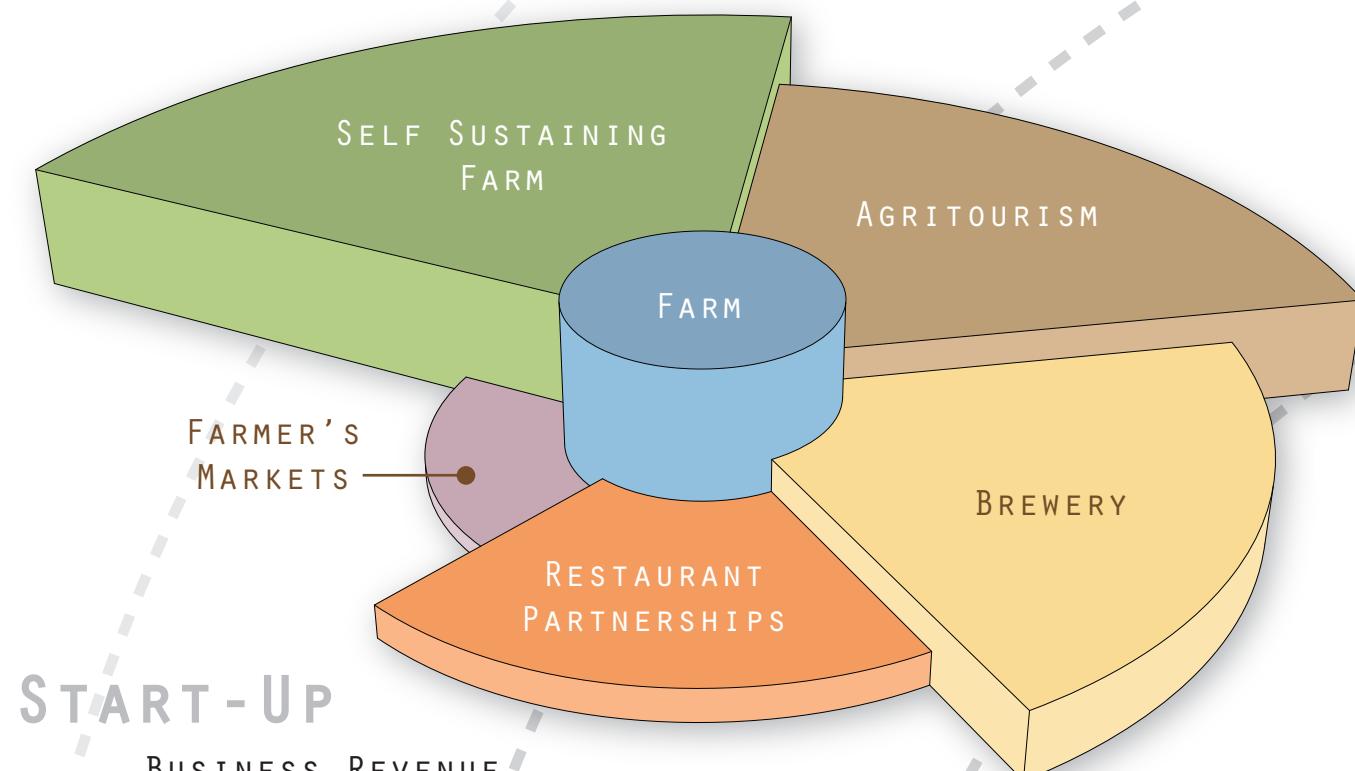


FLOCKTOWN FARMS: FLEXIBLE BUSINESS STRATEGY



START-UP

BUSINESS REVENUE
DISTRIBUTION HIERARCHY
(FIRST 5 YEARS)

