

Commercial Real Estate

Fenton Logistics Park lands major fitness brand for \$20M HQ buildout 🔑

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Fenton Logistics Park
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By **Steph Kukuljan** – Reporter, St. Louis Business JournalJun 20, 2019, 2:25pm CDT **Updated** Jun 20, 2019, 4:07pm EDT

1st Phorm, a St. Louis-based sports nutrition company, plans to open a \$20 million headquarters at Fenton Logistics Park.

The 182,400-square-foot facility will feature an auditorium, a 25,000-square-foot fitness center, locker rooms, media rooms, a podcast room, basketball court, a 24-hour kitchen and more.

Officials with US Capital Development, the developer behind the park, said the new tenant puts it on track to have 50% of the industrial development at Fenton Logistic Park completed by early 2020. US Capital began redeveloping the former Chrysler plant in 2014 and counts tenants such as BASF and Killark Electric, a division of Hubbell Inc.

1st Phorm and US Capital Development will break ground on the new site Friday and expect the building to be complete in early 2020. CBRE represented US Capital Development in the deal. CBRE's [Jon Hinds](#) and [Katie Haywood](#) represented US Capital Development, and [Noel Fehr](#) of NAI DESCO represented 1st Phorm in the deal.



A rendering depicting 1st Phorm's \$20 million headquarters at Fenton Logistics Park.

US CAPITAL DEVELOPMENT

Regionwide, the Fenton industrial submarket had one of the highest levels of positive absorption in the first quarter of 2019 with more than 200,000 square feet. The average lease rate in Fenton is \$6.06 a square foot, higher than the region's average of \$4.86 per square foot, according to Colliers research.

1st Phorm President [Sal Frisella](#), who runs the company with his brother, CEO [Andy Frisella](#), and best friend COO [Chris Klein](#), said 1st Phorm outgrew its two roughly 25,000-square-foot buildings in Green Park in south St. Louis County. The company currently has 125-150 employees, depending on the season, and is aiming to eventually employ more than 400 people at its new headquarters, [Sal Frisella](#) said.

"When the Chrysler Plant (closed), we've always spoken about building our building there," he said. "We don't want to go to Earth City or be out at the boondocks. We're South County people."

The trio grew up in South County and are alums of St. John Vianney High School. Andy now lives in Fenton, and Sal and Klein live in Sunset Hills. They founded 1st Phorm, a manufacturer and distributor of supplements, in 2008 and also operate the Supplement Superstores retail chain.

The company is on track to report \$200 million in revenue at the end of this year, Sal said.

"We're not selling the quick fix. We're helping people change their lives, and we do our very best to help gain back their physical self," he said.