

CONTACT US AT  
**URBAN PLAINS**

A City Within A City.

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## Available LAND

At Urban Plains, we are very excited about having the flexibility that no other developments in town can match. We are confident that our team can put together a deal to satisfy any developer's needs. This includes: selling, leasing or building to suit. If you don't see a tract of land that meets your exact needs – we are always willing to consider a replat in order to create a more suitable parcel.

## Mexican Village anchors the up and coming URBAN PLAINS

There's a landmark on Main Avenue in Fargo that serves some of the best Mexican food around. That's good news for downtown - and now great news for south Fargo. The second Mexican Village restaurant is now an anchor in Urban Plains, on the corner of 45th Street and 32nd Avenue. Open for just six months, owners Karen and Steve Bush have seen their business take off. It's bustling already. "We've had a good start," says Karen.

Karen and Steve spent six months looking for land. "We wanted to be south of I-94 and west of I-29 to be able to serve both south Fargo and West Fargo," says Steve. "This location was infinitely better than anything we looked at."

Specializing in a variety of Mexican fare in the 10,000 square foot facility, with seating for 410, the staff of 100 serves parties of 2 to 100. "Our kitchen is set-up to accommodate large groups. People actually count on us for that type of service," says Steve.

And the ambiance? A double-wall fireplace sets the stage. Talking to patrons, words like 'warm, and inviting' come to mind. "Our downtown location has been a mainstay for families," says Karen. "We wanted to make sure that component was here as well." Two dining areas, an outdoor patio, plus a spacious full bar



(yet off to one side), help guests feel comfortable. Whether with your children or with a group of after-work friends, there is a place for everyone.

And being part of Urban Plains? Steve sums it up, "Working with the team at Urban Plains was a great experience. They were upfront with every issue and made us feel comfortable about all aspects of the transaction. It was great timing for both parties." Plus, securing a prime piece of land on the corner of 45th and 32nd was a wise move. "I'm convinced that in five years it will be the busiest intersection in Fargo." So, are they ready? You bet they are.

MEXICAN VILLAGE in South Fargo  
3155 45th Street South, Fargo • (701) 356-0120

MEXICAN VILLAGE in Downtown  
814 Main Avenue, Fargo • (701) 293-0120

[www.mexicanvillagefm.com](http://www.mexicanvillagefm.com)

## A Message from ACE BRANDT

Dear Business Colleague:

Thank you for taking a few moments to learn more about Urban Plains. We are pleased to be able to share with you news on businesses making their homes in this new development in south Fargo.

Once the Brandt family farmland, Urban Plains is being designed with many "new urbanism" concepts in mind: walkability, mixed-use of housing and retail, sustainability/green building, and quality of life.

This is an exciting project for the community and region and we especially want to thank the City of Fargo and West Fargo and Fargo Parks for their enthusiasm and expertise – and the businesses who were the "firsts" in moving to Urban Plains.

As a citizen of this community, your input is valued; please contact the Urban Plains team should you have questions or comments.

Thank you,  
Ace Brandt

## WHAT'S IN A NAME?

An environment that combines the best of city and country: the sophistication and vitality of an Urban setting, the convenience and comfort of the Plains

## FARGO FORCE UPDATE – Welcome, Coach Dean Blais



Coach Dean Blais

*"We intend to build a strong team,  
a force to contend with.*

*Our goal is to create a powerful  
brand, with fury and flash."*

The Urban Plains Center is located on 15 acres of land just north of 32nd Avenue and west of the Urban Plains Park. Construction of the \$25 million project started June 2007 and is scheduled for completion fall 2008.

A familiar face is onboard. The first phase is the large ice arena, which will be home to the Fargo Force, a new USHL team; Dean Blais will coach the team. Prior to joining the Fargo Force, Coach Blais served in Player Development and was the associate head coach for the NHL's Columbus Blue Jackets. Closer to home, he was the head coach of the University of North Dakota's men's hockey team for ten years.

Among Coach Blais' success is: At the conclusion of the 2003-04 season, Coach Blais owned the highest career winning percentage of any active

NCAA Division I coach at .679 with a 262-115-33 record. A two-time Spencer Penrose National Coach of the Year and three-time WCHA Coach of the Year, Blais guided the Fighting Sioux to two NCAA Championships (1997, 2000) and one runner-up finish in 2001.

"We intend to build a strong team, a force to contend with. Our goal is to create a powerful brand, with fury and flash," says Coach Blais. Recruitment of young talent is well underway. Eleven players are on the roster, with a full roster completed by this summer.



### SPEAKING OF TOURNAMENTS...

## UP Center is selected to host 2009 IIHF World U18 Championship

"We're extremely pleased to be bringing this world-class event to Fargo-Moorhead, April 9-19, 2009," said Ron DeGregorio, president of USA Hockey. "Fans will have the chance to watch teams that have rosters filled with future National Hockey League stars."

This 10-nation tournament features the world's best players under 18 years of age. "We're excited to showcase our state, the city of Fargo and the new Urban Plains Center to players, coaches and fans from around the world," says North Dakota Governor John Hoeven.

