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APA
American Planning Association
ANZP
Association of North American Planning Professionals

Urban Agriculture & Food Systems Planning


March 14, 2012
4:00 p.m. - 5:30 p.m. ET

Conference resources online
www.planning.org/audioconference/urbanag


Ask questions
Fax: 312-786-6700
E-mail: education@planning.org

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Today's Speakers



Kim Hodgson, AICP, Founder and Principal Consultant, Cultivating Healthy Places



Marcia Caton Campbell, Milwaukee Director, Center for Resilient Cities



Semina Raja, Associate Professor, State University of New York, Buffalo

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What is 'Community Food Systems Planning'?

Brief "recent" history of food systems planning

- 2003 - National Planning Conference
- 2004 - Journal of Planning Education and Research / Progressive Planning
- 2005 - APA Food Interest Group
- 2007 - *Policy Guide on Community and Regional Food Planning*
- 2008 - National Centers for Planning (Planning and Community Health Research Center)
- 2008 - *A Planners Guide to Community and Regional Food Planning* (PAS Report 554)
- 2009 - Food issue of *Planning* magazine
- 2010 - Healthy, Sustainable Food System Principles
- 2011 - *Urban Agriculture: Growing Healthy, Sustainable Places* (PAS Report 563)

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Planning for Food | National Survey

Purpose of Study:

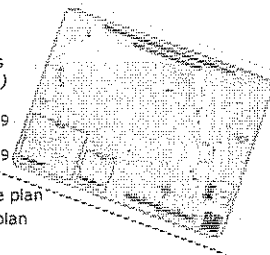
- Identify...**
 - Local comprehensive and sustainability plans that explicitly address one or more components of food systems
- Evaluate...**
 - Extent local governments integrate food into plan vision, guiding principles, goals, objectives and policies
- Examine...**
 - Food goal and policy development, adoption and implementation process

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Planning for Food | National Survey

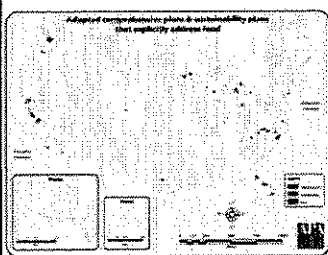
Key Findings:

- June & August 2010
- 888 U.S. local governments (*all states, except ND & SD*)
 - 35% - 10,000 to 49,999
 - 19% - 50,000 to 149,999
 - 12% - 2,500 to 9,999
 - 9% - 150,000 to 499,999
 - 8% - 500,000 +
- 95% have a comprehensive plan
- 15% have a sustainability plan

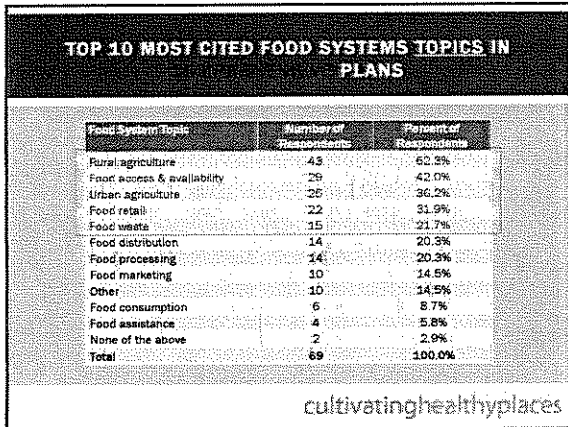


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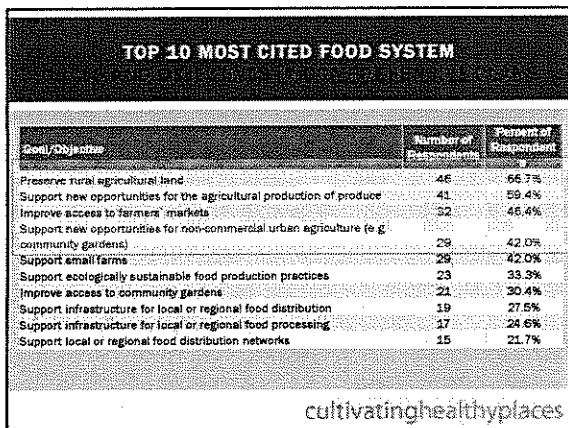
Planning for Food | National Survey



