



FY
2019

the
Neighborhood
DesignCenter

Annual Report

July 1, 2018 to June 30,

3 Who We Are

9 What We Believe

12 How We're Supported

14 What We Do

33 What's Next



Who We Are

Our Mission

Founded in 1968, the Neighborhood Design Center is a nonprofit organization that facilitates the development of healthy, equitable neighborhoods through community-engaged [design] and planning services.

By providing the tools, expertise, and partnerships necessary to realize neighborhood visions, we support broad participation in the evolution of the built environment.

Who We Are

We are passionate neighborhood advocates with a range of skills and experience and big dreams for the built environment.

WITH NDC BETWEEN JULY 1, 2018 AND JUNE 31ST 2019

Board of Directors

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Service Corps

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Maura Dwyer



FY19 Partners

Our funding partners.

Alliance for the Chesapeake Bay
Anacostia Watershed Society
Baltimore Office of Promotion and the Arts
Baltimore Office of Sustainability
Baltimore Department of Housing and Community Development
Bloomberg Philanthropies
Blue Water Baltimore
Boston Society of Architecture
BUILD
Central Baltimore Partnership
Chesapeake Bay Trust
City of Greenbelt
City of Hyattsville
Cityscape Engineering
Delegate Samuel Sandy Rosenberg
Druid Heights CDC
Ecosite, Inc
GHEP Global Health and Education Projects
Greater Baybrook Alliance
Greater Washington Community Foundation

Johns Hopkins University
Johnson Mirmiran and Thompson
Lockhart Vaughan Foundation
Morris and Gwendolyn Cafritz Foundation
NeighborSpace of Baltimore County
PNC Foundation
Prince George's Department of Housing and Community Development
Prince George's Department of the Environment
Prince George's Department of Public Works and Transportation
Reservoir Hill Improvement Council
Riverdale Park Planning
Robert W Deutsch Foundation
Sheladia Associates
Southeast CDC
State Of Maryland Department of Housing and Community Development
Town of Edmonson
University of Baltimore
Wells Fargo Foundation
Whitney Frazier

FY19 Partners

Community Design Works: Baltimore Community Partners.

Threshold Inc	Girl Scouts of Central Maryland
Pennsylvania Avenue Main Streets	Breathe4Sure Foundation
Garret Heights Elementary PTA	St Johns In the Village
Baltimore Green Space	Greater Remington Improvement Association
Greater Greenmount Community Association	Vehicles for Change
Baltimore Dance Crews	McKim Community Association
The 6th Branch	Forest Park Alliance
Baltimore Heritage	Pennsylvania Avenue Arts and Entertainment District Coalition
Madison Park Improvement Association	BUILD/Turnaround Tuesday
Corner Team Boxing	Charles Johnson Park Development Co
Harwood Community Association	THE MIX
Baltimore Main Streets	Arch Social Club
ECLA Missouri/Delaware Synod	Darley Park Community Association
Hamilton Lauraville Main Street	Charles North Community Association
Made in Baltimore	Noisy Tenants
Matthew Henson Community Development Corporation	Greenmount West Community Association
Arch Social Club	Penn North Community Association
Great Kids Farm	Druid Heights Community Development Corporation
Westport CDC	Leaders of A Beautiful Struggle
Unified Efforts	Pennsylvania Ave Main Street
Village of Love and Resistance	
Strong City Baltimore	

FY19 Partners

Community Design Works: Prince George's County Community Partners.

Gateway Community Development Corporation

Prince George's County Public Schools

Prince George's County Arts and Humanities Council

City of District Heights

Towns of North Brentwood and Brentwood

Suitland Civic Association

Mt. Rainier ES PTO & Garden Club

Mt. Rainier Bike Co-op

Dream Works, Inc.

Councilmember Deni Taveras

Joe's Movement Emporium

The Training Source, Inc.

Ivy Community Charities

Transforming Neighborhoods Initiative

Paint Branch Garden Club & Riversdale Historical Society

Employ Prince George's

Town of North Brentwood

West Lanham Hills Civic Association

Central Kenilworth Ave Revitalization Community Development Corporation

River of Community Kindness, Inc

Dupont Village Neighborhood Watch

ECOCity Farm

Aman Trust

Takoma Branch Civic Association



What We Believe

We Believe...

The more inclusive and community driven the process, the better the design.

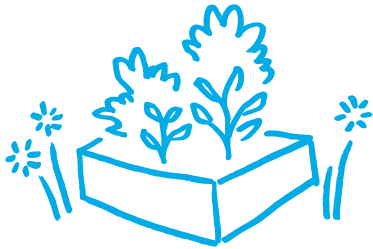
Healthy places are built with consideration of social justice, environmental sustainability, and the true character of a place and the people who live, work, worship, and do business there.

