

Fresh Place Market: A Permanent Farmer's Market Solution Supporting the Fargo-Moorhead Metropolitan Area

Jake Coryell | Advisor: Matt Chambers
Department of Architecture and Landscape Architecture
North Dakota State University



FRESH PLACE

farmers market

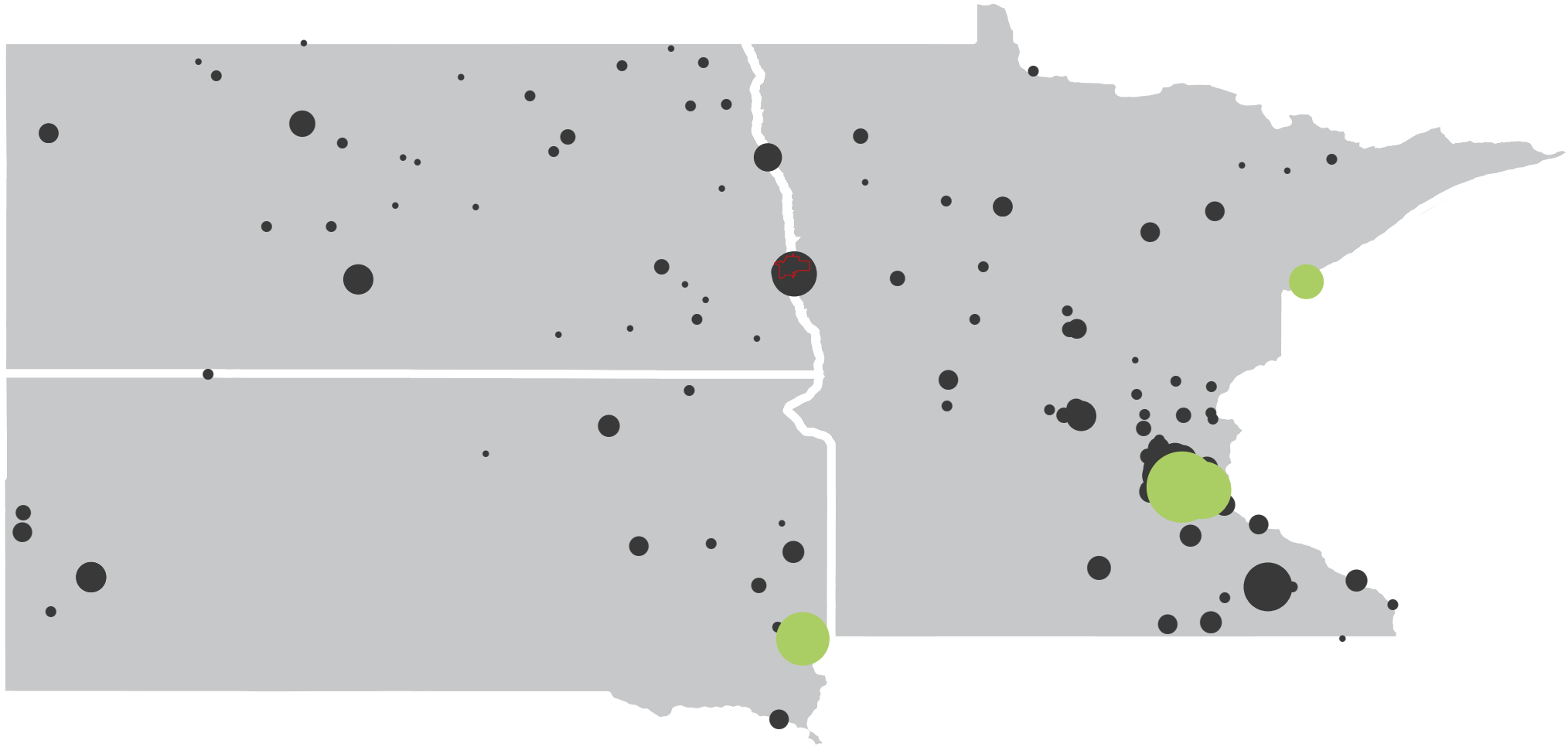
The following presentation is an academic design thesis. It is not intended to offend any current farmer's market or local food efforts happening in the Fargo-Moorhead metropolitan area.

Sincerely,

Jake Coryell

CURRENT SITUATION

A QUICK LOOK AT HOW THE FARGO-MOORHEAD FARMER'S MARKETS COMPARE TO OTHER CITIES MARKETS IN THE TRI-STATE AREA.



SIX LARGEST CITIES

- PERMANENT VENUE
- EPHEMERAL SET-UP



DULUTH
86,265



FARGO
105,549



ROCHESTER
106,769



SIOUX FALLS
153,888



ST. PAUL
285,068

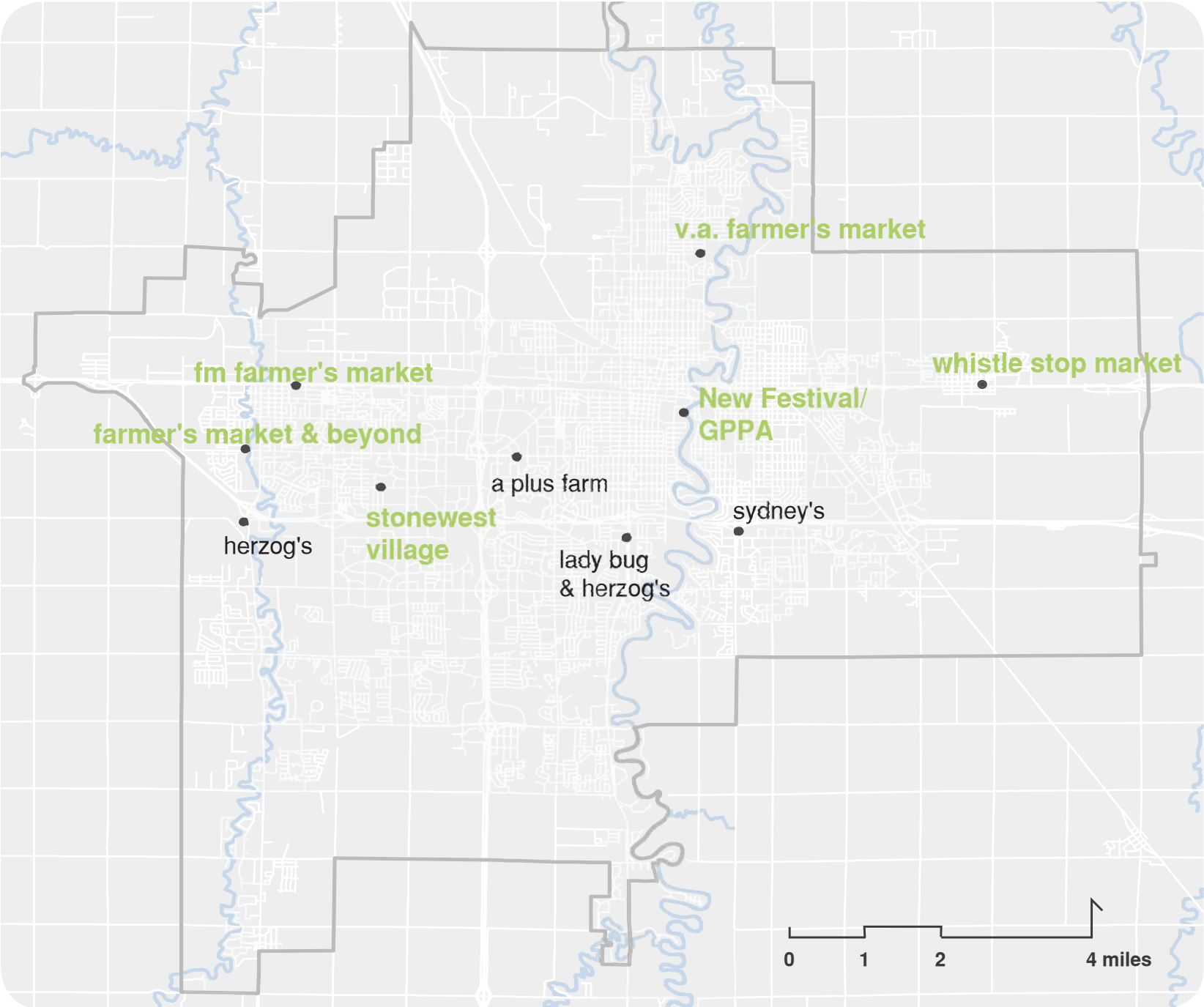


MINNEAPOLIS
382,578

of markets

CURRENT SITUATION

THE CURRENT MARKETS IN THE FARGO-MOORHEAD AREA AND THEIR LOCATIONS.



CURRENT SITUATION

KNOWN VENDORS, WHERE THEY PARTICIPATE, AND WHAT THEY OFFER.

product variety



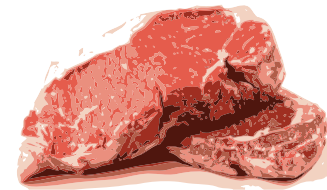
fruits, vegetables, and herbs

11 vendors



eggs

1 vendor



meat and poultry

3 vendors



honey and jams

3 vendors



bread and grains

2 vendors

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

Goals:

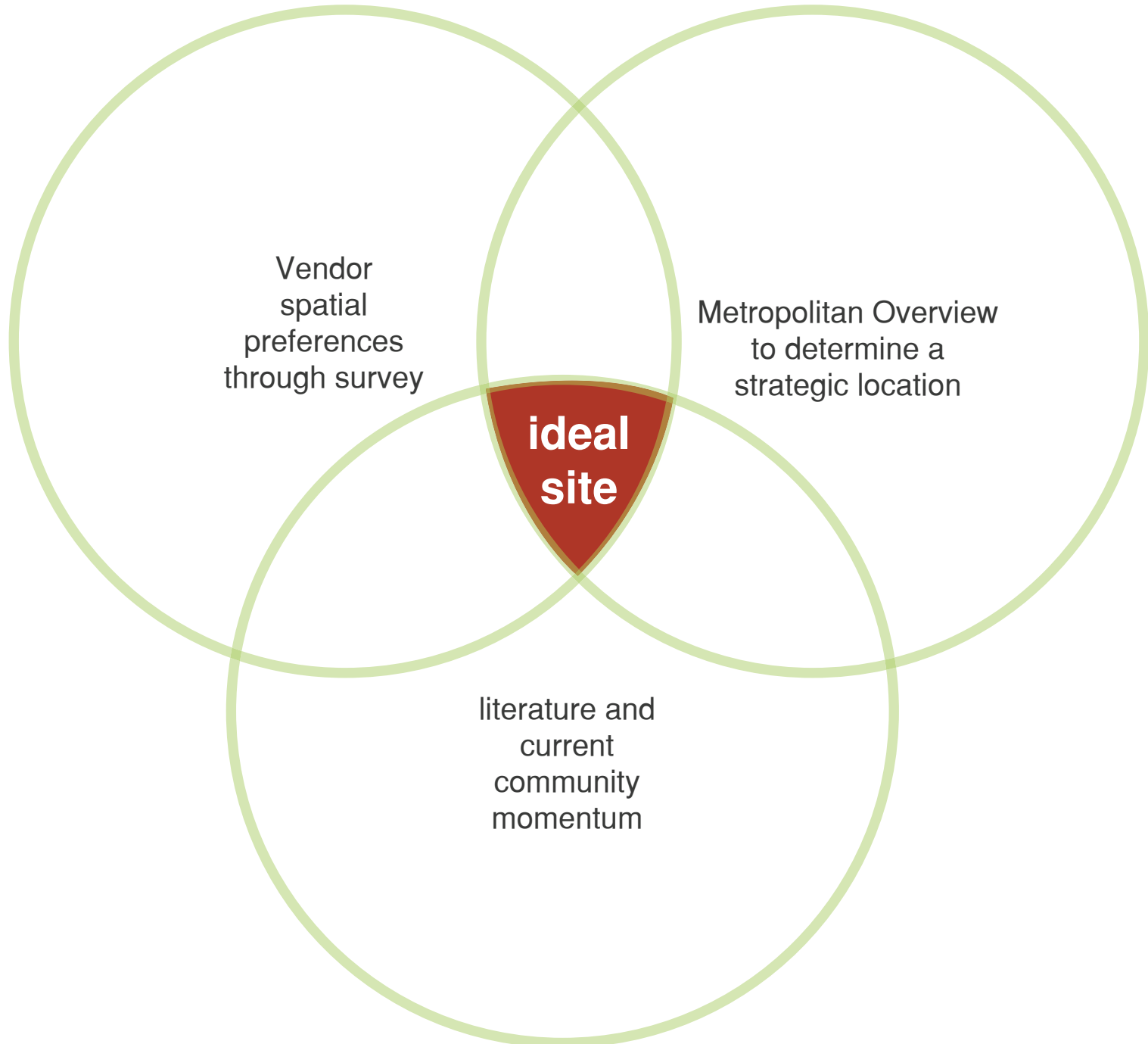
- 1.) Provide fresh, local food to the community efficiently
- 2.) Increase the overall profitability for vendors serving Fargo-Moorhead metro
- 3.) Attract more vendors to the Fargo-Moorhead metro

Purpose of this project:

Provide a single space that will encourage consolidation of the current Fargo-Moorhead metro farmer's market system by...

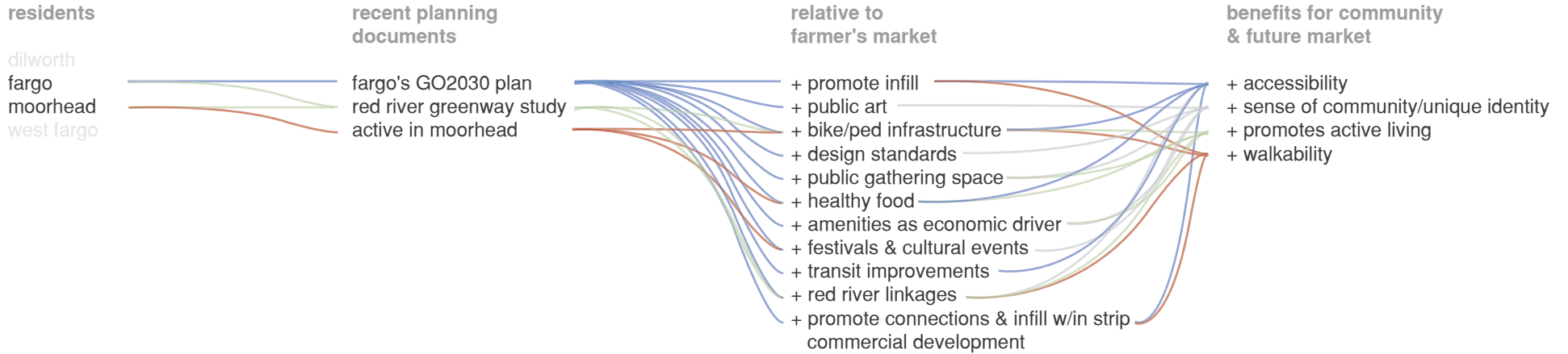
PURPOSE CRITERIA

DEVELOPING A CRITERIA TO DETERMINE AN IDEAL SPACE WITHIN THE METROPOLITAN AREA, WHILE RESPONDING TO COMMUNITY AND VENDOR PERSPECTIVES.



COMMUNITY MOMENTUM

PLANNING DOCUMENT INVENTORY OF WHAT THE COMMUNITY WANTS.



