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## Simon Property Group continues redevelopment of Northshore Mall - begins phase 2 of The Promenade redevelopment

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Peabody, MA Simon Property Group has begun phase 2 of The Promenade redevelopment at the Northshore Mall, adding several new retail and dining offerings, with more to come in 2023.

Construction is underway, bringing with it high profile retailers that will open their doors in 2023 – among them Arhaus, L.L.Bean, and sweetgreen. Additional new retailers and dining destinations are soon to follow, and are sure to enjoy the innovative adaptations that have been made to the mall.

The Northshore Mall redevelopment began on the Rte. 114 facing side of the shopping center in 2017, resulting in a newly renovated dining pavilion and the creation of ‘The Promenade’ which includes outdoor seating, patio dining for seven restaurants that opened or remodeled with the Promenade, a community stage, and more. Between 2020 and 2022, the multi-million-dollar transformation has cemented Northshore Mall’s place as a regional entertainment destination, a social hub, and community pillar by adding seven exciting new concepts.

“When we began the redevelopment, we focused on maintaining and building upon our strong mix of traditional stores carrying items for a wide range of shoppers, while also expanding our mix of services, dining, entertainment and recreational activities,” said Mark Whiting, Simon Property Group general manager at Northshore Mall. “Simon continues to reinvest in its properties, providing new and exciting shopping, dining and entertainment options to match our shoppers’ evolving wants

and needs.”

The overall redevelopment has created a hub where the community can play, shop and utilize a wide array of services. In 2020, Northshore Mall welcomed a 116,000 s/f Life Time Athletic Resort, featuring group lessons, private training, two exterior and two interior swimming pools, spa facilities, a cabana and a full childcare facility. Golf Lounge 18, an indoor golf simulator experience, joined the center, as well as Tesla. Other notable additions during the redevelopment include Chase, Prête Blowdry + Esthetics, and The Double Bull Taphouse.

As 2022 has come to a close after a lively holiday season, Northshore Mall looks forward to the many exciting store openings and final phase of development to come in 2023.

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