Eat your greens!

Planning policies to support healthy food systems

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What do land use policies have to do with food systems?
market forces + public policy = “food landscape”
CA’s Food Retail Environment

CA’s Food Retail Environment

- Convenience Stores: 25%
- Supermarkets: 14%
- Produce Stores: 3%
- Farmers Markets: 2%

CA’s Food Retail Environment

- CONVENIENCE STORES: 25%
- SUPERMARKETS: 14%
- PRODUCE STORES: 3%
- FAST FOOD RESTAURANTS: 56%
- FARMERS MARKETS: 2%

Percent of US households without a car and > 1 mile to a grocery store

The Contiguous United States
Visualized by distance to the nearest McDonald's

Created by Stephen Von Worley
http://www.weathersealed.com/tags/maps/
Location data courtesy of AggData
http://www.aggdata.com/

Map showing the prevalence of obesity across different states in the U.S. 2007 data.
Policy can reverse these statistics

Supermarket proximity is associated with a better diet.

Limited access to fast food for schoolchildren is associated with better diet.

Healthy Eating Research Brief 2008; Davis & Carpenter 2009; Active Living Research Brief 2007
Promoting the concept of a “foodshed” — a diversified, regional food economy — could be the key to improving the American diet. “
Step 1

Laying the Groundwork
Building relationships & Collaborative Partnerships

Photo courtesy of WALKSan Diego
oakland FOOD POLICY COUNCIL
promoting an equitable & sustainable food system
Step 12
Assess
Measuring access to healthy food
Update Plans and Policies
Support access to and long-term tenure of land for local food system activities
Set standards and priorities for improving food access in underserved neighborhoods
Comprehensive Plans

“The Blueprint for Future Development”

Statement of development policies
## Types of healthy general plan policies, by location

<table>
<thead>
<tr>
<th>Physical Activity</th>
<th>Anderson</th>
<th>Azusa</th>
<th>Chula Vista</th>
<th>Marin County</th>
<th>Oakland</th>
<th>Paso Robles</th>
<th>Richmond</th>
<th>Riverside County</th>
<th>Sacramento</th>
<th>San Francisco</th>
<th>Santa Rosa</th>
<th>Solano County</th>
<th>Sonoma County</th>
<th>Union City</th>
<th>Ventura</th>
<th>Winton Creek</th>
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<td>Parks and Recreation</td>
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<td>Joint Use</td>
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| Healthy Food Access       |          |       |              |              |          |             |          |                  |            |               |            |              |              |            |          |          |              |
| Agricultural Preservation |          |       |              |              |          |             |          |                  |            |               |            |              |              |            |          |          |              |
| Local Food                |          |       |              |              |          |             |          |                  |            |               |            |              |              |            |          |          |              |
| Urban Agriculture         |          |       |              |              |          |             |          |                  |            |               |            |              |              |            |          |          |              |
| Farmers’ Markets          |          |       |              |              |          |             |          |                  |            |               |            |              |              |            |          |          |              |
| Healthy Food Retail       |          |       |              |              |          |             |          |                  |            |               |            |              |              |            |          |          |              |
| Emergency Food and Food Assistance |          |       |              |              |          |             |          |                  |            |               |            |              |              |            |          |          |              |

- ✅: “Health Explicit” policy language includes health rationale
- ☐: “Health Implicit” policy language does not include specific health rationale
Step 1 2 3 4

Implement
Create a targeted grocery attraction and improvement strategy

Help with location and expansion, and streamlining fees and permitting processes, provide grants/loans
Outreach to small markets

Offer incentives and assistance:
façade improvements; infrastructure; business planning, WIC/Food Stamp participation; link to distribution channels
Plan for urban agriculture

Zone for gardens as defined and allowed use

Comprehensive planning and redevelopment opportunities

Require developers to provide set-asides
Plan for farmers’ markets

Zone for markets as defined and allowed use

Comprehensive planning and redevelopment opportunities

Streamline fees and permitting
Mobile Vending

- Incentivize healthy vending
- Restrict unhealthy vending
- Support small-scale entrepreneurs
Create a **balanced** food environment

Zoning can be used to restrict fast food outlets
Restrictions: Quotas, Density, Distance
Bans: Fast food/drive thru, “formula” restaurant
Fact Sheets

Creating a Healthy Food Zone Around Schools
A Fact Sheet for Advocates

Many schools are surrounded by fast food restaurants, which provide students with easy access to unhealthy food and undermine schools’ efforts to offer nutrition meals. Prohibiting fast food restaurants from locating near schools is one strategy to help reduce childhood obesity and support schools striving to improve students’ health. NPLAN has developed a model ordinance that creates a “healthy food zone” by restricting the food restaurants near schools or other areas children are likely to frequent.

Why would a community enact a “healthy food zone” ordinance?
Childhood obesity is epidemic in the United States. Over the last 25 years obesity rates in children and teens have tripled. Today 36.3 percent of children and adolescents ages 2 to 19 are obese, and 31.9 percent are obese or overweight. Recent studies show that if this trend continues, today’s young people may be the first generation in American history to live sicker and die younger than their parents’ generation. At least one study has shown that students with fast food restaurants within half a mile of their school are more likely to be overweight than students whose schools are not near fast food restaurants.

Model Policies

Establishing Land Use Protections for Community Gardens
What is a model policy?

- A tool that provides a strong starting place
- A living document
- A set of questions
### Our Approach to Model Policy

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Process</th>
<th>Features</th>
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<tbody>
<tr>
<td>- Legally sound</td>
<td>- Survey of existing policies</td>
<td>- Comments to explain important provisions or options</td>
</tr>
<tr>
<td>- Strong</td>
<td>- Analysis of legal and policy issues</td>
<td>- Tailored to community’s needs</td>
</tr>
<tr>
<td>- Realistic</td>
<td>- Expert review &amp; revision</td>
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