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**TRANSFORMING A TYPICAL FLEA MARKET INTO A MORE VITAL THIRD
PLACE THROUGH EXPRESSIONS OF CULTURAL DIVERSITY**

By

NUSRAT JAHAN NIPU

THESIS

Submitted in partial fulfillment of the requirements for the degree of Master of Landscape Architecture

at

The University of Texas at Arlington

May 2021

Supervising Committee:

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May 2021

Abstract

TRANSFORMING A TYPICAL FLEA MARKET TO A MORE VITAL "THIRD PLACE" THROUGH THE EXPRESSIONS OF CULTURAL DIVERSITY

NUSRAT JAHAN NIPU, MLA
The University of Texas at Arlington, 2021

Supervising Professor: David Hopman

"Flea markets are significant in North America because of their cultural, socio-economic, functional values, and the opportunities they provide for social interaction and public gathering" (Riveira, A.N., 2013). They can be transformed from typical commercial marketplaces into vital third places by expressing various cultural themes through design. In 1989, "third place" was termed by Ray Oldenburg, an urban sociologist who espoused that one's home is the first place, workspace or office is the second place, and the area where people meet informally to enjoy the company of others is the third place (Oldenburg, R., 2008).

The use of cultural themes in the design of a flea market can transform it into a third place with a strong identity that attracts large numbers of shoppers, provides stress relief, and fosters community bonding through social interactions (Bracken, C.C., Casey, M.F., Jeffres, L.W., & Jian, G., 2009). A hierarchy of spaces arranged in an easy-to-navigate traffic pattern within an open, customer-friendly environment has good potential for success (Lu, Y., 2016).

This research consists of a literature review, case study, behavioral observations, and site inventory and analysis conducted to determine the criteria for effectively transforming a functional flea market into a vital third place. A detailed research-through-design proposal is developed for an active flea market in North Texas with elements derived from the research instruments. These elements from the research are designed to improve the tangible expressions

of local cultures, render the space easily navigable, and arrange the spaces in a hierarchy that encourages people to use it as a third place. Traders Village flea market in Grand Prairie, Texas was chosen as the site for the proposed design improvements, based on its current design and the surrounding area's demographics.

Keywords: Cultural diversity, hierarchy of space, third place, flea market, wayfinding

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1. Introduction

1.1 Introduction

The flea market concept was introduced in Paris in the year 1800 and was derived from the word "French Marche aux puces," which means "the outdoor market." "The flea market can be defined as a closed, semi-closed or open place where traders offer different products in different customer target groups from non-partitioned booths" (Ismail, H.N., Jaafar, S.M.R.S., & Hazlan, H.A.M.H., 2019). The first flea market in the United States was established in Texas in 1873; there are currently approximately 5,000 flea markets in the U.S. Flea markets became more popular in the 19th century (Bhatili, D. & Petrescu, M., 2015), as most of the immigrants during this period were lower-income and relied on them for economic and social opportunities that may not have been available elsewhere. (Riveira, A.N., 2013).

Flea markets that catered to the middle and upper classes emerged in the 1950s and grew in popularity from the 1960s. People go to flea markets to shop, socialize, or simply relax with family or friends while finding all sorts of goods that they can purchase for very attractive prices from vendors from diverse cultures and ethnicities. Immigrants are as welcome as Americans, both as consumers and as sellers (Riveira, A.N., 2013), and the opportunity to mingle and interact with people of like cultures and interests enhances the opportunities for social interaction (Bhatili, D. & Petrescu, M., 2015). Incorporating design elements from diverse cultures such as LatinX, African American, Asian, etc., to transform flea markets into successful third places is a good opportunity for fostering a wayfinding system, hierarchy of space, legibility and permeability, and activities.

1.2 Research Objective

The objectives of this research are to:

- 1) Determine the specific locations in the Trader's Village flea market, Grand Prairie, TX that are suitable for implementation of third place design concepts.
- 2) Develop a design proposal for the site that represents the Latinx culture, fosters easy navigation, creates a more interesting destination, and eases its transformation into a more successful third place.

1.3 Design Questions

- 1) How can expressions of diverse cultures such as LatinX, Vietnamese, Native American, and African American transform Traders Village, an impersonal commercial area, into a more vital third place?
- 2) How can landscape architects utilize cultural diversity in their designs for flea markets to create interesting spaces that attract visitors?

1.4 Definition of Terms

Flea market: A “flea market can be in the open space or semi-outdoor area where people can buy different kind of vintage goods, clothing, furniture, household things, electronics devices, etc. at a meager rate. For people who are mainly from a low- or middle-income group, the fleamarket is an excellent opportunity for shopping and running a business" (Stillerman, J., 2015).

Third place: “Third place" was termed in 1989 by Ray Oldenburg, an urban sociologist, who believed that one’s home is the first place, the workspace or office is the second place, and the area where people meet informally to enjoy the company of others is called third place (Oldenburg, R., 2008).

Cultural diversity: Cultural diversity generally refers to the existence of diverse languages, religions, morals, arts, beliefs, races, ethnicities, nationalities, genders, abilities, disabilities, sexual orientation, and knowledge of human beings in the same place (Lin. C,2019).

Wayfinding: Wayfinding is a term used to describe the process of determining the best path or route between two points. Wayfinding helps people know where they are, which way they need to go, and the direction to take to get there. (Lu. Y, 2016).

Hierarchy of spaces: Hierarchy is a prominent design element in architecture or landscape architecture. It is one kind of control of visual information that can be achieved by modifying form, shape, or location. It can control human visibility (what will be seen first, second, third, etc.) and helps design more organized visuals, create direction, and emphasize spaces (Ching, F.D.K., 2007).

1.5 Problem Statement

"Market places are not only places for shopping. They can also be used for social gatherings, leisure activities, etc., and can serve as a location of interest to both tourists and local people" (Janssens, F. & Sezer, C., 2013). Like marketplaces, flea markets play an essential role in creating a sustainable culture and acting as a community builder (Hansson, N., 2013), but as substantiated by the reviewed literature, a flea market can be more than just a typical marketplace.

Generally, a flea market consists of a chain of shops that are similar in appearance and are strewn along unplanned walkways in a pattern that tends to confuse visitors. (Krasnow, A.R., 1986). Despite this, however, they are still popular due to their cultural diversity. Transforming a typical flea market into a successful third place through expressions of cultural diversity can make it more attractive to visitors.

Flea markets are often missing all or some of the successful elements of third places, such as:

1. identifiable hierarchy of spaces
2. legibility and permeability
3. places for social gathering
4. attractive and easy-to-understand wayfinding

1.6 Hypothesis

The purpose of this study is to assess various opportunities for implementing design criteria to develop a design proposal to transform Traders Village, a typical flea market, into a more successful third place by implementing expressions of cultural diversity. Third place design interventions can foster a more effective third place by addressing the lack of wayfinding, poor hierarchy of spaces, lack of legibility and permeability, and unavailability of places for social gatherings.

1.7 Research Method

This research consists of three main steps of study, analysis, and design, and utilizes the qualitative method to transform a flea market into a successful third place. The demographics and locations of flea markets in North Texas were studied to determine the best site location for the study, and Traders Village flea market in Grand Prairie, Texas was selected. A literature review was conducted to understand the characteristics of flea markets, the criteria for a successful third place, the ultimate design elements, and the importance of the flea market in the local community. Three case studies were conducted to understand the design elements, circulation, program, etc.

1.8 Research Limitations

The COVID-19 pandemic made it very challenging to find vendors and visitors who were willing to be interviewed; consequently, most of the data was collected by the researcher, following the qualitative method. The coronavirus also made it difficult to arrange for a meeting of the community, vendors, and visitors to introduce the design proposal and obtain their opinions. Despite many efforts, only one person, the manager of Traders Village, offered comments on the proposed design. This research is limited to data that was collected from secondary sources. The delimitation is associated with the case studies, website, new articles, etc.

1.9 Conclusion

The research is laid out in the following format for this paper. Chapter one focuses on the research background, problem statement, research objectives, design questions, research method, definitions of terms, and research limitations and delimitations. In chapter two, the backgrounds of bazars and flea markets, marketplace structure and function, characteristics of a well-designed flea market, the spatial properties of outdoor marketplaces, the criteria of successful third places, the contributions that third places made to the community, and a case study are discussed. Chapter three focuses on the research methods, including data collection, data analysis methods, and the overall design process. In chapter four, the analysis and findings from the literature review, case studies, and site inventory and analysis are briefly described. Chapter five focuses on the design, and chapter six describes the conclusions reached by the researcher and makes recommendations for future studies. All these chapters have shaped this design thesis to find out the design criteria and proposals within the Traders Village flea market, which represent the latinx culture, foster wayfinding, create more interest in walking through the site, foster transformation into a more successful third place.

2. Literature Review

2.1 Introduction

This literature review focuses on the importance of the flea market as a successful third place, its positive impacts upon the community and the local economy, and its potential contribution to the field of landscape architecture. It examines the history and characteristics of flea markets, how the increasing cultural and ethnic diversity in the U.S. might be reflected in flea markets, descriptions of spatial properties of marketplaces, the concept of third places, and a discussion of what makes third places successful and beneficial to the community. The basic tenet of the review is to examine how emphasizing the area's cultural diversity might contribute to the success of a flea market operating as a third place.

Flea markets are public, commercial spaces that provide a livelihood and shopping mecca for a diverse population. For example, in 1980, in Los Angeles and other areas, Korean immigrants began opening flea markets, and their primary customers were African American and Hispanic. LatinX people also enjoy the opportunities for saving money at flea markets. In 1993, a study of Guatemalan immigrants in Florida found that flea markets offer a shopping venue very similar to those of the LatinX peoples' home markets. They have created numerous opportunities for members of the LatinX community, as many of them have become vendors. In contrast, Mayan and Haitian immigrants visit flea markets primarily for shopping and entertainment (Riveira, A.N., 2013).

Cultural diversity at flea markets is one of the fundamental attractions for consumers. Most people like to go because they feel comfortable there, sense that they are a viable part of the community, and are able to negotiate good prices for goods. Flea markets also offer a variety of ethnic foods that people enjoy and an opportunity to meet people from similar cultures and with compatible interests in an environment that is conducive to social interactions (Bhatili, D. &

Petrescu, M., 2015).

The final portion of this review examines two case studies of existing flea markets in the U.S. that utilize culturally inspired features and amenities to create a unique experience for market visitors. These case studies provide a unique perspective on the eventual redesign of an existing flea market to transform it into a successful third place.

2.2 History of Bazaars

"The Bazaar was a place of trade, social and political roles. Like Athenians Agora or Arabic Souk, the bazaar was placed near the main palace, cathedral, or mosque in the Islamic period around 3000 BCE. It became one of the focused trade centers where merchants from different cultures and areas gathered for trade once a week, especially on Friday. Thus, the bazar became a place of social gathering space with ethnic diversity in the Arabic Peninsula" (Harris. K., 2010).

Throughout the ages and urban revolution, the pattern and number of traditional bazaars changed and marketplaces, such as shopping malls and retail stores were introduced (Bahrami, B. & Pishqadam, M., 2019). The flea market concept was introduced in Paris in the early 1800s and in the United States in the 19th century.

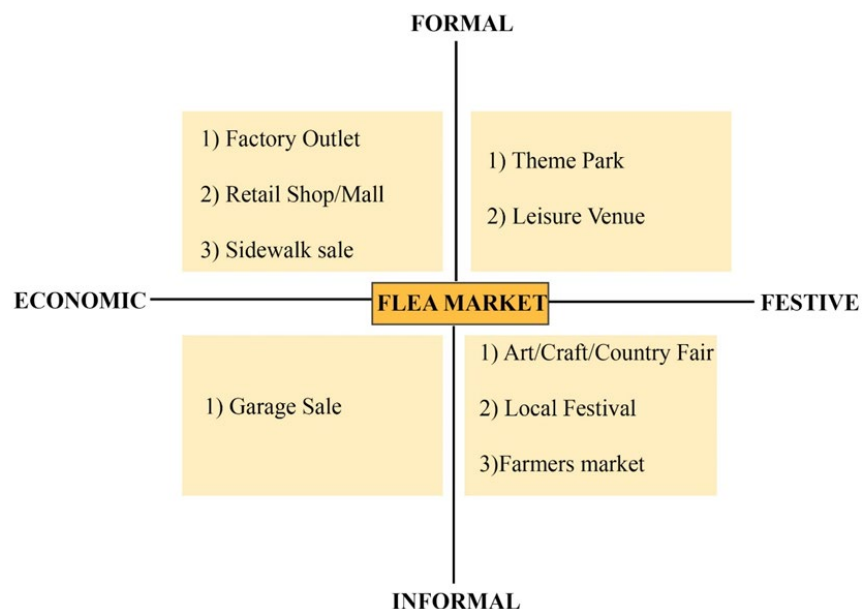
2.3 Market Place Structure and Function

The flea market business model is usually broken down into three major parts: the site, locally owned independent businesses, and purveyors of unique items from a variety of origins. First, the flea market business location is usually an open outdoor-indoor space where traders and visitors can socially interact as a community (Maisel, R., 1974; Sherry, J.F. Jr., 1990). Secondly, flea markets are comprised of independent, locally owned businesses that are quite different from the more prevalent licensed retail businesses or commercial market areas. This enables both local businesses and traders to be successful and offers alternatives to standard

retail business practices (Maisel, R., 1974; Sherry, J.F. Jr., 1990). Third, flea markets offer unique items from a variety of origins and religions that are difficult to find in retail establishments (Maisel, R., 1974; Sherry, J.F. Jr., 1990).

“Researcher also looked at the structural dimensions of flea markets as being informal rather than formal and the functional dimensions as economic rather than festive” (Maisel, R., 1974; Sherry, J.F. Jr., 1990). For example, a traditional store typology includes a retail shop and mall, which are more controlled and official than the informal system of flea markets, that is, often transient, less organized, and has fewer restrictions. “As to the functional dimensions, a flea market is characterized by a festive function such as theme park, exhibitions, local festivals, leisure areas etc., which implies a place for pleasure and happy experiences.” (Maisel, R., 1974; Sherry, J.F. Jr., 1990). (See Figure 2.1)

Figure 2.1: Marketplace structure and function¹



¹ Sherry, J.F. Jr., (1990)

2.4 Characteristics of a Well-Designed Flea Market

Flea markets have features that make them especially attractive to lower-income individuals and families. These include antiques that can be purchased for considerably less than retail and a variety of other reasonably priced goods and activities.

Table 2.1 summarizes precedent studies of flea markets' characteristics that reflect the researcher' descriptions of their unique characteristics: new experiences, excitement, ability to interact socially with groups of people from various cultures, etc.

Table 2.1: Flea market characteristics from precedent studies²

Precedent Study Author (date)	Characteristics
• Sherman et al. (1985)	<ul style="list-style-type: none">• Impressive• New experience and excitement
• Ackerman and Walker (2012)	<ul style="list-style-type: none">• Foster interaction between different community, cultures and social group• Interactions between shoppers and visitors
Petrescu and Bhatli (2013)	<ul style="list-style-type: none">• Cultural variation• Spending leisure period
• Jaleel and Nasir (2015)	<ul style="list-style-type: none">• Attractive and antique goods• A place for the middle or low-income group• Open-air market
• Zakariyah et al. (2016)	<ul style="list-style-type: none">• Local and various cultures• Interested in residents• Provides specific facilities

2.5 Spatial Properties of Outdoor Marketplaces (architecture, spaces, etc.)

The spatial properties of outdoor marketplaces are the path network, directional spaces,

² Ismail, H.N., Jaafar, S.M.R.S., & Hazlan, H.A.M.H. (2019).

transitional spaces, locational areas, and opportunities for human interaction that include a user-friendly wayfinding system and improvement in the quality of spaces. Table 2.2 presents information on the characteristics of these properties that can be used in design, such as façade treatment for directional space; the use of different materials and textures to establish a clear boundary between spaces for transitional spaces; and providing shelter, spaces for social interactions, visual access to flora and fauna for placemaking, and proposed meeting places to foster human interactions and to provide physical and psychological comfort. These spatial properties improve the quality of spaces and render them easily navigable. For example, the directional space helps people to visit and reach their destinations easily, transitional spaces improve permeability and legibility, place making improves the quality of space and the opportunities for human interaction controls the crime rate and improve the social bonding of different communities and social groups.

