

# on the fringe

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Community Development + Expansion

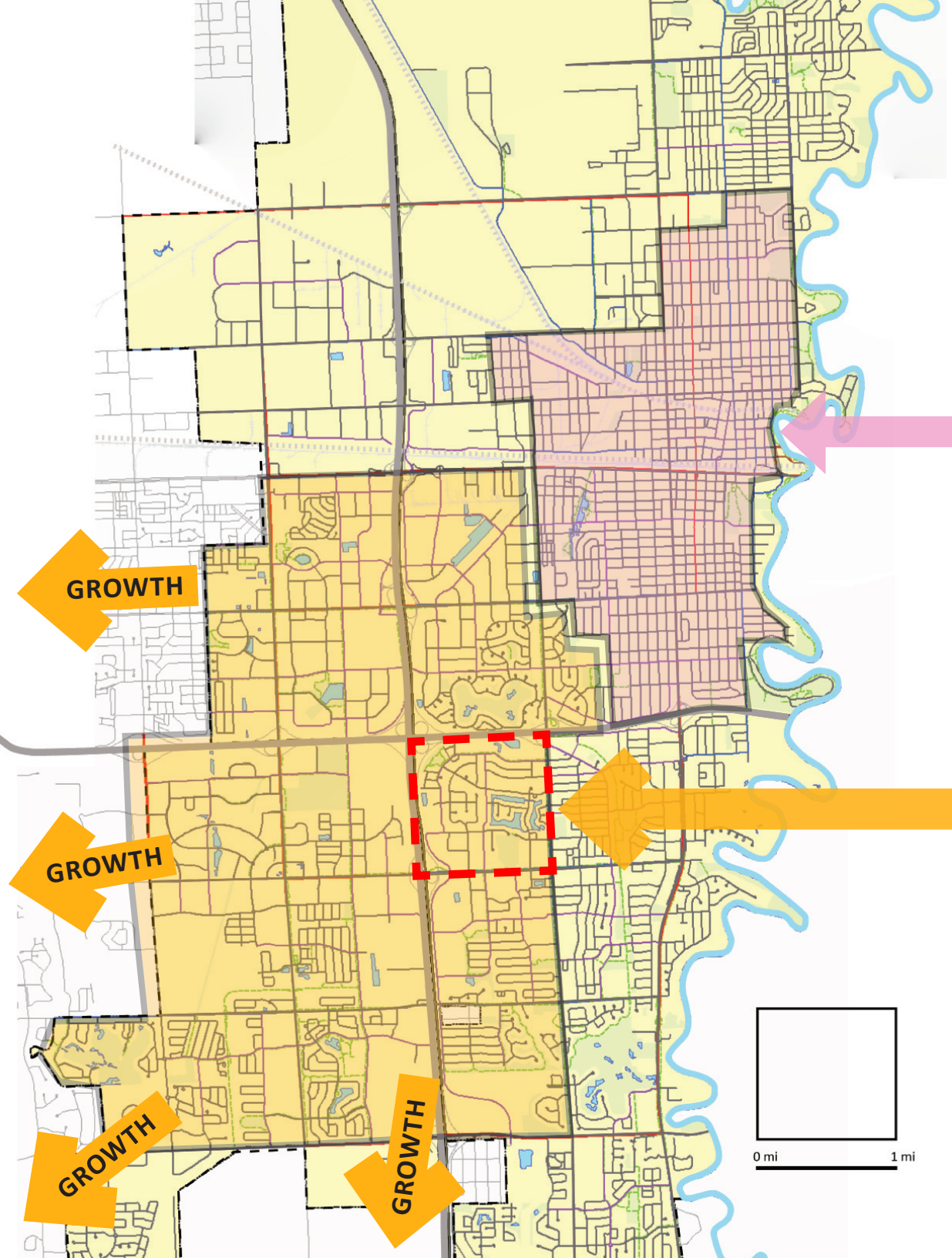
Steve Eggert  
Design Thesis 572  
Jay Kost Spring 2012

The cities will be part of the country; I shall live 30 miles away from my office in one direction, under a pine tree; my secretary will live 30 miles away from it too, in the other direction, under another pine tree. We shall both have our own car.

We shall use up tires, wear out road surfaces and gears, consume oil and gasoline. All of which will necessitate a great deal of work. . . enough for all.

*- Le Corbusier, The Radiant City (1967)*

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compare this downtown grid pattern...

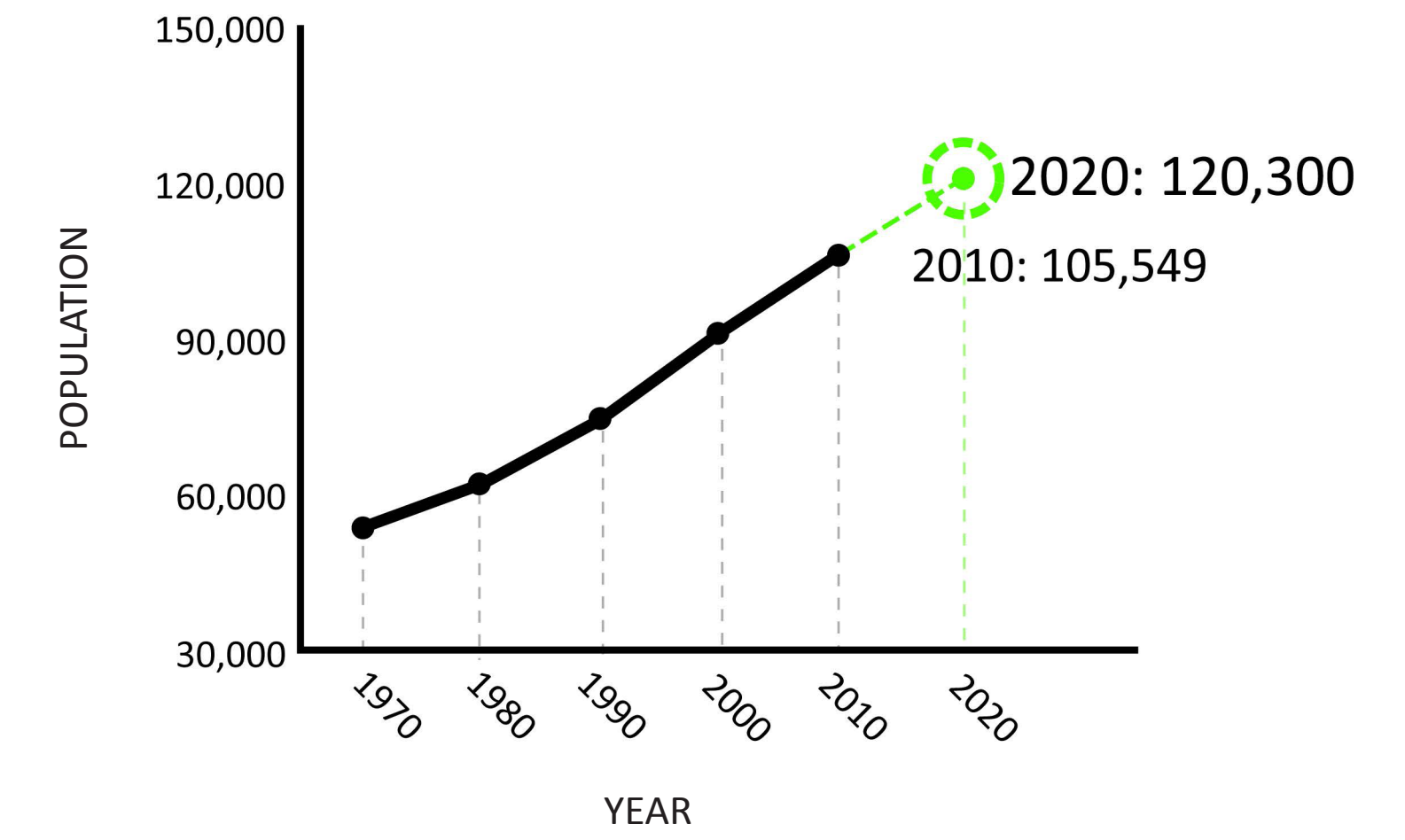
- high density
- close living arrangements
- opportunity for modification
- pedestrian friendly

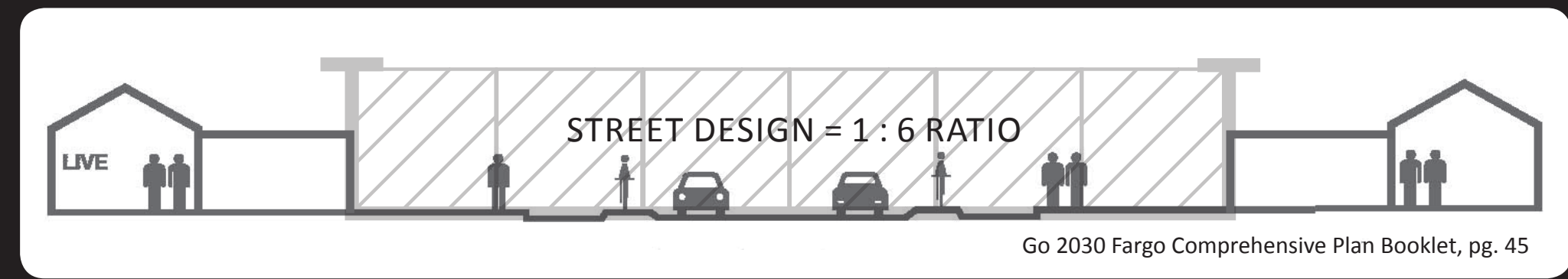
...to this automobile maze of sprawl

- low density
- vehicle dependent
- more land per person = not necessary

# expansion

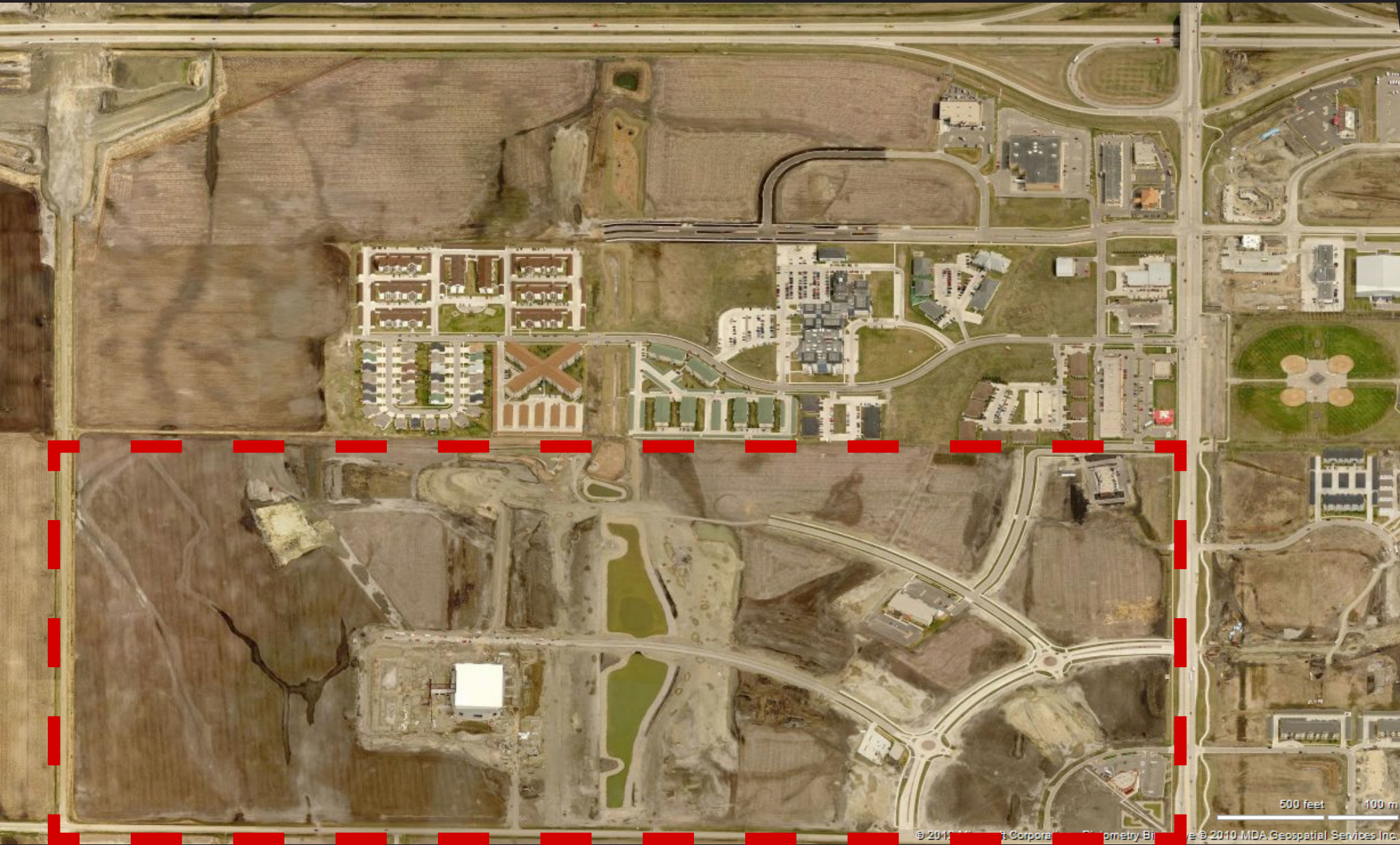
growing by the year





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



this site needs a vision, a plan

- define spirit of place
- pedestrian friendly
- preserve and restore

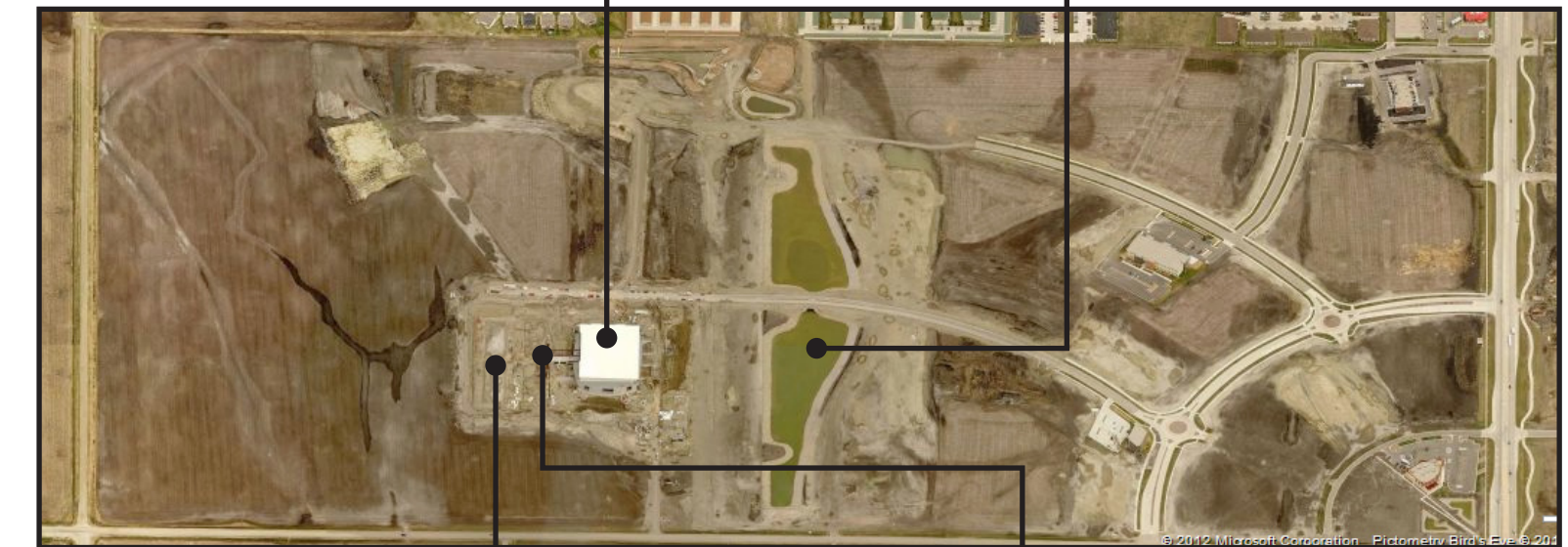
# the plan

what to preserve ?

