

# ROBERTS ALLEY REVAMP

INTRODUCING and IMPLEMENTING PEDESTRIAN DESIGN PRINCIPLES  
(COMPLEXITY, TRANSPARENCY + HUMAN SCALE) IN FARGO, ND

FROM AS EARLY AS THE MID-1800s, ALLEYWAYS HAVE BEEN PERCEIVED AS BEING DIRTY AND UNSAFE. THE REDEVELOPMENT OF ROBERTS ALLEY SEEKS TO ILLUSTRATE THE PEDESTRIAN POTENTIAL OF UNDERUTILIZED BACKSTREETS IN URBAN ENVIRONMENTS.

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ALLEY SPINE | Applied Project Goals

### PROJECT GOALS:

#### TRANSPARENCY

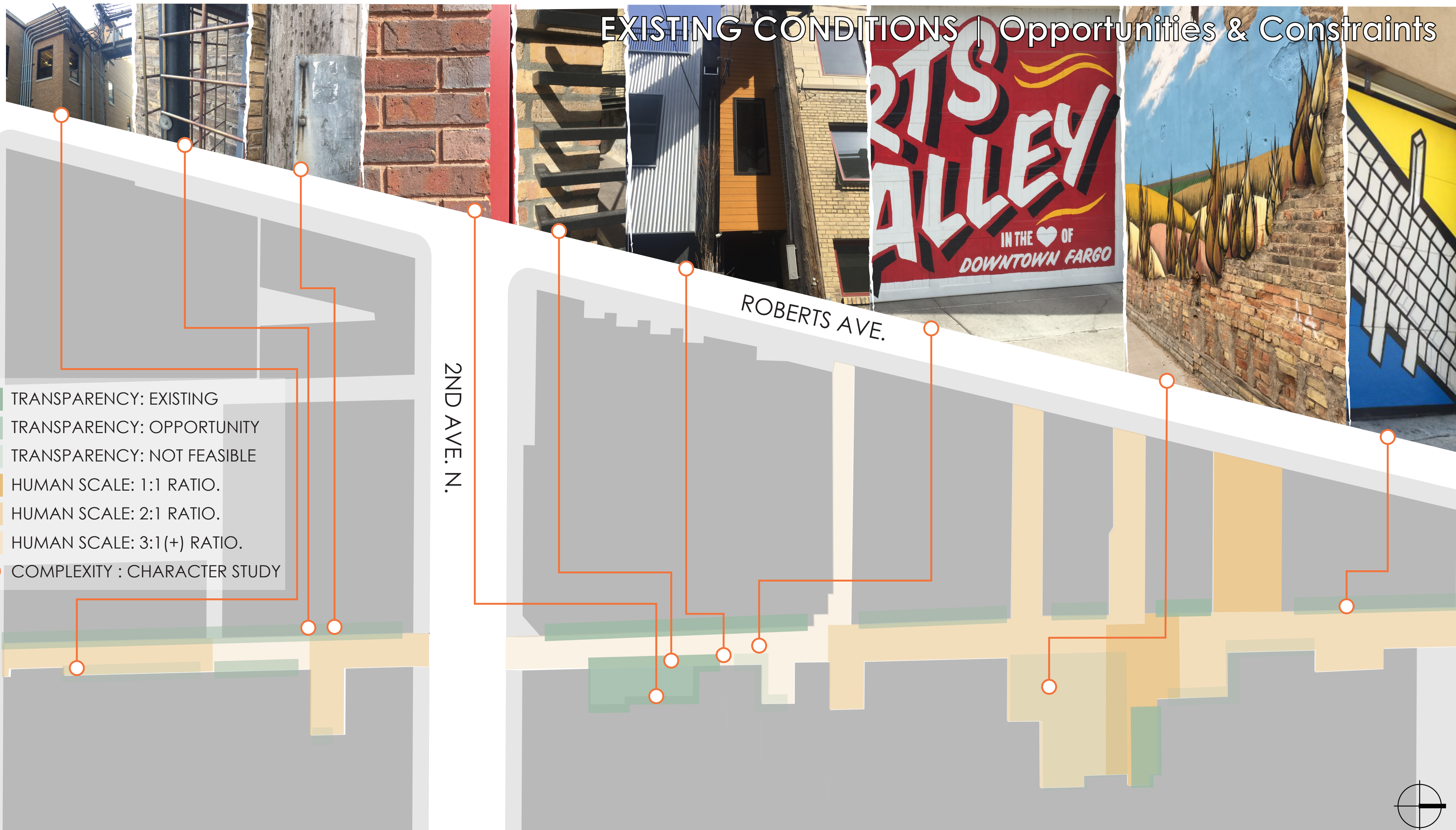
visible or perceived active uses | first floor with windows

