The background features a light green color with a pattern of faint, hand-drawn mechanical sketches. On the left side, there is a stylized, stepped city skyline. The sketches include various components like pipes, valves, a clock face, a light fixture, and a gear.

ROBERTS ALLEY REVAMP:

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



WHY ALLEYWAYS?



HIDDEN POTENTIAL



CHALLENGING STIGMAS



DESIGN INSPIRATION

E. CAHUENGA (EaCa) ALLEY

LOS ANGELES, CA | 2012 | 465 FEET



MERCANTILE PLACE

PASADENA, CA | 400 FEET



MONTEZUMA FULLER ALLEY

FORT COLLINS, CO | 2010 | 411 FEET



CATHEDRAL
OF ST. MARY

DOWNTOWN
FARGO

FARGO
THEATER

RED RIVER

KLAI
HALL

POST
OFFICE

RADISSON

CITY
HALL

LIBRARY

FARGO
CITY LIMITS

RENAISSANCE
HALL

BANK
OF THE
WEST

MID-
AMERICA
STEEL

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SITE

PHOTOS



NOTORIOUS SIGNS

WELCOME TO

**ROBERTS
ALLEY**

IN THE ♥ OF
DOWNTOWN FARGO





NO
PARKING

FARGO THEATRE
ON & OFF BROADWAY





PROJECT
PREMISE



URBAN ALLEYWAYS HAVE THE POTENTIAL TO BE TRANSFORMED INTO VIABLE PEDESTRIAN SPACES.

