

March 2023



Objective

To show a martial arts studio is similar in use to a dance studio, and as such should be considered for principal use inside neighborhood commercial zones.

Current Permitted Use

Under current zoning guidelines, the city of Eureka lists dances studios as a principally permitted use within neighborhood commercial zones.

Target Market

The Target market for most dance studios are families with school-age children, high school students, middle-aged men and women, professional/ amateur competitive dancers.

Building, Layout and Interior Components

A dance studio is the facility where dancers go to learn, train or rehearse. Dance studios consists of a dance space, common space, lobby, office, dressing room and storage. The dance space is the primary use space for dancers. The dance surface where classes take place is made of hardwood or lament flooring and have mirrors mounted on the walls. Common spaces are used to navigate the studio and include hallways, walkways and bathrooms. The lobby is the transition area for entering and exiting the studio and as a place where non-dances - parents and/ or guardians - wait while students take class. Offices, dressings rooms and storage areas are self-evident and used to conduct the purpose they describe.

In addition to the physical layout of a dance studio, specialized equipment is needed. Balance bars may be installed along the walls to assist dancers during warm-up or practice. Balance bars can also be portable and moved on and off the dance floor as needed. A dance studio requires the use of a sound system or other type of PA system. These systems are needed to play the music accompanying a dance routine. Additionally, some dance studios may utilize specialized lighting systems to mimic the atmosphere of a stage where a performance would take place.

Class Types, Times, Ages & Size

A dance studio can offer one or multiple styles of dance to a range of age groups. Examples of dance styles offered at studios in the greater Humboldt-metro area include: Ballet; Hip Hop; Jazz; Tap; Contemporary; Latin.

Classes begin in the early afternoon and carry on into the evening. A survey of local dance studios shows class times as early as 3pm and as late as 8pm. Classes range in time from 40 minutes to 90 minutes in duration.

Ages for classes start as young as three years old. Age groups extend one – three years in length (e.g., ages 3-4; 5-8; 10-12 etc.). Depending on the size of the facility and age of the group, a class can contain 10-20 students.

Proposed Use

The martial arts studio, Lost Coast San Soo, is proposed to be located at 1117 Myrtle Ave, suite C.

Target Market

The primary target market are families with one to three children, 4-17 years old, who want an alternative to conventional sports or as an auxiliary component to their children's greater physical aspirations. These families are active, community minded and looking for ways to keep their children moving. The parents are enthusiastic about their children having a unique, life-long skill and want to be involved with a close-knit community. A goal is to have parents begin training as well; either already having wanted to train or having developed an interest after watching their children participate. Some families will have experience in other martial arts and most others will have never trained before.

The secondary market are adults, 18-55+. These adults want to better their physical, emotional and mental health and are avid and/ or former athletes; but the person who has had little exposure to athletics or martial arts will be comfortable too. Regardless of their physical abilities, these adults are eager to learn a new skill set, inspired to try something less conventional and are seeking a community of people with diverse backgrounds. Some of these students will have a lifelong fascination with martial arts, a few will have had participated in their youth.

Building, Layout and Interior Components

The martial arts studio is where students go to learn and train one, many or blended styles of martial arts. Martial arts studios consist of a workout space, common space, lobby, office, dressing room and storage. The workout space is the primary use space for the students and is a large matted, or padded floor area. There are often mirrors or more padding mounted to the walls. Common spaces, lobby, offices, dressings rooms and storage area perform the actions they describe.

Specialized equipment is utilized in a martial arts studio depending on the specific style(s). Examples pf specialized equipment include: heavy bags, focus mitts (hand pads), kicking shields, crash pads or extra floor padding.

Class Types, Times, Ages & Size

The studio will focus on a style of Kung Fu, known as San Soo.

Hours of operation will be 4:00pm until 8:00pm, Monday – Thursday. And Saturdays from 9:30am-12:30pm. The studio will open its doors to students one-half-hour before the first class and remain open one-half-hour after the last class. During the week there will be three classes a day. Each class is scheduled for 60 minutes. However, actual instruction time is closer to 50 minutes; allowing time to check-in students, address comments/ concerns with parents and adult students and time to transition between each class.

Groups are divided by student's age. The youngest students can begin training is age 4. After this, groups progress in 3 – 4 year increments: Kids 4-8; Youth 9-12; Teens 13-16; and adults 17+. The size of a class fluctuates between 15-20 students.

The hours of operation, class times and ages are in line with other martial arts schools in the greater Humboldt-metro area.

Similarities

Target demographics

Dance and martial arts studios have overlap in their target audience. Both studios target market includes families with children. School age children will make up significant portions of the student base for dance and martial arts studios. Adults make up the next most significant portion of the student base.