- 69 (8%) of surveyed local governments explicitly address an aspect of the food system in their *adopted* comprehensive plan
- 17 (2%) of surveyed local governments explicitly address an aspect of the food systems in their *adopted* sustainability plan








TOP 10 MOST CITED FOOD SYSTEM

| Goal/Objective | Number of Respondents | Percent of Respondents |
|---|-----------------------|------------------------|
| Improve access to farmers' markets | 11 | 65% |
| Support new opportunities for non-commercial urban agriculture (e.g. community gardens) | 10 | 56% |
| Support new opportunities for the agricultural production of produce | 8 | 47% |
| Improve access to community gardens | 8 | 47% |
| Support new opportunities for commercial urban agriculture (e.g. urban farms) | 7 | 41% |
| Support ecologically sustainable food production practices | 6 | 35% |
| Support small farms | 6 | 35% |
| Preserve rural agricultural land | 5 | 29% |
| Facilitate the reduction, reuse or recycling of food-related waste | 5 | 29% |
| Support infrastructure for local or regional food processing | 4 | 24% |

cultivatinghealthyplaces

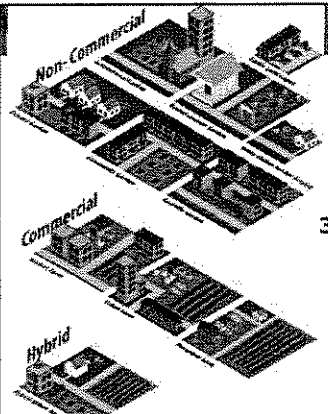
What is Urban Agriculture?

Urban agriculture is the production of fruits, vegetables, raising of animals, an cultivation of fish for local sale and consumption within metropolitan areas. Urban agriculture is embedded in communities yet is connected to the larger food system and is influenced and dependent on a variety of economic, environmental, and social factors and resources.



Garden Hosts Learn & Learn Program, Alice's Garden | Milwaukee, WI
Photo by Center for Resilient Cities

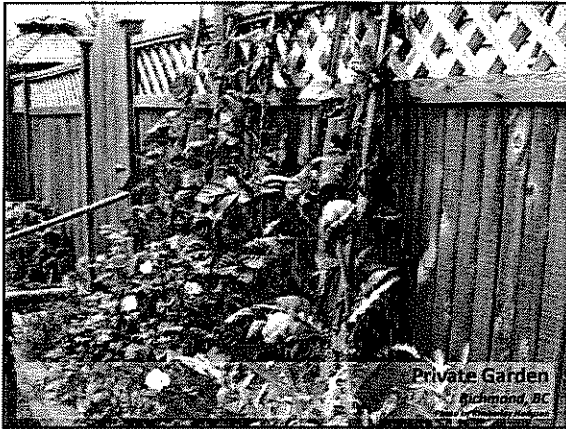
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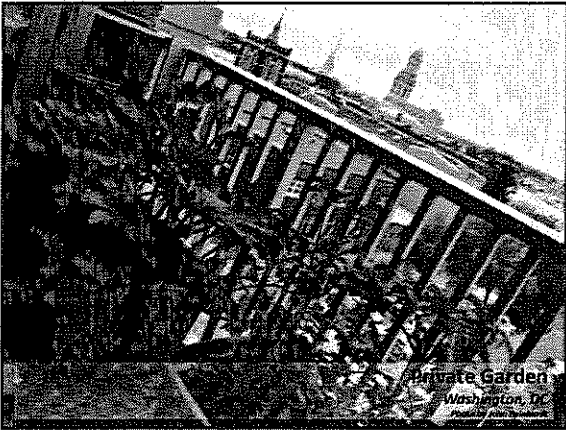


