

# Summit strength & Fitness LLC

September 19, 2016

Matt Tucker  
Zoning Administrator  
City Of Madison  
215 Martin Luther King Jr. Blvd.  
Madison, WI 53701

re: Application for a Conditional Use in the IG District

Dear Matt,

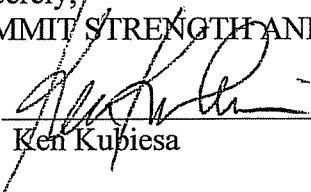
Please let this serve as Summit Strength & Fitness LLC's Letter of Intent to the City for a Conditional Use of Unit 2 at 3118 Kingsley Way, in the IG District of the City, for school, arts, technical or trade activity as you advised was appropriate in our meeting including Kevin Firchow on September 13. The Land Use Application for that Conditional Use is filed herewith. The premises is inside a warehouse building of a total size of 16,000 square feet. Our use will occupy only the inside Unit 2 of the building of approximately 3,300 square feet. The Application includes Site and Floor Plans that depict Unit 3 and the building and its elevations.

Summit Strength & Fitness LLC is a new business that intends to establish a facility in Madison that trains rock climbers, coaches and other athletes concerning rock climbing, strength and fitness. Attached to this letter is a description of the business by Keith Kubiesa, the principal of the company and the trainer/coach who will teach, train and coach clients. The project team consists of Keith, the undersigned, Ken Kubiesa, legal advisor, investor, and Secretary of the company and Futurist Climbing Consultants, Inc. of Albuquerque, New Mexico. Futurist is currently designing a state of the art climbing surface and equipment layout for the facility. The estimated cost of the project is \$75,000.

The hours of operation of the facility are set out in Keith Kubiesa's memo attached hereto. The only improvements to the site will be inside Unit 2, including a bike rack near the rear overhead door. All near and adjacent properties are located in the IG District so that there should be no negative impact on any residential or nearby properties. In fact, the absence any longer of truck traffic to and from the rear of Unit 2 should be of some benefit to the building and the immediate area.

We intend to present our application to the Plan Commission on November 7, 2015. If you, staff or any member of the Plan Commission has questions about this submittal, please contact the undersigned. Thanks for your attention to and consideration.

Sincerely,  
SUMMIT STRENGTH AND FITNESS LLC

By:   
Ken Kubiesa

**Ken Kubiesa**

Attachment to Letter of  
Intent dated 9/19/16

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**From:** Keith Kubiesa [keith.kubiesa@gmail.com]  
**Sent:** Sunday, September 18, 2016 9:34 PM  
**To:** Ken Kubiesa  
**Subject:** business model

As a client, your time in the facility will be accompanied by myself (Keith Kubiesa) or another certified trainer or coach. Business will be conducted on various different levels (one on one coaching, group training, team building, nutritional consulting/fitness planning) under the supervision of a coach or trainer. At no time will there be any client in the gym unsupervised. This in fact means that we will not operate on open gym/walk in business model. This will allow each client uninterrupted use of the space while perfecting their skill with the guidance of a coach or trainer.

One on one training or coaching will consist of minimum one hour time blocks on a appointment only basis. These sessions will consist of a coach/trainer working hands on with their clients. The majority of business will be conducted in the morning and late afternoon. However times will vary based on individuals schedules. There will be no set hours due to the fact that there will be no come in as you wish business.

Group training will be at set hours during the week, no weekends. The times will take place in the evening. These classes will consist of 6-12 people in order for the coach to provide quality feedback to each individual in the hour allotted. There will be two types of training sessions during the week. One will be focused on learning how to use various tools to improve your rock climbing skills. The other class will focus on teaching general fitness techniques in order to stay in shape.

All team building will happen on a 2.5 hour basis under the strict supervision and instruction from a coach. These sessions will be geared towards teenage kids and conducted in a similar fashion as to which kids dance or karate classes are held. These sessions will be set in place in order to teach the kids how to properly build and execute a climbing training plan. We will prepare kids to become national level competition climbers and life time devotees to the lifestyle of rock climbing and fitness.

Consulting will be done mostly via email and phone with the occasional one on one meeting at the gym. The meetings will consist of going over progress and checking in with my clients in order to make any changes necessary to their health, diet, fitness, or climbing plans.

The rear left section of the warehouse space will be equipped with the climbing apparatus. Under that wall will be gymnastic type mats to protect the individual from the cement floor. On the opposite side of the room we will have free weights such as dumbbells, kettle-bells, barbells and weight plates. These will be underneath and within a steel pull up bar structure. The majority of the warehouse will be open space in order to freely move about to perform body weight movements such as; stretching, plyometrics, calisthenics, and agility work.

Stay Positive,  
Keith Kubiesa, CSCS (certified strength & conditioning specialist)  
*CoachKubi.com*