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Project of the Month: TFMoran and Encore Enterprises complete phase one of Market and Main - 350,000 s/f lifestyle center

June 28, 2019 - Retail



Bedford, NH Phase One of the reconstruction of the former Macy's site on South River Rd. is now complete. The first two retailers opened their doors in early spring at "Market and Main," a new high-end lifestyle center. First to open was Trader Joe's, a national food chain store, the third to open in New Hampshire. This one-story, 13,000 s/f store is at the main entrance of the development on the corner of South River Rd. and Main St., and includes an attached 2-story, 136-space parking deck. Second to open was The Friendly Toast, a one story, 3,500 s/f restaurant with 132 seats. Known for their homemade food and eclectic decor, the restaurant serves all day breakfast, lunch and dinner. This is the second New Hampshire location, the original is in Portsmouth, with three others in Mass.

TFMoran began working with developer, Dallas-based Encore Enterprises, for permitting and plan approval of this new lifestyle center on the 16-acre site, soon after Macy's closed in 2015. In late 2016, the Town of Bedford approved plans for a 350,000 s/f mixed-use complex to include a 1,200-seat movie theater, an office building, a hotel, retail shops, and a variety of restaurants. "We appreciate the Town of Bedford and all they've done to make this happen here," said Terry Robinson, vice president-project development for Encore Enterprises.

The benefits of mixed-use developments are being recognized by many community planners. According to TFMoran president Robert Duval, "Placing this variety of uses within walking distance reduces vehicle traffic, parking lots, stormwater runoff, improves air quality, and permits denser development of the existing core areas of our communities."

Construction at the site began in March, 2017. Southern NH-based construction companies, Hutter

Construction and Sullivan Construction are partnering to construct this \$50 million project. Market and Main is attracting attention from national, regional, and local retailers and corporations.

“The property is strategically positioned along South River Rd. at the high-traffic intersection of N.H. Route 101, I-293, and the Everett Turnpike,” said Nicholas Barber, president of Encore Retail. “And its proximity and direct access to the Whole Foods plaza will make it a regional destination.”

The development created a new “Main Street,” which Bedford did not already have, and also a “Market Street” heading towards the Whole Foods plaza. Market and Main will represent a pedestrian-friendly place in town where everyone wants to go for a lively, upscale atmosphere including fresh, unique brands mixed with local favorites.

“We designed the landscape to include streetscapes with pavers, street trees, ample seating and bike racks,” said Mike Krzeminski, one of TFMoran’s senior landscape architects. “The pedestrian environment is further enhanced by a central green, with pergolas and seating walls to create an outdoor gathering place for all to enjoy.”

TFMoran is responsible for the structural engineering of the garages, as well as civil/site and traffic engineering, permitting, land surveying and landscape architectural services for the whole development. The complex will include seven new buildings, the existing Carrabba’s building and two new parking garages.

The architecture was designed by Prellwitz Chilinski Associates (PCA) of Cambridge, Mass. Their approach reflects both past and present; incorporating brick, granite, cast stone masonry, painted wood, and metal in a palette of modern materials and historical colors throughout the complex.

“Colorful awnings and canopies extend beyond the entrance, sheltering the shopper while on the sidewalk and inviting customers in,” said Laura Homich, senior associate of PCA. “Seated outdoor patios nicely blend the interiors and exteriors of the entire property, and architectural details reoccur throughout the site, visibly connecting the complex as a whole.”

The new development is expected to generate approximately \$1 million in new property tax revenue. “Bedford has grown rapidly over the last number of decades, creating a demand for more shops, entertainment, restaurants, and commercial space,” said TFMoran’s project manager, Chris Rice. “We believe this high-profile lifestyle center will draw in people from surrounding towns, as well. The Town of Bedford is pleased to see Market and Main take shape.”