

**Thank You!**  
Questions?

## Food Innovation Districts

A Land Use Tool for Communities Seeking to Create and Expand a Regional Food Industry

April 27, 2012  
Michigan State University  
School of Planning, Design & Construction  
Urban Planning Practicum

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Sean McNaughton  
Marlon Phillips  
Kirstie Sieloff  
Claire Wilke**

# Presentation Sections

**Project Overview**

**Infrastructure of Local Food Systems**

**Food Innovation Districts**

**FID: A Component Matrix**

**Building 58 Case Study**

**Business and Economic Strategies for FIDs**

**Regulatory & Non-Regulatory Strategies for FIDs**

**Findings and Recommendations**

# Project Overview

# Project Goals

Assist clients in creating a portion of planning and economic development toolkit

- Define FID
- Determine best way to create and implement FIDs
- Research planning and economic development strategies
- Create matrix for practical assessment by communities
- Apply matrix to case studies, including Building 58

# Clients

**Patty Cantrell**

Organizer, Regional Food Solutions, LLC

**Kathryn Colasanti**

Academic Specialist, MSU Center for  
Regional Food Systems

**Laura Goddeeris**

Academic Specialist, MSU Center for  
Regional Food Systems

**Sarah Lucas**

Regional Planner, NWMCOG

**Matt McCauley**

Director, Regional Planning & Community  
Development for the NWMCOG

County NWMCOG Region



Source: Lively, J. (2011).

# Infrastructure of Local Food Systems

# Planning for Food Systems

- In the past local food use planning overlooked by planners
- Within the last 10 years implications of food systems acknowledged:
  - Effects on land use through policy
  - Effects on built environment
  - Effects community

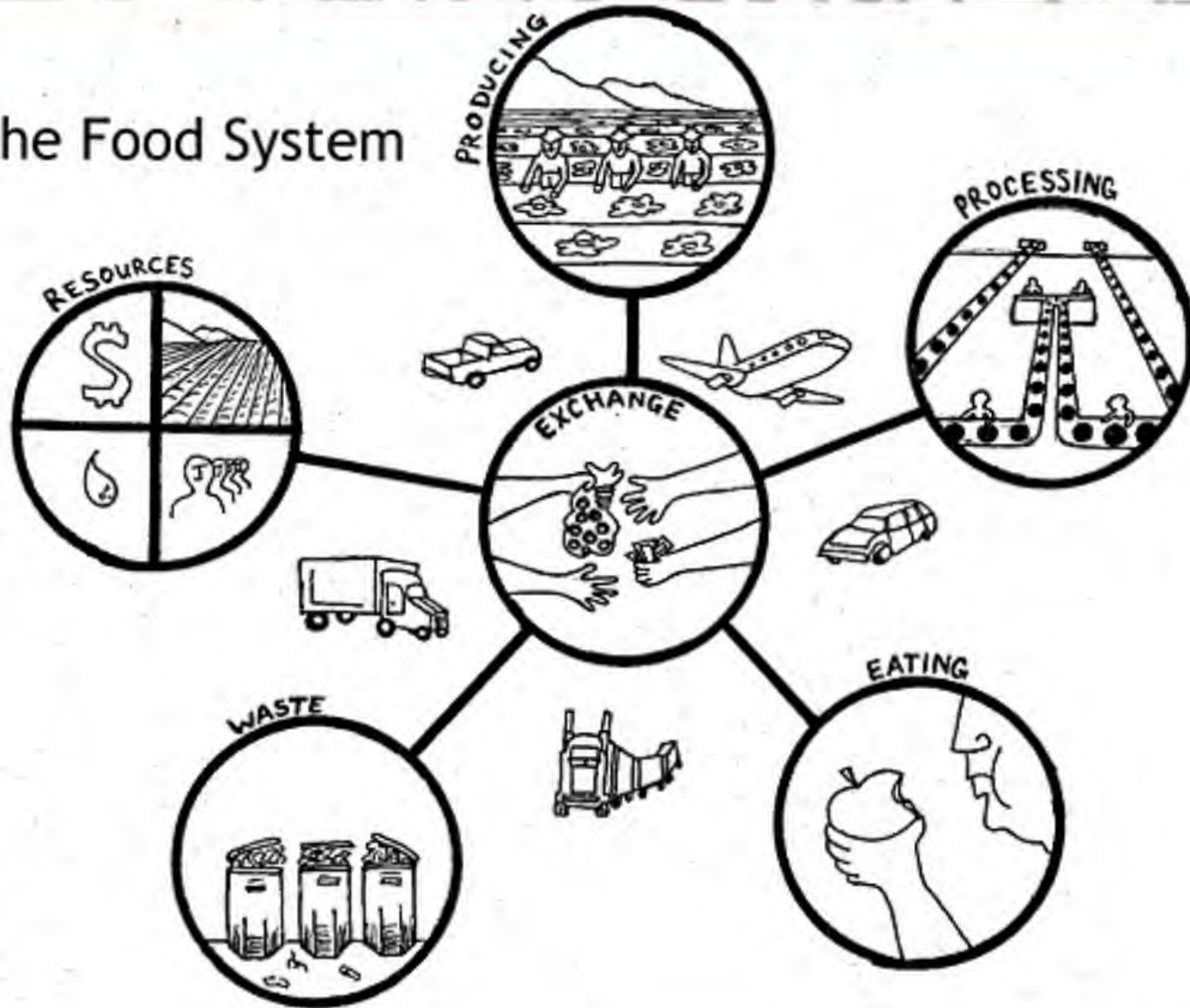


# Importance of Local Food Systems

- Food is critical element of everyday life-has implications for everyone
- Local and regional food systems effect these aspects for an area:
  - Health
  - Wealth
  - Increased quality of life

