



Feature of the Month: Trinity Building + Construction builds out 2,000 s/f pilot Fit Hub Reebok Store on 5th Avenue; Partnered with Gensler Architects, RDK Engineering and building owner Heritage Realty

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Trinity Building + Construction Management Corp., a Mass.-based general contracting and construction management firm, has completed the construction of a new Reebok Fit Hub Store, located on 5th Ave. (420 5th Ave.) This retail store is a promotional partnership between Reebok and the Cross Fit Gym, located below the space. Reebok is currently at the forefront of the Cross Fit momentum and this new pilot store is one of the first of its kind in the U.S.

Working with Ziba Design of Portland, OR, the store was designed by Reebok. Reebok's pre-construction included extensive research and the creation of a mock-up of the unit at their corporate offices to carefully coordinate the necessary Cross Fit equipment and store design. Construction of the Fit Hub included new mechanical equipment, rubber gym flooring, millwork fixtures, and cutting a hole in the deck of the second floor to effectively display Reebok signage. Reebok Fit Hub is one of Reebok's larger retail units, features a two-story storefront designed to showcase Reebok interior graphics and signage.

"We are so happy that despite some challenges, everything really fell into place with this project," said Ryan Smith, senior project manager at Trinity. "For example, we had to make mechanical modifications to the condenser water system, due to unexpected circumstances that we discovered at the end of the project." This mechanical work was completed over a weekend on 24-hour shifts to ensure a timely turnover.

Trinity partnered with Gensler Architects to complete the Fit Hub on an accelerated six-week schedule. The success of the project was based on a team effort and the positive relationships shaped between Trinity, Reebok, Gensler, RDK Engineering, and the building owner, Heritage Realty Services, LLC. "Trinity was instrumental in turning the store concept from construction documents into real space," said Jeff Boylan, senior manager store development, Reebok. "Our project manager, Ryan Smith, immersed himself into the drawings; the schedule and the coordination of all team players needed to build this store and opened it within a very aggressive timeline. Our site superintendent, Curtis Kelly, managed the sub-contractors and presented the conditions in the field to help facilitate a great build out."

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