



Date: July 11, 2014

TO: Board Members - Vancouver Park Board
FROM: General Manager - Parks and Recreation
SUBJECT: Special Event Approval - Community Food Markets 2014

RECOMMENDATION

THAT the Board approve a *Community Food Market* pilot program in 2014 with locations at selected community centres and at Grandview Park, with all arrangements to the satisfaction of the General Manager.

POLICY

Park Board approval is required for major events not included in the annual Special Events Calendar and/or that are in variance with one or more Park Board bylaws.

BACKGROUND

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

Community Food 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. Products sold will include fresh or locally-prepared whole fruits and vegetables and homemade jams and jellies. These markets are permitted to operate year-round between the hours of 7:00am and 8:00pm, Monday through Sunday.

DISCUSSION

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* in place by 2020. In order to support these important strategic directions, staff is requesting approval to pilot *Community Food Markets* at selected community centres and at Grandview Park. Markets will be considered by staff for community centres that meet the conditions of the *Administration of Community Food Markets Bulletin* (Appendix A). Requests for park space will be piloted at Grandview Park. As part of the approval process, insurance, impacts on land use/surrounding areas, noise, parking, traffic, and pedestrian interface, privacy and visual impacts will be addressed.

At the end of the 2014 pilot program, staff will review and evaluate the success of the *Community Food Market* initiative to determine whether the project's objectives were met and how the initiative could potentially be improved in future years.

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 request 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
- (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/)

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 for review and apply for a yearly \$10 farmers' market business licence.