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CITY OF PLEASANTON
PLANNING DIVISION

EXHIBIT B

Proposed Business Location:

3958 Valley Avenue, Suite A

(Building B, Unit 4)

Pleasanton, CA 94566

October 1, 2020

Part I – Operations and Zoning

SCOPE

The request for a Conditional Use Permit is to establish The Exercise Coach, a private, personal training and fitness studio serving 1-2 customers at a time. Details on The Exercise Coach personal training system can be found in Part II of this document.

HOURS OF OPERATION

The Exercise Coach is by appointment only. We take appointments Monday through Friday from 7:00am to 7:00pm. We are closed on the following National Holidays: New Year's Day, Labor Day, Memorial Day, Thanksgiving Day and Christmas Day.

NUMBER OF EMPLOYEES

Initially the number of employees will be three. One full-time manager and two part-time coaches. As our client base grows over years one and two, we will most likely add another part-time coach. Once we reach maximum client capacity, the number of employees will grow to five. Not all employees will be on-site together during the day. The maximum number of coaches training clients at any one time will be 2. When a manager is present, the maximum number of employees on-site at any one time will be 3.

NUMBER OF CLIENTS

The Exercise Coach is a 1:1 personal training experience. Therefore, there will be 1 client in the studio at a time, even during peak hours. Some couples or family member like to train together, so it is possible to have two clients who are family members in the studio concurrently, but this is the exception, rather than the rule. The maximum number of clients being trained at any one time would be 4.

PARKING IMPACT/VEHICLES

Parking at the proposed location is more than adequate. The maximum number of parking spaces that may be needed at any one time once we hit full capacity is 5. One each for a manager and two coaches, and one each for clients being trained. The assumption is that if couples or family members are training together, they would come in the same car. There may be times when one client is arriving and one is leaving, and when one employee is arriving and one is leaving, so some short-term overlap should be expected. There are no company vehicles that require storage on site. The total number of parking spaces located on site for all of the uses in all three buildings is 180.

NOISE

The Exercise Coach does not use any loud music or noisy equipment in the personal training experience.

CONDITIONAL USE FINDINGS

- The facility is ADA and building code compliant.
- According the Pleasanton Zoning Portal, the use is allowed subject to a Conditional Use Permit.
- The proposed use will not be detrimental to public health, safety or welfare. In fact, it can improve public health and welfare of the residents of Pleasanton, as outlined in Part II of this document.

OTHER EXISTING USES IN THE VALLEY AVENUE BUILDING COMPLEX

The following list the other business in the site, along with their square footages and hours of operation:

3950 Valley Ave (Building A):

Suite A: Pelican Studios, 4540 sq. ft., hours not posted, assume by appointment only.

Suite B: The Healing Journey - Physical Therapy & Wellness, 2440 sq. ft., hours not posted, assume by appointment only.

Suite C: Silmar Flooring, 4540 sq. ft., 10:00am – 4:00pm Monday through Friday.

3958 Valley Ave (Building B):

Suite B: Bay Home Loan, 2300 sq. ft., 9:30am – 5:30pm Monday through Friday.

Suite C: Service by Medallion, 1670 sq. ft., 9:00am – 6:00pm Monday through Friday.

Suite D: Performance Pest, 1510 sq. ft., 8:00am – 4:00pm Monday through Friday.

Suite E: Hitman Pest Control, 1670 sq. ft., 8:00am – 5:00pm Monday through Friday.

Suite F: Hitman Pest Control, 1728 sq. ft., 8:00am – 5:00pm Monday through Friday.

Suite G: Rivers Plumbing, 2516 sq. ft., 8:00am – 6:00pm Monday through Friday.

Suite H: Total Care, 2495 sq. ft., 8:00am – 5:00pm Monday through Friday.

3942 Valley Ave (Building C):

Suite A: Fenagh Engineering, 1656 sq. ft., hours not posted, assume by appointment only.

Suite B: Booster Assembly, 1656 sq. ft., hours not posted, assume by appointment only.

Suite C: Booster Assembly, 1656 sq. ft., hours not posted, assume by appointment only.

Suite D: KPS Fire, 1656 sq. ft., 8:00am – 5:00pm Monday through Friday.

Suite E: KPS Fire, 1656 sq. ft., 8:00am – 5:00pm Monday through Friday.

Suite F: CE Electric, 3312 sq. ft., hours not posted, assume by appointment only.

Suite G: Shapland Electric, 1656 sq. ft., hours not posted, assume by appointment only.

Suite H: Harvest Mortgage, 1656 sq. ft., hours not posted, assume by appointment only.

