

VERTICAL FARM

S.W.O.T



STRENGTHS

- Utility Alignment (northern elevation)
- Social Aspect of “Porch”
- “Ribbon” Roof
- Mix of Traditional & Non-Traditional Farming

WEAKNESS

- Solar Access
- Bathroom / Support Elements
- Distribution / Shipping Elements
- “Cargo Container” Aesthetic
- Too Rigid?

OPPORTUNITIES

- Reuse of Existing Bowstring Trusses
- “Cargo Container” Aesthetic
- Existing Structure / Element Re-use
- Elevators / Circulation
- Food Lion Partnership

THREATS

- Link to Food Lion
- Linking across street

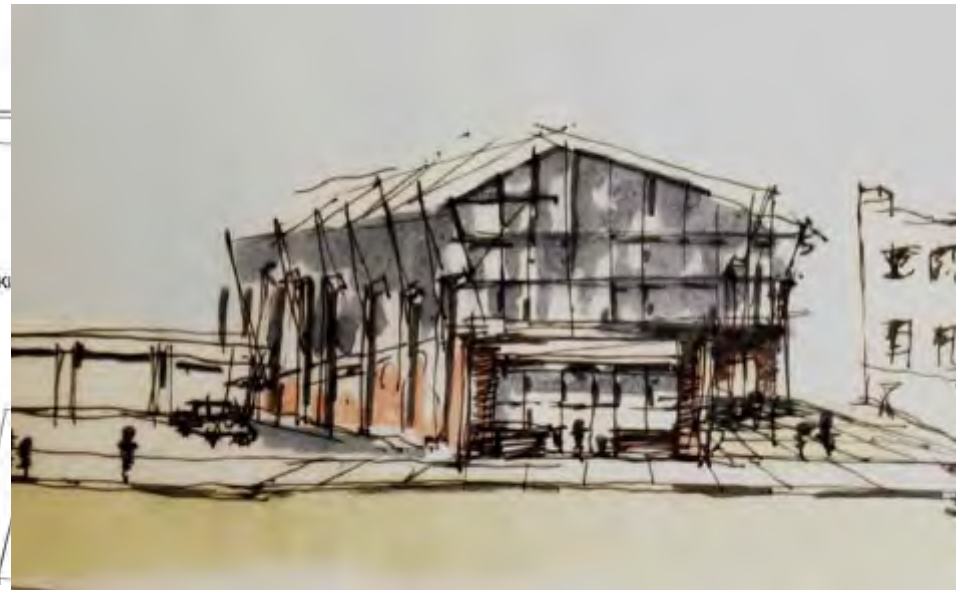
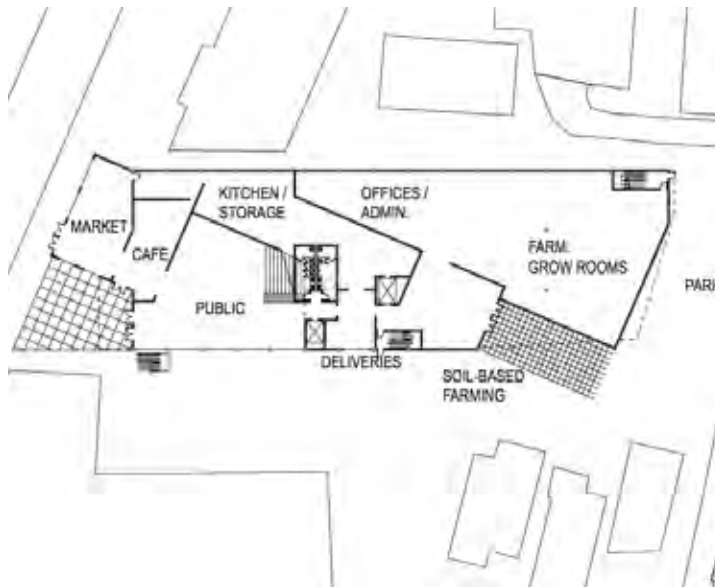


STRENGTH

A very warm political/local community supporting overall project strategy

Program of production allows for proper natural lighting

Form and aesthetic would not be opposed by the surrounding community



WEAKNESS

Bring the farmers market to the front to draw in the community from the main street

Need better parking situation

The amount of truck circulation in the back needs to worked out with docking (delivery/ receive)

