

Vineland gives Planet Fitness green light to build in town

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VINELAND - The city's Planning Board on Wednesday night gave Planet Fitness a thumbs up to move forward with building a gym here.

The 36,000-square-foot, two-story facility will be built in a center developed by and anchored by Bottino's ShopRite on West Landis Avenue between South Orchard Road and Moyer Street. Planet Fitness has yet to disclose a tentative start date for construction.

Representatives for the new fitness club appeared at Vineland's May 8 Planning Board meeting, where their site plan was approved by an 8-0 vote.

The approval slightly revised a plan the board had approved in June 2018 but that was not followed by construction. The new proposed building is 2,000 square feet larger than the one in the 2018 design. The site is behind an Inspira urgent care facility off West Landis Avenue.

The gym would boast a 24,000-square-foot first floor with a 12,000-square-foot second level, according to the site plan. City officials previously said they have worked with Planet Fitness since 2017 to help the gym find a home in Vineland.

Vineland Economic Development Director Sandy Forosisky said the owners of the proposed Vineland location are the same as the Millville Planet Fitness, which opened in November 2014.

Mayor Anthony Fanucci has said the proposed addition of Planet Fitness offers several benefits for Vineland.



Planet Fitness will come to the shopping center anchored by ShopRite on West Landis Avenue in Vineland. (Photo: File photo)

"We are very excited to see development continue on the western end of Landis Ave.," Fanucci said. "Not only will Planet Fitness provide new jobs and tax ratables for the city, it offers another affordable and convenient option to help Vineland residents stay healthy in a judgment free environment.

Planet Fitness, according to its website, has more than 1,800 locations with membership costs ranging from \$10 to \$22 per month.

The Bottino's ShopRite opened in June 2013 as the \$25 million, first phase in the property's ultimate development.

Besides the "urgi-care," a fast-food restaurant and a retail building were part of the final build out plan at that time. The total acreage at the center is a little more than 19.2 acres.

The Planning Board in August 2014 approved building the urgent care. At that time, the board also gave preliminary approval for a restaurant and a retail building for future development.

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