

STATE-OF-THE-ART FITNESS CENTER BUSINESS & EQUIPMENT SALE

698 West Avenue, Norwalk, CT

Approx. 3,888 SF | Turnkey Boutique Gym Opportunity

Located along Norwalk's vibrant West Avenue corridor—surrounded by luxury apartments, restaurants, retail, offices, and major mixed-use developments—this facility is perfectly positioned for a boutique gym operator, personal training studio, or a franchise conversion seeking a high-visibility, ready-to-go location in Fairfield County.



Location

Turn-Key

Convenient
Parking



The Partners
Commercial Real Estate Services, Inc.

www.thepartnersrealestate.net

For pricing or additional information, contact
Scott R. Gance at (203) 762-9990.

DESCRIPTION

- Offered for sale is a fully built-out, state-of-the-art fitness center comprising approximately 3,888 square feet at 698 West Avenue in Norwalk, Connecticut. This is a rare turnkey opportunity where the business, equipment, branding, and leasehold improvements are all included in the sale.

PROPERTY & BUILDOUT HIGHLIGHTS

- Premises Size: Approx. 3,888 SF
- Ceiling Height: Approx. 16 feet, ideal for functional training, rigs, classes, and open layouts
- Basement: Small storage area (10' x 12') for equipment and supplies
- Fully sprinklered throughout
- Custom lighting designed by Phoenix Lighting (Fairfield)
- Fully customizable Lutron lighting system – easily creates different atmospheres for classes, PT, or events
- Professional Bluetooth sound system – ready for music, classes, or small events

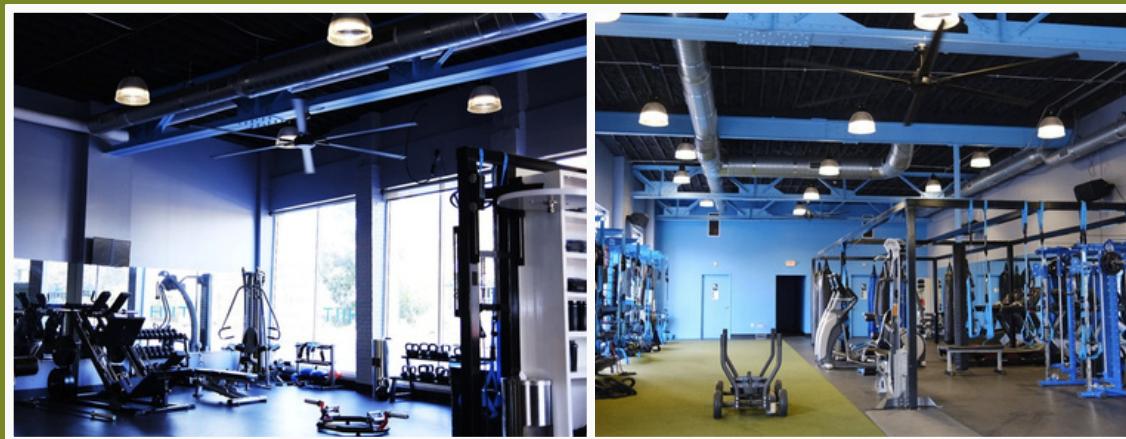
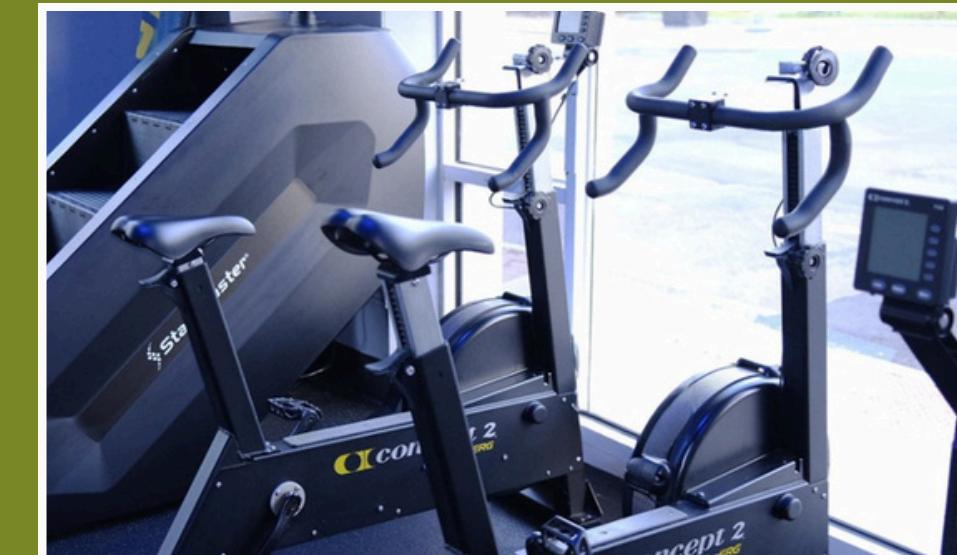
The space is thoughtfully laid out and would be costly and time-consuming to replicate from scratch.

