

transit-oriented-*micro*-development:
small marketplaces for Maryvale, Phoenix, Arizona

by
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author's declaration

I hereby declare that I am the sole author of this thesis. This is a true copy of the thesis, including any required final revisions, as accepted by my examiners.

I understand that my thesis may be made electronically available to the public.

abstract

Phoenix, Arizona is consistently ranked as one of America's fastest growing cities. This growth is attributed to pervasive suburban expansion. Since the Second World War, Phoenix's population has increased by fourteen times to become one of America's largest cities. Despite this expansion, mass rapid transit was non-existent in post-war Phoenix until 2008. In the 1980s and 1990s, several proposals for mass rapid transit strategies were abandoned as tax increases required for funding were rejected by Phoenix residents. Finally, in 2000 the Transit2000 proposal that promised light rail transit and improved bus service was approved by residents. The scheme initiated the construction and planning of Phoenix's light rail system, the inaugural central line opened in December 2008 with several future expansion lines planned. The scheme also implemented a transit-oriented-development strategy for the Central City in order to densify and revitalize its urban core. Since the plan was approved, an estimated \$8.2 billion has been invested in developments along the main light rail corridor.

Unfortunately, as the developments attract new residents and visitors to the city centre, property costs increase threatening the displacement of the city's lower income population, a demographic most dependant and therefore most able to benefit from improvements to the transit system. With developments and improvements concentrated along the thin central line, the vast majority of Phoenix residents are unable to benefit from these changes including many of its inner city communities that are home to its most marginalized

and underserved residents who are most dependant on public transportation.

Beyond the limitations of the public transport system, recent immigration legislation in Arizona has also greatly affected the everyday circumstances of some of Phoenix's most underserved communities. While the policies enforce increased surveillance of undocumented migrants, they are criticized for their potential to simultaneously racially profile those of Latin American ethnicity. This has created an atmosphere of fear for both migrants and Latin Americans to the extent that many evade public space and thus only exist in the shadows, hidden and invisible from normal, typical, everyday life.

This thesis examines the potential of transit and its associated development in benefitting its most underserved and undervalued patrons – minorities of income, ethnicity, and status. From examining embedded issues including designing in the suburbs, micro retail environments, ethnic enclaves, visibility and anonymity, the thesis proposes the transit-oriented-micro-development, small marketplaces that can benefit the marginalized in Maryvale, Phoenix, Arizona.

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dedication

for my family

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fig-1
Aerial view of
Phoenix, Arizona.

introduction

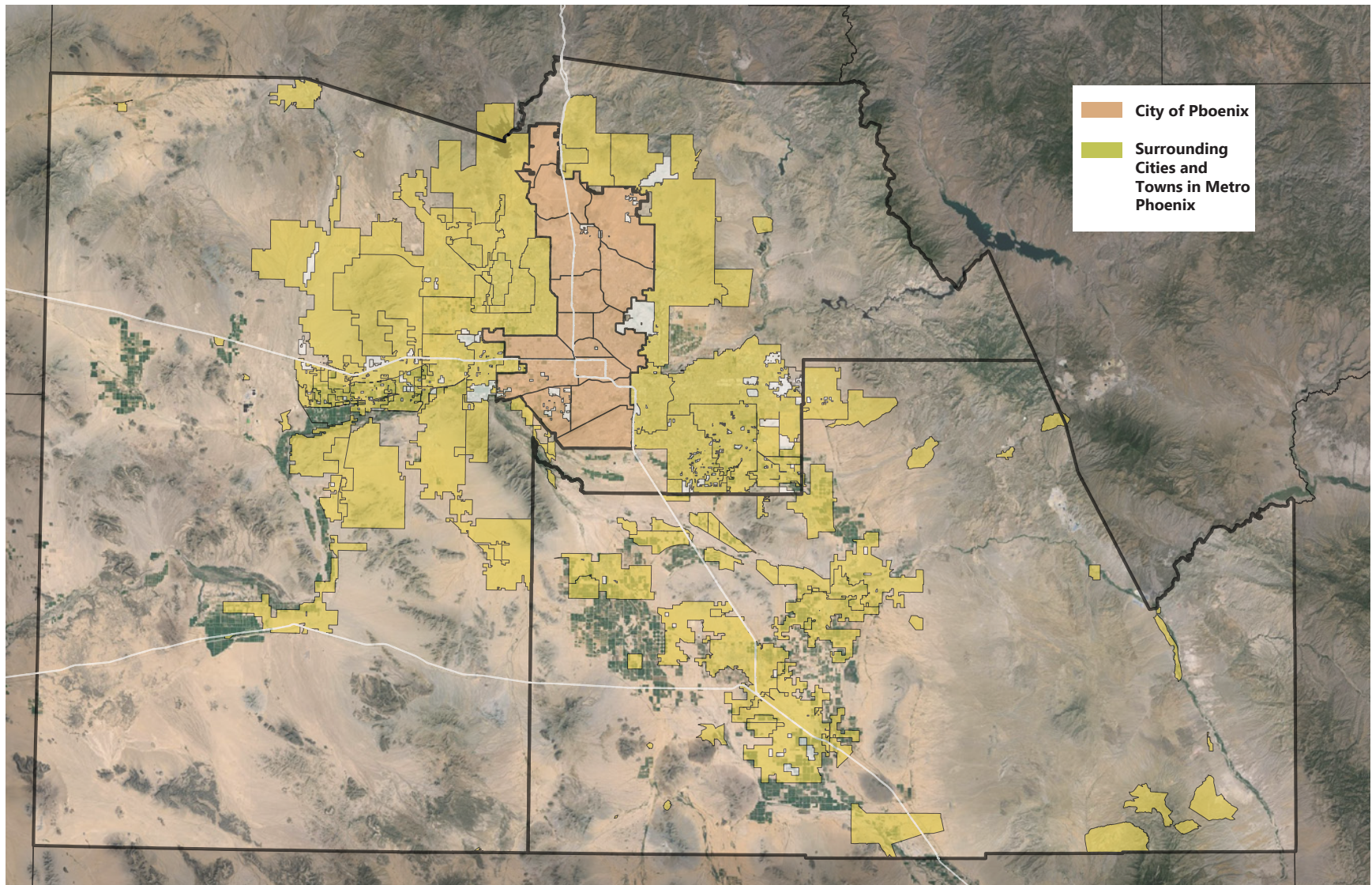


fig-2 Map of the Metropolitan Phoenix Region or Valley of the Sun.

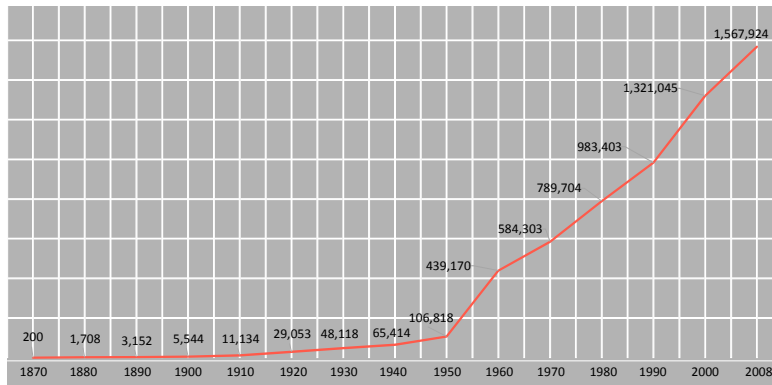


fig-3 Population growth of the City of Phoenix from 1870 to 2008. Note the rapid rate of growth post 1950.

“Phoenix will be like Jericho or Ur of the Chaldees, with the shriveled relics of golf courses and the dusty hulls of swimming pools added on.”¹ Rebecca Solnit’s dystopic scene of Phoenix ending in disaster may seem extreme, but her criticism of Phoenix, Arizona is shared among other critics with scholar Andrew Ross deeming it “the world’s least sustainable city.”² Such a severe title is suitable for a city of extremes.

In 1940, Phoenix had a population of 65,414 and was only the 198th largest city in America.³ Today, the City of Phoenix has a population of more than 1.5 million, an increase of twenty-three times in seventy years, and is the sixth largest city in America.⁴ This expansion is not limited to the city limits, but has also affected the Metropolitan Region or Valley of the Sun. Its radical change is illustrated by William deBuys who writes,

“Consider what it was like to stand among the arid expanses of central Arizona in 1950, when saguaro cactuses far outnumbered people and Phoenix and Tucson had a combined population of 150,000. All the neighboring towns were mere specks on the map, places where you could get water for the radiator of your overheated automobile, and not much else. Imagine saying to the person beside you that sixty years into the future no fewer than 5 million people would inhabit that same slice of desert.”⁵

Phoenix’s rapid population boom in the post-war period can be attributed to the mass adoption of the automobile, implementation of air conditioning, and the new aerospace and electronics industries that were adapted from military demands during the war. Growth of the city and its surrounding region in the post-war period favoured, like many other North American

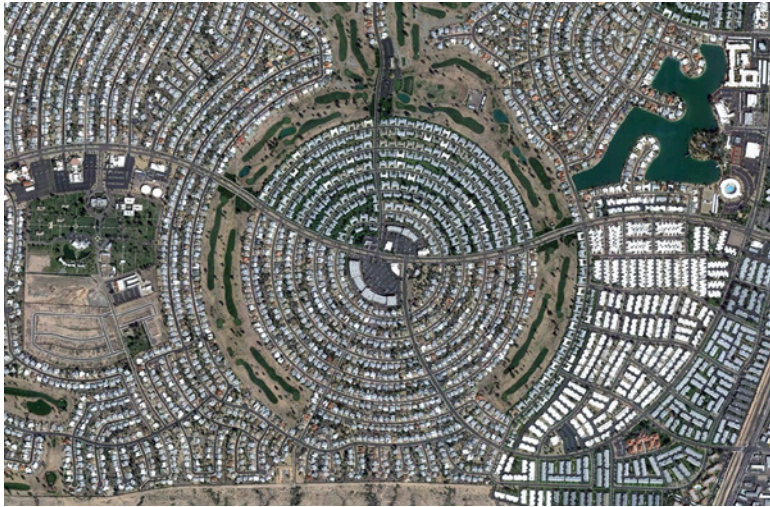


fig-4 Satellite image of suburban forms found in the Phoenix Metro Region. These are typical to sprawled communities like Sun City & Surprise, AZ.



fig-5 Typical intersection in Phoenix, Arizona.

cities, suburban development. It grew to become a “horizontal hymn to unsustainable development whose six-lane arterial roads and canal networks spread out to connect single-family tract housing all across the Phoenix basin.”⁶

Suburban developments are mono-modal planning strategies that only cater to ease of traveling by automobile with multilane arterial roads, freeways, office parks, and shopping malls set within mass expanses of parking lots. While Phoenix’s public transportation system was historically multi-modal, incorporating both surface bus routes and streetcar lines, for the majority of its modern existence public transportation has been limited to infrequent surface bus routes. Although the majority of Phoenicians travel by automobile, for those who can’t whether due to cost, access to a vehicle, physical ability or legal ability to obtain a driver’s license, traveling by any other method, cycling, walking or public transportation is challenging at best and exclusive at its worst. This minority of the population is therefore greatly hindered in their ability to access services, where they can work, while simple everyday tasks can become arduous as one is always at the mercy of the transit system and its efficiency. Public transportation patrons, while a collective minority in suburban cities, are more likely to be members of other minority groups whether through income, race, ethnicity or status.⁷ Inefficient or absent public transit infrastructure therefore not only inhibits those of lower income, but simultaneously inhibits a broader range of minorities. This thesis questions the potential of transit infrastructure in providing for its most common yet underserved patrons.

Sited in Phoenix, Arizona, not only due to its extreme sprawl and lack of mass transit, but as a city with a large minority population. While demographically varied with African Americans, Native Americans, and a growing Asian population, Latin Americans are by far Phoenix's largest minority group accounting for forty percent of its population.⁸ They are also the most contested. Within the last decade, Phoenix's Latin Americans have been increasingly scrutinized as resultant of new immigration legislation in Arizona aimed at eliminating undocumented migrants, but that simultaneously targets all Latin Americans regardless of legal status. This condition furthers the complexity of the issues discussed in this thesis and the resultant design as it raises questions of identity, visibility, and anonymity.

Phoenix finally shed its title as being the largest city in America without mass rapid transit in December 2008 when its Central Line of its planned light rail (LRT) network opened. The centrepiece to its Transit2000 strategy, the light rail network also includes several expansion projects including an eleven mile extension to the West Phoenix inner suburb of Maryvale planned to open in 2023.⁹ Further expansions to Phoenix's growing transit network were approved in August 2015 including several bus rapid transit (BRT) lines that will also pass through Maryvale. One of Phoenix's fifteen urban villages, Maryvale is the westernmost community within the city limits of Phoenix. It is also one of the city's poorest urban villages and its most Latin American in population.¹⁰ Frequent reports of drop house raids indicate that Maryvale is also a gateway for undocumented migrants. Its planned transit expansions and context were key considerations in selecting Maryvale as the community in which to test the potential of transit infrastructure.

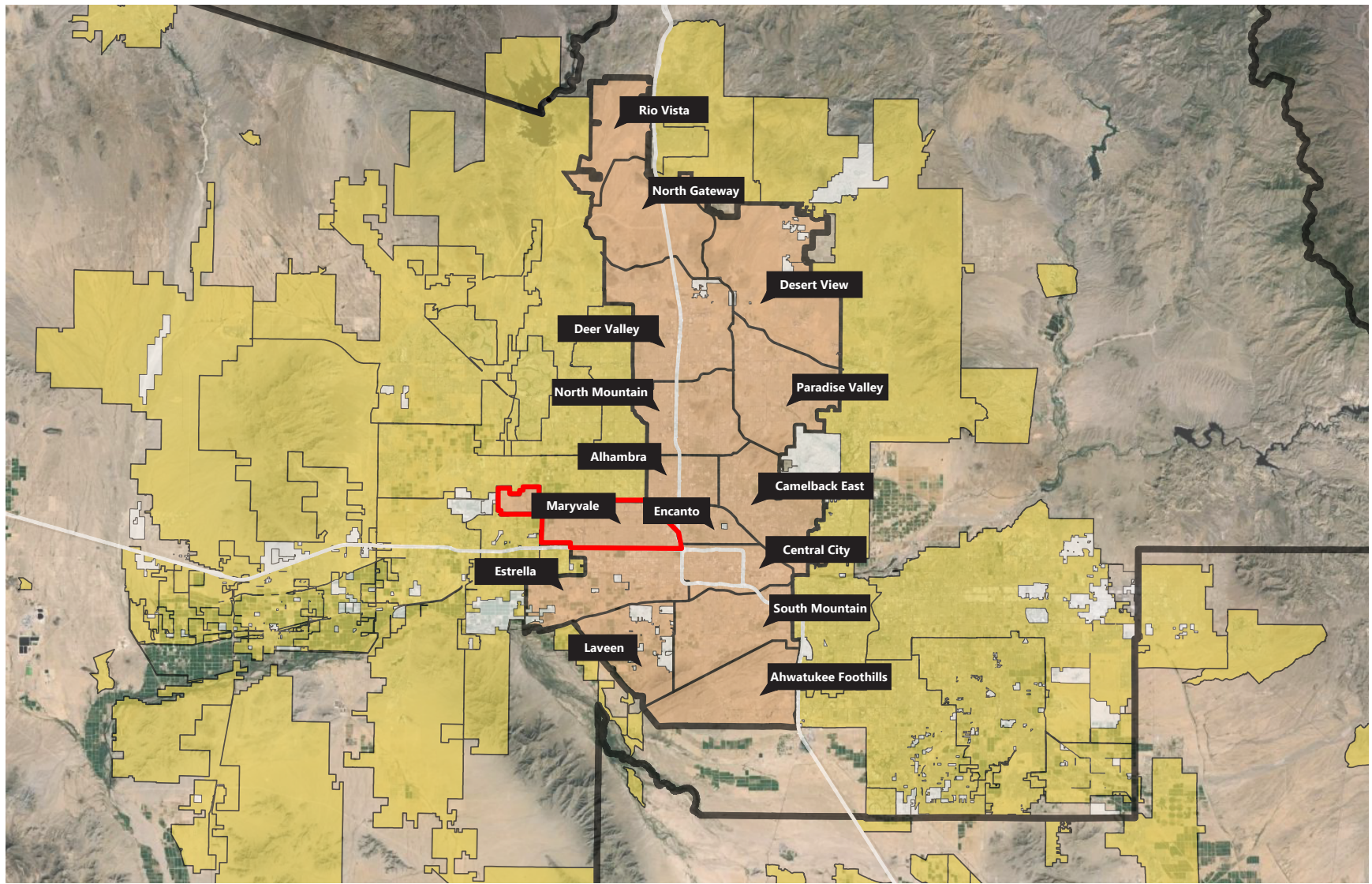


fig-6 Urban villages of Phoenix.

To mitigate the affects of sprawl, many cities in North America have developed transit-oriented-development plans in order to densify regions near transit stations to increase transit ridership and revive neglected urban cores. This thesis begins with an analysis of transit-oriented-development (TOD) in Phoenix, and it is through this analysis that key criticisms are identified which define the principles of the transit-oriented-micro-development (TOMD), the strategy and design that is this thesis.

This thesis works in four parts. The first three parts are theory sections, each one focuses on issues related to a specific minority or marginalized group. Part One: transit-oriented-micro-development (TOMD), while defining the TOMD, is focused on issues related to economics and aiding low income residents. Part Two: Latin American Retail Space examines the importance of Latin American ethnic enclaves and the role retail plays in providing cultural visibility. Part Three: Anonymous Space examines the affects of immigration policy in Phoenix including issues of identity, anonymity, and visibility. These three sections culminate in part four: transit-oriented-micro-development: micro marketplaces for Maryvale. Organized through scale starting with the urban and working to the detail, the section discusses the issues in the first three sections of the thesis through the design.

Endnotes

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- 5 William deBuys, *A Great Aridness: Climate Change and the Future of the American Southwest*. (New York, NY: Oxford University Press, 2011), 176-7.
- 6 Ross, *Bird on Fire*, 4.
- 7 Evelyn Blumenberg, "Moving In and Moving Around: Immigrants, Travel Behavior, and Implications for Transport Policy." *University of California Transportation Center*. UC Berkeley: University of California Transportation Center, 2009, 170.
- 8 "Phoenix (city), Arizona," United States Census Bureau, Accessed: 8 December 2015. <http://quickfacts.census.gov/qfd/states/04/0455000.html>
- 9 "Current Valley Metro Projects," Valley Metro, Accessed: 6 March 2016. http://www.valleymetro.org/projects_and_planning/current_projects
- 10 "Maryvale Village Planning Committee," City of Phoenix. Accessed: 8 December 2015. <https://www.phoenix.gov/pddsite/Pages/pzvpmaryvale.aspx>

fig-7
Man waits for a bus in
Maryvale.

part one:
transit-oriented-*micro*-development



1.0 public transit in suburban cities

“Every time you choose to drive you are, in a tiny way, opting out of, and thus diminishing, the public realm. And that, finally, is the problem with suburbs and freeways. In order to gain spurious freedom, which is in fact just increased mobility, millions of people turn their backs on civility--not just politeness, but also the process of civilization building, in which cities play such a crucial role. Sprawl may end in cul-de-sacs and foreclosures, but it begins every time you slam a car door on the world.”

Taras Grescoe, Straphanger, p.99

Commuting is an everyday activity that since the mass ownership of the automobile has changed from involving a shared experience on public transit to the independent experience of the driving. In North America, 86% of commuters travel via automobile. In urban centres, this changes to 78%, a fact only enforced by the mass multi-modal methods of public transportation available, the efficiency of these systems as well as the bountiful range of amenities found within large transit stations or those found within immediate walking range of local stops and stations.¹ In suburban cities, this transit friendly and enticing environment ceases to exist. There is usually bus service along arterial roads with higher frequency stops being marked by a standard steel bus shelter, a typology that differs slightly depending on the climate. Colder and wetter climates incorporate bus shelters with glass panels to shield patrons from wind and rain, while hotter and drier climates favour bus shelters with a single perforated back panel to eliminate the greenhouse effect as created with glass enclosures and promote air flow. Beyond the bus shelter, the immediate surroundings are supported by a standard sidewalk, some landscaping and typical street infrastructure like lamp posts, fire hydrants, and hydro poles. In some circumstances, such as in a standard suburban shopping plaza, there may be a single store or building at the intersection, but to reach the main commercial building requires the crossing of vast deserts of parked cars and empty parking spaces. Street life is absent here.

1.1 transit-oriented-development

In many post-war suburban cities like those in the American Sunbelt, the support and integration of mass rapid transit was largely absent until recently. Metropolitan regions like Dallas, Houston, and Phoenix implemented mass rapid transit systems like BRT (bus rapid transit) and LRT (light rail transit) between the late 90s and into the first decade of the 2000s. Prior to this, transit patrons relied on the infrequent service of surface bus routes. Implementation of mass rapid transit occurred not only to counter the environmental effects related to pervasive automobile use such as pollution and traffic, but also in response to the effects of urban sprawl with suburban developments reducing investment in urban cores thereby turning them into areas of neglect. Cities are investing in transit as a method of sprawl mitigation and urban renewal as it attracts development and economic stimulus to locations within walking distance of transit stops. This strategy, although implemented for several decades prior, was defined by Peter Calthorpe in 1993 as transit-oriented-development (TOD):

A transit-oriented-development is a mixed-use community within an average 2,000 foot walking distance of a transit stop and core commercial area. TODs mix residential, retail, office, open space, and public uses in a walkable environment, making it convenient for residents to travel by transit, bicycle, foot, or car.”²

While its name may suggest the singular promotion of mobility by transit, it is in fact not a mono-modal strategy. TOD seeks to support various modes of mobility

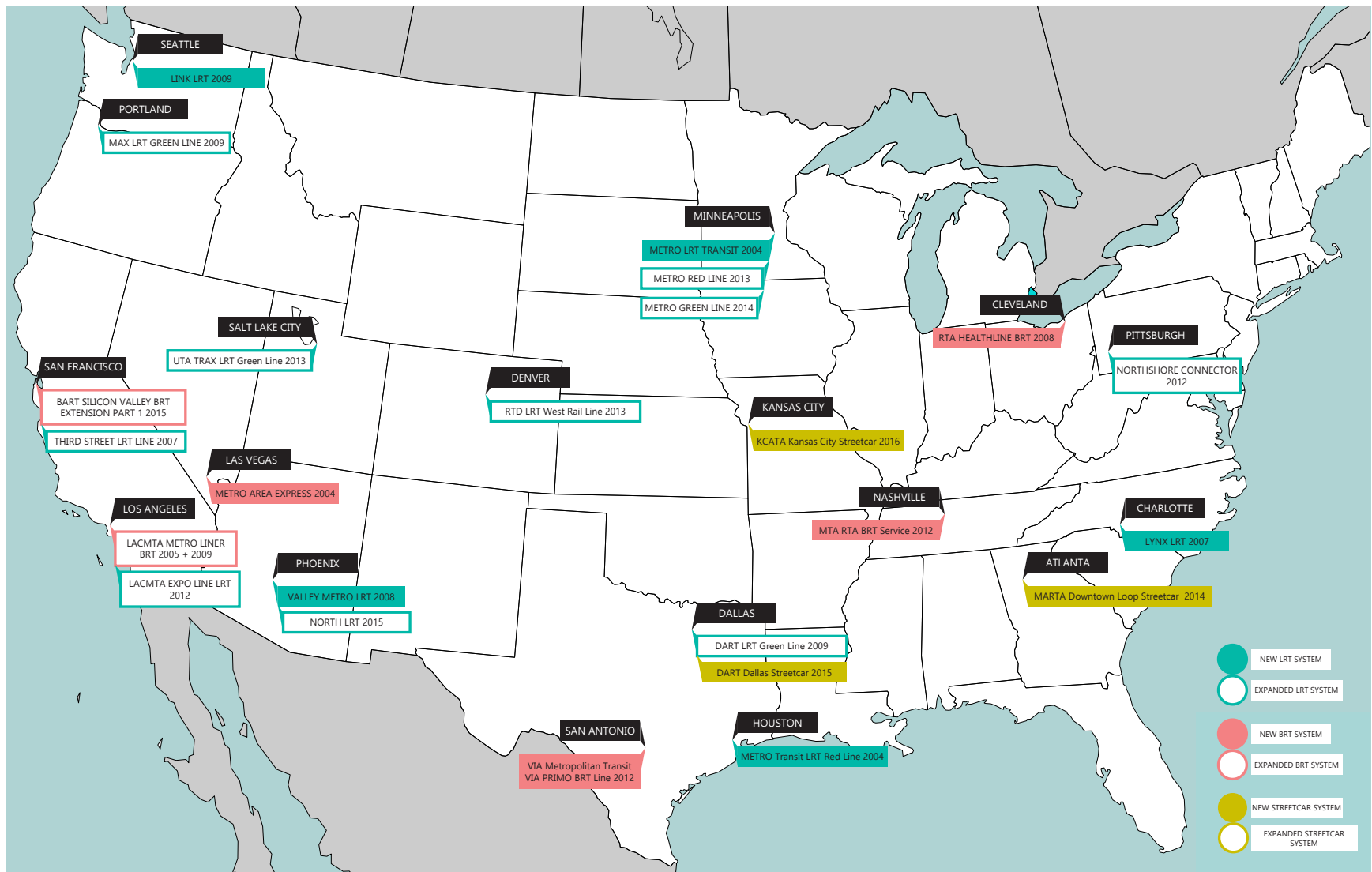


fig-8 Map of mass rapid transit projects in major American cities 2004-2016.

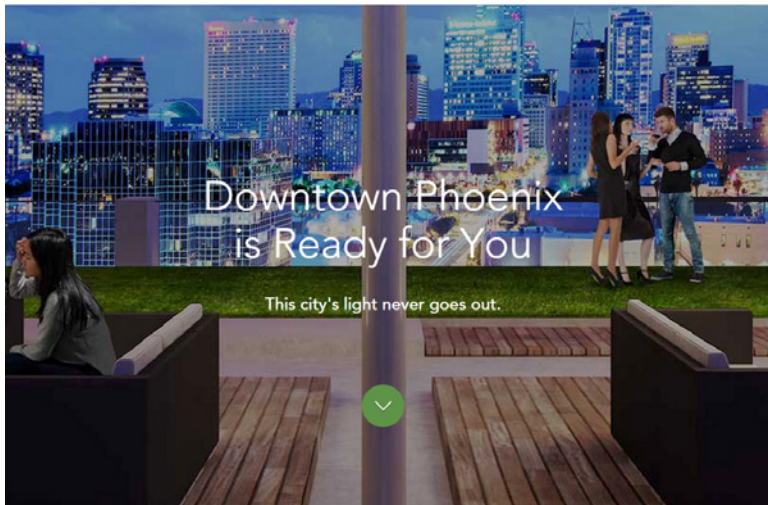


fig-9 Marketing images as featured on Portland on the Park's website.



fig-10 Marketing images of finishes as featured on Portland on the Park's website.

including public transit (subway, streetcar, light rail, and bus) as well as pedestrians, cyclists, and even motorists. The suburbs, meanwhile are a mono-modal planning strategy that greatly favour the automobile. TODs while established to achieve the population density to support transit ridership, their aim is also to achieve walkable, vibrant communities and streets. Lack of design for the pedestrian is a planning issue “that is a fundamental source of failure in our new developments,” but “to plan as if there were pedestrians may be a self-fulfilling act; it will give kids some autonomy, the elderly basic access, and others the choice to walk again. To plan as if there were pedestrians will turn suburbs into towns, projects into neighborhoods, and networks into communities.”³

Promotion of transit use, implementation of multi-modal mobile environments, and the establishment of healthy, socially engaging walkable communities are goals of TOD and The Smart Growth⁴ strategy particularly when trying to revive neglected urban cores or inner suburbs. Unfortunately, while the TOD strategy may achieve certain long term goals and attract external investment, it does incur many challenges. Like other urban renewal strategies TOD encourages gentrification thereby threatening the displacement of lower income pre-regenerative residents and business owners. These developments like those occurring in Central Phoenix as a result of Metrorail are largely comprised of multi-unit medium to high density residential buildings with ground floor retail space, an effort to provide the mix of densities and housing types as outlined by the TOD strategy. The residential units in these developments are typically of a one and two bedroom unit mix with square footages between 800 and 2000 square feet. These new developments within the defined TOD zone are large contributors to the \$8.2 billion that has been invested along the Metrorail LRT line.⁵ Rental rate increases are also attributed to these new developments with two bedroom apartments in the City of Phoenix now averaging \$1,517 per month, a

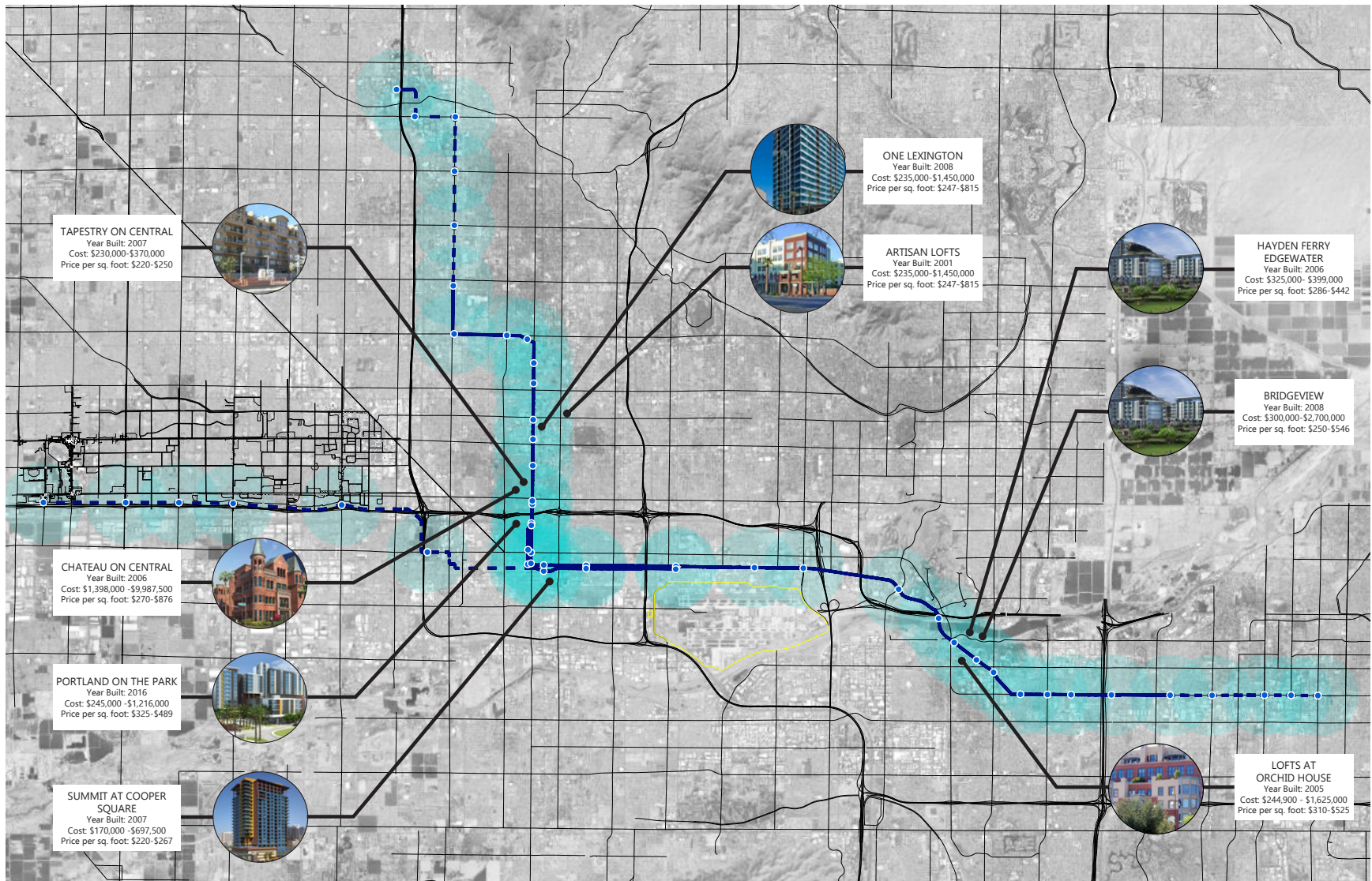


fig-11 Transit-oriented-development along Phoenix's Central LRT line.

transit oriented development in central phoenix



Tapestry on Central

Mixed Use



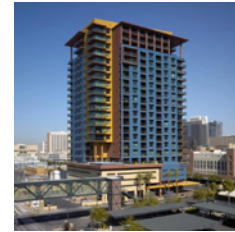
Chateau on Central

Residential



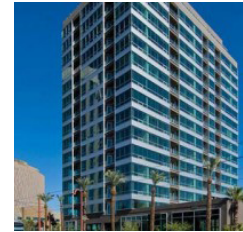
Portland on the Park

Mixed Use



Summit at
Cooper Square

Mixed Use



One Lexington

Mixed Use



Roosevelt Square

Mixed Use



Roosevelt Point

Mixed Use



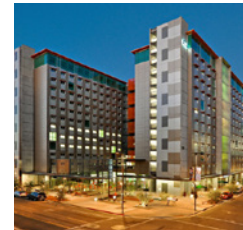
Skyline Lofts
Apartments

Residential



Union @ Roosevelt

Mixed Use



Taylor Place

Student Residential

fig-12 Developments in the TOD region of Central Phoenix.



UL2
Urban Living on 2nd

Residential



Phoenix Biomedical
Campus

Institutional



Luhrs Expansion

Mixed Use



Central Station

Mixed Use



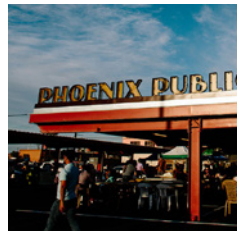
ASU College of Law

Institutional



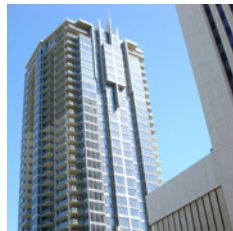
ASU Walter Cronkite
School of
Journalism

Institutional



Phoenix Public
Market

Market



44 Monroe

Mixed Use



ArtHaus

Residential



Artisan Lofts on
Central

Mixed Use



fig-13 Marketing images of ground floor restaurant in the Luhrs tower.

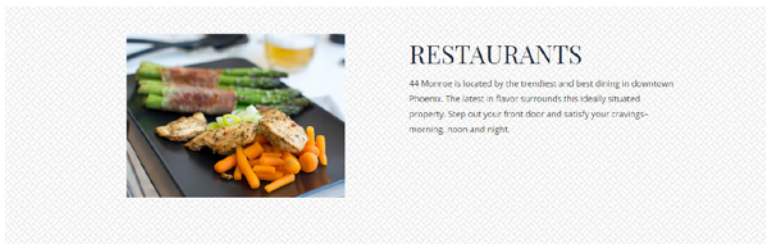


fig-14 Marketing images of lifestyle supported from living in 44 Monroe.

34% increase over 2010.⁶ Roosevelt Row, a district of Central Phoenix, a dominant zone for transit-oriented-development, now boasts the highest average rents in Greater Phoenix, eclipsing the wealthy East Valley suburb of North Scottsdale.⁷ This is much greater than the average rent of Central Phoenix as a whole, and well beyond affordable for the median income level. Similarly, while most of these TODs offer ground floor retail space for lease, they too have higher than average retail lease rates. The average retail lease rate in Phoenix is \$13.93 per square foot per year.⁸ Recent listings advertise space in new and desired developments at rates of \$20/SF/YR for a 1,720 SF space in Roosevelt Square, while a 450 SF artist loft in the Duplex is listed at a rate of \$17.65/SF/YR. These listings are 44% and 27% more than the average rate.⁹ Due to the new construction of the developments, available retail space is often unfinished with only a building shell and major demising walls thereby leaving the cost and responsibility for tenant improvement to the eventual leaseholder. Unit renovation is therefore not a luxury, but a mandatory cost if business owners are to operate in these prime locations. This is a costly investment for any business let alone an independent start-up or mom and pop retailer. Tenant improvements also deter potential businesses away due to the timelines and involvement of professionals like architects and contractors in the fit-up of these spaces.

Given the type of developments that are typical of TODs, luxury apartments and condominiums, it is apparent that they are marketed towards specific demographic groups often ignoring a large selection of the population. New millennials and baby boomers are key targets who seek the urban lifestyles of convenience with the array of amenities and the minimal maintenance that condominium or apartment living offers. Brochure packages and websites largely boast of the high quality finishes and amenities like party and fitness rooms that these developments offer, increasing costs and appealing to middle to high income young professionals and retirees. The space

and unit types available also ignore families and larger households as anything three bedroom and over is often limited or unavailable. Marketability also influences the retail environment. Like the finishes and amenities promoted in the brochures, they too sell the lifestyle that these developments promise to offer with proximity to bars, restaurants, and shops. The images support a demand for a boutique environment of curated commerce of cafes with five dollar lattes, juice bars with seven dollar organic smoothies, salons with fifty dollar haircuts, and gastropubs with twelve dollar hamburgers and seven dollar pints. They do not support the image of a traditional main street with everyday independent retail of fruit and vegetable grocers, dry cleaners, barber shops, convenience stores, bicycle repair shops or dive bars. While the strategy of transit-oriented-development is grounded in the belief “that our neighborhoods must be diverse in use and population”, the individual developments prove otherwise as they are marketed towards small sub-groups of the population threatening the ability to create such desired diverse environments.

Beyond the issues related to affordability and demographics, transit-oriented-developments are what Rem Koolhaas would deem large or extra-large, projects concerned with the urban scale¹⁰ such as their relationship to the defined transit-oriented-development region. These projects range from three to four storey medium density buildings to twenty storey or more high density tower complexes, while a range of scales, these developments all fall into the large and extra-large categories thereby requiring long periods of time to bring to fruition. In contrast, small projects such as a single storey restaurant or home and very small projects like a shed or bus shelter are much faster to construct and thus can impart change on their surroundings more quickly. Even upon the completion of a singular large scale development or a concentrated group, their influence in establishing the walkable community that TOD mandates is only possible in a small area, a fraction of the



fig-15 Existing image of Central Phoenix pre Reinvent PHX redevelopment strategy.

