



**Reviving the Commotion of a Community**  
**52 Broadway: urban development**  
**through creative design**

**Melissa Wightman**  
**Undergraduate Architectural Thesis**  
**2004-2005**



Reviving the Commotion of a Community  
52 Broadway: urban development through creative design

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

By

Melissa L. Wightman

In Partial Fulfillment of the Requirements

For the Degree of

Bachelor of Architecture

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# Project Introduction



The city of Fargo is on the up and coming edge of creating a wonderful downtown atmosphere. Finally, we are beginning to escape the pressures of mass marketing and realize the basis of our community has deteriorated. Strip malls, Walmarts, fast food, West Acres has taken over our world including Fargo. The downtown area was once alive with interactions of a community. It is slowly beginning to gain this strength back after a continuing whirlwind of franchised chains have saturated the market. Communities are beginning to realize that this doesn't satisfy their needs. We are once again looking for original mom and pop stores run by our neighbors and friends. Although downtown will never be what it once was, for times have changed, the area can bring back that sense of community and togetherness.

Fargo is a growing city, but keeping the heart of downtown a main attraction will sustain our history and give the community a sense of pride. Many buildings in the downtown district have not stood the test of time. Leaving open spaces between the street lined buildings of the area. Urban infill is a very important part of maintaining the feel and look of downtown. The public knows something was once there, and often these spaces are turned into parking lots to house the cars of people who work or live downtown. This leaves the area and front facades in a discontinued pattern. It feels as if something is missing, because downtown design is linear and stacked. An empty space reveals the lack of togetherness.


## Project Introduction

One such space on the main street through downtown Fargo is address of 52 Broadway. An urban area between two buildings that has been left vacant for many years, after a fire destroyed the structure. The area is lacking in a display of life. The building to the south is on the historic register, and buildings to the north display the inexpensive attempts to restore old buildings to a new luster. Across the street are office buildings with a large plaza that remains relatively unused.

I am proposing to build a multi-use project on the site of 52 Broadway, as well as develop the facades of the buildings to the north and enhance the street scape surrounding this area of downtown. Creating a strong urban network of diverse buildings and varying uses creates a sense of interest. Where there is interest there are people, and people create the commotion of a community.

A continual contrast between the details of a historical building and the technological details of modern design adds excitement to the area without detracting from the original feel of the area. A new structure in this area will do just that, creating a sense of completeness with new architecture while reflecting the past.

## Theoretical Premise



The underlying premise for this project began as a simple urban re-development project. It grew into much more. With a recent addition of NDSU downtown, the project's focus turned toward the student population.

The main objective was to give new life to a run down block in the downtown vicinity. Many buildings, historic to our city, stand in and around this block. If we were to demolish them, it would be a tragedy, and an easy way out. Design becomes more complicated when working within this confined environment, offering me many challenges in developing a multi-use urban development.

So a mixed use development had been planned to accommodate student needs. Residential, retail, and restaurant/lounge uses will be mixed into the block to create a more well-rounded area for people of the city as a whole to enjoy.

# Project Description

## Building Type

Fifty-two Broadway will house a new multi-use building type that will include residential lofts, retail space, and an eating establishment with a lounge. As in many multi-function buildings the challenge will be in creating spaces and circulation that do not interfere with each of the separate functions. By reusing an empty lot along the historic street of Broadway, this building will provide urban infill and continue the city's development of restoring the downtown into a thriving section of the community again.

## Design Intentions

Creating new structures within an old atmosphere creates tension. It is critical to achieve a balance between the two to make for a great project. My intention is to design a new building that the public can enjoy as places to go within their downtown area as well as a respected design aesthetically. The problem with empty spaces is that it leaves gaps within the streetscape. By filling in the site it continues the historic streetscape whether or not it is the typical downtown brick building of the past.



# Project Description



## Design Objectives

This building should create a stronger feeling of community by enhancing the street life of the downtown area. With people living in the area, I would like to see accessibility to varying parts of daily life by way of walking. The retail aspect of the structure should bring people to the area during the day, while the restaurant and lounge will enhance the night life of the area. By creating many different types of activities in a small area, people will be more likely to walk, instead relying on their car for every detail of their life.

## User/ Client Description

The client consists of many people in this project. The main tenants will be the small community of people residing in the residential lofts. With this will be a small number of people to maintain the cleanliness of the lofts as well as community managers, possibly a couple that lives within the building.

The next group of people will be the employers and employees that will occupy and run the retail portion of the building. For the most part, these people will be there all day everyday.

The restaurant and lounge will have the greatest number of users coming in and out of the building. Staff positions will include managers, servers, bartenders, hosts, cooks, dishwashers, prep cooks, and a cleaning staff. These people all need regular access to the building other than the main door. The customers will also be a good amount of traffic into this building.

A small cleaning staff will be employed to maintain the cleanliness of the main or shared areas between these spaces.

# Site Analysis

## Project Location

Property Address 52 Broadway  
Owner's Name: Engen, Richard  
School District (County): 1  
School District (Fargo): Roosevelt



The site is located at 52 Broadway in Fargo, North Dakota. It is currently a vacant site in the downtown section of the city. The area consists of many thriving businesses including office space, restaurant and bar, retail, and recreational activities. The front side is a main route through the downtown, and the back side consists of alleys and parking lots, which will be transformed to fit the buildings needs. . To the left or south of the site is the Bank of North Dakota, which is currently on the historical register. To the right or north is a group of buildings consisting of Lauerman's – a local pub and restaurant

This site was chosen among three different locations in the downtown based on urban infill. Designing a building with these uses will help the downtown to thrive a revitalize a vacant space. Although there is residential space downtown, there is a growing need for a higher class apartment/home that will be designed as a downtown loft. A retail space will add to the eclectic nature of the downtown's businesses as well as a restaurant/bar.

## Area

The lot lines of the site consist of :  
N 46 FT OF S 74 FT OF LTS 1, 2, 3 & 4 & N 23 1/2 FT OF S 74 FT OF E 15 OF OF LT 5 & S 22 FT OF N 66 FT OF LTS 1 THRU 4 & S 22 FT OF N 66 FT OF E 15 FT OF LT 5 & N 44 FT OF LTS 1 THRU 4 & N 44 FT OF E 15 FT OF LT 5. These result in these lengths of each side:

Front Width: 112	Depth Side 2:10
Back Width: 112	Depth Side 1: 115
Square Footage: 12534.079474	

# Site Analysis



## Traffic

Vehicular and pedestrian traffic allow easy access to the site. As the downtown develops further, vehicular traffic will become an increasing problem. An underground parking facility will be provided for users of these spaces including residents as well as employees. This offers more space on grade for visitors to the site and surrounding area.

## Acoustic Environment

Living in the city definitely has a different feel than living in a primarily residential area. Traffic is generally heavy during the day, because of a large amount of businesses within the area. Noise from people is usually kept to a minimum throughout the day. Bars located around the area might account for a few loud people toward the end of the night. Trains run back and forth at varying times throughout the day and night.

# Site Analysis



## Parking

There is very little current parking to use for the proposed building. As of right now there is adequate parking for the businesses of downtown. During certain times of day, there seems to be a small shortage. Parking will have to be incorporated into the design of the new multi- use building.