Suite I: Harvest Mortgage, 1656 sq. ft., hours not posted, assume by appointment only.

Suite J: Eagle Electric, 4434 sq. ft., 8:00am – 5:00pm Monday through Friday.

Suite K: JR Structural Engineering, 4522 sq. ft., 8:00am – 5:00pm Monday through Friday.

Suite L: Clancy Machinery, 3780 sq. ft., 8:00am – 5:00pm Monday through Friday.

Suite M: Western Traffic Supply, 3780 sq. ft., 8:00am – 4:30pm Monday through Friday.

Part II – Business Overview

Coach Lead, High Intensity Wellness Training – We are digital-physical innovators that have created the smartest solutions in the world for overcoming the most common barriers to fitness success for people in their 40's, 50's and 60+.

The Exercise Coach® (TEC) provides a coach lead supervised, high intensity, short duration wellness training system. Featuring Exerbotics®, the world's leading strength and conditioning technology, we can safely and effectively transform the physical condition of our clients, regardless of age or existing fitness level.

FOCUS

The Exercise Coach has been designed from the ground up to eliminate many of the barriers to wellness that exist in the current fitness industry. Roughly 80% of the US adult population is not engaged in meaningful exercise.

The #1 barrier to exercising is time.

Other obstacles include

- Physical limitations
- Past experience of failure
- Feeling “too out of shape”
- Fear of not fitting in
- Lack of enjoyment and/or clear direction

Driven by a scientific understanding of the human body, and empowered by the world's smartest fitness technology, The Exercise Coach training system removes each of these barriers to fitness. In just 2, 20-minute workouts per week, we can deliver concentrated exercise in a comfortable studio setting. Our bio-adaptive fitness technology delivers the right intensity for each individual during every moment of the exercise experience. Each session is guided by certified coaches who are trained to motivate, encourage and inspire clients to achieve their best effort.



In 2011, The Exercise Coach began expanding by offering the system as a franchise, and by the end of 2018, we will have Exercise Coach locations in 20 states. After 18 years of coaching thousands of clients, we are now focused on empowering other like-minded entrepreneurs to bring the world's smartest workout to their communities.

SYSTEM

The Exercise Coach franchise is a compact and powerful business system that provides entrepreneurs a clear path to success while operating a personally rewarding business. Consistent client experience and a truly proprietary approach allow franchisees to be the proud owner of the smartest fitness business in their community.

The Exercise Coach advantage over traditional training is our proven process of service delivery. One of the great benefits to our industry-leading fitness technology is a standardized service delivery that is consistent no matter the coach or location, yet can adapt precisely to meet the needs of each individual client. All client workouts are stored and data is produced that allows their coaches to provide smart recommendations for and for clients to see proof of results as they continue to progress.

Measuring performance isn't simply confined to the workout, however. Our custom-designed business management platform allows franchise owners to monitor the key business metrics like client acquisition, retention, payment processing, marketing effectiveness and employee performance from any computer or mobile device anywhere in the world. This freedom and operational simplicity means that whether franchisees own and manage one or several studios, franchisees can keep track of their business and provide real-time intelligence to their staff in each location.

We have created a **completely scalable digital-physical solution** that solves for exercise obstacles, addresses preventable age-related health conditions and maximizes quality of life.



WHAT WE HAVE DONE

TO SOLVE THE PROBLEM?

We have created a completely scalable digital-physical solution that solves for exercise obstacles, addresses preventable age related health conditions and maximizes quality of life.

Scientifically Optimized

- Safe & Approachable
- Time-Efficient
- Hyper-Personalized
- Maximally Effective

Neuro-Socially Energized

- Friendly
- Ability-based
- Immersive
- Elegant

Methodologically Standardized

- Science backed protocols developed from 2010-2017
- Proprietary Learning Management System and Coach Certification
- Proven client on-boarding processes
- Clear, compelling, and game-changing philosophy of exercise

SALES PROCESS

The Exercise Coach's sales strategy is to encourage prospects to experience for themselves this unique approach to fitness. Each franchise employs an experiential sales process, which allows a prospect to use the service without cost or obligation before committing to pay for the monthly package.

The standard offer includes an initial consultation and free workouts. After the last free session, clients are given the option to sign up for a monthly membership.



Clients are charged monthly using an EFT process that integrates seamlessly with The Exercise Coach® business management software. Private-label nutritional supplements are also offered to clients at an additional cost.

