



# Growing NearWest:

## An Urban Community Gardens Pilot Project

Pamela Napier

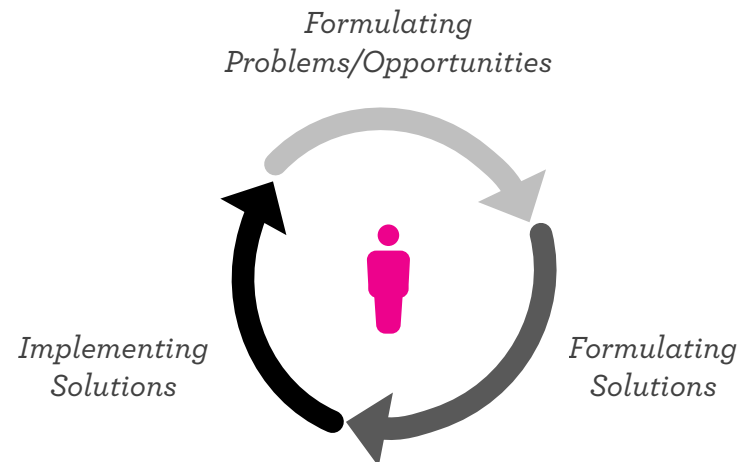
*Assistant Professor, Visual Communication Design*  
Herron School of Art and Design | IUPUI

*Co-founder & Design Strategist*  
Collabo Creative, LLC

# ***People-centered Design***

## METHODOLOGY

**People-centered Design** is an approach and methodology to creating innovative solutions through focus on designing *with* people, rather than *for* people. This approach combines a process that utilizes *Design Thinking* and *Participatory Design Research* methods in order to empower the people who ultimately use a product, service, or system—along with those who have the most to gain or lose—to collaboratively create positive **social impact** and innovation, and improve quality of life.





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# *Designing People-centered Services:* Part II

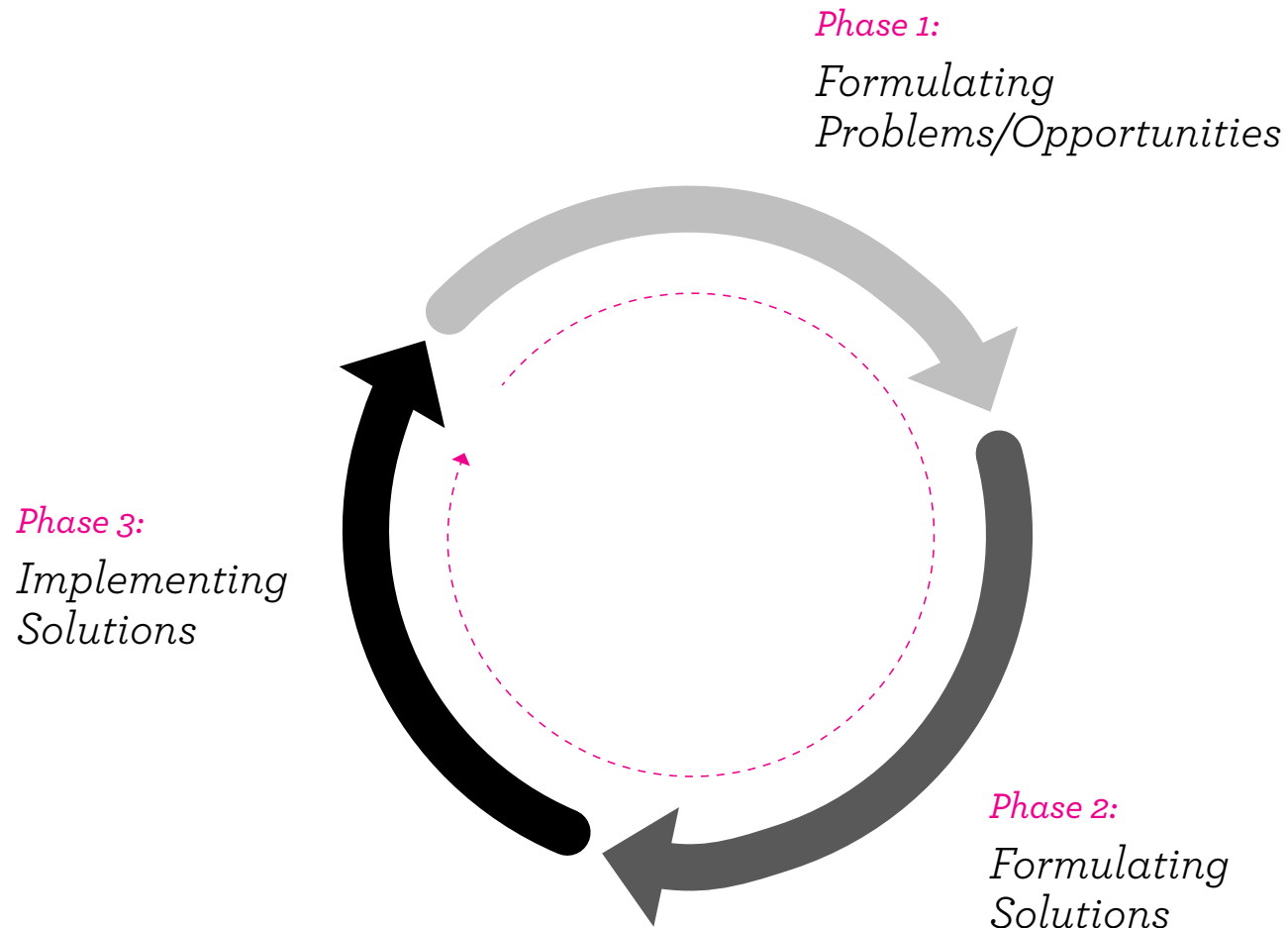
- Visual Communication Design
- Senior-level / Spring Semester
- 2.5 hours / 3x week / 16 weeks
- 9 students