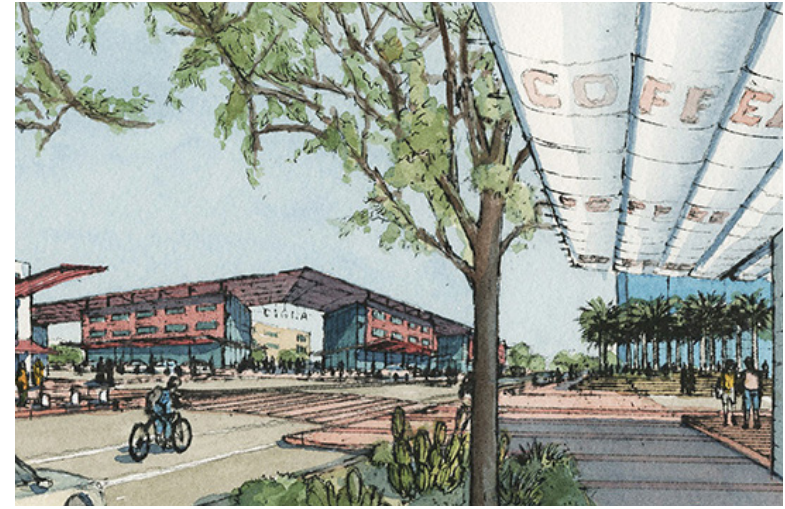


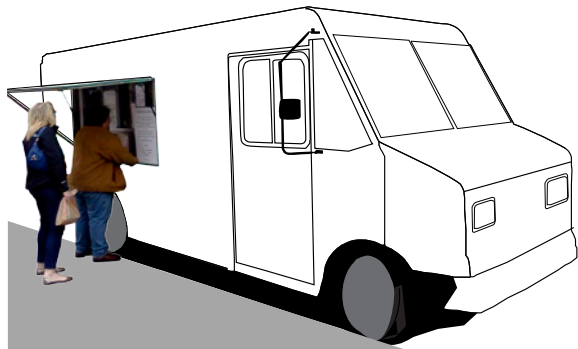
fig-17 “Pulling Off an Urban Miracle” rendering of Reinvent PHX development in Central Phoenix.



fig-16 Proposed image of Reinvent PHX development strategy in Central Phoenix.

entire transit-oriented-development region let alone the entire central city. Because of this concentrated nature, transit-oriented-developments often only prioritize a single or a couple of transit stops even after the year or years allotted to their planning and construction. While their influence may be more quickly apparent in already developed regions, transit-oriented-developments implemented as infill projects in urban cores dominated by vacant land and parking lots like those in autocentric cities including Phoenix are much slower in transforming their environment as there is little surrounding development available for support. Therefore, the scale and concentration of transit-oriented-developments do not provide a timely method of transformation especially in less established regions and are not quickly deployable to prioritize the entire transit line or network, instead affecting only a select number of transit stops at a time.

Peter Calthorpe's strategy of transit-oriented-development establishes a method for urban renewal and urbanization vital to the mitigation of the pervasive issue of sprawl with an emphasis on multi-modal mobility. Upon implementation, the strategy faces many challenges including its nature as a long term strategy delaying the potential of both the environment and transit ridership numbers. Further, as urban living is a desirable and trendy lifestyle, demand and living costs increase while developers also largely favour to market towards very specific demographic groups not supporting a diverse range of residents, business owners or household types. This thesis leverages the outlining mandate of transit-oriented-development to encourage both diverse mobility infrastructure modes and diverse urban neighbourhoods, while exploring the potential of how to address issues of affordability, time, concentration, and inclusion as focused on small scale retail environments.



MOBILITY - retail unit is flexible to move between locations in the short term



COST - affordability of operating/ owning an individual unit



PERMIT - municipal permits are required for either the zoning of the development or to legally license each vendor



OVERFLOW POTENTIAL -retail unit is known to spill out beyond its designated zone



SECURITY - retail unit can be closed + locked

1.2 micro development

“Micro-enterprise projects are drivers of community economic development, as they promote entrepreneurship and focus on bringing small homebased businesses into the formal economy and community spaces.”
Business in a Box

Micro developments and interventions are often tactical and citizen initiated placemaking projects implemented to activate or produce urban change without the consent of the city. Due to their small scale and often flexible configuration micro architectures are successful in their efficiency to transform otherwise bleak, neglected and homogenous environments. This success has led to some of these intervention and project types are being adopted as city regulated initiatives. Although the regulations are a formal recognition of the positives of these projects, the number of regulations and the fines that can be issued are deterrents to the potential of their widespread impact. While projects like parklets are contemporary examples that are renewing interest in tactical or informal urbanism, many micro, tactical types are not new, but are having a certain culture renaissance. This revival is both a result of public interest as well as the need of people to be self-sufficient as evident through the increase in street vending post the economic recession.¹¹ More traditionally used to provide services and opportunities to underserved populations, micro developments still enable this service, but in more contemporary forms. Able to create public environments for the greater community as a placemaking tool that encourages cultural expression and difference, the micro development also provides for the underserved through the provision of affordable retail space and services. This section analyzes four forms of micro units and developments through issues of culture, affordability and service, and permitting.

fig-18 (Opposite page) Select micro development types.



1.2.1 mobile micro retail units

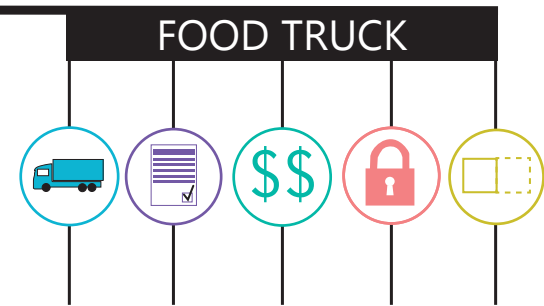
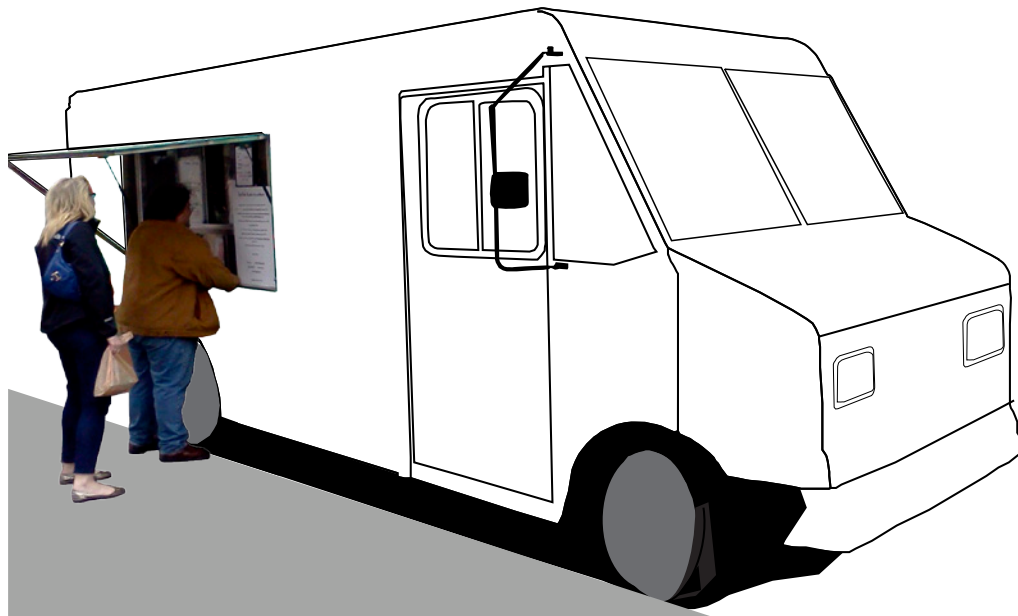


fig-19 (Opposite Page) Liberty's Biscuits Food Truck in Phoenix, AZ.

fig-20 (This Page) Food Truck infographic.





fig-21 *The Farmers Truck* sells fresh fruit and vegetables in Moncton, New Brunswick.

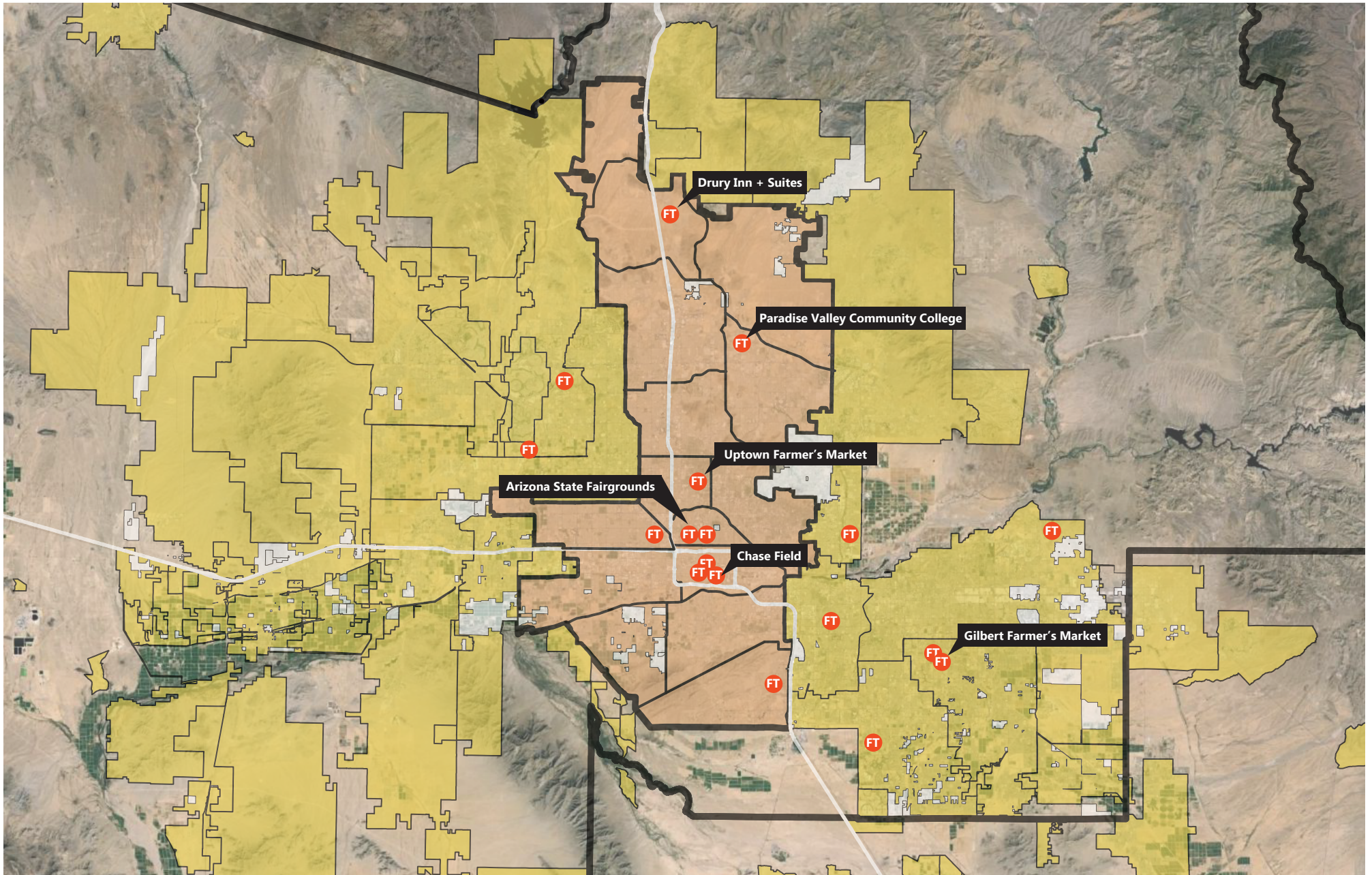


fig-22 Fresh Express mobile food market, a partnership between Valley Metro transit and the Discovery Triangle Development Corporation to bring fresh food to food deserts in Phoenix, AZ.

Embedded within American culture, food trucks have evolved past their humble beginnings as chuck wagons, horse-drawn diners, and purveyors of ice cream to becoming established, respected food enterprises in foodie culture.¹² Like other micro types, the food truck is a champion of entrepreneurship providing opportunities for independent business to a wider population. For those seeking a culinary career, the food truck can be an attractive business model as apart from the initial investment of the truck, expenses are minimal compared to the rent and overhead of a brick and mortar restaurant. Additionally, upon selection of a restaurant location and lease agreement, the restaurant owner is bound to their location regardless if business succeeds. The food truck's mobility allows it to be transferred to multiple sites enabling the business owner to test a range of site locations. Food trucks are stereotyped for being associated with unhealthy fast foods. This stereotype is changing. As the food truck is increasingly embraced by a wider culinary culture, the foods they serve are also increasingly diversified with trucks offering healthier options with fresh ingredients. Beyond its traditional existence as a purveyor of ready to eat food for consumption, food trucks have been adapted to provide fresh foods to urban communities as independent micro mobile farmer's markets¹³ or as mobile food banks.¹⁴ These contemporary adaptations have similar social goals to traditional mobile units like

the bookmobile as being a provider of equity. The bookmobile sought to provide literacy to underserved communities while mobile farmer's markets and mobile food banks promote equity of health by bringing fresh food to underserved communities and food deserts.¹⁵ Through their mobile nature, food trucks and similar mobile micro retail units enable the activation of a network of sites whether vacant lots, street intersections or public squares albeit for a defined and limited period of time. This quality not only expands the influence of the retail unit, but forges a heightened awareness and markets the business.

Phoenix has a growing food truck culture that has spawned its own self-regulating advocacy organization, The Phoenix Street Food Coalition, which represents 68 independently operated food trucks in Greater Phoenix. Key requirements of membership include independent ownership, serving of food that is scratch made or artisanal in nature, and that at least one third of all ingredients be produced in Arizona in addition to the standard licensing and permit requirements.¹⁶ While regulated by municipal and regional governments, the mobile food units do not require additional permits, such as those when operating on private property, when operating in community gardens and farmers markets.¹⁷



food trucks in phoenix

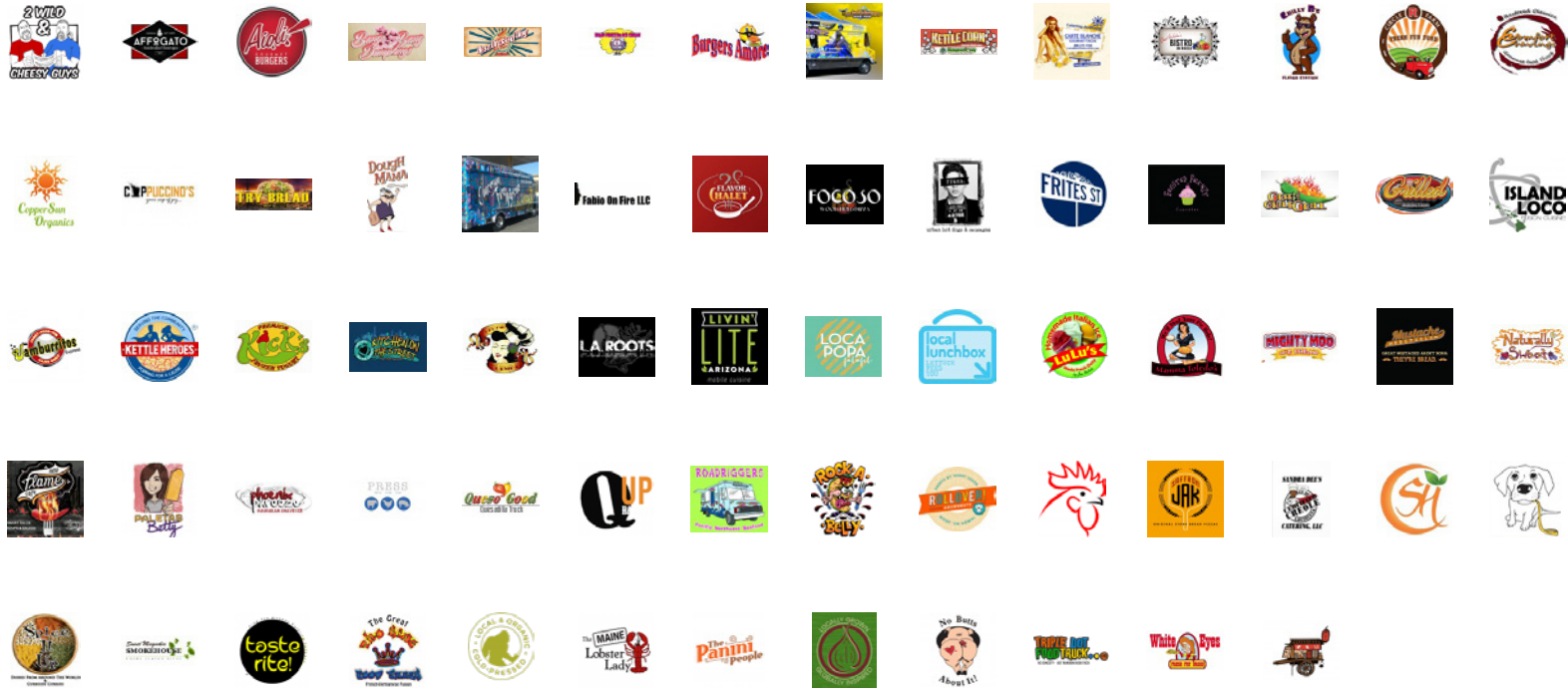


fig-23 (Opposite Page) Map of food truck locations in Greater Phoenix.

fig-24 (This Page) Food trucks that operate within Greater Phoenix as regulated by the Phoenix Street Food Coalition.



1.2.2 repurposed micro retail units



fig-25 (Opposite Page) Market 707 at Scadding Court Community Centre, Toronto, ON.

fig-26 (This Page) Shipping Container infographic.





fig-27 Small Box Shipping Container Market in Cleveland, OH.

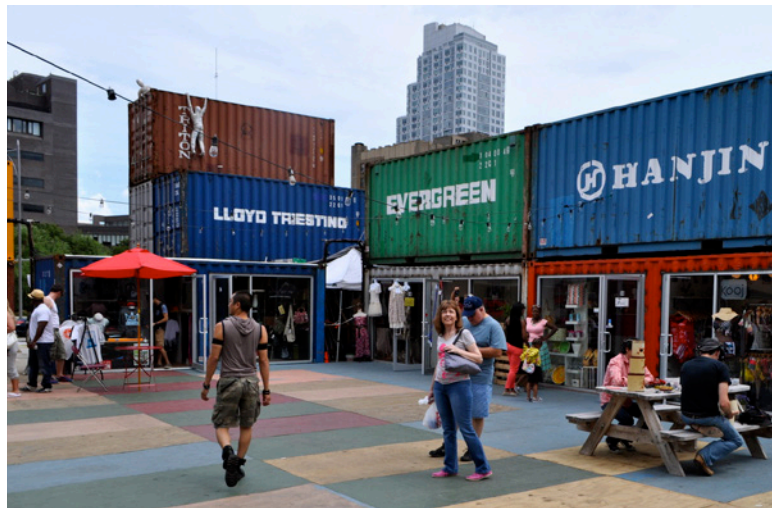


fig-28 The former DeKalb Shipping Container Market in Brooklyn, NY.

One particular approach to environmental sustainability is the use of recycled, reclaimed, and repurposed materials. Given their wide availability and modular form, the shipping container has become a contemporary building material and basic prefabricated unit that is now a popular unit type in micro retail developments. Shipping container markets have been added in many neglected urban cores as a fairly economical and efficient method of activating vacant land and stimulating business to a wider client base by providing affordable retail space in otherwise expensive often financially insurmountable locations for the average start-up business. Lower costs and less overhead enable entrepreneurs to start-up quickly. Beyond assisting the broader demographic of the start-up or small business, the shipping container model of micro retail also provides employment opportunities for immigrant and minority populations.

Toronto's Market 707 and associated Business in a Box Pop-Up incubator at Scadding Court Community Centre¹⁸ is a shipping container market at an underdeveloped intersection that provides retail lease space for 12 long term and 5 temporary Pop-Up vendors. The market's Dundas Street West neighbourhood has both a large immigrant population at 54.9% and a large visible minority population at 57.6%, while a quarter of the population do not speak either of the national languages. Market 707 thereby

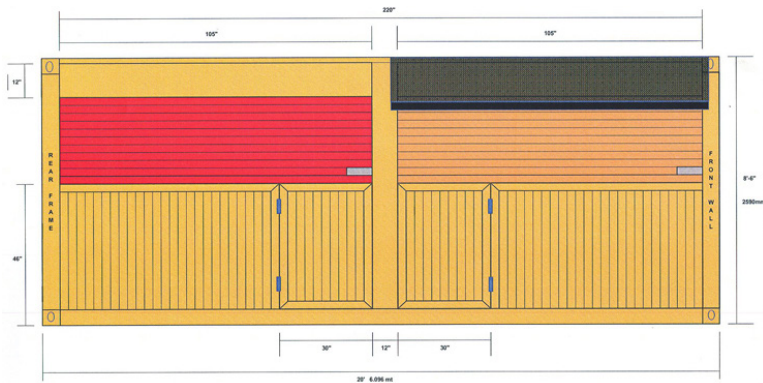


fig-29 Elevation of Market 707, Toronto, ON.

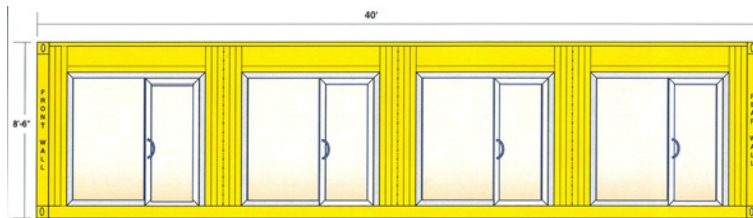


fig-30 Elevation of Market 707, Toronto, ON.

serves a community who may be more apprehensive in starting a small business due to cultural and language barriers. The project's premise as a business incubator provides vendors with support and services in business development through navigating the permit and licensing procedures, business advice, and marketing and outreach for special events. This business training provides vital skills and confidence for entrepreneurs upon potential future expansion to brick and mortar retail space. Units are offered at rates of between \$368 and \$819 per month or between \$11 and \$26 a day depending on unit size compared to the average \$49/SF/Net retail unit rates in Central Toronto. For food vendors, units do not come fully furnished. Items like portable sinks, fridges, and counters are at the expense of the vendor. The actual shipping containers at a cost of between \$17,000 and \$50,000 are initially financed by the community centre with the rents paying the initial cost off in three to five years. Additional projects like exterior seating were funded through a crowd sourcing initiative.¹⁹ This shipping container market model and others provide a quick and low invasive method of revitalizing underused space while providing opportunities for emerging entrepreneurs and immigrants.

Key

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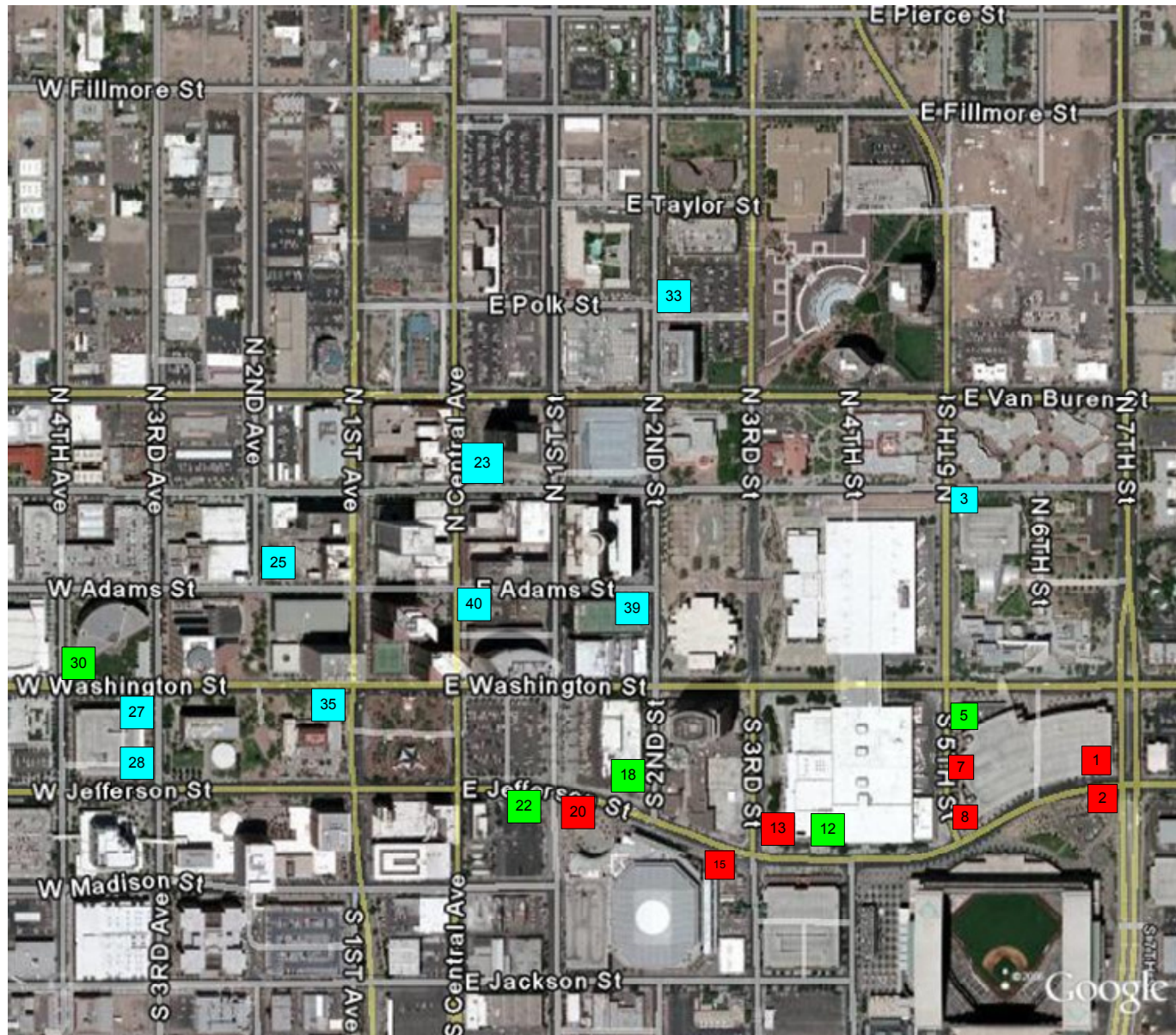
Primary

#

Secondary

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Daily



1.2.3 street vendors



fig-31 (Opposite Page) Street Vending locations in Phoenix.

fig-32 (This page) Food cart infographic.

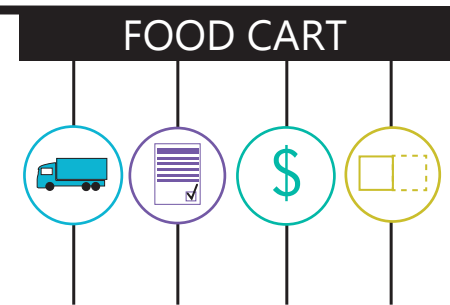




fig-33 Food cart vending in Central Phoenix, AZ.



fig-34 Street vending in Los Angeles.

Street vending is a traditional form of trade that has existed for centuries. It is an essential component to the informal economy and livelihood of residents of developing countries, and is becoming more prevalent in the developed world, attributed to larger immigrant populations, higher unemployment rates and struggling economies, as well as the cultural trend of micro markets, food trucks and pop-up retail stores. Despite this cultural movement and demand for street vending, it is still illegal in many North American cities, while extremely regulated with high fine rates in others. Los Angeles has a renowned street food and street vending culture that grew out of necessity in the late 1980s and early 90s when increased immigration and poor economic conditions forced many into becoming street vendors.²⁰ Despite it being illegal, street vending has only increased to consume many streets in East and South Los Angeles to the point that in November 2013, City Councillors in Los Angeles introduced a motion to permit and regulate the vending of street food.²¹

Phoenix like other major cities permits street vending, but only in a restricted



STREET VENDING

A license is required to sell food or other items on the public streets or sidewalks. Special requirements apply if you wish to sell items on private property.

License	Annual License Fee*	Background Check Fee for Additional Applicants**	Approval Required
Street Vending—Non-Food	\$150.00	\$22.00	Police
Street Vending—Food	\$150.00	\$22.00	Police

*Fees are not refundable. [PCC 31-30(A)]

**Application Fee includes one background check fee. Additional applicants are required to pay a separate fee. [PCC 31-30(B)]

For your convenience, we suggest that you make an appointment prior to visiting License Services. Call (602) 262-4638 between 8:00 a.m. and 5:00 p.m. Monday - Friday. The approval process may take up to 90 days.

Special Requirements

Food vendors must have a Maricopa County Food Handlers Permit. Equipment must be inspected and approved by the Maricopa County Health Department.

The sections of the Phoenix City Code that apply to street vending appear below.

ARTICLE II. STREET AND SIDEWALK VENDING

Sec. 31-22. Definitions.

Block: Shall mean that property abutting one side of a street and lying between the two nearest intersecting streets, or nearest intersecting street and railroad right-of-way, unsubdivided acreage, or waterway.

Child: Shall mean an individual who has not attained the age of fourteen years.

Downtown Vending District: That area of the City of Phoenix bounded on the north by the northern portion of Fillmore Street on the east by the eastern portion of Seventh Street, on the south by the southern portion of Jackson Street and on the west by the western portion of Seventh Avenue.

Food: Shall mean any article sold for human consumption, the sale of which is not prohibited by law.

Person: Shall mean a corporation, firm, partnership, association, organization or any other group acting as a unit, as well as an individual.

Residential area: Shall mean any street where over fifty percent of the front footage of either side of the block is devoted to single-family and multiple-family dwellings, dormitories, or mobile homes.

fig-35 City of Phoenix street vending license application form.

designated zone of the central city with a limited number of designated places that are assigned through a lottery every season. These restrictions cause street vending in Phoenix to be extremely competitive and limit the experience to a small area and demographic base of the city. While these restrictions may deter some potential entrepreneurs, for others like “Al, a young Latino mobile vendor of sweet and salty snacks in the older Phoenix neighborhood of Maryvale,” street vending merely becomes a game of strategic hiding in order to street vend in undesignated areas as he chooses “neighborhood streets and park paths in ways that minimize his unwanted attention while maximizing his access to customers.”²² Although less costly than a food truck or shipping container, the financial burden of street vending permits and licences can also deter potential entrepreneurs. Nabil Kamel also points out that “licences and permits for street vending in Phoenix are often equal to, if not higher than, fees for a massage licence, escort, or adult cabaret performer.”²³



1.2.4 micro development - the market

All of the previously discussed micro retail units when multiplied form a larger retail complex – micro development or more simply a market, a typology that has existed for millennial dating to the first written records of tallies of livestock, grain, and oil in the Fertile Crescent.²⁴ The Market has evolved through time and adapted to various cultures from the bazaars of the Middle East to the market towns of England and the *tianguis* of Mexico and beyond. Although they have differences, these and other market types share in the base definition that a market is a forum for the carrying out of exchanges, market transactions that are voluntary exchanges subject to the terms of the marketplace wherein each party freely agrees.²⁵ Through this very nature of being places of exchange, the market is also a place of social and communal exchange where the act of bartering is cultivated and neighbours share in the mundane everyday shop. Traditionally more essential to the livelihoods and cultures of cities, markets in the developed world today function as less of a necessity and more of a novelty. Farmer's and antique markets are popular venues to browse through on Saturday mornings and are made even more popular through recent cultural movements to buy local to support your local farmer and small business.

While more of a marketing and tourism draw in developed countries, the market, Mercado, *tianguis*, and bazaar are still very important to the economic vitality of the developing world. Largely informal and unregulated, these marketplaces form places of exchange for everything from fruit and vegetables to clothing and pirated music and movies. In *Stealth of Nations: The Global rise of the Informal Economy*, Robert Neuwirth states that if united the informal economies of the world would

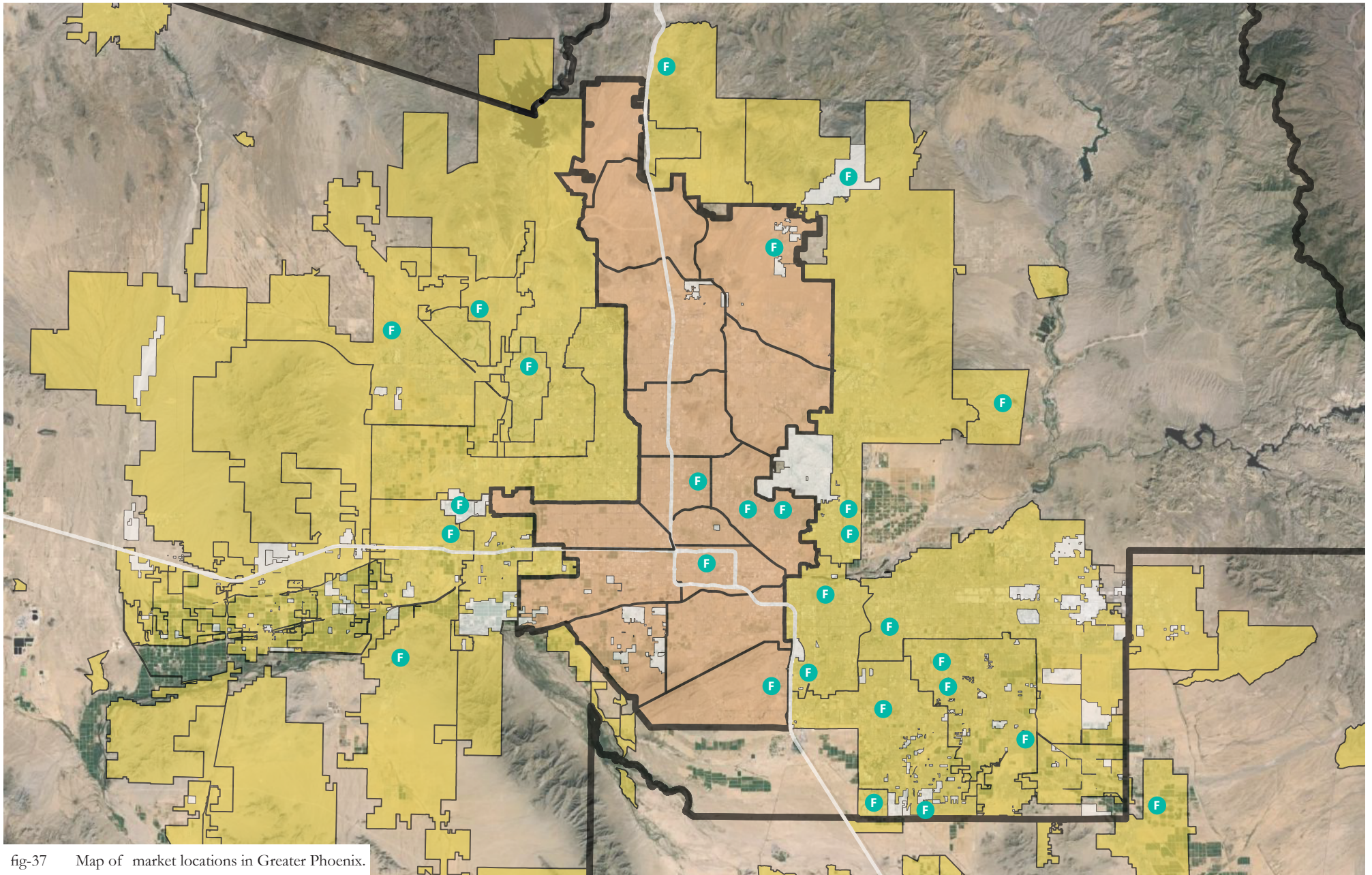


fig-37 Map of market locations in Greater Phoenix.



fig-38 Gilbert Farmers Market, Gilbert, AZ.



fig-39 The Big Heap Vintage Festival, Phoenix, AZ.

have a value of \$10 trillion or would be the second largest economy in the world next to the United States.²⁶ These informal market types comprised of street vendors are the very cultural artifacts that immigrants of various backgrounds integrate and adapt into North American cities. Although much more regulated or illegal, these cultural marketplaces are full of potential to provide a reprieve from the homogenous urban fabric of many American and Western cities and become places of community convergence. Further, the informal economy of street vending has throughout history provided a livelihood for many. Even when it was at the centre of the world's largest empire in the Industrial Revolution, London's streets were dominated by up to forty thousand street vendors with an estimated combined turnover of 1.5 million pound sterling.²⁷

While depleted due to its consistent sprawl, Greater Phoenix still has a farming economy and culture that is represented by its vendors in the area's 27 farmers markets. An asset to any community especially as purveyors of fresh and local products, the majority of these farmers markets are concentrated in the more affluent East Valley and operate on a weekly basis between October and May coinciding with Phoenix's high tourism season. These markets therefore are not only purveyors of fresh products for locals but are also places geared towards tourism and social gathering with some markets and farm stands offering activities like cooking demonstrations, live music, corn mazes, and pick your own produce. Market culture is further evident through Phoenix's interest in antique markets, swap meets, including the established Park 'n' Swap, and one established Latin American Mercado. More informally, market culture is expressed through a prevalent yard sale culture, most noticeably in the Latin American neighbourhoods. Yard sales and antique markets allow visitors to find potential bargains and unique items they would not find elsewhere, but are also important for their ability to create chance social encounters. These are as Margaret

Crawford describes “casual forms of social mixing, bringing people together who would rarely meet under normal circumstances.”²⁸ This existing market culture is seen as an opportunity to leverage combined with the market’s nature to instill a sense of community as being a type that can revitalize struggling and neglected neighbourhoods across the region.

1.3 transit-oriented-*micro*-development

Through the analysis of transit-oriented-development, several negative attributes were found including issues related to affordability, diversity, time, and scale. These issues were addressed in the discussion on micro developments as small scale interventions are able to provide affordable and diverse environments that can be constructed efficiently and transferred to multiple sites. The transit-oriented-micro-development is a strategy founded on the transit-oriented-development's main goals of promoting transit use and creating multi-modal transport environments, but like a micro development, it's an approach for the small scale and the short term that prioritizes efficiency and flexibility. It is a method that can work in parallel in existing TOD districts and that can also prioritize transit stops outside of main transit corridors thereby promoting transit to a larger proportion of the population. Beyond these general fundamental qualities the TOMD has four main objectives.

The four main objectives of transit-oriented-micro-development are:

The first is to enhance the environment of the pedestrian in suburbia.

The second, like transit-oriented-development, is to promote public transit use while providing a holistic, multi-modal transportation environment.

The third is to support small and informal business by providing affordable micro retail opportunities.

The fourth is to provide a place for diverse community exchange and cultural awareness.

01 enhance the pedestrian environment

Transit stations are traditionally located within city centres and are typically established as points of convergence where residences, businesses, and amenities locate themselves near. They also become concentrated hubs of program with newsagents, shops, and cafes on the concourse levels catering to passengers, while in certain super complexes, businesses and residences are located above. The transit station therefore becomes a nexus point within the city, a magnet for activity and people.