LEASE & OPERATING EXPENSES

- Rent: \$6,000 per month (heat included)
- Electric:
 - Approx. \$850/month in the peak of summer
 - Approx. \$300–\$400/month during other times of the year

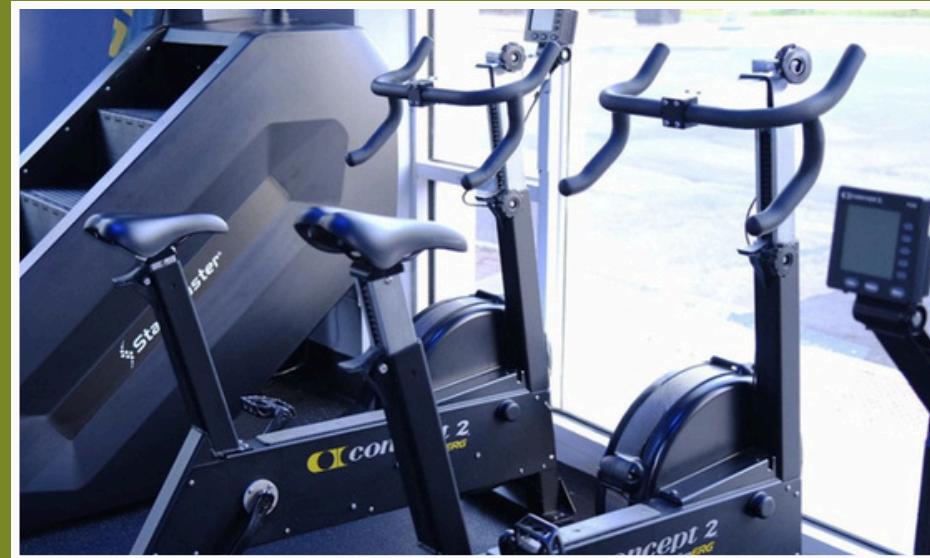
KEY INVESTMENT HIGHLIGHTS

- Approx. 3,888 SF fully built-out fitness facility
- Parking - 55 non-exclusive parking spaces
- High ceilings, premium lighting, and sound infrastructure
- Established membership base and robust lead database
- Turnkey business with equipment and branding included
- Ideal for boutique fitness operator, PT studio, or franchise brand
- Attractive West Avenue Norwalk location in a growing corridor



BUSINESS OVERVIEW

- Gross Sales:
 - Currently approx. \$15,000 per month (break-even at current operating level)
 - Previously approx. \$23,000 per month prior to a recent reorganization of the gym
- Membership: Approx. 80 active members
- CRM & Database:
 - 1,000+ leads in the CRM
 - Approx. 200 former members on record
- Branding:
 - Included with the sale
 - Established for 4 years and well-known locally
- Staffing:
 - 4 part-time trainers (at-will)
 - Owner currently serves as manager — allowing for a smooth transition to a new operator
- All equipment conveys with the sale—a true walk-in, turnkey operation.