Program isn't providing enough for the farming aspect

OPPORTUNITY

Use kitchen as an educational element

Provide jobs and educational experience for surrounding community

Bring non-profit organizations together to run building

Range of options for business models (for profit, non-profit, public/private partnership)

Use the senior center for energy and water (solar panels / water run-off)

Drawing connection with Food Lion (shared parking, outparcel expansion)

THREAT

Large, contemporary structure will bring more pedestrian and vehicle traffic, which could be an attack on the local community

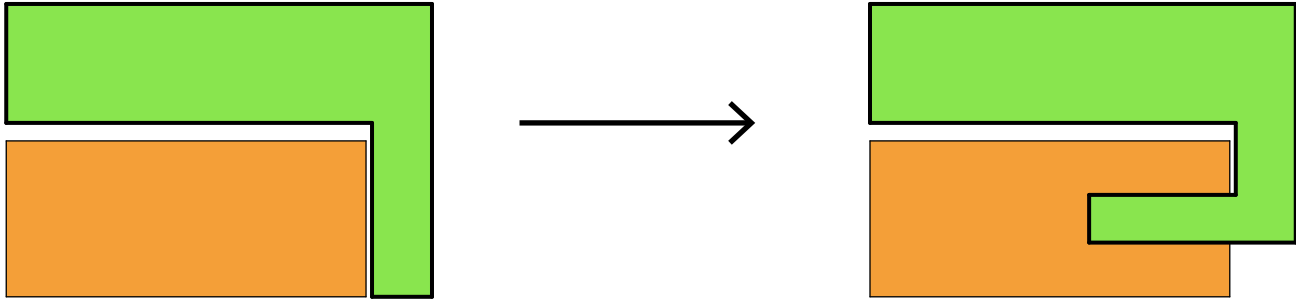
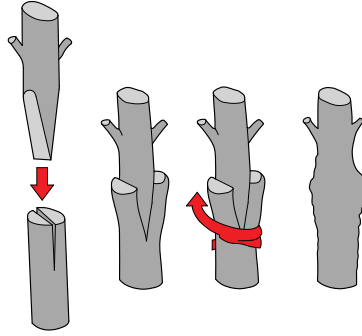
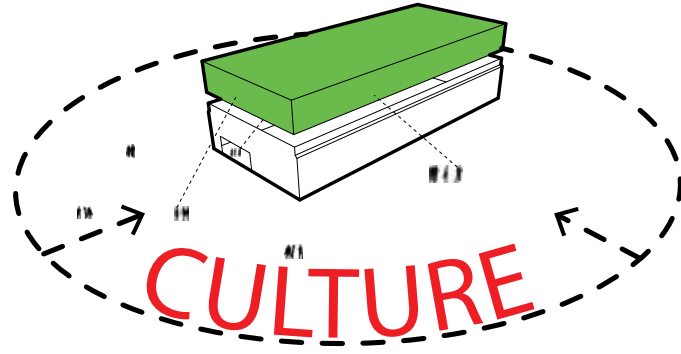
“Foreign” industry to the urban community

This heavy traffic could have a negative effect on the attitudes of the senior center

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Strengths

concept driven by optimizing growth

structural system: easy to expand (or contract in the initial stages)

