

Market Street building fills up fast

Fitness center, cleaners and possibly a church to move into remodeled office space

By Seth Jovaag

Unified Newspaper Group

A 24-hour fitness center, a specialty laundry service and a small church could all be neighbors soon in a north-side building that's almost fully remodeled by local developer Paul Lynch.

Anytime Fitness, a fast-growing nationwide chain of small gymnasiums, is expected to open its latest franchise by the end of this week at the 845 Market St. building, said co-owners and brothers Mike and Marc Schmaltz, who run an almost identical facility in Stoughton.

The no-frills gym will take up about 5,400 square feet of the 13,500-square-foot building, with most of that space filled with treadmills, elliptical trainers, weight machines, free weights and other work-out equipment, as well as tanning beds and small changing areas with showers.

Next door, Clean Gear of Wisconsin, LLC, should open by the end of January, said owner Kathy Stensaas. Her new business will take up about 3,200 square feet and will specialize in laundering hard-to-clean athletic equipment like hockey gear, football helmets or shoes, as well as camping or horse-riding gear, among other things.

The remainder of the building could be filled by Community of Life, a small church that was founded in Oregon in September 2004.

Facing the end of their lease at the former Oregon



Anytime Fitness, 845 Market St., could open as early as the end of this week. Brothers Mike and Marc Schmaltz (left and right, respectively) are the owners, and the manager will be Matt Olinger, a former UW-Madison hockey player.
Seth Jovaag photo

Fitness Center, church leaders have signed a letter of intent to move into a roughly 3,900-square-foot section of the building, but the move still needs approval from church members, said Lynch's wife, Nancy Lynch, who is also a member of Community of Life's leadership board.

"We hope to have an answer by the end of the month," Nancy Lynch said.

Until last fall, the building was the headquarters for Unified Newspaper Group,

which includes the *Oregon Observer*.

As the first tenants and anchors for the building, the Schmaltz brothers said they're happy with Lynch's remodeling job, as the high ceilings and many windows create an airy, comfortable space to work out in.

"I think people will be amazed at how nice it is," said Mike Schmaltz, 40, who lives in Verona. (Brother Marc, 39, lives in McFarland.)

The brothers also think

Oregon is ready for a work-out facility like theirs, which will be open 24 hours a day, 365 days a year, and accessible to members by key-cards. That's right — members can hit the weights at 3 a.m. if they choose, though the gym will only be staffed from 10 a.m. to 9 p.m. Mondays through Fridays and from 9 a.m. to 2 p.m. on Saturdays.

Like all Anytime Fitness locations, the gym is equipped with security cameras and "panic buttons" that members can press if they ever feel unsafe during unstaffed times, Mike Schmaltz said.

"In Stoughton, we get people working out at all hours," he said.

While there's no pool, sauna or hot tub, Schmaltz said the gym has about 20 cardio machines and another 15 or 16 weight-lifting machines, as well as a full line of free weights.

Rates vary, but on average an individual user will pay about \$39 a month for a year-long membership, and discounted rates can be available for longer contracts, for emergency personnel or other exceptions, Mike Schmaltz said.

Prior to opening the Stoughton location last February, the brothers owned Acceleration Madison, a training facility for athletes, for about 12 years before selling it last year, Schmaltz said.

Look for future stories about Clean Gear of Wisconsin and Community of Life in the *Observer*.