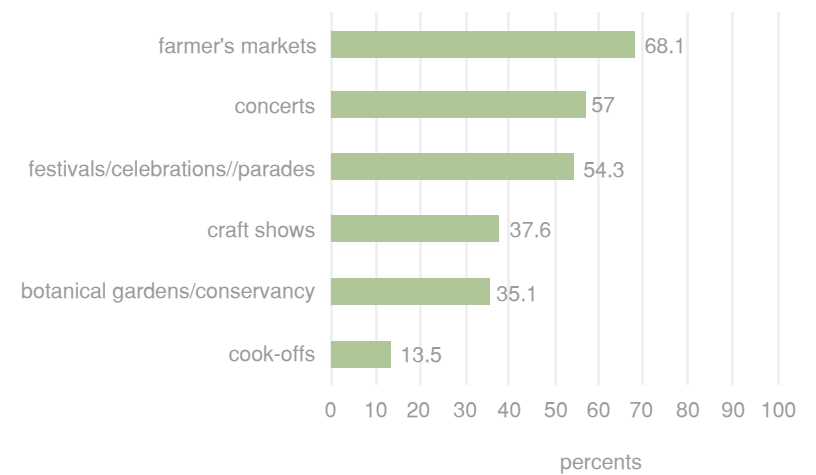
"I'd like to be able to eat more foods grown, produced, and processed locally and support our local economy as well as eat healthy."
 - anonymous fargo resident

farmer's market

GO2030
 COMP PLAN

ACTIVE IN MOORHEAD

-attractions that do or would encourage residents to get out and be active

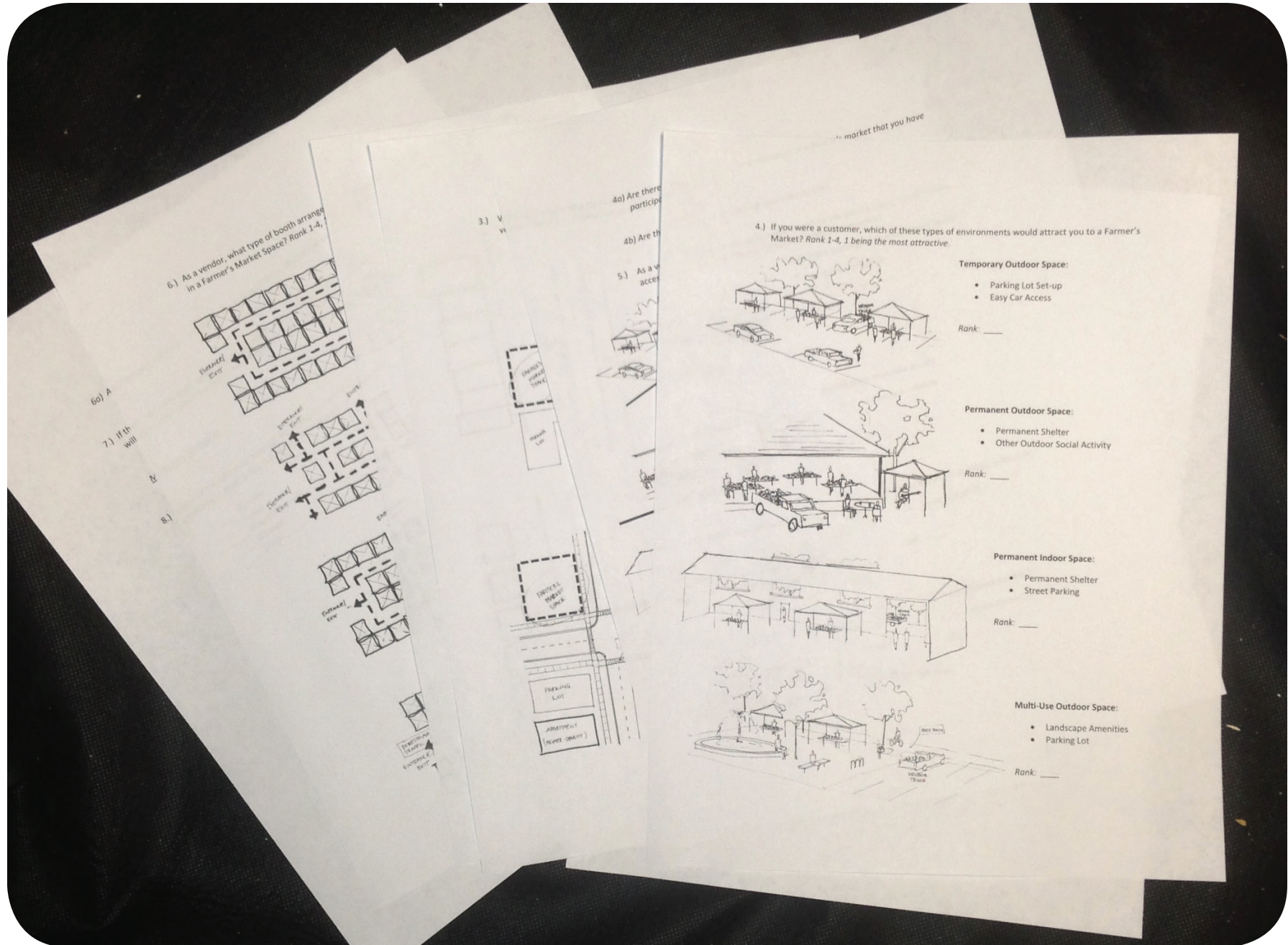


Vendors Preferred Spatial Qualities:

Conducted a survey to farmer's market vendors trying to understand some of their spatial preferences.

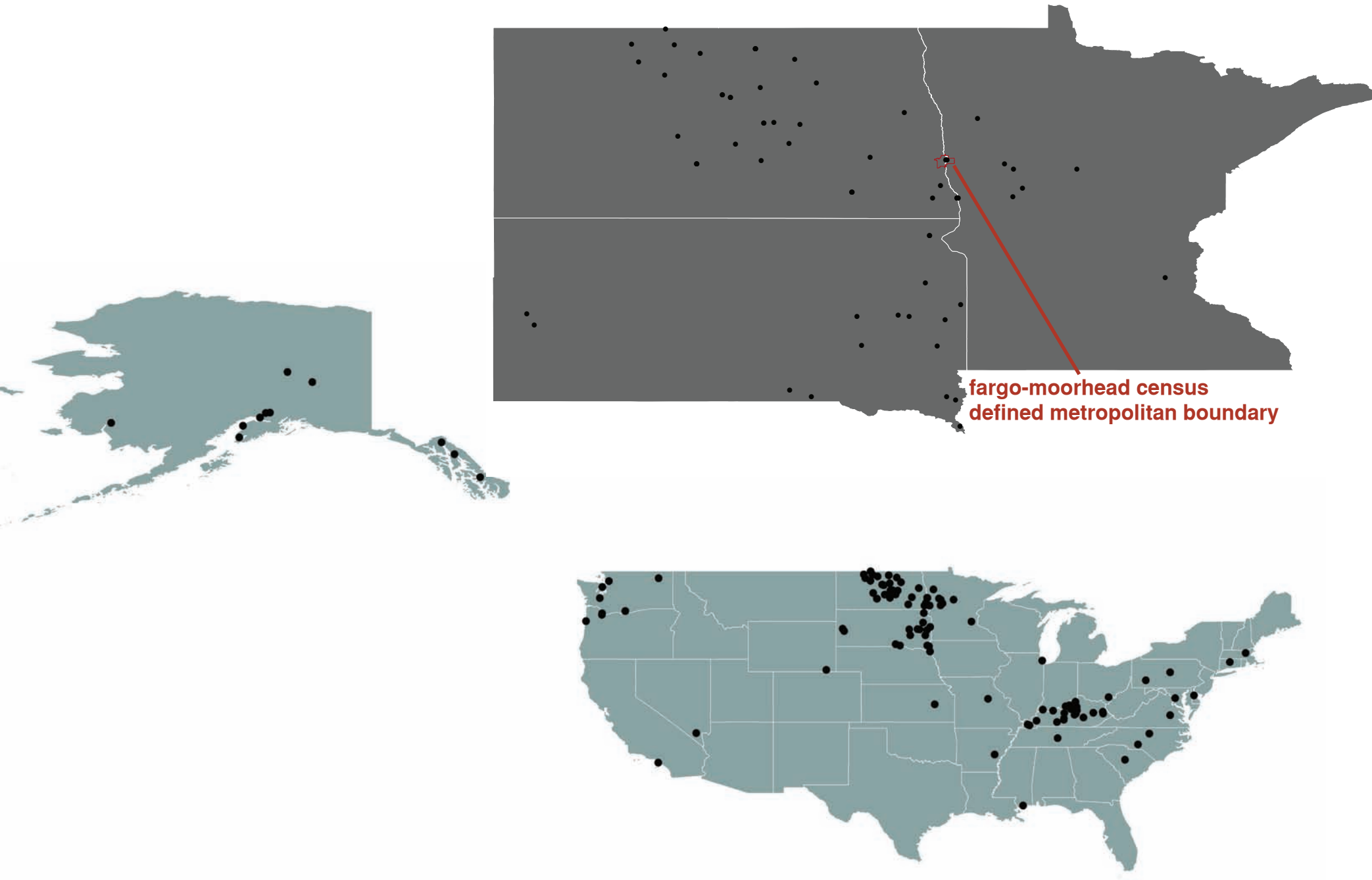
VENDOR SURVEY

UTILIZED SURVEY MONKEY AND CONDUCTED A SURVEY TO FARMER'S MARKET VENDORS TO UNDERSTAND THEIR SPATIAL PREFERENCES.



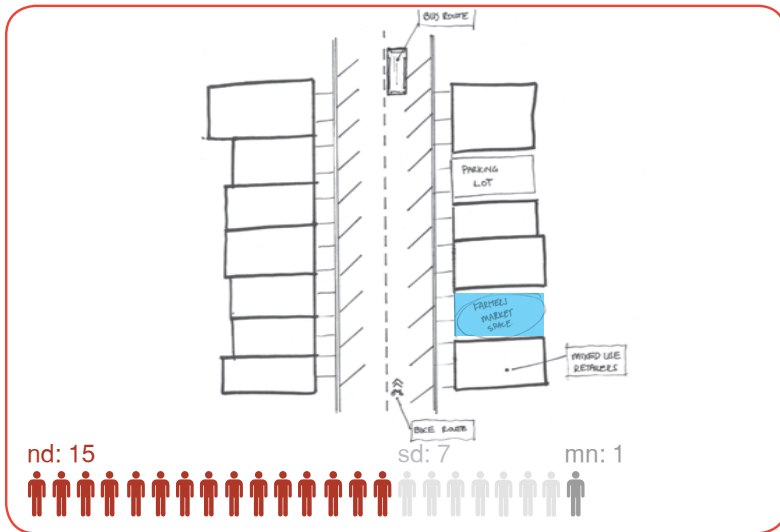
NATIONAL & REGIONAL RESPONSE

THE TRI-STATE RESPONSES ARE THE RESULTS THAT WERE USED TO DRIVE THE DESIGN SOLUTION.

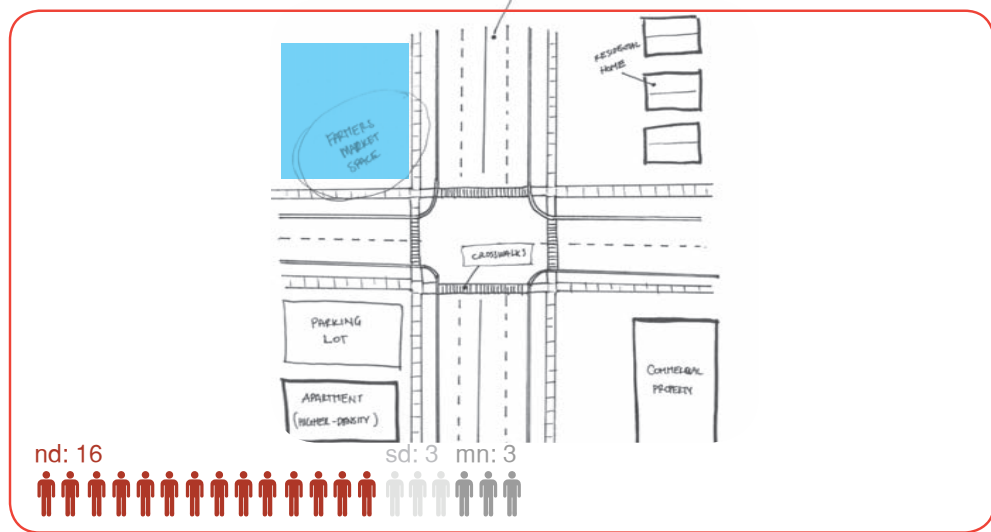


VENDOR PREFERENCES

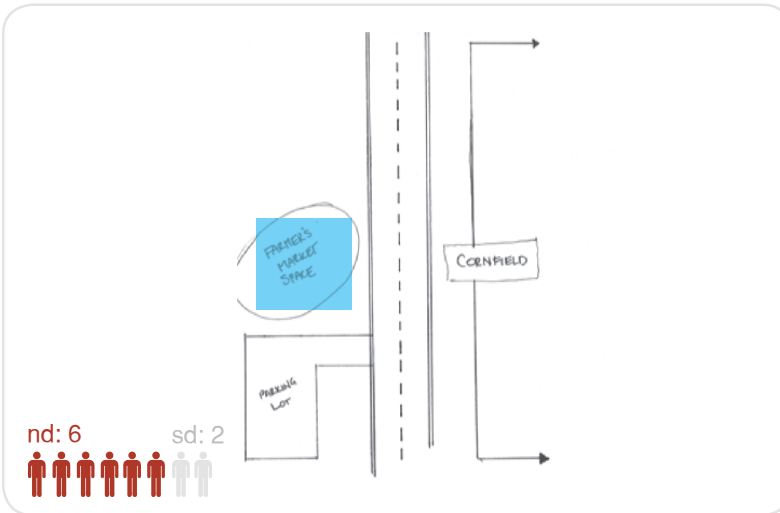
WHAT TYPE OF SETTING/LOCATION DO VENDORS PREFER?



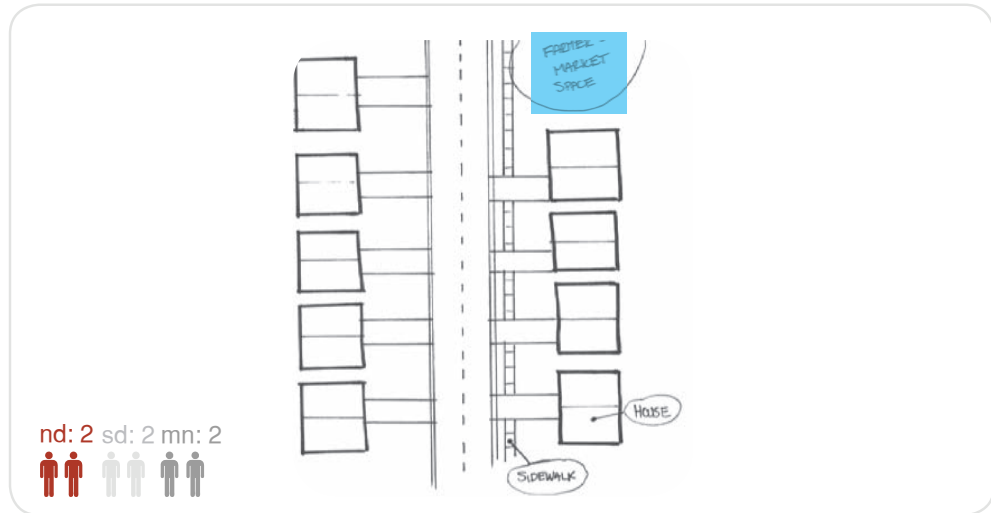
Downtown Setting/Location (23 vendors)
1st Preference



Suburban Setting/Location (22 vendors)
2nd Preference



Rural Setting/Location (8 vendors)
3rd Preference



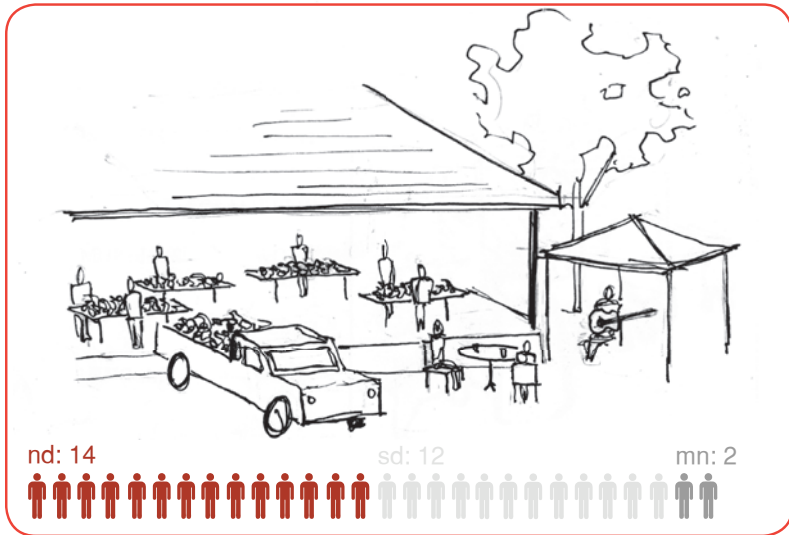
Neighborhood Setting/Location (6 vendors)
4th Preference

Results:

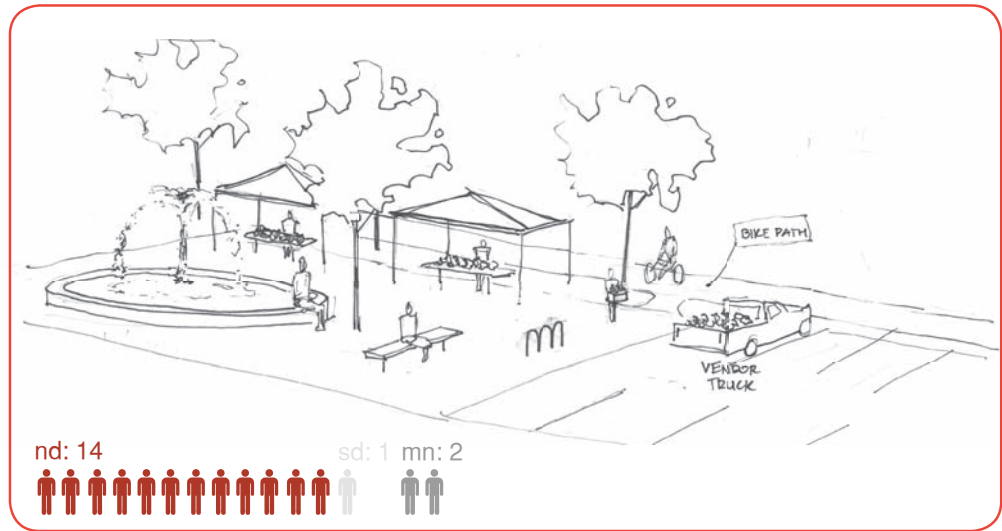
Vendors that responded believe that farmers markets should be either in a downtown, or in a suburban location.

VENDOR PREFERENCES

IF A VENDORS WERE CUSTOMERS, WHAT TYPE OF ENVIRONMENT WOULD THEY PREFER?



