# PLACE ATTACHMENT IN FOUR SELECTED LATINO VENDOR MARKETS:

# CASE STUDIES OF CALIFORNIA AND TEXAS

A Dissertation

by

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ABSTRACT

This research studies Latino vendor markets as city places through the lens of attachment. First, to understand the markets as places, the study looks at three key elements: institutional frameworks, language of place, and socioeconomic dimensions. Then, attachment is conceptualized through an understanding of dependence, networks, and acceptance.

The study examines four selected markets in two geographic county contexts, border and in-land, in California and Texas, two states with the highest percentage of Latino populations in the United States, both at 37.6% (U.S. Census Bureau, 2010). The border case study of San Diego County, California is paralleled with Cameron County, Texas, and the in-land Los Angeles County, California case study to Harris County, Texas.

Qualitative and quantitative, primary and secondary, data are collected and analyzed using a mixed-methods approach. Places studied include both the market grounds and city context. People studied include vendors, customers, market management representatives, and city officials.

The study found the selected markets to be characterized as "places," beyond spaces, that are occupied by a Latino majority (94%) by customers, vendors, and management members. Additionally, it found evidence of various degrees of attachment at all four markets for both customer and vendors. Ultimately, the research presents a

series of planning and design recommendations, as there is opportunity to support Latino vendor markets as $21^{st}$ century U.S. city places.

## DEDICATION

This dissertation is dedicated to my family; to my brother for joining me on many of the incredible journeys of the fieldwork; to my sister for your unending love and support. Most importantly, this work is a testimony of my parents' faith and perseverance and inculcating in me the value of education. To my father, for showing me the power of perseverance; and to my mother, for teaching me to fight for my dream; this dissertation is for all of our dreams.

## ACKNOWLEDGEMENTS

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Finally, thank you to the College of Architecture at Texas A&M University. I began my college education here in 2003, and thirteen years later I will receive my terminating degree from the same institution. I am forever grateful to the university for its continued support of my higher education.

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# 1. INTRODUCTION

"Among the Cubans in South Florida, Central Americans in Houston, Puerto Ricans in New York, and Mexicans…*everywhere*, history has conspired to create an endlessly set of fascinating relationships between people and place, the present and the past, and the dueling hopes and fears for the future. The future prosperity of the country relies on the education and hard work of the coming Latino plurality. The future happiness of those millions will depend in large part on whether the communities that become their homes are coherent, operational, humane, and a real way, *theirs*." (Suarez, 2012, p. xviii).

Latinos[1] are changing the demographic distribution of the United States. There are approximately 55 million Latinos in the U.S. accounting for 17% of the total U.S. population (U.S. Census Bureau, 2014; Stepler & Brown, 2016). Of these 55 million, approximately 35 million are U.S. born, and 19 million are foreign born (Stepler & Brown, 2016) (See Figure 1.1). After increasing for four decade from 1960 to 2000, the share of foreign-born Latinos in the U.S. began decreasing at the turn of the century (Stepler & Brown, 2016). Nevertheless, in the same timeframe the U.S. Latino population has increased by nine-fold, and it is projected to increase to 119 million, 29%

[1] The term "Latinos" refers to a pan-ethic group that generally identifies with Latin American countries (Rios, Vazquez, & Miranda, 2012). In addition to Latino, other common terms such as "Hispanic" or "Chicano" are also used in some cases to refer to more regional specific distinctions (U.S. Census Bureau, 2013). For the purpose of consistency, this dissertation uses the term Latino as the common designation.

of total population, by 2060 (U.S. Census Bureau, 2014; Rios, Vazquez, & Miranda, 2012; Stepler & Brown, 2016).

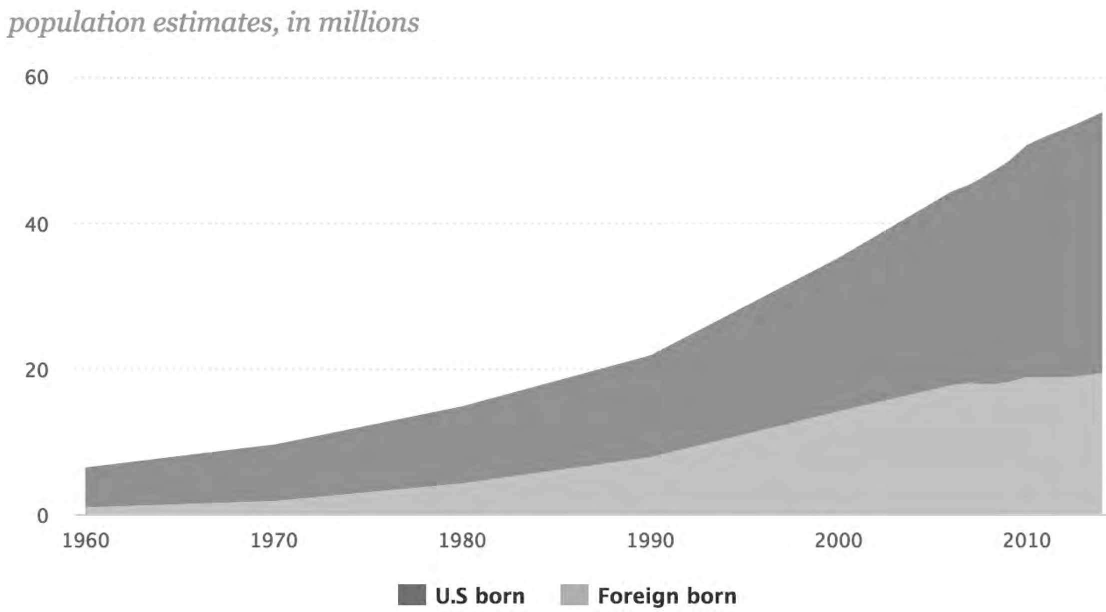


Figure 1.1: Latino Population by Nativity
Source: Reprinted from Stepler & Brown, 2016

The Latino population is concentrated along the U.S.-Mexico border (See Figure 1.2). In the 2010 U.S. Census, Los Angeles County, California (48% Latino), and Harris County, Texas (42% Latino) were the top two counties in total number of Latinos; San Diego County, California (34% Latino) ranked tenth (See Table 1.1), and Cameron County, Texas (89% Latino) ranked twenty-fourth (U.S. Census Bureau, 2010).

California and Texas each hold a minority majority population (U.S. Census, 2014). In 2014, Latinos surpassed whites as the largest racial and ethnic group in

California (Lopez, 2014); and it is estimated that based on current population growth rates, Texas will be next (Lopez, 2014).

| | | |
|---|---|---|
| 1 | Los Angeles County, CA | 4,760,974 |
| 2 | Harris County, TX | 1,731,046 |
| 3 | Miami-Dade County, FL | 1,648,630 |
| 4 | Cook County, IL | 1,273,631 |
| 5 | Maricopa County, AZ | 1,162,596 |
| 6 | Orange County, CA | 1,042,752 |
| 7 | Bexar County, TX | 1,033,722 |
| 8 | Riverside County, CA | 1,031,958 |
| 9 | San Bernardino County, CA | 1,030,532 |
| 10 | San Diego County, CA | 1,021,896 |

Table 1.1: Top 10 Counties of Total Latino Population
Source: Reprinted from Lopez, 2014; U.S. Census Bureau, 2010

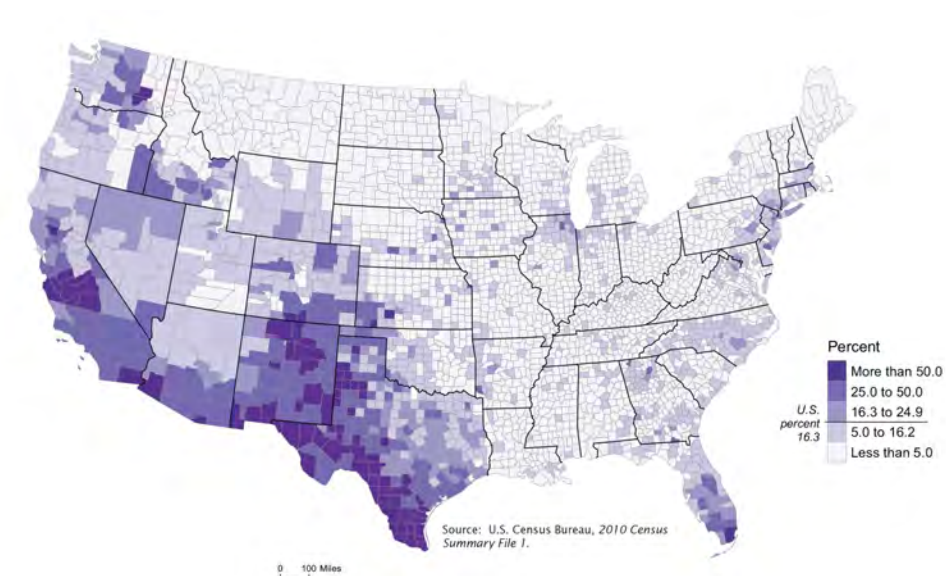


Figure 1.2: Latino Population as a Percent of Total Population by County: 2010
Source: Reprinted from U.S. Census Bureau, 2011

Latinos of Mexican origin are the largest Latin-origin group in the U.S. (Stepler & Brown, 2016). They account for nearly two-thirds of the U.S. Latino population (Lopez, 2015). Since 1980, the Mexican-origin population has nearly quadrupled (Lopez, 2015). Today, unlike other migrants, Mexicans are dispersed in all 50 of the U.S. states (Rosenblum, et. al., 2012). 33% of Mexicans in the U.S. are foreign born, and 42% of immigrants from Mexico have been in the U.S. for over 20 years (Lopez, 2015).

The national profile for Latinos, however, is changing in regions beyond the border particularly in the Midwest and the southeast (U.S. Census, 2010) Changes in national demographics will be defined by the younger generations as today, nearly six out of ten Latinos are Millennials or younger in comparison to four out of ten whites (Stepler & Brown, 2016).

Exploring the creation and evolution of place in the 21st century U.S. city is at the core of this investigation. The 21st century U.S. inner city has witnessed an overall loss of white residents to suburban areas and an increase of Asian, African American, and Latinos (U.S. Census, 2000). Furthermore, Latino demographic trends are significant in reinforcing how the Latino presence in the U.S. will continue to impact the shape, character, and form of places (Rios, Vazquez, & Miranda, 2012).

This study attempts to contribute to the body of knowledge of place by studying how Latino vendor markets might have the capacity to create places and facilitate attachment for their constituents. Research on place attachment has seen a rise in recent years due to globalization, threats to the environment and local context, and increased mobility (Relph, 1976; Sanders, Bowie & Bowie, 2003; Sennett, 2000). Additionally, development patterns of the 20th century have arguably increased the fragility of bonding to place by people (Scannell & Gifford, 2010).

To counter the increased lack of place in U.S. cities, this research studies place attachment in flea markets and swap meets, two market derivatives observed to be dominated by Latinos. They are defined as an event at which two or more people offer merchandise for sale (California Legislative Information, 2016); and their primary characteristic is the involvement of a series of sales sufficient in number, scope, and character to constitute a regular course of business (California Legislative Information, 2016). This study argues that the two can be studied in unison due to similarities in use, temporality, and the demographics of their typical users. In the context of states with high concentrations of Latinos, this study will thus refer to them as Latino vendor markets.

Markets are defined as indoor or outdoor locations where vendors gather periodically to sell merchandise (Morales, 2011). Market types in the U.S. include the following: public markets, private markets, farmers' markets, street markets, flea markets, craft markets, and swap meets (Morales, 2011). Markets have traditionally been at the center of societies as sites of opportunities for exchange transactions. It is known that business creation for merchants at markets is faced with minimal barriers (Morales, 2011), which allow people to develop skills and expand capital incrementally (Eckstein & Plattner, 1978; Balkin, 1989; Sherry, 1990b; Morales, 2006, Morales, 2011). However, there is a need to further research markets (Morales, 2011).

Market registry records present an indication for contextualizing this study of Latino vendor markets into a national dialogue. There are a total of 1,237 registered flea markets and swap meets in the U.S. Their profile depicts a southern concentration of these markets (See Figure 1.3). Furthermore, according to the National Association of Flea Markets, industry wide, flea markets saw a 10-15% rise in customers during the 2008 Great Recession (Chang, 2009).

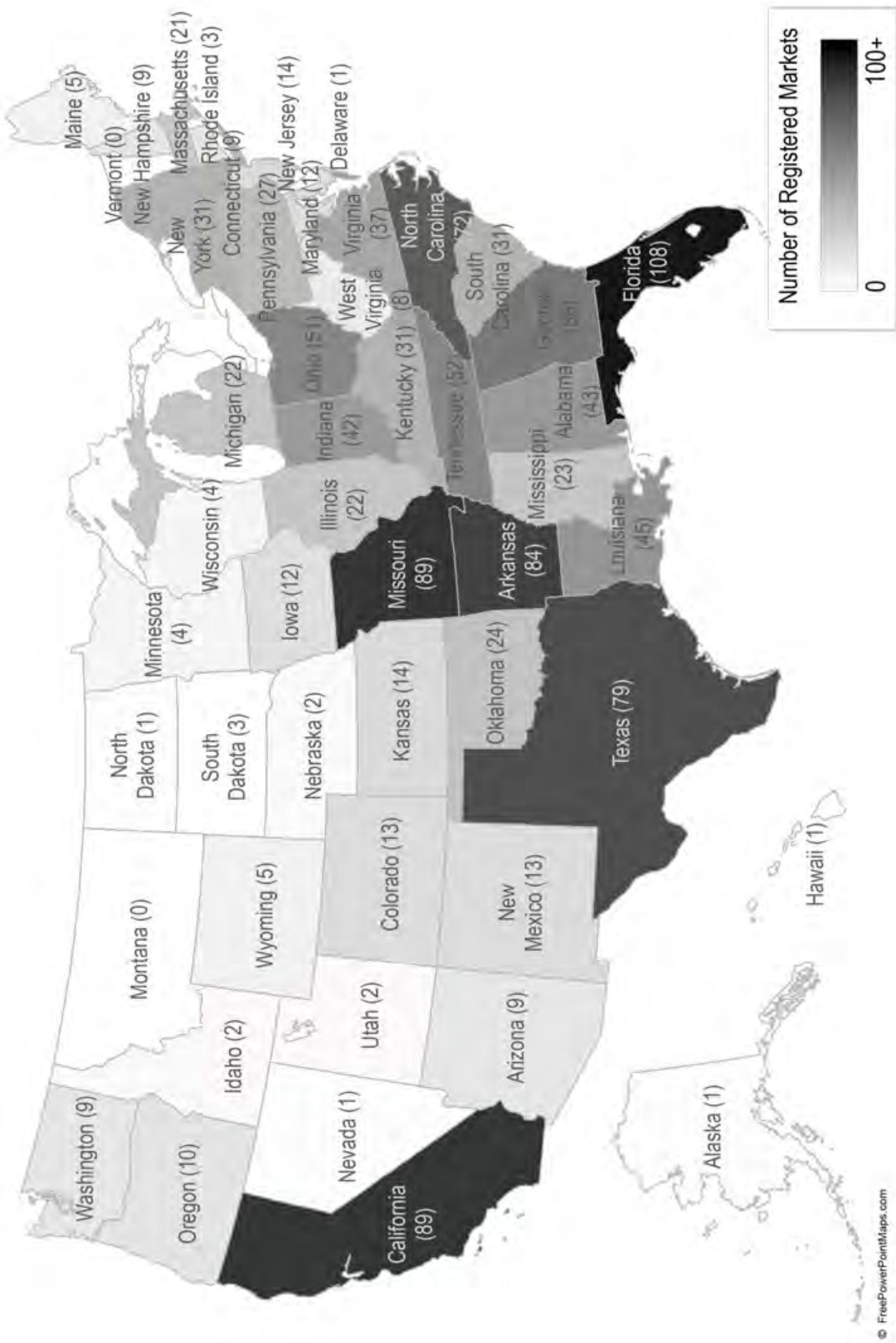


Figure 1.3: Registered Flea Markets and Swap Meets by State
Source: Created by Author using Free PowerPoint Maps, 2016; Reference USA, 2016

### *1.1. Organization for the Dissertation*

This dissertation consists of six chapters. Chapter I introduces the background of the study and research aims. Chapter II reviews relevant literature and theoretical frameworks for this research. Within the subsection of this chapter, theories of city and urban form, economic development, and place attachment are outlined as three key themes for studying marketplaces and Latinos in the U.S. Chapter III presents the research methodology. Chapter IV presents the study findings in three sections; first the four selected case studies are presented giving an overview of each of the markets and city context; second, an in depth analysis of the pilot study market in Cameron County is presented; and third, a summary of the findings of the "place" and "attachment" indicators is presented as a synthesis of all four markets. Chapter V evaluates the key findings and their implications to offer frameworks for the support of Latino vendor markets through urban design and planning recommendations, and proposes possible in interventions. Chapter VI presents a discussion of conclusions, study limitations, and ends with recommendations for future research.

## 2. REVIEW OF THE LITERATURE

### *2.1. Introduction: How Markets Create, Define, and Understand Place*

The following literature review synthesizes theoretical frameworks that help shape this study's understanding of place attachment in Latino vendor markets. This study is grounded on an understanding of the role of markets in the city, and their contribution to the production of place. First, it begins with a summary of the evolution, growth and change of cities and markets in the United States over the past century. Second, the physical production of space and place are conceptualized through an understanding of the interdependence of economic and social issues, and their impact on how markets operate. Third, this interconnectedness of layers in cities is addressed through a study of places and attachment. Lastly, the role that Latinos vendor markets have in changing the face of the production of place in the U.S. is discussed.

### *2.2. The Evolution, Growth, and Change of Cities in the United States from the 20$^{th}$ to the 21$^{st}$ Century*

The 20$^{th}$ century witnessed a shift from mass (Fordism) to flexible (Post-Fordism) production models. Though the 21$^{st}$ century cities inherited this flexible production model, the built environment of many cities continued to be organized and built in a Fordist manner (Mukhija  & Loukaitou-Sideris, 2014), relying economically on large-scale investments targeting a predictable and stable consumer base (Hutton, 2008).

"Modernity" and mass production had a major impact on the shape of cities in the United States. As a consequence, the needs of mass production, cars, and transportation networks dictated form and urban life. The rise of modernism brought about the doctrine of functionalism, a belief that "form follows function" (Haydn & Temel, 2006). As a dominant ideology of space, functionalism established, for several decades in the early 20th century, a degree of cohesion in urban planning, politics, and social practices (Haydn & Temel, 2006). Though once embraced as a way of delivering innovation, through doctrine and design to the masses, functionalism and mass production would gradually begin to be critiqued (Sadler, 1999).

The second half of the 20th century began cultivating a shift in the direction of development paradigms in the post WWII era. At the peak of modernism in the late 1950's and 1960's, the Situationist International (SI) formed as a coalition in response to the homogeneity and disciplinary efforts of functional urban planning (Haydn & Temel, 2006). Fundamentally, the Situationists were reacting to the benign professionalism of architecture and design that led, in their terms, to a "sterilization of the cities" that, in turn, threatened to eliminate spontaneity and community involvement in cities (Sadler, 1999). They argued that there was a need to relate the constructed environment with its social context by conceiving space as a product of social activity. For example, the Situationists envisioned a mobile urban architecture that could transform, and be in-tune with its inhabitants' desires (Haydn & Temel, 2006).

Urban historian Lewis Mumford, like the Situationists, was also a critic of the urban technological culture and demarked the automobile as the promoter of suburban sprawl (Kamel, 2014; Sadler, 1999). He believed urban sprawl would be to blame for the disappearance of green spaces and the degradation of the human environment

(Krabbendam et al., 2001). Others, like Francis Bello, Seymour Freedgood, Daniel Seligman, and Jane Jacobs criticized the inhumane scale of modernist urban development. They warned against excess bureaucracy and the devaluation of cities, as they would inevitably be changed in character by cars, parking lots, and highways (Krabbendam et al., 2001).

During the 1950's, U.S. federal policy began to address the issues of slum clearing in cities through the Urban Renewal movement. Supported by these policies, cities and developers pushed for the separation of Whites, Black, and Latinos during the 1960. Jane Jacobs, like others of that era, pushed against this increased social segregation. Jacob's seminal book "The Death and Life of Great American Cities," was an anthem for metropolitan life and a plea that questioned the disruption that planners and architects were producing through the process of wiping out neighborhoods in the city (Jacobs, 1961; Sadler, 1999). She believed that cities should be challenged to develop a language by which no one is shut out through relative equity for all actors using social space (Jacobs, 1961). In other words, public spaces provide a leveling platform for equity among different groups in the city. Jacobs believed that when social spaces are not available for mixing, a potential loss of place in the city could be produced; additionally, isolation between different groups of people could lead to friction and alienation due to lack of place (Jacobs, 1970).

Through discourse centered on the relationship of space and economy, Henri Lefebvre revolutionized urban studies as he theorized a way for understanding space as systems that are dependent on a political economy of a place (Cuthbert, 2011). He believed that the 20th century was witnessing an alliance of people trying to privatize space, destroying the social fabric of cities, and questioned whether a new form of capitalism could be developed that did not close down society, as it was quickly transforming into a conglomerate of social islands (Lefebvre, 1991). At a time when cities pushed for privatization of space, questions of the right to the city, the meaning of public space, and indications that a "society of islands" could bring an unhealthy form of isolation, and social separation, were emerging critiques of development patterns of that time. The ideas of Jacobs and Lefebvre made people question the damage that these islands of social isolation could do to the wellbeing of the city. Fundamentally, they helped steer planning, engagement, and design discourse to question the roles of democracy, and civic space, place, in framing city environments.

Ultimately, city design is a social process (Tonkiss, 2013). Planning provides a regulatory framework that directly impacts it. Yet, a substantial body of literature criticizes excessive regulation and order in the city. For example, Jane Jacobs (1961), Margaret Crawford (2008), Simon Sadler (1998), Richard Sennett (1970), and Elizabeth Wilson (1991) have challenged the conventional planning methods of cities and have argued for approaches that accommodate the unplanned (Makhija & Loukaitou-Sideris, 2014). Richard Sennett best describes this position in his *The Uses of Disorder* (1970):

> The process of change…could easily be misread, along what someone has called "slum-romantic" lines. I am not arguing that we return to the old ways of city life when times were hard; rather, I have tried to show how the emergence of new city life in an era of abundance and prosperity has eclipsed some of the essence of

urban life- its diversity and possibilities for complex experiences. What needs to happen is a change in the peculiar institutions of affluent city life, in order to create new forms of complexity and new forms of diverse experience. (p. 81)

For example, New Urbanism is one movement that has attempted to address the produced "social islands" of 20th century cities. It is a movement pushing for a codification of planning and design guidelines to help build places that invoke a certain sense of place through design codes. This movement believes that mimicking traditional European streetscapes is a means of creating desirable place in a suburban context. However, a criticism of this form of planning and design is that the underlying patterns of sprawl in many New Urbanist developments remain dominant (Mehaffy, 2010). These patterns could translate to an absence of spontaneity and authenticity. Additionally, the replication of historic streetscapes without consideration of context is another critique of the lack of authenticity for these places. Arguably, it has not dramatically changed the patterns of $20^{th}$ century development.

By the start of $21^{st}$ century, expansion of cities, concentration of people beyond the urban core, and the suburbanization of poverty into the peri-urban, or city fringe, all helped define typical development patterns in the U.S. (Katz et. al, 2006; Kneebone & Garr, 2010; Sullivan & Olmedo, 2015). The impact of these development patterns on markets is discussed in the following section.

*2.2.1. Evolution of U.S. City Markets*

Markets, the physical space for both buying and selling, began about five thousand years ago when goods began to be exchanged through barter (Marshall, 2012).

For centuries, markets, occurring openly in town centers, provided people with a free social space as well as access to food (Bluestone, 1991). These exchange transactions, however, needed to take place in a physical location that evolved into the typology of "the city market" as a grand, iconic building often owned by the city, but leased to agricultural vendors (Marshall, 2012). City markets evolved to be a civic amenity that in many cases appeared as multipurpose infrastructure, working at the confluence of transportation networks, and at geographically robust locations.

For a long time, markets were typically operated by the state (Marshall, 2012). Today, a key distinction is whether the land on which a market operates is publicly or privately owned. Markets are generally operated by one of three entities: public, private, or public-private partnerships (Morales, 2011). However, researchers do not have a good understanding of the role that each of the three entities has in producing socially relevant benefits (Morales, 2011).

In the U.S. markets have evolved along with political, economic, and social infrastructures (Morales, 2011), and in response to local needs (Pyle, 1971). Their evolution could be described as pendulum-like, as markets have experienced shifts in their level of privatization as well as popularity. Historically, markets were immigrant gateways into society (Deutsch, 1904; Eastwood, 1991; Eshel & Schatz, 2004; Morales, 2011; Reiss, 1964) known for integrating economically and ethnically distinct communities.

The role of markets in the U.S. has had both positive and negative narratives. For example, the chronicle of New York City pushcart markets at the turn of the 19$^{th}$ to the mid 20th century is a telling example. The largely 20th century push for greater sanitation in the city changed public vending. As the city promoted stricter sanitation ordinances, there was a crack down of unauthorized street markets forcing street vendors to peddle in one spot for no more than fifteen to thirty minutes by fear of being shut down (Bluestone, 1991). By 1913, the city pushed vendors to locations considered to be "out of the way," such as underneath the Manhattan, Williamsburg, and Queensboro bridges; New York City's street markets would become mostly abolished through the systematic transitioning of vendors into enclosed markets (Bluestone, 1991). Then, due to issues of food shortage and need for affordable goods in the economic crisis that followed World War I, New York City was forced to legalize a great number of the established markets (Bluestone, 1991). This is a case where institutional and government bodies had to respond to a social and economic need. The street markets were providing food and affordable home goods to people in the city, the act of legalization brought out of the shadows a process that was policed in the process of cleaning up the city.

Furthermore, the growth of the grocery store industry also contributed to the decline of the traditional city market (Pyle 1961; Mayo, 1993). Technological advances, such as refrigeration and air conditioning, rail and road infrastructure, and goods-vehicles facilitated the expansion of private grocery stores to further territories through mass distribution of products that were, for a long time, only accessible locally.

As cities pushed to move vendors out of the streets, real estate augmented this transition. Street economies moved into permanent venues bringing great value to land development. As land has become more valuable in the city, food markets have been moved outside the city center, to less accessible and less inhabited areas (Cowen, 2008).

However, despite this clear and dominant trend, some cities in the U.S. such as Seattle, Philadelphia, Washington D.C., and Detroit, have maintained a strong market culture allowing for their historic markets to remain established in the center. These cities recognized that as a centrally located institution in a growing city, markets could offer affordable opportunities for small business entrepreneurs, while also serving as a "vital lifeline" to connect consumers to produce (O'Neil, 2015). These are progressive, planning driven cities that are pioneering contemporary movements such as Smart Growth development.

### *2.3. Economic Dualism*

Similar to the urban discourse on the evolution of the city, economic theory began to address how urbanization and modernism had induced an increased polarization of the economy in cities, and conceptualized these in the logic of economic dualism (Makhija & Loukaitou-Sideris, 2014). Parallel to modernist ideology of development, the post-war economic development approach focused on issues at a macro-scale that in turn de-humanized the understanding of city development. With analysis focused on high aggregate growth models, macroeconomics was at the center of the debate in the mid 20$^{th}$ century (Meier & Rauch, 2005).

Building on Arthur Lewis's 1954 dual-sector model on economic development, Robert Averitt's work, and research by the International Labor Organization (ILO) in developing countries, anthropologist Keith Hart first used the term "informal sector" in

1973 to characterize uncounted employment opportunities in Ghana (Makhija & Loukaitou-Sideris, 2014). Hart focused on structural economic issues to explain the informal sector. His model stressed the potentially productive value of the informal sector, and questioned the feasibility and desirability to shift employment from the informal to the formal sector as proposed by conventional economic development policy. Hart recognized that in the context of developing counties, it would be difficult to formalize the informal sector due to: its large size, the lack of institutional capacity to monitor informal activity, and for providing much-needed opportunities for the poorest to earn a livelihood (Makhija & Loukaitou-Sideris, 2014). Arguably, these challenges would increasingly apply in the developed world (Giusti, 2010).

Some argue that too much regulation is the underlying problem of informality, and that excessive regulation increases the costs of doing business (De Soto, 1989) as excessive government regulations set unrealistic standards for formal growth, thus resulting in disproportionate growth in the informal economy (Makhija & Loukaitou-Sideris, 2014). Capital is conceptualized not as the social relations of production, but instead as a "representational process," a process De Soto coined as the "mystery of capital" (De Soto, 2000; Roy, 2011). De Soto attempted to demonstrate how the inability to produce capital is a major barrier to being able to benefit from capitalism (De Soto, 2010). In other words, poor populations in undercapitalized nations lack the ability to materialize capital (De Soto, 2000; Roy, 2011). Roy (2011) described De Soto's "mystery of capital" in the following way:

> In the West . . . every parcel of land, every building, every piece of equipment, or store of inventories is represented in a property document that is the visible sign of a vast hidden process that connects all these assets to the rest of the economy . . . [and] can be used as collateral for credit . . . Third World and former communist nations do not have this representational process. As a result, most of them are undercapitalized . . . Without representations, their assets are dead capital. (p. 22)

Some reject the direct link between the "informal" and the poor (Sennett, 2015; Tonkiss, 2013) calling into question the negative stigma of the "informal" construct. "Informal knowledge" is something that any human being can acquire (Sennett, 2015); and though some situations might lack legal "formality" in status, this is not to say that there is a lack of organization or absence of form (Tonkiss, 2013). "Whether or not they are regulated by explicit or legal rules, socio-spatial practices and forms of human settlement are always modes of social order" (Tonkiss, 2013; p. 57).

*2.3.1. The Economy's Impact on Markets*

20th century economic trends impacted the evolution of markets in U.S. cities. The introduction of credit cards during the 1960's changed purchasing power for consumers. Private retail centers became increasingly accessible to those in the mainstream economy, thus leaving out sectors of the population that could not, or would not, adapt to this new economic practice. This impacted markets as many operate entirely on cash transactions.

While cities ejected the traditional markets out of the city, farmers' markets saw resurgence in U.S. city centers during the 1970's, and again at the end of the 20$^{th}$ century (Hamilton, 2002; Morales, 2011). Middle and upper-middle class consumers embraced farmers' markets (Friedlander, 1976), while the urban poor hung on to the traditional ethnic markets. This switch further reinforces this trend as a displacement targeting the poor, and not specifically markets.

### *2.4. Place Attachment*

#### *2.4.1. Place*

The result of the spatial, economic, and social segregation of the 20$^{th}$ century was an increase in space and decrease of place (Relph, 1976). Place is a concept that is viewed as something beyond space. While the definition of space is more or less agreed upon, there are many definitions of place. Space could be any physical setting, and place addresses more complex human dimensions. Place has also been defined as: a phenomenological association with a location; a territory with a unifying collective memory; the proper focus of thinking; the simultaneous practices, ideas, and identity in a given setting; and as a "historically contingent process" (Agnew, 1987; Casey, 1993; Casey, 1997; Heidegger, 1953; Norberg-Schulz, 1980; Pred, 1984; Relph, 1976; Tuan, 1977). These theories all share a common understanding that are associated meanings to place (Rios, 2013).

For many years, the disciplines of architecture, planning, urban design, and related fields have proclaimed that place matters (Arefi, 2014). They argue that the origin of place is linked with ancient conceptions of "civic space," representing a location that allows for, and facilitates, the sharing of ideas. Its role in the context of cities can be understood through the public domain; the park designs of Frederick Law Olmstead are an example of this principle (Fein, 1972).

To understand place, urban designers have instrumentalized the concept in a variety of ways. Some address the language of place through robustness, legibility, and social inhabitation of cities (Appleyard, 1981; Bentley, et. al., 1985; Lynch, 1960; Whyte, 1980). Robustness is a quality of space that addresses the degree to which these can be used for different purposes; robust places are environments of choice (Bentley, et. al., 1985). Legibility addresses the reading of a space; it is a product of identity, and can be achieved through the use of five elements: paths, edges, districts, nodes, and landmarks (Lynch, 1960). These elements are mechanism that can inform urban navigation and place identity. Social interaction in public spaces could be stimulated through: the availability of sitting space; access to sun, wind, water, and trees; access to food; a relationship to the street; and triangulation through external stimulus such as an entertainer (Whyte, 1980).

In recent years, these classic definitions of place have been adapted to address contemporary cultural issues. These new studies examine: links of place to culture, and to its historical context (Lefbvre, 1991); understanding the relationship between space, people and "props"[2] over time (Rojas, 1991); and modeling the relationship between space, action, and identity (Rios, Vazquez & Miranda, 2012).

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[2] "The space in between buildings define the enacted space and become one constraint in creating boundaries of the exterior space as well as do weather and time. Plazas, streets and open

This study defines place as "social relationships among people in territorial communities" (Rios, 2013, pg. 165). Rio's study addresses the importance of understanding social relations within Latino communities in the context of city planning. Therefore, this research applies this conceptualization of place in analyzing Latino markets.

Placemaking, a derivative of place theory, is a concept that attempts to explain how spaces become places. In other words, placemaking is a process. Perhaps one of the most concrete models for measuring placemaking is one presented by the Project for Public Spaces (PPS). [3] PPS presents the following measurement tools: sociability, use and activity, access and linkages, and level of comfort (PPS, 2015). Sociability is measured through people counts such as the number of women, children or elderly, and measure of day and evening uses of a location. Uses and activities are measured through number of local business ownerships, land-use patterns, and social networks. Access and linkages are measured through traffic data, transit usage, and parking use patterns. Comfort is quantified through measures such as crime statistics, sanitation rating, building conditions, and environmental data (Project for Public Spaces, 2015).

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spaces are interwoven into the physical structures of a city, which creates the traditional public space, and setting for the enacted environment…this enacted zone is crucial in creating the setting because it "anchors" the users in the space. Props or physical structures such as stoops, stairs, and fences can stabilize the enacted space. The user has a sense of control in this open space, much as at a table in a restaurant where the table provides a temporary private zone in a public setting " (Rojas, 1991). p. 24.

[3] Project for Public Spaces (PPS) is a nonprofit planning, design and educational organization founded in in 1975 to expand on the work of William (Holly) Whyte, author of The Social Life of Small Urban Spaces. PPS's mission is to help people create and sustain public spaces as a way of building stronger communities (PPS, 2015).

Arefi proposes a conceptual model categorizing placemaking into three types: need-based, asset-based, and opportunity-based (Arefi, 2014). Need-based placemaking occurs when places are produced using a top-down approach as a response to quantifiable needs (Arefi, 2014); economic factors are thus major drivers in a need-based approach. On the other end of the spectrum from a more local and grassroots perspective, Arefi presents opportunity-based placemaking as a bottom-up approach driven by local knowledge (Arefi, 2014). One example of this form of placemaking is what is commonly described as the appropriation of space; when a squatter settlement appropriates a space it is opportunity-based placemaking as it occurs without waiting for policy, the top-down approach, to respond to needs. In the middle of the two constructs sits an asset-based approach that operates on both tangible and intangible assets that are both physical and social (Arefi, 2014).

*2.4.2. Attachment*

Within the theory of place, attachment is a construct that has been developed to analyze connections with a place. Place attachment is defined as an affective bonding of people to places (Low & Altman, 1992). In addressing place, “attachment” deals with the emotional bond within a setting (Manzo & Devine-Wright, 2014). According to Low & Altman (1992), place attachment is summarized as a multidimensional concept involving patterns of: attachments (affect, cognitive, and practice); places (vary in scale, specificity, and tangibility); different actors (individuals, groups, and cultures); different social relations (individuals, groups, and cultures); and temporal aspects (linear, and cyclical). Therefore, the contemporary understanding of place attachment has arguably evolved from theories defining numerous combinations of these patterns.

*2.4.3. Place Attachment Models*

As a phenomenological construct, attachment too is difficult to measure. However, a number of research models have been develop defining it as a multidimensional concept. The following is a summary of three of these models.

*2.4.3.1. Environmental Disruption-Response Model*

The environmental disruption-response model presents place attachment as a mechanism to address social capital[4]. This model builds on Devine-Wright's stages of psychological response to place change due to a sudden disruption (2009), and focuses on the response as place-related dimensions (Mihaylav & Perkins; 2014).

The first component of this model is an environmental disruption, typically a community level stimulus caused by change (Mihaylav & Perkins; 2014). The interpretive processes of place attachment evident from a potential disruption are identified both at the individual and community level; disruption can happen within or outside the place, in addition to being a compatible or incompatible change to the place (Mihaylav & Perkins; 2014). The disruption-response model directs greater attention to the place component, rather than to the person (Lewicka, 2014; Mihaylav & Perkins; 2014).

[4] Social capital is defined as a concept that conceptualizes intangible community resources, shared values, and trust; the fundamental premise of social capital theory is that relationships matter (Fields, 2003).

Following the disruption, this model identifies three dimensions of place attachment: 1) place dependence; 2) place identity; and 3) place bonding (Mihaylav & Perkins; 2014). Place dependence addresses how well a place serves an intended use by individuals; someone might depend on a site for certain activities or experiences, and might be less willing to chose to do so on a different site (Mihaylav & Perkins; 2014; Williams & Roggenbuck, 1989). Attachment is not achieved through dependence; instead the individual must feel a sense of ownership and investment in the place in order to achieve attachment (Mihaylav & Perkins; 2014). In this model, attachment is achieved through the dimension of place identity. Place identity is grounded in symbolic meanings in the place (Mihaylav & Perkins; 2014). Within this model, place bonding is considered the most central component of place attachment sitting at a higher order of significance than dependence and identity. The model predicts that place bonding would cause negative reactions if disruptions occur (Mihaylav & Perkins; 2014).

*2.4.3.2. Mobility Model*

The mobility model studies the time variable in place attachment. In this model, attachment implies “anchoring” of feelings, and in many cases a willingness to stay close, or a desire to return to a place (Lewicka, 2014). The temporal dimension of place attachment might be defined by a continuous relationship with the object of attachment.

One aspect of the temporal component is defined by length of time in a place, where the attachment is linked to a desire to continue a past relationship in the future; and a second aspect links attachment to symbolic meanings of the past (Lewicka, 2014).

While the first might be an attachment due to history, the later focuses on the triggering of memory among mobile individuals.

*2.4.3.3. Tripartite Model*

Scannell & Gifford (2010) present a model that defines place attachment as a three dimensional framework composed of: the person, the place, and the psychological process of attachment. The first dimension is the actor, who is attached; this dimension might derive meaning both individually and collectively (Scannell & Gifford, 2010). For the actor, attachment might be stronger if a setting evokes personal memories (Twigger-Ross & Uzzell, 1996; Scannell & Gifford, 2010); collective attachment happens when a group of people all share symbolic meanings of a place (Low, 1992; Scannell & Gifford, 2010). Attachment can be a community process over an area where the group might practice, or preserve culture (Fried, 1963; Gans, 1962; Michelson, 1976; Scannell & Gifford, 2010).

The second dimension is the psychological process: how affection, cognition, and behavior manifest in attachment (Scannell & Gifford, 2010). Affect is a term used to describe an emotional response, in some cases this is described as an emotional investment in a place (Hummon, 1992; Scannell & Gifford, 2010). The cognitive aspects of attachment relate to memories, beliefs, and knowledge associated with a particular place; cognitions can help people know and organize details of settings through architecture, and foster the feeling of attachment to a place (Scannell & Gifford, 2010). Behavior as a psychological process refers to attachment expressed through action such as the act of being physically in close proximity to a place, the reconstruction of a place, or by choosing a location because it holds similar physical attributes to an old place (Michelson, 1976; Scannell & Gifford, 2010).

The third dimension refers to the object of the attachment, and includes place characteristics (Scannell & Gifford, 2010). The place dimension has, in this model, been analyzed on two levels: the social and the physical (Riger & Lavrakas, 1981); and at different spatial scales such as the home, neighborhood, and city (Hidalgo & Hernandez, 2001; Scannell & Gifford, 2010). Some argue that social relationships and group identity facilitate attachment, and physical features such as density, proximity, and access to amenities can facilitate the interactions (Fried, 2000; Scannell & Gifford, 2010).

The tripartite model argues that attached individuals might experience a heightened sense of safety in place; and in the context of immigrant, place attachment may be defined by the intensity of longing for lost places as a product of displacement or "diaspora" (Billig, 2006; Deutsch, 2005; Scannell & Gifford, 2010).

*2.4.3.4. Latino Vendor Markets Place Attachment Model*

To operationalize attachment in the context of Latino vendor markets, this study builds on three place models: Arefi's Need-Based, Asset-Based, and Opportunity-Based Model (2014); Mihaylov & Perkins' Environmental Disruption-Response Model (2014); and Scannell & Gifford's Tripartite Model (2010). These three models present the most contemporary understanding of place attachment in the context of Latinos. This study proposes that place attachment can be understood through three indicators: *dependence*, *networks*, and *acceptance*.

At a fundamental level an association to a place can be a product of dependence (Mihaylov & Perkins, 2014). As defined by the environmental disruption-response model, dependence does not constitute attachment. Nevertheless, the degree of dependence to a place could be an indicator of the need to associate to a market.

Networks address the role that mixing has in developing attachment to a place. This model defines three types of networks: geographic, peer, and cross-peer networks. These three serves as bridge between dependence, and acceptance where geographic networks might be associated with dependence, and cross-peer being closer to acceptance. Peer networks are those amongst the same types, such as customer-to-customer, or vendor-to-vendor network. Cross-peer networks represent a mixing of people such as vendor-to-customer and vendor-to-management networks, which could signify a great level of trust of different types and closer associations to acceptance.

The third, and highest order, attachment indicator for this model is acceptance. As this more complex dimension of attachment, this indicator looks at how welcoming the markets are to Latinos. Additionally, the study presents the role that cultural iconography and imagery have in defining place. In the context of Latino markets, this indicator observes acceptance through the place dimensions of institutional frameworks, language of place, and socioeconomic dimensions.

*2.4.4. Markets as Places*

The privatization of markets, as explained before, drove a parallel internalization of retail centers (Bluestone, 1991), and a decrease of place. Arguably, a key point of departure from traditional markets to the dominance of modern commercial centers was the removal of the bargaining process from the market scene. Some believe that the lowly and random nature of market interactions is the currency from which the richness of the public grows (Jacobs, 1961; Morales, 2011).

Markets reconstitute public spaces by producing fluid places for interaction; they allow for the casual association that brings together disparate groups, and levels social hierarchies (Sherry 1990a; Chase, Crawford, & Kaliski 1999; Project for Public Spaces, 2003; Watson, 2009; Morales, 2011). Some argue that markets have the ability to "shape us," as they are structures that shape and make possible human behavior (Marshall, 2012); others have tried to understand the social complexity of markets as "action scenes" (Maisel, 1974). It is also reasonable to assume that as private retail began to dominate, the central city space given over to "social encounters" diminished. The social dimension as place attachment in market environments is, however, in need of further research. The following section discusses the social and cultural tradition of ethnic markets.

### *2.5. Latino Vendor Markets*

#### *2.5.1. Ethnic Market Studies*

Although ethnic markets were pushed out of the city center, some remnants of traditional markets remain in flea markets[5] and swap meets[6] as they were a dominant market typology of traditional, peasant societies (Beals, 1975; Geertz, 1963; MacKay & Weeks, 1984; Belk, Sherry, & Wallendorf, 1988). The literature has qualified swap

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[5] A market, usually outdoors, where old and used items are sold (Merrian-Webster, 2016).
[6] A swap meet is defined as a gathering for the sale or barter of second hand objects; it is an event at which people can sell, buy, or trade used items (Merrian-Webster, 2016).

meets and flea markets as primitive archaic marketplace (Sherry, 1990a), and functional anachronisms (Belk, Sherry, & Wallendorf, 1988; Sherry, 1990a). This research argues against this qualification in the context of Latino vendor markets.

In California, used-good markets are generally termed swap meets while in other places such as Texas they are referred to as flea markets. They are both a form of buyer-seller exchange argued by some to closely resemble the oldest forms of exchange outside the household (Belk, Sherry, & Wallendorf, 1988). Due to their similarities, this is a study of both swap meets and flea markets in parallel, and refers to them as Latino vendor markets in the context of areas with high Latino concentrations.

*2.5.2. Social and Cultural Context of Latino Markets*

Traditional markets in the Americas predates colonial ruling. Evidence of this is found in historical archives that document the discovery of marketplaces in the 16th century with the arrival of Hernán Cortés and the Spanish Conquistadores to Mexico in 1519 (Boone, 2011). When they arrived to Tenochtitlan, present day Mexico City, its population was nearly 500,000 people, a population larger than early 16th century London or Rome (Rojas, 1986). This newly discovered Aztec civilization captivated the Spaniards, and between their arrival and 1524, Cortés wrote a series of letters[7] to King Charles of Spain to report on this new world (Boone, 2011).

These letters were accompanied by a plan of the city of Tenochtitlan (See Figure 2.1); this historical map represents a city in the middle of a lake and highlights the places

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[7] The first letter was never published and is lost; the second letter describes Cortés' entry to Mexico and his discoveries, and the third letter narrates the Spanish conquests of the Aztec world (Mundi, 1998).

that are believed by some to have special meaning, or significance to the Spaniards including: the temple of sacrifices; the palace of Moctezuma, the Aztec king; the zoo; and the market (Boone, 2011). Figure 2.1 shows the market labeled as “forum” on the upper right hand side of the city plan.


Figure 2.1: Woodcut Map and Plan of Tenochtitlan, 1524
Source: Reprinted from Boone, 2011

The second letter by Cortés, written in 1520, is particularly significant in this series, for it is an extensive narrative describing the rich empire that Cortés had acquired for the king, and includes a lengthy description of the market at Tlatelolco (Boone, 2011; Mundi, 1998). Cortés’ depicts a marketplace in which everyday 30,000 people engage in the buying and selling of goods, twice the scale of the market square in Salamanca (Cortés, 1520). Not only did the scale impress him, but he also admired its level of order (Cortés, 1520). Items sold at the market included fine jewelry, exotic birds, food, and crafts among others. Day laborers were also available for hire at the market. Cortés wrote:

> Everything that can be found throughout the whole country is sold in the markets, comprising articles so numerous that to avoid prolixity, and because their names are not retained in my memory, or are unknown to me, I shall not attempt to enumerate them. Every kind of merchandise is sold in a particular street or quarter assigned to it exclusively, and thus the best order is preserved. (Cortés, 1520).

Spanish ruling would eventually change the future of Latin America, yet the tradition of markets remained, and arguably remain, a part of its culture. Some researchers argue that the Mexican market model has evolved in the U.S. in the form of flea markets (Dean, et. al., 2011). Along the U.S. Mexico border, flea markets are known as “pulgas,” Spanish word for flea. Some researchers say that these border markets resemble Mexican open-air markets on the other side of the border known as “tianguis,” or open-air market (Dean, et. al., 2011; Long-Solis, 2007). Although privately owned, some researchers classify “pulgas” as entities constituting of public space (Dean, et. al., 2011).

Furthermore, Latino markets in the U.S. appear as cultural references in a variety of media such as illustrated children’s books, and art. For example, in a 2002 publication, "Grandma and Me at the Flea," Juan Felipe Herrera shares memories of a typical weekend at a flea market in southern California (See Figure 2.2). He writes about times spent with his grandparents, vendors at a market, the familiar faces, sounds, and food that added to the sense of place, and describes feeling he was "in one big family" at the market (Herrera, 2002).

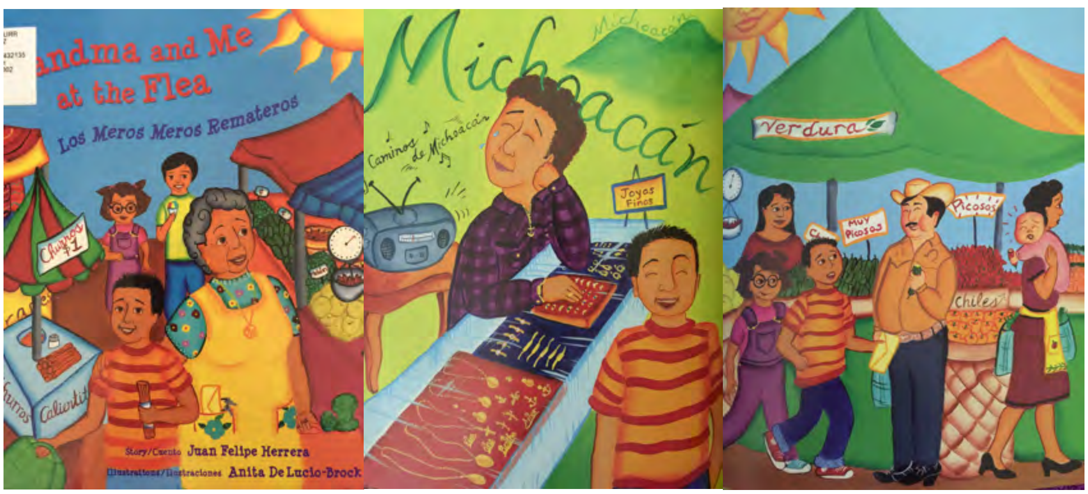


Figure 2.2: Picture Illustrations of Flea Market Memories in "Grandma and Me at the Flea"
Source: Reprinted from Herrera, 2002

Although Latino vendor markets vary in their operation, scale, form, and degree of permanence, the distinguishing attribute between them and other market types such as farmer's markets and antique markets is their diversity of goods that appeal to the Latino population. Latino markets are places where customers can buy both old and new goods such as common household items, clothing, beauty products, prepared food, or fresh produce amongst a variety of household services.

*2.6. Gap in the Literature*

Though markets are among the oldest entities in society, there is much to be studied of them (Morales, 2011). As evident through government registries, there is limited documentation of different market types in the U.S. The North American Industry Classification System (NAICS) is the standard classification system used by the U.S. government to register businesses for the purpose of collecting, analyzing, and publishing data related to the U.S. business economy (U.S. Census Bureau, 2016). Most markets fall under NAICS code classification 453310, "used merchandise stores," yet there is a wider range of market types that almost one hundred years ago fell under this classification. This current economic measure is arguably insufficiently fine grained to capture the full spectrum of economic activity at markets (Morales, 2011).

The U.S.'s last official count of public markets occurred in 1919; and it was not until 1996 that a tally of farmers markets was produced (Brown, 2001; Morales, 2011). A government census of vendor markets is urgently needed to understand the basic distinguishing features of markets, such as: governance, geography, clientele, food origin, supply, and seasonality (Morales, 2011).

There is not a good understanding of different types of markets that currently operate in the U.S, the institutional frameworks that support them, and the different stakeholders involved with their functioning (Morales, 2011). Few studies have systematically reflected on the complexity of vendor markets' socioeconomic structures, their internal dynamics, retail ecology, and cultural significance (Sherry, 1990a). Further, none has studied markets from an urban design perspective in order to understand the links to the urban domain of cities. A multidisciplinary study, grounded in spatial analysis and the observations of people, can begin to make inferences regarding what manner of market designs are more conducive to place attachment.

This research asserts that a study of Latino markets can contribute to the gap in the U.S. ethnic market literature. Latinos compose the largest and fastest growing ethnic minority in the U.S. (Irvine, 2012), yet the literature has given little attention to their contributions in planning; and more specifically to Latino issues of "the right to the city" (Brenner, 2000; Douglass & Friedmann, 1998; Friedmann, 2002; Holston & Appadurai, 1999; Mitchell, 2003; McCann, 2002; Purcell, 2003; Purcell, 2008; Rios, 2013; Rios, Vazquez & Miranda, 2012). Latino communities need to be upfront, and engaged in the discussion of city planning and its related fields. One pervasive barrier to the inclusion of this demographic in planning and urban design practice is the lack of understanding in the ways that these communities construct place (Rios, Vazquez & Miranda, 2012). There is a lack of research directed towards deeper understanding of Latino places.

In the U.S., Latino vendor markets, a type of ethnic market, have also been impacted by development and the economic patterns of 20th century cities. This study investigates the potential that Latino vendor markets have to create a sense of place and attachment for communities, and their role as emerging 21st century city places.

# 3. RESEARCH QUESTION AND METHODOLOGY

## *3.1. Research question*

The basic definitions guiding the research question are the following:

- **Place:** "social relationships among people in territorial communities" (Rios, 2013, pg. 165).
- **Place attachment:** is an affective bonding of *people* to *places* (Low & Altman, 1992).

This study investigates Latino vendor markets in the U.S. The primary goal of the research is to assess their capacity, or not, to create places for attachment and asks the following research question:

**What factors contribute or hinder place attachment in Latino vendor markets?**

In doing this, the research will first analyze *place* through: 1) institutional frameworks, 2) the language of place, and 3) socioeconomic dimensions. Second, *attachment* will be analyzed through: 1) dependence, 2) networks, and 3) acceptance.

This will be tested in two major geographic locations in California and Texas.

The research hypothesizes that higher order attachment, meaning acceptance, will be found in the selected cases as they represent extreme market cases: they are established entities that have been operating for over a decade and they are in areas with high concentration of Latinos. If the study does not find attachment in these as extreme sampling, then the hypothesis of Latino markets creating attachment to place would not be confirmed.

*3.2. Research Method*

This study is a multifaceted research using case studies through a naturalist approach. A case study is an in-depth empirical inquiry used to investigate a contemporary phenomenon in its "real-life context" (Yin, 2009, p. 18; Rule & John, 2015). The use of case studies allowed the research to study Latino vendor markets in different geographic areas. In addressing the research question, four case studies were selected, observed, and analyzed using predetermined variables.

Methods of primary data collection for each case study included: interviews, observations, surveys, and image and photographic documentation. Secondary data collection included: mapping of U.S. Census data, and online data from Reference USA, Yelp, business websites, and Facebook. Using these data collection methods, the analysis draws from multiple accounts of activities, voices, and actions (Reckwitz, 2002; Miles, 2015), in addition to applying in-depth analysis and triangulation as a means of verifying findings (Mathison, 1988; Pearson, Albon, & Hubball, 2015; Stake, 2010).

Then, a naturalistic approach is used to enquire if the elements of place attachment are found, or not found, in the data. Using a naturalistic approach, the theory of place was used to define and problematize the cases, and the data was used to derive at an understanding of attachment (Earls, 1986, Rule & John, 2015).

This process drove the study to produce findings as a "thick descriptions" (Geertz, 1973). Following a naturalistic data reporting method, the study presents: accuracy and diligence in reporting of the process and findings; plausibility of the interpretations, and conclusions; this approach allows for logical and atypical findings (Earls, 1986).

### *3.3. Case Study Selection*

#### *3.3.1. State Selection Criteria*

The sampling targets states with a high percentage of Latinos, and specifically looked at three variables: percentage of Latinos, number of businesses, and income and poverty levels. The study assumes that these markets are an alternative for the poor; therefore the income and poverty level variable allowed for the targeting of this demographic. Selecting Latino vendor markets in predominately Latino states allows the study to have potential comparability.

California and Texas are the top two states in total population, California with 37.3 million people and Texas with 25.3 million (Grieco, et. al., 2012). Looking at the Latino population, they compose of 37.6% of the total population for each of the two states (U.S. Census, 2010). Economic data reveals similar patterns; California has the highest number of businesses with 2.8 million, and Texas is third with 2.0 million (U.S.

Census Bureau, 2012). Out of all firms, microbusinesses[8] make up approximately 62% in California, and 58% in Texas (U.S Census Bureau, 2011). At the same time, poverty is high for both states. According to the 2012 American Community Survey, they are the top two ranking states for households with income below poverty level (U.S. Census Bureau, 2012).

*3.3.2. County Selection Criteria*

The sampling is applied to select four counties. At the county level, the study looks at two variables: number of Latinos, and income and poverty levels. Looking at more detailed demographic data at the county level shows the Latino population to be concentrated along the U.S.-Mexico border. Moving further north from the border, the number and concentration of Latinos is lower. Therefore, the study tests the research design both on border counties (San Diego County, CA, and Cameron County, TX), and in more in-land urban contexts (Los Angeles County, CA, and Harris, TX).

There are two counties on the U.S.-Mexico border of California: Imperial and San Diego Counties. Imperial County has a total population of approximately 180,000 (U.S. Census Bureau, 2013). It is a rural county with seven cities (Imperial County, 2016). El Centro, its largest city, has a total population of approximately 44,000 (U.S. Census Bureau, 2013). Given its rural classification, the study did not select Imperial County but selected the more populous San Diego County to ensure the possibility of a larger Latino population sample, and possible markets.

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[8] A microbusiness is an organization with less than five employees, small enough to require little capital ($35,000 or less) to get started, many of which are one-person enterprises (Small Business Administration, 2009).

San Diego County has a population of approximately 3.2 million (U.S. Census Bureau, 2013). It is a border county to Mexico and on the southern-most point of its state. Latinos account for approximately 33% of the population making them the largest minority; white alone account for approximately 48% and Asians rank third at approximately 11% of the total population (U.S. Census Bureau, 2013) (See Table 3.1). The per capita income for the county is above the national average (U.S. Census Bureau, 2013). However, looking at this income indicator by race, the per capita income of Latinos in San Diego County is estimated at $16,247 while whites alone, non-Latino averages $40,689 (U.S. Census Bureau, 2013) (See Table 3.2).

**Population By Race**

| | **San Diego County** | | **California** | | **United States** | |
|---|---|---|---|---|---|---|
| | **Total** | **%** | **Total** | **%** | **Total** | **%** |
| Total Population | 3,175,313 | | 38,000,360 | | 313,861,723 | |
| Not Latino | 2,138,167 | 67% | 23,492,741 | 62% | 260,909,226 | 83% |
| White Alone | 1,508,798 | 48% | 14,908,465 | 39% | 197,212,409 | 63% |
| Black Alone | 150,851 | 5% | 2,155,655 | 6% | 38,418,235 | 12% |
| Asian Alone | 350,773 | 11% | 5,033,023 | 13% | 15,416,646 | 5% |
| Latino | 1,037,146 | **33%** | 14,507,619 | **38%** | 52,952,497 | **17%** |

Table 3.1: Population by Race in San Diego County, California
Source: U.S. Census Bureau, American Community Survey 2013 (3-Year Estimates), Social Explorer

| Income Indicators (In 2013 Inflation Adjusted Dollars) | | | |
|---|---|---|---|
| | **San Diego County** | **California** | **United States** |
| Median Family Income | $71,422 | $67,746 | $63,784 |
| Per capita income | $30,031 | $29,103 | $27,884 |
| Per capita income for Latino | $16,247 | $15,519 | $15,883 |
| Per capita income for White Alone | $40,689 | $42,666 | $33,144 |

Table 3.2: Income Indicators in San Diego County, California
Source: U.S. Census Bureau, American Community Survey 2013 (3-Year Estimates), Social Explorer

Cameron County is on the southern most tip of Texas with a population of 415,191 (U.S. Census Bureau, 2013). The majority of the population is Latino accounting for approximately 88% (See Table 3.3). In addition to having per capita income that is approximately half of the national average (U.S. Census Bureau, 2013). Looking at income indicators by race, the per capita income of Latinos in Cameron is estimated at $12,311, while whites only, non-Latino, are at $32,015 (U.S. Census Bureau, 2013) (See Table 3.4).

**Population By Race**

| | Cameron County | | Texas | | United States | |
|---|---|---|---|---|---|---|
| | **Total** | **%** | **Total** | **%** | **Total** | **%** |
| **Total Population** | **415,191** | | **26,049,971** | | **313,861,723** | |
| Not Latino | 48,276 | 12% | 16,106,885 | 62% | 260,909,226 | 83% |
| White Alone | 42,682 | 10% | 11,558,274 | 44% | 197,212,409 | 63% |
| Black Alone | 1,536 | 0% | 3,014,284 | 12% | 38,418,235 | 12% |
| Asian Alone | 2,737 | 1% | 1,040,322 | 4% | 15,416,646 | 5% |
| Latino | 366,915 | **88%** | 9,943,086 | **38%** | 52,952,497 | **17%** |

Table 3.3: Population by Race in Cameron County, Texas
Source: U.S. Census Bureau, American Community Survey 2013 (3-Year Estimates), Social Explorer

**Income Indicators (In 2013 Inflation Adjusted Dollars)**

| | Cameron County | Texas | United States |
|---|---|---|---|
| Median Family Income | $35,811 | $60,656 | $63,784 |
| Per capita income | $14,633 | $25,900 | $27,884 |
| Per capita income for Latino | $12,313 | $15,190 | $15,883 |
| Per capita income for White Alone, Not Latino | $32,015 | $36,470 | $33,144 |

Table 3.4: Income Indicators in Cameron County, Texas
Source: U.S. Census Bureau, American Community Survey 2013 (3-Year Estimates), Social Explorer

Los Angeles County has a total population of approximately 10 million people (U.S. Census Bureau, 2013) and contains the city of Los Angeles, the second most populous city in the United States (U.S. Census Bureau, 2010) with approximately 3.8 million people (U.S. Census Bureau, 2013). 48% of the population at the county level is Latino (U.S. Census Bureau, 2013) (See Table 3.5). Per capita income for L.A. County ($27,288) is just short of the U.S. average ($27,884) (U.S. Census Bureau, 2013). The per capita income of Latinos is $15,261, while whites alone, non-Latino, makes almost three times the Latino per capita average with $48,235 (U.S. Census Bureau, 2013) (See Table 3.6).

**Population By Race**

| | Los Angeles County | | California | | United States | |
|---|---|---|---|---|---|---|
| | **Total** | **%** | **Total** | **%** | **Total** | **%** |
| Total Population | 9,951,320 | | 38,000,360 | | 313,861,723 | |
| Not Latino | 5,162,205 | 52% | 23,492,741 | 62% | 260,909,226 | 83% |
| White Alone | 2,710,937 | 27% | 14,908,465 | 39% | 197,212,409 | 63% |
| Black or African American Alone | 799,895 | 8% | 2,155,655 | 6% | 38,418,235 | 12% |
| Asian Alone | 1,370,322 | 14% | 5,033,023 | 13% | 15,416,646 | 5% |
| Latino | 4,789,115 | **48%** | 14,507,619 | **38%** | 52,952,497 | **17%** |

Table 3.5: Population by Race in Los Angeles County, California
Source: U.S. Census Bureau, American Community Survey 2013 (3-Year Estimates), Social Explorer

**Income Indicators (In 2013 Inflation Adjusted Dollars)**

| | Los Angeles County | California | United States |
|---|---|---|---|
| Median Family Income | $60,572 | $67,746 | $63,784 |
| Per capita income | $27,288 | $29,103 | $27,884 |
| Per capita income for Latino | $15,261 | $15,519 | $15,883 |
| Per capita income for White Alone | $48,235 | $42,666 | $33,144 |

Table 3.6: Income Indicators in Los Angeles County, California
Source: U.S. Census Bureau, American Community Survey 2013 (3-Year Estimates), Social Explorer

Harris County, Texas has a population of approximately 4.2 million (U.S. Census Bureau, 2013) and is home to the city of Houston, the fourth most populous city in the United States (City of Houston, 2015) with a population of approximately 2.1 million (U.S. Census Bureau, 2013). At the county level, Latinos account for 41% of the total population (U.S. Census Bureau, 2013) (See Table 3.7). The per capita income at the county level ($27,770) is slightly lower than the national average ($27,884) (U.S. Census Bureau, 2013). Looking at income indicators by race, the per capita income of Latinos for Harris County is estimated at $15,469, while whites only, non-Latino, average $47,985 (U.S. Census Bureau, 2013) (See Table 3.8).

**Population By Race**

| | **Harris County** | | **Texas** | | **United States** | |
|---|---|---|---|---|---|---|
| | **Total** | **%** | **Total** | **%** | **Total** | **%** |
| **Total Population** | **4,255,830** | | **26,049,971** | | **313,861,723** | |
| Not Latino | 2,495,433 | 59% | 16,106,885 | 62% | 260,909,226 | 83% |
| White Alone | 1,367,860 | 32% | 11,558,274 | 44% | 197,212,409 | 63% |
| Black Alone | 786,248 | 19% | 3,014,284 | 12% | 38,418,235 | 12% |
| Asian Alone | 268,856 | 6% | 1,040,322 | 4% | 15,416,646 | 5% |
| Latino | 1,760,397 | **41%** | 9,943,086 | **38%** | 52,952,497 | **17%** |

Table 3.7: Population by Race in Harris County, Texas
Source: U.S. Census Bureau, American Community Survey 2013 (3-Year Estimates), Social Explorer

**Income Indicators (In 2013 Inflation Adjusted Dollars)**

| | Harris County | Texas | United States |
|---|---|---|---|
| Median Family Income | $59,883 | $60,656 | $63,784 |
| Per capita income | $27,770 | $25,900 | $27,884 |
| Per capita income for Latino | $15,469 | $15,190 | $15,883 |
| Per capita income for White Alone | $47,985 | $36,470 | $33,144 |

Table 3.8: Income Indicators in Harris County, Texas
Source: U.S. Census Bureau, American Community Survey 2013 (3-Year Estimates), Social Explorer

*3.3.3. Market Selection Criteria*

a) **Market Registration:** The first criterion was to ensure that only registered markets were in a potential sample pool, identifiable through multiple data sources. Registration was a necessary component of the selection process to ensure that the length of establishment of potential markets could be confirmed. Market search was first conducted using the business database Reference USA. Additionally, a web search looked for markets on web map registries, and in social media such as Yelp and Facebook.

b) **Industry Classification:** According to the North American Industry Classification System (NAICS), flea markets and swap meets are categorized under NAICS code 453310, "used merchandise stores." The business search, using Reference USA, was done at the county level in order to capture a wider pool of market options.

c) **Open Air:** The markets selected are open-air. This is a study of public places where, throughout the history of the city, it is the outdoor nexus of human activity that has represented the body politic, and a city's sense of civicness (Lynch, 1960). Therefore the study chooses to study open-air markets to contextualize it with city place research. The study assumes open-air markets are visited most frequently during the spring and summer months thus markets are observed during temperate weather seasons. Additionally, based on previous studies, the research assumes weekends reflect the markets at their highest use, and with the greatest number of vendors and customers.

d) **Length of Operation:** Market registry length ranges from one year to over thirty years. The study focuses on established markets that have been operating for more than ten years to be able to analyze attachment.

e) **Size**: A minimum threshold of 500 vendor stalls is applied in order to ensure that the markets are large enough to be able to comprehend and diagnose the markets in terms of their order and operation. The size of the market is verified by cross-referencing Reference USA business listings with market details listed on the market business websites.

Following these criteria, the study selected one market per county case study. The following four markets were selected: Roadium Open Air Market (Los Angeles County, California); Spring Valley Swap Meet (San Diego County, California); Sunny Flea Market (Harris County, Texas); and the Seventy Seven Flea Market (Cameron County, Texas) (See Figures 3.1, 3.2, 3.3. & 3.4).

Of the four selected counties, Cameron County has the highest concentration of Latinos, and was therefore used as the pilot study site. The pilot study was used to test the survey instruments and field surveying methods, in addition to evaluating feasibility, time, and design of the study prior to application of the field methods to all four sites.

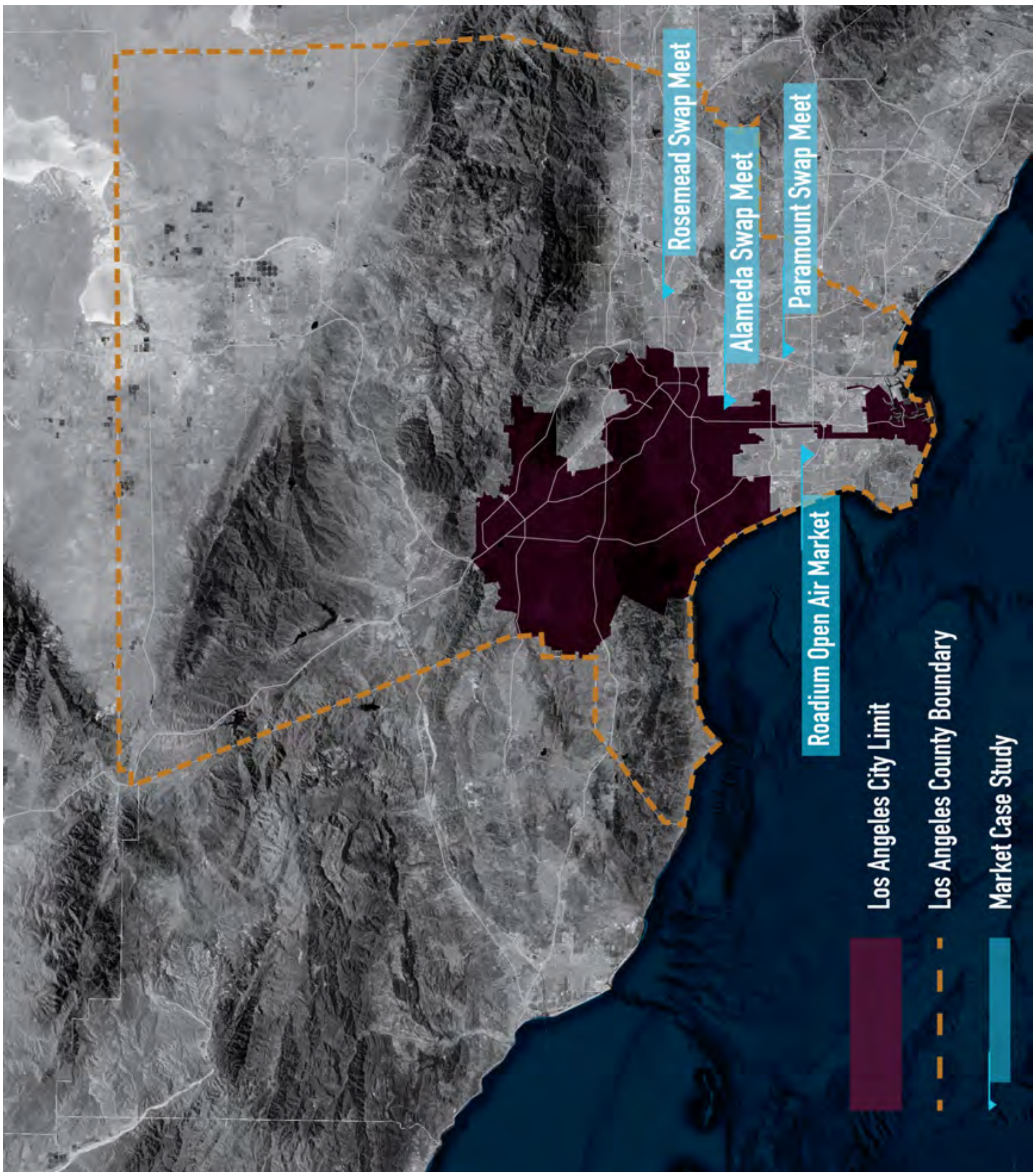


Figure 3.1: Market Meeting Selecting Criteria in Los Angeles County, Texas
Source: Created by Author using a Google Earth Satellite Image, 2015

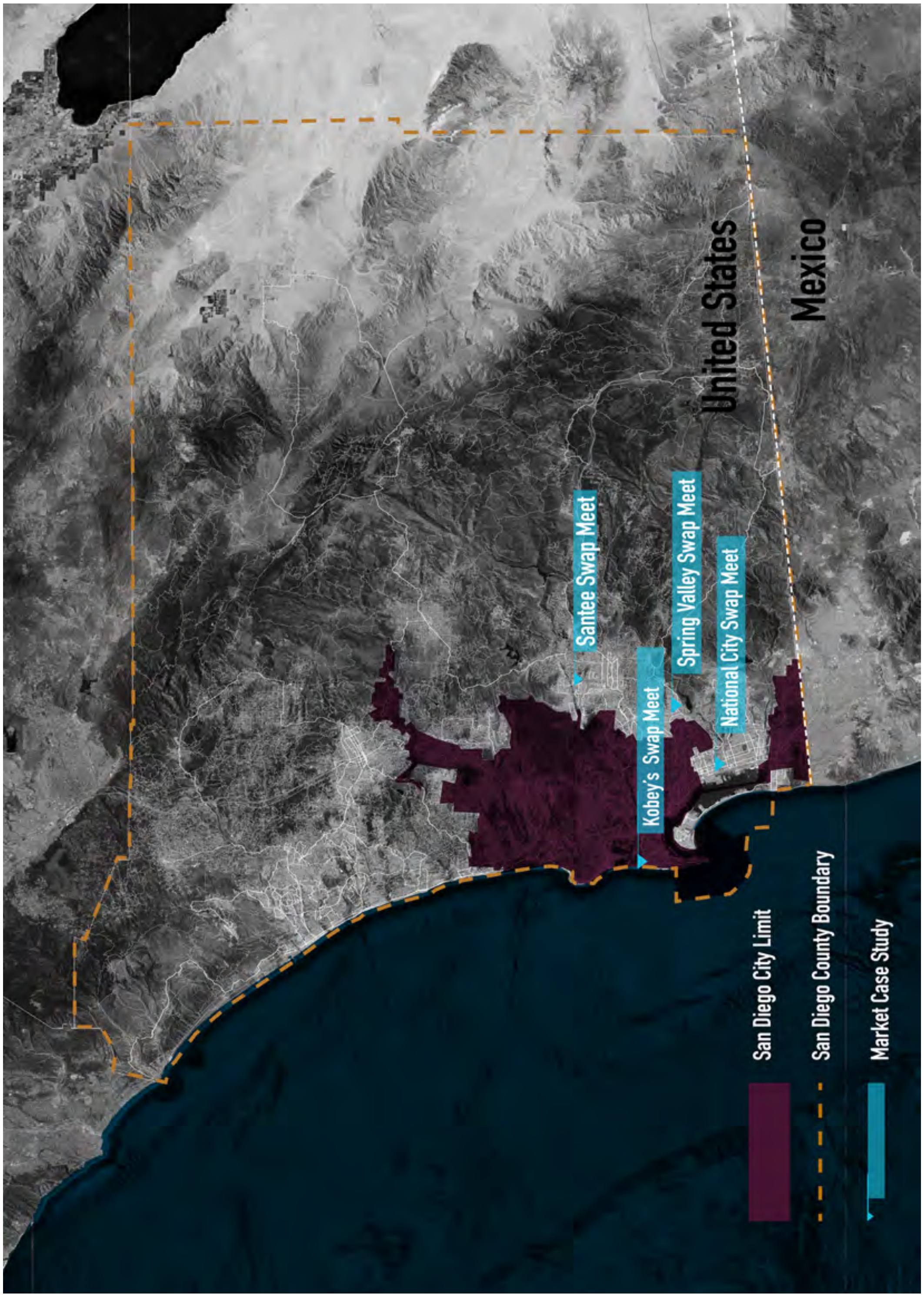


Figure 3.2: Market Meeting Selecting Criteria in San Diego County
Source: Created by Author using a Google Earth Satellite Image, 2015

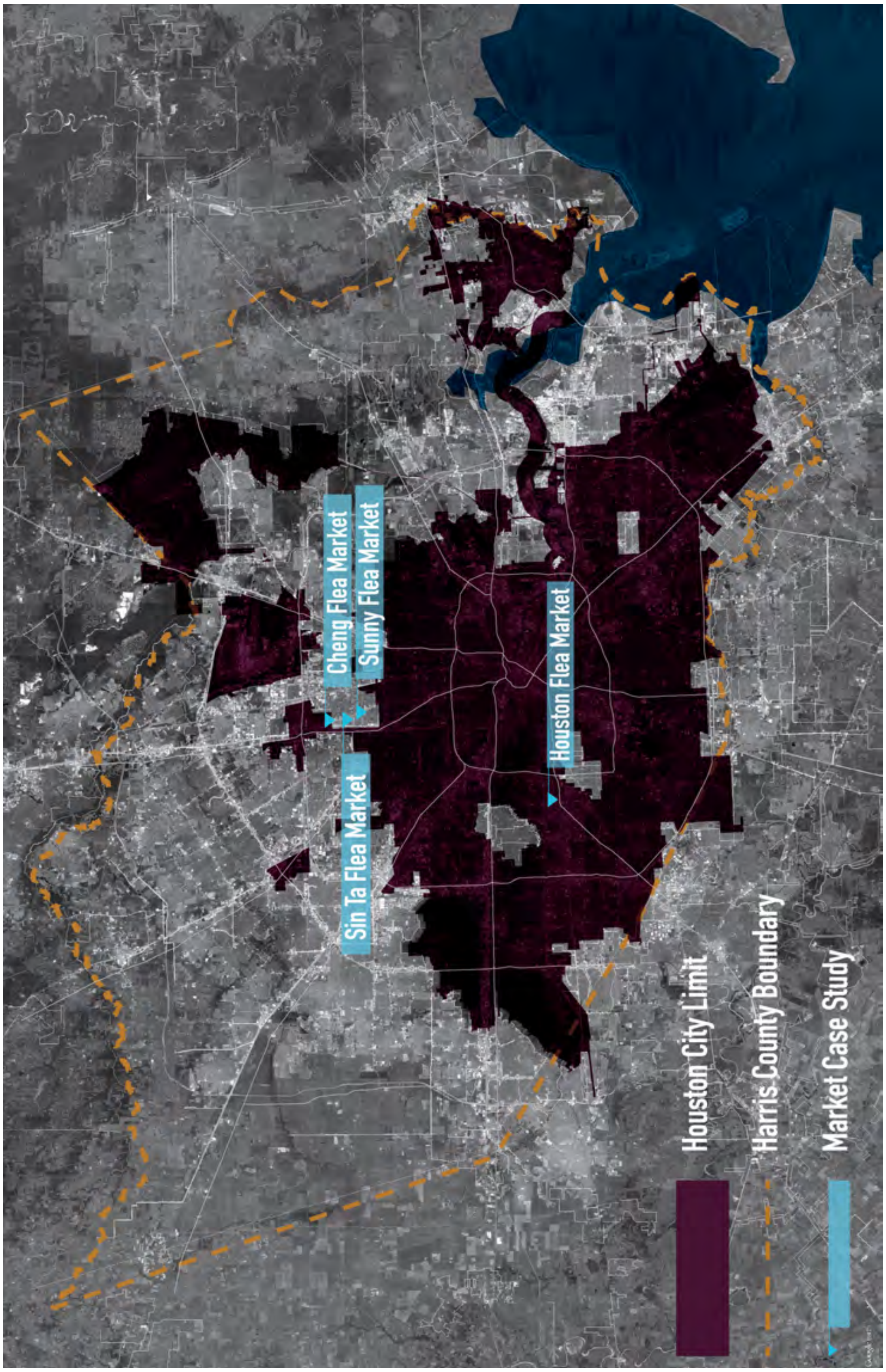


Figure 3.3: Market Meeting Selecting Criteria in Harris County, Texas
Source: Created by Author using a Google Earth Satellite Image, 2015

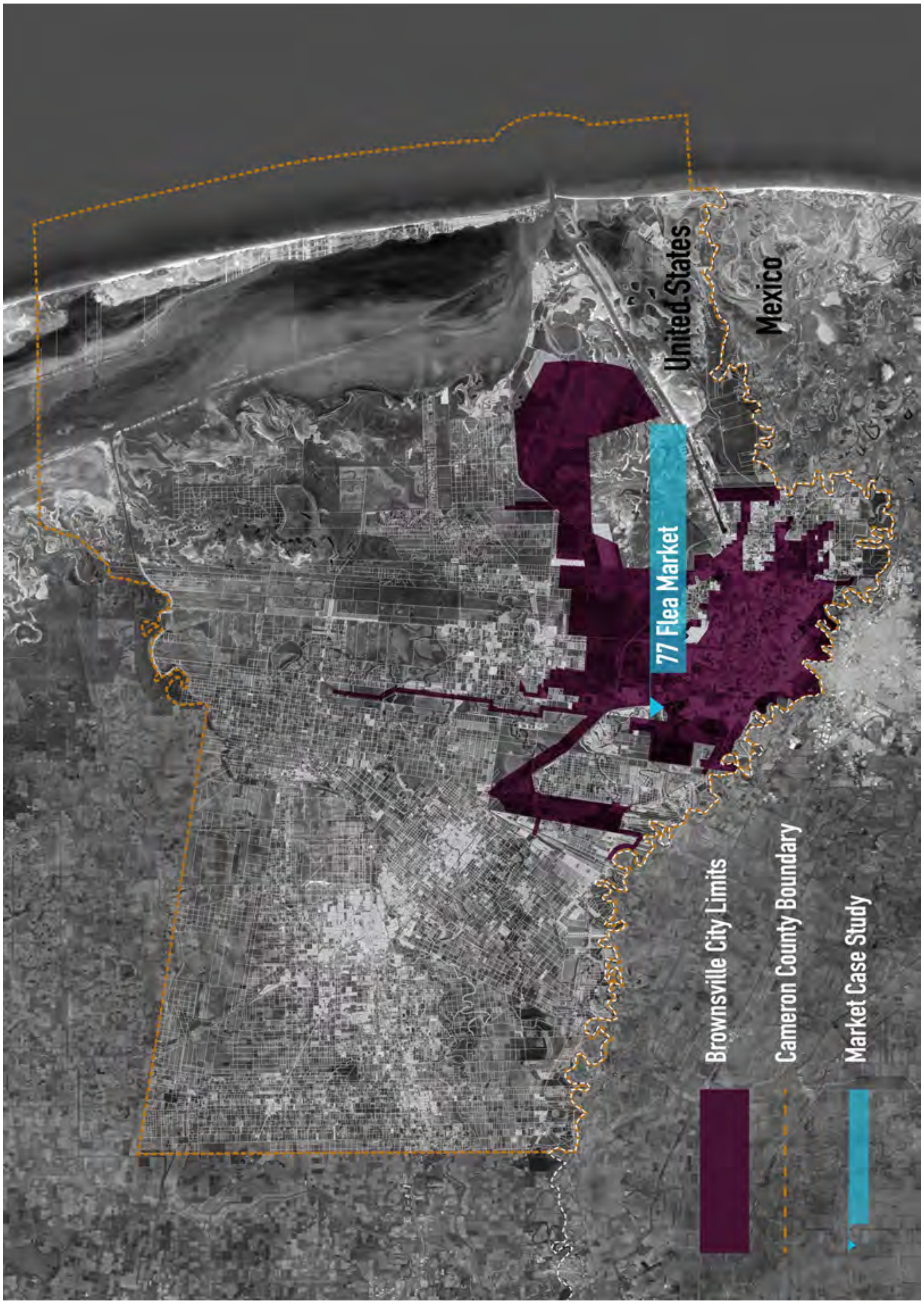


Figure 3.4: Market Meeting Selecting Criteria in Cameron County
Source: Created by Author using a Google Earth Satellite Image, 2015

### *3.4. Research Variables*

#### *3.4.1. Place: Independent Variables*

The study examines place, the social relations with in a territory, as the independent variable. The study profiles the places from the urban and market site, and people profiled are vendors, customers, and market management members.

##### *3.4.1.1. Institutional Framework*

Institutional variables for vendors look at issues such as permitting compliance, and the use of community resources and funding. Market management and city officials' variables study institutional frameworks such as planning policy, market rules, and their enforcement as they relate to the operation of these businesses.

##### *3.4.1.2. Language of Place*

The "language of place" variables study the spatial logics of the markets. These consist of nine categories: city context, market context, ground layout, roof structures, entry sequence, program, physical structures, clearing and utilities, and the in-between spaces.

The market case studies are analyzed to understand where they are located in relation to the city center. The study looks at the land uses surrounding the markets, and its location relative to major arterial roads and transit systems. Market site variables for place look at entry, organization, active and passive areas, clustering of people and sectors, infrastructure, amenities, and structures. To analyze language of place for people at the market, the study looks at their movement patterns, and use of place to understand the in-between spaces.

*3.4.1.3. Socioeconomic Dimensions*

Socioeconomic variables for the market include sector distribution, and flows of goods and services in and out of the markets. Vendor and customer socioeconomic variables include: items sold and purchased at the market, and general demographic variables of age, gender, income, and country of origin for both costumers and vendors.

*3.4.2. Attachment Indicators*

The study builds on the place analysis to identify the dependent variables of attachment following the defined attachment model.

*3.4.2.1. Dependence*

For customers, dependence is a determined using two variables: income, in particular percentage of people below the national poverty line; and length of association to the market, in particular percentage of people that have visited the market over ten years. In addition to these two variables, the vendor dependence analysis look at the percentage of vendors declaring their income at the market as their primary income.

*3.4.2.2. Networks*

Networks for both vendors and customers are categorized into three types: geographic, peer, and cross-peer. Geographic networks look at place of residence for vendors and customers, patterns of mobility to access the market, for example if people are traveling from another country or a city over 60 miles away. Peer networks familial and friendship ties at the market. Finally, cross-peer networks look at whether vendors state to be friends with customers or vise versa.

*3.4.2.3. Acceptance*

Acceptance builds on the place analysis to determine if the markets are welcoming to Latinos to facilitate attachment. For vendors, acceptance with institutional frameworks is determined by the length of continual operation of the market; for customers, this is determined by evidence of public outreach to Latino customers either at the markets or on online forums. Socioeconomic dimensions look at the types of services offered for customers or vendors. Language of place for vendors looks at the market ground and infrastructure, in addition to choices. For customers, language of places looks at the number of rest areas and type of leisure activities allowed at the markets.

*3.5. Analytical Tools*

*3.5.1. Place*

*3.5.1.1. Urban Context Analysis*

Urban design tools[9] are used to understand the market case studies as they relate to the urban context. This analysis is done using two secondary data sources: Geographic Information Systems (GIS), and Google Earth aerial imagery. First, Geographic Information Systems (GIS) is used to analyze 2010 U.S. Census data for general demographic analysis at the state level. To obtain a finer grade of resolution on the data

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[9] Urban design tools include spatial analysis software such as 2D drafting and 3D modeling programs. Using base plan and model outputs from these software, urban designers apply a stratified analytical method to understand how different layers, typically understood a systems, both operate in isolation, and interact with one another. These studies are done through overlays, and transition from analytics to prescription. The analysis informs the readings and interpretation of patterns of space to help identify problem areas, and hot spots of a phenomenon.

analysis the 2013 American Community Survey, taken at 3-year increments, is used to analyze income and poverty levels in the city, county, state and nationally for comparative and benchmark analysis.

Google Earth aerial imagery is used to produce diagrams of the urban relationships, and spatial analysis of market case studies in relation to the urban context. The Google Earth images are imported into Adobe Illustrator to generate vector overlays as an analytical method. This process maps a combination of the following elements: figure ground[10] of the context, and highlight connections to public infrastructure, social amenities, and land use. Each layer is isolated to help represent spatial ordering and logic in relation to the urban context. A layer analysis can help identify issues of connectivity, and potential relationships to land use adjacencies.

*3.5.1.2. Spatial Analysis*

The market spatial analysis builds on the macro scale city analysis, and then focuses on the more immediate site context. The spatial distribution of the market diagrams: the organization; land uses as represented by vendor economic sectors; permanent and temporary structures on site; and onsite trees and green infrastructure. The objective is to develop a spatial language of Latino vendor markets through the interpretation of paths, edges, and nodes as defined by flow and movement[11] in the

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[10] Figure ground is defined, as “a property of perception in which there is a tendency to see parts of a visual field as solid, well-defined objects standing out against a less distinct background” (Dictionary, 2016). It is a tool used in architecture in which form and building is represented in plan as a solid fill and void, or non-built space, is represented in white contrasting the building from the ground.
[11] Based on Kevin Lynch (1960) in “The Image of the City.”

market. Typical walking routes for people at the markets will define paths. The study expects the flow of the markets will be defined by the rows as paths, and nodes will be where a clustering of people is facilitated.

AutoCAD software is used to develop basic plan diagrams for each market. Architectural plans as 2D representations are taken into Rhinoceros software to create 3D representations of the market plans. The 3D model are exported as line work and brought into Adobe Illustrator to create vector overlays. Additionally, place analysis uses a combination of data collected through observation: field notes, photography, and video recording, to add further spatial layering to the 3D representations.

Measured 2D and 3D drawings, plans, sections, and axonometric, are produced to using the aforementioned software to diagram zoomed in areas of the markets such as isles and stall layouts.

*3.5.1.3. Observation*

Observation is a systematic data collection method used to examine a phenomenon or people in their natural setting (Agresti & Finlay, 1997). To capture the ways in which the market territories are inhabited, observations of both vendors and customers are recorded in a variety of ways including: photography, video recordings, head counts, and spatial flow as people navigate the market territory.

Each market is visited a minimum of four times in order to identify target observation zones and peak hours of foot traffic at each market. The preliminary visits focus on identifying 1) primary and secondary entrances based on market designation and people flow, 2) common areas such as resting places and easting areas, and 3) remaining areas where people have a tendency to gather for a variety of reasons.

The market management defines primary entrances as the designated entrances to the market; signage might be an indicator of primary entry. Secondary entrances might be less prominent is scale and in visibility for customers. Primary entrances are selected given that they might be less fragmented, potentially significant areas of flows of people. Observations at the primary entrances include watching people walking into the markets, areas of frequent people clustering, areas for resting, and particular items being brought into the market such as pushcarts and shopping bags. Primary entrances to the markets are observed for one hour to count the number of people entering at peak hour.

In the common areas the study observes the range of activities such as eating, resting and interacting, the number of people in the common areas, and length of time spent at the rest areas. Using photography and annotated field notes, amenities and fixtures such as sun shading and seating found in common areas are documented. Common areas are observed for an hour.

Other remaining areas where people typical gather are documented to note the relationships of program and spatial layout. From the observations, the study interprets the flow of people, active and static areas, and potential patterns of space occupation in the market. Clustering patterns are observed throughout the day, both Saturdays and Sundays, and peak clustering times are noted.

Vendor observations consist of documenting the sectors and types of goods for sale, the number of stalls occupied, and market infrastructure available for the vendors.

Managers and institutions are observed "acting" through intercom announcements, policing, and when roaming the market grounds.

*3.5.2. People*

*3.5.2.1. Surveys*

The survey instruments are both in English and Spanish. Some believe that there is no single formula or criterion to identify the sample sizes in qualitative research, however sample size must be set by reference to specific aims and methods for study (Luborsky & Rubinstein, 1995). The goal of the study was to capture as complete a representative sample as feasible of the various people profiles present at each market. A total of 198 surveys, 120 vendors and 78 customers, were collected during the fieldwork:

- Vendor Surveys
    - San Diego County market (29 respondents)
    - Cameron County market (30 respondents)
    - Los Angeles County market (32 respondents)
    - Harris County market (29 respondents)
- Customer Surveys
    - San Diego County market (20 respondents)
    - Cameron County market (23 respondents)
    - Los Angeles County market (15 respondents)
    - Harris County market (20 respondents)

Objective and subjective data are extracted from the survey dataset in support of the mix-methods analysis. The study uses quantitative measures through descriptive statistics to infer on the general profile of the populations at the market. Qualitative analysis focuses on defining and gauging the level of place attachment potential of both consumers and vendors at the markets, and the role of the city in facilitating their operation.

Survey responses are coded according to an appropriate measurement scale[12] for each question response. Results from open-ended questions are coded in themes based on common responses.

*3.5.2.1.1. Customer Survey*

The consumer survey consists of 29 questions focusing on these areas: spatial (12), social (9), economic (7), and general demographics (8) (See Appendix 5 & 6). The spatial questions focus on where they live, movement in and out of the market, and what is appealing or missing in the physical structure of the market. Social questions look at familial ties in the market, social networks, and the purpose of their visit. Frequency of shopping, average spending, and retailing sectors are investigated in the economic section of the customer questionnaire. Finally, demographics focus on gender, age, ethnicity, country of origin, and income of customers.

Costumers are sampled using a cluster sampling method.[13] Customers are approached in rest areas or pedestrian corridor intersections at each market where

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[12] Measurement scales include nominal, ordinal, interval, and ratio scales.

customers tend to cluster. They are selected at random by counting every fourth person to be approached.

*3.5.2.1.2. Vendor Survey*

The vendor survey consists of 57 questions focusing on these areas: spatial (12), social (5), institutional (13), economic (18), and general demographics (9) (See Appendix 3 & 4). Spatial questions look at links into the market, the relationship of vending to physical configuration of a vendor stall, issues of temporality, storage, and movement of goods in and out of the market. Social questions look at familial ties in the market and social networks. The institution questions look at frameworks that might affect their business, such as permitting and contracting. Economic questions focuses on operational costs and earnings at the market. Demographic questions look at gender, age, ethnicity, country of origin, and income.

A stratified random sample divides the sample population into separate strata from which a simple random sample is selected (Agresti & Finlay, 1997). A stratified random sampling method is applied to ensure the study samples evenly across the present vendor population and spatial distribution at the market. Markets are typically organized along multiple rows of vendor stalls. After identifying the number of rows present at the market, an equal but random number of vendors are sampled per row by sampling every 5$^{th}$ vendor stall. If the vendor does not wish to participate in the voluntary

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[13] Cluster sampling is a sampling technique used when natural, and relatively heterogeneous groupings, are evident in a statistical population. This sampling takes the total population and divides it into groups (or clusters) and a simple random sample of the groups is selected (StatTrek, 2016).

survey, the selection is substituted by proceeding to the following vendor stall, independent of sector.

*3.5.2.2. Key Informant Interviews*

The city officials interview guide consists of five open-ended questions, and the market managers of ten (See Appendix 7-10). City planning officials were selected from the local municipality web directories. Market managers were approached at the selected sites for interviews.

*3.5.2.3. Focus Groups*

Three focus groups were designed as a tool to gain a deeper understanding of institutional frameworks shaping the operation of Latino vendor markets in the context of city planning and development. As the pilot study site, Cameron County was selected for in-depth analysis through the focus groups. The role of markets and vendors were discussed broadly, as a way for the study to explore initial findings and implications from the market fieldwork.

Planning for the focus groups began through conversations with the city's planning department. The study proposed facilitating one focus group with all stakeholders at the table. The city's planning department, however, recommended that three separate meetings take place: one for vendors, one for city leaders, and a third where both sides could come together and discuss views. They saw the focus groups as an opportunity to help portray issues of perception in relation to planning frameworks for the city from all sides of the spectrum.

Fifteen architecture college students from Texas Southmost College volunteered to serve as discussion leaders and note takers for the focus groups. Their ties to the areas meant they would be familiar with the Latino market.

Other considerations for the planning of the focus groups included the selection of context appropriate venues for each of the meetings. The first session, designed to target local market vendors, was held at a local Catholic Church community center. The second targeted local leaders and public partners and was held in the Downtown at a city workshop space operated by a non-profit design firm. The third focus group was also held in the downtown location.

Participant stakeholders included: local market vendors, market management, and city leaders. The same set of questions was presented at the first two focus groups, and a synthesis of the responses from both sessions was discussed at the third session. The aim of this third session was to synthesize the response of vendors and city leaders. Each focus group session ran for two hours. A total of 40 people participated in the three focus groups (See Appendix 11 & 12).

### *3.6. Data Analysis*

The data analysis presents the findings in three parts. First, the place analysis present each of the four selected market case study as it relates to its urban context; and the site market profile includes the number of years established, market capacity and occupancy rate. Second, the pilot study site is presented as an in-depth profile of market grounds and people. Third, a synthesis of all four markets is presented as the summary of findings.

The summary of findings synthesize how *place* at Latino markets is defined through the 1) **institutional frameworks**, 2) **language of place**, and 3) **socioeconomic dimensions**. *Attachment* is then presented through an evaluation where 1) **dependence**, 2) **networks**, and 3) **acceptance** was found, or not, at all four of the market case studies. Based on the summary of findings, the research postulates planning and urban design recommendations that reinforce Latino markets as places.

*3.7. Ethical Considerations*

The research is in compliance with human research protocol of the federally mandated Institutional Review Board (IRB). Approval for the research was obtained on May 12th, 2015. Only individuals that are already at selected Latino vendor market sites are studied. Only adults over the age of 18 are sampled and interviewed for this study (See Appendix 1 & 2).

# 4. DISSERTATION FINDINGS

## *4.1. Case Studies Overview*

### *4.1.1. Roadium Open Air Market, Los Angeles County, California*

#### *4.1.1.1.City and Market Context*

The Roadium, the Los Angels County market, is approximately 15 miles from Downtown Los Angeles, California (See Figure 4.1). It is located in Torrance, California, a city in the South Bay region of Los Angeles County with a population of 147,181(U.S. Census Bureau, 2013). It is bordered by the cities of Lawndale to the north, Redondo Beach to the west, Lomita to the south, and Los Angeles to the east. According to the study survey, all of the vendors and customers sampled live in surrounding cities within L.A. County, and none reside in Torrance.

The market is located off W. Redondo Beach Boulevard, a primary arterial connecting to Highway 405 half a mile west of the market. It is surrounded by low-density development, predominately single family residential typical of a sprawling landscape (See Figure 4.2). According to the study survey, all of the customers sampled arrived at the market in their personal vehicle.

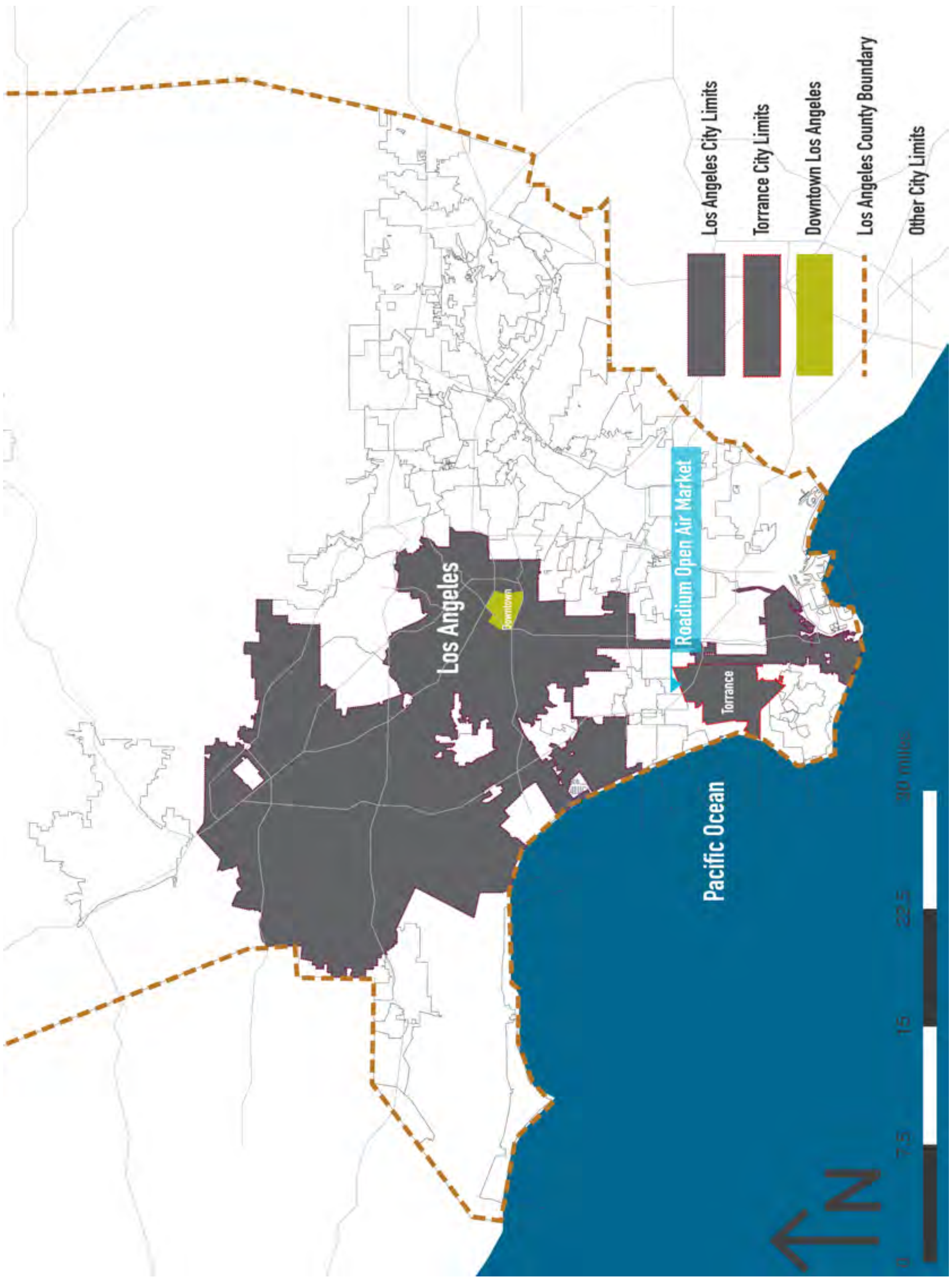


Figure 4.1: Los Angeles County Market Urban Context
Source: Created by Author using Los Angeles County ArcGIS Shapefiles, 2016


Figure 4.2: Market Neighborhood Context
Source: Created by Author using Google Earth Satellite Image, 2015

The market operates on an 11-acre facility and is open seven days a week and sees an average of 10,000 shoppers on weekends, and an additional 30,000 during the week (Roadium, 2016). The market has the capacity to host approximately 617 vendors. On site inventory found the market at 91.7% occupancy. Entry to the market costs $0.75 per person; children under five receive free admission.

Customers can park on the market grounds in designated parking lots north and south of the vending area. The immediate market grounds have the capacity to park 600 vehicles on the visitor's parking lot. When the parking lot is at capacity, overflow vehicles must park at the El Camino College parking lot located a quarter mile from the market grounds and utilize a free shuttle service provided by the market management (See Figure 4.2). The shuttles are repurposed city buses owned by the market and operated by their staff. On site security guards, staffed by the management, direct the loading and offloading of people at the parking lot and at the market entrance. Customer walk-ins are not allowed (See Figure 4.3); customers can only enter the market by driving in to the market or by using the shuttle (See Figure 4.4). The market staffs a total of 118 employees (ReferenceUSA, 2016).


Figure 4.3: No Walk-ins Sign
Source: Photo by Author, 2015

Figure 4.4: Customers Waiting for Market Shuttle Buses
Source: Photos by Author, 2015

The Los Angeles County market operates onsite a debunked drive-in theatre, a common practice of many California swap meets. The drive-in opened in 1953, and during the 1960's the site began hosting swap meets during the day as a secondary activity when the theatre was not in operation (Cinema Treasures, 2016). During the 1980's the drive-in theater industry saw a decline and like many across the country, the drive-in was closed. The site's secondary program of a swap meet became its primary use. The Los Angeles County market has been operating as a swap meet for over 50 years, it and has been managed by the same market owner since 1981 (Los Angeles County Assessor, 2016).

*4.1.1.2. Market Layout Overview*

The radial layout of the Los Angeles County market, remnant of the drive-in theatre design, spirals from a central movie screen (See Figure 4.5). The screen anchors the entrance along a thick concrete wall that fortifies the edge of the market. At the base of the screen are the primary entry and exit points for pedestrians. Restrooms are also found at the entrance. Upon passing through an opening of the edge wall, customers are met by a kiosk where they must pay their admission fee.

The market contains nine aisles of vendor stalls in addition to vendors lining the perimeter the market. The vendor aisles are outlined with painted lines on the ground; and each stall bounds both the vending area and parking for vendors. Circulation for customers occurs along the market aisles; vendors always face the customers walking the market. One central walkway bisects the market linking the primary entrance to a central amenities zone where the management office, bathrooms, and an eating area are found (See Figure 4.6).

The property has minimal buildings on site. Permanent structures include two bathroom areas, a two story central office building, in addition to semi-permanent structures of shipping containers converted as storefronts for vendors on the southern side of the site. Vendors provide their own canopy structures to shade their stalls. The market has a capacity to park approximately 550 customers on site; as stated, overflow parking is located at the community college.

For summary tables, charts, and photos from the Los Angeles County market fieldwork See Appendix 13, 14, 18, & 22.

Figure 4.5: Aerial Bird's Eye View of the Los Angeles County Market
Source: Reprinted from Google Earth, 2015


Figure 4.6: Los Angeles County Market Axonometric Plan
Source: Created by Author, 2016

*4.1.2. Sunny Flea Market, Harris County, Texas*

*4.1.2.1. City and Market Context*

Sunny Flea Market, the Harris County market, is located 11 miles north of downtown Houston, Texas (see Figure 4.7). It is located outside the city limits boundary of Houston, in an unincorporated area of Harris County; it is part of the Airline Improvement District created in 2005 by the Texas Legislature (79 (R) HB 1458) (See Figure 4.8). The purpose of the district is to supplement services to Harris County. The Airline Improvement District is approximately 4 square miles; it has a population of approximately 16,500 resident, more than 60% of which is Latino (Texas Water Development Board, 2016).

The Harris County market is located on Airline Drive, a primary arterial road running parallel to Interstate 45 and Hardy Toll Road. Land uses for properties along Airline Drive are commercial and industrial, those to the east and west of Airline are primarily single-family residential (City of Houston, 2016).

There are six flea markets along Airline Drive, all of which are within the Airline Improvement District. The Harris County market is the largest market in the improvement district, and is adjacent four other markets: Tia Pancha Flea Market is located north of the site; Sin Ta Flea Market is located north of Tia Pancha Flea Market; and Mercado Sabadomingo is located across Airline Drive, east of the Harris County market.

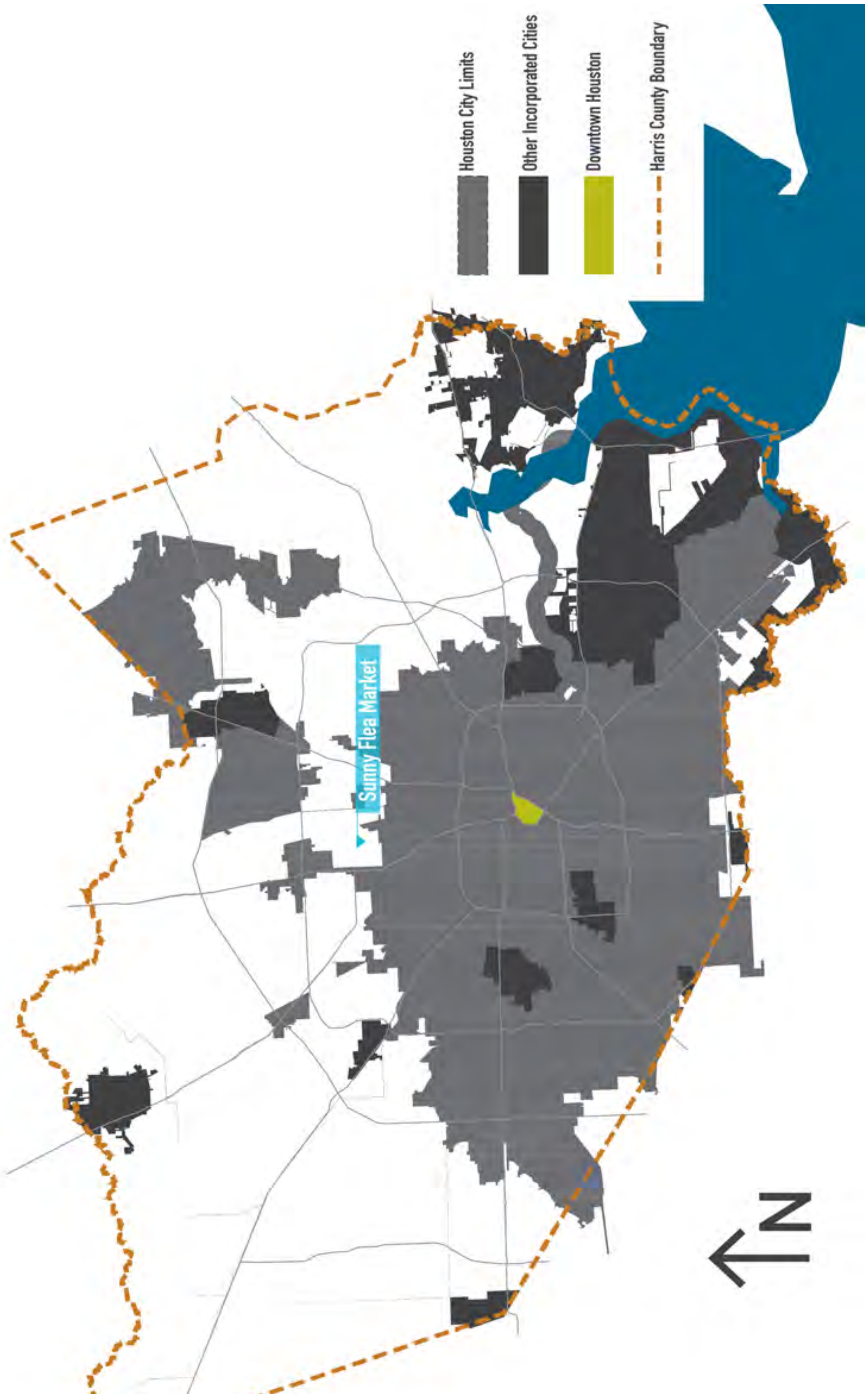


Figure 4.7: Harris County Market Urban Context
Source: Created by Author using Harris County ArcGIS Shapefiles, 2016


Figure 4.8: Airline Improvement District Map
Source: Reprinted from Airline Improvement District, 2009

The Harris County market operates on a 23-acre facility. It is open Saturdays and Sundays, and sees an average of 50,000 visitors every weekend (Sunny Flea, 2016). According to the study inventory, the market has capacity for 717 vendors and was found to be at 93% occupancy. Entrance to the market is free, however customer parking cost $2 per vehicle.

The market have been owned and operated by an Asian American family since opening in 1984 (Harris County Appraisal District, 2016). In 1998, the same family incorporated the market as a business under the Sunny Flea Market Investment Inc. but remain the market managers.

*4.1.2.2. Market Layout Overview*

The Harris County market facilities consist of three covered shed vendor aisles (See Figure 4.9). Each aisle shed contains a combination of both steel and timber framing; sheet metal is used for the roof cladding material. The aisle sheds cover the designated vending spaces, and circulation corridors for pedestrians. People promenade along the aisles with the option to cross at five designated covered crossings. Areas for resting and eating are primarily found under the covered crossings. All market aisles are paved, however the area between the aisles is unpaved. This in-between space between aisles is used for vendors to park adjacent their stalls.

Permanent enclosed buildings on site include a management office, restrooms, and an enclosed cooking kitchen. In addition to these, the market has a dinosaur themed playground, a carousel.

There are two designated parking zones northwest and southeast of the market grounds. The northwest parking lot is adjacent aisle one and has the capacity to park 540 vehicles. The southeast parking lot has a capacity for 200 vehicles.

For summary tables, charts, and photos from the Harris County market fieldwork See Appendix 13, 14, 17, & 21.

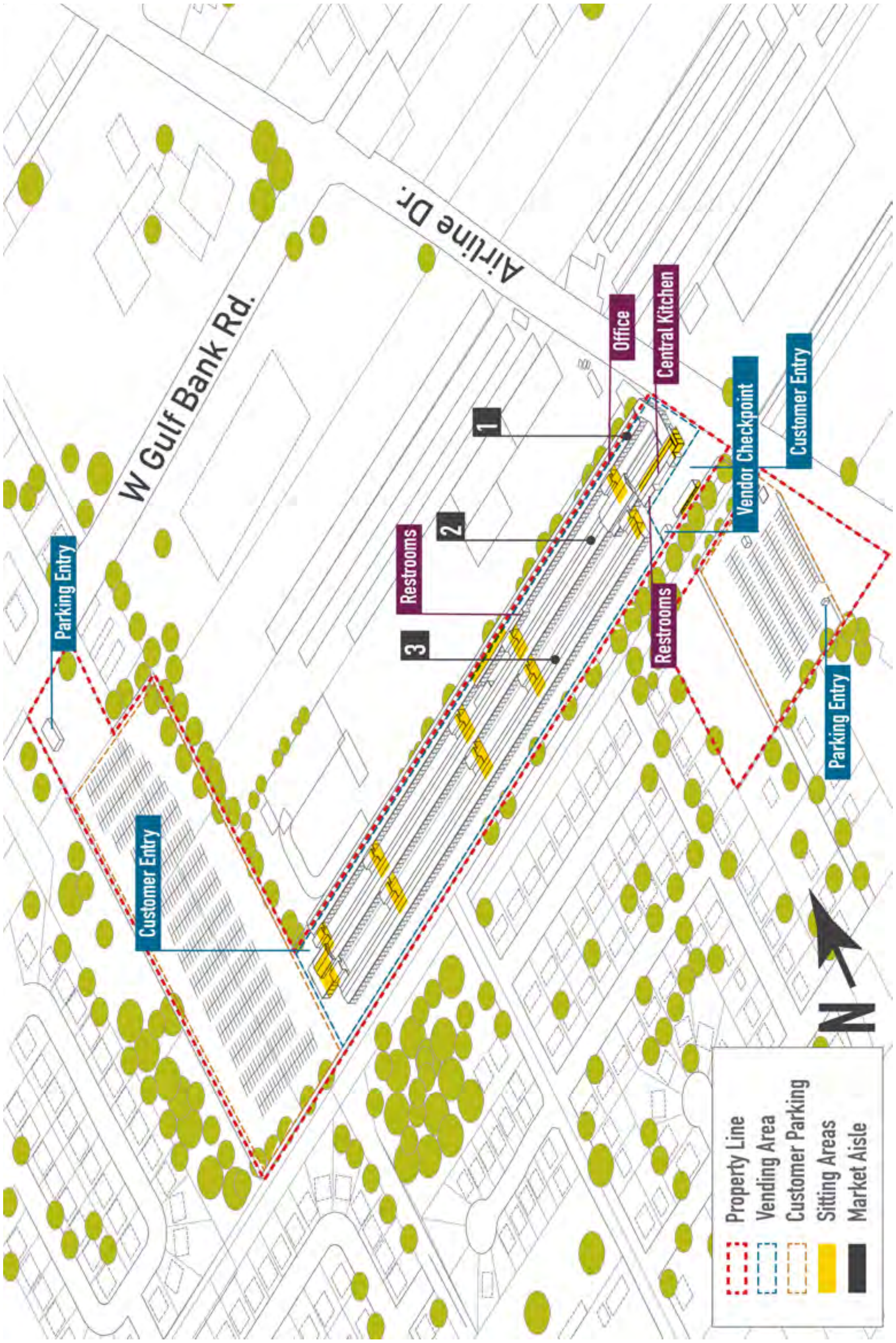


Figure 4.9: Harris County Market Axonometric Plan
Source: Created by Author, 2016

*4.1.3. Spring Valley Swap Meet, San Diego County, California*

*4.1.3.1. City Context and Market Context*

Spring Valley Swap Meet, the San Diego County market, is approximately 13 miles from the central business district in downtown San Diego, California (See Figure 5.10). It is located off State Highway 54 and connects to both Highway 5 and Highway 805, which bridge over into Tijuana, Baja California, Mexico. It is located Spring Valley, California an unincorporated area of San Diego County. Spring Valley is a census-designed place with a population of approximate 28,000 people (U.S. Census Bureau, 2010).

Development surrounding the market is low density, predominately single-family residential. A series of big box developments, K-Mart and Albertsons, are located along Highway 54 north of the market. Adjacent properties west and south of the market, between the market and the highway, are vacant. The properties north of the market are a pre-school, a community center, and a park (See Figure 4.11).

Spring Valley Swap meet occupies approximately 37 acres: 11 are for the market vending area; and the remaining are used for customer parking. It is open Saturdays and Sundays and is visited by approximately 20,000 people every weekend (Spring Valley Swap Meet, 2016). The market has a leasing capacity to host up to 1,110 vendors. According to the on site inventory, it is estimated to have a 70% occupancy rate. Customers are required to pay a $1.00 fee to enter the market.

The San Diego County market began operating as an auction yard in 1969 before converting to operate as a swap meet in 1970 after the owners obtaining a swap meet business license (Arner, 2006). The market has been owned and operated by the same family since it's opening; in addition to this location, the family owns other swap meets in San Diego County, some operating on debunked drive in theatre sites (Arner, 2006).

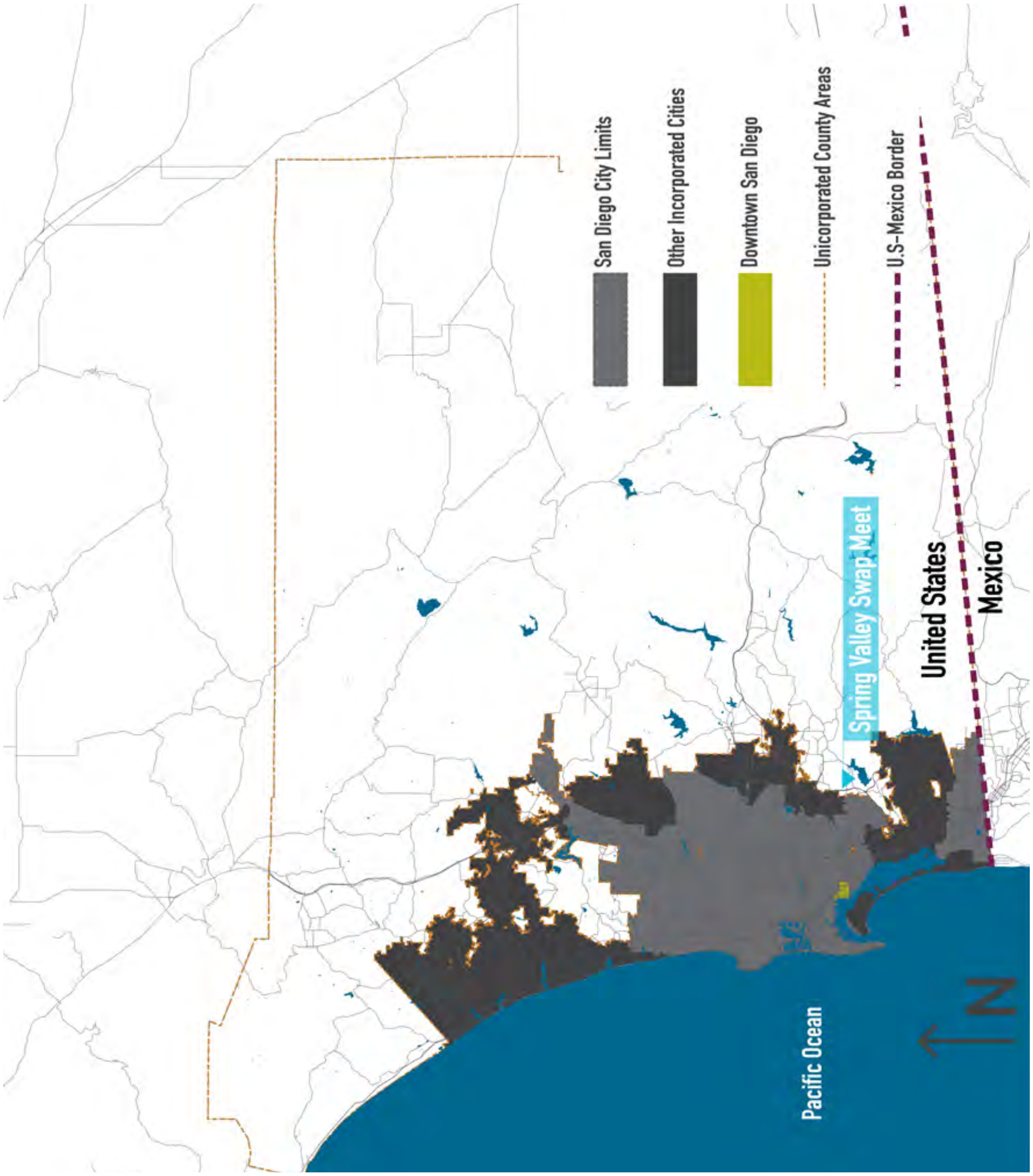


Figure 4.10: San Diego County Market Urban Context
Source: Created by Author using San Diego County GIS Shapefiles, 2016

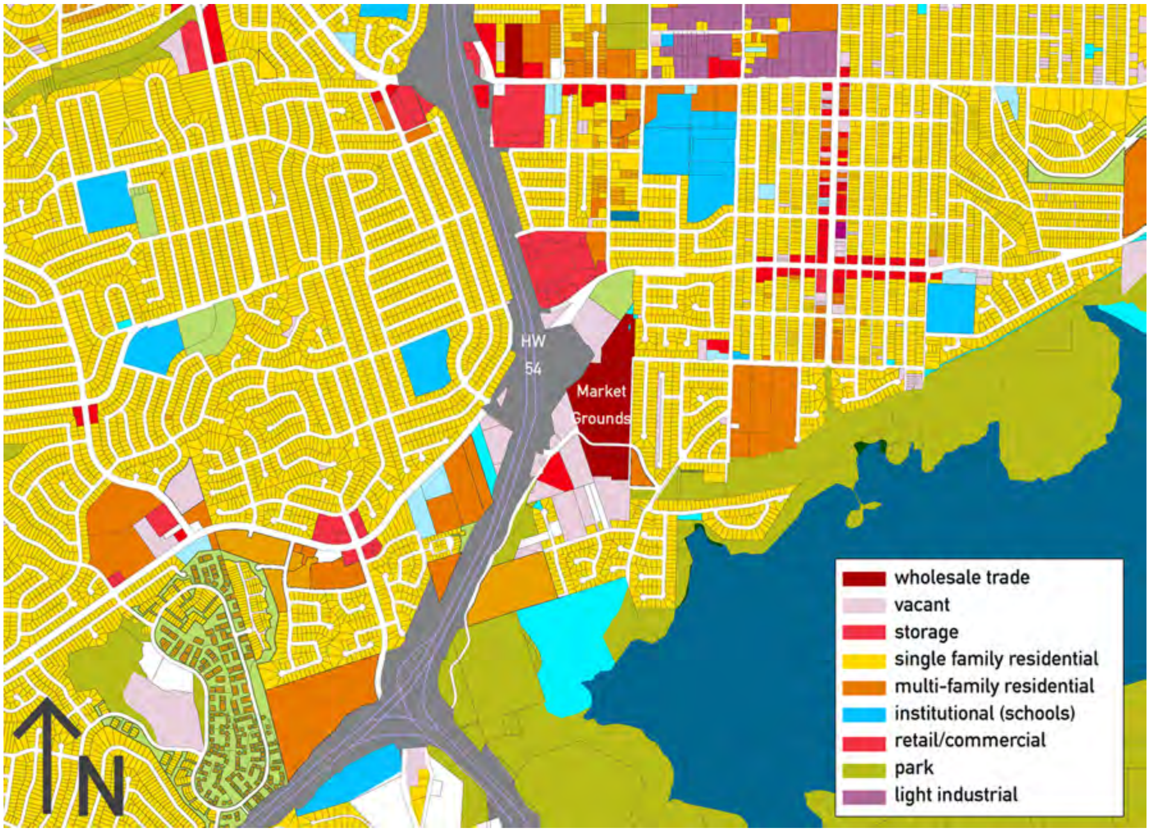


Figure 4.11: San Diego County Market Context Land Use Map
Source: Created by Author using San Diego County Assessor, 2016

*4.1.3.2. Market Layout Overview*

The market vending area is fenced to control access to the market. There are five market entrances located on the north, south, east, and west sides (See Figure 4.12). There are 10 vendor aisles that are bisected by two circulation walkways. These two walkways divide the market into three zones. There are two permanent physical structures on site located in the central zone. There is one primary rest area in line with the primary entrance. The office management, restrooms, and picnic table seating are all found in this rest area, which is the only covered part of the market.

The vending area is outlined with designated vendor aisles and stalls painted on the ground. Like in the Los Angeles County market, each stall will typically be occupied the vendor's vehicle and stall setup. The market management does not provide any shading for stalls; therefore each vendor will setup their own canopy structures and tables for merchandise. There is minimal vegetation on site with the exception of two rows of palm trees lining the central axis to the market, and several others along the first aisle of the market.

Parking is free and located outside the fenced market grounds. The market grounds are primarily paved, with the exception of two unpaved acres on the southern customer parking lot. Not including parking for vendors inside the market, the customer parking areas have the capacity to host approximately 2,400 vehicles.

