COMMERCIAL REUSE / OPPORTUNITY BRIEF

Turn a large former store into a destination for everyday health and fitness.

Investigate a serious 48,000 sq ft club with premium strength and cardio equipment, dedicated studios, recovery services and a healthy food court. The former Albertsons provides a concrete building to investigate; a successful conversion still depends on affordable occupancy, a strong operator and enough paying members.

PUBLIC LEASE ADVERTISEMENT · OPERATOR AND FEASIBILITY REVIEW NEEDED

3013 NW Stewart Parkway, Roseburg, OR 97471

Open the location in the interactive map

Approximate Census address-range point, not a verified building entrance or parcel boundary.

The proposed experience

48,000 sq ft proposed club within the advertised 59,545 sq ft building; no divisibility agreement exists.

- Premium free weights, strength machines and a spacious training floor.
- Dedicated cardio and functional-training areas with yoga, mobility and group studios.
- Lockers, showers, massage, recovery services and a limited spa program.
- A public healthy-food court with an entrance that works for nonmembers.
- Staffed core fitness access 24 hours a day; food, classes, childwatch and specialist services on defined schedules.
- Any optional clinical suite operated separately by qualified licensed professionals, with its own approvals and no promised health outcomes.

What the public record says

HSM Pacific advertises the former Albertsons for lease at 59,545 sq ft on 5.34 acres. The listing provides rent by inquiry. [1]

ODOT station 13205 reports 18,272 annual average daily vehicle movements for 2024 on Stewart Parkway, 0.04 miles east of Mercy Drive. [2]

Traffic evidence

18,272 AADT · 2024 nearby road count

Annual average daily vehicle movements at the count location; not a driveway count, unique customers, a peak-hour turning study or a sales forecast. Do not add this count to other stations to invent a customer total.

A clear view of what is ready.

Public information makes this worth investigating. These six tests determine whether it can move from a proposal to a deliverable project.

Property participation

Advertised; terms unconfirmed

A public lease listing is available. Current availability, possession date, partial versus whole-building lease, landlord work and tenant obligations require confirmation. GRT has no site control.

Approvals

Parcel confirmation needed

Confirm current zoning, overlays and City jurisdiction for the actual parcel, then review the separate fitness, food, childcare, spa and possible clinical uses. No land-use or building approval has been obtained.

Building condition

Conversion not assessed

A qualified team must inspect roof and structure, verify floor loads and clearances, and assess fire safety, HVAC, power, drainage, wet areas, accessibility and food-service infrastructure.

Customer demand

Commercial study needed

Test achievable dues, realistic membership penetration, competing gyms, drive times, seasonality and retention. Nearby road traffic measures exposure, not unique people or likely members.

Operating team

Experienced operator sought

No club operator or specialist tenant is committed. Obtain a documented staffing, safety, maintenance, sales and retention plan before treating the concept as financeable.

Finance

Screening assumptions only

No landlord contribution, equity, lending or opening reserve is committed. The existing cost range must be replaced with site-specific quotes and a financeable capital plan.

The next decision

Establish whether this building can support a viable club at an achievable membership price.

An operator-led feasibility package combining landlord terms, a measured concept layout, a priced conversion scope, a local membership study and a downside cash-flow case.

ADVANCE WHEN

Advance when the building fits the approved program, operating demand supports the full occupancy cost, and committed capital covers construction, contingency and the opening ramp-up.

REWORK OR PAUSE WHEN

Change the scale or site if a whole-building lease, major systems replacement or weak achievable membership makes the model depend on unrealistic prices or growth.

Make the proposal concrete.

A practical sequence

1. Confirm the deal envelope

A qualified prospective operator should confirm whether the owner will consider the proposed uses and scale, and obtain the full occupancy terms.

2. Fit the building and test the market

Develop a measured layout and engineering scope while researching the catchment, competing options and willingness to pay.

3. Price and obtain approvals

Resolve land-use, building, food and specialist-service requirements; price the work and compare a full program with a leaner first phase.

4. Finance and deliver

Only after separate contracts and committed capital should the operator proceed with construction, staffing, pre-opening sales and a staged opening.

