



**CHARLOTTE**  
CHARLOTTE-MECKLENBURG  
PLANNING

# MOBILE FARMER'S MARKET

**Citizen Advisory Group Meeting  
June 3, 2014**

- Welcome & Introductions
- Purpose
- Recap of March 17, 2014 City Council meeting
- Research
- Proposed Text Amendment
- Next Steps

Because mobile farmer's markets 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, Planning staff is recommending adding a new use to the Ordinance.



**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 farmer’s market 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>*

Mecklenburg County Food Environment information was presented to Planning Commission:

- ❖ February, 2011

Mecklenburg County Food Environment information was presented to the City of Charlotte Economic Development Committee:

- ❖ September 5, 2013
- ❖ September 19, 2013

Planning staff held 2 community advisory group meetings to discuss issues and concerns with and business associations:

- ❖ January 29, 2014
- ❖ February 27, 2014



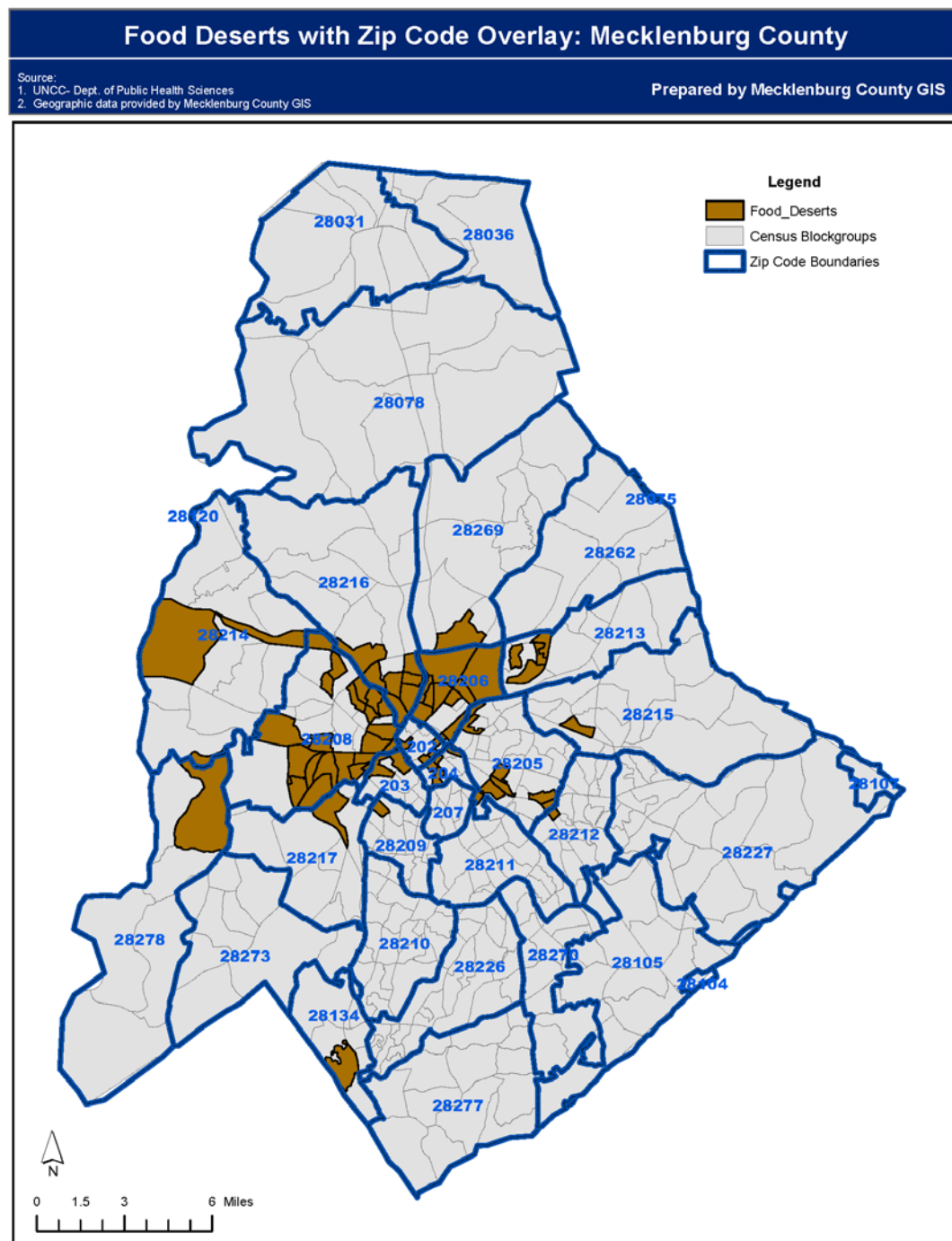


❖ 72,793 residents

❖ Median income - \$31,000

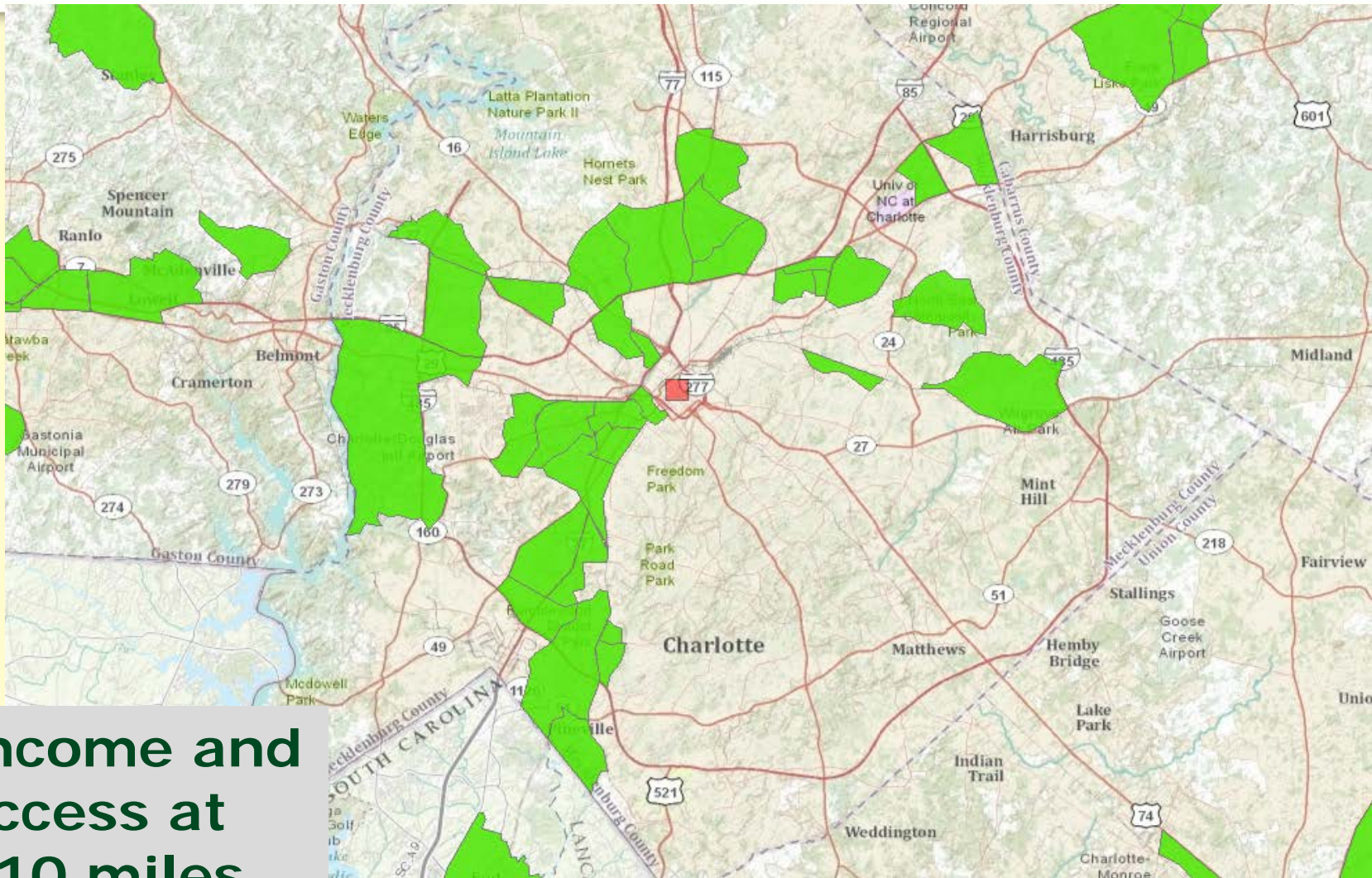
❖ 1/3rd of residents  
are SNAP  
(Supplemental Nutrition Assistance Program)

