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PCUP-292

APR 19 2011

EXHIBIT B

CITY OF PLEASANTON
PLANNING DIVISION

Owners Profiles:

Igor Sheyman has extensive professional experience in gymnastics/acrobatics, trampolining and power tumbling. He went through a hard core training back in Russian and had been coached by world class coaches his entire sport career. His coaches produced numerous National champions back in USSR (Soviet Union) days as well as several world and Olympic medalists.

As part of his professional gymnastic career Igor had to coach as it was a requirement set by governing structures of the facility that he trained in ("Sport Youth Club of Olympic Reserves"). Igor himself prepared a number of younger students who became medalists competing state and regional levels. When he came to US, he worked in several gyms preparing kids various levels for competition in Gymnastics, Acrobatics and Power Tumbling/Trampoline areas. He also worked in Little Gym in San Mateo, CA for some time before he switched into computer related job, where he worked as a programmer, database developer and architect as well as team lead organizing and managing resources and projects for various companies such as Visa, World Savings, Wachovia and OSISoft. He also worked in several Information Technology startups helping them to start the business and organize proper project management and team organization.

Igor has 3 kids and his older daughter is in Acrobatic (competitive program). The first year when she joined Acrobatic team she got 4th place in National Competition in Minnesota. Ever since she started Acro Igor has been helping their main coach train athletes on a volunteer bases. Being a professional level athlete himself, he helped prepare many kids for very good results in their competitions and highly regarded as a coach among athletes, their parents, and main team coach of the gym.

Currently Igor coaches at SRVDA club where his daughter is training. Their main coach left recently and Igor stepped up to put maximum of his available hours to keep training the kids and get them ready for the competition season. Number of kids and parents are aware that Igor is opening his [sport club](#) and are waiting for that moment to have their kids train with Igor. Many parents expressed their concern about sending their kids somewhere where the business owners are/were not athletes/coaches of the particular sport; finding an Acrobatic coach turned out to be a very difficult task and therefore many parents approached Igor and mentioned that they will switch over to his gym as soon as this option is available.

Roman Sheyman has far-reaching experience and achievements in Soccer (football), playing at youth and junior national championships. Roman also spent years in Judo/Sambo wrestling starting from his junior age. During Roman's military service years, he went through a hard core training and had been coached by world class coaches and competed at high level. During his college/university years Roman was a coach of the university's Judo/Sambo team. Some of Roman's students were medalists of Belarus State Championships.

Coming in US in the early 90's and having a BS degree in Electrical Engineering and Management, Roman spent 1.5 decades working in the field of Software Engineering and Information Technology. During the last 10 years Roman was occupying various IT Management and Business Manager Positions. From his corporate world experience

Roman gained proficiency in planning, analysis, marketing and business/project plan execution and implementation skills.

During the last 8 years Roman has been heavily involved in youth sports;

- Coaching for San Ramon Soccer Club for a number of years,
- Coaching (as a volunteer) youth and junior Tae Kwon Do athletes some of whom (including Roman's son) are competing at the state and national level.

Number of kids and families are waiting for Roman to start his own Martial Arts, Self-Defense and Judo wrestling program.

Business Narrative

Our facility meets the code requirement to offer each of our classes without a use permit, because we estimate our full capacity to average 10-15 students per class. However, Our optimal program schedule utilizes the facility for both gymnastics and martial arts sessions simultaneously. Thus, considering two parallel programs/classes setting we may have a combined total of 20-30 students on the entire floor at one time, a conditional use permit is then required of us.

The main focus of the facility is to provide child athletes professional training in the following:

1. Gymnastics, Acrobatics, Tumbling/Trampoline.
2. Martial Arts program encompassing Self-Defense, Judo and Tae Kwon Do.

Additional programs that are ancillary to the main focus of the facility are:

1. Adult fitness classes,
2. Birthdays party recreational instruction, and
3. Toddler and parent gymnastic instruction.

Program Details:

All general classes will be scheduled for 50 minutes (except the last classes of the day) to allow 10 minutes for safe in/out before starting a following class. See the schedule spreadsheet for details.