Table 2.2: Spatial properties of the outdoor marketplace³

Spatial properties	Characteristics
Directional Space	<ul style="list-style-type: none"> • Facades: Deflective and continuous • Regular rhythm of boundary treatment • provides good views and create a sense of perspectives
Transitional Space	<ul style="list-style-type: none"> • Thresholds: Using different material, texture, color, form or shape, level, direction to define different spaces and boundaries • Disrupted linearity and "softness" provided by porticos, , colonnades, arcades, shelters, low fencing, porches, landings, etc. • Ephemeral: Transient effects of sun and shade patterns, seasonal change in vegetation, sounds, smells, etc.
Place Making	<ul style="list-style-type: none"> • Accessibility: Welcoming physical and visual accessibility to all area and having connection to main points of circulation. • Opportunities for physical and psychological comfort, physical and micro-climatic shelter, sit, lie, sleep – a chance to do nothing • Physical and visual access to flora, fauna, wind, rustling leaves, moving water, sky, natural and soothing sounds, bird songs
Opportunity for Human Interaction	<ul style="list-style-type: none"> • Places for social gatherings, seating options for individual or groups • Imageability: Functional uses, remarkable physical features, memorable spaces or activities

³ Moore, J. (2012).

2.6 Third Places

Third places are essential to building strong social bonding and equity, and flea markets that are successfully converted into third places provide a place for like-minded people to interact and socialize, as well as share their cultural values with those from other countries. They can become a place for coffee house conversations, drinks with friends, and main street shopping, and encourage people to make time for leisure and good conversation. Oldenburg argues that many of the problems of modern urban development are due to the lack of an environment that facilitates walking and talking with neighbors and community people (Oldenburg, R., 2008). While walking, people become part of their terrain, meet others, and become custodians of their neighborhoods. While talking, people get to know one another, find and create common interests, and realize the collective abilities essential to community and democracy. (Riveira, A.N., 2013).

2.6.1 Contribution of third places to the local community

The concept of a third place is not new, as many theorists have expressed versions of how such a place would impact a community's quality of life and encourage social bonding (Moore, J. (2012). Table 2.3 represents various benefits of third places, such as

1. providing stress relief from repetitive schedules
2. fostering community bonding by encouraging social interactions
3. educating the public on local politics

Third places serve the neighborhoods and overall community by providing unique public spaces that make friendships outside of the home and workplace possible by encouraging social and cultural interactions. Oldenburg believes that these are the essential characteristics of third places because they engender unique communication experiences and sociological benefits (Oldenburg, R., 2008; Bracken, C.C., Casey, M.F., Jeffres, L.W., & Jian, G., 2009).

Table 2.3: Contributions of third places⁴

Importance of Third Place	Description
Social	<ol style="list-style-type: none"> 1. People who do not know their neighbors become friends with people who live thousands of miles away. 2. Encourages social interactions between different communities and social groups, thus fostering a depth of understanding of a diverse population
Health	<ol style="list-style-type: none"> 1. Provides many health and psychological benefits 2. Creates a relaxing environment that helps reduce stress
Ecology and Sustainability	<ol style="list-style-type: none"> 1. Third Places often increase the local ecosystem's diversity and have a positive impact on the environment.
Economy	<ol style="list-style-type: none"> 1. Strengthens the local economy 2. Increases the value of nearby properties and helps local businesses attract and retain employees 3. Forms close links with transportation and enhances hubs

2.6.2 Criteria of successful third places

Table 2.4 shows the design criteria of successful third places. The successful third place criteria includes architectural relationships, permeability factors, legibility, linkage and sequencing, hybridity and adaptability, comfort and personalization and experiential landscape features. These criteria help third places become more enjoyable, as a well-planned wayfinding system encourages visitors to walk through a site that expresses cultural diversity. For example,

⁴ Moore, J. (2012).
Cilliers, E.J. & Goosen, Z. (2018).

Permeability and legibility help people navigate an area easily and can be applied in the design by using murals, street paintings, signage, pavement textures, etc., that can represent a specific culture. A successful third place also can foster activities and be more attractive to visitors by providing both physical and psychological comfort, encouraging them to sit, lie, sleep – a chance to relax and do nothing. (See Table 2.4.)

Table 2.4: Criteria of successful third places⁵

Design Criteria	Description
Architectural Relationship	Hierarchy between spaces such as outdoors, semi-outdoors, and indoors
Permeability Factors	Quick and pleasant traffic flow
Legibility	Easy navigation of the area
Linkage and Sequencing	A kinesthetic experience, vision, or journey through a series of spaces
Hybridity and Adaptability	Caters to a variety of activities
Comfort and Personalization	Oriented to the local environment for comfort; provides personal space for personalization.
The Experiential Landscape	How individuals experience and form attachments to a place, orientate themselves, and develop an awareness of their home ground.

⁵ Moore, J. (2012).

2.6.3 Successful wayfinding systems for third places

Wayfinding systems are crucial to the success of third places and should be attractive while maintaining a comfortable distance between the shoppers (Lu. Y., 2016). In areas with little navigational direction, people have difficulty finding where they need to go, but by incorporating a wayfinding system, the venue becomes easier and more enjoyable to navigate and enhances the visitors' physical and mental health by encouraging them to walk and socialize. The signages for wayfinding can be physical or electronic. It can utilize color, textures, painting, graphics, topography, landmarks, architectural features, or a particular type of tactile element.

Kevin Lynch created the term wayfinding in his book, *Image of the City*, as a way to describe the physical environment (Lynch, K. 1960). In his opinion, any urban area, node, or plaza can be clarified in terms of paths, edges, nodes, landmarks, and districts. In some cases, designers use color, texture, and/or graphics rather than text-based cues. The various types of wayfinding signage include identification, directional, informational, and regulatory (Lu, Y., 2016).

2.6.4 Hierarchy of space as a design element in third places

The hierarchy of spaces controls the visual information that visitors receive. This can be achieved through the design elements of modifying form and shape, or through the location itself. Hierarchy is a key design element in landscape architecture, as the arrangement of spaces controls what will be seen first, second, or third, allows designs to be more organized and easily navigated, and highlights the spaces that should be seen first (Ching, F. D. K., 2007).

2.7 Cultural Diversity

Cultural diversity refers to different races, ethnicities, religions, nationalities, languages, and sexual orientations within a community or area (Martin, G. C, 2014). The presence of

diverse cultures creates an opportunity to explore various design ideas, as cultural diversity and design are closely interrelated (Report, D., 2011). Moreover, design is the symbolic totem for showcasing culture (Carlson, D., 2011, page 4).

“Culture is alluded to as a design that implies human movement shown by expressions of music, form, theater, movement, film, design, plan, and food. In today’s culture, it also incorporates the Web, amusement parks, and celebrity culture. In a more extensive ethnographic sense, however, culture grasps a society’s complex lifestyles, frameworks, conventions, convictions, propensities, counting information, ethics, law, and traditions.” (Report, D., 2011). These are cultural objects that symbolize a shared schematic involvement and foster cultural esteem. In a classical sense, culture is considered unmistakable and discernable, and by definition, speaks to the ethos of a civilization (Report, D., 2011). Cultural objects symbolize a shared schematic involvement that we perceive as having social esteem (Report, D., 2011) and are celebrated by their quality, modernity, convictions, and level of edification.

2.7.1 Using cultural diversity in developing third places

Cultural matters are an essential part of our lives. When developing the third place, it is vital to incorporate cultural elements and diversity to promote successful design. When developments enrich living standards, more people thrive. Some of the people who have immigrated to the United States may never return home, and third places give them a sense of community, nationality, and home. These markets often create a sense of pride within the people that regularly visit, and they provide a way for younger generations to learn about the culture of their parents and grandparents. According to Bhatili, more developments should be geared

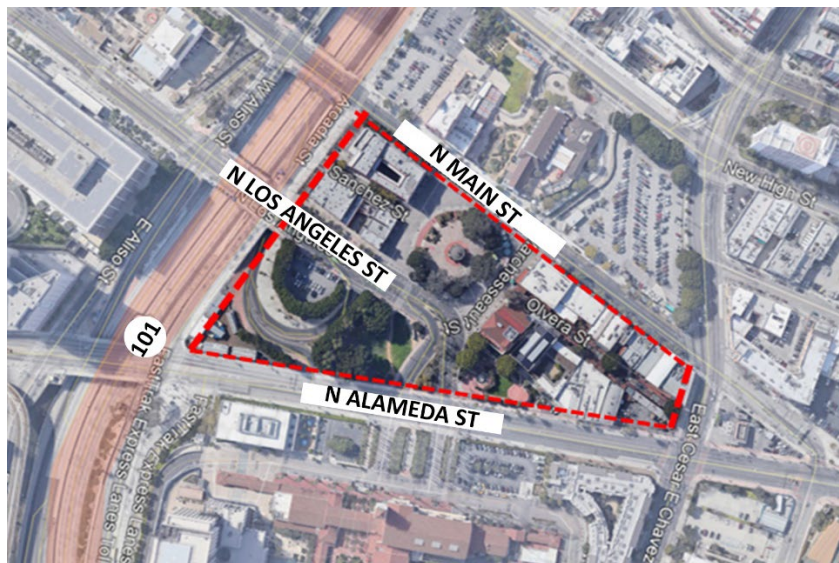
towards world cultures to enhance the lifestyles and happiness of those who enjoy them (Bhatili, D. & Petrescu, M., 2015).

By increasing the number of cultural aspects, third places are able to promote more activities and develop clear navigation systems through design elements. When they are attractive and well-planned, people will discover that they feel that they are at home when they are there; consequently, they will visit more often to experience the sense of community they have missed since immigrating.

2.8 Case Study 1: Flea Market as a Successful Third Place: Olvera Street, Los Angeles, California

The development of Olvera Street began in 1920 in Los Angeles, California. It is situated northeast of downtown, between Main and Alameda streets, as shown in Figure 2.2. In the beginning, Olvera Street was a tourist-oriented Mexican marketplace, but as various cultural themes were added to the area, it drew a wider variety of visitors (Rasson, J. A., 2009).

Figure 2.2: Map depicting location of Olvera Street, LA



Source: Google Maps

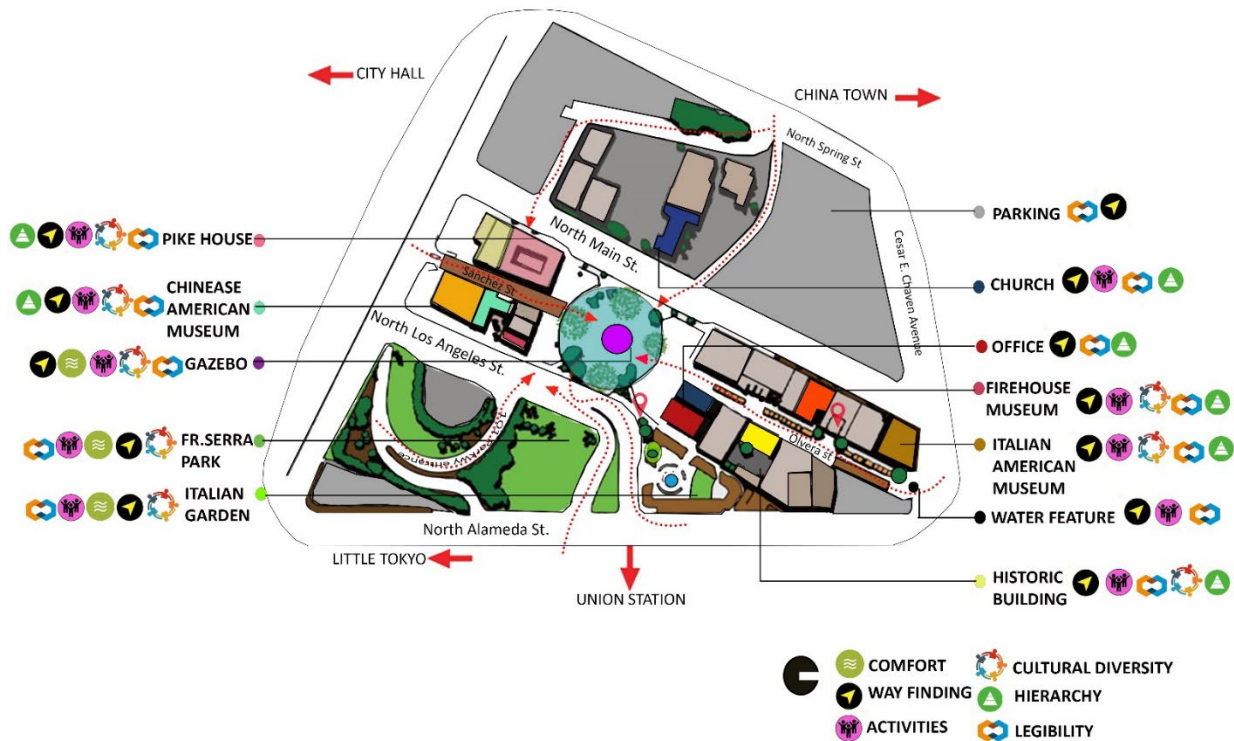
2.8.1 Background

“Olvera Street consists of restaurants, vendors, and public establishments, as well as old heritage structures like The Avila Adobe, Italian American Museum of Los Angeles, La Golondrina Café, The Sepulveda House, Los Angeles Plaza Park, La Placita Church, The Pico House, Olvera Plaza de Cultura Y Artes, and more. The main attraction is the block-long narrow, tree-shaded, and brick-lined pedestrian mall.” (Rondeau, G., 2021). This street became the main attraction for people in 1930, as they celebrated the theme of LatinX culture with colorful crafts, small shops, and the delicious aroma of ethnic foods. Olvera Street reflects the cultural diversity of the city's birthplace, and visitors can find authentic Mexican or Mexican American objects while enjoying the history and traditions of the pueblo's early settlers and the city's Mexican heritage” (Rondeau, G., 2021).

2.8.2 Programmatic elements at Olvera Street

Olvera Street incorporates a variety of interesting programs and wayfinding features that have helped make it a successful third place. The programs include historic buildings, cultural museums, market zones, offices, churches, gardens, flexible spaces with gazebos, and wayfinding features that help people navigate easily and encourage people to visit. (See Figure 2.3.)

Figure 2.3: Land use and circulation of Olvera Street



Source: *El Pueblo Directory*. From “Olvera Street -The Original Los Angeles”, by Angelitas, L., <http://olvera-street.weebly.com/attractions.html>

2.8.3 Olvera Street as a successful third place

The researcher compared the programs of Olvera Street with the criteria of successful third place such as architectural relationships, permeability, legibility, linkage and sequencing, safety, activities, hybridity and adaptability, comfort and personalization, and the experiential landscape features. The comparisons are described below.

2.8.3.1 Architectural relationship

“The relationship between spaces and architecture depends on the scale and the function of the buildings.” Moore, J. (2012). Olvera Street has an excellent architectural relationship to

space. Indoor, semi-outdoor, and outdoor relationships are emphasized through various uses such as display zones of shops, restaurants, and shaded seating and waiting areas (Figure 2.4).

Figure 2.4: Architectural relationship between the indoor and outdoor areas



Source: Olvera Street in the Los Angeles Plaza Historic District from 'Wikimedia commons" by Visitor7.2014,
https://commons.wikimedia.org/wiki/File:Olvera_Street,_Los_Angeles-3.jpg

2.8.3.2 Permeability

Third places need to appear permeable to encourage movement through space. This can be street-to-place or place-to-place, whichever provides the most pleasing pedestrian experience. As shown in Figure 2.5, the layout of Olvera Street creates positive permeability factors, as visitors can walk from the carpark or bus stop through the pedestrian-orientated streetscape. During heavily populated times, pedestrians often use the open spaces as cut-through, and in the evening, when the shops are closed, visitors flock to them to enjoy the peaceful environment or to search for social interaction (Moore, J., 2012).

Figure 2.5: Permeability factors of Olvera Street



Source: *LA Locals Love: Olvera Street* from “life in wander lust” by Kana. 2018, <https://lifeinwanderlust.com/2018/09/olverastreet.html>

2.8.3.3 Legibility

“Social and symbolic functions can be achieved by using paths, nodes, edges, landscape features, and general spatial elements.” Moore, J. (2012). The Olvera cross street dominates one of the main entrances from the Paseo De La Plaza. Legibility in the space is very clear (Figure 2.6), and one of the entrances has a direct view (Rondeau, G., 2021)

Figure 2.6: Legibility of Olvera Street



Source: Historic Olvera Street - Los Angeles from “ONLY IN YOUR STATE” by Angela, 2016, https://www.onlyinyourstate.com/southern-california/best-kept-secrets-so-cal/?utm_source=pinterest&utm_medium=social

2.8.3.4 Linkage and sequencing

Linkage and sequencing create a kinesthetic experience and a journey through a series of spaces that works well on Olvera Street. Kinesthetic experience is experience is the encountering

of visual, and auditory features which helps people navigate the space. Examples are, water features, overhead vines and sculptures, and linear colorful shops that create linkage and sequencing between different spaces on Olvera Street, as shown in Figures 2.7 and 2.8. These features also develop a strong kinesthetic experiences that foster the wayfinding system.

