New Markets in the USA:
Reconnecting Economies & Communities
Project Areas

Building Community through Transportation, Community Anchors, Public Markets & Local Economies, Great Places, Great Cities
Grants Education & Training Planning & Design

**Market Projects:**
- Community Visioning
- Feasibility Studies – new markets
- Revitalization Plans – existing markets
- Placemaking Design
- Management Training

**We offer:**
- How to Create Successful Markets
- *Public Markets and Community Revitalization*
- 7th International Public Markets Conference
- [www.pps.org](http://www.pps.org) – image data base, markets site expanding

**Intermediary Funder:**
- Ford Foundation
- Kellogg Foundation
- 3 year, $3 million Grants Program for Diversifying Farmers Markets completed in 2008
William H. Whyte
It is difficult to create a space that will not attract people, what is remarkable is how often this has been accomplished. —William H. Whyte
What attracts people most, it would appear, is other people. —William H. Whyte
What is a Public Market in the US?

Public Markets…
- Have Public Goals and defined Public Benefits
- Are Public Spaces
- Serve ONLY Locally Owned and Operated Businesses
In 2006, there were 4,300 markets operating in the U.S.
Greenmarket, New York, NY

OPEN AIR MARKETS
Covered Markets
Central Market,
Lancaster, PA
Reading Terminal Market
Philadelphia, PA
Pike Place Market
Seattle, WA
Ferry Terminal Market, San Francisco
Eastern Market, Detroit, Michigan
Eastern Market, Detroit, Michigan
50% trade area: 8 miles  
75% trade area: 16 miles
Greater Downtown Development

Eastern Market:
Benefits of Markets:
Linking Market to Communities

- Public Markets & Farmers Markets
- Renew Downtowns & Neighborhoods
- Bring Together Diverse People
- Create Active Public Space
- Provide Economic Opportunity
- Promote Public Health
- Shape Growth & Minimizes Sprawl

Ford Foundation Research
- Acts as an anchor for local businesses
- Encourages spin-off development
- Enhances real estate value & tax base
- Keeps dollars in the neighborhood
• Create places for people to gather
• Enable mixing of diverse ethnic, cultural, & age groups
• Encourage sense of pride & volunteerism
Provide Economic Opportunity

MARKETS

- Renews Downtowns & Neighborhoods
- Nurtures a Sense of Community
- Promotes Public Health
- Improves Safety & Security
- Shapes Growth & Minimizes Sprawl

- Low start-up cost
- Small business incubation
- First step for new immigrants
• Support compact, walkable communities

• Help preserve open space and family farms

**MARKETS**

- Renews Downtowns & Neighborhoods
- Nurtures a Sense of Community
- Improves Safety & Security
- Enhances Accessibility for All
- Promotes Public Health

**Shape Growth & Minimize Sprawl**
• Brings new life to underused spaces

• Reduces actual crime—and perceived security—by bringing people together

• Creates engaging walking environment
What Makes a Market…. A Great Public Space?

Key Attributes
- Welcoming
- Street life
- Even use
- Volunteerism

Intangibles
- Fun
- Active
- Vital
- Special
- Real

Measurements
- Connected
- Walkable
- Convenient
- Accessible
- Safe
- Charm
- Clean
- Historic

PLACE
- Comfort & Image
- Sociability
- Uses & Activities
- Access & Linkages

- Crime stats
- Building conditions
- Environmental data
- Pedestrian activity
- Parking usage patterns
- Transit usage
Benefit of market to community (customer’s view)

Ford Foundation Research - 2002
New York City’s Greenmarket in Union Square
Is the Stock Market Getting Too Risky?  - The Dubious Jesus Tomb

FORGET ORGANIC. EAT LOCAL

The best food you can eat may be in your own backyard. Here is one man's quest for the perfect apple

BY JOHN CLOUD
New concerns

• Food safety
• Freshness/quality
• Saving family farms
• Equity/ “food deserts”
• Economic development
Trend: Expand Capacity of Local Food Producers

Asheville, NC
Trend: Linking Wholesale & Retail into a Unified System

Asheville, NC
Chelsea Market, New York, NY
Trend: Build on Farmers Markets as the Most Visible Part of the Local Food System

- Consumer Education
- Changing Buying Habits
- Reaching New Customers
- Developing New Products
Fairview Youth Farmers Market,
Denver, CO
“Gardens are ‘places to grow places’ as much as to grow food.”

-- Judy Elliott, Education Coordinator, Denver Urban Gardens
Fairview Youth Farmers Market, Denver Urban Gardens - Denver
Case Study

Camden Community Farmers Market, Camden, NJ

Camden Area Health Education Center – Camden, NJ

PPS PROJECT for PUBLIC SPACES
Camden Community Farmers Market – Camden, NJ
Case Study

East New York Farms, Brooklyn, NY
East New York Farms! – Brooklyn, NY
New Partners

- Health Institutions
- Transit Agencies
- Local Governments
- Chambers of Commerce
- Children’s Museum
- Community Centers
- Food Banks
- Neighborhood/Downtown Revitalization Programs
- Youth development programs
- Economic Development Agencies
- Schools
- Community Greenhouses/Gardens
- New immigrants support groups
Civic Institutions Today

- Coffee Shop
- Hospital
- Theatres/Museums
- Parks
- Community Center
- Transit
- Library
- Schools
- City Hall
Civic Institutions of the Future

Civic Spaces, Community Gathering Spaces/Markets