



# MOUNT PLEASANT

1430 MAIN STREET | LEICESTER, MA

15-Acre Retail Center Development Site

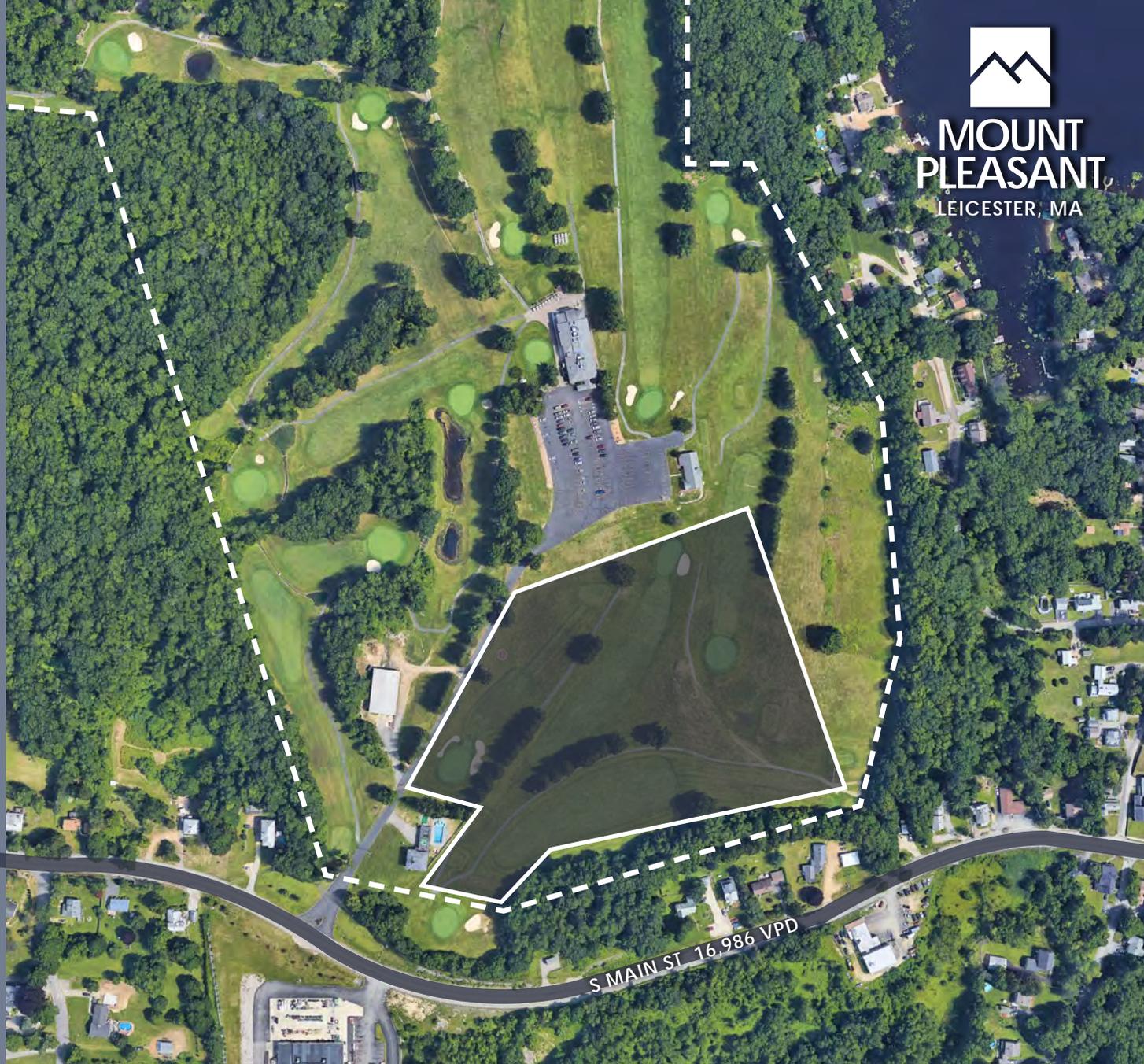


# The Opportunity

Atlantic Capital Partners has been exclusively engaged to solicit offers for the retail component of the Mount Pleasant Master Plan, a mixed-use development located at 1430 Main Street (Route 9) in Leicester, Massachusetts. The offering consists of a ±15-acre, fully approved retail parcel positioned at the primary entrance to a 220-acre master-planned community planned to deliver 500+ residential units.

