



California Ninja Academy, LLC., dba Ninja Republic

Regan Fletcher, Owner

Application to the City of San Mateo
For a Special Use Permit and Parking Variance
to Operate a Commercial Recreation business at 1701 Leslie Street

Why a Ninja Warrior Gym?



June 2019

A family vacation planted the seed for a business idea and a career change

Popularity of Ninja Warriors

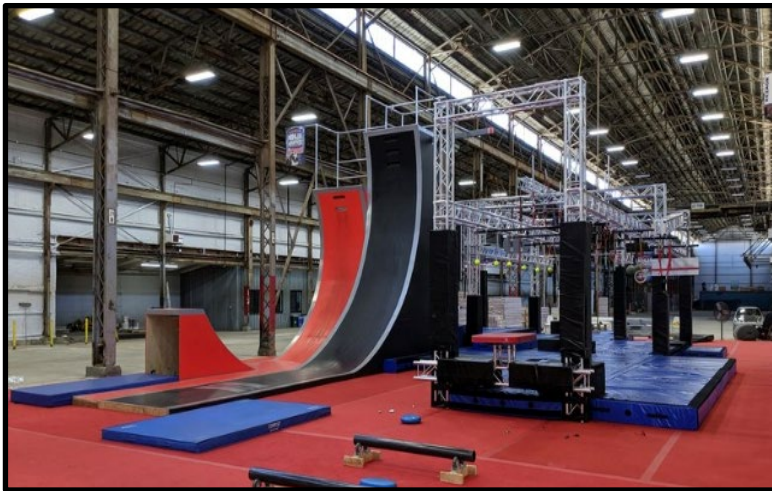


- *American Ninja Warrior* has continued to grow in popularity since its debut in 2009 with a grand prize of \$1M; season 14 is now airing
- Ninja warrior gyms have opened across the US, Canada, Europe & Australia
- Ninja warrior competitions are gender neutral. Women compete directly against men; girls against boys

No other ninja gyms on the peninsula?

Warehouse real estate on the peninsula:

- Limited inventory zoned for 'Commercial Recreation' use
- Ownership bias against recreational tenants

