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Project of the Month: RMD to complete 300,000 s/f North Quabbin Commons - a retail center "anchored for success"

February 21, 2013 - Retail

Retail Management and Development, Inc. takes great pride in announcing the upcoming development of a new Market Basket-anchored retail center called North Quabbin Commons. It will include 300,000 s/f of retail and restaurant space with big box, junior anchor, small shop and pad opportunities available. Opening is planned for spring, 2014, located on Rte. 2 between Gardner and Greenfield.

With unobstructed visibility from Rte. 2, North Quabbin Commons will provide an opportunity for growth-minded retailers to join Market Basket in this underserved area. With easy access to from Rtes. 2 and 2A - 20,000 cars currently pass by the future North Quabbin Commons site daily.

Aesthetically, the development will be unique to its surroundings - designed with a modern perspective while complimenting Athol's rich mill town architectural heritage. The development will include cupolas, brick and clapboards and unique signage elements designed to the scale of a historic town center.

As a regional center it will be located with ease-of-access in mind. North Quabbin Commons is to be set 25 miles west of Fitchburg, and 38 miles northwest of Worcester. The town offers a desirable blend of urban and rural characteristics with an abundance of local outdoor recreational activities such as fishing, boating and camping. It's been estimated that there are approximately 95,000 residents and 36,000 households within a fifteen-mile radius. Within a ten-mile radius average household incomes are in excess of \$60,000. This represents a very stable demographic situation with little retail competition.

Athol is currently an underserved regional destination as residents typically travel to Leominster, Mass. and Keene, N.H. for retail shopping, dining and entertainment. With Market Basket as the core anchor (one of the northeast's most stable and successful supermarket chains) North Quabbin Commons is certain to become a regional retail magnet. The site will also be served by the Orange-to-Gardner G-Link shuttle service provided by the Montachusett Regional Transit Authority (MART) along Rte. 2A.

For the project, Retail Management and Development, Inc. has chosen to work with D. W. White Construction, Inc. (site contractor), Seppala Construction (general contractor), R. J. O'Connell (civil engineering), TEC, Inc. (traffic engineering) and Spagnolo Gisness & Associates (architects).

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