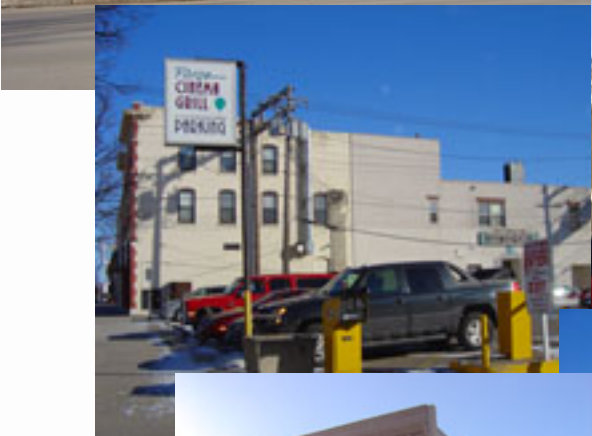
## Map

Aerial photo with parcel information



# Site Analysis

## Current Site Photographs



# Site Analysis

## Current Site Photographs



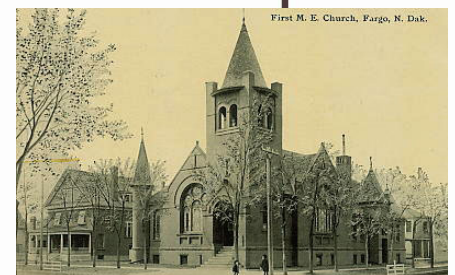
# Downtown Fargo History

The city was named after William G. Fargo, a partner in the company Wells Fargo Express. Booming with opportunity of free land and new beginnings, Fargo began its quick climb to becoming a Midwest metropolis. Although Fargo has had a known human population for over 8,000 years, it wasn't until the economic boom of the 1880's that made Fargo what it is today. The city soon became a principal center for distribution and transportation after Northern Pacific Railroad chose to cross the site and with the help of steamboats along the river, Retail stores, warehouses, manufacturing plants, and offices all formed the core of downtown Fargo. These businesses prospered until one afternoon on June 7th, 1893, when Mrs. Rosa Herzman threw ashes out from the back of her grocery store. The ashes ignited into a fire that by the end of that day burned hundreds of homes and stores in the downtown area to the ground. Although this was a time of national recession the city soon rebuilt from 1.3 million dollars received in insurance coverage. Many initial buildings were destroyed in the fire of 1893, but it proved to be a blessing in disguise. Much more durable buildings that still stand today were constructed rather than the wood framed structures that caught fire so easily. The city would experience many more fires in the future, but nothing this devastating. The community rebuilt, and was soon back on its feet again and continuing to prosper.



# Downtown Fargo History

Many historical institutions in Fargo have come and gone. Few have stood the test of time, but their endurance has proved their importance to this area and its people. One of the main organizations that lead to a strong foundation in Fargo was the railroad. Northern Pacific first entered the city in June 1873 with cheers and jubilation from the community. The decision to run a railway through the city created a connection or a “Gateway to the West” which in turn established the city. Other railways and depots soon followed the Northern Pacific. Steamboats along with the train carried passengers as well as freight to the area. These two main transports had an enormous effect on the areas sudden growth and contributed to the economic development of the area. This economic development began to show in the structures around the downtown area. The town site was platted in 1873, the same year Northern Pacific entered the city for the first time. One of the main structures people put their money into was there churches. Immigrants and people of the area began to reflect their ethnic diversity and heritage in the places of worship they built. One of the areas oldest churches still in use is the First Methodist Church located on 1st Ave. S. Originally, built of wood and painted white; it was rebuilt in 1894 after the fire. Primarily people from the heritage decent of New England and Middle Atlantic States built this





## Downtown Fargo History

church. Scandinavian Baptist, Lutheran, and Jewish religions established strong ties to the area as well. Some of these churches even split the congregation into different groups to accommodate language barriers. Services were still being conducted in the Norwegian language in the Pontoppidan church until 1942. Even though by 1900, three quarters of the Fargo population was born native to the city many of these different languages wouldn't become one until many years later.

Fargo's development began near the river as many cities did. The Red River of the North runs to the east of the city and is a great staple in our community. It allowed steamboats, probably one of the earliest forms of mass transportation dating back to 1860, to conduct business along the river. Much of this business was conducted down 2nd St., which runs parallel to the river. Although the river allowed for initial transportation, it has also hindered the community through somewhat frequent flooding. The first flood photographed was in 1881. Although flooding has been something of the norm for Fargo, it has not seemed to hinder community growth.



## Downtown Fargo History

Whether it was flood or fire, the community has always come together and become a stronger whole as a result.

These fertile soils of the area, once the bottom of Lake Agassiz, a glacial lake, lead to a strong growth in agricultural productivity. Agriculture has been a prominent part of the area, which has been progressively pushed to the outskirts as the city has grown. In 1922, Fargo had become only second in sales of agricultural equipment. These big sales began to draw other stores such as J.C. Penney, Sears, and other retail and grocery chains to the area.

The city's downtown had very dynamic beginnings with a variety of thriving merchants and exciting activities. It was alive with the bustle of a growing community. At one time lawyers were more abundant than doctors. Thousands of unhappy, married couples traveled to Fargo for a simple ten minute divorce. This added to the commotion of a growing city. Many hotels were constructed to accommodate the areas various visitors. Few of these are still downtown, but converted into various uses. The downtown itself continued to do stay alive until the late 1960's early 1970's. The development of new strip malls and primarily West Acres shopping center drew business and the people of the city to these new areas. With that the downtown area began its struggle to stay alive, until recently. The population of Fargo has taken a new interest in the renewal of the downtown, and many businesses have already taken advantage of various grants and incentives offered by the city to enhance the facades of historic buildings. West Acres opened on August 2, 1972. Originally the idea was to build retail center in the downtown, but the city rejected the idea.



# Downtown Fargo History

West Acres opened on August 2, 1972. Originally the idea was to build retail center in the downtown, but the city rejected the idea.

In the early beginnings of the city, cultural influences were abounding. The city was settled by various European and Scandinavian immigrants ready for a new start. Education was a priority and elementary schools began to go up in this area, but were later torn down due to people finding new residences further from downtown. The Dakota Business College still stands today, but has long been changed into various stores.

Museums are few in the area, but downtown houses one of the finest our area has to offer. The Plains Art Museum is located in warehouse building that was once the International Harvester Building. They proved to be a great example of what can be done with a historic old building and turn into something grand.

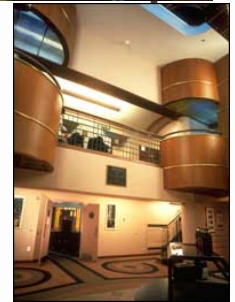
One of Fargo's very first libraries was Carnegie library of the Fargo College. The first cornerstone of the building was laid by Theodore Roosevelt, one of the main speakers for the day. The public library, of Fargo, began as a room in the Masonic temple with individually donated books. With funding by Andrew Carnegie, they were able to build a beautiful public library.