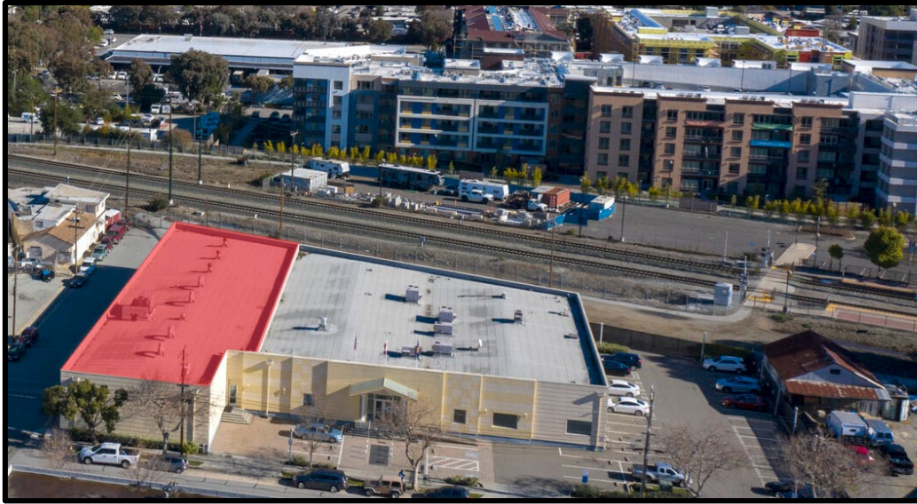


Traverse Fit – East Bay



King's Camp & Fitness – San Carlos

1701 Leslie is a Perfect Fit

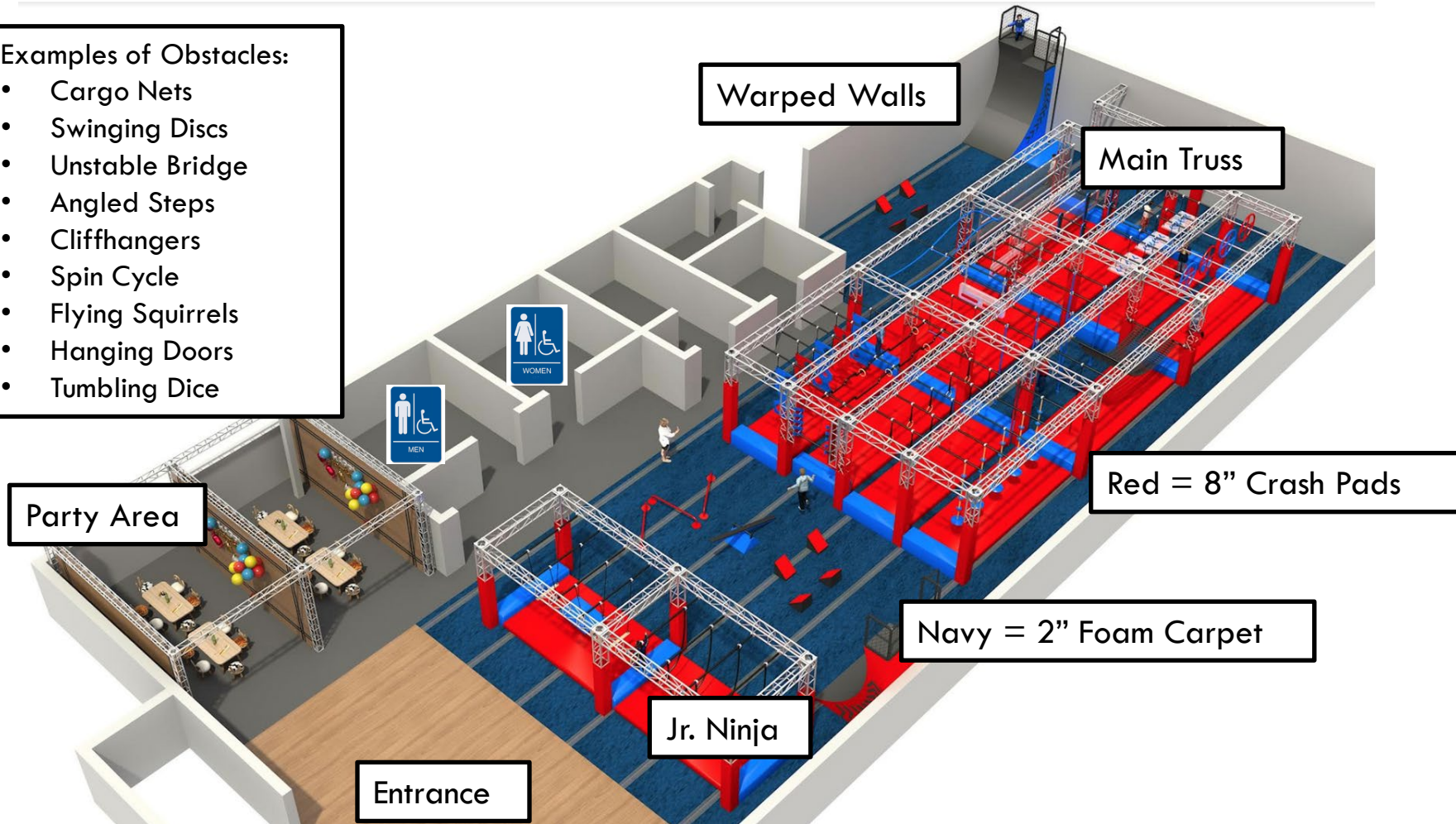


- Square footage, clear height and quality of the building make it ideal for recreational use
- Prior use as a dance studio implied owner was open to Commercial Recreation tenants (accurate assumption) and that zoning aligned (inaccurate assumption)
- Central San Mateo location and proximity to Hayward Park Station
- Landlord (IBEW Local 617) was supportive from day one and saw the business as an ideal tenant

What to Expect?

Examples of Obstacles:

- Cargo Nets
- Swinging Discs
- Unstable Bridge
- Angled Steps
- Cliffhangers
- Spin Cycle
- Flying Squirrels
- Hanging Doors
- Tumbling Dice



What to Expect?

