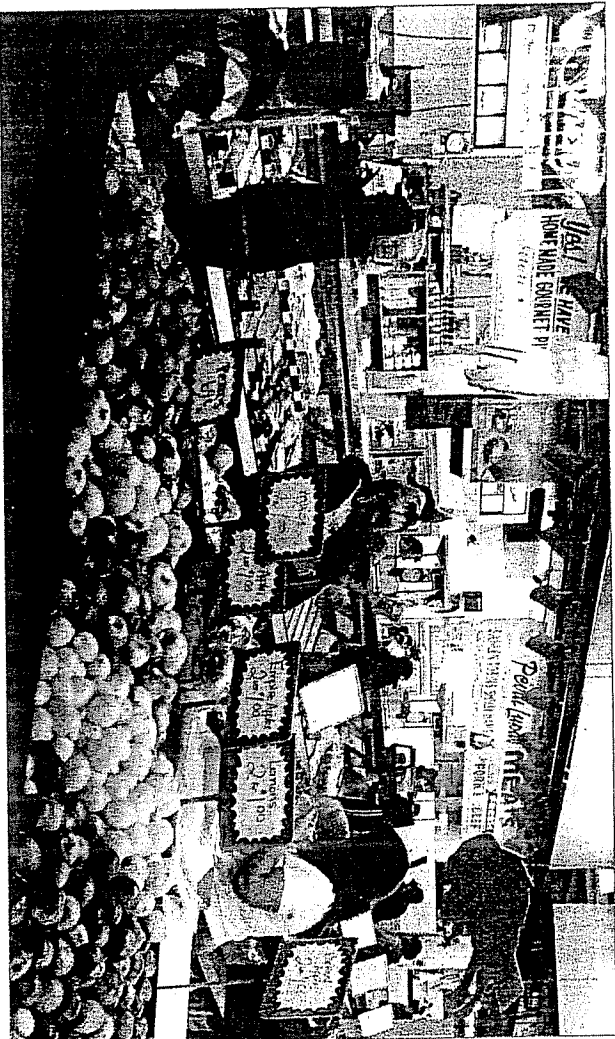


Broadway-Fillmore Neighborhood Food Alliance

A community food development strategy for Broadway Market



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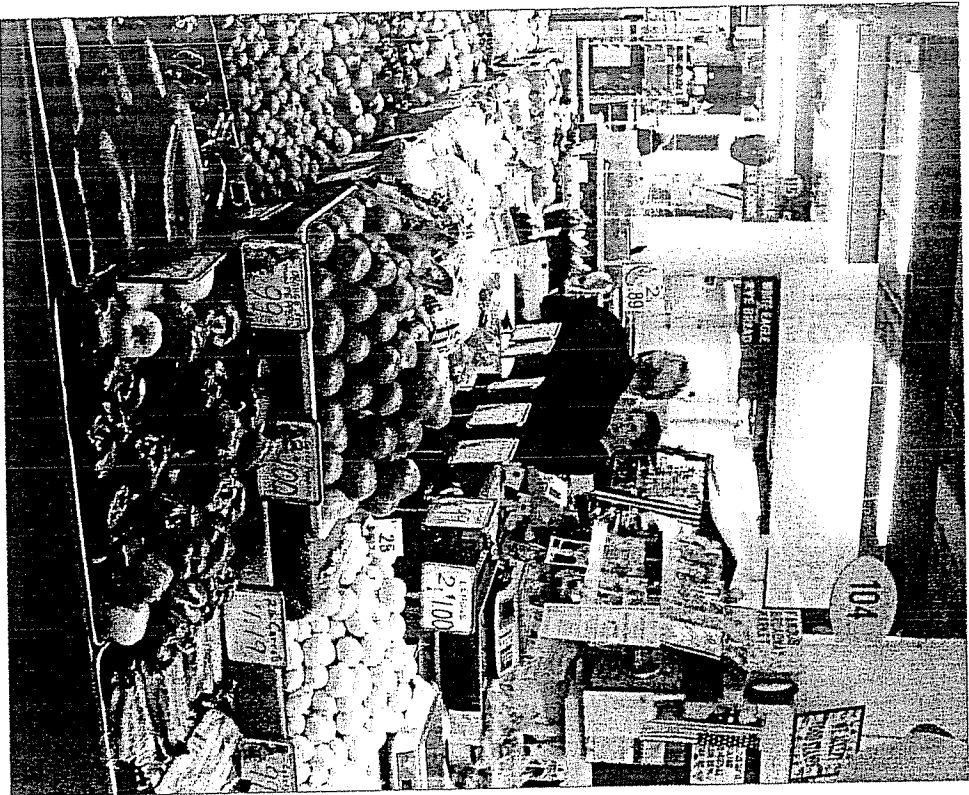
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Introduction



Photos taken by Ryan Cunningham, October 2007

Nationally one of four adults below poverty is obese compared to one in six adults with incomes above \$67,000. As a consequence, low-income inner-city residents are at higher risk for heart disease, cancer, diabetes, and hypertension (Avery, 1992, Braithwaite and Taylor, 1992, LeClerc et al, 1998, Robert, 1998, Williams, 1992). Dietary studies indicate that low-income residents consume less fresh fruits and vegetables and more cholesterol rich foods than other income bracket groups (Braithwaite and Taylor, 1992). Scholars now believe that there is a potential relationship between where these residences live and obesity. Places in which residents lack easy access to healthy foods have been labeled as community food insecure place.

The US Departments of Agriculture and Health and Human Services describe community food insecurity as "limited or uncertain availability of nutritionally adequate and safe foods or limited or uncertain ability to acquire acceptable foods in socially acceptable ways" (Cohen, 2002, p. 3). This is particularly the case in inner-city neighborhoods. Post World-War II restructuring of the food retail industry and outmigration of middle-class families to the suburbs have been a driving force for the relocation of supermarkets to the suburbs. Supermarkets shifted operations to the suburbs to take advantage of lower-operating costs and overheads. The availability of large green field parcels made it possible for them to double the size of their food stores and expand their food selection, and, thus, substantially lower their food prices.

In Broadway-Fillmore, the neighborhood encounters numerous challenges for food security. An Adult Health Risk Assessment Survey of the Western New York region found African-Americans more likely to be obese than whites. About 22.8 % of the total Erie County population is obese compared to 29.7 % of the African-American population in Erie County. In East



Buffalo, the obesity rate for all population groups is 43.5 %, with obesity rates for blacks and whites about the same—41.2 % for blacks and 43.3 % for whites.

As food retail establishments moved outward to the surrounding Buffalo suburbs and making it difficult for inner-city residents to reach them through public transportation, transportation-disadvantaged residents have become geographically isolated from the larger mainstream supermarkets. Nationally, it is becoming clear that it is highly unlikely that the large mainstream food chains will likely open new supermarkets in lower-income neighborhoods. An excuse commonly offered by the mainstream food chains is the relatively lower food purchasing habits of low-income residents. Fear of street crime and high store theft is another often cited factor. Other obstacles cited include the lack of availability of large sites, zoning and land-use restrictions, and parking requirements. Thus, it has been a challenge to keep and entice back the larger mainstream supermarkets to the more distressed inner-city neighborhoods. It took the City of Buffalo over two years to bring back a major mainstream food chain store to the city's Masten district and a similar time frame to remodel and renovate another mainstream chain in Buffalo's West Side. And, currently, it is taking more than a year to bring a replacement store for the recently closed Latina's store in a more affluent West Side neighborhood.

The Broadway Market offers to the City of Buffalo an existing institutional facility to fill the healthy food shopping void. Similarly, the Market is in need of strategic repositioning to compete effectively and to become, once again, an attractive and viable place for food shopping. And, now in East Buffalo, there is greater receptiveness to the idea of Broadway Market becoming a venue for addressing the community food challenge in East Buffalo. It was the belief prior to undertaking this planning study that Broadway

Market could be a critical catalyst for Broadway-Fillmore community food security and sustainable neighborhood redevelopment. The whole relationship between the market and the surrounding neighborhoods is critical and further attention needs to be given on how to increase its role in neighborhood revitalization efforts. In addition, attention to how the market could build on its connections with local farmers to move forward a regional approach for both food production and consumption. An approach which could increase the healthy food choices for East Buffalo residents, yet recruit and bring more farmers and other local producers to the Broadway Market.

Because of its public market history, the Broadway Market is well positioned to promote community food based development in both the Broadway-Fillmore neighborhood and the City of Buffalo. The unique ethnic history of Broadway-Fillmore makes the market an ideal platform for both neighborhood wealth generation and for affordable, accessible healthy food shopping. A policy priority for the Broadway Market Management Corporation is to revive its "farm to city" project and undertake a feasibility analysis for Broadway Market to reintegrate farmers and new food ventures into the facility. This will make it possible for Broadway Market to follow a break out of the box approach that mutually serves to benefit local food suppliers and both the regional high-income and neighborhood low-income consumers. The goal of this project was, thus, to examine potential strategies that the Broadway Market could take to strengthen the Market and to redefine its role as a distribution center of fresh and processed locally-sourced food.

This project objective is to provide local officials and public agencies a potential platform from which to build a structure for securing healthy food choices for East Buffalo as part of a comprehensive strategy for sustainable neighborhood redevelopment.

The basic ingredients for the revitalization of Broadway Market are already in place—a committed management team, an established location as a neighborhood and regional anchor, a base of loyal customers and vendors, and a committed group of neighborhood residents and citizens working to improve the neighborhood quality of life. And, most recently, through the strong commitment of neighborhood groups Broadway Market is experiencing a new optimism. Through the efforts of community volunteers and newly committed management board, the market has attracted interest from Bashara Issa's BSC development group, who is sponsoring an off-site Christmas Fair at the downtown Statler Towers. Building upon its Easter holiday success, the market is making a special effort to augment its vendor base for a Thanksgiving weekend and Christmas Fair by making leasing temporary vendor spaces for local producers of wine, cider, chili, salsa, jams, jellies and crafts. Market volunteers has also recently implemented a monthly food demonstration program called "Savor the Flavor" which incorporates the specialty foods sold at the market.

The intent of this report is to investigate the various proposed visions for the market in terms of their potential impact on operations. Special emphasis is given to identify strengths, weaknesses, opportunities, and threats for Broadway Market as a neighborhood anchor for healthy food in East Buffalo. An obstacle that will need to be assumed, however, is the impact of changing demographics within the Broadway-Fillmore neighborhood. Because of substantial population losses in Broadway Fillmore and the outward flight of population to the suburbs, Broadway Market has slowly been losing its regional market share of customers. Despite this decline, the consumer buying power in low-income neighborhoods often offer more per square mile than other neighborhoods through such assets as retirement income and food stamps.

Prior to under taking this project, It was felt that by repositioning Broadway Market to fill the food shopping void in East Buffalo, the market would have the potential to act as a pro-active neighborhood revitalization force by taking advantage of existing resources, capacities, and connections and, thus, once again become an attractive viable place for healthy food shopping.

Issues of particular concern, thus, addressed in this report include:

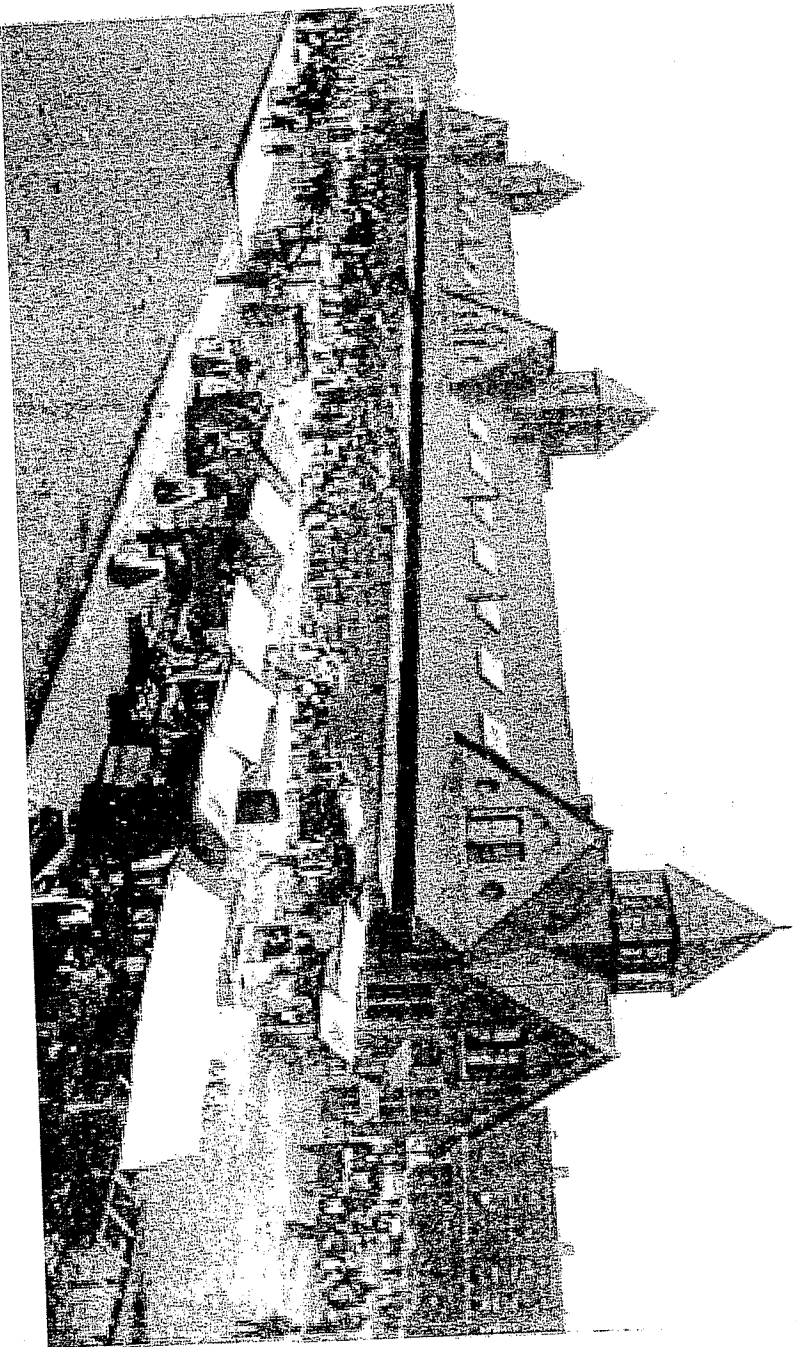
- Where neighborhood residents do most of their shopping;
- Frequency with which neighborhood residents shop for fresh fruits and vegetables;
- Where do most residents do their quick-stop/convenient shopping;
- What types of food residents feel is lacking in their neighborhood;
- Knowledge of neighborhood residents about affordable healthy food opportunities and food preparation strategies for a healthy lifestyle;
- Feasibility of reviving the Broadway Market "Farm to City Project"; and
- What strategies neighborhood residents feel would strengthen the Broadway Market to more effectively serve low-income individuals' food security needs as well as to provide stewardship for a community-food centered revitalization strategy in the City of Buffalo.



In the following chapters, we provide analysis of the local context in which Broadway Market operates, analysis of customer survey attitudes of the strengths, weaknesses, opportunities and threats for Broadway Market, analysis of food vulnerability issues faced by community residents, analysis of community food vulnerability in East Buffalo, and best practices lessons from other public markets located in similar cities as Buffalo.



Research overview: public markets and community food security



Source: www.geocities.com/richslon/bwqymkt.com

The purpose of this project is to explore the viability of a public market to serve as vehicle for community food development that serves as both as a regional anchor for a community food industry while offering an effective alternative for healthy food shopping in low-income neighborhoods.

Public market US evolution

Public markets have evolved from being municipally-owned and operated buildings with vendors selling fresh food to a variety of shapes and places with a range of products such as food retailing, antiques, arts and crafts, and farmers markets. Today, public markets typically operate under the aegis of a sponsoring entity whom has legal and financial responsibility for overseeing operations and structures.

Project for Public Spaces (PPS) has noted that “one of the most obvious, but perhaps least understood, methods of enhancing social integration in public spaces and encouraging upward mobility are public markets” (Ford Foundation, 2003, p. 3). A conclusion reached by PPS is that public markets could redress some of the more pressing inner-city problems: “the need to bring people different ethnic groups and incomes together; the need to make inviting and safe public spaces; the need to reinvigorate low- and moderate-income neighborhoods and support small-scale economic activity; the need to provide fresh, high-quality produce to inner-city residents; and the need to protect open space and preserve farming around cities” (Ford Foundation, 2003, p. 3).

PPS distinguishes public markets from other retail activities by the following characteristics: 1) “public markets have public goals” (Ford Foundation, 2003, p. 5); 2) “public markets are located in and/or create a public space in the community”, and 3) “public markets are made up of locally owned, independent businesses operated by their owners, unlike the ubiquitous franchises that dominate retailing today” (Ford Foundation, 2003, p. 5).

Factors making it difficult for public markets to sustain themselves may be similar to traditional retail failure— “inadequate capitalization, poor understanding of the customer and the market, and poor management” (Ford Foundation, 2003, p. 9). Other reasons stem from failure of the public aspect of the market—the market operates with no overt public purpose and fails to recognize the role of the market for serving as public benefit to the community. Another failure may come from the market not participating in a broader comprehensive neighborhood strategy that focuses on the bridges between the market and their nearby economic, civic or recreational activities (Ford Foundation, 2003, p. 11).

The Broadway Market in Buffalo, New York represents a struggling public market. It has neither brought back new life and vitality to the Broadway Fillmore neighborhood nor is it an economic failure. This report examines the potential steps that the Broadway Market could take to be more competitive as an operation and potential opportunities that it can take to strengthen its operation by becoming a center of a community food development revitalization strategy.

Background: neighborhood context



Picture taken by Ryan Cunningham, October 2007

The Broadway Market began in 1888 with a group of citizens on a city donated parcel. The original market was an outdoor market whose trade area extended outward to the reach of horse-drawn carriages. The market began with a tradition of making the connections with local vendors and farmers for neighborhood residents to shop for fresh vegetables, loaves of bread and baked goods, fish, poultry, and meat. From the beginning, the market served both as a place for doing business and as a community gathering place for socializing and sharing gossip from the old world. Broadway Market is a reminder of Buffalo's immigrant past and traditions. The market became the historic anchor of the Polish section of Buffalo ("Polonia"). The market continues to be patronized by large numbers of Polish descendants. Buffalo residents fondly recall their childhood Easter trips to the market. This tradition has passed on from one generation to another.

As the market flourished, it spawned a business district that radiated outward from the intersections of Broadway and Fillmore avenue. The business district was home to several large department stores in the 1950s. In the 1960s and 1970s, there was a substantial population movement out of Broadway Fillmore either to the suburbs or out of the region altogether. Despite the population decline and neighborhood deterioration, the market still anchors the Broadway-Fillmore business district and serves a central focal point of East Buffalo and a regional ethnic destination. It not only continues to offer an European style marketplace, but provides an alternative to mainstream shopping malls. Its merchant base still is comprised of family-owned butcher shops, poultry stands, vegetable/fruit stands, and bakery shops. And, the old world atmosphere established in the 1800s still serves as a neighborhood gathering place, especially for the neighborhood seniors.

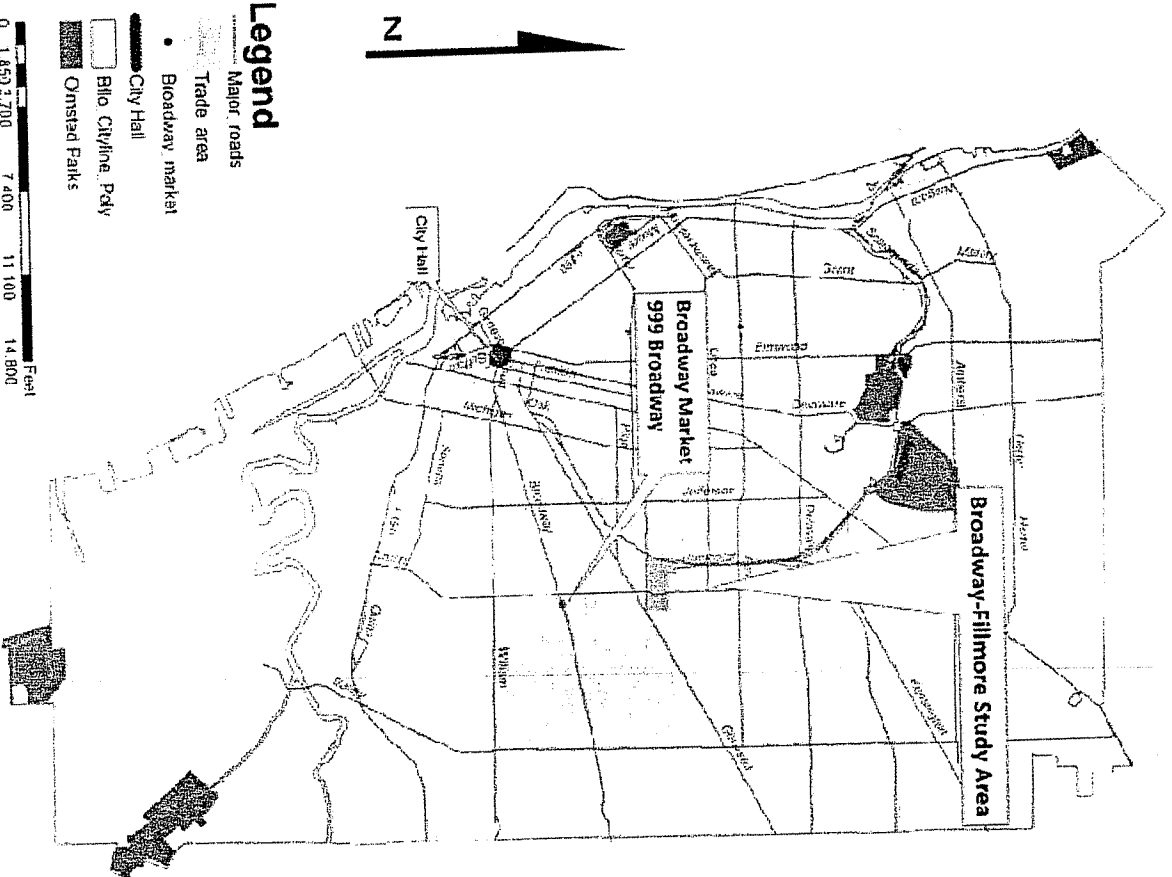
Market location

The Broadway Market is located in the heart of the City of Buffalo. It is within a 3 to 5 minute driving time from Buffalo's City Hall and to a potential customer base over 200,000.

Market assets

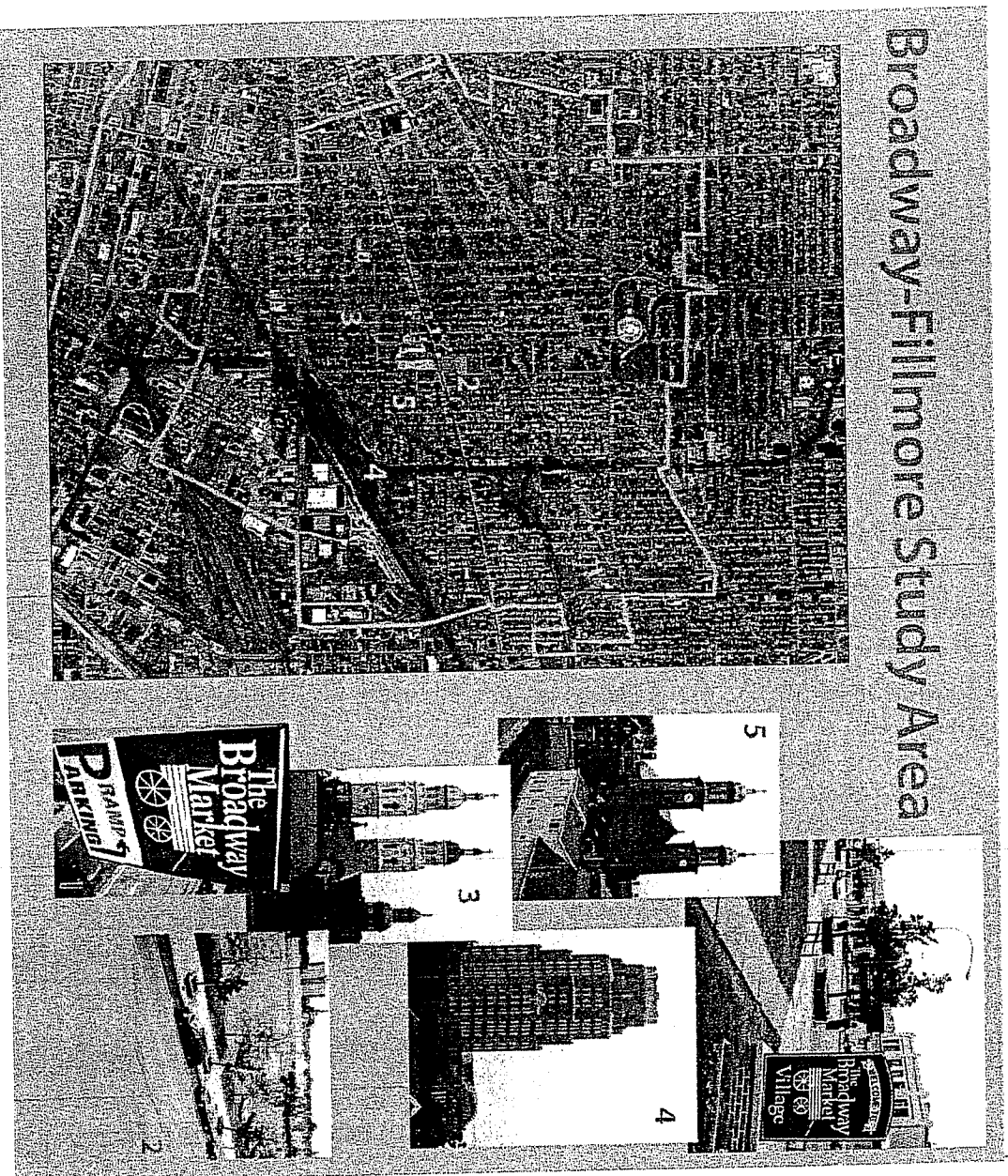
Its assets include long-term established vendors and a long tradition of service as a public market. The market facility has over 100,000 square feet of gross space and about 48,000 square feet of leasable space. The market parking ramp has over 1,300 parking spaces. The market is a neighborhood meeting space for socializing, shopping, and dining.

Market Location



Neighborhood assets

The neighborhood was one of the first sections of the City of Buffalo to experience industrialization. In the early twentieth century, the neighborhood was home to over 100,000 Polish Americans who erected some of the most ornate Catholic Churches in the City of Buffalo. St. Stanislaus church shown in picture 3 is the oldest Polish parish in the diocese of Buffalo. Corpus Christi Church shown in picture 5 was designated a national landmark in October 2007. In the 1920s, the ornate art deco New York Central Terminal was built.



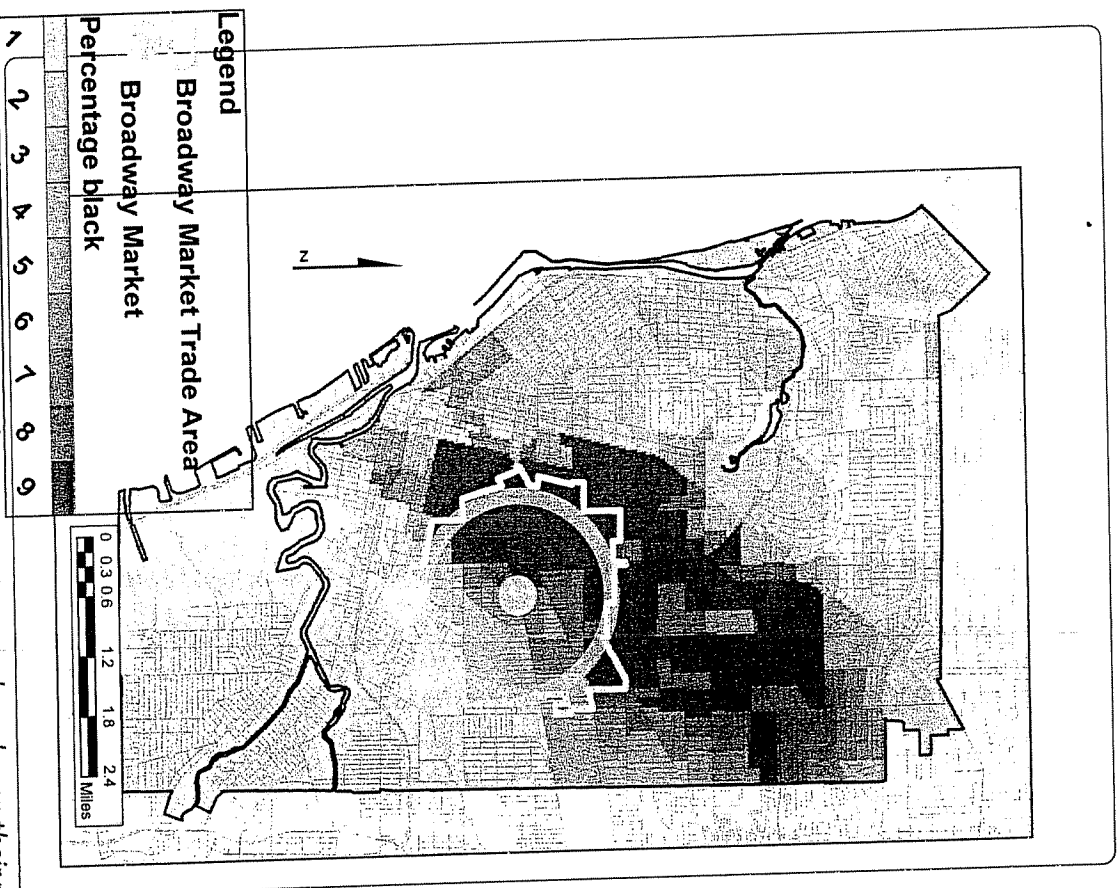
Changing neighborhood diversity

Historically, Broadway Fillmore was the center of Buffalo's Polish American community. Once a point of entry for East European immigrants, Broadway-Fillmore continues to be one of the most ethnically-diverse communities in the City of Buffalo, but its ethnic make-up ethnic make-up has changed.

In 2000, 58.5 % of the population identified themselves as black alone compared to 36.5% for the City of Buffalo.

Since 1990, Broadway-Fillmore is once again becoming an entry point for immigrants, the Asian-American population grew from around 30 to 351 between 1990 and 2000.

Distribution of African-American Population, 2000



*Please note the following maps depict percentages as based upon their ranking from lowest to highest in comparison to all neighborhoods in the City of Buffalo.

Broadway-Fillmore today is a neighborhood in distress with:

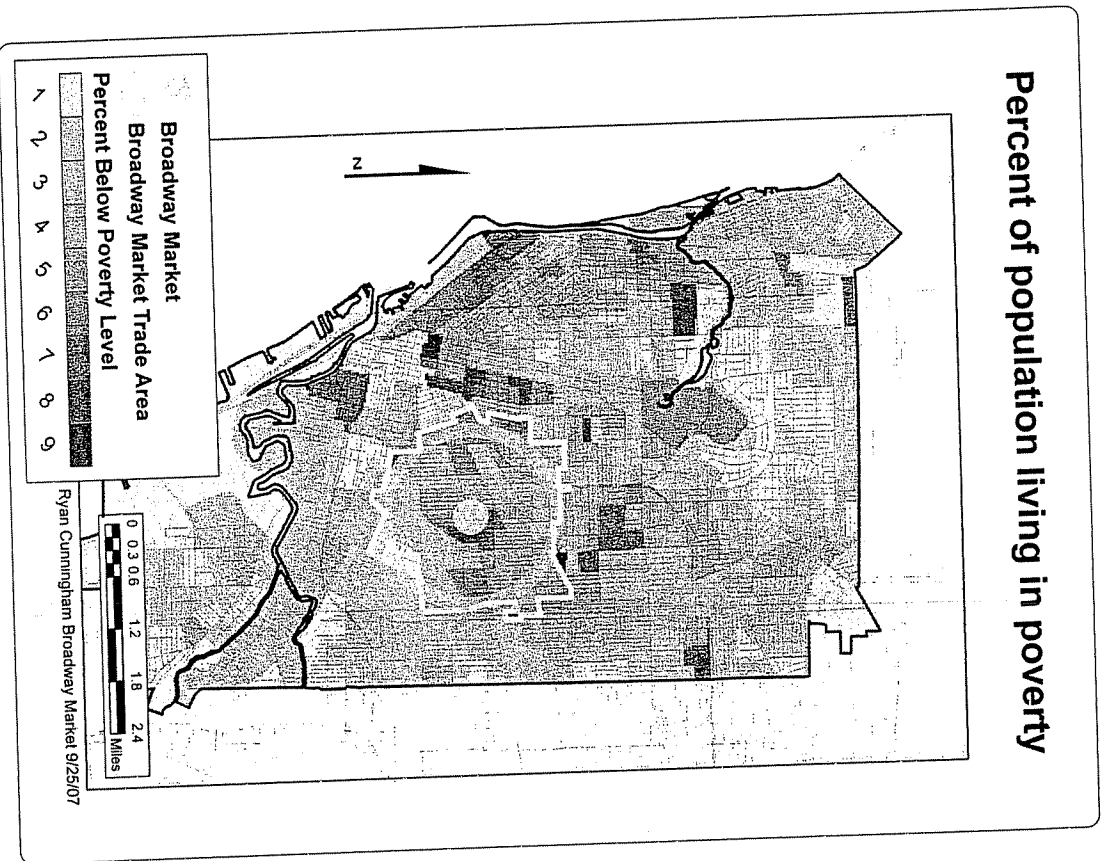
- **High rates of population living in poverty**

Broadway-Fillmore is one of the most impoverished neighborhoods in the City of Buffalo. In 2000, the U.S. Census data showed that the Broadway-Fillmore poverty rate (38.2 %) is roughly 12 % higher than the overall City of Buffalo poverty rate (26.6%).

