



Food Innovation Districts

An Economic Gardening Tool

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Grand Vision Growth & Investment Network

November 19, 2012



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





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 gleaning, food pantries



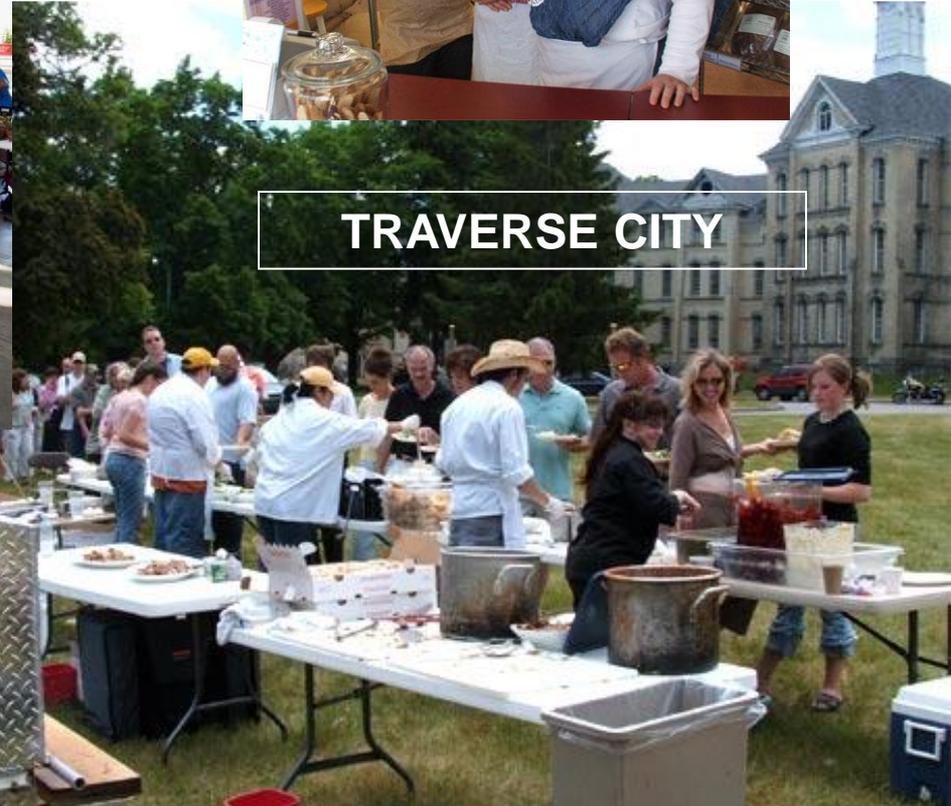


Regional Resource, Identity

DETROIT



TRAVERSE CITY





Re-purpose. Re-invent.



VIROQUA WI



CHICAGO





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



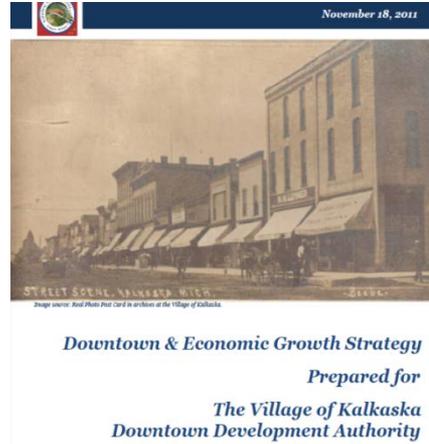
Assessment: what do we have?

- 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?