Urban Plains Center



Stormwater Management

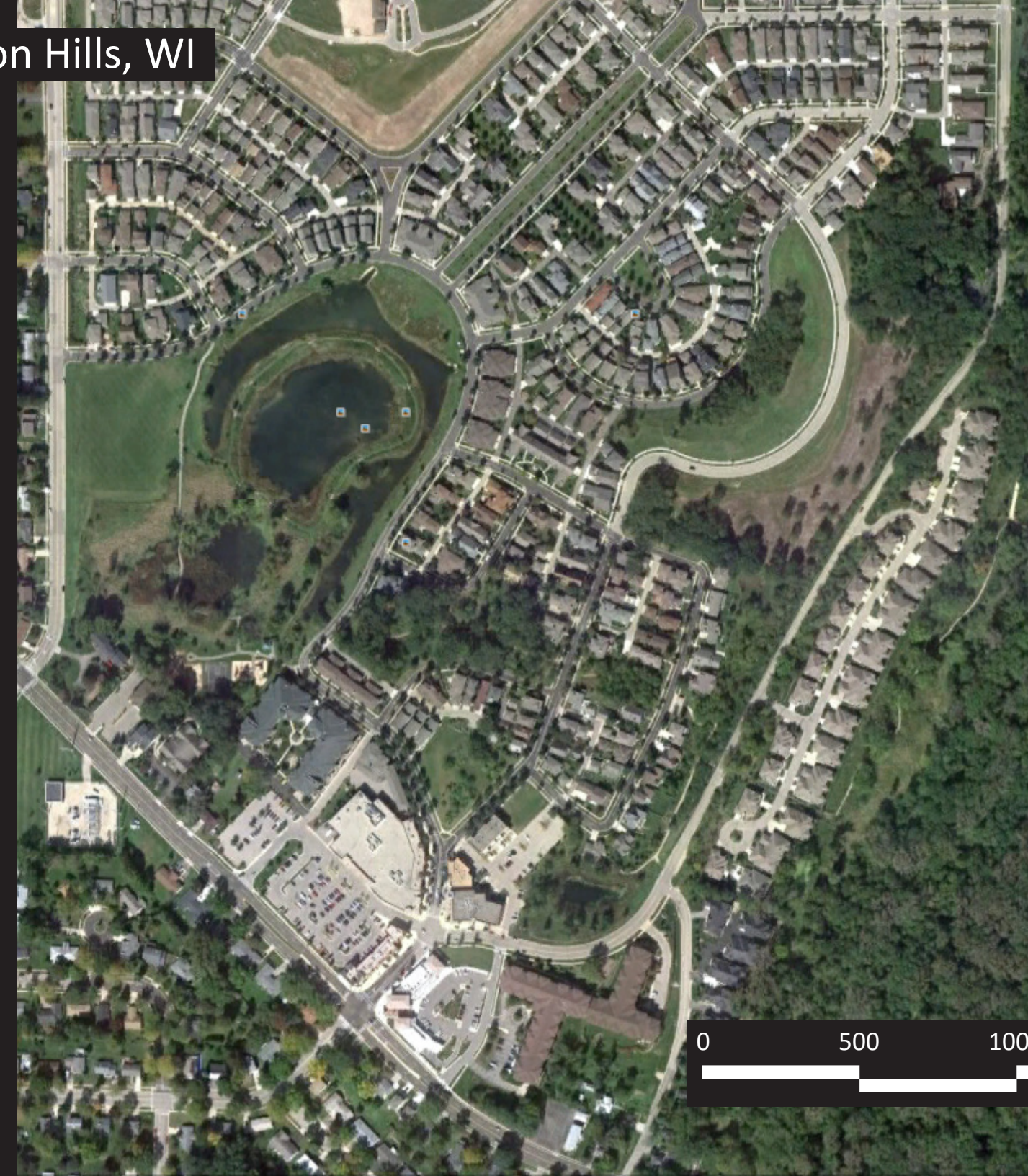


Family Wellness Center



Power Center

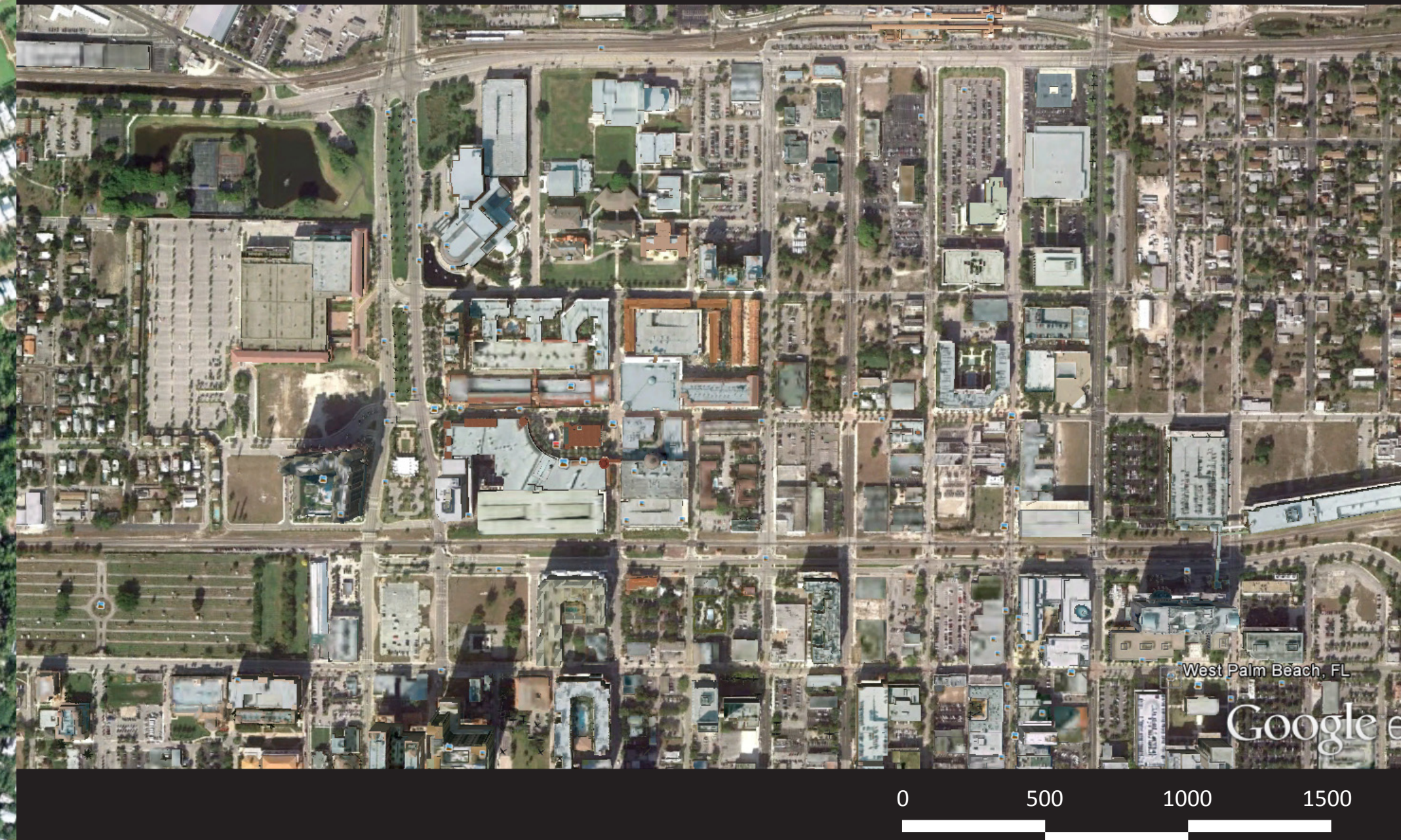
Middleton Hills, WI



Seaside, FL



City Place, FL



Middleton Hills, WI



0 500 1000 1500

Seaside, FL



0 500 1000 1500

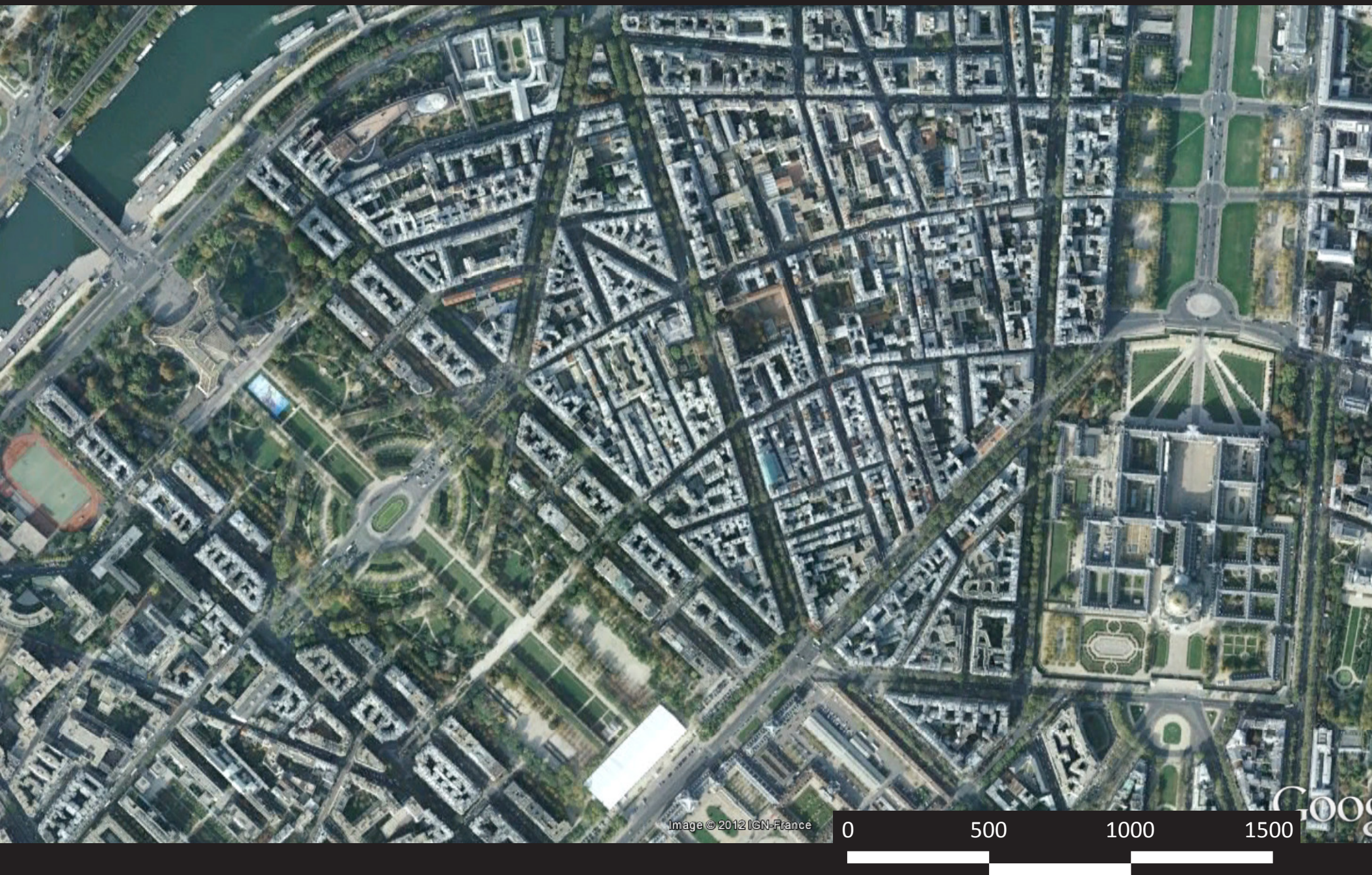
City Place, FL



0 500 1000 1500



Paris, France



Val d' Europe



Paris, France



Val d' Europe



