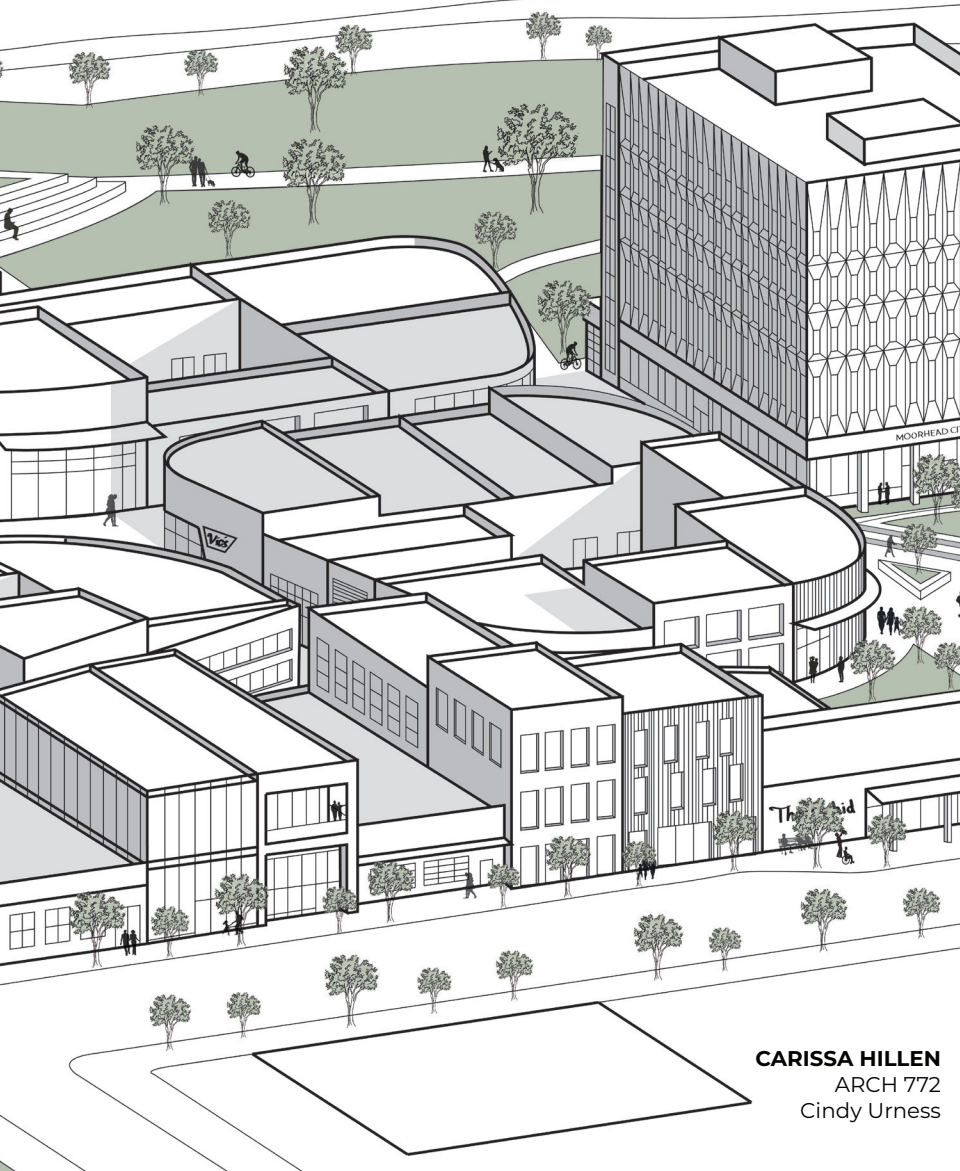


# UNSTITCH

SAVING AN URBAN FABRIC



**CARISSA HILLEN**  
ARCH 772  
Cindy Urness

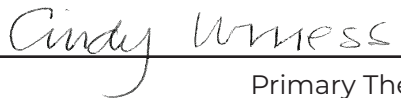
# UNSTITCH: SAVING AN URBAN FABRIC

A Design Thesis Submitted to the  
Department of Architecture and Landscape Architecture  
of North Dakota State University

By

Carissa Hillen

In Partial Fulfillment of the Requirements  
for the Degree of  
Master of Architecture



Primary Thesis Advisor



Thesis Committee Chair

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Fargo, North Dakota

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Figure 01 | Moorhead Center Mall N Entrance

UNSTITCH: Saving an Urban Fabric

*The Unifying Idea –*

The shopping mall, once designed by architect Victor Gruen, was meant to be a place for gathering and socialization. He envisioned a space that was like a European town square, a place that where anyone can come to and feel a sense of belonging while offering a variety of goods, services and entertainment. What ended up being built was far from a town square. Today shopping malls are large, closed off spaces that lack variety and are surrounded by parking lots. They promote vehicular use rather than walkability and draw in specific users. Many of these malls were built on the edge of a city, but some replaced important city centers. The problem with this is that many historic buildings were demolished to make room for this new building typology.

As technology has increased and people's needs/wants change, the idea of a shopping mall has become less desirable. Community life is continuously changing, and people often lean towards the convenience of online shopping, rather than going to the mall. A result of this change is that people no longer see the mall as a place to socialize and gather and have found other places to do so. The spaces that people prefer are more intimate or offer some form of entertainment, like coffee shops, libraries, boutiques, breweries and movie theaters.

Many shopping malls around the country have started to decay over the past decade, and eventually leave the site with an abandoned eyesore. It is often hard to find new tenants that are willing to move into these spaces. Instead of knocking down all of these dead malls and starting new, is there a different way to fix this problem? Through research I will be able to learn what Victor Gruen wanted from his spaces, and how they were built differently. I will be able to determine what spaces communities need and what they desire. While also learning how to build community life through these spaces and provide an identity.

## THESIS ABSTRACT

Shopping malls were designed to be communal spaces that mimicked town squares, where one could shop, socialize, and feel connected. The architect intended for them to be dense, to promote walkability, and have mixed-uses to attract a diverse range of people. What ended up being built was far from what was initially envisioned. Today the mall can be seen as a large enclosed structure, lined with shops, and surrounded by parking lots.

This unsuccessful model was replicated across the United States after World War II and is now damaging many cities. With the trend of community life changing, people now want to spend their money on experiences rather than goods. By bringing Gruen's vision of a shopping mall back and restitching the urban fabric that they reside in, one can bring new life and an identity back to the community. My research investigates how architecture can solve the problem of a dying shopping mall and turn these spaces into more of a life-style center, used by everyone.

## How can we reinvent declining shopping malls to give them new life and make them more inviting?

Many malls today lack variety and offer the same types of goods and services, taking away from their uniqueness and excitement. Different types of programs or smaller individual stores/boutiques could help to draw in a more diverse group of users and keep the site open at earlier or later hours. Malls that sit in city centers and downtowns take away life from a space when they close for the night or weekend. These sites could house other uses that are open to the public around the clock. By doing this, it gives the community a place to spend time at all hours and promotes community life.

Since the mall is one big enclosed space, it often opens and closes at the same time to cut down on unwanted activity. Splitting the mall up into smaller, individual spaces will provide more intimate areas that can each have their own opening and closing hours. Some may be open the typical mall hours, while some could be open until 2am or even 24 hours.

The idea of this thesis is to change and reprogram the shopping mall into a lifestyle center. It will be a place that houses many different programs, drawing in all types of people, at all hours of the day.

In order to understand how this will work, I will have to research a typical shopping mall and its traits. With these traits I can figure out what is successful and what isn't. I will find what spaces draw community members in and what hours these spaces are generally open to the public. I will also be looking into case studies that have taken similar approaches to help rebuild their communities.

I will be able to look at each existing space and their targeted users and figure out what groups of people are not being targeted on this site. Then I can figure out better ways to get these other groups of people into the site as well. I will also be promoting walkability and provide the users with better paths with connection points to important surrounding sites.

- Restitching the urban fabric of downtown Moorhead can rebuild community life.

- New typologies and programs can help bring identity back into the space.

- A diverse program will bring in all types of people and create a stronger space.

### *The Site -*

Moorhead, MN is a continuously growing city and has a lot of history. The site I chose to work with is the Moorhead Center Mall. This is a good example of a mall that was placed in a downtown setting that replaced many historic buildings. These buildings had a large variety of programs and each had their own identity. What was once a lively, community gathering space was destroyed and replaced with a shopping mall. While it had some successful years, recently it has been decaying, reducing community life and losing its identity.

In order to help rebuild this community life and identity, something needs to change. Instead of surrounding the site in parking lots, maybe there needs to be much more green space. To keep people on the site at all hours of the day, maybe there needs to be housing. And, to bring all types of people in to this site, maybe there needs to be new programs and typologies, like coffee shops, bars, fitness center, school or even some smaller and more unique retail options.

I believe that this is a good form of research because I am taking a problem that many cities are currently facing and finding a way that we can restitch these urban fabrics. The research will provide programs for the space that will outlast a trend and help to keep community life in the space. It will also help teach what types of programs can be implemented to bring in all types of people in and provide them with activity or a space to socialize. I will be looking at one specific site and its history and learn what was existing and if that was successful. Then I will be able to help give back what the shopping mall took away.

## THE PROJECT TYPOLOGY

What was once a home to many historic buildings and full of life was destroyed to make room for a shopping mall. Over the past decade, the idea of a shopping mall has started to die and is changing communities for the worse. To bring back community life and to help build an identity that will outlast these trends, some priorities need to be set when developing a new typology for this site. A program that is designed around these priorities will have the best future outcome and be most successful.

1. Mixed-use
2. A space for everyone
3. Open days, nights and weekends

Just across the Red River is downtown Fargo, ND. Over the past years their downtown has grown and has become more vibrant and successful. A key to their success is their large range of typologies. There is residential, retail, restaurants, entertainment, education, and even government buildings. Together, these bring the community in and give them variety and the option to stay all day.

The reverse is seen in Moorhead, where the mall is currently home to retail and restaurants but lacks the variety that the space used to have. To bring back some of these destroyed typologies and thinking about the original vision of a mall will help draw in all types of people from the community and provide them with a place to spend their day or even night and weekend.

The current shopping mall will be transformed into a type of a lifestyle center that incorporates many different uses. It will bring people in and provide spaces and activities that promote gathering, socializing and a sense of connection. This is possible by providing the correct types of programs. The key to the success will be having multiple uses at many different times of the day where everyone can come together to socialize and engage in activities.

**THIS...**



**TO THIS...**



Figure 02 | Moorhead Center Mall SW Corner of Site

Figure 03 | NOHO West Plaza

# MAJOR PROJECT ELEMENTS

## Street Level

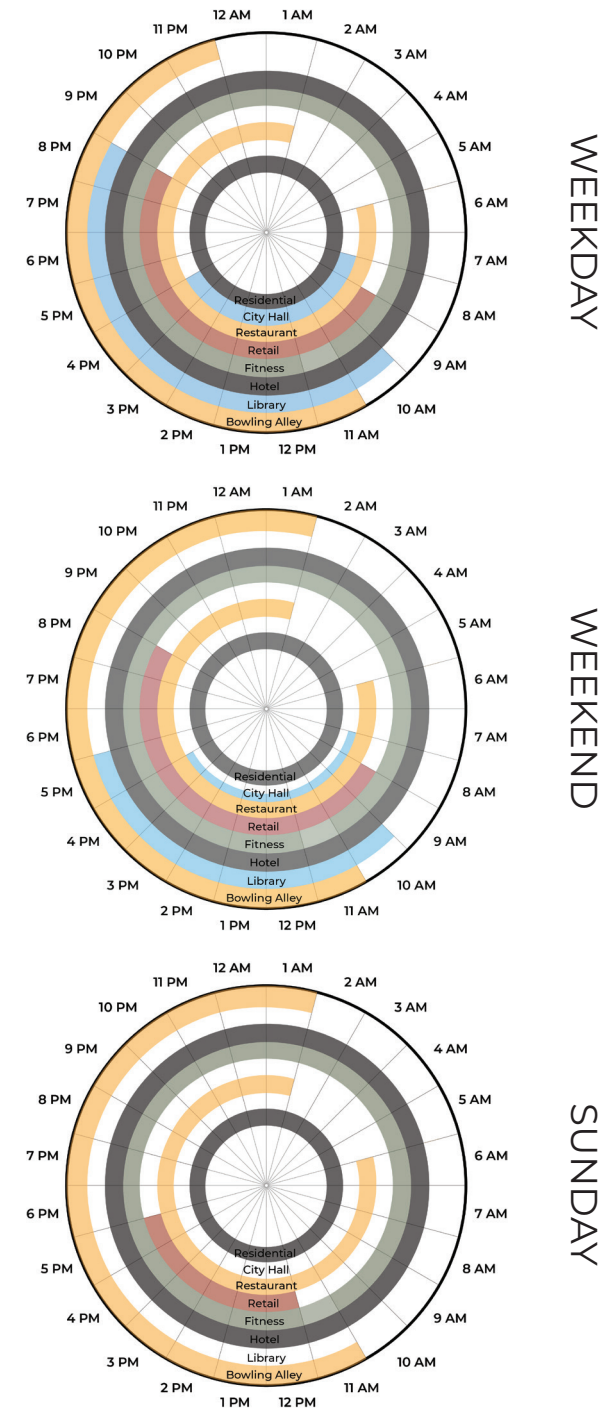
- **Retail**  
Open weekdays and Sat. 10AM - 9PM, Sun. 10AM - 6PM  
- Small shops, local, unique boutiques
- **Restaurants**  
Open Sun. - Wed. 11AM - 11PM, Thurs. - Sat. 11AM - 12AM  
- Variety, sit down, to go, café
- **Coffee Shop**  
Open weekdays 5AM - 9PM, Sat. 6AM - 10PM, Sun. 6AM - 8PM  
- Sit down or to go, reading/studying or socializing
- **Bars/Brewery**  
Open Mon. - Thurs. 4PM - 10PM, Fri. & Sat. 12PM - 12AM, Sun. 12PM - 8PM  
- Lively, gathering/socializing, also used for events
- **Fitness Center**  
Open 24 hours 7 days a week  
- On site for residents, close to some neighborhoods
- **Theater**  
Open weekdays 9AM - 11PM, Sat. & Sun. 11AM - 11PM  
- Movies, plays, music, dance, magic, etc.
- **Gathering space**  
Open hours varies with what is adjacent to it  
- Free to all, indoor and outdoor, place to gather, relax and socialize
- **Parking**  
- Existing ramp and few small parking lots

## Second Level

- **Residential**  
- Keep people on site at all times of day  
- Offers housing for employees  
- Walkable, close to public transportation
- **Boutique Hotel**  
- Keep people on site at all times of day  
- Attract visitors, gives them a place to stay on site

## Existing City Hall

- **Keep and Update**  
Open weekdays 7AM - 5PM  
- Creates safer site, brings many people in each day,



Figures 04-06 | Major Project Element Clocks



## CLIENT / USER DESCRIPTION

The Moorhead Center Mall was built to give the community a place to gather and socialize along with being an indoor one-stop shop. A few issues that have raised with this typology are the ordinary stores with generic goods, focus on specific users and only open specific hours each week.

It is important to appeal to many different users, especially in a downtown setting. To design a successful site and bring community life back into the space there must be a variety of spaces that draw in all types of people.

- **Retail**  
Use: year round - Peak= weekends  
- Employees; management, sales, maintenance (1-4) per shop  
- Community Members  
- Visitors
- **Restaurants**  
Use: year round - Peak= lunch, dinner and happy hour  
- Employees; manager, hosts, servers, cooks, busers, bartenders (5-15)  
- Community Members; residents of site, surrounding neighborhoods, families  
- Visitors
- **Coffee Shop**  
Use: year round - Peak= mornings and weekends  
- Employees (2-4)  
- Community Members; residents of site, surrounding neighborhoods, students, families  
- Visitors
- **Bars/Brewery**  
Use: year round - Peak= weekends  
- Employees; brewers, cashier, server, cleaning (2-10)  
- Community Members  
- Visitors
- **Fitness Center**  
Use: year round - Peak= nights and weekends  
- Employees; front desk, trainers, cleaning (2-8)  
- Community Members; residents of site, surrounding neighborhoods

- **Theater**  
Use: year round - Peak= nights and weekends and large events  
- Employees; technical, front desk, cleaning, concessions (4-6)  
- Community Members; families, students, residents of site  
- Visitors
- **Residential**  
Use: year round  
- Employees; management, maintenance (# depends on size)  
- Residents
- **Boutique Hotel**  
Use: year round - Peak= holidays and events at on site center  
- Employees; front desk, cleaning, management (# depends on size)  
- Visitors
- **Gathering space**  
Use: year round - Peak= indoor in winter, outdoor in summer  
- Community Members
- **City Hall**  
Use: year round  
- Employees  
- Community Members

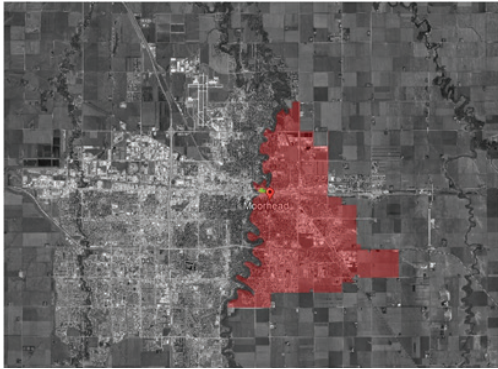
### Parking Requirements:

Each piece of the project will need some parking, whether it is for employees or the pedestrians. There are around 250-275 parking spots in the existing parking ramp, some street parking, and the remaining needed will be added onto the garage or placed on smaller surface lots around the site.

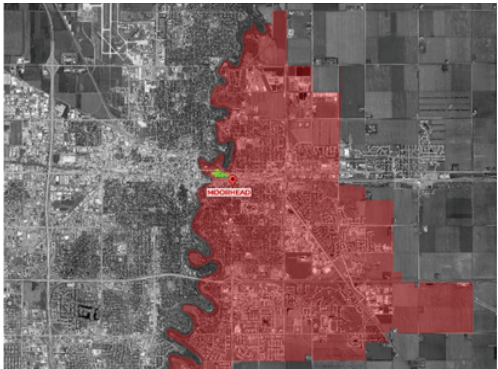
Although there will be plenty on parking, this site will promote walkability. It will be accessible to all and have lively and comfortable paths.

This site will offer other forms of transportation by having a bus stop, bike share program and places to secure personal bikes.

## THE SITE



**REGION -**  
MN



**CITY -**  
Moorhead, MN

Figures 07-08 | Region and City Map



Figure 09 | Site Map

**SITE -**  
Moorhead Center Mall

Shopping malls can be found all over the world. Many around this country have seen better days and have started to decay. I wanted to chose a site with an existing mall to show how these run down spaces can be redesigned to bring life and identity back.

Instead of picking any old mall, I chose the Moorhead Center Mall because I grew up just across the river and have been there many different occasions. What was once a successful mall, has turned into a eyesore to the Downtown Moorhead. They demolished old historic buildings to make way for this structure.

The surrounding areas are also starting to suffer because there's nothing drawing them in. In the past, downtown Fargo, North Dakota had this same issue until one-by-one buildings were restored, repurposed and reprogrammed. Looking at this neighboring example can inspire us and change the site's future.

In heart of the space, Moorhead's City Hall is what is keeping the mall alive. By redesigning the program and restitching the urban fabric, this site has the opportunity to rebuild community life and provide an identity.

### **STRENGTHS**

- In the heart of Downtown Moorhead
- Near the River
- Moorhead City Hall (located in middle of the mall)
- Directly across the bridge from Downtown Fargo
- Near Hjemkomst Center

### **WEAKNESSES**

- Flooding
- Current structure is large and not appealing
- Promotes vehicular traffic rather than walkability.

In the following images it shows the old downtown and its dense and exciting feel versus the newer shopping mall. I want to give this site back what was taken away. It lacks community life and draws in the same group of people. It needs something appealing to everyone.

**THIS...**



Figure 10 | Historic Moorhead '65

**TO THIS...**



Figure 11 | New Moorhead Center Mall

## THE PROJECT EMPHASIS

1. Restitch the urban fabric and give back what the mall took away

Moorhead's downtown was once found in the location where the Moorhead Center Mall now resides. Home to many historical buildings with a diverse range in typologies, this area quickly changed. Old buildings were demolished to make room for the new mall, which is now dying.

2. Bring community life back

When large urban buildings fail, they leave the space lifeless and can cause a community identity crisis. Important sites, like downtown Moorhead that once brought people together needs to be redesigned to appeal to everyone. With a diverse range in typologies and bringing back Gruen's initial vision of the mall could transform this site.

3. Identify architectural precedents of shopping malls or lifestyle centers

Investigation into successful and unsuccessful shopping malls and how some have been redesigned. What the spaces are being replaced with and what a community wants and needs.

## GOALS OF THE THESIS

1. Understand the history and trends of the shopping mall and why it's failing
2. Find case studies that explore redesign or reuse of shopping malls
3. Determine the qualities and characteristics urban spaces need to draw community in
4. Identify what used to be on the site before demolition
6. Create an appropriate program to implement on this site that appeals to a diverse group of people
7. Learn what community life was back then and what it is now
8. Bring aspects of Gruen's vision to life
9. Be intentional in every aspect of the design solution I present.

# A PLAN FOR PROCEEDING

## The Theoretical Premise / Unifying Idea

1. Precedents in redesigned malls or city centers
2. Identifying consistent character features of malls
3. What is community life today
4. What does a community space need

Tools: Documentation, Reviews/Articles, Photographs

Outcomes: Knowledge in what other cities have done with their malls and whether it was successful will help to know what to put in my site. By understand what community life is today will also help determine more specific programs.

