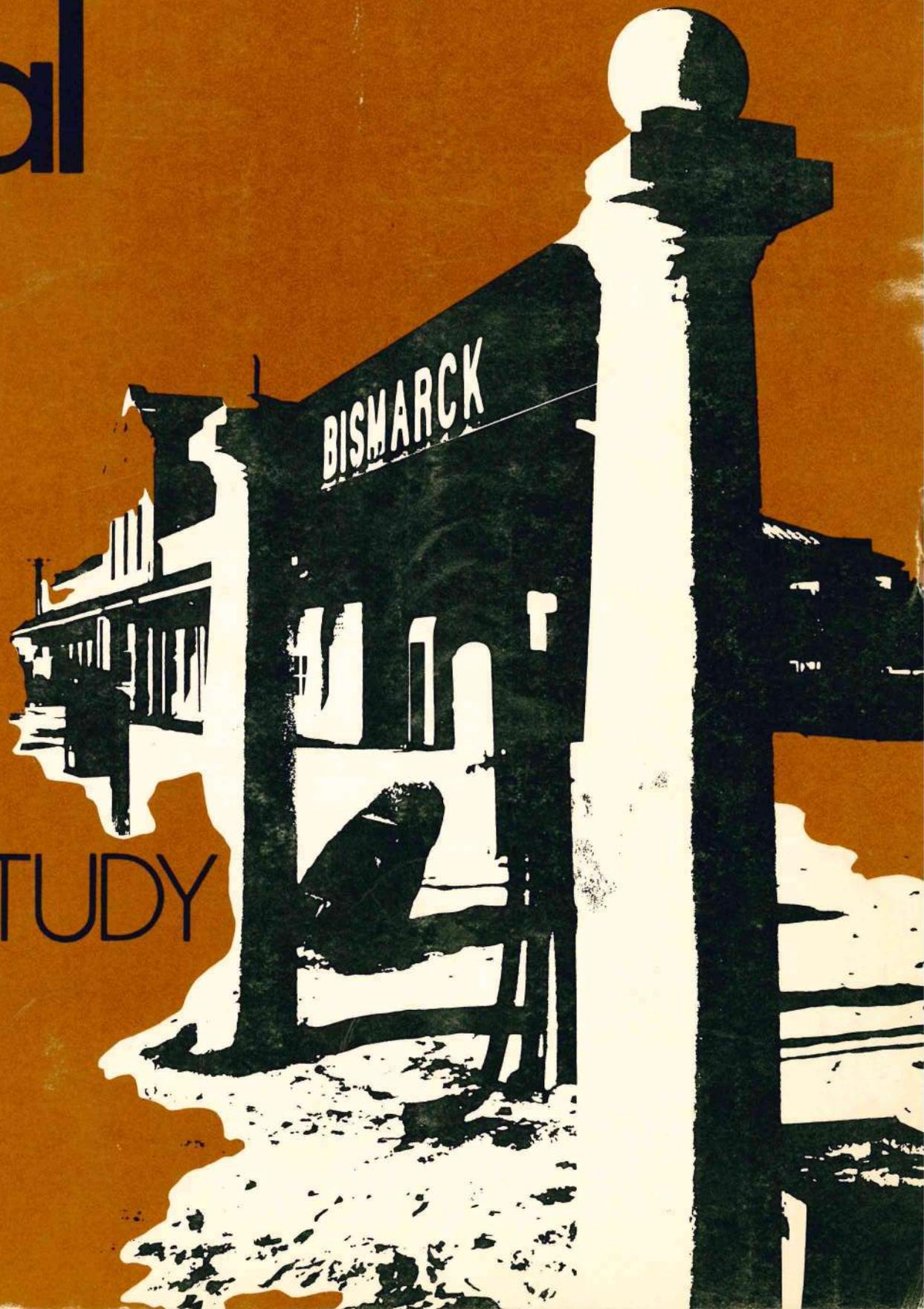


# central area

DESIGN STUDY





**URBAN PLANNING CONSULTANTS, INC.**

53 W. JACKSON BLVD., CHICAGO, ILL. 60604, PHONE 312-922-8561

**planning & development services**

Urban Renewal Agency  
219 North 7th Street  
Bismarck, North Dakota 58501

Gentlemen:

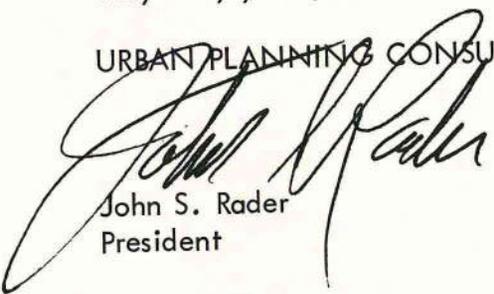
Enclosed herewith is the Central Business District Design Study and accompanying scale model completed in conjunction with the North Dakota R-5 Urban Renewal Planning Program. The study reflects our thoughts concerning the redevelopment potential of this key area of the city; and while our original direction was a study for the renewal area only, we have taken the liberty of expanding the study to include what we consider the core of the Central Business District.

It should be pointed out that while the study is primarily a graphic presentation of ideas and concepts, implementation of specific renewal programs within this large area will provide the opportunity of refining the development details on a block basis.

We have enjoyed working with the Agency and staff in the course of this initial renewal planning, and would hope that conditions will permit the implementation of complementary programs in the near future.

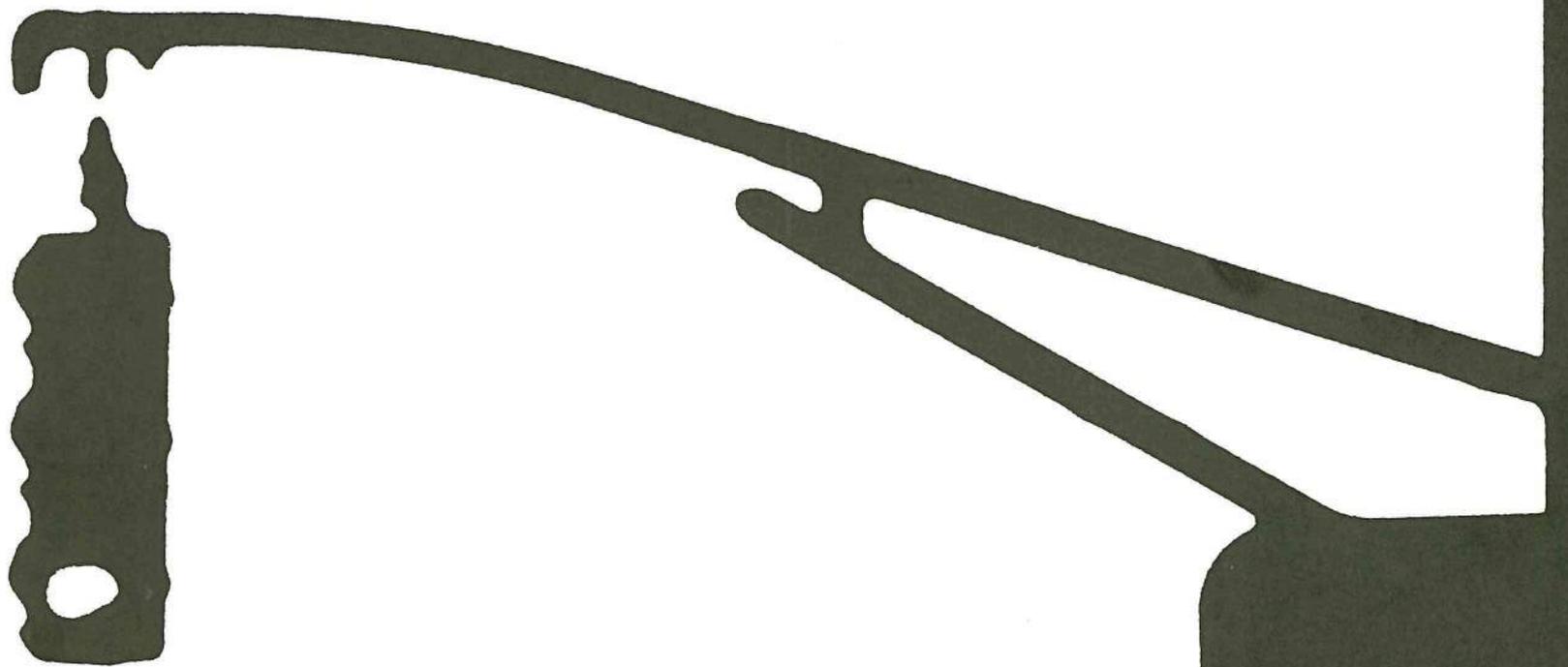
Very truly yours,

URBAN PLANNING CONSULTANTS, Inc.

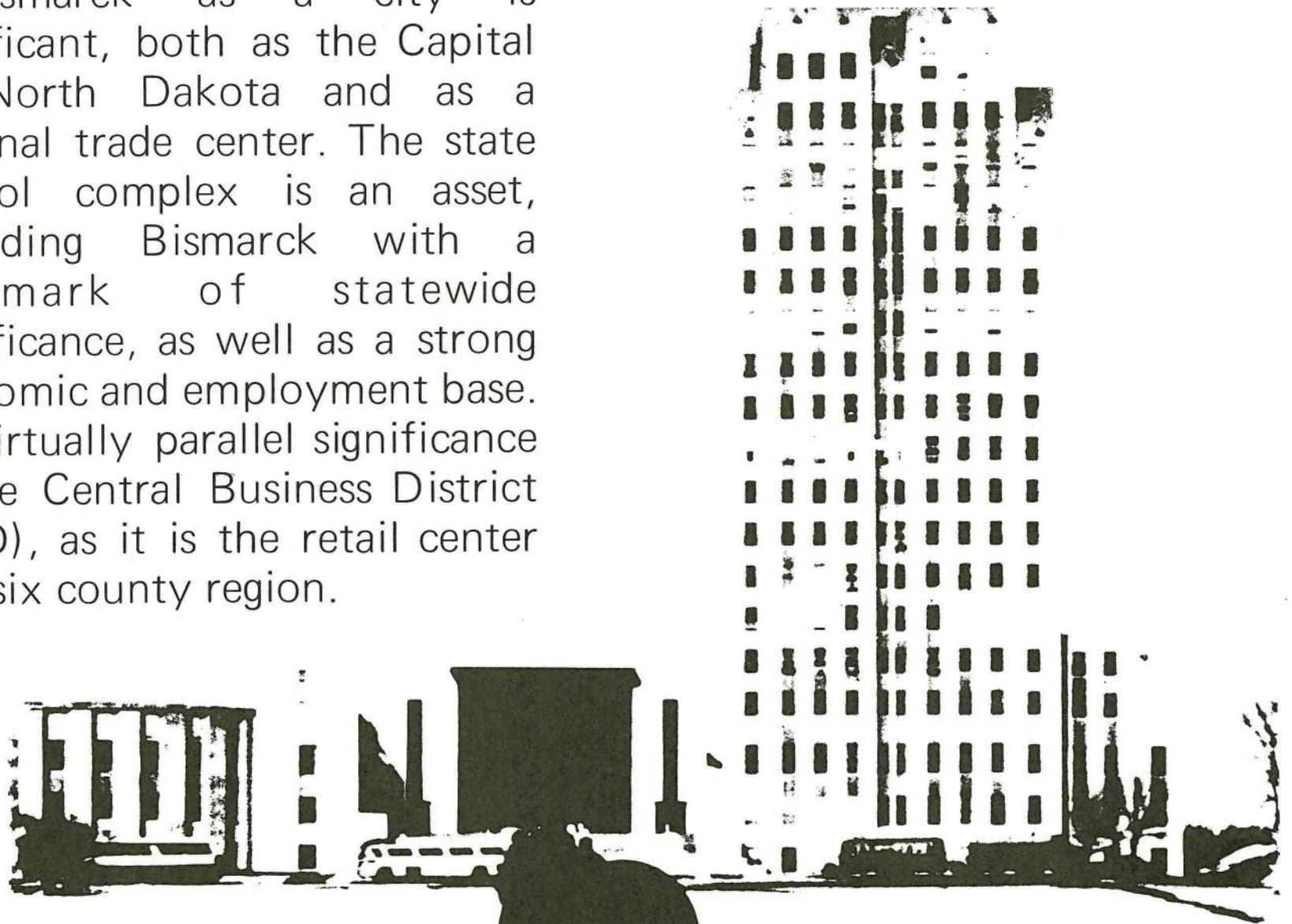
  
John S. Rader  
President

JSR/lr

# introduction



Bismarck as a city is significant, both as the Capital of North Dakota and as a regional trade center. The state capitol complex is an asset, providing Bismarck with a landmark of statewide significance, as well as a strong economic and employment base. Of virtually parallel significance is the Central Business District (CBD), as it is the retail center of a six county region.



# **NORTH DAKOTA CAPITOL**

As the regional trade center, this physical area projects an image with which the people of the region relate. While for the most part the image of the area is basically sound, problems common to urban centers — functional obsolescence of structures, traffic congestion, inadequate parking facilities, and the general predominance of vehicular movement — often combine to create a dull, inefficient and sometimes offensive environment. Downtown's image is further weakened by the lack of a pedestrian oriented environment — spaces with a high degree of pedestrian activity; spaces for people, in which they can meet, gather or relax both day and night.

An incentive for positive action is the challenge of Kirkwood Plaza. Adjacent to the core area, this shopping center has already extracted substantial

retail business and revenue from the downtown. However, while the shopping center offers adequate parking and an enclosed shopping environment, the design of the physical plant prohibits to a large degree future expansion. Absent are the positive physical elements and growth policies which combine to fortify the CBD as the center for commercial transactions and a myriad of business and professional activities. It is this activity potential which is, as yet, unrivaled and upon which Bismarck's CBD must capitalize to fortify its position as a major and viable trade center.

The purpose of this design study is to identify, through the analysis of the physical form and visual image of downtown Bismarck as it is today, elements detrimental to its continuation as a sound and essential retail center, and to present a plan which offers the maximum potential for establishing and perpetuating a functional and pleasant CBD environment.



