

THE REAL DEAL

NEW YORK CITY REAL ESTATE NEWS

Planet Fitness flexes biceps in two new NYC locations

June 10, 2013 01:30PM

« PREVIOUS NEXT »

[Print](#)

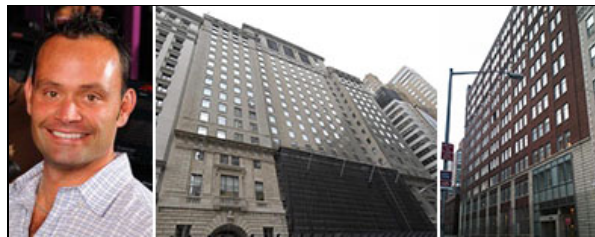
Just in time for beach body season, New Hampshire-based Planet Fitness, a gym that boasts a "Judgment Free Zone" motto, has inked two Manhattan leases in a city expansion effort, the New York Observer reported. The gym also has six deals in the works for additional outlets.

The new locations are a 29,500-square-foot space at 423 West 55th Street and a 28,576-square-foot gym at 25 Broadway in the Financial District. The leases span respective 12-year and 20-year terms.

The target is for the gym to bulk up its presence in Manhattan and Brooklyn, as well as the other three boroughs. Gym amenities include massage chairs and tanning services.

Jordan Baker and Richard Chera of Crown Retail Services are representing Planet Fitness. Landlord the Winter Organization, which owns 423 West 55th, was represented by in-house broker Rob Fin. Downtown, landlord the Wolfson Group was repped by Bruce Surry, Richard Levine and Gary Kamenetsky of CBRE. [\[NYO\]](#) –Zachary Kussin

Tags: [CBRE](#), [crown retail services](#)



Planet Fitness CEO Chris Rondeau, 25 Broadway and 423 West 55th Street

RELATED POSTS



[\\$100M deal for stake in Times Square retail condo](#)



[Edwardian Room at Plaza repurposed as retail space](#)



[Stanley Cher the Knickerbocker](#)

