

TOWN OF PALM BEACH

Information for Town Council Meeting on: December 8, 2020

To: Mayor and Town Council

From: Wayne Bergman, Director of PZB

Cc: Kirk Blouin, Town Manager

Re: Temporary Outdoor Use – Soul Cycle, 340 Royal Poinciana Way

Date: November 20, 2020

DISCUSSION:

The Town Council, earlier this year, approved a temporary program of allowing restaurant seating and retail displays to be relocated outdoors in an effort to help local businesses operate effectively during the Covid-19 pandemic. Numerous local businesses have shifted some seating and retail displays outdoors, which encourages customers who may be concerned with being indoors.

This request was received November 6, 2020 from Alexandra Patterson of the Royal Poinciana Plaza for Soul Cycle. The proposal is to locate about 56 exercise bikes to the grass lawn area near the vacant theater on the property. As Jay Boodheshwar states in his email, this is not exactly the type of business use that was approved by the Town Council when approving these temporary outdoor uses under Covid-19.

The matter is presented to the Town Council for your consideration. Soul Cycle is requesting approval for this temporary outdoor use during Covid-19.

Attached:

Application for Temporary Outdoor Seating and Outdoor Retail Displays
Email Chain



TOWN OF PALM BEACH

Application for Temporary Outdoor Seating and Outdoor Retail Displays

Any restaurant or retail establishment that wishes to establish new or additional outdoor dining areas or displays in order to operate consistent with State of Florida Executive Order No. 20-123, shall email this application and related exhibits to wbergman@townofpalmbeach.com.

Applicant Information: Restaurant _____ Retail X

Business Name: SoulCycle, Inc. Owner Name: SoulCycle, Inc.

Street Address: 340 Royal Poinciana Way Palm Beach, FL 33480

Email: adam.farber@soul-cycle.com Phone: 212.258.2125

Property Owner Name (if different from business owner): RPP Palm Beach Property LP

Contact Information:

Name: Alexandra Patterson

Email: alexandra.patterson@wsdevelopment.com Phone: 814.490.6523

Restaurants:

Total Indoor Seats (Pre-COVID): _____ Total Indoor Seats at 50% Capacity: _____

Total Outdoor Seats (Pre-COVID): _____ Total Outdoor Seats (6 feet of separation): _____

Number of Additional Outdoor Seats Requested: _____

Where will additional seats be located? Public Sidewalk _____ and/or Private Property _____

Describe Property to be used: _____

Retail Establishments:

Total Store Capacity (Pre-COVID): 47 bikes Total Store Capacity at 50% Capacity: 23 bikes

Please attach a site plan to show the outdoor areas proposed for use and location/number of tables, seats and displays, with dimensions indicating spacing distances.

** Please see attached package explaining SoulOutside program as well as customer and community testimonials.*

Insurance Requirements (Use of Public Spaces Only):

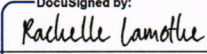
Please attached a Certificate of Insurance naming the Town of Palm Beach as additional insured under your General Liability policy coverage, with limits of liability not less than \$1,000,000 per occurrence. The Certificate of Insurance shall indicate an Occurrence Basis. The Service Provider's General Liability coverage shall be primary and non-contributory.

Temporary Conditions:

1. This temporary outdoor use will continue until rescinded by the Town Council.
2. This use may be revoked if the outdoor areas become unsafe or are deemed a nuisance to the community due to excessive complaints.
3. Requests for use of public property shall include a signed hold harmless agreement and a certificate of insurance with coverage described above.
4. Compliance with CDC, FDA and OSHA guidelines are required. See attached.
5. Temporary tables, seating and displays cannot infringe upon ADA access along sidewalks and accessible routes in and out of buildings.
6. Approval for use of private property (not owned by business) is required by signature on this application.
7. Must remain in compliance with minimum parking requirements if using parking lots and net number of seats (indoor and outdoor) may not exceed the total number during normal operations.
8. The use of the outdoor spaces shall be in conformity with all other Town Codes and Ordinances.

