



**2010 semi-finalist in The Buckminster Fuller Challenge**

<http://challenge-old.bfi-internal.org/solutions/all/0/2010>

**2015 Kresge Innovative Projects: Detroit**

<http://kresge.org/news/initiative-supports-18-neighborhood-revitalization-efforts-detroit>

<http://growtown.org>

**growtown mission:**

Founded on the belief that good design makes life better, GrowTown is a non-profit Landscape Architecture studio dedicated to transforming neighborhoods and landscapes in post-industrial cities. Design and implementation of the Local Food Economy is our focus for growing resilient and sustainable communities.

december 04, 2015

## project: penrose market garden

now accepting applications:

### market garden grower beginning 2016 season

**penrose market garden 2016: facebook: Penrose Market Garden**

- **market garden grower for SPIN-Farming demonstration garden**

GrowTown is currently implementing an entrepreneurial market garden business in Detroit, Michigan. The Penrose Market Garden is being developed by GrowTown under a 2015 Kresge grant to be a profitable sub-acre urban market garden business that generates significant income for a market grower. The GrowTown model integrates this local food business into an urban affordable housing development and neighborhood.

The Penrose Market Garden Kresge grant project is defined as follows:

**A Viable Market Garden demonstration project:** Financially viable and replicable demonstration of the Small Plot INTensive SPIN-Farming business model that has been documented to generate \$68,000 and more per ½ acre. See [spinfarming.com](http://spinfarming.com)

GrowTown is accepting applications for a market garden grower(s) to participate in the development of the Penrose Market Garden.

This is a unique opportunity to be a part of an innovative community development project. Our work environment is highly disciplined and entrepreneurial. We are looking for a grower or partner growers to bring their skills and enthusiasm to the Penrose Market Garden and participate in building a successful urban agriculture model.

Grower(s) will work under GrowTown's leadership to realize the Kresge grant commitment to implement a SPIN-Farming demonstration project at Penrose that is documented and replicable by others. Once financial viability is achieved and documented, successful Grower(s) have the option to transition to an independent business at the Penrose facility.

This opportunity is for landless but skilled growers ready to take initiative and who can work collaboratively with GrowTown and other community stakeholders towards an extraordinary outcome and exciting urban agriculture model.

**to apply see page 7 — applications due January 22, 2016**

## 2015 Kresge Innovative Projects: Detroit

### ● Penrose Market Garden and Nutrition Program Objectives

Growers will be participating in the 2015 Kresge Innovate Projects grant project to implement a self-sustaining urban agriculture model. The Penrose Market Garden and Nutrition Program that was awarded the grant is a key component of the GrowTown Neighborhood Framework Plan developed with Penrose Village and stakeholders for the 207-acre neighborhood at the intersection of Woodward Avenue and 7 Mile Road in Detroit.

The project has the following objectives:

- **Informed Sustainable Urbanism:** A major goal is to define the key distinctions between urban agriculture and its rural counterpart; design, aesthetics, spatial efficiencies and function, innovative growing techniques for sub-acre plots, and the integration of food production into urban form and social fabric.
- **A New Visual and Spatial Vocabulary** for sustainable urban agriculture embedded within walkable urbanism—in contrast to current models influenced by perceptions of urban agriculture as a temporary land use for vacant land. Support changing attitudes towards urban food production by illustrating the impact of design on neighborhood systems and the built environment. The PMG plan addresses spatial, functional and aesthetic form – shifting urban agriculture practices from rural sensibilities and methods towards an urban-appropriate productive garden model.
- **Civic Space for Community Engagement:** Civic Space and aesthetics are designed into PMG in ways to facilitate community engagement. Construction of the PMG provides a focal point, gathering spaces and place identity to the neighborhood. As an integral part of the established Penrose Village development, and ongoing partnership with the ACC social programs, the Penrose Market Garden will provide sustainable community engagement.
- **A Viable Market Garden demonstration project:** Financially viable and replicable demonstration of the Small Plot Intensive SPIN-Farming business model that has been documented to generate \$68,000 and more per ½ acre.
- **ACC Nutrition Programs:** The American Arab and Chaldean Council (ACC) social and educational programs will be integrated with the Penrose Market Garden, its social spaces and the Penrose Village Farmhouse Community room and kitchen for the benefit of Penrose neighborhood residents. The Program will increase knowledge and benefits of healthy eating and good physical activity habits, increase access and use of fruits and vegetables and improve dietary behaviors to reduce obesity and chronic disease.
- **Build and Support Fair Food Systems:** Provide affordable, convenient access to fresh produce for neighborhood residents and a fair market income for entrepreneurial market gardeners. Utilize SNAP Bridge Card and Double-Up Food Bucks at the Penrose Market Garden beginning 2016. Market Garden and Farmhouse facilities will work in tandem with ACC nutrition and food preparation programs and the ACC planned food pantry.
- **Employment and Training:** A full-time entrepreneurial farmer will mentor youth and/or adult apprentices annually. The Market Garden and Farmhouse will be a demonstration facility with opportunities for workshops and training programs to enable others to replicate the model.
- **Education:** PMG acts as a community outreach and educational facility providing youth and adult education opportunities in high-tech vegetable production techniques, market garden business practices, nutrition and health. The GrowTown Kids Art Garden and Penrose Market Garden, the Penrose Village Art House, Farmhouse, and Housing, and the ACC social programs all work together as an integrated educational campus. This campus approach allows for future partnerships with the local school and other stakeholders.
- **Safety:** Market Gardeners working outside year round, with associated community education and social activities provide 'eyes on the street' security to the neighborhood.

The SPIN-Farming Demonstration Project is the focus of the Grower's participation and responsibilities.

In this whole systems based project, the Grower is expected to coordinate with, work in tandem and collaborate with the goals and associated activities and participants involved with all of these objectives.

The partnership between GrowTown, Penrose Village, ACC and Market Grower will benefit the Penrose community residents and stake holders by providing civic space for community engagement, fostering a unique community identity, improving quality of life through improved nutrition and physical activities, creating jobs and job training in self-sufficient entrepreneurial market gardening, and increasing access to affordable fresh produce and nutrition education.

## ● SPIN-Farming demonstration garden

SPIN = **S**mall **P**lot **I**ntensive Farming

The Penrose Market Garden is being developed by GrowTown as a SPIN-Farming demonstration garden, based on the workflow and business techniques developed by Wally and Gail Satzewich for a profitable, entrepreneurial sub-acre farm business.

This approach has been chosen as a strategy to overcome typical barriers to entry for small entrepreneurial urban farmers and market growers—access to land, capital investment and the education/experience to create financially successful farming businesses.

SPIN-Farming has been selected as the business model for the Penrose Market Garden because of its simplicity, accessibility to a wide variety of skill and experience levels, and its proven track record. The SPIN-Farming process for Revenue Targeting and Production Planning eliminates trial and error and provides more control over outcomes and income for sub-acre production.

GrowTown Penrose Market Garden Goals:

- Document expenses needed to set up infrastructure and other start-up costs
- Develop a SPIN-Farming operation and document methods and outcomes
- Demonstrate and Document income potential in the Detroit market
- Share the method and techniques so others can replicate the model

## ● About the Penrose Neighborhood

Located at 7 Mile Road and Woodward Avenue in Detroit, Michigan, Penrose is a post-industrial neighborhood that has experienced significant disinvestment and abandonment. Many abandoned houses have been demolished and removed in an ongoing process by the City of Detroit but areas of blight remain.

Penrose Village, LLC has completed 2 phases of new affordable housing with a total of 72 new homes in the area. Penrose Village Phase II includes supportive housing. It is a neighborhood with socio-economic challenges that is in transition and on the mend, poised to be part of the positive changes ongoing in Detroit. Applicants must be aware and able to work in an inner city environment.



Penrose Village Housing



Typical existing neighborhood housing

The Penrose Market Garden is a great location in close proximity to a variety of market opportunities for market growers and wonderful cultural assets of the Detroit metro area. Located at the crossroads of two major commuter corridors - **Woodward Avenue** and **8 Mile Road** it is short distance to many potential markets including CSA customers, restaurants and farmers markets.