# Course Process

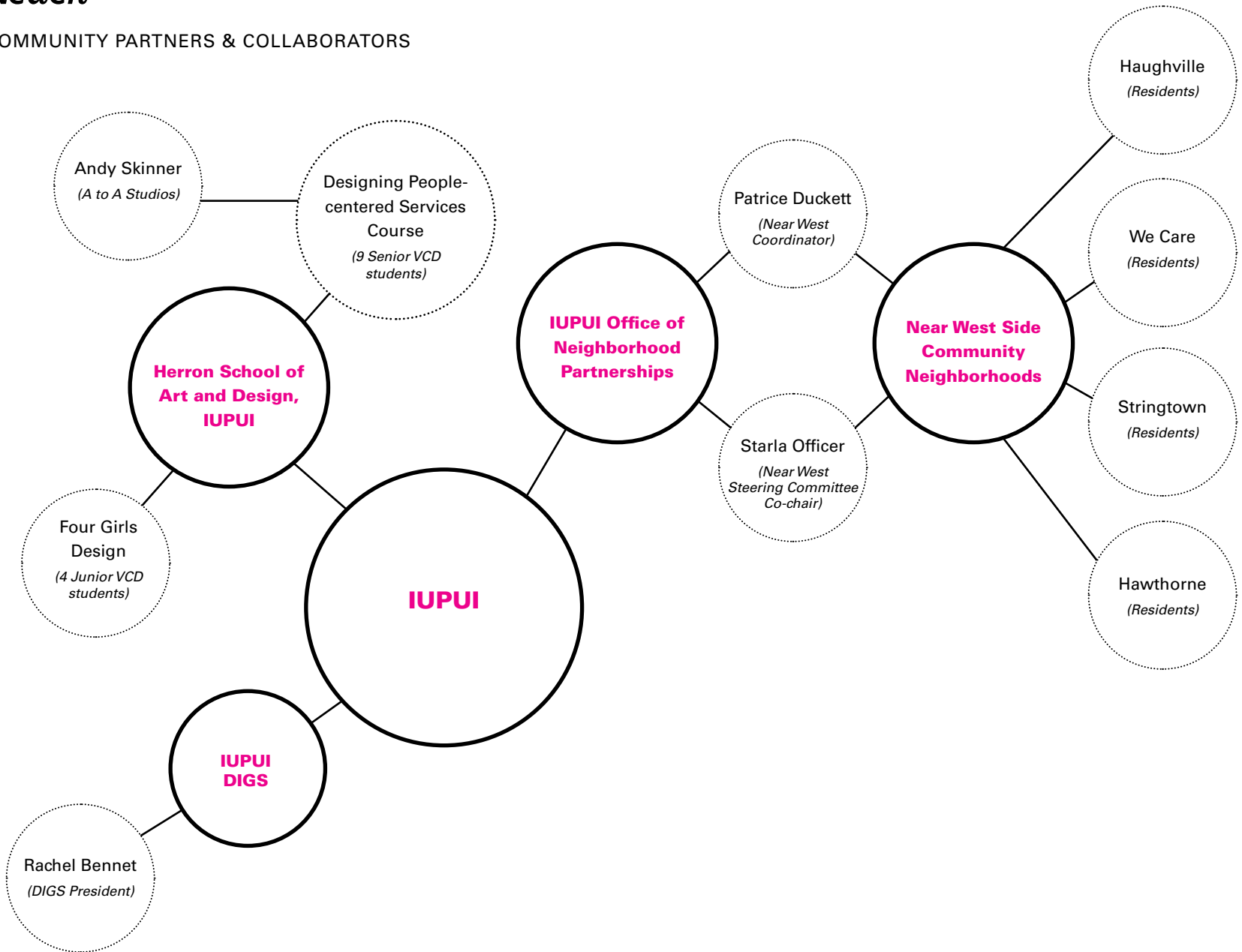
## DESIGN RESEARCH PROCESS

Basadur, 1994



# Reach

## COMMUNITY PARTNERS & COLLABORATORS





# HAUGHVILLE | HAWTHORNE | STRINGTOWN | we care

THE NEIGHBORHOODS OF

- NEIGHBORHOODS
- QUALITY OF LIFE PLAN
- YOUTH IN HIGH DEF
- BUSINESS ALLIANCE
- CALENDAR
- PHOTO GALLERY
- NEAR WEST SUPPORT
- STRATEGIC GROWTH

## Quality of Life Plan

Beginning in 2003, the Near Westside neighborhood has been developing and implementing a Quality of Life plan as part of the Great Indy Neighborhoods Initiative (GINI).

