

## Area Assessment

The Fargo Renaissance Zone includes approximately 200 acres in the city's downtown district. It can best be described in terms of three general areas: Broadway/Roberts, 1<sup>st</sup>/NP Avenue, and Island Park (see map below).

## Definition of Downtown Areas



### **Current land use**

The **Broadway/Roberts area** is primarily a mixed-use district, with various combinations of retail, office, residential and public uses. Commercial vacancies are mixed but, we believe that residential space is currently very underutilized; much of it is either vacant or not in a rentable condition. The Federal Courthouse is located in this district. The entire area is zoned Downtown Mixed Use (DMU).<sup>2</sup> Major streets include Broadway and Roberts Street (north/south), as well as 4<sup>th</sup> Avenue North (east/west).

The **NP/1<sup>st</sup> Avenue area** is currently a mix of commercial and industrial space, with very little residential use. While not all are included in the downtown historic district, there are a number of substantial older buildings in this important corridor. There are a number of surface parking lots in this area. This entire area is zoned DMU. Major streets include NP Avenue, 1<sup>st</sup> Avenue North and Main Avenue, all major east/west access routes with bridges across the Red River.

The **Island Park area** is almost entirely residential in use. The heart of this district is Island Park, one of the community's largest passive (and only non-motorized) open space areas. This area is zoned for single and multiple dwelling residential use (MR-2, MR-3, SR-4). Major streets include 4th Street and 7<sup>th</sup> Street, both north/south roadways. The Hawthorne Elementary School is also included in this area.

The railroad tracks are a significant physical feature in the Renaissance Zone area. Two busy rail lines bisect the district and act as a barrier to both pedestrian and vehicular movement. In addition, the whistle noise is a major concern to area businesses and residents.

(See Table on page 9 for more detailed land use descriptions)

### **Condition of structures**

The Fargo Blight Study, while not inclusive of the entire Renaissance Zone (study area includes Renaissance Zone blocks 1-19), does offer some insight into the condition of the buildings in this area. Maps in Appendix C shows the location of Fargo's most heavily deteriorated areas. Deterioration, in this study, was defined in terms of physical appearance, rather than structural integrity of properties. Fifty percent of the buildings in this study area were deemed deteriorated to some extent. There are also problems with the continued good maintenance of many parking facilities in the area. These physical signs of deterioration have a major impact on the overall environment of the area.

The Island Park area was not included in the study (blocks 20-24). Some of these properties are underutilized but are generally in fair condition.

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<sup>2</sup> The DMU zoning district was created to preserve and enhance the city's downtown area. It allows a broad range of uses, allowing very intensive development with high building coverage, large buildings, and buildings placed close together. Development is intended to be pedestrian-oriented with a strong emphasis on a safe and attractive streetscape. (Source: 1998 Fargo Land Development Code, Section 20-0212)

### **Natural features**

This area is home to some of the city's most distinctive natural resources. The natural features that define this part of the city include the Red River, Midtown Dam, Park District property along the river corridor at Dike East, and Island Park. It is also important to note that portions of Blocks 17 and 23 are in the 100-year floodplain.

### **Historic assets**

A large part of the Renaissance Zone area is included in the downtown historic district, which was placed on the National Register of Historic Places in 1982 (see map on page 23).<sup>3</sup>

The downtown Historic District includes almost 60 acres of the older part of the Central Business District. "The significance of the downtown district lies in its unusually large concentration of diverse architectural styles and in the extent to which Fargo's business district became the premier service, commercial, and distribution hub for a region extending from eastern North Dakota to northwestern Minnesota, including a major portion of the Red River Valley.

"Architecturally, the district represents a complete catalogue of architectural styles, fashionable in commercial construction between 1878 and 1940. Historically, the district was identified with large volume service, retail, and jobbing concerns for over 50 years."<sup>4</sup>

This historic district contains 144 buildings: five on the National Register, six pivotal buildings, ninety-four contributing, and thirty-nine non-contributing.<sup>5</sup> The following table lists the addresses that are included in the historic district, how they contribute to the district (if at all), the year built and original owner/use (if available), and the number of the Renaissance Zone block they are included in.

