



3tarchitects designs 185,000 s/f Dena Marie Plaza with Kohl's and Planet Fitness as the co-anchors

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3tarchitects has recently unveiled the vision for the redevelopment of Dena Marie Plaza, an 185,000 s/f plaza. Construction on the project is imminent and is scheduled to continue for the next several months.

"I'm pleased that 3t has been selected to work on this high profile project in Ulster County," 3t principal and founder, Scott Townsend said. "The revitalization of Dena Marie Plaza will have a positive impact on the town and the local economy, creating a center that brings new retail to the area."

NYC based Kaplan Realty Group is the developer of the project. "We are very pleased to move forward on Dena Marie Plaza, and have worked closely with local officials to advance this important redevelopment," said David Kaplan, president of the Kaplan Realty. "This project continues to attract high quality national tenants."

Planet Fitness will serve as a co-anchor tenant in the plaza along side a 95,000 s/f Kohl's. A variety of other retail stores will complement the project. Planet Fitness will be built adjacent to Kohl's in a currently obsolete space that was last occupied by K-Mart. That space will be partially torn down from 78,000 s/f to 24,000 s/f to accommodate the redesigned fitness center.

An additional 60,000 s/f will be constructed for other retailers. Among the retailers that have already signed onto occupy that space are Joyce Leslie, Cotton Market, as well as several nationally recognized retailers.

Chazen Companies is serving as the site and structural engineer and Rochester-based Energy Concepts is serving as the mechanical, electrical, plumbing and fire protection engineering. BCI construction has been selected as the general contractor for the entire project.

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