



Food Innovation Districts

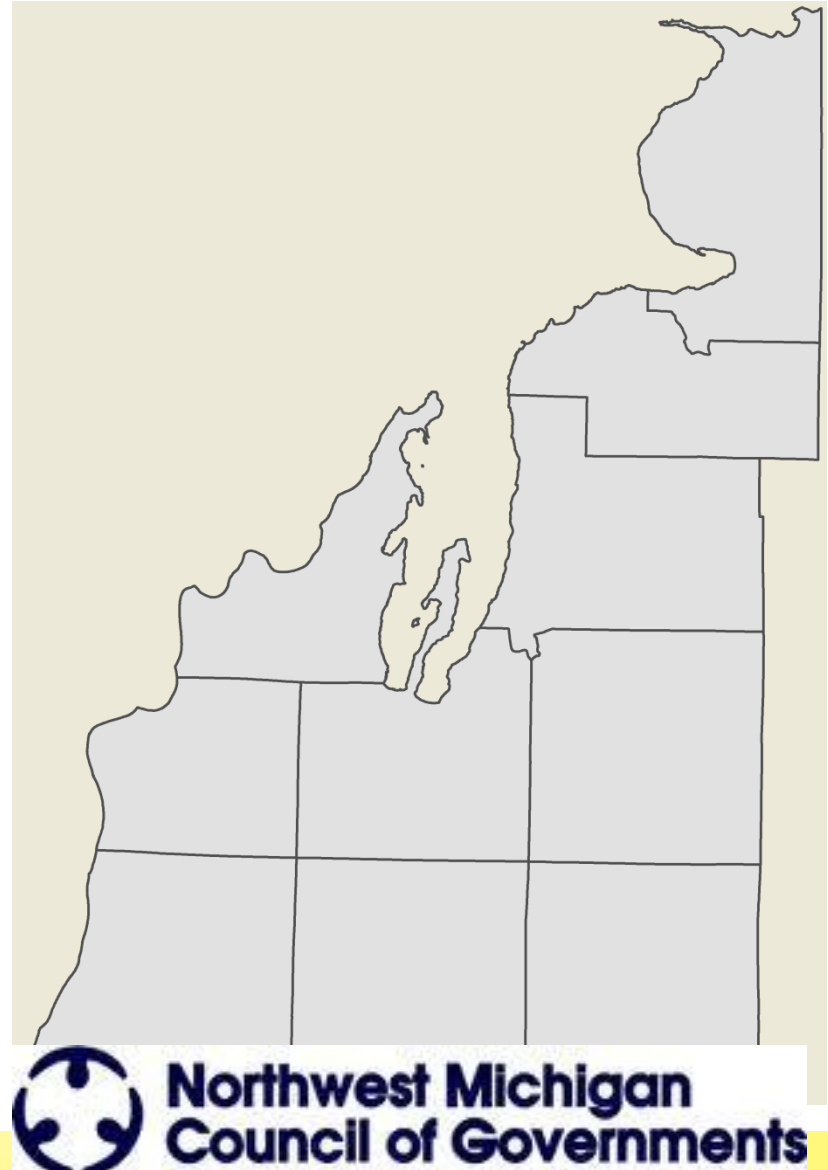
An Economic Gardening Tool

Patty Cantrell • Sarah Lucas
Lakes to Land – November 14, 2012



Northwest Michigan Council of Governments

- Provide services to local governments in 10-county region
 - Planning – master plans, recreation plans, housing
 - Communication/coordination
 - Resources/data
 - Mapping/GIS
 - Community Growth grants
 - Act as neutral convener for regional initiatives
- Grant funded, fee-for-service
- County membership





