

For Immediate Release

Planet Fitness Gym Coming to New Town Shops on Main

Will occupy the former American Family Fitness



NEWPORT NEWS, VIRGINIA, May 17, 2022 – Cushman & Wakefield | Thalhimer is excited to announce Planet Fitness has leased the 26,357-square foot former American Family Fitness space at New Town Shops on Main in Williamsburg, Virginia.

New Town Shops on Main is a 253,000-square foot lifestyle shopping center located at Monticello Avenue and Ironbound Road. Major tenants include Regal Cinemas, Barnes & Noble, Bonefish Grill, Panera, Bath & Body Works, Brass Tap, Ann Taylor Loft, Buffalo Wild Wings, Nautical Dog, Opus 9, Conte's, and many other local and national specialty retailers. New Town is currently celebrating its 20 year anniversary.

The New Town Planet Fitness location is owned and operated by local Williamsburg resident Michael Barnes and his family. Michael Barnes shared that he had been awaiting the ideal location in Williamsburg to open up and that the New Town opportunity is a perfect fit for his concept. He confirmed that, "We are planning a late 2022 opening after the completion of a total renovation of the space and while making a significant investment in rebranding this signature location".

Founded in 1992 in Dover, NH, Planet Fitness is one of the largest and fastest-growing franchisors and operators of fitness centers in the United States by number of members and locations. As of March 31, 2022, Planet Fitness had more than 16.2 million members and 2,291 stores in 50 states, the District of Columbia, Puerto Rico,

For Further Information Contact:

Drew Haynie
First Vice President
+1 757 873 9004
drew.haynie@thalhimer.com



Canada, Panama, Mexico and Australia. The Company's mission is to enhance people's lives by providing a high-quality fitness experience in a welcoming, non-intimidating environment, which we call the Judgement Free Zone®. More than 90% of Planet Fitness stores are owned and operated by independent businessmen and women.

Drew Haynie of Cushman & Wakefield | Thalhimer handled the lease negotiations on behalf of the landlord.

About Cushman & Wakefield | Thalhimer

Thalhimer was founded in 1913 and currently has offices in Richmond, Newport News, Virginia Beach, Fredericksburg, Roanoke, Charlottesville, and Lynchburg, VA. The company has nearly 100 broker professionals and employs over 425 associates. Thalhimer represents, on behalf of its clients, a property portfolio of over 55 million leasable square feet, and management of over 30 million square feet of commercial property, and over 10,000 multifamily units. In 2021, Thalhimer completed over 2,300 transactions with a transactional volume more than \$2.2 billion. Thalhimer is the region's leading provider of comprehensive commercial real estate services. The firm offers comprehensive commercial real estate services including corporate services, investment sales, tenant representation, project management, asset management, and the sale and leasing of office, industrial and retail properties.

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