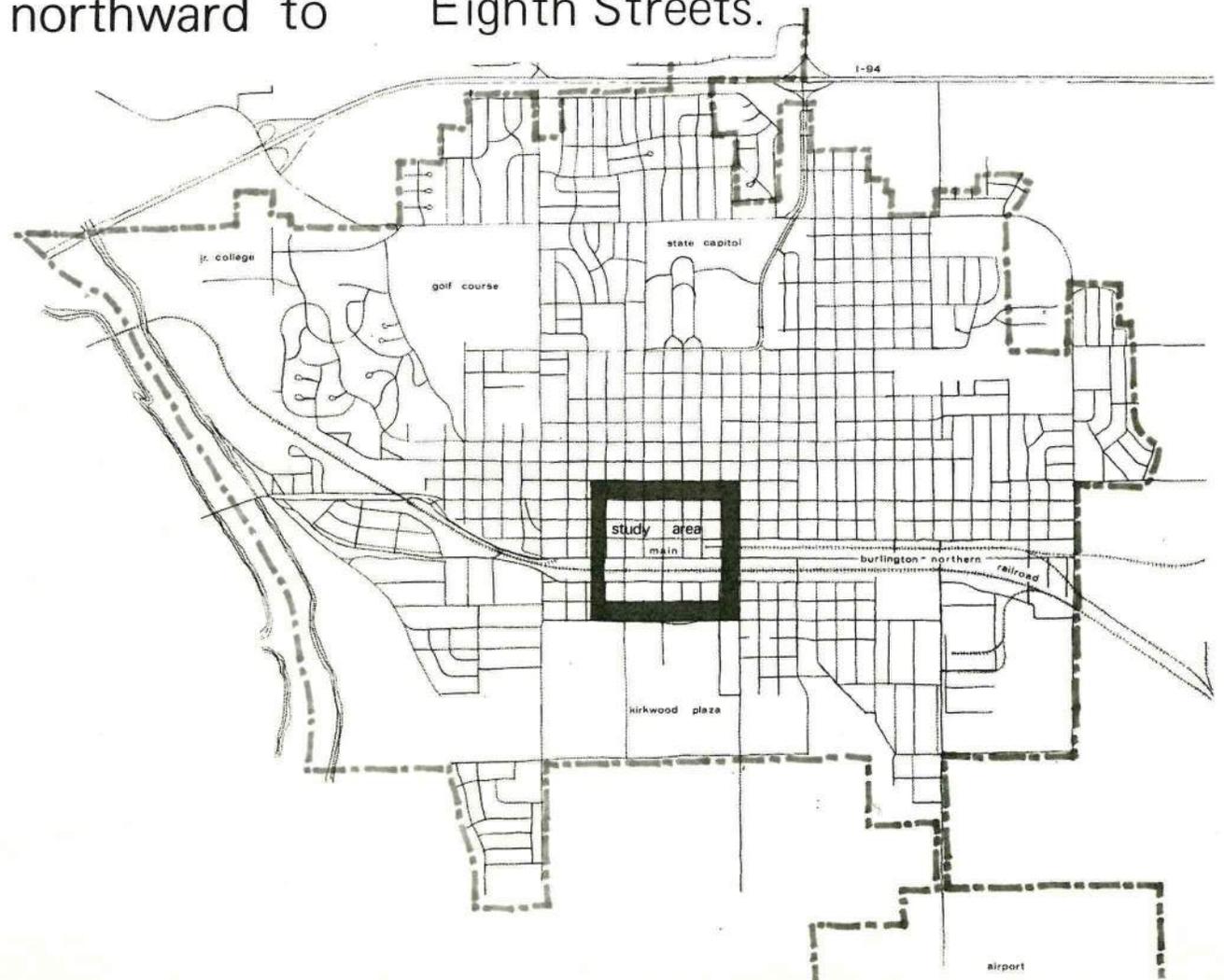
**existing**

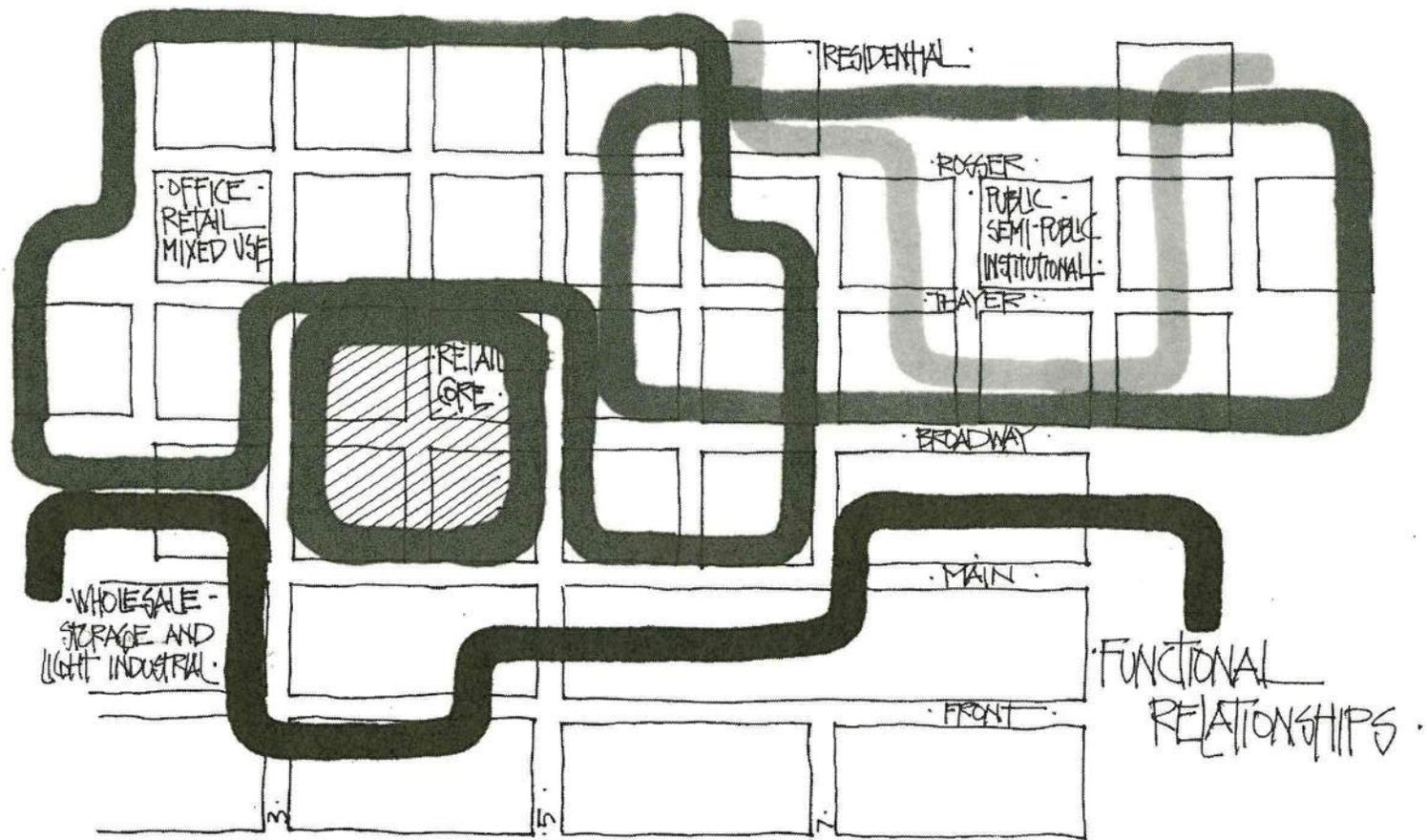
**situation**



Even though Bismarck's CBD is located in the southern sector of the community, major transportation arteries make it easily accessible from all parts of the City. It is compact, having the gridiron street pattern typical of most of the City. It is physically defined by gently sloping terrain immediately north of the old Missouri River Flood Plain (Sweet Avenue) and extending further northward to

the crest of the slope of Rosser Avenue. To the north of Rosser Avenue is a well maintained residential neighborhood; Rosser is strengthened as a CBD boundary by this change of land use. The boundaries to the east and west are similarly defined by changes in land use. Therefore, the boundaries of the CBD (study area) are Rosser and Sweet Avenues, and Second and Eighth Streets.



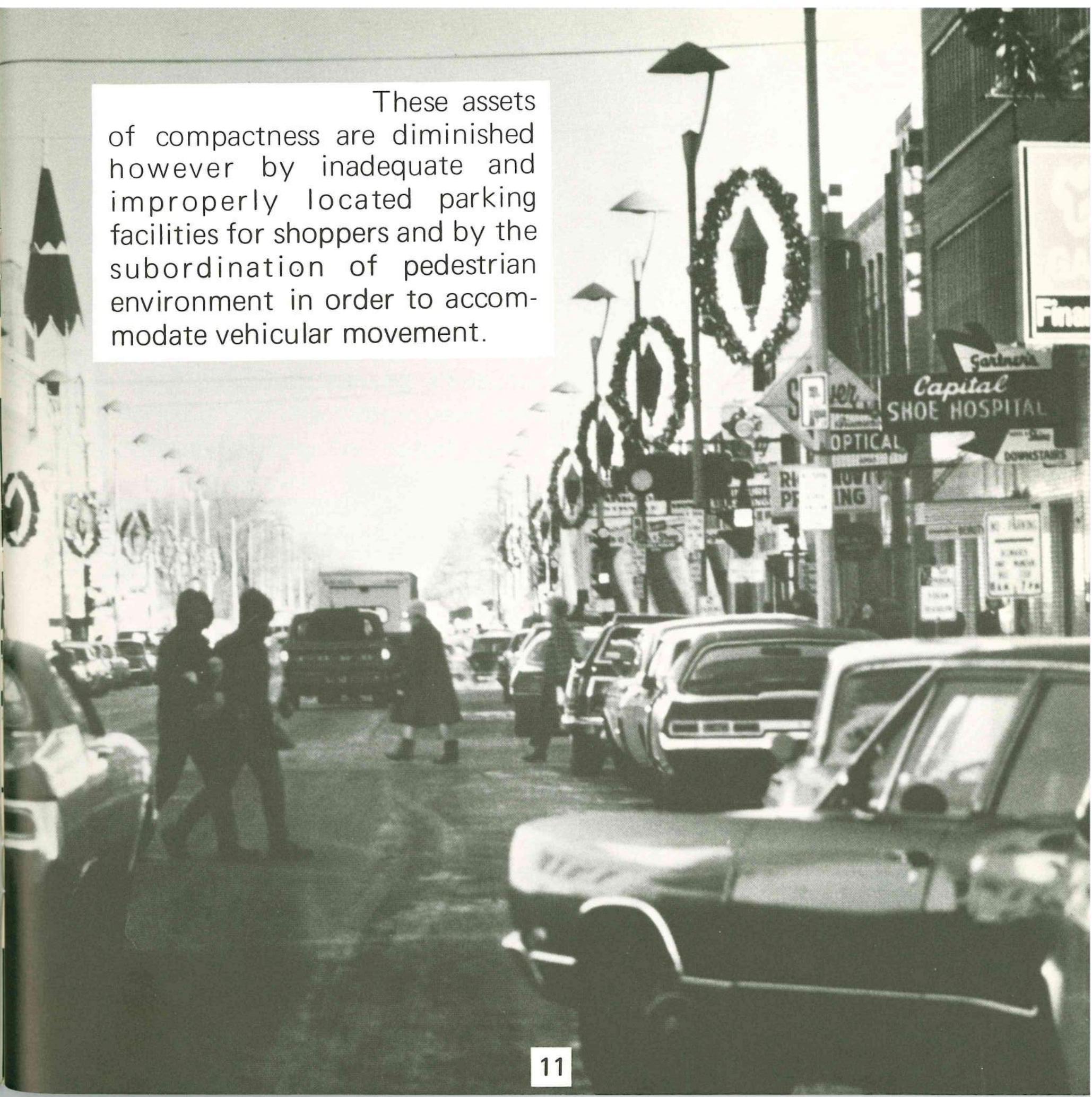


Even though the CBD is a relatively small and compact physical area, functional relationships have evolved which divide it into subdistricts:

## 1. a four block retail core

The retail core area is composed of the four blocks bounded by Thayer and Main Avenues, and Third and Fifth Streets. The compactness of the core minimizes walking distances, maximizes public exposure to retail shops, and lends a strong sense of identity to the shopping area.

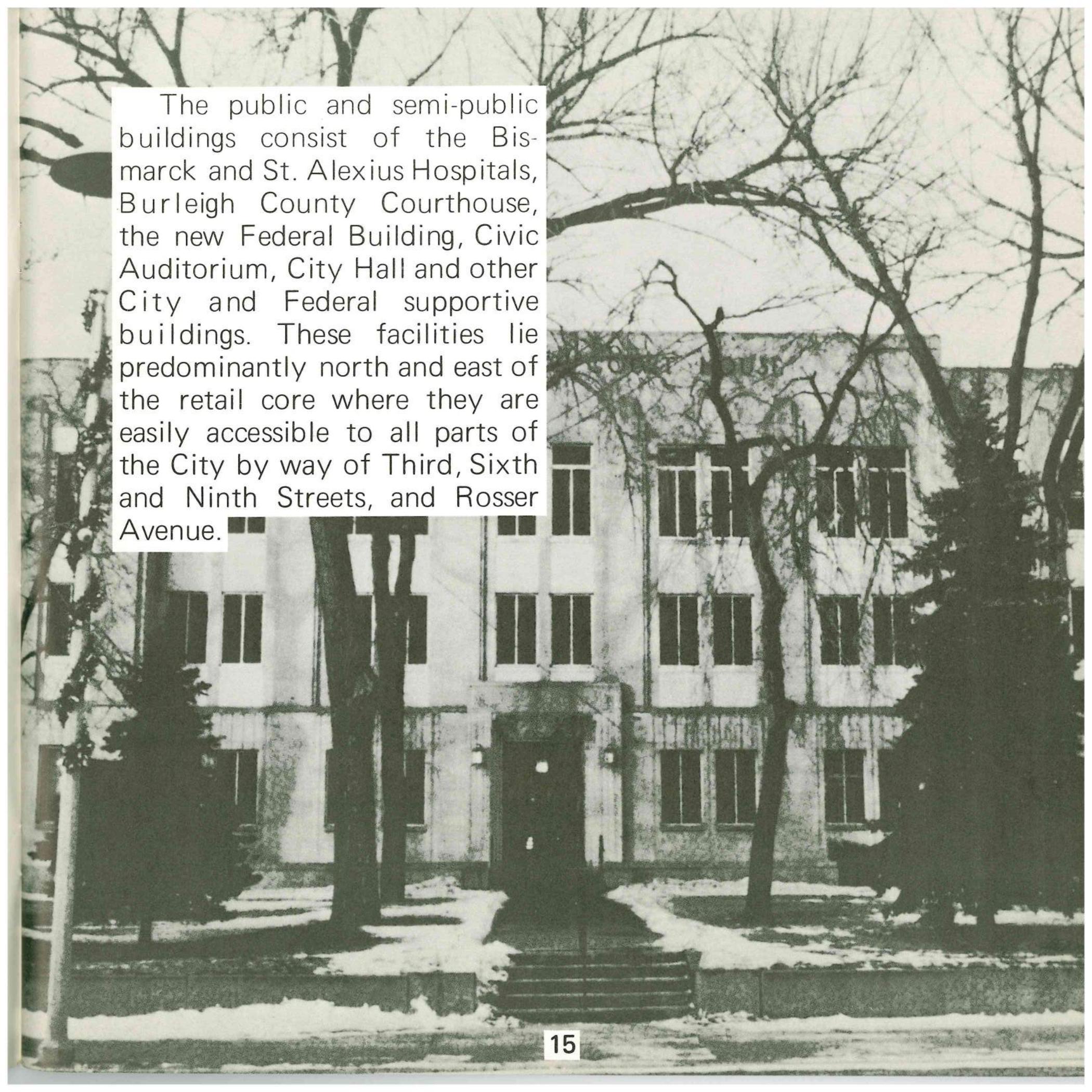
These assets of compactness are diminished however by inadequate and improperly located parking facilities for shoppers and by the subordination of pedestrian environment in order to accommodate vehicular movement.



## **2. office, retail, mixed use**

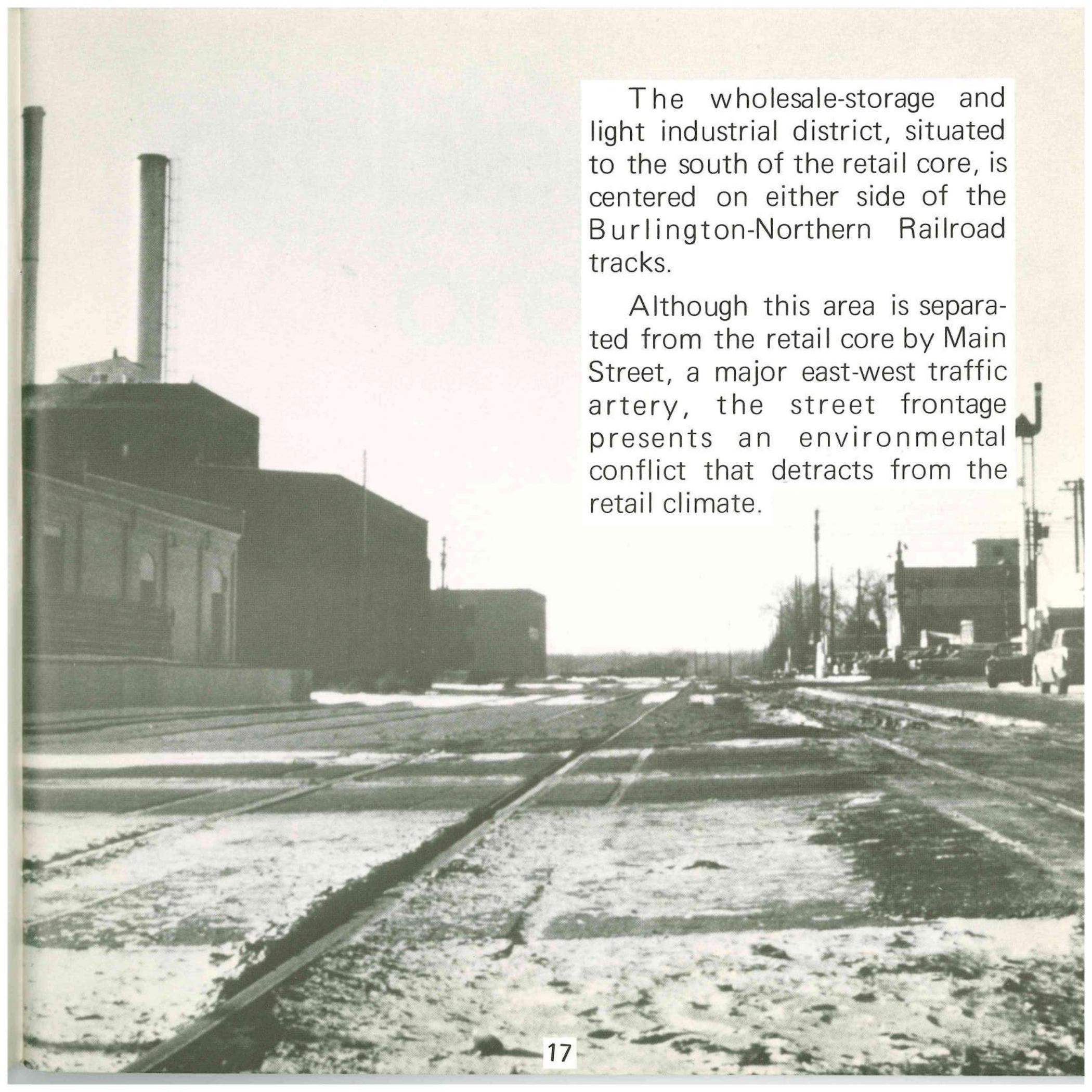
The office-retail mixed use area surrounds the retail core on the west, north and partially on the east, with prominent office developments north of Thayer, and along Rosser Avenues between Mandan and Seventh Avenues. The office district functions well, having adequate parking for its employees and complementing the retail core's business services.