#### COMPLEXITY

people | buildings | outdoor dining public art | materials & colors

#### HUMAN SCALE

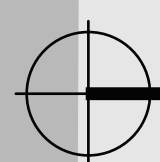
long sight lines & tall building heights (-) | street furniture | first floor windows



EXISTING CONDITIONS | Opportunities & Constraints

- TRANSPARENCY: EXISTING
- TRANSPARENCY: OPPORTUNITY
- TRANSPARENCY: NOT FEASIBLE
- HUMAN SCALE: 1:1 RATIO.
- HUMAN SCALE: 2:1 RATIO.
- HUMAN SCALE: 3:1 (+) RATIO.
- COMPLEXITY : CHARACTER STUDY

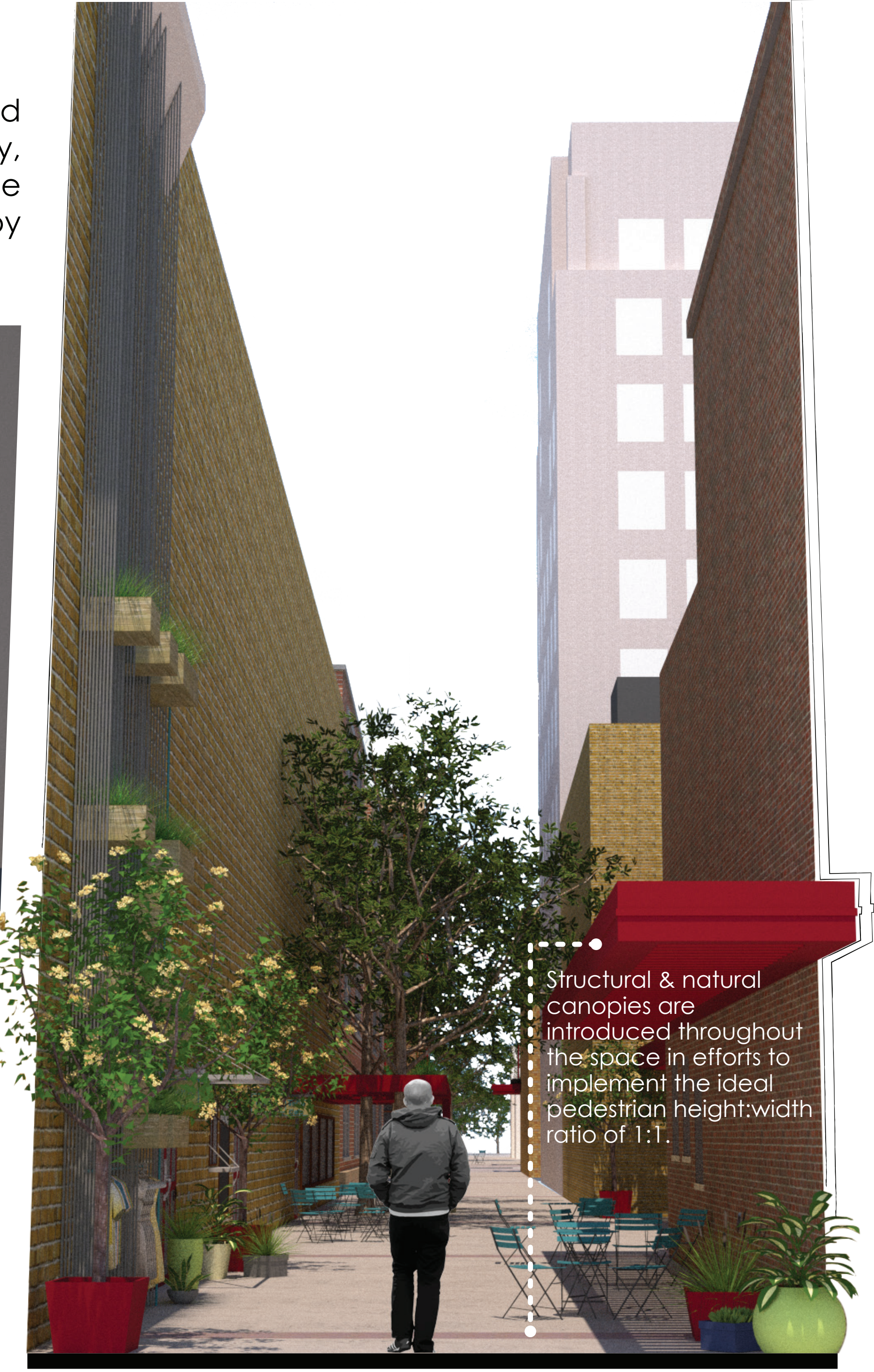
Transparency, Complexity & Human Scale as defined & objectified by Ewing & Handy in *Measuring the Unmeasurable: Urban Design Qualities Related to Walkability* (2009).