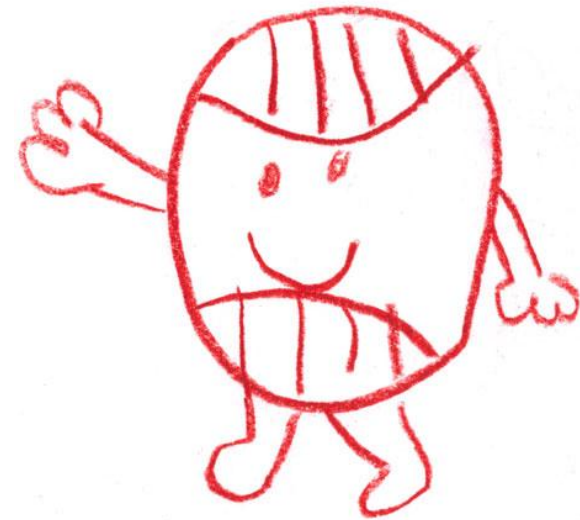
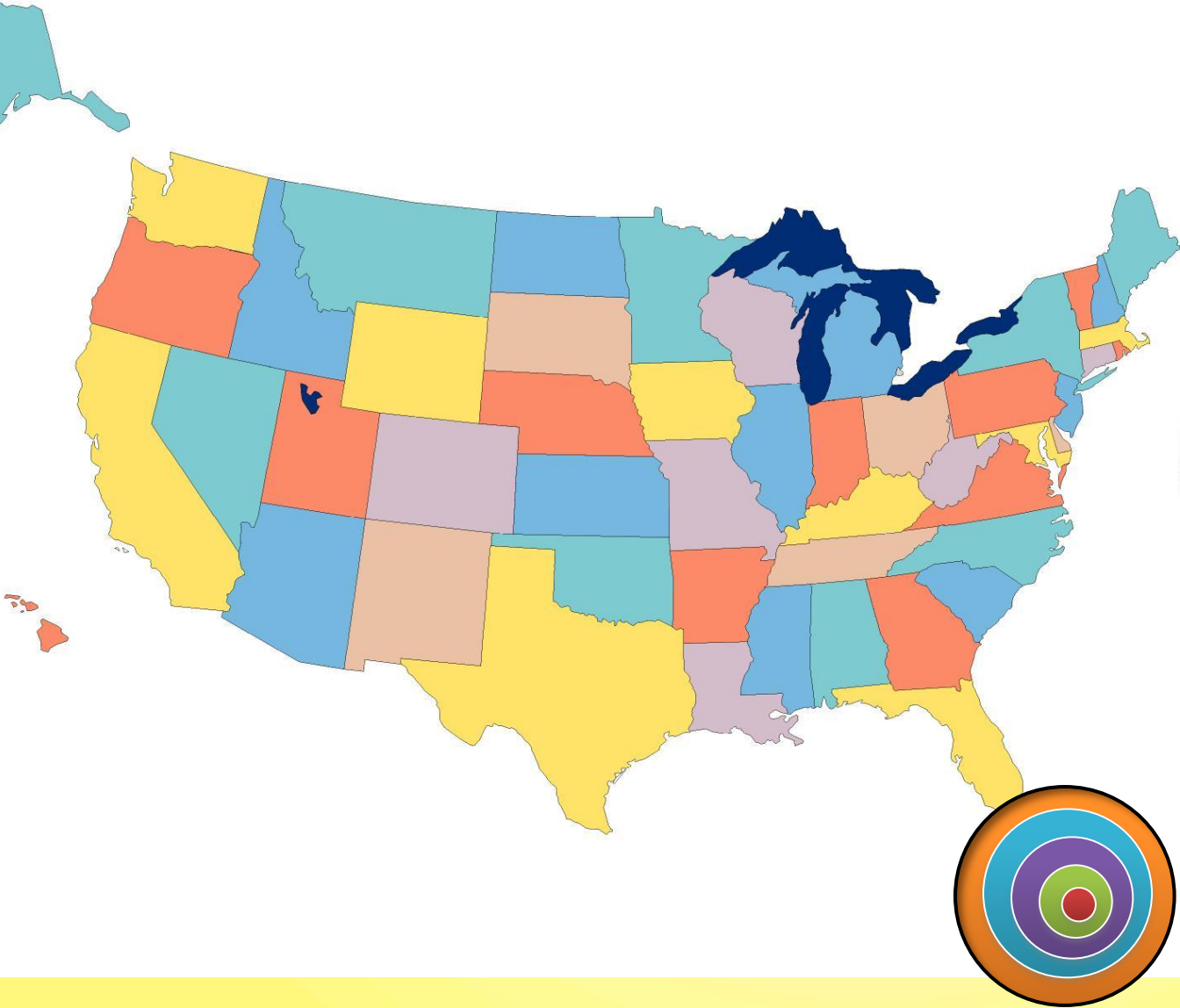
Food Innovation Districts: An Economic Gardening Tool

