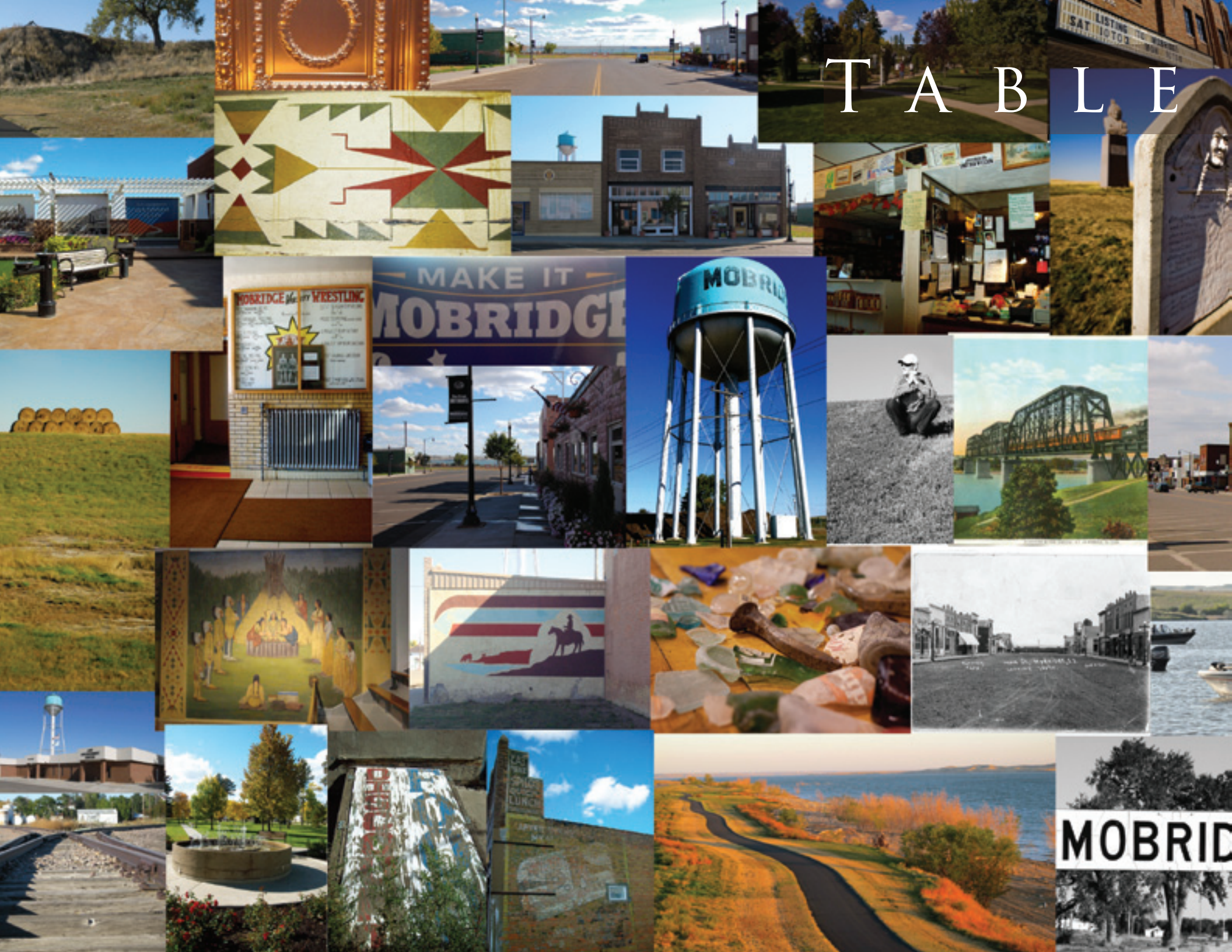


LISTENING TO MOBRIIDGE

# T A B L E



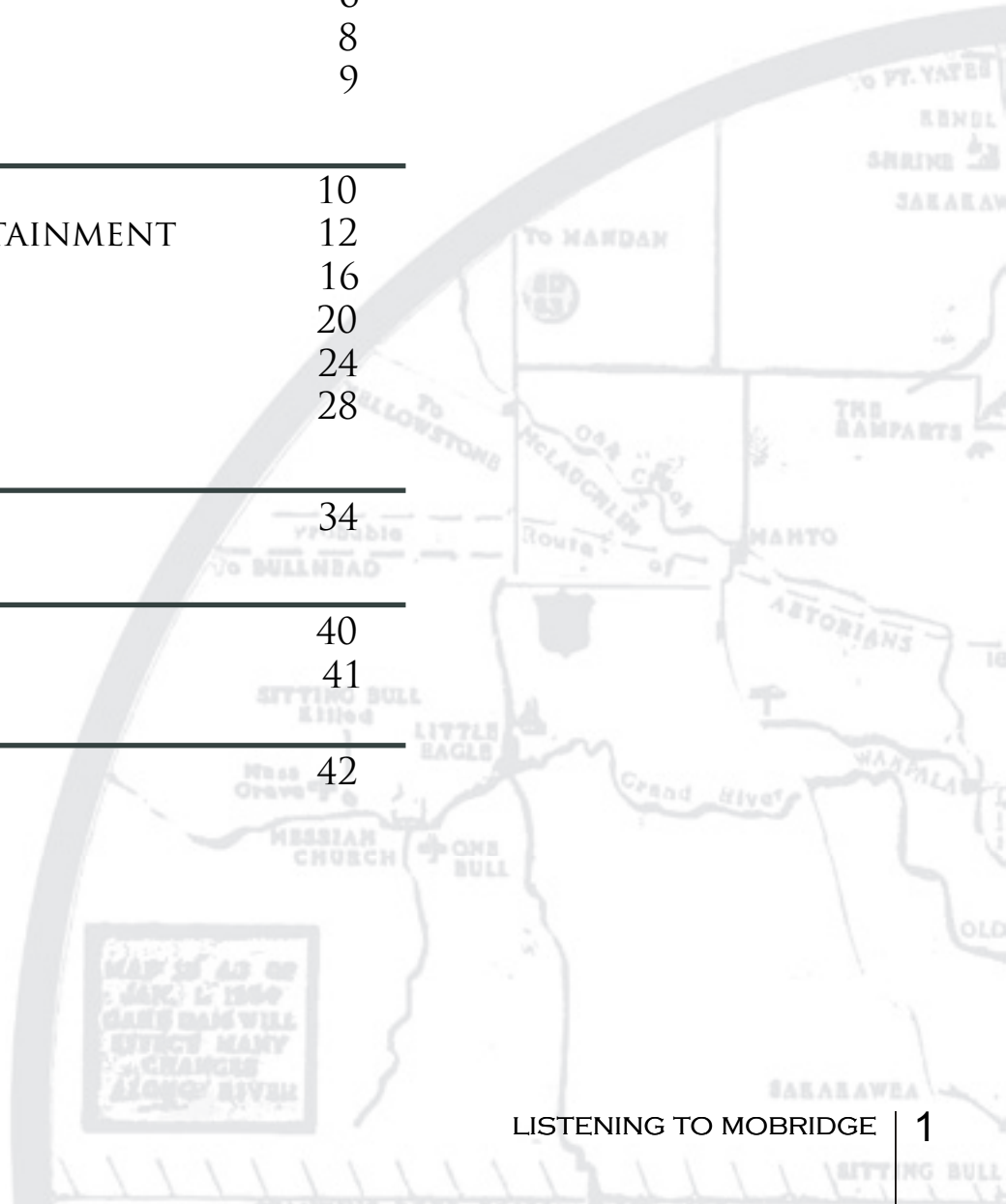
MOBRIDGE



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# INTRODUCTION

In the fall of 2010, officials from the city of Mobridge approached the University of Utah College of Architecture + Planning to help explore the possibilities for developing a newly acquired parcel of land along the Lake Oahe waterfront. Students from the College's Department of City & Metropolitan Planning were asked to help identify community needs and desires in order to inform what might be the potential uses of the waterfront property. Our goal was to understand what the people of Mobridge wanted and needed, and provide development strategies that would help strengthen the existing infrastructure and amenities that Mobridge offers its citizens and visitors.

The town has been shaped over time by its location and its people. The beautiful natural surroundings and central location on the banks of Lake Oahe provide ample opportunities for recreation and tourism. The community offers a unique sense of place with one of a kind shops and restaurants. The strength of the town's existing natural and social elements have potential to create a strong economic core for the region. In order to create meaningful and successful development it will be important to draw upon the existing local knowledge and to utilize local skills. There is an opportunity to not only create an economically, environmentally,

and socially sustainable development, but to also reinforce the existing businesses and assets of the town through the alignment of the city's investment strategies. With appropriate investment and development of the site comes great potential for an economic spillover effect that will strengthen current city infrastructure and businesses. Other amenities and attractions within Mobridge will benefit from the people drawn to the waterfront site.

