

Brightmoor

AREA FRAMEWORK PLAN

Urban Agriculture Focus Group

April 19 2023

Eliza Howell Park

Stoepel
Park No. 1

WELCOME!

AS YOU'RE GETTING SETTLED,
PLEASE TAKE A MOMENT
TO FILL OUT A ONE-PAGE
SURVEY ABOUT YOUR URBAN
AGRICULTURE OPERATION

**Urban Agriculture Focus Group
Brightmoor Area Framework Plan
April 19, 2023**

Thank you for joining us tonight! Please take a minute to share a bit about your urban agriculture operation.

1. How would you describe your urban agriculture operation?

- Individual / for own use
- Commercial / to sell to others
- Community-based
- Other: _____

2. How long have you lived in the Brightmoor area?

- < 1 year
- 1-5 years
- More than 5 years
- My garden is in the Brightmoor area, but I live in another neighborhood: _____

3. What types of urban ag do you have?

- Food production - outdoor
- Food production - hoop houses / greenhouses
- Ornamental plants
- Herbal/medicinal
- Beekeeping
- Animal husbandry
- Crafts
- Other: _____

4. What are your main goals for your urban agriculture operation?

- Self sufficiency
- Income generation
- Environmental benefit
- Community food security / food access
- Create community / connect with others
- Job creation / economic development
- Other: _____

5. How do you travel to your garden?

- It's at my house
- Walking
- Drive myself
- Carpool
- Bicycle
- Bus
- Rideshare
- Other: _____

6. What barriers limit your urban agriculture success?

- Financial constraints
- Not enough land
- Stormwater flooding
- Zoning constraints
- Safety concerns
- Finding suitable employees
- Other: _____

7. Where is your urban agriculture location?

(Address / description of the location)