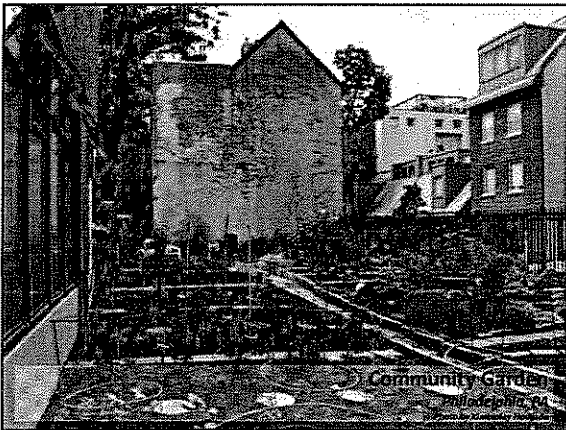
Urban Ag can be Divided into 3 Main Categories

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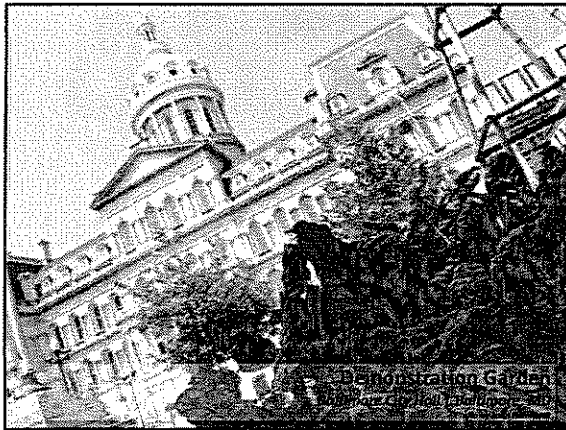
Enable local food? Allow winter uses BY APART? SUPS?

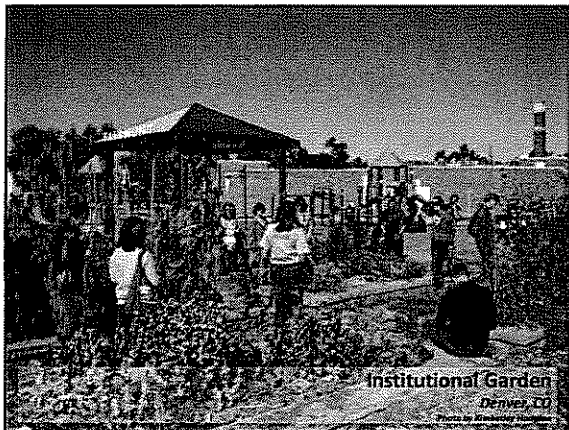






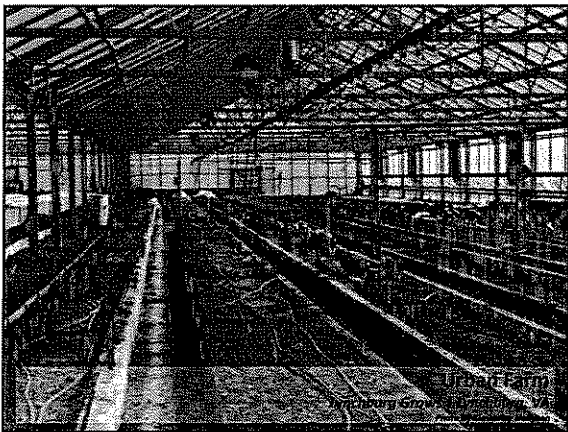



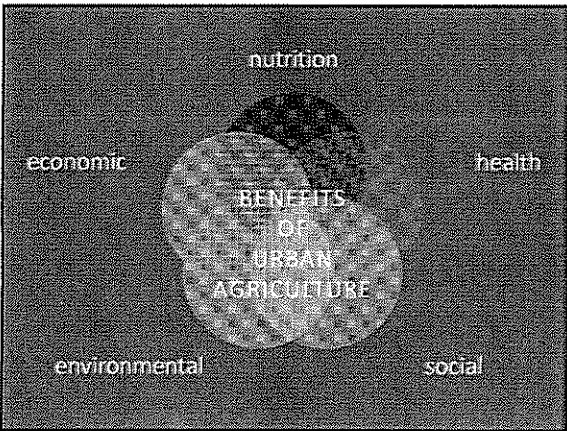












Risks of Urban Agriculture

Direct and indirect exposure to or contact with...

