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DSH Design Group completes renovation of 45,000 s/f Franklin Plaza at 393 West Central Street with 14 retailers

April 28, 2017 - Retail

Franklin, MA DSH Design Group of Needham, completed the renovation of Franklin Plaza located at 393 West Central St.

DSH transformed the 45,000 s/f shopping center, originally built in the 1950s, from two separate buildings into one cohesive open-air shopping center. The original 1950s building included multiple expansions over time. The result was a haphazard effect on the scale of the center due to varying building heights and inconsistencies in the storefronts' signage. DSH Design Group's solution was to provide balance, focal points, and consistency to this shopping locale.

The project increased the height of the low building, and introduced staggered set backs on the front façade of the buildings to attract the attention of shoppers. DSH also created continuity in design between the two buildings to showcase the size of the center. Today, Franklin Plaza hosts a wide variety of 14 retailers attracting new shoppers to the center.

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