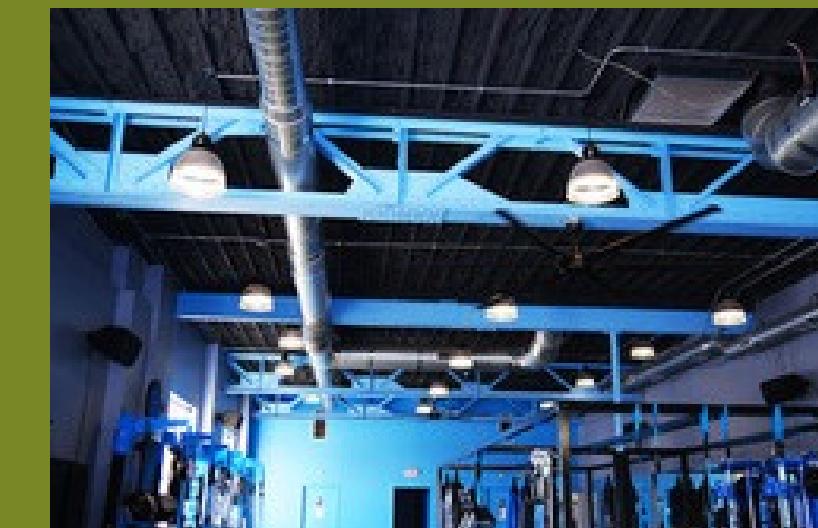
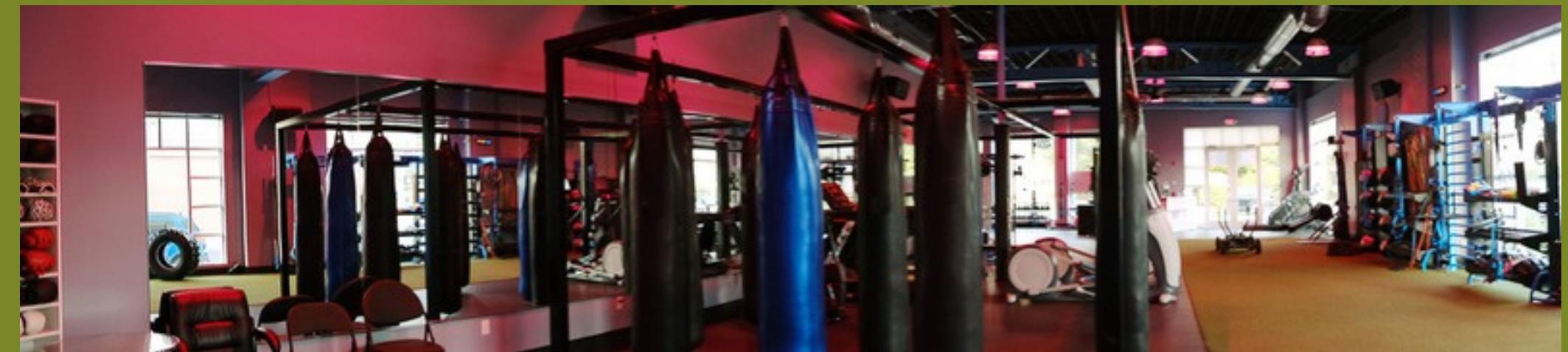
LOCATION ADVANTAGES

698 West Avenue benefits from:

- Strong visibility and drive-by traffic
- Proximity to The SoNo Collection, Waypointe District, apartments, restaurants, and offices
- An established, health-conscious demographic in the immediate trade area
- Convenient access for both local residents and commuters