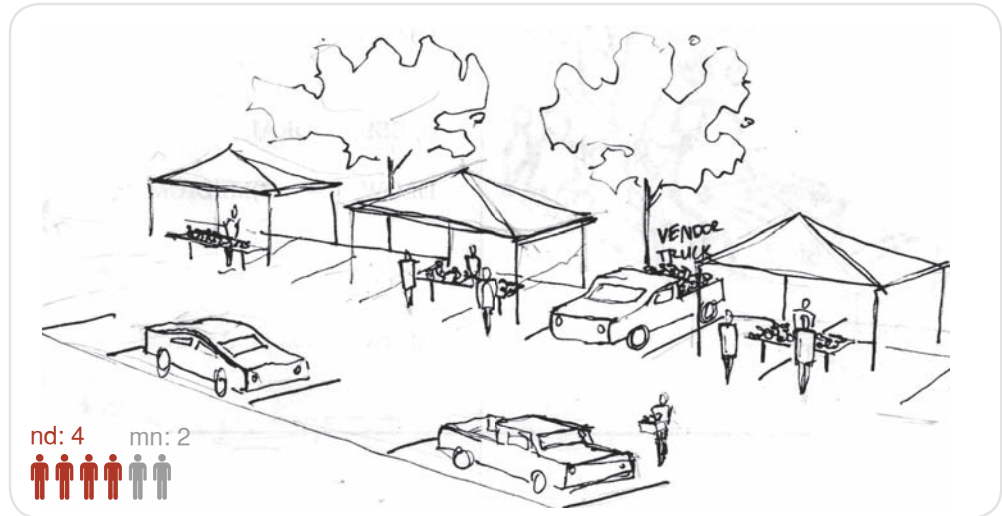
Permanent Outdoor Market (28 vendors)
1st Preference



Outdoor Public Space (17 vendors)
2nd Preference



Permanent Indoor Market (7 vendors)
3rd Preference



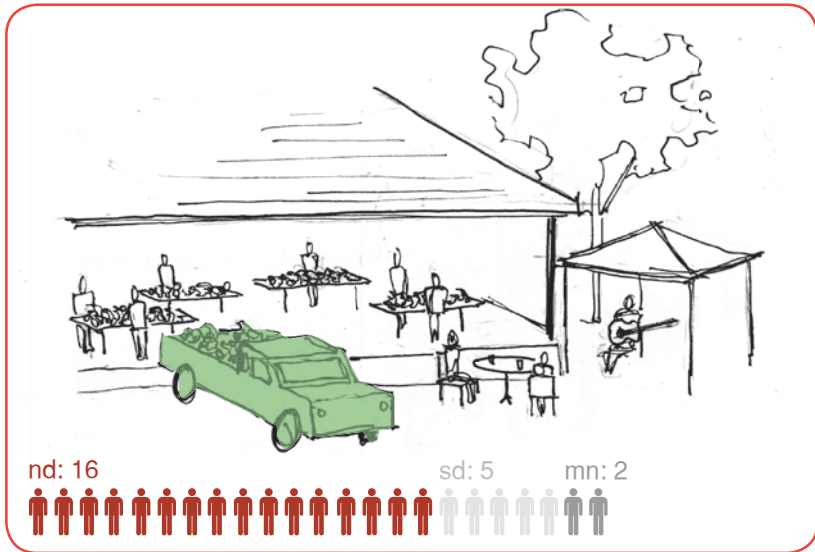
Temporary Outdoor Market (6 vendors)
4th Preference

Results:

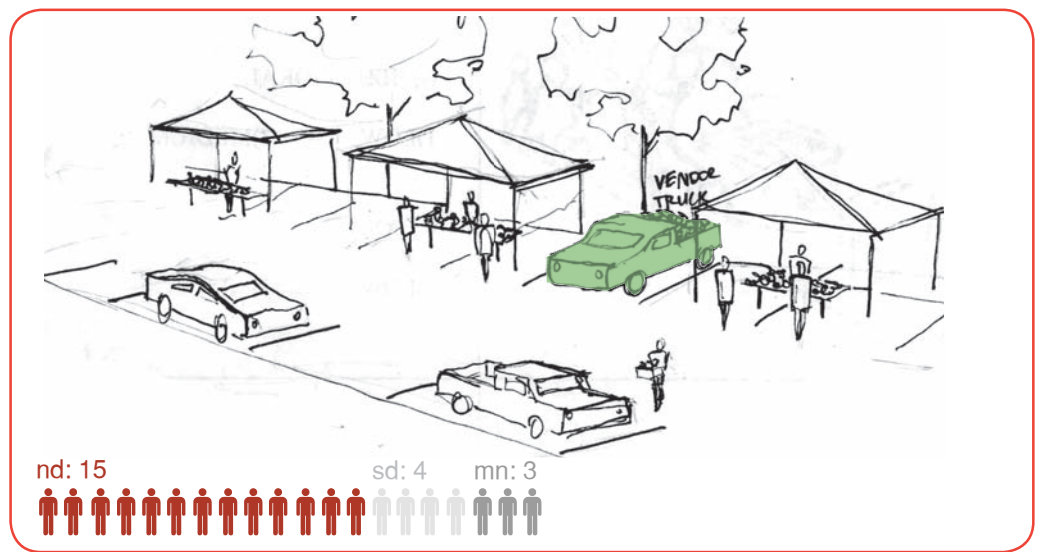
If vendors were customers, the top two preferences were either a Permanent Outdoor Market, and Outdoor Public Space. Interesting fact is that most Fargo-Moorhead markets operate with a Temporary Outdoor Market set-up.

VENDOR PREFERENCES

WHAT TYPE OF PARKING DO YOU PREFER WHEN ACCESSING A MARKET.



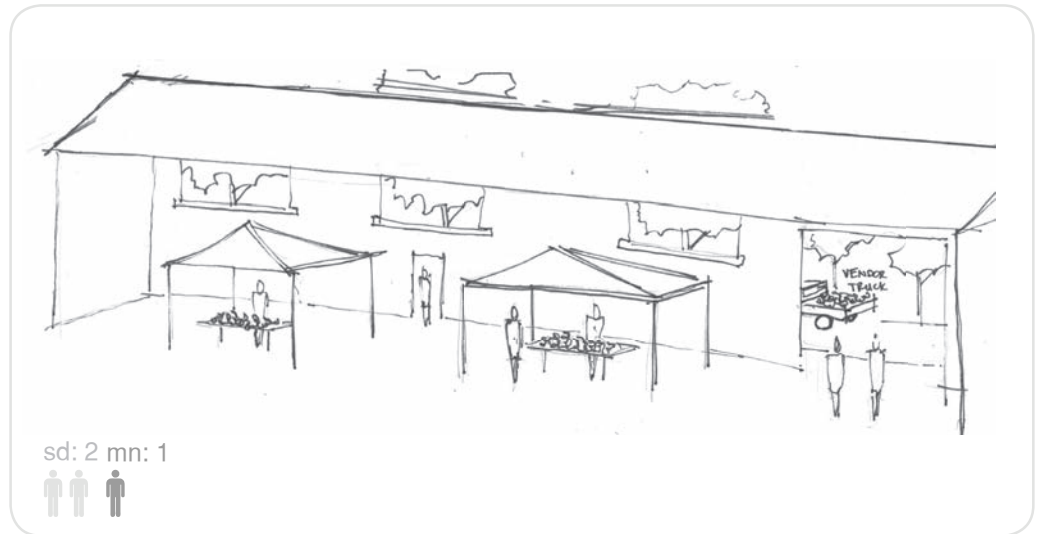
Parking in Front of Booth/Stand (23 vendors)
1st Preference



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



Parking in adjacent parking lot (7 vendors)
3rd Preference



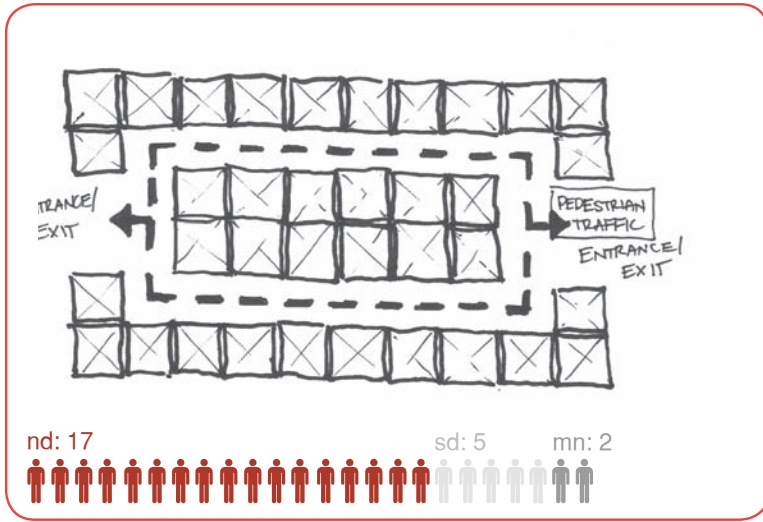
Parking on Adjacent Street (3 vendors)
4th Preference

Results:

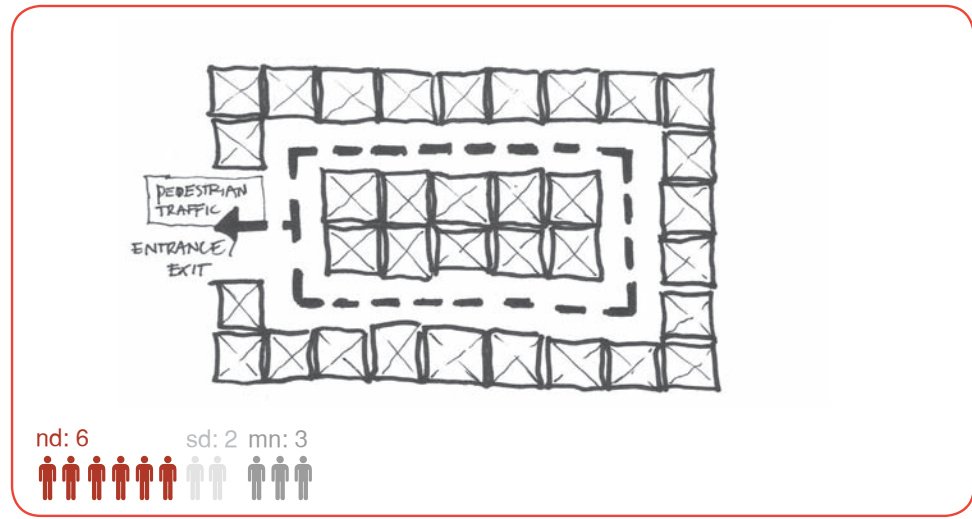
Vendors prefer parking as close to their booths as they can. Makes sense.

VENDOR PREFERENCES

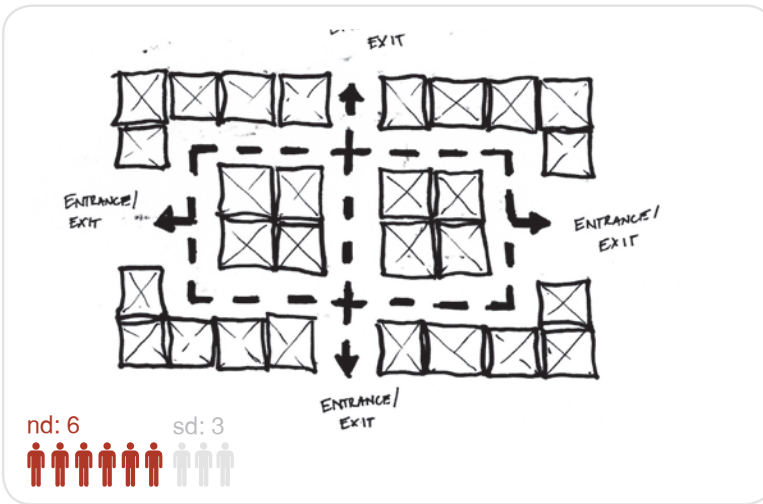
WHAT ARE VENDORS PREFERRED BOOTH ARRANGEMENTS?



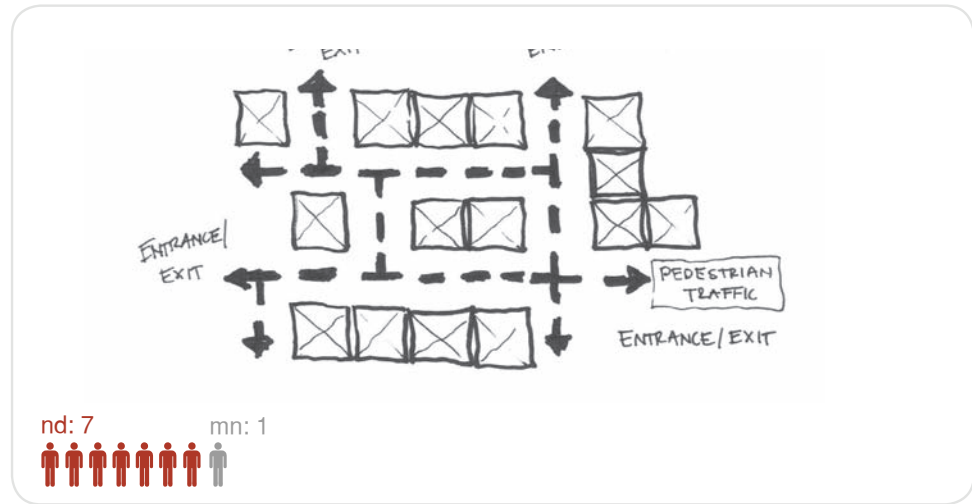
Semi-Controlled Booth Arrangement (24 vendors)
1st Preference



Very Controlled Booth Arrangement (11 vendors)
2nd Preference



Little Controlled Booth Arrangement (9 vendors)
3rd Preference



No Control Booth Arrangement (8 vendors)
4th Preference

Results:

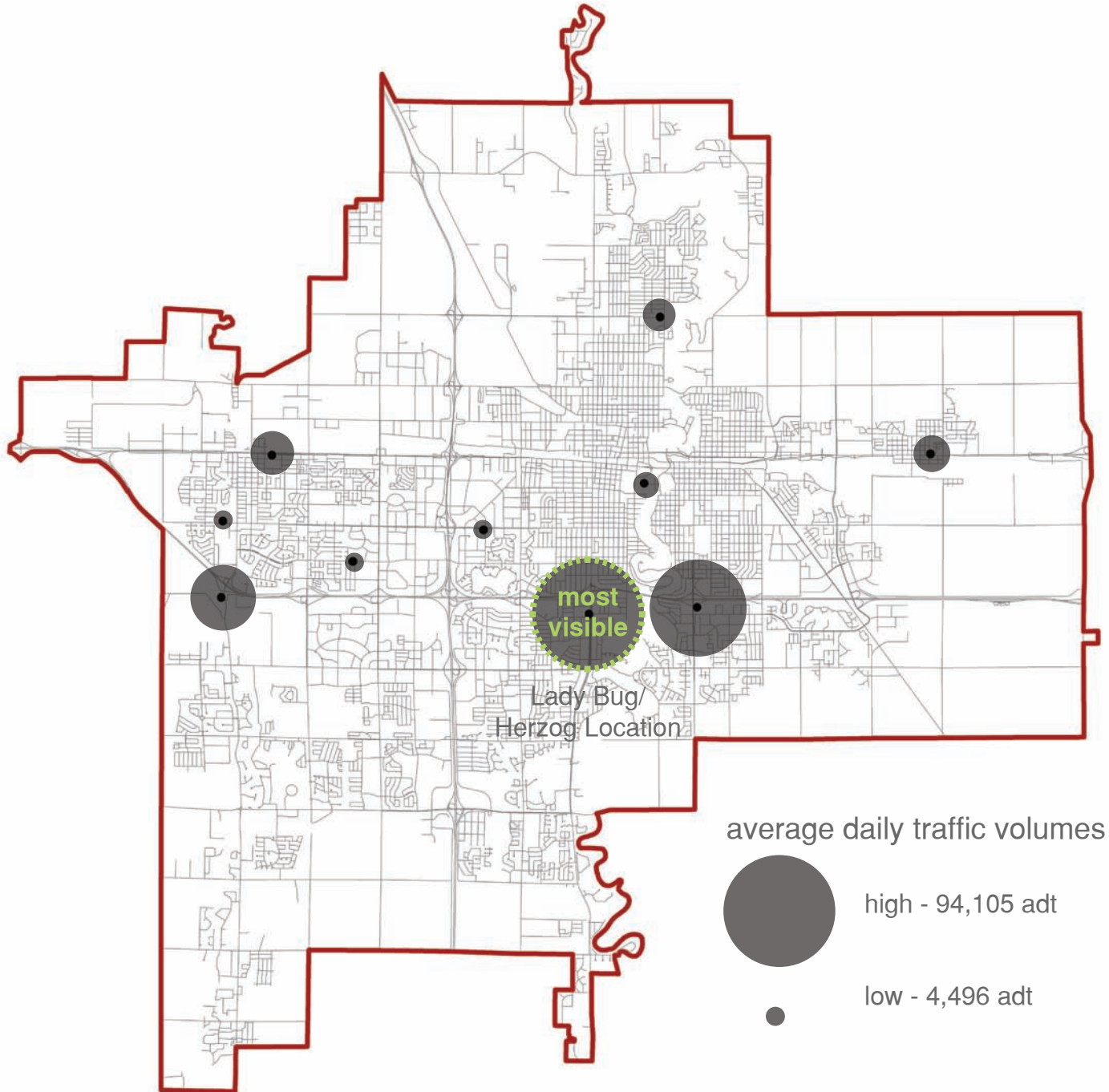
Vendors that responded felt that it is necessary to have some control of pedestrian circulation through the way their booths are arranged.

