on the fringe

community development + expansion

Steve Eggert
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WELCOME TO **URBAN** PLAINS

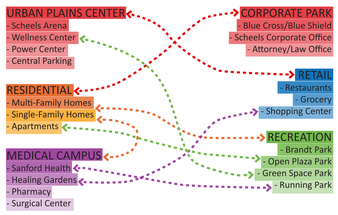
When communities fail to plan, there is no institutional framework where development can progress. This leaves little opportunity for expansion or modification based on changing needs.

The establishment of a common vision is vital to the future development of Fargo's fringe. It provides a synthesis of enhancements from an economic perspective to happiness and well-being. Urban Plains provides a smarter blueprint. Smarter about how we use our resources, how we live and most importantly, how it all comes together as a community.

The challenge was what to do with this unique property: 320 acres of prime real estate on the fringe of Fargo. In order to build a great community, it's not enough to have a single use dominate a particular place — it is essential to have an array of activities for people.

The exclusiveness of this project will touch base with the placemaking of Fargo and highlight a similar sense of energy of Broadway in downtown Fargo. A unique feel will allow this site to remain a diverse experience that results in repeat visits for different activities throughout a visitor's stay.

HUMAN NEEDS OF A COMMUNITY

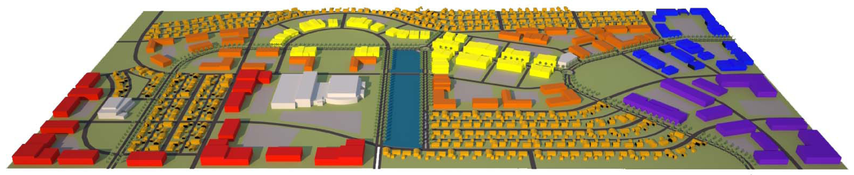


PROBLEM STATEMENT

How can sustainable design of fringe development contribute to the placemaking of Fargo and reframe the community's tastes and preferences?

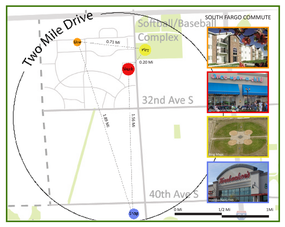
PROGRAMMATIC REQUIREMENTS

1. Focal Point – This project will include a central focus of interest to create a sense of place. It will be the main attraction towards the site with a sustainable background of storm water management.
2. Mixed-Use Buildings – Live/work atmosphere where residents share the costs of a secretary, office equipment, and meeting rooms. There should be an equal balance of residents and jobs.
3. Connectivity/Triangulation – The new development must have a relationship to its neighbors within the community (The Power of Ten). All compatible land uses should be connected, especially between residential areas whenever practical. Street design will be a pedestrian friendly environment.
4. Not only should the community connect visibly with other adjacent areas, but each place is part of a sequence of destinations. A typical visitor should be able to navigate the majority of the site over the course of their experience. These transitions have no particular order, and are up to the user's desire for each activity. The site will predict the needs and accessibility for a typical visit of any person with activities such as food, shopping, recreation, social activity, people watching and experiencing nature.
5. At the core of the Power of 10 is the idea that any great place itself needs to offer at least 10 things to do or 10 reasons to be there. These could include a place to sit, playgrounds to enjoy, art to touch, music to hear, food to eat, history to experience, and people to meet. Ideally, some of these activities are unique to that particular spot and are interesting enough to keep people coming back. The local folks who use the space most regularly are the best source of ideas for what uses will work best.



inventory + analysis

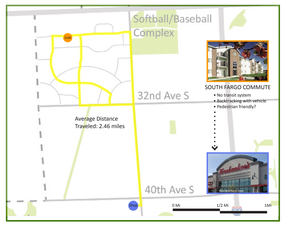
compare + contrast



DOWNTOWN FARGO VS. SOUTH FARGO

The analysis maps to the left portray the difference between an automobile friendly neighborhood and a pedestrian friendly neighborhood. Environmental costs are rising due to this unfortunate form of planning. The constant traffic between home and work can lower quality of life, which promotes high stress, unhealthy toxins from exhaust fumes, and deadly car accidents during the year.