In the immediate area (0-2 miles):

Historic neighborhoods: **Palmer Woods**, <http://palmerwoods.org/> **Green Acres, University District, Sherwood Forest**

**Livernois Avenue of Fashion**: <http://www.modeldmedia.com/features/livernois611.aspx>

**Downtown Ferndale**: <http://www.downtownferndale.com/about-downtown/about-downtown.html>

Within several miles:

**MidTown Detroit**: <http://midtowndetroitinc.org/>

**Eastern Market**: <http://www.easternmarket.com/>

**Downtown Detroit**

**Royal Oak**: <http://www.downtownroyaloak.org/>

**Birmingham**: <http://www.enjoybirmingham.com/> and more...

● **Penrose Market Garden Facilities**

- (0.4) acres of production area plus adjacent lots available for expansion.
- Fencing around production areas.
- (1) 30' x 48' tunnel house with frost-free hydrant.
- (1) 20' x 48" tunnel/seedling house, to be erected spring 2016.
- (1) Walk-in Cooler
- Drip irrigation and water.
- Soil testing and initial compost.
- Garage for car and tool/equipment storage.
- Farmhouse basement area 15' x 50' accessible by ramp for storage, microgreens, seed starting etc.
- Wash/Pack area to be developed.
- Community space areas for Market Stand.
- Brand New one bedroom apartment in the Penrose Farmhouse overlooking Market Garden.
- Optional two bedroom apartment in the Penrose Farmhouse, for partner, labor or interns from associated partners.



The Penrose Farmhouse on Charleston Street



View from Grower's apartment—pre-construction

Apartment  
Garage  
for car and storage  
Ramp to basement  
work/storage area



The Penrose Farmhouse



The Tunnel House and Market Plaza under construction

The Farmhouse and the Art House are the community buildings of the Penrose Village Housing development.

The first floor of the Farmhouse is community space, property management offices, and a community kitchen.

The second floor has two apartments for the Market Garden and/or additional partners such as graduate students or interns participating in associated programs and activities.



The Tunnel House and Market Plaza from Farmhouse Terrace looking towards the Art House



Looking across production bed area to Farmhouse—fencing to be installed

## ● Specific Responsibilities of the Market Garden Grower(s)

- Work collaboratively with GrowTown to operate a professional entrepreneurial Market Garden Business with the express intention of creating a successful SPIN-Farming demonstration project that others can learn from and replicate.
- Operate using the principles, terminology and strategies of the SPIN-Farming business model. SPIN-Farming is data-driven, performance based and adaptable.
- Provide oversight and management of Market Garden operations.
- Growing, maintenance, management and sales of all crops.
- Manage crops using organic, high productivity practices.
- Practice 4 season vegetable production and season extension.
- Use good weed management practices to minimize weed seed bank.
- Manage, maintain and perform simple repairs of all Market Garden equipment: irrigation, tunnel house, cooler, gates, fences, etc.
- Keep detailed records of expenses, sales, crop schedules, yields, successes and failures.
- Hire, manage and direct any supplemental labor, if required, for market garden operations.
- Whenever possible, hire labor and engage volunteers from the surrounding community.  
*Initial priority is financial viability and supplemental labor, if necessary, can be chosen to support this goal. Community-based hiring is a long-term goal as viability is established. GrowTown is committed to fostering meaningful community engagement while at the same time cognizant of keeping community engagement at a realistic and manageable level for the grower.*
- Manage, organize and direct interns or volunteers as needed.
- Maintain Market Garden and grounds in a professional and attractive condition.  
*The Penrose Market Garden is a neighborhood center and community asset and appropriate maintenance of the facility is required, just as in any other urban business or endeavor.*
- Friendly and open interaction with neighbors and visitors and be able to positively engage in community relationships at the garden.
- Participate and advise in Penrose Kids Art Garden—program and participants for 2016 season is not yet determined. facebook: Penrose Art House & Art Garden
- Work as a team member with partners and community stakeholders. Work cooperatively with university, grad student, non-profit partnerships that develop as the project develops.
- Work respectfully and cooperatively with the Penrose Village property management team.