HACKETTSTOWN

BEATYESTOWN

FLOCKTOWN
FARM

SCHOOLEYS
MOUNTAIN

WASHINGTON
TOWNSHIP

MANSFIELD
TOWNSHIP

5 MILES

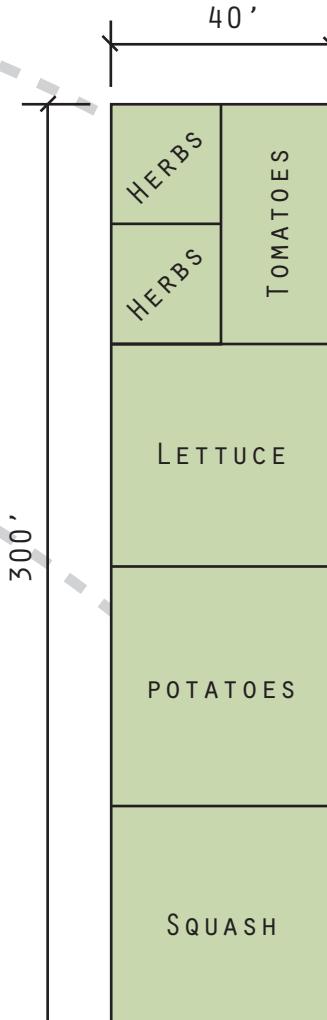
4 MILES

3 MILES

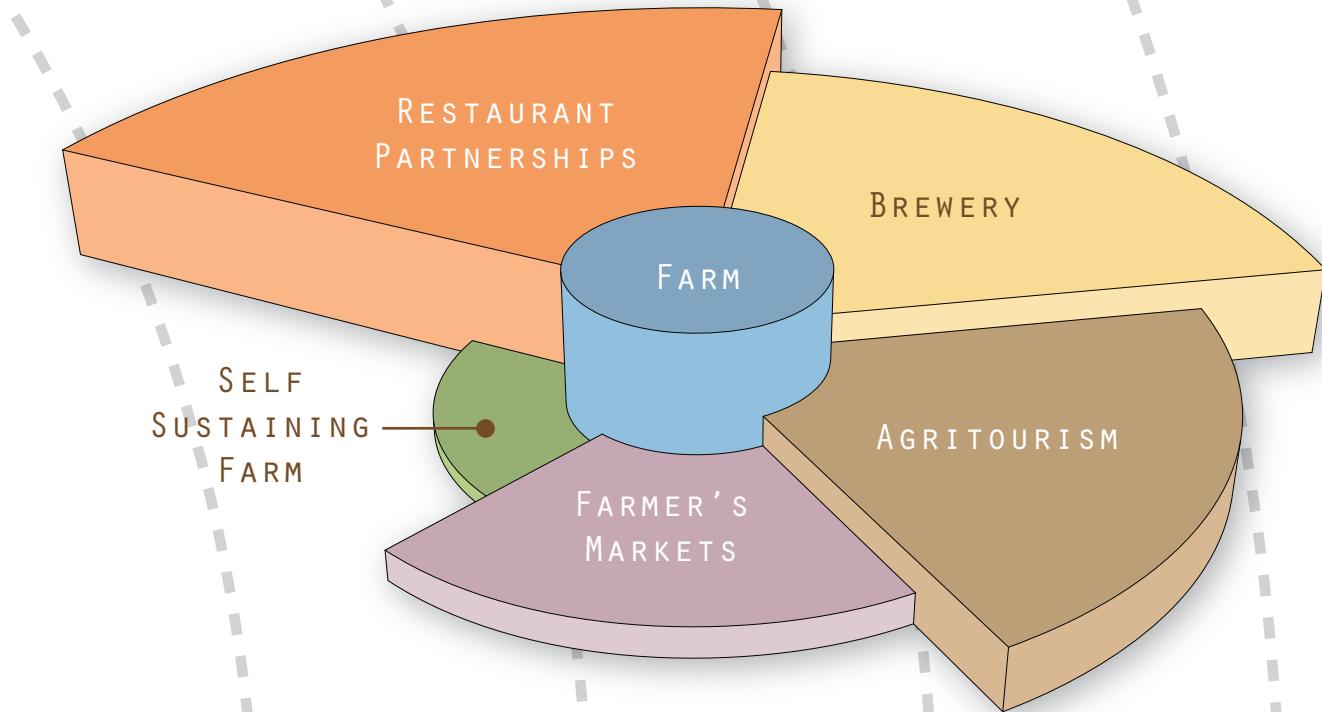
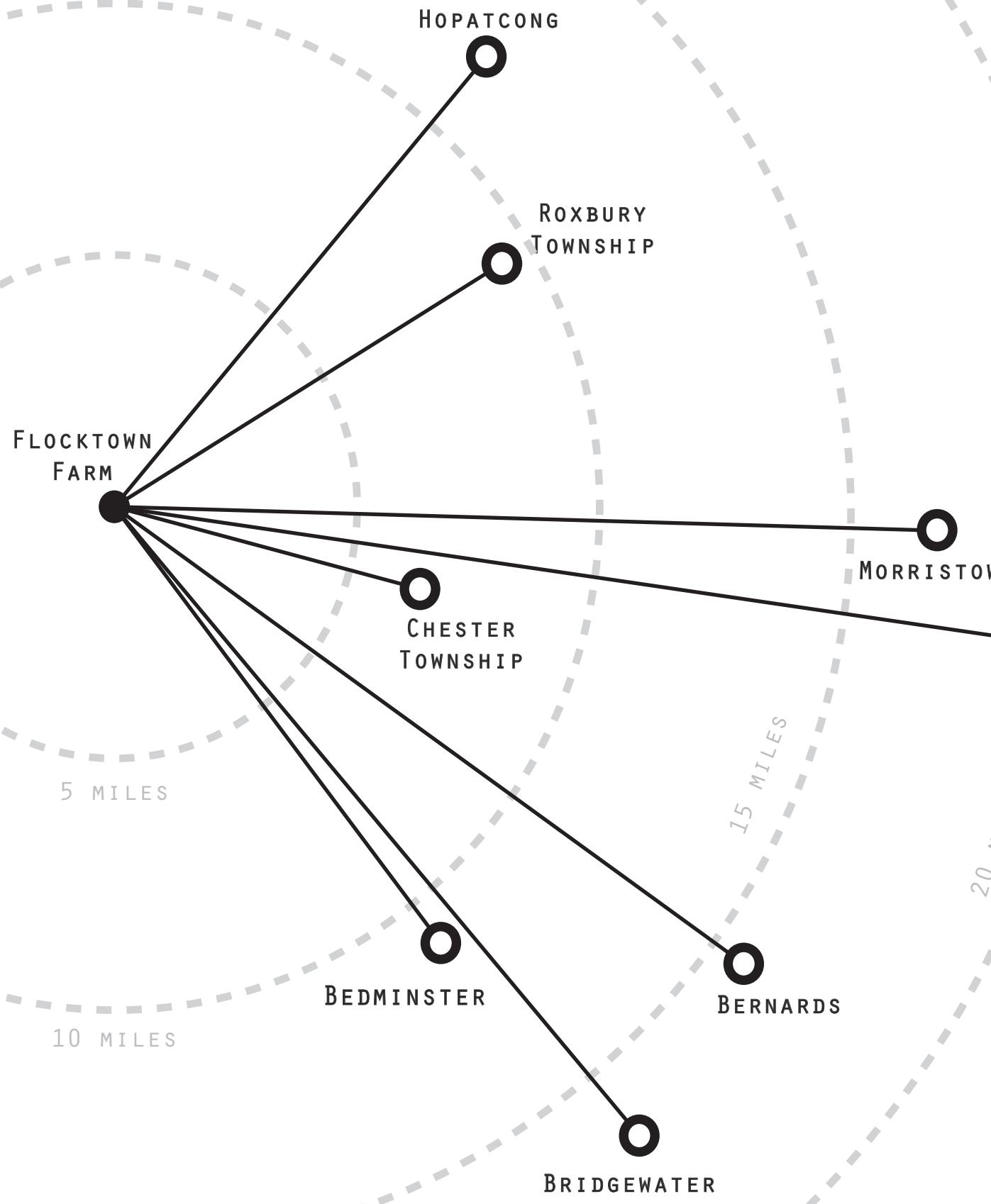
2 MILES

