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Geronimo Props. and Poirier Realty lease out 4,800 s/f at plaza

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Paul DiGeronimo of Geronimo Properties and Tom McNamara of Poirier Realty recently leased out all four units in a new strip plaza at 30 John Fitch Hwy.

Geronimo Properties identified the location as one of the busiest intersections in the area, and demolished an obsolete building and designed and built a new 4,800 s/f strip. The new plaza attracted over 60 inquiries within a short span. Within two months, before the strip was completed, all units were under agreement.

According to McNamara, the combination of 24,000 cars per day, 1,200 s/f units, and the willingness of Geronimo Properties to work with the tenants, were key in quickly filling up the plaza. The stores that moved in cited the location, exposure, and willingness of Geronimo Properties to be aggressive in leasehold improvements.

The Cell Store Inc leased a 1,200 s/f corner unit, EmbroidMe, a franchise, leased 1,200 s/f, Liberty Tax leased a 1,200 s/f unit, and Utopia, a hair salon, leased 1,200 s/f.

McNamara of Poirier Realty brokered all of the leases on behalf of Geronimo Properties and Neil Leeper of Franchise RE represented EmbroidMe.

Geronimo Properties manages several retail centers in the area including Twin City Mall in Fitchburg/Leominster, Johnny Appleseed Plaza in Leominster, and the Staples/Marshal/Party Store plaza in Leominster.

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