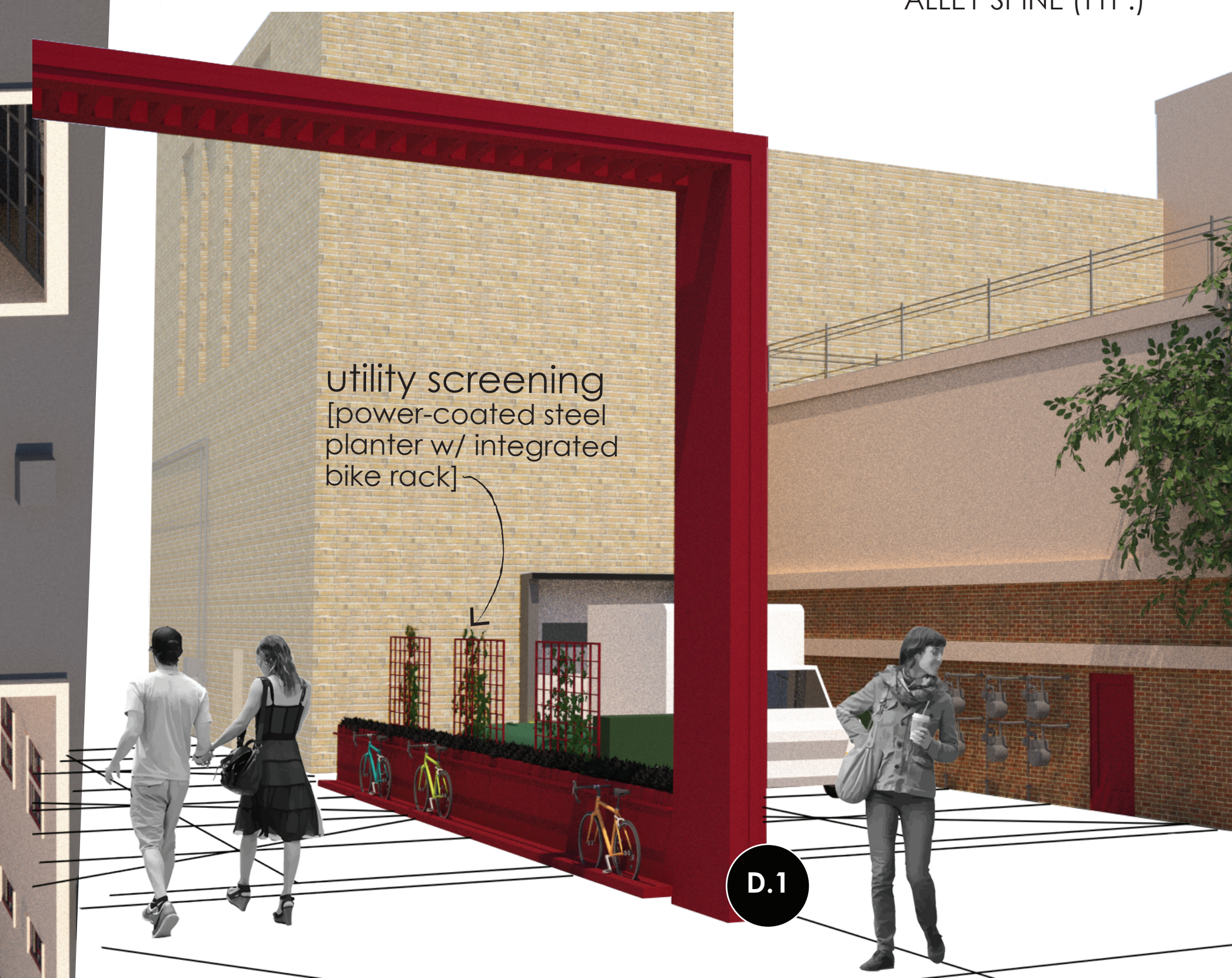
# DESIGN FOCUS AREAS & DETAILS

From the schematic masterplan, a series of smaller site plans was generated in order to further test and illustrate the application of transparency, complexity and human scale in Roberts Alley. In further development of the site, the industrial character of the alleyway was intentionally