- 
- 1 COMPLEXITY
 - 2 TRANSPARENCY
 - 3 HUMAN SCALE*

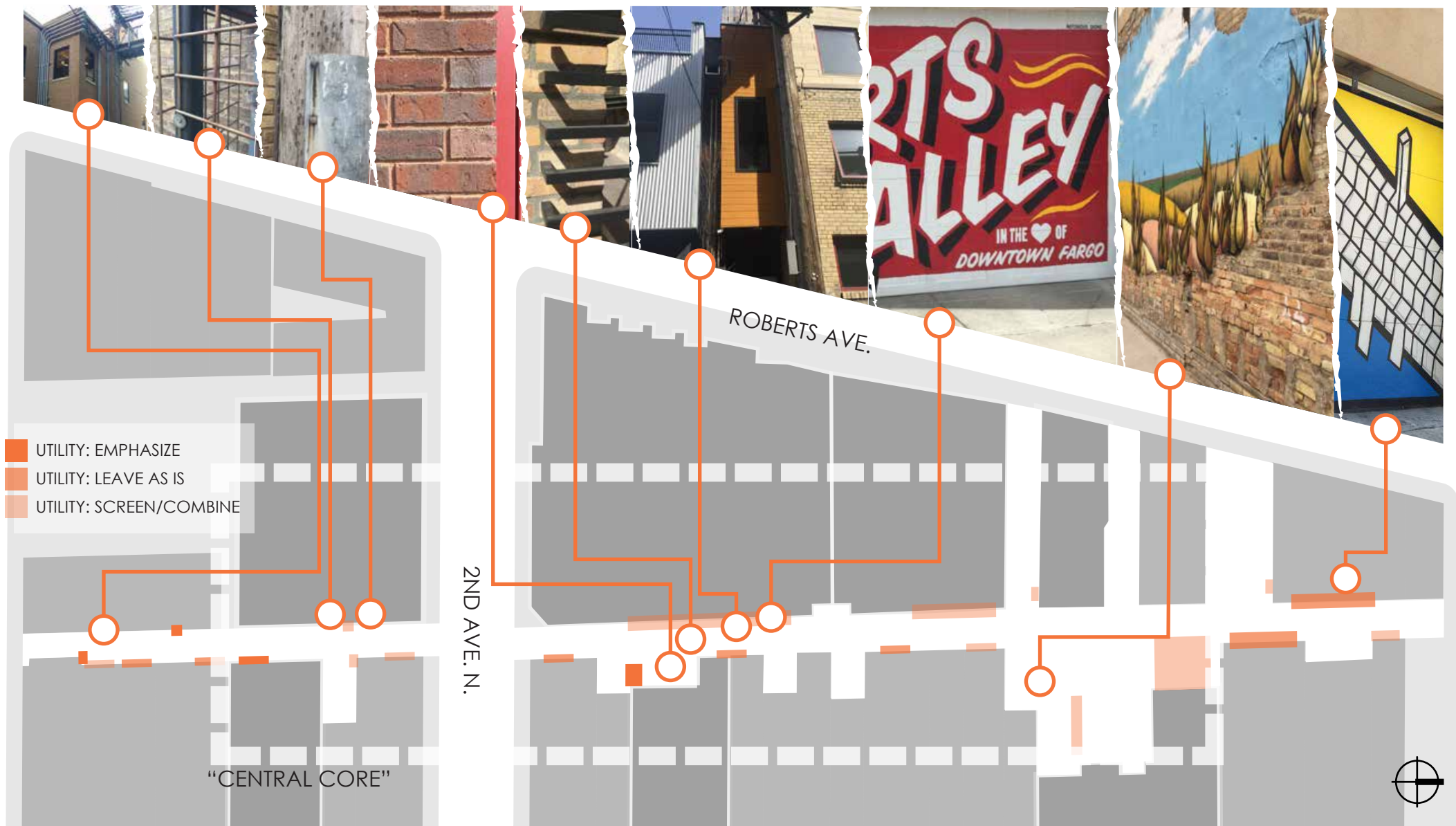
PROJECT GOALS

* EACH OF WHICH HAVE BEEN OBJECTIFIED, MEASURED, AND FOUND TO BE SIGNIFICANT FACTORS CONTRIBUTING TO THE PERCEPTION OF WALKABILITY (Ewing & Handy, 2009).

ANALYSIS: TRANSPARENCY



ANALYSIS: COMPLEXITY



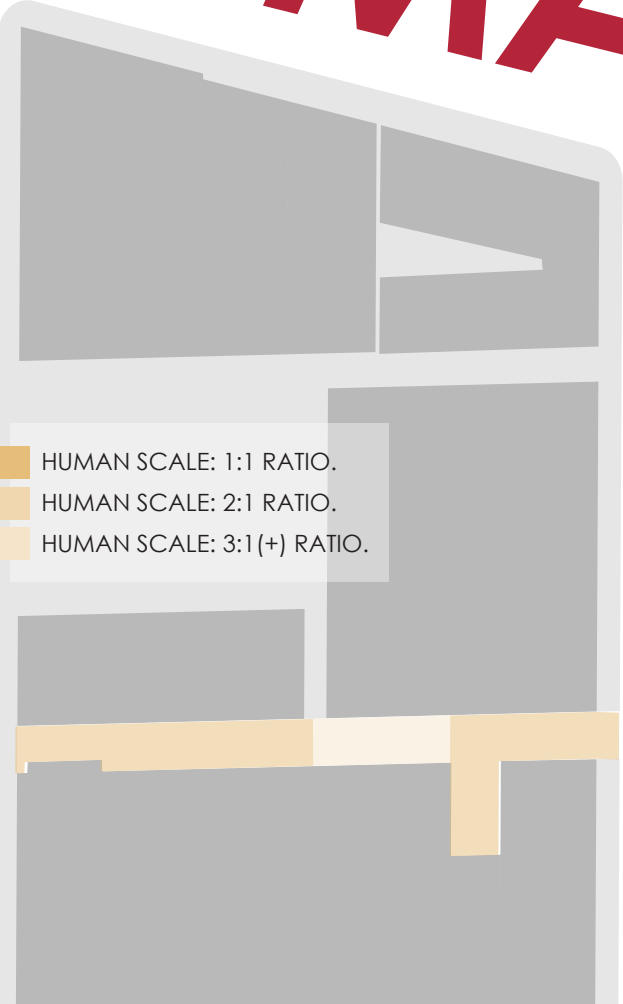
ANALYSIS: HUMAN SCALE

SECTION STUDY

BEST
1:1 RATIO

OKAY
2:1 RATIO
(TYP. EXISTING)

WORST
3:1(+) RATIO



- HUMAN SCALE: 1:1 RATIO.
- HUMAN SCALE: 2:1 RATIO.
- HUMAN SCALE: 3:1(+) RATIO.



ANALYSIS: FUNCTIONAL



ZONE FOUR.

- Address Intersection
- Activate Entry
- Address human scale issues
- Needs defining character
- Emphasize utilities of interest

ZONE THREE.