1 MILE

12,000 SQ.FT.
MINIMUM SPACE
NEEDED FOR PRODUCE
PRODUCTION - 100-150
SEAT RESTAURANT



FLOCKTOWN FARMS: FLEXIBLE BUSINESS STRATEGY



EXPANSION

BUSINESS REVENUE
DISTRIBUTION HIERARCHY
(AFTER 15 ACRE EXPANSION)
BY 2020

FLOCKTOWN FARMS: PROGRAMMING FRAMEWORK

Projected Facility Square Footages

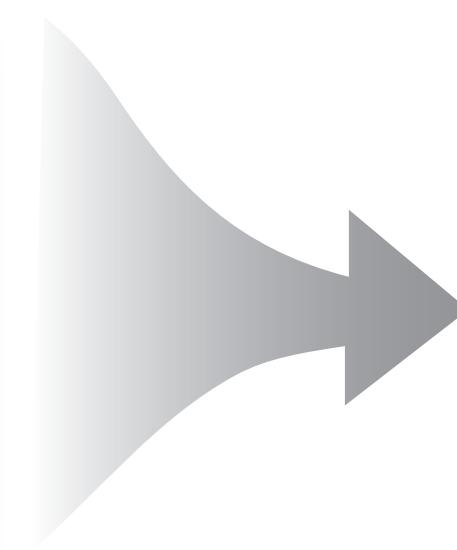
Indoor Dining/Flex Space	2,000 sqft	Seats 100 people @ 15sqft/person +30% other structure
Outdoor Event Space	1,000 sqft	Seats 50 people @ 15sqft/person +30% other structure
Indoor Commercial Kitchen	2,000 sqft	
Outdoor Kitchen	800 sqft	
Administration	720 sqft	6 offices @ 100sqft each + 20% circulation
Classrooms	1,600 sqft	800sqft per classroom each (20'x40')
Shop Space	600 sqft	
Restroom Facilities	500 sqft	250sqft each men's and women's
Micro-brewery	5,000 sqft	
Aquaponic/Greenhouse Facility	10,000 sqft	
Storage for large farm equipment	5,000 sqft	
Livestock housing	9,300 sqft	
Mechanical/Storage/Utilities/ Waste Management Structures	3,000 sqft	
Mobile self contained guest cabins	4,500 sqft	15 @ 300sqft
Program Manager/Farm Head house	1,200 sqft	
On-site Staff Cabins	2,000 sqft	4 @ 500sqft
Facility Circulation	20% of total	
Parking	43,560 sqft (min) - 1 Acre	150 spaces + 25' Drive Lane

