

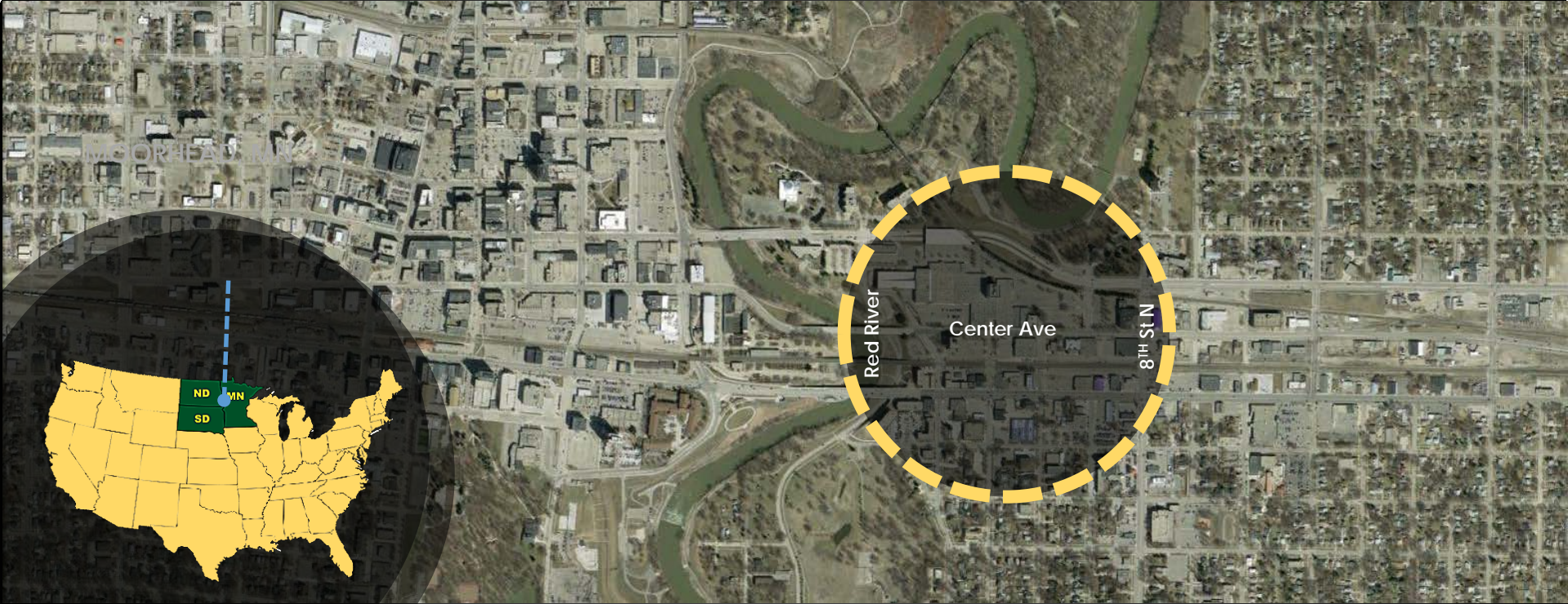


Thesis Presentation

Moorhead City Walk:

A Master Plan to Reimage Moorhead, Minnesota's Urban Core

Brad Garcia – Advisors: Jason Kost & Dominic Fischer

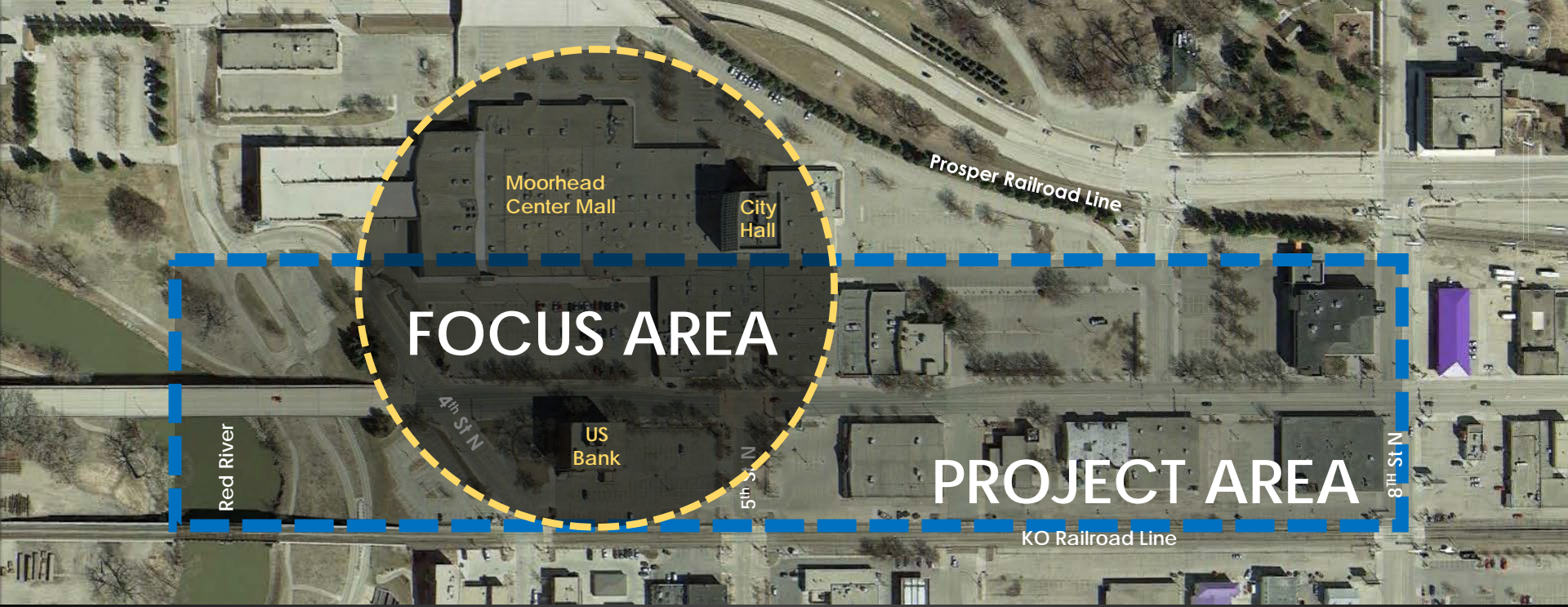


FARGO, ND

MOORHEAD, MN

Google Earth

Fargo/Moorhead



FOCUS AREA

PROJECT AREA

Moorhead Center Mall

City Hall

US Bank

Red River

4th St N

5th St N

8th St N

Prosper Railroad Line

KO Railroad Line

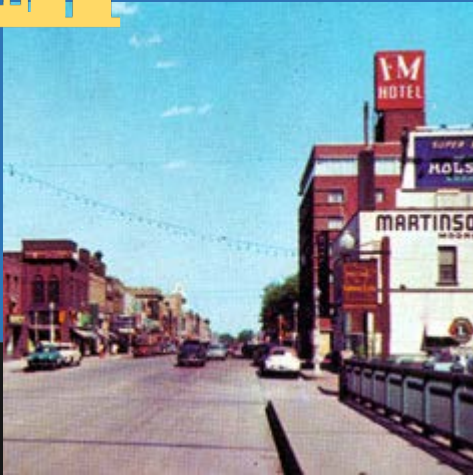
Google Earth

Moorhead, MN



Center Ave History

Moorhead, MN



Center Ave Bridge (1965)

