



City of Dallas

COMPREHENSIVE URBAN AGRICULTURE PLAN (CUAP)

Urban Agriculture Plan Recommendations

Environment and Sustainability Subcommittee September 6, 2022

Prepared for: Environmental Commission
| City of Dallas, OEQS

By Agritecture

AGENDA



1. Project Team
2. Project Objectives
3. Where are we?
4. Review of Recommendations
5. Timeline

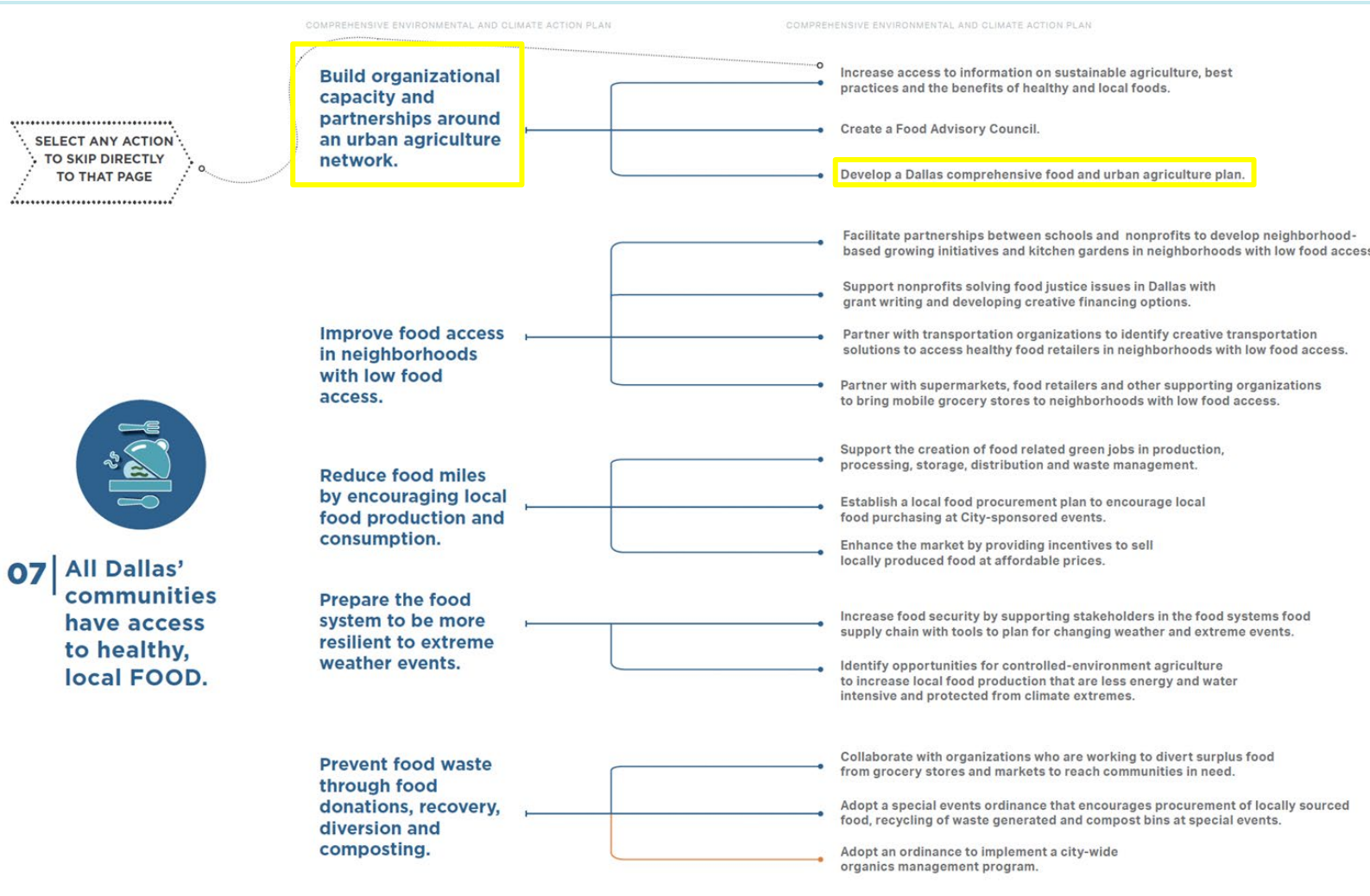




PROJECT TEAM



PROJECT OBJECTIVES



CECAP SECTOR TARGETS

1. HEALTHY AFFORDABLE ACCESS

50% by 2030/100% by 2050

2. INCREASE URBAN GARDEN ACREAGE

20% by 2030/75% by 2050

3. INCREASE LOCAL COMMERCIAL FOOD SOURCING

10% by 2030/50% by 2050



DEFINE URBAN AGRICULTURE

"Urban agriculture generally refers to the cultivation, processing and distribution of agricultural products in urban and suburban settings, including things like:



- Vertical production
- Warehouse farms
- Community gardens
- Rooftop farms
- Hydroponic
- Aeroponic
- Aquaponic facilities
- Other innovations.