- ❖ Majority live in the northwest





# FOOD ACCESS



**Low Income and  
Low Access at  
1 and 10 miles**

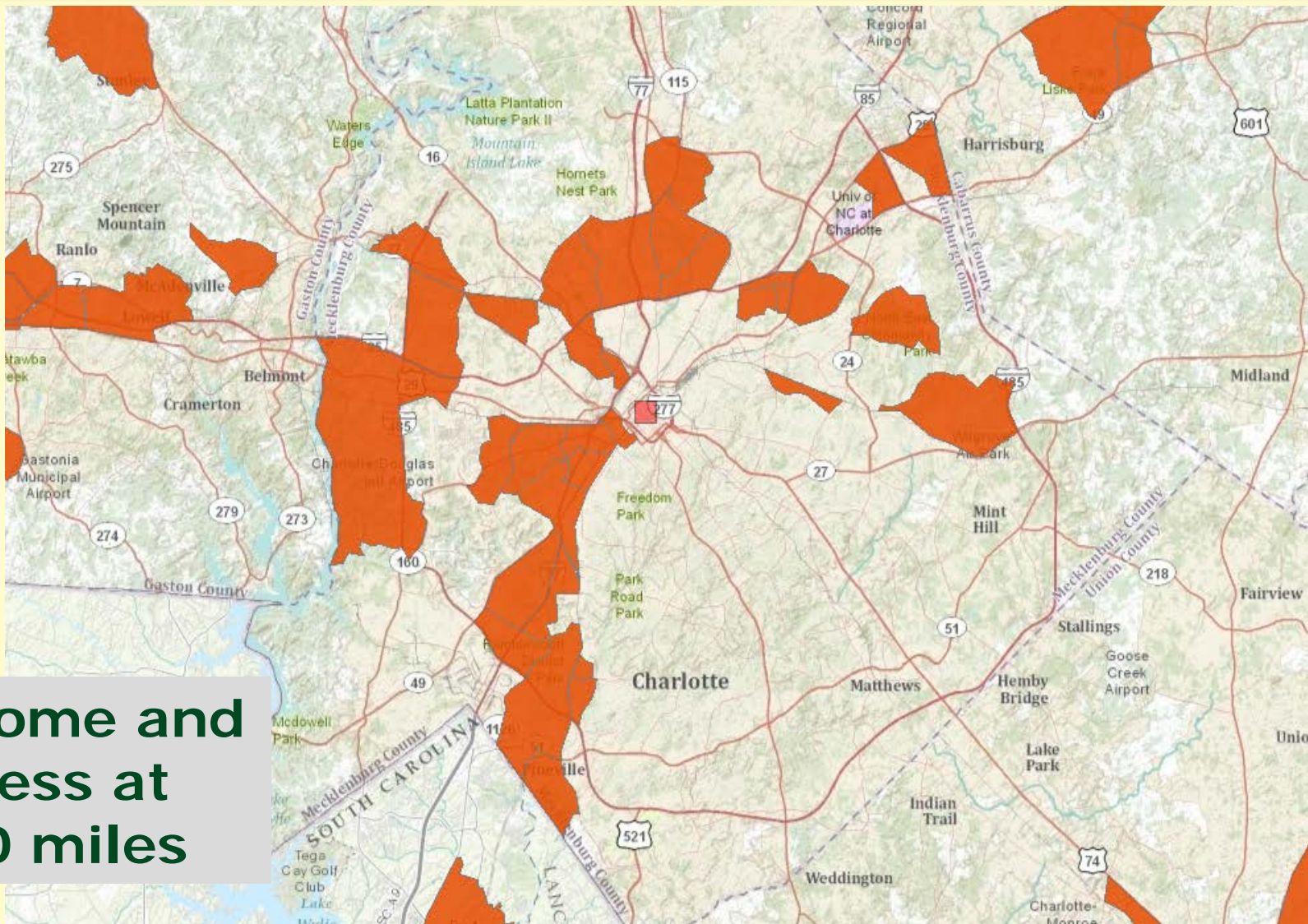




United States Department of Agricultural Economic Research Service  
<http://www.ers.usda.gov/data-products/food-access-research-atlas/go-to-the-atlas.aspx#.U44YyXJdV8H>