1. Gymnastics and all related classes

There will be 3 distinct programs:

- For beginners, age 5-7y.o., 1-2 times a week, 50 minutes of training per session, ranging from \$70-100 per month
- Intermediate level, age 5-10y.o., will be training 3 times a week, \$150 month
- Competition team members, age 8-16y.o., will be trained 4-5 times a week 1.5-2 hours a day; the competitive program fee is about \$250-300/month.
- Gymnastics for toddlers program is for toddlers with parents to be on the floor together and learn basic gymnastics/fitness skills. The class size is up to 15 toddlers and will be conducted using the gymnastic (spring) floor area.

Initially we have a couple of youths that are at competitive levels and are ready to join the club once it is established. These kids are currently trained by Igor and

would like to stay under Igor's training. We also have a couple of families with younger children who would like to start with the beginners program.

2. Martial Arts program which encompasses Self-Defense, Judo wrestling and Tae Kwon Do

There will be 2 distinct level programs; classes will be composed based on students' level and age factors:

- Regular program should accommodate beginners and intermediate level students, age 5-16y.o. This program should be administered 3-5 time per week 50 minutes of training per session, program fees will be \$120 per month
- The competition team training , age 10-16y.o., will be 1.5 hour session 4-5 times a week; program cost will be about – \$150 month

Roman is currently training a few students at Roman's house in San Ramon (including Roman's son). Some of these students are competing at the state and national level. We also know a couple of families who would like to start their children with Self-Defense, Judo program.

3. **Adult Fitness Classes:** We are planning to provide adult fitness classes during the early morning time (before work hours) and lunch hours. The classes will be for up to 20 adults; no other classes will be conducted during this time. The Adult Fitness program will encompass general cardio, stretching and core strength exercises.
4. **Birthday party recreational instruction:** As with other businesses that offer an interesting activity for children, we are anticipating our students will want to share their gymnastic/martial arts activity with their friends. Therefore, we would like to offer the ability to conduct birthday parties where recreational instruction regarding gymnastics/martial arts is provided to the kids and then they enjoy refreshments and gifts with their friends in the multi-purpose area. These events would be limited to 1.5 – 2 hour time slots for up to 20 children at a time. Typical time slots are 10:00-11:45am, 12noon-1:45pm Saturday and Sunday only. Typical age range for these parties are 4 to 12 years old.

These parties are not the main focus of our facility. It is felt that this type service can allow children to experience gymnastics/martial arts in a fun and supervised way that the children may not otherwise be able to obtain. The interaction with the activity may spark an interest in pursuing the athletic side of the program.

Noise and Parking information

Noise attenuation

- This is a modern building/facility was constructed with regards to current sound/noise attenuation requirements. The unit was constructed with 5/8" gypsum board (sheet rock) on both sides of the dividing tenant walls. Additionally, these walls are insulated with R-13 material. Both measures are typical requirements for providing sound attenuation for noise concerns between tenant spaces.

Parking

- Parking space utilization; according to CC&R parking layout plan, details that there are about 123 parking spaces around the building for its tenants' use. Although parking spaces are not assigned to specific condos, the current building owner(s) recommended the following approach for calculating parking usage; considering the building square footage (about 30,000sqft) and number of parking spaces, per each 1000 sqft there are about 4 parking spots, thus 6200 sqft condo should be able safely utilize up to 25 parking spots. With this figure in mind let us look at the proposed classes' schedule and student quantity in order to analyze parking utilizations normal and peak scenarios.
 - o Having maximum two simultaneous programs/classes situation, we should not exceed 30 students in the building at the same time, where typically 30% of parents may stay/watch versus 70% are dropping and picking kids. Thus we can expect about 10-12 cars to be parked during the core hours.
 - o Now let's review the pick/drop in situation between programs/classes. First of all we are planning to schedule at least 15-20 minutes time-shifts between Acro/Gymnastics and Martial Arts programs starts and ends. For example Gymnastics class ends at 3:20 and starts at 3:30 pm while the next Martial Arts class starts at 3:45. So parents of gymnastic classes' students do not meet/cross in time and space with parents of Martial Arts students while delivering and picking their children. Also (see schedule document for details) there are 10-15 minutes recess between the beginning and the end of two consecutive classes of the same program, which is sufficient enough for picking and dropping up to 15 students.
 - o Additional positive considerations; it is common to expect at least 20% siblings among students, and some percentage of commuters and alternative transportation users.
 - o Altogether, the limited number of students per class and the optimized schedule of programs and classes will allow us to provide safe and convenient parking situation for our clients.