For summary tables, charts, and photos from the San Diego County market fieldwork See Appendix 13, 14, 16, & 20.

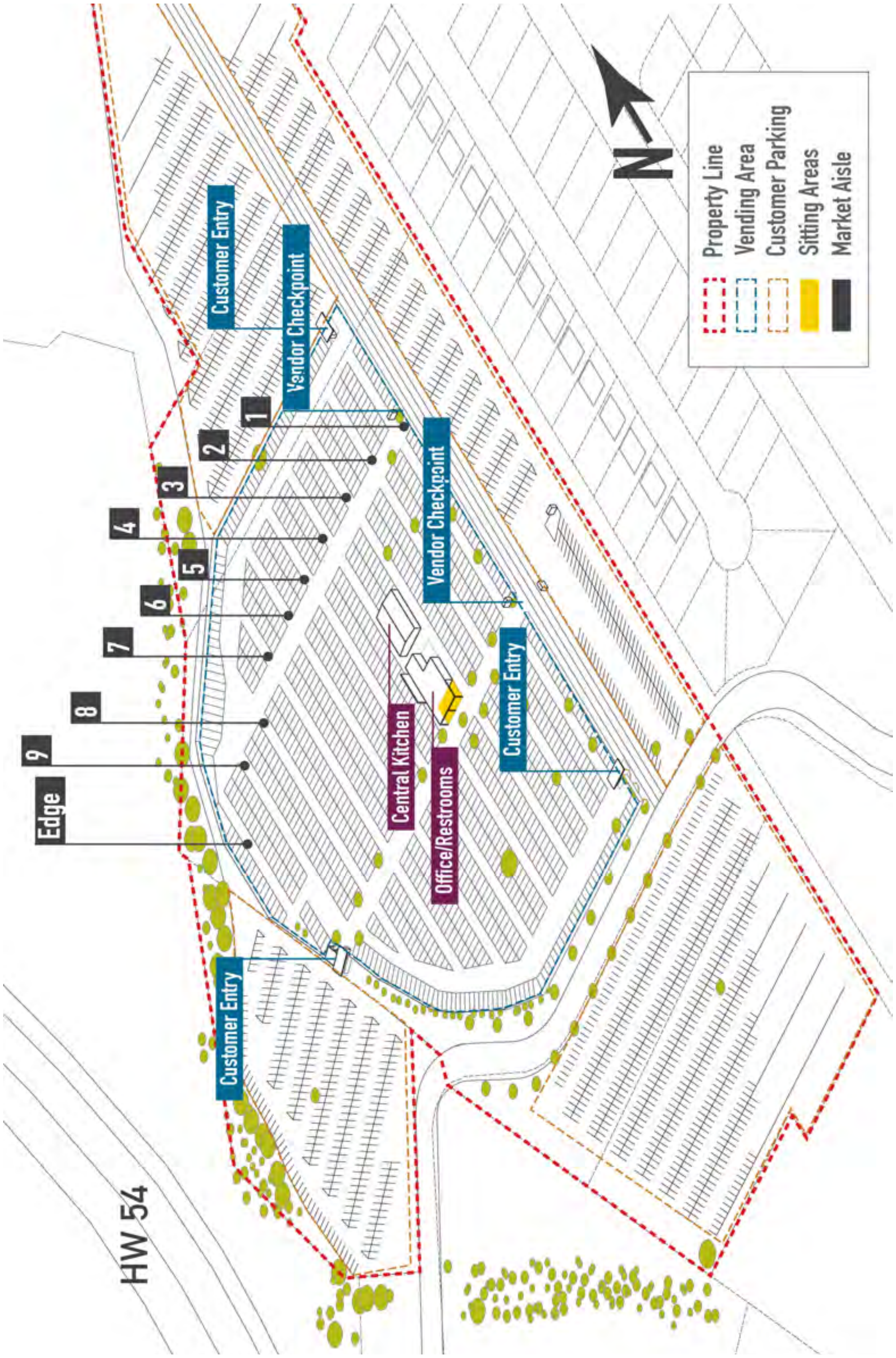


Figure 4.12: San Diego County Market Axonometric Plan
Source: Created by Author, 2016

*4.1.4. Seventy Seven Flea Market, Cameron County, Texas*

*4.1.4.1. City and Market Context*

The Seventy Seven Flea Market, the Cameron County market, is located in the city of Brownsville, Texas, and approximately 8 miles from the downtown (See Figure 4.13). The market is located off U.S. Highway 77, the primary arterial road connecting the market to the city and south into Mexico. Union Pacific freight rail lines border the market to the west.

Immediately south of the market is a residential subdivision, and light industrial properties neighbor the market to the north. This is predominately a suburban spatial landscape: low density development, and big box shopping centers located off the highway to the south of the market. According to the study survey and backed by observations, all of the customers sampled arrived at the market in their personal vehicle.

The market operates on a 74-acre site; it is open on Saturdays and Sundays, and is visited by approximately 30,000 every weekend[1]. According to the study inventory, the market has a capacity of 1,461 leasable vendor stalls. Based on the market inventory, on a typical weekend the market occupancy is estimated at 87% of its capacity.

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[1] According to the market management, approximately 5,000 cars enter the market on a typical Sunday (Seventy-Seven Flea Market, 2016). Based on this estimate and observed group sizes based on walk-in observations, the study estimates the number of people at the market.

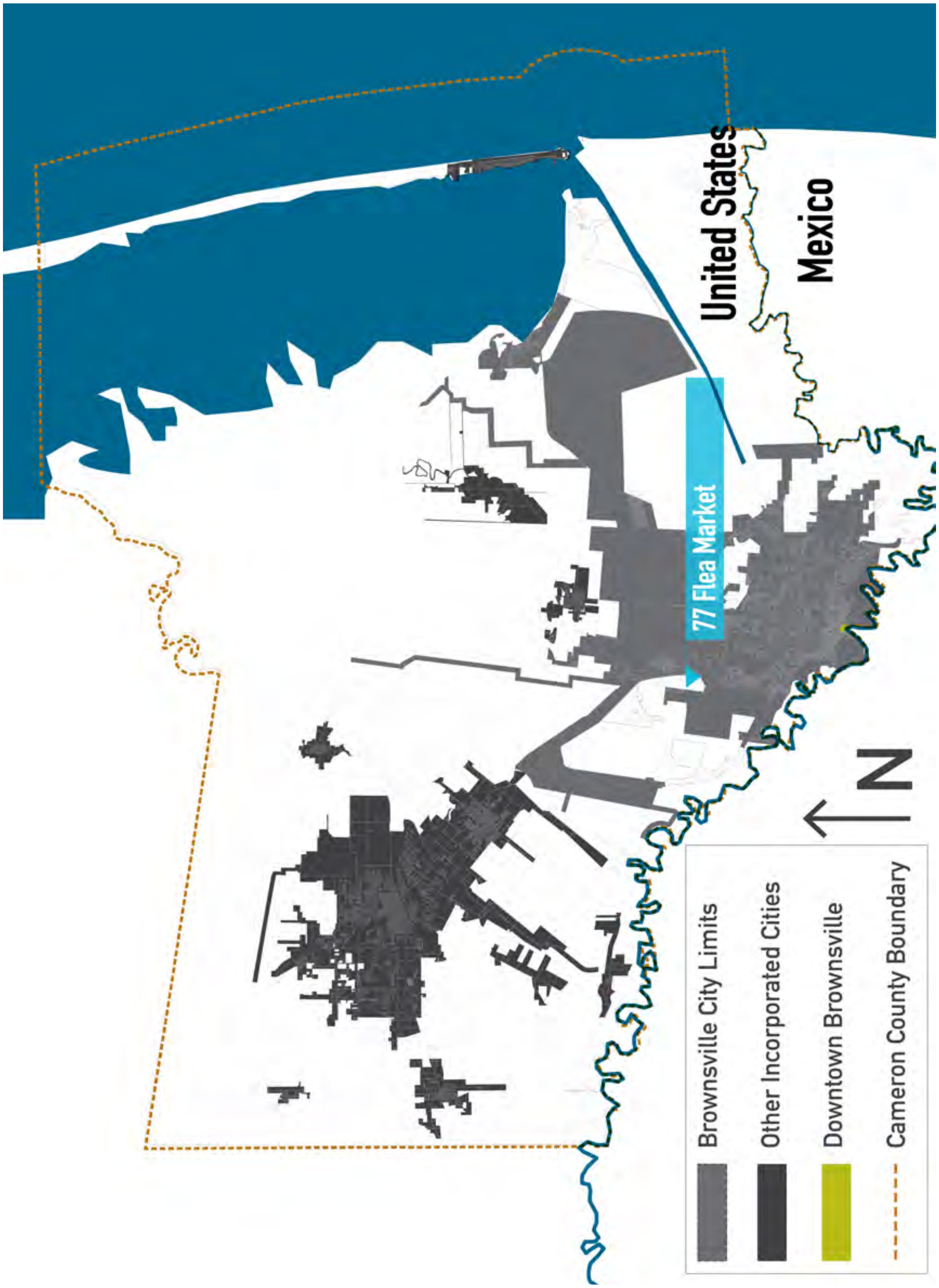


Figure 4.13: Cameron County Market Urban Context
Source: Created by Author using Cameron County ArcGIS Shapefiles, 2016

The Cameron County market is a family owned and operated business since 1981 (Vindell, 1999). In the 1970's a husband and wife from Mexico immigrated to the United States with eight children, and decided to start a sheet metal business that remains in operation today. The family would spend weekends visiting flea markets across the Rio Grande Valley, many of which no longer exist. Following a decade long business analysis, in 1981 the parents decided to open their own flea market and used the sheet metal from their first business as the primary material for the construction of the market. 35 years later, the Seventy Seven Flea Market is the largest flea market in Cameron County. According to the tax appraisal district, the current market rate value for the property is approximately 3.9 million dollars (Cameron Appraisal District, 2016).

*4.1.4.2. Market Layout Overview*

The market operate on a 74 acres property: 14 acres are used by the market vending aisles, and 60 acres are occupied by parking and an on site pond. The market facilities consist of eight designated vendor aisles: five are paved and covered, and three are unpaved and uncovered. The market began in 1981 with construction of aisle one as a modular, metal, shed roofing structure, and over the years the sheds have expanded southward.

The shed aisles are linked by seven walkways running perpendicular to them. Rest areas, a total of 27, are located at the intersections of the aisles and walkways (See Figure 4.14). Pedestrians circulate along each the aisles with the option to go between aisles through the seven intersecting walkways, in addition to circulating on the eastern and western edges of the market. On site permanent structures include a management office and three public restrooms (See Figure 4.14).

Vehicles drive into the market by exiting off Highway 77 and entering on the southeast corner of the market grounds. To enter the vending areas, vendors must pass through a gated checkpoint found adjacent the northern entrance and the management office. Once granted access, they are allowed to drive through the market in between each of the market aisles to park adjacent to their stalls. A series of bollards line the south end of the vendor stalls along aisle six to control traffic. Customers use this area as a loading zone for collecting large purchases.

There are two designated parking zones north and south of the market grounds. The northern parking has capacity for 850 cars; the southern one can hold approximately 1,125. Vendors have the option to park next to their market stall.

For summary tables, charts, and photos from the Harris County market fieldwork See Appendix 13, 14, 15, & 19.

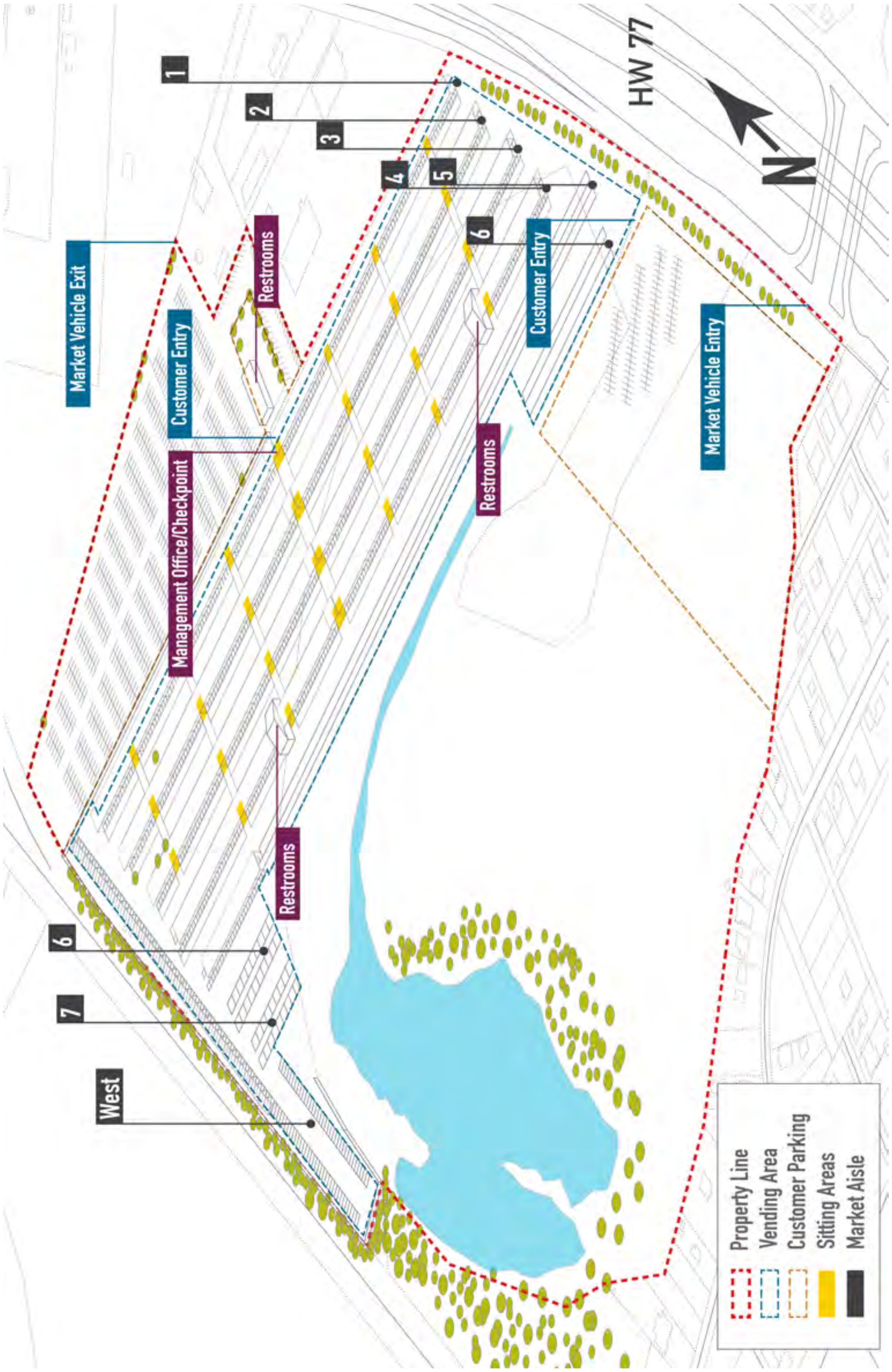


Figure 4.14: Cameron County Market Axonometric Plan
Source: Created by Author, 2016

### *4.2. Detailed Market Analysis: Cameron County Market*

#### *4.2.1. Place*

The follow sections present an analysis of place for the Cameron County market as a composite of *institutional frameworks*, the *language of place*, and *socioeconomic dimensions*.

##### *4.2.1.1. Institutional Frameworks*

Vendors at the Cameron County market are required to comply with federal and local policies, in addition to on site management enforced rules. To be allowed to sell at the market, the management requires that vendors register their business through a federal tax identification number. Food vendors must have required health and sanitation permitting as mandated by the local municipality. The management confirms that vendors meet all required permitting and registrations at the market entry checkpoint. City health inspectors perform routine inspections at the market to ensure health code compliance for food vendors.

Based on the study survey, 77% stated they needed a permit to operate the market, and of these 81% stated they had a permit and were in compliance. These permits were obtained in less than a month for 71% of them, and the remaining sample received theirs within one to three months. Based on the study survey, this appears a relatively easy process, however vendors made recommendations for improvement were made during the study focus groups.

*4.2.1.1.1. Focus Groups*

During the focus groups, vendors expressed concerns for fees applied by the Public Health Department for food permitting. For example, according to a vendor a six-month operating permit can cost up to $1,200. Lowering this fee would help support the survival of micro businesses at the market. Another critique by vendors of the city's regulatory provisions for businesses was that the city "demands too much." This critique was prevalent amongst market vendors operating food businesses. However, an assessment of this is that strict food regulations are necessary for health and safety reasons.

Nevertheless, vendors stated that it should be easier to get through the permitting process to run and operate a food related business at the market. For example, new health code standard for the city are requiring vendors with older food trucks to upgrade their equipment. Vendors suggested that equipment upgrading be granted a flexible window to make required changes for compliance. Permit denials place a larger monetary burden on the vendors, so being flexible with them to be sure they become compliant under one permit application could be a financial support to the vendors.

*4.2.1.2. Language of Place*

*4.2.1.2.1. Roofing Structures*

There are three stall-types available for lease: shed covered stalls, lockable stalls, and uncovered vending spaces. All of them use a 10 feet by 10 feet stall module. Each stall has a uniquely identifiable number on display. The following analysis of vendor distribution is a snapshot of a typical weekend at the market. Vendors are required to reserve and pay their stall rent one week in advance. According to the vendor survey, 78% sell twelve months out of the year, and 87% sell both Saturdays and Sundays. Based on these findings and site observations, the study assumes the distribution is likely to be consistent over the weeks.

Each market shed aisle consists of two rows of vendor stalls, 10 feet by 10 feet, facing a central 16 feet wide pedestrian circulation corridor. Each aisle is 36 feet wide by 1,650 feet long, and spaced approximately 70 feet apart to allow for parking and circulation for vendors. Vendor stalls on aisles one through three are equipped with a permanently fixed metal table provided by the market. Vendors can use electrical outlets found only in the shed aisles for an additional fee. All food vendors are located within the shed aisles to access electricity, and weather protection.

Adjacent to the stall is an 18 feet long parking space. According to the survey, 68% of the vendors park on their stall. A typical cross section showing the relationship of the vendor stall area, vendor parking and loading, and pedestrian circulation for customers is show in Figure 4.15.

If a vendor chooses not to park a vehicle on their stall, they have option to use the 10 feet by 18 feet parking space for vending, nearly tripling their potential vending area. Figure 4.16 shows a vendor setting up tables beyond the edge of the shed roof and on his designated parking space.

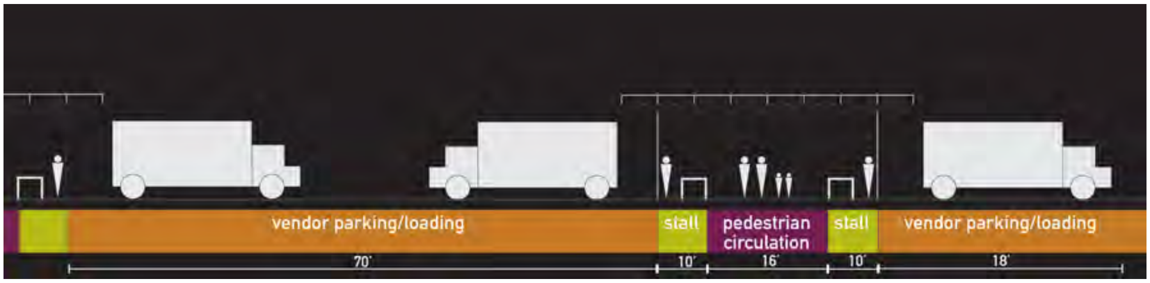


Figure 4.15: Typical Shed Structure Layout; Section through Aisle Two
Source: Created by Author, 2016

Figure 4.16: Extended Vending Area for Vendor
Source: Photos by Author, 2015

50 individual shed structures, owned by the market management, are available for lease. They are all located on the western side of the market. Each of the sheds is 20 feet by 20 feet and 8 feet tall, spanning two 10 feet wide vendor stall modules (See Figure 4.17). A view of the side-by-side sheds is seen in Figure 4.18

According to the inventory, 68% of the vendors in the market periphery sold items for the home. More specifically, 32% were selling home improvement and hardware supplies, and 36% home good items. Larger home items such as furniture and appliances are generally found along this edge as space and proximity to the market gate makes loading and unloading easier. These home goods and appliances are typically used, providing customers with an accessible means to what are generally more expensive home needs (See Figure 4.19).

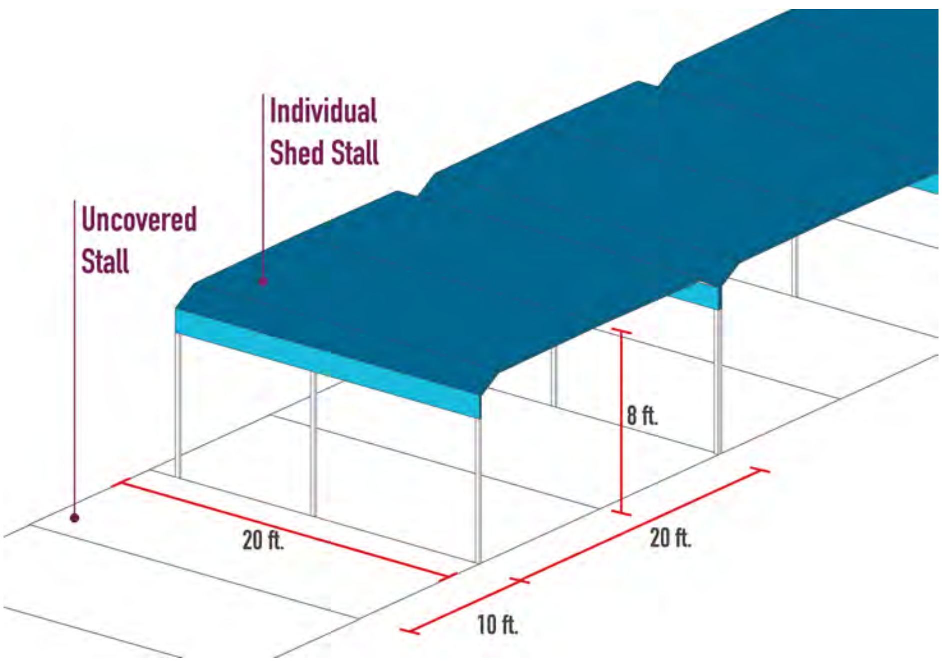


Figure 4.17: Individual Shed Stalls
Source: Created by Author, 2016

Figure 4.18: View of Individual Sheds on the Western Aisle
Source: Photo by Author, 2015

Figure 4.19: View of Individual Sheds on the Western Aisle
Source: Photo by Author, 2015

A series of 80 enclosable vendor stalls are available for lease along aisle one. Each unit follows the 10 feet by 10 feet module. They are designed with flexible walls that allow vendors to expand their leasing space over multiple stalls. For example, as seen in the Figure 4.20 below, if a vendor leases two stalls he can then remove the partition wall between stalls and vendor doubles his enclosed space. These stalls are essentially small storefronts that allow vendors the option for less setup. The walls and doors are made of sheet metal, the standard materiality for the market (See Figure 4.21).

According to the market inventory, services found within these include piñata stores, party supplies vendors, and an eye optical vendor among others goods. These goods and services generally require additional weather protection and therefore leasing enclosed vending space is most fitting. 46% of the market vacancies were located along aisle one; 77% of the aisle one vacancies were lockable and their adjacent stalls. This is assumed to be a result of two issues: rent for a lockable stalls rent is higher, and vendors do not want rent a stall near other vacancies.

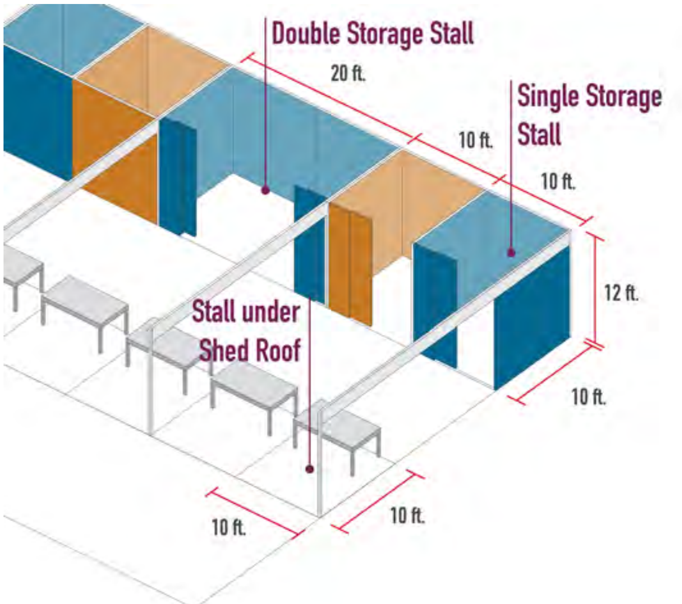


Figure 4.20: Storage Stall Units on Aisle One
Source: Created by Author, 2016


Figure 4.21: View of Shed Vendor Aisle One
Source: Photo by Author, 2015

The third type of leasing spaces available for vendors are uncovered stalls: paved and unpaved. All uncovered aisles define the vendor area through the use of painted lines on the ground. Of the uncovered stalls, only paved one are numbered and outlined as individual stalls.

Uncovered stalls are located on the southern side of the market, adjacent the unpaved portion of the customer parking lot, and the on site pond. This area is the most vulnerable vending area of the market, not only because it is unguarded from the sun, but also because it is susceptible to flooding on rain events. Figure 4.22 shows the unpaved vending area. Figure 4.23 is a view taken from aisle four depicting the transition of vending area from paved to unpaved ground. On a windy day, the dirt on the ground is pushed into the market, a general complaint of market vendors and customers. According to the study survey, 30% of the market vendor sample stated that surface paving is a missing element to the market facilities.

Vendors in unpaved spaces make up for the lack of shading along the aisle by setting up their own canopy structures on their stalls. The tents display an organic language of temporality, much of which is attributed to the variety of tents and minimally defined boundaries (See Figure 4.24). Vendors sometimes sit on the back of their vehicle to be protected from the sun while they wait for customers to stop and shop. Additionally, uncovered stalls are not serviced by market amenities such as tables nor electricity. Therefore, vendors bring in their own tables and power generators. Some use boxes to both transport and display their items in an orderly fashion (See Figure 4.25).

Other will choose to display items for sale on the ground laying items over plastic tarps (See Figure 4.23).

Overall, the shed and covered stalls are the most established and functioning part of the market. The edge of the market to the south of the covered aisles is flexible due it its temporality. Its language of place is utilitarian as larger used home goods dominate its inventory, in addition to home improvement items. As underserved land, the edge is the most vulnerable part of the market.

Figure 4.22: Unpaved Market Vending Area
Source: Photo by Author, 2015

Figure 4.23: View of Uncovered Vendor Aisle
Source: Photo by Author, 2015

Figure 4.24: Views of Uncovered Vendor Aisle, Paved (left) and Unpaved (right)
Source: Photos by Author, 2015


Figure 4.25: View of Uncovered Vendor Stall
Source: Photo by Author, 2016

*4.2.1.2.2. Other Physical Structures*

As stated, on site the market there is a management office building located centrally along aisle one; flanking the office are public bathrooms (See Figure 4.27). There are two other public bathrooms on site located along aisle four of the market.

*4.2.1.2.3. In Between Space*

The designated rest areas at the market, found at 27 aisle intersections, serve as social nodes (See Figure 4.27). At 20 feet wide, each rest area spans the width of two vendor stalls. The shed roof over them is 3 feet higher than the standard aisle roof. As pedestrians walk through each intersection, both the wider opening and change of height induce a psychological shift of being in a grander space. All food vendors are located within the shed aisles due to a need for market amenities such as electricity and weather protection.

Built-in metal benches located at each of the rest areas are oriented so people sit and face each other, encouraging conversation. People with shopping carts, and mothers with children and strollers are all typical sighting in the rest areas. Along with resting come a clustering of other micro activities such as people watching and eating. The "paletero," or ice pop vendor, stands at intersections providing a micro food amenity for customers. With the ringing of a bell, he signals to catch people's attention to buy his frozen treats.

Food is an important cultural amenity at the Cameron County market. Vending out of food trucks resembles traditional models of street vendors in Latin American countries. City of Brownsville ordinance only allows food trucks to vend at the Cameron County market; therefore, the market is a type of culinary attraction to Latinos.

Food vendors are be located adjacent 15 of the 27 rest areas in the market, a clustering that reinforces the relationship between eating and socializing. Additionally, produce vendors are also found near intersections. This clustering is seen in Figure 4.26, showing mobile food trucks adjacent the rest areas. Food trucks typically park parallel to their stall taking over two vendor parking spaces. By doing so, the truck's operable window can face the vending area. Tables and chairs provided by the vendors typically occupy the stall spaces creating additional passive space for resting and eating. Aisle crossings provide a vantage for options to navigate other market aisles (See Figure 4.26).


Figure 4.26: Typical Shed Structure Layout; Section through Aisle Two
Source: Created by Author, 2016

In addition to areas near intersections, the transformation of stalls into temporary restaurants occurs along the shed aisles. Customers walking by are lured in with signage and flashing lights. Vendors cry out in Spanish their daily specials inviting passerby's to stop and eat.

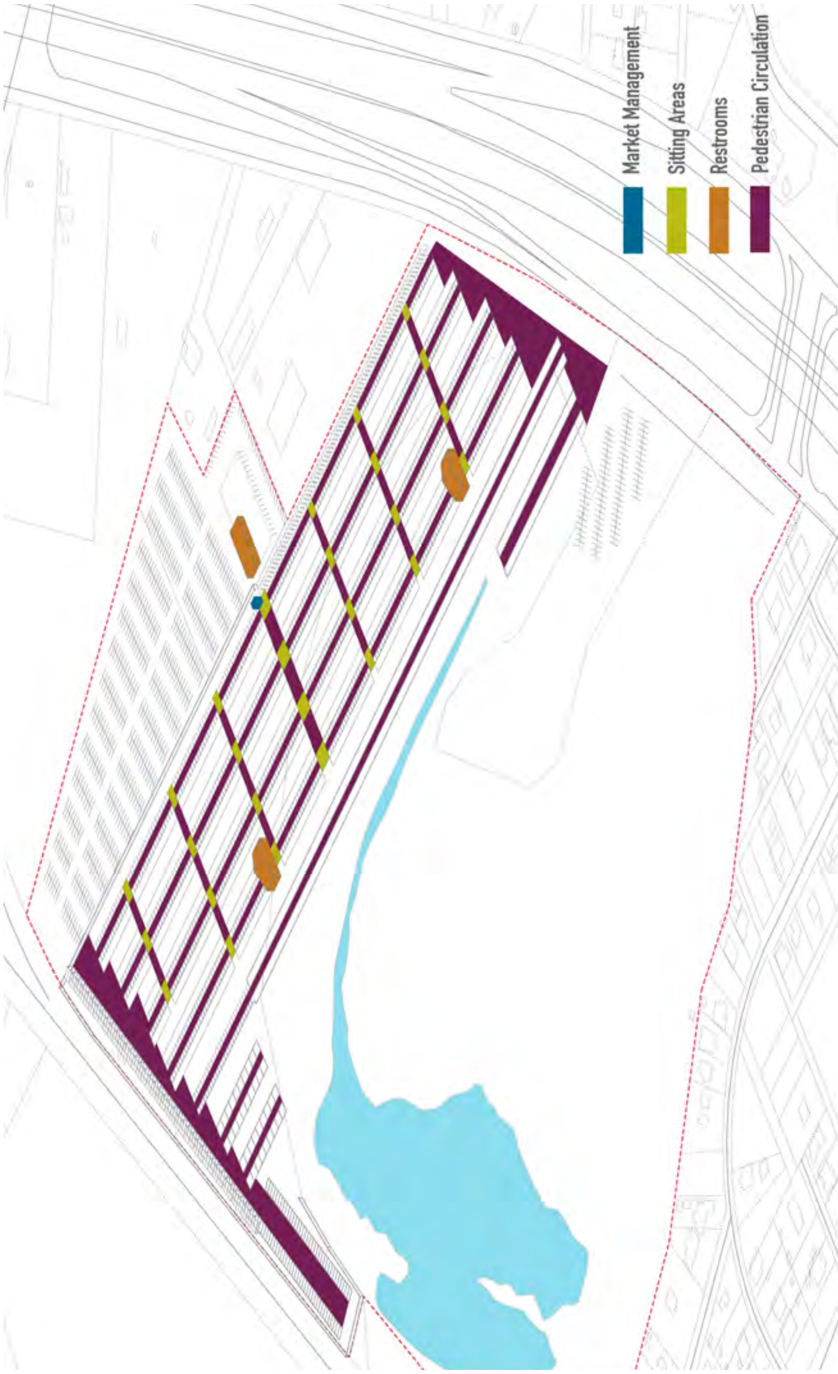


Figure 4.27: Cameron County Market Amenities
Source: Created by Author, 2016

*4.2.1.3. Socioeconomic Dimensions*

A variety of good and services are sold on site (See Figure 4.28). These range from clothing ware, home improvement supplies, beauty accessories, and food among others. Some of these goods and services target Latinos. For example, Latino food, particularly Mexican, include tacos, stews, tostadas, traditional meats, fresh fruit cups, savory and spicy snacks, and frozen treats are a common find. Artisan crafts imported, mainly from Mexico, are also found at this market.

According to the inventory, a total of 72 prepared food and produce vendors occupy a total of 217 stalls, 17% of the total leased stalls at the market (See Figure 4.29). Out of the 72 vendors, 49 sell prepared food and 23 sell fresh produce. As stated, the city's Public Health Department requires prepared food vendors to operate out of mobile food trucks in order to meet the city's health and sanitation standards of preserving cleanly refrigeration, cooking, and washing space.

There is a clustering of services at the core of the market; 70% of them are found along the first two aisles. Services include: telecommunications, immigration law services, death care service, phone services, car window tint service, key maker, computer repair, and custom party supplies. A key appeal to Latino customers is a reinforcement of centrality in amenity at the market (See Figure 4.30).

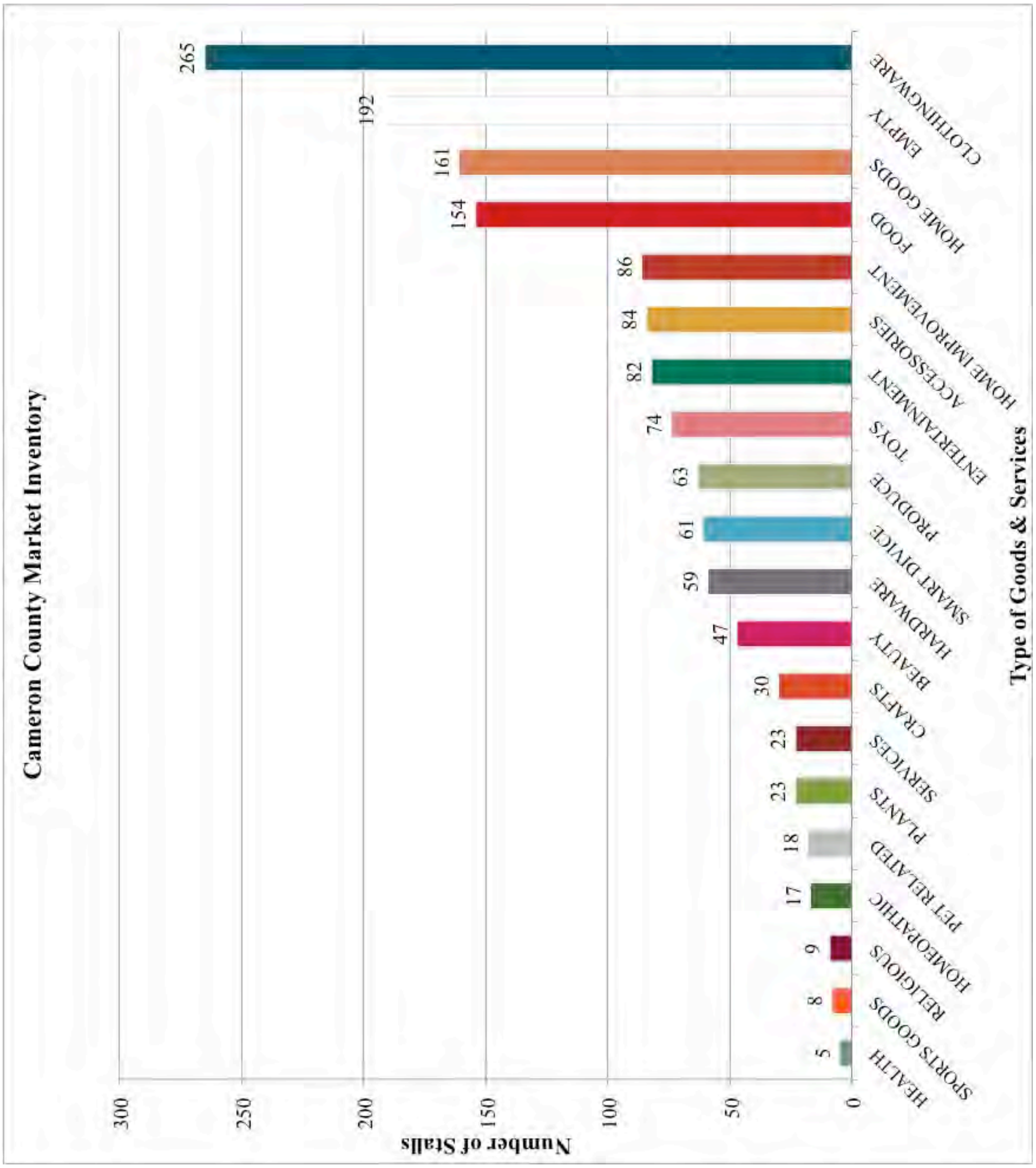


Figure 4.28: Total Number of Goods and Services Sold at the Cameron County Market
Source: Created by Author, 2016


Figure 4.29: Cameron County Market Prepared Food and Produce Vendors
Source: Created by Author, 2016


Figure 4.30: Cameron County Market (Non-Food) Services
Source: Created by Author, 2016

The customer base at the Cameron County market is predominately Latino (96%), and Spanish is their preferred language as 65% of the surveys were administered in Spanish. Mexican born customers accounted for 63% of the sample, with 68% of the foreign born being from Matamoros (Tamaulipas, Mexico), sister city to Brownsville. 11% of the customer sample was born in Brownsville. Like the customer base, vendors are predominately Latino (97%), and they are predominately immigrants; 60% are foreign born, over double the estimate at the county level (U.S. Census Bureau, 2014). Spanish was the language of choice for 63% of the vendor sample.

*4.2.2. Attachment*

*4.2.2.1. Dependence*

The study found evidence of dependence amongst customers and vendors. Customers are predominately low income; 29% of the customers sampled were below the estimated \$12,000[2] poverty per capita guideline (U.S. Federal Register, 2016), and 93% have an estimated income of less than \$40,000 per year.

The sample estimates that 52% of customers typically visit the market both Saturdays and Sundays. 40% of them visit the market an average of four weekends out of the month, and 47% visit twelve months out of the year. When asked how long visits have been shopping at the market, five to ten years was the largest response group (39%); and 17% have been shopping at the market for over a decade (See Figure 4.31).

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[2] Poverty guideline rounded up from \$11,770 per individual (U.S. Federal Register, 2015).

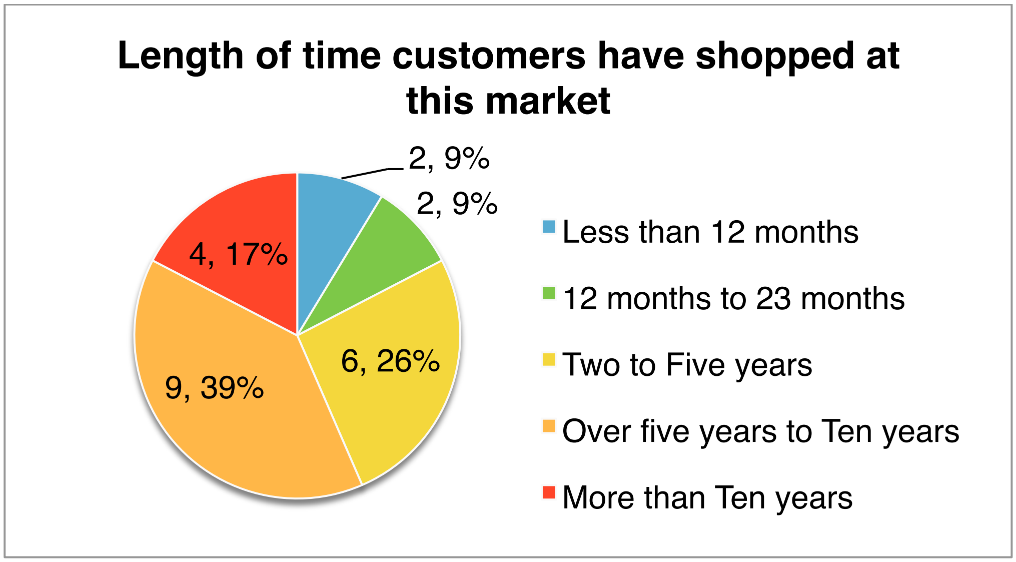


Figure 4.31: Length of Time Customers Have Shopped at Cameron County Market
Source: Created by Author, 2016

The study found that the majority of the Cameron County customers (61%) spend anywhere from $0 to $50 on a typically weekend visit to the market. Based on their spending ranges and estimated number of people at the market each weekend, the study estimates that the market can potentially see cash spending ranging from approximately $415,000 to $870,000 by customers (See Table 4.1). Year round, this spending could is estimated to be from $21.6 million dollars.

| Customer Weekend Spending*** | % of Sample | Minimum | Maximum |
|---|---:|---:|---:|
| $0-50 | 60.9% | $0 | $304,500 |
| $51-$100 | 17.4% | $88,740 | $174,000 |
| $101-$150 | 8.7% | $87,870 | $130,500 |
| $151-$200 | 4.3% | $64,930 | $86,000 |
| >$200 | 8.7% | $174,000 | $174,870 |
| **TOTAL** | 100.0% | **$415,540** | **$869,870** |

***Potential customer spending based on an estimated 10,000 vehicles (households) entering the market.

Table 4.1: Estimated Weekend Customer Spending at the Cameron County Market
Source: Created by Author, 2016

Vendors at the Cameron County market are predominately low income, and 57% of the sample stated their market earning were their primary source of income. Most vendors (87%) sell both Saturdays an Sundays, and 78% are vending twelve months out of the year, reinforcing the significance of the market income year round.

The largest proportion of the sample (35%) consisted of vendors with a per capita income of less than $12,000 per year. 71% of vendors have an estimated income less than $40,000 per year. The majority of the sample (61%) stated to vend at the market between six to nine hours per day. The vendor sampled were 63% female; and 59% of the survey respondents were married. Additionally, of those vendors that responded "yes" to this being their primary source of income, 65% of them were female.

Like the customer base, length of time operating at the market reinforces degrees of dependence. Length of time vendors have been operating at the market ranges from less than 12 months (21%), two to five years (24%), to over ten years vending (24%). All three time frames represent a different degree of business stability (See Figure 4.32).

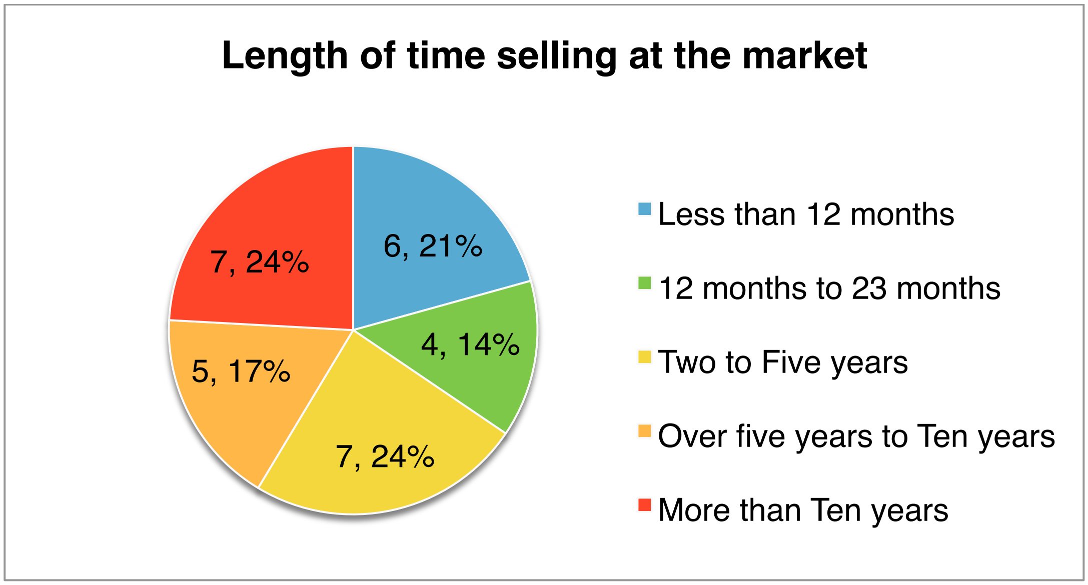


Figure 4.32: Length of Time Vendors Have Been Selling at the Cameron County Market
Source: Created by Author, 2016

The study found that 46% of the vendors sampled earn from $0 to $200 per week at the market. This estimate is total earning, not profit. The second largest response by the vendors was of 38% with estimated earning ranging from $201 to $400 per week. While only 8% of the vendor respondents stated to have earning of over $1,000, this "outlier" shows the possibility of more substantial earning potential.

Table 4.2 shows a breakdown of estimated weekly earning by vendors based on market occupancy and declared earning by the vendor sample. Based on this estimate, aggregate earnings by vendors are approximately $276,000 to $508,000 each weekend. Converting this estimate to a yearly earning, the study estimates a $14.3 million to $26.4 million dollars cash economy through vendor earnings at this market (See Table 4.2).

| Weekly Earning at the Market | % of Sample | % of Sample x Market Occupancy | Minimum | Maximum |
|---|---|---|---|---|
| $0-$200 | 45.8% | 583 | $0 | $116,508.33 |
| $201-$400 | 37.5% | 477 | $95,801.63 | $190,650.00 |
| $401-$600 | 0.0% | 0 | $0 | $0 |
| $601-$800 | 4.2% | 53 | $31,827.96 | $42,366.67 |
| $801-$1,000 | 4.2% | 53 | $42,419.63 | $52,958.33 |
| >$1000 | 8.3% | 106 | $106,022.58 | $106,022.58 |
| **TOTAL** | 100.0% | 1271 | **$276,071.79** | **$508,505.92** |

***Potential vendor earning based on declared earning by survey sample and market occupancy.

Table 4.2: Estimated Aggregate Weekly Earning at the Cameron County Market by Vendors
Source: Created by Author, 2016

The study found that 56% of the vendors sampled pay a booth rental fee ranging from $11 to $20 dollars; depending on the booth location and size. As a conservative estimate, if all vendors paid an average of $15 per day per stall on a typical weekend at 87% occupancy, the market management might collect an estimate of approximately $38,000 on rental fees per weekend. This is a yearly estimate of approximately $2 million dollars.

*4.2.2.2. Networks*

*4.2.2.2.1. Geographic*

The study found that 17% of vendors and 22% of customers at the Cameron County market reside in Mexico. For vendors, it is an opportunity to earn a higher wage than their stated earning in Mexico. Customers residing in Mexico stated they shop at the market to buy household items at discount rates. These geographic networks reinforce the concept of attachment through dependence.

*4.2.2.2.2. Peer Networks*

Peer networks were found amongst vendors and customers. The study found that 90% of the vendor sample socializes with vendor peers, and of these, 58% stated they socialize with vendors outside the market. Social networks are important for vendors, as they sometimes depend on each other for support. According to the vendors, when vending is a one-person operation, leaving your post to use the facilities requires the temporary guarding of goods by others. According to the survey, selling next to friends is a preferred adjacency for vendors at the Cameron County market.

This network of support is in the form of friends and family. According to the sample, 43% of the vendor respondents have family members that also sell at the market at a stall other than their own. On top of survey finding, study observations and market walkthrough show couples operating a booth together were a typical sighting. Additionally, it was observed that children would be joining their parents for a day of vending.

Peer networks were also evident amongst customers. Going to the market is generally a family experience for customers. 96% of the survey respondents were visiting the market with family in groups of as many as seven people; and 57% of customers learned about the market though these family and friends.

Further evidence of familiar ties amongst customers is supported by an on site observation study. People entering the market through the north primary entrance, adjacent the management office, were observed and counted at peak hour, 11:00am-12:00pm on a Sunday. The study counted a total of 756 people in one hour, and 92% of these entered the market accompanied by one or more people (See Figure 4.33). Groups entering the market with children accounted for 56% of the walk-ins, and multigenerational groups entering accounted for 17% (See Figure 4.34).

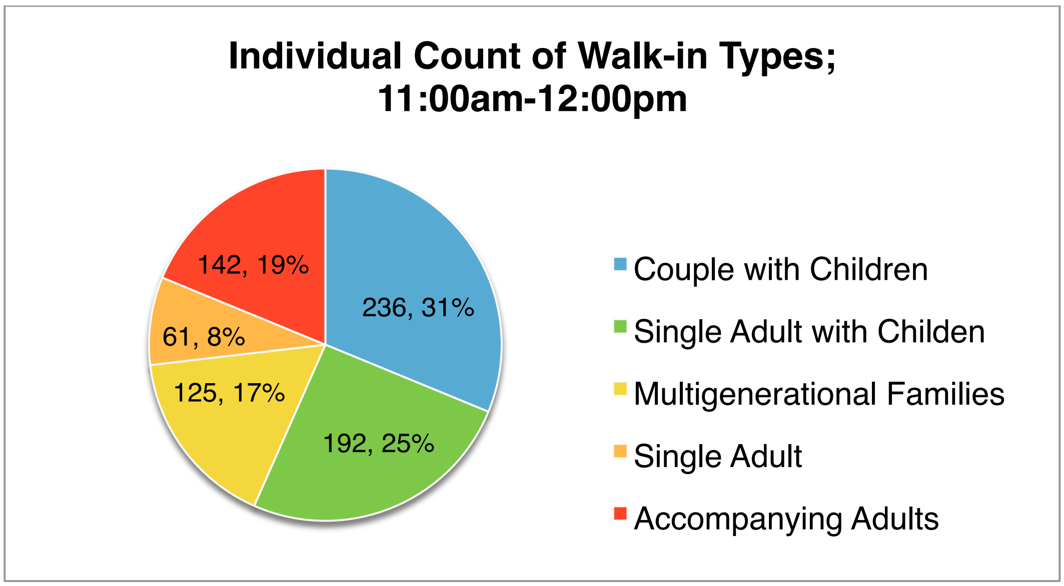


Figure 4.33: Individual Count of Walk-ins at Primary Entrance at Peak Hour at the Cameron County Market
Source: Created by Author, 2016


Figure 4.34: People at the Rest Area Adjacent Primary Entrance at the Cameron County Market
Source: Photo by Author, 2015

*4.2.2.2.3. Cross-Peer Networks*

There are limited cross-peer networks amongst vendors and customers; only 9% of customers stated to be friends with vendors at the markets. However, this portion stated they see their vendor friend both at the market and outside the market for social occasions.

*4.2.2.3. Acceptance*

Acceptance at the Cameron County market is manifested, at varying degrees through the institutional capacity, the language of place, and socioeconomic dimensions.

Beginning with institutional capacity, the management credits the success of the market to the owner's mission to preserve the place as a family oriented environment. The founder of the market always believed the market should be free of charge to customers. Today, the family remains true to the mission of the market founder and preserve a free admission. Additionally, with free admission to the public, this market is an example of democratic space.

Preserving a crime free environment is also a priority of the management. Overall, the vendor sample expressed a high level of perceived safety with 97% stating they feel safe at the market; and 69% of the did not know of any acts of delinquency at the market. 100% of the customer respondents felt safe at the market. Brownsville Police officers are contracted hourly by the management to patrol the grounds Saturdays and Sundays as well as manage vehicular traffic entering at peak hours.

The language of place is conducive to attachment. This market is a nucleus of cultural expression and socialization, both facilitated by design and amenity. Its design, which includes frequent and integrated rest areas along the aisles, helps produce social nodes and facilitates leisure activity. Permanent benching in combination with thermal comfort and porosity are elements that allow for the clustering of people at these nodes. Additionally, the relationship between foods to socialization is manifested at these nodes. Latinos at the market can access street-like food vending; a commodity not sold anywhere else in the city. The combination of the Mexican food variety and the outdoor setting might invoke a memory of homeland to what is majority immigrant population group.

As expected, the market reflects the Latino majority profile of the area. Yet, there are elements within the social ecology of the market that facilitate an additional level of cultural safety for people. For example, language contributes to cultural safety. Spanish is the predominant language spoken at the market as evident by the following: signage adverting items for sale, music being played by different vendors, and announcements given by the market management always in both English and Spanish. Additionally, availability of services at the market contributes to attachment for market constituents.

*4.3. Summary Findings: Synthesis of Four Markets*

The following section is a synthesis of four Latino vendor markets as a composite of two dimensions: the capacity to create place, and as they do this, how they facilitate attachment amongst their constituents is analyzed.

*4.3.1. Place*

As discussed in Chapter II, to understand the markets as Latino places they are analyzed using three criteria: 1) *institutional frameworks*, 2) the *language of place*, and 3) *socioeconomic dimensions*. The following sections expand on these elements.

*4.3.1.1. Institutional Capacity*

The four selected markets are established businesses that have been operating for thirty to forty years; the Los Angeles Market has been operating for over fifty years. They operate under an umbrella of a number of complex regulatory provisions complying with federal, state, and municipal policies. In addition to these, on site management enforce rules that guide the functioning of each market.

Overall, the study shows the market management acts as a filter to checks that vendors are in compliance with the aforementioned regulations. For example, one of the ways in which the management filters is by checking that vendors entering the market have a federal tax I.D. number to ensure they are operating a registered business. Furthermore, the local municipalities have policing power of enforcement. According to the survey, 86% of vendors stated they need a permit to operate a business at the market, and of these 97% stated they had a permit and were in compliance.

Permitting compliance differs by state. Under California law, the State Board of Equalization (BOE) requires vendors selling more than two times in a twelve month period to obtain a seller's permit. These permits require the filing of sales as income tax with the California Franchise Tax Board and the U.S. Internal Revenue Service (IRS) (California State Board of Equalization, 2013). The State of Texas does not have a state income tax; therefore reporting of sales revenues is required only at the federal level to the IRS. Both Texas case studies require vendors to have a federal tax I.D. number in order to operate a business on site the markets.

Both California and Texas require prepared food vendors to have health, food, and sanitation permits mandated by local municipal government. Being in compliance is not a complicated process, and is handled easily by vendors at all four markets. According to the study survey, 92% said they obtained their necessary permitting in less than a month, and the majority (86%) visited their local municipality once to obtain their permit. California has one exception, vendors selling fresh produce or cold food items are not required to obtain a seller's permit as these are considered tax-exempt items (California State Board of Equalization, 2013).

The management also provides supportive frameworks that ensure the functioning of the markets. They coordinate the movement of vendors in and out of the market, and have the authority to say who can, or cannot, enter. To enter each market, vendors must pass through a checkpoint. Here, the management confirms that vendors have paid their stall rental fee, and meet the registration criteria for operating a business at each specific market. In addition to these legal compliances, the markets have a presence on social media.

*4.3.1.2. Language of Place*

The markets are open Saturdays and Sundays with the exception of the Los Angeles County market, which is open every day. They are open early morning through late afternoon. While all four selected case studies operate on property used only as a market, vending and the setup of stalls are temporary. Vendors are required to setup and take down their stalls daily. The markets are empty on non-vending days.

The degree of control over how the market is organized spatially varies by market. Order at the markets is defined by access, patterns of organization, and on-site amenities. The confluence, or synergy, of these aspects, as they manifest in the four cases analyzed, reveal elements that define the language of place.

*4.3.1.2.1. City Context*

The markets operate in cheap land on the city fringe, in properties ranging in size from 12 to 74 acres. Operating there makes occupying areas of this size possible and affordable, while at the same time they are impacted by the car dependence of the peri-urban realm. The markets are all located off highways and major arterial roads, and are primarily accessed by private vehicles. In the four cases, the study found that 97% of the customers sampled arrived in their personal vehicle.

The process of accessing the markets through public transit differs between the two border cases and the in-land markets. Public transit is accessible within a quarter of a mile of the four markets, except in the Cameron County case where the nearest bus stop is approximately one mile away. The typical wait time for a bus from the four city centers on the weekends range from 30 minutes to an hour, with commutes to the markets ranging from an hour to an hour and a half. If a person is traveling from the city center to the two border cases, the markets can be reached using one bus; a person traveling from the city center at the in-land markets would have to transfer two to four times before reaching the markets. The limited frequency and long average commute time make it difficult to access the markets on public transit.

*4.3.1.2.2. Market Capacity*

Although these are large markets, car dependence, a result of the lack of reliable public transit, manifests in the spatial composition of the markets. A conservative estimate in customer parking accounts far over a third of the market property: 35% in Cameron, 43% in Harris, 59% in Los Angeles, and 70% in San Diego County. Furthermore, this parking estimate does not account for vendor stall parking. All markets allow vendors to park on or adjacent to their stall.

Market vending capacity ranges from approximately 650 vendor stalls in the Los Angeles County case study to 1,500 in the Cameron County case. On site inventory found all markets at over two-thirds occupancy rate: San Diego County (70%), Cameron County (87%), Los Angeles County (92%), and Harris County (93%). High occupancy rates show not only that there is demand, but also that these markets are alive with people.

The markets are laid out along linear aisles. Using paint, vendor stall spaces are typically numbered and outlined on the ground as a way to define the aisles. Stalls in the

Texas markets are typically on a 10 feet by 10 feet module with an additional 10 feet by 18 feet uncovered extension for parking space adjacent to the stall. The California markets outline vending area and parking in one bounded stall space.

Each vendor has approximately the following areas: 230 sf. (San Diego County), 396 sf. (Los Angeles County), 280 sf. (Cameron County), and 280 sf. (Harris County). Vendors have the option to lease multiple stalls to increase their vending space as their business grows; the study found that 14% (Los Angeles County), 31% (Cameron County), 41% (San Diego County), and 43% (Harris County) of vendors actually take it.

*4.3.1.2.3. Ground Layout*

As a common observation, the older aisles in the markets are paved and it is where core amenities are located. Areas in the markets that are unpaved are newer and less developed. For example, in the Cameron County market the unpaved vending areas lease at a cheaper rate, allowing for the newest, lower income, immigrants to rent a stall at an accessible rate. A portion of parking and vehicular circulation is unpaved at all markets except the Los Angeles County case. These areas are generally used for overflow vending or parking for vendors.

There is minimal vegetation on site at all four markets. Each market has the follow number of trees within their vending grounds: ten (Cameron County), fifteen (Harris County), eighteen (Los Angeles County), and thirty five (San Diego County). In the San Diego County market, palm trees are used as accent features lining the primary entrance; in the Los Angeles County case larger oak tress are clustered around the market entry and the core resting areas. Trees at the Texas markets do not follow a clear pattern; they are sporadic and located in between the market aisles in areas not accessible to customers. With this limited number of trees on site the markets, shading protection is primary available under the shed roofs and canopies.

*4.3.1.2.4. Roofing Structures*

As a common feature, vendors face a pedestrian promenade through which customers circulate. The Los Angeles County market is an exception with a radial layout, however it follows the same spatial principles of vendor-pedestrian adjacencies. In Texas, vending stalls and pedestrian promenades are generally located under a permanent, covered shed, open-air roof structure. The California stalls are uncovered but vendors use a variety of canopy shading structures to cover their space, however the pedestrian walkways are typically uncovered (See Figures 4.35 & 4.36). The green areas in Figures 4.35 & 4.36 highlight the pedestrian promenade, the purple highlight covered areas at the market. Weather protection in open-air markets is an important element when describing the language of place. The shed roofs in Texas gives equal protection to the vendor and customers, while the California case primarily focus on the weather protection of vendor.

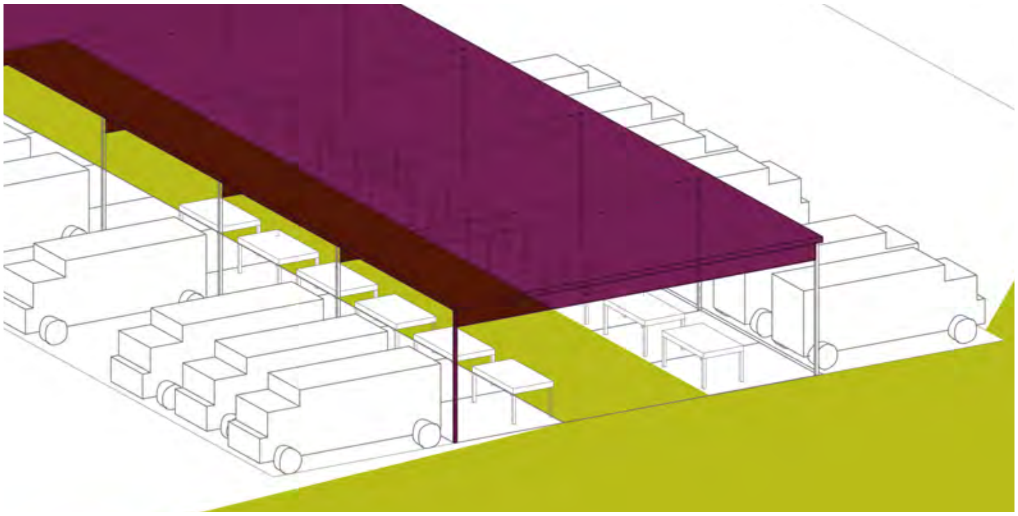

Figure 4.35: Typical Aisle for Texas Market Case Studies
Source: Created by Author, 2016

Figure 4.36: Typical Aisle for California Market Case Studies
Source: Created by Author, 2016

#### *4.3.1.2.5. Entry Sequence*

Vendors typically enter the market in moving trucks or mini vans filled with their goods for sale (See Figure 4.37). The goods tend to be strategically stored in plastic bins and boxes in ways that facilitate the setting up at the market stalls. Items are typically stacked and displayed in an orderly fashion. In a matter of hours, vendors convert an empty parking lot or simple shed structures into a meticulously ordered market place awaiting users (See Figure 4.38). 80% of vendors at the markets setup and dissemble their stalls every weekend; the remaining sample leave their merchandise stored in lockable stalls. According to the survey, 65% of the vendors are typically at the market an average of six to nine hours per day (See Figure 4.39).


Figure 4.37: Vendor at the San Diego County Market Loads his Van at the End of the day
Source: Photo by Author, 2015

Figure 4.38: Fruit Vendor Stall at the Los Angeles County Market
Source: Photo by Author, 2015

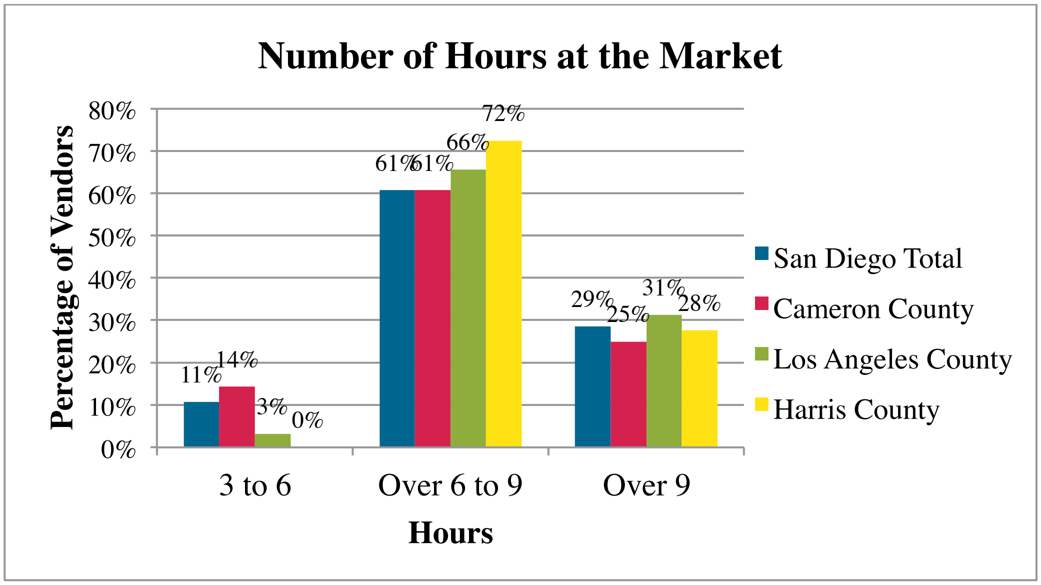


Figure 4.39: Number of Hours at the Market by Vendors
Source: Created by Author, 2016

All four market managements use staff to controls the movement of people and vehicles into the markets; the Cameron County market is a unique case as it uses paid city police officers.

Customer vehicles entering the market parking areas must pay a market entry fee at both in-land markets; parking is free on the border markets. The Los Angeles County market also provides a free bus shuttle as an amenity for customers that chose to park at an off-site parking area. The private bus service is ran and maintained by the management. Customer walk-ins pay an entry fee at the California markets; market staff operates these entry gates.

*4.3.1.2.6. Program*

The distribution of the market and stall assignments follow a management defined rationale, within which vendors then can choose their stalls. For example, stall rental prices range relative to access to market amenities such as floor paving, roofing structure, storage, and utilities. The language of place produced by program distribution is impacted by the economic means of vendors. The more established businesses can pay more, while others with less means are more likely to lease less expensive stalls.

Food is placed near core market amenities such as seating areas, or areas that mobile food trucks access according to management policies. Larger home items such as furniture or appliances will generally line market edges, areas where loading and unloading is easier. The San Diego County case is a unique case, in that the management separates vendors selling used goods from those selling new goods. Use goods vendors typically sell less frequent to not surpass the vending-frequency-threshold set by California state law. Vendors selling new goods are likely more established, registered businesses selling year round. When the San Diego County market separates these vendors, this may help the management in keeping track of registered businesses.

*4.3.1.2.7. Physical Structures*

While the markets are mostly open fields, there are some buildings on site that contribute to the functioning of the markets. There is a management office and public restrooms at all four markets. All markets, except the Cameron County case study, have a kitchen building on site for food vendors to cook and prepare food.

On site storage facilities, typically found along one aisle at each of the markets, offer some vendors the opportunity to leave merchandise and supplies on site at three of the case study sites. The Texas cases lease minimal lockable vendor stalls, 13% (Harris County) and 8% (Cameron County) of their leasable stalls. The Los Angeles County market uses converted shipping containers as lockable stalls, these account for 8% of their total stalls. The Harris County market had the highest occupancy rate of lockable stalls (96%), followed by Los Angeles County (75%) and Cameron County (63%). These lockable stalls, while compose a minimal portion of the markets' capacity, add a degree of permanence to the language of place. The markets are more than open fields, and these amenities relate to their legacy as markets.

*4.3.1.2.8. Clearing & Utilities*

The daily turnover of the market setup requires an end of day cleaning operation for the market management staff. Trash containers are found along all the market aisles. Waste left on site by vendors include cardboard boxes and discarded items such as used clothing. Paid market staff is responsible for sweeping the market grounds in the evening in preparation for the next businesses day. The Cameron County case is an exception in that it requires vendors to take their own trash out of the market. Trashcans, only available at rest areas, are for the use of customers only. According to a vendor questionnaire respondent, if vendors are caught leaving their trash on site they are subject to a fine.

Onsite utilities for vendors are minimal. Running water is only available for permanent structures such as kitchens and bathrooms. Vendors operating out of food trucks bring in their own water supply. Electrical supply is different at each market. The Texas cases have electrical outlets integrated into the shed structural columns. The Cameron County case charges a fee for electrical use, while the Harris County market supplies it at no charge to vendors. The California markets have electrical outlets at the center of the market and distribute electrical supplies to vendors through extension cords. At all four markets, it is common for vendors to provide their own electricity through a portable generator. The noise produced by the generators is typically overpowered by loud playing music.

*4.3.1.2.9. In-between Space*

At these markets, the in-between space is the point of departure within their language of place when defining a Latino place. The distribution of the market facilitates flow, and it follows a prescribed order that is enriched by the variety of vending on site. The market distribution does not necessarily make these markets Latino; however it is their inhabitation by people, a result of the layout, that allow for the socialization and interaction of vendors, customers, and institutions on site. This is place; the in-between is not space. Mixing, something that Latino vendor markets arguably fosters, is a quality of good places. People go to good places to experience other people (Bentley, et. al., 1985).

The functioning of the markets is complex. The composite of the spatial elements is a structured market layout; the negative space[3], areas not occupied by vending and

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[3] Negative space is an art term used to describe the inverse of a fill; the product of a cut out that becomes the focus of a design.

amenity, support movement and socialization. A key characteristic of these spaces is that they are essentially open fields with minimal structures on site; the markets arguable come to life and become places through the infill of people, goods, and services. This is critical to understanding attachment at the markets as these areas reinforce the interrelationship between place and people.

People flow along the market aisles and have opportunities to rest in designated, seating areas. On site fixtures such as benches, tables, shading structures help define passive areas for rest and mingling. Market aisle intersections are places for social opportunity, interacting, and activities often capitalize on crossings and sell food.

The Texas markets have designated rest areas at aisle intersections (See Figures 4.40 & 4.41), while the California markets have a primary resting area located centrally adjacent the management office (See Figures 4.42 & 4.43). The total number of designated rest areas is: 27 at the Cameron County market, 15 at the Harris County market, one at the San Diego County market, and one at the Los Angeles Market. The design of the Texas markets give more priority to resting then the California markets. In the Cameron County market the shed roof raises three feet above the roofline to reveal a grander space. The Harris County market applies the same architectural detail of raising the roofline, but in addition it uses welcoming signage, animal statues, and paintings to adorn the rest areas.


Figure 4.40: Typical Rest Area at Cameron County Market
Source: Photo by Author, 2015

Figure 4.41: Typical Rest Area at Harris County Market
Source: Photo by Author, 2015

Figure 4.42: Typical Rest Area at San Diego County Market
Source: Photo by Author, 2015

Figure 4.43: Typical Rest Area at Los Angeles County Market
Source: Photo by Author, 2015

*4.3.1.3. Socioeconomic Dimensions*

Socioeconomic dimensions define the systems that facilitate the operation of the markets through the flow of people, goods, and services. These Latino markets are multi-sectorial. Looking at the NAICS code classification of these goods and services sold at the markets, this study's inventory found a total of eight 2-digit sectors on site.

These sectors included the expected sectors 44-45 Retail Trade such as automotive parts, accessories, and tire stores; furniture stores; home furnishing stores; electronic and appliance stores; building materials and supplies; nursery, garden center, and farm supplies; groceries; health and personal care; clothing; shoes, jewelry, luggage, and leather good. 31-33 Manufacturing included cut and sewing apparel manufacturing. 51 Information included cable and wireless telecommunication suppliers. 54 Professional, Scientific, and Technical Services included legal immigration, and printing services. 56 Administration and Support and Waste Management and Remediation Services included services for home dwellings. 62 Health Care and Social Assistance included dental services, and massages.  72 Accommodation and Food Services included restaurants and snack bars. 81 Other Services automotive repair and maintenance; electronic and precision equipment repair and maintenance; personal care services such as haircuts, and death care services.

Clothing ware, NAICS 4481, the most prominent sector, accounts for approximately 20 to 30 percent of the onsite market inventory at all four markets.  Food services and other services accounted for four to thirteen percent of the total market inventories.

These amenities and services are attractive to Latinos. Access, centrality, and variety of these at the markets provide a much-needed source of reliability for this low-income population group. Customers can go to the markets and find services that support their livelihood (See Figure 4.44). Latino vendor markets offer stability for a consumer base in a time when these types of nuances of the U.S. city have become transitory. For example, this study's inventory found nineteen different services at the Los Angeles County market (See Figure 4.45). Four of them are repair services that speak to some consumer practices for Latinos. The repair of these products is a practice that is somewhat forgotten in a developed society characterized by over consumption which is giving a second life to consumer products. As seen through the distribution of services at Los Angeles County market, there is a general clustering of these at the core of the market near the central food area. Based on observations, although the stalls setups are temporary, vendors tend to typically stay in the same location. This was a similar trend at all four markets. Based on the study survey, vendors stated to move stall when they believed a location might be more conducive to business.


Figure 4.44: Health Insurance Services Offered at Cameron County Market
Source: Seventy-Seven Flea Market, 2016


Figure 4.45: Services Offered at Los Angeles County Market
Source: Created by Author, 2016

Commonly purchased items include clothing, prepared food consumed at the market, and produce to take home (See Figure 4.46). Items sold at the markets target the needs of low-income families. For example, customers stated they typically visit to stock up on back-to-school supplies and clothing for their children. Male respondents typically shop for hardware, tools, and construction clothing ware (See Figure 4.47).

Other “Latino items” sold at the markets include imported artisanal goods, traditional cooking spices, ethnic quilts, “zarapes” (Spanish for traditional Mexican blanket), handbags, hammocks, and ceramic religious relics (See Figure 4.48). Though occupying a relatively small area of the market, less than 5% of the on site vendors, these native goods are stimuli to memory and heritage of the homeland (Lewicka, 2014).

One myth surrounding these markets is that these places are primarily for the resale of junk. While second hands goods are sold here, these do not make up the majority of the vendors. This study’s onsite market inventory found the portion of used goods ranges from 5% of the vendors found at the Los Angeles County market to 32% for the San Diego County case study (See Table 4.3). Therefore, the portion of new items sold range from 95% to 68%.

| Market | Total Stalls | Occupied stalls | Occupancy Rate | Used Goods Stalls | Percentage of Used goods |
|---|---|---|---|---|---|
| San Diego County | 1168 | 836 | 71.6% | 271 | 32% |
| Los Angeles County | 617 | 565 | 91.6% | 28 | 5% |
| Cameron County | 1461 | 1269 | 86.9% | 136 | 11% |
| Harris County | 717 | 665 | 92.7% | 53 | 8% |

Table 4.3: Market Occupancy and Used Goods
Source: Created by Author, 2016

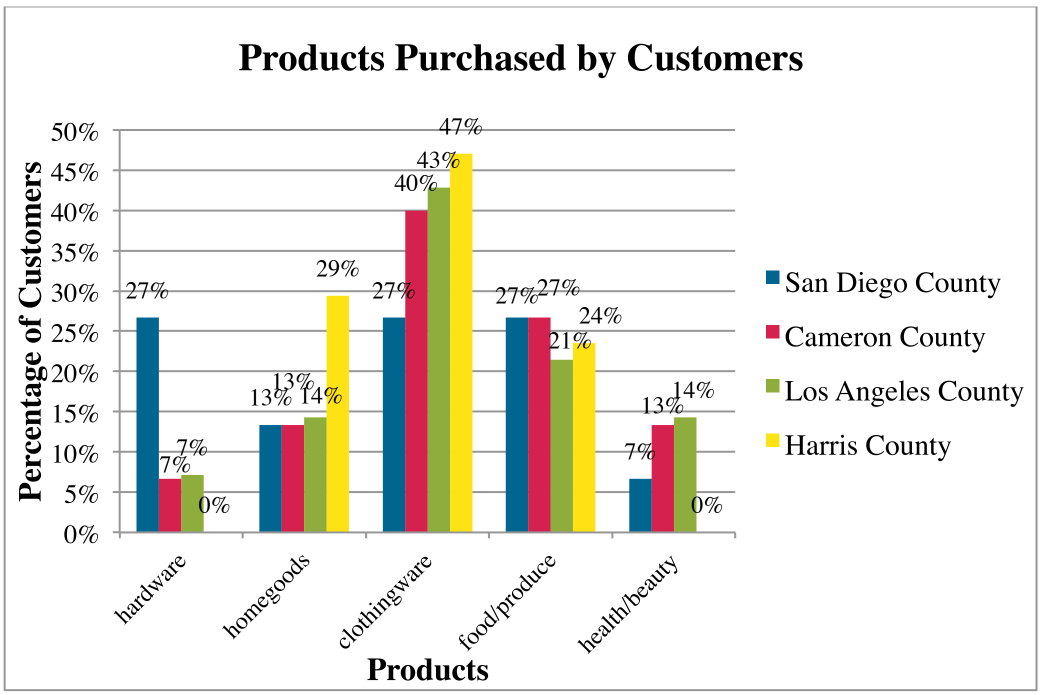


Figure 4.46: Products Purchased by Customers
Source: Created by Author, 2016


Figure 4.47: Construction Clothing Ware, Cameron County Market (left), San Diego County Market (right)
Source: Photo by Author, 2015

Figure 4.48: Artisanal Items, San Diego County Market (left), Cameron County Market (center), Harris County Market (right)
Source: Photos by Author, 2015

Latino markets sell at lower prices in comparison to a typical grocery or retail store. The larger retail and grocery stores have higher operational costs. They are owned by one business entity and they pay rent year round, where vendors pay a daily rental fee. The temporary nature of the markets allows vendors to have less fixed costs and more flexibility without the need to commit a greater economic investment, therefore allowing their goods to be sold at lower prices.

Vendors selling health and beauty items, cosmetics, soaps, and toothpaste among others, will buy discount items from wholesale warehouses. These warehouses specialize in the selling of unsold items from retail chains such as Wal-Mart, Macys, Sears, or CVS. The warehouses are considered wholesale retailers as the items they sell are packaged in shipping pallets. This bulk purchases also allows vendors to sell the individual items from the pallets at a lower rate then their retail price from big box stores. The warehouses are typically located in major metropolitan areas, therefore vendors on the border will travel inland to major cities to purchase items to resale at the market (See Figure 4.49).

Low prices are a product of two factors: vendors buy in bulk at discount prices, and vendors have less fixed cost for their business operations at the markets. Therefore, with items sold at discounted rate as noted through the study observations, customers are able to purchase more goods on a limited budget. Furthermore, with transactions at the market being cash only, customers can typically barter prices.

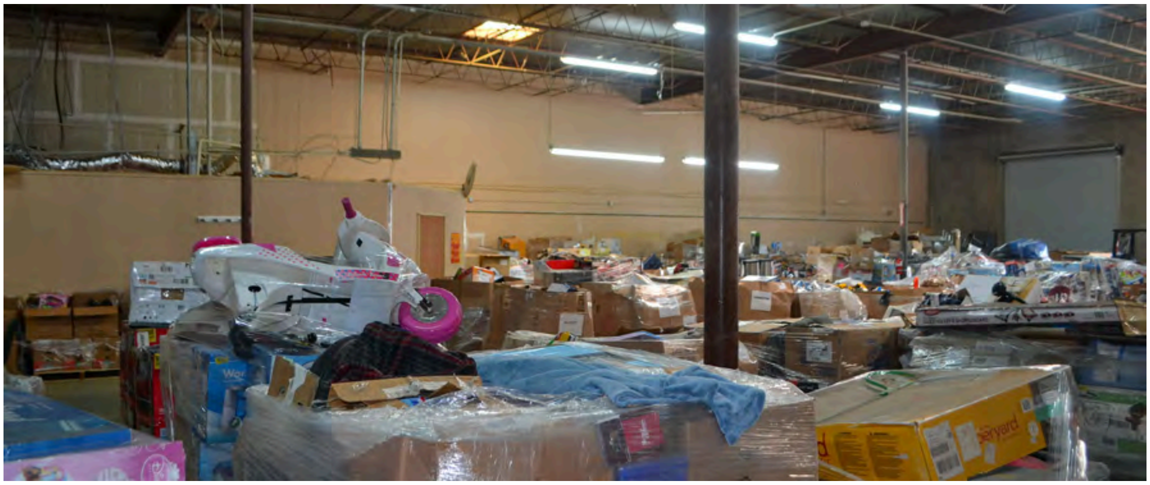

Figure 4.49: Pallets for Sale at Wholesale Distribution Warehouse in Houston, Texas
Source: Reprinted from OK Discount Warehouse, 2016

*4.3.1.4. Place Synthesis*

In summary, their institutional capacity, language of place, and socioeconomic processes demonstrate that these Latino markets are complex and dynamic places. They come to life due to a series of operations that are wide in scope and connected to multiple entities. Firstly, institutional capacity allows the markets to have stability as a place; the set institutional frameworks facilitate their continued operations.

Secondly, their language of place show that Latino markets do not come together haphazardly; on the contrary, they are planned; and they share similarities in their spatial composition and ordering structures (See Figure 4.50). Lessons from the place analysis show that the markets are part of an emerging city landscape, not about centrality, but a potential new center in U.S. cities. The location of the selected Latino markets is a product of U.S. development patterns of the 20$^{th}$ century; they anchor edges of major transit infrastructure, and are auto-dominated. The market layouts resemble a lattice type, which relies on the crossing of people through various path options. Access to the markets is controlled, however a sense of arrival for pedestrian requires improvement. The mixing of leisure and food is typical at all four cases, however, although it is a more typical practice of the Texas markets. Finally, weather protection through roofing structures contributes to the sense of place and each market prioritizes different levels of coverage for both vendor and customers.

Thirdly, socioeconomic dimensions show that the markets are multi-sector providing people with a diversity of goods and services. Lower operational costs for vendors, compared to storefront retail settings, allow for an affordability that makes their products approachable to more people.

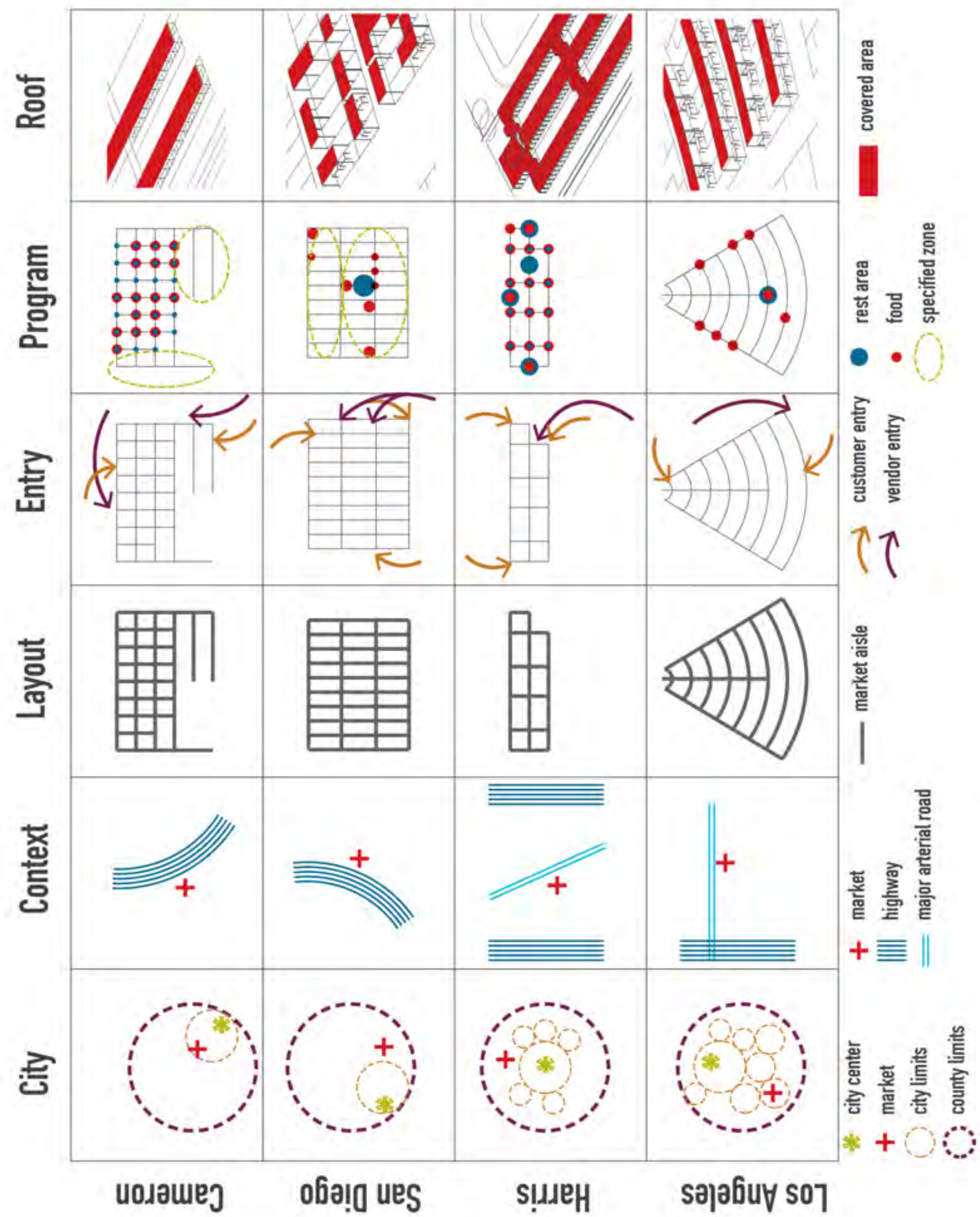


Figure 4.50: Place Analysis Synthesis of Four Case Studies
Source: Created by Author, 2016

*4.3.2. Attachment*

In the following sections the study analyzes to what extent the three dimensions of attachment: *dependence*, *networks*, and *acceptance*, are observed, or not, in the four cases.

*4.3.2.1. Dependence*

The study found that there is economic need by both vendors and customers at all four markets. Beginning with customers, the markets service people from a variety of income levels (See Figure 4.51). A larger portion of customers in the border markets, 18% on San Diego County and 29% in Cameron County, has an income that is below the estimated $12,000 poverty line in comparison to the inland cases. Nevertheless, the markets are attracting Latinos from a variety of income levels and for the in-land markets a larger portion of customers, 45% (Los Angeles County) and 33% (Harris County), have incomes higher than $40,000 per year. Most customers spend anywhere from $0 to $100 per weekend visit at the market (See Figure 4.52).

Customers shopping at the markets typically visit one weekend per month (See Figure 8.52), during an average of one to six months out of the year (See Figure 4.54). Market visits are most frequent on Sundays (See Figure 4.55); some vendors speculate families like to visit the markets after church. Harris County customers are an exception, with 75% of the sample stating they typically visit the market both Saturdays and Sundays.

According to the study surveys, the markets attract customers of all ages (See Figure 4.56). A significant finding is the attraction of an older customer pool to the major metropolitan area case studies in Los Angeles County and Harris County. In both cases, 50% of the customer sample were 50 years of age or older. Additionally, the study found that over 50% of customers in the California cases have been coming to the selected markets for over ten years (See Figure 4.57).

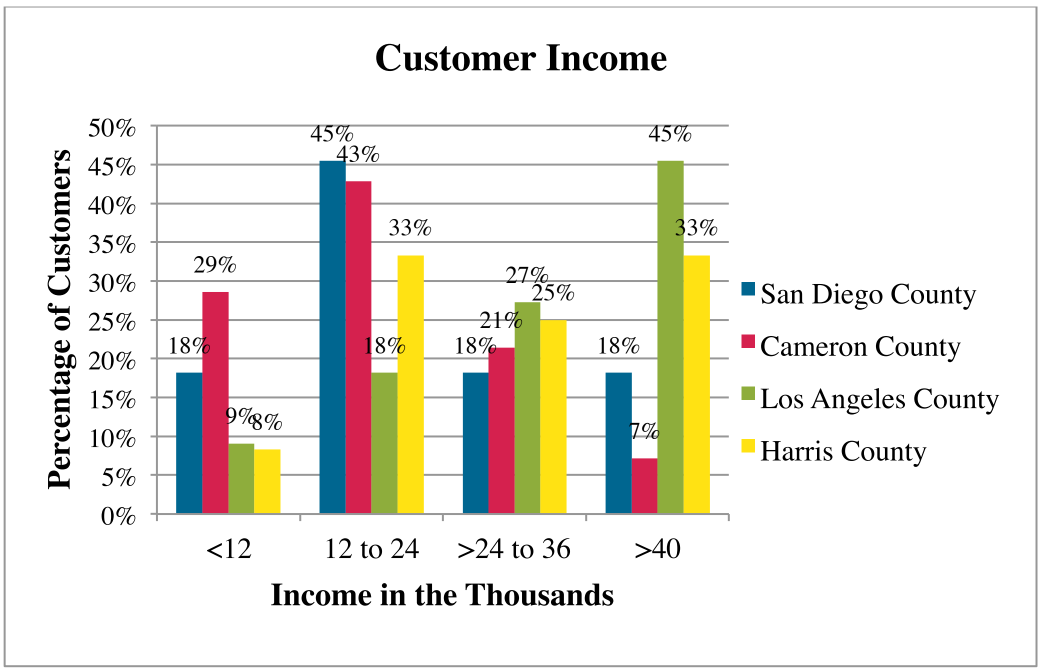


Figure 4.51: Customer Income
Source: Created by Author, 2016

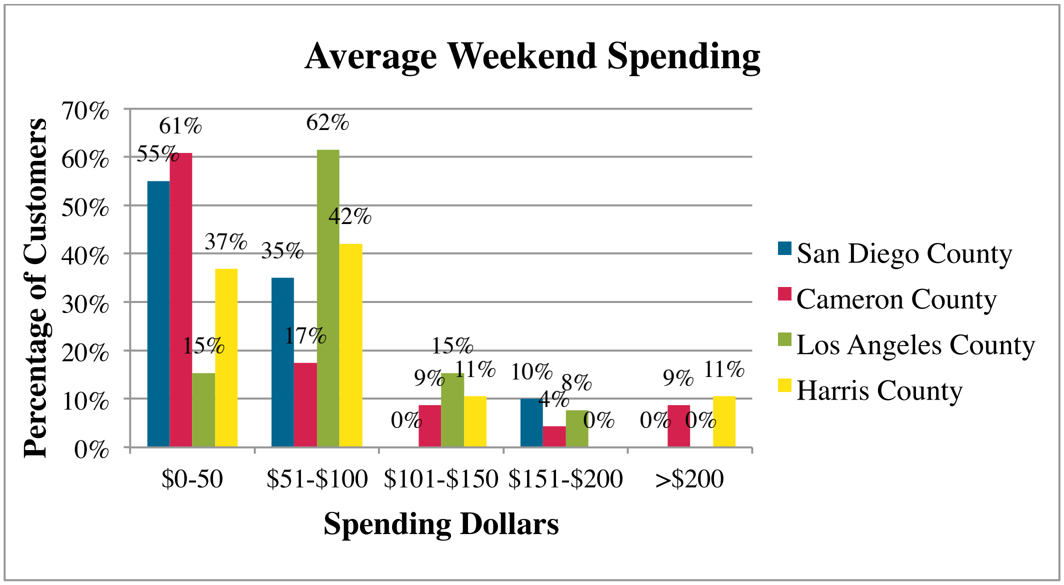


Figure 4.52: Average Weekend Spending by Customers
Source: Created by Author, 2016

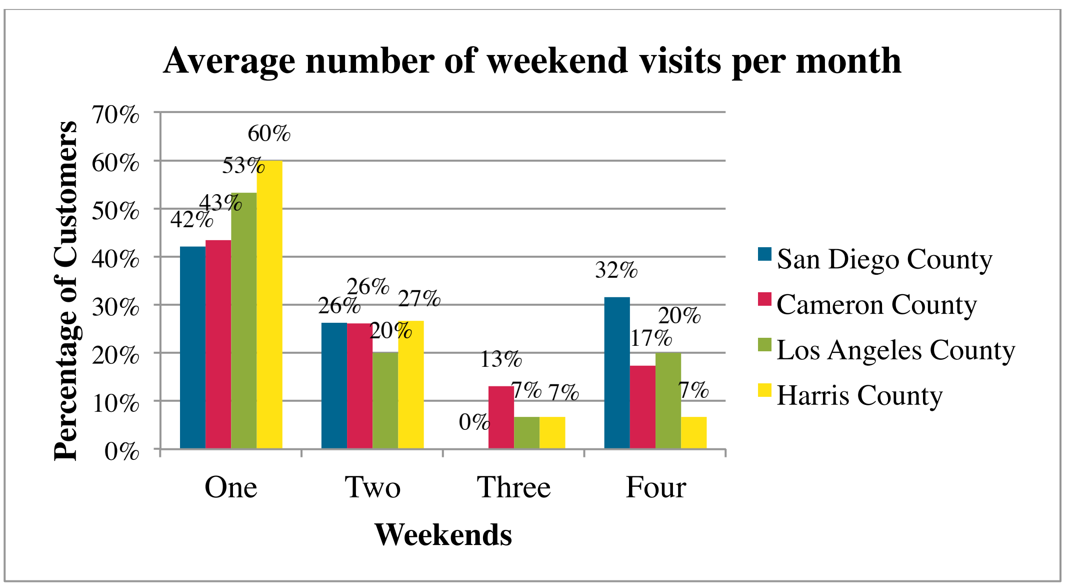


Figure 4.53: Average Number of Weekend Visits per Month by Customers
Source: Created by Author, 2016

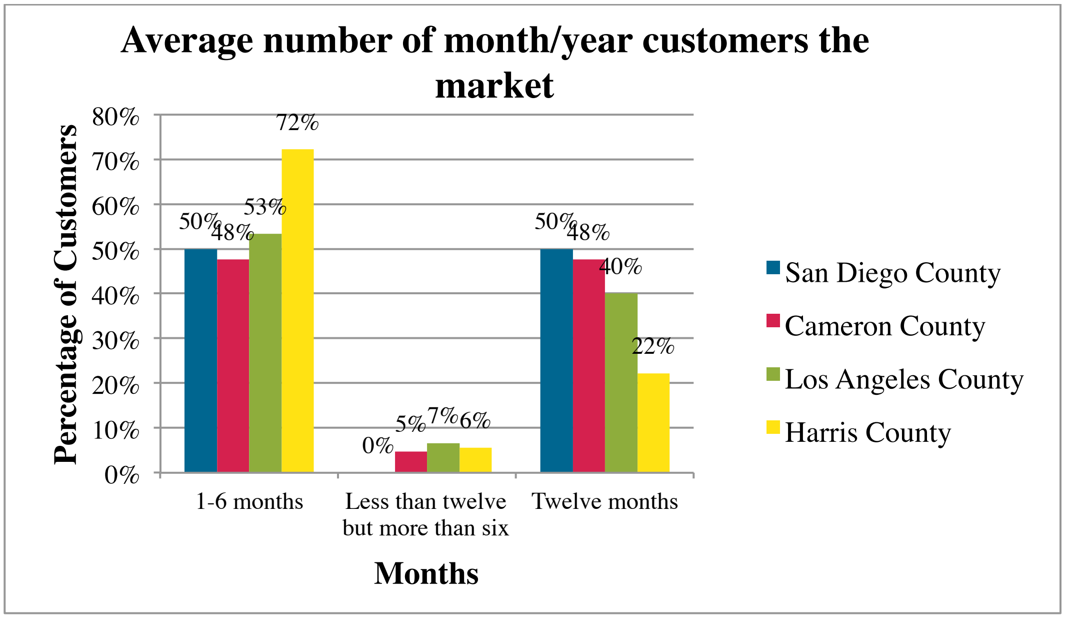


Figure 4.54: Average Number of Months that Customers Visit the Market
Source: Created by Author, 2016

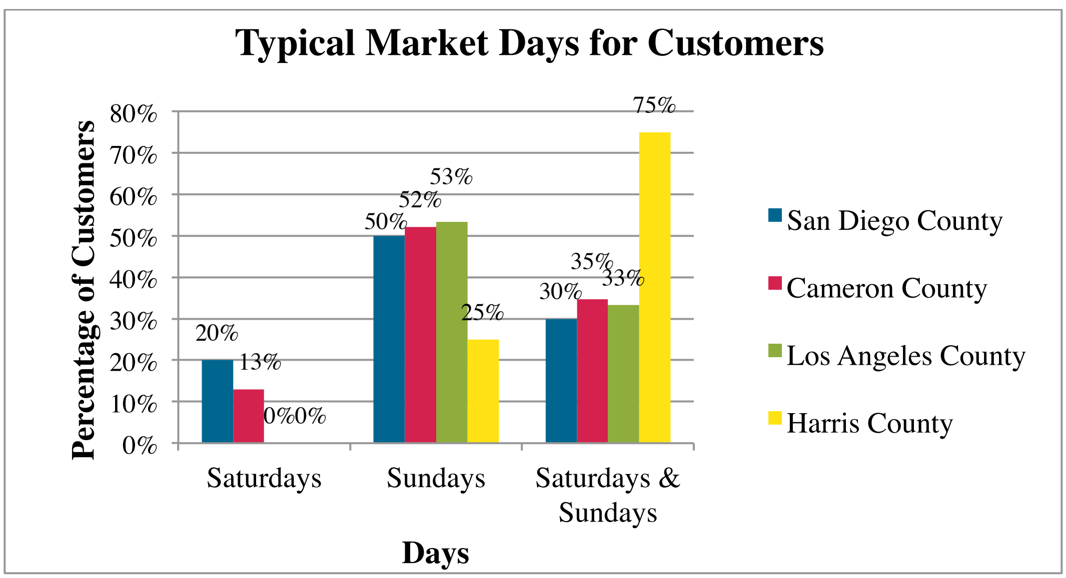


Figure 4.55: Survey Respondents of Typical Market Days for Customers
Source: Created by Author, 2016

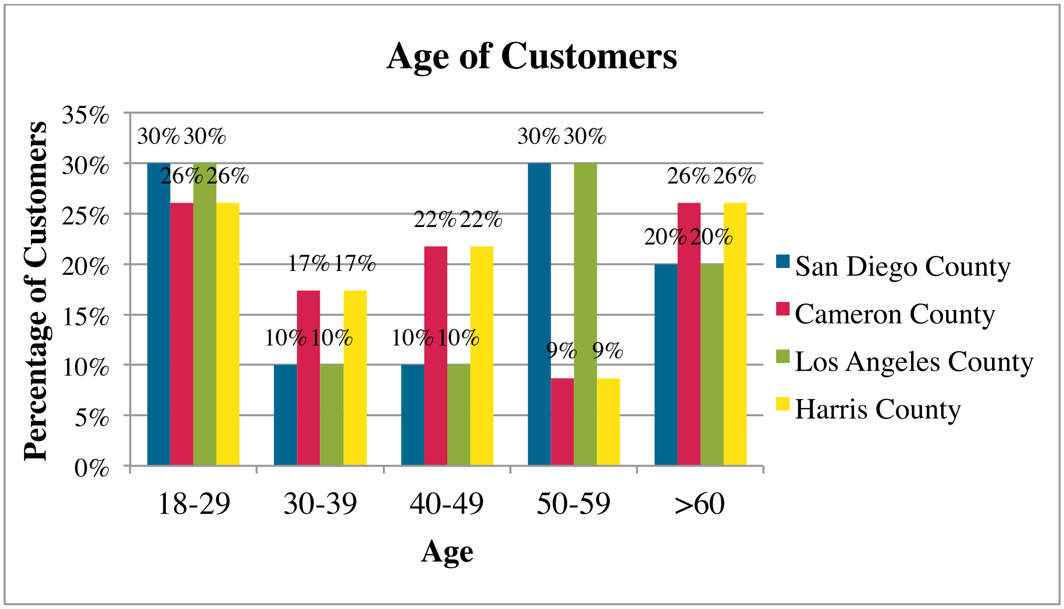


Figure 4.56: Ages of Customers Respondents
Source: Created by Author, 2016

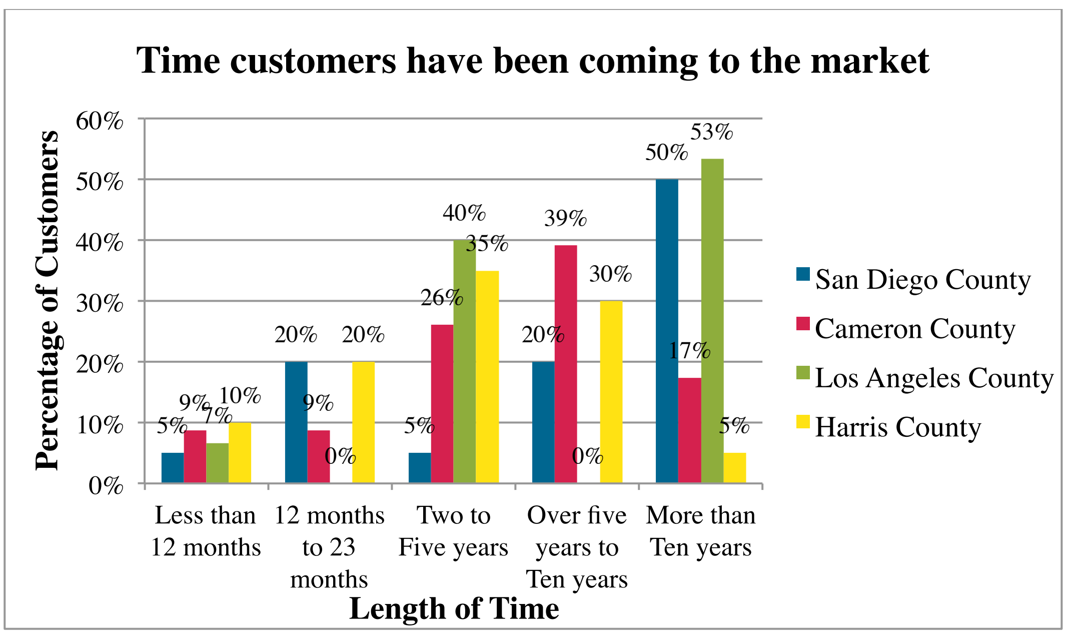


Figure 4.57: Length of Time Customers Have Been Coming to the Market
Source: Created by Author, 2016

Latino markets provide income generation opportunities for a predominantly low-income vendor population. The study survey shows that 23% of the vendors are below the national poverty line, and 78% of the vendor respondents have a per capita income of $40,000 or less (See Figure 4.58). The economic reliance by vendors at the market is reinforced by 61% of the sample stating that vending at the market is their primary source of income. The study estimates the potential income for vendors, based on earnings declared from the study survey (See Figure 4.59). On average, a typical vendor could make anywhere from $10,000 to over $52,000 a year just by selling at the market (See Table 4.4). One vendor in the San Diego County market, a U.P.S. driver although he chose not to declare an estimated yearly earning, said his annual income is nearly double by selling hats at the market every weekend.

A key attribute to the economic dependence by vendors at the market is the attraction of vendors from a wide age range (See Figure 4.60). There is a larger portion of 18 to 29 year olds at all of the selected markets except the Los Angeles County case. According to the survey, the two major metropolitan markets have vendors over the age of 60, retirees vending for additional income.

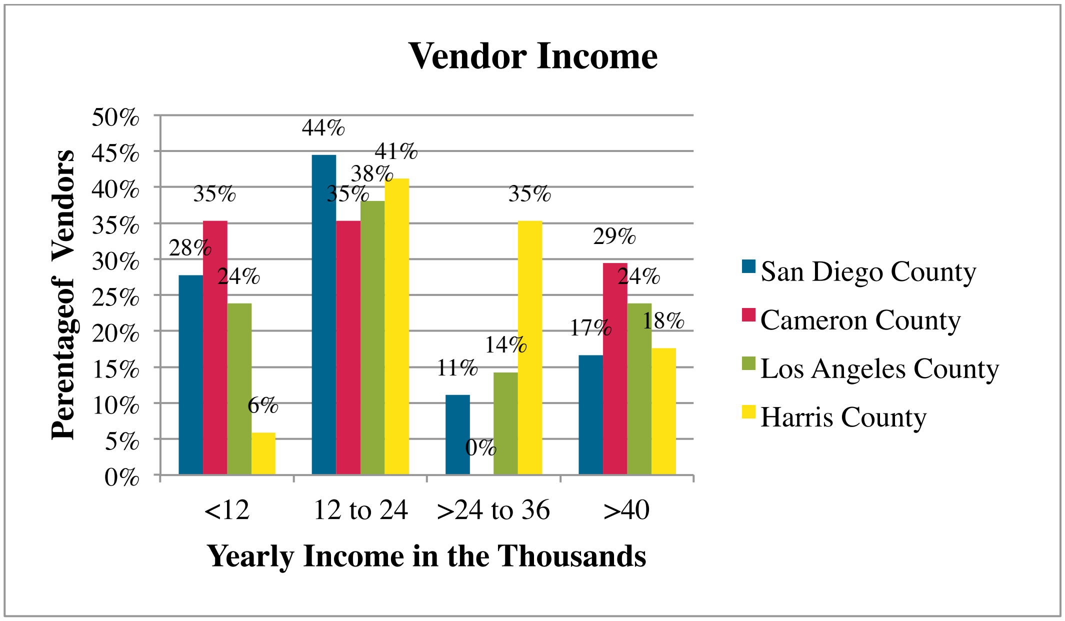


Table 4.58: Vendor Per Capita Income
Source: Created by Author, 2016

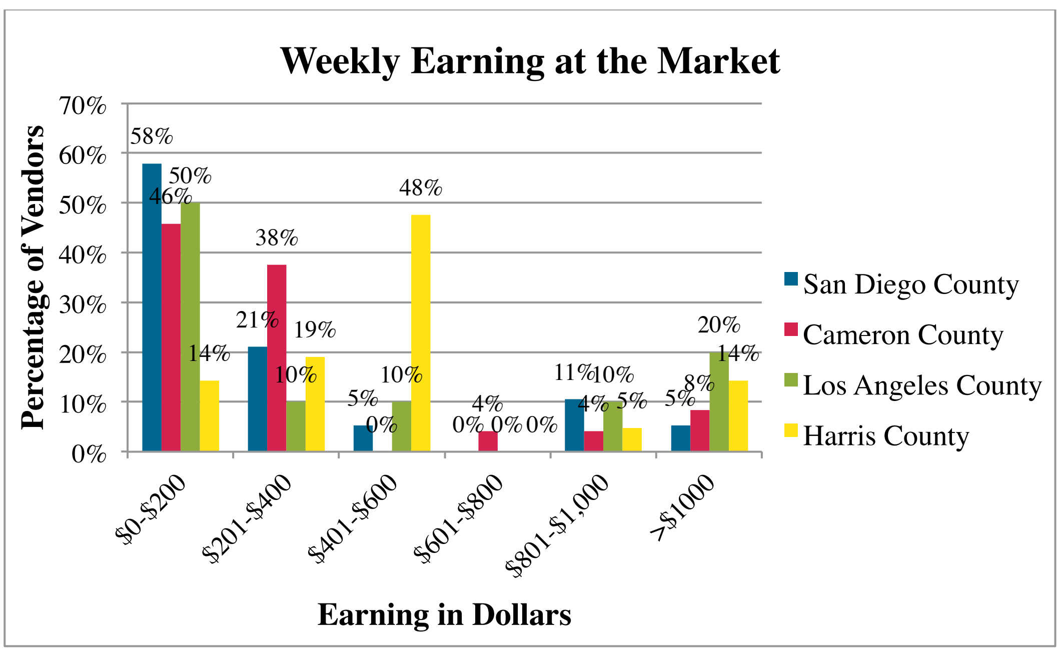


Figure 4.59: Weekly Earning at the Market by Vendors
Source: Created by Author, 2016

| Earning | Minimum | Maximum |
|---|---|---|
| $0-$200 | $0 | $10,400 |
| $201-$400 | $10,452 | $20,800 |
| $401-$600 | $20,852 | $31,200 |
| $601-$800 | $31,252 | $41,600 |
| $801-$1,000 | $41,652 | $52,000 |
| >$1000 | $52,001 | > $52,001 |

Table 4.4: Weekly Earning at the Market by Vendors
Source: Created by Author, 2016

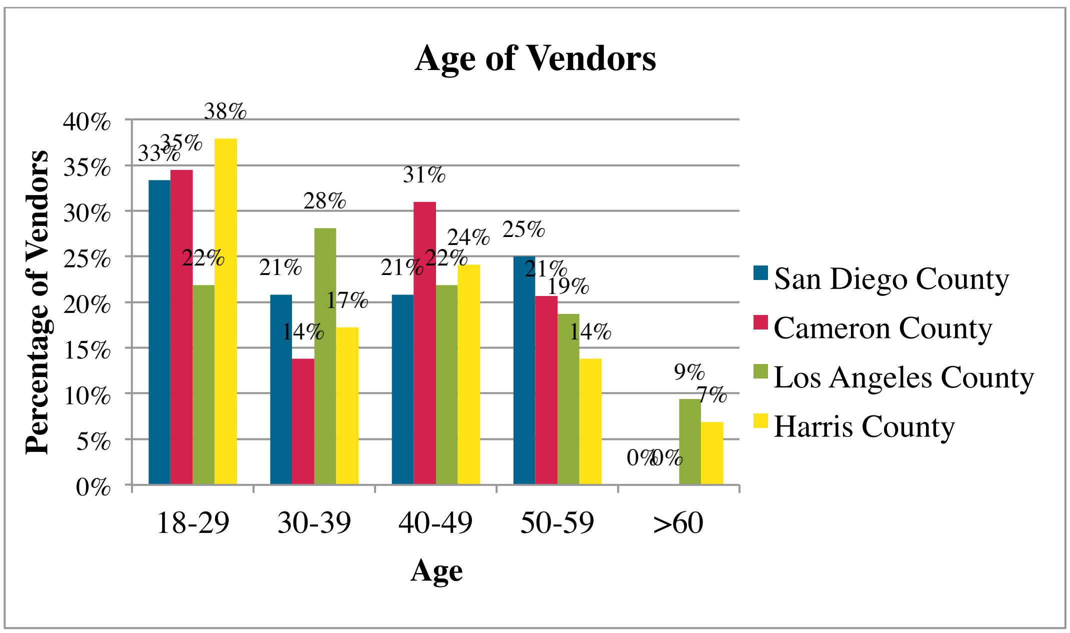


Figure 4.60: Ages of Vendor Respondents
Source: Created by Author, 2016.

Length of operation for vendors at the markets is diverse, reinforcing the idea Latino vendor markets support business stability and tenure (See Figure 4.61). The study argues that these markets are accessible gateways into the economy. This finding of having businesses of a variety of operation lengths depicts an economy of opportunity comparable to the traditional of Main Street[4].

The length that vendors have been operating at the markets indicates stories of success. For example, 35% of vendors in the Los Angeles County market have been operating for ten or more years (See Figure 4.61), a survival rate in par to national statistics. About one third of new businesses survive ten years or more years (Bureau of Labor Statistics, 2016). In some cases there were businesses that exceeded the ten-year threshold. At the Los Angeles County market, the study interviewed a vendor that has been operating his business for 32 years. Vending at the market has been his primary source of income since losing his job in 1990 outside the market.

Many times, operational costs from leasing a commercial space are a reason for why businesses fail. However, renting a vendor booth is affordable making it easier to sustain a business at the market. The daily rental feel for a standard stall ranges among the markets: \$15 at the two border markets, \$24 at the Harris County market, and \$58 at the Los Angeles County market.

[4] The traditional Main Street refers to the iconic American market centers of the mid 20th century. They were the social and commercial hubs of cities where a unique blending of housing, retail, and civic uses that were the centers for local economy (Project for Public Space, 2014).

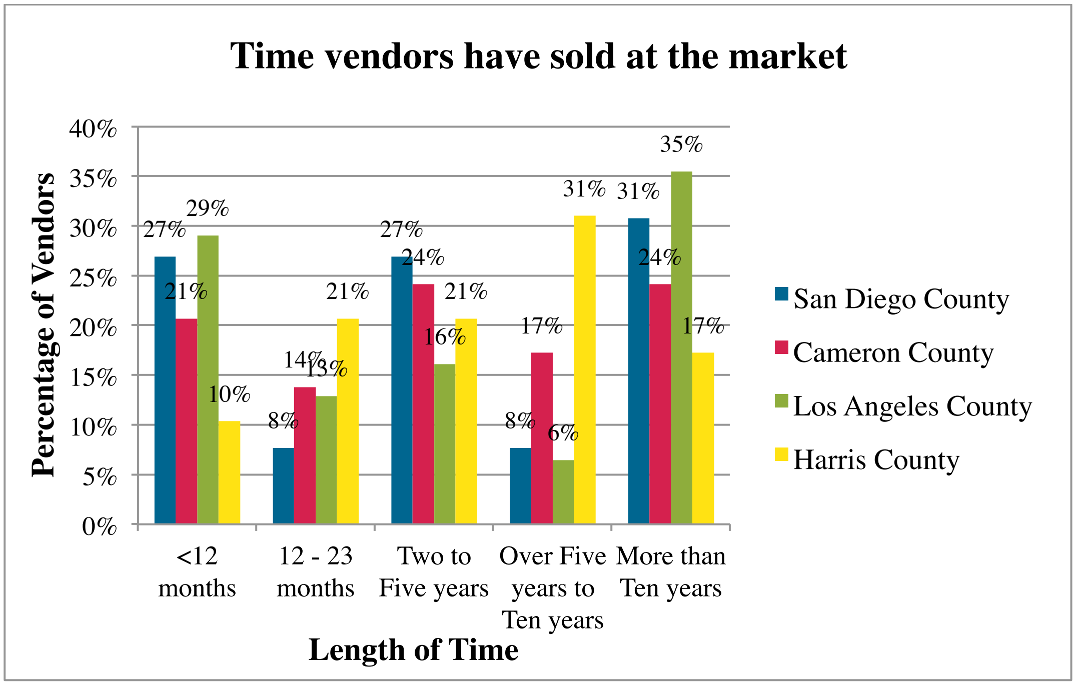


Figure 4.61: Time Vendors Have Sold at the Market
Source: Created by Author, 2016

Dependence, as a first level of attachment, was observed in the selected market case studies. This is evident through the economic need of vendors and customers, and their length of association with the markets. The following section addresses the second level of attachment, networks.

*4.3.2.2. Networks*

Three tiers conceptualize networks as a form of attachment present in the markets: *geographic network*, *peer networks*, and *cross-peer networks*. Each tier represents a different level of attachment with geographic being the most basic, and cross-peer networks being potentially stronger ties. Networks represent a bridge between the attachment indicators of dependence and acceptance. Geographic networks are arguably closer to the dependence concept and cross-peer networks a closer link to acceptance. Figure 4.62 below diagrams the relationship of the three networks types in the context of attachment.

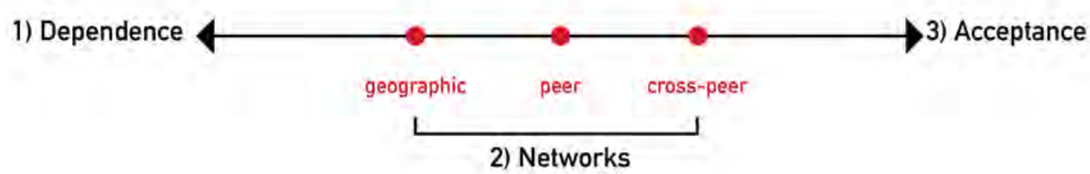


Figure 4.62: Network Types in the Spectrum of Attachment
Source: Created by Author, 2016

*4.3.2.2.1. Geographic Networks*

The bi-national dialogue that exists amongst the customer and vendor base is a type of geographic network. A portion of the customer sample resides in Mexico: San Diego County (20%), Cameron County (22%), and Harris County (10%). The border markets have an influx of Mexican residents who shop the markets for items to resell in Mexico. These goods might be American household goods that would be more expensive if bought from big box stores in Mexico. Residents of Mexican sampled at the Harris County market visit the market with family members residing locally. While the bi-national networks were not present at the Los Angeles County market, one vendor survey respondent resides in San Diego County. He has been making the two-hour commute to the market for four years every weekend to sell at the market grocery store. The business, owned by the vendor's uncle, has been operating for seven years.

Bi-national networks exist amongst vendors as well, 17% of the vendor sample in Cameron County and 10% in San Diego County reside in Mexico. The potential profits can have a greater impact for vendors that take their earning back to Mexico. For example, one vendor in the Cameron County market said their primary income in Mexico is $6,000 Mexican peso per month; this converts to approximately $355 U.S. dollars per month. This vendor stated that their estimated earnings at the market are up to $200 U.S. dollars per week. Potential monthly earning at the market are $800 dollars, nearly double their income on the Mexican side. As the attachment frameworks argues (See Figure 4.62) these geographic networks address an influx of people to the market that are attached due to economic dependence.

*4.3.2.2.2. Peer Networks*

Moving right on the spectrum of the attachment model, peer networks are the second level of networks. At this level, the model begins to address people networks in this fluid concept as it moves closer to acceptance. Peer networks are evident through customer-to-customer, and vendor-to-vendor networks. Customer-to-customer networks are seen through familial ties that support the survival of the markets. Customers were introduced to the markets through a family member recommendation: San Diego County (58%), Cameron County (57%), Los Angeles County (67%), and Harris County (90%).

Vendor to vendor networks are evident through both familial ties and peer support. Familial ties are present among market vendors. In particular, the study found more vendors in the Texas markets that answered “yes” to having related vendors selling at a different stall in the market (See Figure 4.63). Children accompanying their parents for a day of vending at the market are typical.

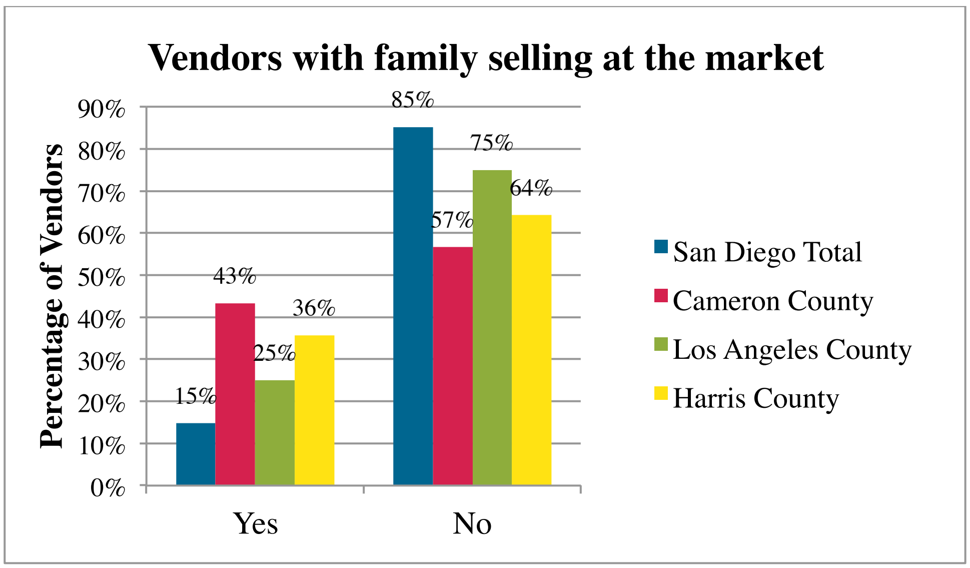


Figure 4.63: Families Selling at the Market in Different Stalls
Source: Created by Author, 2016

Socializing amongst vendors at the market is also an important aspect of the market operations. Many of the businesses are single-person-operations, and vendors rely on their vendor peers as additional “watch dogs” and eyes during the course of the market days. When a vendor steps away from the immediate area, vendor peers might serve, temporarily, as the vendor representative for that “unguarded” stall. This level of interaction is an important support mechanism at the market. On average, 85% of vendors stated that they socialize with their peers, and the Los Angeles market had the highest level of socialization with 94%. Vendors who indicated locational preferences stated that they do not want to be located near competition nor vacancies, and they prefer being next to vendor friends.

*4.3.2.2.3. Cross-Peer Networks*

The third tier of networks, arguably the most complex, are cross-peer networks: customer-to-vendor, and vendor-to-management. In the model, these networks imply a mixing of individuals and associations with people of different roles. Within the three network types, the model assumes that with cross-peer networks comes a degree of trust between people and therefore it is network that relates most to acceptance.

Customer-vendor interactions also contribute to the degree of attachment due to networks. At the Latino markets, customers are exposed for hundreds of vendors that offer both indirect and direct social experiences. As customers promenade the market aisles vendors will cry out their specials and welcoming phrases to lure customers to their booths. Approximately 12% of customers sampled said to be friends with vendors at the market.

Returning to the discussion on business complexity, the markets are characterized for offering discount good discarded by major big box retailers. While this practices is common practice of other major retailors, what is unique to the Latino market's application of this process is the human connection. It is the sum of all of these individual vendors that really allows these people to have a broader social network that is positive for the vendor and the customer. This is contributing to the making of networks, as the market is a space for not just one retailer. It is different to go to one store and see one face, than to go to a place with 1000 micro stores. This is what a Latino market offers.

A final dimension to networks that facilitate attachment is seen in the relationship between the vendors and the institution. The primary role of the management is to ensure the functioning of the markets through the operationalization of rules, as previously discussed. The management depend on the return of vendors for the survival of the markets, without vendors there are no customers and vise versa.

One way by which the market management builds relationships with the vendors is by through their rule enforcement mechanisms. For example, in an effort to remove location bias for vendors, the Los Angeles County market auctions vendor stalls that want to be lease for the day without a monthly or yearly contract. However, this is not the case at all markets. For example, some vendors at the Harris County market expressed concern regarding the equal enforcement of rules by the management. During the survey, one vendor stated that in an effort to maximize opportunities for new business entries at the market, all vendors would be limited to rent a maximum of three stalls. According to the vendor, this rule is on paper but does not appear to apply to all.

Another mechanism that arguably strengthens the relationships between vendors and the institution is continuous dialogue. The study observed this dialogue at the Cameron County market where intercom announcements are a continual reminder of the support for vendors. For example, the market management will make announcement for day laborers soliciting work from vendors. As laborers waited by the management office, vendors were invited go to them to inquire about a potential hire for the day. According to the management, they focus on building relationships on trust. They want vendors to trust that management as an institution that protects them as an entity in the market, and they see trust among customers built on their loyalty to the market. The study did not observe the same degree of dialogue on site at the Harris County, Los Angeles County, and San Diego County markets. In the following section of acceptance, the study discusses how dialogue between vendors and the institution transcend networks and enter a higher order of attachment through acceptance.

In summary, networks are a fluid concept. The model allows for an understanding of how relationships can be manifested out of dependence, and be more complex as they connect different people.

*4.3.2.3. Acceptance*

These established legal entities target a Latino population. Their main customers, and their main producers of space, vendors, are welcomed through practices that foster attachment through safety and acceptance. Elements that contribute to this include language, acknowledged cultural nuances and expressions, food, familial ties, and institutional support.

Language is key to the feeling of belonging for Latinos. Spanish is the language of choice at the market; 69% of vendors and 71% of customers chose to answer the survey questionnaire in Spanish. This acceptance Latinos is reflected in the signage, music, and conversations at the markets.

Acceptance at the market is also evident through the cultural nuances that distinguishing the Latino profile on the border from the in-land market visitor profile (See Figures 4.64 & 4.65). On the border there is a more homogeneous population overall, predominately Mexican. The in-land Latino population is comprised of a broader immigrant pool from Central American countries including El Salvador, Honduras, Ecuador, and Guatemala.

From these differences rise the presence of distinct imported artifacts, cuisines, and forms of musical expression. Religious and cultural artifacts at the markets originate from various Latin American countries, and in some cases showcase crafts and artisan goods from different regions in Mexico. Vendors pride on the unique aspects of each commodity as a work of art, for customers it is a reminder of a land left behind.

The food at each market responds to the unique Latino environment of its context. Food is a catalyst for interaction and a significant form of cultural expression at markets, and Latino markets are not an exception. Food vendors, typically operating out of a mobile food truck, sell typical Latin cuisine items such as tacos and popusas, among other items. Traditional snacks sold include fresh cut up food, "aguas frescas[5]," and ice popsicles.

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[5] Spanish for fresh water; these drinks are made out of fresh fruit blends.