ESTIMATED FLOWS

20-30 PEOPLE
FULL-TIME
OFF-SITE STAFF

PEOPLE PER DAY
50 - 100

CABIN VISITORS
30 PEOPLE (MAX)



APPROXIMATELY 400SQFT PER 1 PERSON
PRODUCES ENOUGH FOOD FOR 1 YEAR
BETWEEN 1,600SQFT - 4,000SQFT TOTAL



PRIMARY
FACILITIES
BREAKDOWN

SPACE PLAN
ELEMENTS

POTENTIAL
NEEDS

OPPORTUNITIES/
CONSTRAINTS

AGRITOURISM
FACILITY

INDOOR DINING/FLEX SPACE
INDOOR COMMERCIAL KITCHEN
OUTDOOR EVENT SPACE
OUTDOOR KITCHEN
ADMINISTRATION AND CLASSROOMS
SHOP SPACE
RESTROOM FACILITIES
CIRCULATION
STORAGE AND MECHANICAL

ACCESS TO MAIN ROAD
ACCESS TO WATER/WELL
ALTERNATIVE ENERGY
(SOLAR, WIND, WATER)
SPACE PLAN FLEXIBILITY

FUNCTIONAL ADJACENCIES TO BREWERY,
GREENHOUSE, AQUAPONICS
CAN BE GROUPED OR SEPARATE
CONFLICT WITH ANIMAL PROXIMITY
POTENTIAL ENTRY SEQUENCE

MOBILE
SELF-CONTAINED
GUEST CABINS

FULL BATHROOM	40SQ.FT.
LIVING SPACE	36SQ.FT. MIN
SLEEPING SPACE	36SQ.FT. MIN

ACCESS TO WATER/WELL
WASTE SYSTEM
ENERGY SYSTEMS
BACK-UP ENERGY
HEATING ELEMENTS
COOLING ELEMENTS - PASSIVE

MOBILITY:
CHANGING CONFIGURATION/LOCATION OVER TIME
SELF SUSTAINING - SUPPORT THE FARM ELEMENTS?
WHAT DOES IT MEAN TO BE "MOBILE" ... WHY?

MICRO
BREWERY

OFFICE(S): 100 - 130 SQFT EACH
BATHROOMS (PUBLIC): 50 SQFT EACH
BATHROOMS (PRIVATE): 50 SQFT EACH

MECHANICAL EQUIPMENT STORAGE

TASTE/TAP ROOM: 500 SQFT

MILLING MACHINE ROOM

MASH TUNS (SAME ROOM AS KETTLE)
KETTLES (SAME ROOM AS MASH TUNS)
FERMENTATION TANKS
DISTRIBUTION TANKS

PACKAGING/PRODUCTION ROOM
REFRIGERATED STORAGE

LOADING/SHIPPING DOCK

ACCESS TO PLANTS NEEDED
FOR BREWING
(HOPE, BARLEY, WHEAT)

ACCESS TO WATER SOURCE

ACCESS TO MAIN ROAD

PRODUCTION FOR
FLOCKTOWN FARMS
(PRIMARY)

PRODUCTION FOR
ASSOCIATED RESTAURANTS
(SECONDARY)

PRODUCTION FOR
INDIVIDUAL
ON-SITE GROWLER FILL
(TERTIARY)

SYNERGIES BETWEEN
KITCHEN AND TAP/TASTE ROOM

SYNERGY WITH FARM SYSTEM
(SPENT GRAINS AS FEED, COMPOST,
AND GROWING MEDIUM)

SYNERGY WITH KITCHEN
(DRIED SPENT GRAIN IN BAKING)

POSSIBLE ADJACENCIES TO GROWING FIELDS
FOR HOPS AND SUCH

CONFLICT OVER TIME WITH POTENTIAL
15 ACRE EXPANSION
(ENOUGH SQUARE FOOTAGE TO MEET
PRODUCTION DEMANDS?)