### **3. public & semi-public institutional**



The public and semi-public buildings consist of the Bismarck and St. Alexius Hospitals, Burleigh County Courthouse, the new Federal Building, Civic Auditorium, City Hall and other City and Federal supportive buildings. These facilities lie predominantly north and east of the retail core where they are easily accessible to all parts of the City by way of Third, Sixth and Ninth Streets, and Rosser Avenue.

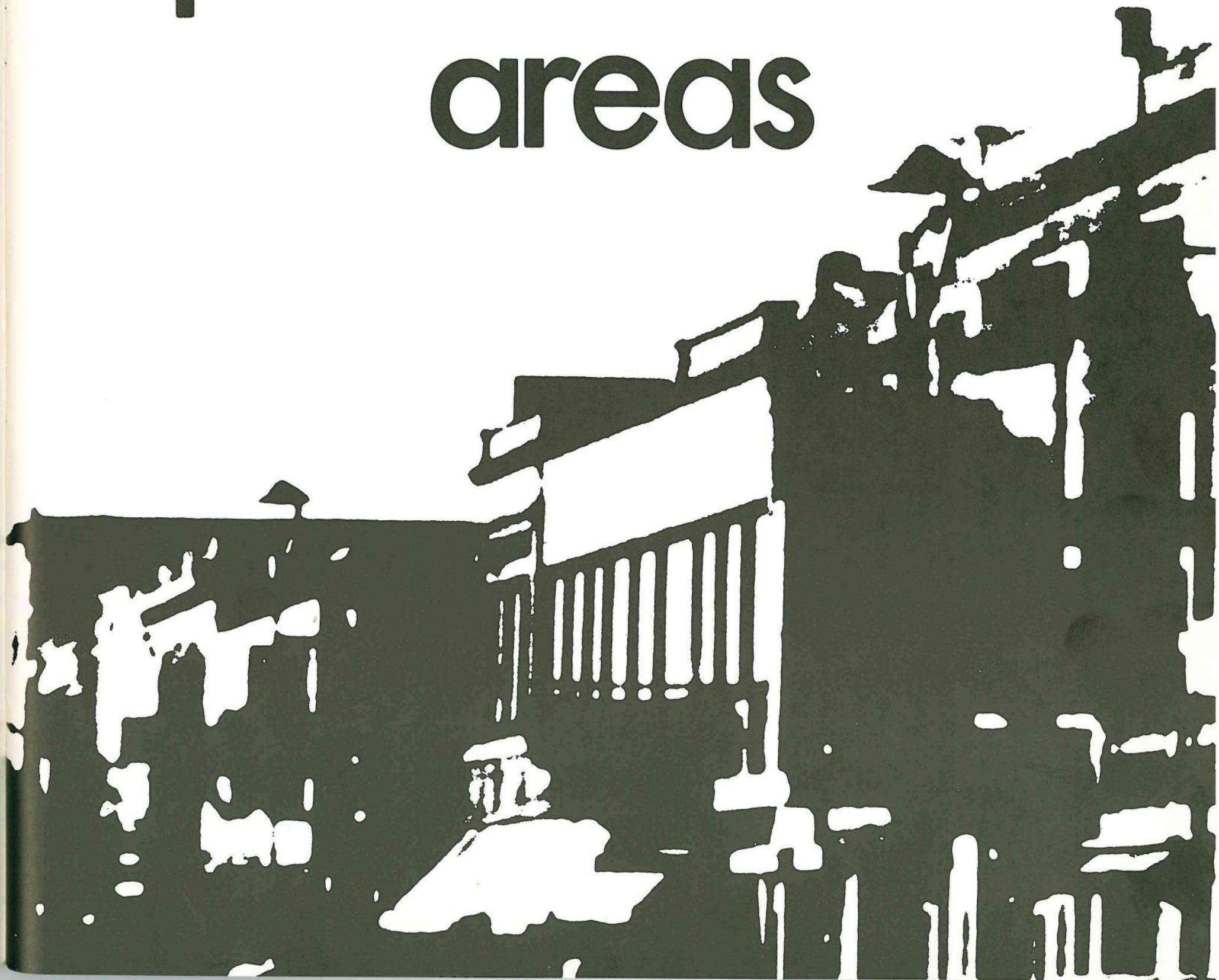
## 4. wholesale, storage & light industrial



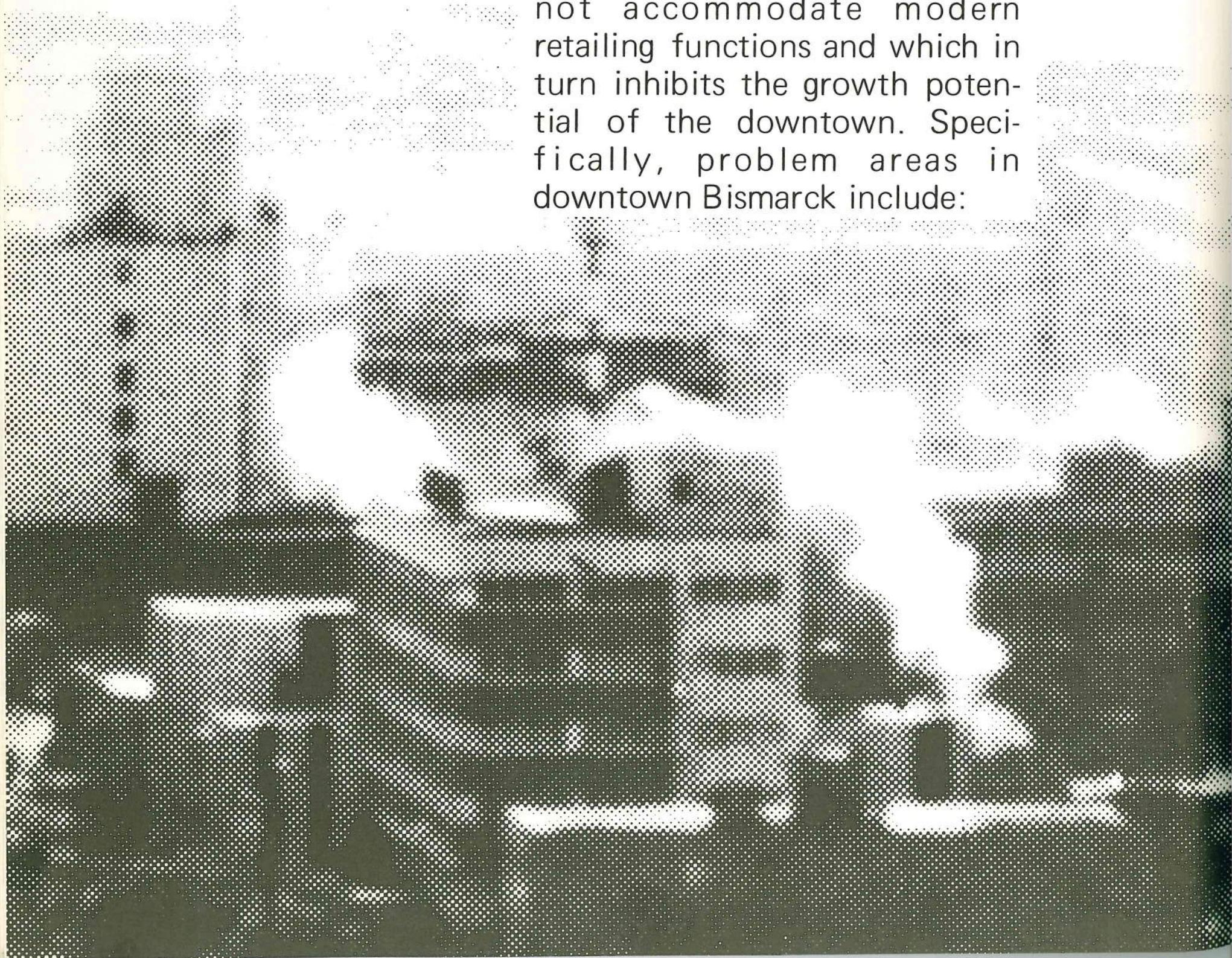
The wholesale-storage and light industrial district, situated to the south of the retail core, is centered on either side of the Burlington-Northern Railroad tracks.

Although this area is separated from the retail core by Main Street, a major east-west traffic artery, the street frontage presents an environmental conflict that detracts from the retail climate.

# problem areas



Generally, the entire central area suffers from a predominance of obsolete buildings — those whose physical design will not accommodate modern retailing functions and which in turn inhibits the growth potential of the downtown. Specifically, problem areas in downtown Bismarck include:





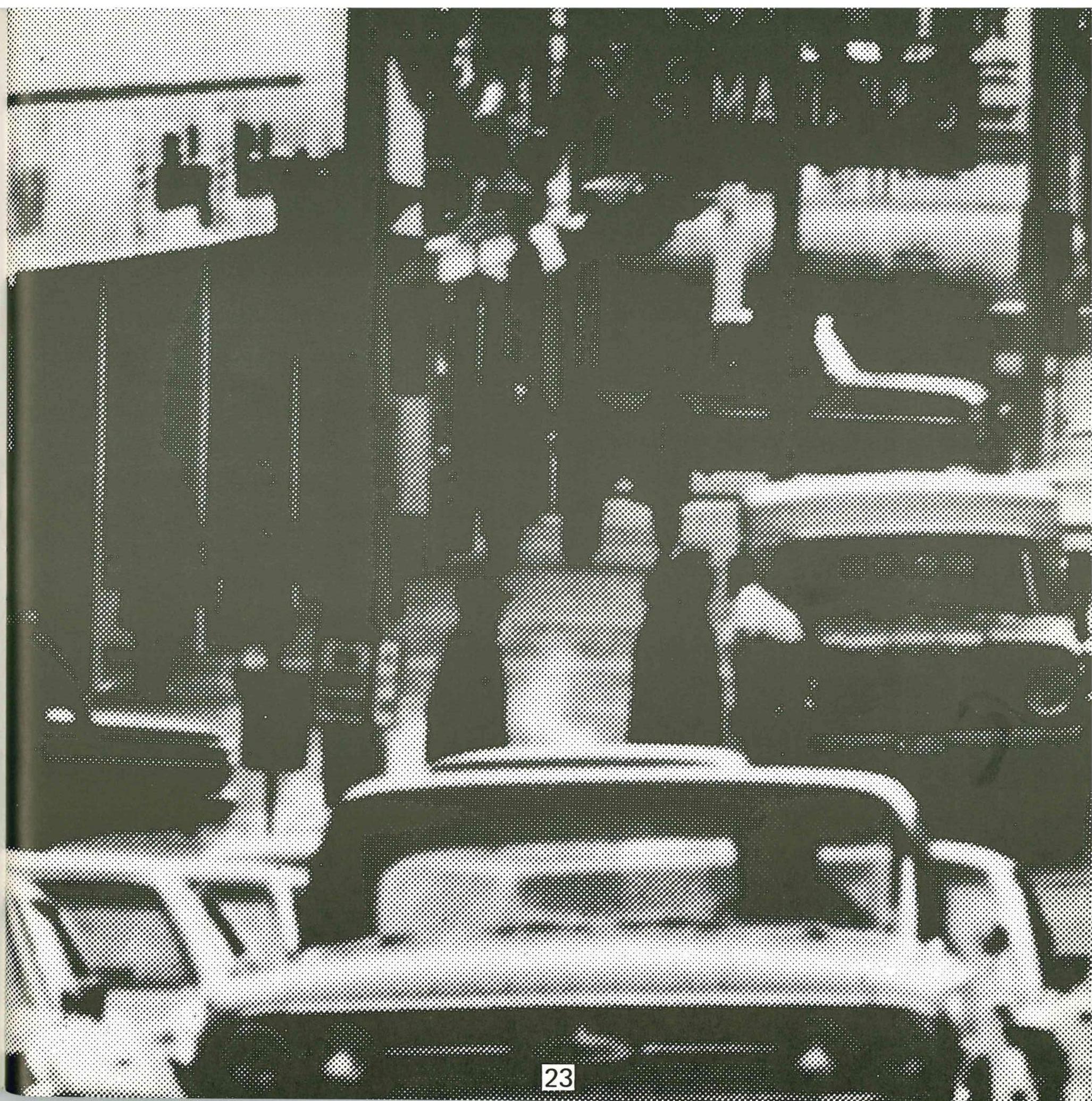
PATTERSON

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P

1. Functional obsolescence of individual buildings.
2. Inefficiencies created by the existing street grid pattern and vehicular circulation system.
3. Pedestrian, vehicular, and service circulation conflicts.
4. Inadequate, inconvenient parking facilities available to the retail shopper.



5. Absence of urban amenities — street pedestrian activity areas, gathering and observation places, passive open spaces — especially within the retail core area.
6. Loss of retail business revenue in the central area to the Kirkwood Plaza Shopping Center.
7. Absence of an identifiable central area.
8. Segmentation of land uses and activities.