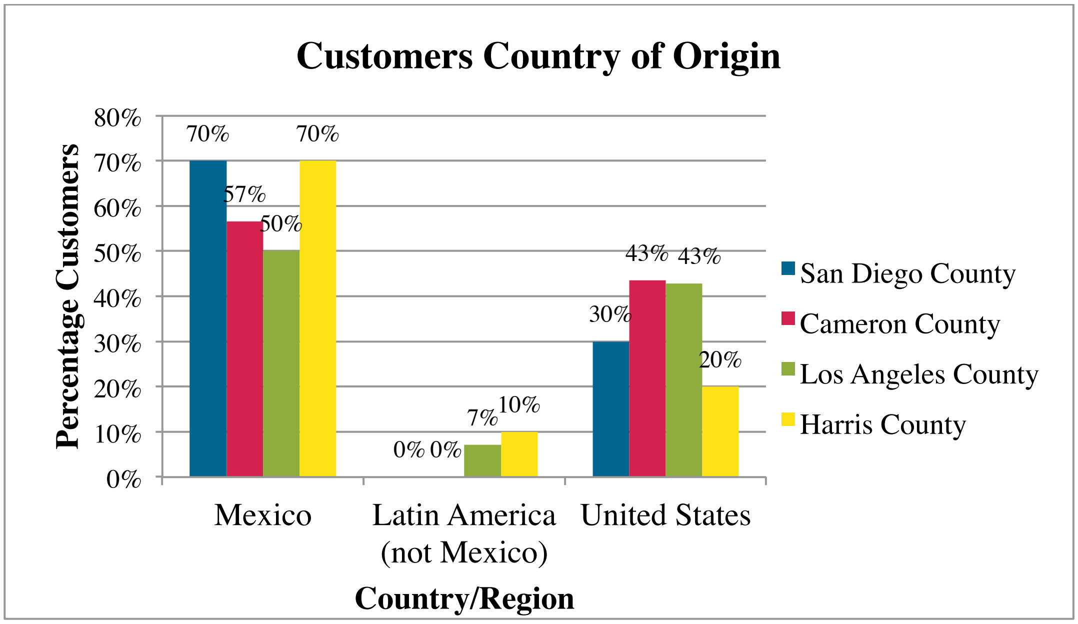


Figure 4.64: Customers Country of Origin
Source: Created by Author, 2016

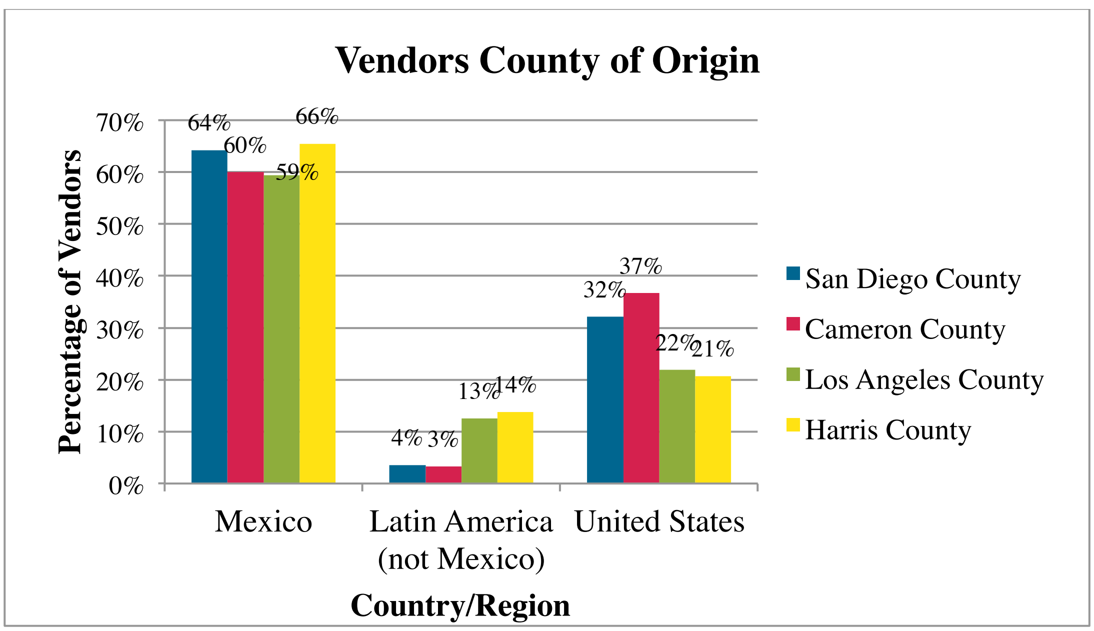


Figure 4.65: Vendors Country of Origin
Source: Created by Author, 2016

Familial ties to the market allow for the diversification of these places because of the variety of age range of the people at the markets. From these ties stem a presence of multi-generational, multi-immigrant, people that represent a varying degree of assimilation in the mainstream society. The majority of walk-ins observed at peak hour were adults with children or multigenerational families: 73% (Cameron County), 57% (Los Angeles County), 50% (San Diego County), and 52% (Harris County) of visitors fell into this category.

The Harris County market has social spaces tailored toward families with children. At the center of the market is a dinosaur themed children's playground. Seating and picnic tables flanking its edges allow families visiting the market to sit and watch their children play freely as they rest (See Figure 4.66). Other children attractions include a pony ride (See Figure 4.67), and carousel (See Figure 4.68). Additionally, musical performances in Spanish are featured at the market stage as an additional amenity that welcomes another form of cultural expression for Latinos (See Figure 4.69).

These social spaces are symbols of cultural expression, and tell a story of wanting to be "American." The presence of ranchero music is a constant reminder of the juxtaposition of the Latino desire to blend in to the main stream. At the Latino markets, people are able exist in a world where America and Latin America combine. For instance, take the image of the Ronald McDonald statue located near a play area in the Harris County market (See Figure 4.68); the statue, though at first may appear misplaced, is a classic American symbol of the world in which the markets exists. They may be cultural microcosm, yet they allow for the expression of both worlds.

Figure 4.66: Children at Play at the Dinosaur Playground at the Sunny Flea Market in Harris County, Texas
Source: Photo by Author, 2015


Figure 4.67: Horse Ride at Harris County Market
Source: Photo by Author, 2015

Figure 4.68: Carousel at Harris County Market
Source: Photo by Author, 2015


Figure 4.69: Music Stage at Harris County Market
Source: Photo by Author, 2015

Vendors identify both opportunity and acceptance at the markets. One Honduran immigrant vendor stated,

> "I arrived to this country to work for someone. I quickly realized that I could be my own boss and build my life the way I wanted. At this market you will find the most beautiful people and it is filled with opportunities…You are doing a beautiful study; not all Latinos are the same, and the world needs to know that it is because of [Latinos] that this country is what it is today."

A different vendor described the significant value she has gained from having an opportunity to vend at the market and provide for her family. After selling fruit at the Harris County market for over 15 years, the vendor was able to support her daughter's education; the daughter is now an attorney. She said, "Markets provide the opportunities for Latinos to grow."

In cities like Los Angeles, Latino vendor markets provide a level of institutional protection for vendors. Los Angeles has strict ordinances restricting street vending across the city. One vendor explained that after arriving to the U.S. from Mexico with six children, the family would make a living by selling gum and toys on the street. If the police caught them vending in unauthorized areas, their merchandise would be confiscated and they could face a fine. Vending at the market became a way to avoid the potential risks of street vending. They said, "Our livelihood is in this truck; we have to protect our goods in order to survive" (See Figure 4.70).


Figure 4.70: Los Angeles Market Vendor with her Children
Source: Photo by Author, 2015

Supportive frameworks by the management also include services aimed at ensuring the Latino community is being addressed. They aim to allow their current vendor and customer constituents fell appreciated, and new comers feel welcomed. Welcoming, bilingual signaling around the markets reinforce this support (See Figure 4.71).


Figure 4.71: Signage at the North Entry in the Harris County Market
Source: Photo by Author, 2015

Social media is another establishment mechanism used by the management to address Latinos. All four markets have a social media presence through their official business Facebook pages. They use this medium to communicate both in English and Spanish with their customers and vendors. They announce events at the market, promote their vendors, and advertise leasable spaces. The Los Angeles County market uses their Facebook page to profile vendors through an initiative they call the “Vendor Love Interviews” (Roadium Market Facebook, 2016). Once a week, the market will feature a vendor to tell their story at the market. The profile feature consists of a picture of the vendor, and anecdotal responses to a series of questions. The posts typically showcase immigrant vendors, share their motivation for selling at the market. One post featured a 46-year-old immigrant from Mexico that has been selling at the market for 20 years (See Figure 4.72). For his “Vendor Love Interview” the vendor shares the following:

> I enjoy waking up every morning and knowing I am in charge of my own future. I am my own boss. Attending school in Mexico is pointless if there are no jobs waiting when you’re done. I came to United States for a better future. My friend is a wholesale vendor. He told me to go to the Roadium and try it. I used my savings to buy some pallets from him, and the rest is history. (Roadium Market Facebook, 2016).

The Harris County market uses a similar method and features vendor profiles on their Facebook page. The border markets feature events and merchandise for sale at the markets but do not include personal information from their vendors.

These legal establishments are using this media, which allows its followers to connect at a human level with stories of survival. It is an institutionalized form of support for their vendors, while at the same time these are means by which they make room for new comers to feel encouraged to enter into a new business venture at the market. Additionally, in the case of the Harris County market, the management offers Internet WIFI access for a daily fee to both customer and vendors.

Figure 4.72: Facebook “Vendor Love Interview” at the Los Angeles County Market
Source: Reprinted from Roadium Facebook, 2016

*4.3.2.4. Attachment Synthesis*

The study found all three levels of attachment at the four selected markets. As demonstrated, these Latino markets service a low-income population. However, nuances of the degree of dependence vary by geographic context. The study found that there is a higher need amongst the customer base on the border markets, and the in-land markets show evidence of a vendor-base with greater dependence. Additionally, the majority of customer sample in California, 50% for San Diego County, and 53% for Los Angeles County, have been visiting the market for over 10 years, supporting the attachment theory of dependence. Amongst vendors, the study found evidence of dependence at all four markets. A portion of vendors at each of the markets was below the national poverty line, and the majority of vendors at all four markets stated their earning at the market was their primary source of income.

For customers, geographic networks were found at all four markets except the Los Angeles County market. Networks for customer were predominately peer networks as the majority of customers visit the market with family. Limited cross-peer networks were found for customers, as less than 20% of all customers were friends with market vendors. Geographic networks for vendors were at all four markets except the Harris County market. Peer networks were found at all markets; the majority of vendors stated to be friends with their vendor peers, and a portion of vendors at all four markets has family also selling at the same market. Cross-peer networks were limited.

Within the acceptance indicator of attachment, the study looks at how the three place indicators of institutional frameworks, language of place, and socioeconomic dimensions are conducive for acceptance amongst people at the markets. For customers, institutional capacity is evaluated through evidence of public dialogue between the market management and the costumers, both on site and through social media outlets. The study found evidence of institutional capacity for customers at all markets except the San Diego County market. In the case of vendors, all four markets show evidence of institutional capacity as all four managements have frameworks for the operation for the markets that allow for the entry of vendors.

Evidence of language of place that facilitates acceptance for customers was found at all four markets except the San Diego County market. While the other three markets were creating places that foster socialization and feelings of welcoming, they are not all the same. For example, the Texas, cases more than those in California, capitalize on the social synergy of intersections to provide rest areas and food options for customers. The Cameron County case could, however, improve in their material choices and programs for socializing. The metal benching is not idea for the hot summer climate. In addition to rest areas located adjacent food vendors, Harris County market also has playgrounds for children, and an entertainment area for musical performances. This market uses wooden picnic tables at its rest areas, and uses iconography of caricatures and bilingual signage to facilitate way finding through out the market.

Through socioeconomic dimensions, the study found that Latinos find acceptance at the market due to access to good and services for their families. Additionally, nuances in the products sold show the presence of different nationalities at the markets. As expected, the border markets are predominately Mexican; and the in-land markets have a wider pool of South American nations as evident by the survey and market inventory showing this through food and artifacts on site.

Overall, the in-land markets were perceived to be most accepting to vendors. This is seen by institutional capacity and support through social media and vendor anecdotes. Not only do vendor feel protected by the institutional frameworks, these are also safe spaces for cultural expression. The study postulates that the Latino community of the in-land markets might feel higher degree of marginalization in society that these markets become more significant lifelines when compared to the social context of Latinos on the border. For example, while the Cameron County market had evidence of all three of the attachment indicators, the level of acceptance did not register as high compared in the in-land markets. On the border, the feeling of needing to belong is perhaps less extreme among Latinos than at the in-land markets. Here Latinos have taken themselves to a context that is further removed from things such as their homeland, family, and memory.

This study analyzed four extreme cases from the potential sample pool of markets. It was important to examine cases that were established legal entities, that have been in operation for a long time, and that are in areas with known concentrations of Latinos. If in these extreme cases the study did not find attachment, then arguably, it would be difficult to find attachment in places that might not have the same extreme variables.

The analysis of these selected cases present lesson on mechanisms and practices that produce inviting Latino places, and in the follow chapter planning and urban design techniques study their implications through prescription.

# 5. PRESCRITION: PLANNNING AND URBAN DESIGN RECOMMENDATIONS FOR THE FUTURE OF LATINO VENDOR MARKETS

## *5.1. Building Robustness of Place*

Thus far, it has been argued that Latino vendor markets are important places in the emerging American city. By addressing place attachment within Latino vendor markets, the research helps bring an understanding to how acceptance, or a feeling of belonging, may be manifest for marginalized populations.

In considering the future of the 21st century U.S. city, it is important that key components of American city culture be valued and understood. Latino vendor markets are one of the most significant city places for many Latinos. Disparities in the focus of cities can be explained by examining investment and financial priorities on the part of a city. Macro-economic development strategies on the part of the city government continue to be a common practice. For example, government's investment on airports and financial support to sports and private commercial entities are seen as an important mechanism in support of a local economy. However, there is little evidence that Latino markets receive any form of protection, or fiscal support as shown through the case studies. Planning must take hold of a central responsibility to plan for all people, to support all economic causes, perhaps particularly microbusinesses, to help daily life, and at the same time promote careful and incremental improvement of their city's amenity and fabric.

In addressing ways to support the markets as “places,” this work proposes what might be termed building their “robustness.” Robustness in planning facilitates long life, and stability of a physical environment, and in turn offers choice and flexibility (Bentley, et. al., 1985). Planning policy should encompass physical frameworks, in addition to social, institutional and cultural infrastructure that sustains the city. Latino vendor markets have potential to transform areas, creating places, and planning is a tool to both forecast, and prescribe actions towards making more robust places. Planning is thus a means to protect these market entities and strengthen them both as places, and in support of their economy.

Using the four case studies to develop a background understanding of the issues adopted, this chapter indicates strategies that could be adapted by cities in order to address the case of Latino markets in becoming an enduring and increasingly significant city place. Prescription towards the future of Latino vendor markets discusses the problems and vulnerability of the markets. This is followed by a series of propositions for potential planning and urban design improvements. The purpose of these propositions is to provide tools that a city could use to help bring Latino vendor markets into mainstream thinking for inclusion in the 21$^{st}$ century American city landscape.

Planning and urban design offers a set of tools through strategies, designs and regulations to show how prescriptions will become manifest in the built environment. At the city level, the study’s strategy addresses the lack of multimodal transportation access to the Latino markets, and presents a possible public/private partnership to address mobility. Improvement districts are presented as a possible regulatory funding mechanism to improve public easements in recommending potential market business districts. The study then examines the implications of potential redevelopment scenarios for the sites, possible closure of the market due to competing private interests, and addresses these risks through addressing the potential of incentive zoning where developers could increase density limits if they preserve the market, as well as considerations of the city's potential use of eminent domain as a protective mechanism.

Market place prescriptions address ways to improve the physical spaces of the markets without dramatically changing their integrity. Two market design proposals are presented; the first, termed "incremental and civic enhancement," addresses the need for additional infrastructure and amenity in the markets; and the second addresses the development of further community supports through the opening of the markets for other community uses.

*5.2. City Place Prescription*

*5.2.1. Market Access*

One of the way in which cities could support Latino markets is through improving their public infrastructure, such as streets and sidewalks. As discussed in the findings, there is a need for improved public transit access to the markets. The case studies show that these are predominately auto centric environments, and in some cases they cannot be directly reached by public transit. Additionally, their surrounding infrastructure generally lacks pedestrian oriented spaces. Infrastructure impacts both the physical connections, and the character of spaces linking the market to its context. Cities could therefore support the building of markets as more robust city places by improving access.

Political jurisdictions impact the public transit and infrastructure improvement project process. Looking at the four cases, the Harris and San Diego County case studies fall under county jurisdiction, where as the Cameron and Los Angeles County locations are governed by city jurisdiction. This is important as a city usually has stricter ordinances than a county, in addition to there being a difference in potential resource availability for markets and business owners.

Lack of resources to address access issues for the markets could be met through improved public-private dialogue, and partnerships between the local governments and private property owners. In the following sections, the study presents two planning and urban design strategies to address the improvement of public transit and infrastructure for the markets.

*5.2.1.1. Public-Private Partnerships in Public Transit*

To address transit access, this study examines the Cameron County market in Brownsville, as it is not directly accessible via public transit. Figure 5.1 is a map showing three Brownsville Metro bus lines by which a commuter could potentially travel from the city center to the market. All three routes originate at the Downtown La Plaza Terminal, the city's new multimodal transit hub in the downtown (Martinez, 2012).

Route 3, Rockwell, originates at the Downtown Plaza Terminal and has a stop at the North side Transfer Station where passengers riding in from the north and east side of the city could transfer to Route 3 to travel to the market (See Figure 5.1). Traveling on this route, a passenger would exit the bus at the Wal-Mart Super Center, the final stop on the route. The estimated travel time to this stop is approximately 50 minutes. A passenger then needs to walk 1.4 miles along the Highway 77 Frontage Road to arrive at the market via foot.

Route 5, Alton Gloor, also starts at the Downtown Plaza Terminal and terminates at the Wal-Mart Super Center. This route travels on the west side of the city and it's estimated travel time is approximately 30 minutes. Like the previous route, passengers traveling to the market would have to exit at this location and walk the remainder of the way.

The third bus option is Route 13, Pablo Kisel. This route travels through a central zone in the city. After traveling for 30 minutes on the bus, market passengers would either need to transfer at Highway 77 and Morrison St. stop to Route 5, or walk to the market from this stop. From this stop, the estimated walking distance along the highway is approximately 2 miles.

The long commute times, and length of walking required between the transit stops and the market is extremely problematic for a number of reasons. Accessing the market during harsh climatic conditions could limit the days which family without a personal vehicle could travel to the market comfortably. Mothers with young children would find it challenging to leave the market with bulky items and bags of groceries; walking along side of a highway would be dangerous given the lack of pedestrian sidewalks to the market.

Changes to the Brownsville public transit system are therefore necessary to improve access to the Cameron County market. However, the city is challenged by a limited funding of their local tax base. During the study focus group discussions, city officials stated that the Brownsville Metro system is currently funded through a federal grant that is scheduled to end by 2020. To address depleting transit funds, the city of Brownsville secured a $10 million federal grant from the U.S. Department of Transportation (USDOT) as part of USDOT's "Transportation Investment Generating Economic Recovery (TIGER) Grant Program for the Connecting Communities" program in August 2016 (City of Brownsville, 2016).

The project aims to facilitate residents' commute to work, school, recreational areas, and medical facilities through multimodal improvements; funding therefore targets support for transit, and bicycle and pedestrian environments (USDOT, 2016). The goals of the grant are to improve transit infrastructure, while improving its reliability. Proposed transit improvements include the procurement of eight hybrid buses, improving approximately 50 bus stops, and the extension of regional bicycle networks (USDOT, 2016).

The TIGER Grant Program is a possible way to underwrite infrastructure improvements to the Cameron County market. A recommendation to the city would be the extension of Routes 3, 5, and 13 directly to the market at the weekend (See Figure 5.2). These routes service the east, west, and central neighborhoods of the city and have the potential to connect the market to a wide range of passengers. A free Park-and-Ride option could be offered at both La Plaza Terminal Downtown and the North Transfer Stations to encourage the use of public transit to the market.

Through a public-private partnership, the city and the market owners could improve access to pedestrians to the market and reduce the car dependence of market goers. The TIGER grant could fund the building of a new bus stop at the market. A new design should address thermal comfort, multimodal options, the redefining of access, and entry to the market (See Figure 5.3).

The market management could pay for a new pedestrian friendly entry to the market that would include a covered sunshade area linking the new bus stop to the market; the area would redefine entry through a new area for social gathering, and additional restroom as amenity.

In 2013, the City of Brownsville adopted a new Bicycle and Trail Master Plan (Brownsville Bicycle and Trail Master Plan Report, 2013); the plan proposes building of a trail/shared use path along the west side of the market (See Figures 5.4 & 5.5). This route will utilize a debunked rail line, following the "Rails-to-Trails"[1] model, to introducing a new pedestrian and bicycle network. This new, shared path will link the market directly to the city center. Additionally, new 10-foot sidewalks will be constructed along the Highway 77 Frontage Road along side of the market (See Figure 5.5). Building on the proposed master plan, this study recommends the addition of a designated bicycle lane along the Highway 77 Frontage Road.

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[1] Rails-to-Trails Conservancy, founded in 1986, is a movement that supports the preservation of unused rail corridors for public use; this movement has supported the development of thousands of miles of rails-trails and multi-use trails across the U.S. (Rails-to-Trails Conservancy, 2016).

Lastly, the city should consider reducing traffic speed limits along the Highway 77 Frontage Road to calm the vehicle traffic as it approaches the market. Painting the street intersection at the highway overpass, and installing a pedestrian light signal at the crosswalk are other strategies to calm the Frontage Road and prioritize pedestrians.

*5.2.1.1.1. Anticipated Results*

The recommended multimodal transit proposals have the potential to increase access to underserved low-income families and persons who may not have a vehicle to travel to the market, and can help redefine options for entry to the market. The integration of the new market bus stop, a redefined entry, and the city proposed sidewalk extensions would foster a safe environment for a accessing the market.

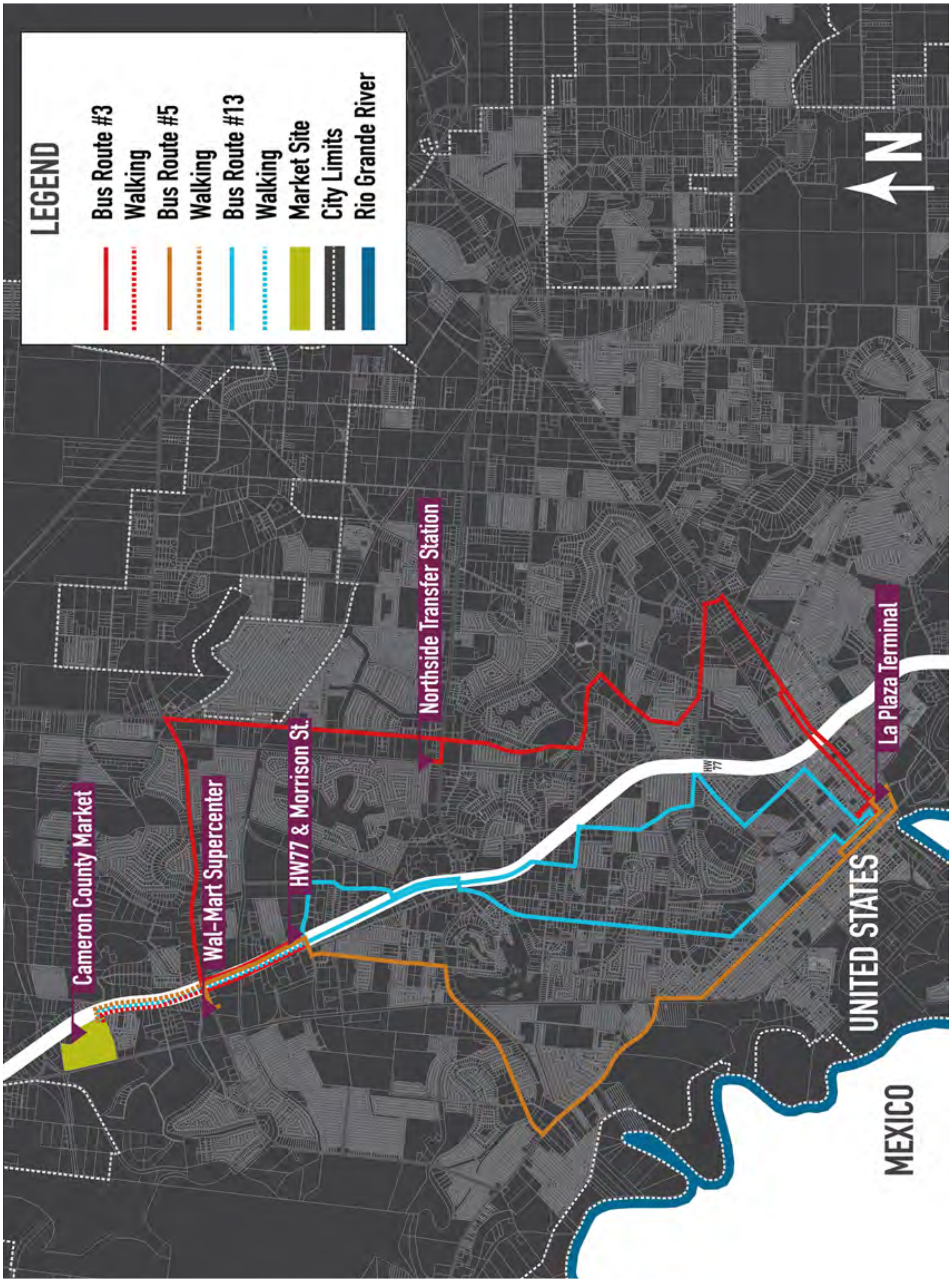


Figure 5.1: Brownsville Metro Bus System Lines Connecting to the Cameron County Market
Source: Created by Author, 2016

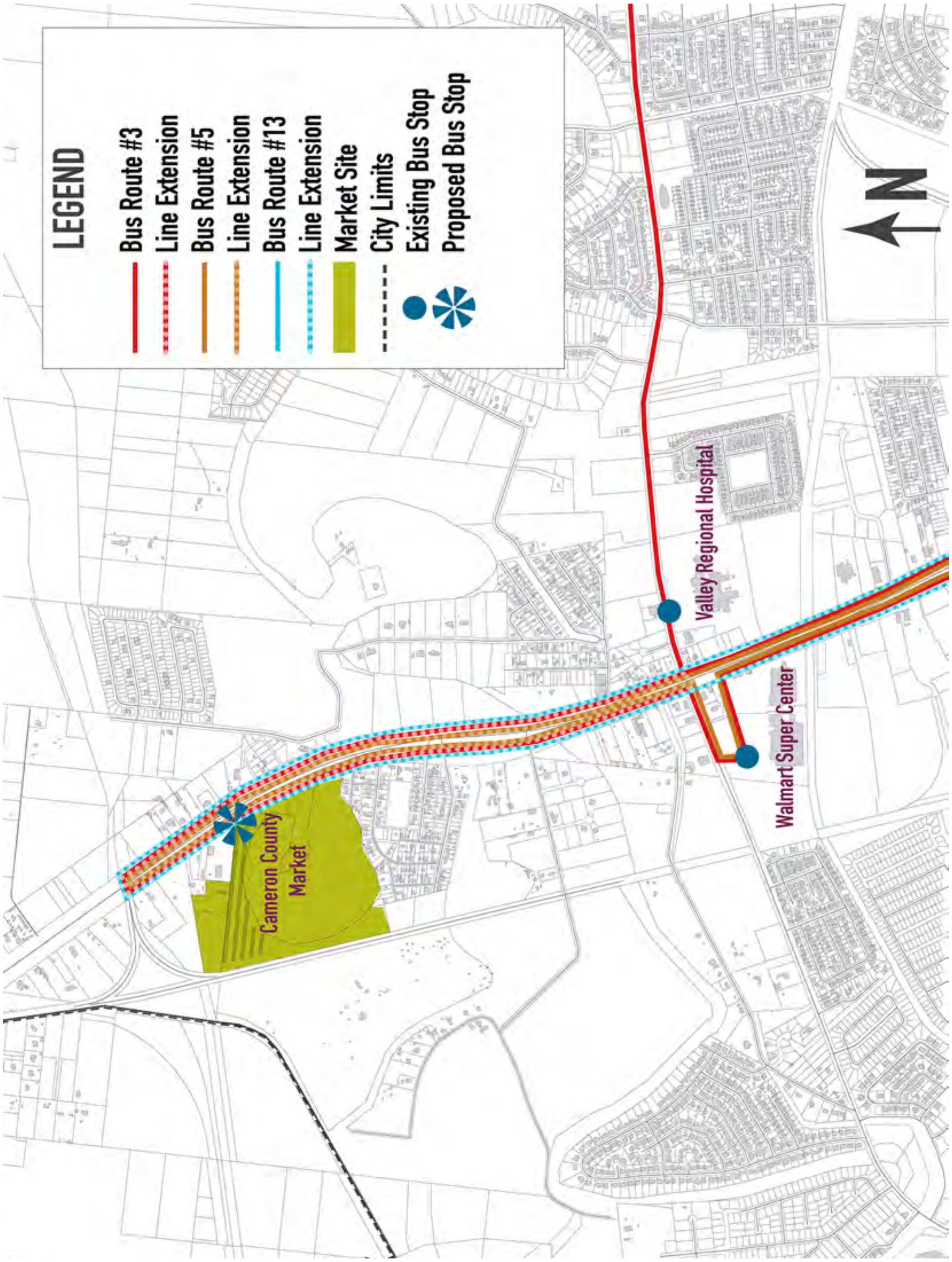


Figure 5.2: Proposed Brownsville Metro Bus Line Extensions to the Cameron County Market
Source: Created by Author, 2016


Figure 5.3: Before and After of Bus Stop Design at the Cameron County Market
Source: Created by Author, 2016

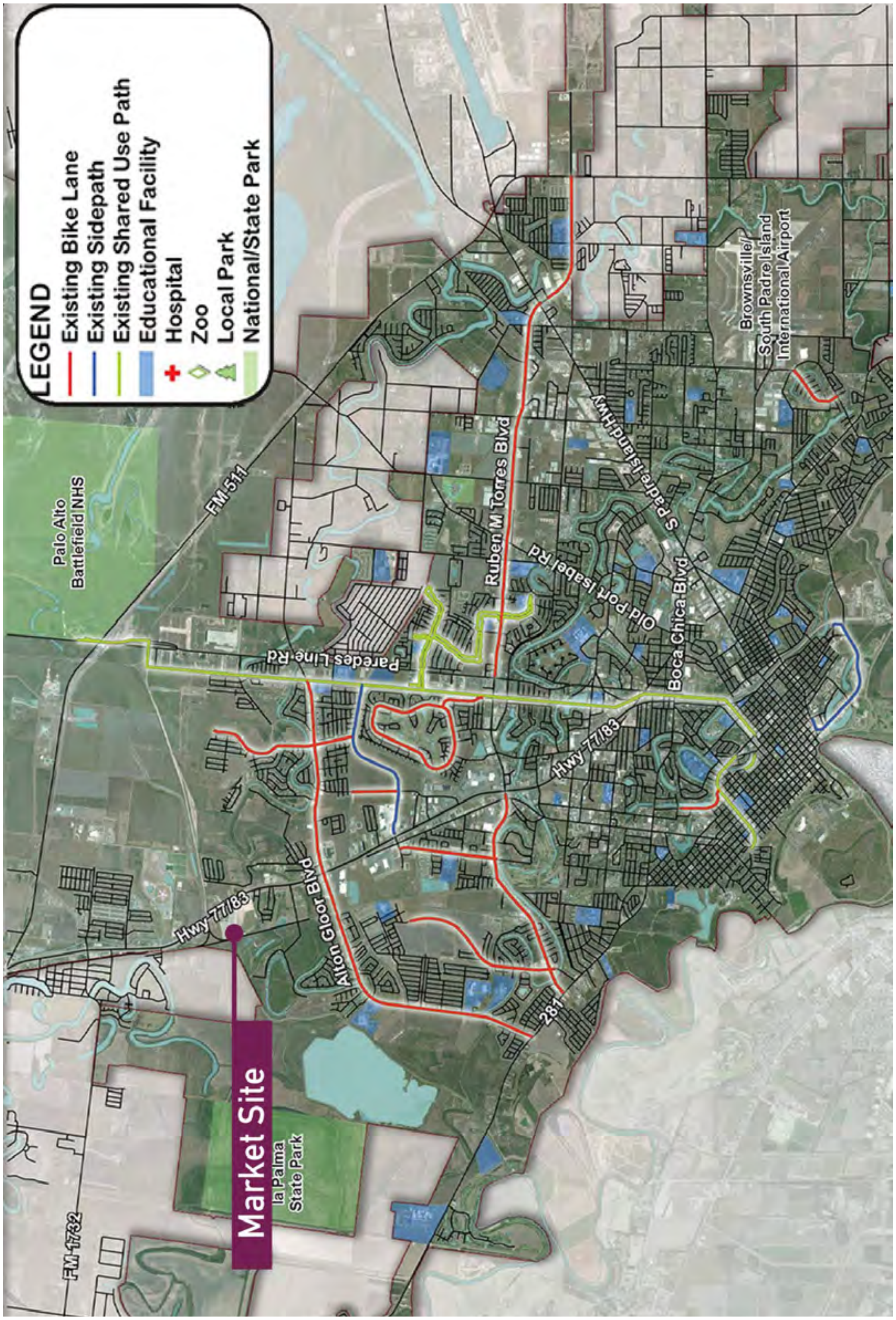


Figure 5.4: Existing Trail and Bicycle Lanes in Brownsville, Texas
Source: Reprinted from City of Brownsville, 2013

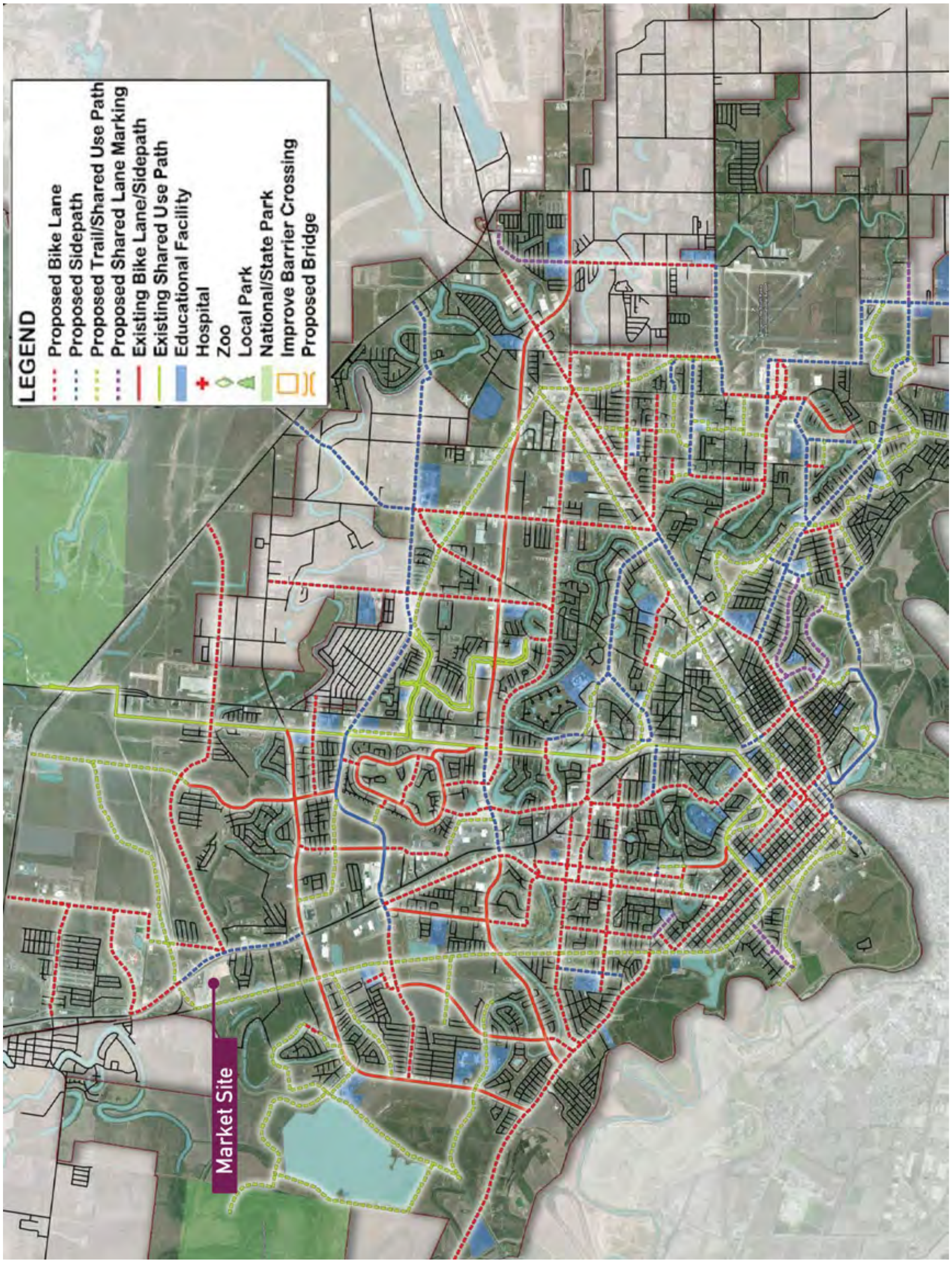


Figure 5.5: Proposed Bicycle and Trail Networks for Brownsville, Texas
Source: Reprinted from City of Brownsville, 2013

*5.2.1.2. Improvement Districts*

Another planning tool to address infrastructure improvements is the implementation of an Improvement District. An improvement district is a public/private sector partnership that funds a variety of services for the betterment of public environments (California Tax Data, 2016). In California they are referred to as Business Improvement Districts (BID), while in Texas they are Public Improvement Districts (PID). Although their names differ slightly, their basic methods of operation are similar. The designation of improvement districts occurred in the 1980s in both California and Texas.

Improvement districts are considered to be an effective tool to enhance both the business and physical environment of retailing; they also allow private business owners to engage in the district revitalization process (Beyard, et al., 2003). In Texas, improvement districts typically fund: landscaping, district lighting, sidewalk improvements, art installations, pedestrian crossings, transportation facilities, and water and wastewater drainage improvements among others (Texas Public Improvement Assessment Act, 1987).

Texas and California allow cities and counties to enact improvement districts as a way to levy annual assessments of the tax base within defined district boundary for the benefit of the businesses in the area. The creation of the districts requires that owners of taxable real property representing more than 50 percent of the appraised value of taxable real property liable for assessment under the proposed district agree to the creation of the improvement district (Progressive Urban Management Association, 2010; Texas Public Improvement Assessment Act, 1987).

As discussed in the findings, the Harris County market is part of the Airline Improvement District enacted by the State Legislature in 2005. The district is in an unincorporated area of Harris County; it was created as a means to supplement the county's public funding capacity (Airline Improvement District, 2016). The district generates revenue through a 1% retail sales tax within the district boundary; the sales tax revenues have been used to fund the addition of sidewalks and pedestrian crossings along what the district has called "Market Mile" on Airline Drive (See Figure 5.6).

The Harris County Market is one of five Latino markets along Airline Drive (See Figure 5.6). The community recognized the need to support their local businesses, and the Latino markets were recognized as anchors in the capital generation of the business corridor. Airline Drive is heavily trafficked five-lane road, and the need to calm the traffic to improve walkability and access to the market was identified (Airline Improvement District, 2009). Following this study, the improvement district funded the building of new sidewalks and pedestrian light signals for safe crossing between the markets (See Figures 5.7 & 5.8). The street improvement project also included the addition of a fenced median along Airline Drive to ensure that pedestrians only cross at the designated crossings. Addressing the need to calm traffic along Airline Drive, City of Houston reduced the street limit of this major thoroughfare to 35 mph (City of Houston Ordinance No. 2009-1023, 2009).

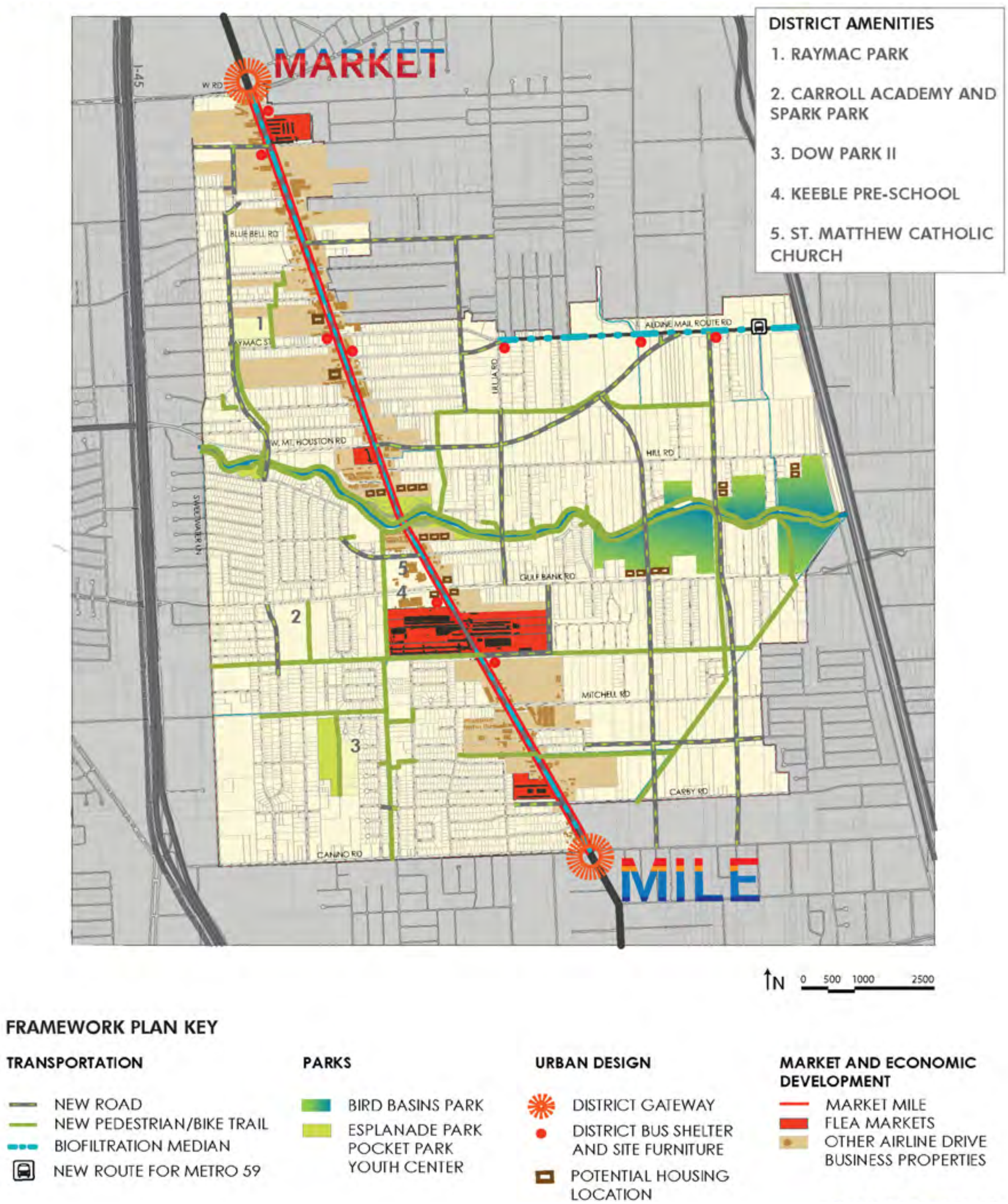


Figure 5.6: Framework Plan for the Airline Improvement District, Harris County Market
Source: Reprinted from Airline Improvement District Livable Centers Study, 2012


Figure 5.7: Bus Stop and Pedestrian Cross Walk at Harris County Market
Source: Photo by Author, 2015

Figure 5.8: Pedestrian Cross Walk at Harris County market
Source: Photo by Author, 2015

The Los Angeles County market could adapt a similar model and enact an improvement district in partnership with other surrounding business and the El Camino Community College. The market currently uses the El Camino College parking lot to shuttle customers to and from the market. Customers are not allowed to walk to the market; there is need to improve the pedestrian infrastructure surrounding the market and increase walkability for local residents.

*5.2.1.2.1. Anticipated Results*

Improvement district are a planning tool that mutually support private and public interests. In the case of markets, private property owners would benefit from the improved access that infrastructure projects could bring, and local municipalities are relieved from the economic burden of funding public works projects on a limited budget. The Harris County market presents lessons for markets that operate in similar contexts and that are adjacent to other businesses.

*5.2.2. The Risk of Commercial Redevelopment*

In developing planning frameworks to support and strengthen Latino markets, it is important to understand how a market could potentially be at risk. The greatest risk is the possibility of their closer due to property redevelopment, as the owners could be awaiting the right economic conditions to sell their property.

In a recent study on private markets, Mörtenböck & Mooshammer (2015) state, “unbuilt-on plots of these sizes have come to represent rare and highly valued development opportunities that can achieve huge profits when earmarked for construction of shopping malls, campus expansions, and gated communities” (p. 163).

The study found that the markets have been in the ownership of the same families for thirty to fifty years, yet, it begs the questions of what will happen next to the prosperities. Since their establishment, the cities have grown around them, and the property value has increased dramatically, so they're always at risk of being sold. Families grow older, and they may loose the will to manage the market; there are always agents making offers to purchase land, as the study found at two of the markets.

Table 5.1 shows a breakdown of each market's area, appraised property value, and improvement value. The physical improvements at each market are associated with enclosed permanent buildings, which for most have little value compared to the land. Although the markets vary in scale, their appraised values are all in the millions, making it quite clear that they are a financial asset to the city and region. Looking at the per unit value, and consequential property taxes, the Los Angeles County market, in particular, could be under great pressure to sell.

| Market Case Study | Area (acres) | Land Value | Improvements Value | Total Appraisal Value | Unit Value (Per Acre) |
|---|---|---|---|---|---|
| Cameron County | 74.33 | $2,849,043 | $1,015,733 | $3,864,776 | $51,995 |
| Harris County | 23.31 | $3,298,088 | $- | $3,298,088 | $141,488 |
| Los Angeles County | 11.69 | $9,807,726 | $1,794 | $9,809,520 | $839,138 |
| San Diego County | 34.65 | $549,542 | $242,799 | $792,341 | $22,867 |

Table 5.1: Market Properties Appraisal Values
Sources: Cameron County Appraisal District, 2016; Harris County Appraisal District, 2016; Los Angeles County Office of the Assessor, 2016; San Diego County Assessor, 2016.

Each of the four markets is zoned for commercial or industrial uses; and all four are surrounded by commercial, industrial, and single-family residential land uses. In addition to these uses, the San Diego County market is also surrounded by vacant, undeveloped land. While they may have been at the edge of the city in their inception, today the cities have grown beyond the sites of the markets. The markets are off a major thoroughfare or highway, and occupy properties with few or no improvements.

The study found evidence of potential redevelopment offers in the two selected border counties, San Diego and Cameron County. Private developers had approached the market landowners and made offers to acquire the land for redevelopment. However, neither of the properties has been sold to date. The scenarios of these two border county markets could be applied to other market contexts where development pressures are growing around them.

Beginning in San Diego County, one family has owned San Diego County market, Spring Valley Swap Meet, for nearly five decades. This same family also owns two other swap meets in the county including National City Swap Meet. Although the site for Spring Valley Swap Meet began as an auction yard, the primary function for the other two sites was of a drive-in theatre that would be later converted to be used primarily as a swap meet.

National City Swap Meet began operating in 1962 (National City Swap Meet, 2016). The market was visited for preliminary observation for this study. However, due to the fact that the market hosts less than 500 vendors it was not selected for in-depth analysis. Based on observation from the preliminary site visit, the market serves a predominately Latino population, with fabric vendors, in addition to the typical home goods, clothing ware, and food vendors (See Figures 5.9 &5.10).

Figure 5.11 shows an aerial photograph of the surrounding context of the National City Swap Meet market. It is located off highway 54, and bordered by big box developments hosting Best Buy, Wal-Mart, and Ross to the south. In 2009, the property owner partnered with a Sudberry Properties to redevelop the 26-acre market site into a 270,000 square feet retail and commercial center with a Lowes Home Improvement store to be their anchor tenant (Sudberry Properties, 2009). The site was noted as a “prime location” (Sudberry Properties, 2009), as it is two miles from the San Diego Bay front and 8 miles from Downtown San Diego. The development project was stalled in the negotiation phase between the property owner and the developing company, and a planning application has not been made to this date.

National City's City Council and the City Manager's Office both support the site redevelopment as part of their "aggressive economic development strategy" (National City, 2011). Furthermore, at a city's strategic planning meeting for their 2011 General Plan, the city manager stated that building a Lowes Home Improvement store on the National City Swap Meet site would bring 200 jobs to the city (National City, 2011). Counter to this figure, the market has the capacity to host 400 microbusiness owners every weekend. However, if the market was supported with improvements that allowed for it to potentially be open seven days a week, it could potentially serve as venue for full time job opportunities for vendors. As an economic development strategy, the city should recognize that big box corporations such as Lowes bring the lowest paid jobs to the people in the area; while in the case of the Latino markets, microbusiness owners are entrepreneurs that have the capacity to grow their business.

This begs the question, what are the consequences of aggressive economic development strategies, and who is to benefit from their implementation? Perhaps, it is the increased property tax revenue from the redevelopment that would be the primary benefit to the city, but at the cost of removing an income-generating venue to current and future market vendors.

Lessons from the National City Swap Meet are applicable to other markets. As seen in this case, it is likely that smaller markets are at greater risk of redevelopment. With smaller parcels, their land value is less than larger markets and they are possibly easier to sell. Addressing "place preservation" of markets is therefore important to the survival of Latino markets.

Redevelopment risk is impacted by urban context. The emergence of California Latino markets, as evident by the Los Angeles County market and the National City Swap meet, followed the decline of Drive-in theatres. Drive-ins defined an American culture that embraced individualism and autonomy granted by automobile ownership. Their decline in the 1980's gave rise to a boom of Latino markets on site (Mörtenböck & Mooshammer, 2015). The atypical adaptive reuse of space gave new meaning to a typology centered on public gathering, and socializing. Markets operating on debunked drive-in theatre sites are at higher risk of redevelopment due to their location.

Figure 5.9: National City Swap Meet Fabric Vendors
Source: Photo by Author, 2015

Figure 5.10: National City Swap Meet
Source: Photo by Author, 2015


Figure 5.11: Aerial Photo of National City Swap Meet
Source: Google Earth, 2016

A different site, also earmarked for redevelopment, is the Cameron County case study market. According to the City of Brownsville's Planning Department, the property owners have been approached on several occasions to sell their 74-acre land to the Texas based grocery store, HEB (City of Brownsville Planning Department, 2016). Although HEB's bids to acquire the property have not been successful, the potential for redevelopment is evident, and so is the vulnerability of the market's future operation.

Looking specifically at institutional support, the study found that there is bias on the part of a municipality in favor of the "healthy" and "urban" market venues. The Cameron County case study falls under the City of Brownsville's jurisdiction. The city planning department was interviewed to discuss the city's role in relation to the various city markets. They stated that as part of their initiative to support the city's new farmers' market, they provide tables and canopy structures, free of charge, for the weekly market, as it is a venue for healthy food options. When asked what kind of services they provide to the local flea market, they stated their role is simply of enforcement and regulatory oversight. Yet, as shown in the previous chapters, fresh food produce vendors were found selling at all of the selected case studies and are a source of fresh and healthy food for many low income Latinos. Cities should therefore include Latino vendor markets in planning strategies with all other fresh food produce sources.

*5.2.2.1. Incentive Zoning*

For cases where the private market properties are sold, local governments could consider using incentive zoning as a planning tool that could preserve part or all of the market as part of a new redevelopment project. One of the challenges that Latino vendor markets face is the lack of a protective zoning ordinance. The markets operate on land that is generally zoned commercial, but without specific market designation. One way to address this is by cities updating their zoning ordinances, either their general plan or comprehensive plan, to include policy language to support markets (Public Health Law & Policy, 2009).

Incentive zoning has been defined as "up-zoning with strings" (Whyte, 1987). Using this zoning strategy, developers are allowed to build beyond a zoning limit if a certain percentage of the development includes a component deemed necessary by the city. It is a tool that city planning departments can use to address three objectives: 1) encourage Smart Growth[2] development, 2) increase a particular land use type, and 3) ensure that a certain percentage of a particular land use is preserved in the city (Karki, 2015).

As a planning tool, incentive zoning has been used for a variety of purposes. In 1961, New York City first used it to encourage the preservation of open space in the city center by granting developers, on a case-by-case basis, the ability to build beyond the zoning height limitation in exchange for the open space on the ground (Whyte, 1987). Over the next decade, New York City would build more new open space in the city center than all other cities in the U.S. combined (Whyte, 1987).

Incentive zoning is commonly used as an affordable housing development tool. While the incentive token is generally a density bonus, payments can also be used. For

[2] Smart Growth is a planning strategy used to promote development that encourages mixing of land uses, the preservation of open space, farmland, and natural beauty (Karki, 2015).

example, in 2004 Massachusetts implemented a monetary incentive zoning reform policy for the development of denser housing (Karki, 2015). Under the State of Massachusetts' Chapter 40R, communities can receive a one-time monetary compensation if they implement a smart growth zoning overlay district that includes denser development of both single and multi-family homes with 20% reserved as affordable units for residents with a less than 80% of the area median income (AMI); the bonuses range from $10,000 to $600,000 based on the number of units built (Karki, 2015). To fund Chapter 40R, Massachusetts established the Smart Growth Trust Fund generated through the sale of surplus state property (Karki, 2015).

Incentive zoning strategies have also been used by cities to support markets. In 2011, the City of Philadelphia, Pennsylvania adopted their Fresh Food Market Bonus Zoning ordinance as an incentive to the development of new fresh food markets (Getting, 2016). This ordinance allowed zoning districts governed by floor to area ratio requirements to grant one additional square foot of floor area of development for every square foot of food market floor space within a building, up to 25,000 square feet (Getting, 2016). Although the Fresh Food Market bonus zoning strategy is one tool to encourage the development of new markets in the city; incentive zoning should also be used to protect existing markets.

Returning to the Cameron County case, the city's planning department could grant HEB, the interested property developer, increased density and reduced parking requirements if they agree to keep part of the Latino market onsite. The result could be a new development model of HEB and Cameron County Market where a merger would first preserve the market's existing grounds and use the 60 underutilized acres to the south of the market aisles (See Figure 4.14) for a new mixed used development (See Figure 5.12).

This new development would include multi-family housing, institutional uses, improved green open space for families, in addition to a permanent grocery store with integrated parking garage for both the grocer and the Latino market, and leasable office space above the grocery store.

The proposed mixed-use development would consist of the following areas: 360,000 square feet for housing (approximately 320 housing units); 42,600 square feet for institutional uses; 45,000 square feet for retail; and 78,000 square feet of commercial office space. The development would also include approximately 160,000 square feet of pervious surface, which would contribute to a reduction of water run off and urban heat island effect.

Parking demands at the weekend would be addressed through an underground parking garage at the base of the new grocery store (See Figure 5.12), and the customer parking lot north of the market grounds with a capacity to host 850 vehicles (See Figure 4.14, pg. 88). The proposed transit line extensions of the Brownsville Metro buses to the market would also help reduce the amount of on site parking necessary.

*5.2.2.1.1. Anticipated Results*

With an estimated 30,000 people coming to the Cameron County market every weekend, there is potential synergy in the redevelopment of further amenity to this city place. As the city applies Smart Growth development strategies through incentive zoning, this redevelopment schedule could address a number of current U.S. city issues: centrality to amenity, affordable housing, and diversifying retail choices for communities.

The proposed scheme integrates into the street network of the housing development to the south, in addition to connecting the proposed housing to the Latino market grounds. This new porous, pedestrian friendly environment would encourage walkability and access to the market. New residents of the new development could walk directly to the market through a new pedestrian link, and market costumers could park at the new development and walk through the link to the market (See Figure 5.13). Additionally, the increase in residents could convert the market site in to a 24-hour use district, increasing the possibilities of using the market site on weekdays as well.

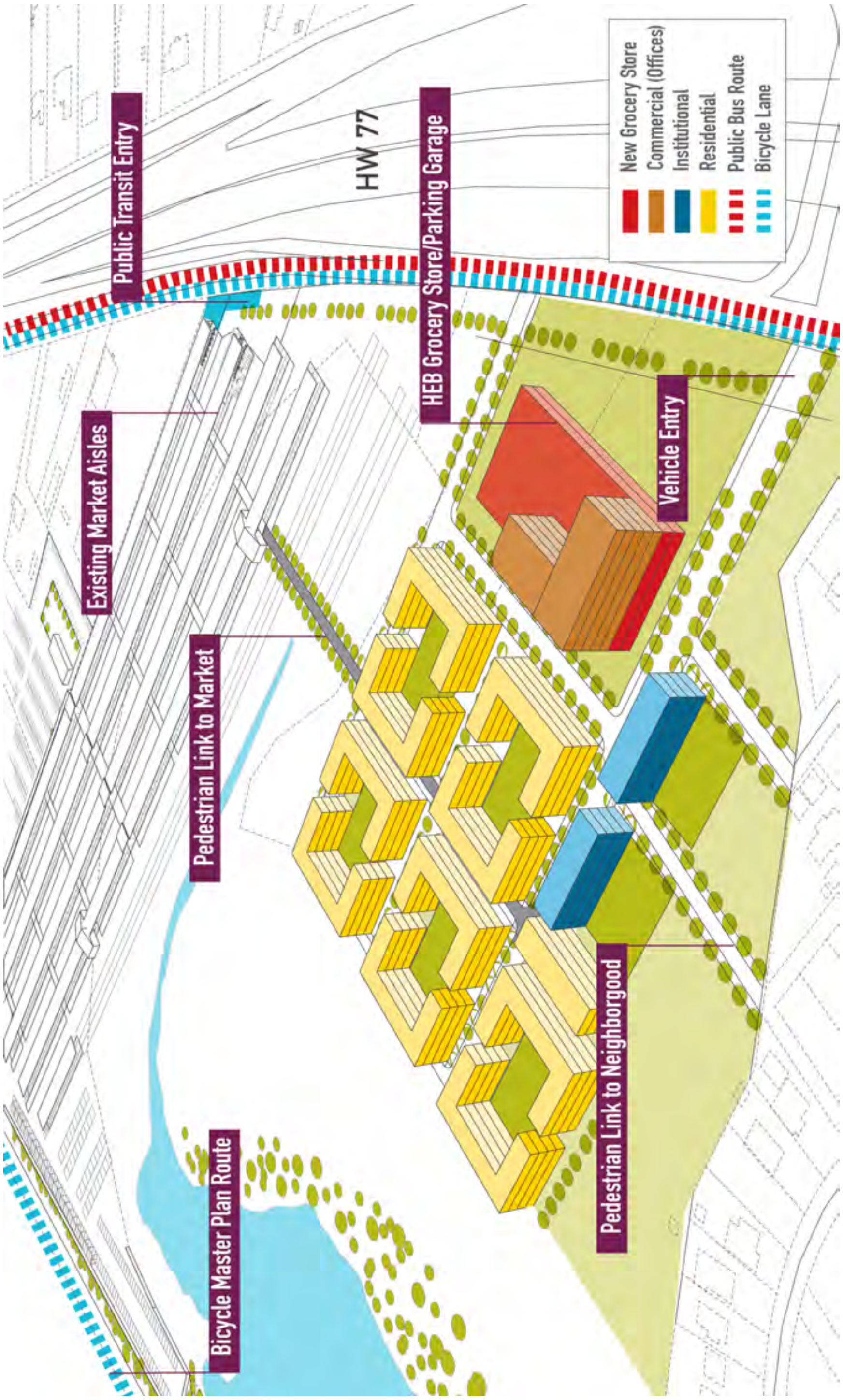


Figure 5.12: Incentive Zoning Redevelopment Scheme Proposal for the Cameron County Market
Source: Created by Author, 2016


Figure 5.13: View of Pedestrian Link at the Cameron County Market
Source: Created by Author, 2016

*5.2.2.2. Compulsory Purchase: Eminent Domain*

Local municipalities could consider using the power of eminent domain to protect Latino markets from potential closure if the private property owners choose to sell. Eminent domain is a legal governmental process by which the "taking" of private property for "public use" is allowed (United States Government Accountability Office, 2006). It is typically used to acquire land for public schools, bridges, infrastructure, easements, and utilities, however the Supreme Court has upheld the constitutionality of "takings" for economic development purposes (Tillman, 2016).

To acquire the land using eminent domain, local government is required to first hold a public review and approval by a public body of a proposed redevelopment plan; the plan would need to show the intended use of the private property in the context of the redevelopment plan (United States Government Accountability Office, 2006). In the case of Latino markets, the plan would need to show a proposed public land use designation of the market property similar to that of a Public Park.

Under the Fifth Amendment of the U.S. Constitution, the "taking" of private property for public use by the government requires that "just compensation" is paid for the property (United States Government Accountability Office, 2006). Therefore, following the approval of the new plan by city council the private property would be subject to a land valuation process which the government authorities would then make a formal offer to the property owners and attempt to negotiate the purchase. If the owners do not agree to sell, authorities can then begin formal legal proceedings to acquire the property by eminent domain (United States Government Accountability Office, 2006).

*5.2.2.2.1. Anticipated Results*

Eminent domain is a top-down approach of compulsory purchase on the part of the government; while it might be difficult to achieve, it is not unrealistic. Converting a market into a public good would mean that the local government would need to budget the acquisition cost, and maintenance and up keeping of the property in perpetuity. Also, the city would in all likelihood need to pay for increased amenities and improvements to the site. It may appear an unlikely move, but it is no different, in a sense, from creating any other city place. This may, however, pose a challenge to municipalities with limited budgetary spending due to their limited tax base.

There will be more cases where the use of eminent domain to acquire the private property is not feasible, and a market must remain in operation as a private commercial entity. For those markets, there are approaches by which local governments could enact protective land use covenants through zoning overlays. A number of these strategies are discussed in the following section.

*5.2.3. Cultural Awareness*

Municipalities have not recognized Latino vendor markets as important cultural components of cities. These markets have had a continuous presence in their communities for decades, yet for the most part they remain unprotected. Lack of awareness of their significance is due to limited dialogue between the different groups at the markets. An increase in communication between the city, market management, vendors, and customers is necessary to be able to further identify the cultural value of the sites.

*5.2.3.1. Cultural Landscape Preservation*

Market could apply for preservation as a cultural landscape site through the National Park Service (NPS) of the U.S. Department of Interior. A cultural landscape is defined as a geographic area which includes: 1) either cultural or natural resources associated with a historic event, activity, or person, or 2) a site that exhibiting cultural values (National Park Service, 2016). Within the NPS' definition, Latino markets could be categorized as an ethnographic landscape.

All four-market have grounds for preservation due to their length of operation in the community, and for their continual ownership by a single owner. Landmarking the sites would be a means to firstly give them recognition for their cultural value, but also increase their public role in the city. Similar to a state or national park, the markets might become a new attraction and new educational uses for the site could slowly be incorporated.

*5.2.3.1.1. Anticipated Results*

Cultural preservation would remove redevelopment pressures, while at the same time expanding the public role of a market. Looking specifically at the markets in California that have evolved from drive-in theatres such as the Los Angeles County market, theses may have additional aspects of preservation to consider in landmarking the site.

*5.2.3.2. Community Engagement*

Community engagement is a bottom-up approach to planning. It is a tool that cities could use to increase dialogue in understanding the values and needs of people at

Latino markets. This tool can be used in unison with other top-down planning strategies such as through the implementation of improvement districts.

The study's focus group sessions conducted with Cameron County market vendors and city officials provided insights to the need for increased dialogue and engagement from the part of the city with microbusiness owners at the market. Vendors want to be recognized as an important asset to the local economy of the city, and the city recognized the need to support markets with public resources. The result of increased dialogue through public engagement would be an increase in cultural awareness for cities.

*5.2.3.2.1. Anticipated Results*

Cultural awareness is an important way to build robustness for Latino vendor markets. At the local level, it could be used to help outsiders understand why Latino markets exist and the benefits they provide as city places. The study looked at case studies in two states with a high concentration of Latinos. The case studies represent the places that unite communities through shared identity and values in areas where a gathering of critical mass of Latinos is possible. However, these places may be newly emerging in other places far from the U.S.-Mexico border and these municipalities will need to know how to adapt and support their Latino markets.

*5.3. Market Place Prescription*

*5.3.1. Infrastructure and Amenity Needs*

Latino markets function on sites that consist of minimal physical improvements, in some cases the land is a parking lot field with a couple of anchor buildings on site for the market management office and bathrooms. Utilities available for vendors are minimum. The Texas cases offer electricity long for shed stalls aisles. The California cases connect a series of extension cords across the market; vendors typically rely on gasoline power generators. Running water for vendors is available in the enclosed cooking spaces at the Harris, Los Angeles, and San Diego County markets. The Cameron County food vendors operate out of food trucks and bring their own water sources into the market. Infrastructure upgrades at the markets are necessary to support the operation of vendors.

Improvements for Latino markets should also address the need for thermal comfort for customers. All four outdoors markets provide some level of weather protection through roofing structures, however the extent of coverage varies for each. Built in shed market aisles in the Texas markets protect both vendors and customers from the sun and rain, while vendors at the California markets must setup their own shed canopy. What results is a market that predominately covers vendors and their goods, but customer-walking aisle remain exposed to the elements. Although both California cases are in areas with temporary weather year round, the possibility of poor weather conditions could limit the vendor and customer base thus impacting the economy of the market. Designated areas for playing and social interaction could be integrated with the addition of permanent shed structures at the California markets.

*5.3.1.1. Incremental and Civic Enhancement*

In addressing design recommendations for Latino markets, the San Diego County has the potential to provide insights to building a more robust place. As discussed in the findings, attachment to this market was primarily driven through dependence, but less networks and acceptance were found. The market has critical mass of both vendors and customers, but there is potential to improve its sense of place.

The market has minimal on site structures; there are two centrally located buildings housing a commercial kitchen for food vendors, bathrooms, the management office, and a covered sitting area for customers. These buildings flank the central entry corridor through which customers enter on the west side, and vendors drive in through the east side (See Figure 4.12, pg. 83). The central axis is flanked by large palm tress; these are way-finding elements within the market as they anchor each of the market rows (See Figure 5.14).

Upgrading the market with incremental infrastructure and amenities should include access to electricity for vendors, additional bathrooms, and shaded central rest area. Civic enhancement should reinforce this central axis, and the addition of market amenities for resting and socializing on the south side of the axis (See Figure 5.15).

Over time, the market could consider upgrading their vendor aisles to follow the Texas aisle model of shed roofs to protect both vendors and customers from the weather. One possible scenario for improving the market would be to install a utilities grid for the vendor stalls. Like at the Texas markets, electricity could be wired into the columns of a roofing structure. Water lines should be installed along the central axis, where food vendor operate.

The San Diego County market is the only one of the four case studies that does not have options for leasing lockable stalls. While this stall type was minimal at the markets, making up to 15% of the leasable stalls at most, they provide options to the business owners. They could arguably add a sense of stability to the market vendors through an implicit permanence. The recommendation is the addition of lockable stalls on the northwest edge of the market grounds (see Figure 5.15), as this is an area primarily used for the selling of larger household furniture and appliances. Based on observations at the different case studies, these were the vendors that typically leased lockable stalls.

Figure 5.14: View of Primary Axis at the San Diego County
Source: Photo by Author, 2016

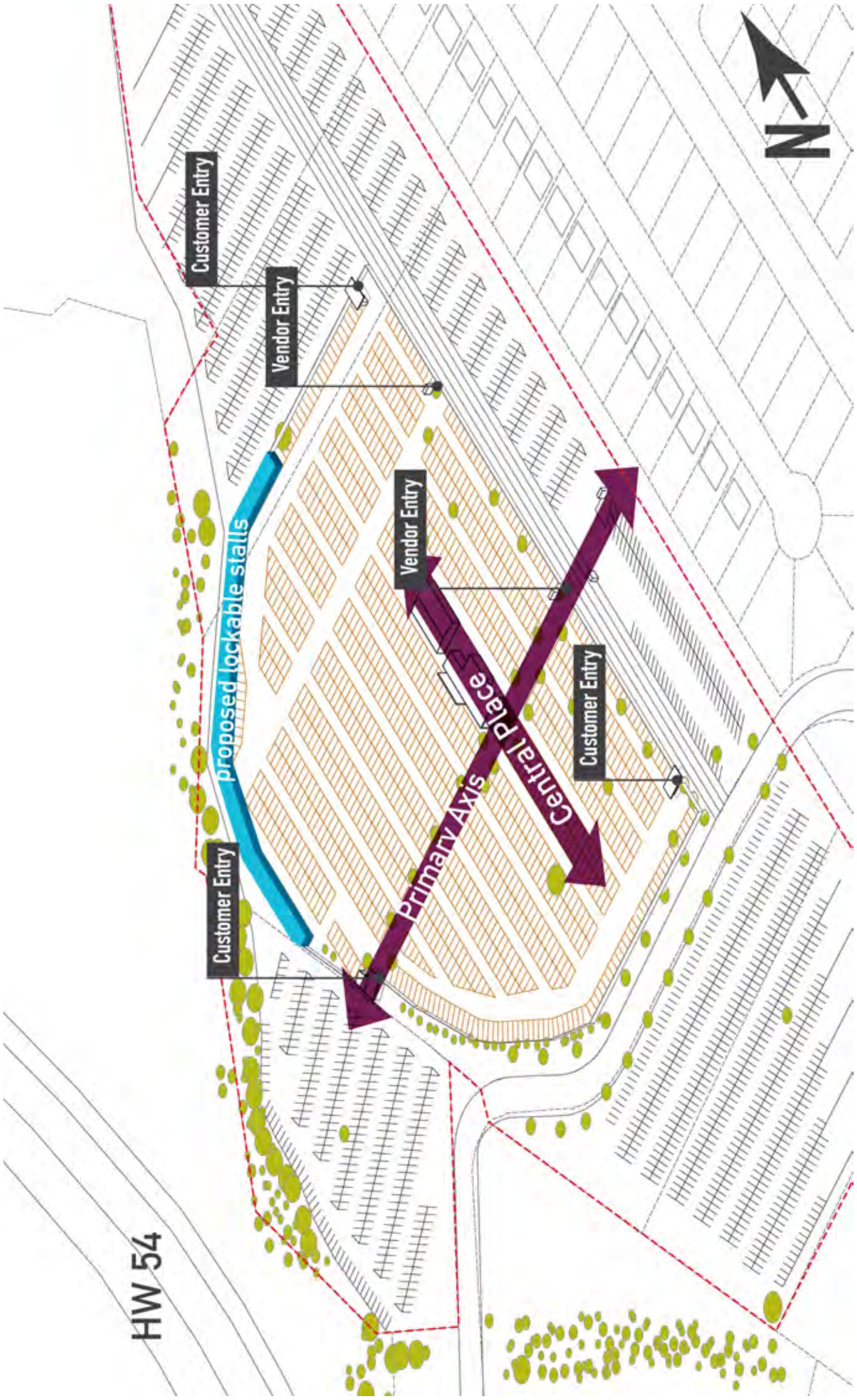


Figure 5.15: Propose Enhancements to San Diego County Market
Source: Created by Author, 2016

*5.3.1.1.1. Anticipated Results*

With the recommended incremental improvements, the study predicts that the San Diego County market could increase its sense of place and level of attachment for its constituents. Providing options for vendors, such as variety in vending areas, some covered, some not, access to lockable stalls, and access to utilities would allow for the incremental growth of a vendor business.

Reinforcing the central axis to the market would reinforce interaction and the building of relationships at the market. This could a change in the spatial language of the market and focus on proving access to services such as food and social amenities at this central axis.

*5.3.2. Underutilized Space*

With the exception of the Los Angeles County market, which is open everyday, the market ground are closed to the public and unutilized during weekdays. Market management might do this due to lack of resources. For example, the family members that own and operate the Cameron County market hold full time jobs during the week. Keeping the market open during the week might not be a feasible. The different managements might only operate on weekends when a critical mass of vendors and customers might be at the market. As important city places, the markets are anchors to their constituents and cities and market management should work together to address way to use the market grounds beyond their current usage. While the burden of opening their doors may not be a feasible for the management, cities should work towards partnerships that would allow facilitate it.

*5.3.2.1. Development of Further Community Supports*

Looking at the Harris County market, it has potential to be open beyond their current weekend operations for a number of reasons. The market is anchored by social amenities such as playground and a concert area. One way it could extend its time of operation could be if the market offered concerts during the week.

Increased access to the markets could be supported through public/private partnerships. For example, city and market management could support vendors offering services with incentives or subsidies for their operations. The study found that Latino vendor markets host a variety of services such as prepared food, electronic repair, immigration law services, haircuts, and funeral services among others. These consist anywhere from four to fourteen percent of the market inventory. These are services offered by vendors that lease stalls at the markets. These services have the potential to reach the thousands of Latinos visiting the markets very weekend. Institutional frameworks from both the city and market management should further vendors offering support services at the markets. This is a model that the Los Angeles County market could adapt. Given that the market is open year round, the city could pay a token fee to operate out of the market ground during the week and provide social services such as a health fair, and mobile clinic services. The market could also open its door to surround neighborhoods and allow these to host bi-weekly or monthly community meetings.

*5.3.2.1.1. Anticipated Results*

Increased access to the markets should be seen as an opportunity to capitalize on the markets as city places that attract critical mass of people from a variety of age groups and income levels. Through the use of public/private partnerships, both the city and the market managements could benefit from the increase use of the space and the access to services for people visiting the markets.

*5.4. Prescription Synthesis*

The planning and urban design strategies presented by this study provide cities with tools to address the support of Latino vendor markets. While there are other planning and urban design strategies that cities could apply, this study selected those that could best address issues pertinent to the context of these particular case study markets.

The tradition of planning practice has been a reactionary field; many times action begin through the assessment of problems in cities, which are then addressed through a series of possible recommendation for change. Planning in the 21st century city needs to evolve into a practice that forecasts the future before problems have emerged. Cities with an emerging Latino population can learn from the proposals presented and plan for these new city places from their start.

# 6. CONCLUSION

## *6.1. Latino Vendor Markets and Place Attachment*

The capacity to create place for attachment was studied using four selected Latino vendor markets in California and Texas. The study has shown that as the markets attract people, open spaces transform into city places. As the majority of the people that live in the selected areas of study are Latino, these are places that are absorbed by Latino communities. In addition, evidence of various levels of attachment by both vendors and customers was found at all four markets.

To understand how the market may become place, this research analyzed institutional frameworks, language of place, and socioeconomic dimensions. All four cases must comply with federal, state, and local policies in addition to management enforced site rules. All vendors are required to have a registered business to operate at the markets. The market managements then act as a filter to enforce the rules. In all four cases, the study found the markets to have an online presence through social media outlets such as Facebook. Furthermore, management representatives of all the markets are bilingual and offer assistance in Spanish as they service a majority Latino population. Overall, these institutional frameworks give stability to the operation of the markets and show there is institutional capacity for the markets that has allowed them to remain in operation for thirty to fifty years.

Through an analysis of the second dimension of the place analysis, language of place, commonalities in the spatial organization that facilitate people interaction were found at the markets. To create places, Latino markets rely on a combination of both access to good and opportunities for socializing. The selected markets are open air with minimal buildings on site with the exception of certain anchor amenities such as a management building, public bathrooms, and a central cooking space. The transformation of these spaces into places is due to their occupation by people and their interactions. All markets have areas for resting and socializing. In cases such as the Harris County market, rest areas have additional amenities such as play areas for children and areas for musical performances. Food is a key element that contributes to the identity of these Latino places. Goods and services offered at the markets are amenities to daily life: school supplies, clothing ware, toys, and household products.

The socioeconomic profile of the markets, the third dimension of attachment, depicts a diverse Latino constituency. People there represent a variety of age groups, income levels, and educational levels. Latino vendor markets allow a spectrum of integration for multi generations, the old can visit these markets as a way to hold on to the things they left behind in their homeland, and for the young it is away to be exposed and learn about where they come from. The markets are all multi-sectorial; due to the low cost of operating a business for vendors, new items can sell at lower prices when compared to prices at brick and mortar establishments. This reinforces the issues of access to good for low-income customers, and an easier entry into the economy for microbusiness entrepreneurs.

Indicators of attachment to Latino markets are seen through dependence, networks, and acceptance. Dependence, the lowest level of attachment, is reinforced through the level of poverty of market constituents, and length of time people have been vending or shopping at the markets. The study found that there is a higher dependence amongst the customer base on the border markets, and the in-land markets show evidence of a vendor-base with greater dependence. Looking at length of time of association, over 50% of customers in the California markets have been visiting the markets for over a decade. This length of association reinforces economic dependence and a need to have access to the goods and services at the markets for Latino families. For vendors, the study found further evidence of dependence through their market earning; for over 50% of vendors at all four markets stated these earnings were declared as their primary source of income.

A variety of networks manifesting at the Latino markets reinforce a greater degree of attachment. The border markets attract both vendors and customers that permanently reside in Mexico. Additionally, it was also common to find these international geographic networks amongst customers at the in-land market as was seen in the Harris County market. Familial ties were found at the markets. There is evidence of vendors having extended family also selling at other booths at the markets, and the majority of customers visit the market with family. There is a need, however, to increase dialogue across members of different groupings such as vendors with the management, and customers to vendors.

The indicator of acceptance examined to what degree the three elements of place, institutional frameworks, language of place, and socioeconomic dimensions, facilitate belonging, attachment, for Latinos. The study found that acceptance at all four markets;

however each case fosters attachment at different levels. Each market facilitates attachment by addressing context specific needs for the Latino population of the area. Through the markets, the study found a Latino profile that is not all the same.

Overall, Latinos find acceptance at these places because Latino markets provide services and support for families. The Harris County market showed greatest acceptance through institutional capacity in support of the Latino customers and vendors; as a place, the Harris County market grounds caters to the comfort and social opportunities for families. It is designed to protect vendors and customers from the weather with a continuous roof structure, rest areas, play areas, an entertainment area, access to internet Wi-Fi, welcoming signage in both English and Spanish, and caricatures adorning the market aisle. By contrast, although the Cameron County market has a similar layout as the Harris County case, the variety of social spaces and welcoming signage is lacking. Looking at the California cases, the markets are lack weather protective space for customers and social spaces.

### *6.2. Latino Vendor Markets as 21st Century City Place*

The narrative of these selected markets is not tokenism, but this research has found that they are an image of what is a significant micro economy in cities, and more importantly the profiles of public place. The offering of micro service amenities is indicative of the economic practices of these places. Bringing attention to the poverty practices manifested at these Latino vendor markets should not be misconstrued as glorification of poverty (Roy, 2011), but as an authentic practice of a population group that has for generations embraced the practice of efficiency. The types and good, new and used, and services at these markets are affordable and support basic needs for family. Additionally, there is a large degree of pragmatism hallmarking their location in the city.

The selected cases help build a greater understanding of how Latinos in the 21st century city are creating place. A diverse Latino constituency that ranges in age, income, and nationality occupies these markets; while mostly Latino, it is a wide spectrum of Latino immigrants and Latino Americas. At the core of their attachment is access to a place where they are welcomed. A city place should therefore be one that allows for this level of mixing and fostering of acceptance. The selected Latino vendor markets are examples that municipalities can learn from as they embody the traditional city places for communities that work, but with specific nuances as discovered through this research.

Territories of sprawling landscapes in American cities are being given a second life with the weekly interjection of Latino vendor markets. Although the physical outcomes of the markets are a product of spatial and economic marginalization, the activities they host present opportunities for mixing what is otherwise uncommon in peri-urban locations. The challenge that 20th century development has put forth is, in many ways, a product of physical isolation. In addressing the restructuring of city life and moving beyond isolation, there is a need for places where people can face dissimilarities of others (Sennett, 1970). Latino vendor markets are places where mixing and a move beyond isolation can be addressed if cities work to accept them in the body politics of their operation.

As the American city is being cleaned up, this study of Latino vendor markets is a model of a potential resurgence of public life that stems from the understanding of the value that cultural landscapes play in cities (Rojas, 1991; Chase, Crawford & John, 1999). Aligning with this literature, the study found that Latino vendor markets are cultural landscapes that have survived for over thirty years and continue to support new Latino immigrants and Latino Americans. A significant finding of this study is that Latinos make places as families; and the survival of these city places relies on the social networks found amongst customers and vendors. As cities aim to bring life back into the city, looking at Latino vendor markets has helped the study develop further understanding of robustness as these places represent an evolving American culture.

Latino vendor markets need support. The study found through the pilot study focus groups local municipalities are biased in their support of local market. In Cameron County, the city supports the farmers' market with infrastructure resources as the healthy market choice, even though the study found that fresh produce is also sold at Latino vendor markets.

Firstly, they need to be recognized as a city amenity and granted protection through planning policy. The study presented a toolkit of potential planning and urban design strategies to protect the markets. Cities could adopt protective planning measures such as: public-private partnerships to increase access to the markets; creation of improvement districts to fund infrastructure improvement project in their surrounding; the use of incentive zoning could release pleasure for private developer redevelopment and real estate pressures; and in extreme cases where a market might be threaten with closure, a city could consider compulsory purchase through eminent domain.

Latino vendor markets need reinforcement to increase their robustness of place and strengthen their operation. As the study demonstrated, the interiors of the markets have potential to evolve through minimal intervention efforts and incremental civic enhancements. Infrastructure upgrades should support vendor operations, while civic enhancements should address social amenities and place. As cultural landscapes in the city and with tens of thousands of people visiting the markets, the development of further city support by incorporating further social services, such as a health fair, on the market grounds. Additionally, these markets should be accessible in the form of different amenities through the week.

*6.3. Research Limitations*

The study had limitations through a number of issues. First, time and resources limited the length of fieldwork, as well as the number of markets that could be studied under these constraints. The study focused on studying the markets during temperate summer months, which limited the time that the fieldwork could be conducted. Availability of further resources would have allow the markets to be observed over longer time frames, thus integrating a longitudinal study component to the research design. A longitudinal study could have provided further insights into issues of place attachment at the markets. A second limitation of the research design was the possibility of selection bias through the selection of extreme cases. The study assumes that if attachment is not found at markets that have been operating for over a decade, then attachment might not be found in younger markets. One way the study could have addressed this possible bias would have been to study a sample of both younger and older markets. A third limitation was focusing the study on open-air markets. As the study found during preliminary fieldwork, Latino markets operate in both open-air sites and enclosed buildings. Focusing on open-air sites allowed the study to address one type of market, as it related to aspects of place and civicness in cities. However, future studies should consider both types. A fourth limitation was the design of a Latino market study focusing on the border due to financial restrictions. Overall, the study found comparability between the California and Texas Latino markets; the central thesis of the research might have strengthened if the study had selected a market in a non-border state. As a study of Latino places, the research design could be improved by looking at emerging U.S. Latino places such as the Midwest or the south.

### *6.4. Future Studies*

Cultural awareness is an important way to build robustness for Latino vendor markets. At the local level, educational policy could be used to help outsiders understand why they exist and the assets they bring to Latinos. The study looked at case studies in two states with a high concentration of Latinos. The case studies represent the places that unite communities through shared identity and values in areas where a gathering of critical mass of Latinos is possible. However, Latino markets may be newly emerging in other places far from the U.S.-Mexico border, and municipalities will need to know how to adapt and support them if they choose to accept them.

There is no registry that shows us where Latino vendor markets exists, however this research showed how they could be found systematically through the U.S. NAICS database. However, this study would not have been possible without performing fieldwork at markets. As a study of place and attachment, the research depended on observing people and documenting the markets and their occupation.

While this study focused on Latinos, there is potential transferability in the lessons that a study of flea markets and swap meets can provide to other ethnic minorities. The markets provide insights to how a particular ethnic group attaches to these market types and the benefits they provide as city amenities. Using the plotting of the market registries (See Figure 6.1), further research could zoom into areas beyond the border and study how these markets operate in different socioeconomic contexts. Furthermore, future studies could adapt the market selection methodology, and develop other research models for studying different market types such as indoor markets.

The southeast is one of the fastest growing destinations for Latinos (Somoza, 2015). Between 2000 and 2010, Latinos were one of the fastest growing population groups in Georgia (Census, 2010). By triangulating the U.S. flea and swap meet market registry (See Figure 6.1), and online forums such as Facebook, emerging Latino markets were found. For example, Pendergrass Flea Market- “La Vaquita,” located in Pendergrass, Georgia, is a market caters to the newly arriving Latinos. With capacity to host over 700 vendors, the market offers a family oriented shopping experience with food, services, and entertainment. The market even offers free U.S. citizenship courses as service to help their constituents integrate into the community (Pendregrass Flea Market "La Vaquita", 2016).

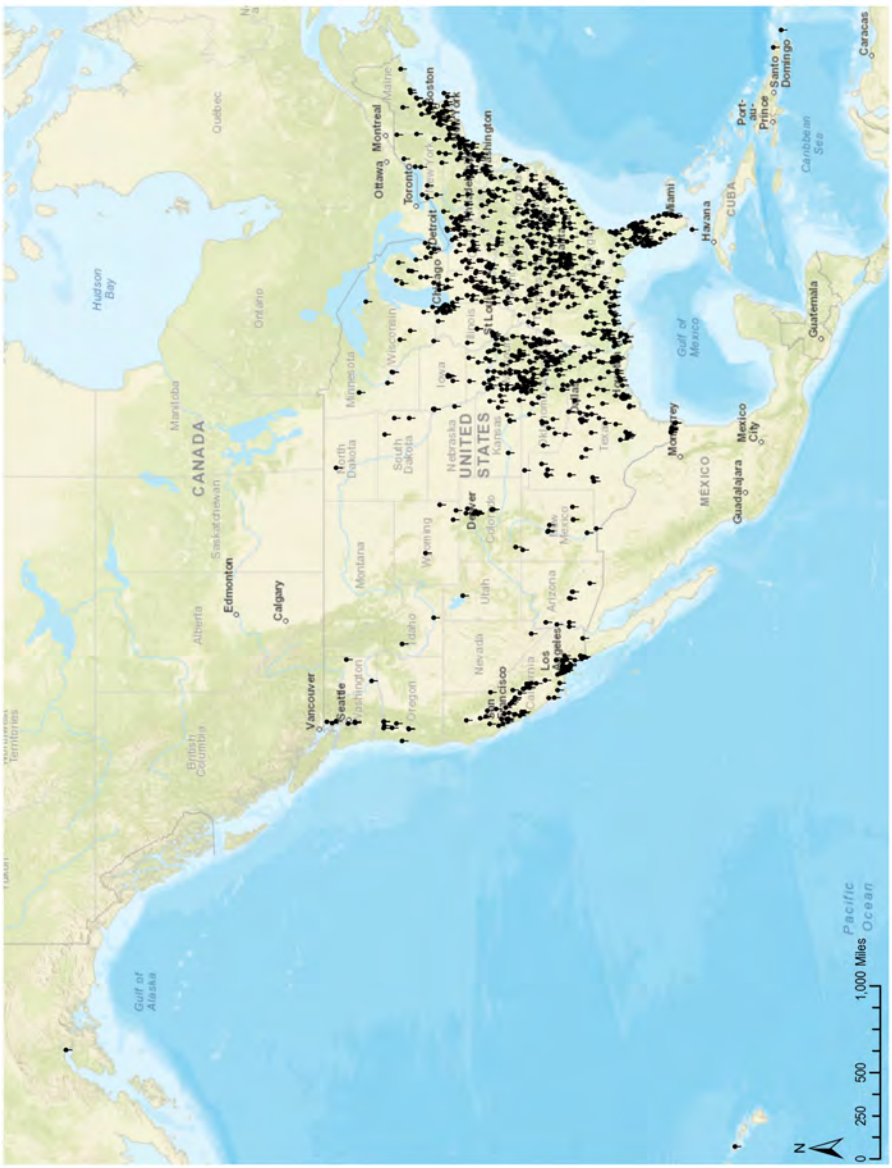


Figure 6.1: Number of Registered Flea Markets and Swap Meets by Region
Source: Created by Author using ArcGIS and Reference USA data, 2016

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APPENDIX 1

ENGLISH CONSENT FORM AND STATEMENT

Interviews will start with a statement articulating the intent of the research, assuring confidentiality, and reminding the interviewee that participation in this research is voluntary. After an initial introduction, interviewees will be given a physical paper copy of this statement.

*A Tentative Outline of that Statement*

"Dear ______________________,

My name is Edna Ledesma and I am a graduate student/researcher at Texas A&M University College Station. I am contacting you today with the hope that you may be able to contribute to my study by answering a few questions.

This interview will help me capture perspectives of vendor markets from the view of consumers, vendors, management, and city government. I am interested in learning about your individual experience with the vendor market.

Your response in this interview will be treated confidentially, and no one aside from myself will be able to associate individual respondents with their answers. After the completion of the study, all contact information and hard copies of data will be destroyed.

Your cooperation in this study is voluntary and no negative consequences will result to those who decide not to participate in the survey. If you do choose to interview with me, you may skip any questions that you do not want to answer and ask me questions at any time.

Thank you for your help with this research."

**Title**: Vendor Markets as Latino Placemaking Sites: The Case Studies of Texas and California

**Conducted By**: *Edna Ledesma*
Texas A&M University: *Department of Landscape Architecture and Urban Planning Langford A311;* Telephone: *956-466-1867*
**Principal Investigator**: *Cecilia Giusti*
Texas A&M University: *Department of Landscape Architecture and Urban Planning Langford A344;* Telephone: *979-458-4304*

You are being asked to participate in a research study. This form provides you with information about the study. The person in charge of this research will also describe this study to you and answer all of your questions. Please read the information below and ask any questions you might have before deciding whether or not to take part. Your participation is entirely voluntary. You can refuse to participate without penalty or loss of benefits to which you are otherwise entitled. You can stop your participation at any time. To do so simply tell the researcher you wish to stop participation. The researcher will provide you with a copy of this consent for your records.

**The purpose of this study** is to gather individuals' reflections on their involvement in vendor markets. The key concerns of the study are studying placemaking and the mechanism for improving the planning and design of markets.

**If you agree to be in this study, we will ask you to do the following things:**

- Answer questions concerning vendor markets.
- Describe your feelings and impressions about why you vend or visit the vendor markets.

**Total estimated time to participate** in study is 15 minutes.

**Risks** of being in the study:

- The risks of involvement in this study are minimal. All measures will be taken to assure the privacy and confidentiality of the participant. None of your responses will be discussed with anyone at the market.
- The identity of the individual and group will be disguised in all written work stemming from the study. All collected materials and correspondences will be marked using only a pseudonym, and stored in a secure locked location.
- This project may involve risks that are currently unforeseeable. If you wish to discuss the information above or any other risks you may experience, you may ask questions now or call the Principal Investigator listed on the front page of this form.

**Benefits:**

- While there are no immediate tangible benefits for the participants, it is hoped that the research will benefit the understanding of vendor markets and have public policy implications for economic development, urban design, and city planning.

**Compensation:**

- There is no compensation for participation in this study.

**Confidentiality and Privacy Protections:**

- This interview may be tape-recorded.
    - *tapes will be coded so that no personally identifying information is visible on them.*
    - *tapes will be kept in a secure locked place.*
    - *tapes will be heard only for research purposes by the investigator.*
    - *tapes will be erased after they are transcribed.*

- All participant contact information, field notes, audiotapes and transcripts of interviews will be managed in a secure location using pseudonyms. The non-identifiable participant data sets will allow me to manage analysis while maintaining full participant confidentiality and preserving individual privacy.

After the completion of the study, all contact information and hard copies of data will be destroyed.

- The data resulting from your participation may be made available to other researchers in the future for research purposes not detailed within this consent form. In these cases, the data will contain no identifying information that could associate you with it, or with your participation in any study.

The records of this study will be stored securely and kept confidential. Authorized persons from Texas A&M University, members of the Institutional Review Board, have the legal right to review your research records and will protect the confidentiality of those records to the extent permitted by law. All publications will exclude any information that will make it possible to identify you as a subject.

**Contacts and Questions:**

If you have any questions about the study please ask now. If you have questions later, want additional information, or wish to withdraw your participation call the researchers conducting the study. Their names, phone numbers, and e-mail addresses are at the top of this page. If you have questions about your rights as a research participant, complaints, concerns, or questions about the research please contact Aline Lovings, Coordinator, Texas A&M University Human Subjects Projection Program at (979) 862-4682.

or the Office of Research Compliance and Biosafety (979) 458-1467 or email: irb@tamu.edu.

***You will be given a copy of this information to keep for your records.***

**Statement of Consent:**

I have read the above information and have sufficient information to make a decision about participating in this study. I consent to participate in the study. ***Your verbal***

***consent can stand in substitute of your signed consent.***

Signature: ________________________________________ Date: _____________

Signature of Person Obtaining Consent: _______________ Date: _____________

Signature of Investigator: ____________________________ Date: _____________

APPENDIX 2

SPANISH CONSENT FORM AND STATEMENT

*Formulario de Consentimiento y Declaración*

Las entrevistas comenzarán con una declaración articular el propósito de la investigación, asegurando la confidencialidad, y recordando a la persona entrevistada que la participación en esta investigación es voluntaria. Después de una introducción inicial , los entrevistados se les dará una copia en papel físico de este comunicado.

*Un Esquema Provisional de la Declaración*

" Estimado ______________________ ,

Mi nombre es Edna Ledesma y yo soy un estudiante de posgrado e investigadora de Texas A&M University en College Station. Lo estoy contactando hoy con la esperanza de que usted pueda contribuir a mi estudio y responder a algunas preguntas.

Esta entrevista me ayudará a captar las perspectivas de los mercados de proveedores de la vista de los consumidores, proveedores, administración y gobierno de la ciudad. Estoy interesada en aprender acerca de su experiencia individual con los mercado de proveedores.

Su respuesta en esta entrevista será tratada de forma confidencial, y nadie aparte de mí mismo será capaz de asociar los encuestados individuales con sus respuestas. Después de la finalización del estudio, se destruirá toda la información de contacto y las copias impresas de los datos.

Su cooperación en este estudio es voluntaria y no hay consecuencias negativas que resultarán al que decide no participar en la encuesta. Si decide entrevistar conmigo, puede saltar cualquier pregunta que no quiera contestar y me puede hacen preguntas en cualquier momento.

Gracias por su ayuda con esta investigación."

**Título:** Mercados de proveedores como Sitios de Desarrollo Social Latino: Casos de Estudios de Texas y California

**Realizado por:** Edna Ledesma
Texas A&M University : Departamento de Arquitectura del Paisaje y Urbanismo A311 Langford; Teléfono : 956-466-1867
**Investigador Principal:** Cecilia Giusti Texas A&M University: Departamento de Arquitectura del Paisaje y Urbanismo A344 Langford; Teléfono : 979-458-4304

Se le invita a participar en un estudio de investigación. Este formulario le proporciona información sobre el estudio. La persona a cargo de esta investigación también describirá este estudio y responderá a todas sus preguntas. Por favor lea la siguiente información y haga cualquier pregunta que usted pueda tener antes de decidir si desea o no participar. Su participación es completamente voluntaria. Usted puede negarse a participar sin sanción o pérdida de beneficios a los que tiene derecho. Usted puede detener su participación en cualquier momento. Para hacerlo, simplemente puede decirle al investigador que desea detener su participación. El investigador le proporcionará una copia de esta autorización para sus registros.

**El propósito de este estudio** es reunir reflexiones de individuos sobre la participación en los mercados de los proveedores. Las preocupaciones principales del estudio están en estudiar el desarrollo social de comunidades y mecanismos para mejorar la planificación y diseño de los mercados. Si acepta participar en este estudio, le pediremos que haga lo siguiente:

- Responder a las preguntas relativas a los mercados de los proveedores.
- Describa sus sentimientos e impresiones acerca de por qué vende en o visitar los mercados de proveedores.

**El tiempo total estimado para participar** en el estudio es de 15 minutos.

**Riesgos** de estar en el estudio:

• Los riesgos por participar en este estudio son mínimos. Se tomarán todas las medidas para asegurar la privacidad y confidencialidad de los participantes. Ninguno de sus respuestas será discutido con nadie en el mercado.

• La identidad del individuo será disfrazada y protegida en toda obra escrita derivada del estudio. Todos los materiales y correspondencias recogidos serán marcados utilizando sólo un seudónimo, y se almacenado en un lugar seguro y bajo llave.

• Este proyecto puede implicar riesgos que actualmente son imprevisibles. Si usted desea hablar sobre la información anterior o sobre cualquier otro riesgo que puede presentir, puede hacer preguntas ahora o llamar al investigador principal que aparece en la primera página de este formulario.

**Beneficios:**

• Aunque no hay beneficios directos o inmediatos para los participantes, se espera que la investigación beneficiará a la comprensión de los mercados de proveedores y que tendrán implicaciones de política pública para el desarrollo económico, el diseño urbano y planificación de la ciudad.

**Compensación:**

• No hay compensación por la participación en este estudio.

**Confidencialidad y Protección de Privacidad :**

• Esta entrevista será grabada.

o Las cintas serán codificadas para que ninguna información de identificación personal sea visible en ellas.

o Las cintas serán guardados en un lugar seguro y bajo llave.

o Las cintas serán escuchadas sólo con fines de investigación por parte del investigador.

o Las cintas se borraran después de que se transcriban.

• Toda la información de contacto de los participantes, notas de campo, cintas de audio y transcripciones de entrevistas serán administrados en una ubicación segura usando seudónimos. Los conjuntos de datos de los participantes (no identificables) me permitirán administrar análisis, manteniendo la confidencialidad del participante y la preservación de la privacidad individual. Después de la finalización del estudio, se destruirá toda la información de contacto mas copias impresas de los datos.
• Los datos resultantes por su participación podrán ponerse a la disposición de otros investigadores en el futuro con fin de alguna investigación no detallada en este formulario de consentimiento. En estos casos, los datos no contendrán información de identificación que podría asociarse con usted, o con su participación en cualquier estudio.

Los registros de este estudio se almacenarán de forma segura y confidencial. Las personas autorizadas de Texas A&M University, los miembros de la Junta de Revisión Institucional(IRB Board), tienen el derecho legal de revisar sus expedientes de investigación, además de proteger la confidencialidad de los registros en la medida permitida por la ley. Todas las publicaciones se excluirán cualquier información que hará posible identificarlo como sujeto.

**Contactos y Preguntas:**
Si usted tiene alguna pregunta sobre el estudio por favor pregunte ahora. Si tiene preguntas después, quiere información adicional o desea retirar su participación llame a los investigadores que realizaron el estudio. Sus nombres, números de teléfono y direcciones de correo electrónico están en la primera página. Si usted tiene preguntas sobre sus derechos como participante de la investigación, quejas, inquietudes o preguntas sobre la investigación por favor póngase en contacto con Aline Lovings, Coordinador de Programa de Proyección de Sujetos Humanos de Texas A&M al (979) 862-4682.

o la Oficina de Cumplimiento de Investigación y Seguridad de la Biotecnología

(979) 458-1467 o por correo electrónico : irb@tamu.edu .

***Se le dará una copia de esta información para mantener en sus archivos.***

**Declaración de Consentimiento:**

He leído la información anterior y tengo información suficiente para tomar una decisión sobre mi participación en este estudio. Doy mi consentimiento para participar en el estudio. ***Su consentimiento verbal puede interponerse en sustituto de su consentimiento firmado.***

Firma: ________________________________________________ Fecha: __________

Firma de la persona que obtiene el consentimiento: ____________ Fecha: __________

Firma del Investigador: ___________________________________ Fecha: __________

# APPENDIX 3

## ENGLISH MARKET VENDOR QUESTIONNAIRE

*Market Vendor Questionnaire* (your participation is **voluntary** and your responses will remain **anonymous**)

**Physical**

**1.** What city do you currently reside in?

| |
|---|
| |

**2.** What neighborhood do you currently reside in? What is your zip code?

| |
|---|
| |

**3.** Why did you choose to vend at this particular vendor market? Choose all that apply.

| | | |
|---|---|---|
| Proximity to home | Access to public transportation | Maximize sales |
| This is the only market option | I don't know | |
| Other (please explain) | | |

**4.** Did you choose this stall location? If so, please choose all that apply.

| | | | |
|---|---|---|---|
| This was my only choice | Affordability | Proximity to market entrance | Proximity to market restrooms |
| Proximity to certain vendors | Weather Protection | It was assigned to me | I don't Know |
| Other (please explain) | | | |

**5.** Do you have anything stored at this stall permanently?

| | |
|---|---|
| No | Don't Know |
| Yes (what do you store? Example: merchandise, wall systems, tables, etc.) | |

**6.** Do you have a preference for vending next to a specific vendor uses?

| | | |
|---|---|---|
| Yes | No | Don't Know |

**7.** If Yes to 6, which of the following uses do you prefer to sell next to?

| | | |
|---|---|---|
| Food | Home Appliances/ Furniture | Health/Beauty |
| Clothing/Shoes | Construction Tools | Other ____________ |

**8.** When do most people come to your stall?

| | | |
|---|---|---|
| Before 9am | 9am-12pm | 12pm-3pm |
| 3pm-6pm | After 6pm | |

**9.** How do you deliver the goods to your stall?

| |
|---|
| |

**10.** If you drive a vehicle to the Flea market, where do you park your car?

| |
|---|
| |

**11.** What is good about the Flea market facilities?

| |
|---|
| |

**12.** What is missing on the Flea market facilities?

| |
|---|
| |

**Social**

**13.** Do you socialize with your vendor peers at the Flea market? If No, Skip to 14.

| | | |
|---|---|---|
| Yes | No | Don't Know |

**14.** If Yes to 13, do you socialize with them outside of the Flea market?

| | | |
|---|---|---|
| Yes | No | Don't Know |

**15.** Do any of your family members sell at another stall at the Flea market?

| | | |
|---|---|---|
| Yes | No | Don't Know |

**16.** Do you feel safe at this vendor market?

| | | |
|---|---|---|
| Yes | No | Don't Know |

**17.** Do you know of any act of delinquency at the Flea market?

| | |
|---|---|
| No | I don't Know |
| Yes (briefly describe when and what the incident was) | |

**Institutional**

**18.** Do you need a permits to operate your business at this market? If No Skip to 22.

| | | |
|---|---|---|
| Yes | No | Don't Know |

**19.** If Yes to 18, do you have a permit?

| | | |
|---|---|---|
| Yes | No | Don't Know |

**20.** How long did it take you to get it?

| | | |
|---|---|---|
| < 1 month | 1-3 months | > 3 - 6 months |
| > 6 months – 1 year | > 1 year | |

**21.** How many times did you have to go to the city municipal office before you obtained the permit?

| | | | |
|---|---|---|---|
| 1 | 2 | 3 | >3 |

**22.** How would you describe the city of Brownsville's attitude towards the Flea market?

| | | | | |
|---|---|---|---|---|
| Hostile | Somewhat Hostile | Neutral | Somewhat Friendly | Friendly |

**23.** Have you ever had any trouble with police at the Flea market?

| | | |
|---|---|---|
| Yes | No | Don't Know |

**24.** Have you ever received a business loan to **starting** this business?

| | | |
|---|---|---|
| Yes | No | Don't Know |

**25.** If Yes to 24, whom did you receive this loan? Please state the name of the institution. Check all that apply.

| | | |
|---|---|---|
| Government Program_______ | Private Bank____________ | Non-Profit Organization ______________ |
| Family/Friend_______ | Don't Know | |

**26.** Have you ever received a business loan to **expand** this business?

| | | |
|---|---|---|
| Yes | No | Don't Know |

**27.** If Yes to 26, whom did receive this loan? Please state the name of the institution. Check all that apply.

| | | |
|---|---|---|
| Government Program_______ | Private Bank____________ | Non-Profit Organization ______________ |
| Family/Friend_______ | Don't Know | |

**28.** If you said "No" to 27 and 28, have you ever applied for a loan?

| | | |
|---|---|---|
| Yes, a start up loan | No, an expansion loan | Don't Know |

**29.** Do you know of existing community resources for improving your business?

| | | |
|---|---|---|
| Yes | No | Don't Know |

**30.** Are there any community resources you use or have used in the past?

| | | |
|---|---|---|
| Yes_________________ | No | Don't Know |

**Economic**

**31.** Are you the owner of this business? If Yes, Skip to 33.

| | | |
|---|---|---|
| Yes | No | Don't Know |

**32.** What is your relationship to the owner?

| | | |
|---|---|---|
| The owner is my spouse/partner | The owner is my parent | The owner is my aunt/uncle |
| The owner is my cousin | The owner is my neighbor | Other_________________ |

**33.** Is vending in the flea market your only sources of income? If Yes, Skip to 35.

| | | |
|---|---|---|
| Yes | No | Don't Know |

**34.** If No, what is your primary source?

| |
|---|
| |

**35.** What types of good and services do you vend? Check all that Apply.

| | | | |
|---|---|---|---|
| Food | Home Goods | Accessories (jewelry, purses, etc.) | Entertainment (music, DVDs, computers) |
| Clothing/Shoes | Construction Materials/supplies/ fixtures | Other ___________ | |

**36.** What day(s) of the week do you vend at this market? Check all that Apply.

| | | |
|---|---|---|
| Monday | Tuesday | Wednesday |
| Thursday | Friday | Saturday |
| Sunday | | |

**37.** On average, how many hours in a day are you vending at the Flea market?

| | | | |
|---|---|---|---|
| 0-3 | >3-6 | >6-9 | >9 |

**38.** What hours are you typically vending at the Flea market? Check all that Apply.

| | | |
|---|---|---|
| Antes de las 9a.m. | 9 a.m.-12 p.m. | 12:00p.m.-3:00p.m. |
| 3:00p.m.-6:00p.m. | Después de las 6:00pm | |

**39.** On average, how many weeks/ or weekends out of the month do you vend at the Flea market?

| | | | |
|---|---|---|---|
| 1 | 2 | 3 | 4 |

**40.** How many months out of the year do you vend at the Flea market?

| | | | | | |
|---|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 | 6 |
| 7 | 8 | 9 | 10 | 11 | 12 |

**41.** During which of the following seasons do you vend at the Flea market? Check all that Apply.

| | | | |
|---|---|---|---|
| Spring | Summer | Fall | Winter |

**42.** How long have you been operating your business at the Flea market?

| | | | |
|---|---|---|---|
| 0-3 months | 4-6 months | 6-12 months | 1-2 years |
| 2-5 years | 5-10 years | > 10 years | |

**43.** What is your daily rental fee for this stall?

| | | |
|---|---|---|
| <$10 | $11-$20 | $21-$30 |
| $31-$40 | $41-$50 | >$50 |

**44.** On average, what is your weekly profit at the Flea market?

| | | |
|---|---|---|
| 0-$200 | $201-$400 | $401-$600 |
| $601-$800 | $801-$1,000 | > $1,000 |

**45.** Do you have a contract (lease) for this stall?

| | | |
|---|---|---|
| Yes | No, go to #47 | Don't Know |

**46.** If you have a contract (lease), how long is the lease for?

| | | |
|---|---|---|
| Weekly (#_____ ) | Monthly (#_____ ) | Yearly (#_____ ) |

**47.** Do you vend at other vendor markets?

| | | |
|---|---|---|
| Yes | No | Don't Know |

**48.** If Yes to 48, Where and Why?

| |
|---|
| |

**<u>General/Demographic</u>**

**49.** Age

| | | |
|---|---|---|
| 18-29 | 30-39 | 40-49 |
| 50-59 | >60 | |

**50.** Gender

| | | |
|---|---|---|
| Male | Female | Other |

**51.** Marital Status

| | | |
|---|---|---|
| Single | Married | Common Law |
| Divorced | Widowed | Other |

**52.** Race/Ethnicity

| | | |
|---|---|---|
| White only | Hispanic/ Latino Origin | Asian |
| Black | Other_______ | Unknown |

**53.** What is your city and country of origin

| |
|---|
| |

**54.** Educational Level

| | | |
|---|---|---|
| <6th grade | High School | College |
| Graduate or Professional Degree | Unknown | |

**55.** Including yourself, how many members of your family live in your home?

| | | | | | |
|---|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 | >5 |

**56.** Yearly Household Income

| | | |
|---|---|---|
| <$12,000 | $12,001-$16,000 | $16,001-$20,000 |
| $21,001-$24,000 | $24,001-$28,000 | $28,001-$32,000 |
| $32,001-$36,000 | $36,001-$40,000 | >$40,000 |

**57.** Any other comments

## APPENDIX 4

## SPANISH MARKET VENDOR QUESTIONNAIRE

*Cuestionario al Vendedor del Mercado* (su participación es **voluntaria** y sus respuestas permanecerán **anónimas**)

**Físico**

**1.** ¿En qué ciudad vive actualmente?

| |
|---|
| |

**2**. ¿En qué barrio reside actualmente? Cual es su código postal?

| |
|---|
| |

**3.** ¿Por qué elegiste vender en este mercado proveedor en particular ? Elija todo lo que aplique.

| | | |
|---|---|---|
| La proximidad a casa | el acceso al transporte público | maximizar ventas |
| Esta es la única opción de mercado | No sé | |
| Otro (por favor explique en este espacio) | | |

**4.** Usted eligió esta ubicación de su puesto? Si es así, por favor elija todos los que aplique.

| | | | |
|---|---|---|---|
| Esta fue mi única opción | Asequibilidad | proximidad a la entrada del mercado | proximidad a los baños del mercado |
| proximidad a ciertos proveedores | Protección del clima | Se me asigno | No sé |
| Otro (por favor explique en este espacio) | | | |

**5.** ¿Tiene algo almacenado en este puesto de forma permanente?

| | |
|---|---|
| No | No lo sé |
| Si (que es almacena? Por ejemplo paredes, mesas, muebles, etc.) | |

**6.** ¿Tiene preferencia por estar vendiendo al lado del un proveedor específico?

| | | |
|---|---|---|
| Sí | No | No lo sé |

**7.** Si Respondió "Si" al 6, ¿con cuál de los siguientes usos prefiere vender al lado?

| | | | |
|---|---|---|---|
| Alimentos | Electrodomésticos / Muebles | Salud / Belleza | Herramientas |
| Ropa / Zapatos | Herramienta de construcción | Otros ____________ | |

**8.** ¿Cuándo viene la mayoría de la gente a su puesto?

| | | |
|---|---|---|
| Antes de las 9a.m. | 9 a.m.-12 p.m. | 12:00p.m.-3:00p.m. |
| 3:00p.m.-6:00p.m. | Después de las 6:00pm | |

**9.** ¿Cómo se entrega la mercancía a su puesto ?

| |
|---|
| |

**10.** Si usted conduce un vehículo a la Pulga, ¿dónde estaciona el coche ?

| |
|---|
| |

**11.** ¿Que es la mejor parte de la instalaciones de la Pulga ?

| |
|---|
| |

**12.** ¿Que falta en la instalaciones de la Pulga ?

| |
|---|
| |

**Social**

**13.** ¿Socializa con sus compañeros de proveedores en la Pulga? Si no, pase a 15.

| | | |
|---|---|---|
| Sí | No | No lo sé |

**14**. Si Respondió "Si" a 13, usted socializa con ellos fuera de la Pulga ?

| | | |
|---|---|---|
| Sí | No | No lo sé |

**15.** ¿Alguno de los miembros de su familia tienen otro puesto en la Pulga?

| | | |
|---|---|---|
| Sí | No | No lo sé |

**16.** ¿Se siente seguro en este mercado proveedor?

| | | |
|---|---|---|
| Sí | No | No lo sé |

**17.** ¿Sabe de algún acto de delincuencia en la Pulga?

| | |
|---|---|
| No | No lo sé |
| Sí (por favor describa que y cuando fue el incidente) | |

**Institucional**

**18.** ¿Es necesario tener un permiso para operar su negocio en este mercado? Si no, pase a 22.

| | | |
|---|---|---|
| Sí | No | No lo sé |

**19.** Si Respondió "Si" a 18 , ¿tiene usted un permiso?

| | | |
|---|---|---|
| Sí | No | No lo sé |

**20.** ¿Cuánto tiempo tardo en conseguirlo?

| | | |
|---|---|---|
| < Mes | 1-3 meses | > 3 - 6 meses |
| > 6 meses - 1 año | > 1 año | |

**21.** ¿Cuántas veces ha tenido que ir a la oficina municipal de la ciudad antes de obtener el permiso?

| | | | |
|---|---|---|---|
| 1 | 2 | 3 | >3 |

**22.** ¿Cómo describiría la actitud de la ciudad de Brownsville hacia la Pulga?

| | | | | |
|---|---|---|---|---|
| Agresiva | Algo Agresiva | Neutral | Algo Amistoso | Amistoso |

**23.** ¿Alguna vez ha tenido problemas con la policía en la Pulga?

| | | |
|---|---|---|
| Sí | No | No lo sé |

**24.** ¿A usted recibido cualquier préstamo para **iniciar** este negocio?

| | | |
|---|---|---|
| Sí | No | No lo sé |

**25.** Si Respondió "Si" al 24 , de quien recibió usted este préstamo? Indique el nombre y todos lo que apliquen.

| | | |
|---|---|---|
| Programa de Gobierno ________ | Banco Privado_____________ | Organización sin fines de lucro _______________ |

| | | |
|---|---|---|
| Familia / Amigo _______ | No lo sé | |

**26.** ¿ Alguna vez ha recibido un préstamo para **expandir** este negocio?

| | | |
|---|---|---|
| Sí | No | No lo sé |

**27.** Si Respondió "Si" al 26, de quien recibió este préstamo? Indique el nombre y todos lo que apliquen.

| | | |
|---|---|---|
| Programa de Gobierno _______ | Banco Privado____________ | Organización sin fines de lucro ______________ |
| Familia / Amigo _______ | No lo sé | |

**28.** Si Respondió "No" al 24 o 26, ha usted solicitado algún préstamo?

| | | |
|---|---|---|
| Si, para **iniciar** mi negocio | Si, para **expandir** mi negocio | No lo sé |

**29.** ¿Sabe usted de recursos comunitarios existentes para mejorar de su negocio?

| | | |
|---|---|---|
| Sí | No | No lo sé |

**30.** ¿Hay recursos de la comunidad que usa o ha usado en el pasado?

| | | |
|---|---|---|
| Sí _________________ | No | No lo sé |

**<u>Económico</u>**

**31.** ¿Es usted el propietario de este negocio ? En caso afirmativo , pase a 33.

| | | |
|---|---|---|
| Sí | No | No lo sé |

**32.** ¿Cuál es su relación con el propietario?

| | | |
|---|---|---|
| El propietario es mi cónyuge / pareja | El propietario es mi padre | El propietario es mi tía / tío |
| El propietario es mi primo | El propietario es mi vecino | Otro_________________ |

**33.** ¿Las ganancias por vender en este mercado son sus únicas fuentes de ingresos? Si Responde "Si", Saltar a 5.

| | | |
|---|---|---|
| Sí | No | No lo sé |

**34.** Si Responde "No", ¿cuál es su fuente principal de ingresos ?

| |
|---|
| |

**35.** ¿Qué tipos de bienes y servicios es lo que vende ? Marque todas las que apliquen.

| | | | |
|---|---|---|---|
| Alimentos | Productos Domésticos | Accesorios de belleza (bolsas, joyería, etc.) | Entretenimiento (música, DVDs, computadoras) |
| Ropa / Zapatos | Materiales/ productos de construcción/ ferretería | Otros ___________ | |

**36.** ¿Qué día(s) de la semana vende usted en este mercado? Marque todos los que apliquen.

| | | | |
|---|---|---|---|
| Lunes | Martes | Miércoles | Jueves |
| Viernes | Sábado | Domingo | |

**37.** En promedio, cuantas horas al día esta en su puesto en la Pulga?

| | | | |
|---|---|---|---|
| 0-3 | >3-6 | >6-9 | >9 |

**38.** Cuales horas esta en su puesto en la Pulga? (marque todos lo que aplique)

| | | |
|---|---|---|
| Antes de las 9a.m. | 9 a.m.-12 p.m. | 12:00p.m.-3:00p.m. |
| 3:00p.m.-6:00p.m. | Después de las 6:00pm | |

**39.** En promedio, ¿cuántas semanas / o fines de semana de cada mes vende usted en este mercado?

| | | | |
|---|---|---|---|
| 1 | 2 | 3 | 4 |

**40.** ¿Cuántos meses al año vende usted en este mercado?

| | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |

**41.** Durante cuál(es) de las siguientes temporadas vende usted en este mercado? (marque todos lo que aplique)

| | | | |
|---|---|---|---|
| Primavera | Verano | Otoño | Invierno |

**42.** ¿Cuánto tiempo ha estado operando su negocio en este mercado?

| | | | |
|---|---|---|---|
| 0-3 meses | 4-6 meses | 6-12 meses | 1-2 años |
| 2-5 años | 5-10 años | > 10 años | |

**43**. ¿Cuál es su tarifa diaria para alquiler este puesto?

| | | |
|---|---|---|
| < $ 10 | $ 11- $ 20 | $ 21- $ 30 |
| $ 31- $ 40 | $ 41- $ 50 | >$ 50 |

**44.** En promedio , ¿cuál es su ganancia semanal en la Pulga?

| | | |
|---|---|---|
| 0- $ 200 | $ 201- $ 400 | $ 401- $ 600 |
| $ 601- $ 800 | $ 801- $ 1,000 | > $1,000 |

**45.** Tiene usted un contrato para rentar su puesto?

| | | |
|---|---|---|
| Sí | No, sigua al #16 | No lo sé |

**46.** Si tiene un contrato, de cuento tiempo es?

| | | |
|---|---|---|
| Semanal (#_____ ) | Mensuario (#_____ ) | Anual(#_____ ) |

**47.** ¿Vende usted en otros mercados de proveedores?

| | | |
|---|---|---|
| Sí | No | No lo sé |

**48.** Si Responde "Si" al 13, Dónde mas vende y por qué?

| |
|---|
| |

**General / Demografía**

**49.** Edad

| | | | | |
|---|---|---|---|---|
| 18-29 | 30-39 | 40-49 | 50-59 | > 60 |

**50**. Género

| | | |
|---|---|---|
| Masculino | Femenino | Otro |

**51.** Estado Civil

| | | |
|---|---|---|
| Soltero(a) | Unión Libre | Casado |
| Divorciado | Viudo | Otro |

**52.** Raza / Etnia

| | | |
|---|---|---|
| Solo Blanca | Hispano / Latino Origen | Asiático |
| Negro | Otro _______ | Desconocido |

**53.** ¿Cuál es tu ciudad y país de origen

| |
|---|
| |

**54.** Nivel Educativo

| | | |
|---|---|---|
| < Sexto grado | Preparatoria | Universidad |
| Licenciado o Título Profesional | Desconocido | |

**55.** ¿Incluyendo a usted, cuantos miembros de su familia viven en su hogar?

| | | | | | |
|---|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 | >5 |

**56.** Ingreso Familiar Anual

| | | |
|---|---|---|
| <$12,000 | $12,001-$16,000 | $16,001-$20,000 |
| $21,001-$24,000 | $24,001-$28,000 | $28,001-$32,000 |
| $32,001-$36,000 | $36,001-$40,000 | >$40,000 |

**57.** Cualquier otro comentario

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## APPENDIX 5

## ENGLISH MARKET CONSUMER QUESTIONNAIRE

*Flea market Consumer Questionnaire* (your participation is **voluntary** and your responses will remain **anonymous**)

**Physical**

**1.** What city do you currently reside in?

______________________________________________

**2.** What neighborhood do you currently reside in?(Zip code)

______________________________________________

**3.** Why did you choose to shop at this particular vendor flea market? Chose all that apply.

| | | |
|---|---|---|
| Proximity to home | Access to public transportation | Low prices |
| This is the only flea market option | Other____________ | I don't know |

**4.** How did you arrive to this flea market today?

| | | | |
|---|---|---|---|
| I drove my personal vehicle | I took public transportation | I rode a bicycle | I walked |
| I got a ride from a friend | Other____________ | | |

**5.** What is good about this flea market facility?

| |
|---|
| |

**6.** What is missing on this flea market facility?

| |
|---|
| |

**Social**

**7.** What is the purpose of your visit to the flea market today? Please choose all that apply.

| | |
|---|---|
| I'm here to shop for a specific thing/item. | I'm here to look but do not have anything specific that I need to buy. |
| I'm here to eat. | Other_________ |

**8.** With how many people did you come to the flea market today?

| | |
|---|---|
| I came alone. | #_______ |

**9.** What is your relationship to those that accompanied you to the flea market today? Please choose all that apply.

| | | |
|---|---|---|
| They are my spouse/partner | They are my children | They are my extended family |
| They are my friends | Other__________ | |

**10.** Are you friends with any flea market vendor at this flea market?

| | | |
|---|---|---|
| Yes | No | Don't Know |

**11.** If Yes to 4, do you socialize with your flea market vendor friends outside of this flea market?

| | | |
|---|---|---|
| Yes | No | Don't Know |

**12.** Do any of your family members sell at this vendor flea market?

| | | |
|---|---|---|
| Yes | No | Don't Know |

**13.** Do you feel safe at this vendor flea market?

| | | |
|---|---|---|
| Yes | No | Don't Know |

**14.** Do you know of any robbery incident at this flea market?

| | |
|---|---|
| No | Yes, in the last week |
| Yes, in the last month | Yes, in the last year or before |

**15.** How did you learn about this vendor flea market?

| | | |
|---|---|---|
| TV advertisement | Radio advertisement | Billboard advertisement |
| Friends/Family | Other________________ | |

**Economic**

**16.** What types of good and services did you come for today? Check all that Apply.

| | | |
|---|---|---|
| Food | Home Appliances/ Furniture | Health/Beauty |
| Clothing/Shoes | Construction Tools | Other ___________ |

**17.** On average, what days of the week do you come to this vendor flea market?

| | | |
|---|---|---|
| Monday | Tuesday | Wednesday |
| Thursday | Friday | Saturday |
| Sunday | | |

**18.** On average, how many weeks/ or weekends out of the month do you come to this vendor flea market?

| | | | |
|---|---|---|---|
| 1 | 2 | 3 | 4 |

**19.** How many months out of the year do you come to this vendor flea market?

| | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |

**20.** During which of the following seasons do you come to this vendor flea market?

| | | | |
|---|---|---|---|
| Spring | Summer | Fall | Winter |

**21.** How long have you been coming to this vendor flea market?

| | | | |
|---|---|---|---|
| 0-3 months | 4-6 months | 6-12 months | 1-2 years |
| 2-5 years | 5-10 years | > 10 years | |

**22.** On average, what is your weekly spending at this flea market?

| | | |
|---|---|---|
| 0-$100 | $101-$200 | $201-$300 |
| $301-$400 | >$400 | |

**General/Demographic**

**23.** Age

| | | | | |
|---|---|---|---|---|
| 18-29 | 30-39 | 40-49 | 50-59 | >60 |

**24.** Gender

| | | |
|---|---|---|
| Male | Female | Unknown |

**25.** Marital Status

| | | |
|---|---|---|
| Single | Married | Common Law |
| Divorced | Widowed | |

**26.** Race/Ethnicity

| | | |
|---|---|---|
| White only | Hispanic/ Latino Origin | Asian |
| Black | Other | Unknown |

**27.** What is your city and country of origin

| |
|---|
| |

**28.** Educational Level

| | | |
|---|---|---|
| <6th grade | High School | College |
| Graduate or Professional Degree | Unknown | |

**29.** Yearly Household Income

| | | |
|---|---|---|
| <$12,000 | $12,001-$16,000 | $16,001-$20,000 |
| $21,001-$24,000 | $24,001-$28,000 | $28,001-$32,000 |
| $32,001-$36,000 | $36,001-$40,000 | >$40,000 |

**30.** Any other comments

# APPENDIX 6

## SPANISH MARKET CONSUMER QUESTIONNAIRE

Cuestionario del Consumidor en el Mercado (su participación es **voluntaria** y sus respuestas permanecerán **anónimas**)

**Físico**

1. ¿En qué ciudad vive actualmente?

