

SUPERIOR DOWNTOWN - BLOCK 7 DEVELOPMENT

JBR Superior Holdings, LLC

“The Hub”

EXECUTIVE SUMMARY:

JBR Superior Holdings LLC is excited to present our Final Development Plan for consideration by the Town of Superior. As an anchor for the Downtown Superior development, we are committed to community engagement, economic growth and providing an extraordinary dining and entertainment experience. By partnering with industry leaders, we plan to deliver a diverse dining experience with high quality ingredients and unparalleled customer service.

ABOUT JBR SUPERIOR HOLDINGS:

At JBR Superior Holdings, our core team comprises four individuals each bringing unique expertise and perspectives to the table. Rylan Reed and Dr. Joseph Hsin, owners and operators of Impact Sports and Cornerstone Orthopedics, are deeply rooted in the Superior Community. With their instrumental roles in drafting the vision of the Downtown Superior, they possess a unique understanding of the necessity for a Downtown Superior entertainment and F&B zone. Matt Bodenchuk an accomplished entrepreneur, known for introducing innovative ideas to the market and capitalizing on emerging trends with remarkable success. Mark Shaker and Stanley Concepts bring experience, innovation and a track record of community building to the project. This compact yet dynamic team structure enables us to make agile decisions while ensuring that each member holds a significant equity share.

PROJECT SUMMARY:

Teaming up with industry leaders, JBR will develop a 9,800 sq/ft Foodhall on Block 7 Lot 5 and establish a 2,400 sq/ft Pizzeria on Block 7 Lot 3 with Stanley Concepts LLC. Block 7 lot 4 will serve as a shared outdoor common area initially while these concepts mature and will serve as a future development site.

The Foodhall (Block 7 Lot 5) - an innovative dining concept led by industry pioneer Mark Shaker and Stanley Concepts, LLC. Our Foodhall features 4 food bays showcasing diverse cuisines with a rooftop allowing guests to enjoy views of the front range. Mark Shaker's curated selection of vendors ensures high quality, authentic dining options with rotating selections to keep guests engaged. Additionally, our self-serving food ordering and pickup system, paired with our self-serve beer tap wall offers guests more autonomy and speedy turnaround times. The foodhall is more than just a dining destination; it's a vibrant gathering place where families and food enthusiasts come together to enjoy high-quality cuisine in a welcoming atmosphere. Drawing inspiration from successful foodhall and watch party models, our Foodhall will offer a distinctive and wide-ranging experience, drawing patrons from across the Front Range.

Stanley Concepts LLC, the owner of renowned establishments such as the Golden Mill, Stanley Marketplace, and Malcolm Yards stands at the forefront of the state's vibrant foodhall movement. With an unwavering passion for food culture and a keen eye for unique spaces, Mark has consistently demonstrated his ability to transform ordinary locations into thriving culinary hubs. His commitment to excellence and innovation has earned him the reputation of being Colorado's foremost foodhall space operator.

The Pizzeria (Block 7 Lot 3) - Embracing the spirit of Colorado's beloved pizza scene, our Pizzeria in Superior, promises a vibrant atmosphere, exceptional cuisine, and innovative cocktails. Our concept channels laid-back charm and adventurous spirit, offering a lively space with our outdoor patio situated steps away from the neighboring spray park. Our Pizzeria distinguishes itself with focusing on quality creative pizzas, an exceptional array of appetizers crafted with sourced ingredients and complemented by a curated selection of craft cocktails inspired by Colorado's flavors. In contrast to the neighboring self-service food hall, our Pizzeria offers a full-service bar, personalized dining experience, allowing us to leverage diverse culinary options. This concept is anticipated to serve as an essential and complementary component to the Downtown Superior Entertainment and F&B zone.

Flex Space/Area of Discovery (Block 7 Lot 4) - The shared common area, designed as a versatile flex space, serves as a temporary gathering spot between the two vibrant restaurants while plans for future development unfold. This inviting outdoor patio features a seamless expanse of green turf, creating a soft and hospitable surface ideal for various yard games, encouraging playful interactions among diners.

RESTAURANT OPERATIONS:

Both concepts plan to be open 7 days a week for dinner. Lunch Monday-Friday and brunch on Saturday & Sunday.

