

# LEGISLATIVE # 110779B

APA  
American Planning Association  
ANZP  
National Association of Public Health Administrators

## 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](http://www.planning.org/audioconference/urbanag)

Ask questions  
Fax: 312-786-6700  
E-mail: [education@planning.org](mailto:education@planning.org)

---

---

---

---

---


---

---


---

APA  
American Planning Association  
ANZP  
National Association of Public Health Administrators


## 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

2

---

---

---

---

---

---

---

---

APA  
American Planning Association  
ANZP  
National Association of Public Health Administrators

## 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)

3

---

---

---

---

---

---

---

---

**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

4

---

---

---

---

---

---

---

---

---

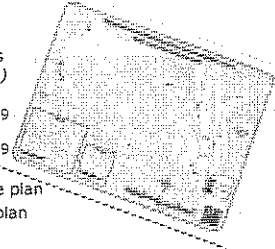
---

---

**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



5

---

---

---

---

---

---

---

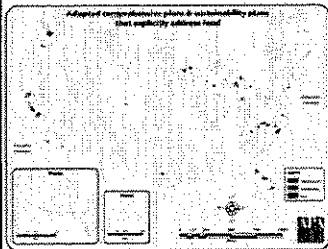
---

---

---

---

**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 SYSTEMS TOPICS IN PLANS**

Food System Topic	Number of Respondents	Percent of Respondents
Rural agriculture	43	62.3%
Food access & availability	29	42.0%
Urban agriculture	25	36.2%
Food retail	22	31.5%
Food waste	15	21.7%
Food distribution	14	20.3%
Food processing	14	20.3%
Food marketing	10	14.5%
Other	10	14.5%
Food consumption	6	8.7%
Food assistance	4	5.8%
None of the above	2	2.9%
<b>Total</b>	<b>69</b>	<b>100.0%</b>

cultivatinghealthyplaces

---

---

---

---

---

---

---

---

---

---

**TOP 10 MOST CITED FOOD SYSTEMS TOPICS IN PLANS**

Food System Topic	Number of Respondents	Percent of Respondents
Urban agriculture	10	58.8%
Food access & availability	9	52.5%
Food retail	7	41.2%
Rural agriculture	6	35.3%
Food waste	5	29.4%
Food consumption	3	17.6%
Food distribution	3	17.6%
Food processing	3	17.6%
Food assistance	2	11.8%
Food marketing	2	11.8%
Other	1	5.9%
<b>Total</b>	<b>17</b>	<b>100%</b>

cultivatinghealthyplaces

---

---

---

---

---

---

---

---

---

---

**TOP 10 MOST CITED FOOD SYSTEM**

Goal/Objective	Number of Respondents	Percent of Respondent
Preserve rural agricultural land	46	66.7%
Support new opportunities for the agricultural production of produce	41	59.4%
Improve access to farmers' markets	32	46.4%
Support new opportunities for non-commercial urban agriculture (e.g. community gardens)	29	42.0%
Support small farms	28	42.0%
Support ecologically sustainable food production practices	23	33.3%
Improve access to community gardens	21	30.4%
Support infrastructure for local or regional food distribution	19	27.5%
Support infrastructure for local or regional food processing	17	24.6%
Support local or regional food distribution networks	15	21.7%