8. What is your home zipcode?

9. Name of your urban agriculture location?

TODAY'S AGENDA



Welcome

Project Overview

Community Feedback Summary

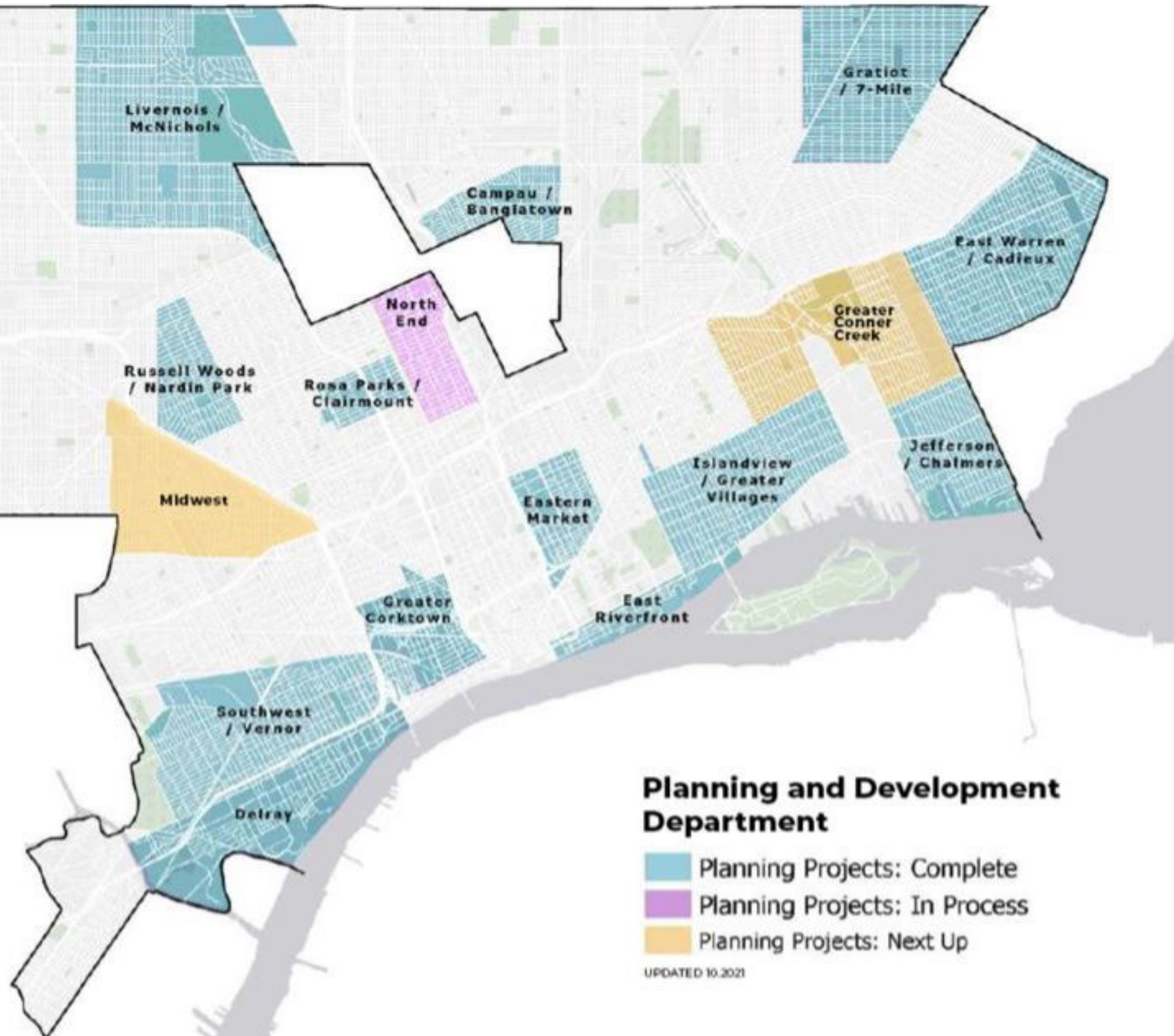
Discussion

PROJECT OVERVIEW

We are here!