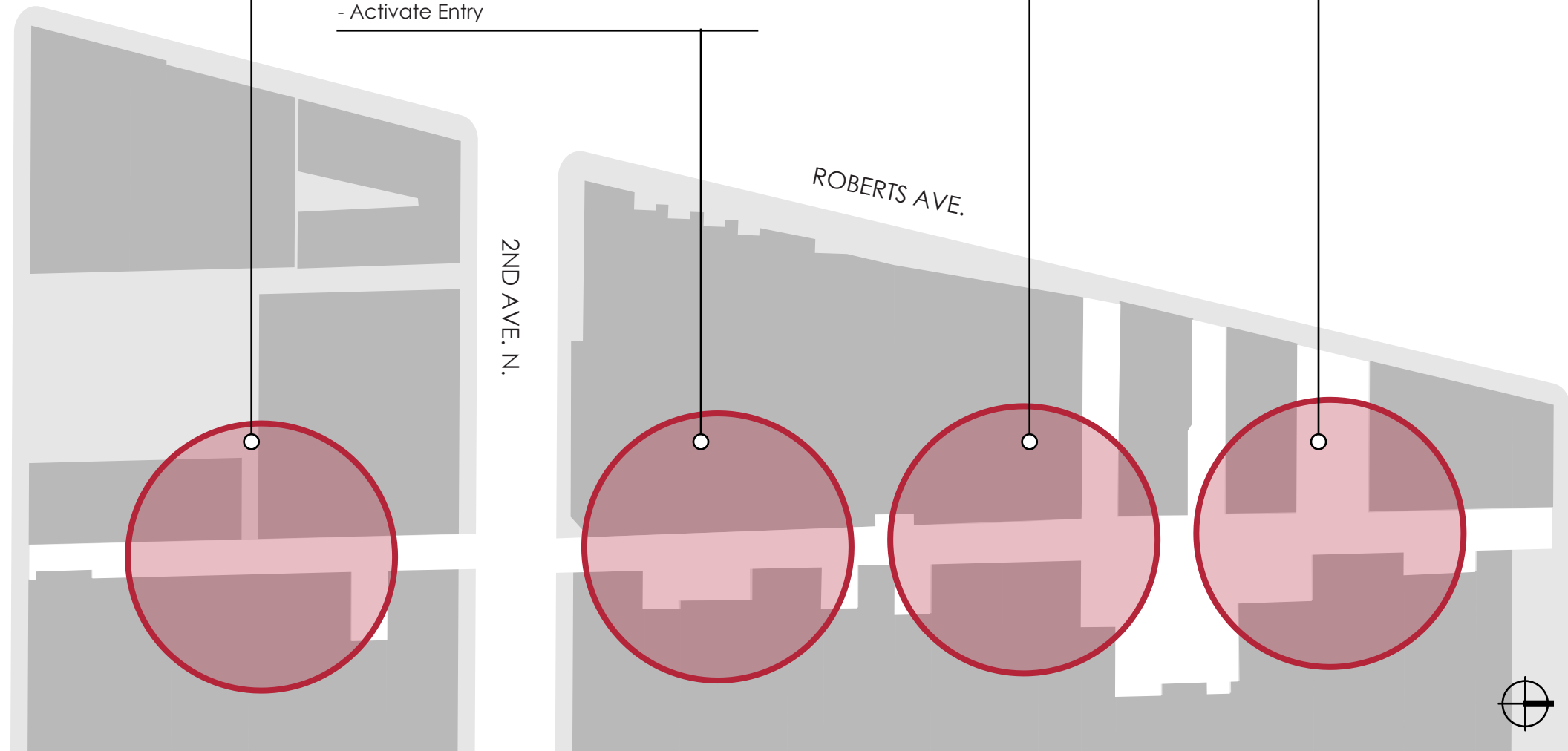
- Strong Character (Loretta Bldg.)
- Address human scale issues
- Screen/consolidate undesirable utilities
- Opportunities for additional transparency
- Address intersection
- Activate Entry

ZONE TWO.

- Good sense of scale
- Strong character murals
- Screen/consolidate undesirable utilities
- Opportunities for additional transparency
- Opportunities for event/night programming

ZONE ONE.

- Activate Entry
- Needs Defining Character

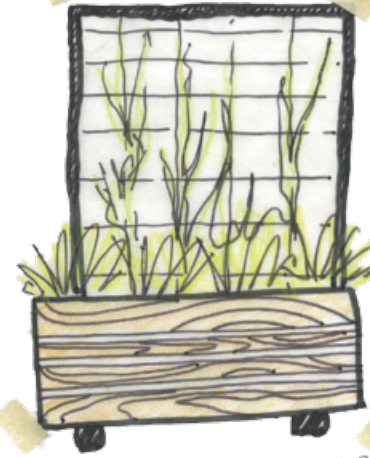
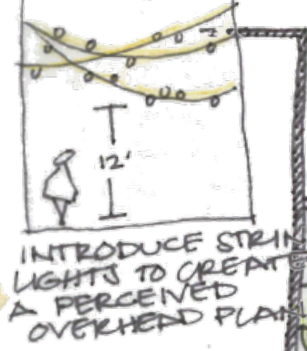
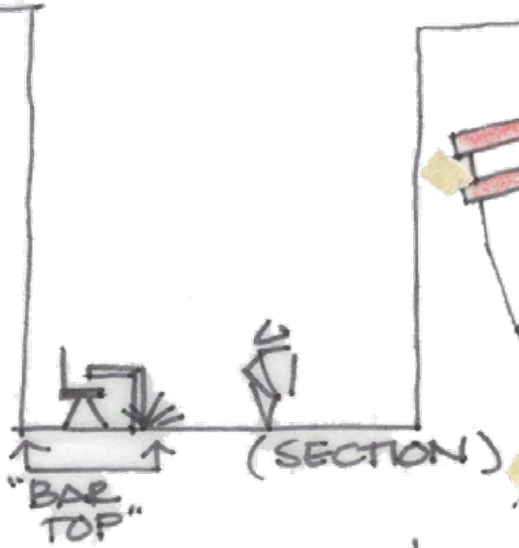