# The Food System

The Food System



Source: Center for Agroecology and Sustainable Food Systems Social Issues Team and Graphic Artist Elliott Kuhn, 2004.

# Definition of Food Hub

- Evolving Definition of Food Hubs
- USDA, Wholesome Wave, Horst et al. contribute to current definition
- Defined by Center for Regional Food Systems:
  - 1) Focused primarily on serving an **intermediary** role between regional producers and customers
  - 2) Operated as either a **single business entity** or under a **single governance structure**

# Food Hub Inventory

## Necessary Components and Amenities

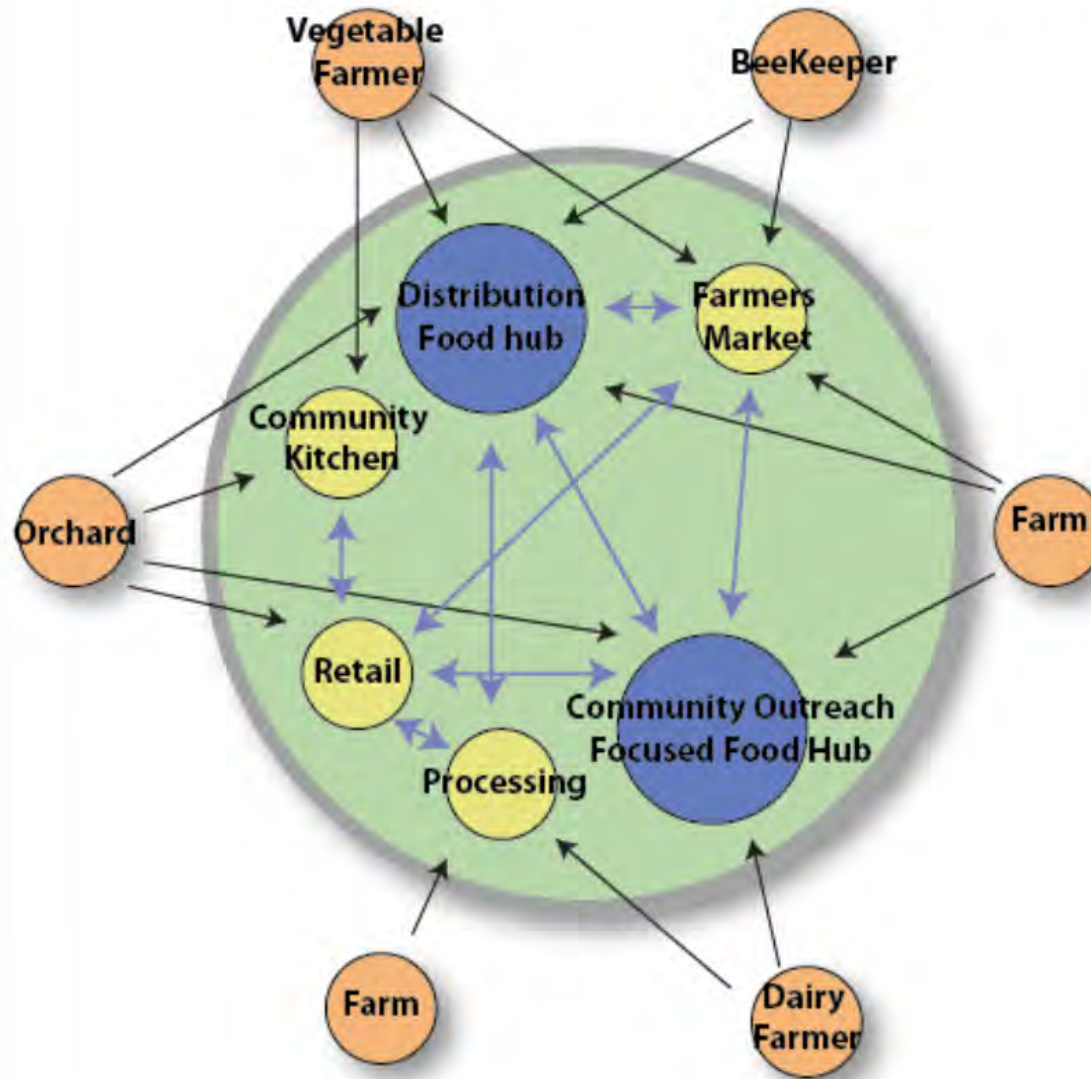
- Local/Regional/ State Food
- Network (Distribution)
- Physical Location
- Storage of Wholesale goods
- Production Facility
- Educational Outreach
- Community Kitchen
- Sale of wholesale goods
- Processing
- Retail