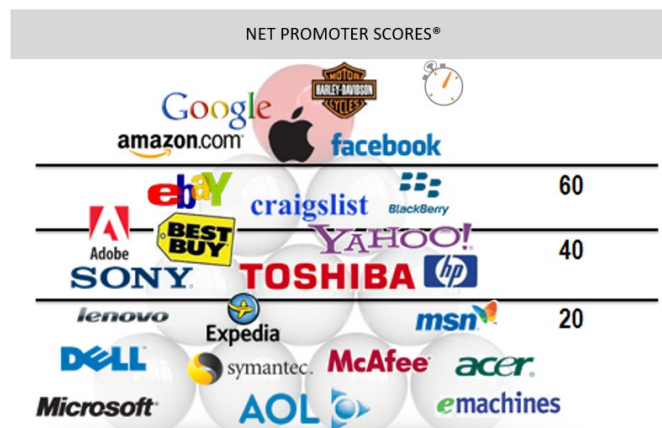
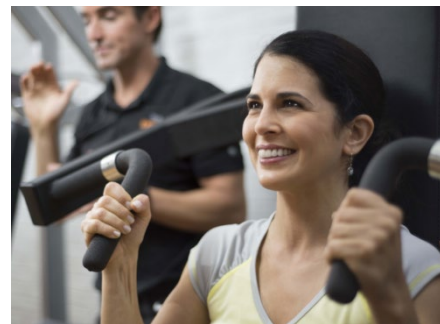
COMPETITIVE EDGE

The competitive edge is simple – The Exercise Coach® delivers the most effective, most efficient, safest workouts in the world. Each franchise pairs the most technologically-advanced equipment in the market with the personal accountability and encouragement of a coach. The result is powerful, yet safe, doses of exercise in a fraction of the time required under the conventional fitness paradigm. For many clients, this is the exact combination they need to stay engaged and on track towards better fitness and health.

CLIENT SATISFACTION

The Exercise Coach® has a nationwide Net Promoter Score® (NPS) of 84, based on over 2,300 responses received since the fall of 2016. This places our brand in the upper echelons of customer loyalty. With this NPS, we “rub elbows” with household names such as Amazon, Harley Davidson, and Apple.

The feedback we have received from customers points to their appreciation for our courteous and knowledgeable staff, our clean and intimate facilities, and our efficient workouts.



WHY NOW?

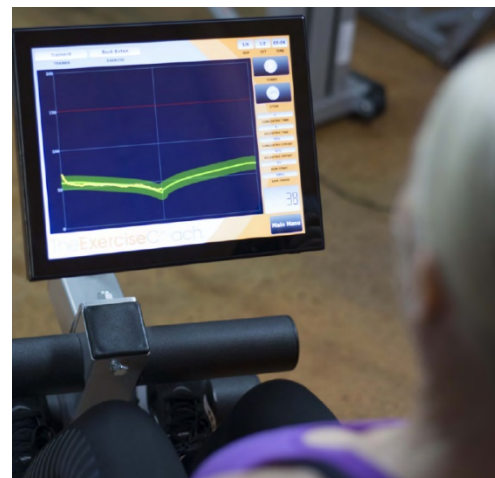
The 50+ population needs us.

- The last of 78 Million Baby-boomers started turning 50 in 2014.
- Traditional solutions, such as health clubs, do not provide an attractive alternative for many older adults.
- 95% of Baby-boomers feel a healthy lifestyle is more important as they get older.
- 9 out of 10 feel exercise is primary way to promote healthy aging. Arthritis is the nation's most common cause of disability, affecting 1 of every 5 adults.
- As the U.S. population ages, the number of adults with doctor-diagnosed arthritis is projected to increase from 46 million to 67 million by 2030, and 25 million of these individuals will have limited activity as a result.
- 1 in 3 women over age 50 will experience osteoporotic fractures, as will 1 in 5 men aged over 50.
- Yet, Only 1 in 10 are very satisfied with their current level of physical fitness and exercise.
- Almost 9 out of 10 would be interested in new approaches to managing their health
- Complications from falls are the leading cause of premature death in individuals over 75.
- The risk of a woman suffering a fracture from osteoporosis is greater than the combined risk of heart attack, stroke or breast cancer.
- Nearly 6 in 10 women fall into these levels and nearly 2/3 of all individuals over 50 report low intensity or sedentary lifestyles.
- As we age, loss of balance, structural integrity, risk of falls and decreased bone density dramatically affects quality of life.
- Proactive programs are all but non-existent and intervention for bone density often occurs after diagnosis and pharmaceuticals dominate the prescribed treatment.
- For osteoporosis, in particular, the result is the reliance on drugs that not only come with a myriad of side effects, but can adversely affect bone quality and actually increase the risk of atypical fractures.



