



THE SHOPPES ON MAIN: developing a sense of place

This project is an example of what could take place along Main Avenue in Fargo, North Dakota.

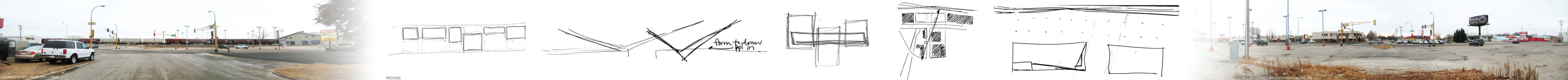
Fargo has a great downtown – alive, thriving, growing – and the gateway to that center of business and leisure has been lacking luster for more than a decade. The Shoppes on Main is a project dedicated to reevaluating Main Avenue; how can architecture create a sense of place in an urban environment?

The Shoppes on Main form that sense of place by bridging the gap between the design disciplines. Architecture, landscape architecture, urban design, and planning all contributed to the design and master plan from the start.

Located on Main Avenue and 18th Street, the Shoppes on Main serves a variety of people ranging from families in the housing to the South, to the business person coming from their office downstairs, to the pedestrian walking in search of a quick treat, even to the city visitor who would like to enjoy Fargo via rooftop.

Opportunities await you at The Shoppes on Main!

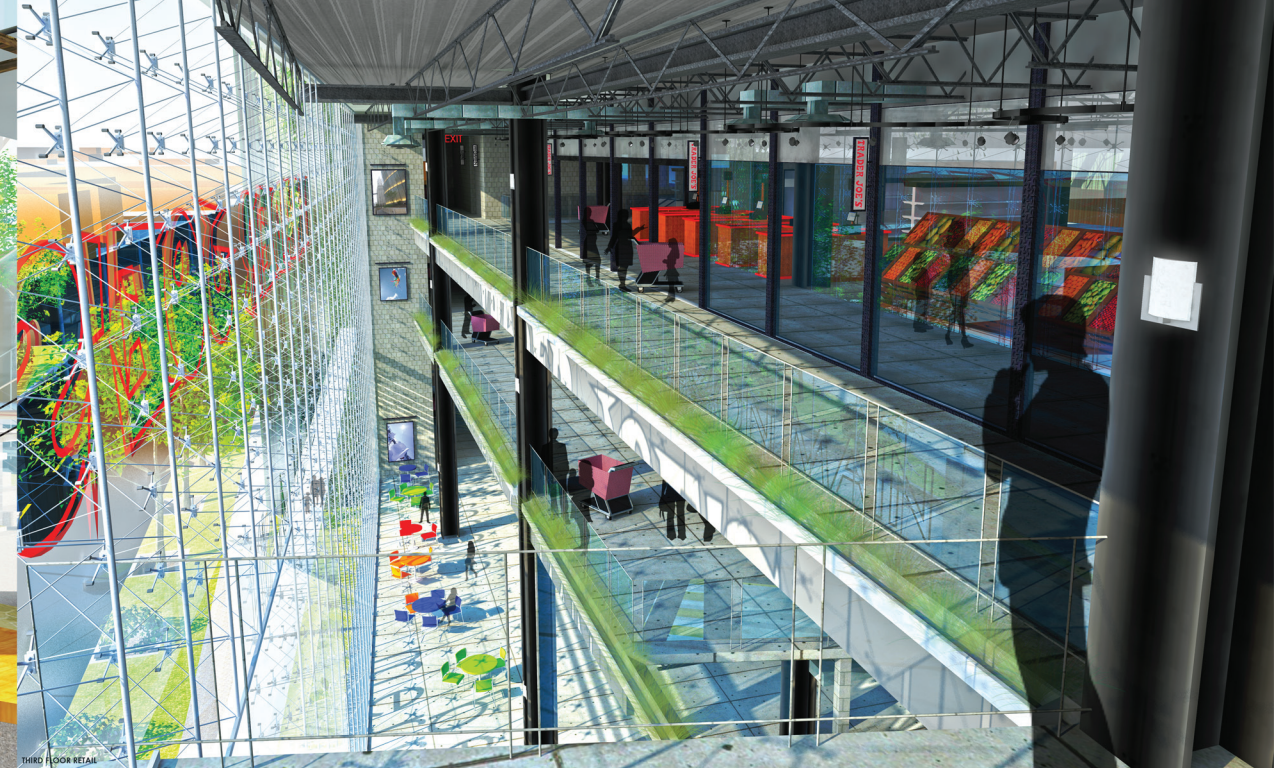


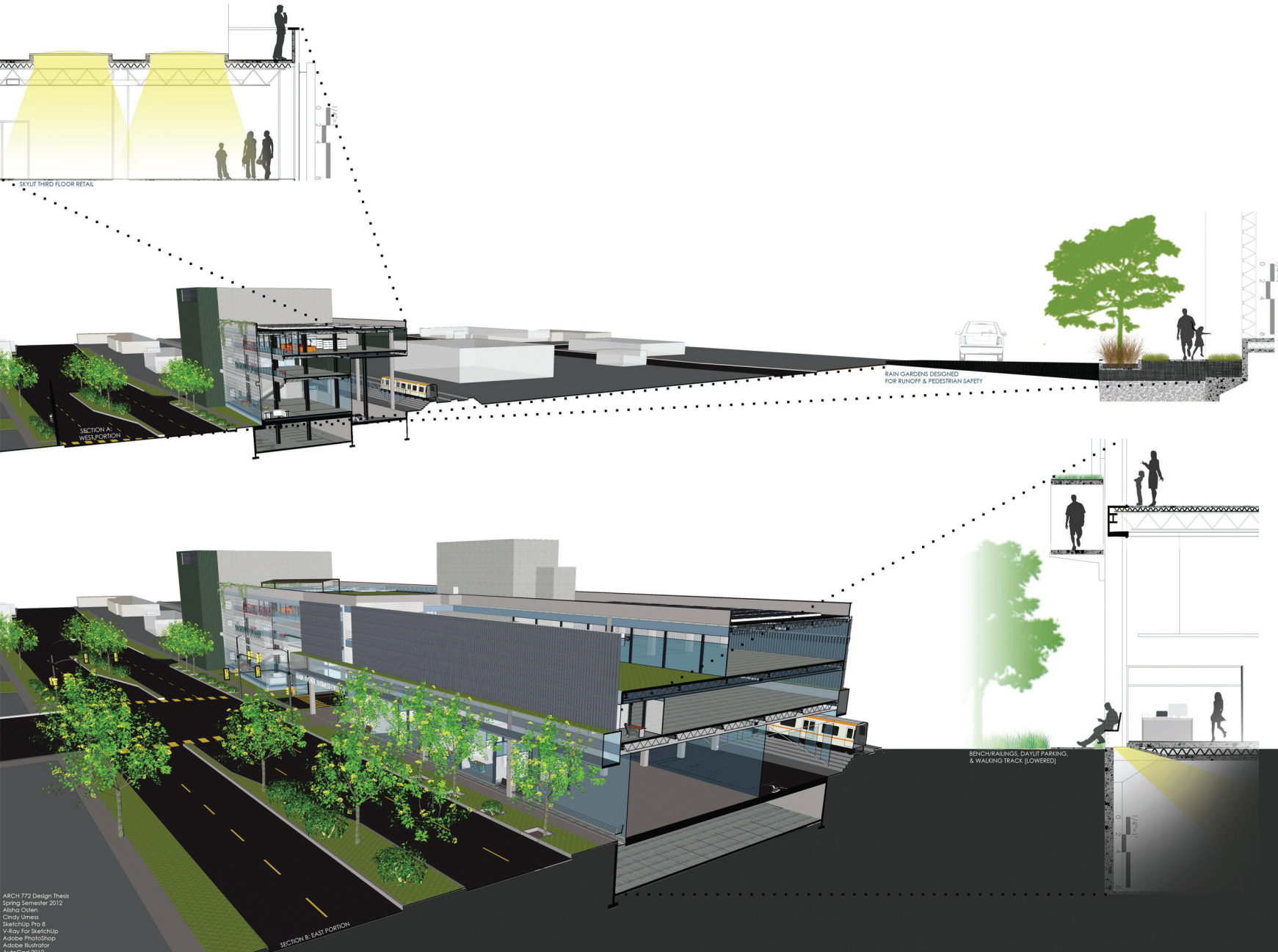


LOOKING NORTH FROM 18TH STREET

PROCESS

LOOKING SOUTH FROM THE SITE





Conscious design decisions have been made to ensure the comfort and ease of movement to all users. **How do you want to use this building? How was the building designed for you?** Perhaps one of these scenarios describes you and your journey through the space.