- Contaminated soil
- Pesticides and fertilizers used in food production
- Water polluted by contaminated soil, fertilizers, or pesticides

Ingestion of vegetation...

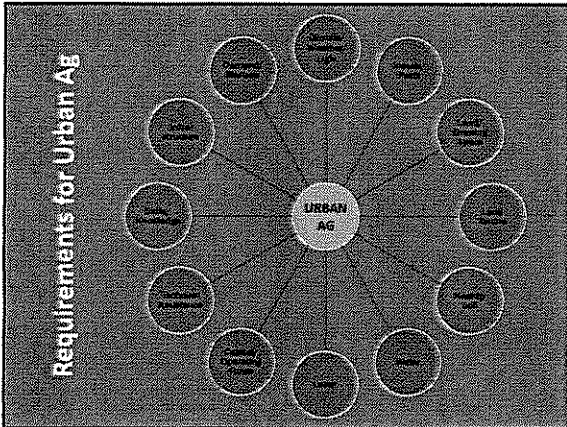
- Growing in contaminated soil
- Watered with contaminated water

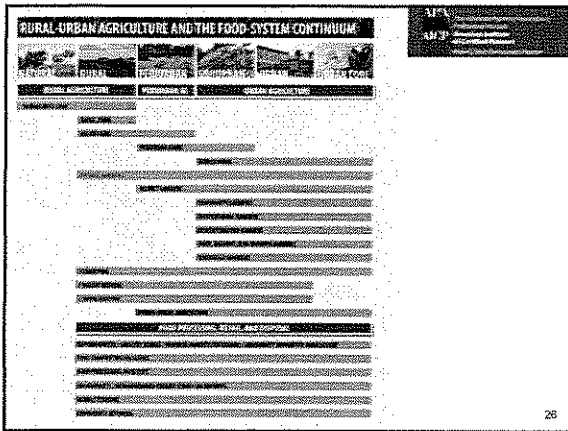
Land-use conflicts

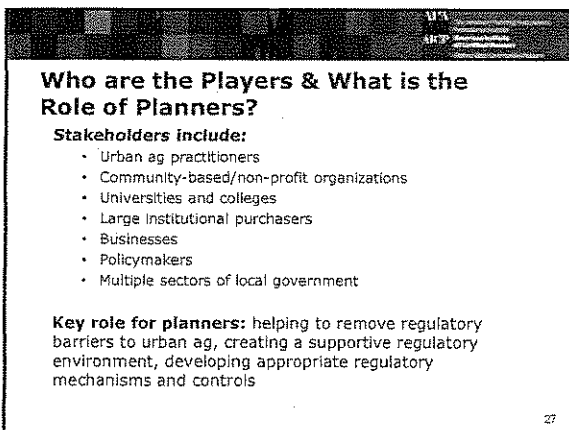
- Noise and odor issues from inappropriately managed operations

Urban Farm Lynchburg Grows | Lynchburg, VA
Photo by Kimberley Hadman

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Planners as Producers?
 Bridget
 as boundary
 expression

Case Study One: County Scale - Harrison County, Mississippi
Sample strategy for urban agriculture


- Action 1. Implement an administrative, eligibility, and financial structure for the Harrison County Land Bank.
- Action 2. Identify public and private funding sources to enable the Land Bank to purchase eligible properties.
- Action 3. Identify eligible properties within the unincorporated county for acquisition.



Harrison County, MS
Year of adoption: 2008

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Case Study One: County Scale - Harrison County, Mississippi
Sample strategy for urban agriculture cont.



Harrison County, MS
Year of adoption: 2008

- Action 4. Create a partnership between the county and incorporated cities to identify eligible properties to be acquired by the Land Bank to address county-wide revitalization.
- Action 5. Implement the Harrison County Land Bank's Clean and Green program, which will convert vacant property into community gardens or "satellite farms" to improve access to healthy and locally grown foods.