**GENERAL**  
RADIO  
TELEVISION



AS TV & APPLIANCE

APPL  
TV-S  
TH  
TV AND

**MORGE**  
HOME APPLIANCES  
ES & SERVICE



**WALK**

LEATHER COMPANY  
A TANDY CORPORATION COMPANY

BUS  
94

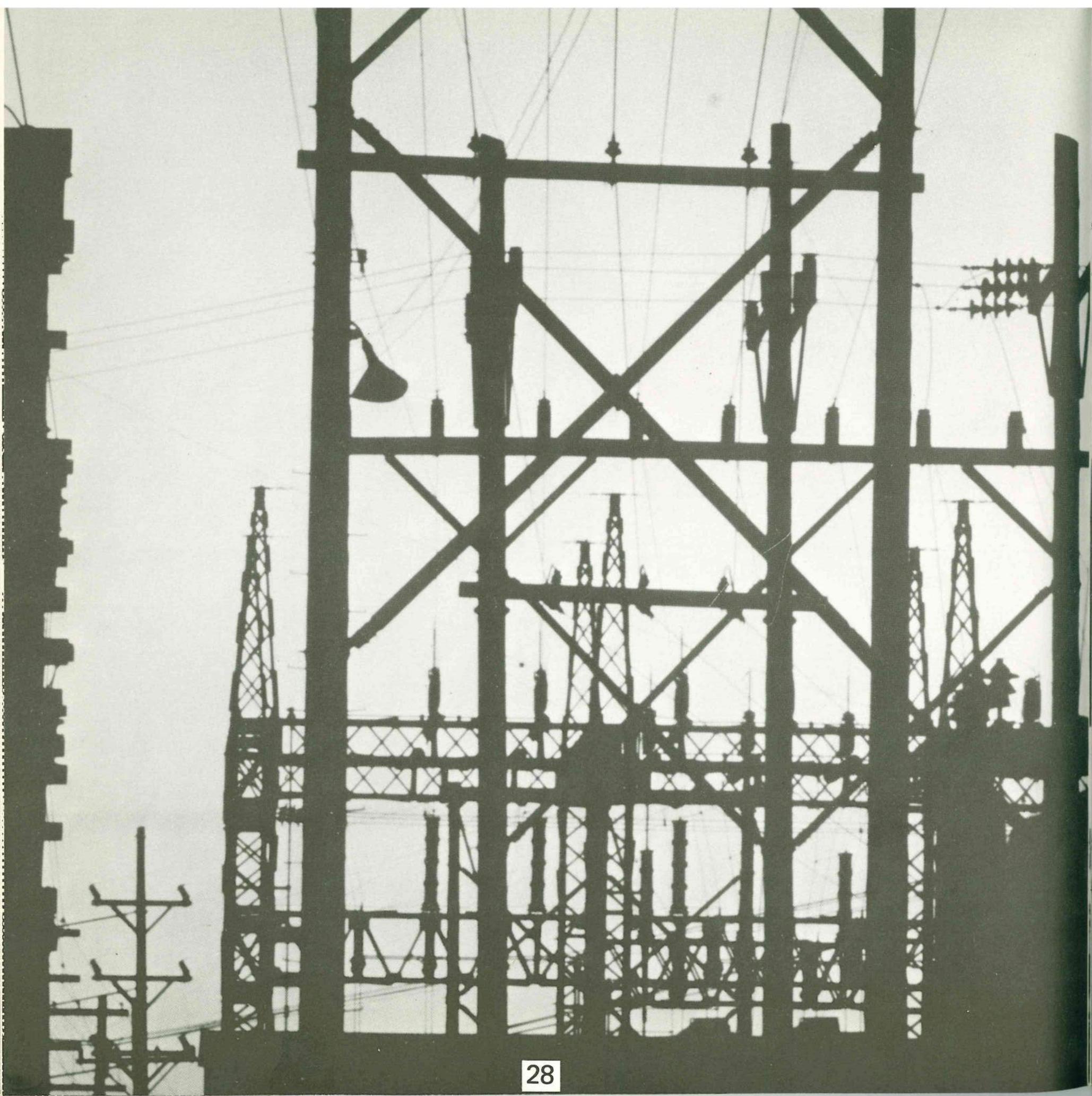
**EN**  
FLOWER

STOP  
RIGHT TURN ON RED  
PERMITTED

**STOP**







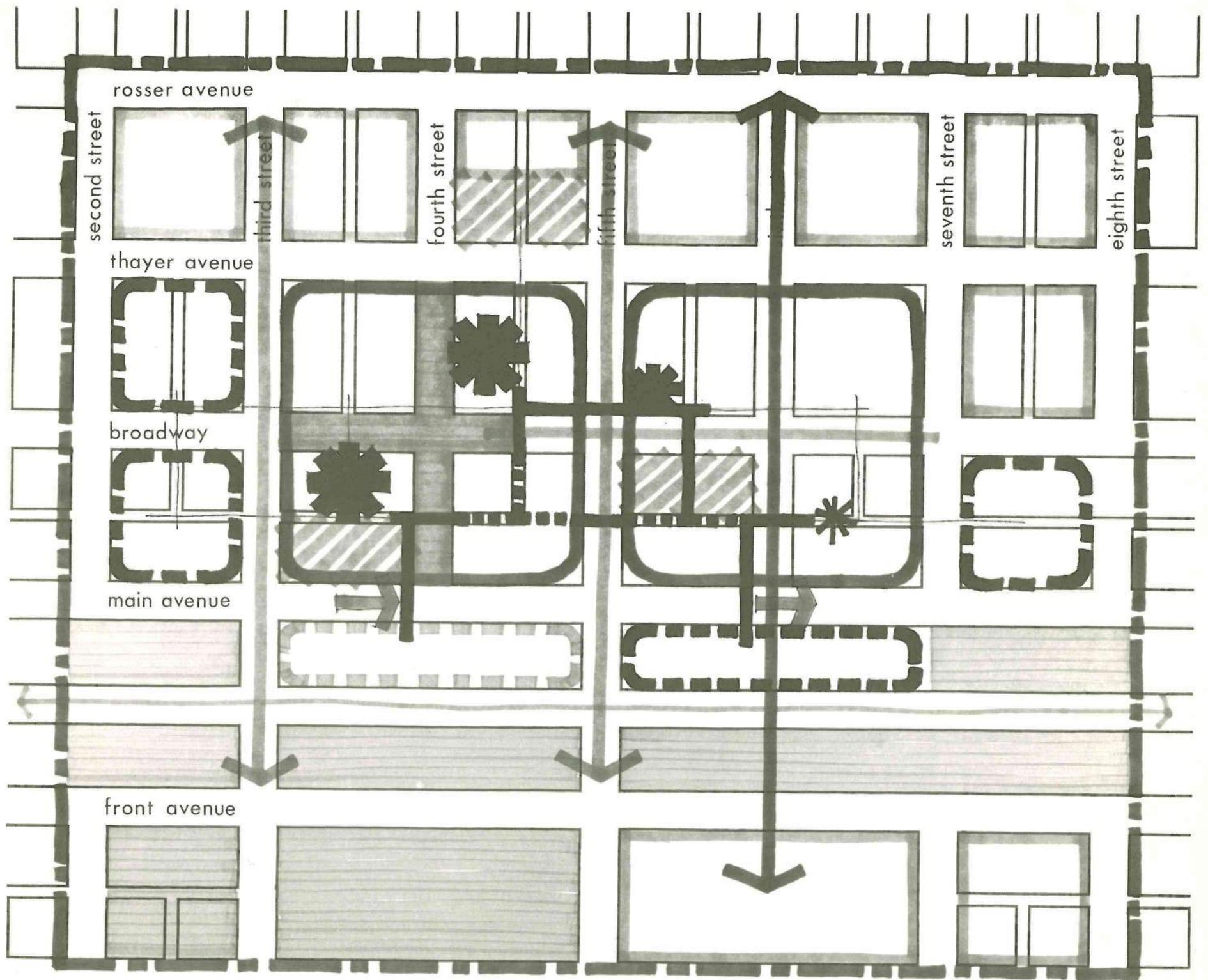




**concepts**

Conceptually, it is suggested that the segmentation of land uses and activities be eliminated through the consolidation of the retail uses into an identifiable area and the provision of supportive facilities such as off-street parking. It is further suggested that the consolidation of the area include the creation of a pedestrian oriented environment that precludes intervention of vehicular traffic.

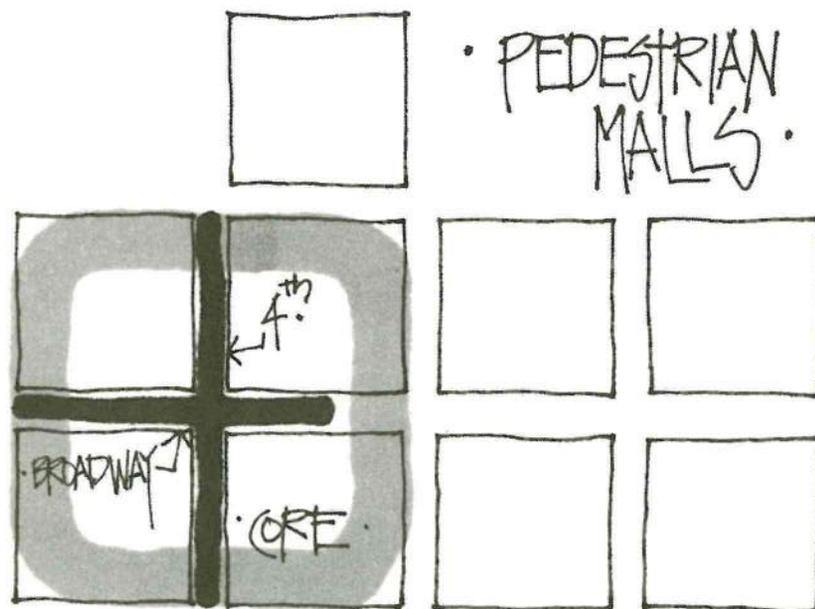
While the physical consolidation of the retail area is necessary, the fact remains that segmentation of major elements of the community (i.e. State Capitol, Civic Center, Kirkwood Plaza, CBD, all primarily lying in a north-south corridor) still exists. While the primary emphasis of this study is the conceptual design of the CBD, recognition has been afforded these other important activity centers through the incorporation of planning elements that will tend to unify these centers.

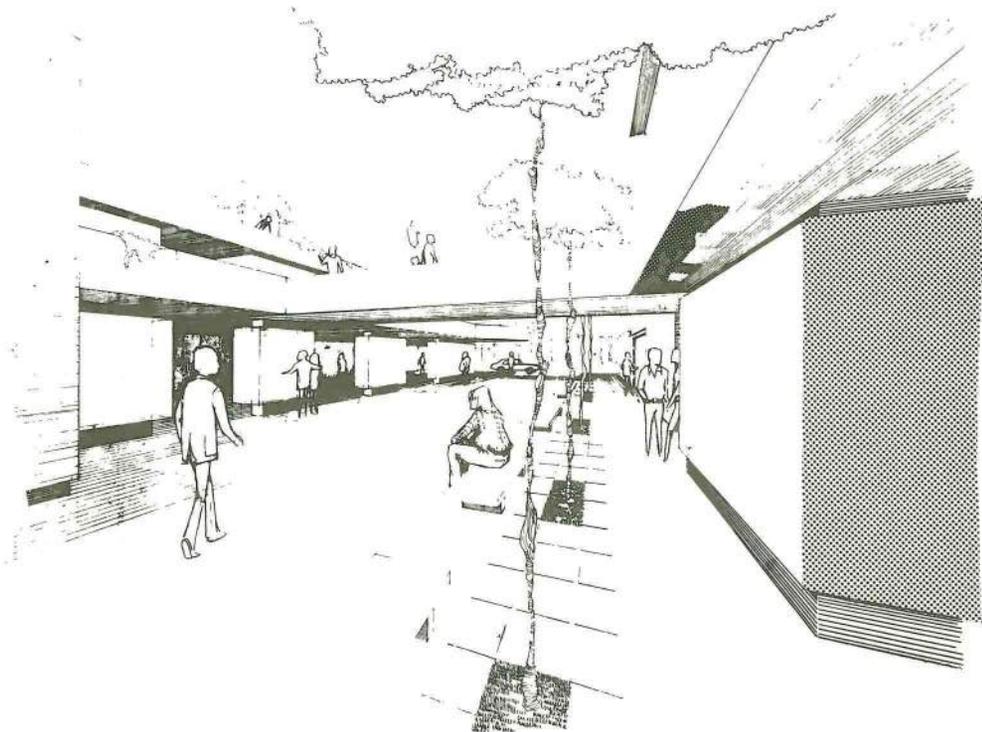
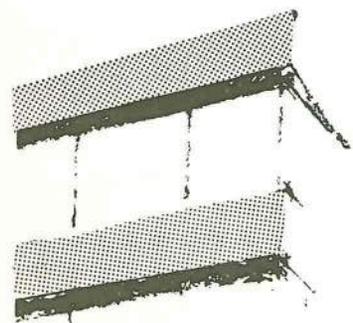


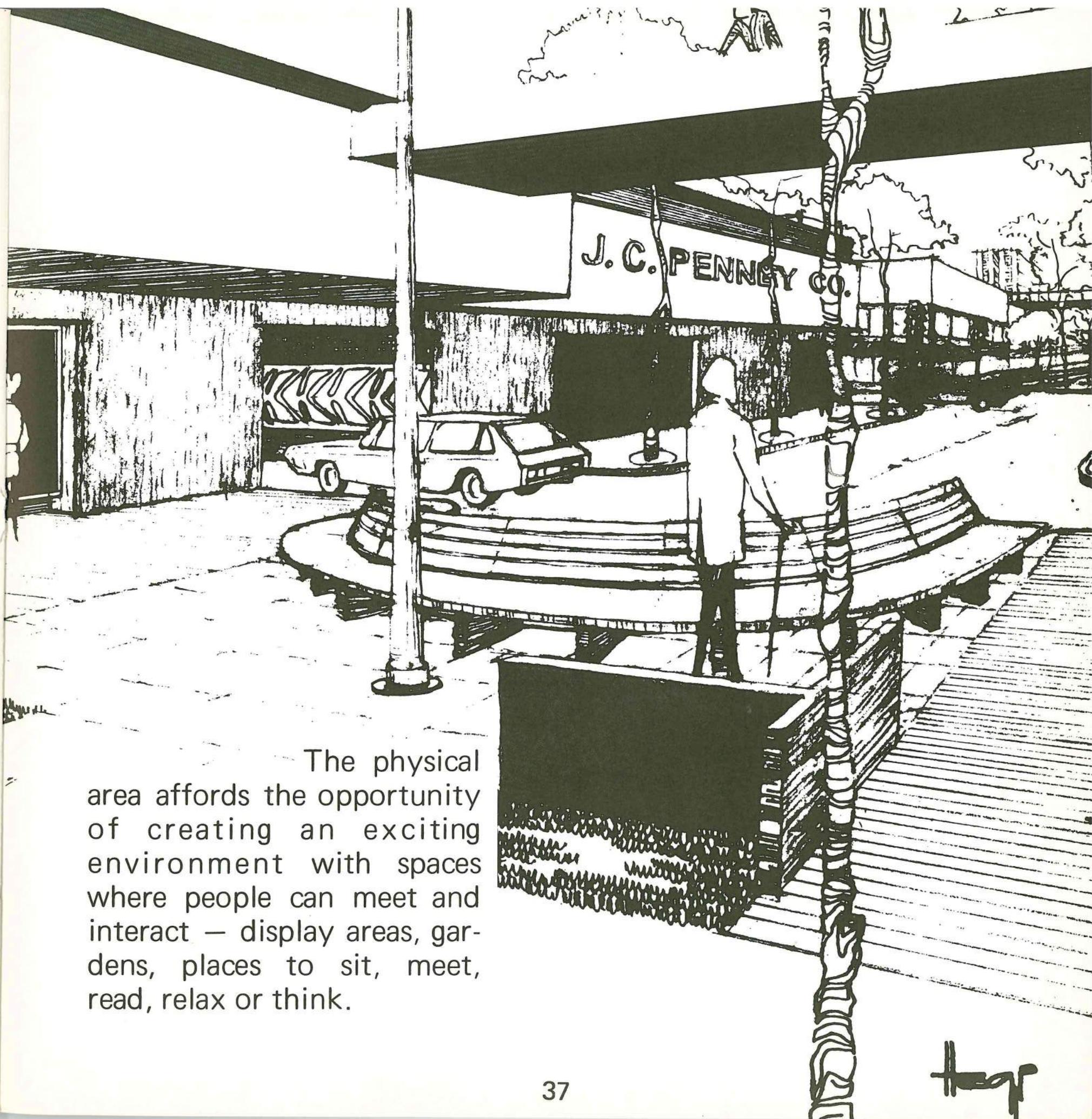
# CONCEPT

- |  |  |  |  |
|--|--|--|--|
|  | OFFICE, PUBLIC SEMI-PUBLIC, RESIDENTIAL. |  | SECOND LEVEL WALKWAY + POSSIBLE EXTENSIONS.  |
|  | WHOLESALE, STORAGE, TRANSPORTATION.      |  | 4 <sup>th</sup> ST. MALL, BROADWAY BOULEVARD |
|  | MAJOR ACTIVITY AREAS.                    |  | NORTH-SOUTH UNIFIERS                         |
|  | RETAIL CORE EXPANSION.                   |  | SENSE OF ENTRY AND MOVEMENT FROM.            |
|  | MAJOR PARKING.                           |  | FOCAL POINT.                                 |
|  | MAJOR RETAIL.                            |  |  |

The Fourth and Broadway Malls are designed solely for pedestrians. They are closed to all but emergency vehicles allowing and promoting easy pedestrian movement between retailers.

