

focus track 1

Urban Agriculture, Food
Network and Farmers Markets



Second International Workshop

CLUDs PROJECT

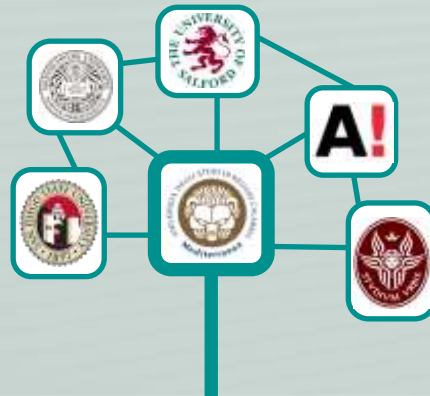
SUSTAINABLE URBAN DEVELOPMENT

the role of urban rural regeneration
in regional contexts

NORTH PARK MAIN STREET and **FARMERS' MARKET**

Alessia FERRETTI

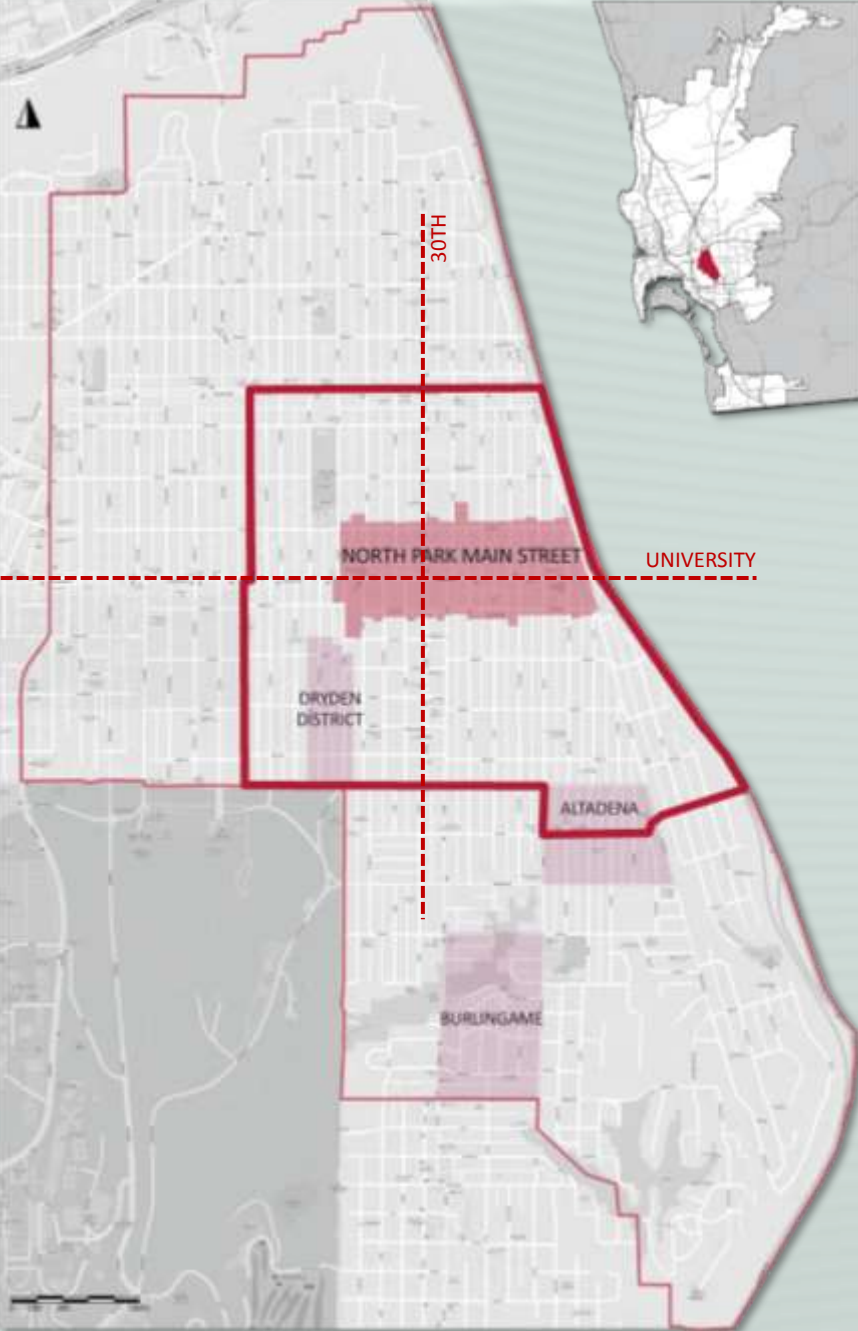
FOCUS – *Sapienza* Università di Roma



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Parma Payne Library
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GENERAL INFORMATION