cultivatinghealthyplaces

---

---

---

---

---

---

---

---

---

---

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

11

---

---

---

---

---

---

---

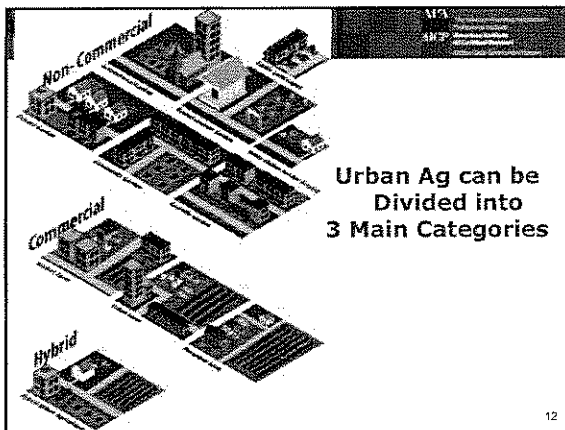
---

---

---

---

---



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

---

---

---

---

---

---

---

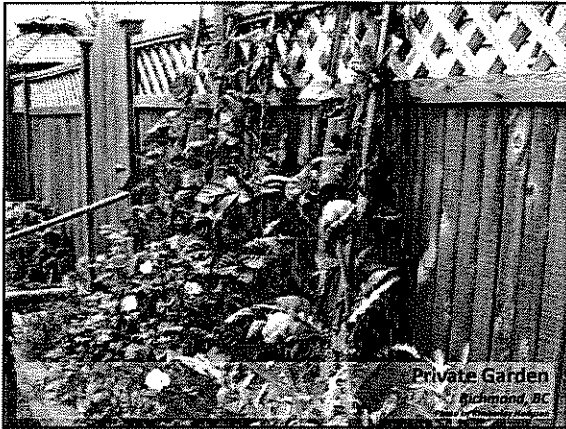
---

---

---

---

---



---

---

---

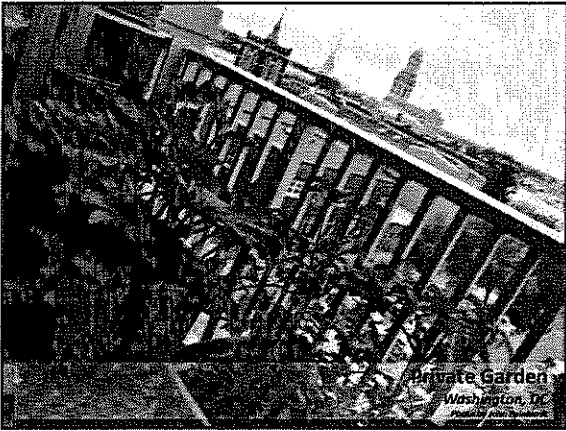
---

---

---

---

---



---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---



---

---

---

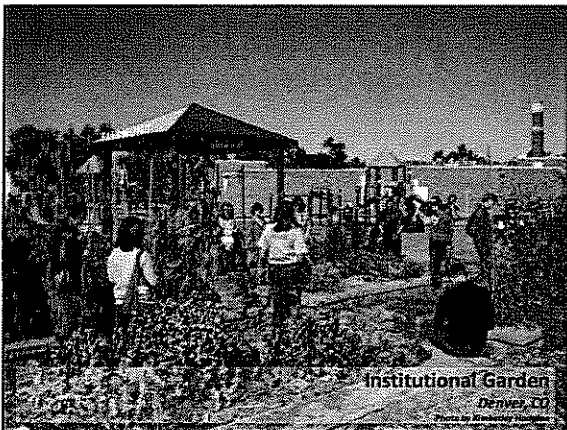
---

---

---

---

---



---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---



---

---

---

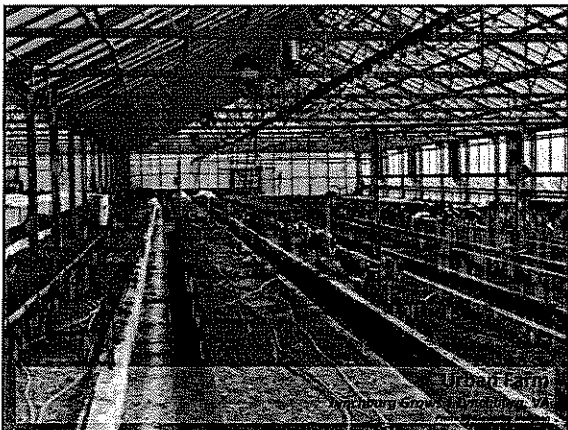