Urban farmers and gardeners work among diverse populations to expand access to nutritious foods, foster community engagement, provide jobs, educate communities about farming, and expand green spaces."

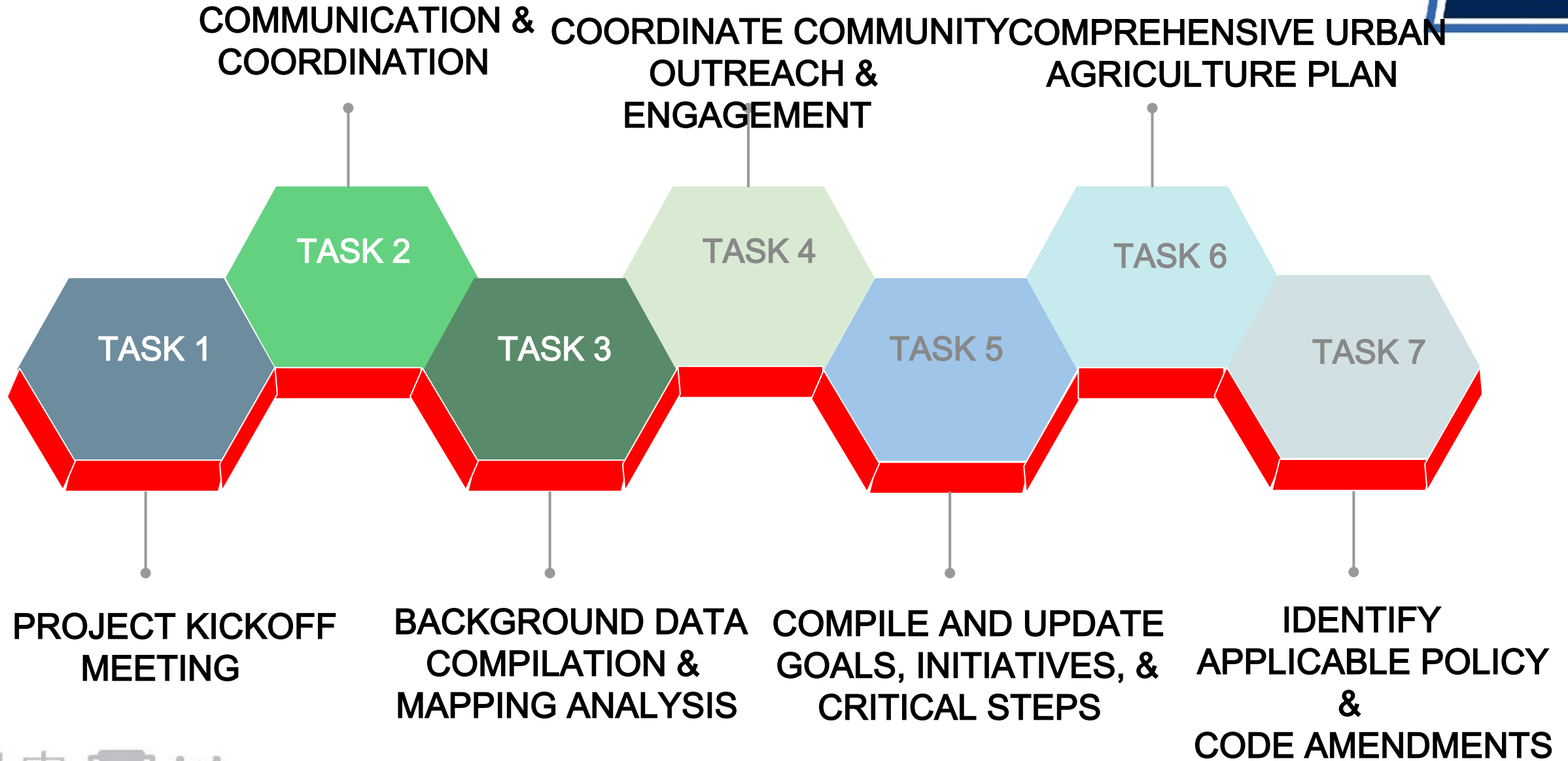
- *USDA. Farmers.gov*

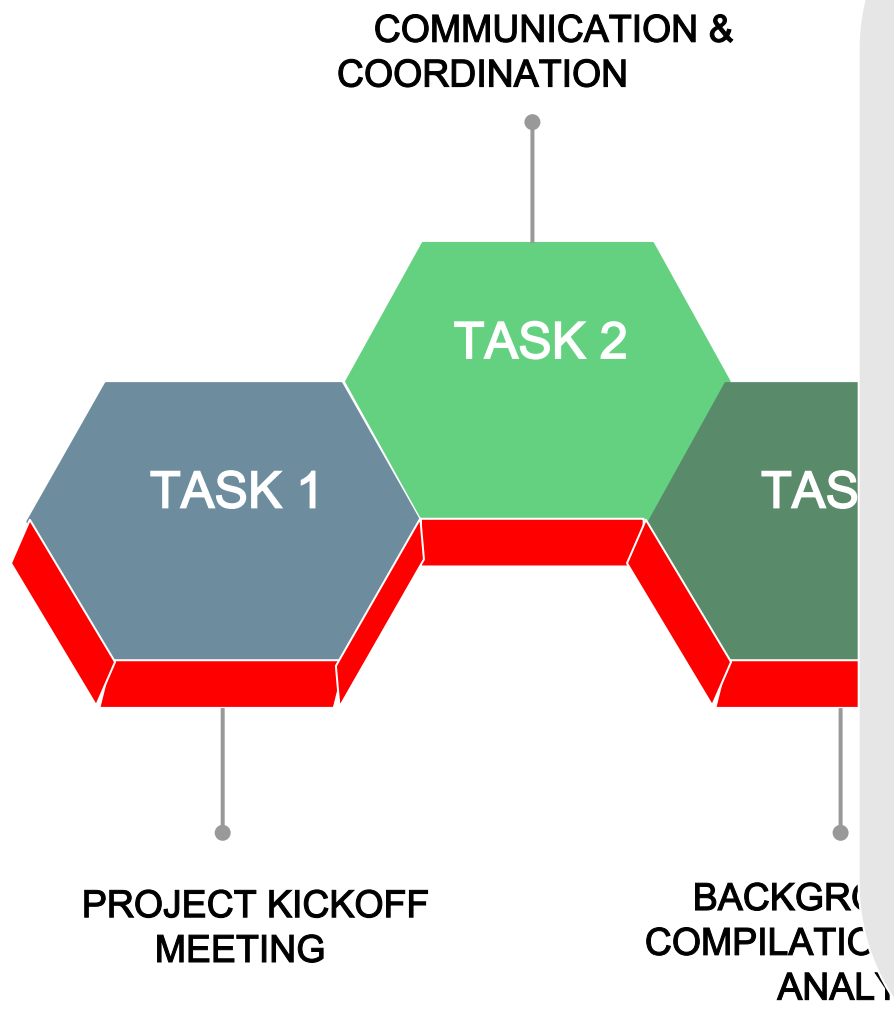




WHERE ARE WE?







- *~55 STAKEHOLDER INTERVIEWS COMPLETED*
- *TWO PUBLIC ENGAGEMENT SURVEYS*
 - *URBAN AG PUBLIC SURVEY ~700+ SURVEY RESPONSES*
 - *GARDEN VERIFICATION RECENTLY LAUNCHED*
- *BACKGROUND RESEARCH COMPLETED*
 - *Review of Local Food, Local Places*
 - *4 OTHER UA PLANS REVIEWED*
- *GISWEB APP BUILT*
 - *OPPORTUNITY ZONES ANALYSIS IN PROGRESS*
- *5 RECOMMENDATION WORKSHOPS COMPLETED*
- *FIRST ROUND ON SITE VISITS COMPLETED*
 - *2ND VISIT SEP/OCT '22*





URBAN AG PUBLIC SURVEY

- Intended to gauge public demand in the City of Dallas for local foods, as well as interest in Urban Farming and awareness of its benefits
- Data collected will support the recommendations made in CUAP
- Provided in both English and Spanish.

This survey has 11 questions:

- 8 Mandatory Questions
- 1 question for zipcode
- 3 questions on Local Food demand
- 4 questions on interest in Urban Agriculture

There are three additional optional demographic questions on age, language, and email for Dallas Urban Ag Newsletter.

In the last year, have you gardened or farmed in Dallas?

☐ Yes

☐ No

Are you interested in volunteering, learning, or working in gardening or farming?

☐ Yes

☐ No

How should the City support urban agriculture?