(1934) Old Falls Street buildings had typical main street brick architecture.

ghostsofminnesota.com



Urban Renewal (1968)

An urban renewal plan was approved in 1966 but deconstruction of downtown buildings didn't begin until 1968.

mnstate.edu

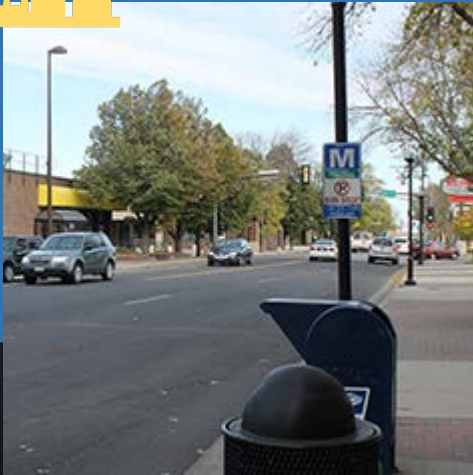


Moorhead Center Mall

Construction on the mall began in 1972 and was completed in 1973

Center Ave Today

Moorhead, MN



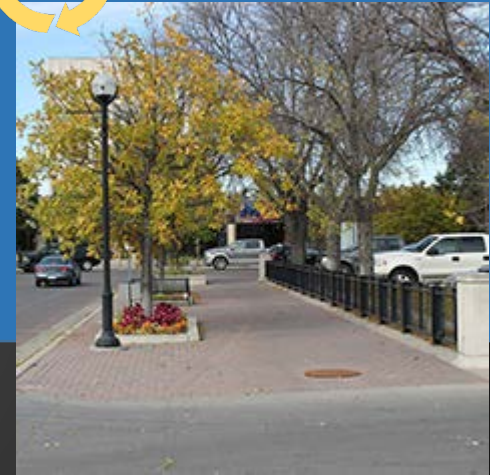
Center Ave

Parking lots and brick walls line Center Ave, restricting most retail activity inside the Moorhead Center Mall.



Moorhead Center Mall

Even with an abundance of parking, the mall has difficulty in attracting tenants. Moorhead City Hall is buried in the center.



Streetscape Reconstruction

A successful redevelopment of 4th St & Main Ave and streetscape was thought to be the catalyst for development.



GREEN

MULTI-MODAL

What makes a Streetscape Successful?





What makes a
Streetscape
Successful?

INVESTMENT

HISTORY

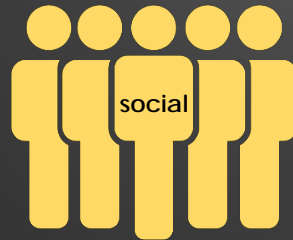


What makes a
Streetscape
Successful?

CULTURE

USE

Streetscape Environments



Streetscape Environments

INFLUENCERS



Streetscape Environments

ACTORS



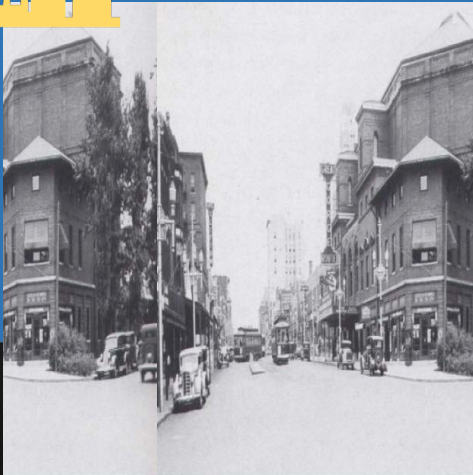


NIAGARA FALLS, NY

A CASE STUDY

Old Falls Street

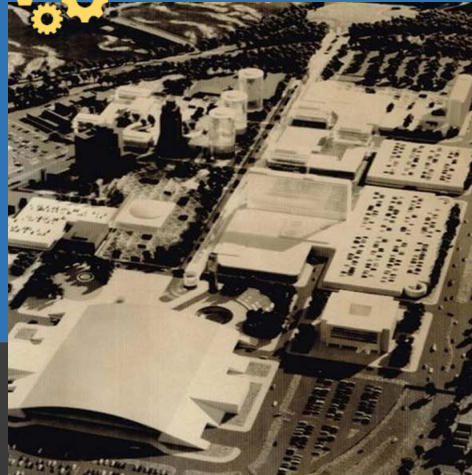
Niagara Falls, NY



Old Falls Street and Riverway

(1934) Old Falls Street buildings had typical main street brick architecture.

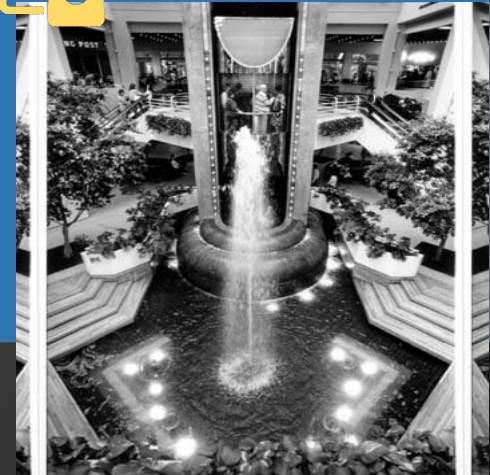
architecture.desktopnexus.com/



Urban Renewal (1971)

Scale Model of proposed \$160 million redevelopment project.

wakeupniagara.weebly.com/



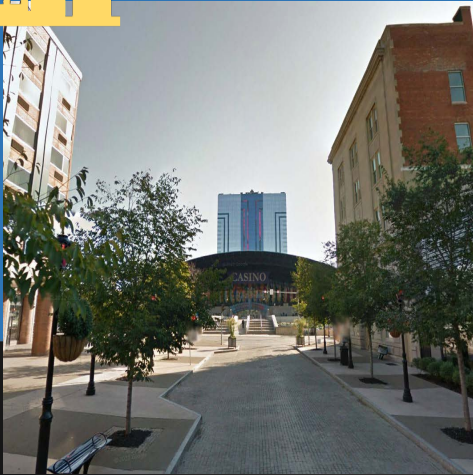
Rainbow Centre Mall (1982)

