

Complete Nutrition among stores opening on Coburg

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Note: Two new shopping centers owned by developer Steve Master are filling up with tenants

Jason and Michelle Harms said they are selling good health in their new store at the Coburg Station shopping center in Eugene, and that it's a commodity that has caught on with consumers during the store's first couple of weeks in operation.

"It's going very, very well," said Jason Harms, whose Complete Nutrition store sells a combination of weight loss, sport nutrition and anti-aging products, along with vitamins, supplements and other items.

Complete Nutrition is among a handful of businesses that have opened recently or are preparing to open at a pair of Coburg Road shopping centers - Coburg Station in the 400 block and Uptown Plaza in the 1600 block - that are owned by Eugene developer Steve Master.

Interior construction is under way at Coburg Station for Bedrock Coffee, a coffee shop and cafe owned by Josh and Cassandra Rodriguez. And at Uptown Plaza, just north of Willakenzie Road, Logan Van Le has opened Luxe Nails, an odor- and dust-free salon, while construction has begun on a new Burger King outlet.

Coburg Station now has 11 tenants and just 5,500 square feet of space remaining available. Uptown Plaza has six tenants and about 3,300 square feet of empty space.

"It's filling up," said Dustin Locke, marketing director for Masters' Uptown Development. "In a perfect world (the centers) would be full, but we're happy with the speed they're filling up - especially in this economy."

The Harmses relocated to Eugene from Omaha, Neb., to open one of Complete Nutrition's first franchise outlets.

The Nebraska-based chain has a total of 23 franchise and company-owned locations in 15 states.

"There are a lot of locations that were kind of given to us as options," Harms said. "We have two little girls, and we just looked at the best place to raise our kids."

The couple both were college athletes - he played basketball and she ran track - at Northwest Missouri State University and are friends with the owner of Complete Nutrition.

"We'd been working at Complete Nutrition, in the (Midwest) stores," Harms said. "We live the lifestyle."

Harms declined to discuss the total cost to get his new store up and running, but Eugene building permit records indicate that "tenant infill" improvements to the storefront amounted to \$45,295.

Complete Nutrition offers primarily its own, proprietary products. Employees are available to consult with customers to suggest appropriate items.

"The store has more of like a high-end, contemporary feel to it, and that's by design," Harms said. "We want people to enjoy coming in and meeting with us."

The store is open from 10 a.m. to 8 p.m. Monday through Saturday, and from noon to 5 p.m. Sunday.

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Abstract (Document Summary)

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