



Gardening for the Greater Good

Placemaking with horticulture

Jeff Barg | March 21, 2019



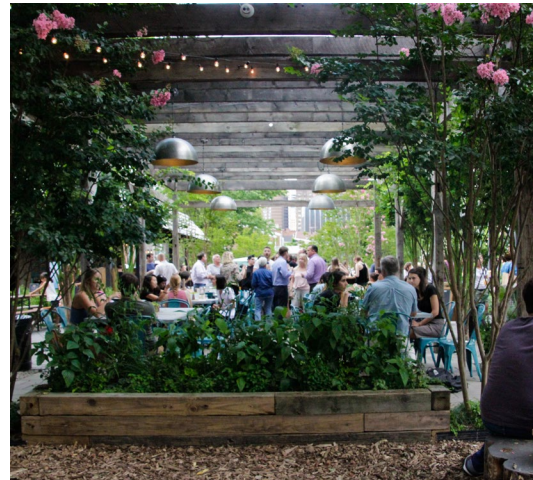
PHS

PENNSYLVANIA
HORTICULTURAL
SOCIETY

Gardening for the Greater Good



Increasing access to fresh food



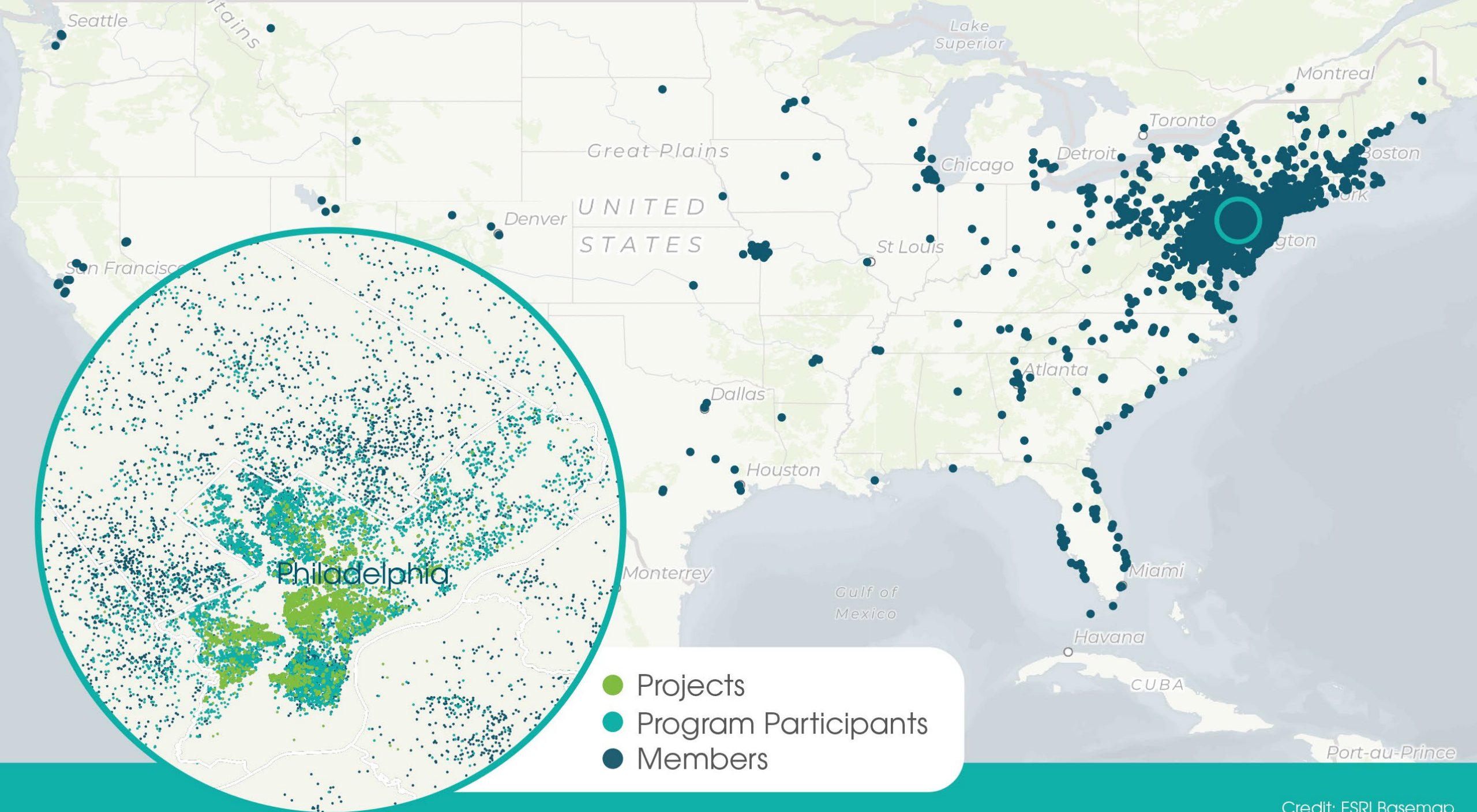
Creating healthy living environments



Building deeper social connections



Growing economic opportunity



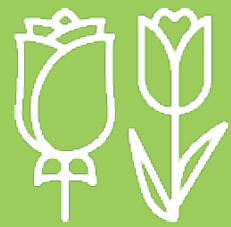
agenda

01. Philadelphia Flower Show

02. Pop Up Gardens

03. Farm for the City

04. Philadelphia LandCare



Philadelphia Flower Show



Philadelphia Flower Show

- Started in 1829
- 250,000 annual visitors
- \$65 million annual economic impact on the Greater Philadelphia region
- 17 International Festivals & Events Association awards in 2018





Pop Up Gardens



rsdogl

20TH ST

SALE
GVA Smith Mack
215-864-0600
www.GVASmithMack.com
Contact Sid Smith or Bud Mack

FOR BUSES
BUS ZONE
**NO STOPPING
ANY TIME**
← →
**NO STOPPING
BUS ZONE**
8:00 - 9:00
3:00 - 4:00
← →













 **PHS**
Public Housing
Solutions

lifting up landscapes