# Food Innovation Districts

# **Food Innovation Districts Definition**

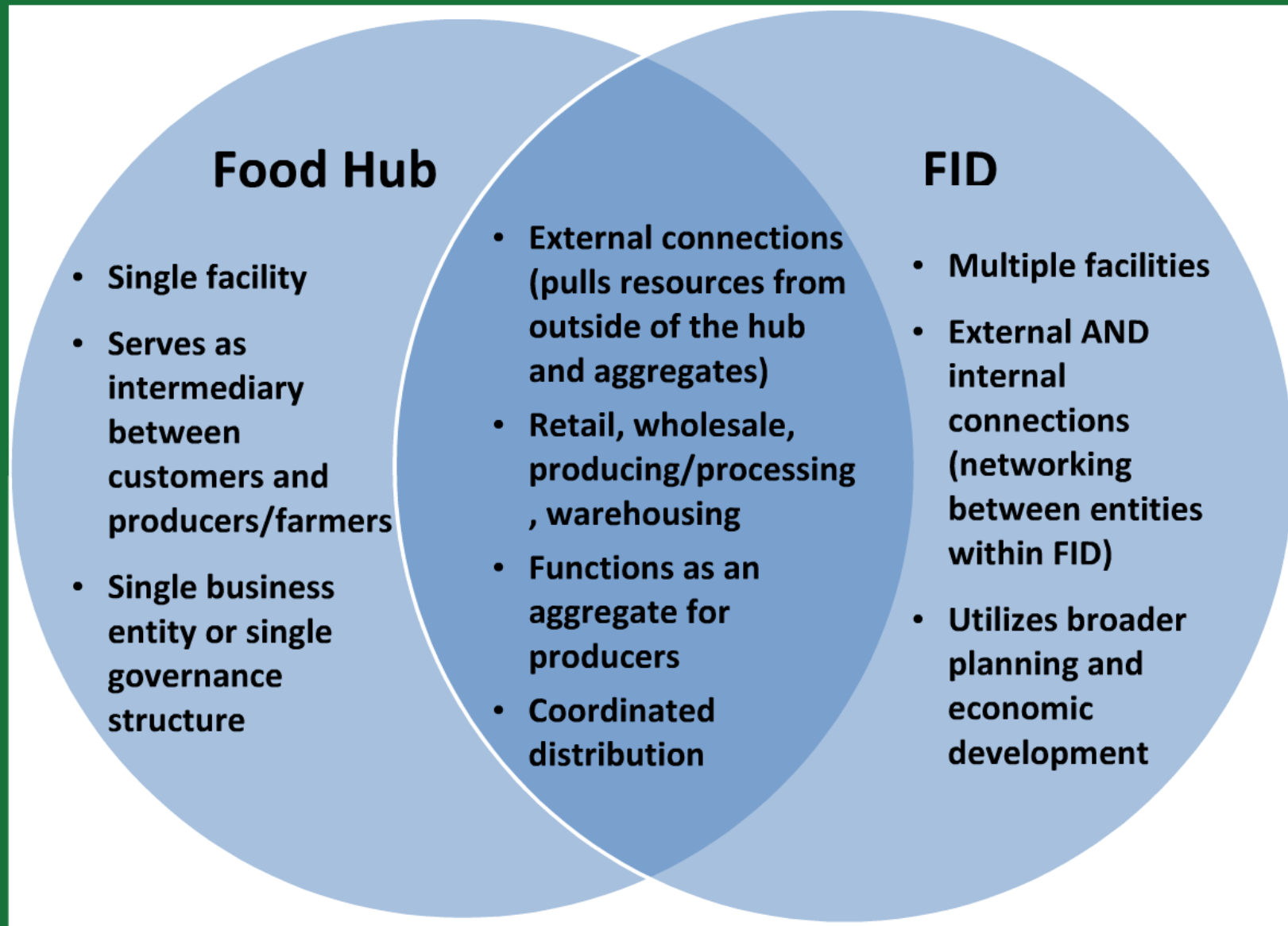
- **Distinct geographical location**
- **Close Proximity**
- **Goal is to agglomerate**
- **Create Network of food related businesses**
- **Benefit through exchange of services, facilities, ideas**