This document sets out to look at future development opportunities for the Mobridge's waterfront parcel. We first look at a brief history of the town, consider how the past shaped the current conditions and how it might be helpful to inform future development. We provide an analysis of the site's current condition and accessibility. Through site analysis, case studies, community surveys and conversations, a set of possibilities for the site emerged. These possibilities are broken down into the following subcategories: Performing Arts and Entertainment, Pathways, Landscape, Water Interface, and Housing. In addition to the possibilities, we will look at potential strategies and stages of development.



Grand Crossing (Hwy 1804)

Main Street

Study Area

Lake Oahe



# HISTORY

Mobridge, South Dakota is a city with a rich history and an economy driven by tourism and recreation. The town has been shaped by its rich Native American roots and railroad prominence, both in the past and present. Its location as a prime crossing for the Missouri River has played a significant role in the growth and settlement of the town.

Today the rail yard that once played a significant role in the city's economy now sits mostly vacant. In an effort to revive the site's vitality, the city has obtained financing and government bonds to design and create a healthy productive area that will not only act as a gathering center for the residents of Mobridge, but will strengthen the existing businesses and community assets.

Because of its prime location and beautiful natural setting, Mobridge is recognized as a popular destination for hunting and fishing. The city is proud to be a part of organizing and sponsoring some of the largest hunting and fishing competitions in the area. The city recognizes the importance of improving the facilities

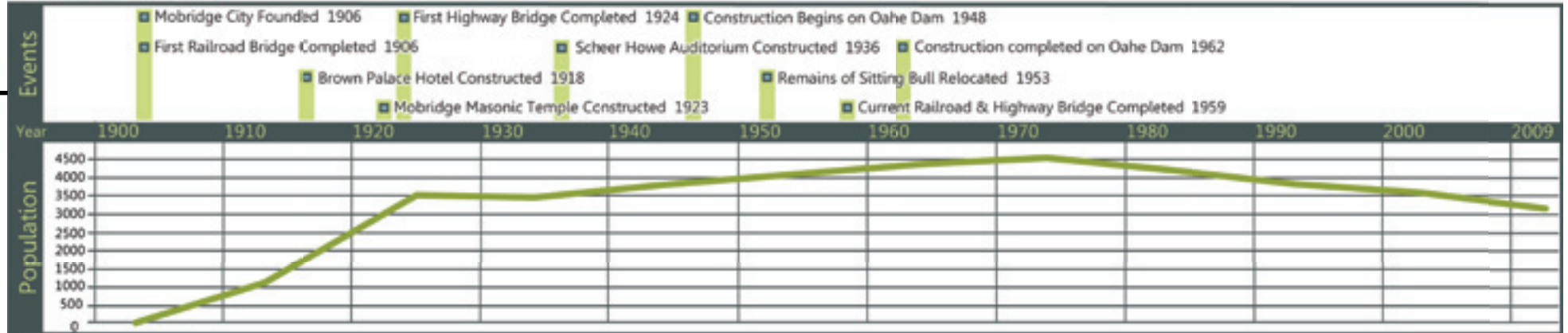
## population & history by year

and riverfront access for future competitions and tourism. By developing the river front, Mobridge has the opportunity to create a space that will be used and enjoyed by future generations.

While educating visitors about the rich history of the place, there is ample opportunity to capitalize on the booming heritage tourism industry, which is a rapidly increasing portion of the tourism economy. By creating road trip maps, websites and tourism packages, as well as a cohesive heritage tourism branding campaign, there is an opportunity to elevate Mobridge on tourist destination maps.



## Mobridge Timeline



The Arikara people were the first to inhabit the land in the 17th century (right). Construction of first bridge, c 1924 (far right).



# SITE ANALYSIS

Mobridge's 30-acre waterfront property lies between the south end of Main Street in downtown Mobridge and the shoreline of Lake Oahe. Historically used as the town's railroad depot, the site now holds little resemblance of its past.

The future of the extension of Main Street, with the South Main loop along the Lake Oahe shoreline, has great potential. Although the road presently remains disconnected by the railroad, a well designed crossing will resolve this lack of continuity. Before construction begins on the new crossing, every effort should be made to ensure that the project design accomplishes more than just traffic safety. The crossing designs should be enhanced to develop a connection that is legible and inviting for pedestrians and vehicles in order to promote linkages from both ends of Main Street. Public art, wayfinding, signage and lighting are among some of the elements that could enhance the crossing to meet multiple goals. Steps should also be taken to ensure the crossing is easily navigable by people of all abilities and ages.

Building a strong connection between Main Street and the site will be imperative to the success of the development. In order to guarantee that residents and visitors are drawn to and from the site and Main Street, the design of the "gateway" connection must incorporate the following elements: Safety, Legibility, Invitation, and Wayfinding.



Current infrastructure on and adjacent to the site includes the paved extension of the South Main loop (image 1), railroad infrastructure extends into the site (images 2, 3), paved parking amenities adjacent to the shoreline trail (image 4), and graded service road (image 5). Current electrical utilities extend parallel to the South Main Loop to service street lamps erected along both the roadway and pedestrian path running on a North/South axis (image 6). Three pedestrian paths parallel to both the shoreline and service road that branches west from the South Main Loop and parallel to the South Main Loop itself (images 6,7). A historical narrative has been integrated into the site (image 8). The open space of the site (image 9) lends to the visual strength of the site, a value which has been expressed by the residents of Mobridge. Finally, the Lake Oahe shoreline is the southern boundary of the property (image 10).





# MOBILITY

Through our study of pedestrian, bicycle, automobile, and boat access to the site, we recognized three important access points: General Access, Indian Creek Access, and Water Access, as shown on map.

The General Access will carry Interstate travelers, tourists staying in town for fishing and hunting events, and local traffic from Main Street. The Indian Creek Access has potential to promote recreational interaction from the site to by linking hiking, biking and jogging trails that already exist in the Indian Creek vicinity.



## Pedestrian

- Safe
- Comfortable
- Convenient
- Aesthetically Pleasing

## Bicycle

- Signage
- Storage
- Safety
- Designated Routes

## Boat

- Mooring Facilities
- Beach Access
- Picnic Area Access

## Automobile

- Parking
- Proximity to Services
- Adequate Vehicle Capacity

# SURVEY



A visual preference survey was conducted during the community workshop in Mobridge to depict different possibilities for the waterfront site. Images of various categories were shown on five posters: boardwalks, eateries, mixed use, open space, and miscellaneous. Participants were asked to rate each image on a scale from 0 to 5 depending on their desire to see similar features on the site. The images shown above received the highest rating from each survey poster.

In order to gather input from Mobridge residents, written surveys were conducted through our community workshop and our Listening to Mobridge website. We received a total of 117 responses from residents, youth, and visitors of Mobridge. The responses helped us better understand community values and what residents imagine for the lakeside property. Residents said they value the lake, the people, and the small town atmosphere. It was clear that the community places high value on the lakeside property and desire to see it grow and develop in a way that positively effects the environment.

