Fresh Place Market: A Permanent Farmer's Market Solution
Supporting the Fargo-Moorhead Metropolitan Area

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The following presentation is an academic design thesis. It is not intended to offend any current farmer's market or local food efforts happening in the Fargo-Moorhead metropolitan area.

Sincerely,

Jake Coryell
CURRENT SITUATION
A QUICK LOOK AT HOW THE FARGO-MOORHEAD FARMER'S MARKETS COMPARE TO OTHER CITIES MARKETS IN THE TRI-STATE AREA.
CURRENT SITUATION
THE CURRENT MARKETS IN THE FARGO-MOORHEAD AREA AND THEIR LOCATIONS.
CURRENT SITUATION
KNOWN VENDORS, WHERE THEY PARTICIPATE, AND WHAT THEY OFFER.

- Fargo-Moorhead farmer’s market vendor

“Over the years, Fargo-Moorhead has not been able to get a successful market together, which disappoints me considering the population.”

farms serving Fargo - Moorhead

- Stonewest Village FM
- FM Farmer’s Market
- New Festival
- Whistle Stop
- VA Farmer’s Market
- Farmer’s Market & Beyond
- A Plus Farm/Herzog’s Stand
- Sydneys
- Lady Bug/Herzog Stand
- Herzog’s Stand

Product variety

- Fruits, vegetables, and herbs: 11 vendors
- Eggs: 1 vendor
- Meat and poultry: 3 vendors
- Honey and jams: 3 vendors
- Bread and grains: 2 vendors
Goals:

1.) Provide fresh, local food to the community efficiently
2.) Increase the overall profitability for vendors serving Fargo-Moorhead metro
3.) Attract more vendors to the Fargo-Moorhead metro

Purpose of this project:

Provide a single space that will encourage consolidation of the current Fargo-Moorhead metro farmer's market system by...
PURPOSE CRITERIA
DEVELOPING A CRITERIA TO DETERMINE AN IDEAL SPACE WITHIN THE METROPOLITAN AREA, WHILE RESPONDING TO COMMUNITY AND VENDOR PERSPECTIVES.

Vendor spatial preferences through survey

Metropolitan Overview to determine a strategic location

literature and current community momentum
COMMUNITY MOMENTUM
PLANNING DOCUMENT INVENTORY OF WHAT THE COMMUNITY WANTS.

- promote infill
- public art
- bike/ped infrastructure
- design standards
- public gathering space
- healthy food
- amenities as economic driver
- festivals & cultural events
- transit improvements
- red river linkages
- promote connections & infill w/in strip commercial development

recent planning documents
fargo's GO2030 plan
red river greenway study
active in Moorhead

benefits for community & future market
+ accessibility
+ sense of community/unique identity
+ promotes active living
+ walkability

residents
dilworth
fargo
moorhead
west fargo

"I'd like to be able to eat more foods grown, produced, and processed locally and support our local economy as well as eat healthy."
- anonymous fargo resident

GO2030
COMP PLAN

ACTIVE IN MOORHEAD
- attractions that do or would encourage residents to get out and be active

- farmer's markets 68.1%
- concerts 57%
- festivals/celebrations/parades 54.3%
- craft shows 37.6%
- botanical gardens/conservancy 35.1%
- cook-offs 13.5%

percents
Conducted a survey to farmer's market vendors trying to understand some of their spatial preferences.

Vendors Preferred Spatial Qualities:
VENDOR SURVEY
UTILIZED SURVEY MONKEY AND CONDUCTED A SURVEY TO FARMER'S MARKET VENDORS TO UNDERSTAND THEIR SPATIAL PREFERENCES.
NATIONAL & REGIONAL RESPONSE
THE TRI-STATE RESPONSES ARE THE RESULTS THAT WERE USED TO DRIVE THE DESIGN SOLUTION.
VENDOR PREFERENCES
WHAT TYPE OF SETTING/LOCATION DO VENDORS PREFER?

Results:
Vendors that responded believe that farmers markets should be either in a downtown, or in a suburban location.

Downtown Setting/Location (23 vendors)
1st Preference

Suburban Setting/Location (22 vendors)
2nd Preference

Rural Setting/Location (8 vendors)
3rd Preference

Neighborhood Setting/Location (6 vendors)
4th Preference
VENDOR PREFERENCES
IF A VENDORS WERE CUSTOMERS, WHAT TYPE OF ENVIRONMENT WOULD THEY PREFER?