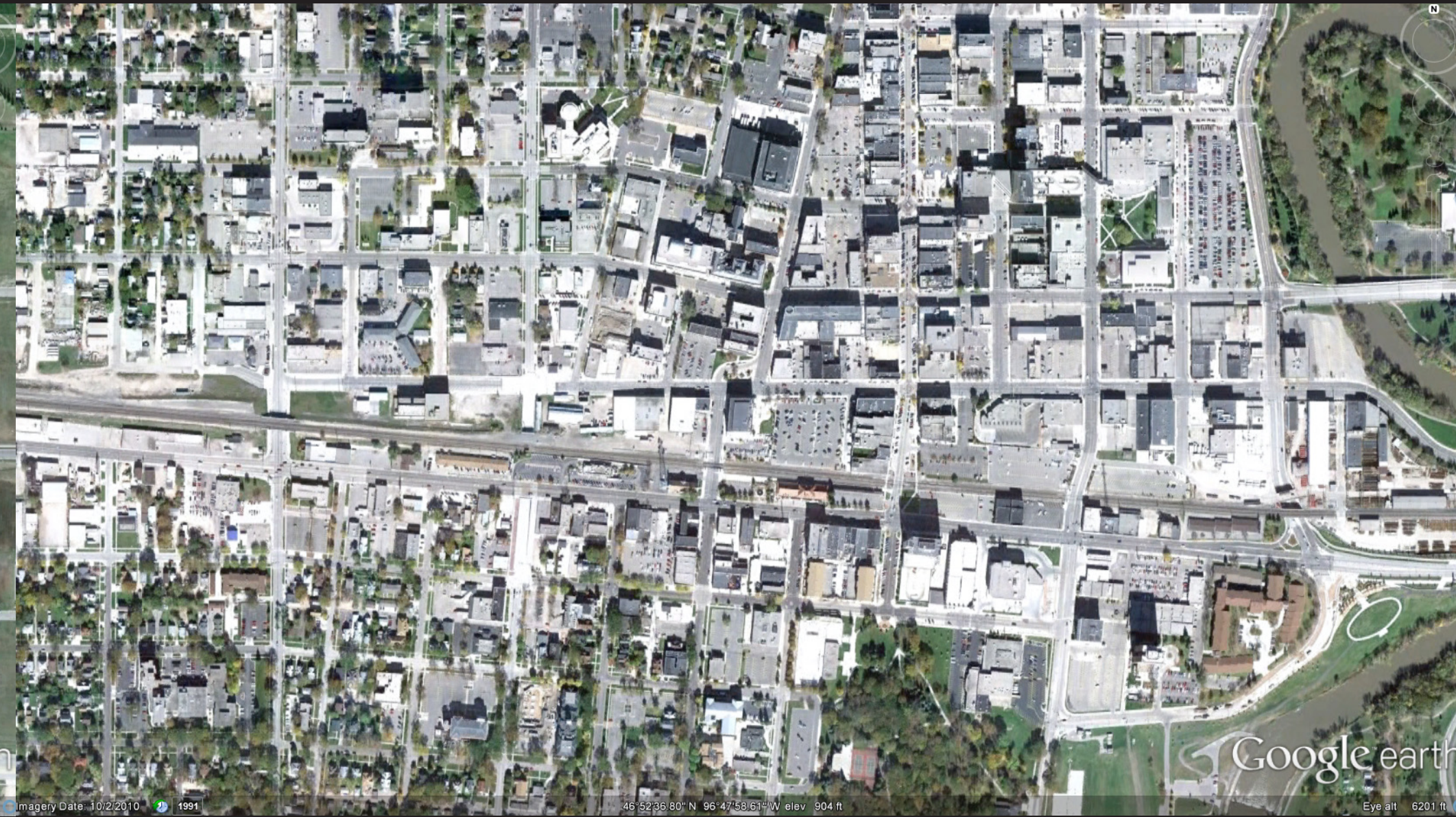
Urban Plains Center, Fargo



Imagery Date: 10/2/2010 1991 46°50'10.06" N 96°52'07.74" W elev. 912 ft



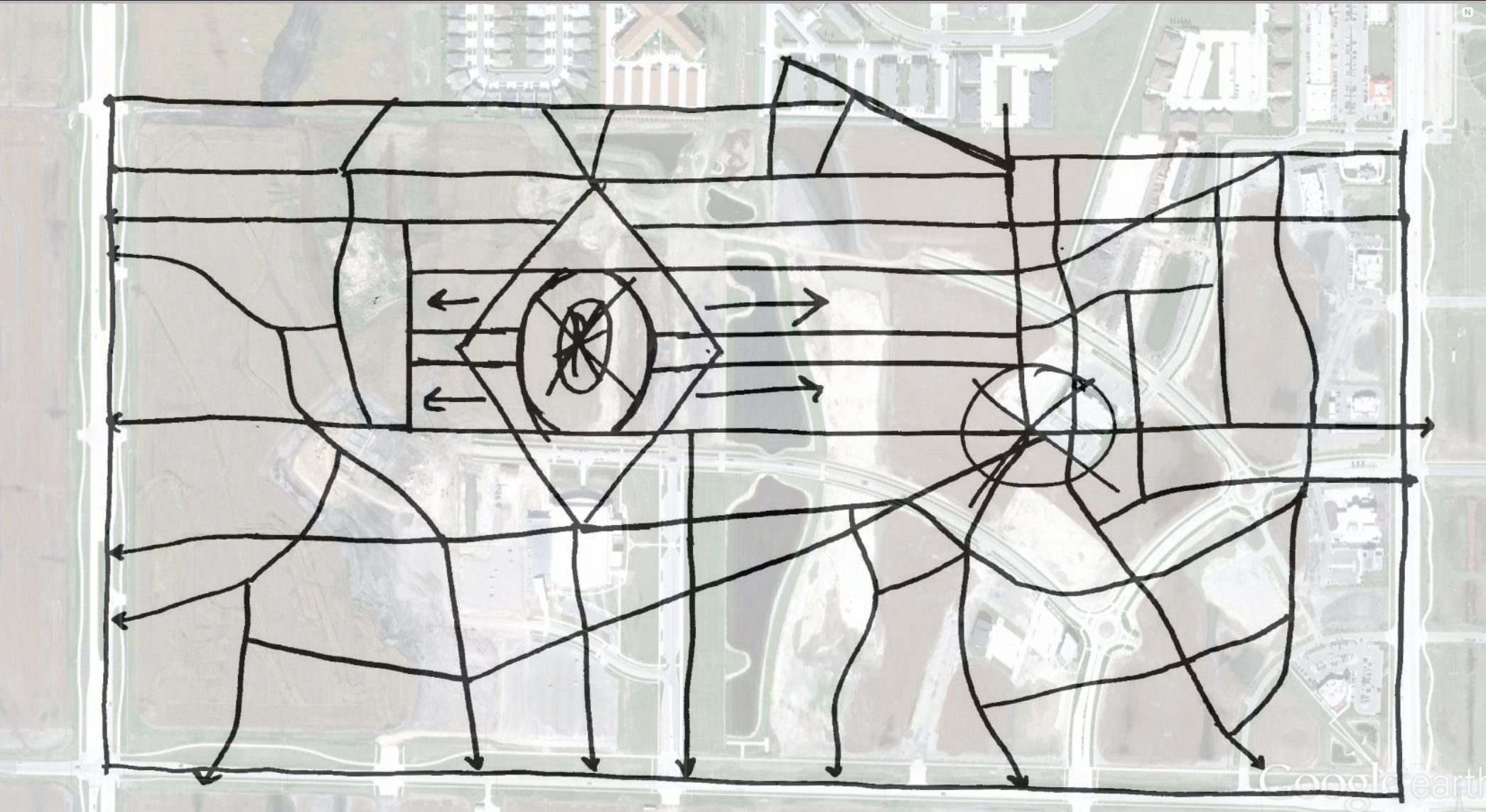
Downtown, Fargo



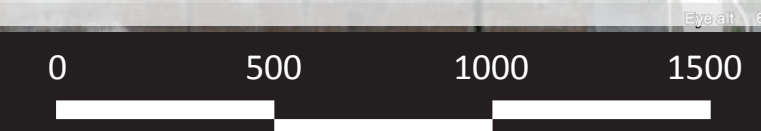
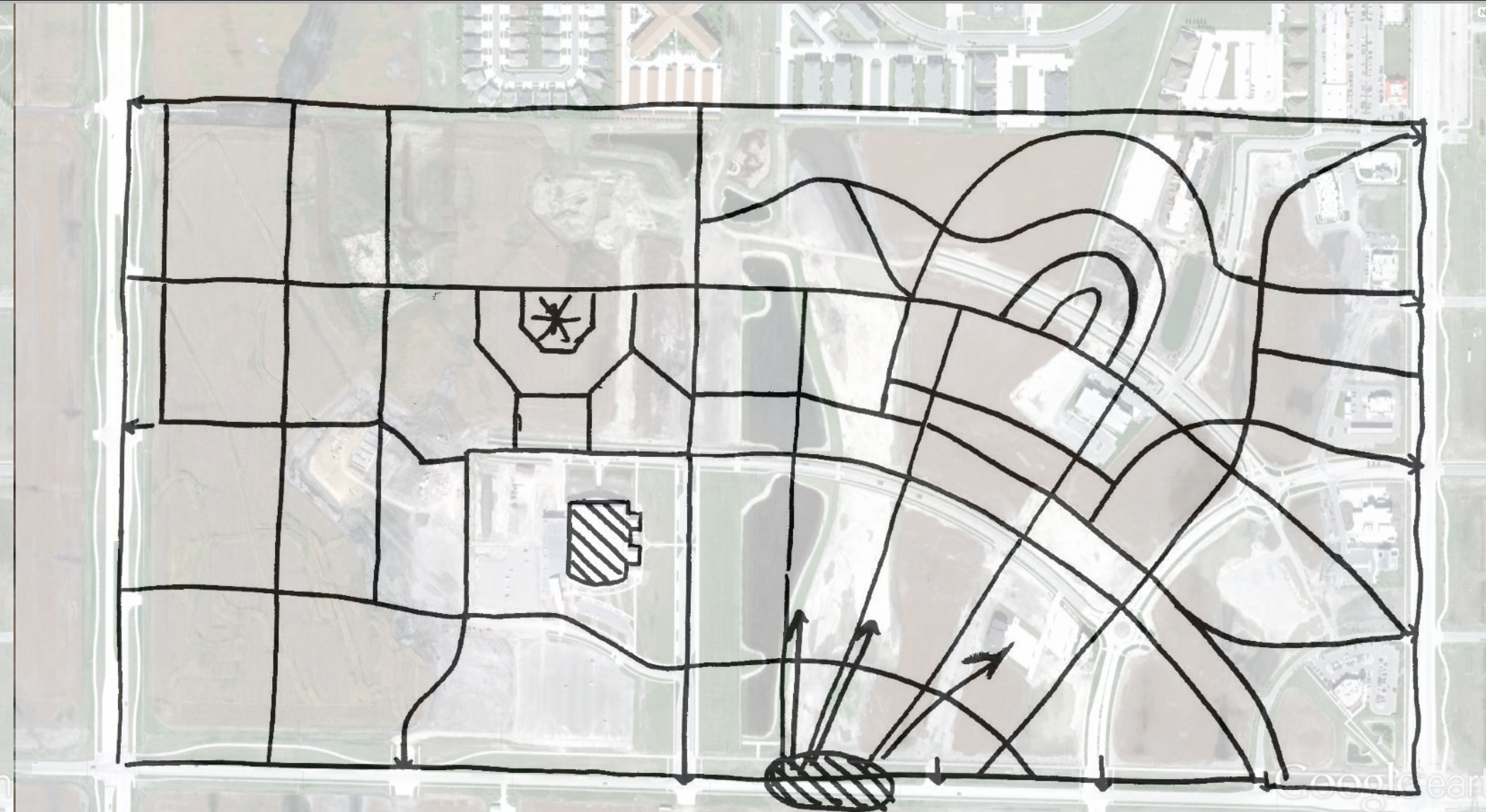
Imagery Date: 10/2/2010 1991 46°52'36.80" N 96°47'58.61" W elev. 904 ft



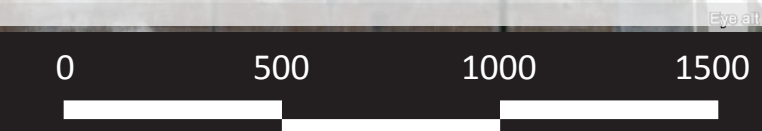
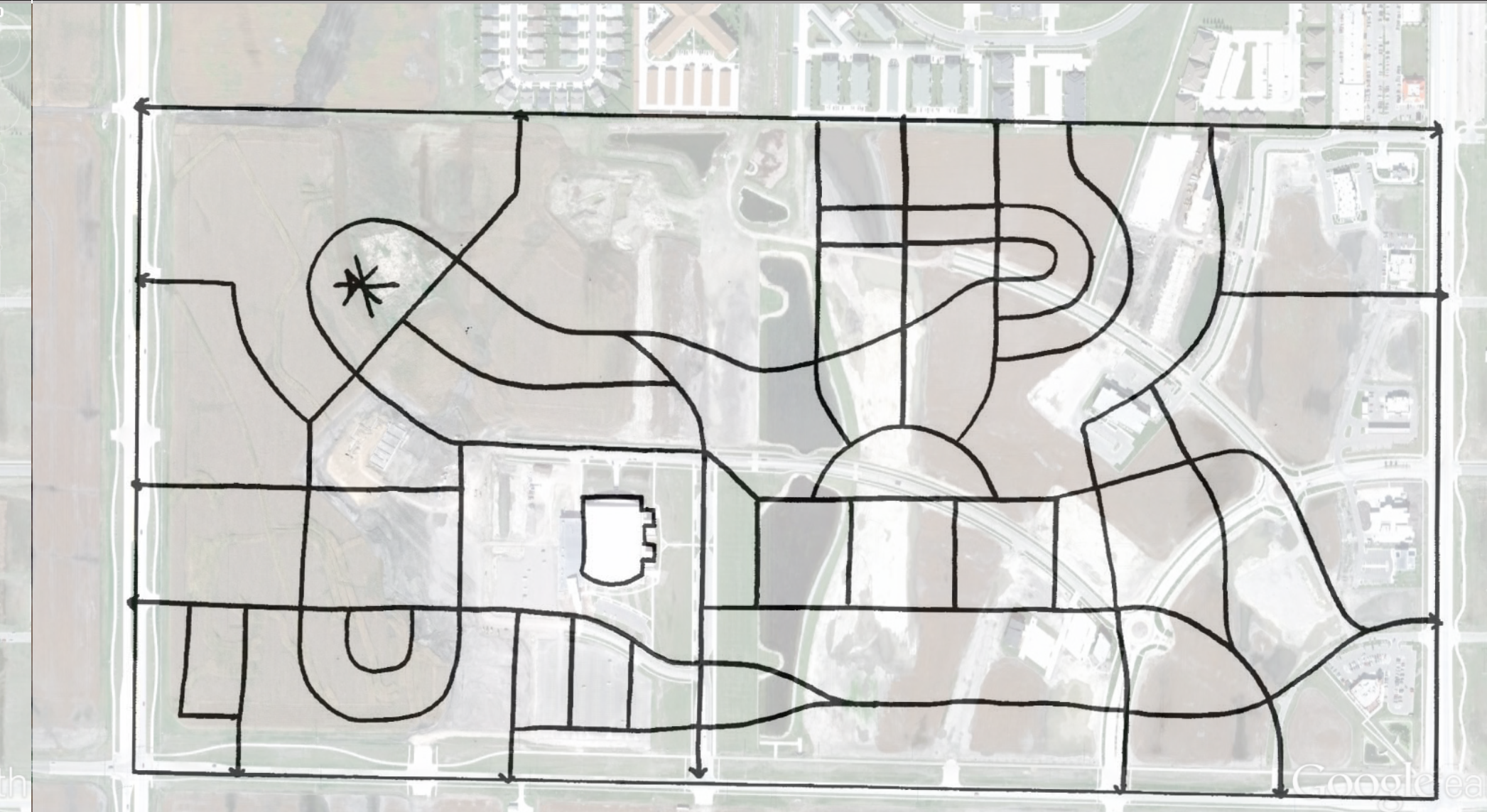
European Conceptual Design