---

---

---

---

---



---

---

---

---

---

---

---

---






---

---

---

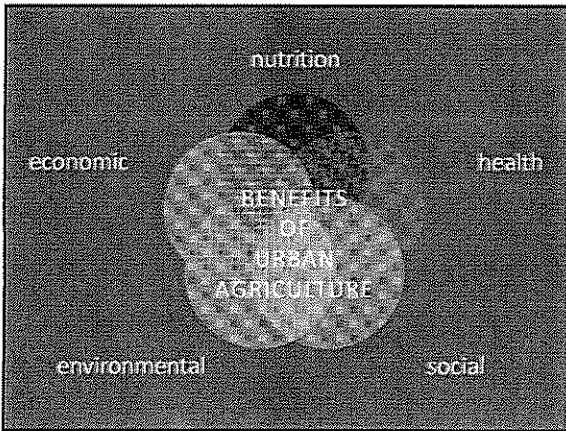
---

---

---

---

---




---

---

---

---

---

---

---

---

**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

---

---

---

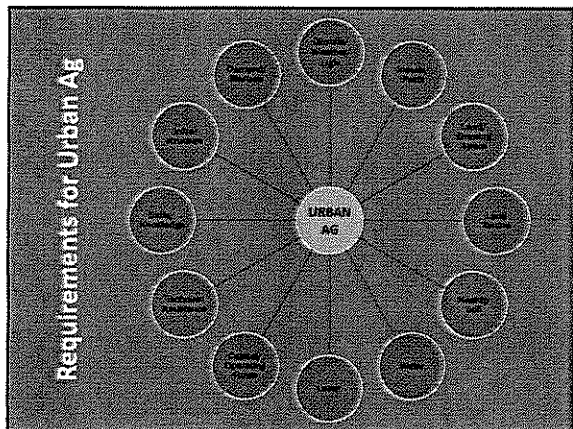
---

---

---

---

---




---

---

---

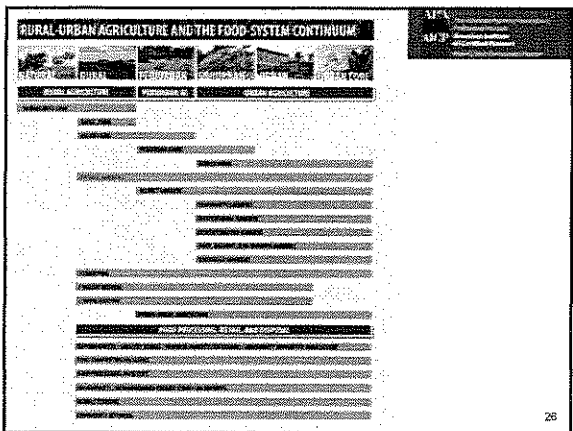
---

---

---

---

---




---

---

---

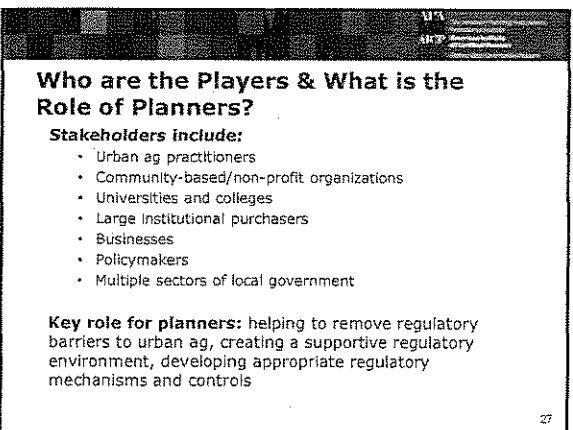
---

---

---

---

---



Planners as Producers?  
 Bridget  
 AS Bowler  
 B. H. S. I. O. N

---

---

---

---

---


---

---

---

**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

28

---

---

---

---

---

---

---

---


---

---

---

---