# Food Innovation District



# Food Hub and FID

## Similarities and Differences

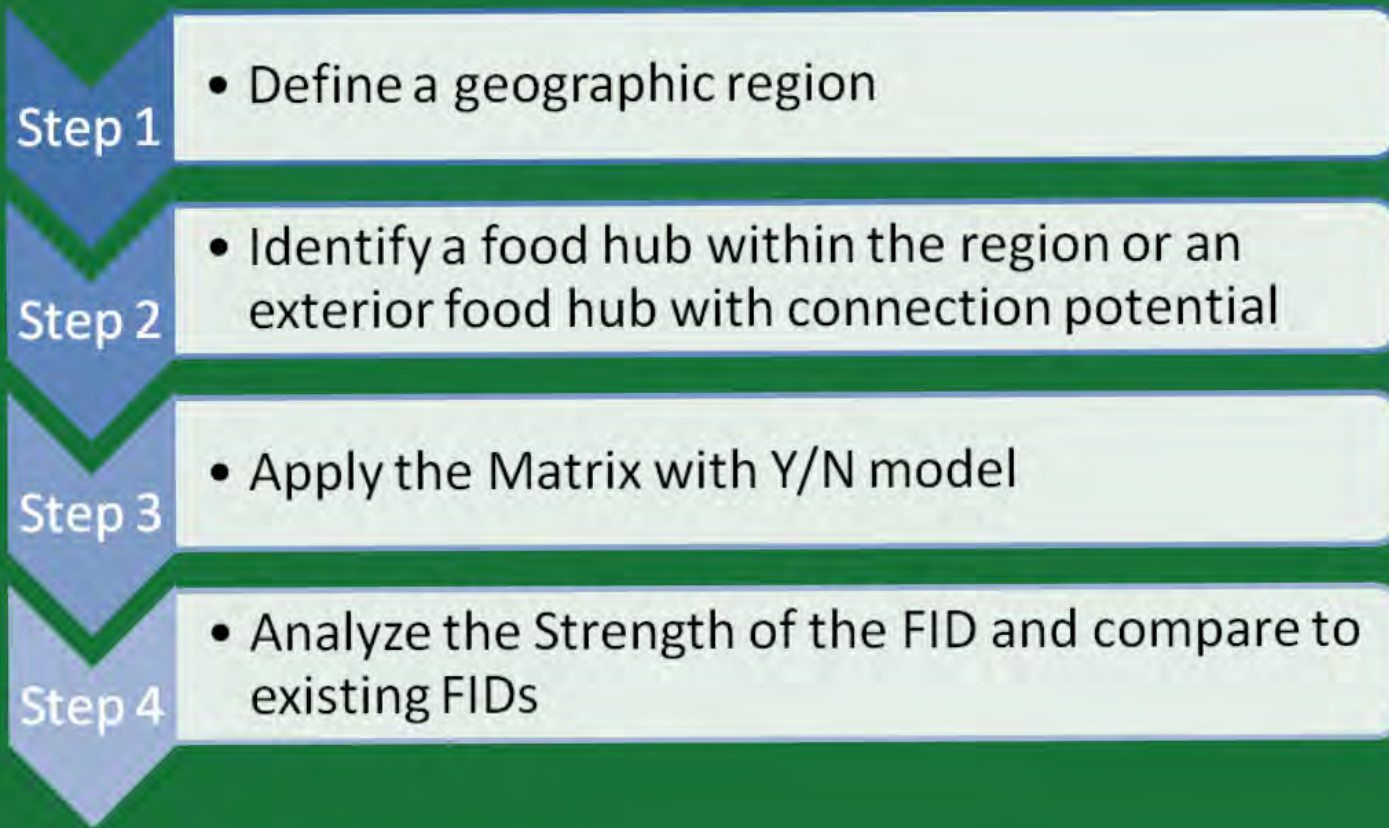


Source: MSU Practicum Team 2012



# **Food Innovation District: A Component Matrix**

# Matrix Application



Source: MSU Practicum Team, 2012



# Component Matrix

		Regional Descriptions		
Defined Area	Is a Food Hub in the defined area, or is there access to a nearby Hub?	Population	Zoning	Demographics
Detroit, MI	Yes, Eastern Market	713,777	Mixed Residential Housing, Central Business District, Commercial Community Shopping, Light Industrial, and Open Space	82.7% Black persons, 10.6% White persons, and 6.8% Latino persons
Oakland, CA	Yes, Mandela Foods Cooperative & Thumbs Up Distributing	390,724	General Services District and General Industrial District	34.5% White persons, 28.0% Black persons, 16.8% Asian persons, and 25.0% Latino persons
Wooster, OH	Yes, Local Roots Market & Café	26,119	Light Industry, Single Family Residential, Retail Commercial, and Public/Semi Public	91.2% White persons, 3.6% Black persons, 2.2% Latino persons, and 1.9% Asian persons

		Producer-Oriented Elements										Community-Oriented Elements						Place-Oriented Elements																			
Defined Area	Is a Food Hub in the defined area, or is there access to a nearby Hub?	Wholesale District		Resale/Retail District		Planning & Coordination		Distribution Network		Shared Storage Facilities		Processing Center		Marketing Services		Farm to School		Education Program		Community Supported Agriculture		Community Kitchen		Connection to Low-Income Individuals		Health Component		Policy Supported		Placemaking		Restaurant		Entertainment/Agritourism		Existing Food Cluster	
		Y	N	Y	N	Y	N	Y	N	Y	N	Y	N	Y	N	Y	N	Y	N	Y	N	Y	N	Y	N	Y	N	Y	N	Y	N	Y	N				
Detroit, MI	Yes, Eastern Market	X		X		X		X		X		X		X		X				X	X			X		X		X		X		X		X			
Oakland, CA	Yes, Mandela Foods Cooperative & Thumbs Up Distributing	X		X		X		X		X		X		X		X		X		X	X			X		X		X		X		X		X			
Wooster, OH	Yes, Local Roots Market & Café	X		X		X		X		X		X		X		X		X		X	X			X		X		X		X		X		X			

