**Location of thesis site**

North Dakota, Cass county about 214.4 miles from Minneapolis Minnesota and 222.5 miles from St Paul Minnesota.

**Population Figures**

2010: 192,417 (estimates)

37.9 sq/mi

5076.96 per sq / mi

**GOALS**

Effective utilization of commercial space for Mixed use purposes

The integration of **Urban beautification** as a design principle, in the retrofit of specific sites along the 13th avenue South Fargo commercial corridor.

Reducing the impact of climatic conditions on the specific sites for design within 13th avenue south Fargo.

**Major problems facing 13th avenue south Fargo**

Transportation networks based more on long range commute than close range access points

Absence of developmental compactness leads to negative effects brought about by climatic conditions

Presence of an abundance of Hardscape not actively counterbalanced by natural space

**Why 13th Avenue south Fargo as site?**

This thesis aims to use the principles **Infill / Smartgrowth and urban greenification** as design tools to retrofit existent development along 13th avenue South Fargo.

This is being done with the aim of improving 13th avenue South's current standard of living and enhancing future economic development and growth that will occur within the area.

**Specific sites for design**

**West Acres Shopping Mall**

Total square footage: 1,080,000 sq/ft

Major building on site: West Acres mall

Parking on site: 5000 spots

**Blockbuster Video Store**

Total square footage: 128,223 sq.ft

Major building on site: Blockbuster video

Parking on site: 120 spots

**Sun-Mart Department Store**

Total square footage: 335,972.95 sq/ft

Major building on site: Sun mart/ cvs pharmacy

Parking on site: 326 spots

**www.urbanretrofitkit.com**

**www.riveraapartments.com**
Analysis

With Fargo's growing population and increasing population density, it is important for the city to begin to develop more compactly and densely to accommodate population growth with greater quantities of mixed development along major commercial corridors.
Analysis

With a present population figure of 192,417, 87% of which is currently orientated around the work force age it is important for the city of Fargo to begin to present avenues for commercial development along commercial corridors to accommodate potential population growth and related work force abundance.

In this way it will be able to maintain its low rate of unemployment currently at 4.5%.
ANALYSIS: Climate

With the noted severity of temperatures during the winter season in Fargo, it is important to develop along heavily used commercial corridors in a more compact / closed off manner. In this way the impact of such severe weather and winds are reduced drastically and weather related accidents are minimalized.
**AIM OF MASTER PLAN DESIGN**

To create an avenue for more mixed use development within existent mall lot through the utilization of existent parking for development purposes.

---

**ANALYSIS:**

Entrance and exit points are major locations for the occurrence of accidents something 13th Avenue south Fargo is quiet noted. How do we retro-fit and reduce the number these entrance/exit points to limit accidents and add value to the mall space.

**ANALYSIS:**

Pedestrian walkways define the boundary of the West acres site. In the presence of mostly parking space there has been an absence of pedestrian walkable space or pathways due to dangers of pedestrian and vehicular traffic interaction within the site. With the introduction of retrofitted building locations unto the West acres site parking lot such a premise will not be the case as there will equal access to building space and possible connections to the mall building.

**ANALYSIS:**

During the winter months people prefer to park closer to the entrance/exit points of the West acres mall building. With the introduction of retrofitted building locations the West acres site parking lot such a premise will not be the case as there will equal access to building space and possible connections to the mall building.

**ANALYSIS:**

The very concrete nature of the open space that surround the mall makes it unappealing to view when not filled with vehicles to capacity. The introduction of nature in design within the proposed retrofitted space that surround the mall will attempt to balance out the imbalance between nature and artificial surface.