PRIMARY
FACILITIES
BREAKDOWN

SPACE PLAN
ELEMENTS

POTENTIAL
NEEDS

OPPORTUNITIES/
CONSTRAINTS

GREENHOUSES

12,000SQFT (600'x 20') GROWING SPACE
CAN SUSTAIN 100 SEAT RESTAURANT 1 YEAR

10'-12' WIDE (STANDARD MODULES)
LENGTH IS FLEXIBLE

MINIMUM HEIGHT = 7 FEET
AVG. PLANT BED WIDTH: 2'- 4'
CIRCULATION - 3' WIDE WALKING ISLES
STORAGE (EQUIPMENT, FERTILIZER, ETC.)

MECHANICAL
PREPARATION AREA
(WORK BENCHES, SEATING, ETC.)

LOCATION - MAXIMIZE SUNLIGHT
(FULL EASTERN EXPOSURE IN
MORNINGS, CAN HAVE SHADE
MID-DAY, OR SOUTH/SOUTHWEST)

AIR CIRCULATION/VENTILATION

ENVIRONMENTAL CONTROLS
IRRIGATION SYSTEMS

ENERGY SYSTEMS
(SOLAR, WIND, WATER)

ATTACHED OR DETACHED

INNOVATIVE MATERIALITY
(INSTEAD OF GLASS/PLASTIC/FIBERGLASS)

SYNERGIES WITH AQUAPONIC FACILITY

CONFLICT WITH AQUAPONIC FACILITY
(TANKS NEED SHADE)

AQUAPONICS
FACILITY

GROW BEDS - 40"x 48"x 14" MODULES

TANK MINIMUMS FOR "PLATE SIZE" FISH
8" DEEP AND 50 GALLONS

200 GALLONS (40 EDIBLE FISH ANNUALLY)
EXTERIOR - 40"W x 48"L x 32"T

FISH TANK/GROW BED RATIO = 1:1 (VOLUME)

CONTROL SYSTEMS
(PUMPS, AERATION, PLUMBING, FILTRATION)

CIRCULATION - 3' WIDE WALKING ISLES

STORAGE AND MECHANICAL

ACCRESSES TO WATER
FOR IRRIGATION

DRAINAGE

AIR CIRCULATION/VENTILATION

ENVIRONMENTAL CONTROLS
IRRIGATION SYSTEMS

ENERGY SYSTEMS
(SOLAR, WIND, WATER)

INDOOR AND/OR OUTDOOR
(OUTDOOR = SHADED)

WATER SYNERGIES WITH FARM IRRIGATION

STRUCTURAL SYNERGIES WITH GREENHOUSES

FUNCTIONAL ADJACENCIES TO KITCHENS

FUNCTIONAL ADJACENCIES TO
ON SITE POND AND WELL

CONFLICT WITH GREENHOUSE
(TANKS NEED SHADE)

LIVESTOCK
HOUSING

5 COWS @ 100SQFT/COW = 500SQFT
20 PIGS @ 80SQFT/PIG = 1,600SQFT
80 CHICKS @ 60SQFT/CHICKEN = 4,800SQFT
10 SHEEP/LAMB @ 80SQFT/SHEEP = 800SQFT

