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Simon Property Group's Burlington Mall's consistent growth exceeds expectations in 2022

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Burlington, MA Simon Property Group's Burlington Mall, one of northwest suburban Boston's premier shopping center, has opened 33 new stores in 2022 and looks forward to 2023 with four new store openings already planned for Q1. Tenants range from traditional retail to experiential dining, and reflect the shopping center's ability to meet and exceed consumer needs. The mall acts not only as a shopping and dining destination, but also a community gathering space.

Burlington Mall serves suburban communities, residents of Greater Boston, and visitors, which has attracted several global brands and physical flagship stores this year. The first-ever brick-and-mortar Joss & Main location opened in September, allowing for a home décor shopping experience. Other retail brands such as Lands' End, Fabletics, Gilly Hicks, CAMP: A Family Experience Company, and Miltons: The Store for Men are also new tenants in the mall.

New dining options opened as well, ranging from high-end to popular chains, including the first Parm in Massachusetts, Bennett's Sandwich Shop, Common Craft, Fogo De Chao, Shake Shack, Rosa Mexicano, and more.

"This year, over 135,000 s/f of retail, lifestyle, and restaurant space has been leased at Burlington Mall," said Laura Schwartz, regional vice president of leasing. "We've seen innovative adaptations to otherwise traditional spaces by tenants like Common Craft, which allow for a new unique hospitality experience for diners. We've also been proud to see increased accessibility to the mall utilized in the form of three new entrances. We look forward to what's in store in the years to come."

The Park has been an integral asset in maintaining the connection between retailers, the mall, and the community. Free People Movement hosted a 'Ride and Shop' stationary cycling experience in The Park. Burlington Mall hosted Sunset Salsa, a cultural homage including salsa dance lessons and performances. A harvest farmer's market was held in the park, which was so successful that a 28-week farmer's market will be implemented in 2023.

"This year has really allowed us to connect with our shoppers and the Burlington community like never before," said Sheila Hennessy, director of marketing and business development at Burlington Mall. "People are stopping by to shop in person, grab lunch or an early dinner, or to spend time at The Park for an event. It's been great to see the shoppers interacting with every service we have to offer, in addition to retail."

Burlington Mall expects to see a continued trajectory of increased sales and foot traffic as they welcome new retailers in 2023 including Psycho Bunny, The North Face, Auntie Anne's, Jamba, and more. The mall will meet a continued high demand for outdoor dining, community event programming, and accessible shopping needs.

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