## Downtown Fargo History

Entertainment in Fargo was not hard to find. Many theatres have come and gone in Fargo's history. At one time the city even had an opera house. The community received its first moving picture theatre in 1906 which was named the Bijou. Many other theatres were opened and either lost to fire or switched over to another use of the building. The Fargo theatre, built in 1925, still stands today. The building was restored in the 1980's and is the only remaining historic movie palace.

Restaurants were abundant in the downtown area, and still are to this day. The Bismarck tavern even remains open with the same name. Many different small cafes were opened with elegant restaurants within the larger hotels. The Fargo café opened in 1922 and was closed in 1957. Le chateau café had a small café in the back of the store and offered hand dipped chocolates and other various confections in the front. Though many of these small cafes began with heritage food from their own places of origin, Fargo has not lost this heritage in the least. In fact, it has grown, into many different ethnic varieties. Downtown now houses the King House buffet, the Bosnian House, Juano's Mexican Restaurant, and Sons of Norway just to name a few.



## Downtown Fargo History

As the community grew, there was an increased need for open areas such as parks and green space. Island Park is largest open green space downtown. It was part of the original township of Fargo. There were many paths through the park with a lagoon and a wading pool. Boating on the lagoon seemed to have been a popular hobby as well as wading in the pool. Strolling through a lush landscape seemed to please many as well. In the 1930's Fargo's first swimming pool was built followed by a new one in the 1950's. Both these pools have since been replaced with newer facilities, but have remained in relatively the same area. Island park was once a place of relaxation where many adults and children alike went to enjoy there natural surroundings.

Island Park was part of the original plat of Fargo. Partially prone to flooding the site was unusable for building. Fargo has had a diverse history with many natural disasters to overcome. These events have made for a community of strong willed individuals with a work ethic like no other. A population with characteristics like these will carry a city through any endeavor they wish upon it.



## Case Studies

### Porter House, New York

Porter House is a 10 story condominium addition to a 1905 warehouse in the trendy urban meat packing district of New York City. The meat packing district has supplied restaurants and other businesses for over a century and some of these activities remain here today. In recent years, many fashionable restaurants, shops, and clubs have moved into and transformed this area. The idea behind Porter House is the reflectance of the tension inherent to this change. Although the structure has the look of two separate volumes, it functions as one. The lower original structure has been renovated to maintain it's historical nature to the area, while the upper four floors cantilever out eight feet to the side and offer a more modern sense of the area. The way it is positioned makes the passerby see only the historic base, while from a far distance one can see the two together.

This building makes for a great contrast between old and new on a historic street front. Although the one volume is ultra modern, it fits wonderfully into its surroundings. As two separate volumes the structures balance each other by registering in the mind as two overlapping boxes of even proportion.



## Case Studies

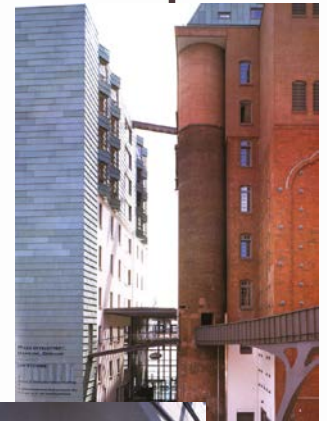
### Stadtlagerhaus, Hamburg

Stadtlagerhaus is a sea side warehouse that once landed armies of fisherman and dockers with riches from the seas. It has now been restored into penthouse flats, lofts and studio space, and a restaurant on the ground floor.

The site may seem risky because of rising sea levels, but certain precautions were designed into the restoration process. With the river flooding seasonally and energy saving techniques in mind, these factors played an important role in the architecture. The original walls are over 2 meters thick and small windows are recessed deeply to moderate the internal temperature. These windows are regulated manually, and there is no need for air conditioning. Flood defenses incorporate waterproof doors that assimilate that of submarine hatches.

Materials of the building play off of the area. Exploring themes of earth and water, materials such as polished granite, red brick walls, matte grey steel, terracotta and green copper. I think the most interesting part of the building is fish scale like louvered windows that form a crown over the top portion of the building.

A pine decked roof terrace for residents floats over a planted roof that allows rain water to filter through. Small decisions in design make for a great structure. The seemingly endless details of this building make for interesting views and exploration throughout and around the structure.



## Case Studies

### Hotel Donaldson, Fargo

The Hotel Donaldson was a historic renovation project. It combines the old with the new by embracing the building's past and history.

The owner, Karen Burgum, turned the run down building into a multi-use building with restaurant, bar, and hotel accommodations.

The exterior facade of the building was restored to its original facade as much as possible. One step inside this historic structure reveals a whole another feeling. The interior design is based on the work of local artists.

The spaces have an eclectic feeling by combining the old with the ultra modern. The walls in the hotel combine the modern gyp walls of today with the exposed brick and beams of the original structure. Modern interiors light up the space with color abound.

Two separate public entries serve the public. One is an entrance straight into the bar on the main street of Broadway, while the other side entrance serves as a hotel and restaurant entrance. While the whole main floor is connected the different areas have definite separations. A great example of restoring life into the downtown area.





## Case Studies

### Guerrero Street, San Francisco

The Guerrero Street facility is a mixed use development that combines retail with residential. The program called for trio of three bedroom triplex units with rooftop access areas. Space on grade was left for a 1,200 square foot commercial unit.

The increase in mixed use programs call for more interesting challenges. Public and private “personas” were developed for the building’s facades. This is important to create different feelings for different entries to allow the public to distinguish public from private.

The space was developed on a relatively small lot of 50 feet by 48 feet. This makes for interesting design that moves up instead of out. Mixed into an area where the building sits cheek to cheek with nightclubs, tattoo parlors, cafes, and other business makes it a busy and interesting corner of the neighborhood.

Facades were made of glazed bays, dark stucco, corrugated copper panels, and aluminum casements. Although this sits directly next to a building of older character it fits extremely well because of the color pallet and materials used. This proves that a building does not need to use brick to relate to older structures that run along the streetscape to fit in.



# Spatial Programmatic Requirements

## Summary of Spaces

### residential

The residential portion of the building should remain separate from the other functions of the facility. It will have to house separate entrances for the residents living here, and allow for privacy. Access from residential parking will also need to be accommodated into the design.

entry	bathroom
kitchen	storage/ Laundry
living Room	rooftop gardens
bedroom	

### retail

The retail area will accommodate the public at street level that may possibly flow into the interior of the building. Passing customers is key to getting the people into the building so a strong storefront is needed.


display space	dressing rooms
entry	storage
shelving	freight access
	register/ check out area

### restaurant

The restaurant is will be a nice place to dine in the Fargo-Moorhead area. It will accommodate small and large seating. A banquet room or larger room left for reservations may be incorporated into the design. A small bar will also be in the main dining area.

dining area	small bar
rooftop plaza	kitchen
entry/lobby	storage
	freight access

# Spatial Programmatic Requirements



## Summary of Spaces

### **lounge**

The lounge will be largely active at night, adding to the night scene in the downtown area. This will be of modern design, housing many different activities to accommodate a varying group of ages and people.

entry/lobby	gaming
bar top areas	black jack area
seating	pool tables
dance floor	darts
stage area	restrooms

### **lobby**

This may possibly be an area connecting the different functions of the building. An access area where people can walk through to the different spaces from inside the structure.

retail entry	access to outside
residential entry	circulation
restaurant entry	restrooms
lounge entry	
storage	

### **mechanical/ electrical**

Mechanical and electrical functions will be centrally located to accommodate all the functions of the building. The main goal is use the least amount of energy as possible.

