



THE
FRONT

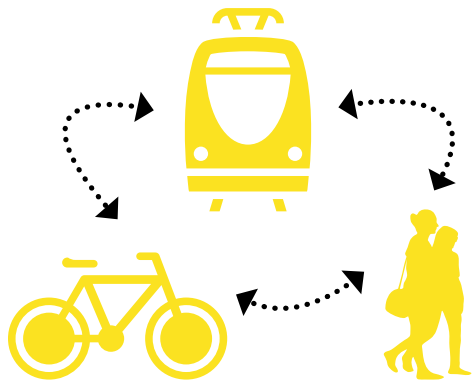
RE-IMAGINING MAIN AVENUE IN DOWNTOWN FARGO AS A
MULTI-MODAL TRANSIT DESTINATION

"IF YOU PLAN CITIES FOR **CARS**
AND **TRAFFIC**, YOU GET **CARS** AND
TRAFFIC.

IF YOU PLAN CITIES FOR
PEOPLE AND **PLACES**, YOU GET
PEOPLE AND **PLACES**."

- Fred Kent, Founder and President of Project for Public Spaces

THE MILLENNIAL GENERATION'S LIFESTYLE CHOICES



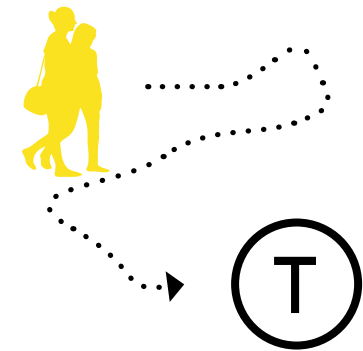
69%

IS THE AMOUNT OF MILLENNIALS WHO USE THREE TRANSPORTATION OPTIONS TO REACH THEIR DESTINATION SEVERAL TIMES A WEEK



55%

DO NOT PLAN ON BUYING A CAR IN THE NEAR FUTURE AND 25% WILL ONLY BUY ONE IF THEY FEEL THEY REALLY NEED ONE



33%

OF MILLENNIALS WANT TO BE WITHIN WALKING DISTANCE OF TRANSIT FACILITIES

A word cloud of urban planning and community-related terms. The words are arranged in various orientations and sizes. The largest words are 'WALKABLE', 'RIVER', 'ART', 'URBAN', 'FARGO', 'BUS', 'SIDEWALKS', 'BICYCLING', 'NDSU', 'DOWNTOWN', and 'VEGETATION'. Other words include 'RESTAURANTS', 'GREEN', 'TABLES AND CHAIRS', 'HISTORY', 'TRANSIT', 'BIKE SHARE', 'OPEN SPACE', 'STREETCAR', 'YEAR ROUND EVENTS', 'SAFE', 'MODERN', 'COMMUNITY', 'CHARACTER', and 'TRAILS'.

RESTAURANTS GREEN
TABLES AND CHAIRS
DOWNTOWN
VEGETATION BUS FARGO
WALKABLE RIVER HISTORY
CHARACTER
TRANSIT BIKE SHARE
OPEN SPACE URBAN
STREETCAR
YEAR ROUND EVENTS
SAFE
NDSU
BICYCLING
SIDEWALKS
ART
MODERN
COMMUNITY

WHAT WE WANT IN OUR FARGO

WHAT IS A COMPLETE STREET?

COMPLETE STREETS ARE STREETS FOR EVERYONE. THEY ARE DESIGNED AND OPERATED TO ENABLE SAFE ACCESS FOR ALL USERS, INCLUDING PEDESTRIANS, BICYCLISTS, MOTORISTS AND TRANSIT RIDERS OF ALL AGES AND ABILITIES. COMPLETE STREETS MAKE IT EASY TO CROSS THE STREET, WALK TO SHOPS, AND BICYCLE TO WORK.

- Smart Growth America

CASE STUDIES

EXAMPLES OF PERFECTING MULTI MODAL
TRANSIT CORRIDORS



**PEARL
DISTRICT**
PORTLAND, OREGON



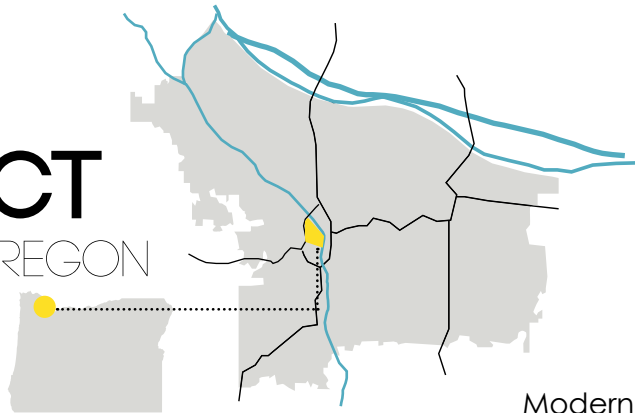
**RIVERFRONT
MARKET**
LITTLE ROCK, ARKANSAS



DOWNTOWN
SIOUX FALLS,
SOUTH DAKOTA

PEARL DISTRICT

PORTLAND, OREGON

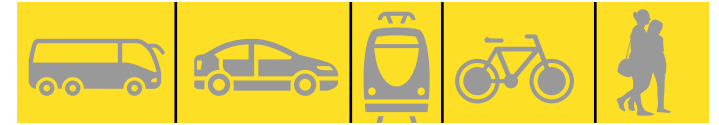


Modern



Vegetation

Seasonal Events



USING THE STREETCAR TO BRING URBAN INFILL AND AN ECONOMIC BOOM BACK TO THE CORE

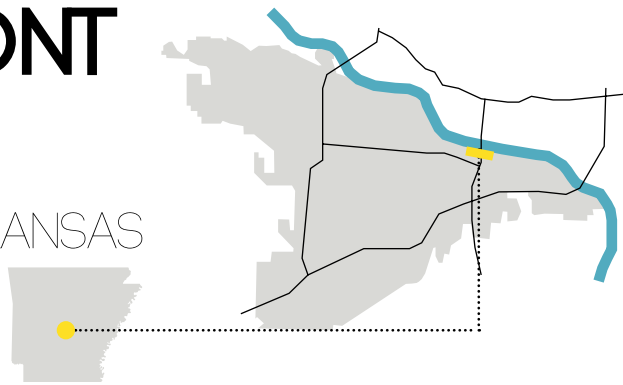
- 10,000 housing units & 5.4 million square feet of commercial spaces constructed within 2 blocks of the line
- 1,795% ROI on the initial 4.8 mile line and 7,501% ROI on the 1.2 mile extension
- Land value has increased by almost 500%
- Property tax revenue has increased over \$1.3 million



Multi-modal Transit Corridor

RIVERFRONT MARKET

LITTLE ROCK, ARKANSAS



"FIRST CLASS DOWNTOWN AREA, HAS GREAT EATERIES, GREAT PARKS AND WALKWAYS, DAY SHOPS AND NIGHT LIFE ACTIVITIES AROUND"

-Trip Advisor Review



Urban Destinations

Aesthetic Vegetation

Trolley Service

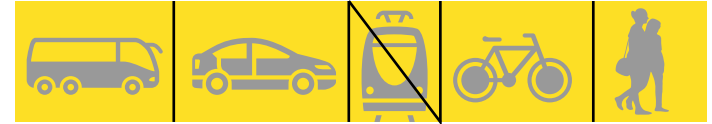
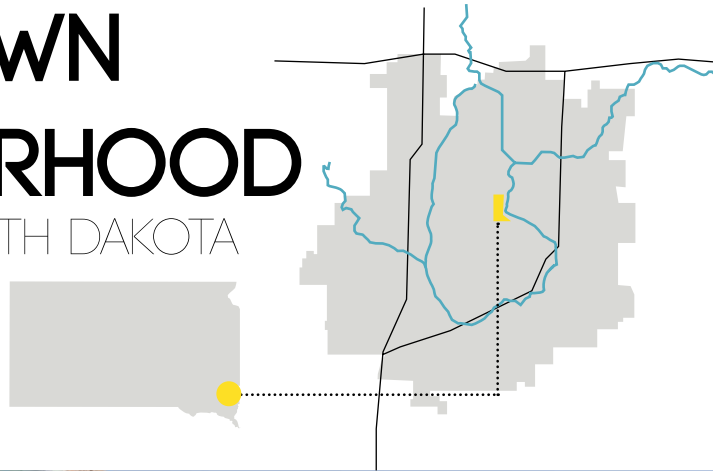
Narrow Road Width

- Narrow intersections ensure safety for both pedestrians and cyclists
- Trolley service allows for a unique and historic means of transportation for visitors and residents
- Versatile public space opens the possibilities for year round events and activities
- Wide sidewalks and attractive building frontages encourage a vibrant street life both day and night



DOWNTOWN NEIGHBORHOOD

SIoux FALLS, SOUTH DAKOTA



“CREATING A VIBRANT, WALKABLE DOWNTOWN
REQUIRES US TO RETHINK OUR STREET SYSTEMS,
AND THIS PROJECT IS ONE EXAMPLE OF OUR
EFFORTS TO CREATE COMPLETE STREETS IN SIOUX
FALLS.”