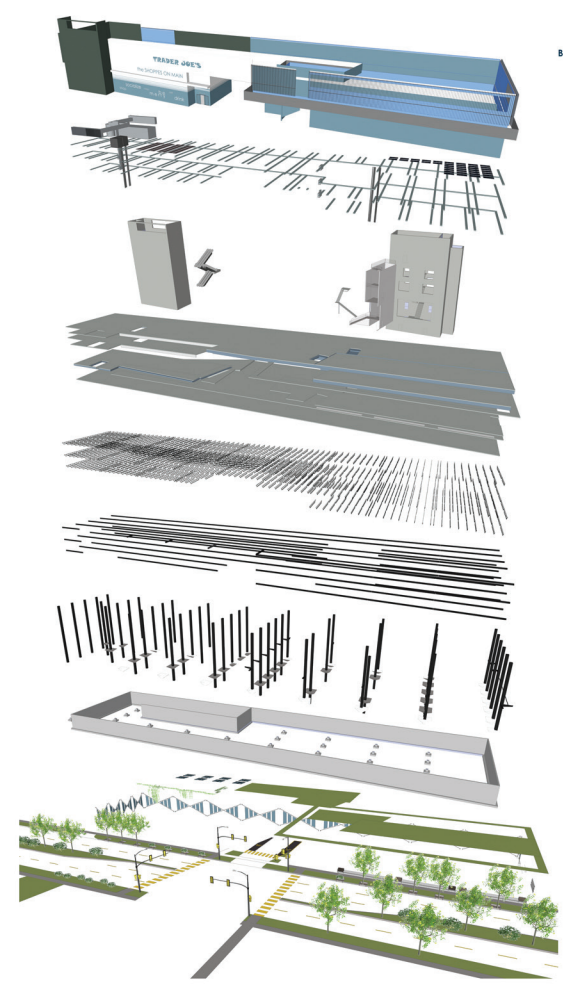
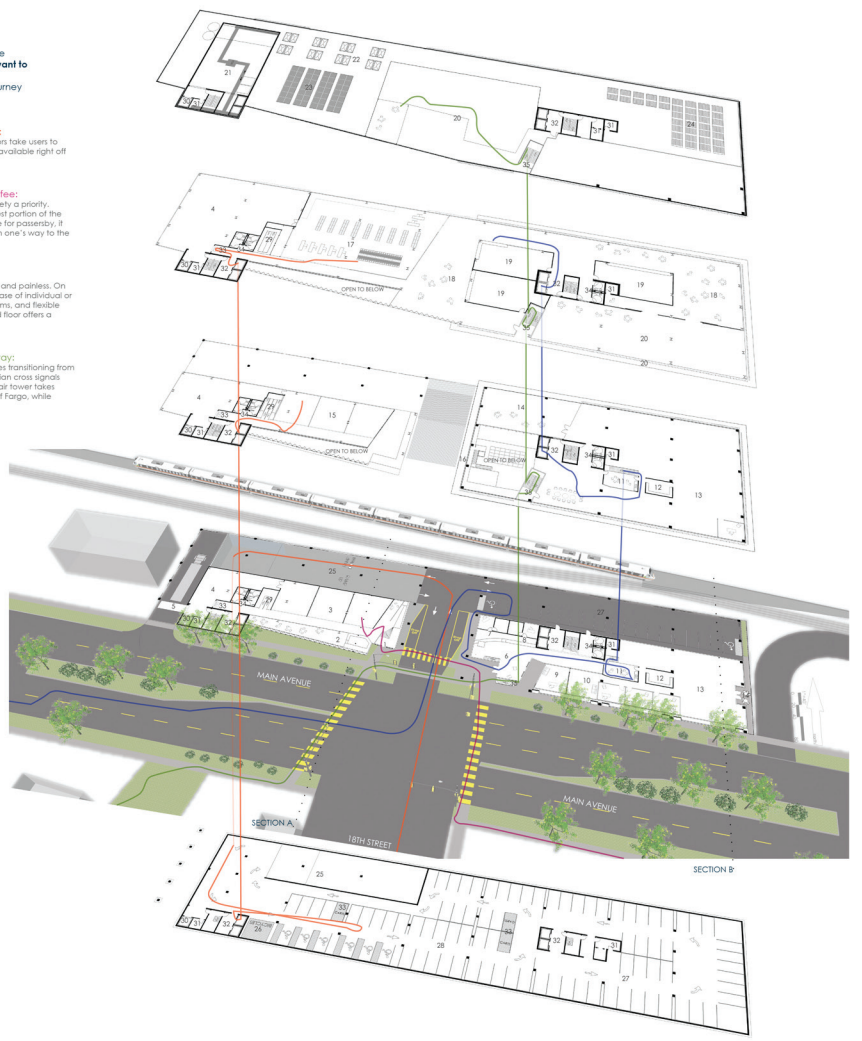
Parents and Children Going Grocery Shopping: Below grade parking is accessible to the public. Elevators take users to their destination quickly and easily. Shopping carts are available right off the elevator lobbies and can be returned to carts.