## ● Qualifications

- Degree in related field or completion of certificate program such as MSU Student Organic Farmer Training and/or equivalent work experience.
- Work experience on a farm or market garden.
- Physical ability to work the market garden and work outside in all seasons.
- Knowledge and skills in organic growing methods, pest management, soil management, composting and safe food handling.
- Strong organizational and record keeping skills with attention to detail.
- Experience and skills in organization and managing people; employees, students, interns, volunteers.
- Entrepreneurial energy, high level of initiative, flexibility and positive problem-solving attitude.
- Excellent personal, communication, and customer service skills.
- Passion for innovation and excellence in local food systems and urban communities.
- Pioneering spirit and adaptive management style: *This GrowTown pilot project and the Penrose Market Garden are in the development phase. We are committed to extraordinary results and we are looking for a partner or partners that have the skills and commitment to produce high level professional results and the ability to adapt and respond to challenges and needs as they arise.*

- **Compensation**

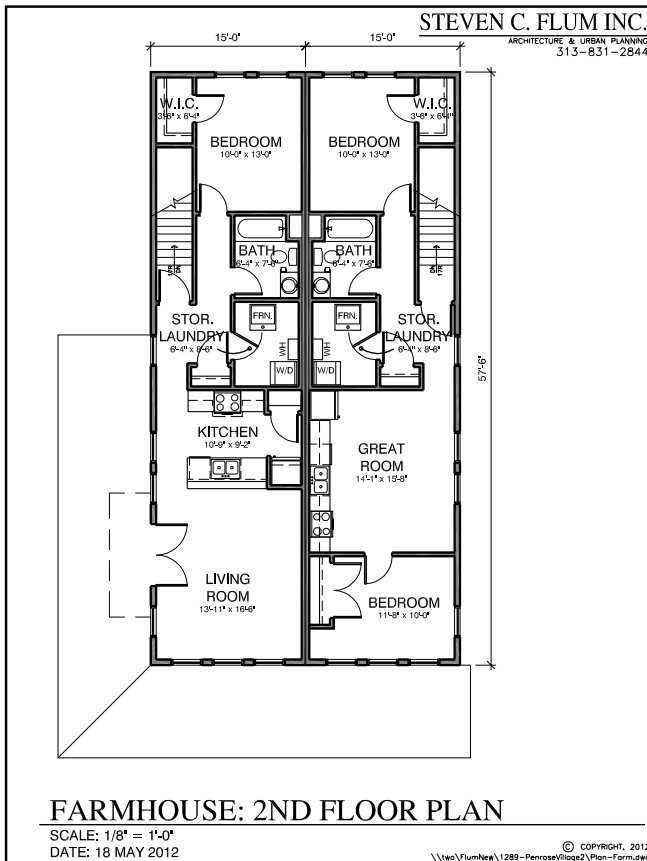
- 100% of Market Garden revenues
- \$600/mo. value (\$7,200 annually)—Use of new one bedroom apartment on second floor of the Penrose Farmhouse. No subletting.
- \$200/mo. paid utilities (heat, water, electric) (\$2,400 annually) Balance of bills exceeding \$200/mo. will be the responsibility of Grower.
- Optional use of Penrose Farmhouse 2 bedroom apartment for a partner/labor. To be negotiated with proposal.
- Seed costs up to \$500 for 2016 season provided by GrowTown.
- \$1,000 start-up stipend distributed over the first 4 months



Living Room and Kitchen



Living Room and Kitchen



Kitchen and Hallway to Stairs



Bedroom and open closet door

- **Penrose Market Garden Grower application**

**Letter of Application**

**Resume**

**References**, 2 minimum

**Explanation of SPIN-Farming**; what it is and how you would apply the principles to building a business as the Penrose Market Garden Grower. 4 pages maximum.

