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## Simon celebrates transformation of 130,000 s/f Burlington Mall

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Burlington, MA Simon has completed a multimillion-dollar revitalization and 130,000 s/f redevelopment at Burlington Mall.

Over the past five years, this project has elevated the Burlington Mall experience for customers and the community by adding nearly 50 new retail brands and eateries, plus a new outdoor park with green space and amenities. The existing mall has been enhanced with elevated wood elements and porcelain tile finishes throughout the center, seating, directional signage and more.

“Today’s discerning shopper desires a world-class experience – from shopping and dining to so much more,” said Lauren Dalis, director of marketing & business development at Burlington Mall. “We are thrilled to welcome our shoppers to enjoy all Burlington Mall has to offer. What began as a single-level shopping center in 1968 stands today as one of the most desirable destinations in our region to shop, dine, and play.”

Offering a mix of both local retailers and new global brands, the fully revitalized center is home to names such as Uniqlo and lululemon, Vineyard Vines, Aritzia and Marc Jacobs this winter.

These new additions join innovative concepts such as CAMP, a unique play, shop, and performance venue for kids and families currently featuring a popular immersive experience based on the animated series Bluey; Joss & Main, Boston-based Wayfair’s first brick-and-mortar location for their online contemporary home furnishings and decor brand; crowd favorite dining destinations Fiorella’s, a local family-owned restaurant featuring homemade Italian-inspired cuisine in an elevated setting;

GRECO Truly Greek, offering contemporary Greek cuisine in their first suburban location; Common Craft, a scratch kitchen, taproom and speakeasy featuring a rotating selection of local craft beverages all under one roof; Miltons, a family and locally owned menswear store; Lands' End with their first and only location in Massachusetts, and The Paper Store, a go-to spot for trendy fashion, home decor, and personalized gifts.

A centerpiece of the project is The Park at Burlington Mall — an outdoor space designed to serve as a gathering area for community events complete with a green space, fire pits, outdoor seating and al fresco dining. This area hosts a variety of programming such as salsa lessons, yoga classes and other outdoor fitness sessions.

Another part of the redevelopment is The Village at Burlington Mall — a standalone lifestyle center adjacent to the main shopping complex. This area offers 30,000 s/f dedicated to wellness, beauty and dining, including brands such as Sweetgreen, Sweathouz, All Eye Care Doctors, SkinMD, and Caffe Nero, located near the main mall.

“As the leading owner of shopping destinations across the United States, Simon strategically invests in its properties to ensure we continue to deliver an outstanding experience for our shoppers, retailers and community,” said Laura Schwartz, regional vice president of leasing at Simon. “Burlington Mall is just the latest example in action. Driven by strong leasing from in-demand local and national retailers, we are giving our customers even more of what they want to experience in our transformed center.”

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