FRESH PLACE
farmers market

"The potential of a more permanent farmer's market solution to the Fargo-Moorhead Metropolitan Area."

COMMUNITY PERSPECTIVE

residents

fargo
moorhead
west fargo

recent planning documents

- fargo's GO2030 plan
- red river greenway study
- active in moorhead

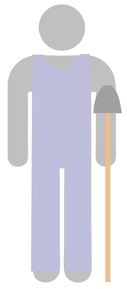
relative to farmer's market proposed location

- + promote infill
- + public art
- + bike/ped infrastructure
- + design standards
- + public gathering space
- + healthy food
- + amenities as economic driver
- + festivals & cultural events
- + transit improvements
- + red river linkages
- + promote connections & infill w/in strip commercial development

benefits for community & future market

- + accessibility
- + sense of community/unique identity
- + promotes active living
- + walkability

FARMERS MARKET VENDOR PERSPECTIVE



currently located at

- stonewest village fm
- fm farmer's market
- new festival
- whistle stop
- va farmer's market
- farmer's market & beyond
- a plus farm/herzogs stand
- sydneys
- lady bug/herzog stand
- herzog's stand

vendors serving fargo - moorhead

- **a plus farm produce**
- **bayer vegetable farm**
- **boyum farms**
- **breadsmith**
- **dawson creek orchard**
- **erbes farm**
- **gardens gourmet**
- **gramps produce**
- **it's about thyme**
- **kragnes family farm**
- **prairie faith**
- **prairie horizons farm**
- **red goose gardens**
- **the three bears honey co.**

"Over the years, Fargo-Moorhead has not been able to get a successful market together, which disappoints me considering the population."

- Fargo-Moorhead farmer's market vendor

product variety

fruits, vegetables, and herbs
11 vendors

eggs
1 vendor

meat and poultry
3 vendors

honey and jams
3 vendors

bread and grains
2 vendors

survey results / GIS analysis / literature and current momentum → **ideal site**

SURVEY TO FARMERS MARKET VENDORS

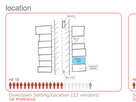
TO UNDERSTAND A BETTER DESIGN SOLUTION, IT WAS NECESSARY TO CONNECT WITH VENDORS TO UNDERSTAND THEIR PREFERENCES IN TERMS OF SPATIAL QUALITIES OF A FARMERS MARKET.

regional survey response to drive solution

fargo-moorhead census defined metropolitan boundary

national survey response

location



Downtown Setting/Location (23 vendors) 1st Preference

Suburban Setting/Location (22 vendors) 2nd Preference

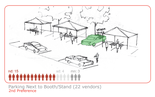
type of environment

Permanent Outdoor Market (28 vendors) 1st Preference

Outdoor Public Space (17 vendors) 2nd Preference

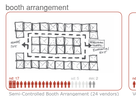
vendor parking

Parking in Front of Booth/Stand (23 vendors) 1st Preference



Parking Next to Booth/Stand (22 vendors) 2nd Preference

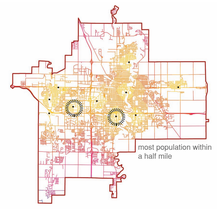
booth arrangement



Semi-Controlled Booth Arrangement (24 vendors) 1st Preference

Very Controlled Booth Arrangement (11 vendors) 2nd Preference

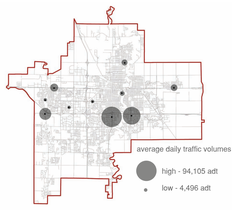
chosen study area



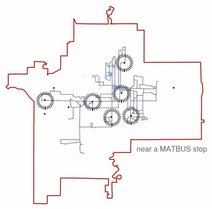
most population within a half mile

FARGO-MOORHEAD METROPOLITAN BOUNDARY

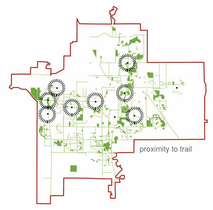
TAKING A LOOK AT THE FARGO-MOORHEAD METROPOLITAN BOUNDARY, THERE ARE MANY PHYSICAL AND SOCIAL LAYERS THAT WERE CONSIDERED TO IDENTIFY THE PROPER SITE FOR A MORE PERMANENT MARKET.