Everyone deserves access to good design.

Well-designed places enhance healthy cultural and democratic life in our neighborhoods.

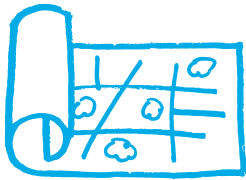
Our Core Managing Principles

WHAT WE
STAND BY!



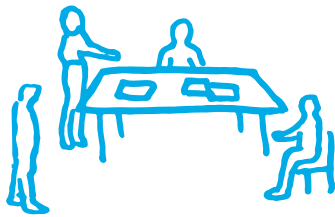
Healthy Places

Healthy places are places where people want to be: desirable, connected, cultural, safe, active, inviting, engaging, and social.



Good Design

Good design is the process which combines the product and the principles. This is the key to outcomes that embed community values.



Strategic Alliances

Partnerships and collaborations across broad groups of stakeholders drive successful outcomes by breaking barriers in order to create abundance.



Addressing Imbalance

NDC works with partners who are experiencing imbalance of power, access and / or resources.



Creative Practice

NDC is committed to design as a creative practice. We value the integrity of creative practitioners who bring surprise, transformation, healing, and joy to the work.



How We're Supported

How We're Supported

Our team is NDC's primary annual investment. Funding for NDC programs and services comes from a combination of public and foundation grants, contracts, and corporate and individual donations.

\$508,823	Contributions + Grants
\$764,228	Program Service Revenue
\$124	Other Revenue
\$1,277,086	Total Revenue
\$904,965	Staff Salaries
\$456,749	Overhead, Consultants, + Other Expenses
\$1,361,714	Total Expenses
(\$84,628)	Revenue Less Expenses

These numbers represent a 10% reduction in revenue with a 6% increase in expenses from the previous fiscal year, FY18, as organizational leadership invested time and existing cash reserves on marketing and development for future growth.



What
We Do

Core Services

NDC's services continue to expand. We've sought and developed new ways to partner and serve our local communities.



Community Engagement

NDC supports key partner organizations in reaching and collaborating with a broad and representative group of community members on key community design and development decisions. Equitable Community Engagement involves resident experts in all aspects of community design, from honing goals and values, to planning and visioning, to design, project phasing, implementation and maintenance planning.



Pro Bono Conceptual Design

Pro bono conceptual design assistance to community-initiated projects related to the built environment through our core "Community Design Works" program.



Place Matters

A place-based, capacity building program that develops networks, skills, and funding (i.e. "capacity") around a place, seeding deep roots from which the neighborhood can thrive and grow. Place Matters projects take the form of long-term partnerships between NDC and various place-based organizations.



Community Forestry

NDC provides community engagement, design and technical services for street tree design and local forestry management. Partners include local governmental agencies, community leaders, non-profit civic and public health organizations, and neighborhood organizations.



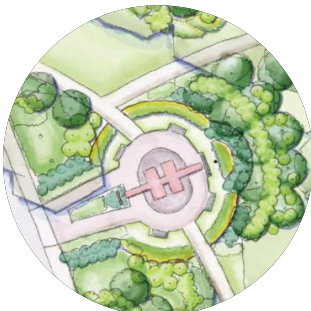
Schoolyard Greening

NDC works directly with schools through public agency and nonprofit partnerships to provide native tree plantings, teach students about the value of trees, and install outdoor learning spaces.



Participatory Stormwater Management

NDC creates action-oriented design stormwater plans that are water and people friendly, improving water quality while also improving a community's engagement with their landscape.



Green Infrastructure and Landscape Design

NDC partners with public agencies to offer communities planting and site design, creating community assets from these sometimes problem sites such as stormwater ponds, medians and public right-of-way landscape projects.



PROJECT NO. 2968

Darley Park Gateway: Improving health and safety through communal space

At a prominent corner of the small Darley Park community in East Baltimore, a group of trash-filled, muddy vacant lots were a detriment to sense of place and public health. Now bursting with life, this dynamic park is complete with a performance stage, play area, and ample greenery.



The Challenge: Decrease chronic violence by creating a sanctuary out of neglected space

Darley Park is 94% African American, and suffers the consequences of racially biased planning policies: 26% of properties are vacant and abandoned, life expectancy is 67 years old compared to 84 in the city's affluent neighborhoods, and the unemployment rate is 21%. As a result, Darley Park residents experience chronic trauma and violent crime.