Submit electronically to:

Beth Hagenbuch

hagenbu@kw-la.com

248 921-2997

Hagenbuch Weikal Landscape Architecture, Partner kw-la.com

GrowTown, President growtown.org

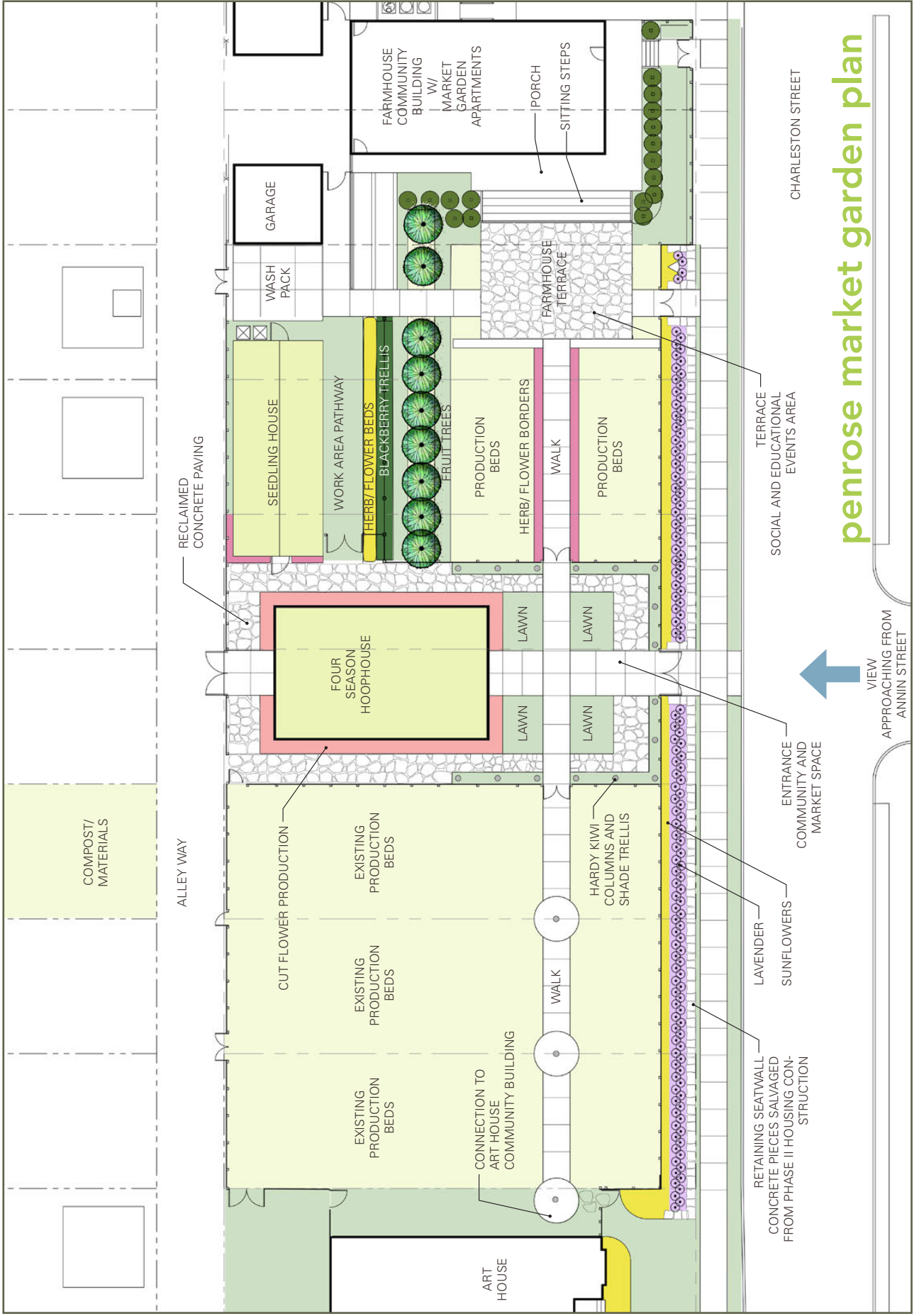
GrowTown is a 501(c)3 non-profit landscape architecture studio of Hagenbuch Weikal Landscape Architecture based in Farmington Hills, Michigan.

Beth Hagenbuch, President

Kenneth Weikal, Vice President

**Applications due January 22, 2016**





# penrose market garden plan