20% TOTAL AREA FOR
CIRCULATION, STORAGE, CALVING SPACE

ACCESS TO WATER

WASTE COLLECTION
AND DISPOSAL

ACCESS TO PASTURE

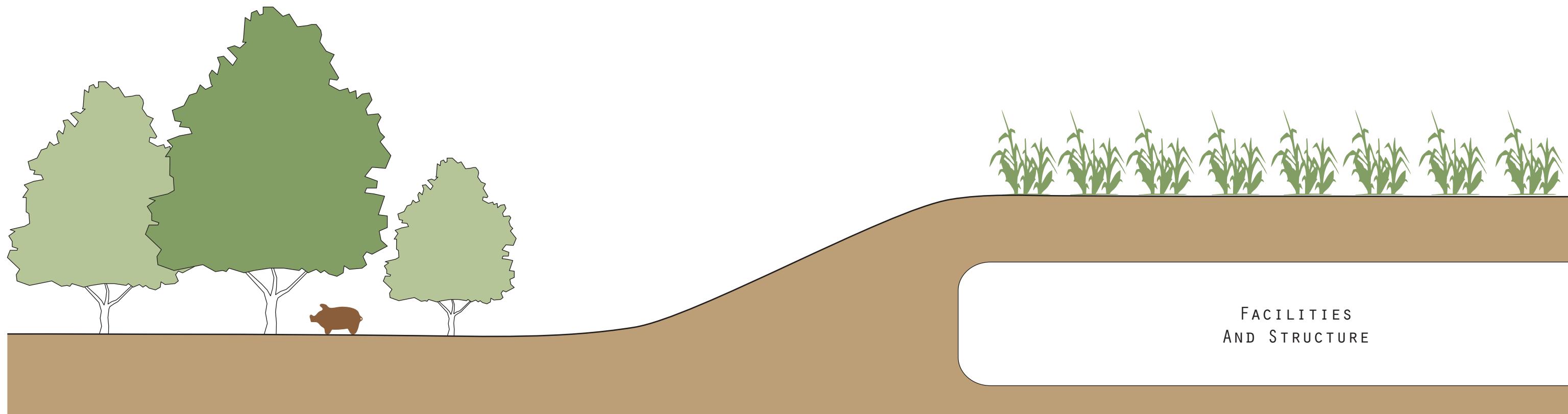
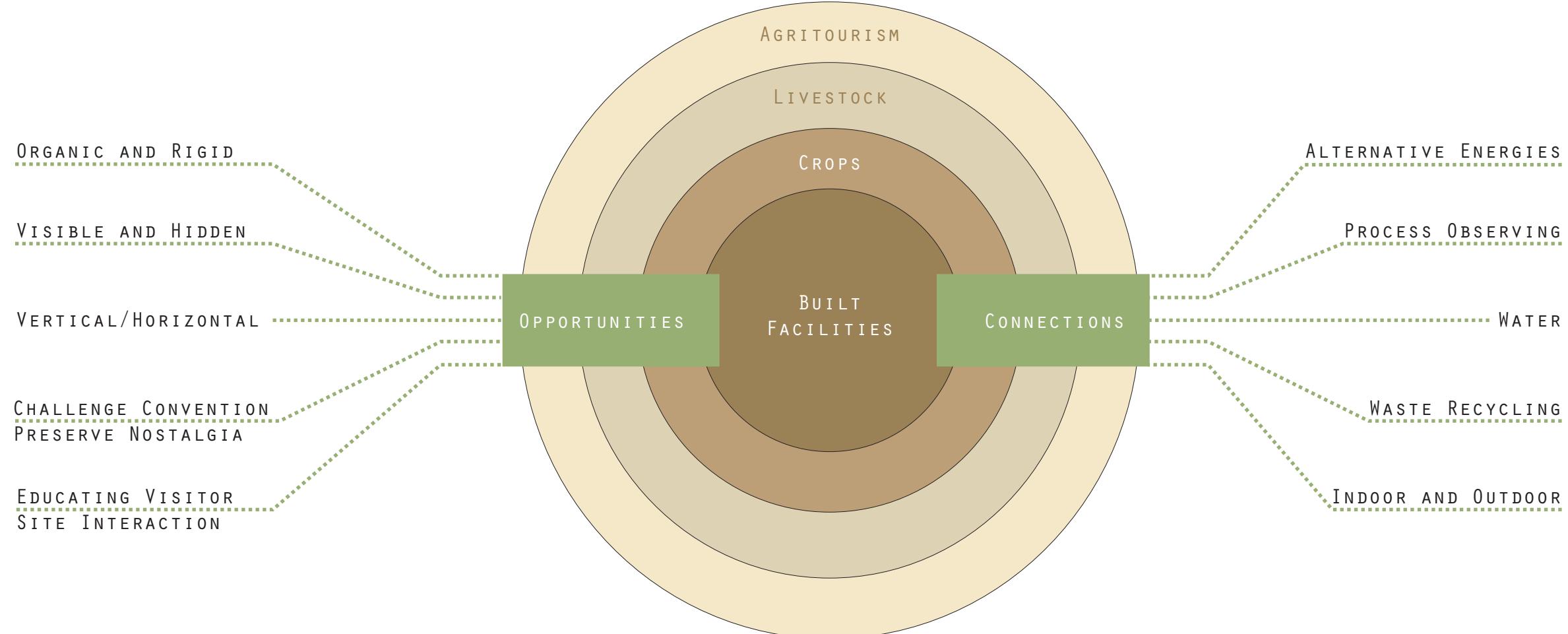
SYNERGIES BETWEEN PIGS AND WOODED AREA

