



**CHARLOTTE**  
CHARLOTTE-MECKLENBURG  
PLANNING

# MOBILE GROCERY

COMMUNITY ADVISORY GROUP MEETING

January 6, 2015

- Goal
- Background
- Proposed Text Amendment Recommendations
- Questions and Answers
- Next Steps

To encourage **greater consumption of fruits and vegetables**, thereby improving the quality of life in the communities within the city and contributing to the nutritional health of the people of Charlotte.



The Community Advisory Group is being reconvened to review feedback received from City Council at the March 17, 2014 and discuss revised recommendations.

### **Council Member Questions/Concerns**

- Who initiated and how did the name change from grocery to produce markets?
- Can the types of items sold be expanded so that it is more like a grocery store (meats, supplies, etc.)?
- Can the vehicle park on the street in residential districts instead of on private property?
- When are health inspections required?
- Can pick up trucks be included in type of vehicles used?
- How to determine if the quality of food consumers are getting is a good product?





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# PROPOSED TEXT AMENDMENT

**Mobile Fresh Produce Markets**



# Mobile Markets





# Recommendations

## Mobile Market Definition:

A mobile vehicle or trailer commercially licensed by a Department of Motor Vehicles from which commercially prepared and packaged or uncut perishable fruits and vegetables are sold (excluding alcoholic beverages, homemade food products and goods).



# Recommendations

- Revise **existing language** of Code Section 12.539 of the City of Charlotte Zoning Ordinance for Outdoor Fresh Produce Stand to include requirements for Mobile Markets.

# Recommendations

1. A Mobile Market will be **allowed as a principal use** or as an **accessory use** in the **nonresidential districts**, subject to prescribed conditions:

- ❖ Owner or designated agent approval
- ❖ May operate all year  
(Permit valid for 365 days).
- ❖ Requires zoning use placard
- ❖ May have temporary fabric canopy or tent
- ❖ Trash removed daily
- ❖ May not locate in required setback, yards or site distance triangle.



# Recommendations

2. A mobile market shall be allowed as an accessory use to a religious institution, school, college, university, hospital or office in Residential, Institutional, and Office zoning districts, subject to the prescribed conditions:

- ❖ Zoning permit required with a list of dates and times the mobile fresh produce market will be at designated location



## Itinerary

| TEST LOCATION | DATES   | TEST LOCATION | DATES   | TEST LOCATION        | DATES   |
|---------------|---|---------------|---|----------------------|---|
| Angeles City  | Apr 19 and 27<br>May 11, 17, 24,<br>and 25<br>Jun 15, 21, 28<br>and 29<br>Jul 06 and 12 | Bacolod City  | Apr 27<br>May 11, 17,<br>24, and 25<br>Jun 15, 21, 28<br>and 29<br>Jul 06 and 12        | Baguio City          | Apr 19 and 27<br>May 11, 17, 24,<br>and 25<br>Jun 15, 21, 28<br>and 29<br>Jul 06 and 12 |
| Cebu City     | Apr 19 and 27<br>May 11, 17, 24,<br>and 25<br>Jun 15, 21, 28<br>and 29<br>Jul 06 and 12 | Davao City    | Apr 19 and 27<br>May 11, 17,<br>24, and 25<br>Jun 15, 21, 28<br>and 29<br>Jul 06 and 12 | Makati City          | May 11, 17, 24,<br>and 25<br>Jun 15, 21, 28<br>and 29<br>Jul 06 and 12                  |
| Pasig City    | Apr 27<br>May 11, 17, 24,<br>and 25<br>Jun 15, 21, 28<br>and 29<br>Jul 06 and 12        | Quezon City   | Apr 27<br>May 11, 17,<br>24, and 25<br>Jun 15, 21, 28<br>and 29<br>Jul 06 and 12        | Sta. Rosa,<br>Laguna | May 11, 17, 24,<br>and 25<br>Jun 15, 21, 28<br>and 29<br>Jul 06 and 12                  |

