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REAL ESTATE

THE COMMERCIAL INSIDER - CYCLE LIFE USA

BY ANDREW O'NEILL

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CycleLife USA (www.cyclelifeusa.com) is a new, innovative retail concept that is scheduled to open November 14th on K Street underneath Whitehurst Freeway. The concept is the brainchild of Michael Sanchez, a successful software developer and avid cyclist, and several of his buddies, including well known Bethesda based architect Rui Ponte, who share Michael's cycling passion.

Earlier this year the group bought the 12,000 square foot space for \$4.7 million. The space is a condo unit within the Papermill Condominium complex. CycleLife is banking on the location being a hit for bicycling enthusiasts from all over DC. The group's timing is excellent. The recently completed Georgetown Waterfront Park (www.georgetownwaterfrontpark.org) is directly across K Street from the club and should peddle bicyclists passed the club daily. In addition, the club is at the tail end of the Capital Crescent Trail (www.cctrail.org) which should also generate bicycling as well as pedestrian traffic. For years this section of K Street has really been desolate with the exception of a few health clubs and not so great retail. CycleLife will assist in giving this area of Georgetown the spark it needs.

"CycleLife has come together to create the most comprehensive cyclist community and facility ever. We are committed to delivering consummate lifestyle service and support to every avid cyclist," says Michael Sanchez.

The ideas that lead to the creation of CycleLife came together over time. A group of serious cycling enthusiasts that included a software entrepreneur, an architect, a retired naval officer and a number of their friends began fantasizing about what the perfect cycling facility would be. It would be the ultimate club environment for the cycling enthusiast with the finest in training and member services in a highly-stylized urban setting. Together they shared a vision to create a welcoming atmosphere with club-like membership, lounge and staff totally and completely dedicated to the cycling lifestyle.

The club will offer many amenities including a Café & Juice Bar, a Retail Bike Shop, Bike Maintenance & Repair, a Performance Testing Lab, Cycling and Strength Training Rooms.

Members of the club are able to bike to work, leave their biking gear at the club, shower and walk to work. The fitness center and exercise machines are located on the second floor of the club and give unobstructed views of the Potomac, Roosevelt Island, the Kennedy Center and Roslyn, VA.

This new retail - club concept will further the progress of the Georgetown waterfront and K Street area. For more info, email Marketing Director Pamela Kahn at Pamela.Kahn@CycleLifeUSA.com.

O'Neill Realty Advisors, LLC is a full service commercial real estate brokerage and advisory company focusing on Georgetown and upper Northwest, DC. You can reach Andrew O'Neill at 202-741-9405 or andrew@oneillrealtyadvisors.com.

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