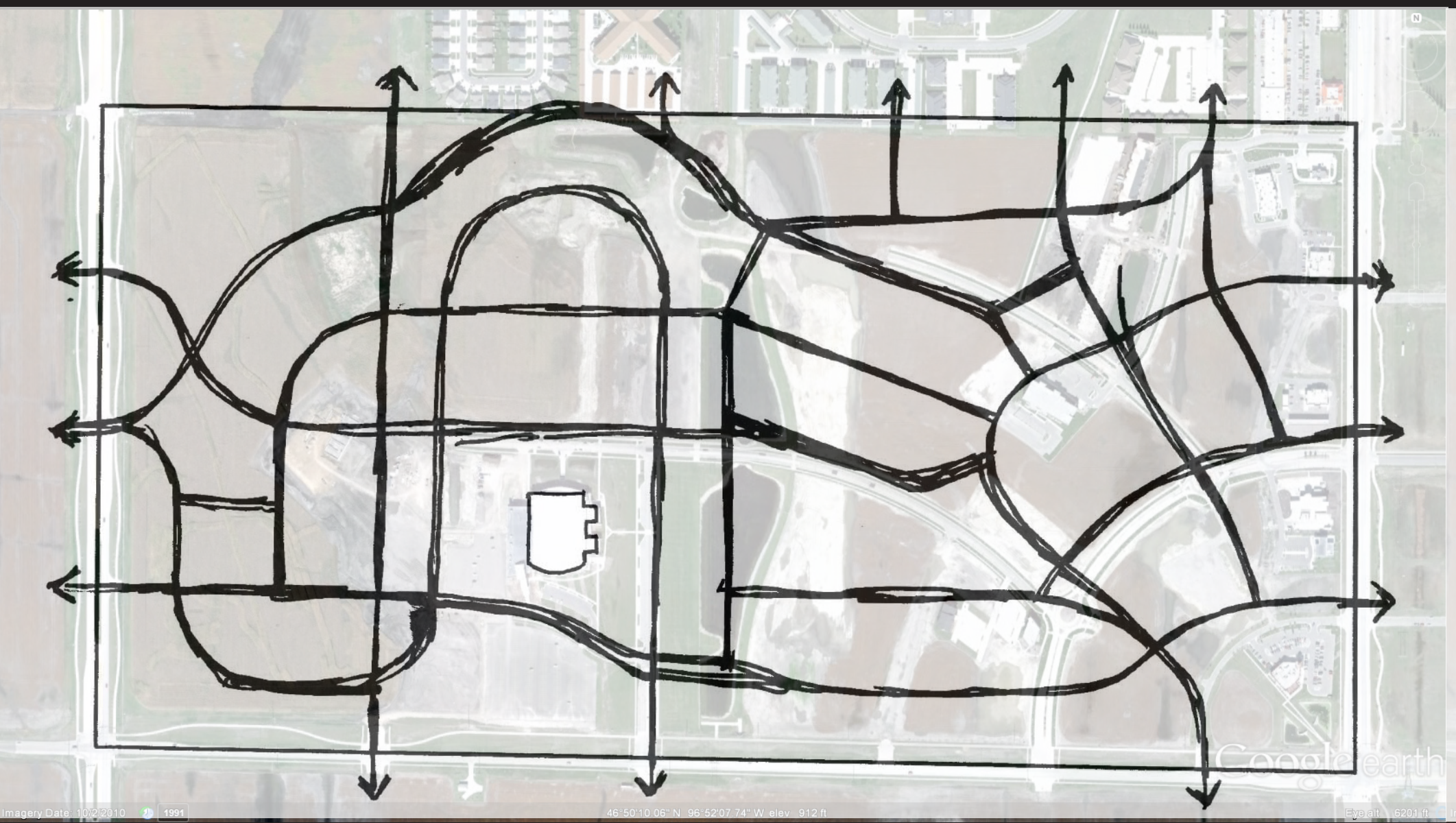
Middleton Hills / Seaside Conceptual Design



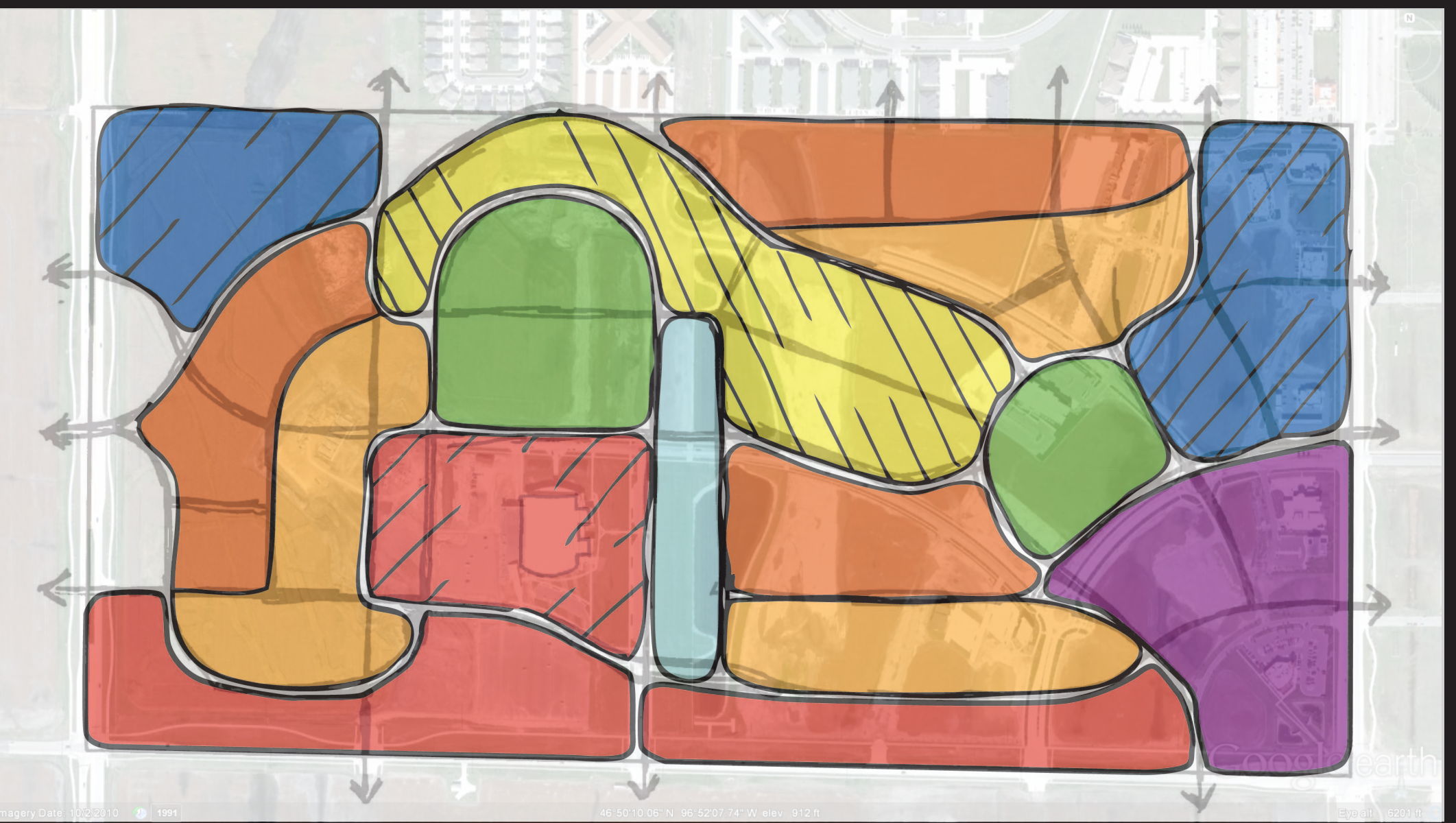
Combination Conceptual Design



Final Conceptual Design



Areas of Interest



**LEGEND**

- Corporate Buildings
- Multi-Family Homes
- Single-Family Homes
- Shopping Center
- Green Space
- Stormwater Management
- Mixed-Use Retail
- Sanford Medical Campus

## DESIGN POTENTIAL

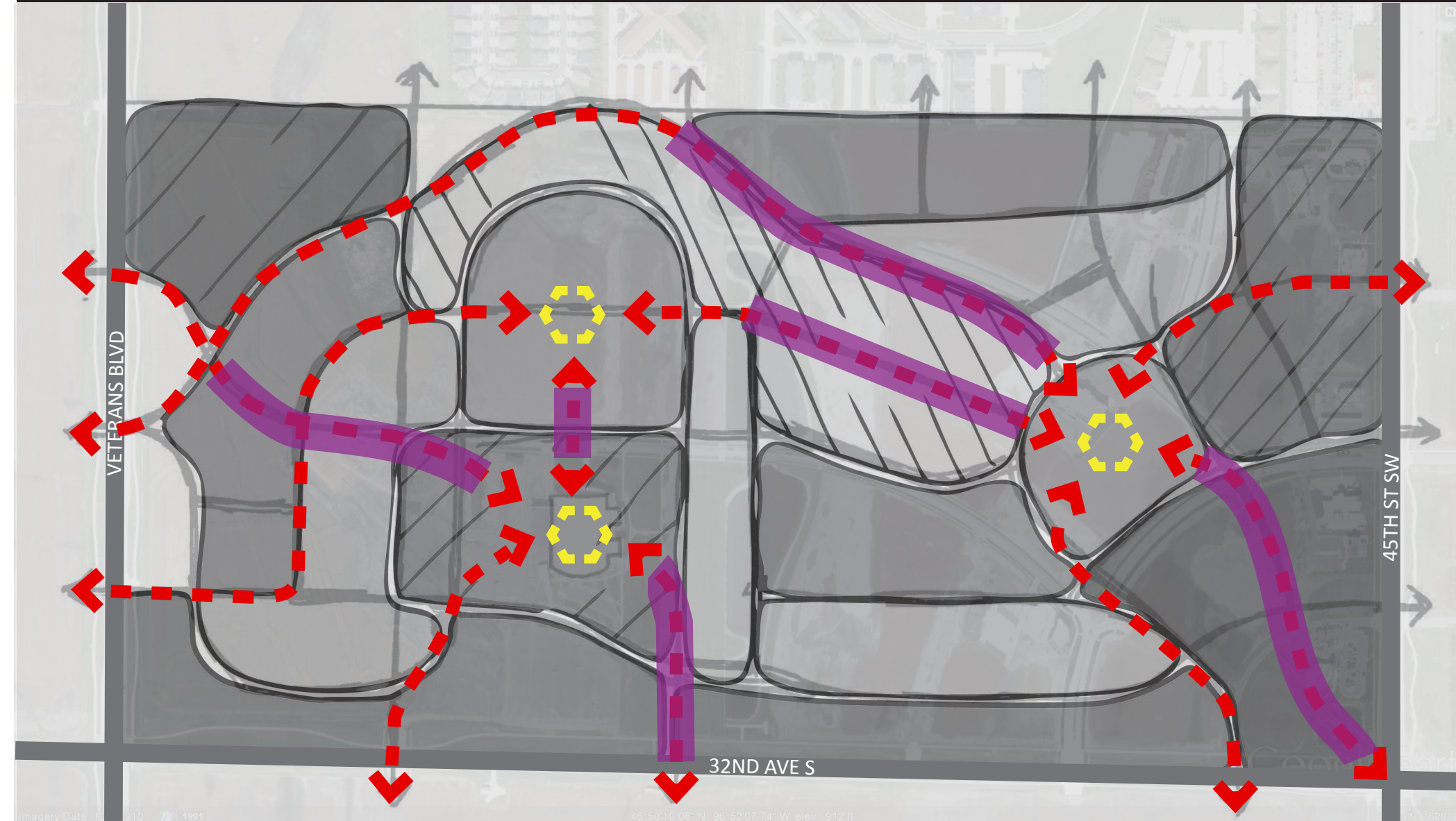
### STRENGTHS

- Offsetting multi-family & single-family homes grouped together
- Multi-functional parking in Recreation Center
- Stormwater management in center of site
- 10 access points from collector roads

### WEAKNESSES

- Corporate building facades on 32nd Ave. blocking views into site
- Corporate buildings in pod formation

## Focal Points



### LEGEND

- Access Points
- Points of Interest
- Terminated Vistas

# the program

concept → inspiration

- Create Destination Points
- Placemaking - The Power of Ten

# community master plan

places to go, people to see, things to do

LEGEND	
<span style="color: red;">■</span>	Corporate Buildings
<span style="color: orange;">■</span>	Multi-Family Homes
<span style="color: yellow;">■</span>	Single-Family Homes
<span style="color: lightgreen;">■</span>	Shopping Center
<span style="color: green;">■</span>	Green Space
<span style="color: lightblue;">■</span>	Stormwater Management
<span style="color: blue;">■</span>	Mixed-Use Retail
<span style="color: purple;">■</span>	Sanford Medical Campus



