



Hollygrove Growers Market and Farm

VISIONING DOCUMENT

A Project Of
THE CARROLLTON-HOLLYGROVE COMMUNITY DEVELOPMENT CORPORATION

A Collaboration With
THE TULANE CITY CENTER

And
THE NEW ORLEANS FOOD AND FARM NETWORK

Support Provided By:
THE BLUE MOON FUND
ORGANIC GARDENING MAGAZINE
AVEENO



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VISION



Located in the heart of New Orleans, the Carrollton-Hollygrove Neighborhood is in desperate need of extensive re-development in the post-Katrina era. A part of the city long neglected in terms of a structured community organization around residents, the potential incentives for the area as part of the Carrollton@I-10 Redevelopment Plan are manifold. One urgent issue is the development of infrastructure and resources that support a healthy food system and benefit the community through the availability of fresh foods, beautiful neighborhoods and the promotion of a vibrant local economy.

To implement some of these important incentives, the Carrollton-Hollygrove Community Development Corporation (CHCDC) and the New Orleans Food and Farm Network (NOFFN) have partnered with the Tulane City Center to create the Hollygrove Growers Market & Farm (HGM&F), a storefront retail center in Hollygrove offering locally-grown, affordable, fresh produce as well as 'green jobs' certification programs in urban agriculture.

A major component of the CHCDC's revitalization and recovery work involves promoting sustainable living and healthy lifestyles through support of local growers and accessibility of fresh regional and local produce for neighborhood residents. The community food center will be a centerpiece for NOFFN's food security recovery planning and will create a gateway into the Carrollton-Hollygrove neighborhood to help spread commerce and agricultural education city-wide.

Some of the great benefits of the store and gardening program will include connecting the residents directly to the growers of the food they are consuming and creating new, 'green' jobs in the retail and agriculture fields, as outlined in the Food Policy Advisory Committee recommendations. While the local economy is expected to be increasingly strengthened through buying local, the economic support will benefit urban and rural farmers by significantly reducing travel distances for both growers and consumers. The implementation of on-site sustainable features as well as green space preservation, neighborhood beautification and blight reduction are just a few of the many urban benefits this development is anticipated to spur.

Combined with the training farm, the HGM&F will contribute greatly to the revitalization of Hollygrove, serve as an important step in making the neighborhood sustainable and act as a catalyst for future city-wide innovation.

OVERVIEW



rendering of the farm and growers market

PROJECT OVERVIEW

The Carrollton-Hollygrove Community Development Corporation (CHCDC) in partnership with the New Orleans Food and Farm Network (NOFFN) and the Tulane City Center (TCC) are proposing the creation of the Hollygrove Growers Market and Farm (HGM&F) on a 1-acre site located on Olive Street (formerly Guillot's Nursery), in the heart of the Carrollton@I-10 Redevelopment Area, a portion of the city long abandoned by full-service food retailers.

A major incentive for this proposal is to provide accessibility to fresh, affordable produce for the Hollygrove residents, with an emphasis on offering sustainable opportunities for urban agriculture in New Orleans. Sustainability is a term widely used to describe the benefits of longevity and renewability of ecological support systems into building and landscape design. In this case sustainability refers to the many significant economic, social and environmental benefits that will be associated with the HGM&F: natural gardening in association with an on-site certification program for micro-farmers in New Orleans, composting and recycling facilities accessible to the neighborhood, fresh produce purchased from local and regional growers and high-efficiency greenhouses.

Apart from overall project coordination, the Tulane City Center will be assisting in the development and incorporation of green building technologies like cistern irrigation and rainwater catchment systems, solar panels and a green roof, applied to the existing nursery building that will house the produce market, as well as training classrooms and office space. Located across the street from the Carrollton Boosters sports fields across the street and in close proximity to Carrollton Avenue, the store will be easily accessible though walking, biking or a short drive from many nearby neighborhoods such as Gert Town and Mid City.

The customers will enter through a working fruit and vegetable farm in order to access the store. All processes of planting, growing and training will be transparent and accessible and visitors will be able to enjoy their purchased goods in the form of healthy snacks (smoothies, sandwiches), immersed in the new green community space.



image of completed growers pavillion

PROJECT

NOFFN training farm site to support an 18-24 months Certification Program for entrepreneurial micro-farmers in New Orleans; site to include large plots for each participant, high-efficiency greenhouses, indoor training classrooms, composting and recycling facilities, office space, community space.

CHCDC 'green grocery' store to feature fresh affordable food for the community, partially subsidized by higher-end sales to restaurants and upscale clientele; produce to be purchased from local and regional growers, encouraging growth of urban agriculture.

