Landscaping Beautification in Indianapolis

By:

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February 24, 2005
Outline

- Background
- Partnerships
- Sample Projects
- Maintenance
- Median Program
- Broad Landscape Initiatives
- Wrap up
Who is Keep Indianapolis Beautiful?

Founded in 1976 as Indianapolis Clean City, Keep Indianapolis Beautiful changed its name in 1997, to better reflect its efforts in the community.

Keep Indianapolis Beautiful is a 501c (3), private, not-for-profit organization.

It is an award-winning affiliate of Keep America Beautiful, Inc.; the national organization dedicated to preserving the natural beauty and environment in American communities.
The Mission of Keep Indianapolis Beautiful

To have a viable, sustainable impact on the lives of residents in the Indianapolis area and the neighborhoods in which they live. Through active partnerships with business, neighborhoods, youth, schools and government, we engage citizens in beautifying the city, improving the quality of the environment and fostering pride in the community.
Keep Indianapolis Beautiful

Programs

- Trees
- Greenspace
- Houses
- Litter & Recycling
- Education & Youth
2004 Statistics

- Over 600 trees planted
- Nearly 500 community projects implemented
- Over 40 homes painted/repainted
- Over 30,000 volunteers engaged in contributing 115,000 hours of service
- $1.5 million in in-kind donations and volunteers
- Over 8,000 tons recycled
- Over 3.3 million pounds of litter picked up
Indy Parks

- 172 parks, totaling over 10,000 acres
- 57.5 miles of greenway trails
- 22 aquatic centers, 28 family centers
- 13 golf courses
- Velodrome, shooting range, BMX and Skate park, bark parks, challenge course, marinas.
- 4.5M attend programs
- 31M budget
Natural Resources Division

- Horticulture
- Urban Forestry
- Land Stewardship
- Environmental Education
- Conservatory & Sunken Gardens

90 employees (50 FT, 40 Seasonal)
How KIB partners with the City of Indianapolis
KIB Partnership with the City of Indianapolis, Dept. of Public Works

Contract involves:

- Litter and Recycling
- Beautification
- Mayor’s Neighborhood Awards
- Adopt-a-Median

Additional In-Kind City Support:

- Mulch Production and Delivery
- Packer Trucks and Dumpsters for Clean Ups
Leveraging City Dollars

- City Contract: $325,000
- KIB secures $5.07 for every dollar the city invests in KIB.
- End result is $1,650,000 in value for the projects invested in by the city!
- For ALL KIB projects, $2,000,000 of value is put into the community, or $6.15 for every city dollar.
How KIB Leverages City Dollars

- Volunteers!
- Corporate Sponsorships
- In-kind donations:
  - Bobcats
  - Soil/Mulch/Tools
  - Landscape Architects
  - Consultants
- Discounted/Wholesale Plant Material
Trees for Tomorrow History

- Indianapolis Power & Light (IPL) has funded this program for over 15 years.

- Over 10,000 trees have been planted under the partnership.

- TFT funds were split between Indy Parks, KIB and other agencies.

- Indy Parks and KIB often partnered on plantings.

- Follow up care on the TFT projects was inconsistent or lacking.
New TFT Partnership

IPL Funds
KI B Plants
Indy Parks Maintains

Trees Thrive
Examples of KIB Projects

Webster Park – a Pocket Park on a Vacant Lot
Completed Fall 2005
Examples of KIB Projects

Great American Cleanup
Examples of KIB Projects

- IPS #83: Fall 2004
Examples of KIB Projects

Southwinds Tree
Planting: Spring 2004
Examples of KIB Projects

Daffodils: Fall 2002-2004
Tornado Turnaround
Tornado Summary

- F2 and F3 rating (158 - 206 mph winds)
- Moved at approximately 50 mph
- Stayed on the ground 112 miles
- Early warning systems worked
- 45 M in property damage
- 50 personal injuries
- 0 deaths
September 20, 2002
1:58 PM
Resources Utilized
During Clean Up Effort

- All City Crews Available
- State Highway Department
- National Guard
- The Amish Army
- Other Volunteer Groups
- Contractors
Gathering of the Green

- Identified Core Partners
  - Indy Parks
  - Indianapolis Power and Light
  - Keep Indianapolis Beautiful
  - IDNR - Community and Urban Forestry