The general population needs us.

- The consistency, quality and intensity of training, *not the frequency*, are the keys to reversing this trend with a natural and sustainable solution.
- Proper biomechanics and the application of significant load to the structure are crucial elements, but as intensity is increased, especially with a deconditioned population, the risk of injury can outweigh the benefits. Our technology has proven to be safe, effective, and potent.
- Most individuals are adverse to the rigors of high intensity training, especially when that training requires weight bearing exercise.



- Each year, Gallup asks Americans to estimate the amount of time they spend exercising at different levels of intensity. More than half of Americans fall into the "low" (23%) or "sedentary" (28%) exercise categories.
- Even female friendly options, such as Curves, do not provide supervision and the necessary intensity for sustained success.
- Coach-lead supervision, accountability, and tested protocols are crucial elements in achieving positive and sustainable outcomes.
- 7 out of 10 deaths among Americans each year are from chronic diseases.
- Nearly 50% of adults living in the U.S. have diabetes or pre-diabetes.
- About 75 million American adults (29%) have high blood pressure—that's 1 of every 3 adults. Another 1 in 3 has pre-hypertension.

Trends are in our favor.

- The ACSM 2017 Top 10 Trends, includes each of the following:
 - Fitness Tracking
 - Brief, High-Intensity Exercise
 - Personal Training
 - Strength Training
 - Exercise is Medicine
 - Exercise and Weight loss
- The fitness industry must become appealing to the people who most need it. And we're poised to lead this charge.

"For the 50 years of my observations in and on fitness, I've come to realize that, in fact (and again this IS fact) fitness has been, is, and likely always will be – for the fit. Fifty years ago, 15% of the U.S. population exercised regularly. Today, 15% of the U.S. population exercises regularly. Sure there are lots more people working out, but that's because – and the data proves it – there's lots more people."

Chuck Leve, Industry Expert, Founding Member of IHRSA

- Just under 50 million wearable devices were shipped in in 2015. But not one of them can test, train, or track the primary biomarker of health and aging: strength. Our technology can provide measure able, trackable results.
- Research conducted by the International Health, Racquet & Sportsclub Association (IHRSA) shows 54 million Americans, or 18.5% of the U.S. population, were health club members in 2014.
- Of that, 42% are members of a studio, which includes a boutique or discipline-specific facility. The studios might be small, but the money is big.
- In 2014, the U.S. health club industry tallied \$24.2 billion in revenue, a 7.4% increase from 2013, according to IHRSA, and "much of the industry's growth has come from smaller boutiques."

ADDITIONAL RESOURCES

[Exercise Coach Brand Video](#)

[Exercise Coach Website](#)

3958 Valley Avenue, Suite A (Building B, Unit 4), 1,110 sq. ft. Site Plan



3958 Valley Avenue, Suite A (Building B, Unit 4), Square Footage: 1,110

Proposed New Construction: None

Construction Type: VB

Occupancy Group: B

Subject Tenant space: see area highlighted yellow NOTE: highlighted box is not to scale, size is approximate

Available Parking Areas: see areas highlighted orange NOTE: parking areas are shared

Accessible Parking: Yes

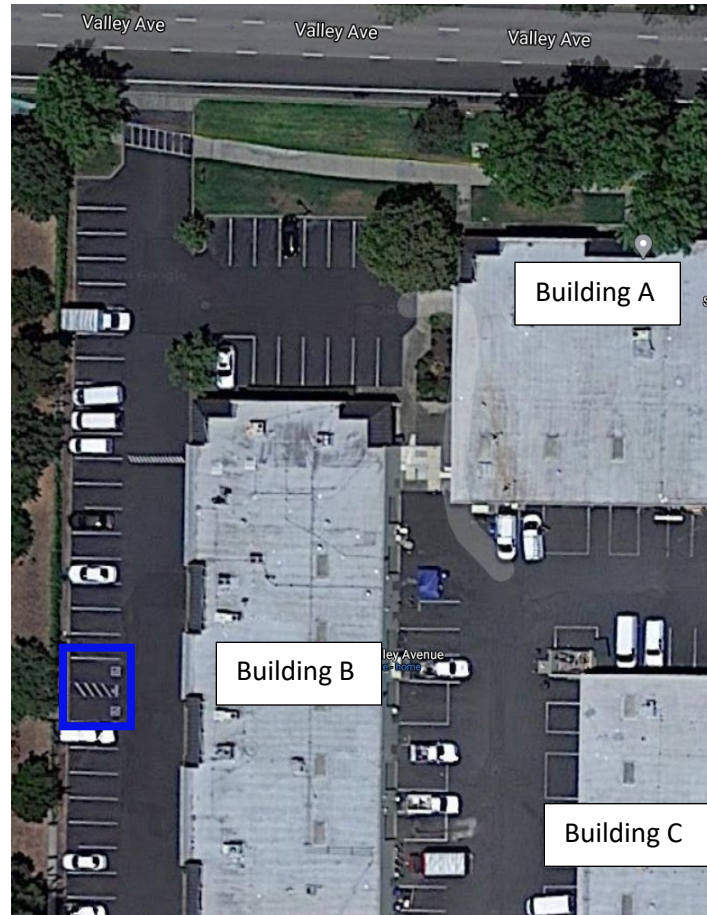
Accessible path of travel from accessible parking to tenant space: Yes