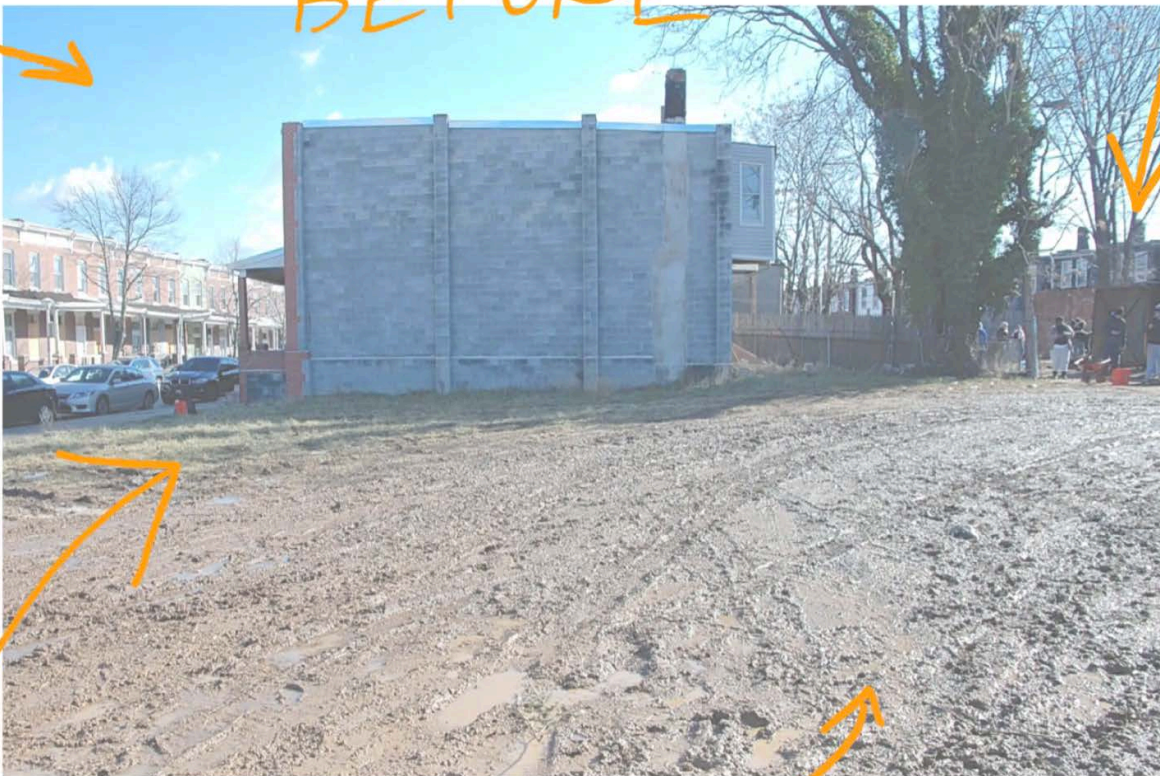
Studies show that green space is linked to better mental health, increased community engagement (fostered by caretaking of the space), and improved safety.



UNDEFINED SPACE
REDUCED USABILITY

BEFORE

SPACE DANGEROUS DUE TO
ILLEGAL DUMPING



LACK OF VEGETATION
CONTRIBUTED NEGATIVELY
TO RUNOFF AND EROSION

TRUCKS DRIVING ON LOT
REDUCED LAND QUALITY



The Vision: A colorful, safe gathering space

From 2015 through 2016, NDC led hands-on community engagement meetings. We joined forces with The Darley Park Community Association, along with The 6th Branch and BUILD to build strong momentum around this site. We developed a conceptual design for the space based on the following community.

FEELING OF SAFETY

LOTS OF COLOR

TREE SHADE AND GRASS

PLAYSPACE

MULTIGENERATIONAL USE

PERFORMANCE SPACE

ACCESSIBLE PATHS



The Plan: Design-build prototypes bring investment

Our NDC team collaborated with community members and design experts and came up with several ideas for simple, low-cost interventions to activate the space and help to attract investment.



The Build: Starting with small measures to define the space

Boulders, planter boxes, and trees defined the edges with a swing set, a tire climber, a tetherball at the park's heart. The team secured \$30,000 from Baltimore Office of Promotion and the Arts to build a multi-use performance stage.



Over 3,645 volunteer hours (valued at \$85,876.20) have gone into this work since January 2015. What was once a dumping ground and truck parking area is now full of life.

— SCOTT GOLDMAN, THE 6TH BRANCH EXECUTIVE DIRECTOR



Key successes

THE COALITION

Building a strong collaborative steering committee meant new resources and opportunities could be leveraged over time. The steering committee grew to include The Darley Park Community Association, The 6th Branch, BUILD, Waterfront Partnership, Civic Works and the Parks and People Foundation.