Table 2: Downtown Historic Properties

| <b>Address</b>                      | <b>Year Built</b> | <b>Original Owner/Use</b> | <b>RenZone Block</b> |
|-------------------------------------|-------------------|---------------------------|----------------------|
| <b>National Register Properties</b> |                   |                           |                      |
| 112-114 Roberts Street              | 1914-15           | A.O.U.W. Hall             | 5                    |
| 620-624 Main Avenue                 | 1894, 1904        | DeLendrecie's Store       | -                    |
| 701 Main Avenue                     | 1898-1900         | N.P. Depot                | 15                   |
| 9-11 8 <sup>th</sup> Street S       | 1884              | Andrew McHench            | -                    |
| 312-316 Broadway                    | 1926              | Fargo Theater             | 2                    |

<sup>3</sup> The City also established a number of locally significant historic areas in 1996. The Historic Preservation Commission, Planning Commission and City Commission, as part of the Downtown Area Plan process, reviewed this designation. These areas are noted on the map on page 23.

<sup>4</sup> Fargo's Heritage, Norene Roberts (Fargo Heritage Society, 1983), 50.

<sup>5</sup> Historic Districts contain a number of different property classifications, depending on the character and state of the buildings that are included in the district. Pivotal properties are individually eligible for the Register. Non-contributing properties have generally suffered irreversible changes, including entirely rebuilt facades, altered proportions, and new windows; others are too recent for National Register inclusion (new than 50 years old) or are of no significance (i.e., parking shack).

| Address                          | Year Built      | Original Owner/Use                             | RenZone Block |
|----------------------------------|-----------------|--|---------------|
| <b>Pivotal Properties</b>        |                 |  |               |
| 505-511 Broadway                 | 1914-15         | Ford Assembly Plant                            | 1             |
| 122-124 Broadway                 | 1921            | Merchants National Bank                        | 6             |
| 114-118 Broadway                 | 1929-1931       | Black Building                                 | 6             |
| 109-111 Broadway                 | 1903            | Hancock Building                               | 7             |
| 18-26 Roberts Street             | 1908            | Gardner Hotel                                  | -             |
| 320-324 Roberts Street           | 1929            | Ivers Apartments                               | -             |
| 648-654 NP Avenue                | 1903            | Robb Lawrence Co.                              | 15            |
| <b>Contributing Properties</b>   |                 |  |               |
| 516-518 Broadway                 | 1926            | Aggie Block                                    | -             |
| 506 Broadway                     | 1914            | H. Idelkope                                    | -             |
| 418-420 Broadway                 | 1929            |  | -             |
| 413-415 Broadway                 | 1910            | Viking Hotel/Bison Hotel                       | -             |
| 412 Broadway                     | 1907            | O.S. Hadeland                                  | -             |
| 406-410 Broadway                 | 1914            | Lowman Block                                   | -             |
| 400 Broadway                     | 1914, 1919      | Powers Hotel                                   | -             |
| 324 Broadway                     | 1921            | Schmidt-Russell                                | 2             |
| 311-317 Broadway                 | 1913            | Derecci building                               | 3             |
| 309 Broadway                     | 1905            | Sons of Norway                                 | 3             |
| 305-307 Broadway                 | 1905            | Dixon Block                                    | 3             |
| 303 Broadway                     | 1905            |  | 3             |
| 301 Broadway                     | 1911 circa      |  | 3             |
| 230 Broadway                     | 1908            | McFadden and Nichols                           | 2             |
| 220 Broadway                     | 1903            |  | 2             |
| 216-218 Broadway                 | 1899-1900       | Johnson's Block                                | 2             |
| 214 Broadway                     | 1894            | Loken Hotel                                    | 2             |
| 212 Broadway                     | 1912            | Loretta Block                                  | 2             |
| 208-212 Broadway                 | 1909            | Loretta Block                                  | 2             |
| 206 Broadway                     | 1905            | McKone Block                                   | 2             |
| 202-204 Broadway                 | 1908, 1940      |  | 2             |
| 121-123 Broadway                 | 1893-1899       | Dakotah Block                                  | 7             |
| 117-119 Broadway                 | 1907            | Bristol & Sweet                                | 7             |
| 115 Broadway                     | 1924            | Broadway Hotel                                 | 7             |
| 113 Broadway                     | 1903            | Douglass Block                                 | 7             |
| 69-73 Broadway                   | 1894,1940       | Gate City Block (1940)/<br>O'Neil Block (1894) | 11            |
| 54-56 Broadway                   | 1900            | Kaufman Block                                  | 10            |
| 52 Broadway                      | 1911            | Fargo National Bank                            | 10            |
| 403-409 4 <sup>th</sup> Street N | 1908-1910 circa | Burrell Apartments                             | -             |
| 413-417 4 <sup>th</sup> Street N | 1921            | Stone, Ordean & Wells Co.                      | -             |
| 318-320 5 <sup>th</sup> Street N | 1920            | McCormick Block                                | 3             |
| 322-324 5 <sup>th</sup> Street N | 1920            | Bristol Building                               | 3             |

