

Blue Sky

An Event Space

5264 Verona Rd.

Fitchburg, WI 53711

CuP Application Narrative

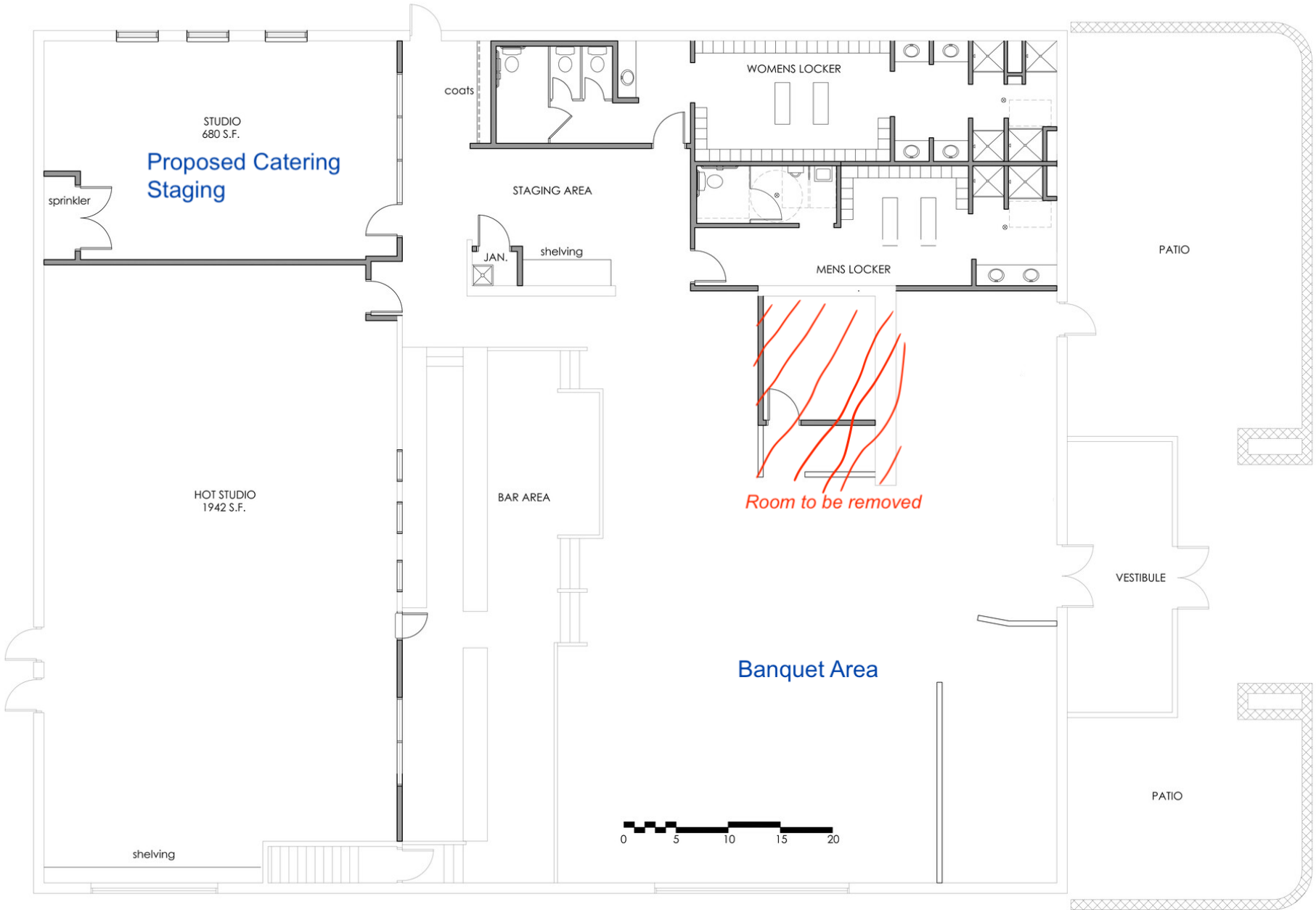
We propose to open an event space, Blue Sky, at 5264 Verona Road. Blue Sky will host a variety of events for diverse clientele, such as Wedding Receptions, Quinceañeras, Bar and Bat Mitzvahs, Trivia Nights, (catered) Dinner Theatres, etc.

Fitchburg's Anton Drive Redevelopment Plan states, "Placemaking is the process of creating quality places that attract people." Here are a few of the pillars of what Fitchburg defined in the plan as Great Place Making that Blue Sky meets and exceeds:

- **Local Business Ownership** - both the building owner and the Blue Sky team are local.
- Activities in this space will be **Fun, Active, and Celebratory**, attributes specifically called out in the Plan.
- And with the investment we have already made and will make in Blue Sky, this business will **revitalize** a building prominently visible from Verona Road – a building that has not had appropriate investment over the past decade due to housing an unprofitable business tenant.

In Fitchburg's Comprehensive Plan Updated in 2021, Chapter 2 is titled "What are the Pillar's of Fitchburg's Growth?" Page 2B-8 and 2C-5, state "More entertainment options needed." Page 4-5 summarizes land use input gathered from the community as, "Develop 'entertainment' areas, social-gathering places. etc." Blue Sky will do just that.

Blue Sky is dedicated to establishing and maintaining a business that aligns with multiple of the city's major pillars for growth: Place Making, More entertainment options, Diversity, and Job Creation.





Conditional Use - Owner or Authorized Agent Acknowledgement

** It is highly recommended that an applicant hold at least one neighborhood meeting prior to submitting a CUP application to identify any concerns or issues of surrounding residents.

PLEASE NOTE - Applicants shall be responsible for legal or outside consultant costs incurred by the City. Submissions shall be made at least four (4) weeks prior to desired plan commission meeting.

By signing below, I certify that the information included with this Conditional Use application is true and correct, to the best of my knowledge. Any agent signing below verifies that he/she has the consent of the owner to file the application.



Owner's or Authorized Agent's Signature

17/06/2024

Date (DD/MM/YYYY)