arch 772 design thesis
spring 2012
alisha osten
cindy urness
sketchup pro8 | vray for sketchup | autocad | photoshop | indesign | illustrator

THE SHOPPES ON MAIN
: developing a sense of place
Beginning; Inspiration

Ah-hah! Moment

Urban Design’s Influence

---

THE SHOPPES ON MAIN
:developing a sense of place

research | goal | site | reaction | schematic design | solution
problem statement:
How does architectural space within an urban environment affect and/or change a person’s sense of place?
“Form-based codes are land development regulations that emphasize the future physical form of the built environment.”
(Form Based Codes Institute, 2011)

“... place-based change is possible despite economic or political obstacles. By changing the way we think about development to include small scale, incremental changes, an immediate impact can be made on local economies, transportation, architecture and in how destinations are created.”
(Project for Public Spaces)
**claim:**
Architectural space can influence a person’s sense of place within an urban environment.

**premise:**
The sense of place particular to a certain urban environment is impacted by the environment’s architecture.

"After being the realm of archaeologists for a long time, urban conservation is currently an interest for urban designers and city administrators concerned with providing a historical urban identity as much as an authentic urban identity."

(Salah Ouf, 2001)
In researching the theoretical premise/unifying idea, major points have been brought forth:

In order to create or revive a sense of place, it is imperative to engage more than one discipline. Architecture alone, just as planning, or urban design alone, cannot and should not be responsible for the entirety of a city’s character.

Building on an urban site is not only responsible (in terms of sustainability, not sprawl, etc.), it means the project will get more use from a wider variety of citizens, rather than standing empty. Building in an area of diversity will ensure that there is a sense of life around the building; people bustling back and forth between activities, traveling from work to home and back again, and stopping in-between to pick up the essentials.
**unifying idea:**
An urban environment’s sense of place is influenced by design.

“...there isn’t any discipline which actively sets out to create it. Neither architecture, nor urban design, nor city planning take the creation of this kind of wholeness as their task. So of course it doesn’t exist. It doesn’t exist because it is not being attempted.”

(Alexander, Neis, Anninou & King, 1987)

**goal:**
Bridge the disconnect between
- Architecture
- Landscape Architecture
- Urban Design
- City Planning

How can this project be an example of place specific design in Fargo?
- Materials
- Form
- Function
- Connections
**typology:**
A mixed use building in an urban fabric

**site:**
Fargo, ND
THE SHOPPES ON MAIN
: developing a sense of place

research | goal | site | reaction | schematic design | solution

Main Ave; I-29 - University Drive
- Gateway to Downtown
- Neglected
- Light Industrial

Fargo, ND

Main Avenue, 18th Street
Views
Views; On & Of

Physical
- Greenway
- Intersection
- Bend in the Street

- Little Definition
- Train
- Long and Narrow

THE SHOPPES ON MAIN
: developing a sense of place
THE SHOPPES ON MAIN
developing a sense of place

Social
- Run Down
- Little Pedestrian Flow
- Views
- Zoning
- Typology
Reaction to Site

- Public vs. Private
- Pedestrian and Vehicle Movement
- Entrances
- Focal Points [prow]
- Breaking the Mold
Concept

 keywords:
  - Reduce; simplify, adjustable space
  - Transparency; screens, public, education
  - Plan; method, pattern
  - Outdoor Space
  - Meeting Place
  - Entry

THE SHOPPES ON MAIN
: developing a sense of place
research | goal | site | reaction | schematic design | solution
CONCEPT

closer

best fits

decision

THE SHOPPES ON MAIN
: developing a sense of place

research | goal | site | reaction | schematic design | solution
Why Mixed Use?; What Does Fargo Need?

“Fargo will promote infill development and increasing density and vitality in its established neighborhoods”  
(Fargo, 2011)

“Beautiful and socially functional environments attract both investment and in migration of talent. If we want to attract both, we will need to beautify our main corridors...” – ‘Cat’

“What I would love to see is the expansion of downtown Fargo... most of this would have to happen to the West.” - ‘Case’

“... gentrification usually works against successful downtown development. It seems counterintuitive, but services for the poor and working classes help downtowns thrive by keeping that group connected.”- ‘Drew FM’

“I think making these things less dumping grounds and more service providers is the way to go. Clean facilities demand their customers/clients act the same way.” -Drew FM

“Parking ramps are a necessity.” – ‘rident’

(Fargo, C. O., 2011)

- Zoning [light industrial, office, housing]
- Meeting Place
- Practical Identity
- Fulfilling a Need
problem statement: How does architectural space within an urban environment affect and/or change a person’s sense of place?
Form: Initial