Fountains and plantings made the mall a vibrant place to shop.

uli.org

Old Falls Street

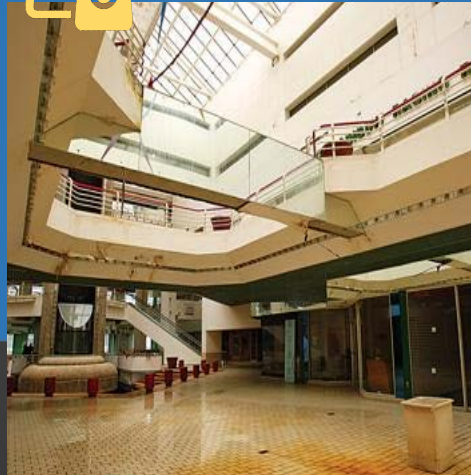
Niagara Falls, NY



Old Falls Street

Looking East with the Casino in the background. The Casino originally was the convention center.

citylab.com/



Rainbow Centre Mall

Close to 300,000 square feet of retail space, the mall currently is anchored by Niagara County Community College's Culinary Institute.

bizjournals.com



Streetscape Reconstruction

Firm: DIDONATO
Amount: \$2.8 million
Completed: 2007

didonato.cc



NIAGARA FALLS, NY

A CASE STUDY

1960's
End of industrial era



1971

Urban Renewal



1982

Rainbow Centre Mall



2002

Seneca Niagara Casino

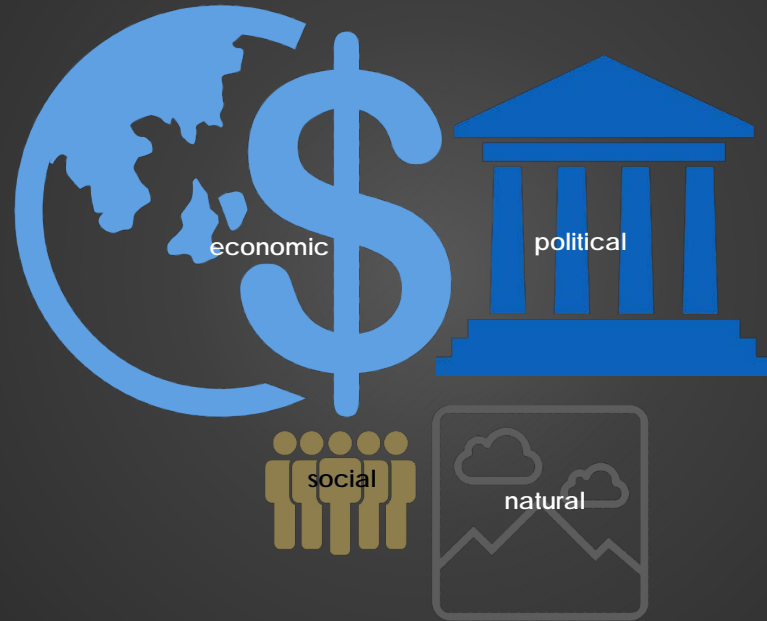


2007

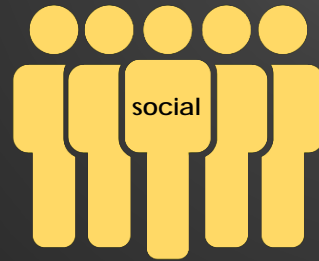
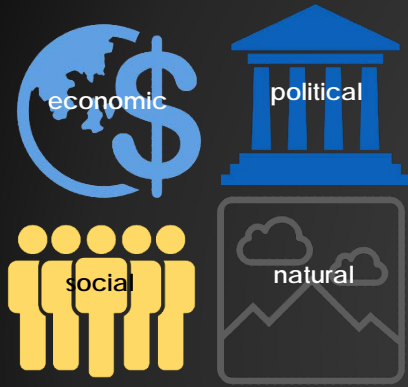
Streetscape Redevelopment



What Happened?



So, What is the Right Combination?



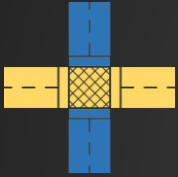
But Environments change...



Moorhead City Walk

DESIGN GOALS

Design an evolving Streetscape



Establish Primary Corridor(s)

Identify primary road(s) as the epicenter of redevelopment.



Streetscape Framework

Establish zones to accommodate outdoor retail, pedestrian circulation, bicycle circulation, vehicle and transit circulation, plaza space, and street development.



Branding

Develop streetscape amenities and event programming to connect all components of the streetscape framework and surrounding community.



New Development

Propose infill development while maintaining existing structures, focusing on publicly held land as a catalyst for the overall project.



Renovate Moorhead Center Mall

Utilize the existing Moorhead Center Mall as a backbone to the retail corridor.



Connect to the River

Strengthen the connection of the Red River to downtown Moorhead.