- **Single-headed households**

Just 23.4 % of the families with children under the age of 18 are living in married-couple families in the target area compared to 51.9 % citywide. Of children under the age of 18, some 77.6 % are living in single-parent headed households compared to 57.3 % citywide.

Percent of population living in poverty



- **Single-female families**

Almost 66.3 % of these families are headed by single females.

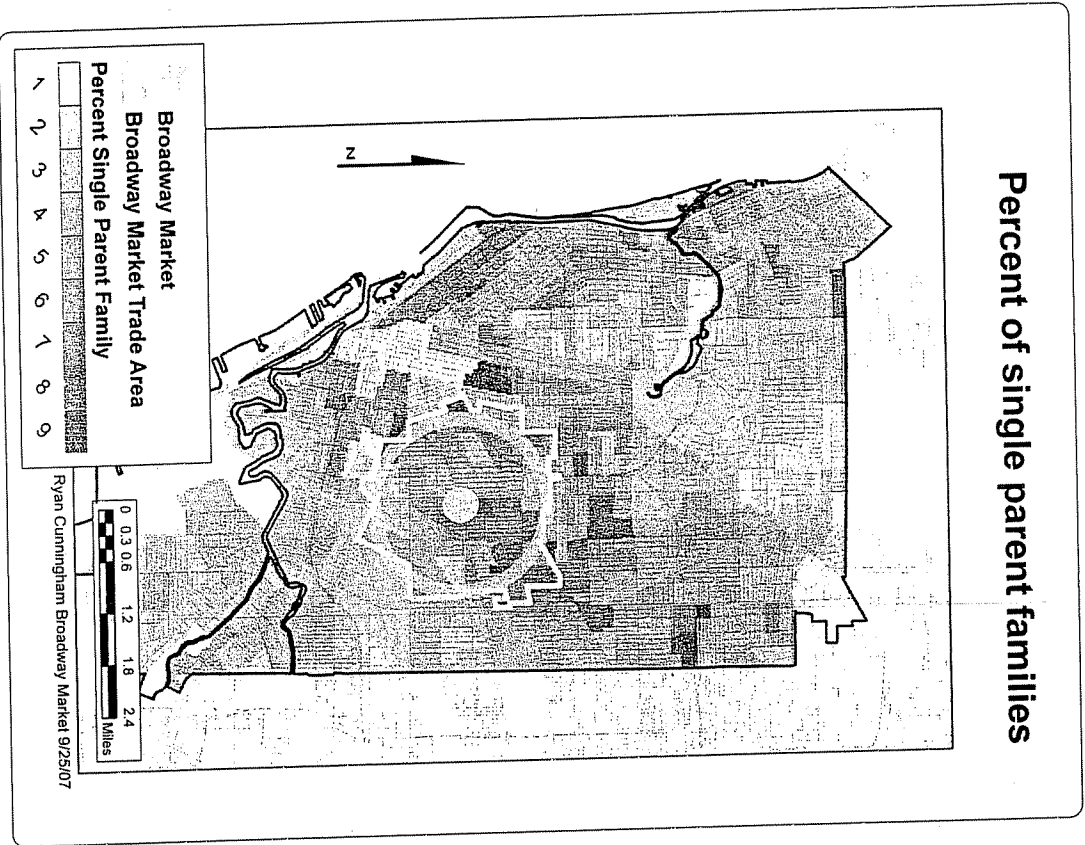
- **Children under 18 living in poverty**

Similarly, 61.2 % of children under the age of 18 are living in poverty compared to 38.6 % citywide.

- **Population not completing high school**

The population not completing high school was 41.8% compared to 25.4 % citywide. Lower rates of education attainment are indicators of high school dropout problems and potentially lower earnings. The neighborhood dropout rate of 13.73% is more than 3 times the double trouble rate for high school drops identified by the New York State board of regents as a potential issue for a school district.

Percent of single parent families

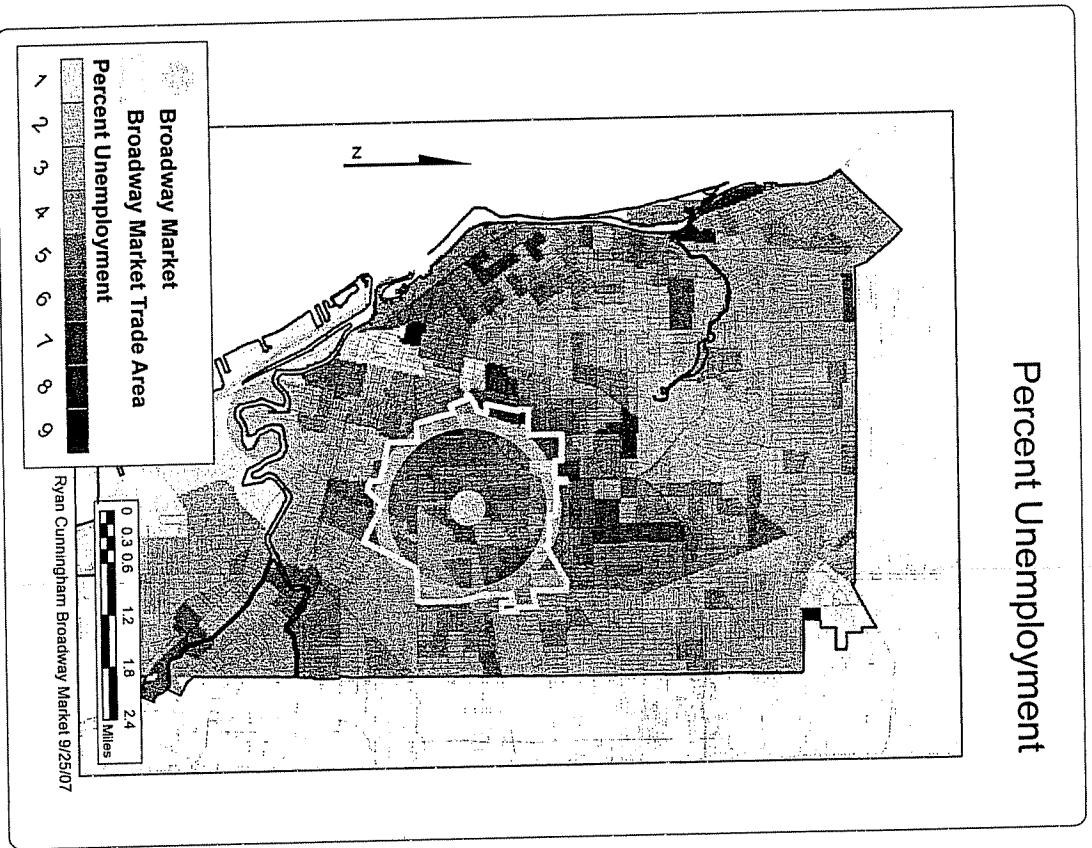


- **Unemployment**

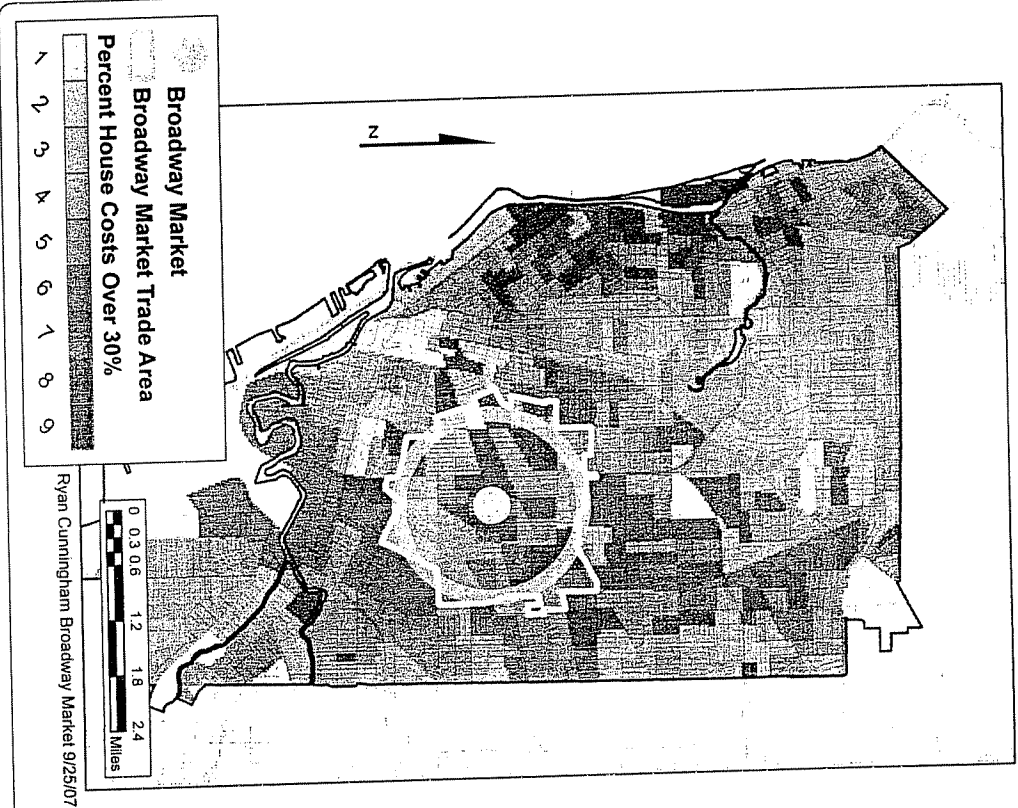
Part of the substantially lower household income in Broadway Fillmore can be attributed to the areas' higher than average unemployment. The unemployment rate for Broadway-Fillmore was 18.0% compared to 12.4% citywide based .

- **Resources available to households**

The median household income in the target neighborhood is \$17,582 compared to \$24,336 citywide. A consequence of the low-income is household housing cost in the neighborhood is above 30 percent. This higher housing burden means less household income is available for spending on other household necessities such as food and transportation.



Percent household cost over 30%

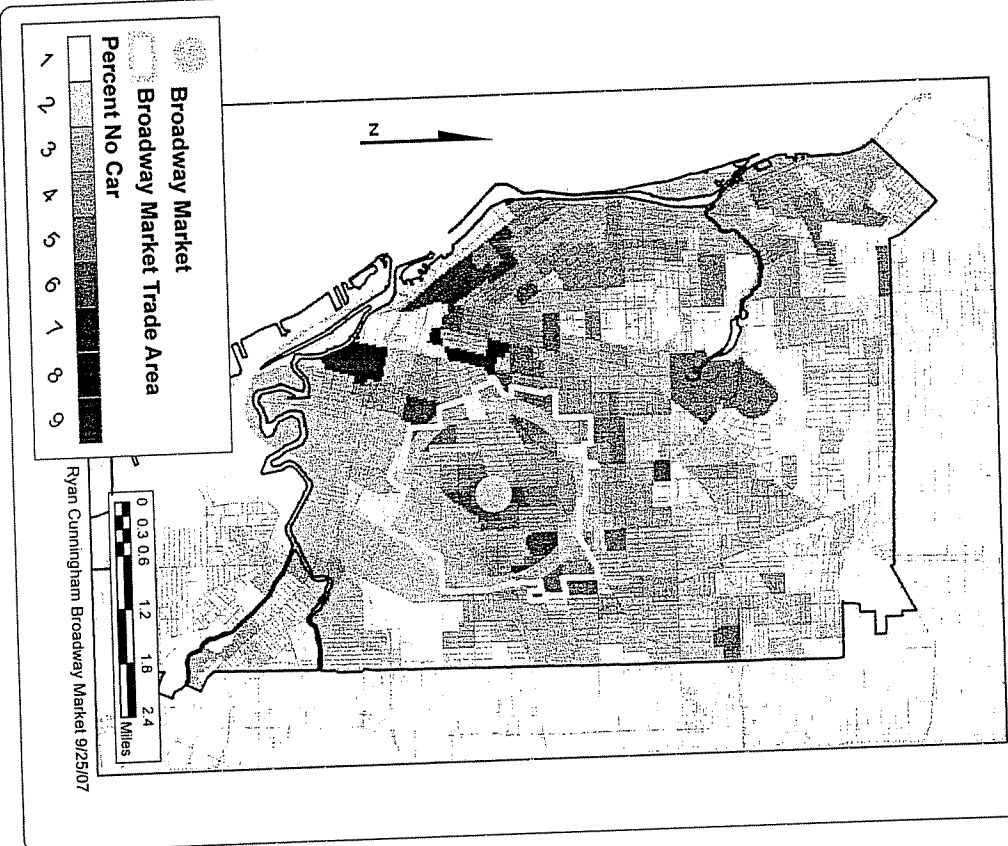


- **Transportation resources**

Forty-five percent of the households have no vehicle available to them compared to 31 % for the City of Buffalo.

Traveling to and from East Buffalo on public transit to shop at a major food shopping centers typically involves changing buses four times and a travel time of at least 1 hour and twenty minutes. A consequence of this transportation barrier is infrequent purchasing of fresh and perishable foods.

Percent no vehicles available to household



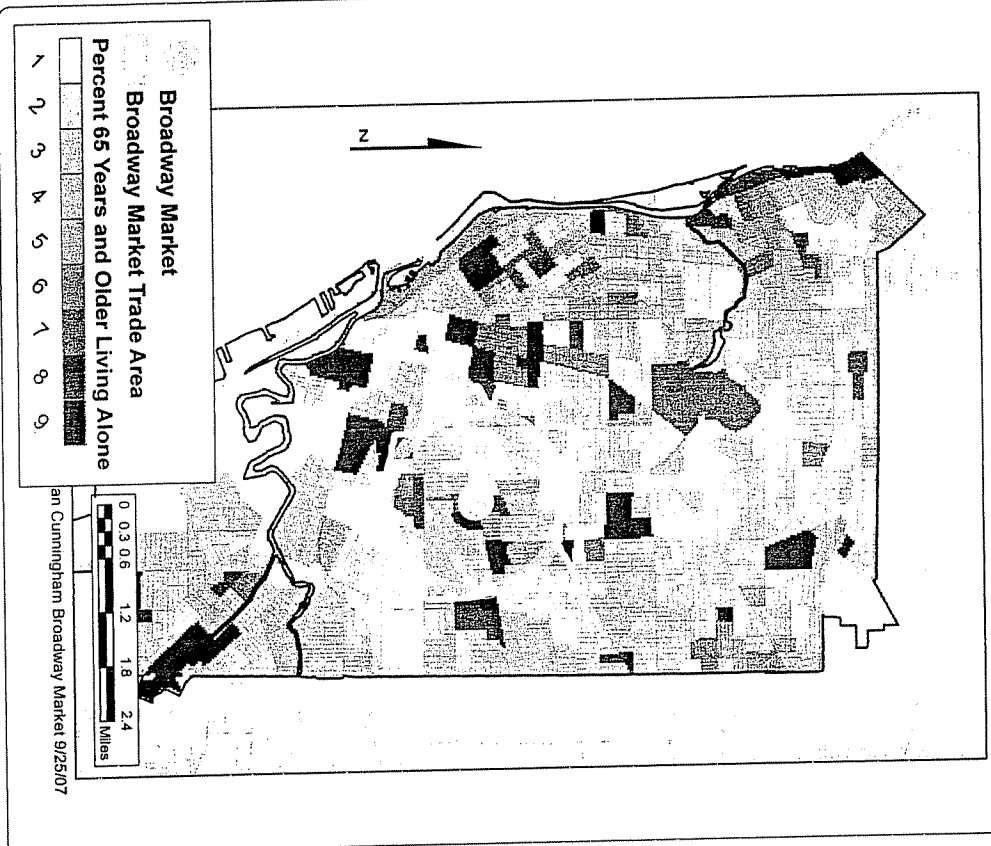
- **Population decline**

Between 1970 and 2000, the Broadway-Fillmore neighborhood experienced a population loss of over 50%. This population loss was greater than any other East Buffalo neighborhood and greater than the overall citywide decline.

- **Elderly population decline**

The number of senior citizens in Broadway Fillmore declined by a dramatic 46.8% in the 1990s, a much greater rate of decline than seen in previous decades. Even so, in several blocks immediately adjacent to the Broadway Market, there is an above average concentration of senior citizens as the map of elderly population density shows on the following page.

Percent population over 65 and living alone



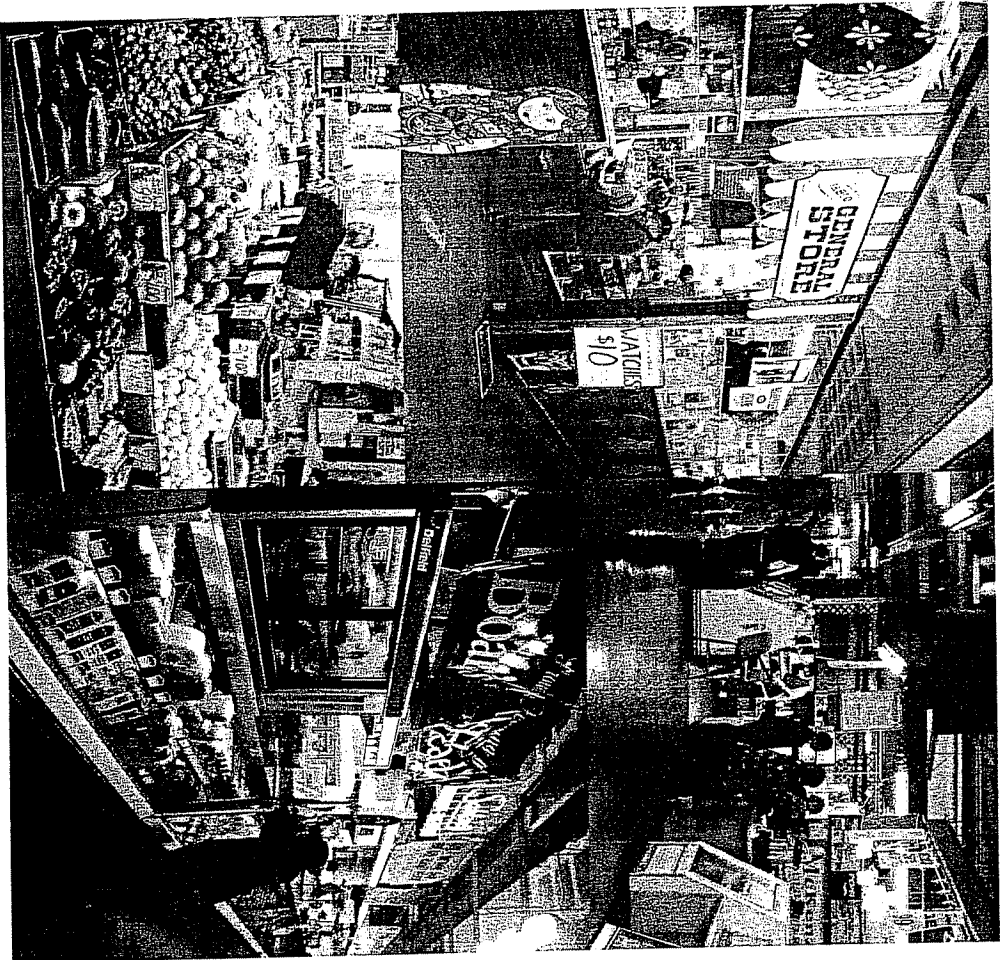
Changing population densities

In the 1990s, the neighborhood was among the more densely populated neighborhoods in the City of Buffalo. About 15,000 people per square mile live within a two-minute drive of the market, within a three minute drive there are about 47,278 people and within a five-minute drive, there are about 129,249 people.

In 2000, there is just 6,468 people living within one square mile of the market. However, there are about 20,000 people living within a two mile radius of the market, 72,245 within a three-mile radius, and 166,124 within a 5 mile radius.

In sum, the above challenges show the rates of poverty, educational attainment, and vehicle ownership exceed those found citywide, and thus have impacts on the long-run viability of the neighborhood, the ability of neighborhood residents to access healthy food shopping, and the regional customer base of the Broadway Market is declining.

Broadway Market Shopping Experience



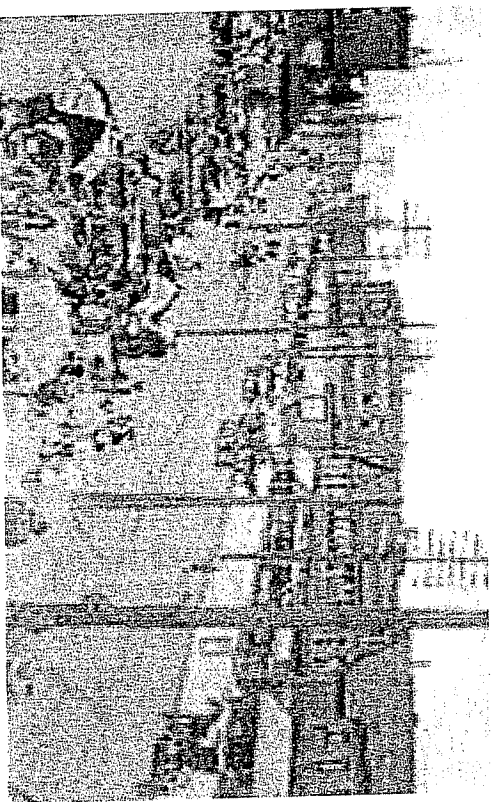
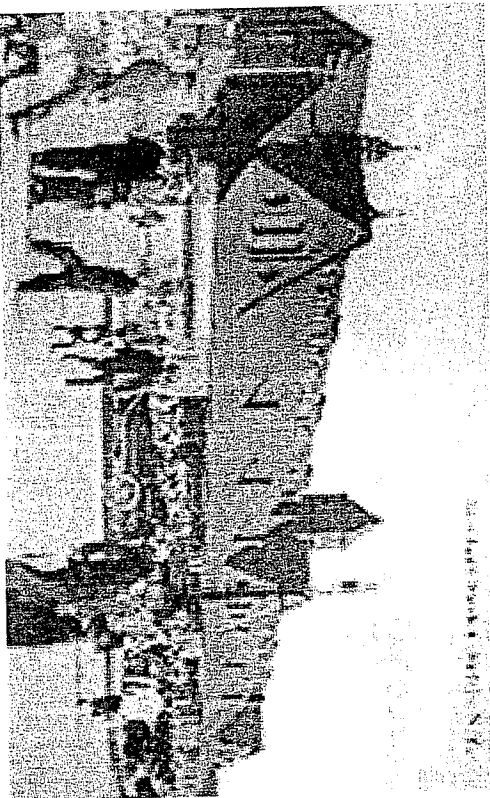
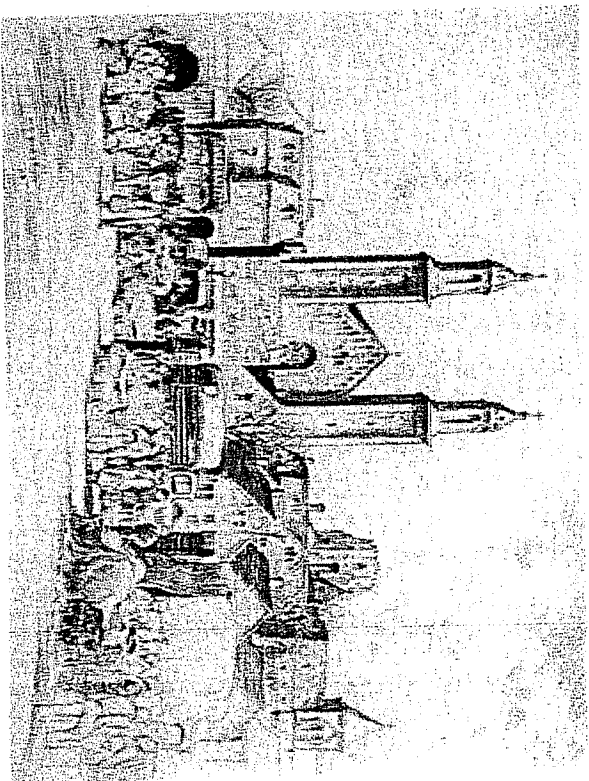
Picture taken by Ryan Cunningham, October 2007

Broadway Market as a food shopping destination

One of the oldest public markets in United States, Broadway Market has been the heart of the Broadway-Fillmore neighborhood for over 119 years. It is a revered regional institution in the Buffalo Niagara region. The market is renowned for its old-fashioned products and personal service. Several of the vendors are family-owned that have passed from generation to generation. The market's concept is to sell the freshest meats, poultry, produce and baked goods within an old-fashioned setting that connects its customers to the historic traditions and cultures that once thrived in the Broadway Market district.

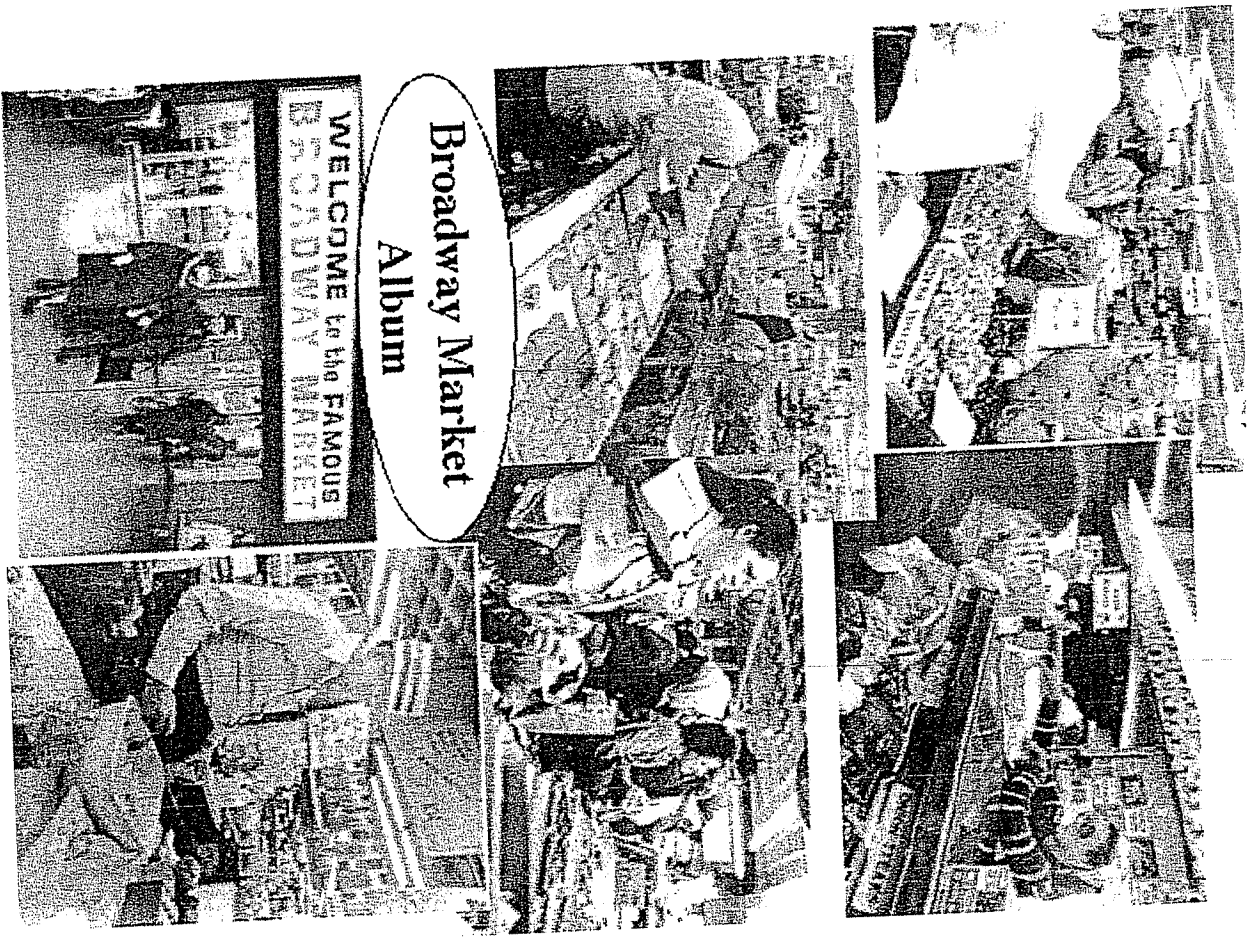
Visiting Broadway Market during the Easter season is a family tradition not only among Buffalo's East European descendant population, but the Western New York region. Shoppers come to the Broadway Market for stocking up on homemade baked goods, homemade horseradish, ham, sausages, and bacon for their Easter Holiday. Today, however, only during the two weeks prior to Easter season is the market full to capacity. City of Buffalo police department estimated that 300,000 shoppers visited the market in Easter, 2007. This is in contrast to the Police Department estimates of over 600,000 shoppers visiting the market in 1998. The market gradually lost its market share and, today, faces the dilemma of how (1) to attract new customers and win back those shoppers who stopped coming or who only visit during the Easter season when the market does the bulk of its annual sales and (2) to serve the community food needs of its ethnically diverse neighborhood.

Historical images of Broadway Market and the surrounding business district



Sources: Geocities, Forgotten Buffalo

Historic images of Broadway Market

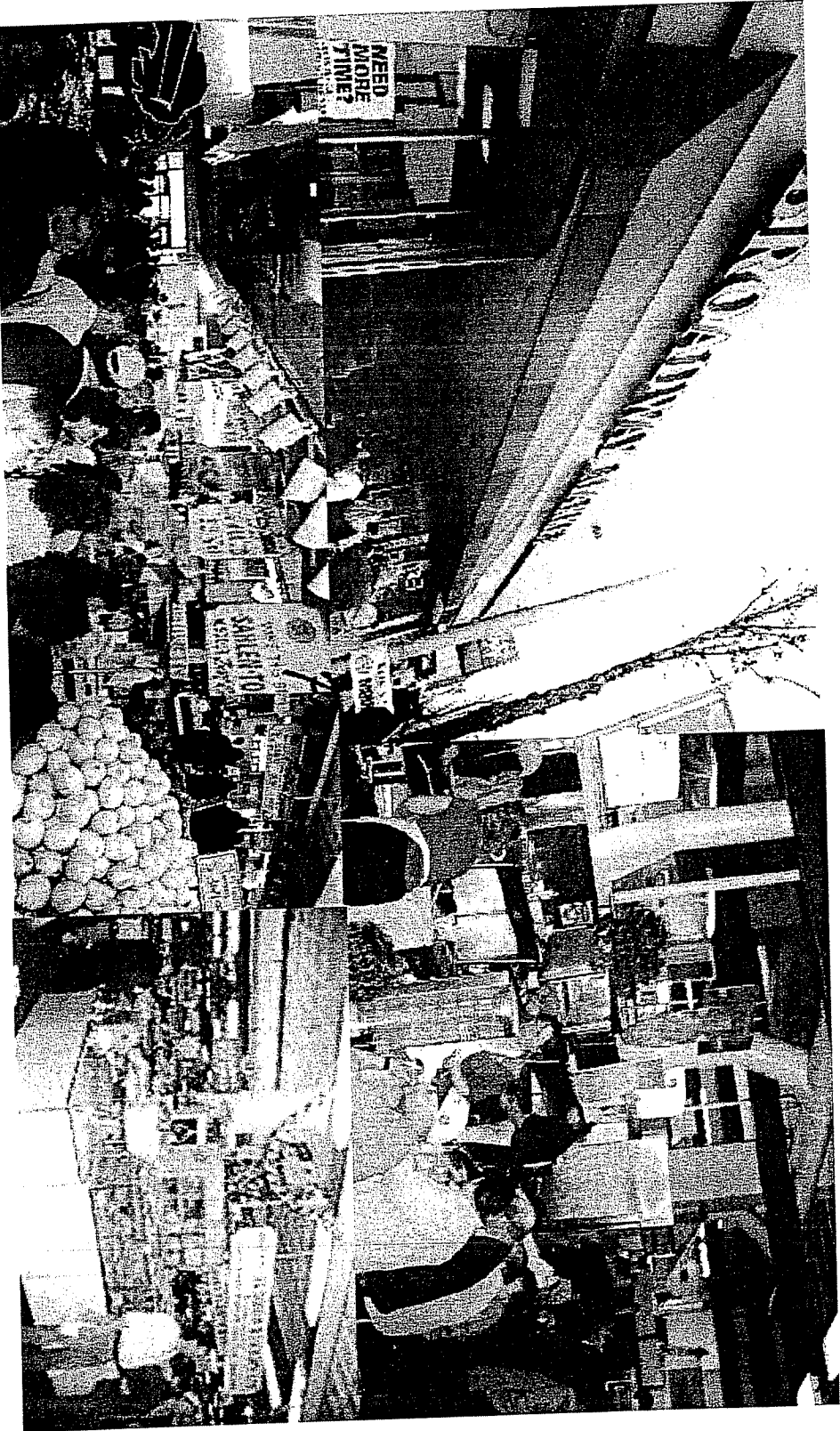


Broadway Market Album

Source: www.geocities.com



Easter scenes at Broadway Market, 2006



Source: forgotten Buffalo

Broadway Market shopping analysis

A two-page customer survey was conducted at Broadway Market during Easter and Christmas seasons to ascertain who shops at the Broadway Market. The questions asked included: where shoppers live; products purchased at Broadway Market; current food shopping patterns (special attention to store, location, types of food purchases and frequently); perceptions of market operation and hours; preferred hours for market operation; perceptions of the surrounding neighborhood; the short comes of the market and neighborhood; and recommendations for strengthening the relationship between the market and neighborhood.