FRAMEWORK AREAS

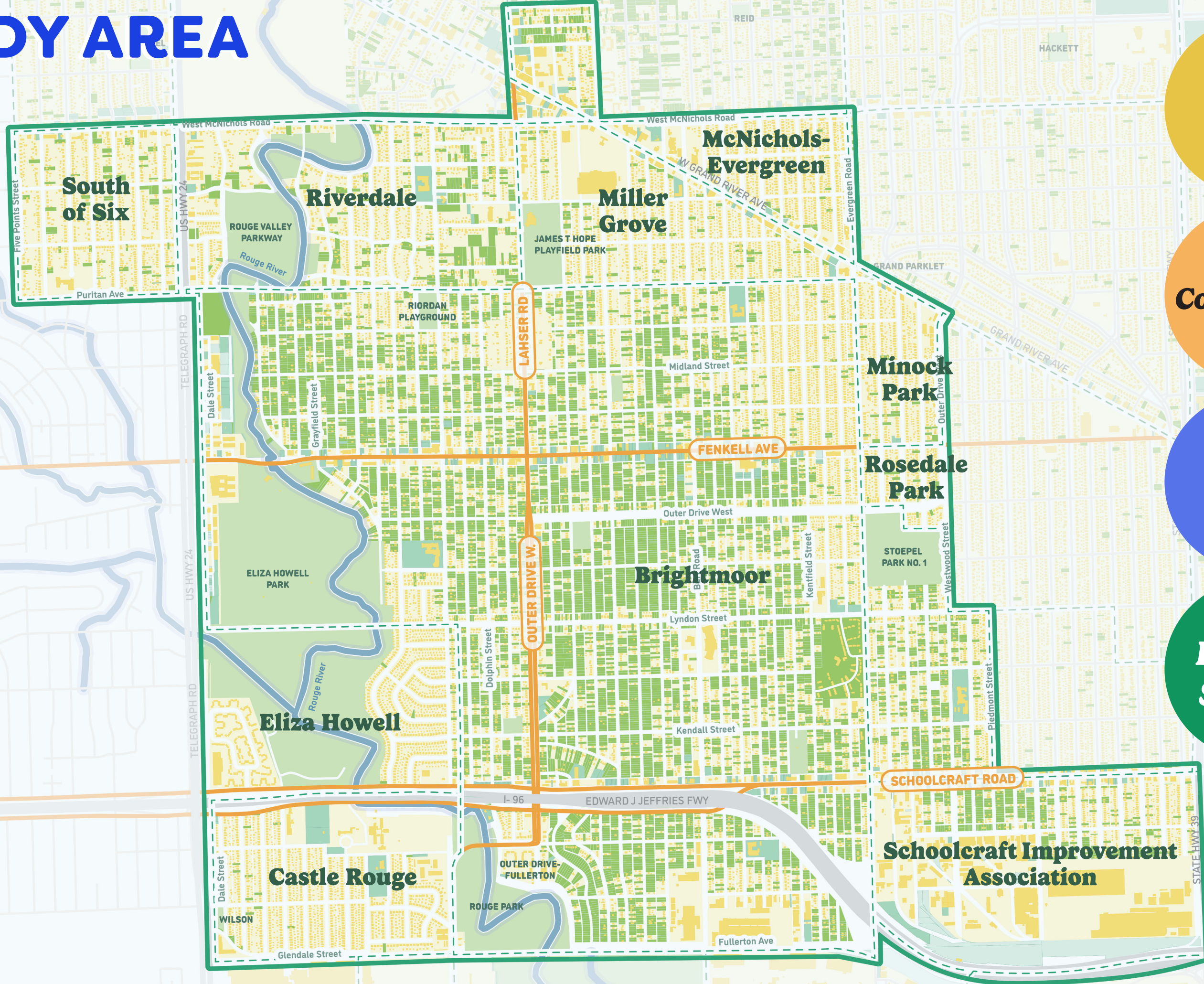


Planning and Development Department

- Planning Projects: Complete
- Planning Projects: In Process
- Planning Projects: Next Up