maintained by utilizing a materials palette reflective of those already existing in the space.



Structural & natural canopies are introduced throughout the space in efforts to implement the ideal pedestrian height:width ratio of 1:1.

ALLEY SPINE (TYP.)



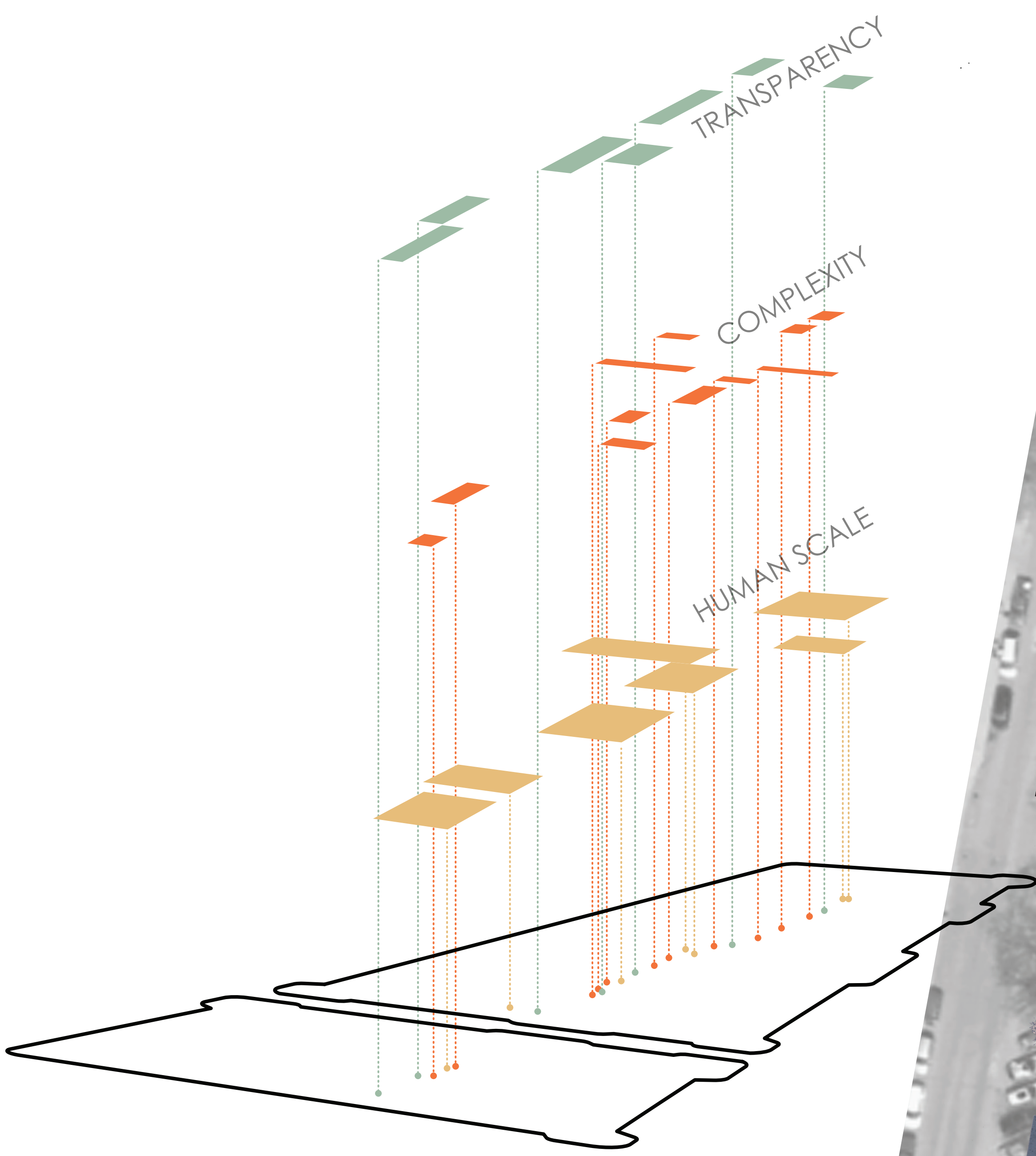
utility screening [power-coated steel planter w/ integrated bike rack]