Transit in suburbia is vastly different. There are no stations here. Instead, transit stops are marked by simple steel shelters with a bench at best. Otherwise, marked only by a steel post and a sign. To have to wait in this environment is boring on a nice day when traffic isn't inching dangerously close to the sidewalk, the temperature is comfortable, but you are craving a coffee and you forgot your book at home. On a hot day, a nice breeze provides a brief reprieve just as soon as the heat of a passing car's exhaust heats the surroundings again. On a cold day, a snow bank blocks access to the bus leaving passengers with no choice, but to get their feet and pants wet.

The TOMD addresses the ills of transit in suburbia by prioritizing the direct environment around a transit stop as a potential neighbourhood nexus point. By combining micro retail and community programs with transit, the sidewalk and pedestrian zone are reimagined as walk environments that are vibrant and active with a diverse range of citizens – transit patrons, shoppers, cyclists, and small business owners. The sidewalk and transit stop are no longer neglected regions, but are seen as areas of potential activity and development.

02 promote public transit

To promote transit is to not only make the transit systems themselves more efficient, something that is already occurring with the adoption and expansion of mass transit systems, but to make the space and experience of transit more appealing and assertive. The transit-oriented-micro-development reimagines transit space at high frequency bus stops in suburbia to be small scale or micro hubs, essentially community nexus points that like a city's central station or transit hub provide everyday amenities and services to both passengers and the community at large. It can be thought of as a deconstructed and scaled transit station that initially intervenes at bus stops near shopping plazas along major arterial roads in order to leverage both shoppers and passengers.

To provide a holistic and multi-modal mobile environment TOMD begins by implementing or expanding existing bike lane networks, while also locating bike rental stalls and bike tune up stations. Because TOMD is located in a suburban context, the project does not permanently hinder the experience or realm of the driver. TOMD does not eliminate parking spaces or street lanes. It instead intervenes in a manner that is safe for all forms of mobility and finds potential in under used and marginal space.

03 support small + informal business

As previously discussed, traditional large scale transit-oriented developments rarely provide adequate affordable space for small business, an issue that micro developments like shipping container markets seek to provide. Although more affordable than a brick and mortar store location in terms of rental rates, shipping container retail outlets still involve high start up costs either left to the entrepreneur or funded by a non-profit organization. Further, food truck fests and shipping container markets do not typically include other forms of micro retail. Through the integration of parking spaces, physical retail stalls, and open areas, the TOmD caters to a range of micro retail types creating a diversified market environment for both consumer and entrepreneur. The transit-oriented micro development seeks to establish a minimal retail infrastructure that because of its simplicity can be offered at a minimal rental rate, an infrastructure that does not require renovation costs or tenant improvements.

Beyond providing affordable space, the TOmD strives to expand the legal designated zones for street vending thereby expanding the realm of the street vendor, food truck purveyor, and micro business owner. As located in a limited and defined location at intersections of arterial roads, TOmD expands the allotted street vending spaces while still in a controllable fashion that also brings the experience of street vending beyond the confines of an urban centre.

04 promote community + culture

Transit stations and terminals often incorporate retail outlets that offer goods representative of their location or the retailers will be of a regional origin. Small retail business and food trucks often offer unique items that also promote a cultural or regional difference. Additionally, unlike the regional businesses in transit terminals, small businesses and food trucks are maintained by their owners and at most a very small support staff. This allows direct interaction between owner and customer that can spawn a community atmosphere when customers return frequently, as well as providing more neighbourly eyes on the street encouraging safety.

Community is also encouraged through the partnering with local community organizations to not only maintain and expand TOMDs once the initial construction is complete, but to also provide employment resources to entrepreneurs, manage potential community events like mass swap meets and manage the maintenance of other community amenities such as gardens within the TOMD.



fig-40 Stalls and market in transit-oriented-micro-development.



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fig-41 (Opposite Page) *Lugo's Auto Repair*, Phoenix, AZ.

part two:
latin american retail space



2.0 infrastructure facilitates equality

The central goal of this thesis is to investigate how transit can benefit marginalized populations actively by allowing a larger contingent of the population to participate in the daily routine function of the city. This is therefore a question of equality that can be understood through Jacques Ranciere's theory of the distribution of the sensible.

“A distribution of the sensible therefore establishes at one and the same time something common that is shared and exclusive parts. This appointment of parts and positions is based on a distribution of spaces, times, and forms of activity that determines the very manner in which something in common lends itself to participation and in what way various individuals have a part in that participation.”¹

Therefore, the distribution can be understood as who is included or excluded or who have or do not have a part in the community of citizens. The sensible is therefore that which is perceptible by the senses which facilitates one in being part of the community of citizens. When an individual or group is seen or heard they are then political beings. By allowing a greater portion of the population to operate businesses in visible public domains, a diversified environment will not only occur, but marginalized groups will have a visible presence and thus be more equally represented in public. While this thesis has already addressed this through providing employment opportunities and space for small business and informal vending, the transit-oriented-micro-development achieves equality by also promoting cultural difference. Cultural visibility is an important issue for ethnic and racial minority groups, particularly the Latin American community who are a major target group of

this thesis. Transit infrastructure is used to facilitate this visibility for Latin Americans and other minority groups due to public transit demographics. While those with low incomes depend on transit as a necessity, studies also show that ethnic and racial minorities as well as new immigrants are also more likely to use public transit. Of all public transit users in America, 49 percent are either African American or Latino.² In urban centres, this figure increases to 54 percent of all transit users.³ Immigrants are also 2.8 times more likely than native born Americans to commute by public transportation.⁴ The previous section explored the potentials of micro retail developments in supporting independent retail and low income populations. This section builds on these potentials by exploring how culturally specific retail in Latin American communities brings visible diversity, but also how these communities are able to foster active public life. This thesis seeks to leverage the potential of transit's demographics through advocating for culturally specific and diverse micro retail opportunities that cannot only produce active and vibrant public space as important in Latin American culture, but simultaneously break the homogeneity of the suburban landscape and provide visibility and thus a means of equality to an under represented community.

2.1 ethnic enclaves: spaces of cultural visibility

Traditionally and in present day, immigrant settlers have appropriated neighbourhoods in many North American cities. These neighbourhoods including the Chinatowns, Little Italy's, Polish Villages and others not only allow cities like Toronto and Los Angeles, among others, to foster multicultural identities, but as cultural variations in use and design of public space are adapted, the homogeneity of the North American landscape is broken. With globalization increasingly prevalent, immigrant and minority cultural groups are more regularly settling in suburban neighbourhoods and cities. Immigrant gateways are no longer limited to mega-metropolises, but now include smaller and newer metropolitan regions such as: Dallas, Texas; Washington, D.C.; Atlanta, Georgia; and Phoenix, Arizona.⁵ It may be assumed that with so many immigrants now settling in suburban regions, that like urban cultural neighbourhoods, a similar spatial appropriation providing cultural visibility would occur. Instead, the homogenous suburban form continues to dominate the North American landscape with its standard homes, office parks, commercial plazas and shopping malls, which are further monopolized by multi-national and national retailers. Spaces that are culturally expressive are therefore limited and fragmented in suburban communities as independent culturally specific retail, businesses, and institutions, otherwise expressed as ethnic economies,⁶ are often isolated enterprises unable to form a cohesive and visible cultural identity for a specific place.

Ethnic enclaves can be defined as “metropolitan areas characterized by a concentration of businesses owned and operated by immigrants from the same country of origin or their direct descendants.”⁷ Thus, an ethnic enclave is not merely a place with a high residential population from one country of origin, but is formed by the presence of independently owned commercial and other forms of business. Especially because of their concentration these businesses bring cultural difference and visibility to that community, but also serve the immigrant and cultural group by being a network base. This network base can aid new immigrants in their transition to North America through providing employment opportunities for many who would be unable to find work elsewhere due to language and other barriers.⁸ It also establishes a clientele base for the business owners to sell their products. The business presence also forms a method of exchange between the cultural group and the general public as the everyday businesses like restaurants and supermarkets provide places to try foods uncommon to the typical North American landscape. While ethnic enclaves may have a reputation to be places of blight and disrepair, their importance is found in their ability to incubate a cultural network that provides opportunities and enables the gradual assimilation of immigrants.

2.2 ethnic enclaves: retail and public space

Plazas, squares, and markets are integral spaces to the everyday lives of residents of many cities around the world and are expansions of the confines of one's home. These public spaces are less embedded and less present in the daily lives of North Americans especially as a suburban lifestyle is not structured around a neighbourhood commons. Homes in typical North American suburbs are large with private yards that do not require residents to use or appropriate public spaces, parks or even the street. As public space is more commonly used and valued in other countries and cultures, immigrants often translate their appreciation for public space when assimilating into North American life. This value and use of public space is expressed by Mike Davis as specifically pertaining to the Latin American population in *Magical Urbanism: Latinos Reinvent the U.S. City*:

“In the most fundamental sense, the Latinos are struggling to reconfigure the cold frozen geometries of the old spatial order to accommodate a hotter more exuberant urbanism. Across the vast Pan-American range of cultural nuance, the social reproduction of Latinidad, however defined, presupposes a rich proliferation of public space. The most intense and creative convergence of Ibero-Mediterranean and Mesoamerican cultures is precisely their shared conviction that civilized sociality is constituted in the daily intercourse of the Plaza and the Mercado.

Latin Americans and their children, perhaps more than any other element in the population, exult in playgrounds, parks, squares, libraries and other endangered species of US public space, and thus form one of the most important constituencies for the preservation of our urban commons.”



fig-42 *Mercado Y Carniceria El Rancho, Phoenix, Arizona*



fig-43 *Botanica Yerberia Santa Barbara, Houston, Texas*

Davis articulates that while the plaza and *Mercado* are important common spaces in the daily life of Latin Americans, these are not the sole public spaces that they cherish and use, but that the Latin American population values and uses all forms of public space more than any other demographic group. James Rojas also describes the Latin American value of public space in his analysis of Latino settlement patterns in East Los Angeles. Rojas describes how the Latin American population has appropriated and retrofitted the environment to satisfy their economic and social needs. Outdated gas stations are now taquerias with the locations around the pumps transformed into seating areas thereby activating a streetscape dominated by cars.¹⁰ The appropriation and retrofitting of the suburban form also privileges a social and public environment with front porches and yards the focal points of the homes with sofas, seating areas, lawn ornaments, and frequent yard sales activating the streetscape and fostering a social neighbourhood setting.¹¹ Davis and Rojas clearly articulate that common or public space is cherished and embedded in Latin American culture from the use of larger significant plazas and mercados to the smaller retrofits made to their own homes and neighbourhoods.

In addition to the spaces Davis lists and those Rojas describes, the everyday retail environments whether brick and mortar stores on Main Streets or more informal street vending also contribute to forming active public space and the social reproduction of Latinidad. Like other cultures, Mexicans differentiate between store types. A *carniceria* is a butcher shop or meat market. A *tacqueria* is a taco shop. A *llantera* is an auto repair mechanic. A *panderia* is a bakery or bakery café. A *yerberia* is a herb shop. While the names of many store types are easily translatable to English and serve a purpose not dissim-



fig-44 Llantera, Phoenix, Arizona



fig-45 Drive Thru Tortas, Phoenix, Arizona

ilar to the North American version, some are culturally different enabling a diverse retail environment beyond a surficial difference created with signage and the painting of storefronts. A *carniceria* literally translates to butcher shop in English, but is not limited to such a literal translation in experience. *Carnicerias* not only offer more in goods than meats including produce, imported goods, phone cards, and videos, but also offer places of social gathering through the purveyance of snack counters and seating areas.¹² These spaces are as Oberle and Arreola describe, “gathering places whereby postings and word-of-mouth information about both the local area and the larger American and Latin American realm are negotiated and consumed.”¹³ Also culturally significant are the *yerberias* that while translated as herb shop are stores that sell religious items as well as herbs common to folk medicine. Therefore, items in *yerberias* are otherwise uncommon to the typical North American city and bring notoriety to Mexico’s blend of Catholic and indigenous spirituality.¹⁴ More specific to the Cuban appropriation and use of public space, *cafeterias*, small snack window counters located at the street, are a common fixture along the Calle Ocho in Miami’s Little Havana.¹⁵ These are fixtures to both corner stores that sell sandwiches and ice cream as well as to more renowned restaurants and businesses such as the Versailles Cuban Bakery.¹⁶ While a simple architectural gesture, these windows are as Monica Ponce de Leon analyzes excellent tools in activating the streetscape creating an area where many converge for a morning coffee and quick chat or for a short lunch break. Latin American retail space is therefore not limited to purveying different cultural goods, but as different retail types with varying uses are found than are typical to North America, cultural differences from spiritual beliefs to cuisine and especially the Latin embrace of the public commons through simple gestures like snack counters and seating spaces are expressed.

2.3 calle ocho, little havana, miami, florida



fig-46 *The Versailles Bakery and Cafe* on the Calle Ocho outside of its snack window.

Culturally specific businesses such as *carnicerias* and *yerberias* obviously create difference in otherwise homogenous retail environments, but beyond these examples that do not accurately translate into English or have a North American counterpart, ethnic enclaves and their respective main streets and business strips often contain large quantities of independent businesses. Multi-national large scale retailers dominate main streets and shopping districts. Increasing immigrant populations demand and spawn large scale non-independent culturally specific retailers such as La Curacao, a department store catering to the Hispanic market in several US states including Arizona.¹⁷ While culturally large specific retailers have been established, they are the anomaly in the Latino cultural retail landscape. This is evident in established Latin American ethnic enclaves where independent retailers dominate the main streets fostering cultural visibility and community. Little Havana is a well-known established Cuban neighbourhood in Miami, Florida whose main street, the Calle Ocho, SW 8th Street, is not limited to serving its immediate Cuban population. Busy with an array of business types, the street caters to Cubans, but through its character, offering of authentic Cuban products, and as host of several festivals, including the large Calle Ocho Carnival, the Calle Ocho also caters to

tourists. Within the street's scattering of cigar shops and restaurants that lure tourists, are an abundance of everyday shops that support local residents. Barber shops, laundromats, discount stores, beauty parlours, florists, bakeries, and grocers, all with Spanish signage and emblems dominate the street furthering the cultural atmosphere, support of small business, and providing everyday amenities to the local community. The map on the subsequent pages indicates the location of many of these independent, culturally specific businesses that cater to both residents and visitors. Further, the analysis found that the Calle Ocho is not simply dotted with few ethnic businesses, but that the entire strip is lined with them forming a continuous and impactful cultural identity for the street. Also the analysis found that the majority of the businesses, as well as the formal gestures Monica Ponce de Leon described in 1993 still exist enabling the Calle Ocho to be a vibrant and important cultural artery in present day Little Havana. The Calle Ocho demonstrates that a well-known culturally specific neighbourhood can be successful in offering items and activities that attract visitors, while still supporting its local residents, cultural community, and opportunities for small business.

fig-47 (Following Pages) Map of the *Calle Ocho* in Miami's Little Havana indicating cultural and everyday businesses.



1 La Cadena #3 Supermaket - Tabinica Cigars - Janice Coin Laundry Lavandaria - Luis Farma-



2 Versailles Cuban Restaurant



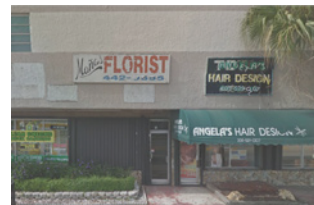
3 Historio Museo Cubano
Cuban Collectibles Shop



7 La Careta Restaurant



8 Tapiceria de Autos



9 Maria's Flowers -
Angela's Hair Design



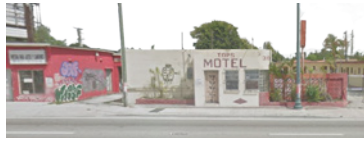
10 Heily's Dollar
Store



11 Sentir Cubano
A Cuban Store



4 El Atlacatl Restaurante
Sal Vadoreno



5 Tops Motel



6 Southgate Plaza
- Inscripciones Gratis - Checks Cashed



12 Pollo Campero



13 La Favorita Discount



14 Little Havana Tattoo Studio



15 Cafe Santa Barbara



16 Sedano Supermarket



17 Teatro de Belles Artes



18 La Portena Cafeteria
- Compro Oro Pawn Shop



22 Farmacia - Telas - Lisy Star Discount



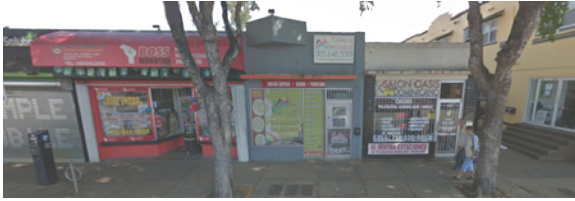
23 Motel San Juan Family Room



24 Credil Cash Now



25 Karmen Bakery & Cafeteria



19 Centro de Artes Graticas - Salon Oasis Dominicano



20 Julie Coin Laundry



21 Top Cigars



26 MoneyGram of Florida - Flowers



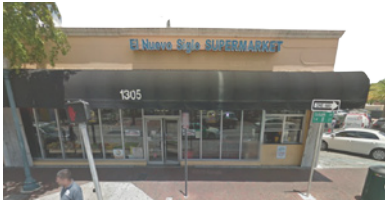
27 Marina's Beauty Salon - Nene's Barber Shop



28 Tower Theatre



29 El Taquito Tacos Olon Supermarket



30 El Nuevo Siglo Supermarket



31 J Roger's Hair Designs
Estrella Insurance



32 El Titan de Bronze Cigars



33 Havana Pharmacy and Discount



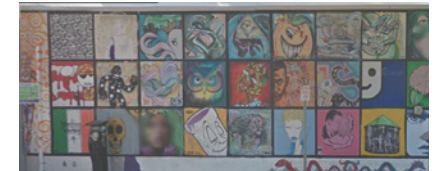
38 Nikki's Cafe
Beauty Salon



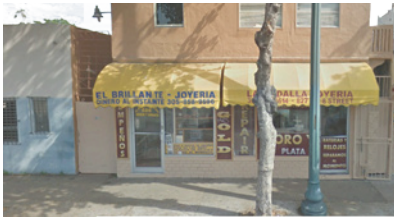
39 Taco's El Carnal



40 Florida Leather Supply



41 Goodwill Neighborhood Mural



34 El Brillante - Joyeria



35 Olanchito Lacteos - Mini Market
Tamy's Fashion



36 Arahis Bakery



37 Tosca Bakery



42 Arahis Bakery Cafeteriaz



43 Rafael Villa Verde



44 Bakery Market - Carmen Designs Barber Shop



fig-48 View of the *Tepito* Market District in Mexico City.



fig-49 Aerial View of Mexico City's *Tepito* District.

Latin American cultures and their assimilation and appropriation of American neighbourhoods are not limited to standard brick and mortar retail enterprises, but also incorporate informal micro retail types in the form of street vendors as abundantly found in the streets and communities of many Latin American towns and cities. Mexico City is famous for its market culture with its many market districts including the *La Lagunilla*, *Jamaica*, *San Juan*, *La Merced*, and *Tepito* districts.¹⁸ These areas are renowned for their purveyance of everything from fruit and vegetables, grains and nuts, clothing, books, to pirated items. Parasitic in nature, these market districts commonly expand further into public space and along sidewalks. Their expanse is obviously seen in satellite images of Mexico City where their multicolour tarp roofs are easily identifiable in long continuous chains throughout the streets. Mexican market or *Mercado* culture also incorporates rotating or short term marketplaces known as *tianguis* in addition to the daily markets that occur in Mexico City's market districts. *Tianguis* are typically weekly markets common in Mexico's smaller cities and towns that provide residents with fresh fruit and vegetables while also regularly activating main public plazas.¹⁹ Street vending while found as apart of large street markets also exists as individual and small clusters of vendors dot street corners and curbs in both urban and rural locations. The street vending culture of Latin America and especially Mexico is even apparent in rural communities, in the desert Northern Mexican State of Sonora, "less than half an hour south of Nogales, Arizona," there were "dozens of street vendors on the edge of the highway hawking their wares. There were fruit stands, ceviche, fish tacos in seafood carts, tin-roofed *barbacoa* huts"²⁰ Street vending is therefore common in Latin American culture not contained to urban environments or specific regions. It famously exists in its many market districts in Mexico City to the smaller marketplaces in other towns and villages to highway vending in rural desert communities.

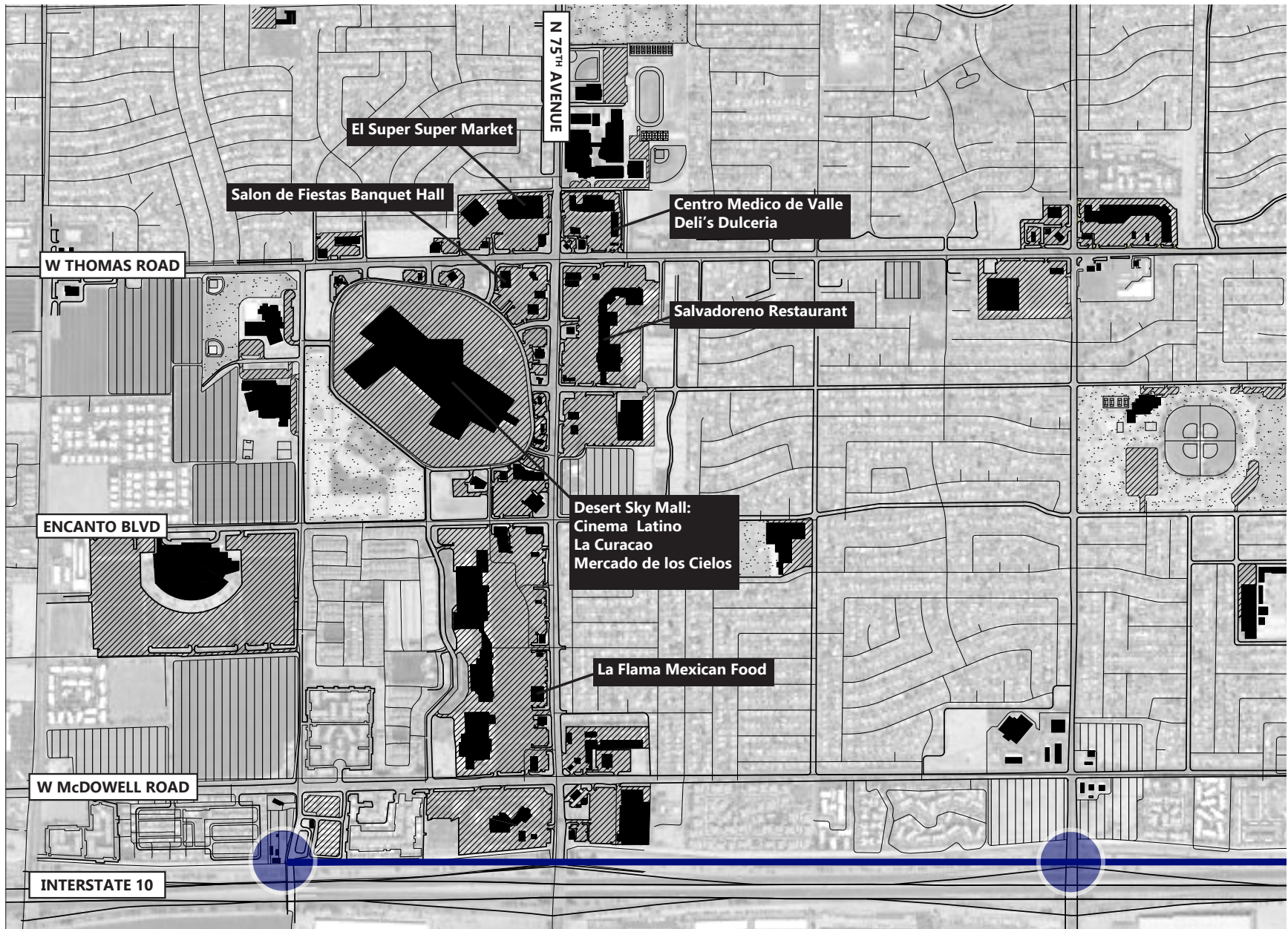
2.4 retail forms in latin america

While street vending exists as a means of employment in Mexico and Latin America, when transferred to America, it becomes both an employment opportunity and one for cultural expression and exchange bringing the flavours and wares of one culture to another.



fig-50 *Tlacolula Tianguis* in Oaxaca, Mexico.

The suburban form discourages pedestrian use and consequently active public life. The redundancy of the suburbs has also stripped much character and identity from these communities. Redundancy is found not only in the repetitive suburban fabric and building forms, but also in the retail fabric of shopping plazas and malls. Many tenants in these commercial spaces are multinational and national retailers found in many similar plazas and malls in other neighbourhoods and cities. Culturally specific neighbourhoods or ethnic enclaves like Little Havana's Calle Ocho continue to support independent small retailers and businesses breaking the redundancy of the typical retail environment. In addition to the retrofits and gestures that encourage the use of public space in Latino Urbanism, Latin American retail environments whether formal brick and mortar stores or informal street vending types encourage and generate public life, "the endangered species" of spaces in America that Mike Davis expresses are so cherished and embedded within Latin American culture.



2.5 cultural opportunities in maryvale, phoenix, arizona

Phoenix, Arizona has become a new immigrant gateway with its Latin American population continually increasing. As of the 2010 U.S. Census, of Phoenix's 1.5 million residents, 40.3 percent or 592,403 are Latin American.²¹ Arizona, by comparison, is 30.5 percent Latin American with a Latin American population of 2,053,103. That means 28.9 percent of Arizona's Latin American population lives in Phoenix.²² In comparison to the United States, "according to the U.S. Census Bureau (2011) as of April 1, 2010, an estimated 50.5 million Latinos lived in the United States, making people of 'Latino Origin' the nation's largest minority group. Latinos or people of Latin American origin therefore make up 16.3 percent of America's population of 308.7 million."²³ Maryvale, Phoenix's largest urban village in population and area, is also home to the largest Latin American population in number and proportion. Of Maryvale's 208,139 residents, 158,159 or 76% are Latin American.²⁴ This makes Maryvale Phoenix's only "Latino Dynamo",²⁵ a neighbourhood or community with more than fifty percent Latino population, urban village.

Maryvale like the majority of the Phoenix Metropolitan region is suburban created from a fabric of one mile by one mile arterial roads, a vast expanse of single family bungalows interspersed with schools, neighbourhood parks, and shopping plazas. It could be anywhere in America. Its only revealing locus point is its landscape, the dusty desert dotted with palm trees and cacti reminds us we are in Phoenix. Otherwise, this could be somewhere outside of

fig-51 (Opposite Page) Map of culturally specific businesses in Maryvale's Village Core.

Dallas or even summertime in Mississauga, Ontario. Just South of the intersection of Thomas Road and North 75th Avenue in what the City of Phoenix has deemed Maryvale's Village Core²⁶ is Desert Sky Mall, a large scale shopping mall that is slowly becoming Arizona's shopping destination for its Latin American population. Anchored by *La Curacao*, a Latin American department store, and Cinema Latino, a movie theatre that screens films in Spanish and from Latin America, the mall also has a handful of Latin American stores and food stalls in its food court. Beyond the concentration of Latin American retail options found in the mall, the surrounding retail environment is dominated by multi-national and national chain retailers that dilute the cultural impact of the minimal number of Latin American businesses. While the number of culturally specific businesses may be low as compared to the thriving cultural neighbourhoods of the Calle Ocho or Los Angeles' Pacific Boulevard²⁷, the failure in creating a culturally expressive neighbourhood is also a result of its physical form. The Calle Ocho and Pacific Boulevard are streets lined with businesses while the occasional parking lot that fronts the street is limited to parking two rows of cars. These streetscapes create inviting environments for pedestrians while businesses with storefront windows and large signage are visible to both pedestrians and drivers. This form facilitates the ability to create active street life, while also allowing businesses to be visible from the street thereby allowing cultural visibility when a culturally specific business is present in this location. In contrast, the overwhelming majority of Maryvale's streetscape is lined with seas of parking lots. Business storefronts are lost behind parked cars, unnoticeable to anyone on the street. The streetscape itself is at best unfriendly to any pedestrian as desert plantings provide limited shade while only a sparse number of businesses are

located in proximity not requiring the crossing of expansive parking lots. As the Phoenix region increases its position as an immigrant gateway with the potential to become a minority-majority city with a majority Latin American population, the city and its Latin American community need to establish a community hub where immigrants can assimilate and visitors can experience a piece of Mexican culture. This thesis is located in the Maryvale Village Core where it further explores the potential of the transit oriented micro development as a tool to benefit marginalized, minority populations through facilitating small independent culturally specific retail as a means to bring visibility to other underrepresented populations. It therefore is a facilitator of equality allowing those who are less visible, even hidden and silent into who Ranciere would deem political beings: those who are visible and heard.²⁸

W Thomas Road + N 75th Avenue



fig-52
Intersection of W
Thomas Road and N
75th Avenue.



fig-53
Restaurant Patio on W
Thomas Road.



fig-54
Retail Business near
intersection of W
Thomas Road and N
75th Avenue.



fig-55
Dental office on W
Thomas Road.



fig-56
Gas station at W
Thomas Road and N
75th Avenue.

W Thomas Road + N 75th Avenue



fig-57
Cash checking outlet on
W Thomas Road.



fig-58
Salon de Fiestas
banquet hall on
W Thomas Road.



fig-59
Panda Express in the
background of inter-
section at W Thomas
Road and N 75th Ave-



fig-60
IHOP Restaurant and Dental Office on N 75th Avenue.



fig-61
McDonald's fast food restaurant on N 75th Avenue.

Desert Sky Mall



fig-62
ValleyMetro Bus Terminal at Desert Sky Mall.



fig-63
Dillard's Department store - an anchor of Desert Sky Mall.



fig-64
Surrounding office building near Desert Sky Mall.



fig-65
La Curacao, Latin American department store, an anchor of Desert Sky



fig-66
Adjacent vacant land and new housing development in background near Desert Sky Mall.



fig-67 Through signage and offering of cultural goods, cultural difference is promoted.



Endnotes

1 Jacques Rancière, *The Politics of Aesthetics*, (New York, NY: Bloomsbury Academic, 2013), 7.

2 Thomas W Sanchez, Rick Stolz, Jacinta S. Ma, Sánchez, “Moving to Equity: Addressing Inequitable Effects of Transportation Policies on Minorities.” (Cambridge, MA: The Civil Rights Project at Harvard University, 2003), vii.

3 Ibid.

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5 Audrey Singer, Susan W. Hardwick, Caroline B. Brettell, *Twenty-First Century Gateways: Immigrant Incorporation in Suburban America*. (Washington, D.C.: The Brookings Institution Press, 2008), 3.

6 Daniel D. Arreola, “Placemaking and Latino Urbanism in a Phoenix Mexican immigrant community,” *Journal of Urbanism* 5 (2012), 158.

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22 "Arizona," United States Census Bureau, Accessed: 8 December 2015. <http://quickfacts.census.gov/qfd/states/04000.html>

23 David R. Diaz and Rodolfo Torres, *Latino Urbanism: The Politics of Planning, Policy, and Redevelopment*. (New York: New York University Press, 2012): 1.

24 "Maryvale Village Planning Committee," City of Phoenix. Accessed: 8 December 2015. <https://www.phoenix.gov/pddsites/Pages/pzvpmaryvale.aspx>

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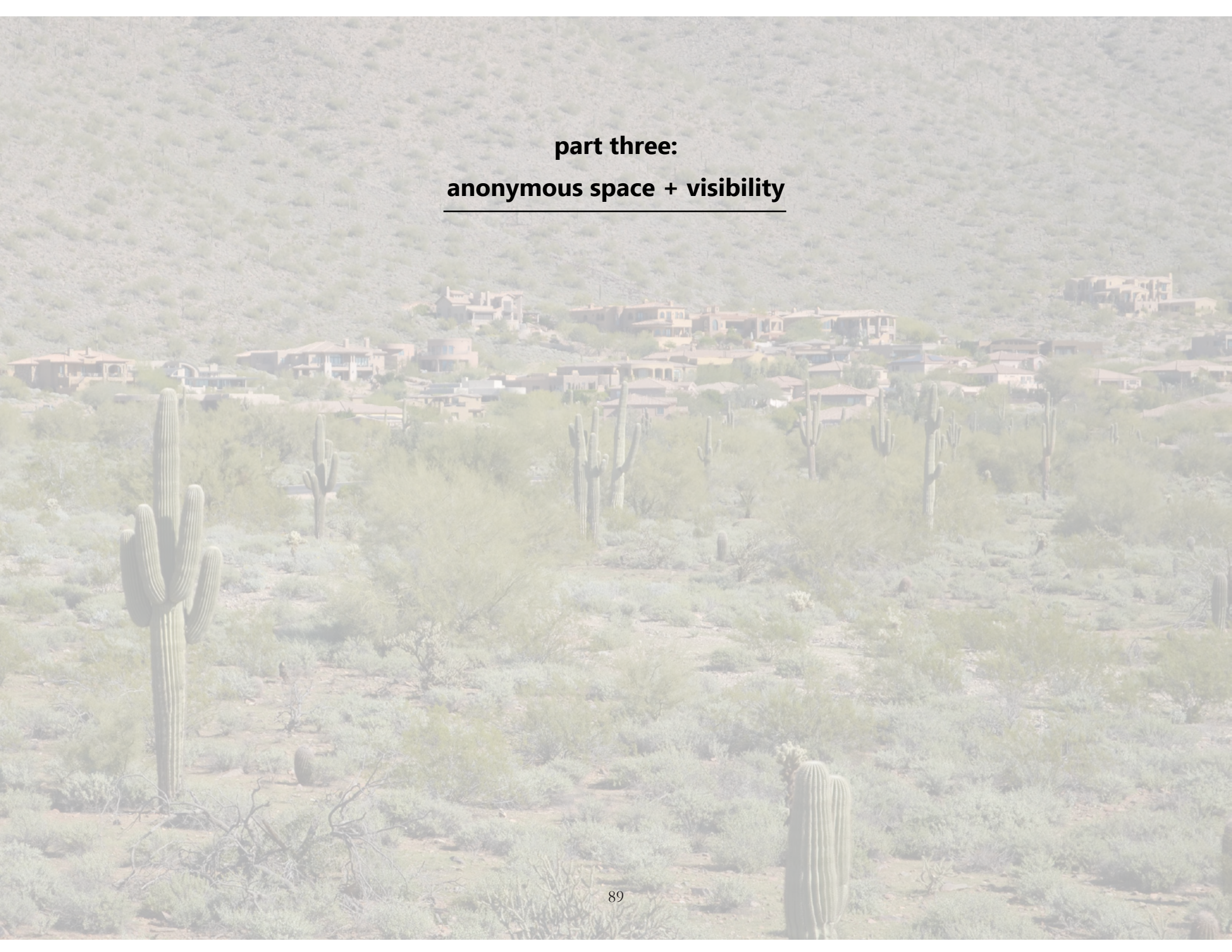
26 "Maryvale Village Planning Committee."

27 Davis, *Magical Urbanism*, 55.

28 Rancière, *The Politics of Aesthetics*, 7.

fig-68
Development in the
McDowell Mountains
East of Phoenix.

part three:
anonymous space + visibility



3.0 privacy today



fig-69 Protest of raids and immigration policy in Phoenix, AZ.

In the contemporary world issues of privacy and surveillance are often tied to technological advances and the expansion of the digital realm. While digital information sharing increasing in contemporary society, issues of surveillance and privacy are pertinent. However, these issues still exist in less technological and more conventional forms. Surveillance is an early 19th Century term from French meaning to watch over or keep watch and is defined by the Oxford Dictionary as a noun to keep close observation, especially of a suspected spy or criminal¹ It is therefore a method to catch criminals and eliminate certain criminal behaviour and activity. Although this mode of operation has good intentions, because of the necessity to watch over the entire population or public in order to capture the small number of criminals, the privacy and anonymity of all are compromised. In order to find one, all must be monitored. This model is apparent in many urban centres and public spaces with the implementation of CCTV cameras as everyone who passes through a monitored zone is recorded. While the experience of flying with all of the numerous security and immigration checkpoints may be the most commonly familiar experience of surveillance, it is not an all-encompassing, non-subjective method like the security camera. Immigration checkpoints, at borders and in airports, scrutinize individuals at varying degrees dependant on their nationality and ethnicity with increasing privacy intervening measures becoming more prevalent. Biometric procedures are more common with finger print recording a requirement for even nationals of countries of

“Separated from their Anglo neighbors by language barriers, cultural differences, and the harshest anti-migrant laws in the nation, undocumented migrants in Phoenix love, pray, sin, suffer, and survive in the shadows. For migrants, Phoenix can be a living hell. And yet, they risk their lives to get to Phoenix.”

- Terry Greene Sterling,

Illegal: Life and Death in Arizona's Immigration War Zone

the Visa Waiver Program (VWP) upon completion of the Electronic System for Travel Authorization (ESTA) application upon entry into the United States.² Unfortunately while such invasive measures become more prevalent and accepted as part of the travel experience, similar invasive and more questionable surveillance modes have been implemented beyond the typical accepted controlled environment of the airport or border crossing.



fig-70 Immigration raid at a restaurant in Phoenix, Arizona.



fig-71 Undocumented immigrants arrested after a business raid.

Still affiliated with immigration, surveillance measures in Phoenix and surrounding Maricopa County including drop house raids and random checks are resultant of recent immigration legislation in Arizona including the Legal Arizona Workers Act (LAWA) and the highly disputed Senate Bill 1070 (SB 1070). LAWA states that it is illegal for any employer in the State of Arizona to knowingly employ “an unauthorized person”.³ Senate Bill 1070 or more formally the Support Our Law Enforcement and Safe Neighborhoods Act allows law enforcement to question anyone they suspect to be in the state without documentation. It states that “during a lawful stop, [SB 1070] directs law enforcement officers to determine the immigration status of individuals who they reasonably suspect to be illegal aliens, and for all persons who are arrested.”⁴ Because of the high degree of variance between what one person would deem reasonable from another as well as the absence of any objective qualifiers as to what character to be suspicious of, the policy and this statement in particular are criticized for their potential to promote racial profiling especially of Latin Americans⁵, the largest immigrant and minority group in Arizona. Initiated as a means to alleviate crime rates as tied to drug trafficking, an issue resultant of Arizona’s geography – its location proximate to the Mexican border, as well as its desert climate and terrain facilitate the trafficking⁶, the policy does not specifically target drug traffickers, smugglers or those affiliated with crime. Instead, it allows members of an entire population to be scrutinized to prove their status and identity at a moment’s notice. While the policies themselves are severe, it is their enforcement in Phoenix that has garnered much attention to allow it to become known as “the epicenter of America’s immigration debate”⁷ and for former Sheriff Joe Arpaio to become known as “the toughest sheriff in America.”⁸ This claim is the result

3.1 surveillance of immigrants in phoenix, arizona

of enforcement tactics including random documentation checks, drop house raids, business searches, and prisoner shaming. Such tactics have produced a culture of fear and marginalization amongst the Latin American community. As part of research that produced the essay: *“Keeping Migrants in Their Place: Technologies of Control and Racialized Public Space in Arizona”*, Meghan McDowell and Nancy Wonders interviewed both documented and undocumented migrant Latin American women in Arizona. Their interviews reported that the women greatly affiliated Joe Arpaio as a “disciplinary force in the lives of migrants,”⁹ while many also revealed their fears of venturing into public from traveling in state to Sedona or Flagstaff, going to the State Fair to even taking their children to the library.¹⁰ While more everyday tasks are conducted like buying food and clothes, they are conducted out of necessity in order to live, but still in a state of fear. This evasion of public space is one of what McDowell and Wonders later describe as a tactic of evasion wherein in order to avoid detection and harassment from authorities, migrants do not drive, do not leave their house, do not socialize in public, under report crimes, and do not seek medical attention.¹¹ Fear as a facilitator of evasion also facilitates the undocumented migrant into existing in the shadows, hidden and invisible from normal typical everyday life.