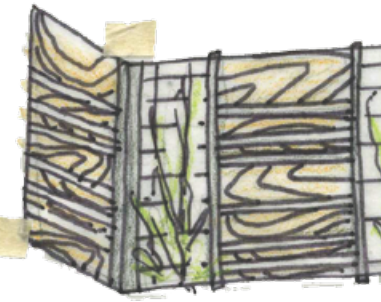
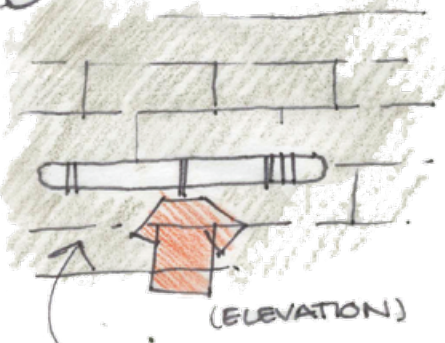
PROCESSES

BAR TOP DINING.

STRING LIGHTS



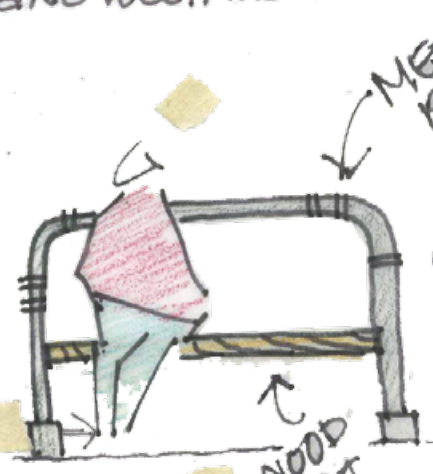
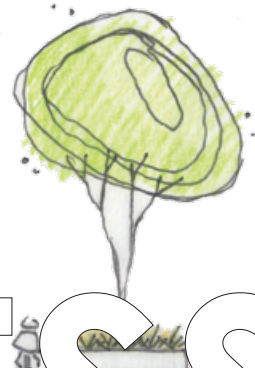
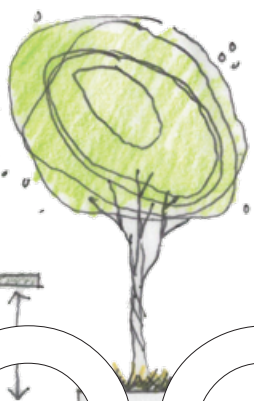
BISTRO DINING



MOVEABLE RETAIL RACK.

WALL-MOUNTED PIPE TO ACT AS DISPLAY

ATTACHED TO EXISTING STRUCTURES OR FREESTANDING. INCORPORATES CLIMBING VEGETATION.



SEATING INCORPORATES USE OF PIPE AS A NOD TO UTILITARIAN NATURE OF ALLEY

PROCESS

ALLEY

SIDEWALK

ROAD (2ND AVENUE)

BIKE LANE

ALLEY

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



MASTER PLAN





SITE PLAN

4TH AVE. N.

SPICY PIE

FARGO THEATER

UTILITY EASEMENT

PRIVATE PARKING GARAGE

MIXED-USE BLDG. [PROPOSED]

ROBERTS COMMONS

LORETTA BLDG.

VFW / TOSCANA

2ND AVE. N.

MIXED-USE BLDG. [PROPOSED]

KING HOUSE

SKYWAY

STONE BLDG.

BLACK BLD.

1ST AVE. N.

ROBERTS AVE.

BROADWAY AVE.