Determining a Strategic Location:

Using GIS to evaluate the opportunities and constraints of each of the existing farmer's market locations and produce stands.

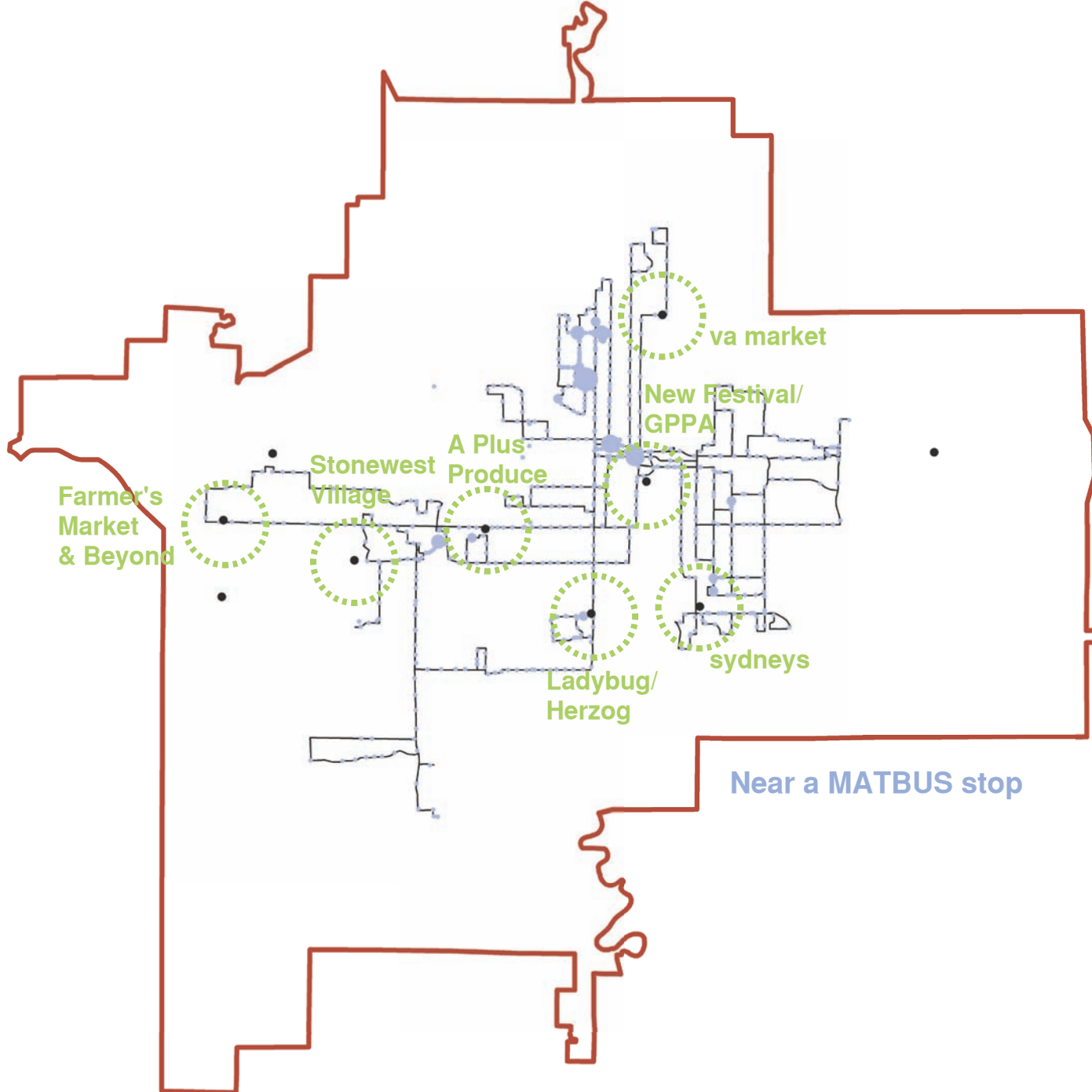
METROPOLITAN OVERVIEW: DETERMINING A STRATEGIC LOCATION

USING GIS TO IDENTIFY THE SOCIAL AND PHYSICAL OPPORTUNITIES OF EACH EXISTING MARKET AND PRODUCE STAND.



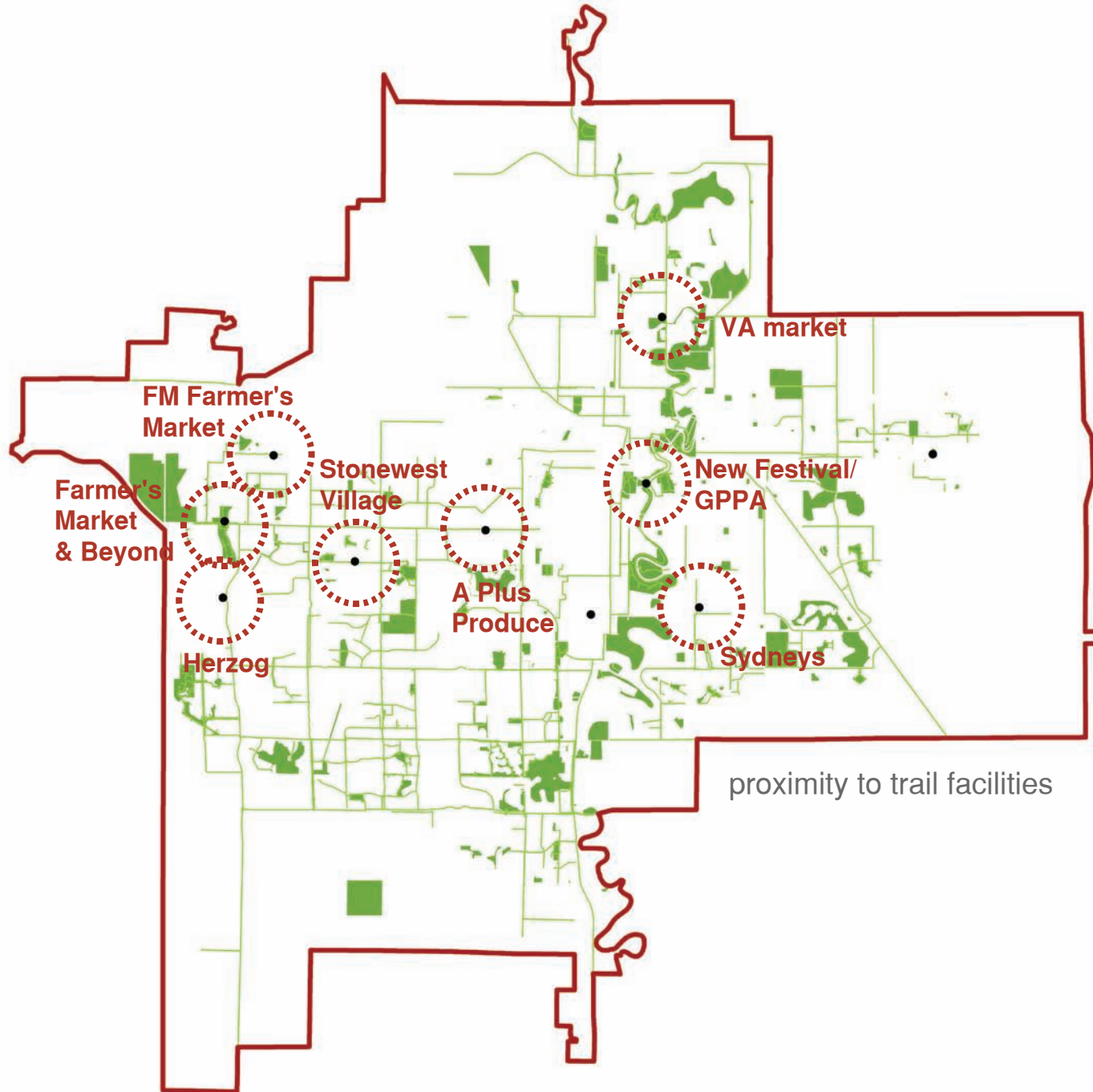
METROPOLITAN OVERVIEW: DETERMINING A STRATEGIC LOCATION

USING GIS TO IDENTIFY THE SOCIAL AND PHYSICAL OPPORTUNITIES OF EACH EXISTING MARKET AND PRODUCE STAND.



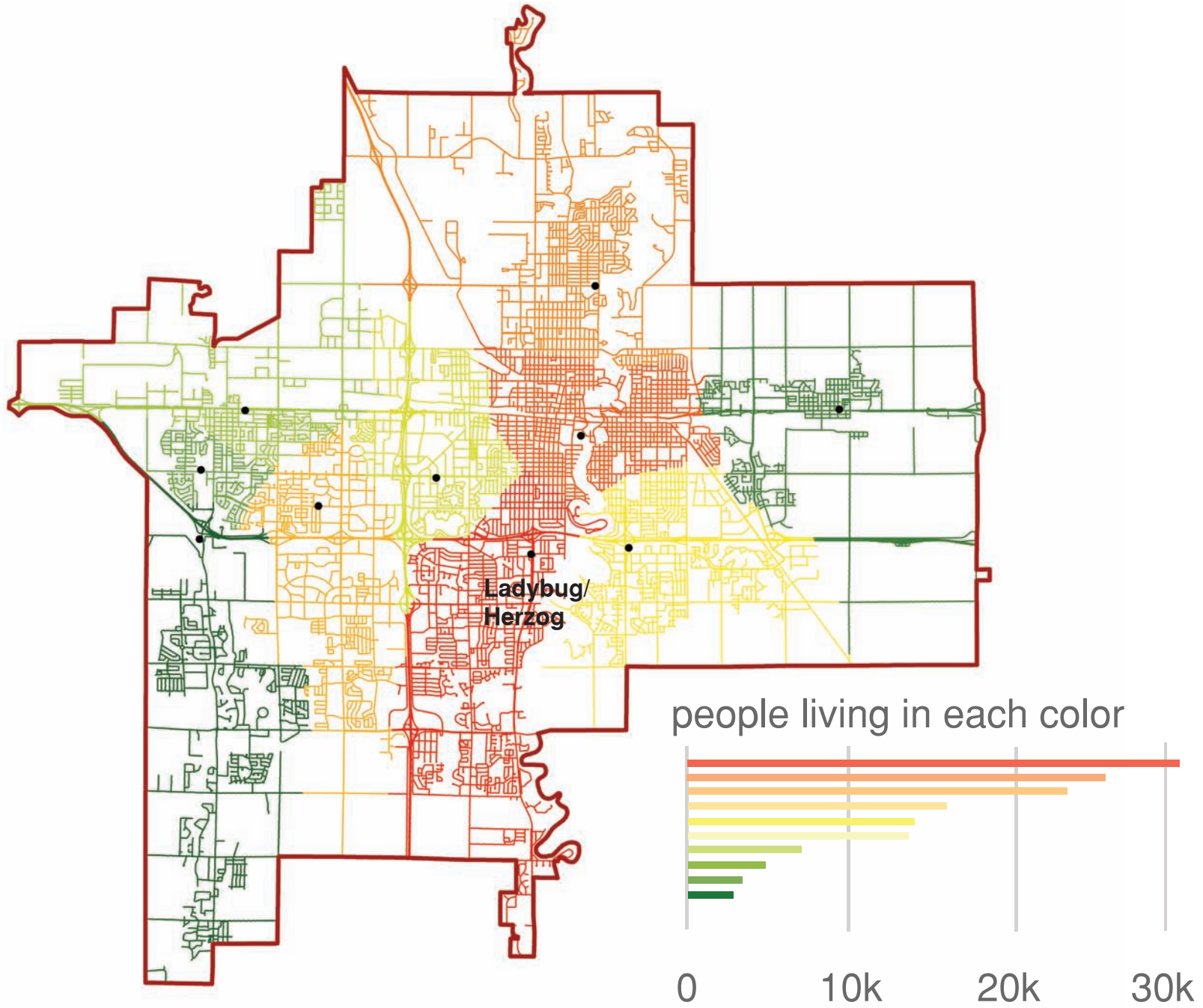
METROPOLITAN OVERVIEW: DETERMINING A STRATEGIC LOCATION

USING GIS TO IDENTIFY THE SOCIAL AND PHYSICAL OPPORTUNITIES OF EACH EXISTING MARKET AND PRODUCE STAND.



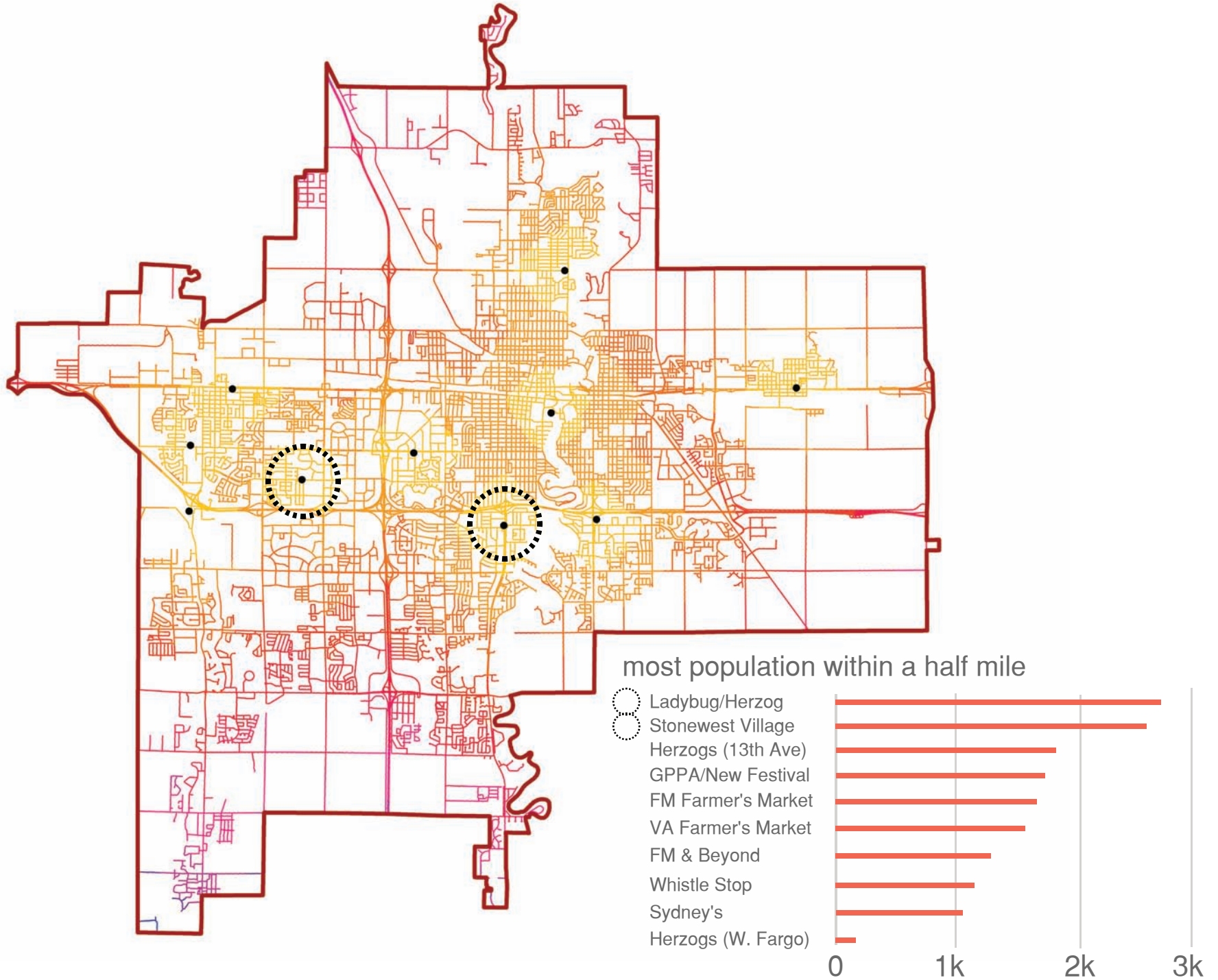
METROPOLITAN OVERVIEW: DETERMINING A STRATEGIC LOCATION

USING GIS TO IDENTIFY THE SOCIAL AND PHYSICAL OPPORTUNITIES OF EACH EXISTING MARKET AND PRODUCE STAND.



METROPOLITAN OVERVIEW: DETERMINING A STRATEGIC LOCATION

USING GIS TO IDENTIFY THE SOCIAL AND PHYSICAL OPPORTUNITIES OF EACH EXISTING MARKET AND PRODUCE STAND.



METROPOLITAN OVERVIEW: DETERMINING A STRATEGIC LOCATION

USING GIS TO IDENTIFY THE SOCIAL AND PHYSICAL OPPORTUNITIES OF EACH EXISTING MARKET AND PRODUCE STAND.



chosen study area:

- meets community wants
- aligns with vendor preferences
- most visible
- accessible to most amount of people w/in halfmile
- close to transit stop
- closest location to the most amount of people

CASE STUDY

THE MOST PERTINENT CASE STUDY RELATING TO THE CHOSEN SITE WOULD BE A MARKET OUTSIDE OF MILWAUKEE KNOWN AS WEST ALLIS FARMER'S MARKET. THEY HAVE CREATED A DESTINATION WITHOUT ANY SURROUNDING SUPPORTING BUSINESSES.