Business Philosophy

What makes our business approach unique is that we will offer multiple sport programs and program combinations within the same facility. Currently in the Tri-Valley Area there is no place/business that provides a combination of Martial Arts, Gymnastics, Acrobatics, Tumbling/Trampoline, and Judo/wrestling at the same location.

Additionally, it is unique for facility owner/trainers to have experience in competing at the national level; both owners (Roman and Igor) have competed at these high levels in their area of expertise, are very proficient in all the programs, as well as we currently consult with other professionals in this subject for creating the most comprehensive and appealing program curriculum. The majority of gymnastic and martial arts studio do not offer the competitive level of training that we are offering in our program.

From a child safety prospective, we are planning to introduce parents' sign in/out process for their children under 12 years old and the facility will be operated in a controlled manner.

Advertisement and Marketing

We are planning to implement a comprehensive marketing strategy once the club is about to be established:

- Print a few hundreds of flyers, which we are planning to distribute within the surrounding neighborhoods (following City of Pleasanton policies & regulations)
- We are planning to run advertisements at local (Tri-valley) newspapers
- During the summer we are planning to participate in local community fairs, festivals and celebrations, in the way of organizing gymnastic and martial art performances
- We will approach local churches, synagogues, mosques, and community centers, promoting our services for their members.
- We are planning to advertise and run semiannually open-house events during which we will demonstrate various performances (gymnastic, acrobatics, martial arts), where basic food and beverages will be provided. The events are scheduled for 1.5 hour and for up to 20 families to see what our facility has to offer.

Based on data taken from a couple of similar local martial arts studios and gymnastic training centers, using this marketing approach and the most comprehensive training programs we expect that during/after the first 6-7 months (by the end of 2011). We should be able to reach about 80 students total across all programs. Considering program schedules, separation of students' level, and age factors, we estimate to be at full capacity (averaging 10-15 students per class) by end of this year. Thus considering two parallel programs/classes setting we may have a combined total of 20-30 students on the entire floor at one time.

Similar Facilities

Martial Arts:

1. Koo's Taekwondo, San Ramon CA; 150+ students (<http://www.kootkd.com/>)
2. Sky Martial Arts in Dublin CA; 150+ students (<http://www.skymartialarts.com/>)
3. Amador Valley Judo in Livermore CA; <http://amador-judo-jujitsu.com/>

Gymnastics and Acrobatics:

1. Edge Gymnastics in Dublin CA; it has ~500 students, where fees, depending on a program, range from \$100-150 per month per student for recreational programs and 300-400 per month for competition team members <http://www.edge-gymnastics.com>
2. West Coast Olympic Gymnastics Academy in Pleasanton; the programs and Prices are similar to Edge Gymnastics (see above) <http://www.wcoga.com/team/index.html>

