



## **CRUNCH FITNESS AT THE MARKETPLACE** **Special Exception Use – Crunch Fitness**

### **NARRATIVE**

**Project Name:** Crunch Fitness at the Marketplace  
**Project Type:** Special Exception Use Request for Crunch Fitness  
**Date:** March 27 2024  
**From:** Redtail DG  
**To:** Port St. Lucie Planning and Zoning  
**Parcel Number:** 4412-504-0005-000-9  
**Owner:** J Baron 1031 Investments LLC  
Baron Shoppes PSL Ventures LLC

We are pleased to submit a request for a Special Exception Use for the Crunch Fitness on a developed site known as "The Marketplace" in Port St. Lucie.

The site is located on the intersection of U.S. Highway 1 and SE Jennings Road (image 1). It has 19.13 acres and has the zoning designation of CG (Commercial General) (Image 2) and the Future Land Use of CG (Commercial General) (Image 3).

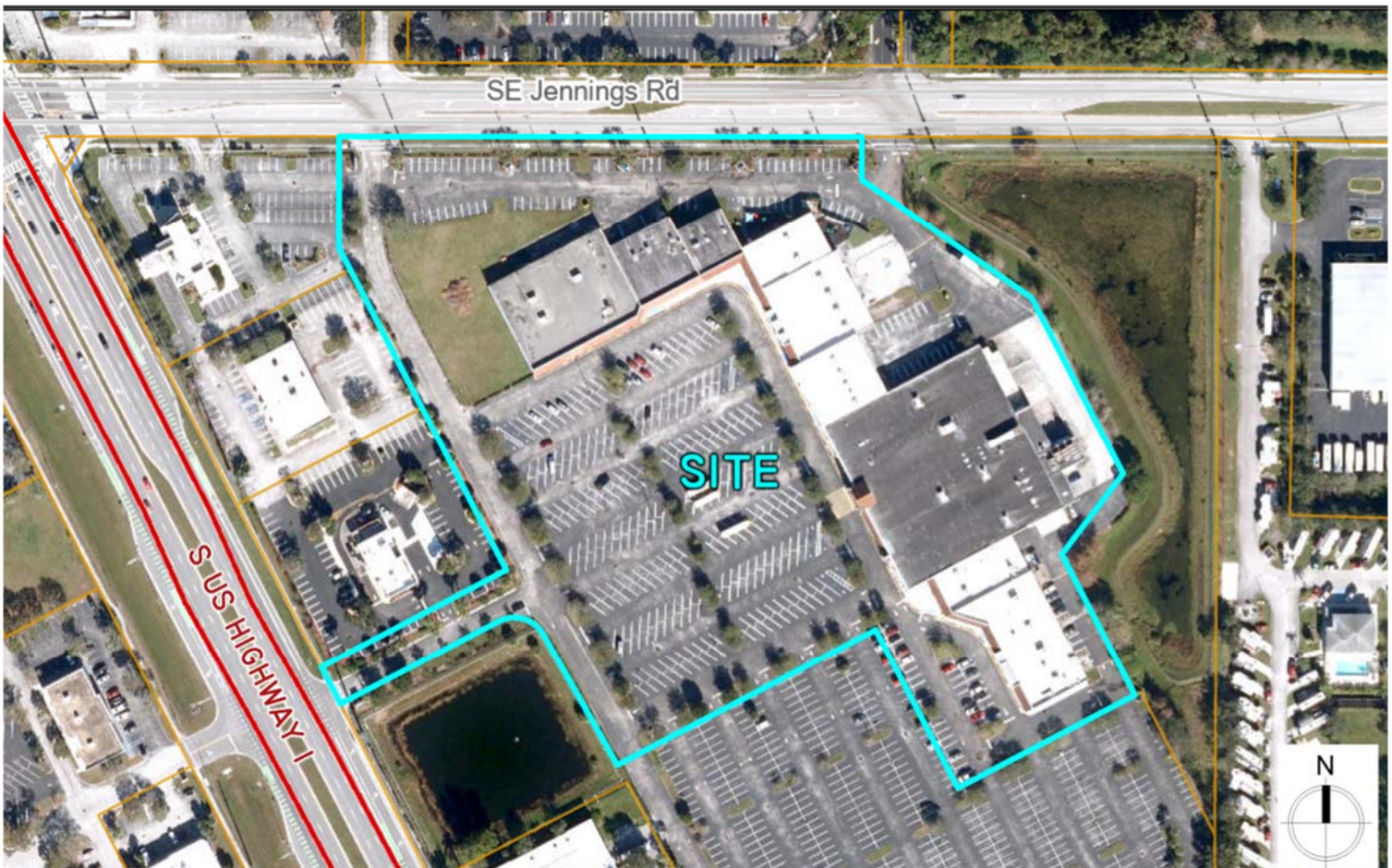


Image 1 – Location



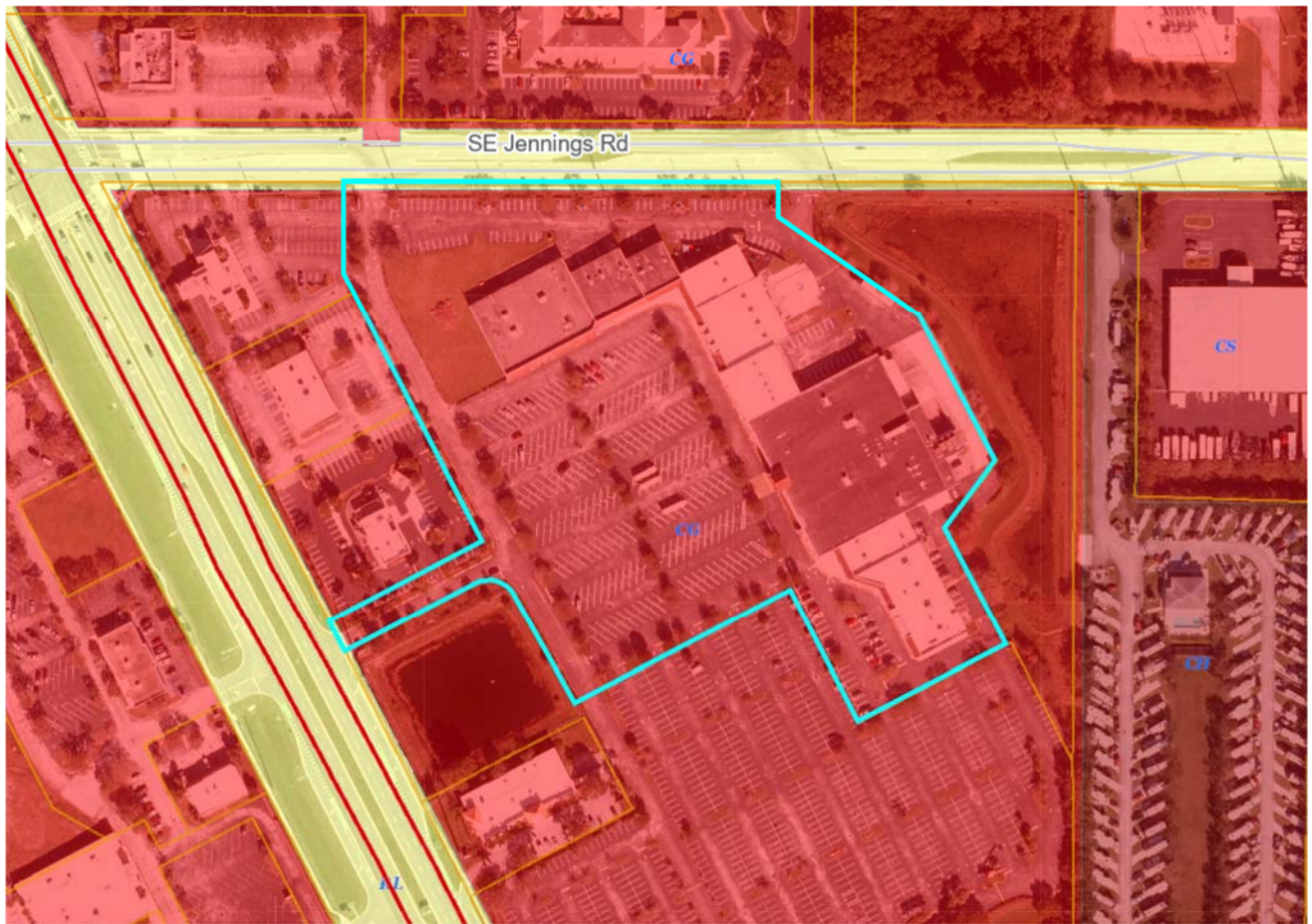


Image 2 – Future Land Use Map

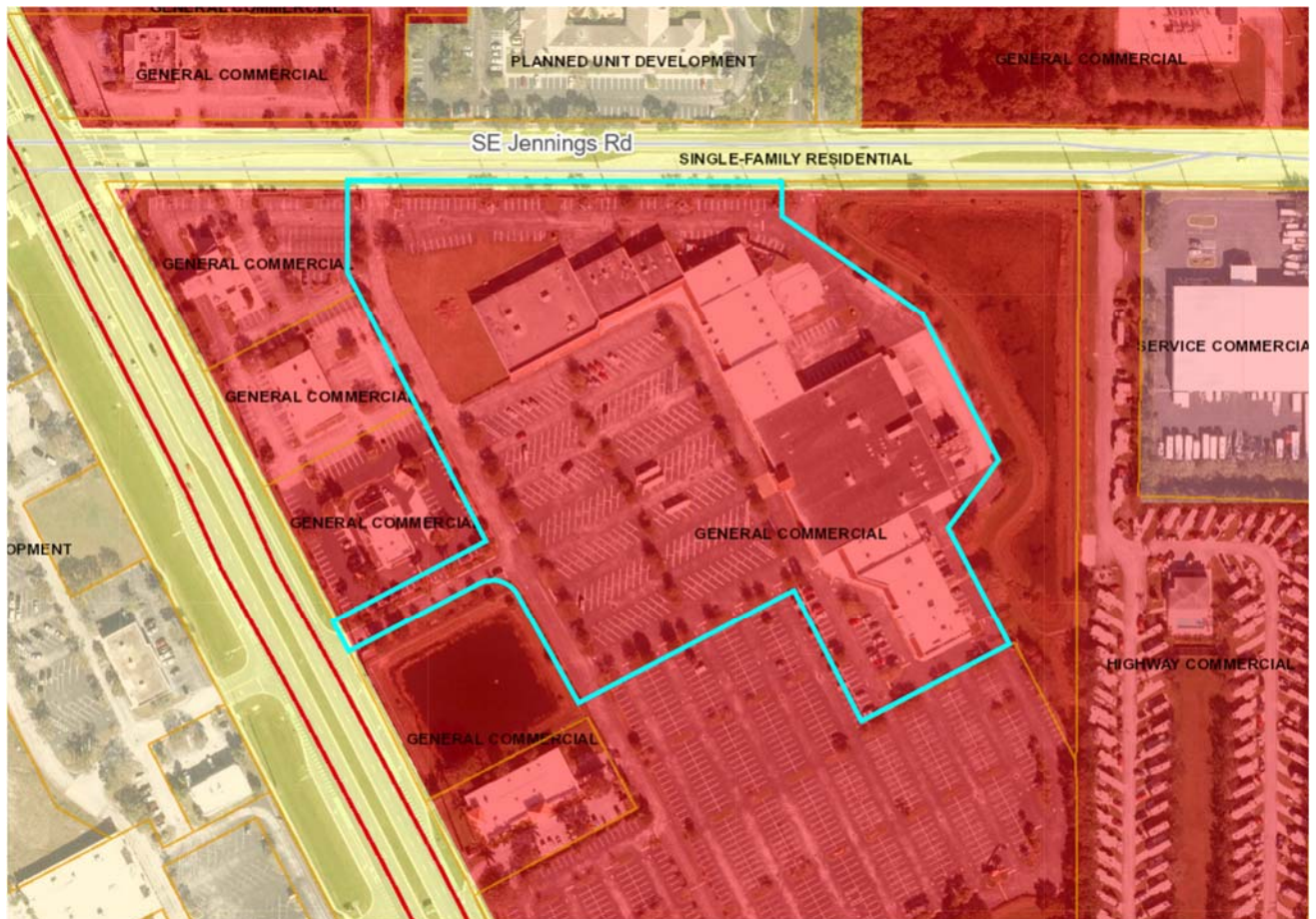


Image 3 – Zoning Map



# SPECIAL EXCEPTION USE REQUEST

The previously approved site plan has the Port St. Lucie City's project number P05-217 and has been developed in the past as a retail (shopping) center. It has the total building coverage of 153,200 s.f..