D.1



### PEDESTRIAN PRIORITY

A raised pedestrian crossing provides a physical and visual connection across 2nd Avenue and helps to provide a consistent pedestrian experience throughout the entirety of the space. In addition to the raised crossing, 2nd Avenue was narrowed so as to further emphasize pedestrian thoroughfare and promote safety.

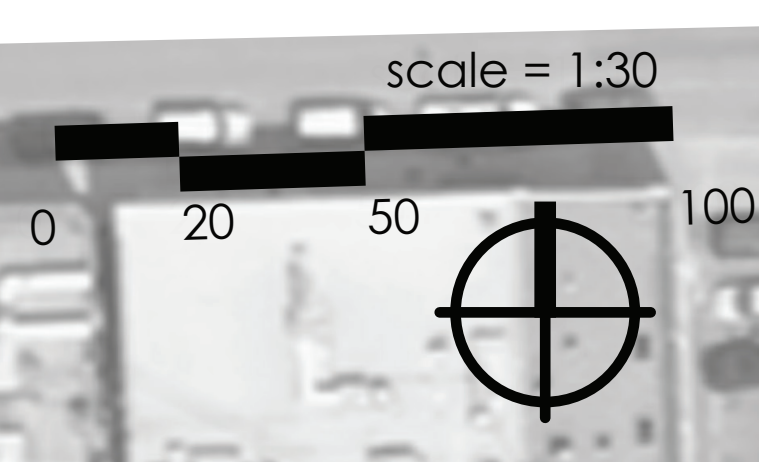


### SCHEMATIC MASTERPLAN

Utilizing previous site analysis as a guide, the schematic masterplan seeks to suggest where the project goals and urban design principles of transparency, complexity, and human scale can be successfully implemented in the alleyway. In efforts to provide a consistent pedestrian experience, each urban design principle was evenly distributed along the entirety of the central spine.



- COMPLEXITY
- HUMAN SCALE
- TRANSPARENCY
- POCKET PARK
- UTILITY SCREENING/RELOCATION
- FIRE LANE
- DESIGN FOCUS AREA





A small addition and overhead canopy outside the 300 Building transition effortlessly from day to night in order to promote 24/7 thoroughfare & activity.

DAY PROGRAM | casual seating & dining



NIGHT PROGRAM | beer garden & event space