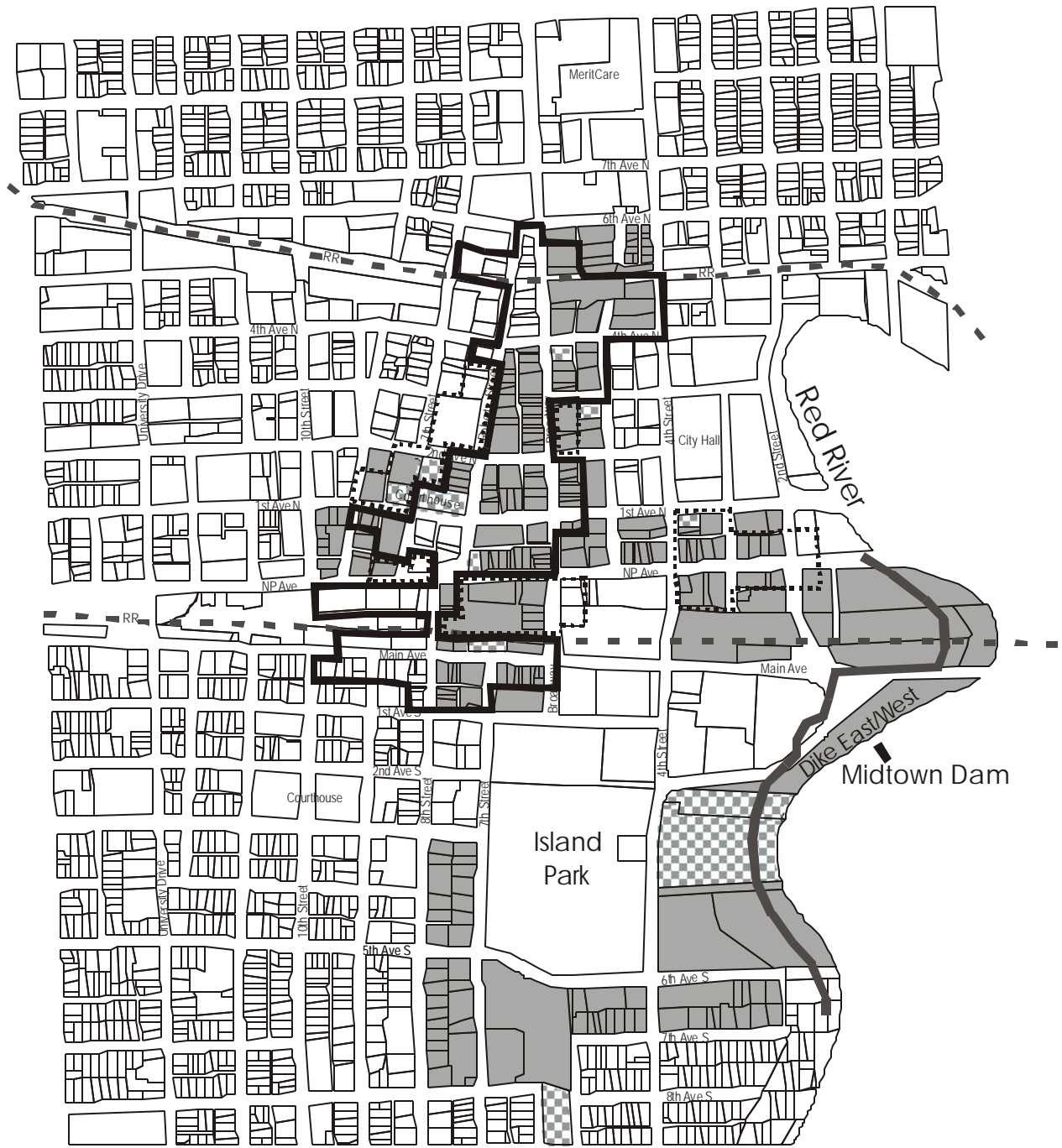
| Address                          | Year Built           | Original Owner/Use  | RenZone Block |
|----------------------------------|----------------------|---|---------------|
| 377 <sup>th</sup> Street N       | 1910                 | Billmeyer Apartments  | -             |
| 501-503 7 <sup>th</sup> Street N | 1928                 | Fargo Food Products, Co.  | -             |
| 12 (10) Roberts Street           | 1926                 |   | -             |
| 12-14 Roberts Street             | 1905                 | F.P. Riley Building   | -             |
| 107 Roberts Street               | 1915                 |   | 6             |
| 109-111 Roberts Street           | 1917                 | Porterfield Block   | 6             |
| 113-115 Roberts Street           | 1916                 |   | 6             |
| 113-121 Roberts Street           | 1917 circa           | Hotel Graver  | 6             |
| 303-305 Roberts Street           | 1910                 | The Herald Block  | 2             |
| 309-311 Roberts Street           | 1917                 | Smith, Follett, and Crowl   | 2             |
| 506-508 Roberts Street           | 1913                 | John Morrell and Co.  | -             |
| 619 NP Avenue                    | 1897                 | Charles Greve   | 10            |
| 621 NP Avenue                    | 1893                 |   | 10            |
| 623-625 NP Avenue                | 1914                 | Patrick Flats/Bowers Bros.  | 10            |
| 627-629 NP Avenue                | 1905                 | ND Harness Company  | 10            |
| 631 NP Avenue                    | 1906                 |   | 10            |
| 802-804 NP Avenue                | 1913                 | Swift and Company   | -             |
| 806-812 NP Avenue                | 1916                 | Union Storage & Transfer Co.  | -             |
| 820-828 NP Avenue                | 1925                 |   | -             |
| 606-612 1 <sup>st</sup> Avenue N | 1899                 | Elliott Hotel Annex   | 10            |
| 512 1 <sup>st</sup> Avenue N     | 1896                 | Kopelman Building   | 11            |
| 521 1 <sup>st</sup> Avenue N     | 1894,<br>1915-1916   | I.O.O.F. Hall   | 7             |
| 613-615 1 <sup>st</sup> Avenue N | 1910                 | Stone Block   | 6             |
| 617-619 1 <sup>st</sup> Avenue N | 1910                 | Laing Block   | 6             |
| 621-623 1 <sup>st</sup> Avenue N | 1900-1902, 1928      | Walker Block  | 6             |
| 625-639 1 <sup>st</sup> Avenue N | 1910                 | Pioneer Life Insurance Company                                      | 6             |
| 655 1 <sup>st</sup> Avenue N     | 1929-1931            | US Post Office and Courthouse                                       | 5             |
| 536 5 <sup>th</sup> Avenue N     | 1912<br>1906<br>1906 | Statue of Rollo<br>Great Northern Depot<br>American Railway Express | 1             |
| 602 Main Avenue                  | 1878-1880 circa      | First National Bank   | -             |
| 604 Main Avenue                  | 1878-1884 circa      |   | -             |
| 606 Main Avenue                  | 1878-1884 circa      |   | -             |
| 608 Main Avenue                  | 1894                 | Morris Block  | -             |
| 610 Main Avenue                  | 1878-1884 circa      | Luther Block  | -             |
| 612 Main Avenue                  | 1890                 |   | -             |
| 614 Main Avenue                  | 1880, 1890           |   | -             |
| 616-618 Main Avenue              | 1884 circa           |   | -             |
| 714 Main Avenue                  | 1905-1910 circa      | Shields Block   | -             |
| 716 Main Avenue                  | 1882                 | Luger Furniture Store   | -             |
| 801 Main Avenue                  | 1925, 1906           | B.N. Headquarters, Watkins Block                                    | -             |

