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Simon revitalizes Northshore Mall as a reimagined highly-productive mixed-use destination

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Photo credit: Simon

Peabody, MA Simon, a real estate investment trust engaged in the ownership of premier shopping, dining, entertainment and mixed-use destinations, has completed the multimillion-dollar revitalization at Northshore Mall, a shopping and dining destination serving the coastal communities north of Boston.

Photo credit: Simon

Northshore Mall has been completely reimagined, creating a highly-productive mixed-use destination serving the neighboring communities on the north shore. Elements such as hotel, health and beauty services, and luxury fitness are all new additions to the center. Northshore Mall recently 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 full childcare facility, Golf Lounge 18, an indoor golf simulator experience joined the center, as well as Arhaus and L.L. Bean.

Among other additions this year are Immersive Gamebox, a recently opened entertainment space offering cinema-quality gaming experiences for people of all ages. Northshore Mall is the second Immersive Gamebox location in Massachusetts, and the first north of Boston. Gametime Lanes & Entertainment also recently opened, featuring 12 lanes of ten pin bowling, axe throwing, arcade gaming and two bars with a full pub menu. This is the second location of the popular locally-owned business, building on the success of their Amesbury location. Regional beauty salon Mane & Mani is also celebrating their tenth anniversary by relocating their Peabody shop from across the street to Northshore Mall. Tesla is providing customers with the opportunity to explore their electric vehicle lineup and learn about home charging and energy products.

Coming in 2026 is DICK's House of Sport, which features the top gear athletes need to perform their best combined with an interactive space where they can find inspiration, practice skills and host events. This line-up joins popular brands such as Lululemon, Hollister, It'Sugar, and Sandmagination who recently joined Northshore Mall.

Photo credit: Elisif Photography

"The definition of a 'typical' shopping experience is something that continues to evolve at Northshore Mall," said Scott DeCost, general manager of Northshore Mall. "We are so proud to be the new home to so many unique experiences like Immersive Gamebox and Gametime Lanes & Entertainment, adding to our amazing lineup of retail, restaurant and entertainment options here in Peabody."

A part of the project is the newly renovated dining pavilion and the creation of The Promenade, which includes outdoor seating, patio dining, a community stage, beautiful landscaping, and more. Recently Northshore Mall has introduced a variety of dining options such as Sweetgreen, Big Chicken and Honeygrow, with Burlington Vermont-based Skinny Pancake and ice cream chain Van Leeuwen opening this spring.

Photo credit: Gametime Lanes & Entertainment

Earlier this year, construction commenced on the Residence Inn by Marriott Peabody. This new hotel will be located on 2.7 acres along the Prospect St. entrance and will feature 142 rooms, a fitness center, an indoor pool, media salons, a conference room and a hearth room. The Residence Inn is expected to open in Fall 2026.

“As the premier owner of retail, dining and entertainment destinations nationwide, Simon continues to strategically invest in its properties to provide exceptional experiences for shoppers, retailers, and the communities we serve,” said Laura Schwartz, regional vice president of leasing at Simon. “Northshore Mall is an example of our commitment. With robust leasing from both sought-after local and national brands, we’re enhancing the customer experience with a transformed center that offers even more of what our visitors want.”

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