Highly visible, Contrasts Context



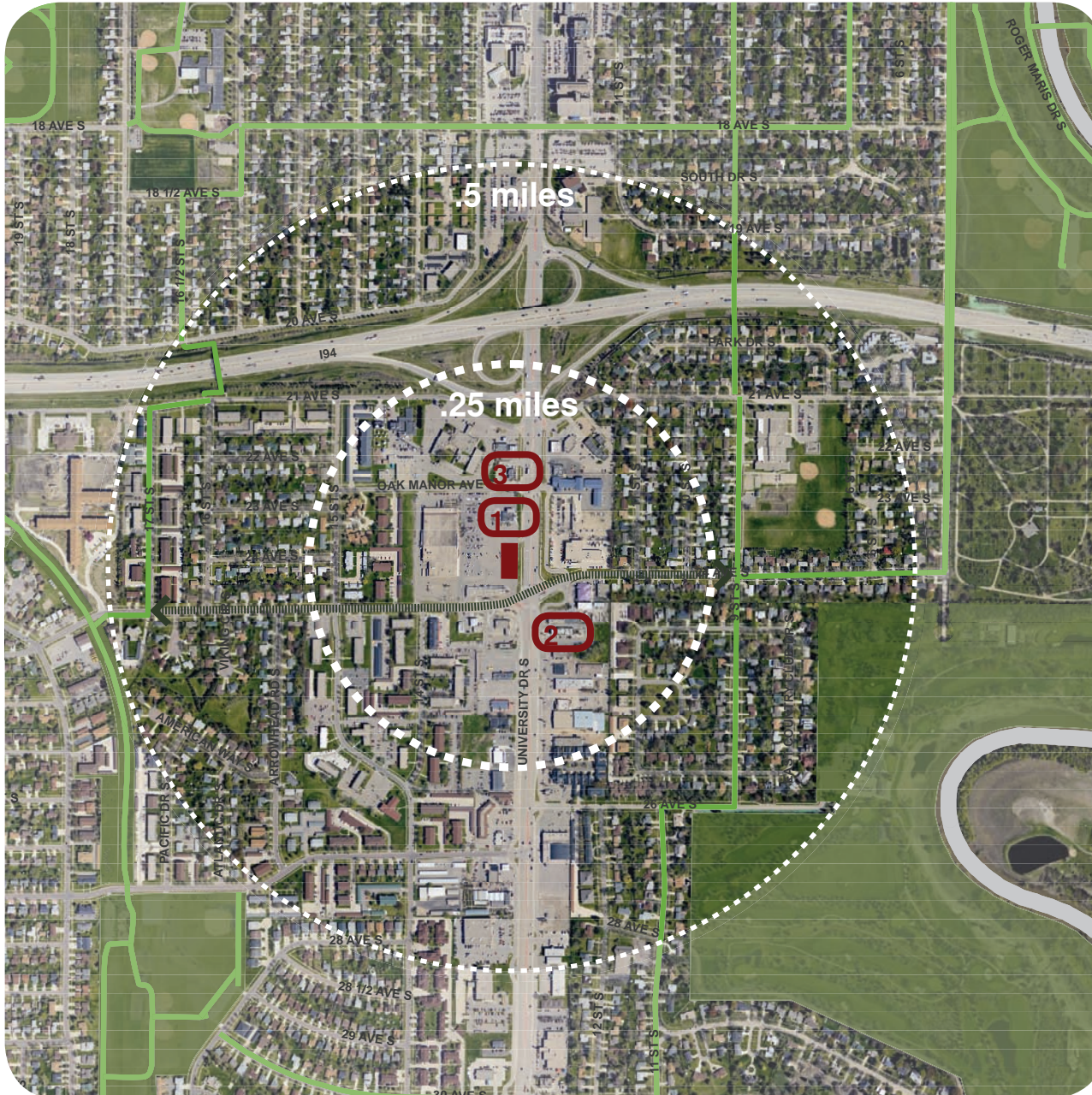
Summer Operation



Winter Scene

OPPORTUNITY CONTRAST

THIS SITE AND IMMEDIATE SURROUNDING CONTEXT LENDS ITSELF TO FAST FOOD CHAINS AND UNHEALTHY FOOD ALTERNATIVES. THIS SITE OFFERS A CONTRAST AND CHOICE FOR RESIDENTS IN THIS PART OF TOWN.



Burger King



McDonalds

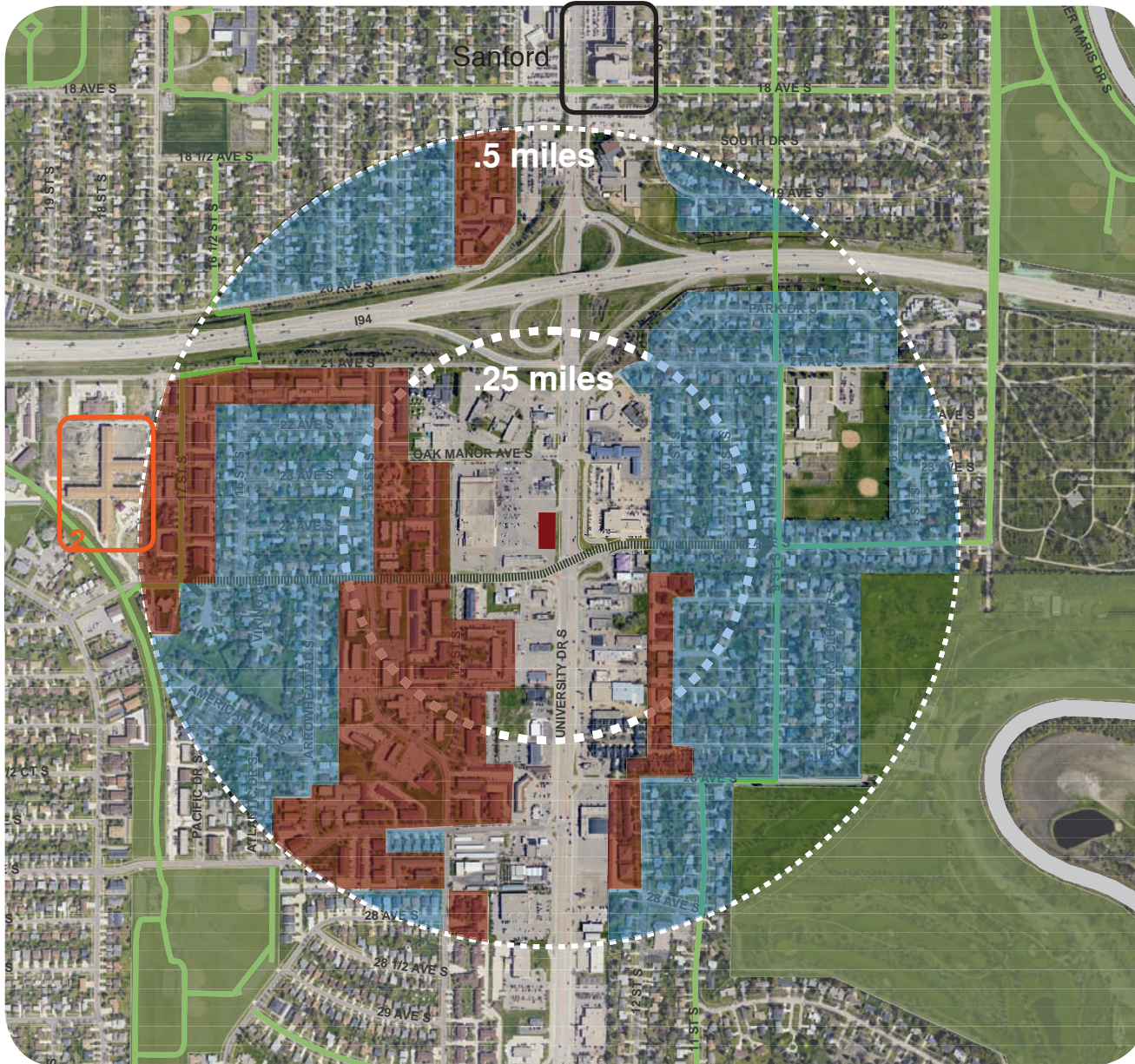


Taco Bell

OPPORTUNITY

DIVERSITY OF HOUSING TYPES AND ECONOMIC CLASSES

THE SITE IS DECEIVING BECAUSE OF THE STRIP OF COMMERCIAL DEVELOPMENT ALONG UNIVERSITY. IT IS ACTUALLY ENCOMPASSED BY AN ABUNDANCE OF SINGLE FAMILY AND MULTI FAMILY RESIDENTIAL AREAS.



Approximately 2,745 people live within a half-mile to the site



Multi-family housing



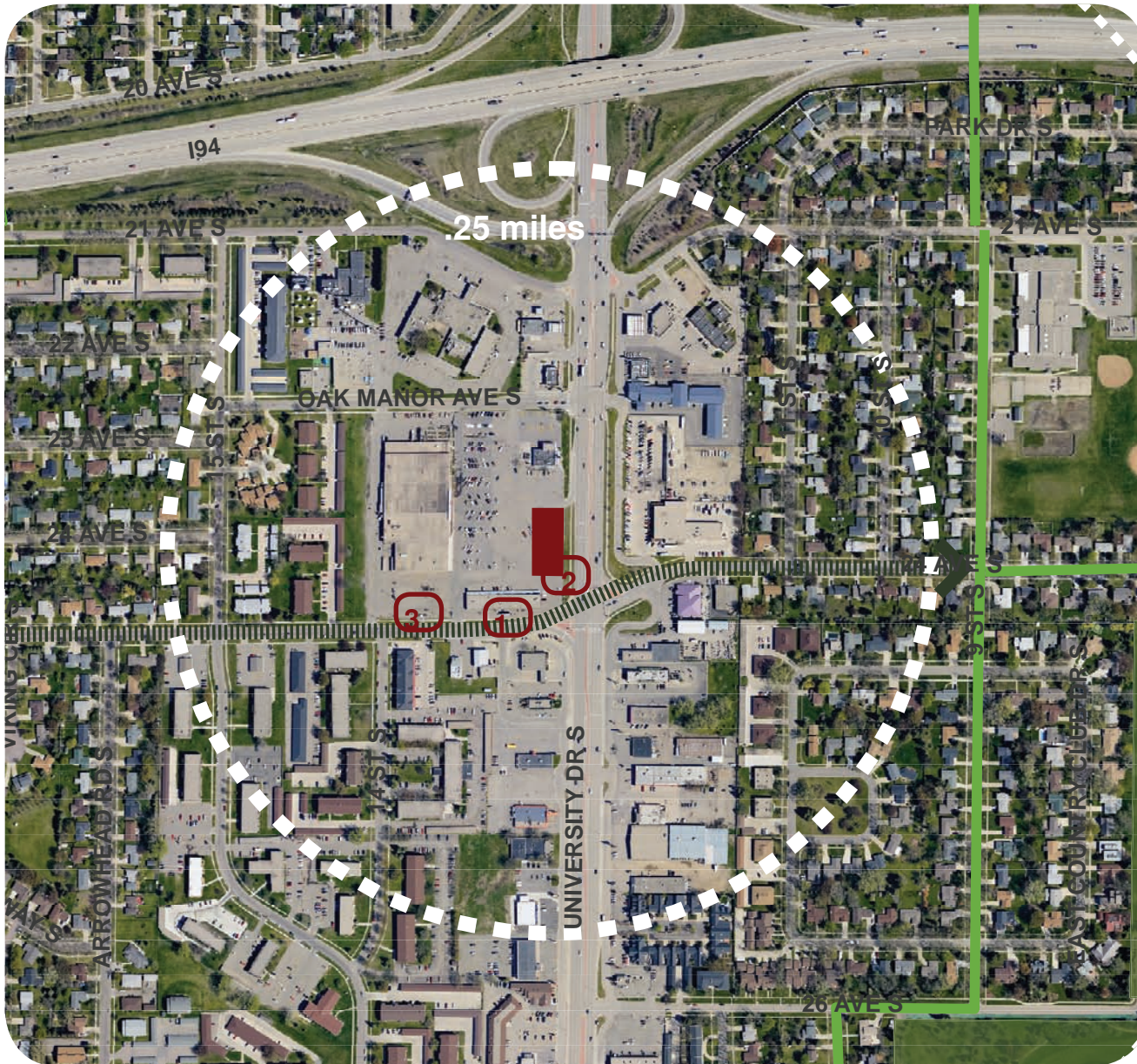
Retirement Community



Single family housing

OPPORTUNITY & CONSTRAINT UNIVERSITY DRIVE

IT IS BENEFICIAL TO GET THE VISIBILITY FROM UNIVERSITY DRIVE BUT IT IS ALSO DIFFICULT FOR PEDESTRIANS TO CROSS. LEVEL THE PLAYING FIELD BETWEEN VEHICLES AND PEDESTRIANS.



Existing sidewalk condition



Exposed/Void



Highly utilized transit stop

BUSINESS OWNERS

BUSINESS OWNER PERSPECTIVES ON CURRENT PRODUCE STAND OPERATION.

bottle barn liquors:

No issues with the current produce stands that set up in the summer.

They actually felt the stands have "benefitted business overall."

country hearth bread:

No comment on the positive or negative effect of the produce stands.

fm magazines

Owner enjoys the produce stands and mentioned it has no effect on his business. He did mention that vehicles travel at excessive speed through the parking lot.

check n go:

Employee mentioned he enjoys witnessing shoppers in the summer and stops occasionally himself.

smoke shop:

Recently moved into location so have not seen the produce stand operation in the summer months.

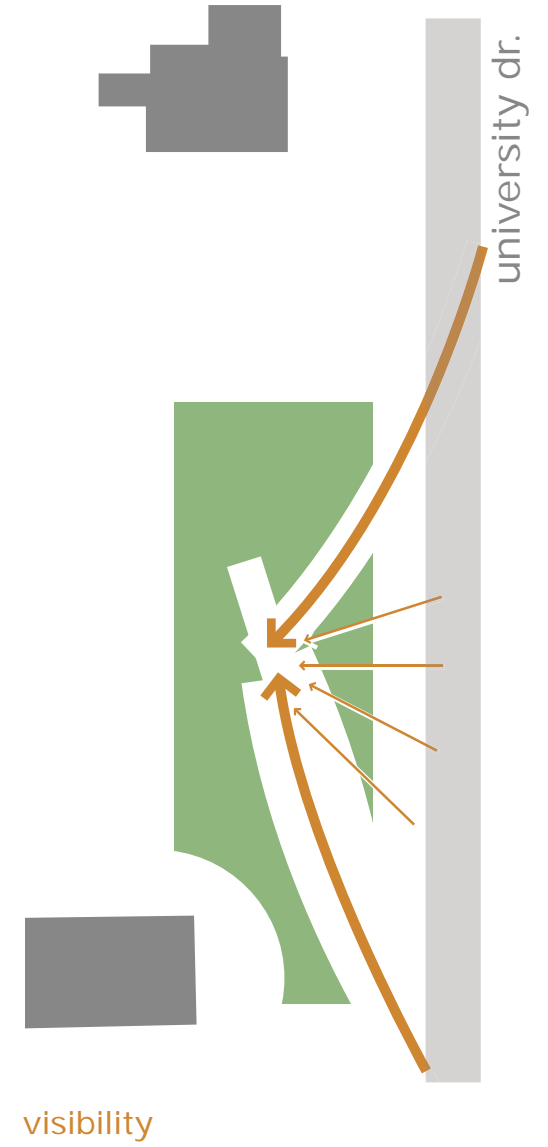
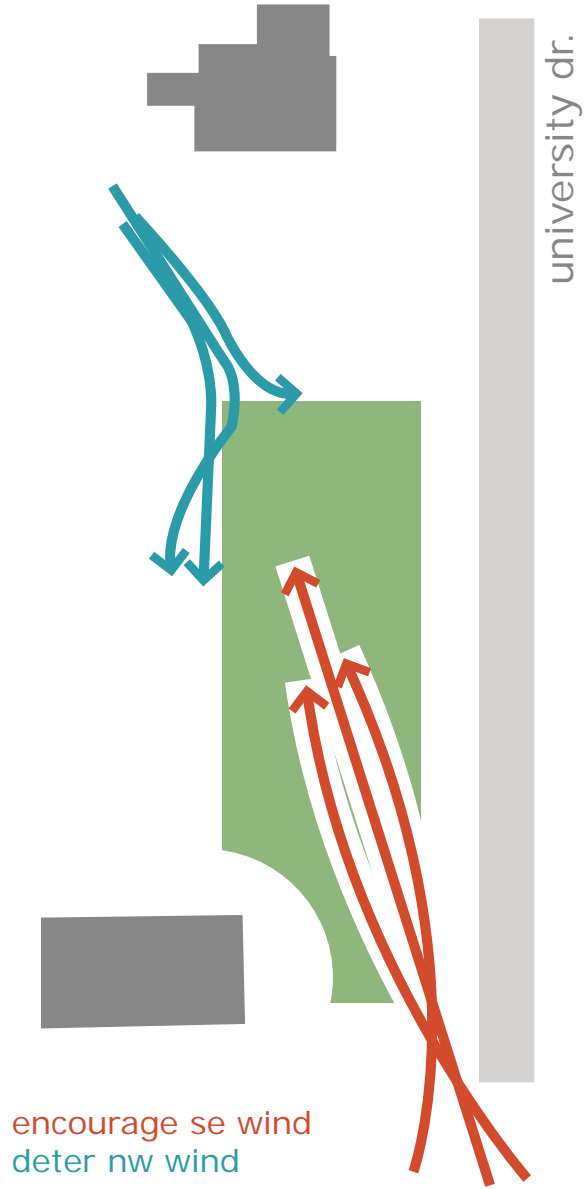
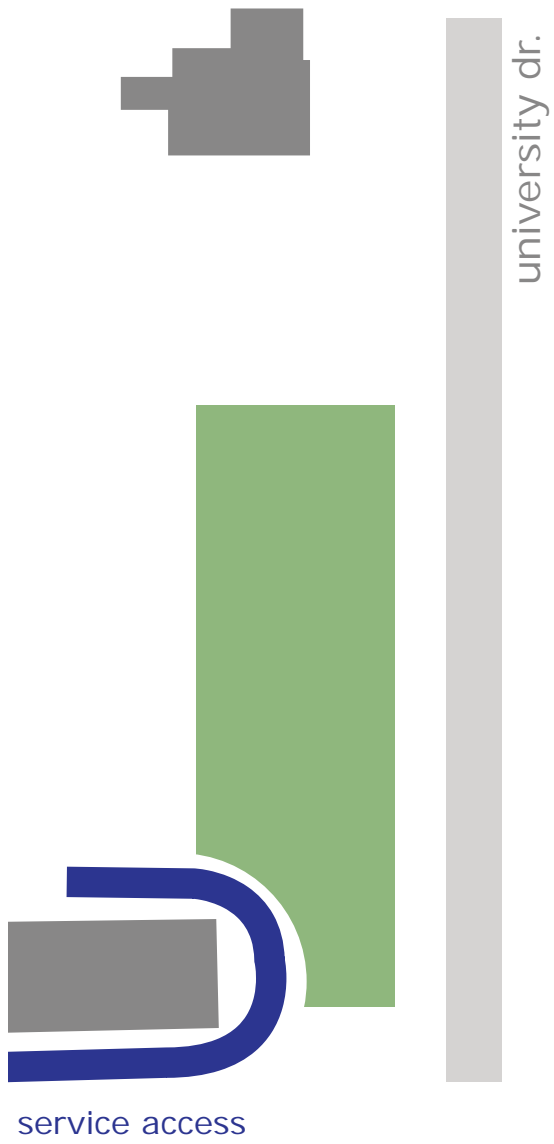


