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## News Release

**\*\* FOR IMMEDIATE RELEASE \*\***

## PCA Transforms Strip Shopping Center into Vibrant Townscape

**THE STREET**  
CHESTNUT HILL

Boston, MA — “THE STREET” is a dramatic rebranding of the former Chestnut Hill Shopping Center as a vibrant meeting place with a new streetscape and a new tenant program including best-in-class retail tenants Sports Club LA, Showcase SuperLux Cinema and the Commonwealth’s first Shake Shack. It is a lively new destination day or night — a place to see and be seen.

Working again with WS Development after designing the successful Legacy Place project in Dedham, MA, Prellwitz Chilinski Associates (PCA) has transformed this traditional strip shopping center. The dynamic windows of the new SuperLux Cinema and the pizzazz created by the colorful shops, restaurants and outdoor cafes establishes a strong new identity for this uniquely situated project, nestled between the serenity of Hammond Pond and the bustle of a vibrant 1/2 mile stretch of Route 9.

“Rebranding the Chestnut Hill Shopping Center as THE STREET more accurately reflects the sophisticated offerings and upscale experience our customers seek,” says Dick Marks, Partner at WS Development. “THE STREET captures the essence of a walkable urban destination while embracing its connection to the Hammond Pond recreation trails and natural amenities,” Marks added.

The Street announces big changes with a punch at the western, inbound entry from Route 9. A copper tone, metal-clad façade with a blue-lit, chandelier-like glass marquee heralds a National Amusement Showcase SuperLux and Davio’s Restaurant. Glowing at night and alive with activity, the corner creates a dramatic visual focal point for inbound traffic at the entry of THE STREET, signaling the evening/night time entertainment aspect of the complex.

Beyond the Cinema, a Sports Club/LA health and fitness center, specialty retail and high-profile restaurants connect to animated “village” streets, leading to a pedestrian walkway dubbed “The Mews” that functions as a ‘merchant row’. Alive with spill-out sidewalk cafes and retailers’ display windows, and lit at night with overhead catenary lighting, The Mews connects to parking on the north-facing side as well as making a visual connection to Hammond Pond beyond.

Parking is re-organized with defined streets and parking lots directly fronting sidewalks and retail entries. In addition, the “carriage road” by-way has been re-purposed to accommodate on-street parking next to Route 9 shop fronts and sunny, south-facing landscaping, creating a walkable project that engages the visitor from all sides.

14-foot high storefronts bring in daylight, turning former interior-facing retail outwards to face sidewalk and street-side activity. Throughout the site, generous awnings, visitor-friendly signage, and architectural detail at the shop-front level contribute life and vitality to the open-air experience. A mix of architectural treatments creates individual character and an active rhythm along the length of the street, with a cedar plank canopy and wood-pattern facades adding warmth to the urban metal and white overall scheme.

A new three-story office and retail building, currently in construction — and notably, future home to WS Development’s new headquarters and Del Frisco’s Grille overlooking Hammond Pond — will mark a second vehicular pass-through and adds height and texture to the overall massing.

The second of three phases of renovation and new construction for the complex, totaling over 220,000 SF, is now complete. The third phase is in construction, with shell completion scheduled for November 2013.

“THE STREET is the hot new address that brings a heightened level of energy, excitement and sophistication to a former strip shopping center,” states David Chilinski, AIA of Prellwitz Chilinski Associates.

**About PCA:** Prellwitz Chilinski Associates is a Cambridge-based architectural firm of 40 people who enjoy putting design into action on behalf of clients. Since 1982, we have created shopping projects and 24/7 lifestyle centers that compliment thriving towns and benefit communities, while generating success for our clients. Learn more at [www.prellwitzchilinski.com](http://www.prellwitzchilinski.com)

**About WS Development:** Owner and operator of THE STREET Chestnut Hill, WS Development is one of the largest privately owned retail development firms in the country. Based in Chestnut Hill, MA, WS Development has been a leader in the acquisition, development, management and redevelopment of retail and mixed-use properties since 1981. Its

diverse portfolio consists of more than 85 properties totaling 20 million square feet. For more information, visit [www.wsdevelopment.com](http://www.wsdevelopment.com) –OR– [www.THESTREETchestnuthill.com](http://www.THESTREETchestnuthill.com)

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