| Address                            | Year Built      | Original Owner/Use              | RenZone Block |
|------------------------------------|-----------------|---------------------------------|---------------|
| 818-820 Main Avenue                | 1927            | Garage                          | -             |
| 822-824 Main Avenue                | 1920            | Frank O. Knerr Creamery         | -             |
| 910-912 Main Avenue                | 1915            |                                 | -             |
| 914-916 Main Avenue                | 1900            | Fargo Fire Station              | -             |
| 1 8 <sup>th</sup> Street S         | 1884 circa      | Frame store                     | -             |
| 3A 8 <sup>th</sup> Street S        | 1901 circa      | Frame store                     | -             |
| 3B 8 <sup>th</sup> Street S        | 1900            | Frame store                     | -             |
| 5A 8 <sup>th</sup> Street S        | 1884-1888 circa | Frame store                     | -             |
| 5B 8 <sup>th</sup> Street S        | 1884-1888 circa | Frame store                     | -             |
| 7 8 <sup>th</sup> Street S         | 1889-1892 circa | Frame store                     | -             |
| 13 8 <sup>th</sup> Street S        | 1910            | F.O. Knerr Block                | -             |
| 15 8 <sup>th</sup> Street S        | 1910            | Floyd Block                     | -             |
| 17-19 8 <sup>th</sup> Street S     | 1902            | McHench Block                   | -             |
| 21-23 8 <sup>th</sup> Street S     | 1900            |                                 | -             |
| 14 8 <sup>th</sup> Street S        | 1896            |                                 | -             |
| 16 8 <sup>th</sup> Street S        | 1912            | Northwestern Block              | -             |
| 18 8 <sup>th</sup> Street S        | 1908            |                                 | -             |
| 23 7 <sup>th</sup> Street S        | 1907            | Prescott Hotel                  | -             |
| 17-21 7 <sup>th</sup> Street S     | 1927            | Auto Showroom                   | -             |
| <b>Non-contributing Properties</b> |                 |                                 |               |
| 508-514 Broadway                   | 1915            |                                 | -             |
| 422-424 Broadway                   | 1895            |                                 | -             |
| 420 (416) Broadway                 | 1960            |                                 | -             |
| 418 (414) Broadway                 | 1970            |                                 | -             |
| 405-409 Broadway                   | 1968            |                                 | 1             |
| 319-325 Broadway                   | 1965            |                                 | 3             |
| 318-320 Broadway                   | 1955            |                                 | 2             |
| 310 ½ Broadway                     | 1955            |                                 | 2             |
| 228 Broadway                       | 1916            |                                 | 2             |
| 226 Broadway                       | 1955            |                                 | 2             |
| 222-224 Broadway                   | 1949            |                                 | 2             |
| 120 Broadway                       | 1895, post 1930 |                                 | 6             |
| 110-112 Broadway                   | 1961            | City Centre                     | 6             |
| 107 Broadway                       | 1902            |                                 | 7             |
| 105 Broadway                       | 1893            | Rentschler and Schoeninger      | 7             |
| 102-108 Broadway                   | 1964            | Bill Stern Building             | 6             |
| 64-74 Broadway                     | 1893, 1941      | Syndicate Block/Elliott Hotel   | 10            |
| 58 Broadway                        | 1893            |                                 | 10            |
| 60-62 Broadway                     | 1893            | C.A. Hallenberg / bank building | 10            |
| 315 4 <sup>th</sup> Street N       | 1920            | House (moved to site)           | -             |
| 406 4 <sup>th</sup> Street S       | 1965            |                                 | 1             |