Figure 2.7: Linkage of Olvera Street



Source: L.A.'s Olvera Street recognized as a top 'Great Street' in America from "Los Angeles Times" by Branson-potts, H., 2015, <https://www.latimes.com/local/lanow/la-me-ln-olvera-street-20151002-story.html>

Figure 2.8: Linkage and sequencing by color of shops on Olvera Street



Source: Olvera Street, Paseo de la Plaza and Main Street from “USC Dornsife” by Dana & Dornsife, D., <https://dornsife.usc.edu/la-walking-tour/olvera-street/>

The materiality of the landscape creates an excellent flow to Olvera Street and back into the plaza that is achieved through building sizes and materials that match the outlying streetscape.

2.8.3.5 Safety factors

Safety for third places encompasses controlling crime elements around the clock. Olvera Street does not have specific safety controls; however, it has a high level of maintenance and has experienced limited vandalism and damage to its facilities. The overall area is well cared for, maintained regularly, and seems to be safe for both daytime and evening activities (Figure 2.9).

Figure 2.9: Night activities and lighting on Olvera Street



Source: *English Travel Post – Olvera Street!* from Retrieved from ELC BLOG, 2017, <https://www.elc.edu/english-travel-post-olvera-street/#>

2.8.3.6 Activities

Olvera Street provides a range of activities – from shopping at a variety of stores, to diverse cultural activities. The environment surrounding the pedestrian mall streets is designed in specific ways to benefit other types of activities such as:

1. listening to the strolling mariachi music
2. smelling the ever-present taquitos and tacos at the outdoor cafes
3. watching Aztec and Mexican folkloric dancers
4. visiting shops for handcrafted items such as pottery, belts, wallets, purses, leather, Mexican folk art, and souvenirs
5. enjoying music and colorful theatrical processions
6. watching children's piñata-breaking each evening

7. participating in workshops, crafts, entertainment, artisans, and cultural exhibits
8. attending the Earth Day Festival for kids and the community
9. watching a festive parade and making masks (Rondeau, G., 2021).

Figure 2.10: Activities and landmark (gazebo) on Olvera Street



Source: *Dancing in the Plaza by Olvera Street*. From “LA City Pix” by Carollightwood, 2018, <https://lacitypix.com/2018/08/27/dancing-in-the-plaza-by-olvera-street-part-1/>

2.8.3.7 Hybridity and adaptability

A third place needs to cater to its various activities. The adaptability of the spaces within the Olvera Street development is good, as depicted in Figure 2.11. There is space available in a car-free environment to create a temporary market that can be adapted to the purpose of the developer and owner, and space can be planned for a multitude of activities by developing a more permanent layout and design.

Figure 2.11: Hybridity of Olvera Street

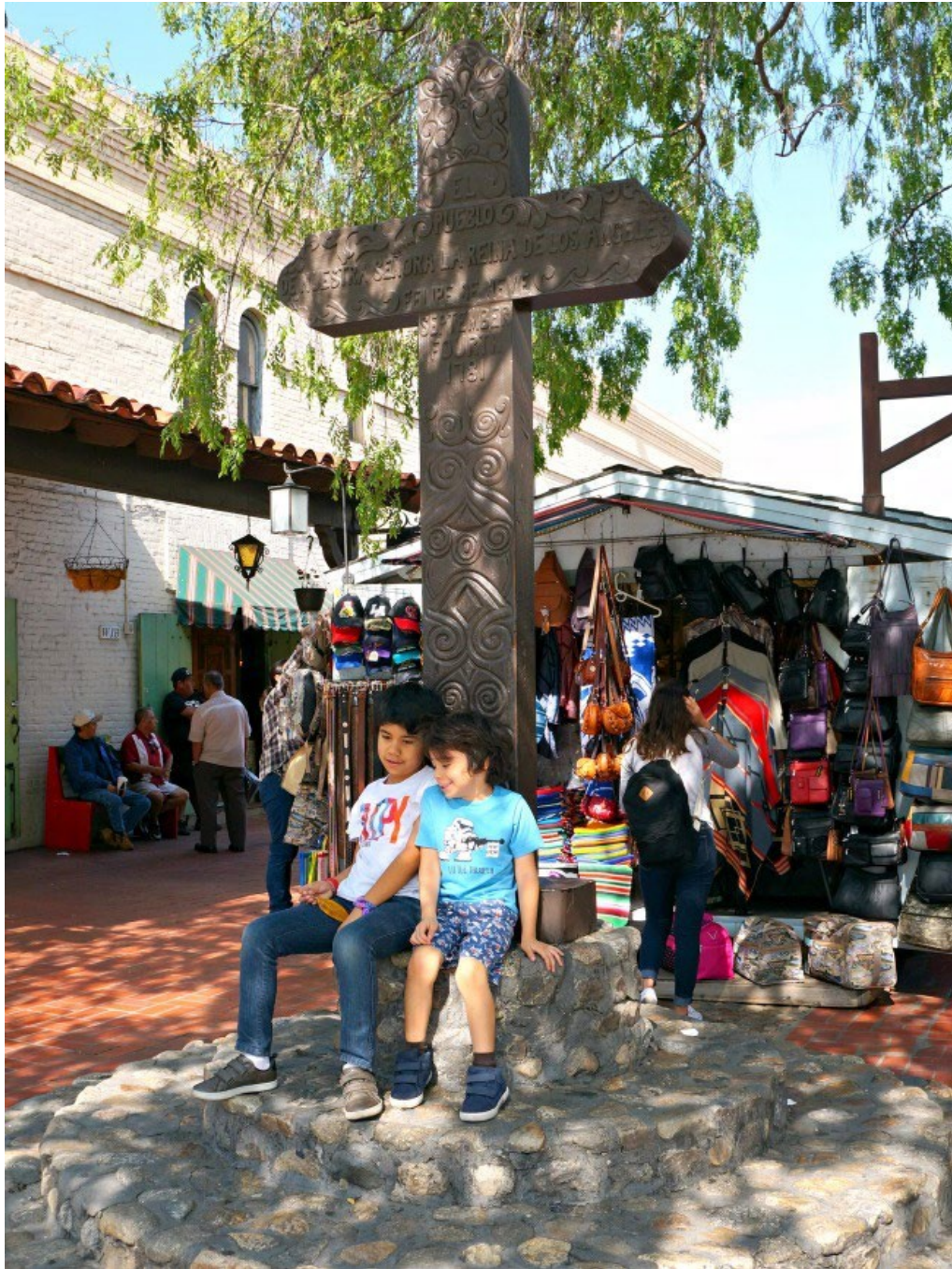


Source: Food Cart Entrance To Olvera Street Los Angeles Stock Photo. From “Free Digital Photos+net” by Bird, P., 2017, <http://www.freedigitalphotos.net/images/food-cart-entrance-to-olvera-street-los-angeles-photo-p502693>

2.8.3.8 Comfort and personalization

Comfort is dependent upon how well the whole area is oriented to the local environment. Personalization means having the opportunity to “own” a space and includes seating areas, shade, etc. Small boutique shops owned by local people add an element of personalization to Olvera Street’s pedestrian mall, which is located in a unique setting. The entire area is shaded with trees and vines that provide comfort to the visitors. The mall offers many seating options, such as benches at the plaza and under the shade trees (Figure 2.12).

Figure 2.12: Comfort and personalization on Olvera Street



Source: A day trip to Placita Olvera. From “LIVING Mi Vida LOCA” by Cordova, P., 2016, <https://livingmividaloca.com/placita-olvera-day-trip/>

2.8.3.9 The experiential landscape

An experiential landscape is one that enhances the experiences of those who visit it. It encompasses overarching experiential factors that add to the useability of the space. The Olvera pedestrian mall offers easy progression through the site from the street to the plaza, and other small segregated open spaces are well-connected to the surrounding landscape (Figure 2.13).

Figure 2.13: Linkage of Olvera Street



Source: *A trip to Olvera Street: The heart of Los Angeles' Mexican heritage*. From "Aleteia" by Traverso, V. M., 2019, <https://aleteia.org/2019/02/05/a-trip-to-olvera-street-the-heart-of-los-angeles-mexican-heritage/>

2.8.4 Design elements

Some of the design elements incorporated into Olvera Street include:

- | | |
|---|------------------------|
| 1. color & terra cotta | 4. murals & sculptures |
| 2. plantings & vegetation | 5. gazebo & plaza |
| 3. tile pavings in a variety of designs
and patterns | 6. benches & seating |
| | 7. papel picado |

8. decorative lighting
9. wayfinding signs (less colorful)
10. decorative lighting
11. fountains & water features
12. modular, portable, colorful shops
13. semi-outdoor spaces
14. historical buildings

2.9 Conclusion

Flea markets can become successful third places by building upon cultural diversity and can improve health, increase social interactions, and facilitate community bonding. Traders Village flea market in North Texas is rich in cultural and ethnic diversity, which indicates that incorporating its culture into the design can make it more successful.

3. Methodology

3.1 Introduction

This chapter describes the qualitative and quantitative research methods used in this design thesis. The primary objective of these investigations was to inform the design proposal.

The focus of this study is the Traders Village flea market in Grand Prairie, Texas, the management and vendors who work there, and the general public who visits. Qualitative methods include a review of the literature that has been published about flea markets in general and precedent studies of other successful flea markets in the United States. The literature review and case studies were utilized to inform the data collection methods ultimately chosen and were used as described in this chapter.

The quantitative methods include visitor observations, the pedestrian flow experienced by shoppers, and the age ranges of those frequenting Traders Village. These methods examine the visitors' behavior patterns to determine the cultural diversity features that attract flea market visitors and encourage them to spend an extensive amount of time there. Additional qualitative techniques include a discussion about the design proposal with the manager of Traders Village.

3.2 Literature

This study reviewed the published literature on the design criteria and importance of successful third places in a community, as well as case studies that showed how the design features inspired by cultural diversity were used to transform a commercial flea market area into a successful third place. It also reviewed:

1. flea market history and characteristics in the U.S.,
2. spatial properties of outdoor marketplaces,

3. criteria of successful third places, and
4. a case study of a successful flea market (Olvera Street, Los Angeles, CA) with diverse cultural design elements.

The literature review and case study findings helped to determine the design criteria and the programmatic element for the proposed design site. Overall, the study reviewed the literature to learn how using these design elements can create a more successful third place.

3.3 Case studies

Case study investigations were conducted on flea market properties on Olvera Street, Los Angeles, California and El Mercado, San Antonio, TX, the largest Latina American market square. The Olvera Street study was conducted based on literature, while that of El Mercado in San Antonio was conducted in person. These case studies provided information on how the visual landscape can express cultural significance and the design elements can foster an effective wayfinding system, improve the quality of the space, increase the number and extent of activities, make visitors feel welcome, and encourage shoppers to explore the entire market. Eventually, the visual landscape can contribute to creating a vital third place within the flea market. In these studies, the design elements and functions varied, based on the different cultures such as LatinX, African American, Asian, and Native American. Both case studies focus on incorporating the LatinX culture into the design elements for flea markets, open-air markets, and/or farmer's markets. The two case studies present the design details drawn from the specific site that create vital third places by incorporating cultural identification, act as a wayfinding tool, and attract people to the scape and guide them through it.

3.4 Case study analysis

The analyses of the two case studies included:

- 1) site location

- 2) circulation analysis, including vehicular, pedestrian, bike, and A.D.A. accessibility
- 3) land use and programs
- 4) landscape features such as vegetation, gardens, benches, plazas, water features, etc.
- 5) wayfinding tools such as murals, paving, banners, signboards, directional features, edges of roads, etc.)
- 6) cultural design elements, including color, papel picado, ornamental features, wall art, etc.
- 7) cultural activities
- 8) comparison with the criteria of successful third places

The case study analysis helped determine the programmatic elements that make the market area successful. Reviewing the criteria and design elements of successful third places cited in the literature helped compare standard design criteria with that of successful third places.

3.5 Site inventory and analysis

An inventory and intensive analysis were conducted to understand the site and its surroundings. This was accomplished on different levels chronologically such as region, city, district, and specific site. The site inventory and analysis included:

1. land use and program
2. circulation (vehicular and pedestrian)
3. existing landmark(s)
4. human behavior
5. landscape features (vegetation, benches, gathering spaces, water features, fences, etc.)
6. wayfinding tools
7. cultural activities in flexible areas

8. comparison with the criteria of successful third places

3.6 Behavioral observations

The researcher took notes on the movements of visitors and vendors at the Traders Village flea market site at different times. The observation periods were one to two hours long and were conducted at locations where people like to sit, stand, and gather for various activities. A flexible area at the north end of the Traders Village market was chosen to create the behavioral observation map, which included the age ranges of the visitors and shoppers.

3.7 Design Process

The most important goal of a design program is to achieve the criteria of successful third place and present a cultural theme. Findings from the literature review, case studies, site inventory and analysis, and behavioral observations helped finalize the site's design considerations and provided the basis for the design.

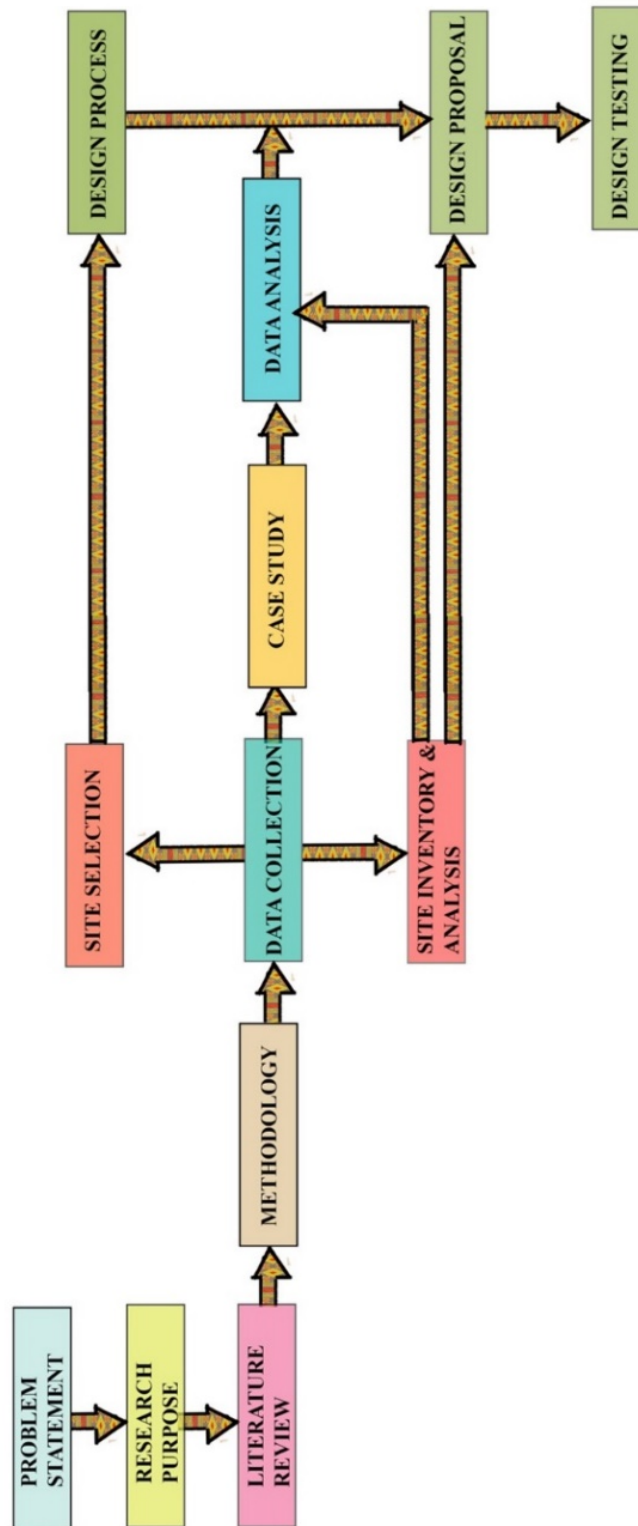
3.8 Design Testing

The manager of Traders Village and the researcher met to share comments on the design proposal. It was not possible to meet with groups of vendors, visitors, and staff to test the design ideas because of COVID-19.

3.9 Design Proposal Methodology

Collected data (Figure 3.1) from the literature review, case study analyses, site inventory and analysis, and behavioral observations were utilized to determine the design proposal for the Traders Village, Grand Prairie, TX. The programmatic elements were proposed to improve the wayfinding system, hierarchy of spaces, permeability, legibility, and places for social gatherings, and foster a more effective third place.

Figure 3.1: Design proposal methodology



3.10 Conclusion

This chapter focused on the qualitative methods that were utilized to determine the criteria for a successful third place market and the cultural significance of the LatinX historic market area. These findings shaped the design considerations and the subsequent design proposal for the Traders Village flea market. The design, site and population studies, site selection, site analysis, and design process were also discussed. The next chapter discusses the case study analyses and findings, site analysis, and design criteria from both case studies. As this is a research through design thesis, findings from all of the applied methods that helped to determine the design criteria and solutions are briefly described in chapter four and chapter five.