LOCATION

Appox. 1-acre site of former Guillot's Nursery on Olive Street near Carrollton Avenue, featuring an existing building surrounded by existing, but derelict infrastructure for greenhouses and training farm; site advantages include proximity to sports facilities (Carrollton Boosters, frequented by a city-wide clientele), a large Hollygrove senior citizen facility being spearheaded by AARP nationally, other neighborhoods (Gert Town, Mid City) and major traffic arteries (I-10, Carrollton Avenue)

PARTNERS

Carrollton-Hollygrove Community Development Corporation, New Orleans Food and Farm Network, Tulane City Center, Trinity Christian Community, Louisiana State University

GOALS

- access to affordable fresh produce for Hollygrove and the surrounding areas
- establishment of environmentally responsible food systems
- support of the local economy through buying local
- incentive for creation of sustainable urban farms throughout the city
- sharing of resources as well as training and education opportunities
- re-use of existing facilities to avoid wasteful demolition and reconstruction

DESIGN CONCEPT

The design concept for the Hollygrove Growers Market & Farm revolves around the idea of neighborhood re-vitalization and recovery. Project program requirements of exterior and interior training grounds and a fresh produce market will make use of existing site features such as the existing nursery building and some infrastructure and will incorporate new 'sustainable' items. The project will be broken up into *3 phases* in order to ensure timely initiation and allocate available funds appropriately.

The *initial phase* of the project will primarily focus on getting the commercial entity of the store and produce distribution center established. This includes the renovation of the existing building to accommodate the produce market and storage facilities and will take into account any future connections to planned sustainable components. It also requires a new means of access into the rear area of the site to locate composting and consumer recycling components as well as a driveway for truck loading and delivery.

A *second phase* will concentrate on locating the education and administration components and will therefore focus on the renovation of the second floor, allocated for classroom and office space. A 'green' planted roof providing rain water collection as

well as the re-organization of the exterior facade with attached solar paneling are also important features of this phase.

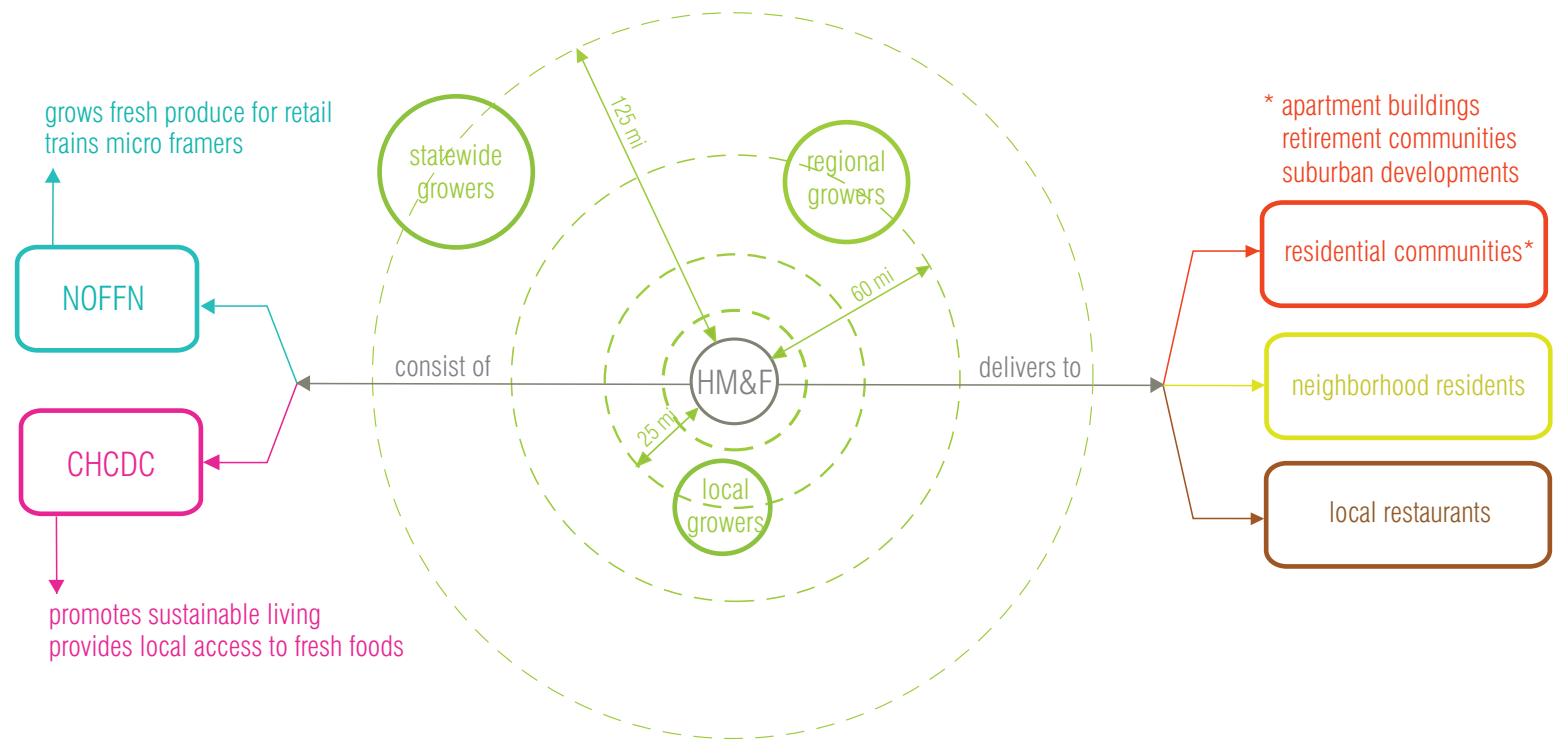
The *third phase* will incorporate all outstanding items, mainly the organization and landscaping of the entire exterior of the property, including establishing the training farm and attributing sustainable elements to the building and the overall project. A new fence and a 'green' sitting pavilion will also be part of this last phase.