3.2 public space and visibility

To render oneself invisible is to remove oneself out of public and the opportunity to be a political being – a citizen and active member of society. This is made clear in *The Politics of Aesthetics* when Jacques Ranciere states that “Politics revolves around what is seen and what can be said about it, around who has the ability to see and the talent to speak, around the properties of spaces and the possibilities of time.”¹² Therefore, one cannot be a political being if he or she is hidden from society. Governing politics and debates may no longer regularly occur in the public squares of modern cities like the Ancient roots of democracy in the agoras of Greece, yet public squares and space still provide the opportunity for neighbourhood gatherings, community marches, protests, and rallies. These events in public or common spaces enable the different points of view of all members of the public to be heard. This is possible as all have a different point of view, a claim articulated in *The Human Condition* by Hannah Arendt who writes, “Being seen and being heard by others derive their significance from the fact that everybody sees and hears from a different position.”¹³ These varying perspectives brought out in marches and other gatherings is aided by public space that is not monitored and exclusionary of its patrons. This delivers a place where all may gather without

prejudice to attend an organized event, to spend an afternoon or to simply occasionally pass through. By being inclusive of all, these spaces can also bring visibility and notoriety to issues otherwise overlooked or ignored, while also becoming the central nexus point and melting pot of the city where all issues and walks of life converge. The success of these places can be attributed to their atmosphere being comfortable for a user to raise questions and to participate in public life to the extent of one's choosing on their own free will without the threat of surveillance or the requirement to divulge all information regarding one's identity. As surveillance and monitoring of public space is more prevalent, it threatens the ability of the public environment to serve all publics as some members of society desire or require a level of anonymity.



fig-72 The overstimulated environment of an urban square.

In *Privacy and Freedom*, Alan Westin defines anonymity as that which “occurs when a person is ‘lost in a crowd’; he [or she] is in a public place with others present but does not expect to be recognized. The person may be in the physical presence of many other people but is still private in the sense that others do not engage in more than casual interaction.”¹⁴ Anonymity is therefore a state of being not limited to confinement in concealed, solitary environments, but can be experienced as a visible and speaking being in public. Further, the term “lost in a crowd” establishes an environment that is busy, dense in population, characteristics of urban centres and cities where there are more than enough people and objects to blend in. Anonymity can therefore be further defined as a state of being directly related to the physical environment a person is in at a particular moment. Urban environments with many people and sensory stimulators facilitate someone to be anonymous as there is too much around to see, hear, smell, and touch for a person’s brain to process that most objects including people go unnoticed. This idea is defined and further explained by Stanley Milgram’s concept of overload in *The Experience of Living in Cities*. Overload “refers to a system’s inability to process inputs from the environment because there are too many inputs for the

3.3 anonymity in the city

system to cope with, or because successive inputs come so fast that input A cannot be processed when input B is presented.”¹⁵ Through Westin and Milgram’s discussions of anonymity and overload, it can be determined that being anonymous is not limited to being concealed, hidden, and enclosed away from lively public environments. On the contrary, busy urban environments actually facilitate the anonymous where the overloaded environment with an excess of stimulants causes the majority of objects and people in proximity to another to go unnoticed. Anonymity is further enforced in an urban environment as while there are many people around each other, the chance of knowing all those whom one sees or rubs elbows with is unlikely. People in cities know only a small proportion of all those they encounter.¹⁶ To be anonymous is best experienced in an overloaded environment: in the city.

fig-73 The overstimulated environment of an urban street.

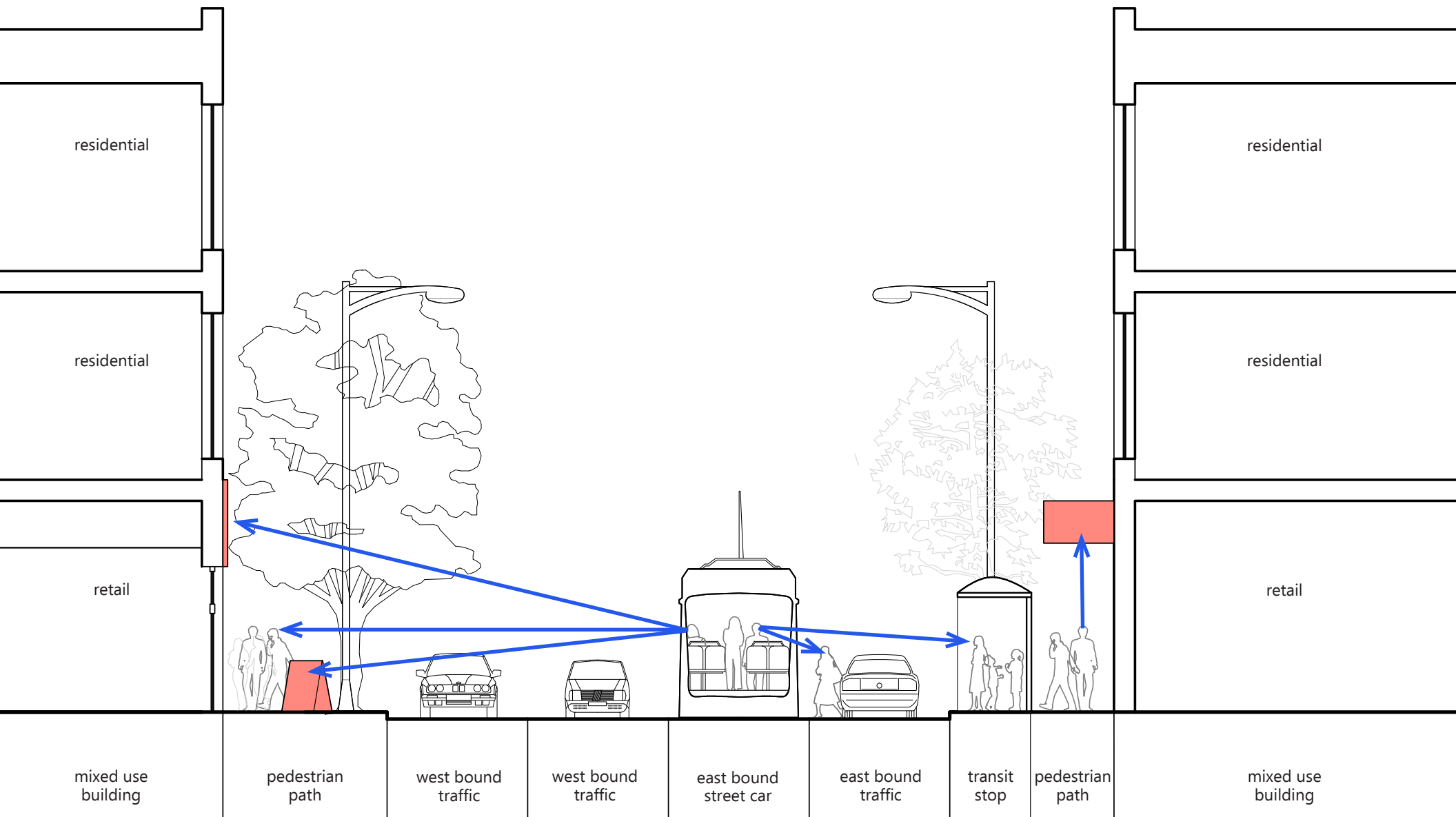




fig-74 Horses are easily identifiable even from a distance in a rural setting.

By contrast, rural and small towns are the antithesis of the overloaded city. Less crowded and more quiet, in small towns people exist in small numbers in neighbourhoods with streets of few elements. The glaring neon signs, masses of billboards, honking cars, sirens, traffic and pollution in the city are replaced with open fields of crops occasionally intervened by a farm house or barn, the intermittent sound of an animal and the smell of manure. Rural landscapes create an atmosphere for rest and calm where the brain is not overwhelmed by extraneous sights, sounds, and smells. In art theory, the horizontal is associated with stability, calm, and rest. A field is therefore a rural landscape that demonstrates a state of visual calm similarly to the image of the horizon over a lake. Further, the small population of rural towns also fosters the inability to be anonymous as the daily and weekly routines will cause the paths of neighbours to frequently cross in some capacity. This is enabled by the limited amenities available to small town residents within a reasonable travelling distance. For example, many small towns have a main street that houses an array of shops and amenities, but in limited variety. There may be fifteen or twenty stores on the street, but within that there will be only one hardware store, one pharmacy, one grocery store, one dentist, one café and

3.4 anonymity in the country

so on. Further anonymity can be hindered in small towns for as Louis Wirth describes, “increase the number of inhabitants of a community beyond a few hundred is bound to limit the possibility of each member of the community knowing all the others personally.”¹⁷ It is therefore in the smallest communities where all members can know each other. Smaller communities are also serviced by fewer amenities. Limited amenities also affect routine activities outside of retail as there is likely to be only one or two elementary schools to serve a small town, while all of the teenagers in the town are likely to attend one high school. These limits facilitate the common crossing and interaction of the community members leaving little chance to remain anonymous. Through both its sparse physical environment and limited range of amenities for social interaction, rural environments are identity revealing spaces that do not foster anonymity.

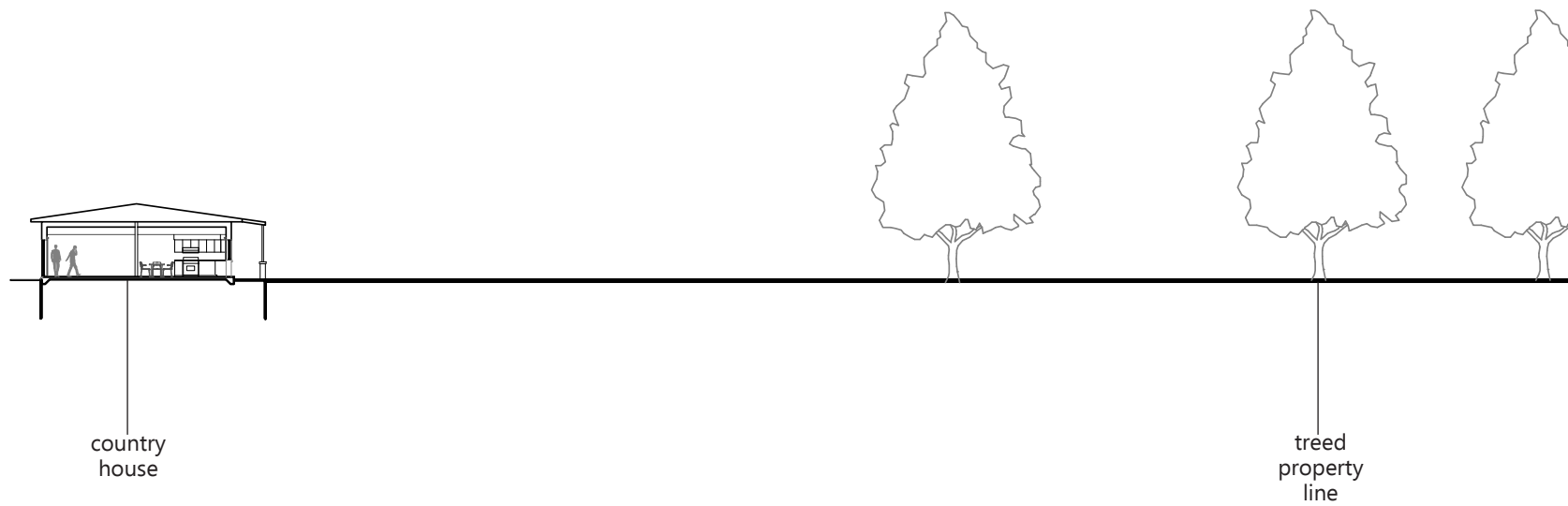


fig-75 The sparse environment of a rural landscape.

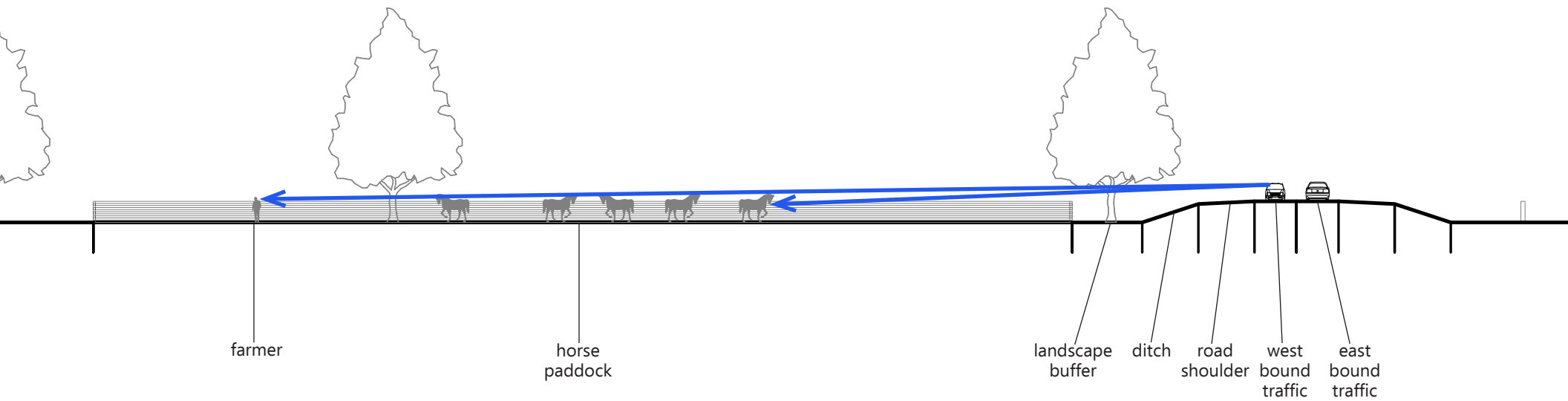




fig-76 this A person at a bus stop is clearly visible, while the driver of a car is not in this suburban shopping district.

Suburbs were created to provide an escape from the city by providing a country atmosphere without the same commute. This rural atmosphere may have been adapted to an extent, but the suburban environment facilitates anonymity differently. In particular the opportunity to be anonymous as a pedestrian is compromised and usually not possible. Streets in suburbs are dominated by vehicles, while the sidewalks at the peripheries are sparsely dotted with standard street elements and pedestrians. The odd walker or small group waiting at a bus stop stand out in isolation as the sole human figures and most interesting objects in view. In the immediate surroundings of the sidewalk are the standard street objects – fire hydrants, lamp posts, hydro poles, street and business signage, an occasional postal box, as well as equally spaced trees and other landscaping. This short list does not support an environment of overload especially as there are limited quantities of each item type. Perhaps the opportunity for a person to blend in within their surroundings along a suburban arterial road may occur if the road and sidewalk cut through a forested or woodland area. In this instance, the forest with not only its many trees, shrubs, and flowers, but also with its many textures, colours, plants of varying scales, aromas, and sounds can produce an environment that is more impactful and stimulating than a surrounding in a sparse suburban landscape. Thus, the forested environment can overstimulate an occupant and thereby

3.5 anonymity in the suburbs

cause another occupant or occupants to be less noticeable and more anonymous to the others. While a person is vulnerable to being identified in the sparse and vacant suburban landscape, a driver or passenger in a vehicle in the same environment is much less susceptible to being identified and therefore more likely to remain anonymous. The body of an automobile provides a physical shield for all people and objects inside covering the majority of a person from outside view. Tinted windows further inhibit and obscure visual recognition of those inside a vehicle. These physical inhibiting properties are only further enforced as a car travels at velocity leaving a small moment for an outside observer to register any identifying characteristics of those inside. People in cars are most visible and identifiable when stopped at an intersection as someone crossing may make eye contact with a driver through the transparent windshield. Like the countryside and the city, the suburb's ability to facilitate anonymity is also directly the result of its physical qualities. However, levels of visibility that affect anonymity are also tied to the mode of mobility as a motorized vehicle enables one to be more anonymous than a pedestrian on the street. The suburbs with their ascribed mode of mobility, low density, and sparse setting do not foster the overstimulated environment and the ability to be anonymous.

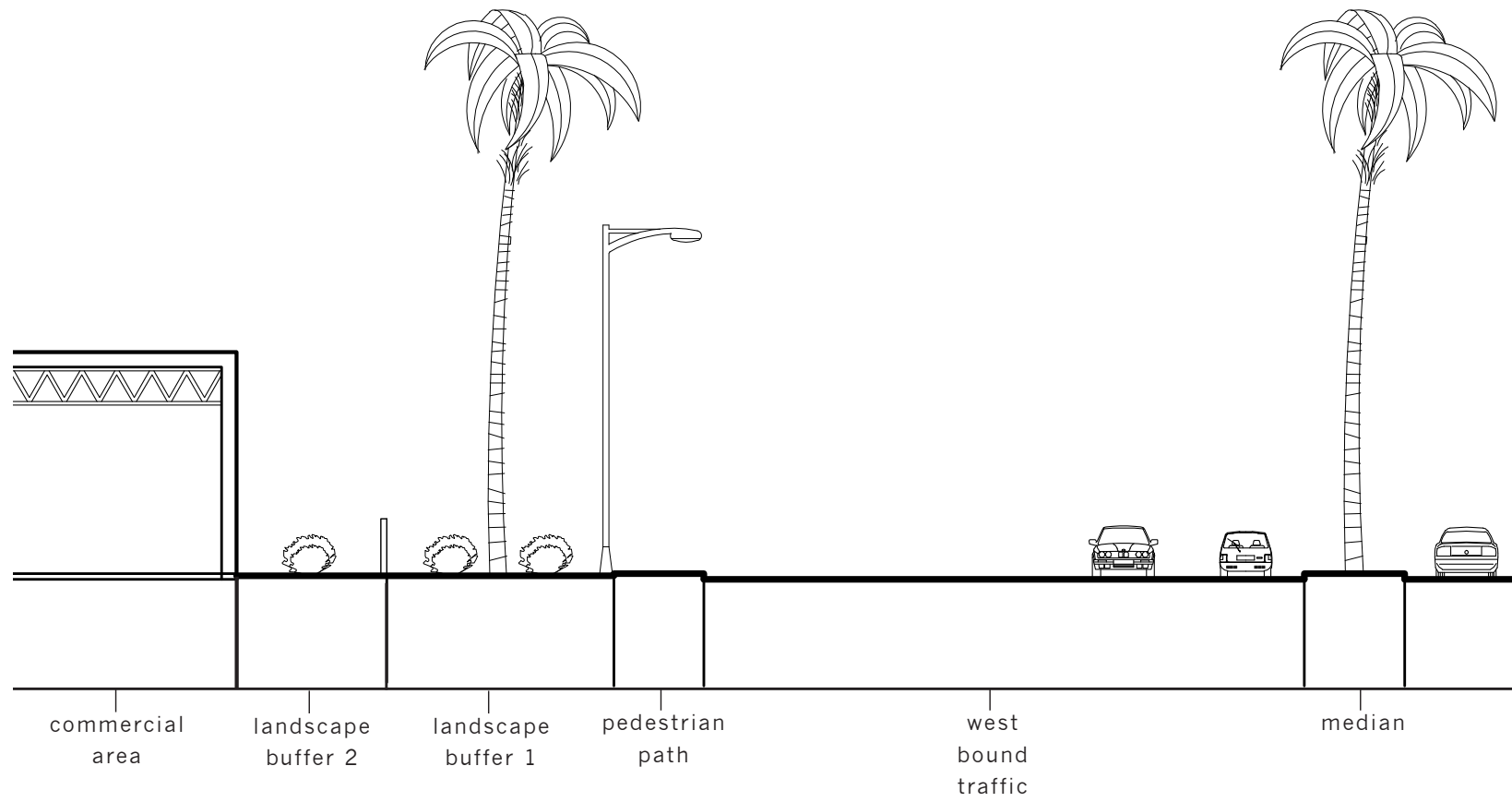
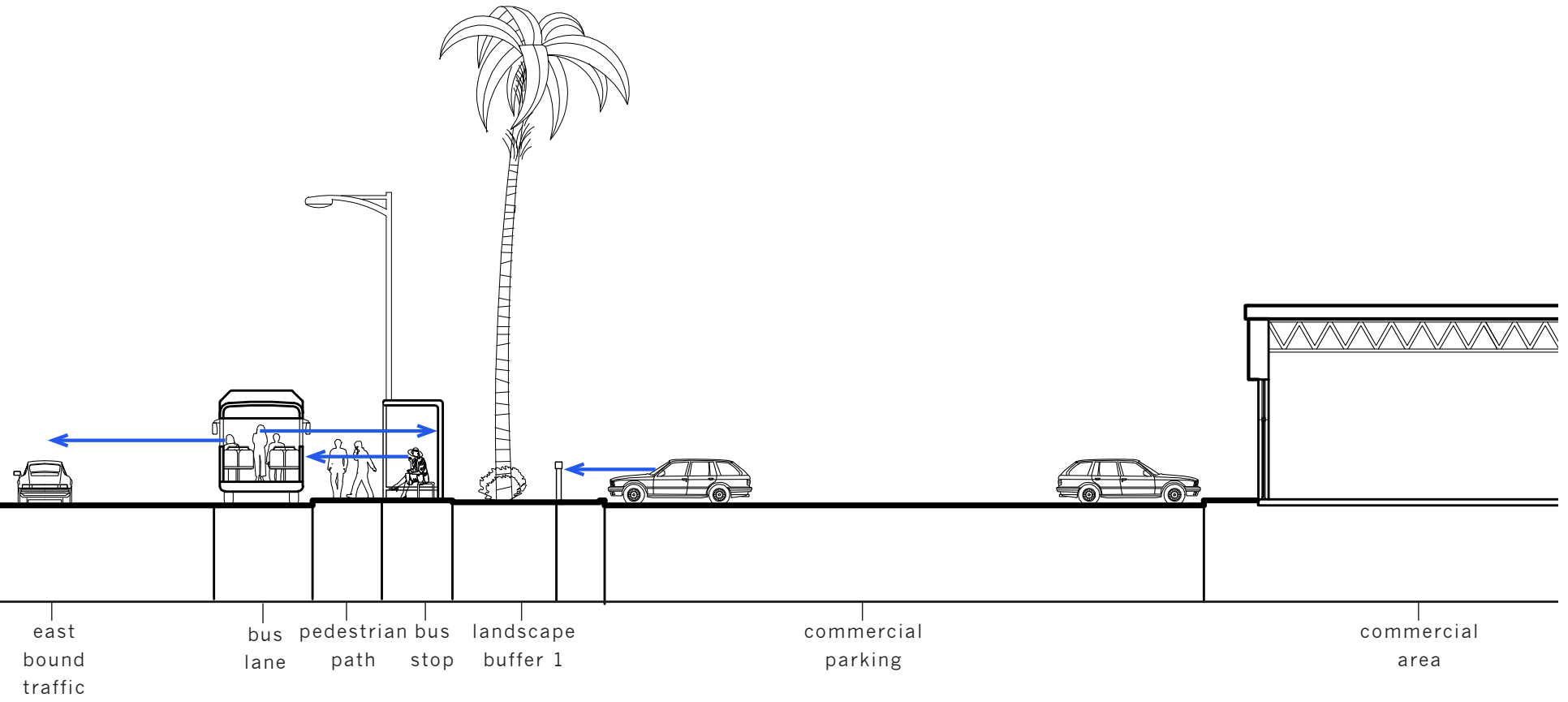


fig-77 Anonymity and vision in suburban environment.



3.6 lessons from anonymity

With increased surveillance and random identification checks threatening both immigrants and Latin Americans from conducting life in public space in Phoenix, Arizona, there is a demand for anonymity. Referencing theories of sociology and psychology from Alan Westin, Stanley Milgram, and Louis Wirth, the state of being anonymous is related to both a person's social surrounding and his or her physical environment. Through the application of these theories to an analysis of urban, rural, and suburban environments, it is apparent that because of the density of people and objects or stimuli in a city that an urban environment is most conducive to fostering anonymity. The sparse environments of both the suburbs and rural setting are not stimulating enough to support the anonymous. As a spatial condition it therefore raises the question of whether creating an overstimulated environment in suburban space would create a place of refuge to be anonymous. This refuge would be a space of sensory clutter with so much to absorb that those within this space would be unidentifiable to those passing by. The ability to be unidentifiable would provide a sense of relief to those on the inside for they would no longer be exposed as the most visible object in the landscape. By establishing such an environment those who feel the need to evade public space can now return, no longer hidden indoors, while those who were present in the open landscape are no longer completely visible. This not only creates an environment of equal visibility, but would allow undocumented migrants and Latin Americans to conduct life in public, in the spaces so cherished in their culture, and to be political beings that require as Ranciere describes one to be sensory: visible and heard.¹⁸



fig-78

Depending on the viewer or occupant's position, the perception of the transit oriented micro development changes. When viewed standing towards the right, stalls begin to blur into



Endnotes

- 1 “Surveillance,” *Oxford Dictionaries*. Accessed 9 January 2016. <http://www.oxforddictionaries.com/definition/english/surveillance>
- 2 “ESTA: Electronic System for Travel Authorization,” U.S. Customs and Border Protection. Accessed 9 January 2016. <https://esta.cbp.dhs.gov/esta/>
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- 5 Alejandro Portes and Ruben G. Rumbaut, *Immigrant America: A Portrait*. (Oakland, California: University of California Press, 2014, 4th ed.), 1.
- 6 Terry Greene Sterling, *Illegal: Life and Death in Arizona’s Immigration War Zone*. (Guildford, Connecticut: Lyons Press, 2010), xii.
- 7 *Ibid*, 4.
- 8 Andrew Ross, *Bird on Fire: Lessons from the World’s Least Sustainable City*. (New York, NY: Oxford University Press, 2011), 196.
- 9 Meghan G. McDowell and Nancy A. Wonders, “Keeping Migrants in Their Place: Technologies of Control and Racialized Public Space in Arizona,” *Social Justice* Vol. 36, No. 2 (2009-2010), 62.
- 10 *Ibid*, 62.
- 11 *Ibid*, 64
- 12 Jacques Rancière, *The Politics of Aesthetics*, (New York, NY: Bloomsbury Academic, 2013 ed.), 8.

13 Hannah Arendt, *The Human Condition*, (Chicago, Ill: University of Chicago Press, 1958), 57.

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15 Stanley Milgram, "The Experience of Living in Cities", *Science*, New Series, Vol. 167, No. 3924 (Mar. 13, 1970), 1462.

16 Louis Wirth, "Urbanism as a Way of Life", *The American Journal of Sociology*, Vol. 44, No. 1, (Jul., 1938), 12.

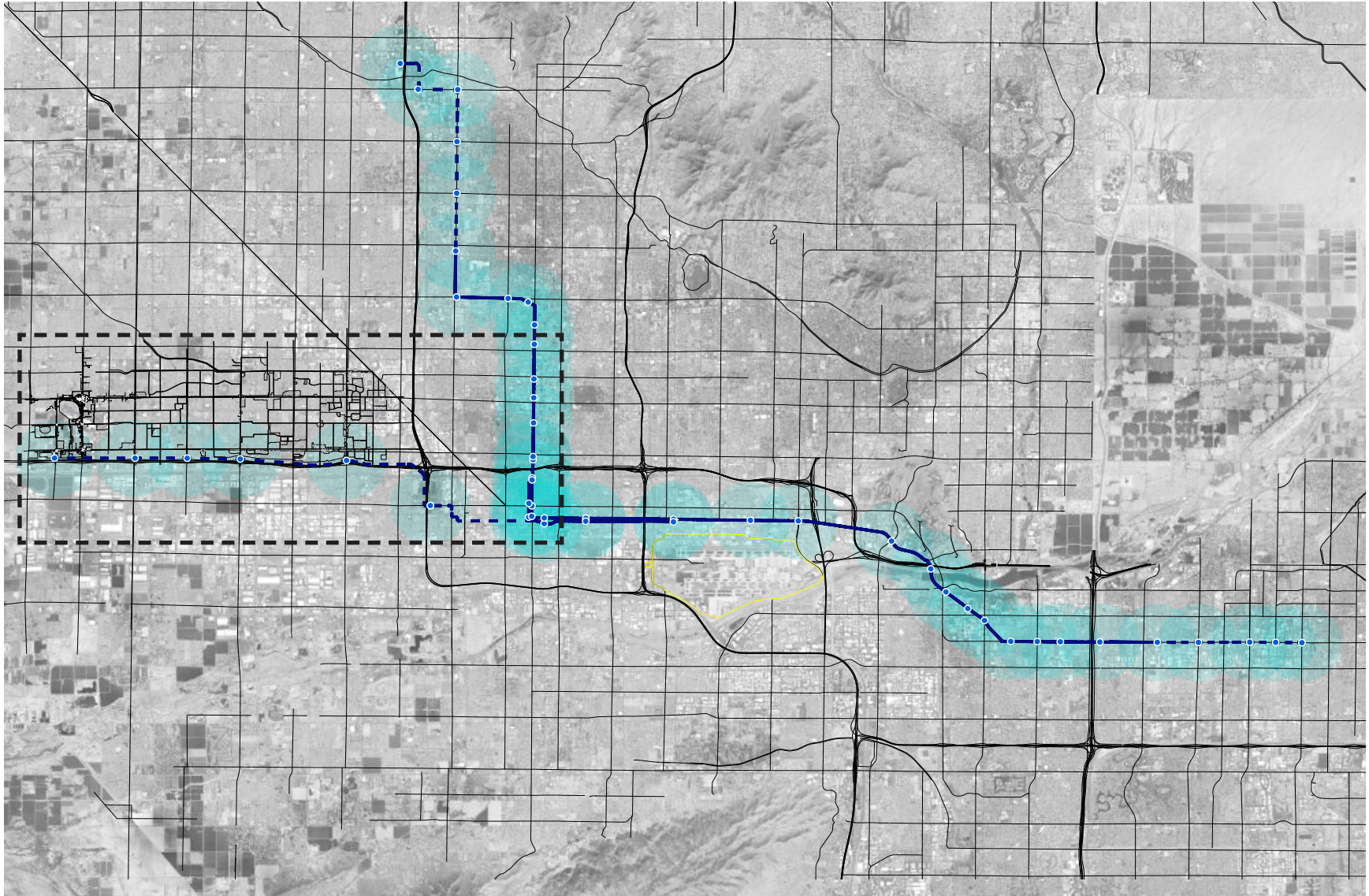
17 Ibid, 11.

18 Rancière, *The Politics of Aesthetics*, 7.

fig-79
View of Transit-
Oriented-micro-
Development.

part four:
design of the transit-oriented-*micro*-development
for maryvale





4.1 transit-oriented-*micro*-development at the urban scale: light rail transit in metropolitan phoenix

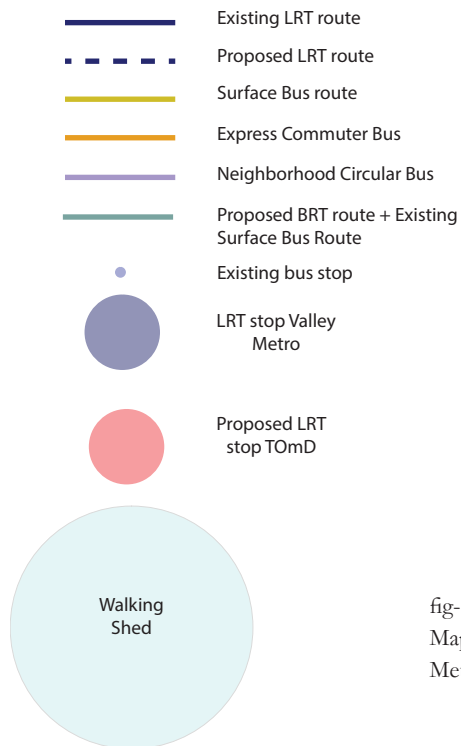
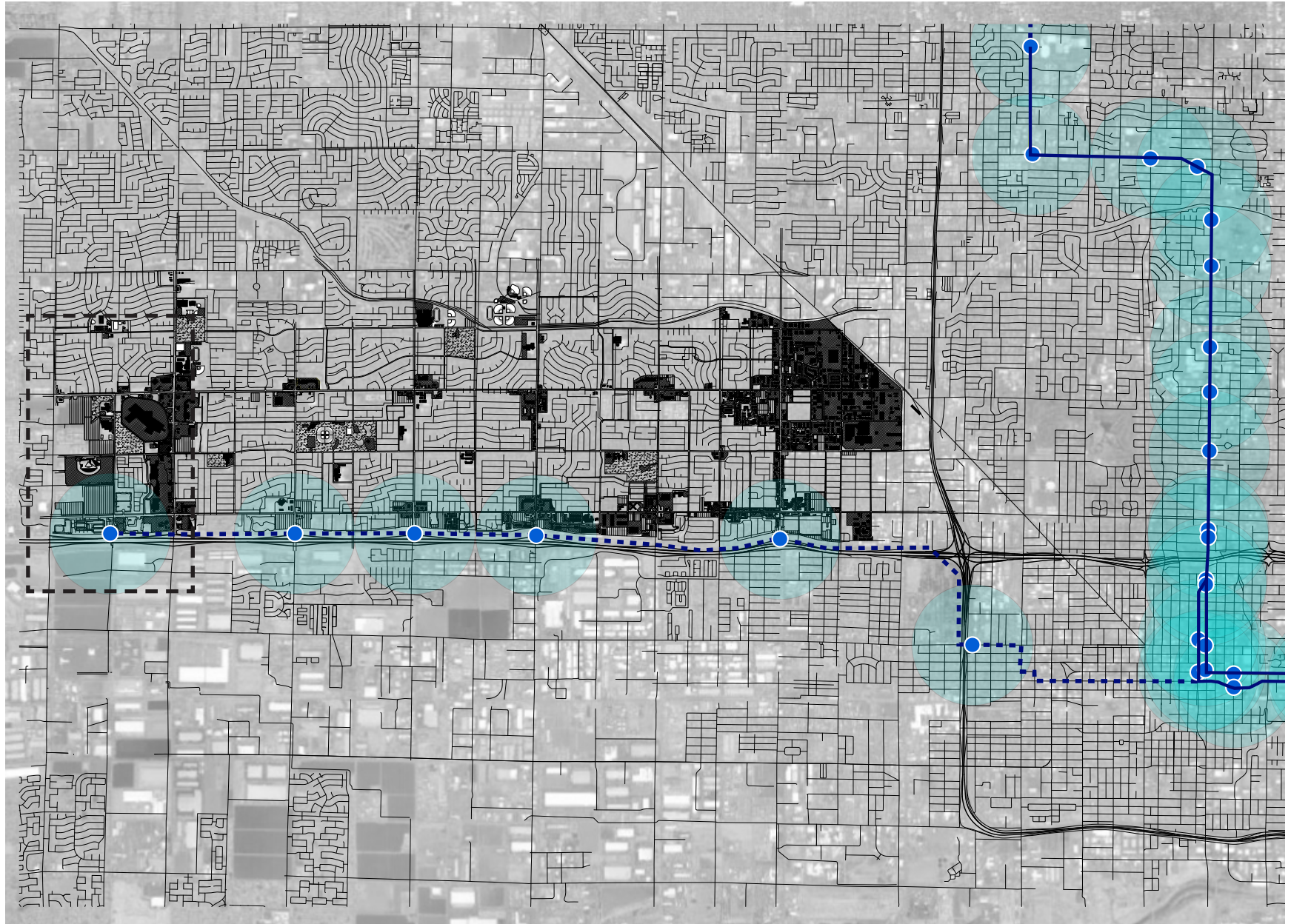


fig-80
Map of LRT system in
Metropolitan Phoenix.

The public transit network in Phoenix is composed of an extensive surface bus route system and a light rail transit system. Currently, the LRT system consists of one central line that links Central Phoenix to the neighbouring West Valley cities Tempe and Mesa. There are several proposed extensions to the system. The largest extension is the eleven mile west extension through Maryvale planned for completion in 2023. Proposition 104, the Move Phoenix comprehensive transportation plan and tax was approved by residents in August 2015. The plan incorporates several more extension projects to Phoenix's growing transportation network including several proposed bus rapid transit lines as well as more than 1000 miles of bike lanes. One of the proposed BRT lines is to be located along the existing 29 Thomas Road bus route, a major East-West corridor that is the busiest bus route in Phoenix, which passes through the middle of Maryvale.



transit in maryvale

The proposed westward LRT extension to Maryvale begins in Central Phoenix extending west just north of Interstate 10. Proposed stops take advantage of existing park 'n' ride stations that currently facilitate rapid commuter bus service which operates at rush hour bringing commuters from the suburbs into Central Phoenix. This thesis is sited within the neighbourhood adjacent to the proposed terminus of the future LRT line, an area that is a part of Maryvale's Central District, the urban village's commercial core anchored by Desert Sky Mall.