# FOOD ACCESS



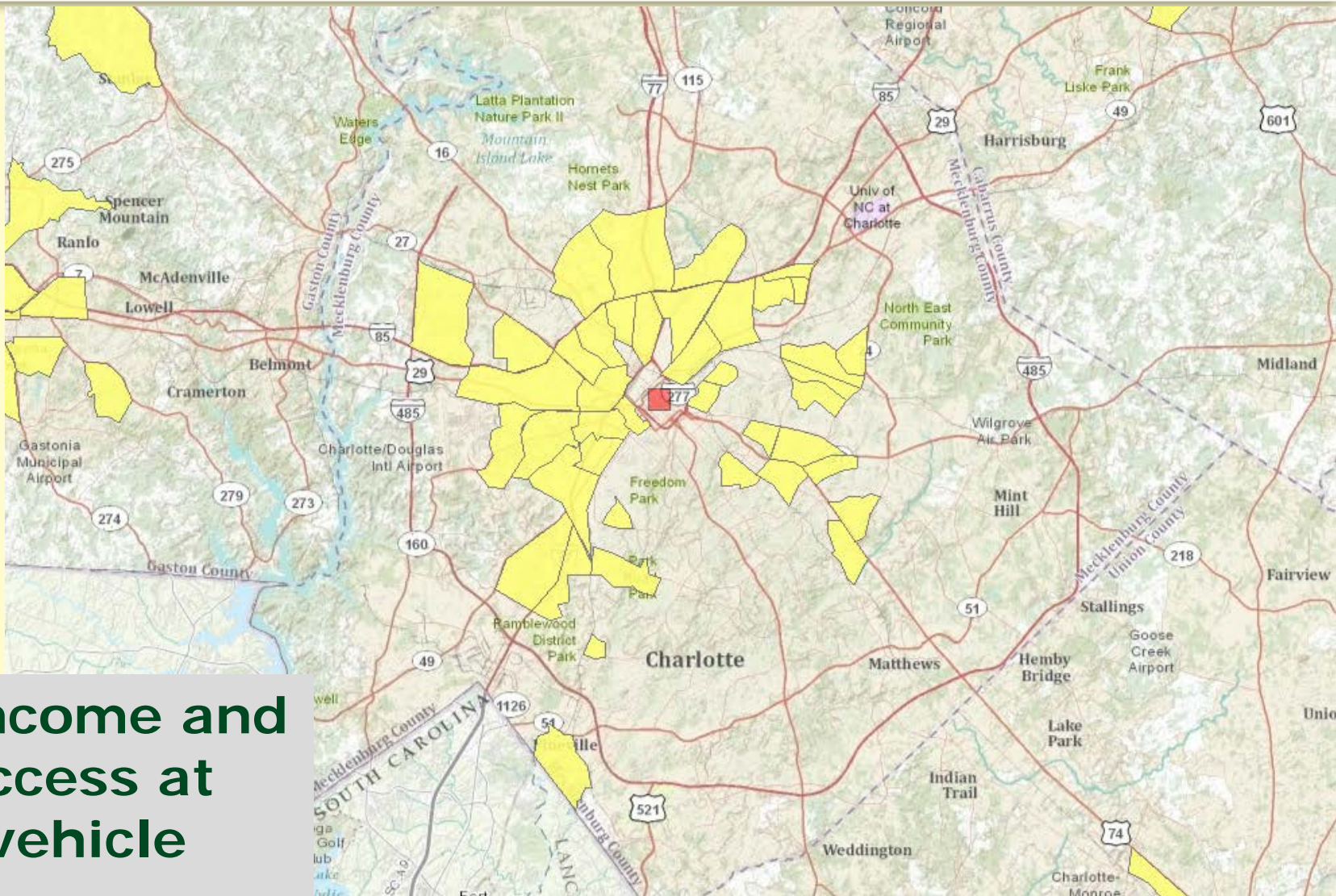
**Low Income and  
Low Access at  
1 and 20 miles**