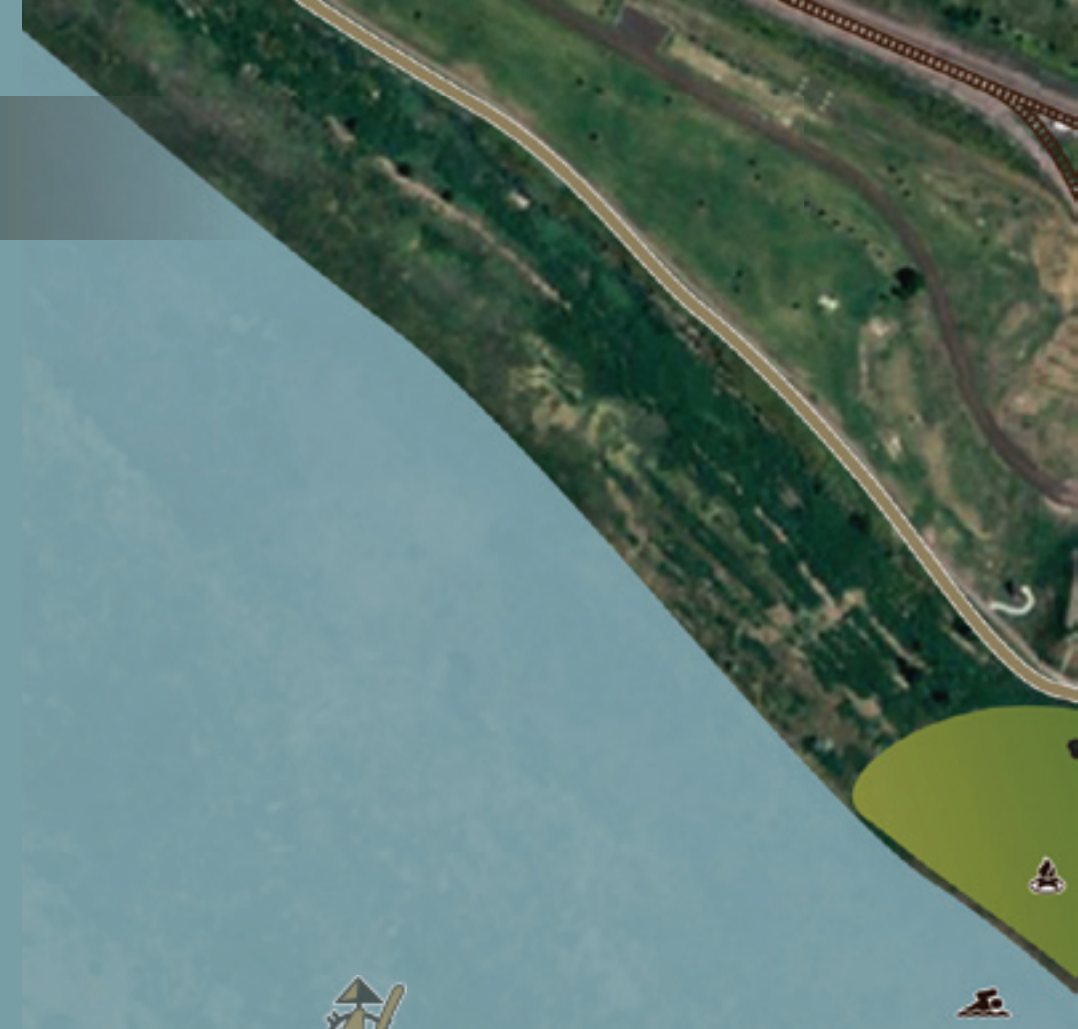
Recurring themes included the desire for more arts and entertainment as well as a better connection to Lake Oahe. Many people stated they would like more places to shop, but weren't sure if the site was the appropriate location. Recreational facilities, access to the lake, housing, and public gathering spaces were amongst the favored features to include. A majority of respondents stated an equal balance of open space and development is vital. Pedestrian friendliness, community development, and tourism were also identified as important characteristics. Much of the community is concerned about the overall design, visual and environmental impact, and compatibility with the city.

# POSSIBILITIES

From the survey results we identified key features and amenities that should be considered as possibilities for the site. Recommendations include recreational facilities, arts and entertainment spaces, and service facilities. The map on the right indicates the recommended locations of key features. While each feature's location was carefully considered, we felt it was important to weigh the features use, cost, its place in the survey results, and the manner in which it contributed to the success of other site features.

Recreational facilities will provide amenities such as picnic areas, volleyball/ basketball courts, and playgrounds in order to create a wide range of opportunities for people to enjoy the space. In order to bring an assortment of activities to the waterfront site, arts and entertainment spaces should be designed in a versatile manner to diversify functions and opportunities of the space. The arts and performance spaces give Mobridge an option to provide local culture to residents and visitors.

The site will attract a number of people and therefore should include service facilities for convenience and functionality. It is important to note that the ideas we have provided: (1) are centered on survey responses; (2) offer a mix of uses for the site; (3) are implementable over time; and (4) would serve current and future residents and visitors. The following pages provide an in depth look at key features and amenities and identify other possibilities that could enhance this site. These vary in use, cost, implementation, and scale.



- |                           |                   |
|---------------------------|-------------------|
| ① CONNECTION / ROUNDABOUT | 🚻 RESTROOMS       |
| ② HOUSING                 | 🏕️ PICNIC AREAS   |
| ③ PLAZA / COMMONS         | 🔥 FIRE PITS       |
| ④ AMPHITHEATER            | 🏪 MARKET AREAS    |
| ⑤ WATER INTERFACE         | 🏊 SWIMMING ACCESS |
|                           | 🎣 FISHING ACCESS  |
|                           | 🚤 BOAT ACCESS     |



What will be the draw for residents and visitors to continue from the top of Main Street down to the site? Obviously the waterfront and the views it offers are breathtaking and worth the walk, but what else could be used to spark intrigue? Creating a strong connection between the site and Main Street will be a necessity. One possible option to enhance the safety of the crossing and create an invitation between the two spaces is a small scale roundabout at the intersection of Main Street, 1st Street and Railroad St., which separates Main Street and the future railroad crossing. Roundabouts are commonly used for traffic control or calming, but can also be used to give a focal point to pedestrians.

There are many examples of locations around the world of different styles of roundabouts. A statue, fountain, or simply landscaping at the center of a roundabout would draw the interest

and foot-traffic of anyone further up the street. Pedestrians will also gain a safer transition from Main Street to the Lakefront with the use of a roundabout and crosswalks.

Mobridge might utilize this idea to create an anchor or wayfinder, which not only connects the site to Main Street, but can also be used to connect the site to the city park at the North end of Main Street. As a low cost, first step strategy there is the possibility of a implementing a more temporary roundabout, constructed with movable planters, street benches, signage and pavement painting. This first step strategy would allow for a trial run before a more permanent roundabout is constructed in the future.



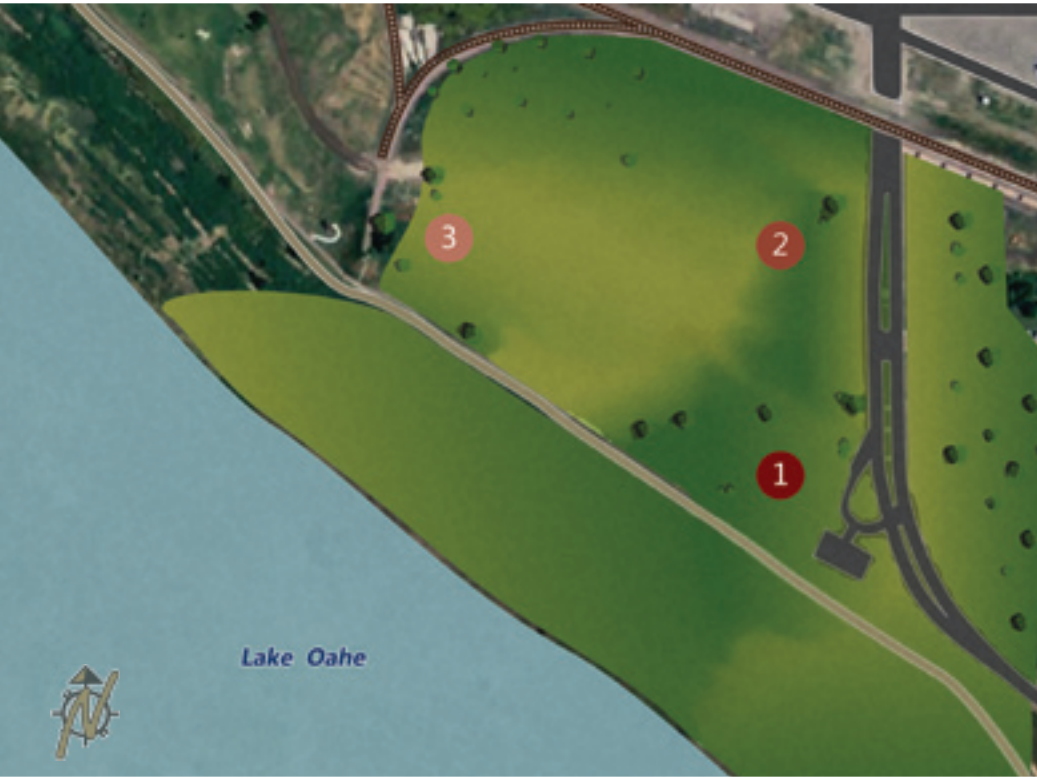
# PERFORMING ARTS & ENTERTAINMENT

Performing Art spaces act to bring people together as a focal point for a community. They provide the opportunity for culture to be shared by all, bringing an amenity for the people living nearby and strengthening the relationships that exist within communities. The community of Mobridge has expressed a growing need and desire to improve the arts and entertainment that bring a certain vitality to the lives of its residents as well as to accommodate for the growing number of recreational tourists who visit Lake Oahe and the greater Mobridge area each year. The Mobridge waterfront provides a real opportunity to tie together the attraction of Lake Oahe with that of a vibrant Performing Arts space which may eventually become a focal point, not just for the town of Mobridge itself, but for the region as a whole.

**“The innovative cities of the coming age will develop a**

A Native American man in traditional dress, including a large feathered headdress and a white tunic with red and yellow accents, stands in a field of tall, golden grass. He is holding a large, dark feathered staff or staff vertically in his right hand, raised high. The background is a vast, open landscape under a blue sky with scattered white clouds. The overall scene is one of cultural heritage and natural beauty.