- ① **Urban Plains Shopping Center**  
– Self-sustainable strip of retail and office space
  - a. Nike Town
  - b. Love Sac
  - c. H & M
  - d. DSW
  - e. Golf Galaxy
  - f. Movie Theater
  - g. Apple Store
  - h. Charming Charlie

- ② **Urban Plains Community Garden**  
– Interactive water flow, public gathering, 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, stormwater management, and Fields of Glory

- ⑤ **Sanford Medical Center**
  - a. Emergency Hospital
  - b. Family Doctor
  - c. Ear and Eye Care
  - d. X-Ray Facility

- ⑥ **Urban Plains 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 building with information on sustainable planning

- ⑨ **Urban Plains Fields of Glory**  
– Softball/soccer fields/ice rink

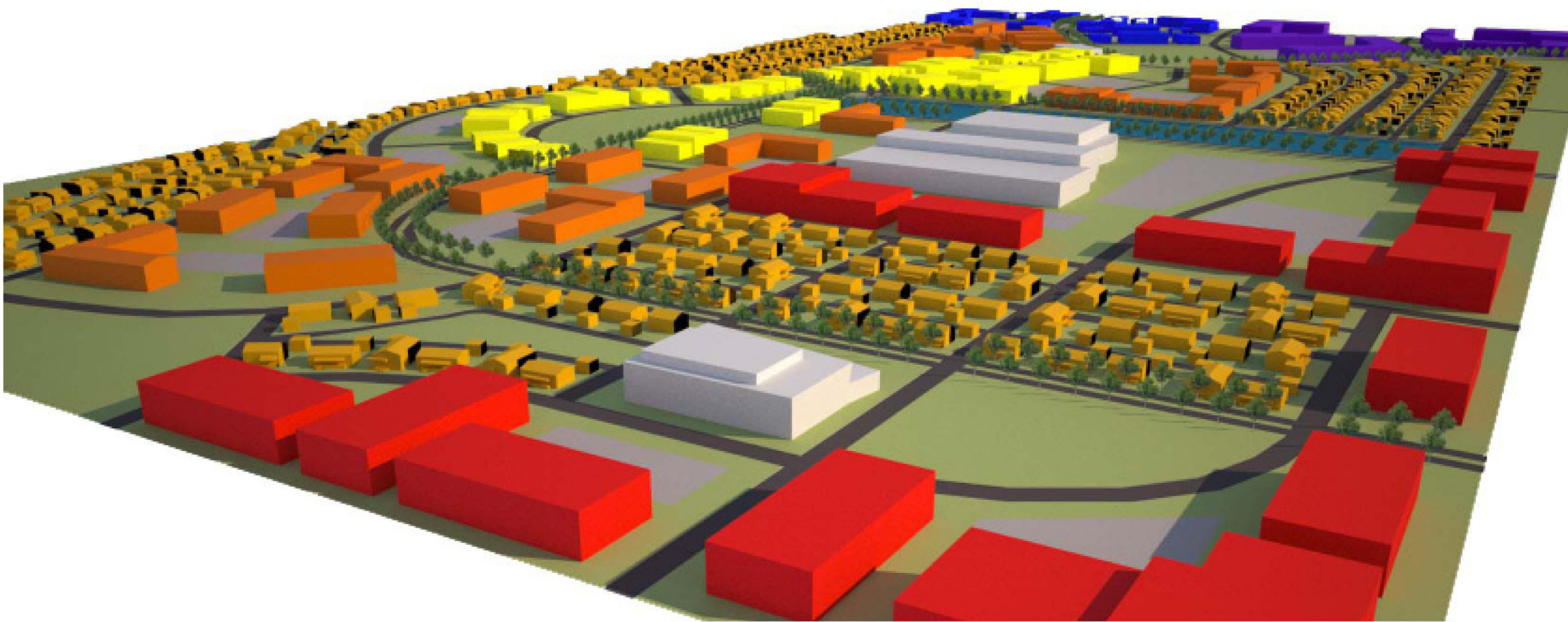
- ⑩ **The Power Center**  
– Athletic training, rehabilitation, and workout facility

- ⑪ **The Family Wellness Center**  
– Community pool, workout facility

# the program

concept → inspiration

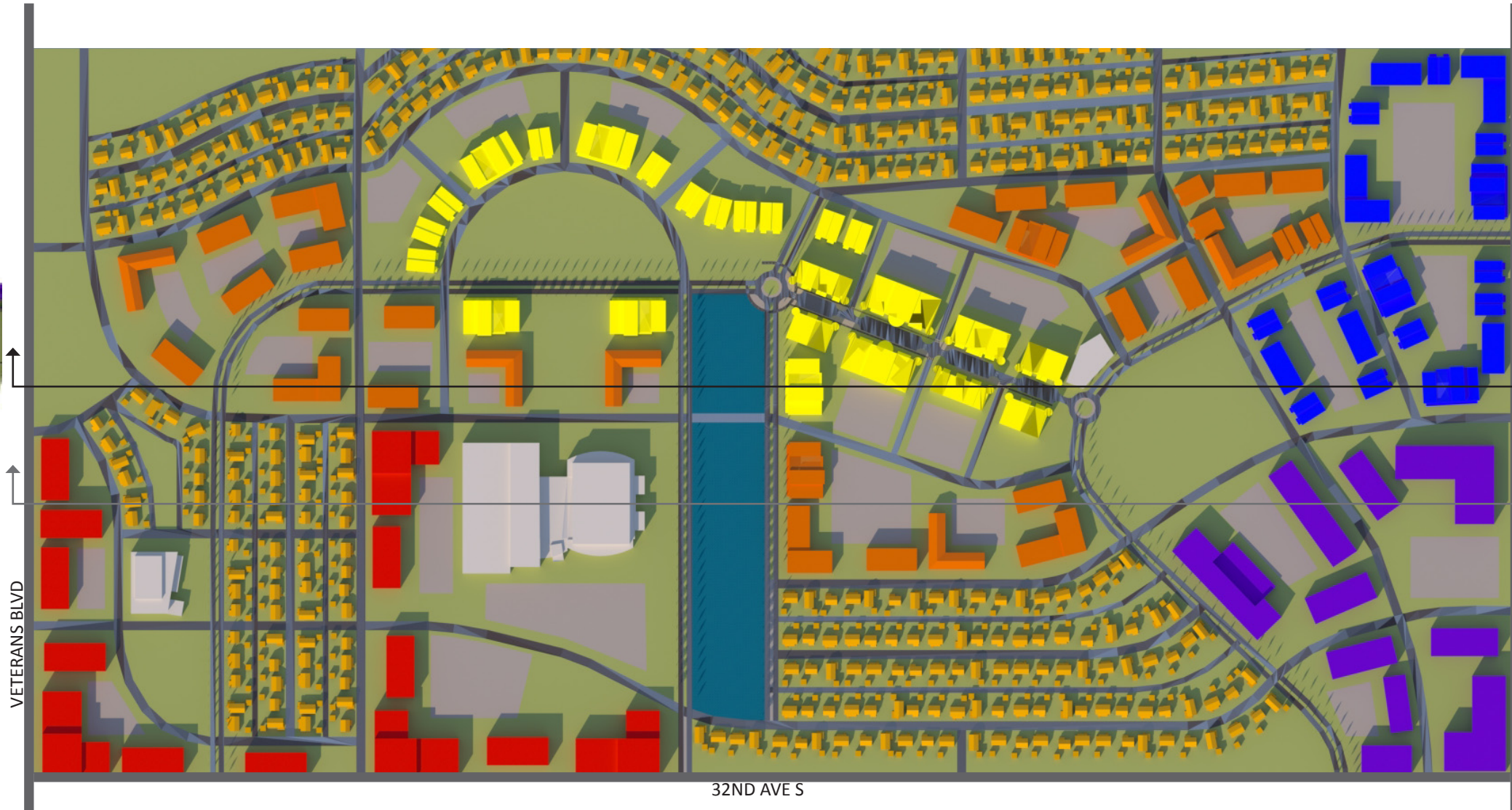
- Create Destination Points
- Placemaking - The Power of Ten
- Community Hierarchy



Section: First Impression



Section: Realistic Impression



VETERANS BLVD

32ND AVE S

45TH ST



# the program

concept → inspiration

- Create Destination Points
- Placemaking - The Power of Ten
- Community Hierarchy
- Connectivity - Triangulate

## residential

multi-family + single-family housing

**LEGEND**  
Multi-Family Homes  
Single-Family Homes



## business

corporate + medical center + mixed-use retail

**LEGEND**  
Corporate Buildings  
Mixed-Use Retail  
Sanford Medical Campus



# the program

concept → inspiration

- Create Destination Points
- Placemaking - The Power of Ten
- Community Hierarchy
- Connectivity - Triangulate
- Sustainable Environment
- Walkable Community