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Case Study Two: Citywide Scale - Cleveland, OH
Shrinking City Takes Citywide Urban Ag Approach




Photo by Carolyn Torma

A shrinking city that is reimagining itself; problems include:

- Social inequity
- Chronic disease
- Obesity
- Food deserts
- Overabundance of abandoned property/vacant land

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Case Study Two: Citywide Scale – Cleveland, OH
Multiple, Concurrent Dovetailing Processes

- Formation of Cleveland-Cuyahoga Food Policy Coalition
- Citywide sustainability plan
- Successful collaboration of policy makers, local government agencies, non-profit organizations and the public over a 5-year period
- Strong philanthropic support
- Champions within local government




Photo by Carolyn Terme

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Case Study Two: Citywide Scale – Cleveland, OH
Regulatory Tools Supporting Food Production: Zoning

- **Proposed Urban Garden Overlay District**
 - Provides appropriately located and sized land for agriculture use to facilitate local food production and improve community health
- **Agricultural Livestock Ordinance**
 - Residential : 1 chicken, duck, rabbit per 800 SF; 1 rooster, goose, turkey per 1 acre; 1 beehive per 2,400 SF
 - Non-Residential: 1 chicken, duck, rabbit per 400 SF; 1 rooster, goose, turkey per 1 acre; 1 beehive per 1,000 SF
 - Proposed Urban Garden Overlay District: 1 small animal per 100 SF; 1 rooster per 10,000 SF; 1 beehive per 1,000 SF
 - License required in all cases

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Case Study Two: Citywide Scale – Cleveland, OH
Fiscal Incentives Supporting Food Production: Water Policy

- Seasonal unmetered water access to fire hydrants for irrigation purposes available for purchase
- Community gardens: <2 acres: \$92.80 per season; >2 acres \$146.60 per season




Photo by Carolyn Terme

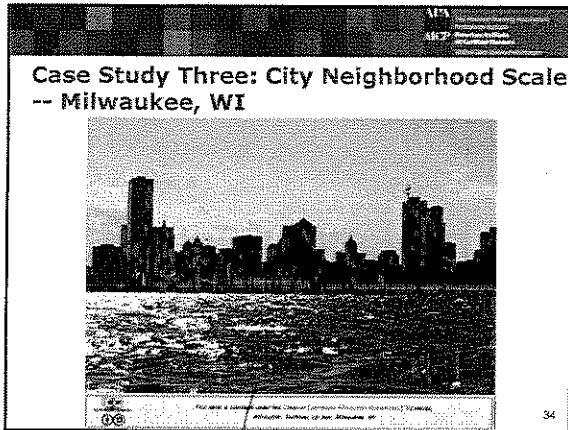
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Cleveland - COUNCIL

SUPPORTS

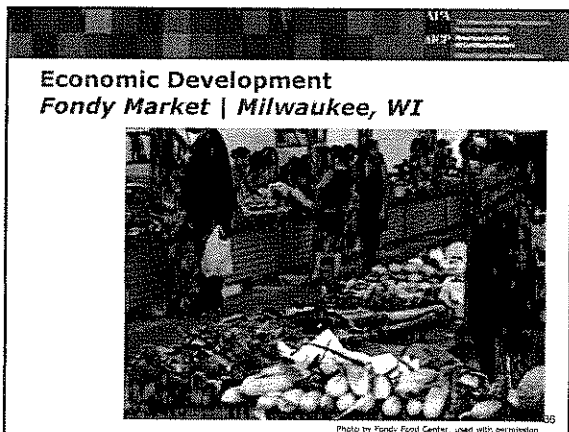
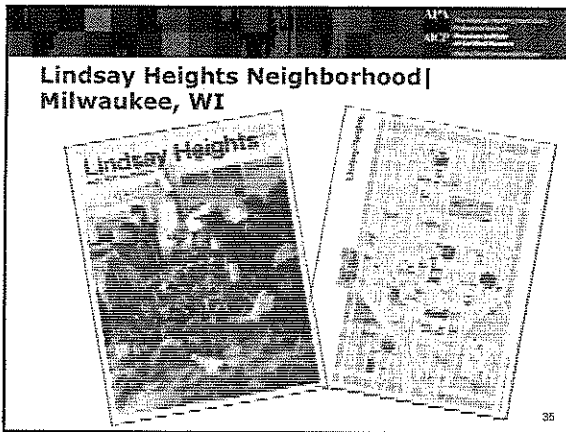
URBAN