Required studies

- Broker/owner confirmation of the offering, lease boundaries, rent and additional charges, permitted tenant uses, repair liabilities and possession.
- Architect and engineer inspection, measured area schedule, structural review, accessibility and life-safety plan.
- Utility capacity and conversion design for HVAC, showers, drainage, electrical loads, spa equipment and food preparation.
- Parking and access analysis for overlapping fitness, food and specialist appointments, including walking routes, bike parking, deliveries and peak turning movements.
- Operator-led drive-time, competitor, pricing, membership and retention research.
- Contractor cost plan, landlord-work allocation, contingency and monthly operating/debt-service model.

The financial test

Use the existing screening model to frame diligence, then replace its assumptions with property-specific evidence.

$12M-$22M in the existing 2026 GRT model, excluding property acquisition, financing/carry and major undiscovered structural or environmental remediation.

Independent planning allowance, not an estimate from the owner, a contractor bid or a funding request.

The existing working scenario assumes 3,500 average paying accounts at $95 per month, plus ancillary contribution after direct costs. Its roughly $790,000 annual surplus is before debt, tax and owner return, using a placeholder $750,000 annual occupancy cost.

The modeled surplus does not establish that debt can finance the entire opening budget. Replace the occupancy placeholder, verify demand and evaluate equity, landlord investment, phasing and adequate cash reserves.

What residents should gain

Aim for a facility residents can use regularly, a productive reuse of a large building, year-round employment and a welcoming public food destination. Evaluate membership affordability, staffed service hours and safe access alongside visual quality.

Bring experience. Bring evidence.

The delivery team sought

- An experienced large-club operator with a credible local sales and staffing plan
- Food and recovery-service operators able to present their own economics
- An adaptive-reuse developer and architect/engineering team
- The property owner or authorized representative for terms and diligence access

Read this brief online and share relevant experience

Sources and review dates

[1] HSM Pacific - Roseburg Former Albertsons

https://www.hsmpacific.com/properties/roseburg-former-albertsons/

Reviewed 2026-11-10. Public broker page retrieved.

[2] ODOT non-state-road AADT - station 13205

https://gis.odot.state.or.us/arcgis1006/rest/services/facs_stip/data_catalog/MapServer/156/query?where=SITE_ID%3D13205&outFields=*&returnGeometry=false&f=pjson

Reviewed 2026-11-10. Public GIS feature retrieved directly. Data date: 2024.

[3] Douglas County property record - R62268

https://appraisal.douglascountyor.gov/Property-Detail/PropertyQuickRefID/R62268/PartyQuickRefID/O244049

Reviewed 2026-11-10. Official-domain search result retrieved; direct page unavailable in this review.

[4] Roseburg Municipal Code, Chapter 12.04 - districts and overlays

https://ecode360.com/43092084

Reviewed 2026-11-10. Code publisher page retrieved.

THE MARKET STILL HAS TO BE PROVEN

104,511 residents in the selected 2020 Census ZIP Code Tabulation Areas. A reproducible historical regional population baseline, not Roseburg's city population, a current estimate, a demonstrated retail trade area or a count of likely customers.

Define a separate catchment for each proposal using travel times, competing services, household characteristics, customer research and achievable pricing. Survey interest is self-selected and does not establish a representative market share.

Population geography, calculation and source method

WHAT THIS REVIEW DOES NOT ESTABLISH

The broker advertisement and ODOT record were retrieved November 10, 2026. No site visit, broker conversation, title review, written zoning confirmation or professional feasibility study has occurred. The County page was visible in official-domain search results but unavailable to direct retrieval; the older linked zoning-map item also could not be retrieved.

The detailed 48,000 sq ft allocation and operating scenarios are GRT's existing screening model. They are not a measured design, broker quote or professional feasibility study.

The opening proposal excludes a swimming pool. The difference between the advertised area and the proposed club is 11,545 sq ft, but that arithmetic does not establish a separately leasable unit or spare usable capacity.

Three initial development briefs for discussion with qualified owners, operators and development teams. These are independent GRT proposals, not municipal projects, property offerings or solicitations for investment.