As a result of the GINI planning process, the Near Westside has focused on seven priority areas for the immediate and long-term vitality of the neighborhood: [housing](#), [public safety](#), [beautification](#), [economic development](#), [education](#), [health](#), and [civic/youth engagement](#). Agency and resident leaders want to restore older homes in the area, reduce crime so residents feel safer, and beautify the area with public art and community clean-up events. They want to encourage new businesses to locate in the area to revitalize their main corridors. They want to increase high school graduation rates. And they want to work through an expanded base of stakeholders to accomplish and sustain these goals. These leaders share a collective vision for renovated, affordable homes along clean, tree-lined streets with bustling shops and businesses along its busiest corridors. The Near Westside envisions itself as the ideal urban Indianapolis community where people choose to live and work because of its close proximity to downtown and to other state and national attractions along its borders.

The Near Westside has a solid foundation of existing community assets upon which to realize its vision. This area has always been rich in strong leadership and is home to a multitude of organizations. It boasts 19 parks and recreational areas, 41 churches of various denominations, 14 licensed child-care programs, six public schools

### Search

### Contact Us

Patrice Duckett  
Near West Coordinator  
2440 West Ohio Street  
Indianapolis, IN 46222  
317-637-4312 ext 17  
[info@nearwestindy.com](mailto:info@nearwestindy.com)