Challenges facing the Broadway Market:

- Difficulty keeping up with changing demographics;
- Not matching the changing regional and neighborhood food shopping preferences;
- Market hours not adapting to changing food shopping patterns ;
- Emerging food preference for buying local food; and
- Deteriorating neighborhood conditions.

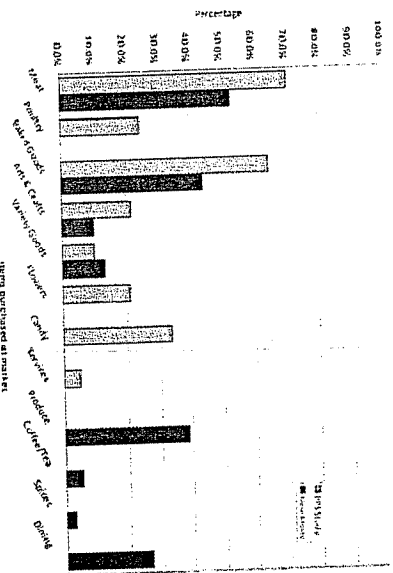
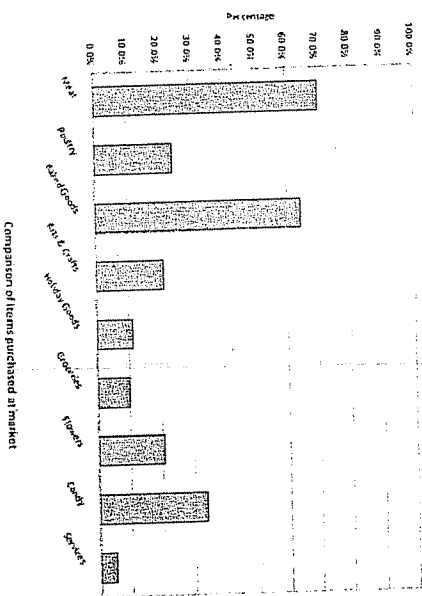
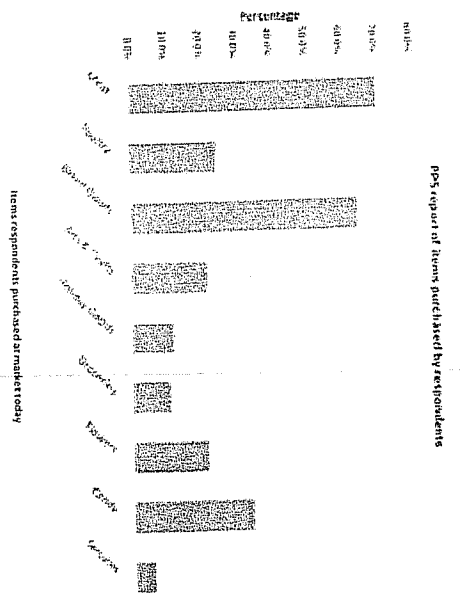
Purchases at the market

The Broadway Market historically has been known for its butchers and bakers.

A survey conducted by Project for Public Spaces in 1998 showed 70% of the market shoppers purchased meat, 65% baked goods, and 34% candy.

In the 2007 market customer survey, 40.6% purchased meat, 34.5% purchased bakery products, 29.9% purchased fresh produce, and 21% purchased dining services.

Changes in market purchasing patterns in part is a reflection of changes in vendors. Since 2000, three meat and deli vendors left the market—Charlie Butchers, Redlinski, and Baczynski Meats.

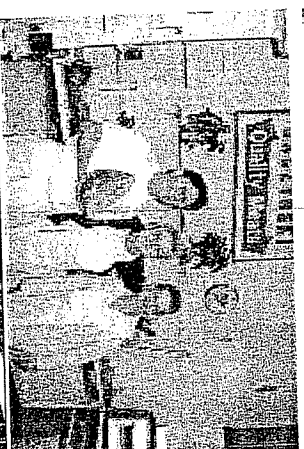
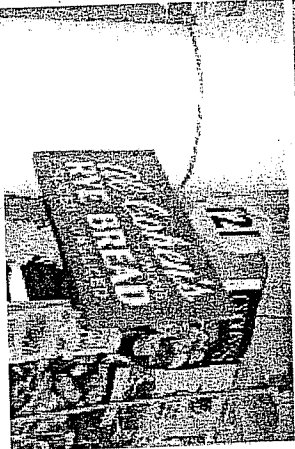


Changing market vendors

Historically, Broadway Market had a reputation for giving its customers the best value for the price, especially its butchers and delis. Since the PPS conducted their analysis of the Broadway Market in 1998, two of the markets most renown meat and deli vendors left.

Redlinski Meats left the Broadway Market in 2003. Redlinski was established in 1947 at the Broadway Market. Redlinski still operates its plant near the Broadway Market, but its outlet store is on Walden Avenue in Cheektowaga plus an online e-commerce outlet.

Charlie the Butcher, a deli, left the Broadway Market in 2001. The Roesch family started Charlie the Butcher at the Broadway Market in 1914. Charlie the Butcher was a family-owned establishment that became known as Buffalo's "ambassador of beef". Its menu consisted of beef on week sandwiches, fried baloney, and sausage sandwiches. Its beef-on-week received national attention through the Regis Philipin show and from former President Bill Clinton eating one of their weeks for one of his lunches in Buffalo.



Source: Forgotten Buffalo

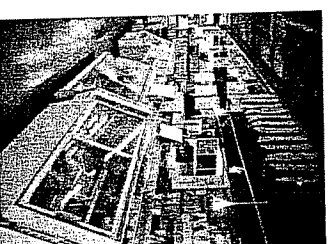
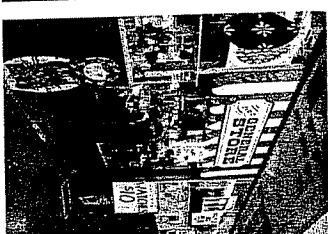
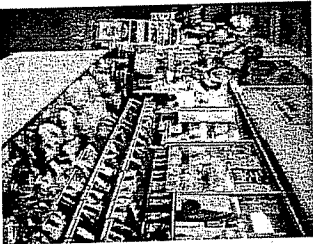
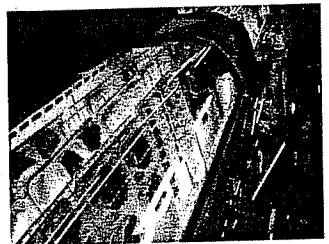
Mixed reasons given by the vendors leaving the market include neighborhood decline, declining business, and no one to take over family business.

Market anchors today

European delicacies—EM Chrusciki Bakery and White Eagle specialize in old world traditional delicacies such as Polish plazak (coffee cake), pierogi, crossover buns, and rye bread.

Horseradish—Famous Horseradish makes it specialty horseradish right in the Broadway Market. Its special blends include white, red, and a mustard blend horseradish.

Specialty butchers—the market now is anchored by two meat butchers, two poultry and one seafood vendor. Both Peter Lupas Meats and Camellia Meats specialize in their own homemade brot and Polish sausages, fresh pork and meat cuts plus offering local Buffalo meat specialties such as Sahlens and Tobins. Malczewski Poultry and Max Poultry have some of the best bargains for poultry, home grown brown eggs, goat meat, oxtails, and rabbit meat. Broadway Seafood offers a variety of fresh seafood including catfish and live blue crab along with frozen seafood.



Butter Lamb-Malczewski Poultry's butter lamb has been an Easter tradition for over forty years in Western New York. In 2007, the butter lambs were so popular the stand ran out by 2:30 on Good Friday.

Fresh produce—fresh vegetables and fruits can be purchased at the Famous Horseradish stand and Lewandowski Produce stands who both offer local specialties such as honey, jam, and horseradish.

Specialty sweets—the market continues to be one of the best places in Western New York for sweets. Melanie's Sweets, Strawberry Island, and EM Chrusciki offer such products as dipped chocolate strawberries, cakes, suckers, and home made ice cream.

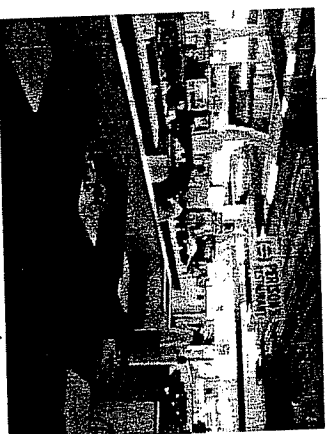
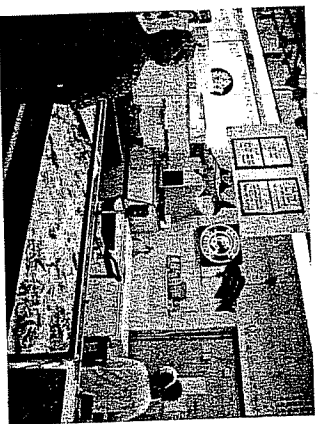
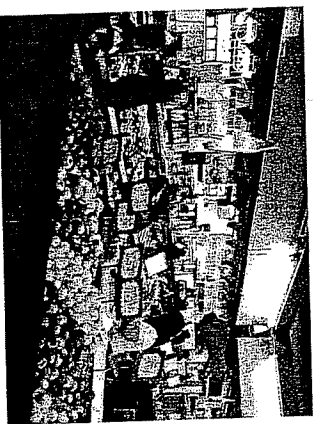
Specialty dining—Jacobs Cafe, Perisons Restaurant, EM Chrusciki, and Mckenzie's offer specialty Polish, European, soul, deli, and American dining.

Spices and nutrients—Bi-Nutrients and Pinch of Spice merged and now offer a wide variety of reasonably priced special nutrients, vitamins, and spices that accommodate the taste of the various neighborhood ethnic groups.

Healthy food specialties—EM Chrusciki has expanded the options for healthy food with low-fat desserts such as their chewy spice cookies sweetened with applesauce for which in 2007, the Mayor of

Buffalo awarded them a healthy options choice award at the annual Taste of Buffalo festival.

Source: Ryan Cunningham, October 2007



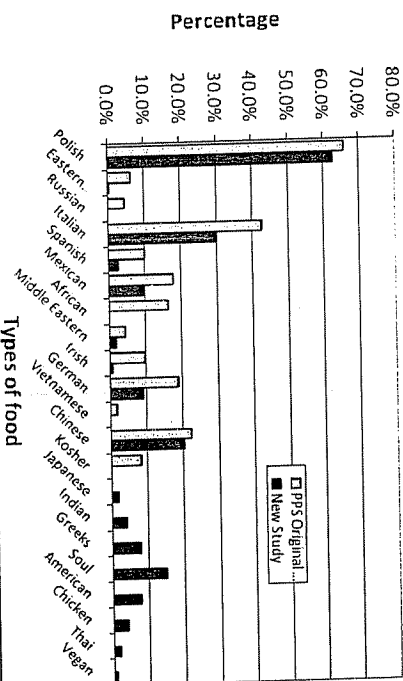
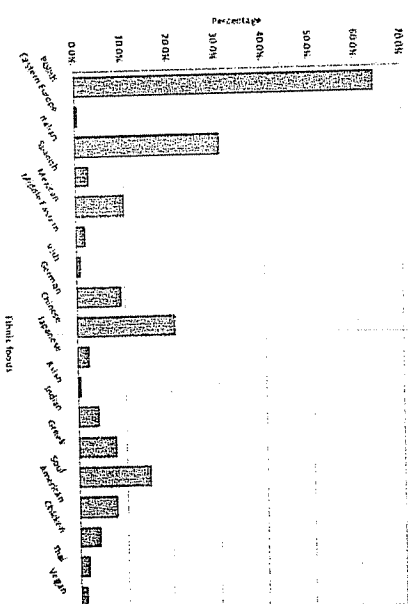
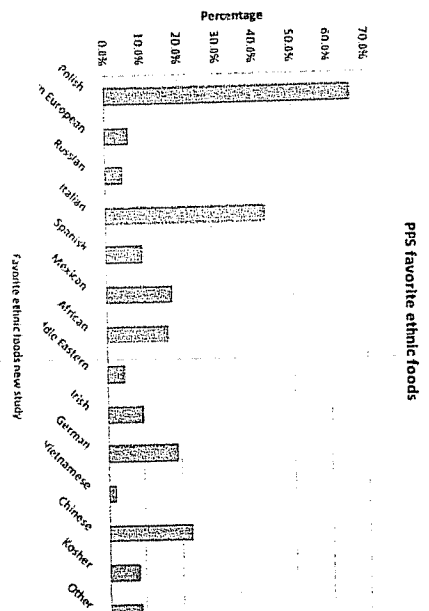
Changing ethnic preferences

The market became equated as a Polish market since the late twentieth century. Its identity with Polish traditions still is a major regional draw.

In 1998, 66% of the shoppers identified Polish food as their favorite ethnic food.

In the survey 2007, despite shoppers expressing a preference for a greater variety of ethnic foods, the most preferred ethnic food choice was Polish (46.4%). Other ethnic food preferences included Italian (23.0%), Chinese (15%), Soul (10%), and Mexican (7.6%).

The influx of Asians and Middle Easterners into the neighborhood (including Muslims who are now concentrating in area surrounding a mosque located five blocks from the market as well as Vietnamese who have a temple just one block from the market) has resulted in increased preferences for Middle Eastern and Asian foods such as Thai, Greek, Indian, and Middle Eastern foods.



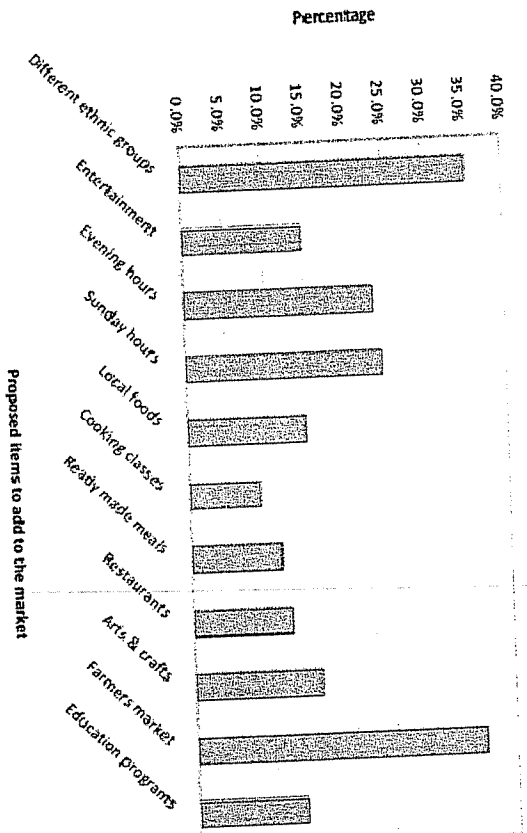
Changing household shopping patterns

As more women entered the labor force, shopping time preferences have changed. Today, a number of consumers now do most of their food shopping on Sunday for the week ahead.

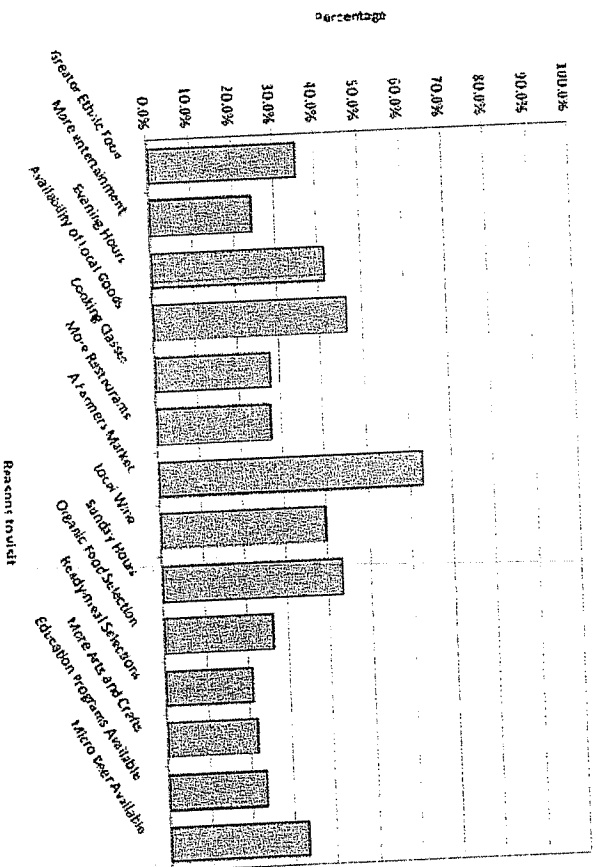
In the 1998 survey, 25 % of the shoppers, noted that if the market had Sunday hours that they would likely return more often, and 24 % also stated a preference for evening hours.

Similarly, in the 2007 survey, 35.6 % of the shoppers would visit more often if there were Sunday hours, and 33% would visit more often if there were evening hours. Twenty-two percent of the survey shoppers noted that among the 3 things that they liked least about the market were its hours of operation.

PPS reasons respondents would visit market more



Reasons to visit the market more new study

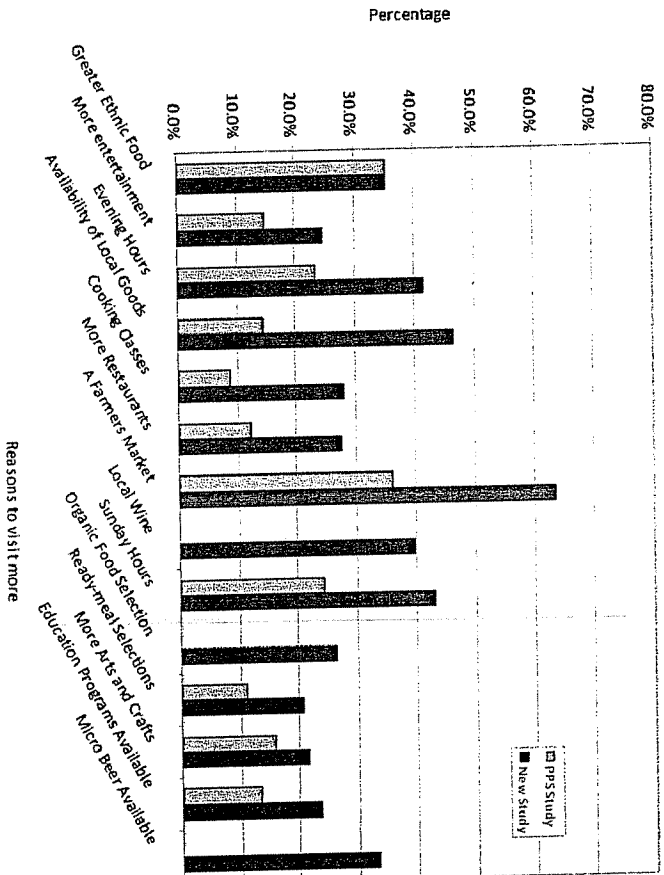


Growing preference for local products

A trend in the food industry is for locally grown food on small farms located with a 100-mile radius of home. This trend has spurred the doubling of farmers markets from about 1,900 since 1994 to about 3,800 in 2006 according to the U.S. Department of Agriculture. Consumers appear to value face-to-face connections with their food vendors. There is some evidence that consumers are willing to pay a little more for quality. And, the recalls of spinach and California-grown lettuce tainted with E. coli in the last year has raised concerns about the safety of food grown long-distanced.

The responses to the 1998 and 2007 consumer surveys reflect the changing food preferences. In 1998, 37% of the shoppers said they would visit the market more if there was a farmers market. In 2007, 51% of the shoppers said they would visit the market more if there was a farmers market.

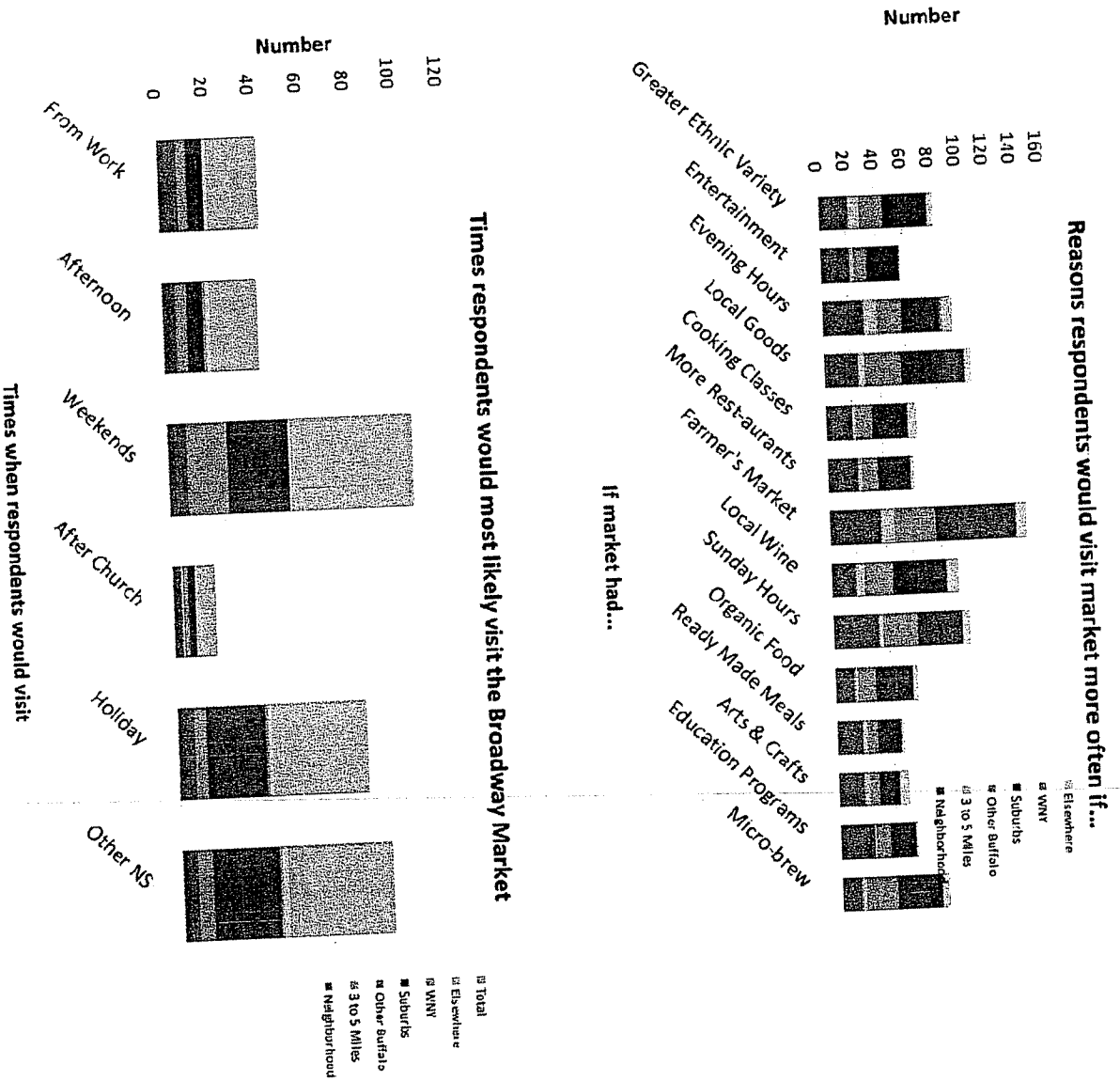
Comparison of what would draw respondents to the market



In the 2007 survey, shoppers were asked if they would visit the market more often if the market had more local goods available. Thirty-eight percent of the shoppers would visit the market more if there were local wines; 33% would visit more if there were more local goods available; 28% would visit more if there micro-brews available; and 21% if they were organic foods available.

Differences in responses by where one lives

In terms of market operations, both regional and neighborhood customers prefer extended hours and greater variety of locally produced goods.



Preferences for a farmer's market, Sunday hours, evening hours, local goods, education programs, and more restaurants rank highest among the reasons for neighborhood customers to visit the market more. Whereas, farmers market, Sunday hours, local goods, local wine, micro-beer, and greater ethnic variety ranked highest among reasons given by regional customers to visit the market more. Although, neighborhood residents appear to have a high preference for extended evening hours, it should be pointed out here the neighborhood preference for evening hours are with a qualification. Residents without cars prefer extended evening hours only during daylight hours. One elderly walker put the situation succinctly — she does not walk in the dark in the neighborhood, it is just not safe.

When asked, directly if the market extended their hours of operations, both regional and neighborhood customers would frequent the market more often. However, the benefit of extended hours would attract more regional customers. The highest preference for extended hours is weekend hours followed by holiday hours, after work, and afternoon hours.

Project for Public Spaces analyzed the 1998 survey results to approximate the implications to the market for expanded hours. PPS calculated that 150,000 of the Easter shoppers would return more often if Sunday hours were operated and 144,000 would return if there were Easter hours. But there has been a major change since 1998, the estimate of the number of Easter shoppers in the past ten years has dropped by fifty percent. Applying the same logic to the 2007 survey results, extending Sunday hours would have the potential to attract 99,000 more customers. Extending evening hours would have the potential to attract 90,000 more customers.

Shopper Desiring Sunday Hours, 1998

by where they live and how often they shop at the Broadway Market

Where shop- pers live	Daily	Weekly	Monthly	Holidays	Easter	1st time	No Response	Grand Total
Neighborhood	0.09	0.09	0.02	0.05	0.02	0.01	0.01	0.21
Buffalo	0.04	0.06	0.05	0.13	0.1	0.03	0.03	0.23
Suburbs	0.01	0.03	0.05	0.05	0.13	0.1	0.03	0.35
Western New York			0.01	0.01	0.1	0.04	0.02	0.17
New York State				0.01	0.02	0.02		0.03
Out of state					0.01	0.01		0.01
Grand Total	0.14	0.18	0.13	0.29	0.19	0.06	0.01	1

Shopper Desiring Sunday Hours, 2007

by where they live and how often they shop at the Broadway Market

Where shop- pers live	Daily	Weekly	Monthly	Holidays	Easter	1st time	No Response	Grand Total
Neighborhood	0.14	0.04	0.11	0	0.01	0	0.01	0.32
Buffalo	0.03	0.09	0.12	0.01	0.02	0.03	0.05	0.36
Suburbs	0	0.02	0.02	0.04	0	0	0.03	0.12
Western New York	0	0	0.03	0.02	0.04	0.01	0.03	0.14
New York State	0	0	0	0	0	0	0	0
Out of state	0	0	0.01	0	0.04	0	0	0.05
No Response	0	0	0	0.01	0	0	0	0.01
Grand Total	0.17	0.15	0.29	0.09	0.12	0.04	0.13	1



Shopper Desiring Evening Hours, 1998
by where they live and how often they shop at the Broadway Market

Where shop- pers live	Daily	Weekly	Monthly	Holidays	Easter	1st time	No Response	Grand Total
Neighbor- hood	0.11	0.11	0.02	0.07	0.06	0.03	0.01	0.27
Buffalo	0.04	0.07	0.07	0.06	0.09	0.05	0.01	0.28
Suburbs	0.03	0.05	0.06	0.09	0.05	0.05	0.01	0.28
Western		0.01			0.06	0.03	0.03	0.13
New York								
New York								
State			0.01					0.01
Out of state								0.01
Grand Total	0.18	0.24	0.18	0.23	0.12	0.04	0.01	1

Shopper Desiring Evening Hours, 2007
by where they live and how often they shop at the Broadway Market

Where shop- pers live	Daily	Weekly	Monthly	Holidays	Easter	1st time	Infrequent	No Response	Grand Total
Neighbor- hood	0.13	0.05	0.10	0	0.01	0	0.01	0.03	0.34
Buffalo	0.03	0.08	0.12	0.01	0.01	0.03	0.07	0	0.36
Suburbs	0	0.01	0.01	0.02	0	0	0.03	0	0.08
Western									
New York	0	0	0.03	0.01	0.02	0.01	0.05	0	0.13
New York									
State	0	0	0	0.01	0	0	0	0	0.01
Out of state	0	0	0.01	0	0.05	0	0	0.01	0.07
No Response	0	0	0.01	0	0	0	0	0.01	0.02
Grand Total	0.16	0.14	0.29	0.06	0.09	0.05	0.16	0.05	1



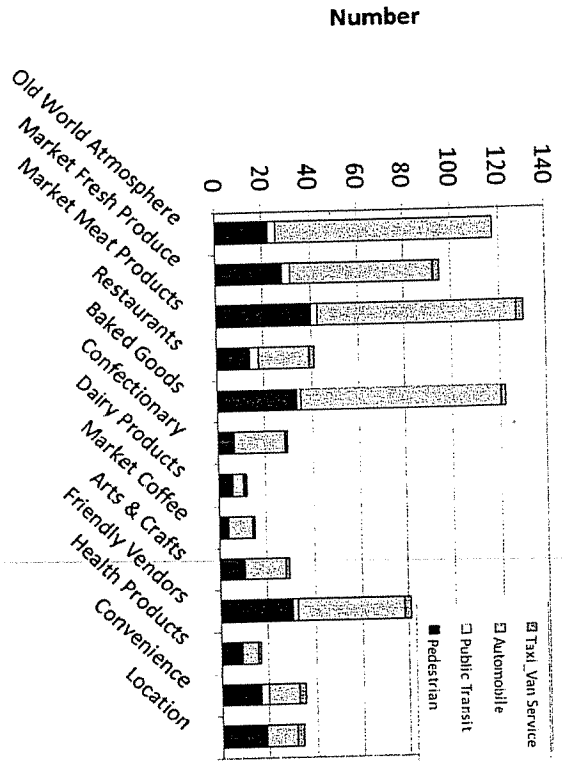
Best attributes of Broadway Market

The 2007 survey asked respondents to rank what they liked most about the Broadway Market. Approximately 50% of the respondents cited the market meat products followed by baked goods, old world atmosphere, market fresh produce and friendly markets.

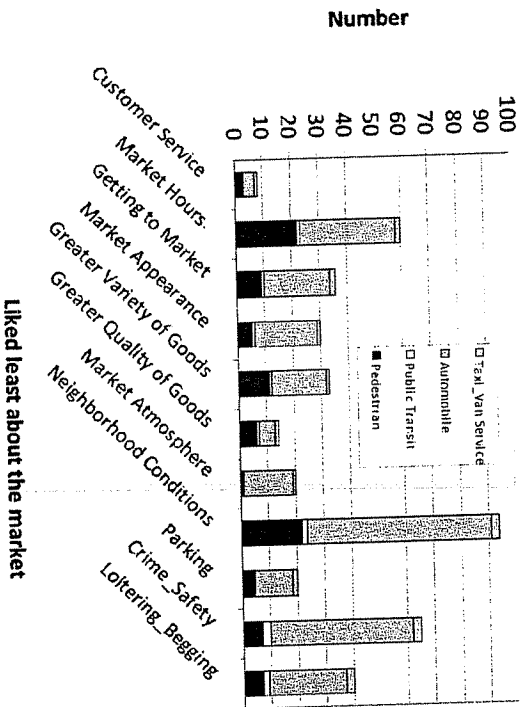
Reasons for not shopping at Broadway Market more

Overwhelmingly, neighborhood conditions were the major response given to the reasons for not shopping at the market in the 2007 survey. The next most cited response was crime and safety, market hours, and loitering and begging.

What respondents liked most about the market



Respondents reasons for not shopping at the market



Neighborhood windshield survey

Population losses in Broadway Fillmore have contributed to high rates of housing vacancy and boarded up housing , closed, abandoned factories, and poorly maintained lots. As the 2007 survey responses reflect, this is having a major influence on reasons for not coming to the market more.