## Project Typology

1. Identify client
2. Identify community life, goals and values
3. Determine what programs could be best for site

Tools: History of site, Hjemkomst Center archives, Moorhead City Hall, research

Outcomes: Information that helps to understand what the area and community needs to bring life back into the space. What is it lacking? What do people want to see?

## Historical Context

1. How do social/economical issues affect shopping mall use?
2. What was the site before?
3. Size of city when shopping mall was built vs. now?
4. What cities will lose their shopping malls in the near future?

Tools: History of site, city, state and country, history of shopping, articles

Outcomes: Information showing what causes successful vs. unsuccessful malls, analysis showing trends, effects and time periods of the shopping mall, city size compared to success.

## Site Analysis

1. How can the site be more welcoming to the community?
2. How to make the site more pedestrian friendly?
3. How will it impact neighboring buildings?

Tools: Information from site analysis (sun patterns, wind, shadows), sustainable design practices and adaptive reuse strategies

Outcomes: Evidence on how to design a more walkable site that is welcoming and respectful of surrounding sites.

## Programmatic Requirements

1. What spaces draw the community in and bring them back?
2. How to bridge the function of City Hall into the proposed typology?

Tools: Successful City Centers, City Hall, case studies on government with community/education space

Outcomes: Knowledge in what spaces are needed and how to handle and work around/with existing permanent spaces on the site.

## DESIGN METHODOLOGY

Stated previously in the narrative, I am planning on using a few different research methods to find evidence supporting my unifying idea. These methods are; historical, comparison and case studies. Together, these will help me identify what is needed to rebuild community life and what programs will be most beneficial to this site.

Researching the history of shopping malls will help me understand why they were built and what its purpose was. Next, I will learn about existing malls and figure out what has made them successful or not. Lastly, I will look into community life and what needs to be in order to make them lively and healthy. The conclusions I draw from this research, will be brought into the design phase. This will strengthen my reasoning when programming the site and designing the building.

A way to analyze this research is by creating lists of what program areas the case studies have along with the successful areas of shopping malls and community spaces. By doing this, it will help to make this project practical and hopefully successful. Throughout this design process, I will have to keep on track by looking back at the schedule I created. This will help to know where I am and make sure I'm on track.

When I start designing, I will begin with sketching, using the site map to know what the surroundings are and their importance. This will help determine walkways and views that I want to frame. Next, I will be able to start looking into schematic design and laying out the spaces. Over Christmas break, I hope to get the existing site into Revit so that I can use phasing to show what will be demoed, what will remain and what will be new construction.

My goal during this project is to stay as organized as I possibly can and to stay on track with the schedule I set for myself. I will have neatly organized folders on a flash drive where I can continue to back up my files in case of any technical issues and will have a folder and sketchbook designated to this project with everything labeled and dated.

## DOCUMENTATION OF THE DESIGN PROCESS

### Documentation Compilation:

#### Design Investigation:

Sketching  
Modeling  
Computer Modeling

#### Software for Investigation:

Autodesk Revit  
Rhinoceros  
SketchUp 2018

#### Software for Representation:

Adobe Illustrator  
Adobe InDesign

#### Design Preservation Methods:

Models and artifacts photographed  
Notes and sketches dated and scanned onto flash drive  
Computer files backed up weekly on Google Drive  
Computer files backup biweekly on external hard drive  
Thesis book updated per schedule

#### Publication of Material:

Relevant material will be recorded and credited in the final Thesis Book available:  
1. NDSU Repository  
2. Hard cover format

#### Document Organization:

File Labeling: Year\_Hillen\_Thesis\_Phase\_Name

# THESIS PROJECT SCHEDULE

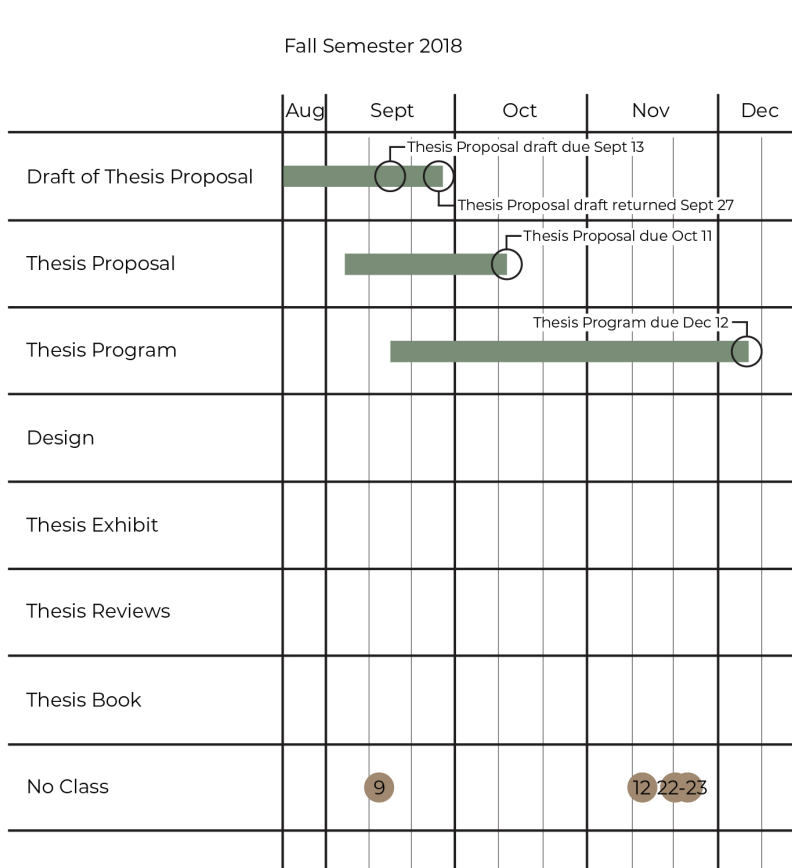
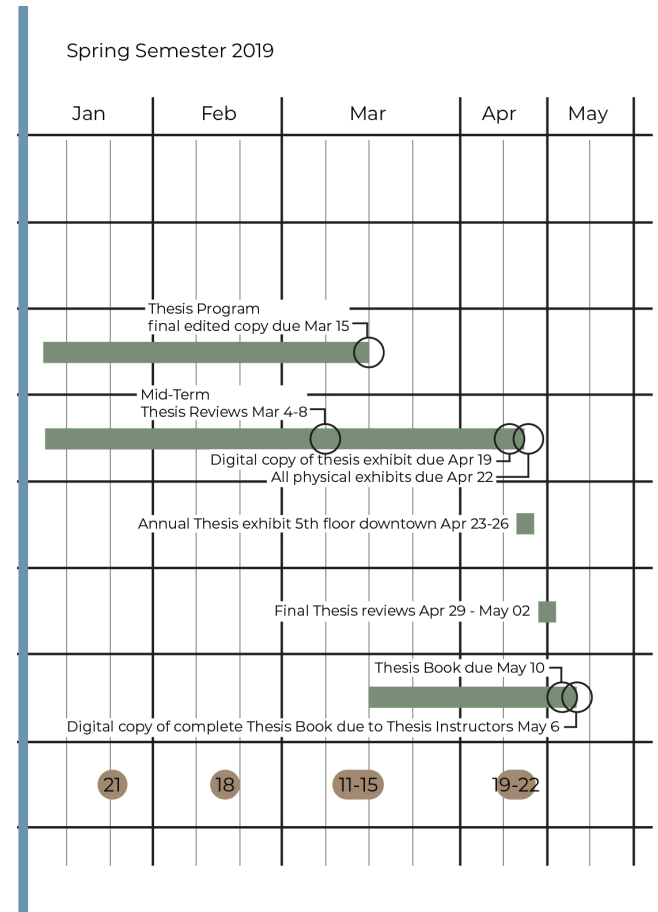
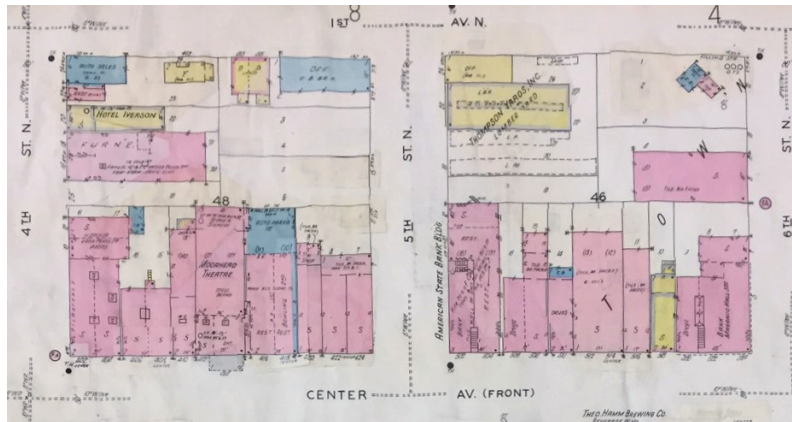
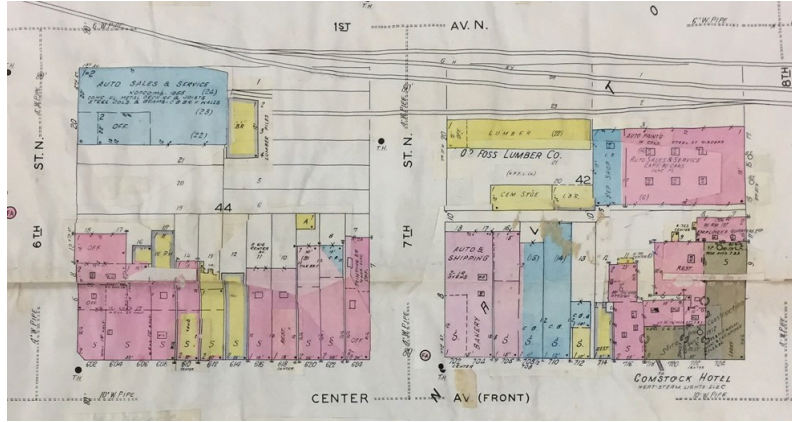


Figure 12 | Schedule



## RESULTS FROM RESEARCH



Figures 13 and 14 | 1956 Moorhead Sanborn Maps

## What did the Mall Take Away?

### What was on the site before the Moorhead Center Mall?

The Sanborn maps to the left show what the existing buildings that were on site in 1956 before demolition for the mall. There were many different types of buildings and the space was a lot more dense than it is now. The fabric was laid out in a grid design and later the mall ended up taking away streets and changing the fabric.

### Some existing programs 1956 -

Auto Sales, Bakery, Lumber Yard, Hotel, Theater, Pharmacy, Bank, Restaurant and Fire Department

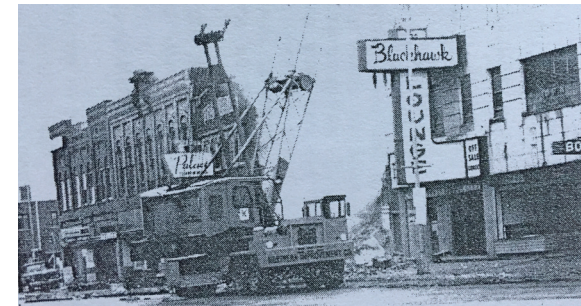


Figure 15 | Demolition of the Moorhead Theater

### Why did they demolish these buildings?

The building that once existed on the Moorhead Center Mall site were slowly demolished to make room for the new Urban Renewal project. Moorhead felt that its commercial district could no longer keep up with the new West Acres mall, Brookdale and Holiday Malls. They saw success in Fargo, ND's urban renewal project of their new civic center and were envious for this type of space.

### What happened to the businesses on the site?

In 1965 the existing businesses were given notice from the Urban Renewal Association that their properties would be bought shortly and that they shouldn't invest any more money into their properties. What ended up happening was that these businesses weren't bought for nearly three years and the site ended up being left with many empty store fronts and run down buildings. Downtown Moorhead had to even put up a billboard to explain that a renewal project was underway to cover for this mess.



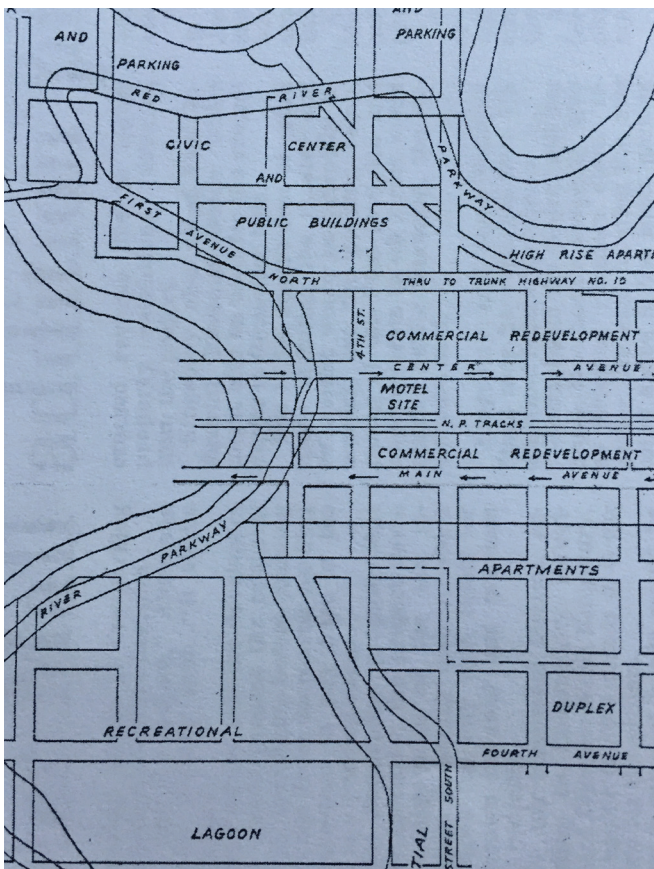


Figure 16 | Proposed/Unbuilt 1963 Urban Renewal Project

### Why was a sub-par mall built?

After clearing the site to make room for the urban renewal project, Moorhead wasn't having any luck finding developers to build on the site. There was talk of some big and exciting projects that everyone loved but these plans fell through. This project included a 44 Acre lake, along with a civic center, new city hall, police station, commercial redevelopment and parks. Eight years later, after the site sat empty and abandoned, a local development group submitted plans for a scaled back mall that ended up being built. Though this may not have been the best project to go up on this site, Moorhead had little option without risking leaving it empty even longer. The mall has ever since received criticism on its aesthetic and lack of green space.

### Multiple Construction Phases

What was originally proposed by Moorhead Center Development ended up becoming six different phases with ongoing construction for many years.

- Phase One** - First part of mall and new City Hall
- Phase Two** - Restaurant and Drug Store
- Phase Three** - Five more stores
- Phase Four** - Nine new businesses
- Phase Five** - Department Store
- Phase Six** - Enclosed open-air court yard south of City Hall



Figure 17 | 1978 Mall After Phase Four

### Uninteresting and Cold Design Choices

Only five years after its the doors, people started to realized that the mall looked more like an office building or hotel than a mall. Some ideas were brought up to make the site more welcoming but were not followed through. Many times adding greenery and vegetation to the site has been brought up but other board members have shot it down thinking that addition mall space would be more beneficial.

This Urban Renewal Project was not very successful and the mall has since been fighting to keep existing business while bringing in new. In the future this site will need to undergo more of a transformation to bring life back into this site since it has not been updated and all of the criticism that has come with it.

# LITERATURE REVIEW

## Moorhead's Urban Renewal - Mark Peihl



Figure 18 | 1968 Urban Renewal Billboard

Moorhead, Minnesota has had few big things happen in its history with two of those being railroads and the mall. The Moorhead Center Mall was designed and built after a long and painful process. With thoughts of a new lively space for the city, proposals came in for a new 44 acre lake, civic center, city hall, etc. The planning group for Moorhead decided to move forth with the plan and buy out many historic buildings on Center Avenue. Many of these buildings were over a hundred years old and were part of the character and identity of the space. By removing these buildings, the urban fabric was changed and will never be the same.

After the buyout, these buildings sat abandoned for many years. The city was becoming desperate for a developer. Years later a local group proposed a small mall and new city hall for the site and it was quickly approved. This mall has since continued to grow after each different construction phase. Since a few years after opening, the mall started receiving criticism on its bland and cold design. It is very closed off from everything else and took the density out of the site.

What used to be separate city blocks lined with storefronts, quickly transformed into a massive block with a concrete structure surrounded by parking lots. There is very little signage directing pedestrians to parking lots, entries and even stores. There are few trees lining the sidewalks with no other greenery. The only option people have when coming to this site is to enter into the mall. Once inside the mall, pedestrians are greeted with dark tunnel-like, empty hallways.

A comparison from what was once on this site to what it is now, is sad. This urban renewal project did not care about Moorhead's identity and the building's history, instead they focused on trying to create a large exciting space that will bring in more money. The historic buildings could have been renovated and preserved while putting new programs into them instead of tearing them down. The site would have been historic while keeping up with trends and being flexible. As community life changes, buildings and their programs need to be adaptable so that situations like this don't keep happening.

What was meant to benefit the city and give it new life ended up hurting them more. It is important to consider each possible outcome, even if it sounds like a good option at the time. Creating spaces like this prevents flexibility and doesn't provide the public with anything besides a sub-par mall. There is no outdoor spaces and little variety. Not everyone wants to go and spend time at a shopping mall which ends up focusing on specific groups rather than the whole. Places to relax, spend time with friends of family, to do homework or to even live are important in down town settings like this.

## RESULTS FROM RESEARCH

### How to design a space for the people?

#### Comparison of site Before and After

From what was once found on the Moorhead Center Mall site to what's existing today, the demolished sites focused more on its people than the mall does today. The site used to be dense and full of variety. Each shop faced outward towards the street and there were many paths through out the site. Today is completely opposite. The site is bare and full of parking lots with one large concrete structure. There are little to no windows, creating a very closed off environment that is not very welcoming to pedestrians. Without walking through the mall, one has to walk completely around the site rather than what used to have many paths, streets and sidewalks.

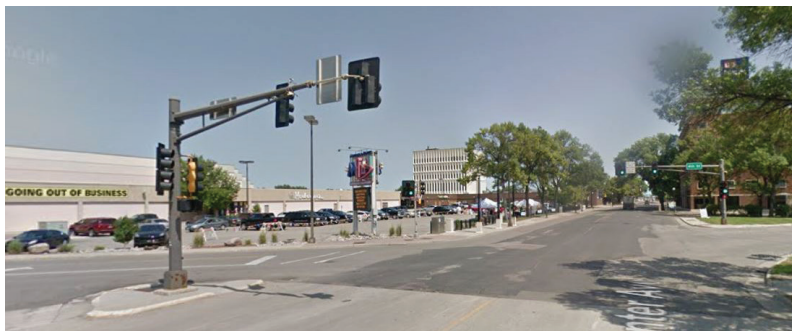


Figure 19 and 20 | Before and After Urban Renewal Project

Unfortunately the developer of the mall created a vehicular driven design rather than promoting walkability. This was a poor decision because downtown's are generally dense and walkable with easy access from one point to the next.

#### Create Welcoming Spaces

The public realm is very important for lively and successful cities. In order to protect this, any space designed should be welcoming. Instead of being gated off or closed many hours each day, the spaces must be flexible and active. The idea of a 24-hour clock comes into play with this. It is important to keep the site open and lively at all hours of the day. Even as community life continues to grow more private, it is important to get people out and give them the types of spaces that they desire.

When looking at the existing Moorhead Center Mall, the site is very unwelcoming to pedestrians. There is little to no greenery, no paths besides exterior sidewalk and it has specific opening and closing hours each day. This is not the ideal type of space to put in a downtown setting.

#### Places Matter Most

Instead of focusing on the building only, it is important to think about the spaces within the site. Where will people want to be and what will they want to have? Is there a place where they can sit to relax or stroll through the site? The experience one has on a site will most likely determine whether they will return. It is important to make a positive lasting experience for all. "We must concentrate on attractive, intricate places related to the scale of people walk, not driving. We must exploit individuality, uniqueness and the differences between places. An attractive public realm is very important to a feeling of well-being or comfort." (Tibbalds)

With the Moorhead Center Mall site, there is opportunity to restitch the urban fabric and create spaces for the people. The spaces and landscape will interact with one another and be placed intentionally rather than using what's left after designing the building.

#### Mixing Uses and Activities

In today's society mixed use design is important to create flexible spaces that provide variety and appeal to everyone. "Such a mix of uses - private commercial development as well as public institutional buildings, of day-time and night-time activities - must be a fundamental goal in designing and creating new people-friendly places." (Tibbalds) These spaces "provide for culture, entertainment,

leisure, recreation, civic life and the exchange of community views, ideas and opinions. It is no accident that ancient cities were built around a major open space - the Greek Agora and the Roman Forum” (Tibbalds).

This is important when looking at a site like the Moorhead Center Mall because Victor Gruen intended shopping malls to mimic town squares rather than what they ended up being. When redesigning this space one can look for inspiration from these historical figures.

### Human Scale

“Urban areas exist for human beings. They do not exist for cars or lorries or big constructional projects” (Tibbalds). “The insertion or removal of roads “invariably leaves wounds or gashes through the urban fabric, with a surfeit of uncared for, left over space, vacant sites, temporary car parks and buildings facing the wrong way or set back too far from the road. Such places are ugly and unpleasant - they have lost human scale which is vital to successful urban areas” (Tibbalds). This realtes too close with the situation of the Moorhead Center Mall’s site. Roads were removed during the Urban Renewal construction and has created a space that lacks life, scale and excitment.