| Address                                | Year Built       | Original Owner/Use              | RenZone Block |
|--|------------------|---------------------------------|---------------|
| 415 5 <sup>th</sup> Street N           | 1972             | Greyhound Bus Depot             | 1             |
| 116 Roberts Street                     | 1905, 1970       |                                 | 5             |
| 223 Roberts Street                     | 1930             | Parking attendant hut           | 2             |
| 315-321 Roberts Street                 | 1915             |                                 | 2             |
| 609 NP Avenue                          | 1893             | C.A. Hallenberg                 | 10            |
| 633-635 NP Avenue                      | 1897, post 1950  | Model Steam Laundry             | 10            |
| 637-643 NP Avenue                      | 1961             | Fargo Fire Dept<br>Headquarters | 10            |
| 646 NP Avenue                          | 1895, 1939 circa |                                 | 15            |
| 603 1 <sup>st</sup> Avenue N           | 1970             | Lark Theater                    | 6             |
| Main at Broadway                       | 1982             | "The Sodbuster"                 | 15            |
| 702 Main Avenue                        | 1958             | Fargo National Bank             | -             |
| 720-724 Main Avenue                    | 1959             |                                 | -             |
| 814 Main Avenue                        | 1962             |                                 | -             |
| 816 Main Avenue                        | 1961             |                                 | -             |
| 902-908 Main Avenue                    | 1926             |                                 | -             |
| 918-920 Main Avenue                    | 1947, 1959       |                                 | -             |
| 9 9 <sup>th</sup> Street S             | 1952             |                                 | -             |
| 20-24 (28-32) 8 <sup>th</sup> Street S | 1935             |                                 | -             |

Source: Fargo's Heritage, pp. 99-101

# Downtown Natural & Historic Assets



- Downtown Historic District - National Register
- .... Downtown Historic District - Locally Significant
- RR Railroad Track
- Renaissance Zone
- Government-owned Buildings
- Flood hazard areas (approximate)