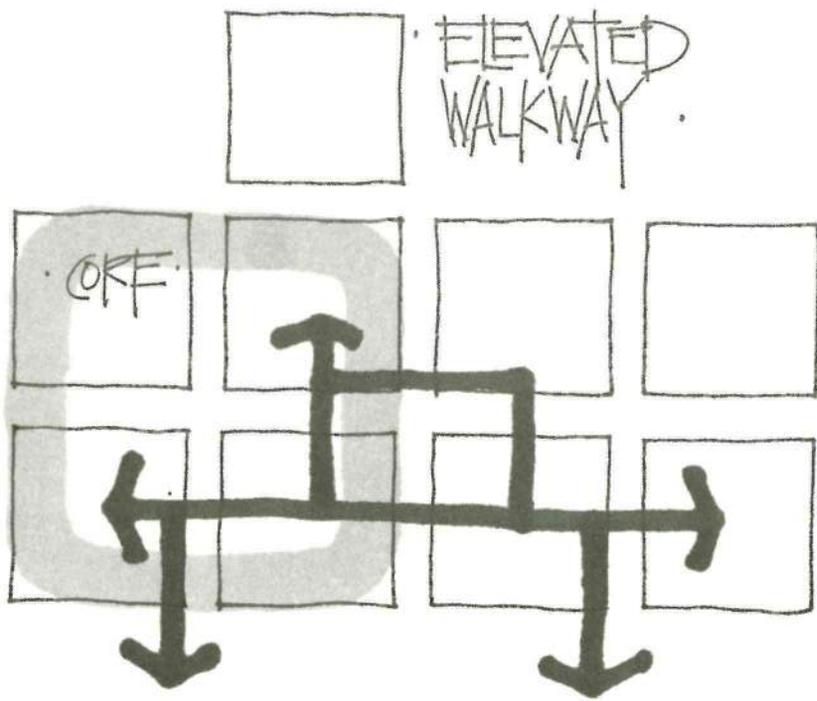






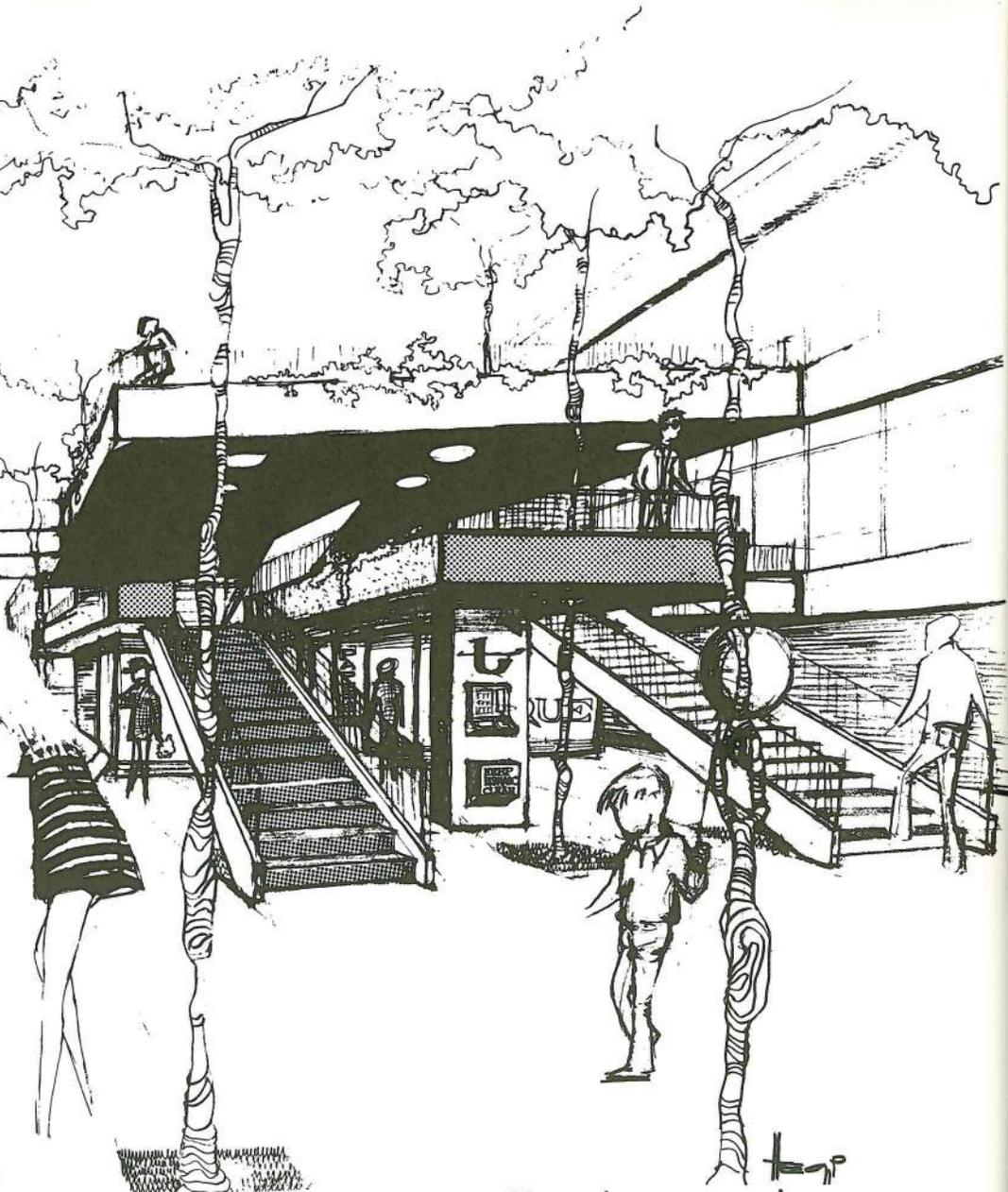
The physical area affords the opportunity of creating an exciting environment with spaces where people can meet and interact — display areas, gardens, places to sit, meet, read, relax or think.

The freedom of movement afforded pedestrians in the Fourth Street Mall is further augmented by a climatized elevated walkway system.





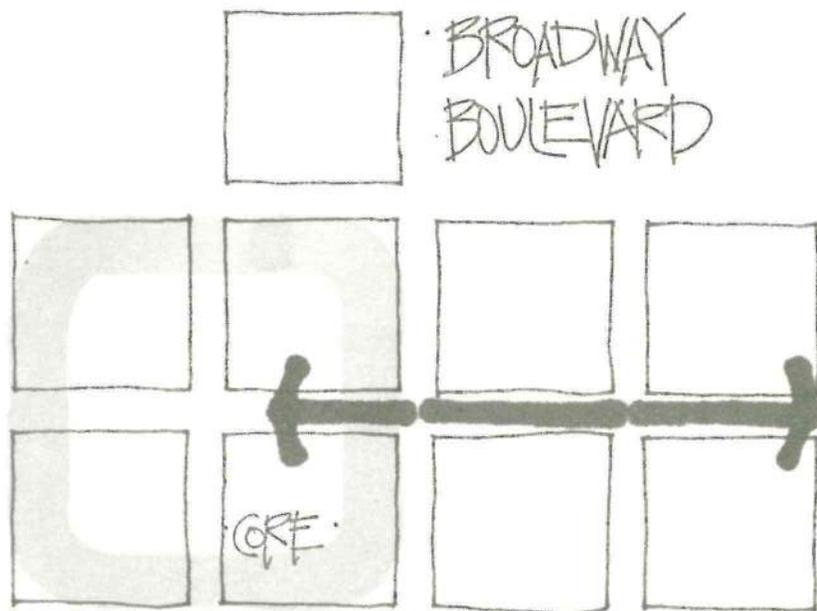
This system connects the Mall with parking facilities, enclosed arcades of small stores and offices, and the hotel in the block between Sixth and Seventh Streets. In passing through the two blocks to the hotel, the walkway is an elevated arcade of shops and offices. The arcades along the walkway can establish their own identities and yet combine to relate to and thus unify the whole system. The walkway also has a loop to the north connecting Penney's Department



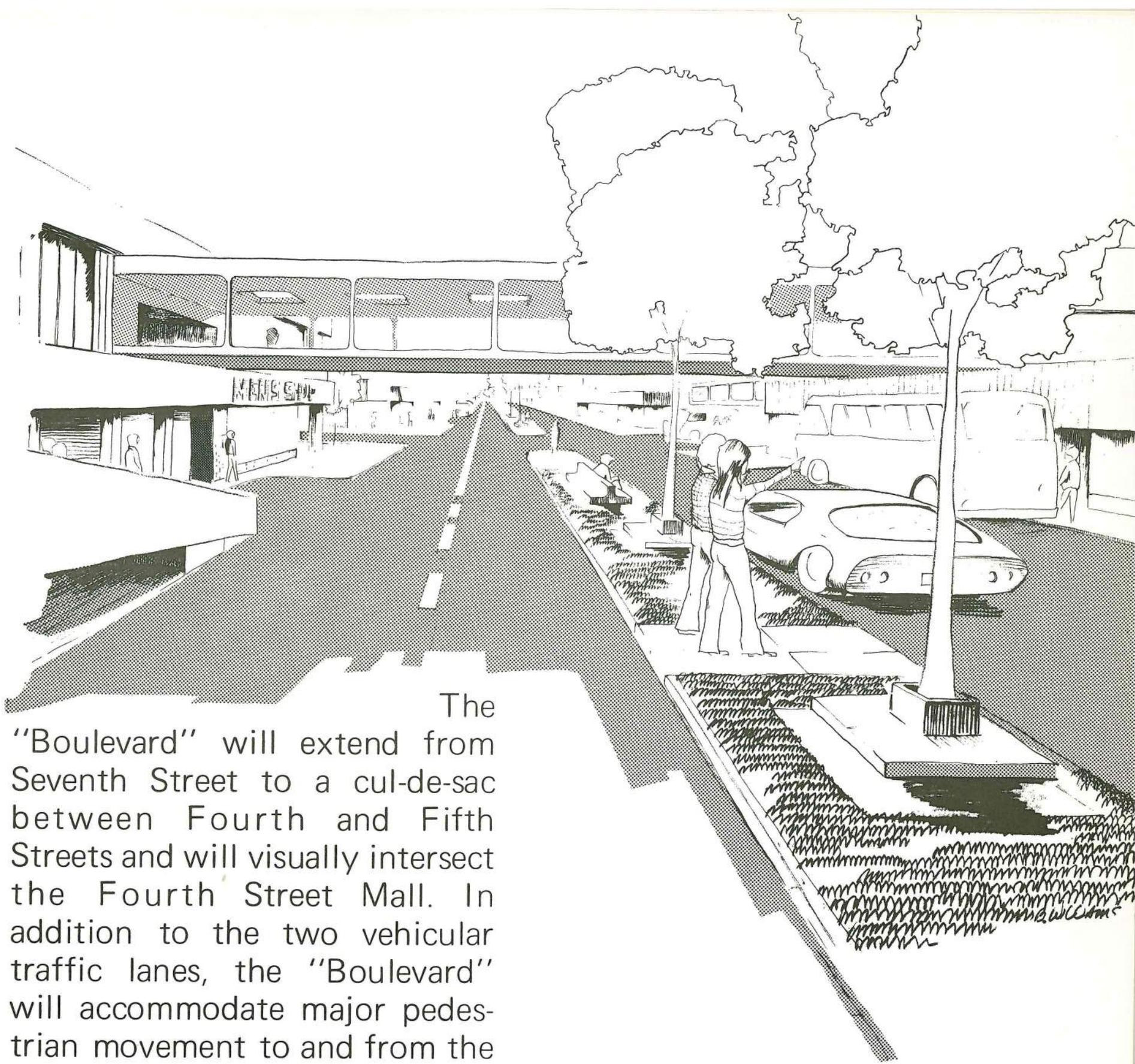
Store, the small shops along Broadway Boulevard and the Parkade. The pedestrian bridges to the blocks south of Main Street are visually significant to people moving along Main Street, providing a sense of entry, progression through, and movement from a unique part of town.



Broadway "Boulevard" (a combined pedestrian and vehicular facility) is an element providing an east-west unification of downtown Bismarck. The "Boulevard" will be tree-lined, with trees and plantings also separating the two moving lanes of traffic. Convenient pickup and drop-off lanes will be provided for shoppers.

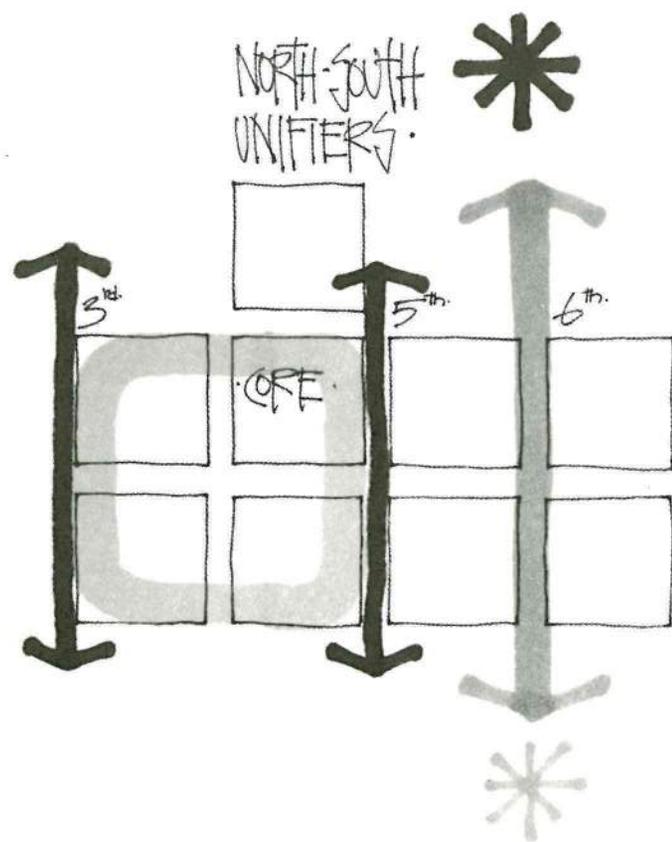


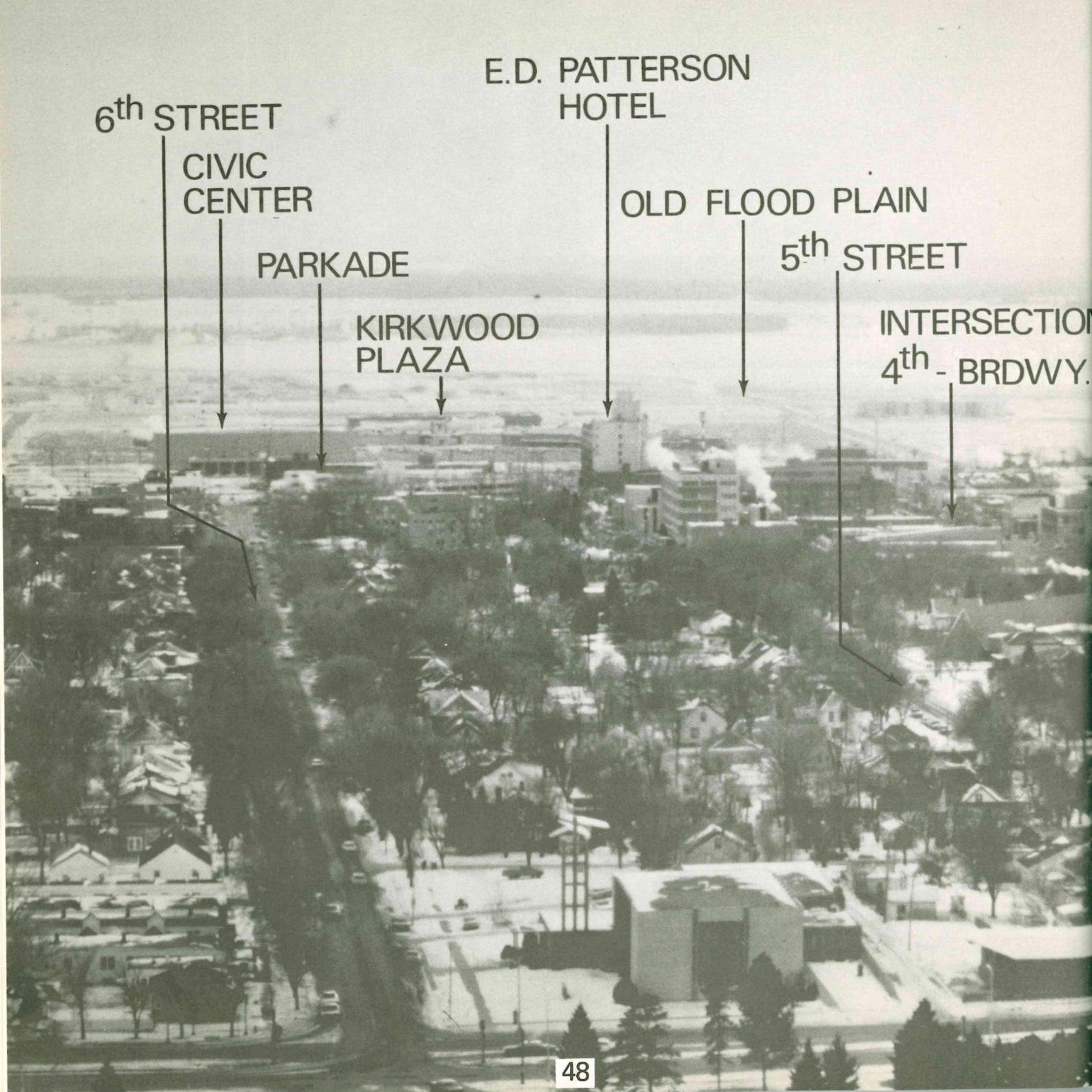




The "Boulevard" will extend from Seventh Street to a cul-de-sac between Fourth and Fifth Streets and will visually intersect the Fourth Street Mall. In addition to the two vehicular traffic lanes, the "Boulevard" will accommodate major pedestrian movement to and from the Mall, thus creating a physical east-west tie.

Three major through streets, Third, Fifth, and Sixth, are significant in connecting the northern and southern portions of Bismarck. As elements of unification, these streets pass through the CBD and connect the major activity centers, thereby establishing a relationship between the Mall, the CBD, and other portions of Bismarck.