4. Analysis and Findings

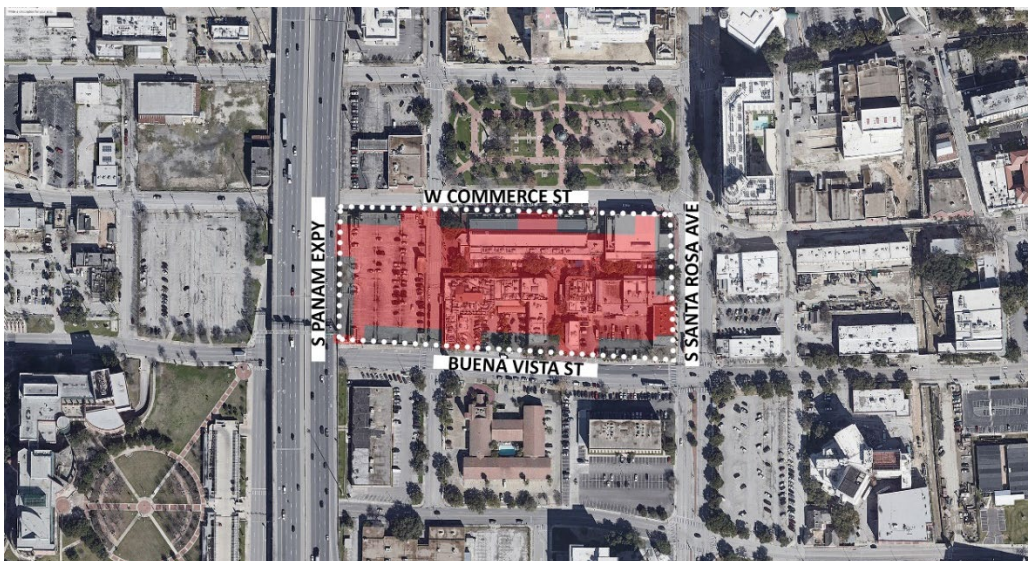
4.1 Introduction

This section presents the analytical findings derived from the literature review, case studies, site inventory and analysis, and behavioral observations. The design criteria problem and the solutions that were instrumental in Traders Village becoming a vital third place were extracted from the literature review. Findings from one of the case studies is from on-site documentation and behavioral observation. This documentation helped the researcher define the cultural design elements and cultural activities that enable the El Mercado, the San Antonio historic marketplace, to be a successful third place. Finally, all of these findings focused on the design criteria/design problems and solutions for the Traders Village flea market, Grand Prairie site, with appropriate programmatic and designed elements.

4.2 Case Study: El Mercado, San Antonio, TX

El Mercado, the historic market square, is located in downtown San Antonio, between Park Street and Babcock Street (Figure 4.1).

Figure 4.1: Map showing location of El Mercado historic market square



Source: Google map

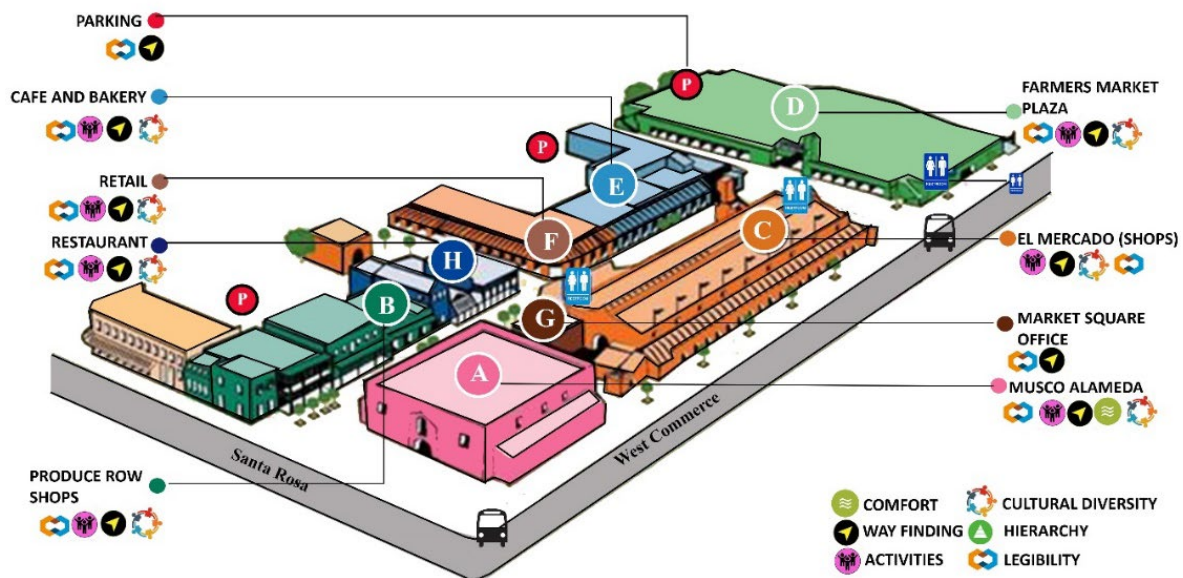
4.2.1 Background:

El Mercado, a well-known market square in San Antonio, Texas, is one of the largest traditional Mexican marketplaces north of the Rio Grande and features more than 100 shops that sell unique clothing, folk art, pinatas, pottery, and more. Shoppers can purchase from a large selection of souvenirs while enjoying the unique experience of being transported into the LatinX culture (Buch. J., 2015).

4.2.2 Programmatic elements at El Mercado

The market area comprises three city blocks, including the market square, a farmer's market, restaurants, museums, rest rooms, and the El Mercado building. There are three stages for outdoor performances of music, dancing, talk shows, and magic shows. The researcher compared the existing programs at the El Mercado market square with the design criteria of successful third places and represented it with small icons that are shown in Figure 4.2.

Figure 4.2: Programmatic analysis of El Mercado site



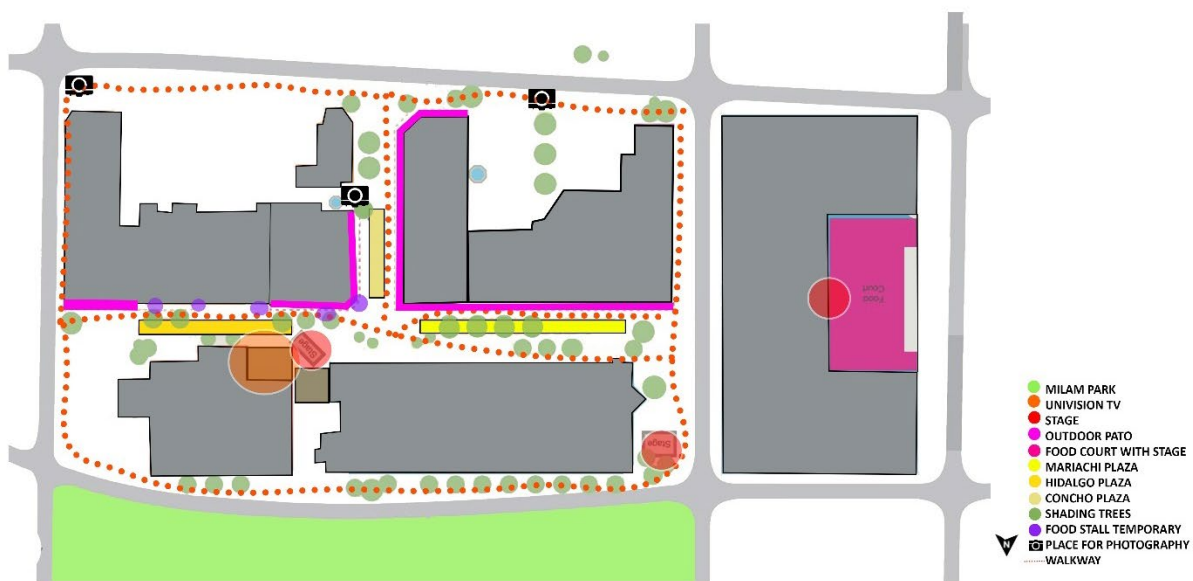
Source: San Antonio Market Square map. From "On the world map.com."

<https://ontheworldmap.com/usa/city/san-antonio/san-antonio-market-square-map.html>

4.2.3 Circulation and landscape features at El Mercado

The El Mercado market area is pedestrian-friendly. It consists of plantings that are located on the edge of the path; food carts next to the walkway; and mini portable stages in the open, flexible spaces; an outdoor patio; a place for taking photos; and signage that helps visitors navigate the area easily. (See Figure 4.3.)

Figure 4.3: Circulation and landscaping of El Mercado



Source: *Find Your Way, Market Square Shops Directory*. From “City of San Antonio.”
<http://www.getcreativesanantonio.com/ExploreSanAntonio/MarketSquare/MapDirectory.aspx/>

4.2.4 Design elements of El Mercado

As shown in Figure 4.4, color is an important design element in Mexican culture. Throughout San Antonio, bright colors and other references to the local culture can be seen on the facades of colonial-influenced buildings. Traditional boldly colored striped blankets called serapes are displayed throughout shops of the market area. Color is prominently featured in building columns, shop facades, roofs, benches, wayfinding signboards, and even the lighting.

A trademark element of Mexican style is lighting in the shape of tin stars, which creates a dreamy glow at night called *estrellas de metal luces*. Other lighting fixtures are made of frosted or colored glass. Some pendant lights featuring geometric shapes are made of bamboo, metal, and glass.

Figure 4.4: View of the street at El Mercado, showing the use of color, lighting features, and plantings



Terracotta tiles are widely used in indoor and outdoor areas and even appear on planter boxes. These come in various shapes such as squares, hexagons, and diamonds that are sometimes combined to create interesting patterns. The outdoor paving and occasionally the walls exhibit colored concrete, and paving tiles can be seen in various textures and patterns.

Papel picado (perforated paper) is the term for small colorful banners that are traditionally made by cutting elaborate designs into tissue paper sheets. They are a common feature in Mexican style design and their use is abundant in the El Mercado market square.

Plentiful seating options throughout the market include

1. benches (for people watching) and
2. tree-shaded seating and outdoor seating with shade umbrellas adjacent to shop entrances

The marketplace offers a variety of appealing design elements. Potted trees, such as palms, can be seen near the entrance and are displayed throughout the area, and plenty of shade trees provide a place for visitors to sit and converse. Free-standing and hanging potted plants can be viewed throughout, and there are many decorative columns and railings, murals, and sculptures that add to the visual appearance.

The market is a large semi-outdoor space consisting of various smaller plazas that offer open and portable stages for entertainment. There are small "pocket" open spaces scattered throughout to accommodate smaller crowds.

Wayfinding signboards assist visitors as they navigate the venue and provide directions to various destinations in the marketplace to enable visitors to easily find the places they are looking for.

4.2.5 Design criteria: Successful third places

"As third places are by definition social places in a community, it is clear that many places fall into that category (Moore, J., 2012). This section addresses how and why flea markets can be categorized as a third place. Third places are settings where people interact and shop informally. To be a successful third place, a flea market must fulfill specific criteria such as the establishment of an architectural relationship between the outdoor spaces and the structures, permeability, legibility, linkage and sequences, safety, a variety of types of activities, hybridity,

adaptability, comfort, personalization, and experiential landscape features that offer sensory, visual engagements, eventfulness etc.

4.2.5.1 Architectural relationship

“The relationship between the spaces and the architecture depends on the scale and the function of the buildings.” Moore, J. (2012). The rhythm of the indoor, semi-outdoor, and outdoor spaces in the El Mercado market square creates a strong relationship between the architecture and places throughout the complex. A visual rhythm has been established in the whole area, and the linear placement of the shops and the feeling of enclosure within the spaces make them feel like home - cozy and welcoming. Figure 4.5 depicts an example of an excellent architectural relationship between spaces and structures having a strong hierarchy of outdoor, semi outdoor and indoor spaces that offer different experiences of spaces.

Figure 4.5: Architectural relationship between indoor and outdoor areas



4.2.5.2 Permeability

“Permeability refers to the street-to-place movement of people: how they move from one place to the next within the market and how easy and pleasant it is to do so.” Moore, J. (2012). El Mercado's main entrance is well defined, and its arch-shaped structure encourages people to enter (Figure 4.6). The museum has a modern architectural quality that makes it more prominent and one that people are more likely to enter. The entrance of the indoor market area is defined by a noticeable color and level change. The linear spaces between the shops look like colorful corridors that beckon people to experience different and unique paths.

Figure 4.6: Permeability factor demonstrated at El Mercado



4.2.5.3 Legibility

“Legibility at a flea market venue means having social and symbolic functions that can be easily read and understood by visitors. This can be achieved by using paths, edges, landscape features, nodes, and other general spatial elements.” Moore, J. (2012). In El Mercado, the covered pedestrian mall is an icon and is the key node in the landscape. Small notable works of art and shops owned by LatinX people make the landscape legible and tie it to their specific culture. Figure 4.7 shows a good example of legibility at El Mercado.

Figure 4.7: Legibility factor at El Mercado



4.2.5.4 Linkage and sequencing

Linkages are a significant component of the El Mercado market square. The public plaza around the indoor markets encourages food and beverage outlets to set up there and creates strong pedestrian links within that area. The pedestrian mall has good sequencing. The user follows a distinct sequence that was established through the positioning of the shops and the introduction of signage. The sequencing is emphasized by the use of paving materials, signage, and the overhead canopy made from papel picado. (Figure 4.8)

Figure 4.8: Linkage and sequencing at El Mercado



4.2.5.5 Safety

El Mercado is safe, even after the market has closed. During a site visit, the market area was full of people as late as midnight, which contributes to the safety of the area. While visiting the site, the researcher felt safe. The lack of vandalism and the general level of maintenance in the market square are also evidence of a safe environment and contribute to the visitors' confidence that they are in a safe place (Figure 4.9).

Figure 4.9: Night view and lighting at El Mercado



Source: Historic Market Square. From “The traveling gingerbread”, 2019, <https://thetravelinggingerbread.com/2019/03/28/what-to-do-in-san-antonio/>

4.2.5.6 Activities:

The main activities associated with the El Mercado market square are shopping and eating. The indoor spaces have unique collections of goods that attract many window shoppers and purchasers, and the colorful shops, lighting, papel picado, colorful souvenirs, and unique terracotta make the area attractive and fun. The market environment also provides a smaller cluster space with portable stages that are suitable for various programs (Figure 4.10).

El Mercado provides a range of activities, such as:

1. eat and drink
2. explore and shop
3. just sitting and watching people
4. movies
5. music/ instrumentals
music/dancing
6. old or antique car displays
7. concerts
8. live talk shows
9. calls for working artists and
craftsmen to display their arts
10. car and custom bike shows
11. salsa festivals, and
12. photoshoots

Figure 4.10: A temporary stage in a courtyard at El Mercado provides flexibility for multiple activities.



Source: *Enjoy fun downtown events this November at Market Square, La Villita, Milam Park and Alamo Plaza!* From “City of San Antonio”, 2019,
<https://www.sanantonio.gov/gpa/News/ArtMID/24373/ArticleID/17474/Enjoy-fun-downtown-events-this-November-at-Market-Square-La-Villita-Milam-Park-and-Alamo-Plaza>

4.2.5.7 Hybridity and adaptability

Spaces can be adapted to the developer's and owner's purposes, such as a temporary layouts and design structures. The outdoor spaces of El Mercado can be adapted to provide for a multitude of activities. Figure 4.2.10 shows a temporary stage in the El Mercado courtyard. Other examples include moveable stalls and seating.

4.2.5.8 Comfort

Comfort is dependent upon how well the whole area is oriented to the local environment. Comfort factors are influenced by climatic elements in El Mercado as the weather can be very hot. Comfortable seating under trees, in semi-outdoor spaces, and under temporary shade structures provide a respite from the heat, as do the overhanging papel picado (perforated paper or pecked paper) decorations (Figure 4.11).

Figure 4.11: Comfort and personalization factors at El Mercado



Source: *Historic Market Square to Feature Cumbia Bands, Rock Bands During Primer Sabado This Weekend*. From “San Antoni Current” by Armstrong, A., 2019, <https://www.sacurrent.com/sa-sound/archives/2019/08/01/historic-market-square-to-feature-cumbia-bands-rock-bands-during-primer-sabado-this-weekend>

4.2.5.9 Personalization

Personalization means having the opportunity to “own” a space and includes seating areas, shade, etc. The level of personalization at El Mercado is superior to that of the Traders Village flea market. Local art and entertainment are evident in the Mercado's pedestrian mall, and the shops themselves reflect a level of personalization by emphasizing the ethnic diversity in San Antonio (Figure 4.12).