- Attention Getter that Fits Context
- Greenway - Access/Parking
- Train - South Sun
- Human Scale - Intersection
Structure

develop:
- open
- adaptable
- ease of movement
develop:
- Retail
- Grocery Store
- Inviting Entrance
- Public Uses
- Office Incubator
- Parking
- Green Space
- Activity
- Connection to the Site
- Transparency
Organization; Modeled

develop:
- walking track
- loading/receiving
- indoor/outdoor space
Perception; Form

Scale

Daylighting
Perception; Entry

18th Street

Sidewalk
Perception; Entry

Scale

Placement
Perception; Views Outward

Walking Track

View of Fargo
From Green Roof

From Outdoor Stair
Materials

- opaque cladding
- glass tubes
- reflective glass

reaction to materials:
- Designate; service, public, office
- Place Specific
- Create Scale
Materials

reaction to materials:
- Designate; service, public, office
- Place Specific
- Create Scale

fritted & vision glass

shades

louvers

THE SHOPPES ON MAIN
: developing a sense of place

research | goal | site | reaction | schematic design | solution
develop:
- Integration
- structure
- materials
- usage
- site
Progress; Systems

develop:
- structure
- materials
- mechanical
- electrical
- cores/facilities
- sustainable

THE SHOPPES ON MAIN
: developing a sense of place
Moving Forward
THE SHOPPES ON MAIN
: developing a sense of place

Building Construction

Skin:
- Translucent Cladding
- Insulated Vision & Fritted Glass
- Reflective Glass
- Insulated Vision Glass and Aluminum Louvers

Mechanical, Electrical, & Plumbing
- 50'x15'x13' Single Package Rooftop Air Handling Unit
- 280 sq. ft. Intake Louvers, 220 sq. ft. Exhaust Louvers
- Forced Air Rectangular Ducts
- 96 sq. ft. Water Pump Room
- Solar Thermal Units [Rooftop]
- Solar Electric Panels [Rooftop]

Circulation:
- 1000 sq. ft. Stair/Elevator Cores [2]
- Escalators [1st-3rd Floor]
- Outdoor Stair Tower

Floor Plates:
- 2” Corrugated Steel Decking
- 3” Poured Concrete Slab

Joists:
- 20’x2’ Steel Open Web Joists [6’ o.c.]

Beams:
- 10’x12’ Steel I-Beams [20’ o.c.]

Columns:
- 10”x12” Steel Columns [Interior]
- 2’x2’ Concrete Columns & Column Caps [Below Grade Parking]

Foundation:
- 1’ Poured Concrete Foundation Walls
- 2’x2’ Poured Concrete Footings

Site Integration:
- Sidewalks [Maintained] & Crosswalks
- Landscaped Boulevards & Medians
- Rain Gardens
- Extensive Green Roofs & Growing Vines
- Decorative & Protective Glass Panels
- Skylights
- Parking Garage Daylighting
- Pedestrian Benches
Organization; Put Yourself in ‘Their’ Shoes

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 corrals.

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.

Business person.
Turn lanes and stoplights 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 stair tower takes users strait 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/REDBOX/ETC [1, 2, OR 3]
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/GREENROOF
15 BOUTIQUE RETAIL [1, 2, OR 3]
16 WALKING TRACK
17 ANCHOR RETAIL/GROCERY
18 FOOD COURT
19 LEASABLE FOOD SERVICE
20 EXTENSIVE GREEN ROOF/PATIO
21 MECHANICAL ROOM
22 SKYLIGHTS
23 SOLAR THERMAL UNITS
24 SOLAR ELECTRIC PANELS
25 RAMP DOWN
26 BYCYCLE PARKING
27 RESERVED PARKING
28 PUBLIC PARKING
29 ESCLATORS
30 FREIGHT
31 STORAGE/ELEC. PANEL
32 ELEVATOR LOBBY
33 SHOPPING CARTS
34 TOILETS
35 OUTDOOR STAIR
THE SHOPPES ON MAIN
: developing a sense of place

research | goal | site | reaction | schematic design | solution
Details: Section

West Section

East Section

Rain Garden Designed for Runoff and Pedestrian Safety

THE SHOPPES ON MAIN
: developing a sense of place
Details; Section

- Bench/Railings
- Daylit Parking
- Walking Track [lowered]
Entry From Crosswalk

- Safety - Scale - Ease of Entry

THE SHOPPES ON MAIN
:developing a sense of place
Third Floor Retail

- Shading/Signage - Activity - Transparency
Office/Business Lobby

- Materials - Daylighting - Flexible Office Space

THE SHOPPES ON MAIN
: developing a sense of place

research | goal | site | reaction | schematic design | solution
Approaching from 18th Street on a Winter Night

- Lighting - Signage
Developing a Sense of Place; Reactions? Questions? Comments?