UPDATED 10.2021

STUDY AREA



Home

Community

Water

Parks + Streets

KICKOFF AND FOCUS GROUPS

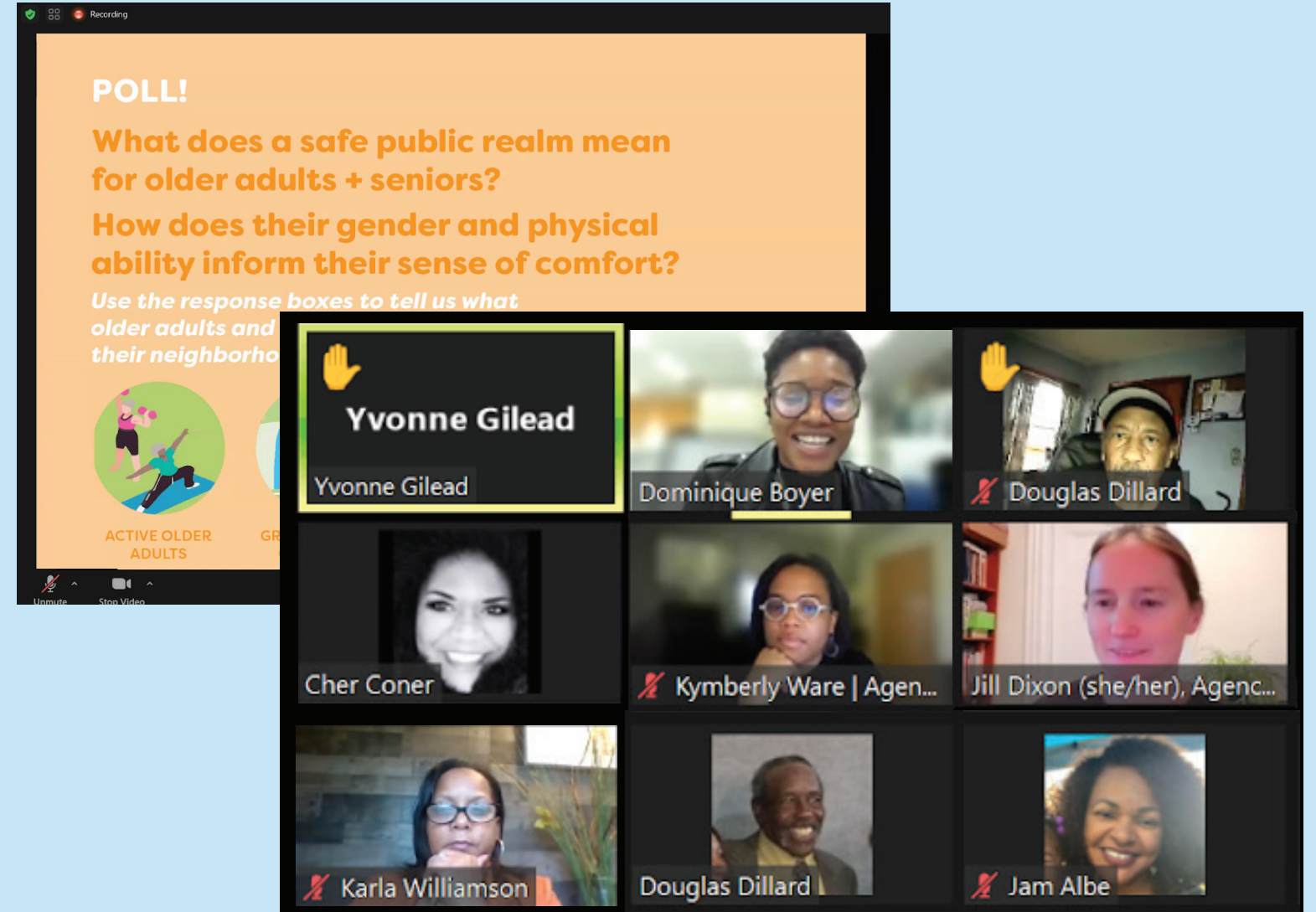


Community Kickoff
02/27/2023

65 attendees

46 comment cards submitted

74 feedback flags



Environmental Safety Focus Group
04/05/2023

44 attendees

300+ comments

22 safe routes described

COMMUNITY KICKOFF: MAP FEEDBACK



COMMON THEMES

MORE AFFORDABLE AND MORE DIVERSE HOUSING

IDEAS ABOUT THE FENKELL CORRIDOR