**3958 Valley Avenue, Suite A
(Building B, Unit 4), 1,110 sq. ft.
Site Plan, Con't.**



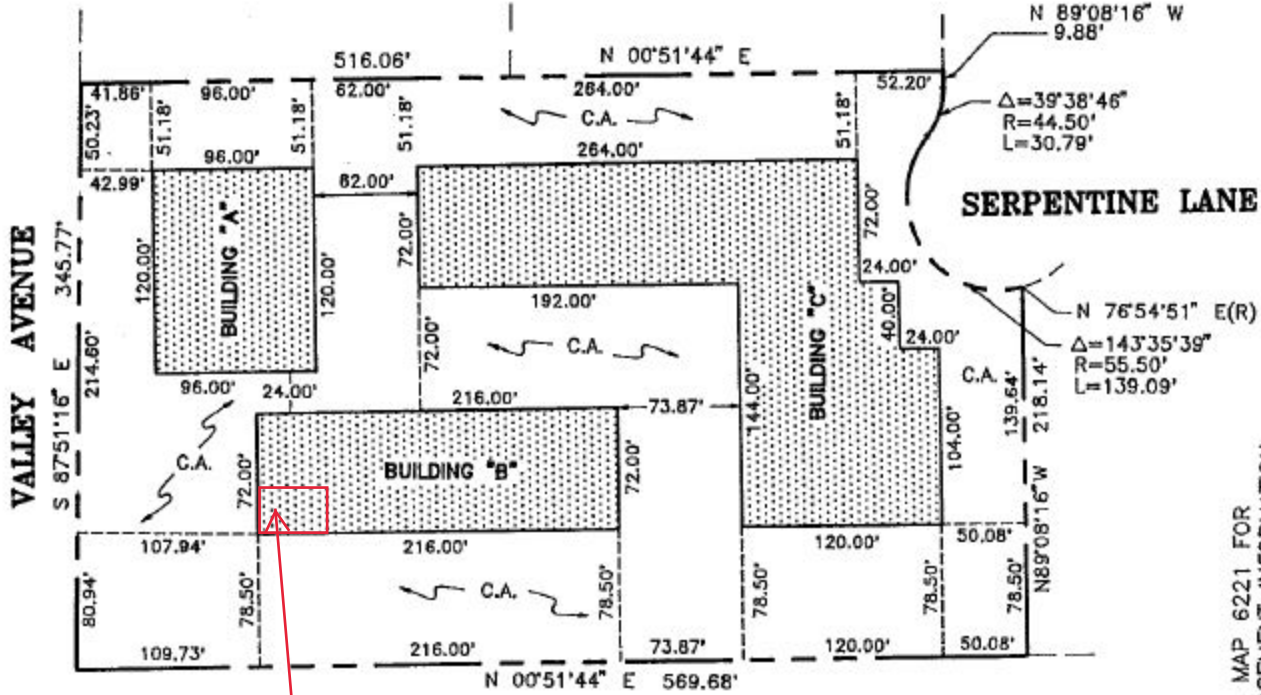
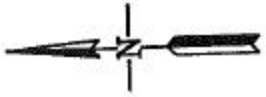
Accessible path of travel from accessible parking spaces to tenant space

**3958 Valley Avenue, Suite A
(Building B, Unit 4), 1,110 sq. ft.
Site Plan, Con't.**



Closeup of parking lot at 3958 Valley Avenue, Suite A
(Building B, Unit 4), showing accessible parking spaces
(see blue box)

EXHIBIT "A" 92094914



3958 Valley Avenue
 Suite A, 1110 Sq. ft.
 Note: box above is
 not to scale; size is
 approximate

NOTE: REFER TO PARCEL MAP 6221 FOR
 BOUNDARY AND EASEMENT INFORMATION.