State-of-the-Art Equipment & Facilities



State-of-the-Art Equipment & Facilities



Concept 2 Ski Machines



Yoga Mats Rack



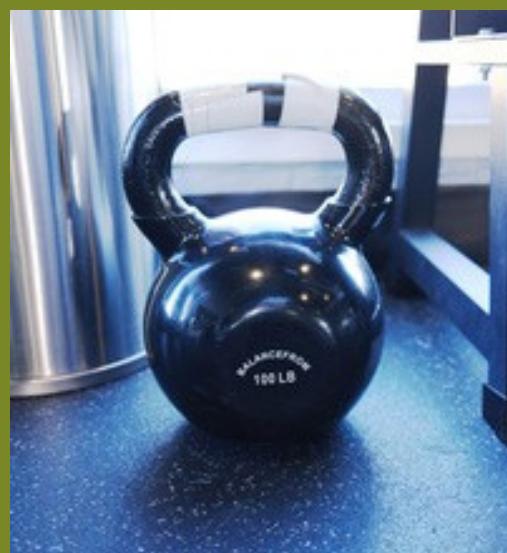
Torque Fitness Push Sled



Boxing/Exercise Equipment



Weighted Bars



100 LB Kettle Bell



Foam Rollers



XMark Hex Trap Barbell



175 LB Tire



Mobility Sticks



Alpha 25 LB Weight



State-of-the-Art Equipment & Facilities



MoveStrong Medicine Ball
Training Station



MoveStrong 3-Tier Rack 1 +
Suspension Trainers + Wall
Timer



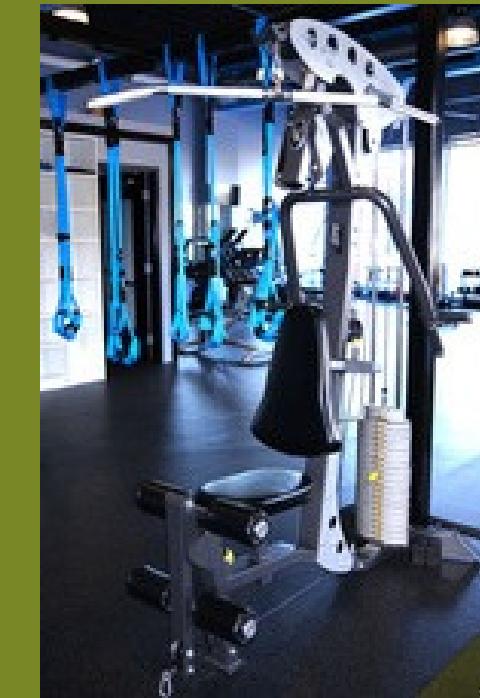
MoveStrong Stall Bars +
Pull-Up Brackets



MoveStrong 3-Tier Rack 2 +
Suspension Trainers



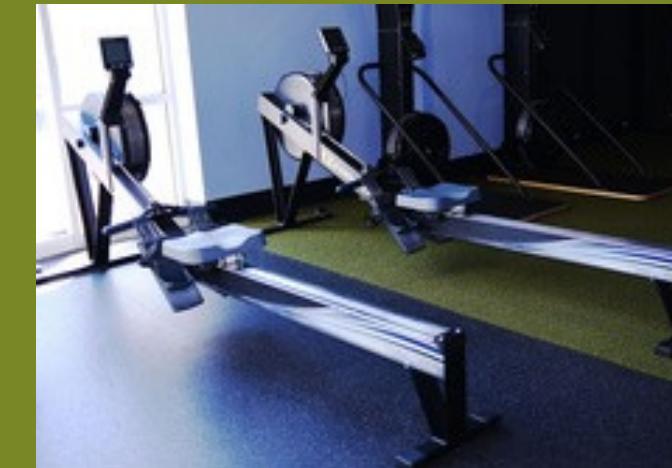
MoveStrong Upper Mobility
Station



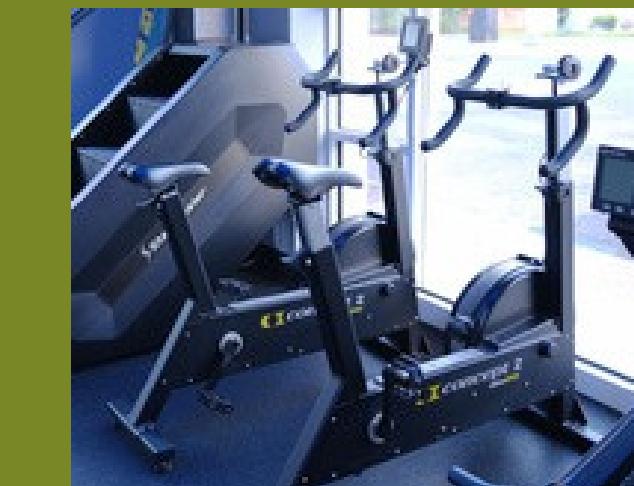
Lat Pulldown Machine



Imprecor Ellipticals



Concept 2 Row Machines



Concept 2 BikeERG Exercise Bikes



LifeCycle Exercise Bike



State-of-the-Art Equipment & Facilities



Star Trac Treadmills



Smith Machine + Cable Station



Leg Curl Machine



Suspension Trainers



HOIST Incline Sit-Up Bench



Medicine Balls + Ball Rack



Bench Press + Barbell Rack



Leg Press + Hack Squat Machine



State-of-the-Art Equipment & Facilities



Life Fitness Adjustable Bench



Kettle Bells (6KG - 16KG)