The site is approved for approximately 62,400+ SF of commercial space, including in-line retail and pad opportunities, and is designed to serve as the commercial anchor for the development. Fronting Route 9, a primary Central Massachusetts retail corridor, the parcel benefits from strong visibility, access, and connectivity to Worcester and surrounding employment centers.

The trade area is anchored by Walmart and Tractor Supply Co., with additional momentum driven by nearby new construction including Starbucks, Verizon, Wendy's, and Gulf/Yatco all within roughly one mile of the site.



**MOUNT PLEASANT**  
LEICESTER, MA



PART OF  
MASTER PLAN



ADDRESS: 1430  
MAIN STREET



15  
ACRES



APPROVED FOR 62,400 SF  
OF COMMERCIAL SPACE



ROUTE 9  
FRONTAGE





**MOUNT PLEASANT**  
LEICESTER, MA



### Fully Entitled Retail Development Site

15-acre retail parcel fully approved for up to 62,400 SF of commercial space within the 220-acre Mount Pleasant master-planned community



### Built-In Demand from 94 Planned Townhomes

The retail site will serve 500+ residential units, creating a captive customer base for grocery, dining, medical, and service-oriented retail



### High-Exposure Location Along Rt 9

Approximately 17,000 vehicles per day along Route 9 with direct access to Worcester (15 minutes), Providence (45 minutes), and Boston (60 minutes)



### Affluent and Growing Trade Area

Over 70,000 residents within five miles with average household incomes near \$100,000, support strong demand for daily-needs retail



### Strategic Positioning as the Community's Primary Retail Hub

The parcel is planned as the sole retail and commercial component of the Mount Pleasant development, positioning it as the central service and shopping destination for residents and surrounding neighborhoods



### Established & Expanding Retail Node

The trade area is anchored by Walmart and Tractor Supply Co., with additional momentum from recent nearby openings including Starbucks, Verizon, Wendy's, and Gulf/Yatco, all within approximately one mile of the site



1 MILE  
 2,202 PEOPLE  
 \$103,205 AHHI

3 MILES  
 10,562 PEOPLE  
 \$115,348 AHHI

5 MILES  
 70,269 PEOPLE  
 \$98,439 AHHI

**Walmart**  
 Supercenter  
 2M Annual Visits  
 (Placer.ai)

Master-Planned  
 Multi-Family  
 Development

  
**MOUNT PLEASANT**  
 1430 MAIN STREET | LEICESTER, MA  
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Worcester Airport  
 (5 miles from site)