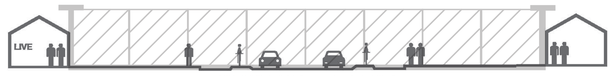
By creating a 10-20 minute walking environment, people can be assertive in a pedesrian friendly neighborhood to and from our daily activities in a lowered-stress atmosphere and happier well-being.



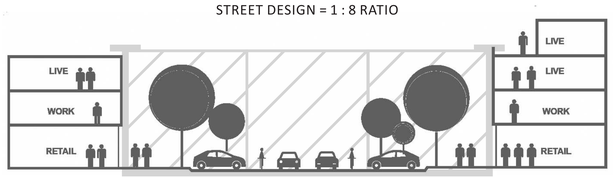
THE GROWTH OF FARGO

The current trend of expansion of urbanized areas anticipates over 122.5 million acres by the year 2020. As Fargo's urban area (orange) increases over the next nine years, the pattern of sprawl is taking more land than necessary for developing neighborhoods.

Fargo needs to plan new developments with a similarity to downtown. In creating higher density neighborhoods, one can only imagine how a smaller proximity overall can substitute the amount of pollution and energy consumption with a sustainable environment.



STREET DESIGN = 1 : 8 RATIO



STREET DESIGN = 1 : 3 RATIO

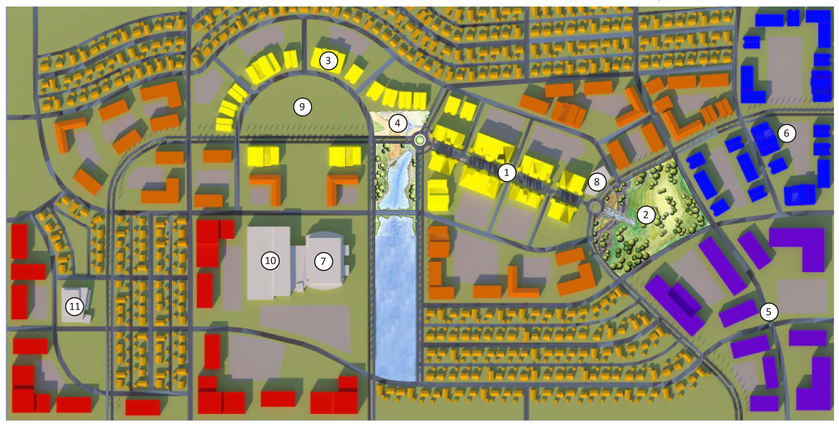
STREET DESIGN

SOUTH FARGO
The streets of South Fargo are a perfect example of poor design. While new developments contribute to the "wall of garages" persona, our neighbors are scaled behind vehicles with less desire to walk on their own sidewalks.

DOWNTOWN FARGO
Even though skinny streets may be unsuitable for heavy volume, yield streets cause fewer delays and less traffic accidents over time. One can see the example to the left of how people are more likely to walk the street with vegitation and protection between themselves and the moving traffic.