SITE PLAN

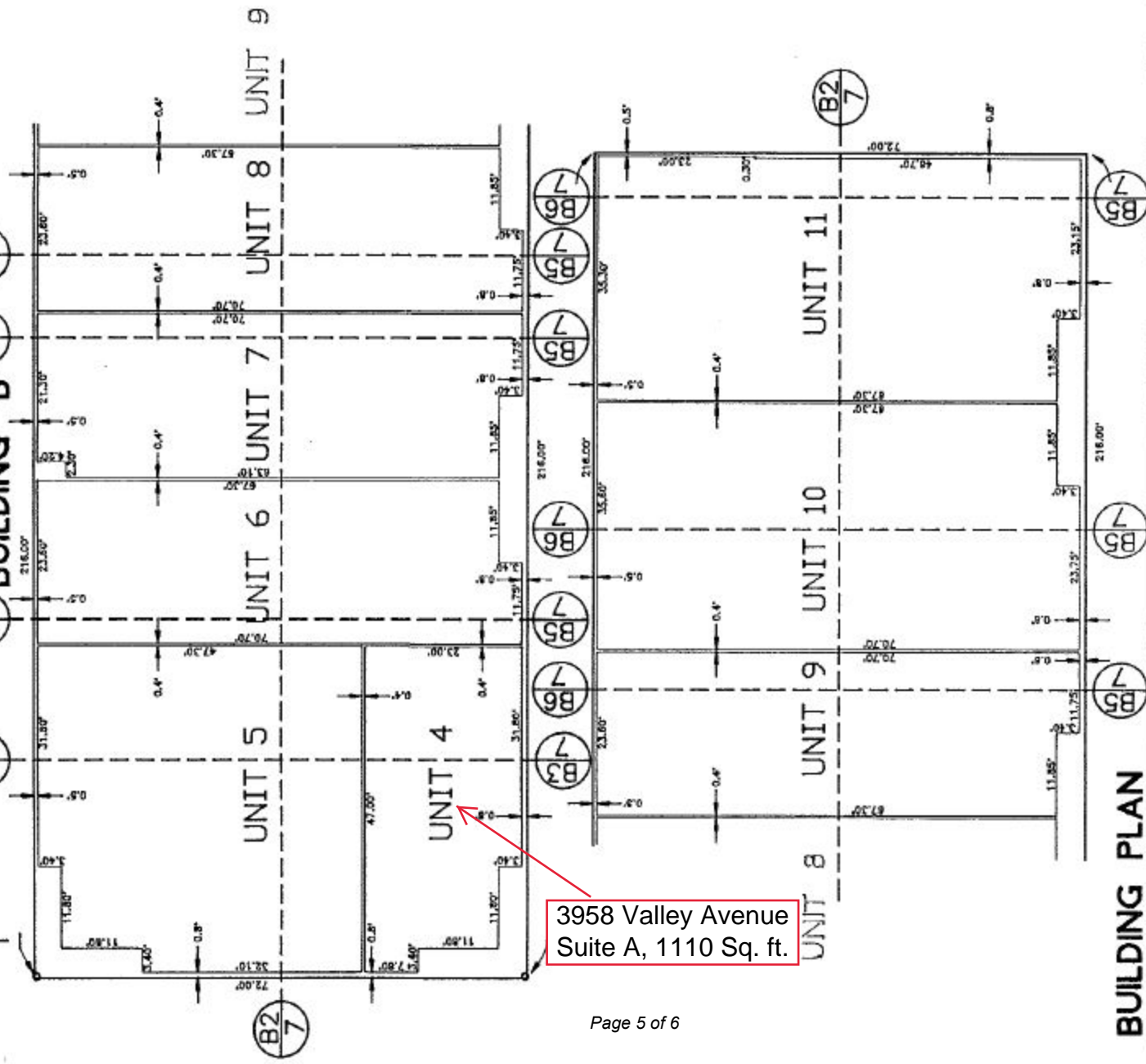
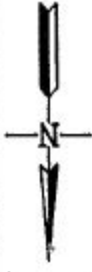
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SCALE 1" = 100'
DATE: FEB. 1992
DRWN BY: GU
CHKD BY: D.A.
SHEET 3 OF 11