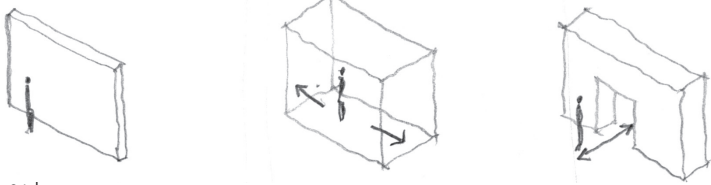


Figure 21 | Human Scale

### Pedestrian Freedom

Pedestrian Freedom is very important when it comes to a site’s walkability and accessibility. It is important to create spaces that are easy to navigate in and throughout. A bad example of this is the existing mall and it’s site. The only way to move around the site is to cross within the mall or walk completely around the building. Instead there should be multiple paths and sidewalks within the site that allow pedestrians to move from point to point without questioning how to get there.

### Access for All

“Urban areas need to be accessible to all, regardless of age, ability, background or income. They should offer choice in terms of mobility and access to different activities, buildings and resources” (Tibbalds). “An issue brought up with shopping malls is that they have a “tendency to privatize bitz of the urban fabric and is a most unfortunate and unhealthy trend” (Tibbalds). What this site needs is to be torn apart to create spaces and paths within it rather than enclosed in a structure.

### Long Lasting Environments

Instead of building our typical cheap and quick architecture, it is important to remember the people and build spaces that will last. A space that is appealing and full of activity with intentional design. Use of good materials and well thought out construction that will help them to last. Think about what was once on this site to what it is now, the developers demolished a space that was long lasting to build a large concrete structure that will not be long lasting.

***“No historic building should ever be demolished without very sound reason and whatever replaces it must be of a higher design quality.” - Tibbalds***

When designing for the people it is important to remember each of these topics to create healthy environments that will last and are exciting. Almost every design decision with a typical generic shopping mall is wrong when compared to these traits. “Shopping centers are made up of units which are small, medium and large. They do not need to be forced together into one lump, overwhelming the character of the town, destroying the traditional urban grain. They can be put together in all manner of ways to provide variety of block sizes, intricacy of pedestrian routes, the intsertion of other uses, access to other uses at upper level, some coveredspace, some open to the sky” (Tibbalds).

## LITERATURE REVIEW

### Making People-Friendly Towns - Francis Tibbalds

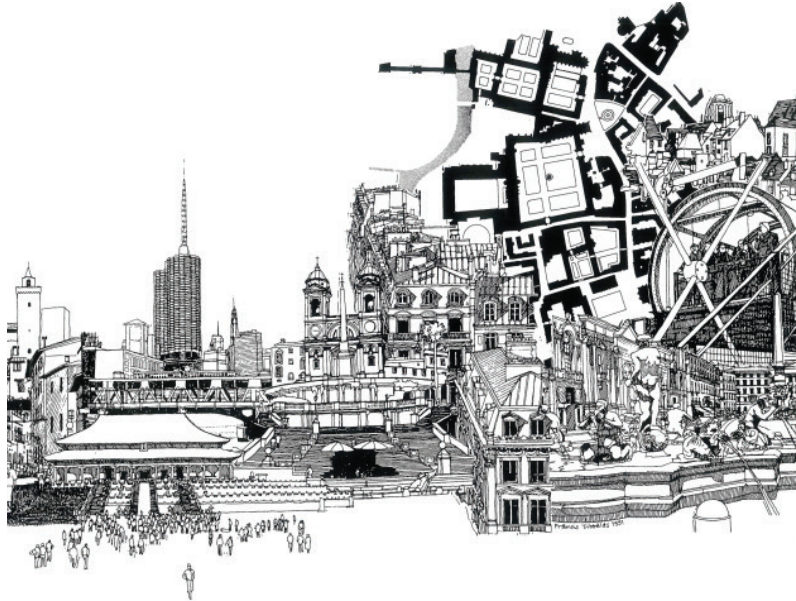


Figure 22 | Book Cover Sketch

So many new buildings are being put up around us each day but many are cheap and quick construction. There is little design to these and they end up leaving the site with a bland and unattractive appeal. Instead designers should focus on the people and what they want and need. Francis Tibbalds book talks about how to make people-friendly towns and how to focus on the people. It is nicely laid out into nine sections and has many highly-detailed sketches.

The topics he covers in this book are; the public realm, places, lessons from the past, mixed uses and activities, human scale, pedestrian freedom, access for all, making it clear, lasting designs, controlling change, and lastly putting all of these ideas together to create these healthy and appealing spaces that focus on the people. This book is easy to follow and provides examples of architecture and urban design around the world to help better understand.

After reading this book, it is very transparent to me that some shopping malls are very well thought out and focus on creating spaces for people, especially open-air outlet malls. The problem with the Moorhead Center Mall is that it follows none of these topics. Francis Tibbalds would say that this structure destroyed Downtown Moorhead's urban fabric and did not make a people-friendly town.

Instead of knocking down 100 year old historic buildings to place a bland shopping mall, the Moorhead development group should have created an open space with many different programs. A place for the community to gather and spend time outside at nicely designed outdoor spaces. There should be activities to do and different types of spaces. The site should be designed at a human scale instead of one massive building surrounded by parking lots. There should be well defined entry points into the site and paths throughout the site to allow for easy navigation.

Though this book speaks a lot to the urban designer, anyone designing for people should read it. It opens your mind up to things you would not think of otherwise. Things that you analyze when you're on a site to declare whether it is a successful site and whether your experience is a good or bad one.

This book relates well to my thesis topic and allows me to design my site using many of these strategies. The spaces will be design while designing the building, not after. Instead of pushing the building into the center of the site, there will be some storefronts along the streets to provide pedestrians with easy access. Paths will connect the entrances of the site to important pieces and be accessible to everyone.

## RESULTS FROM RESEARCH

### What is a lifestyle center and what types of spaces are found here?

#### Program of Space

Often found within shopping malls is a lot of retail and some restaurants. What they lack is variety. When comparing a shopping mall to a lifestyle center, there isn't a whole lot in common. Lifestyle centers are full of variety and are almost like a small city all placed on one site. Larger malls have caught on to these trends and have started to incorporate more activities within their program.

#### What types of space

Lifestyle centers house a large range in spaces. There is usually retail, restaurants, housing, offices, etc. Other spaces some lifestyle centers incorporate are theaters, arcades, breweries, and other types of entertainment. They are also much more dense than a typical shopping mall.

#### Demalling the Mall

"Many malls are struggling because they have not been invested in over the years," ... "They were built in the 1970s and the 1980s, and they've just not been kept up to date" (Pandey). A trend that is on the rise is demalling malls. This is taking a mall and tearing it up to bring back the downtown storefront feel. This is more to a human scale and more intimate of spaces.

#### Scale

"While a regional mall averages 800,000 square feet in retail space, a lifestyle centre is smaller – around 320,000 square feet" (Hardwick). In order to transform a mall into a lifestyle center, it is okay to sacrifice square footage. In return just make sure that the sacrificed space is reused in a different way, like public greenery.

***"Twenty years ago, malls were conduits for delivering goods ... now, it's about selling experiences." - Yaromir Steiner***



Figure 23 | Shopping "Mega" Mall



Figure 24 | Grandberry Lifestyle Center

#### Comfort over "Wow"

While some shopping malls are still successful and continue to grow, the trend of community life is changing and people's lives are becoming more private. Many no longer desire these large jaw-dropping spaces and resort to comfort. The difference between lifestyle centers and many shopping malls is that lifestyle centers are open-air, like outlet malls and are to human scale. They are different from outlet malls because they offer a large variety of programs within the space.

# LITERATURE REVIEW

## The future of malls could look more like towns

- Erica Pandey



Figure 25 | Easton Town Square

While today's trend is starting to demall malls into something new or different, architect Yaromir Steiner has bigger plans for a mall in Columbus, Ohio. Rather than downsizing, he plans to expand the mall into a small town, similar to a lifestyle center. This project will interconnect spaces including residential, retail, jobs, grocery stores, restaurants, bars and other entertainment. Together, these spaces will provide a community with a single site offering almost anything they could want or need.

Steiner chose Columbus because it has a been used for previous test markets and has a good representation for a population that other cities can relate to. This is relevant to today's society because many malls have been decaying over the past decade and many are at risk of closure. By changing the program from just retail and restaurants, he will add experiences throughout the site and provide housing, allowing people to come and stay.

“Twenty years ago, malls were conduits for delivering goods ... now, it's about selling experiences.” — Yaromir Steiner. This quote I feel is very true and what is causing some of these large spaces to fail. Many malls lack experiences, where people can come shop, eat and play. In this new design, Steiner has proposed new spaces as apartments, hotels, offices, grocery stores, bars, theaters and restaurants. With this new variety he also plans to create a more open-air space that is built around squares and main streets. Shopping malls have been known as large brick and mortar stores that are surrounded by parking lots. Instead, these spaces could strengthen a city by creating a more dense and diverse space that has many connections and attracts all types of users.

Thinking back Victor Gruen's dream of the first shopping mall and how drastically different it is today, Steiner is bringing Gruen's idea to life. Instead of large enclosed spaces, it will be open-air, diverse and full of life. There will always be people on the site, rather than how shopping malls have posted hours and lock their doors outside of these hours. Designing this site as a mixed-use space allows Steiner to choose programs that are open around the clock and doesn't cause the site to die at certain hours every day.

Today, malls are anchored with large department stores. When these important stores die and leave the site, it puts the rest of the mall at risk. Instead of anchoring the mall with these large stores, programs like restaurants and bars that are open more frequently should be placed in these locations.

## RESULTS FROM RESEARCH

### Who is Victor Gruen and what were his intentions?



Figure 26 | Victor Gruen

#### Brief Background

Victor Gruen is an Austrian-born architect from Vienna. He decided to leave home and come to the United States when Germany annexed Austria in 1938. Starting his career in New York he designed small shops. Once he got his name out there, he started receiving more commissions. Shortly after he decided to move to Las Angeles and open his own firm. Once the war was over, he designed the first open-air mall which then led to the first fully enclosed shopping mall in Minnesota. Gruen soon inherited the title, “Father of the Shopping Mall”.

#### Intentions for Shopping Mall

Victor Gruen was always inspired by the town squares back home in Vienna. For the design of the shopping mall, his goal was to “provide the needed place and opportunity for participation in modern community life that the ancient Greek Agora, the Medieval Market Place and our own Town Squares provided in the past” (Quito). He envisioned a “communal gathering like the one he knew back home, with a lively mix of commerce, art and entertainment” (Quito).

#### The Gruen Effect

Unfortunately Gruen’s design did not come to life. “Today shopping malls are seen as culprits in the rise of American car culture and the decline of walkable downtowns” (Quito). They are surrounded by large parking lots rather than providing green space and paths for pedestrians. People would drive to these malls from all over and they ended up being a gathering spot and even landmarks.

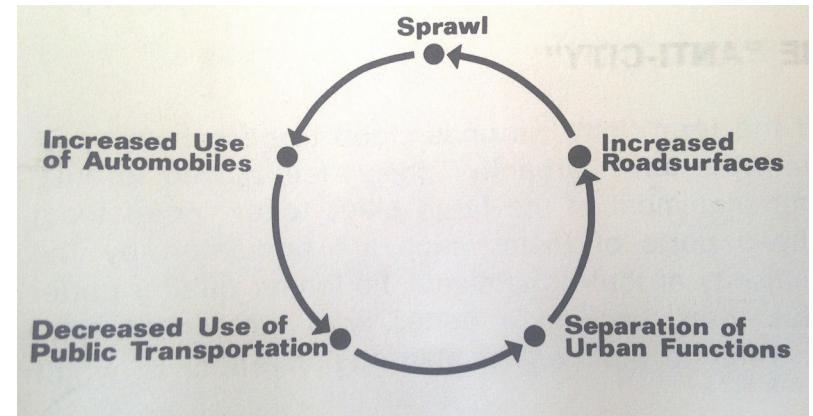


Figure 27 | Gruen Effect

***“I would like to take this opportunity to disclaim paternity once and for all. I refuse to pay alimony to those bastard developments. They destroyed our cities.”  
-Victor Gruen***



## RESEARCH SUMMARY

To better understand the theoretical premise of Restitching an urban fabric and giving back what the Moorhead Center Mall took away, there were a few topics that had to be researched. First it was important to learn what was located on this site before the mall came to be. By understanding what structures were demolished to make room for the mall helps to rebuild the urban fabric. When looking into this history, the reasoning of the mall came to be. The city felt the need for an Urban Renewal project and it just happened to be in their commercial district where historical buildings existed.

Unfortunatley the first couple proposals for the urban renewal project fell through. It took many years after for Moorhead to get the proposal for the Moorhead Center Mall and new City Hall. This was not the best thing that could happen to this site but it was better than leaving it vacant any longer.

In order to transform this site into a space where anyone in the community can come and enjoy their day or night, it was important to learn how to design for the people. Too often we see cheap architecture get thrown up with little design. People want spaces that are appealing and to human scale, they don't want a large concrete box that is closed off to the world.

In order to help this dying site, the idea of a lifestyle center came to mind. After researching architect, Victor Gruen, "Father of the shopping mall"'s intension of what the mall was supposed to be, this typology made more sense. Lifestyle centers are dense, mixed-use spaces that are open around the clock and lively. This is the perfect typology for this site since it's located in a downtown setting. It will help restitch the urban fabric and bring back aspects that the site once had.

Lastly, Victor Gruen taught us to promote walkability rather than vehicular traffic. Paths and green space need to be provided more than multiple surface parking lots. Instead parking garages that build vertically rather than sprawl all over the site is what should be done.

**THIS...**



Figure 28 | McArthurGlen Outlet Mall

**NOT THIS...**



Figure 29 | Springdale Mall

## **THE TYPOLOGICAL RESEARCH**

**1 - NOHO West - Hollywood, CA**

**2 - Part-Dieu Shopping Mall - Lyon, France**

**3 - Arcade Providence - Providence, RI**

## NOHO WEST

The project type: Lifestyle Center

Location: Hollywood, CA

Size: 25 Acres

### Existing program elements

Public - retail, restaurants, parking garage, gym,  
cinema, supermarket, green space

Private - residential, offices

### Distinguishing Characteristics of the case

NOHO West is a new lifestyle center that will be taking the place of the abandoned Macy's building and the remaining Laurel Canyon Boulevard. "The redevelopment will repurpose the existing Macy's building to serve office and retail uses and incorporate a walkable main street retail concept and amenity-rich residential apartments" (NOHO West, 2018). It will "offer expanded retail shopping opportunities around a large open air plaza, an office building, new residences and abundant public open spaces (NOHO West, 2018). The goal of the design is to "weave the new development into the existing fabric of the neighborhood" (NOHO West, 2018). By mixing all of these different programs together will help bring in a variety of users and create a more successful site.

### Project environmental/social/political response

The existing site is currently an abandoned Macy's building and a dying plaza. A site that has little variety will soon be full of new programs. All of these programs will work together to keep the site active and open at all hours. With so many different options, this site gives everyone a place to spend time and enjoy their day. People can gather at the center fountain or enjoy one of their many public spaces. This will help rebuild the community life that this site once took away. It will help the area build a strong identity and use its flexibility to outlast social trends. This project will bring in a lot more money to the site and help the surround property values increase. The outcome will be worth much more than the monetary value though. The community will have a new gathering hub and a place where they can find almost everything that they would ever need.



Figure 30 | NOHO West Plaza



Figure 31 | NOHO Night Scene

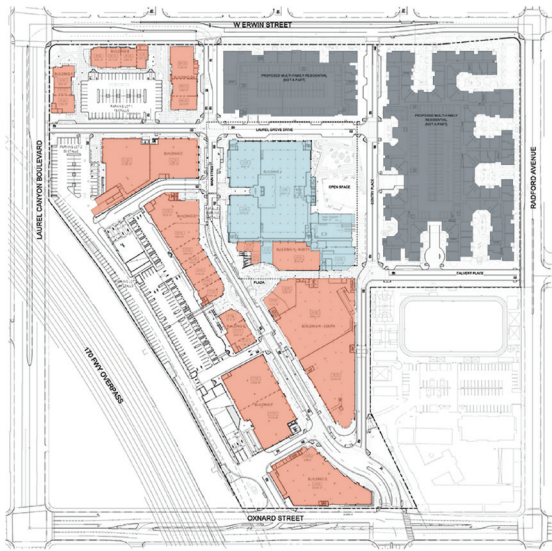


Figure 32 | NOHO West Ground Floor **GROUND FLOOR**

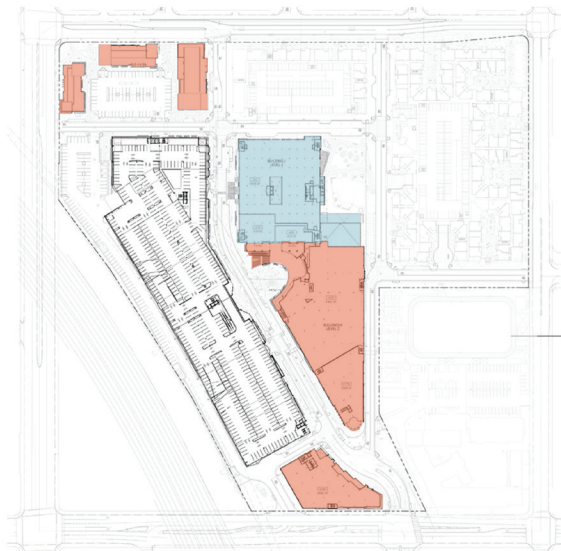


Figure 33 | NOHO West Second Floor **SECOND FLOOR**

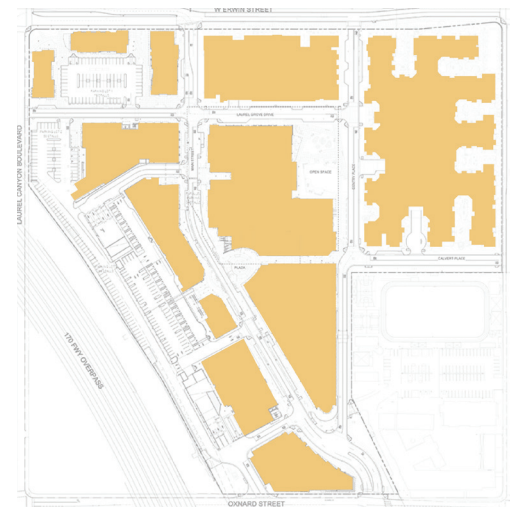


Figure 34 | NOHO West Massing

**MASSING**

NOHO West is composed of multiple large buildings that are interconnected with paths and streets. Each building has its own unique aesthetic. The masses fit with the site plan while allowing for green and public spaces.



Figure 35 | NOHO West Vegetation

**VEGETATION**

This site does a good job at adding greenery to the design. With so many large buildings, it is important to think about the people using the space and giving them areas to rest or to enjoy to outdoors.



Figure 36 | NOHO West Circulation

## CIRCULATION

This site has connection points from each side and each corner. The buildings are split in a way that pedestrians can easily walk from point to point within the site. There are vehicle friendly roads but there are also pedestrian only paths. It is a very easily accessible site which helps to promote walkability.

## PARKING GARAGE SECTION

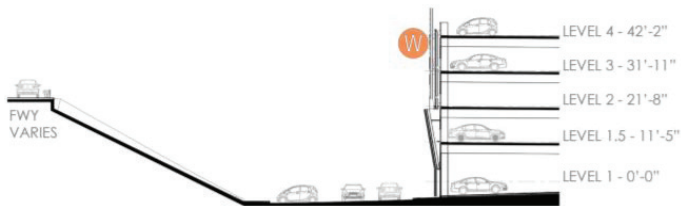


Figure 37 | NOHO West Parking Garage Section

## PARKING GARAGE ELEVATION - WEST



Figure 38 | NOHO West Parking Garage

## CONCLUSION

This project is the most similar to my thesis project because it is taking the same existing building typology and transforming it into a similar solution. The site's size is also very similar to mine and will be helpful when laying out my program. Instead of just having a large building with only one or two programs within it, it is important to incorporate flexibility and provide a variety.

The programs placed in this design are some of the programs that I will be incorporating into my design. Retail, restaurants and an abundance of parking are already existing but I will be adding residential, boutique hotel, offices, a movie theater, gym and a lot of green space.

Most shopping malls are surrounded by a plethora of parking, ultimately promoting vehicular use rather than walkability. This project does a good job at promoting both. There is enough parking for those who travel in car but there are also many nice paths and sidewalks that allow pedestrians to walk to and within the site.

A lifestyle center provides activity and goods for all types of people and will be more successful in this space that what was just a department store and a dead plaza space.

## PARKING GARAGE

The parking garage facing the interstate meaning that many people will pass it each day. The city has decided to add orange signs that will extend off of the structure that reads (N-O-H-O-W-E-S-T). This is a good way to market the site along with making the parking structure look more put together. This will be helpful when working on the existing parking garage on the Moorhead site. Instead of leaving the bare and ugly structure visible, I will be able to cover it using strategic planning.