3 Tier Rack + Body Weights



Barbell



Multi Machine – Pull Down,
Press, Pull



Pull Up Machine



3-Tier Dumbbell Rack



StairMaster



State-of-the-Art Equipment & Facilities



Punching Bags



Suspension Trainers



Plyo Box



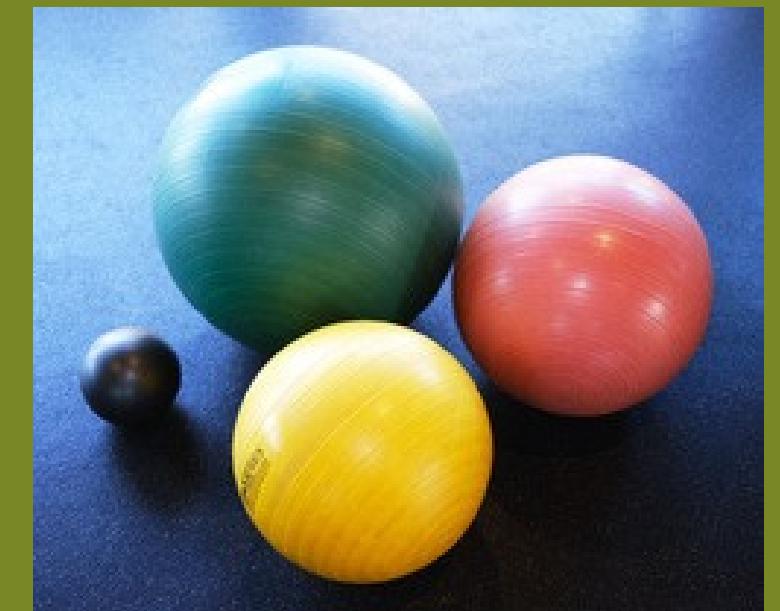
Marnur Flat Weight Bench



PB Extreme Foam Plyboxes (6', 12", 18")



Bosu Balls



ProSeries Yoga Balls



Suspension Trainers Station



State-of-the-Art Equipment & Facilities



Speed Bag Swivel



Oakworks Massage Table



Samsung TV



Lutron WiFi System



Cubbies + Office Door



Office - 1



Office - 2



State-of-the-Art Equipment & Facilities



Women's Bathroom



Women's Locker



Women's Shower



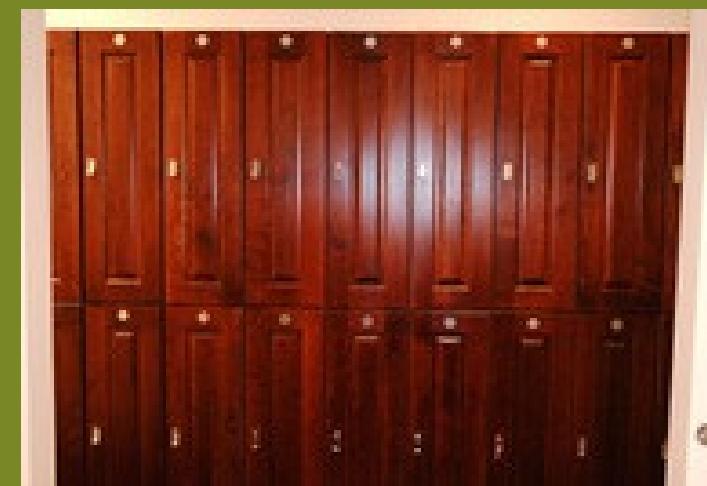
Women's Bathroom
Stall (2)



