

New gym aims to fill NW Phoenix void

Family-owned facility nearing completion is business' 3rd in Valley

By Betty Reid

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A family-owned company is opening its third gym in the Valley, aiming to serve an area in northwest Phoenix popular among health enthusiasts.

Construction of the Fitness 1 Gym is nearing completion at 39th Avenue and Happy Valley Road, in the Stetson Village Shopping Center.

A soft opening is scheduled for Feb. 11, and a grand opening later in the month.

Kelly Bruce, Fitness 1 Gym chief financial officer, said the decision to open a gym at the shopping center was driven by location. Nearby are the upscale master-planned community of Stetson Hills, where he lives, and Deem Hills, a popular destination for hikers.

"There are no gyms in the immediate area," said Bruce, 57. "There are a lot of trails to hike. The people in the area are health-conscious and are looking for a convenient fitness center."

The 6,073-square-foot gym will include about 40 pieces of cardio equipment, such as treadmills, bikes, stepmills, strength-training machines and free weights. A spinning/cycling class and boxing lessons also will be available.

The building will accommodate up to 4,000 members.

The owners, which include Bruce and three sons, canvassed the neighborhood announcing the new gym and placed presale coupons on pizza boxes. The presale advertises \$19 per month, no long-term contract and family specials that offer free membership to a fourth family member.

The independently owned fitness business opened a Fitness 1 Gym in Peoria in 2004, followed by one in Surprise in 2007.

Chad Bruce, Fitness 1 Gym's president and one of Kelly Bruce's sons, described what the new gym's atmosphere will be like.

"It's small, intimate, where everybody will know each other by name," he said. "It's going to be a true family" gym.

Jason Bowles is the leasing representa-



PHOTOS BY CRYSTAL OCHOA/THE REPUBLIC

Roque Amarillas (left) of Mesa and Jeff Bernal of Phoenix work on finishing construction of Fitness 1 Gym at 39th Avenue and Happy Valley Road, in the Stetson Village Shopping Center.

Fitness 1 Gym

Where: 3850 W. Happy Valley Road, Suite 149, Phoenix, in the Stetson Village Shopping Center.

Tours: Call 623-869-0446.

Website: www.fitness-1.com.

ative for the Pederson Group, which developed the Stetson Village Shopping Center that opened in 2008. He said the Bruce family is known for its workout facilities in the West Valley and looks forward to the opening of the newest gym at Stetson Village.

Wayne Perch has a membership at LA Fitness. Asked if he would switch his membership, Perch said he would not because the new gym "doesn't have a pool."



The Bruce family — (from left) Bobby, Kelly, Richard and Chad — is building a Fitness 1 Gym at 39th Avenue and Happy Valley Road.