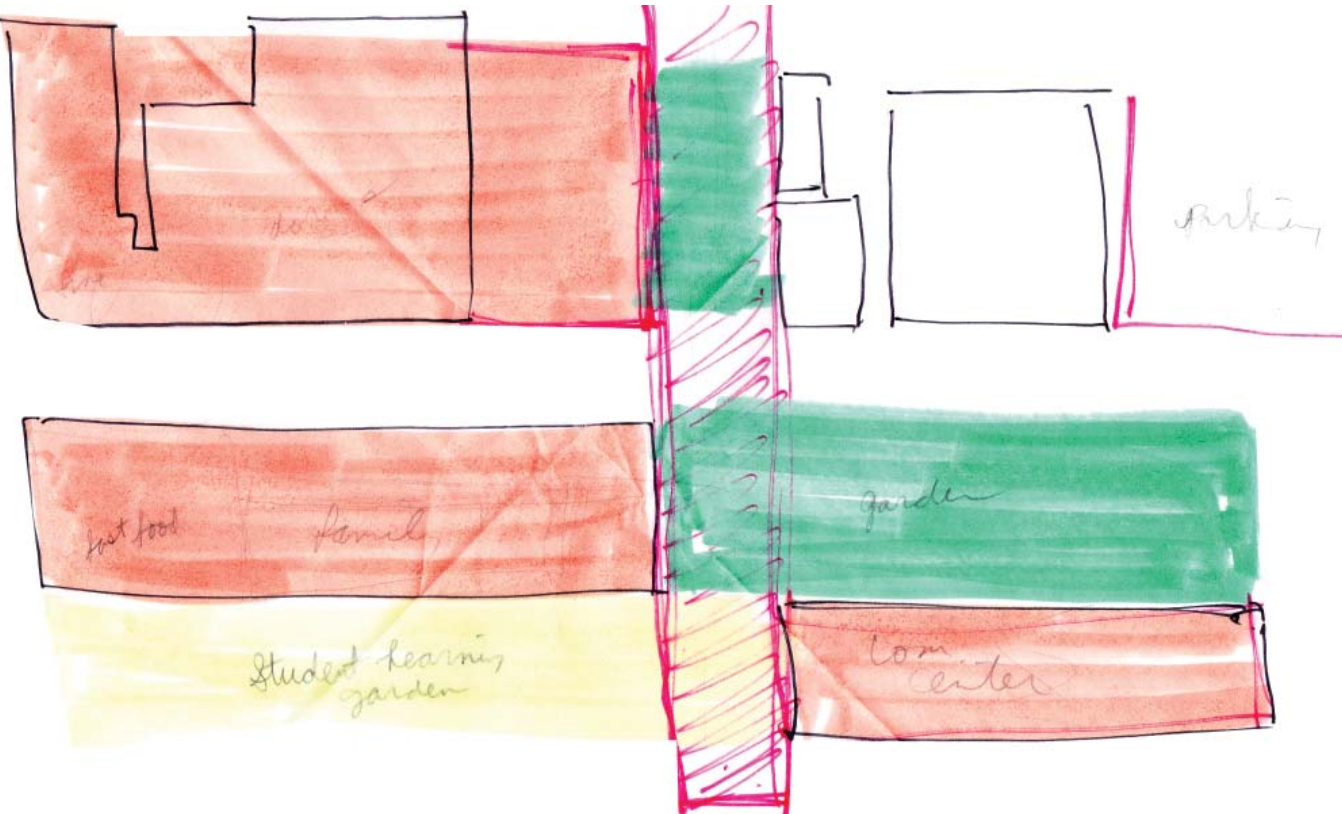


urban harvest

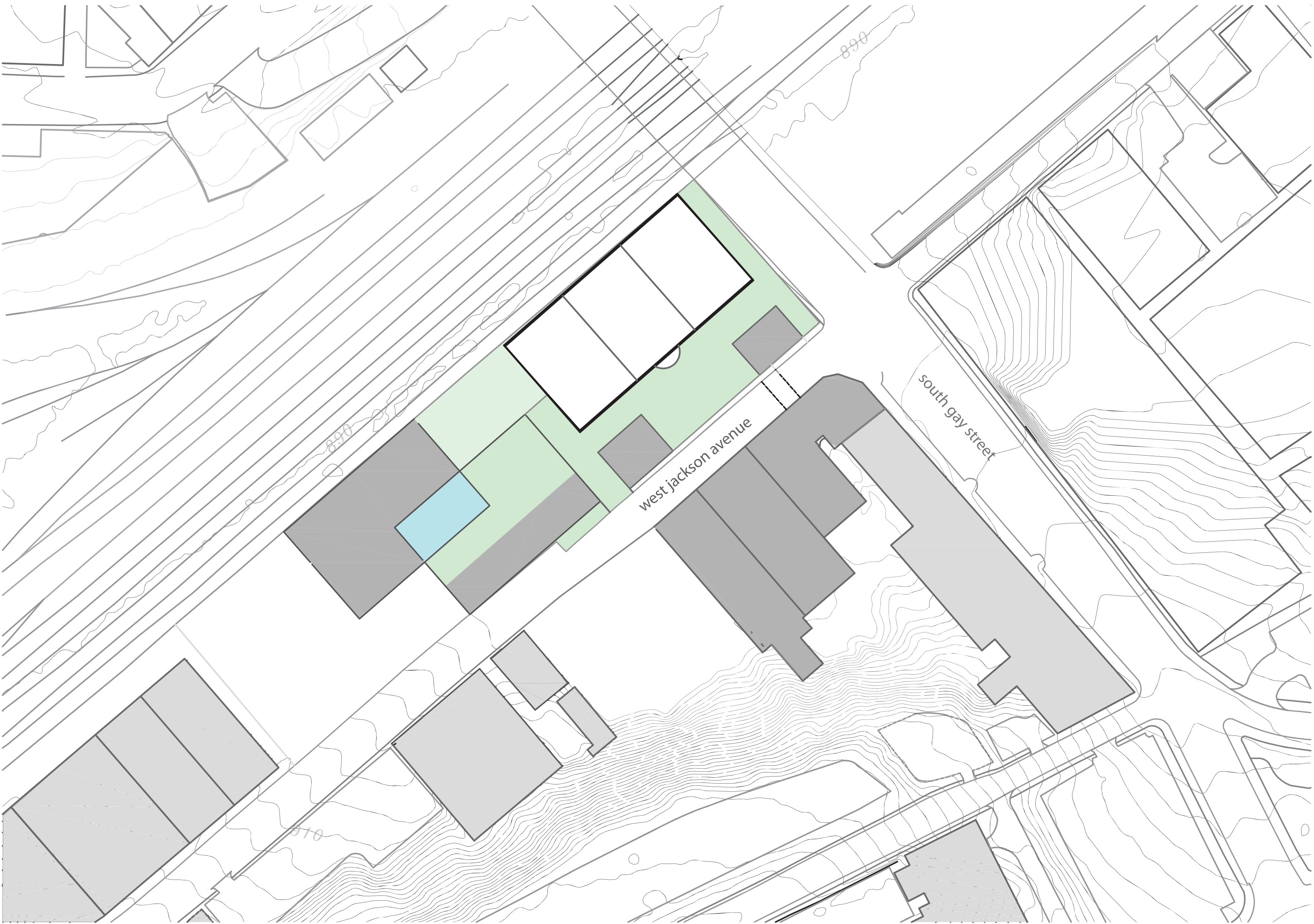
turn over a new leaf



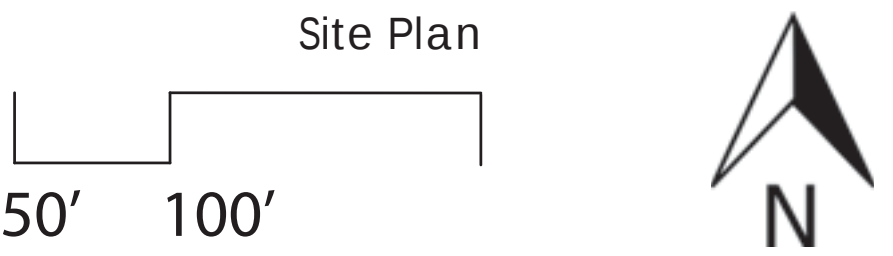
Massing & Connection Process Diagram



Concept Collage



Whitney Christian - Natalie Garner - Katie Mitchell
ID 472/Arch 490 - Spring 2011 - David Matthews - Scott Wall



Concept:
Our site is located on the corner of Jackson Avenue and Gay Street. The program contains a SEED school, fast food restaurant, family style restaurant, fine dining restaurant, regional foods market, and a community center, which all play an active part in creating a healthier lifestyle for the community. Urban Harvest, our regional food market, is the area we chose to focus on. Our primary ideas for Urban Harvest is to create a unique shopping experience by incorporating local farmers and customers into its design, while also keeping with the structural integrity of a grocery store. The design of the market is simple, allowing the products to be a sensory showcase. A riot of color greets the consumer as they enter the market, while tempting smells from the teaching station and bakery waft through the building, leading them further into the store. The sounds of cooking and activity become the backdrop for the shopping experience. The produce section is designed to allow for change depending upon seasonal fruits and vegetables, while the rest of the market is more permanent. The produce sections along with the floral contain live plants, some

grown on-site and others from local farms, allowing the market to also function as a teaching environment. A teaching station is located next to the produce area to allow for the community to actively participate in learning how to eat healthy and prepare local foods. Recipes will be changed based on seasonal produce, educating people on eating healthy throughout the year. The site also houses several gardening spaces for the students of the SEED school, and spaces where the community can get involved in the growing process. Some of the garden spaces, found in front around the building, will grow fruits and vegetables that will be used in the restaurants along with being sold in the market. Fresh flowers and herbs will also be grown and be utilized by the flower shop and sold to the community. Ultimately Urban Harvest creates a unique shopping experience by allowing the customer to be educated while shopping. The overall experience within the market will appeal to all senses allowing the customer to leave with the knowledge and power to live a healthier happier lifestyle for themselves as well as educating their friends and family.

