



Project of the Month: CEA Group and The Stonewood Companies to open Whole Foods-anchored North Shore Crossing in spring 2019

September 28, 2018 - Retail

Beverly, MA CEA Group and The Stonewood Companies are pleased to announce a spring 2019 opening of the much-anticipated North Shore Crossing, a 68,000 s/f retail center. Anchored by Whole Foods, North Shore Crossing is currently 82% leased and will include 11 other premium retailers and restaurants, in addition to Whole Foods Market.

Steve Cohen, president of CEA Group said, “This will be the first and only Whole Foods Market in the North Shore and Cape Ann region. Not surprisingly, the community has been eagerly awaiting the arrival of Whole Foods as well as the other restaurants and high quality retailers and service providers that will make this the premier shopping center in the region.”

North Shore Crossing is highly visible from Rte. 128 on Exit 19 at Brimbal Ave. and Sohier Rd. It will serve the entire North Shore and Cape Ann markets north of Boston, a large region with strong demographics that lacks a signature, quality-oriented retail center.

Ron Golub of the Stonewood Companies said, “This is an incredible site with unparalleled highway access and visibility. It is easily accessible from all of Beverly’s dense residential neighborhoods, two commuter rail lines, as well as the affluent neighboring communities of Beverly Farms, Hamilton, Wenham, Manchester-by-the-Sea, Essex, Magnolia, Gloucester, and Rockport.”

Golub has confirmed four of the tenants that will be joining Whole Foods: Praxis Fitness, Especially for Pets, Lighthouse Wine & Spirits, and North Shore Bank.

Praxis Fitness is a one-of-a-kind, specialized performance training and wellness center,

featuring private and small group training. Class options are extensive and innovative, including pilates, barre, aerial yoga, rowing, cardio tramp, spin, TRX, strength conditioning and more. Praxis stands apart due to its individualized strategies for performance and success, expert instruction and training team, and their extensive offerings that go beyond fitness to include rehabilitation, and new devices for microcirculation, hydration and stress reduction. The owner is fitness expert PJ O'Clair, who has been a leader in the industry for 30 years, and has a dedicated clientele base on the North Shore. Moving and expanding the studio to this prime location will significantly expand PJ's exposure and client base. Praxis Fitness will be the premier destination for those serious about their fitness and wellness on the North Shore.

Especially for Pets will be the regional chain's 9th location. With its local, community-oriented business perspective and at the forefront of the natural and holistic trend for over 27 years, Especially for Pets has earned the reputation as "the Whole Foods of pet stores." They target populations that want the highest quality care for their pets and were eager to come to Beverly as soon as the project was announced. They will be building a beautiful store, with the help of renowned architect 8 Inc., known for designing the wildly successful Apple store concept.

Lighthouse Wine & Spirits will be creating a "lifestyle" store that will become the epicenter for wine enthusiasts on the North Shore. The owner, Cliff Ansara lives and owns businesses on the North Shore and has been dreaming about and planning this venture for 20 years. It will have the largest fine wine, craft beer and premium spirits selection anywhere north of Boston. Furthermore, the store will feature wine tastings, wine education classes and other events designed to make the store a special gathering place.

North Shore Bank has 12 branches on the North Shore and is building its flagship location here, with its newest design and banking concept that it characterizes as the "bank of the future." North Shore Bank joined the project as soon as it was announced, recognizing this premier location as essential to its new concept and flagship branch.

Golub indicates that "there are several other tenants finalizing leases. We look forward to announcing those in the coming weeks as we carefully curate the tenant mix."

The most unique remaining opportunity is the signature restaurant. The restaurant space will have dramatic glass windows and soaring ceilings, great outdoor seating and entertainment space, and will come with a dedicated liquor license. This will be the only full service restaurant in the project and will get the benefit of Whole Foods traffic and panache, as well as the daily traffic of the boutique fitness classes, pet care, spa, and other high end retailers and services in North Shore Crossing.

Lori McWeeney of Blackline Retail Group is leasing the project and said, “Beverly is home to a large and growing daytime population including millions of s/f of office and R&D space, four colleges, and Beverly Hospital, with tens of thousands of employees, who are under-served by retail and lunch options. North Shore Crossing offers a special opportunity for a dynamic, signature restaurant to fill the demand for exciting, quality daytime and evening dining options in this largely underserved region.”

North Shore Crossing is being designed by Prellwitz Chilinski and Associates (PCA), who are the premier retail architects in New England. Known for designing vibrant retail marketplaces such Legacy Place in Dedham, The Street in Chestnut Hill, SouthCoast Marketplace in Fall River, and Market Street in Lynnfield, PCA has lent its chic aesthetic to North Shore Crossing, integrating beautiful contemporary buildings with appealing site design that invite shoppers to enjoy the experience.

North Shore Crossing Project Team:

CEA Group - Developer

The Stonewood Companies - Developer

Prellwitz Chilinski and Associates - Architect

Seppala Construction - General Contractor

Allen & Major Associates, Inc. - Civil Engineer

Carlco Construction - Site Contractor

Helical Drilling - Geotechnical Design/Build

Site Management Group - Owner's Representative

Cambridge Savings Bank - Financing

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