### **rooftop gardens/ plaza**

### **parking**


# Spatial Programmatic Requirements



## Spatial Data

residential	231,960	sq.ft.
residential mechanical	22,452	sq.ft.
residential parking	36,693	sq.ft.
rooftop gardens/ plaza	8,295	sq.ft.
retail	48,690	sq.ft.
restaurant	16,615	sq.ft.
<u>lounge</u>	<u>14,700</u>	<u>sq.ft.</u>
total	379,405	sq.ft.


## Project Goals



My goal with this project was to re-create the city life downtown once exuded. Although, the city had started this process, it seemed to be toward a certain age group. With the bringing in of NDSU downtown, this brought on a whole new demographic to the area. By focusing my attention on this group, I can help create a well rounded population for the downtown development.

By addressing residential, retail, and restaurant/lounge accommodations, I can begin to create the setting where one can walk from place to place to meet their needs without the automobile. This should be a development that enhances the downtown in all aspects of design.

## Project Concept



With my project steering toward the student demographic, I wanted to create a vivacity in the building designs. The design should demand attention, yet feed into the urban fabric that has been in place for many years.

My concept developed from the city's history and character. Features were incorporated from the past, and brought into the new design with a twist. It became very important to me to acknowledge the background in a space where the background is of utmost importance.

Conceptually, making the old new again, creates a sense of pride in our community, and that is what I strove for.

# Project Results

## Concept

The city of Fargo had early beginnings in developing a strong downtown community. The area began to develop quickly after the railroad industry made Fargo a main stop, as well as having a location that sat next to the Red River. Buildings went up quickly to allow for the surge in people to the area. As it did back then, our city has continued this strong growth. Today's building trends in Fargo are constantly contributing to urban sprawl. A wide array of cookie cutter apartment buildings litter the surrounding area. This does not make for good architecture or well rounded spaces overall.

The city needs to look back in upon itself for the answers to solve this need for housing. With the recent move of the Arts and Architecture department to the downtown area, it seemed likely that the surge in students to the area would demand new uses and functions that would also increase business within the area. A development of many uses would enhance the student life downtown as well a diverse market back to the downtown vicinity.

## Floor Plans

Creating a large residential community of students allows for living within the city without having to move to extents of the city limits. With the building being on the main roads of Broadway and NP Ave., students can take advantage of the city transportation system and allow for less congested traffic. This brings people to a personable level again where we are not creating individualist environments. Within the residence are study lounges, where people can meet together in a neutral space. Also, wrapped within the building is a green roof terrace allowing for interaction among the neighbors that one would live with.

# Project Results

## **Building Reuse**

Fargo's Fire Department, building one, is currently in the process of relocating due to a bad location and such close vicinity to the Red River. Instead of tearing this building down, I am proposing reuse of the existing structure with slight modifications.

The bottom level of the building will become a restaurant which will cater to a lower level of income such as students. Fire engine garage doors will be replaced with doors completely of glass that will still allow to roll up to open up the space to the street on a nice summer day. A small outdoor area will extend the restaurant outside onto Roberts St. during the summer months. On the upper level will be a lounge that can be entered from the NP Ave. This logic of bringing the outdoors in or the indoors out extends to upper level as well with an enclosed outdoor space open to the sky as well as an outdoor deck area where small bands can play.

### **Restaurant/ Lounge Elevations**

Recreated elevations of the fire hall allow for as much light as possible with an added extension to the east. This addition becomes the main entrance to the lounge on the upper level. The west side of the existing building will be used for the main restaurant entrance.

### **Residential Entrance**

The residential space starts at the third floor after two stories of street front retail. There are two street entrances for residential one on the south side, and one on the North side as well.

### **Interior Study Lounge**

Two study lounges occupy each floor allowing students to meet up and work together in a non- distracting space. A large skylight lets light down through each floor.



## Project Results

### **Interior Residential Space**

The interior residential living space is made to be simple with hard materials that wear well. Walls are lined with floor to ceiling windows with a 9' clear space. Exposed structure and mechanical will also allow for that loft feel and create interest within the ceiling plane.

### **Residential Roof Terrace**

Roof terraces offer an outdoor environment in an urban setting. This allows the people living within the building to get to know each other as well as enjoy the outdoors in a semi- private area. Each unit also has it's own private balcony.

### **Exterior Café Space**

An exterior cafe with walk through area was developed between the new buildings and the historic National Bank building that sits on the corner of Broadway and NP Ave. This space offers outdoor seating and features a glass block curve within the walk resembling the flowing lines of the river. The material consists of glass block that sits above the parking garage which allows the space to be up lit through the glass block at all hours, day or night. This was a feature used in old downtown buildings sidewalks to let light down into the cellar.