Moorhead City Walk

CORRIDOR



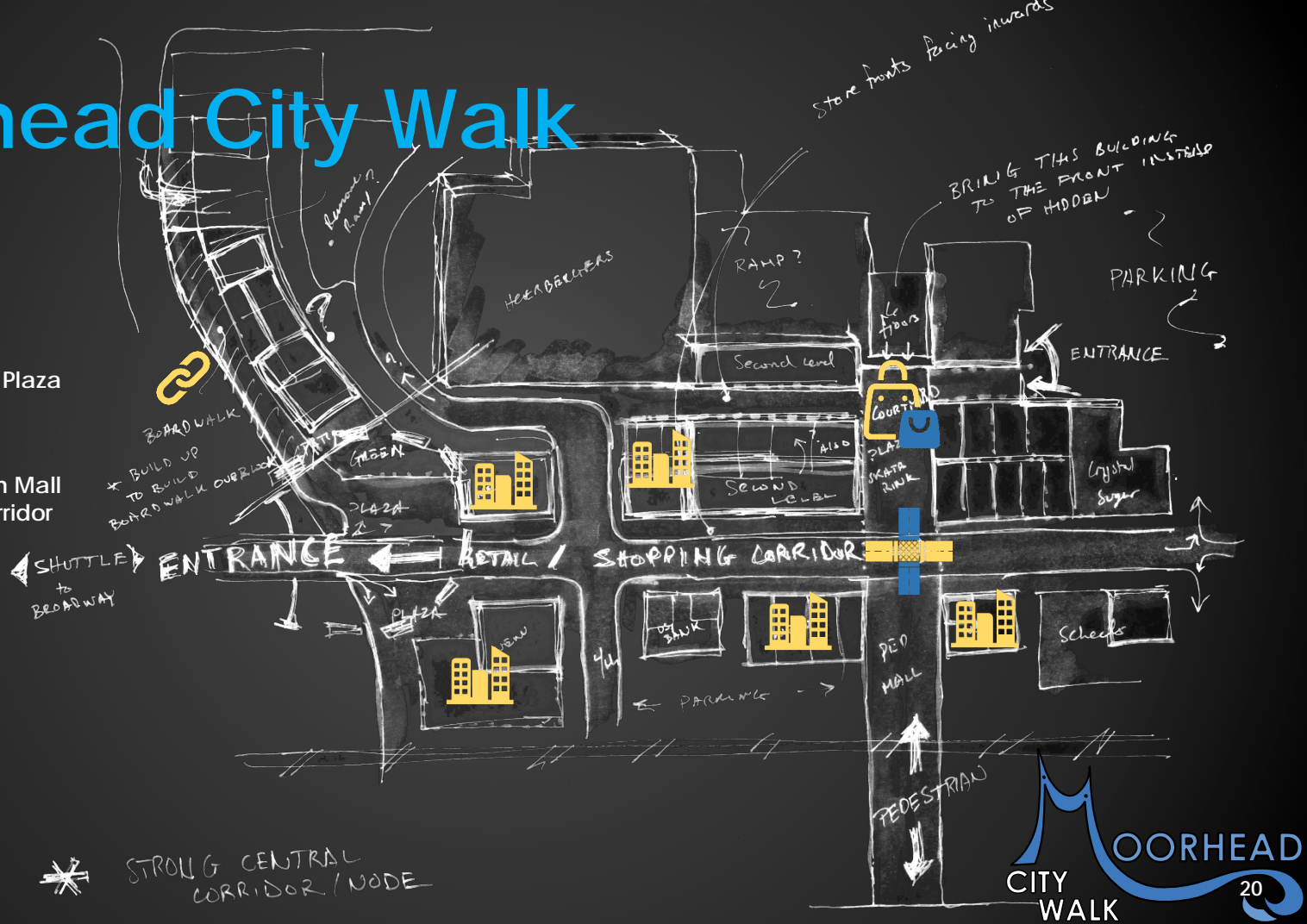
Boardwalk



Lifestyle Center Plaza



5th ST Pedestrian Mall
Center Ave Corridor



Moorhead City Walk

CORRIDOR



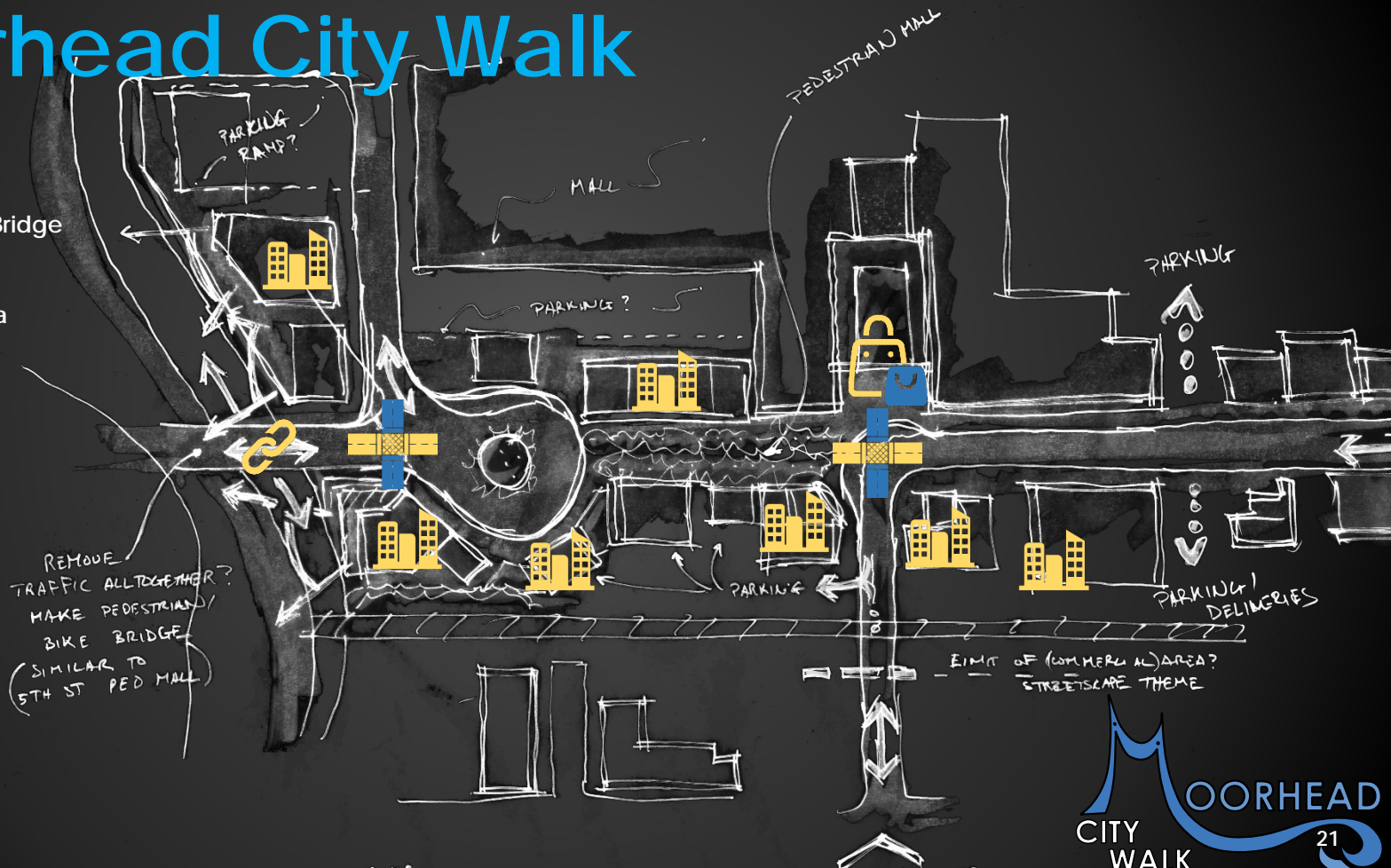
Pedestrian Bridge



Center Plaza

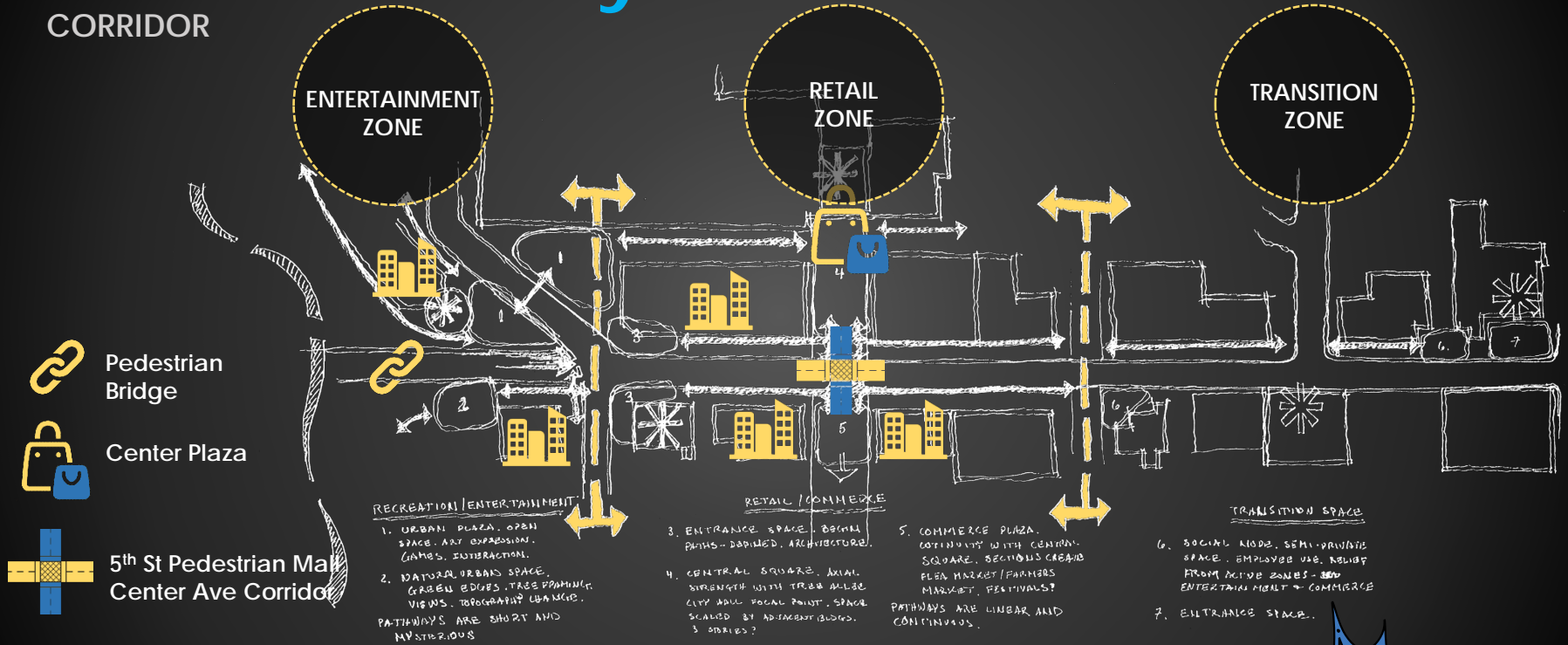





4th St Entry
5th St Entry



Moorhead City Walk

CORRIDOR



-  Pedestrian Bridge
-  Center Plaza
-  5th St Pedestrian Mall / Center Ave Corridor

RECREATION / ENTERTAINMENT

1. URBAN PLAZA. OPEN SPACE. ART EXPRESSION. GAMES, INTERACTION.
 2. NATURAL URBAN SPACE. GREEN EDGES. TREE PLANTING. VIEWS. TOPOGRAPHY CHANGE.
- PATHWAYS ARE SHORT AND MYSTERIOUS

RETAIL / COMMERCE

3. ENTRANCE SPACE. BENCH PATHS - DEFINED. ARCHITECTURE.
4. CENTRAL SQUARE. AXIAL STRENGTH WITH TREE ALLIE CITY HALL FOCAL POINT. SPACE SCALED BY ADJACENT BLDGS. 3 stories?