Figure 39 | Lyon Part-Dieu Before



Figure 40 | Lyon Part-Dieu After

## LYON PART-DIEU

The project type: Shopping Mall (Retail and Leisure)

Location: Lyon, France

Size: 166000 SM

### Existing program elements

Public - retail, leisure, restaurants, cinema, green space and parks

Private - storage, offices

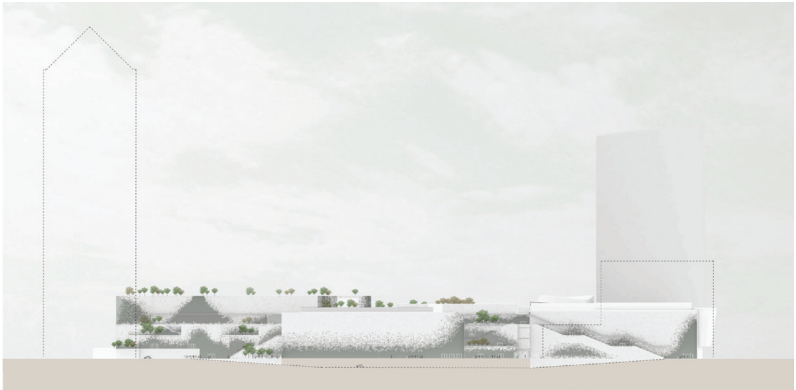
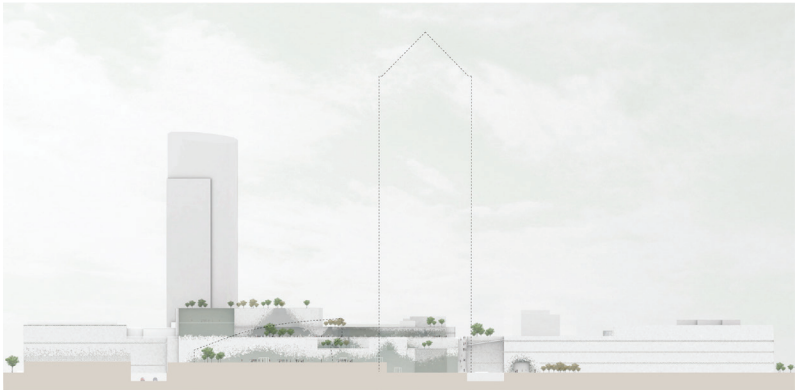
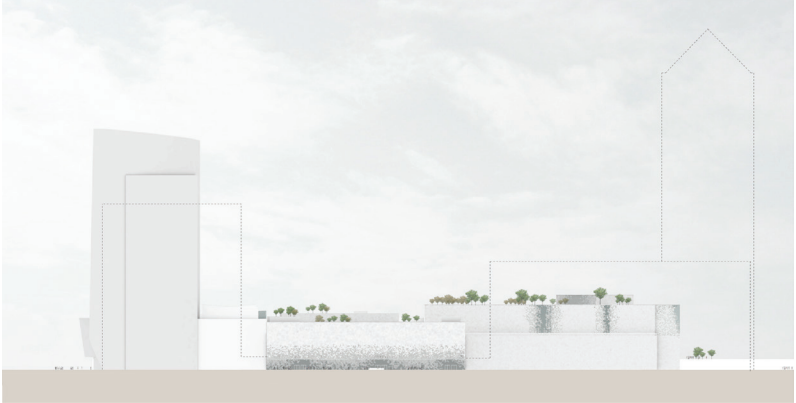
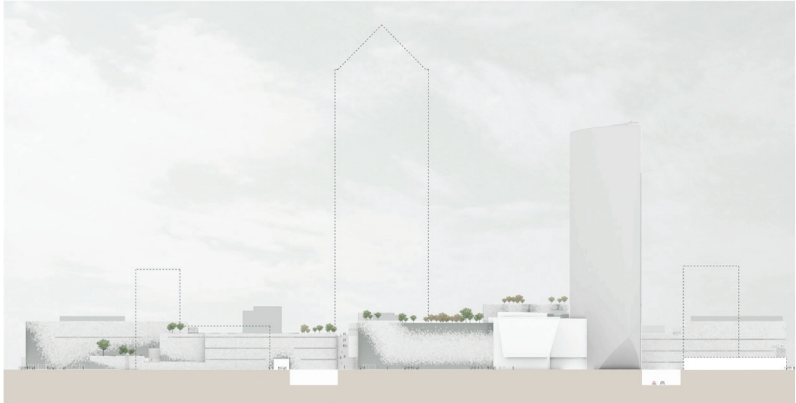
### Distinguishing Characteristics of the case

Lyon's Part-Dieu is a shopping mall that was renovated by MVRDV that "focuses on preserving the center's original identity while redefining its public spaces and revitalizing its "iconic" facade" (Rosenfield, 2016). "The design restructures each side of the mall, opening up the building to the street and adding a vast public roof garden. By re-arranging the existing program and replacing the old car park, MVRDV has vastly increased the usable space of the building; adding an extra 32,000-square-meters gross lettable area as well as considerable areas of public space" (Rosenfield, 2016). This new design connects the mall to its surrounding context and draws a diverse group of people into the site. Composed of retail, leisure, green space and restaurants, this space gives everyone the opportunity to come and enjoy it.

### Project environmental/social response

This project responds to its site, socially and environmentally by repurposing the existing structure to bring new life back into the space. "Part-Dieu opens up the shopping center, adds public space yet maintains the former quality of the architecture by reusing and revitalizing the existing facade elements" (Rosenfield, 2016). "By rearranging the rooftop technical facilities and car parks, MVRDV has created a series of large terraces and green spaces that are accessible directly from the street." "The terraces turn the vast roofs of the shopping center into open, green space in which the public can meet and relax; a quality that is currently missing in this area" (Rosenfield, 2016). Creating public spaces like these, draw pedestrians into the site and keep them coming back. This renovation focuses on its people and the city. They want to bring life back and create a place where people want to spend time.

**ELEVATIONS**



Figures 41-44 | Lyon Part-Dieu Elevations

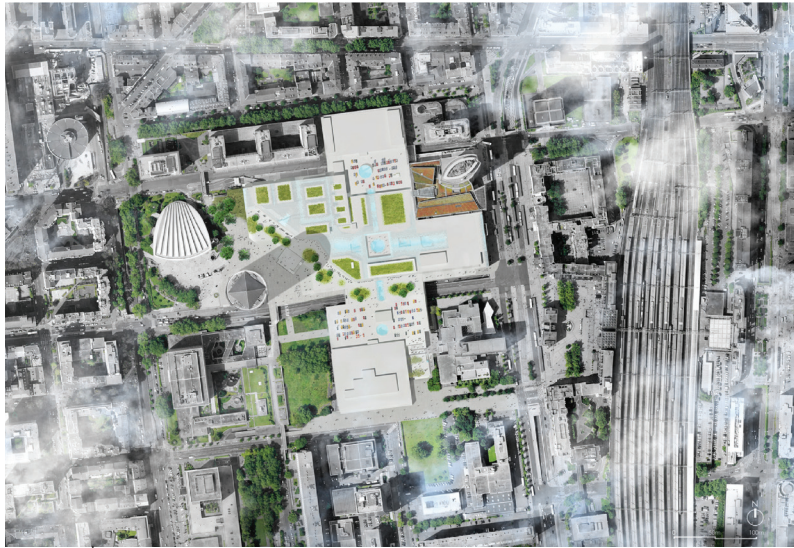
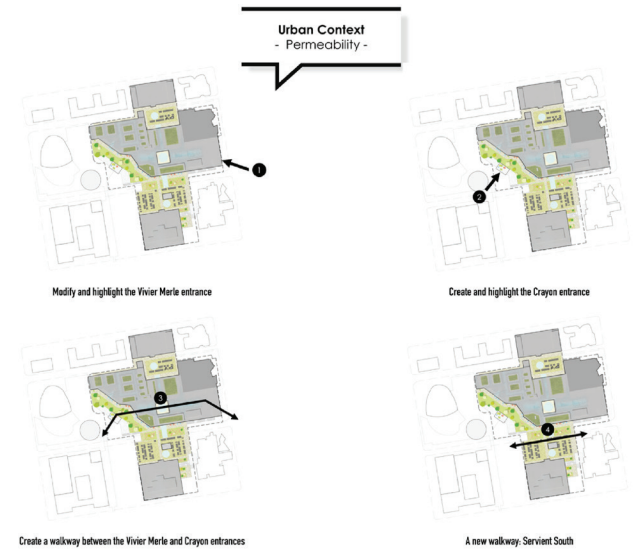
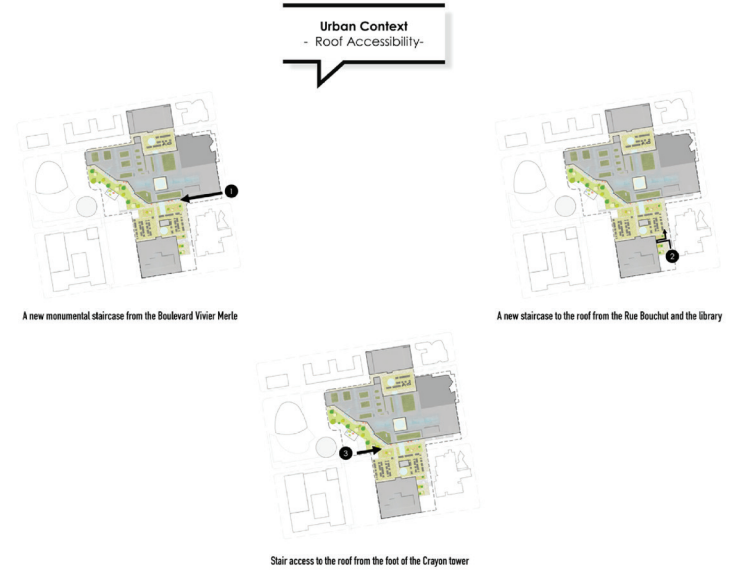


Figure 45 | Lyon Part-Dieu Site Plan

## GOALS

One of the main goals MVDRV focused on during this renovation was “integrating the building to become more in its surrounding urban fabric and hopes to allow everyday life to permeate through it” (Rosenfield, 2016). They really “pushed to reconnect the shopping center with the facilities in its immediate context” (Rosenfield, 2016). By cutting walkways through the site, reconfiguring plazas at important intersections and “evaporating” the facades at street level, MVDRV was successful in bringing life back into the space while connecting it to its surroundings. “A rearrangement of terraces on the south facade have provided direct connection with the library, and the restructured main east entrance provides access to visitors arriving from the Part-Dieu train station” (MVDRV, 2018).



Figures 46 and 47 | Lyon Part-Dieu Urban Context



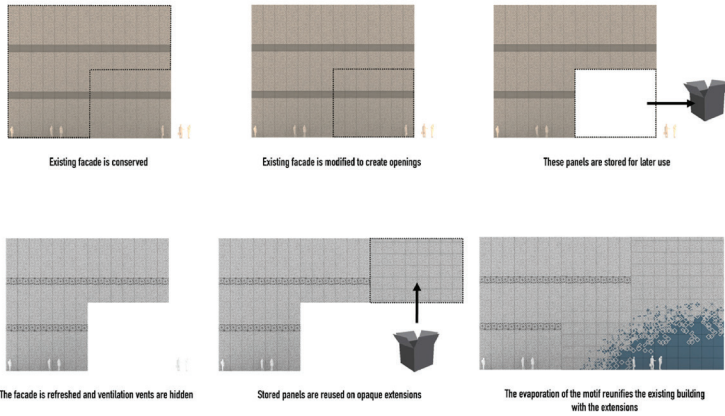


Figure 48 | Lyon Part-Dieu Facade

## FACADES

“In order to maintain the identity of the shopping center, and at the same time try to reduce the construction footprint of the building, the existing facade panels will be redistributed throughout the design. The formerly beige concrete panels will receive a dirt repellent white coating, giving the facade a prolonged refreshed look” (MVDRV, 2018). By repurposing this material, it saves money and resources while bringing new life to what was once an eyesore.

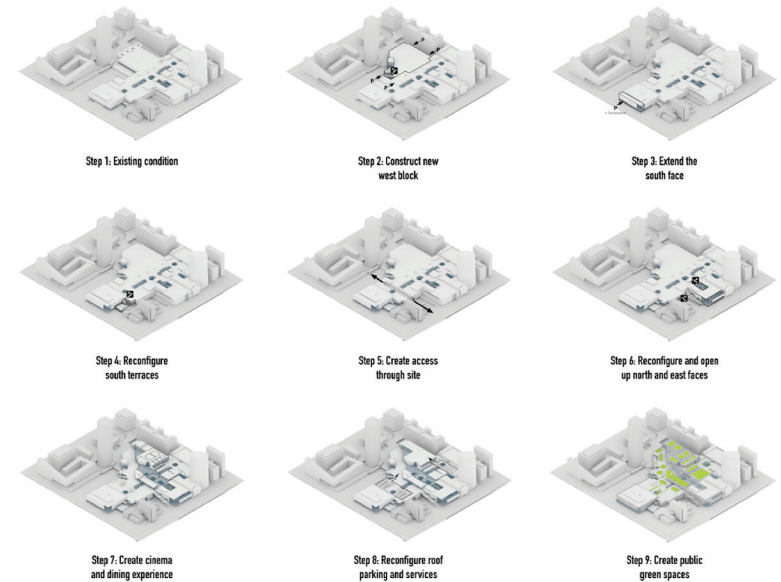


Figure 49 | Lyon Part-Dieu Process

## CONCLUSION

This case study is a good example of how an eyesore of a dying shopping mall can be renovated into a lively, vibrant space where people want to spend time. The main structure was kept on this site but many changes were made including, the facades, program layout, terraces, plazas, walkways and entrances. All of these were done for a specific reason and most of the time linked back to the public and the surrounding site.

From what was once just a shopping center, is now also a hub for entertainment and leisure. This site is now easier to navigate and the important points are connected to one another. By connecting these, it allows easy pedestrian traffic to flow through and within the site. Instead of coming to this site and entering directly into the mall, people are now welcomed with green space and open facades. This new space is a lot more inviting and will help the design to further succeed.



Figure 50 | Arcade Providence Before



Figure 51 | Arcade Providence After

## ARCADE PROVIDENCE

The project type: Shopping Mall Reuse (Retail and Residential)

Location: Providence, RI

### Existing program elements

Public - retail, restaurants, coffee shop, bar, tanning salon

Private - residential, storage, offices

### Distinguishing Characteristics of the case

Arcade Providence is a 188 year old building that was the first indoor shopping mall in America (Lopez, 2016). In 2008, the building was on the verge of closing and a group of preservationists fought for its revival (Lopez, 2016). 10 million dollars later, the first indoor shopping mall was transformed into micro-lofts and commercial space. The micro-lofts are small spaces (225-800sq.ft.) that are furnished with “built-in beds, seating and storage” (Welcome, 2018). The commercial space is located on the ground floor and includes spaces like; “dine-in restaurants, a coffee shop/whiskey bar, a boutique featuring locally designed clothing, a vintage shop and a spray tanning salon” (Welcome, 2018).

### Project environmental/social/political response

This project responds to environmentally by taking an old building and repurposing it instead of tearing it down. By repurposing a building, one can save a lot of energy and resources. The amount of electricity used for lighting during the day must be low due to the tall central atrium that lets in an excess amount of natural light.

This project responds socially by grouping residential and commercial together into a small building. The residents will interact with pedestrians a lot more than they would in an apartment building. The main floor of Arcade Providence is aimed to draw people in with retail, restaurants and other commercial spaces. This project also responds politically because at one point it was about to be closed and maybe even torn down, but when the preservationists stepped in, they were able to create a case as to why this now, “National Landmark” must stay and be repurposed.

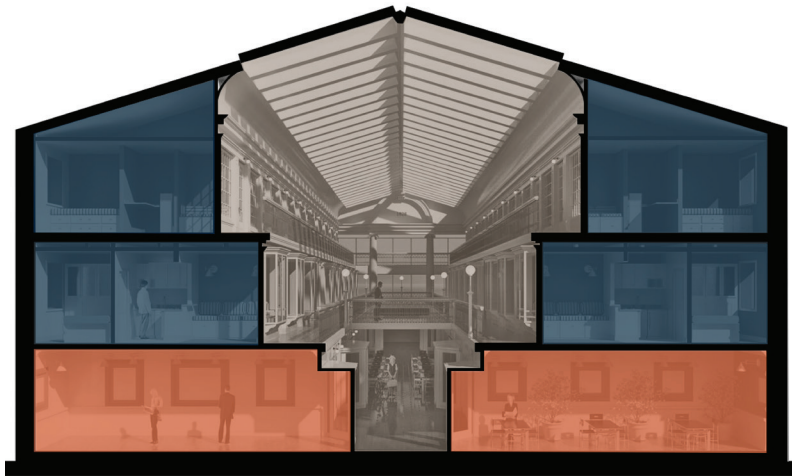
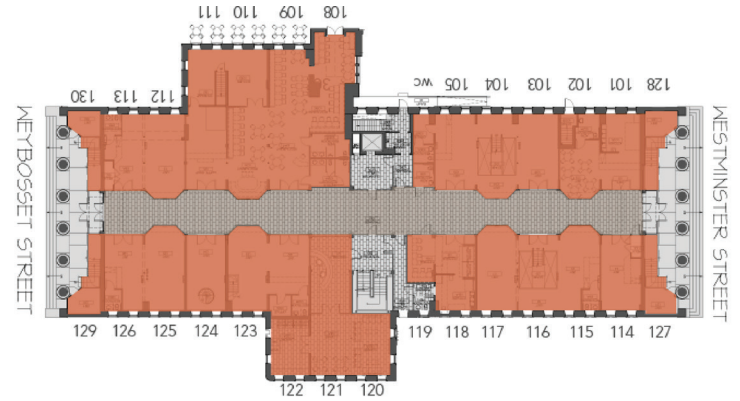
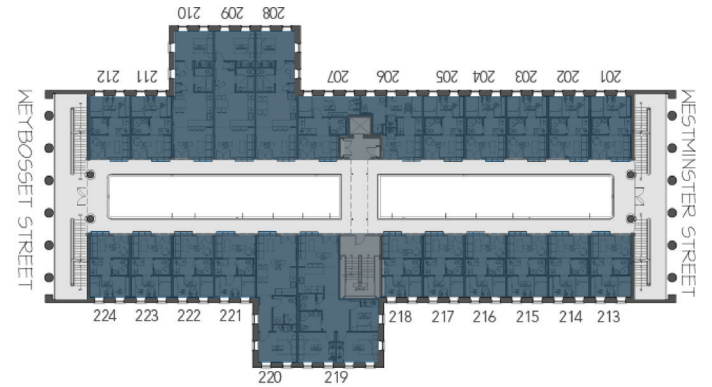


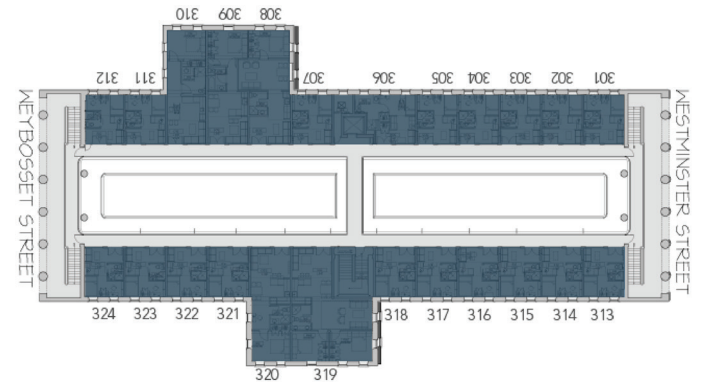
Figure 52 | Arcade Providence Section



FIRST FLOOR

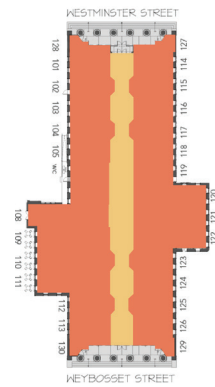
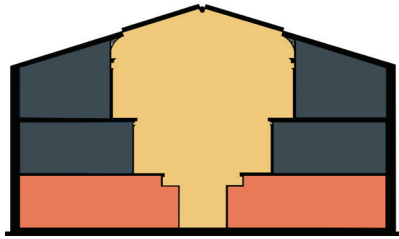


SECOND FLOOR



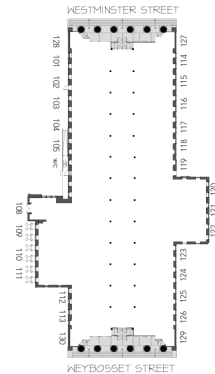
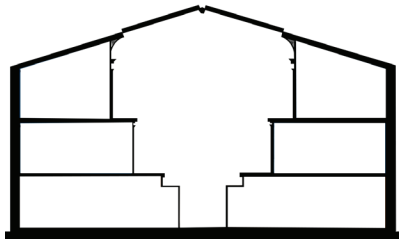
THIRD FLOOR

Figures 53-55 | Arcade Providence Floor Plans



### Massing

These two diagrams show how the commercial and residential spaces are lined against the exterior walls while the atrium runs down the center of the building from the ground floor to the top.

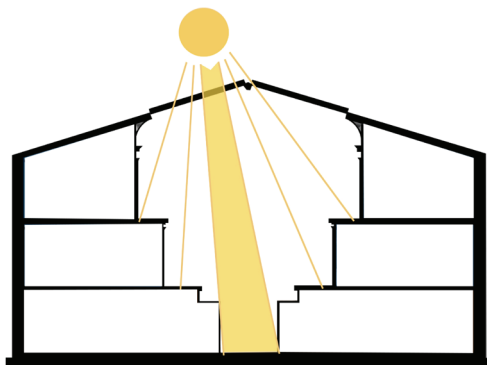


### Structure

This building was designed with a classic Greek column structure and stone walls. The columns are laid out in a liner pattern that spans down the atrium length.

### Natural Light

Due to the large glass atrium that is down the entire center of the space, there is a lot of natural light that comes in.