Building, Layout and Interior Components

The dance and martial arts studio possess similar building, layout and interior components. The generic layout both include a workspace, common space, lobby, office, dressing room and storage. The workspace is the central activity hub for each studio. Within the workspace, specialty equipment is need and is mounted or stored in similar fashion. The rest of the buildings defining characteristics are the same and serve the same purpose; common spaces to navigate the building; lobbies for transitions and waiting; office, dressing room and storage for their namesake use.

Class Types, Times, Ages & Size

Class types, times and ages are congruent in martial arts and dance studios. Class times begin in the late afternoon hours from 3-4pm. They then run until the early/ mid evening, about 7-8pm. Classes run 60-90 minutes in length and are divided by age group. Age groups are distributed similarly, with the minimum age being 3-4 and moving through late adulthood. For both studios, class sizes are going to fluctuate between 15-20 students per class.

Possible Concerns & Considerations

The applicant was asked to address three specific areas of concern: parking, noise and start-up/ progress of the purposed business.

Parking

Parking is a top priority for busy commercial complexes. Frequent turnover in customer traffic is preferred. A business offering instructional services can be seen as impacting traffic turnover. This concern is eased by highlighting four considerations. First, the complex of the purposed martial arts studio possesses 170+ parking spaces for five business. A high parking to business ratio. Second, it is often the case for youth classes, parents/ guardians drop off their students and return to pick them up after class. Leaving many spaces still available. Third, the time frame of each class, 60 minutes. This is not much longer than what some might spend shopping or waiting for their prescription to be filled. Fourth, class times. Schedules class times in the late afternoon and evenings do not interfere with peak traffic or shopping hours.

Noise

A martial arts studio will create some noise. The sound of vocalizations during strikes, the impact of strikes on pads and break falls are standard noises in any martial arts studio. It should be considered these noises are insulated by the mats. Unlike the hardwood floors of a dance studio which amplify and echo sound, the thick foam covering most of the studio surface acts as sound proofing. The mats affectively absorb much of the noise produced by students vocalizing, striking and falling.

The physical building and complex location will provide insulation from excessive noise. There is a large bathroom area separating the units. This space helps to muffle noise made within the studio. The shopping centers' location protects the outlining residential zones from any noise produced by the studio. The shopping centers' location is surrounded by one of the highest volume traffic areas in Eureka - Myrtle and West Avenues. The traffic from the intersection will stifle any noise produced by the martial arts studio. And more so produces higher volumes of noise than what could be produced from the martial arts studio.

The principally permitted use of a dance studio produces more noise than the proposed martial arts studio. As outlined in earlier sections, the surface of the dance space is hardwood or laminate. This type of flooring amplifies the sounds of students moving across the floor. Styles of dance such as tap, jazz and contemporary are percussive steps using jumps or acrobatics to emphasize the sound of dancer's feet moving across these hard floors. The sound of dancers' feet moving across the floor certainly produces excessive noise. The sound system adds to noise production of the studio. Without music, there is little dancing to be done. Depending on the style of dance and its accompanying music, high volumes or deep bass only cease when class is over.

Start-up & Progress

Tim Macias will teach all classes and be the sole employee of the studio at start up. Upon successful growth and operation of the studio, additional instructors and service representatives will be added. Successful growth and operation will be a roster of 100+ current, actively paying students. Once this milestone is achieved, two instructors and two service representatives can be on-boarded. While service representatives require no specialty skills, instructors must be trained and ranked by Master Tim Macias. Additionally, successful growth and operation of the studio will allow an expanded number of classes. Accordingly, morning classes will be added three days a week: Monday, Wednesday and Friday. The time frame to reach this millstone is projected to take two – three years.

Sample Class Schedule at Start-up:

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
10:00					Closed	All Ages Youth	Closed
11:00					Closed	Adults 17+	Closed
4:30	Youth 9-12	Kids 4-8	Youth 9-12	Kids 4-8	Closed		Closed
5:30	Teen 13-16	Youth 9-12	Teen 13-16	Youth 9-12	Closed		Closed
6:30	Adults 17+	Adults 17+	Adults 17+	Adults 17+	Closed		Closed
					Closed		Closed

Sample Class Schedule 2+ Years of Operation:

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
10:00	Adults 17+		Adults 17+		Adults 17+	All Ages Youth	Closed
11:00						Adults 17+	Closed
4:30	Youth 9-12	Kids 4-8	Youth 9-12	Kids 4-8			Closed
5:30	Teen 13-16	Youth 9-12	Teen 13-16	Youth 9-12			Closed
6:30	Adults 17+	Adults 17+	Adults 17+	Adults 17+			Closed
							Closed