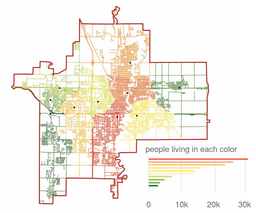
average daily traffic volumes
high - 94,105 adt
low - 4,496 adt



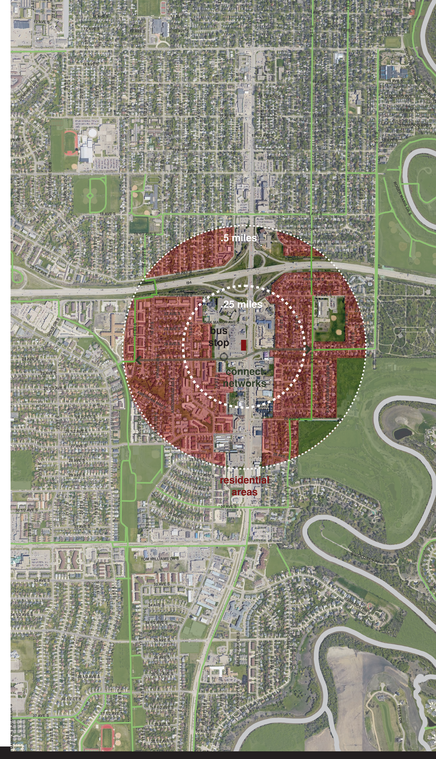
near a MATBUS stop



proximity to trail

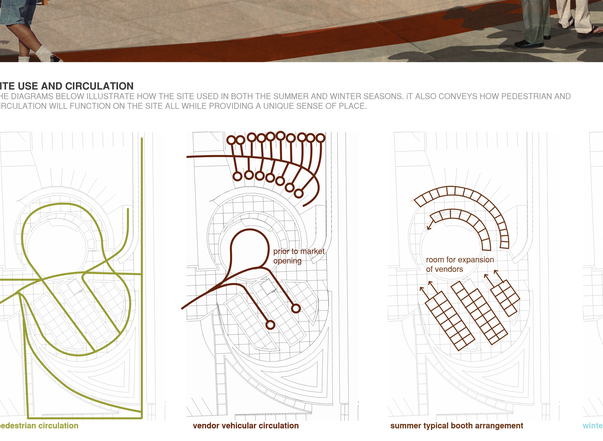


people living in each color
0 10k 20k 30k

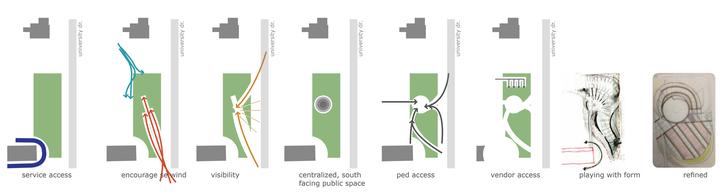


DESIGN PROGRAM: MASTERPLAN

THE SITE MASTERPLAN FOCUSES BRINGING A FRESH PERSPECTIVE TO THIS CURRENT PART OF THE CITY. THE INSTALLATION OF FRESH PLACE MARKET TOOK INTO CONSIDERATION VENDOR PREFERENCES, AND ELEMENTS FROM CURRENT PLANNING DOCUMENTS THAT THE COMMUNITY WOULD LIKE TO SEE.