Figures 56-60 | Arcade Providence Massing, Structure, Natural Lighting

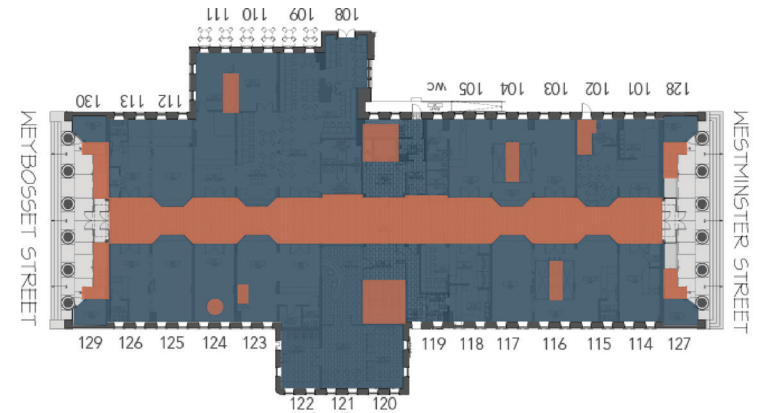


Figure 61 | Arcade Providence Circulation

### Circulation

Space

Circulation

In this design, the spaces are lined on the exterior walls while the circulation is centered and down the middle of the building, along with various staircases.

### Conclusion

This case study shows how a simple, historical building was able to find new life within the city. Instead of tearing down and starting new, people found reasoning why it was important to keep the structure and fought for it.

This case study is the same typology as what is existing on my site and it has shown how the layout of circulation and structure area very similar. This once almost closed mall was able to take what was existing and make something new and exciting that has strengthen the city.

This helped case study may not have changed my unifying idea but it has helped me gain more knowledge on how malls are designed and what can be done with the large spaces when threatened with closure.

## CASE STUDY SUMMARY

Shopping malls were built as a place for the community to gather and socialize while buying goods. Many were built on the outskirts of town in the suburbs. They were designed to mimic European town squares, to be dense and full of variety. What ended up being built was a massive closed off buildings surrounded by parking lots. Unfortunately, this design was replicated all over the nation and has recently started to struggle. There are many factors causing shopping malls to die including; changing community life, convenience of online shopping and not updating the spaces to give the users what they want. Today we are seeing more and more mall closures and renovations. These spaces are finding new lives with new programs. Some of these spaces become large single use spaces while others are transforming into mixed-use lifestyle centers.

The case studies explored dealt with dying malls around the United States that were renovated or repurposed. The size of these project range in size from small to nearly 25 acres. Though the larger scale relates more with my thesis, the smaller ones were just as important. One of the case studies kept the same building typology while recreating a more desirable and pedestrian friendly site. The other two case studies were transformed into something completely new. Retail was able to stay in all three case studies but changed from what it previously was. Two of these case studies introduced residential to the site, which will help keep the site active at all hours of the day.

The most impactful case study was NOHO West lifestyle center. This case study provided many good examples of programs and how to successfully fill this large of a site while keeping it walkable. With such a large variety in spaces, this site is similar to a small city. There is plenty of parking but is either hidden by buildings and greenery or is in the form of a vertical parking garage. The theoretical premise wasn't changed much through researching these case studies, but new programs were discovered that have found their way into my site's program. The square footages they allocated for each space will be helpful when laying out my proposed site.

These case studies have many similarities with the proposed theoretical premise, but also have differences. Part Dieu is a shopping mall and will remain a shopping mall with a face lift. The designer was able to analyze the site's programs and paths to create new points of connection throughout the site while adding in new exciting spaces, like open public green roofs. Arcade Providence is a very small mall with a large atrium running down the entire center. This has retail on the ground level while housing apartments on the second and third levels. Lastly, being that NOHO West is so large, spaces will not be as close together. There are good connection points from each space to allow for ease and to promote people to walk.

Arcade Providence is a historical site that was saved and transformed into apartments with ground level retail. The apartments found on this site are considered micro, based off their very small and compact size. NOHO West also offers living but in a much larger form, condos. All three of these case studies do a good job with their functions and the relationship between them. Whether grouped together by floor or place strategically within the site, pedestrians will be sure to have an easy and enjoyable experience.

By designing spaces in a large open atrium, surrounding a large plaza or even on a green roof, the public will have a space to gather and socialize. There are different scales provided for each and offer different experiences. Both Part Dieu and NOHO West offer nice public green space where as Arcade Providence doesn't have much opportunity to do so. This helps attract all types of users and give them a place to spend time rather than just being indoors and shopping for goods.

Each of these case studies had their own unique features but all ended up having many similarities. They are each very flexible and provide mixed-uses. This will help them live through out the ever changing trend of community life and continue to be a staple in their communities.

## PROJECT JUSTIFICATION

Shopping malls were once designed to be dense, mixed-use community centers full of variety. Instead they were reproduced as large and bland enclosed spaces that were surrounded by parking lots. While shopping malls have seen many successes, those who were not kept up and didn't keep up with growing trends have starting to die out. With the idea of community life constantly changing, malls need to be able to support this. The growing trend that we see today is that people have become more private and don't go to shopping malls to socialize anymore. Instead, society looks for more private places to socialize and gather like coffee shops and breweries. Unfortunately, many malls around the nation are at risk of closure, with the potential of leaving their site with a large eyesore.

Researching the history of the shopping mall and learning how to make them more successful is important to me because I grew up in the Fargo/Moorhead area and have seen the Moorhead Center Mall slowly die. The surrounding community and its buildings have changed since and are losing their appeal. Today, people buy furniture, craft supplies, visit the pharmacy or go to the bar. There are no options for families or younger children. I want to see what this space could be if it was redesigned to focus on the community, a place for everyone. This could be a community hub that draws in a diverse crowd and provides them with a place to shop, eat, see a movie and even grab a cup of coffee.

Working on this project is a real-life problem that many communities have been or will be facing. Instead of just designing new buildings, architects must be able to solve problems and propose new ways to build success. This project is helping me prepare for the real world and focusing on a problem that I might face in the future. I'm learning to focus on what people need and want and finding supportive reasoning for each design decision, rather than throwing what ever we want on a site

Transforming this large of a space into something that will be successful could take a lot of money but the outcome would be greater. Not only would this new design bring in

much more money to the site than a half empty shopping mall, but it would also help rebuild community life. The variety in spaces would be flexible and able to outlast trends, keeping the site lively and continue to draw in people. Since the new design would be so focused on the people, much of the project would be fundraised with the remaining covered by city dollars.

Working with this site is very interesting because it once was Moorhead's downtown. The historic buildings were demolished to make way for this large shopping mall and the identity was forever changed. The site is open specific hours of the day and focuses on specific groups of people. In order to bring in more diverse groups, the site will be open at all hours of the day and provide many different activities. There will be a lot more green space and less parking in order to promote walkability rather than vehicular use.

Instead of just knocking down every dying shopping mall and starting fresh, it is important to use what we can to reduce wasted materials and energy. Opposed to what was once done with Moorhead's historic buildings, some of the mall's structure and characteristics will be repurposed. Many mall repurposes we see today are simply placing a new program in the space, which could be successful. Instead of putting a band aid on the situation, I will be doing surgery on the site to create more open air and dense spaces. The site will be busy and full of life. Instead of providing one large enclosed space, I will give the people those smaller and more intimate spaces that they desire.

Ultimately, this project focuses on a dying building typology and learning what is causing its' failure. Using this knowledge will help to design a more successful and desirable space. Looking back on the history of the site and recreating some of these spaces along with new will help promote community life and give everyone a place to spent their time and enjoy their day. Each design decision will be done thinking about the people's wants and needs.

## HISTORICAL CONTEXT

This project typology is similar to many found throughout history. The idea of a shopping mall began in ancient Rome and Greece. Greece had a large open space in the center of the city called an agora, where vendors could set up and sell their goods. Similar, Rome had a semi-circle market set up in the forum with a large vaulted corridor. This relates to today's mall because the shops faced out into the corridor, and there were restaurants in the center.



Figures 62 and 63 | Agora (left), Forum (right)

The 1920's brought up the idea of a strip mall where stores were built in a row and lined with parking. These malls were anchored with grocery stores and convenience stores. This type of mall started the promotion of vehicular traffic, which is further seen in today's mall. People can drive here and park in front of the store and leave the same way, with little interaction with others. This is different from the previous agora and forum market where people would walk to and within the space.



Figure 64 | Strip Mall

The beginning of the American Shopping mall was in 1956 when Southdale Shopping Center was built. This was the first enclosed mall designed by Victor Gruen. What he imagined for this space was turned out to be different than what he hoped. He imagined a space that mimicked an European town square. A place where people would gather and socialize, a central hub full of diversity and life. Unfortunately this design was replicated all over the nation.



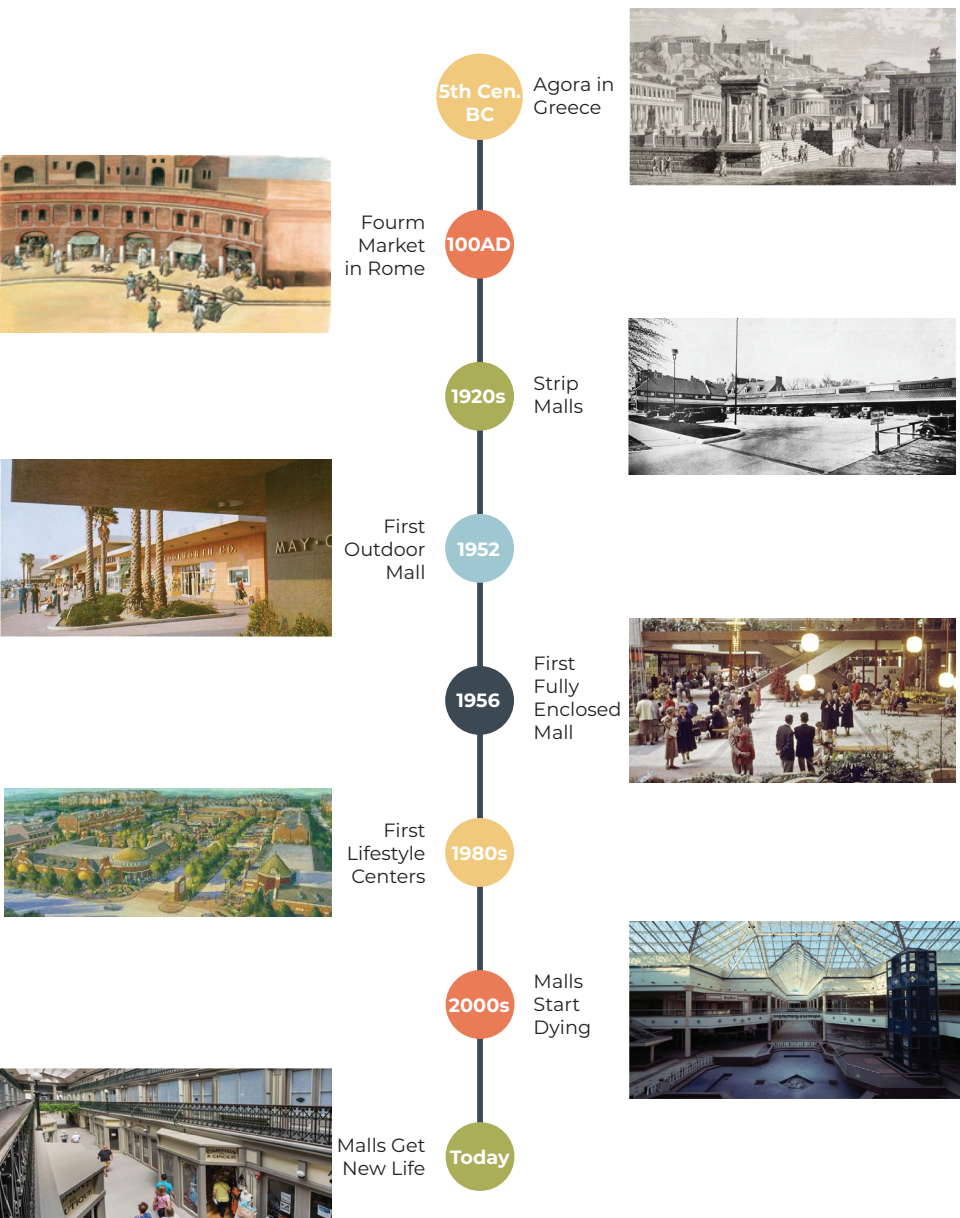
Figures 65 and 66 | Southdale Shopping Center (left), Brussels Town Square (right)

Today many malls are suffering and are at the verge of closure. Successful malls we see are keeping up with the trend of community life and provide what people want. They incorporate entertainment, restaurants, housing, and nearly anything a small city would have. Many malls are undergoing renovation to become a more flexible space with more desirable programs.



Figure 67 | Easton Town Center | Ohio

# HISTORY OF MALL

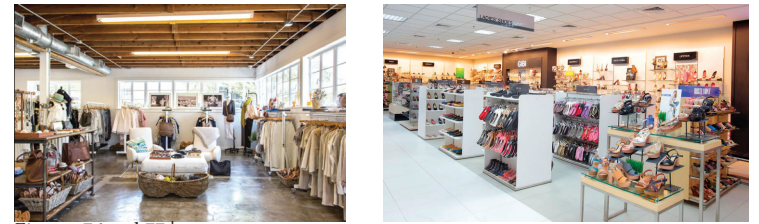


Figures 68-75 | (Timeline Order) Agora, Forum Market, Strip Mall, Lakewood Outlet Mall, Southdale Shopping Mall, First Lifestyle Center, Dying Mall, Renovated Mall

# SOCIAL CONTEXT

The shopping mall used to be a place where people would gather to socialize and spend time, but today many are slowly dying. These closed-off, massive buildings were replicated incorrectly around the nation based off of what architect, Victor Gruen once imagined. He imagined a mall that mimicked an European town square, a place where everyone was welcome and wanted to be. They are dense, full of variety and attract all types of people.

Community life is always changing and people now days are spending their money on experiences rather than goods. Shopping malls need to accommodate this by keeping up with the trends and being more flexible. Another factor hurting shopping malls is that people's lives are becoming more private and they tend to spend time out and meet others in more intimate environments. These environments are smaller, quieter and even outside, rather than in a loud, massive shopping center.



Figures 76 and 77 | Boutique Store (left), Department Store (right)

# CULTURAL CONTEXT

Today's culture, most people are online shopping or shopping at local boutique stores. These offer convenience and unique goods unlike those found at every anchor store. With a few clicks and card payment, one can have goods delivered to their door in two days or can pick it up in store. In order to help rebuild community life, certain programs must be provided to draw people in and provide them with space to socialize, gather, and find unique goods and services. The place must have its' own identity and open a variety of hours to accommodate to all people. Mixed-use is on the rise in many areas and is being seen as successful. These spaces are able to adapt to the ever changing community life while staying flexible.



# SITE ANALYSIS

## Moorhead, Minnesota

- Currently largest city in NW Minnesota
- 38,065 residents
- Part of the Fargo-Moorhead metropolitan area; population of over 200,000 residents
- Rich agricultural region - due to silt deposits left from Lake Agassiz which melted about 10,000 years ago
- Provides small town vibe with a large community amenities
- Entertainment, arts and culture, dining, shopping, parks and recreation, sports events and opportunities.

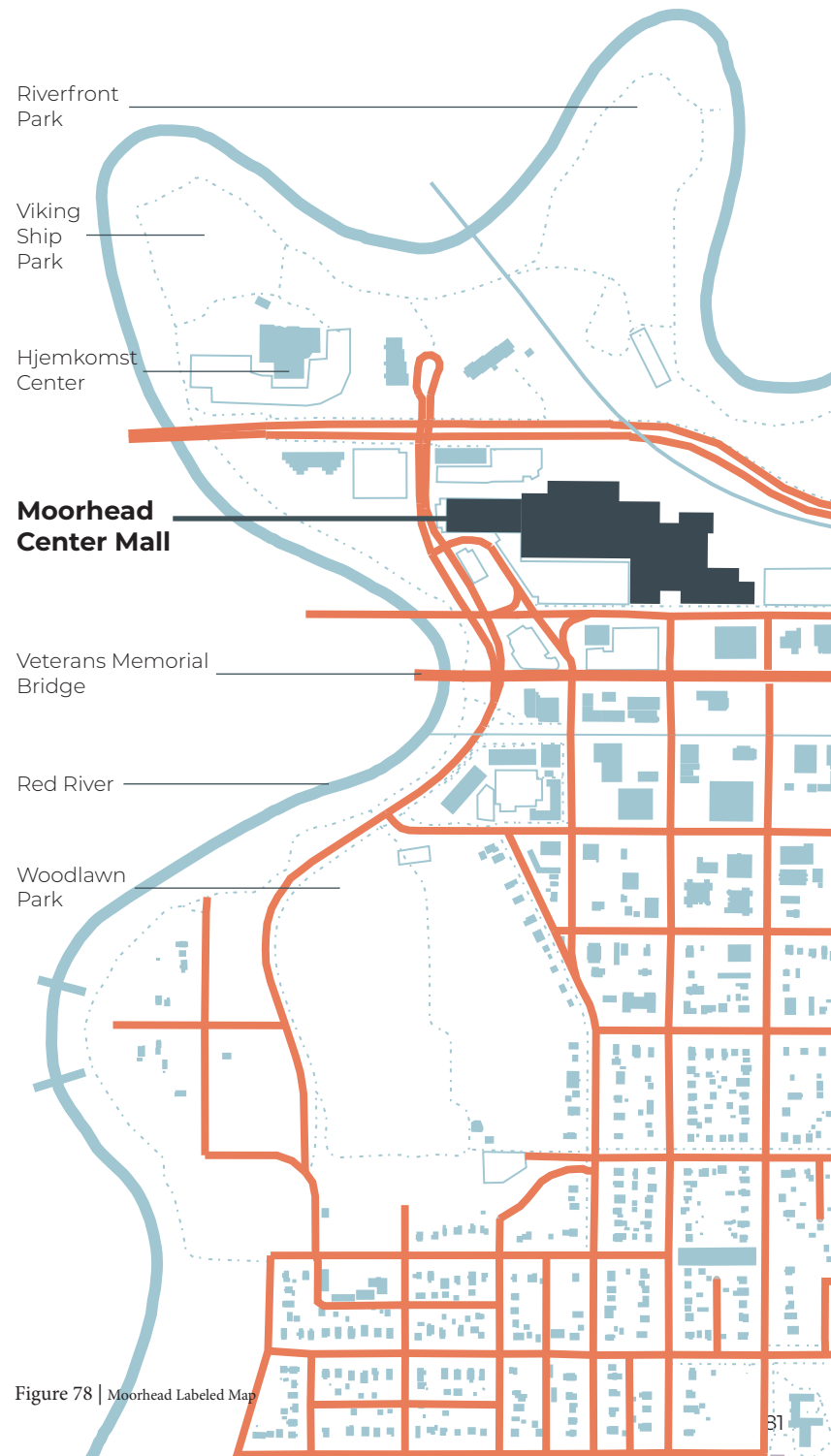


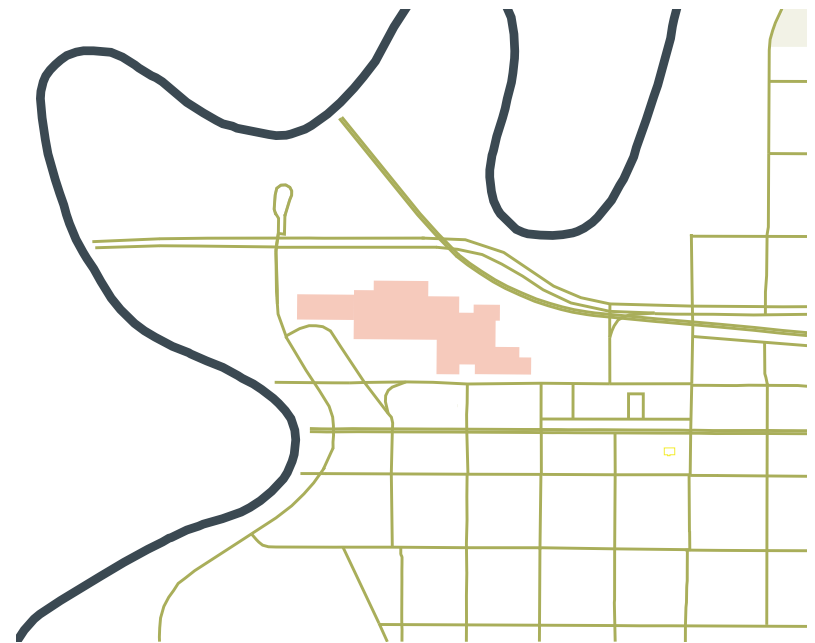
Figure 78 | Moorhead Labeled Map



### Figure Ground

Downtown Moorhead is full of many small buildings. Once the mall was built and took over the site the urban fabric was changed. This site needs to be broken back up into smaller sections that allow for pockets of greenery and paths for pedestrians

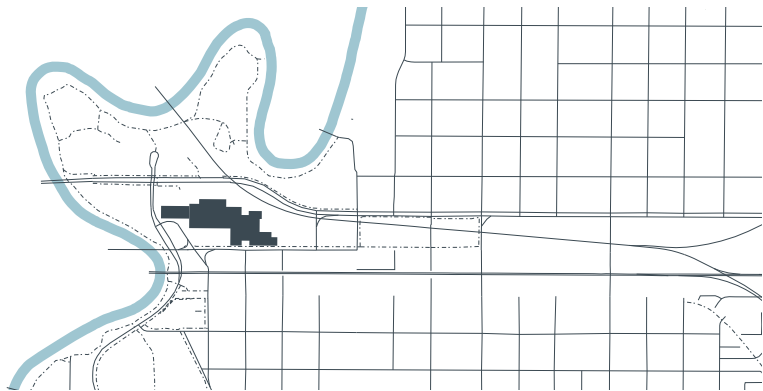
Figure 79 | Figure Ground



### Existing Grid

Not considering parks, Moorhead was built as a grid system. Once the mall was built it destroyed this grid. To create a more desirable site and to reconnect it to the surrounding neighborhoods, this site must return to the grid system.