Mark Cotter, Director of Public Works

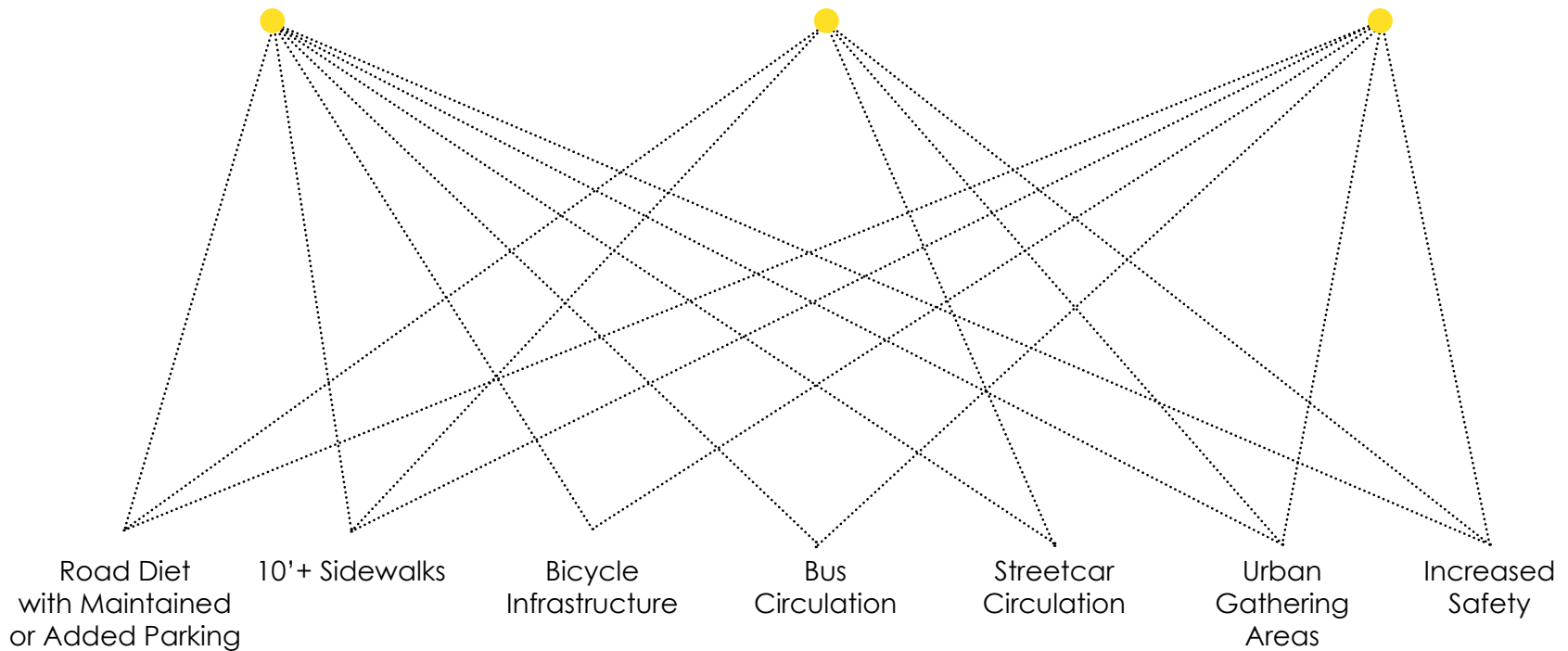
- “Road Diet” project allows for more pedestrian gathering places
- Increase in parking spaces along Main Avenue in downtown Sioux Falls
- Reduction of travel lanes yet little to no affect on traffic issues

CASE STUDY COMPARISONS

PEARL DISTRICT
PORTLAND, OREGON

RIVERFRONT MARKET
LITTLE ROCK, ARKANSAS

DOWNTOWN
SIOUX FALLS, SOUTH DAKOTA



COMPLETE STREET ELEMENT RANKINGS

1. Bicycling Infrastructure

2. Wide Sidewalks

3. Vegetation

4. Parking

5. Increased Safety

RESEARCH HYPOTHESIS

THE CURRENT CONSTRUCTION AND DESIGN OF ROADWAYS IS NOT SUFFICIENT FOR NOT ONLY THE DEMANDS OF TODAY, BUT OF THE FUTURE.

AS THE MILLENNIAL GENERATION CONTINUES TO BE IN FAVOR OF WALKABLE COMMUNITIES, THE CITIES THESE PEOPLE LIVE IN NEED TO REFLECT WHAT THEIR CITIZENS DESIRE. **NARROWER ROADWAYS** THAT REDUCE TRAFFIC SPEED, **CONVENIENT AND EFFICIENT MASS TRANSIT** OPTIONS, **BICYCLE INFRASTRUCTURE** THAT ENSURE THE SAFETY OF ALL USERS, AND WIDE **WALKABLE SIDEWALKS** WILL **CONTRIBUTE TO THE FUTURE GROWTH** OF CITIES. **HIGHER DENSITIES AND INFILL** PROJECTS ALSO NEED TO BE ENCOURAGED SO THAT PEOPLE WALKING HAVE **DESTINATIONS** THEY CAN EASILY ACCESS WITHOUT THE USE OF AN AUTOMOBILE.

