

PROJECT PROFILE



DSW and Old Navy arrive at their new locations on 13th Avenue and 45th Street South in Fargo.

Retail Renaissance

What was once a lonely Kohl's, an empty parking lot and a vacant former electronics store on Fargo's heavily traveled 13th Avenue and 45th Street south corridor has turned into three new retail businesses and an expansion of the 45th Street Bremer Bank.

In the spring of 2011, Olaf Anderson Construction teamed up with Minneapolis-based developer Fine Associates to begin construction on Ulta Beauty, which was to become the first of four area projects we would build for them, followed shortly after by DSW (Designer Shoe Warehouse), Old Navy and Bremer Bank.

Ulta Beauty is a 10,000-square-foot retail beauty supply store featuring rock-faced masonry walls, steel bar joists, metal deck and a ballasted rubber roof, with a decorative masonry and EIFS storefront. Construction began on the first three projects in the former Media Play building. DSW features a 12,586-square-foot area devoted to shoes of all types. The project required an enormous amount of demolition to the existing building, including the removal of a large steel mask and supporting structure. The entire storefront was removed and replaced, and interior walls were demolished to clear out the building and begin construction of the store.

Shortly thereafter, work began on the second phase which was to become the newest location of Old Navy. Old Navy features more than 16,000 square feet of polished concrete floors, a full reconfiguration of the mechanical and electrical systems, and the entire storefront was again demolished and reconstructed to fit the Old Navy prototype we all recognize.

The final phase of construction on the site included the Bremer Bank expansion. It was also a large demolition job, requiring the complete removal of a former loading dock with precast panels up



An empty parking lot becomes Ulta Beauty, a 10,000-square-foot retail beauty supply store.



The southwest entrance to Bremer Bank's addition to its service center.

to 26' tall, 10' wide and more than a foot thick. The expansion provides just under 10,000 square feet of usable business space, with an additional 5,000 square feet for undetermined future use.