The submitted site plan (Image 4) shows the shaded 48,466 s.f. area which was previously used as a supermarket (Winn Dixie Marketplace) and is the subject of this Special Exception Request so it can be used by 'CRUNCH Fitness' as a Health/Fitness Club.

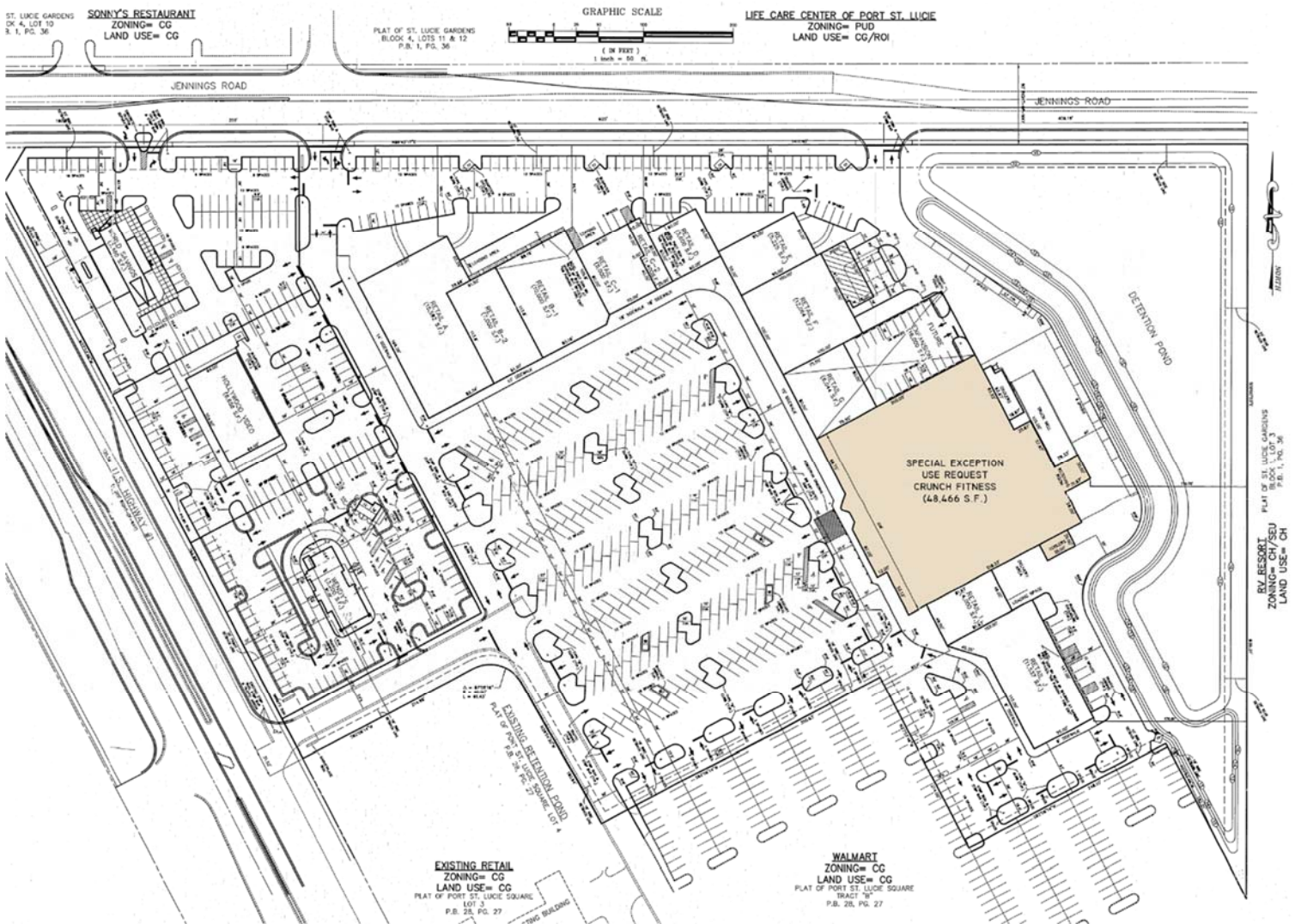


Image 4 – Special Exception Use area (tan shaded area)



## CRUNCH FITNESS



We are proud to present you the company that would use the area that is the subject of this request.