**creative union of technology, arts and civics.”**  
- SIR PETER HALL



## possible venue location

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We recommend that accessibility for people of all physical abilities and proximity to the attractions of the Shoreline Trail system and Lake Oahe itself be the determining factors in locating a performing art space on the site. Based on these factors, three locations within the site have been identified as having the strongest location value (1) to weakest location value (3). High proximity to the prime attractions on the site (indicated by location 1(left)) will accommodate both the greatest number and the greatest diversity of users of the performing art space.

## phasing

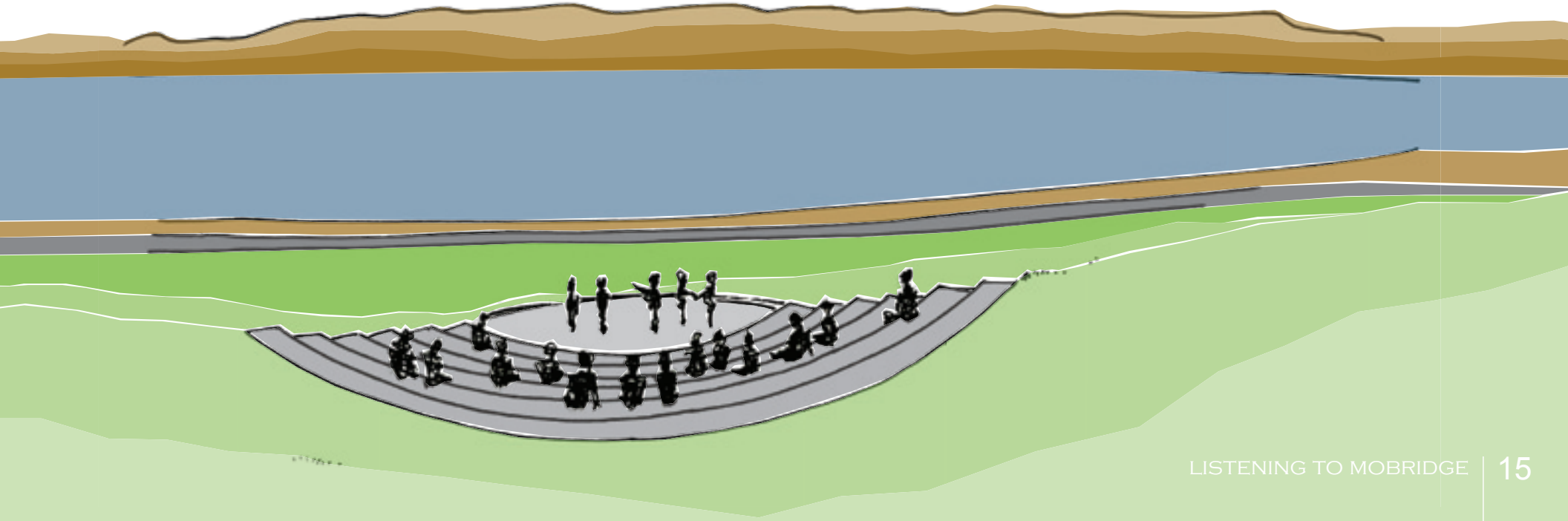
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Incremental development phasing is crucial in garnering and maintaining public support. Beginning small and keeping the local interests in mind during every step, is the best way to ensure that the site adapts to the forces around it as it develops over time.

Most importantly, phasing allows people to see the success of a project in a short time-period, otherwise the project is susceptible to stagnation and public support may be compromised. Therefore, we recommend phasing the development of a performing art space on the site over the span of three to four years. Proper phasing will allow for the site to respond to the integration of amenities. Overall, phasing allows a project to develop a stronger relationship to the land-uses around it and vice versa.



performance venue examples



# PATHWAYS

CC BY-NC-SA  
ART IS NOT



# IMPOSED, BUT ROOTED WITHIN COMMUNITY.”

- LILY YEH

Mobridge is a community with many layers and levels that aren't always transparent; layers of Native American culture, railroad stories, recreational activities, and of course the landscape itself. These layers of the landscape are the connections between people and place. With the prevailing and buried history of the Native Americans on this land as well as history from the railroad, the roots of the project should bring together all cultural aspects, community stories and values.

Mitakuye Oyasin is a traditional Sioux phrase meaning we are all related or all things connected. This greeting can be interpreted as a cross-cultural bridge between the Native Americans, the citizens of Mobridge, and the landscape itself. Starting with

the history of the area, dynamic layers that are important to the values of Mobridge can be pieced together. Through the recognition of the layers and levels of the landscape, knowledge of the relationship between all things becomes transparent. After hearing many citizens' thoughts toward the 30-acre parcel, a prevailing wish emerged to incorporate arts, culture, and entertainment into the plan of the area.

While searching through the old glass scattered on the beach, the idea of an art project utilizing the glass materialized. Incorporating the glass and other recycled materials representing Mobridge is a way to effectively connect one to the site. As the influential artist and activist Lily Yeh elegantly stated, "Art is not imposed, but rooted within community."

Creating a mosaic pathway and art features would be a way to represent the values of the community and connect this site to Mobridge.

Lily Yeh has been strengthening communities through community cultural development. She has revitalized many parcels in communities with works of art by and for the people. In her projects, citizens from many backgrounds have worked to create their connection and tie to the area with art. Incorporating a community mosaic art pathway with glass and other materials on the site would connect the "road to nowhere" with the identity of Mobridge. Lily Yeh stated, "Community based artists catalyze people visions, and energies."

## layout & path shape

The pathways should be created in consideration of the natural terrain and the landscape while maintaining a sense of fluidity that is attuned with the process of walking. Pathways should be direct and purposeful in areas that service a high level of use. Pathways would be anywhere from 6-8 feet and 10-12 feet for nodes and areas of high capacity (main routes to centers of activity). There should be a bulge within the middle of pathways leading to narrow ends, in order to create an area for people to gather and not just pass through.

Pathways should be ADA compliant and accessible by pedestrians, cyclists, skateboards, etc. A minimum width of 6 feet will provide a level of service acceptable for the pathways as outlined by the Department of Transportation's report for mixed use trails. Porous surfaces should be used for pathways whenever possible. Grasscrete can be used as a buffer for places where cars may need to be parked or drive temporarily. Pathways should draw people in from the waterfront and Main Street while promoting connectivity of uses at the site. The network of paths should be flexibly designed to accommodate a variety of uses throughout the seasons.

## multi-use plaza

A major element of the pathways and connections includes a space for gathering. In designing a space, it is vital to see the functionality of it and not just the shape. The multi-use plaza should have a distinct identity that represents the rich history with origins as a Native American settlement and later a rail town. As well as considering its current identity as a tourist destination, Mobridge is strongly associated with the outdoors. The identity of Mobridge in the site may be shown through public art. Public art will be an essential piece to this plaza providing a connection of the people to their place. The plaza may also be utilized for a farmer's market or other festivals throughout the year.



## methodology

“Together we build” is part of artist Lily Yeh’s philosophy for these community art projects. By creating an art project as a community, a strong sense of pride and personal representation will be associated within the site. Residents and organizations may work together to create this art mosaic walkway and cultural gathering space for Mobridge.



## materials

In efforts to create a sustainable and unique pathway system, local recycled materials could be utilized. In addition to being environmentally conscious, using recycled materials can be very cost effective. Not only are recycled materials eco-friendly, they represent memories layered within the community. Materials that we have found to be useful for this project are the following:



### Recycled Glass Bottles & Pottery

Reclaiming the broken glass and pottery that is buried and resurfacing along the shore would not only clean up the beach, but provide an essential piece to the art mosaic pathway. The various pieces of historic glass and pottery can easily be reused as materials for a great community art project within these pathways.



### Railroad Ties

Once the new crossing is built connecting the site to Main Street, one set of railroad tracks will be removed. The railroad ties can be salvaged and incorporated in the site as part of the pathways and other various uses that might emerge. Community motifs and values may also be carved as a representation of the culture that exists and surrounds Mobridge.

### Historic Brick

With the recent demolition of the high school, there may be a possibility of incorporating the bricks into features and amenities discussed later in this document. For example, the historic bricks can be reused in the creation of pathways, fire pits, and benches.