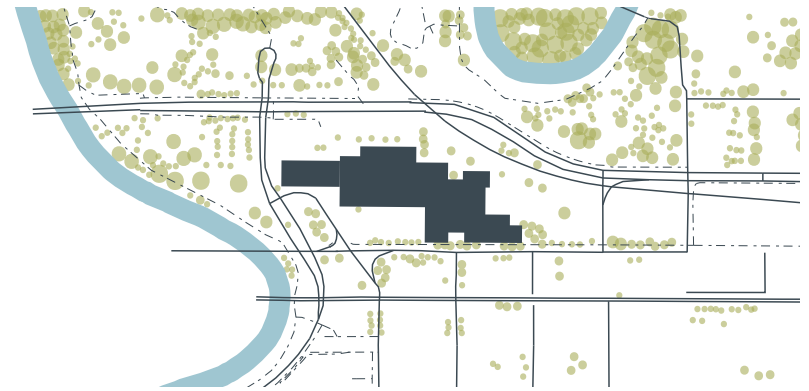
Figure 81 | Existing Grid



### Roads/Paths

Besides three bridges connecting to Fargo, ND, this site has typical city roads and no interstates connecting. This makes for an interesting location for a mall and needs to become more walkable for the city.

Figure 80 | Roads/Paths



### Vegetation

As we move away from the Red River, there is less and less vegetation. The mall has few trees scattered throughout the parking lots and surrounding sidewalks. The new design should incorporate much more green space.

Figure 82 | Vegetation



Figure 83 | Surrounding Typologies

### Surrounding Typologies

A lot of the building typologies near the mall are either residential or retail/commercial. As you move further away from the mall the typologies get more diverse. The new design should incorporate a diverse range of typologies to attract all types of users to the site, rather than the typical mall goes.



Figure 84 | Topography

### Topography

The Mall's site is directly adjacent to the Red River. In the Spring, the parking ramp area often floods. The rest of the site is elevated enough to not flood, yet. With that being said it is important to not build too close to the river.



Figure 86 | SW Corner of Mall Parking Lot Looking NE

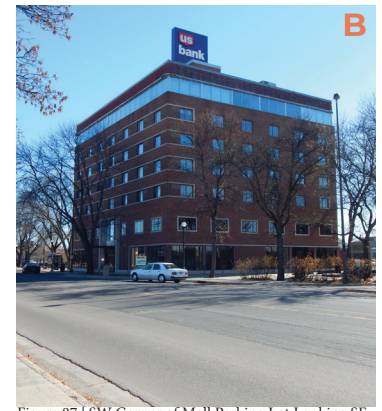


Figure 87 | SW Corner of Mall Parking Lot Looking SE



Figure 85 | Moorhead Center Mall Site Plan



Figure 88 | S Facing N View of City Hall



Figure 89 | S Facing SE Closed Storefronts



Figure 91 | E Looking N



Figure 92 | E Facing W



Figure 96 | N Facing N Towards Empty Lot



Figure 97 | N Facing W Towards Parking Garage

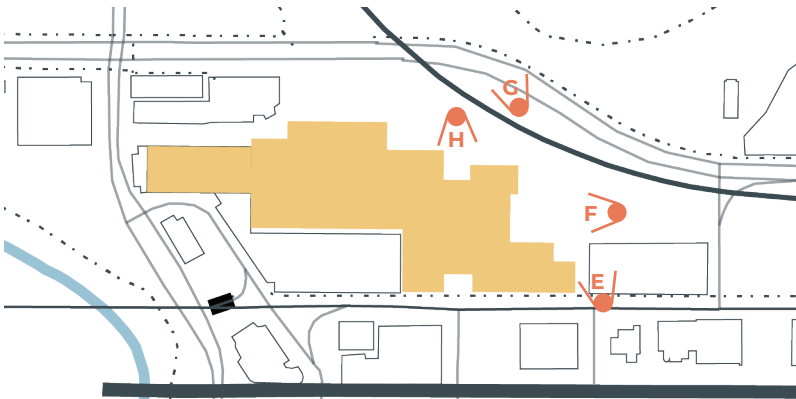


Figure 90 | Moorhead Center Mall Site Plan



Figure 95 | Moorhead Center Mall Site Plan

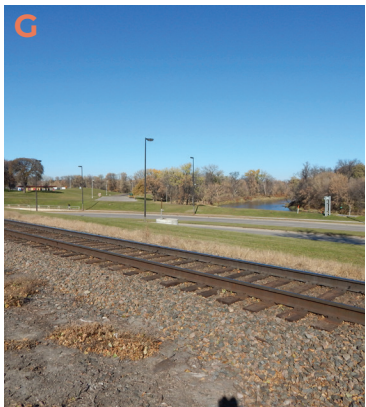


Figure 93 | Train Tracks N of Site



Figure 94 | N Facing S City Hall Entrance



Figure 98 | W Facing SW Empty Parking Garage

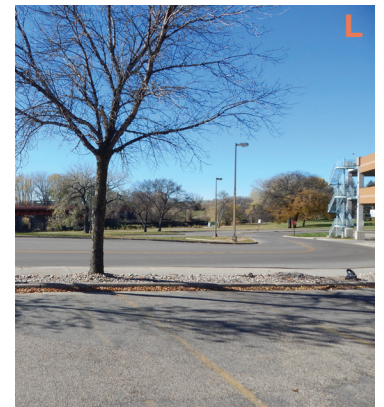


Figure 99 | SW Facing River



Figure 100 | Main Interior Corridor



Figure 101 | Interior Corridor



Figure 106 | GNC



Figure 107 | Nails Pro



Figure 102 | Windows To Plaza



Figure 103 | Entry To Mall



Figure 108 | Closed Shop



Figure 109 | "His" and "Hers" Styling Salon



Figure 104 | Dead Corridor



Figure 105 | Entry With Vic's Bar

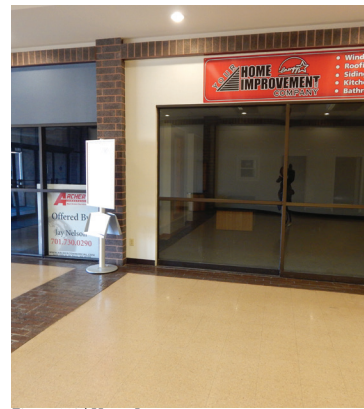


Figure 110 | Home Improvement



Figure 111 | Quilted Ladybug

## Conclusion

The Moorhead Center Mall is located on a large site in the downtown area. Both the North and South sides are faced with train tracks and each side has a bridge that connects it to Fargo, ND (Center Ave. and 1st Ave N Bridge). Since the building is all enclosed it doesn't cause any issues, but once the building is torn apart to create green spaces and paths, the noise could cause a problem. Vegetation and the placement of new structures will be important in the new design to avoid these unwanted issues.

From the images taken during the site visit, it is clear that this site has seen better days. There are no shops or activities that attract families or younger people. There are furniture stores, a pharmacy, wigs shop, quilting and craft stores and grown women clothing stores. There are also many vacant shops that are only hurting the mall worse. From the moment of entering the main corridor, the space was dark and drab. The mall seemed like it has never been renovated. There were little to no customers with majority in the existing Vic's Bar.

The exterior of the space is a mixture of boring old materials with little to no windows in. The entire structure is surrounded by parking lots and there is no green space on the site. In order to get from one side of the site to the other, a pedestrian must either walk through the mall or around, there is no other option. This site needs to be torn up with some pieces being repurposed.

Some of the main problems leading to this mall's failure is that they have no green space, the interior is dark and old fashioned and there are no exciting and unique stores. Unfortunately, the main anchor store, Herbergers, also closed not too long ago leaving one other anchor, City Hall. On this site, there are offices, retail, restaurants, and the existing City Hall. There could be so much more done with this amount of space. The Urban Fabric of this site was once destroyed with the placement of the mall, with the proposed project, the fabric will be restitched to give back what the Moorhead Center Mall took away.

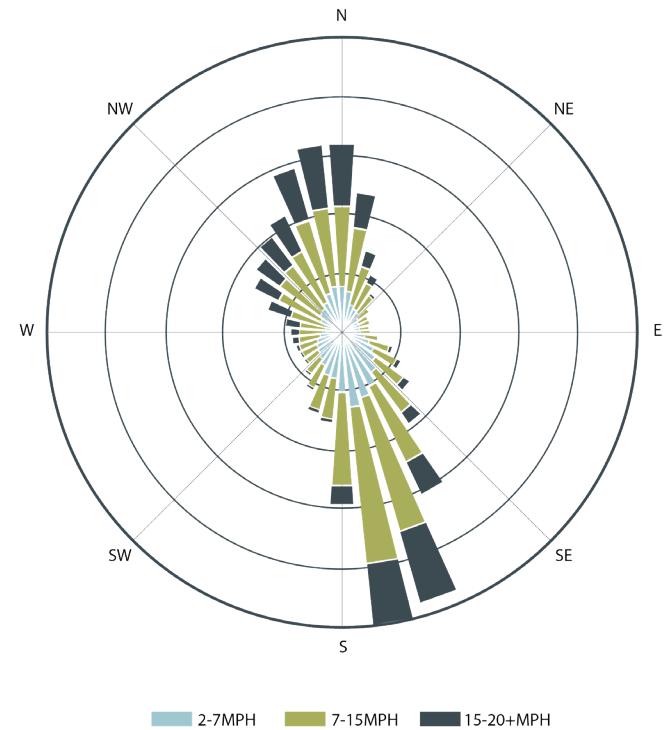
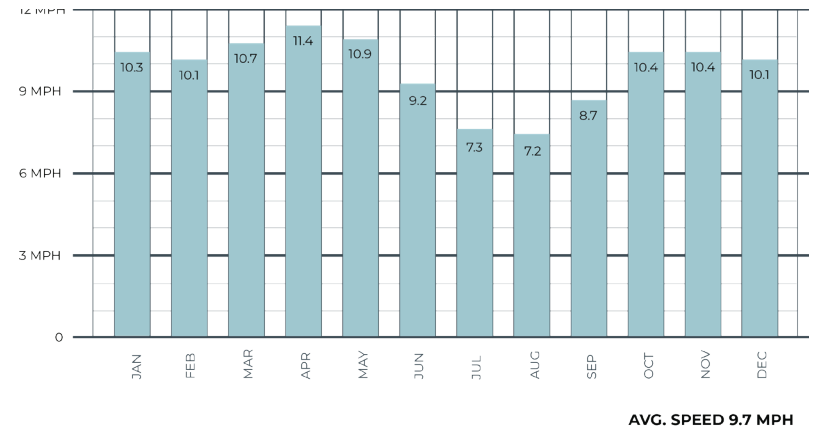


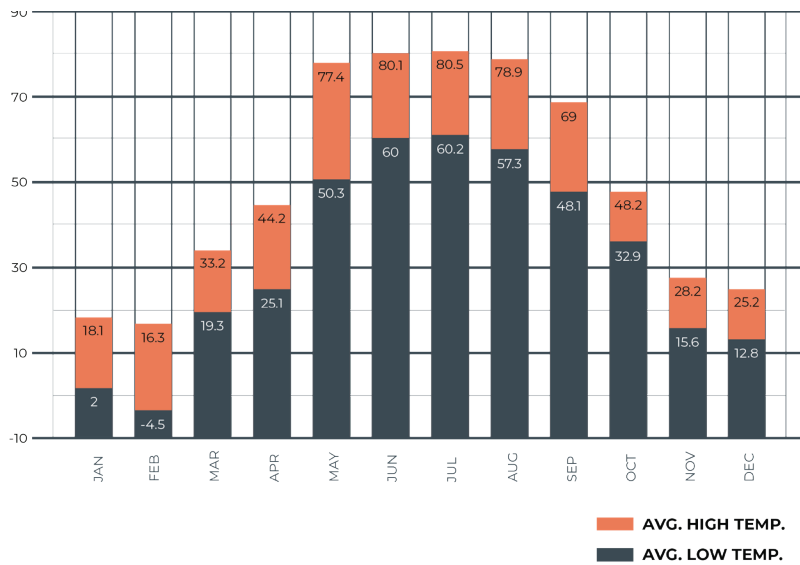
Figure 112 | Moorhead Wind Rose



## Average Monthly Wind Speed

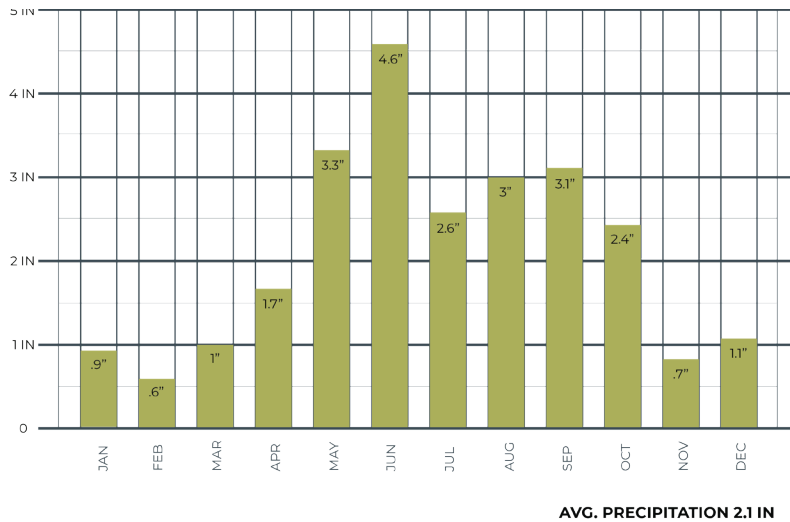
Figure 113 | Average Monthly Wind Speed

Moorhead, MN has a fairly balanced wind speed year round with a change in wind direction. The cold winter winds come from the North while the cool summer breezes come from the South. These must be taken into consideration when it comes to the design of the spaces.



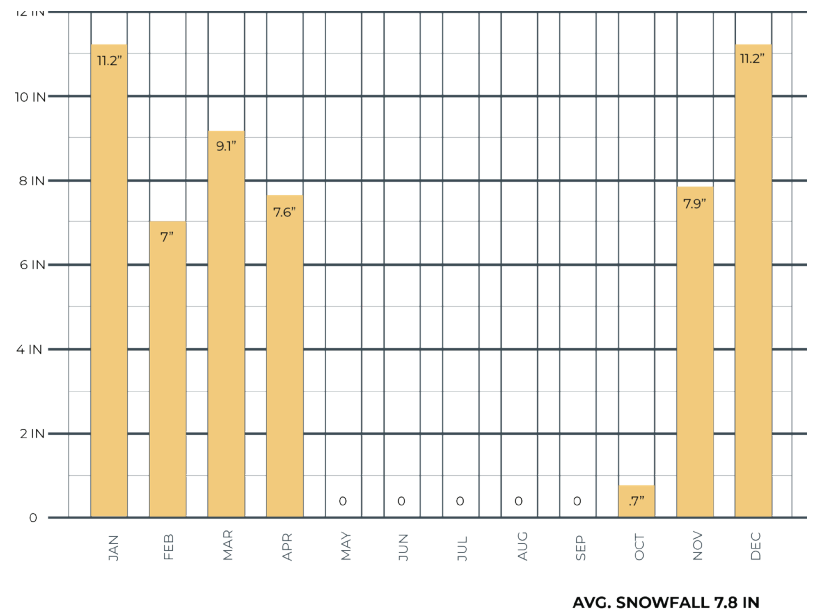
**Average Monthly Temperature** Figure 114 | Average Monthly Hi-Low Temperature

Moorhead, MN falls in Zone 7 or “Very Cold” within the United States. Their temperatures are mild, not too hot in the summer and not too cold in the winter. This will effect the energy consumption of a building in that zone.



**Average Monthly Precipitation** Figure 115 | Average Monthly Precipitation

The most rain Moorhead receives is in the warmer months, while it snows in the colder months. The design solution must prepare for hot days, rainy days, snowy days and cold days. Moorhead sees it all.



**Average Monthly Snowfall** Figure 116 | Average Monthly Snowfall

Snowfall only happens when the temperature is cold enough. Moorhead gets about 7.8 inches each month. This could effect the project with snow loads on roofs and by providing spaces outside of the snowy outdoor conditions.

## Climate Summary

Moorhead, Minnesota falls into Zone 7 and “very cold” based off of their location. This means that they have to cool less in the summer but heat more in the winter. The temperature can get warm in the summer but even colder in the winter. Winters with heavy snowfall can lead to flooding in the Spring. This can really effect this site negatively because part of the site will be under water. It is important to take this into consideration when designing to make sure a building won’t flood in the future. The design can take advantage of the cool summer breezes for cooling buildings by placing windows and openings on the South side rather than the North. Protecting the site and buildings from cold winter winds is important, especially if the design promotes walkability and provides its users with outdoor green spaces. In this case, building can be strategically placed or vegetation can also help to block these unwanted winds.

# PERFORMANCE CRITERIA

## 1. 24-Hour Clock

A key to a site's success is keeping it lively and active. By selecting specific programs that are open at various times of the day helps promote this success. Currently, the mall is one large building that opens and closes all at the same time, apart from its restaurants and bar. Using a 24-hour clock, specific programs will be chosen to fill each hour. Many program's hours will overlap during the day times but it's important to have even one or two going through out the night hours.

A simple analysis will be done to generate the performance measure. Once the programs are carefully picked, they will be placed on a clock diagram to show what times they open and close each day of the week. What will take more time will be the selection of the programs and learning what is generally open when and what the community wants or needs. The performance criteria will be judged by comparing a diagram of the site's existing clock with a diagram of the newly programmed clock. If the new clock keeps activity on the site at all hours, rather than just specific hours, then it will be considered successful.

## 2. Variety of Programs

New programs will be selected to fill the site instead of just retail and restaurants. Variety will be incorporated to appeal to all types of people and keep the site busy.

The performance criteria will be measured by analyzing what is currently on the site compared to the list of new programs. Comparing these two lists will prove that new programs are added and appeal to more than just mall shoppers. This will help keep existing groups wanting to come back while bringing in new groups. Instead of just retail and restaurants, there will be entertainment, hospitality and education.

## 3. Green to Gray

The amount of existing public green space and gray space (parking lots, streets and paths) will be calculated in SF. Once the design is complete, the proposed green and gray spaces will also be calculated to show the difference from before and after. The total green and gray spaces will then be compared to the total site SF as percentages.

The performance criteria will be met when there is enough parking left to support the site's program with the rest being designated green space. The amount of parking will have to be calculated later in the project. Besides trees and a few bushes, there are no green spaces on the site, which takes away from the communities walkability and doesn't provide them with places to spend time together outside.

## 4. Connections and Walkability

With on large building on the site, there is little opportunity for connections in the site without entering and exiting through the mall. The existing connections will be noted while determining the distance between them. How people get to a site and to and from point to point determines how walkable it is. The same calculations will be done with the proposed design.

The proposed design will aim to connect the site to important surrounding sites while providing many paths within the site itself. Important connection and entry points will be noted in site analysis and will hopefully be a part of the final design.



## PERFORMANCE CRITERIA SUMMARY

The Moorhead Center Mall was built in downtown Moorhead following the destruction of many historical buildings. These buildings were demolished to make room for the new shopping center. Shopping malls had successful years but over the past decade, many have been struggling. Some reasoning behind this is that people would rather spend money on experiences rather than goods and the idea of community life is changing.

To accommodate the change of community life, we must create spaces that are flexible and attractive to all. These spaces must offer a variety of programs that are open at different times of the day. Having a mall in a downtown setting that isn't open at night time takes life away from the space. Creating spaces that are open nights and weekends, mixed with spaces that are open weekdays and mornings will help keep the site active and full of life.

Looking at a shopping mall, there are many characteristics that they all incorporate. They are massive buildings that are surrounded by parking lots. These buildings are often closed off from the outside world and house a restricted program. More people desire open air malls that allow for sun and greenery and are mixed with spaces to relax and enjoy the day.

With so much gray (parking) space, shopping malls promote vehicular use rather than walkability. Instead of surrounding the site with these large gray spaces, the site should have greenery and vegetation mixed with walking paths. These paths will help draw the community in and promote walkability. Paths should extend through the site and connect important points to provide easy circulation.

Shopping malls were created to be so much more than what they turned out to be and something needs to change. There needs to be a variety of programs that are open at different times of the day and week. The sites need to be open and provide the community with green space and paths to allow them to enjoy the site and promote walkability. The existing needs to be torn apart and rethought out to be more desirable and more flexible.

