

Tuscan Village Mixed-Use Development

Salem, NH | PROCON



- **Project Overview:** A \$74M, 300,000 SF design-build mixed-use development on a 170-acre former racetrack, featuring a 165-room Marriott Artisan Hotel, 70 luxury condominiums, 30,000 SF retail, a 12,000 SF event space, a 10,000 SF Tuscan Brands restaurant, underground parking, and a rooftop bar, completed in November 2023.
- **Key Features:**
 - Integrated seven distinct exterior finishes, window types, and curtainwall systems, inspired by Tuscany’s rustic charm.
 - Incorporated sustainable elements like high-efficiency HVAC, low-VOC materials, and prefabricated wall framing to exceed energy codes.
 - Adapted design mid-construction, converting 90 apartments to 70 custom condominiums, requiring extensive structural and plumbing redesign.
- **Challenges Overcome:**
 - Navigated Covid-era material shortages and labor constraints by pre-purchasing materials and hiring new crews, adding seven months to the schedule.
 - Managed complex site logistics with no existing infrastructure, coordinating simultaneous road, utility, and adjacent building construction.
 - Overcame the unexpected loss of PROCON’s CEO, Mark Stebbins, in June 2021, with leadership from John Stebbins and Jennifer Stebbins Thomas ensuring continuity.



- **Project Impact:** Delivered a landmark mixed-use hub, blending tradition and innovation, enhancing Tuscan Village’s appeal as a vibrant community destination.
- **Teamwork:** Achieved through PROCON’s integrated design-build approach, led by John Stebbins and Jennifer Stebbins Thomas, with collaboration from Tuscan Brands owner Joe Faro and subcontractors adapting to over 100 design changes.