SITE INTRODUCTION

NORTH DAKOTA

SOUTH DAKOTA

MINNESOTA



Minot

Grand Forks

Bismarck

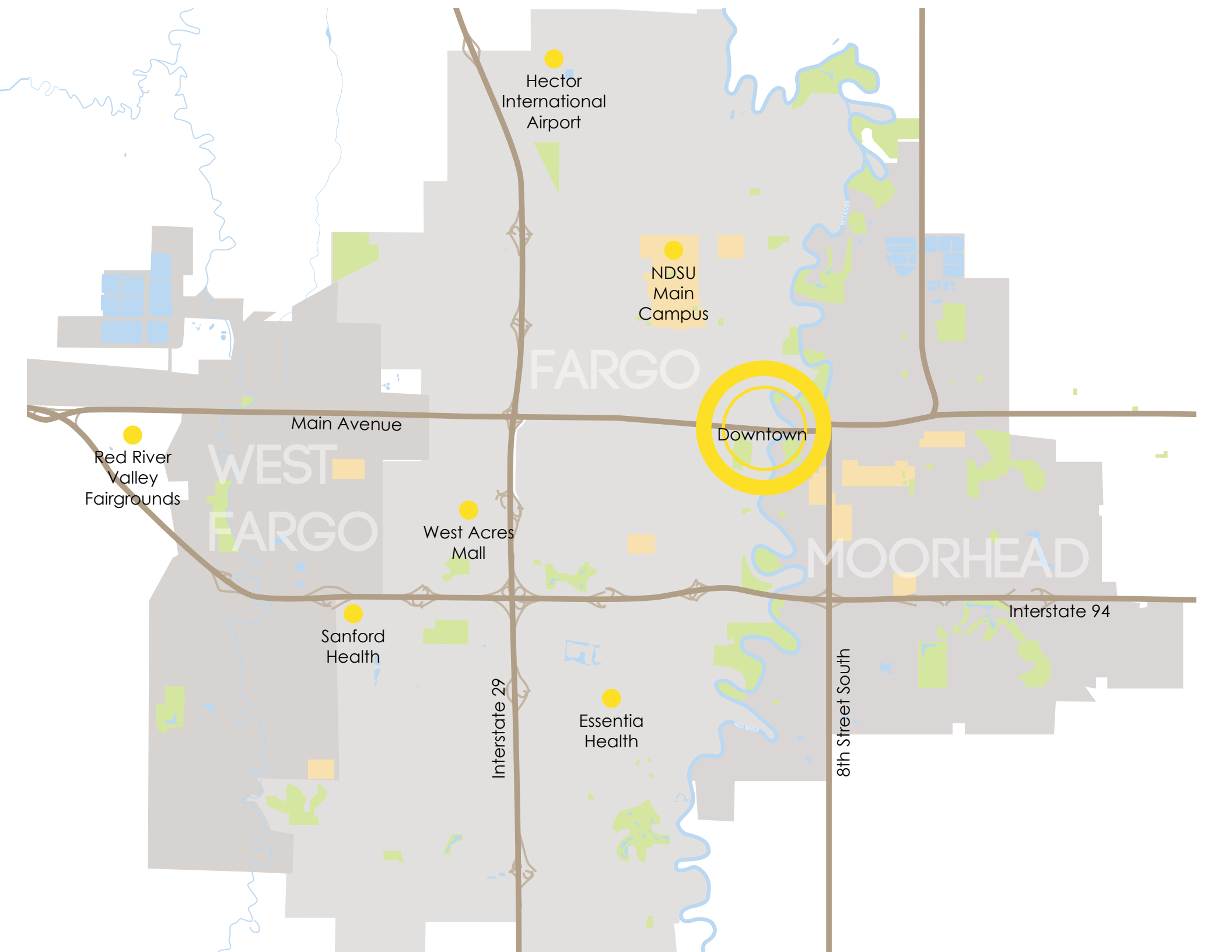
Duluth

St. Cloud

Twin Cities

Rapid City

Sioux Falls



Hector
International
Airport

NDSU
Main
Campus

FARGO

Downtown

Main Avenue

Red River
Valley
Fairgrounds

WEST
FARGO

West Acres
Mall

MOORHEAD

Sanford
Health

Interstate 94

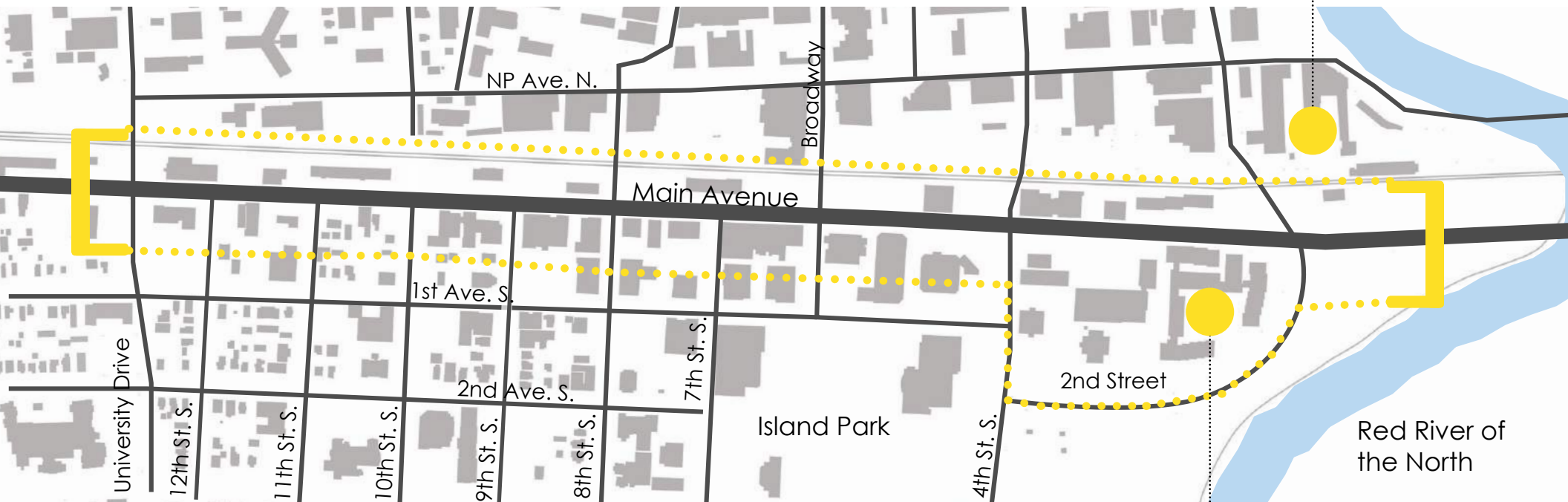
Interstate 29

Essentia
Health

8th Street South

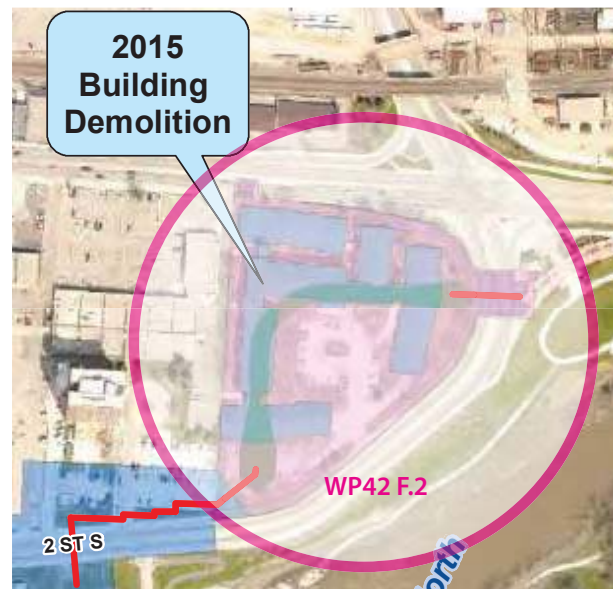
SITE BOUNDARIES & LOCATION

Mid America Steel Site
Proposed Location of
Convention Center



CURRENT CORRIDOR RESTRAINTS

- Flood protection levee
- Over half of corridor is surface parking
- Much of the historic architecture was lost to urban renewal in the 1960's and '70's
- Overbuilt roadway and lane widths
- Overall lack of identity and character



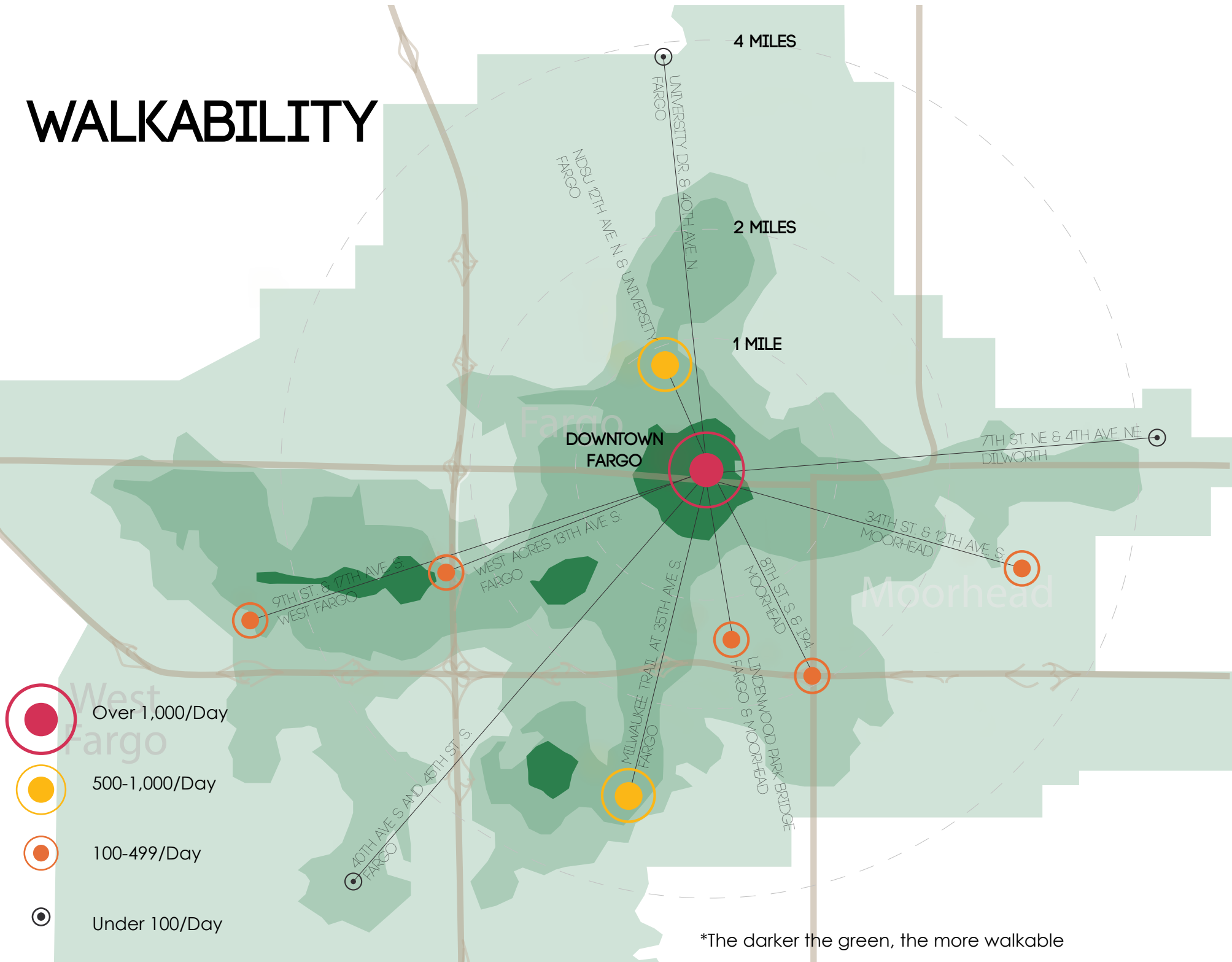
Flood Levee Construction & Building Demolition

- Engineered levee will further cut off downtown from the river
- Leaves "dead" space on both north & south side of levee
- Does not use site to it's full potential