**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.

29

---

---

---

---

---

---

---

---

---

---

---

---

**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

30

---

---

---

---

---

---

---

---

---

---

---

---

**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

31

---

---

---

---

---

---

---

---

---

---

**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

32

---

---

---

---

---

---

---

---

---

---

**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

33

*Cleveland - COUNCIL*

*SUPPORTS*

*URBAN*

*AGRICULTURE*

---

---

---

---

---

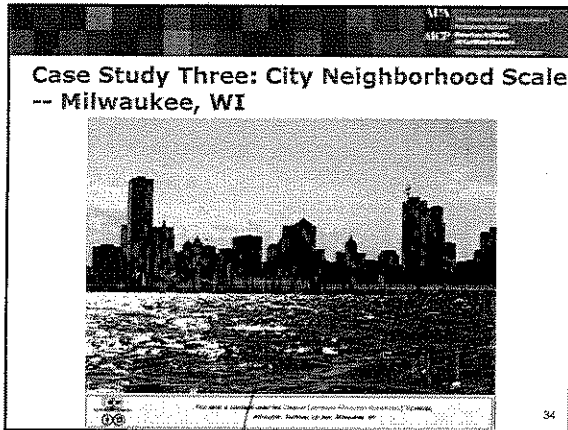
---

---

---

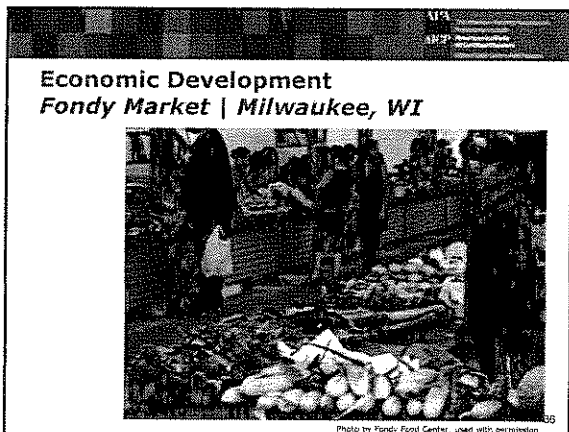
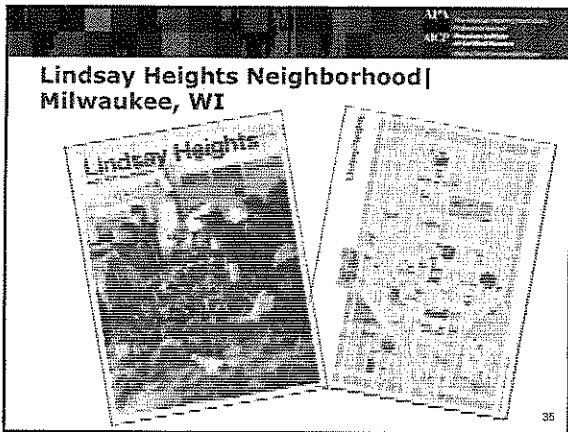
---