United States Department of Agricultural Economic Research Service

<http://www.ers.usda.gov/data-products/food-access-research-atlas/go-to-the-atlas.aspx#.U44YyXJdV8H>



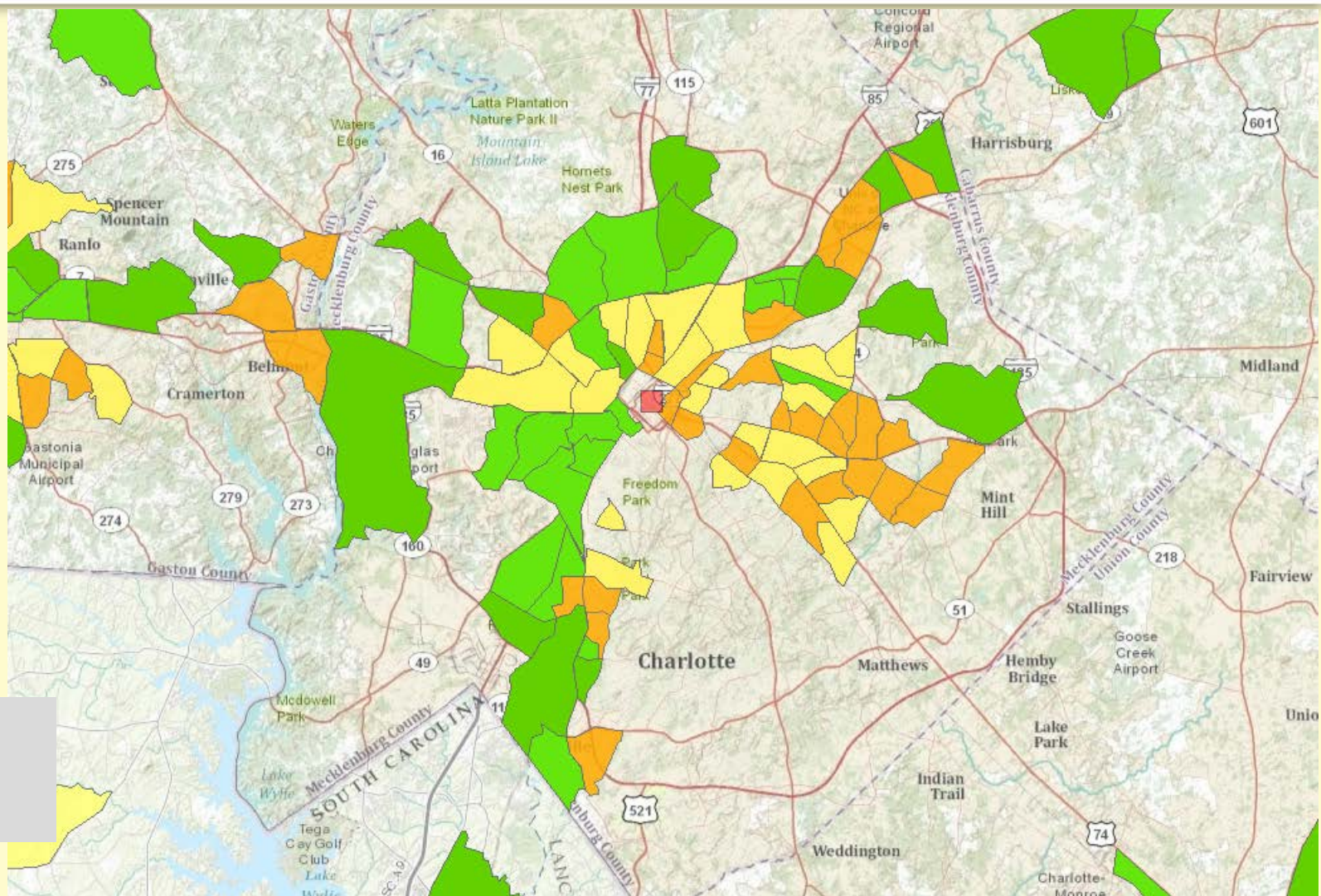
# FOOD ACCESS



**Low Income and  
Low Access at  
using vehicle  
access**



# FOOD ACCESS



All  
layers



**CHARLOTTE**  
CHARLOTTE-MECKLENBURG  
PLANNING

# PROPOSED TEXT AMENDMENT

## MOBILE FARMER'S MARKET



# Mobile Farmer's Market



Fulton County Cooperative





# Recommendations

## Mobile Farmer's Market Definition:

A commercial mobile vehicle (excluding pick-up trucks, open trailers and boats), licensed by the Department of Motor Vehicles, from which commercially prepared and packaged or uncut perishable fruits, vegetables, dairy products or eggs are sold (excluding alcoholic beverages, homemade food products and goods).



# Recommendations

1. A mobile farmer's market **allowed as a principal use** or as an **accessory use** in the nonresidential districts, subject to prescribed conditions:
  - ❖ Cannot be located in any required setback, sight distance triangle, or required buffer.
  - ❖ Requires a zoning use permit and display placard. Maximum duration of permit is **365 consecutive days**.
  - ❖ Requires a list of dates and times the market will be at each location.
  - ❖ Maximum of **three (3) locations** that can be listed for **each permit**.
  - ❖ Proof of property owner or designated agent permission.



# Recommendations

- ❖ Mobile food vending is not allowed as part of the use.
- ❖ Must remove all trash, litter and refuse generated by the use from the site at the end of each visit.
- ❖ Hours of operation shall be between **8:00 a.m. and 9:00 p.m.** No overnight parking is allowed.
- ❖ Requires five off-street parking spaces and shall not locate in any minimum required parking spaces for other uses on the site.
- ❖ Parking spaces may be shared with other uses on the site, unless the Zoning Administrator determines that parking congestion problems will be present on the site.
- ❖ One table and one fabric covered tent (maximum size of 12' x 12') **for shelter only** are permitted and shall be removed daily.

# Recommendations

- ❖ No products shall be displayed or stored off the vehicle or trailer.
- ❖ All applicable local and state codes shall be met.