☐ Provide money or resources to start a garden/farm

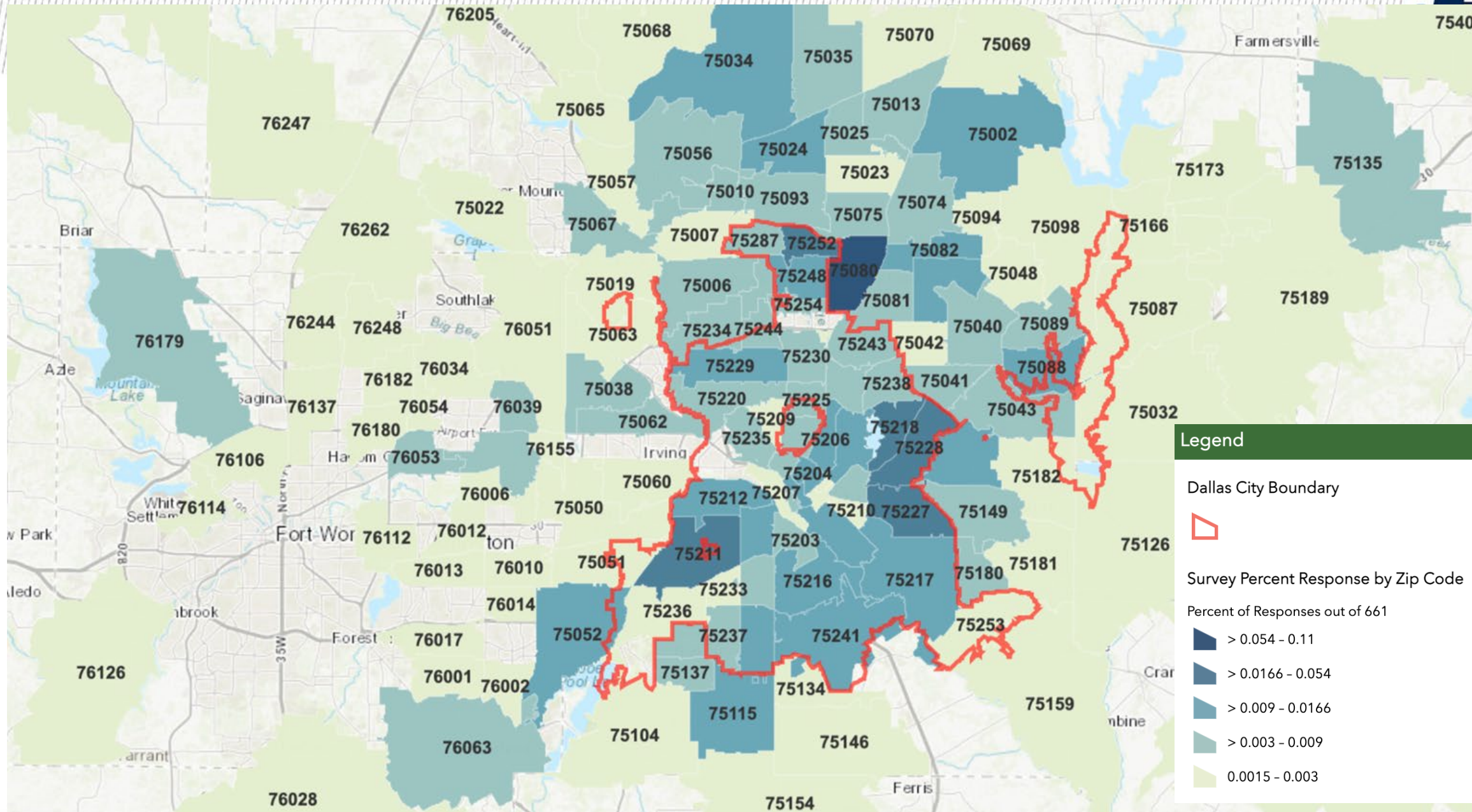
☐ Reduce cost of fresh produce to public

☐ Make land/space available

☐ Provide education/training

☐ Other





Legend

Dallas City Boundary

Survey Percent Response by Zip Code

Percent of Responses out of 661

- > 0.054 - 0.11
- > 0.0166 - 0.054
- > 0.009 - 0.0166
- > 0.003 - 0.009
- 0.0015 - 0.003





CUAP Recommendations & Framework

RECOMMENDATION	1	2	3	4	5
DESCRIPTION					
RELATED CECAP GOAL					
SOLUTION					
Description/ Rationale					
Timeline					
Who Leads/					
Who Supports					
Initial Actions					
Model(s) from other cities					
Success metrics/ indicators					

Recommendations

1. Reduce regulatory barriers to urban food production.

2. Support land access for growers and food-related activities.

3. Provide education, resources, and support to urban farmers

4. Build market opportunities for urban growers.

5. Facilitate collaboration among urban agriculture stakeholders.





City of Dallas - Urban Ag Plan - Recommendation 1 - Reduce Regulatory Barriers To Urban