5. COMMERCE PLAZA. CONTINUITY WITH CENTRAL SQUARE. SECTIONS CREATE FLEX MARKET / FARMERS MARKET. FESTIVALS?
- PATHWAYS ARE LINBAR AND CONTINUOUS.

TRANSITION SPACE

6. SOCIAL NODE. SEMI-PRIVATE SPACE. EMPLOYEE USE. RELIEF FROM ACTIVE ZONES - 3RD ENTERTAINMENT → COMMERCE
7. ENTRANCE SPACE.

Moorhead City Walk

CENTER AVE BUSINESS FRAMEWORK



Generative Business

Can be an anchor tenant, this type of business generates customer traffic through its own branding, advertising or reputation.



Shared Business

Shared business activity occurs by attracting a customer base from some other source, such as a popular destination or a nearby generative business.

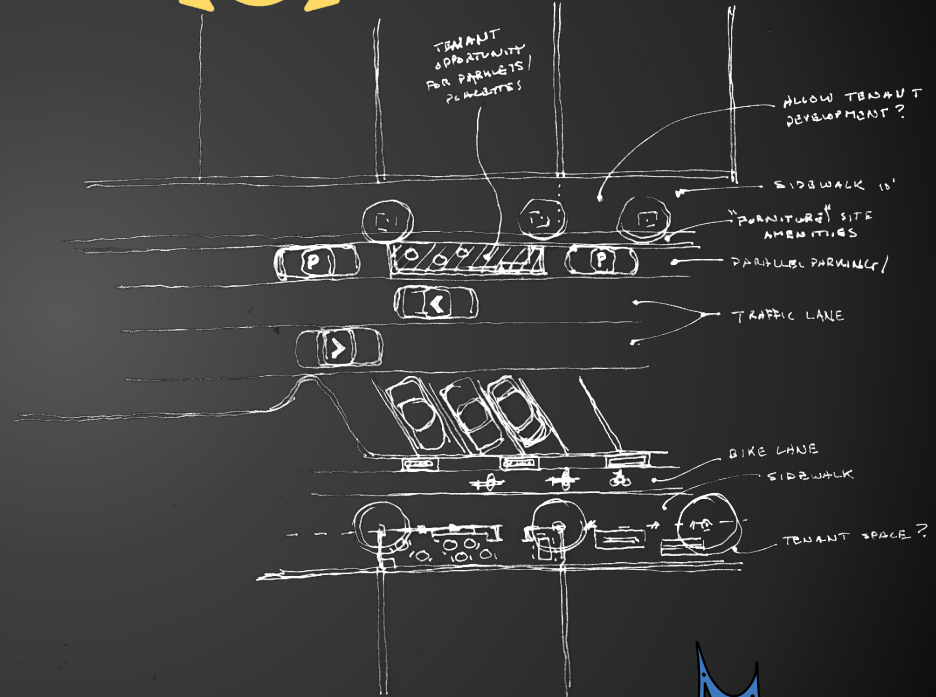
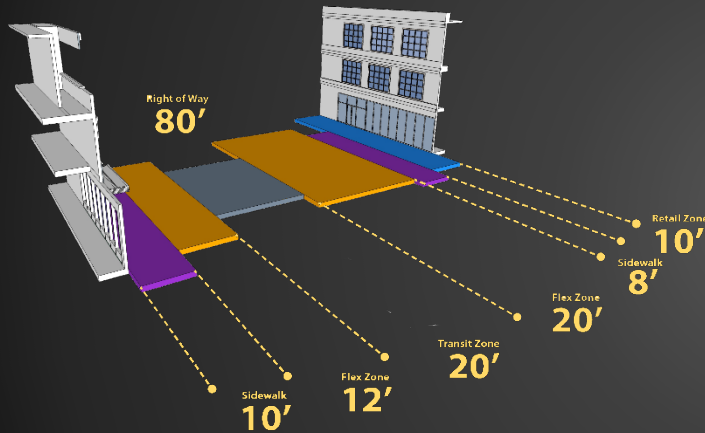


