

Baltimore County Community Gardens

(Marketing & Demographics)

Site Location List

Robert H. Smith School of Business

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This project aims to find a way to ensure access to fresh produce and boost community morale through the creation of community gardens accessible for residents of Baltimore County.

- **Goal 1:** Determine New Garden Site Locations:
 - Identify Sites - Community gardens must be on land owned by Baltimore County
 - Accessibility and Transportation - Gardens should target areas accessible to those communities in most in need.
- **Goal 2:** Marketing:
 - Recruit community residents to attend and lead gardens (a second group is focusing on awareness)
 - Improve social media strategy by partnering with non-profit organizations to get the word out.
 - Current Social Media Accounts: Facebook and Twitter
 - Focus on free advertisement

Criteria

Proximity to food deserts

Low- to moderate-income

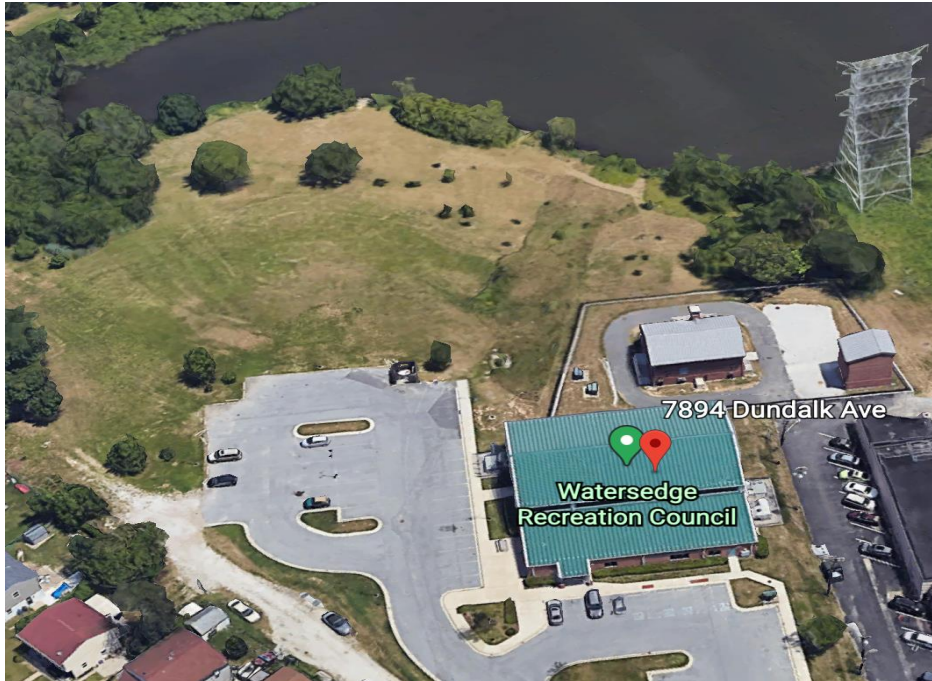
Dense population

Parking availability

Not near large trees

Available water source

Recommendation 1: 7894 Dundalk Avenue, Dundalk



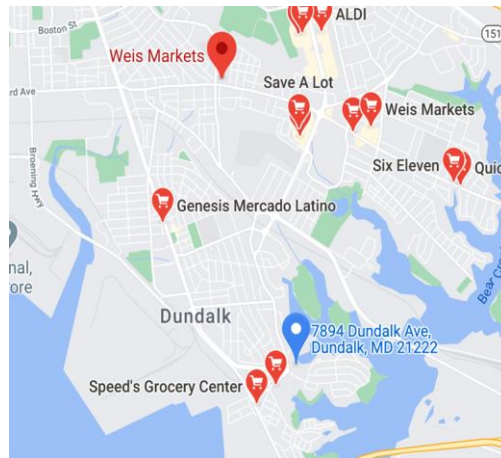
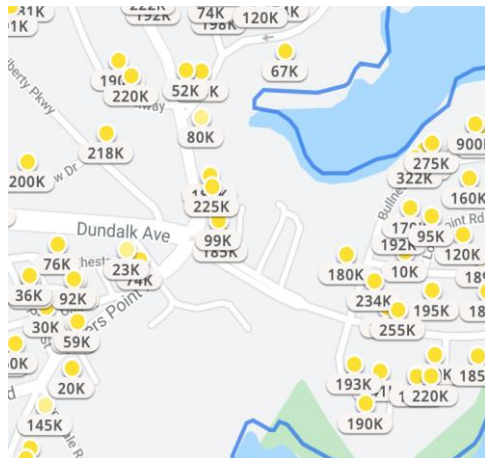
Key Considerations

