



Date: January 22, 2015

TO: Park Board Chair and Commissioners  
FROM: General Manager - Vancouver Board of Parks and Recreation  
SUBJECT: Special Event Approvals - Community Food Markets 2015

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## RECOMMENDATION

THAT the Board approve an extension of the community food market pilot program at community centres and at Grandview Park for 2015, with all arrangements to the satisfaction of the General Manager.

## POLICY

Park Board approval is required for special events not included on the annual Calendar of Major Special Events and/or that are in variance with one or more Park Board by-laws.

## BACKGROUND

Community food markets are small markets that sell fresh or locally prepared fruits and vegetables in underserved communities in order to better serve hard-to-reach and vulnerable populations. Community food markets address accessibility challenges that are sometimes associated with regular farmer's markets, such as physical access or affordability.

The markets feature up to 10 vendors and have been typically operated in neighbourhood houses, social service sites, churches, BC Housing sites and other non-profit organizations. Community food markets are permitted to operate year-round between the hours of 7:00am and 8:00pm, Monday through Sunday.

One of the goals/objectives of the City of Vancouver's Greenest City Action Plan and Vancouver Food Strategy is to have 15 community food markets up and running by 2020. In order to support this policy direction, a pilot program to establish community food markets at selected community centres and at Grandview Park was approved by the Board on July 21, 2014.

## DISCUSSION

In response to the Board's approval, community food market pilot programs were introduced at Kensington Community Centre and at Grandview Park. The Kensington food market was well received and adhered closely to the conditions set out in the City's Administration of Community Food Markets Bulletin (see Appendix A). The Grandview Park market opened later in the year (the market operated between August 24<sup>th</sup> and November 24<sup>th</sup>, 2014) and was also well received by the neighbourhood. Unfortunately, due to the Grandview Park market's late start, insufficient data is available to allow staff to properly evaluate the program at this location.

Due to the success of the Kensington community market and in order to enable staff to better assess the success of the Grandview Park market, staff are requesting that the Board approve

an extension of the pilot program until the end of 2015. As part of the approval, insurance, impacts on land use, surrounding areas, noise, parking, traffic and pedestrian interfaces, privacy and visual impacts will be measured.

At the end of the 2015 pilot program, staff will evaluate the success of the markets to ensure that the objectives of the initiative are being met.

## **SUMMARY**

This community food market initiative is intended to make fresh and locally prepared fruits and vegetables more accessible to underserved and vulnerable populations. It also supports the goals/objectives of the City's Greenest City Action Plan and Vancouver Food Strategy. Accordingly, staff recommend that the Board approve the extension of the community food market pilot program as outlined above.

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## City of Vancouver *Planning - By-law Administration Bulletins*

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# ADMINISTRATION OF COMMUNITY FOOD MARKETS

Authority - Director of Planning and Director of Social Policy  
Effective March 2014

## 1 Background

This bulletin provides clarification on the administration of community food markets. The Director of Planning and Director of Social Policy will consider community food markets as being typically ancillary to, and forming a part of, "Social Service Centres," "Churches," "Neighbourhood Houses," "Community Centres," BC Housing sites, and other uses that meet the intent of this bulletin. Community food markets that operate in conjunction with an existing approved use listed below will be evaluated by staff, and if approved, will not be required to make applications for additional land use approvals.

## 2 Issue

Community food markets, previously known as "pocket markets," provide fresh or locally-prepared fruits and vegetables (e.g., jams, jellies), intended to address affordability and food retail gaps in underserved neighbourhoods.

To become a global leader in urban food systems, the *Greenest City 2020 Action Plan and the Vancouver Food Strategy* (2013) direct staff to support 15 community food markets by 2020. Community food markets currently operate in neighbourhood houses, social housing sites, and other non-profit organizations to improve access to healthy foods for underserved neighbourhoods.

It is common for social services centres, churches, neighbourhood houses, community centres, and BC Housing sites to provide a range of food programs (e.g., community kitchens, meal programs, food fairs).

## 3 Conditions and Administration of Community Food Markets

### 3.1 Definition

Community food markets are defined as an open air or fully or partly covered market for the sale of fresh and/or locally-prepared fruits and vegetables and are allowed as a non-profit program and/or activity operating in conjunction with the following approved uses:

- (i) *Institutional Uses:* Social Service Centres, Churches;
- (ii) *Service Uses:* Neighbourhood Houses;
- (iii) *Culture and Recreation:* Community Centres;
- (iv) *BC Housing Sites:* listed at: [http://www.bchousing.org/Options/Subsidized\\_Housing/Listings](http://www.bchousing.org/Options/Subsidized_Housing/Listings)
- (v) *Other Uses:* other sites which meet the intent of this bulletin, may be approved on a case by case basis to be determined by staff review.

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**3.2 Impacts**

When making land use decisions, the Director of Planning and Director of Social Policy must take into account potential impacts on surrounding areas. This includes ensuring that proposed locations are compatible among a variety of uses to ensure mitigation of noise, parking, traffic, pedestrian interface, privacy, and visual impacts on permitted uses.

**3.3 Type and Number of Vendors**

Community food markets have ten (10) or less stalls or booths. This size limitation will minimize neighbourhood impacts.

Third party re-sale is permitted where small-scale local food vendors are prioritized. This provides an opportunity for small local food businesses to vend at a neighbourhood market. For example, backyard growers can vend fresh, whole fruits and vegetables, or small food processors can vend homemade jams and jellies. Foods do not necessarily have to be local; rather, the aim is to improve access to fresh and locally-prepared fruits and vegetables. Vendors must meet the criteria of Vancouver Coastal Health "Temporary Food Market" guidelines ([http://www.vch.ca/your\\_environment/food\\_safety/permits/](http://www.vch.ca/your_environment/food_safety/permits/))

**3.4 Hours of Operation**

Hours of operation are from 7:00 am to 8:00 pm from Monday through Sunday.

**3.5 Operational Plan and Business License**

Subject to the conditions of this bulletin, the Director of Planning and Director of Social Policy may approve community food markets. Applicants must submit an operational plan to Social Policy at [communityfoodmarkets@vancouver.ca](mailto:communityfoodmarkets@vancouver.ca) for review and apply for a yearly \$10 farmers' market business licence.