Prepared for **City of Dallas - Food Advisory Council**

Prepared by **Agritecture**

Created on **July 2022**



WHICH RECOMMENDATION?	Reduce regulatory barriers to urban food production.
DESCRIPTION	<p>Urban farmers currently operate in legal-limbo or petition for exemptions through City Managers and/or City Council. This tedious and confusing process discourages potential new growers from establishing new commercial and community-based UA projects. Moreover, City officials themselves have stated that they do not make permitting and zoning processes easy for citizens. There is a need for clear and inclusive ordinances that provide farmers and City employees clear guidance on how to efficiently establish new UA sites.</p>
<u>RELATED CECAP GOALS</u>	<p>Goal 7 Targets: Increase <i>Urban Agriculture Acreage</i>: 20% by 2030 / 75% by 2050</p> <p>Additional CECAP Goals Impacted:</p> <ul style="list-style-type: none">- Goal 7 FA8 - Support The Creation Of Food Related Green Jobs In Production, Processing, Storage, Distribution And Waste Management.- Goal 6 EG8 - Improve The Quality Of Urban Ecosystems In Dallas Through The Sustainable Appropriate Design, Creation And Planting Of Urban Habitats.- Goal 6 EG9 - Support Public And Private Partnerships Using Naturebased Solutions To Address Public Health Challenges.- Goal 1 B13 - Establish Urban Greening Factor Requirements For New Developments That Quantify How Projects Contribute To Urban Greening For Reduced Stormwater Runoff And Urban Heat Island Improvements.



RECOMMENDATION 1 REDUCE REGULATORY BARRIERS TO URBAN FOOD PRODUCTION



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SOLUTIONS

Update Urban Ag Code Ordinance & Agriculture land use description in compliance with the City of Dallas Planning & Urban Design

Change CO/Permitting Process (PLAT map, water meter) (may or may not fall under solution 1)

Create incentives for developers to include Urban Agriculture within new developments.

DESCRIPTION

Catalyst for us to move towards updates to the ordinances/ CO easements.

There are likely goals in existing comprehensive plan (PUD) that could be cited as support for UA.

Easing CO and development review process on owned properties for new structures, new growing and unowned for full permitting

Developers have a significant influence on land use, stand to benefit from Urban Agriculture (amenity benefits, heat island reduction, stormwater infiltration, etc) and have the capital resources to support urban agriculture.

Well-designed city development incentives can encourage more urban agriculture in COD at no cost to the City.

TIMELINE

12 - 18 Months

12 - 18 Months

6-12 Months



RECOMMENDATION 1 REDUCE REGULATORY BARRIERS TO URBAN FOOD PRODUCTION.



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SOLUTIONS

Update Urban Ag Code Ordinance and Agriculture land use description

1. Grant program to cover fees for COs/Permits
1. Temporary process internally for AG or non-profit exemption (waiving fees) from CO/permitting process
1. Formalize policy/process change
1. Allow commercial sales of produce from residential property
1. Coordinate with PUD/Housing to explore future opportunities through HUD grants that could potentially support expansion of UA

Change CO/Permitting Process

These action items are currently in work between the Project Team and the Planning and Urban Design Agency at the City of Dallas.

Create incentives for developers

1. Convene developers to identify meaningful benefits
1. Meet with PUD to determine acceptable incentives
1. Design accountability process to ensure program moves the needle on UA

INITIAL ACTIONS

WHO LEADS/ WHO SUPPORTS

OEQS| Planning & Urban Design (PUD) | Cit Attorney's Office

OEQS| Sustainable Development and Construction Department Building Inspection Division | PUD

OEQS | PUD | Sustainable Development and Construction Department



RECOMMENDATION 2 SUPPORT LAND ACCESS FOR GROWERS AND RELATED ACTIVITIES.



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SOLUTIONS

Visualize the COD UA landscape in geographic context, framed with equity.

Tree Tops Down Approach
Matchmaking for city-owned lots

Roots Up Approach
Matchmaking model for private landowners.

Co-Design Approach
Co-design Urban Agriculture Zoning and Land Use educational events/materials

DESCRIPTION

A visual representation of land opportunities suitable for UA, overlaid with the existing UA infrastructure, community assets, and community social determinants of health

Utilizing city owned sites for either permanent or temporary agricultural use would meaningfully advance the CECAP targets of local food production and climate resilience.

Collaborate with established UA practitioners to design a RFP for a decentralized database/matchmaking service between aspiring farmers and landowners, for private, non-COD owned land in the North Texas region.

In order to prevent unintended consequences such as causing nuisances, the COD could partner with residents and UA practitioners to understand land use and zoning guidelines for the diverse set of UA land opportunities.

TIMELINE

Ongoing

12-18 Months

18-24 Months

TBD

RECOMMENDATION 2 SUPPORT LAND ACCESS FOR GROWERS AND RELATED ACTIVITIES.