THE STAGE

From memorial services to informal zumba classes to a visual-musical art event, gatherings are now possible, which strengthen resident relationships.

PLAYGROUND

The play structures exemplify the power of small interventions. Things taken for granted, such as grass or a set of swings, can have a profoundly positive effect on families' daily lives.

MURALS

Through collaborations with artist Whitney Frazier, the community was able to define their own space (the murals include poetry and art by residents) and create a colorful, inviting 'gateway' into the neighborhood.

GREENING

A space that was once devoid of life now includes high-quality sod and grass treatments, diverse flowering hardwood trees, and annual plantings of local wildflowers—a boon for both beauty and ecology.



COLORFUL PAINT AND MURALS
ARE INVITING TO VISITORS
AND COMMUNITY ALIKE

PERFORMANCE STAGE ENCOURAGES
COMMUNITY CONNECTIONS

AFTER



TREE PLANTINGS AND WILDFLOWER
PLANTER BOXES SUPPORT
BIODIVERSITY AND REDUCE RUNOFF

SAFE, HIGH-QUALITY
GROUND TREATMENT

ILLEGAL DUMPING
ELIMINATED

Key Investments

The total estimated value of the services and resources secured under this project through NDC's partnership, not including NDC staff time, is over **\$55,210**.

\$10,000 grant from the Urban Health Institute to support community-designed park elements (swings, benches, boulders, and a mural valued at \$15,000 via partnership with MICA and artist Whitney Frazier).

\$30,000 transformative art prize from Baltimore Office of Promotion and the Arts

to build the circle stage, create community art quilts, and support the TT The Artist Concert at Neighborhood Lights/ Light City.

\$13,000 grant from the Baltimore Office of Promotion and the Arts for the second "Gateway" mural featuring resident Mr. Abdullah Moanay's poetry.

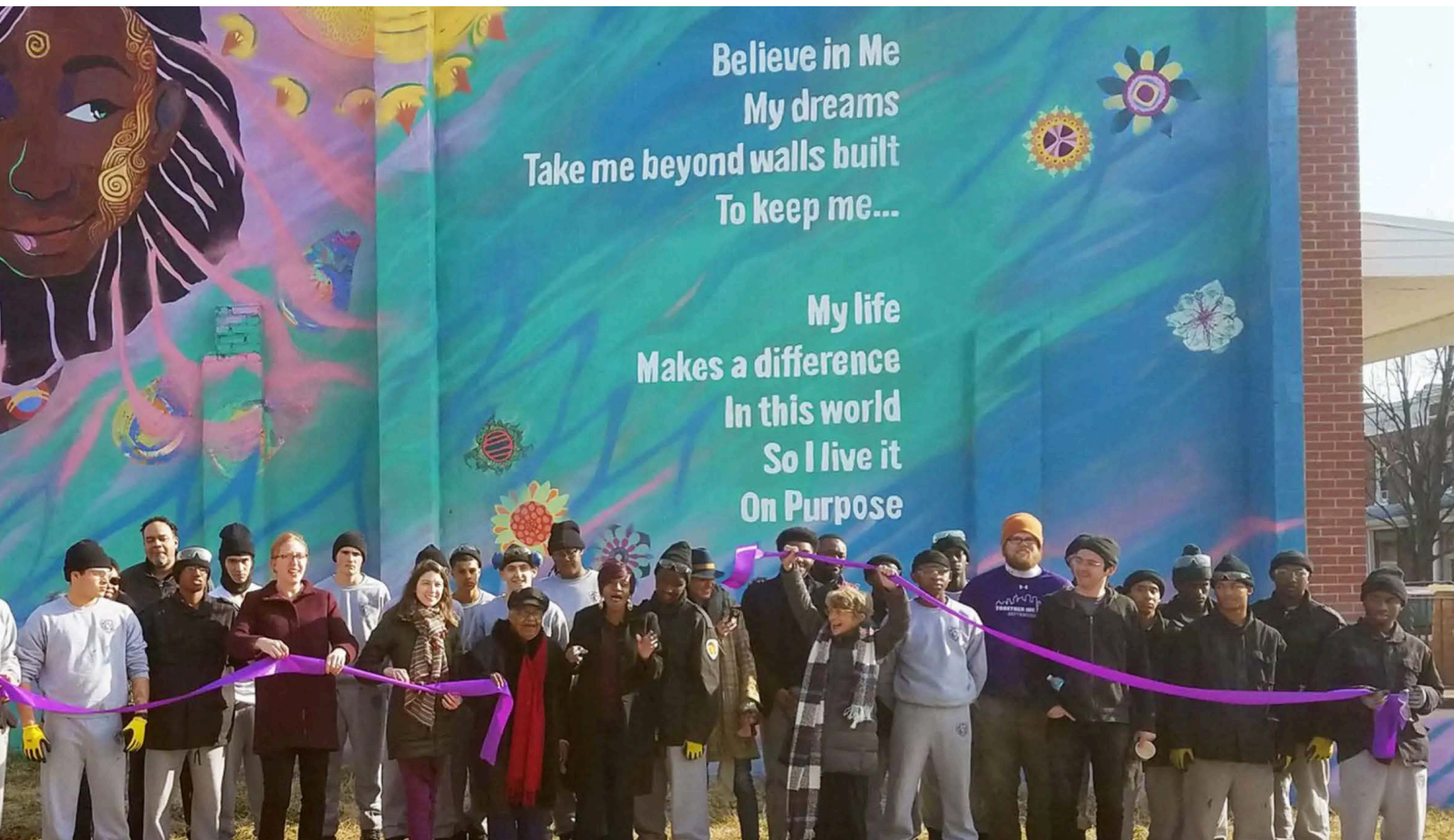
\$2,210 in donated professional services by architect Jimmy Leonard to develop the concept design plans that were used to secure a **\$50,000** bond bill.