North Park Main Street

Located in *Greater North Park*

Mid-City of San Diego, part of San Diego City Council District 3.

The case-study area covers the central part of the neighbourhood, around University Avenue and 30th Street.

AREA

Greater North Park: 5,94 sqKm

Case-study area: 1,6 sqKm

POPULATION IN 2010

Greater North Park: 45.502

Case-study area: 13.215

THE CASE STUDY

The case study has been selected in order to investigate two different issues:

- To investigate the regeneration process in North Park
- To describe the *Food System* and to understand if and how **farmers'** markets can contribute to enhance the environmental, economic and social health of a neighbourhood and its community.



THE CONTEXT

Thanks to a successful network of trolley routes, the intersection of University Ave and 30th St became quickly a renowned *Busy Corner*

1920s North Park lived a commercial and residential boom supported by the streetcars and the growing popularity of cars

1960s North Park started decaying, when retailers and commercial activities moved to new locations.

End of 1990s Most of the oldest establishments were tired and hardly able to face the economic and commercial changes in the area.

1996 *North Park Main Street* was established.

2000s The regeneration process was started up – being supported by the Main Street, spontaneous initiatives of the community, the contribution of the Redevelopment Agency.

North Park has been experiencing a significant renaissance of activity, with the community gaining widespread recognition as a center for the arts, dining and entertainment.



THE INITIATIVE

THE CHALLENGE

To preserve the historical integrity of North Park while creating a pedestrian-friendly destination for shopping, dining and entertainment, at the same time supporting local businesses and promoting arts, culture and entertainment.



NEIGHBORHOOD RENAISSANCE

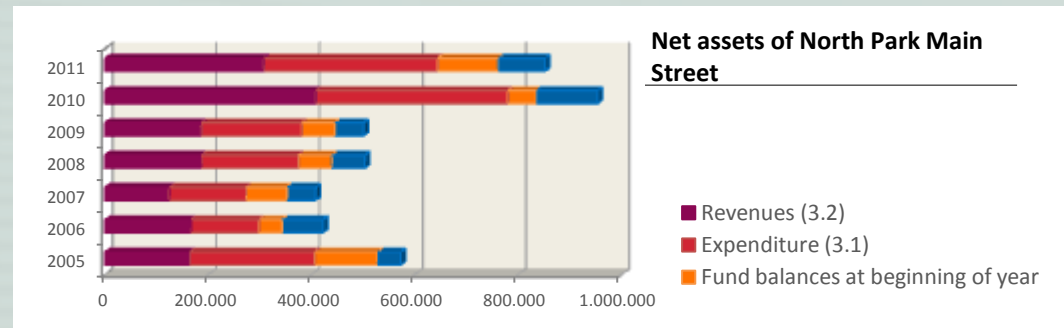
North Park **farmers'** market played a crucial role as **"social"** product: established in a very strategic moment, it served as the place where residents could meet to share ideas, intentions and projects about the regeneration process.

THE INITIATIVE

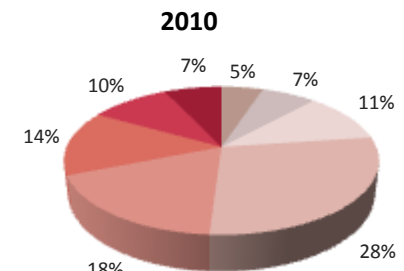
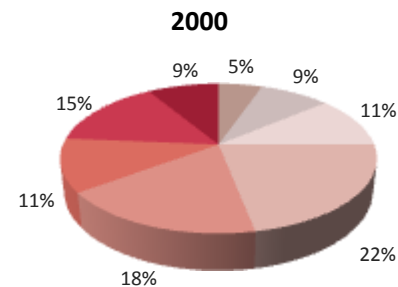
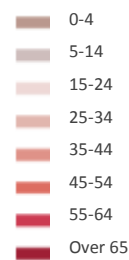
THE CHALLENGE

To preserve the historical integrity of North Park while creating a pedestrian-friendly destination for shopping, dining and entertainment, at the same time supporting local businesses and promoting arts, culture and entertainment.