PHS Pop Up Gardens transform neglected spaces in Center City into lush and inviting places for all to enjoy. Combining cutting-edge design, outdoor art, and landscape innovation, the gardens serve as showcases for the work that PHS performs in communities all year long.

Although they are temporary, PHS Pop Up Gardens have a lasting impact by shining a light on vacant spaces with potential for redevelopment, as well as promoting the power of greening to transform cities.

Support PHS in its mission dedicated to building community through gardening, greening, and learning.

To learn more about special events, programs and volunteer opportunities in the garden, contact us at 215.983.1381 or @PHSonline.org













No Longer Just in South Philly...
Soon in Atlantic City!
The Original
PAT'S
KING OF
STEAKS
The Original in the South Atlantic City...
Yours the Tradition!
Attention: 8 Philadelphia Franklin Avenue

Last Call!
The PHS pop up
closes on Sunday,
October 18.

I
love
PHS
pop up garden
OPEN
Come on in!
#BuildBeauty #PHSonline.org



VIADUCT

GAMES & GAMES
GAMES & GAMES
GAMES & GAMES
GAMES & GAMES
GAMES & GAMES



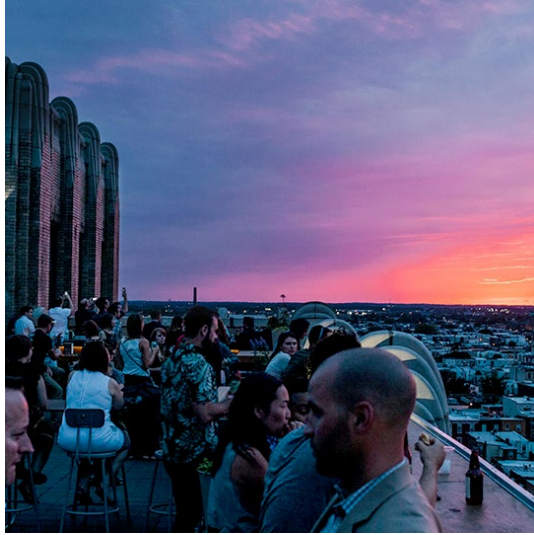
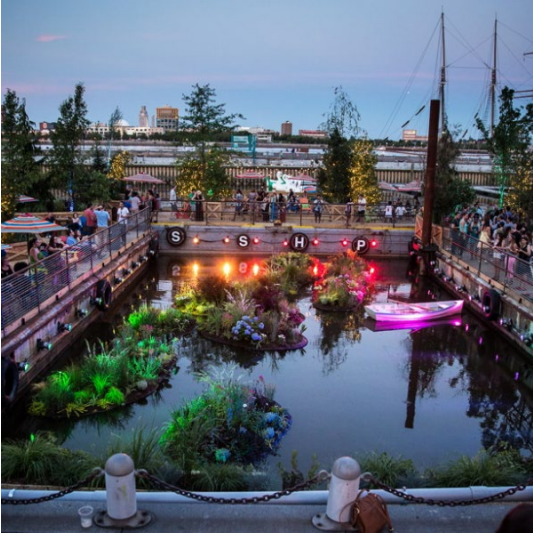
Albert Street
Orchards
SURVIVIST