The primary venue will be the 5,000-seat Urban Plains Center. The Moorhead Sports Center, with a capacity of 3,000, will also host games. "We worked hard to bring this prestigious event to our community," says Lance Johnson, general manager of UP Center. "We look forward to putting on a first-class tournament."

This championship, which began in 1999, has never been staged in the United States. Participating teams include the United States, Canada, Germany, Sweden, Belarus, Slovakia, Russia, Denmark, Switzerland and Finland.



WELCOME...

**CHAD JOHNSON**  
Assistant Coach

Chad Johnson has joined the Fargo Force as an assistant coach. Chad most recently was head coach of the Fargo Jets. "Chad brings a wealth of experience, both as a player and a coach," says Coach Dean Blais. "He is energetic, bright and has the passion for hockey that will be an asset to the Fargo Force."

### The Place for the Region's Active Youth

Phase II includes four additional ice sheets to serve children and youth of all ages. Those who will be utilizing the UP Center include: Fargo Public School District, Shanley High School, Fargo Park District, and the four Fargo Youth Icemaker clubs (Angels, Raiders, Flyers, All-City).

### FAST FACT

Did you know? **URBAN PLAINS** makes conscious decisions on where businesses should go to best perform for the entire development, to help ensure success and no surprises on the "who will my neighbor be" dilemma. Site lines, walkability, proximity, zoning, elevations, and architecture are considered as a community, not a single sale.

## BUSINESS PROFILE

### DR. DALAN MOVES TO MEDICAL PARK



Dan Dalan, M.D. is the first tenant in the new Urban Plains Medical Park. "There are so many families, adults and children I care for that now live in south Fargo. Our new location in Urban Plains makes it that much more convenient for families," says Dr. Dalan. "This area of Fargo is in a huge growth mode; it's exciting to be a part of the development." Dr. Dalan is a specialist in allergies, asthma and immunology. A member of the Heartland Healthcare Network, he is certified by the American Board of Internal Medicine and the American Board of Allergy and Immunology.

DR. DALAN CAN BE REACHED AT  
(701) 232-8788 • [www.asthma-allergy.com](http://www.asthma-allergy.com)



### SHOPPES at Urban Plains

An ideal space – for professional, office and retail – is SHOPPES at Urban Plains. Square footage ranges from 1,197 sq. ft. to 3,635 sq. ft. Foot Solutions and the Nail Spa are the first tenants, and more are planned.

"Whether you're a new or existing business, this is the perfect opportunity to become part of this groundbreaking lifestyle mall," says Dan Sturlagson of Property Resource Group.

**A City Within A City.** Urban Plains is designed as a city within the City of Fargo, accessible from the main thoroughfares of south Fargo – an easy drive to the best that Fargo has to offer. It features amenities and conveniences within Urban Plains. Designed with a neighborhood feel, Urban Plains combines homes, shops, restaurants, businesses and a park with walkways.



### A PARK like no other

The Urban Plains development is centered on the magnificent 25-acre Brandt Park. The combination of open green space, nearly one-half mile body of water and the new amenities will truly make this a park like no other. "This is an incredible project," says Roger Gress, Executive Director of Fargo Parks District. "We are really excited about the recreational opportunities the park brings to Urban Plains."

Activity areas are all part of the plan for Brandt Park, including an outdoor amphitheater. Shelters to accommodate groups of 500 or more are being designed for corporate picnics, festivals and other gatherings. Along the water's edge, there will be canoe, kayak and paddleboat rentals. And the boardwalk will be a place for events such as farmer's markets, art shows and street fairs.

So, whether you're an avid outdoor enthusiast or just want to take a leisurely walk, or attend activities, this park has something for absolutely everyone – of every age.



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## FAST FACT

Did you know?

### URBAN PLAINS

is master planned to have over five miles of bike paths that connect to the rest of the community coming from the north, south, east and west. Emphasis on connectivity and availability of the extra wide paths was carefully considered by the City of Fargo, Fargo Parks and Urban Plains.

## LANCE JOHNSON UP Center General Manager



Lance Johnson  
UP CENTER GENERAL MANAGER

Familiar to keeping operations running smoothly at event centers, Lance Johnson serves as general manager. Among his experience, Lance was with the Ralph Engelstad Arena in Grand Forks, North Dakota for five years and most recently as Director of Event Services.

In 2004, he was hired by the NHL as an attractions manager at the 2004 NHL All Star Game in St. Paul, MN. In 2005, Johnson served as the director of community events for the 2005 IIHF World Junior Championship in Grand Forks.

For information on the Fargo Force and season tickets, visit [www.fargoforce.com](http://www.fargoforce.com)  
Lance Johnson, 364-FORCE (3672)



*“Construction is progressing nicely on the facility,” says Lance.*

*“When the puck drops to the ice this Fall, it will be a great day to celebrate athletics, youth and community.”*

## FAST FACT

Did you know? **THE 90-DEGREE STREET GRID IS GONE!**

Replacing it is curved roads with calming features such as planted medians, denser boulevards, and unique roundabouts that are both calming and efficient. Major entries into the development are complemented with concrete and colored cross walks, to ensure a long term, developed look.