LOCATION CONFLICT TO KITCHENS
AND EVENT SPACES

ROTATIONAL GRAZING FOR FERTILIZER

SYNERGIES BETWEEN ANIMAL FOOD
PRODUCTS AND KITCHEN

FARM LAYERING



OPPORTUNITY EXPLORATION: MOBILE CABINS - A MOVABLE FARM LAYER

TRACKS

CABINS MOVED INDEPENDENTLY FOR VISITOR

PRECEDENTS



WHEELS

CABINS MOVED BY VISITORS

PROGRESSION

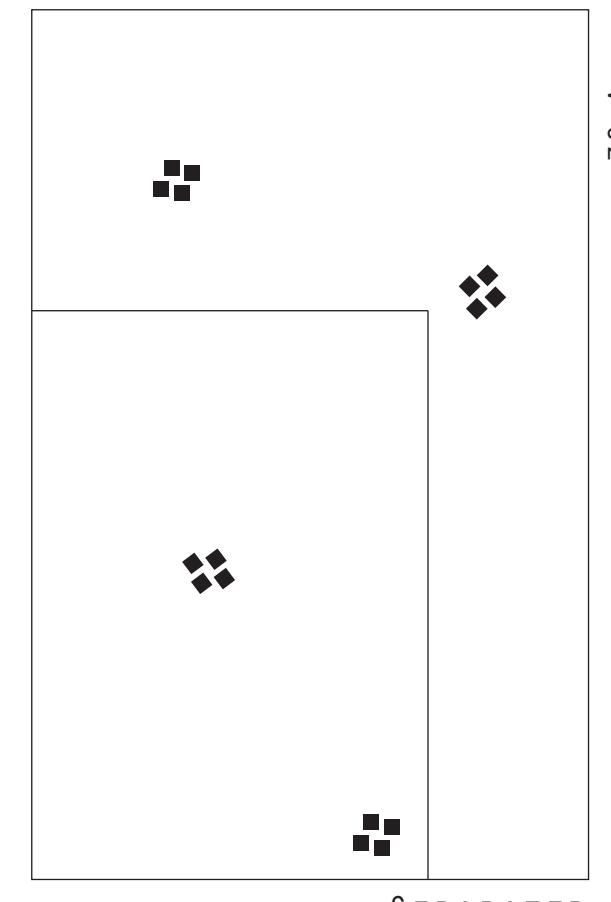
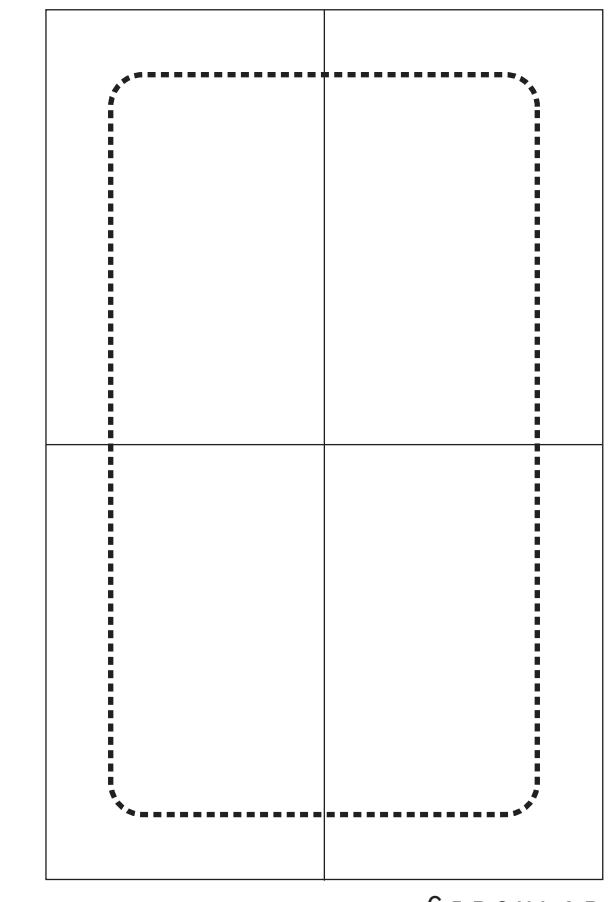
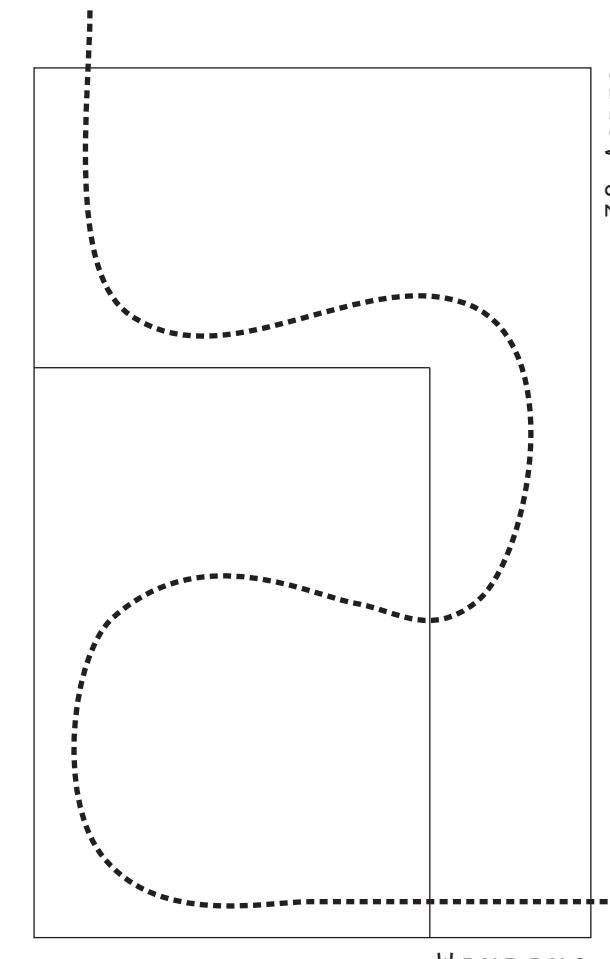
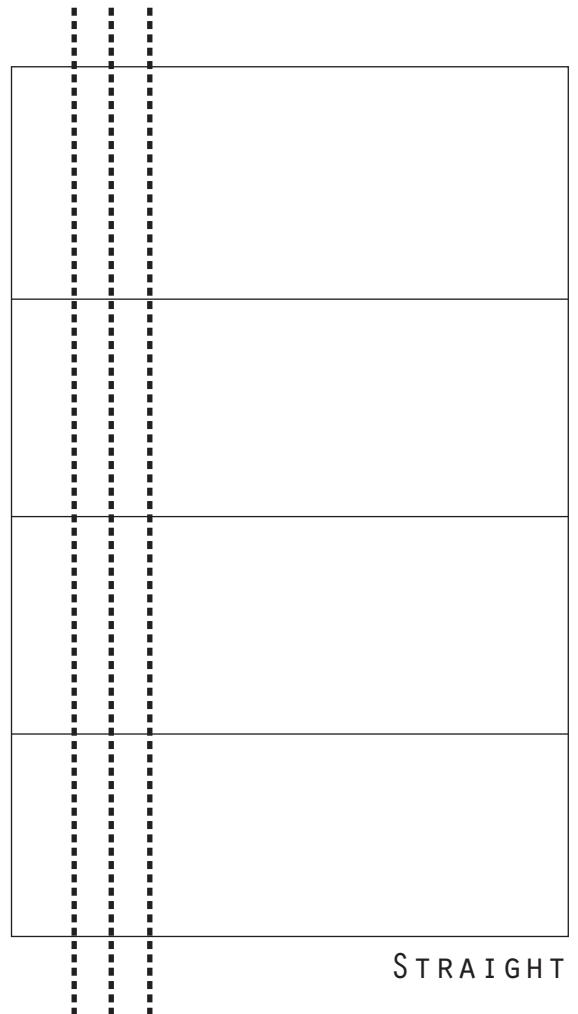
VISITORS MOVE FROM CABIN TO CABIN