_______________________________________________

2. ¿En qué barrio reside actualmente? (Zip code)

_______________________________________________

3. ¿Por qué elegiste venir en esta Pulga proveedor en particular? Elija todo lo que aplique.

| | | |
|---|---|---|
| La proximidad a casa | el acceso al transporte público | Precios bajos |
| Esta es la única opción de mercado | Otro ___________ | No sé |

4. ¿Cómo llegó a esta Pulga hoy?

| | | |
|---|---|---|
| Conduje mi vehículo personal | Tomé transporte público | En mi bicicleta |
| Caminé | Me trajo un amigo | Otro____________ |

5. Lo que es bueno acerca de estas instalaciones de la Pulgas ?

| |
|---|
| |

6. Lo que falta en estas instalaciones de la Pulgas ?

| |
|---|
| |

**Social**

7. ¿Cuál es el propósito de su visita la a Pulga el día de hoy? Por favor seleccione todo lo que corresponda?

| | |
|---|---|
| Estoy aquí para comprar una cosa / artículo específico. | Yo estoy aquí para mirar, pero no tengo nada específico que tengo que comprar . |
| Yo estoy aquí para comer. | Otro_________ |

8. ¿Con cuántas personas has venido la a Pulga hoy en día?

| | |
|---|---|
| Vine solo. | #_______ |

9. ¿Cuál es su relación con los que lo acompañan hoy a esta Pulga? Por favor seleccione todo lo que corresponda .

| | | |
|---|---|---|
| Son mi cónyuge / pareja | Son mis hijos | Son mi familia extendida |
| Son mis amigos | Otro_________________ | |

10. ¿Es usted amigo de cualquier vendedor esta Pulga?

| | | |
|---|---|---|
| Sí | No | No lo sé |

11. Si Responde “Si”al 10, socializa con sus amigos proveedores del mercado afuera de esta Pulga?

| | | |
|---|---|---|
| Sí | No | No lo sé |

12. ¿Alguno de los miembros de su familia vende en esta Pulga proveedor?

| | | |
|---|---|---|
| Sí | No | No lo sé |

13. ¿Se siente seguro en esta Pulga proveedor?

| | | |
|---|---|---|
| Sí | No | No lo sé |

14. ¿Conoce usted de cualquier incidente de robo en esta Pulga?

| | |
|---|---|
| No | Sí, en la última semana |

| | |
|---|---|
| Sí , en el último mes | Sí , en el último año o antes |

15. ¿Cómo se enteró acerca de esta Pulga proveedor?

| | | |
|---|---|---|
| Anuncio de televisión | Anuncio en el radio | Anuncio de la cartelera |
| Amigos / Familia | Otro________________ | |

**Económico**

16. ¿Qué tipos de bienes y servicios viniste hoy? Marque todas las que apliquen.

| | | | |
|---|---|---|---|
| Alimentos | Electrodomésticos / Muebles | Salud / Belleza | Herramientas |
| Ropa / Zapatos | Herramienta de construcción | Otros ___________ | |

17. En promedio, ¿qué día(s) de la semana viene usted a esta Pulga proveedor? Marque todos los que apliquen.

| | | | |
|---|---|---|---|
| Lunes | Martes | Miércoles | Jueves |
| Viernes | Sábado | Domingo | |

18. En promedio, ¿cuántas semanas / o fines de semana de cada mes viene usted en esta Pulga?

| | | | |
|---|---|---|---|
| 1 | 2 | 3 | 4 |

19. ¿Cuántos meses al año viene usted a esta Pulga?

| | | | | | |
|---|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 | 6 |
| 7 | 8 | 9 | 10 | 11 | 12 |

20. Durante cuál(es) de las siguientes temporadas viene usted a esta Pulga?

| | | | |
|---|---|---|---|
| Primavera | Verano | Otoño | Invierno |

21. ¿Cuánto tiempo ha estado a estado viniendo a esta Pulga?

| | | | |
|---|---|---|---|
| 0-3 meses | 4-6 meses | 6-12 meses | 1-2 años |
| 2-5 años | 5-10 años | > 10 años | |

22. En promedio, ¿cuál es su gasto semanal en esta Pulga?

| | | |
|---|---|---|
| 0-$100 | $101-$200 | $201-$300 |
| $301-$400 | >$400 | |

**General / Demografía**

23. Edad

| | | |
|---|---|---|
| 18-29 | 30-39 | 40-49 |
| 50-59 | > 60 | |

24. Género

| | | |
|---|---|---|
| Masculino | Femenino | Desconocido |

25. Estado Civil

| | | |
|---|---|---|
| Soltero(a) | Unión Libre | Casado |
| Divorciado | Viudo | |

26. Raza / Etnia

| | | |
|---|---|---|
| Solo Blanca | Hispano / Latino Origen | Asiático |
| Negro | Otro _______ | Desconocido |

27. ¿Cuál es tu ciudad y país de origen

| |
|---|
| |

28. Nivel Educativo

| | | |
|---|---|---|
| < Sexto grado | Preparatoria | Universidad |
| Licenciado o Título Profesional | Desconocido | |

29. Ingreso Familiar Anual

| | | |
|---|---|---|
| <$12,000 | $12,001-$16,000 | $16,001-$20,000 |
| $21,001-$24,000 | $24,001-$28,000 | $28,001-$32,000 |
| $32,001-$36,000 | $36,001-$40,000 | >$40,000 |

30. Cualquier otro comentario

APPENDIX 7

ENGLISH MARKET MANAGEMENT INTERVIEW GUIDE

## *Interview Guide – Vendor Market Management*

1. How long has this market been in operation?

2. Discuss the organization and role of the market management.

3. What types of resources are available through the market management for vendors?

4. Is there on the ground monitoring or surveillance for any violations?

5. What is the maximum number of vendors allowed at this market in a regular day?

6. On a typical day, what is the average number of vendors at this market?

7. Do vendors have registration requirements? If so, what requirements are set for vendors? Which type of vendors fall under these requirements?

8. Has this market had any building or infrastructure improvements in the last 5 years?

9. When was the last improvement project? What was the purpose of the improvement?

10. Do you have any future plans for construction improvements or expansion?

APPENDIX 8

SPANISH MARKET MANAGEMENT INTERVIEW GUIDE

*Guía de Entrevista – Administradores del Mercado*

1. ¿Cuánto tiempo ha estado este mercado en funcionamiento?

2. Por favor discuta la organización y las obligaciones de la administración del mercado.

3. ¿Qué tipos de recursos están disponibles a través de la administración del mercado para los vendedores ?

4. ¿Existe monitoreo de el mercado o vigilancia de cualquier violaciones?

5. ¿Cuál es el número máximo de proveedores permitido en este mercado en un día típico?

6. En un día típico, ¿cuál es el promedio de vendedores en este mercado?

7. ¿Tienen requisitos de registro los vendedores en el mercado? Si es así , ¿qué requisitos se establecen para los vendedores ? ¿Qué tipo de vendedores caen bajo estos requisitos?

8. ¿Este mercado a tenido algún proyecto de construcción/remodelación o de infraestructura mercado en los últimos 5 años ?

9. ¿Cuándo fue el último proyecto de construcción/remodelación o infraestructura ? ¿Cuál fue el propósito del proyecto?

10. ¿Tienen planes futuros para proyecto de construcción/remodelación o infraestructura?

## APPENDIX 9

## ENGLISH CITY PLANNING DEPARTMENT INTERVIEW GUIDE

### *Interview Guide – City Planning Department/Government Official*

1. Discuss the city planning department's relationship to the vendor market.

2. What types of resources are available through the city for market management?

3. What types of resources are available through the city for market vendors?

4. Are there regulatory provisions (or fees) for operating an unregistered business at the market?

5. Other comments.

APPENDIX 10

SPANISH CITY PLANNING DEPARTMENT INTERVIEW GUIDE

*Guía de Entrevista - Departamento de Planificación de la Ciudad / Oficial del Gobierno*

1. Favor de discutir la relación del departamento de planificación de la ciudad con el mercado de proveedores.

2. ¿Qué tipos de recursos están disponibles a través de la ciudad para los administradores del mercado?

3. ¿Qué tipos de recursos están disponibles a través de la ciudad para los vendedores del mercado?

4. ¿Existen disposiciones reglamentarias (o infracciones) por operar un negocio en le mercado no registrado?

5. Otros comentarios.

APPENDIX 11

ENGLISH FOCUS GROUP GUIDE

# *Focus Group Guide*

1. FROM YOUR PERSPECTIVE, how do you think markets are relevant to the loca economy?

2. FROM YOUR EXPERIENCE, what are the obstacles for vendors/customers at the markets?

3. IN YOUR VIEW, what resource opportunities do we have locally to improve small businesses?

4. FROM YOUR EXPERIENCE, What do you think the city can do for to improve small businesses and the market places? PLEASE, answer the question for each of these:
   - Economics
   - Mobility
   - Public Health
   - Safety
   - Other

APPENDIX 12

SPANISH FOCUS GROUP GUIDE

*Guia de Grupo de Enfoque*

1. EN SU OPINION, Como son relevantes los mercados a la economia local?

2. EN SU EXPERIENCIA, cuales son algunos obstaculos para vendores/comerciantes en los mercados?

3. EN SU OPINION, cuales recursos hay localmente para apoyar los mercados?

4. EN SU EXPERIENCIA, Que piede hacer la ciudad para major los negocios pequenos y los mercados? POR FAVOR, responda enfocado en los siguientes temas:
   • Economia
   • Mobilidad
   • Salud Publica
   • Seguridad
   • Otro

# APPENDIX 13

# VENDOR SURVEY SUMMARY TABLE

**Vendors Suvey Summary Statistics**

| | | San Diego, California | | Brownsville, Texas | | Los Angeles, California | | Houston, Texas | | Four Case Studies | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Total | Percentage | Total | Percentage | Total | Percentage | Total | Percentage | Total | Percentage |
| Language Choice for Survey | English | 9 | 31.0% | 11 | 36.7% | 10 | 31.3% | 7 | 24.1% | 37 | 30.8% |
| | Spanish | 20 | 69.0% | 19 | 63.3% | 22 | 68.8% | 22 | 75.9% | 83 | 69.2% |
| | **TOTAL** | 29 | 100.0% | 30 | 100.0% | 32 | 100.0% | 29 | 100.0% | 120 | 100% |
| City of Residence | Same city as market location | 5 | 17.2% | 19 | 63.3% | 0 | 0.0% | 26 | 89.7% | 50 | 41.7% |
| | Different city than market location | 21 | 72.4% | 6 | 20.0% | 32 | 100.0% | 3 | 10.3% | 62 | 51.7% |
| | Different country | 3 | 10.3% | 5 | 16.7% | 0 | 0.0% | | 0.0% | 8 | 6.7% |
| | **TOTAL** | 29 | 100.0% | 30 | 100.0% | 32 | 100.0% | 29 | 100.0% | 120 | 100.0% |
| Do you socialize with vendors at the market | Yes | 20 | 69.0% | 26 | 89.7% | 30 | 93.8% | 24 | 85.7% | 100 | 84.7% |
| | No | 9 | 31.0% | 3 | 10.3% | 2 | 6.3% | 4 | 14.3% | 18 | 15.3% |
| | **TOTAL** | 29 | 100.0% | 29 | 100.0% | 32 | 100.0% | 28 | 100.0% | 118 | 100.0% |
| Does anyone in your family also sell at the market | Yes | 4 | 14.8% | 13 | 43.3% | 8 | 25.0% | 10 | 35.7% | 35 | 29.9% |
| | No | 23 | 85.2% | 17 | 56.7% | 24 | 75.0% | 18 | 64.3% | 82 | 70.1% |
| | **TOTAL** | 27 | 100.0% | 30 | 100.0% | 32 | 100.0% | 28 | 100.0% | 117 | 100.0% |
| Do you feel safe at the market | Yes | 26 | 89.7% | 27 | 90.0% | 28 | 87.5% | 20 | 71.4% | 101 | 84.9% |
| | No | 3 | 10.3% | 1 | 3.3% | 4 | 12.5% | 8 | 28.6% | 16 | 13.4% |
| | I don't Know | | | 2 | 6.7% | | | | | 2 | 1.7% |
| | **TOTAL** | 29 | 100.0% | 30 | 100.0% | 32 | 100.0% | 28 | 100.0% | 119 | 100.0% |
| Is this your only source of income | Yes | 16 | 55.2% | 17 | 56.7% | 23 | 71.9% | 17 | 58.6% | 73 | 60.8% |
| | No | 13 | 44.8% | 13 | 43.3% | 9 | 28.1% | 12 | 41.4% | 47 | 39.2% |
| | **TOTAL** | 29 | 100.0% | 30 | 100.0% | 32 | 100.0% | 29 | 100.0% | 120 | 100.0% |
| How long have you been selling at this market | Less than 12 months | 7 | 26.9% | 6 | 20.7% | 9 | 29.0% | 3 | 10.3% | 25 | 21.7% |
| | 12 months to 23 months | 2 | 7.7% | 4 | 13.8% | 4 | 12.9% | 6 | 20.7% | 15 | 13.0% |
| | Two to Five years | 7 | 26.9% | 7 | 24.1% | 5 | 16.1% | 6 | 20.7% | 32 | 27.8% |
| | Over five years to Ten years | 2 | 7.7% | 5 | 17.2% | 2 | 6.5% | 9 | 31.0% | 18 | 15.7% |
| | More than Ten years | 8 | 30.8% | 7 | 24.1% | 11 | 35.5% | 5 | 17.2% | 25 | 21.7% |
| | **TOTAL** | 26 | 100.0% | 29 | 100.0% | 31 | 100.0% | 29 | 100.0% | 115 | 100.0% |
| Weekly sales at market | $0-$200 | 11 | 57.9% | 11 | 45.8% | 10 | 50.0% | 3 | 14.3% | 36 | 43.4% |
| | $201-$400 | 4 | 21.1% | 9 | 37.5% | 2 | 10.0% | 4 | 19.0% | 18 | 21.7% |
| | $401-$600 | 1 | 5.3% | | | 2 | 10.0% | 10 | 47.6% | 12 | 14.5% |
| | $601-$800 | | | 1 | 4.2% | | | | | 1 | 1.2% |
| | $801-$1,000 | 2 | 10.5% | 1 | 4.2% | 2 | 10.0% | 1 | 4.8% | 5 | 6.0% |
| | >$1000 | 1 | 5.3% | 2 | 8.3% | 4 | 20.0% | 3 | 14.3% | 11 | 13.3% |
| | **TOTAL** | 19 | 100.0% | 24 | 100.0% | 20 | 100.0% | 21 | 100.0% | 83 | 100.0% |
| Age | 18-29 | 8 | 33.3% | 10 | 34.5% | 7 | 21.9% | 11 | 37.9% | 36 | 30.5% |
| | 30-39 | 5 | 20.8% | 4 | 13.8% | 9 | 28.1% | 5 | 17.2% | 23 | 19.5% |
| | 40-49 | 5 | 20.8% | 9 | 31.0% | 7 | 21.9% | 7 | 24.1% | 28 | 23.7% |
| | 50-59 | 6 | 25.0% | 6 | 20.7% | 6 | 18.8% | 4 | 13.8% | 22 | 18.6% |
| | >60 | | | | | 3 | 9.4% | 2 | 6.9% | 9 | 7.6% |
| | **TOTAL** | 24 | 100.0% | 29 | 100.0% | 32 | 100.0% | 29 | 100.0% | 118 | 100.0% |
| Gender | Male | 14 | 48.3% | 11 | 36.7% | 17 | 53.1% | 12 | 41.4% | 54 | 45.0% |
| | Female | 15 | 51.7% | 19 | 63.3% | 15 | 46.9% | 17 | 58.6% | 66 | 55.0% |
| | **TOTAL** | 29 | 100.0% | 30 | 100.0% | 32 | 100.0% | 29 | 100.0% | 120 | 100.0% |
| Race/Ethnicity | Hispanic/Latin Origin | 28 | 96.6% | 29 | 96.7% | 28 | 87.5% | 28 | 96.6% | 113 | 94.2% |
| | Other | 1 | 3.4% | 1 | 3.3% | 4 | 12.5% | 1 | 3.4% | 7 | 5.8% |
| | **TOTAL** | 29 | 100.0% | 30 | 100.0% | 32 | 100.0% | 29 | 100.0% | 120 | 100.0% |
| Country of Origin | Mexico | 18 | 64.3% | 18 | 60.0% | 19 | 59.4% | 11 | 52.4% | 74 | 62.2% |
| | Latin America (not Mexico) | 1 | 3.6% | 1 | 3.3% | 4 | 12.5% | 4 | 19.0% | 10 | 8.4% |
| | United States | 9 | 32.1% | 11 | 36.7% | 7 | 21.9% | 6 | 28.6% | 33 | 27.7% |
| | Other | | | | | 2 | 6.3% | | | 2 | 1.7% |
| | **TOTAL** | 28 | 100.0% | 30 | 100.0% | 32 | 100.0% | 21 | 100.0% | 119 | 100.0% |
| Educational Level | < 6th Grade | 6 | 22.2% | 8 | 28.6% | 9 | 28.1% | 3 | 10.3% | 26 | 22.2% |
| | Middle School | 1 | 3.7% | 1 | 3.6% | 3 | 9.4% | 6 | 20.7% | 11 | 9.4% |
| | High School | 11 | 40.7% | 9 | 32.1% | 11 | 34.4% | 11 | 37.9% | 42 | 35.9% |
| | College | 8 | 29.6% | 9 | 32.1% | 9 | 28.1% | 7 | 24.1% | 33 | 28.2% |
| | Graduate/ Professional Degree | 1 | 3.7% | 1 | 3.6% | | | 2 | 6.9% | 5 | 4.3% |
| | **TOTAL** | 27 | 100.0% | 28 | 100.0% | 32 | 100.0% | 29 | 100.0% | 117 | 100.0% |
| Per Capita Income | <$12,000 | 5 | 27.8% | 6 | 35.3% | 5 | 23.8% | 1 | 5.9% | 17 | 23.3% |
| | $12,001-$16,000 | 2 | 11.1% | 4 | 23.5% | 4 | 19.0% | 5 | 29.4% | 15 | 20.5% |
| | $16,001-$20,000 | 2 | 11.1% | 1 | 5.9% | 2 | 9.5% | 2 | 11.8% | 7 | 9.6% |
| | $20,001-$24,000 | 4 | 22.2% | 1 | 5.9% | 2 | 9.5% | 0 | 0.0% | 7 | 9.6% |
| | $24,001-$28,000 | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 3 | 17.6% | 3 | 4.1% |
| | $28,001-$32,000 | 2 | 11.1% | 0 | 0.0% | 2 | 9.5% | 2 | 11.8% | 6 | 8.2% |
| | $32,001-$36,000 | 0 | 0.0% | 0 | 0.0% | 1 | 4.8% | 1 | 5.9% | 2 | 2.7% |
| | $36,001-$40,000 | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| | >$40,000 | 3 | 16.7% | 5 | 29.4% | 5 | 23.8% | 3 | 17.6% | 16 | 21.9% |
| | **TOTAL** | 18 | 100.0% | 17 | 100.0% | 21 | 100.0% | 17 | 100.0% | 73 | 100.0% |

# APPENDIX 14

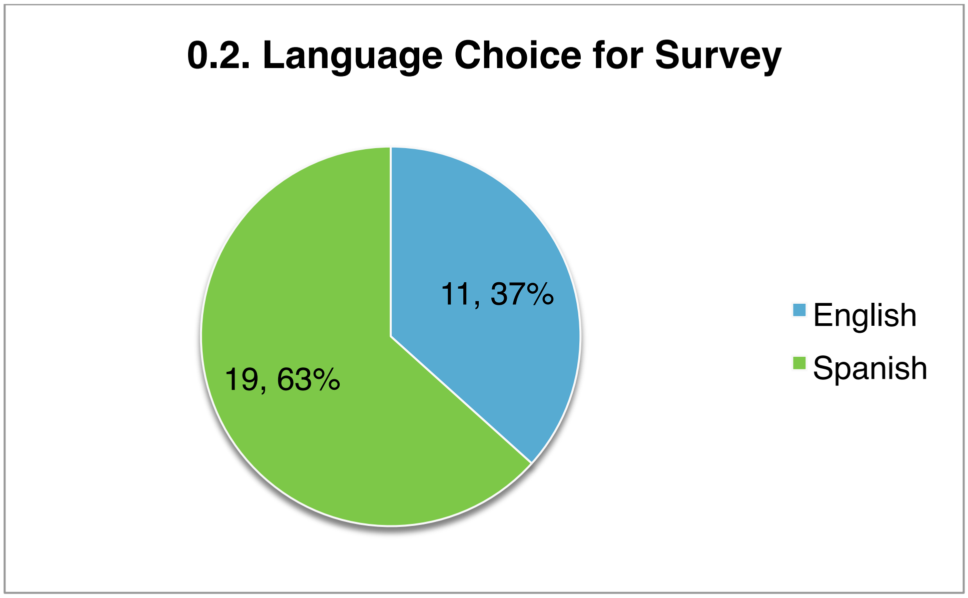
# VENDOR SURVEY SUMMARY TABLE

| Customer Suvey Summary Statistics | | San Diego, California | | Brownsville, Texas | | Los Angeles, California | | Houston, Texas | | Four Case Studies | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Total | Percentage | Total | Percentage | Total | Percentage | Total | Percentage | Total | Percentage |
| Language Choice for Survey | English | 4 | 20.0% | 8 | 34.8% | 7 | 46.7% | 4 | 20.0% | 23 | 29.5% |
| | Spanish | 16 | 80.0% | 15 | 65.2% | 8 | 53.3% | 16 | 80.0% | 55 | 70.5% |
| | **TOTAL** | 20 | 100.0% | 23 | 100.0% | 15 | 100.0% | 20 | 100.0% | 78 | 100% |
| City of Residence | Same city as market location | 5 | 25.0% | 11 | 47.8% | 0 | 0.0% | 13 | 65.0% | 29 | 37.2% |
| | Different city than market location | 11 | 55.0% | 7 | 30.4% | 15 | 100.0% | 5 | 25.0% | 38 | 48.7% |
| | Different country | 4 | 20.0% | 5 | 21.7% | 0 | 0.0% | 2 | 10.0% | 11 | 14.1% |
| | **TOTAL** | 20 | 100.0% | 23 | 100.0% | 15 | 100.0% | 20 | 100.0% | 78 | 100.0% |
| How did you arrive at the market | Personal Vehicle | 18 | 90.0% | 23 | 100.0% | 15 | 100.0% | 19 | 100.0% | 75 | 97.4% |
| | Public Transit | 1 | 5.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 1 | 1.3% |
| | Walking | 1 | 5.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 1 | 1.3% |
| | **TOTAL** | 20 | 100.0% | 23 | 100.0% | 15 | 100.0% | 19 | 100.0% | 77 | 100.0% |
| What is the purpose of your visit to the market | Bargains | 6 | 31.6% | 2 | 8.7% | 0 | 0 | 0 | 0.0% | 8 | 10.4% |
| | To look | 9 | 47.4% | 9 | 39.1% | 3 | 21.4% | 14 | 66.7% | 35 | 45.5% |
| | To shop | 3 | 15.8% | 9 | 39.1% | 10 | 71.4% | 5 | 23.8% | 27 | 35.1% |
| | For food | 1 | 5.3% | 3 | 13.0% | 1 | 7.1% | 2 | 9.5% | 7 | 9.1% |
| | **TOTAL** | 19 | 100.0% | 23 | 100.0% | 14 | 100.0% | 21 | 100.0% | 77 | 100.0% |
| Relationship of accompanying group | Partner | 7 | 38.9% | 16 | 59.3% | 11 | 47.8% | 12 | 42.9% | 46 | 47.9% |
| | Extended Family | 2 | 11.1% | 5 | 18.5% | 7 | 30.4% | 7 | 25.0% | 21 | 21.9% |
| | Siblings | 1 | 5.6% | 3 | 11.1% | 1 | 4.3% | 0 | 0.0% | 5 | 5.2% |
| | Children | 3 | 16.7% | 2 | 7.4% | 4 | 17.4% | 7 | 25.0% | 16 | 16.7% |
| | Friends | 5 | 27.8% | 1 | 3.7% | 0 | 0.0% | 2 | 7.1% | 8 | 8.3% |
| | **TOTAL** | 18 | 100.0% | 27 | 100.0% | 23 | 100.0% | 28 | 100.0% | 96 | 100.0% |
| Do you feel safe at the market | Yes | 20 | 100.0% | 22 | 100.0% | 13 | 86.7% | 13 | 68.4% | 68 | 89.5% |
| | No | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 3 | 15.8% | 3 | 3.9% |
| | Sometime | | | | | 2 | 13.3% | 3 | 15.8% | 5 | 6.6% |
| | **TOTAL** | 20 | 100.0% | 22 | 100.0% | 15 | 100.0% | 19 | 100.0% | 76 | 100.0% |
| How long have you been shopping at this market | Less than 12 months | 1 | 5.0% | 2 | 8.7% | 1 | 6.7% | 2 | 10.0% | 6 | 7.7% |
| | 12 months to 23 months | 4 | 20.0% | 2 | 8.7% | 0 | 0.0% | 4 | 20.0% | 10 | 12.8% |
| | Two to Five years | 1 | 5.0% | 6 | 26.1% | 6 | 40.0% | 7 | 35.0% | 20 | 25.6% |
| | Over five years to Ten years | 4 | 20.0% | 9 | 39.1% | 0 | 0.0% | 6 | 30.0% | 19 | 24.4% |
| | More than Ten years | 10 | 50.0% | 4 | 17.4% | 8 | 53.3% | 1 | 5.0% | 23 | 29.5% |
| | **TOTAL** | 20 | 100.0% | 23 | 100.0% | 15 | 100.0% | 20 | 100.0% | 78 | 100.0% |
| Weekly spending at market | $0-50 | 11 | 55.0% | 14 | 60.9% | 2 | 15.4% | 7 | 36.8% | 34 | 45.3% |
| | $51-$100 | 7 | 35.0% | 4 | 17.4% | 8 | 61.5% | 8 | 42.1% | 27 | 36.0% |
| | $101-$150 | 0 | 0.0% | 2 | 8.7% | 2 | 15.4% | 2 | 10.5% | 6 | 8.0% |
| | $151-$200 | 2 | 10.0% | 1 | 4.3% | 1 | 7.7% | 0 | 0.0% | 4 | 5.3% |
| | >$200 | 0 | 0.0% | 2 | 8.7% | 0 | 0.0% | 2 | 10.5% | 4 | 5.3% |
| | **TOTAL** | 20 | 100.0% | 23 | 100.0% | 13 | 100.0% | 19 | 100.0% | 75 | 100.0% |
| Age | 18-29 | 6 | 30.0% | 6 | 26.1% | 6 | 40.0% | 8 | 40.0% | 26 | 33.3% |
| | 30-39 | 2 | 10.0% | 4 | 17.4% | 1 | 6.7% | 6 | 30.0% | 13 | 16.7% |
| | 40-49 | 2 | 10.0% | 5 | 21.7% | 4 | 26.7% | 3 | 15.0% | 14 | 17.9% |
| | 50-59 | 6 | 30.0% | 2 | 8.7% | 1 | 6.7% | 2 | 10.0% | 11 | 14.1% |
| | >60 | 4 | 20.0% | 6 | 26.1% | 3 | 20.0% | 1 | 5.0% | 14 | 17.9% |
| | **TOTAL** | 20 | 100.0% | 23 | 100.0% | 15 | 100.0% | 20 | 100.0% | 78 | 100.0% |
| Gender | Male | 10 | 50.0% | 9 | 39.1% | 7 | 46.7% | 12 | 60.0% | 38 | 48.7% |
| | Female | 10 | 50.0% | 14 | 60.9% | 8 | 53.3% | 8 | 40.0% | 40 | 51.3% |
| | **TOTAL** | 20 | 100.0% | 23 | 100.0% | 15 | 100.0% | 20 | 100.0% | 78 | 100.0% |
| Race/Ethnicity | Hispanic/Latin Origin | 17 | 85.0% | 22 | 95.7% | 14 | 93.3% | 20 | 100.0% | 73 | 93.6% |
| | Other | 3 | 15.0% | 1 | 4.3% | 1 | 6.7% | 0 | 0.0% | 5 | 6.4% |
| | **TOTAL** | 20 | 100.0% | 23 | 100.0% | 15 | 100.0% | 20 | 100.0% | 78 | 100.0% |
| Country of Origin | Mexico | 14 | 70.0% | 13 | 56.5% | 7 | 50.0% | 14 | 70.0% | 48 | 62.3% |
| | Latin America (not Mexico) | 0 | 0.0% | 0 | 0.0% | 1 | 7.1% | 2 | 10.0% | 3 | 3.9% |
| | United States | 6 | 30.0% | 10 | 43.5% | 6 | 42.9% | 4 | 20.0% | 26 | 33.8% |
| | **TOTAL** | 20 | 100.0% | 23 | 100.0% | 14 | 100.0% | 20 | 100.0% | 77 | 100.0% |
| Educational Level | < 6th Grade | 7 | 35.0% | 3 | 13.6% | 2 | 14.3% | 4 | 20.0% | 16 | 21.1% |
| | Middle School | 4 | 20.0% | 2 | 9.1% | 1 | 7.1% | 8 | 40.0% | 15 | 19.7% |
| | High School | 3 | 15.0% | 10 | 45.5% | 6 | 42.9% | 3 | 15.0% | 22 | 28.9% |
| | College | 6 | 30.0% | 5 | 22.7% | 5 | 35.7% | 5 | 25.0% | 21 | 27.6% |
| | Graduate/ Professional Degree | 0 | 0.0% | 2 | 9.1% | 0 | 0.0% | 0 | 0.0% | 2 | 2.6% |
| | **TOTAL** | 20 | 100.0% | 22 | 100.0% | 14 | 100.0% | 20 | 100.0% | 76 | 100.0% |
| Per Capita Income | <$12,000 | 2 | 18.2% | 4 | 28.6% | 1 | 9.1% | 1 | 8.3% | 8 | 16.7% |
| | $12,001-$16,000 | 3 | 27.3% | 2 | 14.3% | 2 | 18.2% | 1 | 8.3% | 8 | 16.7% |
| | $16,001-$20,000 | 1 | 9.1% | 3 | 21.4% | 0 | 0.0% | 2 | 16.7% | 6 | 12.5% |
| | $20,001-$24,000 | 1 | 9.1% | 1 | 7.1% | 0 | 0.0% | 1 | 8.3% | 3 | 6.3% |
| | $24,001-$28,000 | 1 | 9.1% | 2 | 14.3% | 1 | 9.1% | 0 | 0.0% | 4 | 8.3% |
| | $28,001-$32,000 | 0 | 0.0% | 0 | 0.0% | 2 | 18.2% | 2 | 16.7% | 4 | 8.3% |
| | 32,001-36,000 | 1 | 9.1% | 1 | 7.1% | 0 | 0.0% | 1 | 8.3% | 3 | 6.3% |
| | $36,001-$40,000 | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| | >$40,000 | 2 | 18.2% | 1 | 7.1% | 5 | 45.5% | 4 | 33.3% | 12 | 25.0% |
| | **TOTAL** | 11 | 100.0% | 14 | 100.0% | 11 | 100.0% | 12 | 100.0% | 48 | 100.0% |

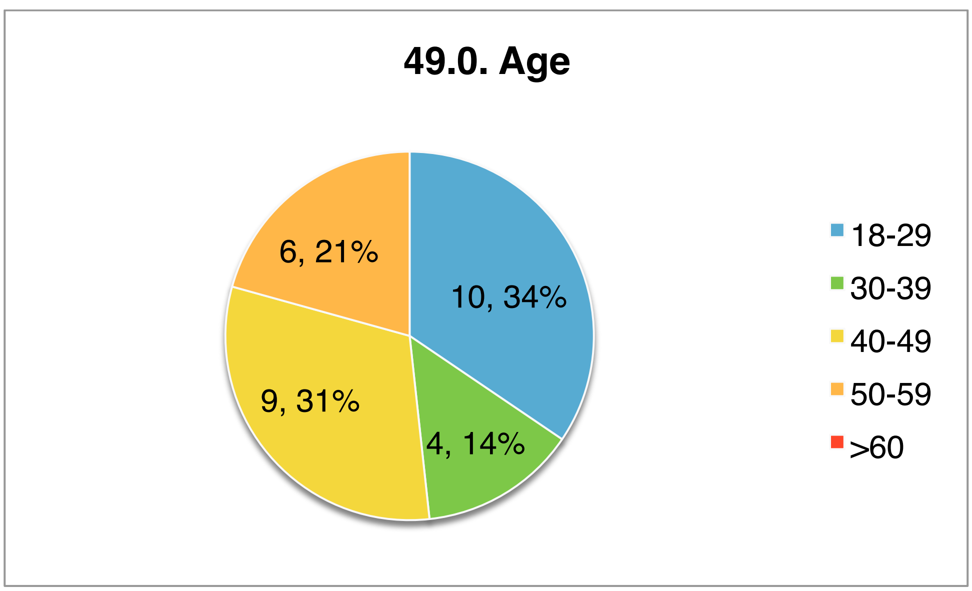
APPENDIX 15

CAMERON COUNTY, TEXAS SURVEY RESULTS

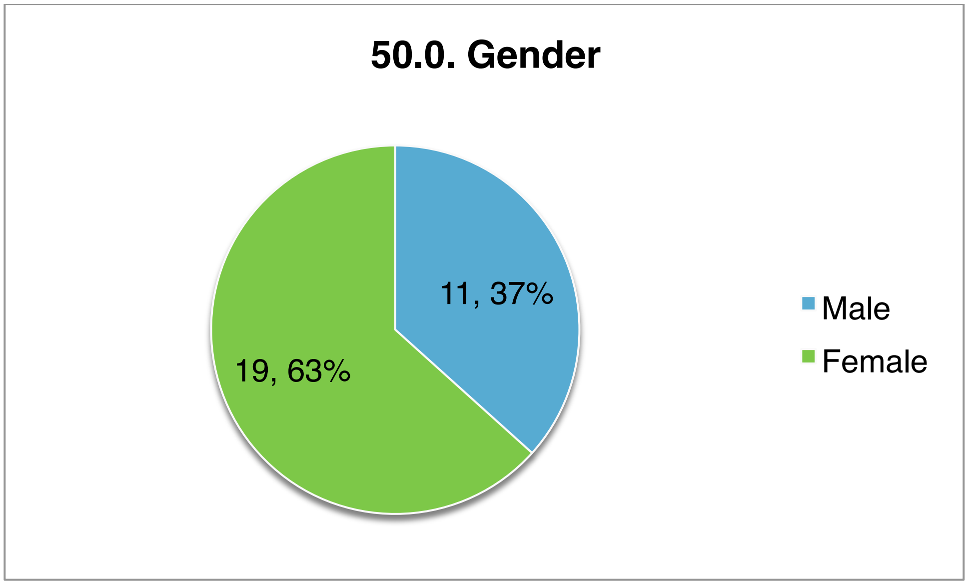
*Demographics: Cameron Coutny, Texas Vendors*



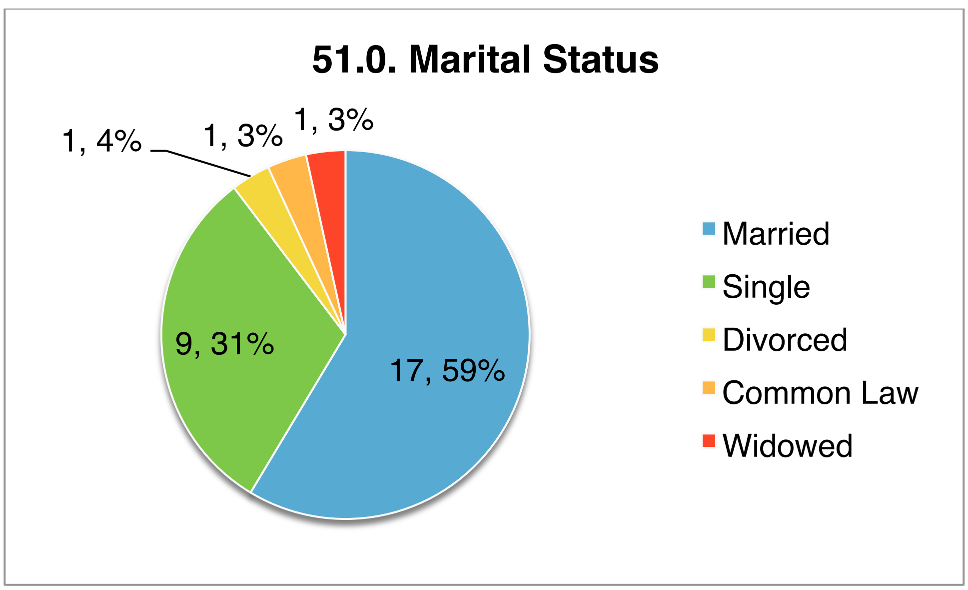

**0.3. on Vendors survey matches 0.3. on Customer survey



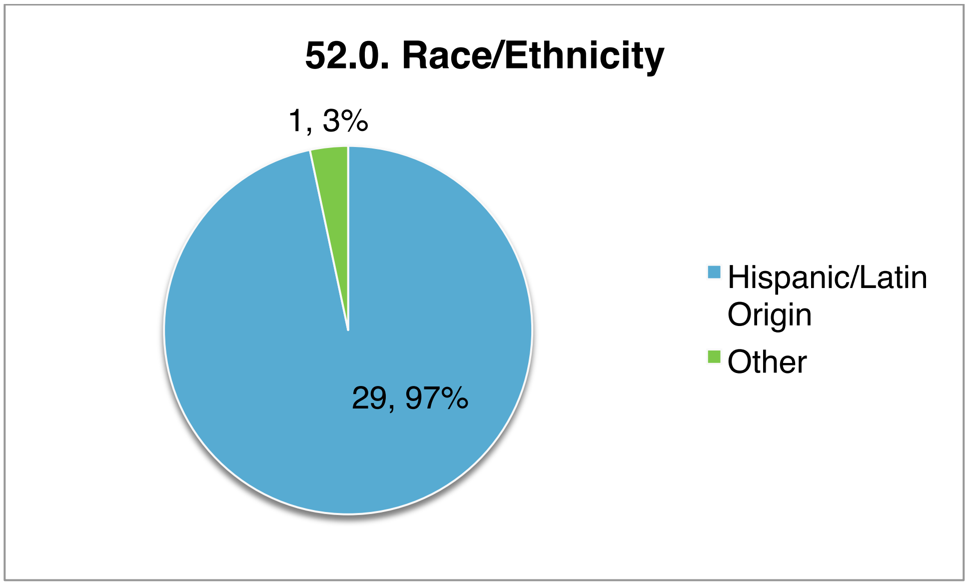

**49.0. on Vendor survey matches 23.0. on Customer survey



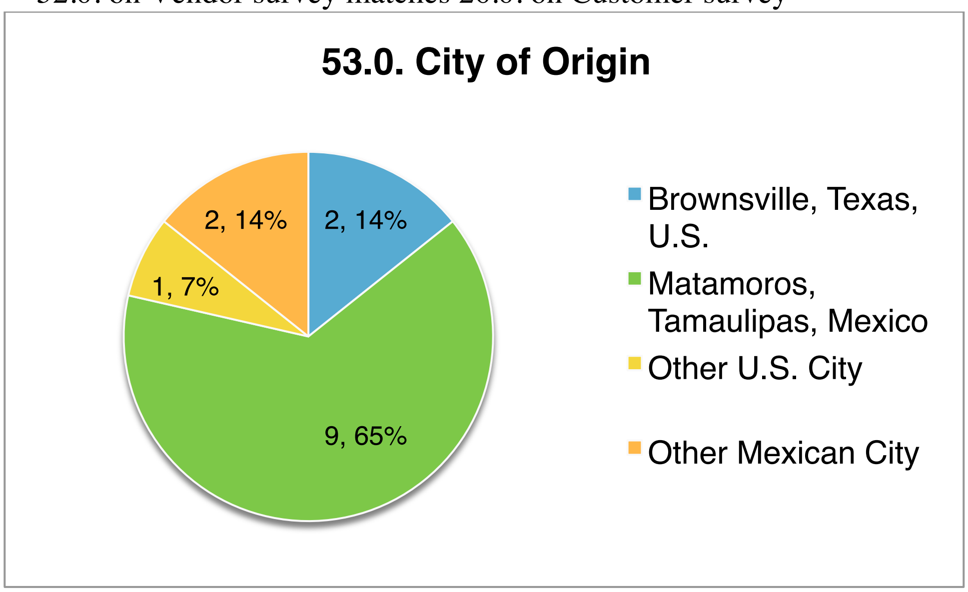

**50.0. on Vendor survey matches 24.0. on Customer survey



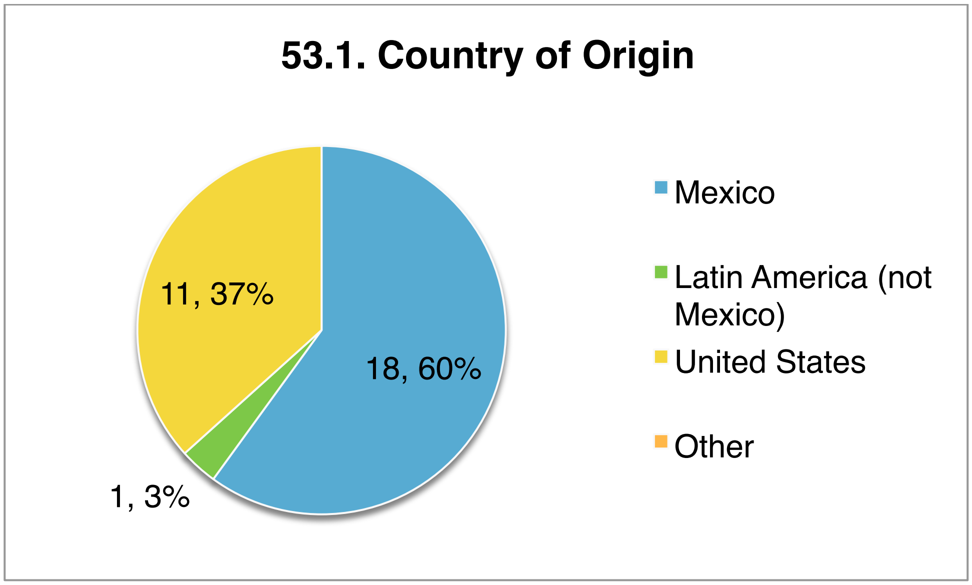

**25.0. on Customer survey matches 51.0. on Vendor survey



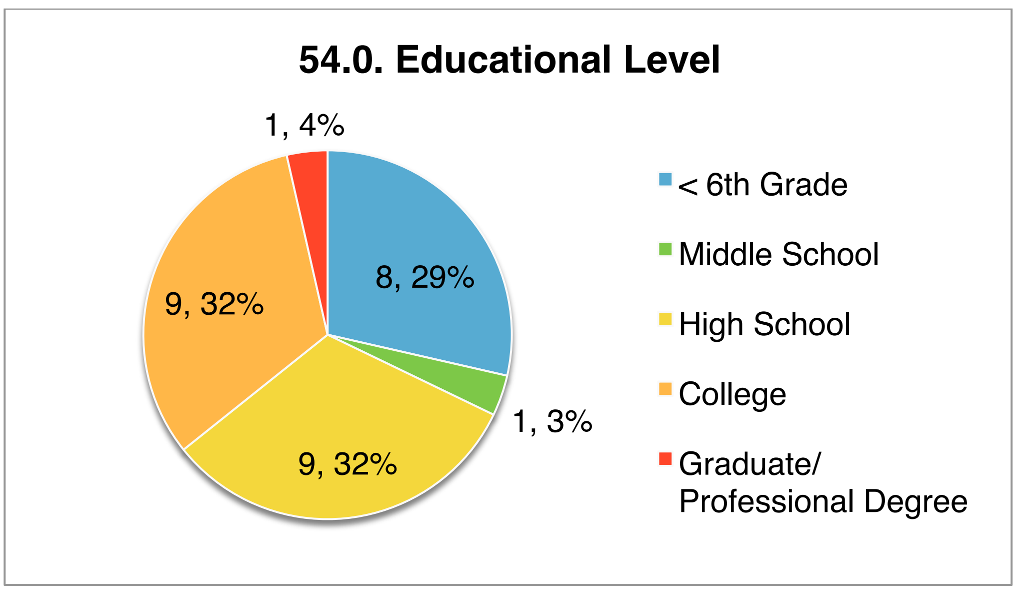

**52.0. on Vendor survey matches 26.0. on Customer survey

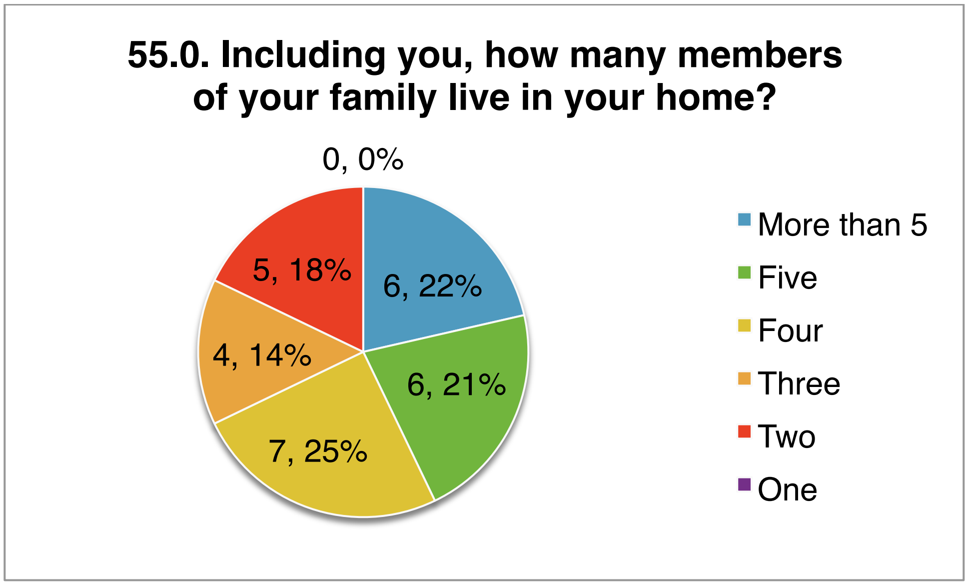


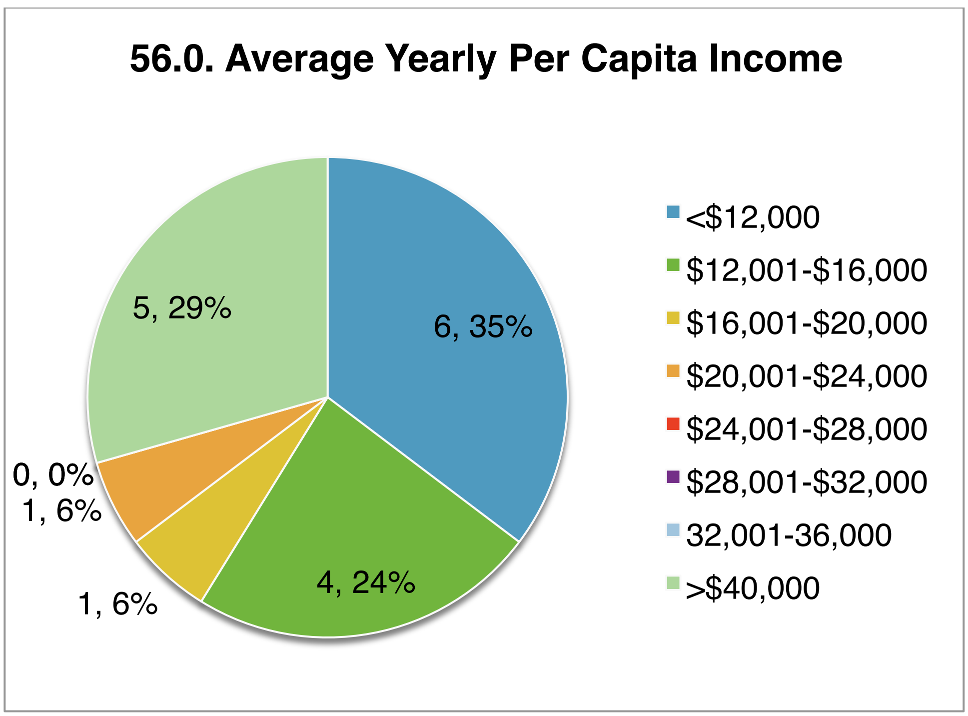

**53.0. on Vendor survey matches 27.0. on Customer survey



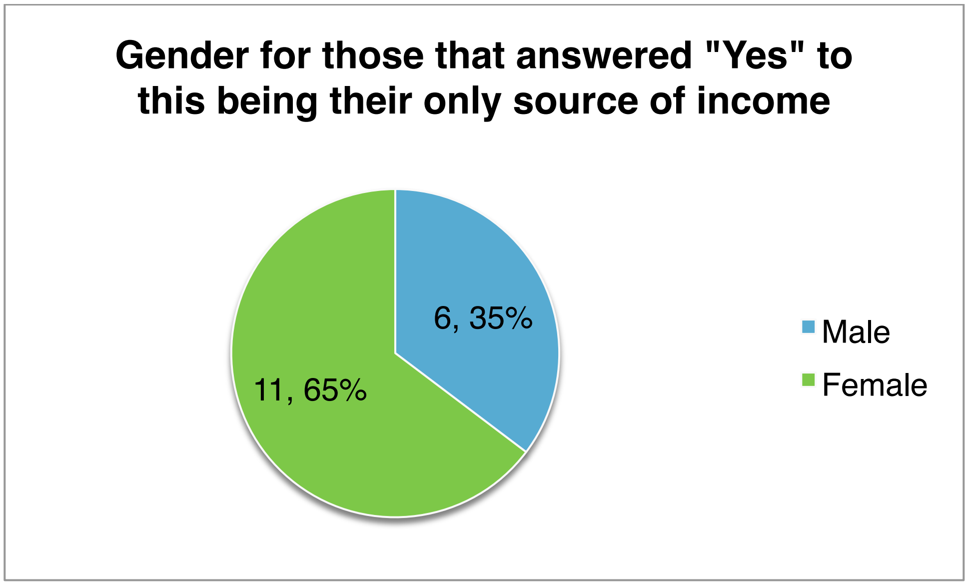

**53.1. on Vendor survey matches 27.1. on Customer survey



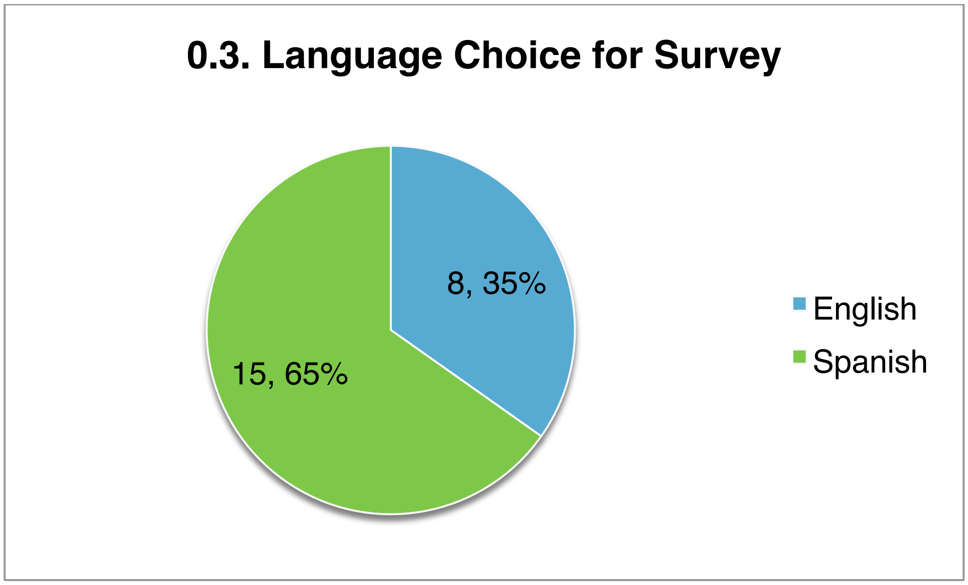


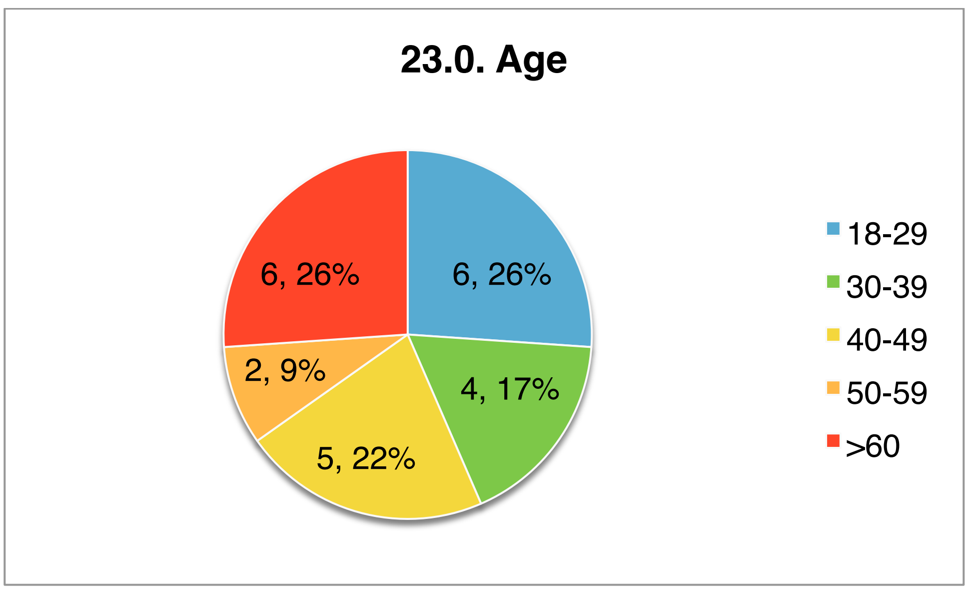

**56.0. on Vendor survey 29.0 matches. on Customer survey


Gender for those that answered "Yes" to this being their only source of income
6, 35%
11, 65%
Male
Female

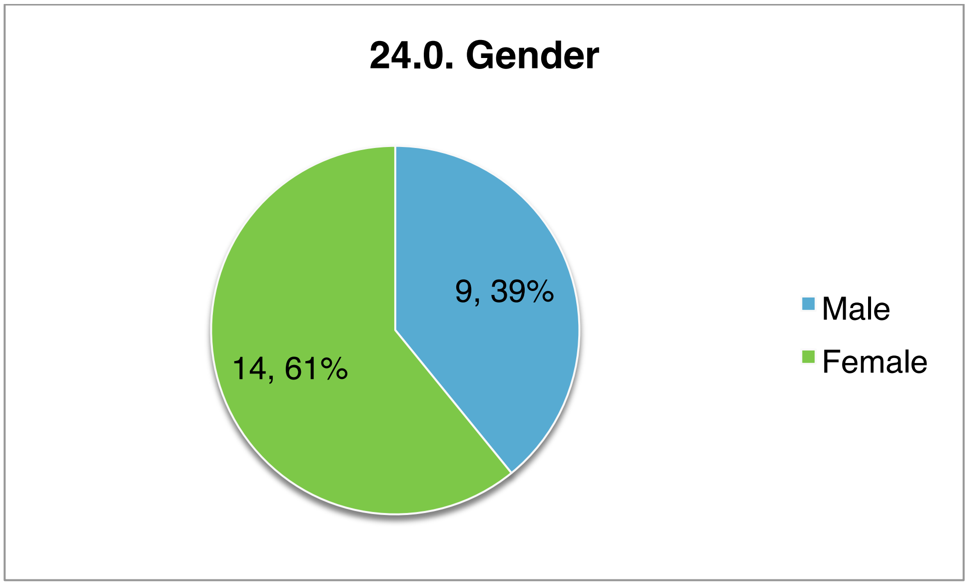
*Demographics: Cameron County, Texas Customers*



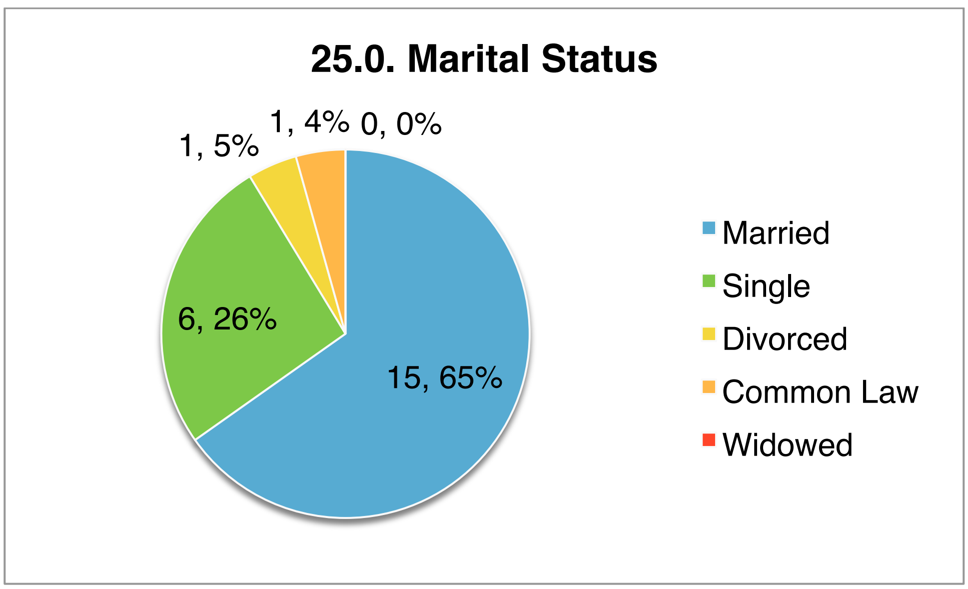

**0.3. on Customer survey matches 0.3. on Vendor survey



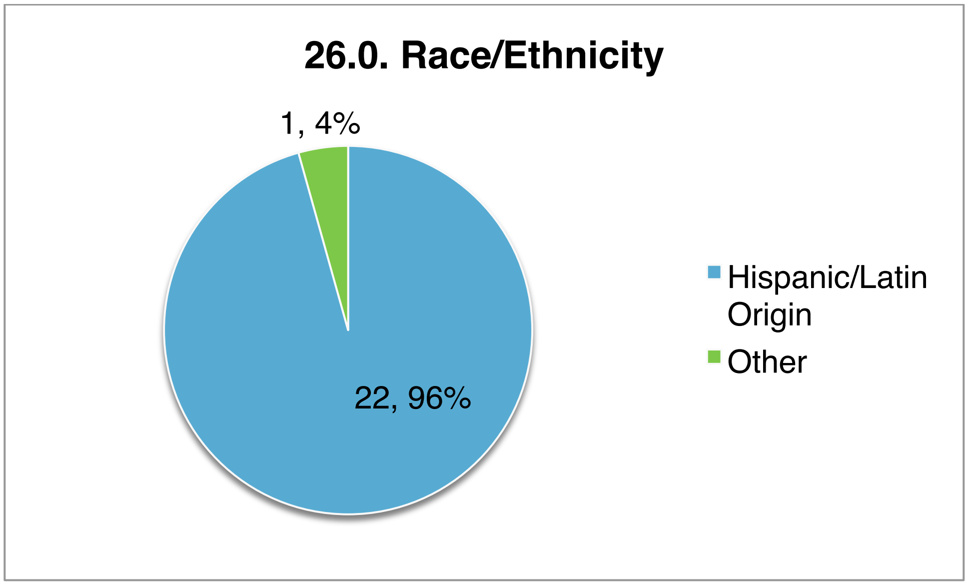

**23.0. on Customer survey matches 49.0. on Vendor survey



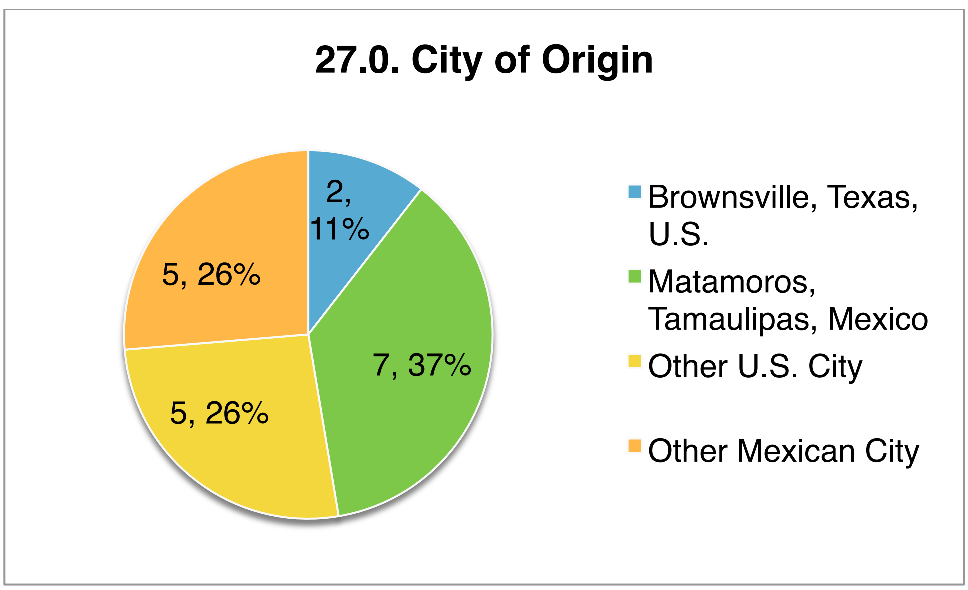

**24.0. on Customer survey matches 50.0. on Vendor survey



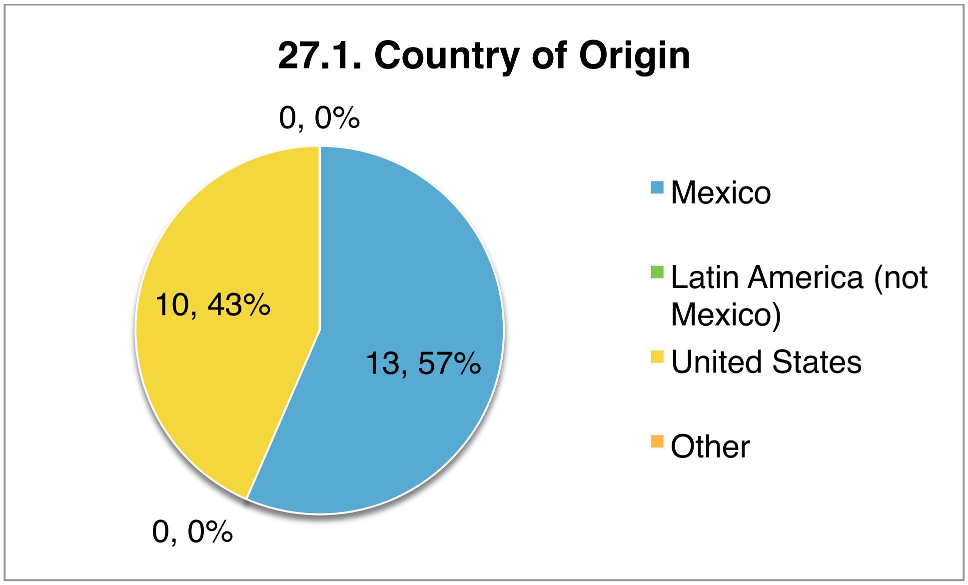

**25.0. on Customer survey matches 51.0. on Vendor survey



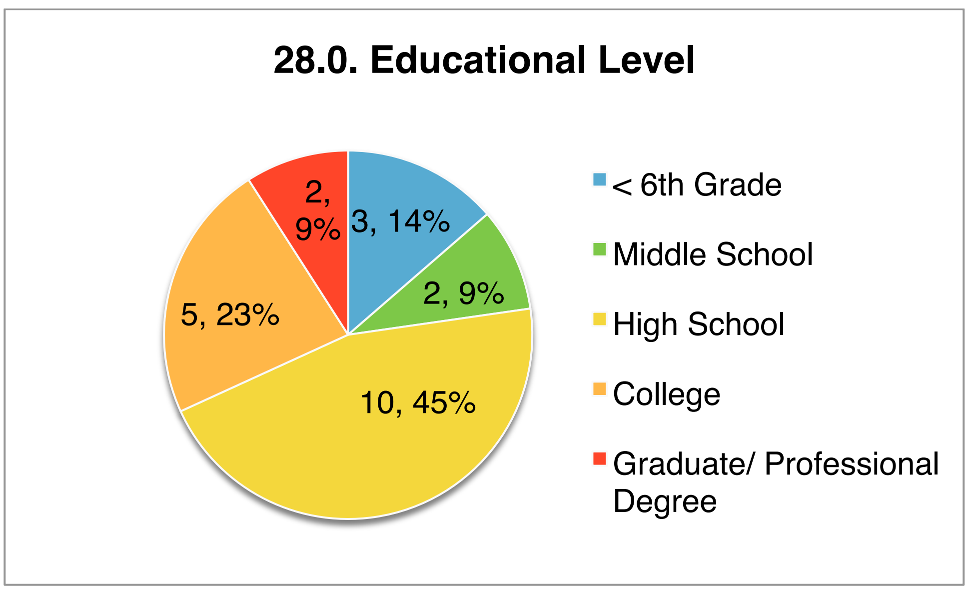

**26.0. on Customer survey matches 52.0. on Vendor survey



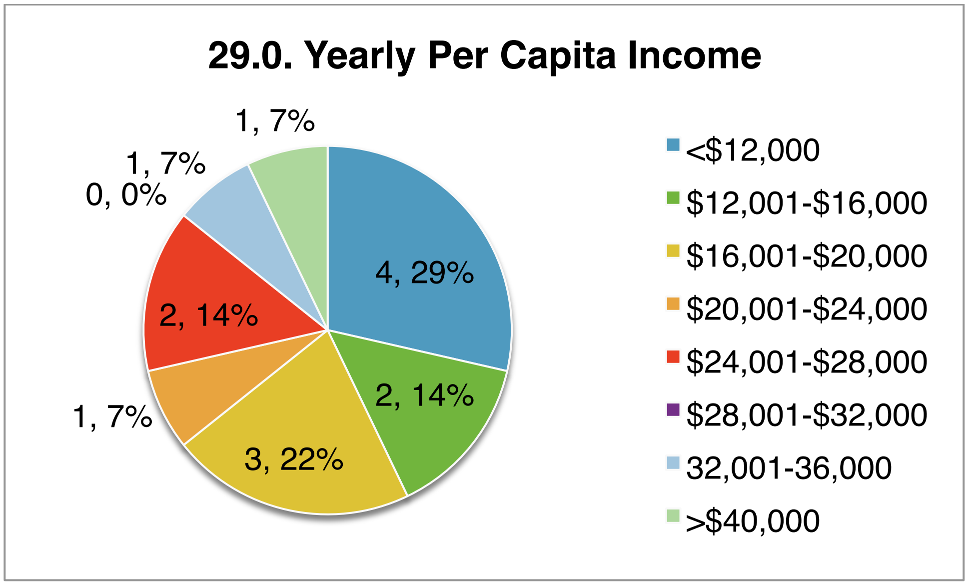
**27.0. on Customer survey matches 53.0. on Vendor survey



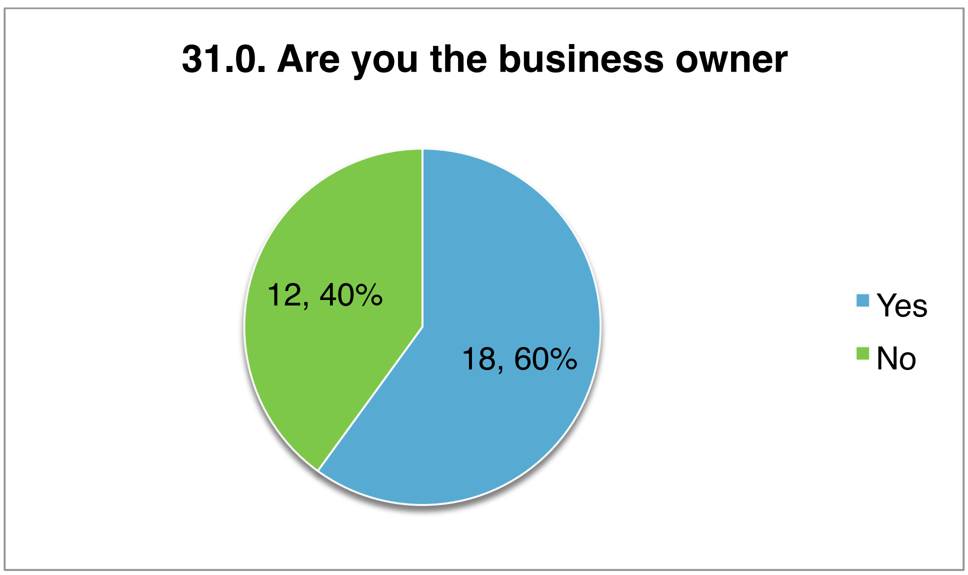

**27.1. on Customer survey matches 53.1. on Vendor survey

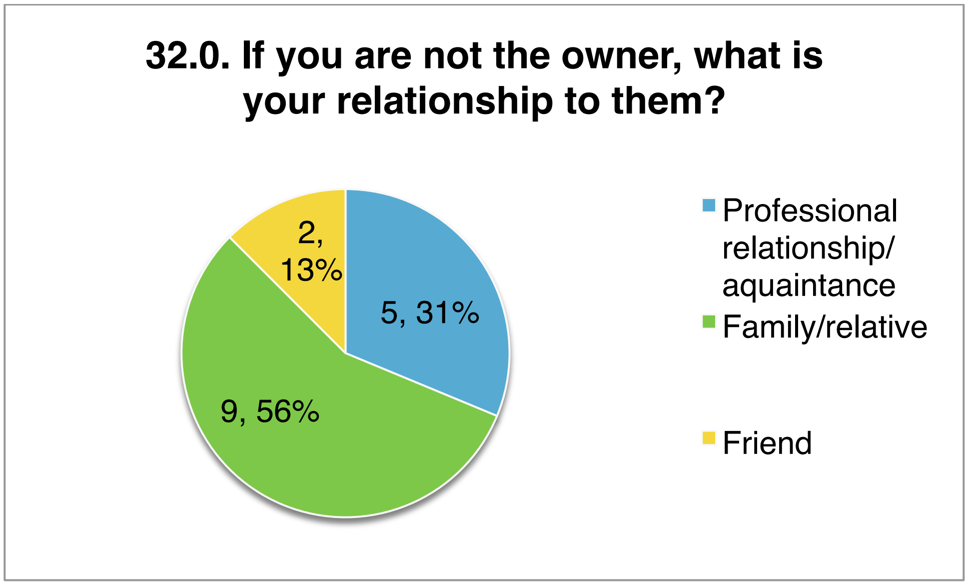


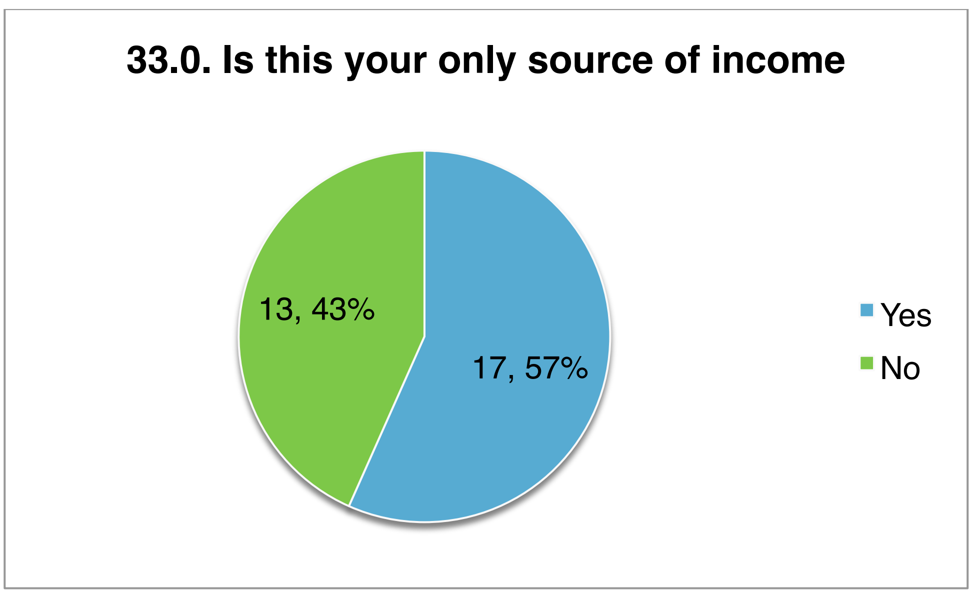

**28.0. on Customer survey matches 54.0. on Vendor survey

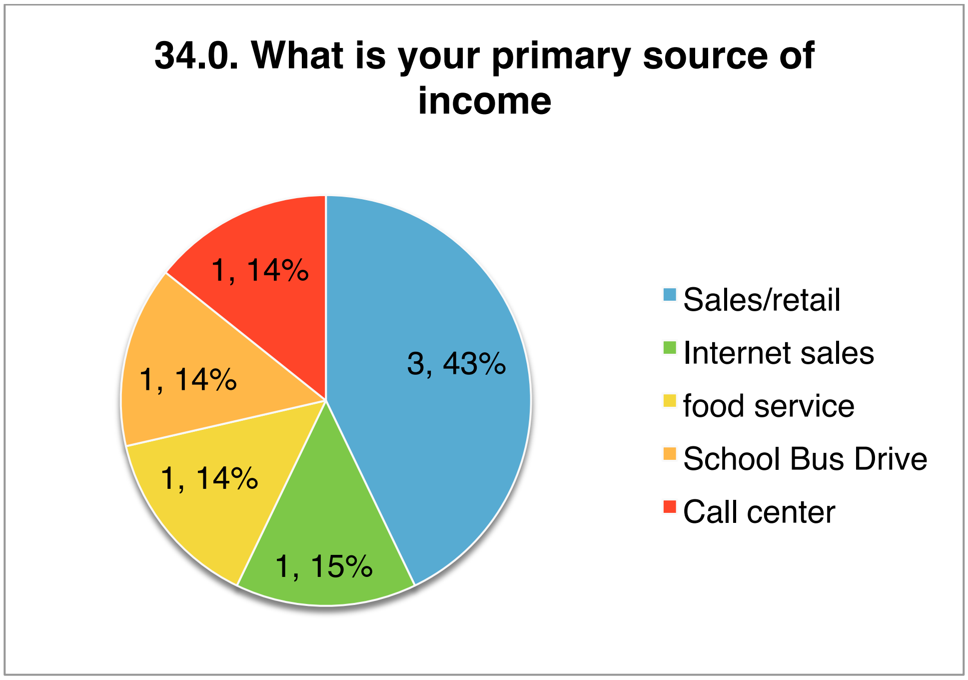


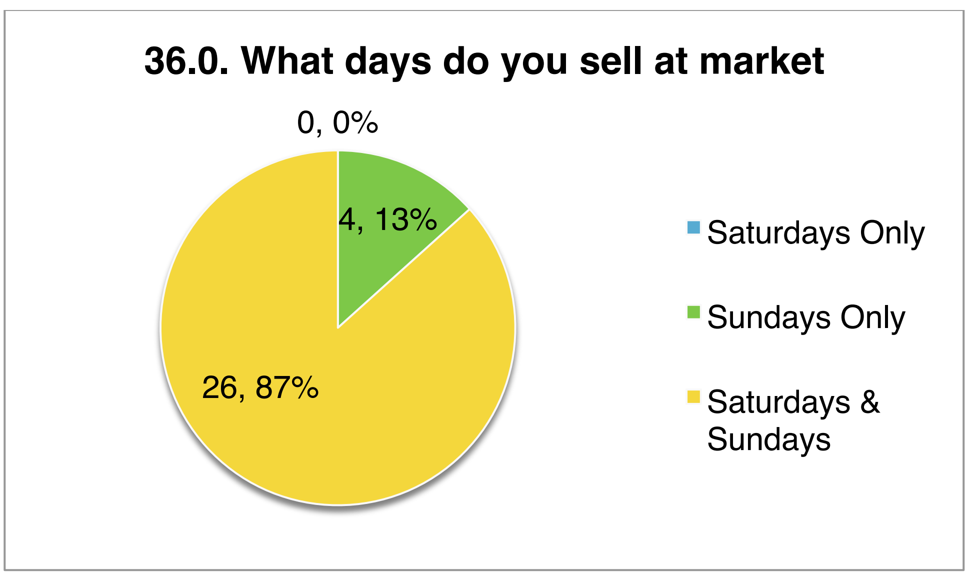

**29.0. on Customer survey matches 56.0. on Vendor survey



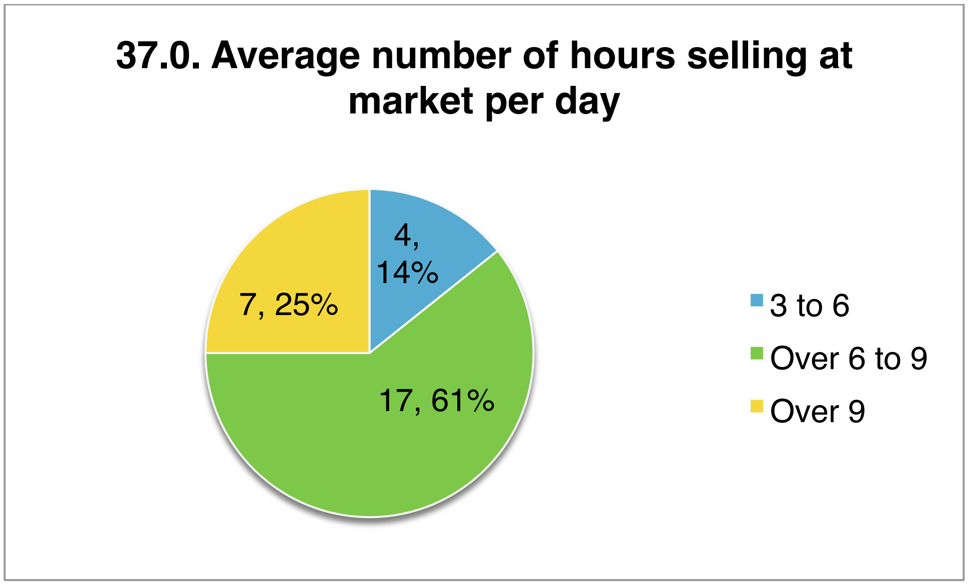

32.0. If you are not the owner, what is your relationship to them?
2, 13%
5, 31%
9, 56%
Professional relationship/ aquaintance
Family/relative
Friend

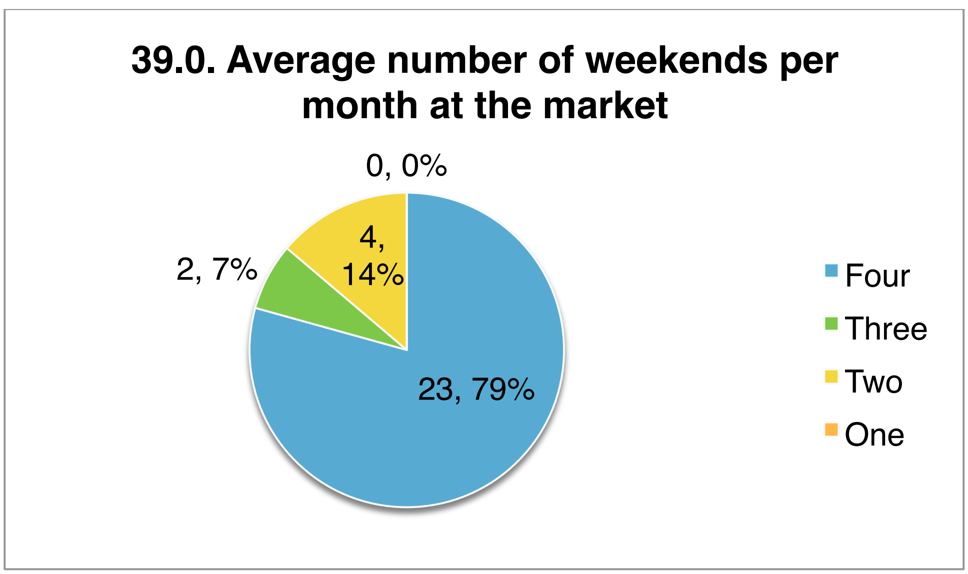

33.0. Is this your only source of income
13, 43%
17, 57%
Yes
No



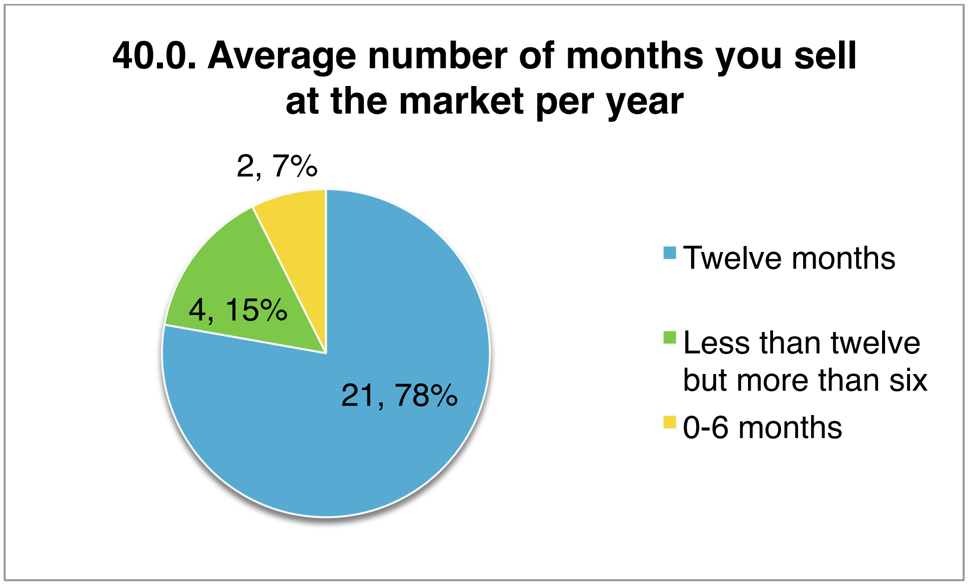




**36.0. on Vendor survey matches 17.0. on Customer survey

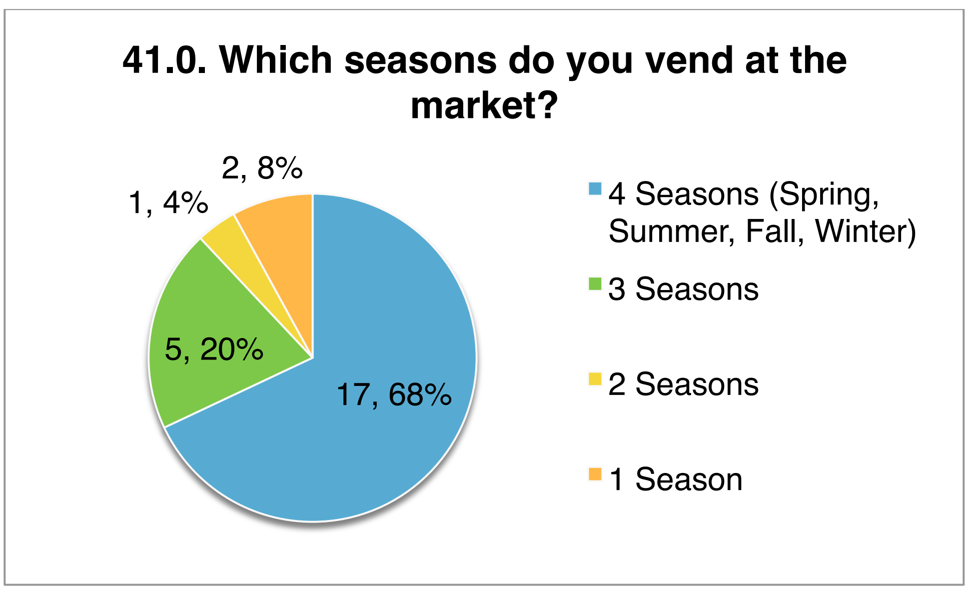


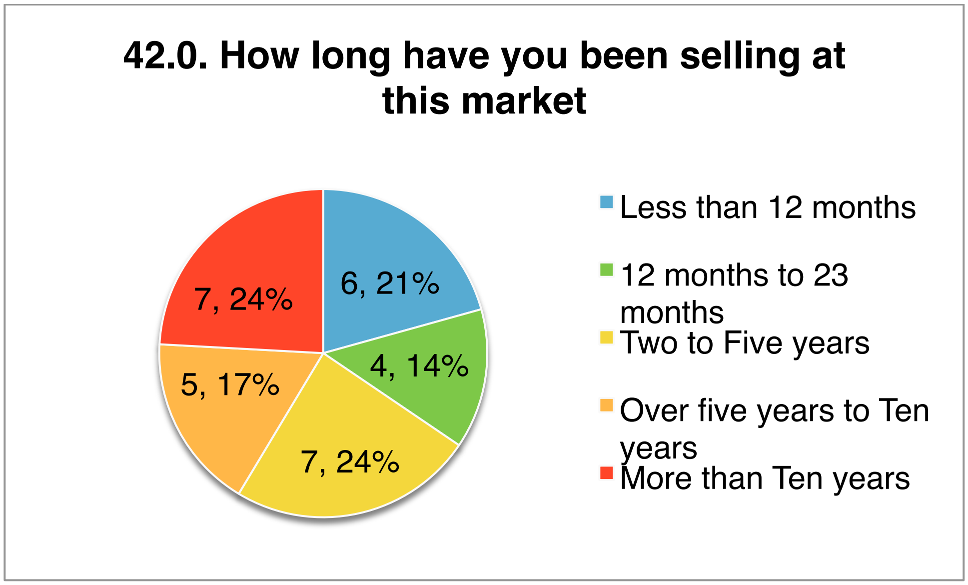

**39.0. on Vendor survey matches 18.0. on Customer survey



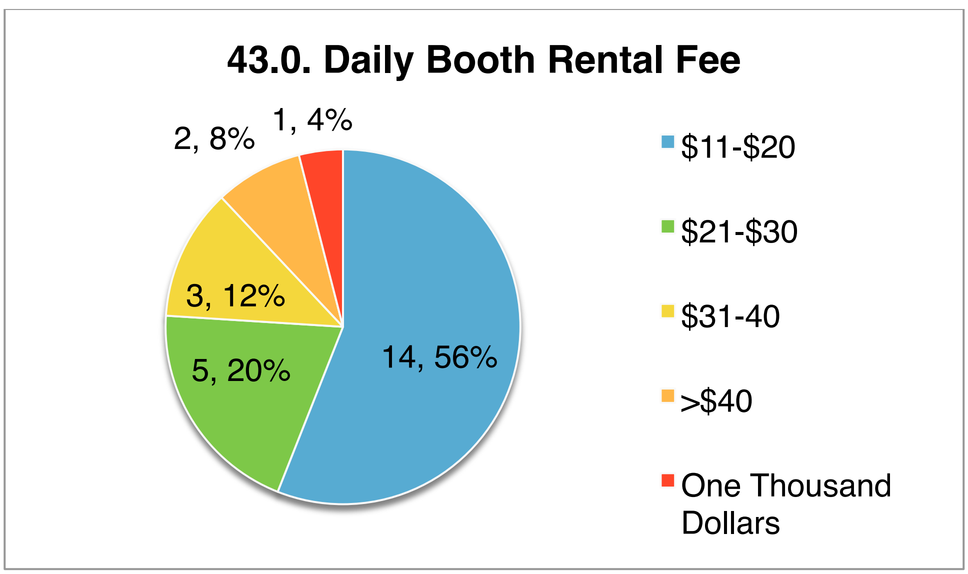

**40.0. on Vendor survey matches 19.0. on Customer survey

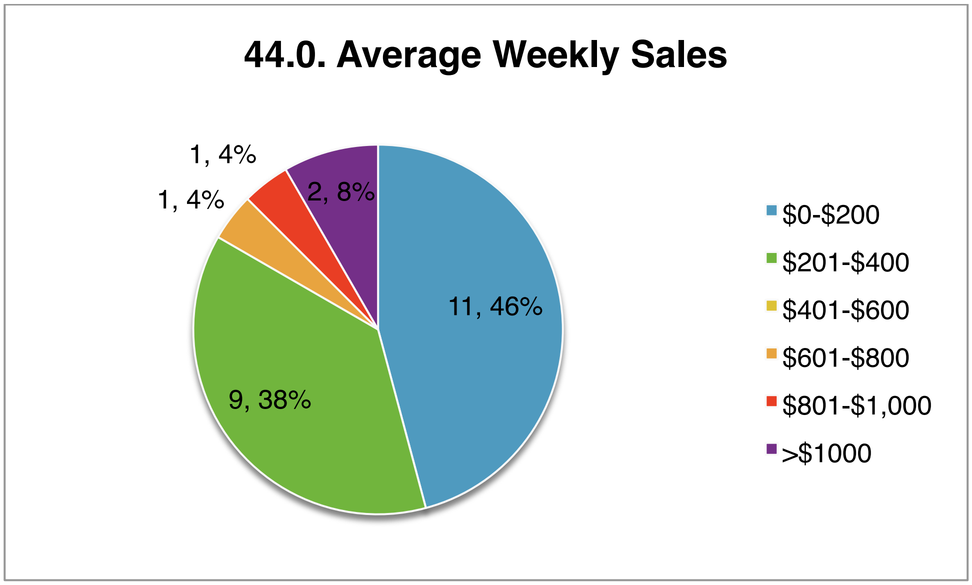



**41.0. on Vendor survey matches 20.0. on Customer survey

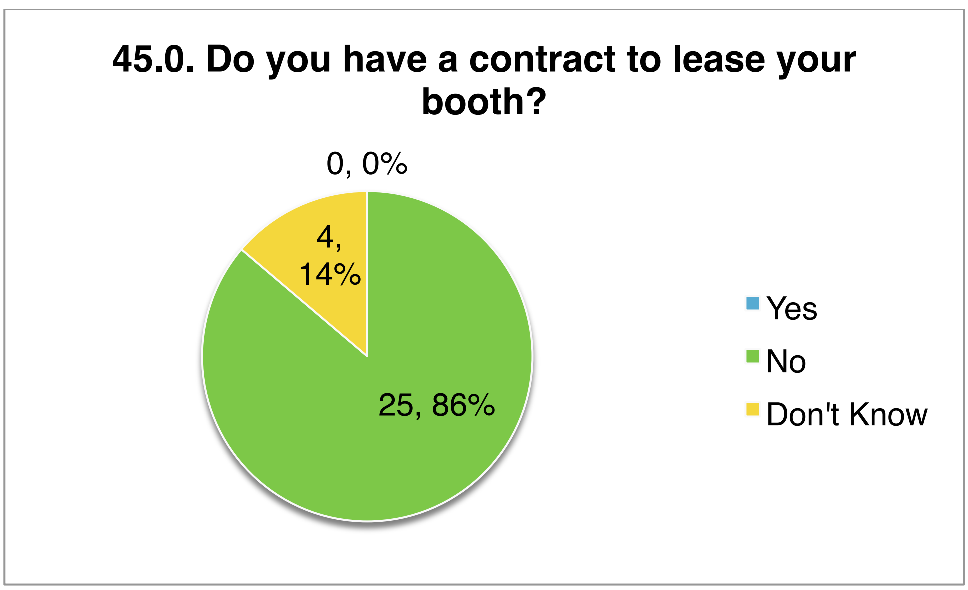


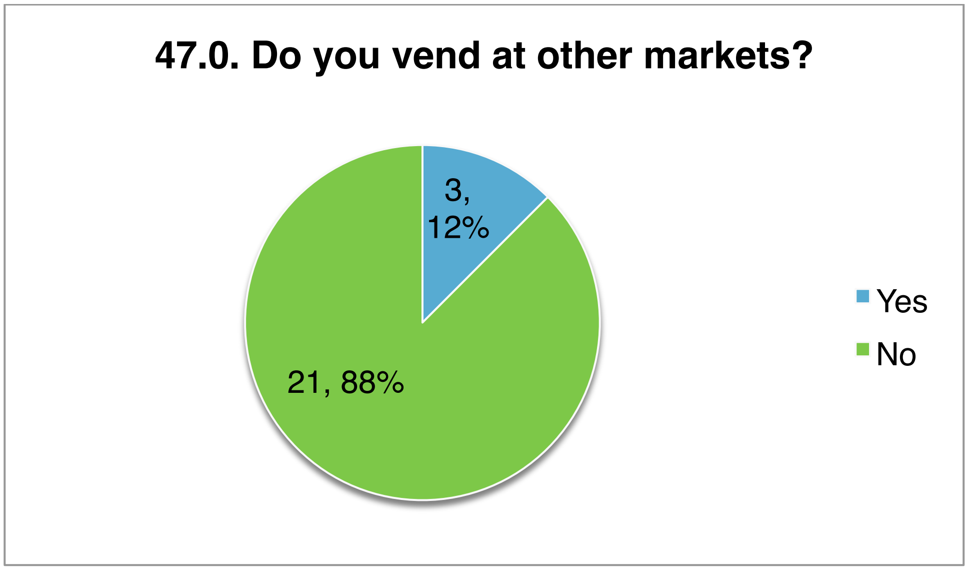

**42.0. on Vendor survey matches 21.0. on Customer survey



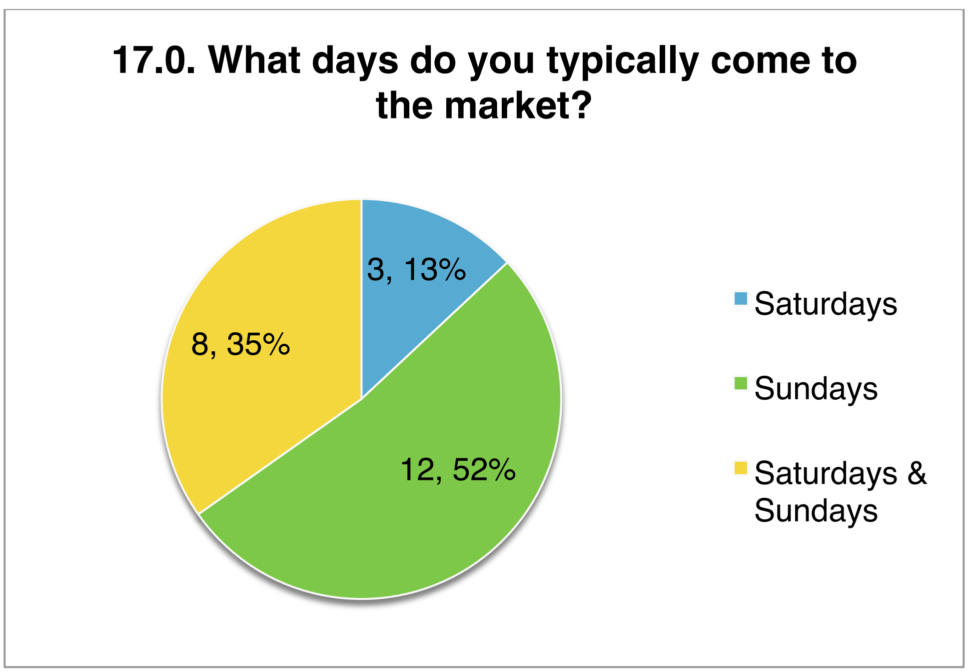



**44.0. on Vendor survey matches 22.0. on Customer survey

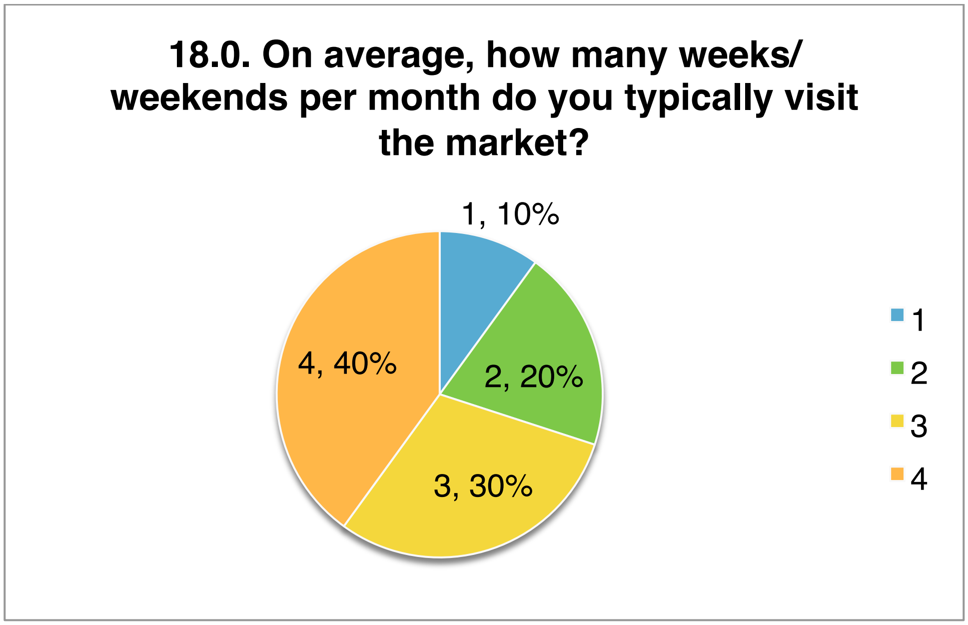




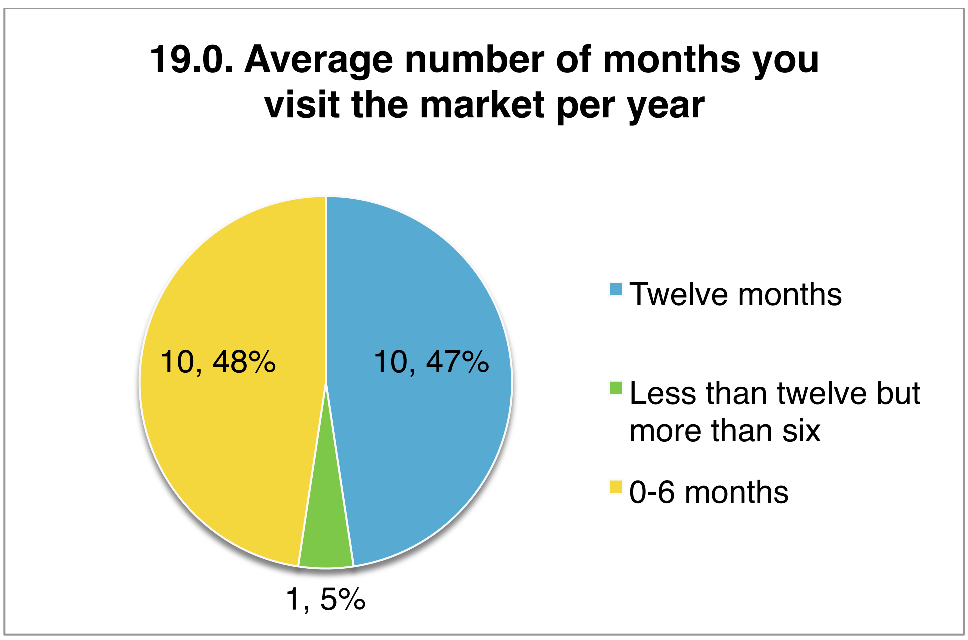

*Economic: Cameron County, Texas Customers*



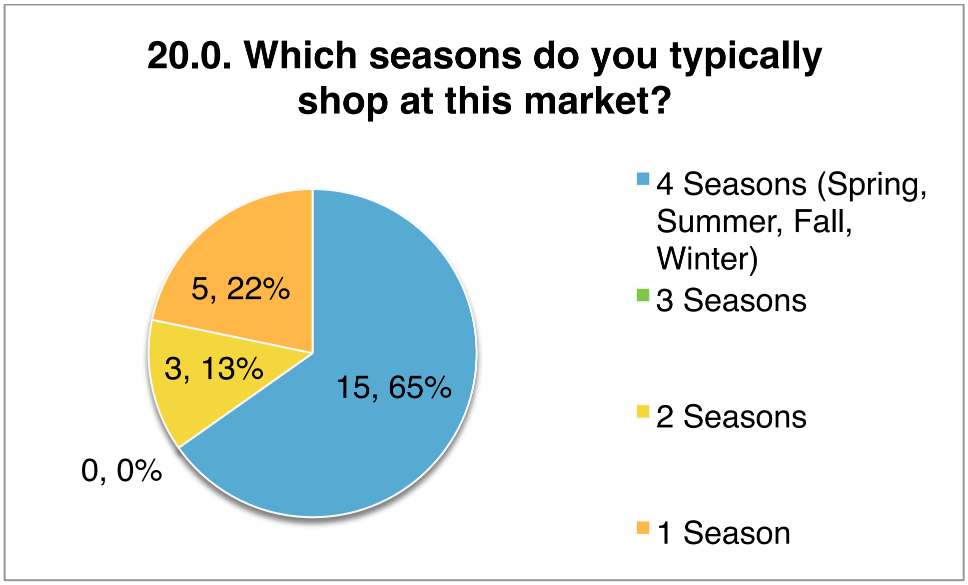

**17.0. on Customer survey matches 36.0. on Vendor survey




**18.0. on Customer survey matches 39.0. on Vendor survey

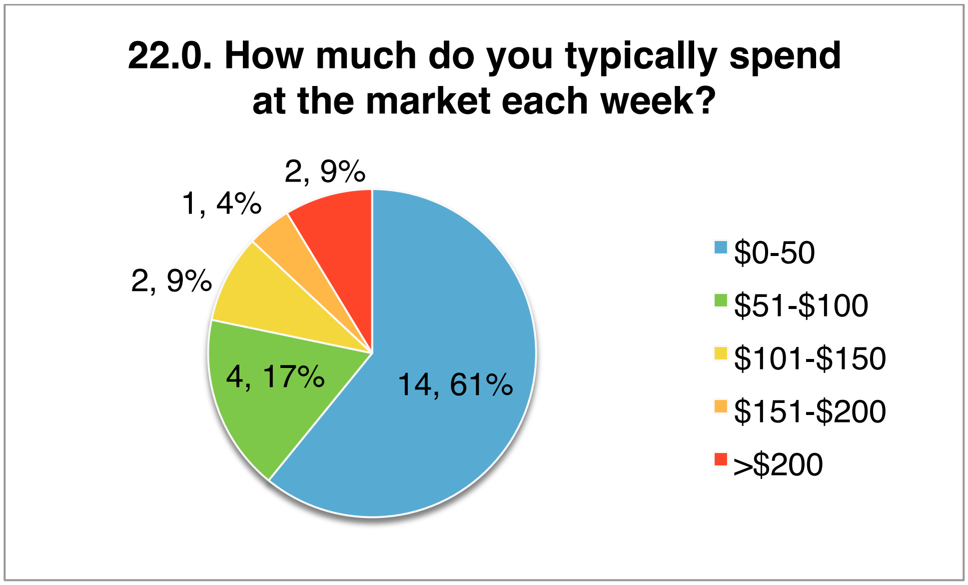



**19.0. on Customer survey matches 40.0. on Vendor survey



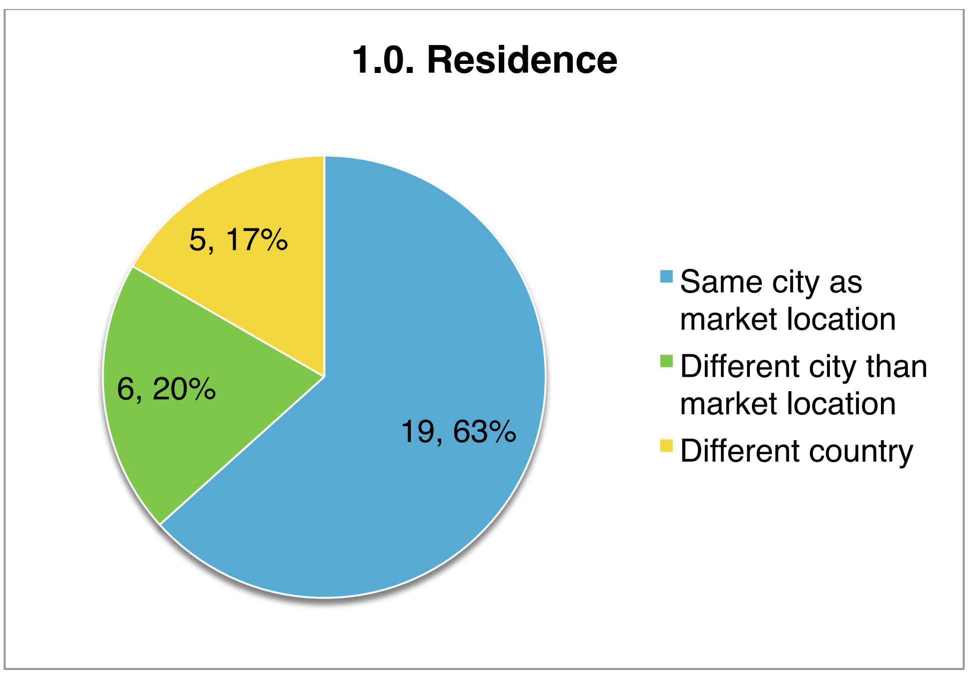

**20.0. on Customer survey matches 41.0. on Vendor survey

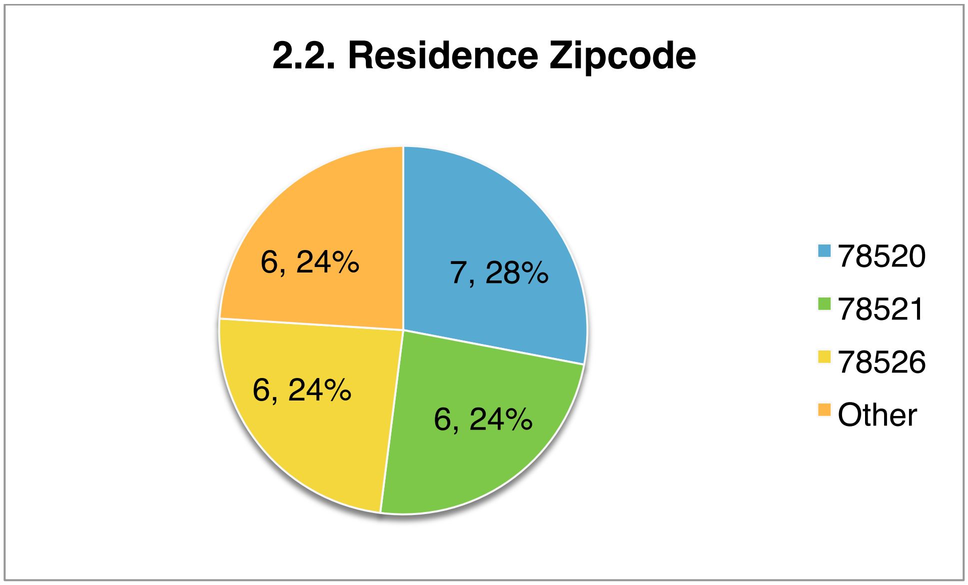

**21.0. on Customer survey matches 42.0. on Vendor survey



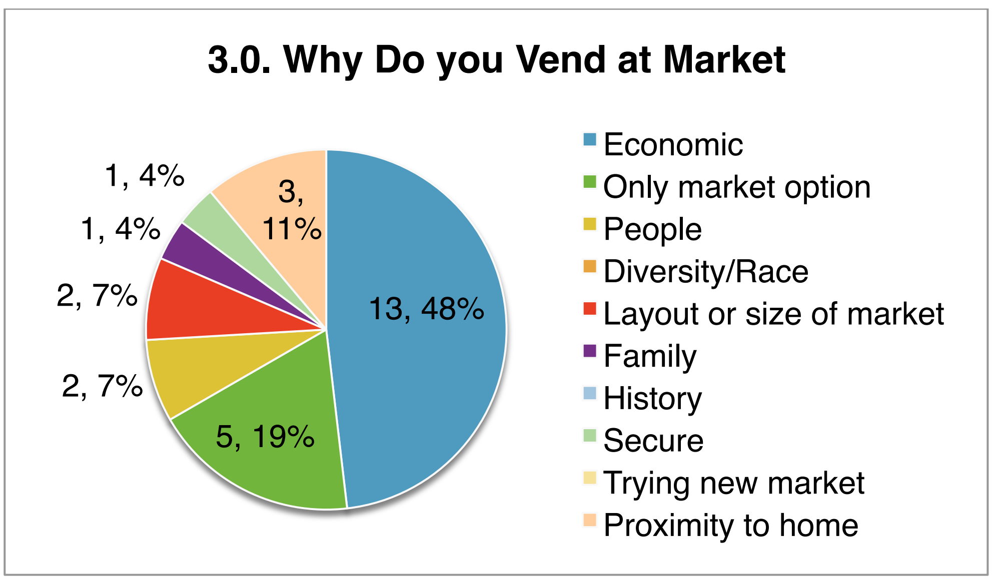

**22.0. on Customer survey matches 44.0. on Vendor survey

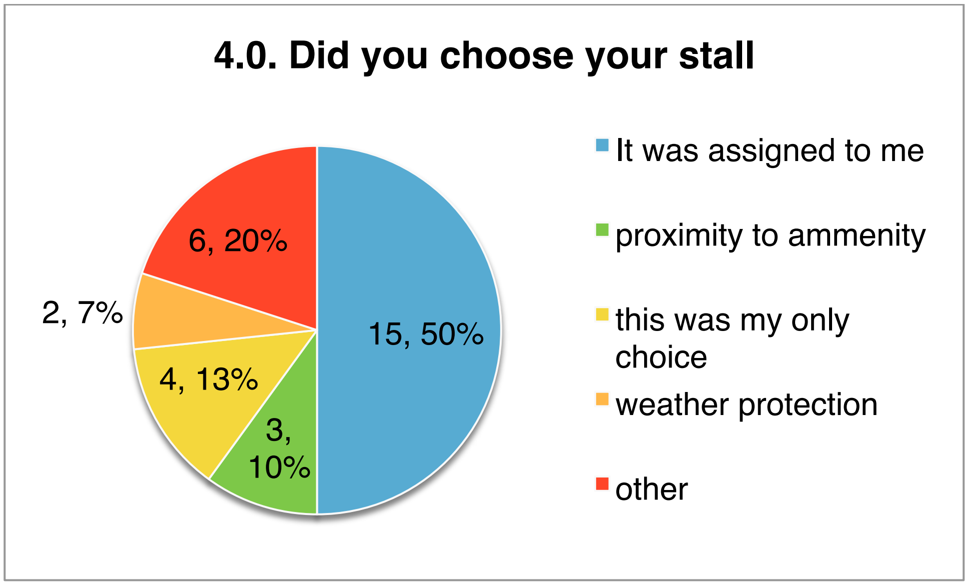
*Spatial: Cameron County, Texas Vendors*

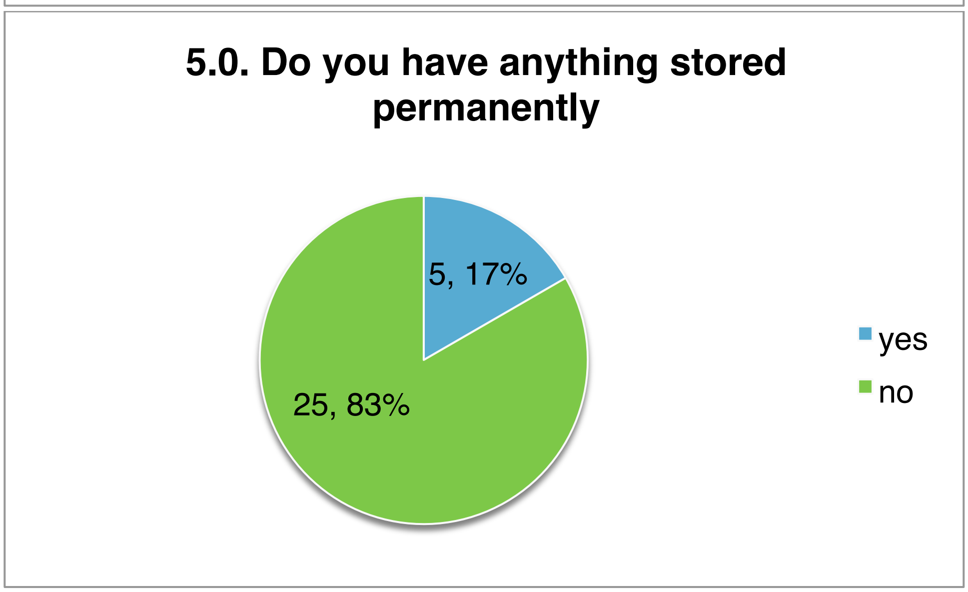


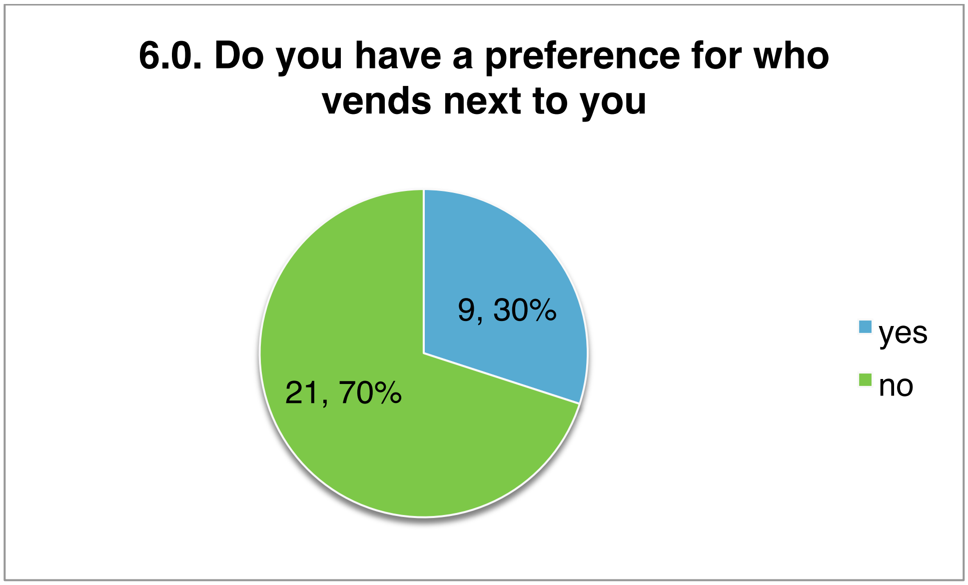


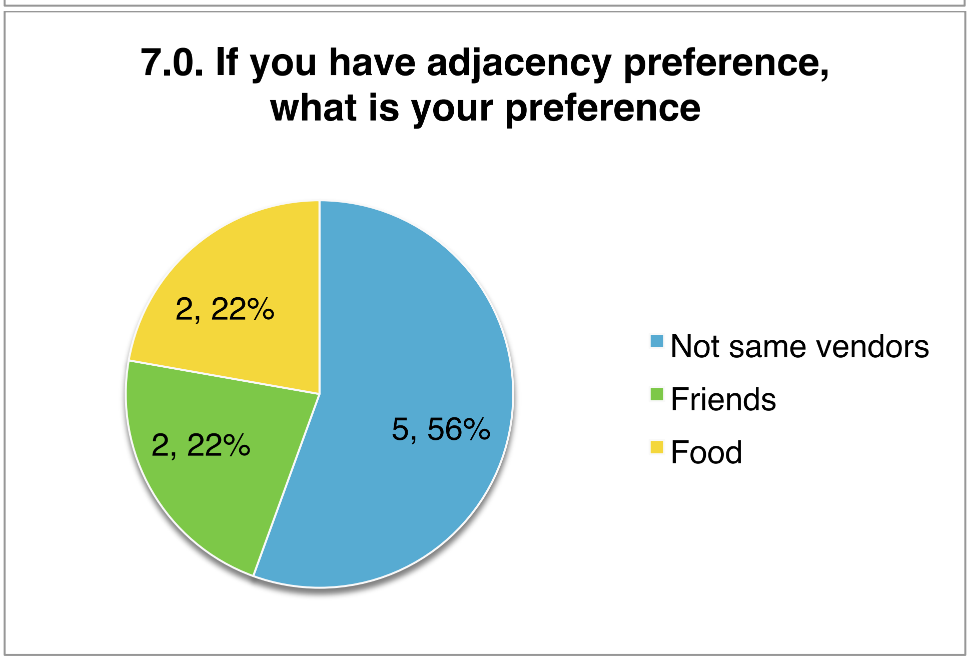

**2.2. on Vendors survey matches 2.2. on Customers survey

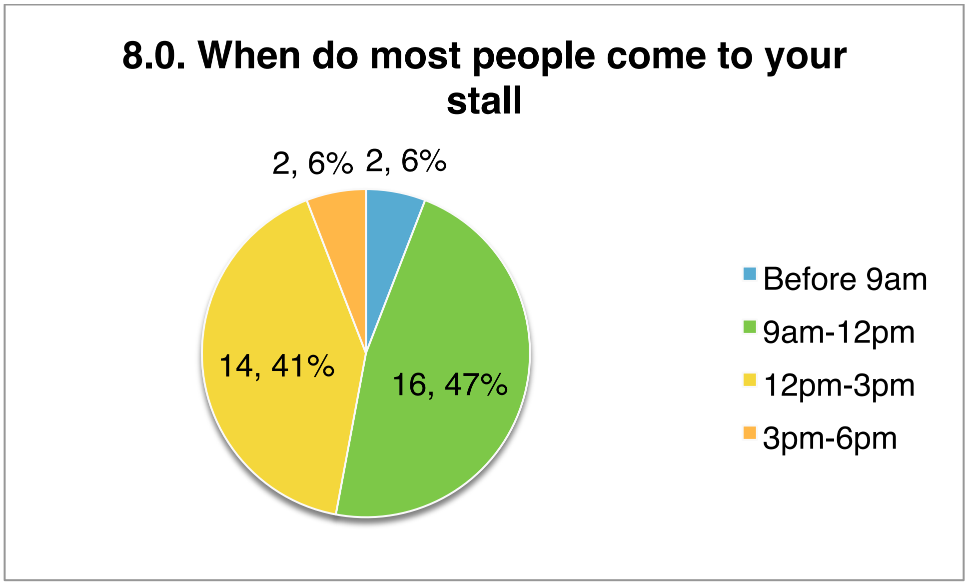


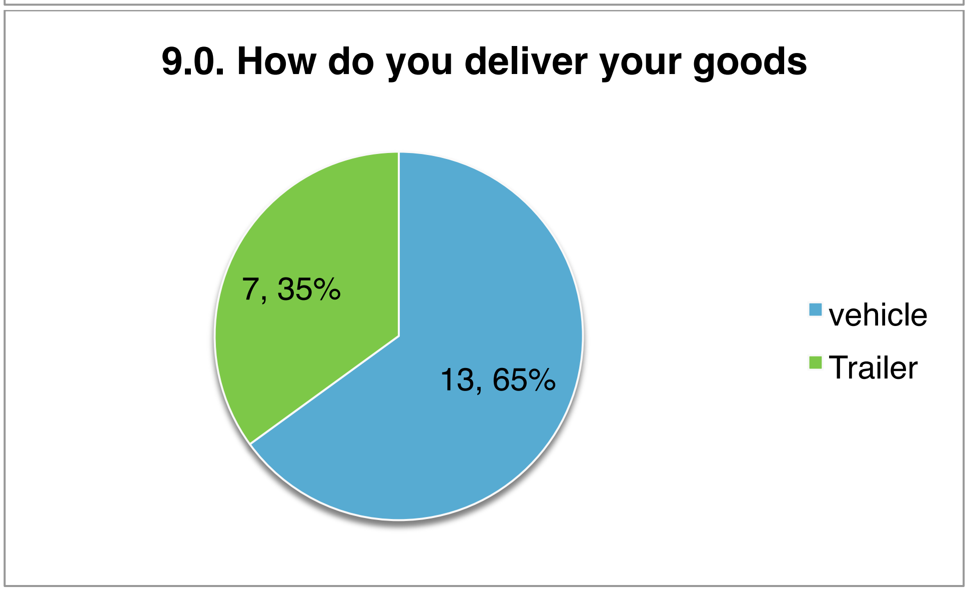

4.0. Did you choose your stall
It was assigned to me
proximity to ammenity
this was my only choice
weather protection
other
15, 50%
3, 10%
4, 13%
2, 7%
6, 20%