Demographic:

- Mostly blue-collar workers
- Poverty rate: 14.4%
- Median household income: \$52,949
- Population: 52,948
- Many rely on public transportation

Location:

- Sollers Point Road / Dundalk Avenue
- Houses ~130K - \$250K
- Parking, sun exposure, and water source
- Nearest grocery store: 2.3 miles



Recommendation 2: 4300 Crest Heights Road



Key Considerations

Demographic distribution: low education and income levels

Adjacent to residential areas, school, and water source

Multiple church and government establishments provide safety and parking

Heart of 21215 zip code

Recommendation 3: 4627 Old Court Road



Key Considerations

Site size: 29.4 acres

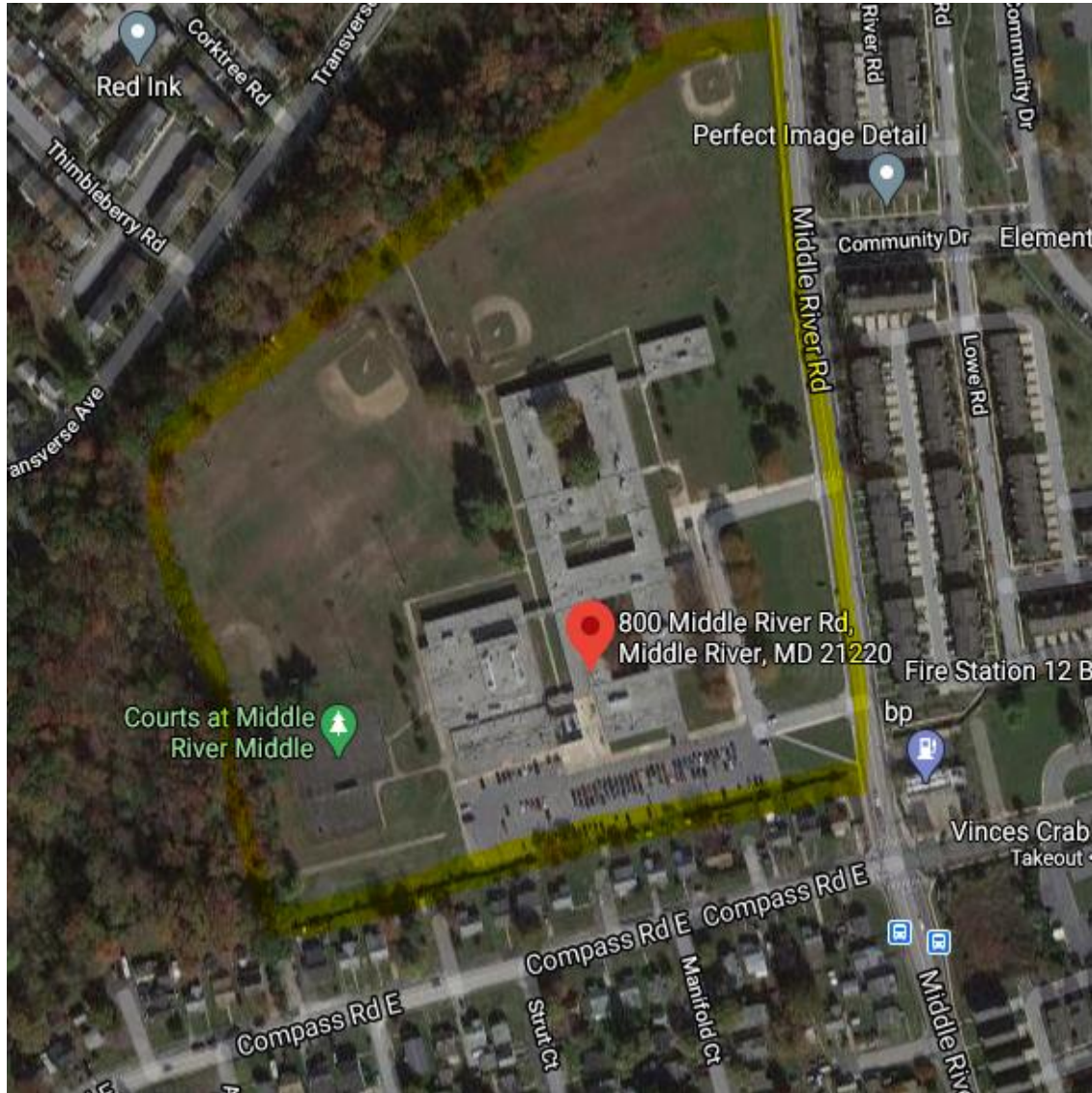
Even demographic distribution, fairly low-income and high COVID cases