Sucipient Business

Business activity that occurs mostly by chance or convenience. Some specialty brick and mortar businesses may fall into this category.

Moorhead City Walk

CENTER AVE STREETSCAPE FRAMEWORK



Moorhead City Walk

MASTER PLAN

ZONES:



RETAIL



SIDEWALK



FLEX



PUBLIC



City Hall

US Bank

Moorhead Center Mall

Main Ave Bridge

New
Facade to
Mall

Convert to
Hotel

**ENTERTAINMENT
PLAZA**

Looking East down
Center Ave



Pedestrian
Bridge

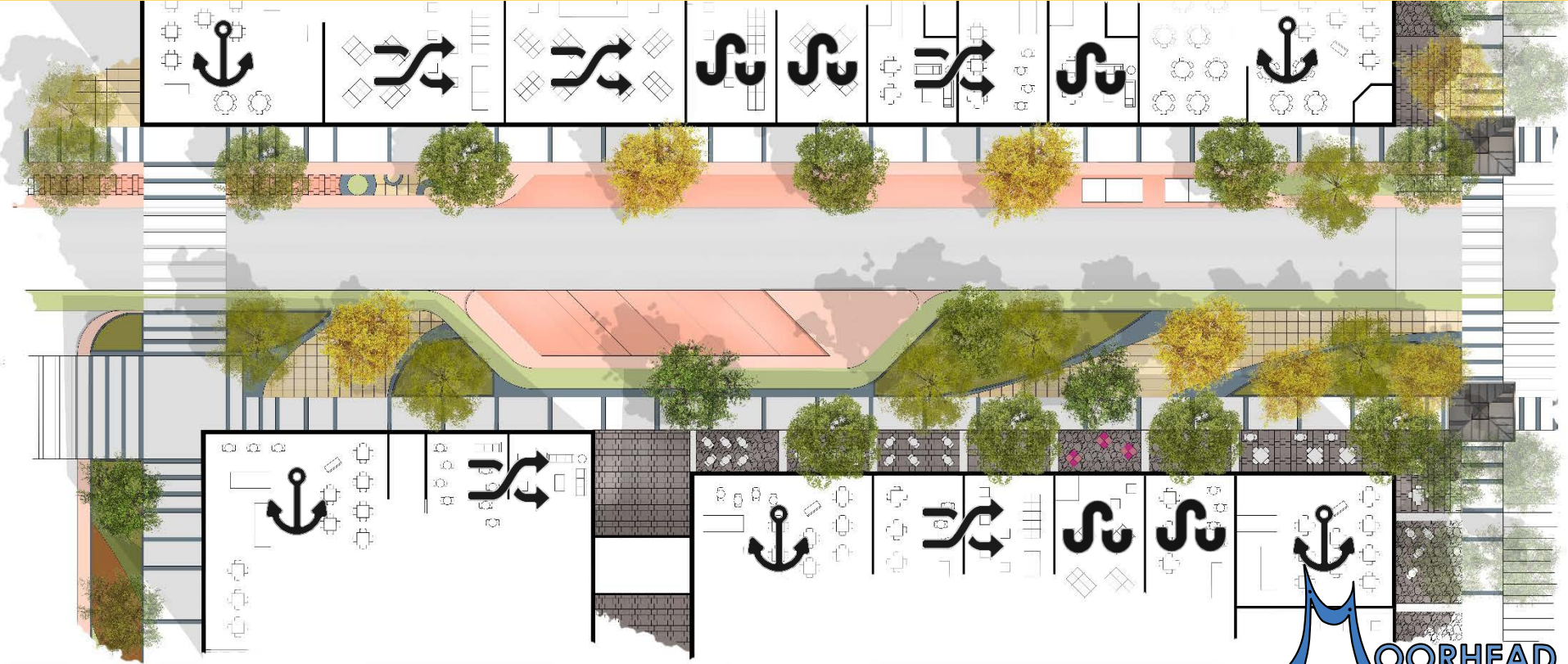
Performing
Arts Center

**ENTERTAINMENT
PLAZA**

Looking West to Fargo

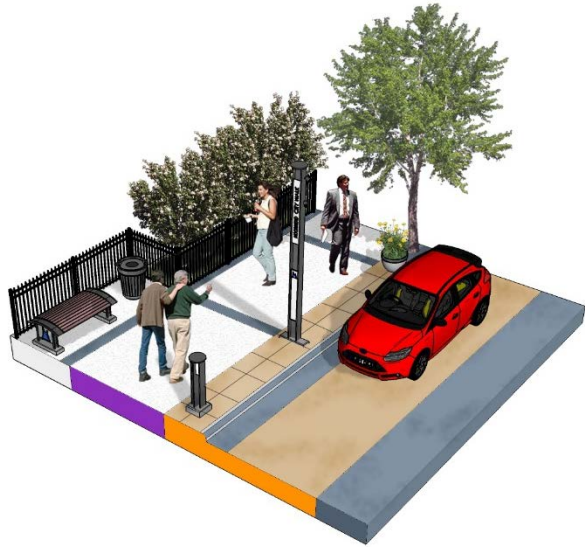
Moorhead City Walk

STREETSCAPE SITE PLAN



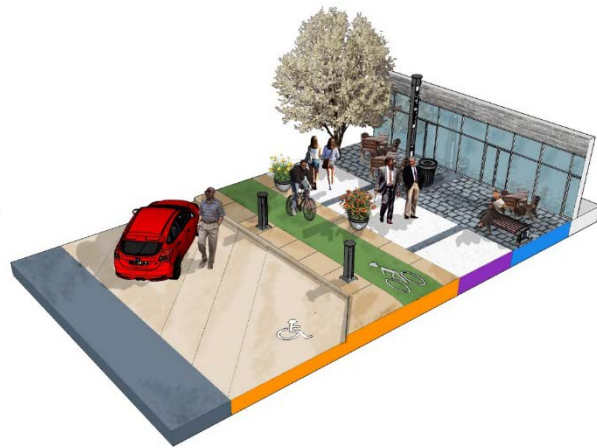
Moorhead City Walk

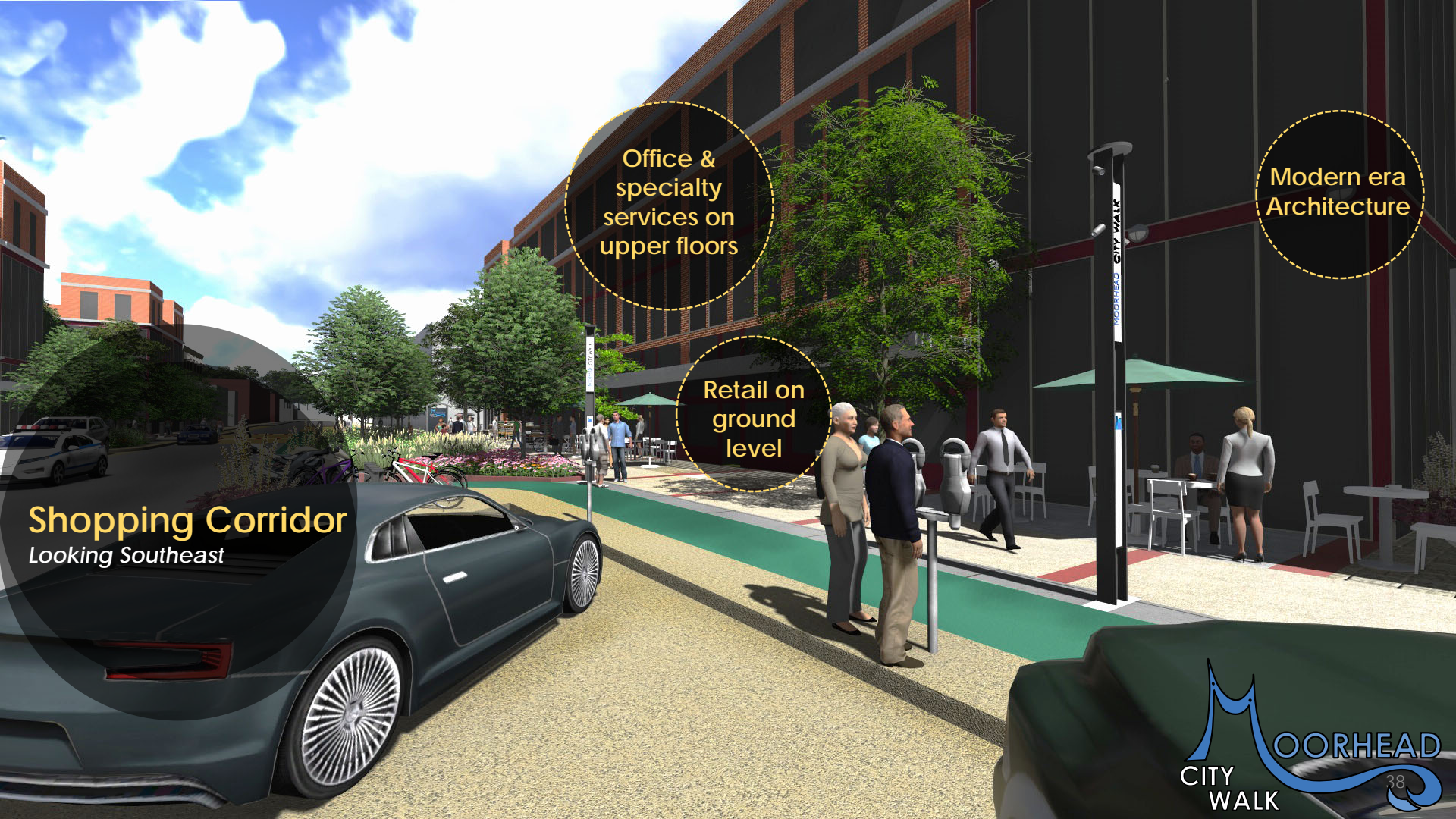
STREETSCAPE SITE PLAN



Moorhead City Walk

STREETSCAPE SITE PLAN





Shopping Corridor

Looking Southeast

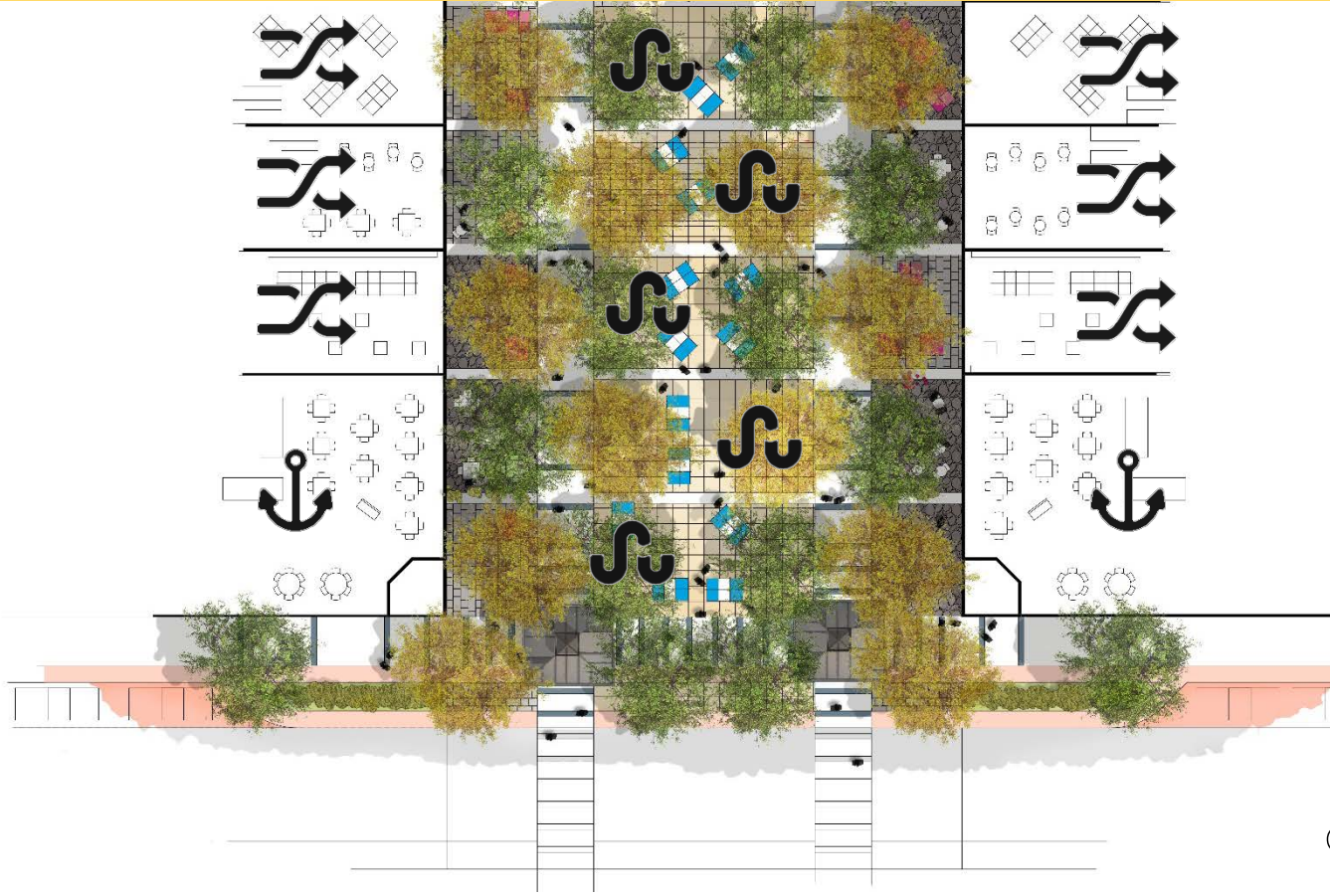
Office & specialty services on upper floors