Overall, the design proposals for the HGM&F offer exciting opportunities to orchestrate ideas about healthy lifestyles and sustainability. The three-phase scheme supports a logical approach towards initiating the retail operation which will help announce, support and accelerate the development of the urban farming training grounds. In addition to utilizing existing components, the concept embraces new accessible 'green' features that will serve to promote awareness of sustainable growing and living beyond neighborhood borders.



rendering of interior of market

PROJECT ORGANIZATION



BUDGET INFORMATION

BUDGET INFORMATION

Due to the dependence on private and public financial assistance the project is broken down in three phases that will help accomplish successful completion in a timely and realistic manner (also see following pages)

The approximate estimates for major components are:

Phase 1.0	interior renovation 1st floor exterior porous paving	80\$/sf (plus fees) 10\$/sf
Phase 2.0	interior renovation 2nd flr exterior renovation	50\$/sf (plus fees) 150\$/sf (plus fees)
Phase 3.0	exterior landscaping /site work	15\$/sf (plus fees)

TARGET USERS

- Community Residents
- Regional Growers
- Local Restaurants
- Micro Farmers

SITE ORGANIZATION



SITE PLAN INFORMATION

By developing a framework of sustainable best practices, the Hollygrove Market and Farm site improvements allow for a wide range of programmatic opportunities, creating a testing ground for urban micro farming and agricultural development in the Carrollton-Hollygrove neighborhood. Visitors to the HM&F are able to witness a large spread of sustainable features, ranging from several examples of storm water management, examples of local urban farming and a wide variety of vegetable and ornamental plant selections, growing during all seasons and accessible throughout the year. Greenhouses, commercial recycling and composting facilities and chicken coops add to the production capacity of the HM&F while providing increased educational opportunities for master gardeners and apprentices through training beds on site. In addition to the daily market operations, shaded outdoor seating and water features allow for the expected growth in market visitors and provide a venue for educational and community outreach programs, as well as regular community gatherings. All surface and construction materials selected in regards to the site plan are intended to reflect the agricultural use of the site. Durable, sustainable, and cost effective, they include inexpensive reinforcement mesh to create 'green' screens throughout the site, re-purposed concrete block used for raised planting beds to grow seasonal crops, porous concrete paving to allow for proper subsurface drainage as well as porous aggregate to facilitate storm-water run-off. Experimental fruit trees provide shade in several areas throughout the site and serve as backdrop as well as a source for fishing bait. Demonstration beds along Olive Street are intended to address the community directly, providing exposure and educational opportunities to visitors and passers-by. The potential expansion into adjacent city-owned property might allow for the creation of a large-scale commercial composting venture that will help supply HM&F with soil amendments for on-site use and sale. Through implementation of these site improvements, the team hopes to spur continued revitalization in the Carrollton-Hollygrove neighborhood and to provide a precedent for future urban farms in the region.