Application Checklist:

- ☒ Completed Application
- ☒ Detailed Site Plan
- ☐ Certificate of Insurance (public properties only)
- ☐ Refundable Damage Deposit (\$1000 for right of way and \$2500 for park areas)

Signature of Business Owner:  Date: 11/6/2020

Signature of Property Owner: _____ Date: _____

Hold Harmless Agreement (Use of Public Spaces Only):

The undersigned as owner of the business located at _____, also known as _____, in consideration for the Town allowing owner to temporarily use the public space identified herein, hereby agrees to save, defend and hold harmless the Town of Palm Beach, its officers, employees, agents, representatives and assigns from any and all claims resulting from this agreement and/or owner's use of the public space referenced herein including, but not limited to, personal injury, death, property damage, trespass or any other tort.

Signature of Business Owner: _____ Date: _____

Required Approvals:

Planning, Zoning & Building:  _____

Public Works (For Public Properties Only): _____

Police: _____

Fire-Rescue: _____

Town Manager's Office: _____

THE ROYAL

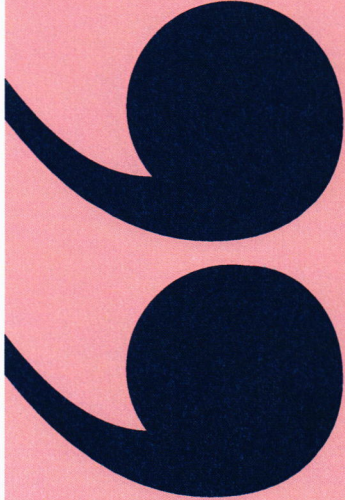
POINCIANA PLAZA

| PALM BEACH |

PRESENTING

SOULOUTSIDE

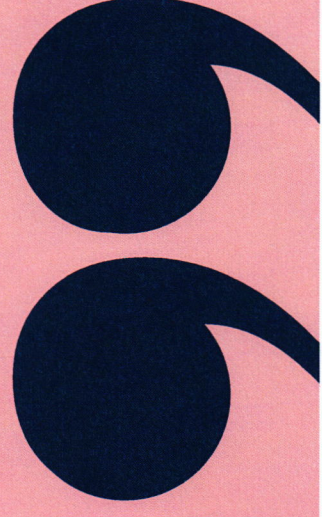




*"SoulCycle is a purpose-driven brand
redefining health and happiness through
unique mind-body-soul experiences."*

*We do this through creating addictive product, building community
relationships, cultivating top talent, and offering unparalleled hospitality."*

- SOULCYCLE MISSION STATEMENT



Established in 2005 with nearly 50 locations from coast-to-coast and the U.K. SoulCycle is a one-of-a-kind inspirational and joyful fitness experience designed to benefit the body, mind and soul through a guided spin workout.



PHILANTHROPY

HOW SOULCYCLE GIVES BACK

CHARITY RIDES

Since launch, SoulCycle has hosted charity rides that provide organizations both large and small the opportunity to come together and raise money in a fun and inspiring way - a SoulCycle class. Through these rides, SoulCycle helps raise more than \$2.5M each year for much-needed causes.

SOULSCHOLARS

SoulCycle's mission is to bring the joy of movement and the benefits of fitness to underserved adolescents. With inspiring music, motivational coaching and a strong, supportive community, SoulScholars have the opportunity to experience the transformative impact that exercise can bring to the body, mind and soul while charting a course for a healthier, happier life.

SOULSERVICE

SoulCycle headquarters employees devote time and energy to giving back to their local communities. Every year, they plan a SOULteering day, where all staff comes together to work on a local service project such as building a garden for an urban school. They also volunteer at a soup kitchen in the Bronx to prepare a Thanksgiving holiday meal which has become an annual tradition.