community master plan

places to go, people to see, things to do

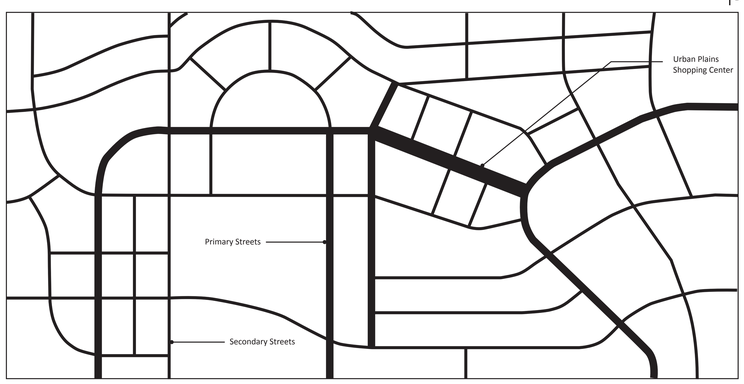


SITE ELEMENTS

1. **Urban Plains Shopping Center**
   – Self-sustainable strip of retail and office space
   a. Nike Town
   b. Love Sac
   c. Forever 21
   d. DSW
   e. Golf Galaxy
   f. Movie Theater
   g. Apple Store
   h. Charming Charlie
2. **Urban Plains Community Garden**
   – Interactive water flow, public gathering, one-mile trail park
3. **Urban Plains Dining Strip**
   – Surrounding the athletic fields, this strip of restaurants is a convenient place to grab a bite while watching sporting events from Youth Associations to Adult Tournaments
4. **Urban Plains Plaza**
   – Rest area with view sheds in connection to shopping center, restaurant gallery, storm water management, and Fields of Glory
5. **Sanford Medical Center**
   a. Emergency Hospital
   b. Family Doctor
   c. Ear and Eye Care
   d. X-ray
6. **Urban Plain's Retail Block**
   – Essential needs for grocery, clothing, pharmacy
   a. Hornbacher's
   b. Walgreens
   c. Nordstrom Department Store
7. **Urban Plains Recreation Center**
   – Event Hub, Fargo Force Hockey
8. **Sustainability Research Center**
   – Community kiosk information on sustainable planning
9. **Urban Plains Fields of Glory**
   – Softball/soccer fields/ice rink
10. **The Power Center**
    – Athletic training, rehabilitation, and workout facility
11. **The Family Wellness Center**
    – Community pool, workout facility

neighborhood character

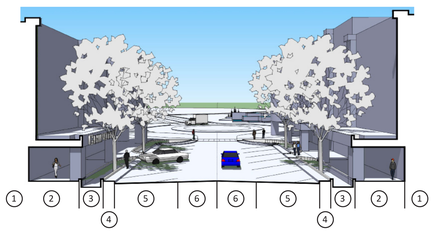
pedestrian friendly environment



JOHN & KATE VISIT URBAN PLAINS

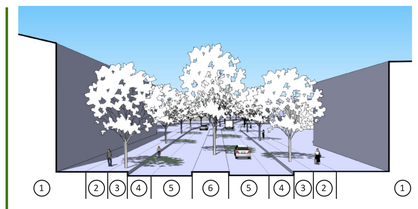
Kate is your typical Fargo homeowner. She decided to purchase a single family home in the community. She works as a nurse in the Sanford Medical Center but has a week off for vacation. On her days off, she goes for a run in the Urban Plains Garden early in the morning. Her sense of nature is her passion and makes her way to the stormwater while passing through the shopping center. She arrives at the Urban Plains Plaza and decides to take a break in the seating area. She watches people pass by with a pleasant ear for the water fountain splashing in the background. Her son has a soccer game in the afternoon where she heads next. During the game, she gets some food from the Urban Plains Dining Strip at the Chipotle restaurant. Afterwards, she takes her son to the Family Wellness Center where they relax in the hot tub and community pool. She heads to the grocery store in the Retail Block to grab food for dinner before the Force hockey game in the evening.

John is your typical visitor from out of town. He heard that Fargo is nothing but flat land and a windy day, but Urban Plains has an itinerary to keep his visit interesting. John is in town for business, where he is headed to the Scheels corporate building for an early morning meeting. After the meeting, he is full of energy and obtains a visitor's pass at the Family Wellness center to exercise. He then heads to the Urban Plains Dining Strip for a post-workout lunch and watches a soccer game in on the Fields of Glory green space. He becomes bored, and heads to the plaza to see the interactive fountain. After a beautiful view from the plaza, he sees a garden at the end of the Shopping Center. While shopping for a new Fargo T-shirt, he notices the appealing "green" atmosphere and wonders what its all about. He arrives at the Sustainable Research Center and grabs a brochure on the self sustainable system. He then takes a nice walk in the Urban Gardens and decides to grab a few groceries in the Urban Plains Retail Block before heading back to his hotel.