Source: MSU Practicum Team 2012

# Component Matrix

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		Y	N	Y	N	Y	N	Y	N	Y	N	Y	N	Y	N	Y	N	Y	N	Y	N	Y	N	Y	N	Y	N	Y	N	Y	N	Y	N				
Detroit, MI	Yes, Eastern Market	X		X		X		X		X		X		X	X		X	X		X	X		X	X		X	X		X	X		X	X		X		
Oakland, CA	Yes, Mandela Foods Cooperative & Thumbs Up Distributing	X		X		X		X		X		X	X		X		X	X		X	X		X	X		X	X		X	X		X	X		X		
		X		X		X		X		X	X		X	X		X	X		X	X		X	X		X	X		X	X		X	X		X	X		

# nt Matrix

## Regional Descriptions

Population	Zoning	Demographics
713,777	Mixed Residential Housing, Central Business District, Commercial Community Shopping, Light Industrial, and Open Space	82.7% Black persons, 10.6% White persons, and 6.8% Latino persons
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## Producer-Oriented Elements

## Community-Oriented Elements

## Place-Oriented Elements

Eng & Education	Distribution Network		Shared Storage Facilities		Processing Center		Marketing Services		Farm to School		Education Program		Community Supported Agriculture		Community Kitchen		Connection to Low-Income Individuals		Health Component		Policy Supported		Placemaking		Restaurant		Entertainment/Agritourism		Existing Food Cluster	
	Y	N	Y	N	Y	N	Y	N	Y	N	Y	N	Y	N	Y	N	Y	N	Y	N	Y	N	Y	N	Y	N	Y	N		
	X		X		X		X		X		X		X		X		X		X		X		X		X		X		X	

# Producer-Oriented Elements

Resale/Retail District		Planning & Coordination		Distribution Network		Shared Storage Facilities		Processing Center		Marketing Services		Farm to School		Educational Programs
Y	N	Y	N	Y	N	Y	N	Y	N	Y	N	Y	N	Y
X		X		X		X		X		X			X	X
X		X		X		X			X		X		X	X
X		X			X		X	X			X		X	X

# Community-Oriented Elements

Marketing Practices	Farm to School		Education Program		Community Supported Agriculture		Community Kitchen		Connection to Low- Income Individuals		Health Component		Policy Supported		P
	Y	N	Y	N	Y	N	Y	N	Y	N	Y	N	Y	N	
		X	X			X	X		X		X		X		
X		X	X			X		X	X		X		X		
X		X	X			X	X		X		X			X	

# Place-Oriented Elements

Department	Policy Supported		Placemaking		Restaurant		Entertainment/Agritourism		Existing Food Cluster	
	Y	N	Y	N	Y	N	Y	N	Y	N
	X		X		X		X		X	
	X		X		X		X		X	
		X		X	X			X		X