Starla Officer  
Near West Steering Committee Co-Chair  
317-278-2662

Leigh McCall  
Near West Steering Committee Co-Chair  
317-308-1706

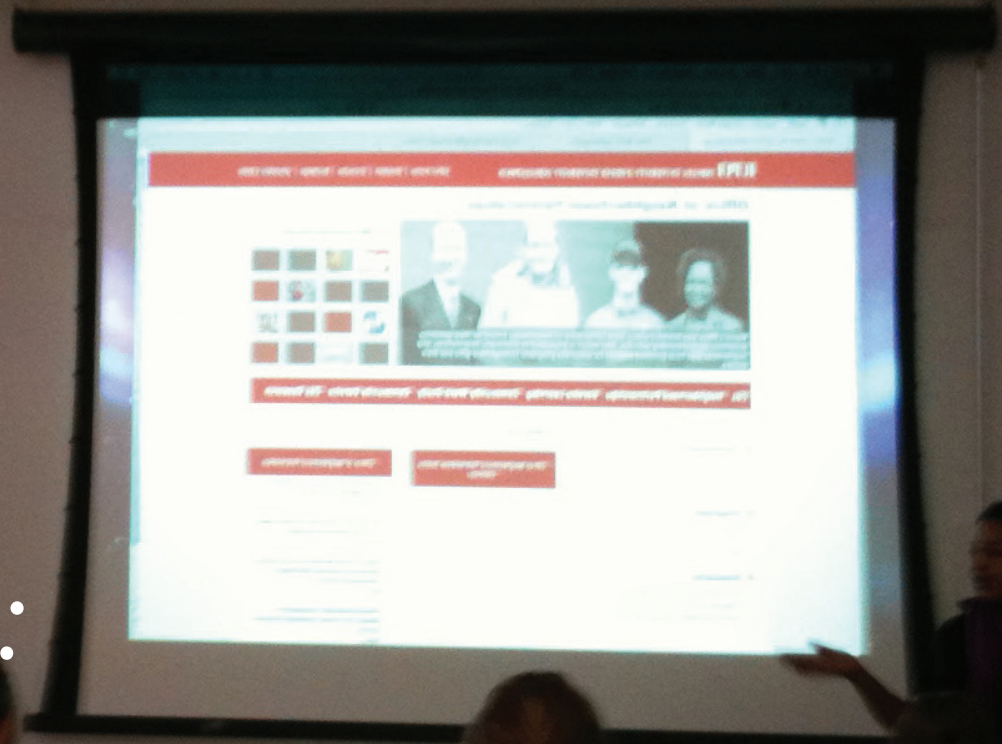
### Upcoming Community Events



*phase 1 ::*

# Formulate Problems/ Opportunities

*Understanding the current situation*



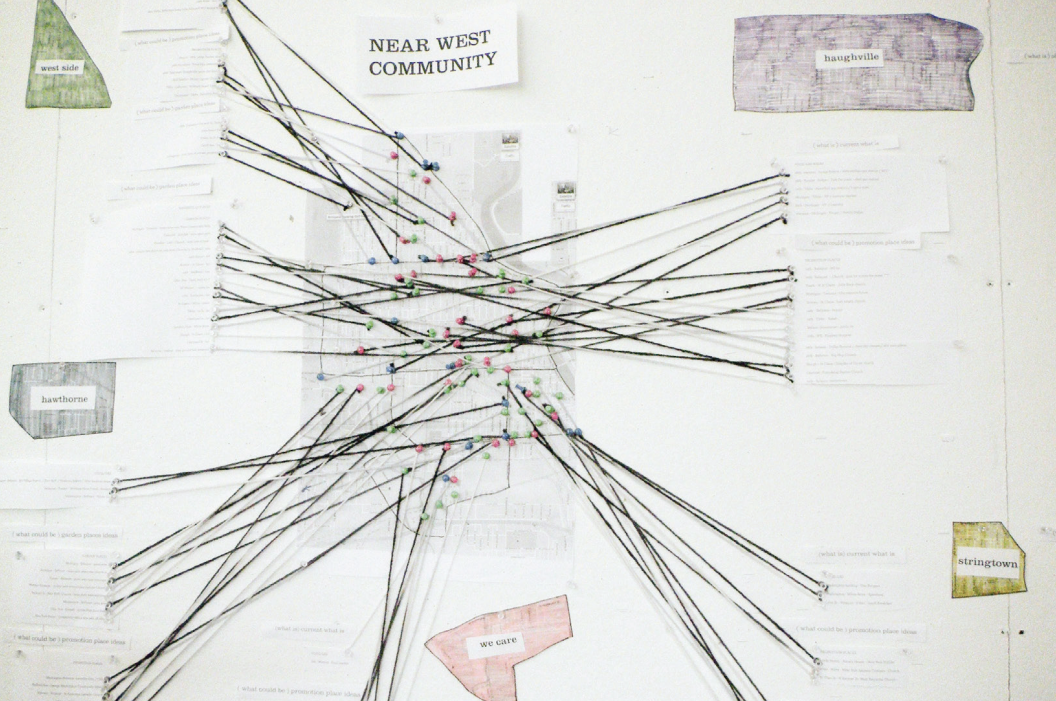




# Research

Students conducted contextual, people-centered research in and around the Near West.





**Internal factors:**

*neighborhood diversity and dynamics*  
*neighborhood relationships*  
*income levels*

**External factors:**

*availability of fresh and healthy foods*  
*garden plot availability*  
*the Near West Quality of Life Plan*  
*urban community garden best practices*





# *Team Identity: strategy + development*

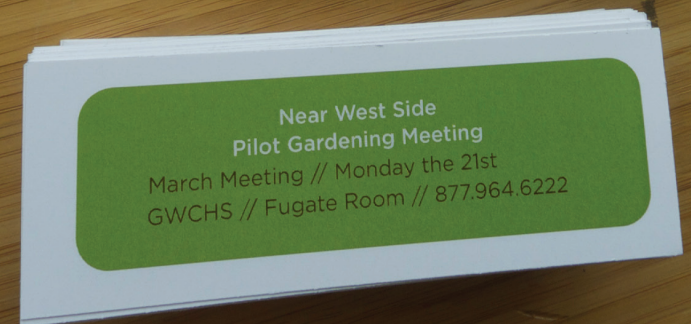
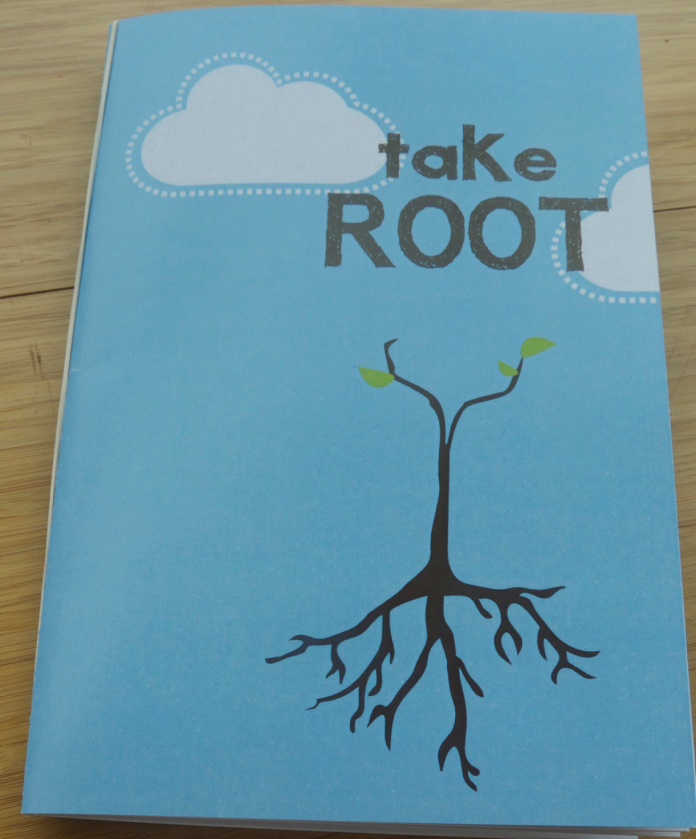
Branding the team.