# stormwater management

create awareness to the public



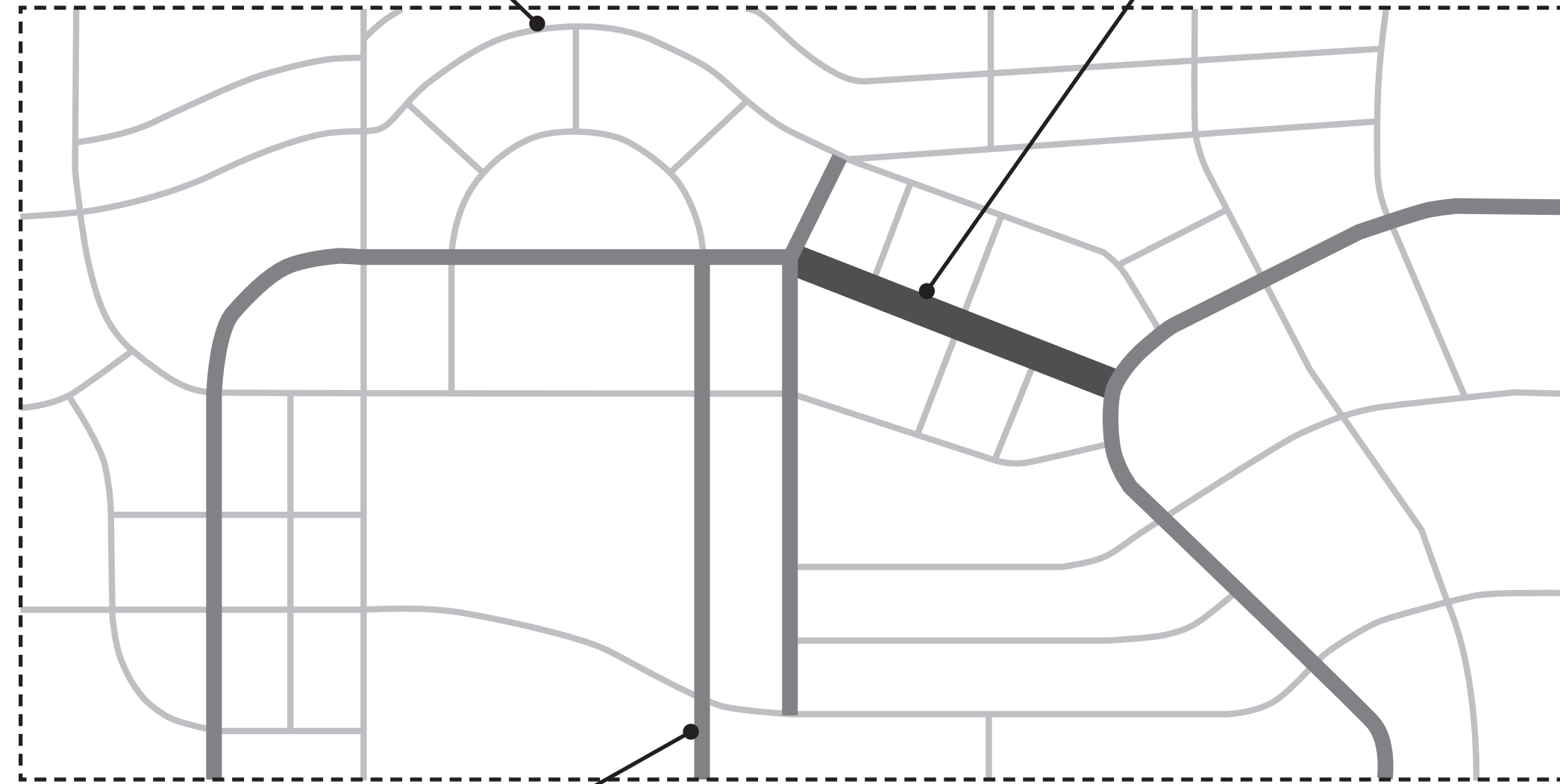
1 mile

# street pattern

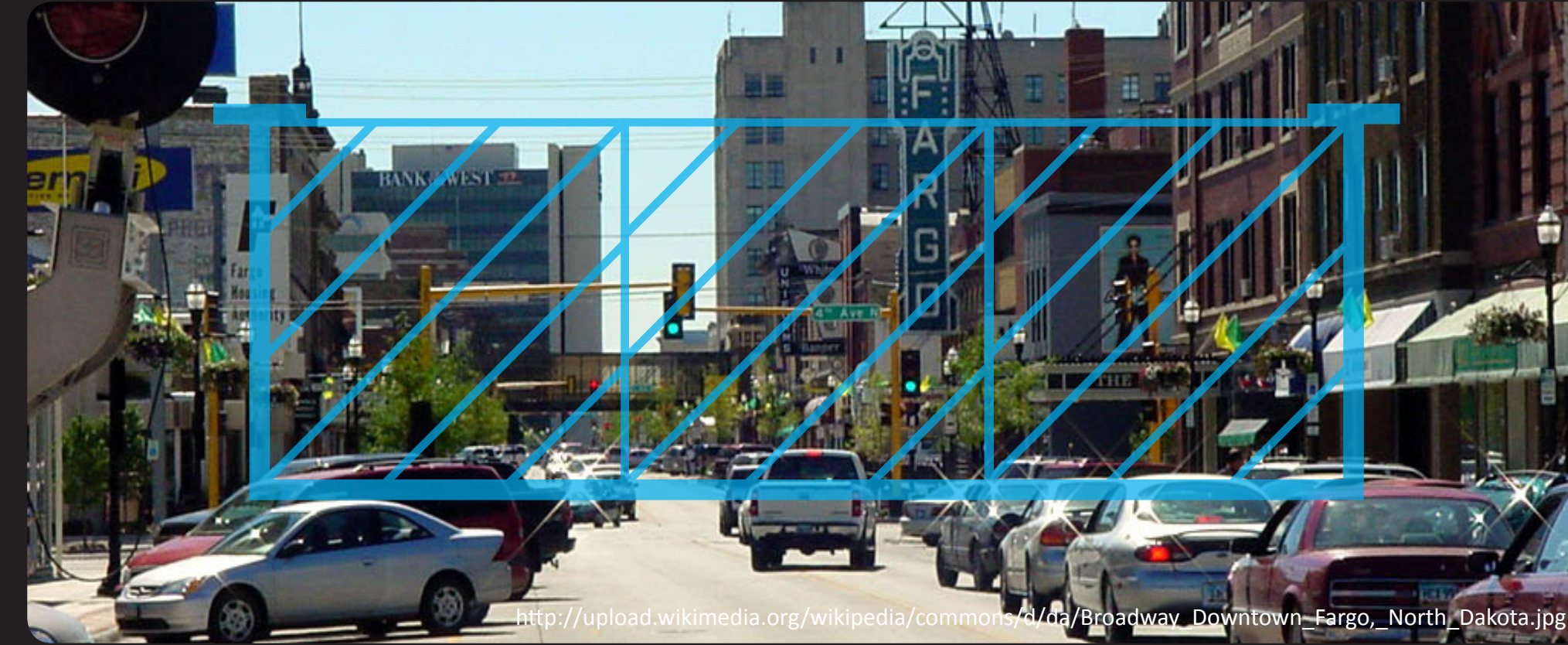
pedestrian friendly environment

Secondary Streets

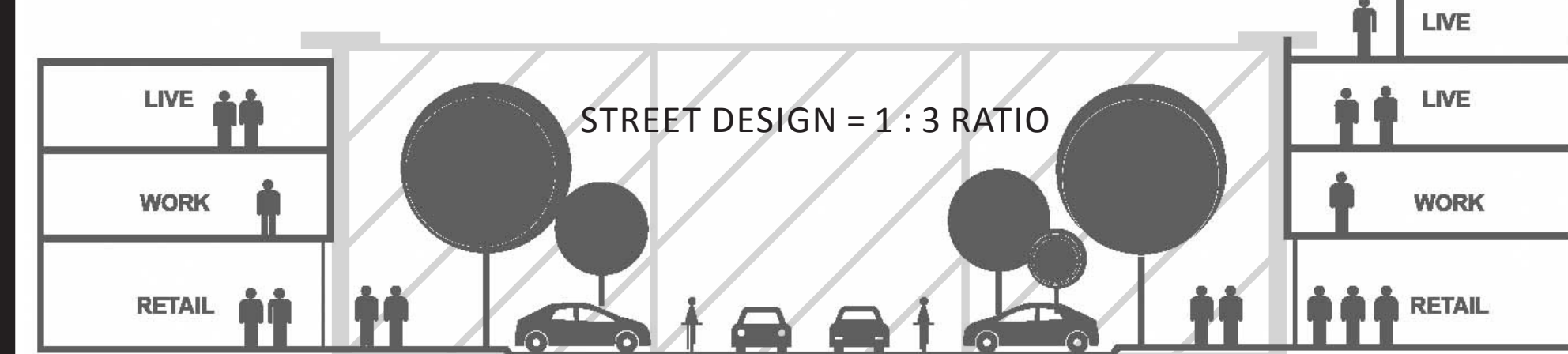
Urban Plains Shopping Center

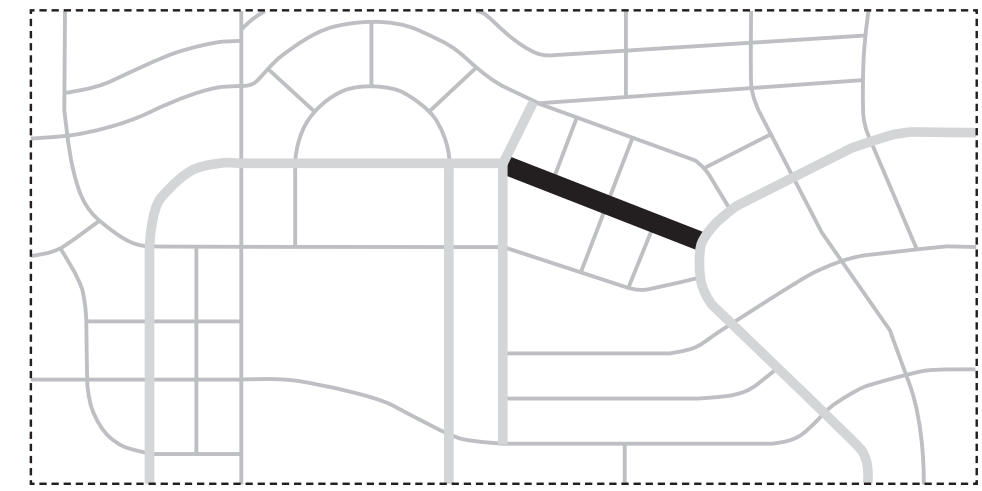
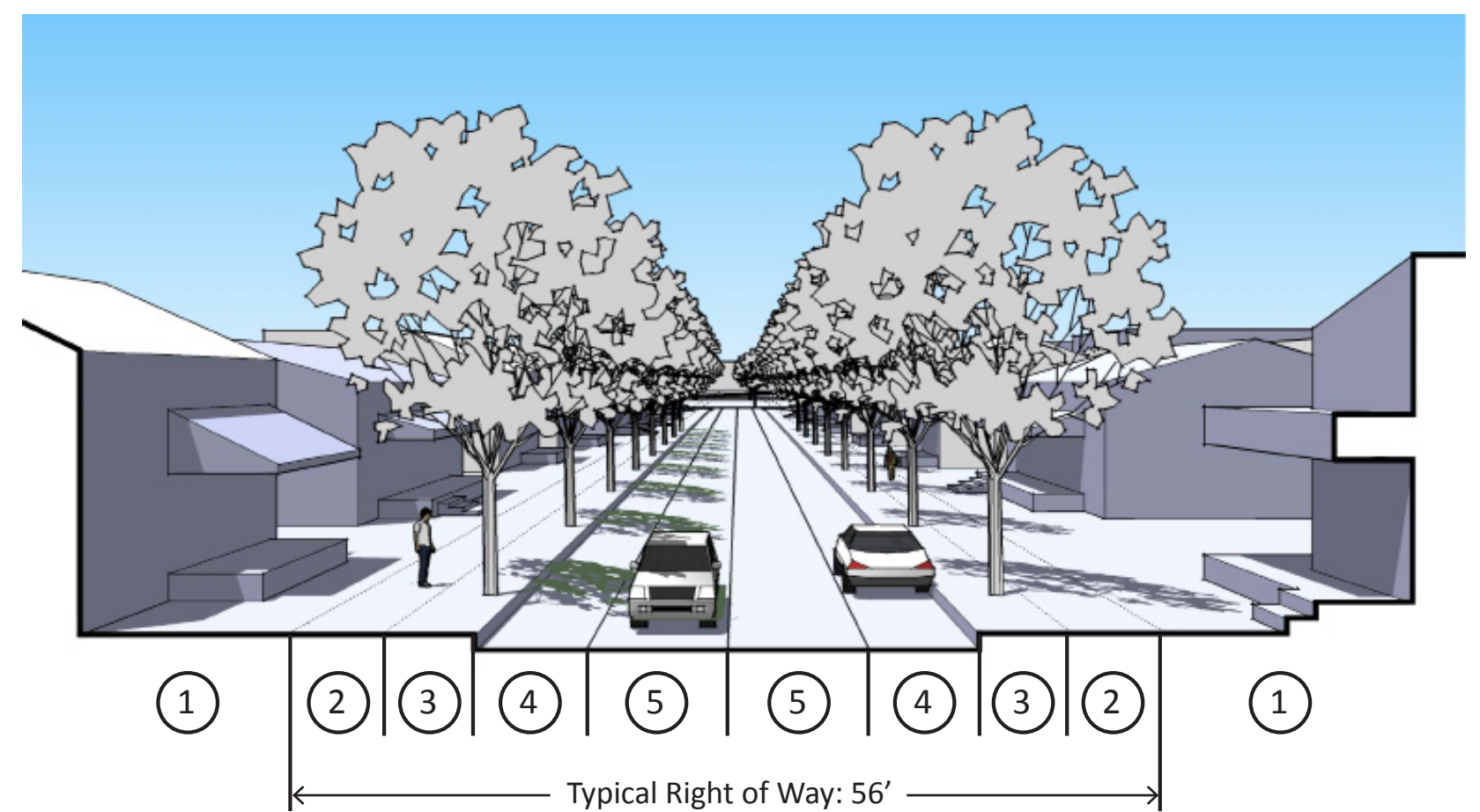
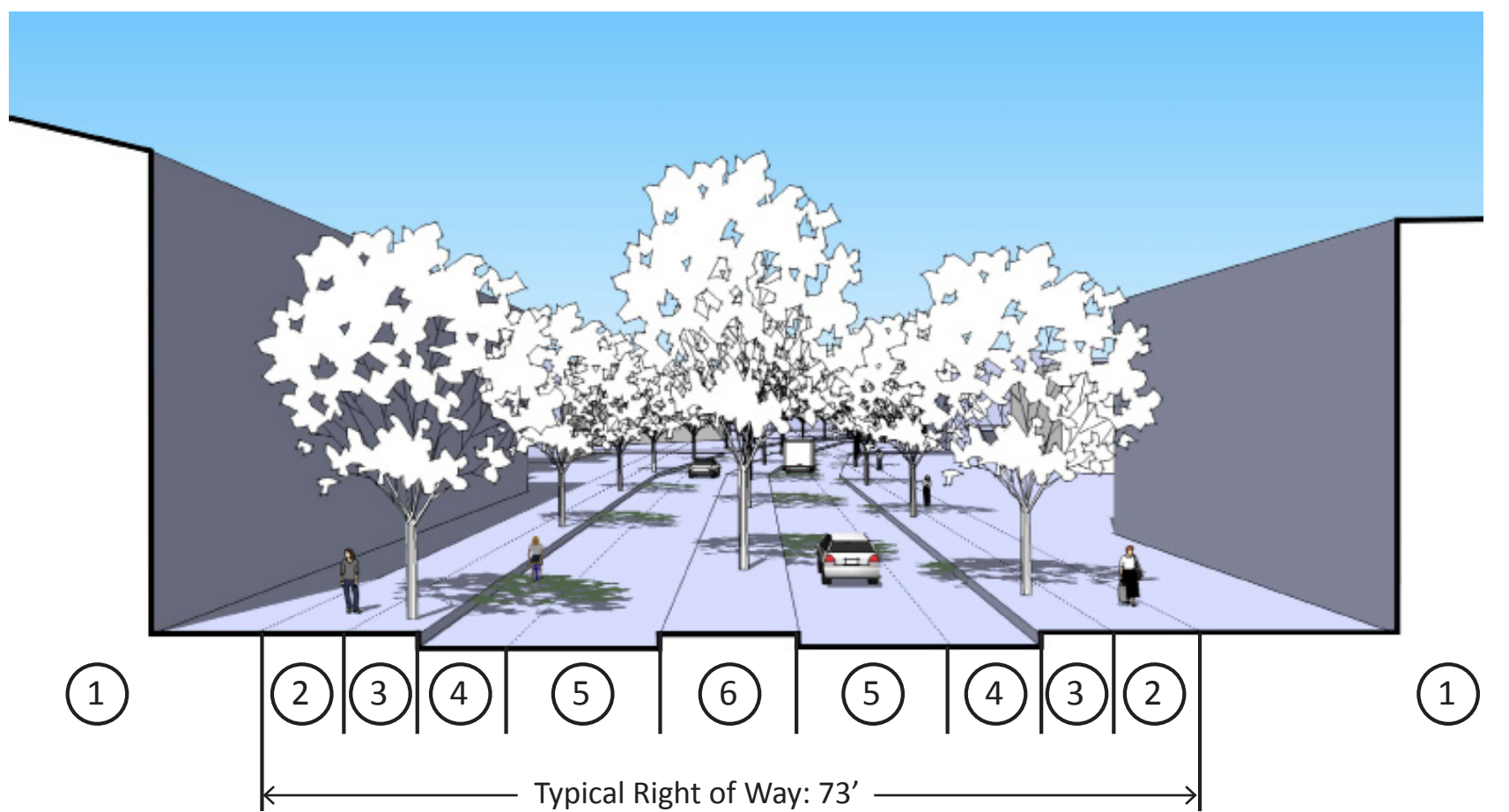
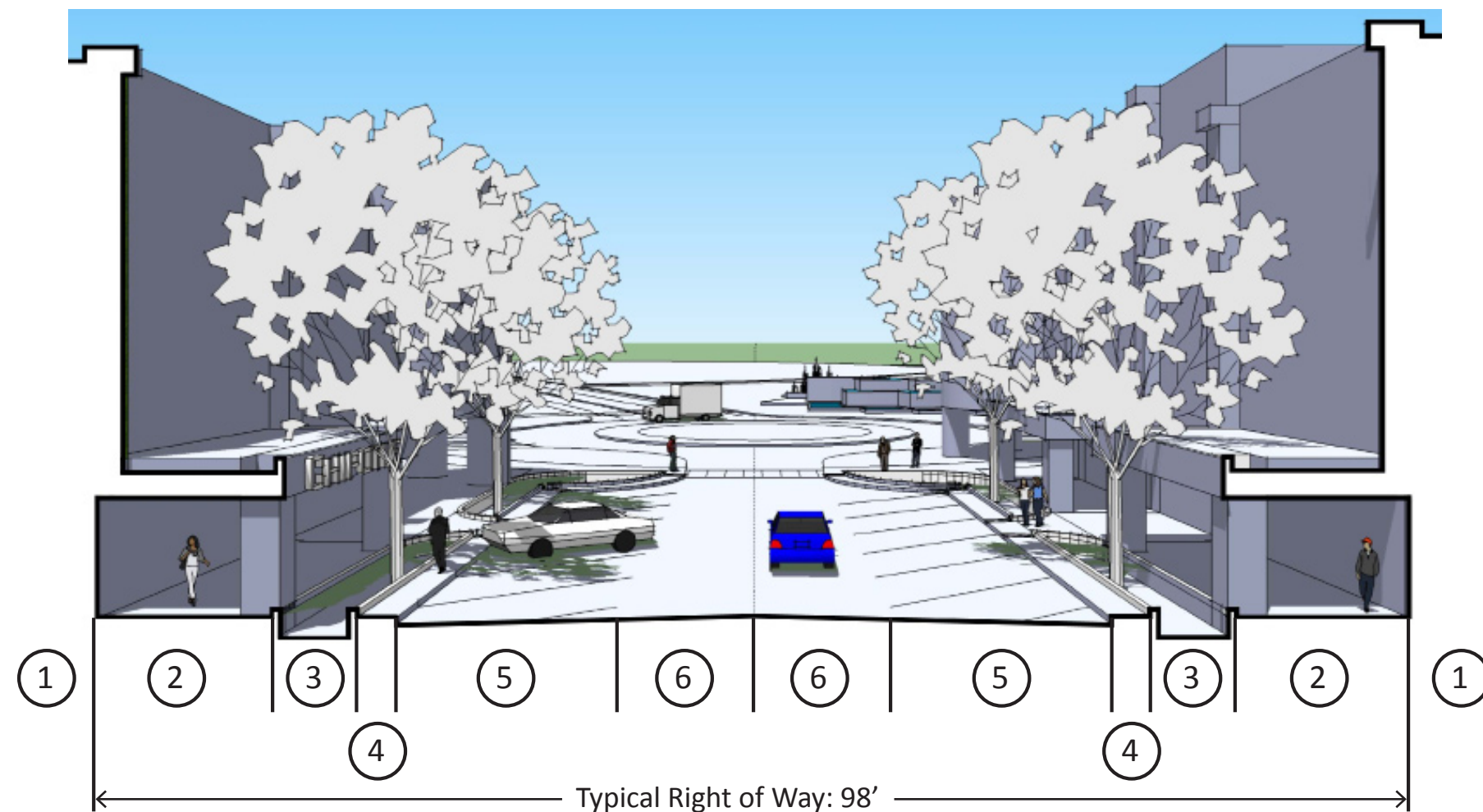