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SOLUTIONS

Visualize the COD UA landscape

1. Create GIS Web App
1. Produce Citywide and City Council District reports
1. Establish COD ownership of the GIS Web App

Tree Tops Down Approach

1. Use identified UA Priority Area Tracts
1. Develop a public version of the GIS Web App
1. Develop urban farm/garden programs
1. Put in place an audit/maintenance system
1. Create an incentive program, [joint use agreements](#) & Interim-

Roots Up Approach

1. Reach out to existing farmland matchmaking services and inquire about best practices
1. Perform targeted area land use studies in Tier 2 and Tier 1 tracts
1. Convene UA practitioners and peri-urban small farmers in focus groups
1. Determine the most feasible implementation plan

CoDesign Approach

1. Create an UA land opportunity workshop
1. Create a second workshop and brief series for land opportunities.
1. A third workshop brief series could showcase successful production and community engagement techniques

INITIAL ACTIONS

WHO LEADS/ WHO SUPPORTS

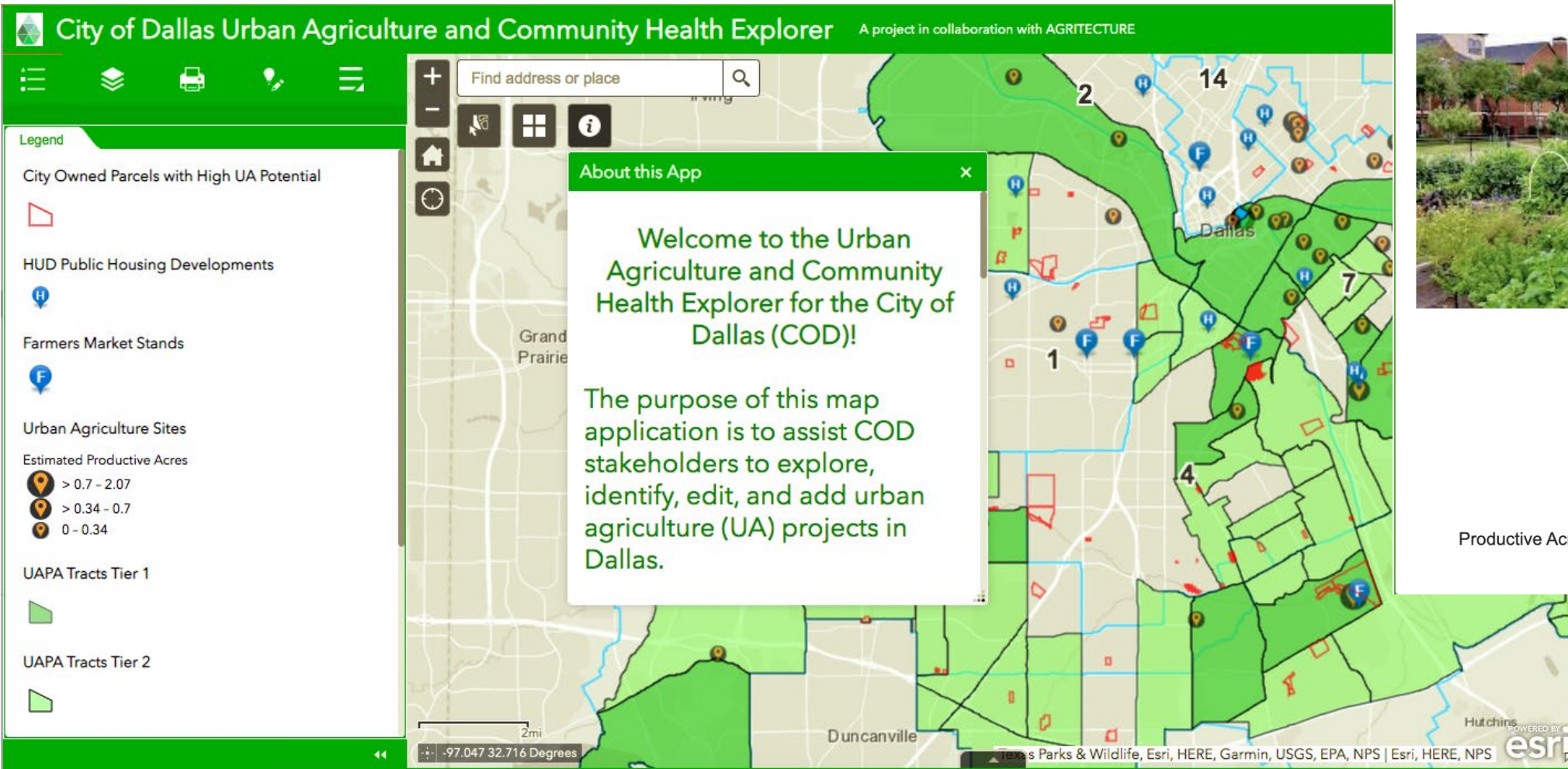
OEQS | Other related City agencies and affiliates

