



TAP ROOM



9445 Washington Blvd N, Laurel, MD 20723

ABOUT THE PROJECT

Jailbreak Brewing Company, Howard County's first brewery, opened its doors to craft beer enthusiasts in April of 2014. Located on Route 1 in Laurel, MD, the industrial brew house turned 10,000 SF of existing flex warehouse space into a production brewery and destination entertainment establishment with a one-of-a-kind inviting social space. Jailbreak Brewing Company is the story of two entrepreneurs breaking out of their traditional careers and living the dream of making and selling a regional product within a booming nationwide industry. The project is a perfect candidate for the NAIOP 2015 Awards because of its overall transformational spirit, a dedication to high standards in brewing and community engagement, a calculated economic need for sustainability, a visionary concept both within its industry and in real estate building use transitions, and its unique ability to meet a hyper local need while serving a larger regional customer base.

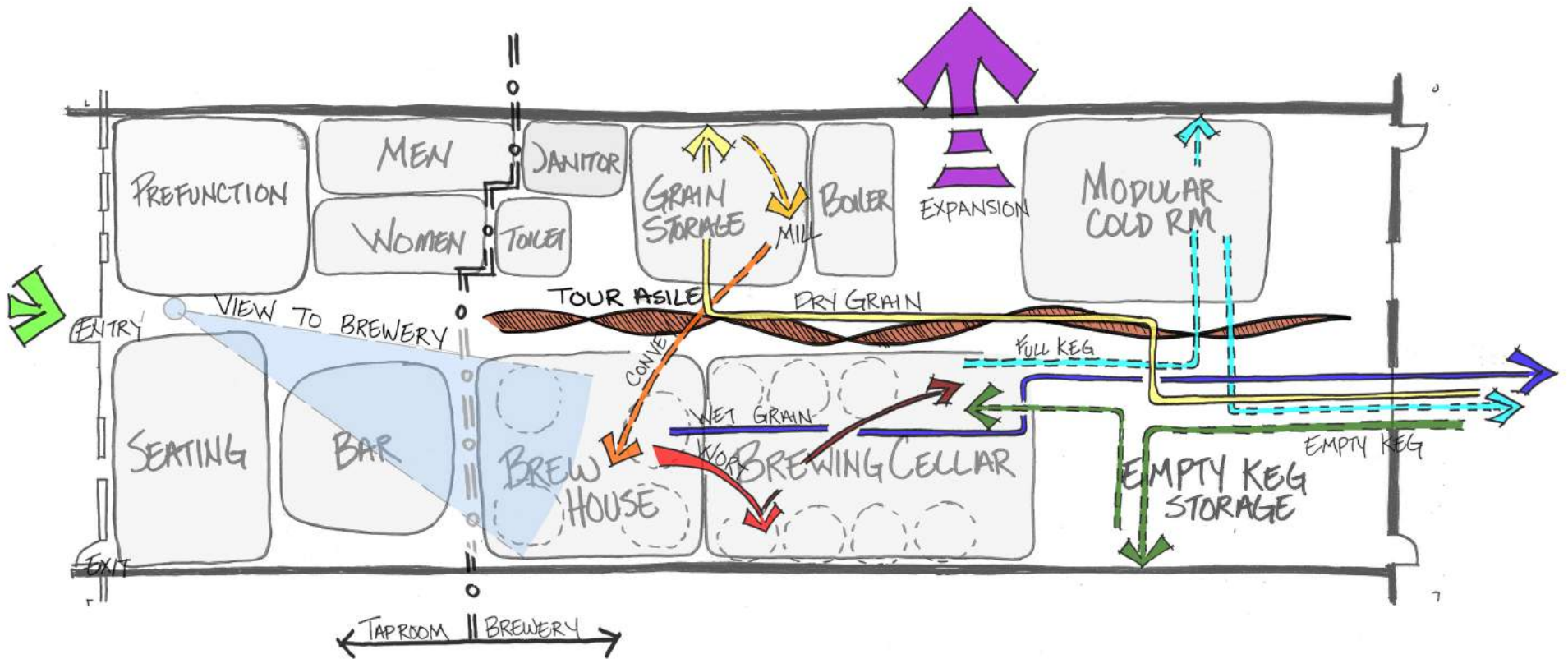
A TRANSFORMATIONAL SPIRIT

Jailbreak Brewing Company co-founders Justin Bonner and Kasey Turner had successful careers in the defense contracting industry, but they wanted more. They dreamed of a life defined only by their sweat equity and less confined by seemingly endless red tape. With the support of Howard County officials, they helped rewrite the county's zoning laws to allow for beer production to be accommodated within an industrial zone. After touring breweries around the country they developed a vision for a direct sales model that required multiple site licenses, and an inviting tasting area where they could connect with their customers and establish substantial presence within the community.



STARTING SMALL AND DREAMING BIG

CONCEPT DIAGRAM



“Most people who build their own brewery get someone from California or Colorado. We wanted someone [Arium AE] with a familiarity with the rules and the county, and it worked out well.”