Open Gym – Come in for unstructured play

Classes – Beginner, Intermediate and Advanced based on age and ability; led by ninja instructors











Jr. Ninja – Unstructured play on the Jr. Truss for kids aged 3-6; nobody older than 6 allowed on Jr. Truss during Jr. Ninja hours

Birthday Parties – Ninja instruction on the Beginner level obstacles, competition for the party attendees followed by pizza & cake in Party Area

Local Hour – Open Gym and Classes available to Hayward Park residents at discounted rates

Operating Hours

	Sun	Mon	Tues	Wed	Thur	Fri	Sat	
10a	B'day Party						B'day Party	10a
11a		Junior Gym	Junior Gym	Junior Gym	Junior Gym	Junior Gym		11a
Noon	B'day Party						B'day Party	Noon
1p		Home School PE	Home School PE	Home School PE	Home School PE	Home School PE		1p
2p	B'day Party	Hayward Park Hour	Hayward Park Hour	Hayward Park Hour	Hayward Park Hour	Hayward Park Hour	B'day Party	2p
3p		Open Gym	Open Gym	Open Gym	Open Gym	Open Gym		3p
4p	Adult Open	Youth Classes	Youth Classes	Youth Classes	Youth Classes	Youth Classes	Adult Open	4p
5p		Open Gym	Open Gym	Open Gym	Open Gym	Open Gym		5p
6p		Adult Open	Pro Classes	Competition	Pro Classes	Adult	Competition	6p
7p				Teams		Beginners	Teams	7p
8p								8p

	Birthday Parties	– 1:45 time slots allow one party to clear out before next party starts, minimizing traffic
	Junior Gym	– pre-school age only; limited to 10 signup slots (+ guardians)
	Home School PE	– PhysEd classes for home school students; limited to 10 signup slots; 50-minute class
	Open Gym	– gym open to anyone but limited to 10 signup slots for 3pm slot; limited to 20 for 5pm slot; 50-minute sessions
	Adult Open Gym	– gym open to adults only and limited to 20 signup slots; 50-minute sessions
	Adult Beginners	– instructor-based for adults who want to try ninja warrior without being overwhelmed by kids or pros; 50-minute sessions
	Pro Classes	– instructor-based and open to competition-level only; limited to 20 signup slots;
	Competition Teams	– no min. age but limited to athletes training at competition level; focused on racing vs. instruction
	Neighborhood	– discounted and reserved time slots for neighborhood residents; 50-minute sessions; see map on page 5
	Youth Classes	– instructor led classes and limited to 14 years old and under; 50-minute classes

Guest Headcount

	Sun	Mon	Tues	Wed	Thur	Fri	Sat	
10a	20 kids + parents						20 kids + parents	10a
11a		10 kids + guardians	10 kids + guardians	10 kids + guardians	10 kids + guardians	10 kids + guardians		11a
Noon	20 kids + parents						20 kids + parents	Noon
1p		10 students + guardian	10 students + guardian	10 students + guardian	10 students + guardian	10 students + guardian		1p
2p	20 kids + parents	10 locals of all ages	10 locals of all ages	10 locals of all ages	10 locals of all ages	10 locals of all ages	20 kids + parents	2p
3p		10 athletes	10 athletes	10 athletes	10 athletes	10 athletes		3p
4p	20 athletes	10 athletes	10 athletes	10 athletes	10 athletes	10 athletes	20 athletes	4p
5p		20 athletes	20 athletes	20 athletes	20 athletes	20 athletes		5p
6p		20 athletes	20 athletes	20 athletes	20 athletes	20 athletes	20 athletes	6p
7p								7p
8p								8p

*Weekday sessions will end at the :50 minute mark of the hour so one class can clear out before the other begins

** Birthday parties will end at the :45 minute mark of the hour so one party can exit before the next one begins

Shared Parking

Total Spaces on Site:

44 Regular Parking Spaces

2 ADA Parking Spaces – Shared

IBEW:

24 Regular Parking Spaces for office use; M-F 8am – 5pm

Ninja Republic:

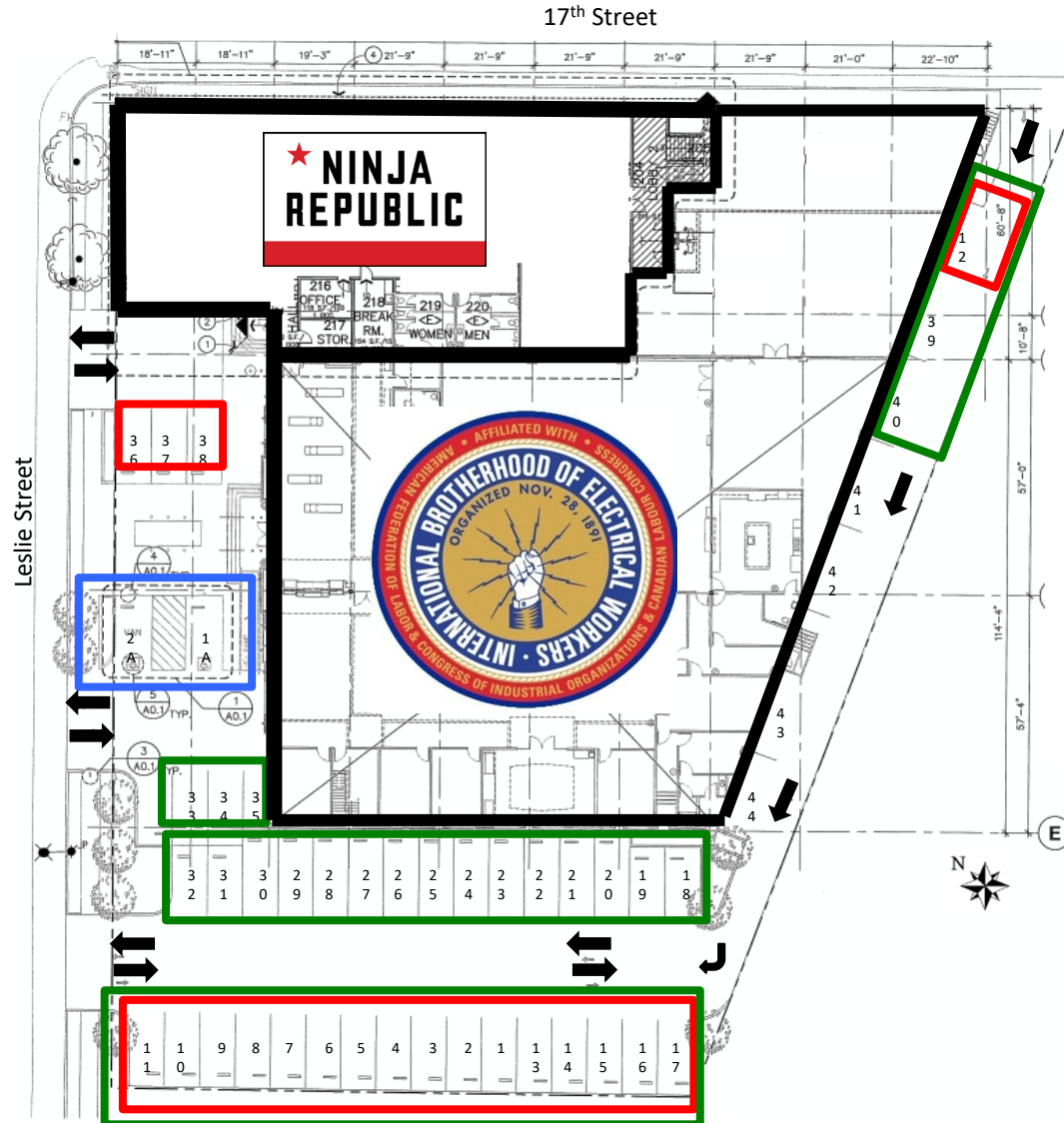
20 parking spaces assigned 24/7

40 parking spaces on weekends, holidays and after 5pm on weekdays

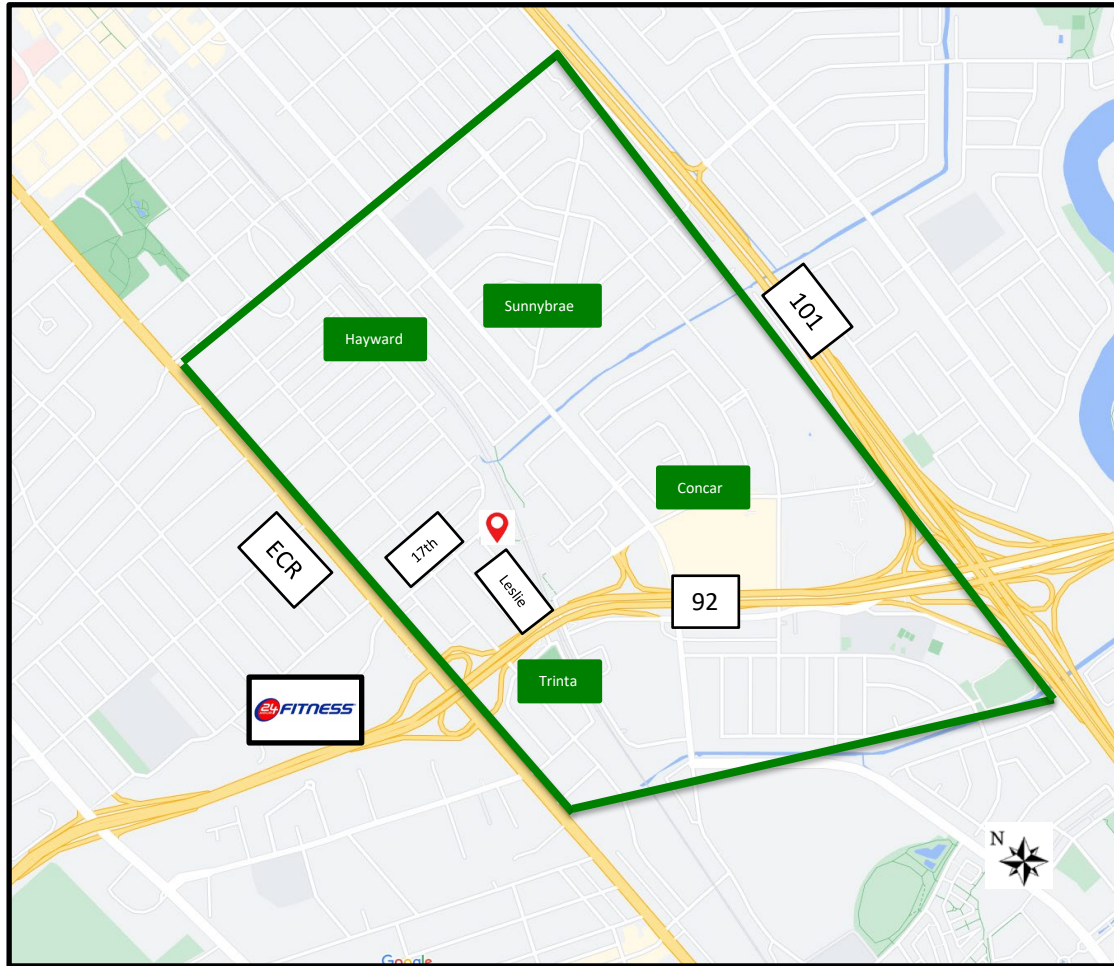
Double the dedicated parking spaces compared to Kirkpatrick

Birthday parties limited to weekends & holidays when 40 spaces available

Posted signage on exterior of building directing Ninja Republic guests to entrance



Neighborhood Serving



Ninja Republic will offer walkable recreational benefits to the immediate neighborhood, including:

- Local Hour – Discounted admission to Hayward Park residents who can walk to the gym
- Local Hiring – Focused recruiting in the immediate vicinity (already have an instructor who lives near Trinta and two students from Aragon)

Commuter Serving

In addition to adding a recreational benefit for the immediate neighborhood, Ninja Republic will be ideally situated for Caltrain commuters as well:

- Marketing efforts will promote Ninja Republic to commuters as a place to de-stress on their way home from work
- Starting at 5pm every weekday, all sessions will be adult-exclusive or adult-inclusive, making Ninja Republic an ideal stop on a commuter's ride home
- Commuting members of Ninja Republic will find a number of convenient retail services nearby that will maximize the efficiency of their stop at Hayward Park Station

Ninja Republic will be situated near several retail services, all of which are easily & frequently accessed by subway or commuter rail stations.

