

# Riding ahead of the pack

■ Chester bike shop draws customers with its custom work

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Most bicycles from area big-box retailers and mom-and-pop stores didn't agree with Jerry Fragapane's 6-foot-4-inch frame.

By 2005, the Cleveland Heights resident decided a custom bike would make the most sense for him to continue his healthy hobby without pain.

"I'm a fairly tall guy, and a standard frame didn't fit me," Fragapane said. "When I would do 100-mile rides, by mile 50 or 60, everything started to hurt."

A friend suggested HubBub Custom Bicycles, 8005 Mayfield Road in Chester Township. Fragapane, one of many in HubBub's 10-year-old client database, was so satisfied that he is having the shop construct another bicycle for him.

Despite a decade of service



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**Diane Lees and Brian Jenks are co-owners of HubBub Custom Bicycles, a shop that specializes in custom-made bikes in Chester Township.**

and multiple locations, the shop's philosophy has not changed, co-owner Diane Lees says.

"Our shop is strictly about the one-on-one — that is what we do," Lees said. "We're not here to sell 600 bikes here; it's not about volume.

"With us, it's about getting that specific rider into the sport and immersing him or her into it to the point that they're committed to it."

Co-owner Brian Jenks is confident in saying that HubBub is

the Northeast Ohio market for custom bicycles. The shop has been in Chester Township since 2004. Before that, it had two locations in Cleveland Heights.

With most of HubBub's clientele coming from out of town, the more rural Chester location isn't a bad situation. Plus, the area weeds out the window shoppers the staff grew accustomed to in Cleveland Heights.

The bicycles are not inexpensive, ranging from about \$4,500 to the rare \$14,000 job, Jenks

said. Still, the shop's personalization system aims to place the customer in the preferred bicycle.

Jenks' procedure includes fitting on a calibrated sizing machine from which he notes all of the parameters for a computer-aided design. The shop will follow through on part requests, even if they are found overseas.

Most orders take between four and eight weeks to complete, Jenks said. The store, connected

to the ownership's other venture, High Peaks Coffee, also sells several biking accessories, including helmets, saddles and gloves.

Aside from filling a need in the area's active sports landscape, the owners say they want to continue raising overall awareness of biking in Northeast Ohio.

"A lot of people still think bicycles are toys," Lees said. "They're sophisticated,

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mechanical equipment that need to be respected.”

To showcase the customs as both a mode of travel and activity, Hub-Bub in October will hold its second annual “Ponte-Vino-Giro,” a bridge and winery biking tour.

While Jenks appreciates the shop’s recognition, like its 18th place ranking in a League of American Bicyclists survey for favorite shop, he says it does not define Hub-Bub’s 10 years of service.

“It’s humbling to have the recognition, but it wasn’t really a goal,” he said.

“This is what we like to do.”

*For more information, call (440) 729-2499 or visit [www.hubbub.com](http://www.hubbub.com).*