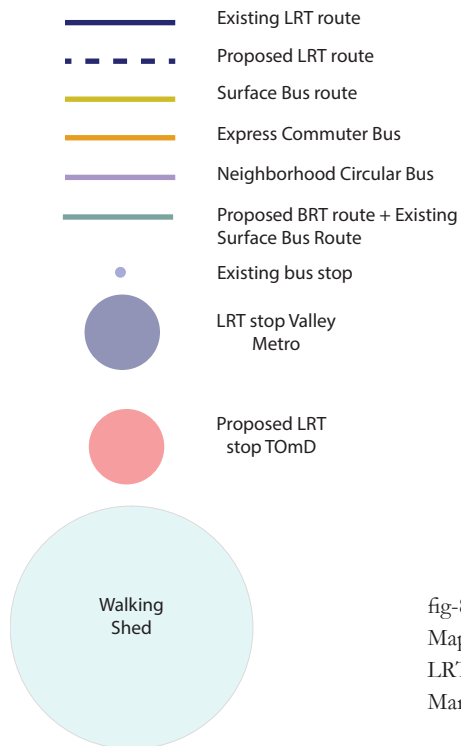
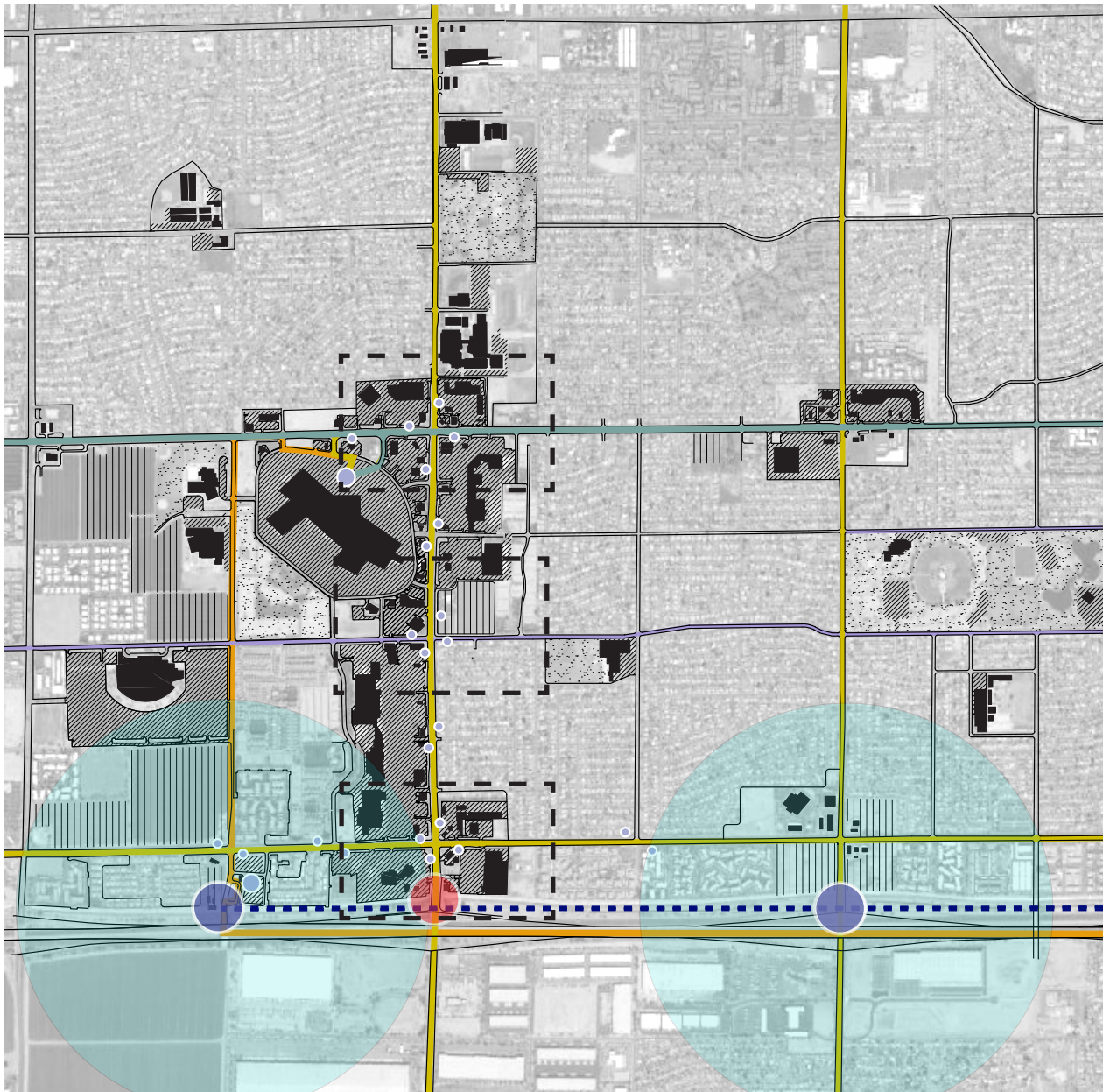


fig-81
Map of proposed LRT extension to Maryvale.



transit-oriented-micro-development corridor

The extended site spans approximately 1.5 miles north of Interstate 10 along N 75th Avenue to W Thomas Road. While Valley Metro, the transit organizing body, proposes to locate the terminus of the LRT line one major block west of N 75th Avenue, where an existing park ‘n’ ride station is located, this thesis proposes that the terminus be moved one major block east to intersect with N 75th Avenue in order to take advantage of the extensive commercial development along that corridor.

A major criticism of transit-oriented-development, as discussed in part one, is that TOD only impacts areas directly adjacent to a mass transit station. Therefore, instead of concentrating the design at an LRT station, this thesis expands the reach of development to areas adjacent bus stops along a proposed feeder bus line. Three locations for development are proposed.

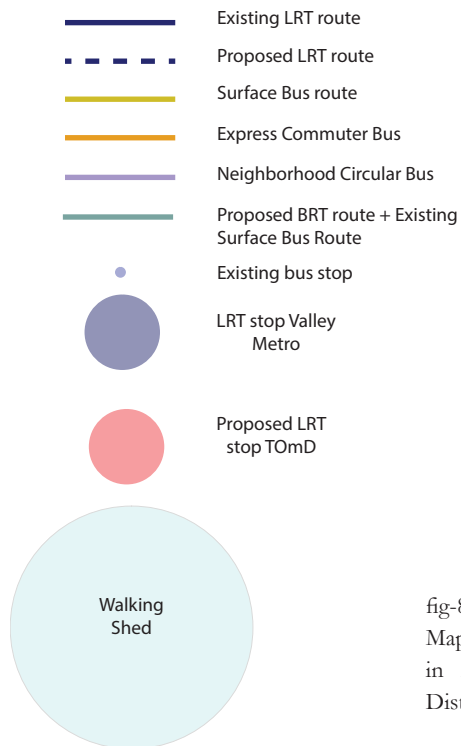
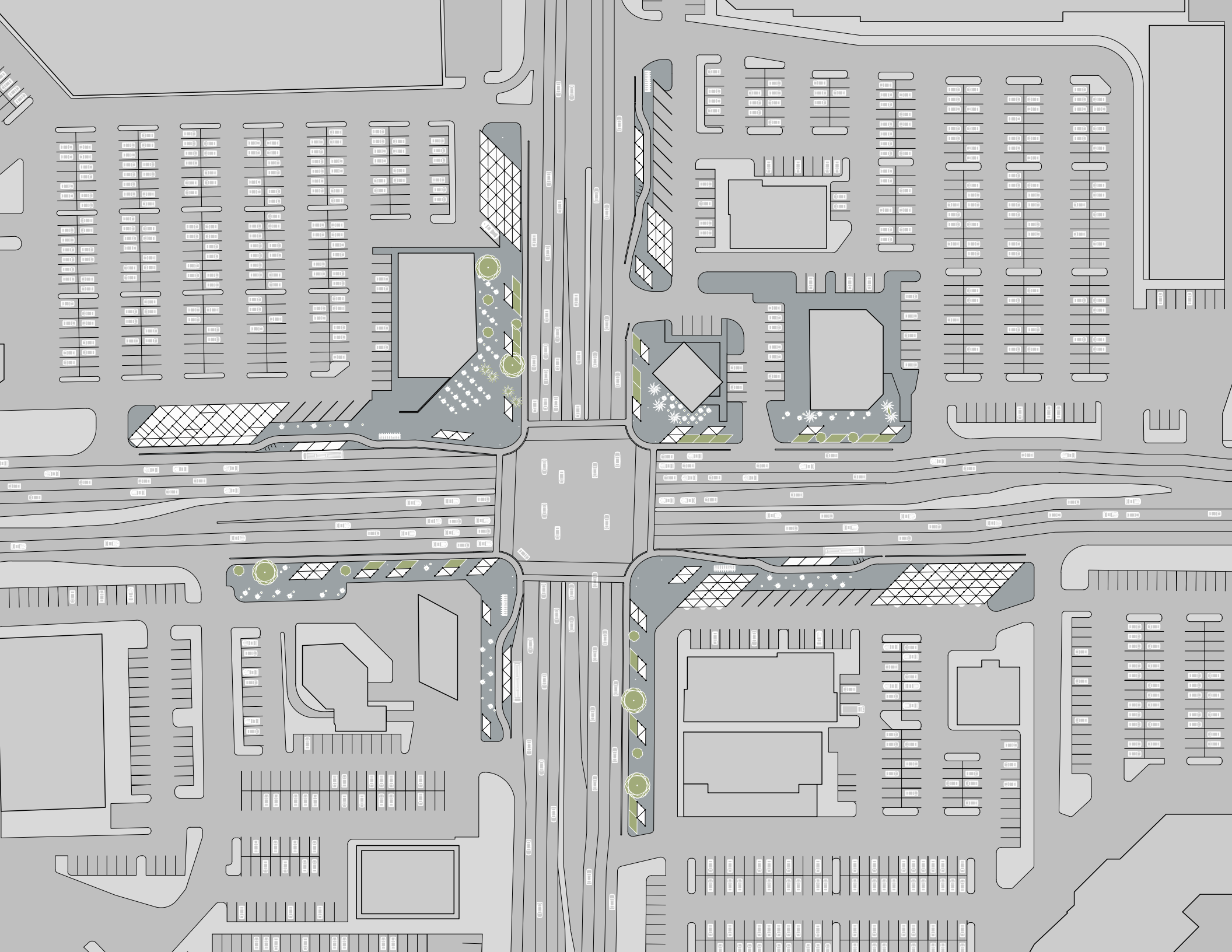


fig-82
Map of transit network
in Maryvale's Central
District.

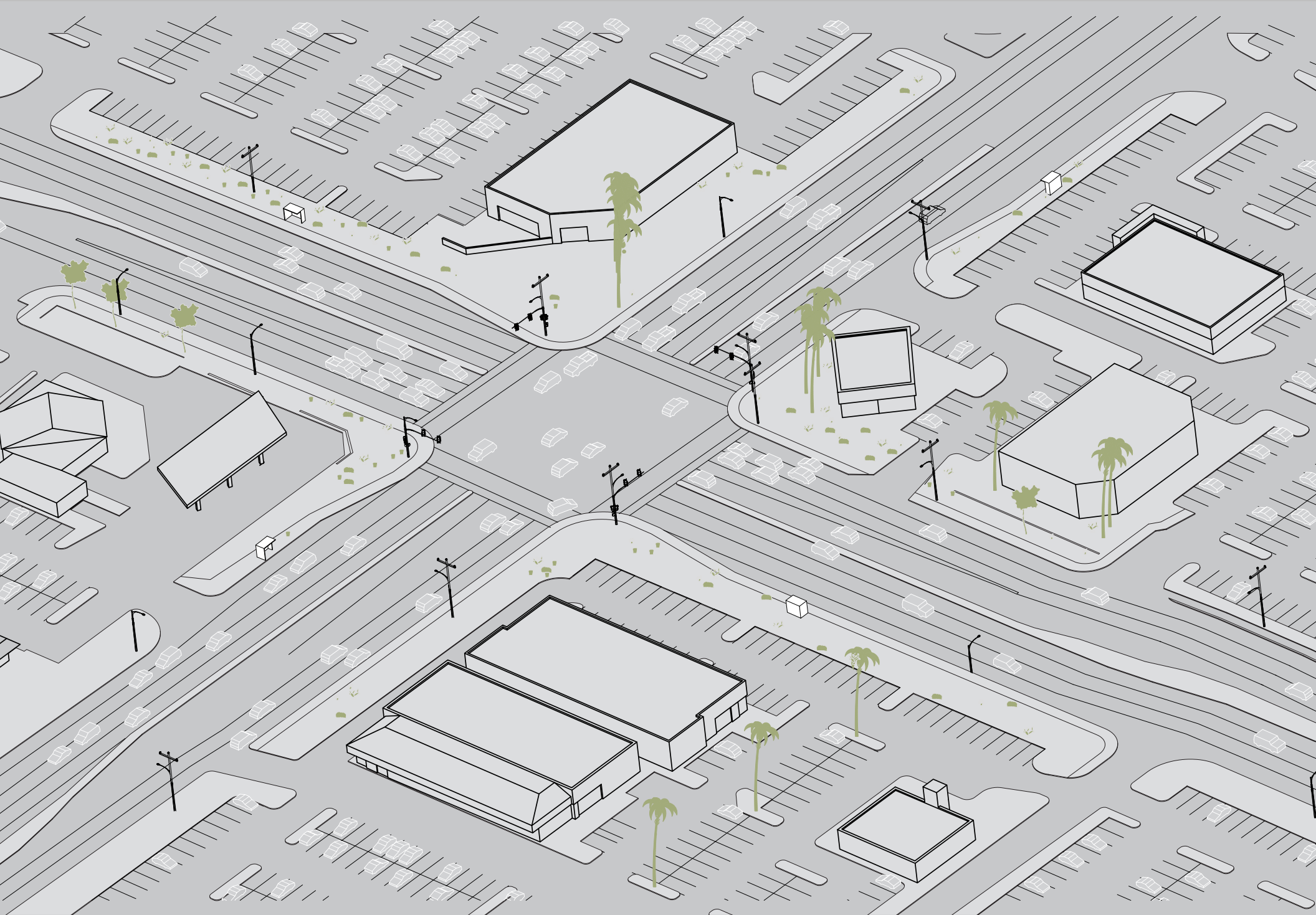


4.2 transit-oriented-*micro*-development at the intermediate scale: designing the development

The premise of the transit-oriented-micro-development is that it would intervene at major intersections that serve transit routes. While a larger site with distinct intersections has been identified, to develop the design of the TOMD through to the detailed scale, one intersection has been designed through to the detailed scale.

The focus site is at the intersection of W Thomas Road and N 75th Avenue. It was chosen for its location along a proposed BRT route and current busiest bus line in the Metro Phoenix area, and also for being the location of large commercial developments at each corner. This commercial programming would facilitate the marketplace through already having an active consumer base in addition to transit users.

fig-83
Plan of proposed intervention at W Thomas Road and N 75th Avenue.



site design principles

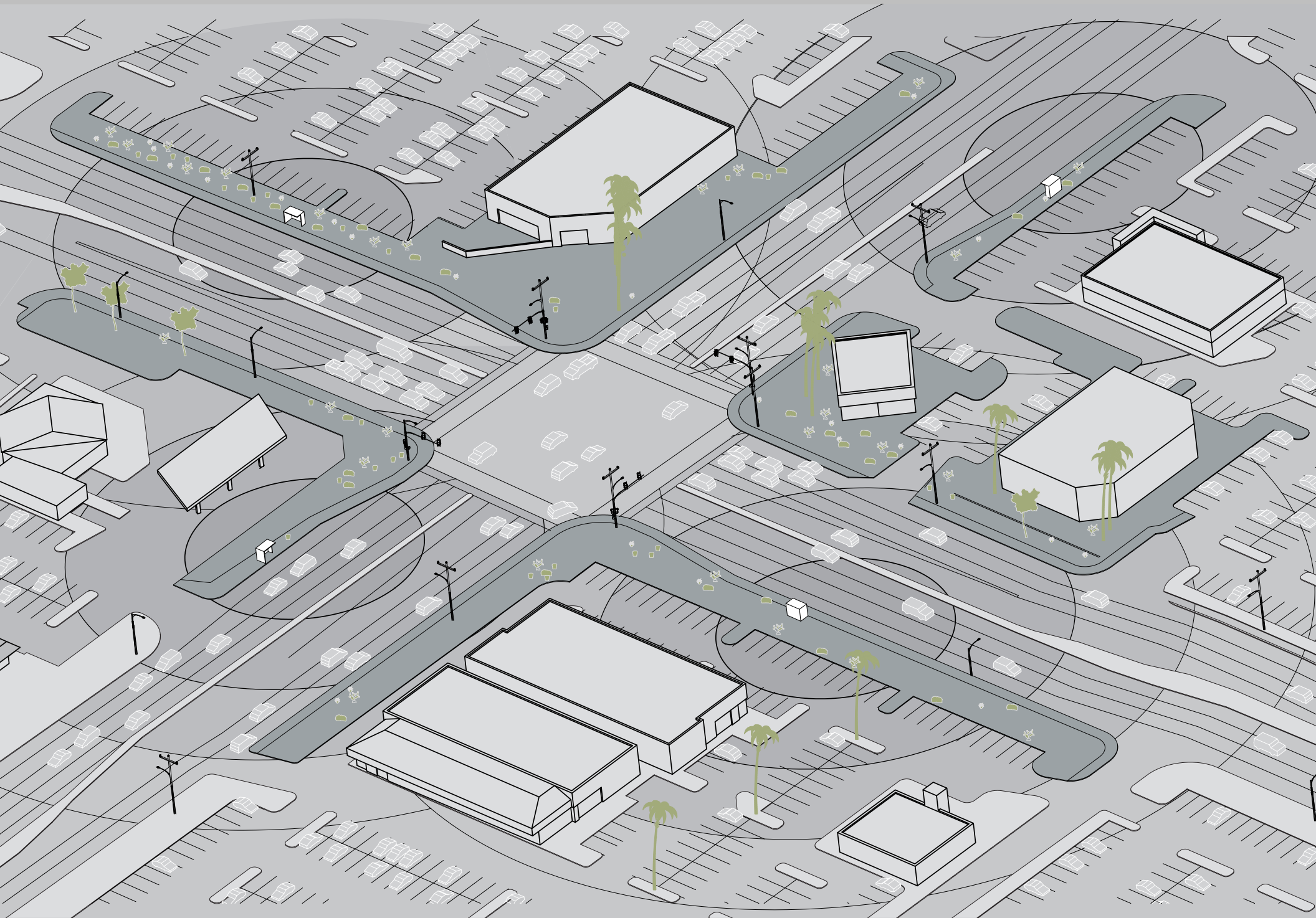
To begin the design of the transit-oriented-micro-development, a series of site design principles were established.

01 Maintain a Minimal Intervention

One of the lessons learned from the analysis of micro retail types is to design with little disturbance to the existing environment. The design of the transit-oriented-micro development must also limit the modifications to the existing site. The design must therefore not interfere with existing lanes of traffic and driveways, integrate mature trees, and maintain curb cuts where possible.

fig-84

Existing view of the intersection at W Thomas Road and N 75th Avenue.

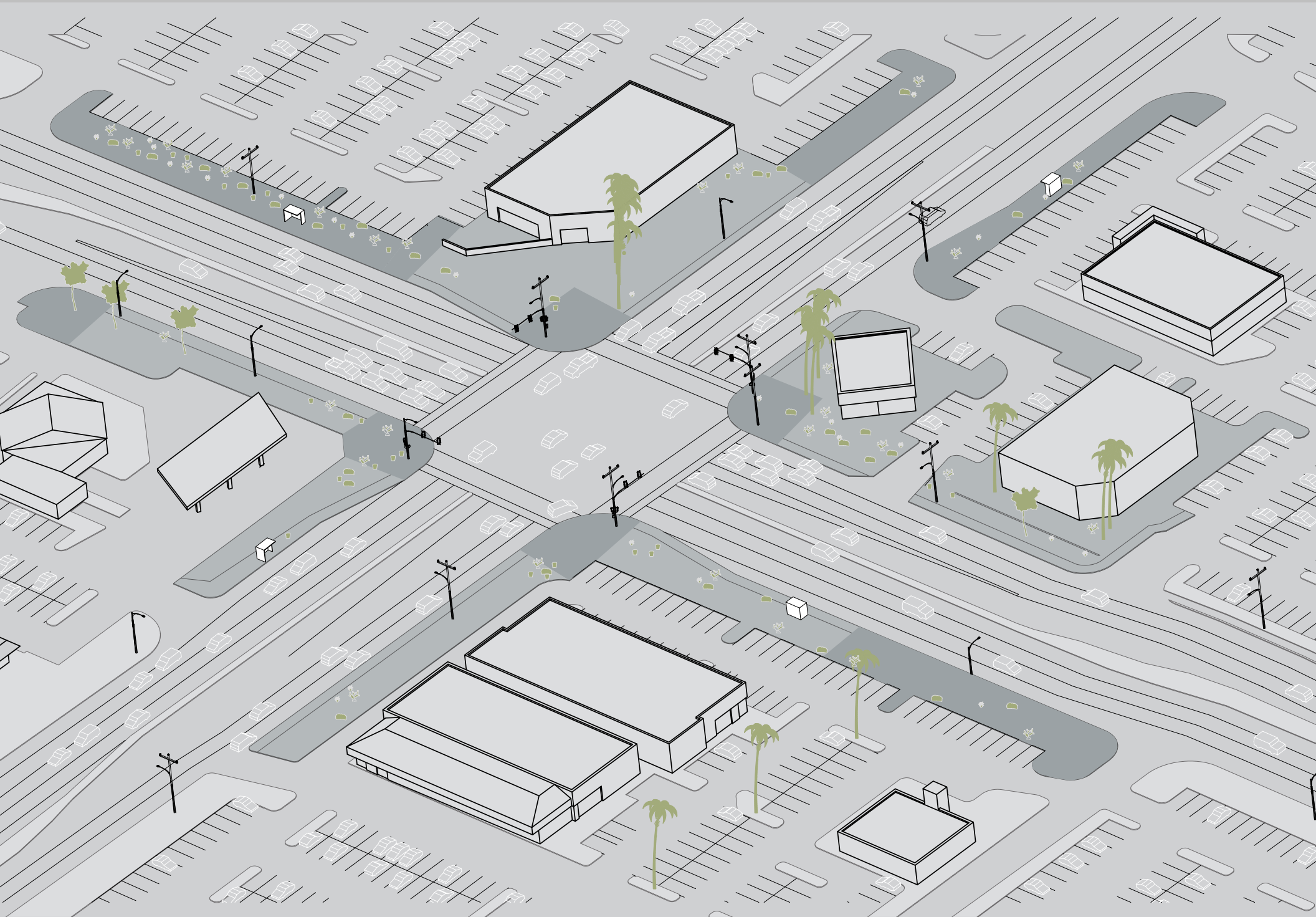


site design principles

02 Establish a Boundary

To maintain a minimal intervention and to prioritize the area immediately adjacent to a transit stop, a boundary at each intersection needs to be established. Using the principle of the walking shed, but applying it to immediate conditions, the boundary of the transit-oriented-micro-development is established. This walking shed instead of a 5 minute 400 meter walking radius is broken down to a 1 minute 80 meter walking radius broken down into 15 second, 20 meter intervals. The boundary is then created by selecting the curb cut closest to the walking shed.

fig-85 Walking radius around existing bus stops in 15 second intervals from 15 seconds to one minute.

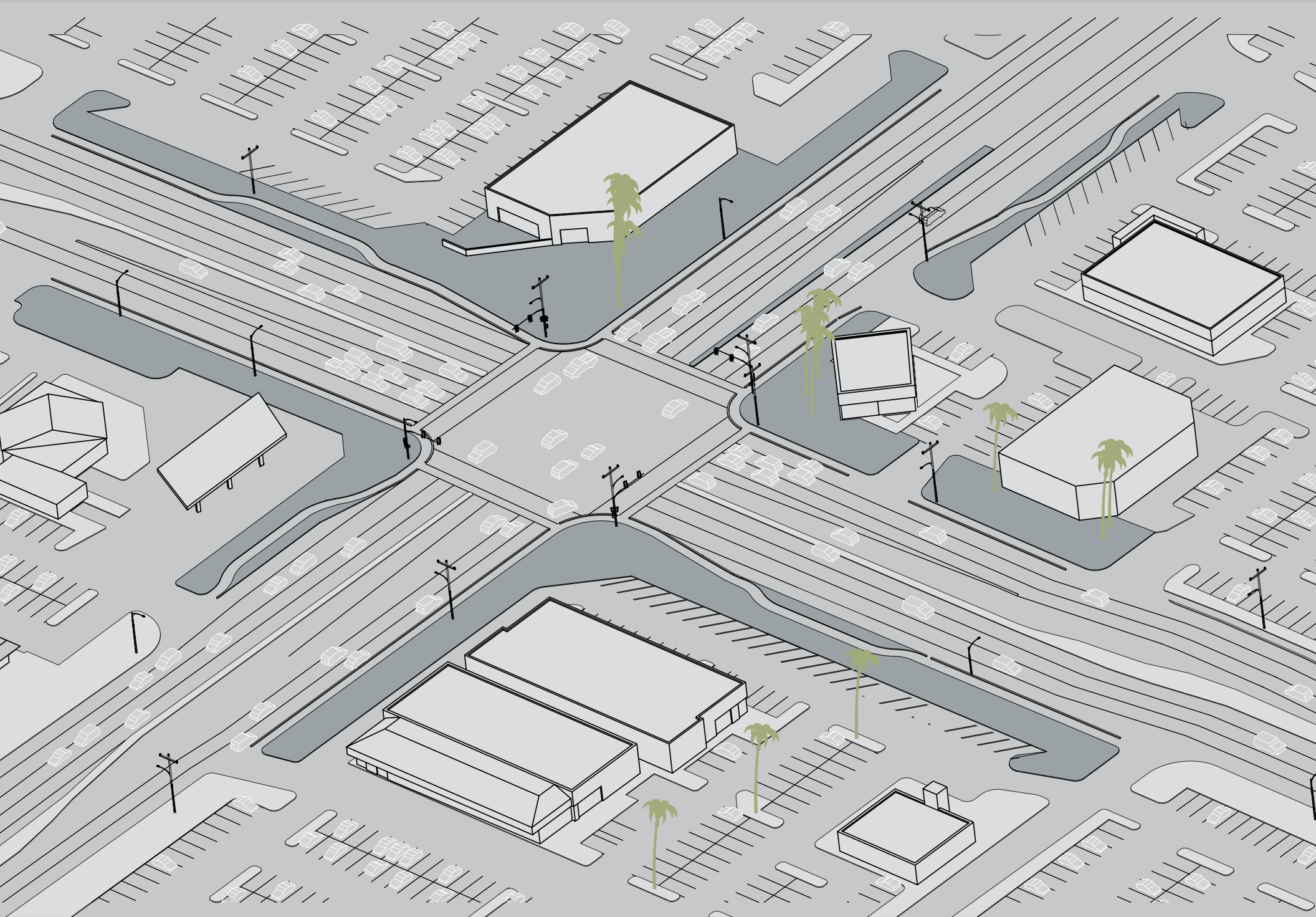


site design principles

03 Locate Areas of Visible Vulnerability

To facilitate an environment of being anonymous, areas of visible vulnerability or where a person is more susceptible to being isolated in their environment need to be located. These areas include intersections as that is where everyone including pedestrians come to stop and are more exposed. Other areas include long expanses of sidewalk that are open to the street on one side and open space, parking lots, on the other.

fig-86
Map showing areas of
visible vulnerability.

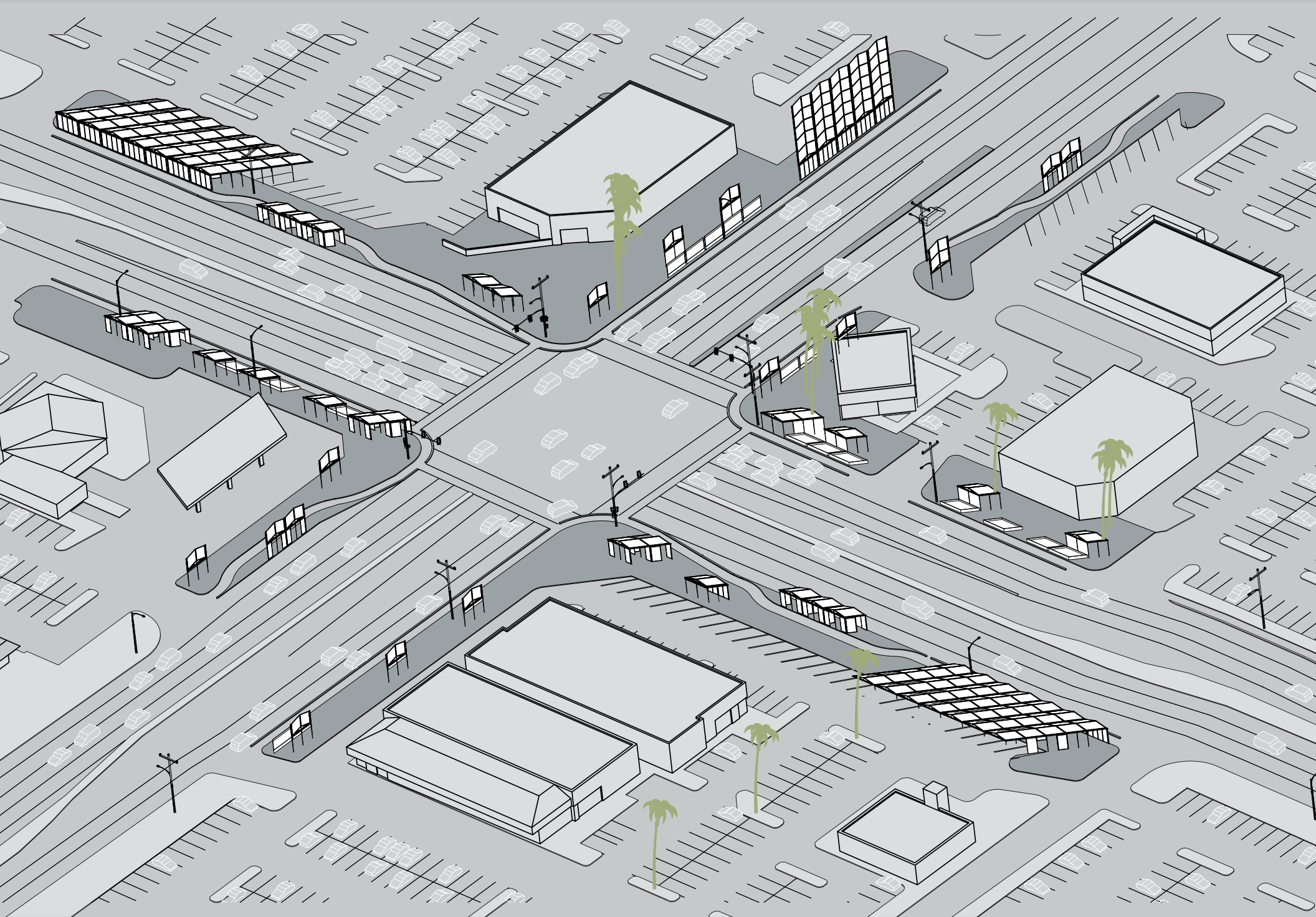


site design principles

04 Construction of Bike Paths and Bus Platforms

After the boundary has been established, and areas of visible vulnerability are established and the site is cleared, new curb cuts are created with distinct bike paths with safety curbs and bus stop platforms.

fig-87
Map showing construction of new curb cuts.

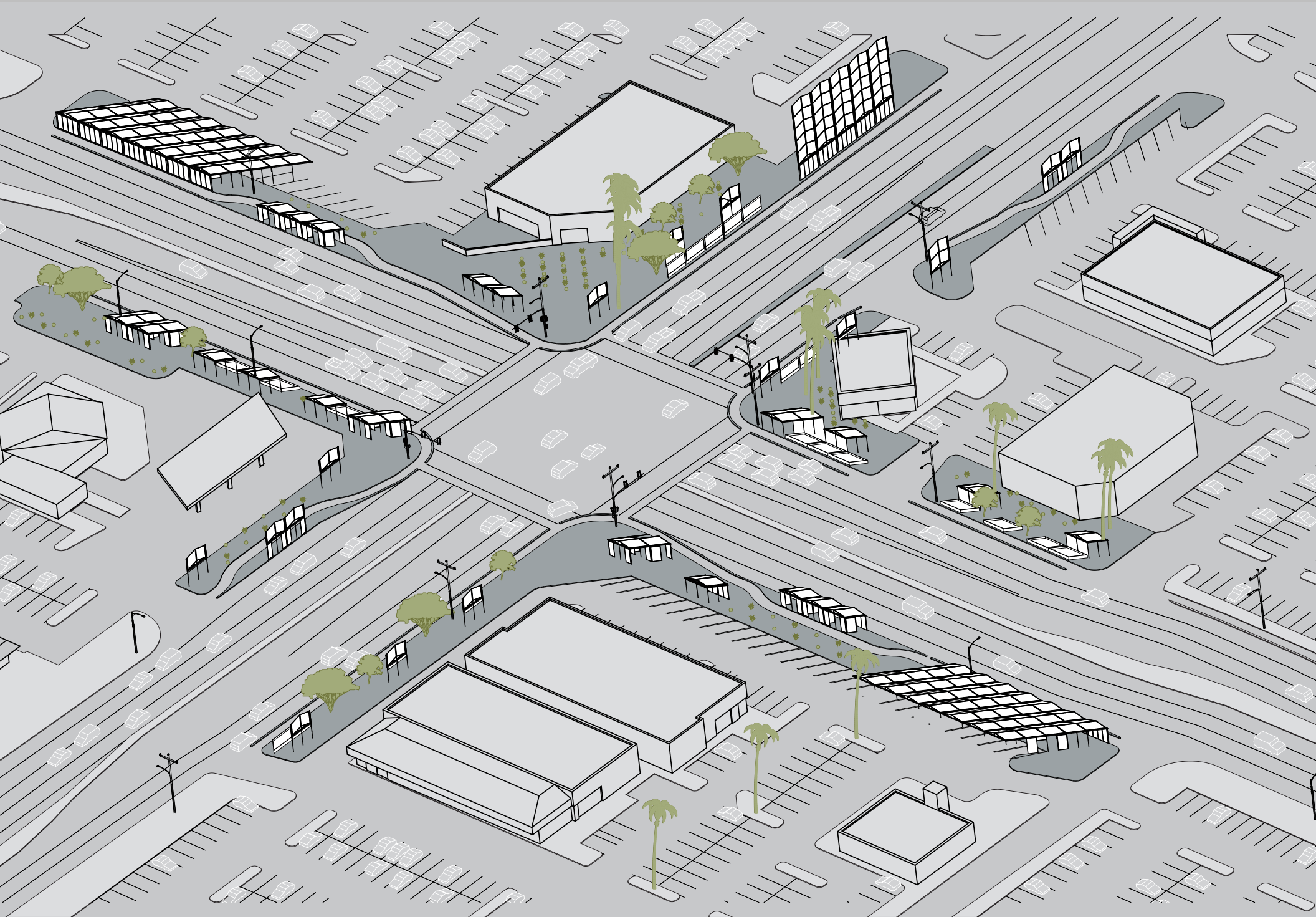


site design principles

05 Construction Built Form

After the new surface is complete, the built forms of the transit-oriented-micro development can be constructed.

fig-88
Map showing construction of TOMD built components.



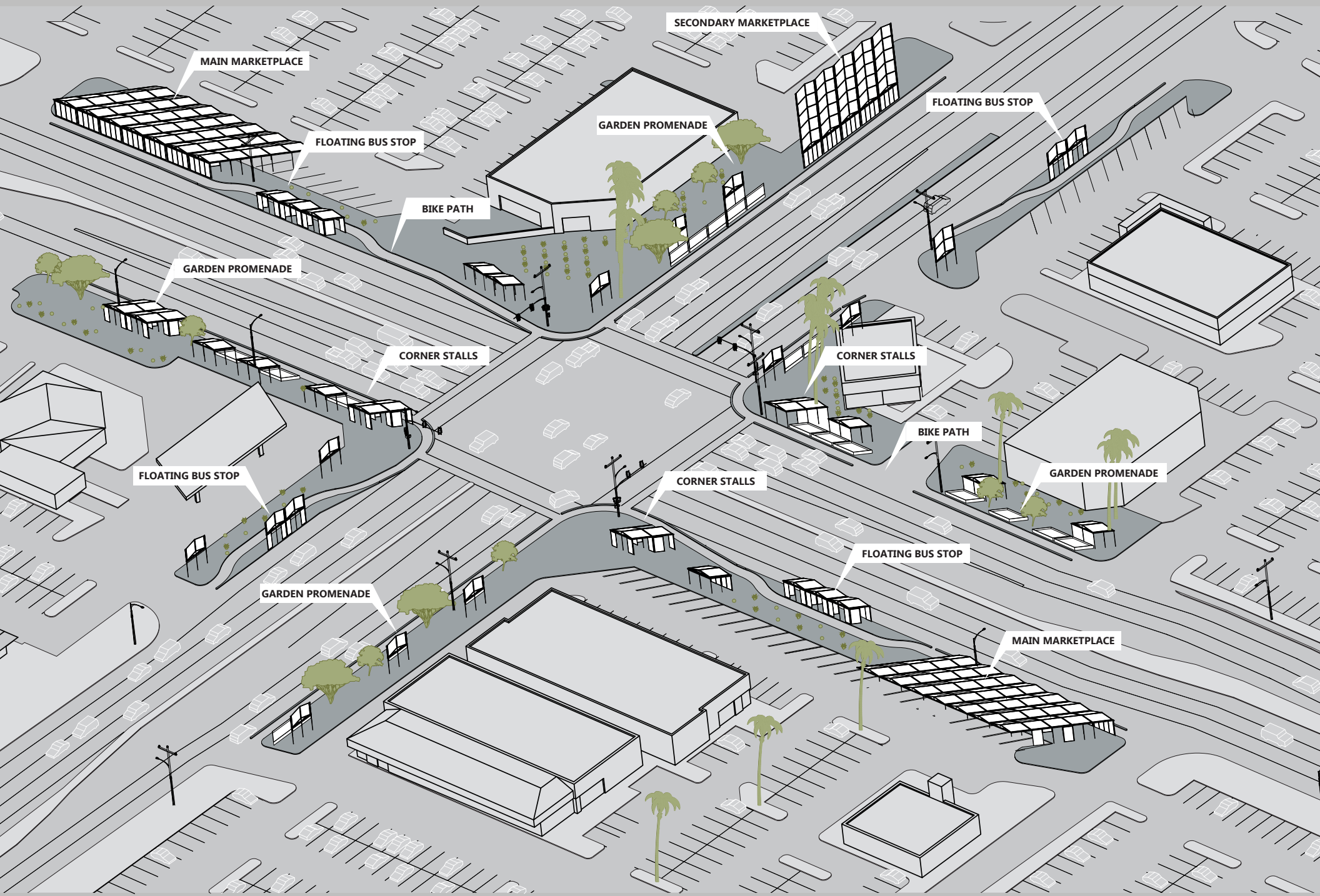
site design principles

06 Construction Landscape + Built Form

The last step is to integrate the new landscape elements into the development.

fig-89

Map showing construction of TOD built and landscape components.



