



Current Fitness Experience — Opportunity for Transformation

Executive Summary

The survey results indicate that Anaha residents are generally satisfied with the current fitness offering, but there are clear opportunities:

- Rebalance the space toward strength training and wellness
- Introduce premium recovery amenities
- Add Pilates capability (highest unmet demand)
- Reduce underutilized cardio equipment
- Improve functionality and versatility of spaces

Overall, residents are not asking for more equipment—they are asking for a more curated, intentional, and wellness-driven fitness environment.

Resident Profile Insights

Majority: Full-time residents (~93%)

Age skew: 40–70+

Implications Preference for:

- Low-impact training
- Recovery and wellness
- Ease of use
- Longevity-focused fitness

Most-used equipment:

- Free weights (dumbbells)
- Cable machines
- Functional training equipment
- Select cardio (Peloton, treadmills)

Interpretation:

The fitness center is primarily used for:

- Strength training
- Functional fitness

Cardio is secondary, not the primary driver

Key Gaps Identified

1. Pilates Equipment (Critical Gap)

Most consistent request across multiple questions

Requested for both:

- Main gym
- Yoga / training room

Conclusion:

Pilates is a high-demand, currently unmet offering

Key Gaps Identified

2. Recovery & Wellness Amenities (Major Opportunity)

Strong interest in:

- Infrared sauna / red light therapy
- Cold plunge / cryotherapy
- Hydromassage

Conclusion:

Residents expect a wellness-forward experience, not just a gym

Key Gaps Identified

3. Over-Saturation of Cardio Equipment

Most commonly suggested removals:

- Ellipticals
- Recumbent bikes
- Stair climbers
- Older rowers

Common feedback:

“Too many”

“Not used”

“Takes up space”

Conclusion:

Cardio equipment should be reduced and optimized, not expanded

Cardio Entertainment Preferences

Key Findings:

- 40% want cable TV
- 31% want phone streaming/casting
- 23% want streaming access
- 35% are indifferent

Interpretation with proposed solution:

Providing:

- Cable TV
- Phone casting/mirroring
- Device charging

Satisfies 65–75% of residents with one integrated solution

Avoids:

Complex logins
Overbuilt technology

Strategic Design Recommendations

1. Rebalance the Fitness Floor

Reduce:

- Redundant cardio machines
- Low-use specialty cardio

Expand:

- Strength training zones
- Functional training space
- Open-use flexibility

Strategic Design Recommendations

2. Introduce Pilates Capability

Recommended:

- 1–2 Pilates reformers

Space allocation within:

- Yoga room or dedicated studio area

Impact:

Addresses the #1 unmet demand

Elevates amenity to luxury wellness positioning



Strategic Design Recommendations

3. Develop a Recovery & Wellness Zone

Priority additions:

- Infrared sauna / red light therapy
- Hydromassage
- Cryotherapy

Impact:

Aligns with luxury residential expectations

Supports older demographic needs

Enhances perceived value of the amenity



Strategic Design Recommendations

4. Reposition the Yoga / Training Room

Current state:

- Underutilized / unclear function
- Recommended repositioning:

Multi-use wellness studio:

- Pilates
- Stretching
- Mobility work
- Small group training



■ Intermediate
30 min Focus Flow: Healthy Back
Nico Sarani • Yoga



Strategic Design Recommendations

5. Optimize Cardio Offering

Approach:

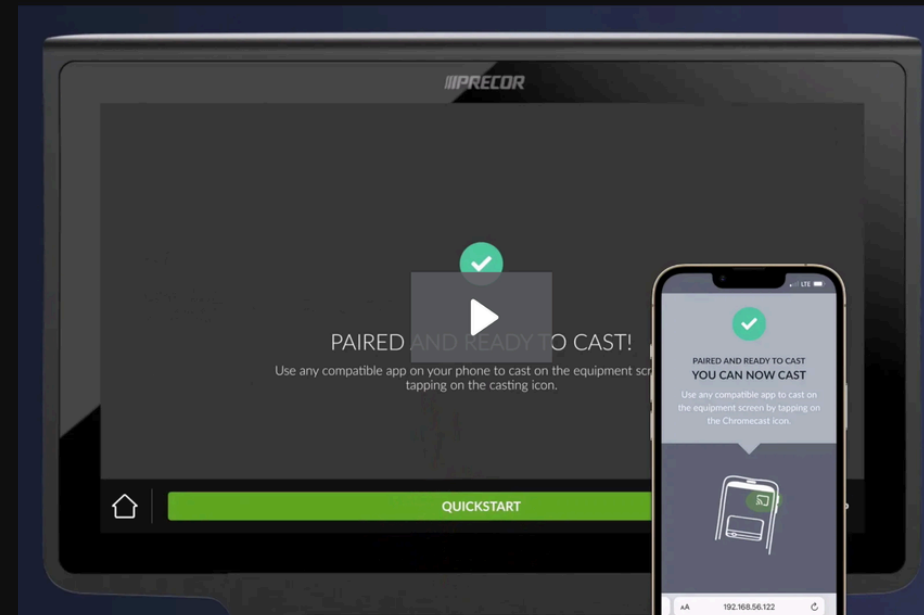
Fewer units, higher quality experience

Include:

Core cardio types (treadmills, bikes, rowers)

With:

- Cable TV
- Phone streaming capability
- Device charging



Strategic Design Recommendations

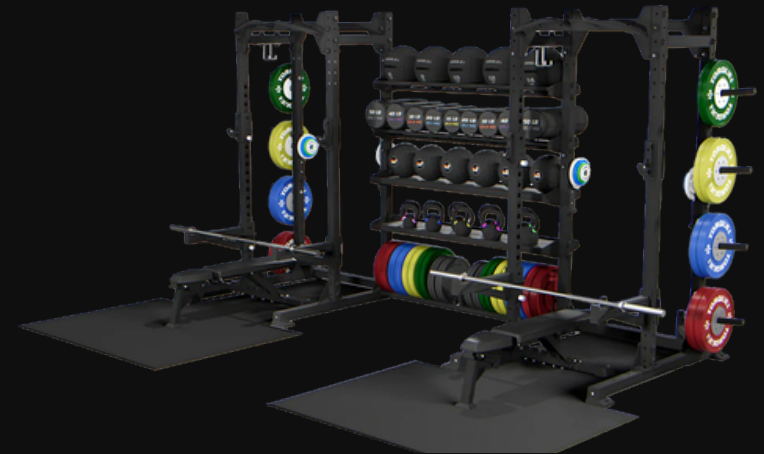
6. Enhance Functional Training

Add or expand:

- Resistance bands
- Battle ropes
- Mobility tools
- Additional racks or strength stations

Goal:

Support versatile, full-body training
Reduce reliance on fixed machines



Design Philosophy Moving Forward

The data supports a shift toward:
Out with the Traditional Gym Model

- Equipment-heavy
- Cardio-dominant
- Quantity-focused

In with Curated Wellness Model

-Strength + mobility + recovery

- Space-efficient
- Experience-driven

Tailored to resident demographics



April 2026