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Geronimo Properties repositions 25,000 s/f Parkhill Plaza in Fitchburg

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Geronimo Properties, specializing in developing, leasing, and managing retail and commercial properties in north central Massachusetts, is one of the area's largest commercial real estate companies, serving national, regional, and local clients with over 500,000 s/f of leasable space throughout the region.

"Recently several of our centers were repositioned to meet the demands of being competitive in today's market," said Paul DiGeronimo, president of Geronimo Properties.

Parkhill Plaza is one of the centers that underwent renovations. The nearly 25,000 s/f building received a new facade with new facade and eave lights, new signage on the building, removal of old parking light towers and installation of two new four head towers as well as pavement repair along the side of the center.

In order to improve traffic flow, two new entrances were installed and a decorative jersey type barrier to decrease traffic and slow down the traffic using the plaza as a cut through. Parking lots were restriped and reconfigured along with the installation of two new four head towers, including new wiring. The rear and sides of the center were painted.

Future plans for the center include new siding, three new landscaped islands and the addition of a 4,800 s/f pad site. The site plan has already been approved by the City of Fitchburg. There is considerable interest in the new building by several new tenants.

Michelle Rattanaovong, leasing and marketing manager, along with the improvements to the center produced the addition of a new tenant, Luxury Cuts Barbershop at the right end cap.

Parkhill Plaza is located in the heart of north central Massachusetts just minutes from all major highways. Parkhill Plaza is a neighborhood center that houses such tenants as Rollstone Bank and Trust, DaVita Dialysis, Family Dollar, Cutting Corner, Parkhill Auction Gallery and Luxury Cuts Barbershop. The center offers visibility from the street with nearly 15,000 cars passing through the area each day.

A total of \$700,000 went into the cost of repositioning the center.

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