PROGRAM + PHASING PHASE 1

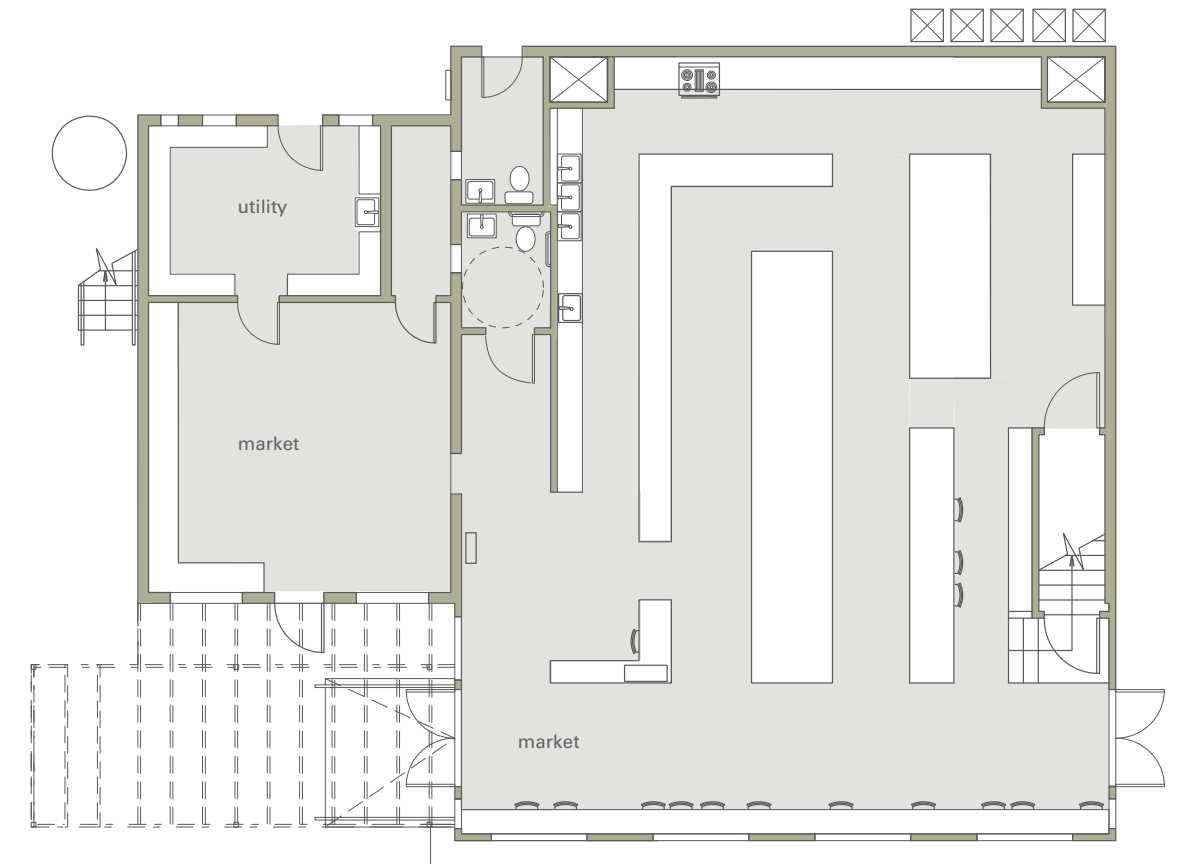
The first phase of the project will include the initiation of the retail component. The store will receive fresh produce from local and regional farmers which then will be sold to low-income residents of nearby neighborhoods and distributed to restaurants, larger concentrated communities such as senior citizen homes and apartment buildings as well as to walk-in customers. This is anticipated to spur an increase in interest in urban farming and growing.



Project Components

- 1.0 Renovation Retail Component Ground Floor / Exterior Access, Loading
- 1.1 General Contracting: ADA compliance, code compliance, finish existing floor, custom millwork (countertops, stair), doors, general touch-up, exterior paving, recycling facilities, composting facilities, fence modifications
- 1.2 Plumbing
- 1.3 Electrical
- 1.4 HVAC

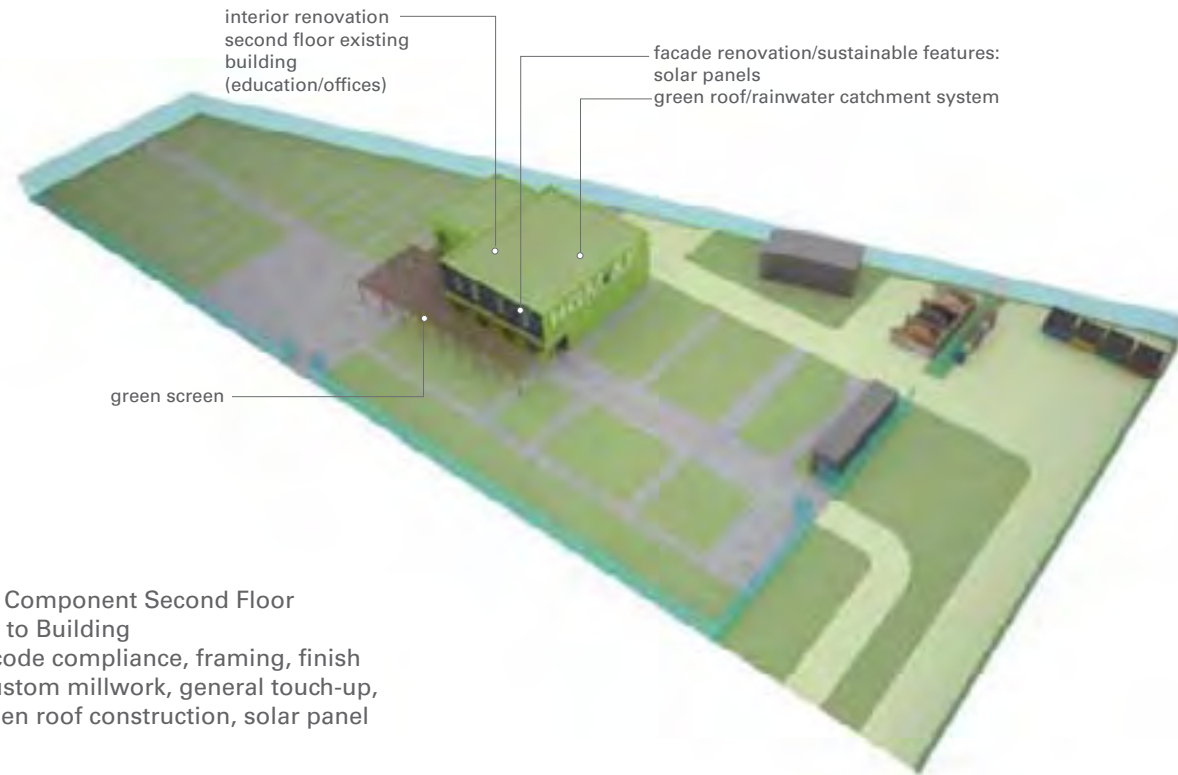
Total SqFt Phase 1.0, interior: 2,450 sf
 Total SqFt Phase 1.0, exterior: tbd



