

BIGSBY'S FOLLY CRAFT WINERY & RESTAURANT PROJECT NARRATIVE

EXECUTIVE SUMMARY:

Bigsby's Folly is excited to present our Final Development Plan for consideration by the Town of Superior. This ambitious venture has taken more than three years of unrelenting determination to come to fruition. As an anchor for the Downtown Superior development, we are committed to community integration, sustainable practices, and economic growth, knowing the blueprint we are putting forward aligns with the town's values and aspirations.

ABOUT BIGSBYS:

Bigsby's Folly is a roaring 20's-inspired craft winery, restaurant, and event venue. We were founded in 2017 by Chad & Marla Yetka. "Bigsby" was the name of our first golden retriever and "Folly" is a nod back to the days of prohibition, also known as the "Années Folles" or "Crazy Years".

Artisanal meets accessible at our urban winery where we pair the tradition, authenticity and sophistication of California's most prestigious vineyards with the approachability of our tasting room where neighbors can step back in time and enjoy great food, award-winning wines, a full bar, and uninterrupted conversations.

Our award-winning winemaker, Brian Graham, learned the art of Old World winemaking while working at several small chateaus in Bordeaux and Burgundy. Currently based in the heart of Napa Valley, Brian has over 20 years of experience and ensures Bigsby's is able to source only the highest quality grapes for our wines and keeps us current with the latest trends from one of the most respected wine regions in the world. We strive to deliver a world class experience with every glass.

PROJECT SUMMARY:

Our vision is to establish a vibrant, multifaceted space that not only activates Downtown Superior, but becomes a regional draw for residents from all of the surrounding areas. Bigsby's will bring it's proven and successful combination of a upscale, family-friendly restaurant, award-winning winery, full bar, and popular private event venue to serve as a community gathering place. Our rooftop deck will have unmatched mountain views for everyone to enjoy.

RESTAURANT OPERATIONS:

Bigsby's plans to be open 7 days a week for dinner and if there is enough daytime demand, we will also open for lunch Monday-Friday and brunch on Saturday & Sunday. Our tentative hours:

- *Monday-Thursday, 11am-10pm*
- *Friday, 11am-11pm*
- *Saturday, 10am-11pm*
- *Sunday, 10am-8pm*

BUILDING DESCRIPTION:

The Bigsby building will be 6177 square feet and is comprised to two main massing elements with a brick and metal roof portion on the west and a stucco and composite siding section to the east. These elements are divided by the logo tower which is modeled after the clock towers seen in vintage train stations. It will serve as a beacon to announce the entry and provide variety of heights to create visual interest on the inside and exterior of the building. The main dining room and event space is located to the west with the kitchen and back-of-house to the east. The rooftop deck faces the fantastic views west to our mountain backdrop. Ground level patios are also placed on the west and north to access those views and allow spectators to watch activity on the sports field.

The building design is meant to compliment the neighborhood both in its use and its architecture. It will be a welcome gathering place for both the immediate neighbors and the larger Superior community. The building itself will be a marker, setting the north edge of Downtown Superior and drawing users to the sports field and park to the north.

DOWNTOWN SUPERIOR FDP:

The Bigsby's project conforms well with the intent of the building previously approved in the Downtown Superior FDP. Commonalities include the use of brick and stucco as primary materials, overall massing and building placement, the use of overhead glass doors to open up to the outside and the use of awnings to announce entries and cover patio areas.

The landscaping anticipated in the approved FDP was fairly limited. The proposed landscape design provides more planting and variety to create a much better street/sidewalk experience as well as forming a planted edge to our patio areas.

SIGNAGE:

Building signage will be comprised of several elements including:

- *Round Logo Signs – There will be 2 Bigsby’s Folly signs featuring our Dog Head & Name. One on the top of the tower element facing South and one on the West elevation facing the parking lot and the Marshall Rd. bridge. Each of the signs will be internally lit with LED.*
- *Entry Marquee – Backlit “BIGSBY’S” lettering will be on the top of the awning above the front door.*
- *Dog Head Image – Incorporate a 12-foot simple outline image of the dog head on the upper portion of the North elevation. This large wall necessitates a proportional image that will be easily visible from the sports field, park, trail and also US36 from a considerable distance. Keeping it simple and without any text creates a sense of intrigue and invites people to explore and discover more about what it’s all about, drawing visitors and residents to the Downtown Superior.*
- *Mural with Artistic Branding on the Eastern portion of the South elevation . Bigsby’s will engage with Cultural Arts & Public Spaces Committee (CAPS) to ensure our final design represents the integrity of the Downtown Superior aesthetic. This mural will be illuminated by gooseneck wall mounted fixtures.*
- *There is no signage on the South side of the building.*

