

PROJECT SHOWCASE

CORPORATE



5718 WESTHEIMER

FACILITY SIZE

491,092 sqft, 22 stories

COMPLETION DATE

July 2018

LOCATION

5718 Westheimer Rd
Houston, TX 77057

DEMOGRAPHICS

Upscale millennial pop.
All fitness levels
Low to moderate usage

WEBSITE

www.5718westheimer.com

STAGING A TOWERING COMEBACK IN THE MOST COMPETITIVE AREA

A Class A building located in the highly competitive real estate market of the Galleria, 5718 had received much fanfare including being named the 2000 "Houston BOMA Office Building of the Year." However, due to the influx of new Class A buildings in the Galleria area, competition for new leases has become fierce since most are equipped with new amenities. Unfortunately, this led to a downturn in occupancy for the building. In a move to become more competitive, ownership made the decision to embark on a \$10 million renovation, which included a state-of-the-art fitness center.

Goal: Provide the latest cardio, strength, functional equipment and accessories to attract occupants and increase competitiveness.

Marathon Fitness worked with CBRE Real Estate Manager Andrew Pierce from early conception assisting with the facility size, locker room space required, flooring, color schemes and of course equipment selection. Throughout the nearly 18 month process, Marathon met with the client and architecture team regularly, sharing the latest trends and technology available in the fitness market.

Solution: Released just in time for grand opening, Precor's Preva 7.0 update offered tenants fantastic entertainment features like Netflix, Hulu, ESPN and Spotify to enhance their workout experience. Tenants are thrilled and this has led to an increase in retention and occupancy for the office tower.