Women's Locker Room Bench



Men's Bathroom



Men's Locker



Men's Shower



Men's Bathroom
Urinal



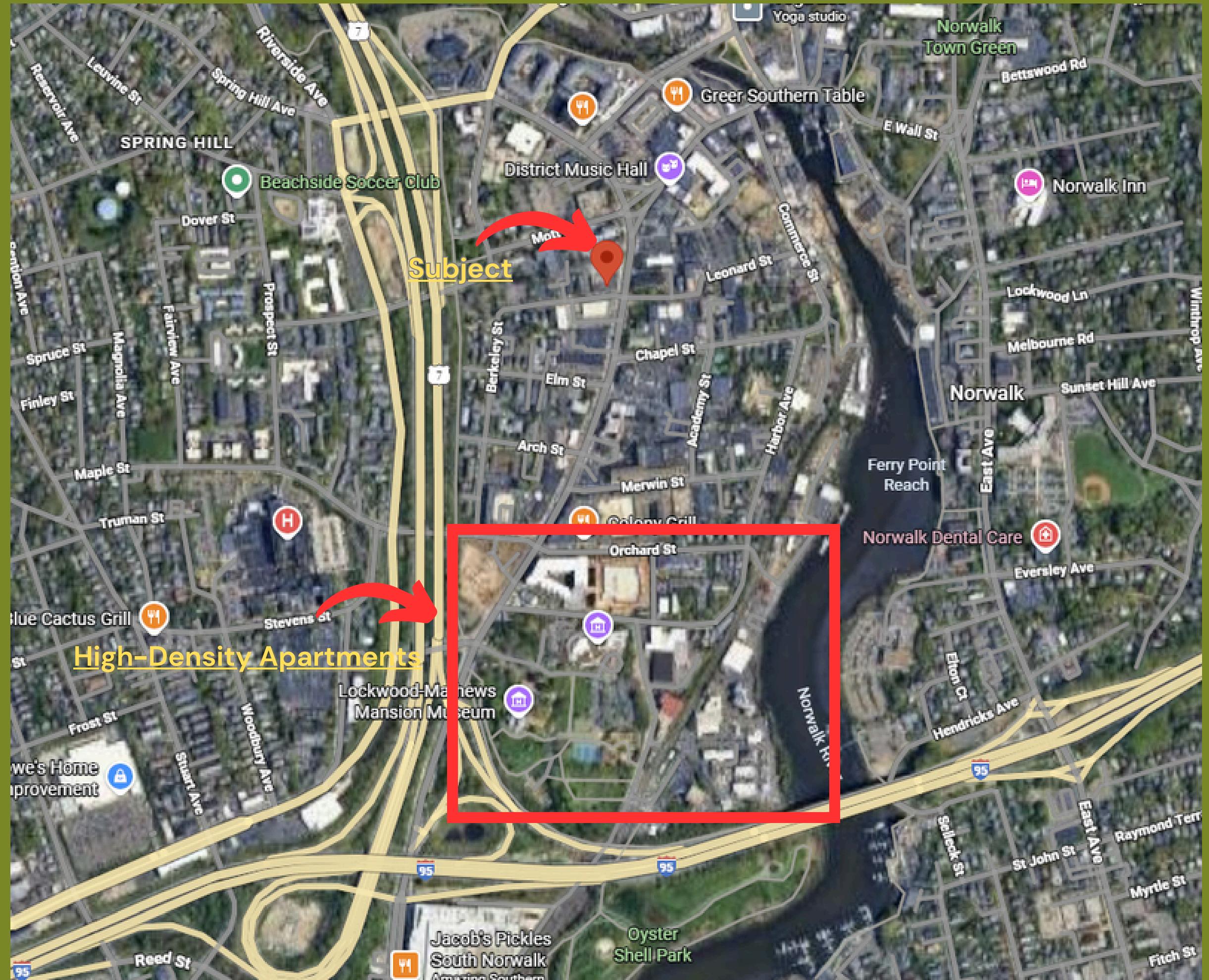
Men's Locker Room Bench



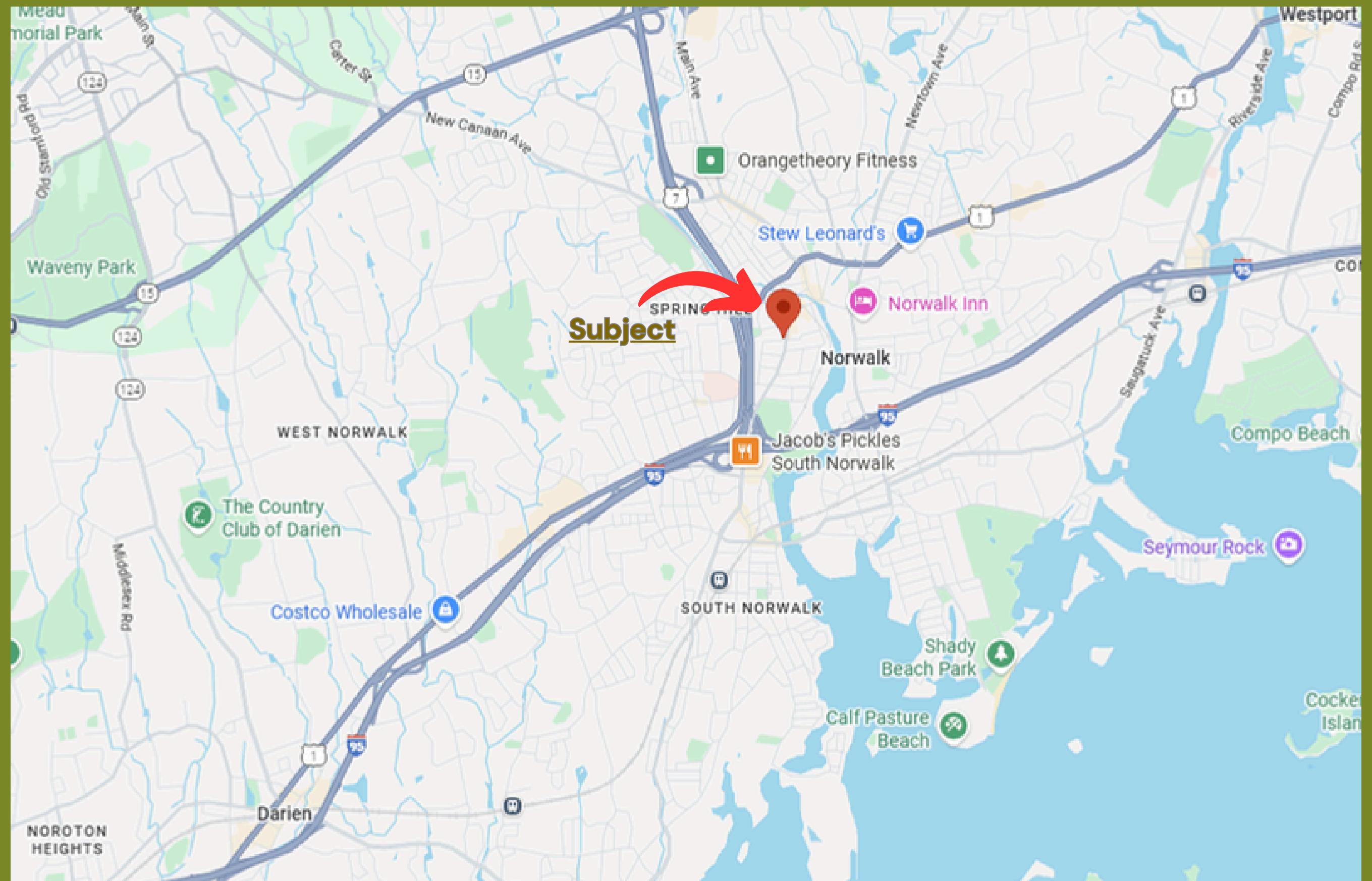
Men's Locker Room Bench



AERIAL



REFERENCE MAP



MAJOR MULTIFAMILY DEVELOPMENT (ON OR NEAR WEST AVENUE)



Waypointe (Sono Collection) – 515 West Avenue

- 464 luxury apartments
- Delivered in the mid-2010s
- 56,000 SF of ground-floor retail + restaurants
- Helped catalyze West Avenue as a modern mixed-use destination
- Strong young-professional renter base



The Berkeley at Waypointe – 500 West Avenue

- 129 luxury apartments
- Delivered around 2017
- Contemporary apartments with upscale finishes
- Integrated into the Waypointe master-planned residential community
- Steps from shops, grocery, dining, and major transit corridors