- USDA Rural Business and Enterprise grant
- NWMCOG
- MSU Center for Regional Food Systems
- Advisory Committee
 - Michigan Association of Planning
 - MSHDA
 - National Association of Regions
 - Local governments
 - Food/farming stakeholders
- MSU Practicum Students





Global Easier than Local





Food Innovation District

Food Innovation District

- A geographic concentration of food-oriented businesses, services, and community activities ...
- Which local governments support through planning and economic development initiatives ...
- In order to
 - Promote a positive business environment.
 - Spur regional food system development.
 - Increase access to local food.



Types of District Activity

Producer-oriented

- Production, gardening
- Retail and farmers' markets
- Post harvest storage, processing
- Packaging and promotion
- Loading docks and truck access
- Business incubation facilities, services

Place-oriented

- Festivals, fairs and events
- Sidewalks and bike lanes
- Benches and bike racks
- Plazas and public art
- Pedestrian scale and traffic flow

Community-oriented

- Restaurants and eateries
- Community ovens, kitchens
- Education and nutrition outreach
- Social services
- Open space, gardens
- Harvest gleanings, food pantries





Regional Resource, Identity

DETROIT

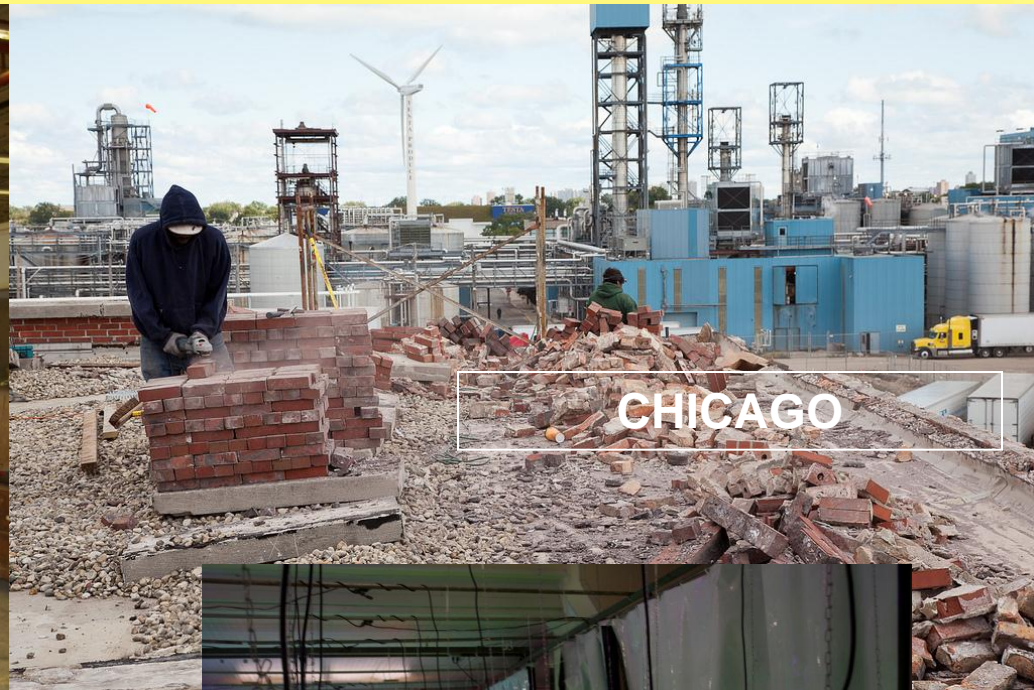


TRAVERSE CITY





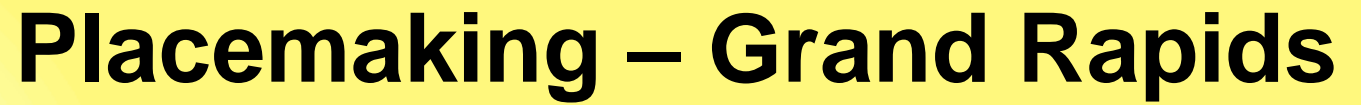
Re-purpose. Re-invent.