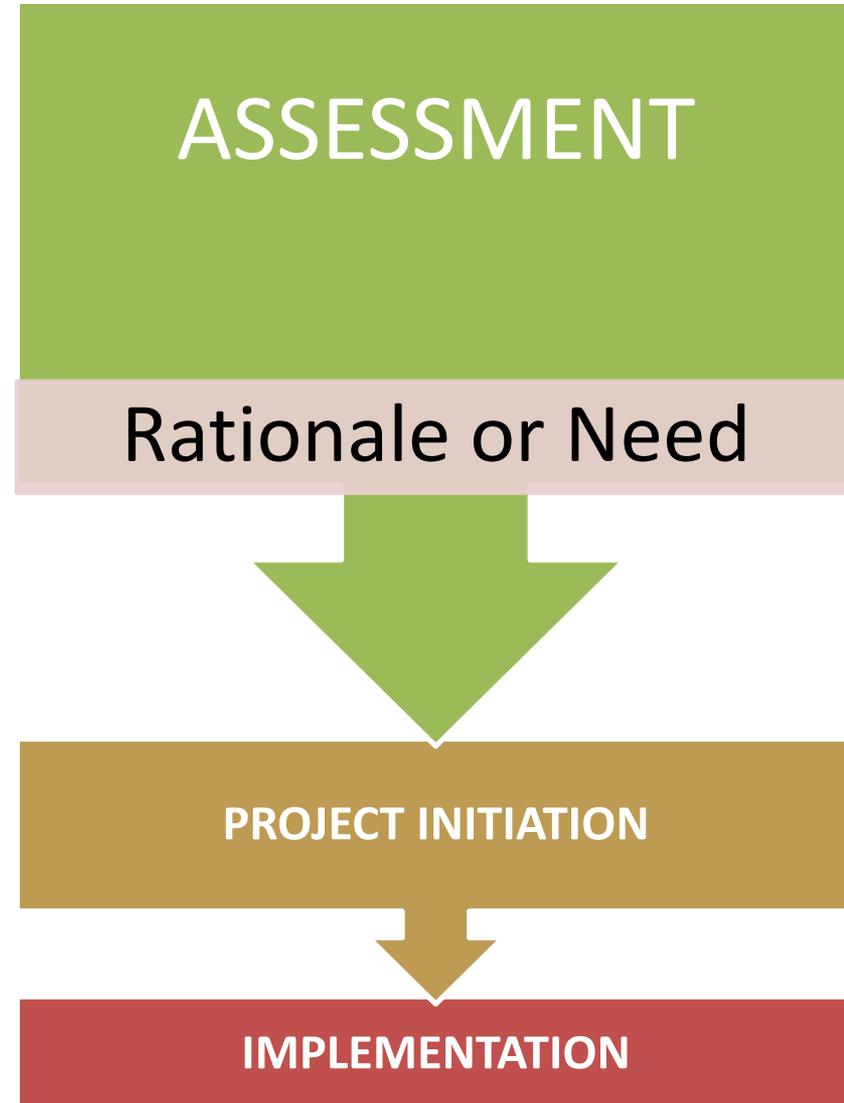




What is the rationale?



- Master plan recommendations, community interest?
- Emerging food business cluster?
- Needs of local food businesses?





Assets & Opportunities

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

ASSESSMENT

Assets & Opportunities

PROJECT INITIATION

IMPLEMENTATION





Champions and Plans

FOOD & FARMING NETWORK

Building Northwest Michigan's Agricultural Future





Focus the Vision

ASSESSMENT

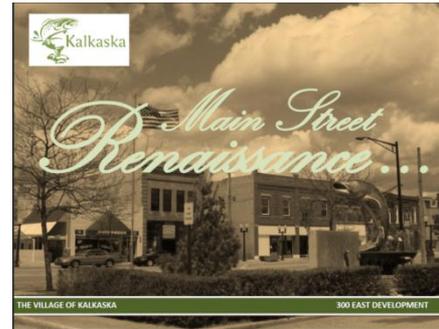


PROJECT INITIATION

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



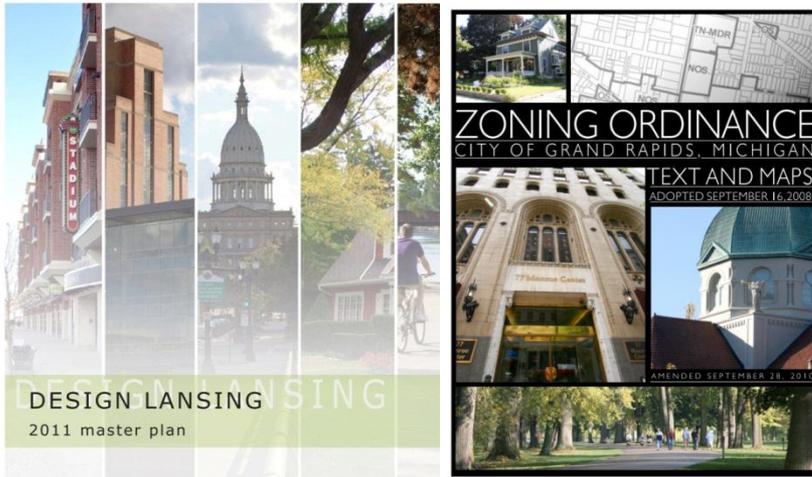
IMPLEMENTATION



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



Planning and Zoning



- Master plan recommendation?
- Zoning issues & techniques
 - Is it permitted now?
 - Form-based codes
 - Overlay zones





Food Innovation District Overlay

- 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

| 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 | Minor agricultural or food processing, community garden, community kitchen, farmers market, multi-family residential |



Financial Support

ASSESSMENT



PROJECT INITIATION



IMPLEMENTATION

Economic Development

- Market studies
- Marketing/promotional assistance
- Financial incentives/grant programs
 - TIF, DDA, Brownfield
 - Michigan Main Street
 - USDA, MEDDC, EDA, MDARD
- Staff capacity for ED activities



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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