MAIN MARKETPLACE

SECONDARY MARKETPLACE

FLOATING BUS STOP

FLOATING BUS STOP

GARDEN PROMENADE

BIKE PATH

GARDEN PROMENADE

CORNER STALLS

CORNER STALLS

FLOATING BUS STOP

BIKE PATH

GARDEN PROMENADE

CORNER STALLS

FLOATING BUS STOP

GARDEN PROMENADE

MAIN MARKETPLACE

site design principles

07 Determine a Kit of Parts

In order to construct the built and landscape elements, a kit of parts must be determined. This kit of parts includes five primary components: a floating bus stop, a marketplace, a garden promenade, and the corner stalls. There are additionally three stall types in the marketplace, an open stall for vendors, an open stall for food trucks, and a closed vendor stall. The elements can be distributed at each intersection, at each corner to form a distinct transit-oriented-micro-development.

fig-90
Transit-Oriented-
Micro-Development's
Kit of Parts

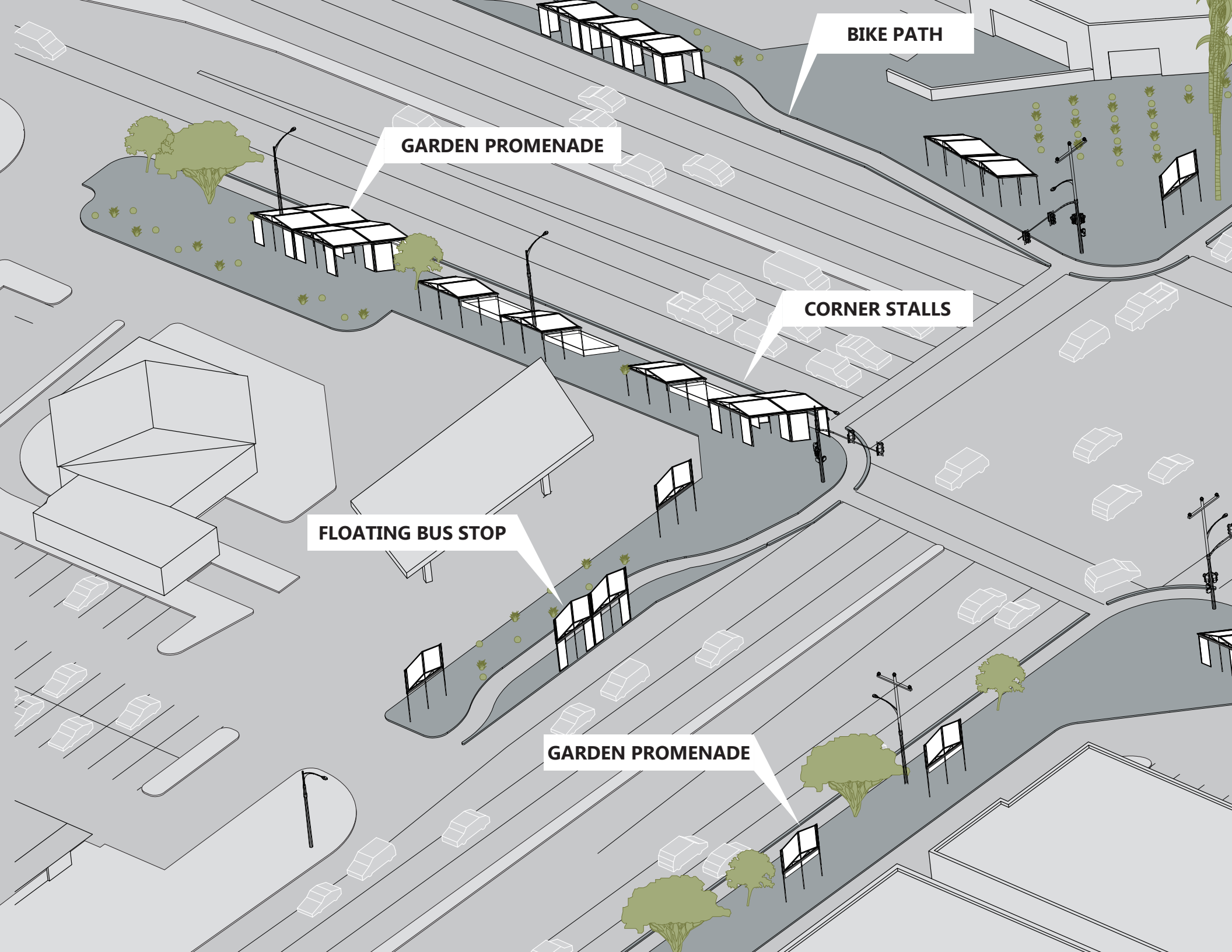
BIKE PATH

GARDEN PROMENADE

CORNER STALLS

FLOATING BUS STOP

GARDEN PROMENADE



Kit of Parts

The SW corner of W Thomas Rd and N 75th Avenue is the location of a gas station and supporting convenience store with very little peripheral parking. These conditions allow this corner to be the location of a garden promenade, corner stall, and bus stop, but not a marketplace as the marketplace is dependant on parking spaces.

fig-91
Integration of TOmD
at SW corner of
Thomas and 75th.

MAIN MARKETPLACE

FLOATING BUS STOP

GARDEN PROMENADE

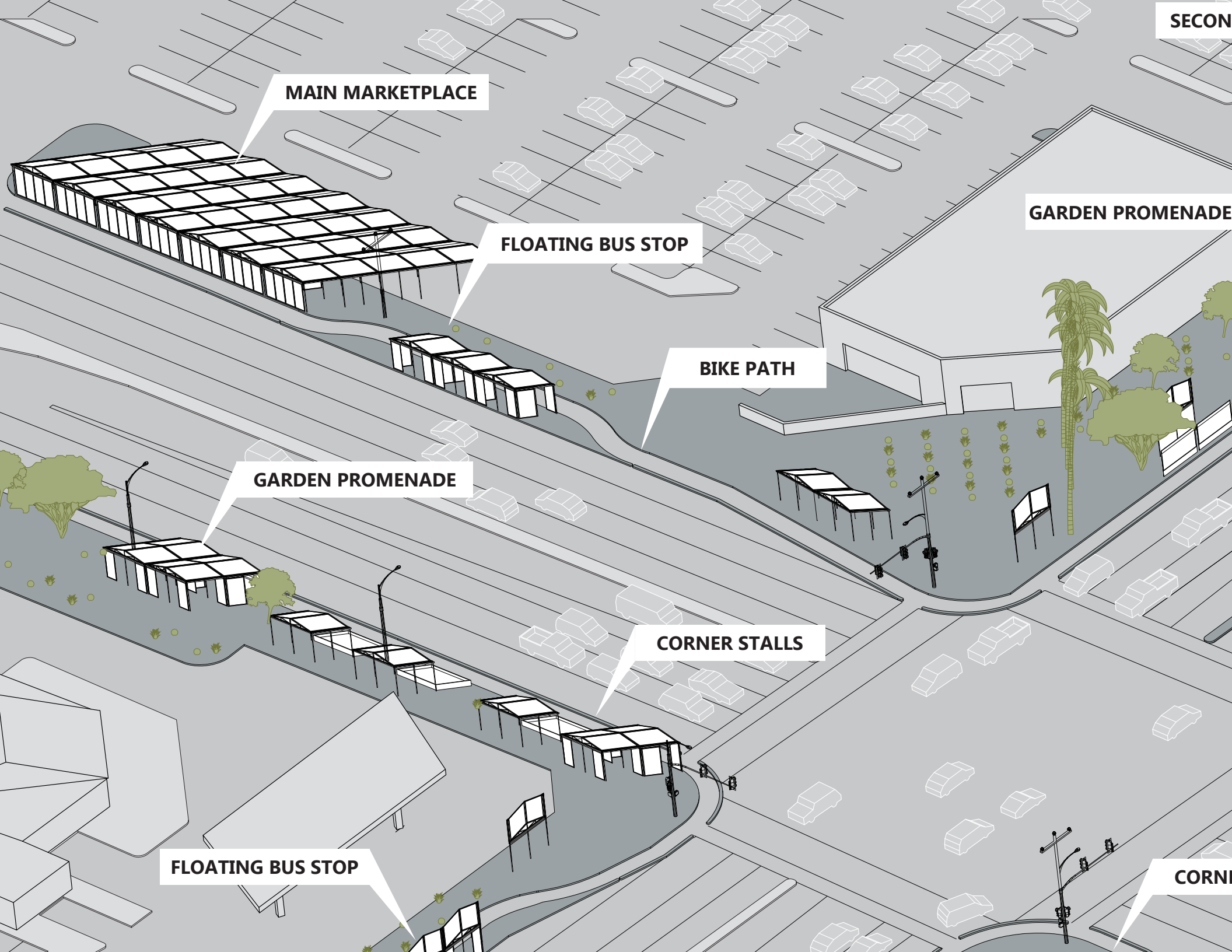
BIKE PATH

GARDEN PROMENADE

CORNER STALLS

FLOATING BUS STOP

CORNER



Kit of Parts

The NW corner of W Thomas Rd and N 75th Avenue is the location of a large commercial plaza with a multi unit retail building on the corner. There is also a considerable amount of street adjacent parking. These conditions especially the parking, allow for a large marketplace and considerable garden promenade. The sidewalk behind the bus stop is lightly planted and left without development, so as not to overly obstruct view of peripheral businesses.

fig-92
Integration of TOMD
at NW corner of
Thomas and 75th.

SECONDARY MARKETPLACE

GARDEN PROMENADE

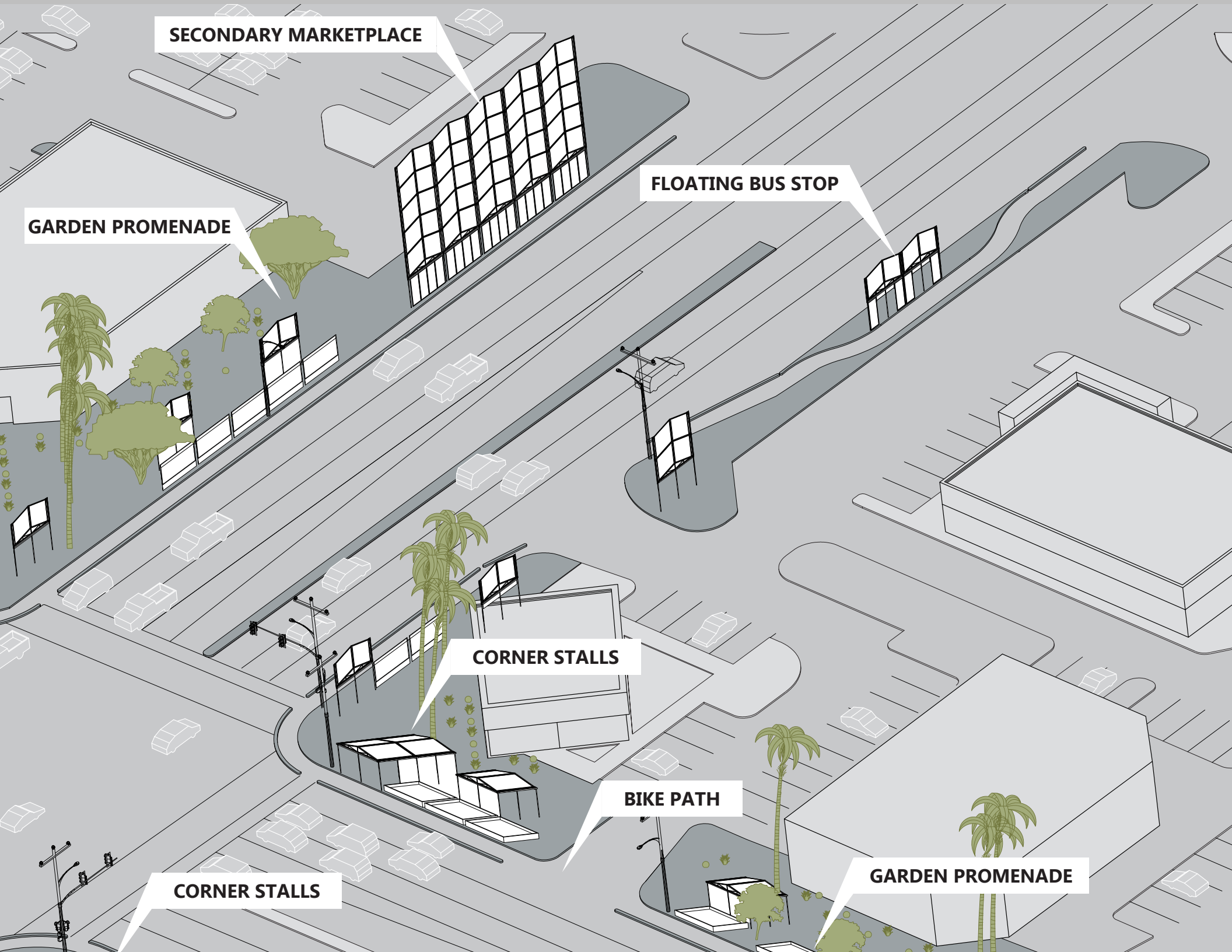
FLOATING BUS STOP

CORNER STALLS

BIKE PATH

CORNER STALLS

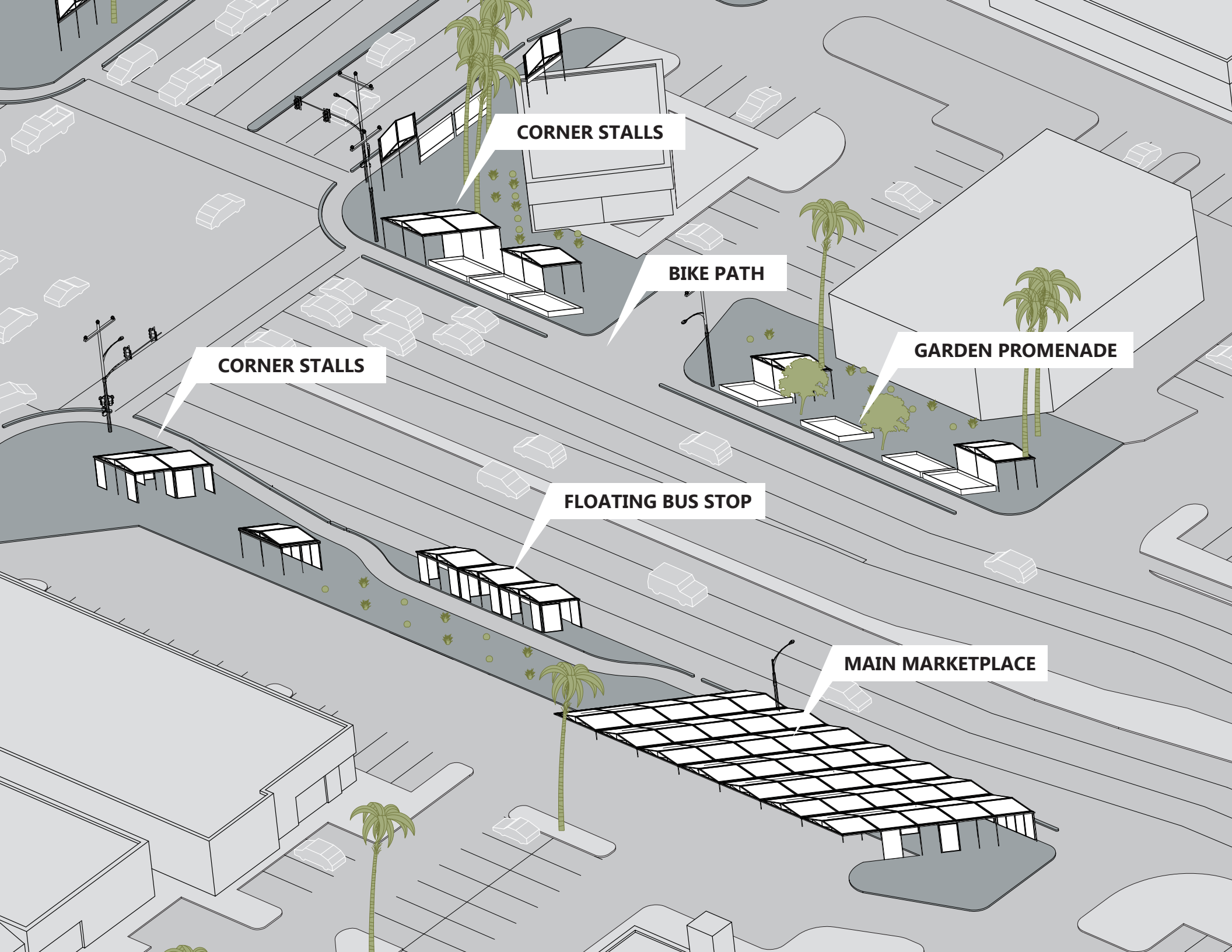
GARDEN PROMENADE



Kit of Parts

The northern extents of the NW and NE corner of W Thomas Rd and N 75th Avenue allow for a secondary marketplace development on the NW, but minimal marketplace on the NE as space was considerably reduced after integrating bike paths.

fig-93
Integration of TOmD
at NW and NE corners
of Thomas and 75th.



CORNER STALLS

BIKE PATH

GARDEN PROMENADE

CORNER STALLS

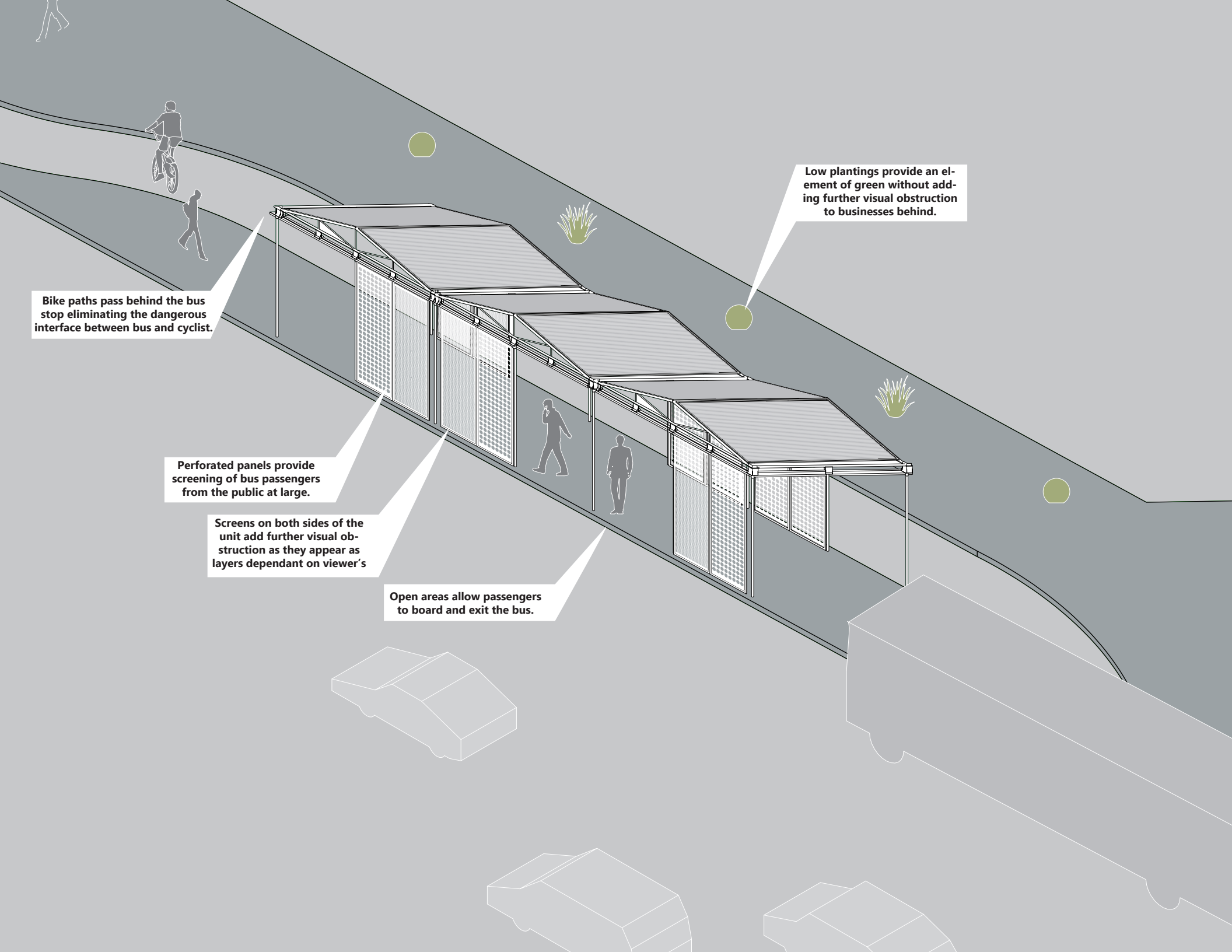
FLOATING BUS STOP

MAIN MARKETPLACE

Kit of Parts

The southern extent of the NE corner and SE corner of W Thomas Rd and N 75th Avenue allow for a considerable Garden Promenade on the NE with peripheral buildings and no parking, while a substantial marketplace is created in the expanse of parking on the SE. Market stalls do not extend to be directly in front of the retail store at the corner in an effort to minimize the obstruction of views to that business.

fig-94
Integration of TOmD
at NE and SE corners
of Thomas and 75th.



Bike paths pass behind the bus stop eliminating the dangerous interface between bus and cyclist.

Perforated panels provide screening of bus passengers from the public at large.

Screens on both sides of the unit add further visual obstruction as they appear as layers dependant on viewer's

Open areas allow passengers to board and exit the bus.

Low plantings provide an element of green without adding further visual obstruction to businesses behind.

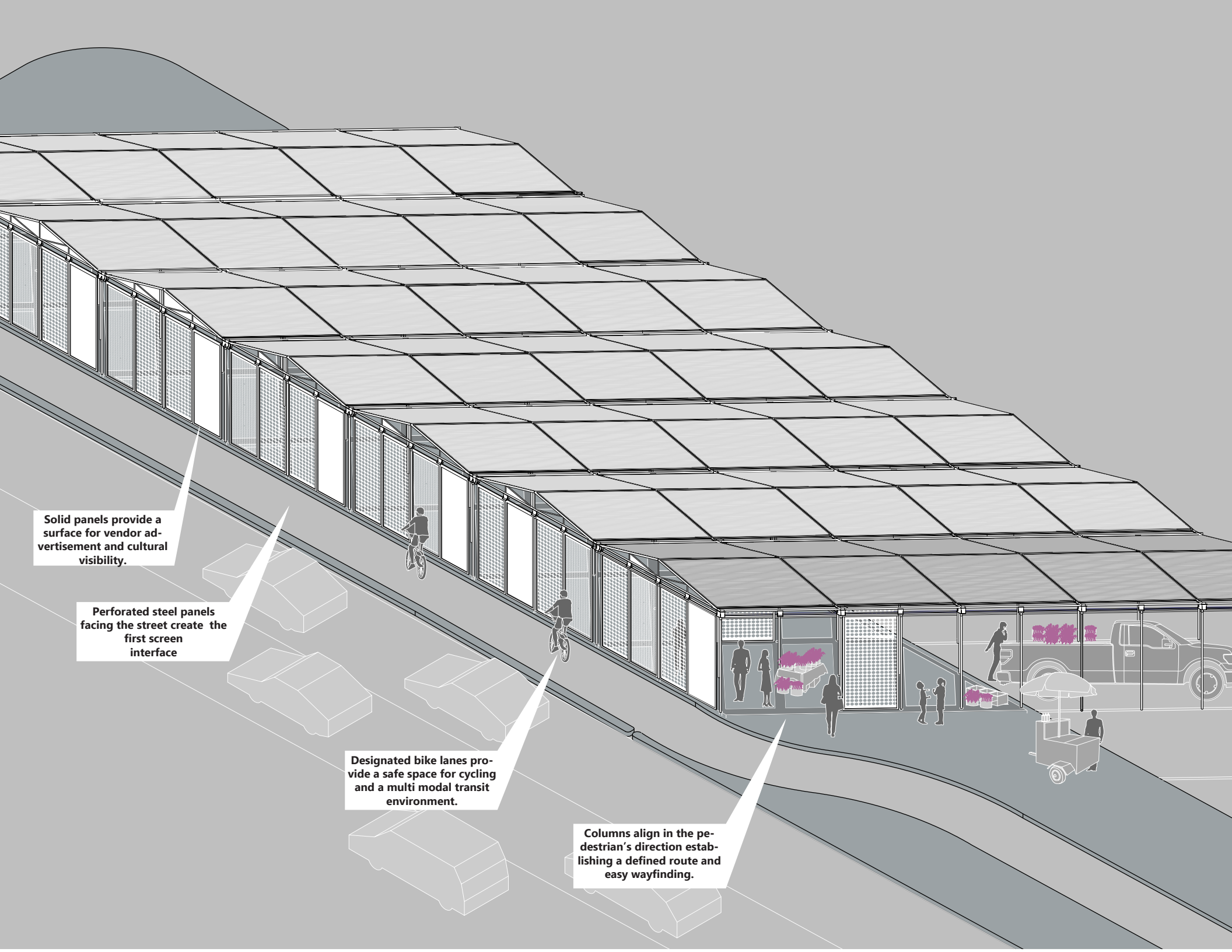
Kit of Parts

Floating Bus Stop

As a transit-oriented-micro-development, the design and concept begins with a transit stop. To promote the multi-modal environment that is encouraged by transit-oriented-development and transit-oriented-micro-development, the bus stop needs to integrate into a diverse mobile environment. The floating bus stop is implemented for safety reasons to remove the dangerous interface between cyclist and bus. Beyond safety requirements, the floating bus stop has considerable street presence when compared to a traditional bus shelter, and thus is more suitable in promoting transit use.

The design of the floating bus stop in this intervention, incorporates the use of perforated panels on either face that are offset on each side, these panels work with the angled design to produce a visually chaotic environment that eliminates bus patrons from always being exposed to passing traffic.

fig-95
Kit of Parts: Floating
Bus Stop



Solid panels provide a surface for vendor advertisement and cultural visibility.

Perforated steel panels facing the street create the first screen interface

Designated bike lanes provide a safe space for cycling and a multi modal transit environment.

Columns align in the pedestrian's direction establishing a defined route and easy wayfinding.

Kit of Parts

Marketplace

In addition to transit the transit-oriented-micro-development integrates a micro-development or marketplace of micro retail. In response to other micro developments, the marketplace in the TOmD incorporates multiple types of vendors. It is not solely a farmers market, traditional mercado or food truck market. To integrate a wide variety of vendor types, the marketplace needs to occur in a location that can facilitate mobile vendors like food trucks, accommodate vendor parking, but also integrate semi permanent vendors and more transient vendor types like food carts. The marketplace also integrates into the larger context of networks of markets and street vending in Phoenix. The location most appropriate in accommodating the vast array of vendor types is the space directly adjacent to parking. This allows the parking to be used for vendors, by food trucks, while creating a pedestrian mixed vendor space on the street. Additionally, the location between street edge and parking lot also eliminates vast quantities of space where a person can be easily identified or is visibly vulnerable.

fig-96
Kit of Parts:
Marketplace



Low plantings away from the street edge are planted at ground level.

Stall structures delimit the path route and provide places of rest.

Semi dwarf citrus trees provide shade

Planters at the street edge raise lower plantings create a natural screen.

Palo Verde Trees create a shaded canopy in the garden.

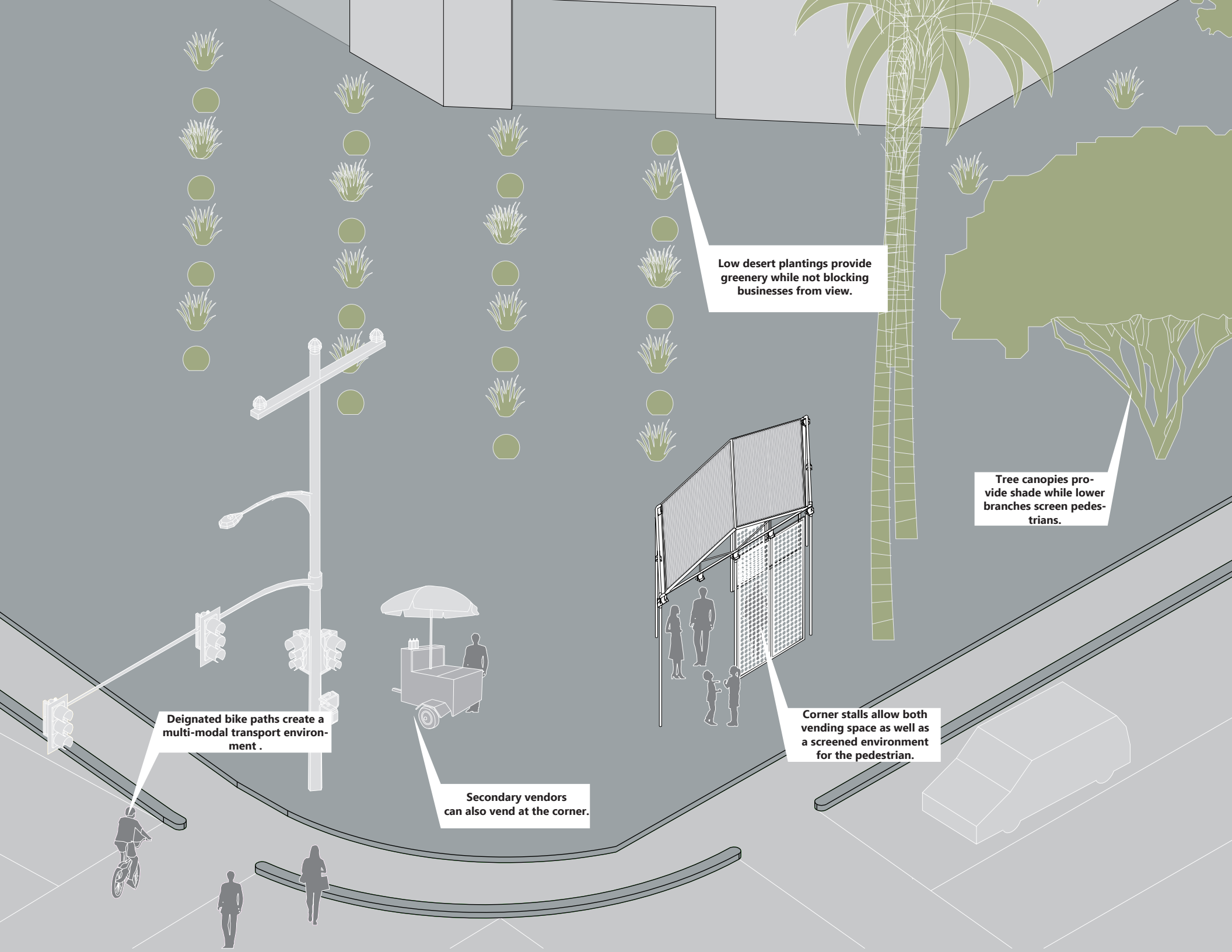
Kit of Parts

Garden Promenade

Especially absent at intersections in suburbia and at W Thomas Road and N 75th Avenue, is green space. While a confined space, the garden promenade serves to produce a setting that is otherwise absent.

Garden promenades occur in areas without parking, and thus without marketplaces, adjacent to building faces that are back of house. These not only provide green space, but are also designed with consideration of visibility. Selected desert plantings including Palo Verde and Semi Dwarf Citrus Trees that provide shade and operate as a screening device while lower plantings at the street edge are raised in planters to create a semi screening affect.

fig-97
Kit of Parts: Garden
Promenade



Low desert plantings provide greenery while not blocking businesses from view.

Tree canopies provide shade while lower branches screen pedestrians.

Designated bike paths create a multi-modal transport environment.

Secondary vendors can also vend at the corner.

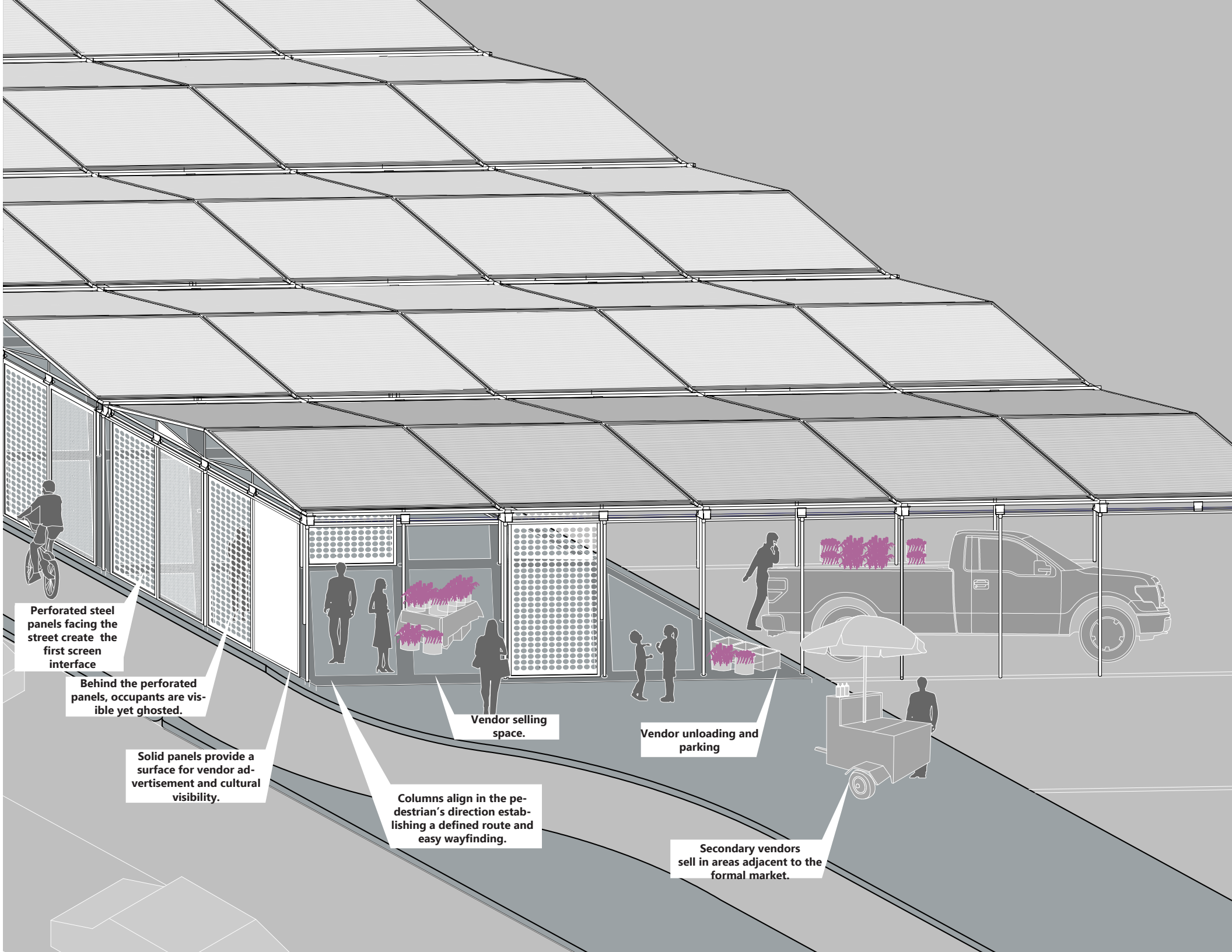
Corner stalls allow both vending space as well as a screened environment for the pedestrian.

Kit of Parts

Corner Stalls

As established in the site principles, the corner of the intersection is always a place of visible vulnerability, where a person is most likely to be identified. Unlike the area adjacent to a parking lot, a marketplace cannot be integrated at a corner directly blocking the view of adjacent businesses. As a compromise between these two opposing issues, a singular screened unit is integrated at the intersection in close proximity to the crosswalk. The unit acts as a place of refuge for pedestrians as they wait for the lights to change. Further, units can be used by businesses as a small promotional stall that is convenient for its corner location.

fig-98
Kit of Parts:
Corner Stalls



Perforated steel panels facing the street create the first screen interface

Behind the perforated panels, occupants are visible yet ghosted.

Solid panels provide a surface for vendor advertisement and cultural visibility.

Vendor selling space.

Vendor unloading and parking

Columns align in the pedestrian's direction establishing a defined route and easy wayfinding.

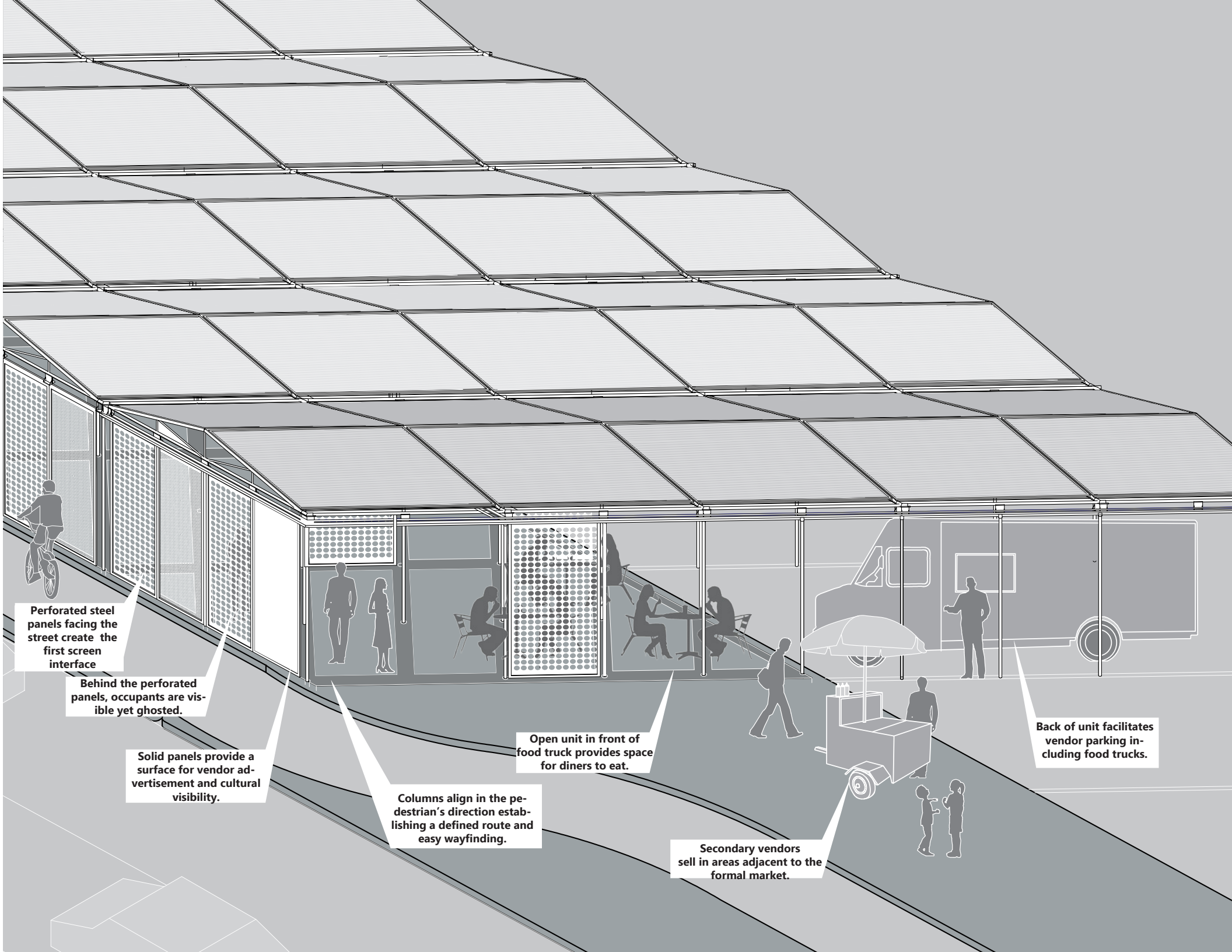
Secondary vendors sell in areas adjacent to the formal market.

