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Nordblom Company unveils plans for Third Avenue in Northwest Park

January 26, 2012 - Retail

Nordblom Company recently unveiled Third Avenue - the firm's planned dining, entertainment and retail destination within its Northwest Park mixed-use development. The company revealed the name, branding and a variety of project renderings for Third Avenue via a newly launched teaser website that details the entertainment destination scheduled to begin construction in spring 2012. Company officials also announced that infrastructure work to pave the way for Third Avenue is nearly finished, and demolition work on existing buildings is scheduled to begin.

"Third Avenue will be a different kind of experience," said Todd Fremont-Smith, senior vice president of development and director of mixed-use projects for Nordblom. "While other developers have focused on sprawling lifestyle centers, Third Avenue's pedestrian-friendly boulevard and multitude of dining and entertainment options will give office workers, shoppers, and diners from Burlington and the region a first-of-its-kind reason to keep coming back."

Lined with restaurants and anchored by Wegmans, Third Avenue is positioned to become a vibrant social hangout for Burlington - the 'Capitol City' of the 128 corridor.

Demolition will soon begin to accommodate 300,000 s/f of retail space through Third Avenue's first phase of development. The first phase of construction at Third Avenue will begin in spring 2012 and conclude in the fall of 2013. Ultimately, Third Avenue is permitted to house up to 600,000 s/f of retail.

Third Avenue will serve as a core element of Nordblom's broader Northwest Park redevelopment plan. Northwest Park is a 4.6 million s/f, mixed-use, mega-development that includes two distinct office campuses in addition to Third Avenue. Northwest Park is already home to a variety of Mass. companies, and it is the largest mixed-use fully-permitted project currently under construction in Mass.

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