**Demographics**

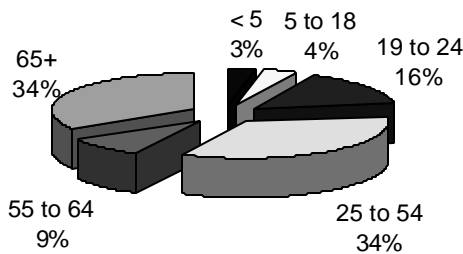
The Renaissance Zone covers more than 200 acres of downtown Fargo. The only reliable demographic data that is available for the area comes from the 1990 Census of Housing and Population. The Census data is available for fixed geographies that are defined as census tracts and block groups. The Renaissance Zone touches at least a portion of three census tracts and six block groups (see map on page 27). However, the heart of the Renaissance Zone is contained in Census Tract 7; as such, we believe that the demographics which are available for this area most closely approximate the characteristics of the Renaissance Zone as a whole.<sup>6</sup> The following analysis will refer to Census Tract 7 as the “Renaissance Zone”, and to all six block groups as the “Renaissance Zone Area”. (See Appendix D for more detailed demographic data).

**Population.** In 1990, there were 1,520 people living in the Renaissance Zone; this represents two percent of the city’s total population (1990 Fargo population = 74,115).

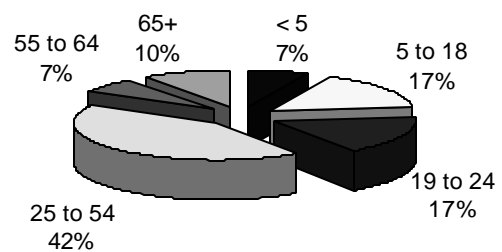
**Age.** The age composition of the population is different in the Renaissance Zone than it is in the city as a whole. Thirty-four percent of residents in the Zone are over the age of 65; that number is only 10 percent in the city as a whole and 21 percent for the larger Renaissance Zone Area. The location of the Fargo Housing Authority High Rise helps explain part of this variation. The discrepancy carried through in the number of residents under the age of 18 that live in the area. Seven percent of Zone residents, 14 percent of Zone Area residents and 24 percent of city residents are under age 18.

This statistic is not a complete surprise, as downtown living is not typically attractive to families with young children. The target downtown residential market is young adults (college age or recently graduated), married couples without children, and older adults (over age 65). The number of young adults living in the Renaissance Zone is not as high as expected; the percentage is almost exactly the same for the Renaissance Zone, Zone Area, and the City (16 percent).

**Age - Renaissance Zone**



**Age - City of Fargo**



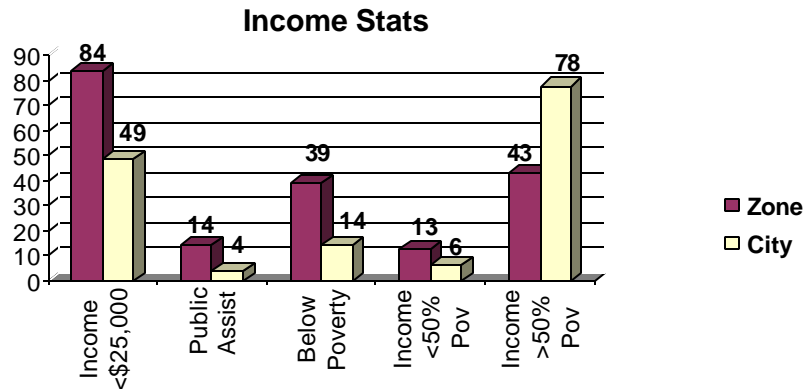
<sup>6</sup> The U.S. Census Bureau defines Census Tract 7 as the “central business district” for the City of Fargo.

**Education.** Thirty-one percent of all Zone residents over the age of 25 don't have a high school diploma; this statistic is 18 percent for the Zone Area and 11 percent citywide. The percentage of residents with a bachelors degree is lower in the Zone (12 percent) than in the rest of Fargo (22 percent); however, the percentage of people with graduate/professional degrees is roughly the same (7 and 8 percent, respectively).

**Economic Information**

**Income.** Of the 1,140 households in the Renaissance Zone, only 17 percent had an annual income that was greater than \$25,000 in 1989.<sup>7</sup> That figure is 24 percent for the Renaissance Zone Area and 47 percent for the City as a whole. While the household size is smaller in the Zone (80 percent of all Zone households are single person households, 31 percent citywide), there are other statistics that support this fact.

Fourteen percent of Renaissance Zone households receive some form of public assistance income annually (4 percent citywide). Thirty-nine percent of people living in the Renaissance Zone had an income that was below poverty level in 1989 (14 percent citywide).<sup>8</sup> The Census also shows that a larger proportion of the extremely poor live in the Zone: 13 percent of Zone residents have an annual income that is less than half the poverty level (6 percent citywide), only 43 percent have an annual income that is more than 1.5 times the poverty level (78 percent citywide).



