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Urban Edge Props. represents tenants in three leases at Shoppers World

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Framingham, MA Urban Edge Properties have signed 5,807 s/f in new leases at Shoppers World. Atlantic Poke, Sweetgreen and Playa Bowls are slated to open before the end of the year as the first group of new tenants to join the center's line-up since it was acquired by Urban Edge. Atlantic Poke and Playa Bowls, will be unveiled together in new space constructed adjacent to Best Buy while Sweetgreen will be located next to Chipotle.

Atlantic Poke (1,860 s/f): Homegrown Massachusetts concept focused on the flavors of sushi and other fresh flavorful ingredients, featuring house made sauces, high quality raw tuna, raw salmon, shrimp and chicken, real sushi white rice and add ins like edamame, seaweed salad and many more

Playa Bowls (1,925 s/f): Healthy, delicious açai, pitaya, coconut bowls and smoothies with sustainability and community in mind.

Sweetgreen (2,022 s/f): The mission-driven restaurant brand connecting more people to real food will bring its menu of fresh salads, warm bowls and hearty protein plates to the community.

“These new tenants bring a fresh, healthy approach to dining to the dedicated customers of Shoppers World,” said Joshua Birns, vice president of leasing for Urban Edge. “This is our first opportunity to add to the merchandise mix since taking ownership of the center and is just the beginning of what we anticipate to come.”

Sweetgreen worked with Matt Curtin of Newmark on this transaction and Playa Bowls worked with Christian Janelle of SRS Real Estate Partners. Urban Edge’s director of leasing Ronnie Bertrand led the Playa Bowls and Atlantic Poke transactions, while Birns and Urban Edge’s in-house team represented the property on the Sweetgreen deal.

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