Placemaking – Marquette







Food Innovation Guide

- Definitions
- Case Studies
- Creating and Implementing a Plan
- Worksheets
- Sample Ordinance



Making it Happen

ASSESSMENT

Community Information

Rationale or Need

Assets & Opportunities



PROJECT INITIATION

Vision

District Boundaries



IMPLEMENTATION

Planning & Zoning

Economic Development



Assessment: what do we have?

- Describe your community, its population, and demographics
- What do you know about food consumption – sales, trends, etc?
- What do you know about food production in the region?



ASSESSMENT

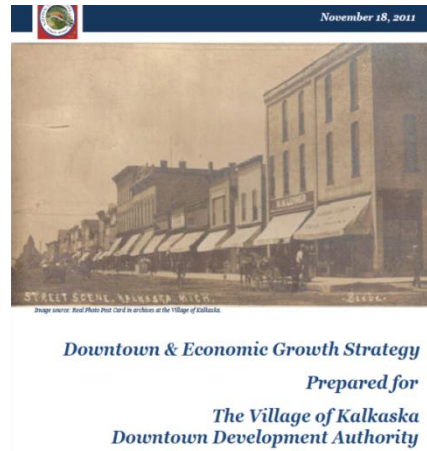
Community Information

PROJECT INITIATION

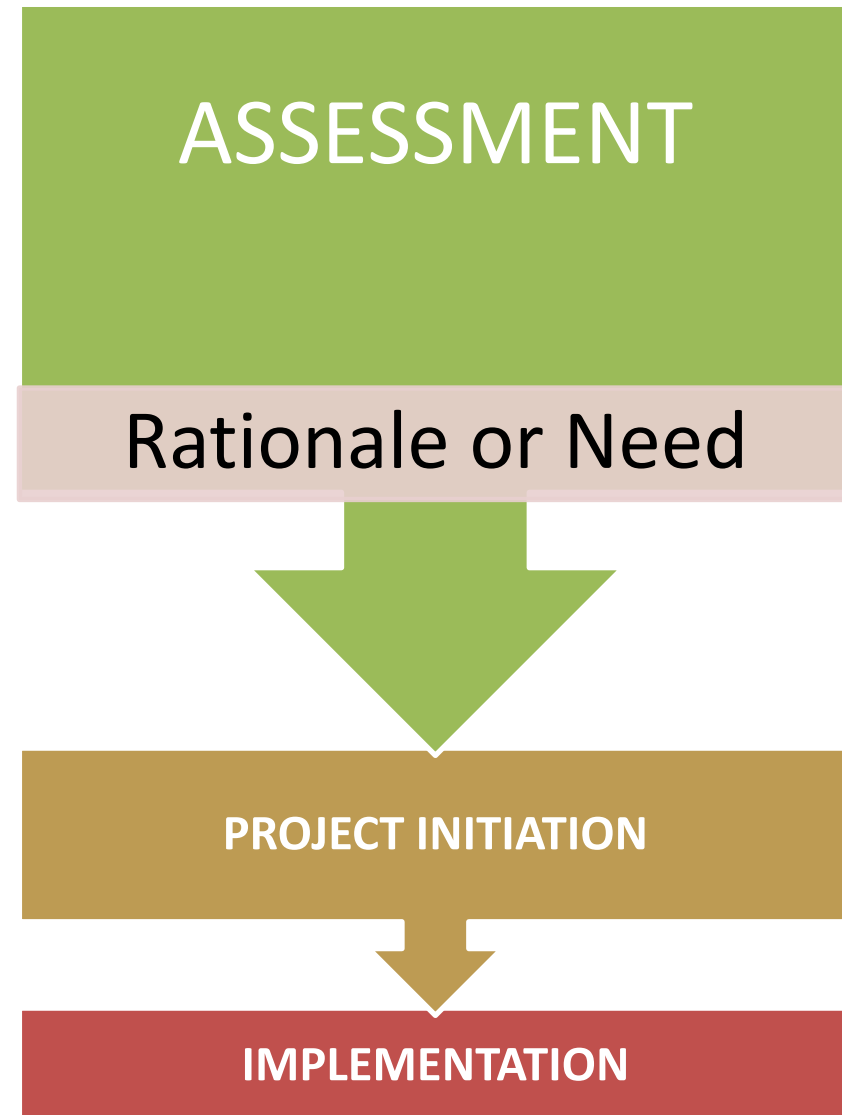
IMPLEMENTATION



What is the rationale?



- Are food systems discussed in the master plan?
- What is community interest in the local food system?
- Is there an emerging food business cluster?
- What are the needs of local food businesses?





Assets & Opportunities

- What types of food innovation uses exist?
 - Producer, Community, Place assets
- Are there linkages or networks between uses?
- Opportunities for adaptive reuse or redevelopment?
- Is there a local or regional food network?





Producer, Community, & Place Assets





Champions and Plans

**FOOD & FARMING
NETWORK**

Building Northwest Michigan's Agricultural Future





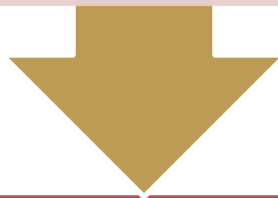
Focus the Vision

ASSESSMENT

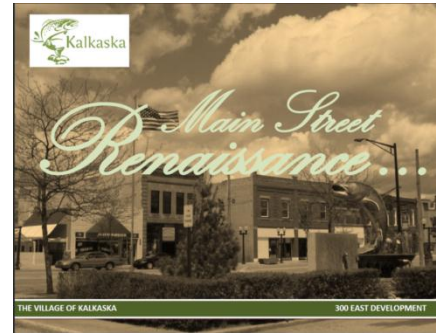


PROJECT INITIATION

Vision



IMPLEMENTATION



- Focus primarily on processing or distribution?
- Or is the community component stronger?
- Tie the district to other initiatives, such as property redevelopment or historic preservation?