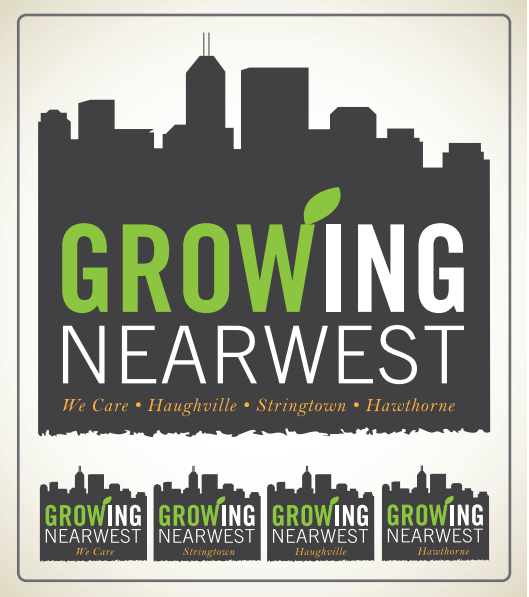




***Mission:***

Through facilitation, we will help build a foundation upon which the Near Westside Community of Indianapolis will improve quality of life and serve as a model for other communities.





Growing NearWest branding done by:  
***FourGirls Design***  
(4 junior Herron VC students)













## ***Ideal Garden Collage Kit***

Community members visualized and shared their ideal gardens.









## ***Post-it Trees***

Community members came up with *many ideas* for dealing with food storage, security, tool storage and irrigation.



**Tool Storage:** How might we store our tools?



**Security:** How might we protect our garden?



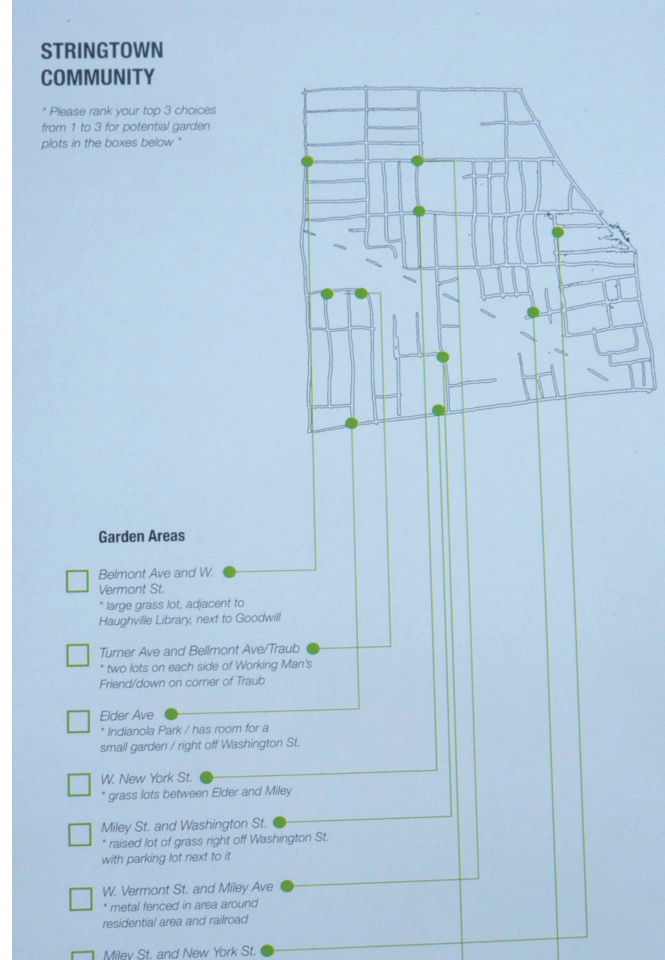
**Food Storage/Collection:** How might we store excess produce?



**Irrigation:** How might we transport water to the gardens?







## ***Plot Location Map***

Community members *selected* and *ranked* their ideal plot locations.

## WE CARE COMMUNITY

\* Please rank your top 3 choices from 1 to 3 for potential garden plots in the boxes below \*



- 2nd
- South Correll Street  
\* in residential area with trees *no shade please full sun only*
  - South Harris Ave  
\* CXS property gated *too close to lead plant*
  - South Holmes Ave  
\* big open field - neighborhood patrol by the railroad, *too close to lead plant*
  - ~~South~~ Jackson and South Tremont  
\* area behind school / donation? *football field? presently parking lot*
  - North Warman Ave and West Washington St.  
\* playing field, gated (soccer field) *zoned for apartments*
- 1st
- 306-310 S. Addison St 2 empty lots  
*perfect for community garden project*

## WE CARE COMMUNITY

### + Preferred Areas +

- Abandoned House
- Empty Lot (2)
- Church / School
- Park

### + Considerations +

Why might this area be appropriate?

*sun, lead contamination?*



How many people are you expecting to be involved?

### + Garden Size +

- Small
- Medium
- Large

Community garden or individual residency garden?

### + Distance +

Convenience of garden's location

- High
- Low *BU 70 (the Bottoms)*

*\* McCarly - After the underpass  
Warman to McCarly*

Specifically, where else might be successful areas for the garden's foundation?