Population is fairly dense

Transportation and parking

Not near a lot of trees

Recommendation 4: 800 Middle River Road



Key Considerations

Near schools and parking (2 elem., 1 middle)

Low-income (56k per household)

High poverty rate (11.6%)

Farther from current sites

Close to churches, apartments, and accessible from Pulaski Highway

Also, to consider:

The lower population (25K) is a slight drawback

Recommendation 5: 825 Providence Road, Towson



Key Considerations

Near school and parking (elementary)

Moderate income (\$69k per household)

High poverty rate (10.4%)

Farther from current sites

Close to churches, apartments, and accessible from Route I-695.

Very dense population (119,000)

Recommendation 6: 900 South Marlyn Avenue, Baltimore



Key Considerations

Near schools and parking (elem. and middle)

Moderate income (\$53k per household)

High poverty rate (14.8%)

Farther from current sites

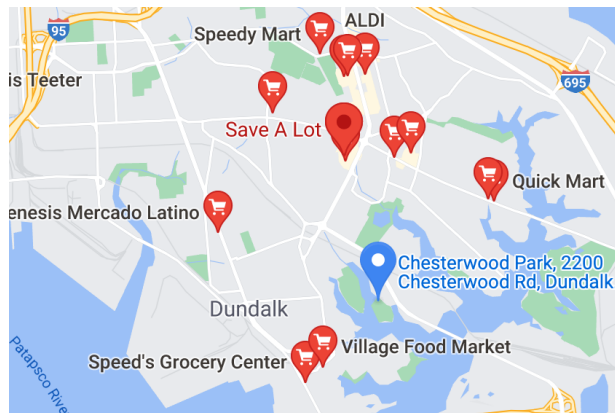
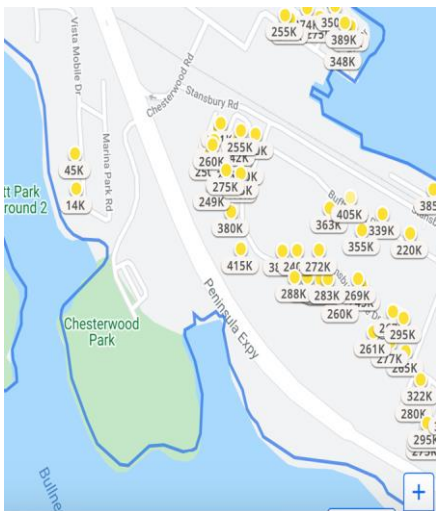
Near townhomes and apartments