Find the Right Location

ASSESSMENT

PROJECT INITIATION

Define District Boundaries

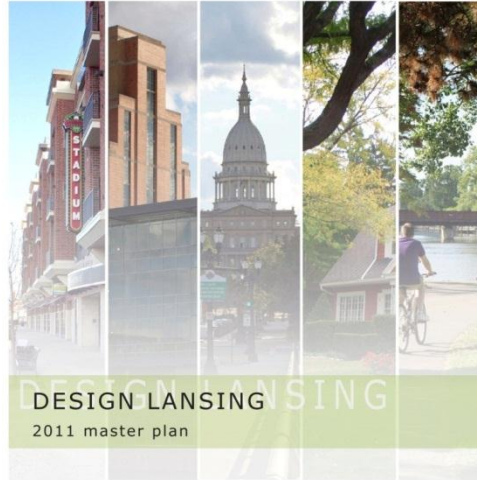
IMPLEMENTATION



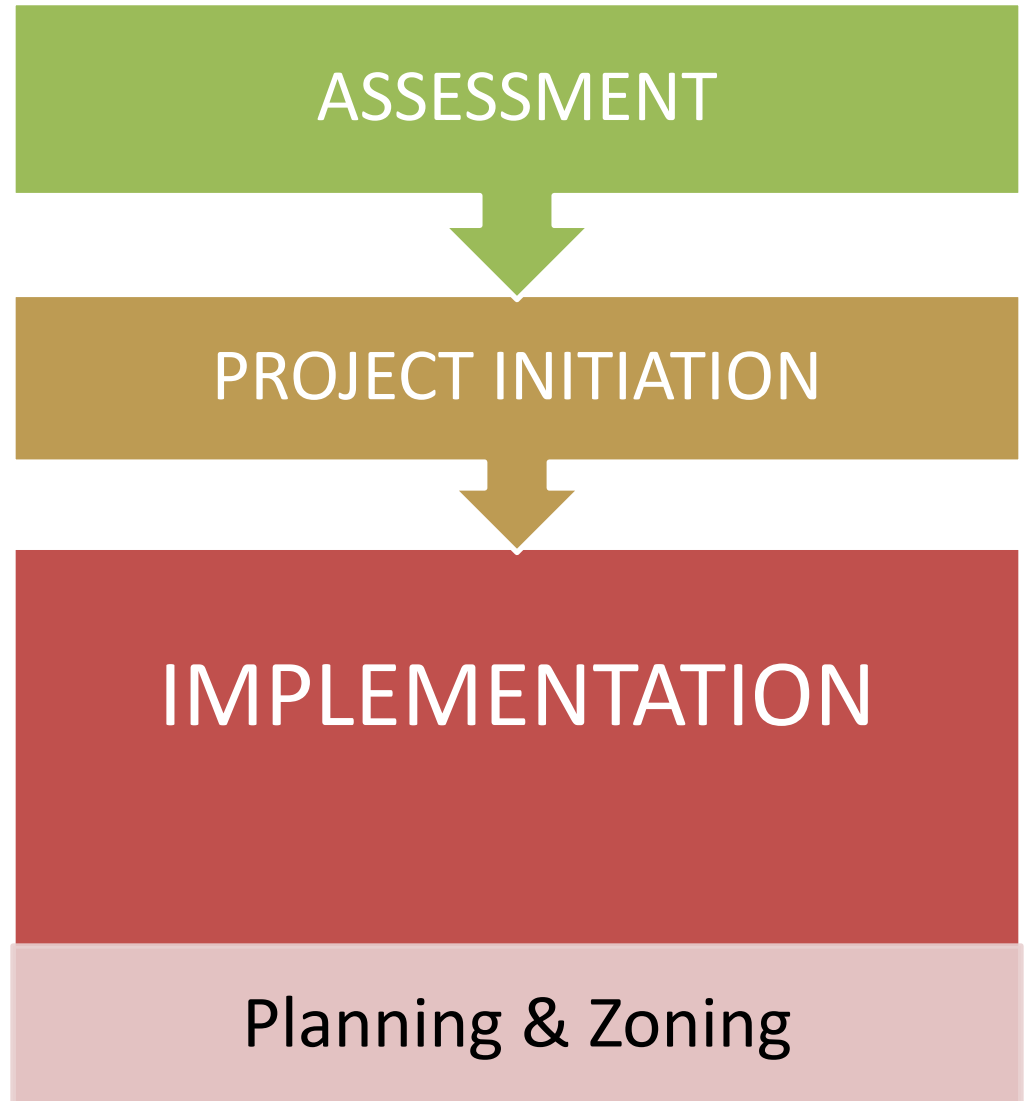
- Where are food assets present?
- Infrastructure, TIF & other financial incentives
- Master plan & zoning designations



