

END

new in town



Phoenix has a new concept in urban gardening. DIG IT urban gardens and nursery opened recently on 16th Street—part urban garden, part community space, part artisan hub. The concept is fun, a little bit funky, and completely homegrown.

When Baker's Nursery closed in 2014 after more than 45 years in the Valley, residents felt the void. Two Arizona natives, Tim Bishop and Ryan Jerrell, thought it was the perfect opportunity to turn their love for plants into a business that could also give back to the local community.

Community Roots

Bishop, a lifelong Phoenix resident and landscape designer, and business partner Jerrell from Mesa, were both plenty passionate about plants. They conceived a unique idea to create a centrally located neighborhood hangout that combined quality organic plants and practical knowledge with a hub for art and food events.

To get the project off the ground, they turned to that very community for help. A GoFundMe.com campaign raised \$150,000 for the concept. They broke ground in August and in just a few short months, transformed the space on 16th Street into a 22,000-square-foot boutique nursery.



DIG IT

Cool plants for cool people

BY SUSAN LANIER-GRAHAM

Locally Sourced Plants and More

DIG IT focuses on offering high quality products, from unique types of cacti and succulents to a full line of vegetable garden starts and fruit trees. DIG IT grows as much as possible on its five-acre farm in south Phoenix.

"With our combined passion and love for plants," explains Bishop, "we had a vision to create a business to promote green, healthy living. We want to share our knowledge with others so that they can achieve their garden goals at home."

Bishop explained that DIG IT hopes to be an epicenter of knowledge and innovation. The inspiring environment—think plants draped on suitcases, air plants growing out of margarita glasses, and secondhand furniture as display cases—will hopefully showcase ways customers can use plants they haven't previously considered.

DIG IT wants to also keep everything environmentally friendly. Packaging is recycled, biodegradable, compostable, or at least a more eco-friendly option than you might find in one of the big box stores. In addition to plants, you can pick up pottery, trellises and garden art supplied by local artisans.

Event Hub

In addition to the plants, DIG IT hopes to become a neighborhood hangout. Bishop and Jerrell plan to host gardening seminars, art events, and even serve as a foodie venue. With a plant-savvy staff that offers impeccable customer service, along with the hip space, DIG IT hopes to become a central hub for the neighborhood.

Jerrell envisions a bright future. "We hope this space inspires a new generation of plant-lovers."

DIG IT urban gardens and nursery is open 7 a.m.-5:30 p.m. daily at 3015 N. 16th St., Phoenix; www.digphx.com.