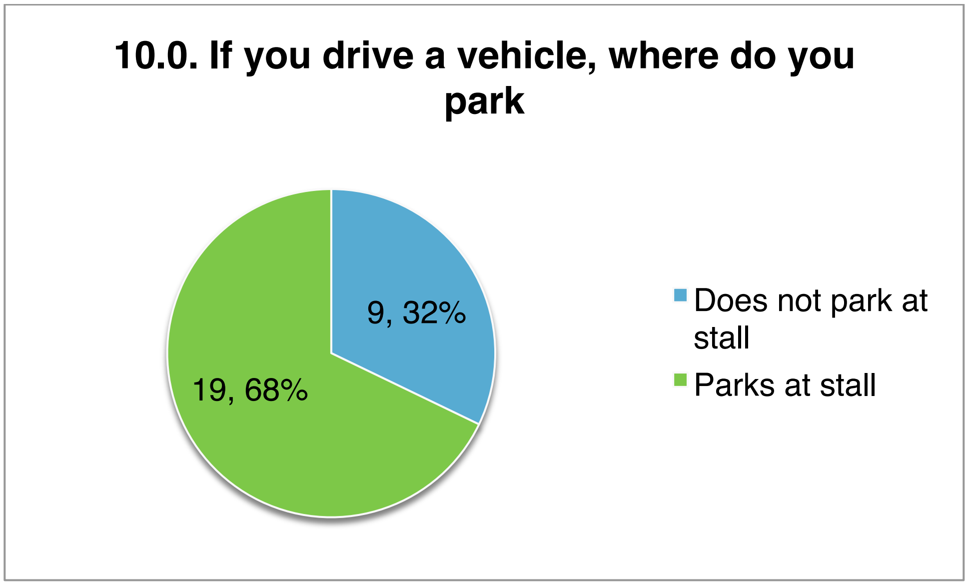

5.0. Do you have anything stored permanently
yes
no
5, 17%
25, 83%

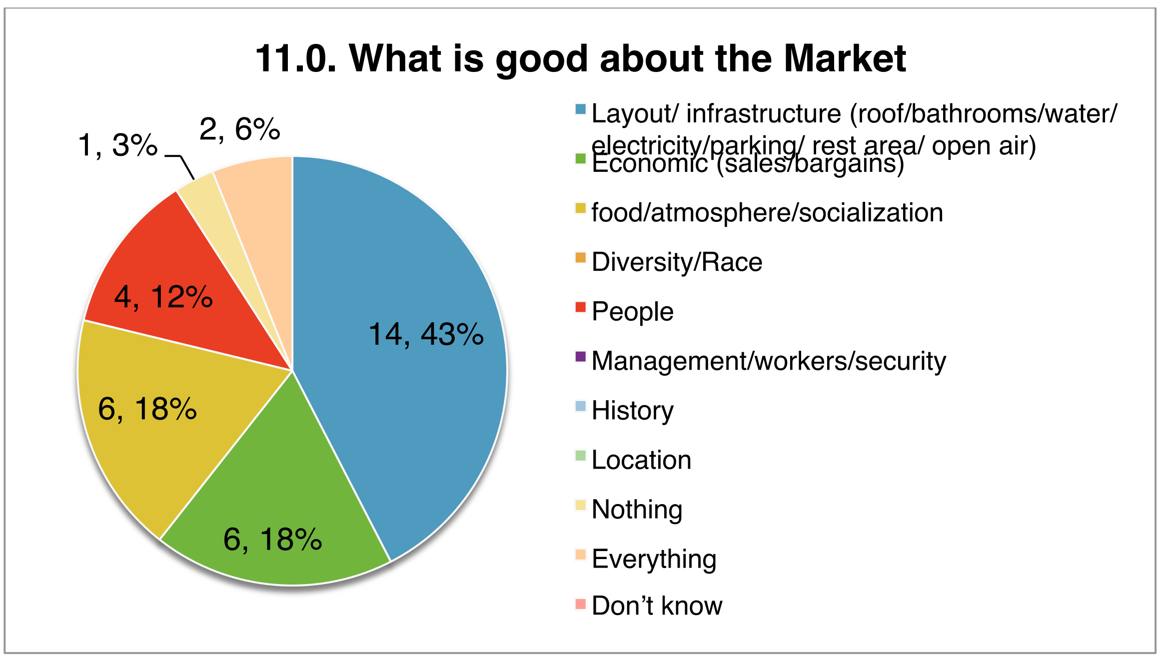

6.0. Do you have a preference for who vends next to you
9, 30%
21, 70%
yes
no


7.0. If you have adjacency preference, what is your preference
2, 22%
2, 22%
5, 56%
Not same vendors
Friends
Food


8.0. When do most people come to your stall
2, 6%
2, 6%
14, 41%
16, 47%
Before 9am
9am-12pm
12pm-3pm
3pm-6pm


9.0. How do you deliver your goods
7, 35%
13, 65%
vehicle
Trailer

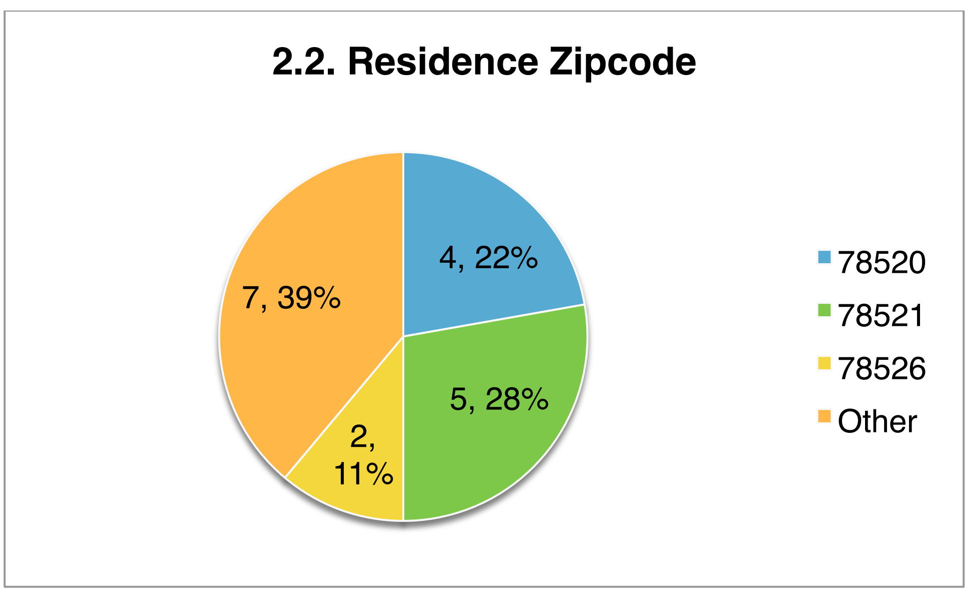



**11.0. on Vendor survey matches 5.0. on Customer survey

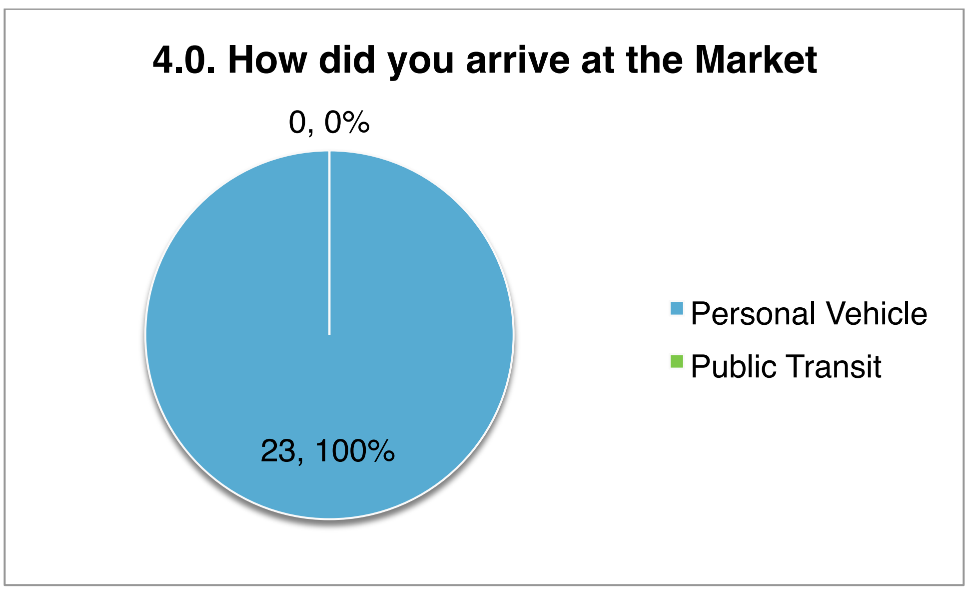

**12.0. on Vendor survey matches 6.0. on Customer survey

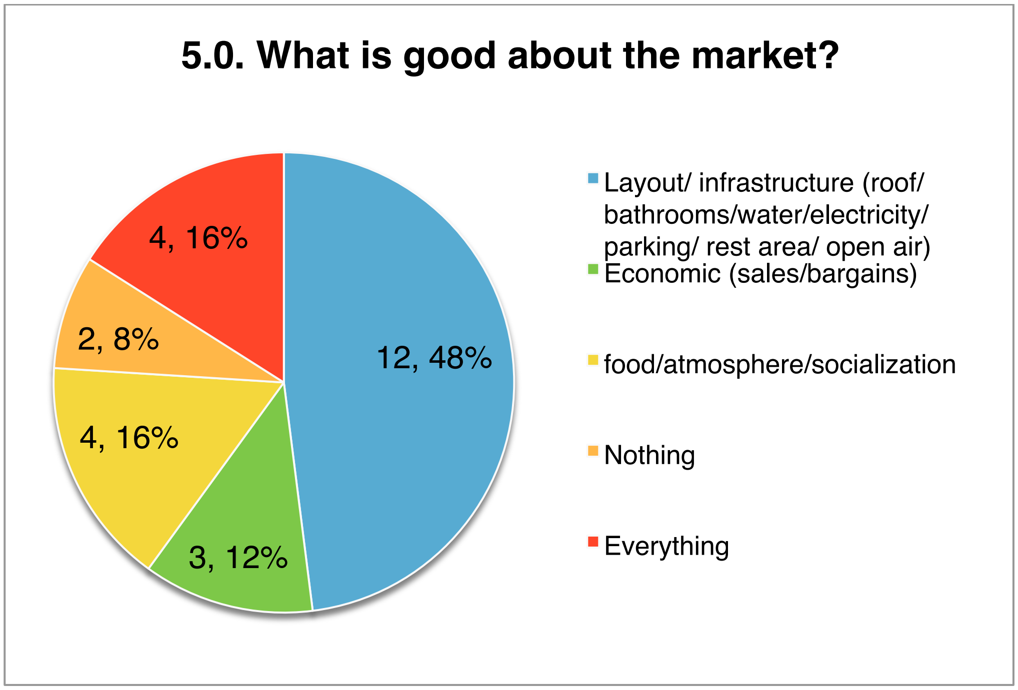
*Spatial: Cameron County, Texas Customers*



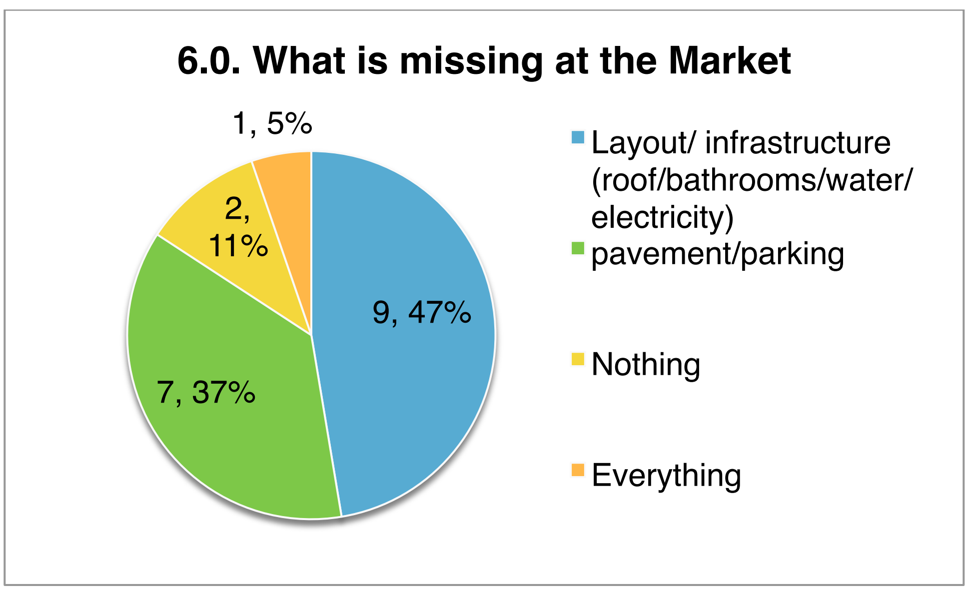

**2.2. on Customer survey matches 2.2. on Vendor survey


3.0. Why do you shop here?
Bargains
The market is bigger
The market is comfortable
Food
I have been coming since I was young
It was recommended to me
To look
Family sells at market
Proximity to home
This is my only market option
Variety of goods
3, 14%
2, 9%
1, 5%
1, 5%
1, 5%
1, 5%
3, 14%
1, 5%
5, 24%
1, 5%
2, 9%


4.0. How did you arrive at the Market
0, 0%
23, 100%
Personal Vehicle
Public Transit

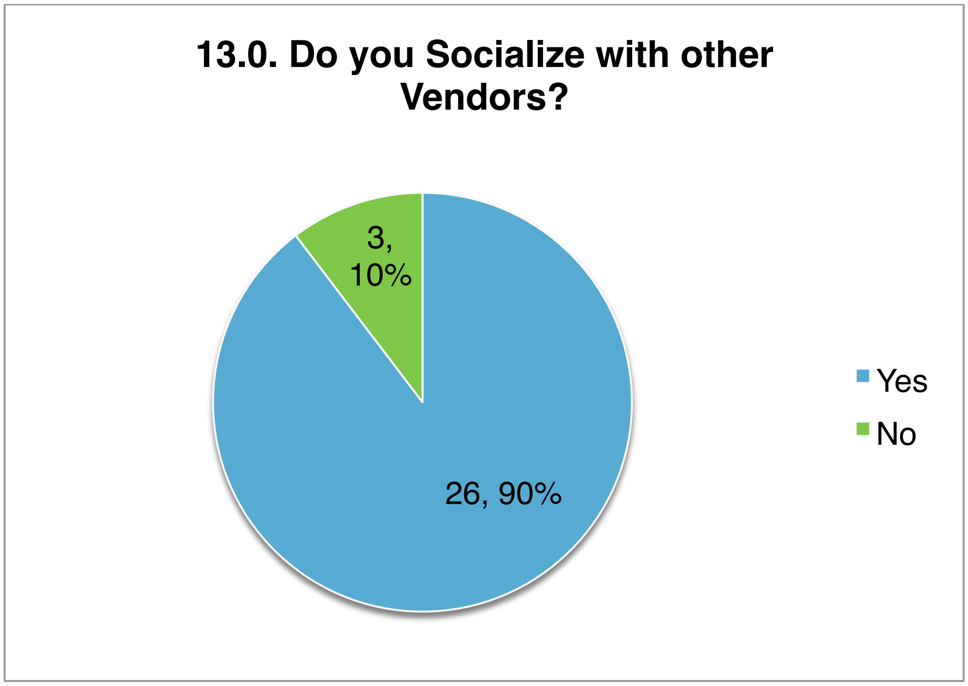


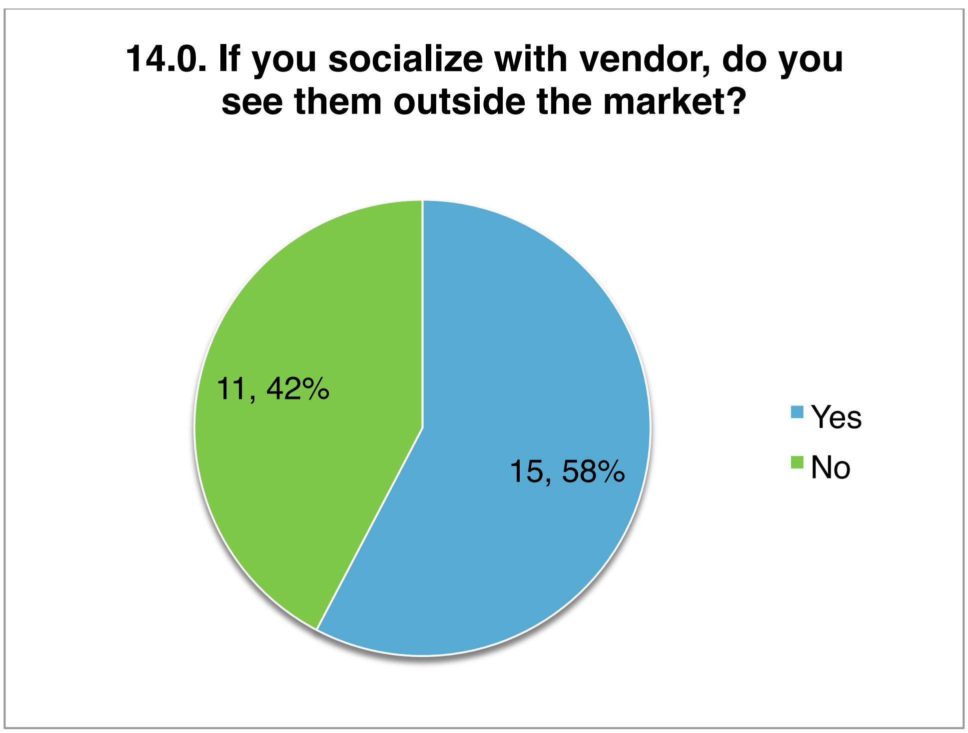

**5.0. on Customer survey matches 11.0. on Vendor survey



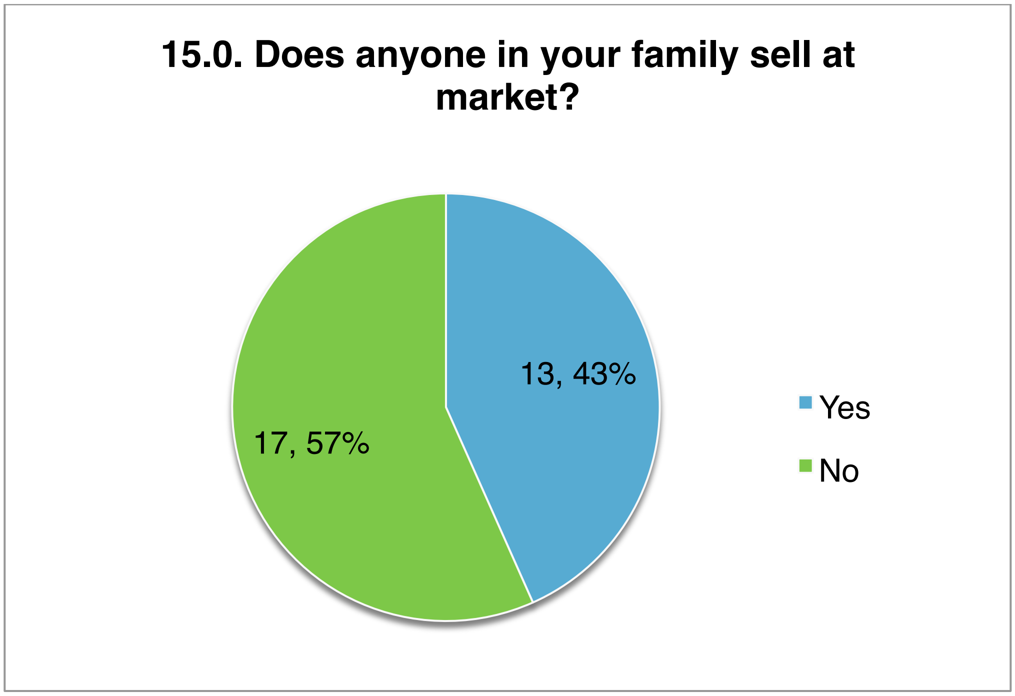

**6.0. on Customer survey matches 12.0. on Vendor survey

<u>*Social: Cameron County, Texas Vendors*</u>

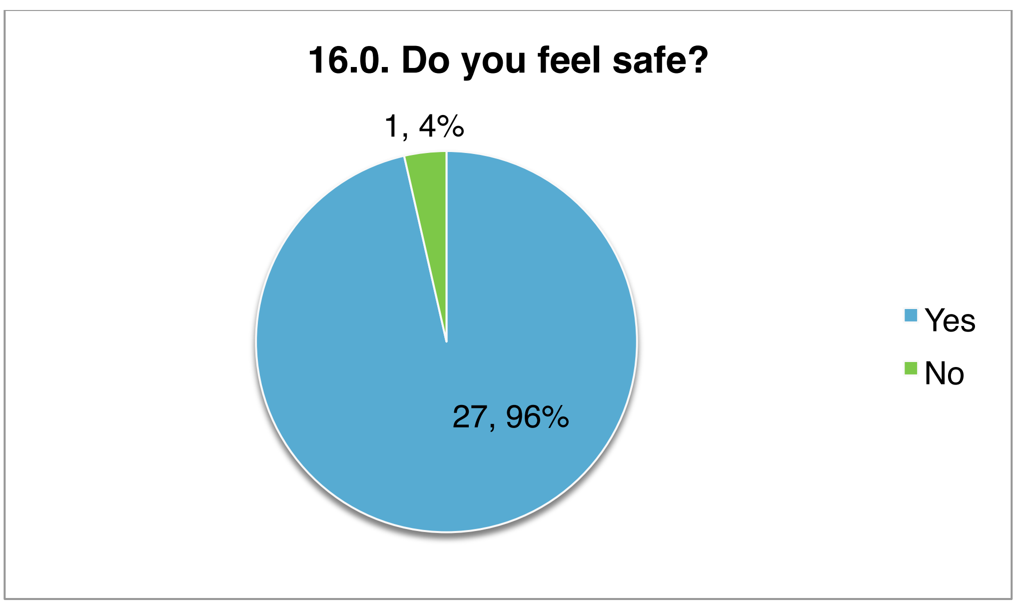


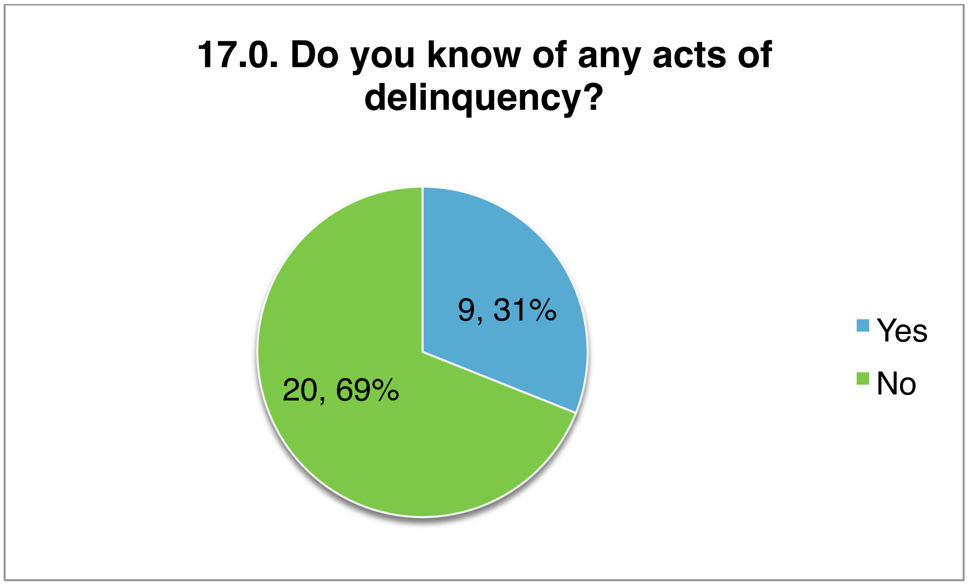

**14.0. on Vendor survey matches 11.0. on Customer survey




**15.0. on Vendor survey matches 12.0. on Customer survey



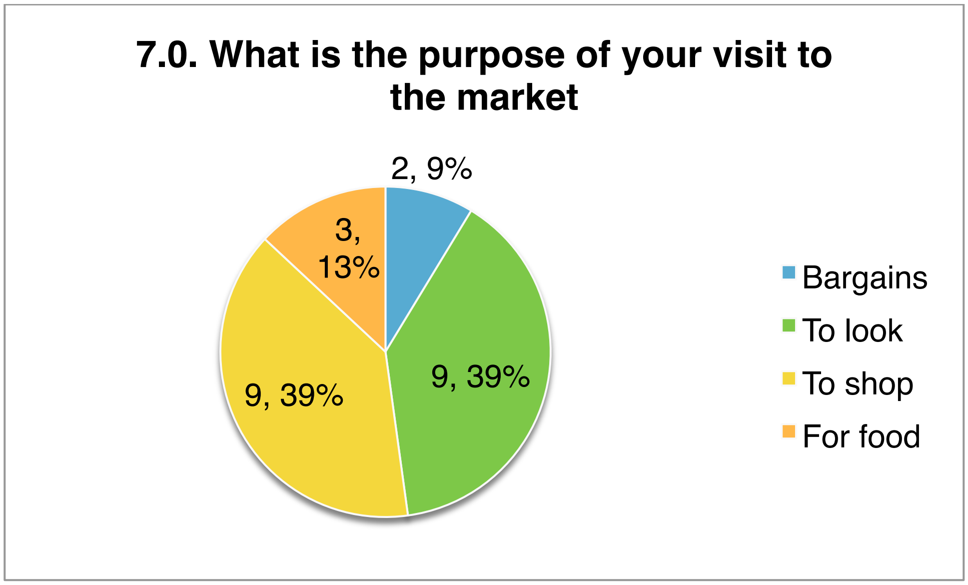

**16.0. on Vendor survey matches 13.0. on Customer survey

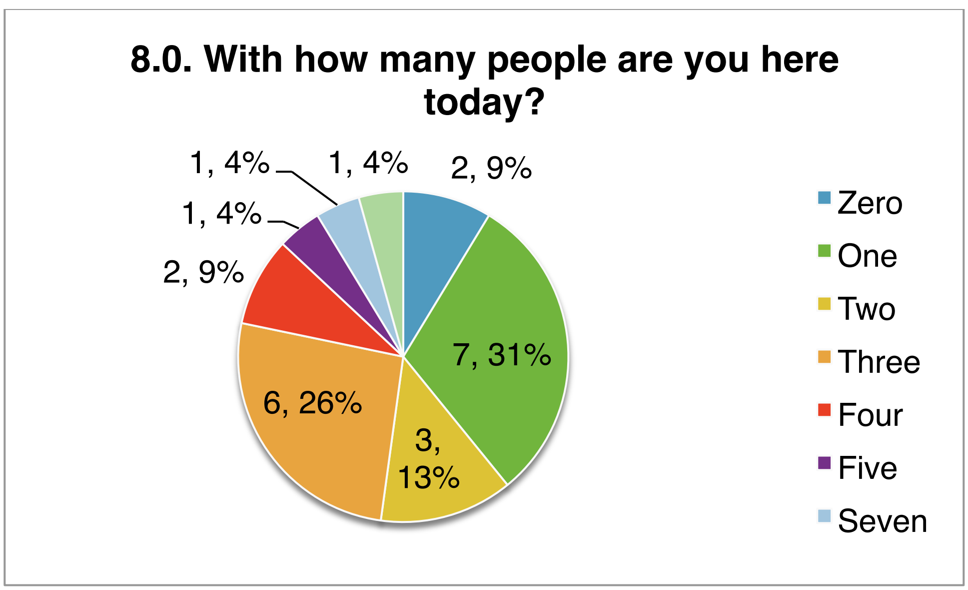


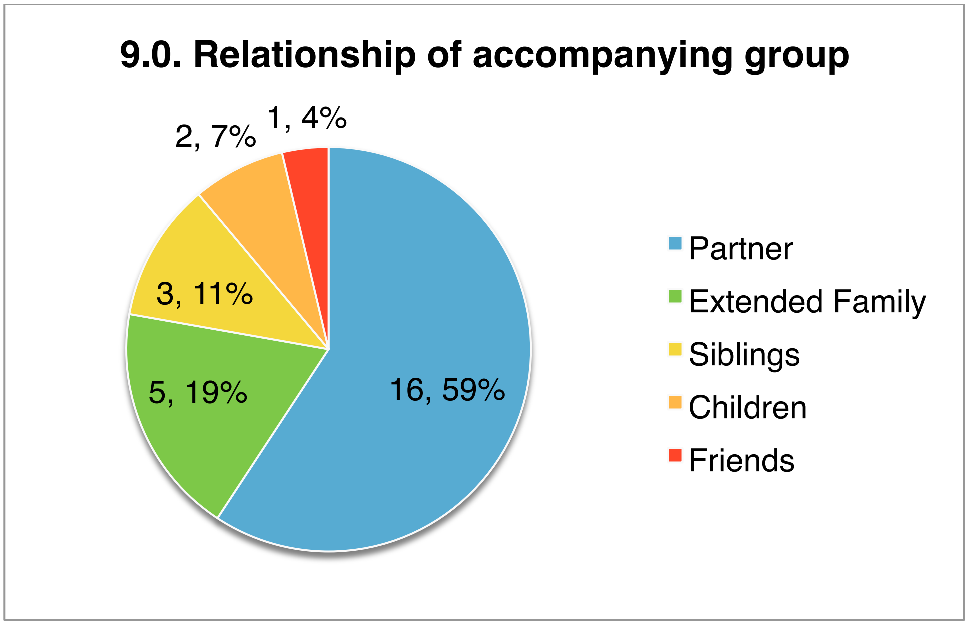

**17.0. & 17.1. on Vendor survey matches 14.0. on Customer survey

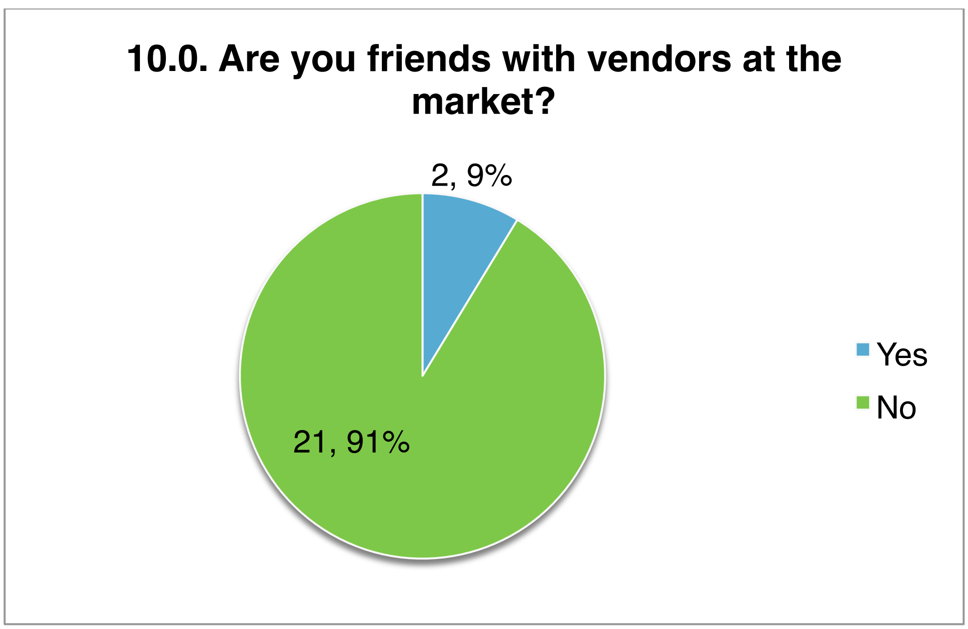
17.1. &17.2. If you responded yes to knowing acts of delinquency, what is it and when did it occur?

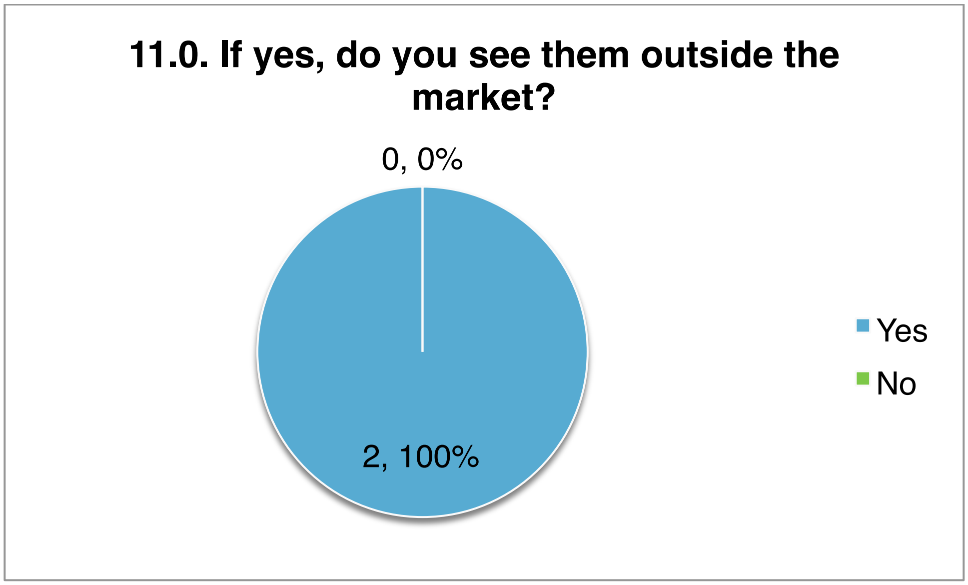
| | |
|---|---|
| 36 chairs and tables | frequently |
| cell phone and merchandise | 1-2 months |
| common robbery | |
| in the parking lot | |
| merchandise | 2012 |
| payment with fake money | |
| robbery | over a year ago |
| robbery; stabbing in the parking lot | a few months back |
| TV stolen | October, 2014 |


7.0. What is the purpose of your visit to the market
2, 9%
3, 13%
9, 39%
9, 39%
Bargains
To look
To shop
For food

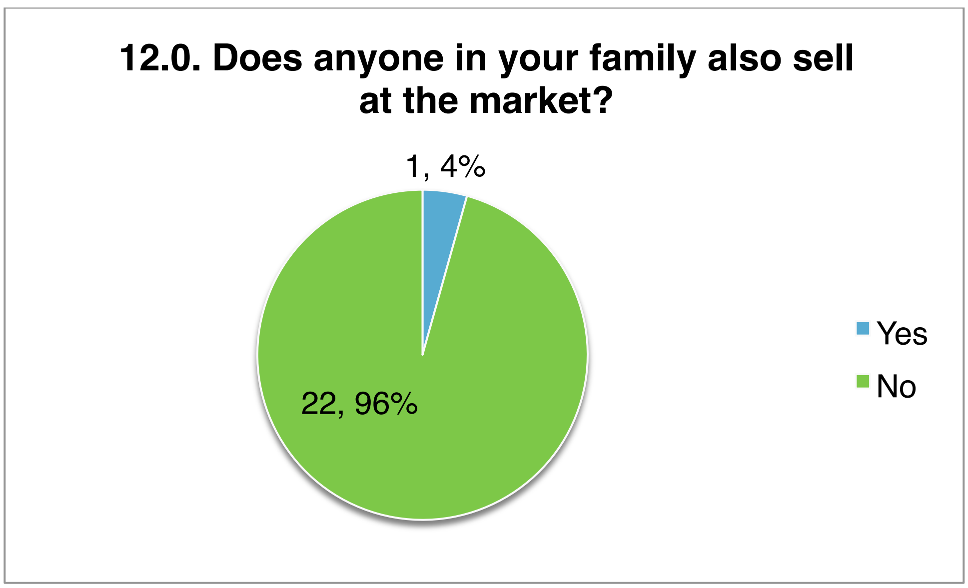

8.0. With how many people are you here today?
1, 4%
1, 4%
2, 9%
1, 4%
2, 9%
7, 31%
6, 26%
3, 13%
Zero
One
Two
Three
Four
Five
Seven


9.0. Relationship of accompanying group
2, 7%
1, 4%
3, 11%
5, 19%
16, 59%
Partner
Extended Family
Siblings
Children
Friends

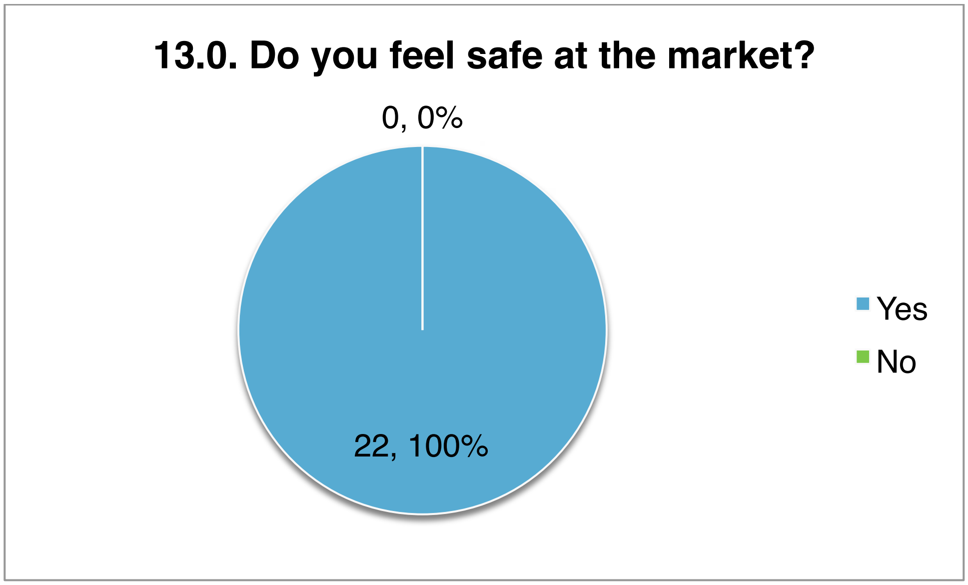

10.0. Are you friends with vendors at the market?
2, 9%
21, 91%
Yes
No



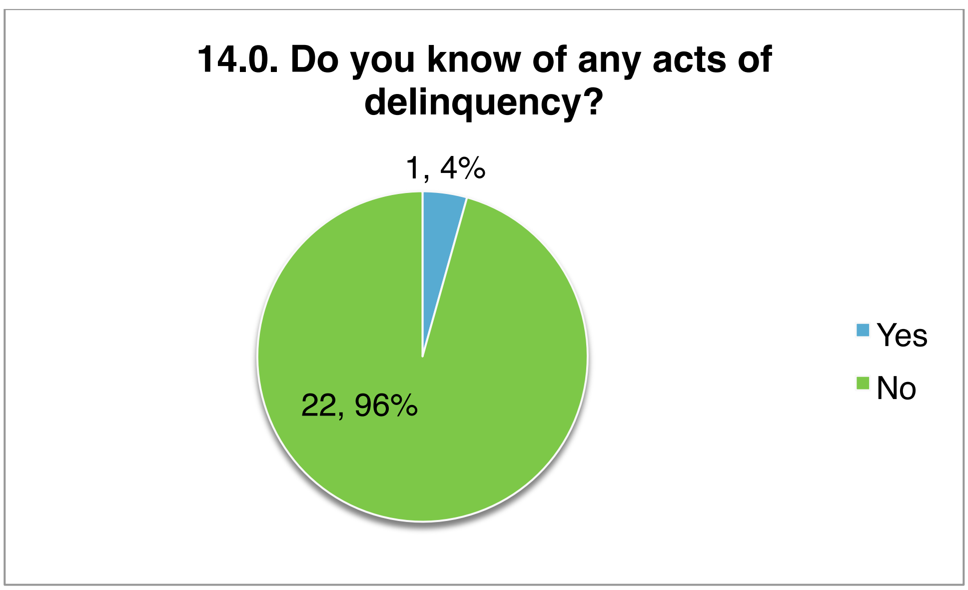

**11.0. on Customer survey matches 14.0. on Vendor survey



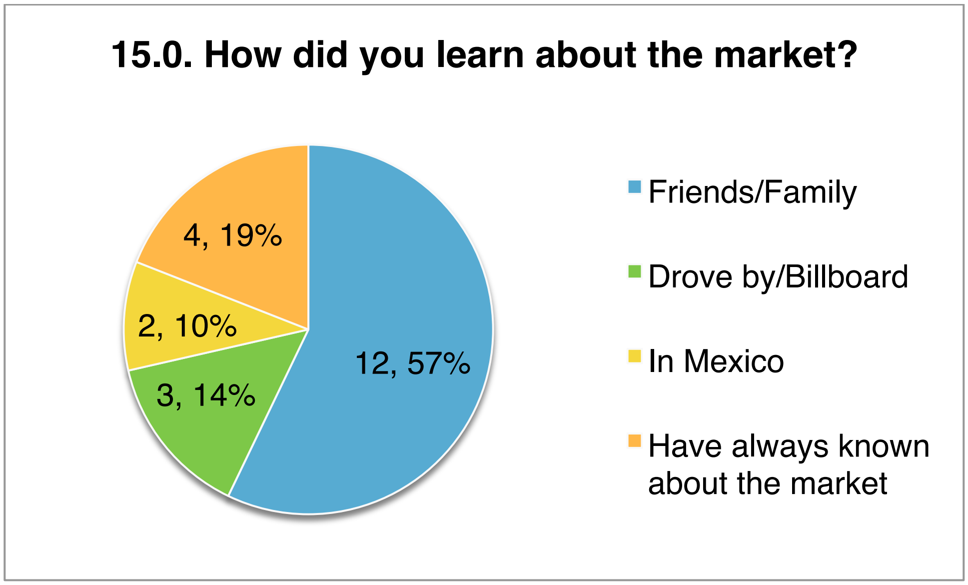

**12.0. on Customer survey matches 15.0. on Vendor survey



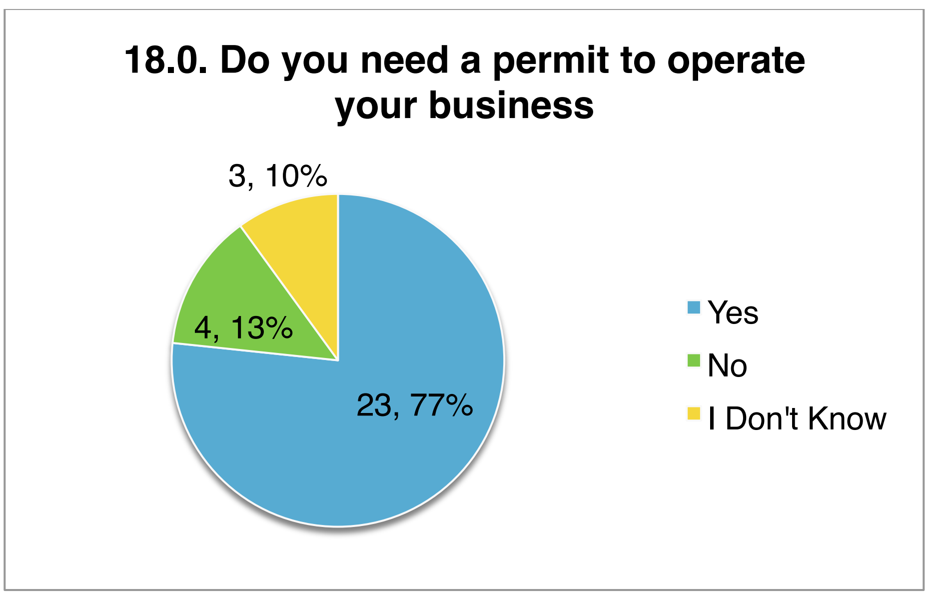

**13.0. on Customer survey matches 16.0. on Vendor survey

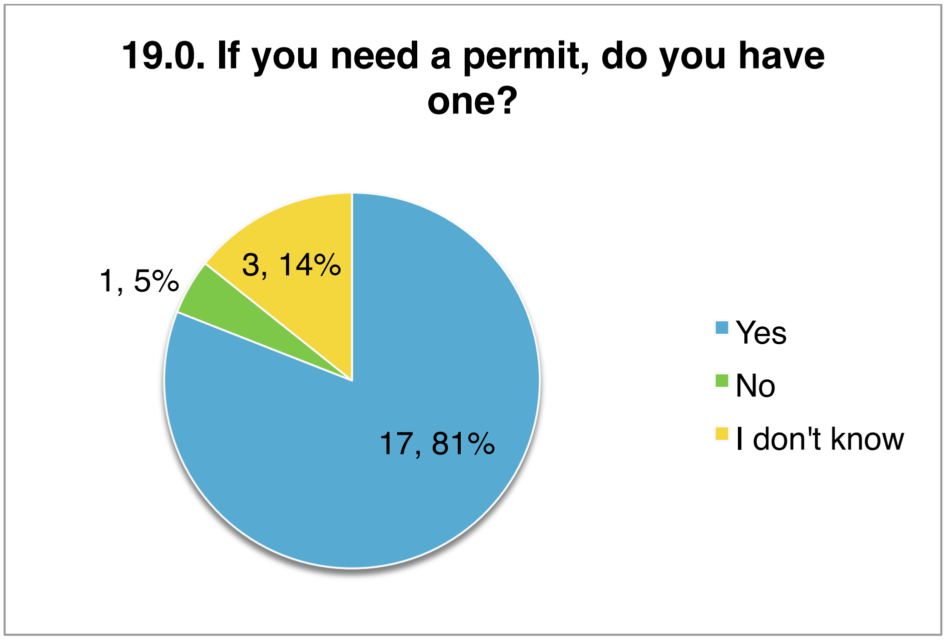


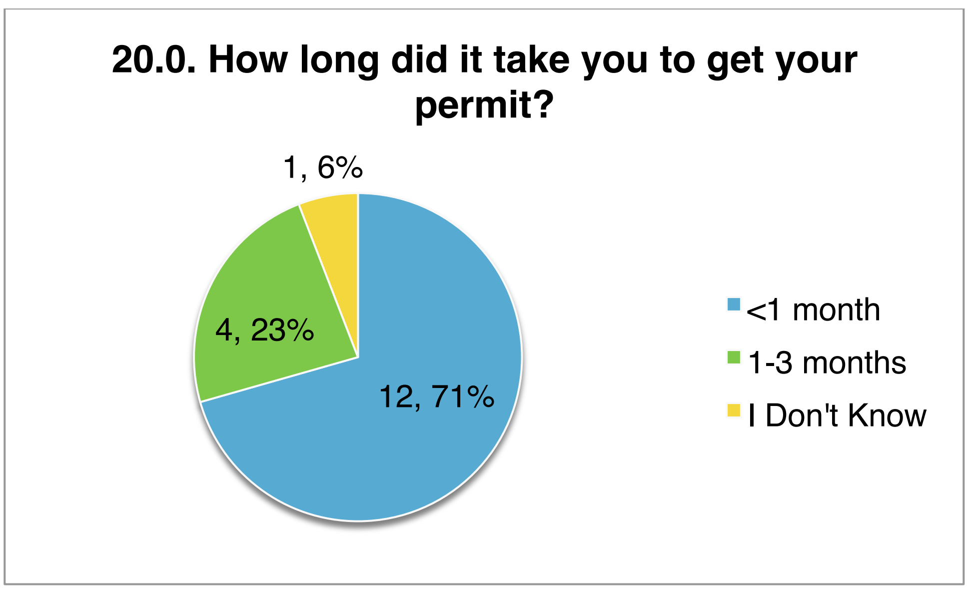

**14.0. on Customer survey matches 17.0. & 17.1. on Vendor survey

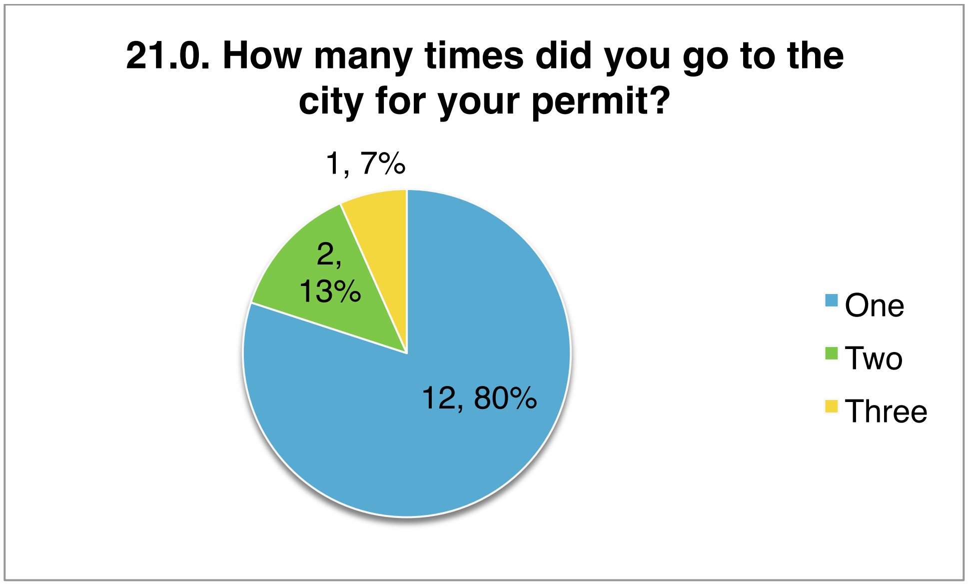


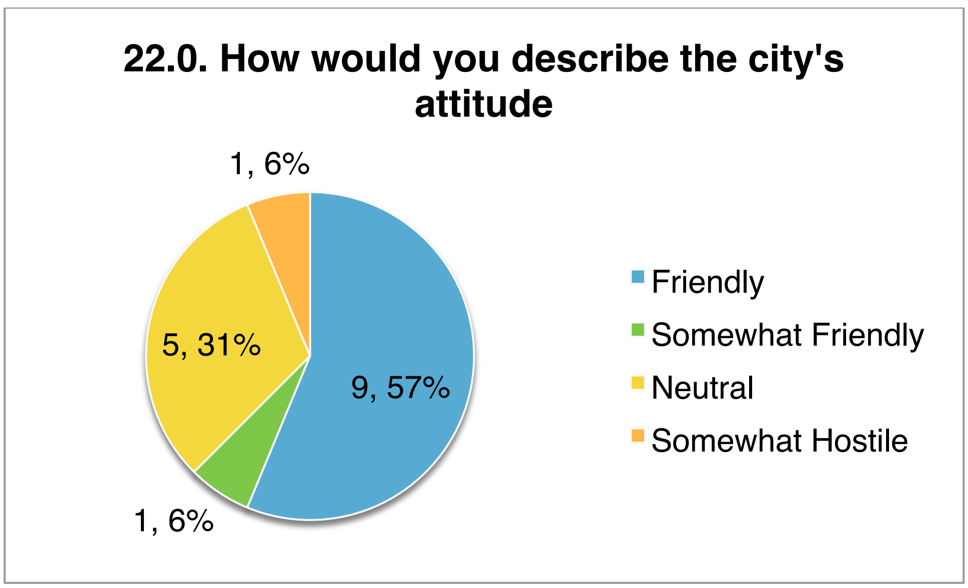

*Institutional: Brownsville, Texas Vendors*

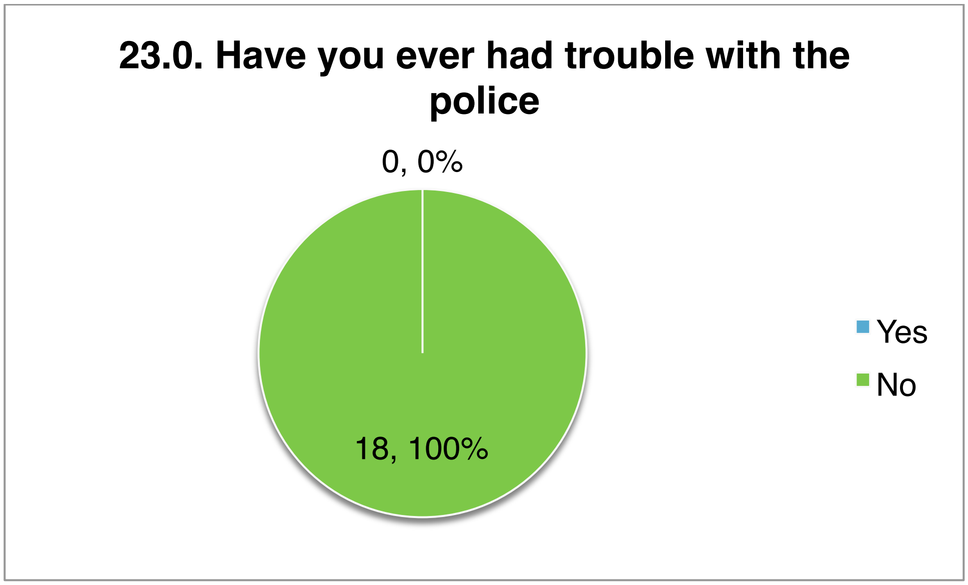


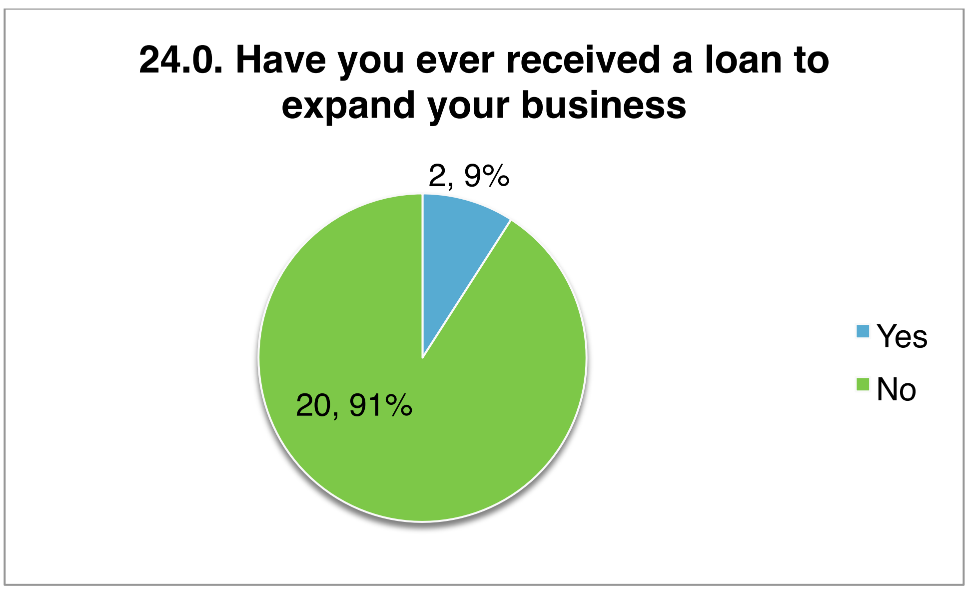

19.0. If you need a permit, do you have one?
1, 5%
3, 14%
17, 81%
Yes
No
I don't know

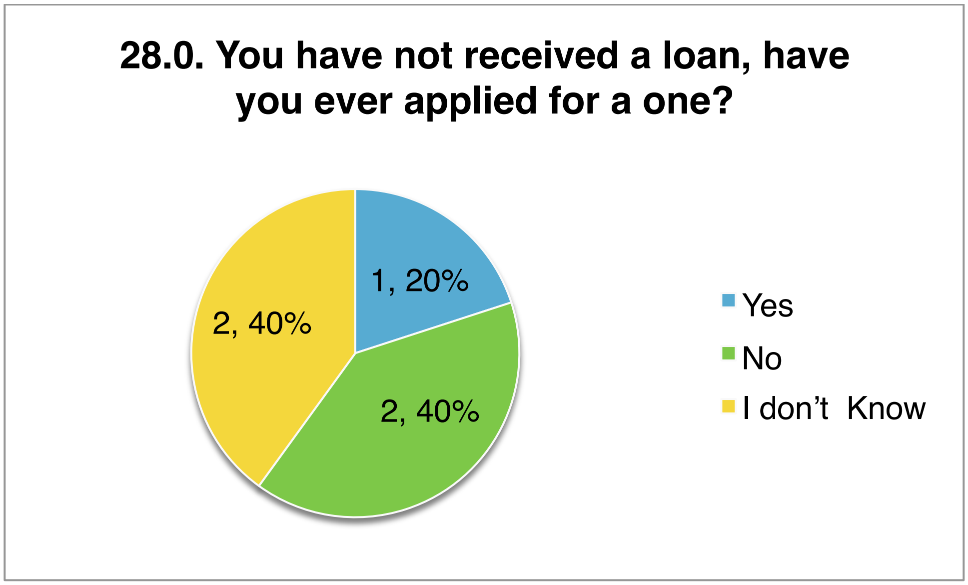

20.0. How long did it take you to get your permit?
1, 6%
4, 23%
12, 71%
<1 month
1-3 months
I Don't Know

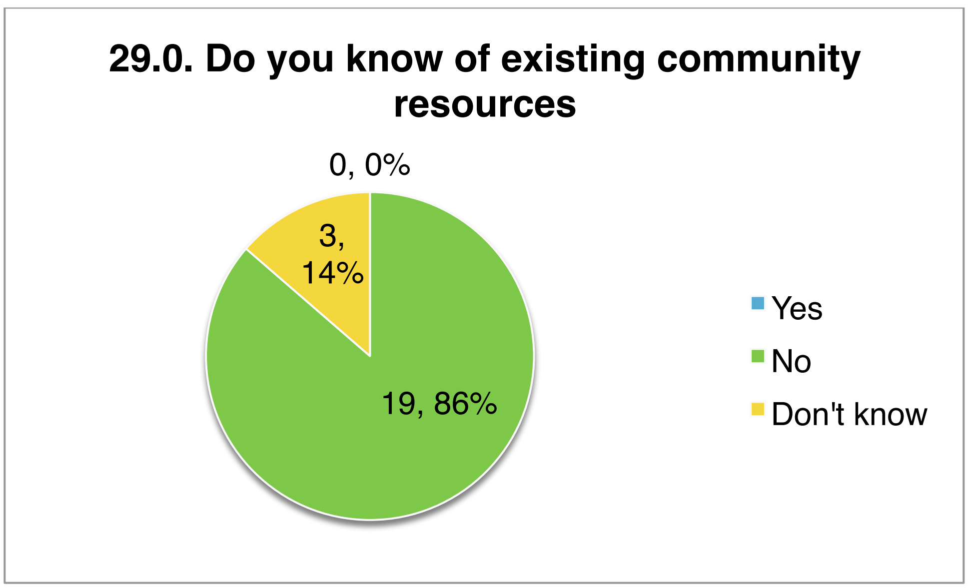

21.0. How many times did you go to the city for your permit?
1, 7%
2, 13%
12, 80%
One
Two
Three

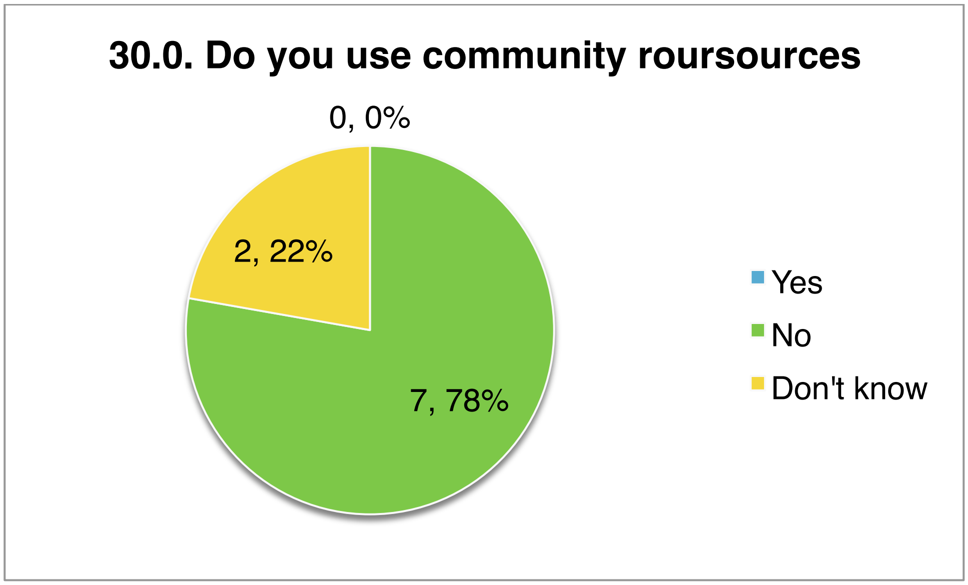

22.0. How would you describe the city's attitude
1, 6%
5, 31%
9, 57%
1, 6%
Friendly
Somewhat Friendly
Neutral
Somewhat Hostile


23.0. Have you ever had trouble with the police
0, 0%
18, 100%
Yes
No

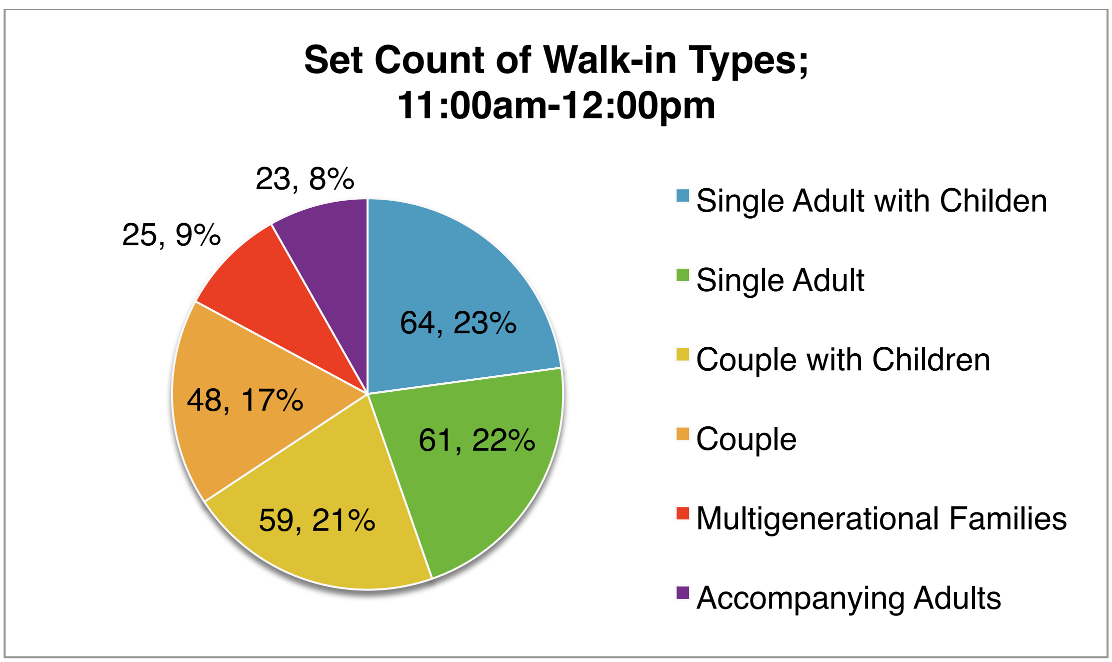

24.0. Have you ever received a loan to expand your business
2, 9%
20, 91%
Yes
No

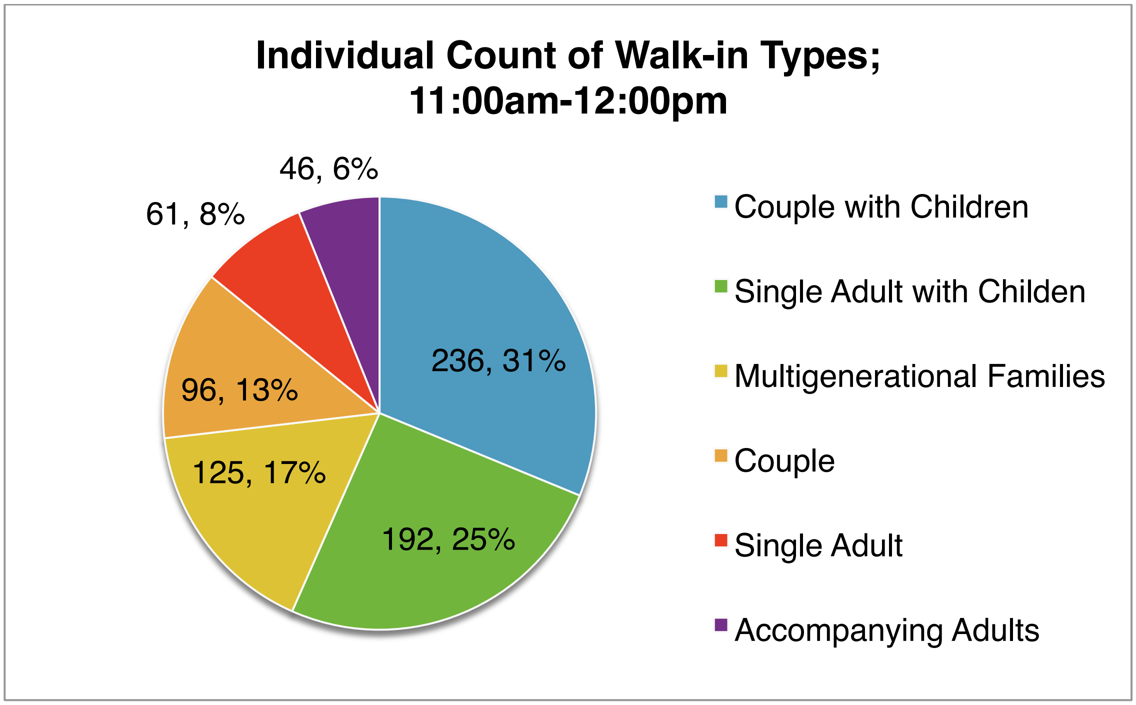

28.0. You have not received a loan, have you ever applied for a one?
1, 20%
2, 40%
2, 40%
Yes
No
I don't Know


29.0. Do you know of existing community resources
0, 0%
3, 14%
19, 86%
Yes
No
Don't know




Cameron County: People walking in at peak hour:






<u>*Comments: Cameron County, Texas Vendors*</u>

| |
|---|
| $6,000 Mexican Peso per month which converts to $355 US Dollars per month currently attending college; stall rental is $15/day |
| 10 people in household |
| 8 people in household |
| currently attending college; 9 people in household |
| does not make enough sales; used to be in a stall for 10 years in a different isle but no 4 years in this one because he has electricity available in this booth |
| earns $1300 Mexican pesos per week in Mexico which converts to $78 US dollars per week |

| |
|---|
| earns $3,000 Mexican pesos biweekly, converts to $180 US Dollars every two weeks |
| Family operation; migrant worker; travels north to farm; learned to grow plants up north and started this business; received permit from city the same day; has 6 children |
| family operation; re #32: 10 stalls divided, 4 stalls with fiance, 6 stalls belong to my parents; re # 53: Born in Bakersfield, California; raised in Linares, Mx and Harlingen, Tx |
| family selling at the booth together |
| husband runs another booth in the market |
| income varies biweekly |
| makes $1500 Mexican Pesos per week, this converts to $90 US dollars a week |
| people are nice, good atmosphere, good owners of flea market, feels comfortable with everything |
| she used to have and run a restaurant but had health issues and this became her only source of income, restaurant shut down. From two days of work “el negocio no da para tanta inversion;” she wrote a letter to former Mayor Mat Ahumada complaining of vendor rights but nothing came of it. Family operation. |
| todo bien, a estos comentarios espero que sirva de algo y lo tomen en cuenta para que la pulga siga siendo efectiva y fuente de trabajo y gracias por todo. “el domingo viene mas gente y es mas familiar" |

| |
|---|
| todo bien; the city feels indifferent about food permits |
| typically sells one weekend day only; |
| stocks up during the week, brings supplies from store in Boca Chica |
| pays extra for electricity access |
| no delinquency but yes injustice |
| dad sells at market |
| sister sells at market |

*Comments: Brownsville, Texas Vendors*

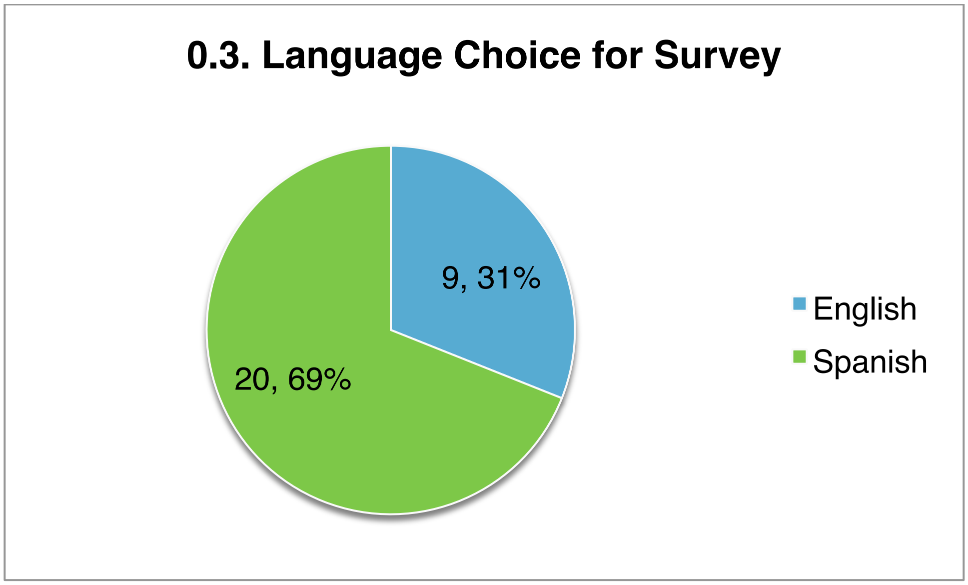
| |
|---|
| asked if she shops at flea markets in Matamoros, she said vendors there come shop here for things to resale. In the past she used to shop here to resale there at the market across from Soriana. Those vendors  come to the market from 5-6am |
| disabled |
| disabled, has been going to market since it was by the port of Brownsville |
| full time student |
| full time student |
| full time student; first time visit |
| it's a nice place to walk but needs water fountains |
| need traffic control guard for quick loading or unloading. Vehicle entrance is always at main entrace and should also be at back |

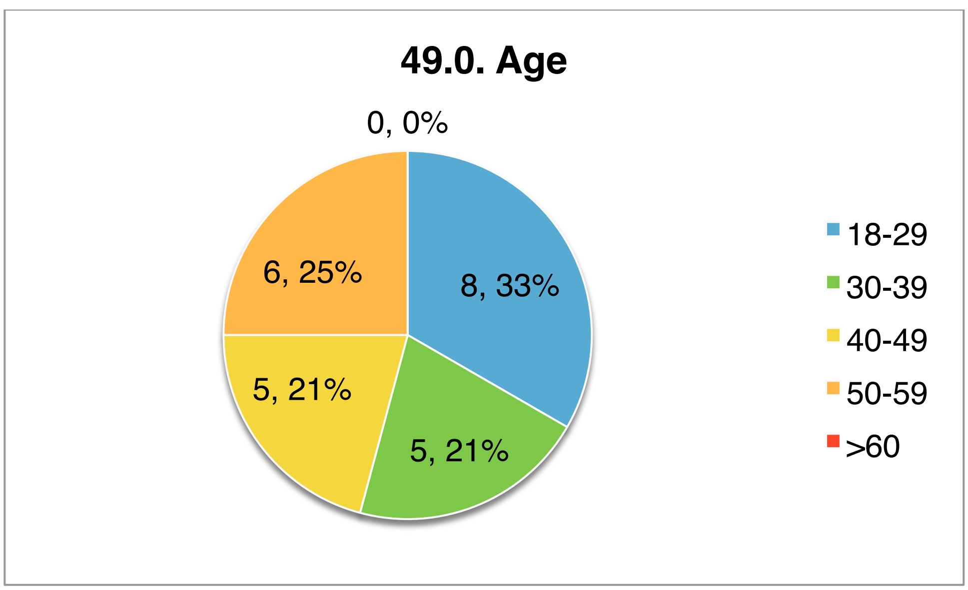
| |
|---|
| not employed |
| not employed |
| not employed |
| on vacation visiting family in Matamoros |
| retired |
| used to live in Brownsville but moved to Chicago 5 years ago. They continue to come to the market when they are in Brownsville. |

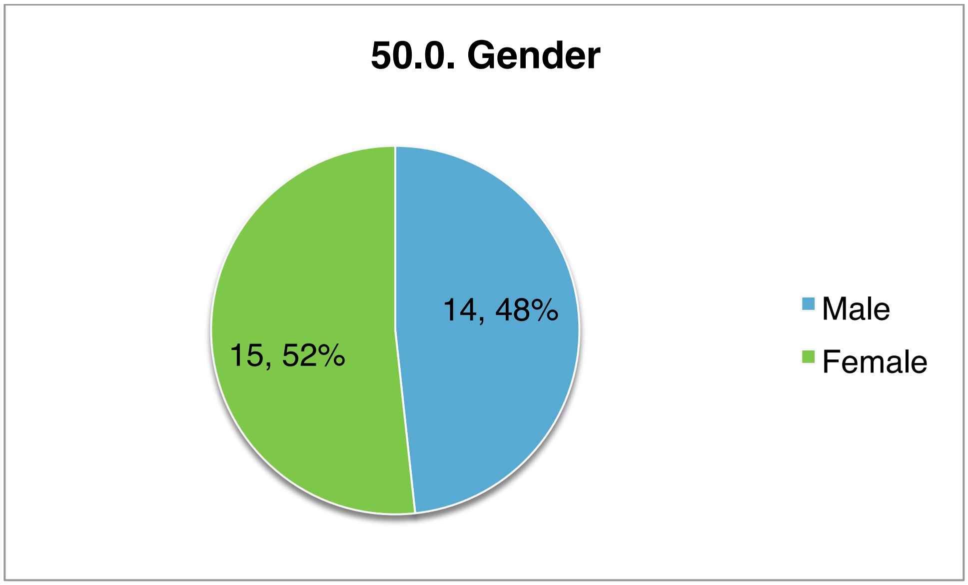
APPENDIX 16:

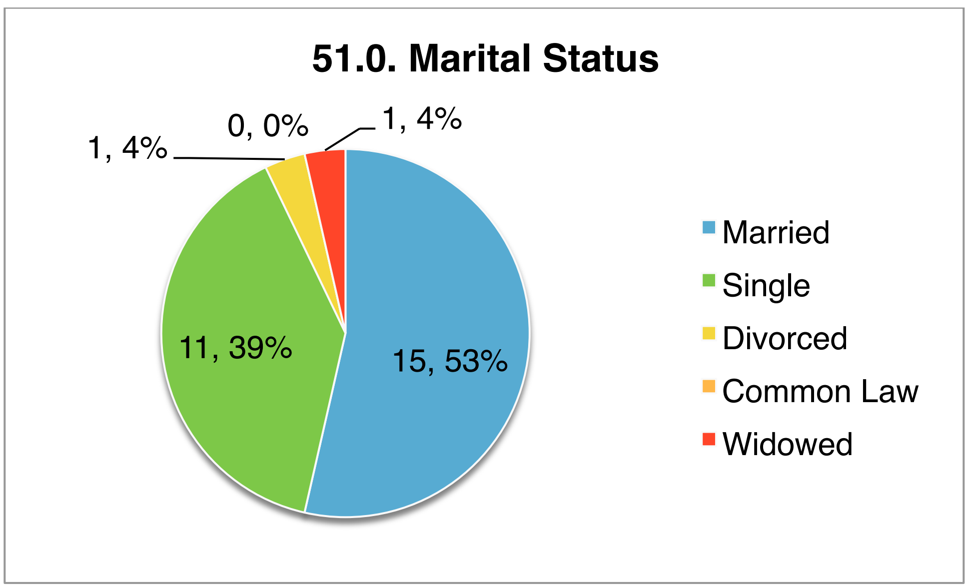
SAN DIEGO COUNTY, CALIFORNIA SURVEY RESULTS

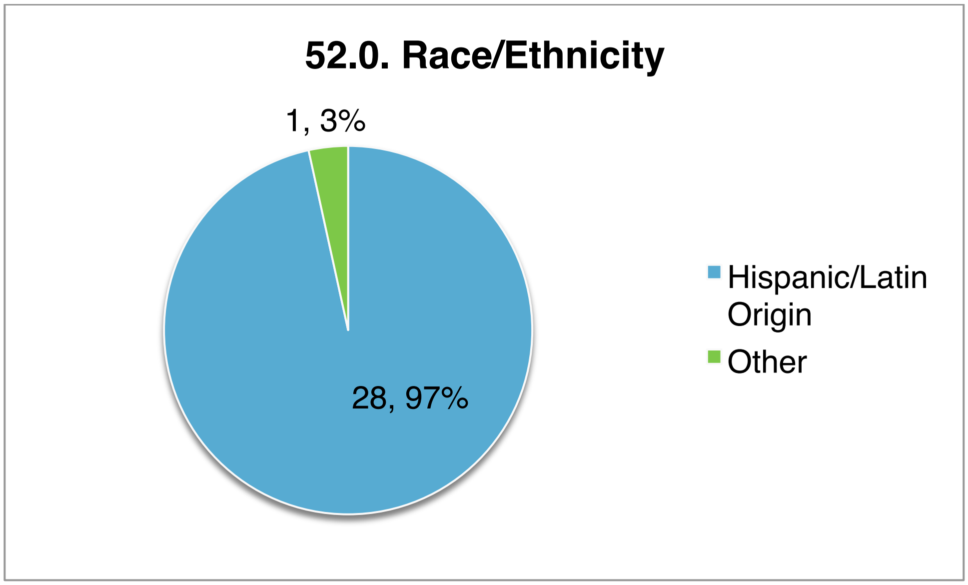
*Demographics: San Diego County, California Vendors*

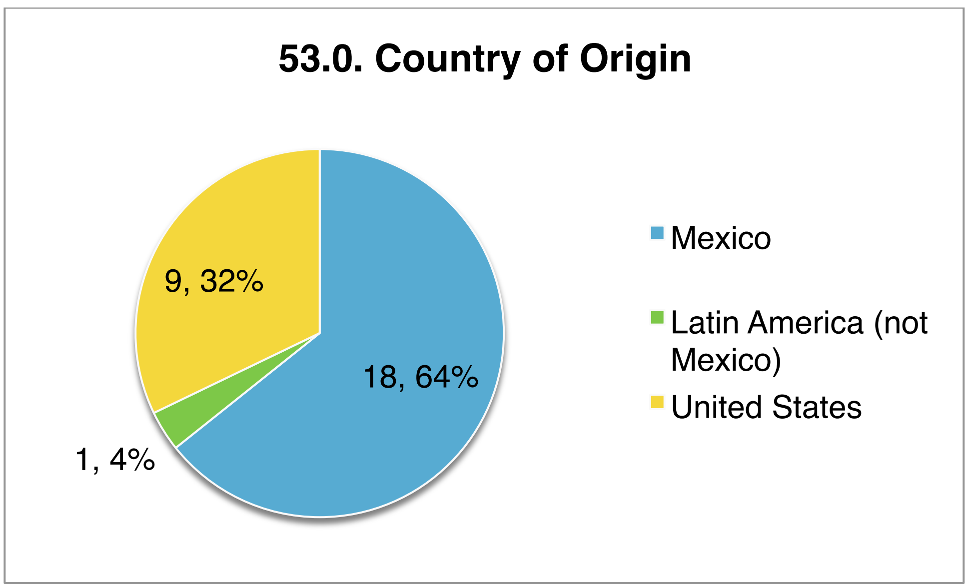


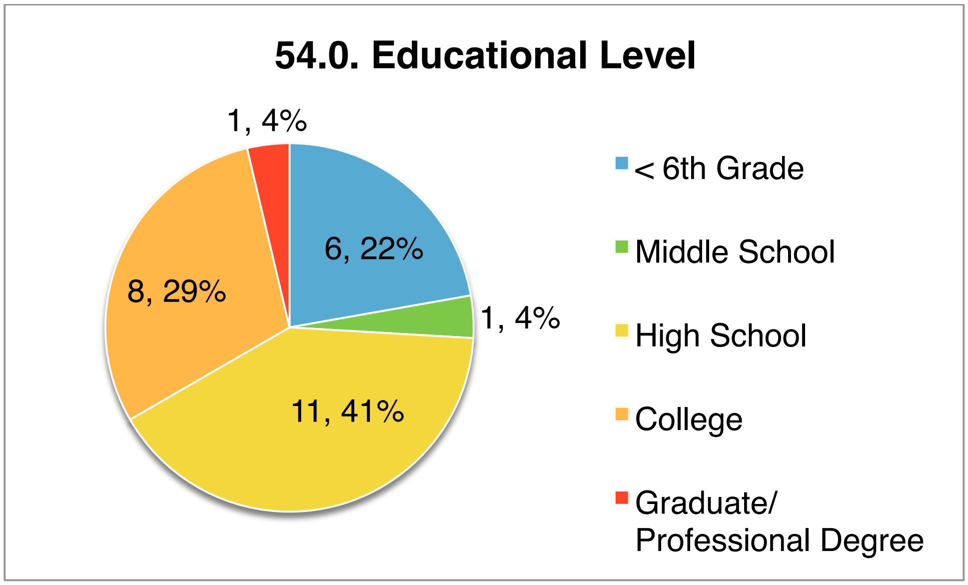



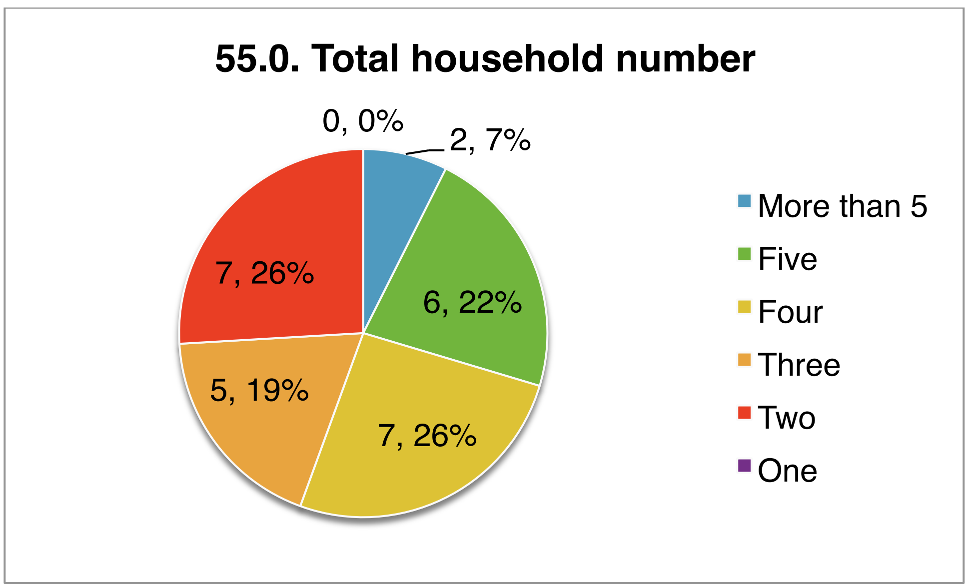

50.0. Gender
14, 48%
15, 52%
Male
Female


51.0. Marital Status
1, 4%
0, 0%
1, 4%
11, 39%
15, 53%
Married
Single
Divorced
Common Law
Widowed

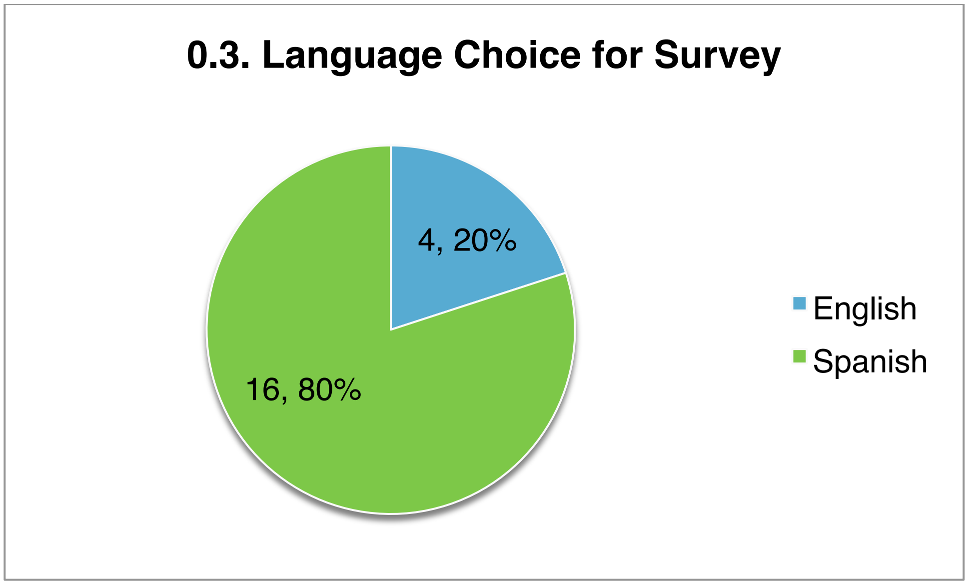

52.0. Race/Ethnicity
1, 3%
28, 97%
Hispanic/Latin Origin
Other

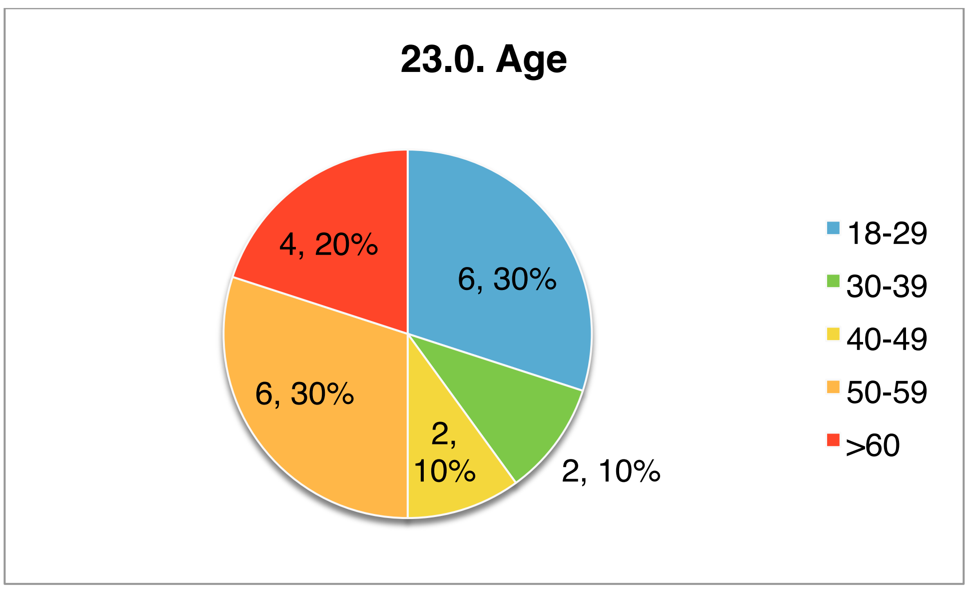

53.0. Country of Origin
9, 32%
18, 64%
1, 4%
Mexico
Latin America (not Mexico)
United States

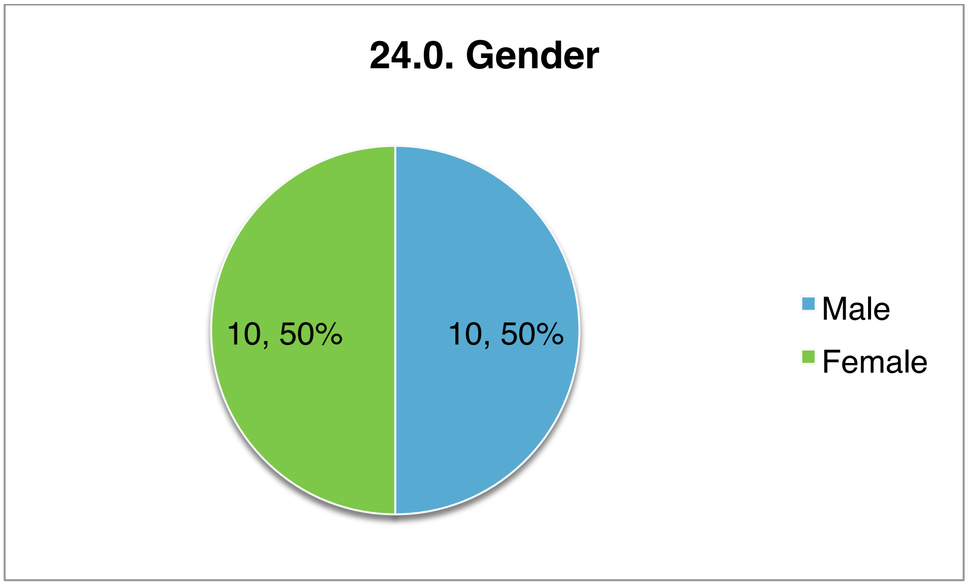

54.0. Educational Level
1, 4%
6, 22%
8, 29%
1, 4%
11, 41%
< 6th Grade
Middle School
High School
College
Graduate/
Professional Degree

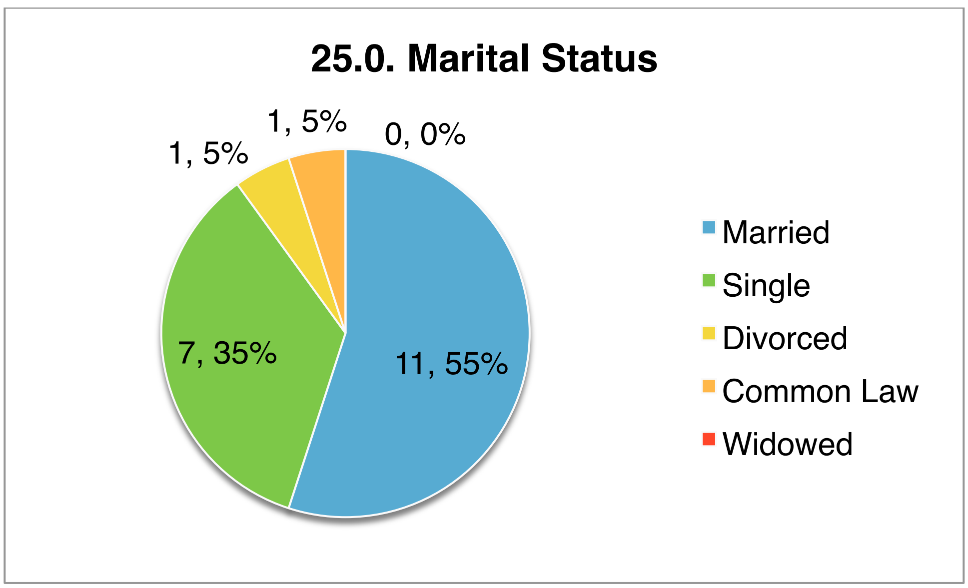

55.0. Total household number
0, 0%
2, 7%
7, 26%
6, 22%
5, 19%
7, 26%
More than 5
Five
Four
Three
Two
One

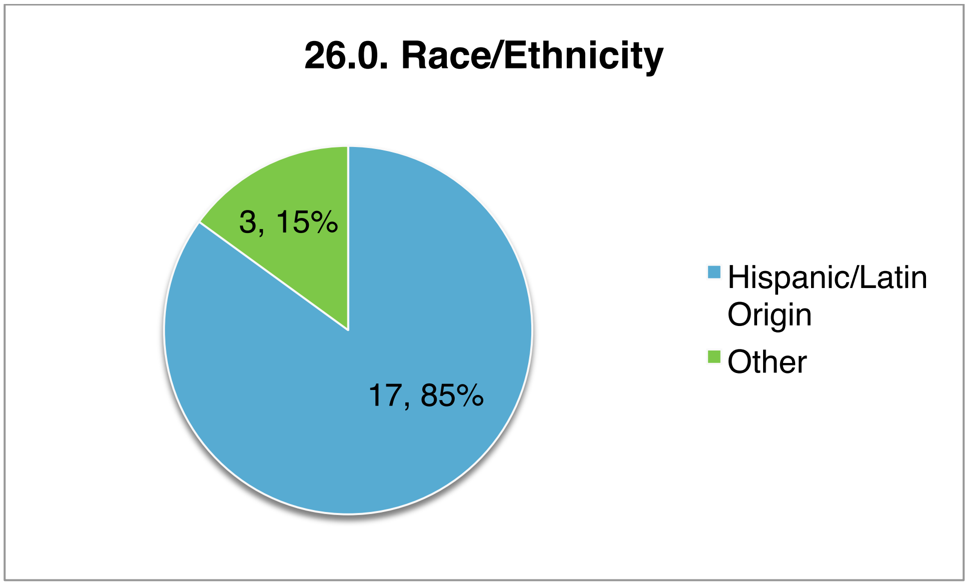
*Demographics: San Diego County, California Customers*



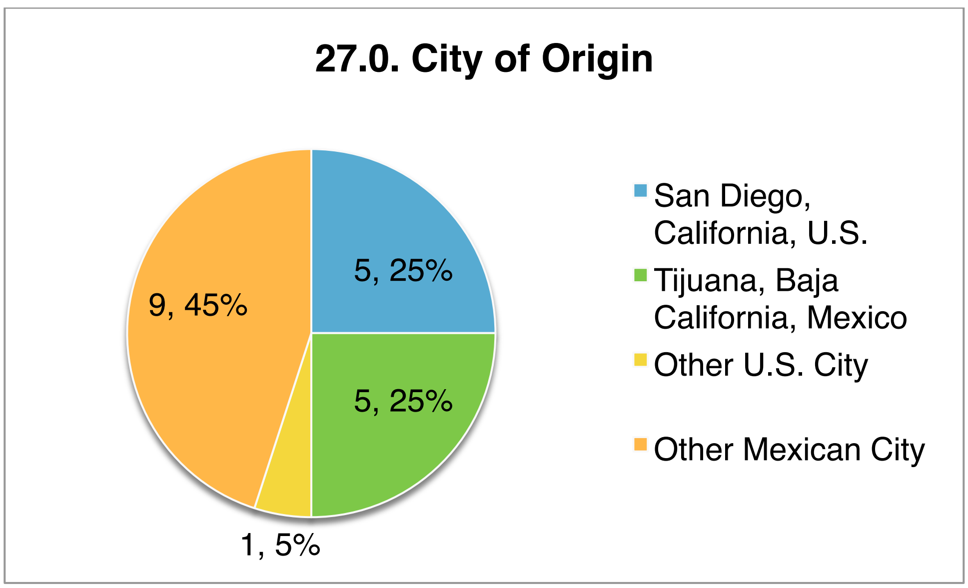




24.0. Gender
10, 50%
10, 50%
Male
Female

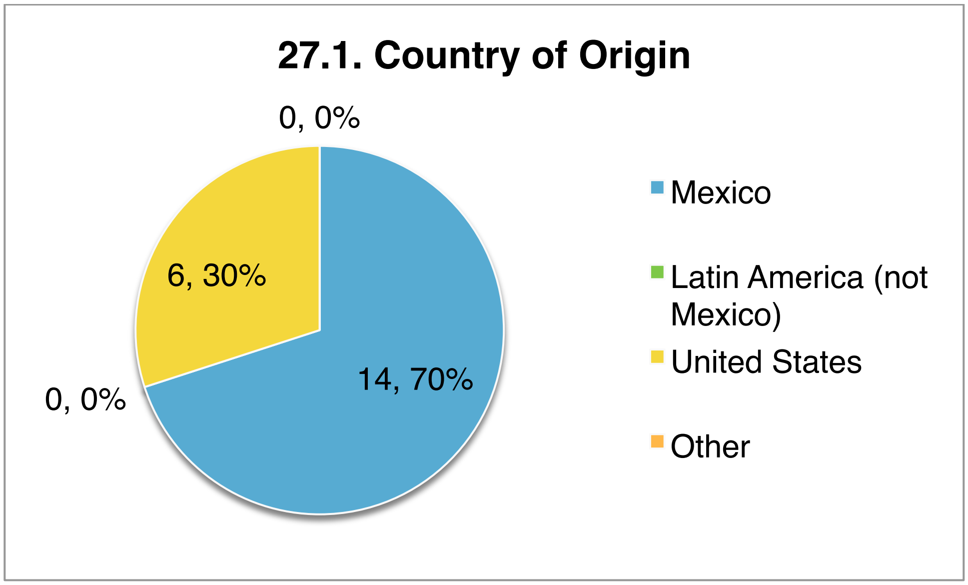

25.0. Marital Status
1, 5%
1, 5%
0, 0%
7, 35%
11, 55%
Married
Single
Divorced
Common Law
Widowed

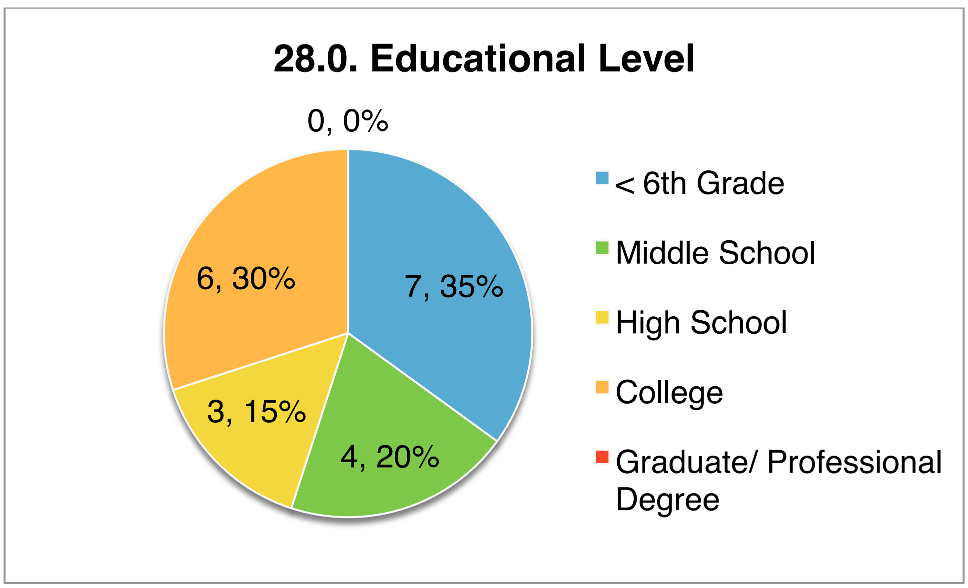


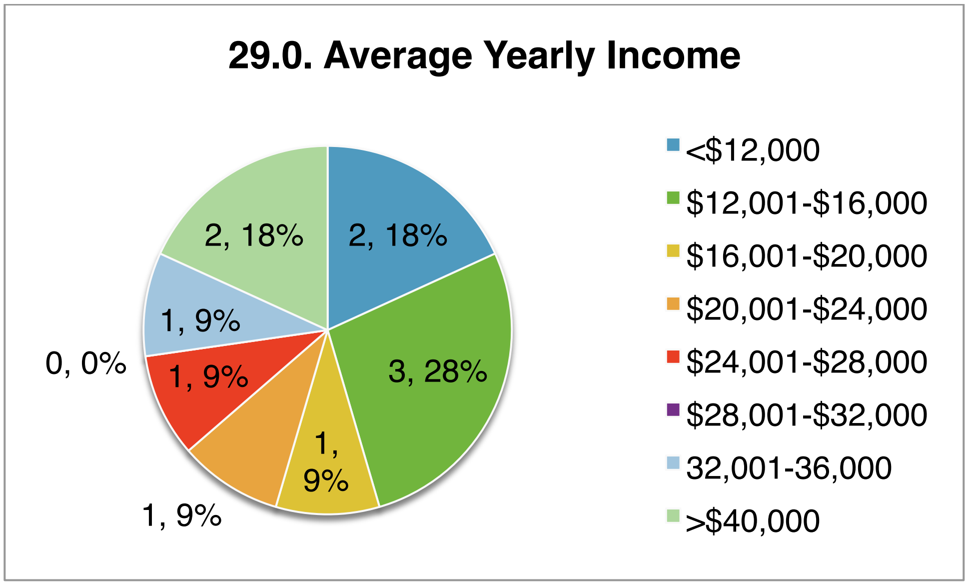
26.0. Race/Ethnicity
3, 15%
17, 85%
Hispanic/Latin Origin
Other

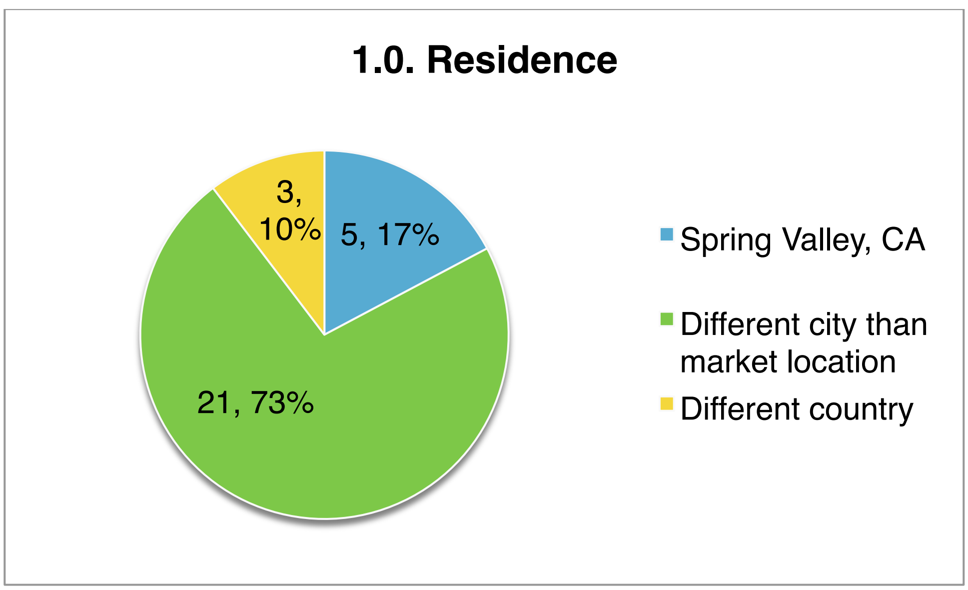
27.0. City of Origin
5, 25%
9, 45%
5, 25%
1, 5%
San Diego, California, U.S.
Tijuana, Baja California, Mexico
Other U.S. City
Other Mexican City

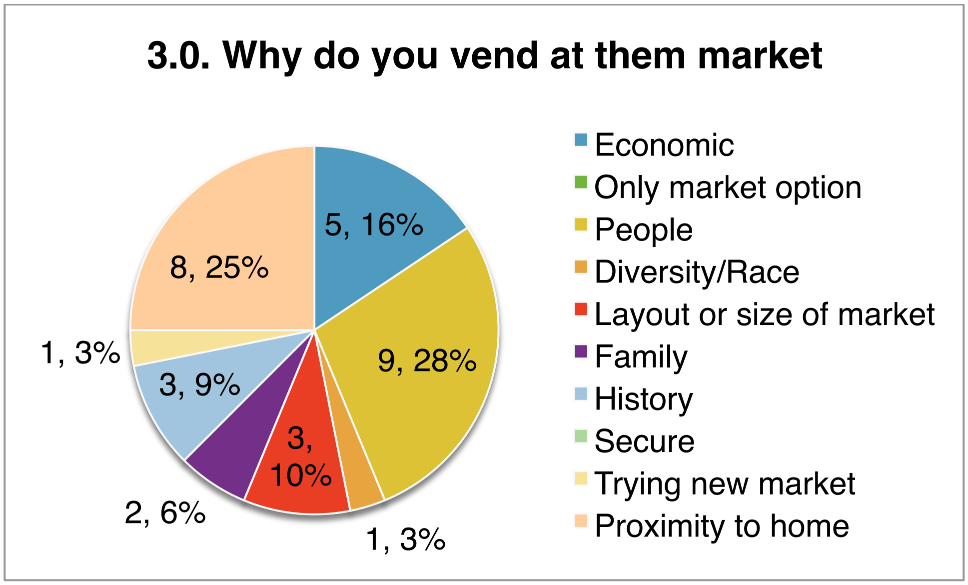

27.1. Country of Origin
0, 0%
6, 30%
14, 70%
0, 0%
Mexico
Latin America (not Mexico)
United States
Other

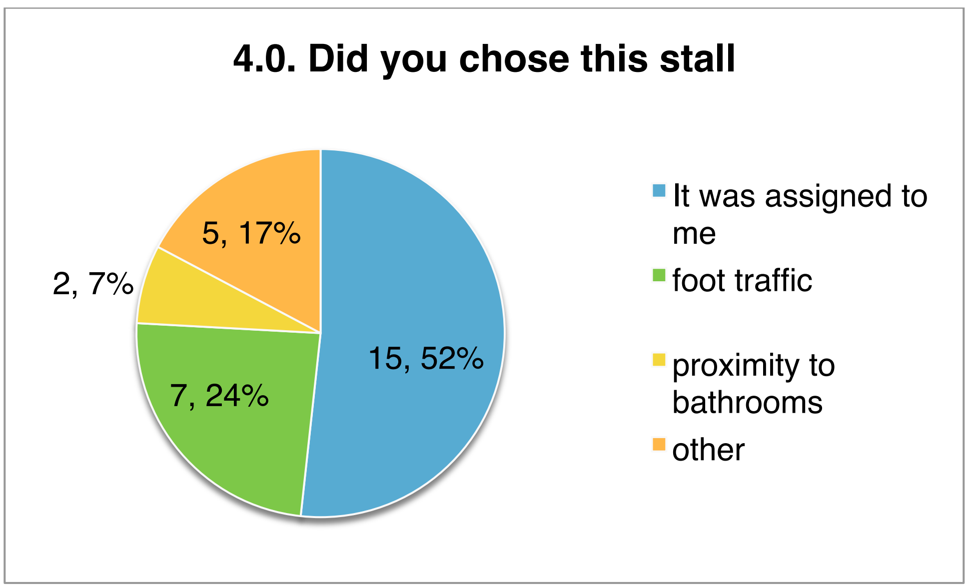

28.0. Educational Level
0, 0%
6, 30%
7, 35%
3, 15%
4, 20%
< 6th Grade
Middle School
High School
College
Graduate/ Professional Degree

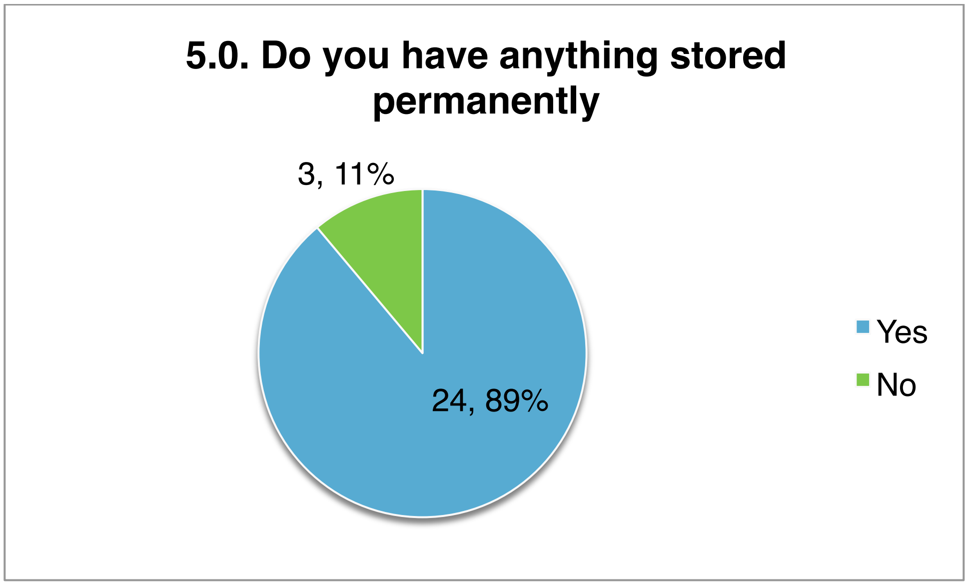


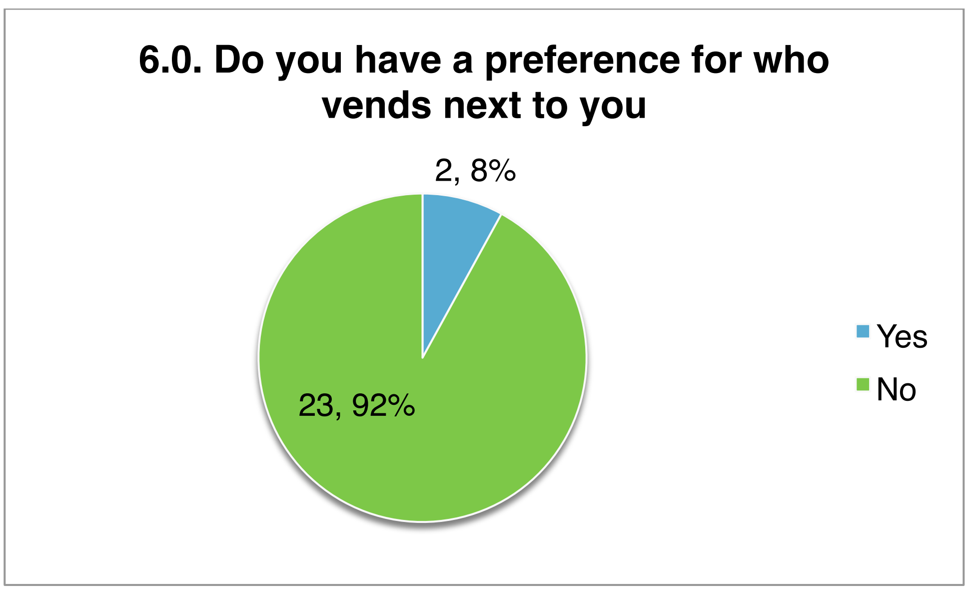

*Spatial: San Diego County, California Vendors*

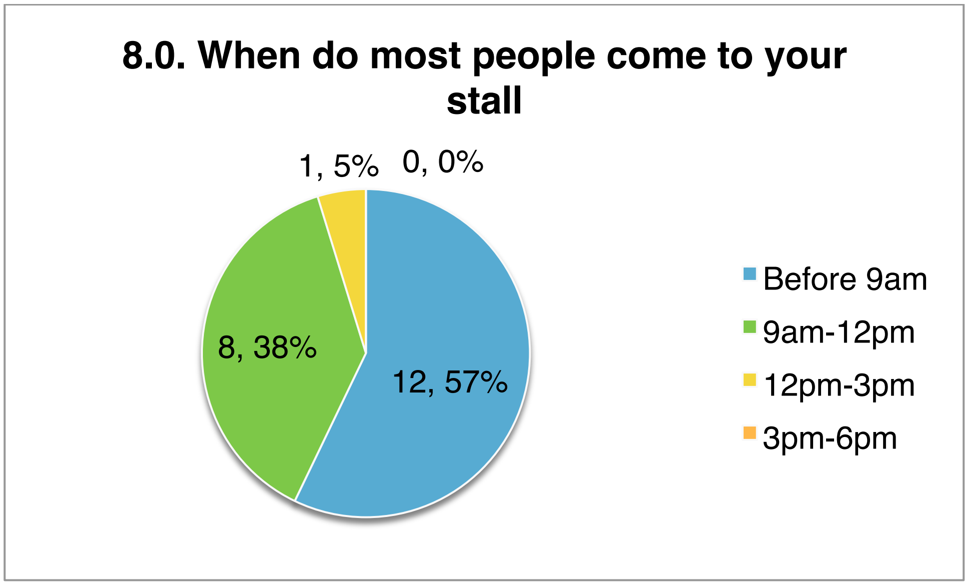


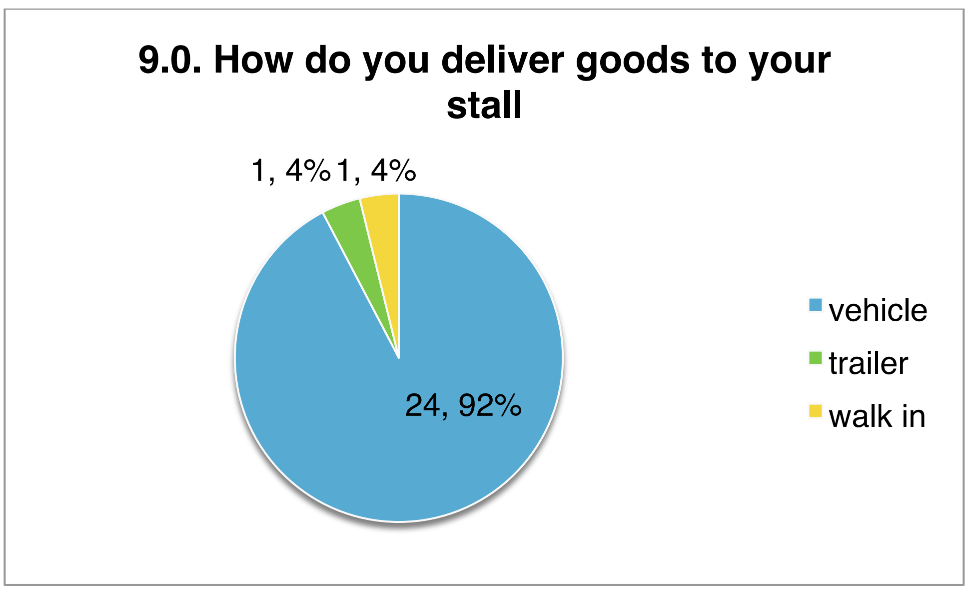

3.0. Why do you vend at them market
5, 16%
9, 28%
1, 3%
3, 10%
2, 6%
3, 9%
1, 3%
8, 25%
Economic
Only market option
People
Diversity/Race
Layout or size of market
Family
History
Secure
Trying new market
Proximity to home

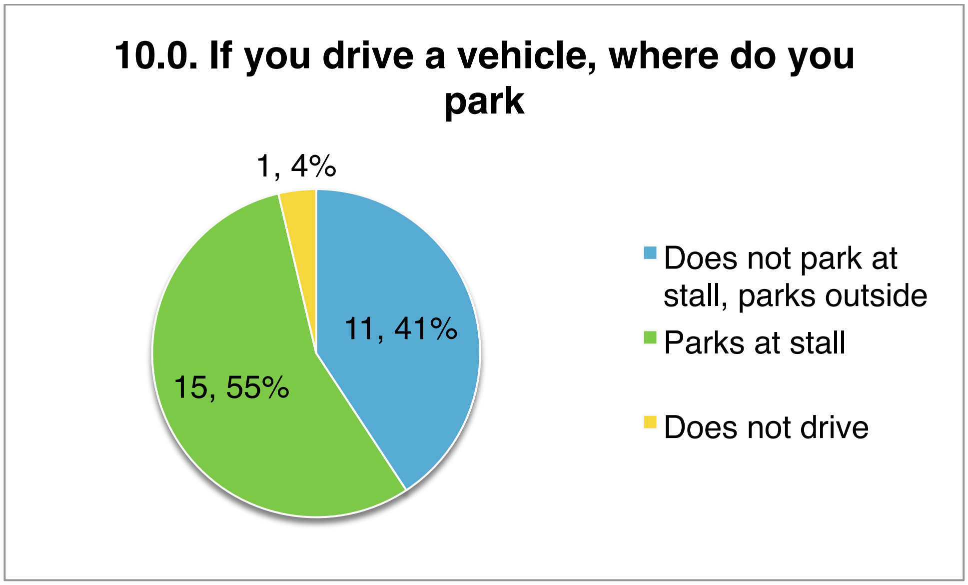

4.0. Did you chose this stall
15, 52%
7, 24%
2, 7%
5, 17%
It was assigned to me
foot traffic
proximity to bathrooms
other


5.0. Do you have anything stored permanently
3, 11%
24, 89%
Yes
No

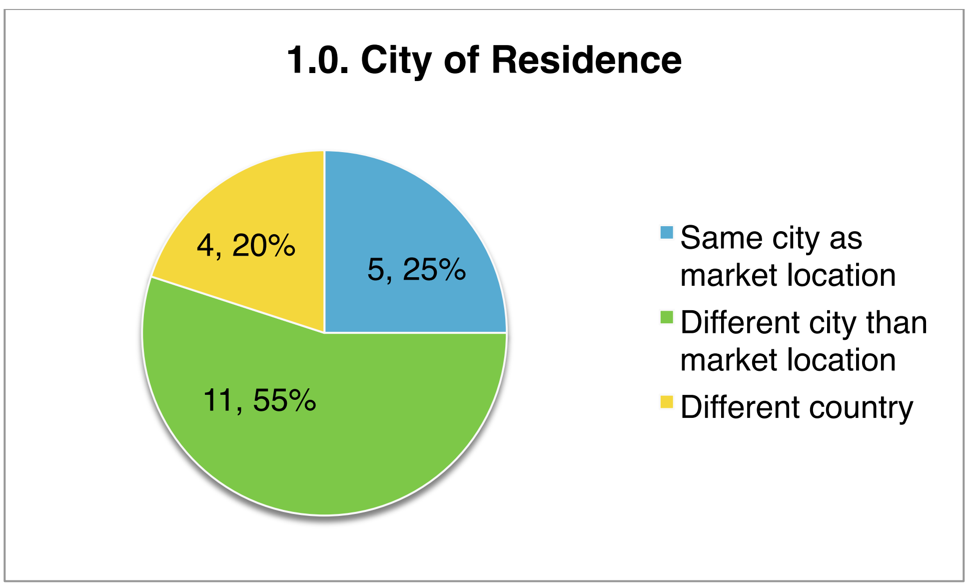

6.0. Do you have a preference for who vends next to you
2, 8%
23, 92%
Yes
No

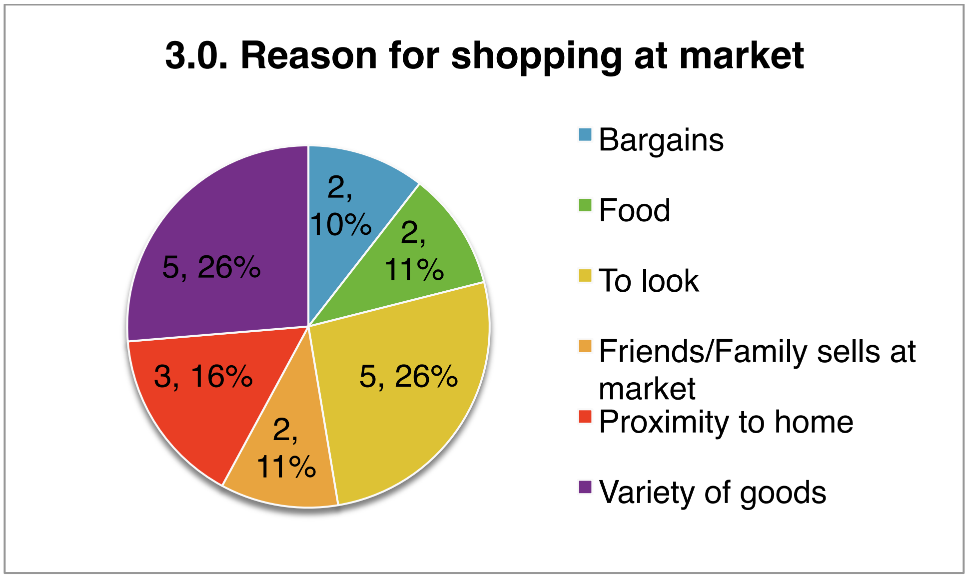

8.0. When do most people come to your stall
1, 5%
0, 0%
8, 38%
12, 57%
Before 9am
9am-12pm
12pm-3pm
3pm-6pm

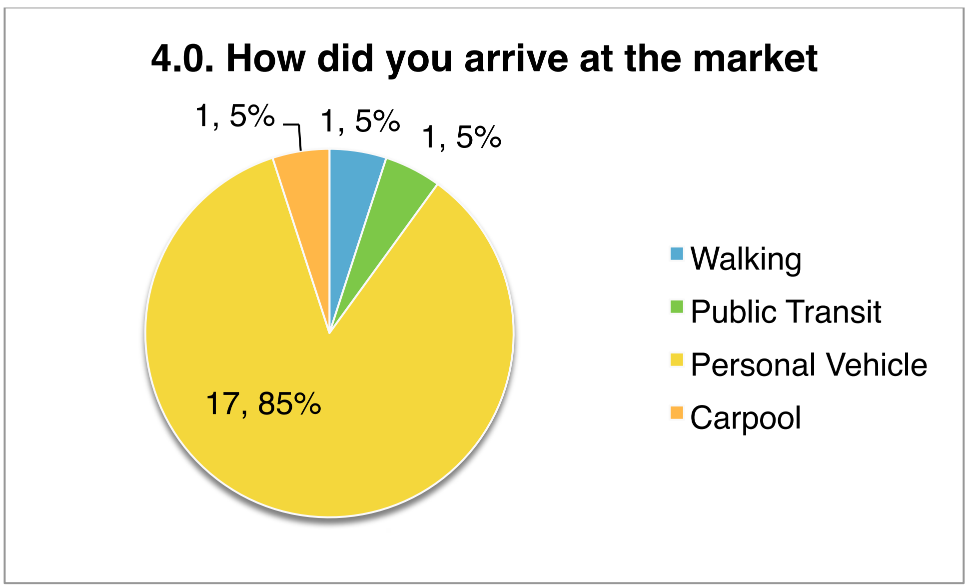

9.0. How do you deliver goods to your stall
1, 4%
1, 4%
24, 92%
vehicle
trailer
walk in

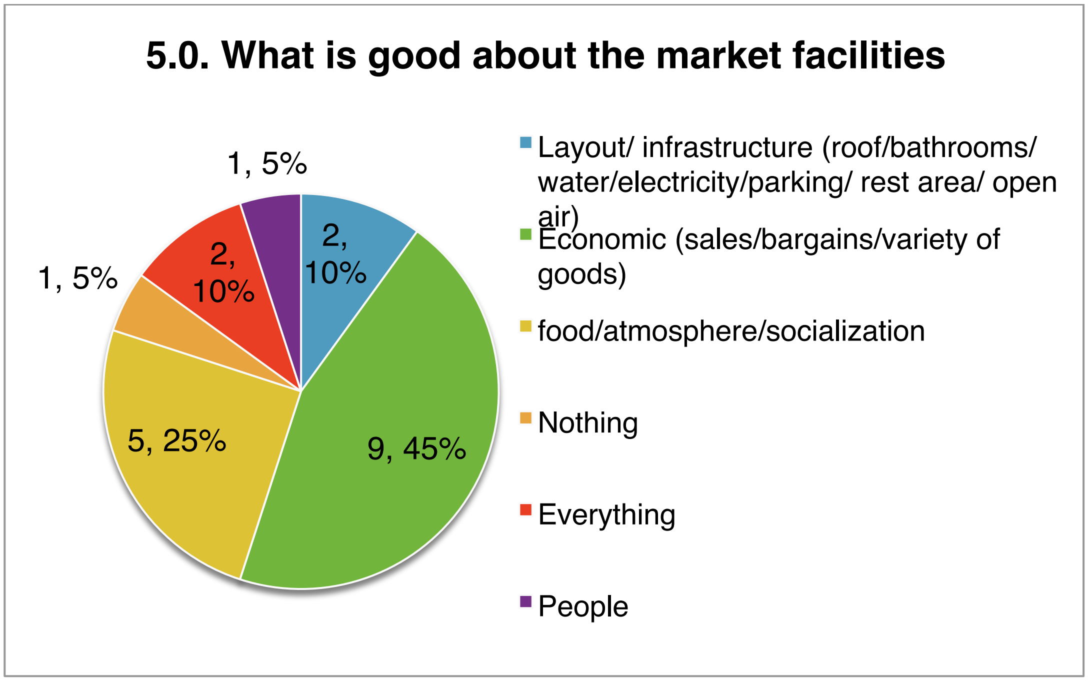


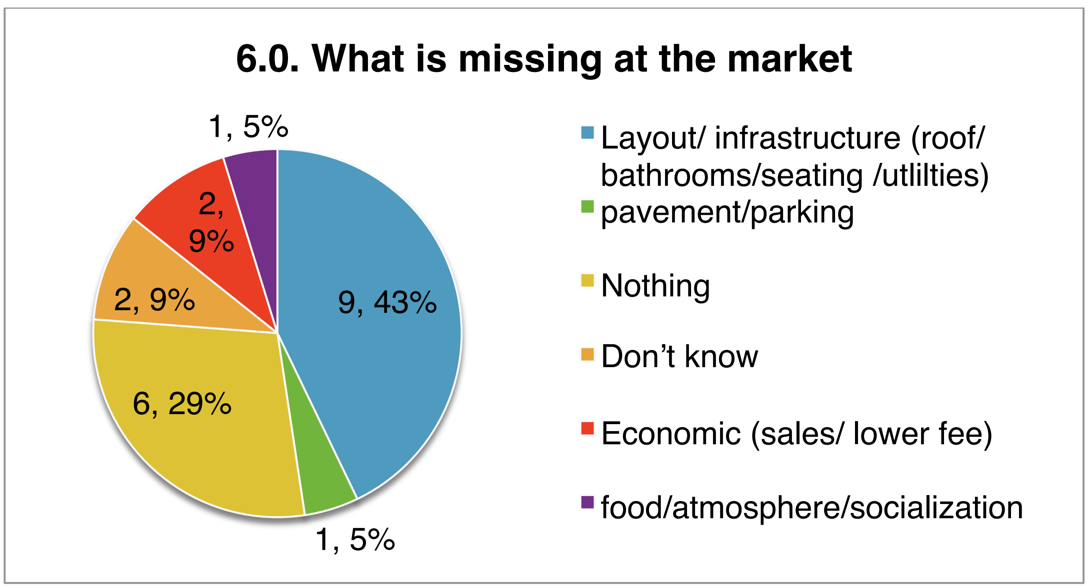

*Spatial: San Diego County, California Customers*

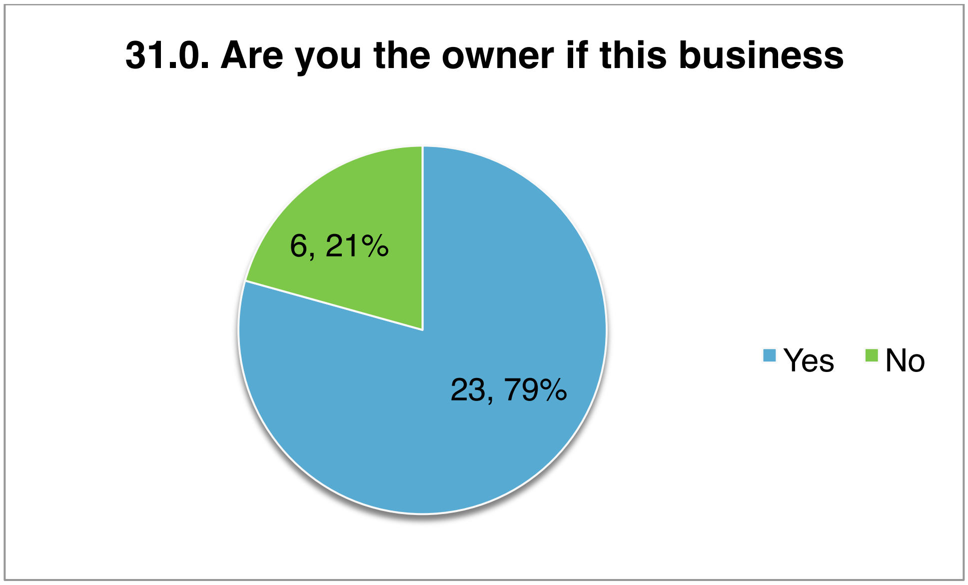


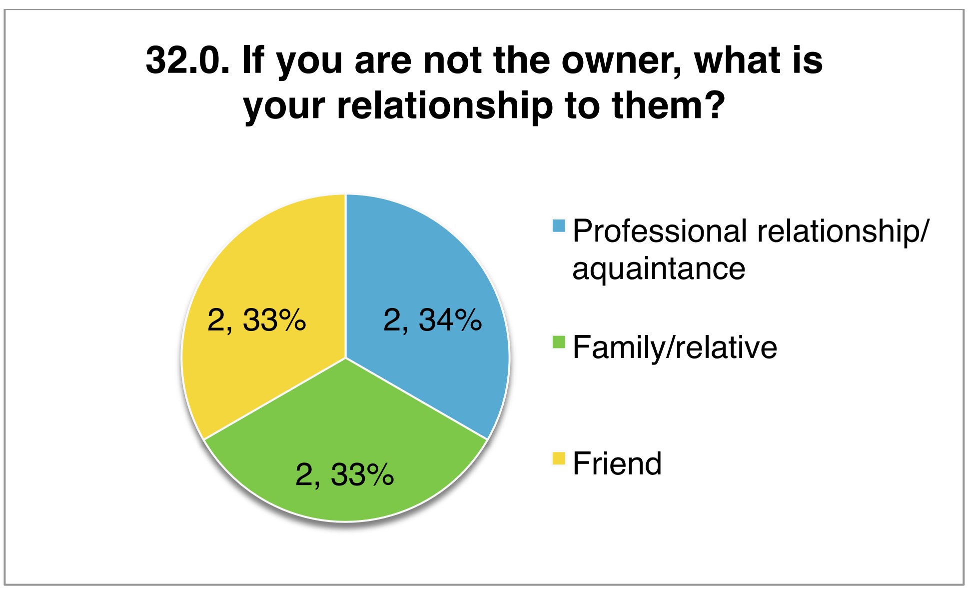

3.0. Reason for shopping at market
2, 10%
2, 11%
5, 26%
2, 11%
3, 16%
5, 26%
Bargains
Food
To look
Friends/Family sells at market
Proximity to home
Variety of goods