*See map*

*\* Carrots need raised beds  
- Need really good soil (Compost)*

*\* Trees can go in the Bottoms  
- Not in smaller plot*

*\* Cucumbers*

*\* Sunflowers & Corn + Pumpkins go together*

*\* DIS green beans make a dif. in where they can be planted + what*

*- Straw hats for shade*





## ***Pick-A-Plant***

Selecting plants based on labor, climate and compatibility.









## ***Accessorize***

Community members *selected* and *ranked* their desired and donated garden amenities.



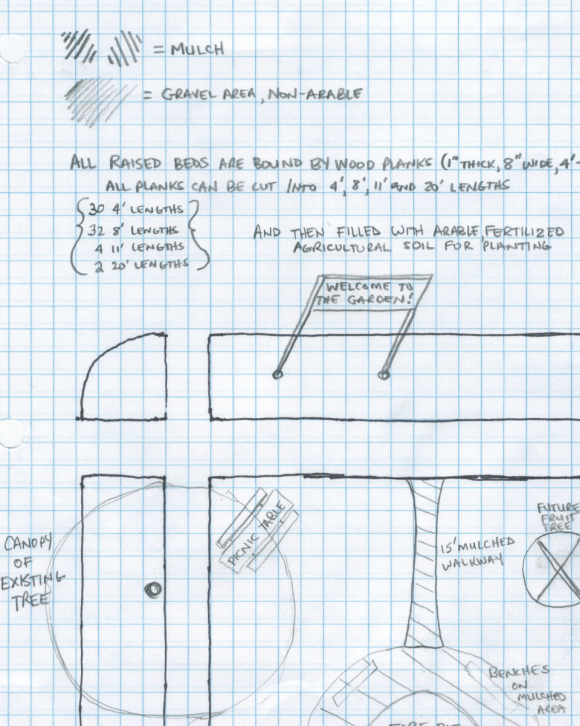
*phase 3 ::*

# Implement Solution

*Action and sustainability*

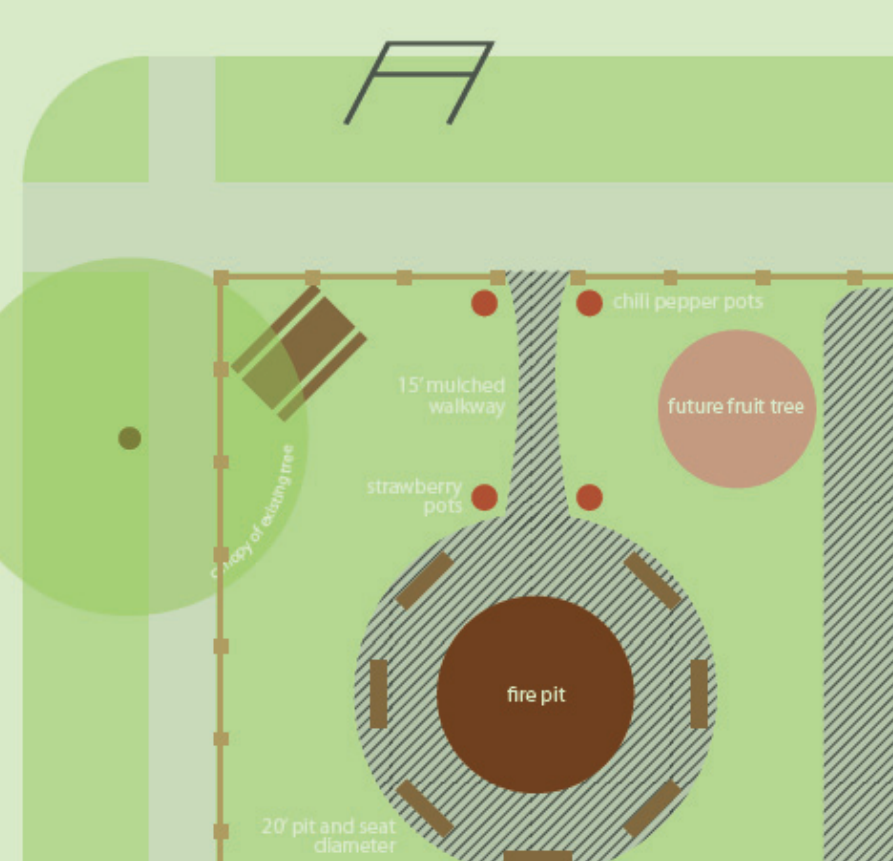
**COMING SOON**  
WE CARE GARDEN





## ***Plot Design***

Community members *reviewed* and *made changes* to the students' proposed plot designs before implementation.