OEQS | Other related City agencies and affiliates

TBD Community Partner(s)

OEQS | Other related City agencies and affiliates (PUD)

UA GIS Web Application



Infographic of Productive Acres

ESTIMATED PRODUCTIVE ACRES



16.78

Productive Acres are estimated by satellite imagery



RECOMMENDATION 1 PROVIDE EDUCATION, RESOURCES, AND SUPPORT TO URBAN FARMERS

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SOLUTIONS

UA Resource Page

Create clear, accessible documents that educate urban farmers

UA Education

Develop and implement a cohesive UA education strategy

UA Workforce Development

Increase internship and traineeship opportunities

DESCRIPTION

Creating a central website will help reduce the siloing and lack of clarity.

Community members can find available land and resources, funding opportunities, training programs, related events, and outside resources.

Working with DISD, HUD, local Colleges will help disseminate knowledge to a widerange of audiences.

Topics can include: optimal growing practices, familiarity with the benefits of UA, and providing more experience for job opportunities in UA.

Increasing internship and traineeship opportunities in urban agriculture will build a pipeline of talent to support local nonprofit and for profit farms.

TIMELINE

12 Months

12-18 Months

< 6 Months





RECOMMENDATION B PROVIDE EDUCATION, RESOURCES, AND SUPPORT TO URBAN FARMERS

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SOLUTIONS

INITIAL ACTIONS

WHO LEADS/
WHO SUPPORTS

UA Resource Page	UA Education	UA Workforce Development
<div>1. Determine website host</div> <div>1. Establish a public input process</div> <div>1. Develop/Gather resources</div> <div>1. Organize a central calendar</div> <div>1. Devote staff members to maintain</div> <div>1. Host workshops and print summaries for those without internet access</div>	<div>1. Create Pilot education program with CityLab school</div> <div>1. Identify experts and institutions who can add value to this process</div> <div>1. Convene local experts to develop region-specific UA best practices.</div> <div>1. Identify and train communications/ programming partners to share information</div>	<div>1. Get website setup from Solution 1</div> <div>1. Consult with established UA Operators to determine qualifications</div> <div>1. Contact stakeholders to gather job offerings</div> <div>1. Upload and maintain</div>
OEQS FAC	OEQS Office of Equity and Inclusion FAC	OEQS FAC Office of Equity and Inclusion



RECOMMENDATION BUILD MARKET OPPORTUNITIES FOR URBAN GROWERS.



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SOLUTIONS

Facilitate connections between local buyers and producers

“Buy Local” campaign with consumer and business facing elements

Reduce barriers to operating farmers markets

Seek funding for nutrition assistance programs to increase purchasing power of low-income consumers

DESCRIPTION

Helping smaller growers access wholesale customers is one of the most impactful ways to develop a local food system. **Institutions represent huge opportunities** to change eating habits at scale and decrease food imports.

By developing a “Buy Local” label or initiative, COD can help give local producers a **marketing and branding advantage**, making them more competitive with producers outside the region.

Reducing the costs and complexity of obtaining a **market permit**, and financially supporting UA farmers with other marketing costs, will help growers scale up production and allow new farmers to access new markets.

Existing programs like **Double Up Bucks** already demonstrate the power of coupling government assistance funding with local food production.

TIMELINE

Can begin soon, to ramp up as production increases

Long term, wait for increase in local production first

In progress, FAC to support

1-2 years



RECOMMENDATION BUILD MARKET OPPORTUNITIES FOR URBAN GROWERS.



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SOLUTIONS

Facilitate connections

1. Convene chefs and growers to discuss challenges with current procurement strategies and opportunities for collaboration.
1. Develop and disseminate a list of active producers and buyers. Share best practices
1. Host a section on the UA website about procurement opportunities and providers.

"Buy Local" campaign

1. Establish relationship with existing local labels
1. OEQS to promote the chosen label and participants on the UA resource page
1. Establish procedures to prevent abuse of the label and erosion of consumer faith

Reduce barriers

1. Ordinance change, Chap 42, sec. 22
1. Explore options for supporting farmers with marketing and distribution costs
1. Provide no-cost spaces for marketing on city-owned properties.
1. Collaborate with DART to promote local producers.

