

RECEIVED
JUN 29 2011
CITY OF PLEASANTON
PLANNING DIVISION
P11-0051 (CUP)
EXHIBIT B

Proposed Facility Space and Usage

Rentable Space = 10,029 sq.ft.

4 to 1 ratio. 4 stalls per 1000 sq.ft. parking availability (40 parking stalls total)

Guerrilla Jiu-Jitsu, Martial Arts and Fitness Description

Dave Camarillo's Guerrilla Jiu-Jitsu is a martial art, which provides a student with a structured path to learning a self-defense system. It also provides a community of martial artist with like-minded goals, which in turn creates a culture of health, fitness, self-protection, discipline, honor, respect, and self-confidence building.

It promotes the principle that a smaller, weaker person using leverage and proper technique can successfully defend themselves against a bigger, stronger assailant. Jiu-Jitsu can be trained for self-defense, sport grappling tournaments (gi and no-gi) and mixed martial arts competition, which is also currently the fastest growing sport in the world. Sparring (commonly referred to as 'rolling') and live drilling play a major role in developing functional reaction to real life confrontations.

Since the explosion of the Ultimate Fighting Championships, making mixed martial arts the fastest growing sport in the world, a demand for functional martial arts, specifically jiu-jitsu is on the rise.

Although there have been several Brazilian Jiu-Jitsu schools opened in the last few years in the Tri-Valley area, none compare to the style of Guerrilla Jiu-Jitsu, which integrates Olympic sport Judo and Brazilian style Jiu-Jitsu, Striking, as well as Olympic wrestling creating a very well rounded self-defense system, which has helped to produce many champions in world level competitions as well as creating a fun and healthy way for non-competitors to stay in-shape and build confidence. Our customers/student base range from grade school boys and girls to college students, as well as working professionals, both men and women. Not only have adults joined our classes, however, they have enjoyed our classes so much that many of our adult members have enrolled their children in our kids program making our martial art a fun activity for families as well as individuals.

Business Description for Guerrilla Jiu-Jitsu, Martial Arts and Fitness

Business of operation will be solely martial arts and fitness for adult and children focusing on the art of Jiu-Jitsu and Judo. Ages range from 5 and up. Typical class sizes are run with a 15 student to 2 teacher ratio (1 head instructor, with 1 assistant instructor) with all students partnering up with at least one member to practice with.

Proposed Hours of Operation are based on our current location, which are also catered to our clientele working around school hours, and professional work schedules.

Children practice in the evenings from 6pm to 8pm. (Parents are required to stay to watch their kids progress). Within the two hours, there are two different classes, with each class only running 45 minutes in length.

Adults practice in the mornings for no more than 60 minutes.
Adults also practice/train in the evenings from 6pm – 9pm.

Hours for Group Sessions:

Monday thru Friday 8:00am – 12:00pm
Monday thru Friday 4:00pm – 9:00pm
Saturdays 8:00am – 12:00pm
Sundays Closed

Hours for Introductions and Private Sessions (1 on 1) for adults only:

Monday thru Friday 10am-11am & 4pm – 6pm

Other programs offered will be limited to 3 days of the week (Tuesday, Thursday, and Saturdays: Kickboxing for fitness and Kajukenbo between the hours of 5:00pm – 9:00pm.

Proposed Class Sizes (See schedule for details & see space layout picture below):

Morning classes

8:00am – 9:00am

Monday thru Friday - (Crossfit for adults in the training area. Class size will range from 2-10 total, with a 10:2 student to instructor ratio)

Saturdays – (Kajukenbo for kids ages [5-10]. Class size will range from 2-15, with a 15:2 student to instructor ratio on Mat #3)

(Crossfit for adults in the training area. Class size will range from 2-10 total, with a 10:2 student to instructor ratio in the Training Area.)

Sundays - (Crossfit for adults. Class size will range from 2-10 total, with a 10:2 student to instructor ratio in the Training Area.)