CONDOMINIUM PLAN
 FOR
PARCEL MAP
6221
 CITY OF PLEASANTON
 ALAMEDA COUNTY, CALIFORNIA

ALEXANDER & ASSOCIATES
 SURVEYORS-PLANNERS-ENGINEERS
 205 MAIN STREET, SUITE F
 PLEASANTON, CALIFORNIA
 (510) 462-2255

92094914

EXHIBIT "A"
BUILDING "B"



3958 Valley Avenue
Suite A, 1110 Sq. ft.

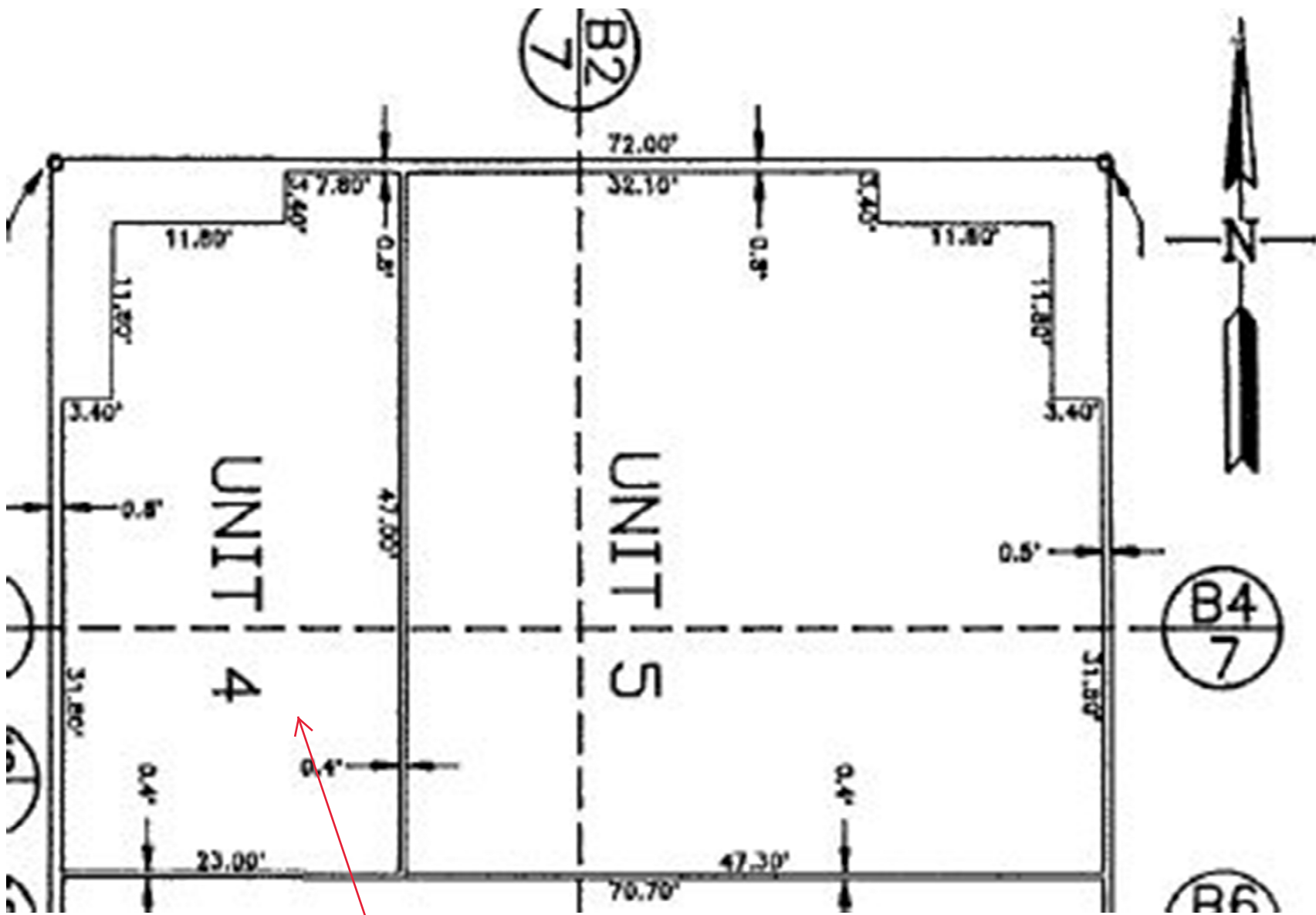
BUILDING PLAN

ALEXANDER & ASSOCIATES
 SURVEYORS-PLANNERS-ENGINEERS
 205 MAIN STREET, SUITE F