More secluded area of Back River

Population: 40,000

Nearest grocery store: 1.5 miles

Recommendation 7: Chesterwood Park, Dundalk



Key Considerations

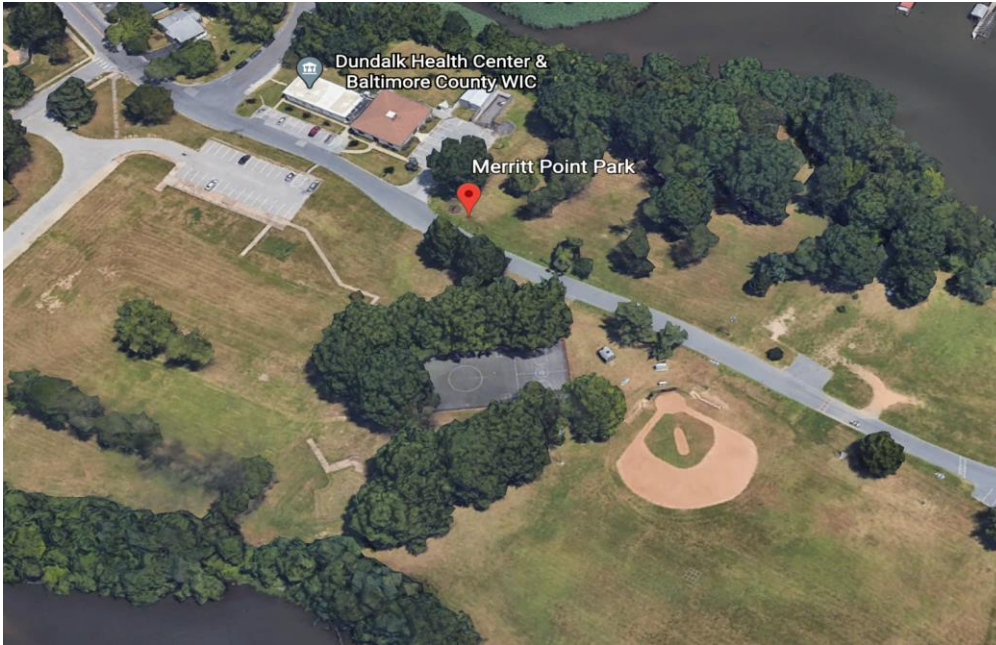
Demographic

- Mostly blue-collar workers
- Poverty rate: 14.4%
- Median household income: \$52,949
- Population: 52,948
- Many rely on public transportation

Location

- Houses ~\$200-\$300k (mobile, townhouses, nearby single-family)
- Parking, sun exposure, and water source
- Nearest grocery store: 1.7 miles (some corner stores)