Morning classes

9:00am – 10:00am

Monday thru Thursday - (Crossfit for adults in the training area. Class size will range from 2-10 total, with a 10:2 student to instructor ratio)

Friday – No Classes

Saturday to Sunday - (Crossfit for adults in the training area. Class size will range from 2-10 total, with a 10:2 instructor ratio)

Morning classes

10:00am – 11:00am

Monday & Wednesdays – (No regular classes. Intros & Private sessions will be offered to Students on Mat #2. These sessions are a 1 on 1 basis.)

Tuesdays & Thursdays – (Beginner Jiu-Jitsu for adults offered on Mat #1 space. Class size will range from 5 – 15 students total with a 15:2 student to instructor ratio.)

Fridays – (Open Mat Jiu-Jitsu for adults only on Mat #1 space. Class size will range from 2 – 8 students total with a 8:1 student to instructor ratio. There is no instruction in this class. Just drilling.)

Saturdays – (All levels Jiu-Jitsu for adults only on Mat #1 space. Class size will range from 2 – 15 students total with a 15:2 student to instructor ratio. There is no instruction in this class. Just drilling.)

Morning classes

11:00am – 12:00pm

Monday & Wednesdays – (Beginner Jiu-Jitsu for adults offered on Mat #1 space. Class size will range from 5 – 15 students total with a 15:2 student to instructor ratio.)

Tuesdays & Thursdays & Fridays – CLOSED

Saturdays – (Kids Jiu-Jitsu ages [5 to 9] on Mat #1. Class size will range from 5 – 15 students

total with a 15:2 student to instructor ratio. (45 minute class)

(Kids Jiu-Jitsu ages [10 to 12] on Mat #2. Class size will range from 5 – 10 students total with a 10:2 student to instructor ratio. (45 minute class)

Sundays – CLOSED

Evening classes

4:00pm – 5:00pm

Monday thru Friday – (No regular classes. Intros & Private sessions will be offered to students on Mat #2. These sessions are a 1 on 1 basis.)

Evening classes

5:00pm – 6:00pm

Monday, Wednesday, Friday – (No regular classes. Intros & Private sessions will be offered to students on Mat #2. These sessions are a 1 on 1 basis.)

Tuesday & Thursday - (Kajukenbo for kids ages [5-10]. Class size will range from 2-15, with a 15:2 student to instructor ratio on Mat #3)

Evening classes

6:00pm – 7:00pm

Monday & Wednesday – (Kids Jiu-Jitsu ages [5 to 9] on Mat #2. Class size will range from 5 – 15 students total with a 15:2 student to instructor ratio. (45 minute class)

(Beginner Jiu-Jitsu for adults offered on Mat #1 space. Class size will range from 5 – 10 students total with a 10:2 student to instructor ratio.)

Tuesday & Thursday – (Kids Jiu-Jitsu ages [10 to 12] on Mat #2. Class size will range from 5 – 10 students total with a 10:2 student to instructor ratio. (45 minute class)

(Cardio Kickboxing for adult on Mat #3. Class size will range from 2 – 10 students total with a 10:1 student to instructor ratio.)

Friday – (Open Mat Jiu-Jitsu for adults only on Mat #1 space. Class size will range from 2 – 8 students total with a 8:1 student to instructor ratio. There is no instruction in this class. Just drilling.)

Evening classes

7:00pm – 8:00pm

Monday & Wednesday – (Kids Jiu-Jitsu ages [10 to 12] on Mat #2. Class size will range from 5 – 10 students total with a 10:2 student to instructor ratio. (45 minute class)

(Intermediate Jiu-Jitsu for adults offered on Mat #1 space. Class size will range from 5 – 15 students total with a 15:2 student to instructor ratio.)

Tuesday & Thursday – (Kids Jiu-Jitsu ages [5 to 9] on Mat #2. Class size will range from 5 – 15 students total with a 15:2 student to instructor ratio.