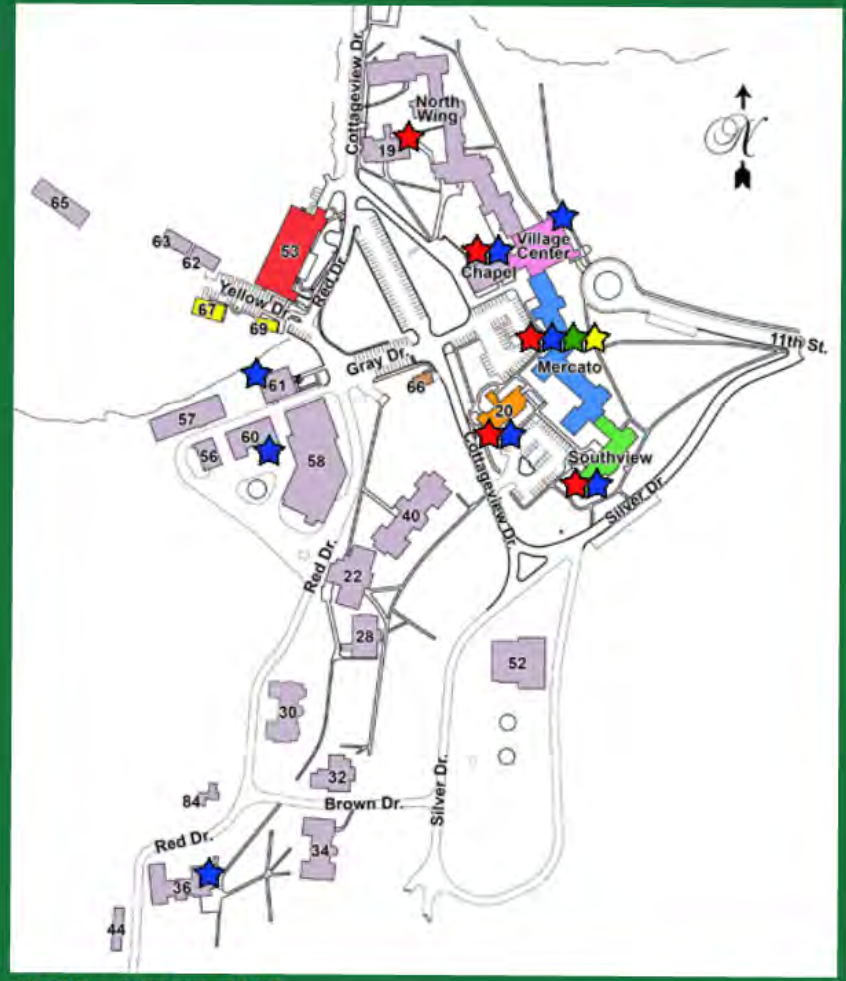


# Building 58 Case Study

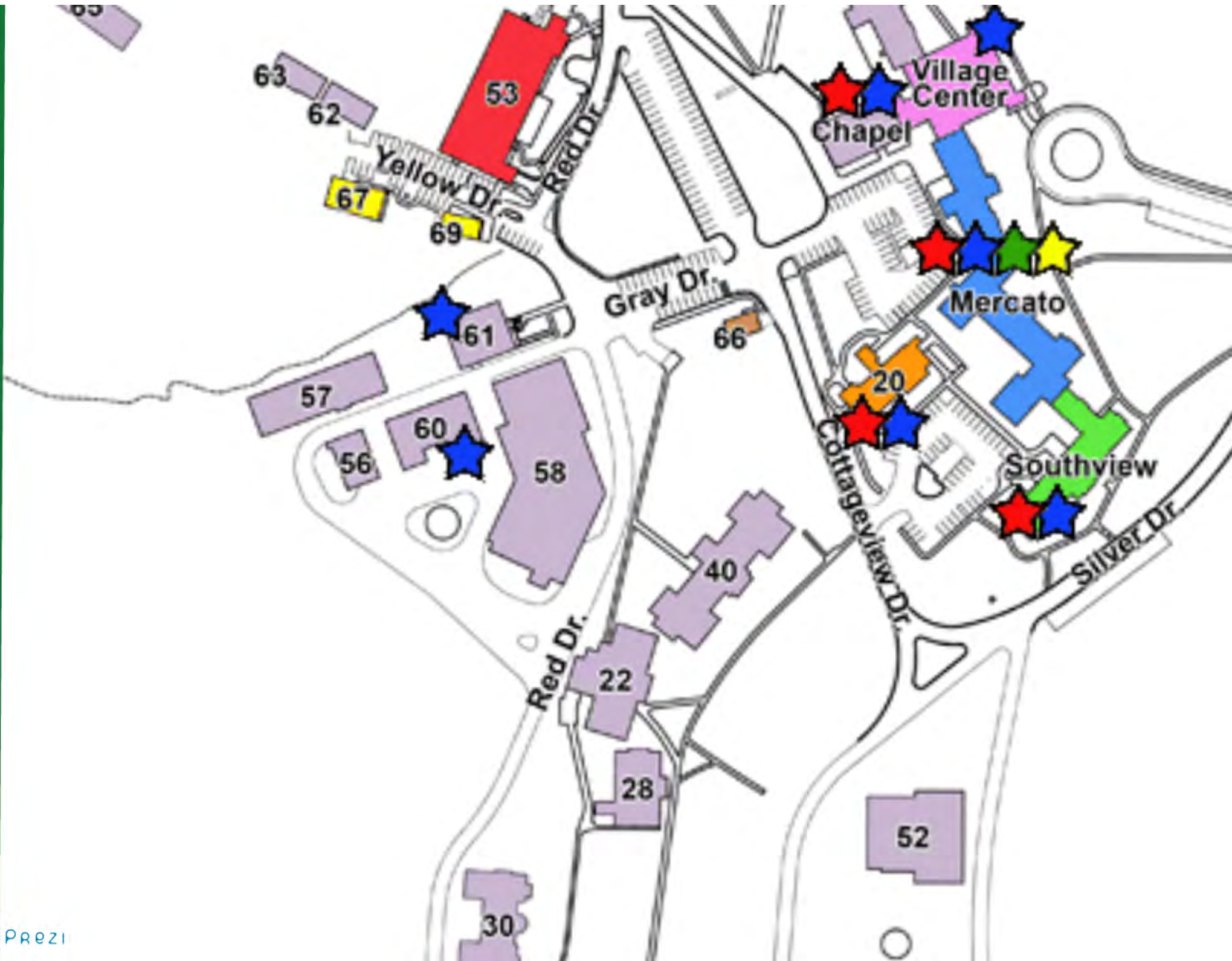
# Location

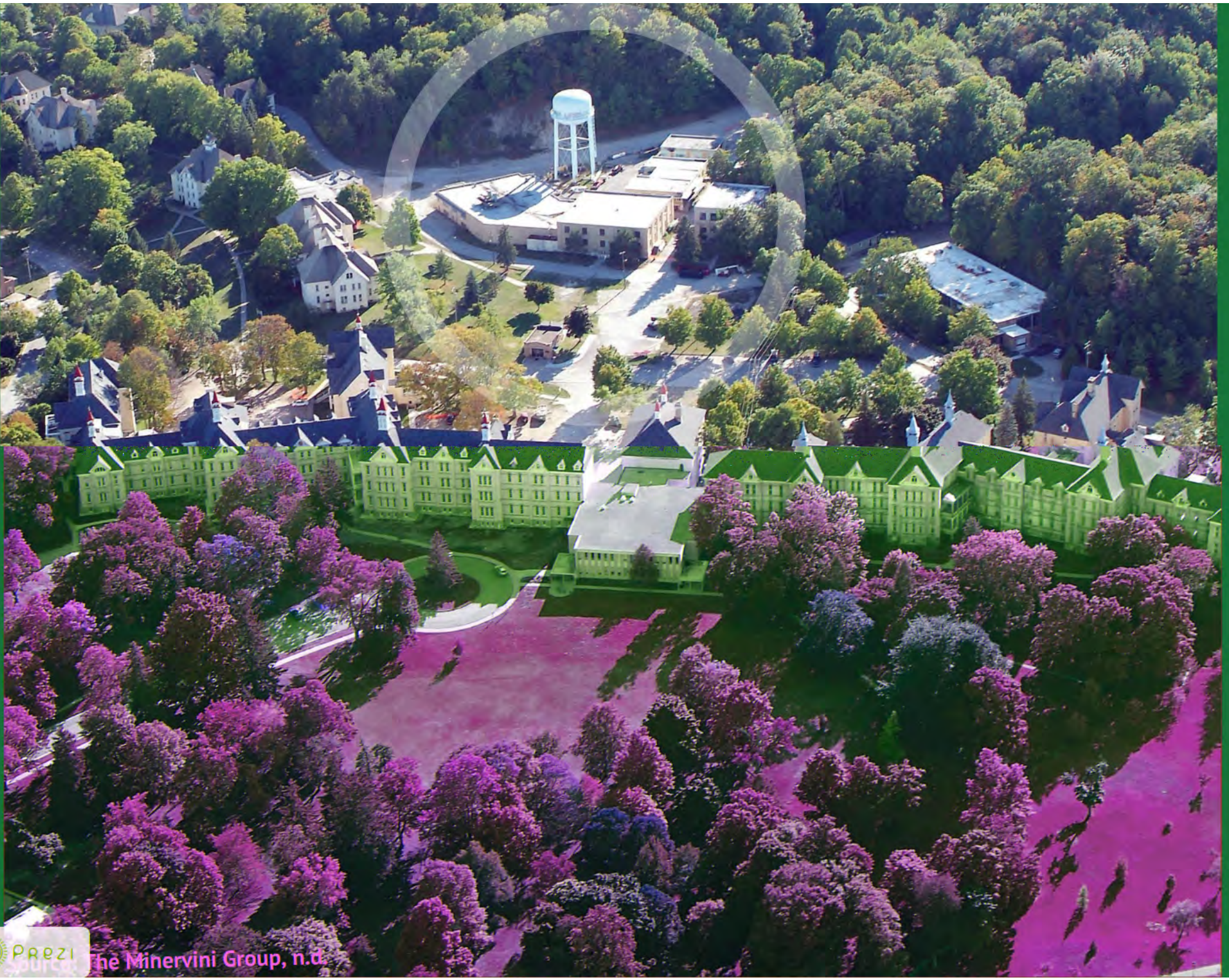


Arkyan, 2007



The Minervini Group, 2011







# Building 58 Matrix

		Producer-Oriented Elements															
Defined Area	Is a Food Hub in the defined area, or is there access to a nearby Hub?	Wholesale District		Resale/Retail District		Planning & Coordination		Distribution Network		Shared Storage Facilities		Processing Center		Marketing Services		Farm to School	
		Y	N	Y	N	Y	N	Y	N	Y	N	Y	N	Y	N	Y	N
		Village at Grand Traverse Commons: Current	Yes		X	X		X		X		X		X		X	
Village at Grand Traverse Commons: Future	Yes	X		X		X		X		X		X		X			X

		Community-Oriented Elements								Place-Oriented Elements											
Defined Area	Is a Food Hub in the defined area, or is there access to a nearby Hub?	Education Program		Community Supported Agriculture		Community Kitchen		Connection to Low-Income Individuals		Health Component		Policy Supported		Placemaking		Restaurant		Entertainment/Agritourism		Existing Food Cluster	
		Y	N	Y	N	Y	N	Y	N	Y	N	Y	N	Y	N	Y	N	Y	N	Y	N
		Village at Grand Traverse Commons: Current	Yes		X	X			X			X		X		X		X		X	
Village at Grand Traverse Commons: Future	Yes	X		X		X		X		X		X		X		X		X		X	