Results:
If vendors were customers, the top two preferences were either a Permanent Outdoor Market, and Outdoor Public Space. Interesting fact is that most Fargo-Moorhead markets operate with a Temporary Outdoor Market set-up.
VENDOR PREFERENCES
WHAT TYPE OF PARKING DO YOU PREFER WHEN ACCESSING A MARKET.

Results:
Vendors prefer parking as close to their booths as they can. Makes sense.
VENDOR PREFERENCES
WHAT ARE VENDORS PREFERRED BOOTH ARRANGEMENTS?

Results:
Vendors that responded felt that it is necessary to have some control of pedestrian circulation through the way their booths are arranged.
Using GIS to evaluate the opportunities and constraints of each of the existing farmer's market locations and produce stands.
METROPOLITAN OVERVIEW: DETERMINING A STRATEGIC LOCATION
USING GIS TO IDENTIFY THE SOCIAL AND PHYSICAL OPPORTUNITIES OF EACH EXISTING MARKET AND PRODUCE STAND.
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proximity to trail facilities
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most population within a half mile

- Ladybug/Herzog
- Stonewest Village
- Herzogs (13th Ave)
- GPPA/New Festival
- FM Farmer's Market
- VA Farmer's Market
- FM & Beyond
- Whistle Stop
- Sydney's
- Herzogs (W. Fargo)
chosen study area:

- meets community wants
- aligns with vendor preferences
- most visible
- accessible to most amount of people w/in halfmile
- close to transit stop
- closest location to the most amount of people
CASE STUDY
THE MOST PERTINENT CASE STUDY RELATING TO THE CHOSEN SITE WOULD BE A MARKET OUTSIDE OF MILWAUKEE KNOWN AS WEST ALLIS FARMER’S MARKET. THEY HAVE CREATED A DESTINATION WITHOUT ANY SURROUNDING SUPPORTING BUSINESSES.
OPPORTUNITY
SUPPORTING EXISTING BIKE & PEDESTRIAN INFRASTRUCTURE
THIS SITE IS BOUND BY EXISTING BIKE/PED INFRASTRUCTURE SUCH AS OVERPASSES/UNDERPASSES, CONTINUOUS TRAIL NETWORKS, AND BIKE TRAILS.
OPPORTUNITY
CONTRAST

THIS SITE AND IMMEDIATE SURROUNDING CONTEXT LENDS ITSELF TO FAST FOOD CHAINS AND UNHEALTHY FOOD ALTERNATIVES. THIS SITE OFFERS A CONTRAST AND CHOICE FOR RESIDENTS IN THIS PART OF TOWN.
OPPORTUNITY
DIVERSITY OF HOUSING TYPES AND ECONOMIC CLASSES

THE SITE IS DECEIVING BECAUSE OF THE STRIP OF COMMERCIAL DEVELOPMENT ALONG UNIVERSITY. IT IS ACTUALLY ENCOMPASSED BY AN ABUNDANCE OF SINGLE FAMILY AND MULTI FAMILY RESIDENTIAL AREAS.

Approximately 2,745 people live within a half-mile to the site.
OPPORTUNITY & CONSTRAINT
UNIVERSITY DRIVE
IT IS BENEFICIAL TO GET THE VISIBILITY FROM UNIVERSITY DRIVE BUT IT IS ALSO DIFFICULT FOR PEDESTRIANS TO CROSS. LEVEL THE PLAYING FIELD BETWEEN VEHICLES AND PEDESTRIANS.
BUSINESS OWNERS
BUSINESS OWNER PERSPECTIVES ON CURRENT PRODUCE STAND OPERATION.

**bottle barn liquors:**
No issues with the current produce stands that set up in the summer. They actually felt the stands have “benefitted business overall.”

**country hearth bread:**
No comment on the positive or negative effect of the produce stands.

**check n go:**
Employee mentioned he enjoys witnessing shoppers in the summer and stops occasionally himself.

**smoke shop:**
Recently moved into location so have not seen the produce stand operation in the summer months.

**fm magazines**
Owner enjoys the produce stands and mentioned it has no effect on his business. He did mention that vehicles travel at excessive speed through the parking lot.
BLANK SLATE
THE TWO TO COLORED AREAS ARE CURRENTLY FOR SALE. THE GREEN IS THE DEVELOPABLE AREA FOR PROPOSED MASTER PLAN.
PROCESS

public space

pedestrian access

vendor access cover
DESIGN INSPIRATION: "FRESH"