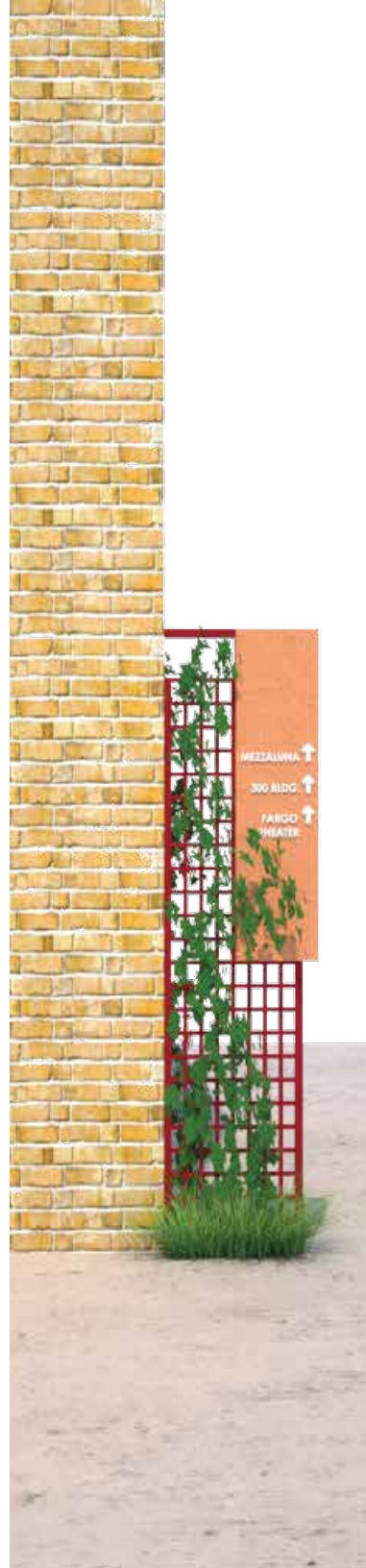
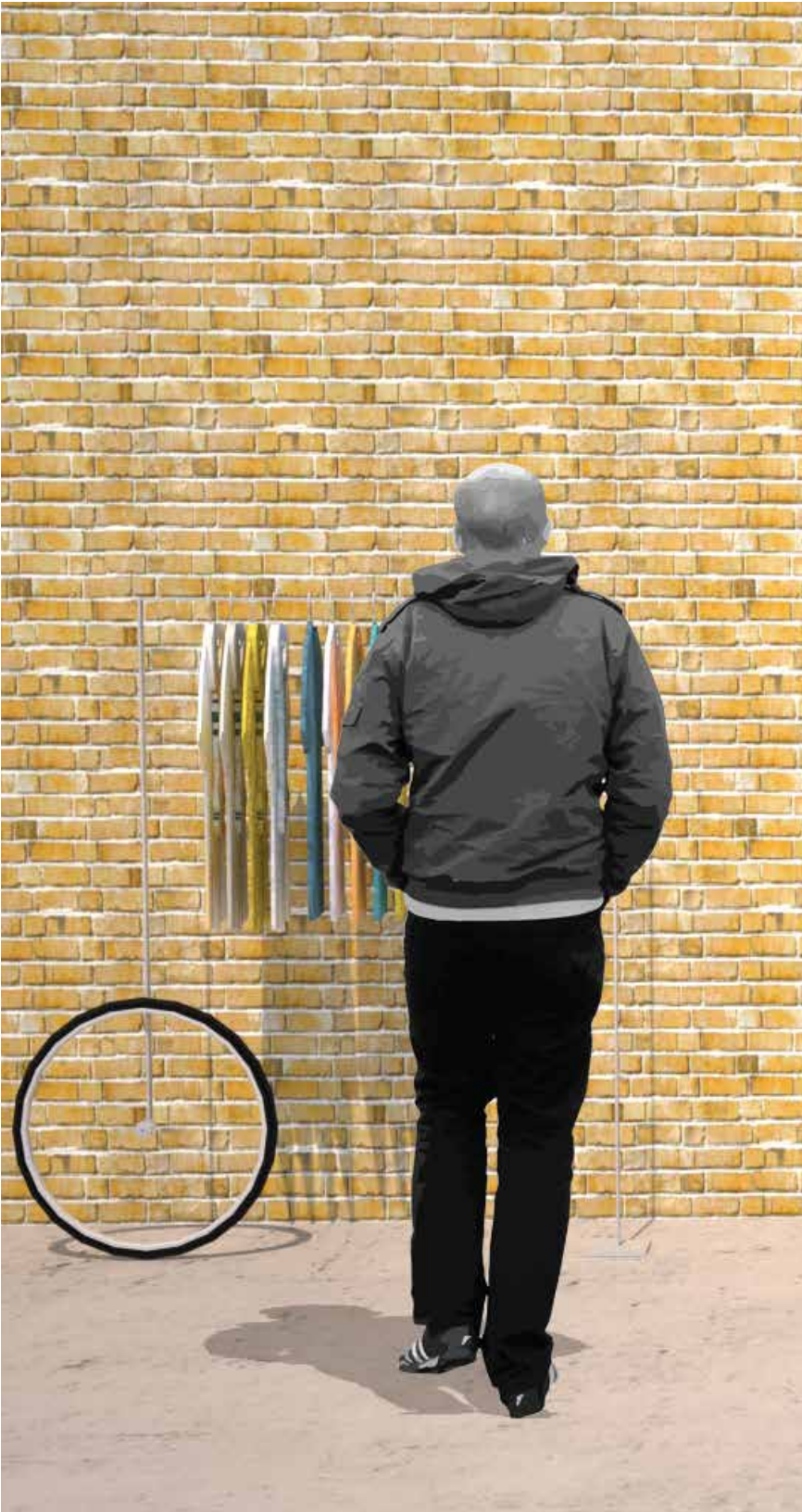