south facade is successful with the farming and ventilation

Weaknesses

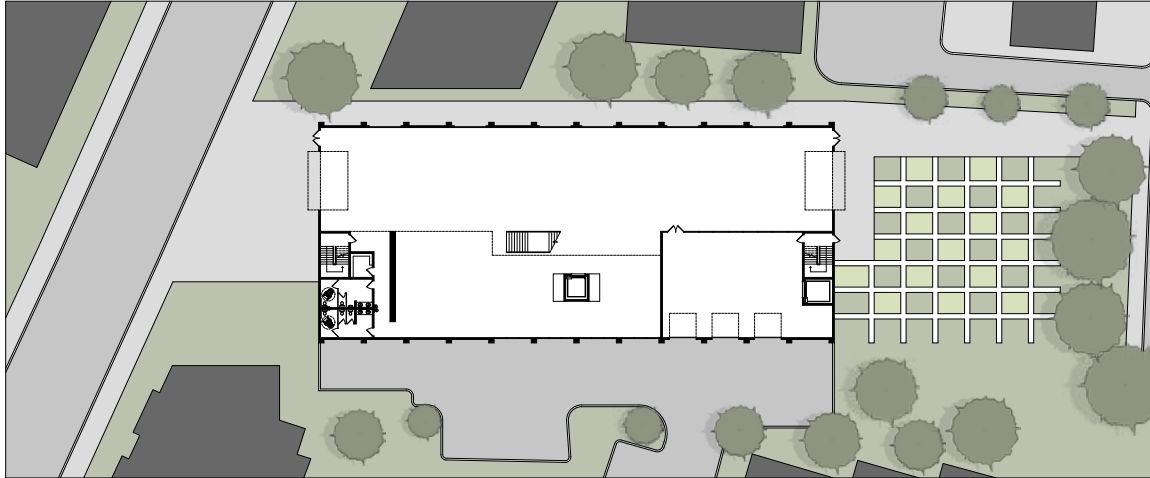
pedestrian walkway on the north facade

air lock will be a big component of the building system and this

has not been considered

scale of the community integration

Ground Floor Plan



Opportunities

idea of moving the garden to King Street could help community integration and free up some space for parking on site
viewing the concept as an expandable system
emphasizing the graft by respecting the existing structure
integrating classrooms on the 3rd floor to further the educational emphasis

Challenges

will the initial implementation fo the green wall affect the impression of the community?

finding a balance between cars and pedestrians [on site parking]

manage the scale of the building

a suggested strategy:

make the initial implementation of the new structural system by pushing the new structure back several bays:

- optimizes southern exposure
- more relatable scale to the community
- sign of respect of the existing context
- allows for expansion in the future
- reinforces the grafting concept

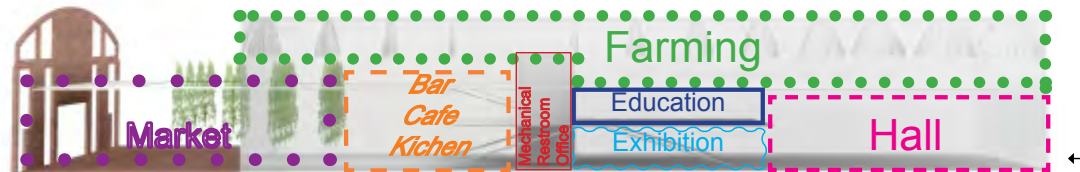
STRENGTHS

- Columns are a powerful framework
- Poetic Metaphor



WEAKNESSES

- Lateral Support
- Space Arrangement
- Formal to Informal movement seems backwards
- how the plants inside are arranged and getting sunlight.
- the building may be symmetrical, but the effects on the space are not.