Defined overall scope and supplied core funding
Goals of Project

- Plant 1000 trees
- Involve 500 volunteers
- Obtain media exposure of event
- Involve the local residents in the process as much as possible
- Begin the process of establishing a sense of place for those impacted
- Keep the event time short
<table>
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<tr>
<th>Sponsor</th>
<th>Service / Items Donated</th>
<th>Value</th>
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<tbody>
<tr>
<td>Wright Tree Service</td>
<td>Tree maintenance – storm damage</td>
<td>$28,500</td>
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<tr>
<td>Complete Tree Care</td>
<td>Tree maintenance – storm damage</td>
<td>$10,000</td>
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<tr>
<td>Galyan’s</td>
<td>Sponsorship of TV ads, power bars and water bottles</td>
<td>$9,750</td>
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<tr>
<td>Sam’s Club</td>
<td>Sponsorship of TV ads and Juice</td>
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<tr>
<td>Nuvo</td>
<td>Event Advertisement</td>
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<tr>
<td>Donato’s Pizza</td>
<td>Pizza</td>
<td>$1090</td>
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<td>George E Fern Co</td>
<td>Banners</td>
<td>$800</td>
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<tr>
<td>IUFC</td>
<td>T-shirt sponsorship</td>
<td>$500</td>
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<tr>
<td>Picture Lady Studio</td>
<td>Photographer / Pictures</td>
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<tr>
<td>Home Depot</td>
<td>Hand Tools</td>
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<tr>
<td>Einstein Bagels</td>
<td>50% discount on coffee</td>
<td>$136</td>
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<tr>
<td>Aqua Systems</td>
<td>Bottled water</td>
<td>$108</td>
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<td>Long’s Bakery</td>
<td>Donuts</td>
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<td>Blimpie’s Subs</td>
<td>Party Trays</td>
<td>$60</td>
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<tr>
<td>A Classic Rental</td>
<td>Tables and chairs</td>
<td>$45</td>
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<tr>
<td>Walgreen’s</td>
<td>Gift Card</td>
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**TOTAL** $62,837
Event Summary

Plant 1000 trees - **1000 trees planted**

Involve 500 volunteers - **727 Volunteers Participated**

Media exposure of event - **all local networks covered event**

Involve the local residents in the process as much as possible - **each resident was contacted**

Begin the process of establishing a sense of place for those impacted. **Great feedback from residents, began the process**

Keep the event short - **total planting time was 9 hours (trees were planted at a rate of 111 trees per hour)**
Fun Facts

- 9.31 miles of roadway planted
- 850 pieces of pizza consumed
- 158 gallons of liquids consumed
- 0 number of volunteers that left due to rain
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<th>Agency</th>
<th>Cash</th>
<th>In-Kind</th>
<th>Total</th>
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<td>$45,000</td>
<td>$30,675</td>
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<td>IPL</td>
<td>$33,000</td>
<td>$8,875</td>
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<td>Volunteers</td>
<td>$56,451</td>
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<td>Sponsorships</td>
<td>$62,837</td>
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<td>$62,837</td>
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**Total**: $267,688
For every $1.00 spent by the City of Indy, $3.54 dollars were invested by outside organizations.
Maintenance of Projects
Maintaining Projects

- Neighborhood or community group must take ownership

- Projects that we implement come through an application process: Project 180°/IPL Revive-a-Neighborhood program
  - Specific maintenance instructions are laid out in the application
  - Tree workshop for planting partners
  - Have each homeowner sign a flier that they do want a tree and they will water it for the next two growing seasons
Maintaining Projects

2005 Memorandum of Understanding with Indy Parks

- If we plant trees in a park or public area where water is not easily accessible for volunteers, Indy Parks will assist in watering.

- In exchange, Indy Parks gets the use of our watering tank for the entire summer.
The Joys of Urban Landscapes
Landscape Challenges in Indy

- Theft of plant material
- Scheduling maintenance in high use areas
- Understanding the plant palette that is acceptable by neighborhood
- Keeping up with emergency calls
Trees used as political statements
A sampling of citizen requests...
“Citizen states that the large tree across the street, in Christian Park, needs to be cut down. The tree has given her husband an enlarged heart.”
“Citizen would like the bushes removed on the west end of the park. She states that people are using the bushes for “intimate moments”, citizen states that she would like to see some action.”
“Citizen states the shade from the city tree has led to her depression – would like tree removed so the sun would come through her window, also wants to be compensated for her anti-depression prescriptions and doctor’s bills. Please hurry, Channel 6 states it will be sunny on Thursday.”
“Citizen reports shrubbery and trees growing very rapidly in the alley – could quickly cover up dead bodies.”
Median Enhancements
Adopt-a-Median Program

- A program that beautifies our city streets while saving the city mowing money...
- As part of our city contract, KIB manages the contracts with median adopters.
- Currently, there are approximately 350 adopted medians throughout Indianapolis.
Adopt-a-Median Program

- Any individual, community group, or business can adopt a median for free, as long as they:
  - Keep the grass mown
  - Keep the median litter free
- $100 fee for including a logo on a sign.
- Medians are monitored by staff and volunteers on a monthly basis.
Adopt-a-Median Program

- As a beautification organization, our goal is to engage community members in planting and beautifying their medians.
- Median adopters can apply for beautification assistance through our Project 180°/IPL Revive-a-Neighborhood program.
- Additionally, adopters can often take advantage of plant donations that KIB receives periodically.
Adopt-a-Median Program

KIB Model Median: Planted and cared for by KIB staff.
Large Scale Landscape Design
We often focus on micro-landscapes, not paying much thought to overall area.

