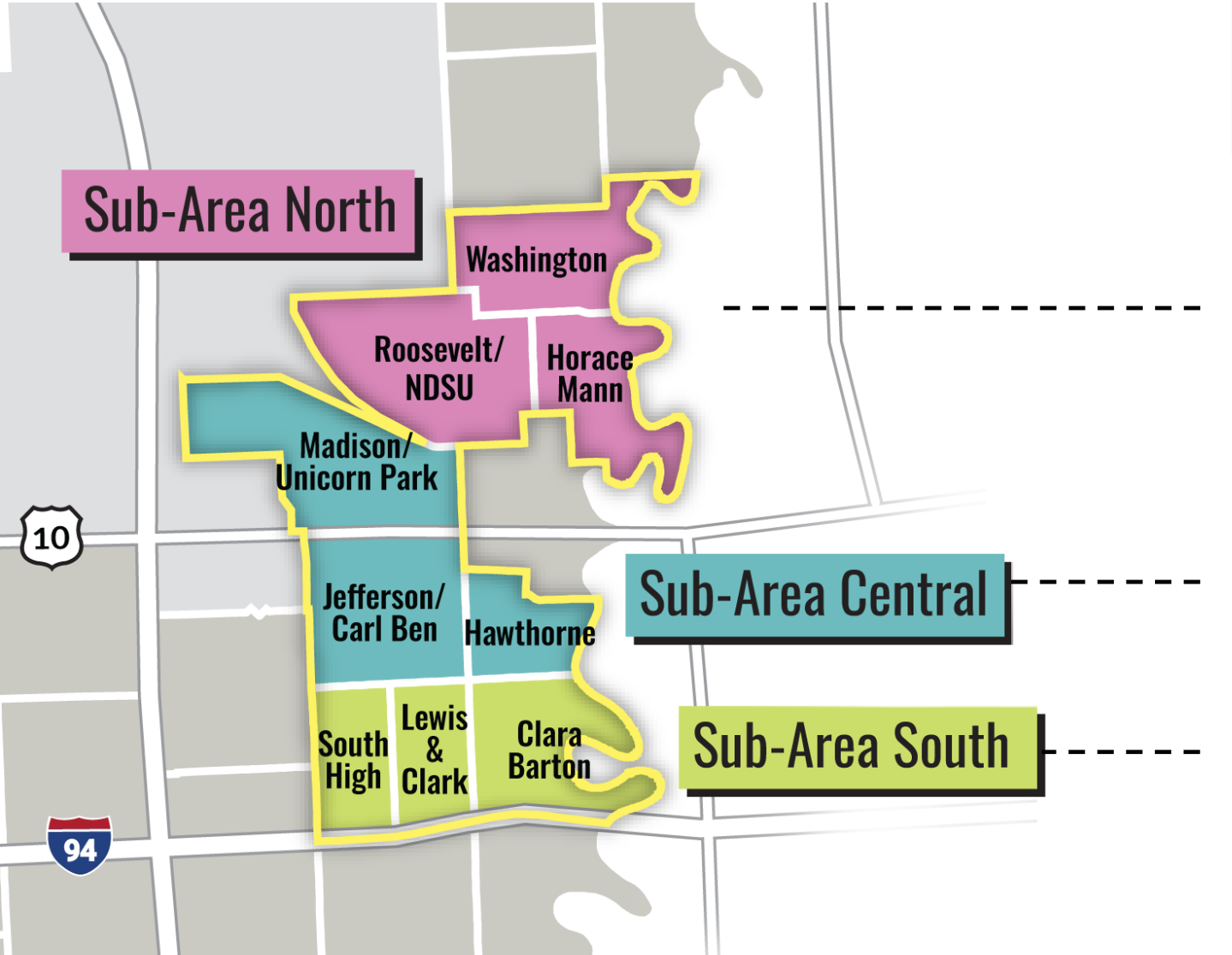
Project Steering Committee
August 18, 2020

Agenda

- Welcome
- Project Updates
- Preliminary Toolkit
  - Overview and discussion
- Next Steps
  - Calls with committee members
  - Assistance with planning additional outreach

Project Updates

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

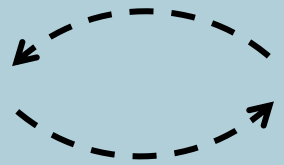
CITYWIDE AND CORE NEIGHBORHOODS
CONTEXT AND SYSTEMS

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

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Sub-Area North Committee

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What these groups will be working on

CITYWIDE AND CORE NEIGHBORHOODS **CONTEXT AND SYSTEMS**

AREA SPECIFIC **CONTEXT AND ENGAGEMENT**

PHASE 1

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CITYWIDE AND CORE NEIGHBORHOODS **PICTURE**