OPPORTUNITIES

- porch aspect, engaging the community on the front instead of the back



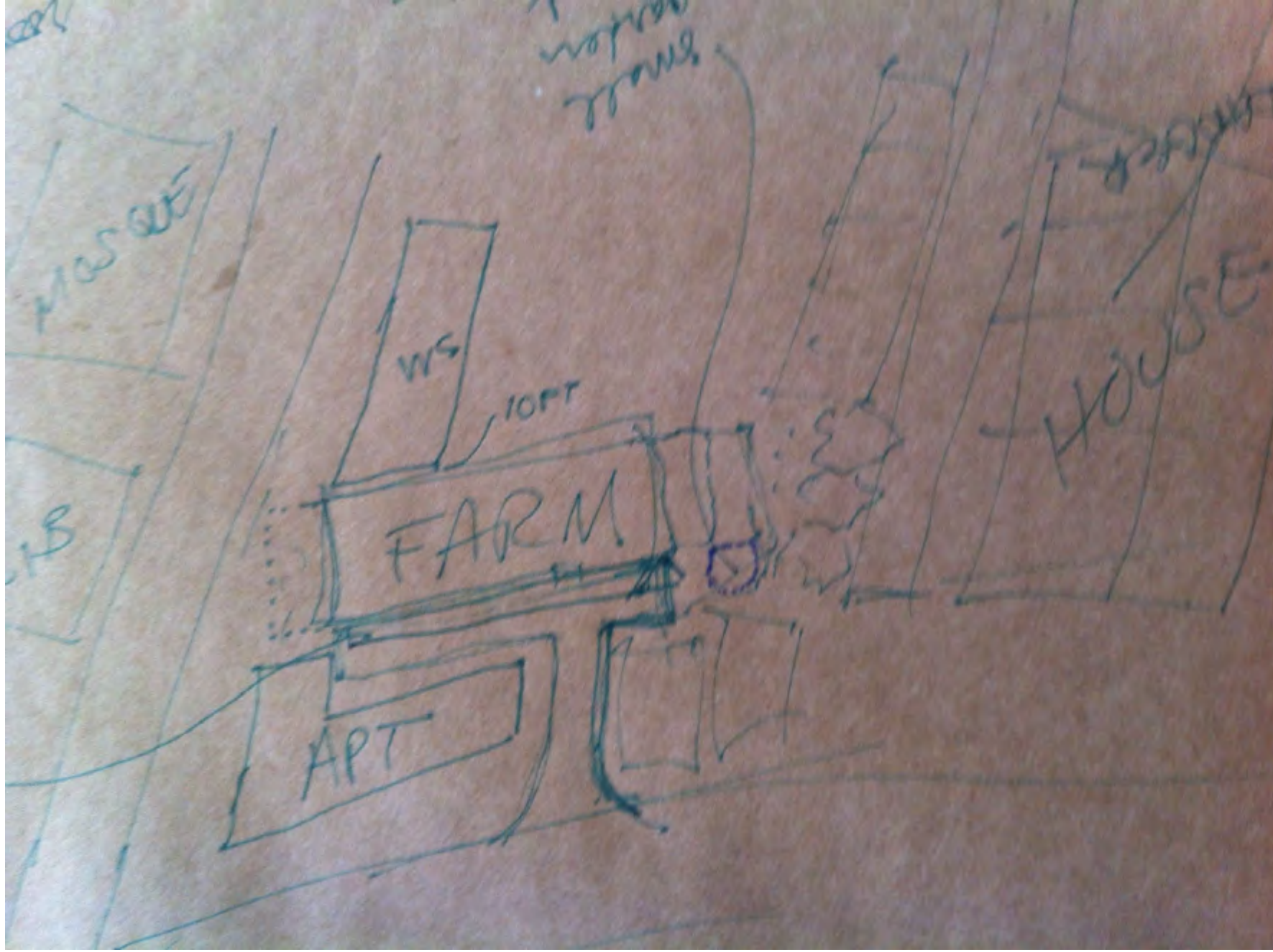
THREATS

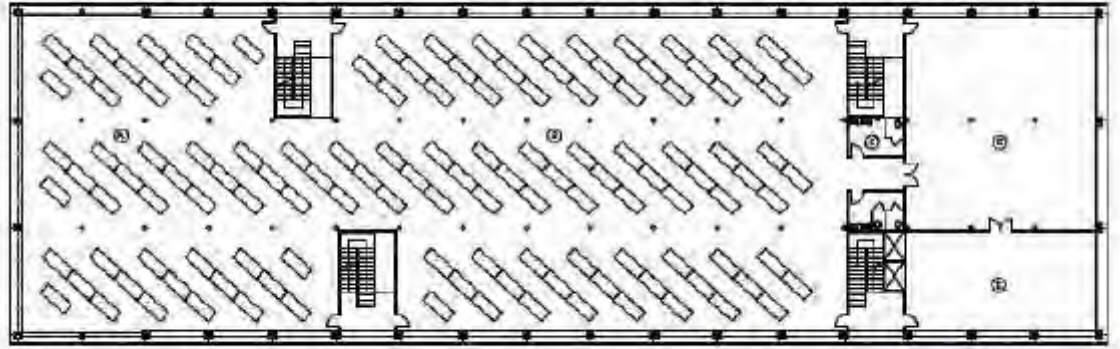
- alienation of the community and the program itself.
- columns could become a threat in themselves



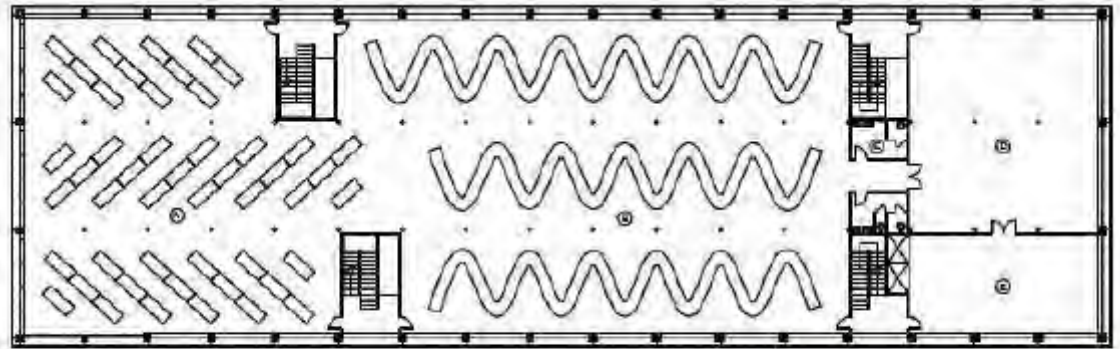


LOCAL ROOTS



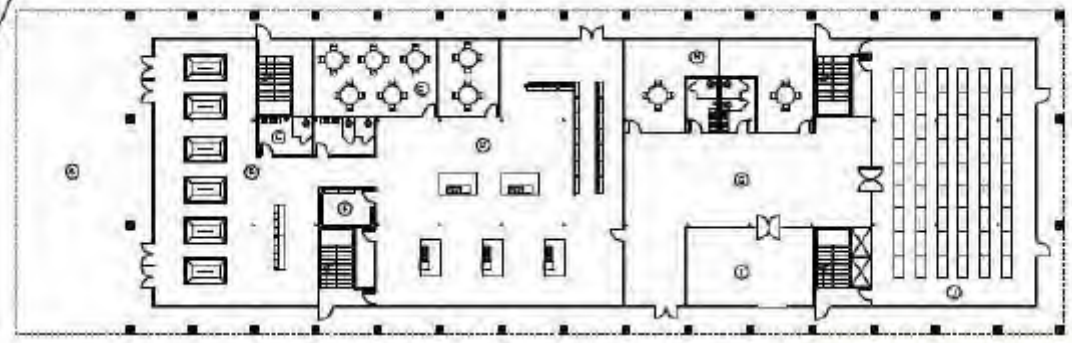


THIRD FLOOR PLAN



SECOND FLOOR PLAN

- A. INTERIOR SPACE
- B. AERATION
- C. DISTRIBUTION
- D. MANUFACTURING AREA



GROUND FLOOR PLAN

- A. OFFICE/RECEPTION AREA
- B. KITCHEN/CAFETERIA
- C. DISTRIBUTION
- D. STORAGE AREA
- E. STORAGE AREA
- F. LOADING DOCK
- G. EDUCATION AREA/CLASSROOM
- H. RECEPTION AREA

STRENGTH:

- Transparency on ground floor is open and receiving to the public.
- First Floor has a strong layout that engages the community
- Colonnades create public paths and connects the dangerous neighborhood
- Cantilever on building is inviting and references the popularity of Charleston piazza.
- The design of the building creates community involvement and dissipates the danger in the neighborhood.

WEAKNESSES:

- Monocrop limits what is provided to the wholesale market.
- Transportation becomes an issue
- Relocate the stairs so they dont block the kitchen
- Copper screen is cold looking

OPPORTUNITIES:

- Opens up residential streets and houses to give them more access to the rest of the community with leads to exposure and learning.
- Engage the neighbourhood rather than isolate them.
- Community garden to educate the community on their history; could be a childrens' garden.
- Make it magical, personalize...make it a soulfood garden
- Continue transparency through digital medium

THREATS:

- Contamination of seed germination area.

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STRENGTHS

- Size/Mobility of Container within Volume
- Sterile Environment
- Community Market
- Potential Expansion
- Use of Existing Structure



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WEAKNESSES

- Expense
- Production - Size
- Mobility (within and without)
 - Inside - Crane
 - Outside – Transit
- Sustainable Energy Use
 - Water
 - Wind
 - Solar



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OPPORTUNITY

- Direct Connection/Extension – Marketing Branding
- Potential Sustainable Energy
- Below Grade H2O

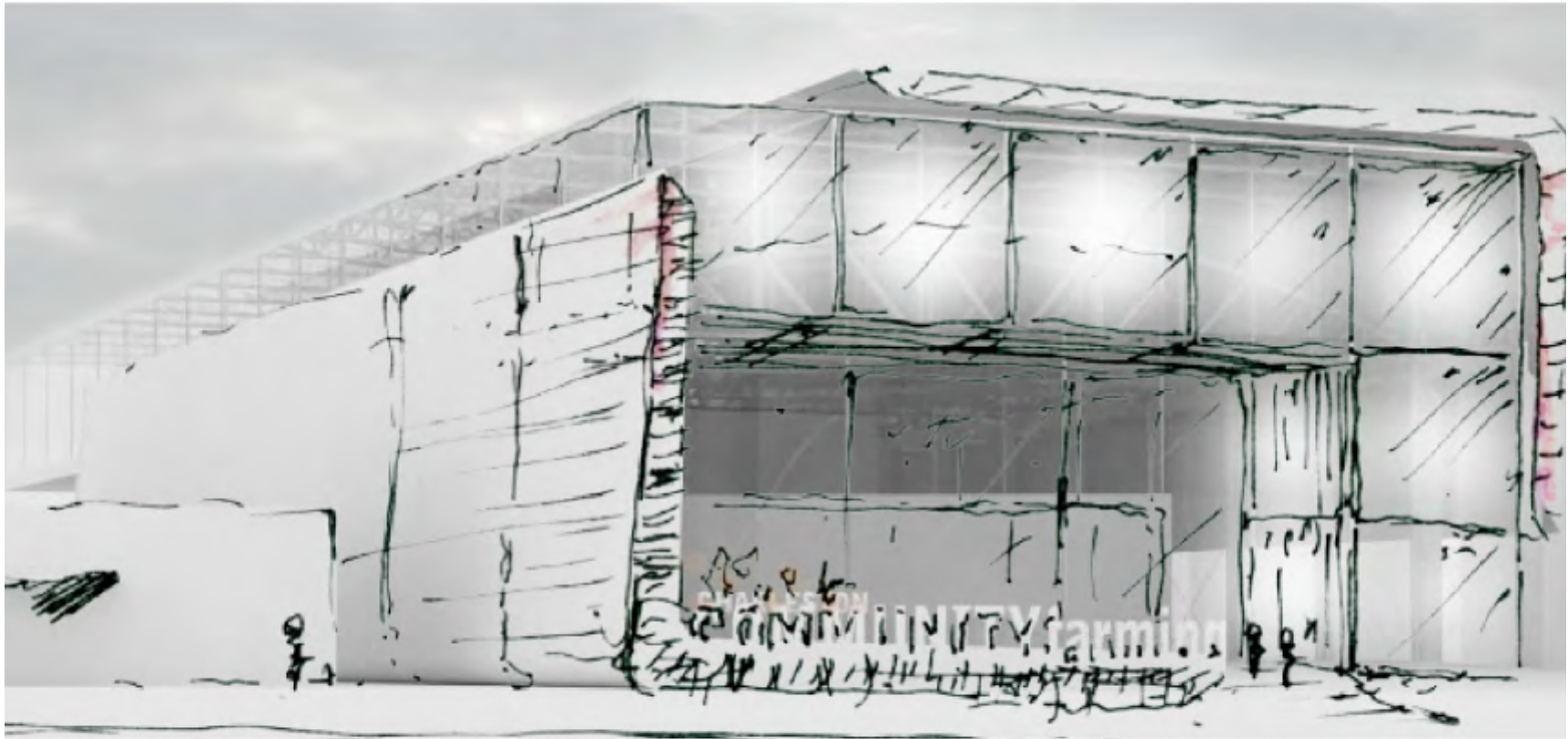


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THREATS

- Pre-Conception
- Truck Traffic in Community (Review Scale)
- Economic Scale







Over view

- Maintain existing building structure
- Garden at entrance
- High yield production
- Daily market, farmers market, café
- Conveyor belt system

Strengths

- Use of natural light
- Maintain overall existing form
- Engages the community with garden
- High amount of yield
- Multi-use program

Weaknesses

- Layout of ground floor plan
- Lacking appropriate space for projected high yield production
- North side Fragments continuity for future growth
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Opportunities

- Integrate artwork to exterior of south side
- Integrate living wall on north side
- Outdoor dining area on the rear
- Future garden space in existing parking lot

Threats

- Security
- BAR
- Amount of energy needed to run conveyor belt system