BLANK SLATE

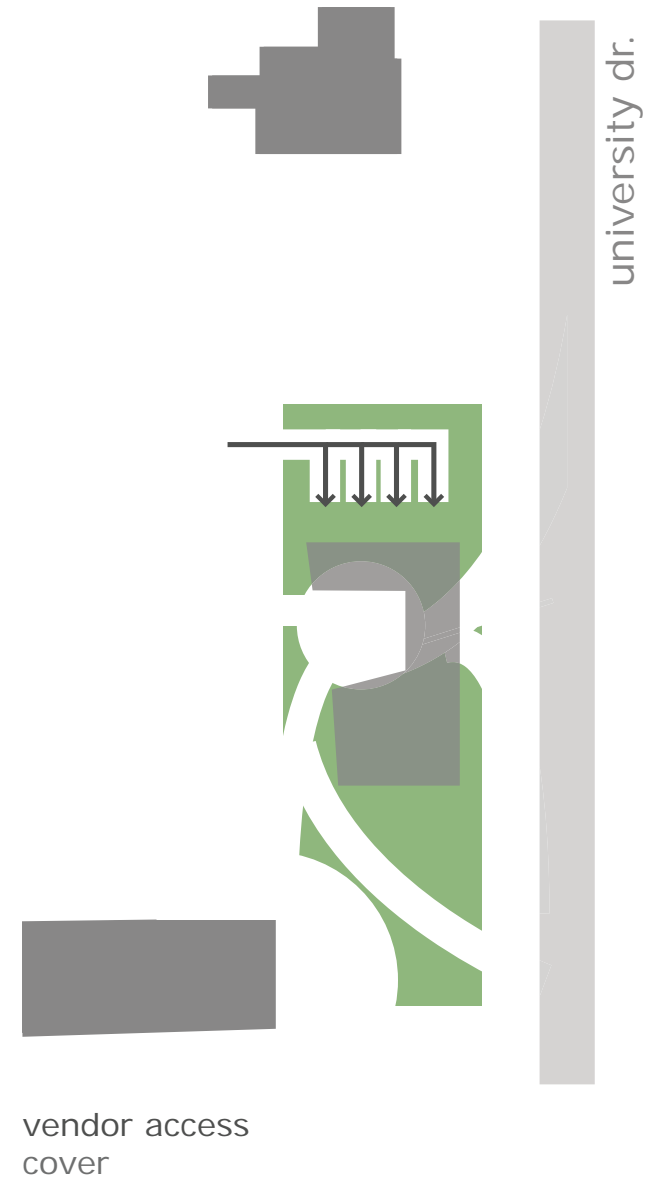
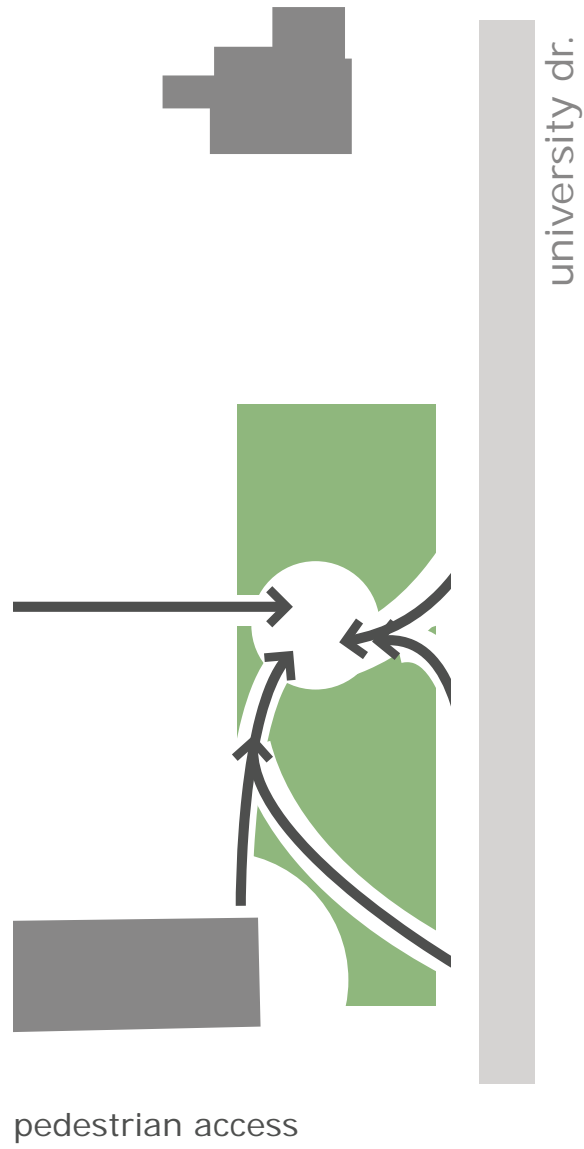
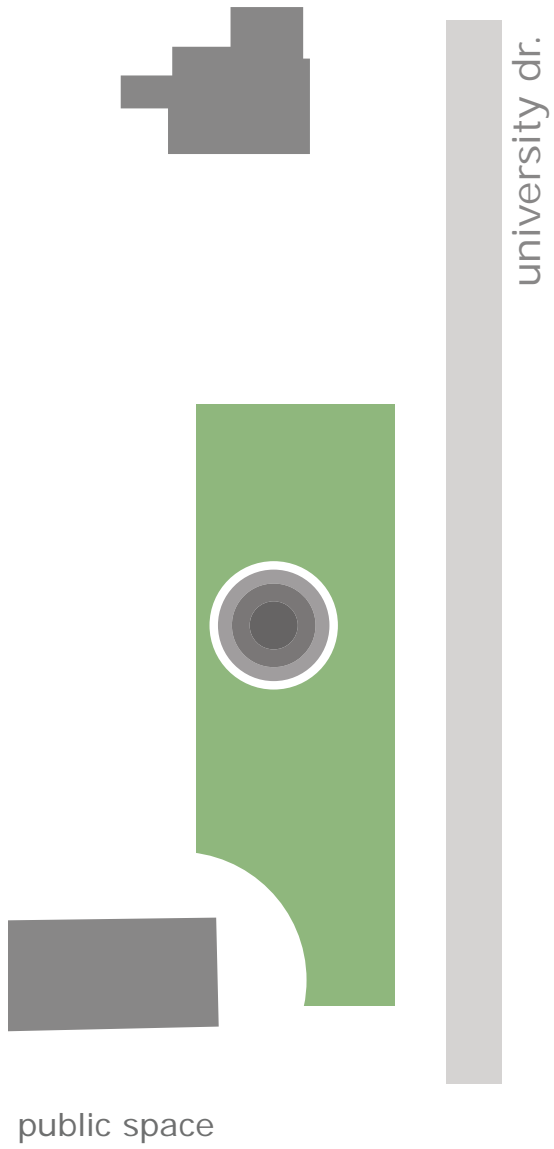
THE TWO TO COLORED AREAS ARE CURRENTLY FOR SALE. THE GREEN IS THE DEVELOPABLE AREA FOR PROPOSED MASTER PLAN.



PROCESS

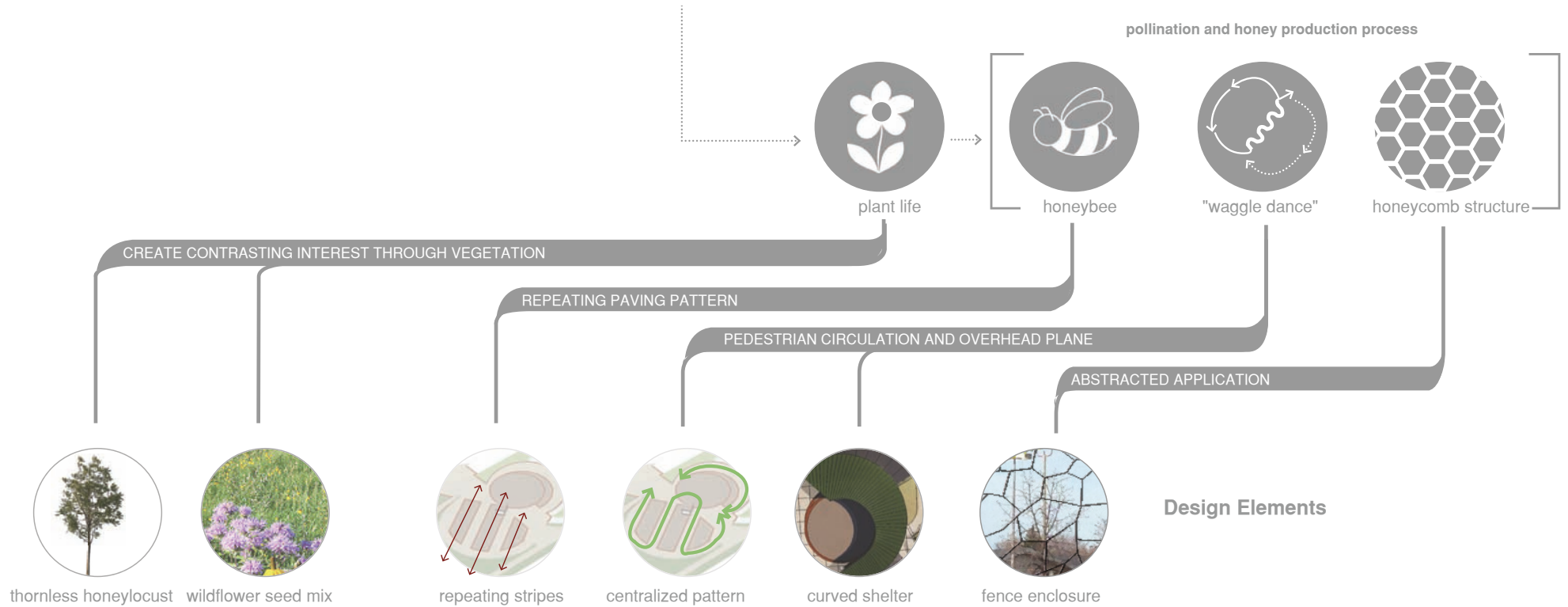


PROCESS

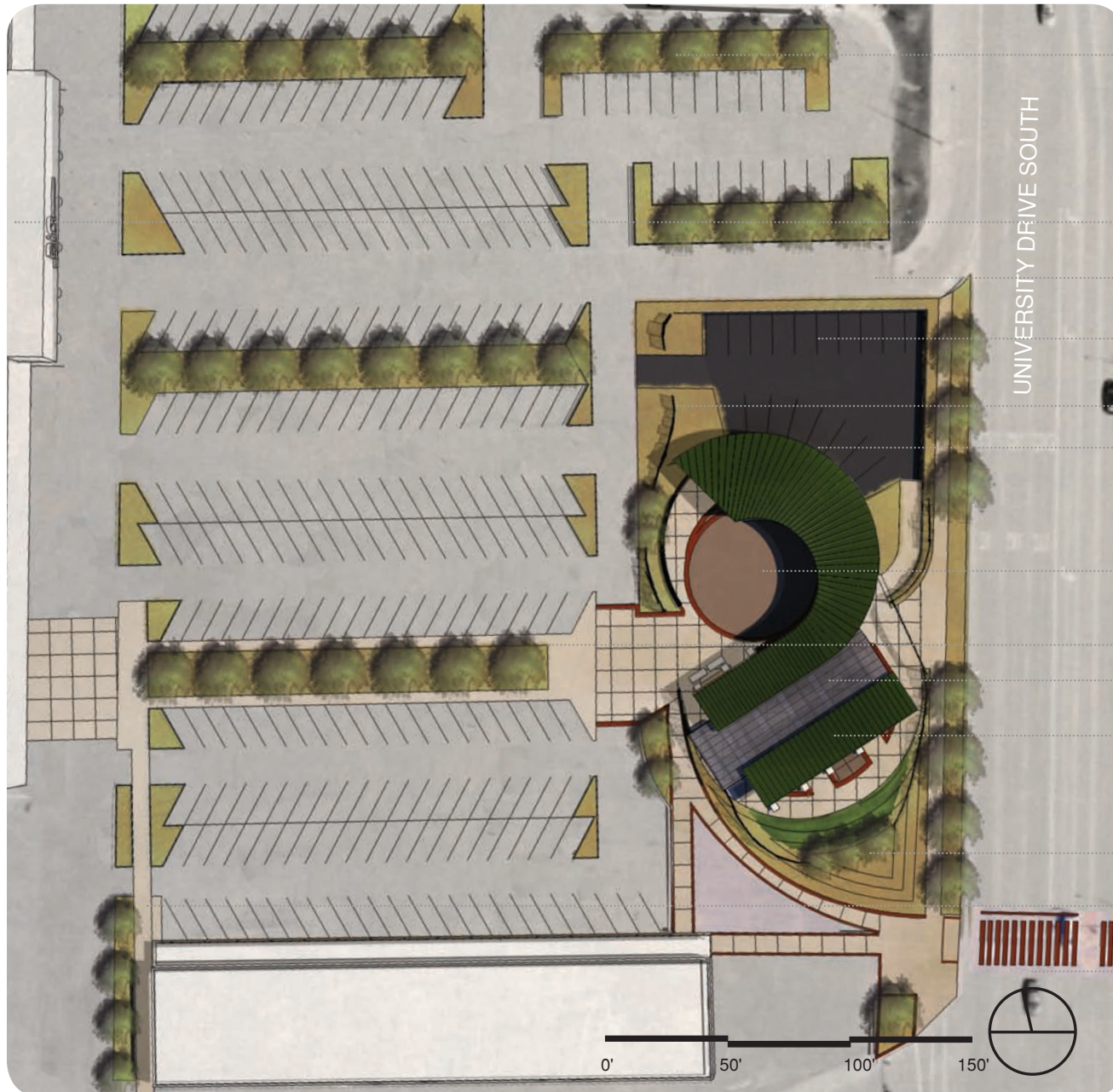


DESIGN INSPIRATION : "FRESH"

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



MASTERPLAN



◦ 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

◦ 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

MASTERPLAN

DISPLAYING THE MAJOR LAYERS OF THE SITE AND SOME OF THE MATERIALS USED.