*MOVING MASTER PLAN
BY JAGNEFALT MILTON*



*TUMBLEWEEDS
BY JAY SCHAFER*

EXPERIENCING THE FARM

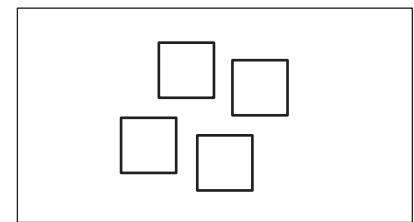


WINDING

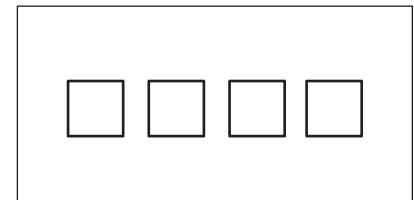
CIRCULAR

STRAIGHT

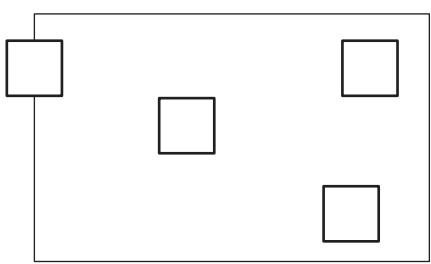
CABIN CONFIGURATIONS



CLUSTERED



LINEAR



OPEN

30 ACRES

30 ACRES

30 ACRES

30 ACRES