Leicester  
 Elementary  
 School

Leicester  
 Middle  
 School

Leicester  
 High School

Leicester

S MAIN ST  
 16,986 VPD

**Cumberland**  
 FARMS

Leicester Commons  



**TSC TRACTOR**  
 SUPPLY CO

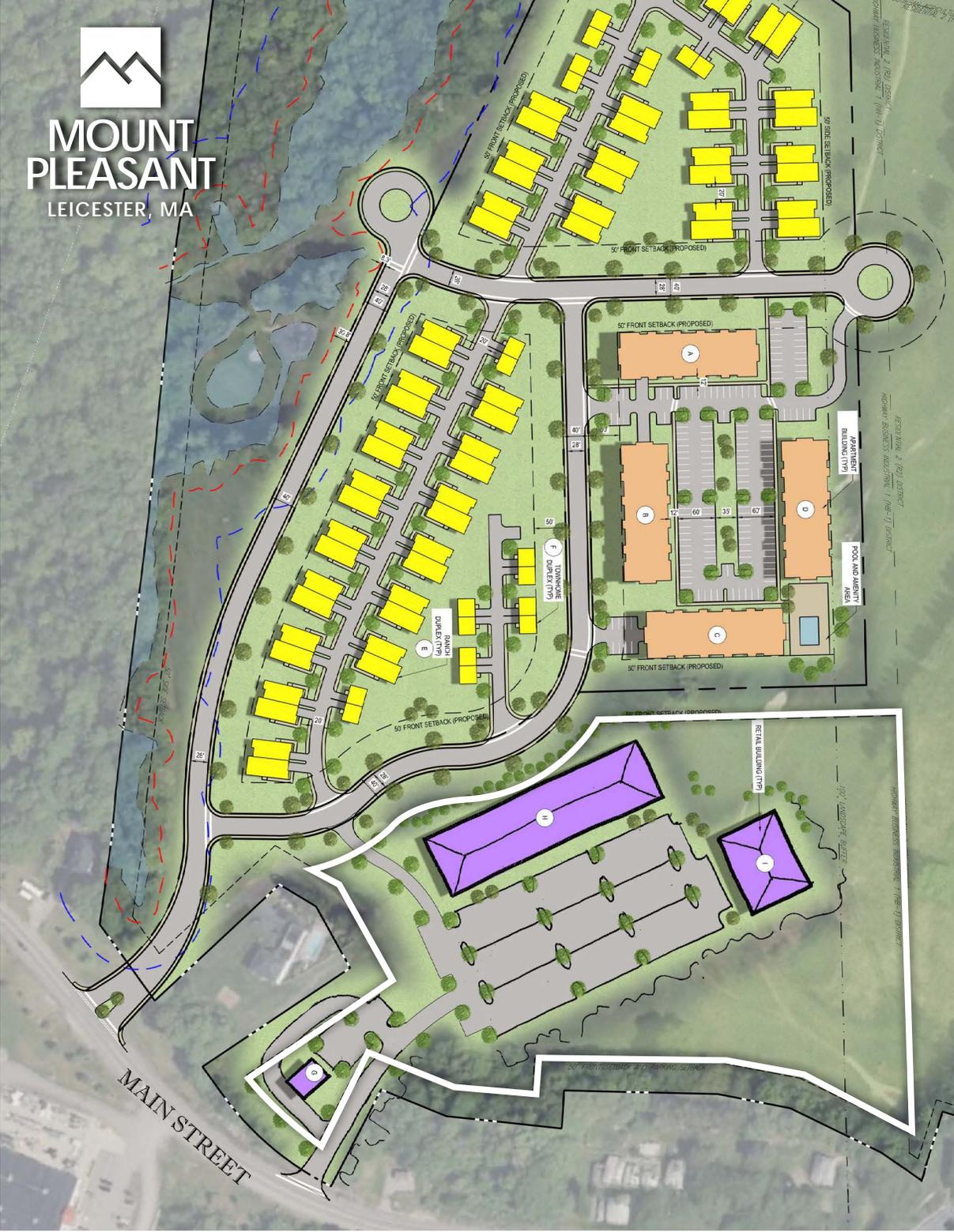
**DUNKIN'**

**Cumberland**  
 FARMS





**MOUNT PLEASANT**  
LEICESTER, MA



# Future Development Affords Immediate Upside

The Site's position and access provides tremendous potential for the site to be developed into a retail or service-oriented center.

ZONING
PERMITTED USES
Business and Professional Offices
Medical Offices
Consumer Service Establishments
Lumber & Building Material Establishments
Quick Service Restaurants

**MT. PLEASANT DEVELOPMENT**

Mount Pleasant is a 220-acre master-planned mixed-use development in Leicester, Massachusetts that will deliver one of the largest concentrations of new housing in Central Massachusetts. The project will ultimately include over 500 residential units across multiple phases, including for-sale townhomes and duplexes, garden-style apartments, and future age-restricted and single-family housing, creating a substantial and durable population base.

The subject 15-acre retail parcel is the designated commercial core of the community and is planned to serve as the primary shopping, dining, and service hub for residents of Mount Pleasant and the surrounding trade area. As thousands of new residents move into the development over time, the retail site benefits from built-in demand, daily traffic generation, and long-term population growth that supports sustained tenant demand and retail performance.





# Leicester, MA

Leicester, Massachusetts is a suburban community in Worcester County, located approximately 7 miles west of Worcester, 45 Miles north of Providence, RI and **54 miles west of Boston**. The town benefits from strong regional connectivity via Route 9 and Route 56, providing direct access to Worcester's employment base and convenient connections to the Massachusetts Turnpike (I-90). Leicester's proximity to major institutions such as UMass Memorial Health, UMass Chan Medical School, and other regional employers supports steady residential and commercial demand.

The local economy is anchored by healthcare, education, manufacturing, and retail, with commercial activity concentrated along the Route 9 corridor, the town's primary retail spine. Leicester offers a limited supply of new, large-scale commercial development sites, enhancing the attractiveness of entitled mixed-use projects. Supported by stable demographics, growing housing demand in the Greater Worcester region, and municipal support for thoughtfully planned development, Leicester continues to emerge as a desirable location for new residential and neighborhood-serving commercial investment.





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Exclusively Offered By



## PRIMARY DEAL CONTACTS

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