**Employment.** While the unemployment rates are not vastly different between the two measurement areas (6 percent Zone, 4 percent City), the industries in which people are employed are slightly different. Fifty-three percent of workers who live in the Renaissance Zone are employed either in wholesale/retail trade or non-professional services (36 percent citywide).<sup>9</sup> These jobs typically have lower wage scales than jobs in professional services, finance, or manufacturing.

<sup>7</sup> All dollar figures reflect 1989 values. The equivalent in 1999 dollars is approximately 1.36 x 1989 value. Example: \$25,000 in 1989 is worth almost \$34,000 in 1999.

<sup>8</sup> The poverty threshold in 1989 for a family of four was \$12,674, as established by the U.S. Department of Health and Human Services ([www.census.gov/hhes/poverty/threshld/thresh89.html](http://www.census.gov/hhes/poverty/threshld/thresh89.html), May 1999). Poverty status is determined by adjusting total family income by family size.

<sup>9</sup> "Trade and Non-professional Services" includes employment in a wide variety of sectors, including retail, food service, hotel and entertainment services, business services, personal and auto repair services.

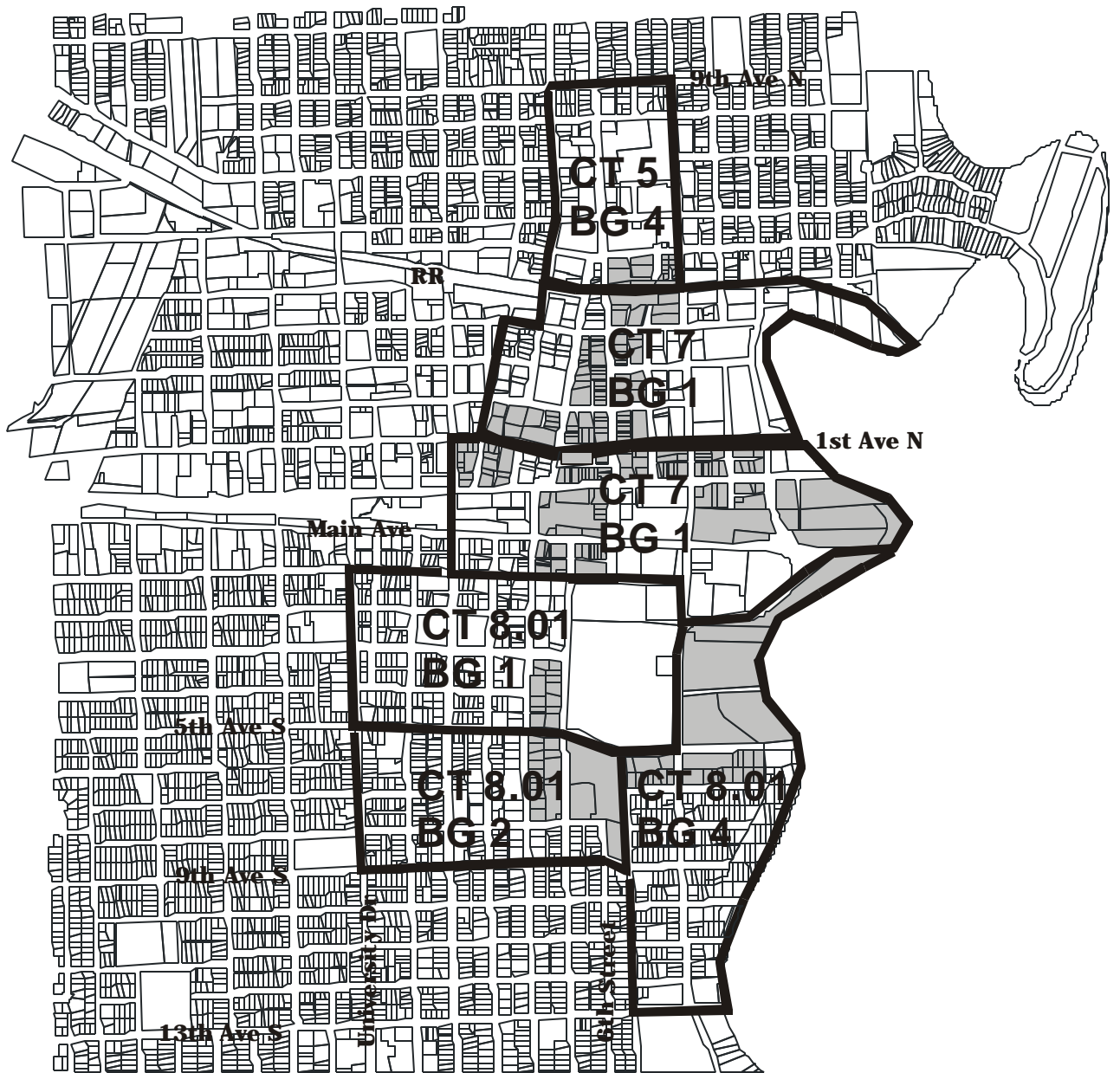
The number of “shift workers” is also higher in the Zone than in the city as a whole. Seventeen percent of Zone workers leave for work between 4:00 p.m. and 5:00 a.m. (12 percent citywide); fifty-three percent leave for work between 8:00 a.m. and 4:00 p.m. (33 percent citywide).