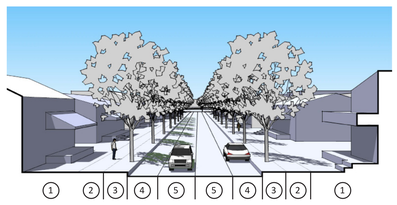
URBAN PLAINS SHOPPING CENTER

1. 35' Minimum Building Height
2. 13' Sidewalk
3. 5' Lowered Planter (1.5')
4. 3' Curb Extension
5. 16' - 45° Angled Parking (2% Grade)
6. 12' Travel Zone (2% Grade)



PRIMARY STREET DESIGN

1. 30' Minimum Building Height
2. 6' Sidewalk
3. 6' Planting Strip
4. 7' Parking
5. 12' Travel Zone
6. 11' Planting Strip

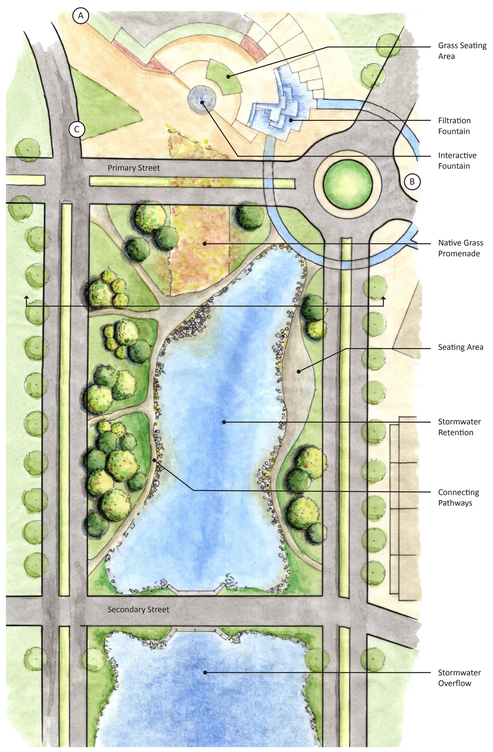


SECONDARY STREET DESIGN

1. 22' Minimum Building Height
2. 6' Sidewalk
3. 6' Planting Strip
4. 7' Parking
5. 9' Travel Zone

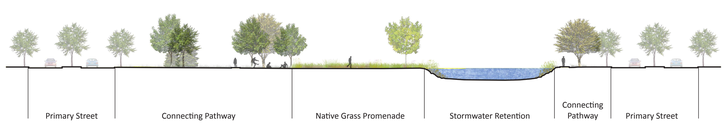
stormwater/plaza detail

transition sequence



PUBLIC SPACES

Successful places have four key qualities: they are accessible; people are engaged in activities there; the space is comfortable and has a good image; and finally, it is a sociable place: one where people meet each other and take people when they come to visit.

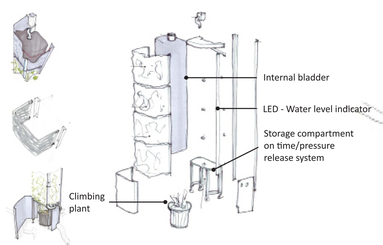


streetscape

experiencing nature

STORMWATER COLLECTION PROCESS

Water will be used primarily to create the spirit of place while integrating the users of the site in terms of view sheds, rejuvenation, and responsible design. Surrounding buildings, both existing and created on site, will utilize and redistribute water by integrating grey water systems. This can be established by combining the use of irrigation systems, rainwater catchment, xeriscaping, and bioswales. These systems are apparent to the public, showing the importance they serve within the site's form and function.



community garden detail

STORMWATER CONTAINMENT

Generally associated with plastic and wooden drums, this concept for rain water storage has been designed specifically for the Urban Plains sustainable environment. This is only part of an awakening story in explaining the conservation of water and re-use for a self sustainable system. This design brings an aesthetically pleasing attribute to the shopping center's building facade, while also increasing green space and awareness to the public. This project will save energy and water, ease the process of watershed collection, and will help keep the landscape looking clean and healthy.