LIGHTING:

Project lighting includes several features:

- *Main Entry – the awning announcing the main entry is planned to include decorative marquee lighting on the underside of the awning and wall sconces flank the front door to further announce and highlight the entry.*
- *Patio and Roof Deck – these areas will be lit with a combination of decorative overhead festoon lighting and wall sconce lighting.*
- *Mural – as noted above, the mural will be lit with gooseneck fixtures from above.*
- *Dog Head Logo – as noted above, will be lit with gooseneck fixtures from above.*

PARKING:

Employees – Carmel/JLL will issue employee permits to Bigsby's based on staff counts. Bigsby's will manage these permits and require our employees to park in the Metro District Parking Garage so that the majority of the Block 4 lot can be utilized by Downtown Superior visitors. We anticipate having 35-45 total employees on our staff. Approximately 1/2 will be part time. Based on our current operations, we are estimating the following number of employees in the building at any particular time. They will be in/out on staggered shifts during business hours: Sunday-Thursday 6-10 employees, Friday & Saturday, 8-14 employees. Management & kitchen staff will be in/out during off hours for prep, meetings, deliveries, etc.

We are confident in the amount of parking available to meet our needs without causing any stress on the overall Downtown Superior PMP. As you know, a good portion of our business is in private events. While our standard "restaurant" table turns average 2 hours, our events typically start at 3-hours (bridal showers, birthday parties) or 4-5 hours (weddings, rehearsal dinners, corporate functions) and up to 6 hours if we are hosting a wedding ceremony followed by a 5-hour bar package. For this reason, we will need to come up with a plan to issue dated, time exemption permits to a specified number of guests in these parties who plan to drive. In Denver, we have 8 dedicated parking spots and public street parking for approximately 20- 25 cars. Parking has never been an issue, even with our 150 guest count events. Most people attending events rely on ride share apps, but that might vary in Superior. Carmel plans to issue QR codes for all of our extended time events by email request.

COMMUNITY ENGAGEMENT & PHILANTHROPY:

We are passionate about supporting local causes that are important to our team members, our customers, and our neighbors. We will do our best to accommodate a broad range of organizations. In order to have the greatest impact we prefer to focus our efforts on animal welfare and art — both causes that are near and dear to our hearts. We currently partner with the Morris Animal Foundation, Denver Zoo, and the River North Art District. Other collaborations include local artists & musicians, schools, and a variety of community non-profits.

To further integrate with the community, our versatile space will accommodate groups from 10 to 150+ people and will be available for community gatherings, celebrations, conventions, off-site meetings, fundraisers and more. We will also host our own themed-events, live music, artist markets, wine dinners, and more.

ECONOMIC IMPACT:

Recognizing the importance of contributing to Superior's economic vitality, Bigsby's plans to create up to 50 new employment opportunities with our current average wage at \$30-\$50/hour. Our commitment to diversity and inclusion will be reflected in our hiring practices.

Even though we are small, family-owned company, our brand name is already well known throughout the greater Denver-area and reaches all the way up to Boulder and beyond. Our event business will draw from an even bigger, geographic area with guests coming into town for weddings and other corporate functions from all over the country with some international guests as well. Event guests tend to stay at the winery for a longer period of time than regular dining guests and will also activate neighboring businesses and out-of town guests will be needing local hotel options.

SUSTAINABILITY:

Bigsby's pledges to be an environmentally responsible establishment that extends far beyond our development plan. One of our key business components comes from the way we package and serve our main product, wine. More than half of our varietals are served on tap, eliminating the need for thousand's of bottles over the course of just one year that would otherwise end up in landfill. In addition, our popular Wine Club provides a great value to members who are willing to purchase their wine to-go in one of our reusable growlers.

CONCLUSION:

We hope you will agree that Bigsby's Final Development Plan embodies our vision of a business that goes beyond providing exceptional food & beverage. It's a place where community, sustainability, and culture coverage. We believe that our commitment to Superior aligns seamlessly with the town's values. We are poised to be a catalyst for positive change and a cherished addition to the fabric of this community.