6<sup>th</sup> STREET

CIVIC CENTER

PARKADE

KIRKWOOD PLAZA

E.D. PATTERSON HOTEL

OLD FLOOD PLAIN

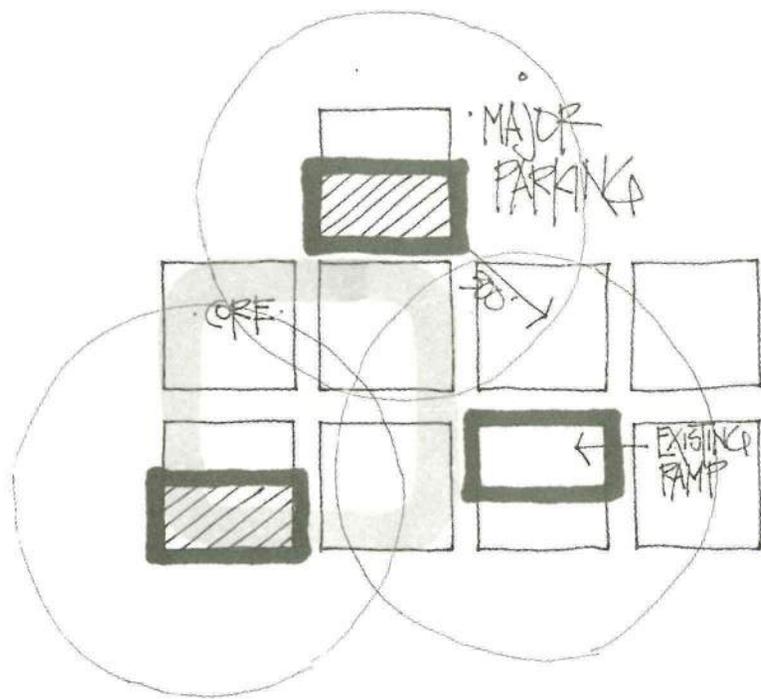
5<sup>th</sup> STREET

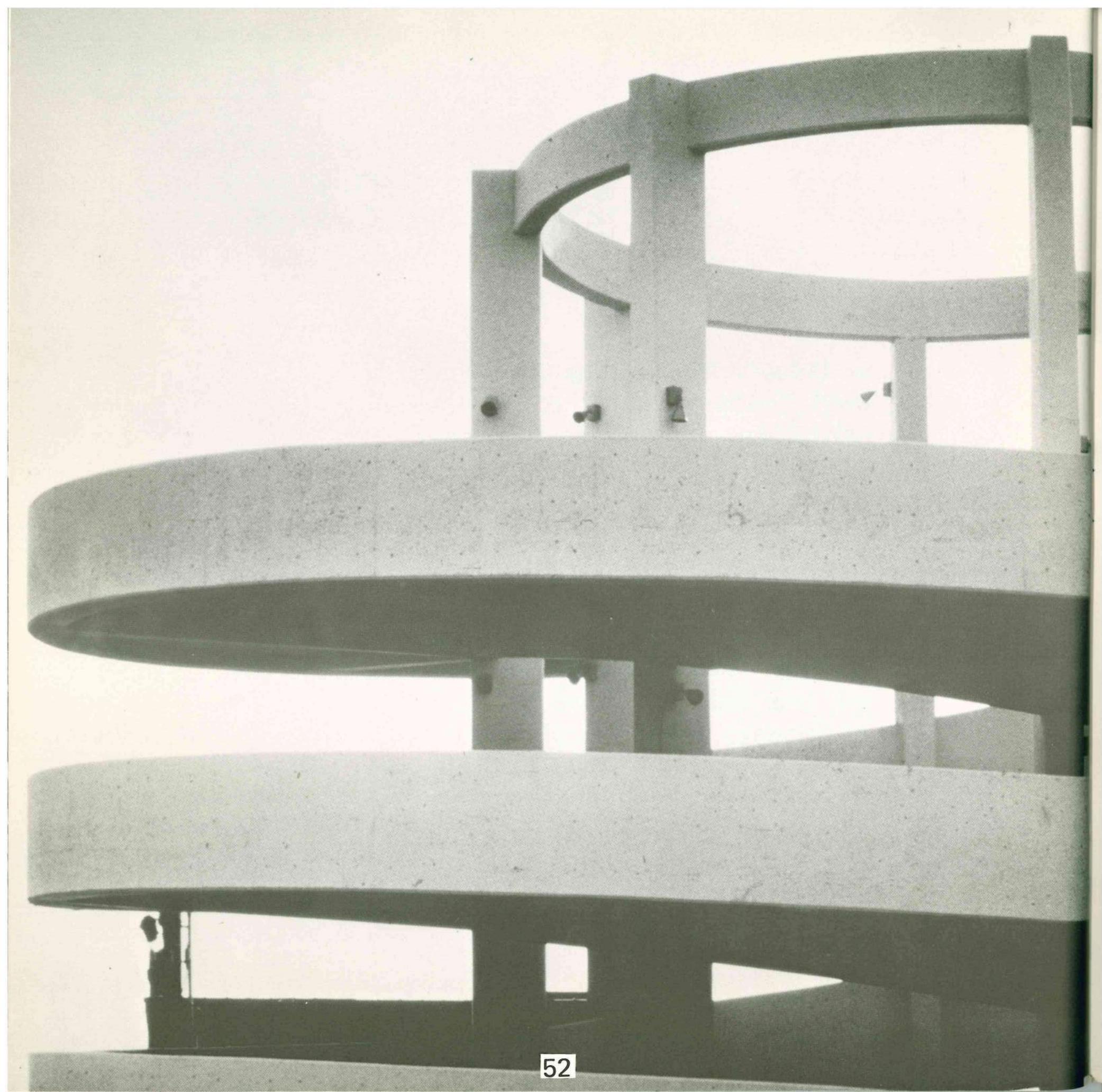
INTERSECTION  
4<sup>th</sup> - BRDWY.

Third Street and its ultimate alignment with Fourth Street north of Rosser provides a link between the residential neighborhood south of the CBD, and the residential neighborhoods to the north. Fifth Street provides access between Kirkwood Plaza, the CBD, and the northern residential neighborhoods. Within the CBD proper on both Third and Fifth Streets are pickup and drop-off lanes (waiting lanes) for shoppers' convenience. These two streets emphasize the CBD's geographical significance as Bismarck's retail center, and thus act to unify the central area and the major residential neighborhoods both to the north and to the south.

Sixth Street is an important scenic connection between the State Capitol grounds, the CBD, and the Civic Center. The capitol grounds are visible from nearly all points along Sixth Street, while the Mall is visible to the west, down the tree-lined Broadway "Boulevard" from its intersection with Sixth Street. Future hospital expansion may close Seventh Street to through traffic, and Sixth Street, through its alignment with Seventh Street near the Civic Center, will become a major north-south connector street.

Parking has been located so that once automobiles have gained access, the pedestrian movement system, and thus the stores and offices adjacent to it, are easily accessible. Two parkades (parking ramps) are an integral part of the elevated walkway system; with a surface lot north of Thayer Avenue serving both the Mall and the office district. (The capacity of this lot can be expanded by construction of a ramp facility if and when demand warrants.)



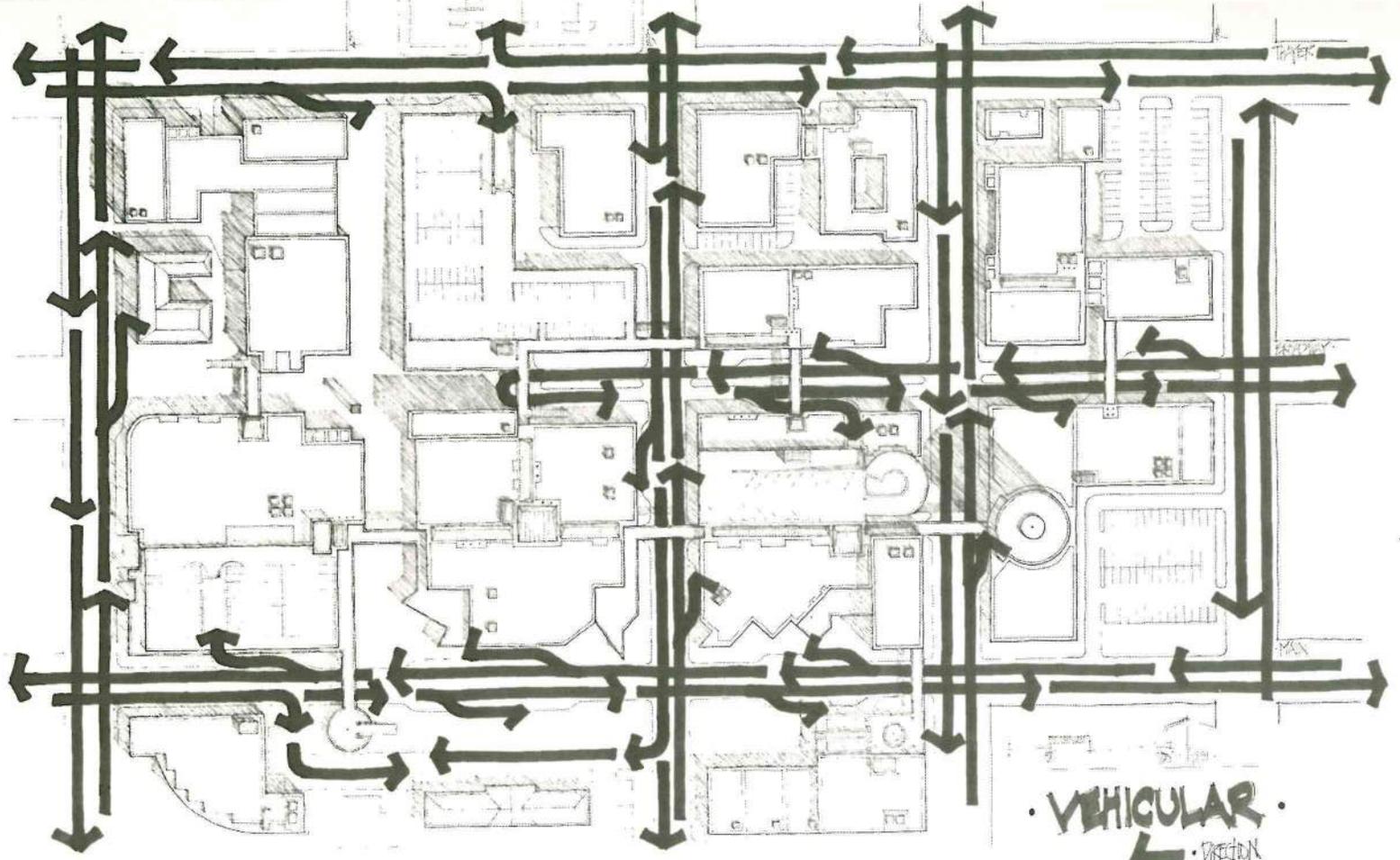


The recently completed Parkade, with street level store space and upper level parking, could serve as a model for future parking structures. With the integration of shops, offices and walkways into the parkades, the present automobiles' dominance of the area will be properly subordinated to pedestrian movement.