## SPACE ALLOCATION

MOORHEAD CENTER MALL SITE = 748,000 SF		
EXISTING MOORHEAD CENTER MALL = 325,000 SF (excluding city hall)		
SPACE	SIZE	PERCENTAGE
CITY HALL	35,000	4.7%
THEATER	70,000	9.4%
RESIDENTIAL	100,000	13.4%
BOUTIQUE HOTEL	15,000	2%
PARKING	80,000	10.7%
GREEN SPACE	140,000	18.7%
PLAZA	30,000	4%
BREWERY	15,000	2%
COFFEE SHOP	8,000	1.1%
FITNESS CENTER	15,000	2%
RETAIL	40,000	5.3%
RESTAURANTS	60,000	8%
PATHS	100,000	13.4%
ROADS	40,000	5.3%
<b>TOTAL</b>	<b>748,000 SF</b>	<b>100%</b>

Figure 117 | Space Allocation

# SPACE INTERACTION

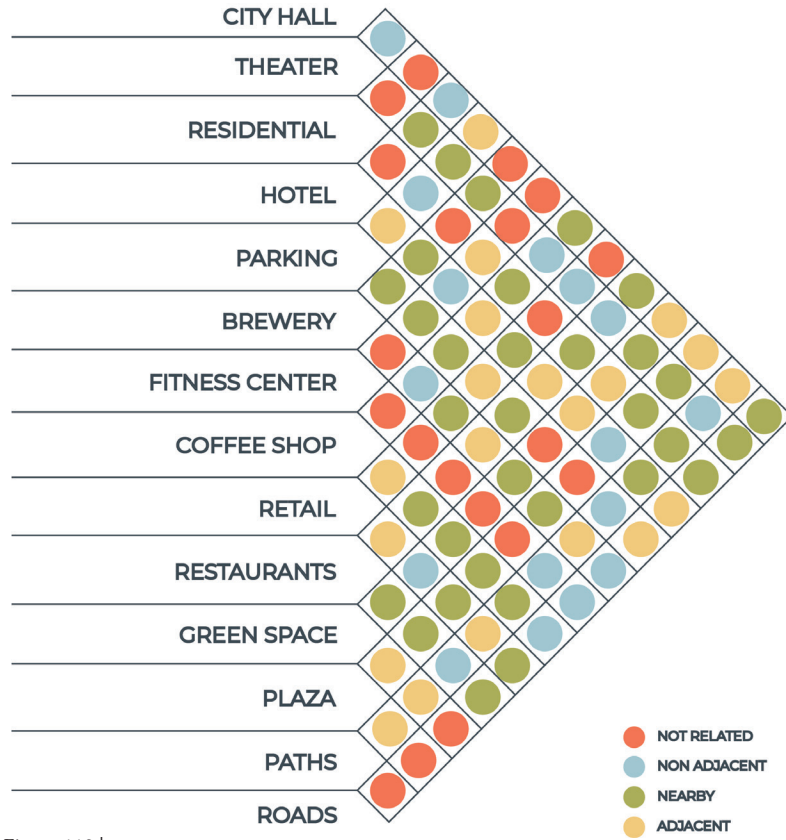


Figure 118 | Space Interaction Matrix

# SPACE INTERACTION

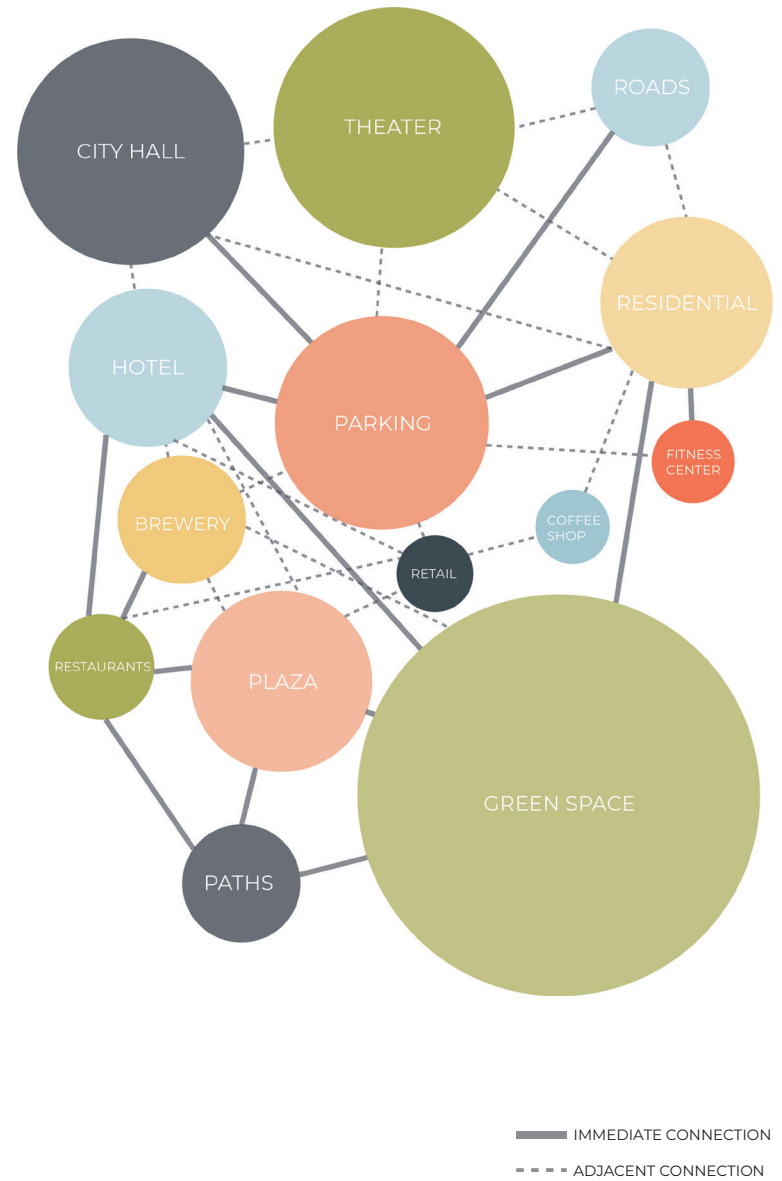
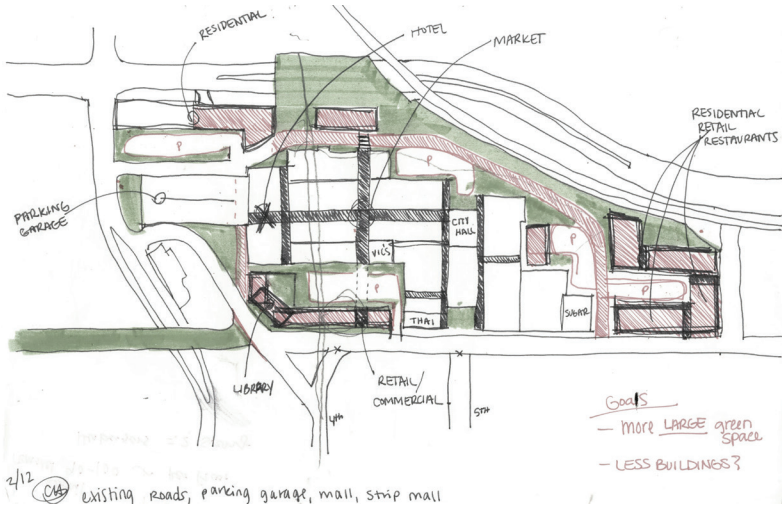


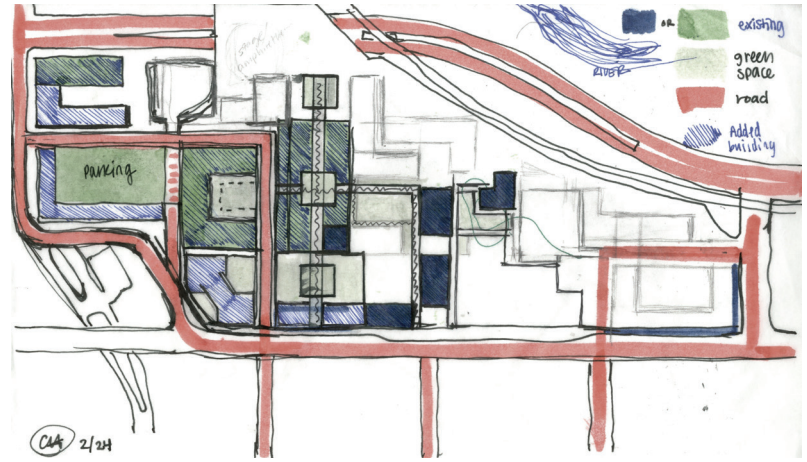
Figure 119 | Space Interaction Net

# PROCESS DOCUMENTATION - SITE

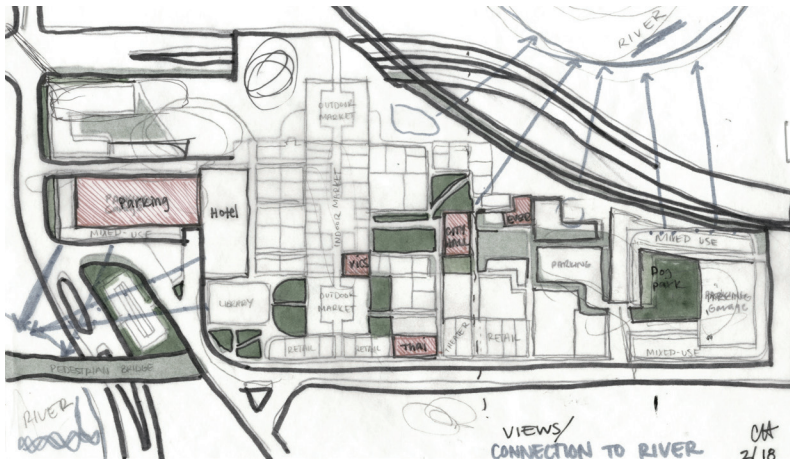
2/12 (Tearing out hallways and introducing road back into site)



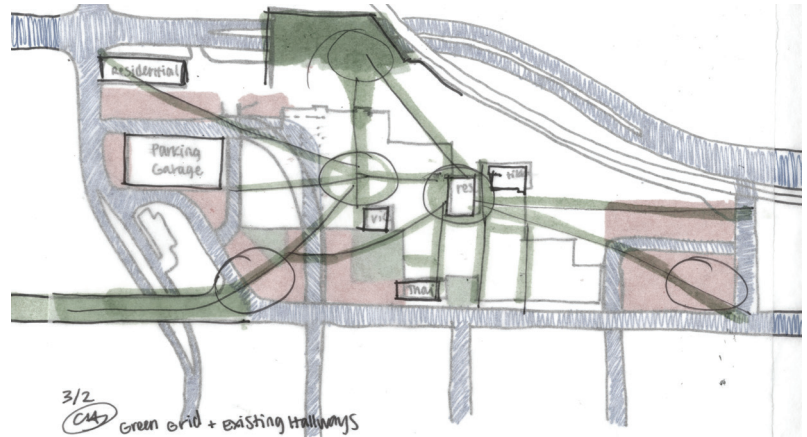
2/24 (4th and 6th street pulled back into site)



2/18 (Adding streetscape, smaller scale, connection to river)

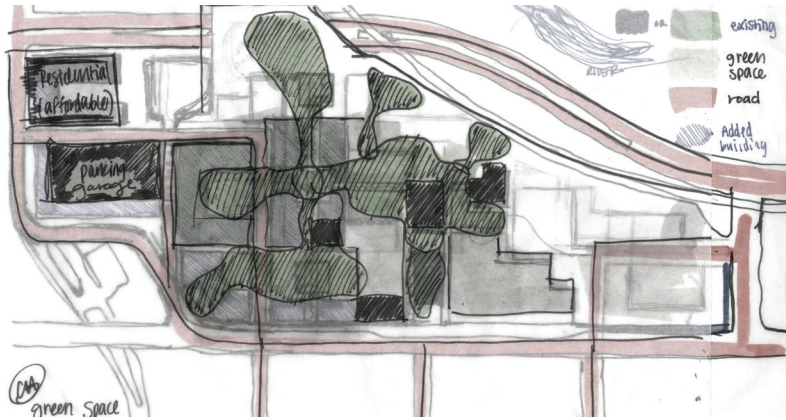


3/2 (New idea, more organic, connection of nodes and entrances)

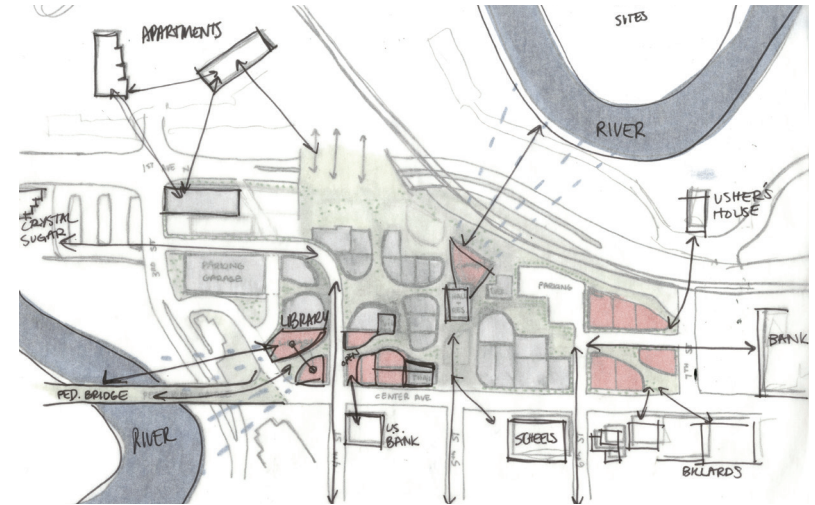


# PROCESS DOCUMENTATION - SITE & PARTI

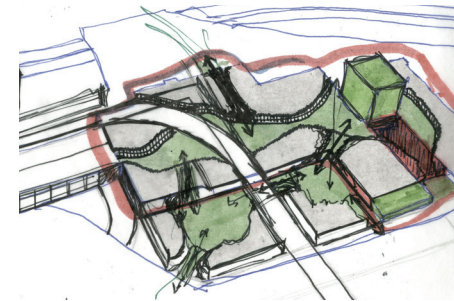
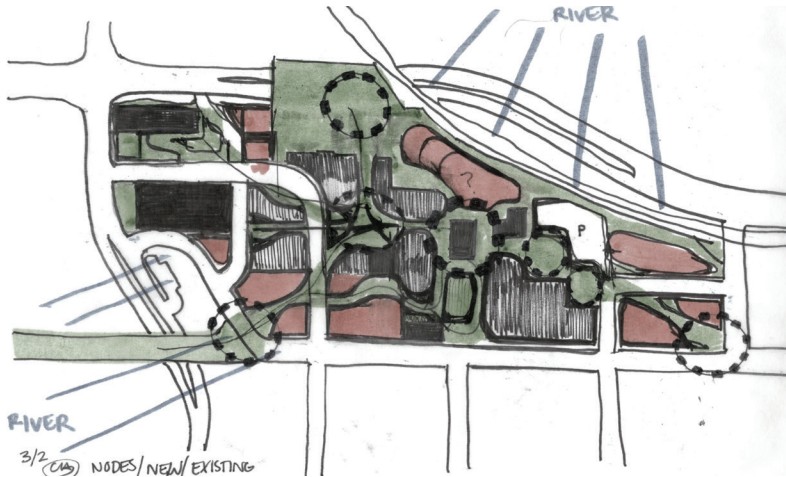
3/2 ("PARTI" Connection of entrances and nodes within the site)



3/2 (Connection to surrounding sites and river)

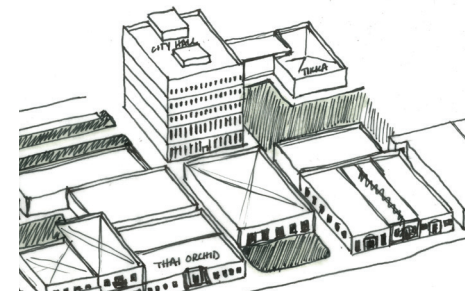


3/2 (Site plan with existing, new structure and green space)

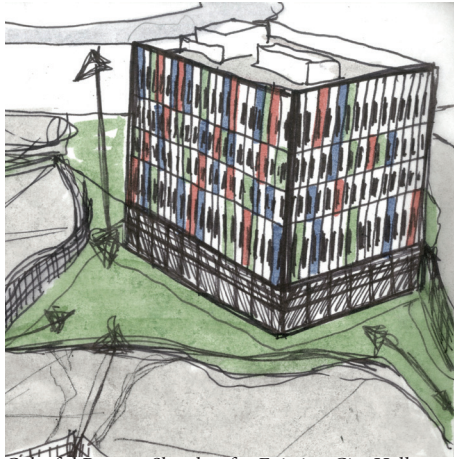


**New Design -**  
more organic and special

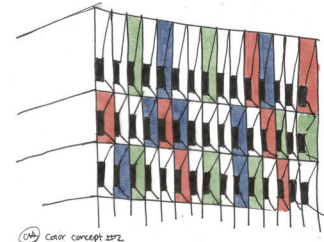
**Old Design -**  
Boxy, typical, not special



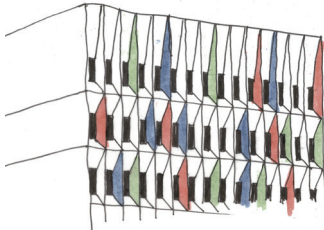
# PROCESS DOCUMENTATION - CITY HALL



Colorful Process Sketches for Existing City Hall

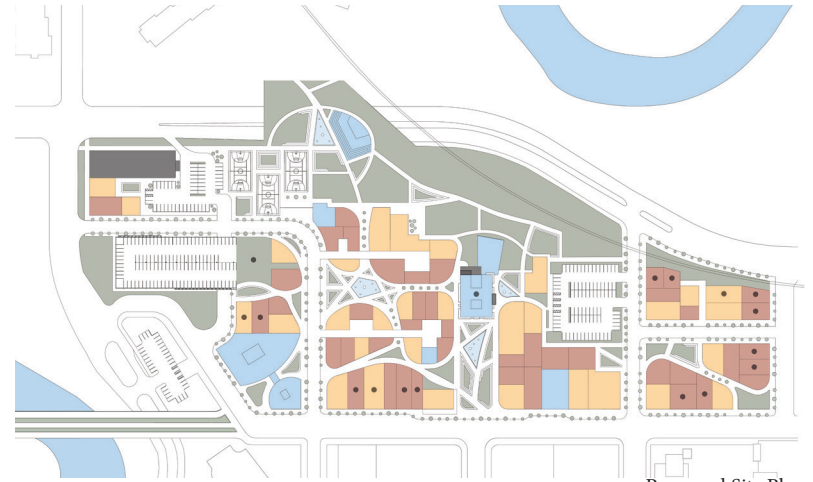


Color concept 1/17



Color concept 2/20

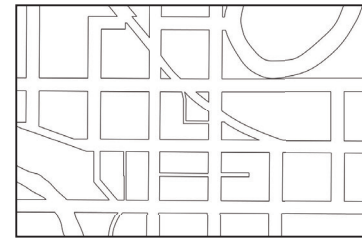
# PROJECT SOLUTION DOCUMENTATION



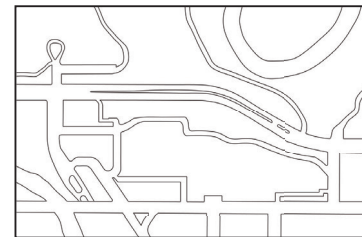
Proposed Site Plan



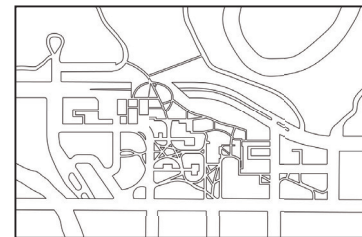
Proposed idea for City Hall and Apartments



1960's downtown



Existing



Proposed Plan

## PROJECT SOLUTION - CITY HALL



Existing Elevators to City Hall



Existing Entry at City Plaza

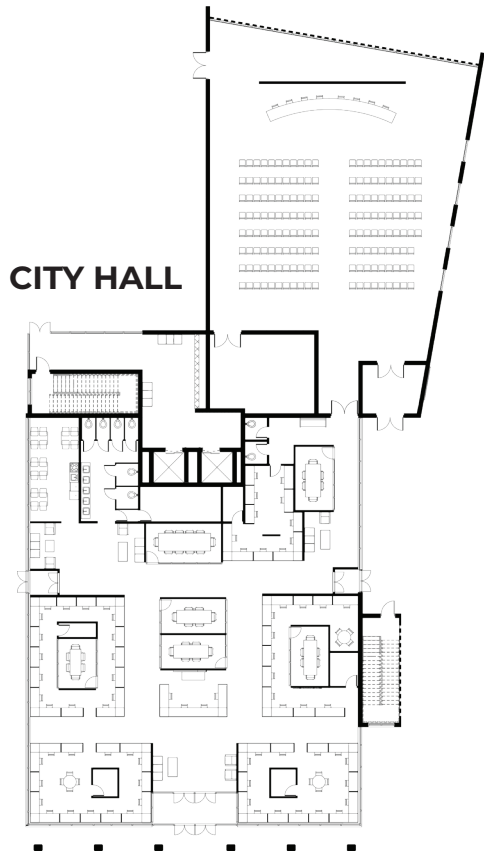
Goals = Bring City Hall out of their tower and expose to public. Create a welcoming environment open to everyone.