### Concrete & Grasscrete

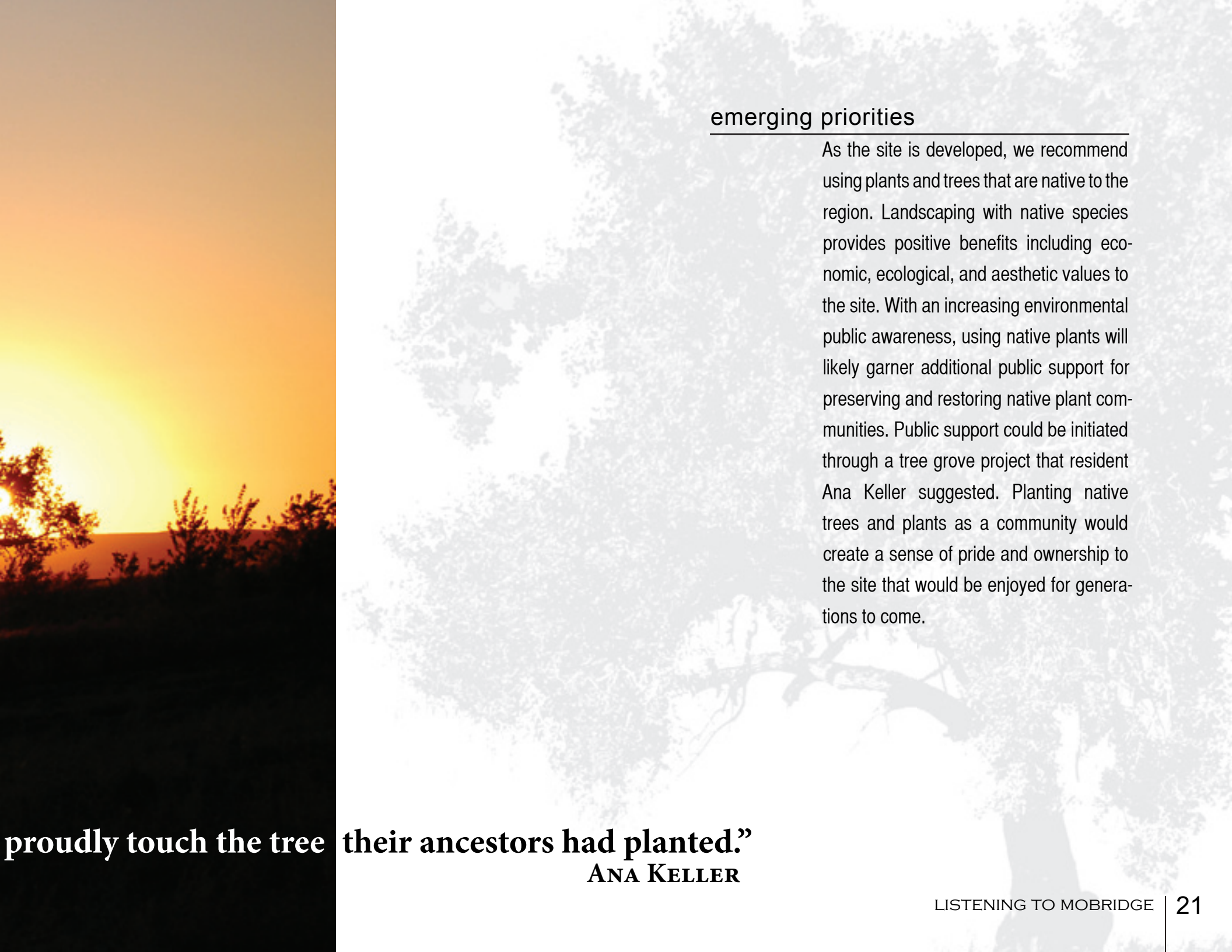
Concrete is a sustainable and abundant material that can easily be obtained. This material is essential for the project, acting as the glue for the mosaic pathways. Grasscrete is a pervious reinforced concrete structure for all types of high trafficked areas that can be covered with grass.



# LANDSCAPE



**“Just imagine the future generations who will**



## emerging priorities

As the site is developed, we recommend using plants and trees that are native to the region. Landscaping with native species provides positive benefits including economic, ecological, and aesthetic values to the site. With an increasing environmental public awareness, using native plants will likely garner additional public support for preserving and restoring native plant communities. Public support could be initiated through a tree grove project that resident Ana Keller suggested. Planting native trees and plants as a community would create a sense of pride and ownership to the site that would be enjoyed for generations to come.

**proudly touch the tree their ancestors had planted.”**

**ANA KELLER**

## ana's trees

Mobridge Resident Ana Keller's proposal is a feature envisioned for the west side of the site that would incorporate a scenic grove of trees. This grove would serve as a screen between the existing cattle yard and the site. The project would be a quick-win beginning as early as the spring of 2011, and would simultaneously provide residents a meaningful connection to the site.

In order to raise needed funds and awareness for the tree grove, one suggestion involves the Rotary Club possibly supplementing their yearly rose sale with a tree sale. By purchasing a tree(s) for the grove location, the people of Mobridge can have a sense of ownership to the site. The tree park development process could be an opportunity to engage the youth and local organizations, including schools and businesses. This would provide the youth with a project that actively engages them in shaping their community.

Community leaders and organizations will be a strong element to the tree grove vision. Creating champions for this project will be a vital component to ensure projects are carried out and sustained over time. Giving ownership to the projects will give citizens an opportunity to become long term advocates and leaders, helping projects thrive with lasting value to Mobridge.



possible grove location







## advantages of native plant use

- add beauty to the landscape and preserve our natural heritage;
- provide food and habitat for native wildlife;
- serve as an important genetic resource for future food crops or other plant-derived products;
- help slow down the spread of fire by staying greener longer;
- decrease the amount of water needed for landscape maintenance;
- require very little long-term maintenance if they are properly planted and established;
- produce long root systems to hold soil in place; and
- protect water quality by controlling soil erosion and moderating floods and droughts.




# WATER INTERFACE

After speaking with Mobridge residents, reviewing the visual preference survey results, and looking at similar lake town precedents, we see a great opportunity for a dock or pier along Mobridge's lake front property. This connection would provide access to Main Street from Lake Oahe. While building a stronger natural and economic relationship with the lake, it will also provide an opportunity to boost economic development in Mobridge.

An emerging challenge while creating access to Lake Oahe, as well as maintaining future access, involves designing a solution that will cooperate with water level fluctuation. After researching examples of piers and docks in similar lakefront towns, a modular floating dock or a floating pier presents a viable solution. Both options have benefits and potential draw backs. A modular floating dock is low cost, however it is more labor intensive and requires regular maintenance. A floating pier requires greater initial investment but is more permanent and requires less maintenance.

possible location

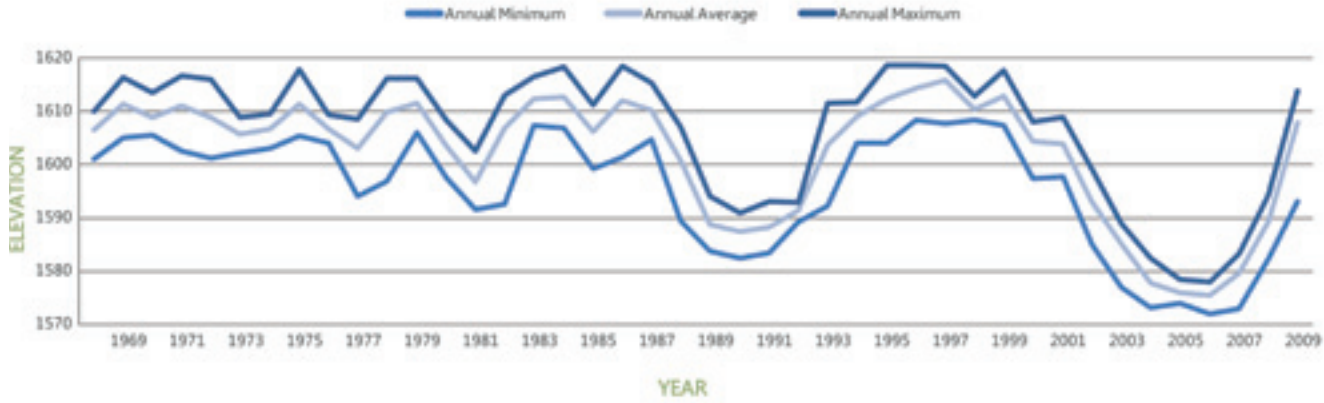


A young boy with short brown hair, shirtless and wearing patterned shorts, is sitting on a concrete pier. He is holding a red fishing rod that extends over the water. The pier is a flat, light-colored concrete slab. In the background, there is a large body of water with a dense line of green trees on the far shore. The lighting suggests it's late afternoon or early morning, with a warm glow on the pier and the boy.

*“I would love love love to see some sort of pier or river front community area....”*

*- mobridge resident*

# LAKE OAHE ELEVATION BY YEAR (ft msl)



lake oahe elevation  
(elevation lines are approximate)

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The best strategy to build a connection between Main Street and Lake Oahe may involve designing a combination of a floating pier and a floating dock. The floating pier would naturally adjust with fluctuating water levels and including a modular floating dock would guarantee the connection, especially when the level of Lake Oahe is unusually low. This offers a more consistent opportunity for boats to temporarily dock and visit both the site and Main Street.



# HOUSING

Housing is a key element to every city. Decisions must be made concerning what type of housing is needed, and where to best locate dwelling types to ensure the health, safety, and welfare of the community. After careful review of the waterfront property, we believe this area to be suitable for housing. Housing could be developed in a way that is unobtrusive and attractive while at the same time preserving open space, views, and the overall character of the city. Mobridge has both the challenge and opportunity to provide affordable and attractive housing for residents and visitors on this property.