Figure 4.12: Comfort and personalization factors at El Mercado



4.2.5.10 The experiential landscape

The El Mercado building has an overwhelming sense of being a monitored environment. There is a distinct sense of not being able to access or experience the landscape for one's own needs. The outdoor pedestrian shopping mall, by contrast, makes the user feel more connected to the place

by providing a local shopping experience where visitors can relax without the overarching sense of being watched or pressured to buy something. The area also offeres sensory, visual engagement and eventfulness which help to restore the mind of visitors.

4.3 Site Inventory and Analysis of Traders Village

Regional, city, district, and specific site inventories and analyses were conducted and included land use, circulation (vehicular and pedestrian), existing landmarks and wayfinding tools, landscape features and aesthetic consideration around the site, cultural activities and uses of the flexible area, and a comparison of the existing programs with the criteria of successful third places.

Figure 4.13: Texas outline showing the location of Grand Prairie



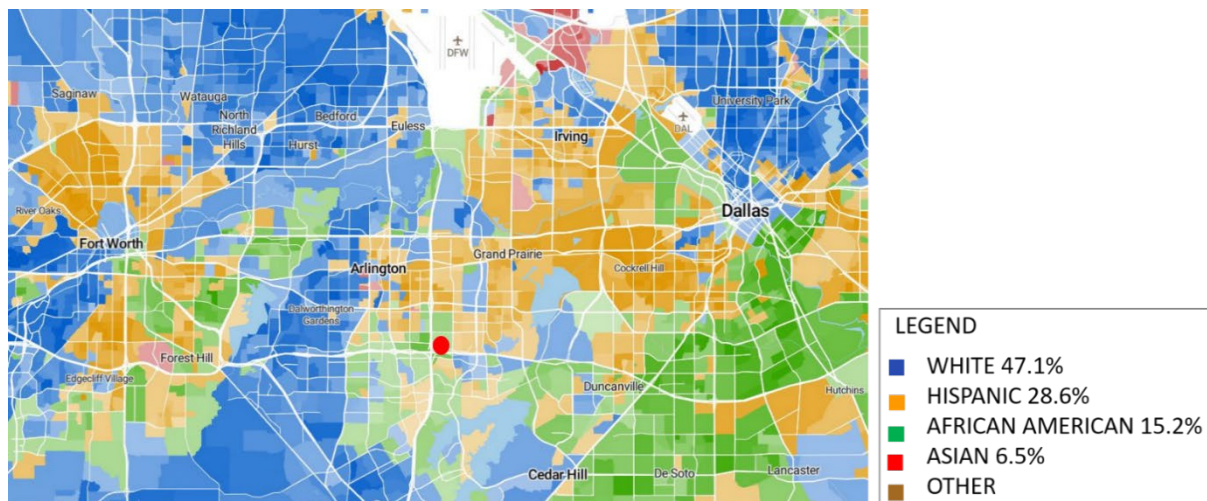
Source: Texas Map. From “Achieving Together TX”, <https://achievingtogethertx.org/texas-map/>

4.3.1 Ethnic and cultural diversity in North Texas and its effects on marketplaces, including flea markets

The United States is the home of many immigrants. During the last three decades, the United States has become the most racially and ethnically diverse country in the world (Sandra L. Colby and Jennifer M. Ortman, 2015). The number of immigrants is rapidly increasing in Texas and is changing the ethnic composition of the state. Most of the immigrants are from Latin America, as Texas is close to the Mexico border.

Hispanics are by far the fastest-growing segment of the population. During the 1990s, Texas's Hispanic population grew at a pace of 54 percent, adding more than 2.3 million people. “In 2021, Hispanic and Latnos have become the second largest group with nearly 8.5 million people” (world population review, 2021). As a result, Hispanics now make up 28.6% of the state's population, compared with roughly 14 percent at the national level. (best neighborhood, 2021)

Figure 4.14: Ethnic diversity in North Texas⁶



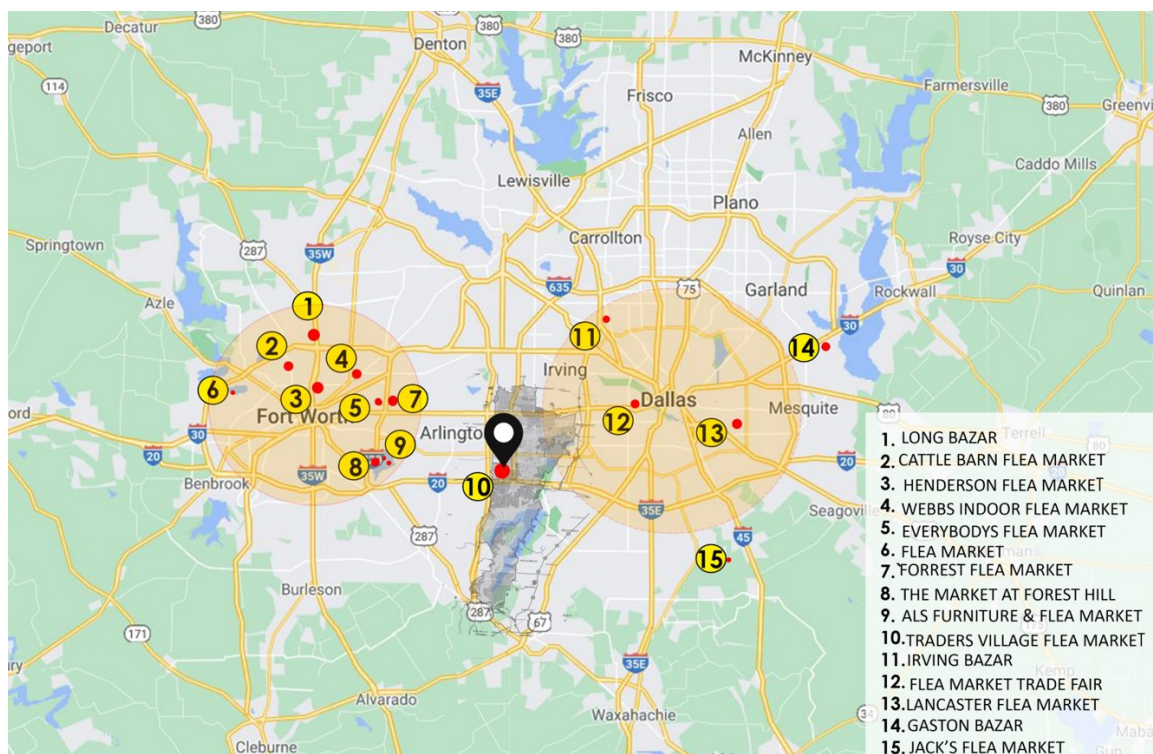
Race and Racial Diversity Data. Map for Dallas, TX. From “Best Neighborhood, 2021”
<https://bestneighborhood.org/race-in-dallas-tx/>

⁶ Source: www.bestneighborhood.org

4.3.2 Flea market locations in the Dallas/ Fort Worth metropolitan area

Traders Village flea market is the largest outdoor flea market in Texas. (Yacovodonato, K.,2019). It is located in the Dallas/Fort Worth area and is popular with people from both and surrounding cities. Other flea markets in the area include the Long Bazaar, Irving Bazaar, Cattle Barn flea market, Forrest flea market, Forest Hill flea market, Gaston Bazaar, Jack's flea market, etc. (Figure 4.15).

Figure 4.15: Regional context for Grand Prairie



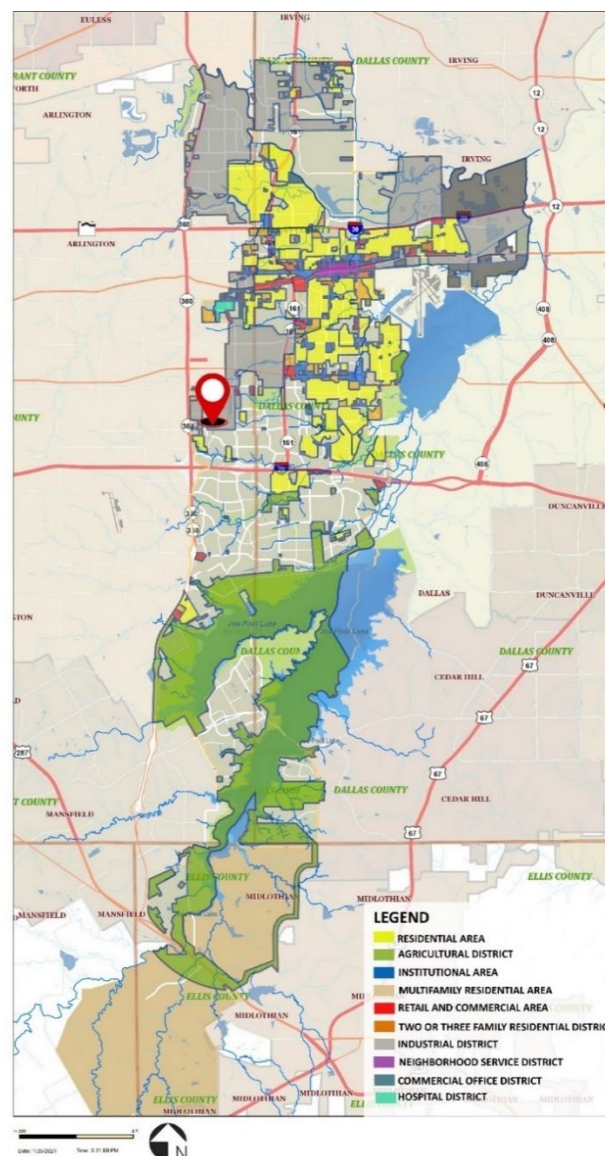
Source: Google map

4.3.3 Demography and industries in Grand Prairie

Grand Prairie is a suburb of both Dallas and Fort Worth that was established by Alexander McRae Dechman in 1863 and was named because it was in the grand prairie of Texas. In 1940, the population grew from 1,000 to 15,000; in 2010, approximately 175,000 people called it home. The population is ethnically diverse, with 52.5% Hispanic, 20.6% White, 19.9%

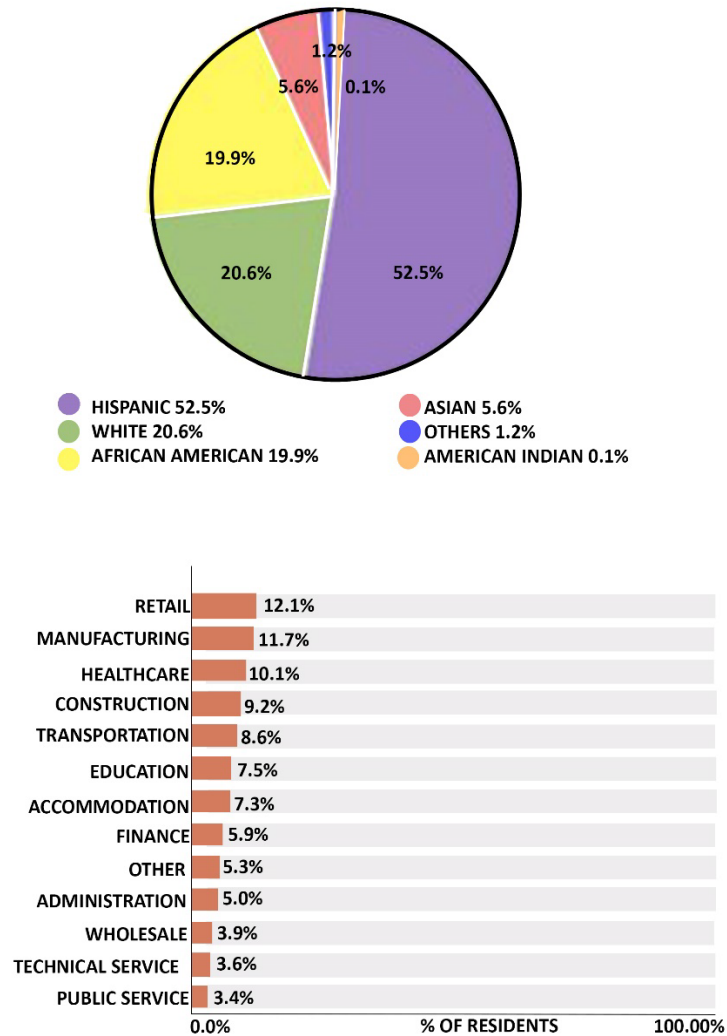
African American, 5.6% Asian, 0.1% American Indian, and 1.2% others. (Figure 4.17) It has over 5000 acres of park area, of which 3000 acres surround the Joe Pool Lake. The primary single-family residential district is located in the central region; the multi-family residential community is on the south side (City of Grand Prairie, 2020) (Figure 4.16). The most common industries in Grand Prairie are retail trade, manufacturing, health care, and social assistance. (Grand Prairie Texas, 2021) (Figure 4.17)

Figure 4.16: Grand Prairie city map with land use



Source: Grand Prairie Texas. From “Interactive Maps,2021” <http://gis.gptx.org/maps/>

Figure 4.17: Demography and employment industries in Grand Prairie



Source: GRAND PRAIRIE, TX, DEMOGRAPHIC DATA. From “Neighborhood Scout, 2021.” <https://www.neighborhoodscout.com/tx/grand-prairie/demographics>

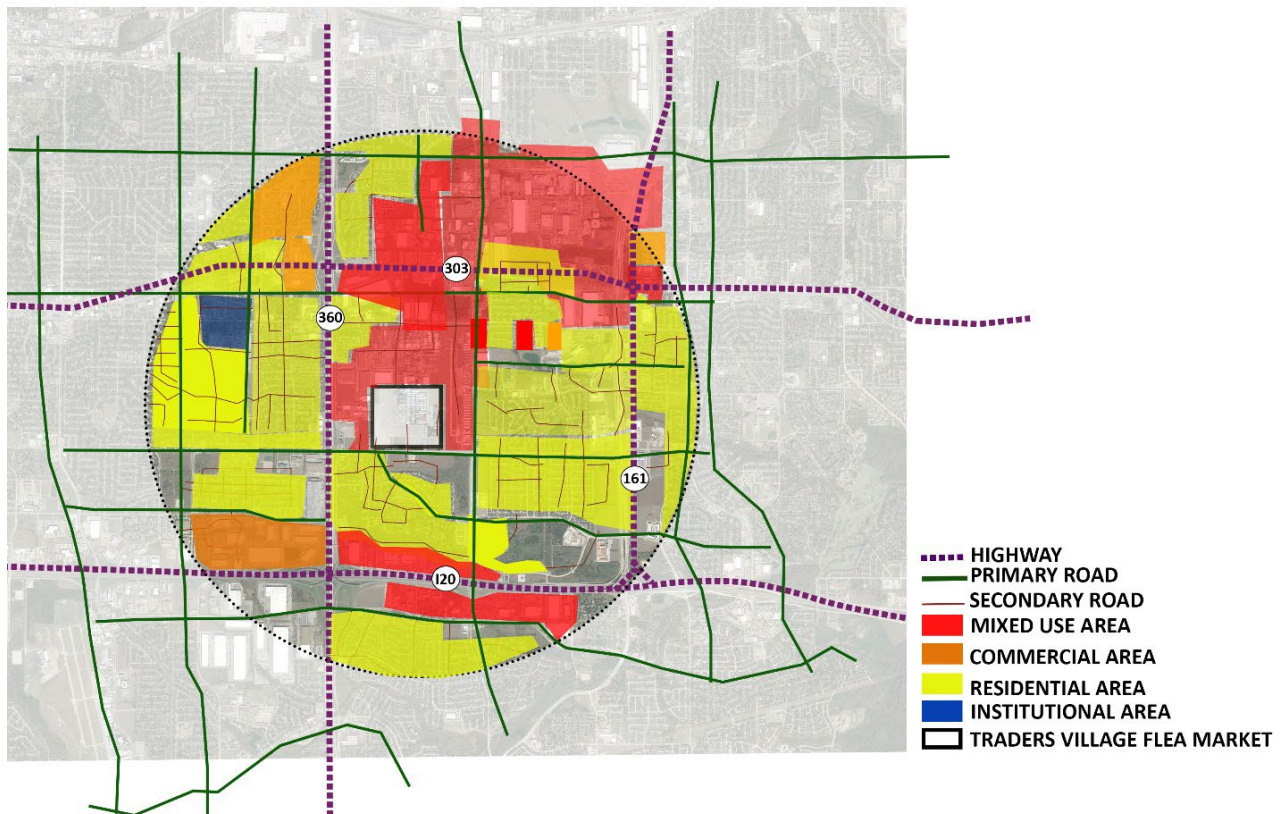
4.3.4 Region and City Context of Traders Village flea market

Traders Village opened in 1973 on more than 160 acres in Grand Prairie , It is located 4.23 miles from Arlington, 16.76 miles from Fort Worth, and 15.4 miles from Dallas, Texas, and is accessible via many highways and interstates, such as

1. US 287, I-20, or I-30 from Fort Worth
2. W. Abram Street and TX-360, south of East Park Row Drive from Arlington
3. I-30 W from Dallas (See Figure 4.15.)