## **Residential Districts**

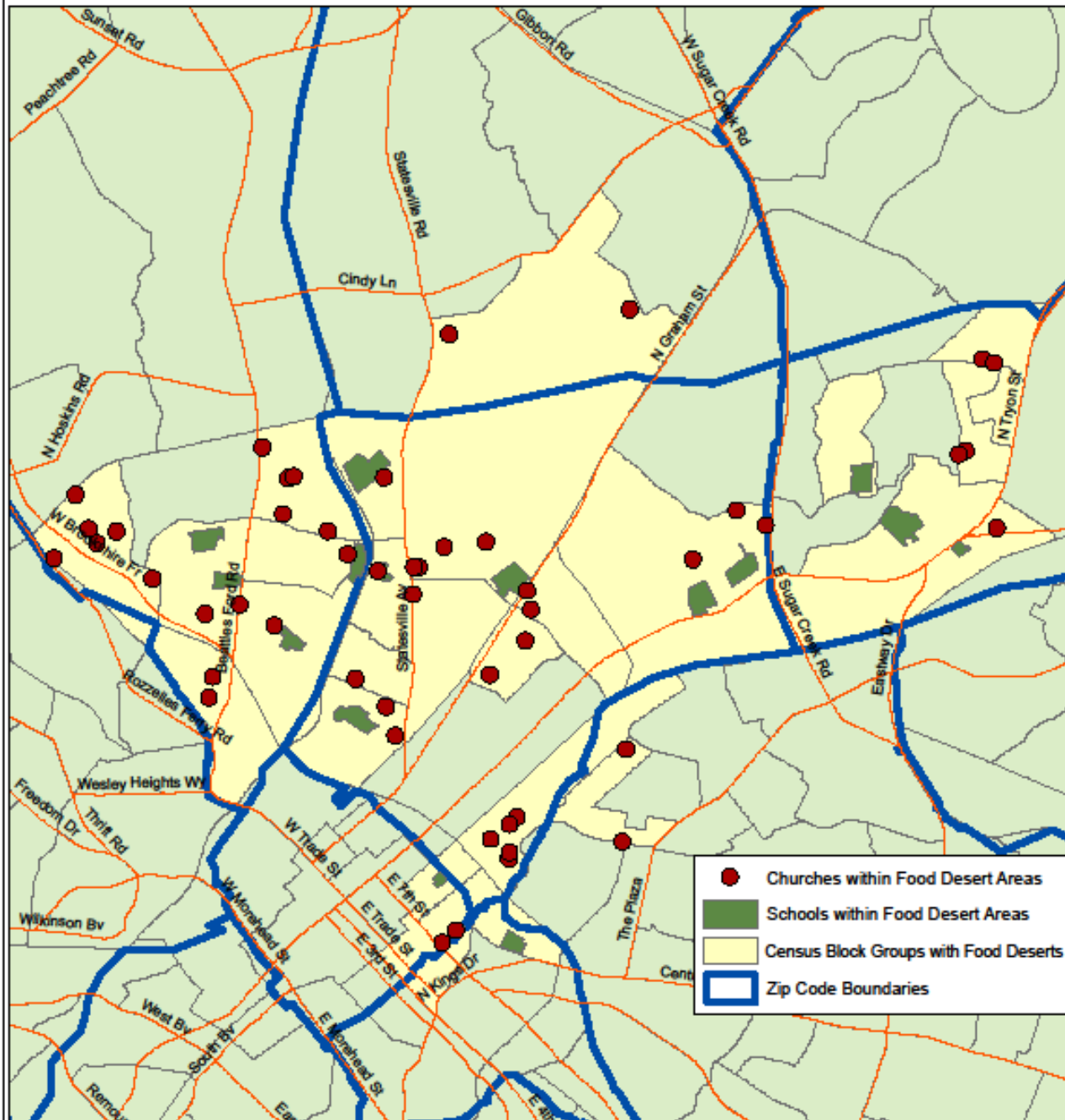
- ❖ Must be located on a lot abutting a major thoroughfare
- ❖ Only one mobile fresh produce market on a lot at one time
- ❖ May not be located on the same lot as an outdoor produce stand.