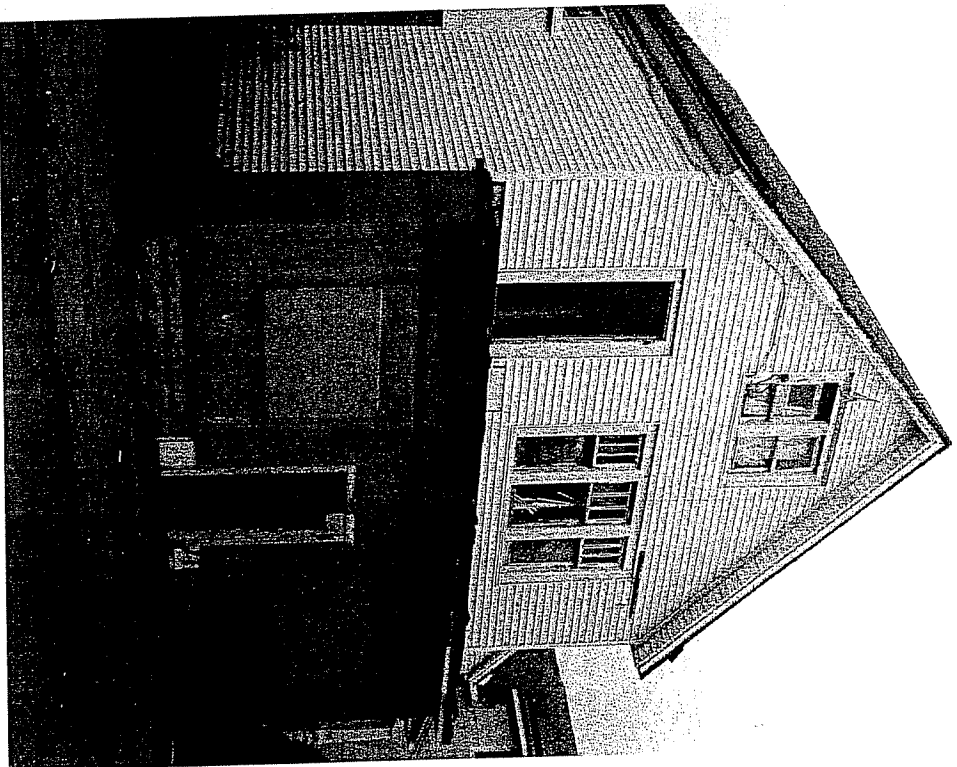
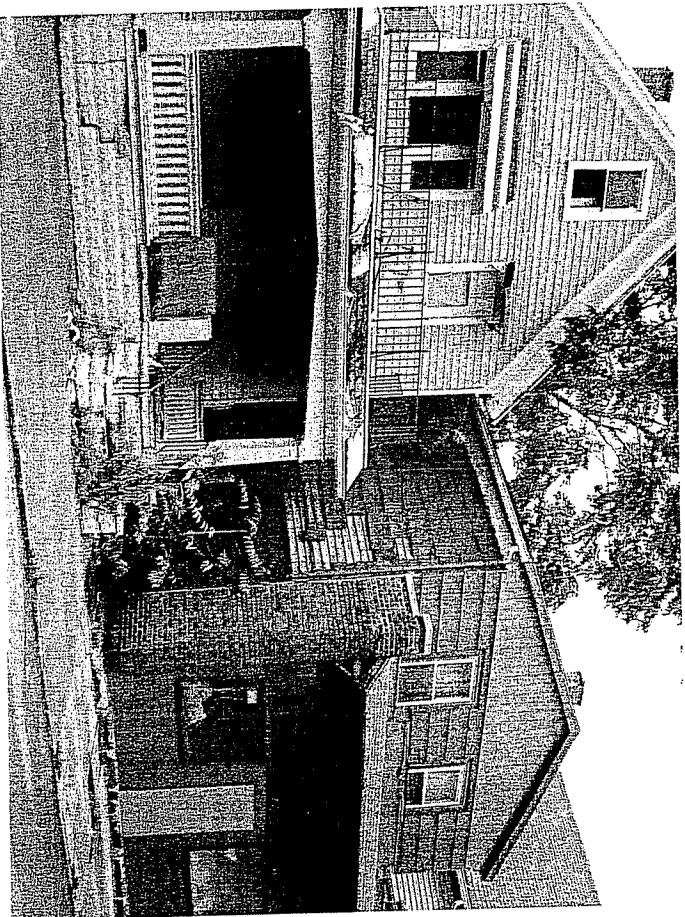
A drive around the Broadway Market was conducted in October 2007 to assess what car-driving customers from outside the neighborhood see on their journey to the market. The following page provides a collage of an outsider's view of a drive down Fillmore Avenue to the Broadway Market, which would have to be taken coming from the suburbs via the Kensington Expressway.



Typical neighborhood view of car driver on Fillmore Avenue between Best Street and Broadway



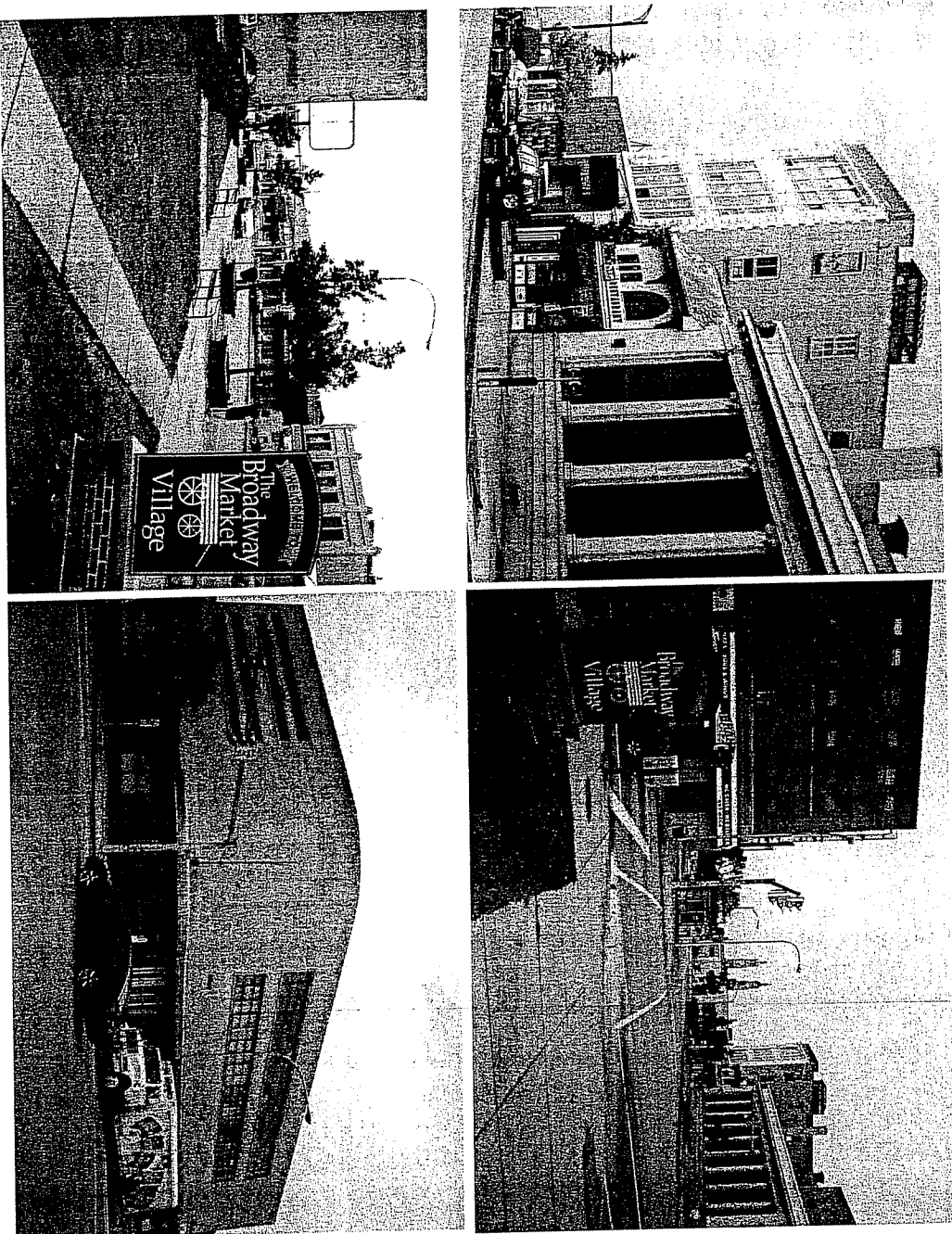
Windshield survey properties immediately adjacent to Broadway Market



Today, the business district is primarily a location for rent-to-own stores, dollar stores, small clothing stores, and fast-food restaurants (Jablonski, 2004; Rizzo, 2007). The Buffalo Economic Renaissance Corporation has adopted a CARE Commercial Area Revitalization that targets neighborhood business strips. One of these programs target the Broadway Fillmore commercial corridor. The boundary extends from the intersection of Herman Street and the intersection of Broadway and Memorial Drive and the commercial strip on Fillmore Avenue from Fillmore Avenue and Broadway to the intersection of Fillmore Avenue and Paderewski Drive. Peter J. Smith and Company conducted an analysis of the CARE programs in the City of Buffalo in 2005. For their analysis, they included the area within a half mile of the business strip. Their 2005 market study of the existing businesses in the Broadway-Fillmore corridor found that the business categories where Broadway Fillmore business corridor is underserved are grocery stores (37,600 square feet), restaurants (27,500 square feet) and general merchandise stores (23,700 square feet). The areas where the Broadway Fillmore corridor currently lies, are over served by clothing stores (8,600 square feet), appliance stores (2,600 square feet) and furniture stores (2,500 square feet).

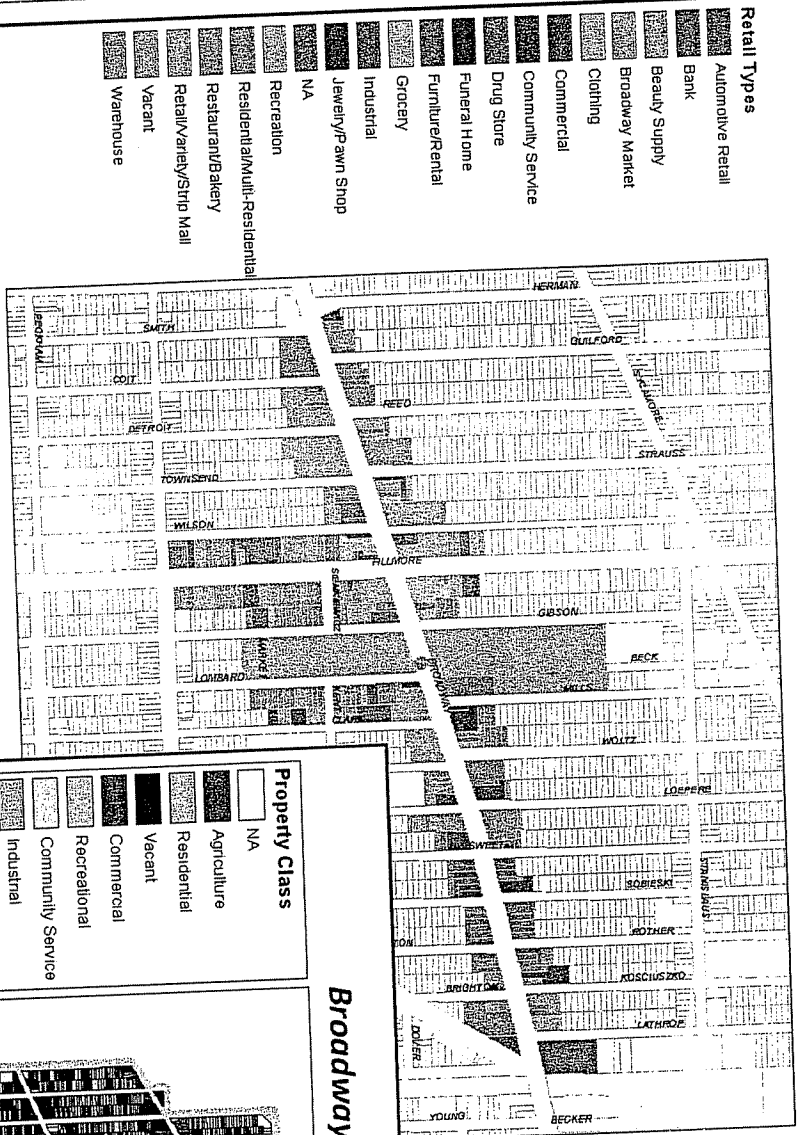
Since 2005, five restaurants on the Peter J. Smith inventory closed without having another business take over. Two stores closed, but were took over by another owner. One bakery closed without a replacement as well. Other store closures without a replacement include two clothing stores and a furniture store.

Broadway Fillmore intersection

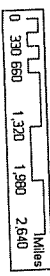
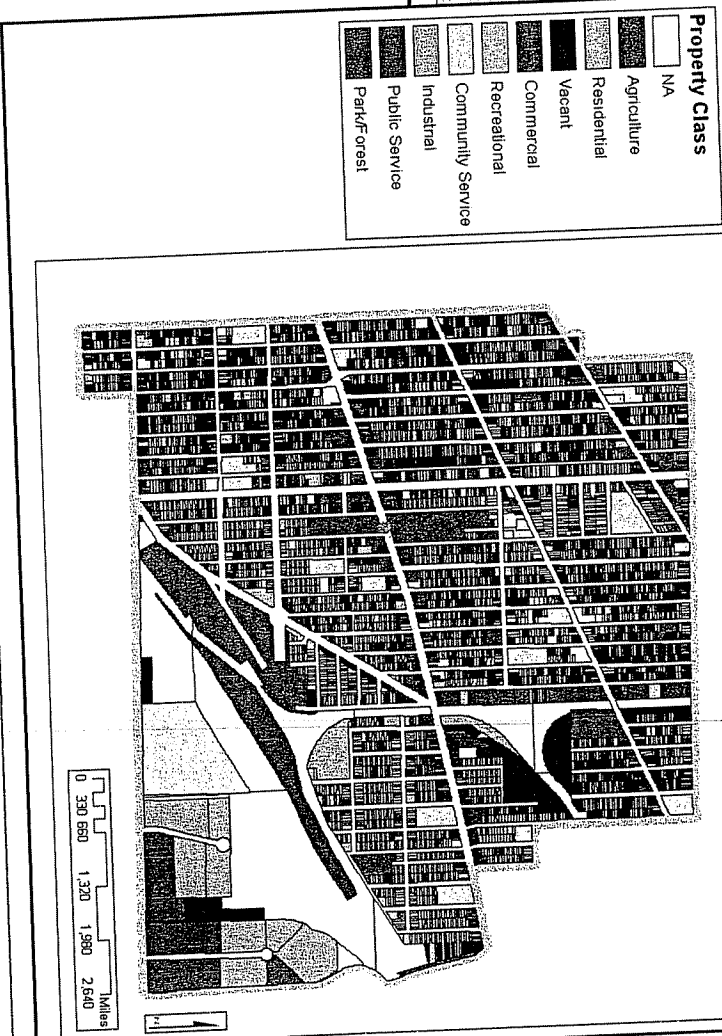


Source: Ryan Cunningham, October 2007

Broadway Fillmore CARE Area Land Use, 2006



Broadway Market Village District Land Use, 2006



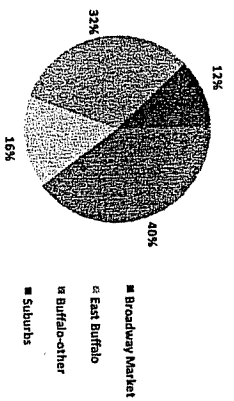
Where Broadway Fillmore residents shop for nonfood goods and services?

Broadway residents tend to do their banking (40%), variety goods (25%) and hardware supplies (20%) in the Broadway Fillmore neighborhood. Despite having a surplus of clothing stores, just 7.7% do their clothing shopping in Broadway Market.

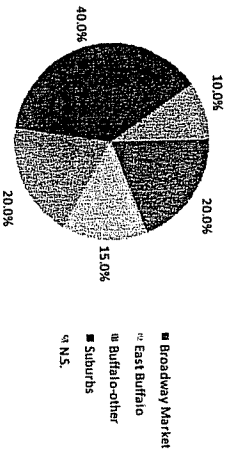
A measure of public market success is the spillover effects on the surrounding neighborhoods.

The results of the community shopping patterns show that currently the market is having only a minor multiplier effect in the neighborhood. Just sixteen percent of the residents do their banking in East Buffalo, 15.4% do their clothing shopping, 20% do their variety goods shopping, 15% do their hardware shopping.

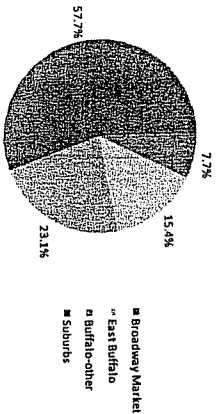
Where BF residents go banking



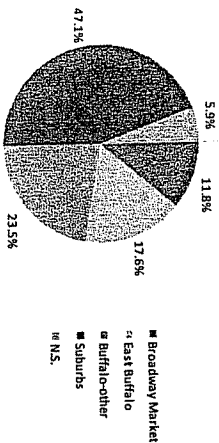
Where BF residents go for hardware supplies



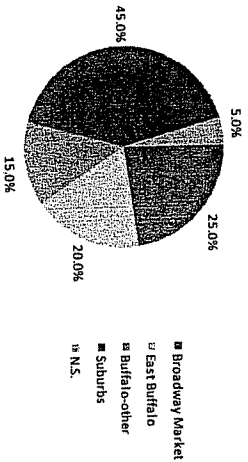
Where BF residents go for clothing shopping



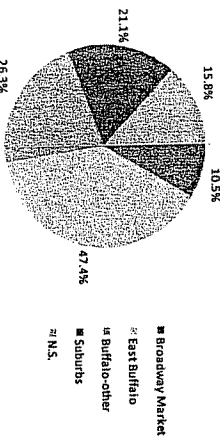
Where BF residents go for garden supplies



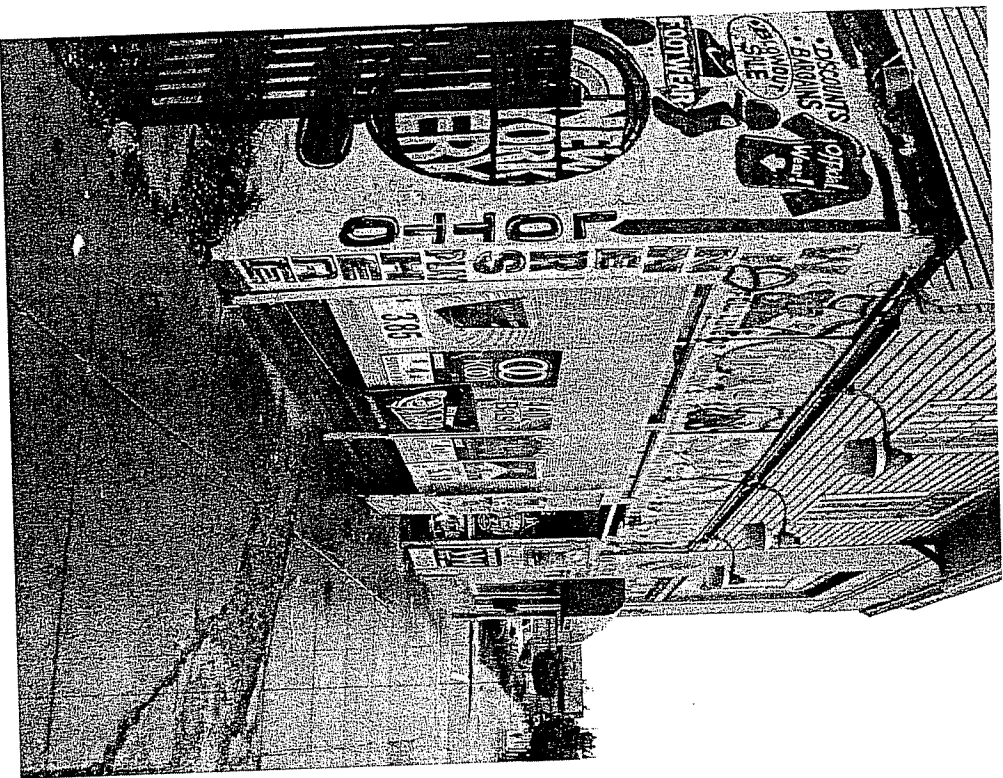
Where BF residents go for variety goods



Where BF residents go for recreation



Neighborhood food gap



An issue overlooked in the Project for Public Spaces analysis of the Broadway Market in 1998 was access to healthy food in Broadway Fillmore if the Broadway Market did not continue operations. Public markets exist for public purposes. The question investigated in this project was to what extent does the Broadway Market currently serve the neighborhood healthy food gap and what is the potential for the market to serve as a base for a community food development strategy for the Broadway Fillmore neighborhood. To address this concern, a multi-methods approach was undertaken. First, we undertook a spatial analysis of what food shopping opportunities were available to residents in the Broadway Fillmore neighborhood. And, second we developed a survey instrument to survey the range of food products available in Broadway Fillmore neighborhood food stores.

Spatial analysis of Broadway-Fillmore food shopping opportunities

For the 45 percent of residents living in Broadway Fillmore without a car, weekly food shopping outside the neighborhood could be a burden. To determine the potential burden of food shopping if Broadway Market was not available, the locations of major food shopping establishments were mapped. The types of food establishments in the City of Buffalo mapped included: super food shopping centers, large supermarkets, medium supermarkets, chain convenient stores, chain dollar stores, chain pharmacies, and neighborhood convenient stores. Several data sources were utilized to compile the food establishment data base: City of Buffalo Polk Directory, City of Buffalo Deli License data obtained from the City's Licensing Department, City of Buffalo Real Property Data, and Yahoo and Mapquest yellow page directories.

The methodological approach for the spatial analysis of healthy food shopping opportunities was utilizing geographical information systems (GIS) for a food vulnerability analysis. This approach allows the integration of demographic information compiled from the U.S. Census of Population and Housing (2000), the location of the food stores by type, and public transportation routes for the development of a Food Vulnerability Scorecard. The demographic variables used as input for the food vulnerability scorecard included the following socioeconomic characteristics (by block group):

- Percent unemployment, 2000 census;
- Percent foreign-born, 2000 census;
- Percent below poverty line, 2000 census;
- Median income, 2000 census;
- Percent of households that spend more than 30% on housing, 2000 census;
- Percent of median income as governmental support (public assistance, social security income), 2000 census;
- Percent of the population 65 years of age or older living alone, 2000 census;
- Percent of the population identified as disabled, 2000 census;
- Percent of children living in single-headed households, 2000 census; and
- Percent of households without a vehicle available to them, 2000 census.



To calculate the food vulnerability score, each of the 10 variables were mapped and converted to density maps. Each of these maps were reclassified and scaled from 1 to 10, with one being the lowest value and 10 the highest value. Once each of these maps were reclassified, the food vulnerability scorecard was calculated by adding the total value of each of the layer for each census block group. The next step was to calculate buffers around each of the super centers, the larger supermarkets, and the medium supermarkets.

Food vulnerability scorecard

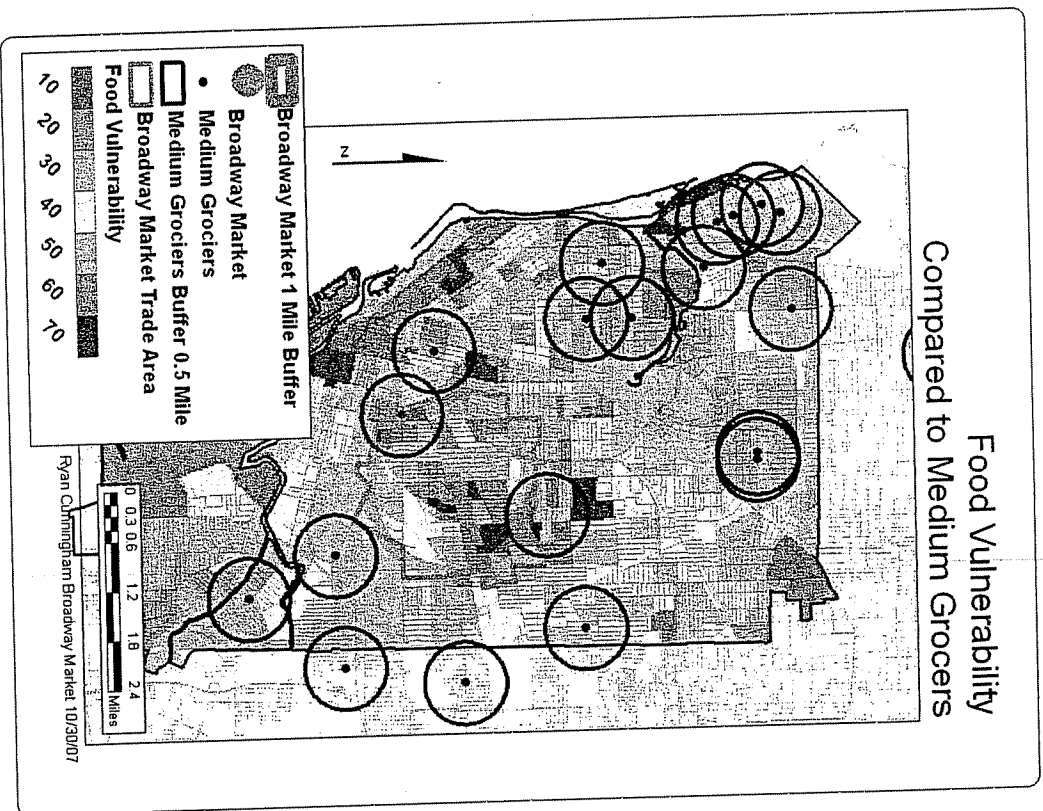
For each census block group in the City of Buffalo, a vulnerability score was calculated by aggregating each of the socio-economic variables to determine whether a census block group had low, medium or high vulnerability. For each of the socio-economic variables, density was calculated and ranked on a scale of 1 to 10.

The highest potential vulnerability score was 100 and the lowest was 0. For our purposes, high vulnerability is the range between 66 to 100, medium from 34 to 64, and low from 0 to 33.

Accessibility to medium supermarkets

Broadway Market is centered in a neighborhood in which medium-size grocery stores are all located at the periphery. The closest medium-sized supermarket to the Broadway-Fillmore neighborhood is the Towne Garden IGA located at Jefferson and William streets, a Save A-lot located at Gene-see Street, and Washington Market located in downtown Buffalo at Washington Street and St. Michaels Place.

For most of the residents living in Broadway-Fillmore, there is no direct bus route to these stores. The Towne Garden IGA store would be accessible to residents living within one-half mile by walking. For residents living near William Street, it would involve one bus trip to get to the Towne Garden IGA. For others, it would involve taking 2 bus trips.



Accessibility to full-sized supermarkets

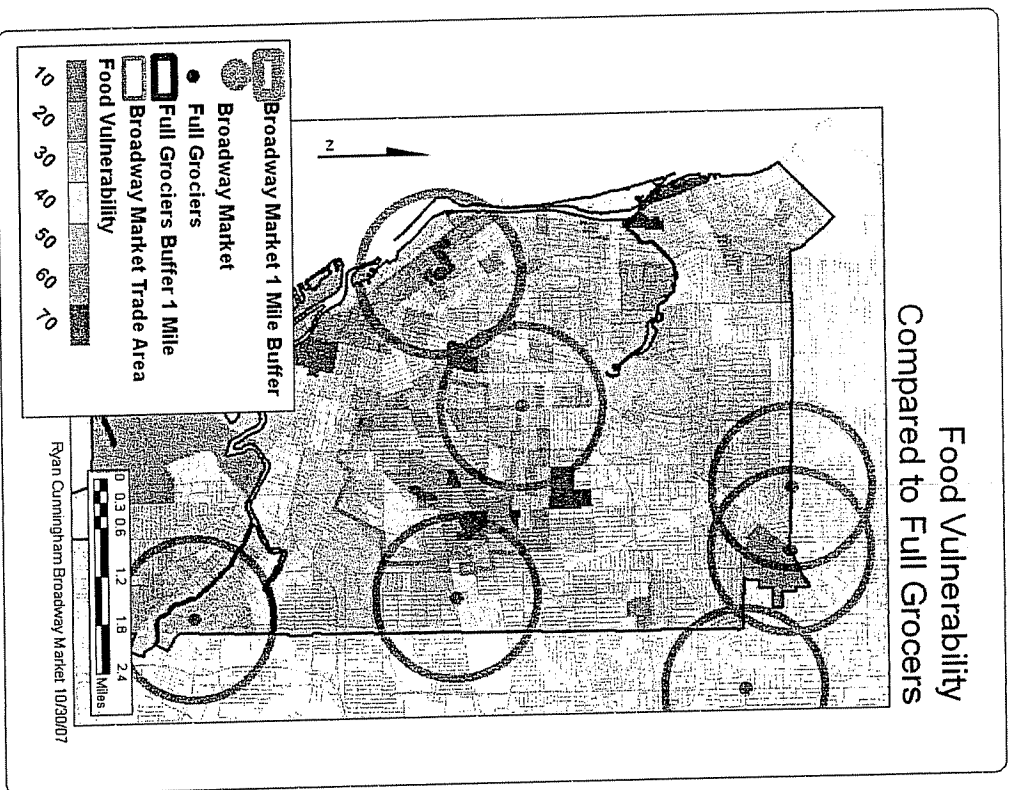
Three full-sized chain supermarkets are located within 3 miles of the Broadway Market. Each one of these markets are part of the Tops Supermarket Chain.

Niagara Street Tops Market

To get to the Niagara Street Tops market from Broadway would take approximately 35 minutes on two bus routes, 30 minutes from William Street on two bus routes, and 33 minutes from Sycamore on two bus routes plus walk time.

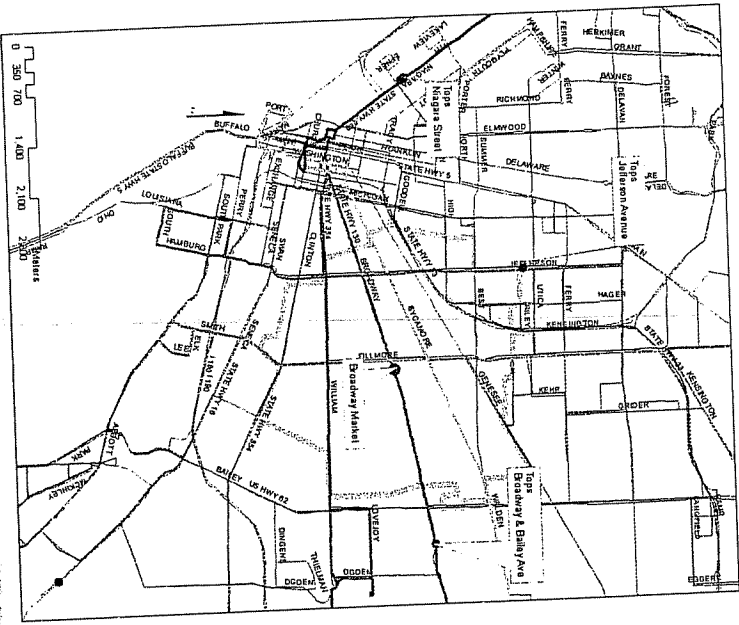
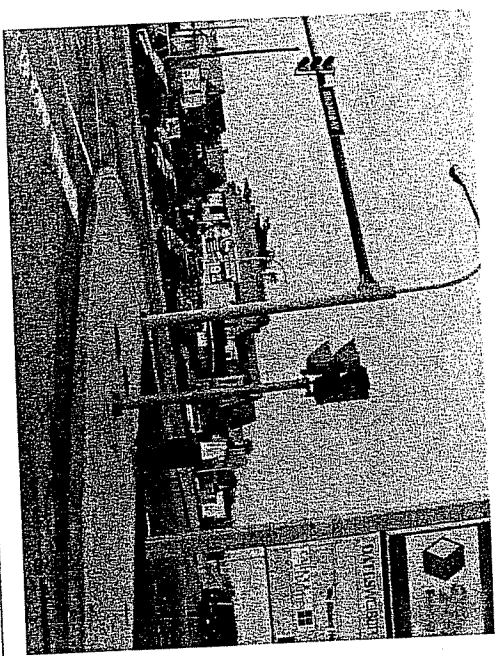
Jefferson Tops Friendly Market

To get to the Jefferson Tops market from Broadway would take approximately 20 minutes on two bus routes, 31 minutes from William Street on two bus routes, and 10 minutes from Sycamore on two bus routes plus walk time.

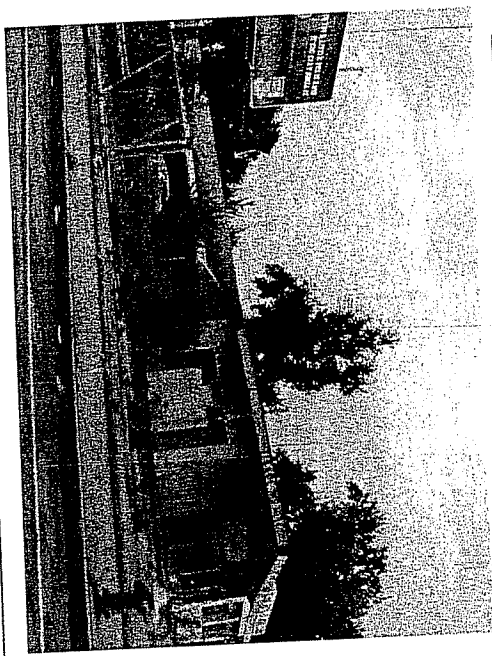


Broadway Tops Market

The closest Tops Market to the Broadway Fillmore neighborhood is the Tops store located at the intersection of Broadway and Bailey Avenue. To get to the Broadway Tops on Broadway takes 9 minutes on one bus route, 29 minutes from William Street, and 35 minutes from Sycamore plus walk time. Although located the closest to Broadway Fillmore, the Tops Broadway & Bailey store is difficult for transit riders to access. The facility is located on a busy intersection. To get the store requires a pedestrian crossing an intersection that has a traffic signal that does not give elderly or disabled pedestrians adequate time to cross. In addition, the surrounding neighborhood landscape is not well-maintained.