-KASEY TURNER,
JAILBREAK CO-FOUNDER

LOCAL SENSE OF PLACE

A flex use warehouse space owned and operated by Merritt Properties that had once served as a computer recycling facility was chosen as the new brewery location. As an infill project, Jailbreak could take advantage the rear loading infrastructure during the day, and the taproom's nightly demands for parking would offset daytime parking demands of adjacent uses nearby. After discovering that Arium AE was a regional firm quickly becoming the go-to firm for complex building use transitions in the Mid-Atlantic region, Jailbreak chose the firm to help them navigate the challenging permitting process for this first-time use in Howard County.



EXISTING INFILL LOCATION



CONSTRUCTION PROGRESS

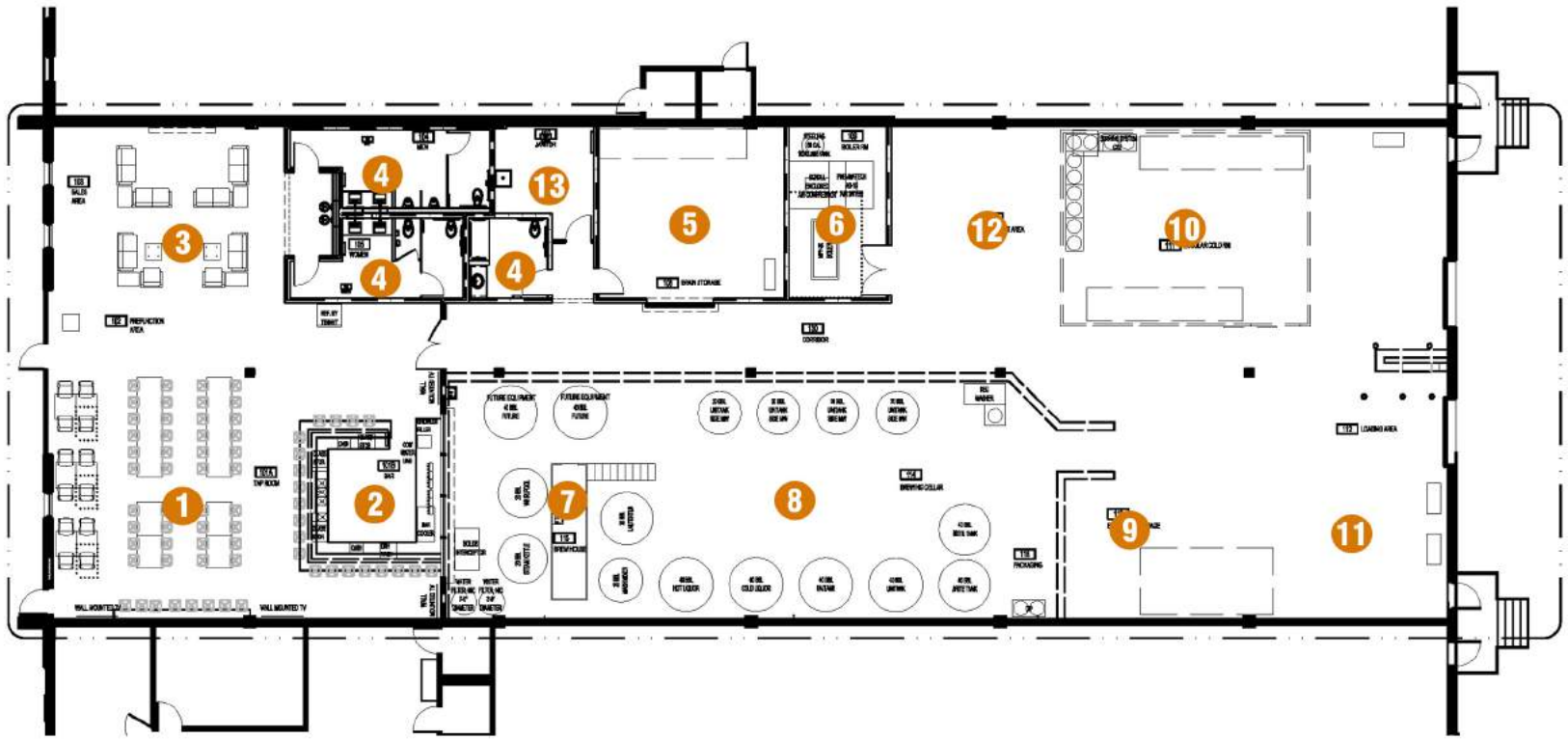
ARIUM

AE

ARCHITECTS ENGINEERS
INTERIORS PLANNING GREEN DESIGN

JAILBREAK
BREWING COMPANY

FLOOR PLAN



LEGEND

- 1. TAP ROOM
- 2. BAR
- 3. LOUNGE/SALES AREA
- 4. RESTROOM
- 5. GRAIN STORAGE
- 6. BOILER ROOM
- 7. BREW HOUSE
- 8. BREWING CELLAR
- 9. EMPTY KEG STORAGE
- 10. MODULAR COLD ROOM
- 11. LOADING AREA
- 12. EQUIPMENT AREA
- 13. JANITORS CLOSET

“Looking back, we wouldn’t do anything differently... its perfect.”