renovation plan of first floor

PROGRAM + PHASING PHASE 2

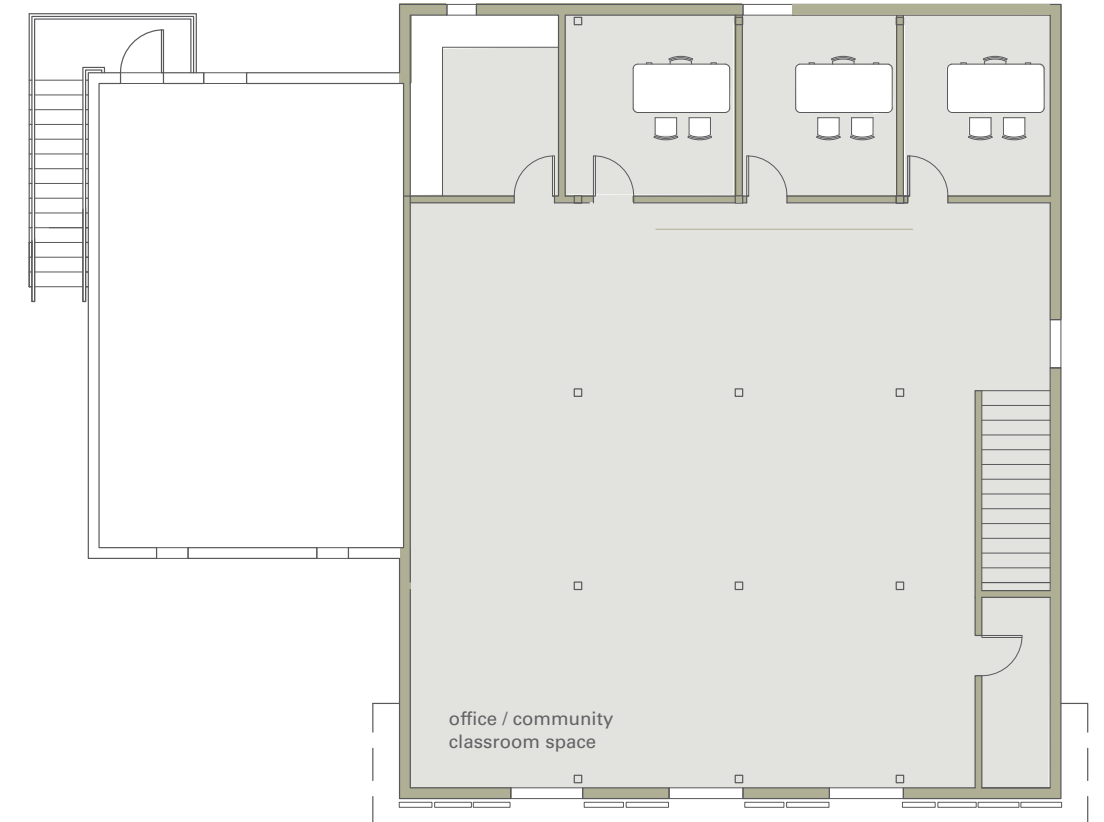
Once the retail operation is in motion and funding is secured, the 12-18 months Urban Farmer Certification Program will be implemented, offering educational opportunities for urban growers and aspiring farmers. This will include support with farm start-up, horticultural best practices, small business plan development and enterprise planning.