*"We're looking to retire in the next couple of years, hoping to leave the city and settle down closer to the outdoors, in a place with a good balance of small town charm and values, and arts and culture."*

- soon to retire couple, ages 58 and 61

possible housing location





An important national trend to consider when weighing the housing option for the site is the aging baby boomer generation. This segment of the population will have a large influence on future housing demand in our country. What does this mean for future development? The increasing aging population will result in an increased number of households without children. Studies show that the housing location preference of retirees heavily favors cities or towns that offer accessibility to amenities such as shops, leisure activities and medical services. By mid century there will be a need for additional housing units, specifically accessible, single occupancy units.

These future changes create an opportunity for Mobridge to provide affordable and attractive housing that meets the unique needs of the elderly community. Mobility will be an important issue to address, as many seniors will likely utilize alternate modes of transportation to get around town. An analysis of the site has provided insight on how both the needs of the elderly and the environment can be addressed. This includes avoiding the obstruction of views from Main Street and other points of interest, and maintaining an easy connection to Main Street. Conversely, there are some elements of the property as it relates to Main Street that could pose issues for locating and developing housing. Noise from the nearby railroad line and cattle yard may need to be mitigated in order to ensure that residents have the quiet enjoyment of their home. Also, the railroad tracks presently act as a barrier between Main Street and the lakeside property. Therefore, it will be important that housing be adequately linked to Main Street and surrounding amenities for pedestrian, automobile, and bicycle use.

Mobridge has unique strengths and opportunities for housing options on the property. One type of housing that could enhance the possibilities and assets of this area is townhouses. By adding townhouses to the city's housing inventory, seniors will have the option to own a home that fits their personal and financial needs. Well designed housing can lower housing costs for seniors on fixed incomes. Considering the potential of the site and the possibility for building extraordinarily well designed, energy efficient housing, the area could become a regional draw for prospective retirees. Furthermore, with close proximity to Lake Oahe, housing on the site offers many other opportunities, such as walking along the lakeside trail, playing with grandchildren on surrounding open fields, enjoying picnics with friends and relatives, attending concerts and special events and boating on the lake. With housing located within short walking distance of Main Street, residents could easily walk to shops, restaurants, and other locations in downtown Mobridge. The natural slope of the topography offers exceptional views of Lake Oahe and the surrounding area, thus increasing property values.





Based upon the strengths and opportunities throughout the site, a number of solutions emerge to ensure that housing in this area is developed with a sensitivity to the features of the land and community values in order to maintain the unique characteristics of Mobridge. The following are possible solutions to consider

**1. Housing should be limited to 2-3 stories and compliment the character of the surrounding neighborhood.**

It is important that housing in this area blend well with the overall community and character of Mobridge. Features such as front porches and inviting entrances allow for social engagement and a neighborly demeanor. Style of homes shall compliment existing buildings in Mobridge, while maintaining a quaint and comforting setting on the lake front property.

**2. Housing that accommodates and encourages walking and biking to surrounding amenities.**

The housing element should connect to the amenities of the site and Main Street through ADA compliant pathways. The pathways would help promote walking and biking for all abilities and ages

**3. Steps to minimize nuisances around housing element.**

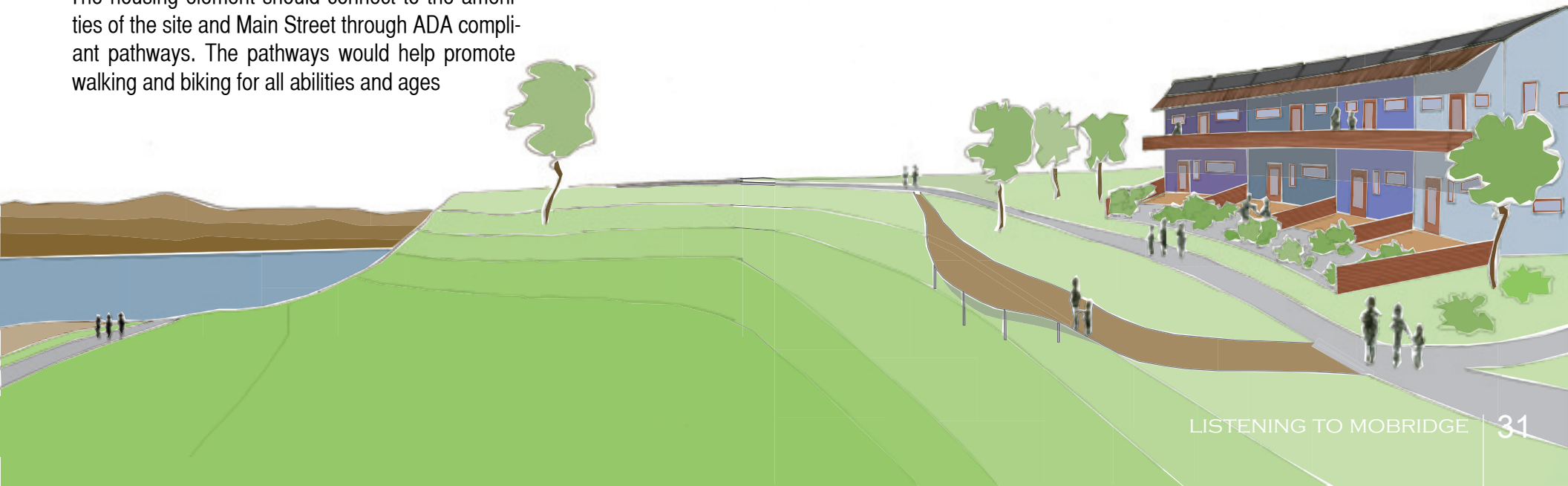
Steps should be taken to ensure that noise, visual blight, and other annoyances do not become problematic for future residents. This may include the creation of buffers, such as large trees, berming (small hills), or well-designed sound walls. The viewshed from Main Street to Lake Oahe are among the key visual assets to Mobridge and shouldn't be disturbed by the housing element.

**4. Housing should be economical in design, construction, and maintenance**

Housing shall be constructed in an affordable and well designed manner. Energy saving methods should be implemented for future cost savings in the homes. Design of the homes would be low maintenance and fit with the surrounding environment. Compact design would minimize cost and maximize open space along the site.

**5. Housing should encourage aging in place.**

Many seniors in the coming years will want to remain in Mobridge. It is important that housing meets these desires by creating enough homes to satisfy demand. Housing should also appeal to the retiring community by providing services and home features that satisfy their needs and that are ADA compliant. Some of these features include zero-step entries (entry ways that are level with the sidewalk), emergency pull cords and grab bars in bathrooms, wide doors to accommodate wheelchairs, and ramps.