Primary Streets



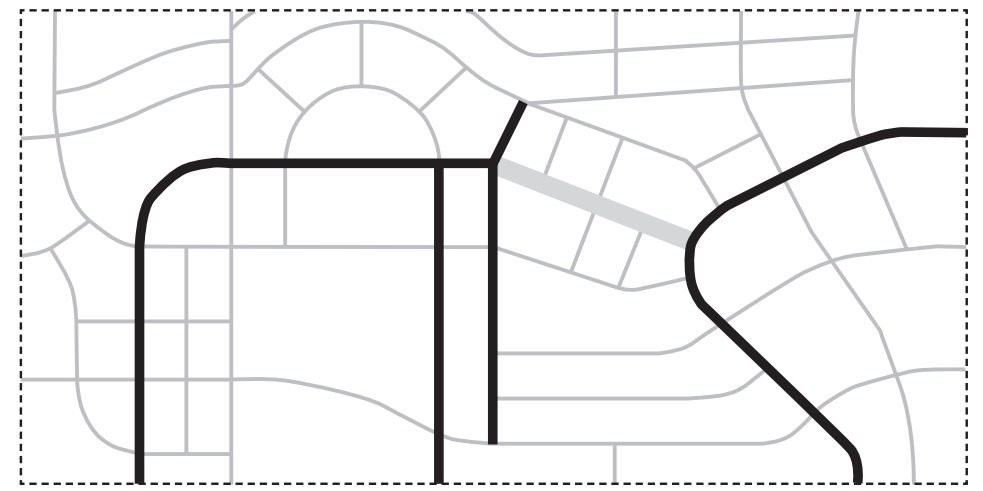
## SPACIAL ANALYSIS





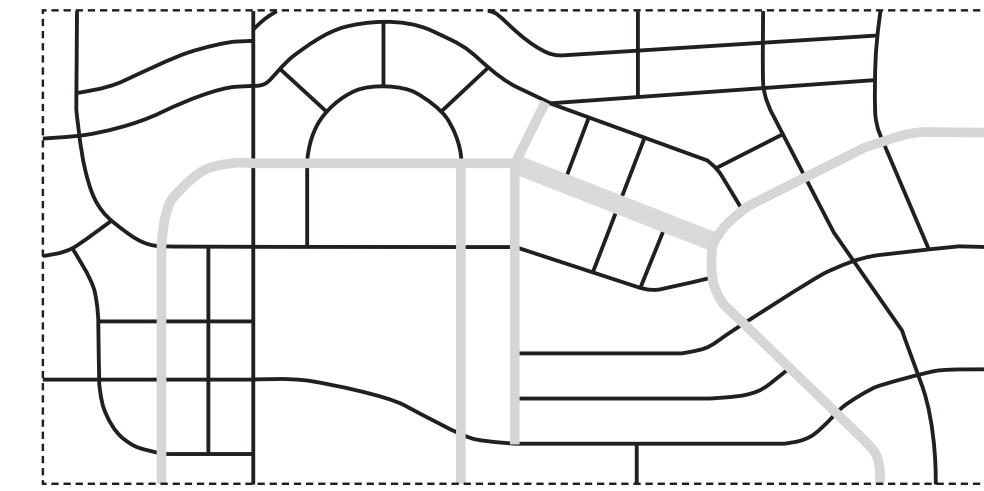
**URBAN PLAINS SHOPPING CENTER**

- 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

# transitional spaces

making connections

- **Stormwater Management**
- Sustainable Awareness
- Urban Gardens

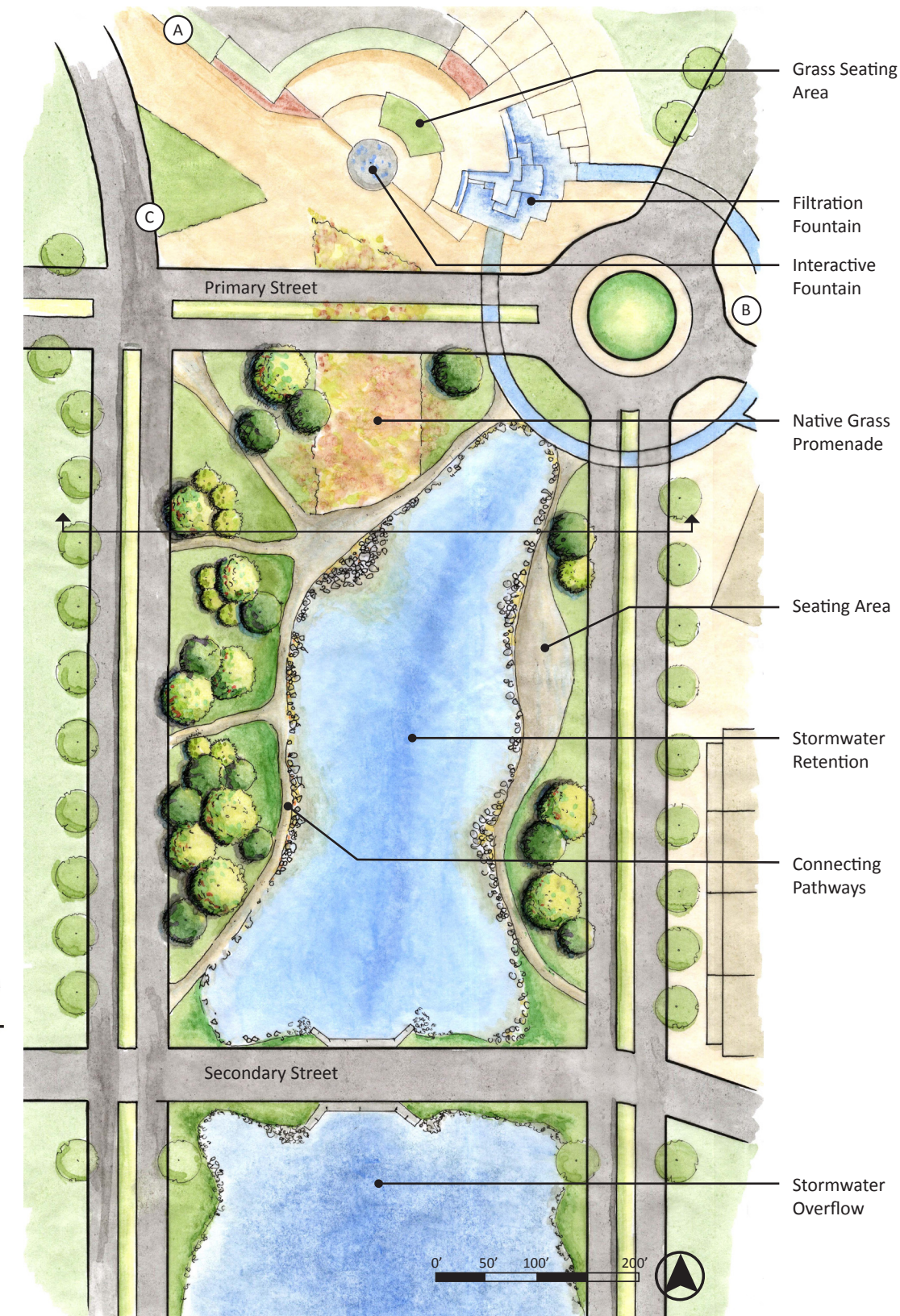


# stormwater/plaza detail

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.