Demonstration → Creative Placemaking



Ephemeral → Community Asset





Pop Up Revolution





Farm for the City

Farm for the City





Farm for the City

- Funded by Pew Center for Arts & Heritage
- Promoting civic discourse
- The importance of partnerships: Broad Street Ministry and the Department of Public Property
- The benefits of unintended consequences: Hub of Hope



SUMMER 2018

BY THE NUMBERS

Farm for the City is a working vegetable garden across from City Hall in Philadelphia. The Farm was created to shine a light on the role community gardeners play in strengthening neighborhoods and addressing some of the most pressing issues facing our communities.

Major Support Provided by:



53

PLANT VARIETIES



250+

POUNDS OF LETTUCE



SUMMER CRISP WAS THE SEASON'S BUMPER CROP



1,250

POUNDS OF PRODUCE



4,045

SQUARE FEET OF FARM ON THOMAS PAINE PLAZA



THE PEOPLE



28

ORGANIZATIONS PROVIDED



89

PROGRAMS COVERING

22

DIFFERENT TOPICS THROUGHOUT THE SUMMER



3

ORGANIZATIONS

+

2

FIRMS



WORKED TOGETHER TO DEVELOP THIS PROJECT

THE IMPACT

38

GROUP LUNCHESES SERVED AT BROAD STREET MINISTRY



MEALS PROVIDED TO

8,600

GUESTS



27

FROM PRODUCE GROWN ON THE FARM



Philadelphia LandCare

Philadelphia LandCare



Philadelphia LandCare





Philadelphia LandCare

- 12,000 total parcels, 16 million square feet – roughly a third of Philadelphia’s vacant land
- 18 community organizations, 15 private contractors, 300 local workers, including 40 through the LandCare Re-Entry Initiative
- Participating contractors are 70 percent minority-owned, with an 85 percent minority workforce
- 22 percent of LandCare sites have been developed into new uses
 - 1,050 homes
 - 150 commercial uses
 - 135 green spaces





Philadelphia LandCare

- 2012 study: \$15.3 million spent by the city on the program yielded a total housing gain of \$3.5 billion. Every dollar spent increased housing wealth by \$224.
- 29 percent decrease in gun violence.
- 41.5 percent decrease in feelings of depression, 63 percent decrease in self-reported poor mental health. In lowest-income neighborhoods, feelings of depression decreased by 69 percent.
- Improved health outcomes, including increased exercise and decreased stress levels.
- Values of nearby homes jump by nearly 20 percent.



Gardening for the greater good.

