



M'town Mall adding to its mix

By: **DANIELLE CAMILLI** (Mon, Feb/11/2008)

MOORESTOWN — New shopping and dining options should be ready this spring at Moorestown Mall as a result of a \$14 million renovation.

The mall's owner, Pennsylvania Real Estate Investment Trust of Philadelphia, is hoping a new mix of retail and restaurants will set the Route 38 property apart from other nearby malls that are now experiencing major overhauls.

"We think we are clearly bringing the mall into the millennium," said Joseph Coradino, the president of PREIT Services LLC and PREIT-Rubin Inc. "We're interested in differentiating the property from the Cherry Hill Mall, which is just four miles down the road."

PREIT also owns the Cherry Hill Mall, which is undergoing a \$55 million overhaul that will bring Nordstrom's and a handful of upscale restaurants to the Route 38 property by next year.

Moorestown Mall will not see the likes of such restaurants as Maggiano's Little Italy, a chain that is getting set to open an eatery in Cherry Hill. Maggiano's and other places referred to by Coradino as "white-tablecloth" restaurants will not open without a liquor license.

Moorestown is dry, and township residents voted to keep it that way last November when they defeated a ballot question authorizing the sale of liquor licenses in the township.

The mall and the township's Economic Advisory Committee publicly lobbied for the passage of the question, but it was soundly defeated.

"Our strategy then (was) to bring interesting sit-down restaurants to the mall," Coradino said.

Chipotle Mexican Grill could be ready for a spring opening. Two more eateries, Pei Wei Asian Diner and Potbelly Sandwich Works, are under construction and are expected to open this summer.

Coradino said those restaurants will not be duplicated at the Cherry Hill Mall.

New stores will also be part of the mix.

Lane Furniture recently opened in a 16,000-square-foot space. The Hallmark store reopened last week after being extensively remodeled. Hollister Co., a trendy clothing store, opened over the holiday season. Eastern Mountain Sports, which sells outdoor wear and gear, will open this spring.

The mall will also be the only place in the state that will have a TheaterXtreme, which is a home theater superstore, according to its Web site. It will open by summer. The store is set up as a series of home-entertainment rooms that include the sound and theater systems and furniture. Each room has a price tag.

"You can literally buy the whole room," Coradino said. "It's an interesting concept."

TheaterXtreme will be attached to the mall, but accessible only from an outside entrance. Lane Furniture, Chipotle and Eastern Mountain Sports also will have their own entrances, but customers will also be able to enter them from inside the mall.

"We're trying to give customers of the Moorestown Mall a different kind of shopping experience," Coradino said. "We'll continue with that in mind as we lease (to new stores)."

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