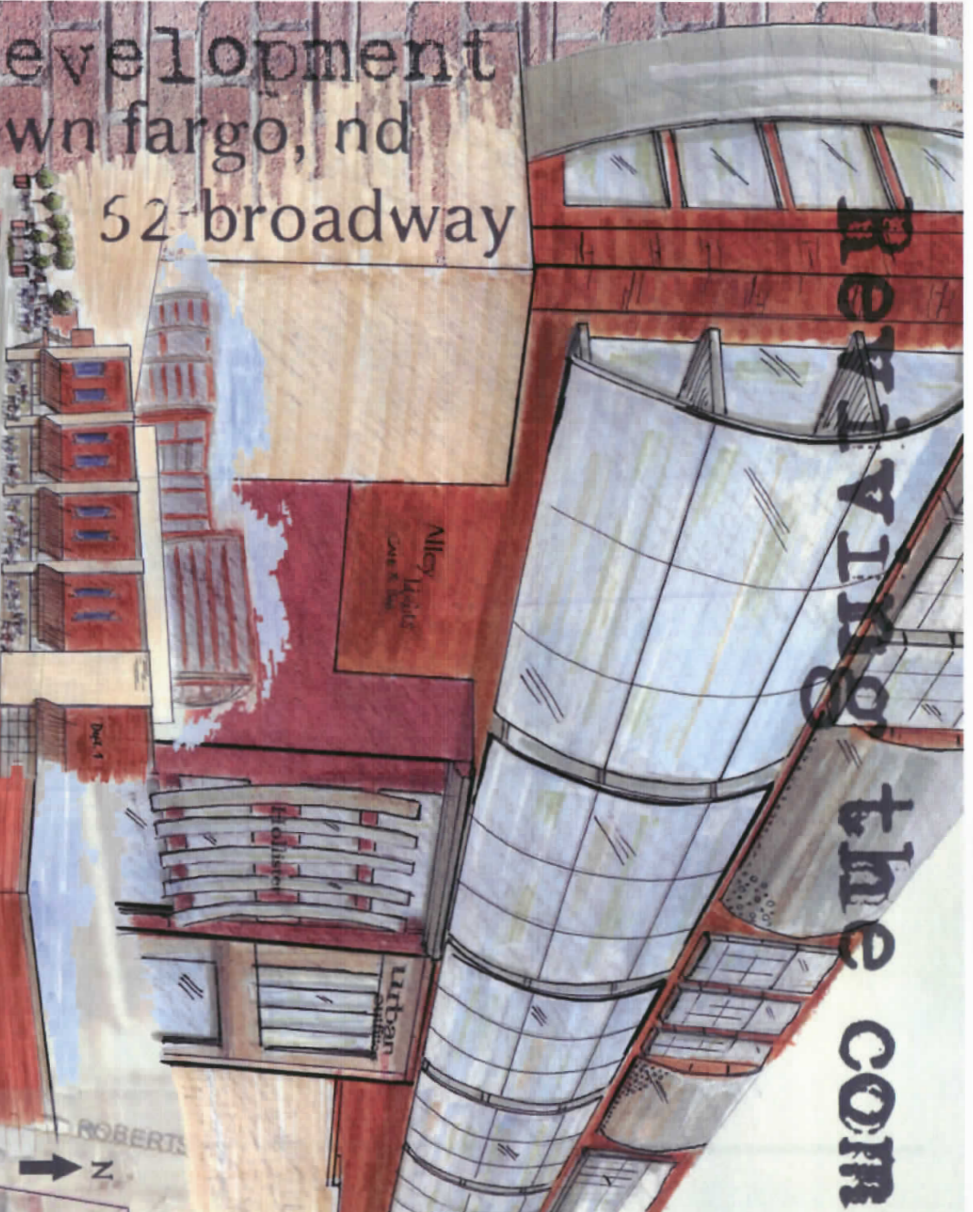


# Final Design

The following final boards represent the planning and development of the downtown city block adjacent from the NDSU downtown cam



# Revising the COM



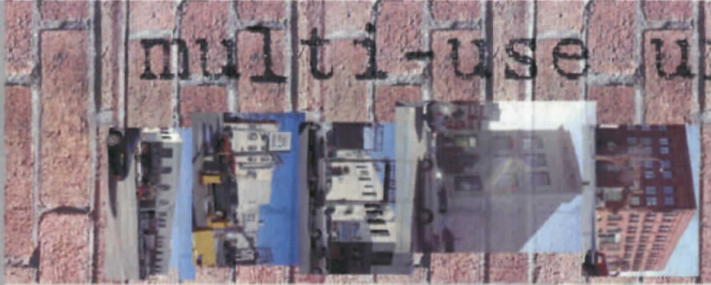
multi-use urban development  
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52-broadway

## Building Reuse

Fargo's Fire Department, building one, is currently in the process of relocating due to a bad location and such close vicinity to the Red River. Instead of tearing this building down, I am proposing reuse of the existing structure with slight modifications. The bottom level of the building will become a restaurant which will cater to a lower level of income such as students. Fire engine garage doors will be replaced with doors completely of glass that will still allow to roll up to open up the space to the street on a nice summer day. A small outdoor area will extend the restaurant outside onto Roberts St. during the summer months. On the upper level will be a lounge that can be entered from the NP Ave. This logic of bringing the outdoors in or the indoors out extends to upper level as well with an enclosed outdoor space open to the sky as well as an outdoor deck area where small bands can play.



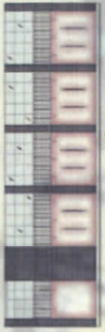
photos surrounding site



South Elevation



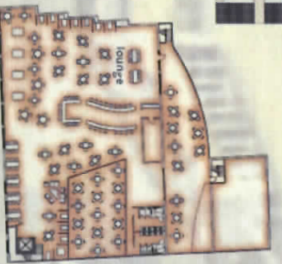
West Elevation



North Elevation



Second Floor



Window Detail  
Scale 1-1/2"=1'



## Restaurant/ Lounge Elevations

Scale 1/8"=1'

Recreated elevations of the fire hall allow for as much light as possible with an added extension to the east. This addition becomes the main entrance to the lounge on the upper level. The west side of the existing building will be used for the main restaurant entrance.

# Formation of a Community

## Concept

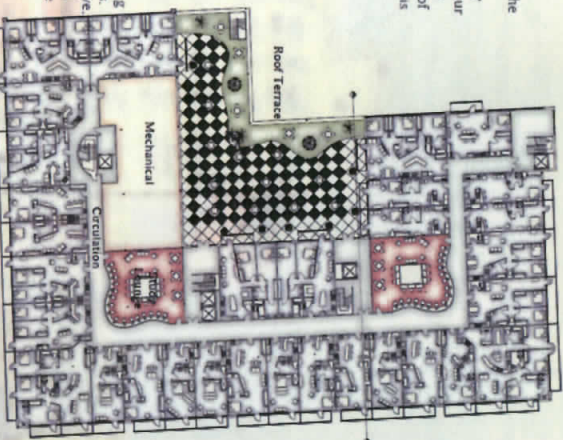
The city of Fargo had early beginnings in developing a strong downtown community. The area began to develop quickly after the railroad industry made Fargo a main stop, as well as having a location that sat next to the Red River. Buildings went up quickly to allow for the surge in people to the area. As it did back then, our city has continued this strong growth. Today's building trends in Fargo are constantly contributing to urban sprawl. A wide array of cookie cutter apartment buildings litter the surrounding area. This does

not make for good architecture or well rounded spaces overall. The city needs to look back in upon itself for the answers to solve this need for housing. With the recent move of the Arts and Architecture department to the downtown area, it seemed likely that the surge in students to the area would demand new uses and functions that would also increase business within the area. A development of many uses would enhance the student life downtown as well as a diverse market back to the downtown vicinity.

## Floor Plans

Scale 1/16"=1'

Creating a large residential community of students allows for living within the city without having to move to extents of the city limits. With the building being on the main roads of Broadway and NP Ave students can take advantage of the city transportation system and allow for less congested traffic. This brings people to a personable level again where we are not creating individualist environments. Within the residence are study lounges, where people can meet together in a neutral space. Also, wrapped within the building is a green roof terrace allowing for interaction among the neighbors that one would live with.



## Residential Entrance

The residential space starts at the third floor after two stories of street front retail. There are two street entrances for residential, one here, pictured on the south side, and one on the North side as well.



## Interior Study Lounge

Two study lounges occupy each floor allowing students to meet up and work together in a non-distracting space. A large skylight lets light down through each floor.



## Interior Residential Space

The interior residential living space is made to be simple with hard materials that wear well. Walls are lined with floor to ceiling windows with a 9' clear space. Exposed structure and mechanical will also allow for that loft feel and create interest within the ceiling plane.



## Residential Roof Terrace

Roof terraces offer an outdoor environment in an urban setting. This allows the people living within the building to get to know each other as well as enjoy the outdoors in a semi-private area. Each unit also has it's own private balcony.