RESEARCH | INVENTORY | ANALYSIS

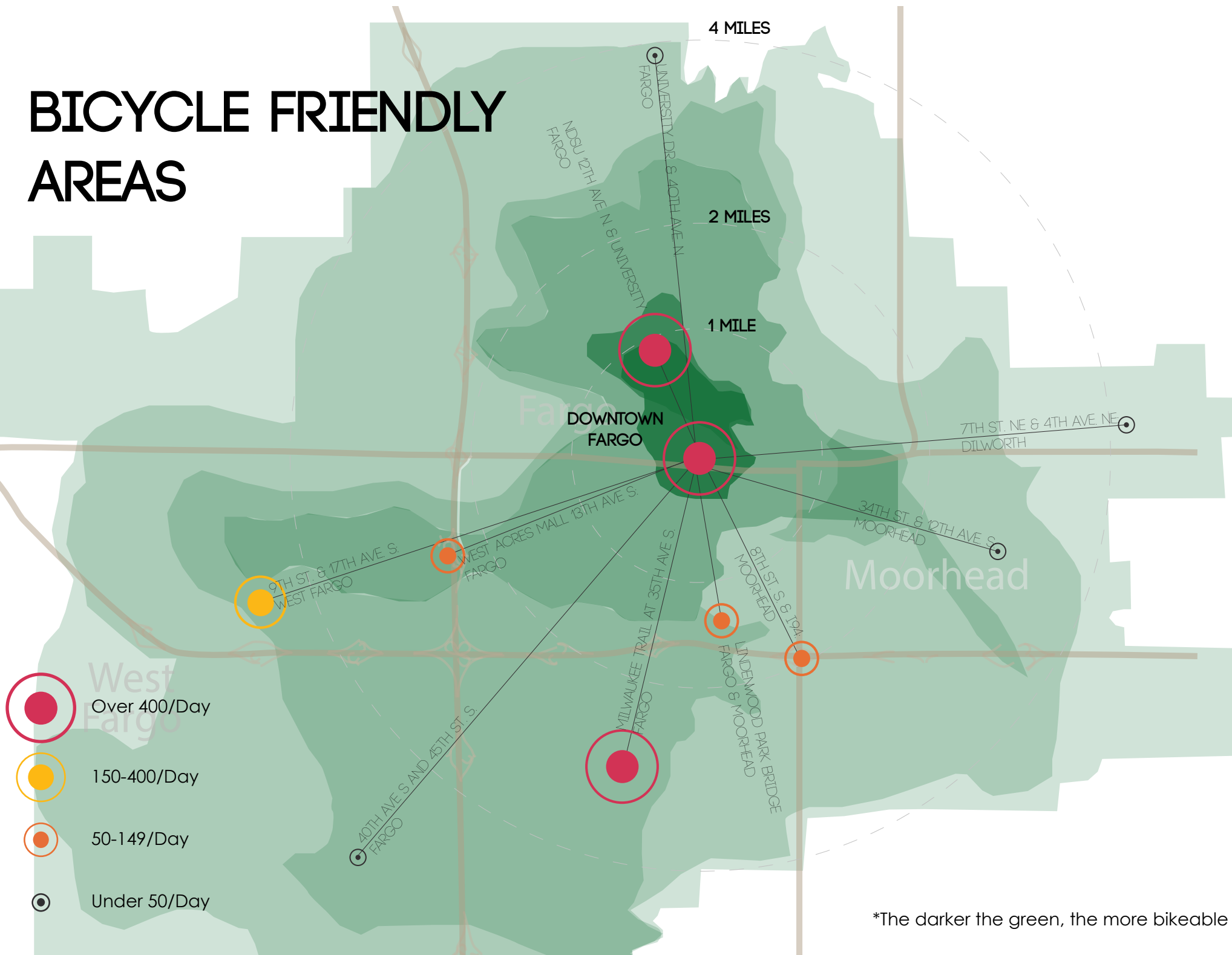


WALKABILITY



*The darker the green, the more walkable





BICYCLE FRIENDLY AREAS

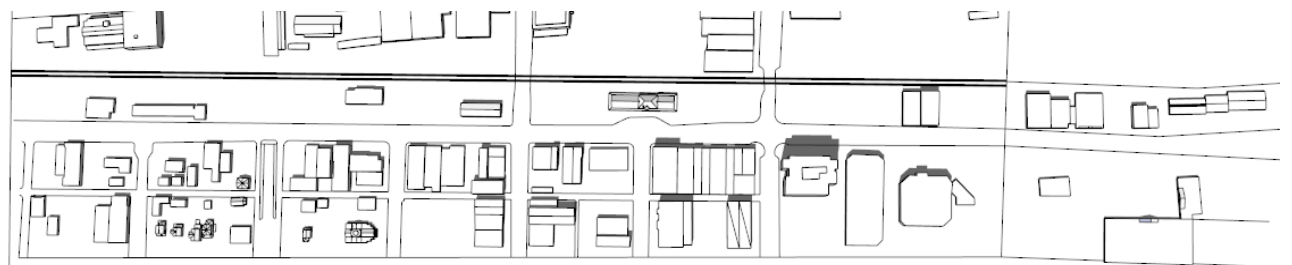


BASE MAP & SHADE STUDIES

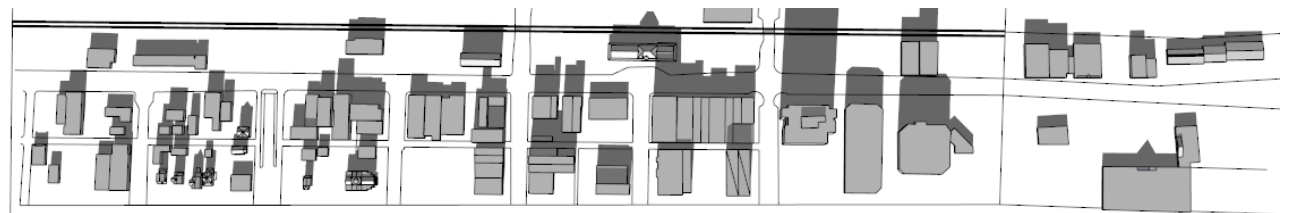


BASE MAP

-  Existing Structures
Downtown Mixed Use Zone
-  Existing Structures to be Razed
Downtown Mixed Use Zone
-  Public and Open Spaces
-  Existing Parking Lots
-  Existing Driveway



Summer: June 21st, 12:00 PM



Winter: December 21st, 12:00 PM

BICYCLE, BUS, & HISTORIC STREETCAR INFRASTRUCTURE



TRAFFIC COUNTS

2013→ 2040



Main at
University Drive

Main at
7th Street South

Main at
4th Street Intersection

Main at
Main Avenue Bridge

2040 19,400



2013 18,640

..... 19,100



..... 17,150

..... 16,900



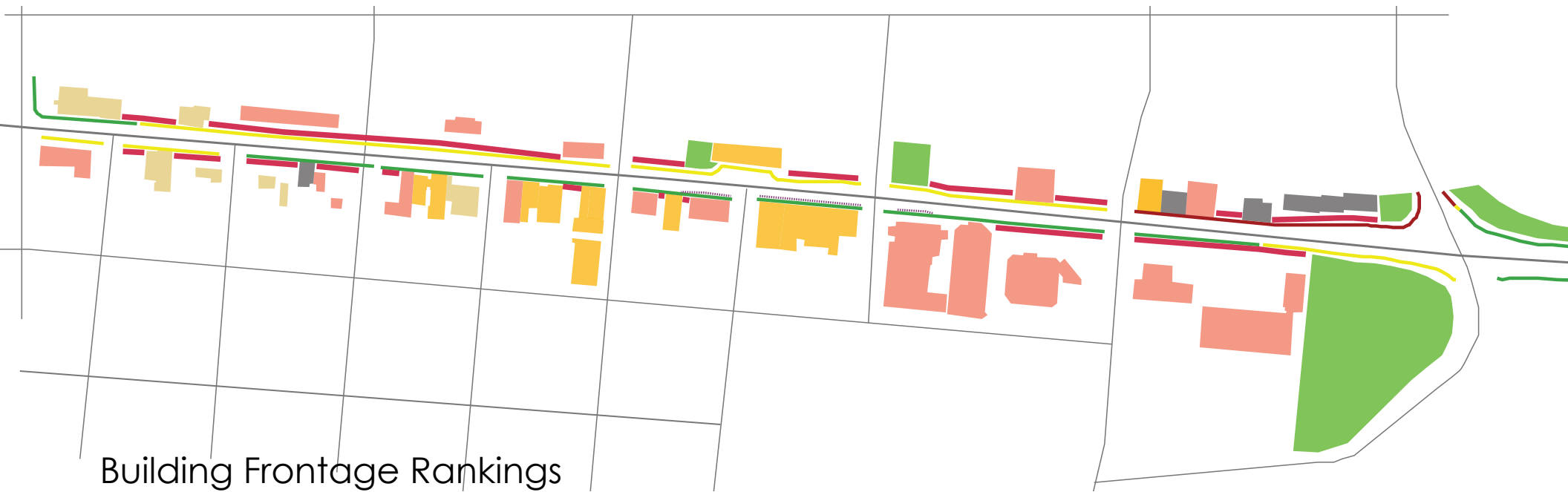
..... 13,585

..... 25,400



..... 18,675

QUANTIFYING THE INVENTORY



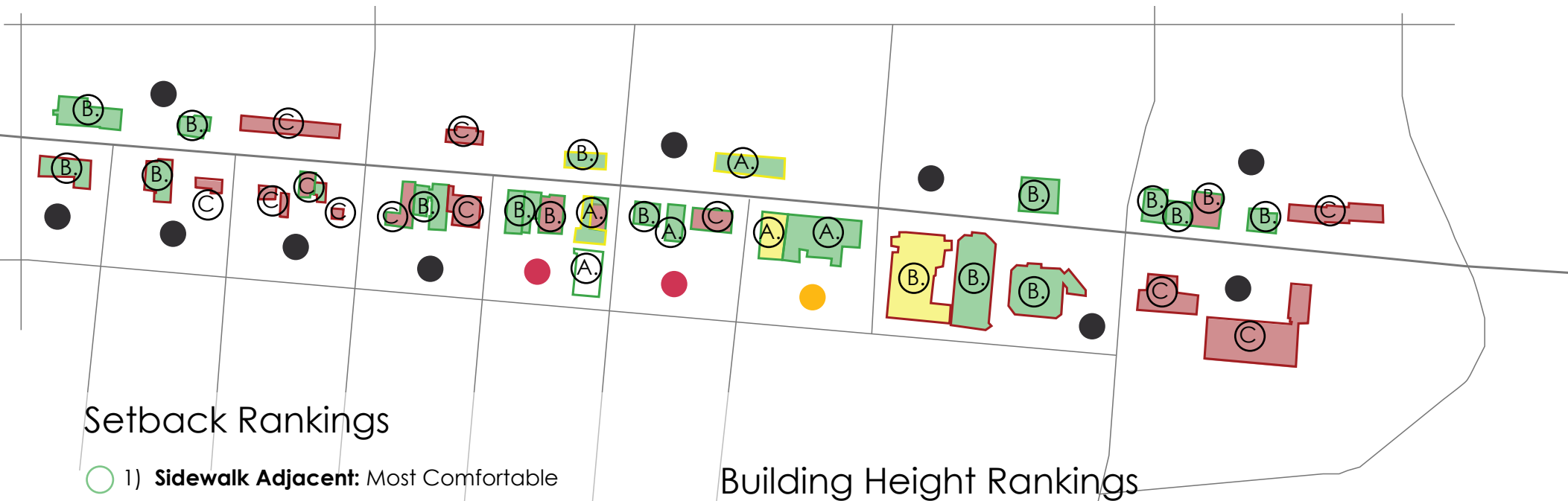
Building Frontage Rankings

- 1) **Active Storefront:** Retail, Restaurant, Etc.
- 2) **Green/Open Space:** Parks, Plazas, Etc.
- 3) **Neutral Storefronts:** Office, Small Windows, Etc.
- 4) **Industrial Frontages:** Services, No Windows, Etc.
- 5) **Parking:** Concrete and Asphalt Sea Adjacent
- 6) **Inactive/Abandoned:** Blank Walls, Vacant Space, Etc.

Sidewalk Classifications

- **8'+ Sidewalk Width** - Enjoyable
- **6'-8' Sidewalk Width** - Neutral Enjoyment
- **Below 6' Sidewalk Width** - Avoid

BUILDING & BLOCK ANALYSIS



Setback Rankings

- 1) **Sidewalk Adjacent:** Most Comfortable
- 2) **1-15':** Somewhat Comfortable
- 3) **Over 15':** Not Comfortable

Frontage Density Rankings

- 1) **90-100%:** Most Comfortable
- 2) **75-90%:** Comfortable
- 3) **50-75%:** Somewhat Comfortable
- 4) **Under 50%:** Not Comfortable

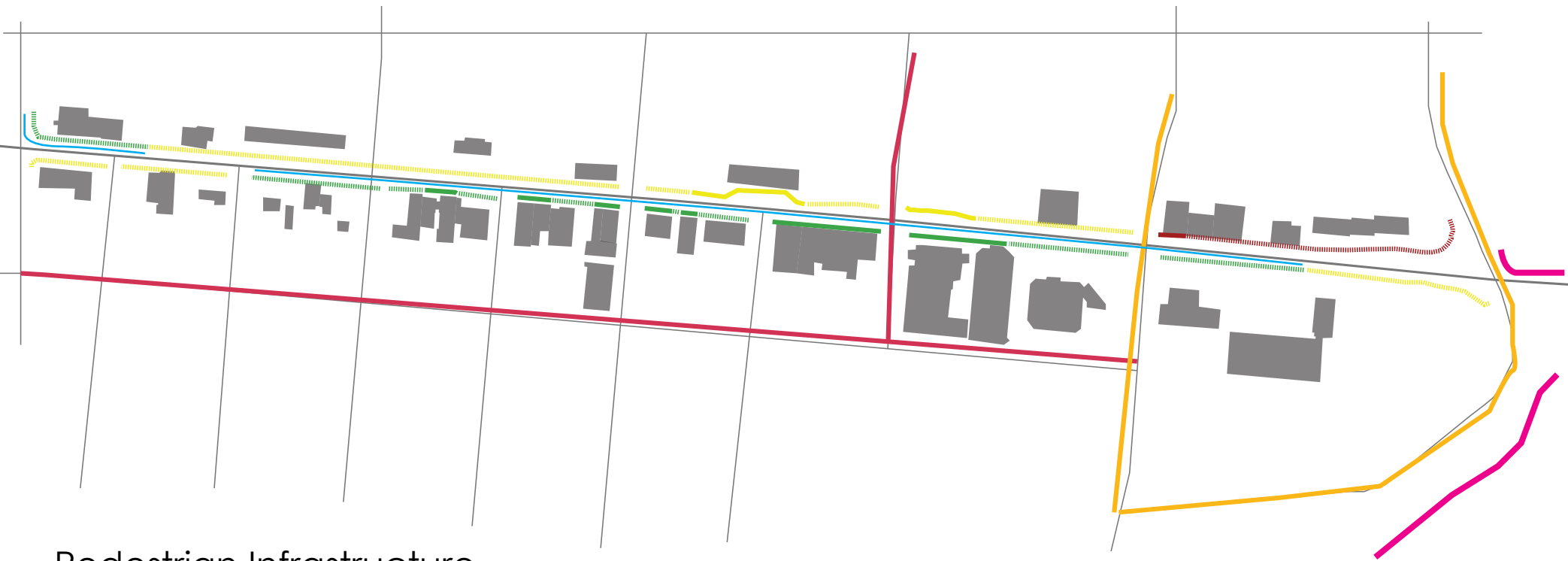
Building Height Rankings

- 1) **2-5 Stories:** Most Comfortable
- 2) **6+ Stories:** Somewhat Comfortable
- 3) **1 Story:** Not Comfortable