AREA SPECIFIC **PICTURE**

PHASE 2

JUNE - SEPTEMBER

CITYWIDE AND CORE NEIGHBORHOODS **TOOLKIT**

AREA SPECIFIC **PICTURE**

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

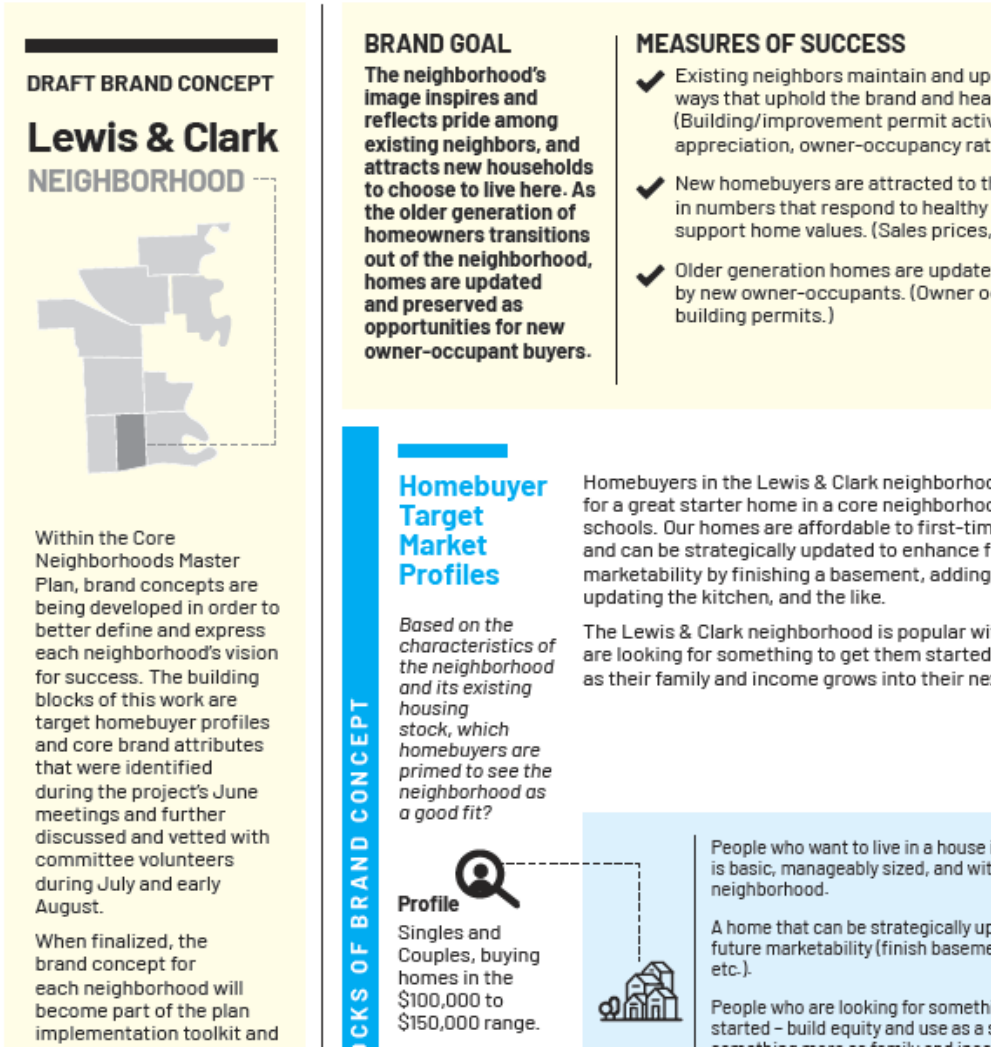
CORE NEIGHBORHOOD **MASTER PLAN**

THREE HIGH LEVEL AREA PLANS

NINE IMPLEMENTATION BRIEFS

Draft Vision/Brand Statements

- Homebuyer target markets based on housing characteristics
- Core neighborhood attributes that would appeal to target markets
- Vision/brand statement
  - Vision for plan to aim for
  - Tool to guide neighborhood activities



DRAFT BRAND CONCEPT

Lewis & Clark NEIGHBORHOOD

Within the Core Neighborhoods Master Plan, brand concepts are being developed in order to better define and express each neighborhood's vision for success. The building blocks of this work are target homebuyer profiles and core brand attributes that were identified during the project's June meetings and further discussed and vetted with committee volunteers during July and early August.