Proposed Ground Floor Entry for City Hall

### GROUND FLOOR - CITY HALL

- "one-stop-shop"
- Chamber on ground level with two entrances, facing river
- Separated departments with conference rooms
- Welcoming, exposed



### 2-5 FLOOR - RESIDENTIAL

- Mixture of Studio, 1 Bed and 2 Beds
- Use existing elevator from City Hall
- Two separate fire exits from City Hall
- Unique balcony for each apartment



**BEFORE**



Existing Civic Plaza Center Avenue

**AFTER**



Proposed Civic Plaza Center Avenue

**BEFORE**



Existing Hallway Herbergers to City Hall

**AFTER**



Proposed Hallway Herbergers to City Hall

**BEFORE**



Existing parking lot SW Corner of Site

**BEFORE**



Existing Streetscape Center Avenue

**AFTER**



Proposed Library SW Corner of Site

**AFTER**



Proposed Streetscape Center Avenue



# FINAL PROJECT SOLUTION DOCUMENTATION (Thesis Show Boards)

## BEFORE



Existing Strip Mall NW Corner of Site

## AFTER



Proposed Microhotel NW Corner of Site

### UNSTITCH SAVING AN URBAN FABRIC

ARCH 792 DESIGN THESIS | CARISSA HILLEN | CINDY GUINNESS | ILLUSTRATOR: REVIT, ENSCAPE, HAND DRAWING

**WHY ARE SHOPPING MALLS DECLINING?**

**HOW CAN THEY BECOME MORE VITALITY?**

**PERFORMANCE CRITERIA**

**CITY HALL**

**CITY HALL SECOND FLOOR RESIDENTIAL PLAN**

**BEFORE**

**AFTER**

**A - CENTER AVENUE BRIDGE LOOKING EAST**

**B - HALLWAY PLACE LOOKING EAST**

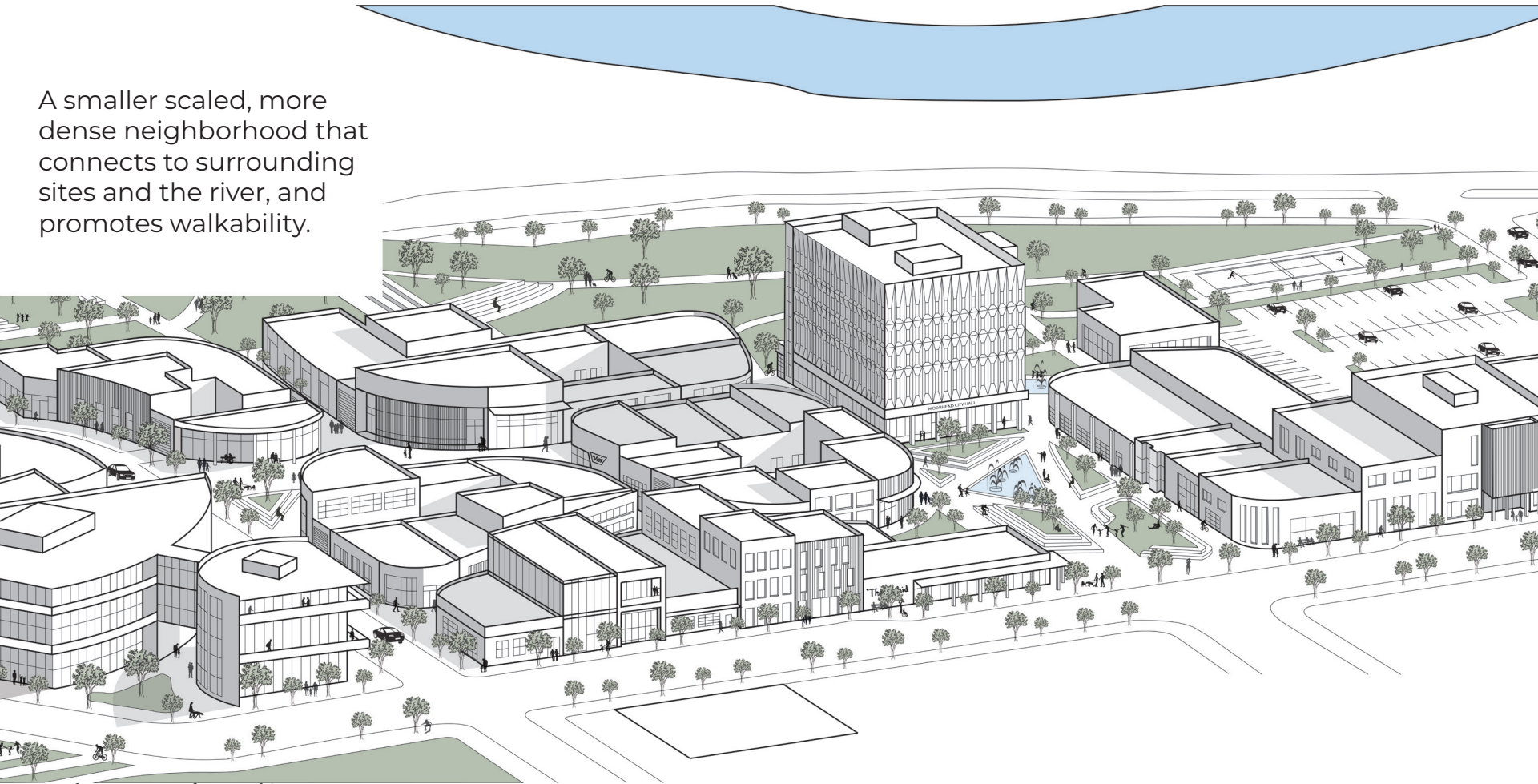
**C - CENTER AVENUE BRIDGE LOOKING NORTH**

**D - CENTER AVENUE BRIDGE LOOKING NORTH WEST**

**E - 1ST AVENUE BRIDGE LOOKING SOUTH EAST**

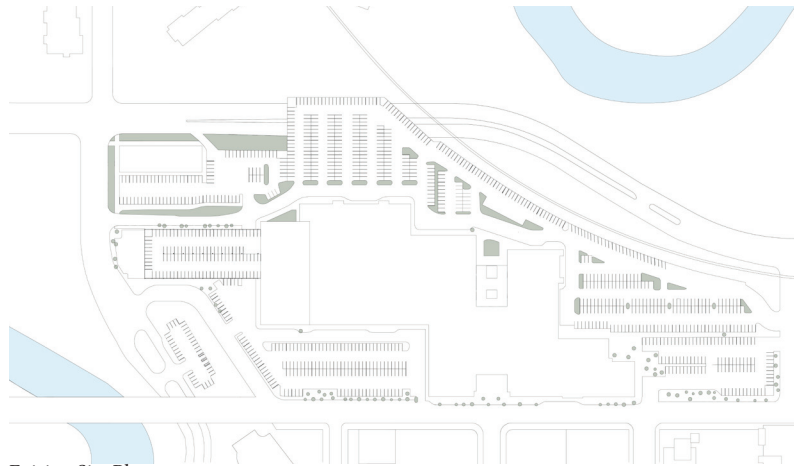
Complied Boards

A smaller scaled, more dense neighborhood that connects to surrounding sites and the river, and promotes walkability.



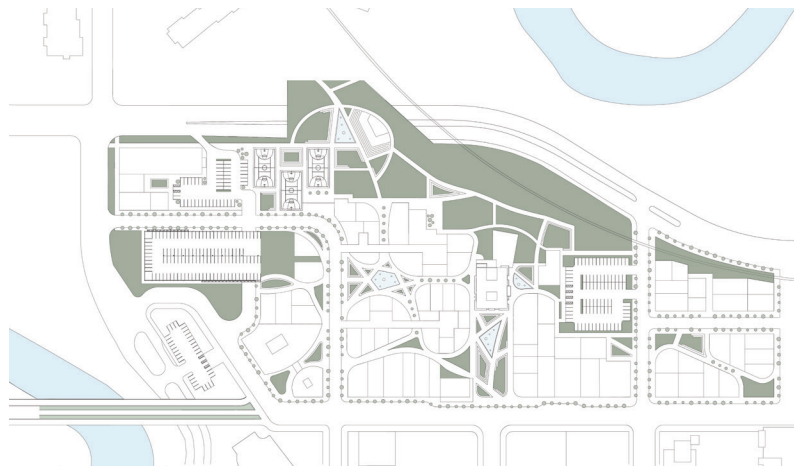
Aerial Line Drawing of Proposed Site

## PERFORMANCE ANALYSIS - SITE



Existing Site Plan

**BEFORE**

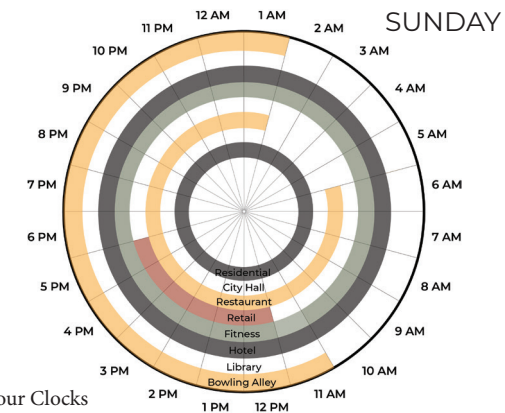
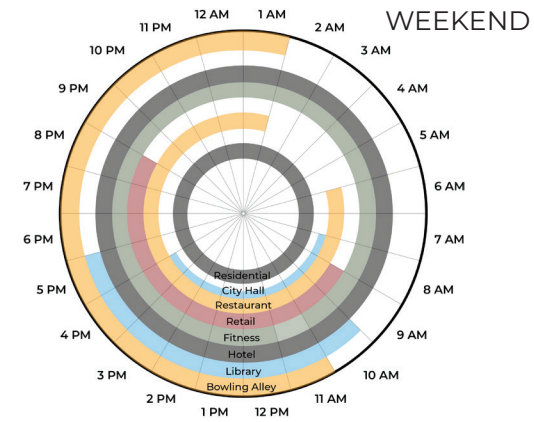
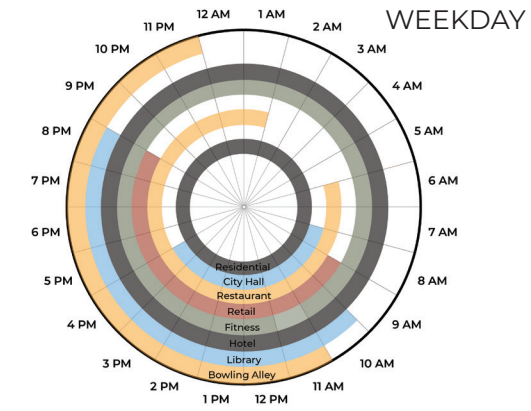


Site Plan Proposed

**AFTER**

One big goal of this thesis was to promote walkability and connect to surrounding sites. By taking away existing gray space and replacing a lot of it with green space gives pedestrians a place to spend time and enjoy rather than park their cars and walk into the dark enclosed mall.

## PERFORMANCE ANALYSIS - RESEARCH & GOALS



24 Hour Clocks

By adding new typologies to the site helps to keep the site busy more hours of the day and appeals to more people. The large mall has specific hours and closes off to the public many hours each day. With a new program, we are able to keep the site active 24 hours a day. This makes it more inviting and safer.

# DIGITAL PRESENTATION SLIDES

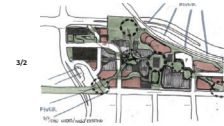
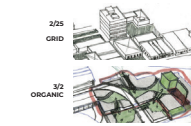


How can we reimagine declining shopping malls to give them new life and make them more inviting?

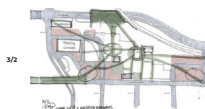
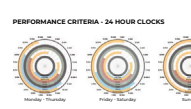
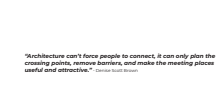
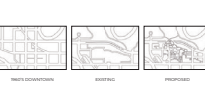
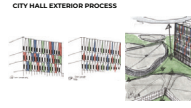
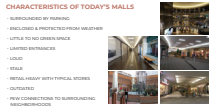
"I would like to take this opportunity to decline publicly once and for all. I refuse to pay attention to those bastard developments they developed our cities." - Oscar Niemeyer



HISTORY OF THE SHOPPING MALL



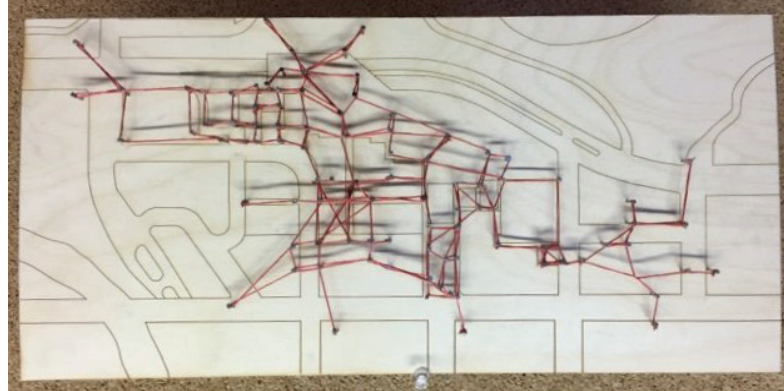
"Streets and their sidewalks, the main public spaces of a city, are its most vital organs." - Jane Jacobs





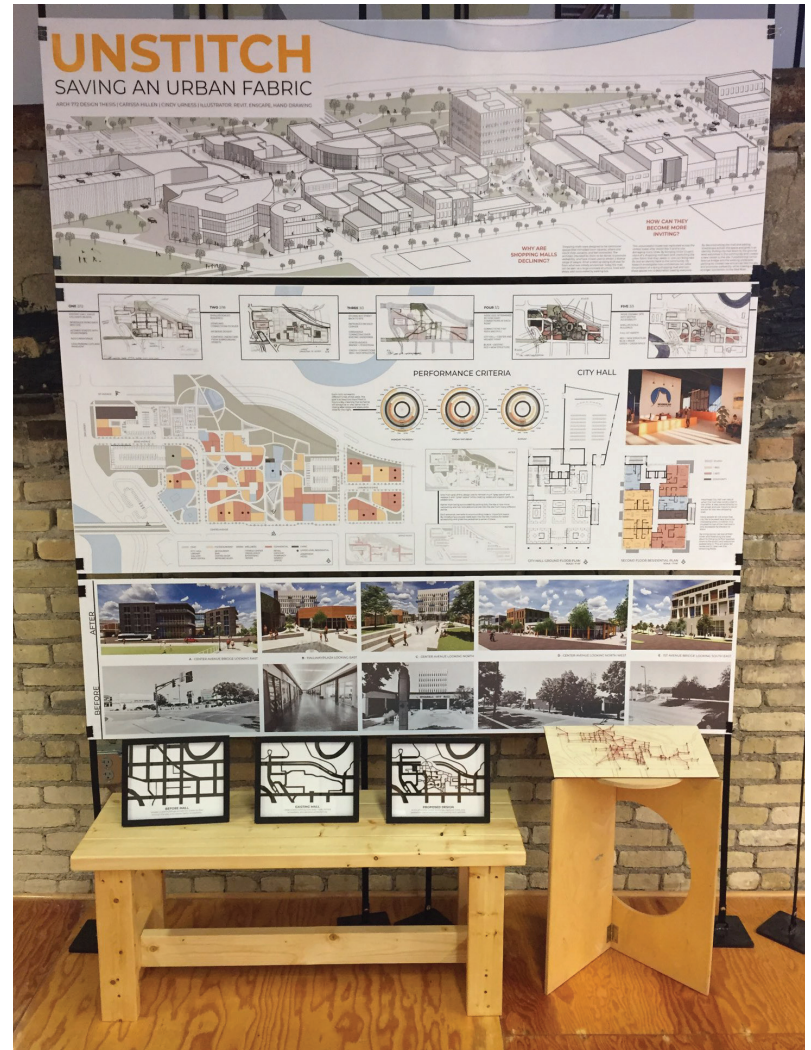
(Laser cut maps of old downtown, existing, and proposed design)

Three laser cut maps showing the site before the mall took over, existing site conditions and the new proposed design.



(Site plan model with pins at important points and string connecting each)

A basic etch of the existing site conditions. Each pin is connected with the string linking paths within the site, giving the pedestrians their “desire paths”.



(Thesis Display of Boards and models)

# THESIS APPENDIX

## Lyon Part-Dieu

MVRDV (2018). Lyon Part-Dieu. Retrieved from <https://www.mvrdv.nl/projects/lyon-part-dieu>

Rosenfield, K. (2016, February 29). MVRDV Reveals Plans to Transform Part-Dieu Shopping Center in Lyon. Retrieved from <https://www.archdaily.com/782924/mvrdv-reveals-plans-to-transform-part-dieu-shopping-center-in-lyon>

Vista del exterior del centro comercial. (2018). - Picture of La Part-Dieu Shopping Center, Lyon. (n.d.). Retrieved from [https://www.tripadvisor.com/LocationPhotoDirectLink-g187265-d4679162-i73975608-La\\_Part\\_DieuShopping\\_Center-Lyon\\_Rhone\\_Auvergne\\_Rhone\\_Alpes.html](https://www.tripadvisor.com/LocationPhotoDirectLink-g187265-d4679162-i73975608-La_Part_DieuShopping_Center-Lyon_Rhone_Auvergne_Rhone_Alpes.html)

## Arcade Providence:

Lopez, N. (2016, October 19). America's Oldest Shopping Mall has been Transformed into Micro-Units. Retrieved from <https://www.archdaily.com/797310/americas-oldest-shop-ping-mall-has-been-transformed-into-micro-units>

Welcome to the arcade providence! (2018). Retrieved from <http://arcadeprovidence.com/>

## NOHO West:

(2018, September 27). Department of City Planning Recommendation Report. City of Las Angeles. Retrieved from <http://planning.lacity.org/StaffRpt/InitialRpts/CPC-2018-3276.pdf>

NOHO West. (2018). Retrieved from <http://hohowest.com/>

## Historical Context

Percy, S. (2017, July 24). The future of shopping is changing. Retrieved from <https://www.telegraph.co.uk/connect/better-business/leadership/accnture/shopping-needs-are-changing/>

<http://www.onlinemarketingdegree.net/resources/history-of-shopping-center/>

## Site Analysis

<http://www.ci.moorhead.mn.us/about-the-city>

## Research Summary

<http://time.com/4865957/death-and-life-shopping-mall/>  
<https://www.retailgazette.co.uk/blog/2016/03/mcarthurglen-reveals-universal-advertising-campaign/>

# THESIS APPENDIX

## Pictures

<https://www.ancient.eu/image/2113/market-scene/>  
<https://www.romae-vitam.com/ancient-roman-shopping.html>  
<https://constructbirmingham.com/tag/shopping-mall/>  
<http://www.shoppingcenterbusiness.com/the-latest-news/construction-underway-for-easton-town-center-s-500-million-expansion-in-columbus-ohio>  
<https://www.houstoniamag.com/articles/2018/4/24/best-clothing-shops-boutiques-houston>  
<http://www.metroretail.com.ph/index.php/metro-stores/metro-department-store>  
[https://www.google.com/search?q=agora+market+greece&source=Inms&bm=isch&sa=X&ved=0ahUKEwirOu9opnfAhWvY98KHSi4C6cQ\\_AUIECgD&biw=1536&bih=674&dpr=1.25#imgrc=DGs3\\_ERvIWrrkM](https://www.google.com/search?q=agora+market+greece&source=Inms&bm=isch&sa=X&ved=0ahUKEwirOu9opnfAhWvY98KHSi4C6cQ_AUIECgD&biw=1536&bih=674&dpr=1.25#imgrc=DGs3_ERvIWrrkM)  
<https://www.fotolibra.com/gallery/1197368/trajans-market-scene/>  
<http://moss-design.com/strip-malls/>  
<https://mallsofamerica.blogspot.com/2006/04/lakewood-center.html>  
<https://www.businessinsider.com/first-shopping-mall-us-southdale-center-history-photos-2017-8>  
<https://woolpert.com/project/high-street-lifestyle-center/>  
<https://www.youtube.com/watch?v=QmNyVFibClQ>  
<https://www.youtube.com/watch?v=uwdF7CQ0HTc>  
[https://www.visitroseville.com/shopping\\_centers/mall-of-america/](https://www.visitroseville.com/shopping_centers/mall-of-america/)  
<https://www.columbusmakesart.com/organization/671-easton-town-center>  
<https://aasarchitecture.com/2017/03/laguarda-low-architects-designs-grandberry-lifestyle-center-machida.html>  
<https://jisooyang.wordpress.com/2011/01/28/experience-into-architecture-human-scale-being-edited/>  
<https://jewishcurrents.org/jewdayo-grid/july-18-victor-gruens-shopping-mall/>  
<https://99percentinvisible.org/episode/the-gruen-effect/>

## Research

Hardwick, J. (2015, April 09). What exactly is a "lifestyle centre"? And is it just a dressed-up shopping mall? Retrieved from <https://www.citymetric.com/skylines/what-exactly-life-style-centre-and-it-just-dressed-shopping-mall-888>

Pandey, E. (2018, November 21). The future of malls could look more like towns. Retrieved from <https://www.axios.com/future-of-malls-retail-columbus-5a46a516-a907-4119-bd97-0d2bd1dab5ae.html>

Peihl, M. (2013, March). Moorhead's Urban Renewal. HCSCC News letter.

Quito, A. (2015, July 21). The man who invented shopping malls died hating them. Retrieved from <https://qz.com/454214/the-father-of-the-american-shopping-mall-hated-cars-and-suburban-sprawl/>

Tibbalds, F. (2001). Making people-friendly towns. London: Spon Press.

Victor Gruen. (2018, December 07). Retrieved from [https://en.wikipedia.org/wiki/Victor\\_Gruen](https://en.wikipedia.org/wiki/Victor_Gruen)

## PREVIOUS STUDIO EXPERIENCE

### **ARCH 271 - Fall 2015 | Joan Vorderbruggen**

Project  
Teahouse | Moorhead, MN



### **ARCH 272 - Spring 2016 | Ron Ramsey**

Projects  
Tiny Dwelling | Cripple Creek, CO  
Montessori School | Fargo, ND



### **ARCH 371 - Fall 2016 | Mike Christensen**

Projects  
Floating Home | Winona, MN  
Lumber Museum | Winona, MN



### **ARCH 372 - Spring 2017 | Regin Schwaen**

Projects  
Museum Competition | Fargo, ND  
Home for the 21st Century | Fargo, ND



### **ARCH 471 - Fall 2017 | David Crutchfield**

Project  
Integrated Design Studio | San Francisco, CA



### **ARCH 472 - Spring 2018 | Paul Gleye**

Project  
Urban Design | Brussels, Belgium



### **ARCH 771 - Fall 2018 | Doug Hanson**

Project  
Guggenheim Museum Expansion | Bilbao, Spain



### **ARCH 772 - Spring 2019 | Cindy Urness**

Project  
Design Thesis | Moorhead, MN



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“NDSU has provided me with many opportunities and has prepared me for life after graduation.”

Figure 121 | Author