

Norwichtown Commons Will Be Anything But Common

For those readers who were not able to make the meeting with Winstanley Enterprises and Silvera Asset Group on October 27, the Norwichtown Mall is about to get a new look and a new name. Adam Winstanley, a principal in the Concord Massachusetts-based Winstanley Enterprises LLC, presented plans for what will soon be called Norwichtown Commons. Purchased for \$15.75 million, the mall will undergo renovations valued at an additional \$8.5 million. Winstanley, who has developed more than 40 properties in Connecticut in recent years, said the new development will not be an enclosed mall. "There hasn't been an enclosed mall built with less than 300,000 square feet in 30 years," he said. "It just isn't a feasible design." When the Commons renovations are complete the buildings will take up about half of what they occupy currently -- the reduction from 270,000 square feet will be to either 150,000 or 165,000 - a shopping area scaled far better to the size of the site. Stop and Shop, remaining as an anchor, and Dress Barn will remain open during renovations. Fancy Nails and Dollar Tree will close temporarily but will reopen with larger spaces. The national Hair Cuttery chain has signed a lease and negotiations are going on with about 24 other companies, the developers said during their presentation. Winstanley hopes to attract seven to 12 businesses to the property, with two additional anchors taking on a 40,000-square-foot and 15,000-square-foot space "We want to create a nice mix," the developer said. The goal is to have the mall totally occupied when it opens a year from now. Demolition and construction will begin February 1st. Stay tuned for updates!