Crunch Fitness is a U.S.-based brand of over 400 franchised and corporate owned fitness clubs located in the United States, Puerto Rico, Canada, Spain, Portugal, Costa Rica, and Australia.

The gym's model began as a welcoming place for diverse groups of people to get fit, focusing on group workouts and combining entertainment with exercise. Crunch began franchising in 2010. The first franchise location was Crunch Norwalk (Connecticut).

In 2019, Crunch had 1.5 million members across 325 gyms in 30 States, Puerto Rico, Australia, Spain, and Canada.

In February 2022, Crunch opened its 400th location in San Angelo, Texas. Also in February, Crunch launched "Strengthened by Heroes," a military-based employment initiative.

In June 2022, Crunch celebrated reaching the 2 million member mark.



Image 5 - The typical Crunch Fitness Interiors

The floor plan for the subject site has been designed by JPLUS Architects (Image 6) which shows the carefully planned areas with multiple uses, all having the state-of-the-art equipment:

- General Workout Area – with more than 200 pieces of high-tech workout equipment
- Group Fitness Area
- Saunas
- 27 exercise bikes
- Heavy Lift Area
- 'HIIT' Zone Exercise Area
- Hot Yoga
- Massage
- Infrared Sauna
- Cryo Lounge and Hydro Massage
- Compression and Stretch Area ... and more.

We are proud of being a part of this project that will bring one of the leading companies to the city and improve the overall general health and fitness of our citizens and visitors.