NUMBER OF
PEOPLE RIDING
FOR CHARITY

37,000+

TOTAL
CHARITY
RIDES

688

AMOUNT
FUNDRAISED

\$2.5M+

NUMBER OF
SONGS PLAYED

5,504

MINUTES OF
SWEATING FOR
A CAUSE

31,000

CAUSES WE'VE
SUPPORTED

THE ARTS, NATURAL DISASTERS, LOCAL
SCHOOLS, HEALTH AND WELLNESS, CANCER
RESEARCH, ANIMALS, & MORE

**Average Annual Contribution*

HISTORY

SOULCYCLE

AT THE ROYAL POINCIANA PLAZA

1

DESTINATION SOUL: PALM BEACH

- Dates: December 15, 2017 - January 1, 2018
- Location: 150 Royal Poinciana Plaza

2

DESTINATION SOUL: PALM BEACH

- Dates: November 20, 2018 through March 31, 2019
- Location: 150 Royal Poinciana Plaza



PBCH

Palm Beach,
let's ride.



PALM BEACH COMMUNITY

THE ROYAL POINCIANA PLAZA

BUSINESS TESTIMONIALS

CELIS PRODUCE

Due in part to SoulCycle's presence, Celis Produce reported:

- 43% increase month-over-month October 2018 to November 2018
- 41% increase month-over-month November 2018 to December 2018
- 160% increase year-over-year November 2017 v. November 2018
- 28% increase year-over-year December 2017 v. December 2018

"The addition of SoulCycle this season would bring a breath of fresh air to our Palm Beach community and beyond. It's great for small business like ours since it promotes health and wellness as well as other businesses in the Plaza and Palm Beach island. We hope you consider SoulCycle coming back this season."

- Alex Celis, Owner, Celis Produce

SANT AMBROEUS

"SoulCycle became the soul of Palm Beach when they were down here two years ago for a pop-up. We missed them last year with the energy and traffic they brought to the property, and with the current circumstances with COVID they should definitely be outdoors for the health of our Palm Beach residents."

- Adil Avunduk, General Manager, Sant Ambroeus

KIRNA ZABÊTE

"Outdoor SoulCycle would be a perfect fit for The Royal Poinciana Plaza. I first-hand witnessed the joy it brought to us all in the Hamptons this past summer! It is the safe and perfect way for us to all stay fit and healthy."

- Beth Buccini, Owner, Kirna Zabête



PALM BEACH COMMUNITY CLIENT TESTIMONIALS

"As Florida and Palm Beach County begin to emerge from the pandemic, it is crucial that all of the area's businesses be permitted to reopen in order to hasten our overall recovery.

Gyms and fitness studios, such as SoulCycle, are now permitted to operate at 100% capacity statewide. These businesses are important not only to the health of the economy, they are essential to the physical and mental health of our citizens. My wife and daughters are devoted riders at SoulCycle, and I myself look forward to joining them in the SoulCycle community. As the owner of an essential business in the Town of Palm Beach, I am keenly aware of the very necessary regulations that remain in place to protect ourselves and our neighbors, and feel certain that SoulCycle will not just meet but exceed the requirements to serve its members in safest manner possible."

-James C Remez

President, Livingston Builders, Inc.

"SoulCycle is not just a workout class - it really is a mindset. I am looking forward to being able to continue my Soul Outside experience during my time in Palm Beach, coming off of riding every day at BARN/WTML and Hudson Yards/TriBeca activations. I am traveling down this Saturday (10/31) and planning to stay through the Spring. Know my boyfriend's family and a few of my friends will also frequently attend classes with me should Palm Beach allow SoulCycle to open!"

- Alexa Reinfeld

"The SoulCycle community is something I am extremely passionate about and is very near and dear to my heart! I can't say enough about the excitement and enthusiasm that surrounds these studios. As a dedicated rider, I would love nothing more than to have SOUL here at The Royal Poinciana Plaza! I am confident in their ability to bring together and unite people for the greater good!

See you soon on a bike!"

- Stacy Leuliette,

Owner at The Scout Guide Palm Beach

"I have been riding at SoulCycle for a few years and it has become a HUGE part of my life. My friends in Palm Beach County, a lot of whom have moved down permanently since Covid, ride at SoulCycle religiously. We carpool down to Miami once or twice a week right now to ride, but should they be in Palm Beach, it would be daily! Bringing SoulCycle back to Palm Beach would be incredible for locals, visitors and all surrounding businesses!"