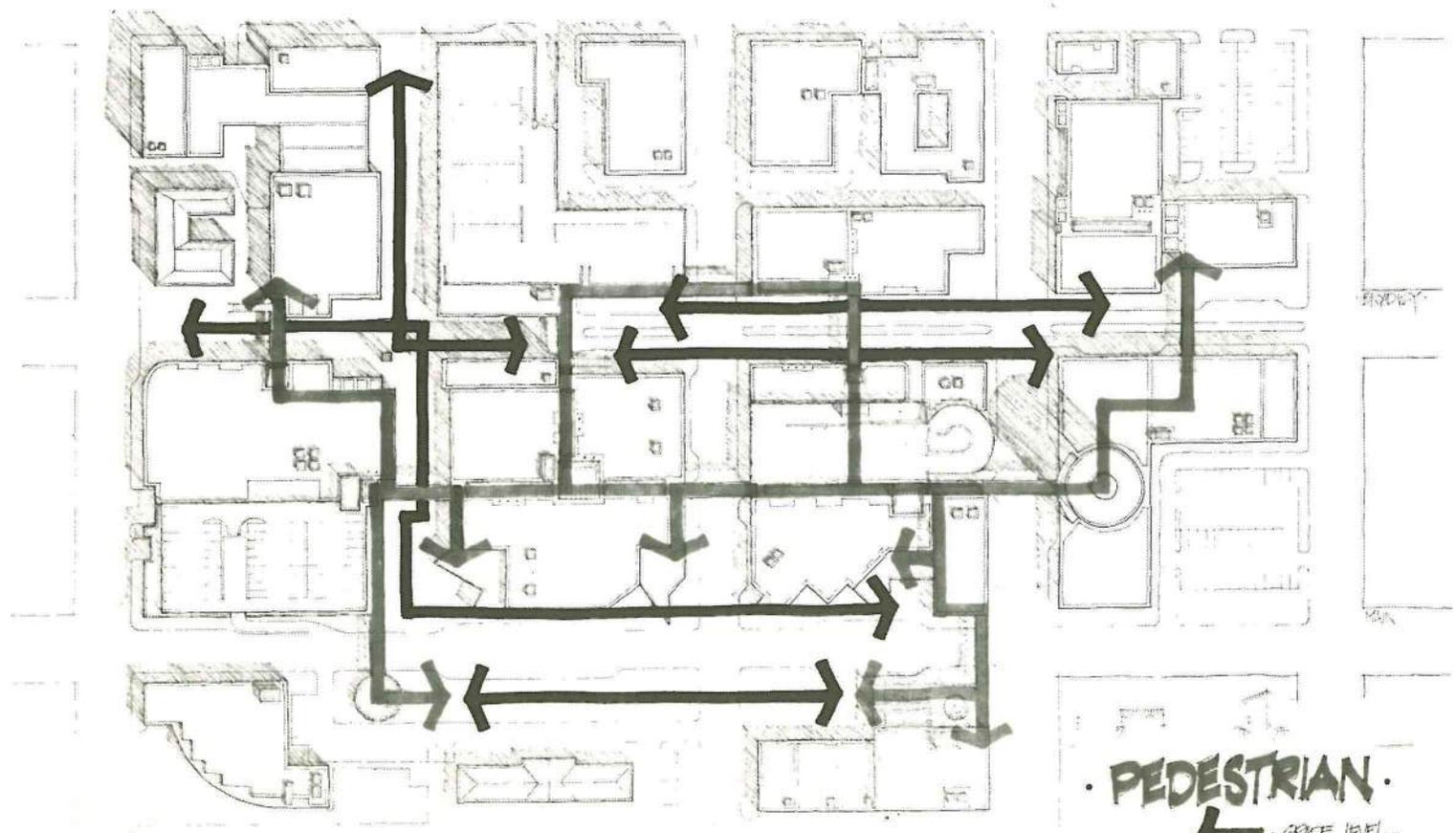
plan  
element

relation-  
ships

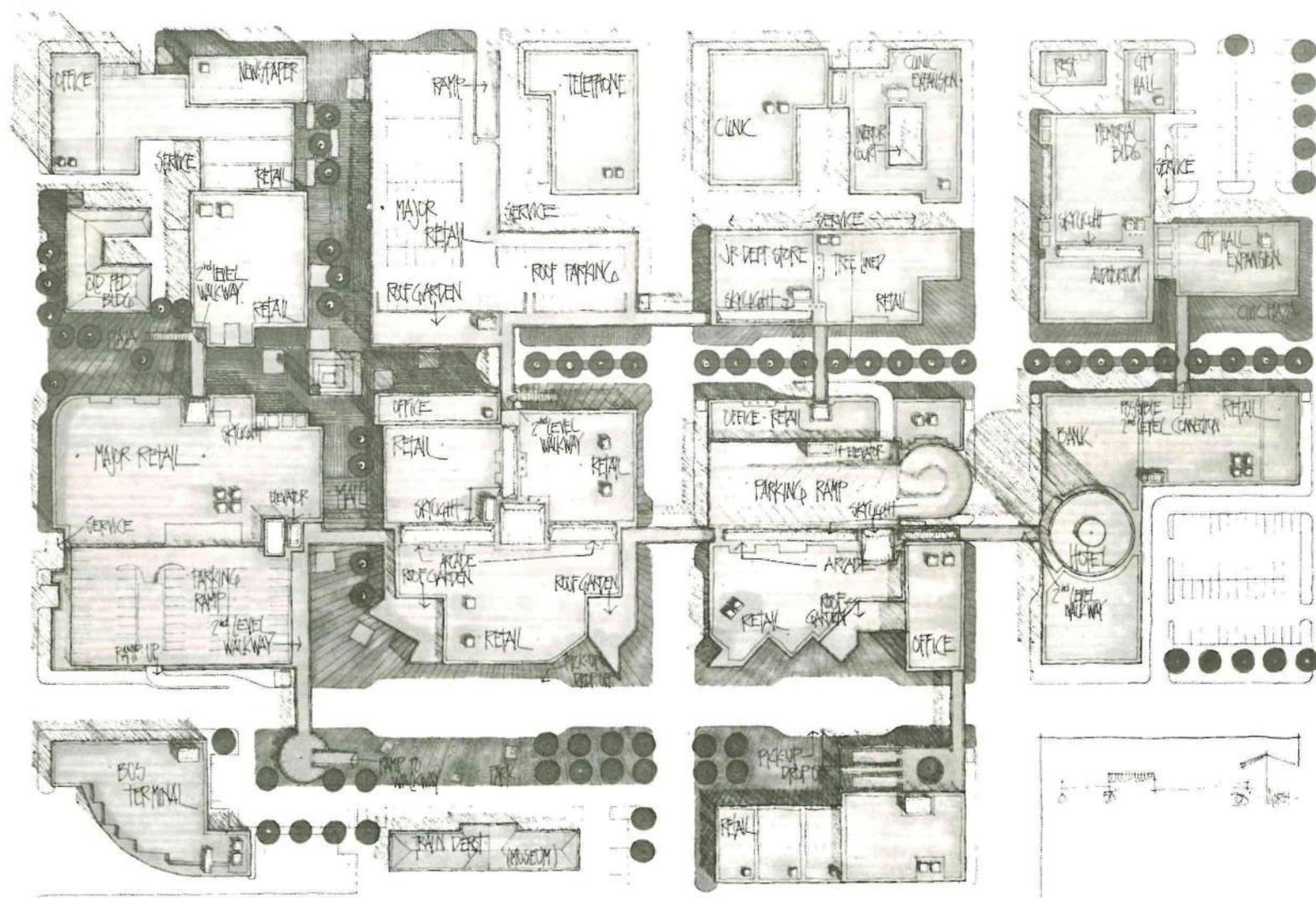


• VEHICULAR •  
← PEDESTRIAN

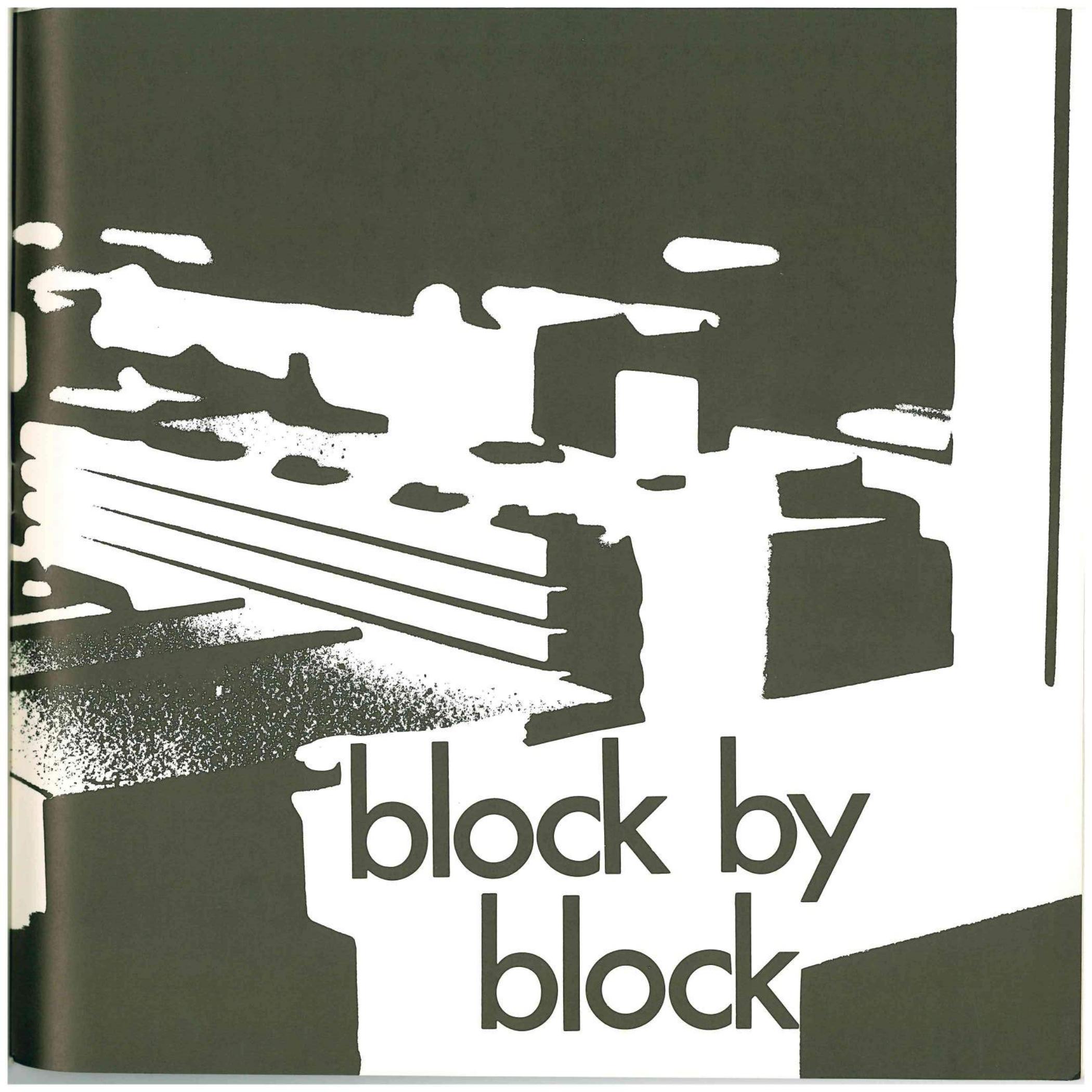
# circulation



• PEDESTRIAN •  
← GRACE LEVEL  
→ 2<sup>nd</sup> LEVEL

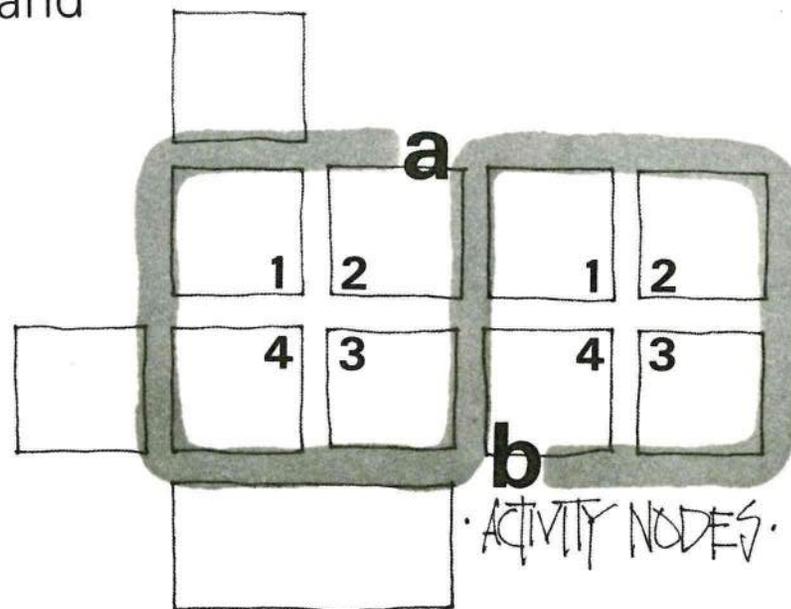


**ILLUSTRATIVE**

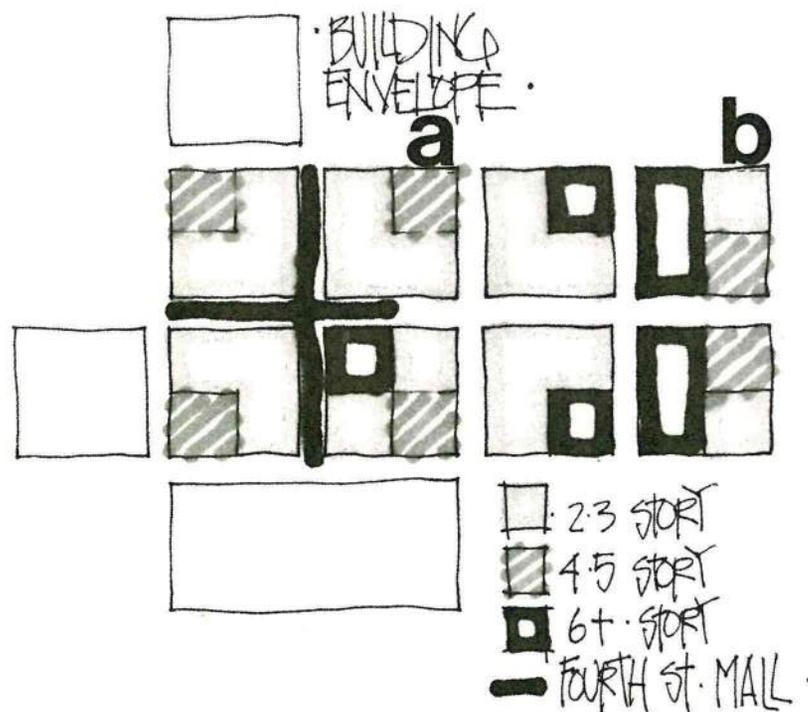


block by  
block

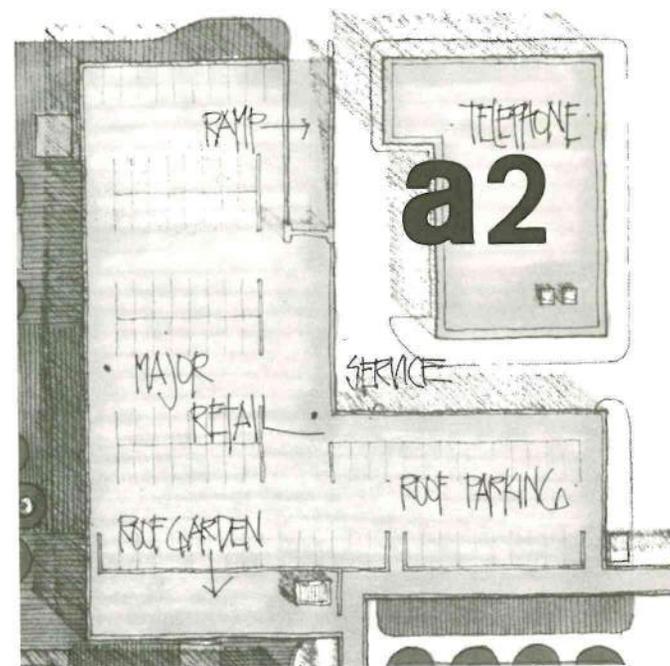
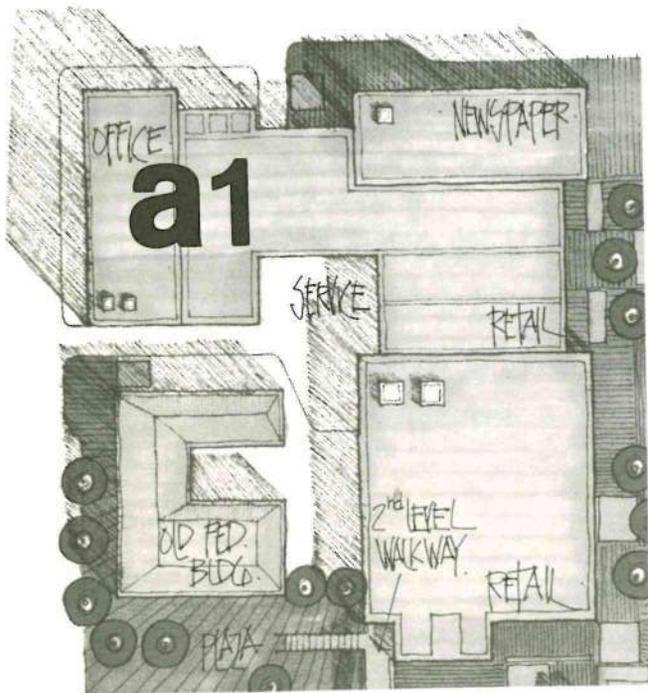
Within the framework of unification elements, two areas have emerged as activity nodes (areas) of major concern: Area A, the four block retail core immediately adjacent to the Fourth Street Mall; and Area B, a four block area of mixed use surrounding the intersection of Sixth Street and Broadway. Because of their uniqueness in location and their importance to Bismarck, this design study has concentrated on these areas to insure proper growth and redevelopment.



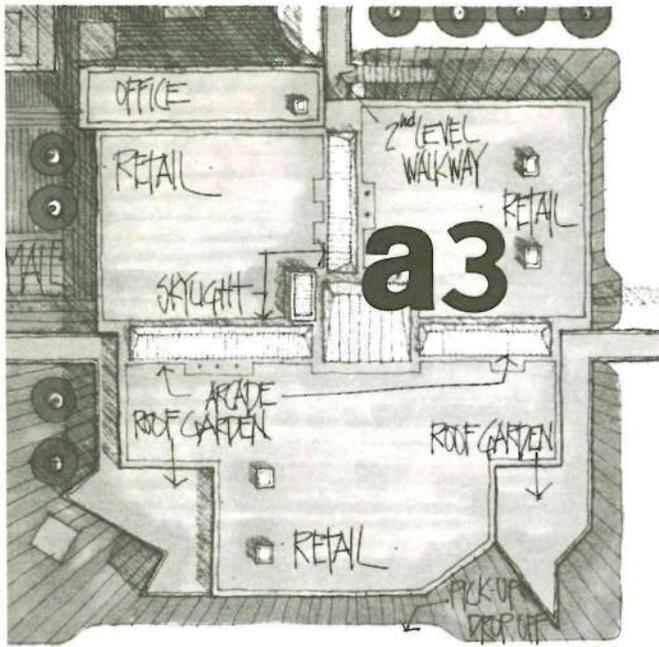
Two additional areas of lesser significance in the central area but yet in close proximity to Areas A and B would be: the office development to the north and west; and the transportation-industrial district to the south. These areas which combine to generate the pedestrian movement so vital to the livelihood of central Bismarck, must be designed to function together for the purpose of accommodating pedestrian movement within the downtown, moving vehicles to and from the area, and facilitating the transition between the vehicular-pedestrian movement systems.



Block A-1 would retain the old Federal Building and the small shops on Fourth Street, which will be on the Mall. Proposed for the northwest quarter of the block is either an office tower or newspaper facility expansion. Service for the block would be provided by a central node accessible from both Third Street and Thayer Avenue.



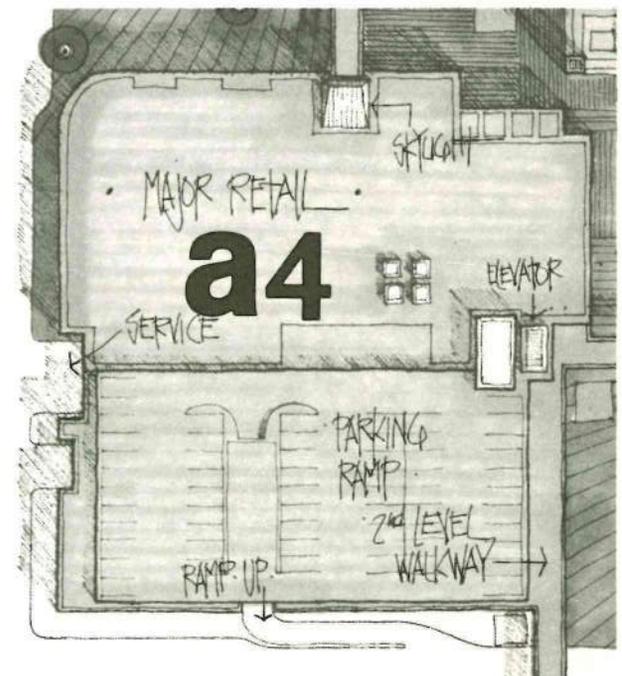
Block A-2 allows for the possible expansion of Penney's Department Store along the Fourth Street Mall. The existing Penney building, as well as the Bell Telephone Building, would be retained. The block would be connected by the walkway system to the east to Block B-1, and to the south to Block A-3. Service would be from a central node accessible from Thayer Avenue and Fifth Street.



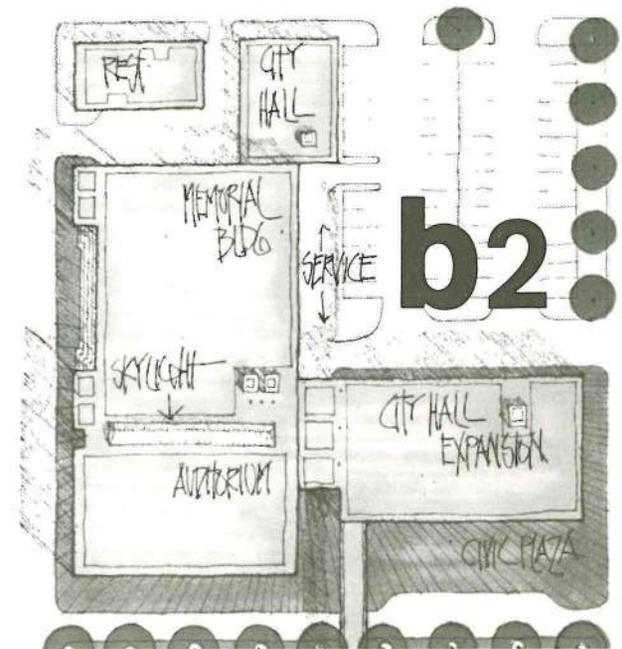
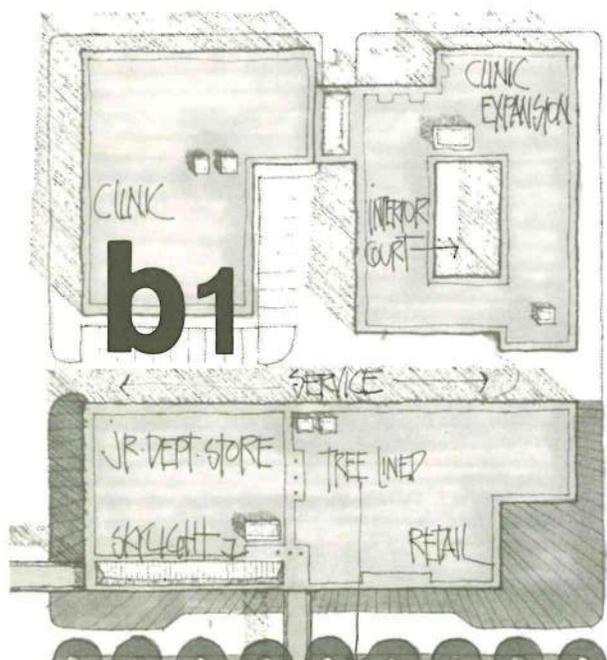
Block A-3 would be redeveloped with small shops fronting on the Mall, Broadway "Boulevard", and Main Street. Second level shops and offices would be accessible from an arcade along the elevated walkway. The office building on the northwest corner of the block would be retained. Service for the block would be provided from a central node accessible from Fifth Street.