---

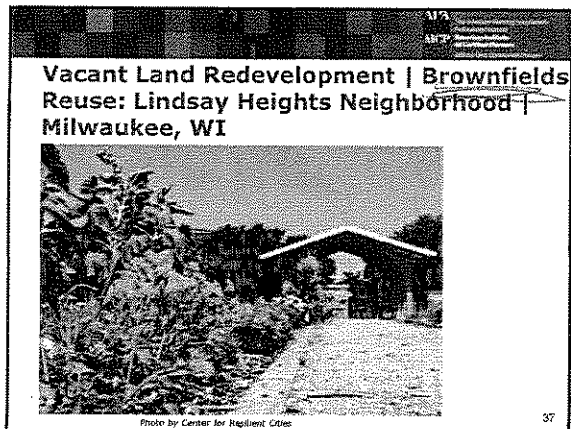


Point Name 27/0

→ since Michigan



USA 6/25




---

---

---

---

---

---

---

---

---

---

---

---

• 5 MINOR DRUGS  
MAY DOWN




---

---

---

---

---

---

---

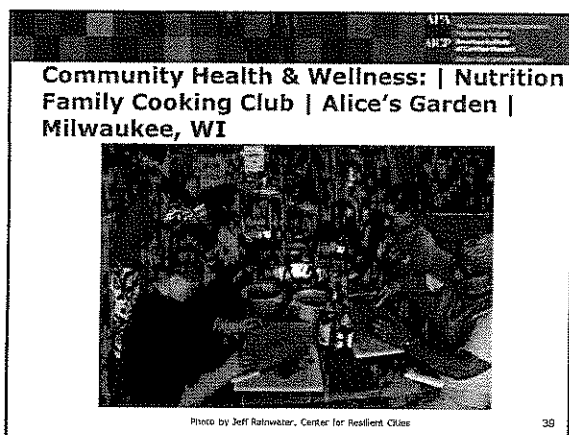
---

---

---

---

---




---

---

---

---

---

---

---

---

---

---

---

---

UVA  
University of Virginia  
Center for Resilient Cities  
Alice's Garden

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



Photo by Jeff Kainwiter, Center for Resilient Cities

40

---

---

---

---

---

---

---

---

UVA  
University of Virginia  
Center for Resilient Cities  
Alice's Garden

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

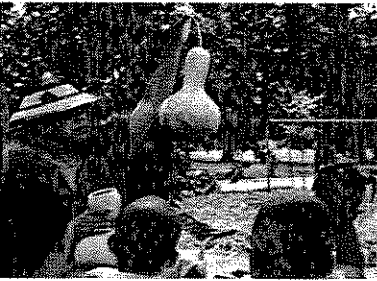


Photo by Center for Resilient Cities

41

---

---

---

---

---

---

---

---

UVA  
University of Virginia  
Center for Resilient Cities  
Alice's Garden

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

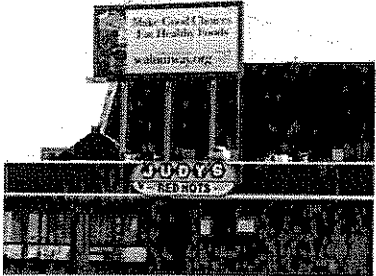


Photo by Harika Cotton Campbell, Center for Resilient Cities

42

---

---

---

---

---

---

---

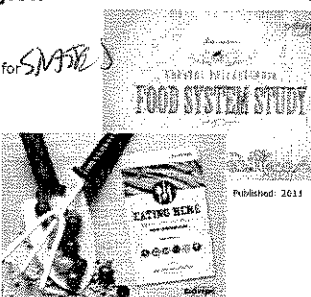
---

*B. Anne Bosler AMA*

**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



43

DELAWARE REGIONAL RURAL DEV AGENCY

Greater Philadelphia  
Food System Study

Future for Rural 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?

44

ENABLING LEGISLATION

NEW DELAWARE

**Measures: Community-wide**

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

45

- Inventory of Resources  
- Resources use/use/pull  
- Public revenues?



**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?  
 - SEVERAL PLANS?  
 MINNEAPOLIS, MN

KANSAS CITY, MO  
 SNARE PRODUCE ACCUSED CASES IN SE DISTRICT  
 CHICAGO, IL - SE 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>

---

---

---

---

---

---


---

---

---

---

### The Future of Urban Agriculture?



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

---

---

---

---

---

---


---

---


---

---


### Questions and Answers



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



**Marcia Caton Campbell**, Milwaukee Director, Center for Resilient Cities



**Samina Raja**, Associate Professor, State University of New York, Buffalo

Fax questions to: 312-786-6700
E-mail: [education@planning.org](mailto:education@planning.org)

intentional urban ag. laws

- Milwaukee (last 10 yrs as basis)
- Cleveland, OH
- Chicago, IL
- Minneapolis, MN
- Milwaukee