- Alex Gordon, Resident of Palm Beach County for 25 Years

"The thing that I love most about SoulCycle Palm Beach is the feeling that I have after taking a class. Now, more than ever, we all need something that MAKES US FEEL GOOD and positive and overall better. The brand loyalty that I will feel for them if they can be a part for what gets me through these strange times we are in, is unmeasurable. I would LOVE to see SoulCycle back in Palm Beach and a part of my daily routine!"

- Teresa Remez,

Resident of Palm Beach County for 30 Years

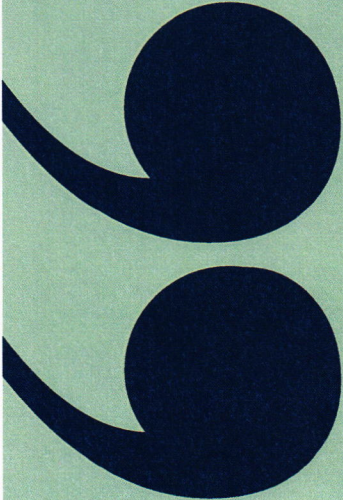
PALM BEACH COMMUNITY SOULCYCLE SURVEY

SoulCycle has a core group of riders who either permanently or temporarily reside in the Palm Beach area for the winter months and have expressed ongoing interest in a studio returning to the market.

With the Northeast entering the winter months, SoulCycle is seeing an influx in their communities heading South for the winter and requesting SoulOutside to be a part of their routine in South Florida.

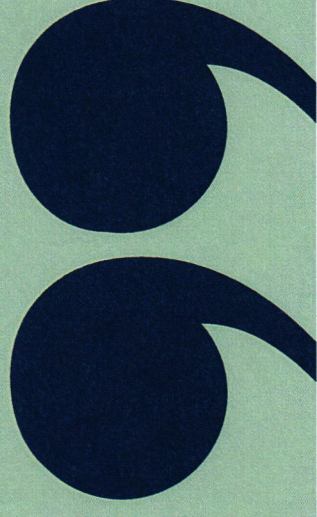
SOULCYCLE SURVEY RESULTS





"Thank you for the opportunity to consider allowing SoulCycle to return back to the Town for another season. In a time that community truly matters, I am relieved to know that both the Town and SoulCycle recognize the compatibility of the community of riders and the community that Palm Beach has to offer. Further, as the daughter of the leader of a town serving business for the past 25 years, I deeply understand the importance of recognizing and respecting all Town rules and regulations. Coming from a devoted SoulCycle rider across multiple regions, it is my opinion that SoulCycle will stand by their track record and uphold the values of the business and community they have built. In the words of my favorite instructor, "you are what you attract" and I believe that Palm Beach is attractive to SoulCycle for many reasons, but mostly for the community of people that we have to offer. I am so excited to ride in Palm Beach again and fully intend to support SoulCycle and the surrounding businesses daily, in the Covid-safe manner that I trust both the Town and SoulCycle will stand behind."

- LILA REMEZ, RESIDENT OF PALM BEACH COUNTY FOR 25 YEARS



OVERVIEW

SOULOUTSIDE

SoulCycle is bringing their experience outside and Palm Beach is lucky to have been selected as a part of an elite group of communities where this is happening across the country. Through SoulOutside, SoulCycle is continuing their commitment to the Soul community by taking their signature 45-minute indoor cycling class outside in multiple locations across the United States.

DETAILS:

- Bikes spaced a safe, social distance apart (per region and local government regulation)
- Classes will be taught through a silent audio system
- A schedule of classes with all their favorite instructors

Studio Status

Check for your home region below for a running list of open indoor and outdoor locations.
SoulOutside 🚲 | Brick & Mortar 🏠
*Masks required during class.

