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Unique to the skyline of Fargo, the Downtown Development brings much needed retail and nightlife to the area surrounding Broadway in East Fargo and replaces the places that historically provided this service (Walgreens). This development itself also emphasizes the historical elements used of the Broadway area.

The goal of the Downtown Development is to bring the idea of self-sufficiency to the urban landscape. By developing places within an urban setting that can provide the necessities of life, people will be able to reduce their wasteful use of cars, and simply stop wasting so much time heading all around the city just to run a few simple errands.