Planning and Zoning



- Does the master plan address the local or regional food system?
- What uses are permitted by zoning within FID boundaries?

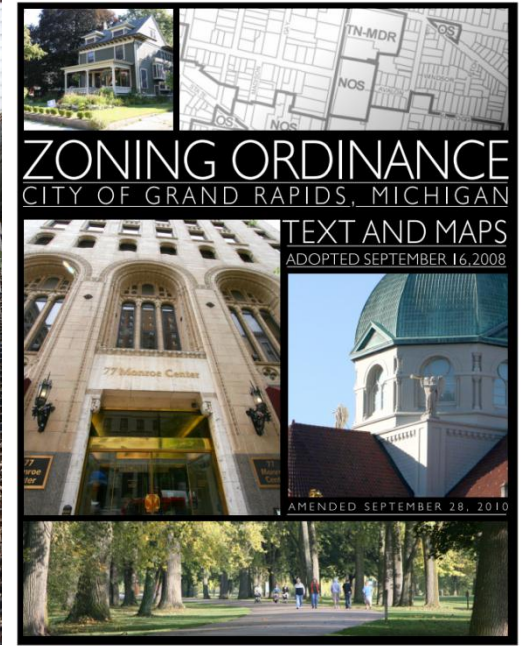




Zoning for Food Innovation

Allow for the mix of food innovation district uses:

