

The Patriot Ledger

BUSINESS

Grocery store signs on as anchor at Hingham Shipyard N.C. chain's market will anchor project at Hingham Shipyard

By Karen Goulart, The Patriot Ledger

Posted Jun 03, 2008 @ 06:52 AM

HINGHAM — A North Carolina grocer will open the company's first New England store at the Hingham Shipyard.

By signing The Fresh Market as an anchor tenant, the project developer, Samuels & Associates, achieved its goal of having a grocery store in the mix of retail offerings at The Launch.

"We're very excited to have them. We think it's a great addition to the merchandising mix," said Leslie Cohen, Samuels & Associates' vice president of development. "For a long time we've been wanting to have a grocer here."

The Launch accounts for 240,000 square feet of the 1.2 million-square-foot redevelopment of the Hingham Shipyard. It will include stores, restaurants, a movie theater, 30,000 square feet of office space and 92 condominiums.

The other anchor tenants are Patriot Cinemas, Bed Bath & Beyond, Old Navy and Bodyscapes, a fitness center.

The Launch is to be finished next spring.

The Fresh Market store will be a freestanding 24,000-square-foot building. Construction is expected to start in the fall.

The Fresh Market is a family-owned, privately held company based in Greensboro, N.C. The company operates 78 stores in 12 states in the Southeast, Midwest and Mid-Atlantic regions.

A statement released by the company and its Web site tout the stores as specialty grocery stores that offer fresh produce, meats, baked goods and prepared foods.

A Fresh Market official said the company looks forward to making its foray into the Northeast market.

Cohen said, "They not only are a great operation, but they fit with the size and scale of the project. It's another very important component of the whole mixed-use community."

Other lease deals for The Launch are in the works. The development is expected to include specialty shops.

Plans for The Launch also include parks, an amphitheater and an outdoor walking museum that traces the shipyard's history.

Karen Goulart may be reached at kgoulart@ledger.com.

<http://www.patriotledger.com/news/x99499932/Grocery-store-signs-on-as-anchor-at-Hingham-Shipyard>