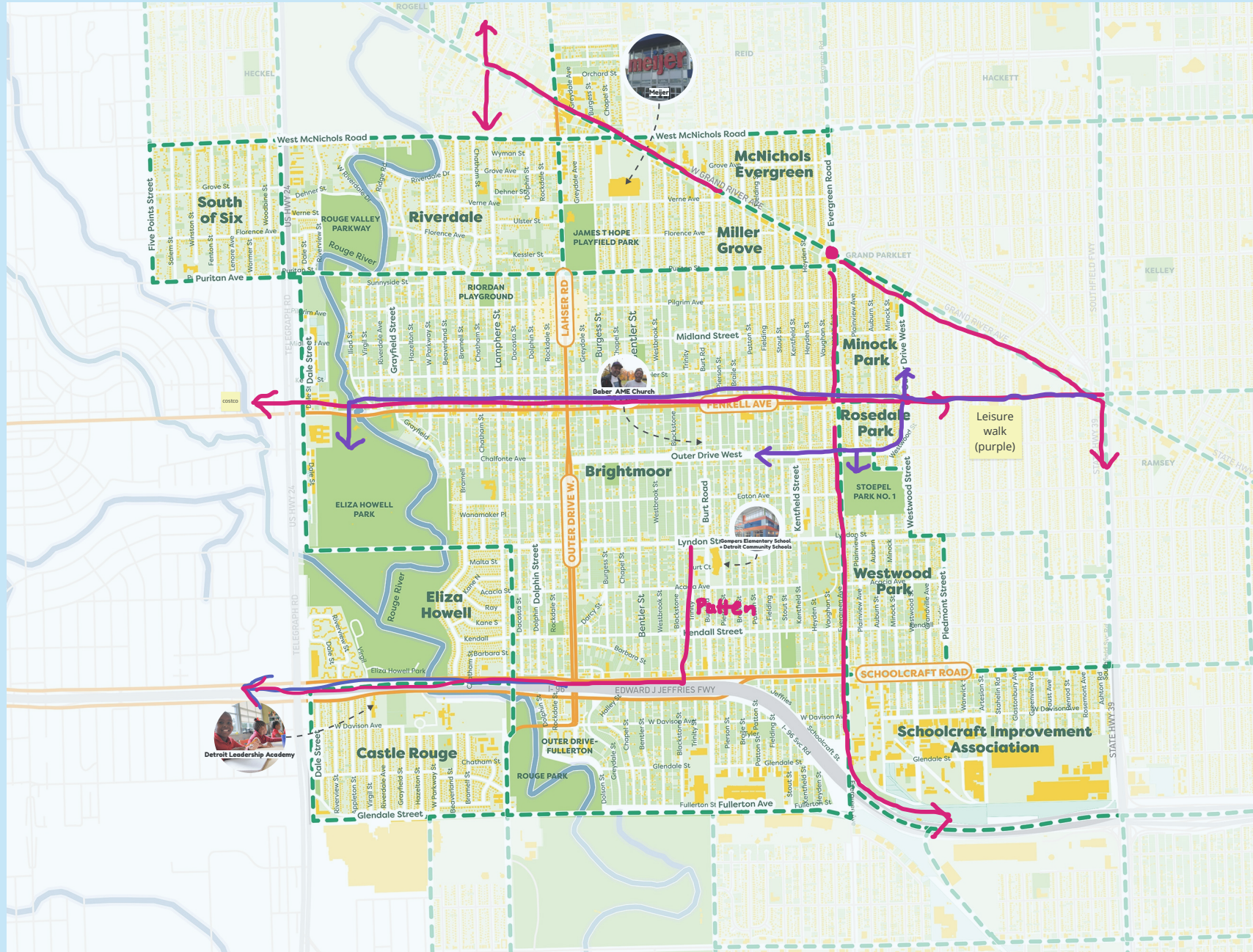
CONCERNS ABOUT BLIGHT, DUMPING, AND SAFETY

AREAS WHERE THERE IS FREQUENT FLOODING IN STREETS AND PARCELS

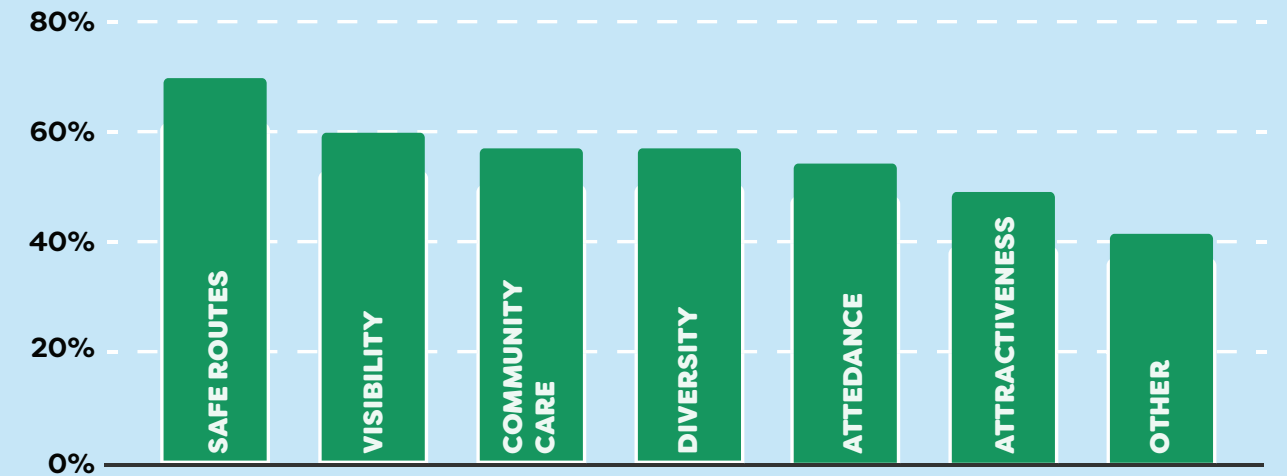
NEED FOR STREET IMPROVEMENTS

ACCESS TO NATURE/TRAILS AND WELL-LOVED EXISTING PARKS

ENVIRONMENTAL SAFETY FOCUS GROUP



ASPECTS OF A SAFE NEIGHBORHOOD



- Maintenance on vacant lots
- Traffic control
- Knowing my neighbors
- Accessible transportation

