

PROJECT SHOWCASE

MULTIFAMILY HOUSING



ELEVATION PLAZA DEL RIO

FACILITY SIZE

333 units

COMPLETION DATE

July 2018

LOCATION

13310 N Plaza del Rio
Blvd, Peoria, AZ 85381

DEMOGRAPHICS

Upscale millennial pop.
All fitness levels
Low to moderate usage

WEBSITE

www.elevationpdr.com

A MODERN GYM FOR A LUXURY APARTMENT COMMUNITY

Class A multifamily community developers Vedula Residential and Greystar needed a fitness space that would match the level of refinement and cutting-edge design their brand Elevation was known for. They reached out to Marathon Fitness for high quality products and a careful attention to detail in designing the layout.

Goals:

- Equipment that needs little upkeep and maintenance
- Provide a discerning clientele of all fitness types with a variety of high quality, easy to use fitness options

Challenge: Provide the right mix of cardio, strength, functional equipment and accessories for a residential gym to attract and retain residents who may already have luxury health club memberships.

Solution: Supplied a well-rounded selection of Precor P62 networked cardio with music and video streaming so residents can watch their favorites, user-friendly Vitality strength series, Wellbeats virtual fitness instruction for tech-savvy self-guided instruction, and Queenax The One frame with durable Escape functional accessories.