**ANALYSIS:**

The notion of offsite parking sounds absurd for a site with excessive parking but it is not as absurd as you think. Retrofitting the West acres mall with new mixed use buildings retaining some parking and adding functional natural attributes makes the site a lot more useful. Offsite parking will be utilized mostly during peak mall hours and black friday.
Section cut A-A through Commercial development at West acres

Height in feet

13th Avenue south

Boulevard planting

Parking

Side Walk

One storey Underground parking

Side Walk

Boulevard planting

Pavement

Road way

Boulevard planting

Road way

Public paving

Public green space

AMERICAN ELm CANOPY TREES

CRAB APPLE ORNAMENTAL TREES

Three storey commercial development

13th Avenue south

Three storey commercial development

CRAB APPLE ORNAMENTAL TREES

AMERICAN ELm CANOPY TREES

Public green space

Boulevard planting

Parking

Side Walk

One storey Underground parking

Side Walk

Boulevard planting

Pavement

Road way

Boulevard planting

Road way
Section cut B-B through mixed use development at West acres mall

Height in feet

AMERICAN ELM CANOPY TREES
CRAB APPLE ORNAMENTAL

Two storey Mixed use development

Paving
Open green space
Open green space
side walk
One storey underground Parking
Parking
Boulevard planting
Road way
side walk
One storey underground Parking
side walk
Boulevard planting
open court yard
Boulevard planting
One storey underground Parking
side walk
side walk
side walk
side walk
side walk
side walk
side walk
Boulevard planting

Retrofitting for change: FARGO
PROPOSED UNDERGROUND PARKING GARAGE UNITS WITHIN WEST ACRES SITE

Structure A: 1800 Parking spots

PROPOSED SATTELITE PARKING GARAGE UNIT FOR WEST ACRES SITE

Structure D: 1915 spots

Structure C & D: 2400 spots

Structure E: 800 spots

Structure F: 1200 spots

RETROFITTED GROUND PARKING FOR WEST ACRES SITE

Ground parking: 100 spots

PROPOSED GROUND PARKING GARAGE UNITS WITHIN WEST ACRES SITE

West acres mall space: 3800 spots

Ground parking: 1233 spots

New Commercial and Residential space

Number of buildings: 23

Number of parking spots: 1243 spots

All underground parking within mall space is 1 storey below ground and positioned directly beneath all commercial and residential development.

PROPOSED UNDERGROUND PARKING GARAGE UNITS WITHIN WEST ACRES SITE

6276 spots

100 spots

SATTELITE GROUND PARKING FOR WEST ACRES SITE

Retrofitting for change: FARGO

ADJUSTED PARKING NEW WEST ACRES SITE

6825 spots

Ground parking: 100 spots

6276 spots

100 spots

13,166 spots

13,201 spots

Information to decipher amount of parking needed for the West Acres area retrofit was acquired from the City of Fargo land development code: Ordinance number 4167: Parking, access, residential protection, Landscaping.

Commercial parking:

Other retail, sales and services not specifically listed: 1 parking spot per 250 square foot.

Residential parking:

Group living: 1 parking spot per 100 square foot of sleeping area

Note: since it is indoor parking, 250 square foot was used for underground residential parking and 100 square foot was used for ground parking related to residential.

Landscape Architecture Design Thesis
ADRESSING COST THROUGH PROFIT OF NEW COMMERCIAL DEVELOPMENT

estimated profit made by mall per square foot: $300

Total square footage of new commercial addition: 813,745 sq/ft

$ 244,989,620

COST PER SQUARE FOOT OF ERECTING AN UNDERGROUND PARKING STRUCTURE

per square foot

- Total square footage cost estimates: $41.81
- Excavation (part of contractor fees): $10.45
- Architectural fees: $2.51
- Contractor fees: $5.22

Estimated profit made by new commercial development per square foot: $60.00

Total square footage of all overhead parking structures on West acres site: 1,249,827 sq/ft

$ 74,989,620

COST PER SQUARE FOOT OF ERECTING A OVERHEAD PARKING STRUCTURE

per square foot

- Total square footage cost estimates: $54.78
- Excavation (part of contractor fees): $10.45
- Architectural fees: $2.51

Estimated profit made by new commercial development per square foot: $60.00

Total square footage of all overhead parking structures on West acres site: 341,200 sq/ft

$ 18,690,936

Total square footage cost estimates:

Architectural fees:

- Excavation (part of contractor fees): $41.81
- Architectural fees: $10.45
- Contractor fees: $2.51
- Architectural fees: $5.22

Conclusion:

A years profit from new commercial development when run at its peak on the west acres retrofitted site will more than sufficiently handle the cost of new structural parking on the west acres site.

note:

In terms of profit residential development hasnt been factored in. Also taxes from the use of parking structures and leasing of parking structures hasnt been factored in too.