Atlanta	🚲 Buckhead	Hamptons	🚲 Bridgehampton 🚲 Montauk	SoCal	🚲 Beverly Hills* 🚲 Century City 🚲 Manhattan Beach* 🚲 Santa Monica* 🚲 Newport Beach 🚲 La Jolla 🚲 Pasadena
Boston	🚲 Back Bay 🚲 Chestnut Hill 🚲 Dedham	Las Vegas	🚲 Vegas	Texas	🚲 Domain Northside 🚲 Downtown Austin 🚲 Memorial 🚲 Preston Hollow 🚲 River Oaks 🚲 Uptown
Vancouver		Long Island	🚲 Roslyn	United Kingdom	🚲 Soho London 🚲 Notting Hill
Chicago	🚲 The Loop* 🚲 Old Town* 🚲 North Shore*	Michigan	🚲 Ann Arbor	Westchester	🚲 Bronxville* 🚲 Bye Brook
Connecticut		New Jersey	🚲 Short Hills 🚲 Hoboken		
DC Area	🚲 Greenwich* 🚲 Westport*	New York	🚲 Hudson Yards 🚲 Brooklyn Heights 🚲 Tribeca		
Florida	🚲 West End* 🚲 Union Market 🚲 Bethesda				
	🚲 Tampa 🚲 Coral Gables 🚲 South Beach				
		NorCal	🚲 Palo Alto 🚲 San Jose 🚲 Walnut Creek 🚲 Marin		
		Philadelphia	🚲 Ardmore		

OVERVIEW

SOULOUTSIDE

FEATURES:

- *Silent Audio System:*
 - *In order to comply with noise restrictions, SoulCycle offers each guest a headset in order to hear the instructor's voices and playlist, while maintaining silence for the surrounding environment, passerby and guests in proximity.*
 - *Headsets offer riders the ability to adjust sound volume according to their comfort level. Riders are able to use their own version of any headphone with a .3mm input, if they prefer.*
- *Safety:*
 - *24-hour security detail*
 - *The SoulCycle Standard of Safety (more detail on next slide)*
 - *COVID-friendly arrival and departure process*



SAFETY

THE SOULCYCLE

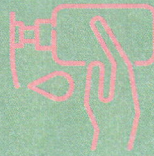
STANDARD



Heightened Deep-Cleaning Process

- Top-grade disinfectant & more frequent cleaning.
- Disinfecting high-touch surfaces.
- All bikes disinfected after every class.
- All weights disinfected after every class.
- Shoes disinfected & rotated.
- Staff required to wear face masks & gloves.
- Top-grade disinfectant, with electrostatic distribution used.

Before The Ride



- Staff temperature check.
- Rider health check per local regulations.
- Every rider must sign a Health Declaration.
- High-touch amenities available upon request.
- Staff hospitality and safety distancing protocols.



Checking In

- Strict enforcement of cancellation policy.
- Touchless hand sanitizer provided.
- Digital check in.
- Social distancing practices.
- Face coverings and gloves required per local regulations.
- Guests encouraged to bring only the necessities.



Clipping In

- Traffic flow control and guidance.
- Sanitizing wipes provided.
- Bikes booked at a safe distance apart.
- Self bike setup unassisted by staff.
- Late entries not permitted.



SoulOutside

- Mask policy per local regulations. Required when not clipped into bike, at minimum.
- Headsets sanitized between each use with top-grade disinfectant.

CASE STUDY

LEGACY PLACE - DEDHAM, MA WS DEVELOPMENT SISTER PROPERTY

"People are absolutely loving the outdoor studio. Not only is it safer being outdoors - people are really excited to participate in something so unique and many have said they would like us to do this every summer. Classes in opening month were mostly full with wait lists."

- SOULCYCLE MANAGER, SOUL DEDHAM

"Soul Cycle has sold out virtually all of its classes since expanding its services to the parking deck at Legacy Place. SoulOutside has added incredible dynamism to the property as a whole and with the news of their pivot to a fresh air studio they've drawn clients to the property."