AGRICULTURE



Point Name 27/0

→ Lake Michigan



USA 6/25

Vacant Land Redevelopment | Brownfields Reuse: Lindsay Heights Neighborhood | Milwaukee, WI

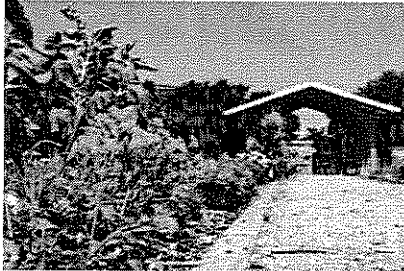
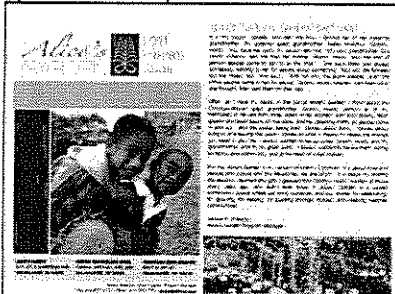


Photo by Center for Resilient Cities

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• 5 MINUTE DRIVE
MAY DOWN TOWN

Community Capacity Building: Alice's Garden | Milwaukee, WI



Center for Resilient Cities

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Community Health & Wellness: | Nutrition Family Cooking Club | Alice's Garden | Milwaukee, WI



Photo by Jeff Rainwater, Center for Resilient Cities

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**Community Health & Wellness: | Physical
Yoga for All Ages | Alice's Garden |
Milwaukee, WI**



Photo by Jeff Kainwiter, Center for Resilient Cities

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**Community Health & Wellness: | Cultural
Fieldhands and Foodways | Alice's Garden
| Milwaukee, WI**

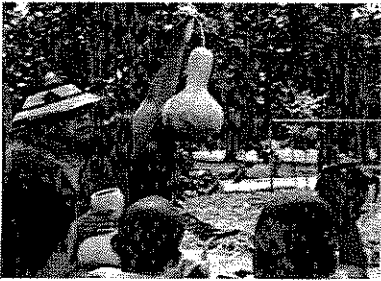


Photo by Center for Resilient Cities

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**Community Empowerment and Activism
Walnut Way | Milwaukee, WI**

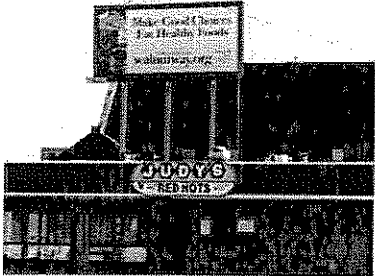


Photo by Harika Cotton Campbell, Center for Resilient Cities

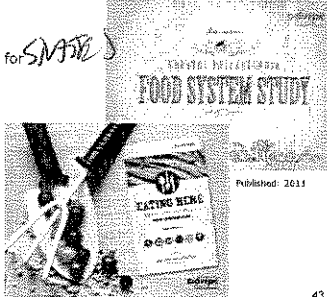
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Case Study Four: Regional Scale – Greater Philadelphia Region

Sample strategies for urban agriculture

1. Tax relief and incentives for agriculture
2. Access to land for urban agriculture
3. Food enterprise zone
4. Access to capital
5. Urban agriculture block grants
6. Business development



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Delaware Regional Food Hub Agency

→ Greater Philadelphia Food System Study

Future for Food Projects

Measure of Success for Urban Agriculture

- Tied to objectives of UA
- Comprehensive
- Long term
- Project-specific and community-wide
 - Does UA work for the farmer(s)?
 - Does UA work for the community-at-large?

