



104 Dale Street, Shelby, NC
ZUMBA® Alley Fitness

What's Up in Shelby – **ZUMBA®** Alley Fitness

David White believes in the future of Uptown Shelby. That proof is right next door to Frame Masters Gallery on West Warren Street. For the past 2 years David and his crew have been renovating this historic landmark located on the corner of West Warren and Dale Streets. This was the former home to *Hudson's for Men* or more recently as *Leatherwood Trading Company* and *Bluegrass Opry*.

The building has an unique history. The back section which faced Dale Street was built in 1907 as a livery stable. In 1917 Charles St. Charles built the front section that faces West Warren Street. It wasn't until 1926 that Mr. St. Charles purchased the livery stable and the land between the two buildings, connecting the entire area into one gigantic structure with about 20,00 square feet on 2 levels. It became known as *The St. Charles Building* where Mr. St. Charles owned a gentleman's habidashiary and general merchandise store.

Adding to the availability of apartments in the uptown area, David has renovated the upstairs of this historic building dividing it into 6 units. The apartments range in size from 900 – 1400 square feet each having 12 ft.

ceilings and modern amenities. These will be known as **St. Charles Apartments**.

The extensive renovations also include 4 retail spaces on the main level. Two of the retail areas face W. Warren Street and two face the alley known as Dale Street. David has named this **Walton's Corner**.

On March 1st, 104 Dale Street, became the home to **ZUMBA®** Alley Fitness, a workout that has been described as “invigorating.” **ZUMBA®** incorporates hypnotic Latin rhythms and easy-to-follow moves to create a fitness program tailored from the beginner to the experienced exercise participant. A **ZUMBA®** fitness routine is reported to help you burn up to 1,000 calories per session.

This fitness program was started in mid 1999 in Colombia, South America, and introduced to the United States in 2001. Since that time it has been embraced nationally as well as internationally by many noteworthy companies and organizations. NOW, **ZUMBA®** has come to Uptown Shelby!

Licensed **ZUMBA®** instructor, Marissa Borja, is available to help you achieve your personal fitness goals. The workout lasts about an hour and is a combination of fast and slow traditional Latin salsas and merengue music with resistance training combined for body toning and sculpting. You get all this health benefit in a fun environment. The **ZUMBA®** slogan is, “**Live to Party – Love to Live.**”

There are many exciting changes taking place in Uptown Shelby. We have varied retail shops, many professional offices and entertainment venues. It takes commitment and dedication by all of us to support these businesses. David White is a shining example of someone who believes in the future of Uptown Shelby. Thank you, David, for your commitment.

Get together with your friends at **ZUMBA®** Alley Fitness located in Shelby's newest old historic building, 104 Dale Street. You will soon be dancing the “**ZUMBA®** Shuffle and “**The Whistle.**” Your body will be glad you did.

For more information about **ZUMBA®** Alley Fitness, phone 704-466-3413 or check out **ZUMBA®** at www.zumba.com. Want information on renting a space in this historic building, phone White Investment, 704-481-9228.

Be Inspired, Be Different, Be Uptown Shelby !!!

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Janet Workman Berry, CPF

Frame Masters Gallery & gifts

www.framemastersgallery.com

Thank you for taking time to read “What’s Up” in Shelby. This story will appear in “What’s Up Shopper” this **Friday, March 5, 2010. My column on “What’s Up in Shelby” appears every other week.**

Should you have a suggestion of a business or event I can share with the readers of “What’s Up Shopper” please contact me 704-481-8312 or email fmgshelby@earthlink.net.