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PROCON and Tuscan Brands Real Estate celebrate beam raising at Tuscan Village

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Joe Faro and son

Salem, NH New Hampshire senator Morse joined Joe Faro and the Tuscan Brands Real Estate team, along with the PROCON design-build team at a beam-raising ceremony to mark a significant milestone in the construction of an early 300,000 s/f development project located at Tuscan Village. The 5-story building will include a 165-room Marriott soft-brand hotel, 91 luxury apartments with private underground parking, 30,000 s/f of ground-level retail space, a 12,000 s/f event and function facility, 10,000 s/f Tuscan Brands restaurant with outdoor dining, a roof top bar, and fully amenitized pool and sundeck. The project is expected to be completed in the spring of 2023.

Prior to raising the beam, senator Morse said, "We are moving into the downtown right now. This is the first building going up in the downtown. This is sending a symbol to the town of Salem that really does make a difference, the sense of community, thanks to Joe's efforts."

"Thanks to the tremendous support from the governor, senators, state of New Hampshire, and the

town of Salem, we are thrilled to reach this milestone on such a transformative and impactful mixed-use building in the heart of Tuscan Village,”said Joe Faro, owner of Tuscan Brands.“It’s an exciting time for Tuscan Village and the surrounding communities as our vision for the entire project becomes a reality.”

Tuscan Village is a mixed-use destination that embodies a live, work, stay, play lifestyle. When completed, Tuscan Village will total 4 million s/f of residential, life science and office, hotels, restaurants, and experiential retailers. PROCON was chosen for this project because of its unique design-build process that integrates architecture, engineering, and construction management to facilitate a seamless development process from concept to completion.

“Tuscan Village represents the kind of best-in-class development project that aligns with PROCON’s expertise as a design-build company,” said John Stebbins, managing director of PROCON. “Our team of architects, designers and construction managers can showcase their expertise at designing welcoming space that is both functional and aesthetically pleasing. We are proud to be able to help make Joe Faro’s vision for Tuscan Village a reality.”

In 2016, Tuscan Brands acquired the 170-acre property formally known as the Rockingham Park with the vision of transforming it into a 4 million s/f mixed-use super regional destination. Five years later, the development has opened two phases and has exploded with national brands such as Mass General Brigham, L.L. Bean, Nike, Williams Sonoma, Pottery Barn, Marriott Hotels, 1200+ Luxury residences, and over 1.2 million s/f life science campus space.

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