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Enabling Legislation

Market Hub

Measures: Community-wide

| | | |
|---|--|--|
| <ul style="list-style-type: none"> • People served • Amount, quality, and price of food | <ul style="list-style-type: none"> • Neighborhood cohesion • Citizen engagement | <ul style="list-style-type: none"> • Carbon footprint • Impact on soil health • Impact on watershed • Biodiversity efforts |
| <ul style="list-style-type: none"> • Public services used • Public revenues raised | <ul style="list-style-type: none"> • Jobs created • Income generated • Workforce dev. | |

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- Inventory of Resources

- Resources use/2016

- Jobs created?

Measures: Project Specific

- Volume of food grown
- Varieties grown
- Price of food
- People served
- Geographic area served
- Expenditures (land, labor, insurance, utilities, supplies, taxes)
- Revenues (sales, grants, etc.)
- Carbon footprint
- Impact on soil health
- Impact on watershed
- Biodiversity efforts
- Consumer engagement
- Neighborhood engagement

SNARE PRODUCE
 DIV. OF AGRICULTURE

Issues for Measurement and Evaluation

Project-specific

- ✓ Running a business is generally not the motivation
- ✓ Time constrains limit recordkeeping
- ✓ Limited to non-existent budgeting process
- ✓ Few (and unique) prototypes

Community-wide

- ✓ Diverse objectives of UA makes evaluation difficult
- ✓ Public health gains Vs public health risks
- ✓ Traditional fiscal impact analysis does not work
 - direct revenues minus expenditures
 - short term assessment
 - does not capture externalities

"We don't punch a clock and keep track of how long we spent on garden-related activities."

"We didn't go into this as a business, it's our lifestyle."

"There is no 'farm budget'. If there is money in the bank, we buy clothes or shoes or something for the garden or a bicycle part. If there is no money in the bank, we don't buy anything."

MANY URBAN BUSINESSES
 MODELS
 POSITIVE PRODUCE NOT
 CAPABLE ONLY BY
 COST/BENEFIT ANALYSIS
 OR ROI

Planning Tools for Urban Agriculture

1. Partnerships
2. Visioning & Goal Setting
3. Plan-Making
4. Policies & Programs
5. Site Design & Development
6. Siting Public Facilities & Capital Spending




Photo by Center for Realtime Cities

- COMPLEX PLANS?
 - SUBSIDY PLANS?
 MINNEAPOLIS, MN

KANSAS CITY, MO
 SNARE, W. ACCUSING CRISIS IN SE-DISTRICTS
 C. H. WOOD, W. - IN DISTRICTS.


Urban Agriculture Incentives & Disincentives

FISCAL/ECONOMIC DEV. INCENTIVES

| Type | Examples |
|-----------------------------------|---|
| Grants and loans | Community gardens creation and expansion: <i>Madison, WI</i> Fresh Food Retail: <i>Birmingham, AL; Minneapolis, MN</i> Healthy Mobile Vending: <i>New York, NY</i> Food-based job training: <i>Milwaukee, WI</i> |
| Real estate tax benefit | Fresh food retail: <i>New York, NY</i> |
| Sales tax benefit | Fresh food retail: <i>New York, NY</i> |
| Mortgage tax benefit | Fresh food retail: <i>New York, NY</i> |
| License or permitting fee benefit | Healthy mobile vending: <i>Kansas, MO</i> Farmers Market Vendors: <i>Minneapolis, MN</i> |
| Levy | Portion of park and open space levy dedicated to community gardens: <i>Seattle, WA</i> |

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The Future of Urban Agriculture?



Walnut Way Gardens to Market Program | Milwaukee, WI
Photo by Walnut Way Conservation Corp.; used with permission

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Questions and Answers

Kim Hodgson, AICP, Founder and Principal Consultant, *Cultivating Healthy Places*

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intentional urban ag. laws

- Milwaukee (last 10 yrs as basis)
- Chicago, OH
- Oakland, CA
- Minneapolis, WI
- Milwaukee