The Future

NDC has partnered with Gwen Brown, a leader at BUILD, and Pauline Charles, the leader of the community association, to grow the network of partners around the park. Through the foundation of a park steering committee, we've increased investment from both municipal and foundation funders, such as the Parks and People Foundation. Since joining the

efforts in 2016, they have secured over \$300,000 in renovation funds to continue to build the park towards the community's long held vision. Phase one was completed in Summer 2019, including tree plantings, stormwater retention planters, professional landscaping, and high-quality seating. Phase Two will include updates to the play area, with new equipment.

As Darley Park continues to change and grow, NDC will continue to support the leadership of the community for the long term.





PROJECT NO. 3320

Glenridge Elementary School: Creating quality outdoor learning space through cross-sector collaboration

Along with other schools participating in the Treating and Teaching program, Glenridge Elementary has become a hub for environmental learning through a collaboration between county government, public schools, stormwater BMPs, and our own outdoor classroom designs.



The Challenge: Use outdoor spaces as an educational opportunity

With schools receiving funding for stormwater management infrastructure, we saw an opportunity to discuss the schools' landscape design as a whole. At Glenridge, we learned from staff how their outdoor courtyard was underutilized.

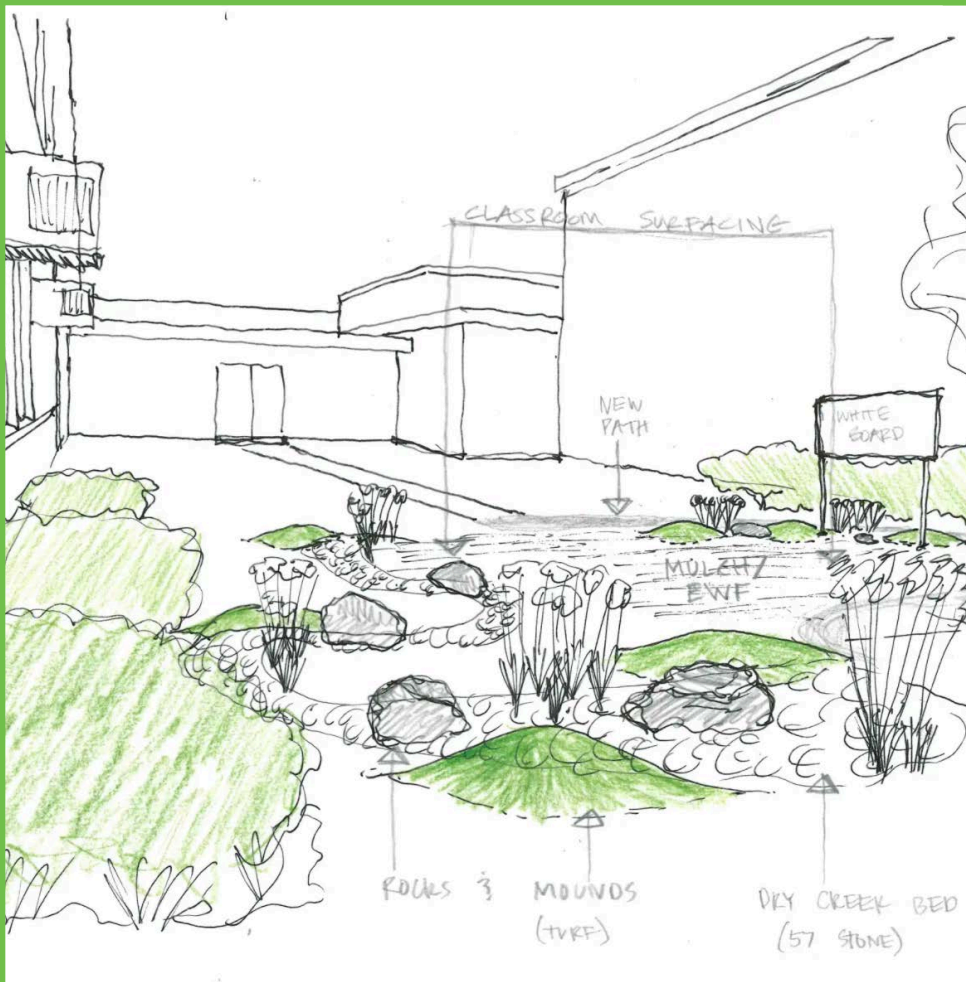
Without proper infrastructure, or the tools and skills to plan lessons in these spaces, teachers felt intimidated by outdoor learning, and building services did not have the capacity for additional landscaping or investment.

