existing drainage canal - future community garden
Carrollton Boosters sports field and Cuccia-Byrnes playground complex
1.0 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 (FFN) 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 FFN’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.
2.0 OVERVIEW

The Carrollton - Hollygrove Community Development Corporation (CHCDC) in partnership with the New Orleans Food and Farm Network (FFN) 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.
Project  FFN 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 to 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  CHCDC, FFN, 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
3.0 DESIGN CONCEPT

The design concept for the Hollygrove Growers Market & Farm evolves 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 in 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 final 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.
4.0 PROJECT ORGANIZATION

Hollygrove Growers Market & Farm
Tulane City Center

HGMF consists of local growers, regional growers, and statewide growers. HCCDC grows fresh produce for retail and trains micro framers. FFN promotes sustainable living and provides local access to fresh foods. HGMF delivers to neighborhood residents, residential communities, and local restaurants. It also consists of local, regional, and statewide growers.

* apartment buildings, retirement communities, suburban developments
interior renovation
ground floor existing building
(grower’s market)
porous driveway/loading area
commercial composting
recycling
new gate
fence repair
6.0 PROGRAM + PHASING

Phase 1.0

The first phase of the project will include the initiation 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, distributed to restaurants, larger concentrated communities like senior citizen homes and apartment buildings and 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
exterior tbd
interior renovation
second floor existing building (education/offices)

facade renovation/sustainable features:
solar panels
green roof/rainwater catchment system

green screen
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 SqFt Phase 2.0  interior  1,910 sf
This final phase of the project will incorporate all exterior landscaping and design to initiate the urban farm training program. Sustainable features like 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 SqFt Phase 3.0: 35,000 sf
7.0 SUSTAINABLE FEATURES

7.1 All green waste will be composted for on-site horticultural use and for future commercial sale; an on-site commercial composting center will be accessible to the neighborhood.

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

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

7.4 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.

7.5 Energy-efficient heat pumps will move heat and cool air in and from the building. Because they move rather than generate heat, the heat pumps will provide up to 4 times the amount of energy they consume.

7.6 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.

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

7.8 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.

7.9 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.

7.10 A soil remediation area will help evaluate and demonstrate strategies for addressing contaminants.
### 8.0 COST BREAK DOWN

<table>
<thead>
<tr>
<th>Phase 1.0</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.1 General Contracting</td>
<td>$71,000 (includes O&amp;P 20%)</td>
</tr>
<tr>
<td>1.2 Plumbing</td>
<td>$3,000</td>
</tr>
<tr>
<td>1.3 Electrical</td>
<td>$18,500</td>
</tr>
<tr>
<td>1.4 HVAC</td>
<td>$20,500</td>
</tr>
<tr>
<td>1.5 Exterior Paving</td>
<td>$90,000</td>
</tr>
<tr>
<td><strong>Subtotal</strong></td>
<td><strong>$203,000</strong></td>
</tr>
<tr>
<td>Design Consultant Fee</td>
<td>10%</td>
</tr>
<tr>
<td>Development Fee</td>
<td>10%</td>
</tr>
<tr>
<td><strong>Total Phase 1.0</strong></td>
<td><strong>$243,600</strong></td>
</tr>
</tbody>
</table>
## 8.0 COST BREAK DOWN

<table>
<thead>
<tr>
<th>Phase 2.0</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.1 General Contracting</td>
<td>$13,476 (includes O&amp;P 20%)</td>
</tr>
<tr>
<td>2.2 Plumbing</td>
<td>$1,000</td>
</tr>
<tr>
<td>2.3 Electrical</td>
<td>$13,000</td>
</tr>
<tr>
<td>2.4 HVAC</td>
<td>$14,500</td>
</tr>
<tr>
<td><strong>Subtotal</strong></td>
<td><strong>$41,976</strong></td>
</tr>
<tr>
<td>Design Consultant Fee</td>
<td>10% $4,198</td>
</tr>
<tr>
<td>Developer Fee</td>
<td>10% $4,198</td>
</tr>
<tr>
<td><strong>Total Phase 2.0</strong></td>
<td><strong>$50,372</strong></td>
</tr>
</tbody>
</table>
8.0 COST BREAK DOWN

Phase 3.0

3.1 General Contracting $5,000 (includes O&P 20%)
3.2 Plumbing $30,000
3.3 Electrical $3,000
3.4 Equipment $31,000
3.5 Site Work/Sustainable Features $300,000

Subtotal $369,000

Soil Testing $3,000
Survey $1,500
Design Consultant Fee 10% $36,900
Developer Fee 10% $36,900

Total Phase 3.0 $447,300

Total Project $741,272
Developer
Carrollton Hollygrove Community Development Corporation (CHCDC)
contact: Paul Baricos
Paul.Baricos@gmail.com

New Orleans Food and Farm Network (FFN)
contact: Kris Pottharst
kris@noffn.org

Consultants
Tulane City Center
contact: Dan Etheridge, Associate Director
dether@tulane.edu

Louisiana State University Robert Reich School of Landscape Architecture
contact: Elizabeth Mossop, Director and Professor
emossop@lsu.edu

Target Users
Community Residents
Regional Growers
Local Restaurants
Micro Farmers