Project Components

- 2.0 Renovation Education Component Second Floor Exterior Modifications to Building
- 2.1 General Contracting: code compliance, framing, finish existing floor/walls, custom millwork, general touch-up, facade alterations, green roof construction, solar panel
- 2.2 Plumbing
- 2.3 Electrical
- 2.4 HVAC

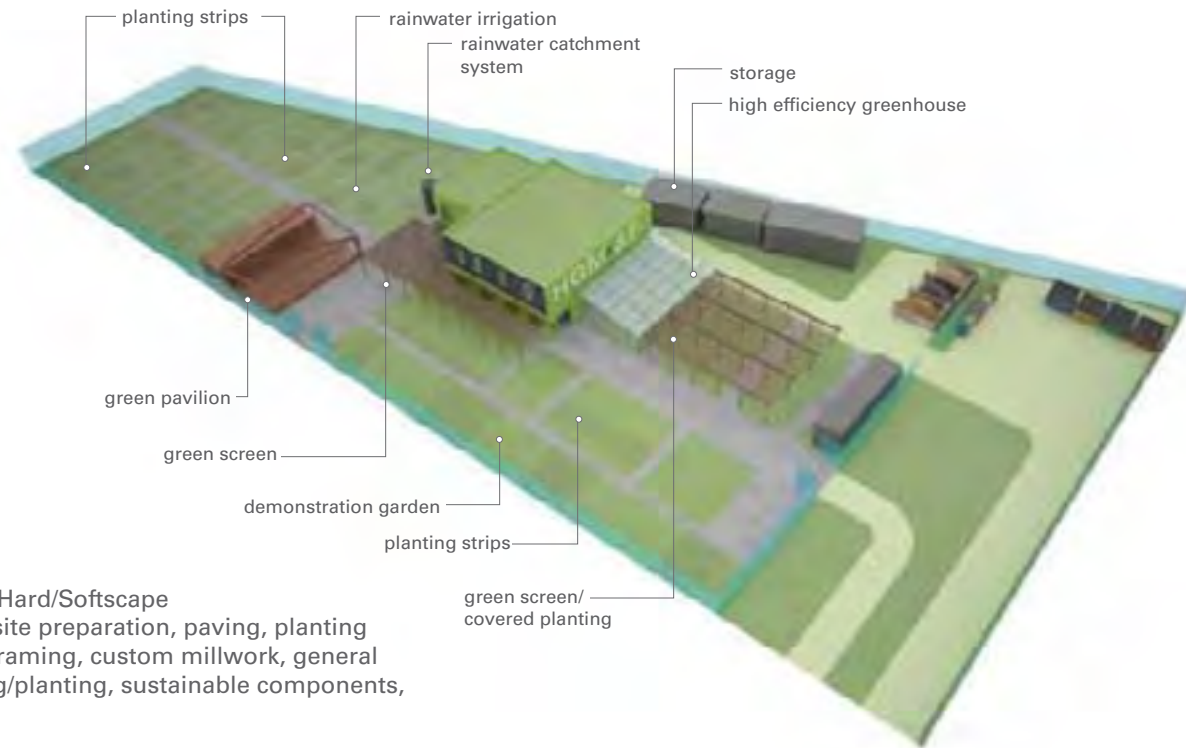
Total Sq Ft Phase 2.0, interior: 1,910 sf



renovation of the second floor

PROGRAM + PHASING PHASE 3

This final phase of the project will incorporate all exterior landscaping and design to initiate the urban farm training program. Sustainable features including a water catchment system, solar roof panels, green roofs and screens and rainwater irrigation will play a key role for the success of the overall project.



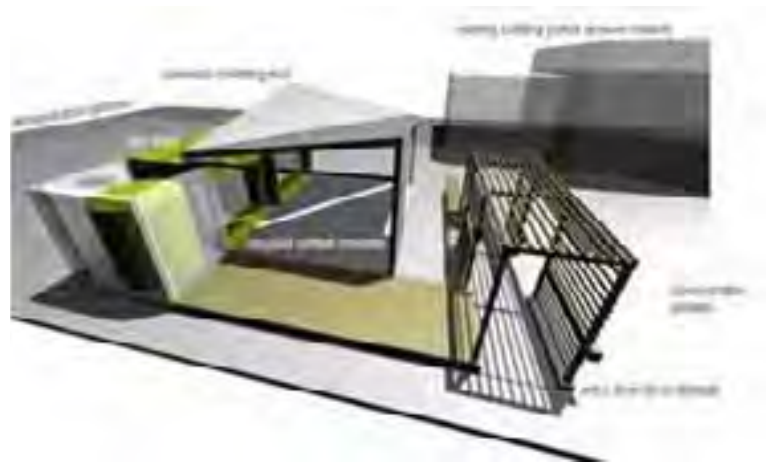
Project Components

- 3.0 Exterior Landscaping/Hard/Softscape
- 3.1 General Contracting: site preparation, paving, planting beds, miscellaneous framing, custom millwork, general touch-up, landscaping/planting, sustainable components, new perimeter fence
- 3.2 Plumbing
- 3.3 Electrical