The Department of the Environment of Prince George's County held meetings to coordinate efforts. NDC contributed our design services to bring high-quality, creative and functional designs to outdoor classrooms.



BEFORE





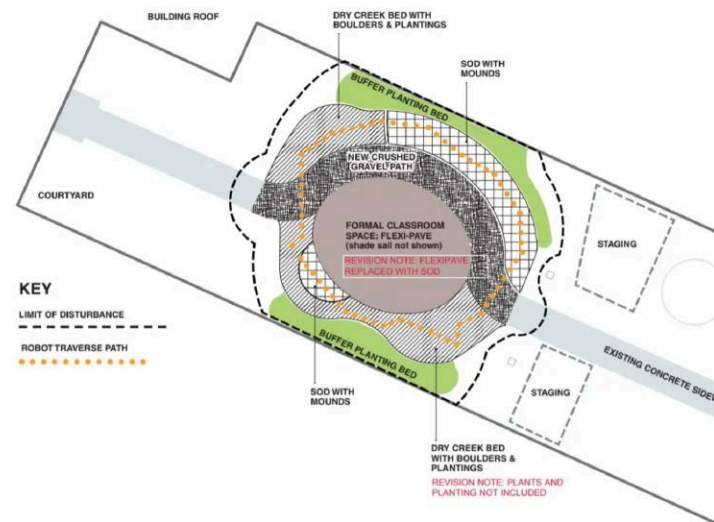
The Vision: Student-teacher dreams, actualized

Glenridge is home to an award-winning robotics program. Fifth and sixth grade students engage in the principles of STREAM (Science, Technology, Reading, Engineering, the Arts, and Mathematics) while **LEARNING TO PROGRAM AND CODE A ROBOT.**

A vision emerged to use textures of varied surface to create an obstacle course for the robotics students to test their creations.

“There is something very welcoming and inclusive about an oval-shaped space. [...] It’s more flexible, very comprehensible, accessible.”

— MARITA ROOS, NDC PROGRAMS DIRECTOR



AFTER

SHADE SAILS PROVIDE
SUN-SAFE LEARNING
ENVIRONMENT

NATIVE PLANTS
ENCOURAGE
BIODIVERSITY



MICRO
ECOSYSTEM
CAN AUGMENT
CURRICULUM

CONCRETE REPLACED
BY GRAVEL PATH
REDUCES RUNOFF

VARIED SURFACES ACT
AS A ROBOT COURSE

WE ALSO
WORKED WITH
THREE OTHER
SCHOOLS TO IM-
PROVE OUTDOOR
LEARNING
SPACES.

Key successes

2,889 STUDENTS ENGAGED

Since 2017, the Treating and Teaching program has worked with over 30 schools.

FOUR OUTDOOR LEARNING SPACES BUILT

NDC is proud to have designed four of the twelve outdoor classrooms built since 2017.

STEAM CURRICULUM CONNECTED TO OUTDOOR SPACE

By connecting the robotics program to the environment, possibilities for new sustainability curriculum abound.



Here are some of the highlights from FY19.

3,672nd

Project launched

BALTIMORE

1,139 hrs

**Donated by Baltimore
volunteer designers**

primarily through the Community
Design Works program

\$112,094

**Estimated market value
leveraged for community
partners**

PRINCE GEORGE'S COUNTY

329 hrs

**Donated by Prince George's
County volunteer designers**

\$31,302.50

**Estimated market value
leveraged for community
partners**

Here are FY19's Strategic Plan accomplishments.