$ 154,442,944
**Reason behind development**

**Type of commercial / residential development**

**Images of development**

**Commercial development**

- Financial benefits in terms of taxes, rent and sales to the city of Fargo

**Open market competition**

Proposed competition in terms of business and sales related activities between old and current development

**Proximity to other commercial outlets along 13th avenue south reduces long range transportation process for commercial purposes**

**Residential development**

- Closer to other residential outlets along 13th avenue south Fargo.

- Provides potential residents with easy access to places of work and interest along 13th avenue south Fargo.

- Provides city of Fargo with potential revenue form taxes paid by renters of residential space.

**Type of commercial / residential development**

**A** = 30 by 40 ft

**B** = 40 by 40 ft

Smaller office and retail space better suited to the growing entrepreneur/ small business owner

The smaller spaces are the cheaper they are and the faster they are rented out.

**A** = 50 by 50 ft

**B** = 20 by 20 ft

**C** = 30 by 40 ft

Due to its proximity to 13th avenue south and the mall, such residential spaces will be rented out by younger adults and elderly individuals predominantly for socialization and access to facilities around.

MIXED USE DEVELOPMENT PREDOMINANTLY COMMERCIAL

PREDOMINANT RESIDENTIAL DEVELOPMENT
Positives of development and nature on site

### COMMERCIAL BUILDING / COURTYARD

- **Elderly Individuals**
  - Commercial outlets within close proximity to each other provide a variety of options that are different from West Acres mall. They provide the elderly with optimal socializing options.
  - Reduces walking, driving or biking distance from one commercial outlet to the next as West Acres offers variety, boasting of several floors of commercial space within a natural setting.

- **Older Adults**
  - Are able to carry out more activities that entail movement from one location to the next as locations are close by. The issue of distance and danger are reduced drastically.

- **Younger Adults**
  - Presence of trees which serve as stimulant for the release of feel good hormones in the body.
  - Provide adequate accommodation for new and present potential residents within the city of Fargo limits.
  - Walkability to other commercial and residential developments along 13th Avenue South Fargo.
  - Enclosed shape of residential units provide an unconscious sense of security for residents and shield against harsh weather elements.

- **Children**
  - Are able to enjoy the green space made available to them under the watchful eyes of residents and parents alike.

### MIXED USE COMMERCIAL DEVELOPMENT

### GENERAL POSITIVES

- **Residential Building / Courtyard**
  - Provides a vicinity closer to the mall for active socializing and presents 13th Avenue South Fargo as region of access to medical, physical and social activity.

- **Residential Building / Courtyard**
  - Provides West Acres with a steady consumer base that lives directly within the West Acres premises.

- **Residential Building / Courtyard**
  - Provides proximity to individual places of work around 13th Avenue or areas within close range, provides access to big box stores within 13th Avenue South.

- **Residential Building / Courtyard**
  - Residential building provides area in close proximity to the mall and other commercial outlets along 13th Avenue South.

### WEST ACRES LOT

- **Residential Building / Courtyard**
  - Provides the city government with ample profit from the utilization of semi-dormant space that had been sitting in the form of ground parking.

- **Residential Building / Courtyard**
  - Provides a vicinity closer to the mall for active socializing and presents 13th Avenue South Fargo as region of access to medical, physical and social activity.
**Retrofitting for change:**

**WEST ACRES LOT**

**BROKEN DOWN INTO FOUR CONSTITUENT PARTS**

1. **CANOPY TREES**
   - American elm: Ulmus americana
   - Colorado blue spruce: Picea pungens

   Trees that cascade over, providing shade and cover from adverse weather conditions on site. Such trees also provide aesthetic appeal to their areas of location and within the West acres site and add value to the site on a whole.