Seek funding for nutrition assistance programs

1. Understand current barriers to expansion (believed to be identifying financial matching partner)
1. Explore funding opportunities, including: LFPP grant Restorative Farms
1. The GusNIP Nutrition Incentive Program
1. Produce prescription program Lexi Uribe UT
1. Distribution/Market at West Dallas Community Center

INITIAL ACTIONS

WHO LEADS/ WHO SUPPORTS

Partnership b/w COD & community partner

TBD
(COD supports, not leads)

OEQS | PUD | FAC

OCC | OEQS



RECOMMENDATION 5 FACILITATE COLLABORATION AMONG URBAN AGRICULTURE STAKEHOLDERS



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SOLUTIONS

Continue a Food Advisory Council that represents a range of UA production systems, funding schemes, and organizational structures	Share knowledge about useful UA events and qualified content experts	Develop a series of Workshops held by Urban Agriculture stakeholders or other industry experts to increase knowledge sharing
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DESCRIPTION

Continuing building a Food Advisory Council that represents UA stakeholders assures that there is a central entity within the Dallas community that can serve to strengthen collaboration amongst stakeholders and ease communication with related City Departments and affiliates.

Organizing UA related events and publicizing them provides transparency to UA resources and knowledge and builds organization capacity in the UA community.

Creating a workshop series run by the proposed Urban Agriculture or Food Advisory Council to feature experts and native Dallas Urban Agriculture Stakeholders that address commonly held problems and attempts to find agreed upon solutions. Specifically in the areas of grant writing, shared distribution and/or processing infrastructure.

TIMELINE

Ongoing	Ongoing	6- 12 Months
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RECOMMENDATION 5 FACILITATE COLLABORATION AMONG URBAN AGRICULTURE STAKEHOLDERS



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SOLUTIONS

Continue a Food Advisory Council

Share knowledge about useful UA events

Develop a series of Workshops held by Urban Agriculture stakeholders

1. Set in place a meeting schedule

1. Solicit initial feedback from stakeholders regarding priorities and objectives

1. Implement processes for auditing and receiving recommendations

1. Develop a list of useful UA events and find qualified facilitators

2. Create an overarching event ("Harvest Fest") in February

1. Publish this information on the UA Resource Page mentioned in recommendation three (3)

1. Solicit feedback on which trainings and events are the most useful

1. Conduct an activation event on the state of Urban Agriculture in Dallas, sharing existing operations, opportunities to volunteer and different business models

1. Solicit feedback on what future workshops would be the most helpful

INITIAL ACTIONS

WHO LEADS/ WHO SUPPORTS

OEQS | Urban Agriculture Stakeholders

OEQS | Office of Community Care

OEQS | FAC



Comprehensive Urban Agriculture Plan, City of Dallas- Feedback Form

Thank you for taking the time to provide feedback on the City of Dallas's first Comprehensive Urban Agriculture Plan.

This plan is driven by FA3 of Goal 7 of the Dallas Comprehensive Environmental And Climate Action Plan (CECAP).

The targets for Goal 7 are:

- Healthy Affordable Access: 50% by 2030/100% by 2050
- Increase Urban Acreage: 20% by 2030/ 75% by 2050
- Increase Local Commercial Food Sourcing: 10% by 2030/ 50% by 2050

It is essential that this plan provide recommendations that are feasible and actionable for the City of Dallas and local Urban Agriculture stakeholders. This form has been created purposely to allow open ended comments to capture as much detail and nuance as possible.

Please provide your careful review with this in mind. We thank you in advance for your time and consideration.

If you have any questions or wish to speak with the Project Team, please contact Jeffrey@agritecture.com

Overview of Sections:

- (1) General Information
- (2) Recommendation 1: Reduce regulatory barriers to urban food production.
- (3) Recommendation 2: Support Land Access For Growers And Food-Related Activities



Recommendation 1: Reduce regulatory barriers to urban food production.

Do you understand the reasoning behind this recommendation after reading the Description?

"Urban farmers currently operate in legal-limbo or petition for exemptions through City Managers and/or City Council. This tedious and confusing process discourages potential new growers from establishing new commercial and community-based UA projects. Moreover, City officials themselves have stated that they do not make permitting and zoning processes easy for citizens. There is a need for clear and inclusive ordinances that provide farmers and City employees clear guidance on how to efficiently establish new UA sites."

☐ Yes

☐ No

☐ Other: _____

Do you believe Solution 1 is actionable and appropriate?

Please answer yes or no and give an explanation.

Your answer _____

Do you believe Solution 2 is actionable and appropriate?

Please answer yes or no and give an explanation.

Your answer _____

TIMELINE



Present Recommendations
to Food Advisory Council

FAC & EC Deadline to Submit
Feedback on CUAP

Onsite Public Engagement

JULY 26

AUGUST 26

MID OCTOBER

AUGUST 10

SEPTEMBER 6

LATE
OCTOBER/NOVEMBER

Submit draft plan to City Council

Present Recommendations
Environmental
Commissioners

Environmental and Sustainability
Committee



Questions?



All follow-up questions may be sent to

Rabekha Siebert - rabekha.siebert@dallas.gov

Jeffrey Landau - Jeffrey@agritecture.com

