

To: Verona Common Council, Verona Plan Commission and Verona Planning & Development Staff

From: Jessica Laufenberg and Peter Oyen, Rocket Bicycle Studio, LLC

Date: October 5, 2018

RE: Request for a Conditional Use Permit and rezoning for 507 Bruce Street (zoned UI), to Suburban Industrial (SI) to allow for an Indoor Commercial Entertainment Land Use

In April of 2018, the City approved a conditional use permit for Rocket Bicycle Studio and SBR Endurance Performance to be located at 507 Bruce Street. The applicant continues to make exterior and interior improvements. The applicant opened the newly renovated building with their businesses at the end of August 2018.

Rocket Bicycle Studio (9-year business in Verona) and SBR Endurance Performance Center (13-year-old business in Verona) have recently relocated their businesses to the newly renovated building at 507 Bruce Street, across from Fireman's Park. The two businesses have cultivated a third-place facility that is community based and is a "go-to" for endurance athletes who are visiting from out of town and state.

The applicants are applying for a Conditional Use Permit and requesting a rezoning at the existing building at 507 Bruce Street. Currently the property is zoned as Urban Industrial (UI) and it is requested to be rezoned as Suburban Industrial (SI).

The concept is to add a coffee café and beer bar as a supplemental service for clients and customers who train and shop at Rocket Bicycle Studio and SBR Endurance Performance. The café and bar would be open to the public (not exclusive). The bar would provide basic coffee drinks, pre-packaged snacks and tap craft beer. An indoor seating area is planned with a future addition of outdoor seating. The new café would have its own business name and identity: n+1 coffee and beer bar, LLC – owned by Jessica Laufenberg and Peter Oyen.

The current business concept has been extremely successful. To continue growing and serving the community, Rocket Bikes wants to increase their client experiences by providing an elevated atmosphere for social gathering and a community hub for cyclists, runners, endurance athletes and anyone in between. A customer can grab a beer and wait for their bike to be worked on, or a passer-by can swing in for a coffee on their way to work. The café will be a complementary component to their bike services, sales and fitting.

Rocket Bikes currently resides in Suite 101, in approximately 3,500 square feet at 507 Bruce Street. The proposed third space community area is located in the front of the studio facing Bruce Street, approximately 1,000 square feet (see first picture below). The space is designed to hold approximately 25 customers indoors via a bar area and seats around tables. There is an outdoor patio area planned (upon later approval) that will hold up to 20 customers.

The café plan is to offer an espresso bar and coffee, 6 tap beers and 2 nitro coffees. A "grab-n-go" refrigerator is provided for customers to take snacks on the run or to refuel after a bike ride.

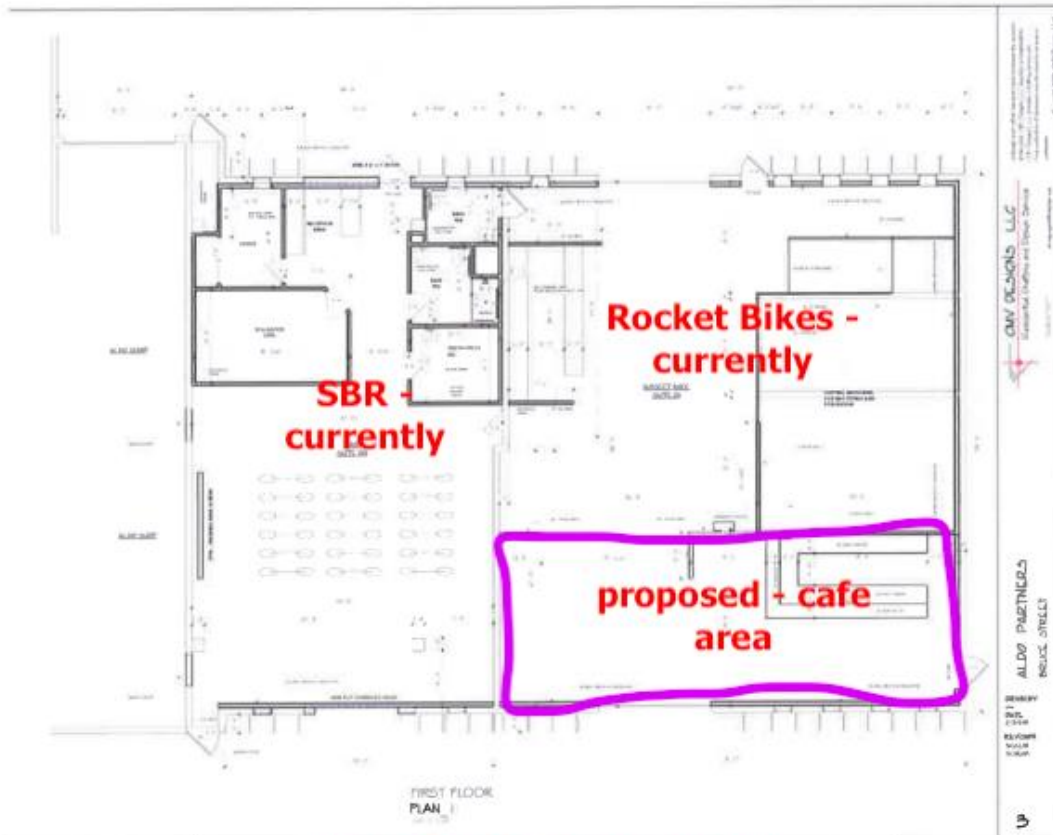
Hours of operation will be varied by season and to match the flow of traffic currently at the business and the southwest area of Verona. Over the winter months, hours suggested as:

- Tuesday – Friday AM 6:30am – 10am (coffee served with grab-n-go items available)
- Tuesday – Thursday PM 4:30pm – 8:00pm (beer served with grab-n-go items available)
- Saturday 8:00am – 12:00pm

- Summer hours to increase to:
- Tuesday – Friday AM 6:30am – 10am
 - Tuesday – Friday PM 4:30pm – 8:30pm
 - Saturday 6:30am – 1pm
 - Sunday 8am – 1pm

Facility layout – Rocket Bikes and SBR currently, with proposed café area at the northwest end of the building facing Bruce Street and Fireman’s Park.

**EXHIBIT B
PREMISES**



Bruce Street / Fireman’s Park

Common Area in Suite 101 (Bruce St side – northwest corner)



Suggested counter area and check out



Suggest seating area and front door entrance for cafe



Suggested common area for seating with addition of TV on wall



Suggested espresso and beer bar serving, check out