2. **ORNAMENTAL TREES**
   - Crab apple: Malus Sylvestris

   Not as tall as canopy trees, they usually span anywhere from 20 - 30 ft. They provide shade and cover purposes for adverse weather conditions. They also add aesthetic appeal to proposed mixed use development. In general they add value to the overall make up of the site.

3. **GROUND COVER**
   - Bermuda grass: Cynodon dactylon (L) Pers
   - Blue chip juniper: Juniperus horizontalis "blue chip"

   Provide contrast to the existing landscape that occurs in the form of paving, boulevards and buildings within the West acres site.

4. **ORNAMENTAL FLOWERS**
   - Balloon flower: Platycodon grandiflorus
   - Bended tongue: Pensterion ssp
   - Basket of Gold: Aurinia saxatilis

   These are added to the site to periodically as they are perennial in nature. They will provide aesthetic beauty and pleasant smells to the newly developed site when included during the spring and summer seasons.
AIM OF MASTER PLAN DESIGN

To create an avenue for more mixed use development within existent blockbuster lot through the utilization of existent parking for developmental purposes.

ANALYSIS:

Entrance and exit points are major locations for the occurrence of accidents something 13th Avenue south Fargo is quiet noted. The project is looking to retro-fit and reduce the number these entrance/exit points to limit accidents and add value to the commercial hub.

Exit and entrance points are major locations for the occurrence of accidents something 13th Avenue south Fargo is quiet noted. The project is looking to retro-fit and reduce the number these entrance/exit points to limit accidents and add value to the commercial hub.

Too much hard artificial surface is made available for parking within this strip mall outlet. Converting portions into commercial mixed use buildings and retro-fitting the parking to be more natural is an aim of the project at hand.

Pedestrian walkways are adequate enough for the use they have been assigned. With the retro-fitting of the new blockbuster building and its surrounding much more space will be allotted to cater to pedestrian needs on site.

The nature on site is inadequate for the commercial strip it surrounds. The inclusion of further greenery to add aesthetic quality to the environment could help bolster commercial activity along this given area.

Most analysis is implemented within design.
Retrofitting for change: FARGO BLOCKBUSTER LOT

13th avenue south

<table>
<thead>
<tr>
<th>BUILDING TYPE</th>
<th>SQUARE FOOTAGE</th>
<th># UNITS</th>
<th># STOREYS</th>
</tr>
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<tbody>
<tr>
<td>1 Commercial development</td>
<td>2400</td>
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<tr>
<td>2 Roof cover</td>
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<td>14 planting beds</td>
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</table>

EXISTING DEVELOPMENT AND KEY PLANTS

A Block buster video
B Starbucks coffee
C ornamental conifers
D American elms

N 10 20 40 60 100

section A-A

13th avenue south

2060 x 971

26th street south

23rd street south

25th street south

1008 x 875

1756 x 251

1756 x 219

1756 x 186

1756 x 154

1756 x 122

1756 x 90

1756 x 58

1756 x 24

2060 x 971

1756 x 291
why commercial & recreational development?

Commercial development

Block buster lies within neighbourhood space chalked full of residential housing so there for the need to build small scale residential makes no sence.

Lot size

Block busters lot size of 139,232 sq/ft is small and insufficient for differing types of residential apartments as proposed at the west acres site.

Recreational development

is a direct contrast to the residential and commercial development occuring around the block buster site.

will attract potential consumers from the neighbourhoods surrounds block buster and along the 13th avenue corridor.

Provides the block buster site with natural features it previously didnot possess.

Commercial additions

Additional 4 commercial buildings

Old block buster is retrofitted into a 3 storey parking structure.

Block buster as an exsistent retail outlet is presented with alternative space fitting to maximize use of building and generate greater prof- it.

Majority of the activity that occurs within the block buster site is commercial in nature. Continuing this trend will maintain balance within the site.

Provides the block buster site with natural features it previously didnot possess.

Images of recreational development

BLOCK BUSTER PLAZA

COURTYARD SPACE AT BLOCK BUSTER
WHERE DOES PARKING GO?