JUSTIN BONNER
JAILBREAK CO-FOUNDER

A VISIONARY BUILDING USE

Arium assisted Jailbreak by establishing early communication with the various plan reviewers and helped the project stay on schedule and within budget. Jailbreak’s vision for transparency between the two uses within the facility was achieved through a large 12’x22’ glass window with an alarmed fire shutter to separate the spaces in the event of an emergency. Breweries are going up across the country and skilled installers for specialized tanks and equipment are scheduled months in advance. This meant that it was critical permits were received and construction began and progressed on schedule. Merritt Construction was brought onboard as the general contractor, permits were received without any comments or delays, and construction went smoothly. The site was ready for the equipment and installers when they arrived.



FERMENTORS



VIEW OF TAP ROOM FROM BREW HOUSE



THE BREWERY

DEDICATION TO QUALITY

Jailbreak officially opened in April of 2014. Initial press has singled out the space for its welcoming atmosphere. Liz Murphy of the Capital Gazette called it *“less of a brewery I was designed to ‘visit’ and more like I was being invited into someone’s living room, or a clubhouse for beer nerds.”* Jailbreak’s commitment to the brewing process and the quality of their product shines through in the design and layout of a facility that is routinely described by brew masters and visiting industry professionals as, *“the exact way I would do it if I had to do it all over again.”* In fact, early in the design phase when budgets needed to be right sized, Jailbreak compromised on amenities rather than process equipment. When asked what he would do differently, Justin Bonner declared, *“We didn’t want to make compromises to the production process during design, and Arium gave us exactly what we wanted. Looking back, we wouldn’t do anything differently...it’s perfect.”*



DYSON’S LATEST HAND DRYING TECHNOLOGY

SUSTAINABLE ECONOMICS

Jailbreak’s vision for sustainability is based on a “think local” attitude. Through a desire to build from an established sense of place, an existing infill site with room for future growth was selected. Where possible, Jailbreak made use of recycled building materials. One example of this was their tap room light fixtures which were saved from the landfill for only a fraction of the cost of new fixtures. Their restrooms are kept free of paper towel waste by making use of Dyson’s latest hand dryer which is integrated into the plumbing fixture at the sink. A substantial component of Jailbreak’s process is the removal of its wet grain. This by-product of brewing is diverted from the landfill by reaching out to local livestock farmers in the region and scheduling regular pick up. Jailbreak avoids the cost of throwing out its waste product, and local farmers get free high quality feed for their livestock. These types of sustainable components require careful and creative planning from the design team, but cost very little for Jailbreak to implement.



BREWING BY-PRODUCTS BECOME FEED FOR LIVESTOCK



PREMIUM CRAFT BEER

COMMUNITY ENGAGEMENT

Answering Jailbreak's request to provide local artistic resources, Arium introduced local graphic and typography designer Chris Yoon to the team. Proving to be a perfect fit and an excellent opportunity to engage the local community, Chris recently completed a mural titled "The Art of Escape" inside the tap room. Jailbreak made a conscious decision to focus its effort on its primary product and minimize its costs within the facility by not providing a full service kitchen. Instead, identifying another opportunity to reach out into the community, they've recruited a local convoy of rotating food trucks that take turns parking in front of the taproom and serve their customers with a variety of food choices. When food trucks are not on site, they've arranged for special delivery arrangements with brick and mortar establishments nearby. Active on social media platforms, Jailbreak has hosted trivia nights, live music, special beer tastings, and even dog friendly events throughout the summer. Their direct distribution model is working to meet demand for local beer as bars throughout the region are starting to carry a range of Jailbreak's premium craft beers.



TEAMING WITH COMMUNITY FOOD TRUCKS



ENGAGING LOCAL ARTISTS

SERVING NEEDS/VISIONARY CONCEPTS

In 2012, 13 million barrels of craft beer were produced, a 71 percent increase over production in 2006. The craft beer industry has seen unprecedented growth in the recent past. Today there are currently over 2,500 microbreweries in the United States compared to just 80 in 1983. While most of these craft breweries focus on more mainstream popular beer varieties in order to serve a larger segment of the population, Jailbreak is taking a different approach. In keeping with their commitment to quality, and "think local" attitude, Jailbreak sources high quality local ingredients and incorporates those into limited runs of premium craft beer. They recognize that in order to be successful, they need to focus on serving their local target audience, Maryland craft beer enthusiasts, first. The Jailbreak design team has already been recruited by another local brewery for the design of their new facility in Baltimore City. Jailbreak's distribution continues to grow as their beers are showing up on tap at bars across the state. Just 4 months into its operation, Jailbreak is expanding to the 2 tenant spaces next door, and will start canning their products very soon.



COMMUNITY OUTREACH