(45 minute class)

(Kajukenbo for kids ages [5-10]. Class size will range from 2-10, with a 10:2 student to instructor ratio on Mat #3)

Friday – (Cardio Kickboxing for adult on Mat #3. Class size will range from 2 – 10 students total with a 10:1 student to instructor ratio.)

(All Levels Jiu-Jitsu for adults offered on Mat #1 space. Class size will range from 5 – 8 students total with a 8:1 student to instructor ratio.)

Evening classes

8:00pm – 9:00pm

Monday & Wednesday – (Advanced Level Jiu-Jitsu for adults offered on Mat #1 space. Class size will range from 5 – 15 students total with a 15:2 student to instructor ratio.)

Tuesday & Thursday – (Cardio Kickboxing for adult on Mat #3. Class size will range from 2 – 10 students total with a 10:1 student to instructor ratio.)

(Kajukenbo for adults on Mat #1. Class size will range from 2-10, with a 10:2 student to instructor ratio on Mat #3)

**Our busiest classes are held in the evenings from 7:00pm – 9:00pm. Jiu-Jitsu classes require space because every move involves working with a partner and our classes are small to provide more personalized attention to our clientele. Class times are staggered and small throughout the day for kickboxing, Crossfit, and Kajukenbo to provide personalized attention to our clientele.*

Proposed Class Sizes and Hours for Group Sessions:

Time	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
8am-9am	Crossfit (10:2) Students to Instructor Ratio <i>Training Area</i>	Crossfit (10:2) Students to Instructor Ratio <i>Training Area</i>	Crossfit (10:2) Students to Instructor Ratio <i>Training Area</i>	Crossfit (10:2) Students to Instructor Ratio <i>Training Area</i>	Crossfit (10:2) Students to Instructor Ratio <i>Training Area</i>	Kajukenbo for kids Ages 5 to 10 (15:2) Student to Instructor Ratio <i>Mat #3</i>	Crossfit (10:2) Students to Instructor Ratio <i>Training Area</i>
						Crossfit (10 to 2) Students to Instructor Ratio <i>Training Area</i>	
9am-10am	Crossfit (10:2) Students to Instructor Ratio <i>Training Area</i>	Crossfit (10:2) Students to Instructor Ratio <i>Training Area</i>	Crossfit (10:2) Students to Instructor Ratio <i>Training Area</i>	Crossfit (10:2) Students to Instructor Ratio <i>Training Area</i>	Break No Classes	Crossfit (10:2) Students to Instructor Ratio <i>Training Area</i>	Crossfit (10:2) Students to Instructor Ratio <i>Training Area</i>

