



# Transformation through Innovation

URBAN AGRICULTURE: USING FOOD SYSTEMS AS AN OPPORTUNITY TO STRENGTHEN COMMUNITY





## 2 Requests

1. As part of the HNO process merge the definitions of Community Garden and Farm, Market or Community-Supported 35.090-B and 35.090-C as drafted they are unnecessarily restrictive
2. Allow urban gardens as a use by right in all zoning districts

### 35.090-B ~~Community~~ Urban Garden

An ~~area less than one acre in~~ area that is managed and maintained by an individual, group or business entity ~~a group of individuals~~ to grow and harvest food crops or non-food crops (e.g., flowers) for sale or distribution. An ~~community~~ urban garden area may be divided into separate garden plots or orchard areas for cultivation by one or more individuals or may be farmed collectively by members of ~~the~~ a group. ~~Community~~ Urban gardens may be principal or accessory uses and may be located on a roof or within a building.



## What if . . .

- We can use urban farming as a gateway to teaching STEM and transform underemployed individuals into skilled labor?
- Create entrepreneurial opportunities while providing education equivalent programs (analogy: apprenticeships)?
- We can establish Tulsa as a nationally recognized food system innovation district
- We combine the existing initiatives of farm to table, buy fresh, buy local, urban farming, new urbanism, intentional communities, and STEM to fuel the innovation?

Why?



## Justification

- A 3-acre farm located at a church or school in any zoning district could feed 10,000 people, become an economic stimulus to rebuild community, create entrepreneurial opportunities, facilitate teaching through STEM while providing access to fresh, local high quality food
- Just as the proposed HNO, there are areas to the West, East, North, and South that have shared needs around food security



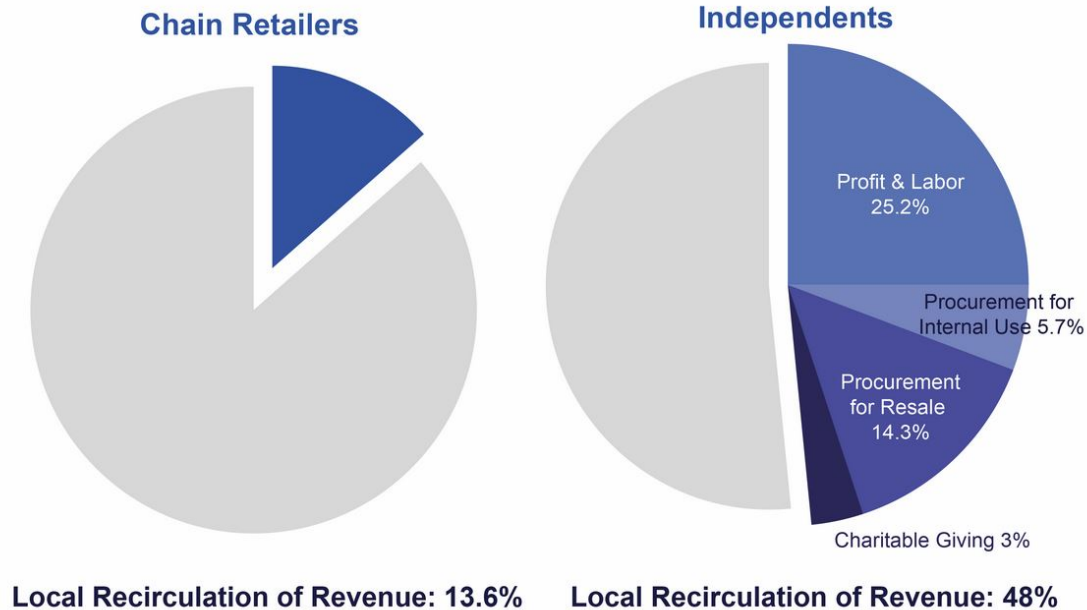
# Objectives

- Establish the HNO and Tulsa as a nationally recognized food system innovation district combining the existing initiatives of farm to table, buy fresh, buy local, urban farming, new urbanism, intentional communities, and STEM
- Creating entrepreneurial opportunities while providing education equivalent programs (analogy: apprenticeships)
- Utilize urban farming as a gateway to teaching STEM and transform under employed individuals into skilled labor



# Multiplier Effect of Local Businesses

## Local Economic Return of Indies v. Chains



\*Compiled results from nine studies by Civic Economics, 2012: [www.civiceconomics.com](http://www.civiceconomics.com)  
Graph by American Independent Business Alliance: AMIBA.net

Content Source:

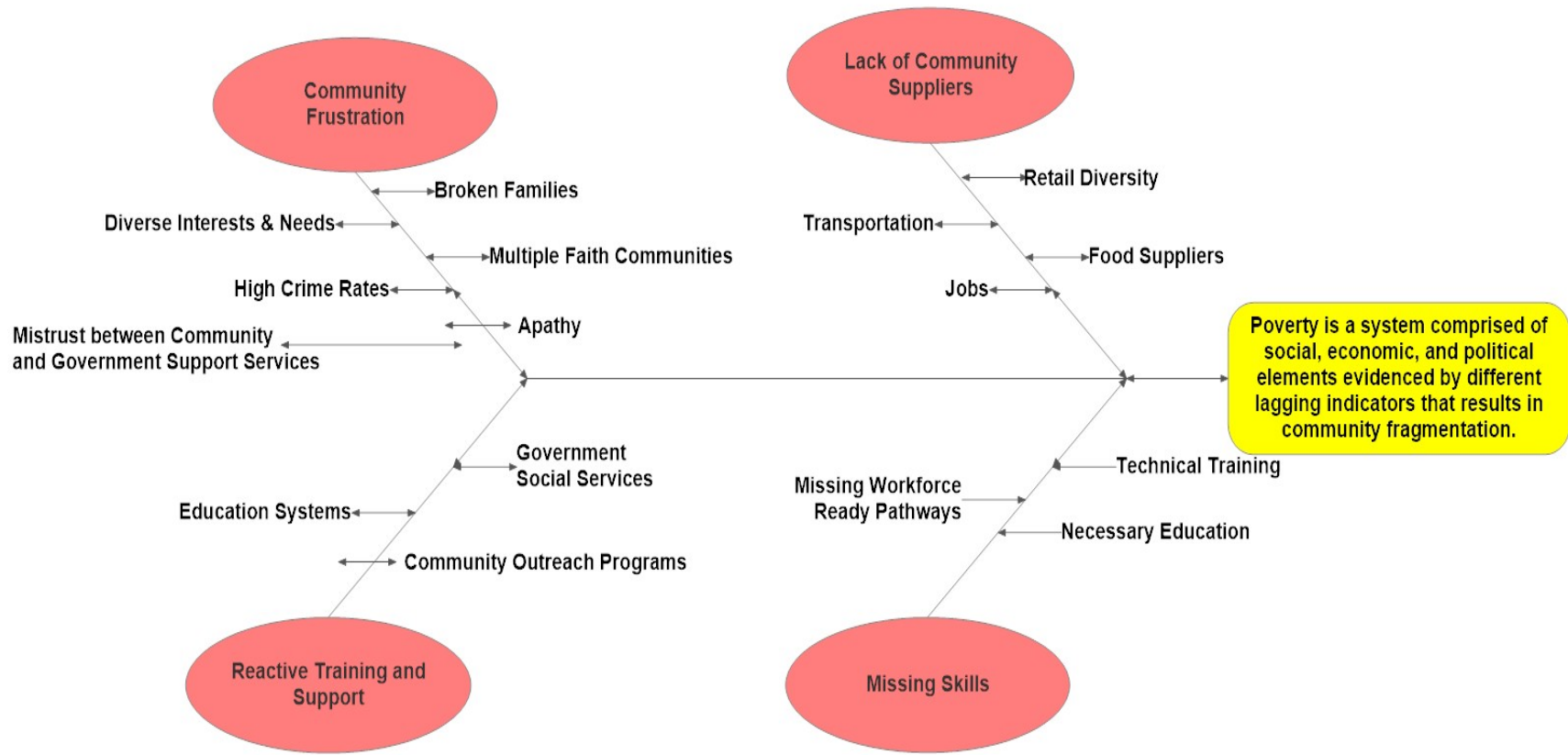
<https://www.amiba.net/resources/multiplier-effect/>

Cited: November 4, 2017



# The System of Poverty

## Addressing the Poverty System: Requires a Systemic Approach





## Build the Industry Around the People

- Land use based upon need as opposed to function
- Integrating the community around the market need and industry around the community need





# The Buy Fresh, Buy Local Movement



[WWW.TULSAFARMERSMARKET.ORG](http://WWW.TULSAFARMERSMARKET.ORG)

CHERRY STREET · BROOKSIDE



## The Challenge

- In business, as in a household, there are two ways to increase income:
  - Lower overhead and
  - Increase revenue
- Our target communities need both to avoid trading food dollars for transportation, housing, and child care.



# The Opportunity

- Growing one's own food
  - lowers one's cost of living
  - enhances family stability by providing food security
  - creates a potential for additional income
- Farming provides a gateway to Science, Technology, Engineering, and Math
- Equipment and transportation costs can be a barrier to entering the farming industry and urban farming can solve through:
  - Equipment: Micro farms using human labor instead of heavy equipment reduces equipment capital and operating expense barriers
  - Transportation: Urban undeveloped land, underutilized warehousing and facilities with convenient access to transportation corridors
- Local community members selling to the larger community allows those needing to be served to serve the community



## What next . . . .

1. Combine the definitions of Community Garden and Farm, Market or Community-Supported 35.090-B and 35.090-C
2. Allow urban gardens as a use by right in all zoning districts

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# Questions?

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# Appendices



## Dallas Coalition for Hunger Solutions



<https://youtu.be/9q6rPlQHKpQ>



## Cultivate KC is Changing KC (Dig In)



<https://youtu.be/eB5ENXndYXs>





## Growing Power - Super Soul



<https://youtu.be/ILLIcrmSDk>



# Vision

- An urban farm network
- Acting as stewards of community through a new urban design approach
- Creating horizontally and vertically integrated local food hubs
- Strengthening local food security to the metropolitan area



# Mission

- Creating Jobs
- Educating with Science, Technology, Engineering and Math
- Ensuring Food Security; and
- Breaking the Chains of Poverty One Life and One Family at a time



## The Execution Plan

- Align Existing Land Use Ordinances where needed.
- Revise the zoning code to encourage urban agriculture
- Align with the Education Systems to Assist with STEM Education
- Align with the local “Buy Fresh, Buy Local Programs” to Develop the Market
- Align Sustainability Organizations
- Align Service Area Communities
- Align Faith Based Communities



# Values

- Stewardship - Integrity through Equity
  - Social
  - Environmental
  - Economic



# One Business Model

- Profit - For Profit Social Enterprise with Not For Profit Sponsorship
- Placement - Churches, Schools. and other Social Enterprises
- Wages - Provide access to entrepreneurial opportunities
- Transportation - Consumers and workers live within the target service area
- Child Care – Single parents able to work around child care schedule
- Food - Assist in planting home gardens in the community
- Education - Apprenticeship programs providing access of up to a 4 year certification using STEM through organic farming
- Business – Piggy back onto the buy fresh, buy local campaign to assist in creating food availability while increasing food diversity and ensuring food security by selling to area restaurants, grocers and farmer’s markets both wholesale and retail