370 West Avenue (Former YMCA Redevelopment)

- 200+ apartments
- Under construction / recently approved
- Mix of studios, 1BR, and 2BR units
- Significant new residential base directly across from Waypointe and Piper
- Adds even more walkable-density to the corridor



The Pinnacle at Waypointe / The Piper – 467 West Avenue

- 393 new luxury apartments
- Ground-floor retail plus ±575 structured parking spaces
- Construction approved early 2020s; delivery 2025
- The newest and most impactful addition to the corridor's residential density
- Positioned directly along West Ave—major foot traffic generator for local businesses



Quincy Lofts – Adjacent to Berkeley – 30 Orchard Street

- 69 Boutique loft-style apartments
- Delivered mid-to-late 2010s
- Designed for higher-income renters seeking urban-style living in a walkable area
- Contributes meaningfully to the local wellness + boutique fitness customer base



Avalon Norwalk – 26 Belden Avenue (Just off West Ave)

- Over 300 units
- Delivered in early 2010s
- Although set just off West Avenue, it's considered a key feeder property for West Ave commercial businesses
- Walkable to Waypointe and West Avenue amenities

Over 1,500 luxury apartment units have been built along or immediately adjacent to West Avenue in the last 15 years, transforming it into one of Norwalk's most vibrant mixed-use residential neighborhoods. With The Waypointe, Berkeley, Quincy Lofts, Avalon, The Piper, and the new 370 West Avenue development, the corridor has evolved into a dense, energetic community—creating a powerful, built-in customer base for fitness, wellness, retail, and lifestyle operators.

698 West Avenue benefits directly from this growth, drawing consistent foot traffic and membership potential from thousands of nearby residents within walking distance.



DEMOGRAPHICS - 698 WEST AVENUE



Radius	1 Mile	3 Mile	5 Mile
Population			
2029 Projection	22,901	91,093	142,122
2024 Estimate	22,975	91,327	141,877
2020 Census	23,527	93,208	141,606
Growth 2024 - 2029	-0.32%	-0.26%	0.17%
Growth 2020 - 2024	-2.35%	-2.02%	0.19%
2024 Population by Hispanic Origin	8,532	27,575	30,483
2024 Population	22,975	91,327	141,877
White	9,815 42.72%	48,284 52.87%	90,458 63.76%
Black	3,489 15.19%	11,585 12.69%	12,266 8.65%
Am. Indian & Alaskan	246 1.07%	655 0.72%	699 0.49%
Asian	1,616 7.03%	4,958 5.43%	8,075 5.69%
Hawaiian & Pacific Island	6 0.03%	18 0.02%	22 0.02%
Other	7,804 33.97%	25,827 28.28%	30,356 21.40%
U.S. Armed Forces	21	32	35
Households			
2029 Projection	9,385	35,889	53,581
2024 Estimate	9,411	35,970	53,503
2020 Census	9,632	36,724	53,585
Growth 2024 - 2029	-0.28%	-0.23%	0.15%
Growth 2020 - 2024	-2.29%	-2.05%	-0.15%
Owner Occupied	3,628 38.55%	19,812 55.08%	34,105 63.74%
Renter Occupied	5,783 61.45%	16,158 44.92%	19,398 36.26%
2024 Households by HH Income	9,411	35,969	53,504
Income: <\$25,000	1,213 12.89%	4,638 12.89%	5,658 10.57%
Income: \$25,000 - \$50,000	1,492 15.85%	5,291 14.71%	6,377 11.92%
Income: \$50,000 - \$75,000	1,536 16.32%	4,729 13.15%	5,833 10.90%
Income: \$75,000 - \$100,000	1,520 16.15%	4,468 12.42%	5,225 9.77%
Income: \$100,000 - \$125,000	1,040 11.05%	3,669 10.20%	4,752 8.88%
Income: \$125,000 - \$150,000	741 7.87%	2,607 7.25%	3,517 6.57%
Income: \$150,000 - \$200,000	604 6.42%	3,437 9.56%	5,130 9.59%
Income: \$200,000+	1,265 13.44%	7,130 19.82%	17,012 31.80%
2024 Avg Household Income	\$107,551	\$125,875	\$155,548
2024 Med Household Income	\$82,639	\$93,612	\$119,249



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