Parking needed for retrofitted site: 159 spots

COST OVER HEAD PARKING STRUCTURE

- Over head structure
  - Structure A: 116 spots
  - Cost of construction per sq/ft: $54.78
  - Sq/ft of overhead parking: 51,600 sq/ft
  - Total cost: $3,155,328

GROUND PARKING

- 103 spots
- Total parking Available: 219 spots

INITIAL DEFICIT

- $279,265.20

NOTE

- Exsistent development profits were not factored into the calculation.
- Within the first year of establishment the site should cover cost.

PROSPECTIVE PROFIT FROM NEW DEVELOPMENT

- Profit per square foot of commercial: $300
- Total profit made in a year from new commercial: $3,155,328
**BROKEN DOWN INTO TWO CONSTITUENT PARTS**

1. **CANOPY TREES**
   - **American elm (Ulmus americana)**
     - Trees that cascade over, providing shade and cover from adverse weather conditions on site, such trees also provide aesthetic appeal to their areas of location and within the west acres site and add value to the site on a whole.

2. **GROUND COVER**
   - **Bermuda grass (Cynodon dactylon)**
   - **Blue chip juniper (Juniperus horizontalis)**
     - Provide contrast to the existing landscape that occurs in the form of paving, boulevards and buildings within the blockbuster site.
- Narrower exit & entrance
- Retrofitted green strips

---

**Benefit of new blockbuster plaza space on differing age demographic**

- **Plaza serves as an area of socialization for the elderly who during the warmer months of weather are able to walk or drive down to the area and mingle with people of all ages and races.**

- **Plaza serves as a chill spot and family oriented area for older adults who have families or may be singles who also a welcome contrast to residential developments around the that lack such amenities.**

- **Plaza serves as the perfect hangout spot for the younger more care free generation who will utilize any space that is orientated around the natural environment.**

- **Plaza may not be specifically suited for younger children due to its location close to 23rd street south and its presence near to a driveway its more suited to children are readily supervised within they are using it.**

---

**Block Buster:**

2424, 13th avenue south, # 106, Fargo, Nd.

---

**American elm** trees provide shade and contrast in terms of shade to plaza space.

**Ornamental conifers** acts as wind buffer systems reducing the impact of south eastern winds especially during the icy cold winter months in Fargo.

**Ornamental conifers** as an aesthetic add beauty the the block buster site and create a more personal scale/ feel with the individuals that interact with and utilize the site.

**Bermuda grass** of turf as it is commonly called adds a soft contrast to the plaza space and its surrounding development.

---

**Directory signs** give users of the site a step by step description of commercial businesses within the blockbuster site and their locations.

**Overhead roofing structures** provide shade for users of the blockbuster site during periods of harsh or intense weather conditions.

---

**Advertisement billboards** provide commercial businesses within the blockbuster site the opportunity to get across messages about their goods and services.

---

**Speed table** additions to the blockbuster site reduces the risk and rate of accidents and collisions within the site.

**Small scale personal lighting** provides lighting to plaza space at night.
Crab apple provides shade for users of the Blockbuster site during periods of harsh or intense weather conditions and adds contrast in color and texture to the existing landscape of Blockbuster.

Bermuda grass of turf as it is commonly called adds a soft contrast to the court-yard space and its surrounding development.

Red brick pattern creates a contrast of aesthetic beauty for the Blockbuster courtyard space.

Planter units provide natural escapes to the building and define its borders. They also add aesthetic appeal to the courtyard.

Roofing cover system spans across the paving within the retrofitted courtyard space. Protects users of courtyard space from harsh weather conditions and presents the opportunity for shade.

Planter units provide natural seating and green seating opportunities within the courtyard. They also provide aesthetic appeal to the courtyard.

Seating
### Aim of Master Plan Design

To create an avenue for more mixed use development within existent blockbuster lot through the utilization of existent parking for developmental purposes.