There are three major roadways within this 2-mile radius from traders village, hwy 360, hwy 303 and i-20. Mayfield, which is a very busy road being 60' wide, is directly connected to the site. (See Figure 4.18.)

Figure 4.18: Context and land use around Traders Village flea market (2-mile radius)



Source: Google map

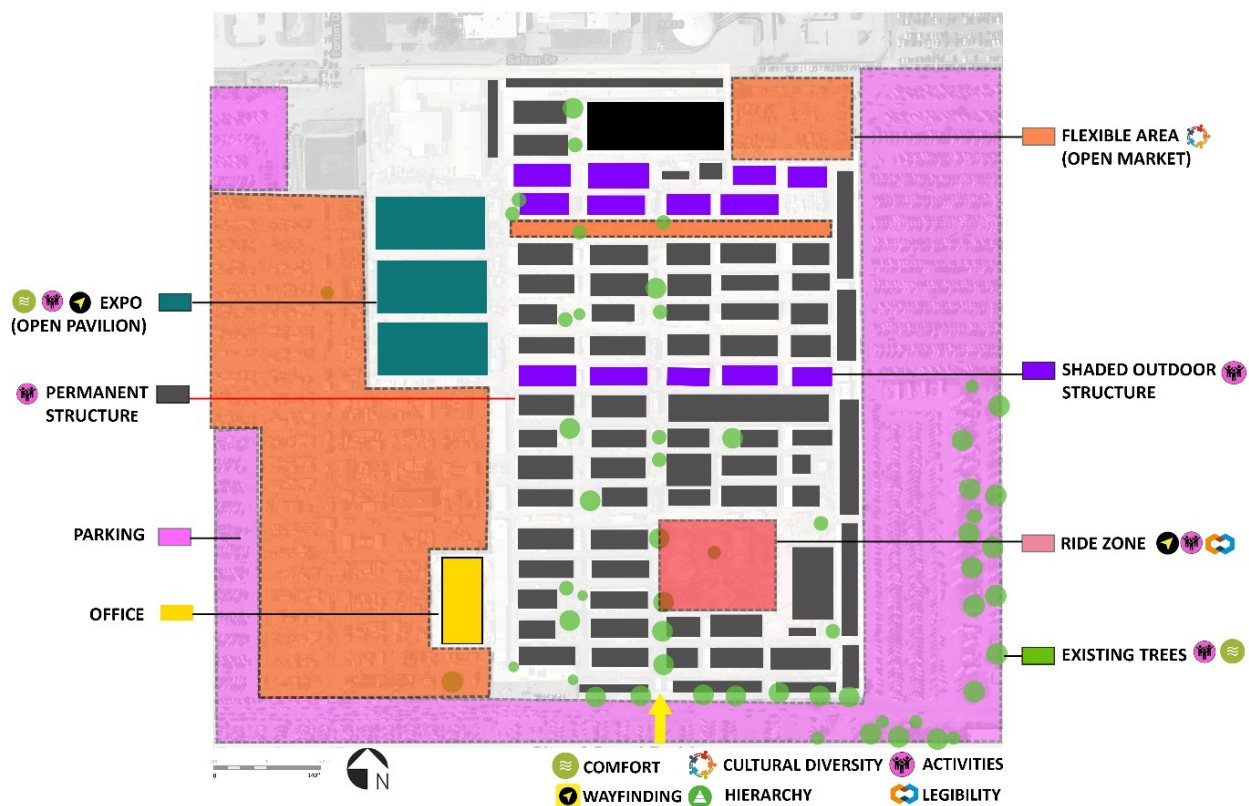
4.3.4.1 Analysis of existing program

Traders Village was initially opened in 1973 by two individuals, one a Texas native and

the other from California. The idea was the brainchild of the person from California, and a third party invested the money. It began as a small business, but became a destination in Grand Prairie, and its fame quickly spread to Houston and San Antonio. (Traders village, 2021)

Traders Village is classified as private property and consists of a recreational area (rides), an indoor-outdoor market, permanent shops, offices, restaurants, flexible areas, and large parking lots (Figure 4.18). A diverse group of people that includes Latin Americans, Indians, Pakistanis, Koreans, and Chinese, run businesses in the market and pay rent monthly for their space, which is automatically renewed. Some vendors do not occupy a permanent shop but opt to pay more and rent month-to-month because they would rather spend more money than complete official forms and documents. Permanent traders must closely adhere to the rules of the flea market.

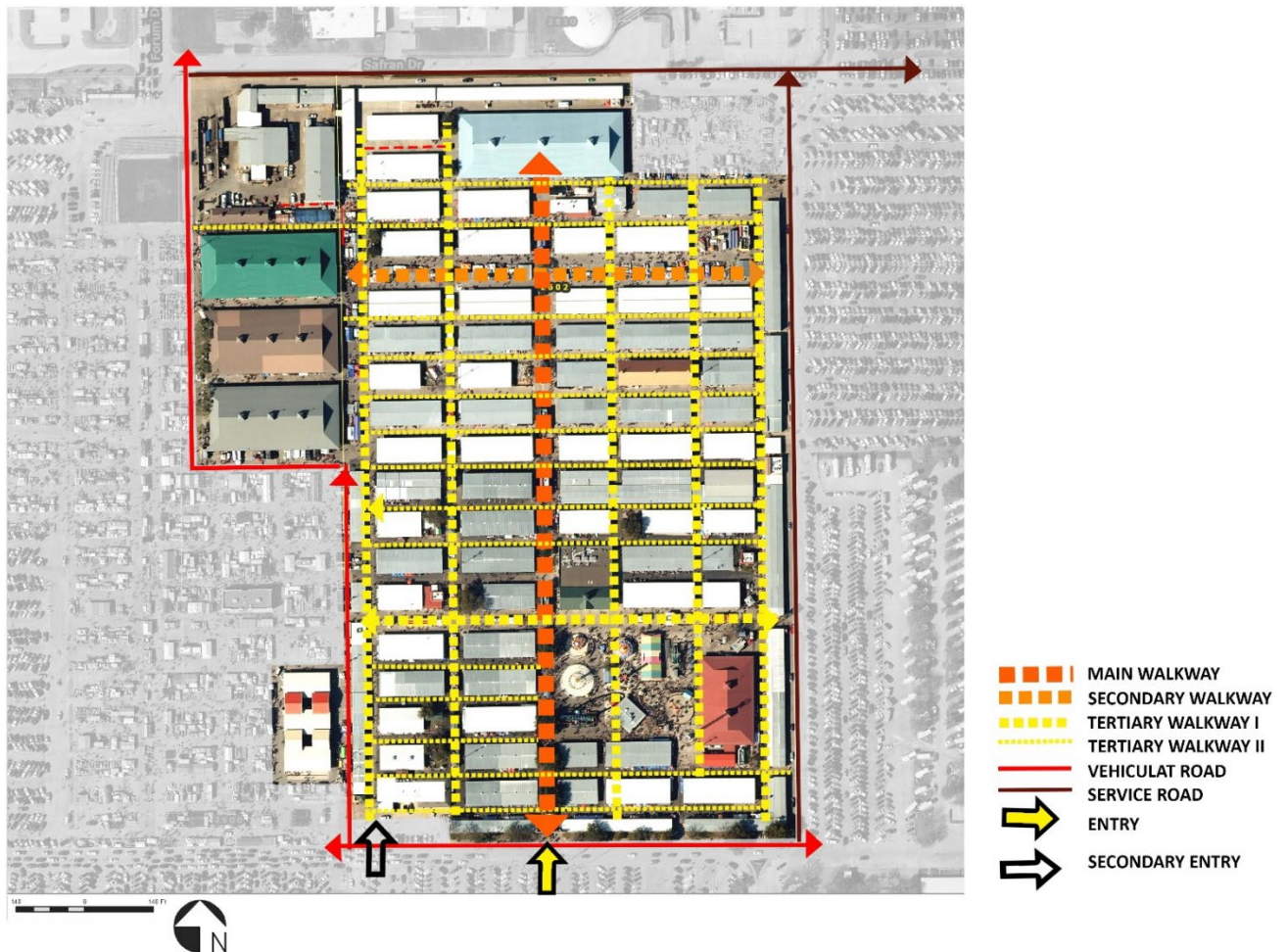
Figure 4.19: Programs at Traders Village, Grand Prairie.



4.3.4.2 Circulation analysis

The Traders Village flea market has a grid pattern of circulation. The central axis from the entry is the most prominent and the most likely to be crowded. Food vendors, seating areas, and souvenirs shops are on this 45' walkway. The second walkway is at the north end of the site and is used as the outdoor market. The internal walkways are not as highly used as the other walkways. (See Figure 4.19.)

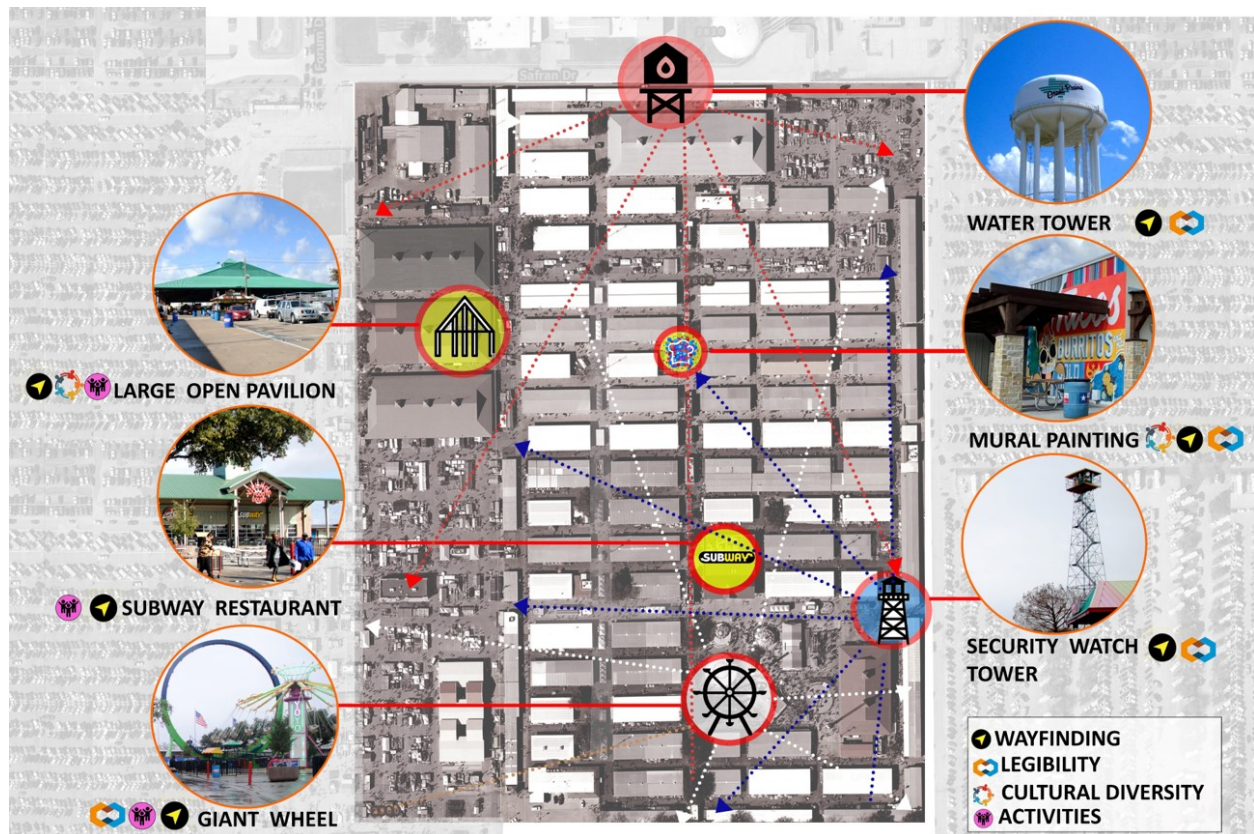
Figure 4.20: Circulation at Traders Village flea market, Grand Prairie



4.3.4.3 Wayfinding system

Few wayfinding tools exist at Traders Village. It has a giant wheel, a security watch tower, a subway restaurant, a mural painting, three large open pavilions, and a water tower that is positioned outside of the site. Some physical elements in Traders Village flea market (giant wheel, water tower, security watch tower) consist of very unique and special visual feature that has a “point-specific” location. As a result, these landmarks are noticed from a distance. They are also different in shape, form and height from surrounding. The existing mural which is contrast with the surroundings also work as a landmark and help people to navigate. The existing large pavilion and the subway restaurant are also identified from distance as they are different in form and height. (Lynch, K.,1959) (See Figure 4.19.)



































































































Figure 4.21: Wayfinding system at Traders Village, Grand Prairie flea market



4.3.4.4 Comparison between existing programs and criteria of successful third places

The researcher compared the existing programs at Traders Village with the criteria of successful third places to better understand design criteria and discover how to implement a wayfinding system and other criteria that would make Traders Village into a more successful third place. (See Figure 4.21.)

Figure 4.22: Comparison of existing programs at Traders Village with the criteria for successful third places

EXISTING PROGRAMS	FINDINGS FROM SITE INVENTORY & ANALYSIS	EXISTING PROGRAMS	FINDINGS FROM SITE INVENTORY & ANALYSIS	EXISTING PROGRAMS	FINDINGS FROM SITE INVENTORY & ANALYSIS
PERMANENT STRUCTURE	 Moore, J. (2012).  Moore, J. (2012).  Moore, J. (2012).  Moore, J. (2012).  Moore, J. (2012).  Moore, J. (2012).  Moore, J. (2012).  Moore, J. (2012).  Moore, J. (2012).  Moore, J. (2012).  Moore, J. (2012).  Moore, J. (2012).  Moore, J. (2012).  Moore, J. (2012).  Moore, J. (2012).  Moore, J. (2012).  Moore, J. (2012).  Moore, J. (2012).  Moore, J. (2012). 	FLEXIBLE AREA (NOT PERMANENT) FOOD CAR IN THE CENTRAL WALKWAY OPEN MARKET AREA IN NORTH SIDE OPEN MARKET NEXT TO PARKING LOT SEATING POCKET	 Moore, J. (2012).  Moore, J. (2012).  Moore, J. (2012).  Moore, J. (2012).  Moore, J. (2012).  Moore, J. (2012).  Moore, J. (2012).  Moore, J. (2012).  Moore, J. (2012).  Moore, J. (2012).  Moore, J. (2012).  Moore, J. (2012).  Moore, J. (2012).  Moore, J. (2012).  Moore, J. (2012).  Moore, J. (2012).  Moore, J. (2012).  Moore, J. (2012).  Moore, J. (2012).  Moore, J. (2012).  Moore, J. (2012).  Moore, J. (2012).  Moore, J. (2012).  Moore, J. (2012).  Moore, J. (2012).  Moore, J. (2012).  Moore, J. (2012).  Moore, J. (2012).  Moore, J. (2012).  Moore, J. (2012).  Moore, J. (2012).  Moore, J. (2012).  Moore, J. (2012). 	WAY FINDING SYSTEM LARGE WHEEL SECURITY WATCH TOWER SUBWAY SIGNAGE ONE EXISTING MURAL LARGE EXPO WATER TANK	 Moore, J. (2012).  Moore, J. (2012).  Moore, J. (2012).  Moore, J. (2012).  Moore, J. (2012).  Moore, J. (2012).  Moore, J. (2012).  Moore, J. (2012).  Moore, J. (2012).  Moore, J. (2012).  Moore, J. (2012).  Moore, J. (2012).  Moore, J. (2012).  Moore, J. (2012).  Moore, J. (2012).  Moore, J. (2012).  Moore, J. (2012).  Moore, J. (2012).  Moore, J. (2012).  Moore, J. (2012).  Moore, J. (2012).  Moore, J. (2012).  Moore, J. (2012).  Moore, J. (2012).  Moore, J. (2012).  Moore, J. (2012).  Moore, J. (2012).  Moore, J. (2012).  Moore, J. (2012).  Moore, J. (2012).  Moore, J. (2012).  Moore, J. (2012).  Moore, J. (2012).  Moore, J. (2012).  Moore, J. (2012).  Moore, J. (2012).  Moore, J. (2012).  Moore, J. (2012).  Moore, J. (2012).  Moore, J. (2012).  Moore, J. (2012).  Moore, J. (2012).  Moore, J. (2012).  Moore, J. (2012).  Moore, J. (2012).  Moore, J. (2012).