Source: MSU Practicum Team, 2012

# Matrix

## Producer-Oriented Elements

Wholesale District		Resale/Retail District		Planning & Coordination		Distribution Network		Shared Storage Facilities		Processing Center		Marketing Services		Farm to School	
Y	N	Y	N	Y	N	Y	N	Y	N	Y	N	Y	N	Y	N
	X	X		X		X		X		X		X			X
X		X		X		X		X		X		X		X	

## Community-Oriented Elements

## Place-Oriented Elements

Education Program		Community Supported Agriculture		Community Kitchen		Connection to Low-Income Individuals		Health Component		Policy Supported		Placemaking		Restaurant		Entertainment	
Y	N	Y	N	Y	N	Y	N	Y	N	Y	N	Y	N	Y	N	Y	N

## Community-Oriented Elements

Education Program		Community Supported Agriculture		Community Kitchen		Connection to Low-Income Individuals		Health Component	
Y	N	Y	N	Y	N	Y	N	Y	N
	X	X			X	X			X
X		X		X		X		X	




## Place-Oriented Elements

Policy Supported		Placemaking		Restaurant		Entertainment/Agritourism		Existing Food Cluster	
Y	N	Y	N	Y	N	Y	N	Y	N
X		X		X		X		X	
X		X		X		X		X	

# Building 58 Case Study

- Serves as an example for municipalities wanting to create or expand their assets into an FID
- Shows how to keep the integrity of historic structures while adapting them to suit the current needs of the population

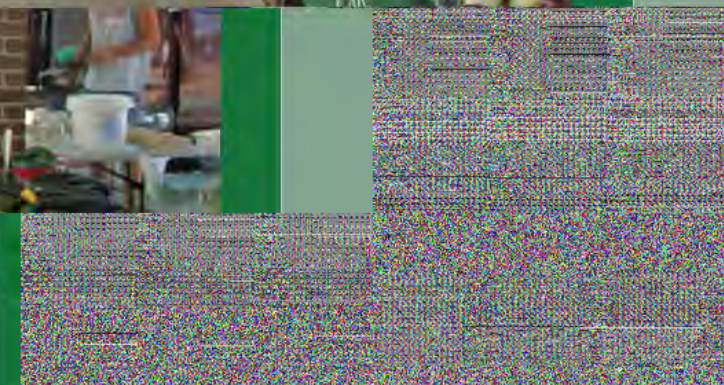
# **Business and Economic Strategies for FIDs**

# Tools and Incentives

- **Credits, TIF, BRA, and Abatements**
  - **Attract food-related businesses to invest into tax base**
  - **Retain with incentives for:**
    - **Locating to the district**
    - **Business and labor growth**

# Placemaking

- Michigan Main Street
  - Creates “sense of place”



# Michigan Business Districts

- Models for implementing FIDs:
  - SmartZone
  - Renaissance Zone
  - Enterprise Zone



Source: MEDC (n.d.)

# **Regulatory & Non-Regulatory Strategies for FIDs**

# Barriers to Zoning for FIDs

- FIDs contain wide range of use intensities
- How to concentrate uses
- Regulatory limits to urban agriculture
- Right to Farm



Source: Niagara Frontier Publications, 2007



Source: Organic Garden Project, 2011



# Zoning Types

- **Permitted Use**
  - **Low maintenance**
  - **Jurisdiction must be specific in use**
- **Special Zoning Ordinance**
  - **May incorporate special community goals**
  - **Thorough approval process/financial constraints**
- **Overlay**
  - **Can add flexibility or restrict**
  - **Can be applied over multiple zones**
  - **May not create binding development pattern**

# Concepts to Consider

- Master plan/subplan
- Design guidelines
- Incentives
- Eco-industrial parks



Source: Kalundborg Eco-industrial Park, 2008

# Findings and Recommendations

# FID Matrix

- Useful to understand strengths and weaknesses
- Compare and contrast with existing food hubs
- Use as a tool to determine future action

## **Business and Economic Strategies for FIDs**

- **Economic short-term actions:**
  - **Incorporate local authorities for partnership with businesses**
  - **Connect clusters with outside markets**
  - **Implement tax strategies, where applicable**
- **Economic long-term actions:**
  - **Amendment to legislation for FID consideration into tax incentives**

## Regulatory and Non-Regulatory Strategies for FIDs

- Tailor zoning strategy to community needs
- Choose a zoning method that will concentrate uses
- Allow for flexibility and mix of uses
- Utilize a master plan/special plan

# The Advancement of FIDs

## How to advance FIDs locally:

- Findings from Building 58
- Utilize FID matrix to assess community strengths/weaknesses
- Use planning/business strategies

## How to advance FIDs on a broader scale:

- Further research of FIDs
- Perform more case study analysis with matrix

**Thank You!**

**Questions?**



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