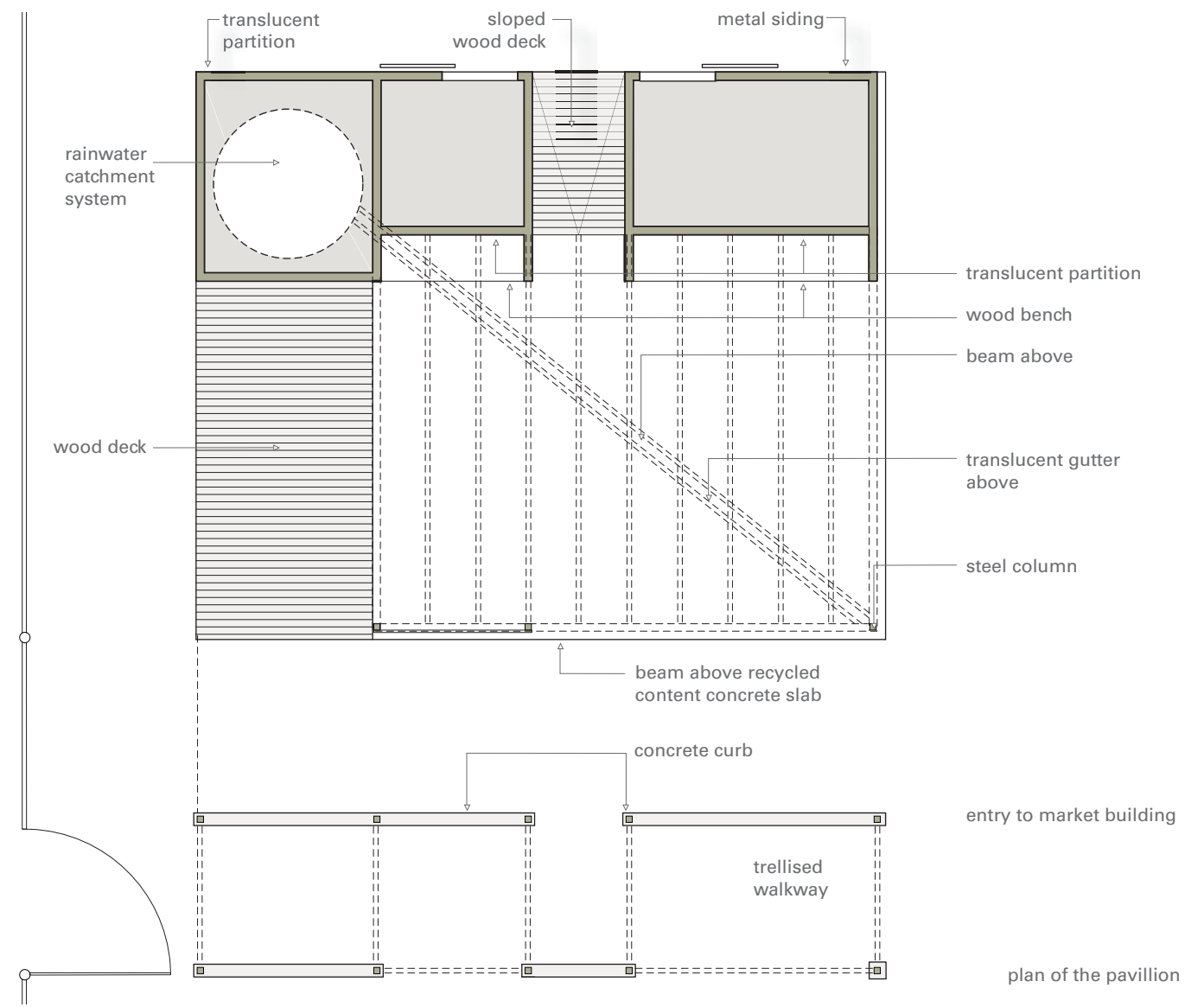
Total Sq Ft Phase 3.0, site: 35,000 sf



HOLLYGROVE GROWERS PAVILLION

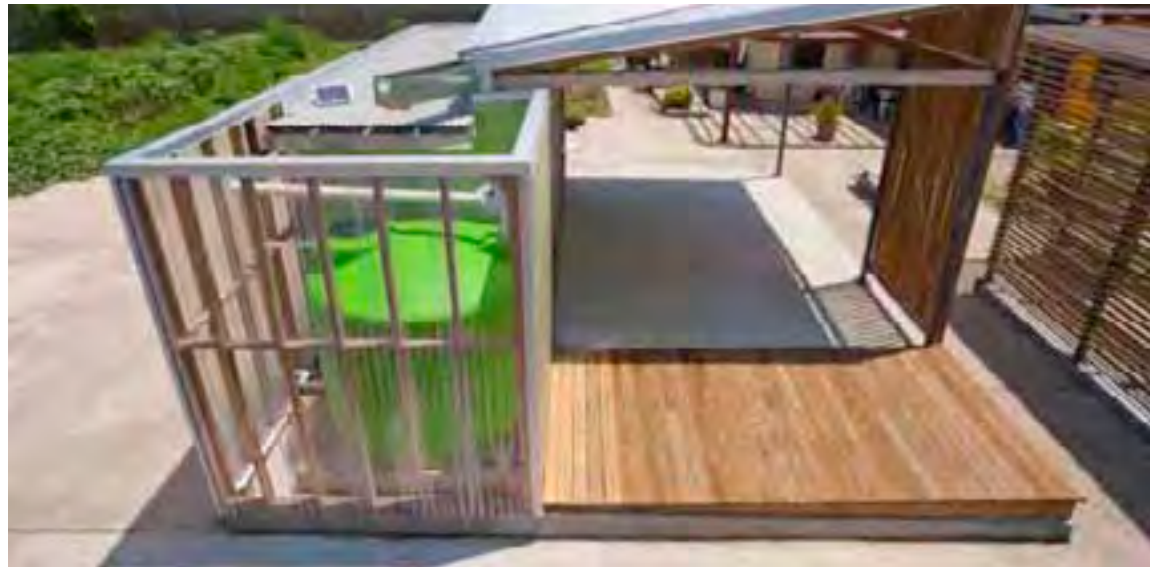


The Hollygrove Growers Pavilion constitutes an important component of the Hollygrove Growers Market and Farm. Considered a means to enhance exchange and facilitate communication amongst the existing neighborhood residents it in addition showcases many features that highlight the sustainable lifestyle the developers hope to promote and engage in. Designed and constructed by students and faculty of the Tulane University School of Architecture, the pavilion's layout and construction methods are based on ease of manufacturing while utilizing recyclable, affordable materials. Sustainability is a term widely used to describe the benefits of longevity and renewability of ecological support systems into building and landscape design. In this case sustainability refers to the significant economic, social and environmental benefits that will be associated with the HGM&F and specifically the pavilion: extensive rainwater collection, water filtering and re-use for irrigation of site farming grounds, a green roof to promote plant life and water recycling, accessibility to fresh produce purchased from local and regional growers, facilitation of community gatherings, presentation of site-grown plants and produce through the entrance arbor and the incorporation of an economy of means in form of minimum, instantly accessible usage of material.



The successful implementation of both the pavilion and several interior furniture pieces strongly rely on team work and are designed in direct collaboration with representatives of the Carrollton Hollygrove Community Development Corporation as well as the New Orleans Food and Farm Network in order to satisfy the demands of this emerging operation. Frequent meetings between the Tulane City Center and community activists, master gardeners and future store operators provide the exchange and information necessary to develop designs that integrate the needs of the immediate and extended vicinity and its inhabitants and help solidify planning and development.





SUSTAINABLE FEATURES

The implementation of on-site strategies for sustainability as well as neighborhood greening and blight reduction are just a few of the many urban benefits Hollygrove Market and Farm is anticipated to spur, acting as a catalyst for future city-wide innovation. A comprehensive approach to storm water management plays a similarly important role as do a retro-fitted green roof, the utilization of solar energy, composting and recycling facilities accessible to the neighborhood, fresh produce available from local and regional growers and high-efficiency greenhouses. Existing non-porous paving is retained in very few areas on the farm, while