4.3.4.5 Activities in the flexible area of Traders Village

Most activities take place in the flexible area of the Traders Village flea market, which is located at the north end of the site and consists of three large open pavilions. Wrestling, Havana nights, Tejano festivals, music, shopping, Cinco de Mayo, and other cultural festivals are held in this pavilion area. Authentic Mexican foods are offered, and there are shaded outdoor seating areas, shopping in portable shops in the flexible area. These existing flexible areas are suitable for the implementation of Third Place design concept. Developing the design proposal within the site helps to foster wayfinding system and social interaction, represent LatinX culture and transform the area to a more successful Third Place. (Figure 4.23).

Figure 4.23: Activities in the flexible area of Traders Village flea market



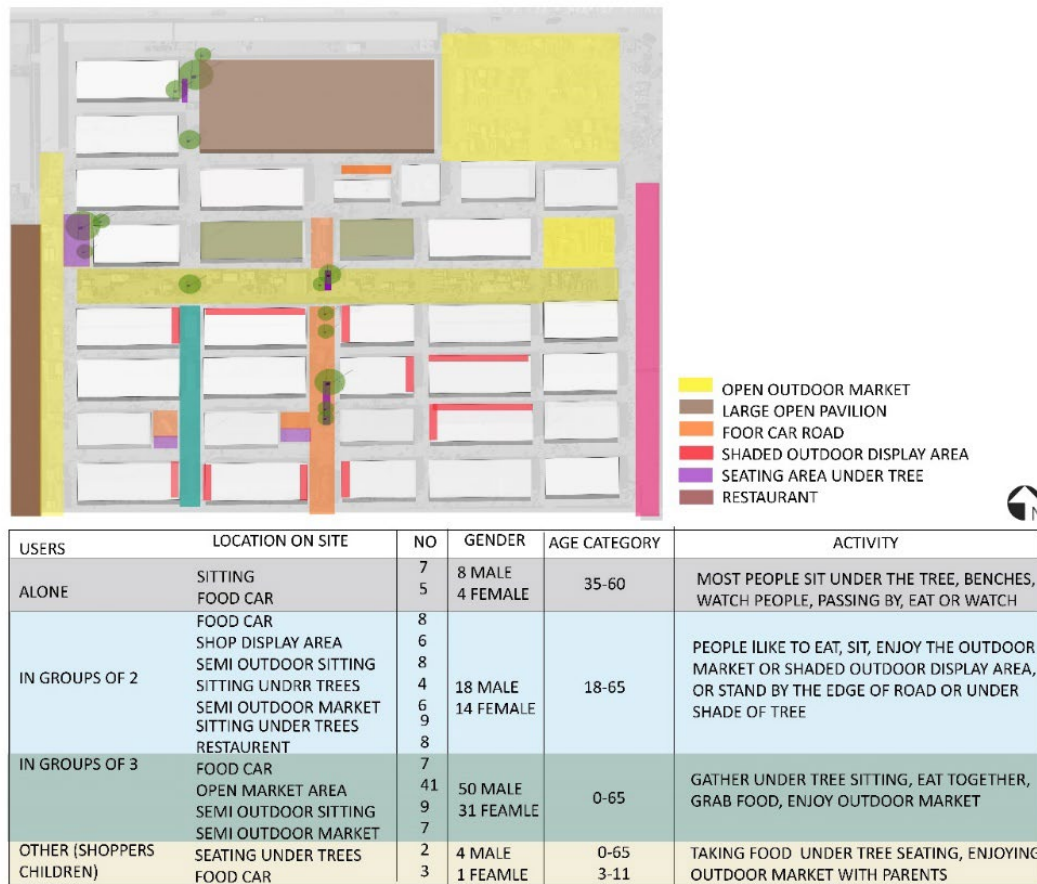
4.3.4.6 Behavioral observations

The researcher observed the subject's activities at the three distinctive location areas as an unnoticeable bystander. Each observation session endured between 1-2 hours. The researcher took field notes and used behavioral mapping to understand the subject's activities, number, and age range. The behavioral mapping included mapping different individuals' behavior and activities such as preferable area for seating, standing, gathering, etc., all through the three diverse locations. The visual method of this observation demonstrated a stronger sense of how each person uses different areas, which helped the researcher to make design decisions.

The following information was gleaned from observing visitors and vendors at Traders Village flea market:

1. Single persons were more likely to sit under a tree or other shade to watch people.
2. Groups of two prefer to visit the outdoor market and sit under shade.
3. Groups of three prefer to gather in the seating area, grab food, eat together, and enjoy the outdoor market area.
4. Some people appeared to be confused about where to go and had to ask vendors or security personnel for directions.
5. Security personnel on golf carts visited the whole site twice.
6. The central axis seemed to be the most crowded area.


































































































































Figure 4.24: Behavioral observation map for Traders Village flea market









4.4 Design matrix for the selection of programs for design

The proposed programs for the thesis design were determined from the literature review, case study analyses, site inventory and analysis, and behavioral observations at Traders Village flea market and were compared with the design criteria of successful third places. Some of the programs at Traders Village need further development to transform the area to a more successful third place, and some programs are absent, such as a rotating cultural exhibition area, mini-park, fountain court, storytelling area, street painting site, green area, and beer park (Figure 4.1).

Figure 4.25: Comparison of programs at Traders Village with the criteria of successful third places

PROPOSED PROGRAMS FOR DESIGN	LITERATURE & REFERENCES	CASE STUDIES	BEHAVIORAL OBSERVATION
SHADE STRUCTURE	   <i>Moore, J. (2012).</i>	  	  
ROTATING CULTURAL EXHIBITION AREA	   <i>Moore, J. (2012).</i>	 	
SPACE FOR FOOD CAR	   <i>Moore, J. (2012).</i>	   	  
SEATING POCKET FOR GATHERING	   <i>Moore, J. (2012).</i>	  	 
MINI PARK	  <i>Moore, J. (2012).</i>	  	
MERCADO PLAZA	   <i>Moore, J. (2012).</i>	  	 
FOUNTAIN COURT	   <i>Moore, J. (2012).</i>	 	
STORY TELLING AREA	 <i>Moore, J. (2012).</i>		
STREET PAINTING	   <i>(Lu, Y., 2016).</i>	 	
GAZEBO	   <i>Moore, J. (2012).</i>	   	
FLEXIBLE SPACE	  <i>Moore, J. (2012).</i>	 	 
GREEN AREA AND TREE LINE	   <i>Moore, J. (2012).</i>	  	
BEER PARK	  <i>Moore, J. (2012).</i>	 	
COVERED OUTDOOR MARKET	  <i>Moore, J. (2012).</i>	 	 
MURAL	   <i>(Lu, Y., 2016).</i>	  	  
COVERED OUTDOOR SEATING AREA	   <i>Moore, J. (2012).</i>	  	  
ARTIST'S PARK	   <i>Moore, J. (2012).</i>	 	
SIGNAGE	  <i>(Lu, Y., 2016).</i>	 	
USES OF COLOR	    <i>(Lu, Y., 2016).</i>	   	  
DEFINED SPACES OF BUILDING STRUCTURE (INDOOR, SEMI OUTDOOR, OUTDOOR)		  	

 COMFORT
  CULTURAL DIVERSITY
  ACTIVITIES
 WAYFINDING
  HIERARCHY
  LEGIBILITY

4.5 Conclusion

The researcher developed criteria for a flea market design that was developed into a conceptual design, followed by a detailed design and master plan, sections, and rendered views.

5. Design

5.1 Introduction

This chapter provides information about the design proposal, programs, and design patterns intended to improve the current wayfinding system, legibility, permeability, hierarchy of spaces, and places for social gatherings at the Traders Village flea market in Grand Prairie, TX. In time, the flea market can be transformed to a more vital third place by showcasing LatinX cultural activities and the design elements expressed in the design proposal.

5.2 Design Concept

The bubble diagram (Figure X) explores the conceptual connections of the proposed programmatic elements. The first phase of the concept generation was focused on developing the bubble diagram to show the relationships between different programs, first at the master plan level and then in a specific portion of the master plan. (See Figures 5.1 and 5.2.) In the second phase, the researcher proposes a concept to fit the site both at the master plan level and in the specific area of the master plan. (See Figures 5.3 and 5.4.)

The proposed programmatic elements are:

1. landmarks
2. green corridor/ trees
3. paving with different textures and shading structures
4. street painting
5. greenspace and mini parks
6. A new El Mercado plaza
7. yard market
8. flexible space with gazebo