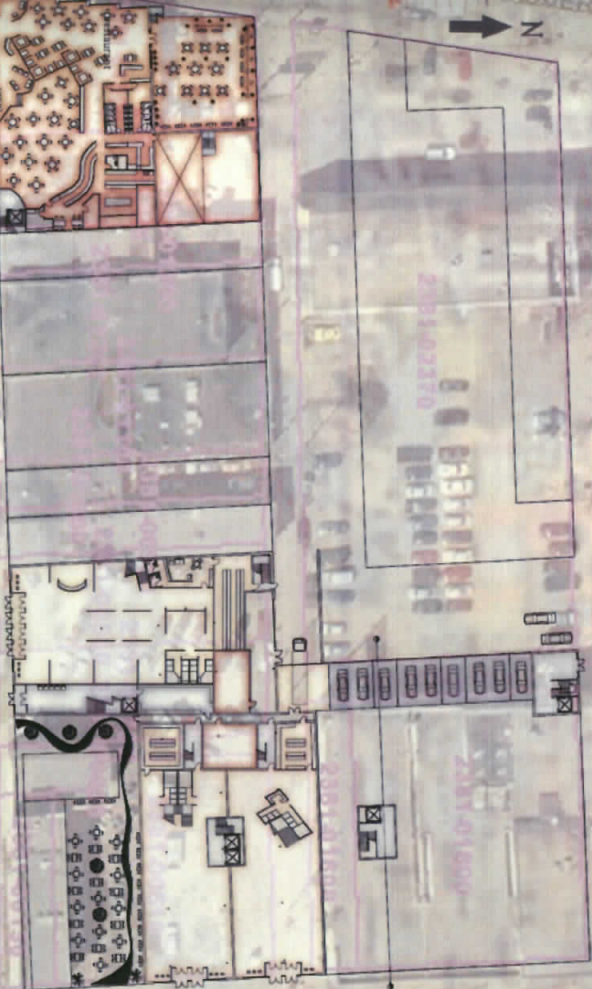


## Exterior Cafe Space

An exterior cafe with walk through area was developed between the new buildings and the historic National Bank building that sits on the corner of Broadway and NP Ave. This space offers outdoor seating and features a glass block curve within the walk, resembling the flowing lines of the river. The material consists of glass block that sits above the parking garage which allows the space to be up lit through the glass block at all hours, day or night. This was a feature used in old downtown buildings; sidewalks to let light down into the cellar.



## First Floor

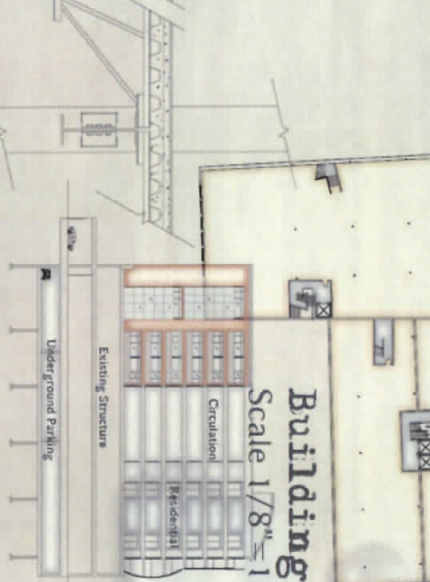


## First Floor Retail

Scale 1/16"=1'

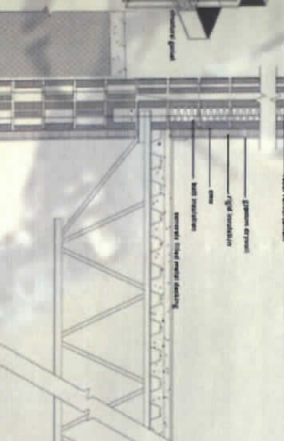
## Second Floor Retail

Scale 1/16"=1'



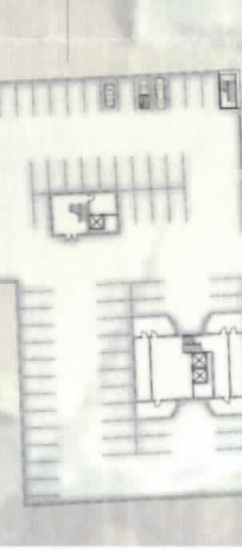
## Wall Section

Scale 1-1/2"=1'



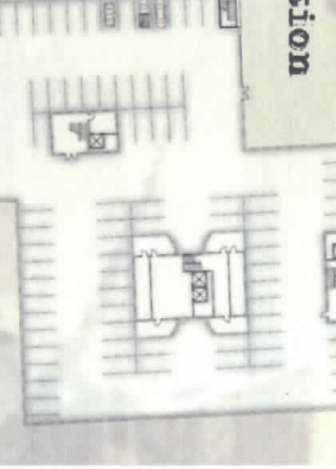
## Building Section

Scale 1/8"=1'

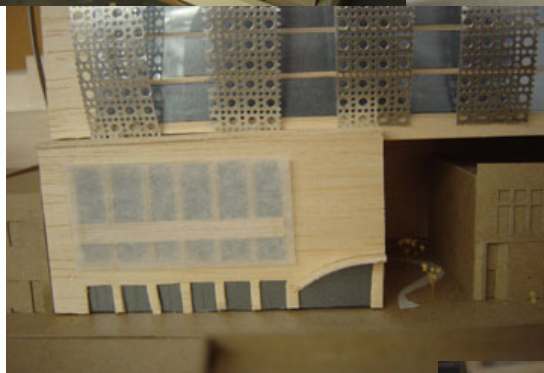


## Underground Parking

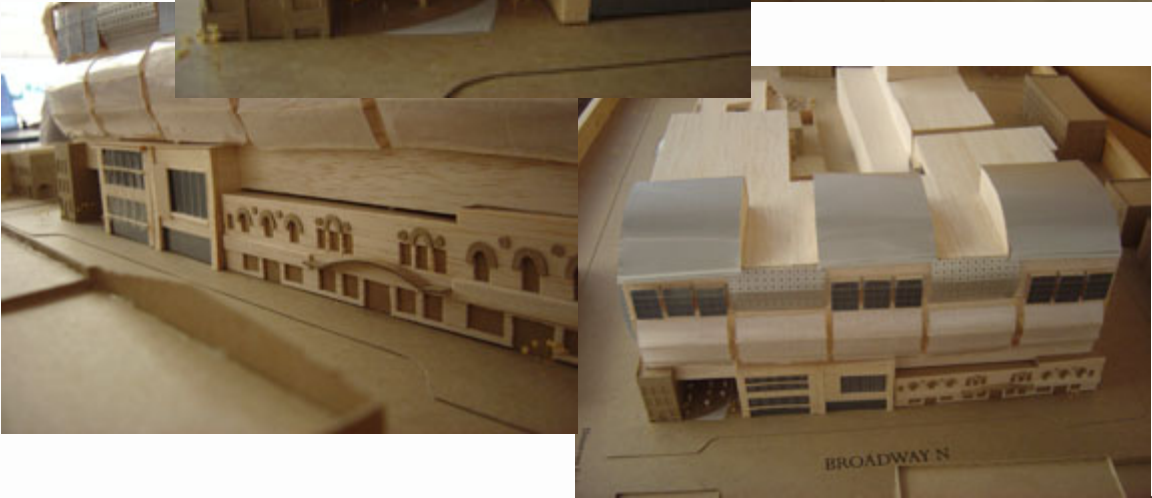
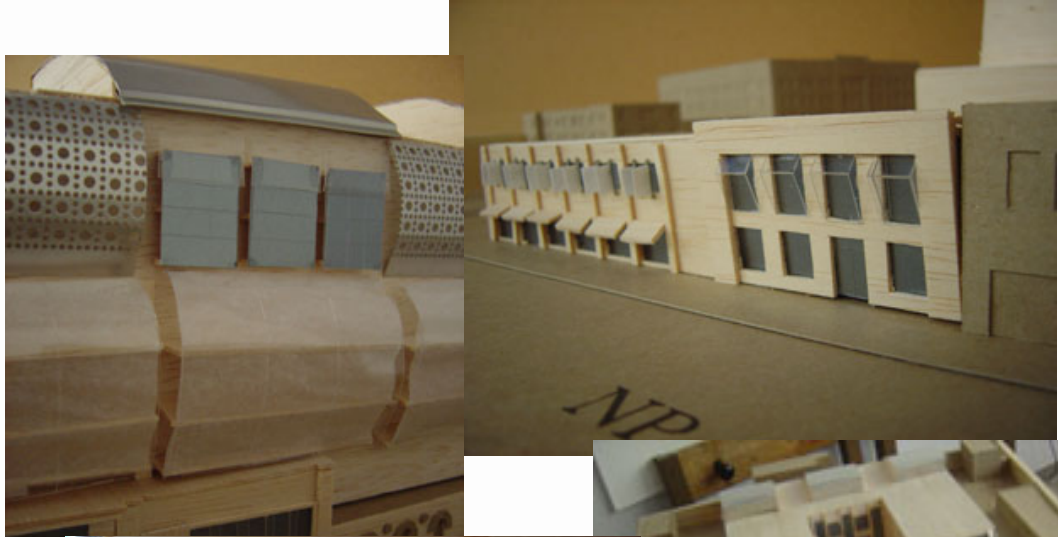
Scale 1/16"=1'



