

PROJECT SHOWCASE

CORPORATE



FROST TOWER FORT WORTH

FACILITY SIZE

278,000 sqft, 25 stories

COMPLETION DATE

April 2018

LOCATION

640 Taylor St
Fort Worth, TX 76102

DEMOGRAPHICS

Upscale millennial pop.
All fitness levels
High usage

WEBSITE

www.frosttowerfw.com

A CORPORATE OFFICE TOWER THINKS OUTSIDE THE BOX

For nearly two years Jetta Operating dedicated itself to Frost Tower's construction, dominating Fort Worth's downtown skyline with a twin focus on modern design and natural functionality. Key to that vision was offering not one but two fitness spaces that would provide the building's tenants with a solution that would accommodate not only the demographics and space constraints, but be a long term investment on an emerging area of fitness. Marathon Fitness representative Stacey Elfarr describes the collaboration process.

"This was a special situation due to the inside area being relatively small, so they had no room to add any functional fitness. This mattered because they knew there would be a high number of millennials working in the building. This was a question that I asked right off the bat – functional fitness is not a phase and will not be going away. After some talking they agreed to give me a section of the parking garage to create a functional fitness space.

"The inside is referred to as FIT and the 11th floor parking garage area (which is only a staircase down from the inside FIT area) is referred to as FIT-X. Both the inside and outside workout areas are extremely popular. It took vision to get here but I love it. It was great because they were really willing to think outside the box."



PROJECT SNAPSHOT

Goals: Have areas for functional fitness, cardio and strength
Meet the fitness needs of millennial tenants

Challenge: Space is too limited indoors for functional fitness

Solution: Use inside area to house a traditional gym with Precor 800 series cardio, Vitality strength, and Chrono Spinner Power Bikes. Convert a portion of the parking garage into a functional fitness zone with custom Escape Octagon frame, complete with punching bags, barbells, weights, Plyo boxes and TRX straps.

11th Floor FIT Space:





12th Floor FIT-X Space:



