The project has the following objectives:

**Informed Sustainable Urbanism:** A major goal is to define the key distinctions between urban agriculture and its rural counterpart; design, aesthetics, spatial efficiencies and function, innovative growing techniques for sub-acre plots, and the integration of food production into urban form and social fabric.
A New Visual and Spatial Vocabulary for sustainable urban agriculture embedded within walkable urbanism—in contrast to current models influenced by perceptions of urban agriculture as a temporary land use for vacant land. Support changing attitudes towards urban food production by illustrating the impact of design on neighborhood systems and the built environment. The PMG plan addresses spatial, functional and aesthetic form – shifting urban agriculture practices from rural sensibilities and methods towards an urban-appropriate productive garden model.
Civic Space for Community Engagement: Civic Space and aesthetics are designed into PMG in ways to facilitate community engagement. Construction of the PMG provides a focal point, gathering spaces and place identity to the neighborhood. As an integral part of the established Penrose Village development, and ongoing partnership with the ACC social programs, the Penrose Market Garden will provide sustainable community engagement.
A Viable Market Garden demonstration project: Financially viable and replicable demonstration of the Small Plot Intensive SPIN-Farming business model that has been documented to generate $68,000 and more per ½ acre.

2015 Kresge Innovative Projects: Detroit
• Penrose Market Garden and Nutrition Program
Build and Support Fair Food Systems: Provide affordable, convenient access to fresh produce for neighborhood residents and a fair market income for entrepreneurial market gardeners. Utilize SNAP Bridge Card and Double-Up Food Bucks at the Penrose Market Garden beginning 2016. Market Garden and Farmhouse facilities will work in tandem with ACC nutrition and food preparation programs and the ACC planned food pantry.