

January 15, 2026

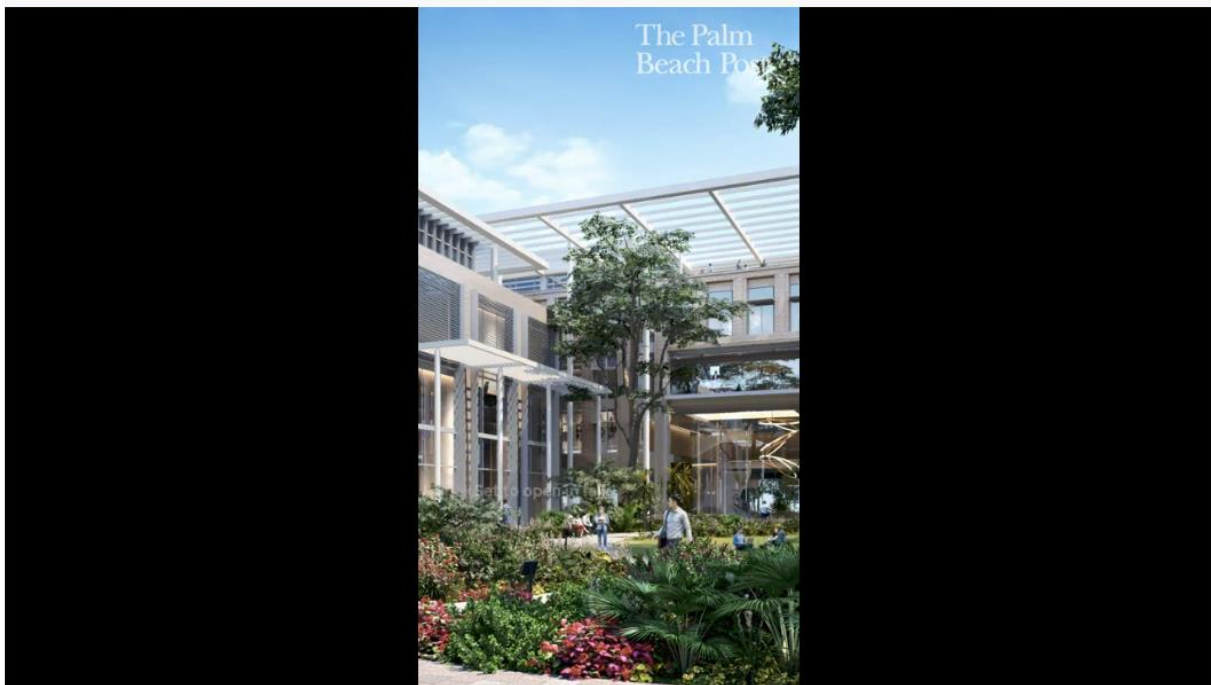
WEST PALM BEACH

## Second upscale fitness center coming to West Palm's Nora District



**Andrew Marra**  
Palm Beach Post

Jan. 15, 2026, 11:48 a.m. ET



### Vanderbilt secures funding for West Palm Beach campus

Vanderbilt University secures funding to build a new graduate campus in West Palm Beach, focusing on finance, engineering, and AI.

West Palm Beach's new [Nora District](#) is getting its second fitness center, with the opening this week of an upscale gym offering group strength-training classes.

SWEAT440, which [touts](#) a time-efficient schedule with classes beginning every 10 minutes, is celebrating its grand opening on Jan. 17.

It is the second fitness center to open in the new Nora District north of downtown, and just the latest upscale one in the city center.



Group fitness gym SWEAT440 is opening its first Palm Beach County location in West Palm Beach's Nora District. [SWEAT440](#)

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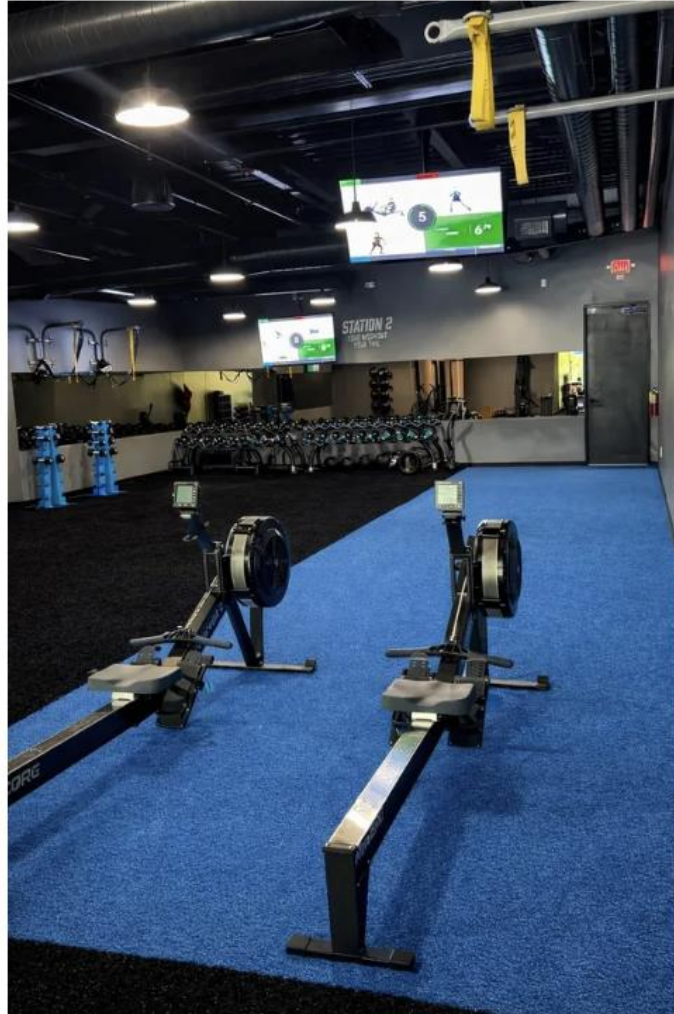
The Nora District, which [began opening](#) in the fall, also is home to a Solidcore fitness studio that opened last year.

With businesses in the district already bustling, developers are focusing attention on the neighborhood's [next phase](#): a cluster of large-scale buildings with what could be more than 1,000 apartments and condominiums.

SWEAT440, headquartered in Miami Beach, has several locations in Miami-Dade and Broward counties, but this will be the first one in Palm Beach County. A second one is scheduled to open in Boca Raton in February.

The company offers 40-minute, high-intensity interval training classes that rotate between four stations, promising a new class every 10 minutes.

## The Palm Beach Post



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"Their classes start every 10 minutes, making it easy for people with busy schedules to fit in an effective workout without planning their entire day around it," a company publicist said via email. "That convenience factor has been a big driver behind the brand's rapid growth across South Florida."

In addition to the openings of SWEAT 440 and Solidcore, downtown West Palm also saw the recent high-profile opening of posh fitness center Equinox in late 2025 at CityPlace.

SWEAT440 was offering presale memberships this week at a "founder's rate" of \$149 per month.

The center is at 905 North Railroad Ave. in the Nora District. For more information visit [sweat440.com](https://sweat440.com).