Our tentative hours:

- Monday-Thursday, 11am-10:30pm
- Friday, 11am-11pm
- Saturday, 10am-11pm
- Sunday, 10am-9pm

BUILDING DESCRIPTION:

Foodhall building will feature 4 food concepts flanked by a self-pouring tap wall featuring multiple styles of craft beer and premium cocktails. With the food and beverage strategically located in the center, there are two large dining spaces on either side of the food bays. The west space will feature long German style tables that invite conversation with your neighbor or sharing a plate with friends. The east space will feature a family friendly experience with booths, large rounds and high tops. A sprawling roof top will overlook the plaza providing a

premium viewing for any event or concert in the park. Featuring a tap wall on the roof, your refreshments are only steps away on a warm summer afternoon at the foodhall.

The Pizzeria building will be a stand alone concept that will play a complementary role as a high end extension of the neighboring foodhall. Providing a focused menu, the pizzeria will feature a simple design fostering an open and friendly atmosphere. Highlighting the featured pizza oven and full service bar, there will be limited indoor seating with only 2,400 square feet to work with. The neighboring water park, amphitheater and kid zone will flow nicely onto our outdoor patio space that will play a critical role in seating our guests. Glass sliding doors will face to the west covered patio opening up the space to feel larger than it is.

The Flex/Patio space will have a small retaining wall, strategically placed on the east and north perimeter, define the area and create a sense of enclosure while also providing visual interest. Constructed from natural rock materials, these walls blend harmoniously with the surroundings, offering a rustic touch to the modern design. To ensure comfort on sunny days, shaded areas are thoughtfully integrated, featuring stylish umbrellas and overhead sails. The layout promotes a communal spirit, inviting guests to mingle, participate in games, and savor the culinary delights from the neighboring restaurants.

While this flex space serves as a vibrant temporary use for the community, it is important to note that the lot is earmarked for long-term development, with plans for a permanent structure aligned with the original approved Final Development Plan (FDP). This future structure will ensure that the area continues to thrive, providing a lasting home for dining, entertainment, and social interaction as it evolves. For now, this patio stands as a cheerful hub where great food and fun come together.

LIGHTS:

Effective lighting is essential in creating an inviting, functional, and aesthetically appealing environment in all of Downtown Superior. In addition to highlighting the architectural features, lighting will provide clear visibility for safety, emphasize food offerings, and contribute to the overall ambiance. This lighting plan outlines the lighting support needed to ensure a seamless customer experience.

Main Entrance Lighting- Use of large, backlit signs to illuminate the entrance sign and area. Subtle uplighting or soft LED lighting along the entrance path will enhance curb appeal.

Secondary Entrances and Pathways - LED accent lighting will border entryways to ensure safe navigation and create visual interest along secondary entrances.

Perimeter Lighting - High-efficiency LED floodlights to enhance safety and visibility for customers arriving at night.

SIGNAGE:

Both restaurants are new original concepts that have not yet decided the logo design or final branding name of the foodhall or pizzeria. JBR Superior Holdings will engage with the Cultural Arts & Public Spaces Committee (CAPS) to ensure our final design logos and branding represent the integrity of the Downtown Superior aesthetic.

Foodhall - Exterior signage serves as the first impression for the foodhall. This will attract visitors while providing essential branding for the space.

Primary Entrance Sign - Above the main entrance of the Foodhall is a large south facing, illuminated sign with the name of the brand in bold, clear font. This will be the primary visual identifier for the building. The logo will be incorporated to reflect the foodhall's brand identity. Approximately 6-8 feet in length, with a height proportional to the building facade.

Secondary Entrances Signage - Above the secondary northern facing entry point and smaller illuminated sign with clearly branded logo approximately 3-4 feet in length.

Pizzeria - Exterior signage will include a mural on the east wall next to the entrance. JBR Superior Holdings will engage with the Cultural Arts & Public Spaces Committee (CAPS) to ensure our final design logos and branding represent the integrity of the Downtown Superior aesthetic.

Primary Entrance Sign - Above the main entrance of the Pizzeria is a large, illuminated sign with the logo of the brand in bold, clear font. The logo will reflect the name of the brand and be approximately 3-4 feet in length, with a height proportional to the building facade.

Secondary Entrances Signage - Above secondary entry point facing west above the patio deck a smaller illuminated sign with clear information approximately 3-4 feet in length.