## **Residential Districts (Cont.)**

- ❖ Large commercial vehicle allowed in a residential district as an accessory use on a site with a religious institution, school, college, university or hospital.
- ❖ Lot must be legal conforming
- ❖ One table and one fabric over 12 x 12 tent permitted. Must be removed daily.



## Northern and Northeastern Food Desert Areas



# Example of locations that could be allowed in residential areas.

## *Additional Requirements*

- ❖ Allow use in all zoning districts.
- ❖ Requires **two** off street parking spaces
- ❖ Hours of operations are from **8:00 am until 9:00 pm**
- ❖ All trash, litter and refuse generated by the use must be removed from the site at the end of each visit.
- ❖ All applicable local and state codes shall be met.
- ❖ One attached identification sign - maximum **15** sf.
- ❖ Violations are subject to Section 8.105, "Citations".  
Violations may result in the revocation of the zoning use permit.

# Recommendations Summary

| Concern   | Recommendation   | Rationale   |
|---|--|---|
| Name change from mobile grocery and mobile farmers market | Change the name to Mobile Fresh Produce Market so that the language is consistent with current produce stand use | Mobile Fresh Produce Market indicates that most of the items sold will be produce and excludes meats.   |
| Types of vehicle required                                 | Various types of vehicles permitted.   | Consistent with what other jurisdictions require. Also pickup trucks and other vehicles are already allowed as a temporary use for outdoor seasonal sales and produce stands. |

# Recommendations

| Concern  | Recommendation  | Rationale  |
|--|---|--|
| Expand the types of items sold (grocery store including meats, paper products, etc.) | Limit the sales items to fruits and vegetables                      | The original goal is to provide fresh fruits and vegetables to the food desert areas to help combat health issues such as heart disease and obesity. |
| Types of items sold  | Produce – same items as currently allowed as outdoor produce stand. | Meats are not regulated by the health department. If meat is not refrigerated or stored correctly it could create safety issues.                     |





# NEXT STEPS

| Action  | Date                  |
|---|-----------------------|
| <b>Need to add another possible date for CAG meeting</b>      |                       |
| <b>City Council Public Hearing</b>                            | <b>March 16, 2015</b> |
| <b>Zoning Committee of Planning Commission recommendation</b> | <b>March 25, 2015</b> |
| <b>City Council Decision</b>                                  | <b>April 20, 2015</b> |



