

focus track 1

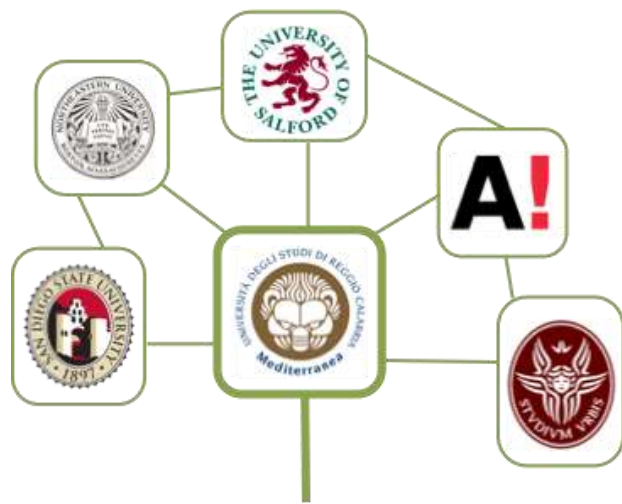
Urban Agriculture, Food
Network and Farmers
Markets

The San Diego
Public Market

Alessandro Boca

FOCUS Unit

Sapienza – University of Rome



Second International Workshop

CLUDs
PROJECT

SUSTAINABLE URBAN DEVELOPMENT

the role of urban rural regeneration
in regional contexts

San Diego

11+12 June 2013

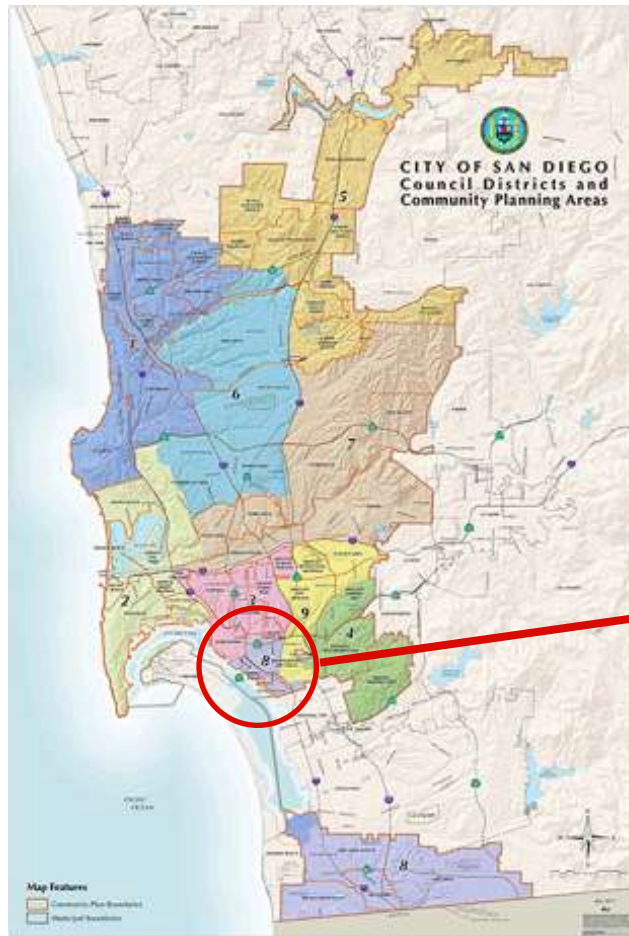
Parma Payne Library
San Diego State University



Why this case study?

- to understand the Public Markets' phenomenon;
- to understand “if” and “how” the food supply network can be considered as a resource for overall urban redevelopment and regeneration processes.

General Information about the case study



City of San Diego



Barrio Logan, San Diego, CA

	Location	Residents	Area (sq. Km)	Classification (Typology of UrUrban Regeneration Initiative)
General Information	Barrio Logan	7,140	4,04	Public Market

The San Diego Public Market

- An initiative with the healthy and local food as core business.
- Made by mixed activities:
 - farmers' market;
 - commercial kitchens;
 - small business incubator;
 - educational programs;
 - special events;
 - food hub.
- Permanent facility: 6 day per week
- Private business / Public facility





**FARMERS
MARKET**

EVERY
SUNDAY
AND
WEDNESDAY
FROM
9AM-2PM

WWW.SANDIEGOPUBLICMARKET.COM

Fraser's
FRESH FISH



WHEELER
MEAT & POULTRY





GILBERT & LEE FARMS
FARM FRESH VEGGIES, FRUITS & FLOWERS
(WHOLESALE & RETAIL)
CONTACT NO.: (760) 208-3043

FORZARIA E GALLO

OUR MENU
DAILY SPECIAL
VEGETARIAN SPECIAL
NOMADICAL
PIZZA
BREAD
NOMADICAL
NOMADICAL

NEW SAVE
NEW SAVE
NEW SAVE
NEW SAVE
NEW SAVE
NEW SAVE
NEW SAVE
NEW SAVE
NEW SAVE
NEW SAVE

STREET FOOD MARKET
A BIG THANK YOU TO ALL OF OUR SPONSORS:
A BIG THANK YOU TO THE ENTERTAINMENT
DO THEIR CROWN



The Barrio Logan neighborhood

- A fragmented enclave between highways and sea.
- Strong ethnic homogeneity.
- Community: strong identity, poor involvement.
- “Nonconforming residential and industrial uses” (Community Plan, 1978).
- Lack of urban quality.



The Barrio Logan redevelopment process

- Starting from the '90s a new zoning is put in place for restricting incompatible uses, and some projects are implemented by the Redevelopment Agency as Mercado del Barrio.
- In 2009 the Community Plan's update is started by the City of San Diego, in order to:
 - reach a further separation of incompatible uses;
 - promote the mixed uses (commercial, residential, office and civic);
 - promote an overall improvement of the neighborhood.





HASTA LA BAHIA II





16th Ave

1607







Logan Heights
Family Health Center



Logan Heights
Family Health Center







NORTHGATE MARKET

GRAND OPENING

LEFT
TURN
YIELD

NEWTON BL
1950 W

NO
LEFT
TURN







Map source: City of San Diego, 2012

Community Village Area

- *The Barrio Logan Community Village draws upon the character and strength of the Barrio's setting, [with] commercial centers, institutions and employment centers (City of San Diego, 2012).*
- ***The Village area is planned to be a vibrant pedestrian neighborhood with enhanced connectivity that reflects the types of public spaces, structures, public art, connections, and land uses that are influenced by Latino culture** (City of San Diego, 2012).*
- *The Village land uses will include **a combination of residential, commercial, office, recreational, civic, and institutional uses**. It is envisioned that Village streets and walkways will be designed to meet the needs of the pedestrian first and buildings will be designed to reflect human scale (City of San Diego, 2012).*

Findings

- The San Diego Public Market seems to be perfectly coherent with the new strategy defined for the Barrio Logan neighborhood.
- Nonetheless, it is not possible to find a connection between the SDPM and the Barrio Logan Community Plan updating process.
- From this case study analysis it seems not possible to state a connection between the food supply network (farmers' markets, food hub, public markets, etc.) and urban regeneration processes.

THE CLUDs PROJECT

Commercial Local Urban Districts - 7 EU FP - Marie Curie Actions - IRSES



The San Diego Public Market
WP2 Territorial Milieu

Thank you!

`alessandro.boca@gmail.com`