Acro-Gymnastics Schedule	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
7:00 - 8:45	Adult Fitness	Adult Fitness	Adult Fitness	Adult Fitness	Adult Fitness	Adult Fitness	Adult Fitness
9:00 - 9:45	Gymnastics for toddlers (children+ parents)	Gymnastics for toddlers (children+ parents)	Gymnastics for toddlers (children+ parents)	Gymnastics for toddlers (children+ parents)	Gymnastics for toddlers (children+ parents)	Gymnastics for toddlers	Gymnastics for toddlers
10:00 - 10:45	Gymnastics for toddlers (children+ parents)	Gymnastics for toddlers (children+ parents)	Gymnastics for toddlers (children+ parents)	Gymnastics for toddlers (children+ parents)	Gymnastics for toddlers (children+ parents)	Birthday Party 10:00-11:45	Birthday Party 10:00-11:45
11:00 - 11:45	Gymnastics for toddlers (children+ parents)	Gymnastics for toddlers (children+ parents)	Gymnastics for toddlers (children+ parents)	Gymnastics for toddlers (children+ parents)	Gymnastics for toddlers (children+ parents)		
12:00 - 1:30	Adult Fitness	Adult Fitness	Adult Fitness	Adult Fitness	Adult Fitness	Birthday Party 12-1:45	Birthday Party 12-1:45
2:30 - 3:20	Gymnastics Acrobatics beginners	Gymnastics Acrobatics beginners	Gymnastics Acrobatics beginners	Gymnastics Acrobatics beginners	Gymnastics Acrobatics beginners	Gymnastics Acrobatics beginners	Gymnastics Acrobatics beginners
3:30 - 4:20	Gymnastics Acrobatics beginners	Gymnastics Acrobatics beginners	Gymnastics Acrobatics beginners	Gymnastics Acrobatics beginners	Gymnastics Acrobatics beginners	Gymnastics Acrobatics intermediate	Gymnastics Acrobatics intermediate
4:30 - 5:20	Gymnastics Acrobatics intermediate	Gymnastics Acrobatics intermediate	Gymnastics Acrobatics intermediate	Gymnastics Acrobatics intermediate	Gymnastics Acrobatics intermediate	Gymnastics Acrobatics intermediate	Gymnastics Acrobatics intermediate
5:30 - 6:30	Gymnastics Acrobatics intermediate	Gymnastics Acrobatics intermediate	Gymnastics Acrobatics intermediate	Gymnastics Acrobatics intermediate	Gymnastics Acrobatics intermediate	Acrobatics competition team	Acrobatics competition team
6:40 - 8:30	Gymnastics Acrobatics competition team	Gymnastics Acrobatics competition team	Gymnastics Acrobatics competition team	Gymnastics Acrobatics competition team	Gymnastics Acrobatics competition team	Acrobatics competition team	Acrobatics competition team

PCUP 292
APR 19 2011

LIBRARY

CITY OF PLEASANTON
PLANNING DIVISION

Martial Arts & Self Defense	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
2:45 - 3:35	Self-Defense (TKD/Judo) beginners	Self-Defense (TKD/Judo) beginners	Self-Defense (TKD/Judo) beginners	Self-Defense (TKD/Judo) beginners	Self-Defense (TKD/Judo) beginners	Self-Defense (TKD/Judo) beginners	Self-Defense (TKD/Judo) beginners
3:45 - 4:35	Self-Defense (TKD/Judo) beginners	Self-Defense (TKD/Judo) beginners	Self-Defense (TKD/Judo) beginners	Self-Defense (TKD/Judo) beginners	Self-Defense (TKD/Judo) beginners	Self-Defense (TKD/Judo) intermediate	Self-Defense (TKD/Judo) intermediate
4:45 - 5:35	Self-Defense (TKD/Judo) intermediate	Self-Defense (TKD/Judo) intermediate	Self-Defense (TKD/Judo) intermediate	Self-Defense (TKD/Judo) intermediate	Self-Defense (TKD/Judo) intermediate	Self-Defense (TKD/Judo) intermediate	Self-Defense (TKD/Judo) intermediate
5:45 - 6:45	Self-Defense (TKD/Judo) intermediate	Self-Defense (TKD/Judo) intermediate	Self-Defense (TKD/Judo) intermediate	Self-Defense (TKD/Judo) intermediate	Self-Defense (TKD/Judo) intermediate	Self-Defense (TKD/Judo) competition team	Self-Defense (TKD/Judo) competition team
7:00 - 8:30	Self-Defense (TKD/Judo) competition team	Self-Defense (TKD/Judo) competition team	Self-Defense (TKD/Judo) competition team	Self-Defense (TKD/Judo) competition team	Self-Defense (TKD/Judo) competition team	Self-Defense (TKD/Judo) competition team	Self-Defense (TKD/Judo) competition team

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PCWP 292
APR 19 2011

CITY OF PLEASANTON
PLANNING DIVISION

TABULATION

SITE AREA: 105,070 SF (2.46 AC)

TOTAL BUILDING AREA: 33,354 SF

PARKING PROVIDED:

119 STALLS

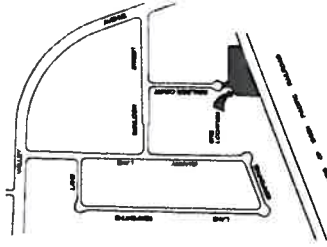
TOTAL PARKING RATIO

1.1

PARCEL 1 OF 276-M-S-7

ZONING: EG-40

VICINITY MAP



SCALE: 1"=30'-0"

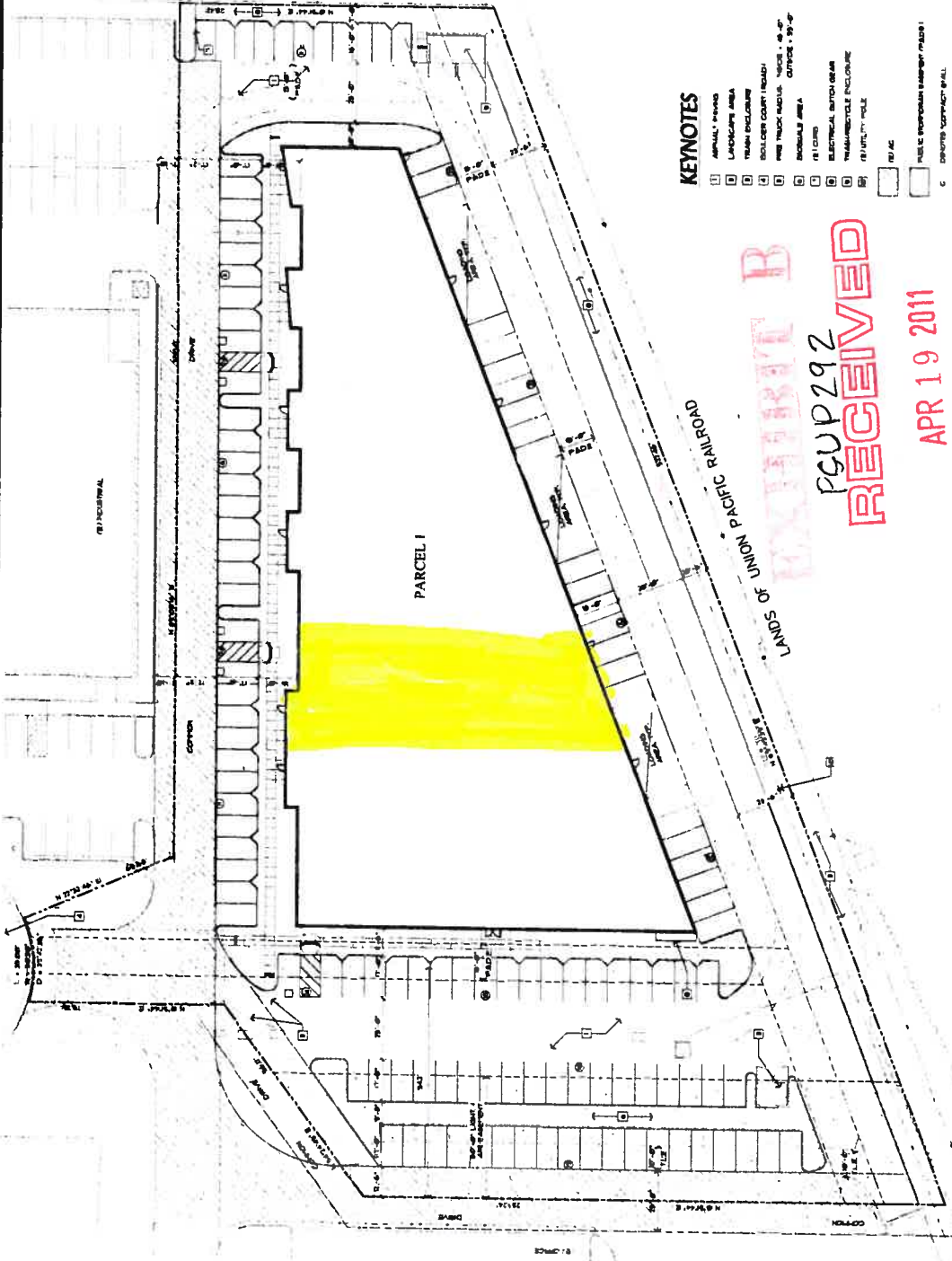


SMS JOB NO.: 17,912
MAY 10, 2007

STUDIO SMS

144 Vermont Street, Suite 100
Pleasanton, CA 94566
925.434.1100
www.studiosms.com

SITE PLAN



KEYNOTES

- 1 APPLICATOR'S MARKING