Public transit accessibility to full-service supermarkets



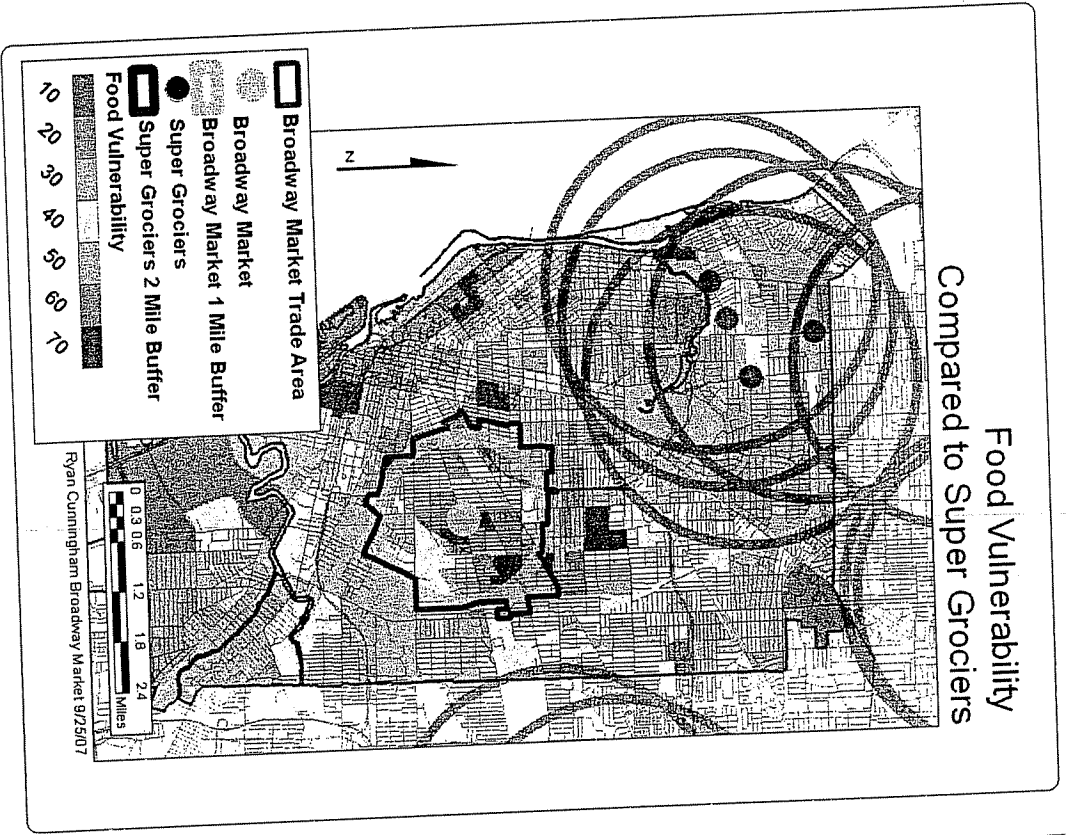
Accessibility to super grocers

There are four super center food stores in the City of Buffalo, all of which are located in the northwestern section of the City of Buffalo. As the map of food vulnerability of super groceries shows, almost three quarters of the City of Buffalo residents, thus, live outside the two mile boundary of the super grocery centers.

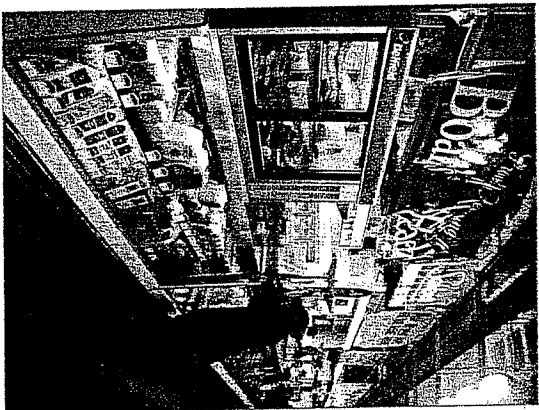
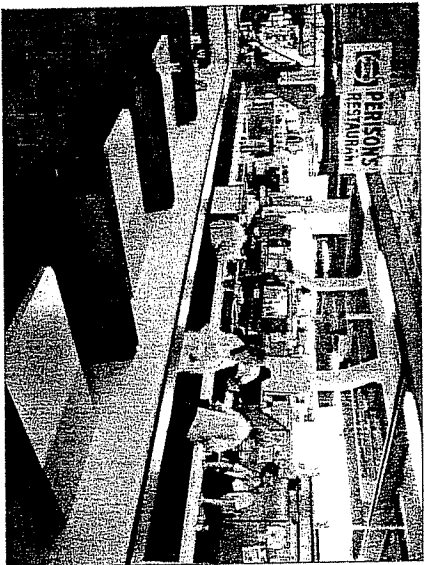
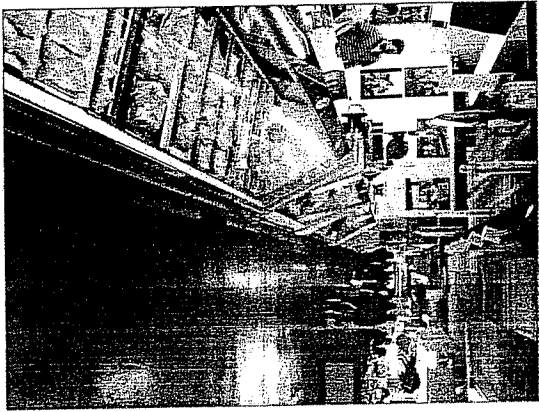
Getting to and from these super center stores from the Broadway Fillmore community is a challenge for the residents who rely on public transit. Getting to three of these stores from Broadway-Fillmore using public transit would involve taking at least one NFTA bus to the metro rail line, switching to the metro rail line, then switching to another bus line to get to the store, and then walking to the store. This would take about 30 minutes of travel time on public transit plus the walk time to the bus from the place of residence, wait time for the transfers, and walk time from the bus stop and the store. To the other store would require going downtown on one bus line and then switching to another bus line almost to the city limits. This would also be about 30 to 40 minutes again depending on walk time to the bus, wait time for the transfer, and walk time from the bus stop and the store.

It should also be pointed out that food shopping that involves public transportation typically limits the amount of groceries that can be purchased. The typical food shopper has to juggle carrying the grocery bags and maybe a cart with waiting for the bus, getting on and off the bus, and walking from the bus stop to home. This is even more of a chore with small children, a walker, or a wheel chair.

Food Vulnerability Compared to Super Grocers



Community Food Assessment



Photos taken by Ryan Cunningham, October 2007

Community Adaptation to healthy food shopping

An in-depth community survey was designed to receive input from neighborhood residents to ascertain their community food needs. The survey was adapted from the community focus survey found in the USDA Community Food Tool Box. The purpose of the community focus survey was to determine the community food needs of neighborhood residents and the extent residents faced obstacles for healthy food shopping opportunities.

Several outreach steps were taken to inform community residents of the survey. With the high number of targeted city demolitions in Broadway Fillmore, the first step was to select 500 neighborhood addresses from the 2006 City of Buffalo Real Property Data. To cross check whether a housing unit was still located at the address, the Polk Street Directory for the City of Buffalo was utilized. From this effort, approximately 200 of the street addresses were deleted. Three hundred post cards were mailed out to neighborhood residents. Approximately 100 of the postcards were returned as not deliverable. With this high degree of neighborhood instability, we posted flyers throughout the neighborhood and approached neighborhood block clubs to outreach to residents. Each resident was told that they would receive a five dollar gift certificate to the Broadway Market for their time. In total, we received 50 completed surveys.

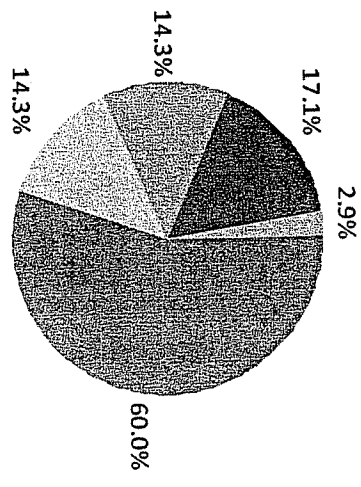
The emphases of the food store surveys were on food availability and quality, neighborhood shopping patterns, neighborhood store quality, store service, cleanliness, and extent healthy food choices were available to the Broadway Fillmore neighborhood.

Weekly grocery shopping in Broadway Fillmore

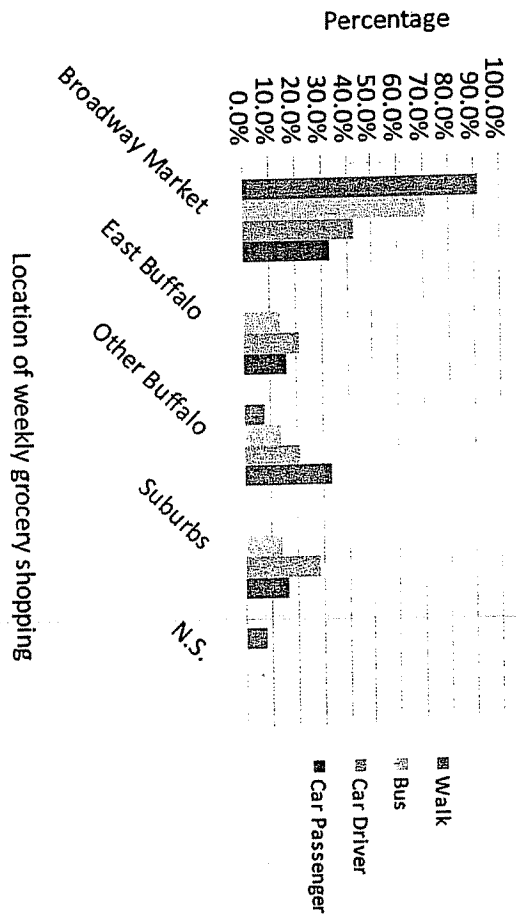
Contrary to findings found in national studies and in other low-income neighborhoods, sixty percent of the residents in the Broadway Fillmore neighborhood do most of their weekly grocery shopping in the Broadway Fillmore neighborhood at either Broadway Market or Save-A-Lot. Approximately 28.6% shop either in East Buffalo or other Buffalo neighborhoods, 17.1% shop in the suburbs, and 2.9% did not specify where they shop.

The location of where residents shop is dependent on their transportation mode for shopping. Of those residents who identified walking as the most common transportation mode for shopping, 90% of them shopped at Broadway Market. Of those residents who rely on public transportation, 70% of them shopped at the Broadway Market. Just 40% of the residents who own a car do

Where BF residents do weekly grocery shopping



Transportation mode for weekly grocery shopping



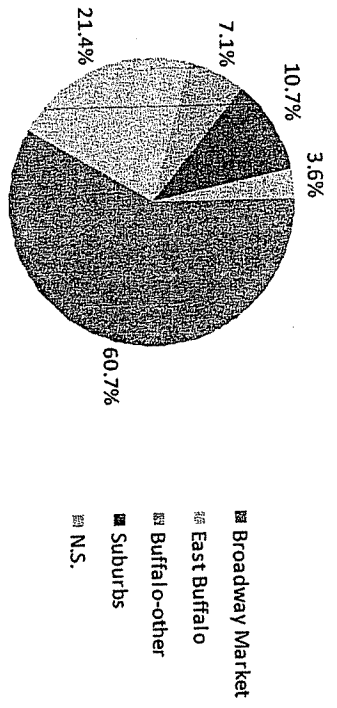
their weekly shopping at Broadway Market. The other car drivers shop primarily in the suburbs (32%) and about 18% shop in other sections of East Buffalo.

Convenience food shopping

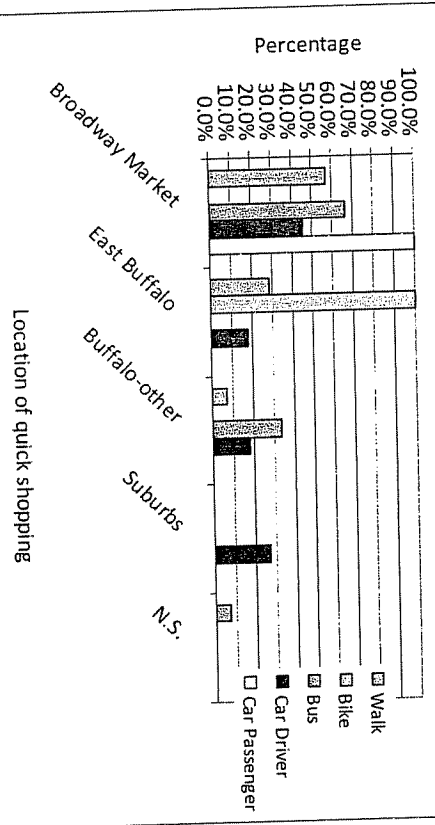
A slightly different pattern emerges for quick/convenient food shopping. About sixty percent of the neighborhood residents do their quick/convenient shopping at Broadway Market, 21.4% in East Buffalo, 7.1% in the City of Buffalo, 10.7% in the suburbs, and 3.6% did not specify.

In terms of those who do their quick shopping by walking, about 58% do their quick food shopping at the Broadway Market and another 30% do their quick food shopping in East Buffalo. Public transit users do about 65% of their quick food shopping at Broadway Market, and another 32% do their quick food shopping

Where BF residents do quick/convenient shopping



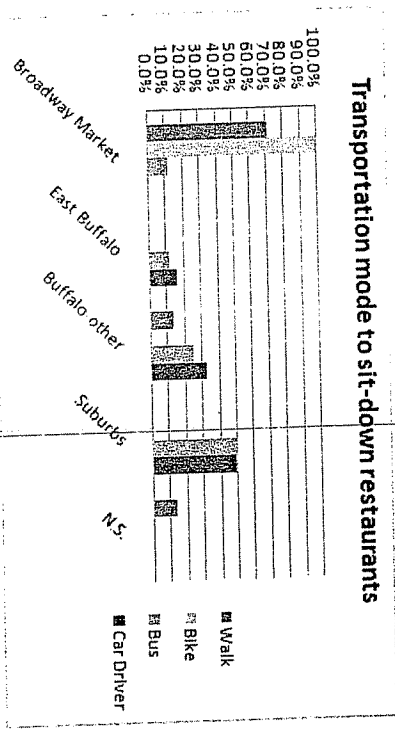
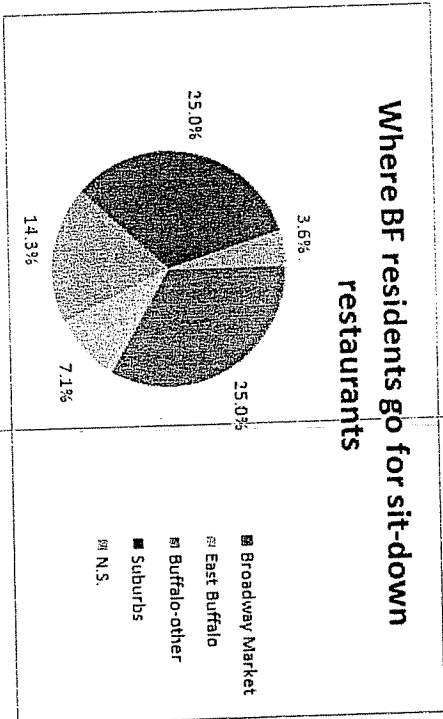
Transportation mode for quick shopping



in other Buffalo neighborhoods. Car drivers do about 45% of their quick food shopping at Broadway market, 17% do their quick food shopping in East Buffalo, 19% do their quick food shopping in other Buffalo neighborhoods, and about 27% do their shopping in the suburbs.

Sit-down restaurants

Twenty-five percent of the respondents go to Broadway Market for sit-down restaurants. Residents whose primary mode of transportation is walking primarily go to Broadway Market (71%). Public transit users go primarily to the suburbs (50%), 25% go to other Buffalo neighborhoods, and another 25% go to either Broadway Market or other East Buffalo locations. Car drivers go predominantly to suburban sit-down restaurants (50%) followed by other Buffalo neighborhoods (33%), and lastly other East Buffalo locations. Surprisingly, none chose to go to Broadway Market for a sit-down restaurant experience.

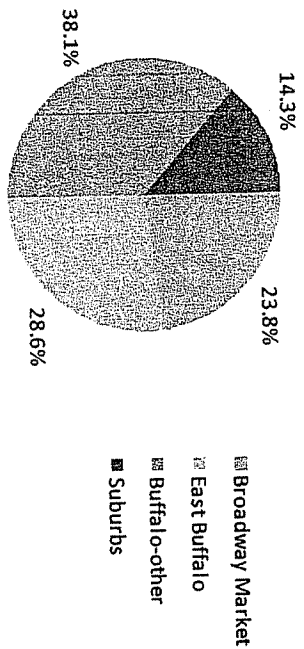


Fast-food restaurants

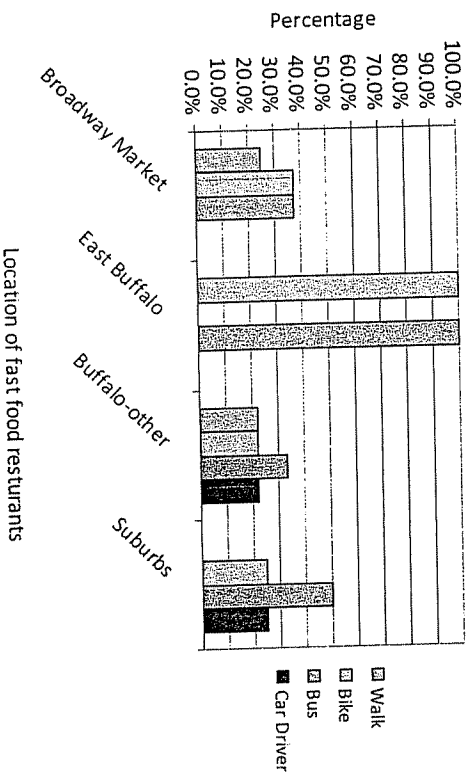
In terms of fast food resident, 23.8% go to the Broadway Market for fast-food restaurants. Another 28.6% go to other locations in East Buffalo. However, the largest proportion goes to other neighborhoods in the City of Buffalo for fast-food restaurants.

For residents whose primary transportation mode is walking, twenty-five percent go to Broadway Market and another 20% go to other Buffalo neighborhoods. Approximately, 38 percent of public transit users go to Broadway Market, another 35% go to other Buffalo neighborhoods. Car drivers tend to go either to other Buffalo neighborhoods or to other suburbs.

Where BF residents go to fast-food restaurants



Transportation mode for fast food restaurants

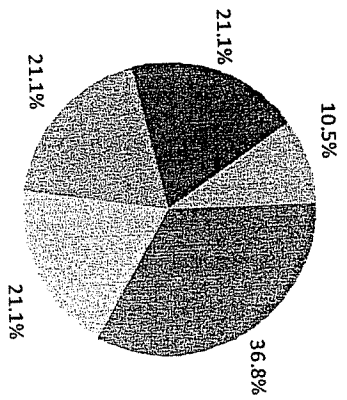


Coffee shop availability

In terms of coffee shops, 36.8% of the neighborhood residents go to the Broadway Market. Another 21% go to other East Buffalo locations, 21% go to other Buffalo locations, and 21% go to suburban locations.

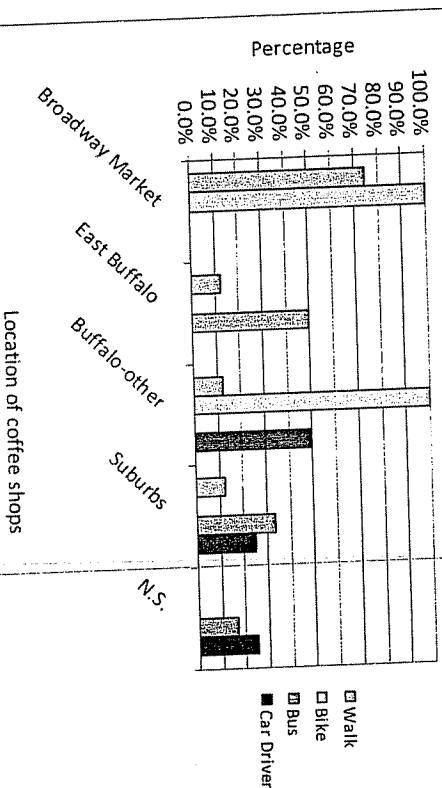
Transportation mode does affect where residents go to coffee shops. Similar to other services, residents who walk go nearby to the Broadway Market and residents with cars go more to other Buffalo locations or to the suburbs.

Where BF residents go to coffee shops



- Broadway Market
- East Buffalo
- Buffalo-other
- Suburbs
- N.S.

Transportation mode for coffee shops



Broadway Fillmore food environment and obesity

The implication of not having a stronger neighborhood food environment in Broadway Fillmore appears to be higher rates of obesity. Eighty percent of the respondents reported their weight and height. From this, we calculated the Body Mass Index using the formula provided by the Center for Disease Control:

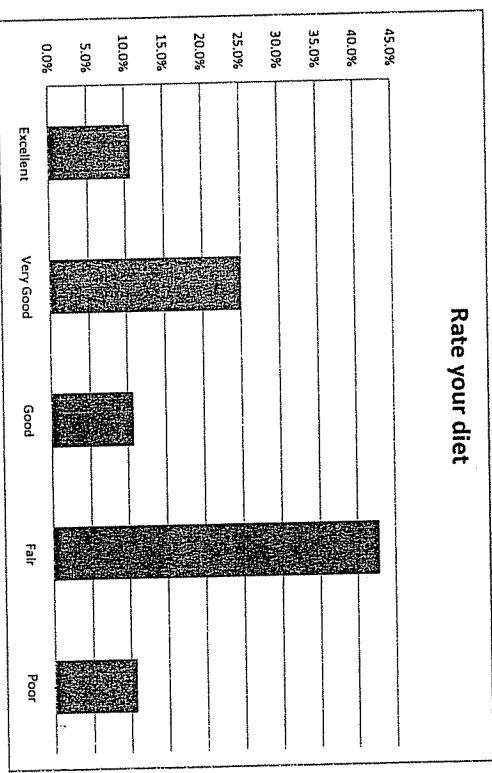
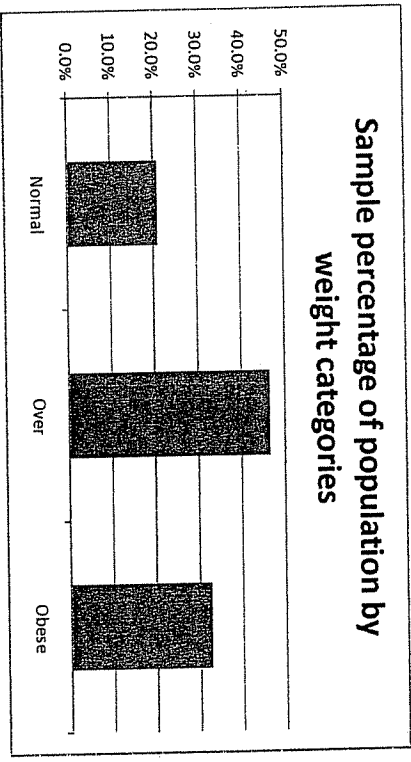
$$BMI = \frac{703 \times \text{weight (lb)}}{\text{Height}^2 (\text{in}^2)}$$

Of the forty residents who provided their height and

weight data, twenty percent are at normal weight, 48% are overweight, and 32% are obese.

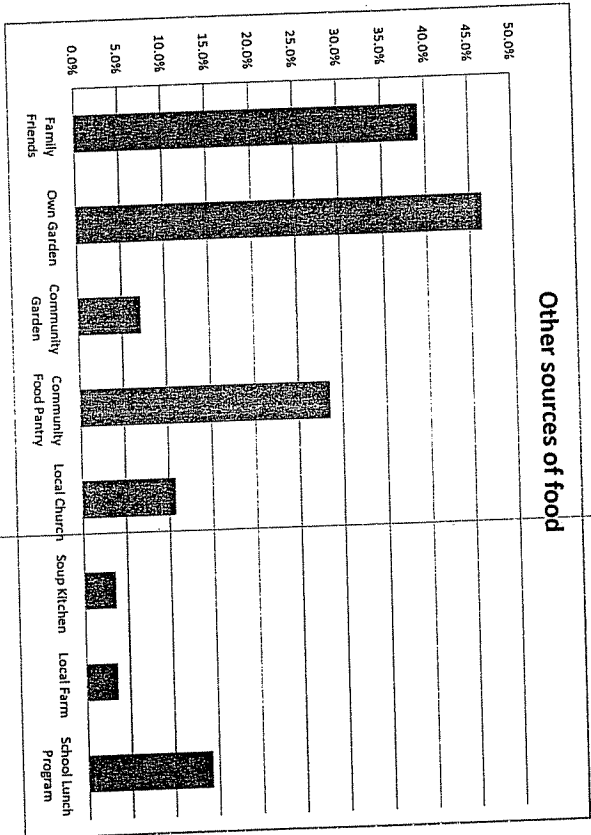
Quality of neighborhood diets

The bulk of the residents, themselves, rank their diets from fair to poor. Forty-five percent of the residents ranked their diets from good to excellent, another 42% percent ranked their diets as fair and about 10% ranked their diets as poor.



Alternative food sources

Unlike other neighborhoods in the City of Buffalo, there is no community garden in Broadway Fillmore that serves as a community food source for neighborhood residents. The influence of this phenomena is reflected in the responses of respondents to the question what other sources of food do you rely upon. About 46% of respondents rely on their own garden and 40% rely on family and friends. Residents also rely more on community food pantries and food banks plus school lunch and senior center lunch programs for other sources of food. Just 7% of the respondents rely on community gardens. It should be, pointed out, there is no community garden located nearby the Broadway Market.



Barriers to healthy living in Broadway Fillmore

Most survey respondents when asked found no difficulty in getting the foods that they want in the neighborhood. A few residents, though, did express difficulty in getting specialty foods such as soy milk, certain vegetables and certain sausages.

The residents were split about whether barriers exist for a healthy lifestyle. Some cited not enough parks or places to go to exercise, too much crime. One resident cited you don't always feel safe walking in the neighborhood and it is too expensive to pay for gym fees. Others talked about the lack of availability of healthy and active programs available for resident. Others cited issues that related with lack of food stores, while others cited the cost of healthy food. Others focused on the lack of concern and apathy of food vendors.

In terms of crime, thirty percent of the respondents remarked that they have had something stolen from them. Another twenty-seven percent have experienced someone break into their home. Sixteen percent have been beaten up at or near Broadway Market. At least 12 percent have been robbed near Broadway Market.

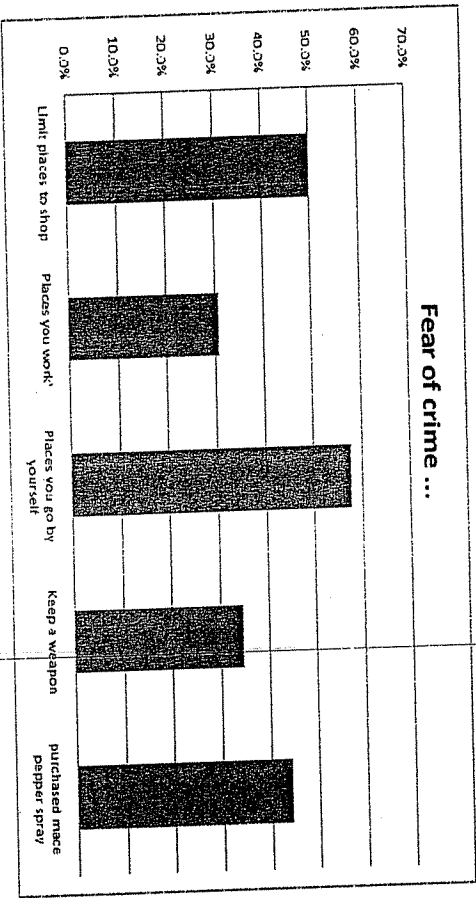
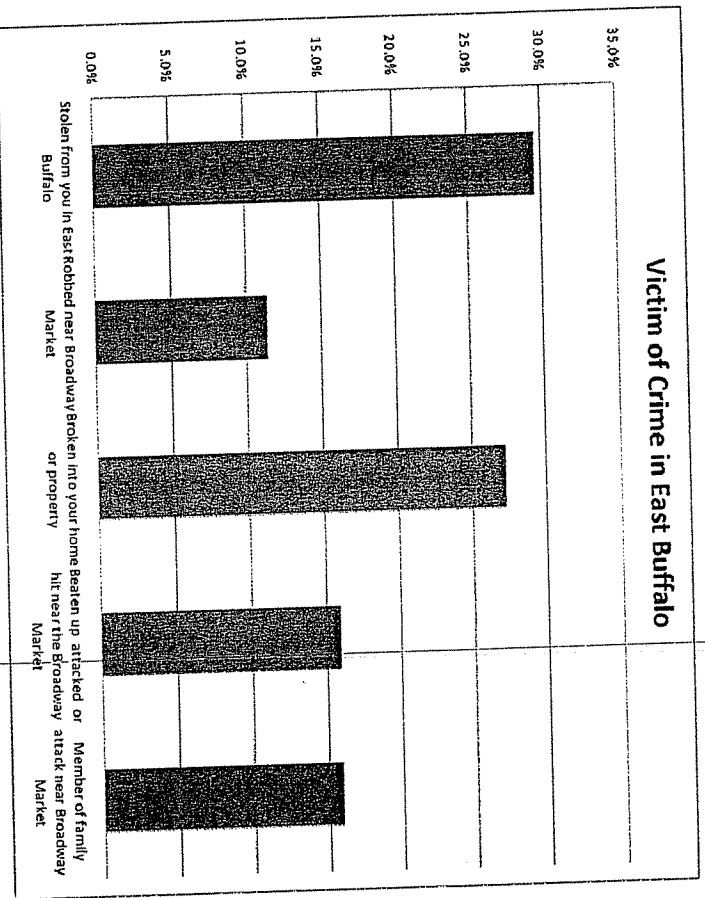


Limiting activities because of fear of crime

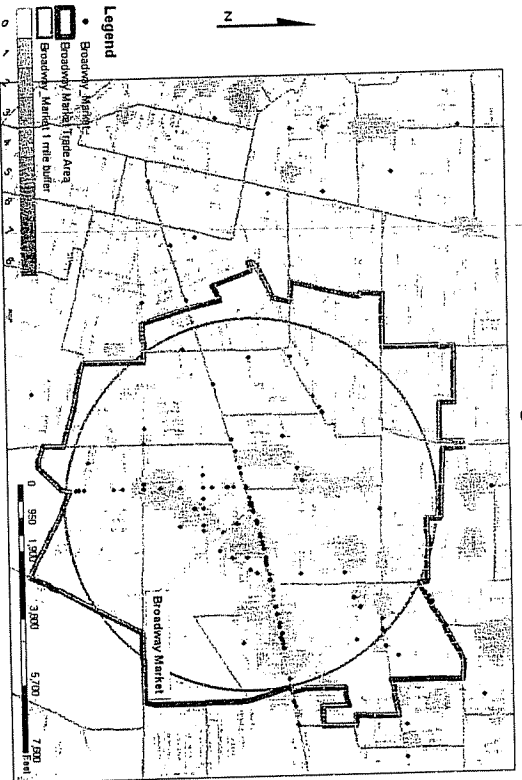
The implications of fear of crime on shopping at Broadway Market comes from whether this has contributed to residents limiting their activities.

In the case of the community survey respondents, fifty-eight percent of the respondents limit the places they would go by themselves because of crime in the neighborhood. Another fifty percent of the respondents limit the places they would shop because of fear of crime. Another 30% noted that fear of crime would limit the places they worked.

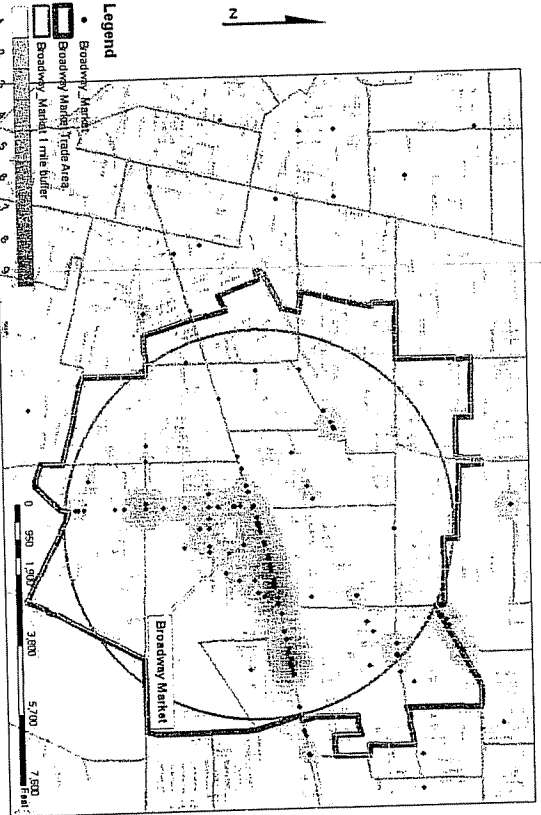
About 42% of the respondents noted that they had purchased mace or some other form of protection. Thirty-two percent had purchased a weapon.