In FY19, NDC focused on:

- expanding and enriching our offerings
- deepening our services and organizational culture
- securing resources to strengthen our platform
- telling the NDC story

Strategic Plan Accomplishments

NDC is expanding and improving our offerings.

NDC's classic **COMMUNITY DESIGN WORKS** program continues apace, and we have added complimentary capacity building services through the new **PLACE MATTERS** program. We have also increased fee-for-service offerings, and grown our school-based greening activities through **ARBOR DAY EVERY DAY** and **TREATING AND TEACHING** partnerships in Prince George's County.

With a goal of developing additional design/build and implementation services, NDC was pleased to secure a highly competitive **NEA OUR TOWN GRANT** for **\$150,000** to fund **SIGNAL STATION NORTH**, a strategic lighting initiative spanning FY20 and FY21. This significant level of funding has been granted to less than 10% of projects previously funded under this grant, and allows NDC the opportunity to partner with several of Baltimore's internationally renowned lighting and design experts, on a locally focused project.

Transit planning and investment are in high focus. In Prince George's County, NDC is partnering with communities around pending development surrounding the **PURPLE LINE**. In Baltimore, NDC is leading a **TRANSIT CHOICES NORTH AVE TOD WORKING GROUP** with Councilman Pinkett to target increased investment along North Ave.

Additionally, NDC is being tapped for more planning projects. In Baltimore, NDC has been awarded a **COMMUNITY CATALYST GRANT** from Baltimore DHCD and will be working on a planning project with Forrest Park communities.



Strategic Plan Accomplishments

NDC continues to strengthen our resources and systems to be operationally effective.

We have engaged a technology consultant and continued tech investment in staff computers and software. We've researched and created a **PLAN TO UPGRADE VOLUNTEER MANAGEMENT AND DONOR MANAGEMENT PLATFORM.**

Financial administration processes created in FY18 continue to be refined, and provide streamlined, efficient internal systems. Staffing plans are in effect and board recruitment processes has been standardized.

NDC invests in planning for the future.

In order to ensure a stable platform to continue to grow and deepen NDC's mission based work, the organization has undertaken a **GROWTH CAPACITY ANALYSIS, FUNDING PLAN AND DEVELOPMENT PLAN** to focus and strengthen efforts in coming years on both earned and raised revenue.



Strategic Plan Accomplishments

NDC is building a culture of growth, creativity and equity.

In FY19, NDC continued investing in anti-racism and design for equity trainings for staff. Staff have been active in notable equity initiatives including the competitive the **MARYLAND EQUITY AND INCLUSION LEADERSHIP PROGRAM** at the University of Maryland, and serving on the **CHESAPEAKE BAY TRUST DIVERSITY WORKING GROUP**.

We continue to invest in young designers by partnering and hosting Americorps VISTAs, University of Maryland Community Planning interns, a MICA Social Design Fellow, and a University of Baltimore Fellow.

We continue to add experienced and talented staff to our team and broaden the range of staff expertise. NDC supports staff-driven professional development with funding for conference attendance, training and certifications, collaborative annual work planning, and monthly co-learning sessions. NDC has authored the **BLUEPRINT**, and uses this guidebook on co-design engagement methodology as the framework for staff, board, volunteers and community partners to collaborate.



Strategic Plan Accomplishments

Telling the NDC story and sharing our impact.

This year, **BLOOMBERG PHILANTHROPIES** invested in NDC's efforts to share our impact, via support through the **DEVOS ARTS INTEGRATION MANAGEMENT (AIM) PROGRAM**. AIM provides training and funds to improve NDC's outreach efforts via development of marketing implementation plan and moving forward branding and marketing recommendations. This year, we kicked off website redesign with **POST TYPOGRAPHY**, as well as development of branded promotional materials, workshop tools and case studies.

NDC staff presented our work and research at a number of conferences, including: the EDRA 50th Anniversary Conference in Brooklyn, the Internet Freedom Festival in Valencia Spain, Walk Bike Places in New Orleans, the Gehl Institute conference in Detroit, the national Creative Placemaking Leadership Summit in College Park, the Watershed Forum in West Virginia, and the inaugural Bloomberg American Health Summit in Washington DC.



the Neighborhood DesignCenter

Is a pioneer in community design, working directly with residents to forge unlikely alliances and redirect resources to underserved areas.

[Learn More About NDC and Our Impact Over 50 Years](#)



the Neighborhood DesignCenter

uses design as a tool for equity, creating high-quality public spaces that make communities safer and people happier.

[Why Does Place Matter?](#)



NDC Journal [VIEW ALL](#)

See the latest ideas, projects, and people that are building better communities in Maryland and beyond.