### Analysis

**Sunmart**: 1200, 25th street south, 13th Avenue south

#### Entrance/Exit Locations

- B Sun-mart
- C CVS Pharmacy

#### Parking Locations

- P Parking within the strip

#### Pedestrian Walkways

#### Exit/Entrance Points to Store

- B Sun-mart

#### Nature on Site

- Anything mapped in green within the red boundary line is nature

#### Analysis:

- **Entrance and exit points are major locations for the occurrence of accidents** something 13th Avenue south Fargo is quiet noted. How do we retro-fit and reduce the number these entrance/exit points to limit accidents and add value to the commercial hub.

- **Most of the parking within this residential blockbuster location is underutilized and excessive in quantity**. Ridding the site of some parking and retro-fitting a building to inhabit the available space brings commercial value to the area and ensures utilization of left over parking efficiently.

- **These walkways are decent in quantity and size for the location being retro-fitted**. With an addition to the blockbuster building and refurbishing of the block bust building we will see available open space supporting more pedestrian traffic within the area.

- **None at present for the Sun-mart building as it hasn't been renovated or refurbished yet.**

- **The nature on site is inadequate for the commercial strip it surrounds**. The inclusion of further greenery to add aesthetic quality to the environment could help bolster commercial activity along this given area.

Most analysis is implemented within design.
Retrofitting for change: FARGO SUNMART / CVS

**MASTER PLAN INFORMATION**

<table>
<thead>
<tr>
<th>BUILDING TYPE</th>
<th>SQUARE FOOTAGE</th>
<th># UNITS</th>
<th># STOREYS</th>
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<tr>
<td>Commercial development</td>
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<td>Enclosed courtyard space</td>
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<td>Tropical green house</td>
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<td>CVS Pharmacy</td>
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<tr>
<td>Advanced autoparts</td>
<td>11,427</td>
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<tr>
<td>CVS Pharmacy entrance</td>
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</tr>
</tbody>
</table>

**Key**
- Boulevard planting
- American elm
- Crab apple trees
- Building lines
- Green house lines

**Building Plans**

1. Office space
   - 20 x 20 ft
   - 40 x 40 ft

13th Avenue South

25th street South

23rd street south

1.2.3.4.5.6

A. B. C.
Retrofitting for change:
FARGO
SUNMART / CVS

why commercial & recreational development?

Commercial development

Current sunmart lot is predominantly commercial, a continuation of commercial development within the lot spurs continued commercial growth within the lot.

Small scale commercial offices are an invite to small scale business investors looking to set up business along the 13th avenue commercial corridor.

The total square footage of the site 335,972 sq/ft is small enough to accommodate limited commercial additions while still maintaining adequate parking standards and spots.

Recreational development

Aesthetic decoys such as the green house structure lure potential consumers into the sunmart site as their inquisitiveness gets the better of them. Once on site they readily will patronize new, old and refurbished commercial development.

A potential hang out spot during the 365 days of the year has been presented to residents around the 13th avenue area. This differs from all the commercial and residential development along 13th avenue south Fargo.

Commercial additions

1 south facing green house facade / structure that sits directly in front of CVS and the refurbished sunmart.

Its sales section and court yard sections are commercial in nature.

One additional small scale commercial office to the south east of sunmart.

The refurbished sunmart building converted into small scale offices.

Recreational additions

1 portion of green house dedicated to recreational public use for Residents with the city of Fargo.
The Sunmart site is able to accommodate existing parking of 326 spots and add 38 additional spots to meet the parking criteria of 36 spots for the new building at hand. This leaves a minimal excess of 2 parking spots.

Let's hypothetically say that CVS makes $100 per square foot. Using this we can analyze that in a year CVS makes $1,727,735.80. If we take into consideration the refurbishment of the Sunmart commercial space, the addition of the greenhouse and 1 new commercial development, it is safe to say that the lot would make $7,997,697.00. An additional $6,269,964.20 more than it would have before refurbishment.

This is not taking into consideration the autoparts store as it has not been hypothetically determined as to how much it would make.
MAIN AVENUE
CENTERED CURRENT DEVELOPMENT IN DOWN TOWN FARGO

7TH AVENUE NORTH
CENTERED AROUND RESIDENTS AND NDSU COLLEGE STUDENTS

12TH AVENUE NORTH
CENTERED AROUND NDSU AND ITS STUDENTS

fin!