**- CHRISTA SEYCHEW,
GENERAL MANAGER, LEGACY PLACE**



OVERVIEW

SOULOUTSIDE: SANTA MONICA PLACE



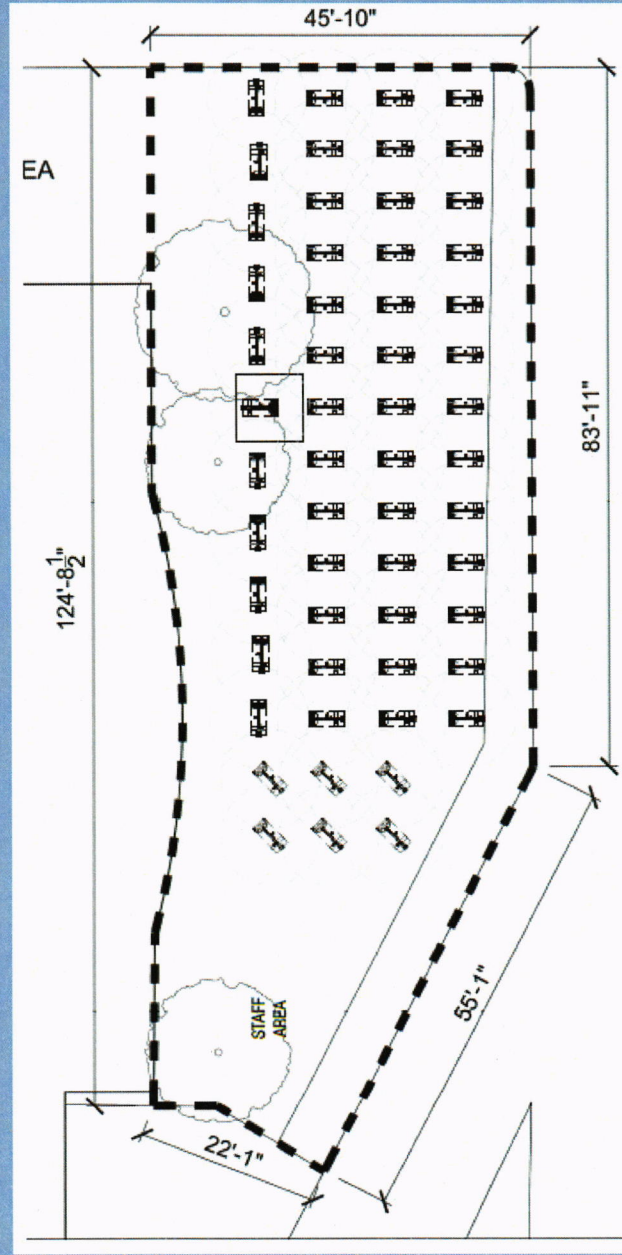
OVERVIEW

PROPOSED LOCATION



OVERVIEW

PROPOSED BIKE PLACEMENT



**Bikes spaced at least six feet apart*



THANK YOU

Wayne Bergman

From: Jay Boodheshwar
Sent: Monday, November 16, 2020 11:49 AM
To: Kirk Blouin; Nicholas Caristo
Cc: Wayne Bergman; Benjamin Alma; Martin Deloach; Paul Brazil
Subject: RE: Soul Outside application and presentation

Will do.

Wayne – can you prepare a cover memo to present the request to TC and advise Alex that this request will require TC approval at the Dec. meeting?

Thanks. Jay

Jay Boodheshwar
Deputy Town Manager

Town of Palm Beach
Town Manager's Office
360 S. County Road
Palm Beach, FL 33480
Phone: 561-838-5410
Fax: 561-838-5411
www.townofpalmbeach.com

From: Kirk Blouin <KBlouin@TownofPalmBeach.com>
Sent: Monday, November 16, 2020 11:42 AM
To: Nicholas Caristo <NCaristo@PalmBeachPolice.com>
Cc: Jay Boodheshwar <JBoodheshwar@TownofPalmBeach.com>; Wayne Bergman <wbergman@TownOfPalmBeach.com>; Benjamin Alma <BAAlma@PalmBeachPolice.com>; Martin Deloach <MDeLoach@TownofPalmBeach.com>; Paul Brazil <PBrazil@TownofPalmBeach.com>
Subject: Re: Soul Outside application and presentation

Jay, put this on the TC agenda for next month. I see no problem with the request but the TC should approve.

Sent from my iPad

On Nov 16, 2020, at 11:19 AM, Nicholas Caristo <NCaristo@palmbeachpolice.com> wrote:

I just saw Jay's email. The PD approves if there are no issues and/or Council approves.

