Denton Community Market

Livable Cities, October 3, 2017

Presentation by: Sara Bagheri, J.D., Denton City Council
Public Markets - The Big Picture
A world of markets

* Euro/ME - Ex. Amsterdam
* Tianguis - W. Hemisphere
* Night Markets - E. Asia
Taiwanese Night Market

Photo credit: Pixabay
Commonalities between Markets

- Face-to-Face interaction- democratization
- Supporting arts, artisans and farmers - *Specialization*
- Enhancement of the multiplier effect
- Development surrounding the public space
- “Ephemeral symbiosis”
The Historical Model Can Work for U.S.
New American Cities

**Challenges**

- Sprawl/ social isolation
- Car-dependence
- Processed foods/ low nutrition value
- Trade imbalances— wealth concentration
- Air-quality

**Answers**

- Face-to-face interaction
- Mobility diversity
- Fresh fruits and vegetables, humanely raised livestock
- Return to economic diversification at local level
- Scale, scale, scale
Denton, Texas Background

- Est. 1846
- Railroad town/ King Cotton
- 2 Universities - population of about 48,000
- Central Square/Courthouse grid design typical of Texas county seats
- Rapid growth phases post-War and again and again pushes sprawl
- Aggressive annexation - City is now 89 square miles
- Denton County now fastest growing in nation
Denton- The Good

Photo: Ed Steele
Denton- The Bad
Denton- The Ugly
City of Denton Master Plan called for Public Market
Small Farmers’ Market located on main arterial and focused on car traffic. 4 stalls w/ mass-production
Gradual loss of mom-n-pop stores, local goods
City of Denton hosted Charrette in 2009
Core group formed*
Enter: The Devil

- Challenging Details:
  - Where?
  - Parking
  - What to sell?
  - Merchant needs
  - Fiefdoms
Lessons Learned

* Politics and personal relationships matter
* Organized board structure
* Design for merchants matters - electricity, shade, restrooms, water
* Design for customer experience - central space, music, green space

Future Status

* Partnership with County
* Funding from City
* Permanent Structures
* Better electricity/water buildout
The Market & Denton

* Changes observed in 8 years:
  * Redevelopment of the surrounding area
  * Greater density downtown
  * Increased home values in older core of city
  * Increased voter participation/ youngest Council in decades
  * Return of farmers
  * Reduced barriers to market entry- more Mom-n-Pops