- ❖ Only one mobile farmer's market is allowed on a site at one time. A mobile farmer's market and an outdoors fresh produce stand **shall not occupy the same lot** at the same time.
- ❖ Signs must be in compliance with Chapter 13. No portable signs are allowed.
- ❖ Violations are subject to Section 8.105, "Citations". Violations may result in the revocation of the zoning use permit.

# Recommendations

2. A mobile farmer's market shall be allowed as an **accessory use to a religious institution, school, college, university, hospital or office** in Residential, Institutional, Office, RE-1, and RE-2 and TOD-R zoning districts, subject to the prescribed conditions:
  - a. Large commercial vehicle is allowed in a residential district as an accessory use on a site with a religious institution, school, college, university or hospital.



# City Council Meeting Recap

## Council Member Questions and Feedback

- Name change – mobile grocery store like other communities
- Expand items sold - more like a grocery store (meats, supplies, etc.)
- Park on street in residential districts instead of on property
- Health inspections
- Vehicle type – should pick up trucks be included
- Quality of food – how to determine if consumers are getting a good product

# Recommendations

Concern	Recommendation	Rationale
Name change from mobile farmers market to mobile grocery market	Maintain the name mobile farmers market	Mobile farmers market name indicates that the most of the items sold will be those items typically found at a farmers market excluding meat.
Types of vehicle required	Require a commercial vehicle.	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 goal is to provide fresh fruits and vegetables to areas that typically do not have them available. Other items are readily available. Expanding items to include could potentially unforeseen consequences.
Types of items sold	Exclude meats	Meats are not regulated by the health department. If meat is not refrigerated or store correctly it could create safety issues.

# QUESTIONS AND COMMENTS





# NEXT STEPS

Action	Date
Present to City Council Housing and Neighborhood Development Committee	September 10, 2014
City Council Public Hearing	TBD
Zoning Committee of Planning Commission recommendation	TBD
City Council Decision	TBD