SAFE ROUTES

FUTURE CONVERSATIONS

THIS SPRING:

ORGANIZATION FOCUS GROUPS

THIS SUMMER:

HOUSING

STORMWATER

AGE GROUPS: YOUTH, TEENS, SENIORS

GENERAL ALL-COMMUNITY MEETINGS

**VISIT US AT THE END OF THE
MEETING TO SIGN YOUR
ORGANIZATION UP FOR A FOCUS
GROUP THIS SPRING!**

STAY IN THE LOOP!



Visit bit.ly/brightmoorfp to stay up to date on the planning process and ongoing community meetings

SAFETY SURVEY

If you did not have a chance to join the environmental safety focus group, visit the website to take the online survey by **May 31, 2023!**

Brightmoor
AREA FRAMEWORK PLAN

Agency Landscape + Planning

Brightmoor Area Framework Plan: Environmental Safety Focus Group

This survey includes the same questions that were part of the virtual Environmental Safety Focus Group held on 4/5/23 for the Brightmoor Area Framework Plan. The meeting recording and slides will be posted on the project website (linked here).

Sign in to Google to save your progress. Learn more

Principles for Environmental Safety

PRINCIPLES FOR ENVIRONMENTAL SAFETY

- ATTENDANCE**
crowd size and amount of people around
- DIVERSITY**
concentration of varied activities for all ages
- SAFE ROUTES**
multiple ways to reach a destination
- VISIBILITY**
ability to see and be seen, unobscured awareness of surroundings
- ATTRACTIVENESS**
clean, well maintained, aesthetically pleasing and legible spaces
- COMMUNITY CARE**
high quality spaces create a commitment to maintenance and the common good by citizens, business owners and neighborhood officials

What does a safe public realm mean to you?

- Attendance: crowd size and amount of people around
- Diversity: concentration of varied activities for all ages
- Safe Routes: multiple ways to reach a destination
- Visibility: ability to see and be seen, unobscured awareness of surroundings
- Attractiveness: clean, well maintained, aesthetically pleasing and legible spaces
- Community Care: high quality spaces create a commitment to maintenance and the common good by citizens, business owners, and neighborhood officials
- Other: _____

Next Clear f...



LET'S DISCUSS!

TODAY

- **Introductions: Could you briefly describe your urban agriculture operation and your mission? Why do you do what you do?**
- **How would you describe what benefits your urban agriculture has to the Brightmoor area?**

THEMES

COMMUNITY

- How does your garden engage the community (ie. learning journeys, volunteering, pick food, etc.)
- Ideas you have seen in other communities that the Brightmoor area could learn from?

ECONOMICS

- Where do you sell your product (or give away) (ie. Eastern Market, Fenkell farmers' market)?
- Is there a business association you're part of? Other formal or informal networks that bring the urban ag community together in Brightmoor?

ENVIRONMENT + RESOURCES

- What kinds of resources would improve your operations? (i.e. community compost, stormwater capture, etc.)
- Do you experience any limitations on your site(s) related to stormwater / flooding?
- Do you have ideas for how connectivity between gardens could be improved?
- How could the environment around your garden be improved (ie. fencing, landscape buffering, compost, smell)?

FUTURE

- What's next for your garden / where do you see it going in the future?
- Where do you see urban agriculture in the Brightmoor area going in the future? What is your broader vision for urban agriculture in the area?
- What are the most important recommendations this plan could make about urban agriculture?
- What is your #1 hope for the future of the Brightmoor area, from an urban agriculture perspective?