# Model Photos



# Model Photos



## Student Photo



Melissa Wightman with Thesis Boards 2005

Hometown:

“Thesis is the culmination of four years of perfecting the art of procrastination. Stay on schedule, or get your sleep now!”



Melissa Wightman



# References



## References

### Books:

Braungart, Michael, and McDonough, William. *Cradle to Cradle*. New York: North Pointe Press, 2002.

### Magazines:

(2004, November). Guerro Street Mixed-Use Development. *Architecture*, 56-59.

Rand, Dorothy (2004, November-December). Artful Revival. *Architecture Minnesota*, , 36-39.

Mandell, Julia (2004, June). Everything is Illuminated. *Architecture*, 74-81.

Russel, James S. (2004, May). IIT's State Street Village. *Architectural Record*, 130-135.

### Internet Sites:

<http://www.ci.fargo.nd.us/default.asp?d=1>

<http://www.ci.fargo.nd.us/Engineering/gis/gishome.htm>

<http://www.fargo-history.com/>

<http://www.lileks.com/fargo/indexx.html>

## **Abstract**

### **Reviving the Commotion of a Community Melissa Wightman**

This paper describes the nature of an urban development project in downtown Fargo. The challenge of creating new architecture within a historic section of a city makes for an interesting project and allows for a creative influence. A vacant site was chosen to show that we don't have to build out, but there are many spaces within the city. By creating form, plazas, interior spaces, and enjoyable places, I plan to enhance the thriving area of Fargo's downtown while introducing a diverse building. By showing reflections of the past, yet reaching forward to the future, a new design will result that energizes the city and revitalizes a historic section of the city.

### Statement of Intent

#### Reviving the Commotion of a Community

The city of Fargo's downtown had very dynamic beginnings with a variety of thriving merchants and exciting activities. It was alive with the bustle of a growing community. At one time thousands of unhappy, married couples traveled to Fargo for a simple ten minute divorce, making lawyers more abundant than doctors. This added to the commotion of a growing city. Many hotels were constructed to accommodate the area's various visitors. Although few of these buildings still remain due to a great fire, the historic structures that continue to stand today add to the charm of our downtown. These buildings provide for an ever-changing dynamic backdrop for the businesses and community that calls Fargo home. The downtown itself continued to stay alive until the late 1960's and into early 1970's. The development of new strip malls and primarily West Acres shopping center drew business and the people of the city to these new areas. With that, the downtown area began its struggle to stay alive, until recently. The population of Fargo has taken a new interest in the renewal of the downtown, and many businesses have already taken advantage of various grants and incentives offered by the city to enhance the facades of historic buildings.

Although restoration is important to the history of a community, so is breathing new life into an empty space. Some structures have not stood the test of time along our historical street of Broadway, leaving vacant spaces that detract from the living city's urban life. On the site of 52 Broadway, I am proposing a mixed use project, which will fulfill a growing need for our city's urban regeneration. This building will house residential lofts, retail space, and an eating establishment with a lounge.

## Appendix

These different use categories will allow me to design for the general public as well as a private client, the owner of the site, Richard Engen. A project of this scale and site location will allow me to gain a certain level of detail within the site and structure as a whole, from an outdoor plaza to the interiors of the building. A goal that drives every designer is to create such a project in a chosen environment that fits and relates into its surroundings not only in design, but in an environmentally sustainable module as well. Designing new architecture in a relatively old setting creates excitement yet walks a fine line in relating to its context. This challenge will allow me to explore the historical aspects of tying a new building into an old district. The end process should reflect a design that respects the historic qualities of the area while embracing the new. Showing reflections of the past, yet reaching forward to the future, A new design will result that energizes the city and revitalizes a historic section of Fargo.

-Melissa Wightman-



## **Reviving the Commotion of a Community**

### **Design Thesis Proposal**

**Melissa Wightman**

**October 7, 2004**

#### **Title**

52 Broadway: urban design in downtown


Fargo

#### **Building type**

The building type is multi-use including residential lofts, retail space, and an eating establishment with a lounge. As in many multi- function buildings the challenge will be in creating spaces and circulation that do not interfere with each of the separate functions. By reusing an empty lot along the historic street of Broadway, this building will provide urban infill and continue the city's development of restoring the downtown into a thriving section of the community again.

Conceptual basis or unifying idea

While Fargo is already on the verge of creating a wonderful downtown, I think a new variety of businesses can be brought in to add to the excitement. A continual contrast between the details of a historical building and the technological details of



modern design adds excitement to the area without detracting from the original feel of the area. A new structure in this area will do just that, creating a sense of completeness with new architecture while reflecting the past.


### **Project justification**

Although downtown Fargo has already begun the restoration process through the offering of grants and incentives to business owners, new urban infill needs to be provided to complete the downtown feel. The interconnectedness of the buildings gives a sense of history and togetherness. The lot at 52 Broadway has remained empty due to a fire that destroyed the structure that stood there before. By designing a building with various amenities within it will facilitate more growth within the area, while attracting a variety of age groups to the downtown.

### **Emphasis**

While the site will house a new structure, it is being placed among an old neighborhood. With this, emphasis will be placed on properly fitting it into its context while displaying the modern technologies of today. The building itself should emphasize a sustainable module that starts by reusing a site and not contributing to urban sprawl and destroying the natural environment around the area. Creating a landscaped plaza that flows through the building as well as interior design of the form itself will be another emphasis

### **Site information**




The site is located at 52 Broadway in Fargo, North Dakota. It is currently a vacant site in the downtown section of the city. The area consists of many thriving businesses including office space, restaurant and bar, retail, and recreational activities. The front side is a main route through the downtown, and the back side consists of alleys and parking lots, which will be transformed to fit the buildings needs.