10am-11am	Intros or Private sessions (1 to 1) Student to Instructor Ratio Mat #2	Beginner Jiu-Jitsu (15:2) Student to Instructor Ratio Mat #1	Intros or Private sessions (1 to 1) Student to Instructor Ratio Mat #2	Beginner Jiu-Jitsu (15:2) Student to Instructor Ratio Mat #1	Open Mat Jiu-Jitsu (8:1) Student to Instructor Ratio Mat #1	All Levels Jiu-Jitsu Adults (15:2) Student to Instructor Ratio Mat #1	CLOSED
11am-12pm	Beginner Jiu-Jitsu (15:2) Student to Instructor Ratio Mat #1	CLOSED	Beginner Jiu-Jitsu (15:2) Student to Instructor Ratio Mat #1	CLOSED	CLOSED	Kids Jiu-Jitsu Ages 5 to 9 (15:2) Student to Instructor Ratio Mat #1 (11am-11:45am) Kids Jiu-Jitsu Ages 10-12 (10:2) Student to Instructor Ratio Mat #2 (11am-11:45am)	CLOSED
12pm-3pm	CLOSED	CLOSED	CLOSED	CLOSED	CLOSED	CLOSED	CLOSED
4pm-5pm	Intros or Private sessions (1 to 1) Student to Instructor Ratio Mat #2	Intros or Private sessions (1 to 1) Student to Instructor Ratio Mat #2	Intros or Private sessions (1 to 1) Student to Instructor Ratio Mat #2	Intros or Private sessions (1 to 1) Student to Instructor Ratio Mat #2	Intros or Private sessions (1 to 1) Student to Instructor Ratio Mat #2	CLOSED	CLOSED
5pm-6pm	Intros or Private sessions (1 to 1) Student to Instructor Ratio Mat #1	Kajukenbo for kids (15:2) Student to Instructor Ratio Mat #3	Intros or Private sessions (1 to 1) Student to Instructor Ratio Mat #1	Kajukenbo for kids (15:2) Student to Instructor Ratio Mat #3	Intros or Private sessions (1 to 1) Student to Instructor Ratio Mat #2	CLOSED	CLOSED
6pm-7pm	Kids Jiu-Jitsu Ages 5 to 9 (15:2) Student to Instructor Ratio Mat #2 (6pm-6:45pm)	Kids Jiu-Jitsu Ages 10-12 (10:2) Student to Instructor Ratio Mat #2 (6pm-6:45pm)	Kids Jiu-Jitsu Ages 5 to 9 (15:2) Student to Instructor Ratio Mat #2 (6pm-6:45pm)	Kids Jiu-Jitsu Ages 10-12 (10:2) Student to Instructor Ratio Mat #2 (6pm-6:45pm)	Open Mat Jiu-Jitsu (8:1) Student to Instructor Ratio Mat #1	CLOSED	CLOSED
	Beginner Jiu-Jitsu for Adults (10:2) Student to Instructor Ratio Mat #1	Cardio Kickboxing (10:1) Student to Instructor Ratio Mat #3	Beginner Jiu-Jitsu for Adults (10:2) Student to Instructor Ratio Mat #1	Cardio Kickboxing (10:1) Student to Instructor Ratio Mat #3			
7pm-8pm	Kids Jiu-Jitsu Ages 10-12 (10:2) Student to Instructor Ratio Mat #2 (7pm-7:45pm)	Kids Jiu-Jitsu Ages 5 to 9 (15:2) Student to Instructor Ratio Mat #2 (7pm-7:45pm)	Kids Jiu-Jitsu Ages 10-12 (10:2) Student to Instructor Ratio Mat #2 (7pm-7:45pm)	Kids Jiu-Jitsu Ages 5 to 9 (15:2) Student to Instructor Ratio Mat #2 (7pm-7:45pm)	Cardio Kickboxing (10:1) Student to Instructor Ratio Mat #3	CLOSED	CLOSED
	Intermediate Jiu-Jitsu for Adults (15:2)	Kajukenbo for kids Ages 5 to 10 (15:2) Student to	Intermediate Jiu-Jitsu for Adults (15:2)	Kajukenbo for kids Ages 5 to 10 (15:2) Student to	All Levels Jiu-Jitsu (8:1) Student to Instructor		

	Student to Instructor Ratio <i>Mat #1</i>	Instructor Ratio <i>Mat #3</i>	Student to Instructor Ratio <i>Mat #1</i>	Instructor Ratio <i>Mat #3</i>	Ratio <i>Mat #1</i>		
8pm-9pm	Advanced Jiu-Jitsu for Adults (15:2) Student to Instructor Ratio <i>Mat #1</i>	Cardio Kickboxing (10:1) Student to Instructor Ratio <i>Mat #3</i>	Advanced Jiu-Jitsu for Adults (15:2) Student to Instructor Ratio <i>Mat #1</i>	Cardio Kickboxing (10:1) Student to Instructor Ratio <i>Mat #3</i>			
		Kajukenbo for Adults (10:2) Student to Instructor Ratio <i>Mat #1</i>		Kajukenbo for Adults (10:2) Student to Instructor Ratio <i>Mat #1</i>			

Typical Check-in Procedure and Class Structure:

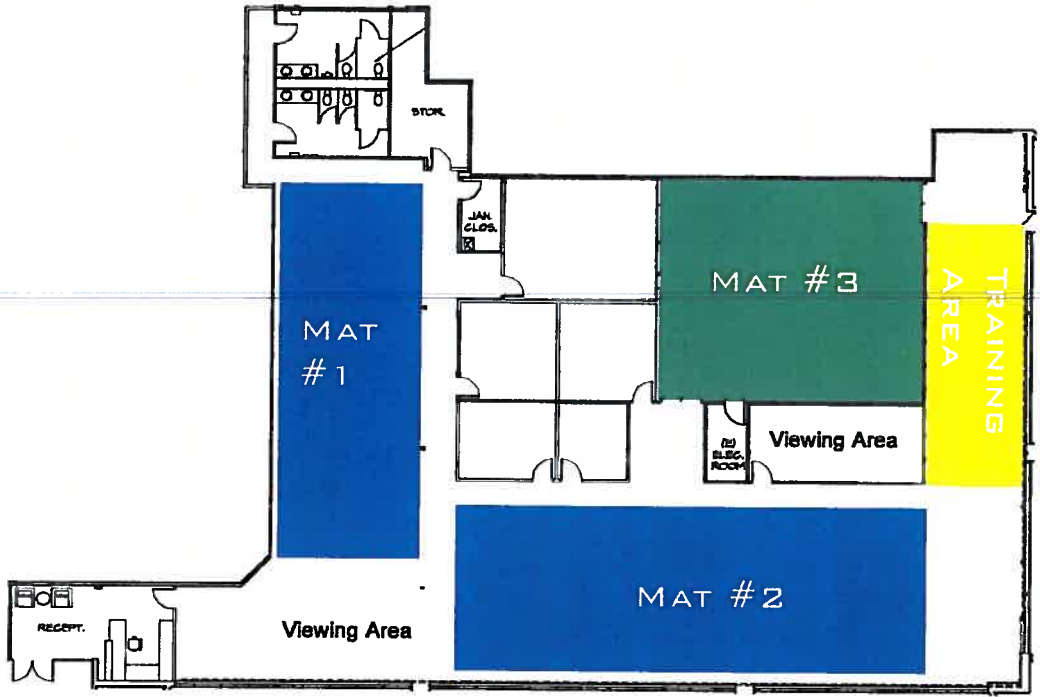
When clientele come to participate in a jiu-jitsu class, whether it be an adult or child. Adult members will check in about 5 minutes before class starts at the front desk where there is a sign in sheet with their name written on a board. The member will initial next to the time and day they are checking in for class. The front desk person then takes their clipboard and checks off the members list and enters their name into the membership system where everything is logged to keep track of participation. For children the procedure is the same, however, parents will sign in for their kids. Attendance is taken at the start of each class session.

Once checked in, students sit off to the side, until the sensei (head instructor) calls them to the mat/training area. Students will bow onto the mat and line up to bow in to their sensei and then they start their warm-ups. Warm-ups are 5 minutes, with class technique to follow where the sensei (instructor) gives direction for students to practice for about 30-40 minutes, with 10 minutes of fun drilling towards end of class. All technique is displayed on the assistant instructor. Once class is over, students line up against the wall to bow to sensei and bow off the mat to show respect to their training area.

Proposed Training Space and estimated parking:

We are looking to move our current martial arts business to a larger facility, for more exposure located in Pleasanton (see class layout below). The majority of traffic flow will occur between 7-9pm, with no more than 35 cars at one session. Many of our adult clientele carpool, therefore do not take up parking stalls. Classes are held back to back with a 15 break between sessions. The majority of our students come already dressed in training uniform with a t-shirt and shorts underneath, so they can sign in participate and leave in a timely manner to go home to their families.