Aesthetic Rankings

- Ⓐ 1) **Most Appealing:** Historic, Unique, Culturally Significant
- Ⓑ 2) **Somewhat Appealing:** Generic, Well Kept, Few Windows
- Ⓒ 3) **Not Appealing:** Run Down, No Windows, Blank Walls, Etc.

CIRCULATION INFRASTRUCTURE ANALYSIS



Pedestrian Infrastructure

- 1) 8'+ Sidewalk Width Adjacent to UD
- 2) 8'+ Sidewalk Width Not Adjacent to UD
- 3) 6-8' Sidewalk Width Adjacent to UD
- 4) 6-8' Sidewalk Width Not Adjacent to UD
- 5) Under 6' Adjacent to UD
- 6) Under 6' Not Adjacent to UD

Bicycling Infrastructure

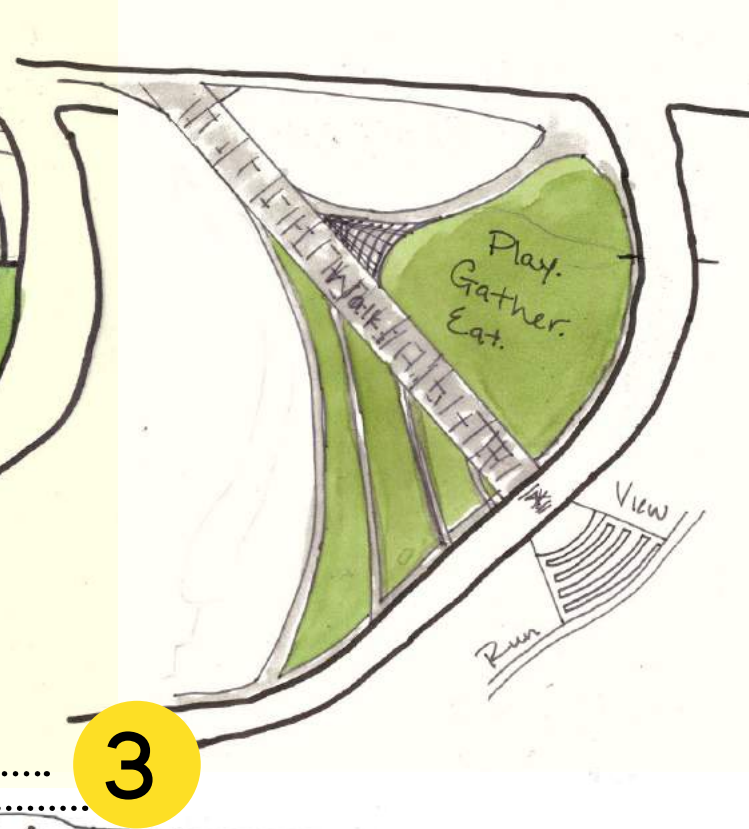
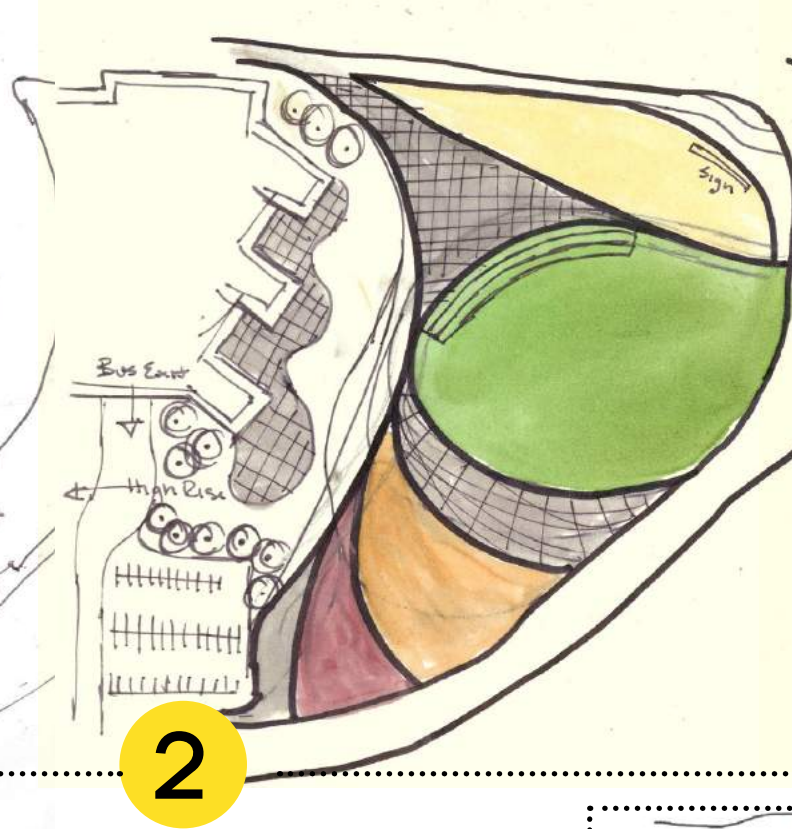
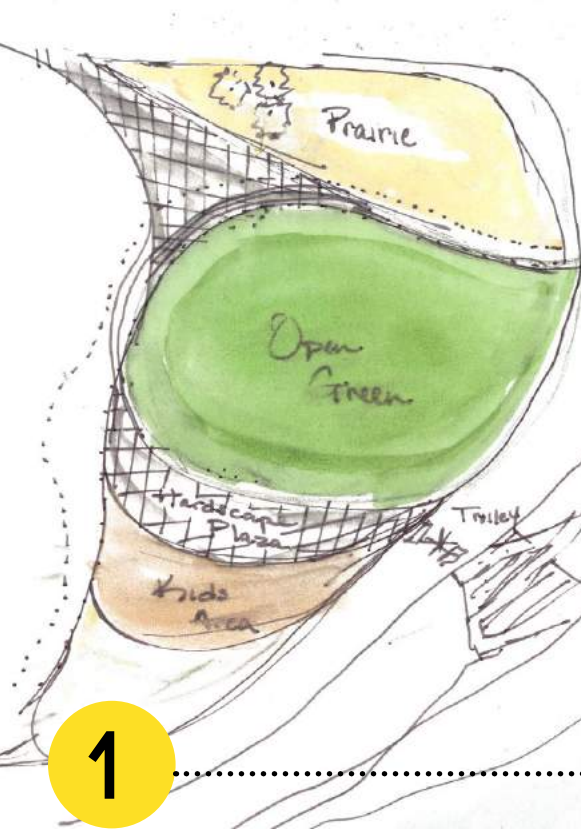
- 1) Cycling Track or Path
- 2) On-Street Bicycle Lanes or Sharrows
- 3) 8'+ Sidewalks

Mass Transit Infrastructure

- 1) Currently has Mass Transit
- 2) No Mass Transit

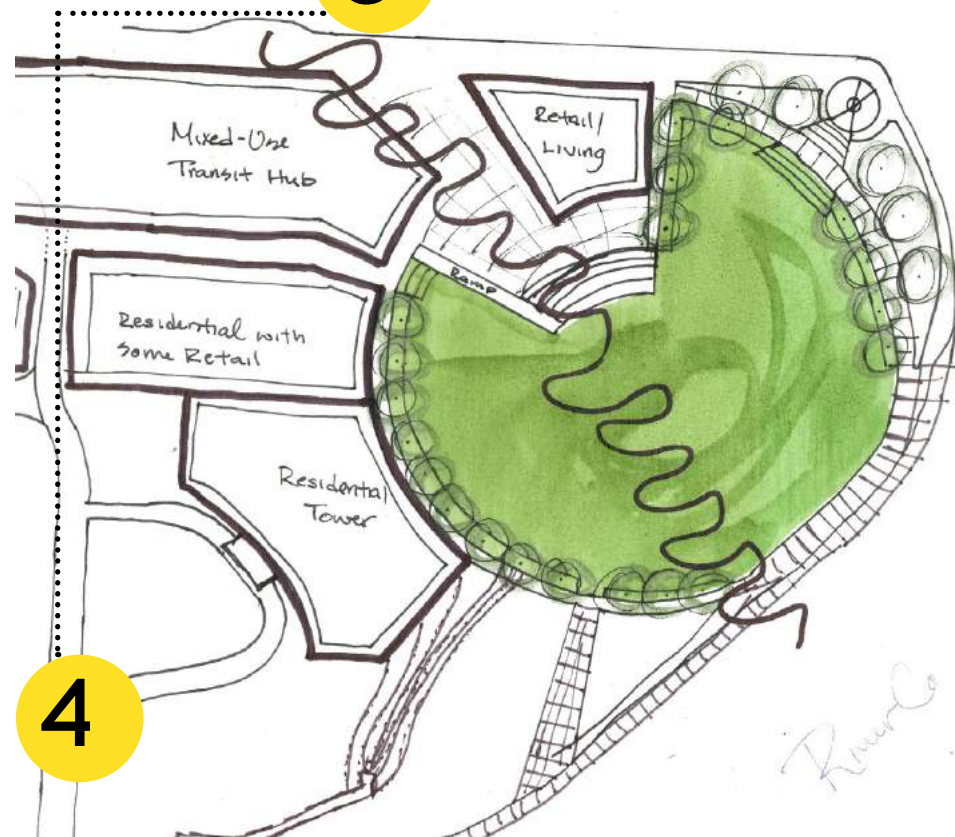
CONCEPTUAL • DESIGN





CONCEPTUAL PARK DESIGN DRAWINGS

Trying to develop a unique and beautiful park that fits into its context while ensuring flood protection was a bit of a challenge at first. Through many different conceptual drawings and historical research, I ended on a final design most similar to that of the 4th image.