## artisan housing

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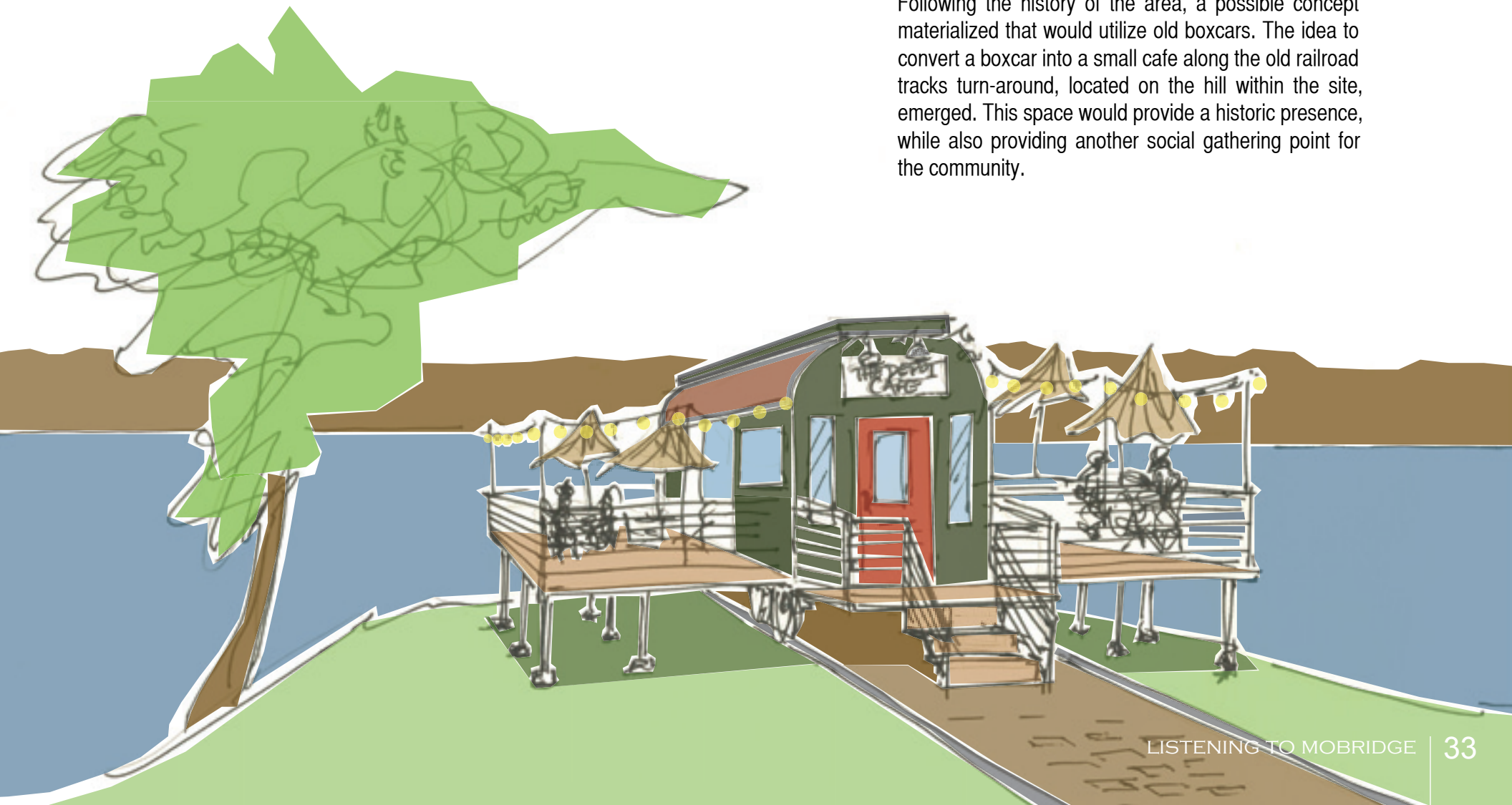
In addition to opportunities catering to the growing active retiree population, there is a unique opportunity to create housing options for artists and craftspeople. This could include artists moving from outside the community to relocate in Mobridge. Through public-private, community partnerships there is ample opportunity in Mobridge to develop artist live/work units. These units could be located in existing buildings near the Main Street Corridor. Similar partnerships and developments across the country have had overwhelming success, helping to both create affordable housing opportunities and to promote arts, culture and creativity, ultimately resulting in an economic spill over effect for surrounding businesses and property owners. In conjunction with the development of live/work space, a supplementary artist relocation program could be explored to invite other artists within the region, particularly artists and craftspeople from Native American communities. A particular focus could be emphasized around crafts that support the needs of outdoor recreation tourism, such as decoy carvers, custom fishing rod builders, wildlife painters, knife makers and others.



## housing amenity

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Following the history of the area, a possible concept materialized that would utilize old boxcars. The idea to convert a boxcar into a small cafe along the old railroad tracks turn-around, located on the hill within the site, emerged. This space would provide a historic presence, while also providing another social gathering point for the community.



# STRATEGIES

After “Listening to Mobridge” three distinct points emerged as important areas that needed to be addressed; Community, Environment, and Economy. These three components create what is known as the triple bottom-line. The triple bottom-line is a new way to assess profitability that looks beyond the financial profitability. By focusing on all three points and not just one, the outcomes look at life-cycle costs, and social and environmental benefits. This was the approach in which we looked at the site responses for Mobridge.

The triple bottom-line approach made clear the overall options and best case scenarios for the site. This type of planning approach can help create momentum for the overall project including low-cost and no-cost projects that can begin immediately. We have compiled a matrix of possible strategies for consideration. These are only proposed suggestions, since ultimately only residents of the community will be able to make the best decision for how the site might evolve over time.

The Short Term responses will be quick wins for the city and the site. By implementing easy installation options the site begins to adapt an identity and become

the space that the citizens envision it to be. These quick-wins are described as low-cost or no-cost scenarios, where the area simply can start being used and the community is able to utilize the waterfront property.

Medium Term responses take a little more time to cultivate and nourish. They require funding and more action. By planning in advance for these responses, Mobridge will be able to keep the momentum going after some early successes.

Long Term responses look at the future options available to the community, when the “Road to Nowhere” becomes the road to opportunity for activity and vitality on this gorgeous parcel of land. Many of the Long Term responses need extra funding and foresight. They will need encouragement and care-taking from both the citizens and public officials.

Many of these responses can be gained by utilizing different groups and individuals from within the community. Having individuals become “champions” of projects. This allows people to feel that have impacted the development, and helps the community become vested with the lasting heritage of the site.

In order to create meaningful and successful development it will be imperative to draw on the existing local knowledge and to utilize the local skills. With all stages of the new development there is ample opportunity to utilize existing businesses and assets of the town. It will be important to coordinate and align of investment strategies, maximizing potential for an economic spillover effect.



**Action Summaries.** During our planning process some key strategies emerged as important approaches to begin strengthening the community, economy and environment. The following strategies offer potential starting points for the city to begin looking at implementation:



## strategy ONE: enhance connections

Bridging the site with Main Street will play a vital role in enlivening the site, while at the same time strengthening the businesses, amenities and existing qualities that main street has to offer. This will be an evolving process but is something that the city can start working on immediately with no cost and low cost strategies (some described in the matrix above). It will be important that this connection consider all modes of mobility beyond the automobile connection. There should be a focus on bicycle and pedestrian accessibility, considering access from all walks of life, young and old

### First Steps:

- Implement pavement painting to extend pedestrian crossing
- Employ the use of simple signage to inform people while enhancing the crossing
- Use planters (temporary) and landscaping (more permanent) as a possible opportunity to create a more prominent sense of place and entrance enhancing the rail crossing overall.
- Establish a temporary round about using pavement painting, signage and temporary planters.

**Another important connection will be enhancing the connection of the site and the water, ultimately strengthening the bridge between the community and the waterfront**

### First Steps:

- Create initial access to the water by grading and removing obstacles such as boulders, creating a ramp or pathway that will allow easier access to the waterfront for all.
- Establish a designated swim area with the use of floating buoys, or a similar device.
- Create and utilize signage to inform water access and safety.

## strategy TWO: enhance partnerships

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Build on existing partnerships and community relationships that already exist and explore new possible partnership and engagement opportunities.

### First Steps:

- Organize a community clean up of the waterfront with local organizations including youth groups, school groups and church organizations.
- Form partnerships with the local schools to engage youth in the development of the site through possible art projects such as painting and designing garbage cans or mosaic pathways.
- Ana's Trees
- Create a community tree ownership program
- Explore possibilities to partner with colleges and universities' architecture, landscape architecture and planning departments to aid in landscape design, master planning, architecture, and construction planning.
- Coordinate with local and regional artists and land owners near Main Street and the site to explore the opportunities for work/live artist and craftsman housing options.
- Host a design competition to explore possible site designs

## strategy THREE: enhance social gathering space

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Use events and amenities to help draw people into the space

### First Steps:

- Sponsor events such as a farmers or flea market, a 5k race and/or holiday festival on the site such as a Christmas tree lighting, Christmas "tree planting", music series or talent show.
- Provide movable seating, tables, and umbrellas, which will help you to determine where the placement of more permanent amenities such as a deck, might work best.
- Begin the first phase of the Amphitheater in conjunction with a weekly summer concert series of local musicians and performers.
- Install Fire pits to encourage use of the site in the evening.

## strategy FOUR: align investment strategies

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Ensure that municipal investments create opportunities for economic and social spill-overs. Public improvements such as the proposed new swimming complex for example, should be sited where visitors are drawn to Main Street without having to make a separate trip. The opportunity to walk by current and future shops and restaurants will incrementally improve commerce in the area.

### First Steps:

- Investments in housing on the parcel will lead to economic opportunity on Main Street.
- Investment in a new boat dock area will support businesses on Main Street.



