



neresj

The MGHerring Group and Tricom to complete \$5 million Phase I renovations

April 24, 2014 - Retail

The MGHerring Group (www.mgherringgroup.com) and Tricom Real Estate Group (www.tricomre.com) revealed the details of the \$5 million of Phase I renovations at Silver City Galleria to be completed by the end of 2014.

Phase I improvements include both interior and exterior enhancements. The renovations incorporate design solutions that address highway visibility, lack of lighting and the overall dated appearance of the mall. Specific improvements include an upgrade of the pylon sign to add an LED reader board and tenant signage, enhanced interior lighting throughout the mall, modern mall signage, and new escalators at center court, automatic entry doors and updates to tenant storefronts. In addition, renovations of the food court, restrooms and air conditioning will create a family friendly, shopping destination for customers at Silver City Galleria.

Barney McAuley, managing partner of Tricom, said, "Our shoppers deserve a first-class shopping experience. Silver City Galleria languished under prior ownership with almost no investment for several years. Investing in these capital improvements attracts the stores and restaurants targeted in the remerchandising plan for the mall."

"From the beginning our strategy included extensive renovations to the mall. These improvements are critical to the success of SCG," said Gar Herring, president and CEO of The MGHerring Group. "We intend to exceed the expectations of our current shoppers, as well as attract new shoppers to Silver City Galleria."

rue21 will be joining the collection of retailers at Silver City Galleria. Construction of the 4,000 s/f store is underway. It will be located on the upper level of the mall, across from the food court and is scheduled to open in June.

"The addition of rue21 brings an exciting shopping experience for our customers," said Doug Fischer, general manger of Silver City Galleria. "Their exclusive brands will provide shoppers with fashion trends at affordable prices."

Several key tenants at Silver City Galleria have recently renewed and extended the terms of their leases. The list of retailers includes Hollister, Gymboree, The Children's Place, F.Y.E., GameStop, Lids and Vitamin World.

New England Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540