FINALIZED • DESIGN



MASTERPLAN

MAIN AVE. CORRIDOR



0' 25' 50' 100'



The West End

Downtown Fargo

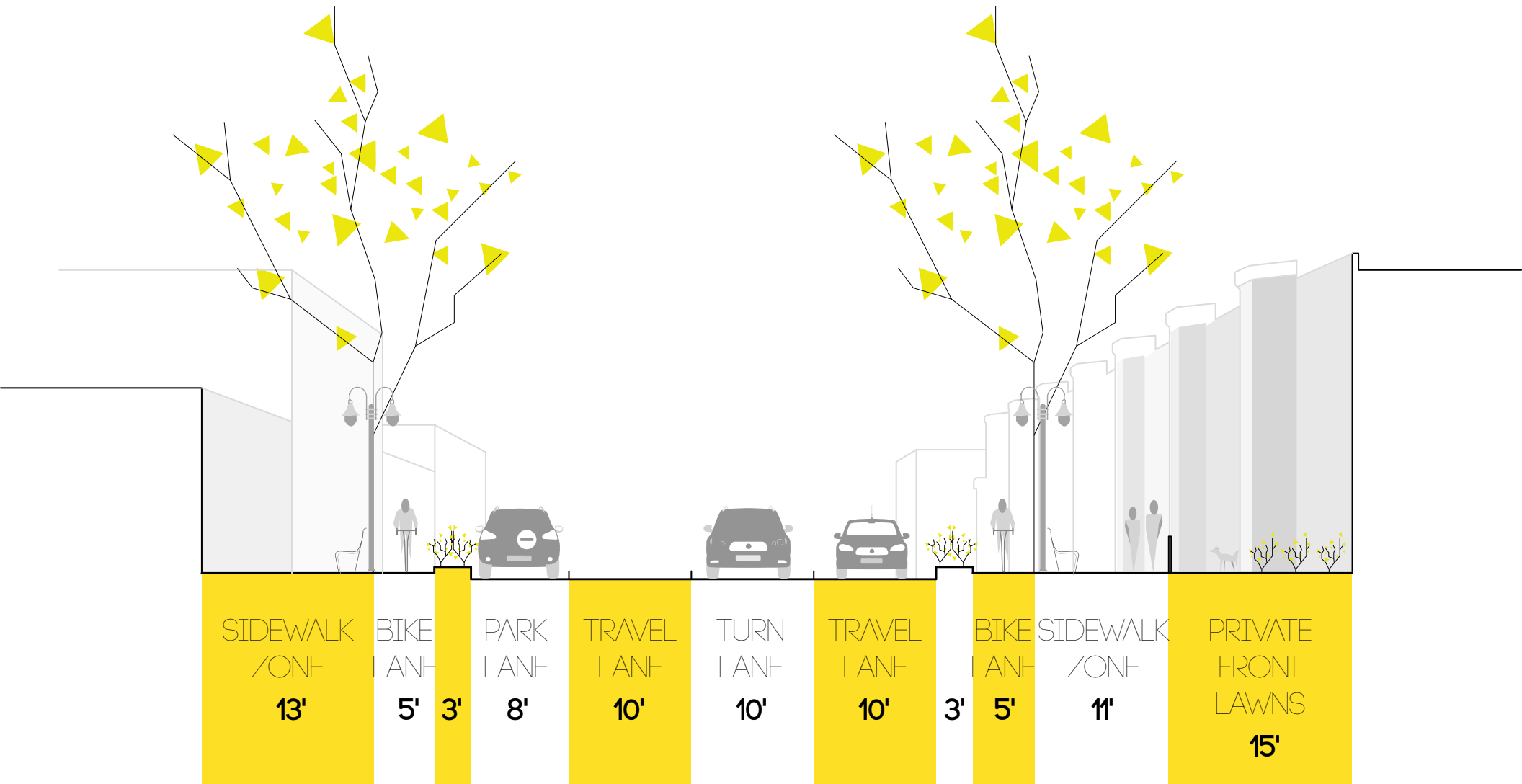




NEIGHBORHOOD
MIXED HOUSING
HISTORIC CHARM
SETBACKS
1-3 STORIES
QUIETER
OFFICES
LOCAL
DIVERSE
GATEWAY
BUFFER
PRIVATE
SMALL SHOPS

