

MAY 07 2020

COMMUNITY DEV. DEPT.

My company name is Shad Hart Fitness. I have been working as a fitness instructor and personal trainer in the South Bay area for thirteen years and specifically Hermosa Beach since 2013. My mission has been to provide unparalleled support in this community through exercise, nutrition, mobility and mental health. My approach is to help both men and women understand that goals are achieved in many different ways and that success comes from not only physical exertion, but consistent mental preparation as well.

As a professional I meet each individual's needs by consulting with them first. I thoroughly take every private client through an exercise assessment and screening process. This course of action never looks exactly the same, as it is tailored for the individual. However all assessments require a movement screening, mobility assessment, stretch consultation and nutrition journal. These services are complimentary and assist me in formulating a strategy that best equip my clients with the tools they need to live long and well.

I provide programming for individuals both on site and virtually. While I used to only work with clients in a space and one on one, my business model has changed over the past two years. I now also provide virtual programming for people nationwide and work with online community groups to reach a broader audience.

My clientele range from professional athletes to seventy year olds with artificial hips and knees. What allows me to meet with such a broad group of people is my ability to consistently relate and consciously plan for all ages. My specific certifications in movement therapy, strength conditioning, nutrition and pre/post natal care have prepared me to meet the needs of a very well rounded variety of individuals.

My long-term goal is to continue providing Hermosa Beach with an exceptional fitness professional who keeps patrons local and serves all ages with a unique approach that provides them with the care and confidence they deserve in building more complete and healthy lives.

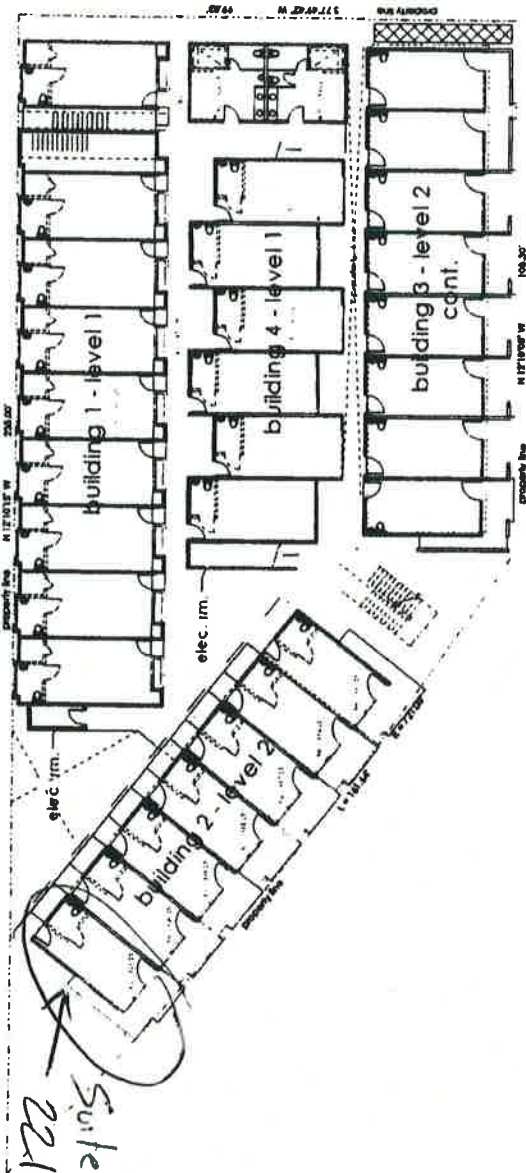
COASTAL COMMISSION

5-05-142

EXHIBIT # 4
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306 total
Square
feet

Suite
221

third level plan	01.04
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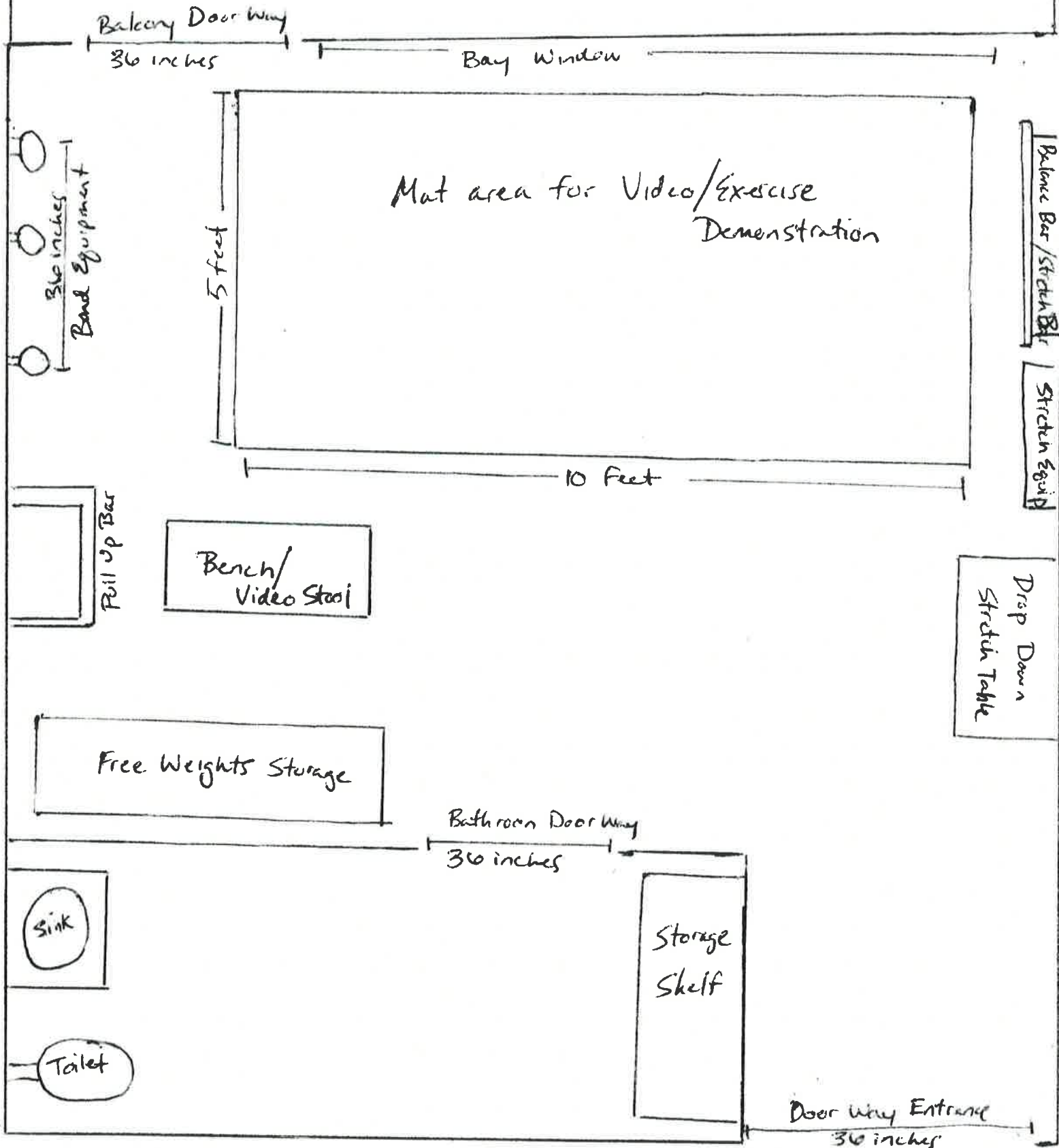
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Balcony Space

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