Nicholas Caristo
Chief of Police

Palm Beach Police Department
345 South County Road
Palm Beach, FL 33480
561-838-5454

From: Jay Boodheshwar <JBoodheshwar@TownofPalmBeach.com>
Sent: Monday, November 16, 2020 9:54 AM
To: Wayne Bergman <wbergman@TownOfPalmBeach.com>; Nicholas Caristo <NCaristo@PalmBeachPolice.com>; Benjamin Alma <BAлма@PalmBeachPolice.com>; Martin Deloach <MDeLoach@TownofPalmBeach.com>; Paul Brazil <PBrazil@TownofPalmBeach.com>
Cc: Kirk Blouin <KBlouin@TownofPalmBeach.com>
Subject: RE: Soul Outside application and presentation

Wayne,

I don't think this request is in the spirit of what Council approved, and definitely doesn't fit the categories of "restaurant outdoor seating" and "retail displays". See below. Copying Kirk to make sure he concurs and if so, I would think a Council approval would be required as we won't be able to approve this at a staff level. Thanks. Jay

<image002.png>

Jay Boodheshwar
Deputy Town Manager

Town of Palm Beach
Town Manager's Office
360 S. County Road
Palm Beach, FL 33480
Phone: 561-838-5410
Fax: 561-838-5411
www.townofpalmbeach.com

From: Wayne Bergman <wbergman@TownOfPalmBeach.com>
Sent: Monday, November 16, 2020 9:19 AM
To: Jay Boodheshwar <JBoodheshwar@TownofPalmBeach.com>; Nicholas Caristo <NCaristo@PalmBeachPolice.com>; Benjamin Alma <BAлма@PalmBeachPolice.com>; Martin Deloach <MDeLoach@TownofPalmBeach.com>; Paul Brazil <PBrazil@TownofPalmBeach.com>
Subject: FW: Soul Outside application and presentation

All - Temporary outside use – exercise bikes (up to 56, according to site plan) outside at Royal Poinciana Plaza, west of the closed theater. No impacts to traffic flow or to parking spaces. No ADA issues. Minimal visibility from adjacent roads. No ROW concerns – all on private property.

PZB approves. Large pdf file – links below. Let me know your thoughts on this.

Wayne Bergman, MCP, LEED-AP
Director

Town of Palm Beach
Planning, Zoning, Building
360 S. County Road
Palm Beach, FL 33480
Office: 561-227-6426
www.townofpalmbeach.com

P.S. Your exterior project may require ARCOM approvals. [Click here for more info.](#)

From: Patterson, Alexandra <Alexandra.Patterson@wsdevelopment.com>
Sent: Monday, November 16, 2020 8:21 AM
To: Wayne Bergman <wbergman@TownOfPalmBeach.com>
Subject: SoulOutside application and presentation

*****Note: This email was sent from a source external to the Town of Palm Beach. Links or attachments should not be accessed unless expected from a trusted source. Additionally, all requests for information or changes to Town records should be verified for authenticity.*****

Trying this as a link instead of an attachment, just in case that's the issue! Sent the email with attachments twice but just in case its not going through, thought this might work.

What's not said on here is that this is temporary through April/May, not any longer. We look forward to the day that they can be inside!

Alex

I'm using Adobe Acrobat.

You can view "SoulOutside_ Palm Beach Presentation (5).pdf" at:

<https://documentcloud.adobe.com/link/track?uri=urn:aaid:scds:US:5fcda135-2473-419c-b740-8ecc19477e16>

I'm using Adobe Acrobat.

You can view "Executed Soul Application for TPB.pdf" at:

<https://documentcloud.adobe.com/link/track?uri=urn:aaid:scds:US:5087b471-d10e-4ab6-a545-0de997229e33>

<image003.png>

WSDEVELOPMENT
ALEXANDRA K PATTERSON
VICE PRESIDENT OF ASSET STRATEGY AND EXPERIENCE

M 814 490 6523

33 BOYLSTON STREET, SUITE 3000
CHESTNUT HILL, MA 02467
WSDEVELOPMENT.COM

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