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## **Jefferson Apartment Group signs first retail tenants at J Malden Center; Landsmith and Soul City Yoga**

June 28, 2019 - Retail

Malden, MA According to Jefferson Apartment Group (JAG), a leading multifamily developer and operator specializing in premier apartment communities throughout the East Coast, J Malden Center has signed its first two retail tenants to the mixed-use development slated to open later this year in downtown. After six years of development and construction, J Malden Center will feature civic office space, retail and luxury apartments located across from the Malden Center MBTA station on the Orange Line.

Landsmith and Soul City Yoga are the first two businesses to sign on to the development. Landsmith is a locally-owned gourmet coffee shop and café concept by Heather Schmidt.

Already a local area favorite known for their yoga, sculpting, and barre classes, this will be Soul City Yoga's second location after their Lynn studio.

"Working in lockstep with the City of Malden throughout this transformation, we knew how critical it was to have locally-owned, community-focused businesses anchor the retail component of J Malden Center," said Sandi Silk, senior vice president and development partner, JAG.

Malden mayor Gary Christenson said, "Seeing quality retailers wanting to do business at the new development is gratifying and a reminder that we are nearing the completion on a long, complicated and important initiative. Reopening Pleasant St. to bring additional life to the downtown was an important goal when I first took office. With City Hall construction underway for a January occupancy, retailers formalizing commitments, and the re-opened street to be accessible in just a few short months, the future is bright!"

"I could not be more excited to launch my business on Pleasant St.," said Schmidt. "Landsmith is an 'Outdoor Adventure Clubhouse'; a place to bring the community together with excellent coffee, nourishing food, and connecting people to the outdoors. We plan to host events and workshops like Trail Running 101 and Bike Maintenance Basics. I am passionate about running and biking, coffee, and community - the cornerstones of our business."

Soul City Yoga's owner, Shanel Anderson said, "This will be our second location, and we are confident we will flourish here, attracting even more yoga practitioners. Soul City Yoga was founded as a way to create a community space where people could center and achieve personal growth, as well as feel connected to their neighbors. Our new location at J Malden Center will enable us to

achieve and surpass that goal. We are honored to be on the front lines of reinvigorating this community with local businesses and familiar faces.”

Upon completion, J Malden Center will have over 24,000 s/f of retail. “Malden’s downtown is going through a real transformation, and the new J Malden Center development has been a major catalyst,” said David Downing of Graffito SP, the retail advisory and brokerage team working on the development.

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