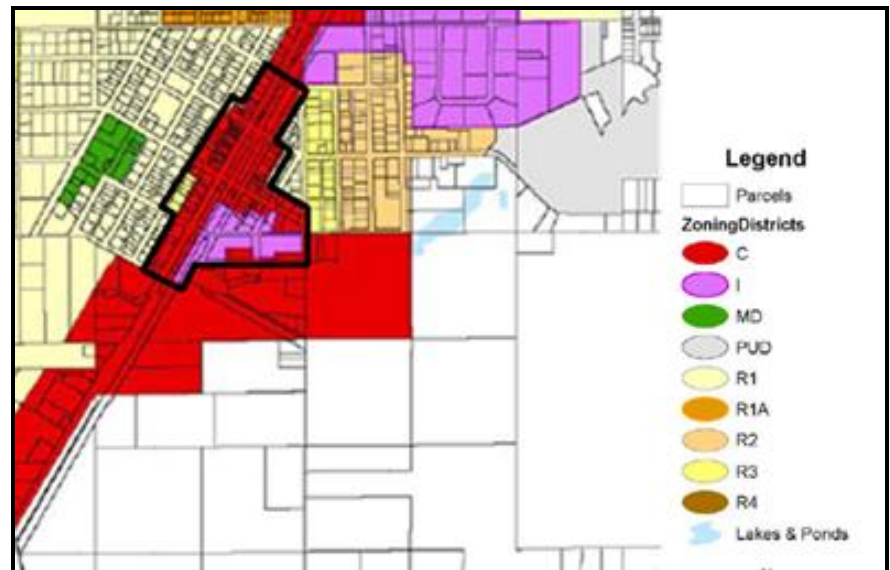
- Add Uses
- New Zone
- Planned Unit Development
- Form Based Zoning
 - More use flexibility, neighborhood character advantages
- Overlay Zone





Food Innovation District Overlay

- MSU Practicum Students
- Compiles uses, definitions
 - Higher impact uses defined as special uses
 - More common uses allowed with conditions or by right
- Can be used over all or part of various existing zoning districts





Overlay District – Sample Application

Zoning District	Uses Permitted Under Existing Zoning	Uses Added by Overlay District
Industrial	Wholesaling Processing Manufacturing Storage facilities Distribution Research and Development	Retail Personal service Business service Restaurants Entertainment Community garden Community Kitchen Farmers Market Multi-family residential
Commercial	Retail Personal service Business service Restaurants Entertainment Government Hotels, motels, cabins, bed-and-breakfasts	Minor agricultural or food processing Community garden Community kitchen Farmers market Multi-family residential
Residential	Single-family residential Two-family residential Multi-family residential Schools Accessory uses	Community garden Community kitchen Community garden Farmers market Home occupations/cottage industries



Financial Support

ASSESSMENT



PROJECT INITIATION



IMPLEMENTATION

Economic Development

- Have market studies been conducted?
- Is marketing/promotional assistance available?
- What financial incentives are available for new businesses?
- Consider staff capacity for ED activities, including business recruitment



Economic Development

Explore available or potential programs and approaches

Real Estate Development

Tax increment financing, business improvement district, land banks ...

Placemaking

Michigan Main Street, Downtown Development Authority programs ...

Federal and State Funding

USDA, EDA, MEDC Farm to Food (CDBG), MDARD ...

Other: Food for Thought

Brownfield redevelopment, Smart Zones, Regional Skills Alliances ...



Good Food System Benefits





Food Innovation Districts: An Economic Gardening Tool

- Guide will be completed by the end of the year
- Outreach, distribution over the winter
- Local government outreach – presentations, guides

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