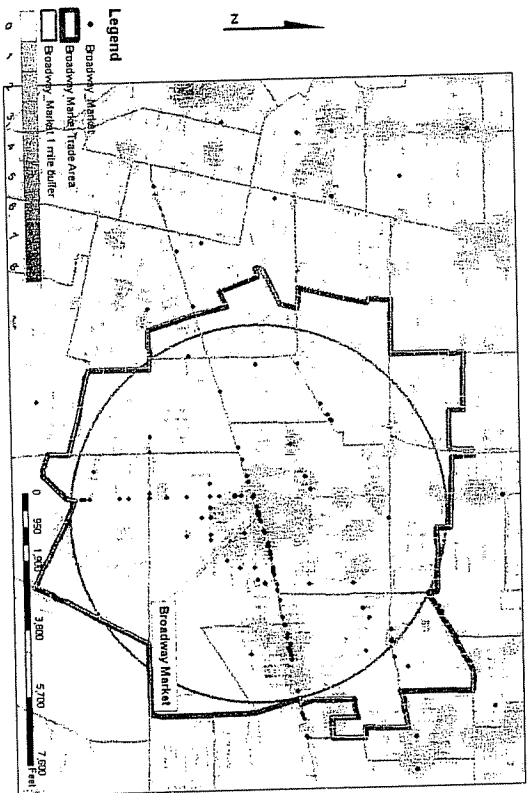
Broadway Market
and Drug Crime Density, 2006



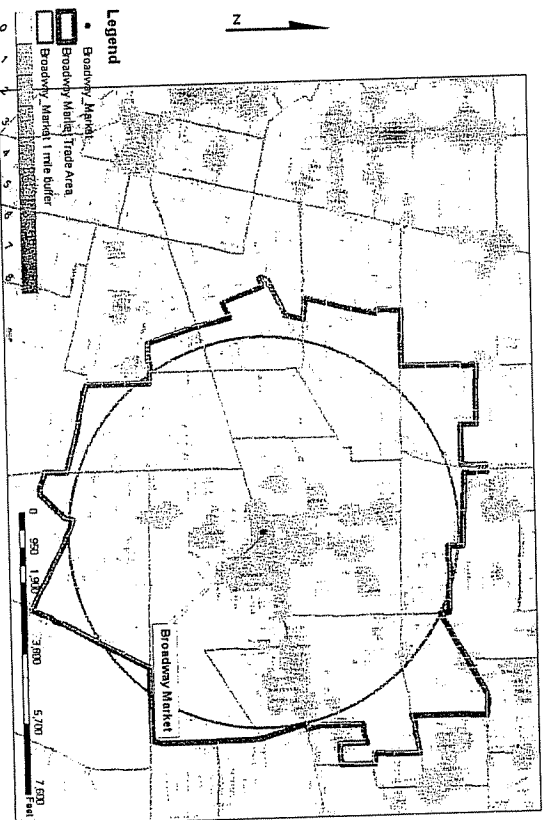
Broadway Market
and Prostitution Crime Density, 2006



Broadway Market
and Violent Crime Density, 2006



Broadway Market
and All Density, 2006



Neighborhood food availability



Neighborhood food store survey

A neighborhood food store survey was conducted to determine the availability and quality of food items carried in Broadway-Fillmore stores as well as issues of store service, cleanliness, and the extent healthy food choices were available. A data base of neighborhood corner stores was developed from various sources: City of Buffalo Deli licenses data, Yahoo's yellow pages, and Explorer's business pages. Site field observations of 20 neighborhood corner stores were conducted.

The next step involved determining the location of major supermarkets. These stores were categorized according to the following store types: large supermarkets, medium supermarkets, smaller supermarkets, neighborhood corner stores, and other convenient sources of food in the neighborhood. The research approach was to go to the store, inventory items based upon the USDA community food basket. For corner stores, the focus was just on documenting availability of items and overall quality of fresh food items. For supermarkets, both prices and availability of items were documented.

Broadway Fillmore food stores

The majority of the neighborhood corner stores are found in close proximity to the major street corridors in the neighborhood. The majority of the neighborhood corner stores are not owned by local residents nor by mainstream food chains. There are, however, two smaller full-service stores operated by national chains--IGA supermarket located at Towne Gardens and Save-a-Lot located at Broadway Market. Just one of the smaller corner stores was operated by a major chain—Wilson Farms.



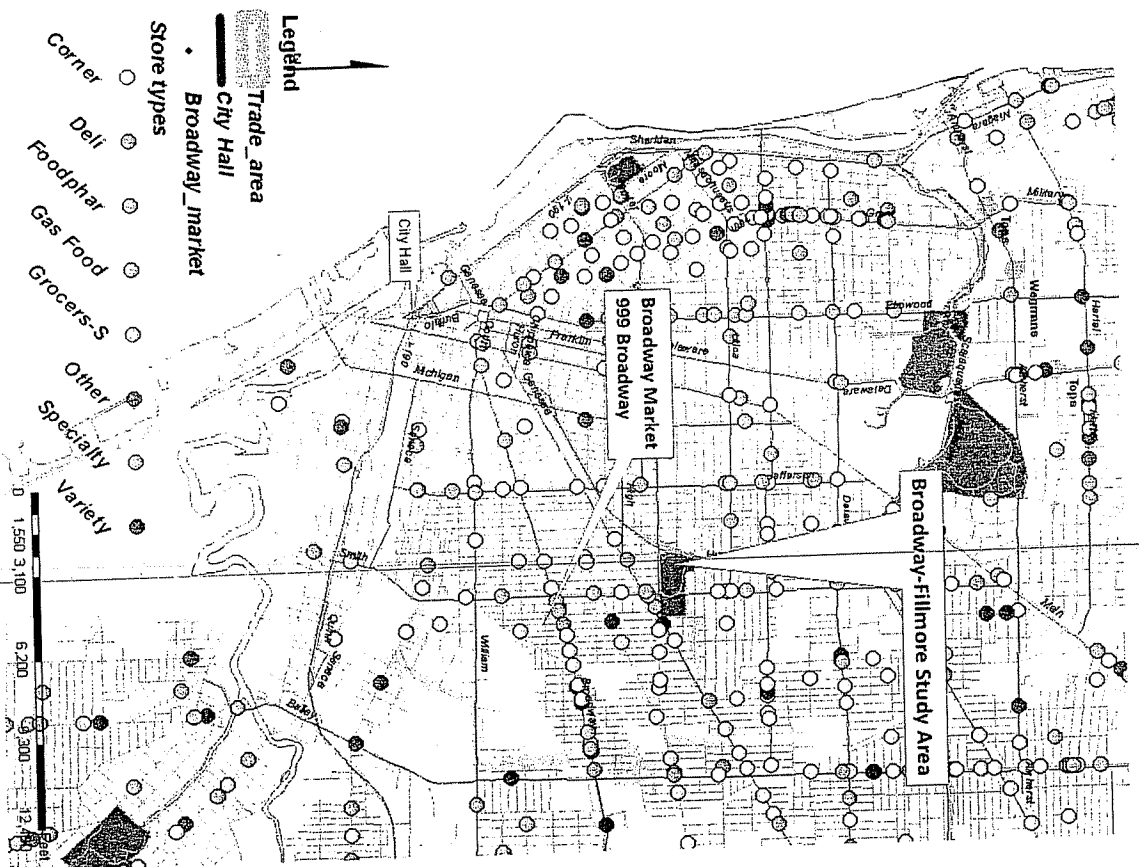
Location of neighborhood corner

There has been a high closure rate of neighborhood corner stores not located on a major commercial corridor—four of the sampled stores were closed.

An emerging trend is the replacement of the older corner stores with gas/food stores, pharmacies, and Family Dollar stores. Six of the sampled stores were either a gas/food store, food/pharmacy, and Family Dollar variety combination.

Availability of healthy foods in Broadway-Fillmore

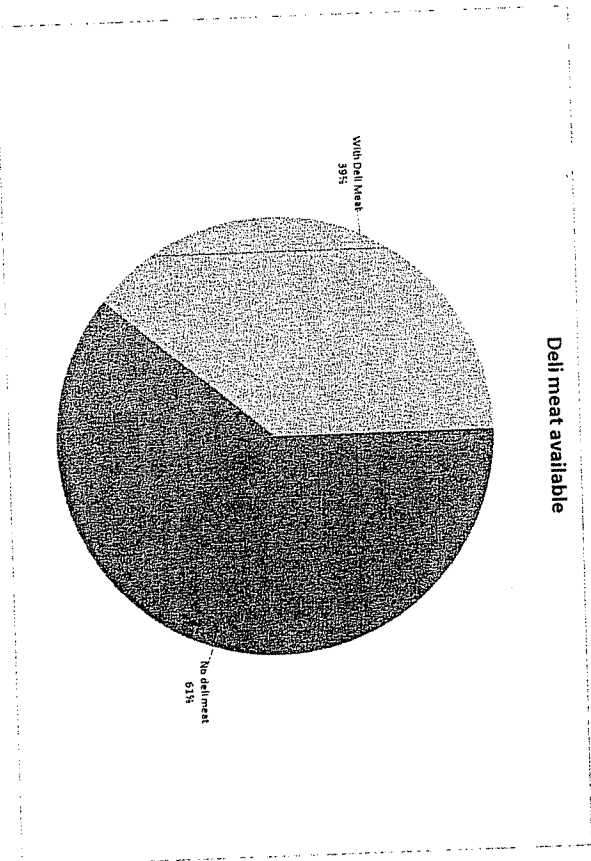
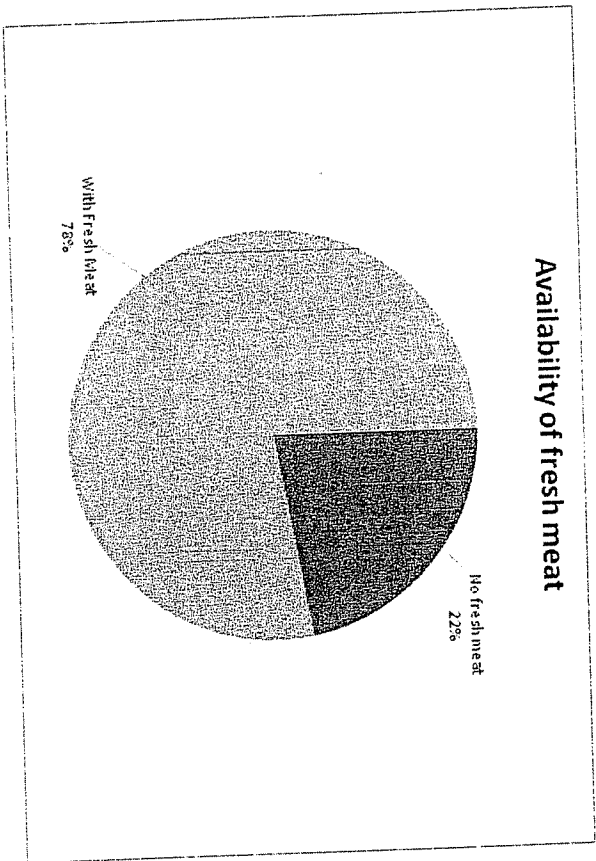
To access the availability of healthy foods in Broadway-Fillmore, a store survey was designed for the corner stores. The presence of fresh fruits and vegetables, fresh meats, grains and a section of a store dedicated to healthy or organic foods were used as measures of healthy food. A total of 38 food stores were found to be located in the Broadway-Fillmore neighborhood. Twenty-two stores were randomly selected for a site visit. The intended research approach was to follow the USDA community food tool



to determine the availability of healthy foods in the neighborhood. But it had to be modified to just examine what was available in the corner store.

Availability of fresh meat

We found 22% of the stores had some fresh meat available, another 32 % had deli meats available, and 33 % had no meat available. The small scale stores with the wider variety of meat selections were Wilson Farms (a neighborhood chain store) and a local small-scale grocer who has made an effort to meet the food needs of the local neighborhood. In terms of alternatives to red meat, stores that sold red meat also sold poultry.



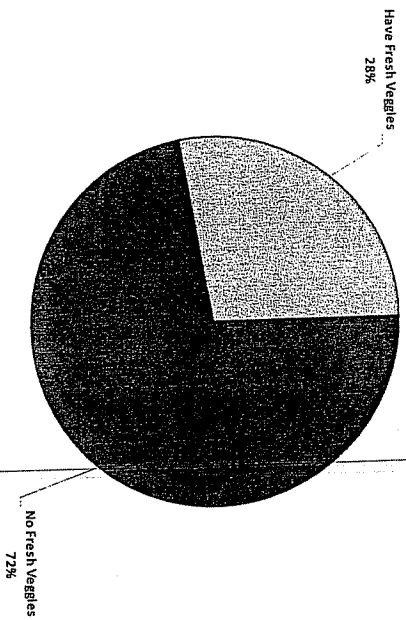
Fresh vegetables available

We found 28 % of the stores had fresh vegetables in the stores.

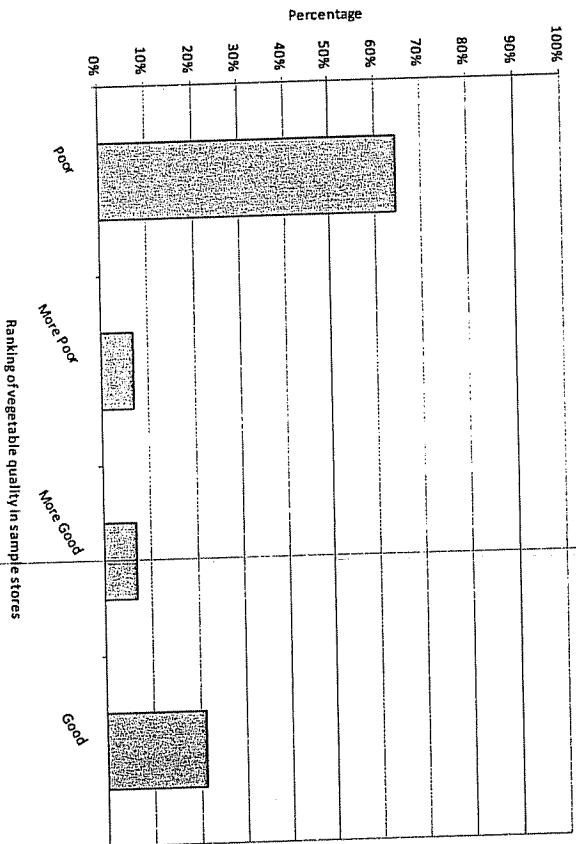
The overall quality of the fresh vegetables were relatively poor.

In addition, most of the stores had a very limited selection of vegetables.

Availability of Fresh Vegetables in East Buffalo



Quality of fresh vegetables in East Buffalo



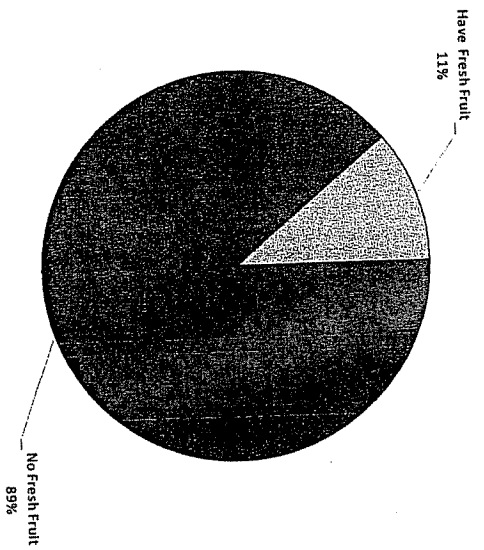
Fresh fruit available

We found 11 % of the stores had fresh vegetables and fruit available in the stores.

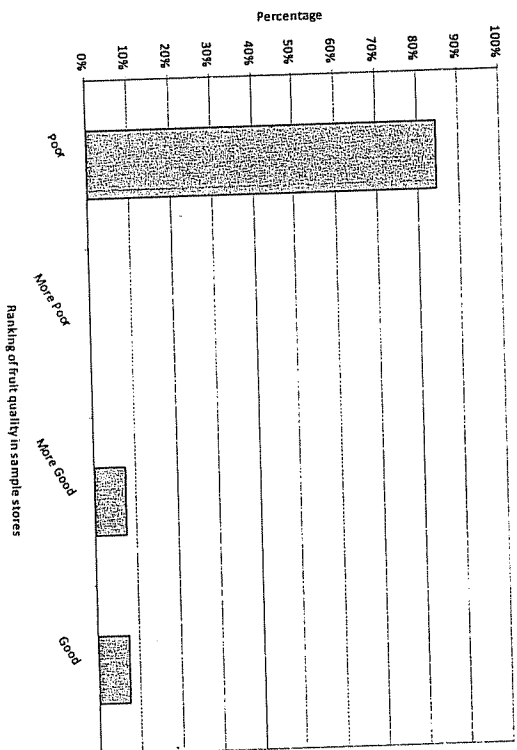
The overall quality of the fruit in the stores is relatively poor.

Again, the selection of fresh fruit is relatively limited.

Availability of fresh fruit in East Buffalo



Quality of fresh fruit in East Buffalo stores

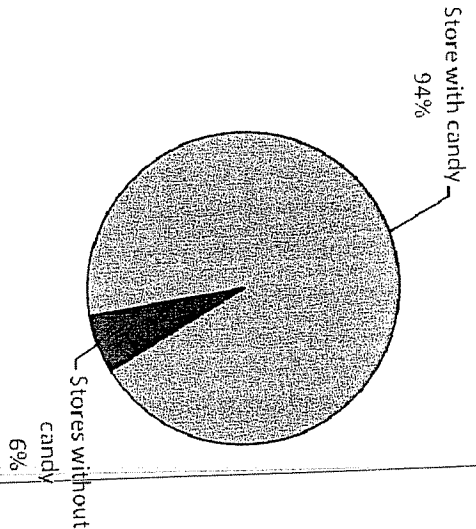


None of the stores had a section set aside for healthy/organic foods. A substantial number did not carry even the less-expensive wheat bread.

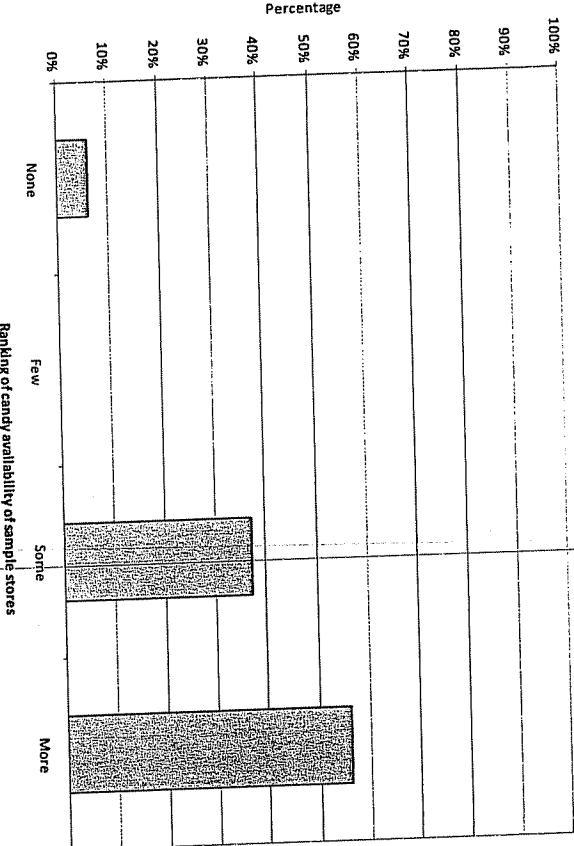
What is available at the corner stores?

Ninety-four percent of the stores carry candy and chips. Most of these stores have also a wide selection of candy products available to customers. We also examined to what extent stores had alcohol and cigarettes available for purchase. Eighty-three percent have beer available. Fifty-five percent of these stores have a wide selection of beer available.

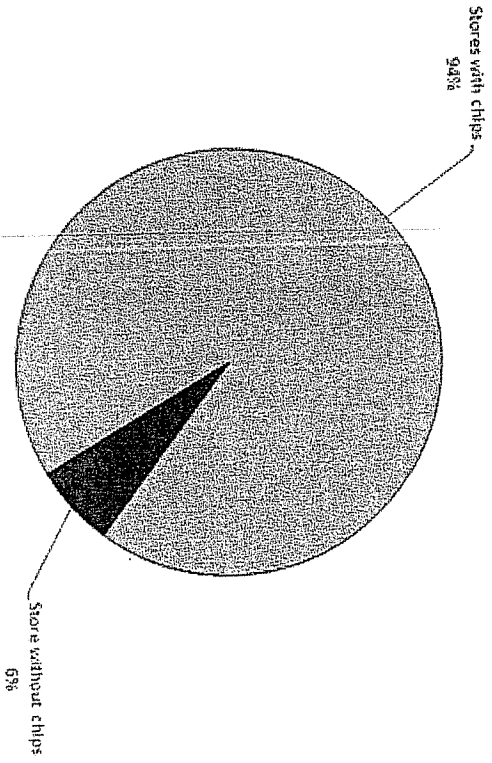
Availability of candy in sample stores in East Buffalo



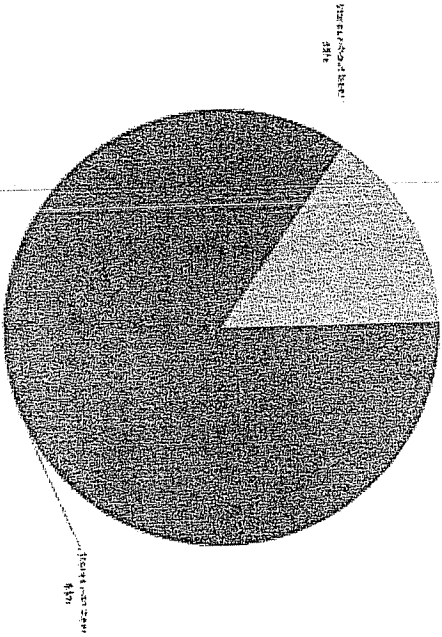
Availability of candy within sample stores in East Buffalo



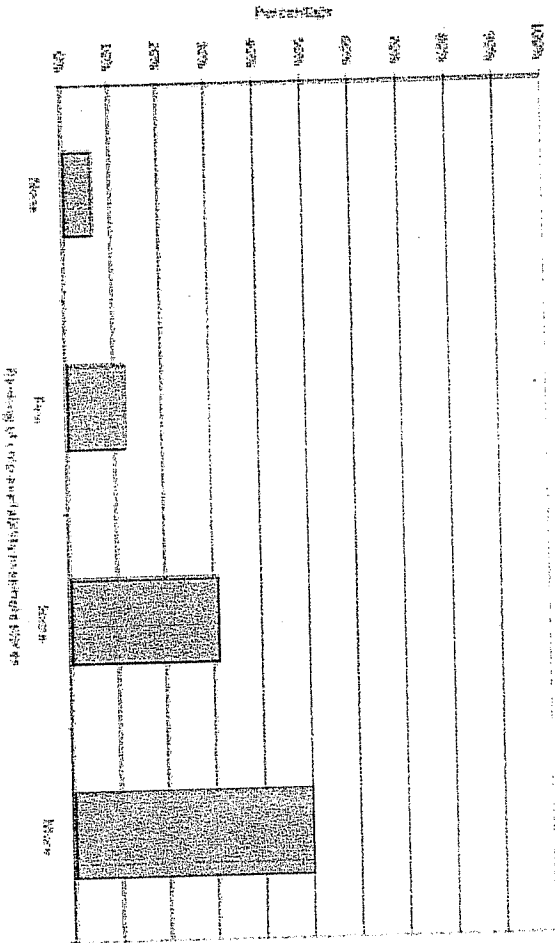
Percentage of stores with chips



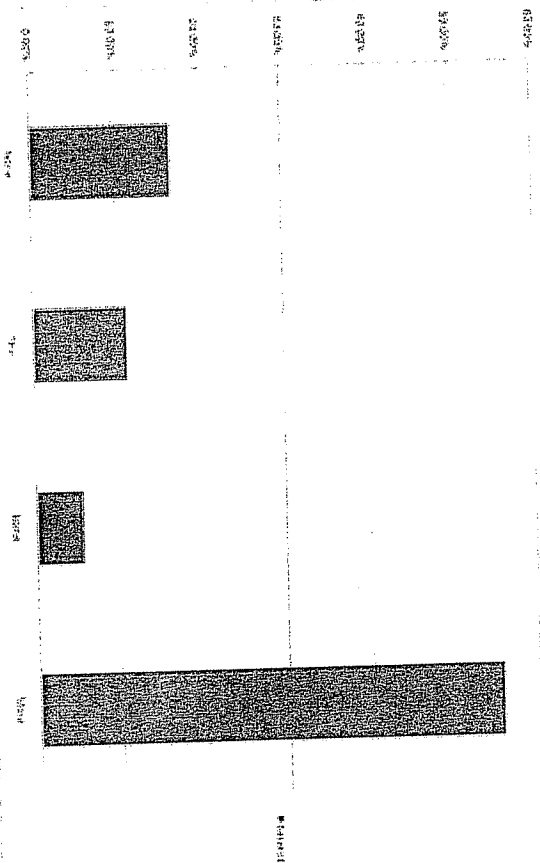
Availability of beer



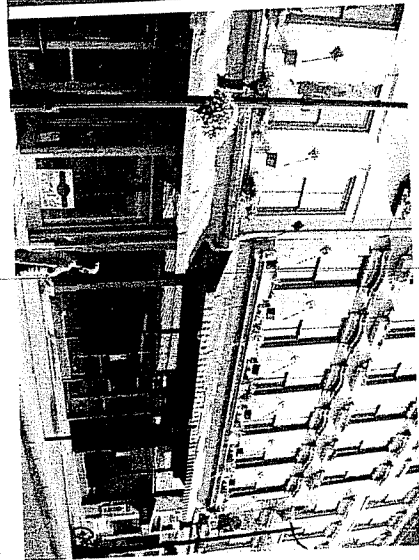
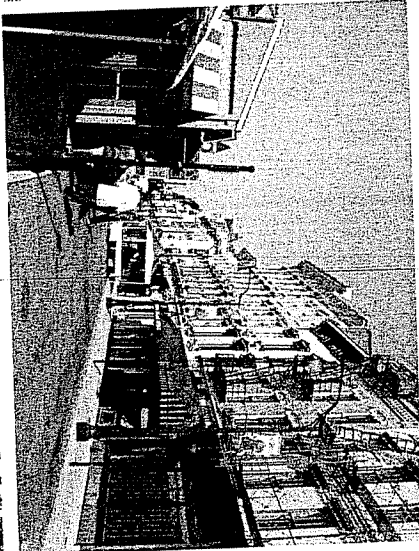
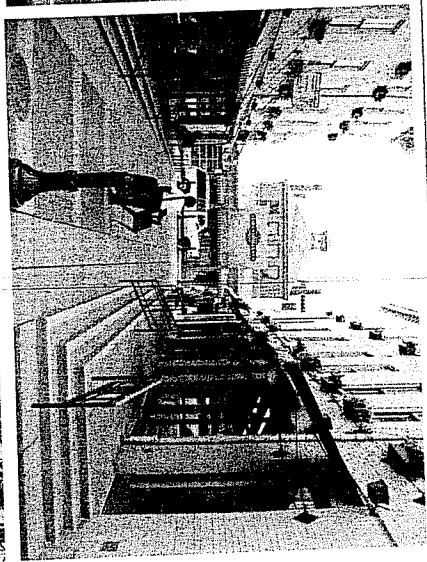
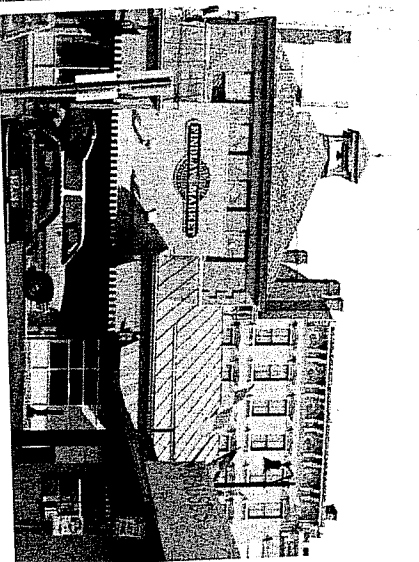
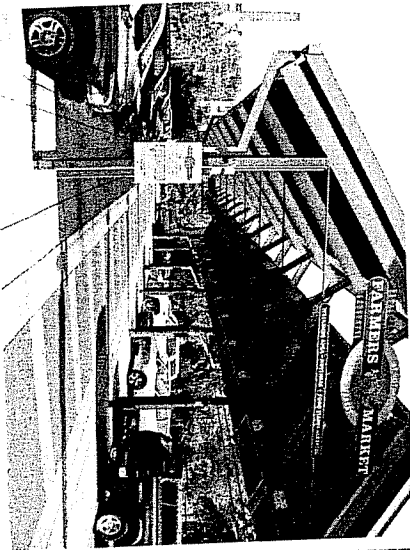
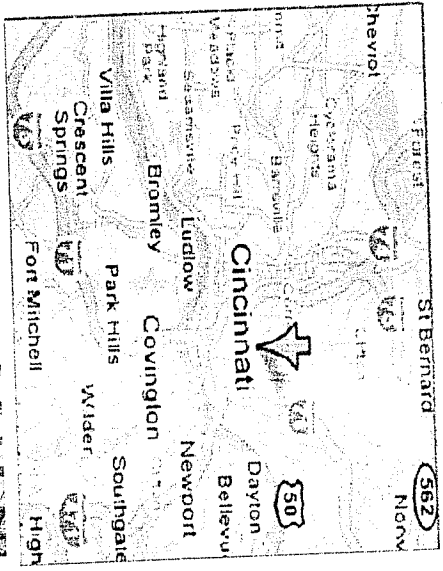
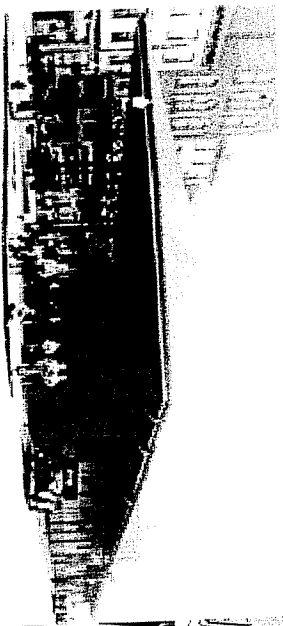
Availability of chips across sampling sites in East Harlem



Availability of beer in corner stores



Findlay Market, Cincinnati, Ohio



Introduction:

One of Ohio's oldest public markets, Findlay Market is located blocks from downtown Cincinnati in the Over-the-Rhine neighborhood. The Over-the-Rhine neighborhood is a historic dense neighborhood noted for its 19th century Italian ornate architecture. The market operates year around with over two dozen indoor merchants. Findlay Market is the oldest continuously operated public market in the State of Ohio.

History:

Over-the-Rhine district was originally a German immigrant community. German immigrants were responsible for developing the neighborhood, the homes, the businesses, the churches, cultural institutions, and newspapers. An extensive brewery emerged in the district. The Findley Market was listed on the national historic places in 1972. The district was designated as a National Historic District in 1983. The structures in Over-the-Rhine were characterized by the Historic District designation report as one of the most cohesive surviving urban, nineteenth century community. The market was initiated by a desire a former mayor of the City of Cincinnati and veteran of the War of 1812, General James Findlay to start a farmer's market in the City of Cincinnati. The land for the market was donated by his estate for the purpose of a public market.

Development timeline:

- 1921 – First Findlay Market Parade
- 1973-74 – Market is closed for \$900,000 in renovations
- 1993 – City officials and neighborhood residents meet together to work on revitalization plan
- 1995 – Renovation plan unveiled.
- 1997 – Construction on Findlay Market Renovation Begins.
- 1852 – Construction begins on Findlay market
- 1855 – Market is opened
- 1902 – Market is enclosed and refrigeration is added
- 1915 – Market is remodeled and updated further
- 1921 – First Findlay Market Parade
- 1973-74 – Market is closed for \$900,000 in renovations
- 1993 – City officials and neighborhood residents meet together to work on revitalization plan
- 1995 – Renovation plan unveiled.
- 1997 – Construction on Findlay Market Renovation Begins.

Market location and hours:

Market is located in the Historic Over-the-Rhine District at 1801 Race Street. Its hours of operation are Wednesday through Friday 8 am to 6 pm, Saturday 6 am to 6 pm and Sunday 11 am to 4 pm.

Parking facilities:

Three parking lots are available for its customers.

Market merchandise:

The market has over 24 vendors who sale an array of fresh meat, produce, and baked products including specialty meats, ethnic groceries, specialty wines and beer, cheese dairy products, organic produce, and deli foods along with souvenirs and crafts and jewelry. The market also has restaurants, take out food, and coffee shops available to consumers. Wireless internet access is available free to the public inside the market house and on the surrounding streets.

Farmers Market:

The Farmers Market operates as a separate leased organization in the shed located in the parking lot north of the market. The Market operates on Saturdays during the harvest season. During the off-season, the shed is used for special vendors and events.

Market organization and structure:

Findlay Market is run by the Corporation for Findlay Market, a 501-C3 non-profit . The City of Cincinnati currently subsidizes the market operation. The objective for the next five years is for the market to become self-sustaining.

Affiliated associations:

Findlay Market Association: the market tenant association which works with the city and the Findlay Market Corporation to help

run the market and is responsible for marketing and advertising.

IMPACT Over-the-Rhine: a year round youth group that works with under privileged youth to help them with work and life skills.

Friends of the Findlay Market: the group works to Preserve, Protect, and Promote the Market.

Facility ownership:

The market facilities are owned by the City of Cincinnati and operated by the Corporation for Findlay Market.

Strategic plan:

The strategic objective of the Corporation for the Findlay Market is to move forward the four part market district plan. The first component of the plan is to integrate the market into a market district. The second component is to enhance the neighborhood density, especially by bringing in a mix of low -income students. The third component is to integrate social service offices in a central neighborhood location. The fourth component is to expand hours of operation and the days of operation.