porous concrete and limestone paths minimize surface runoff. Any surface runoff that does accumulate is directed into various planting strips or the demonstration rain garden. Storm water collected off the roof will be stored in cisterns and used for irrigation throughout the farm while sub-surface leeching fields allow excess irrigation water to infiltrate at the edges of the farming leases. Selected materials to be used for site improvement are meant to reflect the agricultural use of the site and are durable, sustainable, and cost effective. A large variety of plants both for educational and selling purposes educate the visitors about urban agricultural strategies and the benefits of healthy food intake.



Potential expansion into adjacent city owned property will allow the creation of a large-scale commercial composting venture that will supply the HGM&F with soil amendments for onsite use and sale to the public



Recycling will be provided in the form of a consumer recycling center next to the site's truck entrance, available to the neighborhood and larger surrounding area.



Solar roof panels will be installed on the south-facing sides of the building and pavillion to capture maximum solar energy which then will be used to power most appliances and fixtures of the building.



A water-catchment system will be installed to collect rainwater from the building's green roof and distribute it through the site's irrigation system for plant watering and other water needs.



A high-efficiency greenhouse with double-polyethylene coverings and HAF fans will be used for special crops and the production of seedlings, available for sale to the community.



Porous paving will be used in lieu of ordinary hard surfacing to facilitate surface-water run-off.



Pesticide-free cultivation of local and heirloom crops will guarantee sustainable farming throughout; the employment of integrated pest-management strategies will be used to eliminate the application of synthetic pesticides.



The existing building will be retrofitted with a self-sustaining green roof consisting of a growth medium and drainage system to reduce heating and cooling loads on the building.



A soil remediation area will help evaluate and demonstrate strategies for addressing contaminants.



The non-production portions of the site will be developed as a venue to display and educate visitors about urban agriculture strategies.



The proposed addition of a chicken coop in the north east corner of the site will provide manure for the gardens and eggs for the store.



Short travel distances of locally grown produce promotes the regional economy and reduces the amount of energy needed to transport fresh foods.

ACKNOWLEDGEMENTS

DEVELOPERS

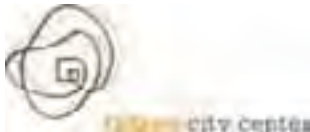


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