 PLEASANTON, CALIFORNIA
 (510) 462-2255

CONDOMINIUM PLAN
 FOR
PARCEL MAP 6221

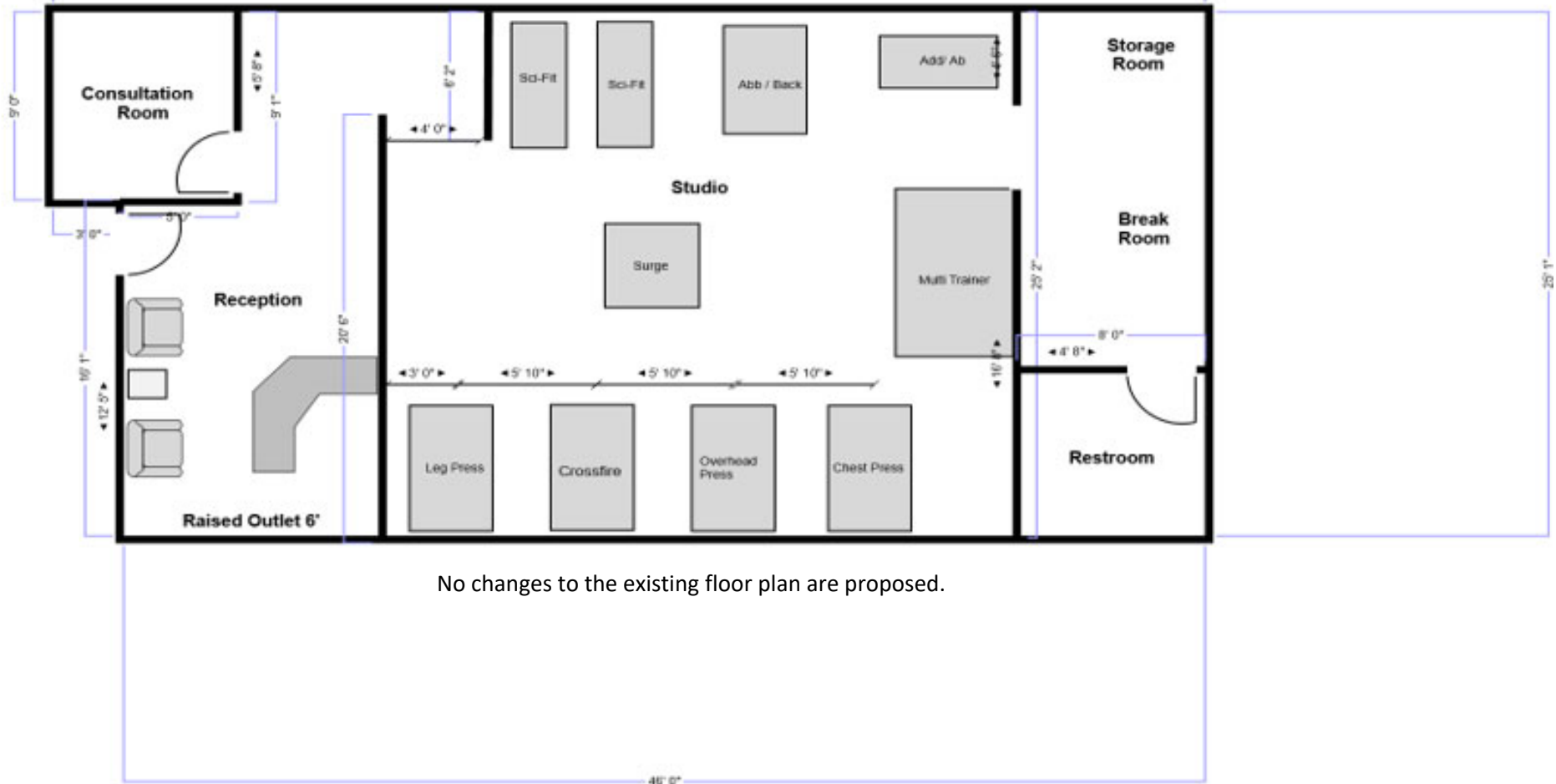
CITY OF PLEASANTON
 ALAMEDA COUNTY, CALIFORNIA

JOB NO.: 91075
 SCALE 1" = 20'
 DATE: FEB. 1992
 DRWN BY: GU
 CHKD BY: D.A.
 SHEET 6 OF 11



3958 Valley Avenue
Suite A, 1110 Sq. ft.

3958 Valley Avenue, Suite A (Building B, Unit 4), 1,110 Sq. ft.
Floor Plan



No changes to the existing floor plan are proposed.