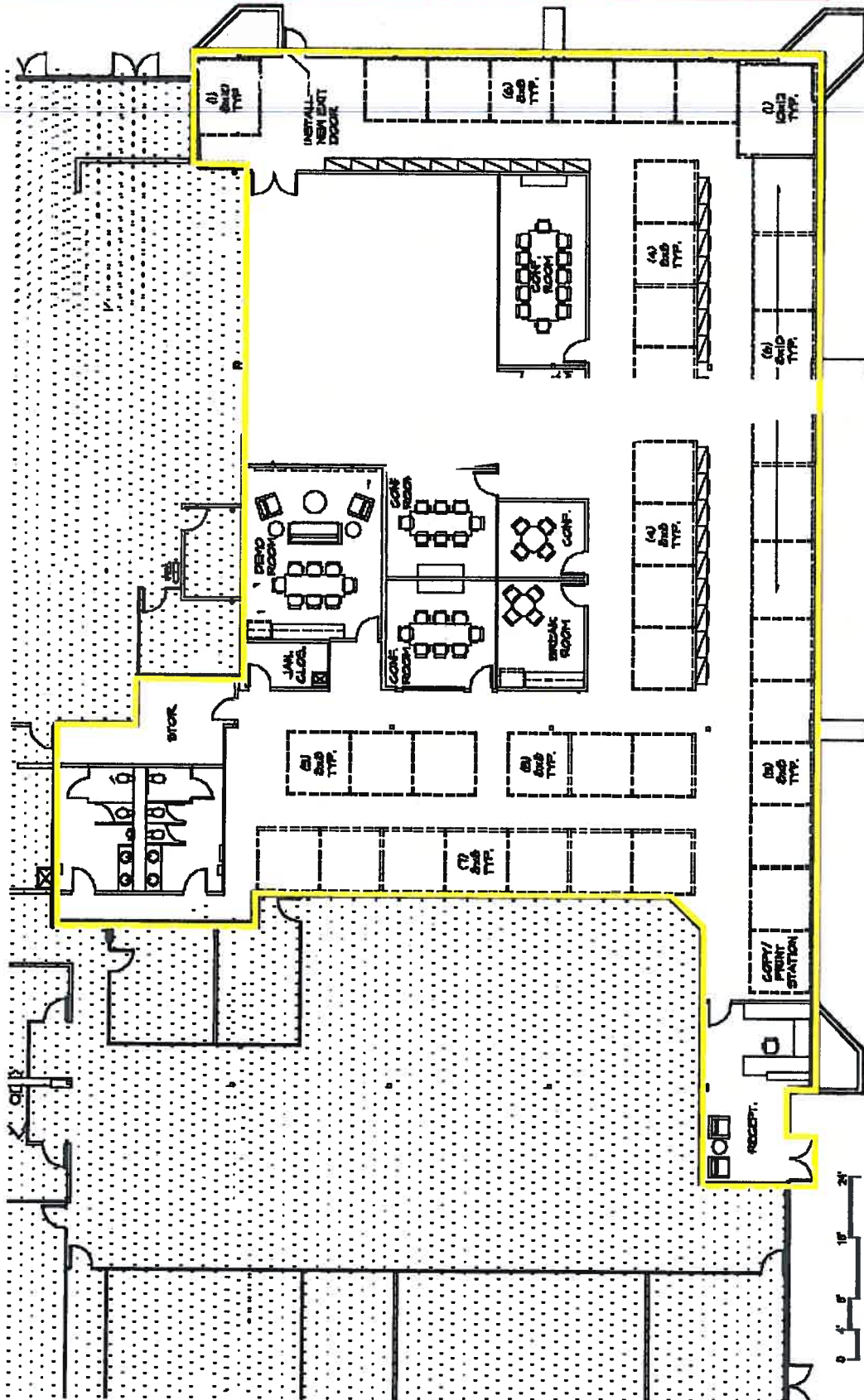
Water usage: No additional restrooms will be needed for any clientele. Additionally, no showers will be provided for any clientele.