Its market revitalization objectives are remediate blight and renovate the buildings, work to enhance neighborhood residential development, develop more commercial spaces, and strive to achieve compatibility between Findlay Market and the Over-the-Rhine neighborhood plan.

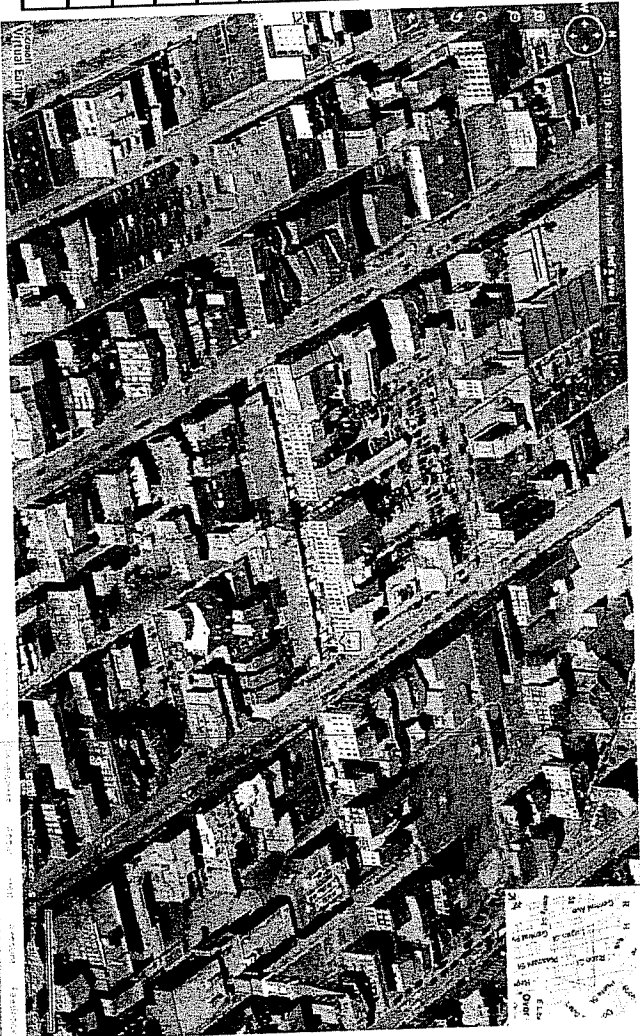
Market district:

The market is located in an historic neighborhood district distinguished by its Italian Ornate Architecture. The district and the

neighborhood underwent substantial disinvestment and abandonment over the past two decades. More recently, pressure was put on the city for cleaning, securing, and beautifying the neighborhood abandoned structures to help maintain the neighborhood historic structure and not distract from the recent market renovations. Responsibility for the district revitalization lies with the City of Cincinnati. The goal is to attract interested developers to renovate the abandoned structures in character with the recent market renovations. Challenges facing the Findlay Market District include crime and the perception of crime, deteriorating neighborhood building stock, the high cost associated with neighborhood housing and building rehabilitation, not a large pool of independent retailers available, and limited resources available for implementing work plans.

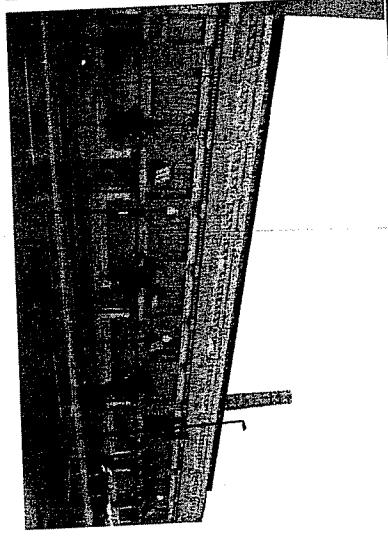
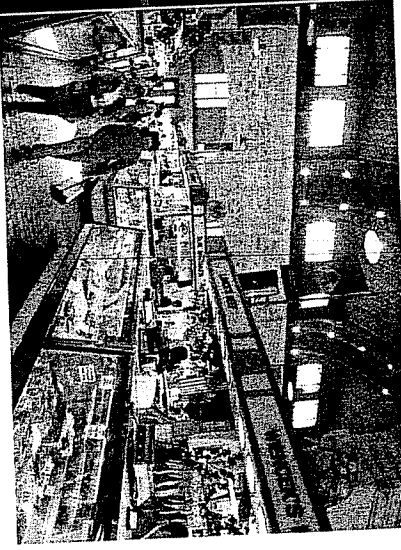
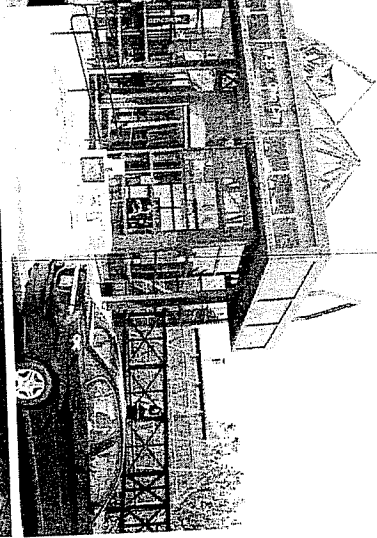
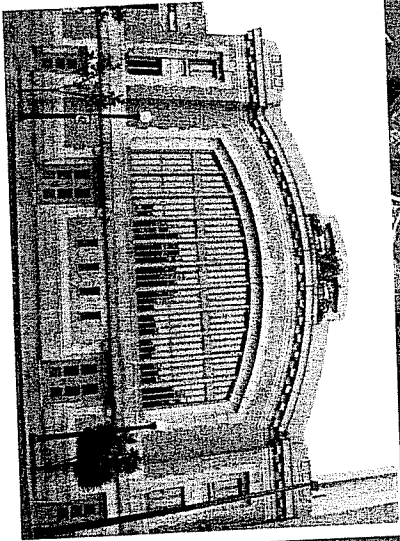
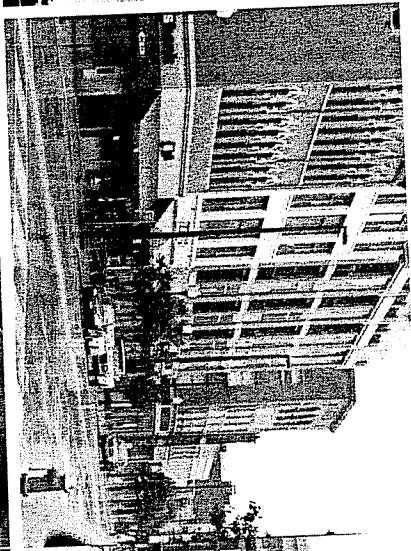
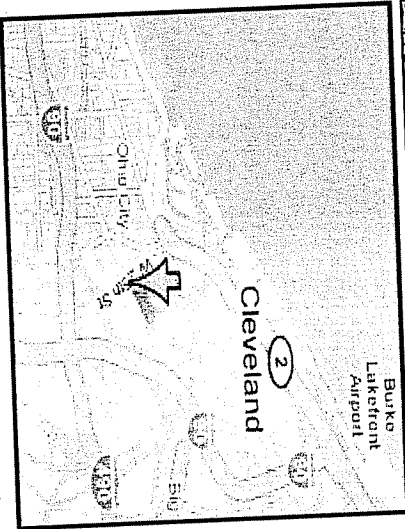
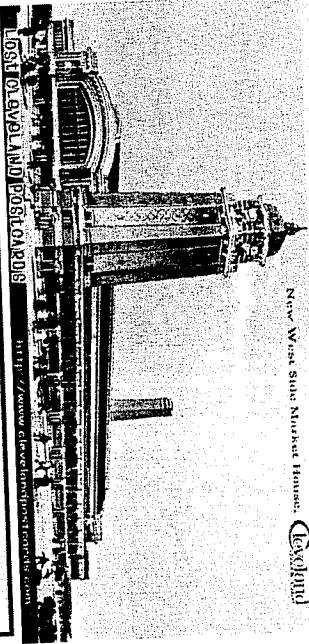
Demographic Information:

Census Data	45202	Cincinnati
Percent Single Parent	4.1%	18.6%
Percent 65 Older Living Alone	12.4%	20.5%
Percent Disabled	25.5%	22.3%
Percent Foreign Born	5.2%	3.8%
Percent Unemployment	43%	36.9%
Median Household Income	\$24,000	\$29,554
Percent Financial Public Assistance	2%	5.2%
Percent Below Poverty Line	18%	56.1%
Percent No Vehicle	33.8%	23.4%
Percent Housing Costs Over 30%	17%	36.7%
Percent African American	28.2%	42.9%



West Side Market Cleveland, Ohio

New West Side Market House, Cleveland



Source: Flickr Cleveland website, Steve Nagorski, August 2007



Introduction:

The West Side Market is the oldest operating public market in the City of Cleveland and one of its most revered institutions.

Over 120 outdoor and indoor stalls operate at the market today. Renown for its Old European world charm, the market draws its customers from the Greater Cleveland region.

History:

The West Side Market began operations in 1840 with the donation of land stipulated to be a public market. The original indoor market structure was built across the street from its current location. The current market was built in 1912 at a cost of \$680,000. The market catered to immigrants from Italy, Czechoslovakia, Germany, and Poland. The market hall is noted for its adaptation of a classical/Byzantine architectural style to a public market. The distinctive feature of the market hall is its 137 foot-clock tower that increases the visibility of the market and serves as a guide for customers coming to the market. The historical and architectural significance of the building was recognized with its designation as a National Historic Landmark in 1973 and was declared a Historic Site in 1977. A third sales shed was added to the market in 1929. Like other public markets, the market faced numerous difficulties with the development of refrigerators and freezers in the 1940s. In the early 1990s, the market underwent major modernization to improve its facilities and correct building and sanitary code violations. Because market vendors refusal to emulate the newer supermarkets and desired to retain the market old world charm, the market continues to attract both local and

and out-of-town shoppers.

Development timeline:

- 1840 – West Side Market begins operation
- 1868 – Indoor Market Structure Built across the street from current location, called Pearl Street Market
- 1902 – Current location of market land was purchased
- 1912 – Current West Side Market Building was built at the cost of \$680,000
- 1915 – West Side Market Tenants Association was founded
- 1973 – West Side Market is added to the National Register of Historic Places
- 1929 – Third Sales Shed is constructed
- 1977 – Eastern Market is declared a Historic Site

Market hours and location:

The market is located in the Ohio City district at the corner of West 25th Street and Lorain Avenue and operates on Monday and Wednesday from 7am to 4 pm, Friday from 7am to 6pm, and Saturday from 7 am to 6 pm.

Parking Facilities:

Three parking lots are available for off-street parking as well as street parking is available on West 25th street.

Market merchandise:

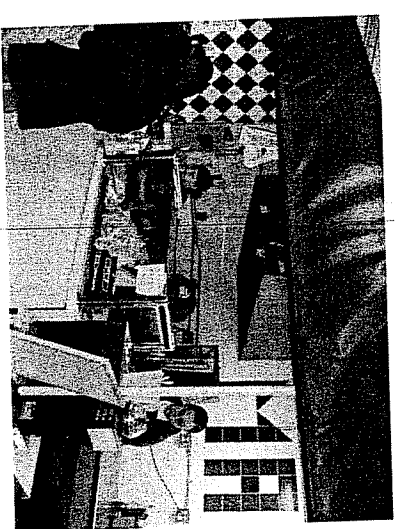
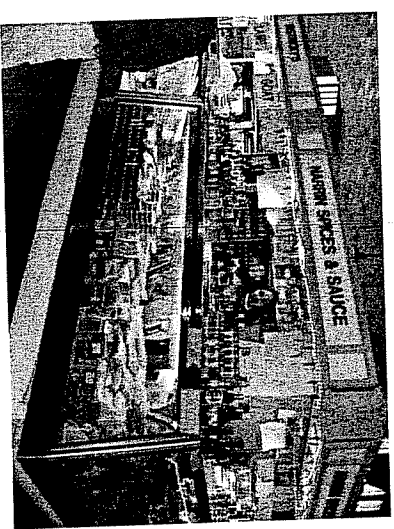
The market vendors reflect the historic diversity of the surrounding community. Today's vendors sell items such as Amish



Chicken, fresh Hungarian sausage, homemade pasta, strudels, pierogis, bratwurst, and mostly recently Arabic specialties such as falafel. The market is proud of its heritage of welcoming new immigrants and making stands available to them. Vendors range from established stands such as Schilla Produce, Badstuber & Sons, Ehrnfelt Meats and newer stands such as Steve's Gryo, Narrin Asian Spices, Mediterranean imports, Orale Mexican food. And Maha's Falafel. The strength of the market comes from not adopting the traits of the larger supermarkets and continuing to operate as a traditional public market and respecting the diversity and the loyalty of its customers across generations. The market operates on the principle of offering a large variety of products from which the customer has the opportunity to purchase the size and quantity that their desire from a merchant whom they know.

Farmers Market:

West Side Market has a produce hall that allows farmers to sell fresh fruits, vegetables, tubers, and flowers. The produce hall has over 150 stalls available for farmers. Each Saturday there also is an open air market across the street that runs from 10 am to 4 pm.



The Farmers Market also serves as a host to a summer events series. Its last event of the year is the Cleveland Public Art's City Xpressionz Festival which draws about 3,000 people a year.

Market organization and structure:

City of Cleveland's Parks, Recreation, and Properties Department operates the market. Tenants lease stalls from the city.

Affiliated associations:

West Side Market Tenant's Association: The tenants associations was formed in 1915 to assist with implementing improvements to the market house and market operations. Control and direction of the market rests with the city. The tenant association publishes and updates market maps and vendor directories.

Strategic plan:

The City of Cleveland completed a \$5 million renovation of the West Side Market in 2001. The renovation included replacing all counters and installing rolling doors in the produce area. A new parking lot was added north of the market. The current redevelopment effort focuses on redeveloping the Market Square across from the market. The Ohio City Near West Development Corporation, the City of Cleveland's Public Works, and Cleveland Public Art have come together to redevelop the market square space to make it more functional, inviting, and attractive. An architectural group was hired to craft new designs and looks for the park. The planning team is in the process of raising funding and sponsorships to implement their design.

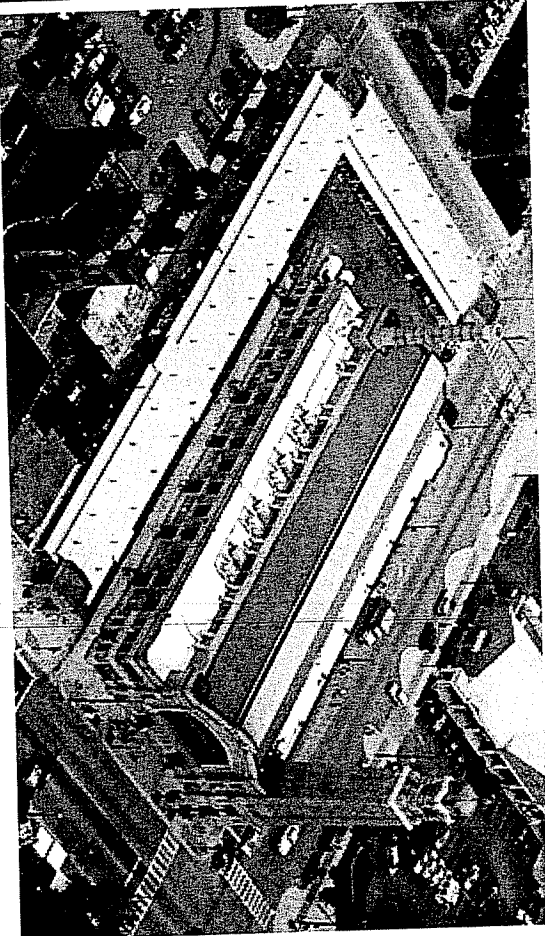


Market District:

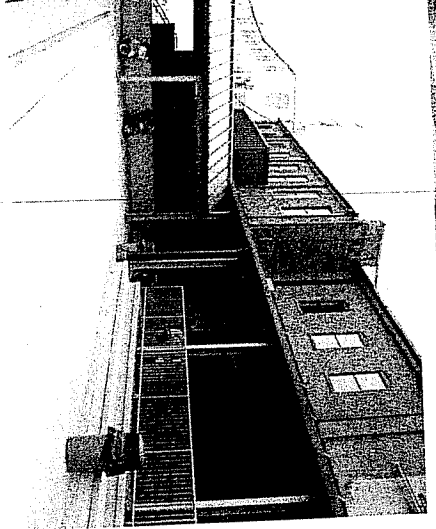
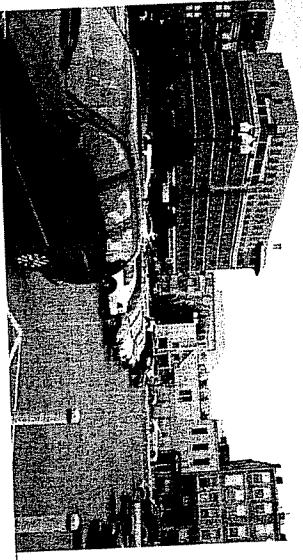
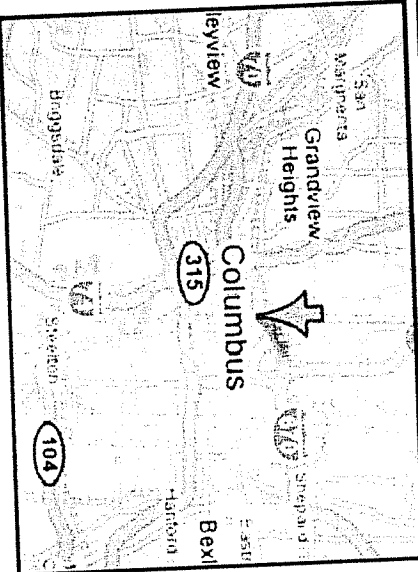
The market is the center of the Ohio City neighborhood. Ohio City was an independent city for 50 some years. Although a moderate income neighborhood, Ohio City is became a trendy neighborhood with its restored 19th century homes, trendy restaurants, boutiques and lofty-style condominiums. The neighborhood is encircled by the Greater Cleveland Rapid Transportation Authority bus and rapid stations, with over 30,000 commuters traveling through the Market Square bus station. The Market Square Park serves as a gateway to the district's restaurant/shopping, and café district. The highlights of the neighborhood are the Great Lakes Brewery on Market Avenue, Heck's Care on Bridge Street.

Demographic Information:

Census Data	44113	Cleveland
Percent Single Parent	19.1%	24.8%
Percent 65 Older Living Alone	8.5%	11.1%
Percent Disabled	29.4%	26.2%
Percent Foreign Born	3.9%	4.5%
Percent Unemployment	6.4%	6.4%
Median Household Income	\$23,020	\$25,928
Percent Financial Public Assistance	12.3%	11.2%
Percent Below Poverty Line	35.6%	24.6%
Percent No Vehicle	30.2%	24.6%
Percent Housing Costs Over 30%	35%	34.1%
Percent African American	28.9%	51.0%



North Market, Columbus, Ohio



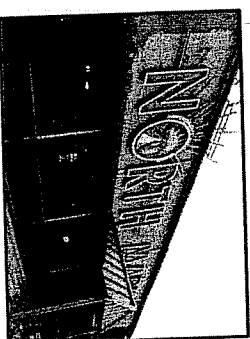
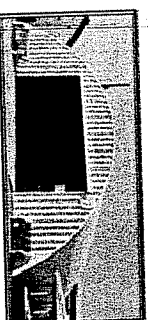
Introduction:

North Market is one of the more popular and successful of U.S. markets. The market is a regional and tourist destination for grocery shoppers, dining, and entertainment.



History:

North Market's history dates back to 1876. It was one of four city markets in Columbus. The other three markets succumbed to fire and foreclosure. In 1948, a fire closed the North Market. The city decided not to rebuild the market. But merchants joined together to purchase a portable Quonset hut. The merchants sold their products out of this hut for over 50 years. In the 1980s, the hut gradually deteriorated and was threatened with demolition for a parking lot. The Friends of the Market was formed to save the market. The North Market Development Authority (NMDA) was created at that time to take over operations. The focus of the MDA was on the feasibility of rehabilitating the Quonset hut. But the deterioration was too costly. In December 1992, Nationwide Insurance offered to sell its warehouse at 59 Spruce to the city for the North Market. The turn-of-the century was an ideal facility to convert into a public market. In 1995, the new market structure was erected. The new structure currently houses over thirty-four merchants and sponsors a farmers market along its exterior.



Development timeline:

- 1876 – Original Public Market Structure was built.
- 1940s – North Market Burns down, merchants banded together to buy a Quonset hut to be operated on city land.
- 1980s – Friends of the North Market forms, to show support of the market when it was threatened by the possible construction of a convention center.
- 1988 – North Market Development Authority forms, takes over operation of the market and receives a master lease from the city.
- 1989 – Merchant leases signed and a Market Master and Executive Director hired.
- 1995 – Construction began on a \$6.5 Million Expansion project for the market to increase size and quality of the market experience.

Market location and hours:

The market is located at 59 Spruce street, one block away from the Greater Columbus Convention center. Market hours are Tuesday–Friday: from 9 am to 7 pm, Saturday from 8 am to 5 pm, and Sunday from noon to 5 pm.

Parking facilities:

On-site parking is available for a fee— \$1.00 per hour up to two hours; \$2.00 per hour afterwards. Parking fees validated by a stamp from a market vendor are waived.

Market Merchandise:

Approximately 35 family-owned vendors sell products such as specialty beef from Belgian Blue Cattle, domestic and imported cheeses, fresh produce, home-made European style sausages, Egg Lady double yolk and specialty eggs. North Market strives to serve as an "incubator" for small owner-operated businesses. The Market seeks vendor proposals exclusively from food and food-related businesses.

Farmers Market:

The North Market farmers' market operates on the market's east patio every Saturday during the harvest season starting at 8 am.

Market organization and structure:

The North Market is operated by the North Market Development Authority (NMDA), a 501-(c)3 nonprofit. NMDA consist of shoppers and merchants who formed the nonprofit to "preserve and promote the traditional and cultural aspects of the historic North Market." NMDA leases the market facility from the City of Columbus for one dollar a year. North Market now receives about \$23,000 a year from the City of Columbus Department of Development.

Affiliated associations:

Friends of the Market: Friends of the market formed in the 1980s to save, preserve, and promote the market.

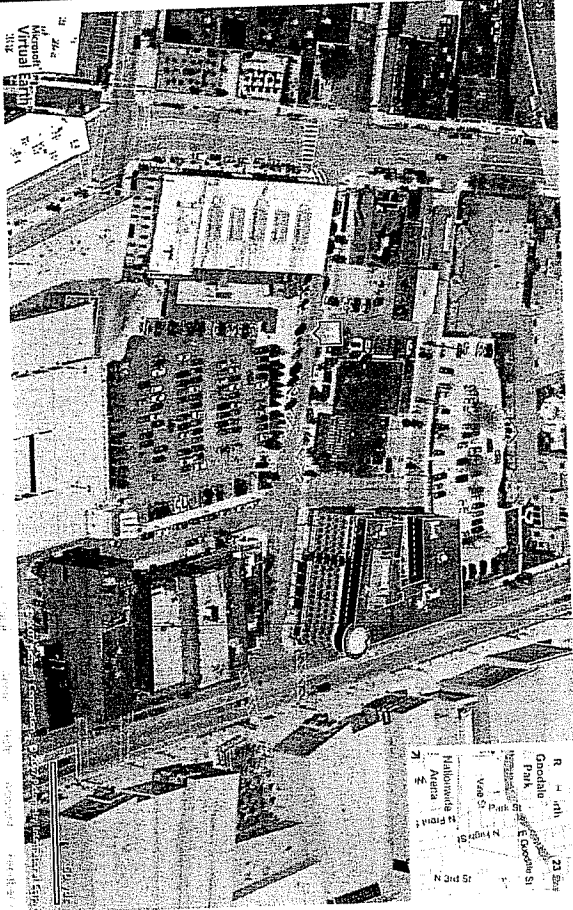
Strategic plan:

A plan was developed in the Fall of 1989 to examine strategies for improving vendors' merchandising, targeted future vendors, market design and layout, and cost structures for vendors. Plan recommendations for the North Market were: promote market as a "place to go for fresh food and specialty items in friendly, personal and service-oriented atmosphere"; marketing should also be directed to residents in adjacent communities; all marketing and communications should have consistent design, layout, and color schemes; use special events and promotions as marketing tools; develop cost structure for vendors for advertising, and special efforts should be given to attracting low-income, minority and other ethnic groups.

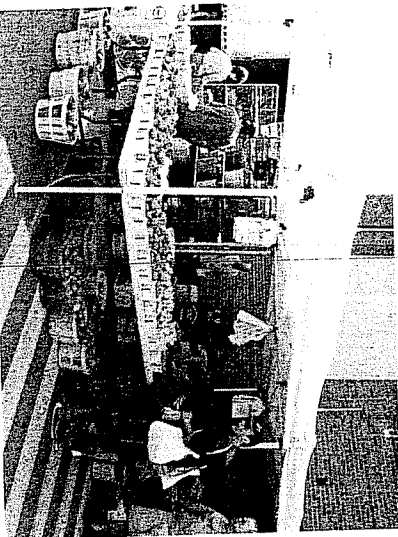
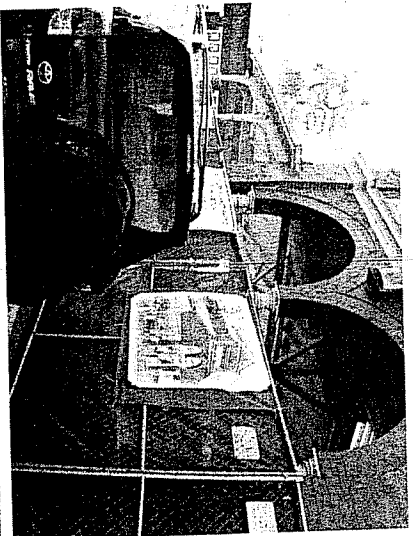
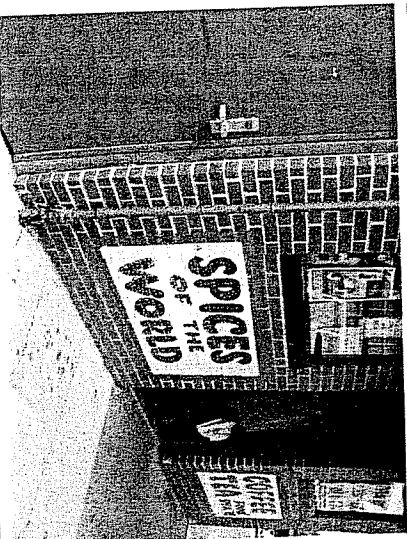
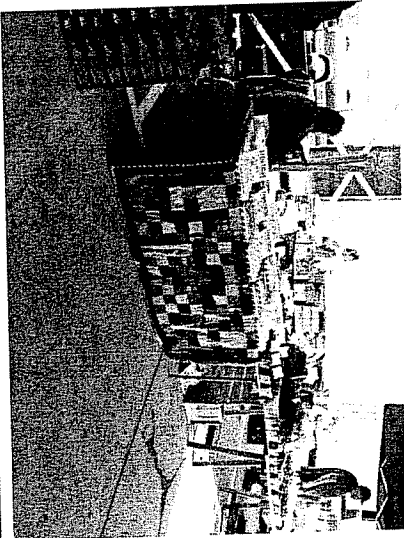
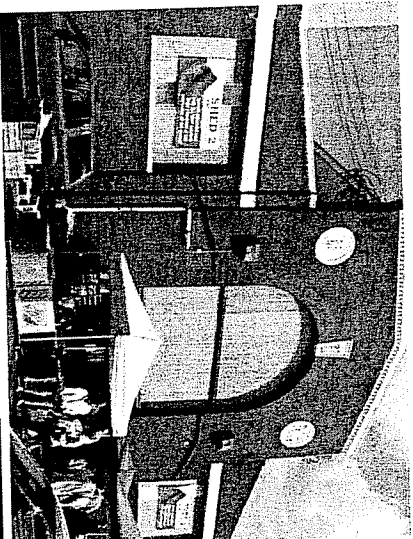
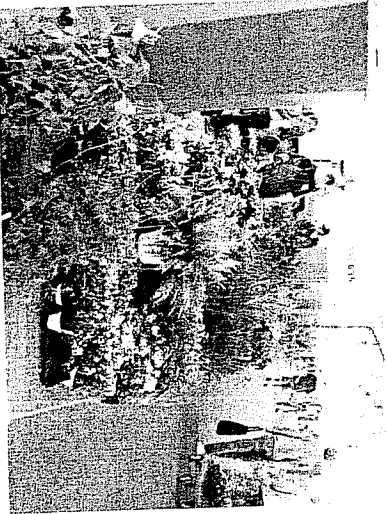
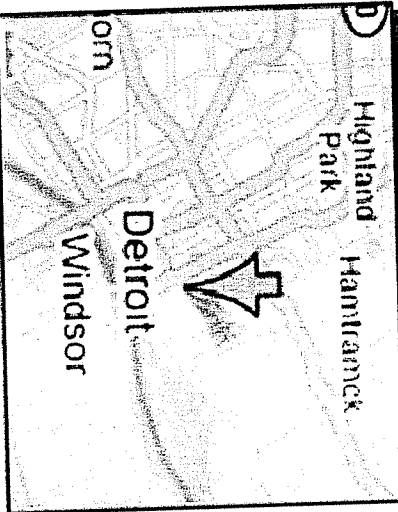
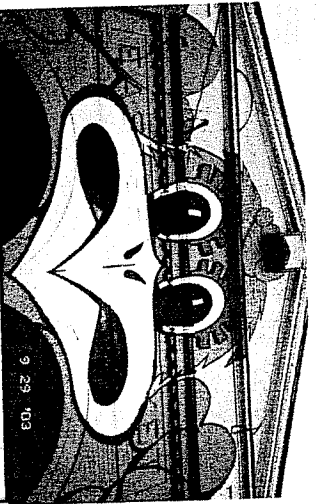
Market District:

North Market is located in a historic nineteenth century warehouse district. North Market is part of the Short North neighborhood. Short North is a diverse, urban neighborhood that functions as the Art District of the City of Columbus. The neighborhood is adjacent to downtown, the Brewery District, and the Convention Center. In 2000, SNNF (South North Neighborhood Friends) was formed to leverage efforts of the various organizations in South North to further enhance the neighborhood and facilitate collaborative dialog among the various neighborhood stakeholders for the development of a collective South North vision.

Census Data	43215	Columbus
Percent Single Parent	5.3%	14.5%
Percent 65 Older Living Alone	15.5%	15.4%
Percent Disabled	26.1%	18.2%
Percent Foreign Born	5.9%	6.7%
Percent Unemployment	8.1%	3.5%
Median Household Income	\$23,562	\$37,897
Percent Financial Public Assistance	3.7%	3.7%
Percent Below Poverty Line	27.5%	12.8%
Percent No Vehicle	29.1%	10.3%
Percent Housing Costs Over 30%	30.6%	28.8%
Percent African American	23.5%	24.5%



Eastern Market Detroit, Michigan



Introduction:

Eastern Market in Detroit, Michigan is one of the largest open-air wholesale/retail market districts in United States, presently occupying over 43 acres. The market attracts more than 45,000 visitors on any given Saturday. Visitors come from Detroit and the suburbs in Southwest Michigan, Northeast Ohio, and Southern Ontario. For Detroiters, Eastern Market represents a celebration of family and food. It is the primary public location in Southwest Michigan for consumers to purchase wholesale and retail, farm fresh, locally-grown fresh and prepared food from family-owned vendors. Generations of Detroiters have brought their children to enjoy the shopping experience of the market. The market is home to a large variety of specialty vendors and shops offering fresh produce, meat and poultry, bakeries, specialty restaurants, old-time saloons, gourmet shops and cold-storage warehouses.

History:

The first public market in Detroit was opened in 1802. Eastern Market originated in 1841 at three different locations. The first market shed at the current location was built in 1891. As the market grew and flourished at this location, it expanded significantly in 1921. Several sheds were added along with eating establishments in the nearby vicinity. Despite the emergence of the super-market movement in the suburbs in the 1950s, the Eastern Market managed to retain its appeal as an important food distribution hub in Southeastern Michigan. In the 1970s, city planners pushed to bring new life back to the market. The Michigan Historical Society designated the market a historic site in 1977. Several of the original sheds remain in operation today. The market's

unique architecture consists of late Victorian 1890s to early 1920's commercial buildings.

Development timeline:

- 1802 – Eastern Market is born.
- 1841 – Eastern Market moves to Cadillac Square.
- 1891 – Eastern Market moves to its current location & builds first Sales Shed.
- 1922 – Second Sales Shed is constructed.
- 1929 – Third Sales Shed is constructed.
- 1977 – Eastern Market is declared a Historic Site.
- 2006– Agreement which between City of Detroit and Eastern Market Corporation for market operations.

Market location and hours:

The market is located strategically near downtown Detroit at 2934 Russell Street. It is opened Monday through Saturday from 7 am to 5 pm.

Parking facilities:

Parking lots are available in the south and the north of the market district. There is also a parking garage to the north east of the main market hall.

Market merchandise:

Several stalls at the Eastern Market have been operating over several generations. The market is a community of vendors, local merchants, farmers, restaurants, and specialty shops that make available fresh meat, produce, ethnic specialties, restaurants, and jazz cafes. A major emphasis is placed on locally-grown and produced products. All vendors have to specify the origin of products they plan to sell.