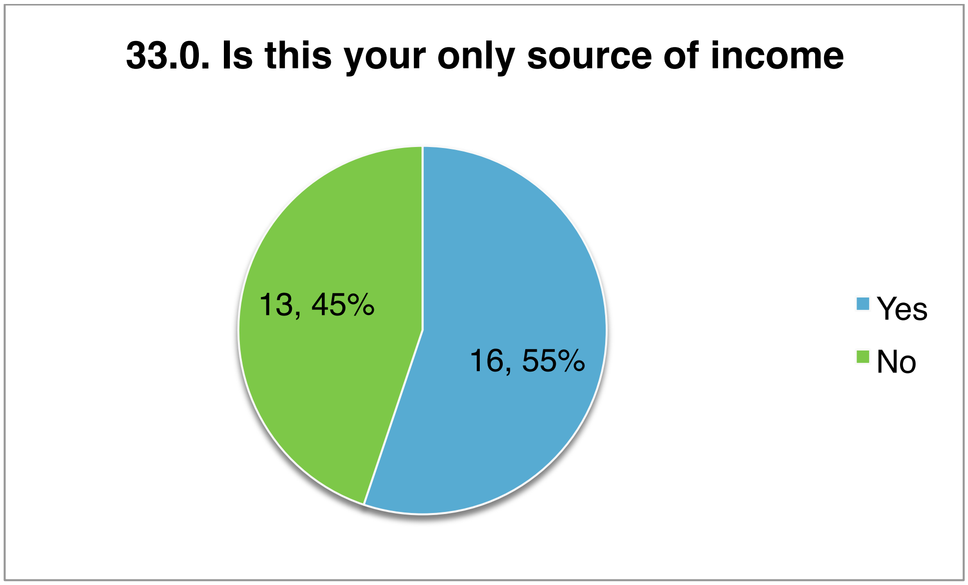

4.0. How did you arrive at the market
1, 5%
1, 5%
1, 5%
17, 85%
Walking
Public Transit
Personal Vehicle
Carpool

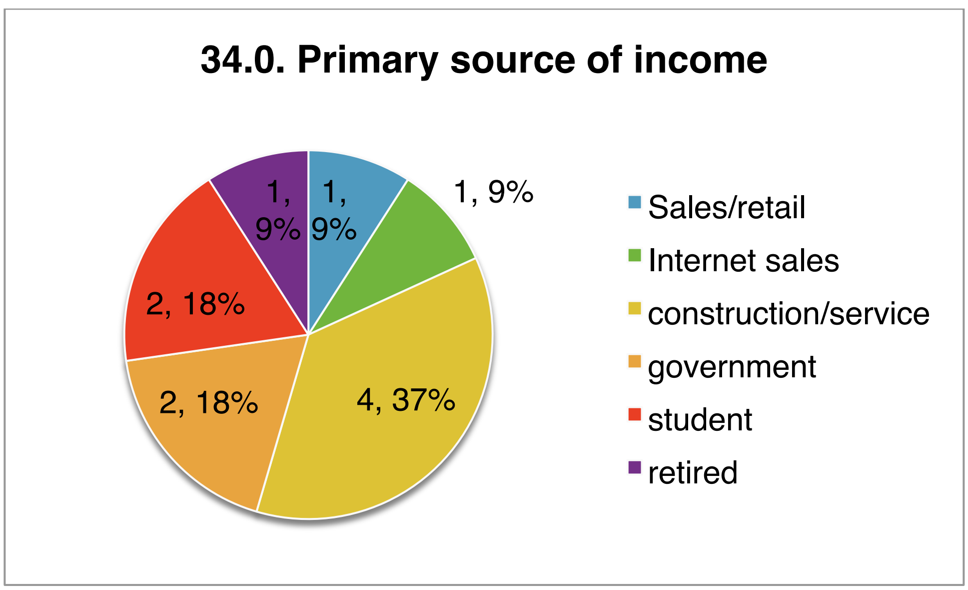

5.0. What is good about the market facilities
1, 5%
2, 10%
2, 10%
1, 5%
5, 25%
9, 45%
Layout/ infrastructure (roof/bathrooms/ water/electricity/parking/ rest area/ open air)
Economic (sales/bargains/variety of goods)
food/atmosphere/socialization
Nothing
Everything
People

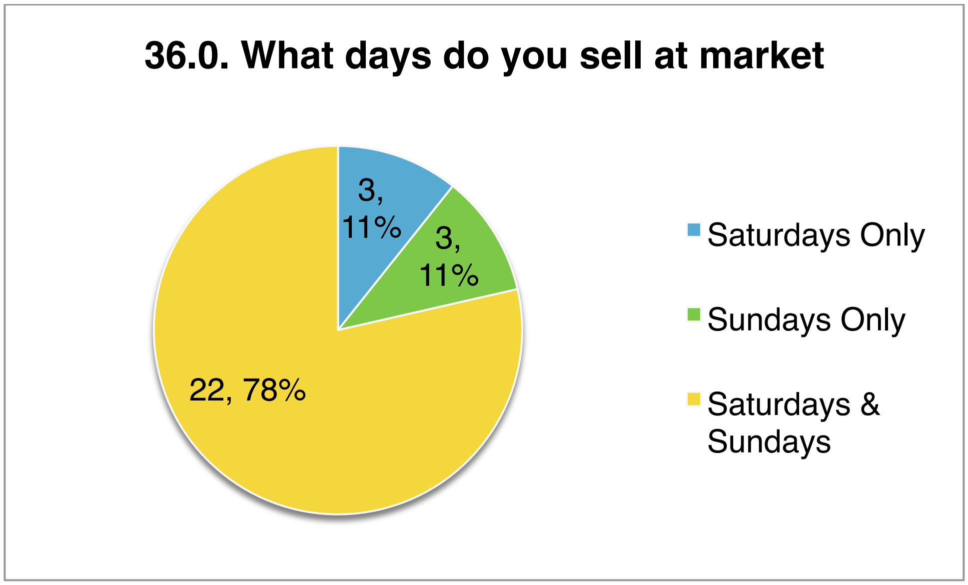

6.0. What is missing at the market
1, 5%
2, 9%
2, 9%
9, 43%
6, 29%
1, 5%
Layout/ infrastructure (roof/ bathrooms/seating /utlilties)
pavement/parking
Nothing
Don't know
Economic (sales/ lower fee)
food/atmosphere/socialization

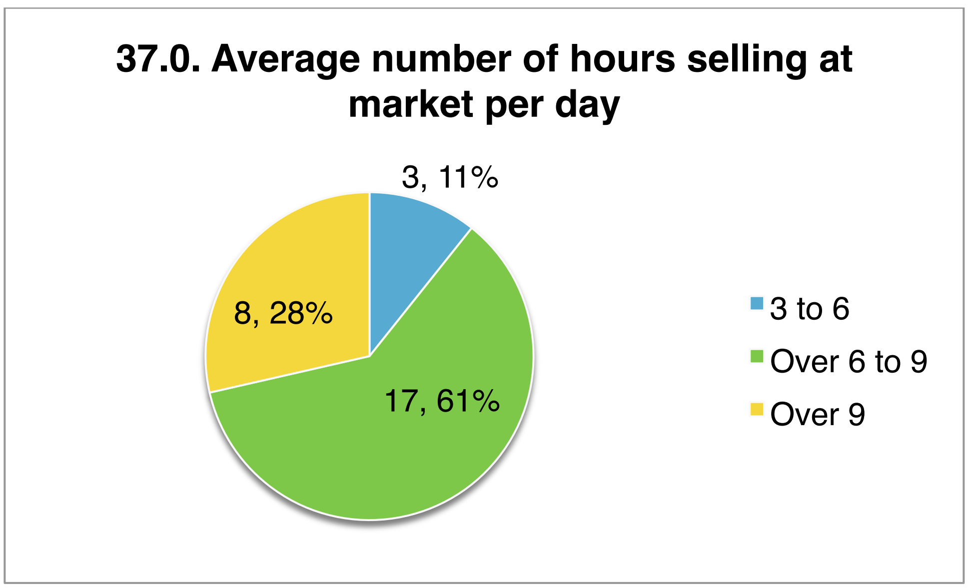

31.0. Are you the owner if this business
6, 21%
23, 79%
Yes
No

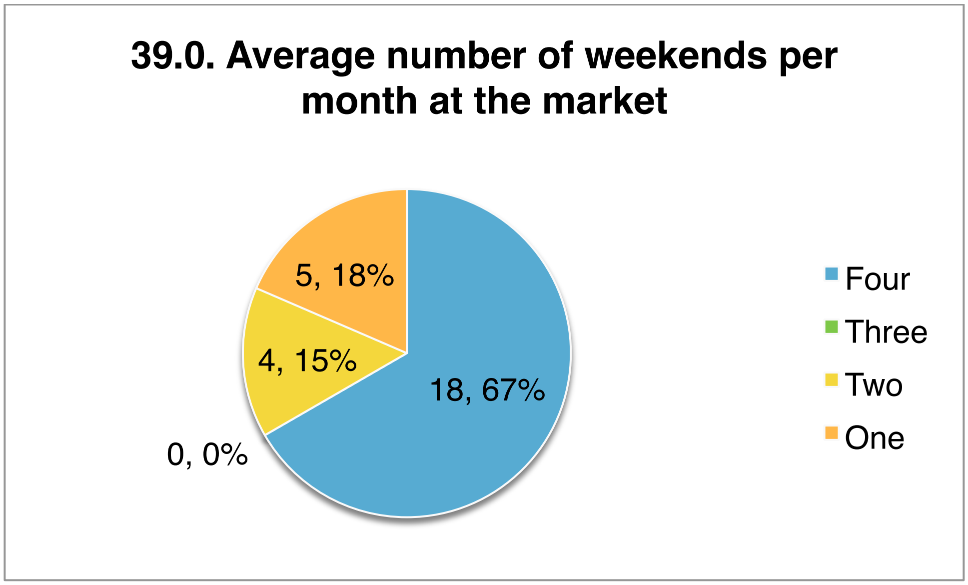

32.0. If you are not the owner, what is your relationship to them?
2, 33%
2, 34%
2, 33%
Professional relationship/ aquaintance
Family/relative
Friend

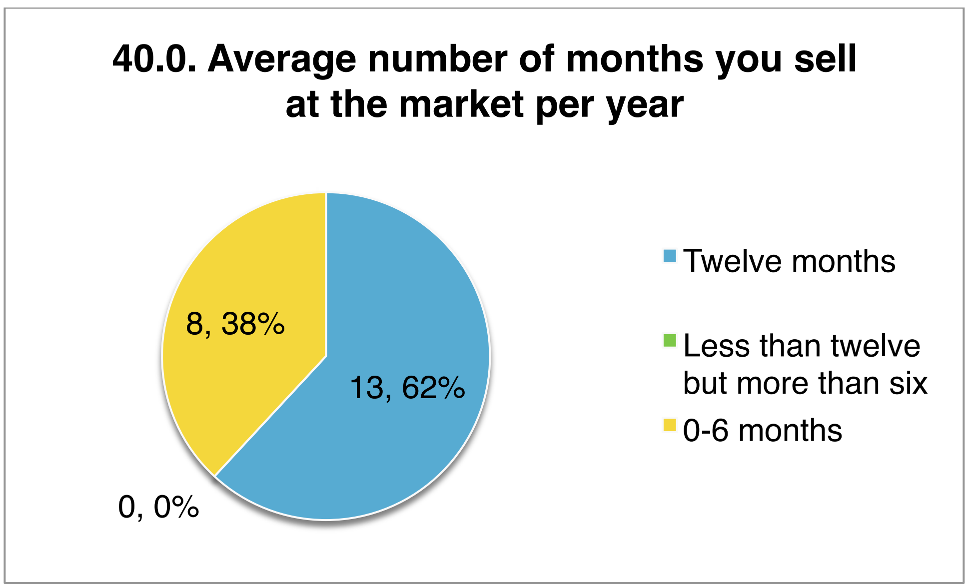

33.0. Is this your only source of income
13, 45%
16, 55%
Yes
No

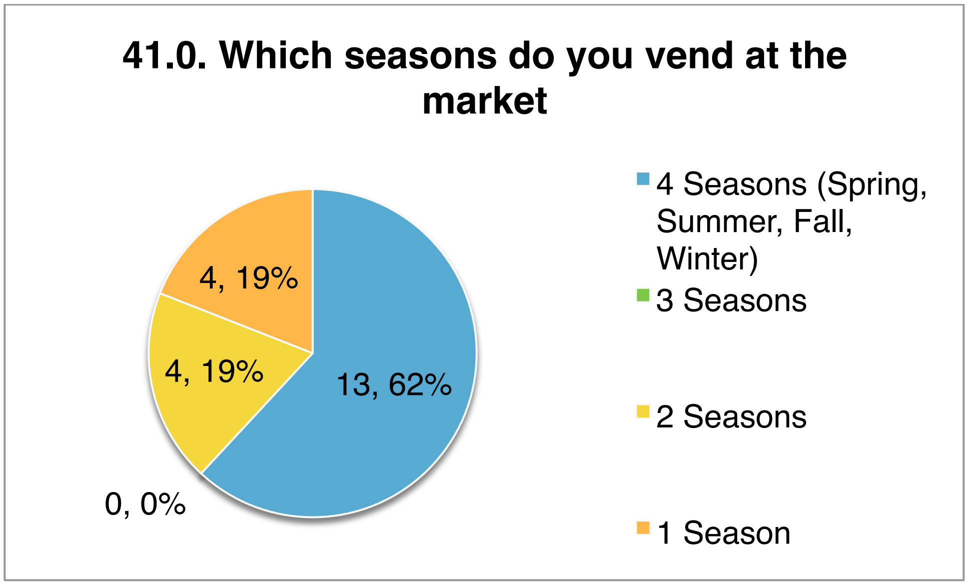

34.0. Primary source of income
1, 9%
1, 9%
1, 9%
2, 18%
2, 18%
4, 37%
Sales/retail
Internet sales
construction/service
government
student
retired

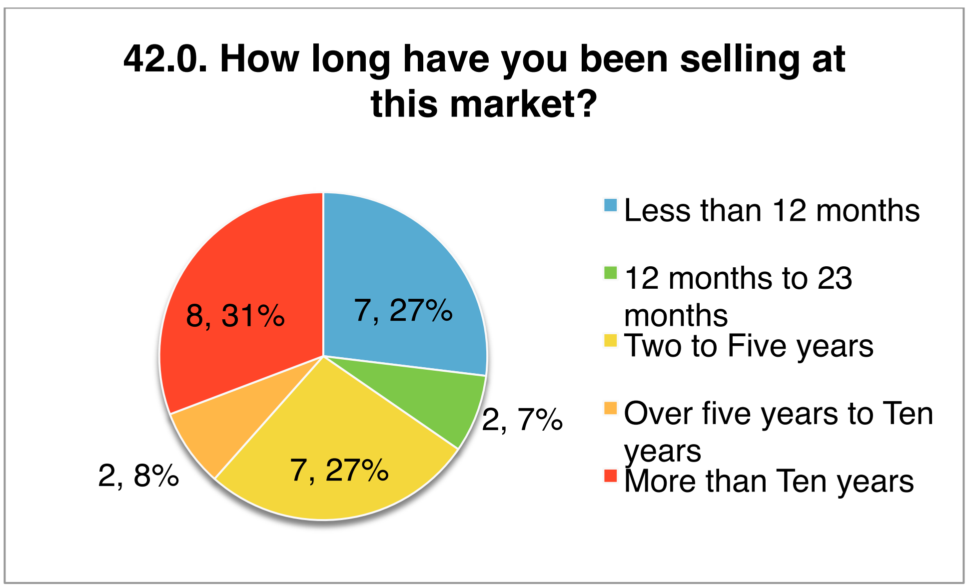

36.0. What days do you sell at market
3, 11%
3, 11%
22, 78%
Saturdays Only
Sundays Only
Saturdays & Sundays

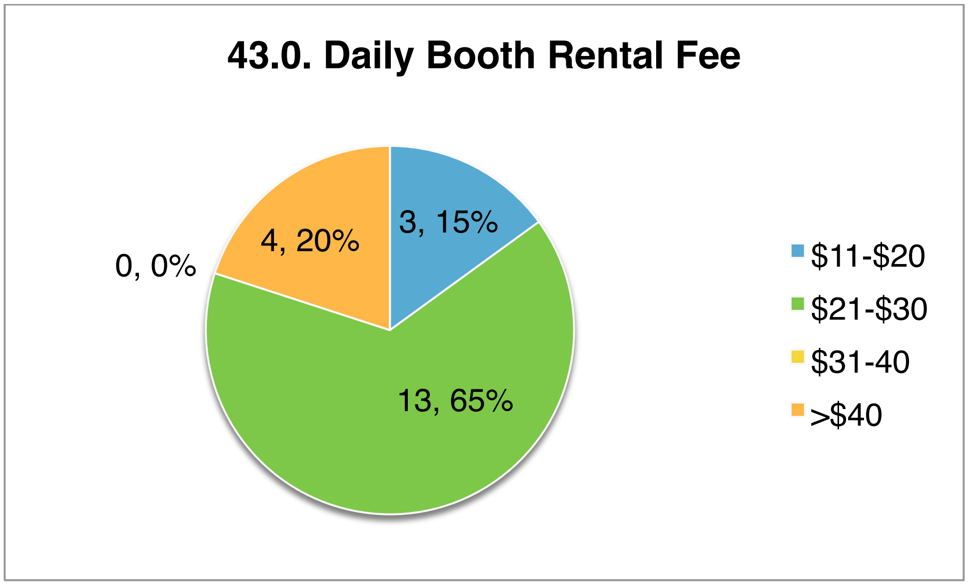

37.0. Average number of hours selling at market per day
3, 11%
8, 28%
17, 61%
3 to 6
Over 6 to 9
Over 9

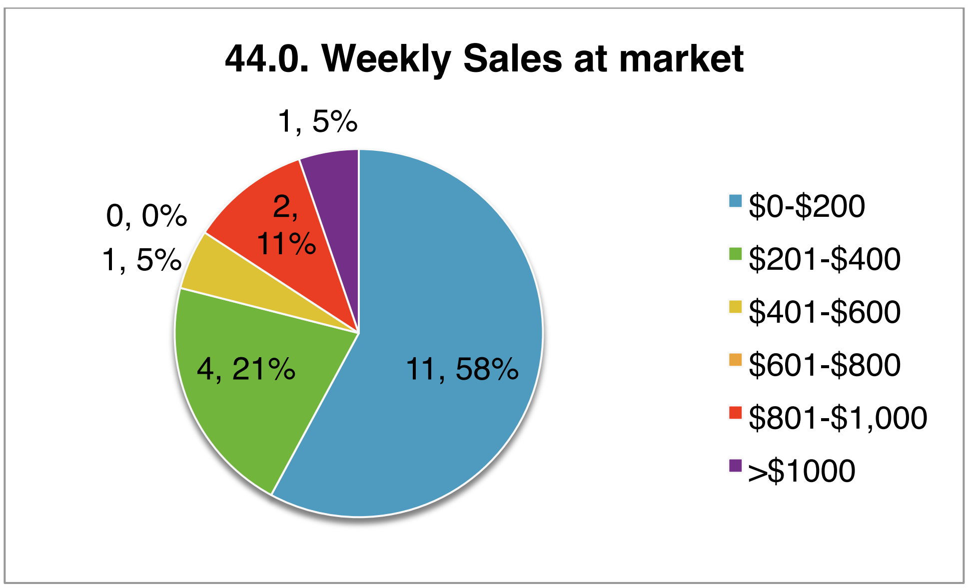

39.0. Average number of weekends per month at the market
5, 18%
4, 15%
18, 67%
0, 0%
Four
Three
Two
One

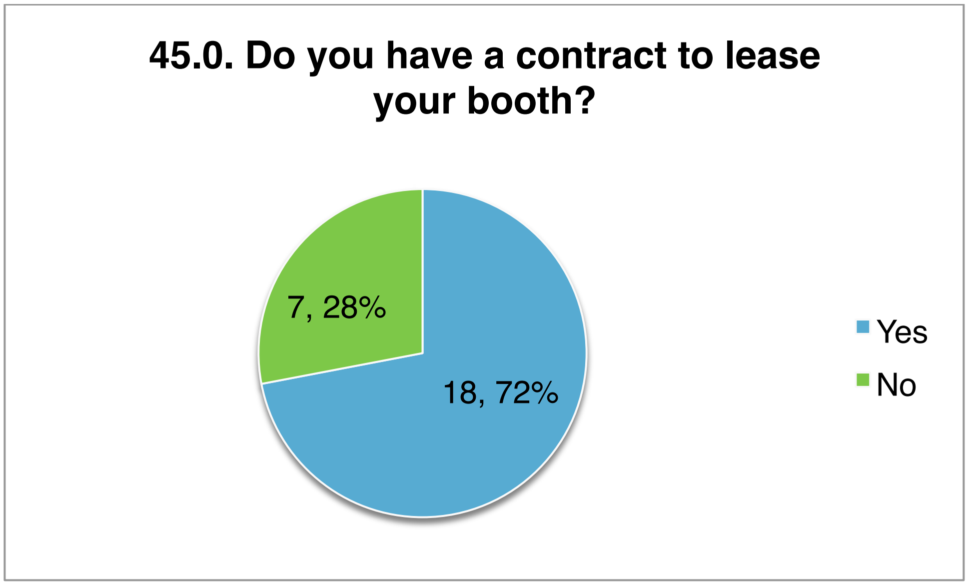

40.0. Average number of months you sell at the market per year
8, 38%
13, 62%
0, 0%
Twelve months
Less than twelve but more than six
0-6 months

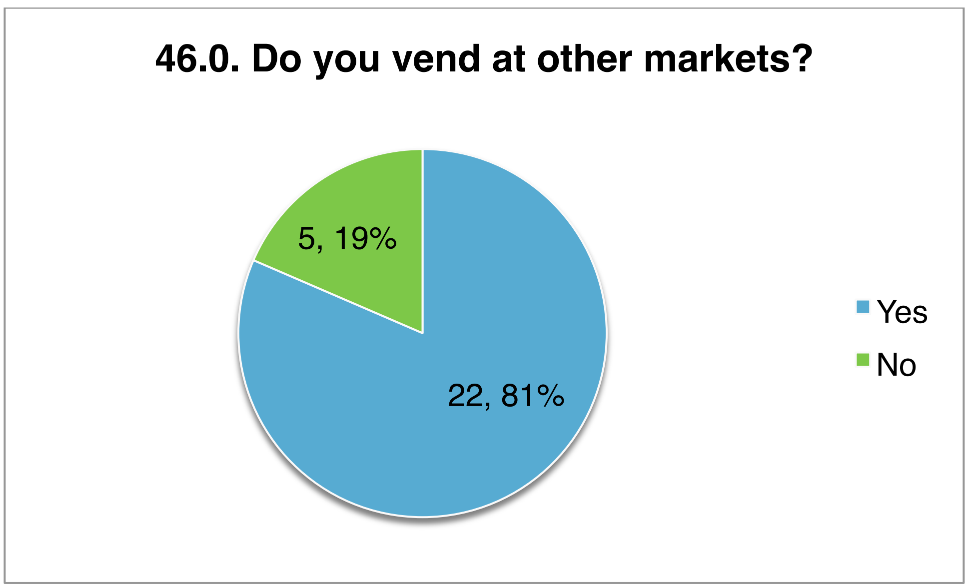

41.0. Which seasons do you vend at the market
4, 19%
4, 19%
13, 62%
0, 0%
4 Seasons (Spring, Summer, Fall, Winter)
3 Seasons
2 Seasons
1 Season

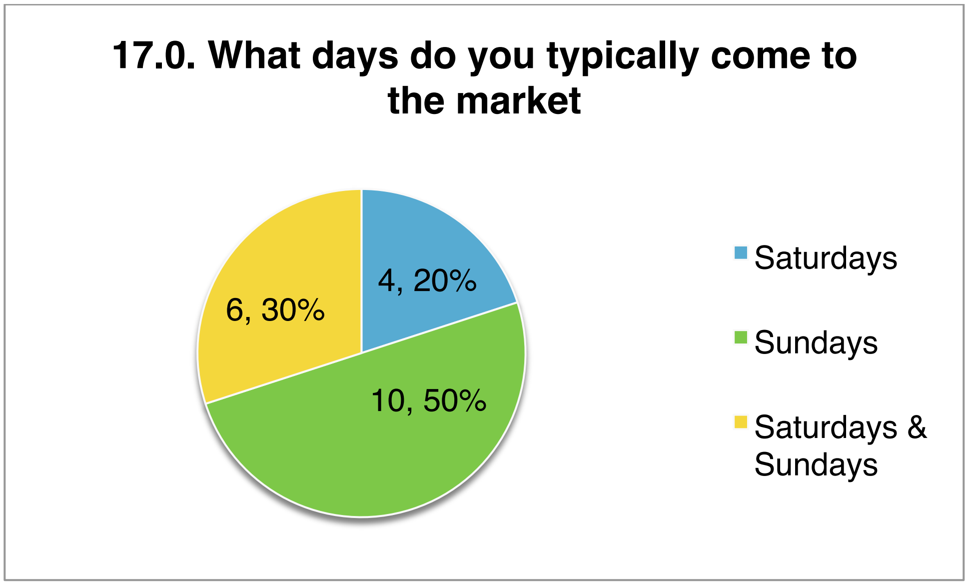

42.0. How long have you been selling at this market?
8, 31%
7, 27%
2, 7%
7, 27%
2, 8%
Less than 12 months
12 months to 23 months
Two to Five years
Over five years to Ten years
More than Ten years

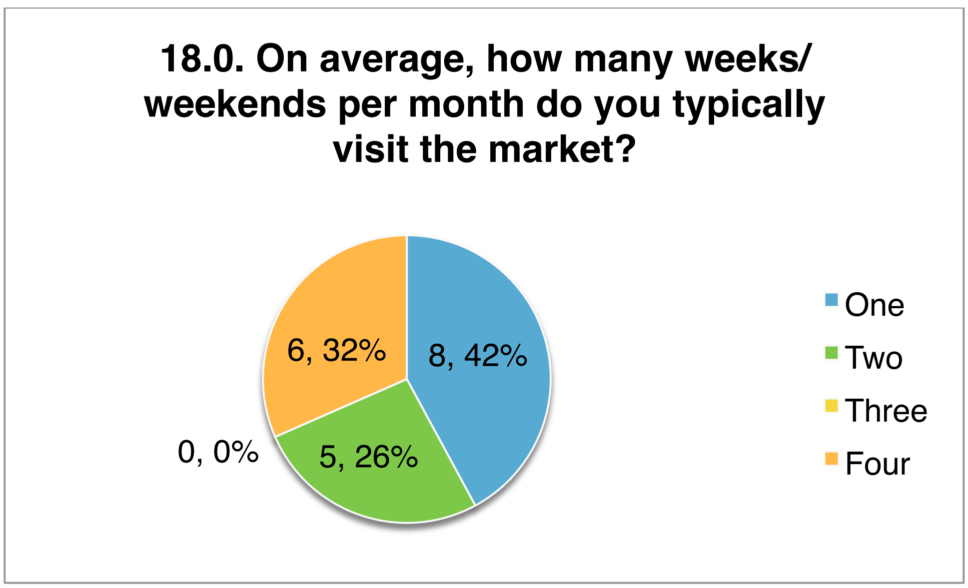

43.0. Daily Booth Rental Fee
3, 15%
4, 20%
0, 0%
13, 65%
$11-$20
$21-$30
$31-40
>$40

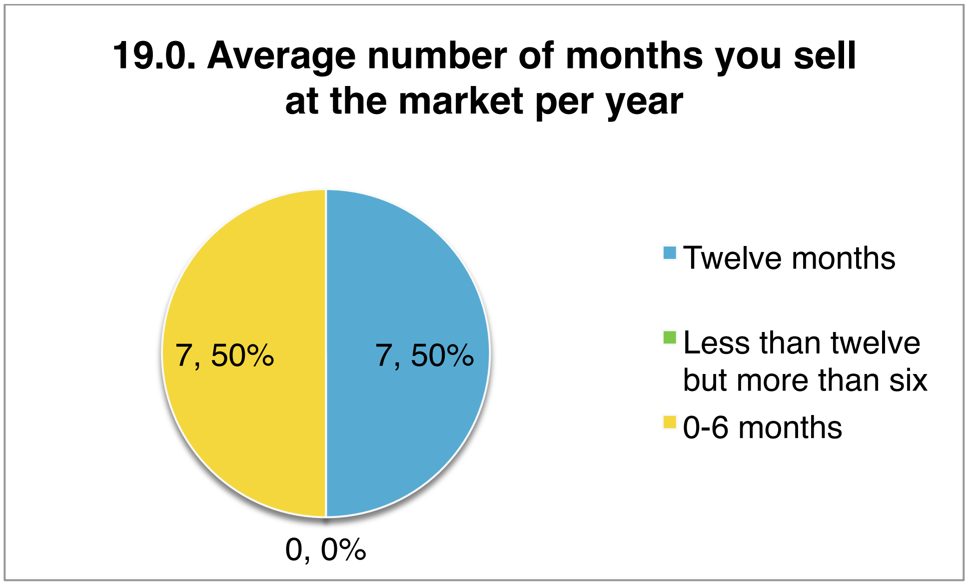

44.0. Weekly Sales at market
1, 5%
0, 0%
2, 11%
1, 5%
4, 21%
11, 58%
$0-$200
$201-$400
$401-$600
$601-$800
$801-$1,000
>$1000

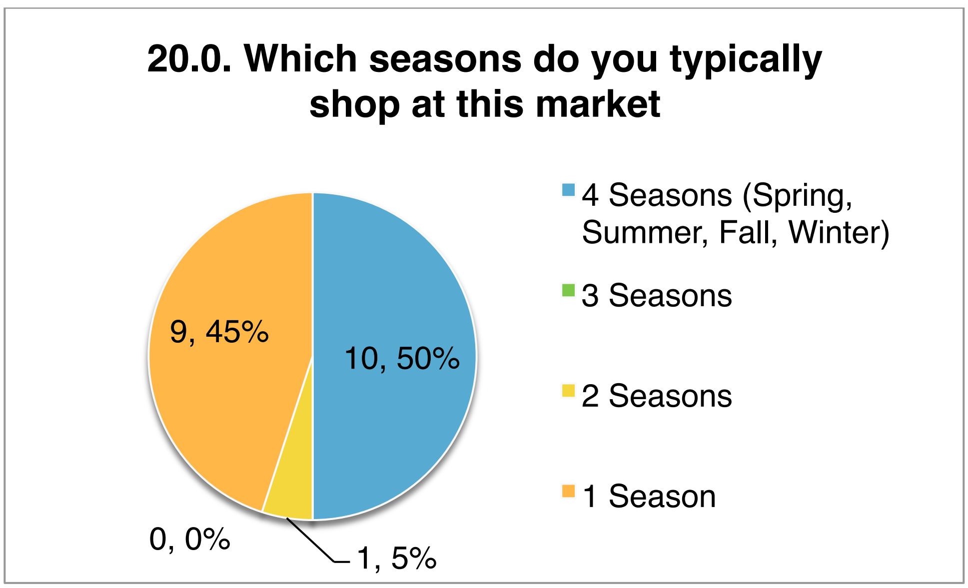

45.0. Do you have a contract to lease your booth?
7, 28%
18, 72%
Yes
No

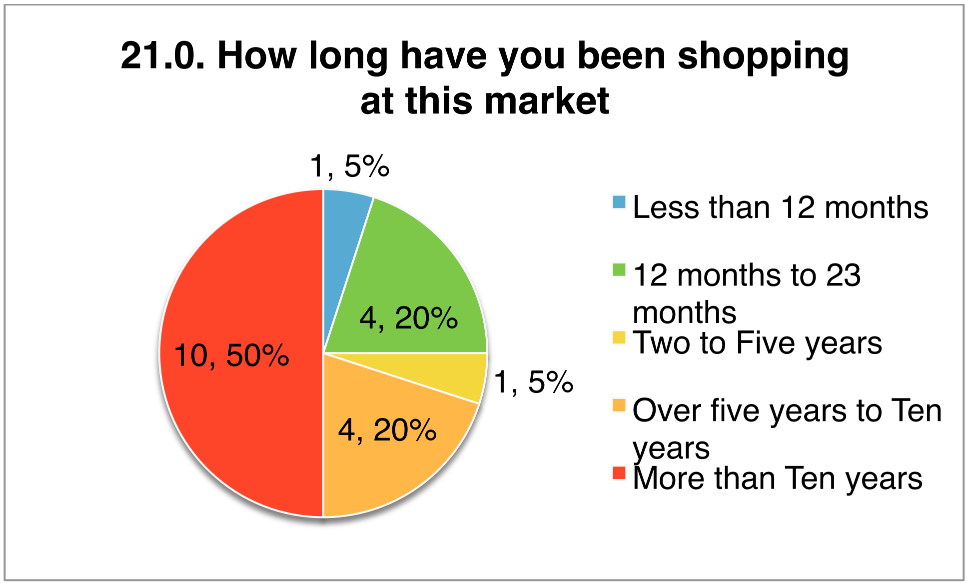

46.0. Do you vend at other markets?
5, 19%
22, 81%
Yes
No

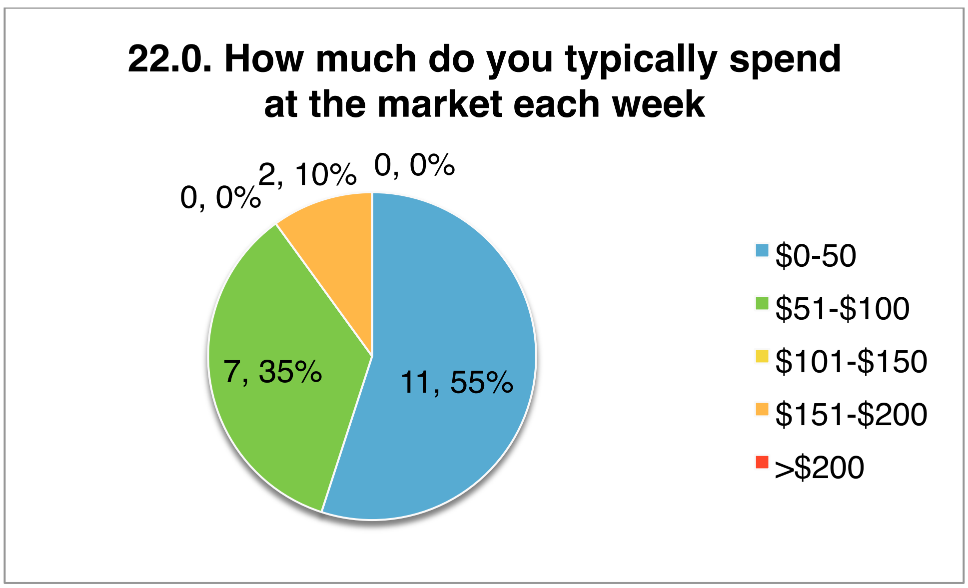

17.0. What days do you typically come to the market
4, 20%
6, 30%
10, 50%
Saturdays
Sundays
Saturdays & Sundays

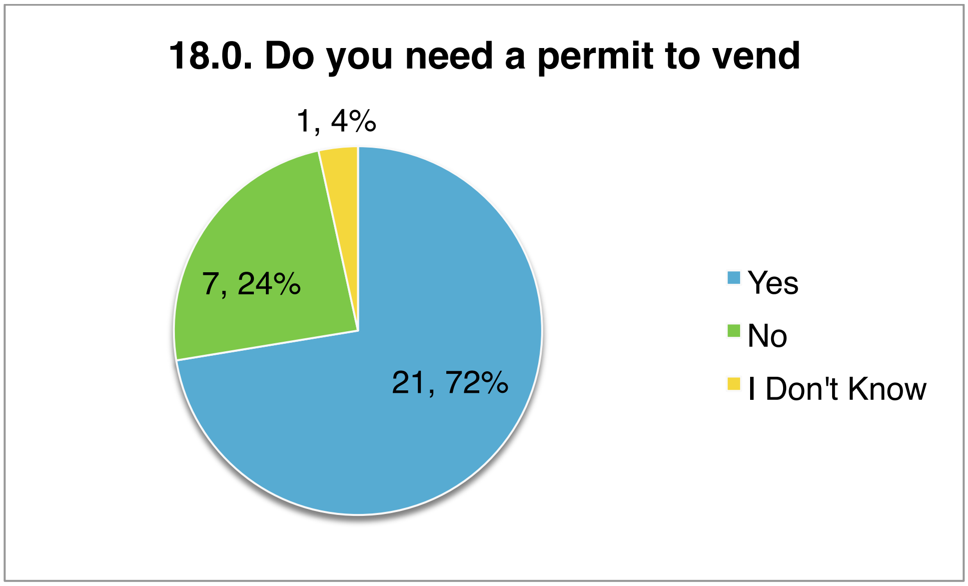

18.0. On average, how many weeks/ weekends per month do you typically visit the market?
6, 32%
8, 42%
0, 0%
5, 26%
One
Two
Three
Four

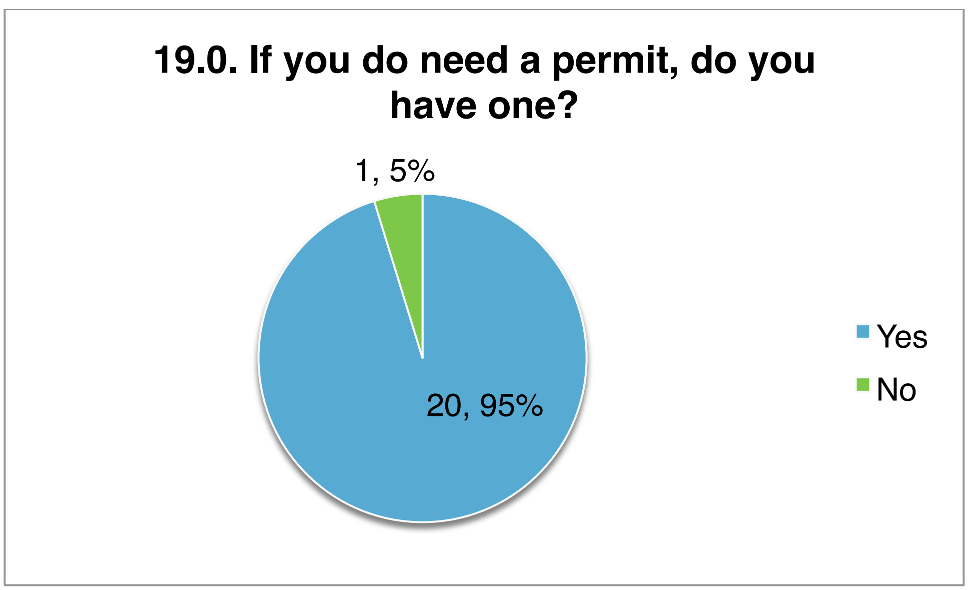

19.0. Average number of months you sell at the market per year
7, 50%
7, 50%
0, 0%
Twelve months
Less than twelve but more than six
0-6 months

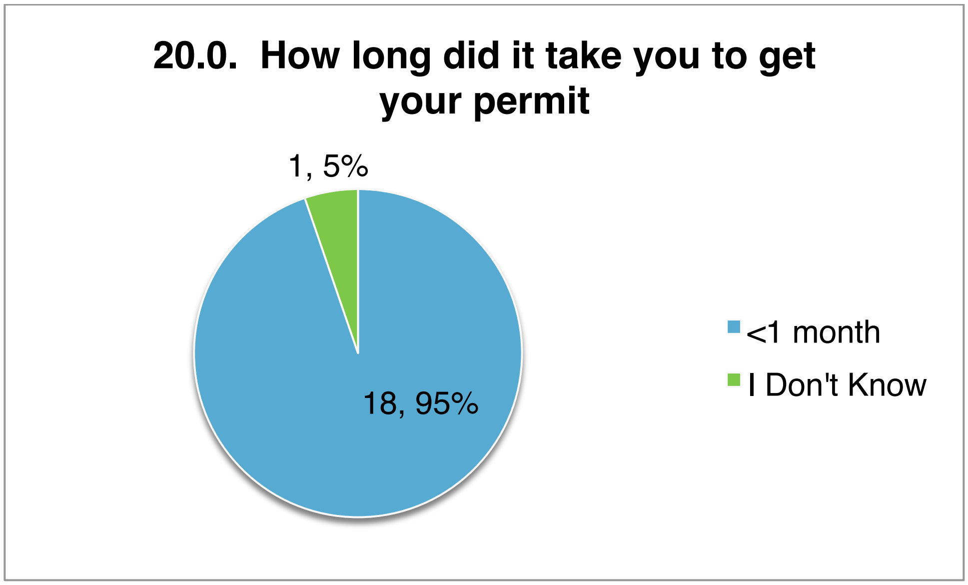

20.0. Which seasons do you typically shop at this market
9, 45%
10, 50%
0, 0%
1, 5%
4 Seasons (Spring, Summer, Fall, Winter)
3 Seasons
2 Seasons
1 Season

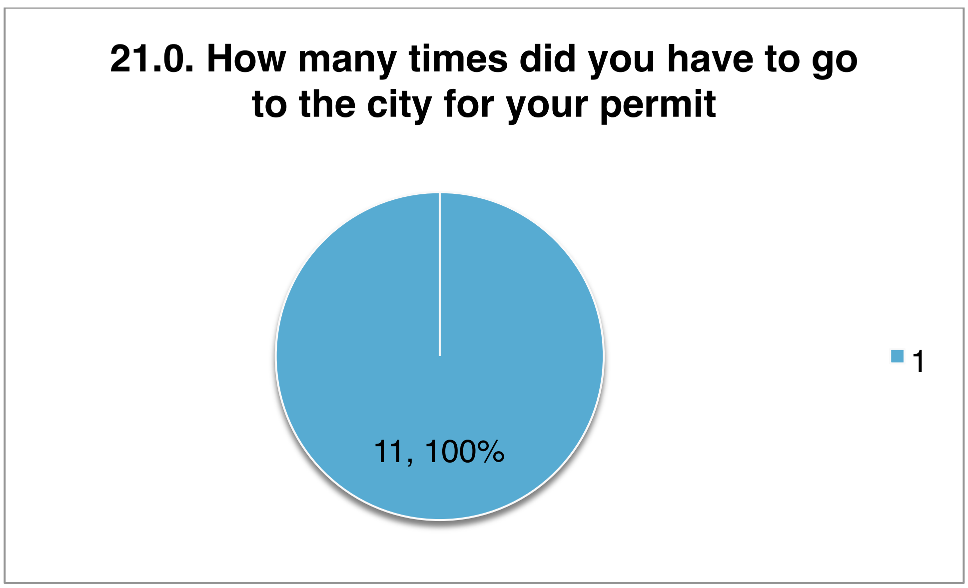

21.0. How long have you been shopping at this market
1, 5%
4, 20%
10, 50%
1, 5%
4, 20%
Less than 12 months
12 months to 23 months
Two to Five years
Over five years to Ten years
More than Ten years

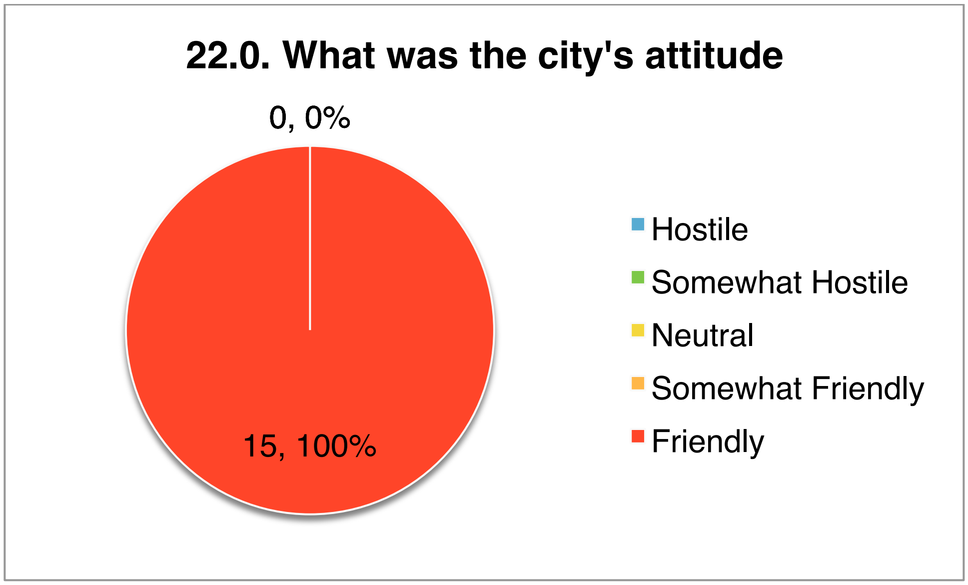

22.0. How much do you typically spend at the market each week
0, 0%
2, 10%
0, 0%
7, 35%
11, 55%
$0-50
$51-$100
$101-$150
$151-$200
>$200

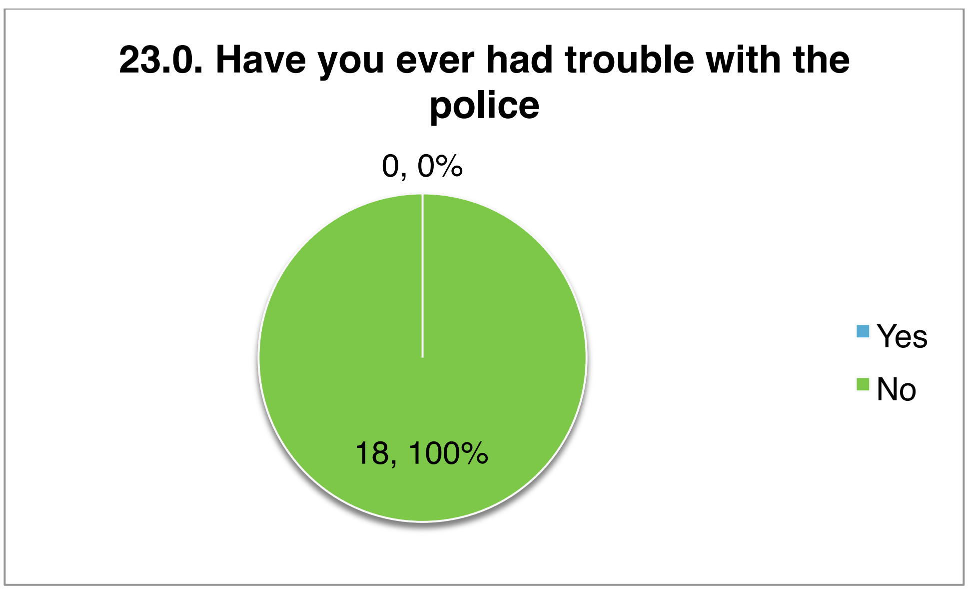

18.0. Do you need a permit to vend
1, 4%
7, 24%
21, 72%
Yes
No
I Don't Know

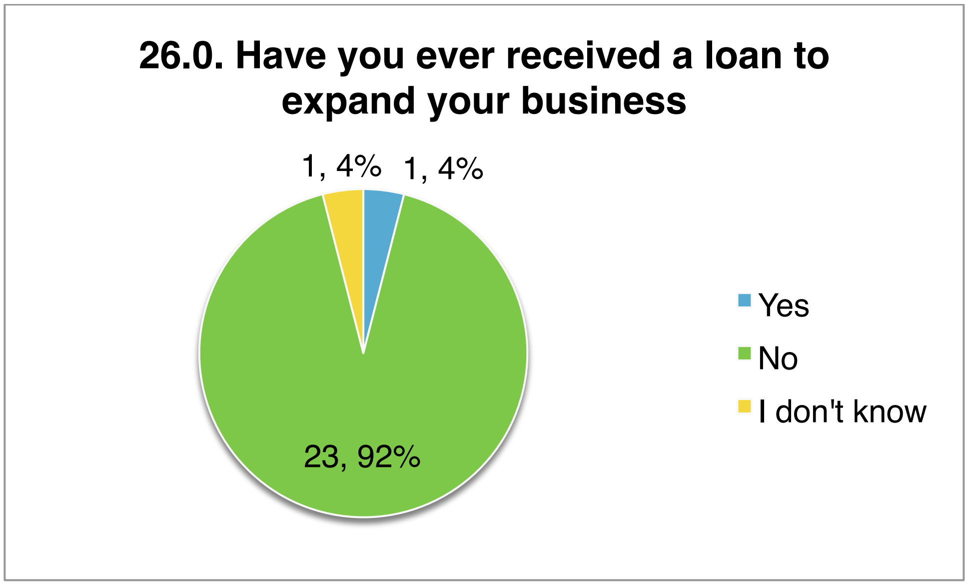

19.0. If you do need a permit, do you have one?
1, 5%
20, 95%
Yes
No

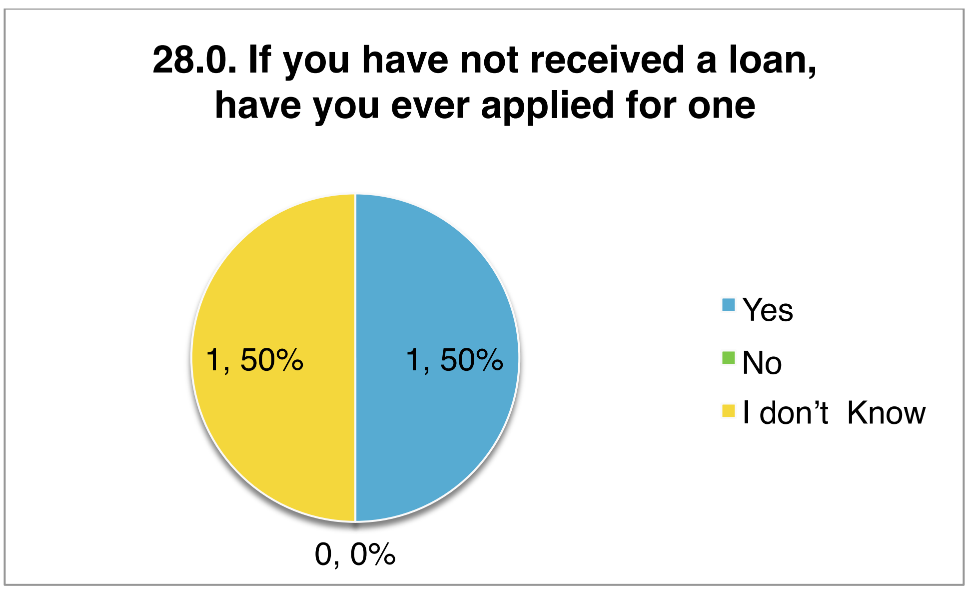

20.0. How long did it take you to get your permit
1, 5%
18, 95%
<1 month
I Don't Know

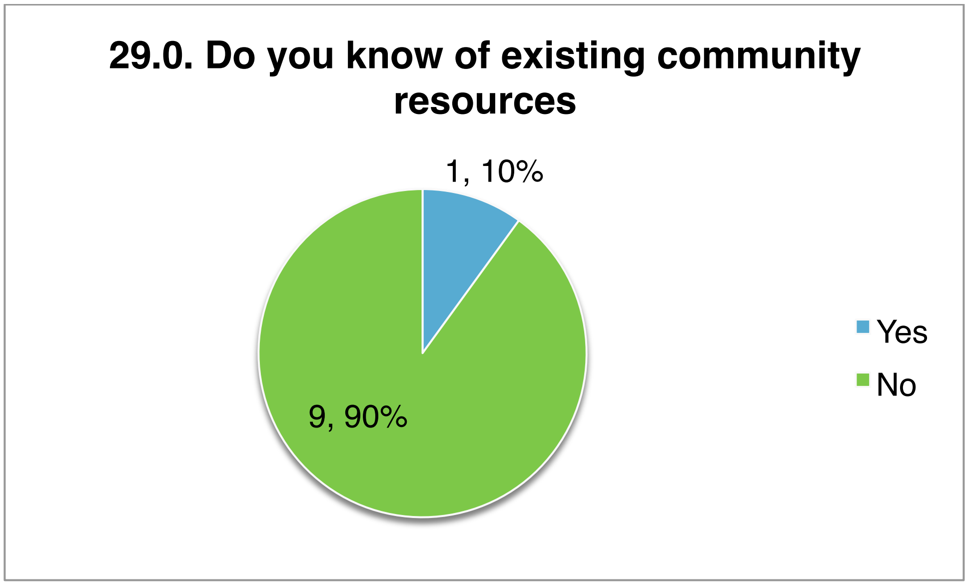

21.0. How many times did you have to go to the city for your permit
11, 100%
1

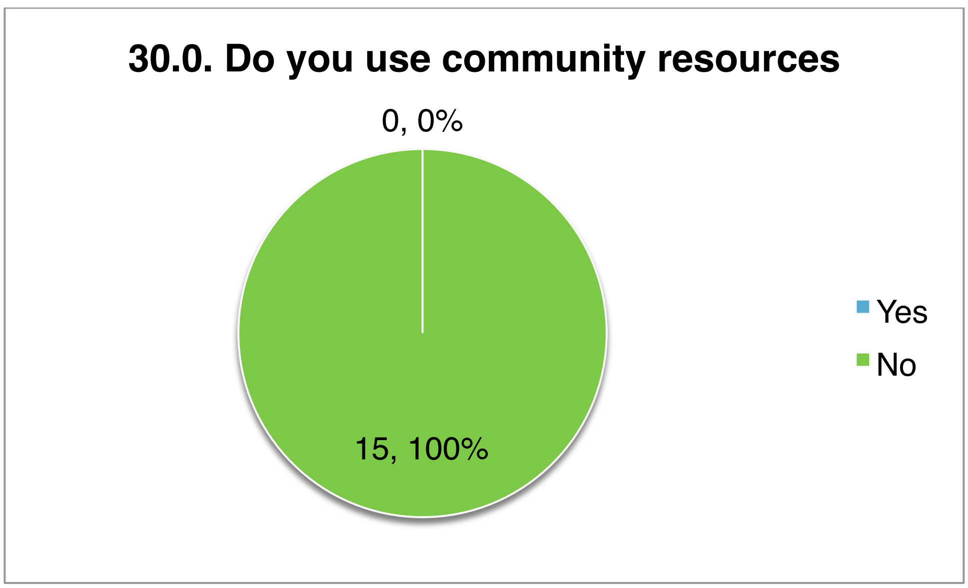

22.0. What was the city's attitude
0, 0%
15, 100%
Hostile
Somewhat Hostile
Neutral
Somewhat Friendly
Friendly


23.0. Have you ever had trouble with the police
0, 0%
18, 100%
Yes
No


26.0. Have you ever received a loan to expand your business
1, 4%
1, 4%
23, 92%
Yes
No
I don't know


28.0. If you have not received a loan, have you ever applied for one
1, 50%
1, 50%
0, 0%
Yes
No
I don’t  Know


29.0. Do you know of existing community resources
1, 10%
9, 90%
Yes
No


30.0. Do you use community resources
0, 0%
15, 100%
Yes
No

<u>*Comments: San Diego, California Vendors*</u>

| |
|---|
| works for the swap meet management after closing hours during the cleanup folding cardboard boxes |
| “de aqui ya no me muevo;” food is great |
| “estoy aqui por necesidad, por que no hay dinero” retired |
| comes to sell here when purging at home |
| family operation with parents; door open at 7am but people line up earlier to get in |
| family operation, husband with her; she said vendors help each other, we are a community of support |
| family operation, part time employed, works with parents selling plants, dad sells plants elsewhere in the market |
| family operation; a lot of illegal things happen in LA, San Diego is more calm, you have nothing to fear when your product is legal and you are following the rules |
| he buys stuff at this swap meet to sell in mercados in Mexico; “mercados sobre rueadas” mobile markets, “Alla[en Tijuana] todos los dias hay mercado”; income is $3500 Mexican Pesos per week which converts to $210 US Dollars a week |
| hopes to one day sell at the new items side of the market and start a business; vendors selling used things do not have to have a permit |
| in other swap meets you only need a permit to get in to sell, this one operate differently and it is an injustice, same as in National City Swap Meet because its the same owner |
| income is $8,000 Mexican Pesos biweekly, converts to $480 US Dollars biweekly; selling out of a push cart at an isle intersection, the two workers are friends and work for one owner that runs all the pushcarts and a restaurant on site; both workers live in Mexico |
| is a part time student; this is the second time selling for quick money; selling with a friend |
| likes to sell here because it’s on the border and close to Mexico, a lot of people come over from Mexico to shop |
| moving and here trying to sell things; only sells when she purges |
| retired; supplementary income from market sales is unpredictable |
| sales vary |
| sells 3 times a year because you dont need a permit for that. vendors, we take care of each other; 1) people seel what they don’t want 2) some sell because they need quick money 3) or you sell because you own extra things; more people here, you'll sell anything, anything sells. I saw a guy carrying a body made of palm leaves, it was a 5ft life-size Don Quijote. Todo barato. people come early to buy what they want to resell; people that come at 10am are here looking for a specific item. |

| |
|---|
| started selling at swap meets 35 years ago |
| vendor was hanging out with vendors from two stalls down, when we spotted a customer approach her booth we moved over to her place to finish interview; “los banos aqui estan peor que los de Tijuana” |
| what he sells here is as much as his UPS salary, his income double by selling here |

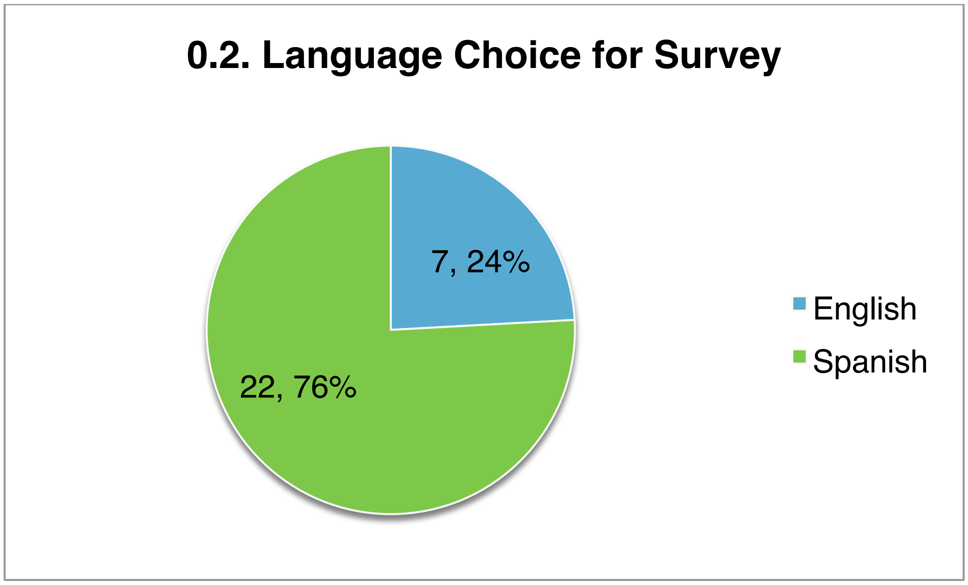
*<u>Comments: San Diego, California Customers</u>*

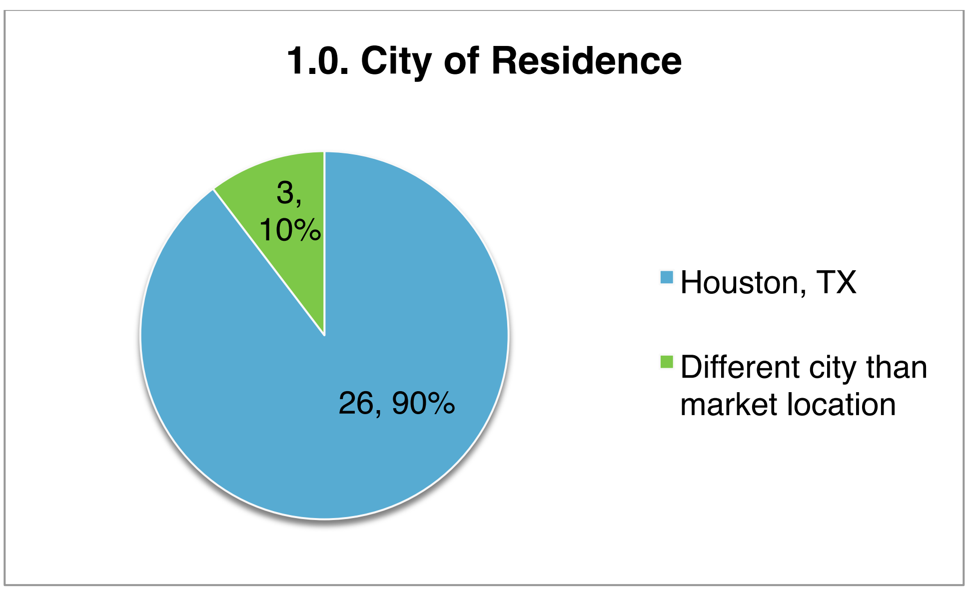
| |
|---|
| used to live her; grew up coming to this market; moved to Texas for college and now lives in Austin but comes here every time she visits |
| retired, two pensions and SS |
| lives in Mexico but works in the US |
| income converted from Mexican Pesos : $4,000 pesos/week |
| husband's income, she doesn’t work |
| found out of market through friends in Tijuana |
| earns little ($190 US dollars per 2 weeks) but lives in Mexico; came to work but was resting |

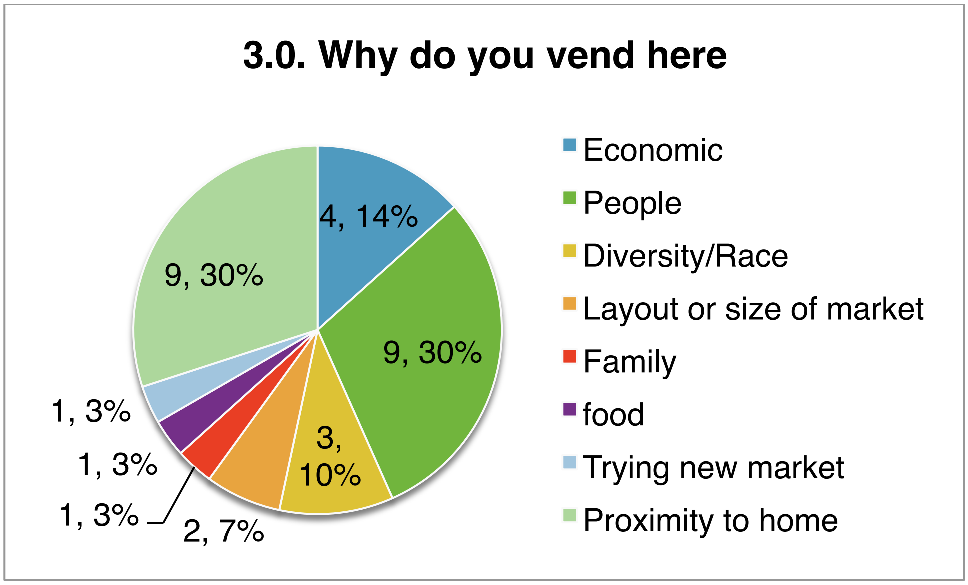
APPENDIX 17

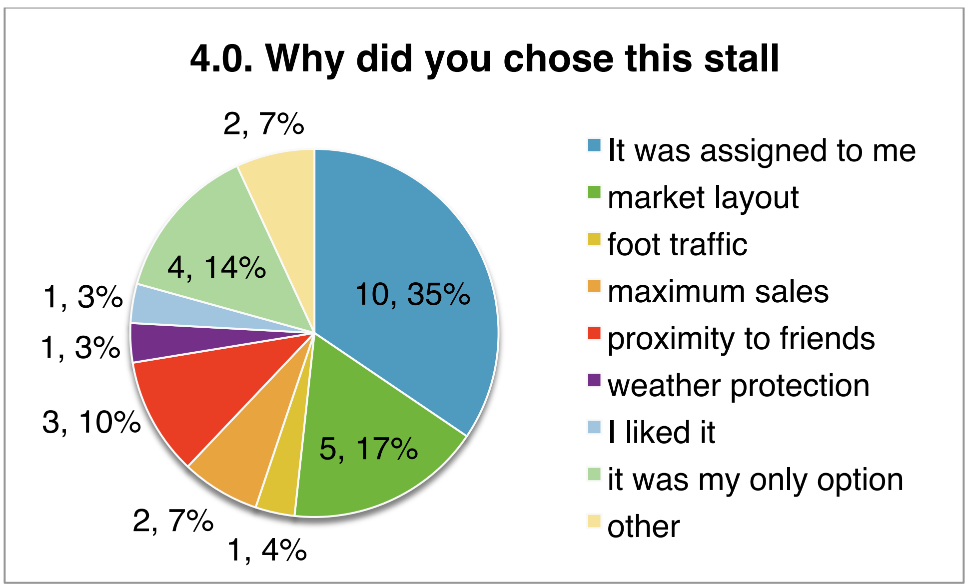
HARRIS COUNTY, TEXAS SURVEY RESULTS

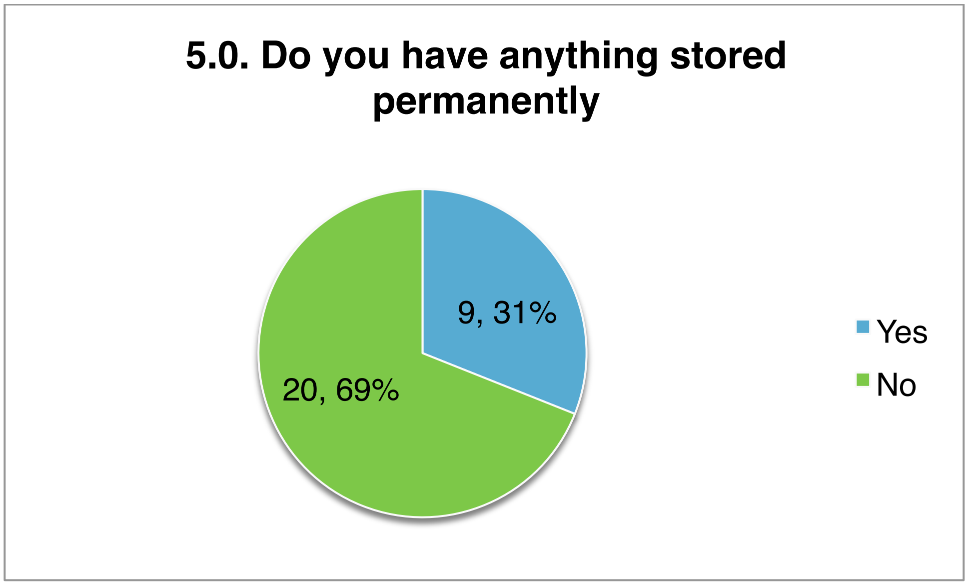
*Vendor Results*

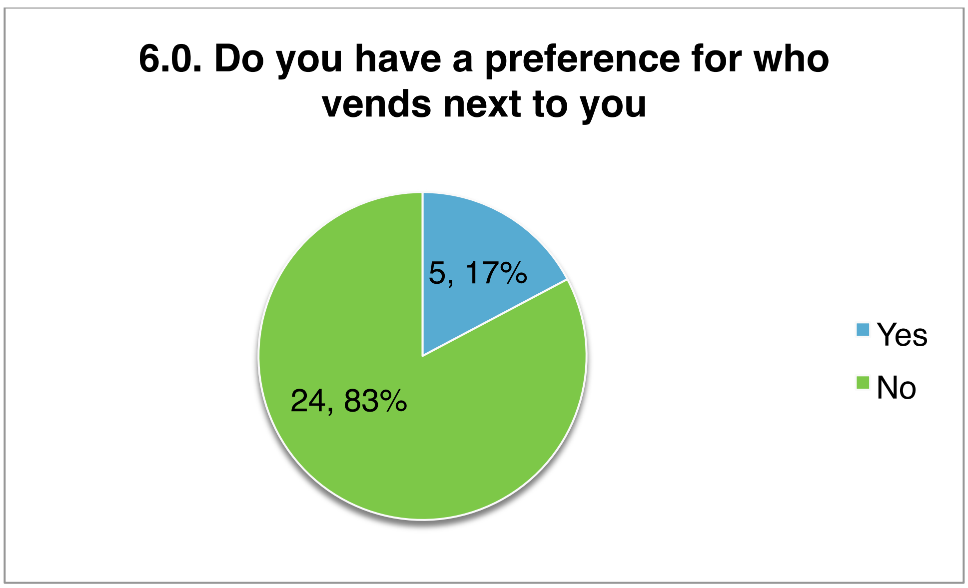


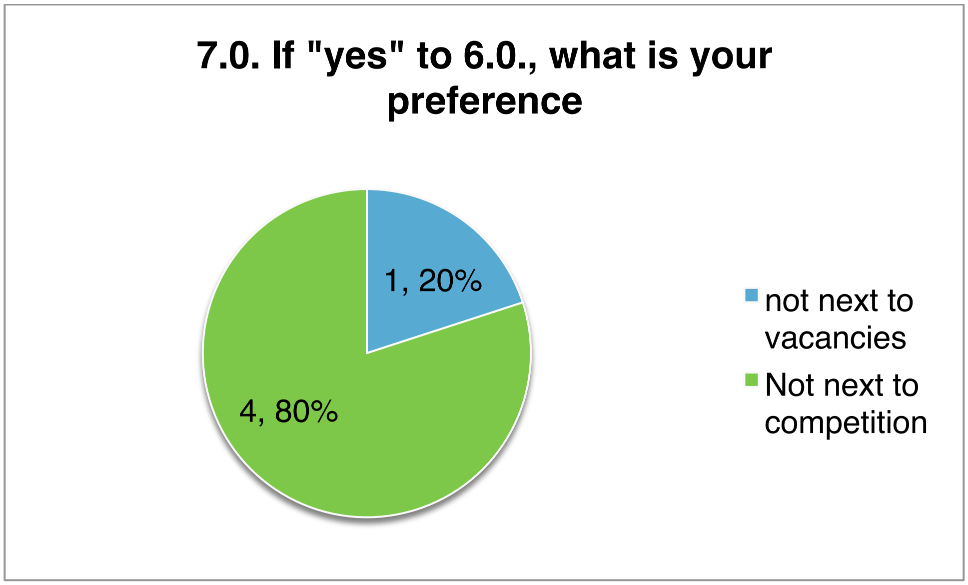



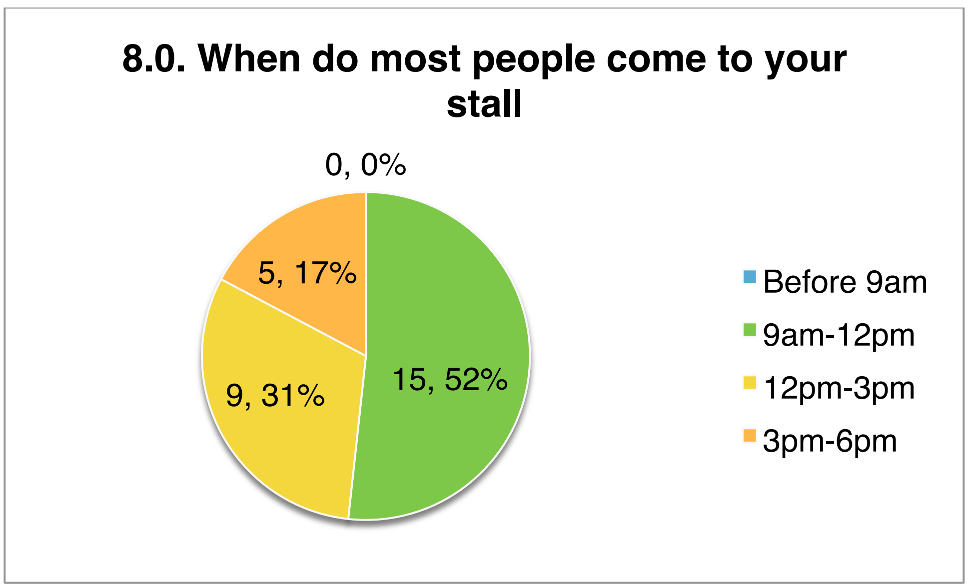

3.0. Why do you vend here
4, 14%
9, 30%
3, 10%
2, 7%
1, 3%
1, 3%
1, 3%
9, 30%
Economic
People
Diversity/Race
Layout or size of market
Family
food
Trying new market
Proximity to home


4.0. Why did you chose this stall
10, 35%
5, 17%
1, 4%
2, 7%
3, 10%
1, 3%
1, 3%
4, 14%
2, 7%
It was assigned to me
market layout
foot traffic
maximum sales
proximity to friends
weather protection
I liked it
it was my only option
other

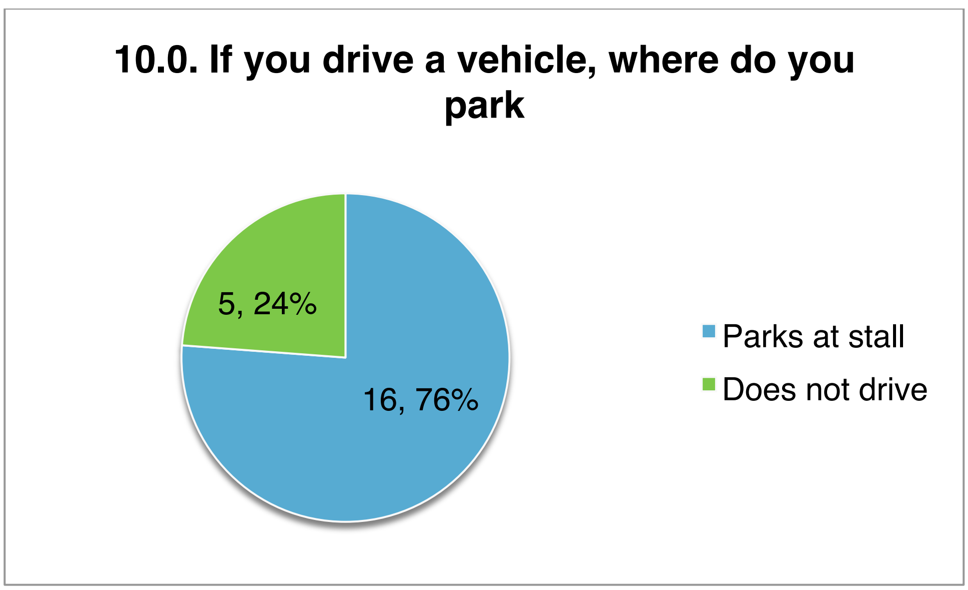

5.0. Do you have anything stored permanently
9, 31%
20, 69%
Yes
No

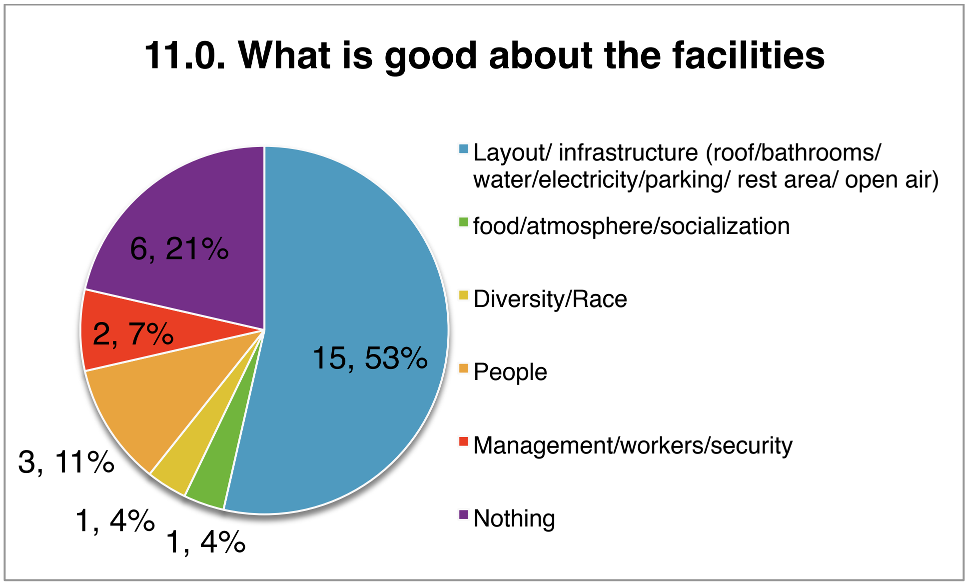

6.0. Do you have a preference for who vends next to you
5, 17%
24, 83%
Yes
No

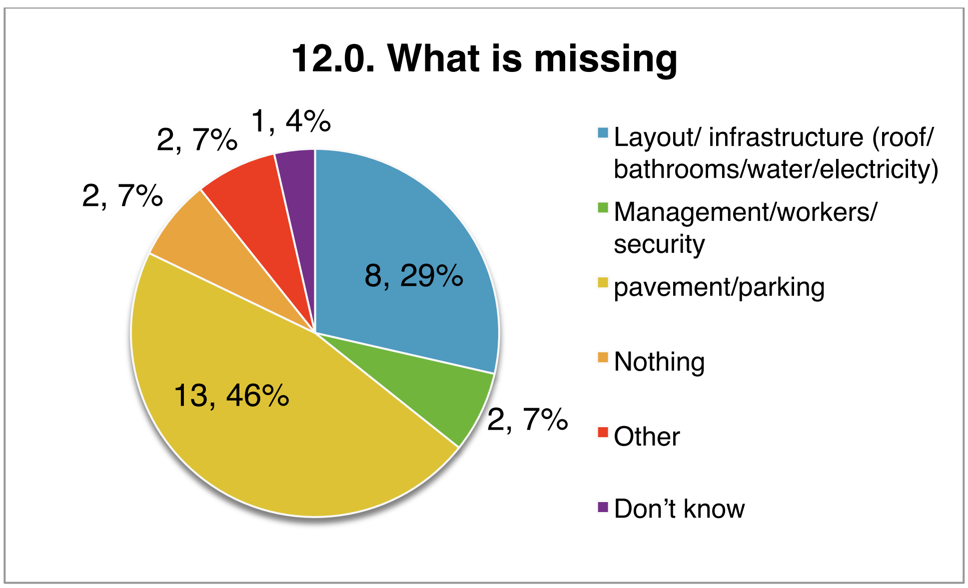

7.0. If "yes" to 6.0., what is your preference
1, 20%
4, 80%
not next to vacancies
Not next to competition

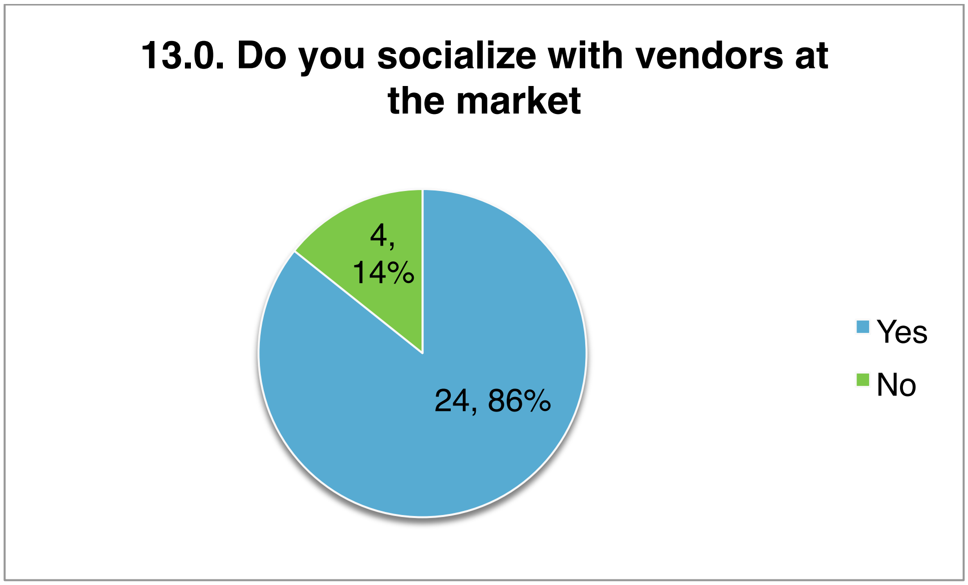

8.0. When do most people come to your stall
0, 0%
5, 17%
9, 31%
15, 52%
Before 9am
9am-12pm
12pm-3pm
3pm-6pm

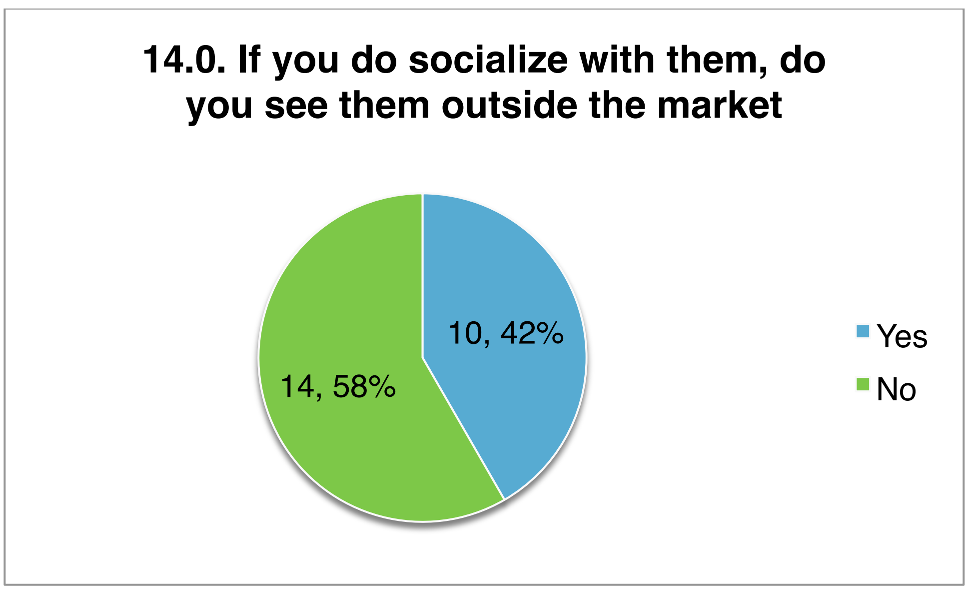

9.0. How do you deliver goods to your stall
1, 5%
1, 5%
17, 90%
vehicle
trailer
walk in

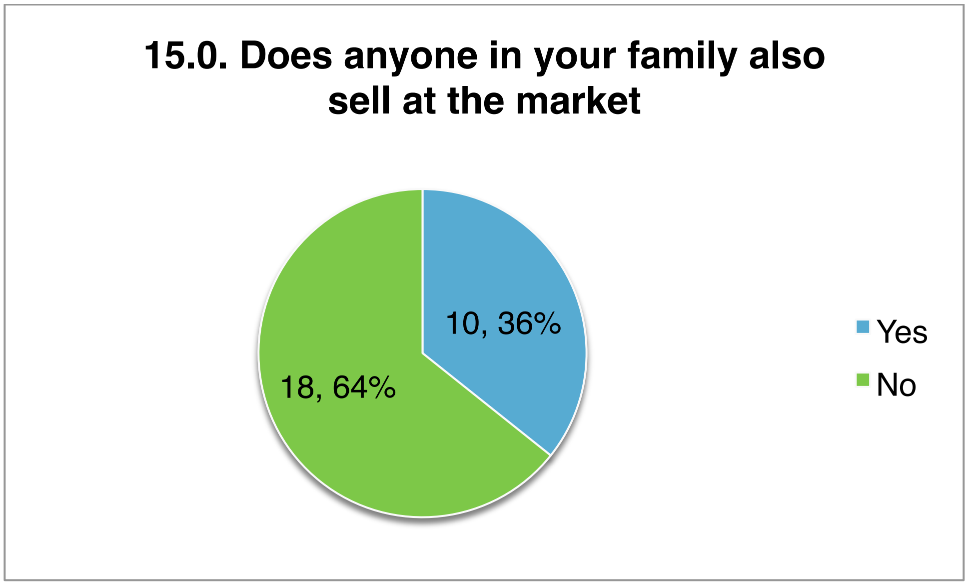

10.0. If you drive a vehicle, where do you park
5, 24%
16, 76%
Parks at stall
Does not drive

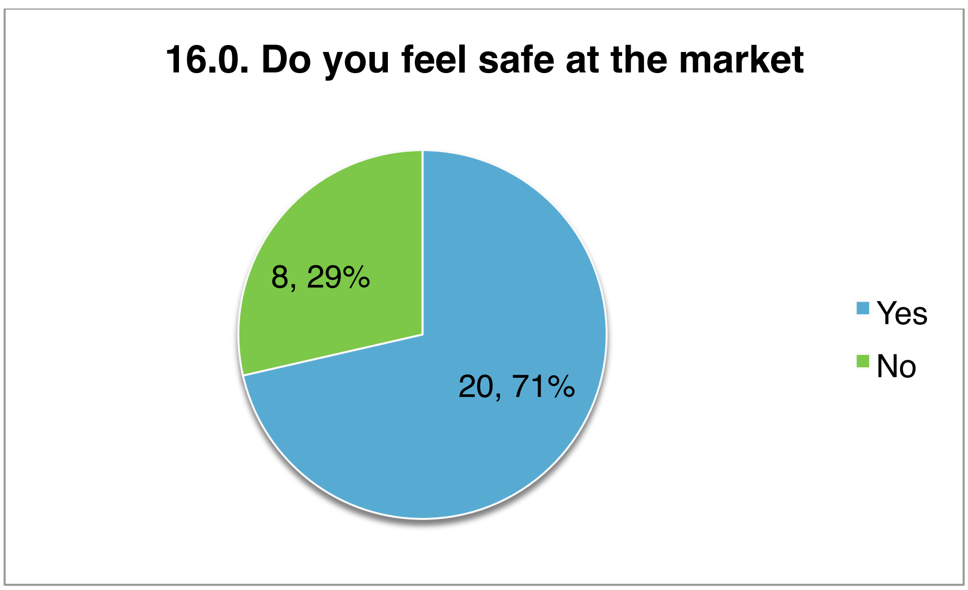

11.0. What is good about the facilities
6, 21%
2, 7%
15, 53%
3, 11%
1, 4%
1, 4%
Layout/ infrastructure (roof/bathrooms/ water/electricity/parking/ rest area/ open air)
food/atmosphere/socialization
Diversity/Race
People
Management/workers/security
Nothing

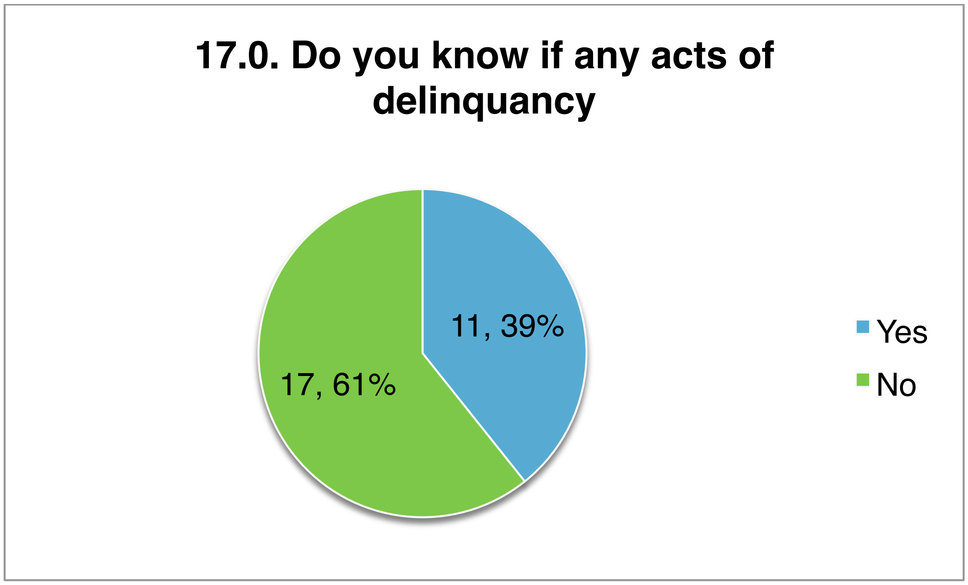

12.0. What is missing
2, 7%
1, 4%
2, 7%
8, 29%
13, 46%
2, 7%
Layout/ infrastructure (roof/ bathrooms/water/electricity)
Management/workers/ security
pavement/parking
Nothing
Other
Don't know

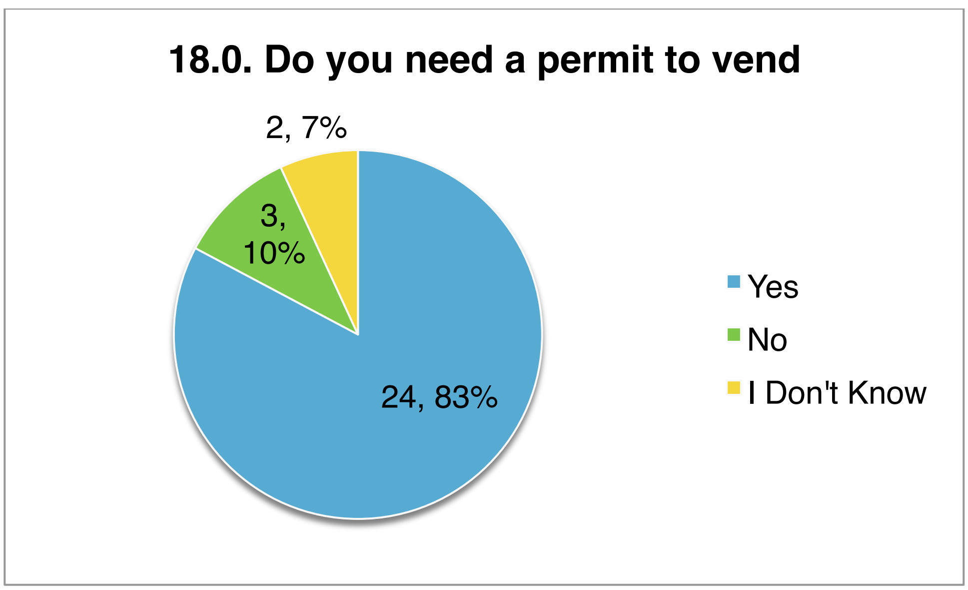

13.0. Do you socialize with vendors at the market
4, 14%
24, 86%
Yes
No

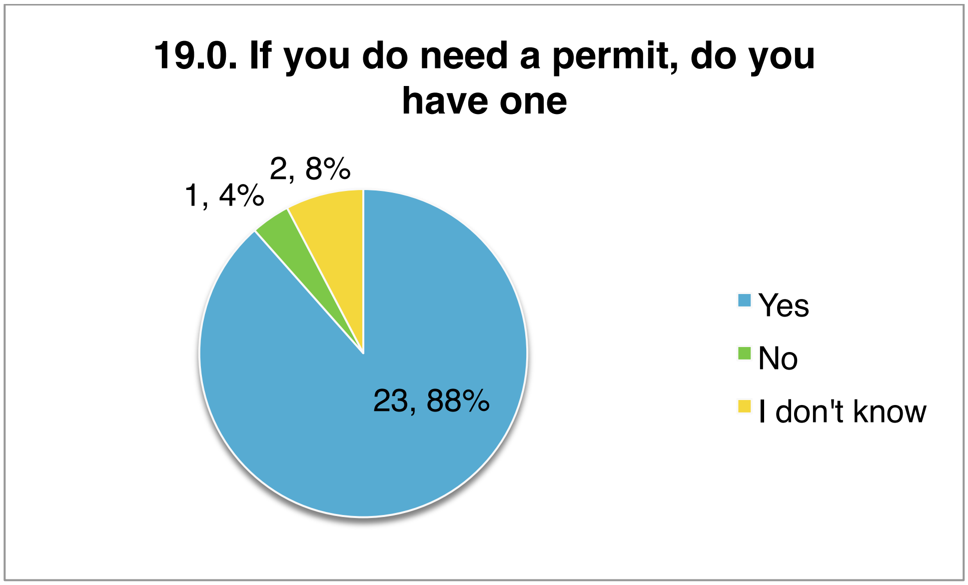

14.0. If you do socialize with them, do you see them outside the market
10, 42%
14, 58%
Yes
No

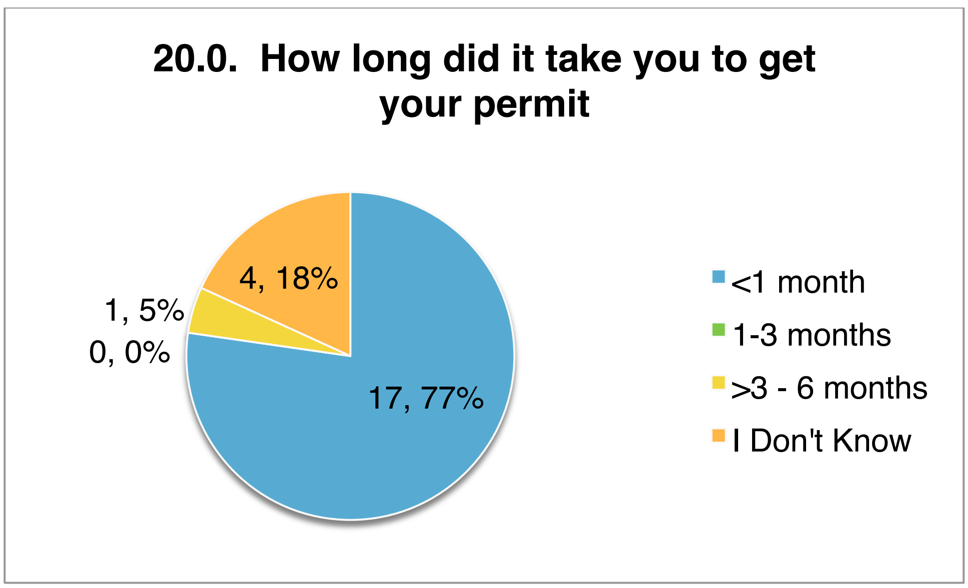

15.0. Does anyone in your family also sell at the market
10, 36%
18, 64%
Yes
No

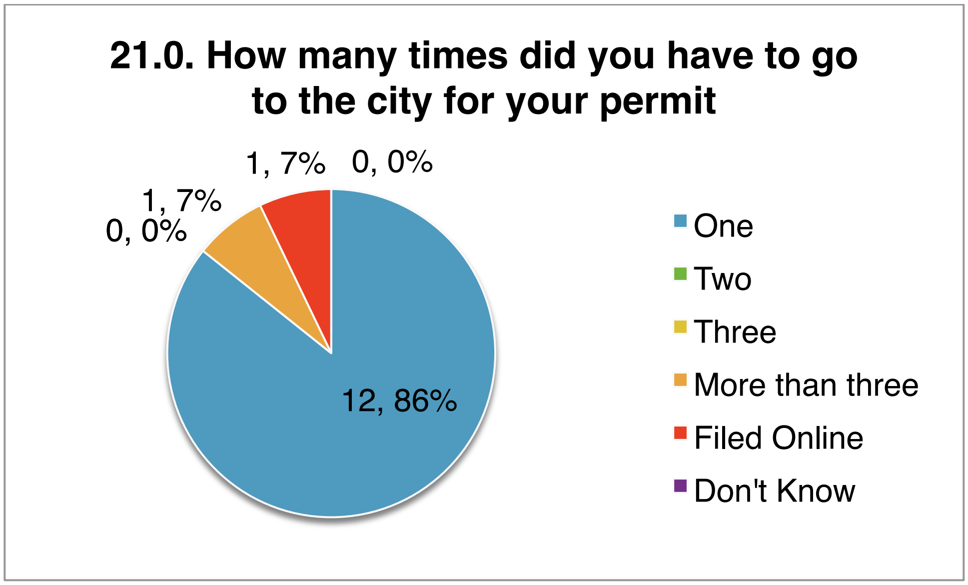

16.0. Do you feel safe at the market
8, 29%
20, 71%
Yes
No

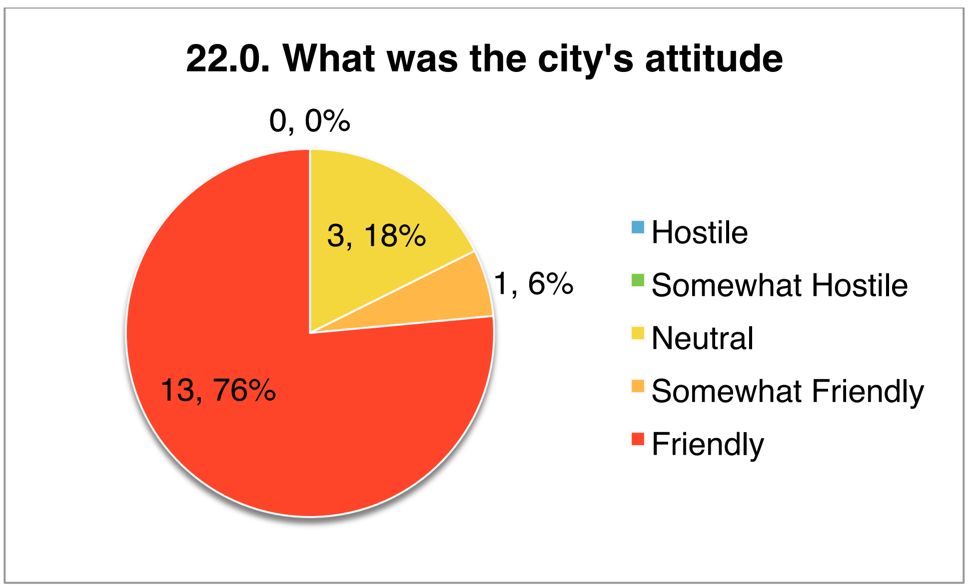

17.0. Do you know if any acts of delinquancy
11, 39%
17, 61%
Yes
No

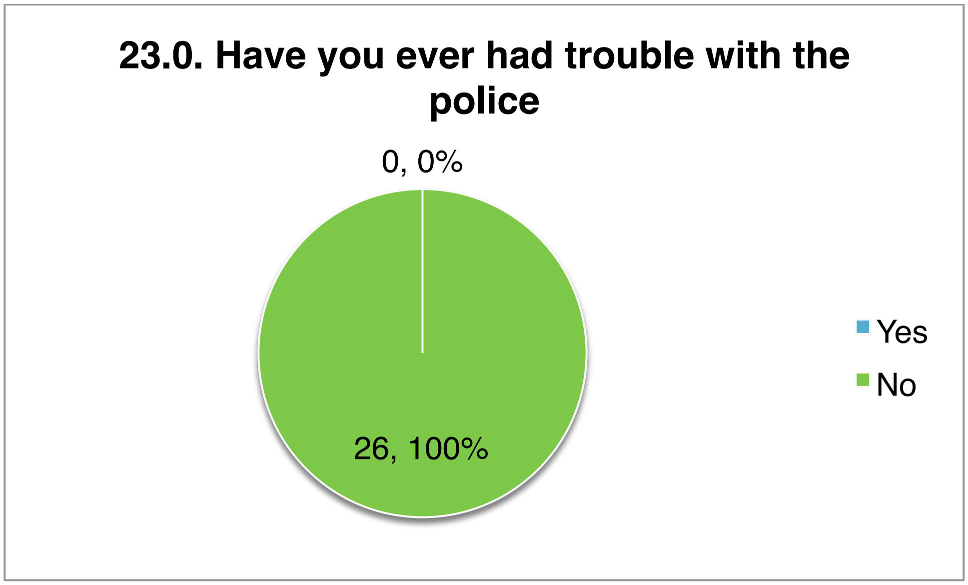

18.0. Do you need a permit to vend
2, 7%
3, 10%
24, 83%
Yes
No
I Don't Know

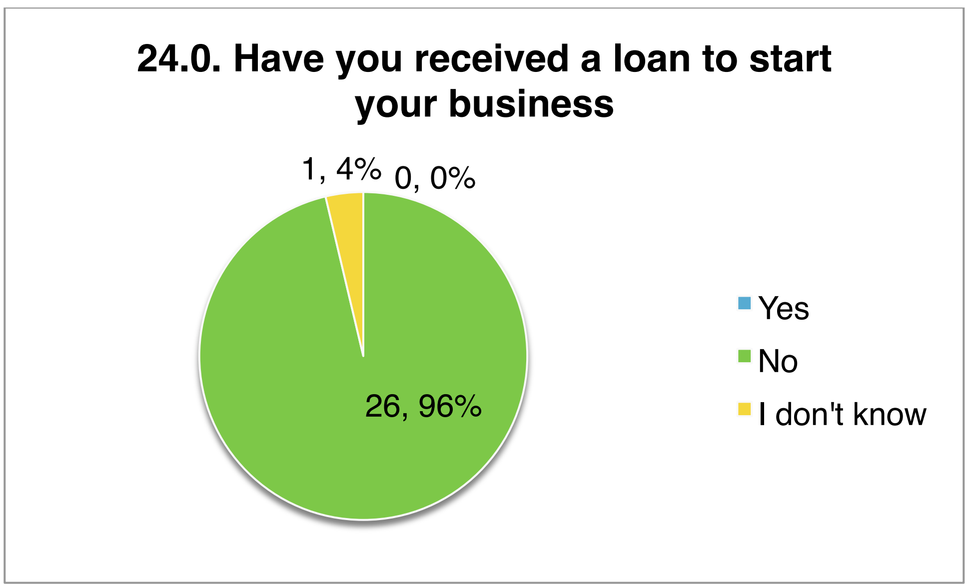

19.0. If you do need a permit, do you have one
1, 4%
2, 8%
23, 88%
Yes
No
I don't know

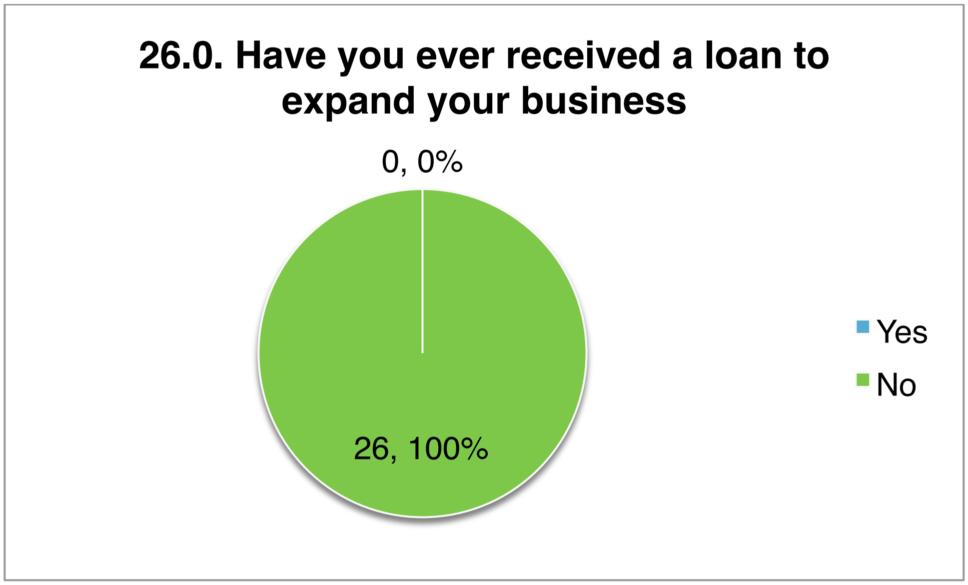

20.0. How long did it take you to get your permit
4, 18%
1, 5%
0, 0%
17, 77%
<1 month
1-3 months
>3 - 6 months
I Don't Know

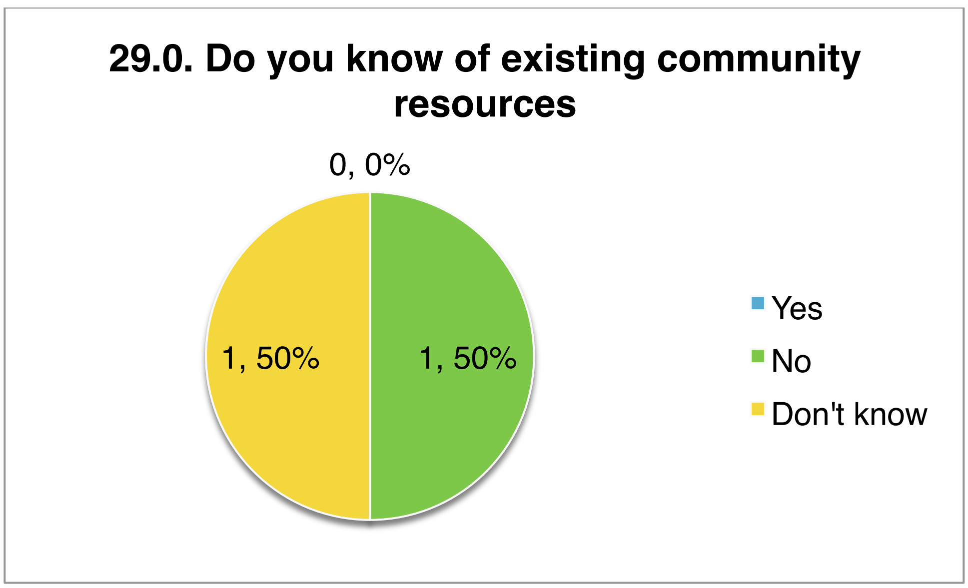

21.0. How many times did you have to go to the city for your permit
1, 7%
0, 0%
1, 7%
0, 0%
12, 86%
One
Two
Three
More than three
Filed Online
Don't Know

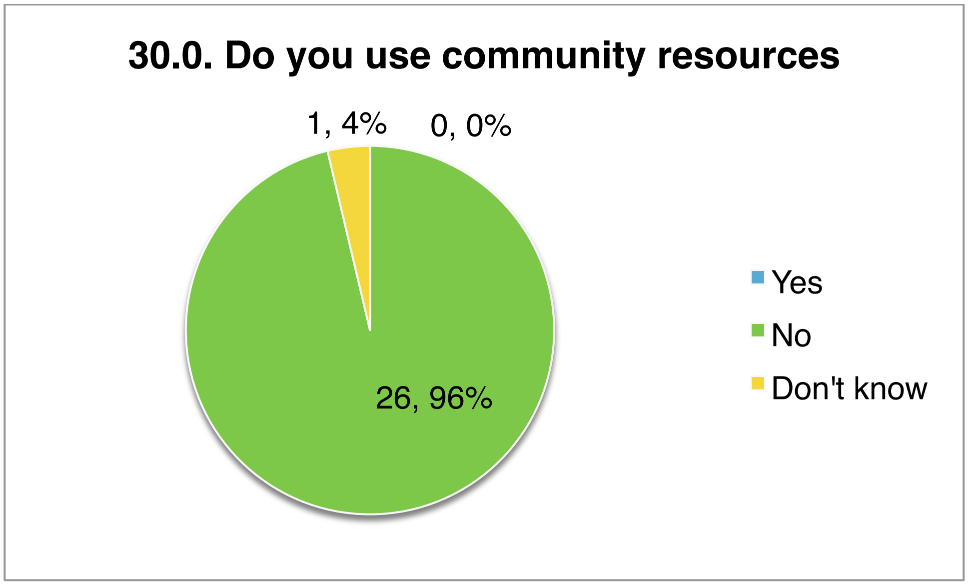

22.0. What was the city's attitude
0, 0%
3, 18%
1, 6%
13, 76%
Hostile
Somewhat Hostile
Neutral
Somewhat Friendly
Friendly

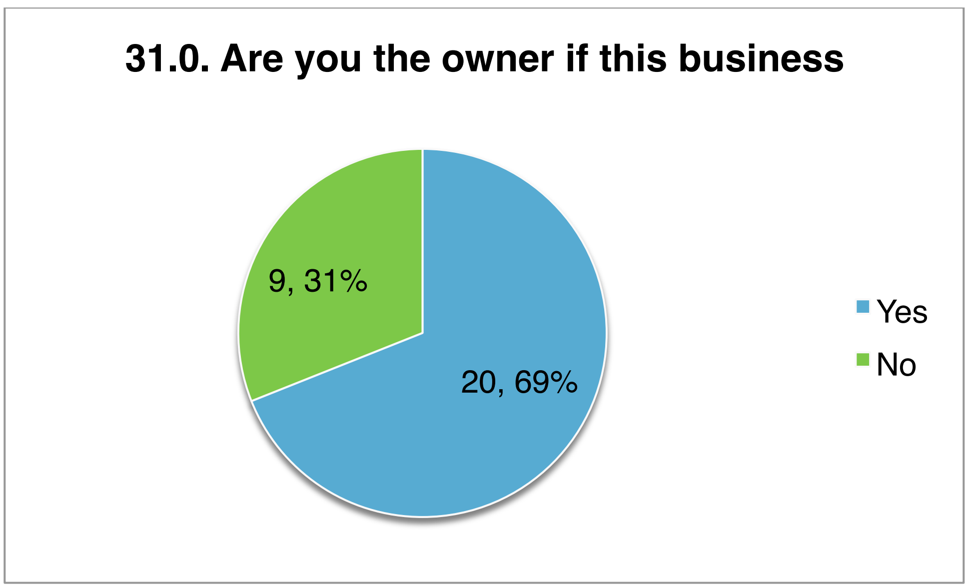

23.0. Have you ever had trouble with the police
0, 0%
26, 100%
Yes
No

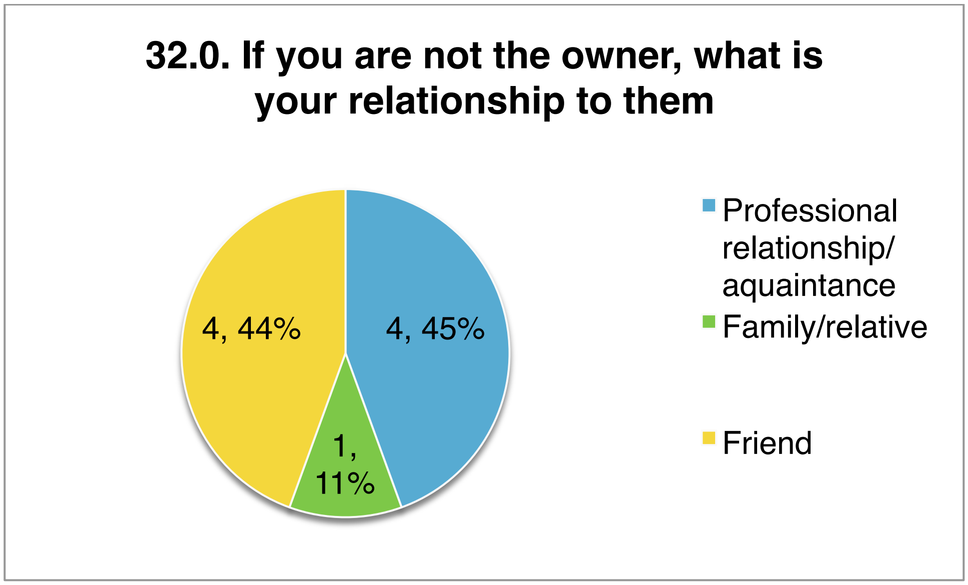

24.0. Have you received a loan to start your business
1, 4%
0, 0%
26, 96%
Yes
No
I don't know

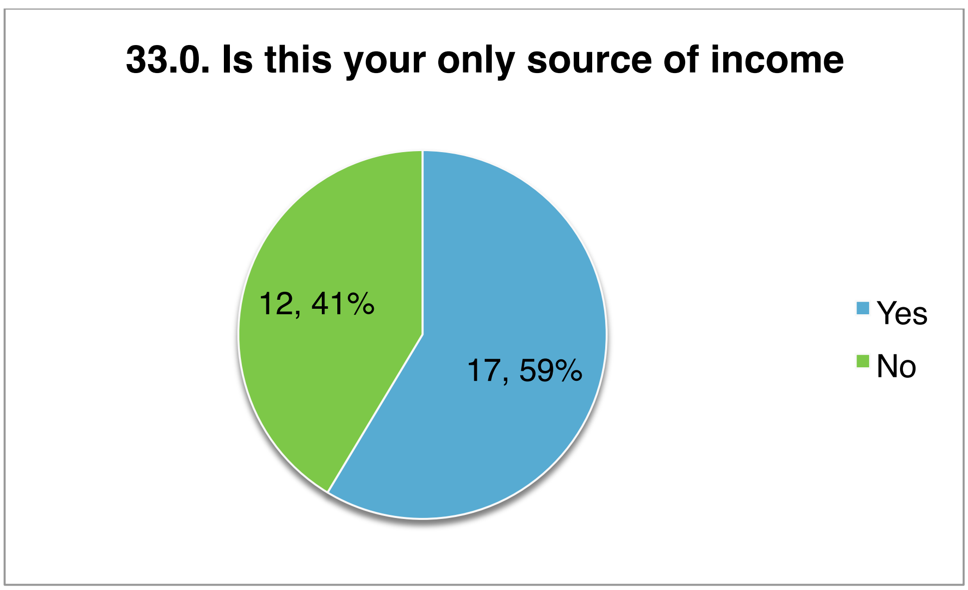

26.0. Have you ever received a loan to expand your business
0, 0%
26, 100%
Yes
No

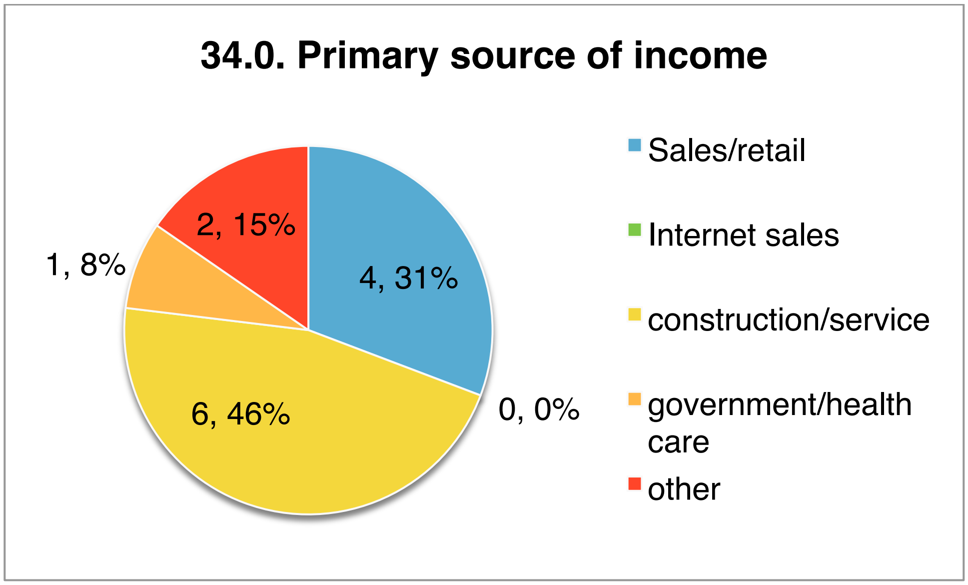

29.0. Do you know of existing community resources
0, 0%
1, 50%
1, 50%
Yes
No
Don't know

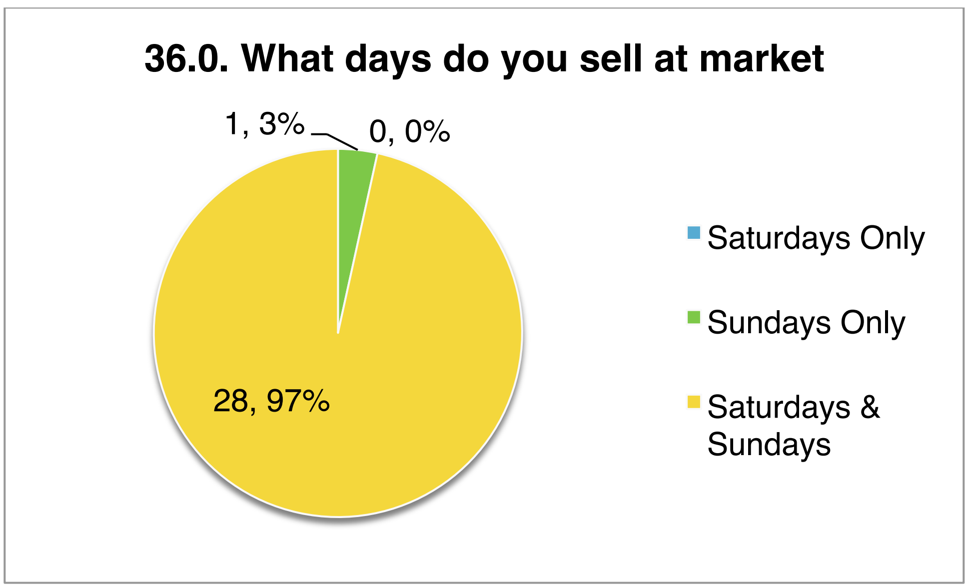

30.0. Do you use community resources
1, 4%
0, 0%
26, 96%
Yes
No
Don't know

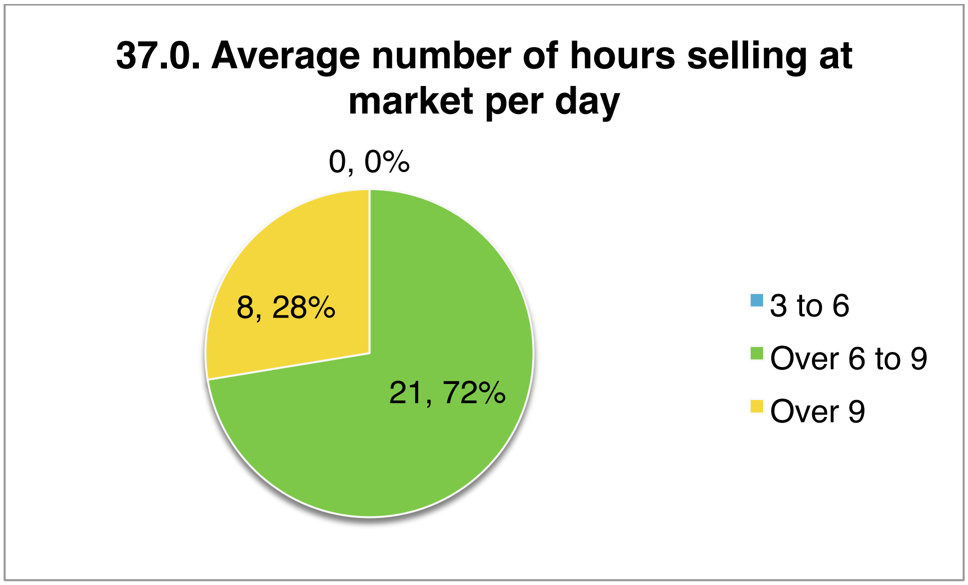

31.0. Are you the owner if this business
9, 31%
20, 69%
Yes
No

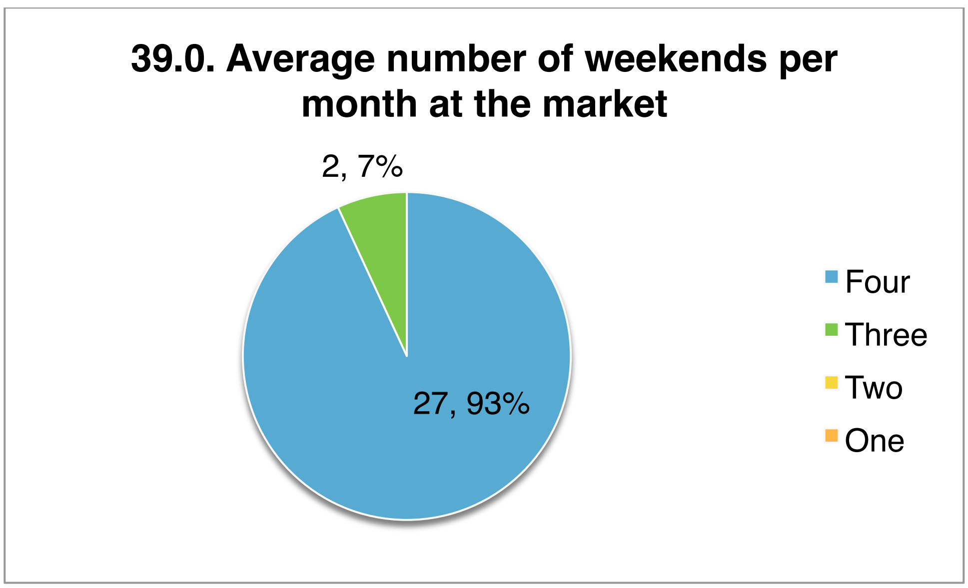

32.0. If you are not the owner, what is your relationship to them
4, 44%
4, 45%
1, 11%
Professional relationship/ aquaintance
Family/relative
Friend