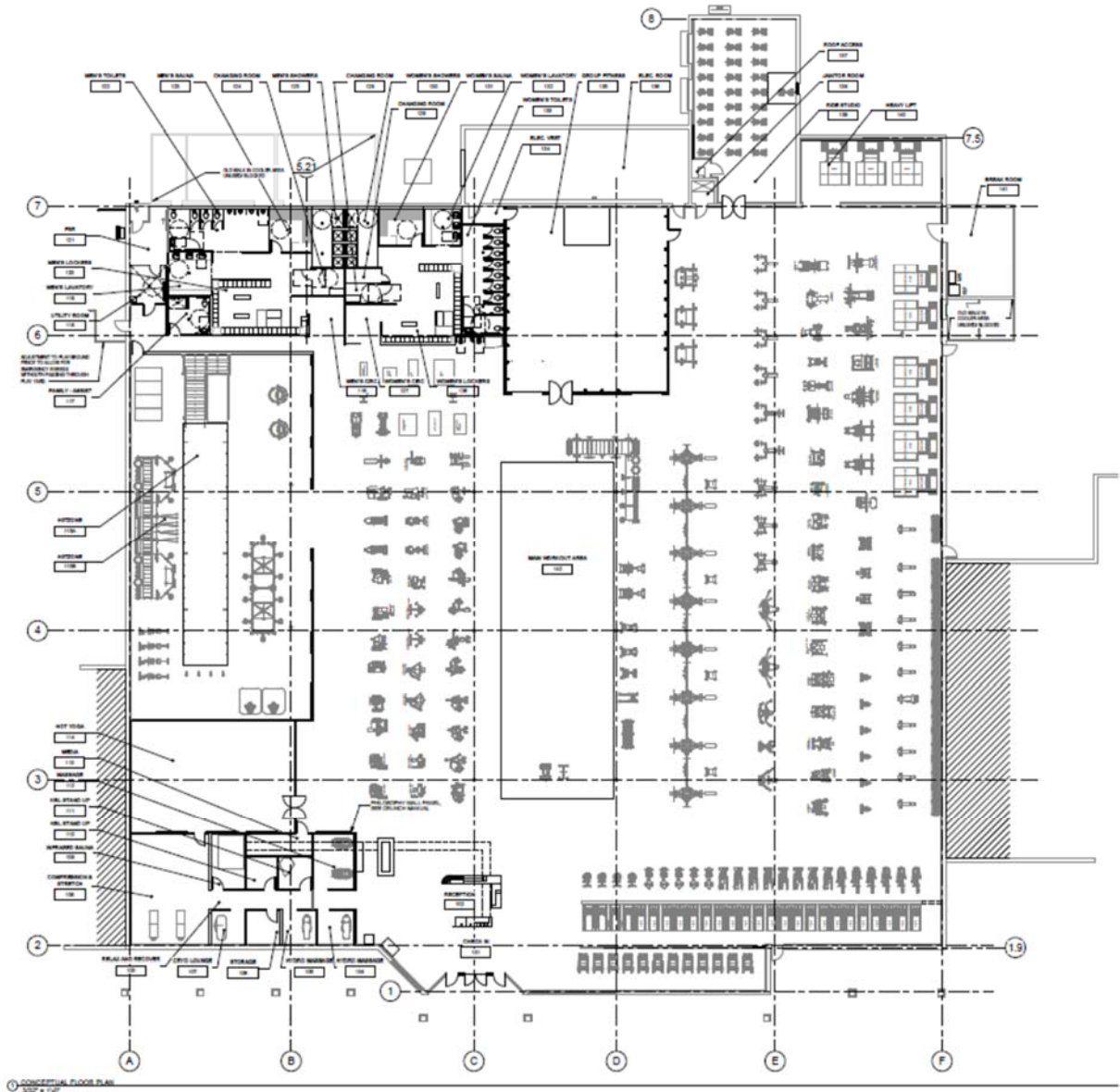


Image 6 – Conceptual Floor Plan for the Port St. Lucie location

## **ARCHITECTURE**

There will be a concurrent building façade renovation submittal application to allow for a roof removal and building signage.

## **SITE IMPROVEMENTS**

There are no proposed exterior site improvements other than the architectural changes noted above.

The existing terminal landscape islands contain the required landscape trees and also include irrigation and sod. There are no proposed parking lot lighting changes. The existing loading areas in the back and dumpster enclosures will remain.

## **TRAFFIC**

In order to ensure that the requested Special Exception Use will not have a negative impact on the parking and traffic, the following analysis was made using the Port St. Lucie Land Development Code and ITE 's Trip Generation Manual (11<sup>th</sup> Edition)

### **REQUIRED PARKING**

The approved site plan shows the ratio of the required parking spaces to be 1 parking space per 200 s.f. This results in 766 required parking spaces, and there are 784 parking spaces provided.

The parking ratio for the recreational facility is also 1 parking space per 200 s.f. (Land Development Code), so the total number of the parking spaces will be 766 parking spaces, and 784 parking spaces are provided on the site.

Conclusion: The number of required parking spaces will not change after the use is changed to the Fitness club.

### **GENERATED TRAFFIC**

The following data from the ITE Manual has been used to evaluate the impact of the proposed use change.

Supermarket (ITE CODE 850)

Peak Hour of Generator (Saturday): 10.10 generated vehicle trips per 1,000 s.f.

Health/Fitness Club (ITE CODE 492)

Peak Hour of Generator (Weekday): 3.92 generated vehicle trips per 1,000 s.f.

Conclusion: The requested Special Exception Use would result in reduction of the Vehicle Trip Generation, because the previously approved supermarket generates 10.10 vehicle trips per 1,000 s.f. of Gross Floor Area at its' peak hour (Saturday) and the proposed Health/Fitness Club generates 3.92 vehicle trips per 1,000 s.f. of Gross Floor Area at its' peak hour.

This will result in reduction of the vehicle trips generated at peak hour, from 490 vehicle trips for the supermarket to 190 vehicle trips for the Health/Fitness Club. This is a reduction of 300 generated vehicle trips in the peak hour, which is a reduction of 61%.

## CONCLUSION

Considering all of this, we think that this is a great opportunity for Port St. Lucie, to become a part of the Crunch community, which currently has over 2 million members.

We are looking forward to working with you on this project.

A handwritten signature in black ink that reads "Tod Mowery". The signature is fluid and cursive, with a long, sweeping underline that extends to the right.

Tod Mowery, AICP  
Redtail DG