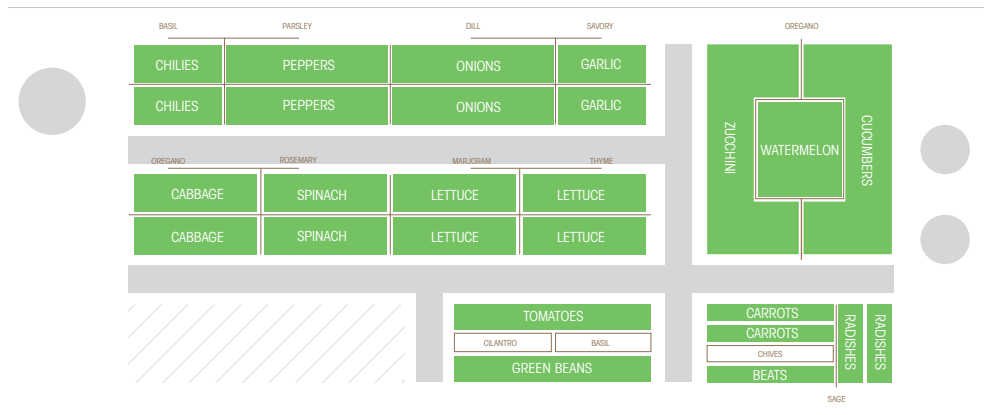
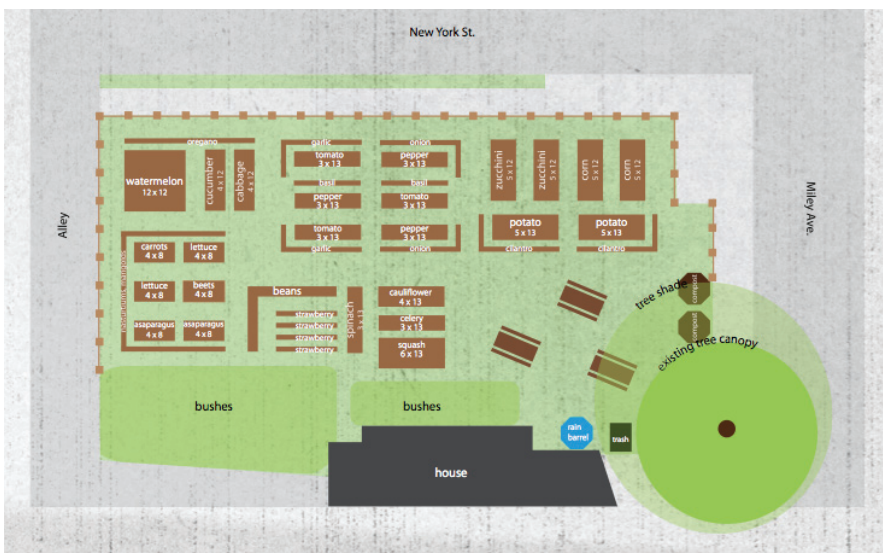


# WE CARE

## Suggested Inventory

- (30) 4' length planks
- (32) 8' length planks
- (4) 11' length planks
- (2) 20' length planks

- Soil
- Mulch
- Compost bins
- Trash bin(s)
- Gazebo
- Basketball hoop



GARDEN KEY

HERBS  
PRODUCE  
PRESERVE  
RESERVED !!!





## ***Seeding Event***

Preparing and planting hundreds of seedlings.

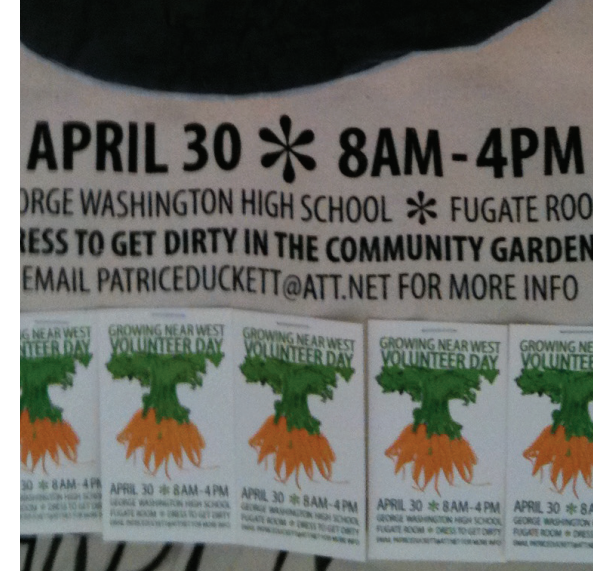
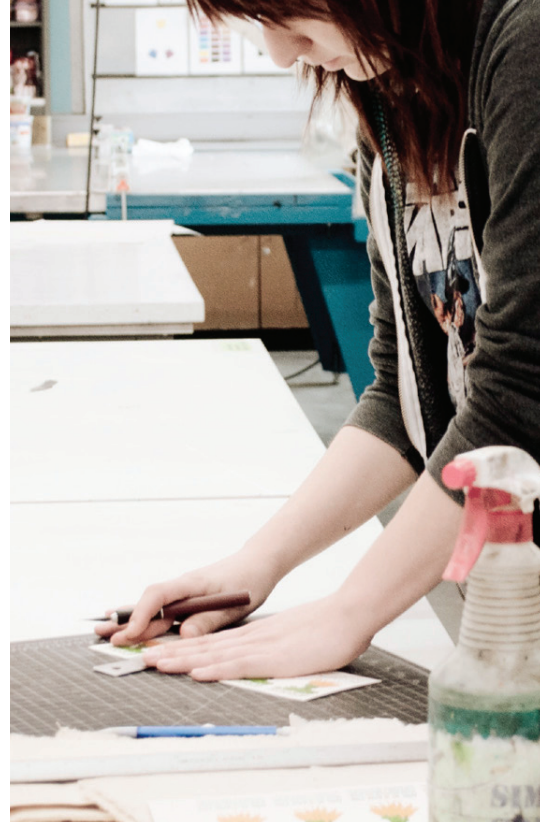




## ***Volunteer Day Promotion***

Designing and deploying promotional materials.