STONE BUILDING

1ST AVE. N.







SITE PLAN



ROBERTS
COMMONS

VFW/TOSCANA

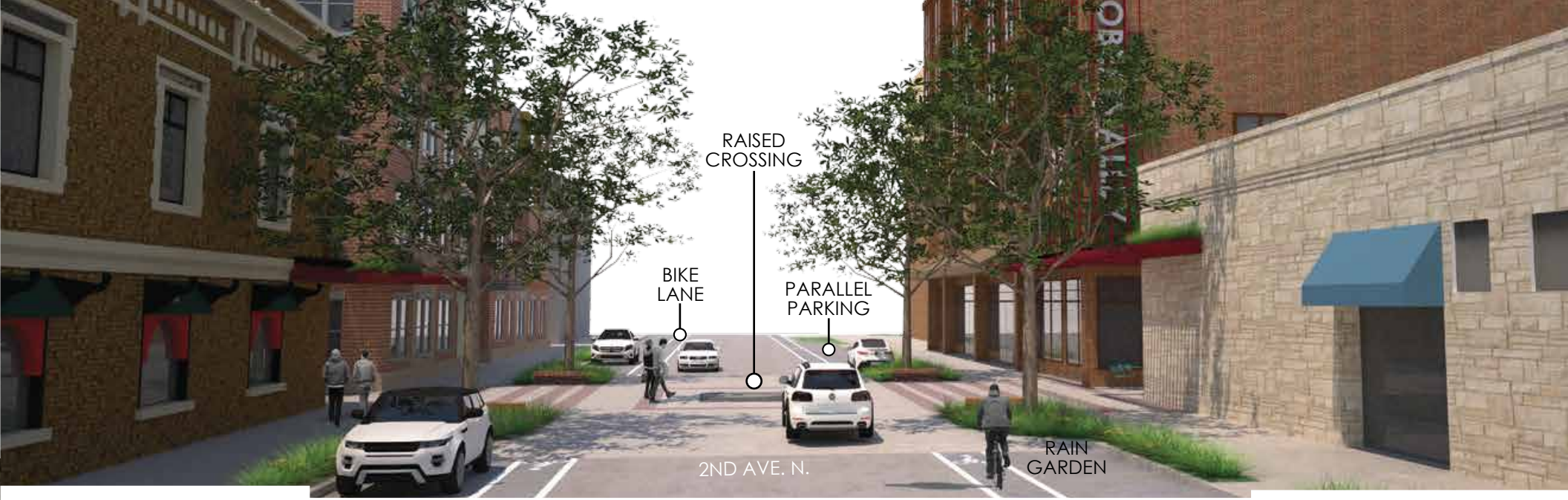
2ND AVE. N.