THE DESIGN INSPIRATION DEVELOPED FROM THE IDEA OF NATURAL FORMS AND PROCESSES. THE DESIGN LOOKED AT ELEMENTS THAT WOULD CONTRAST THE EXISTING CONDITIONS OF THE SITE.
MULTI-PURPOSE PUBLIC SPACE

CENTER SIDEWALK ISLAND FOR PEDESTRIANS

GLASS SHELTER

SOUTH SHELTER OPENS UP TO UNIVERSITY DRIVE EXPOSING THE MARKET TO PEOPLE

MOUNDED AREA TO PROVIDE SENSE OF ENCLOSURE WHEN IN THE MARKET

CONNECT TO EXISTING BUS ROUTE THROUGH PARKING LOT IMPROVEMENTS

WIDEN PEDESTRIAN CROSSING AT UNIVERSITY

HELP TO GUIDE TRAFFIC THROUGH PLANTING MEDIANS IN THE PARKING LOT

EXISTING K-MART

KEEP EXISTING ACCESS TO MARKET

RECESSED PARKING FOR VENDORS

RECESSED BACK-IN PARKING FOR VENDORS

PUBLIC ART FENCE ENCLOSING THE MARKET

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PUBLIC ART FENCE ENCLOSING THE MARKET
MASTERPLAN
DISPLAYING THE MAJOR LAYERS OF THE SITE AND SOME OF THE MATERIALS USED.
AERIAL VIEW
OVERALL VIEW OF THE MARKET, HOW IT FITS INTO THE IMMEDIATE CONTEXT, AND RELATIONSHIP TO GO2030.
POTENTIAL SITE CIRCULATION
THE SITE SOLUTION CREATES A SAFER WALKING ENVIRONMENT PROVIDES EQUALITY BETWEEN PEDESTRIANS BY CONNECTING FACADES OF EXISTING BUILDINGS, AND AUTOMOBILES WITHOUT SACRIFICING PARKING SPOTS.

existing parking stalls
= 336 parking stalls

parking stalls with proposed solution
= 330 parking stalls
VENDOR ACCESS
ON MARKET DAYS, VENDORS CAN PULL INTO THE ROUND-ABOUT PUBLIC SPACE AREA AND IT CAN SERVE THEM AS A UNLOADING AREA SO THEY ARE CLOSER TO THEIR STAGING AREA.
RESPONDING TO VENDOR ACCESS
VENDOR PARKING LOT WITH A FEW BACK IN STALLS AND ADDITIONAL SPOTS AWAY FROM CUSTOMER PARKING.
BOOTH ARRANGEMENT AND PED CIRCULATION

Here are how the booths would be typically set up on a market day between summer and winter.

**Summer Typical Booth Arrangement**

60+ spaces

**Room for Expansion of Vendors**

**Winter Typical Booth Arrangement**

14 spaces
GLASS SHELTER CONVERSION

THE CENTER GLASS SHELTER HAS THE ABILITY TO CONVERT TO AN INDOOR SPACE FOR WINTER USE. THE INTENT IS THAT THIS WOULD ALLOW FOR YEAR ROUND MARKET SPACE, ENCOURAGE REGIONAL PRODUCERS TO GROW YEAR ROUND.

summer set-up

winter conversion
"indoor market"

track detail
for sliding panels

typical post
for shelters
SITE FURNISHINGS
VENDOR PARKING LOT WITH A FEW BACK IN STALLS AND ADDITIONAL SPOTS AWAY FROM CUSTOMER PARKING.
PROVIDE HEALTHY FOOD
THE ULTIMATE GOAL OF THIS PERMANENT VENUE IS TO PROVIDE AN OUTLET FOR LOCAL RESIDENTS TO ACCESS HEALTHY FOOD.

Looking north into the market
PUBLIC SPACE
AS SHOWN, THE PUBLIC SPACE CAN BECOME SPACE WHERE PEOPLE CAN CONGREGATE AND REST AT THE MARKET.

Looking east into public space
CELEBRATING CULTURE
THE PUBLIC SPACE ACCOMMODATES A VARIETY OF EVENTS. THIS ILLUSTRATES AN EXAMPLE OF EMBRACING THE DIVERSITY OF CULTURE WITHIN OUR CITY.
Re-Cap:

Through the evaluation of the existing Fargo-Moorhead metro area farmer’s markets and produce stands, designing a permanent solution to the highly visible, multi-modal accessible location while being mindful of vendor and community preferences will increase patronage, community awareness, and vendor participation.

Conclusion:

It takes a lot of people to make something like this happen but the idea is that this research will serve as a catalyst that will continue to be studied and analyzed.
Questions?

FRESH PLACE MARKET