A Pedestrian in Search of a Movie Rental or Coffee: Crosswalks have been designed for the site, making safety a priority. Convenience retail is located on the first floor of the West portion of the building. Not only is convenience retail easily accessible for passersby, it also benefits shop owners by being an "impulse buy" on one's way to the escalators.

A Business Person: Turn lanes and straightaways make accessing the site quick and painless. On grade and below grade parking is available with the lease of individual or small business office space. Shared break and work rooms, and flexible conference/meeting rooms are available, and the third floor offers a quick bite to eat between business deals.

Someone Out for a Walk Along Fargo's Greenway: Landscape development along street boulevards makes transitioning from park to urban space a breeze. Cross walks and pedestrian cross signals benefit pedestrians and increase safety. The outdoor star tower takes users straight to the rooftop garden (patio) to enjoy views of Fargo, while passively illuminating the interior of the building.

- 1 RETAIL ENTRANCE
- 2 COFFEE SHOP
- 3 CONVENIENCE RETAIL (RECREATION) (L1, OR R)
- 4 STORAGE AND SERVICE
- 5 LOADING/RECEIVING DOCK
- 6 PUBLIC LOBBY
- 7 SATELLITE POST OFFICE
- 8 SATELLITE BANK/ATM
- 9 LEASING OFFICE
- 10 OFFICE INCUBATOR/RECEPTION
- 11 SHARED BREAK ROOM
- 12 SHARED WORK ROOM
- 13 LEASABLE FLEXIBLE OFFICE SPACE
- 14 OFFICE PATIO/GREEN ROOF
- 15 BOUTIQUE RETAIL (L1, OR R)
- 16 WALKING TRACK
- 17 ANCHOR RETAIL GROCERY
- 18 FOOD COURT
- 19 ANCHOR RETAIL GROCERY
- 20 EXTENSIVE GREEN ROOFPATIO
- 21 MECHANICAL ROOM
- 22 SKYLIGHTS
- 23 CIRCULAR THERMAL UNITS
- 24 SOLAR ELECTRIC PANELS
- 25 SHAMP DOWN
- 26 BICYCLE PARKING
- 27 RESERVED PARKING
- 28 PUBLIC PARKING
- 29 ESCALATOR
- 30 FREIGHT
- 31 STORAGE/ELECT. PANEL
- 32 ELEVATOR LOBBY
- 33 SHOPPING CARTS
- 34 TOILETS
- 35 OUTDOOR STAIR



COMING FROM 18TH STREET ON A WINTER NIGHT

ARCH 772 Design Thesis
 Spring Semester 2012
 Alpha O'Brien
 Cindy Umess
 SketchUp Pro 8
 V-Ray for SketchUp
 Adobe Photoshop
 Adobe Illustrator
 AutoCad 2012