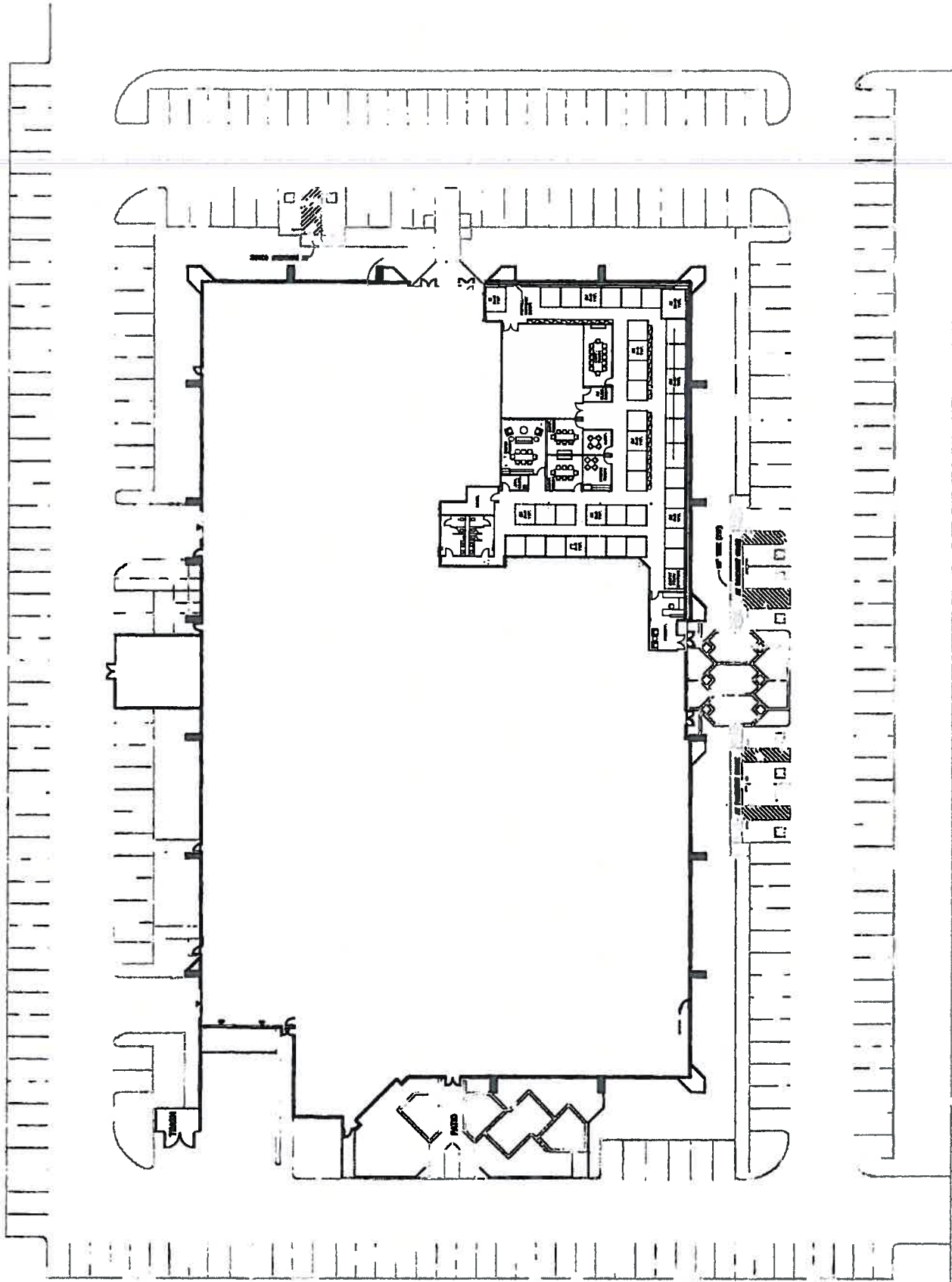


HACIENDA BUSINESS PARK

4464 WILLOW ROAD, SUITE 102 | PLEASANTON, CA

EXISTING FLOORPLAN - 10,029± SQUARE FEET





WILLOW ROAD

4464 WILLOW ROAD SITE PLAN