WEST END

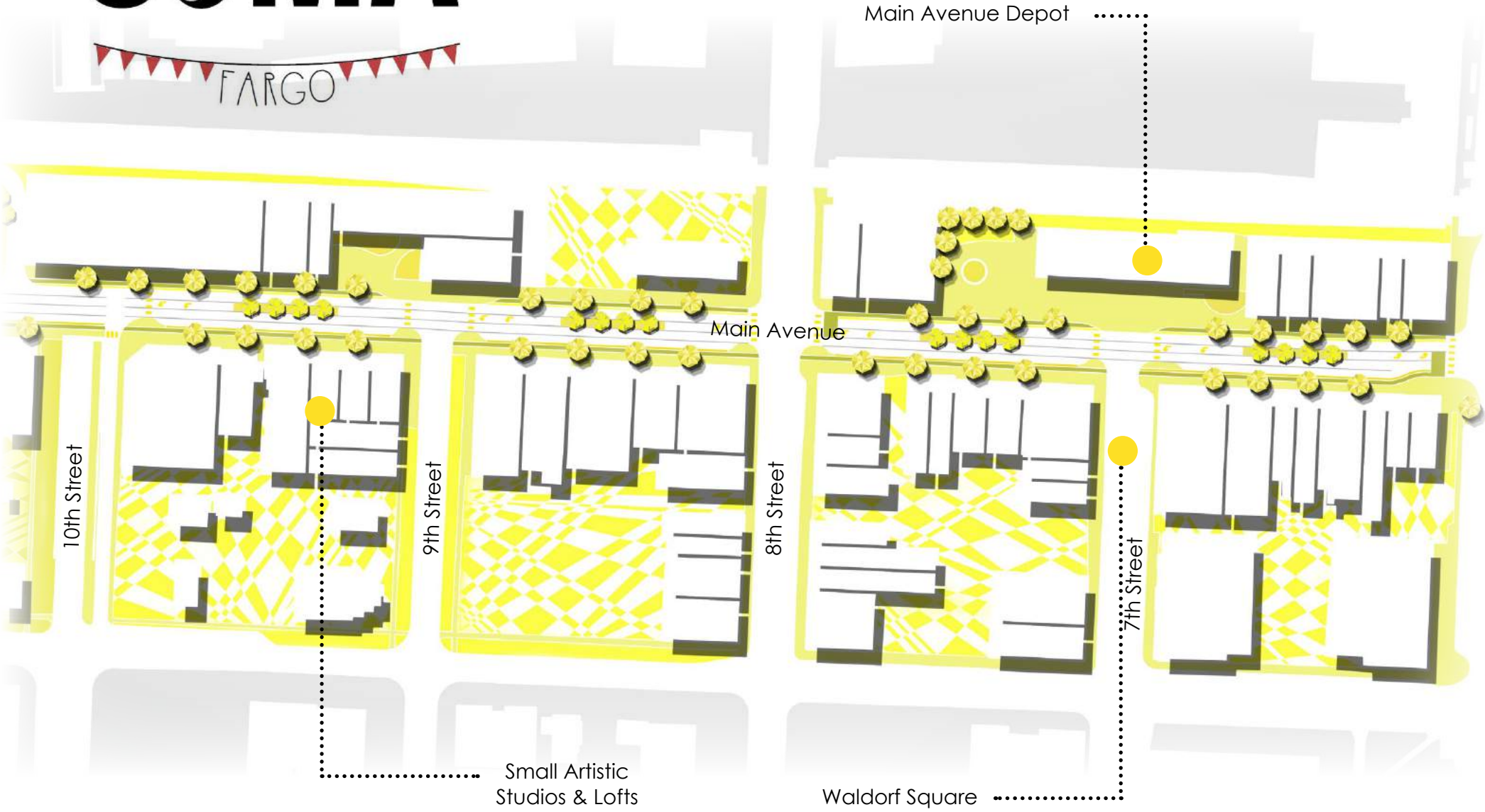
TYPICAL STREET SECTION



SOMA



FARGO



Main Avenue Depot

Main Avenue

10th Street

9th Street

8th Street

7th Street

Small Artistic Studios & Lofts

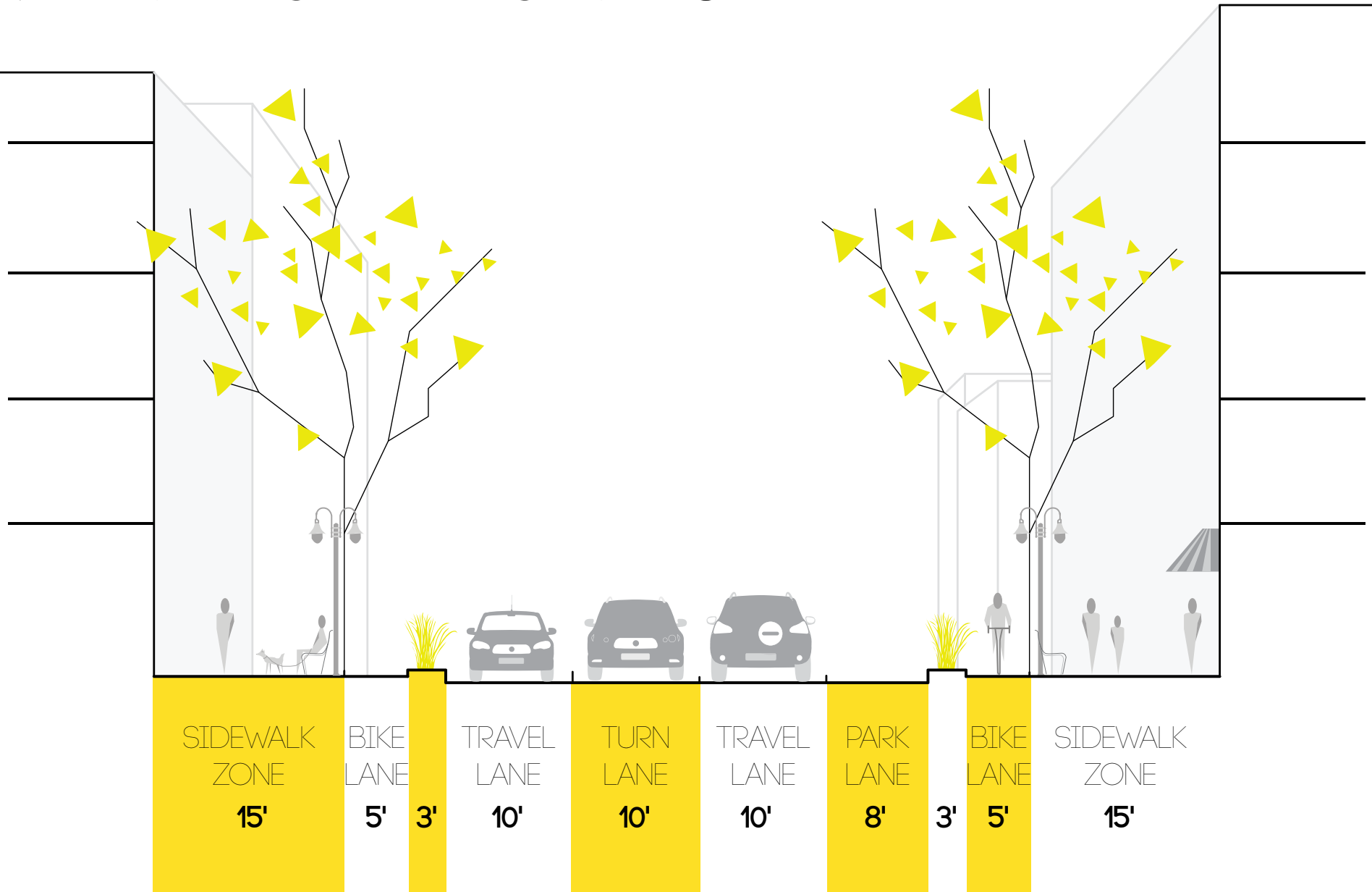
Waldorf Square

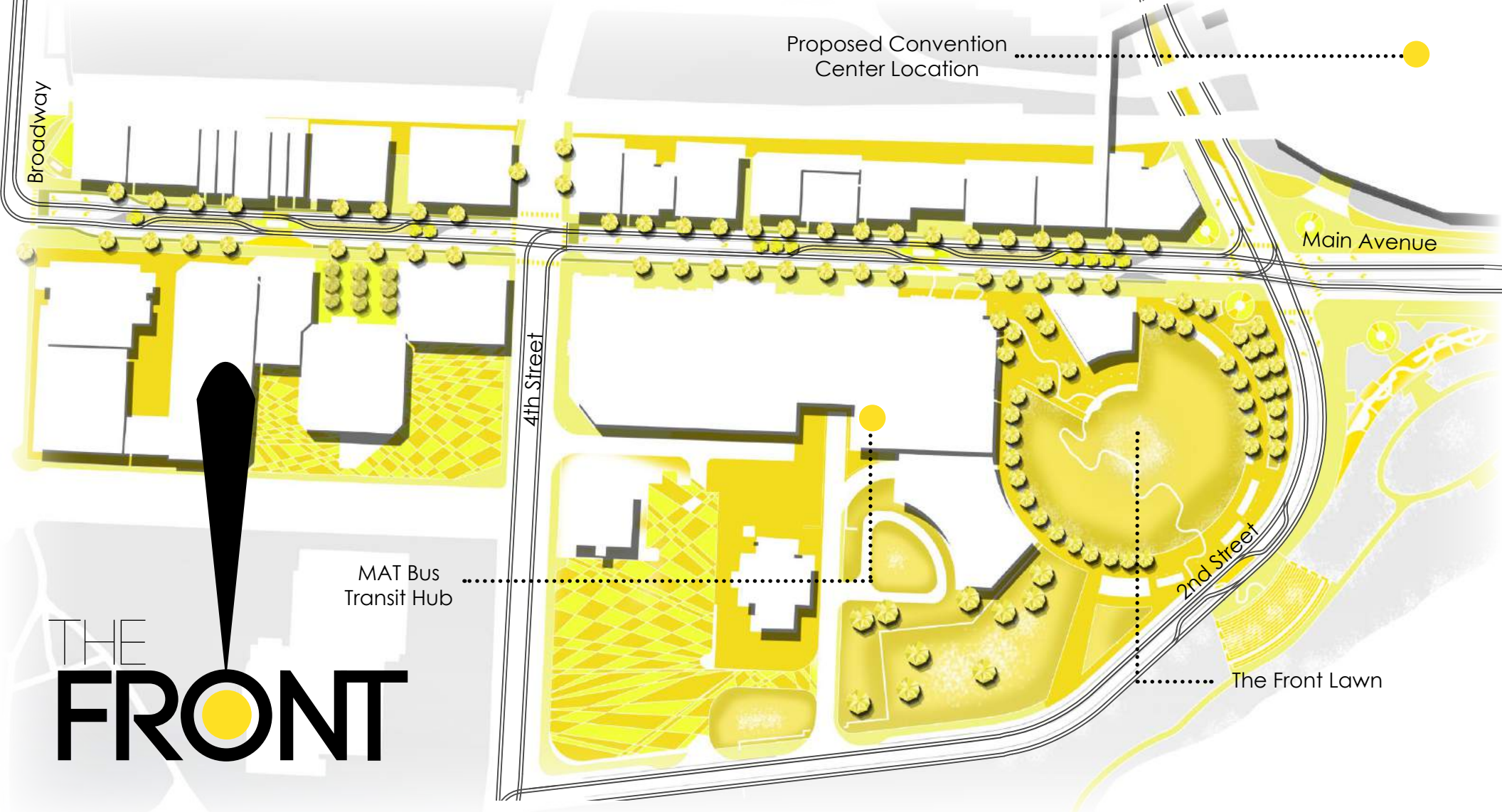
HISTORIC
COMMUNITY
CULTURE
ART
LOCAL
STUDIO
EVENTS



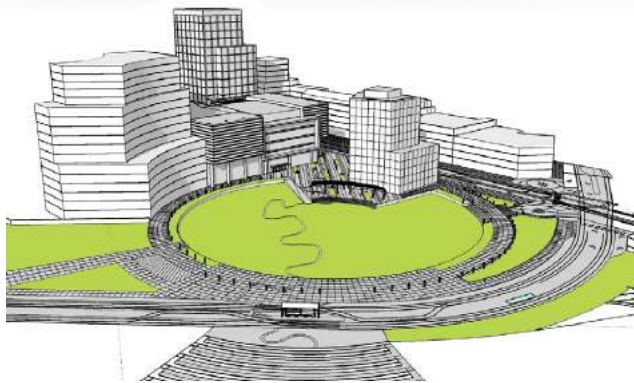
SOMA DISTRICT

TYPICAL STREET SECTION

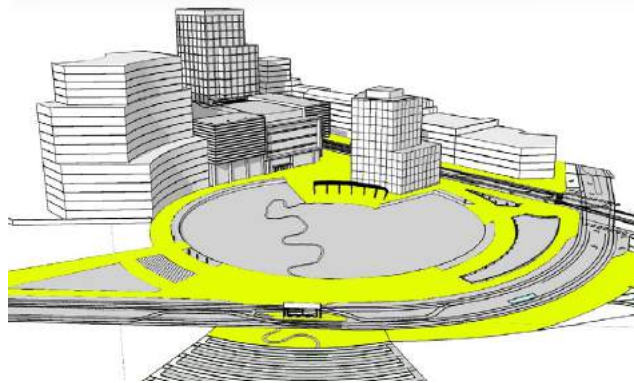




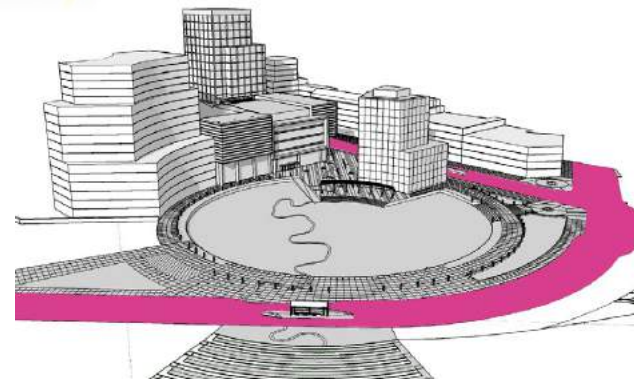
THE FRONT



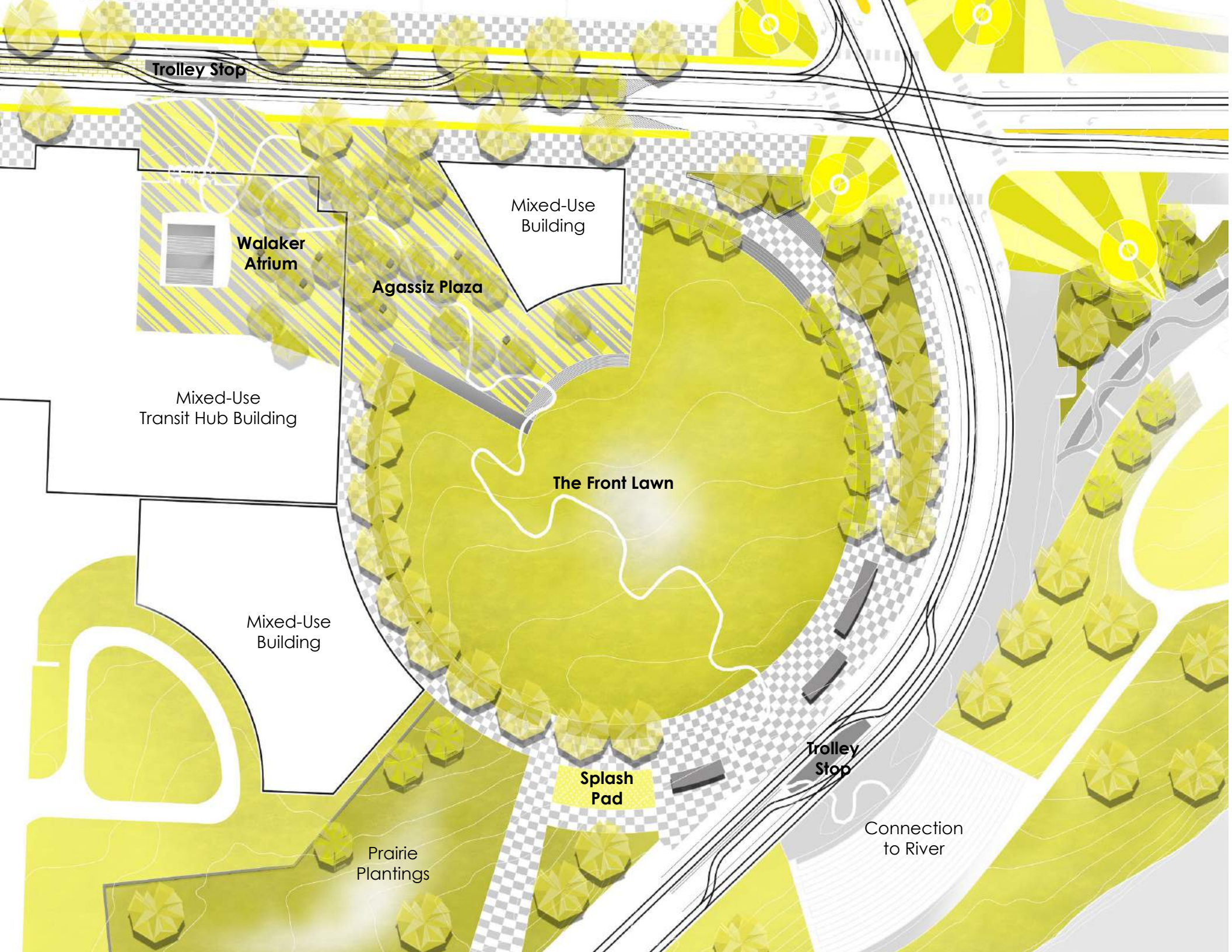
Green Area



Pedestrian Circulation



Transit & Automobile Circulation



Trolley Stop

Walaker Atrium

Mixed-Use Building

Agassiz Plaza

Mixed-Use Transit Hub Building

The Front Lawn

Mixed-Use Building

Splash Pad

Trolley Stop

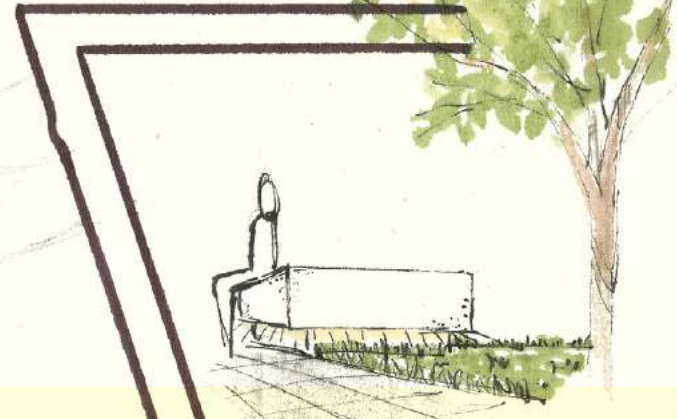
Connection to River

Prairie Plantings