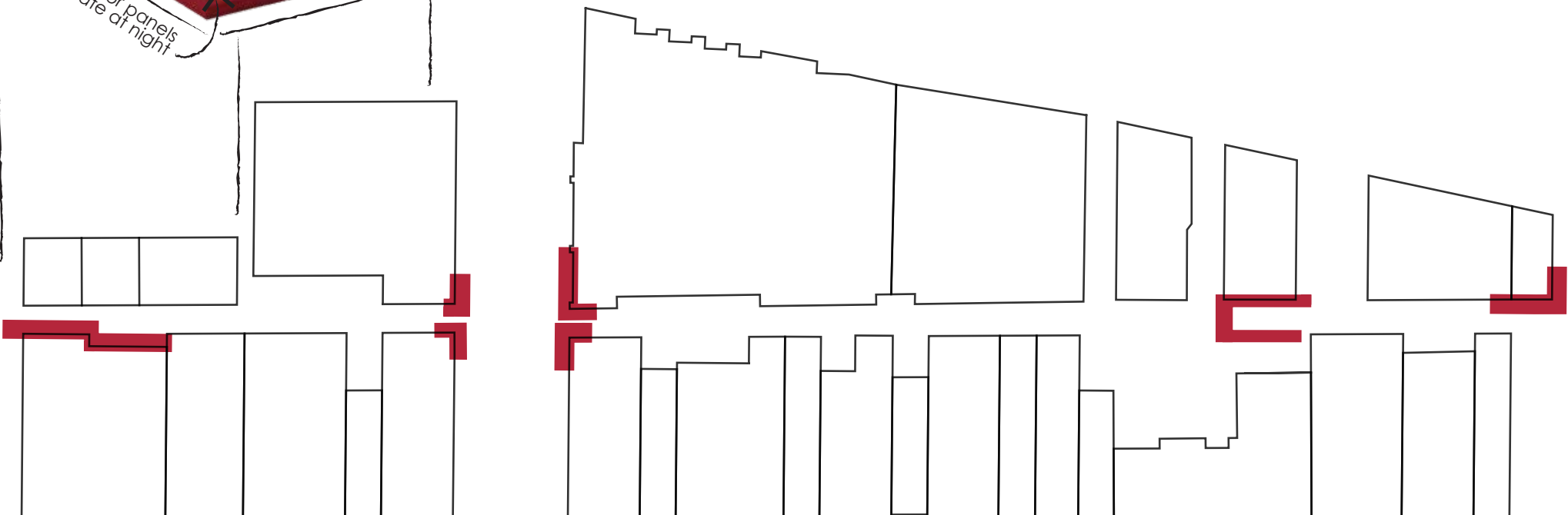
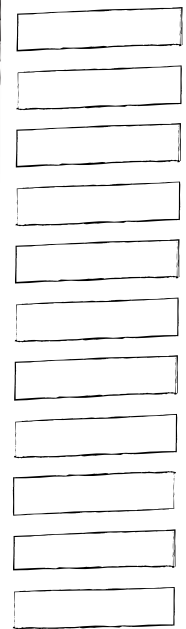
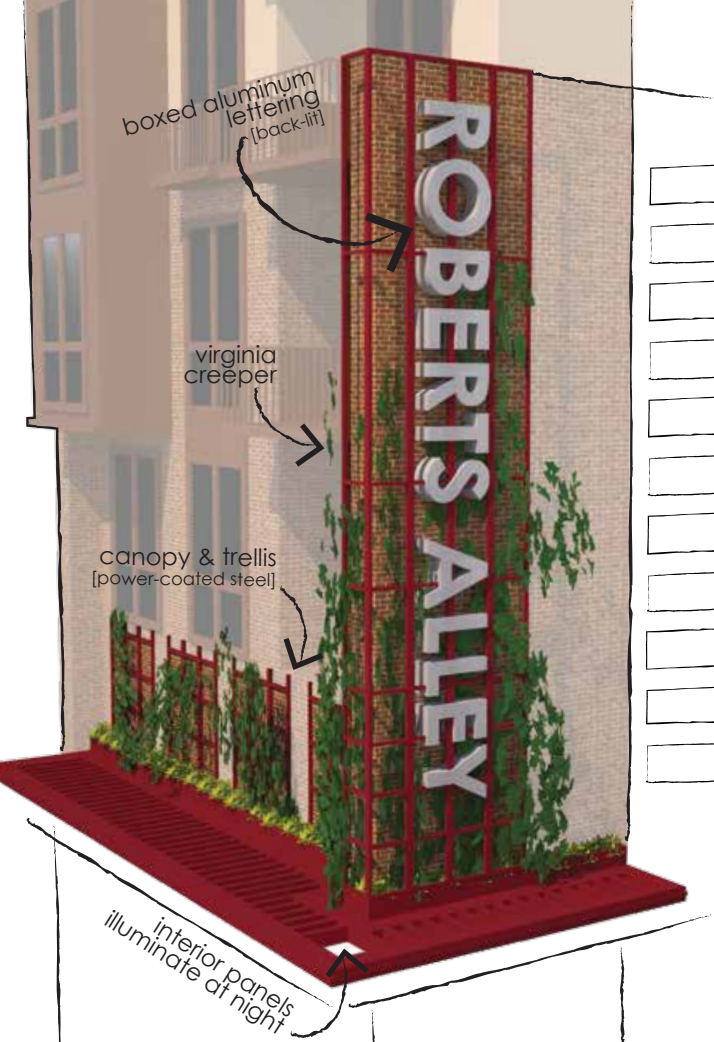
2ND AVE. N.

PROPOSED
MIXED - USE

KING HOUSE
BUFFET









SITE PLAN



4TH AVE. N.

SPICY PIE

FARGC THEATER

UTILITY
EASEMENT

PRIVATE
PARKING
GARAGE

ROBERTS AVE.