# transitional spaces

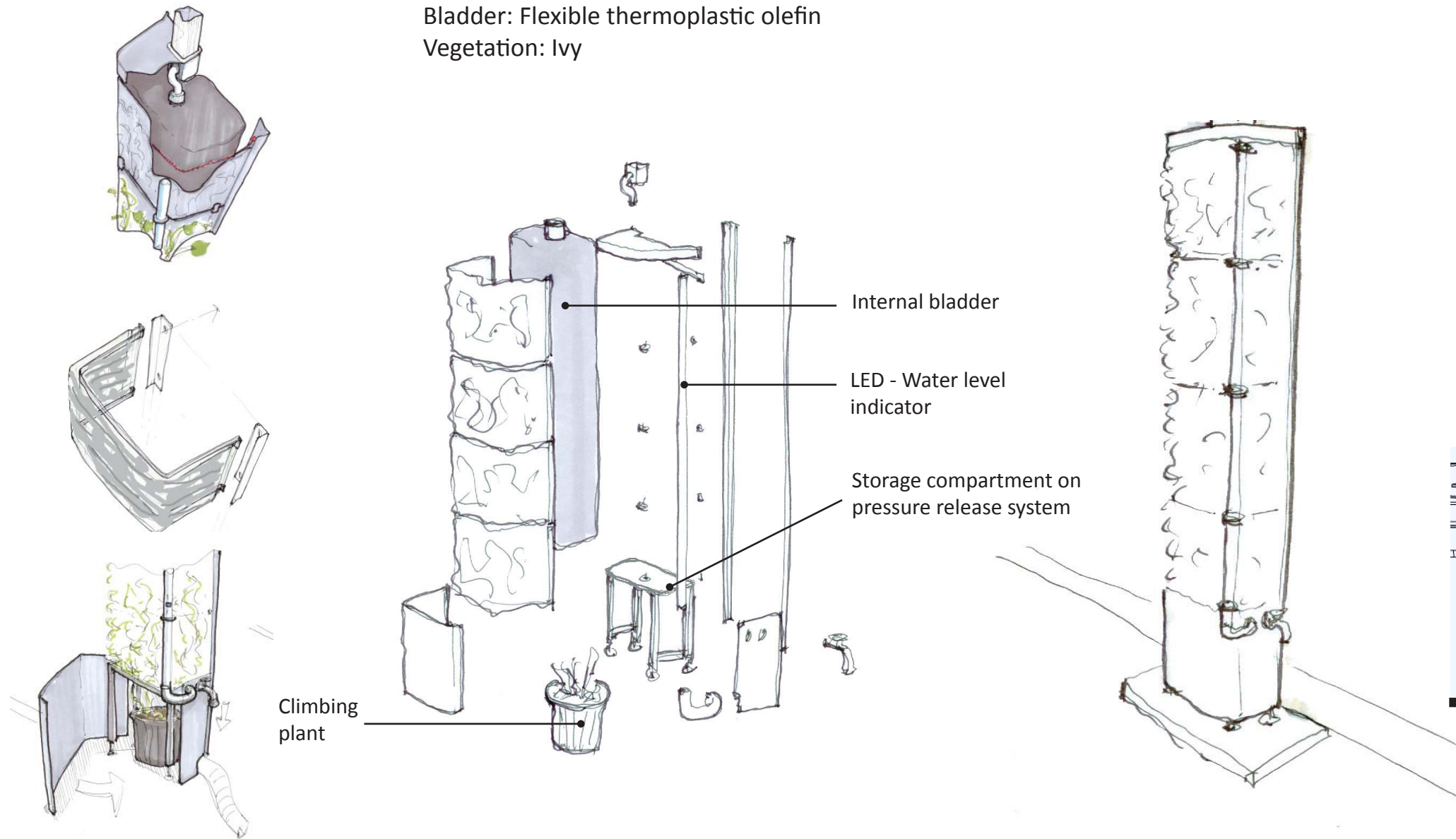
making connections

- Stormwater Management
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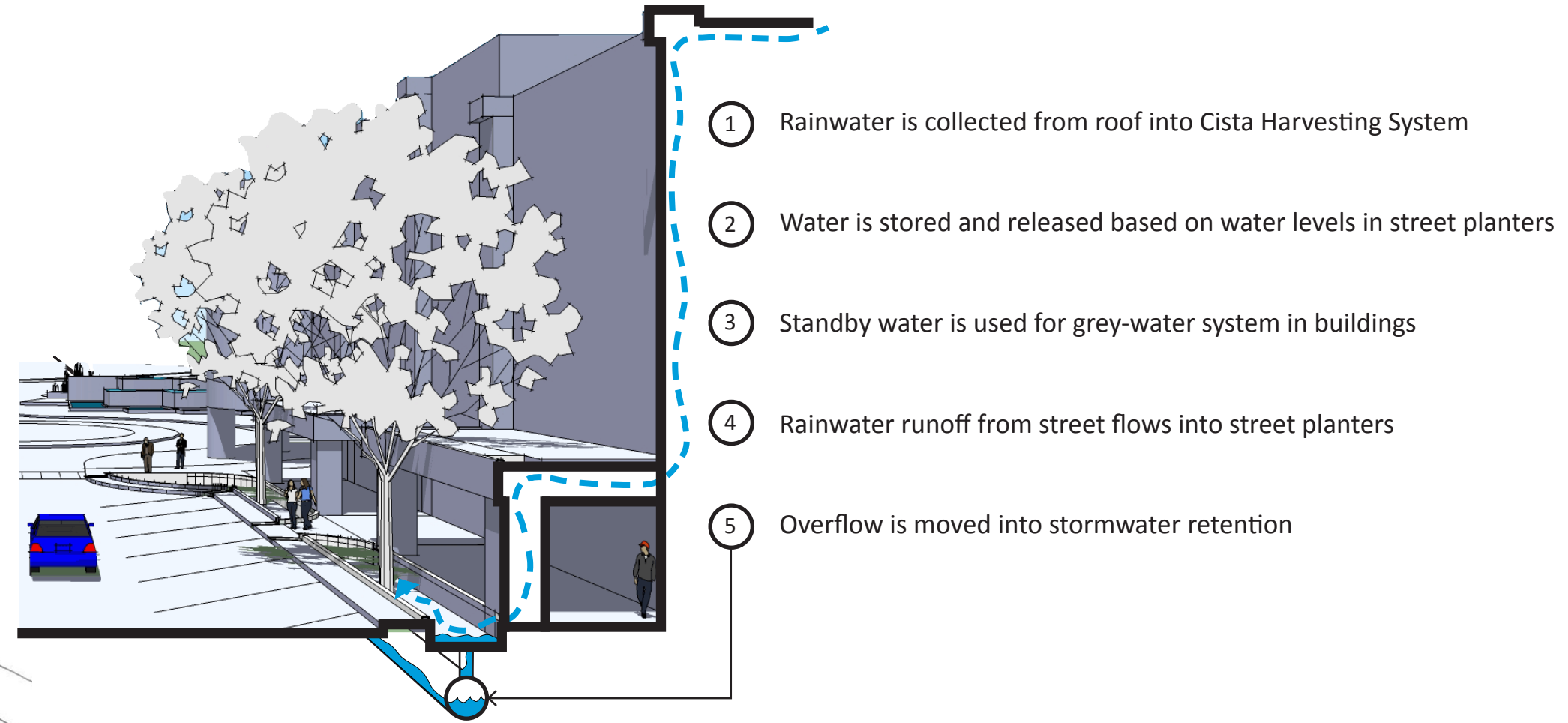
# CISTA RAINWATER HARVESTING SYSTEM

Structure: Stainless Steel  
 Bladder: Flexible thermoplastic olefin  
 Vegetation: Ivy



# shopping center streetscape

## stormwater collection process





# transitional spaces

making connections

- Stormwater Management
- Sustainable Awareness
- **Urban Gardens**



# community garden detail

experiencing nature



A North view running trail

# walkable storyline

meet kate



## KATE

- Urban Plains homeowner
- Nurse at Sanford Medical Center
- Has the week off for vacation

## DAY ITINERARY

- ① 9AM - Morning run in the Urban Plains Garden
- ② 11AM - Rest at the Urban Plains Plaza
- ③ 12PM - Watch soccer game at the Fields of Glory
- ④ 12:30PM - Lunch at Urban Plains Dining Strip
- ⑤ 1:30PM - Marathon training at the Power Center
- ⑥ 3PM - Swimming at the Family Wellness Center
- ⑦ 6PM - Fargo Force Game at the Urban Plains Center



# walkable storyline

meet john

## JOHN

- In town for business
- Stays at hotel on 45th St.

## DAY ITINERARY

- ① 7AM - Meeting at Scheels Corporate
  - ② 9AM - Family Wellness Center workout
  - ③ 11AM - Lunch at Mancini's Italian restaurant
  - ④ 12PM - Soccer game at the Fields of Glory
  - ⑤ 12:30PM - Visit Fountain at the Urban Plains Plaza
  - ⑥ 1PM - T-shirt at the Urban Plains Shopping Center
  - ⑦ 3PM - Knowledge in the Sustainable Research Center
  - ⑧ 3:30PM - Walk in the Urban Plains Garden
  - ⑨ 4:30PM - Deoderant at the Urban Plains Retail Block
- 6PM - Back to the Holiday Inn



# the solution

good planning → superior community

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

A ?

# the solution

good planning → superior community

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

A Traditional Neighborhood Development or New Urbanism

Refreshing alternative to the suburban model

The Power of 10

Creating destinations

Careful planning = sustainability = lasting value

Quality of life

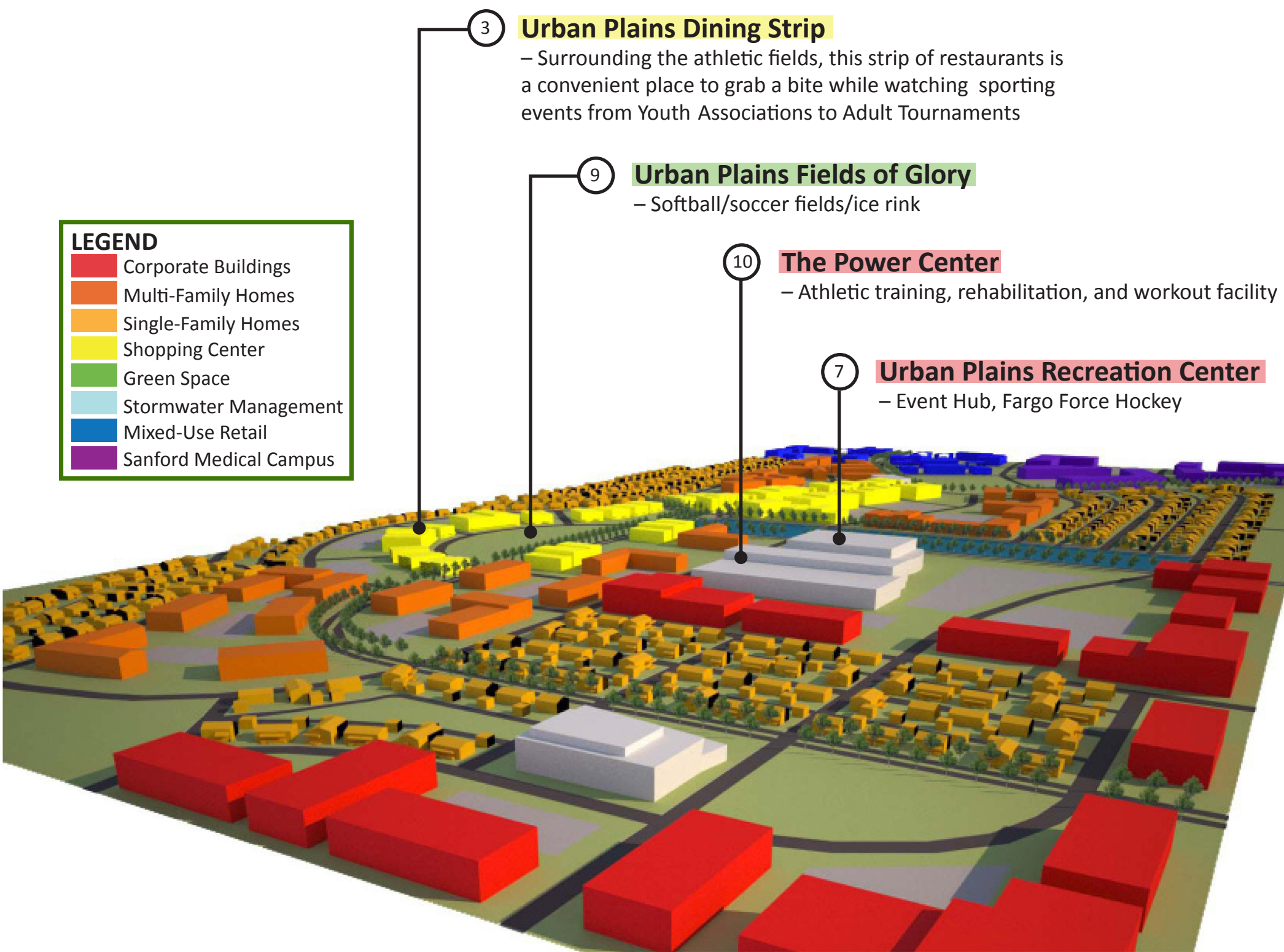
Advancement and prosperity towards a better future.

# community master plan

places to go, people to see, things to do

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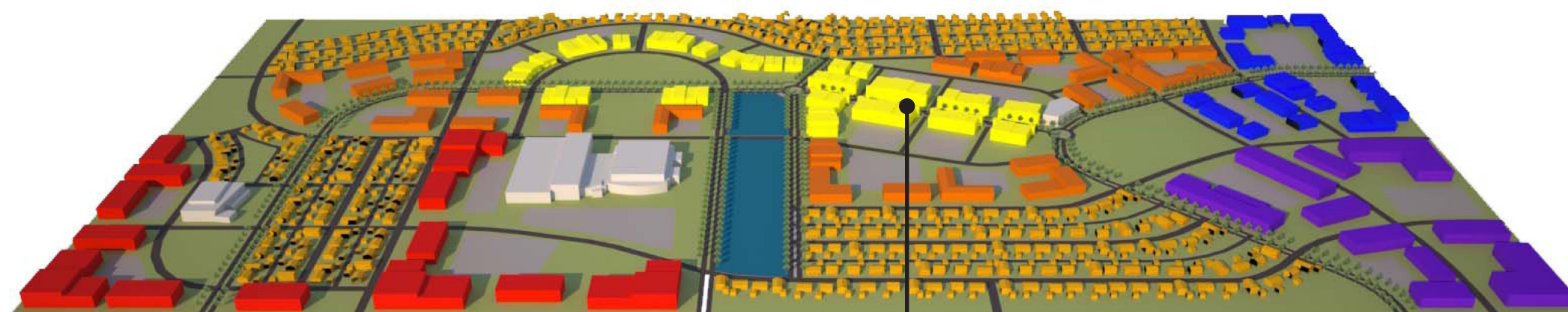
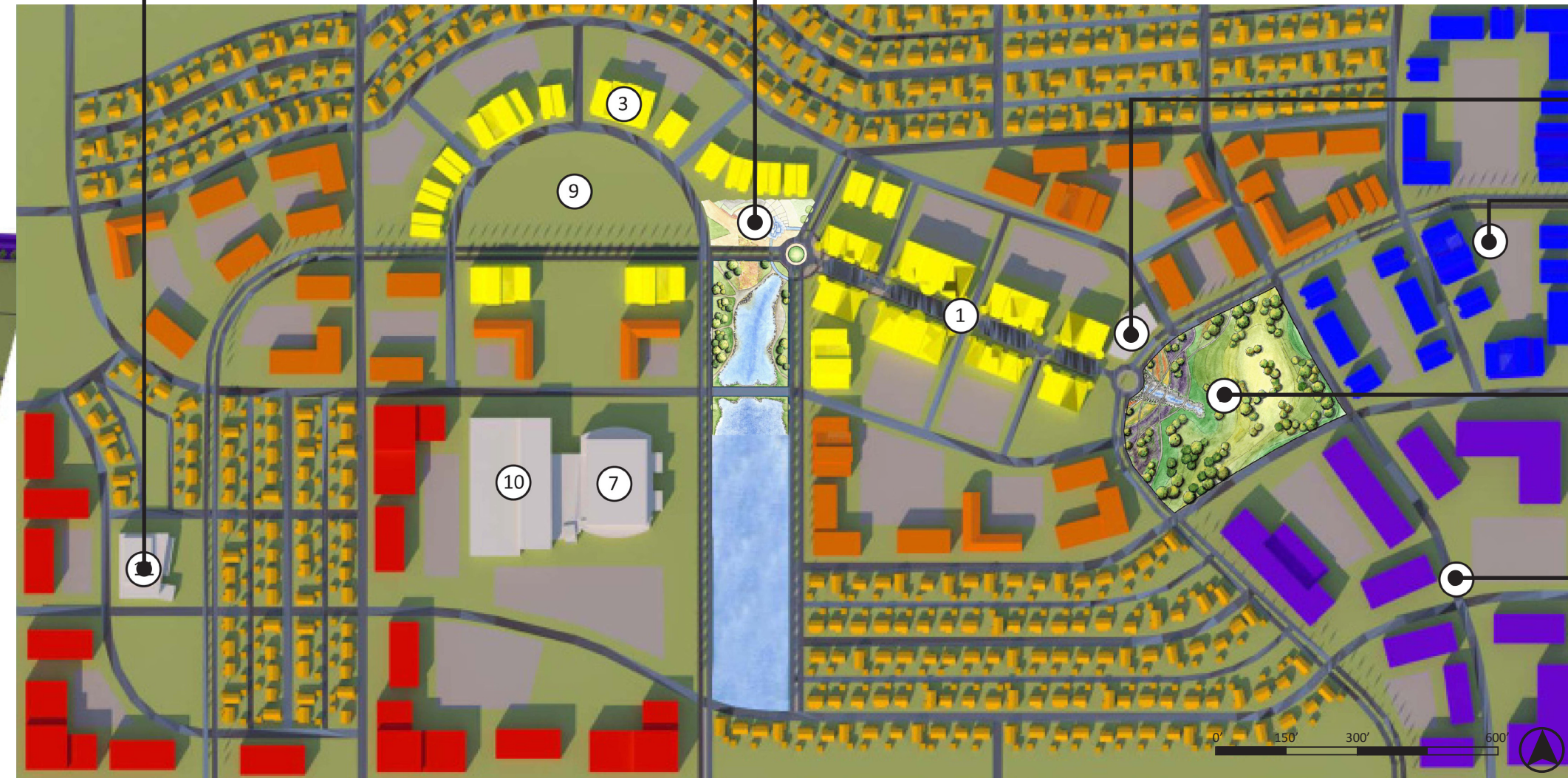
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