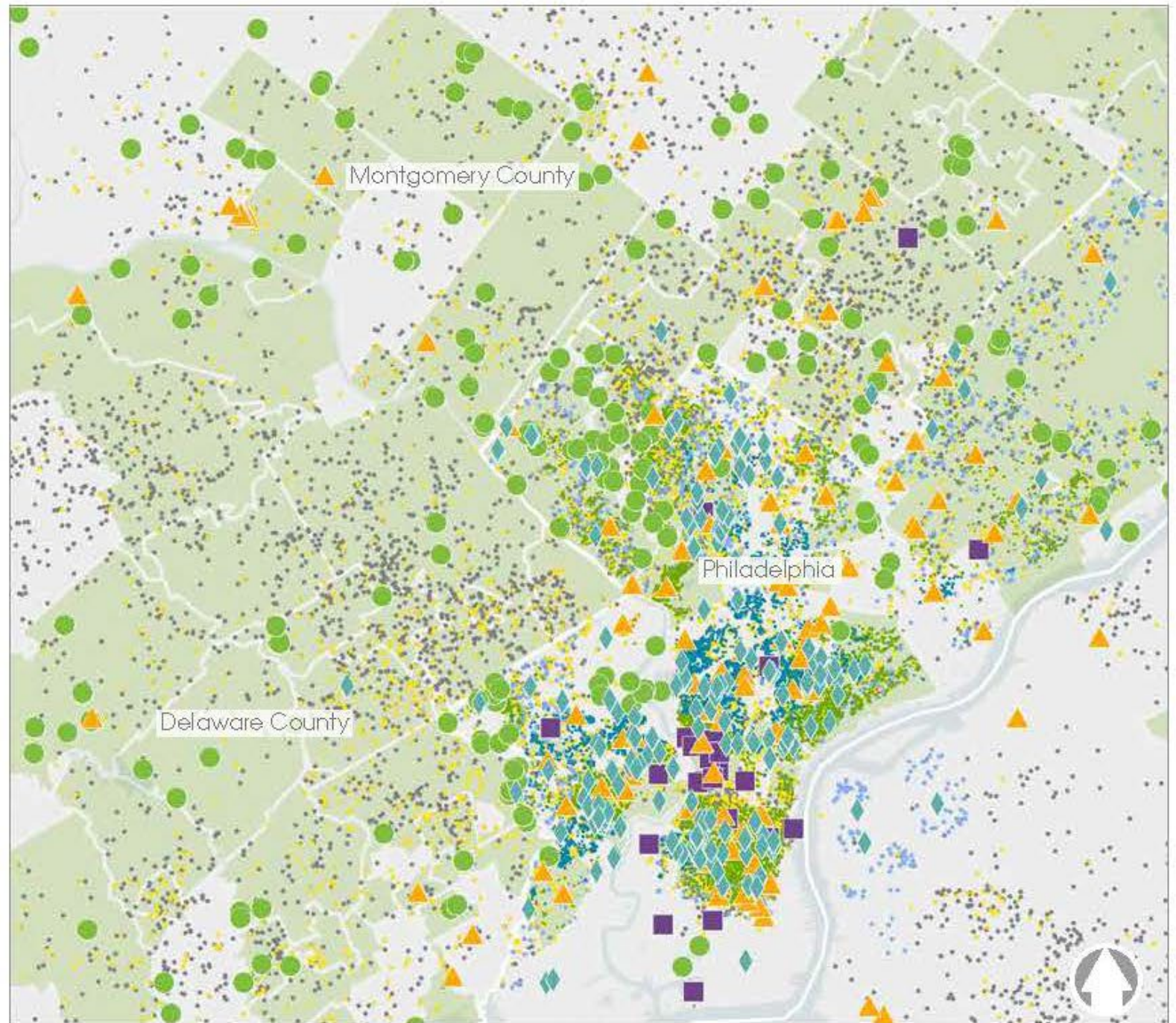
With an engaged network of members, volunteers and supporters, PHS and our partners work to connect people with horticulture and together create beautiful, healthy and sustainable communities.

People

- **2,407** Garden Tenders trained in building community gardens
- **984** Green City Teachers trained in educating students about horticulture
- **300** Gardening and Greening Contest entrants
- **40** Philadelphia Flower Show exhibitors
- **35** Returning citizens trained or working in horticulture and landscaping in 2018
- **5,043** Tree Tenders trained in planting trees in their neighborhoods
- **3,721** Residential stormwater project recipients
- **21,000** Members

Places and Projects

- **12,000** Vacant lots cleaned and maintained through PHS LandCare
- **18,886** Trees planted by Tree Tenders in Philadelphia since 2003
- ◆ **150** City Harvest community gardens and urban farms
- ◆ **44** Neighborhood Gardens Trust (NGT) preserved gardens
- ◆ **14** Gardens in the pipeline to NGT preservation
- ▲ **141** Junior Flower Shows and Youth Challenge Plants participating schools
- ▲ **70** School or youth gardens supported in 2018
- **15** Organically maintained public landscapes
- **2** Pop Up Gardens
- **6** Neighborhood Park Stewardship projects
- **180** Tree Tenders groups
- **672** Riparian projects where 141,372 trees have been planted since 2005





thank you

#PHSgardening



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