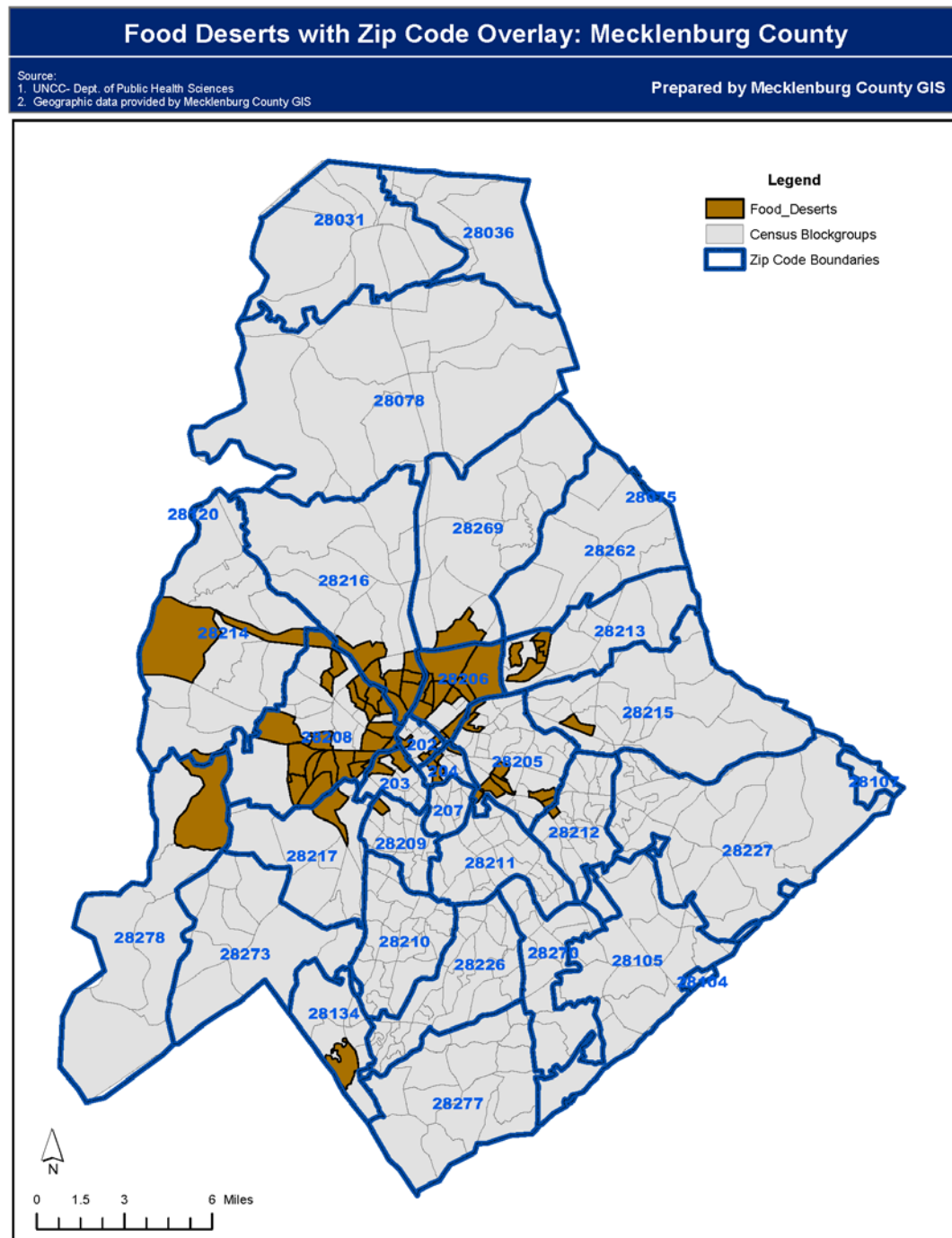


❖ 72,793 residents

❖ Median income - \$31,000

❖ 1/3rd of residents  
use SNAP  
(Supplemental Nutrition Assistance Program)

- ❖ Majority live in the northwest



**Food deserts** are defined as urban neighborhoods and rural towns without ready access to fresh, healthy, and affordable food. Instead of supermarkets and grocery stores, these communities may have no food access or are served only by fast food restaurants and convenience stores that offer few healthy, affordable food options. The lack of access contributes to a poor diet and can lead to higher levels of obesity and other diet-related diseases, such as diabetes and heart disease.



Mecklenburg County Community Food Assessment 2010 examined full service food stores available within Mecklenburg County census block groups (CBG) to:

- ❖ determine the existence of food deserts
- ❖ examine the relationship between food deserts and demographics
- ❖ examine the relationship between access to food stores and health characteristics

## IN FOOD DESERTS

WHERE A SIGNIFICANT PORTION OF CITIZENS LIVE MORE THAN 1 MILE FROM THE NEAREST GROCERY STORE.

**\$16.33**



## IN FOOD-RICH AREAS

THE COST OF 6 STANDARD GROCERY ITEMS LIKE THESE IS

**\$10.38**



Residents that live in “**food deserts**” have been found to be at higher risk of food insecurity and obesity. In addition, research suggests that areas with a high concentration of food stores may also be associated with poor health.\*

Research conducted revealed that most of the mobile produce stand uses are not privately owned but are operated on a nonprofit basis and receive some type of subsidy funding.

*\*Mecklenburg County Health Department*

*<http://charmeck.org/mecklenburg/county/HealthDepartment/TopNews/features/Pages/FoodDeserts.aspx>*