Downtown residents tend to enjoy a shorter commute than other Fargo residents do. Thirty-nine percent of Zone workers travel less than 9 minutes to work (25 percent citywide). They also walk/bike to work in larger numbers than other city residents – 35 percent, as opposed to 7 percent citywide.

**Housing.** There are 1,260 housing units in the Renaissance Zone (3,179 in the Zone Area). According to the 1990 Census, 97 percent of the housing units in the Zone were renter-occupied with an 8 percent overall vacancy rate. Citywide, 52 percent of all housing units were renter-occupied with a 5 percent vacancy rate.

Ten percent of all the housing units in the Renaissance Zone were classified as being “one room” units while another 32 percent were two-room units; only 3 percent of housing units citywide are one-room and 7 percent are two-room. As expected, the gross rents in the Zone are lower than they are citywide; 31 percent of units rent for less than \$150 per month in the Zone whereas only 6 percent of units citywide rent at this level. The median gross rent in the City of Fargo was \$355 in 1990.

# Census Tract/Block Group Boundaries



## Conditions to be addressed in the Zone

The blocks included in the Fargo Renaissance Zone have not enjoyed the same level of reinvestment and redevelopment that other areas of the city have in recent years. This part of the community is sometimes viewed by potential investors and by residents as being of marginal value when, in reality, the Renaissance Zone represents the heart of the city. The potential to revitalize the properties of the Zone is high; but in order to bring renewal to this area, the public and private sectors need to work together and should start by addressing the following conditions.

**Vacancy rates.** The stability and continued occupancy of key storefronts and buildings in this district is important to its overall sense of cohesion and vitality. Vacancies can likely be attributed in part to the condition of the property and the district as a whole, and in part to the lack of investor confidence in the future of the downtown. The Renaissance Zone has the ability to address both of these concerns.

**Underutilized Land.** The utilization of Zone buildings and properties has not always adapted to the changing function and role of the downtown. There are selected properties and parcels of land in the Renaissance Zone that may be considered underutilized in today's market. By encouraging property owners to put these parcels to their "highest and best use", the health of the Renaissance Zone and downtown Fargo will be improved; at the same time, the pressures that currently encourage urban sprawl development patterns will be diminished. The Renaissance Zone can provide incentives to focus investment on appropriate infill development.

**Residential Population.** One of the key components of a successful Renaissance Zone implementation is an increase in the permanent residential population of the area. There is currently a high concentration of low-income residents in the downtown area; there is a relative shortage of upscale, market rate rental units; and there are very few residential ownership options (condominiums) in the Zone.

By increasing the population of the Renaissance Zone, you create a "neighborhood", thereby creating a new demand for residential services while also creating a group that will demonstrate pride and "ownership" in the area and will add to the overall level of public safety in the neighborhood. The tools and application of the Renaissance Zone can help create more attractive housing opportunities, facilitate the overall cleanup of the area, and help encourage the necessary creation of businesses that support residential needs. In addition, this type of "community" development also helps support the education, health and public services that residents need.

**Blight and Deterioration.** The Renaissance Zone is located in the oldest part of the city, which could explain some of the physical deterioration that currently exists. However, the Zone also contains some of the community's most distinctive and important buildings. The age of the building stock does not, in and of itself, constitute a reason for blight and deterioration to continue in the Zone. The implementation of the Renaissance Zone Development Plan will provide a coordinated response to development concerns and issues in the Renaissance Zone area, giving both investors and customers a reason to "come back downtown" and to believe that renewal, reinvestment and redevelopment is, in fact, possible and profitable.