- 2 LANDSCAPE AREA
- 3 TRAILER ENCLOSURE
- 4 SOLID CORE (WOOD)
- 5 FIBER OPTIC RADIUS (MIN. 18'-0" / 20'-0")
- 6 SIGNAL AREA
- 7 (R) CURB
- 8 ELECTRICAL SWITCH GEAR
- 9 TRANSMITTER ENCLOSURE
- 10 (R) JUNCTION BOX
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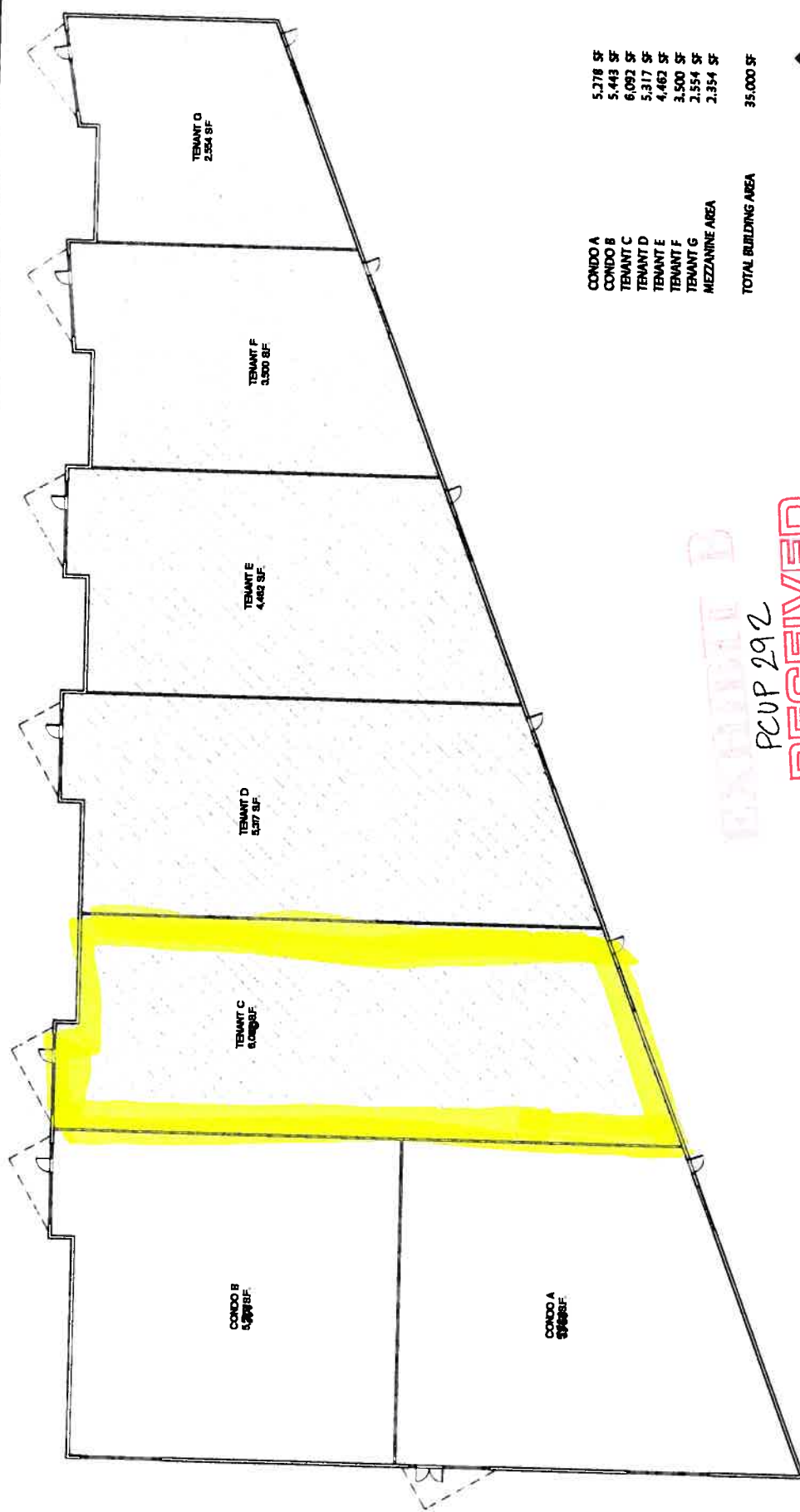
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BOULDER COURT BATE

