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## Project of the Month: CEA Group and The Stonewood Companies to develop 350,000 s/f SouthCoast Marketplace in Fall River

May 26, 2017 - Retail



Fall River, MA The long-awaited redevelopment of the former New Harbour Mall is under way. SouthCoast Marketplace will open to the public in late Summer 2017, bringing an exciting collection of restaurants, stores and entertainment to this prominent site at Exit 1 on Rte. 24.

The property was formerly home to Kmart, Walmart and a thriving enclosed mall, but that dated shopping center model is no longer compelling to consumers. CEA and Stonewood saw a unique opportunity to turn this property around and create a modern venue for today's merchant and customer preferences. The site is adjacent to a major highway and provides tremendous visibility and superior access to service not only Fall River's dense population of 100,000, but also a trade area of 200,000 residents who are underserved by quality retail options.

"Our objective in this redevelopment is to create a dynamic marketplace with inviting public spaces and top-quality design to serve the people of Fall River and the surrounding communities," said Steven Cohen, president of CEA Group. "The end result will be like nothing in the region. We are thrilled to develop a shopping center that Fall River can be proud of."

Market Basket is building a new 85,000 s/f supermarket which is scheduled to open September 2017. With this popular and highly successful anchor, SouthCoast Marketplace will be the primary shopping destination for the substantial residential population within this trade area.

The newly redesigned marketplace features an attractive central plaza surrounded by dining and

entertainment venues. Picture Show at SouthCoast Marketplace, designed by the prominent cinema experts at Bergmann Associates, will open a state-of-the-art 11-screen movie theater on the plaza, and will offer the latest innovations in the theater industry, including electric luxury reclining seating, reserve seating, quality food options, self-service soda machines, and a beer and wine bar.

The plaza will also include two great dining options: 110 Grill and Qdoba. Other exciting new tenants include PetSmart, ULTA and One Dollar Zone. Starbucks will open with a drive-through, its first location in Fall River. Several prominent tenants already in the market will be relocating to SouthCoast Marketplace for its superior visibility and access, cutting edge design, and strong co-tenancies, including TJMaxx, Staples and Santander Bank.

Ron Golub, principal of The Stonewood Companies and CEA partner, is leasing the project. “Our goal for selecting tenants is to serve the everyday needs of the local residents while also providing specialty shops, entertainment venues and dining options new to the area,” Golub said. “Market Basket was the perfect place to start. Since it announced its plans to open a new market, numerous retailers and restaurants have made commitments to locate in SouthCoast Marketplace.”

Ultimately the project will include over 25 tenants in 350,000 s/f. According to Golub, SouthCoast Marketplace is already 80% committed, but there are still opportunities for tenants seeking the opportunity to become a part of the exciting and highly successful project.

The buildings are being designed by the talented architects of Prellwitz Chilinski Associates (PCA), the premier designer of exciting lifestyle centers in New England. “We love to transform lifeless properties into vibrant places that draw people together” said Steve Allen, a partner at PCA. At SouthCoast Marketplace, PCA turned the old mall building inside out and oriented the center around an active public plaza, which attracted an 11-screen cinema and multiple restaurants. Other new and redesigned out-parcels are connected to the main building by tree lined walks with benches and pedestrian scaled lighting. Our designs mixed brick, exposed steel, and granite, materials common to Fall River’s industrial heritage, with contemporary design and materials that brings this historical setting into the 21st century.”

“We are honored to be a part of the team that CEA Group has carefully selected to ensure that the development of this property truly raises the bar for the entire South Coast,” said Stephanie Poyant Moran, branding specialist at Poyant Signs. “The contemporary industrial design of the marketplace’s signage pays tribute to the roots of the region while boldly introducing a uniquely high-end, must-see retail and entertainment destination.”

“The construction challenge at SouthCoast Marketplace was to implement the complete rebuilding of the original structure’s core, shell and infrastructure, while simultaneously responding to the very special and distinct needs of over 20 retail and restaurant tenants,” said Stephen Callahan, project executive of Callahan Construction Managers. “The entire development team has worked tirelessly to keep the pace of construction while maintaining our commitment to a quality end product. This has been a very exciting project and we’re proud to have been a part of it.”

The project has received strong support from Fall River's mayor, City Council, and Office of Economic Development. In addition to hundreds of construction jobs, the project when completed will employ close to 1,000 people. "We're thrilled with the progress of this project," said Ken Fiola, executive vice president of the Fall River Office of Economic Development. "It is bringing life back to an important site within the city and plays an important role in the regional economy as well."

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