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Summit Realty Partners signs Activate to 11,140 s/f new space

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Dorchester, MA According to Summit Realty Partners, Activate, the immersive gaming and entertainment experience, is coming soon to South Bay Center, offering 11,140 s/f of action-packed space to play, compete, and have a blast! This marks Activate's first location in the local market and a major milestone for its growing U.S. expansion. The lease was completed in collaboration with property owner Allstate Road (Edens) LLC.

Located alongside top national brands like Best Buy, Nike, Target, Crumbl Cookies, Dave's Hot Chicken, Starbucks, and AMC Theatres, South Bay Center is a premier destination for shopping, dining, and entertainment. Activate's arrival will enhance the center's vibrant mix, bringing a cutting-edge, tech-fueled experience that appeals to guests of all ages.

In recognition of the impact and significance of this deal, Summit Realty Partners received a CoStar Power Broker Quarterly Deal Award, celebrating the team's strategic execution and market insight.

“Activate is a perfect addition to South Bay Center and a strong match for the Boston market,” said Travis Ginsberg from Summit Realty Partners. “It’s an innovative, high-energy concept that not only drives foot traffic but also elevates the overall experience at the center. This is exactly the type of engaging, next-generation tenant today’s consumers are craving.”

Summit Realty Partners is actively seeking additional sites across the region to support Activate’s continued growth. The brand is looking to bring the fun to even more communities by targeting dynamic retail corridors, entertainment hubs, and mixed-use destinations.

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