Kit of Parts

Open Stall: Farm Vendor

The first of three market stall types is the open stall as used by a farmer or vendor that arrives by pick-up truck. The unit is composed of a front pedestrian access way that is screened from the street. The intermediate space is for use for selling of goods by the vendor. It is delineated by fixed panels that can be used for hanging merchandise, but also serve to provide lateral stability. Directly behind, but still open to the front is a space for vendor unloading, while the back of the unit is for parking. The openness of the unit from the parking space at the rear to selling space at the front gives the vendor the most flexibility in how they wish to display their products.

fig-99
Kit of Parts:
Open Stall: Farm
Vendor



Perforated steel panels facing the street create the first screen interface

Behind the perforated panels, occupants are visible yet ghosted.

Solid panels provide a surface for vendor advertisement and cultural visibility.

Open unit in front of food truck provides space for diners to eat.

Columns align in the pedestrian's direction establishing a defined route and easy wayfinding.

Secondary vendors sell in areas adjacent to the formal market.

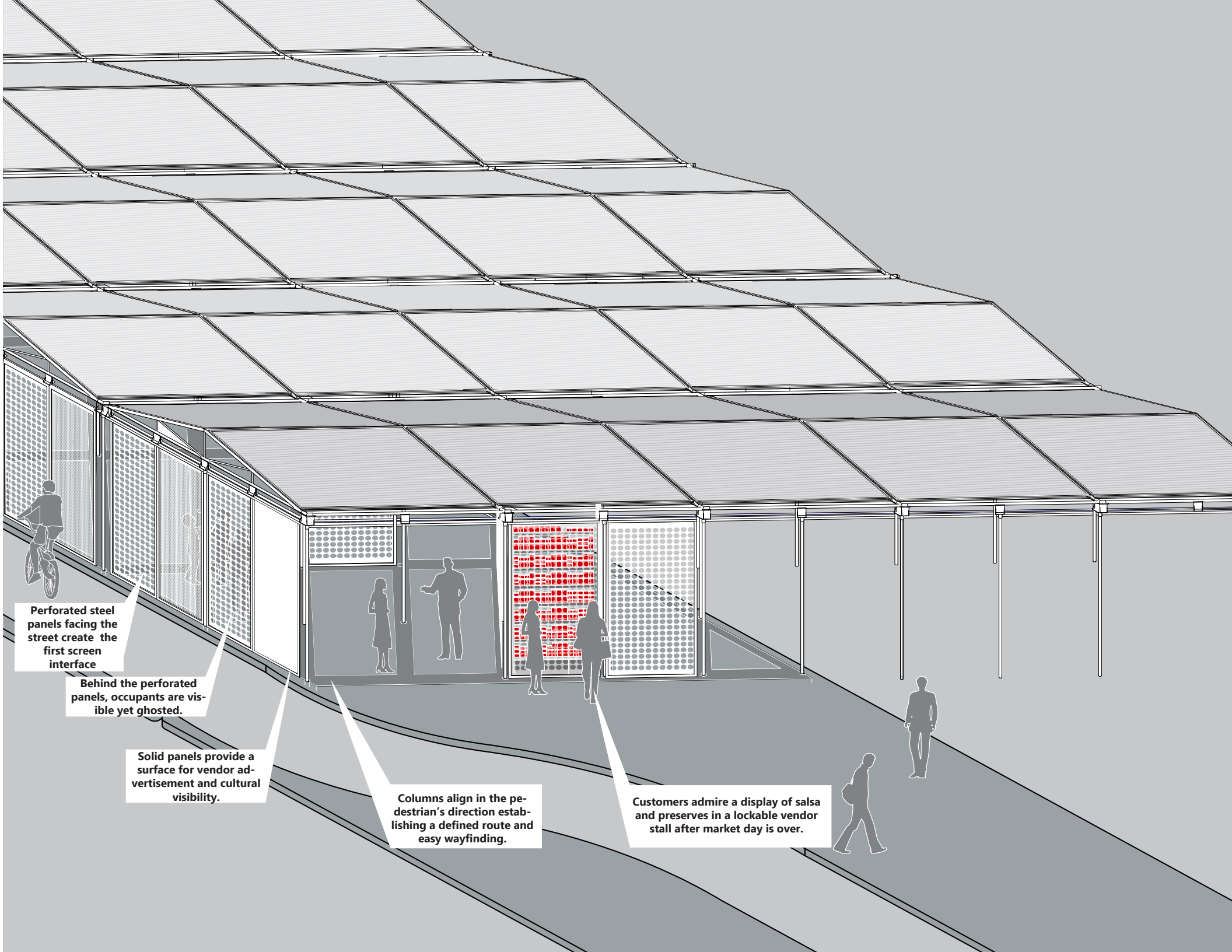
Back of unit facilitates vendor parking including food trucks.

Kit of Parts

Open Stall: Food Truck Vendor

The open stall can also be adapted for use by a food truck vendor. In this condition, the selling and unloading space as required by purveyors of varying goods is replaced by a picnic or cafe environment, where food truck customers can enjoy their meals. The transit-oriented-micro-development therefore supports areas of social engagement as well as strictly vending.

fig-100
Kit of Parts:
Open Stall: Food Truck
Vendor



Perforated steel panels facing the street create the first screen interface

Behind the perforated panels, occupants are visible yet ghosted.

Solid panels provide a surface for vendor advertisement and cultural visibility.

Columns align in the pedestrian's direction establishing a defined route and easy wayfinding.

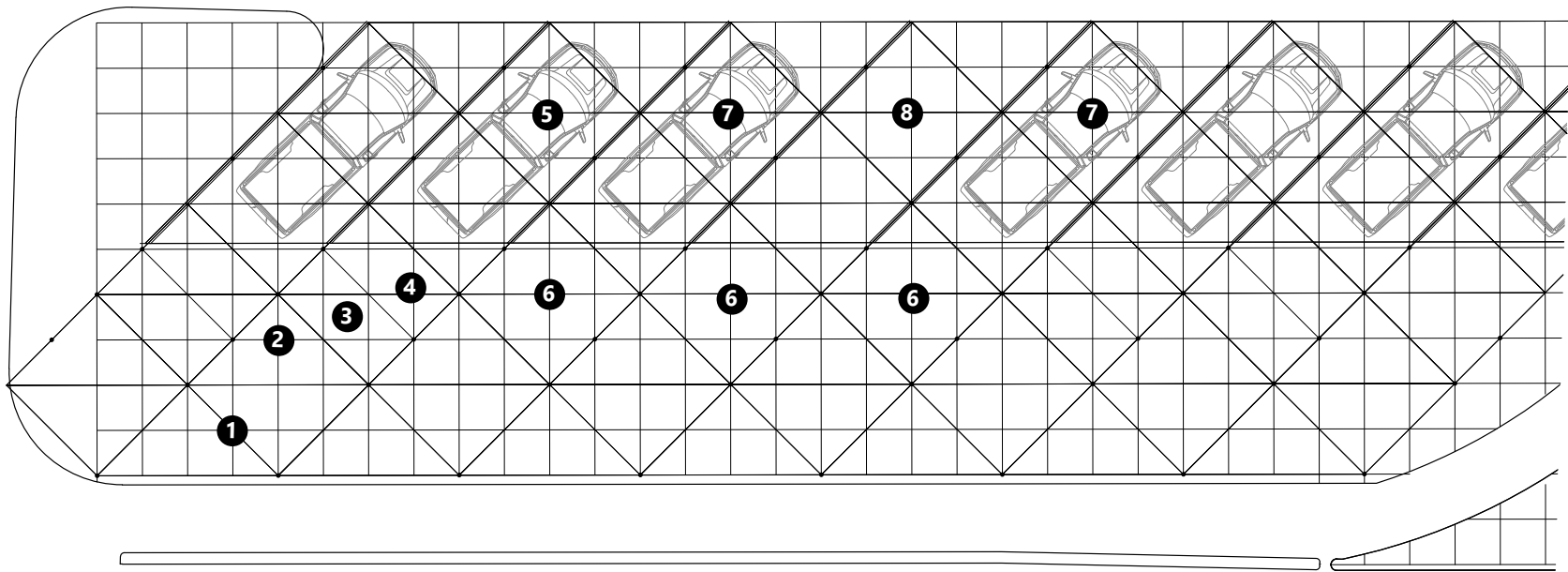
Customers admire a display of salsa and preserves in a lockable vendor stall after market day is over.

Kit of Parts

Closed Vendor

In response to the popularization of shipping container markets that establish permanent spaces for micro retail, a market stall in the transit-oriented-micro development must also accommodate a secure unit. Lockable screens in the area of the vendor stall enable the vending of a wider selection of merchandise that can also act as a display or screen after the market has closed.

fig-101
Kit of Parts:
Closed Vendor



- 1** Pedestrian Access
- 2** Open Vendor
- 3** Closed Vendor
- 4** Vendor Unloading
- 5** Vendor Parking
- 6** Open Stall
- 7** Food Truck Parking
- 8** Food Truck Access

Kit of Parts

Marketplace Plan

A standard market unit is composed of five square bays rotated on 45 degrees with the front and end as half bays. Two fold away screens intersect the second full bay to form the closed vendor stall.

fig-102

Plan of a typical market configuration with a diverse range of unit types.



fig-103 Robert Irwin
Varese Scrim, 2013

Fine gauze screens of varying widths divide a room, creating areas of varying transparencies for the viewer. An occupant is ghosted but visible behind the screens.



fig-104 Denton Corker Marshall
Stonehenge Visitor Centre,
Stonehenge, UK, 2013

The centre's 211 irregularly spaced sloping columns create visual clutter and a sense of depth through parallax as the column forest gives a sense of depth to the space.

4.3 transit-oriented-*micro*-development at the micro scale: designing the unit: precedents

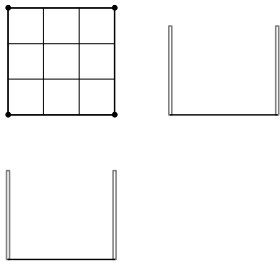
To begin the design of the base unit, several precedents were considered in terms of the visual affect each produced.



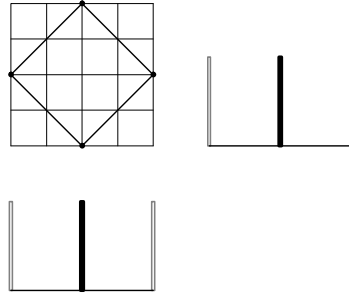
fig-105 SO - IL
Kukje Gallery, K3 Building
Seoul, South Korea, 2012
A gaussian skin around a stairway at the gallery filters the people in
behind. While still visible from the outside, they blur into the distance,
less recognizable to a viewer.



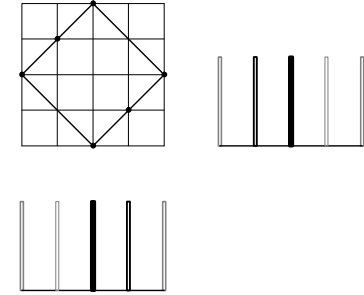
fig-106 Atherton-Keener
Meadowbrook Residence
Phoenix, Arizona, 2010
Ferrari shade sails stretched on steel frames become translucent when
illuminated from the interior. Plants on the inside are ghosted but
visible from the outside.



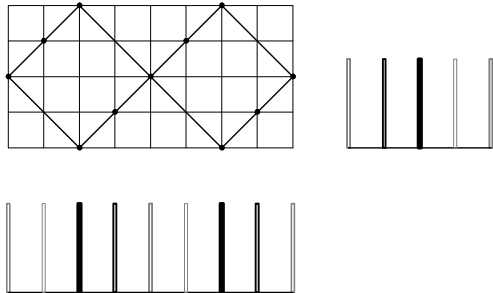
01



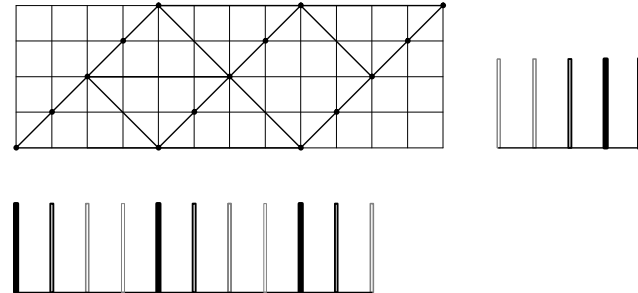
02



03



04



05

fig-107
Elevational and Plane-
metric Spatial Dia-
grams.

designing the unit: visibility

01

A regular parallel grid achieves a column structure that is the same in both directions. Columns are the same distance from the viewer.

02

Shifting the box on a 45 degree angle produces an affect where although the structure is the same in both directions, the central column is now closer to the viewer than those on the left and right.

03

Placing an intermediate column on two of the parallel faces adds more dimension as now the five columns one sees in elevation are four different distances away. Both elevations are also no longer exactly the same. They are now mirror images of each other.

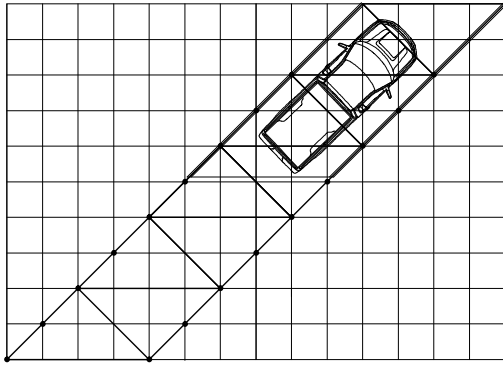
To create the overstimulated environment that Milgram speaks of thereby facilitating one to be anonymous, as many elements as possible in the design of the unit and micro marketplace had to play a critical role. The design's main consideration in terms of visibility is the layout of the structural grid. As many columns as functionally possible were used in order to build a base for a busy environment. The affect of parallax is achieved through a rotated structure. This affect is described in the diagrams on the left hand page.

04

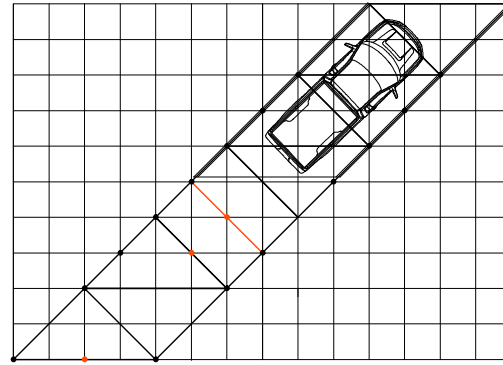
When multiplied, the rotated structure with intermediate columns produces a dynamic affect as columns are at several different distances.

05

For functional purposes, the face in the long direction needs to be parallel to the viewer. The square base unit is therefore broken by an intermediate line parallel to the long direction that changes the base unit's form to a triangle or parallelogram.



06



07

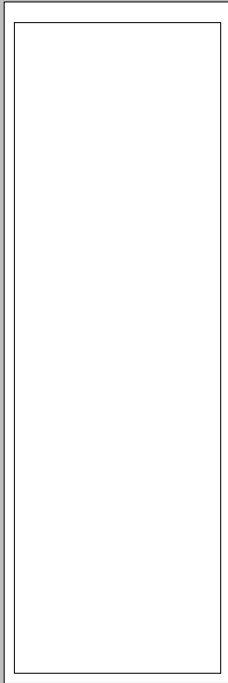
fig-108
Plan diagrams.

06

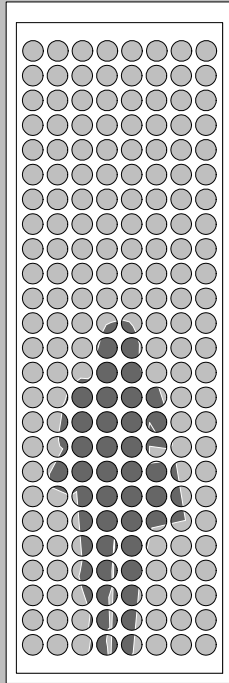
While the column structure is the base element in creating the visual screening affects, the column spacing is also important to function of the design. The grid is spaced so that someone walking through the market is comfortable and that someone else may pass. It is also spaced so that a pick up or food truck may park in the back of the stall.

07

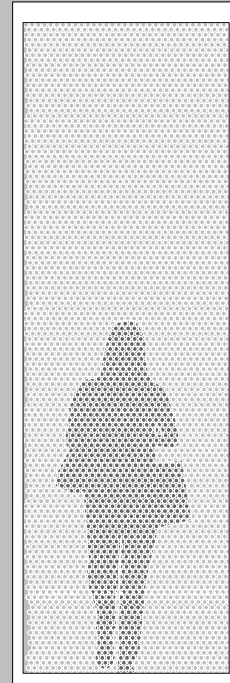
While a mirrored triangular arrangement, forms the base of the design, the triangular form is sometimes broken in order to accommodate closure panels for secure vendors.



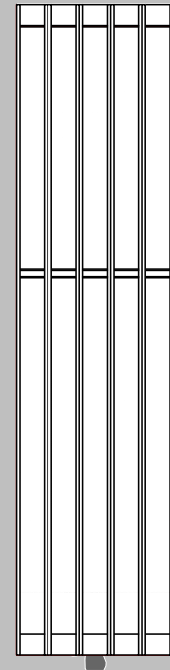
01



02



03



04

screening devices - built

Four different screen types further the affect of creating an overstimulated environment, but are also functional.

01

A solid panel allows for signage towards the street, allowing each vendor to have visibility. Vendor items like fridges in closed units can also be hidden with this panel. This panel obviously obstructs any light and blocks the people and environment behind.

02

A panel with large perforations creates some visual clutter, brings lots of light into the space and only minimally screens a person. The environment behind is mostly visible.

03

A panel with small perforations creates the most visual clutter, brings light into the space, while screening a person lightly. The environment behind is subdued and ghosted.

04

The vendor closure system add even more visual clutter, while allowing permanent vendors to have a secure space to store their items.

fig-109
Screen diagrams.



screening devices - landscape

While the physical structure functions in terms of both visual and market requirements, the design of the landscape does as well.

Native desert trees and plants were selected for functional and aesthetic purposes. They are also arranged on the same rotated grid.

01 Palo Verde Tree

The State Tree of Arizona, the palo verde is one of few trees native to the desert that provides a canopy. This tree is incorporated into the scheme for its canopy but also as the tallest landscape element that can screen occupants. This is the major screening or creator of visual obstruction in the landscape design.

02 Semi Dwarf Citrus Tree

The second largest of the landscape elements, the semi dwarf citrus grows to a mature height of 15' with a canopy that also provides shade.

fig-110
Landscape Diagrams.

In addition to the trees, lower native plantings are also integrated into the design scheme. They provide much needed natural elements, as well as some visual obstruction. To facilitate more screening, at the street edge, these low plants are raised in planter boxes.

03 Golden Barrel Cactus

04 Aloe Vera

05 Ocotillo



design - parallax at play



The series of screening devices, and the angled column grid combine to create a space with many different visual experiences as one encounters the building from the street. When viewed at or near a 45 degree angle to the front face, rows of columns align, causing the stalls to appear most transparent. In this view, stalls are also most clearly delineated and do not blend into each other.

fig-111
Movement render 1.



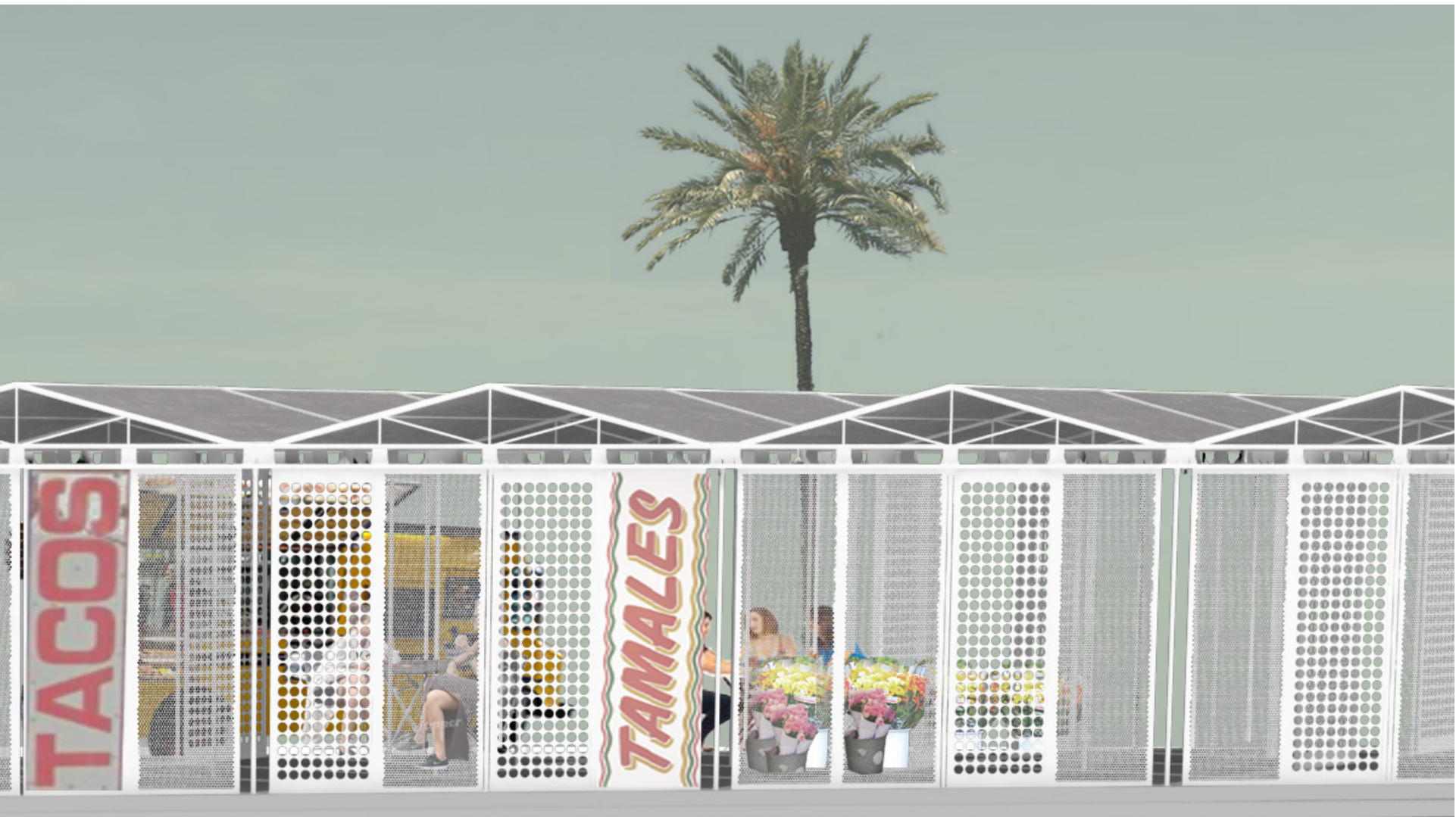


fig-112
Movement render 2

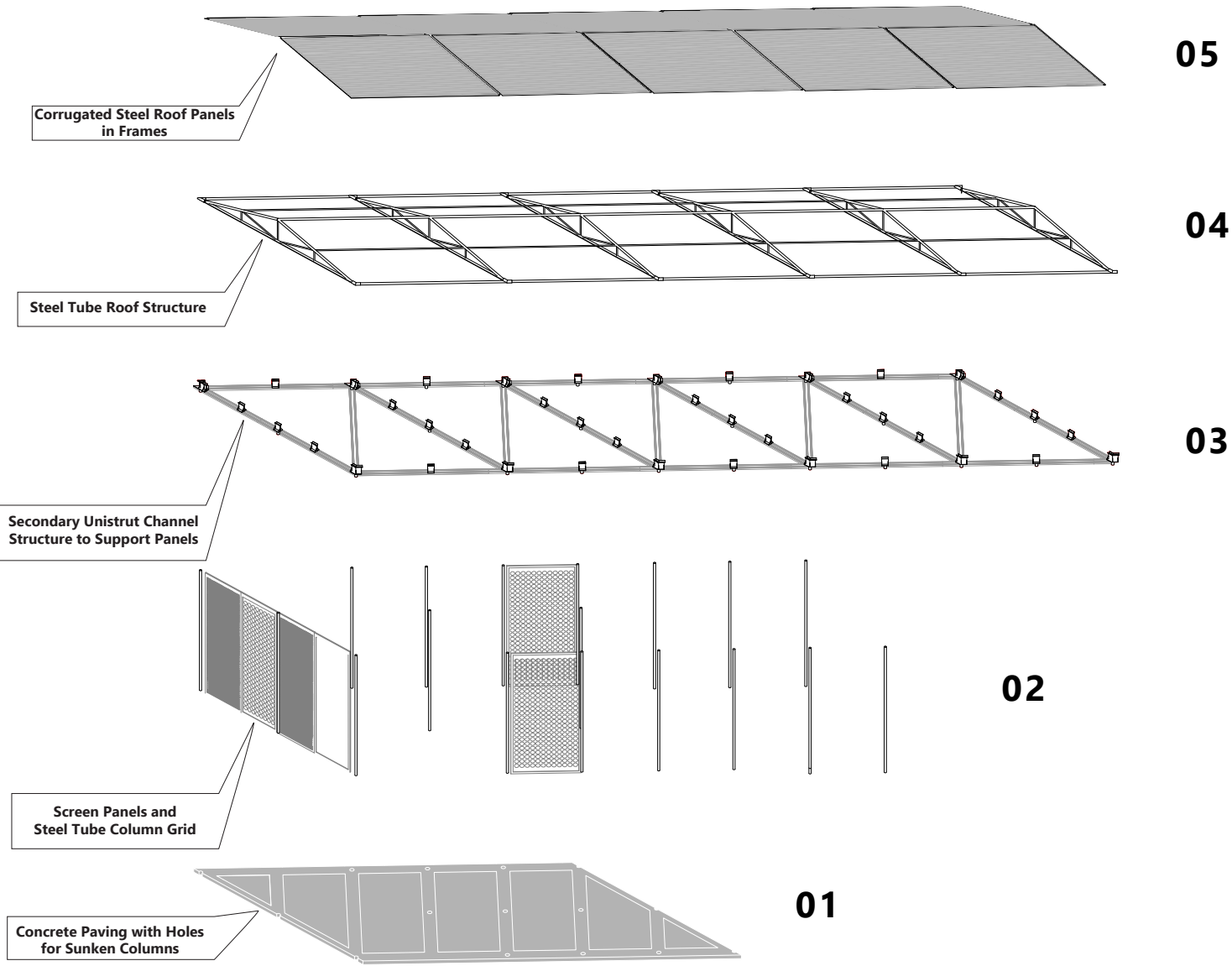
When a viewer shifts to the right, subsequent rows of columns are visible, while panels between stalls are visible adding another layer of visual complexity. Individual stalls are no longer clearly delineated. Stalls appear to blur into each other with people and objects becoming more visually obscured.



When a viewer shifts even further to the right, the interior environment is also obscured. Screens on the interior visually interact with screens on the exterior producing a double screening affect that distorts and ghosts the elements behind. Columns add to the distortion as they also produce a visually dense environment.



fig-113
Movement render 3



unit construction

The unit construction is composed of five component layers..

01

Concrete paving in a custom pattern provides the ground surface of the market. Holes are cut for columns to anchor into the ground below.

02

The screening layer composed of panels and steel columns secures into the base. Columns are bored into the ground using a sleeve with flange connection, while screens are fixed to provide lateral stability.

03

Screens are secured into Unistrut channels above, while columns are secured to the truss above using a custom detail that bolts to the Unistrut.

04

A steel pipe truss frame supports the roof above and is secured to the columns below using a pinned connection, the same connection that is bolted to the Unistrut.

05

The roof is comprised of corrugated steel panels assembled in frames.

fig-114
Exploded construction
isometric

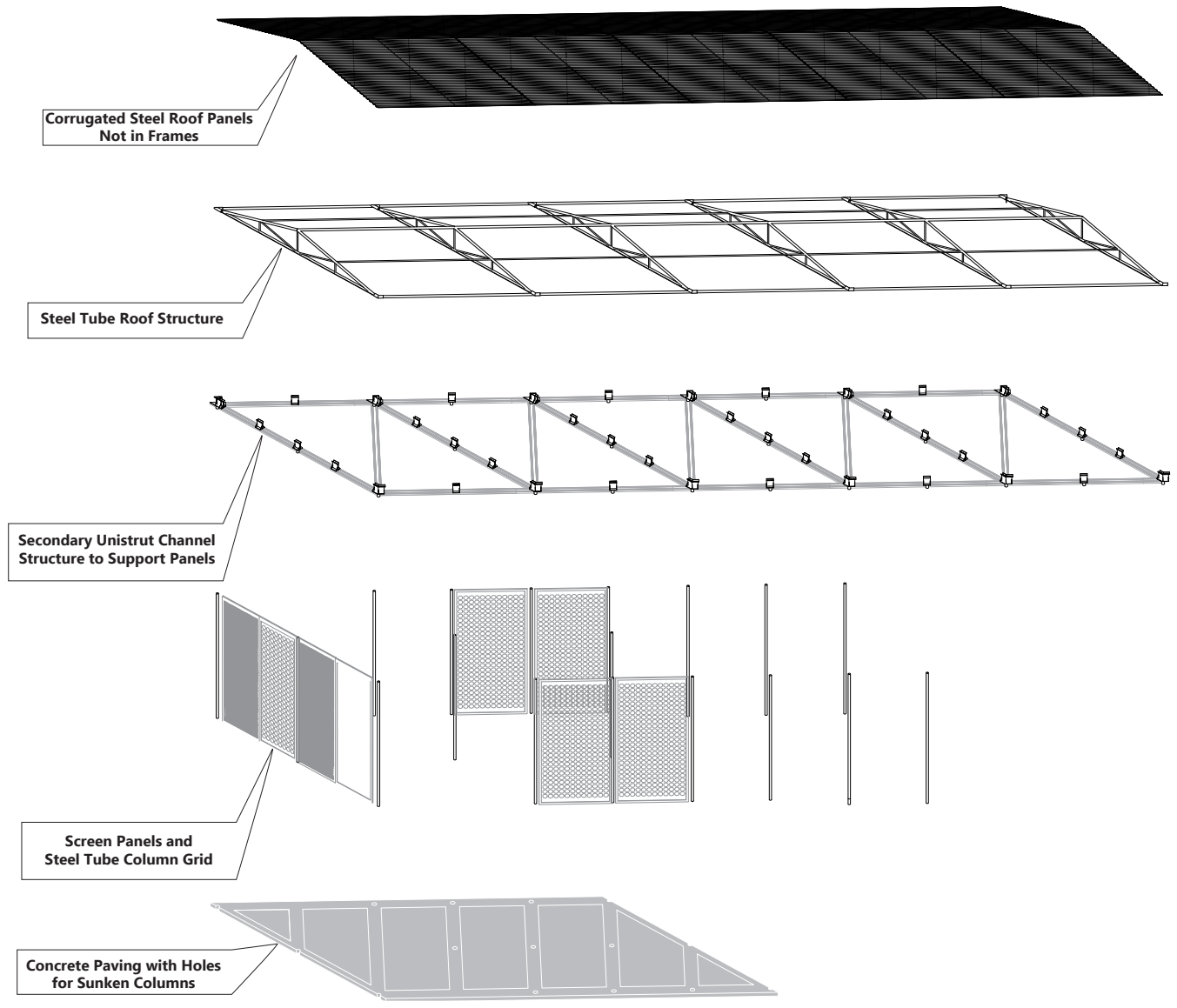


fig-115
Exploded construction
isometric alternative
scheme.

unit construction - roof alternative

Instead of setting the corrugated roof panels in frames, a steel roof with a larger corrugation could be integrated. This method may be preferred as panels are no longer fastened to merely the support members at the edge, but can be bolted to intermediate chords.

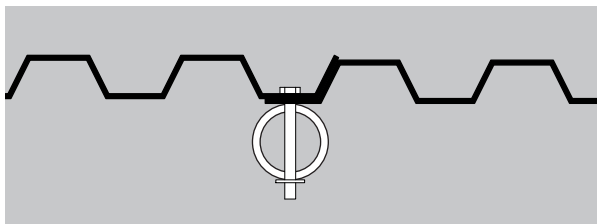


fig-116
Corrugated steel section.

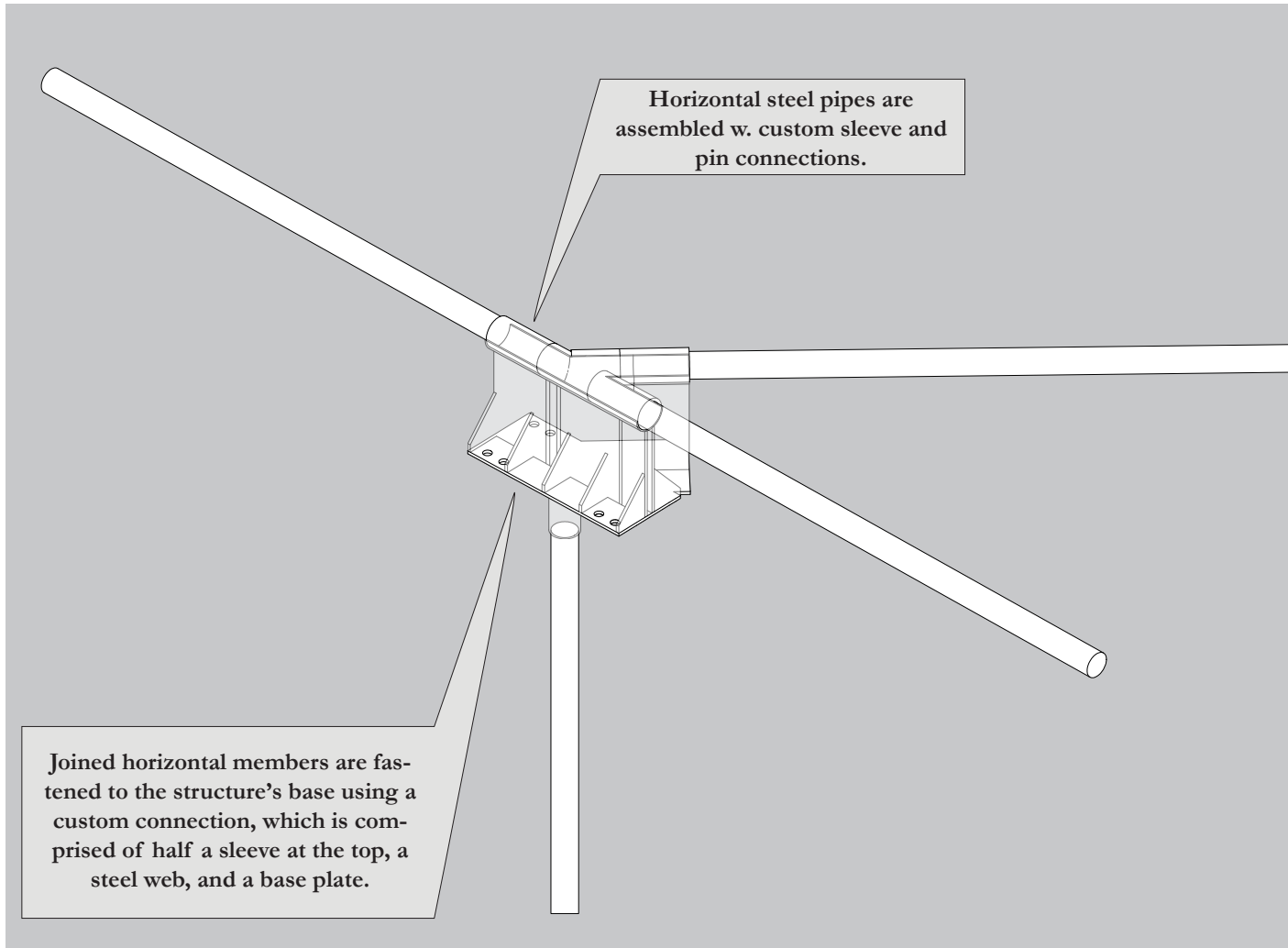


fig-117
Main connection detail.

unit construction - details

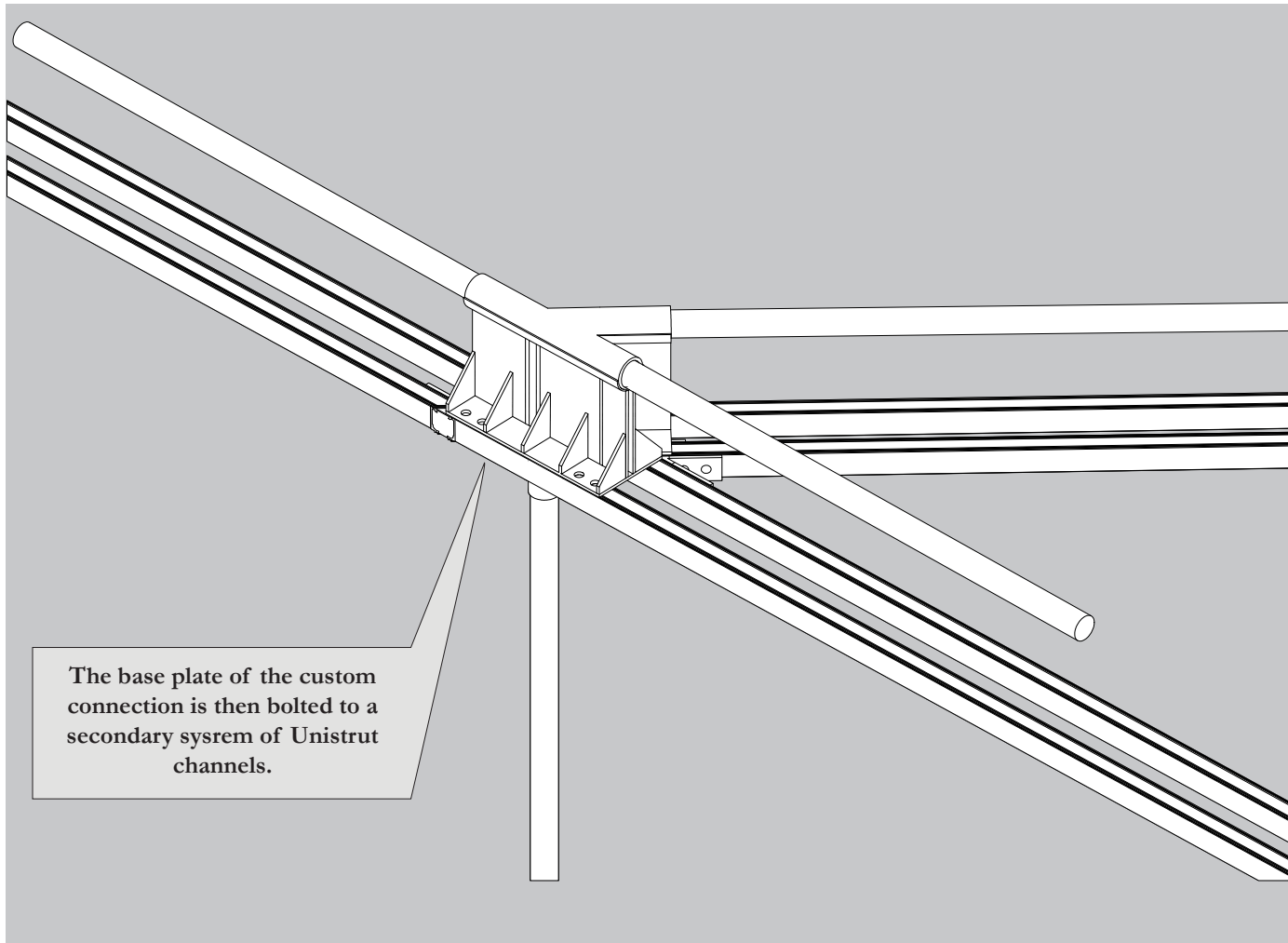
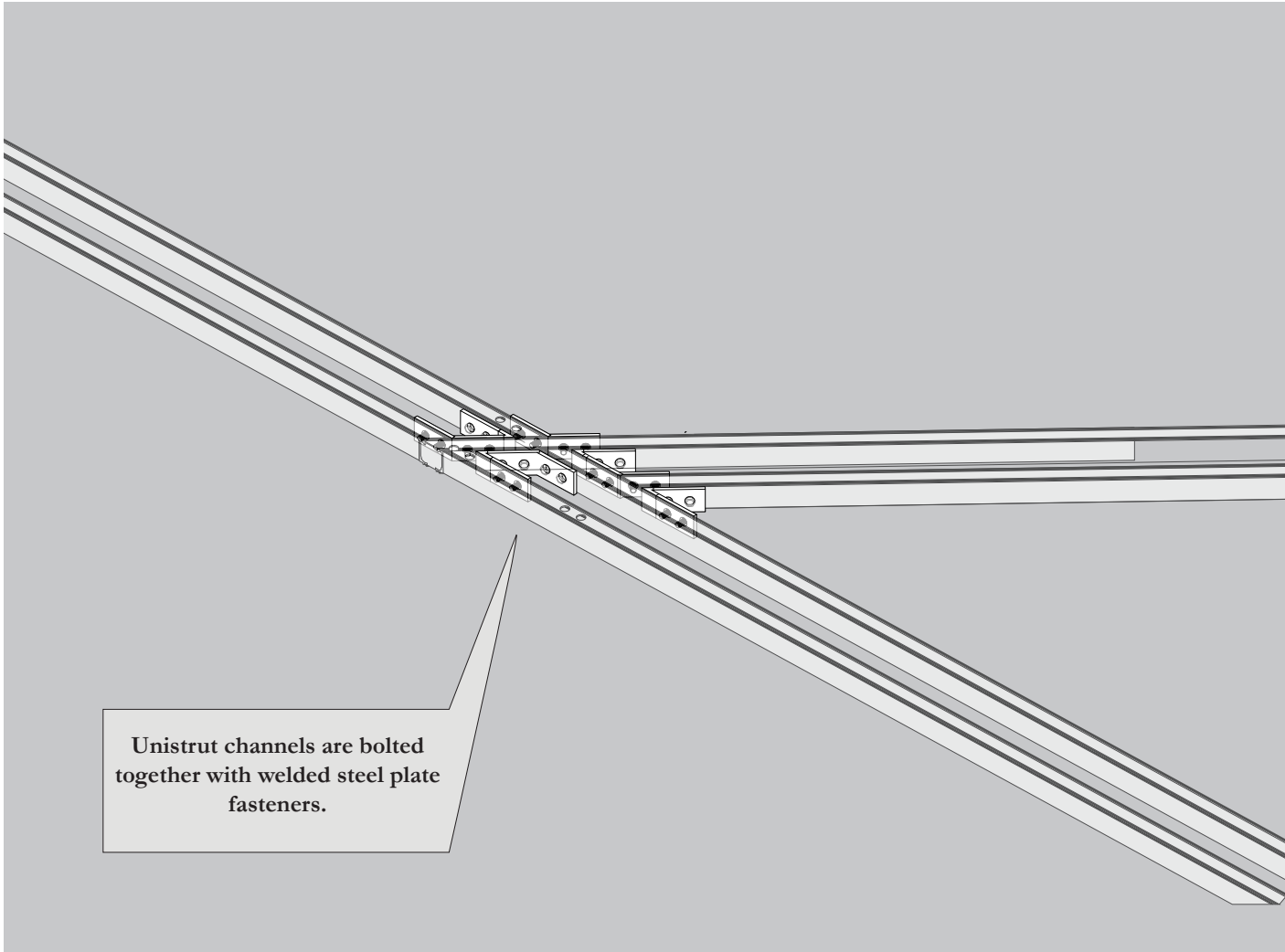


fig-118
Main connection detail.
to unistrut channels.



