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Waterstone Retail signs three new leases at Brick Kiln Plaza - 4,505 s/f

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In a world where retailers and landlords have adjusted their daily vocabulary to include terms such as down economy, bailout and recession, Brick Kiln Plaza is breaking the mold.

Within the past few months Waterstone Retail, owner of the plaza, has three new tenants: Gotta Dance, Billerica Auto School and Unique Boutique Boston, proving that people are still doing business. These businesses chose Brick Kiln Plaza because it offers them the chance to both build and increase business due to its easy access off Rte. 3 and high visibility on Rte. 129. "Some of these businesses already had an existing location," said Waterstone leasing representative Sarah Klamon, "They knew that by relocating to such a prominent spot, they could pick up new business while at the same time keep the loyal customer base they already have. Plus, now they have much more visibility to the marketplace because of the high amount of traffic on 129 and our position at Exit 29 off Rte. 3."

Gotta Dance, a successful dance studio that has been in business for over nine years, opened a 1,500 s/f studio and is conducting classes after relocating from around the corner. Owner Karrie Stang has already seen a major increase in foot traffic due to the vibrant tenant mix and the over 100,000 daytime employees working within three miles of the plaza. Billerica Auto School (800 s/f) and Unique Boutique Boston (2,205 s/f) will both be open for business by the beginning of July. Unique Boutique Boston offers customers the ability to have clothes custom-fitted to their exact body type.

At the time of printing, 4,000 s/f remain at Brick Kiln Plaza, (with an additional 10,000 sf downstairs), where the center mix includes two successful restaurants, a hair salon, dry cleaner, real estate office, dance studio, auto school and clothing concept. If the past few months are any indication of the plaza's success, it should be 100% occupied by Christmas, creating additional commerce and life for the area.

The plaza is located on the Chelmsford/Billerica town line at 99 Chelmsford Rd. next to the Chelmsford Forum Ice Skating Rink. It is the newest shopping plaza in the area, having been constructed in 2007.

Waterstone Retail is a privately-owned, Massachusetts company that is very active in the area, specializing in high-traffic and environmentally-friendly retail centers.

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