All signage shall be submitted under a separate sign permit. All murals and building artwork will be coordinated with CAPS committee.

PARKING:

Employees – Parking with issued permits based on staff counts. JBR will manage these permits and require our employees to park in the Metro District Parking Garage. We anticipate having 40-50 staff and approximately 75% will be part time in/out on staggered shifts. Patrons will park in the parking garage or lot directly to the north of the Food Hall. We feel there is sufficient parking within the current Superior Downtown PMP to satisfy the needs of these concepts.

COMMUNITY ENGAGEMENT & PHILANTHROPY:

Active community programming including seasonal events creates a true mixed-use master planned center. Downtown Superior will provide the active downtown experience that Coloradans crave, including exciting dining options, sporting events, outdoor recreation and live entertainment. With a thriving sports tourism hub in place and completion of infrastructure like condos, retail spaces, recreational facilities and community centers, the last missing piece is a lively food & beverage entertainment zone. With nearly 2 million annual visitors to the nearby

Sport Stable, our restaurants are strategically positioned to capitalize on the existing foot traffic and new development. The Town of Superior's significant investment in a premier outdoor downtown attraction, featuring an amphitheater, expansive turf space, climbing wall, and splash park. Situated directly adjacent to both restaurant concepts, this development is poised to attract families, concert enthusiasts, watch party goers and individuals seeking leisure in the outdoors.

ECONOMIC IMPACT:

The combined revenue of \$69 million generated annually by Stanley Market Place, Malcom Yards, and Golden Mill underscores the critical role that foodhalls play in modern urban economies. Beyond the direct economic benefits—such as revenue generation, job creation, and consumer spending—these foodhalls serve as catalysts for local business growth, tourism, and community engagement. The economic ripple effect extends far beyond their walls, contributing to the vibrancy and sustainability of their respective local economies. As these foodhalls continue to thrive, they provide a model for how public and private investments in urban spaces can generate long-lasting economic benefits for communities.

Spending and Economic Multiplier Effect - With its variety of food offerings and diverse customer base, Foodhall's encourage a multiplier effect, where spending within the foodhall stimulates additional economic activity within the community. Local restaurants, stores, and transportation services see increased demand due to the foodhall's success.

Tourism and Foot Traffic - The foodhall attracts both locals and tourists, with an estimated 500,000+ annual visitors. This influx of visitors has led to increased sales for nearby retail businesses and service providers, boosting the area's overall economic activity

Support for Local Farmers and Producers - Like its counterparts, we emphasize local sourcing, further strengthening regional food networks. By providing a steady demand for locally grown and produced goods, it boosts agricultural revenues and supports sustainable practices.

SUSTAINABILITY:

JBR Superior Holdings and our partners are committed to environmental sustainability and recognize the crucial role that the food industry plays in preserving the planet for future generations. Our goal is to minimize our environmental impact while providing a high-quality dining experience. We believe that small, intentional actions can collectively make a significant difference, and we strive to operate in a way that supports both the environment and our community. Below are the key initiatives we have implemented to ensure our restaurants operates sustainably:

Waste Reduction and Composting - We are committed to minimizing food waste by carefully planning our inventory and implementing a waste-reduction strategy. Any food scraps or organic waste generated in our kitchen are composted or donated to local farms for reuse. We work

closely with suppliers to reduce packaging waste and ensure that any packaging we do use is recyclable or biodegradable. We also encourage our guests to take home leftovers to reduce waste.

Energy Efficiency - To reduce energy consumption, we utilize energy-efficient appliances, LED lighting, and smart temperature control systems in our kitchen and dining areas. We continuously monitor our energy usage and look for innovative ways to further reduce our energy consumption, helping lower our greenhouse gas emissions.

Eco-Friendly Packaging - In our commitment to reducing single-use plastics, we have switched to eco-friendly packaging options, such as compostable or recyclable containers, straws, and utensils. For takeout orders, we offer reusable or environmentally friendly packaging options, further reducing our impact on the environment.

CONCLUSION:

This Final Development Plan is the last piece to Downtown Superior that we believe will bring the residential community, retail visitors and urban sports commuters together. Creating a vibrant and inclusive dining experience that serves families, couples, business travelers and groups large or small.