Unistrut channels are bolted together with welded steel plate fasteners.

fig-119
Unistrut connection
detail.

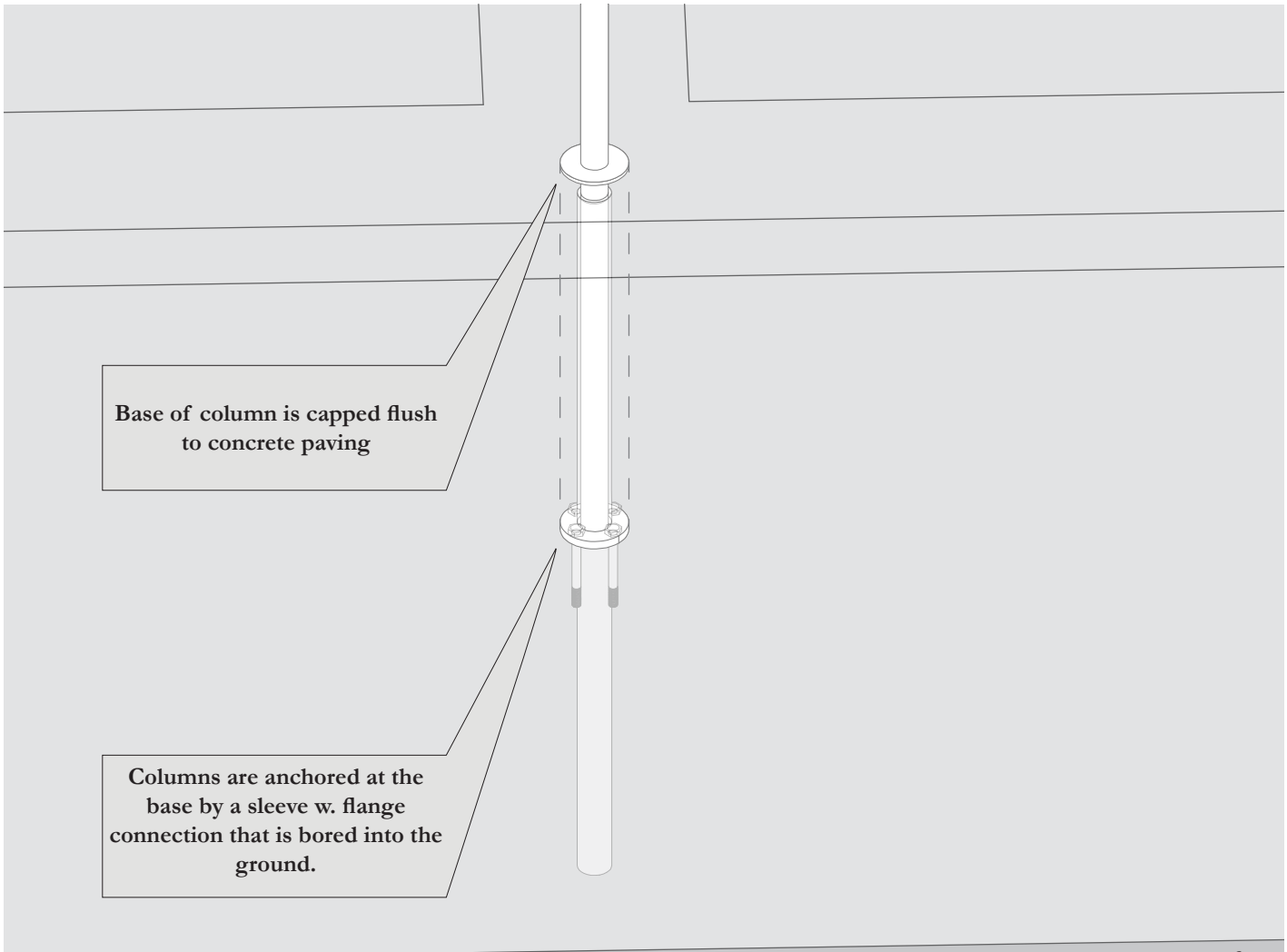


fig-120
Ground connection
detail.



4.4 transit-oriented-*micro*-development: experience



fig-121
Street rendering of bus
stop and marketplace.



The image on left is from an occupant just entering a transit-oriented-micro-development. Upon entering, it is clear that a couple vendors of varying types are open. A mobile vendor operating a bicycle cart sells an array of beverages, while fruit and vegetable and floral vendors are open a few stalls in. The stall next to the beverage purveyor, that carries chili peppers as evident through their use of the screen infrastructure is closed.

While an occupant has a clearly delineated path, unobstructed by columns and can identify the different vendor types and items for sale, both the view to the street and the view to the market are obstructed. The architecture produces a visually chaotic environment where columns are indistinguishable from each other and other built matter. The addition of goods and people only adds to this visual clutter .

fig-122
View through market-
place.



STREET SWEETS
PAULOUS
WOMEN
COOL
LIVE
GREAT

torchedgoodness.com
torched at goodness

torched at goodness

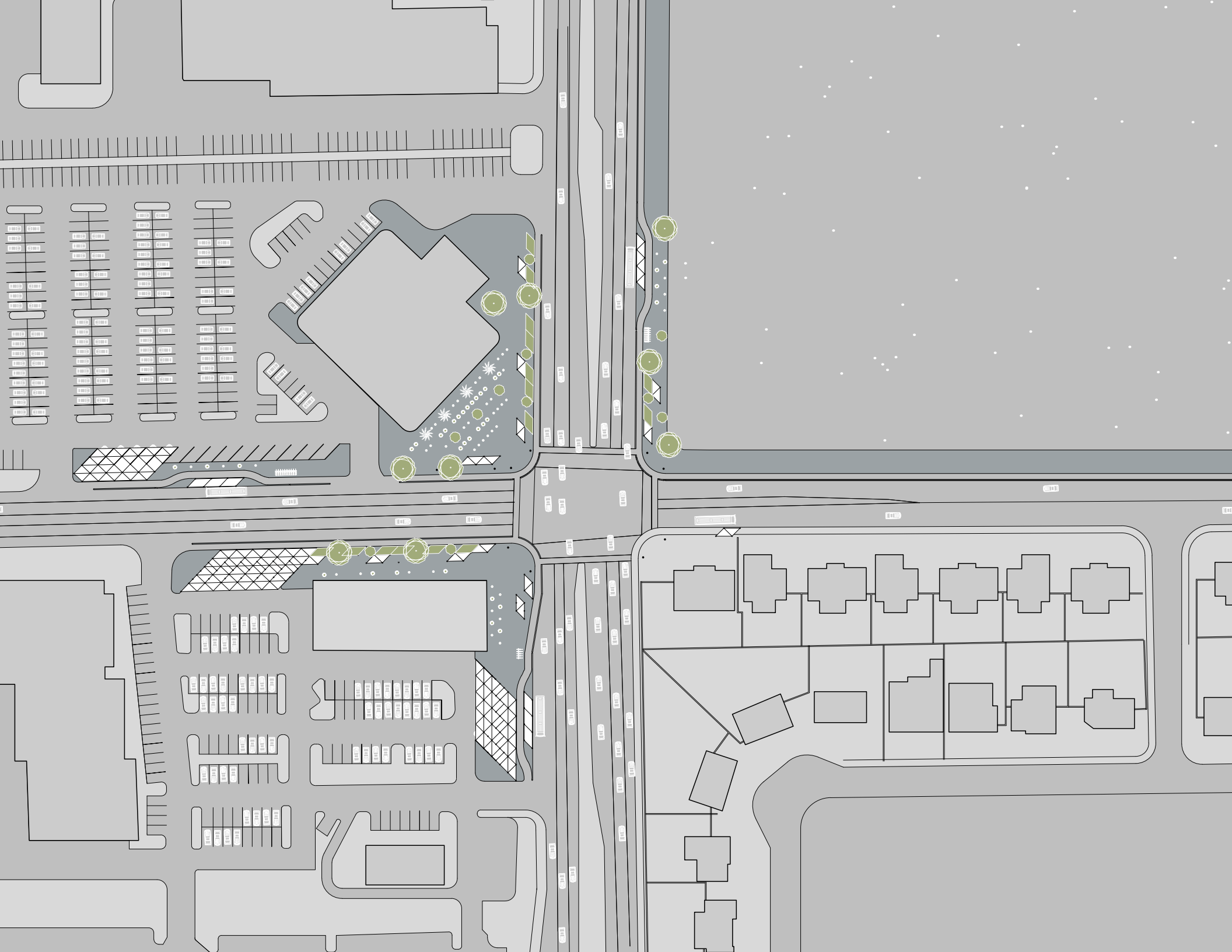
Experiencing the development from someone entering from a parking space or visiting a food truck is distinct from both the view from the street and inside the market. Although the food trucks are subtly obstructed by columns, it is clear that the majority of the components that facilitate the visual effects occur in the space of the market on the sidewalk. This is made apparent by the large perforated panels, which visually obstruct the florist stall behind them.

fig-123
View at back of marketplace.



While the emphasis of experience is placed on the affects created by the built form of the marketplace of the transit-oriented-micro-development, the design of the garden promenade, another prominent component, also produces visual affects. Both plants and built forms contribute to this experience. Single units, constructed in the same manner as one bay of a market stall, act as pergolas defining the route of the pedestrian, while simultaneously providing a screened environment. Trees and desert plantings offer a natural contrast to the constructed environment, act as screening devices and shade the promenade. Shorter plants are elevated in planters at street level to screen and visually obstruct occupants from passersby.

fig-124
View of Garden Prom-
enade.

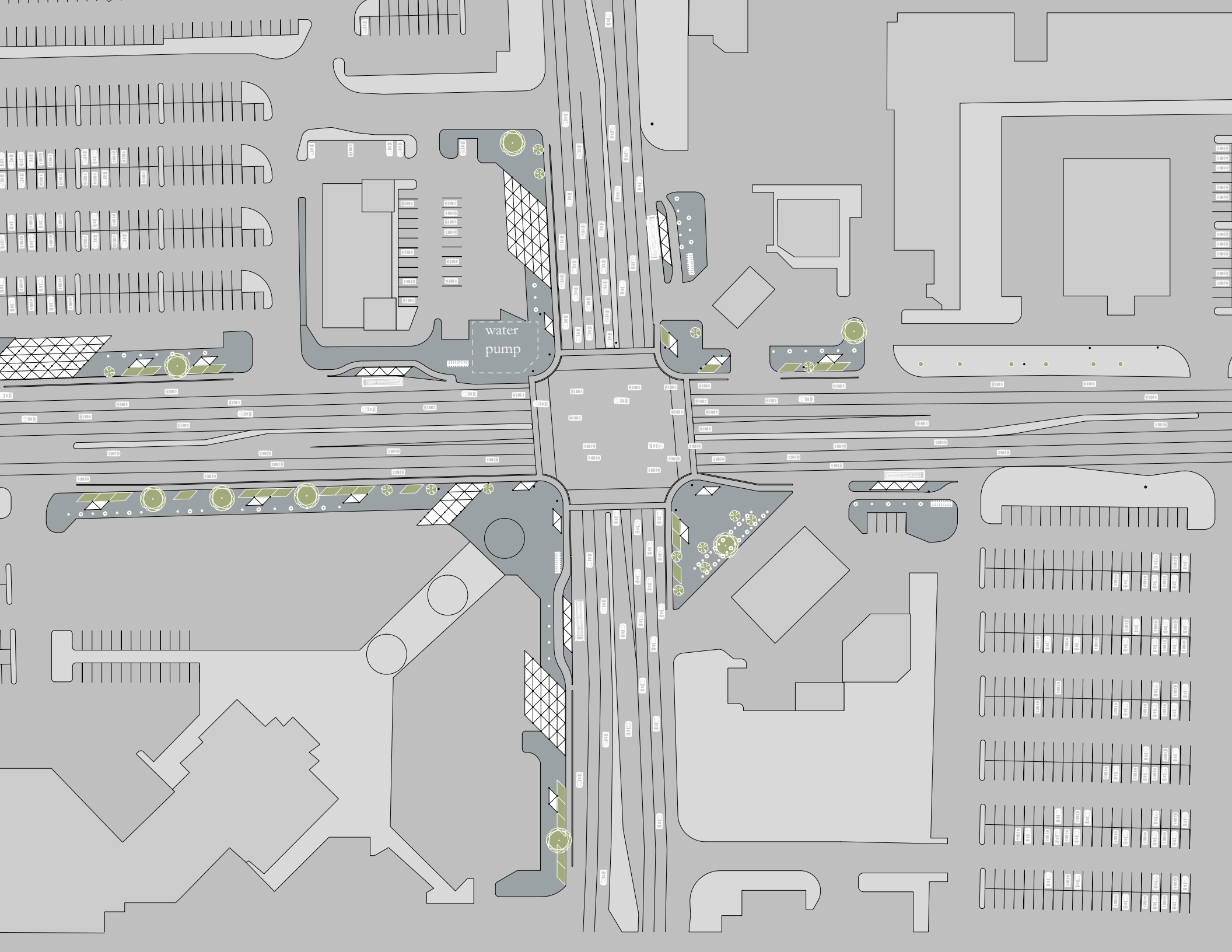


4.5 transit-oriented-micro-development at multiple sites: w encanto blvd. + n 75th avenue

The implementation and the design of the transit-oriented-micro-development thus far has focused on one specific site, the intersection at W Thomas Road and N 75th Avenue, two major arterial high traffic roads that are served by existing bus routes and is characterized by a concentration of commercial development. The design, its site principles and kit of parts are conceived so as to be adapted to any intersection with multiple transit routes. This adaptation produces a distinct transit-oriented-micro-development for each intersection.

At the beginning of this section, a transit-oriented-micro-development corridor was defined in Maryvale's commercial core with three intersections proposed to be developed. In addition to W Thomas Road and N 75th Avenue, the major commercial site, the next site south, W Encanto Blvd. and N 75th Avenue, a mixed use site, can also integrate transit-oriented-micro-development. While N 75th Avenue is a major arterial, W Encanto Blvd. is a secondary arterial that is served by a less frequent free neighborhood circular bus route. Due to its programmatic composition, less frequent bus service, and physical site constraints, a smaller development occurs at this intersection. Closer property boundaries in front of residences restrict the integration of separate bike lanes or for the wide walkways required for any element in the kit of parts to occur. A vacant site on the North East without parking demands that only a Garden Promenade can be integrated. Commercial development on the South West enables an outcome similar to the major commercial site, but with a slightly smaller marketplace due to fewer peripheral parking spaces. The North West corner incorporates institutional programming with medical offices, a clinic, and library. The marketplace development in this condition is therefore not supported by an existing consumer base and would eliminate parking to the medical facilities. Therefore, the marketplace adjacent to this space is restricted to only a few stalls.

fig-125
Plan of integration of
TOMD at W Encanto
Blvd. and N 75th Ave-
nue.



water
pump

transit-oriented-micro-development at multiple sites: w mcdowell road + n 75th avenue

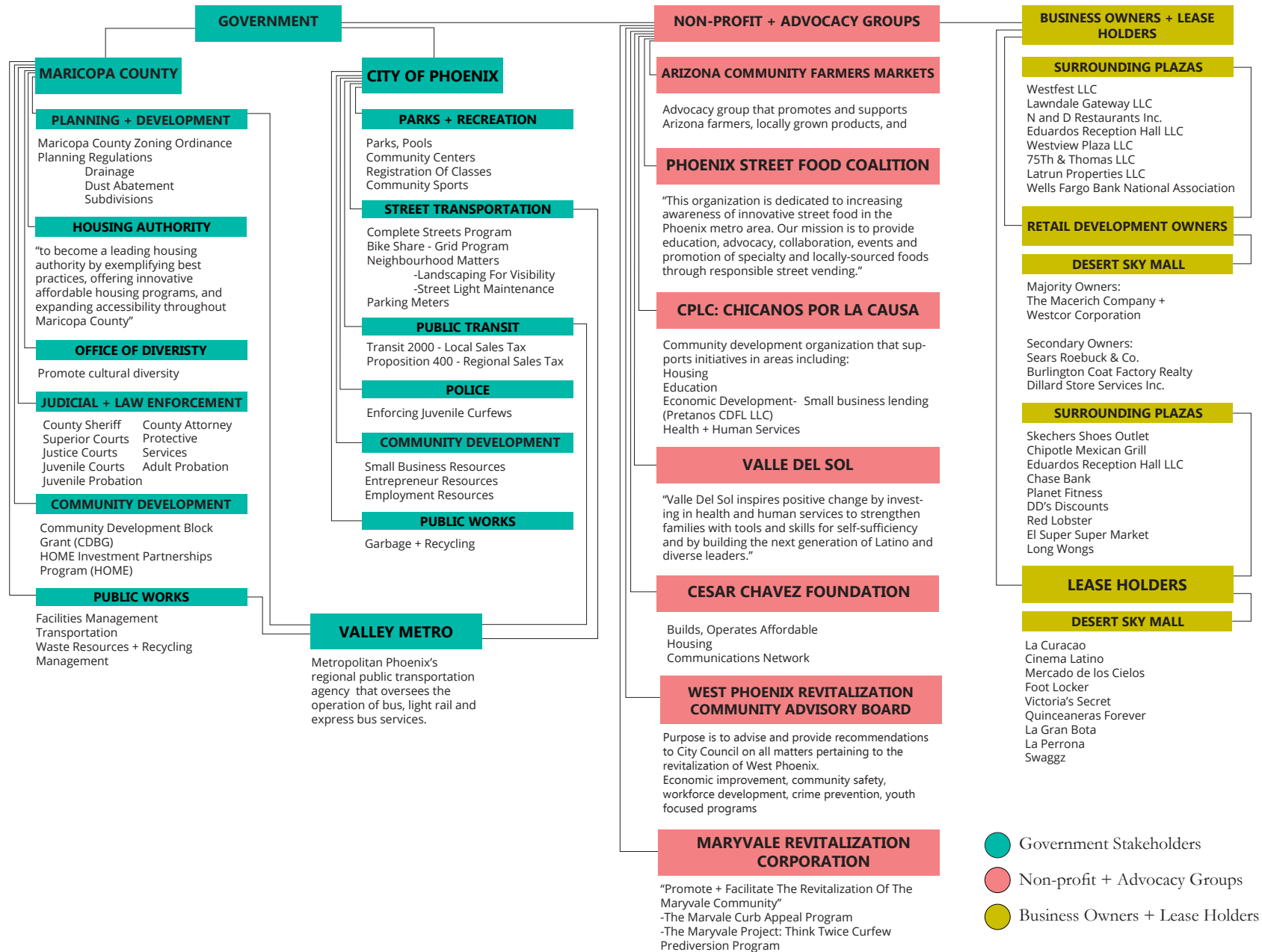
The intersection south of W Encanto Blvd. and N 75th Avenue, at W McDowell Road and N 75th Avenue also presents a different outcome for TOmD. While also an intersection of major arterials with frequent bus service, this intersection is also characterized by programming to service the automobile, a condition resultant of its location just north of an interstate exit. The North East and South East corners are the locations of gas stations with limited peripheral parking that does not allow for an extensive marketplace to occur. The South West corner is the location of a large recreational vehicle dealership that also does not allow for an extensive marketplace to occur as although there is extensive peripheral parking, they are required for the parking of recreational vehicles. The marketplace development is therefore limited to the North West corner between two commercial plazas, but is further constrained by limited peripheral parking as well as a large water pump on the corner.

fig-126
Plan of integration of
TOmD at W McDowell
Rd. and N 75th Ave-
nue.

fig-127
Children wait for the
bus in Maryvale.

conclusion





further design considerations: stakeholders

Although not discussed in the formal design section, several other site conditions were analyzed in the consideration of the design of the transit-oriented-micro-development in Maryvale. These considerations include an analysis of stakeholders and a time related analysis of operating hours of existing businesses at the intersection of W Thomas Road and N 75th Avenue.

By being a socially motivated transit infrastructure related project, the transit-oriented-micro-development involves a wide spectrum of stakeholders. As the transit system and its authorization body, Valley Metro, are funded and moderated by both regional and municipal governments, Maricopa County and the City of Phoenix, as well as their respective departments, are two stakeholders in this project. While not limited to issues strictly related to public transit infrastructure, the city and county also play a role in issues related to community development, diversity, and the maintenance of other infrastructures important to the transit-oriented-micro-development like parks and the implementation of bike paths. In integrating the transit-oriented-micro-development, these government bodies would be responsible for initial planning phases, funding the project's construction as related to infrastructure including integration of bike paths, new bus stops, and landscape.

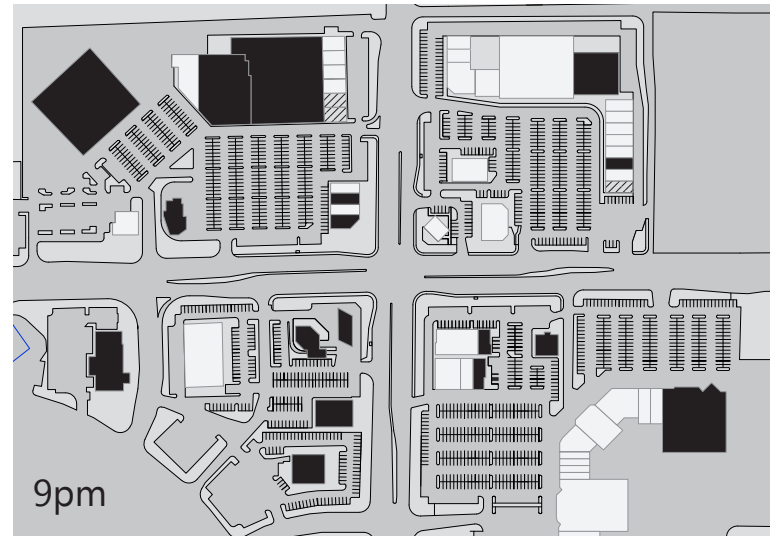
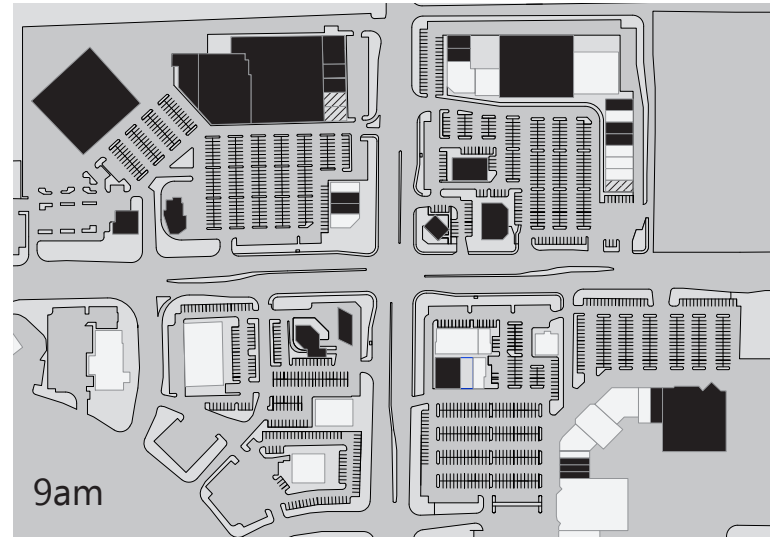
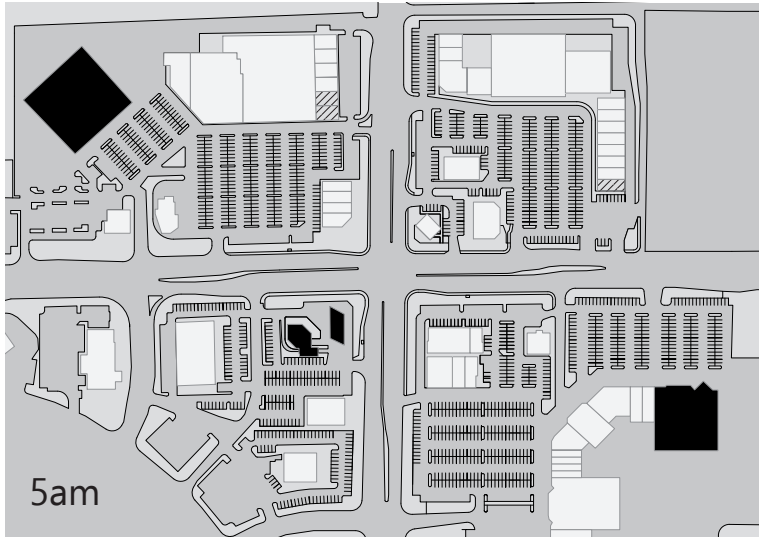
As a community minded project, the transit-oriented-micro-development also involves locally based organizations and advocacy groups. Some groups

fig-128
Diagram of
stakeholders in TOmD
in Maryvale.

like the Maryvale Community Corporation are local and productive in improving life in Maryvale. Other groups like Chicanos Por La Causa are Latino specific organizations invested in fostering economic development and employment opportunities for their community members in Latin American neighbourhoods like Maryvale. Advocacy groups not specific to Maryvale or the Latin American community include the Phoenix Street Food Coalition, an organization that advocates for quality street food throughout the Greater Phoenix region. Arizona Community Farmers Markets is another organizing body that supports local farmers and community based farmers markets in Arizona with a large number in Greater Phoenix. All of these stakeholders and others featured in the diagram would be involved in the transit-oriented-micro-development in Maryvale. Those concerned with employment opportunities and the Maryvale Community Corporation would be the principal community based stakeholders that would administer the daily operations of the market and be the main communicator between vendors and other stakeholders.

The final stakeholder group are the existing business and leaseholders of the shopping plazas that the transit-oriented-micro-development surrounds at the periphery. As the TOMD is located on both city and private property, owned by businesses, an agreement between the business owners, lease holders, the City of Phoenix, and the vendor organizers needs to be established.

This agreement would ensure that exact or highly equivalent merchandise or services would not be offered by vendors as found at retailers in the adjacent shopping plaza. Further, a rental agreement would have to be established where a portion of the rent TOMD vendors pay would go to the owners of the shopping plaza.



further design considerations: temporal change



A major criticism of transit in suburban cities is their inefficiency that inhibits patrons from accessing services. Transit stops in suburbia are also located on the street in sparsely populated environments with few directly adjacent shops and services. These environments are complete opposites to their urban counterparts that are located within close range of many amenities. Access to services is also constrained by the types of services available and their operating hours. Through an analysis of the operating hours of the businesses and shops at the intersection of W Thomas Road and N 75th Avenue, it is apparent that while a very active site with many businesses operating in the middle of the day, that from 5am, when the bus service starts operating, and through morning rush hour to 9am that the majority of businesses are closed. Only fitness centres, a grocery store, a handful of fast food restaurants, and dental offices and services are open. There are no coffee shops, convenience stores or news outlets or other morning rush hour type amenities. This vacancy opens up an opportunity for the transit-oriented-micro-development to intervene and activate the site with fruit vendors and coffee carts, and other typical market vendors. The TOMD could function as a morning farmer's market with some supporting amenity vendors that would transition to a food truck and artisans market in the afternoon. As weekends are a popular time to grocery shop, the transit-oriented-micro-development could become a larger marketplace on Saturday or Sunday mornings thereby becoming a community attractor.

fig-129
Analysis of business operating hours
throughout a typical weekday at
W Thomas Rd + N 75th Ave.
Note: Bus service begins at 5am.

- Open Business
- Closed Business
- ▨ Vacant Business

on lessons and limitations

The transit-oriented-micro-development is an argument that through the hybridization of infrastructure and micro retail that the mundane, everyday landscape of the transit stop can be improved through the integration of another everyday and common landscape: the market. Through this combination, the transit-oriented-micro-development provides an everyday retail landscape and place of exchange in otherwise underused and inactive space. While a transit stop and marketplace are the primary functions of the transit-oriented-micro-development, the proposal also incorporates other uses that facilitate its ability in creating attractive potential public space. The use of landscape elements and integration of garden promenade spaces breaks the continuity of the marketplace and provides areas for social gathering and exchange. This integration of transit and marketplace is to not only improve the environment of the city for all, but to provide opportunities and equality for those undeserved and undervalued by the city.

This thesis is at first motivated by demographics of public transit and the limiting and exclusionary affects insufficient transit can create. Its approach in defining the transit-oriented-micro-development begins with an analysis of the transit-oriented-development, a strategy that this thesis intervenes with in an effort to further its basic principles, but to also question certain unfortunate results and circumstances. Focusing on issues of gentrification and displacement, the exclusionary environment TOD can foster as well as

questions of time, limited transit availability, and diversity, the thesis begins to answer these questions through a discussion of traditional, contemporary, and foreign micro developments. These micro developments offer employment opportunities, social services, and can quickly activate neglected and vacant spaces in the city.

As a proposal, the transit-oriented-development is about benefiting the underserved, while all cities have a lower income population that can be better provided for, the TOMD is also about questioning how infrastructure can serve a broader spectrum of the underserved, and therefore responds to a city's specific context. Phoenix, Arizona presents a unique set of conditions where the underserved are not just defined by their economic circumstance, but due to the political and social climate, limitations are also imposed on those due to ethnicity and status. In Phoenix, the most underserved and scrutinized population is its substantial Latin American one, who are also among the city's poorest.

Conditions that affect Phoenix's underserved ethnic and status populations embed further questions and layers of complexity in this thesis. Major issues include cultural visibility and visibility of the individual. These issues establish an answer in creating a transit infrastructure of equality as to be visible and present in public is to be a political being and therefore a member

of society. This forms the aesthetic argument of this thesis and has critical influence on how the design is composed both aesthetically and structurally. The question of cultural visibility, and the Latin American context of Phoenix, led to an investigation into Latino Urbanism and the importance of the ethnic enclave in facilitating independent small business. Through the analysis of several Latin American retail environments, it became especially clear that while seemingly insignificant, the Main street retail environment and informal retail types are critical components in facilitating the Latin American embrace and value of public space. This value is a motivator in creating the culturally visible environment of the TOfD in the homogenous suburban retail environment of Maryvale.

This thesis began with a desire to improve and reimagine the uninspiring and undervalued potential of a transit stop. Through research it was clear that more than just reimagining this space, the infrastructure could also benefit the daily routine environment of its most common users who happen to be underserved minority populations. Set in Phoenix, Arizona as a means to question how such a development could be integrated into a context of extremes, whether its suburban and unfriendly transit environment or its political policies and social conditions, intervening in this context presupposes that if a transit-oriented-micro-development can be integrated here, that it can be implemented in less suburban, less politically potent environments.

It is therefore a strategy developed to be integrated into varying contexts including urban contexts, at other intermodal interchanges, and in parallel with traditional transit-oriented-development.

While not apparent at the beginning of the process, the thesis also strives to question how the designer can have agency in alleviating affects created by external social and political forces. This is achieved by carefully considering aesthetic tools, affects, and material qualities. Often limited to merely serving a building's envelope performance or cladding appearance, the design and materials used in this thesis raise questions of how material and spatial considerations have direct influence on how an occupant feels in a specific space.

At its core, this thesis advocates for the improvement of everyday environments. It begins with the bus stop and market and the everyday public realm of the suburban intersection. It raises the importance of everyday employment opportunities, reimagines the everyday environment of the suburban shopping plaza, and strives to allow those who evade public space to re-enter and conduct their everyday, normal life as visible, political beings of everyday society.



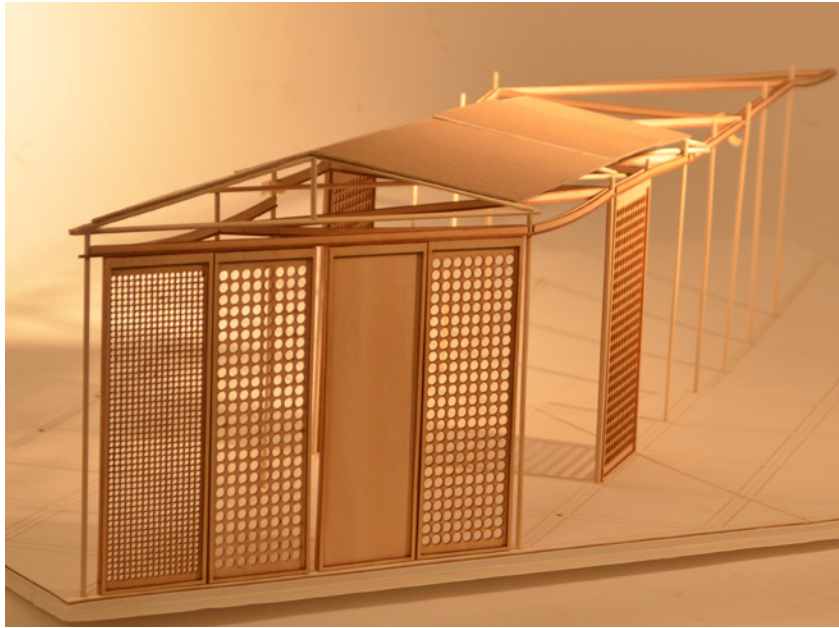


fig-131 T OmD market stall model at 1:20.



fig-132 T OmD market stall model at 1:20.

fig-130 (Opposite Page) T OmD market stall model at 1:20.





fig-133 Street view of TOmD.

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