Block A-4 will contain another department store, possibly Sears, on the northern half of

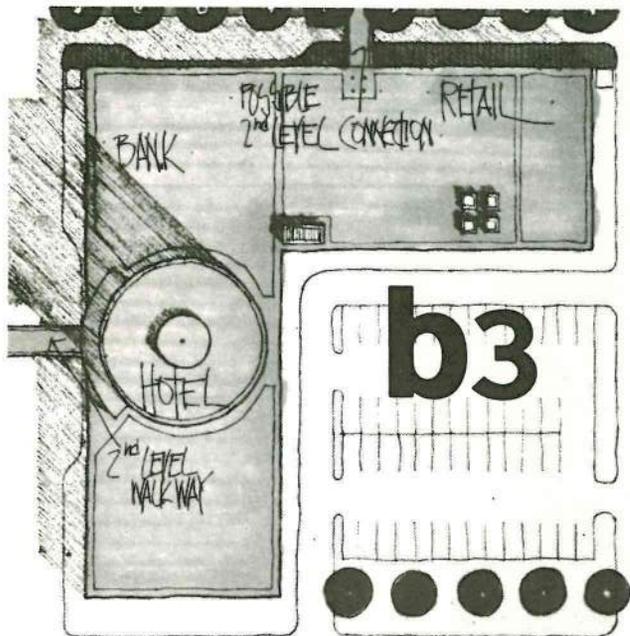
the block. The First National Bank of Bismarck in the southeast corner of the block would be retained and become part of a multi-level parking structure on the southern half of the block. Between the bank and department store would be elevators providing access to the upper level pedestrian walkway connecting this block to the hotel in Block B-3, and blocks to the south. Service will be from a central node accessible from Third Street.



Block B-1 anticipates the expansion of the Quain and Ramstad Clinic into the north-east corner of the block. The southern half of the block would contain a junior department store, or small shop facilities with second floor shops and offices connected to Blocks A-2 and B-4 by the elevated walkway. The block would be serviced from an alley accessible from Fifth Street and Thayer Avenue.

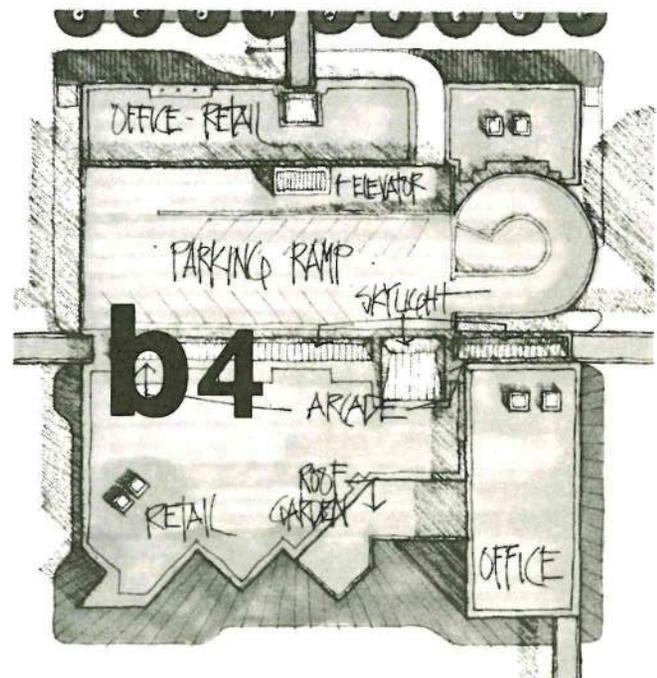


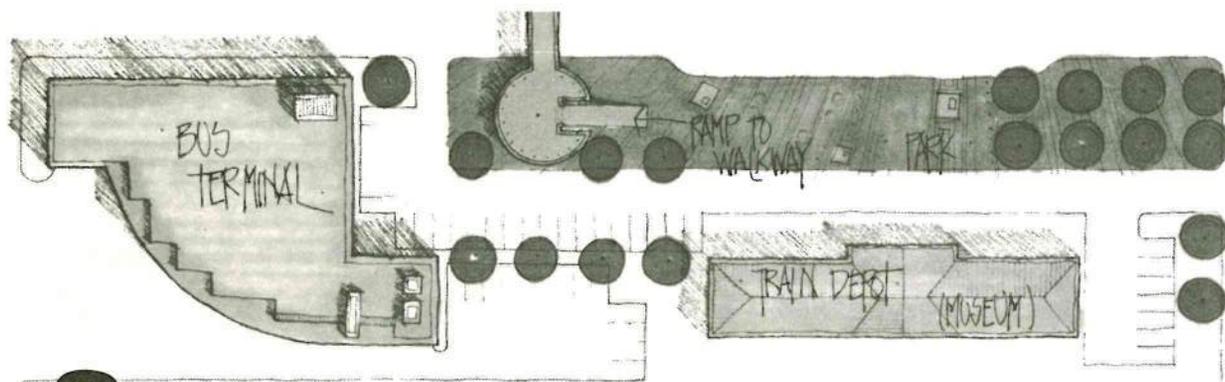
Block B-2 would allow space for the consolidation of local governmental offices in a City Hall expansion wing, and a small green space on the southeast corner of the block, visually signifying the eastern edge of Broadway "Boulevard".



Block B-3 would contain the transient housing facility, and would be connected to the rest of the central area by the elevated pedestrian walkway.

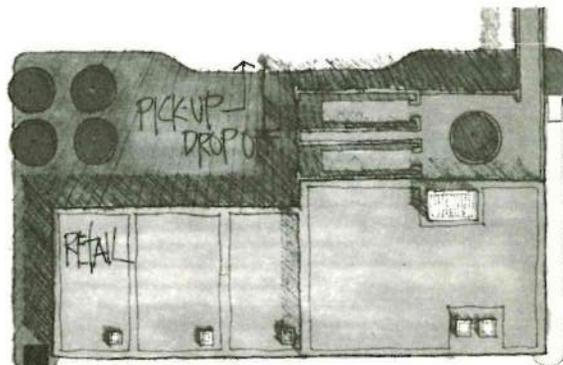
Block B-4 would retain the Parkade and its small shops and offices on the northern half of the block. The southern half block will contain small specialty shops on both the street level and the upper level arcade. Located on the southeast corner would be a 5-7 story office tower. The walkway connects this block to Blocks B-1, B-3, A-3, and the expansion block to the south. Service for the block would be from an alley accessible from Fifth and Sixth Streets.





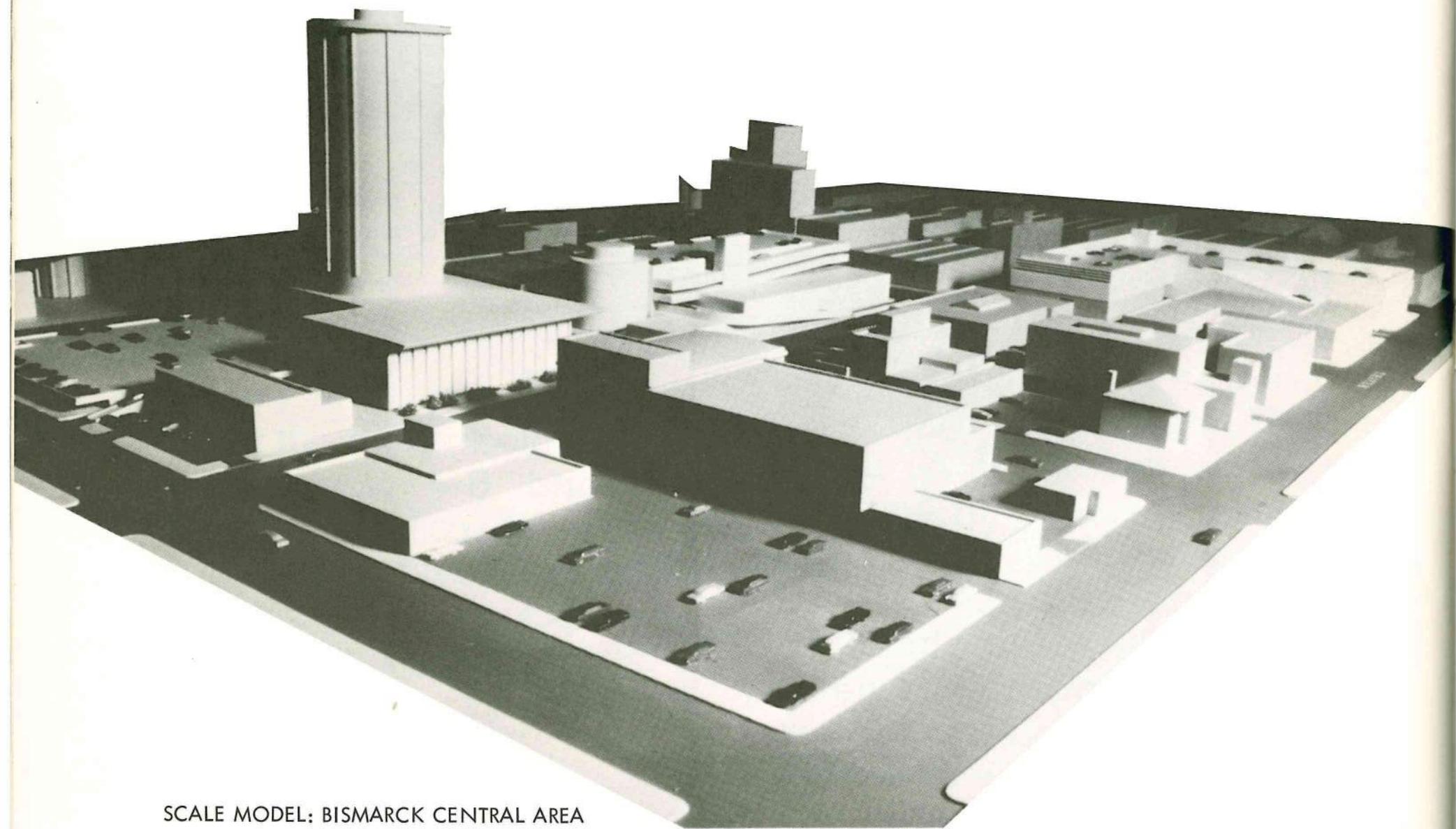
**a**

The block immediately south of Blocks A-3 and A-4 would contain the existing train station and the proposed bus terminal, and would be connected to Block A-4 by the elevated walkway. (In the event that the train station is abandoned by the railroad it could be re-modeled and used by the community, possibly as a museum.) The train station parking lot would be landscaped and converted to a small park. A limited amount of short-term parking would be provided to serve both terminals.



**b**

The block south of Blocks B-3 and B-4 would remain commercial, composed of small shops, possibly a grocery store. This block would be connected to Block B-4 by the elevated walkway.



SCALE MODEL: BISMARCK CENTRAL AREA

## ACKNOWLEDGEMENTS

Urban Planning Consultants, Inc.,  
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North Dakota State Highway Department

Urban Renewal Agency and Staff

### Participating Urban Planning Consultants Staff:

Project Director/John S. Rader

Brochure and Photographic Design/Barry Williams

Mall Concept, Design and Map Illustrations/Carl Di Donato

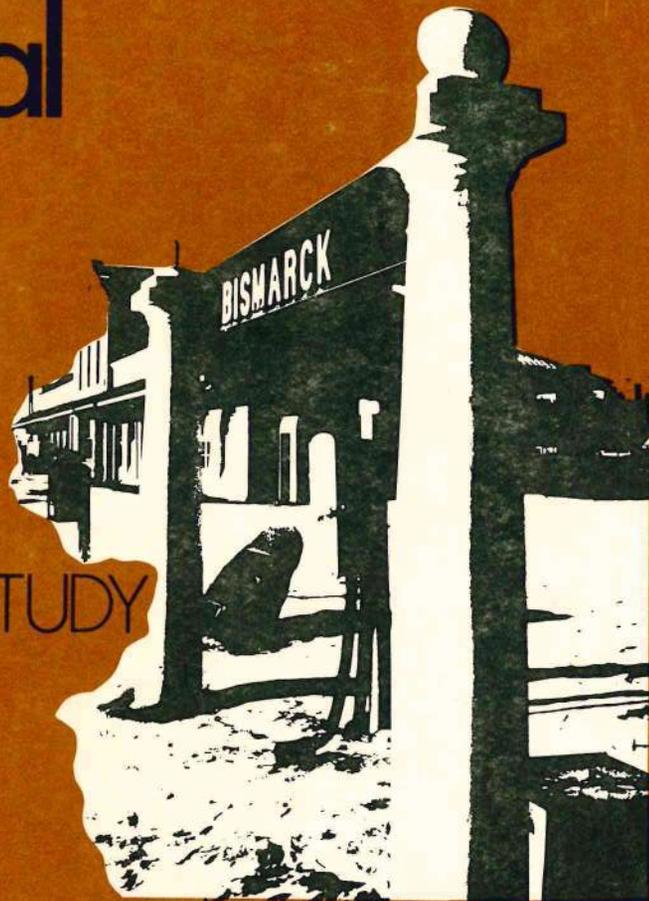
Text and Editing/Carl Di Donato, Philip Hall, Carol Karnafel, James Meloy

Drawings; pgs. 36, 37, 40/Leslie Hegyi

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Pg. 41, Photograph of Second Level Walkway, St. Paul, Minnesota

central  
area

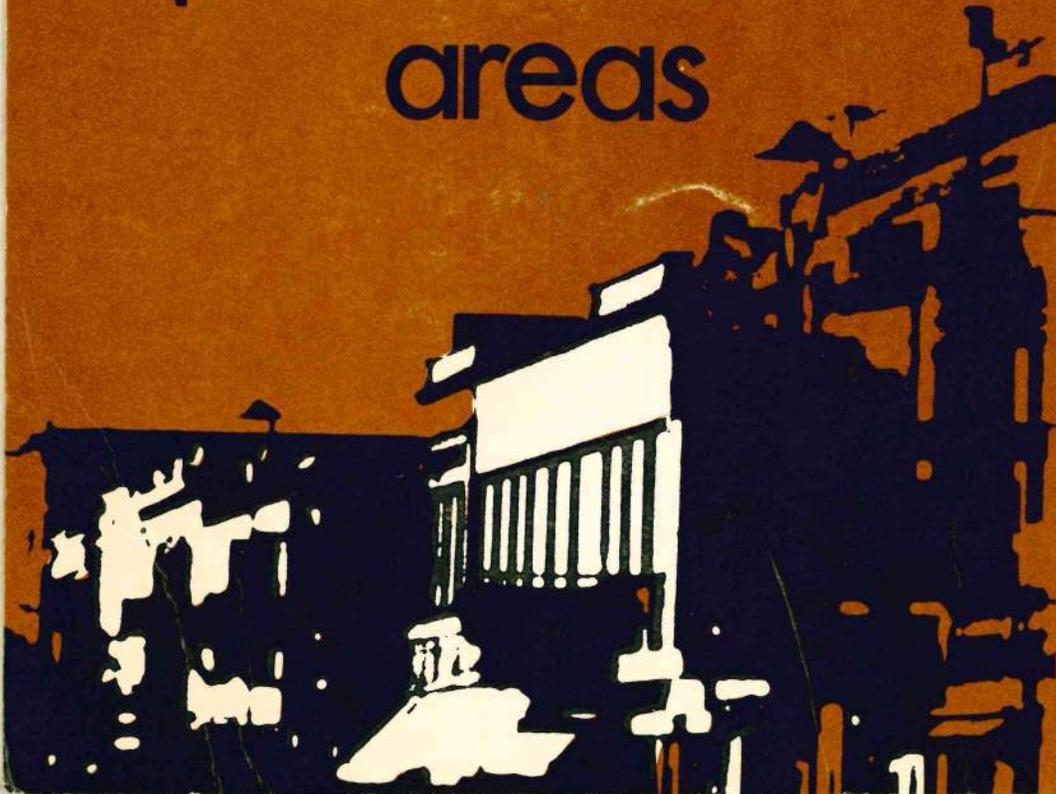


DESIGN STUDY

existing  
situation



problem  
areas



concepts

