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Prellwitz Chilinski Associates and WS Development to complete 406,000 s/f new tenant program at transformed shopping center - THE STREET

June 27, 2013 - Retail

"THE STREET" is a rebranding of the former Chestnut Hill Shopping Center as a vibrant meeting place with a new streetscape and a new tenant program including retail tenants Sports Club LA, Showcase SuperLux Cinema and the Commonwealth's first Shake Shack.

Working again with WS Development after designing Legacy Place project in Dedham, Prellwitz Chilinski Associates (PCA) has transformed this traditional strip shopping center. The windows of the new SuperLux Cinema and the pizzazz created by the colorful shops, restaurants and outdoor caf  s establishes a strong new identity for this project.

"Rebranding the Chestnut Hill Shopping Center as THE STREET more accurately reflects the sophisticated offerings and upscale experience our customers seek," said Dick Marks, partner at WS Development. "THE STREET captures the essence of a walkable urban destination while embracing its connection to the Hammond Pond recreation trails and natural amenities."

THE STREET announces big changes with a punch at the western, inbound entry from Rte. 9. A copper tone, metal-clad facade with a blue-lit, chandelier-like glass marquee heralds a National Amusement Showcase SuperLux and Davio's Restaurant.

Beyond the Cinema, a Sports Club/LA health and fitness center, specialty retail and restaurants connect to animated "village" streets, leading to a pedestrian walkway dubbed "The Mews" that functions as a "merchant row." Alive with spill-out sidewalk cafes and retailers' display windows, and lit at night with overhead catenary lighting, The Mews connects to parking on the north-facing side as well as making a visual connection to Hammond Pond beyond.

A new three-story office and retail building, currently in construction, is the future home to WS Development's new headquarters.

The second of three phases of renovation and new construction for the complex, totaling 406,000 s/f, is now complete. The third phase is in construction, with shell completion scheduled for November.

"THE STREET is the hot new address that brings a heightened level of energy, excitement and sophistication to a former strip shopping center," said David Chilinski, AIA of Prellwitz Chilinski Associates.

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