MIXED-USE BLDG.
[PROPOSED]

ROBERTS
COMMONS

LORETTA BLDG.

VFW / TOSCANA

2ND AVE. N.

MIXED-USE BLDG.
[PROPOSED]

KING HOUSE

STONE
BLDG.

BLACK BLDG.

1ST AVE. N.

BROADWAY AVE.

SKYWAY

ROBERTS STREET

COURTYARD WITH FLEXIBLE PROGRAMMING

FOOD TRUCK PARKING

FARGO THEATER

UTILITY SCREENING

UTILITY EASEMENT & LOADING ZONE

300 BUILDING

MEZZALUNA

DUMPSTER RELOCATION & SCREENING

PATIO & BAR

PRIVATE GARAGE





utility screen with integrated bike rack

moveable screening

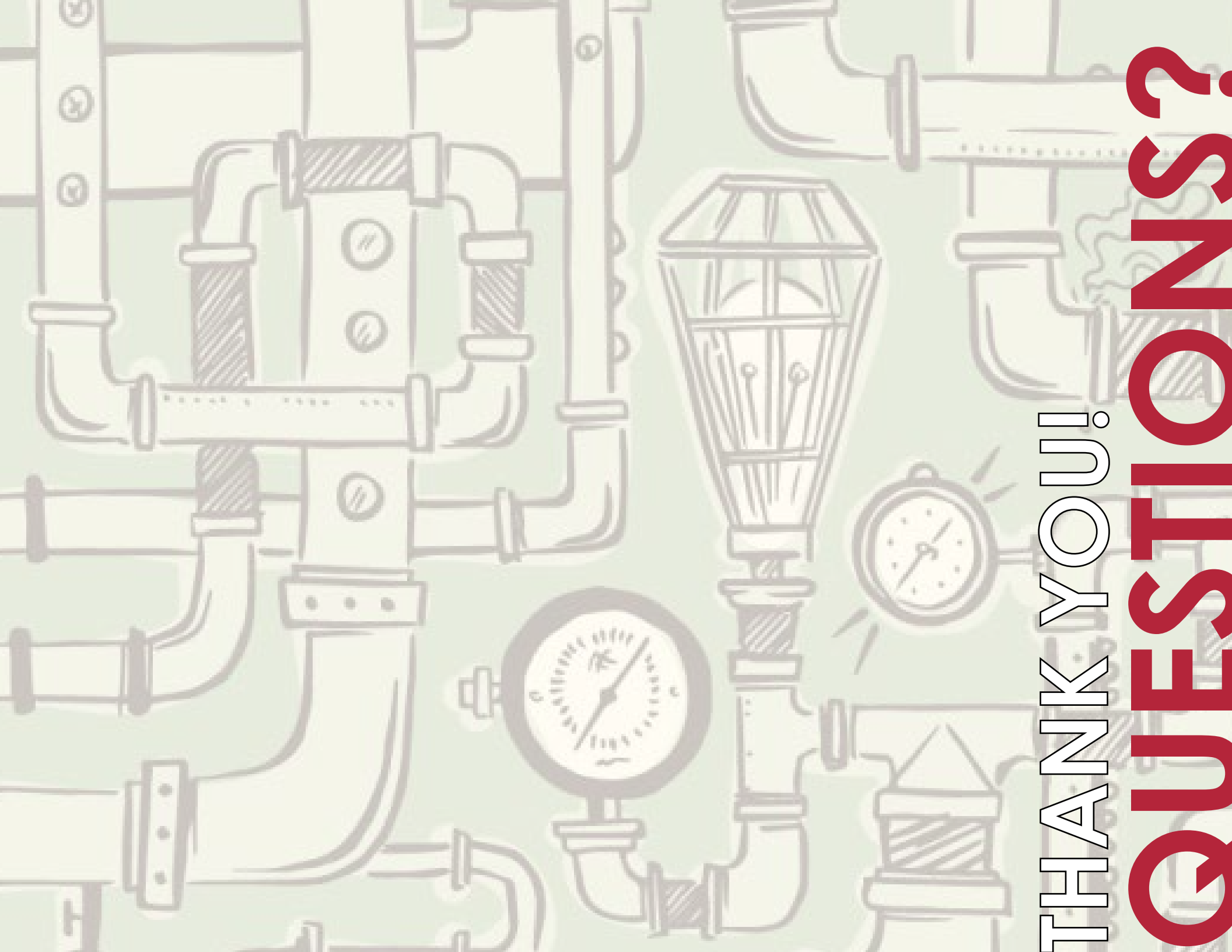
dumpster screening

slides on track for easy trash pick-up





TRANSFORMATION LOADING ...



THANK YOU!

QUESTIONS?