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North Sacramento public market plans official debut



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“The interesting proposition is how to grow it,” said Dan Friedlander, who shuns the term developer for the market because it's all nonprofit. Located on 2.5 acres where Del Paso Boulevard meets Arden Way, the market has about 10 booths and plenty of space to grow.

At the debut event, Arden Garden Market will have food trucks, live music from the neighboring Stoney Inn Bar and Grill, artists, and the unveiling of two wall murals by Demetris Washington. The murals — on market buildings — have themes of food and good health to match what organizers hope the market creates, Friedlander said.

“We're just in our infancy,” he said, adding that the market has enough room for as many as 200 booths and, with indoor space, the ability to go year-round. “It's really important to get people to see the site.”

Drawing people to the market helps create demand for more vendors, he said; in turn, more vendors create more of a draw for people to attend. The market already has drawn people from its immediate surroundings, but the goal is to be a draw for the city and the region, he said.

Because the market acquired property while prices were down, it can stay afloat with affordable spaces while drumming up interest, Friedlander said. And there's new interest in the neighborhood, with Domus Development working with the city to acquire parcels a short distance away on Del Paso for new residential and commercial development.

The north Sacramento public market debut will be from 5 p.m. to 9 p.m. on Oct. 2. More information is at the [Arden Garden Market website](#).