

Comprehensive Policy Plan
"Special Issues"

Policy Letter 403: Downtown Plan

BACKGROUND:

A focus group with members from the Fargo Chamber of Commerce and the Downtown Business Association is currently looking at the needs for downtown Fargo. The goal of this group is to design an aesthetic setting in the downtown. The review of a 2nd Avenue Corridor Study done a few years ago was suggested as a starting point if new energy would be identified to put ideas to work. A possible entity to address the need for an aesthetic downtown plan could be a downtown neighborhood association. The association could figure out the dynamics of the downtown and put together a program.

A downtown plan would have many complex issues to consider in housing, commercial, transportation, and public activities. A plan that is used throughout neighborhoods in Fargo and could be the basis for the downtown plan is the Area Plan. An Area Plan guides land use development decisions and considers issues of:

- 1) parking and circulation
- 2) compatible land use
- 3) stimulation of commercial enterprises
- 4) residential neighborhoods

POLICY STATEMENT:

The City of Fargo should facilitate an Area Plan which draws on the many plans in existence for the downtown. The Area Plan will include appropriate details and information necessary to guide the Planning Commission in land use development decisions.

CONCLUSION:

By the City of Fargo taking the lead in developing a Downtown Area Plan, a basis can be established for sustained planning in the land use activities of the downtown. Information that may be specific to a downtown area plan could be incorporated with the current area plan criteria.