9. beer garden
10. fountain court
11. mini picnic spot/gathering space

Figure 5.1: Bubble diagram for the master plan of Traders Village

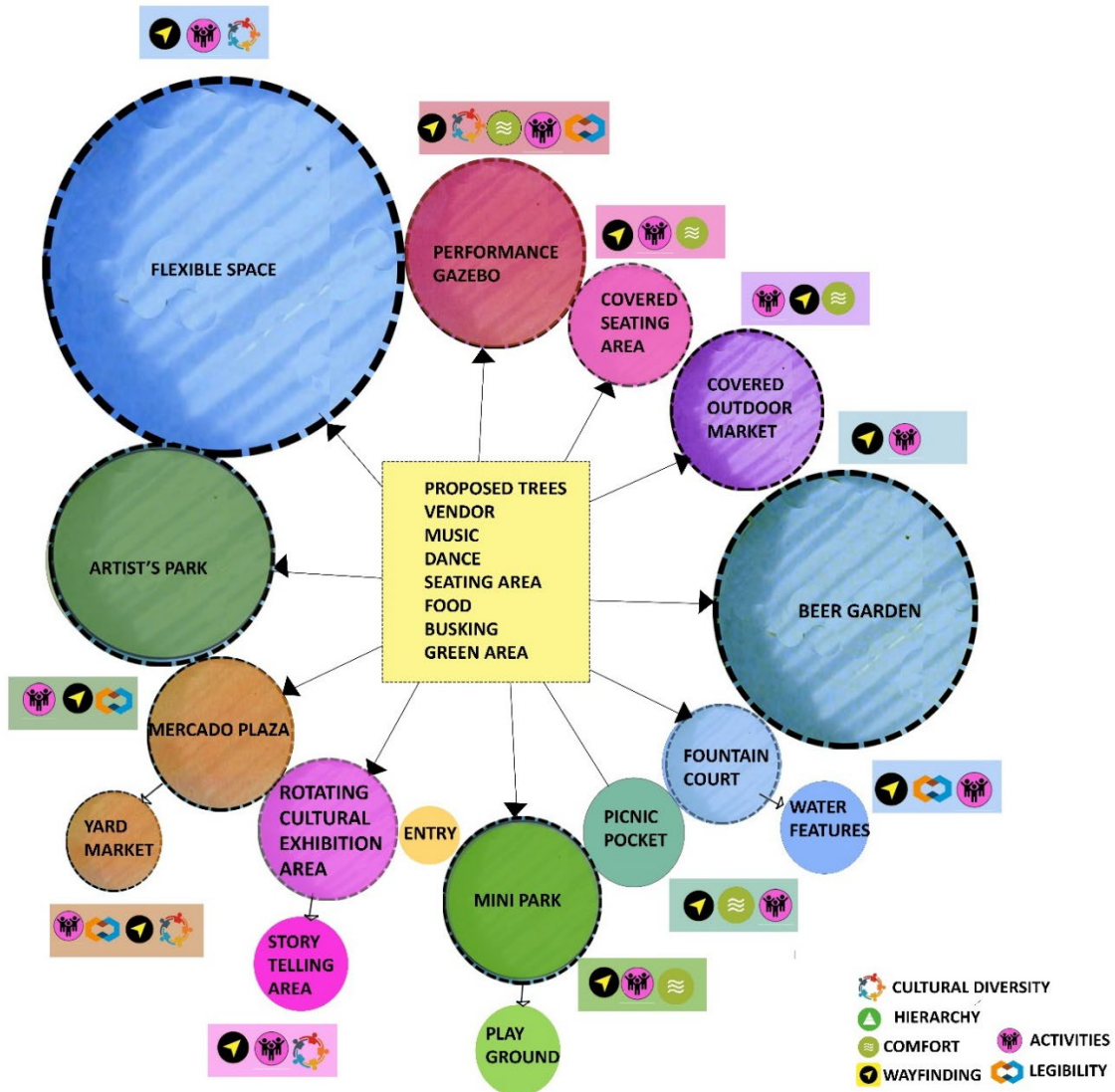


Figure 5.2: Bubble diagram for the open flexible area of Traders Village

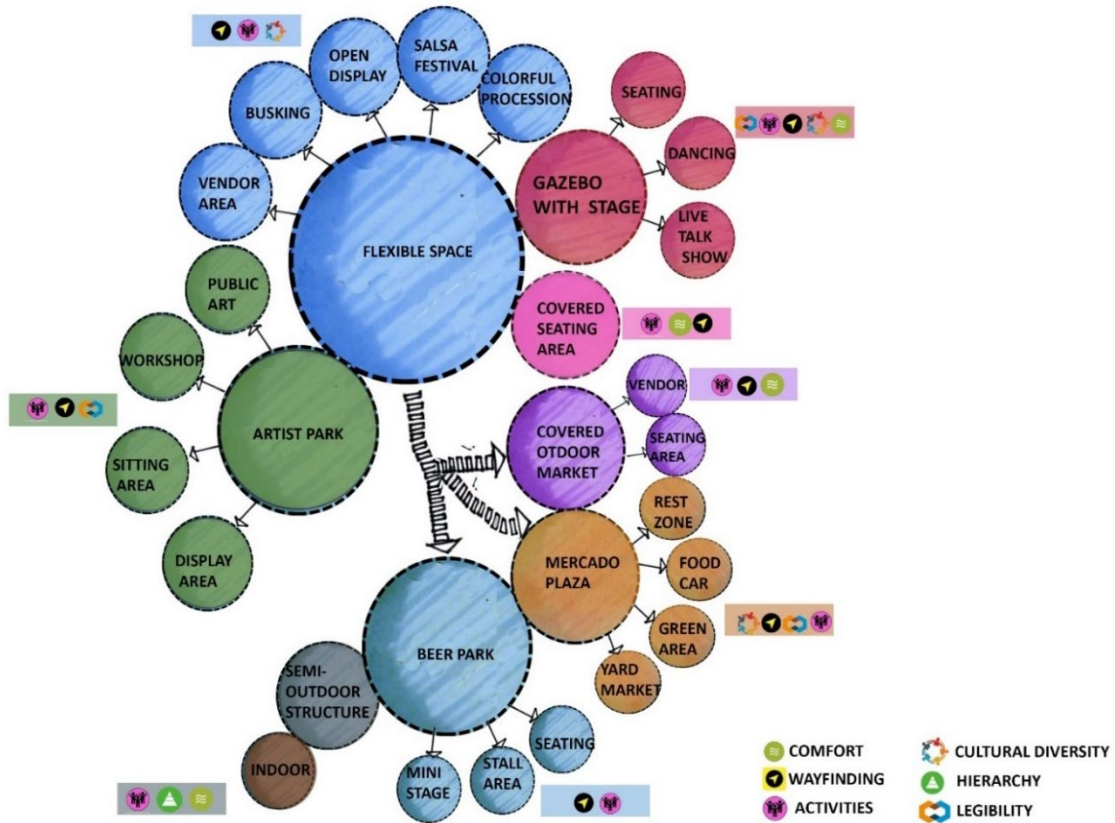


Figure 5.3: Conceptual plan of Traders Village flea market

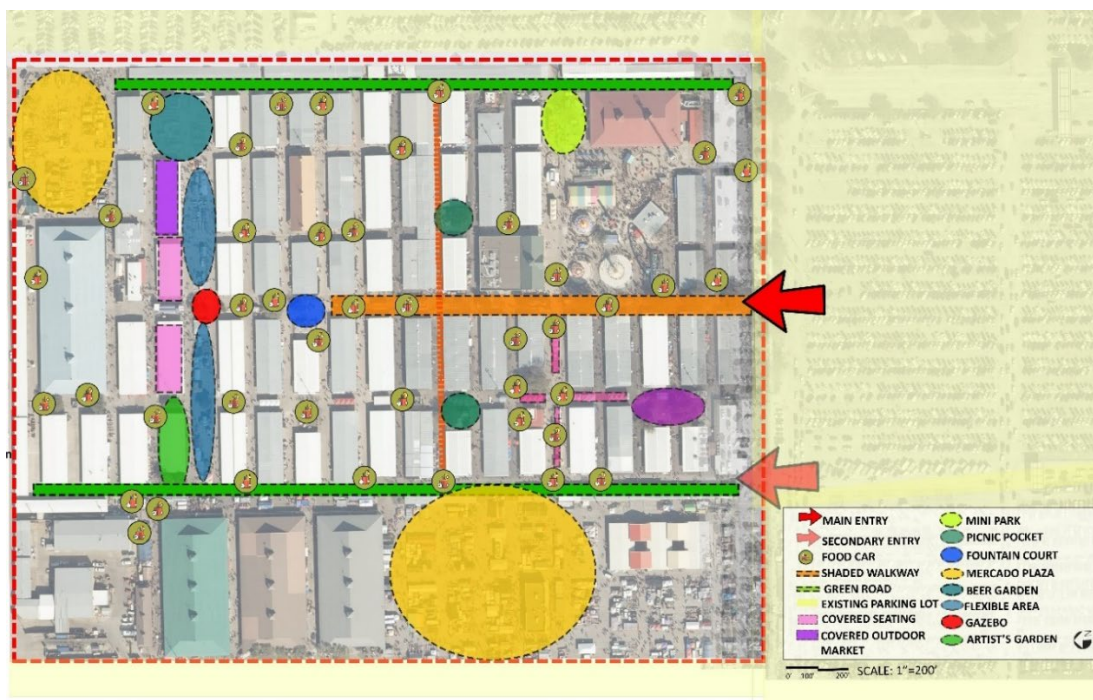
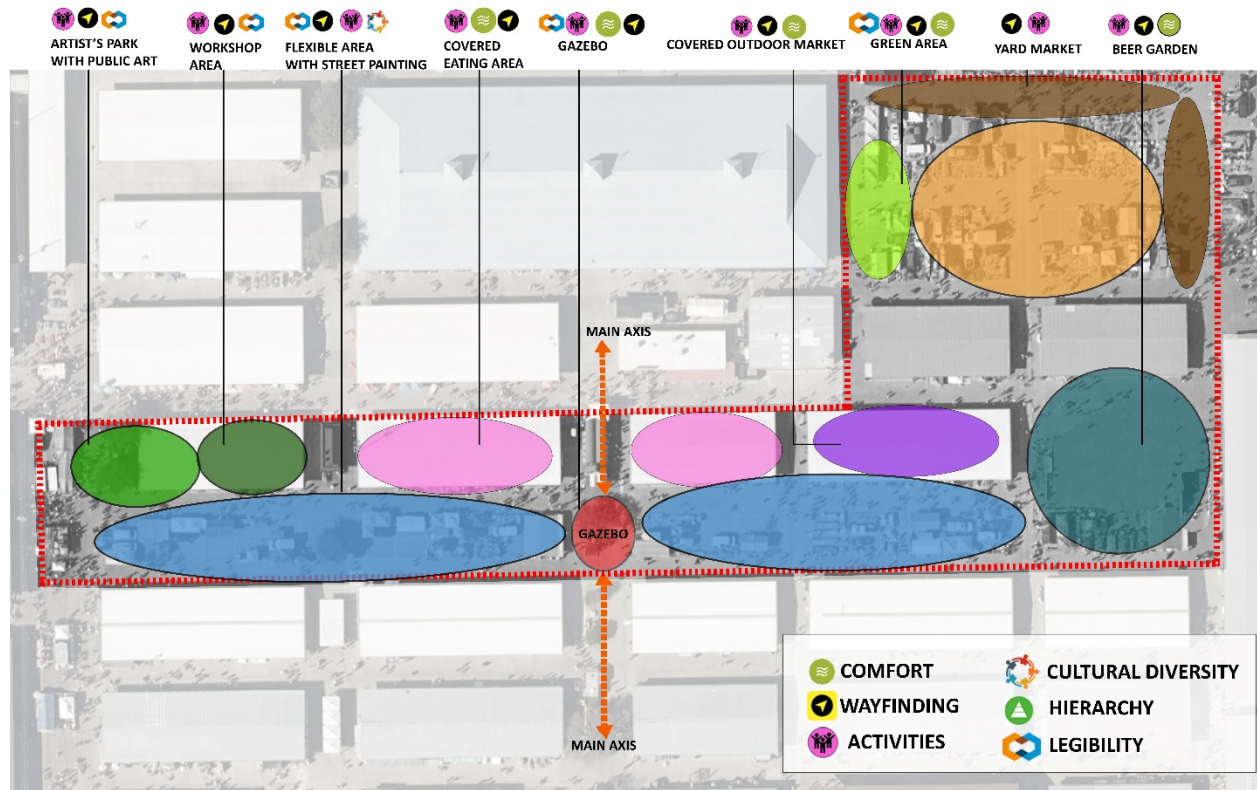


Figure 5.4: Conceptual plan for the open flexible area at Traders Village



5.3 Design Proposal for Traders Village, Grand Prairie

The proposed programs will foster improvement in wayfinding, hierarchy of spaces, legibility, and permeability of Traders Village and introduce new areas allocated for social gatherings so that it can become a more successful third place. With the use of design elements and activities of the LatinX culture, the design showcases landscaping elements and encourages people to visit the entire site. Landmarks, colorful shade structures at the site's central axis, acid-based concrete stain, and asphalt sticker painting on the paving will help people follow pathways and quickly reach their destinations. In addition, various activities such as cultural exhibitions, painting workshops, public art, a beer garden, a flexible space with a gazebo, seating areas, green spaces, parks, and yard markets encourage social interaction between people from different

communities and cultures, the primary benefit of successful third places. (See Figures 5.5 and 5.6.)

The unique shade structure above the central axis of the site will drive people through space, and people will see the stunning view at their first glance. The shade made of recycled plastic balls and set by the string above the pedestrian walkway is cost-effective and easy to maintain. It will foster the wayfinding as well as make the walkway cooler during the daytime. (Figure 5.7)

A foldable and movable public art wall at the proposed artists' garden was proposed by the researcher to promote social relationships and create landmarks. Children will be able to paint on a wall, and their art can be easily erased. This opportunity will encourage creativity and family activities. This area will also include portable art wall where children can draw with washable Tempera Paint, painting workshops, sales venues for artists, an outdoor area for local artists, and an exhibition area (Figure 5.8).

The open space next to the existing amusement park has a security watchtower that can be a wayfinding tool both day and night. The proposal in that area includes food shops, portable stalls, artistic trash cans, tree lighting, and special security watch tower lighting as part of the wayfinding system (Figure 5.9).

Figure 5.5: Proposed design for the master plan of Traders Village



Figure 5.6: Proposed design for the existing open flexible area at Traders Village

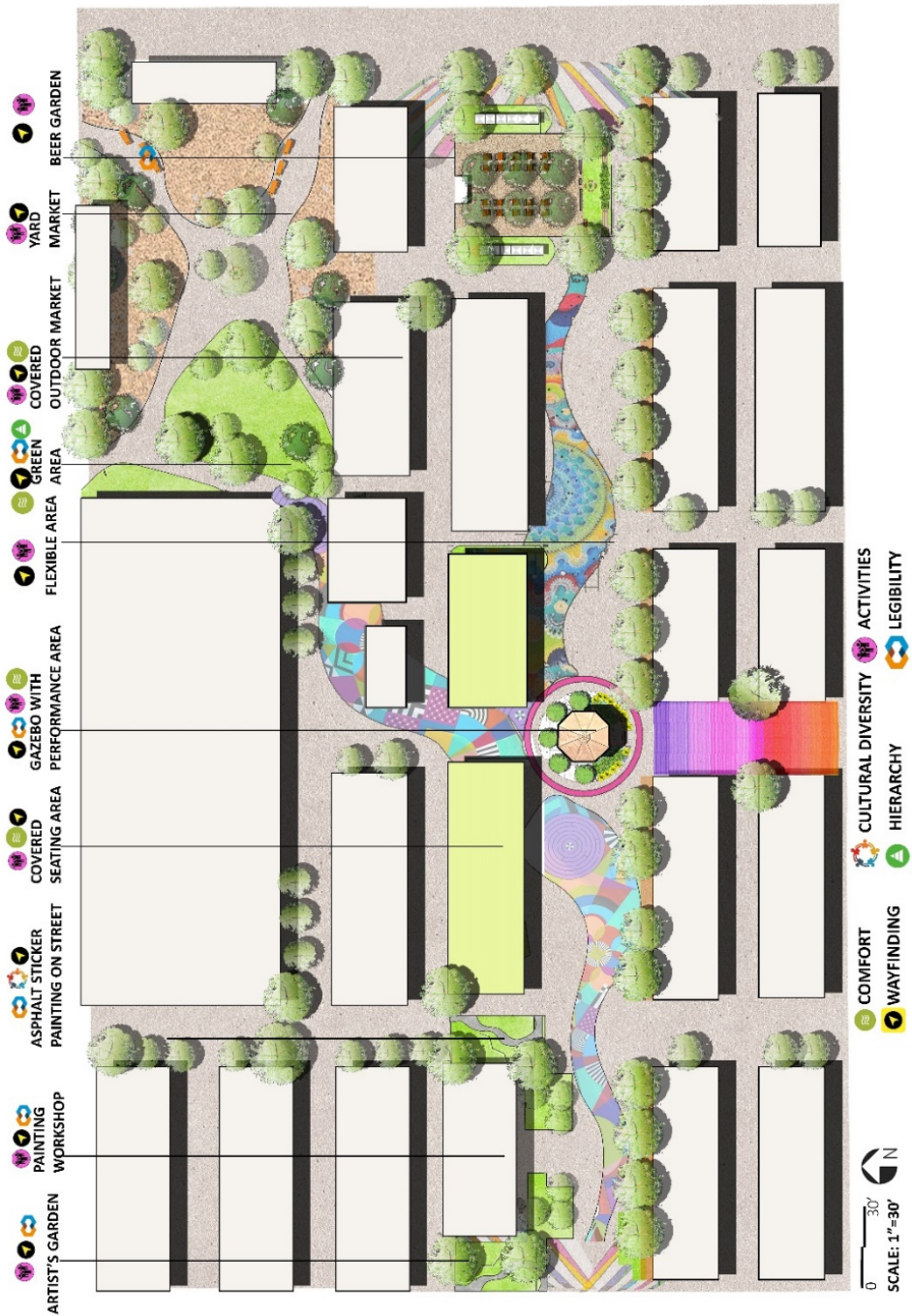


Figure 5.7: Proposed view of the central axis of Traders Village showing shade structure made of recycled plastic balls



Figure 5.8: Proposed view of the artist's garden with public art at Traders Village



Figure 5.9: Proposed night view with the existing watchtower



5.4 Design Testing

Location: Traders Village flea market, Grand Prairie

Date: April 20, 2021

Time: 3.00 pm - 4.15 pm

Participant: Chris Kenney, Manager of Traders Village, Grand Prairie, TX

1. The manager appreciated the idea of using plastic ball shading structures after he saw one in Mexico. Traders Village is planning to focus on cultural theme-based activities and design, highlighting the LatinX culture, as 90 percent of its visitors are Hispanic.
2. The manager suggested reducing the size of the mini park and repurposing it as a seating area, as there are plans to build a roller coaster in that space.

3. He liked the idea of locating the food carts throughout the market rather than only on one street.
4. The Development Committee of Traders Village visited Mexico's flea markets to understand the cultural design elements and was enthusiastic about the idea of murals. A Dallas artist is currently working on painting a mural for the flea market.
5. The manager suggested installing more led lighting, as Hispanic people traditionally like colorful lighting.
6. He liked the idea of the large freeform painting in the flexible area (see figure 5.6) but expressed concern about its durability, as the area has vehicular accessibility.
7. The manager suggested designing a rectangular gazebo similar to the one at the San Antonio Traders Village rather than the proposed circular one.
8. The manager does not want to block the road and prefers to have a smaller gazebo.
9. The gazebo could be moved to a corner of the flexible area, next to the large open pavilion and parking lot (Mercado plaza).
10. He liked the ideas of public painting opportunities in the artists' garden and the night view with the lighted security watchtower.
11. He suggested using less lighting, as it is costly.
12. They have a plan to open the amusement area at night, but the market will be closed.

Future goals of Traders Village flea market, Grand Prairie, TX include

1. focusing on cultural themes and activities
2. developing the area with more authentic music, food, and traditional-looking artwork from Mexico City

The manager provided suggestions for future research to add other cultural activities and design

elements such as lighting features, murals, shade structure etc.

5.5 Conclusion

This chapter discussed design criteria and solutions and shows how the design solutions can be implemented at Traders Village to make it a more successful third place. It also presented design phases in the design process such as the bubble diagram, concept diagram, and the final schematic plan.

6. Conclusion

6.1 Introduction

Based on the literature review, case studies, and behavioral observations, the proposed landscape architecture design changes the current configuration of Traders Village and renders it a more successful and vital third place by:

1. adopting a more successful wayfinding system,
2. enhancing the hierarchy of spaces and permeability, and
3. creating places for social gatherings by using cultural design elements.

The proposal demonstrates how the design elements can help Traders Village devise a user-friendly wayfinding system, and enhance the hierarchy of spaces, permeability, and navigation of the area. The proposed landmarks, specific programs and activities, pavement patterns, and the green pedestrian corridor will transform the area into a more successful vital third place that helps visitors get where they want to go quickly. Creating areas that offer different experiences, flexible spaces, and other LatinX cultural design elements and cultural activity areas and proposed landscape improvements will also contribute to the area being a more popular and prosperous third place.

6.2 Significance for Landscape Architecture

Market places, especially flea markets, are currently very popular. People enjoy visiting them to shop, eat, go on rides, and hang out with their friends. Their potential for becoming third places is greatly increased when diverse cultures are showcased, and economic activity, community bonding, and even environmental sustainability benefit.

Landscape architects and designers can transform flea markets into more vibrant third places while helping both the local community and the economy. A landscape architect should

be aware that transforming a flea market into a successful third place has many challenges. Flea markets tend to be disorganized and lacking in cultural expression, good wayfinding systems, and permeability. They are confusing to both customers and vendors. Landscape architects are in a strong position, by using their creativity and understanding of various spatial patterns of design, to make a significant difference in the lives of those who depend upon flea markets for their shopping, and social interactions, community bonding and financial wellbeing.

This research focused on the criteria and use of LatinX design elements that can transform a commercial flea market into a more diverse and vital third place. Based on the literature, case study analyses, site inventory and analysis, and behavioral observations, the researcher developed the final design proposal with the following programmatic elements:

1. a long shade structure with recycled plastic balls over the central walkway,
2. a mini-park adjacent to the existing amusement park area,
3. distribution of food carts throughout the site, rather than aggregating them in one area,
4. a rotating cultural exhibition area with seating facilities and a storytelling area for children,
5. improved seating areas with enhanced plantings,
6. a fountain court with a seating area at the site of an existing mural,
7. a flexible area for portable shops, food carts, and various cultural performances,
8. colorful paving decals in the flexible area,
9. a kiosk (gazebo) with flowering shrubs and ample seating,
10. a beer garden with seating opportunities, stalls, and a lighted mini stage,
11. a Mercado plaza with a garden, green space, food carts, and seating,

12. an artists' garden with public art, an outdoor exhibition space, and an art workshop area,
13. a covered outdoor seating area next to the flexible area and gazebo,
14. a large wall for community painting that is open to children, other members of the community, and local artists, and
15. additional plantings adjacent to trees to provide shade and spatial hierarchy.

6.3 Future Research

This thesis research revealed opportunities for future research endeavors. Studying a variety of cultures, such as African American, Native American, Asian, White non-Hispanic cultural groups, and LatinX and applying their cultural elements and related programs for activities can make flea markets more desirable and profitable. Moreover, the on-site documentation at Olvera Street and other successful flea markets can provide an in-depth understanding of the criteria of successful third places. Other important research topics for the future include:

1. the economic impact of the design interventions and proposed installations at Traders Village,
2. the benefit of having fixed installations rather than open, flexible spaces,
3. How the proposed installations can be easily changed to celebrate other cultures,
4. A design that fosters participation by the community, students, and children,
5. How this design proposal impacts the local community, including the economic, environmental, and business strategies of the management of Traders Village,
6. What kind of feedback has been received from community groups, shoppers, and visitors, and what their suggestions are for further development of the design proposal.

7. Ways that flea markets can highlight regional expressive qualities through its uses and functions,
8. How to encourage communities to participate in the design process,
9. How to activate void spaces within the fixed fabric,
10. The benefits of creating an open area where various activities rather than a specific function might take place, and
11. How the same methodology and findings can be applied to other public places to transform them into more successful third places.

6.4 Conclusion

The literature review, case studies, site inventory and analysis, and behavioral observation helped the researcher formulate an appropriate design proposal for the Traders Village flea market. The literature review provided a clear understanding of the criteria of successful outdoor markets as well as third places. The case studies helped the researcher uncover LatinX cultural design determinants that have the potential to transform a typical marketplace into a more successful third place. The outdoor marketplaces of the case studies were found to meet all of the criteria of successful third places through the use of cultural design elements. A design matrix with proposed programmatic elements was created, based on the findings from the literature, case studies and behavioral observations at Traders Village. The site inventory and analysis results led to the development of a design matrix that explains the existing wayfinding, permeability, hierarchy and activities. A comparison of the two design matrixes helped to finalize the programmatic elements for the design so that the design proposal can, with time, transform the Traders Village flea market into a more successful third place that will benefit the local community and economy as well as foster the bonding and understanding between a variety of cultural and religious groups.

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