flowering prairie mix



green tin roof



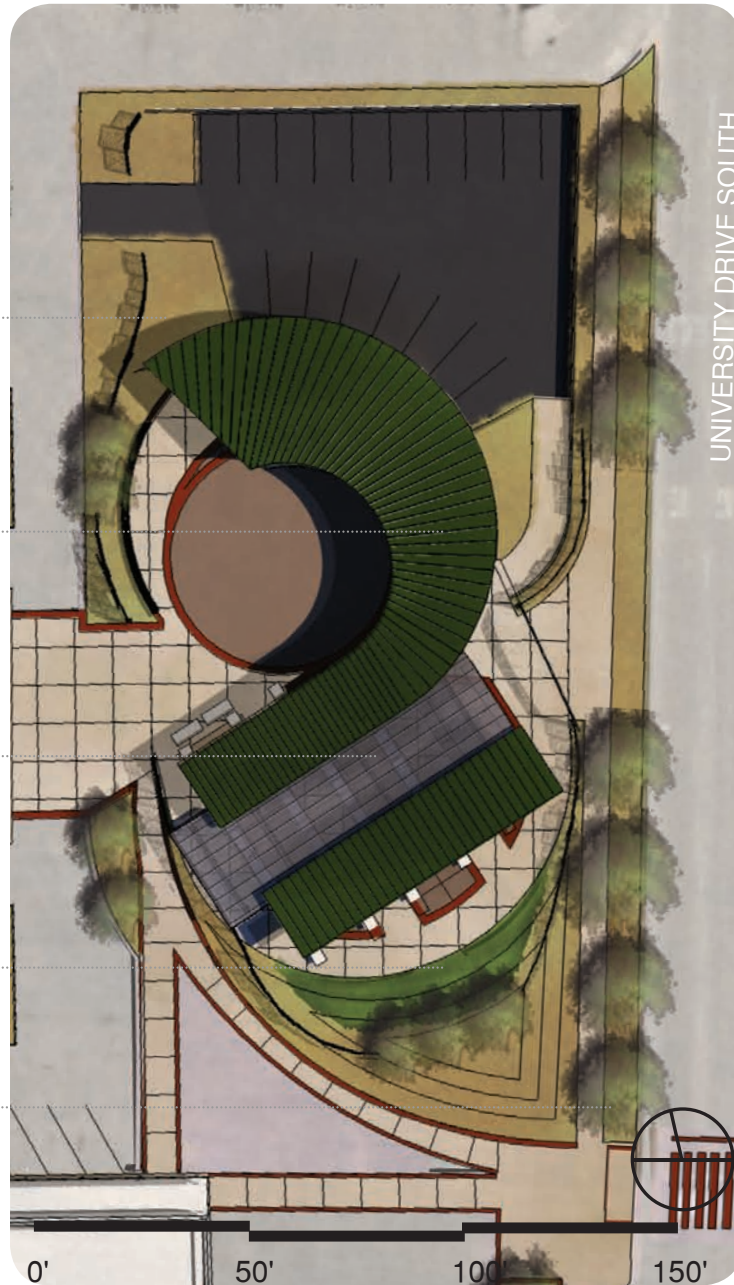
glass/permeable shelter



turf grass



honeylocust



UNIVERSITY DRIVE SOUTH



shelter roof



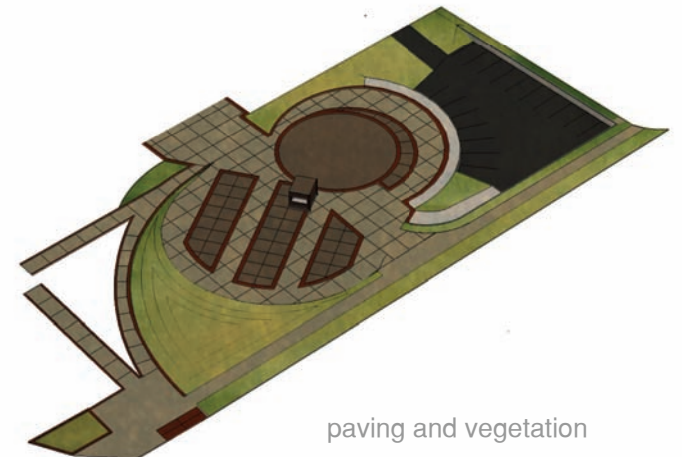
shelter framework



convertible shelter



decorative fence line



paving and vegetation

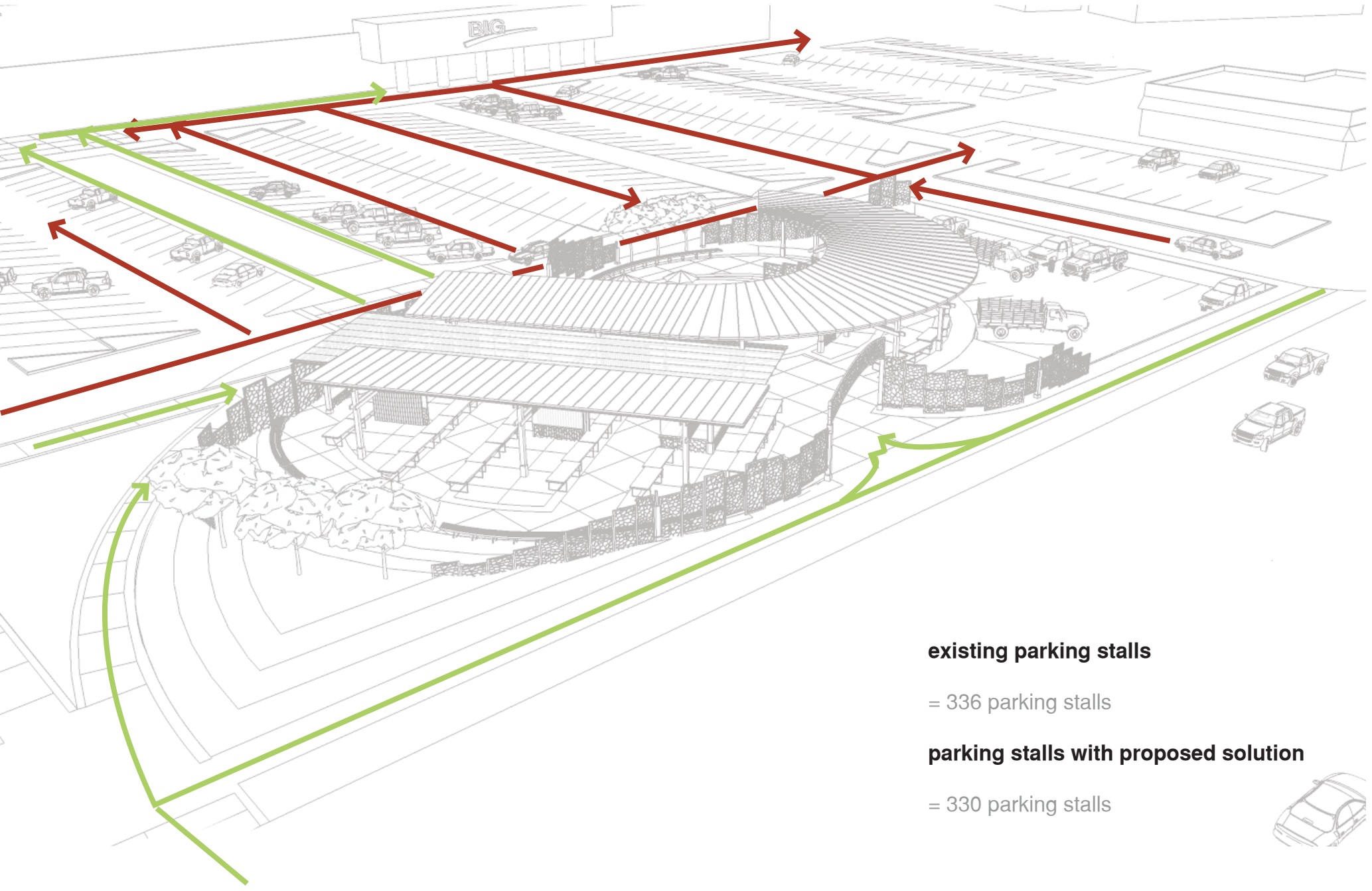
AERIAL VIEW

OVERALL VIEW OF THE MARKET, HOW IT FITS INTO THE IMMEDIATE CONTEXT, AND RELATIONSHIP TO GO2030.



POTENTIAL SITE CIRCULATION

THE SITE SOLUTION CREATES A SAFER WALKING ENVIRONMENT PROVIDES EQUALITY BETWEEN PEDESTRIANS BY CONNECTING FACADES OF EXISTING BUILDINGS, AND AUTOMOBILES WITHOUT SACRIFICING PARKING SPOTS.



existing parking stalls

= 336 parking stalls

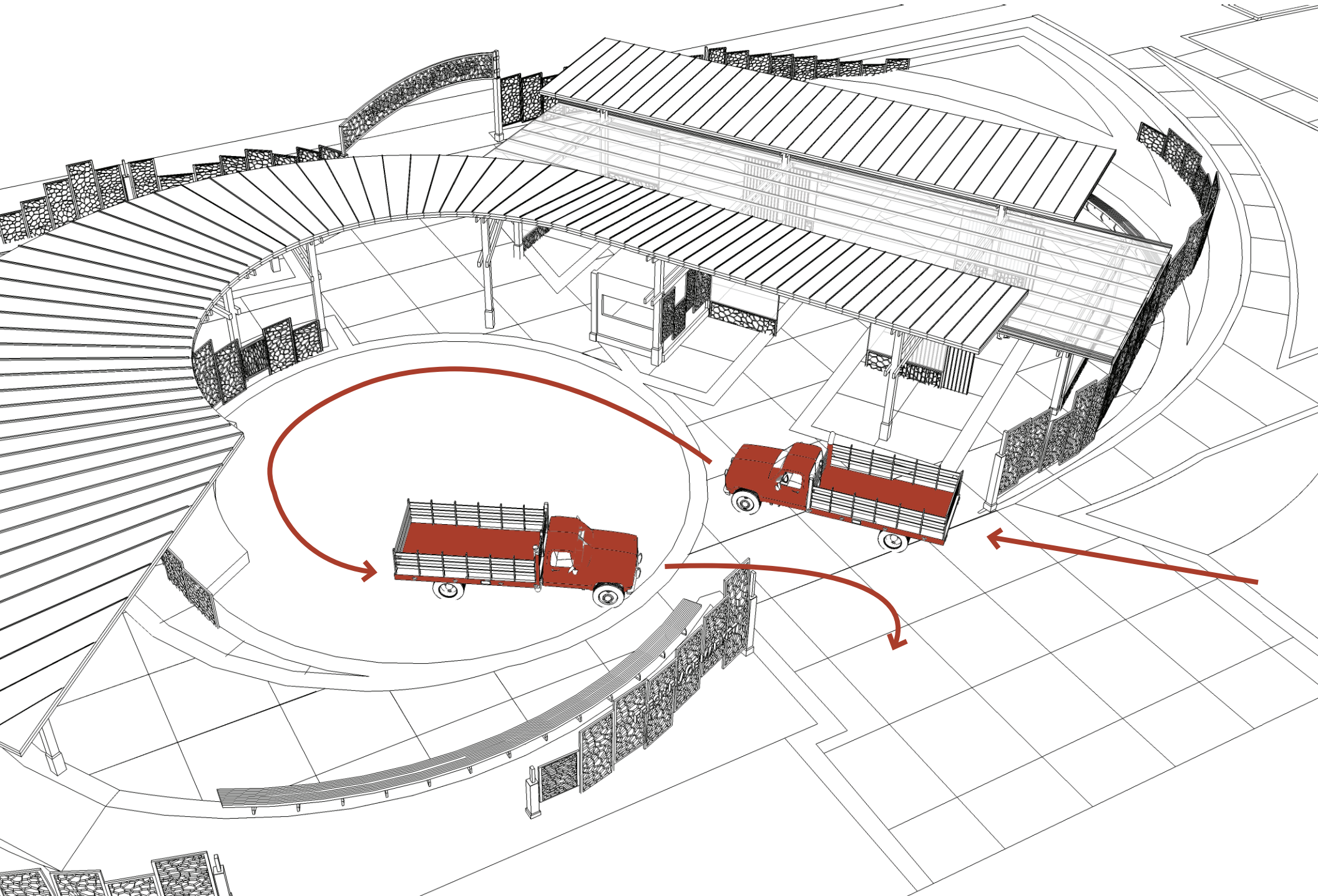
parking stalls with proposed solution

= 330 parking stalls



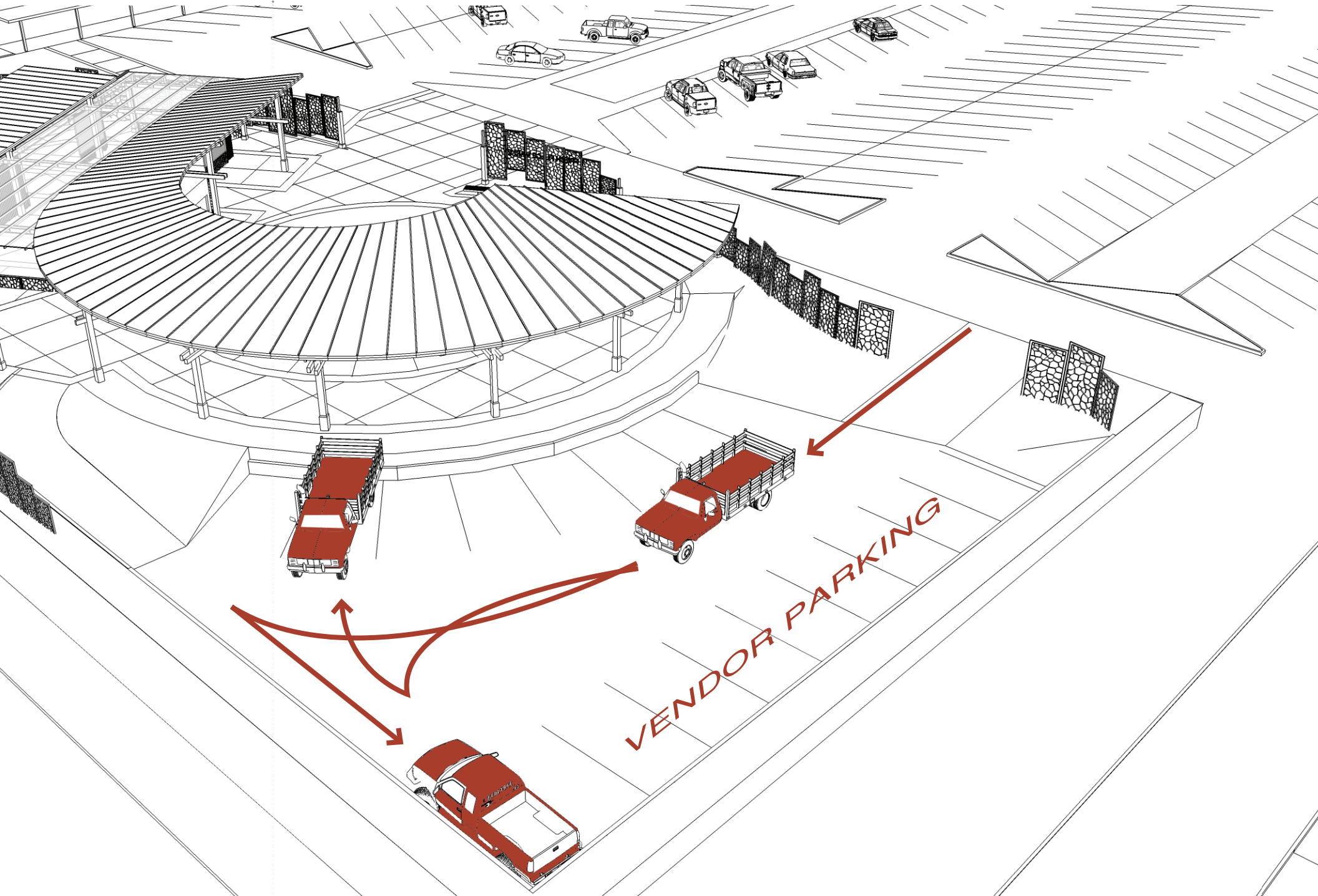
VENDOR ACCESS

ON MARKET DAYS, VENDORS CAN PULL INTO THE ROUND-ABOUT PUBLIC SPACE AREA AND IT CAN SERVE THEM AS A UNLOADING AREA SO THEY ARE CLOSER TO THEIR STAGING AREA.



