



Work Group: City Innovations Work Group

Date: May 7th, 2010

Time: 9:00 am- 10:30 am

Location: 250 Frank Ogawa Plaza, Diamond Conference Room

Attendance

Chris Waters, Nathan McClintock, Margot Lederer Prado, Mike Church, Rafael Campos, David Ralston, Barbara Finnin, Bill Quesada, Mark Hall, Alethea Harper, Jamie Nash, Chris Penalosa.

Agenda Item 1: Updates on zoning recommendations and proposed brochure for navigating planning regs/permits

1a.

- Discussion:
 - What kind of wording is needed for the recommendations? Will using the phrase “Due Diligence for Phase 1” work?
 - How does the city incorporate the “underground farmers markets” that are popping up? There is no clear set of operating standards.
 - Barbara wants to know how to divide up the codes, possibly into ‘for-profit’ and ‘non-profit’? An issue that City Slicker Farms now faces is how to acquire larger plots of land to accommodate more staging areas/space for a large compost site. Is each organization zoned or is the zoning specific to the site?
 - General Plan: It is important that the 1998 General Plan be amended to include these new proposals for the city’s urban agriculture ordinances.
 - Devin and Neal have 10 community meetings left, and should piggyback on their work.
 - Nathan brings up the issue that not everyone agrees that public land should be used for growing food. How do we work with this controversial issue and incorporate different opinions on what to do with public space?
 - Bill: Food carts can create ‘economic warfare’ along commercial corridors. How did other cities include a culturally diverse group of vendors into code and keep health a number one priority? ie: Portland.
- Action:
 - Bill thinks this labels and definitions for ‘Civic’ and ‘Commercial’ zoning, or using ‘non-profit’ or ‘for=profit’, is not as important as the activities going on at the site (operational methodology) ie: loading and unloading, how many people are

The OFPC is incubated by:

engaging with the public at the site, needing bright lights at night, etc. Outlining use to be “80% this and 20% that” is easier to enforce. If something requires a use permit it requires a set of conditions: the city enforces those conditions and if you adhere to them, then you’ll be ok. Bill is more than happy to come back to a meeting and continue further discussion on this issue.

- Chris Penalosa will email Nathan a preliminary draft of proposed zoning recommendations, based on urban agriculture zoning regs in other cities.
- Margot says that the zoning will be site specific, because it is based on square feet, and it will not apply to one organization as a whole.

1b: Draft of Recommendations:

- Discussion:
 - Some of the ‘barriers’ listed on the Policy Target sheet are not really barriers. It may be more helpful if people working directly with the policies offer suggestions and fill in the barriers, instead of OFPC interns. Can there be more specific tax-based type policies listed?
 - Recology and OUSD relationship: OFPC should issue a statement of support for this waste program.
 - Farm Incubator: Kings Acre Park is an example, it includes over 70 acres of land.
 - Increasing the amount of local foods purchased by the City: Can we get a hold of Paula Jones and talk to her about SF city purchasing policy, and maybe use as an example?
 - Relocating wholesale produce distribution location: Margot will look into rents and David can offer more direction on this project.
 - Urban agriculture position with City of Oakland: Mark says the position has already been filled but that we should sit down with new coordinator. All of the information we want to present on how to amend the positions should be in a packet, ie: expand ‘community garden’ definition.
 - Fresh Food Financing: Can we work on finding Fresh Food Financing Funds? We could possibly work with Inner City Advisors, who help build sustainable retail and are based in Oakland. We need more research on why the healthy corner store initiative is not succeeding in other cities.

- Action:
 - Margot will set up a meeting with Oakland Museum and try to nail down more information about an event.
 - We still need more feedback on the policy scan, David Ralston is willing to look over it. Jamie will e-mail David Ralston the policy and agency scans so he can offer feedback.
 - Margot’s proposal: Youth Radio should adopt Dick Walker’s book for a long-term projects.
 - Make sure that the recommended first steps are in a format to be shared with the entire Council on May 20th.

Action Items

- Chris Penalosa will email Nathan a preliminary draft of proposed zoning recommendations, based on urban agriculture zoning regs in other cities.
- We will continue working with the zoning proposals and make sure that the recommended first steps are in a cohesive format to be shared with the entire Council on May 20th.
- Margot will set up a meeting with Oakland Museum and try to nail down more information about an event.
- Jamie will e-mail David Ralston the policy and agency scans so he can offer feedback.
- Can we get a hold of Paula Jones to talk to her about SF city purchasing policy, and maybe use as an example for Oakland's?
- Margot will look into rents and David can offer more direction on relocating the wholesale produce distribution location.
- OFPC should issue a statement of support for the waste program between OUSD and Recology.
- We need more research on why the corner store initiative has not been really successful in other cities. We could possibly work with Inner City Advisors, who help build sustainable retail and are based in Oakland, on a Fresh Food Financing project.

Minutes submitted by Jamie Nash.