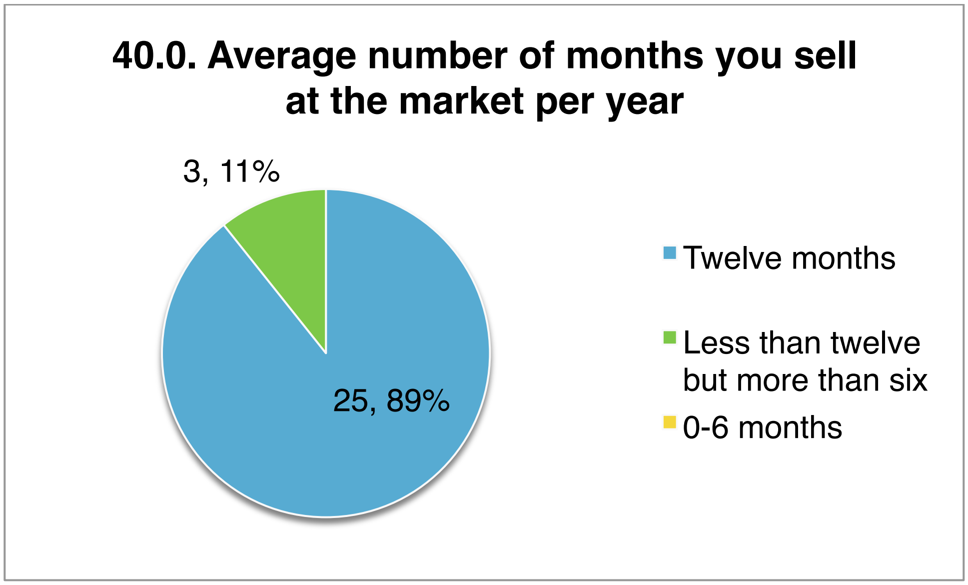

33.0. Is this your only source of income
12, 41%
17, 59%
Yes
No

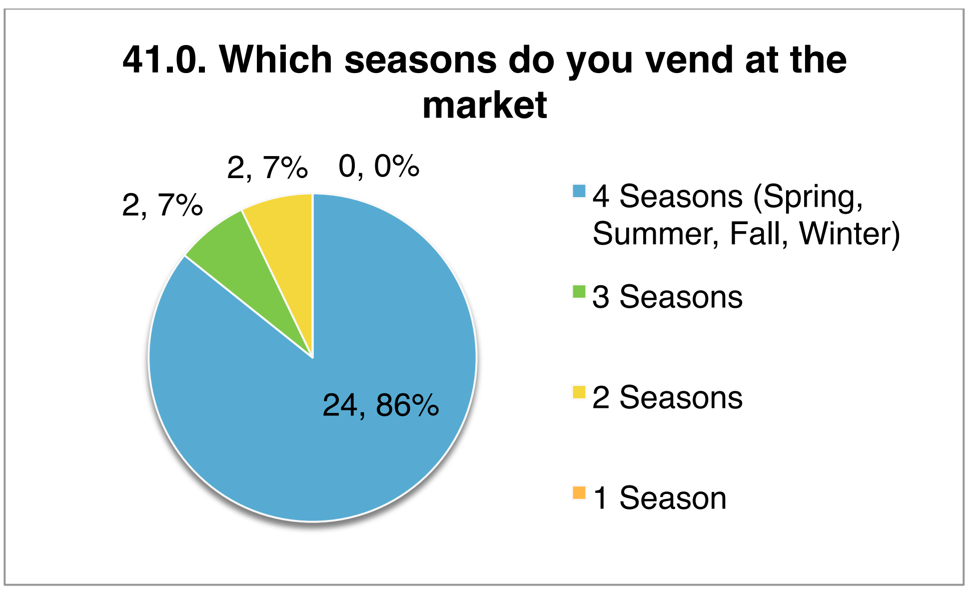

34.0. Primary source of income
4, 31%
0, 0%
6, 46%
1, 8%
2, 15%
Sales/retail
Internet sales
construction/service
government/health care
other

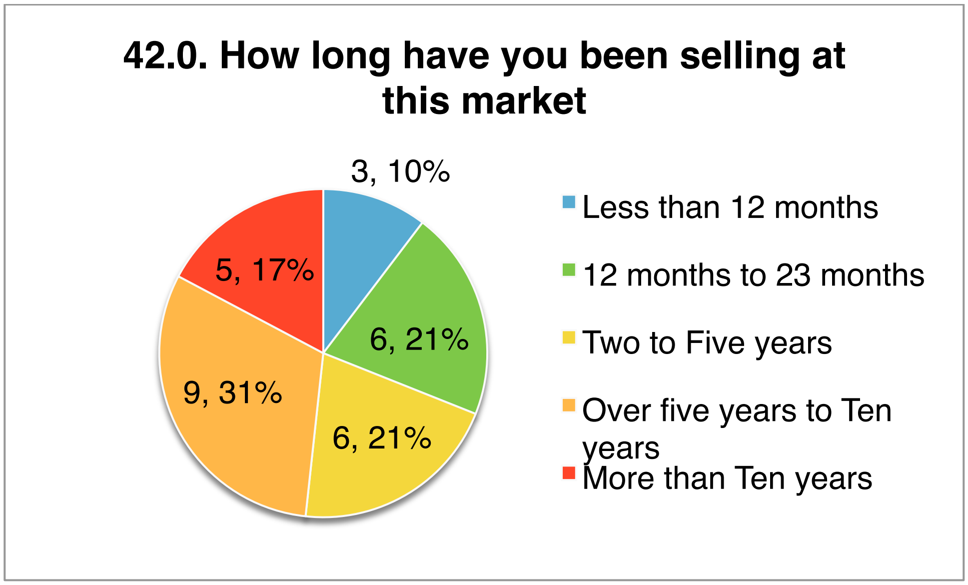

36.0. What days do you sell at market
1, 3%
0, 0%
28, 97%
Saturdays Only
Sundays Only
Saturdays & Sundays

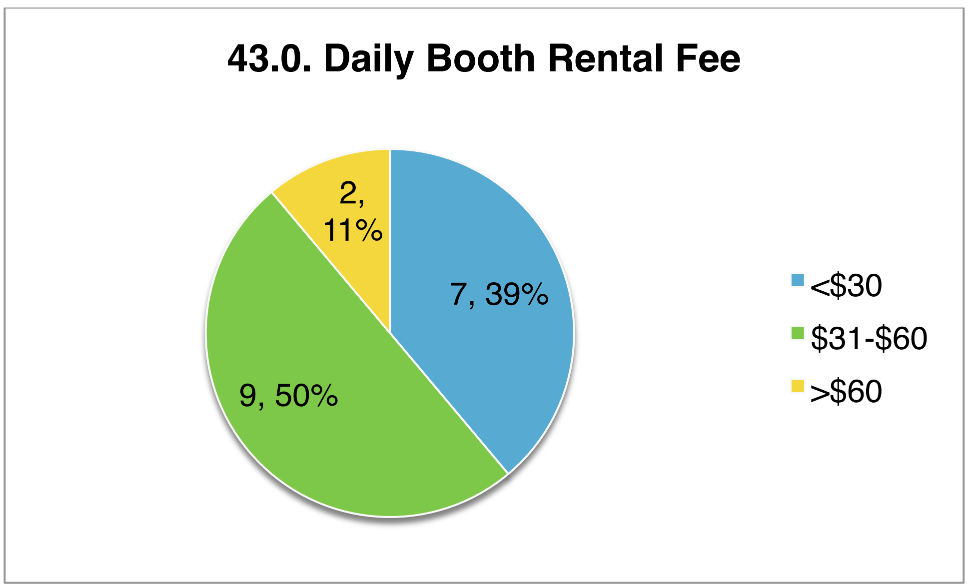

37.0. Average number of hours selling at market per day
0, 0%
8, 28%
21, 72%
3 to 6
Over 6 to 9
Over 9

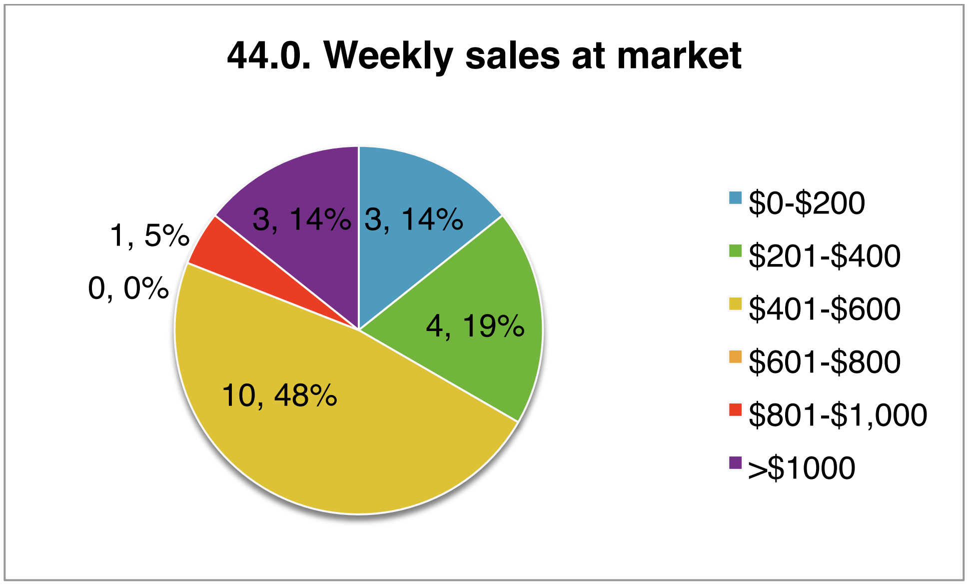

39.0. Average number of weekends per month at the market
2, 7%
27, 93%
Four
Three
Two
One

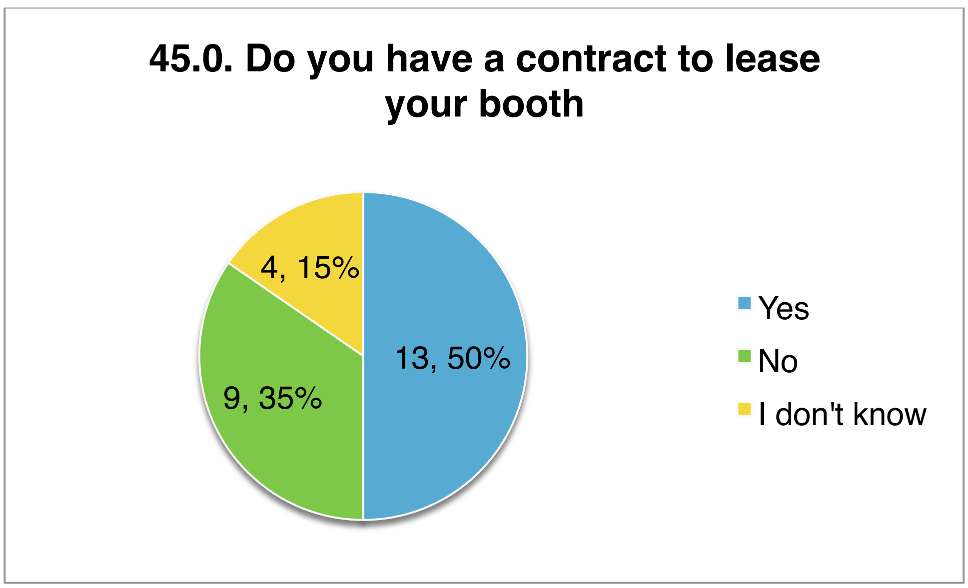

40.0. Average number of months you sell at the market per year
3, 11%
25, 89%
Twelve months
Less than twelve but more than six
0-6 months

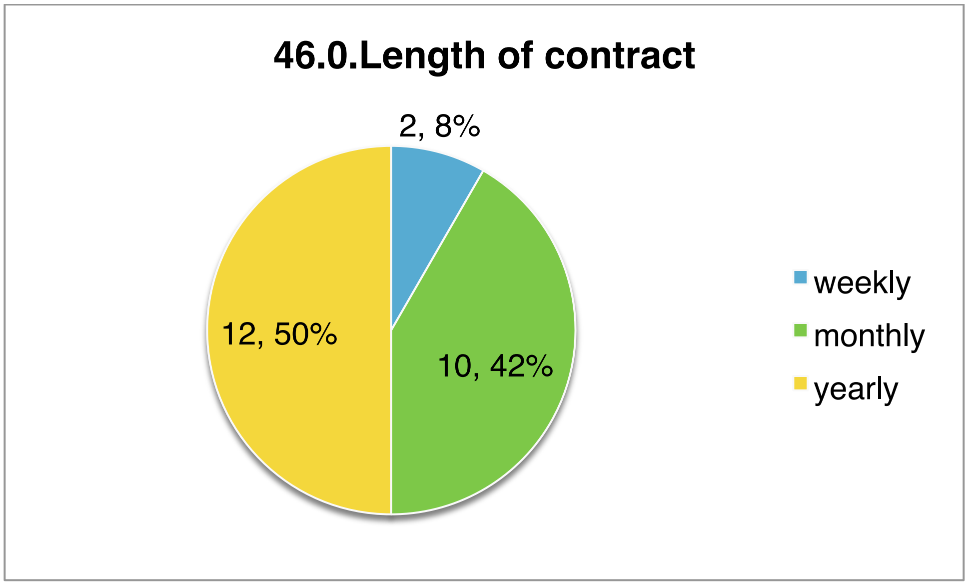

41.0. Which seasons do you vend at the market
2, 7%
2, 7%
0, 0%
24, 86%
4 Seasons (Spring, Summer, Fall, Winter)
3 Seasons
2 Seasons
1 Season

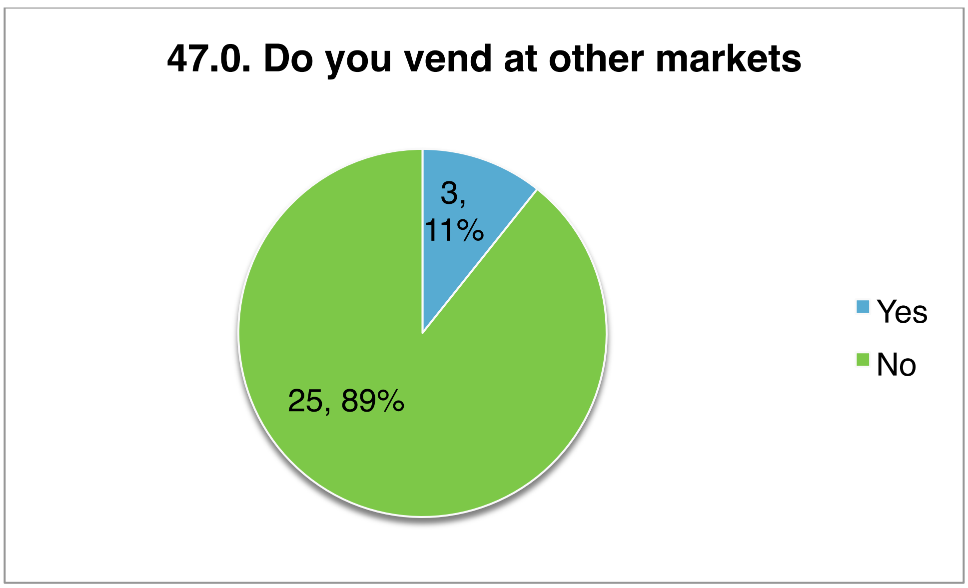

42.0. How long have you been selling at this market
3, 10%
5, 17%
6, 21%
9, 31%
6, 21%
Less than 12 months
12 months to 23 months
Two to Five years
Over five years to Ten years
More than Ten years

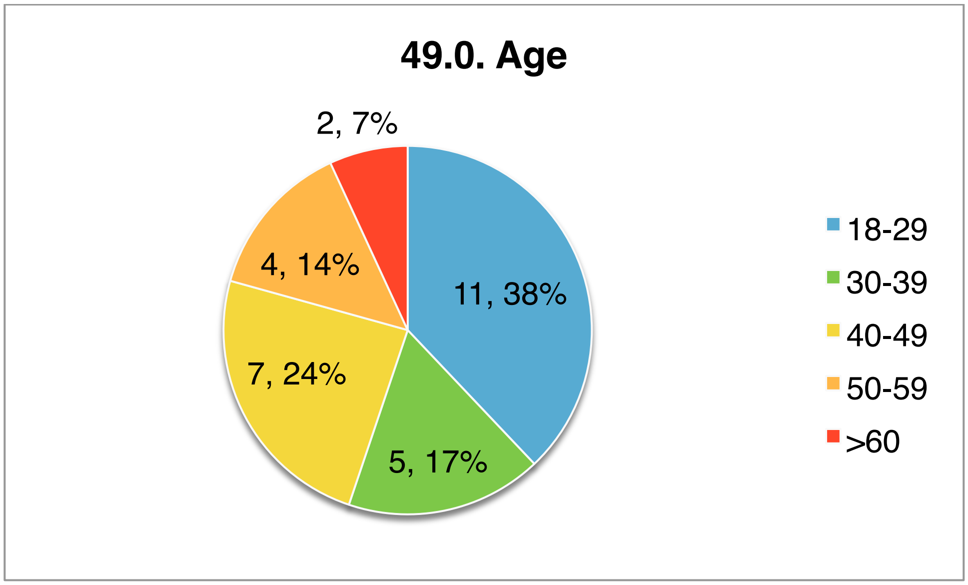

43.0. Daily Booth Rental Fee
2, 11%
7, 39%
9, 50%
<$30
$31-$60
>$60

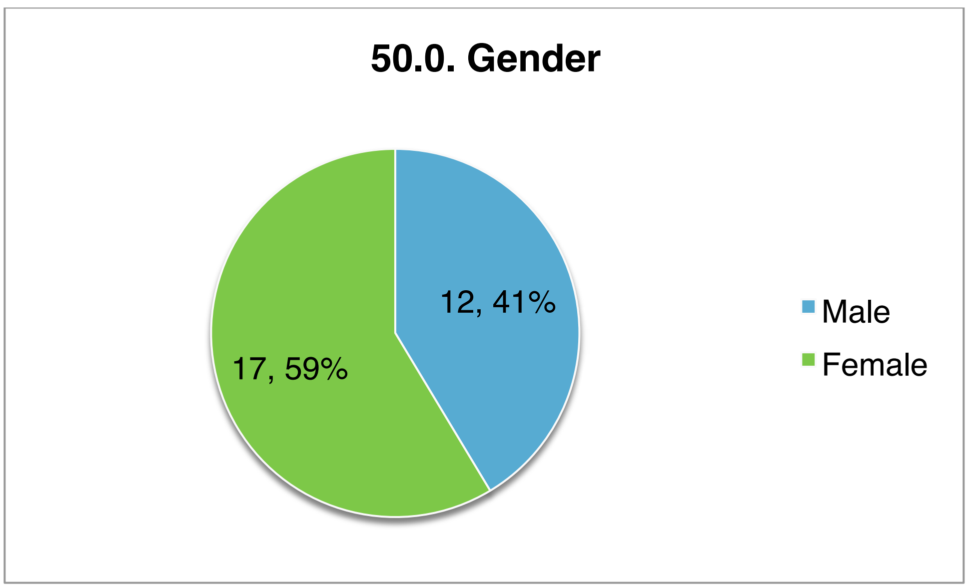

44.0. Weekly sales at market
3, 14%
3, 14%
1, 5%
0, 0%
4, 19%
10, 48%
$0-$200
$201-$400
$401-$600
$601-$800
$801-$1,000
>$1000

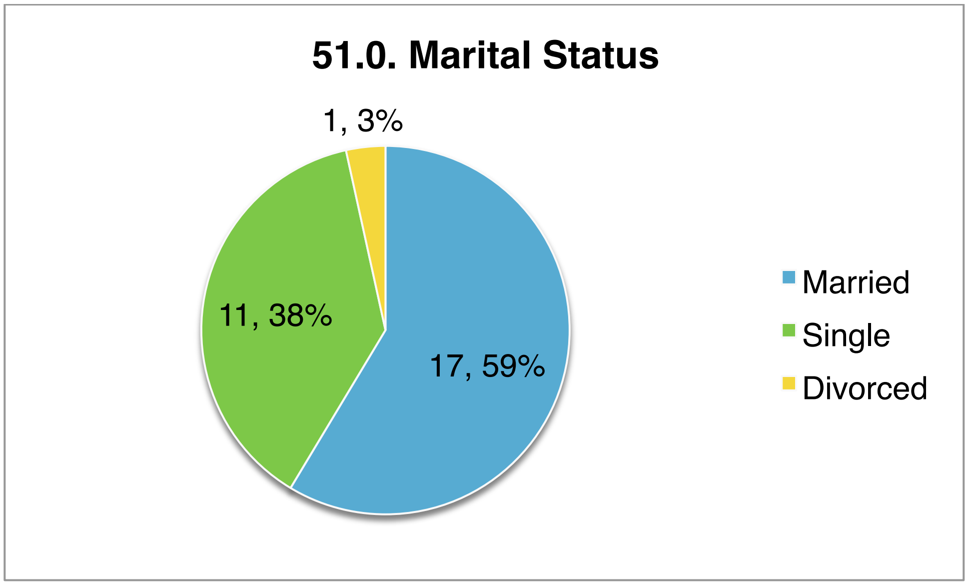

45.0. Do you have a contract to lease your booth
4, 15%
13, 50%
9, 35%
Yes
No
I don't know

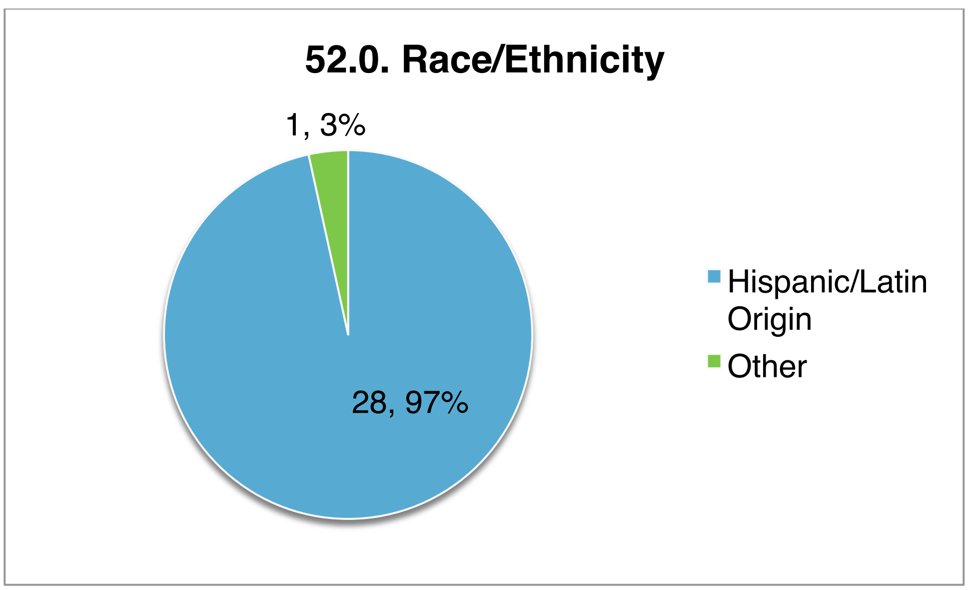

46.0.Length of contract
2, 8%
12, 50%
10, 42%
weekly
monthly
yearly

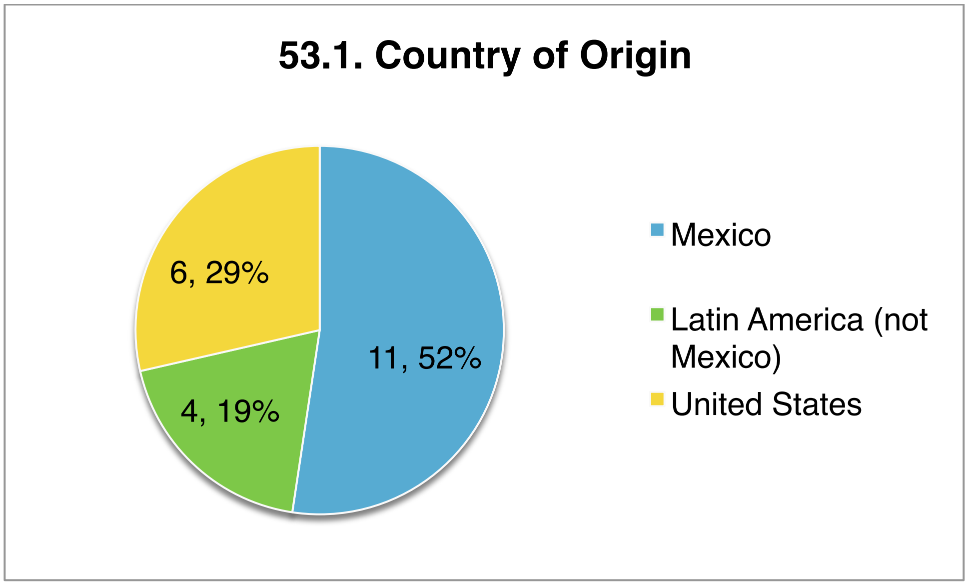

47.0. Do you vend at other markets
3, 11%
25, 89%
Yes
No

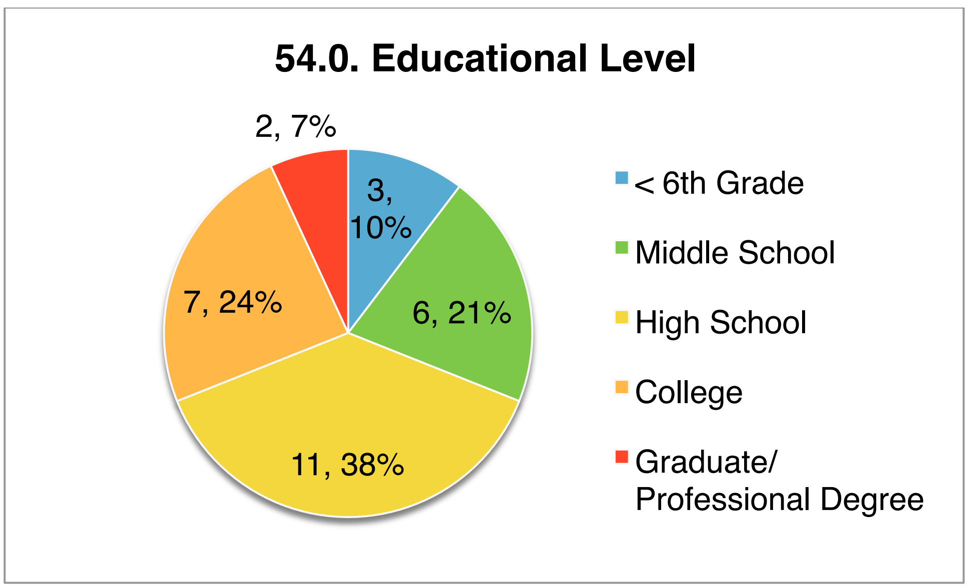

49.0. Age
2, 7%
4, 14%
11, 38%
7, 24%
5, 17%
18-29
30-39
40-49
50-59
>60

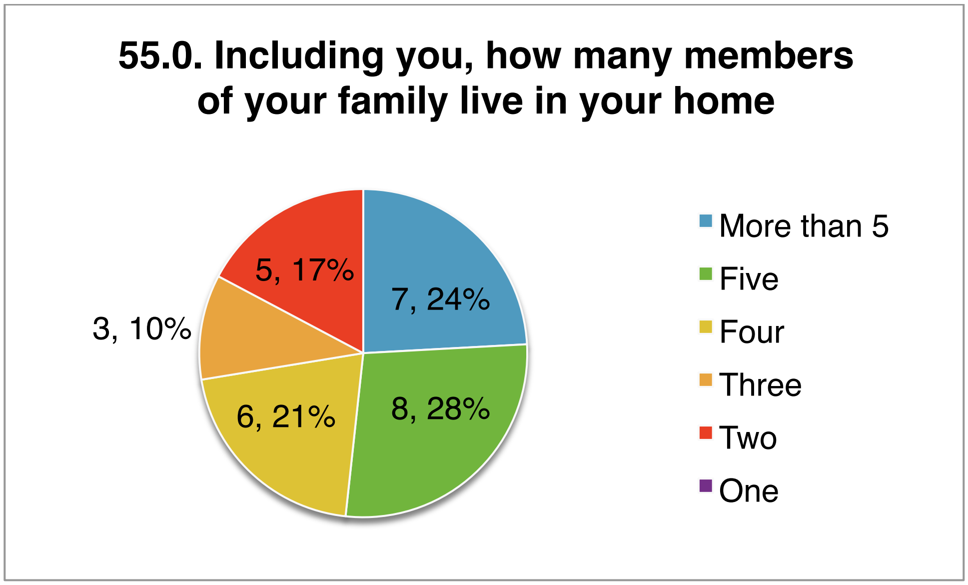

50.0. Gender
12, 41%
17, 59%
Male
Female

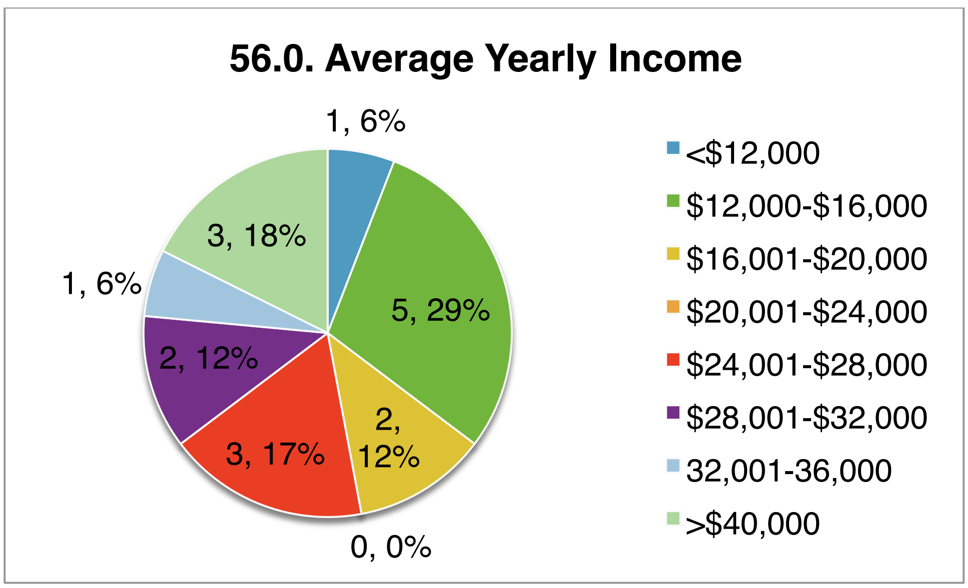

51.0. Marital Status
1, 3%
11, 38%
17, 59%
Married
Single
Divorced

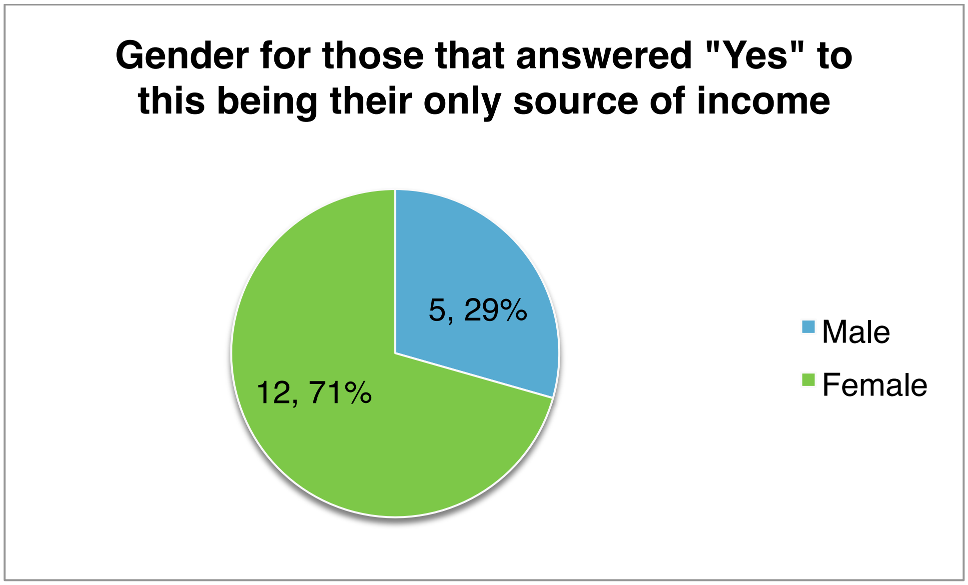

52.0. Race/Ethnicity
1, 3%
28, 97%
Hispanic/Latin Origin
Other


53.1. Country of Origin
6, 29%
11, 52%
4, 19%
Mexico
Latin America (not Mexico)
United States


54.0. Educational Level
2, 7%
3, 10%
7, 24%
6, 21%
11, 38%
< 6th Grade
Middle School
High School
College
Graduate/ Professional Degree


55.0. Including you, how many members of your family live in your home
5, 17%
7, 24%
3, 10%
6, 21%
8, 28%
More than 5
Five
Four
Three
Two
One


56.0. Average Yearly Income
1, 6%
3, 18%
1, 6%
5, 29%
2, 12%
2, 12%
3, 17%
0, 0%
<$12,000
$12,000-$16,000
$16,001-$20,000
$20,001-$24,000
$24,001-$28,000
$28,001-$32,000
32,001-36,000
>$40,000

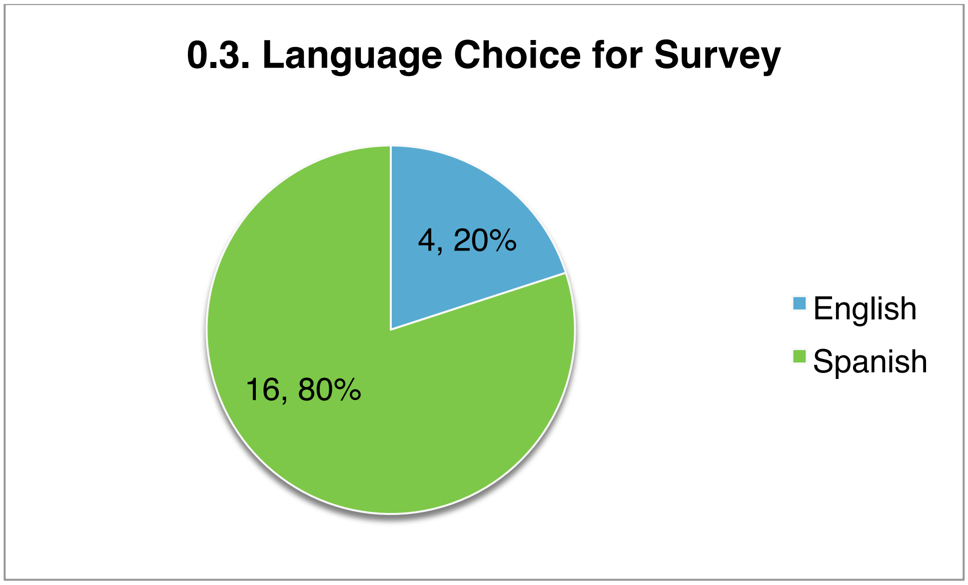


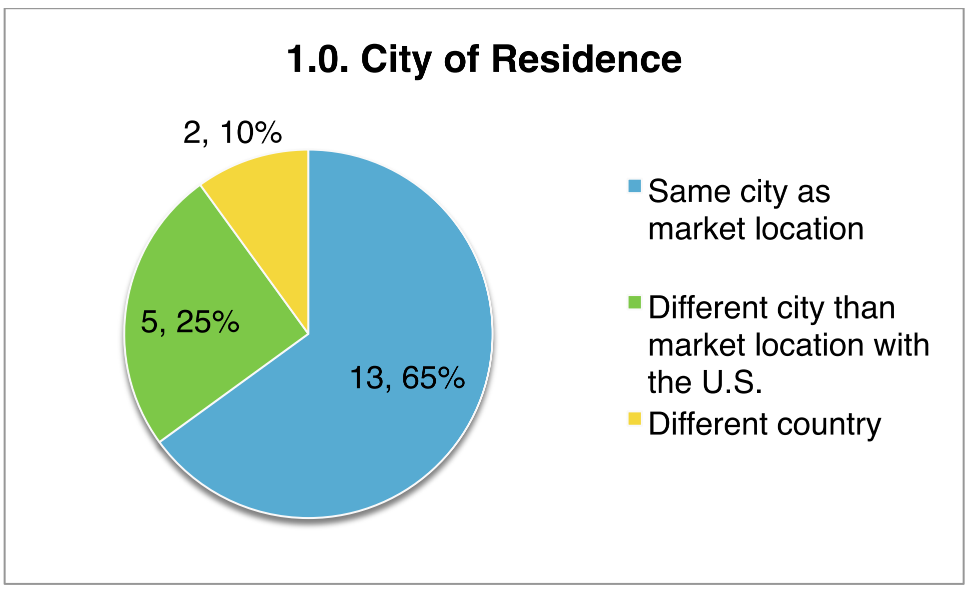

*Harris County, Texas Vendor Comments*

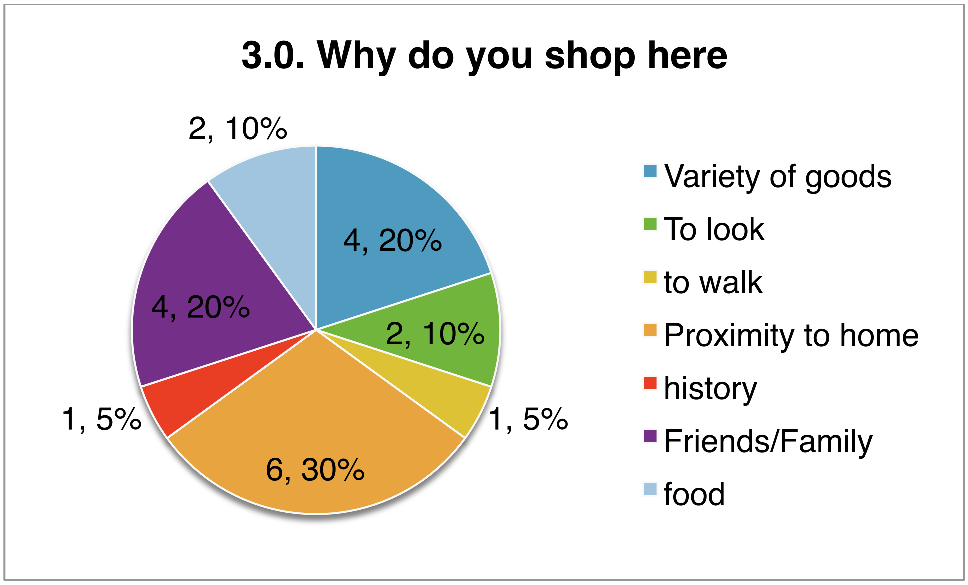
| |
|---|
| 16 and graduating high school this year; see recorded interview***; he is a Dreamer, this was a place that offered him a job; began selling ice cream with mother at the market |
| rents 3 booths |
| rent is $400 per month; will take saturdays off to go to son's football games this fall on the weekends |
| in this market there are more Mexicans; the owners do not do enough advertisement; |
| works for the business owner during the week at a store front and here at the weekend; owner sells at Trader's Village Market too, gave me his business card |
| family operation with husband |
| works in construction and therefore income in unstable, this helps him have extra money |
| currently in high school |
| family operation with mother; she is currently in college; parties with other market vendors outside the market; parking is free for vendors |
| booth rent is $230 per month; family operation, had daughter with her; moved to the US in 1995. She has a Doctorate in Natural Medicine |

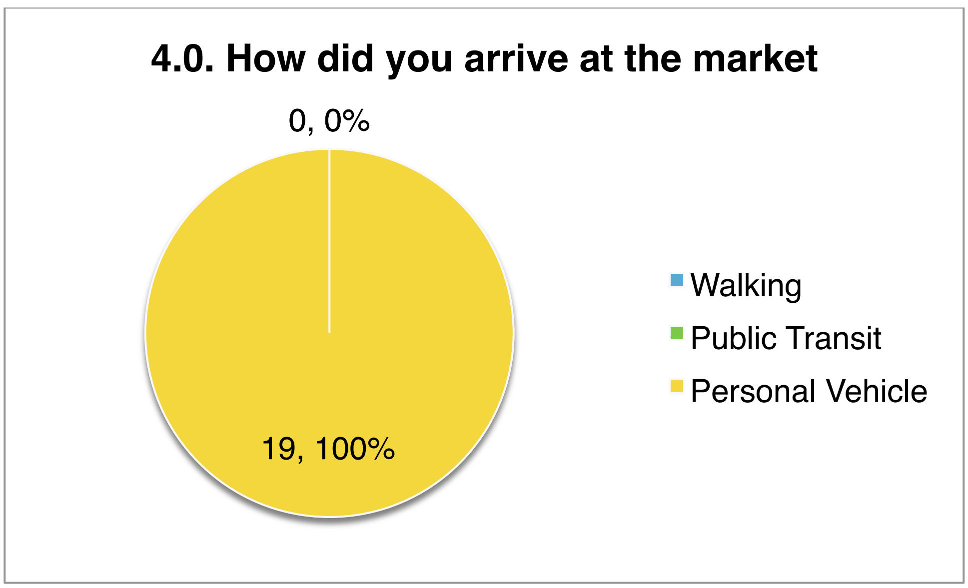
| |
|---|
| “yo llegue a este pais para trabajar para alguien, y pronto me di cuenta que podia ser mi propio jefe y hacer mi vida come yo quiero.” “Que bello es tu estudio porque no todos los latinos somos iguales, y el mundo tiene que saber que por nosotros esta este país como esta” “en este mercado hay la gente mas linda y hay cantidad de oportunidades” |
| |
| current high school student |
| reports business taxes to the county every 3 months |
| she's has been in two stalls over her 15 years at the market, this stall is better for sales |
| booth rent is $330 per month with contract; family operation with wife; wife is from El Salvador; the used to sell closer to the parking lot but eventually moved into a booth with permanent storage 10 years ago; is retired and makes an extra $1,000 at market to buy food; When asked about the Dinosaurs he said this is all done by the owner to improve the market and attract kids, The market has improved over the years“Aqui antes era un gallineno” |
| family operation, he sells his wife’s art; sales are unstable |
| currently in high school |
| part time worker; wife makes supplementary income on the weekends to help husband |
| family operation, son runs this booth, parents run a different one on other side of the market; parents moved to a new location when a better spot was available |
| family operation, daughter selling with her; father started business 5 years ago and she joined to take over the booth, father is now selling produce at a different booth and mother sells fresh fruit snacks at the entrance of the market; she showed me her Mexican Consulate Card to confirm address |
| family operation, husband in kitchen, son at the register |
| family works in the market, “trabajan para el Chino[owner]” “Mi hija es abogada, asi que sigue echándole ganas para le todos los Hispanos crezcamos” |
| pays $264 per month on booth rent and leaves things on site |
| |
| family operation, son with him; a friend offered him to take over the business and he took it |
| |
| |
| family operation, daughter selling with her; I started with nothing; the market management announced it would limit vendors to 2 stalls to provide more opportunities for vendors but yet some vendors still have 4 stalls for their business |

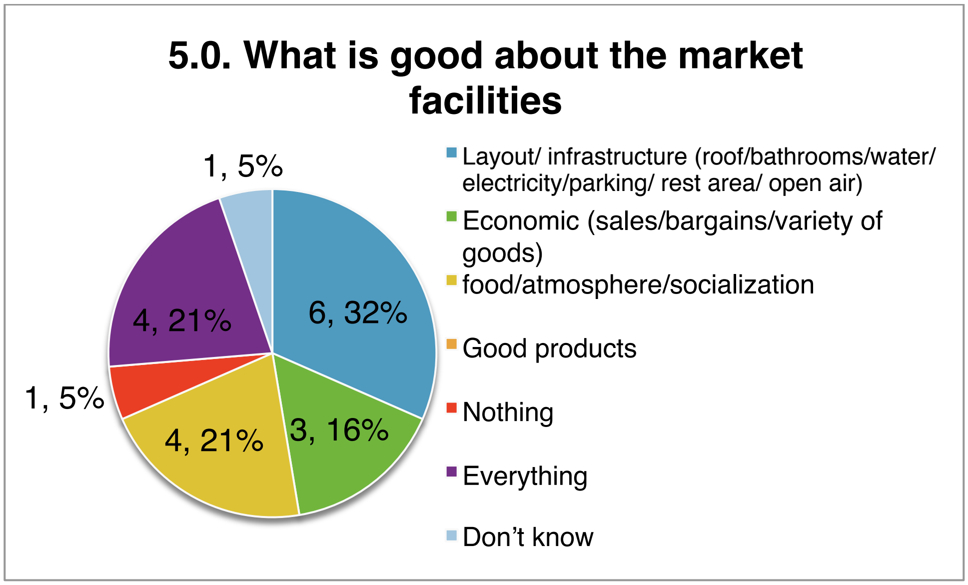
*Harris County, Texas Customers*

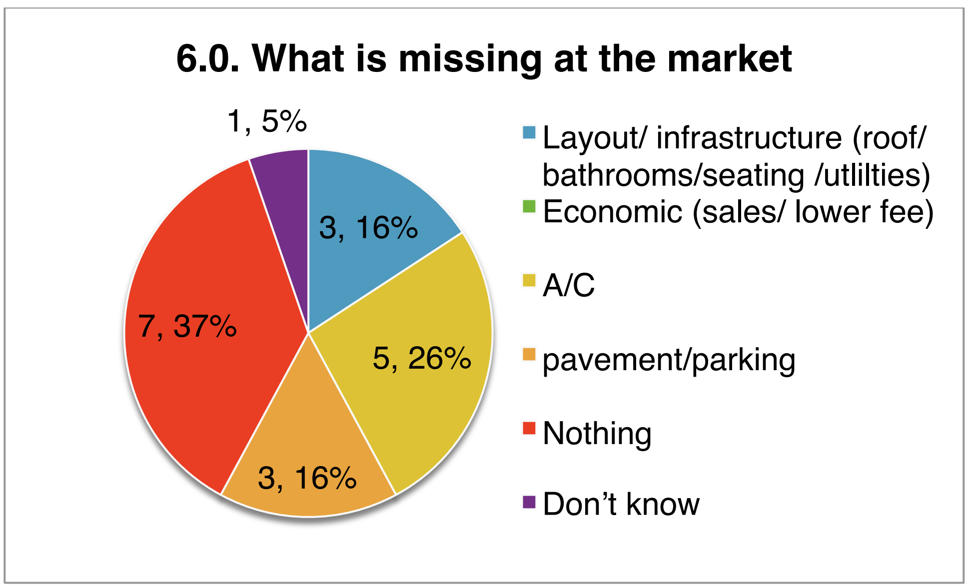


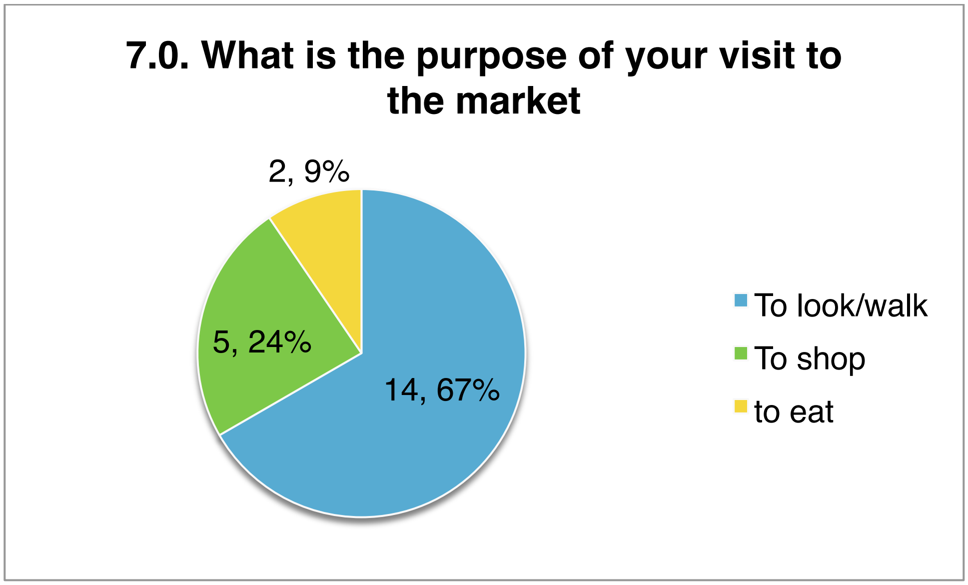



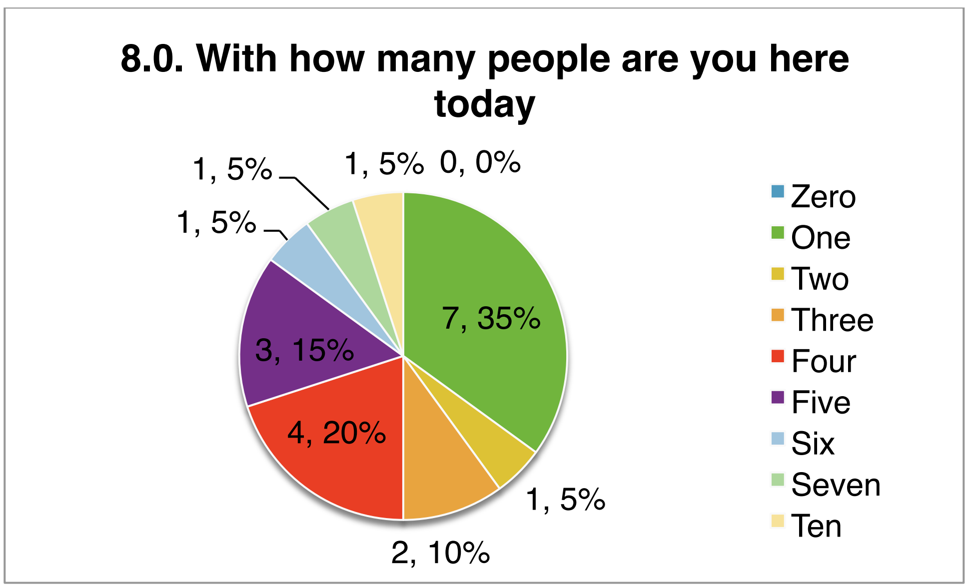

3.0. Why do you shop here
2, 10%
4, 20%
4, 20%
2, 10%
1, 5%
1, 5%
6, 30%
Variety of goods
To look
to walk
Proximity to home
history
Friends/Family
food

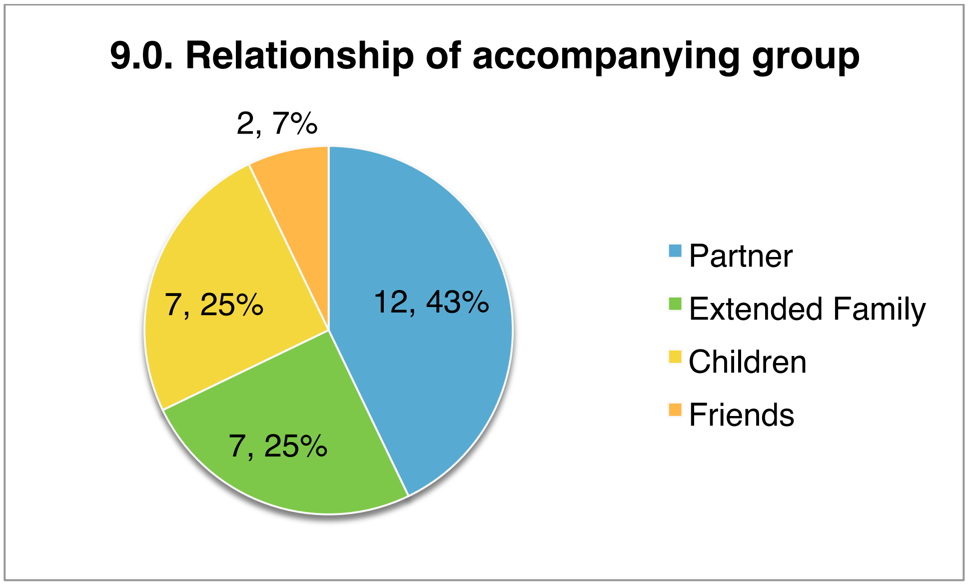

4.0. How did you arrive at the market
0, 0%
19, 100%
Walking
Public Transit
Personal Vehicle

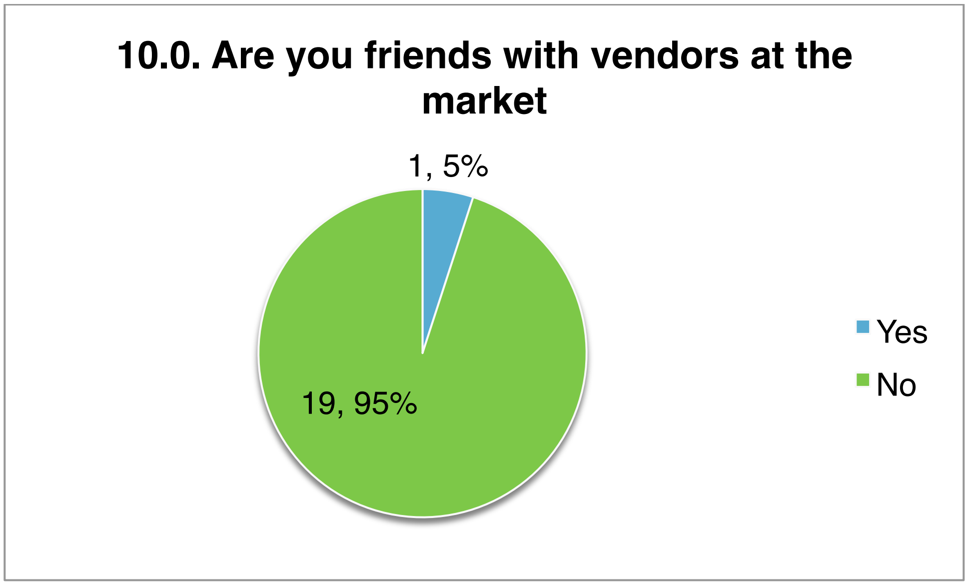

5.0. What is good about the market facilities
1, 5%
6, 32%
4, 21%
1, 5%
4, 21%
3, 16%
Layout/ infrastructure (roof/bathrooms/water/ electricity/parking/ rest area/ open air)
Economic (sales/bargains/variety of goods)
food/atmosphere/socialization
Good products
Nothing
Everything
Don't know

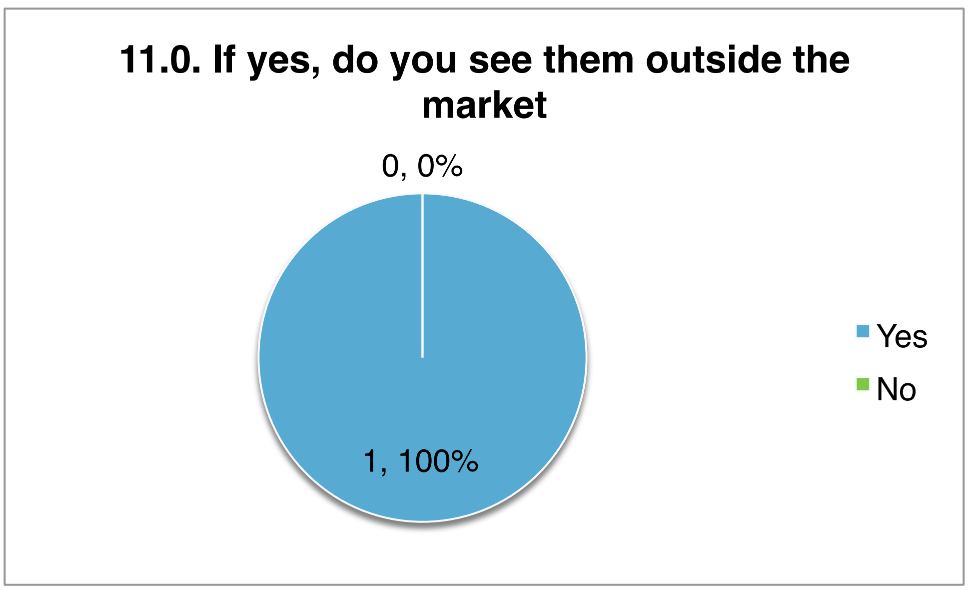

6.0. What is missing at the market
1, 5%
3, 16%
7, 37%
5, 26%
3, 16%
Layout/ infrastructure (roof/ bathrooms/seating /utlilties)
Economic (sales/ lower fee)
A/C
pavement/parking
Nothing
Don't know

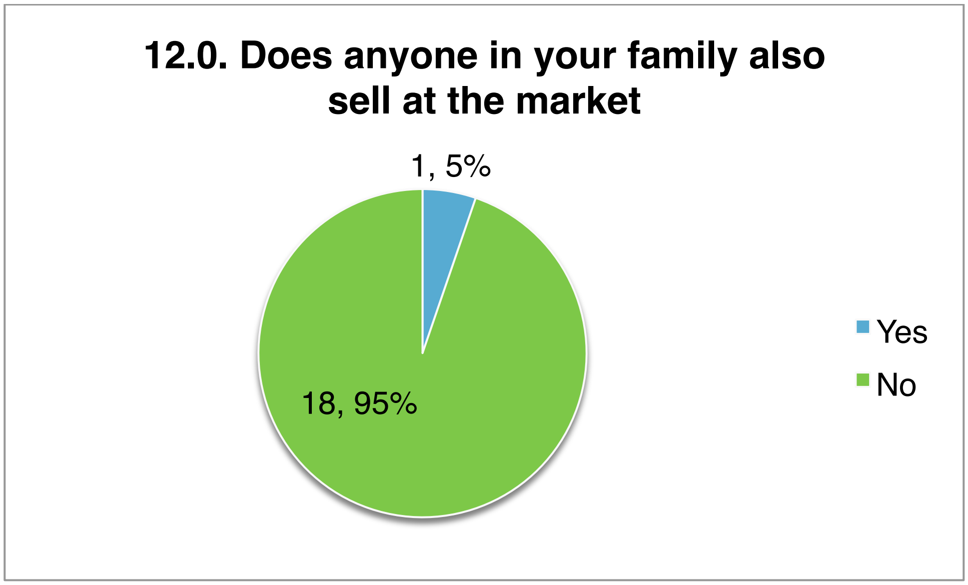

7.0. What is the purpose of your visit to the market
2, 9%
5, 24%
14, 67%
To look/walk
To shop
to eat

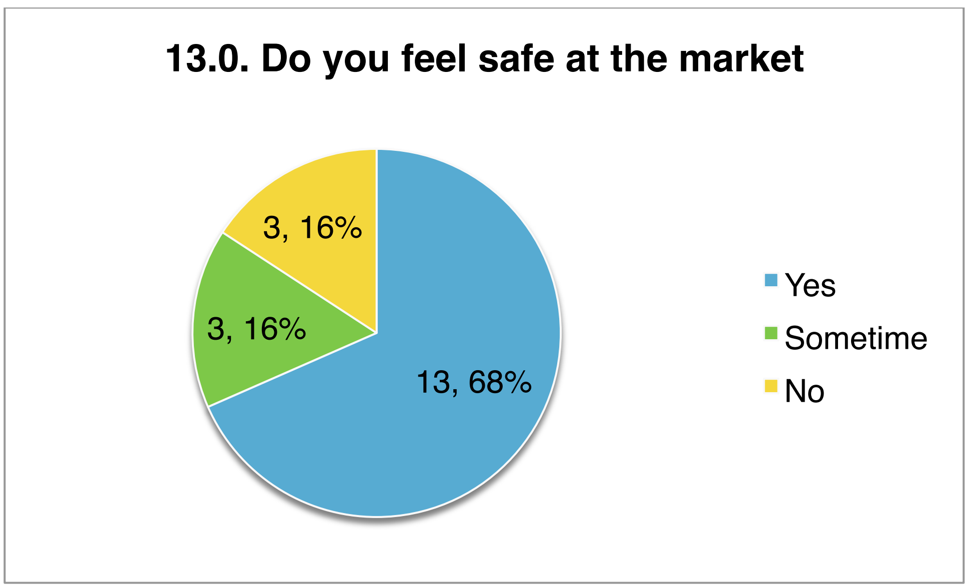

8.0. With how many people are you here today
1, 5%
1, 5%
0, 0%
1, 5%
7, 35%
3, 15%
4, 20%
1, 5%
2, 10%
Zero
One
Two
Three
Four
Five
Six
Seven
Ten

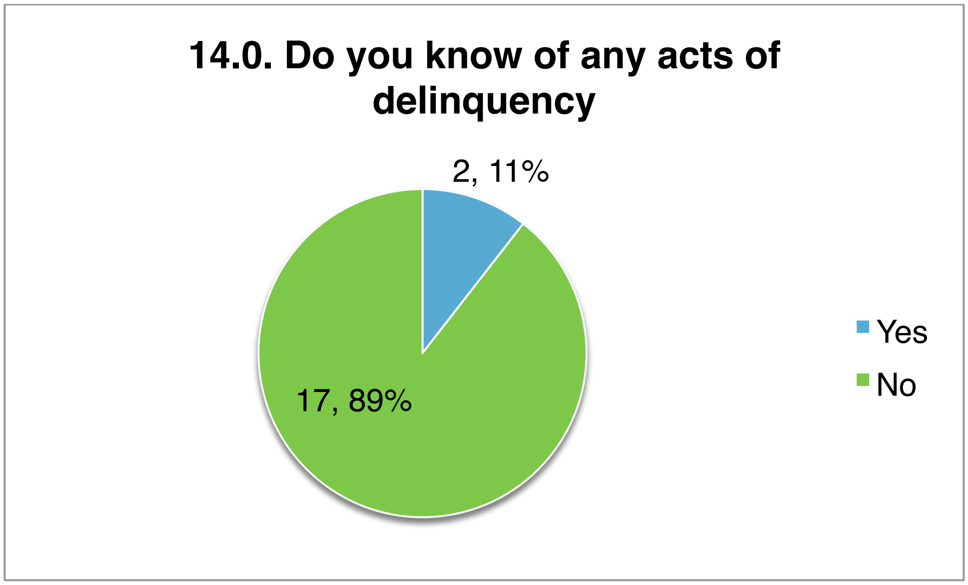

9.0. Relationship of accompanying group
2, 7%
7, 25%
12, 43%
7, 25%
Partner
Extended Family
Children
Friends

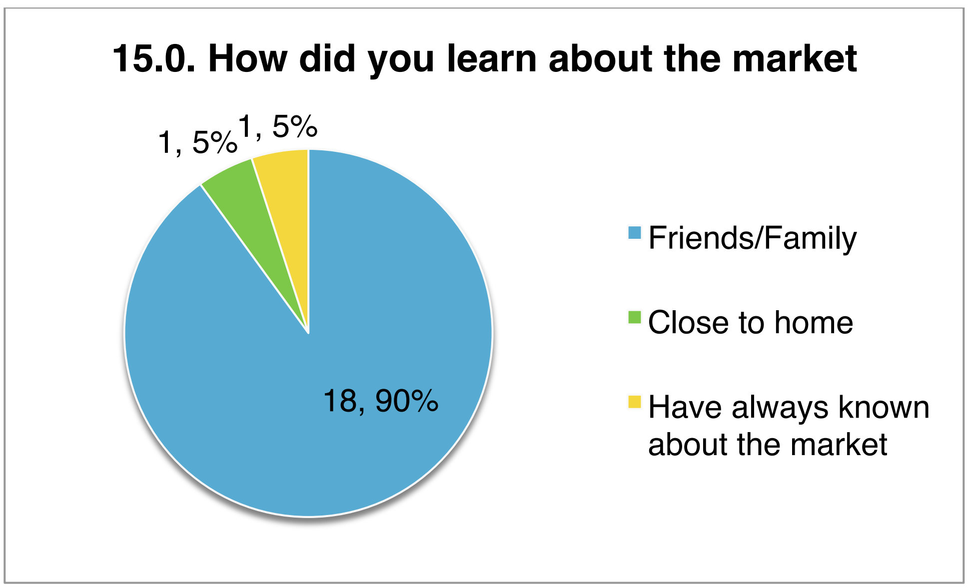

10.0. Are you friends with vendors at the market
1, 5%
19, 95%
Yes
No

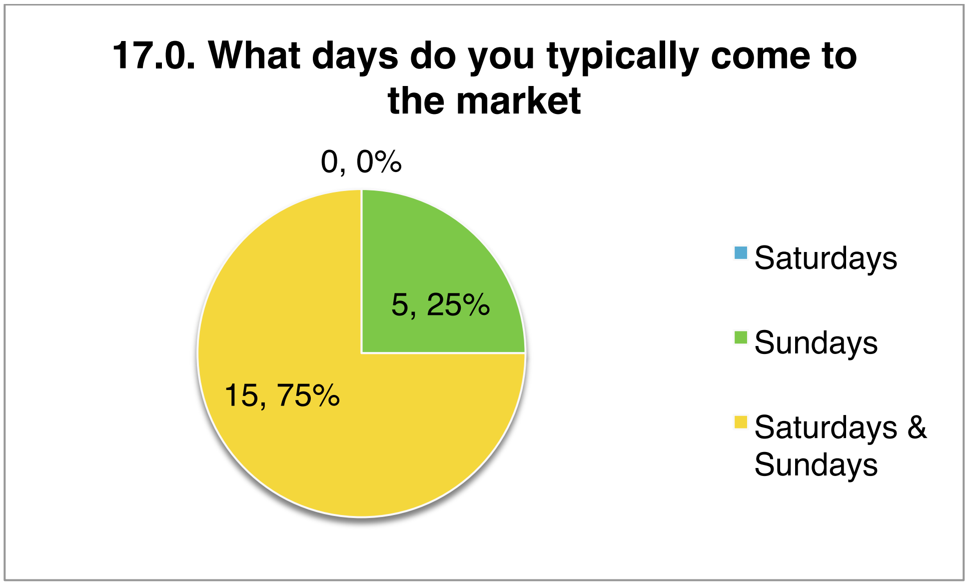

11.0. If yes, do you see them outside the market
0, 0%
1, 100%
Yes
No

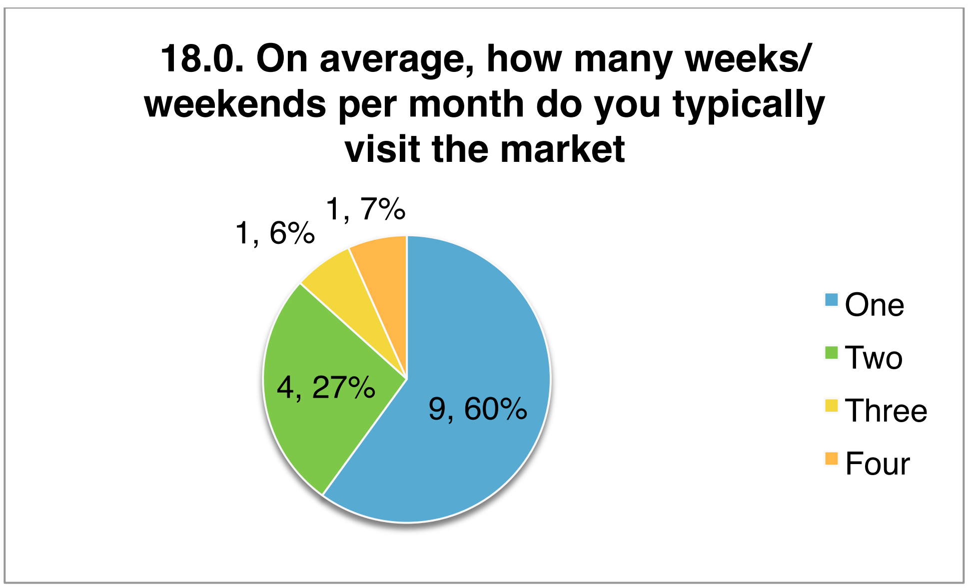

12.0. Does anyone in your family also sell at the market
1, 5%
18, 95%
Yes
No

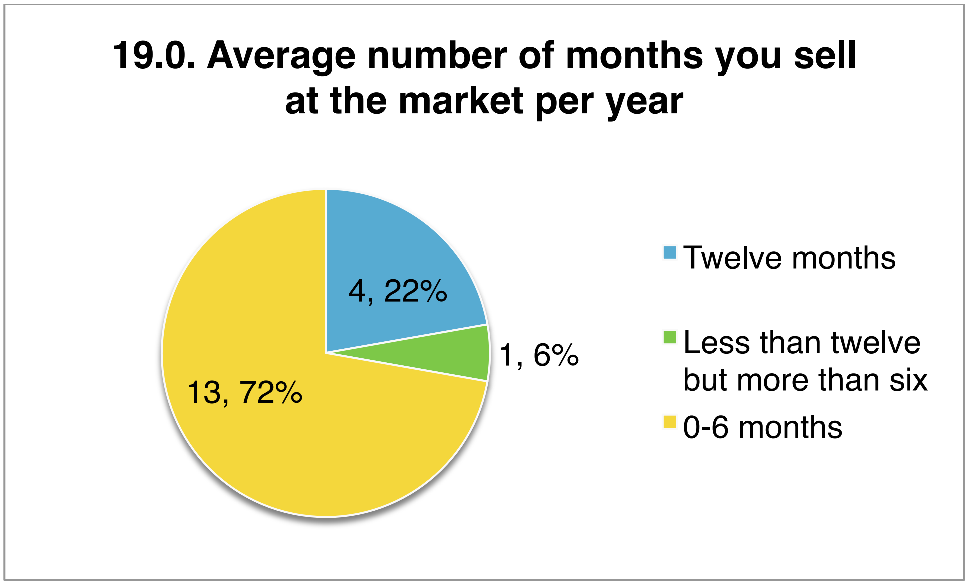

13.0. Do you feel safe at the market
3, 16%
3, 16%
13, 68%
Yes
Sometime
No

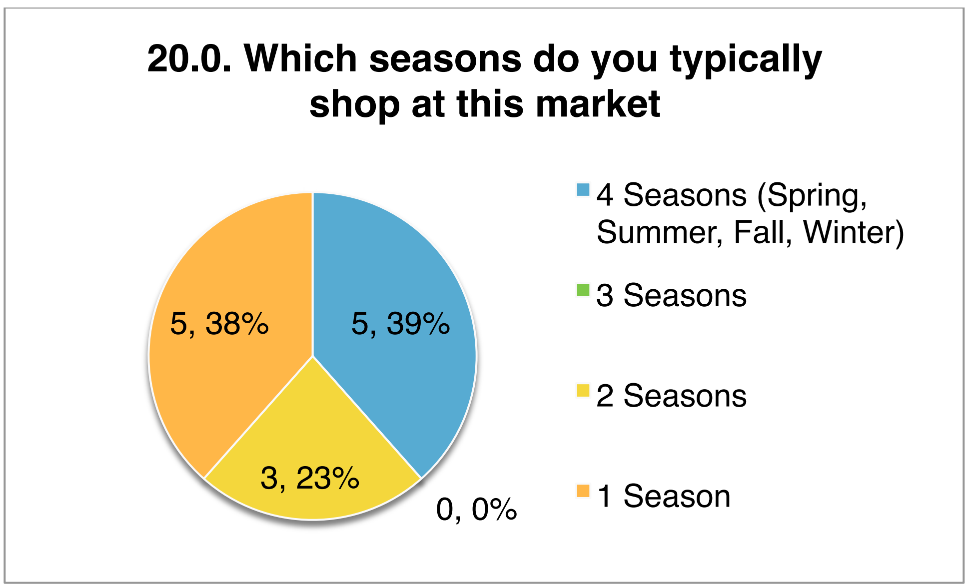

14.0. Do you know of any acts of delinquency
2, 11%
17, 89%
Yes
No

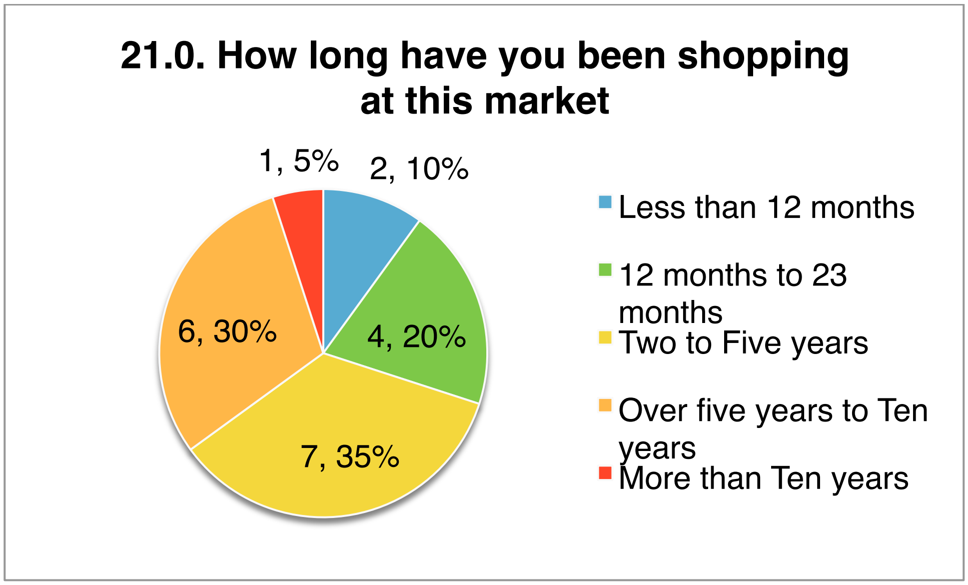

15.0. How did you learn about the market
1, 5%
1, 5%
18, 90%
Friends/Family
Close to home
Have always known about the market

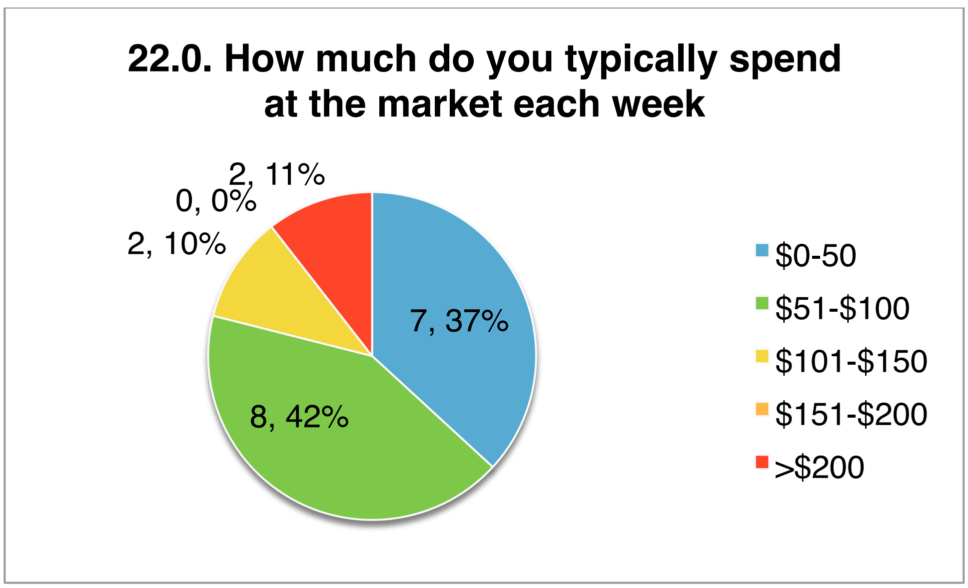

17.0. What days do you typically come to the market
0, 0%
5, 25%
15, 75%
Saturdays
Sundays
Saturdays & Sundays

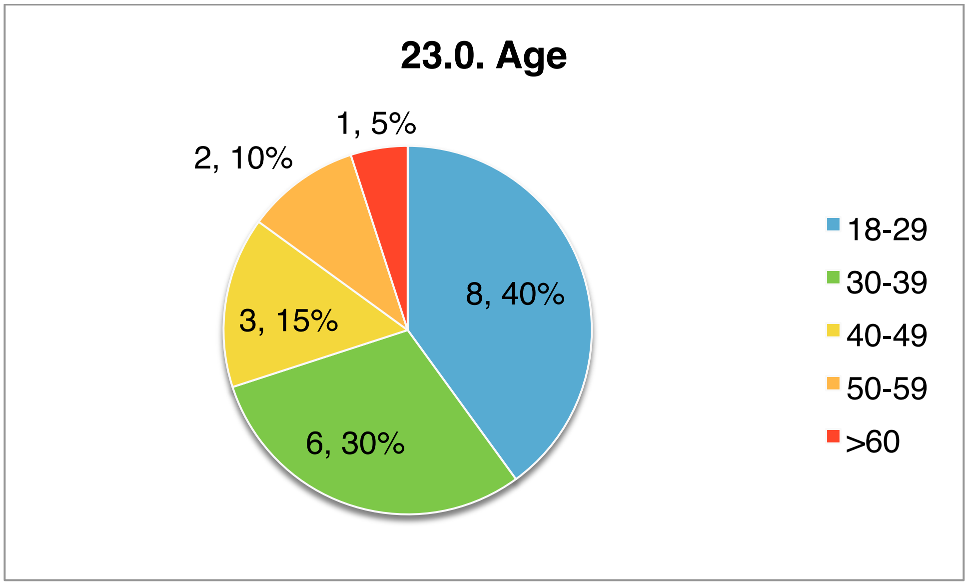

18.0. On average, how many weeks/ weekends per month do you typically visit the market
1, 6%
1, 7%
4, 27%
9, 60%
One
Two
Three
Four

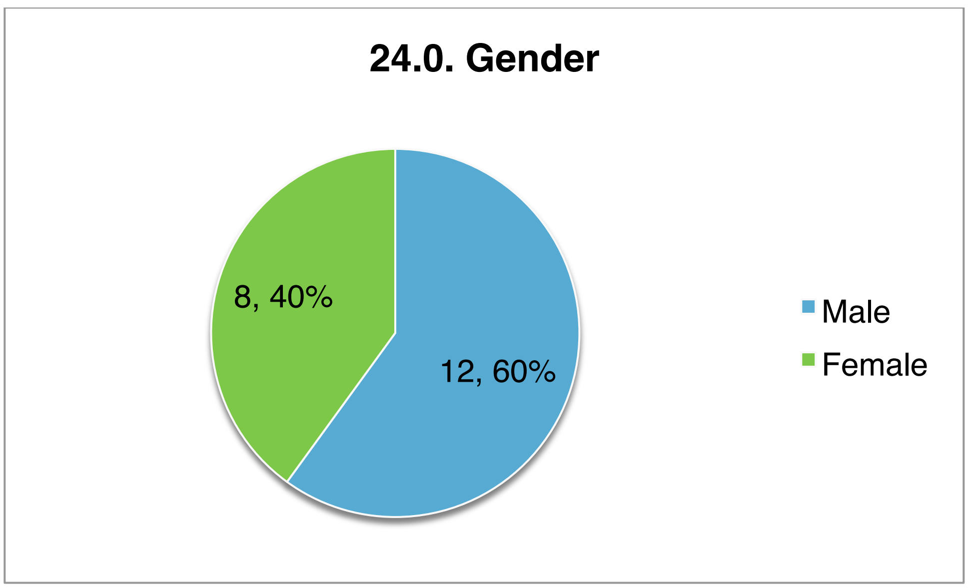

19.0. Average number of months you sell at the market per year
4, 22%
1, 6%
13, 72%
Twelve months
Less than twelve but more than six
0-6 months

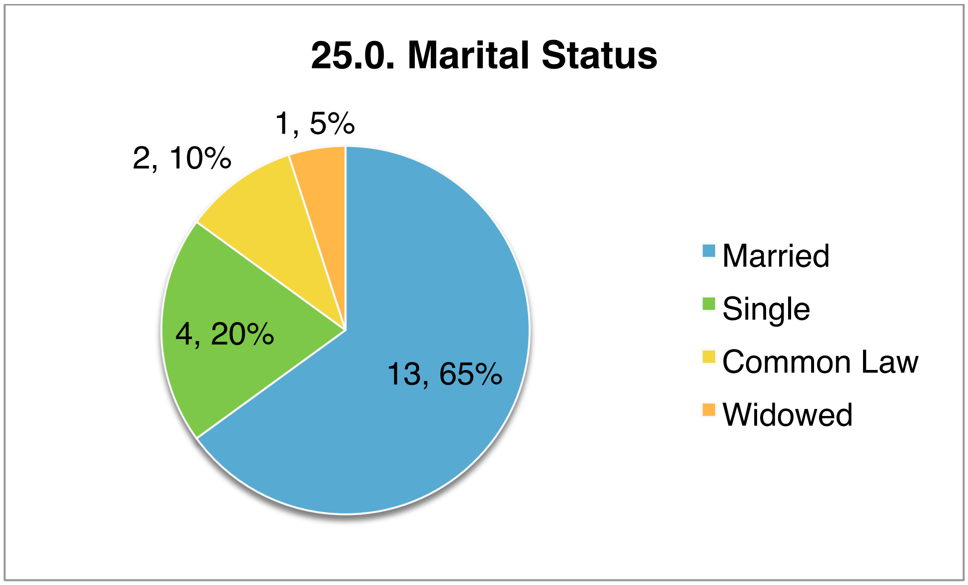

20.0. Which seasons do you typically shop at this market
5, 38%
5, 39%
3, 23%
0, 0%
4 Seasons (Spring, Summer, Fall, Winter)
3 Seasons
2 Seasons
1 Season

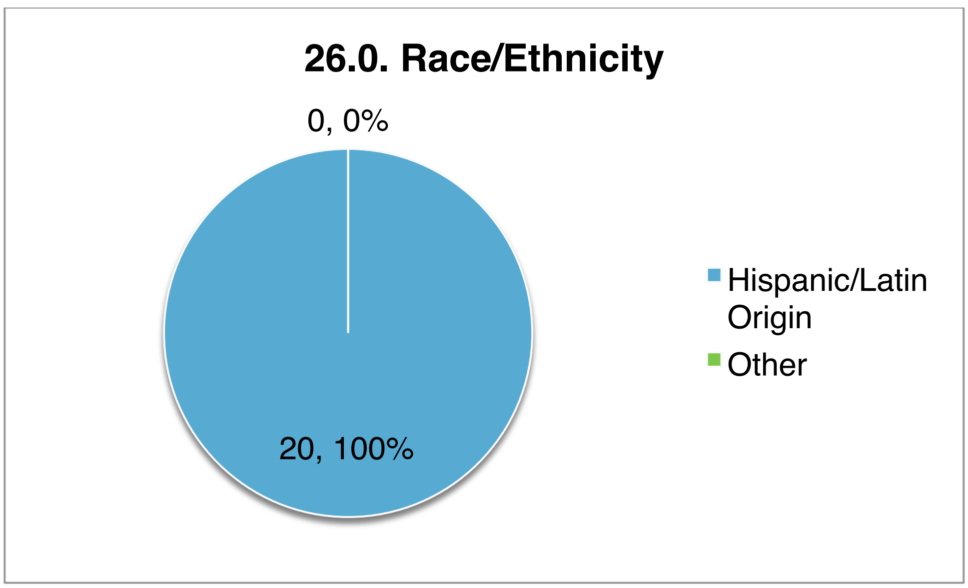

21.0. How long have you been shopping at this market
1, 5%
2, 10%
4, 20%
7, 35%
6, 30%
Less than 12 months
12 months to 23 months
Two to Five years
Over five years to Ten years
More than Ten years

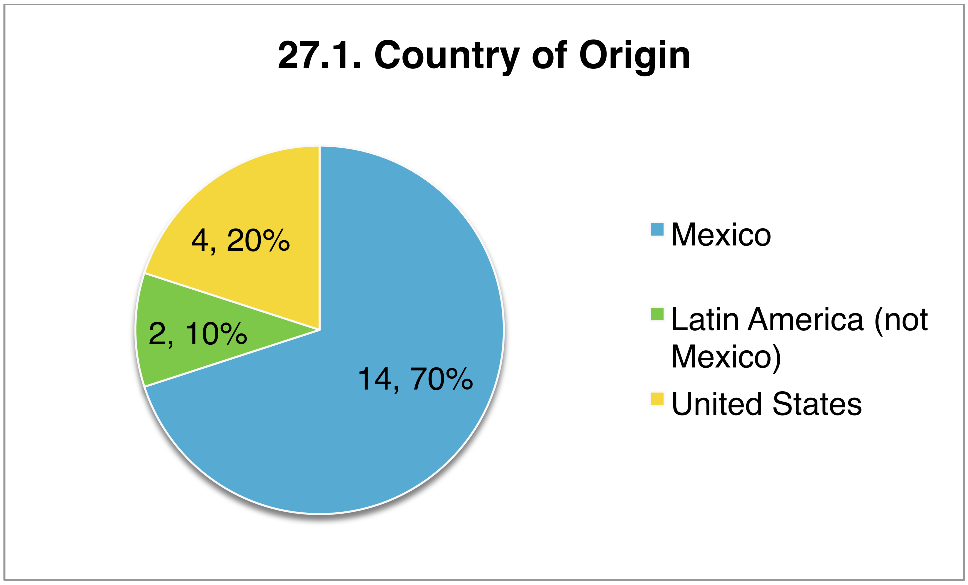

22.0. How much do you typically spend at the market each week
2, 11%
0, 0%
2, 10%
7, 37%
8, 42%
$0-50
$51-$100
$101-$150
$151-$200
>$200

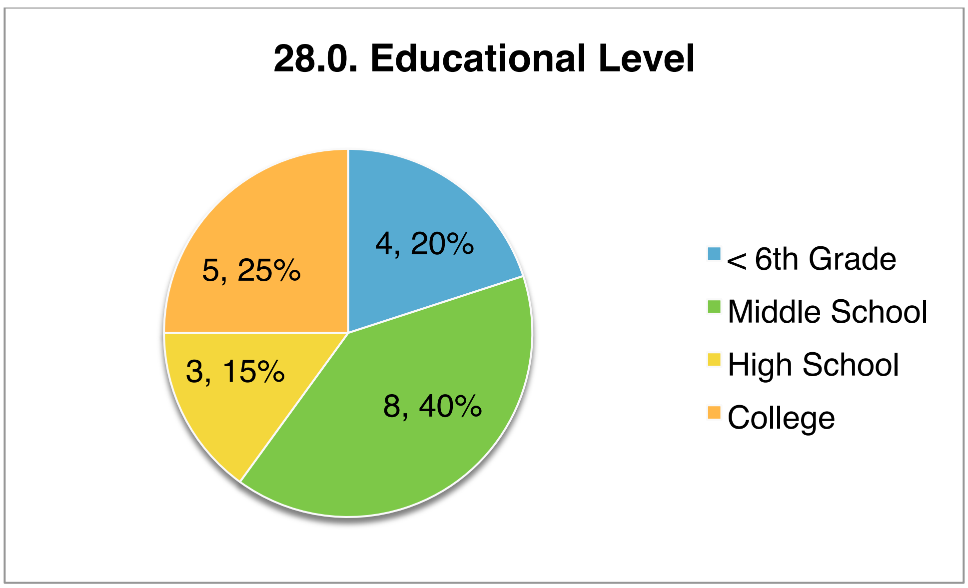

23.0. Age
1, 5%
2, 10%
8, 40%
3, 15%
6, 30%
18-29
30-39
40-49
50-59
>60

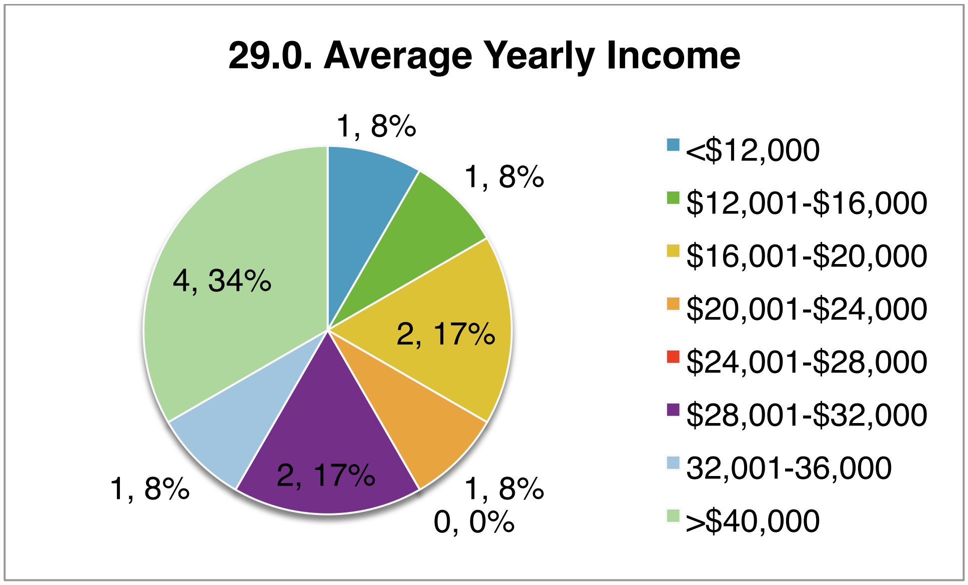

24.0. Gender
8, 40%
12, 60%
Male
Female


25.0. Marital Status
1, 5%
2, 10%
4, 20%
13, 65%
Married
Single
Common Law
Widowed


26.0. Race/Ethnicity
0, 0%
20, 100%
Hispanic/Latin Origin
Other


27.1. Country of Origin
4, 20%
2, 10%
14, 70%
Mexico
Latin America (not Mexico)
United States


28.0. Educational Level
5, 25%
4, 20%
3, 15%
8, 40%
< 6th Grade
Middle School
High School
College



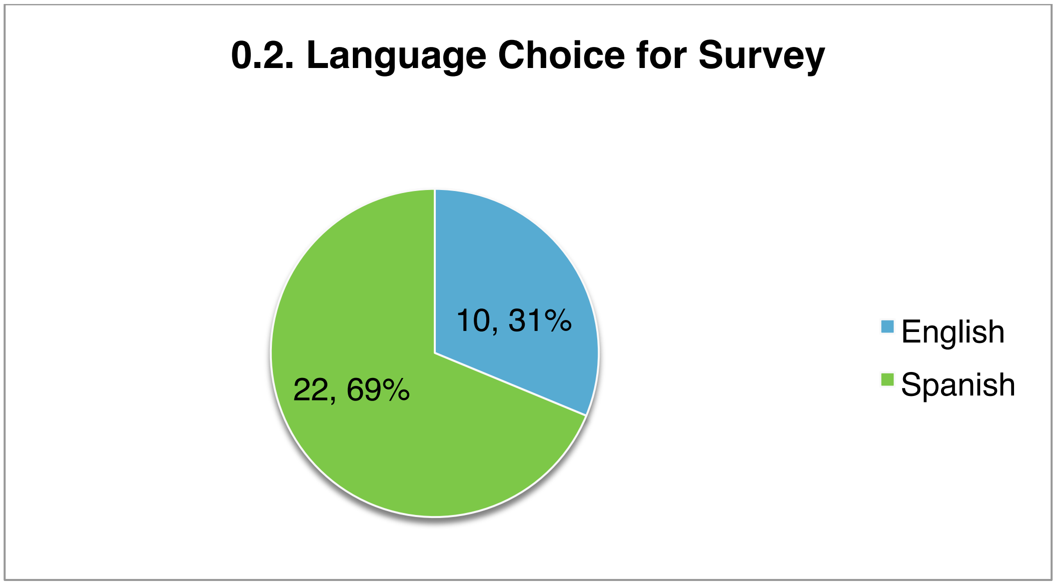

Harris County, Texas Customer Comments

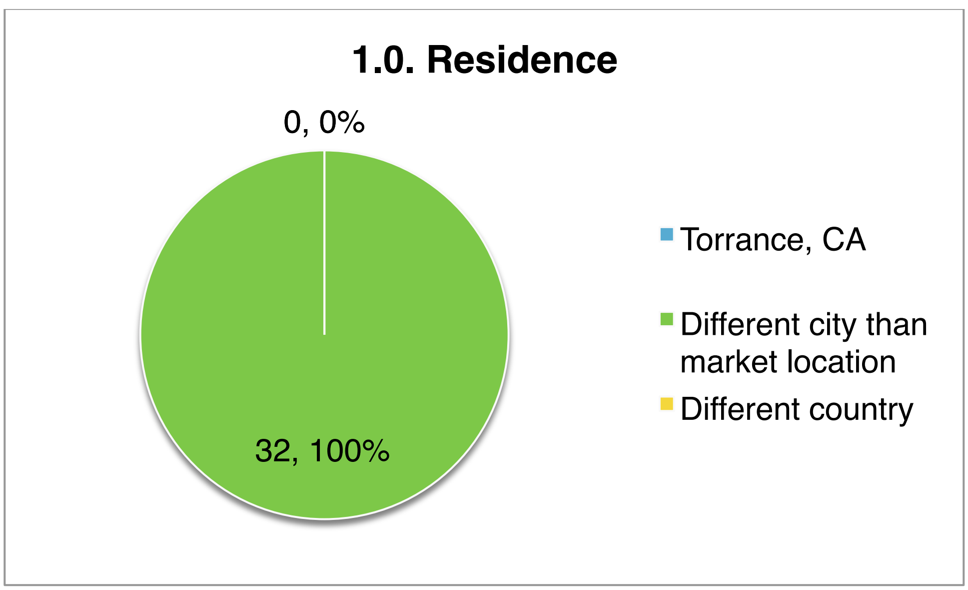
| |
|---|
| "se acostumbra uno a venir" |
| comes here because his wife likes its |
| first time at market, visiting from New Orleans |
| she is the grandma from Mexico, here with the family that lives in Houston to shop |
| visiting family |

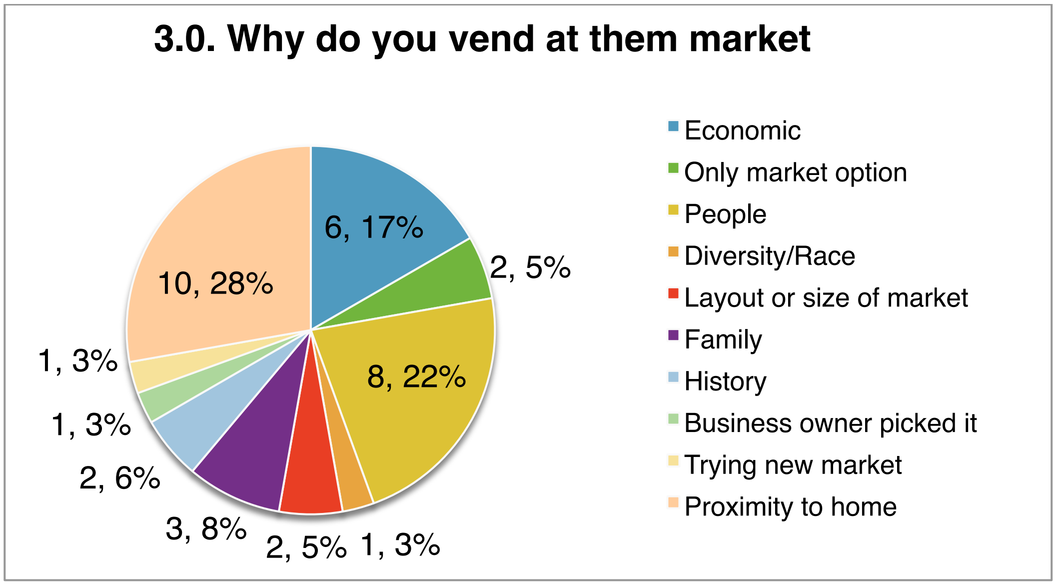
APPENDIX 18

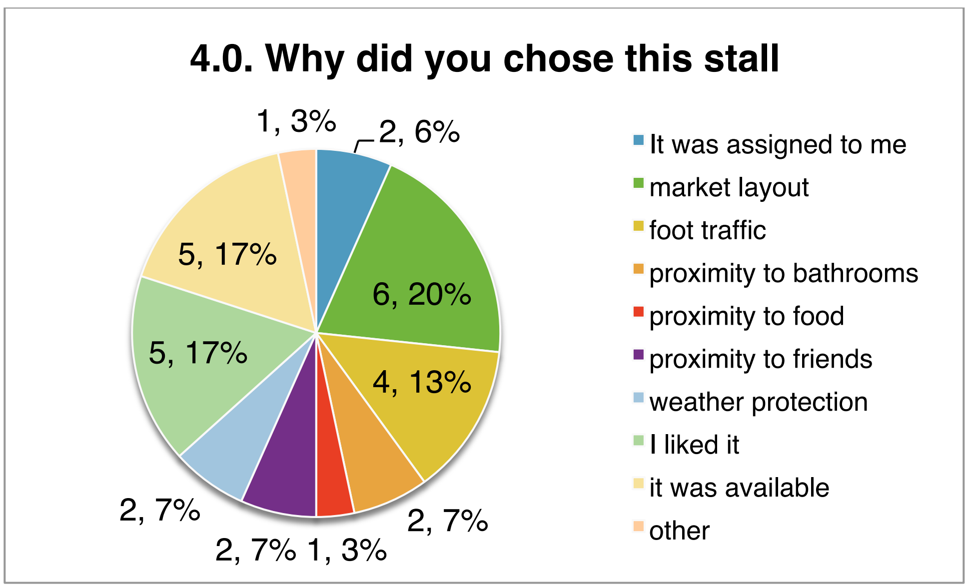
LOS ANGELES COUNTY, CALIFORNIA SURVEY RESULTS

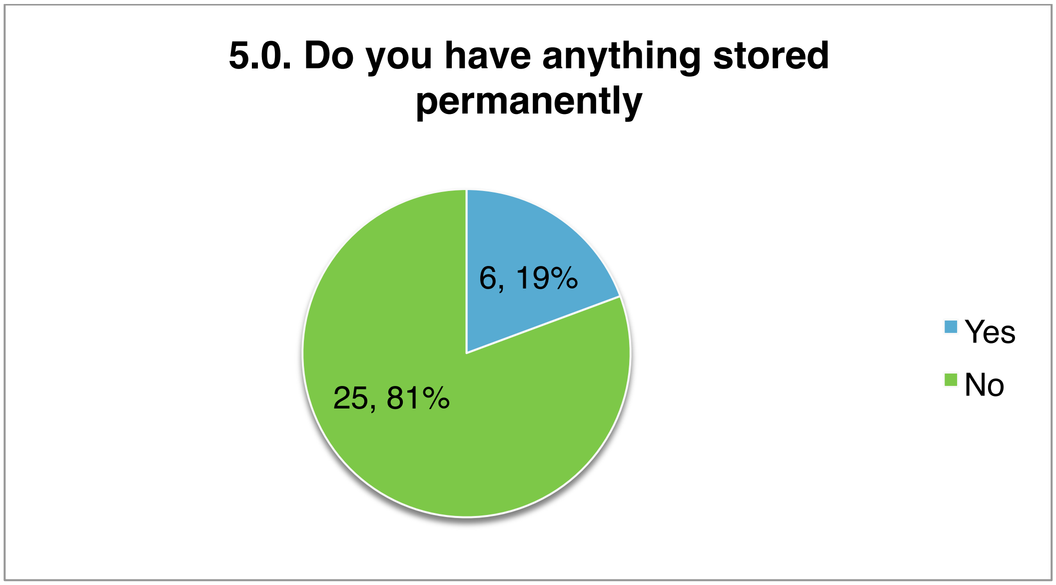
<u>*Los Angeles County, Texas Vendor Results*</u>

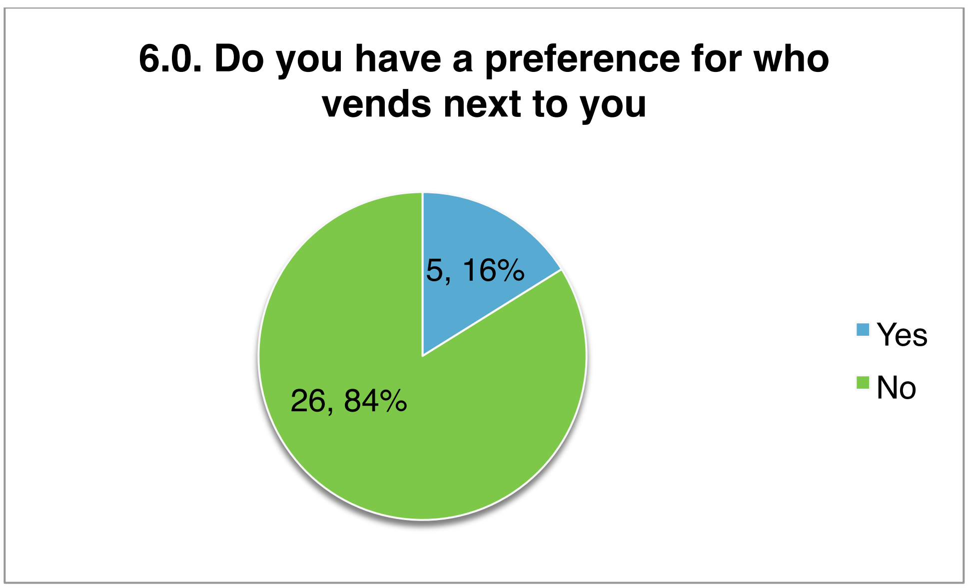


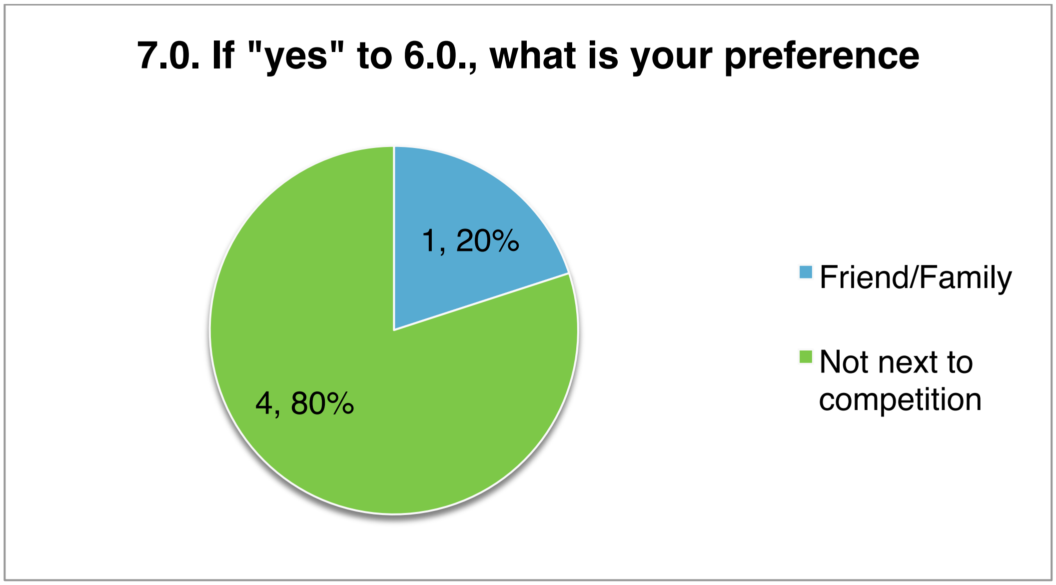



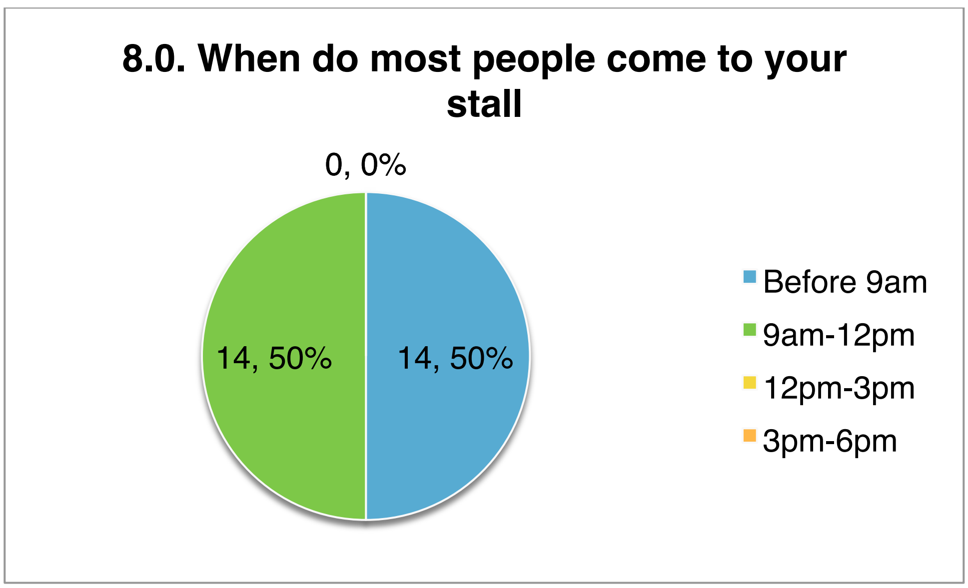

3.0. Why do you vend at them market
6, 17%
2, 5%
8, 22%
1, 3%
2, 5%
3, 8%
2, 6%
1, 3%
1, 3%
10, 28%
Economic
Only market option
People
Diversity/Race
Layout or size of market
Family
History
Business owner picked it
Trying new market
Proximity to home


4.0. Why did you chose this stall
2, 6%
6, 20%
4, 13%
2, 7%
1, 3%
2, 7%
2, 7%
5, 17%
5, 17%
1, 3%
It was assigned to me
market layout
foot traffic
proximity to bathrooms
proximity to food
proximity to friends
weather protection
I liked it
it was available
other

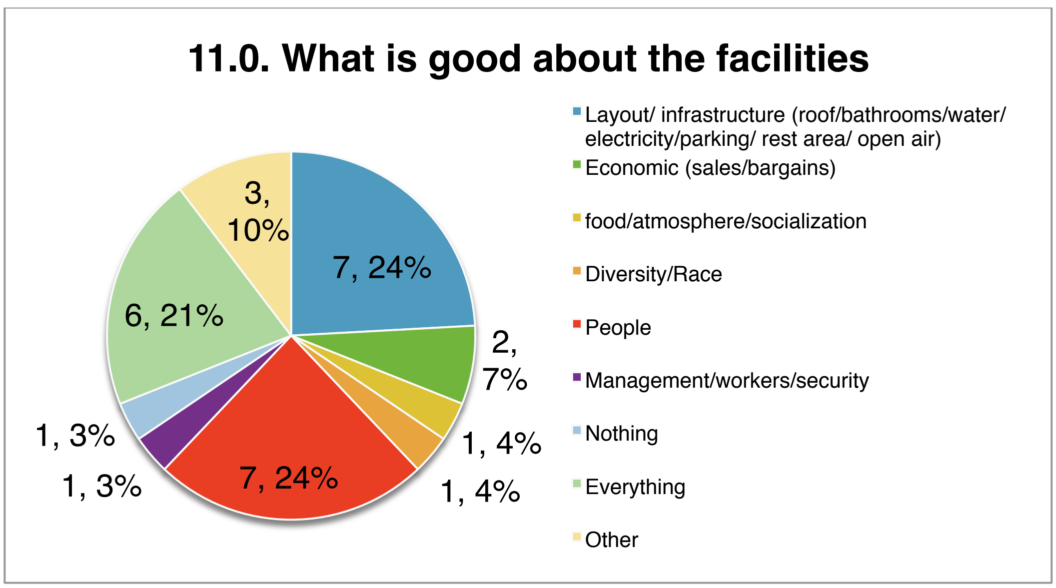

5.0. Do you have anything stored permanently
6, 19%
25, 81%
Yes
No

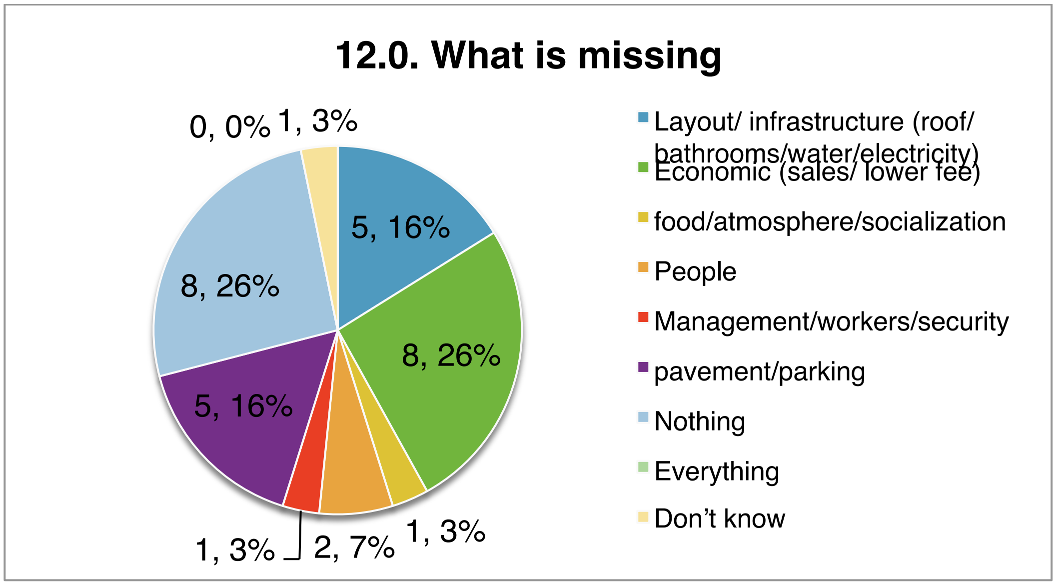

6.0. Do you have a preference for who vends next to you
5, 16%
26, 84%
Yes
No

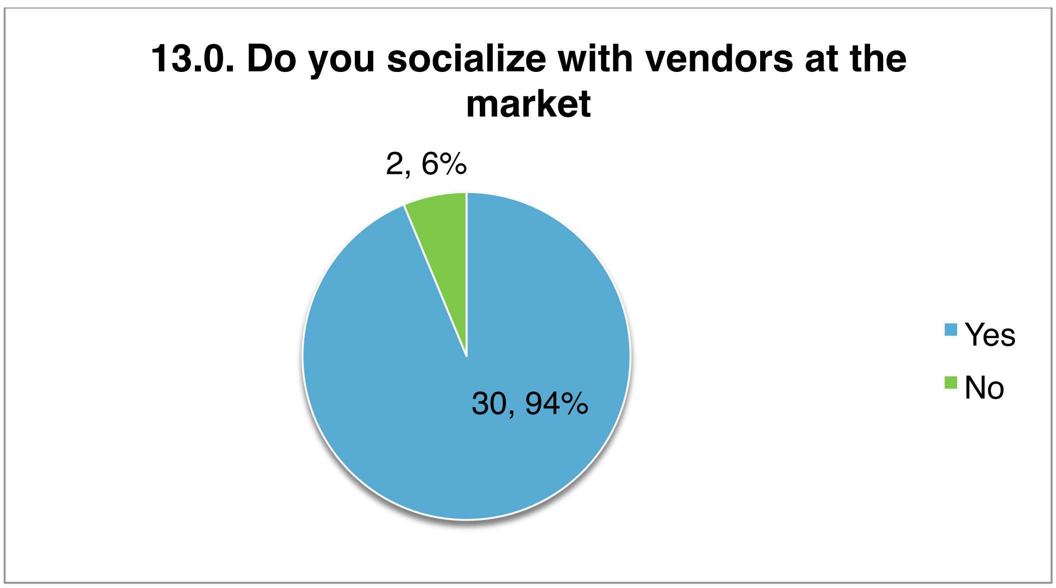

7.0. If "yes" to 6.0., what is your preference
1, 20%
4, 80%
Friend/Family
Not next to competition

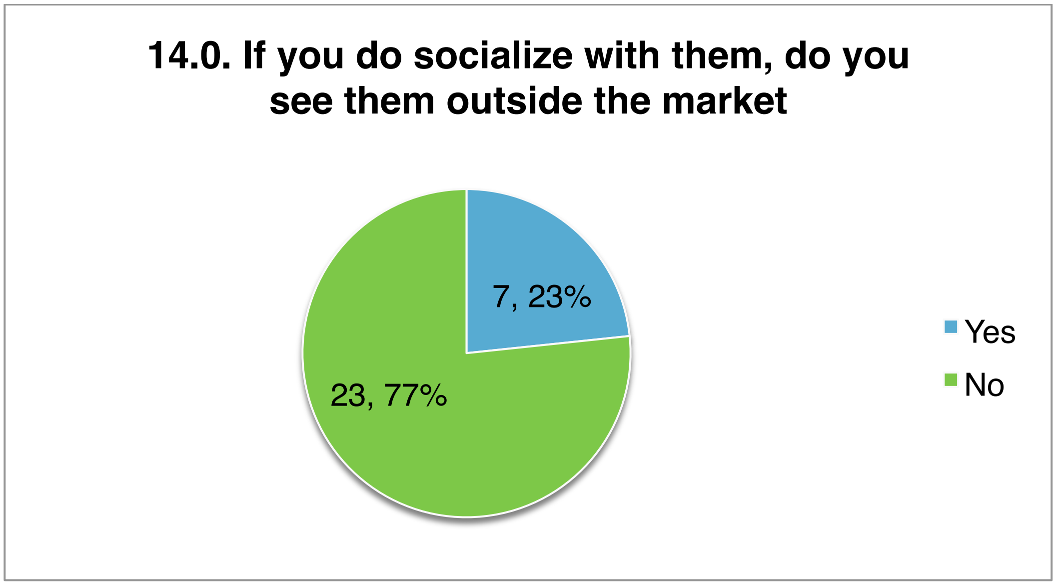

8.0. When do most people come to your stall
0, 0%
14, 50%
14, 50%
Before 9am
9am-12pm
12pm-3pm
3pm-6pm

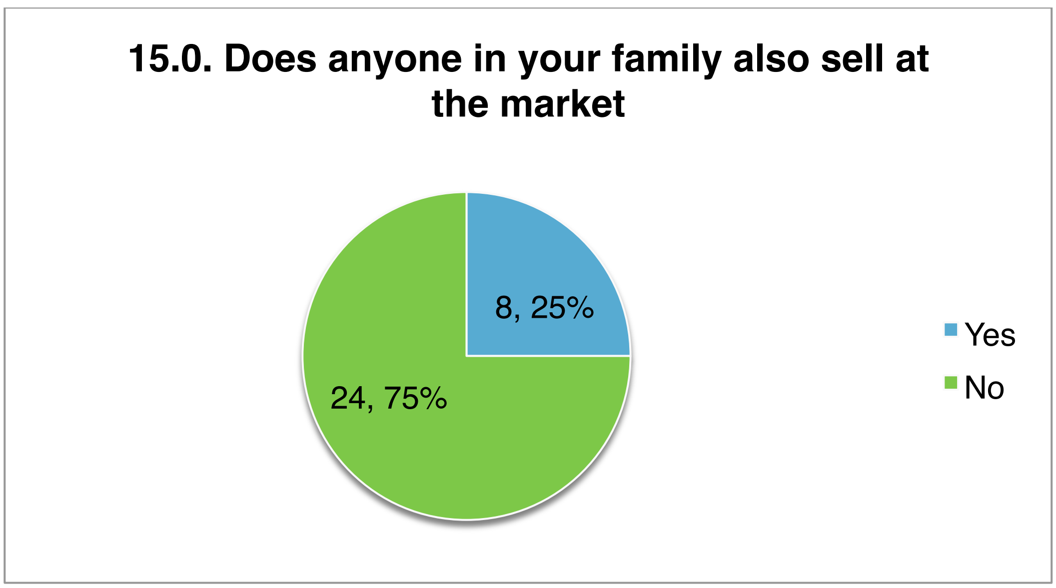

9.0. How do you deliver goods to your stall
0, 0%
30, 100%
vehicle
trailer
walk in

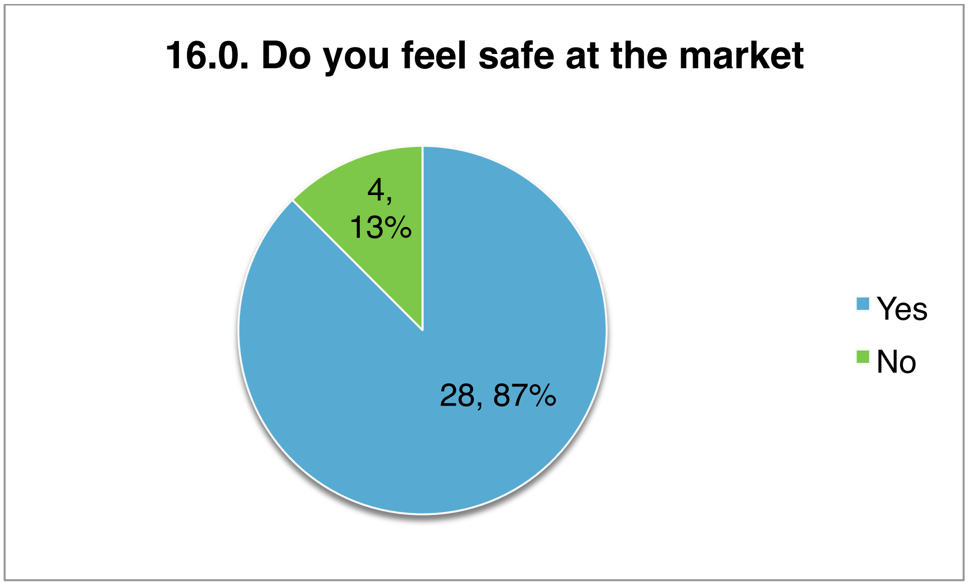

11.0. What is good about the facilities
3, 10%
7, 24%
6, 21%
2, 7%
1, 4%
1, 4%
1, 3%
1, 3%
7, 24%
Layout/ infrastructure (roof/bathrooms/water/ electricity/parking/ rest area/ open air)
Economic (sales/bargains)
food/atmosphere/socialization
Diversity/Race
People
Management/workers/security
Nothing
Everything
Other

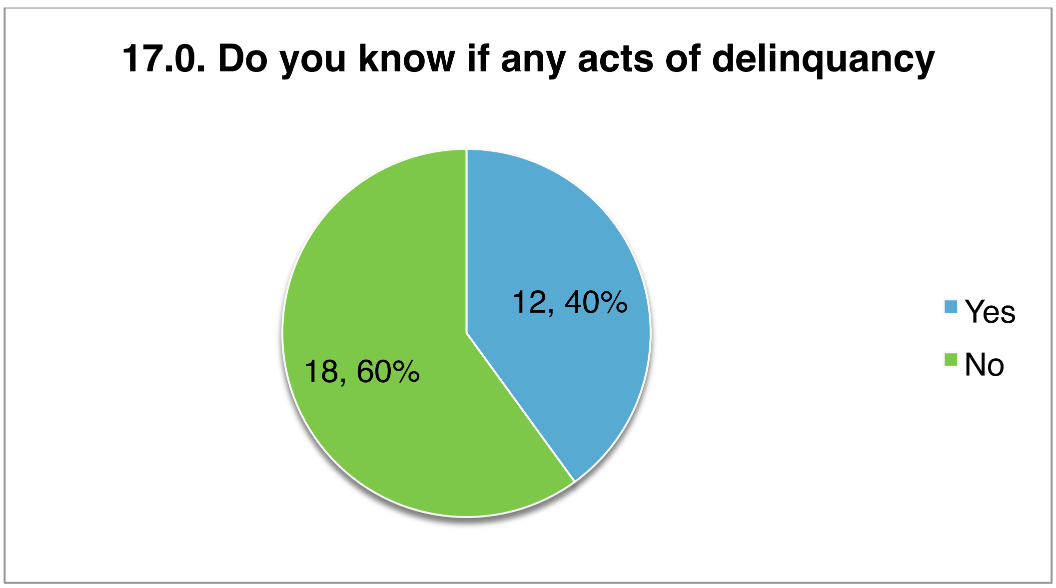

12.0. What is missing
0, 0%
1, 3%
5, 16%
8, 26%
8, 26%
5, 16%
1, 3%
2, 7%
1, 3%
Layout/ infrastructure (roof/ bathrooms/water/electricity)
Economic (sales/ lower fee)
food/atmosphere/socialization
People
Management/workers/security
pavement/parking
Nothing
Everything
Don't know