**Landscape planning steps:**

- **Your Agencies Entire Span of Control** (County)
- Large grouped assets (Park System, Waterways, Transportation Corridors)
- **Arbitrary Boundaries** (Townships)
- **Special Areas of Consideration** (Blvd system, individual parks)
- **Micro- Landscapes** (facilities)
County Level Planning

Tree Canopy Cover
Marion County, Indiana

- Pike: 29%
- Washington: 49%
- Lawrence: 32%
- Wayne: 13%
- Center: 9%
- Warren: 19%
- Decatur: 19%
- Perry: 25%
- Franklin: 14%
Large Grouped Assets - Park System
Arbitrary Boundaries - Center Township

Tree Canopy Cover
Marion County, Indiana

PIKE  29 %
WASHINGTON  49 %
LAWRENCE  32 %
WAYNE  13 %
CENTER  9 %
WARREN  19 %
DECatur  19 %
PERRY  25 %
FRANKLIN  14 %

1 0 1 Miles

Township Boundaries

October 29, 2010

Prepared by: The Forestry Section
City of Indianapolis
Indianapolis, IN 46225-0015
Remove all vegetation except native trees over 10” diameter

Establish Short Grass Prairie

Potential Landscape Enhancement Area

Clear vista for vehicles remove invasives limb up natives

Install Large Shade Trees 60’ centers

Potential Landscape Enhancement Area

Clear for trail vista remove invasives limb up natives

Prairie Installation
Micro-Landscape Planning

A walk around the garden.

The garden consists of a paved area surrounded by a landscaped pergola. The pergola takes in the view of the house and lends a sense of depth to the garden. The pergola is a focal point for outdoor living, ringed by a stone path that leads to a paved area for outdoor living outside the main living area.

The paved area, or the paved area, leads to a raised deck with an expansive view of the garden. This area is perfect for enjoy al fresco dining.

Both the paved area and the raised deck are surrounded by a series of natural plantings and a variety of shrubs and trees. The area is bordered by a series of natural plantings and a variety of shrubs and trees.

The raised deck area is perfect for enjoy al fresco dining, with a variety of seating options and views of the garden. The area is perfect for enjoy al fresco dining, with a variety of seating options and views of the garden.

A seating area is perfect for enjoy al fresco dining, with a variety of seating options and views of the garden. The area is perfect for enjoy al fresco dining, with a variety of seating options and views of the garden.

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Park & Boulevard System Overview
History of the Indianapolis Park and Boulevard System

- 1907 - Kessler was engaged by the Commercial Club, precursor of the Chamber of Commerce. Purpose: To equate Indianapolis with other world-class cities.
- 1923 - Kessler's unexpected death in Indianapolis.
- 1923 - Lawrence Sheridan, successor.
- 1928 - Proposed extending the Kessler Plan to encompass all of Marion County.
- 1940's-1970's period of system neglect.
- 1980's - Indy Parks Greenways rediscovered. Utilized the open space as the basis for the greenway system.
- 2003 - Indianapolis Historic Park and Boulevard System listed on the National Register.
1928 Plan by Lawrence Sheridan
The Historic District includes Parks, Parkways and Boulevards

- **12 individual parks** *(all the land within the park boundary)*
  encompassing more than 1,118 acres of parkland

- **6 parkways** *(the entire right of way)*
  totaling 2153.5 acres and extending 34.8 miles

- **2 boulevards** *(the entire right of way)*
  totaling 202.1 acres and extending 15.4 miles

*The total acreage is 3,474 acres.*
The nomination is inclusive of space, structures, views, etc…

The area between the red lines is included in the national register listing.

Modern view looking northwest to Delaware Street Bridge

The area below the red line is included on the national register listing.

Modern view looking southwest to Meridian Street Bridge
Historic Capitol Avenue Bridge on Fall Creek Parkway

Capitol Avenue Bridge/ Fall Creek Parkway, ca 1908 (picture from Park Annual Report)

Capitol Avenue Bridge on Fall Creek Parkway, 2002
Gas Lamp and Boulevard Details - further research is needed to discover Kessler’s design intent
Cultural Trail Section. Source: Storrow Kinsella Associates Inc.

Concept sketch from the Regional Center East Urban Design Workshop of landscaping and lighting of the Interstate system through Downtown.
Individual Park

- Oldest Park in Indy
- Strong Friends Group
- Concern over expanding use and care of historical structures and features
Marrott Park Animation
Large Scale Landscape Planning

Summary

- Even though most requests come in as a micro-landscape request, think broader.

- Larger initiatives must be engrained.

- If micro-landscape requests do not fit within a larger plan, scrutinize its value.
Summary

- Value of Partnerships
- Importance of Maintenance Plans
- Think broadly in landscape planning
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<td>(317) 327 - 7094</td>
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<td><a href="mailto:jkissel@indygov.org">jkissel@indygov.org</a></td>
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