TROLLEY STOP AT MAIN & TRANSIT HUB

AGASSIZ PLAZA SKETCHES & PERSPECTIVE



SITE DETAILS

SEATING

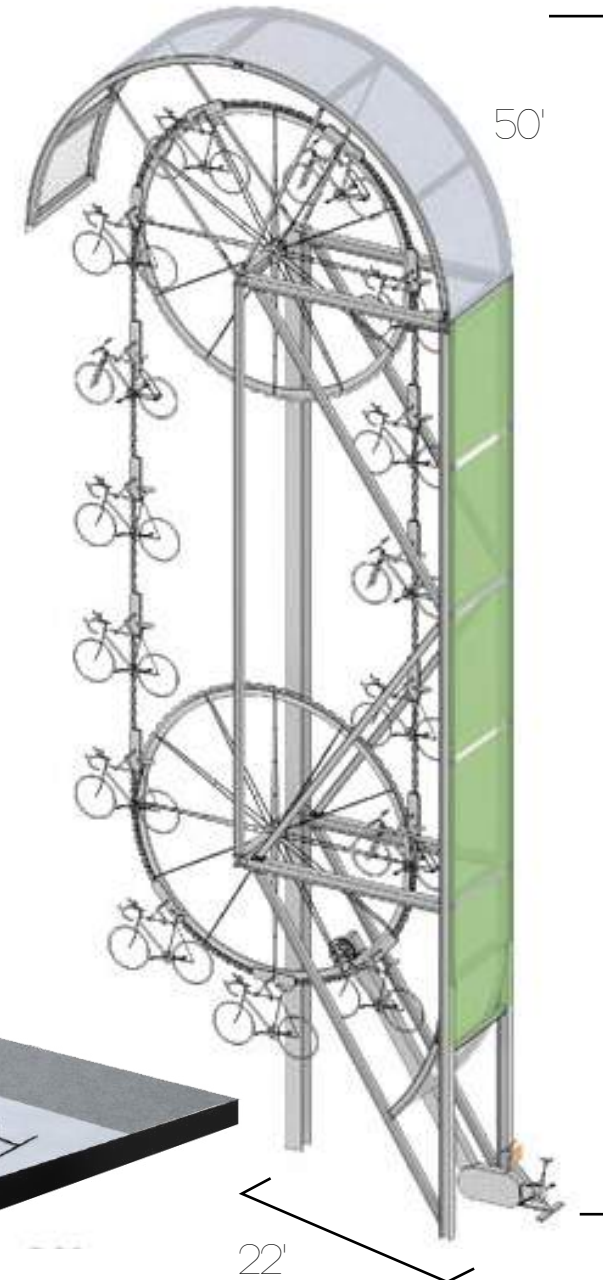
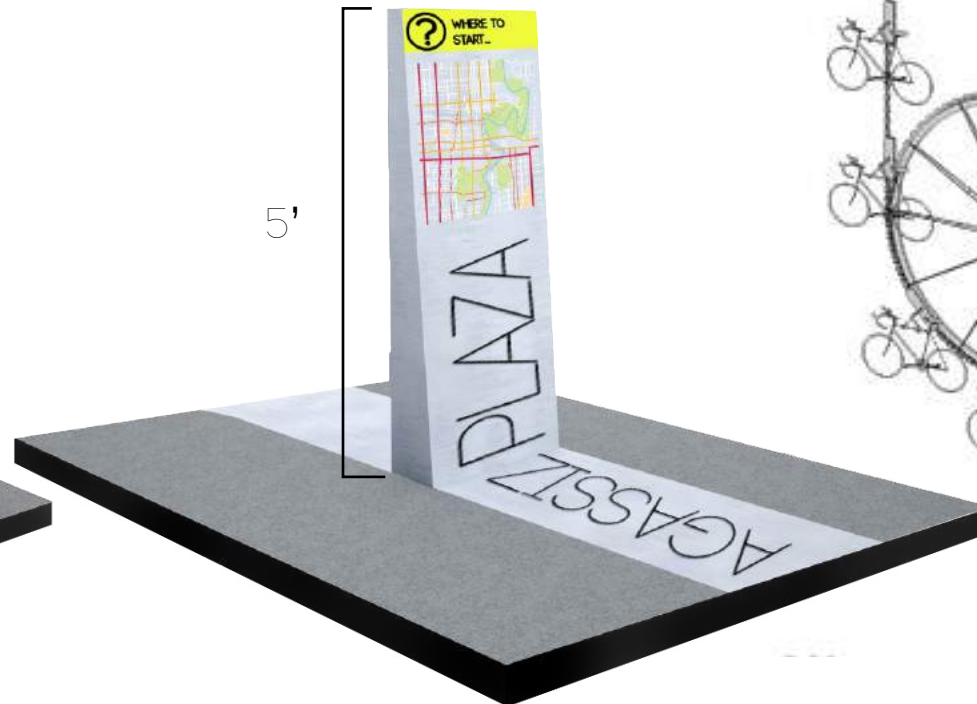
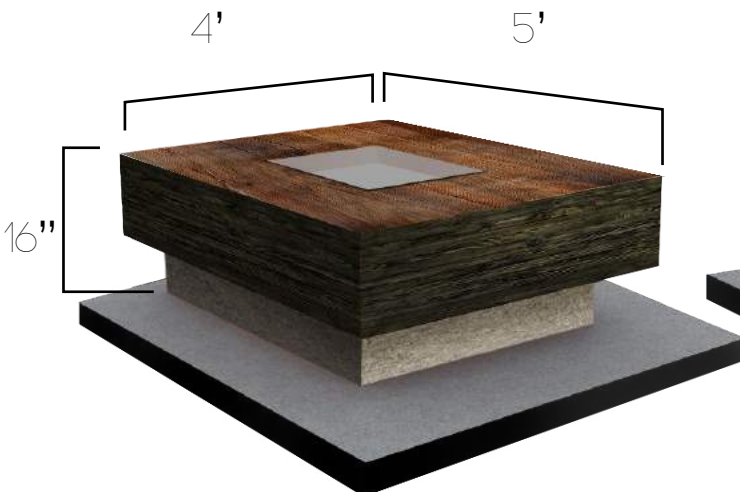
The benches located in Agassiz Plaza draw inspiration from the minimal aesthetic quality of the Red River Valley. The sleek simple lines mixed with rustic reclaimed wood and a concrete base create a warm and welcoming furniture piece.

CYCLE CAROUSEL

The Cycle Carousel located in the Walaker Atrium can house up to fifteen bicycles at one time. It's a functional yet unique piece for all to enjoy.

WAYFINDING

The wayfinding rises from the steel river in the Agassiz Plaza. Maps of downtown Fargo are placed on them while attractive signage marks where you're located.





Retractable Screen

Flood Protection

Agassiz Plaza

Space for Concerts

The Front Lawn

**THANK YOU
&
QUESTIONS?**