Pleasanton, California

P.J. Livingston Company



CONDO A	5,378 SF
CONDO B	5,443 SF
TENANT C	6,092 SF
TENANT D	5,317 SF
TENANT E	4,462 SF
TENANT F	3,500 SF
TENANT G	2,554 SF
MEZZANINE AREA	2,354 SF
TOTAL BUILDING AREA	35,000 SF



SCALE: 1"=10'-0"
 0 5 10 20



114 Westwood Avenue, Suite 110
 444 Westwood Blvd., Suite 110
 Westwood, CA 90024-1110
 (818) 709-1110

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BOULDER COURT
 Pleasanton, California
 P.J. Livingston Company

FLOOR PLAN

Unit measurements: 47x120/140 ft Total is about 6200 sqft

- Tumble Truck 7x30ft
- Un-shaded area represents walking aisles (at least 5 foot wide)
- 2 Trampolines (10x17 each) + Safety area = 30ftx30ft:-----

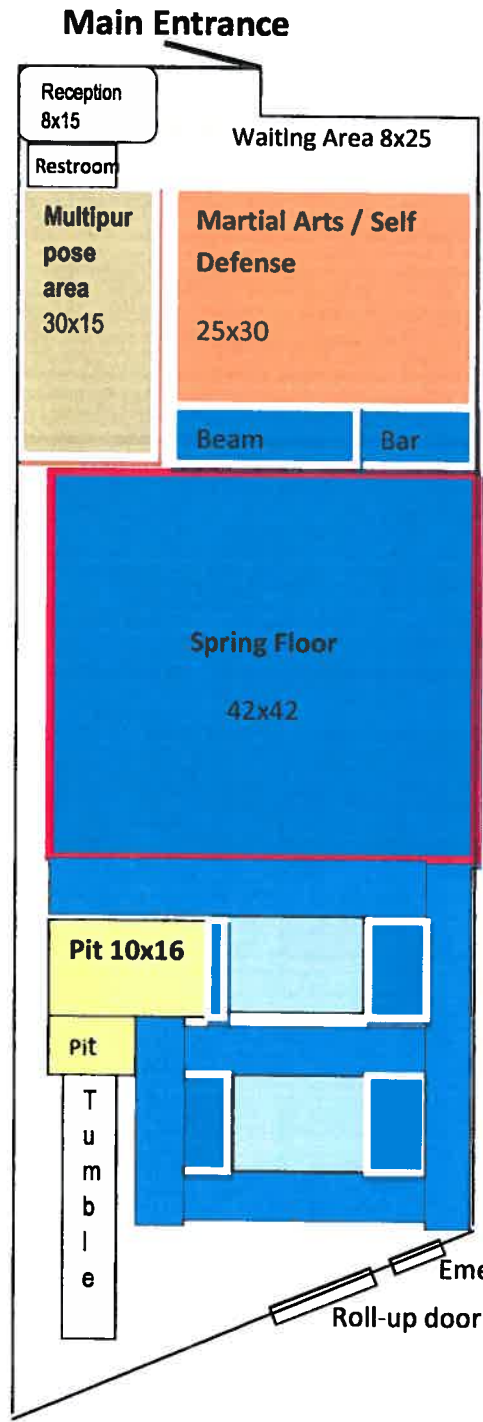
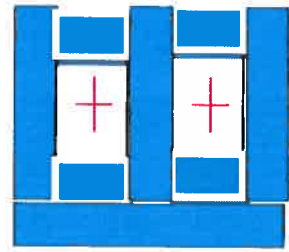


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