growtown
it’s for everyone → it’s sustainable → it starts now!

penrose market garden, detroit

2010 semi-finalist in The Buckminster Fuller Challenge
http://challenge-old.bfi-internal.org/solutions/all/0/2010

2015 Kresge Innovative Projects: Detroit

http://growtown.org facebook: Penrose Market Garden

december 15, 2016
now accepting applications:
market garden grower 2017 season

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

The Penrose Market Garden is a GrowTown project with the following mission:
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.

2017 is the second season of development for this entrepreneurial market garden business in Detroit, Michigan. The Penrose Market Garden is being developed by GrowTown 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.

This is a pilot project of the neighborhood development concept GrowTown which was a 2010 Buckminster Fuller International Challenge semi-finalist. The project is also a recipient of a 2015 Kresge Innovative Projects: Detroit grant.

The grower or growers will work under GrowTown’s leadership to realize a dynamic and highly professional 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 opportunity to transition to an independent business at the Penrose Market Garden facility.

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, ground breaking urban agriculture model.

to apply see page 7 — applications due January 20, 2017
Growers will be participating in a pilot project to implement a self-sustaining urban agriculture model. The Penrose Market Garden 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. The Penrose Farmstand accepts the SNAP Bridge Card, Double-Up Food Bucks and WIC Project Fresh coupons. 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**: The Market Garden and Farmhouse will be a demonstration facility with opportunities for workshops and training programs to enable others to replicate the model. Employment and mentoring opportunities will develop once the business model is successfully established.

- **Education**: PMG is a community outreach and educational facility providing youth and adult education opportunities. The GrowTown Penrose Market Garden, the Penrose Village Art House, Farmhouse, and Housing, along with the ACC social programs all work together as an integrated educational campus. This campus approach allows for future partnerships with area stakeholders, businesses and organizations.

- **Safety**: Market Gardeners working outside year round, with associated community education and social activities provide ‘eyes on the street’ security to the neighborhood.

The partnership between GrowTown, Penrose Village, ACC and the Market Garden will benefit the Penrose community residents and stakeholders by providing civic space for community engagement, fostering a unique community and place identity, improving quality of life through an enhanced visual environment, 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 = Small Plot Intensive 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 it’s simplicity, accessibility to a wide variety of skill and experience levels, and it’s 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.

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/](http://palmerwoods.org/)
  - Green Acres, University District, Sherwood Forest

Within several miles:
- **MidTown Detroit:** [http://midtowndetroitinc.org/](http://midtowndetroitinc.org/)
  - **Downtown Detroit**
  - **Birmingham:** [http://www.enjoybirmingham.com/](http://www.enjoybirmingham.com/) and more...
- **Penrose Market Garden Facilities**
  - (0.4) acres of production area plus adjacent lots available for future expansion.
  - Fencing around production areas.
  - (1) 30’ x 48’ tunnel house with frost-free hydrant
  - (1) 20’ x 48” tunnel/seedling house, with frost-free hydrant, (spring 2017)
  - (1) Walk-in Cooler
  - Drip irrigation and access to water.
  - Complete set of Market Garden Tools: Tlither, Flameweeder, Broadforks, Seeders, etc.
  - Garage for car and tool/equipment storage.
  - Pick-up truck available for market garden use.
  - Farmhouse basement workspace 15’ x 50’ accessible by ramp for storage, microgreens, seed starting etc.
  - Wash/Pack area to be developed.
  - Community space areas for Market Stand and events.
  - One bedroom apartment in the Penrose Farmhouse overlooking Market Garden.
  - Optional two bedroom apartment is also available in the Penrose Farmhouse.

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.
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.
- Crop Care: Growing, maintenance, management and sales of crops.
- Manage crops using organic, high productivity practices.
- Insect and weed control, fertility monitoring and general field observation.
- Practice 4 season vegetable production and season extension.
- 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.
- Manage and direct supplemental labor, if required, for market garden operations.
- 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 ability to positively engage in community relationships at the garden.
- Work as a team member with community partners.
- Work respectfully and cooperatively with the Penrose Village property management team.

Penrose Market Garden markets for the 2017 season include:
2 farmer’s markets, the weekly onsite Penrose Farmstand, and a 10-15 member Salad CSA new for this season. The Farmstand accepts SNAP, Double Up Food Bucks, and WIC Project Fresh coupons. Additionally, there are many potential restaurant customers in the immediate area.

Qualifications

- Degree in agriculture, vegetable production, horticulture or related field, or completion of a certificate program such as the MSU Student Organic Farmer Training or similar and/or equivalent work experience.
- Minimum 2 years work experience on a farm or market garden.
- Physical ability to lift 50 lbs 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.
- 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.

- A candidate will have a strong practical knowledge of agricultural skills, experience in crop management, record keeping and marketing. The Market Garden Grower needs a good understanding of the rhythm of farm work. Knowing the appropriate time to do certain tasks both on a daily basis and weekly schedule, and how much time to allow for task completion and maintaining a schedule. A good candidate will be self-directed but also able to take direction from the GrowTown project manager. Organizational skills and self-motivation are imperative. Attention to detail is required in all aspects of the market garden management.

- 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

- Use of one-bedroom apartment on second floor of the Penrose Farmhouse. $600/mo. value ($7,200 annually) a two-bedroom apartment is available as an alternate.

- $200/mo. paid utilities (heat, water, electric) ($2,400 annually) Balance of bills exceeding $200/mo. will be the responsibility of Grower.

- 100% of Market Garden profits. This project is based on the entrepreneurial model. GrowTown is committed to developing a successful model based on proven techniques and we are committed to putting into place conditions that support a grower’s success. This position is for a grower who has an entrepreneurial spirit, is ready to build a business and is motivated to make it work.
• **Penrose Market Garden Grower application**

  **Letter of Application**
  **Resume**
  **References**, 2 minimum

  Submit electronically to:
  Beth Hagenbuch
  hagenbu@kw-la.com

  248 921-2997
  Hagenbuch Weikal Landscape Architecture, Partner  kw-la.com
  GrowTown, President  growtown.org

  **Applications due January 20, 2017**

  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

  **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.
projects

art garden
community summer program

art house
community building classroom/library art classes

market garden
SPIN-farm demonstration and urban ag education viable business model
production planting area

public space/ market stand
market farmer farmstand

4 season hoop house
year round growing/ education

seedling house

berry trellis

farmhouse
community building community kitchen event and classroom space workspace, cooler and storage apartment one - market farmer apartment two - 2 interns/ labor

schedule

summer 2010 - present
summer art program for kids

summer 2016 - present
art garden is part of the market garden production area

kresge grant project 2015
market garden construction and implementation 2015-2016
market garden program to include:
1-2 full time market gardener(s)
1-2 interns/ labor
market farmer or interns as art garden grower

American Chaldean Council WIC Nutrition Education Program for Neighborhood residents at the farmhouse
Penrose Farmstand:
SNAP benefits
Double Up Food Bucks
WIC Project Fresh
Potential educational, research and urban agriculture partnerships

2016 season one
First season and development
2017 season two
Full production

completed fall 2013
facility now available for:
1-2 full time market gardener(s)
1-2 interns/ labor
Potential partnerships with University programs