Farmers Market:

The farmers market operates every Saturday attracting another estimated 26,000 customers to the market district. Over 150 farmers come from Michigan, Ohio, and Canada to sell their fruits, vegetables, breads, baked goods, jellies, jams, honey, apple cider, cheese, spices, herbs, plants, and flowers.

Market organization and structure:

Eastern Market is operating today by the Eastern Market Corporation (EMC), formed in 2003. EMC reached a management and promotion agreement that gives the responsibility for operating and promoting the economic development of the Eastern Market district to the Eastern Market Corporation. The City of Detroit, however, retains ownership of the property. Eastern Market Corporation is a 501(c)(3) formed in 2003 for the purposes to operate, promote, raise funds, and develop the market district.

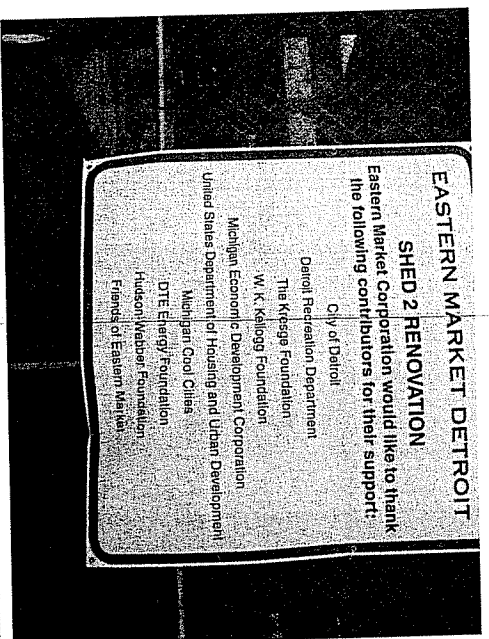
The market is an umbrella organization with representatives from the City of Detroit, Eastern Market stakeholders and other persons with special interest in the market from corporations and foundations. The market received 29.1% of its budget from the City of Detroit's community block development grant (CBDG) funds in 2007 for the Eastern Market Advancement Coalition.

Affiliated associations:

Friends of the Market: The Friends of the Market was formed to preserve and protect the historic character and nature of the market as well as to give assistance to the EMC for planning the market events and educational programs.

Facility ownership:

The City of Detroit retains ownership of the public property in the market district.



Join the Friends of Eastern Market!

Your contributions help support the Eastern Market Welcome Center, Public Space Improvements, Educational/Program Development & Special Events.

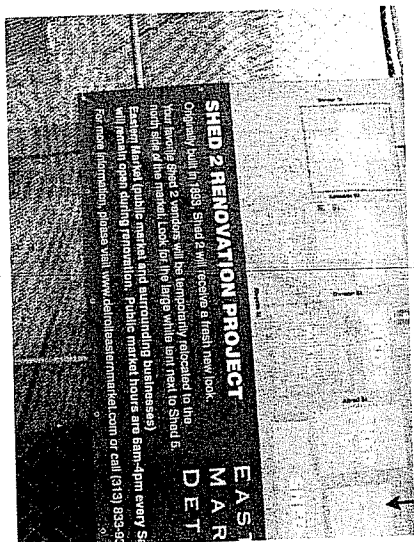
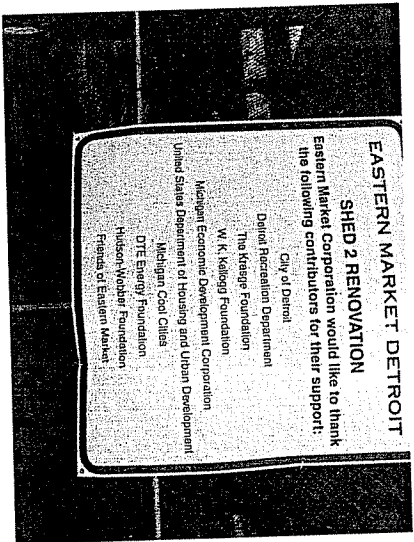


Strategic Plan:

The Eastern Market Corporation adopted a reinvestment strategy in 2003 to strengthen the market assets and formulate new approaches to generating more market activity. The reinvestment strategy outlines seven initiatives to achieve these objectives: creation of flexible-use event space to integrate market sheds and adjacent retail space into a market square; 2) historical restoration of the market's Shed 2 for positioning market as the premier Southwest Michigan destination for fresh foods; 3) improvement of winterization and refrigeration of Shed 3 for year around destination; 4) construction of market operation center for administration, visitor center, and information center; 5) augmenting of market's strength in plants and flowers by establishing a retail greenhouse to foster year around sales; 6) promotion of sustainable urban agriculture programs; and 7) investment in market infrastructure for increasing visibility, security and access to market.

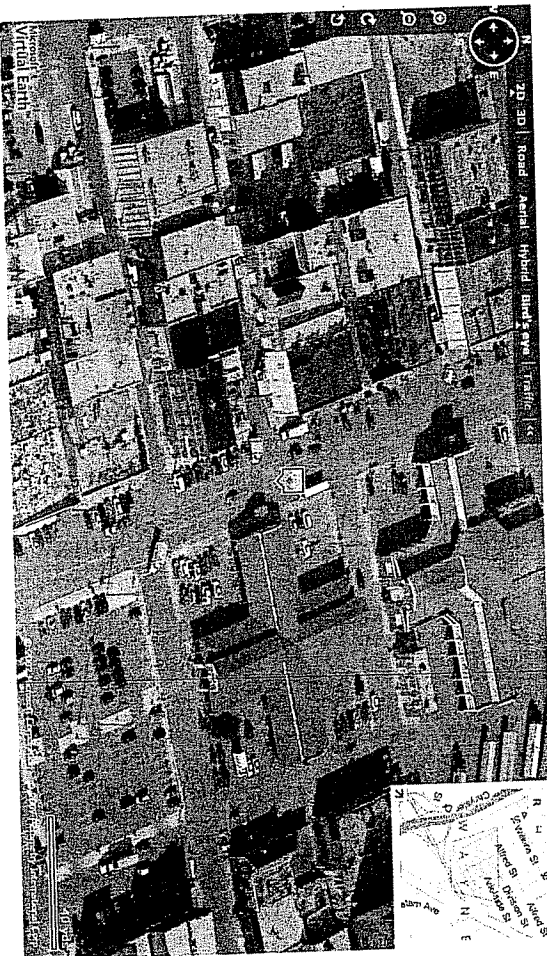
Market District:

The Eastern Market district comprises 43 acres in the heart of the City of Detroit. The district stretches over 5 city blocks. The market district consists of 5 public market sheds and a variety of private retail shops, restaurants, and bars located adjacent to the sheds. The market district has been a unique destination that has drawn visitors to downtown Detroit for over a century. Because of the decline in the neighborhoods around the market, the market is need of an investment strategy that brings back residents to the greater downtown neighborhoods. Loft development in the market district started in the last decade.

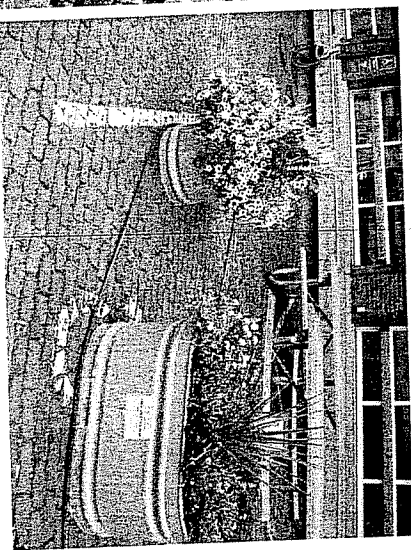
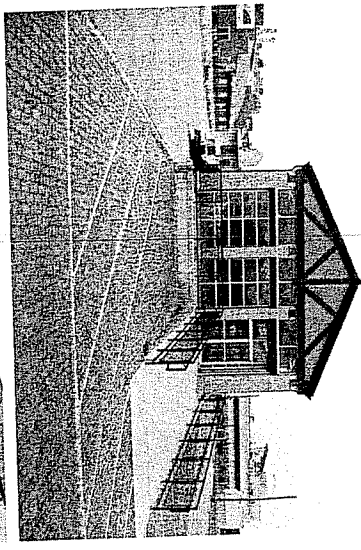
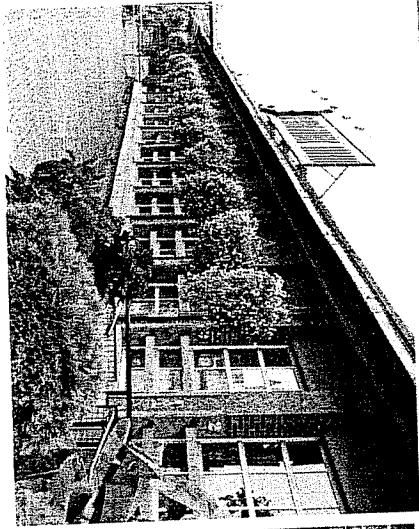
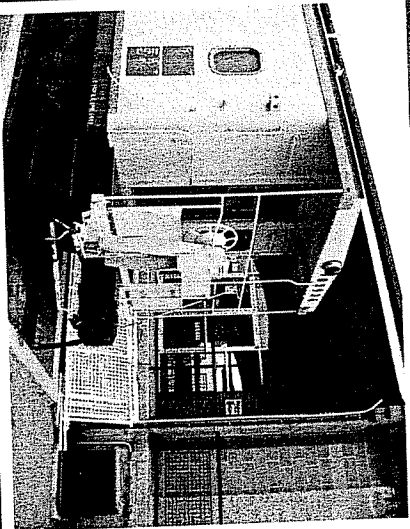
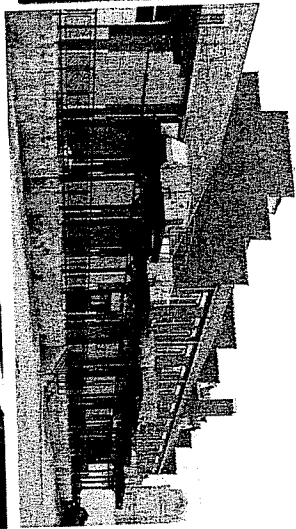
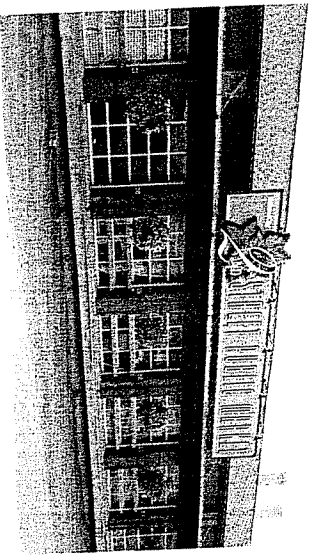
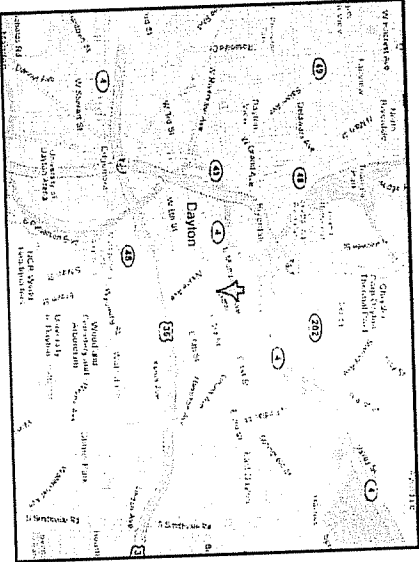
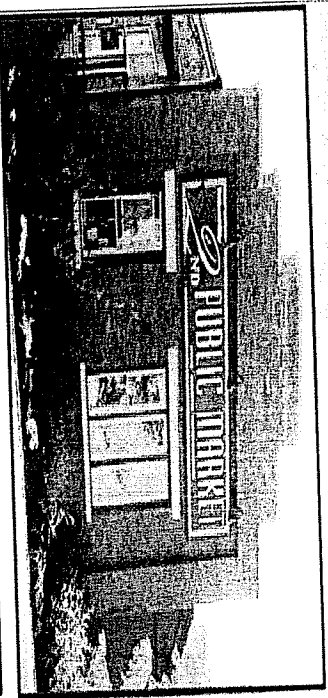


Demographic Information:

Census Data	48207	Detroit
Percent Single Parent	25.4%	31.6%
Percent 65 Older Living Alone	17.2%	9.2%
Percent Disabled	32.5%	28.3%
Percent Foreign Born	2.2%	4.8%
Percent Unemployment	7.9%	7.8%
Median Household Income	\$24,496	\$29,526
Percent Financial Public Assistance	11.9%	11.4%
Percent Below Poverty Line	30.6%	23.9%
Percent No Vehicle	30.7%	21.9%
Percent Housing Costs Over 30%	32.0%	32.8%
Percent African American	90%	81.6%



Second Street Market, Dayton Ohio



Introduction:

National City 2nd Street Market is located in Dayton's downtown. The market designed to be reminiscent of European markets is part of the Five Rivers Metro Park. Second Street Market is a year-round market that operates three days a week.

History:

The market originated as the Wegerzyn River Market in 1998. In late 2001, the market moved to its current location at 2nd Street, an old train freight house adjacent to the Webster Street train depot in downtown Dayton. When the market first opened as Wegerzn River Market, it featured just 22 vendors. In 1999, the Wegerzyn River Market attracted over 175,000 visitors. The market relocated to make way for the Cannery Baseball Park in 2001. Today, it features over 40 merchants. Plus the market has added a new addition with the opening of the Webster Street Station, an historic train depot. The train depot was originally constructed in 1911 by Requarth Lumber as an inbound warehouse for the Cincinnati Hamilton & Dayton Railroad.

Market location and hours:

The market is located at 600 East Second Street in a rapidly developing downtown historic neighborhood in Dayton. The hours of operation are between 11 am and 3 pm on Thursday and Friday and 8 am and 3 pm on Saturday.

Parking facilities:

Parking is free.

Market merchandise:

The market has forty merchants that offer unique selections of items such as wool products, handcrafted jewelry, European deserts, bakery, coffee shop, crepe, homemade desserts, maple syrup and candy, organic produce & meat, dog & cat treats, farm fresh produce, fresh seasonal produce, homemade gourmet mixes, honey, hydroponic produce, Africa & Central America handmade goods, stoneware pottery, local raised meats, ethnic cuisine, wines and beers, antiques, baking supplies, dried Flowers & country décor, and plants and garden supplies.

Farmers Market:

Seventy vendors sell fresh fruits and vegetables, meats, flowers and a variety of specialty and exotic goods during season in the open-outdoor market.

Market organization and structure:

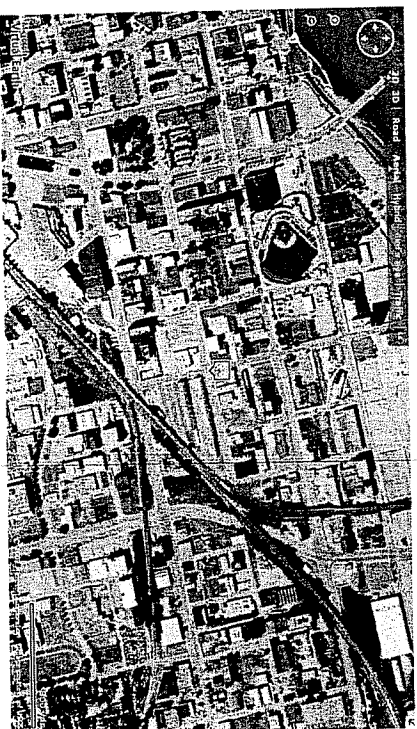
The market is owned and operated by Five Rivers Metro Parks. Five Rivers represents a region-wide service district for the five waterways of Great Miami River, Stillwater River, Mad River, Twin Creek and Wolf Creek in Montgomery County.

Market District:

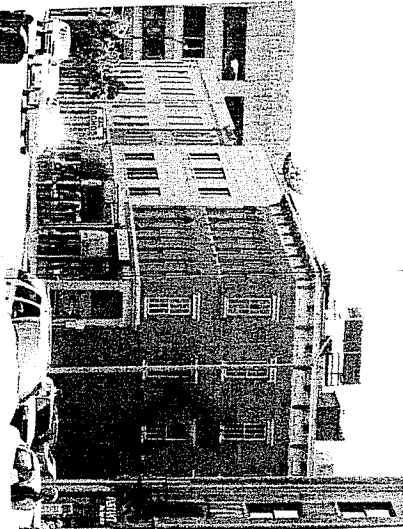
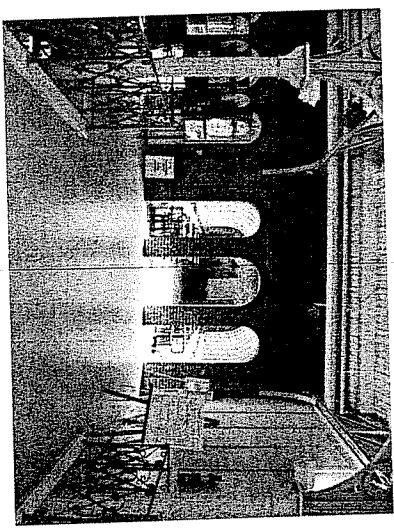
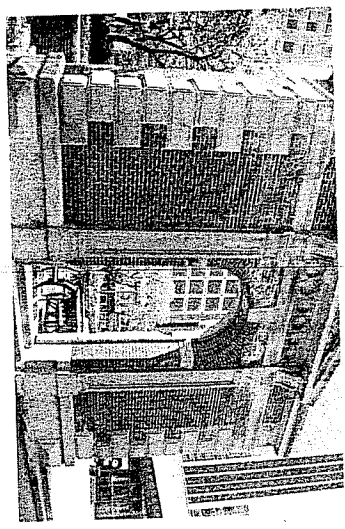
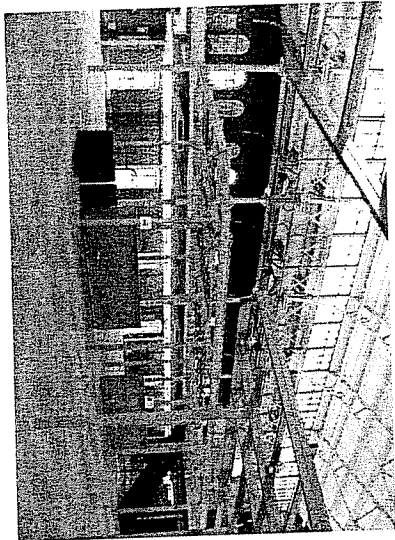
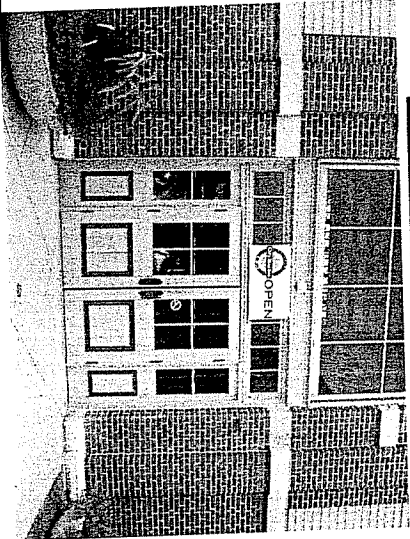
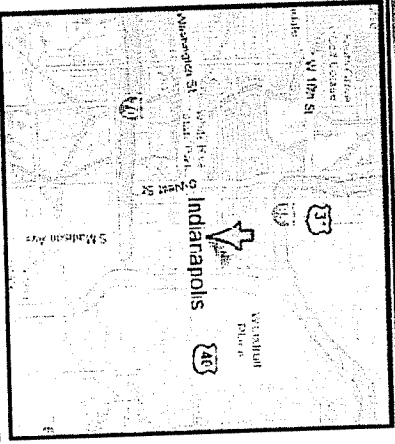
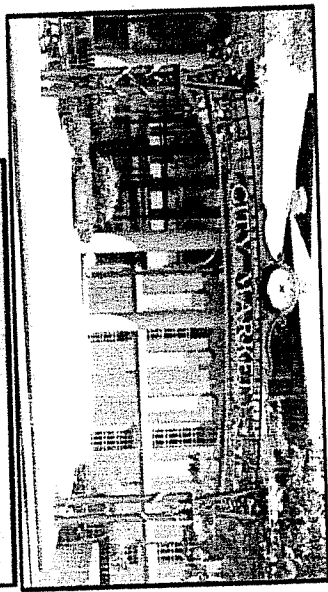
The Market is part of the Webster Station Historic District. The origin of the Webster Station Historic District came from the purchasing of land near the intersection of Miami River and Erie Canal in 1843 by the developer, Eugene Barney. Barney had constructed six Romanesque and Sullivanese structures along Third Street. These industrial buildings today are the center of the City of Dayton's urban renaissance and have become attractive as unique retail and loft spaces. The Webster Station Neighborhood Planning District became a major focus of development in Dayton in 1997. Among the efforts are the Webster Station North and Webster Station West Urban Renewal Plans.

Demographic information:

Census Data	45402	Dayton
Percent Single Parent	2.7%	13.4%
Percent 65 Older Living Alone	21.5%	11.8%
Percent Disabled	33.5%	19.9%
Percent Foreign Born	1.1%	1.6%
Percent Unemployment	8.6%	13.5%
Median Household Income	\$13,607	\$28,630
Percent Financial Public Assistance	48.5%	32.8%
Percent Below Poverty Line	66.7%	21.6%
Percent No Vehicle	51.3%	18.4%
Percent Housing Costs Over 30%	32.8%	37.1%
Percent African American	38.4%	43.1%



City Market, Indianapolis, Indiana





Introduction:

The City Market has flourished since 1886 as an one-stop place to shop for fresh produce, meat, fish, poultry, dairy and bakery goods. The market is a historic Indianapolis downtown landmark. City Market has become one of Indianapolis most vibrant downtown destination. It was under major renovation in 2007. City Market is home to many summer events. The City Market also makes available its facilities for rent for private and public events. The market also throws a variety of events throughout the year and holds a farmers market every Wednesday through the harvesting season.

History:

The current location of City Market goes back to 1821 when the land was dedicated for use of a market by one of the city founders, Alexander Ralston. The original building was small and quickly become obsolete. In 1886, a new market house was proposed for the purpose of providing covered space for the sale of fresh meats and produce. Construction of the new structure was completed in 1886 for \$29,225. Tomlinson Hall was also built at this time as an auditorium, gymnasium, community meeting space, and place to sell retain and vegetables on the ground floor. The hall was the early twentieth century market square arena for rallies, concerts, and other public events.



Development timeline:

1821 – A Market Land Space is marked in the Original Plotting of the Town of Indianapolis.

1886 – The current Market Hall is proposed and constructed.

Early 1900's – The Market flourished as the city grew and its people frequented the market.

Post WWII – The market diminishes as the suburbs and super markets take over.

1968 – Mayor Richard Lugar brings market sentiment and interest back to the people.

1973-74 – Market is closed for \$900,000 in renovations.

1974 – The original Market Hall is listed on the National Register of Historic Places.

Today – Over the last 10 years the downtown has seen redevelopment and revitalization and City market placed as focus for strategic plan of a Market District Development with proposed renovations to the current market facilities.

Market location and hours:

The market is located in Indianapolis downtown central business district at 222 E Market Street. Its hours of operation are Monday through Friday from 6 am to 6 pm, Saturday from 10 am to 4 pm, and closed on Sunday.

Parking Facilities:

City Market is located within one to three blocks of public parking lots that also serve as public parking lots for the state capitol building. A parking voucher program for City Market patrons at this facility that provides 2 hours of parking for \$1.

Market Merchandise:

Market merchandise ranges from specialty cafes and restaurant serving a variety of ethnic foods such as Greek, Italian and Arabic, vegetarian foods, fast food, and a variety of snack and deli items, fresh produce, meats, and bakery products, specialty vendors selling coffee and tea, candy, fudge, and baked goods, and special services such as shoe repair.

Market's Organization & Structure:

In the beginning of its history, the market was owned and operated by the City of Indianapolis. The Indianapolis mayor appointed a "Market Master" to run and operate the facility. This arrangement contributed too much political influence on the market operation. In 1988 the City Market formed a 501(c)(3) non-profit organization, which freed the day-to-day market operation from political influences. Six directors are appointed by the mayor, seven by the City-County Council. Full-time professional staff are hired to oversee market operations.

Facility ownership:

The City of Indianapolis retains ownership of the market facility and properties, but today a board of directors runs the market.

Farmers Market:

The Original Farmers' Market is held every Wednesday from May through October. On After Hours, with live music, dancing, food and drinks. The farmers market operates in front of the market between Delaware and Alabama streets.

Strategic Plan:

In 2002, the City Market adopted a strategic plan for operating the City Market. The plan included its market vision, mission, statement of values, analysis of historic and current situation, strategic planning parameters and goals. City Market is currently moving forward its vision for the market to become a culinary destination. The first implementation was one the Market House Renovation which focused on improvements to the interior and its ventilation and heating systems. Phase one was completed in the Summer of 2007. Vendors were temporarily relocated to the surrounding facilities. In August 2007, vendors were relocating back to the finished facilities. Phase two targets the redevelopment of the East Wing and the develop "food experience" theme to connect food to learning, commerce and celebration. Concepts currently being researched include a culinary school, share-use commercial kitchen, additional retail space, and a fine dining restaurant.

Market District:

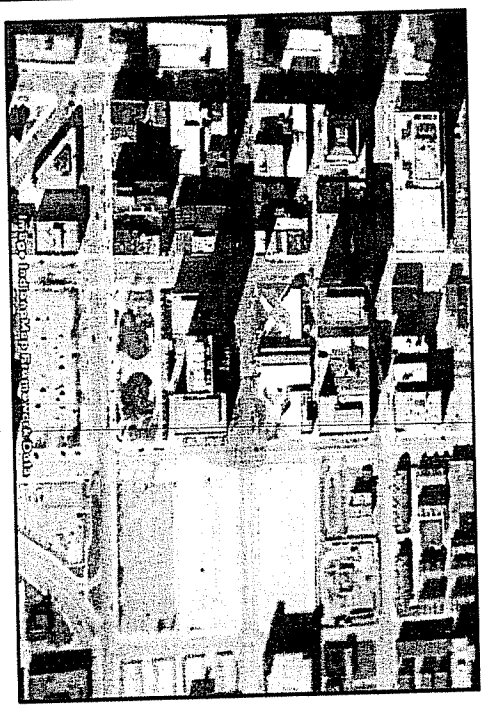
City Market is located two blocks from the center of downtown Indianapolis—Monument Circle.



Monument Circle is at the heart of Indianapolis's state government offices, large corporate houses, and a rapidly expanding downtown multi-family residential district. The business district includes over 4,000 private businesses. The market itself serves as the gateway to the Massachusetts Avenue Cultural District and the is just three blocks from the Wholesale Cultural District. Indianapolis's proposed Cultural Trail will border the City Market and serve as a connector between five downtown cultural districts. A pedestrian/bike path is planned to help promote active living, walking in the downtown core. The market district is also served by the 'blue line' downtown transit route that connects the convention center, the Circle Centre Mall, Indiana Government Center, and other downtown locations.

Demographic Information:

Census Data	46204	Indianapolis
Percent Single Parent	1.2%	12.9%
Percent 65 Older Living Alone	12.9%	8.2%
Percent Disabled	30.8%	16.1%
Percent Foreign Born	3.0%	6.5%
Percent Unemployment	12.4%	8.7%
Median Household Income	\$21,359	\$41,520
Percent Financial Public Assistance	47.4%	18.4%
Percent Below Poverty Line	18.75%	12.9%
Percent No Vehicle	48.2%	8.0%
Percent Housing Costs Over 30%	42.1%	31.5%
Percent African American	50.3%	26.7%



Future policy recommendations

Project for Public Spaces completed an independent review of the Broadway Market in 2001. The supportive environment for public markets was not widespread in the City of Buffalo at that time. Today, an emerging synergy nationally for locally-grown products is growing rapidly. National recalls of produce and meat have brought back consumer nostalgia of the old fashioned public market. Across the country, the number of farmers markets are doubling. Recommendations were already given to the market board in 2001 for upgrading the market facilities for more efficient business operations, space utilization, and enhanced customer experience in the market, but what was missing was a feasible plan for moving the recommendations forward. The following section builds upon the PPS recommendations with special attention to which recommendations are still strongly supported from customer and community surveys. Recommendations are categorized based upon institutional responsibility. More explicitly, the Broadway Market Management Corporation is responsible for market operations and ensuring the market's mission and vision are adhered to. The City of Buffalo as landlord of the building is responsible for capital improvements for the building facility as well as the institutional agent for neighborhood planning neighborhood improvements and beautification. The Broadway Area Business Association is the collective body for advocating for neighborhood business improvements and advertising for the neighborhood business district. The Buffalo Economic Renaissance Corporation has responsibilities for overseeing of the CARE program and, thus, technical assistance for enhancing business facades.

Recommendations for Broadway Market Management Corporation:

- Board members review and revisit Broadway Market Strategic Business Development Plan with attention to what has been accomplished since 2001 and obstacles and reasons for not moving forward on recommendations.
- Build on market assets to promote reasons for regional and neighborhood customers to come to market. PPS suggested annual May flower and gardening events, farmers market, and Christmas events. Since 2001, market has made tremendous strides in this direction—the partnership with BSC for the Christmas Fair, Halloween events, and Christmas at the Market.
- Develop communication strategy to communicate market strengths and assets to public, key local officials, and potential funders.
- Set aside empty market space for market exhibit that promotes the rich cultural history of the Broadway Market Village.
- Reach out to neighborhood icon institutes to incorporate the rich history of Broadway-Fillmore into the Broadway Market experience.
- Build on the synergy of Corpus Christi, Central Terminal, BABA, East Buffalo Good Neighbors Planning Alliance, and Broadway Fillmore Alive to improve the perception of the Broadway Market as a viable, culturally unique shopping destination.
- Create a subcommittee to reach out to neighborhood nonprofits to set up a nonprofit market booth for selling their fund raising products during Easter off-season to help fill up empty space and figure logistics of rental charge.

- Outreach to Central Terminal Director, Corpus Christi Pastor, St. Stanislaus Pastor to have regular meetings with Broadway Market executive director to work and promote each others special events together, working together will make it possible for each to establish immediate area as a tourist destination.
- Establish a Friends of the Market group to assist director and staff and tenants association in organizing, advertising, and outreach for market events.
- Revisit market operation practice recommendations from PPS study:
PPS suggested expanding market hours, in particular on Sunday, as well as implementing a Farmers Market. Vendors currently are not supportive of expanded market hours. The implementation of a farmers market would have to move forward in incrementally in small steps. A possible solution to expanded hours and farmer market implementation is a Sunday Farmer's Market. This would also enable market to take small steps toward creating local wine cellar for selling local wines. Local wines can be sold through New York State Farmers Markets. Current vendor participation could be optional, but not forced. Possible sites for a farmers market could be the Save A Lot parking lot or the K-mart lot across from the Broadway Market. Seek out potential nonprofit partners who need outlet for their efforts such as Queen City Farms, Urban Roots, Massachusetts Avenue Project, Corpus Christi and reach out to Slow Foods Buffalo and Buffalo First to identify potential local growers and producers.

- Reach out to seasonal vendors in City of Buffalo farmers market to determine potential interest of vendors to establish temporary stands indoors on weekends for their locally-grown products.
- Work with nonprofits and local health agency to develop a healthy educational awareness programs, sponsor healthy Broadway Market healthy cooking demonstrations, offer market coupons to participants for healthy food products at Broadway Market.
- Upgrade market layout design to promote highest and best use of space to enhance upon old world market atmosphere — revisit Villa Maria recommendations for design enhancements or other local design educational institute.
- Reach out to local groups to sponsor special community art exhibits such as Buffalo Re-use.
- Do not forget the public market purpose—to be sustainable as well as serving a public purpose.

Recommendations to the City of Buffalo Mayor, Fillmore District Councilman, Buffalo Economic Renaissance Corporation:

Neighborhood Planning:

- Recognize the role Broadway Market plays as a healthy neighborhood food shopping destination and the potential for a community food industry neighborhood development strategy centered on the Broadway Market.
- Work with neighborhood groups to develop an aesthetic “clean and seal” strategy for neighborhood abandoned buildings.
- Recognize the historic significance of the Broadway Fillmore neighborhood and work with neighborhood groups to designate historic Broadway Fillmore neighborhood overlay,

- Clean up neighborhood business district and gateways.
 - Work with Senator Thompson, Buffalo Economic Renaissance Corporation (BERC), and relevant departments from Canisius College, Buffalo State College and University at Buffalo to develop neighborhood retail business incubator.
 - Follow through on recommendations from the Lower East Side Weed and Seed program to make Broadway Market a hub for neighborhood community policing satellite and neighborhood business crime watch.
 - Work with Broadway Area Business Association (BABA) to establish an East Buffalo Chamber of Commerce.
 - Enhanced communication and coordination with the Buffalo Police Department for neighborhood safety and security.
- Landlord recommendations:**
- Work with Broadway Market Management Corporation to design a facility modernization and upgrade plan.
 - Design a strategy to make the building energy efficient and green, potentially green roof.
 - Enhance the security of the building and surrounding business district.
- Community collaboration recommendations:**
- Work with existing institutions engaged in community agriculture, farmer's markets, and community food production to make City of Buffalo a show case for a community-based food industry.