This site was chosen among three different locations in the downtown based on urban infill. Designing a building with these uses will help the downtown to thrive a revitalize a vacant space. Although there is residential space downtown, there is a growing need for a higher class apartment/home that will be designed as a downtown loft. A retail space will add to the eclectic nature of the downtown's businesses as well as a restaurant/bar.

Vehicular and pedestrian traffic allow easy access to the site. As the downtown develops further, vehicular traffic will become an increasing problem. An underground parking facility will be provided for users of these spaces including residents as well as employees. This offers more space on grade for visitors to the site and surrounding area.

Major project elements

- residential
- retail
- restaurant
- lounge



lobby  
storage  
circulation  
restrooms  
mechanical/ electrical  
rooftop gardens/ plaza  
parking  
access

## **User/ client description**

The building as a whole is designed for a combination of public and private users. The residential section of the building will be private and need to accommodate separate entrances or ways to access their homes with privacy. The public will be using the retail and restaurant primarily during day hours into early evening, while the lounge may be open late into the night. These public and private users will be using the facility for the services offered, but another user will be the employees who will be working here.

The client is a private developer, who currently owns the site. He will be the main facilitator for the new building.

## **Design methodology**

Through research of various multi- use buildings and the independent uses within the building, I will gain a body of knowledge that will guide me through



the design process. Having work experience in all three aspects will aid in the process of creating spaces that can be used as efficiently as possible.


Additional research will include technological benefits that will provide the building with energy efficiency and sustainable design. The building should function with modern effectiveness of the sustainable advances in technology that we have today.

Realization of the design method in the design process, thorough research of existing facilities and sustainable modules, a base of knowledge as well as site information will guide me in the realization of the design method. The process involves research, design, and analysis and synthesis of each design phase completed. The various uses within the building will bring together the design and facilitate the space planning of the site as whole.

Schedule of work plan


<u>Week #1</u>	<u>Oct. 4-8</u>
5 October	student critic preference slips available
7 October	thesis proposal due
	research
<u>Week #2</u>	<u>Oct. 11-15</u>
14 October	students return preference slips
	research

## Appendix




<u>Week #3</u>	<u>Oct. 18-22</u>
21 October	primary and secondary critics announced
	research
<u>Week #4</u>	<u>Oct. 25-29</u>
28 October	last day of ar/la 561 class
	research
	define the program
<u>Week #5</u>	<u>Nov. 1-5</u>
	research
	further work on program
<u>Week #6</u>	<u>Nov. 8-12</u>
11 November	veteran's day holiday
	organize site information
	work on draft of program
<u>Week #7</u>	<u>Nov. 15-19</u>
15-19 November	final week of ar/la 571 design studio
	research
	work on draft of program
<u>Week #8</u>	<u>Nov. 22-26</u>
24 November	draft thesis program due to primary critic
25-26 November	Thanksgiving Holiday
	further collection of site information and building documentation
<u>Week #9</u>	<u>Nov. 29-dec. 3</u>
	Organize site information and building documentation

## Appendix




<u>Week #10</u>	<u>Dec. 6-10</u>
9 December	final thesis program due to primary critic
10 December	last day of classes review of program with critic to determine refinement areas work on final program draft
<u>Week #11</u>	<u>Dec. 13-17</u>
16 December	program grade due to ar/la 561 instructor
13-17 December	final examinations research
<u>Week #12</u>	<u>Dec. 20-24</u>
	research
<u>Week #13</u>	<u>Dec. 27-31</u>
	research
<u>Week #14</u>	<u>Jan. 3-7</u>
	research
<u>Week #15</u>	<u>Jan. 10- 14</u>
11 January	classes begin conceptual and schematic design work
<u>Week #16</u>	<u>Jan. 17-21</u>
17 January	Martin Luther King, Jr. Holiday conceptual and schematic design work

## Appendix



<u>Week #17</u>	<u>Jan. 24-28</u> conceptual and schematic design work
<u>Week #18</u>	<u>Jan. 31-Feb. 4</u> conceptual and schematic design work
<u>Week #19</u>	<u>Feb. 7-11</u> conceptual and schematic design work
<u>Week #20</u>	<u>Feb. 14-18</u> design development
<u>Week #21</u>	<u>Feb. 21-25</u> 21 February President's Day Holiday design development
<u>Week #22</u>	<u>Feb. 28-March 4</u> design development
<u>Week #23</u>	<u>March 7-11</u> 7-11 March mid-semester thesis reviews design development
<u>Week #24</u>	<u>March 14-18</u> 14-18 March spring break presentation drawings
<u>Week #25</u>	<u>March 21-25</u> 25 march Easter holiday presentation drawings
<u>Week #26</u>	<u>March 28- April 1</u> 28 March Easter holiday presentation drawings

## Appendix



<u>Week #27</u>	<u>April 4-8</u> presentation drawings
<u>Week #28</u>	<u>April 11-15</u> presentation drawings
<u>Week #29</u>	<u>April 18-22</u> presentation drawings
<u>Week #30</u>	<u>April 25-29</u>
25 April	thesis projects due at 4:30-memorial union ballroom April annual thesis exhibit in the memorial union ballroom
28 April	final thesis reviews
29 April	draft of thesis document due to primary critic
<u>Week #31</u>	<u>May 2-6</u>
2-5 May	final thesis reviews
6 May	last day of classes
<u>Week #32</u>	<u>May 9-13</u>
12 May	final thesis document due at 4:30 p.m. in the department office
13 May	commencement at 4:00p.m. Fargodome

## **Documentation of the design process**

Throughout the process, documentation of research and knowledge gained will be recorded, organized, and dated. This allows the information to be filed and used accordingly through the design development. Case studies, sketches, and technology data found will be kept organized within a binder for reference to the thesis project.

Bibliography/ resources

### **Periodicals:**

Architecture and design magazines will be researched for topics relating to multi-use urban design.

### **Books:**

Braungart, Michael, and McDonough, William. Cradle to Cradle. New York: North Pointe Press, 2002.

### **Internet sites:**

Internet sites will be researched for topics relating to multi-use urban design.

### **Other sources:**

Any other random sources will be researched for topics relating to multi-use urban design.

## **Previous Studio Experience**

2nd year

Fall:

Milt Yergens	
additive/ subtractive	a study of space
downtown bistro	urban multi-use

Spring:

Vince Hatlen	
prairie green sustainable home	residential

# Appendix



3rd year Fall:	pocket park coffee shop NDSU school of business pedestrian bridge	urban design higher education charette
Spring:	Mohammed Elnahaus NDSU arboretum aging in place	arboretum/museum residential
4th year Fall:	Carol Prafcke children's center for the arts masonry competition	Museum Unitarian church
Spring:	Mark Barnhouse Cindy Urness Josh Walters downtown Fargo redevelopment	urban design
5th year Fall:	Darrel Booker Marvin windows competition San Francisco high-rise kite design	low income housing high-rise charette
	Jay Waronker Olympic gallery Supreme Court	charette government