- Diversifying the financial resources and grants
- Encouraging a high involvement of the community
- Attract new demographic groups (“20-something and 30-something”) and new professionals (artists, architects, writers, etc.)



Age composition of population in the case-study area



A STRONG PARTNERSHIP

NO-PROFIT ORGANIZATION

North Park Main Street championed the development of the area, playing the major role in involving the community, in supporting projects and programs in the area, in finding funds and grants for implementing the regeneration strategy.

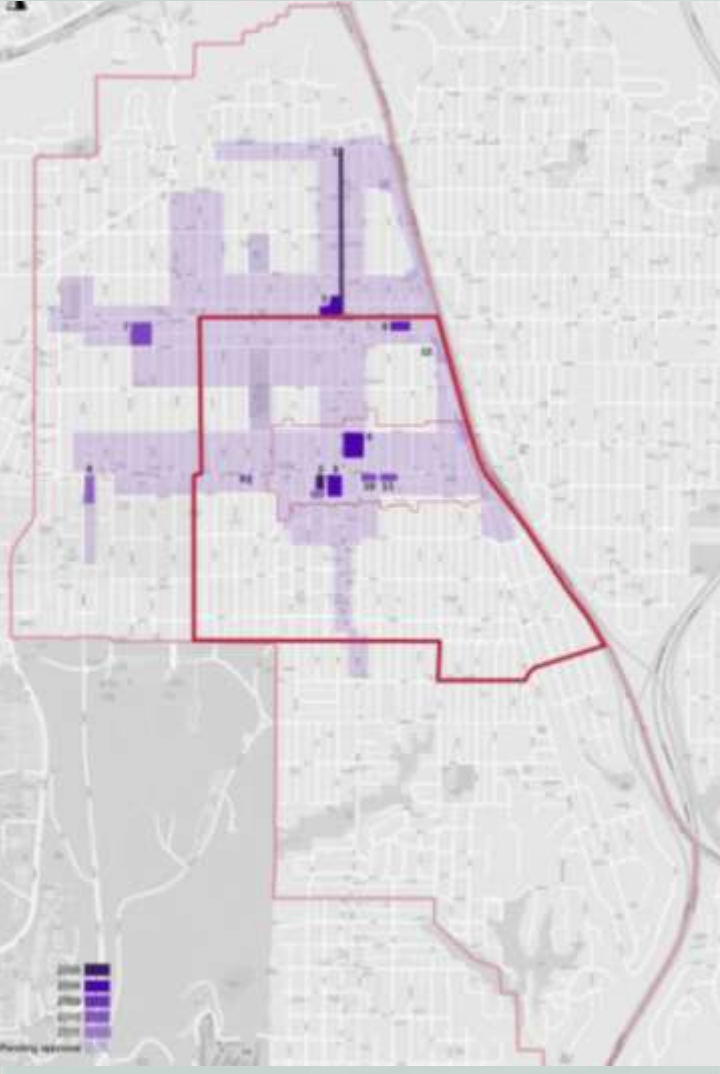
COMMUNITY

The community strongly supported the redevelopment process overcoming the initial resistance of the City of San Diego and it led the process in its starting stage.

PUBLIC AUTHORITIES

The public role was basically economic, with the Redevelopment Agency funding most of the physical interventions in the area.

OTHER ASSOCIATIONS



PRELIMINARY FINDINGS

STRENGTHS

- North Park Main Street can be considered a successful place-based initiative – strongly community-based and deeply related to the local resources.
- The regeneration has been based on a strong public-private partnership.

WEAKNESSE

- North Park **Farmer's** Market does not play a significant role as part of the *Food System* – there is not any urban-rural connection, even if food distribution emerges as a key factor in the regeneration process.

OPPORTUNITY

Possible connection between the **farmers'** market and the many **“food”** activities and businesses in the area

THREAT

Possible decline of the events that played a significant role in the regeneration process.

THANK YOU

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