# short term

## landscape

- Implement “Ana’s Trees” project
- Identify low cost and maintenance native plants for incorporation
- Install temporary planters on South Main street to create a safe, inviting transition to the site
- Create a landscape design competition

## performing arts & entertainment

- Create a local arts agency, sometimes called a City Arts Council
- Designate a temporary area for amphitheater
- Establish a weekend farmers market, flea market and crafts market
- Explore educational partnerships for design and building the amphitheater
- Create partnerships with performance groups within and around the community
- Use site in conjunction with existing area for 4th of July celebrations
- Establish winter use areas for activities such as sledding, a community Christmas tree and fire pits

## mobility

- Explore boat access strategies with grant from USDA or other sources (county CDBG)
- Improve general access from Main Street to the site
- Install temporary bike racks

## pathways & connections

- Develop a Site Master Plan
- Create temporary connections to downtown at the crossing
- Create a temporary roundabout
- Continue existing community signage onto to the Main Street Extension
- Organize Community group to “Champion” the integration of art and connections

## housing

- Examine current and future housing needs for the city and region
- Explore funding options with grants and private developers
- Ensure consistency with existing zoning and building regulations where applicable
- Develop Design Standards to promote design excellence and compatibility within Mobridge

## water interface

- Identify preferred material options
- Create signage to raise awareness and excitement
- Organizing community clean up
- Create stairway entrance to water and other public access

## other

- Designate temporary overflow parking
- Install temporary restroom areas
- Designate a swim area
- Place trash receptacles throughout site
- Explore lighting options, including solar and wind powered lighting
- Provide movable chairs, tables, umbrellas for deck/patio area near parking
- Develop a Heritage Tourism marketing strategy and branding package



## mid term

- Implement tree planting on Main St. Corridor
- Create public “garden areas”
- Coordinate landscaping with potential future entertainment amenities

- Construct first phase of amphitheater
- Begin grant writing process to the South Dakota Arts agencies and councils for funding
- Evaluate and review Educational Partnerships’ submitted Amphitheater designs
- Install playground and basketball/volleyball courts
- Designate and install picnic area amenities
- Designate an area and create a plan for an outdoor market (seasonal or year round)

- Create bicycle storage and rental facilities
- Connect Turkey Run trail with other existing pathways

- Coordinate with local existing organizations for Art Pathway Project.
- Build graded paths for first phase of final pathways
- Create and install wayfinding signage along Main Street and the site
- Create a welcoming piece for the crossing
- Designate and develop a shared pavilion/gathering space

- Acquire proposals for Design Build venture between architect, developer, contractor, and city (Request for Proposal)
- Consider available properties for artist work/live space
- Host a public participation Housing charette

- Create pedestrian access points
- Construct a non-motorized launch area

- Explore additional parking options
- Install horseshoe pits and tether ball
- Establish exercise park areas

## long term

- Create a landscape buffer for new housing development on the site
- Establish a greenhouse for year-round urban agriculture on the site

- Construct final, permanent phase of Amphitheater
- Create a community supported concert/performance series (possibly utilizing a local arts council)
- Plan and sponsor street fairs mutually reinforcing main street businesses and new community space

- Create access from Indian Creek
- Implement a city sponsored bike share program

- Construct final connections
- Secure funding and construct long term roundabout “To Take A Main”
- Formalize graded pathways into an enduring substance

- Explore adaptive reuse of vacant buildings
- Offer infill and redevelopment options and incentives

- Explore rental options for non-motorized sports

- Construct permanent restroom facilities
- Build a mixed use facility for a diversity of users
- Construct additional parking facilities

## conclusion

In response to the Mobridge community members' desires and collective visions towards an attractive lakefront, we have presented features and potential projects that will help fulfill desires expressed by Mobridge citizens. The proposed features aim to celebrate the scenic lake view and expand the greatest potential of the site. By enhancing the existing natural and built environments and creating uses that will accommodate the needs of local residents as well as visitors, these features will help generate a more appealing, profitable, sustainable, functional and enjoyable lakefront.

This study has identified possible opportunities for the site, as well as identified some opposing factors. We understand that there are many hurdles in developing the

site including current municipal and national economic challenges, population retention for the city, and social division issues. While these obstacles will unavoidably need to be overcome through community involvement, local innovation, and other methods, there are also many opportunities that can be realized through the local citizens' recommendations for this site. These include creating unique and affordable housing options for the growing demographic of active retirees nationwide, preserving open space, utilizing local skilled labor, creating a place for entertainment and socialization, utilizing environmentally appropriate landscaping, celebrating local artists and their work, and creating a strong connection between the lakeside site to Main Street and the rest of the city.

The proposals and suggestions illustrated in this booklet are by no means the final version of how the site will develop. They are merely a starting point to help inspire and encourage further analyses and future modifications to accommodate the changes in demographics, community values and the social, economic and environmental realities of Mobridge. We understand that a legacy cannot be created overnight. The development and improvement of the lakefront should be recognized as a long-term, multi-generational evolution that calls for continuous commitment, participation and constructive criticism of all citizens in Mobridge.

## acknowledgments

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**“Gratitude makes sense of our past, brings peace for today, and creates a vision for tomorrow.”**

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Kyle Jensen, Mayor, The City of Mobridge  
Steve Gasser, City Manager  
Tom Unterseher, President & CEO One World Direct  
Dennis Wheeler  
Cindy Melcher, Executive Director, Chamber of Commerce  
Rotary Club

### **Facilities & Restaurants**

Scherr-Howe  
Waynette Geigle  
Mobridge-Pollock High School  
Lakeside Cabins  
Klein Museum

### **Rick’s Cafe**

Rhoda and the Great Plains Family Restaurant  
Hong Kong House  
Grand Oasis  
KT’s Fireside Supper Club

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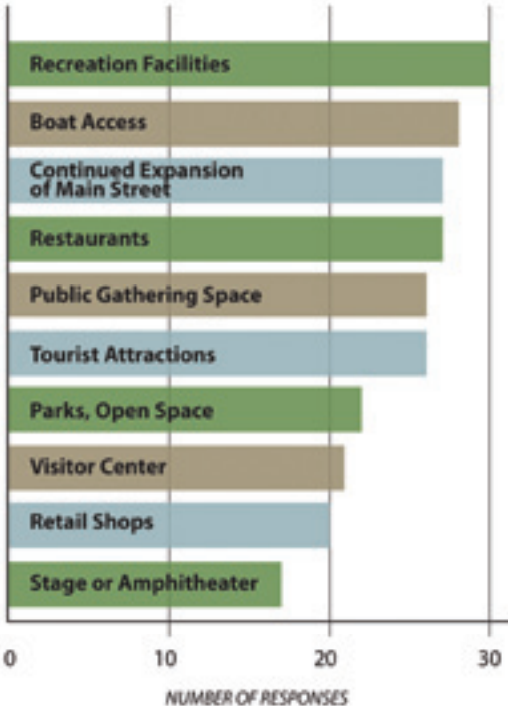
Stephen Goldsmith – Associate Professor  
BreAnne McConkie – Teaching Assistant

survey data

What are some of the things you would like to do on the site?



What do you think the site should include?



## resource list

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Affordable Housing Design Advisor. 2011. <http://www.designadvisor.org/>. A tool, resource, idea bank and step-by step guide to design in affordable housing.

Americans for the Arts. 2010. <http://www.artsusa.org/>. A national organization that supports the arts and culture through private and public resource development.

Artist Link (Massachusetts Cultural Council). 2010. <http://www.artistlink.org/?q=spacetoolbox>. A resource designed to guide and support artists, developers, and municipalities through the process of creating and preserving affordable artist space.

Barefoot Artists. 2011. <http://www.barefootartists.org/>. Information regarding international examples of how to use the power of art to transform and empower communities.

Enterprise Community Partners. 2011. <http://www.enterprisecommunity.org/>. Excellent source for community development and affordable housing financial solutions and partnerships.

Heritage Area Resources. 2011. <http://www.heritagearearesources.com/>. A resource guide helping helping communities preserve cultural heritage assets and expand the collective knowledge of history and culture by providing cultural heritage tourism resources and tools.

National Association of State Arts Agencies. 2011. <http://www.nasaa-arts.org/>. A membership organization that unites, represents and serves the nation's state and jurisdictional arts agencies.

National Trust for Historic Preservation: Heritage Tourism. 2011. <http://www.preservationnation.org/issues/heritage-tourism/>. Source providing how-to training tools, programs and assistance for heritage tourism development, management, and marketing.

National Trust for Historic Preservation: Main Street. 2011. <http://www.preservationnation.org/main-street/>. A resource guide to help preserve, revitalize and manage main streets, downtowns and core commercial districts.

Project for Public Spaces. 2011. <http://www.pps.org/>. An organization providing tools and sources to create and sustain public spaces that build stronger communities. Through their Placemaking approach, PPS helps citizens transform their public spaces into vital places that highlight local assets, spur rejuvenation and serve common needs. (PPS includes a waterfront specific resource guide: <http://www.pps.org/waterfronts/>).

Rails to Trails Conservancy. 2007. <http://www.railstotrails.org>. Information on creating trails from former rail lines and connecting corridors to build healthier places for healthier people.

South Dakota Arts Council. 2011. <http://www.artscouncil.sd.gov/>. A South Dakota specific art council providing information about grants, services and information to artists, arts organizations, schools and the public.

South Dakota Department of Agriculture:South Dakota Native Trees. 2009. <http://www.sdda.sd.gov/forestry/educational-information/sd-native-trees.aspx>. A list of trees native to South Dakota.

South Dakotans for the Arts. 2011. <http://www.sdarts.org/>. An organization that initiates, coordinates and sponsors programs and projects statewide to advance the arts through service, education and advocacy.

Streetsblog. 2011. <http://streetsblog.net/>. A national blog network focused on sustainable transport, smart growth and livable streets issues.







**Mixed Sources**

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