AN URBAN FARM, CLASSROOM AND BEER GARDEN DENVER, COLORADO · ONE ACRE · SITE NOT YET CHOSEN · CONCEPT STAGE

Urban Roots

A community center for growth.

It all starts with a tiny seed. Before long, it's a shared harvest, a local pint, and a neighborhood rooted in looking after one another.

Learn to grow food on one acre in the city, then stay for local beer and live music. Every pint helps keep classes affordable.

Daily operations pay the bills, so the teaching never depends on a grant or a gift. On top of that we go get the rest. Corporate sustainability and giving budgets come through long-standing relationships and a lean, largely automated outreach engine. Add a yearly seed-to-table fundraising dinner for partners, funders and local schools, and a community feast every quarter. The build is recorded step by step, so each site goes up faster, fits its place and can take root elsewhere.

One acre, one integrated place

Planned for a cheap, overlooked lot near neighborhoods; no site is chosen yet. Farm, classroom and beer garden share one acre. Small bars and carts serve local cans and bottles, wine and spirits, ballpark-style, with no kegs or taps. The site's own food truck, the teaching kitchen, cooks simple, fresh food, and a local guest truck pulls in Thursday through Sunday. A coffee roaster shack by the gate opens the day. A standing open market lets neighbors and makers sell and trade. In winter the pavilion becomes a heated beer hall with a gas fire pit outside, so the site runs all four seasons. Hens, bees, compost and water-wise irrigation close the loop, with solar on the pavilion roof in phase two.



Concept plan drawn to scale on a 165 × 264 ft lot with the street to the south; the real lot's shape, access and utilities will move things. Loud in front, learning in back, the pavilion in the middle serving both. The fence is planned as the licensed premises, with parking kept outside it (a liquor attorney must confirm).

The 22 zones

1 Beer garden seating ~6,500 sf · 30 tables · ~240 seats
2 Container bar + walk-in cooler 20 ft container · 8×10
3 Satellite bars + carts 2 bars · 3 carts
4 Teaching-kitchen truck 12×30 pad
5 Pavilion, phase two 40×60
6 Gas fire pit and lawn ~10 ft gas bowl
7 Restrooms 8-station trailer + ramp
8 Family & kids' area ~1,900 sf
9 Greenhouse 30×72
10 Teaching beds, classroom, wash 12 beds · 32×30
11 Shared-harvest plots planned
12 Service yard shed with office end · trash · turnaround
13 Service drive 20 ft
14 Parking 8 + 1 accessible · outside the fence
15 Main gate + exits 1 gate · 2 more exits
16 Chicken coop and run ~25 hens
17 Bee yard 2 hives · flyway hedge
18 Compost program 3 bays · 2 hot boxes · worm bins
19 Rain-barrel display 2 barrels, not on a downspout
20 Guest food truck 12×28 pad · new to the plan
21 Open market 3 stalls drawn · new to the plan
22 Coffee roaster shack 12×11 shack · new to the plan

Why each zone sits where it does: benallenjohnson.com/urban-roots

The family under one roof

Starter Seeds A free starter seed and a first-grow kit for every kid.

Root Dudes A kids' video series filmed on site, taking Starter Seeds lessons to anyone, anywhere.

Groundwork Growth Practical, hands-on digital how-to for adults, from the garden to the keyboard.

From a model to a place

The concept holds together on paper. Opening is roughly two years out: a year of gathering real data with business operators, then a year to build. The work replaces estimates with evidence, builds the partner circle, and gets it ready to travel.

PROVE IT
Turn estimates into evidence
- Traffic we can stand on
- Compare lots, not just find one
- Clear the license path

GROW IT
Build the community that keeps it running
- Partners who share the wealth
- Giving built on relationships
- Schools as the root
- Funding without dependence

SPREAD IT
Reach past one acre
- The next markets
- Root Dudes and media

Urban Roots · Denver, Colorado · concept stage, not yet operating · working model of Nov 14, 2026 · this print one-pager: version 20, Nov 14, 2026 (Denver).
Figures are early planning figures from a working model and will change as real data comes in. License, zoning, structure and tax questions are open and not yet put to professionals. This page is not a solicitation or an offer.
Full concept: benallenjohnson.com/urban-roots/ · Web one-pager: benallenjohnson.com/urban-roots/one-pager.html · Deck: benallenjohnson.com/docs/garden/urban-roots-deck-2026-11-14.pdf