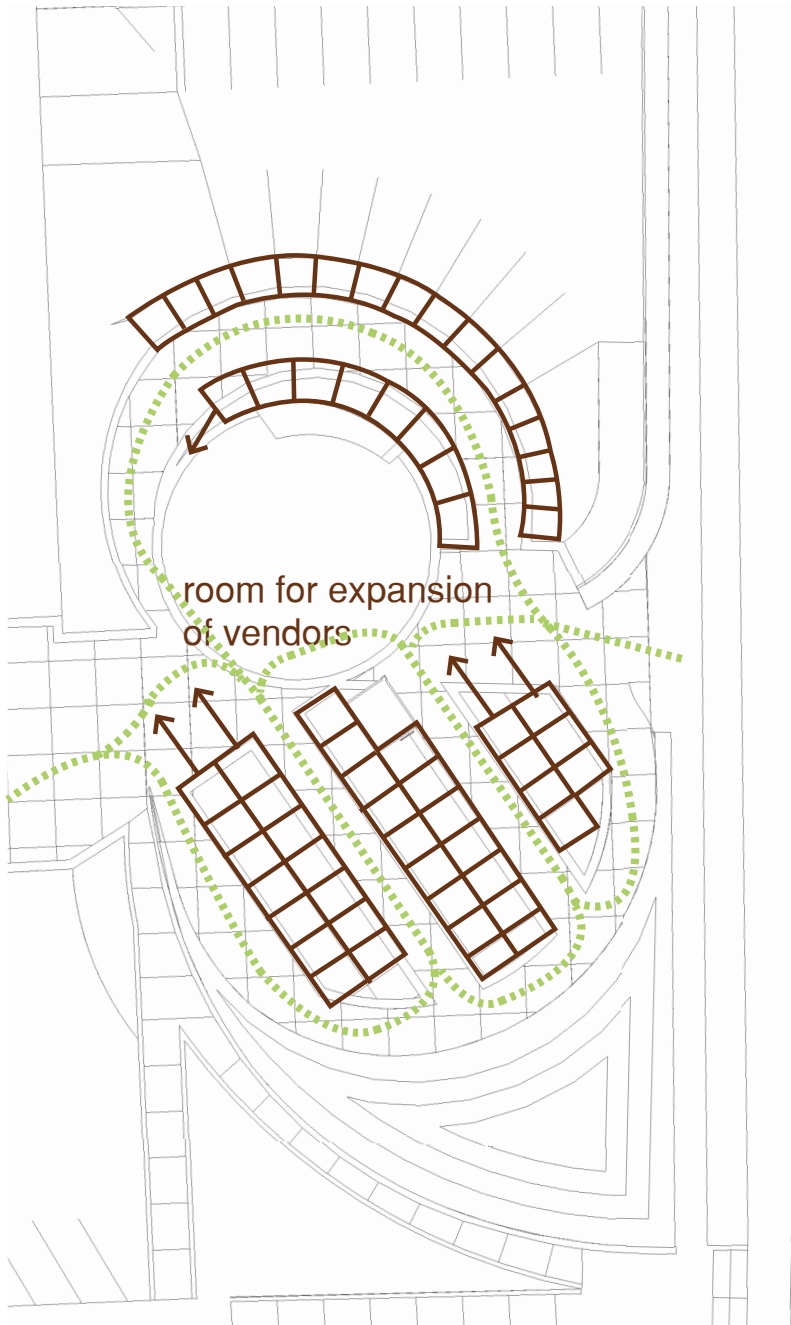
RESPONDING TO VENDOR ACCESS

VENDOR PARKING LOT WITH A FEW BACK IN STALLS AND ADDITIONAL SPOTS AWAY FROM CUSTOMER PARKING.

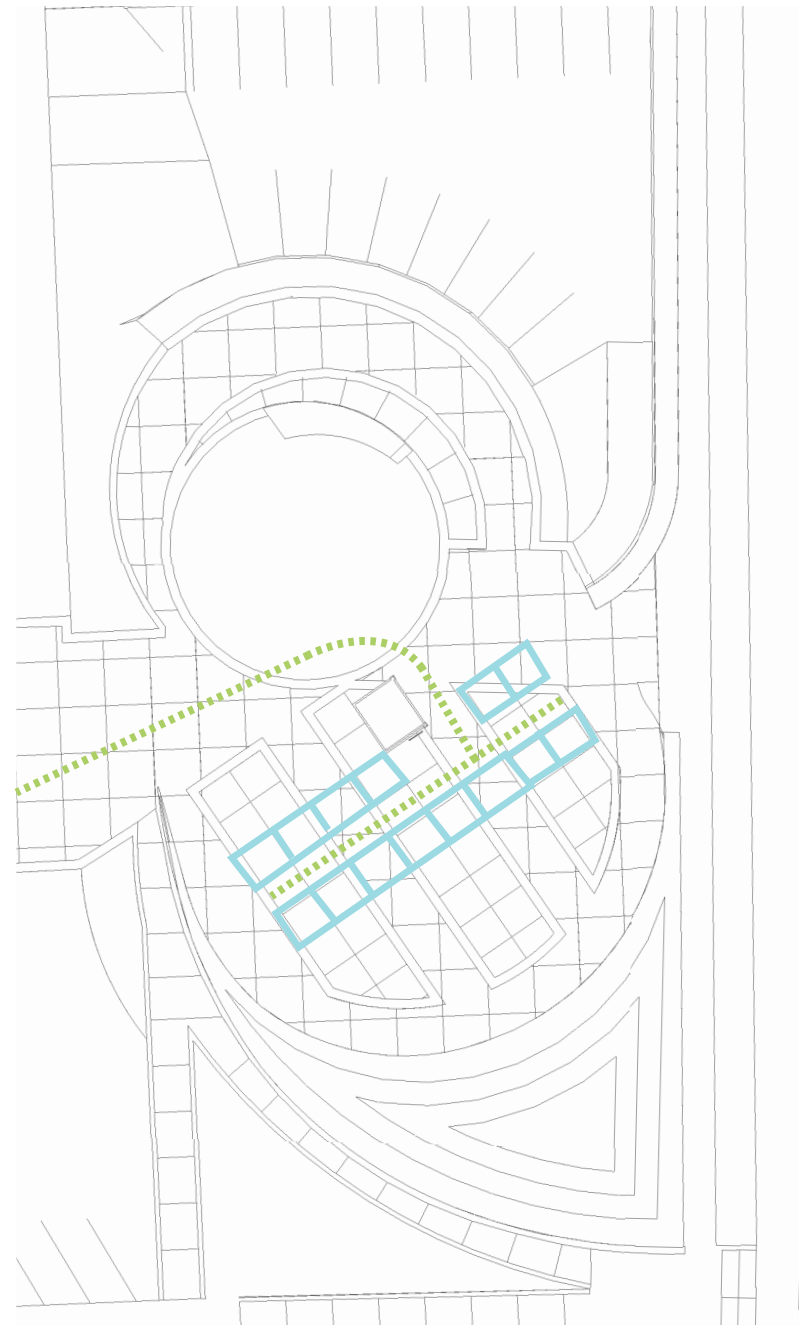


BOOTH ARRANGEMENT AND PED CIRCULATION

HERE ARE HOW THE BOOTHS WOULD BE TYPICALLY SET UP ON A MARKET DAY BETWEEN SUMMER AND WINTER.



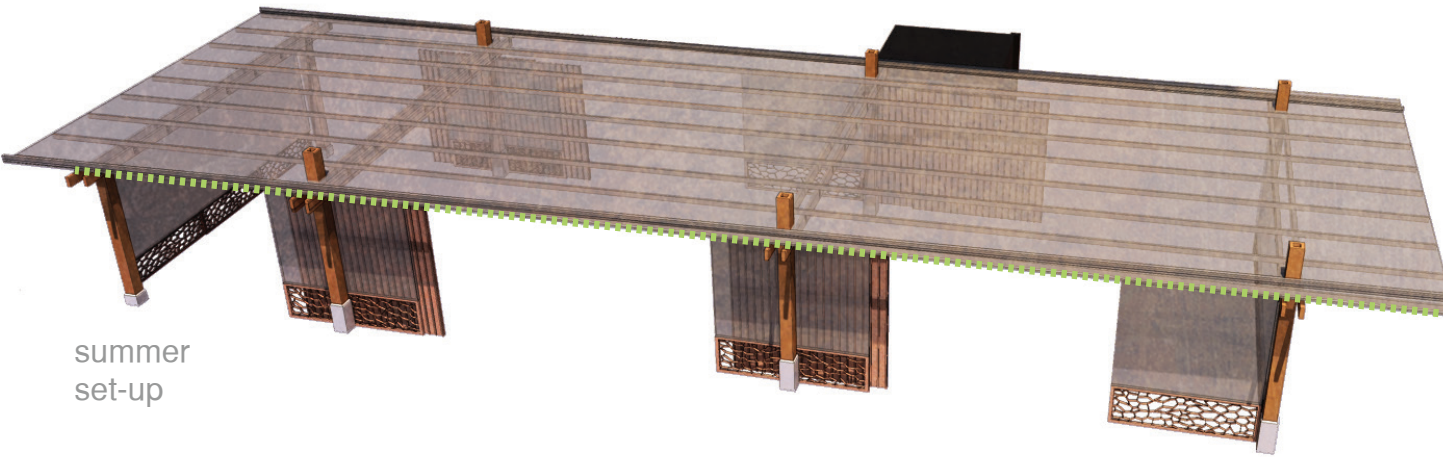
summer typical booth arrangement
60+ spaces



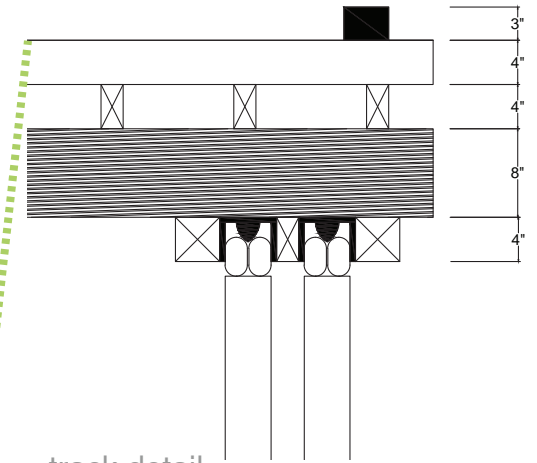
winter typical booth arrangement
14 spaces

GLASS SHELTER CONVERSION

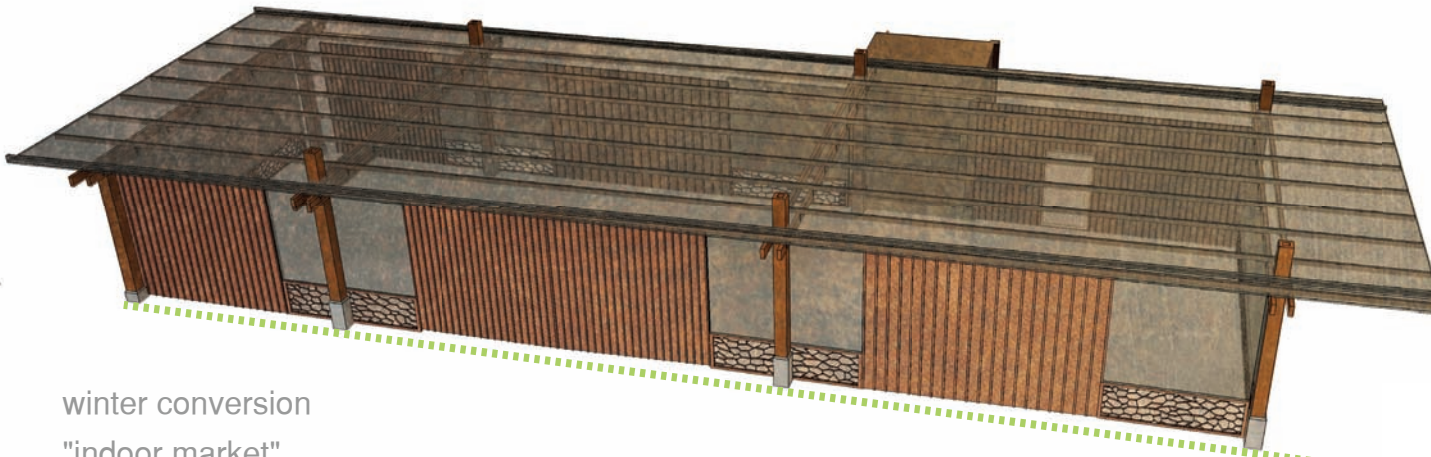
THE CENTER GLASS SHELTER HAS THE ABILITY TO CONVERT TO AN INDOOR SPACE FOR WINTER USE. THE INTENT IS THAT THIS WOULD ALLOW FOR YEAR ROUND MARKET SPACE, ENCOURAGE REGIONAL PRODUCERS TO GROW YEAR ROUND.



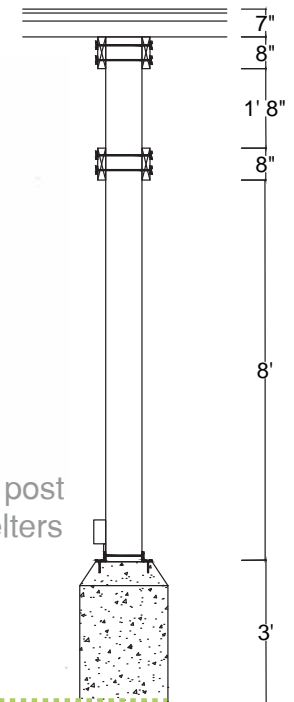
summer set-up



track detail for sliding panels



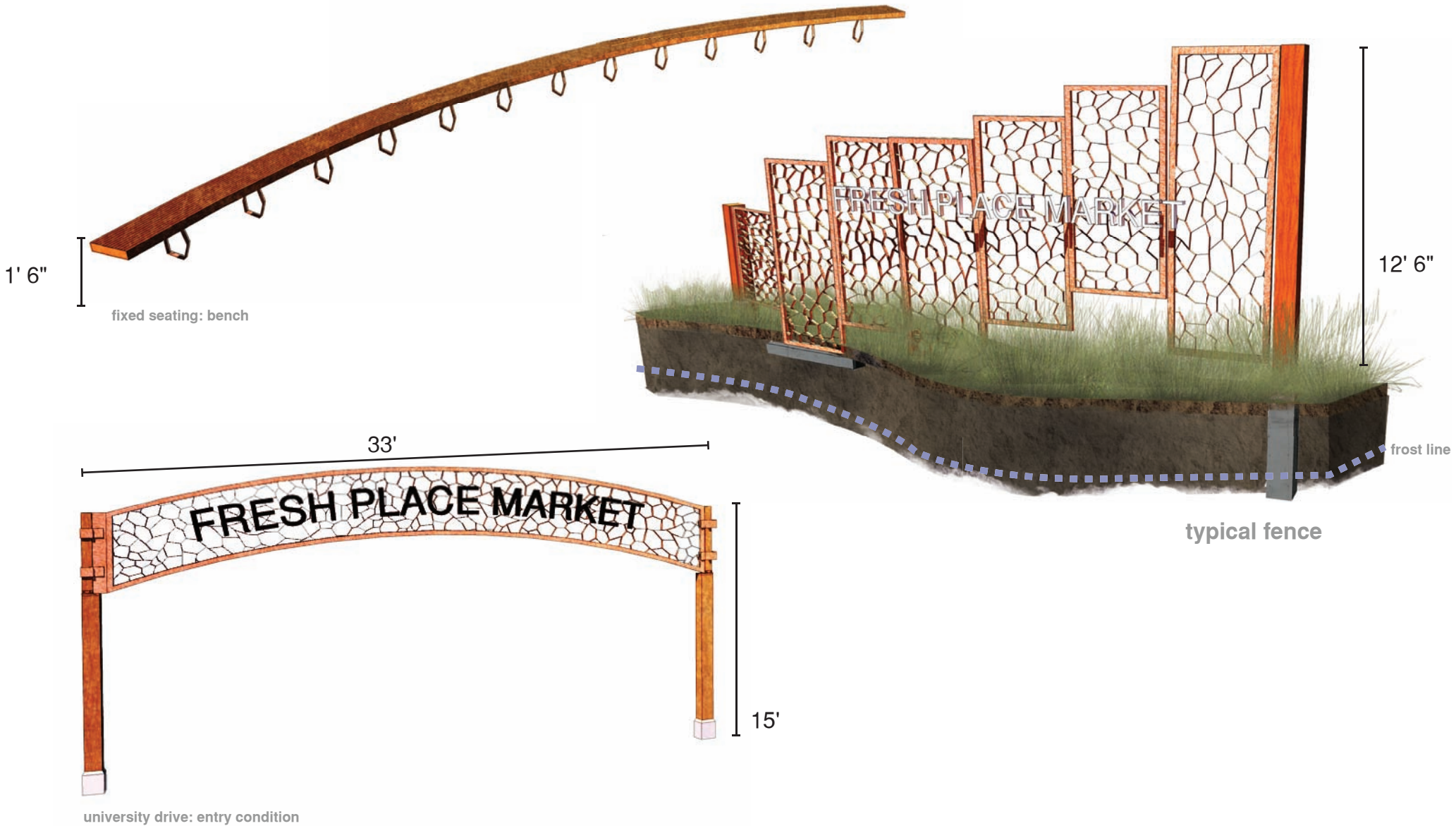
winter conversion
"indoor market"



typical post for shelters

SITE FURNISHINGS

VENDOR PARKING LOT WITH A FEW BACK IN STALLS AND ADDITIONAL SPOTS AWAY FROM CUSTOMER PARKING.



PROVIDE HEALTHY FOOD

THE ULTIMATE GOAL OF THIS PERMANENT VENUE IS TO PROVIDE AN OUTLET FOR LOCAL RESIDENTS TO ACCESS HEALTHY FOOD.



Looking north into the market

PUBLIC SPACE

AS SHOWN, THE PUBLIC SPACE CAN BECOME SPACE WHERE PEOPLE CAN CONGREGATE AND REST AT THE MARKET.



Looking east into public space

CELEBRATING CULTURE

THE PUBLIC SPACE ACCOMMODATES A VARIETY OF EVENTS. THIS ILLUSTRATES AN EXAMPLE OF EMBRACING THE DIVERSITY OF CULTURE WITHIN OUR CITY.



Looking east into public space

Re-Cap:

Through the evaluation of the existing Fargo-Moorhead metro area farmer's markets and produce stands, designing a permanent solution to the highly visible, multi-modal accessible location while being mindful of vendor and community preferences will increase patronage, community awareness, and vendor participation.

Conclusion:

It takes a lot of people to make something like this happen but the idea is that this research will serve as a catalyst that will continue to be studied and analyzed.

Questions?



FRESH PLACE MARKET