Recommendation 9: Merritt Point Park, Dundalk



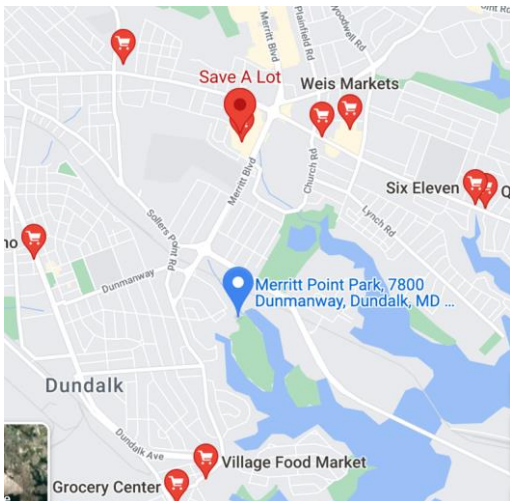
Key Considerations

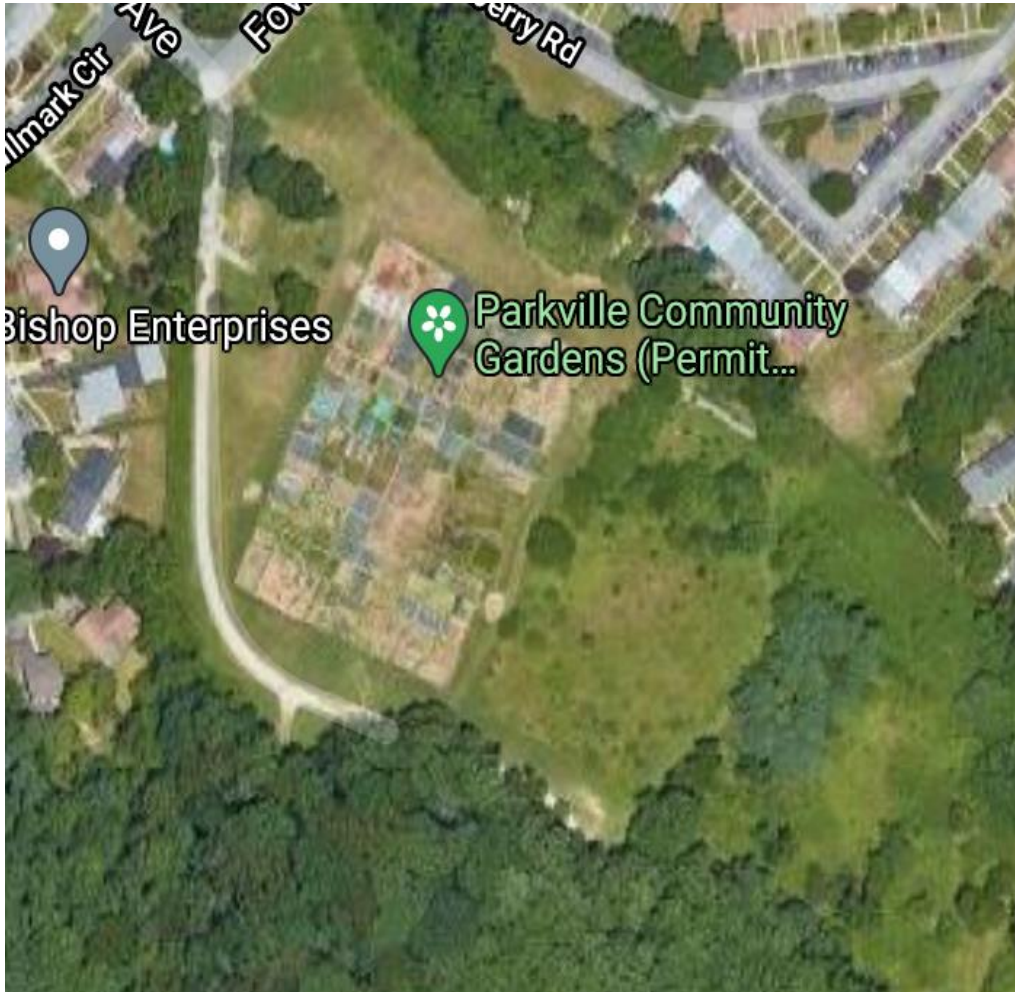
Demographic

- Mostly blue-collar workers
- Poverty rate: 14.4%
- Median household income: \$52,949
- Population: 52,948
- Many rely on public transportation

Location

- Nearest grocery store: 1.2 miles
- Parking, sun exposure, and water source
- There is some unused land
- Single-family with mobile homes nearby





Key Considerations

Demographic

- Population: 31,633
- Median household income: \$64,124
- Poverty rate: 10.4%
- Many own their own vehicles

Location

- Near a county-owned, high demand community site
 - A food desert and promising location
- Access to sunlight and water source