When finalized, the brand concept for each neighborhood will become part of the plan implementation toolkit and

BRAND GOAL

The neighborhood's image inspires and reflects pride among existing neighbors, and attracts new households to choose to live here. As the older generation of homeowners transitions out of the neighborhood, homes are updated and preserved as opportunities for new owner-occupant buyers.

MEASURES OF SUCCESS

- Existing neighbors maintain and up ways that uphold the brand and hea (Building/improvement permit activ appreciation, owner-occupancy rat
- New homebuyers are attracted to t in numbers that respond to healthy support home values. (Sales prices,
- Older generation homes are update by new owner-occupants. (Owner o building permits.)

CKS OF BRAND CONCEPT

Homebuyer Target Market Profiles

Based on the characteristics of the neighborhood and its existing housing stock, which homebuyers are primed to see the neighborhood as a good fit?

Homebuyers in the Lewis & Clark neighborhoo for a great starter home in a core neighborhoo schools. Our homes are affordable to first-tim and can be strategically updated to enhance f marketability by finishing a basement, adding updating the kitchen, and the like.

The Lewis & Clark neighborhood is popular wi are looking for something to get them started as their family and income grows into their ne

Profile

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

People who want to live in a house is basic, manageably sized, and wit neighborhood.

A home that can be strategically up future marketability (finish baseme etc.).

People who are looking for someth started – build equity and use as a

Preliminary Toolkit

Preliminary Toolkit

- **Focused on key issues expressed during Phase 1**
  - Sub-Area committee input, online survey results, and planning team observations
- **Defined specific problems with supporting evidence**
  - Data analysis and qualitative input from committees
- **Developed interventions to address the problems**
  - What would address the problem at its root and be of a sufficient scale to make a difference and contribute to the realization of neighborhood outcomes?

Preliminary Toolkit

PART A ISSUES AND INTERVENTIONS

Potential Programs and Policy Tools to Address Specific Problems

1 Homes in need of repair or updating

TOOLS

Owner-occupant home improvement program

Home turnaround program

2 Conditions and quality of life impacts of rental housing

TOOLS

Apartment building revitalization program

Expanded rental inspection system

3 Uneven levels of resident leadership capacity and engagement

TOOLS

Expanded residential leadership development tools

4 Busy arterial streets and one-ways having safety and land use impacts

TOOLS

Corridor infrastructure retrofit strategy

Targeted redevelopment planning

5 Incompatible development and uncertainty in transitional areas

TOOLS

New future land use map for core neighborhoods

Design standards for base zoning districts

Preliminary Toolkit

PART B EXISTING STRENGTHS

Ongoing Commitments or Strengths to Maintain

Trees and Tree Canopy

Trees and the well-maintained canopy are viewed as important contributors to neighborhood appeal and quality of life.

Continued investments in urban forestry will advance the health of core neighborhoods.

Schools

Schools are seen as both physical and cultural anchors of core neighborhoods that connect people and add to sense of place.

Investments in facilities and programs will help neighborhoods and their housing compete for young families.

Parks and Bike/ Pedestrian Infrastructure

Proximity to parks and playgrounds is a selling point in most core neighborhoods, as is the sense that most streets are good for walking and biking.

Ongoing investments and updates to this infrastructure will add to the appeal and quality of life of core neighborhoods.

Character of Housing

From historic century-old homes to newer mid-century stock, the variety and durability of homes in Fargo's core neighborhoods is an important part of their appeal.

Maintaining the character of the housing stock will preserve this advantage.

Preliminary Toolkit

Preliminary Toolkit

- **Next steps for toolkit**
  - Feedback from all project committees this week and from City staff
    - What seems missing, or off-track?
    - What is the community's willingness and ability to implement this preliminary toolkit?
  - Comparison of proposed interventions with existing capacities and programs
  - Toolkit 2.0 in early September

Preliminary Toolkit

Discussion

1. Are there major **issues or problems to address that haven't yet been articulated** in some way by this toolkit? If you think there are, how would you define the exact problem that needs to be solved (be as precise as possible)?

2. Looking only at the interventions identified in this early draft of the toolkit, **do you consider any of them to be "long shots" in terms of their implementability**? If so, why do you think so, and what are the **key barriers to overcome** (financial, political, operational, etc.)?

Next Steps

Next Steps

1. We'll **schedule individual calls with committee members**, at your convenience, to get your thoughts on the project so far and answer questions
2. We'll seek **your assistance in identifying potential organizations and individuals for us to reach out to** for additional, more focused engagement efforts
3. Online **open house** going live during week of August 24th and remaining open through September

Next Steps

Next Meeting: Week of October 5

- Latest iteration of the toolkit
- Early draft of Sub-Area plans