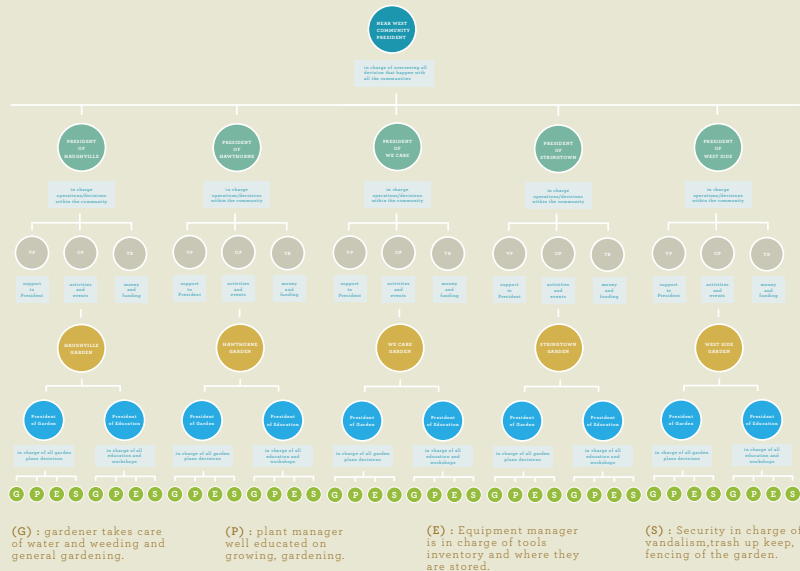
## ***Volunteer Day***

Creating the gardens *together*.









## ***Sustaining the Effort***

Students left the communities with *tools* to assume ownership over the gardens, including a *leadership chart* and *contact information kits* for each of the four communities.



We had the opportunity to *create something of great value for the residents of the Near Westside*, and the gratitude expressed by them was both powerful and moving.

- *TakeRoot*  
Student Team



I believe the students brought *new ideas* and *techniques* that *captured the interest of the residents.*

- *Patrice Duckett*

Near West Coordinator,  
Greater Indy Neighborhood Initiative



I believe the students brought *new ideas* and *techniques* that *captured the interest of the residents*.

The students were also able to *bring information* about different produce and *how to design* the garden itself.

- *Patrice Duckett*

Near West Coordinator,  
Greater Indy Neighborhood Initiative

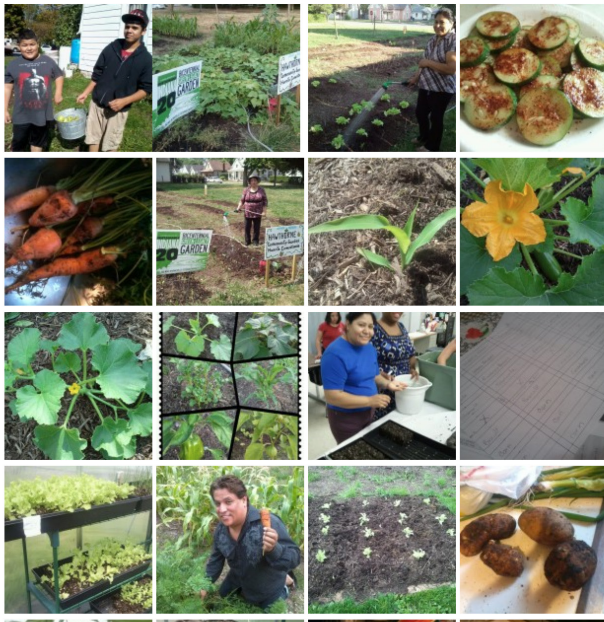




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## Hawthorne Community Garden



**Near West Indy**  
May 18 at 11:28am

Near West Town Hall meeting, Tuesday  
May 18, 2015 6pm

Convenient family living  
A world of fun, just blocks away  
Near West Newsletter  
nearwestindy.com

Near West Collaborative  
The neighborhoods of Hawthorne,  
Haughville, Stringtown, and We Care.

754 people like Near West Indy.

Facebook social plugin

Check Us Out on Twitter! NearWestIndy



## We Care



We are really moving along. As you know we started this from scratch this year but we are very excited about this project this year We currently have 22 beds planted as of today and planted 2 peach trees as well The gazebo has been built and ready to be roofed. We are also going to do some more work in the other two parks as well .





# *Thank You!*

Pamela Napier

*Assistant Professor, Visual Communication Design  
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and Learning Dissemination Grant*