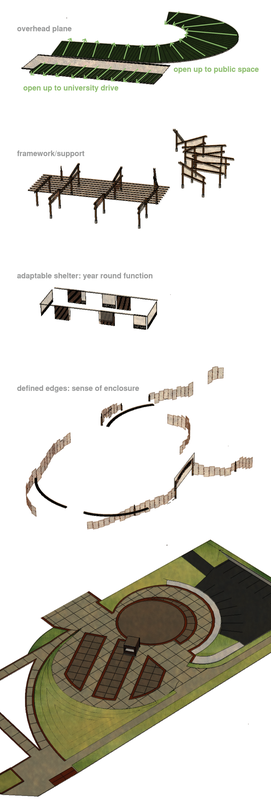
- HELP TO GUIDE TRAFFIC THROUGH PLANTING MEDIANS IN THE PARKING LOT
- EXISTING K-MART
- KEEP EXISTING ACCESS TO MARKET
- RECESSED PARKING FOR VENDORS
- PUBLIC ART FENCE ENCLOSING THE MARKET
- RECESSED BACK -IN PARKING FOR VENDORS
- MULTI-PURPOSE PUBLIC SPACE
- CENTER SIDEWALK ISLAND FOR PEDESTRIANS
- GLASS SHELTER
- SOUTH SHELTER OPENS UP TO UNIVERSITY DRIVE EXPOSING THE MARKET TO PEOPLE PASSING BY
- MOUNDED AREA TO PROVIDE SENSE OF ENCLOSURE WHEN IN THE MARKET
- CONNECT TO EXISTING BUS ROUTE THROUGH PARKING LOT IMPROVEMENTS
- WIDEN PEDESTRIAN CROSSING AT UNIVERSITY



DESIGN INSPIRATION: DRAWING FROM NATURAL FORMS AND PROCESSES

THE DESIGN INSPIRATION DEVELOPED FROM THE IDEA OF NATURAL FORMS AND PROCESSES. THE DESIGN LOOKED AT SPECIFIC ELEMENTS THAT WOULD CONTRAST THE EXISTING CONDITIONS OF THE SITE.

DESIGN PROGRAM: LAYERS OF THE SITE



PUBLIC SPACE

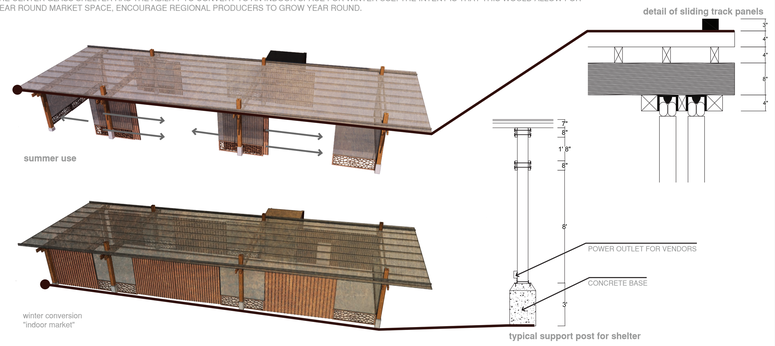
SITE USE AND CIRCULATION

THE DIAGRAMS BELOW ILLUSTRATE HOW THE SITE USED IN BOTH THE SUMMER AND WINTER SEASONS. IT ALSO CONVEYS HOW PEDESTRIAN AND CIRCULATION WILL FUNCTION ON THE SITE ALL WHILE PROVIDING A UNIQUE SENSE OF PLACE.

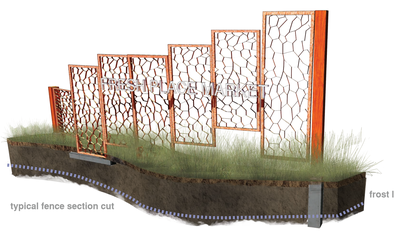
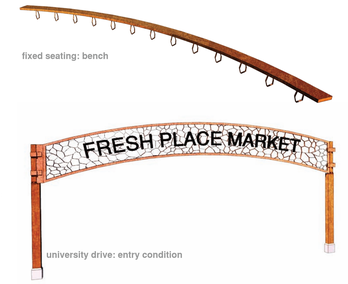
SUPPORTING LOCAL

YEAR ROUND SITE USE

THE CENTER GLASS SHELTER HAS THE ABILITY TO CONVERT TO AN INDOOR SPACE FOR WINTER USE. THE INTENT IS THAT THIS WOULD ALLOW FOR YEAR ROUND MARKET SPACE, ENCOURAGE REGIONAL PRODUCERS TO GROW YEAR ROUND.



EMBRACING LOCAL CULTURE

LANDSCAPE FEATURES

ILLUSTRATED BELOW ARE A FEW OF THE LANDSCAPE FEATURES THAT CAN BE FOUND ON THE SITE.