PROJECTS 05-20-19

Spring Dreaming at Duncan Street Miracle Garden

NEWS 05-03-19

Arch Social Club wins Partners in Preservation Funding

NEWS 05-11-19

Riverdale Park Field of Dreams Community Visioning Workshop

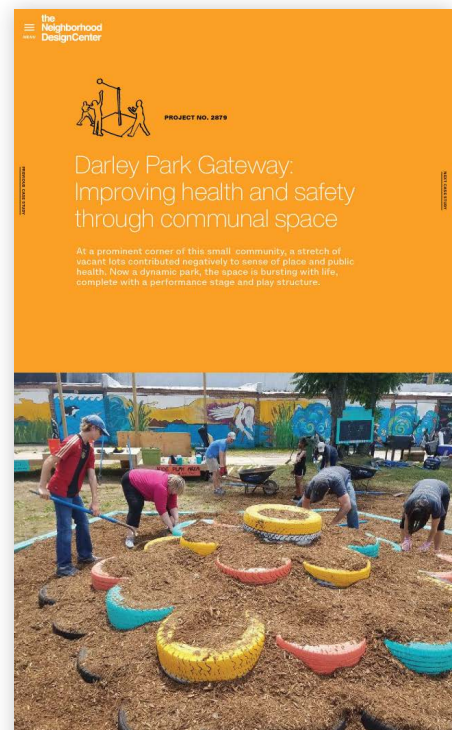
Volunteer Opportunities [VIEW ALL](#)

Designer for Cat Café

BALTIMORE

Architect for Mobile Museum

PRINCE GEORGE'S COUNTY



What we did

Environmental design
Research and strategy
Workshop facilitation
Grant proposals
Landscape design
Site plan development

Partners

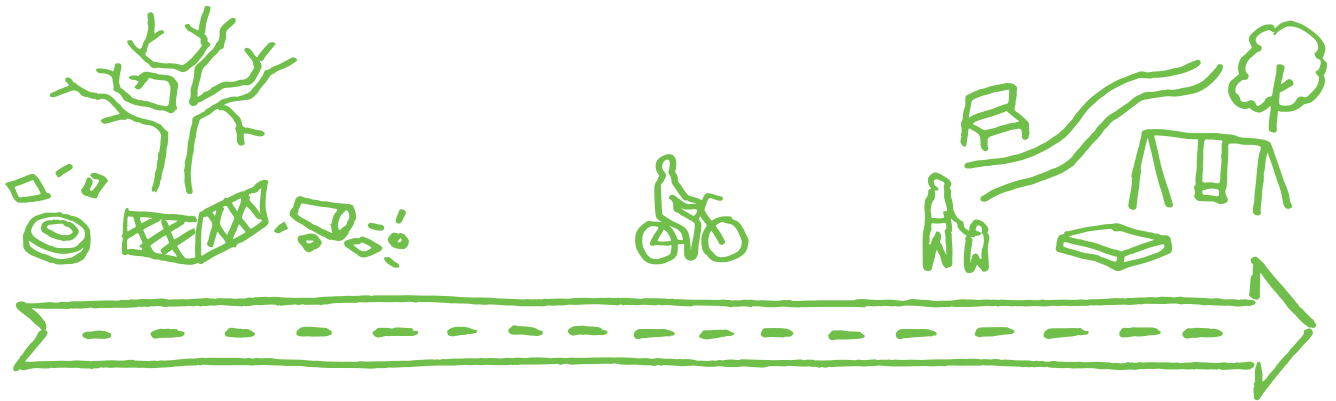
Positive Change and Darley Park
Steering Committee
The 6th Street
BUILD
MDC
Landscape Design

Supporters

Parks and People Foundation
Watershed Partnership
Baltimore Office of Promotion and the Arts
Landscape Design
Site plan development



What's
Next



As we look ahead to FY20,
we see **challenges** and
opportunities on the horizon.

①

NDC will continue to strengthen our platform with resources that give the organization the foundation to grow and improve.

②

We will provide excellent, equity-focused design services while innovating on service delivery and engagement methodology.

③

We will diversify project and funding partners, to include a bigger range of supporters, volunteers, implementers and leaders and help to grow the ‘NDC Family’.

④

We will raise our profile by sharing NDC’s values, methodology, approach, and impacts to wider audiences.

⑤

And to be impactful as a partner organization, workplace and force for equity in our communities, we will hold ourselves accountable to the work of being an anti-racist, just and inclusive organization, as we pursue the vision of thriving communities by design.



**Thank
you!**



the Neighborhood DesignCenter

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