Retail on ground level

Modern era Architecture

Moorhead City Walk

PEDESTRIAN MALL SITE PLAN



Moorhead City Walk

STREETSCAPE SITE PLAN



Retail Plaza



Seasonal Use



Residential Plaza

Formal
City Hall
Entrance

Space for a
variety of
Markets

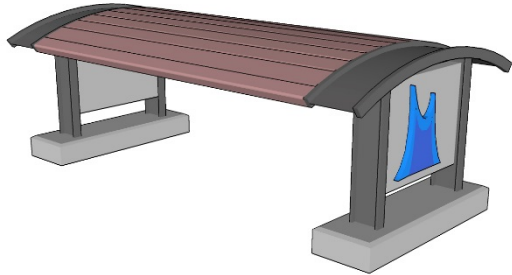
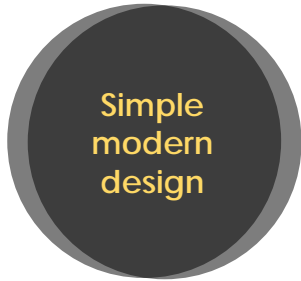
City Hall Square
Looking Northeast

MOORHEAD
CITY WALK

MOORHEAD
CITY WALK

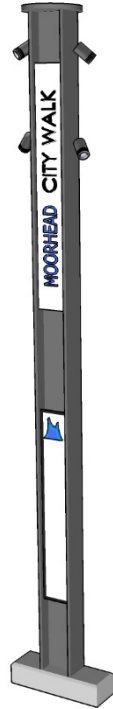
Moorhead City Walk [®]

BRANDING



Benches

A warmer touch is added to the benches by adding a curved wood seat. The alternate city walk logo is backlit.



Lighting

Adjustable lighting allows lighting fixtures to be adaptable to streetscape activity.

Sound

Speakers can broadcast nature sounds, social activities and Christmas music during the holidays.



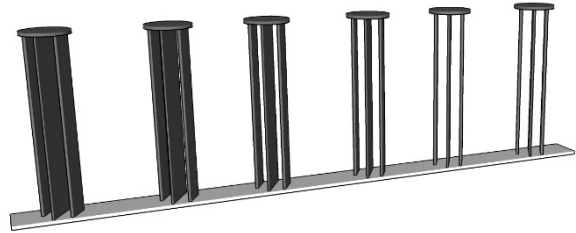
Signage

The City Walk Logo is backlit and changes colors depending on the time of day and season to enhance the ambience.

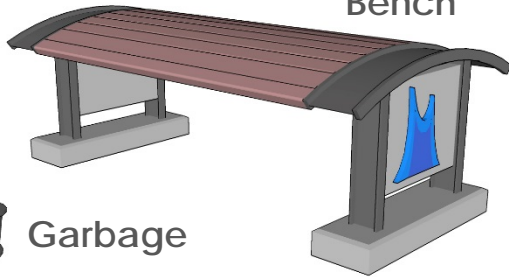


Moorhead City Walk [®]

BRANDING



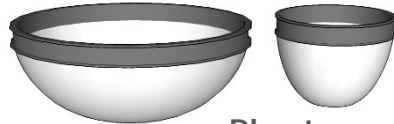
Bike Rack



Bench



Garbage



Planters

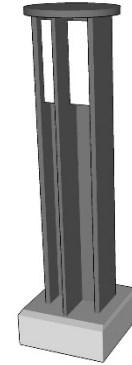


Signage

Lighting



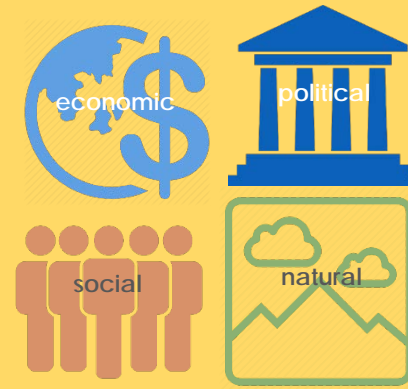
Retail Kiosk



Bollard



What makes a Streetscape Successful?





Niagara Falls Case Study

Niagara Falls, NY is an excellent case study, as the city went through Urban Renewal, has a blighted downtown mall and has recently completed a new streetscape



Master Plan

The Moorhead City Walk master plan shows the potential of downtown Moorhead. Implementation will take several years, if not decades



Streetscape Framework

Establish zones to accommodate outdoor retail, pedestrian circulation, bicycle circulation, vehicle and transit circulation, plaza space, and street development.



Center Avenue Streetscape

The primary corridor of the Moorhead City Walk. Center Avenue connects with Fargo's NP Avenue and the Red River, creating a complementary downtown experience.



Design Goals

Several goals of this project seek to create an adaptive streetscape which can evolve, adding layers of culture, history, and nature through time.



5th Street Pedestrian Mall

5th Street Pedestrian Mall becomes the urban marketplace for a variety of uses. The mall also creates a formal doorstep for the city's government building.

Questions?

