

Comprehensive Policy Plan
"Working Spaces"

Policy Letter 119: West Acres Area

BACKGROUND:

The discussion on West Acres was not focussed on the mall or a building, but rather on all land uses in proximity to the West Acres development. West Acres should be thought of as a regional retail center, serving the commercial and retail needs of the City of Fargo, but also having a role in serving the needs of citizens from a much broader area.

In respect to land use practices and development, two issues were discussed. One is that new development seems to lack integration with the existing development, and secondly that standards for building set back from streets appear to be inconsistent. Both of these issues deal with aesthetic and functional values that can be improved to create a more pleasant area to shop and also to create a more coherent setting between neighboring businesses.

POLICY STATEMENT:

The City of Fargo should encourage retail, residential, and commercial development projects to maximize use of open space, landscaping, and pedestrian linkages to enhance the projects aesthetic and functional characteristics.

CONCLUSION:

Business and commercial development in and around the West Acres complex is expanding and should be given the maximum opportunity to proceed. As plans for development are formed, possibly more emphasis can be placed on integrating, or linking one development project to the next. Issues may relate to appearance, how traffic flows, or simply how far the set back is from the edge of the road. By enhancing the characteristics of the land use practices in this center, the City of Fargo is promoting and preserving the atmosphere of small town living and community pride.