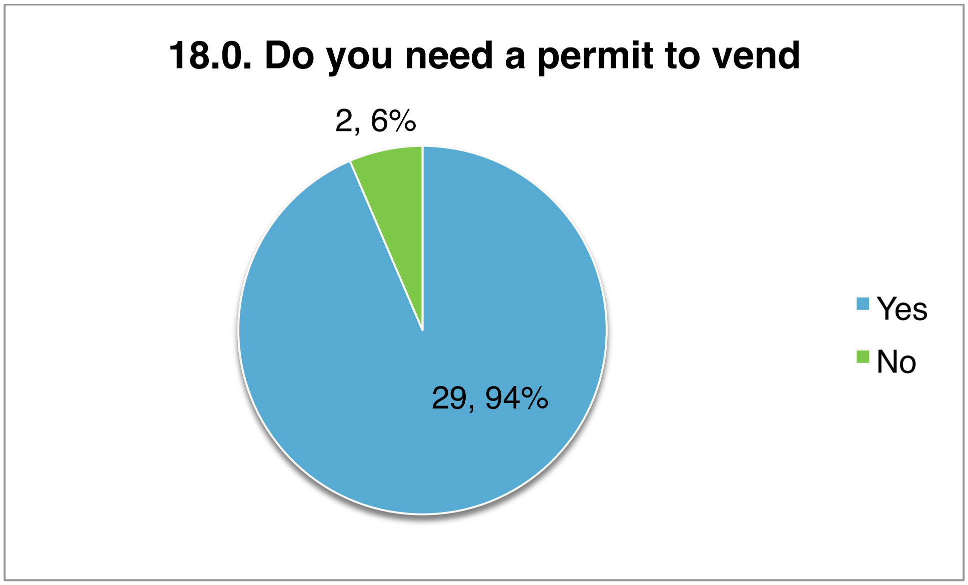

13.0. Do you socialize with vendors at the market
2, 6%
30, 94%
Yes
No

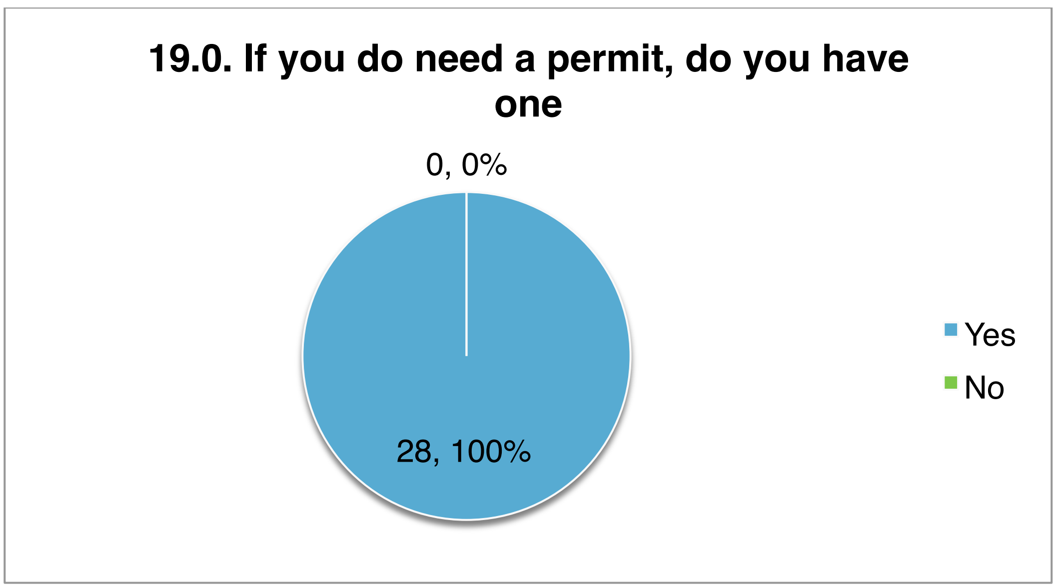

14.0. If you do socialize with them, do you see them outside the market
7, 23%
23, 77%
Yes
No

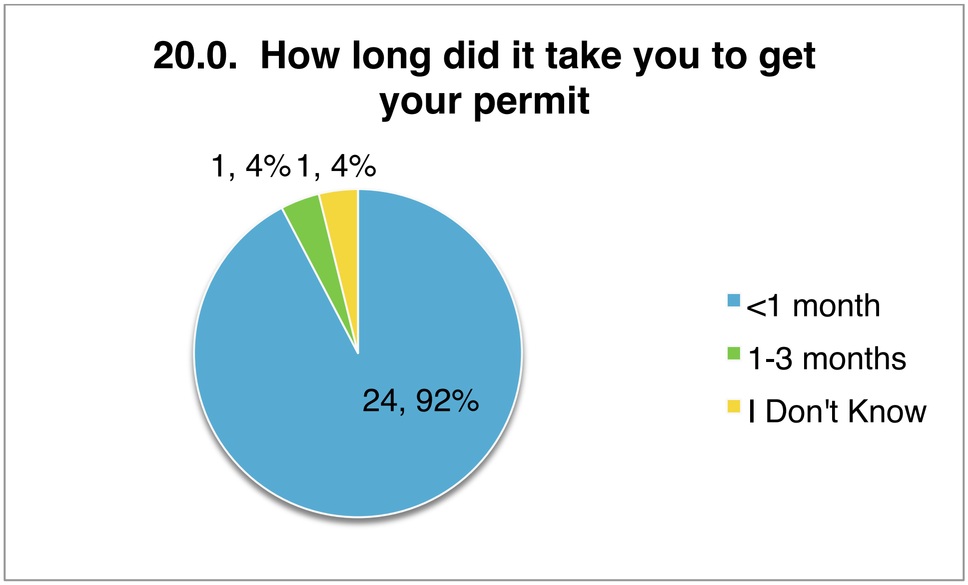

15.0. Does anyone in your family also sell at the market
8, 25%
24, 75%
Yes
No

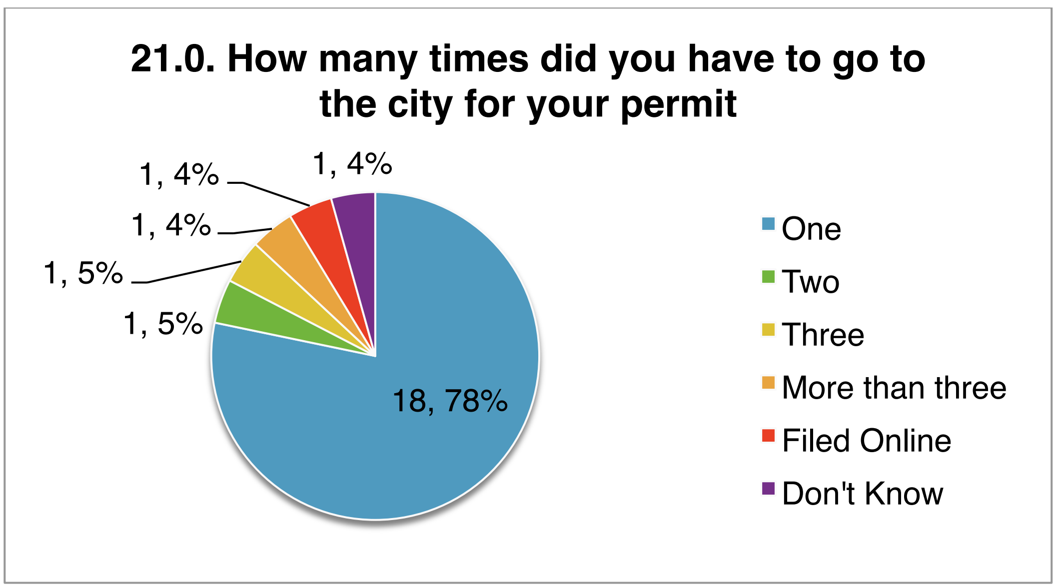

16.0. Do you feel safe at the market
4, 13%
28, 87%
Yes
No

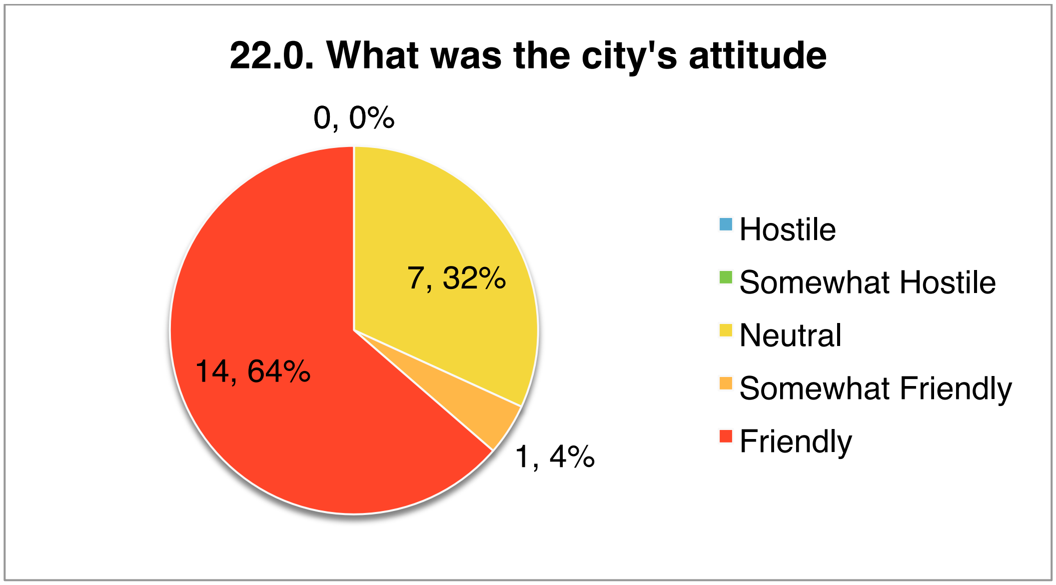

17.0. Do you know if any acts of delinquancy
12, 40%
18, 60%
Yes
No

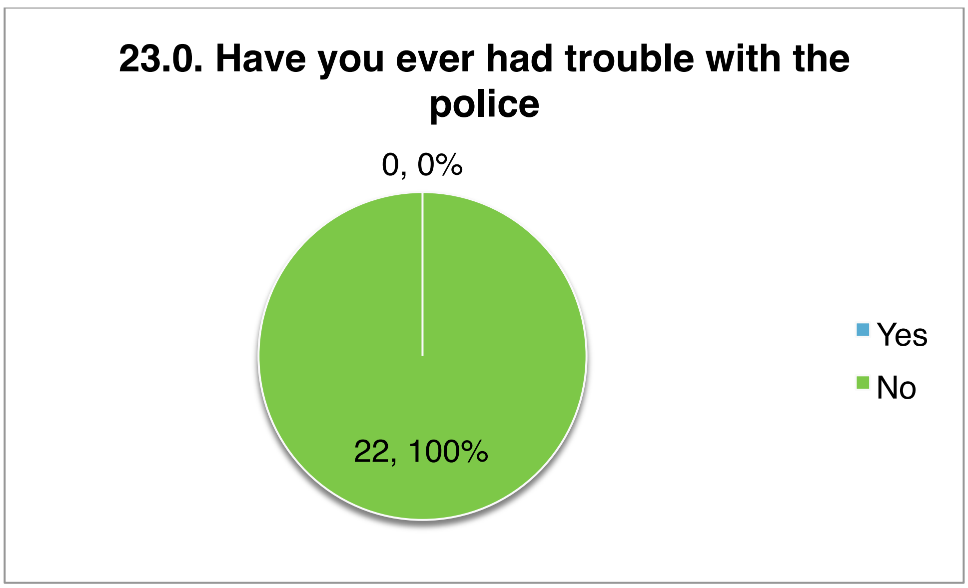

18.0. Do you need a permit to vend
2, 6%
29, 94%
Yes
No

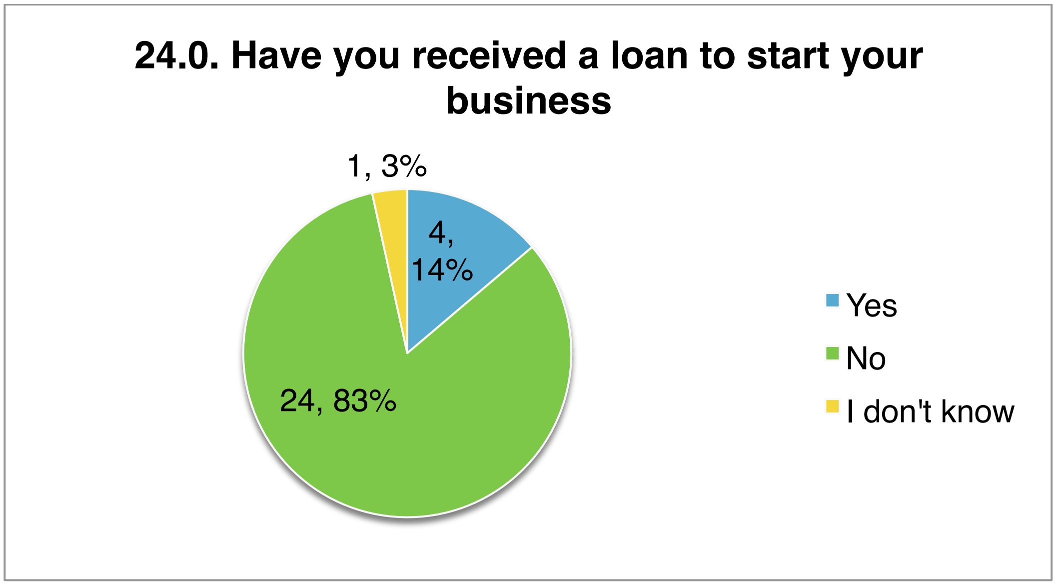

19.0. If you do need a permit, do you have one
0, 0%
28, 100%
Yes
No

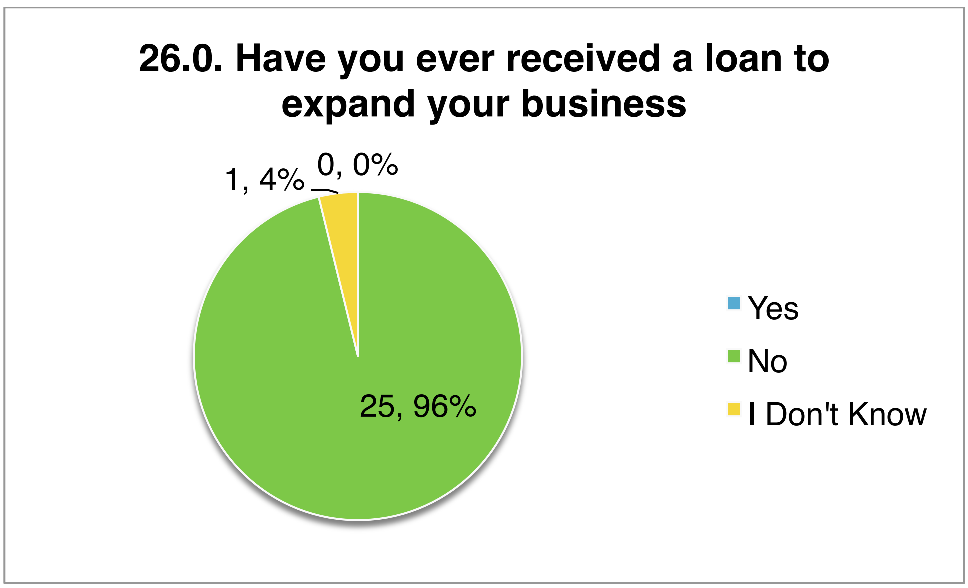

20.0. How long did it take you to get your permit
1, 4%
1, 4%
24, 92%
<1 month
1-3 months
I Don't Know

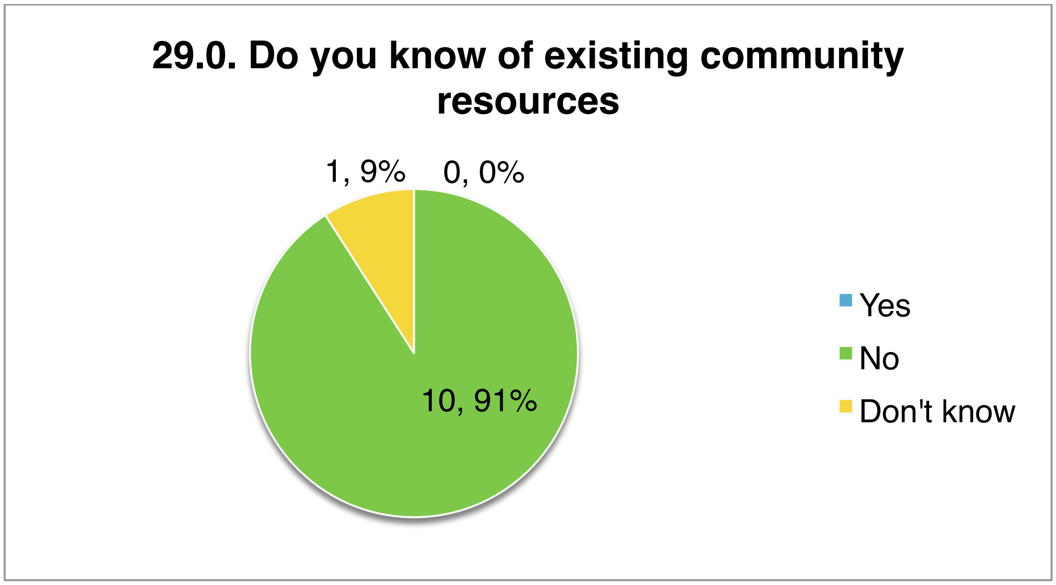

21.0. How many times did you have to go to the city for your permit
1, 4%
1, 4%
1, 4%
1, 5%
1, 5%
18, 78%
One
Two
Three
More than three
Filed Online
Don't Know

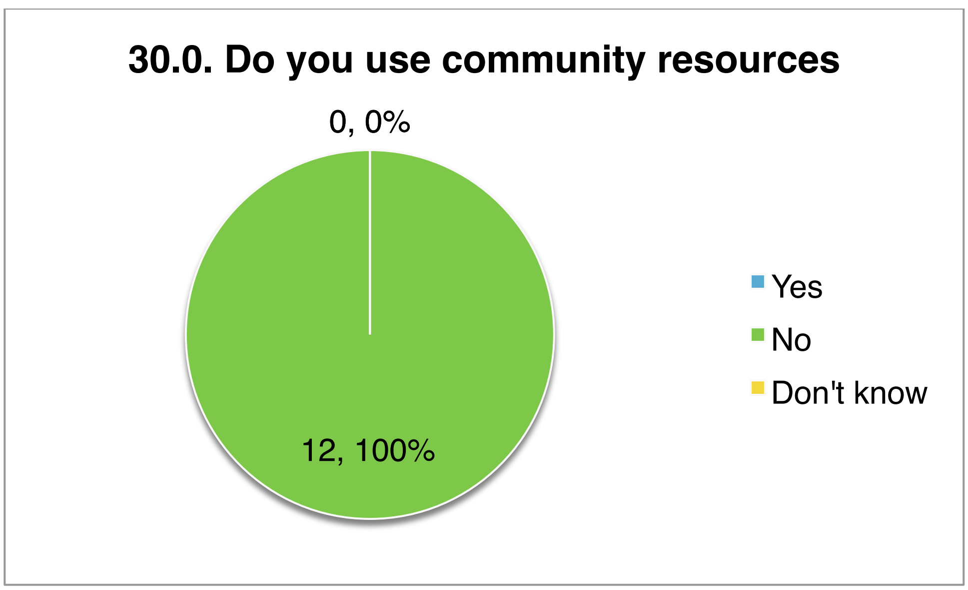

22.0. What was the city's attitude
0, 0%
7, 32%
14, 64%
1, 4%
Hostile
Somewhat Hostile
Neutral
Somewhat Friendly
Friendly

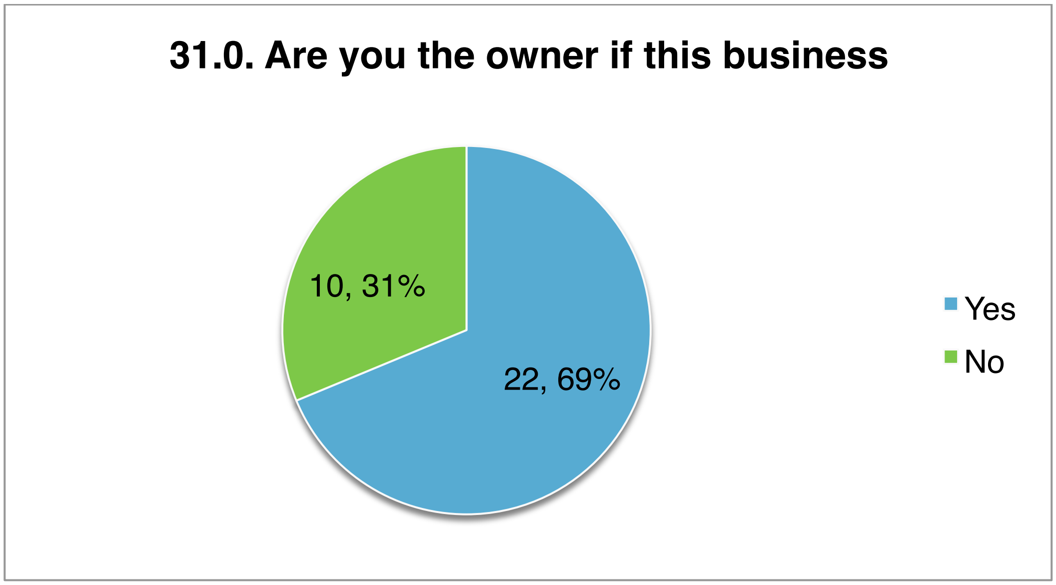

23.0. Have you ever had trouble with the police
0, 0%
22, 100%
Yes
No

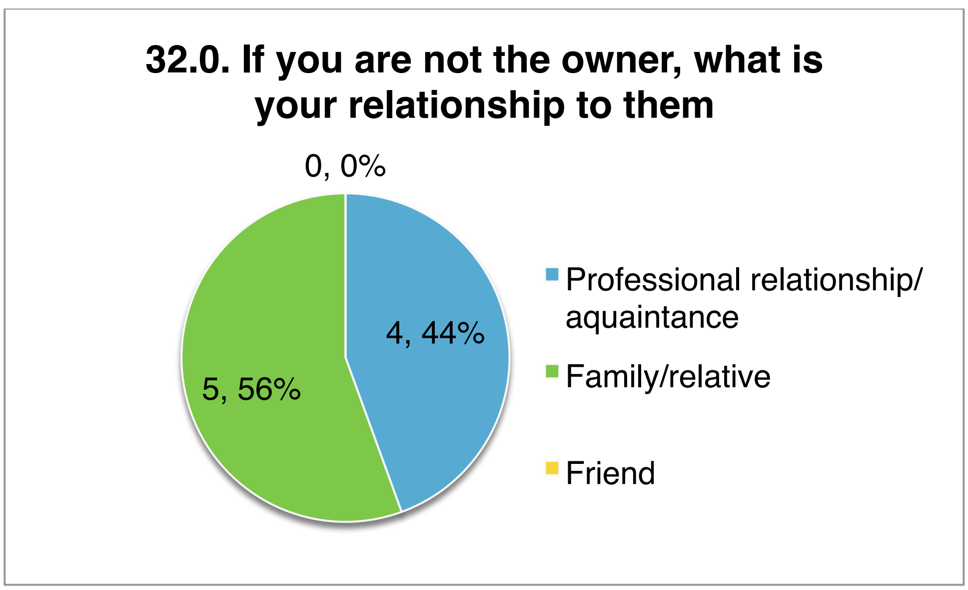

24.0. Have you received a loan to start your business
1, 3%
4, 14%
24, 83%
Yes
No
I don't know

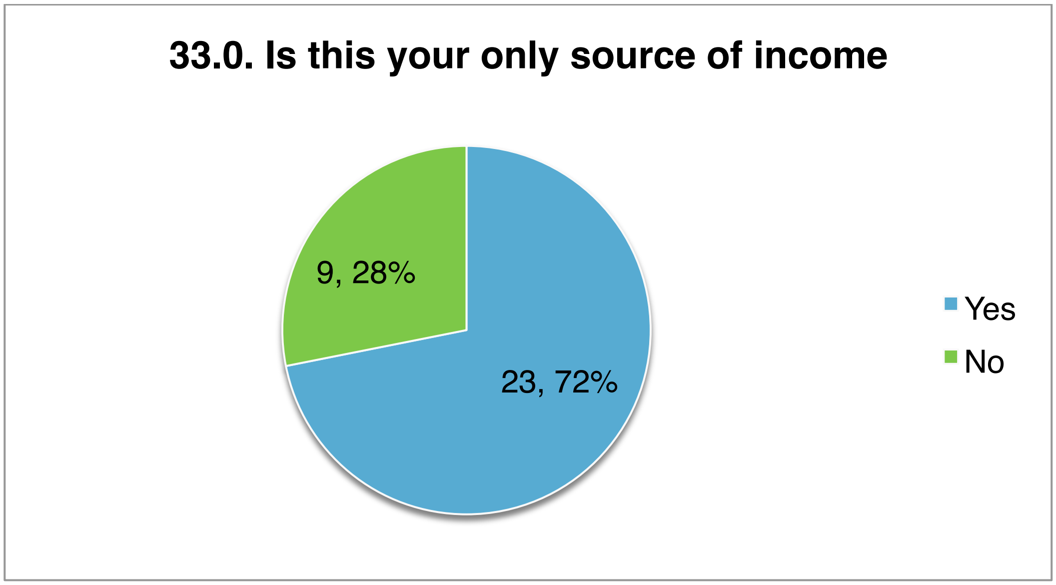

26.0. Have you ever received a loan to expand your business
1, 4%
0, 0%
25, 96%
Yes
No
I Don't Know

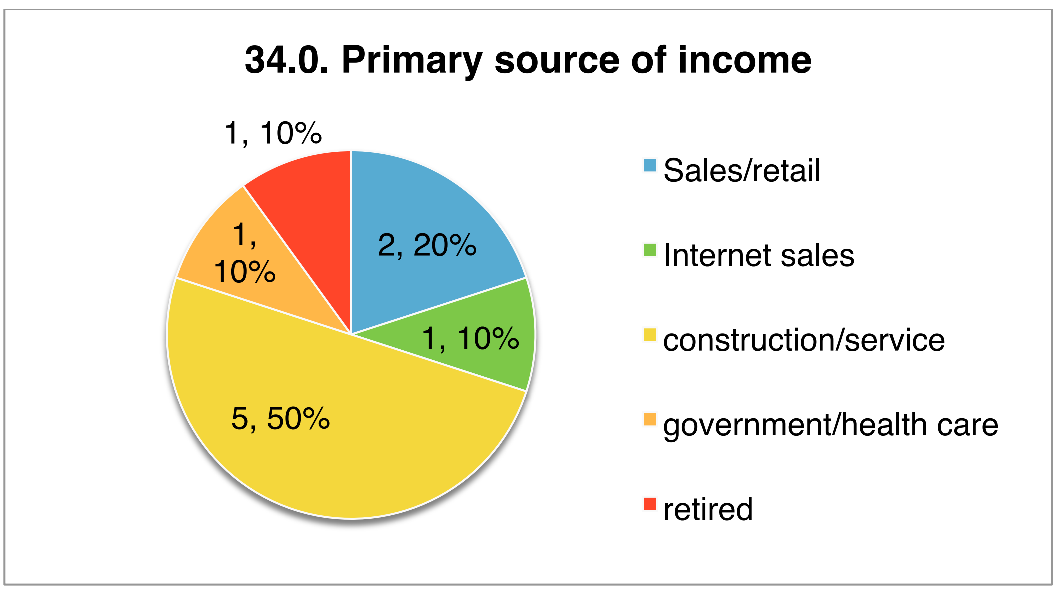

29.0. Do you know of existing community resources
1, 9%
0, 0%
10, 91%
Yes
No
Don't know

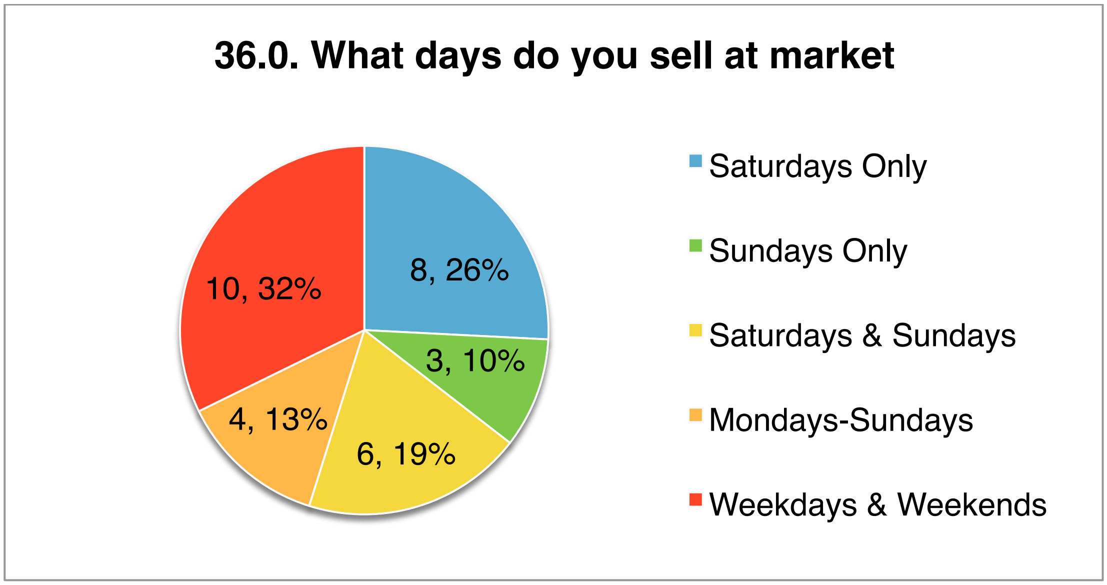

30.0. Do you use community resources
0, 0%
12, 100%
Yes
No
Don't know

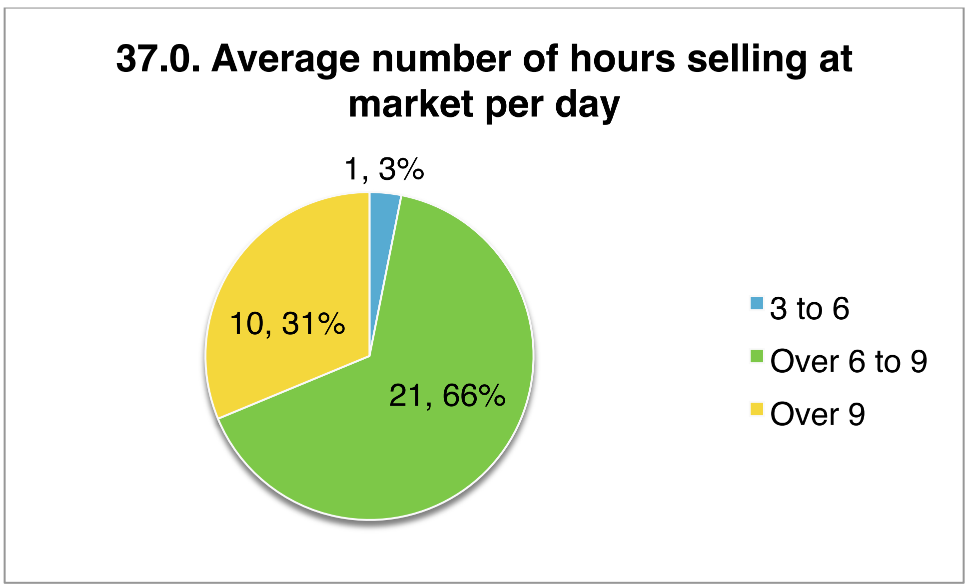

31.0. Are you the owner if this business
10, 31%
22, 69%
Yes
No

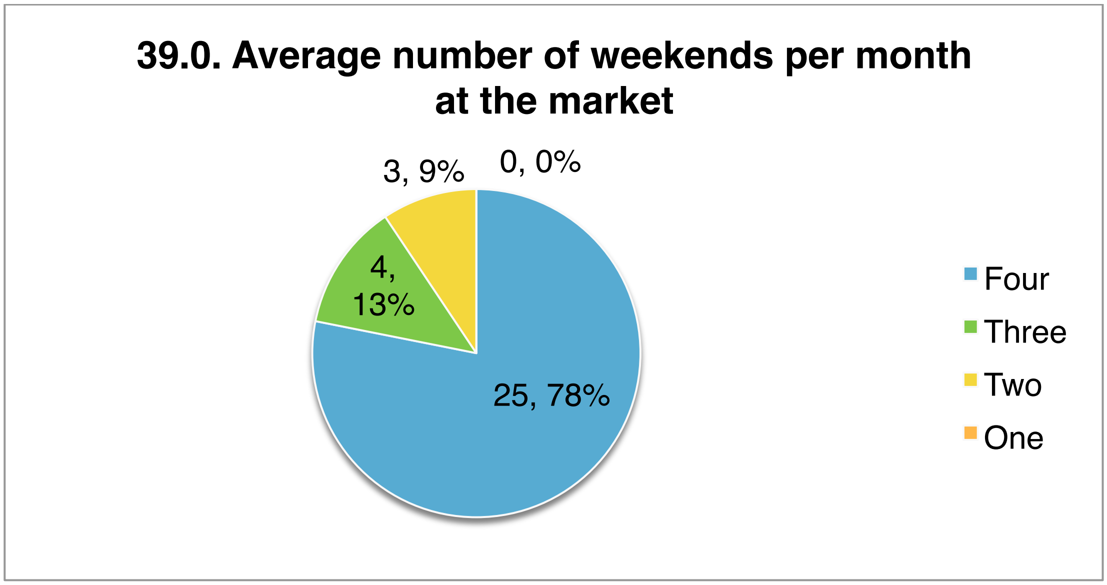

32.0. If you are not the owner, what is your relationship to them
0, 0%
4, 44%
5, 56%
Professional relationship/ aquaintance
Family/relative
Friend

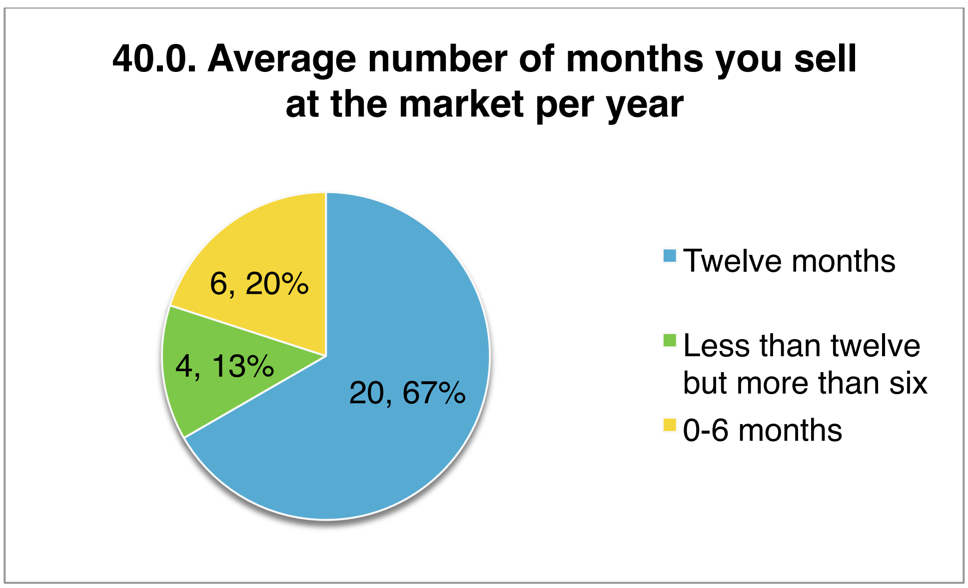

33.0. Is this your only source of income
9, 28%
23, 72%
Yes
No

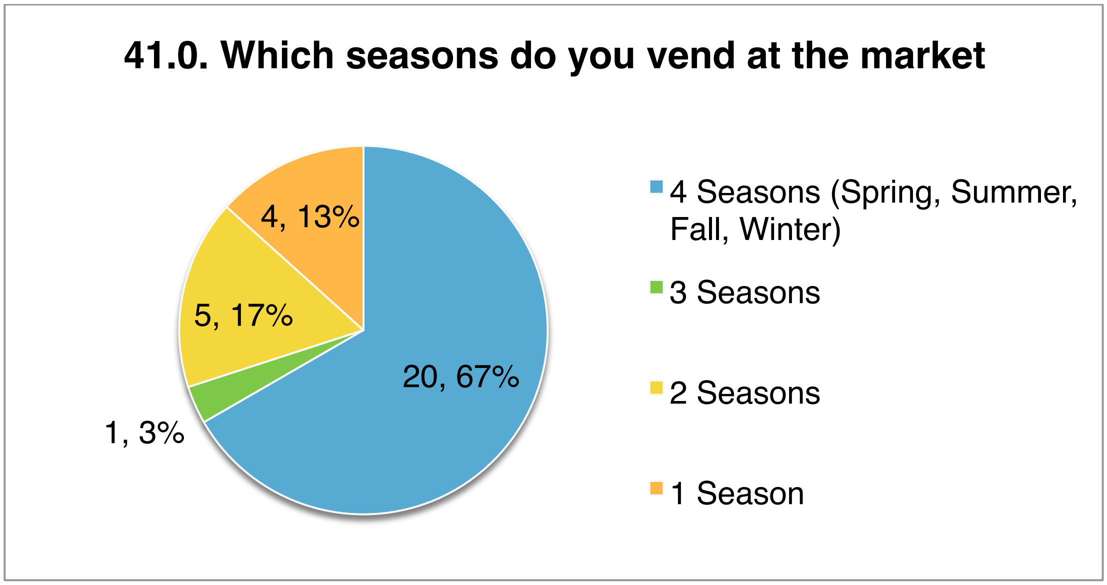

34.0. Primary source of income
1, 10%
1, 10%
2, 20%
1, 10%
5, 50%
Sales/retail
Internet sales
construction/service
government/health care
retired

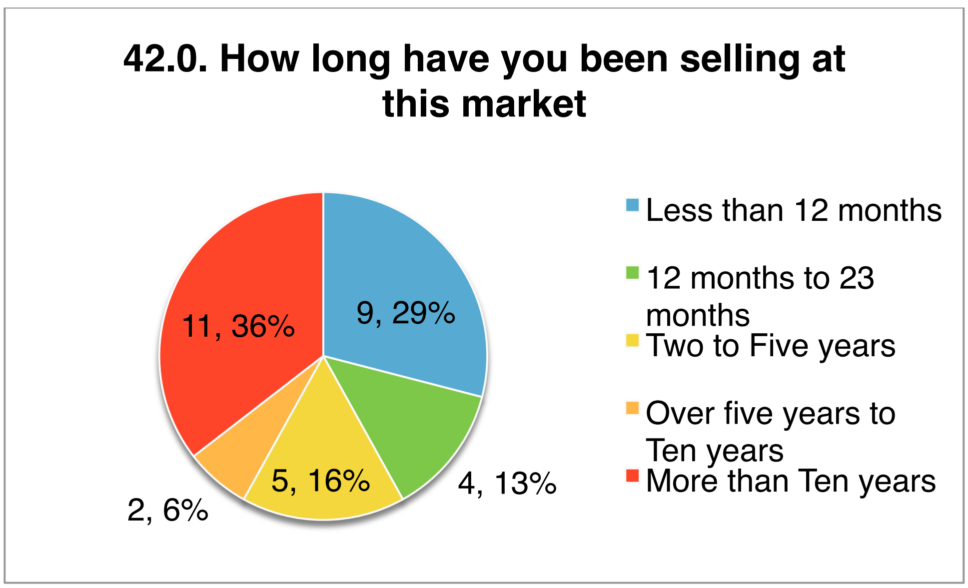

36.0. What days do you sell at market
8, 26%
3, 10%
6, 19%
4, 13%
10, 32%
Saturdays Only
Sundays Only
Saturdays & Sundays
Mondays-Sundays
Weekdays & Weekends

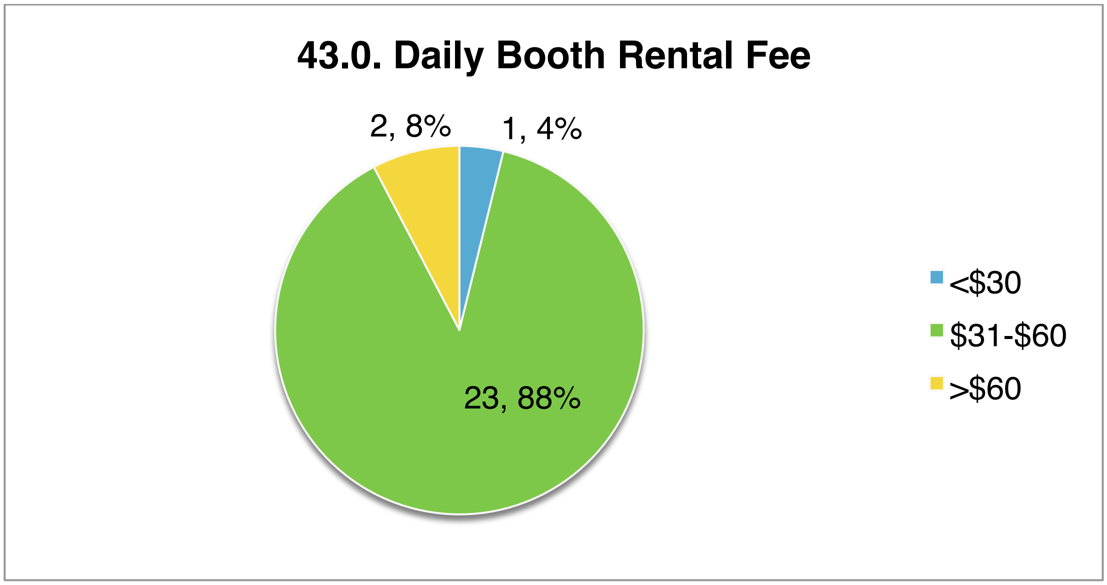

37.0. Average number of hours selling at market per day
1, 3%
10, 31%
21, 66%
3 to 6
Over 6 to 9
Over 9

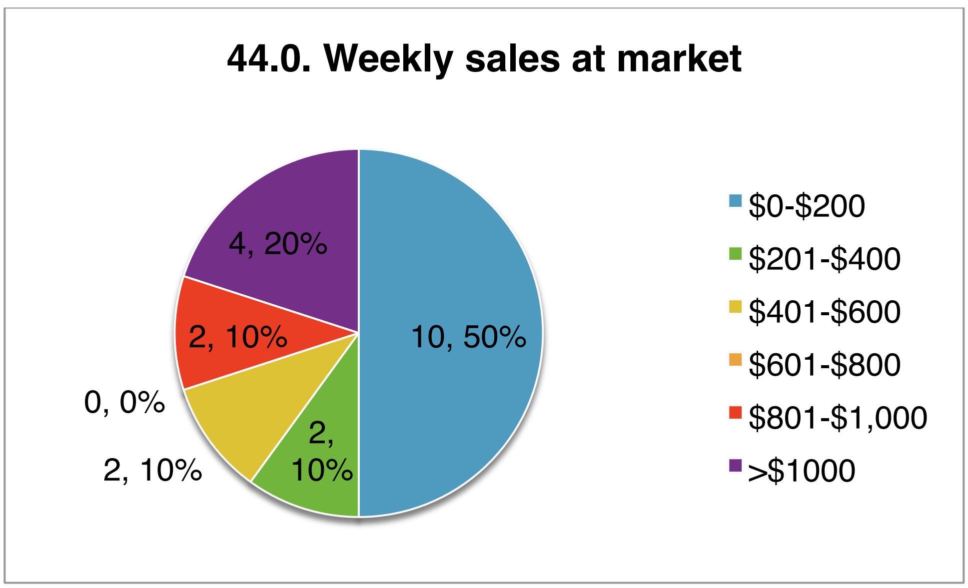

39.0. Average number of weekends per month at the market
3, 9%
0, 0%
4, 13%
25, 78%
Four
Three
Two
One

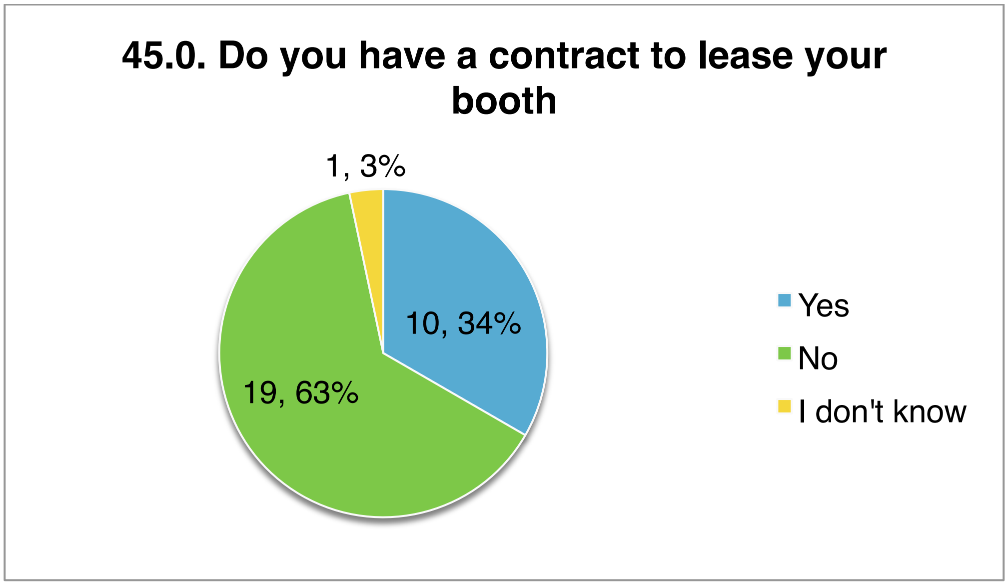

40.0. Average number of months you sell at the market per year
6, 20%
4, 13%
20, 67%
Twelve months
Less than twelve but more than six
0-6 months

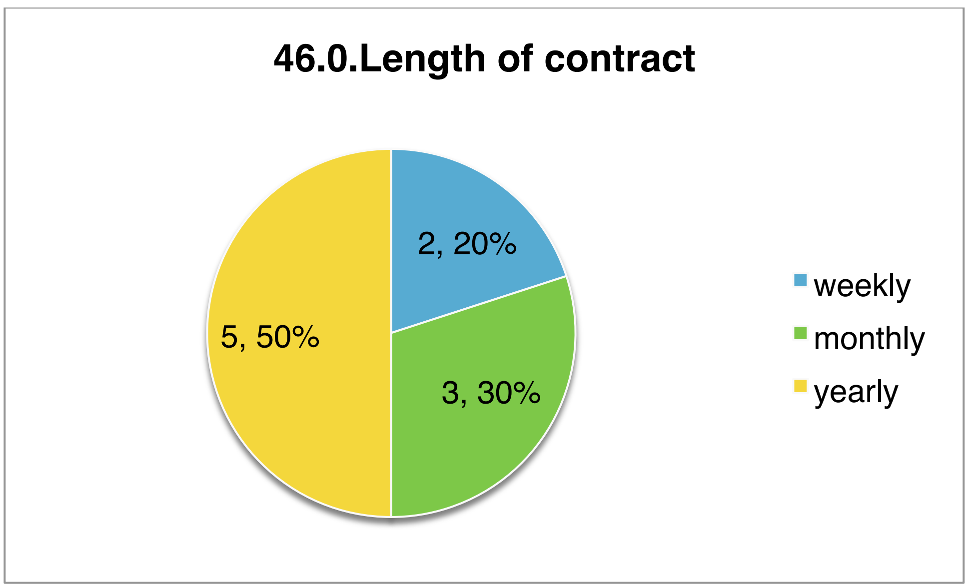

41.0. Which seasons do you vend at the market
4, 13%
5, 17%
1, 3%
20, 67%
4 Seasons (Spring, Summer, Fall, Winter)
3 Seasons
2 Seasons
1 Season

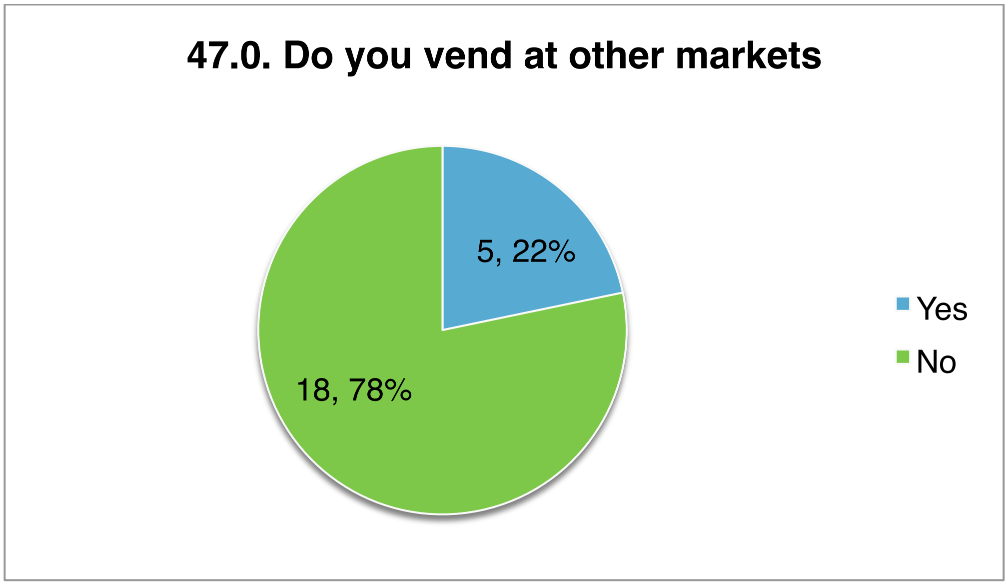

42.0. How long have you been selling at this market
11, 36%
9, 29%
5, 16%
4, 13%
2, 6%
Less than 12 months
12 months to 23 months
Two to Five years
Over five years to Ten years
More than Ten years

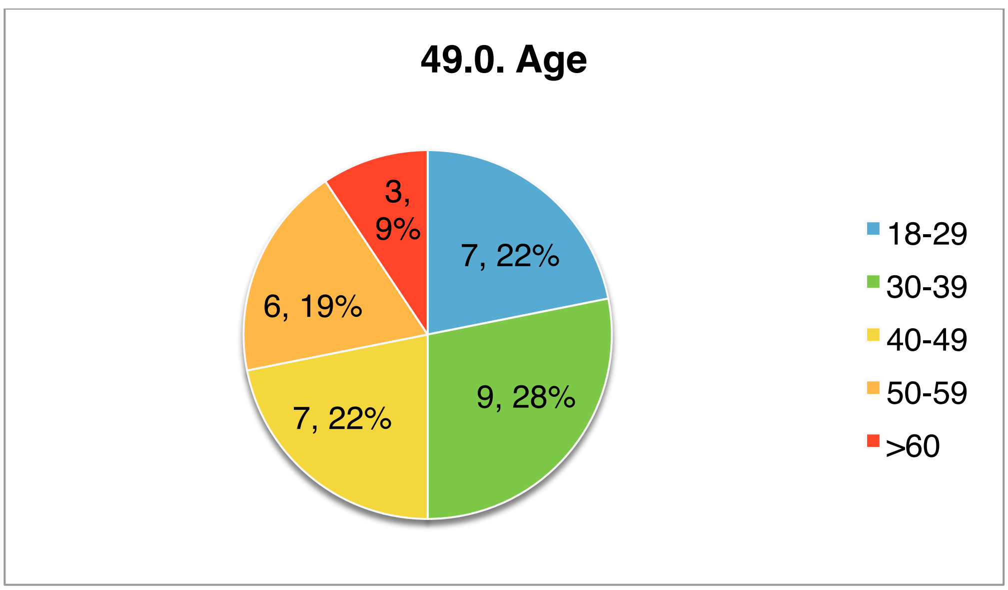

43.0. Daily Booth Rental Fee
2, 8%
1, 4%
23, 88%
<$30
$31-$60
>$60

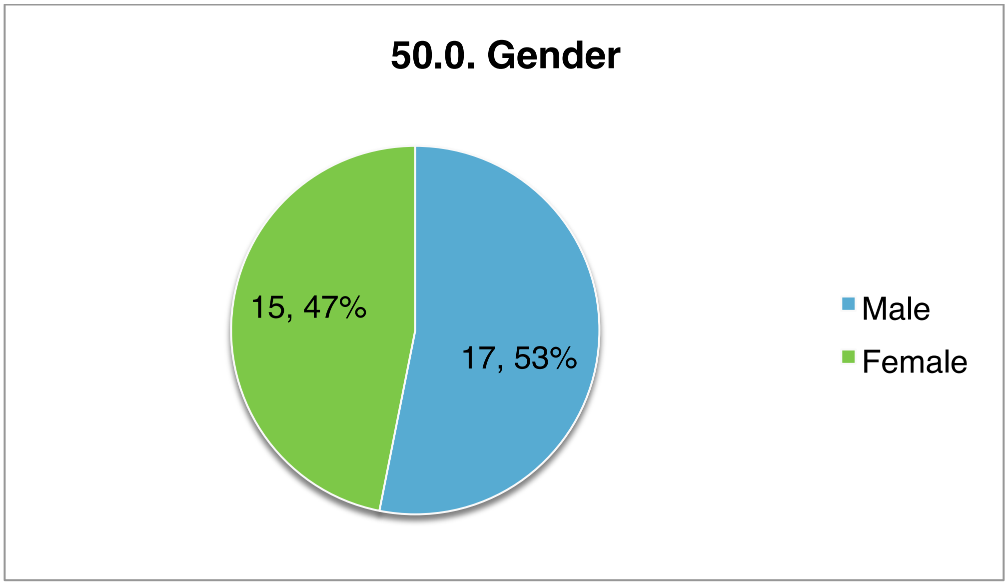

44.0. Weekly sales at market
4, 20%
2, 10%
10, 50%
0, 0%
2, 10%
2, 10%
$0-$200
$201-$400
$401-$600
$601-$800
$801-$1,000
>$1000

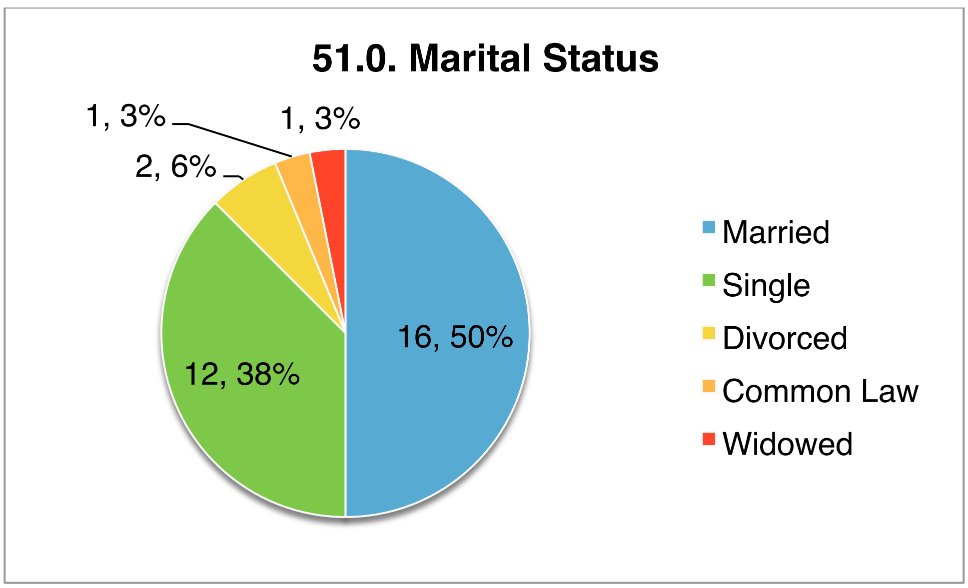

45.0. Do you have a contract to lease your booth
1, 3%
10, 34%
19, 63%
Yes
No
I don't know

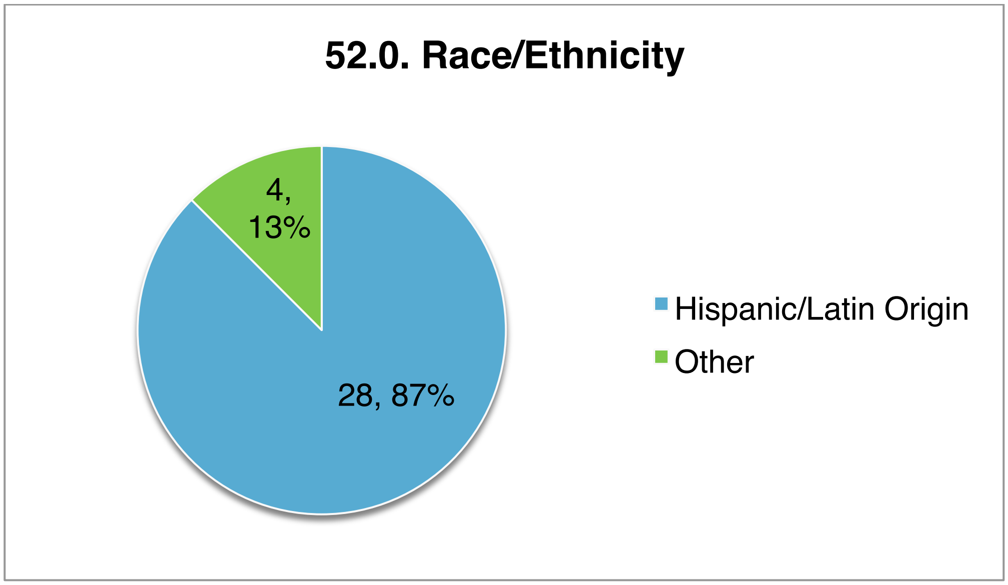

46.0.Length of contract
2, 20%
5, 50%
3, 30%
weekly
monthly
yearly

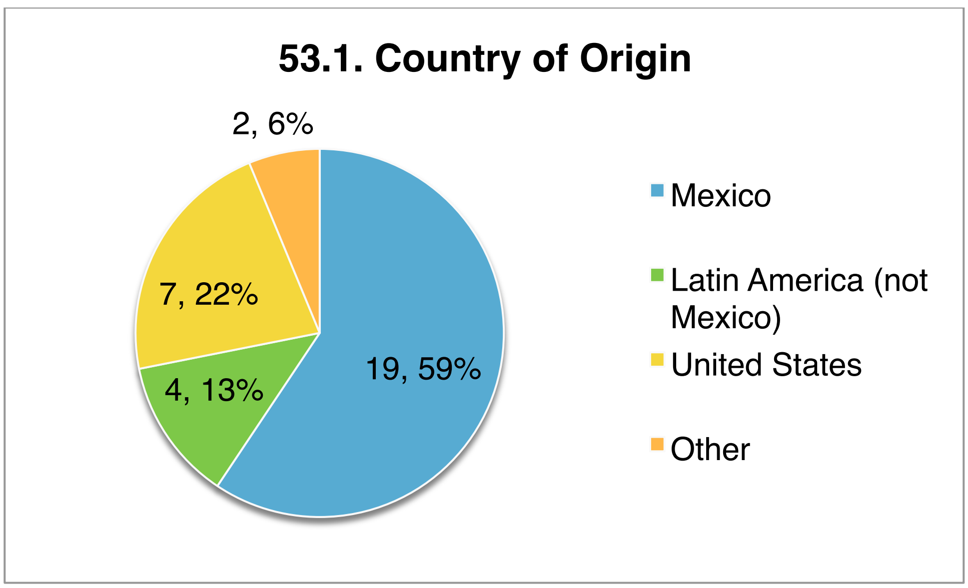

47.0. Do you vend at other markets
5, 22%
18, 78%
Yes
No

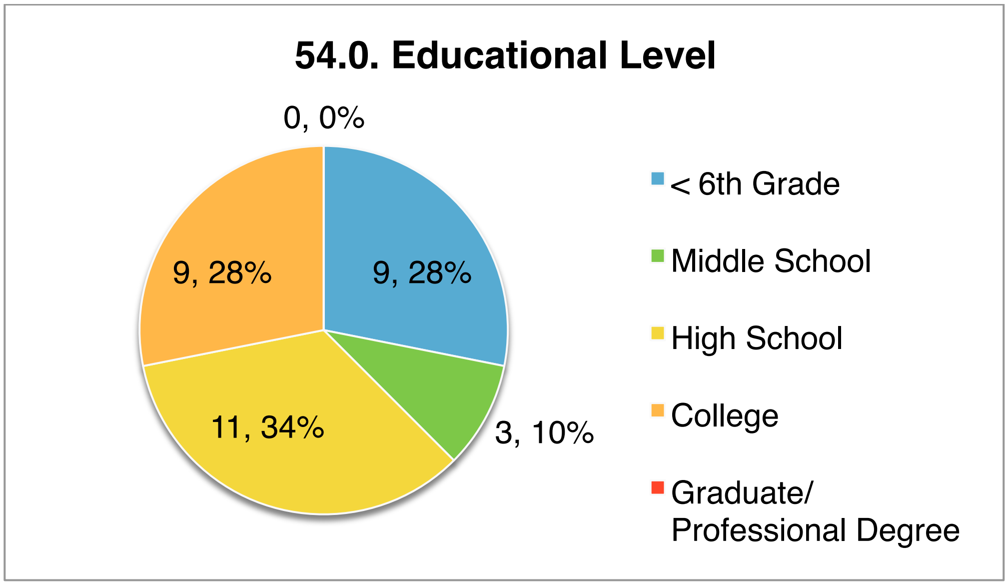

49.0. Age
3, 9%
7, 22%
6, 19%
9, 28%
7, 22%
18-29
30-39
40-49
50-59
>60

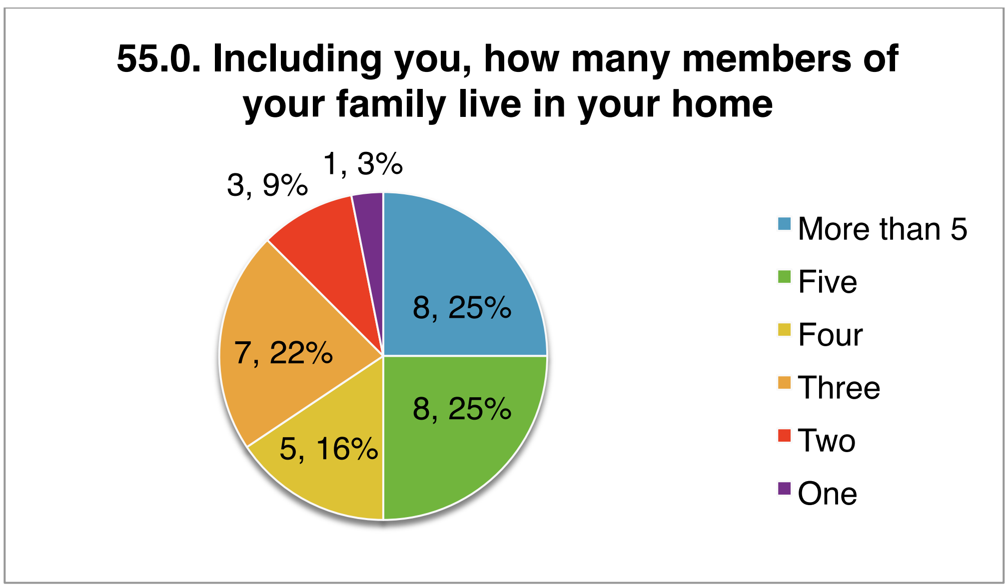

50.0. Gender
15, 47%
17, 53%
Male
Female

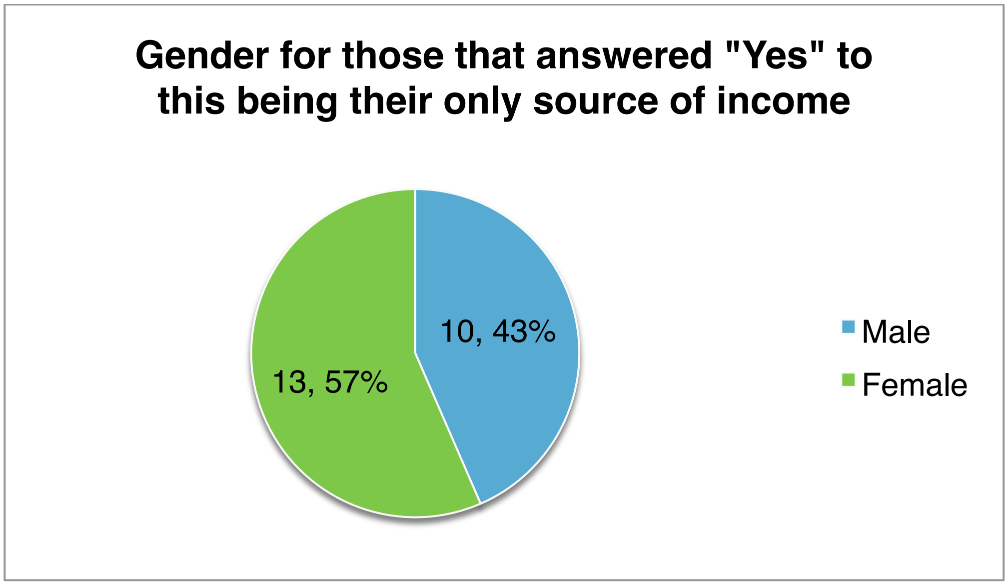

51.0. Marital Status
1, 3%
1, 3%
2, 6%
16, 50%
12, 38%
Married
Single
Divorced
Common Law
Widowed


52.0. Race/Ethnicity
4,
13%
28, 87%
Hispanic/Latin Origin
Other


53.1. Country of Origin
2, 6%
7, 22%
4, 13%
19, 59%
Mexico
Latin America (not Mexico)
United States
Other


54.0. Educational Level
0, 0%
9, 28%
9, 28%
11, 34%
3, 10%
< 6th Grade
Middle School
High School
College
Graduate/ Professional Degree


55.0. Including you, how many members of your family live in your home
3, 9%
1, 3%
8, 25%
7, 22%
8, 25%
5, 16%
More than 5
Five
Four
Three
Two
One




| Weekly Earning at the Market | Sample | Percent Sample | Percent of Sample x Market Occupancy | Conservative Estimate of Weekly Earnings at Market | High Estimate of Weekly Earnings at Market |
|---|---|---|---|---|---|
| $0-$200 | 10 | 50.0% | 283 | $ - | $ 56,500.00 |
| $201-$400 | 2 | 10.0% | 57 | $ 11,356.50 | $ 22,600.00 |
| $401-$600 | 2 | 10.0% | 57 | $ 22,656.50 | $ 33,900.00 |
| $601-$800 | 0 | 0.0% | 0 | $ - | $ - |
| $801-$1,000 | 2 | 10.0% | 57 | $ 45,256.50 | $ 56,500.00 |
| >$1000 | 4 | 20.0% | 113 | $ 113,000.00 | $ 135,600.00 |
| **TOTAL** | 20 | 100.0% | 565 | **$ 192,269.50** | **$ 305,100.00** |

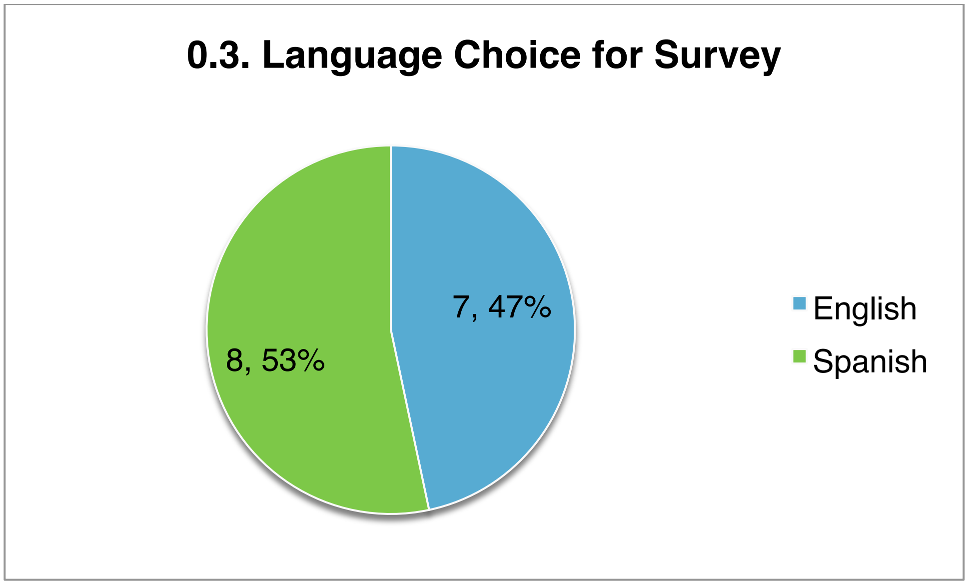
| Stall Type | Total Units | Weekday Stall Fee | Weekend Stall Fee | Monthly Contract | Stocking Entry Fee*** | Estimated Potential Yearly Revenue |
|---|---|---|---|---|---|---|
| Shipping Containers | 70 | | | $ 750.00 | $ 62.00 | $ 682,080.00 |
| "L" Stalls | 547 | $ 22.00 | $ 58.00 | $- | | $ 6,440,378.00 |
| | | | | | **Total** | **$ 7,122,458.00** |

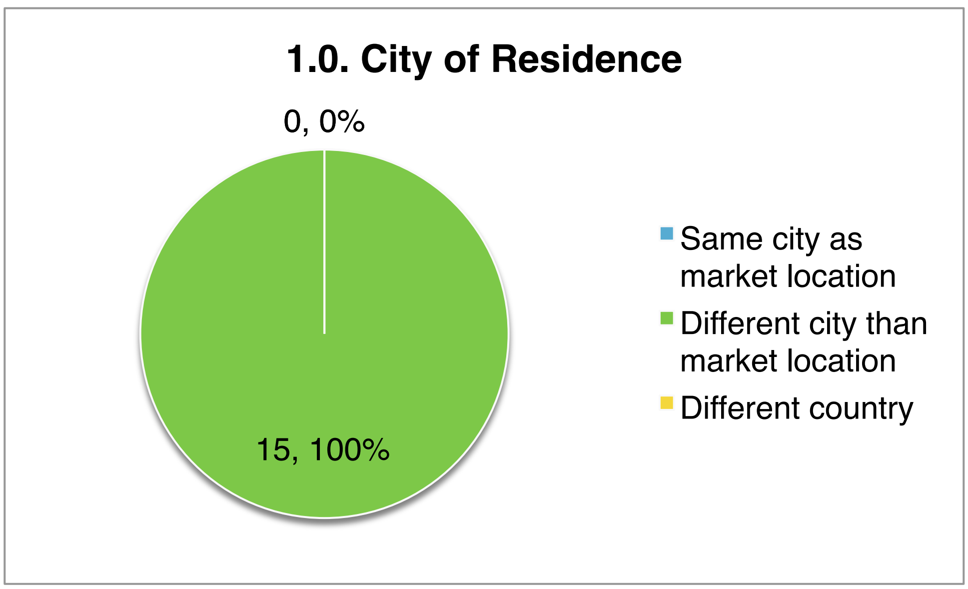
*** stocking fee is charged for shipping container stalls when entering with restocking murchandise. Estimates assumes vendors restalk once a week.

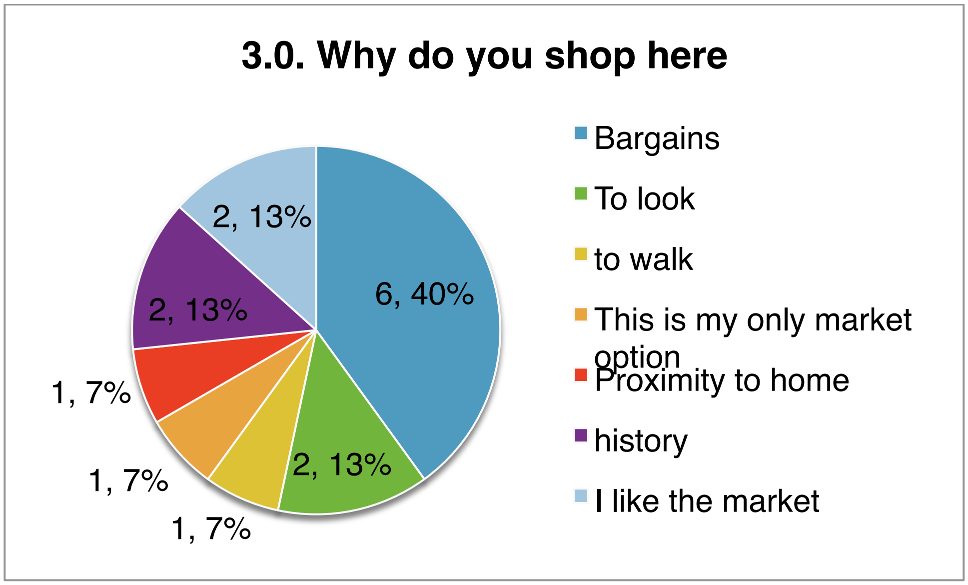
| Weekly Earning at the Market | Sample | Percent Sample | Percent of Sample x Market Occupancy | Conservative Estimate of Yearly Earnings at Market | High Estimate of Yearly Earnings at Market |
|---|---|---|---|---|---|
| $0-$200 | 10 | 50.0% | 283 | $ - | $ 2,938,000.00 |
| $201-$400 | 2 | 10.0% | 57 | $ 590,538.00 | $ 1,175,200.00 |
| $401-$600 | 2 | 10.0% | 57 | $ 1,178,138.00 | $ 1,762,800.00 |
| $601-$800 | 0 | 0.0% | 0 | $ - | $ - |
| $801-$1,000 | 2 | 10.0% | 57 | $ 2,353,338.00 | $ 2,938,000.00 |
| >$1000 | 4 | 20.0% | 113 | $ 5,876,000.00 | $ 7,051,200.00 |
| **TOTAL** | 20 | 100.0% | 565 | **$ 9,998,014.00** | **$ 15,865,200.00** |

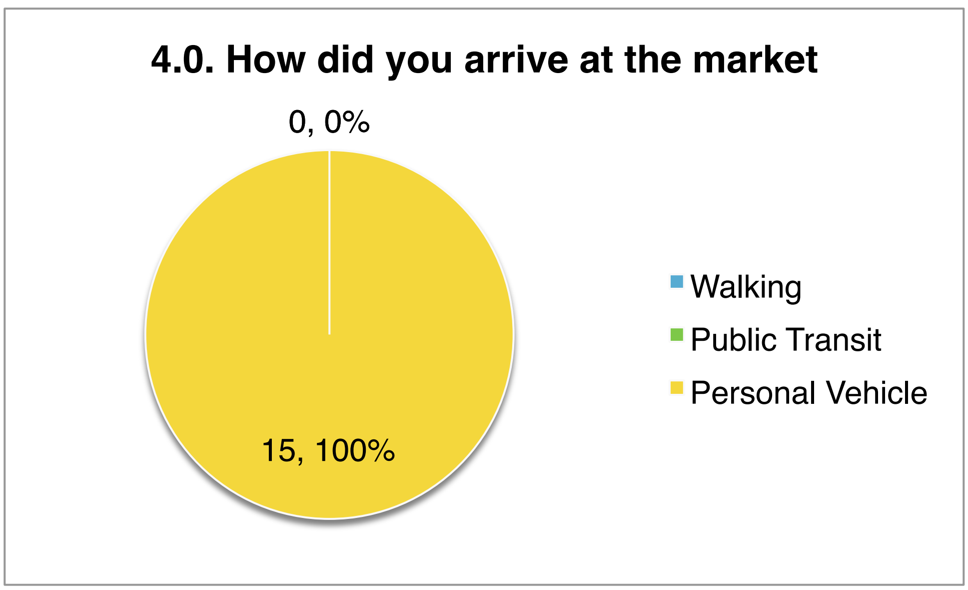
| |
|---|
| there is a raffle to get spots, people with weekly contracts get to keep their spot |
| the household is wife, 4 kids, 3 grandkids, 2-in-laws |
| part time employed |
| |
| |
| This is a family operation, husband buys the clothes, wife and kids sell at the market; the market owner is white and does not speak Spanish; people working in the food zones never make it because the food is not good and does not sell, “la comida es fatal” |
| His mother started a business here when he was a little boy, she sold baby clothes for 7 years at the market; his income comes from this and online sales |
| family operation; started selling here 4 years ago but left to go sell a different swap meet, that shut down and now they are back (3 months) |
| he is retired and does this for extra money; how can people leave their booth to use the bathroom? |
| family operation, wife and kids at booth |
| works for state farm full time, his job is is to sell insurance at the market |
| |
| part time worker; family operation’ parents and siblings in this booth; grandparents sell in the next booth; has been selling at other market about 1 year |
| |
| family operation, selling with a family member in the stall, they made a joke about needing money for drugs; sells on ebay |
| claimed to be promoting a product (Tupperware like) and not to be selling therefore not needing a permit/tax ID |
| family operation, owns business with husband, family in booth, husband, wife and 6 kids |
| the current economic situation is bad; the past 5 years have been the worst, no profit, working to pay the stall fee; her son works to pay the rent because she does not make enough at the market |
| grandfather owns business and has been selling at swap meet for 30 years |
| family operation, daughter is in the back watching TV on laptop; owner has been working at the market for 20 years selling and 10 years has been her own business; “solo le damos vuelta al dinero” |
| sales are slow, we don’t make profit |

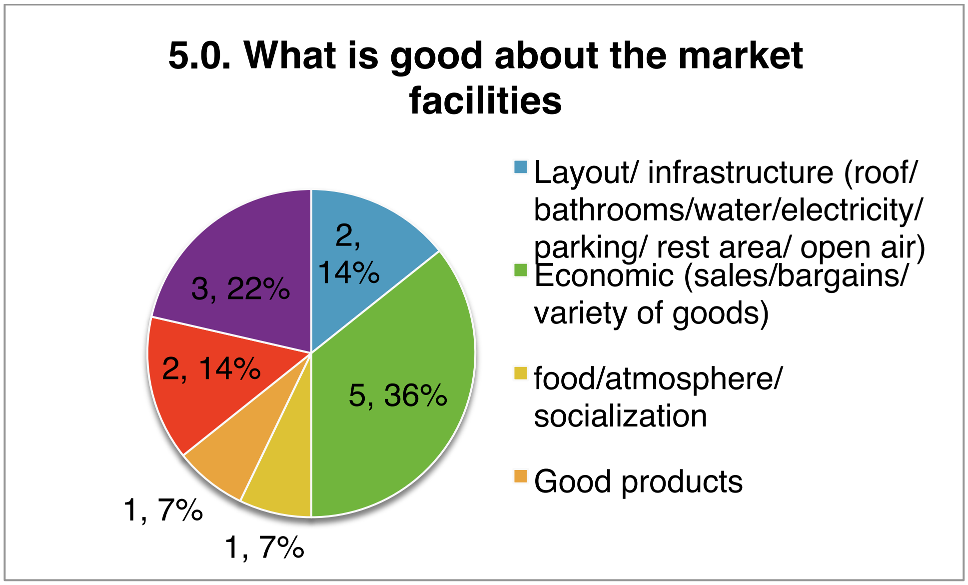
| |
|---|
| family operation; primary income for wife, she sells here 5 days a week, 3 days are on contract 2 on raffle, husband works at a aviation factory; “No tengo papeles y gente como nosotros tiene miedo” |
| family operation, wife and kids at booth |
| family operation; she works part time |
| works in shipping container stall, has a Asian boss; boss did not appear to be happy for me to be interviewing her, interview was rushed; she is the only person in her house with a job currently |
| |
| |
| family operation, uncle owns business for 7 years,has been in a shipping container for 1 year, nephews come from San Diego every weekend to help |
| family operation, had son with her |
| family operation, sister with her; parents own business and sell at other swap meets as well; she works part time; parents during the week, sisters on the weekend |
| family operation, had son with her |
| rents and sells swap meet supplies, started out part time in 1984 and in 1990 he became full time on market income after losing his job |
| stalls lease for $58 when you pay ahead, $62 day of |
| a lot of people come at 7am to buy discount groceries, for example, free-range eggs sell for $1.25 |

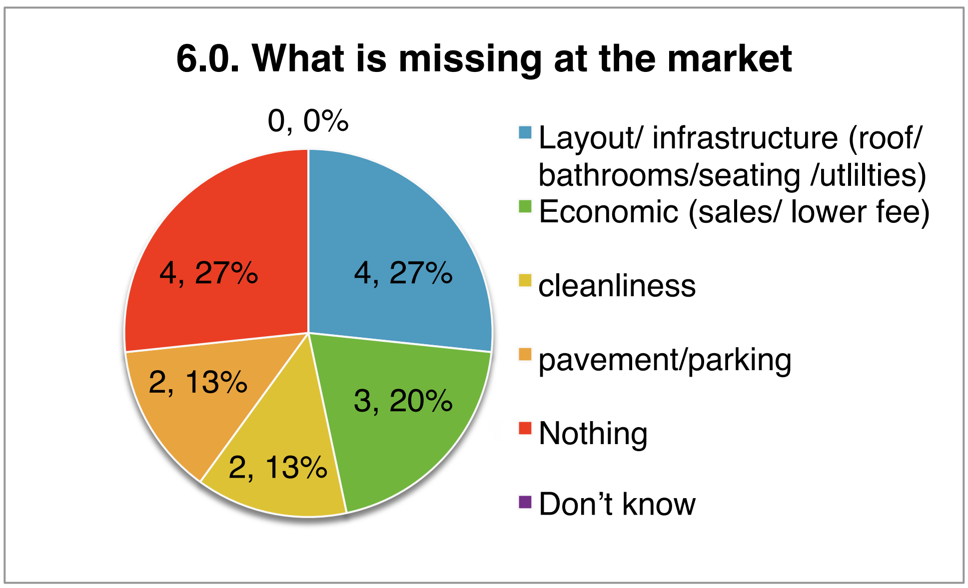

0.3. Language Choice for Survey
7, 47%
8, 53%
English
Spanish

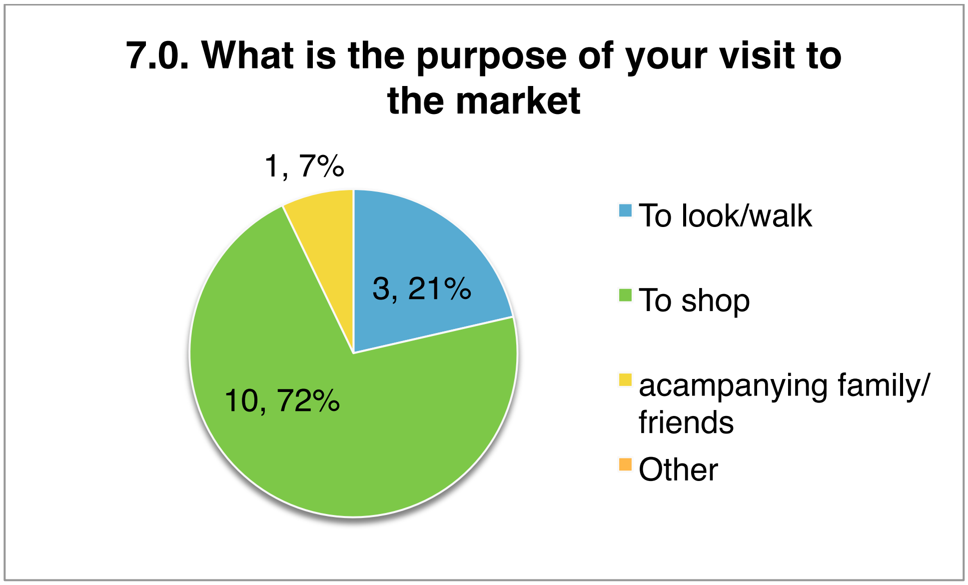

1.0. City of Residence
0, 0%
15, 100%
Same city as market location
Different city than market location
Different country

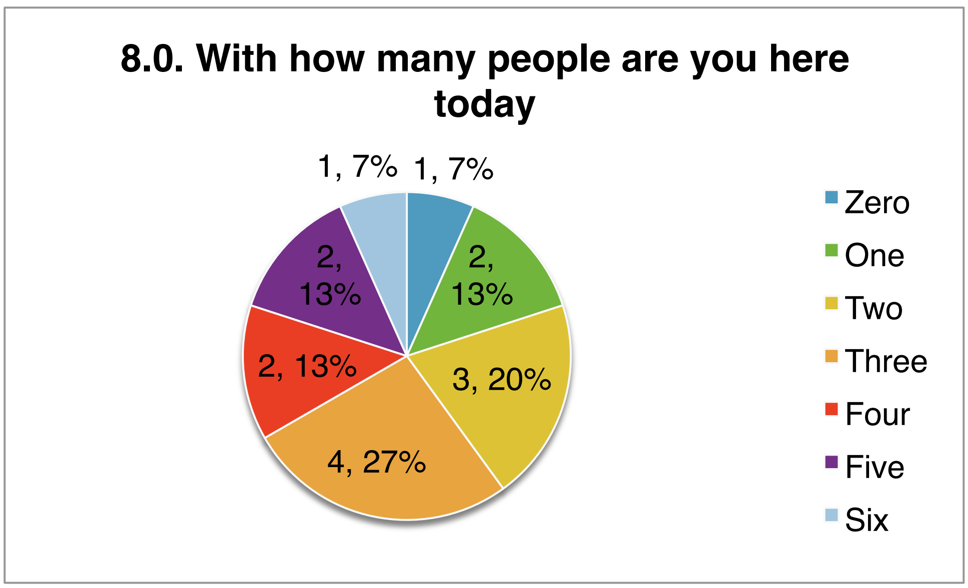

3.0. Why do you shop here
Bargains
To look
to walk
This is my only market option
Proximity to home
history
I like the market
6, 40%
2, 13%
1, 7%
1, 7%
1, 7%
2, 13%
2, 13%

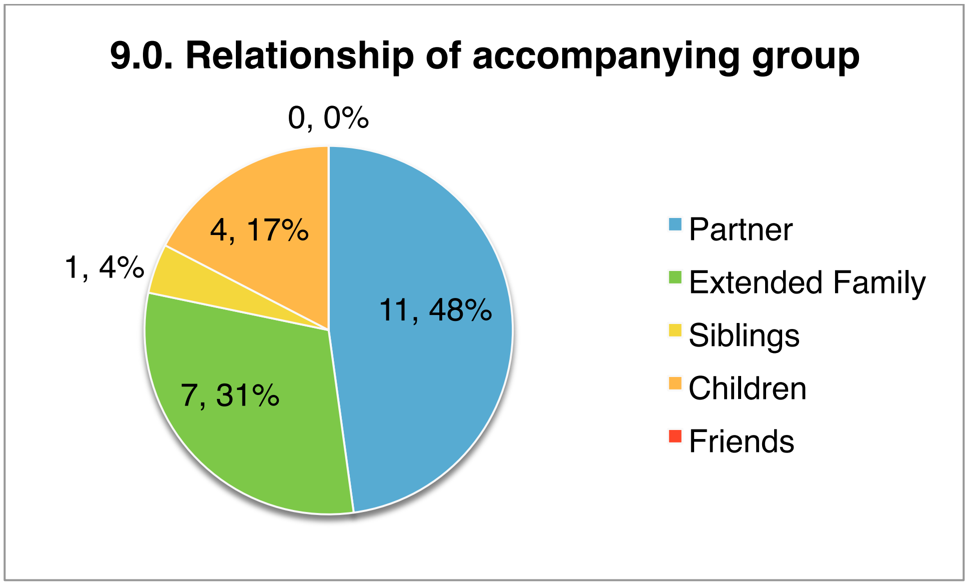

4.0. How did you arrive at the market
0, 0%
15, 100%
Walking
Public Transit
Personal Vehicle

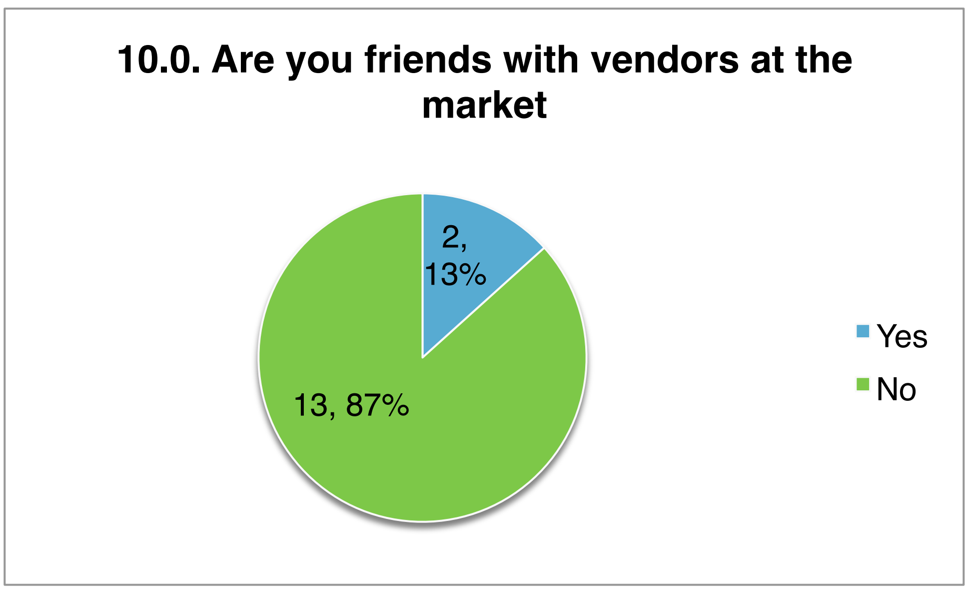

5.0. What is good about the market facilities
Layout/ infrastructure (roof/ bathrooms/water/electricity/ parking/ rest area/ open air)
Economic (sales/bargains/ variety of goods)
food/atmosphere/ socialization
Good products
2, 14%
5, 36%
1, 7%
1, 7%
2, 14%
3, 22%

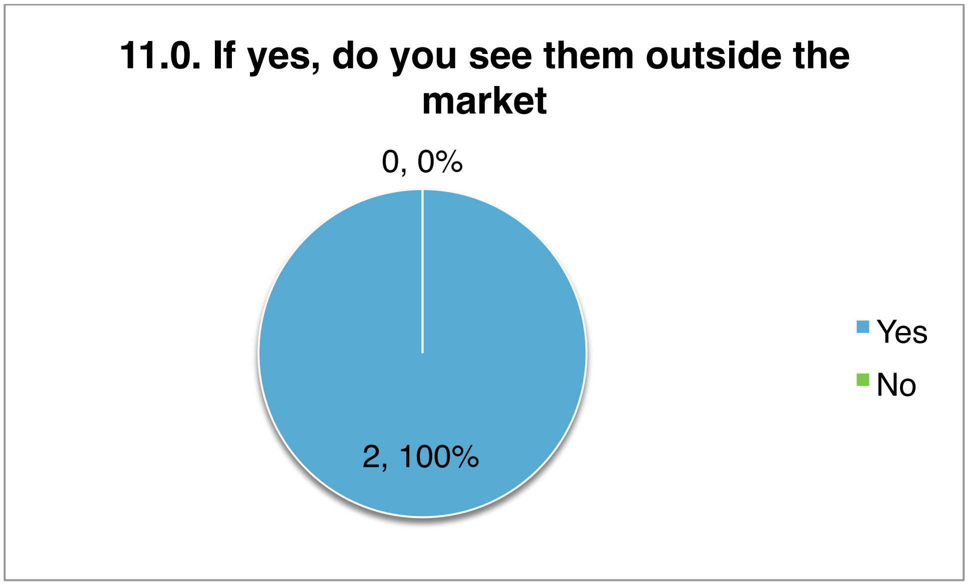

6.0. What is missing at the market
Layout/ infrastructure (roof/ bathrooms/seating /utlilties)
Economic (sales/ lower fee)
cleanliness
pavement/parking
Nothing
Don't know
0, 0%
4, 27%
3, 20%
2, 13%
2, 13%
4, 27%

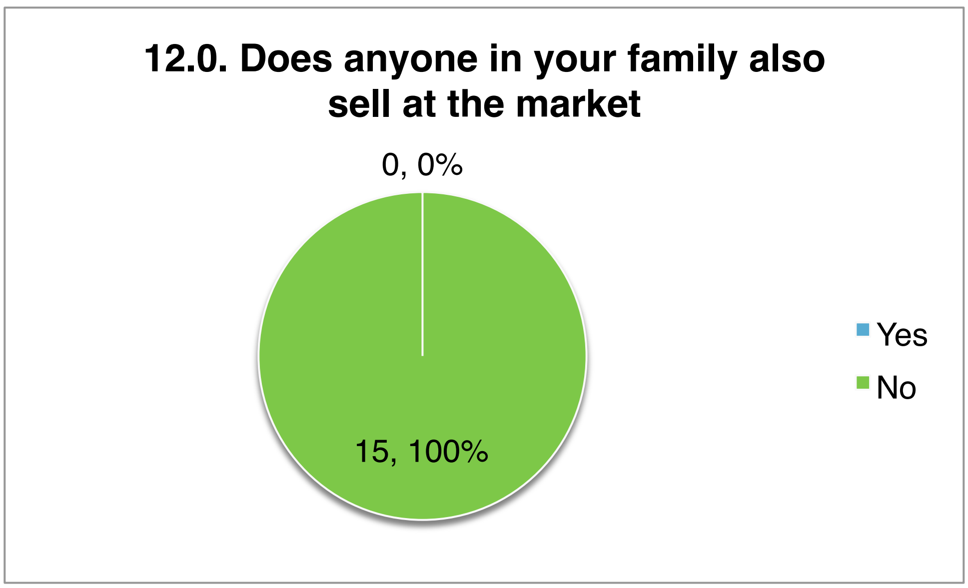

7.0. What is the purpose of your visit to the market
1, 7%
3, 21%
10, 72%
To look/walk
To shop
acampanying family/ friends
Other

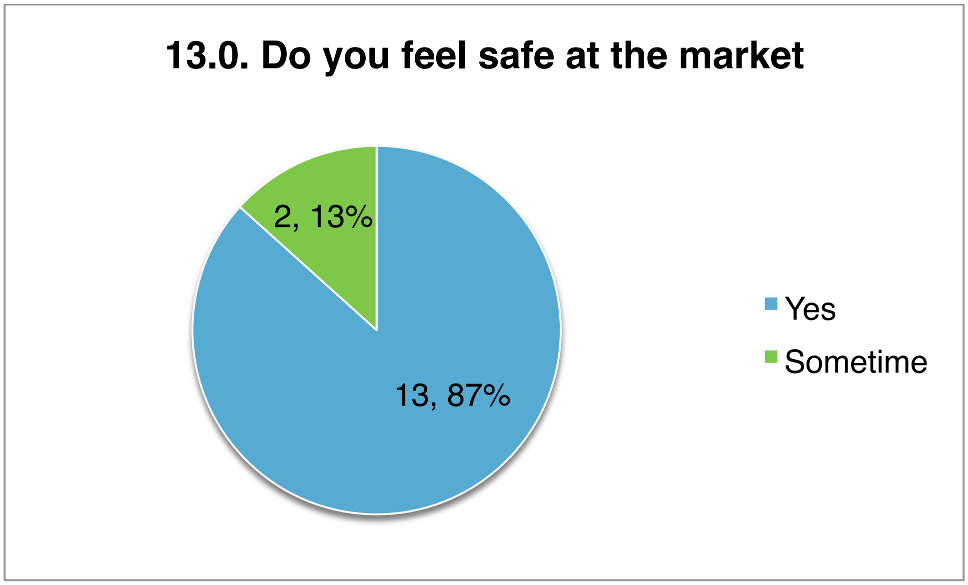

8.0. With how many people are you here today
1, 7%
1, 7%
2, 13%
2, 13%
2, 13%
3, 20%
4, 27%
Zero
One
Two
Three
Four
Five
Six

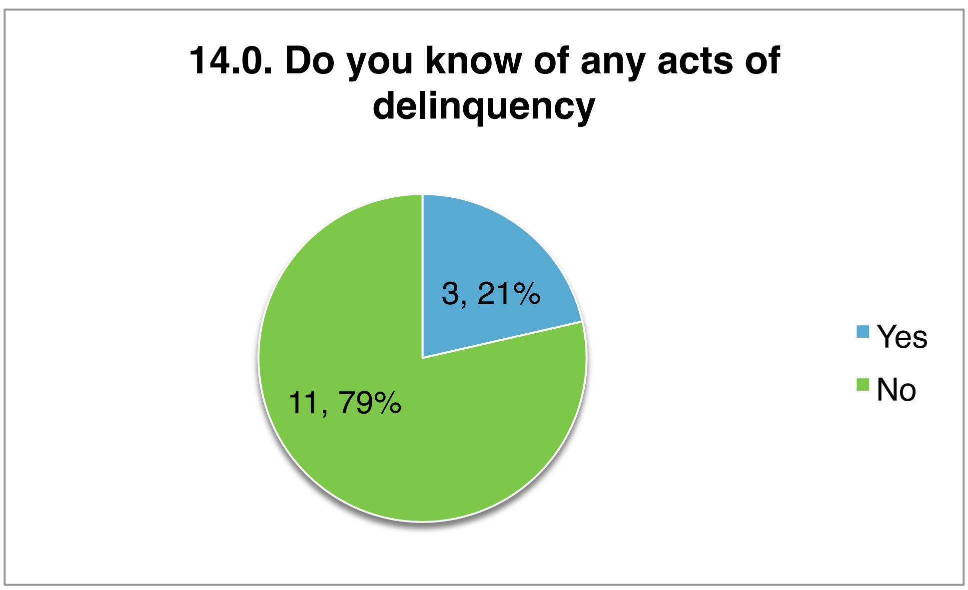

9.0. Relationship of accompanying group
0, 0%
4, 17%
1, 4%
11, 48%
7, 31%
Partner
Extended Family
Siblings
Children
Friends

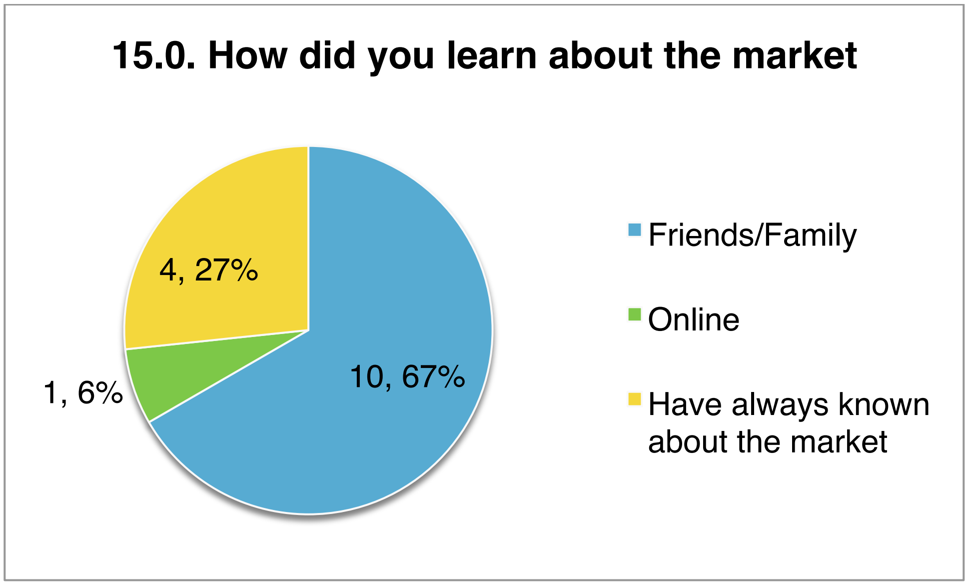

10.0. Are you friends with vendors at the market
2, 13%
13, 87%
Yes
No

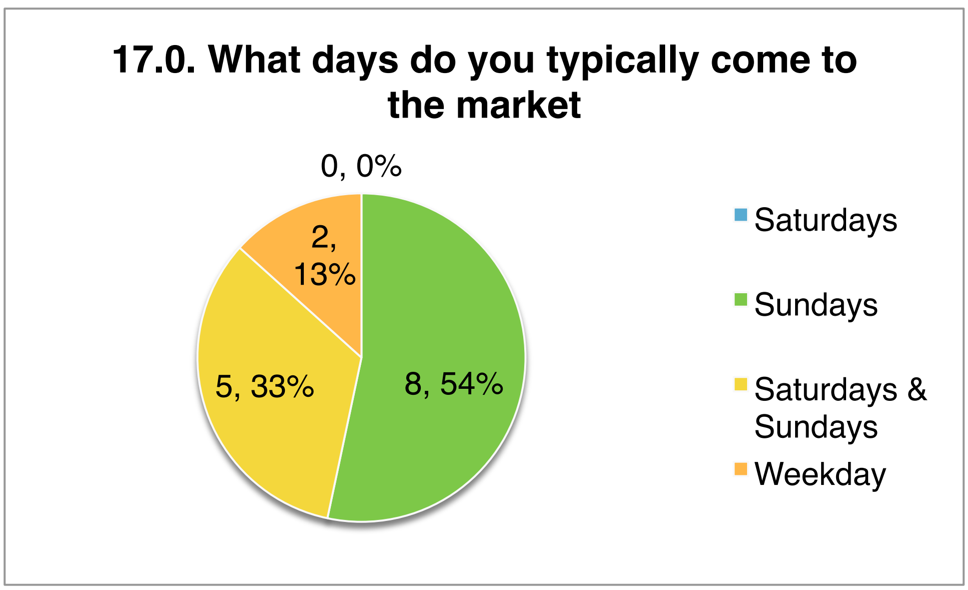

11.0. If yes, do you see them outside the market
0, 0%
2, 100%
Yes
No

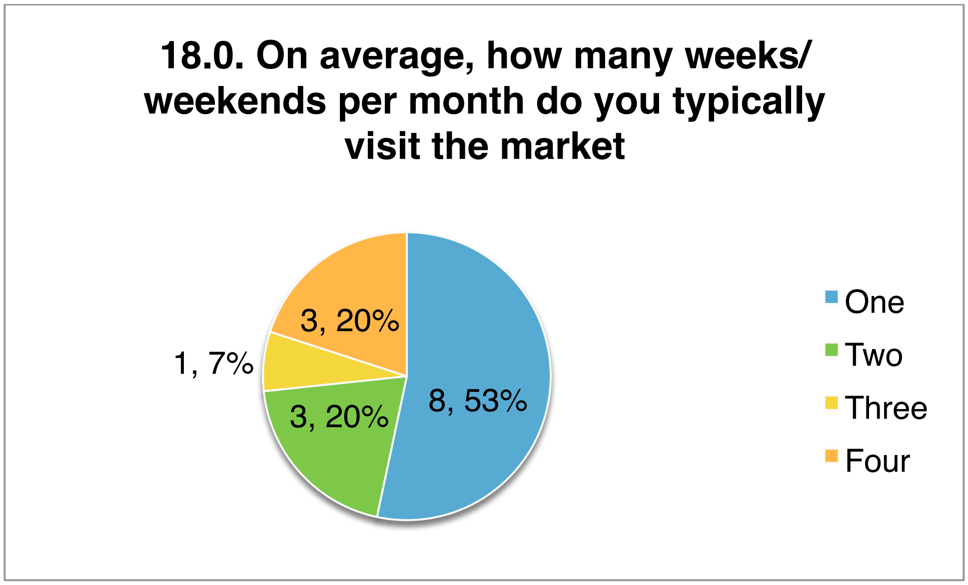

12.0. Does anyone in your family also sell at the market
0, 0%
15, 100%
Yes
No

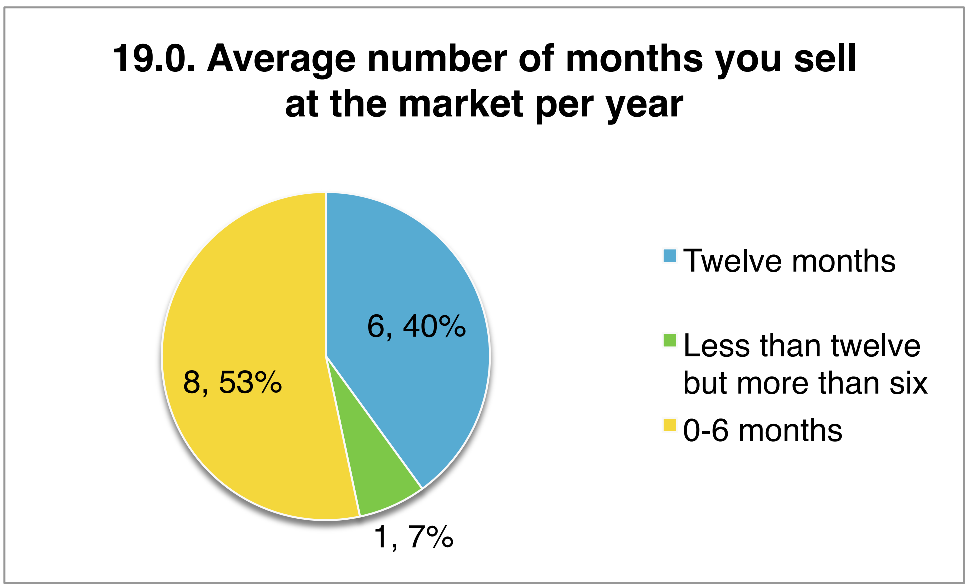

13.0. Do you feel safe at the market
2, 13%
13, 87%
Yes
Sometime

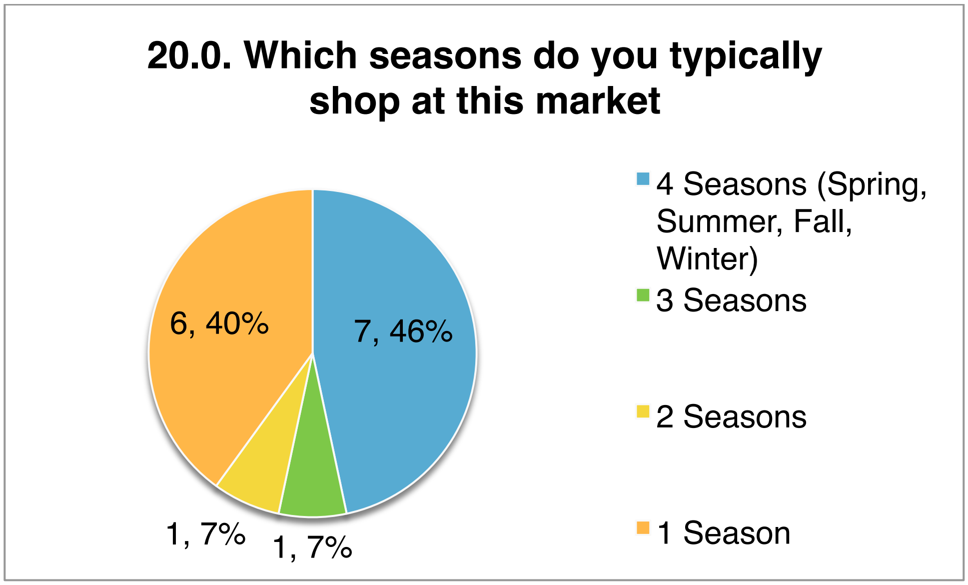

14.0. Do you know of any acts of delinquency
3, 21%
11, 79%
Yes
No

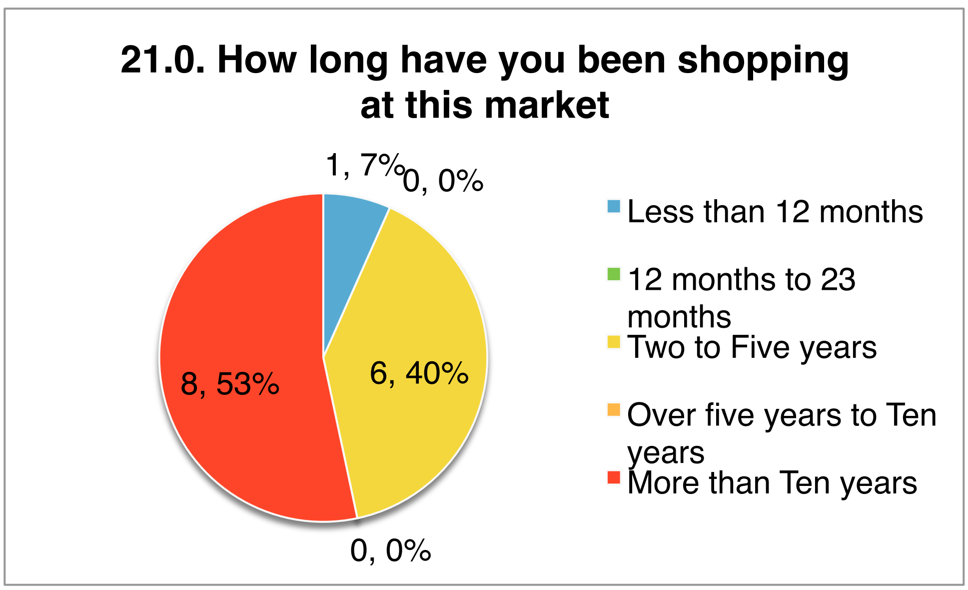

15.0. How did you learn about the market
4, 27%
1, 6%
10, 67%
Friends/Family
Online
Have always known about the market

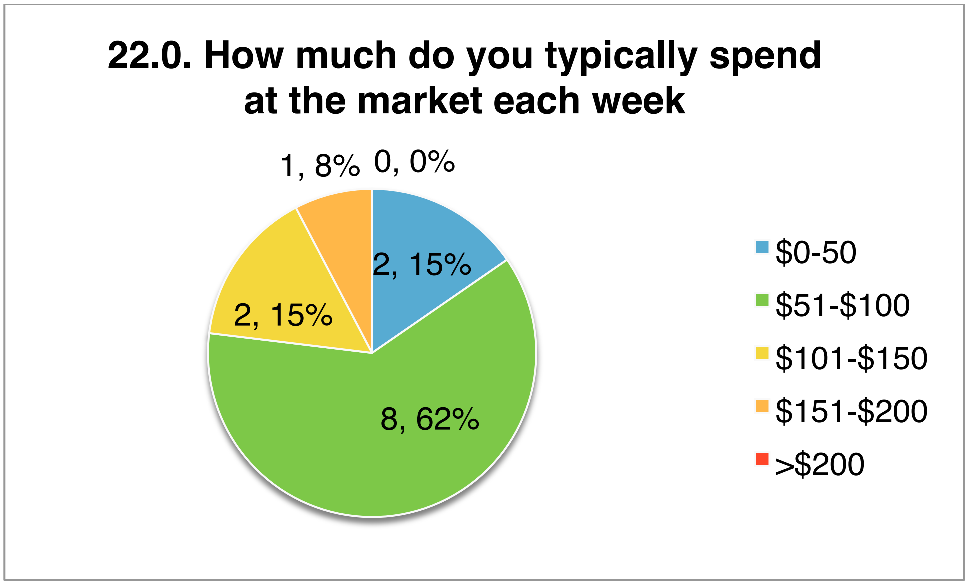

17.0. What days do you typically come to the market
0, 0%
2, 13%
5, 33%
8, 54%
Saturdays
Sundays
Saturdays & Sundays
Weekday

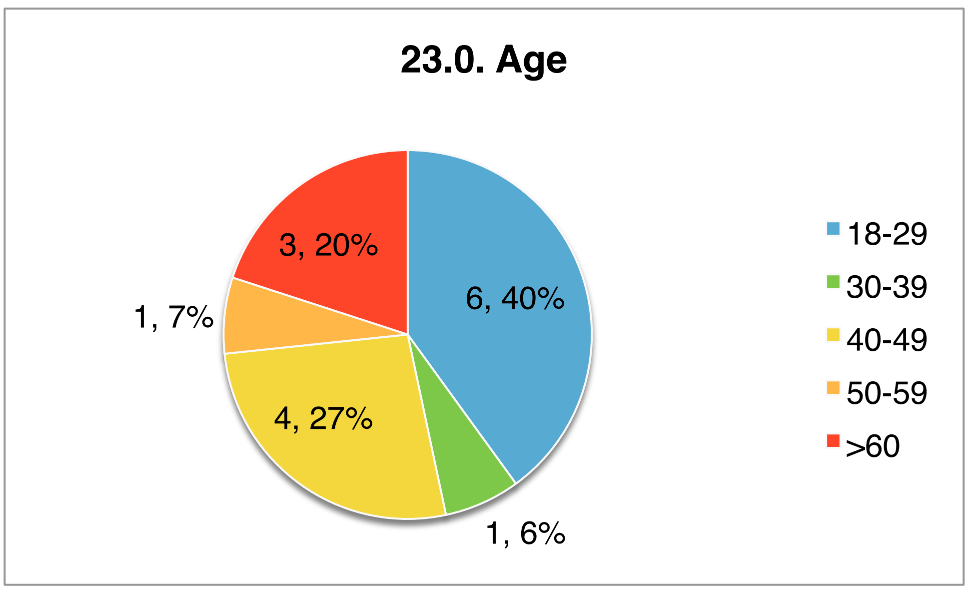

18.0. On average, how many weeks/ weekends per month do you typically visit the market
3, 20%
1, 7%
3, 20%
8, 53%
One
Two
Three
Four

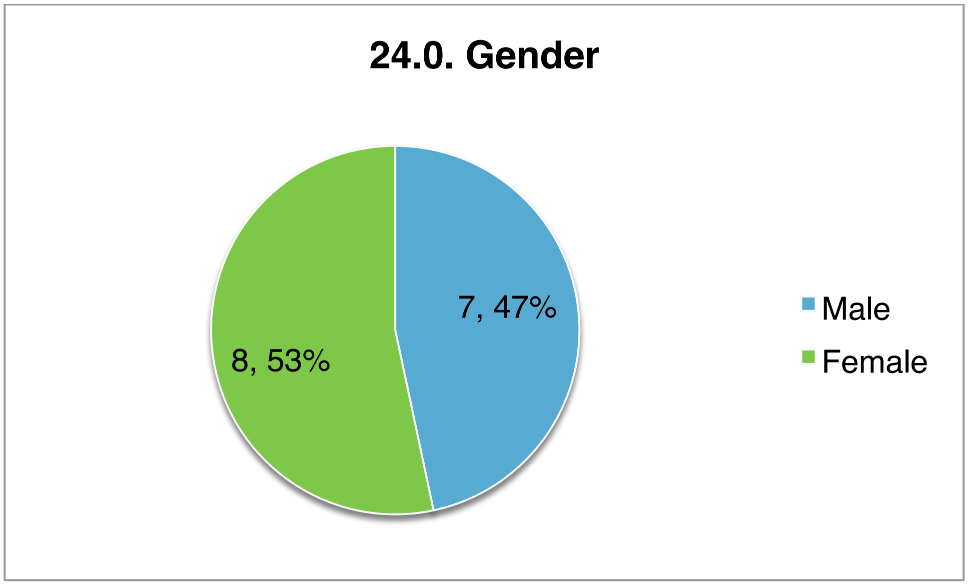

19.0. Average number of months you sell at the market per year
6, 40%
8, 53%
1, 7%
Twelve months
Less than twelve but more than six
0-6 months

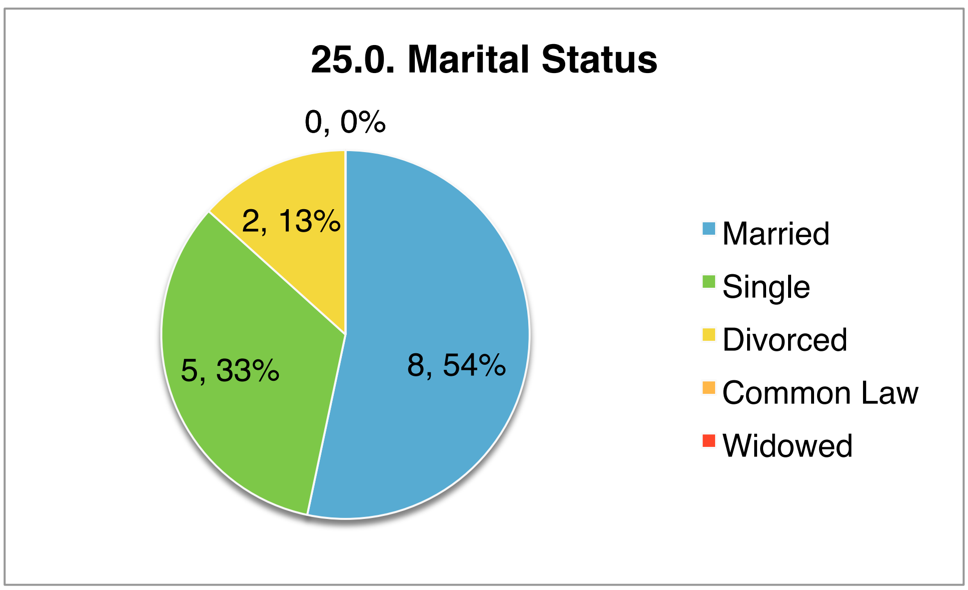

20.0. Which seasons do you typically shop at this market
6, 40%
7, 46%
1, 7%
1, 7%
4 Seasons (Spring, Summer, Fall, Winter)
3 Seasons
2 Seasons
1 Season

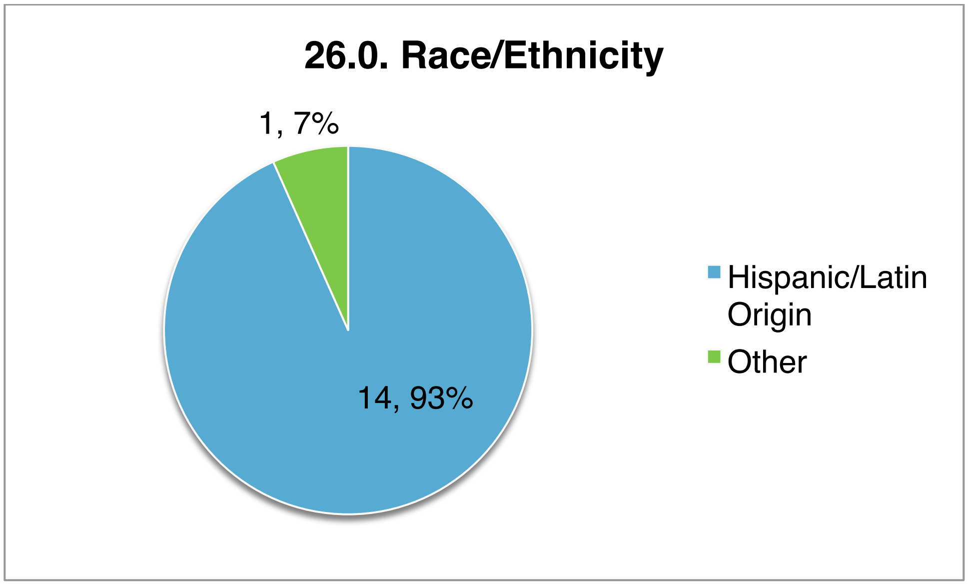

21.0. How long have you been shopping at this market
1, 7%
0, 0%
8, 53%
6, 40%
0, 0%
Less than 12 months
12 months to 23 months
Two to Five years
Over five years to Ten years
More than Ten years

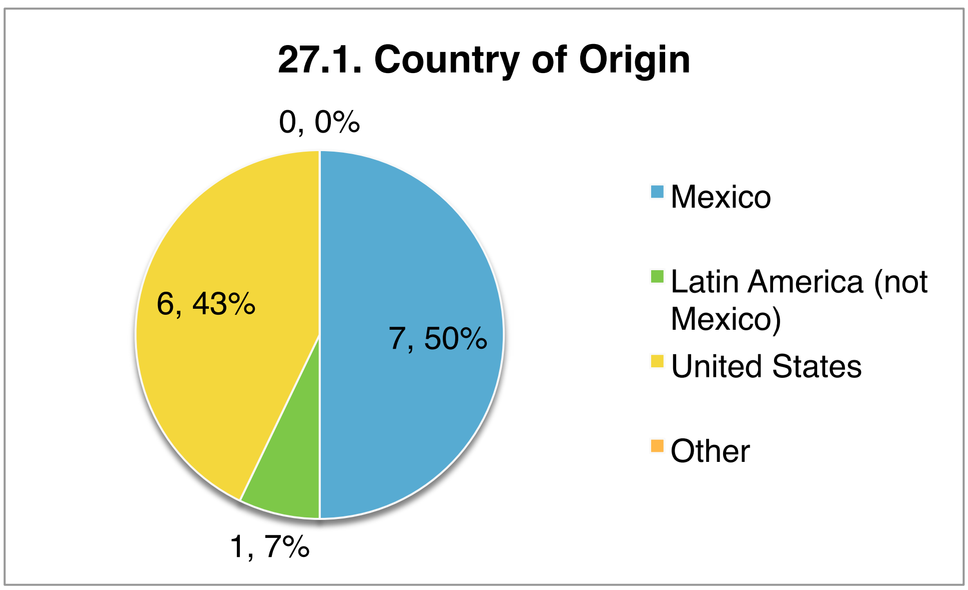

22.0. How much do you typically spend at the market each week
1, 8%
0, 0%
2, 15%
2, 15%
8, 62%
$0-50
$51-$100
$101-$150
$151-$200
>$200

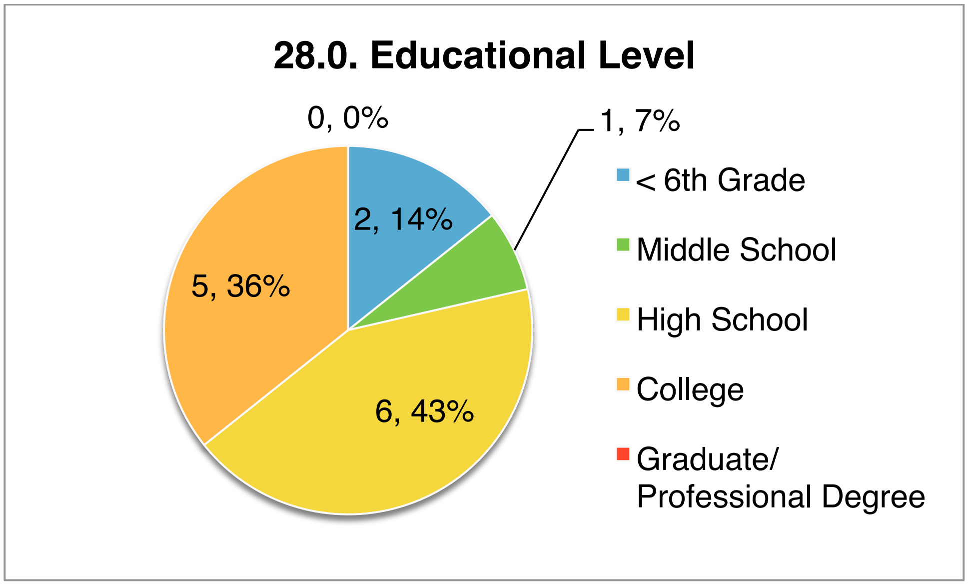

23.0. Age
3, 20%
6, 40%
1, 7%
4, 27%
1, 6%
18-29
30-39
40-49
50-59
>60

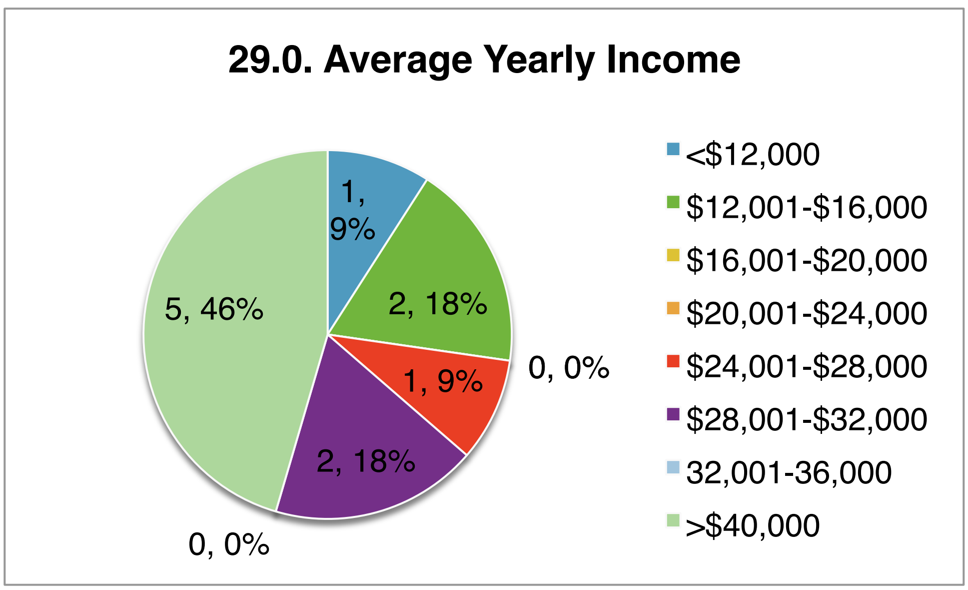

24.0. Gender
7, 47%
8, 53%
Male
Female


25.0. Marital Status
0, 0%
2, 13%
5, 33%
8, 54%
Married
Single
Divorced
Common Law
Widowed


26.0. Race/Ethnicity
1, 7%
14, 93%
Hispanic/Latin Origin
Other


27.1. Country of Origin
0, 0%
6, 43%
7, 50%
1, 7%
Mexico
Latin America (not Mexico)
United States
Other




*Los Angeles County, California Customer Comments*

| |
|---|
| shops at other swap meets as well |
| retired |
| is sick and comes to the market to walk |
| comes here because his wife shops every weeks for deals for grandkids |

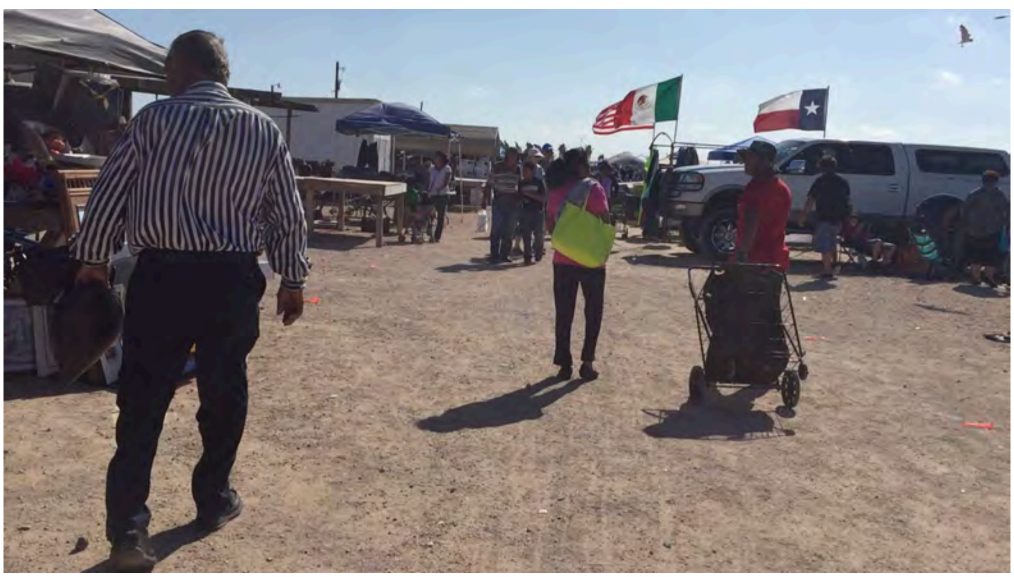
APPENDIX 19

CAMERON COUNTY, TEXAS FIELDWORK PHOTOS



Jueves
Buffet
$8.99
NO PETS


EXIT 4-A
NO PETS
ATM
AVON



APPENDIX 20

SAN DIEGO COUNTY, CALIFORNIA FIELDWORK PHOTOS



NO
155


SWAP MEET


Matrimonios Diocesano De La Renovacion
Catolica Hispana De San Diego
GENESIS 2; 23

APPENDIX 21

HARRIS COUNTY, TEXAS FIELDWORK PHOTOS



LIMON
TAMARINDO
PIÑA
MANGO
AGUAS
NATU


2058


EL REY


BANANA SPLIT
RASPAS
RASPAS


THERAPY
TRATAMIENTOS
TRATAMIENTOS


GORDITAS
FLAUTAS
HUAR
MENUDO

APPENDIX 22

LOS ANGELES COUNTY, CALIFORNIA FIELDWORK PHOTOS



GRAND
OPENING


CASHIERS CANNOT ACCEPT ANY BILLS LARGER THAN $20
75¢ PER PERSON
Children Under 5...FREE
CASHIERS CANNOT ACCEPT ANY BILLS LARGER THAN $20


Tacos Y


$12
$10