

NEW ENGLAND
DEVELOPMENT

CAMBRIGESIDE

Cambridge, Massachusetts

PROJECT DETAILS

Project Type:
Regional Center

GLA:
1,200,000 sf

Address:
100 CambridgeSide Place
Cambridge, Massachusetts
02141
Middlesex County



Situated on the Charles River across from Boston, CambridgeSide is the centerpiece of a 1.2 million square foot urban mixed-use development located minutes from downtown Boston in one of the world's greatest high-tech/bio-tech innovation districts - East Cambridge, Massachusetts. The center encompasses a unique mix of some of the best specialty retailers and restaurants in the country and attracts 7 million shoppers each year.

CambridgeSide—which was one of the first urban, enclosed shopping centers in the United States—has been reimagined. A dramatic modernization has enhanced the shopper experience, opened up the mall's entrances to the dynamic East Cambridge neighborhood, and expanded the customer base. CambridgeSide's exciting evolution has created a fresh and vibrant place to shop, dine, and connect.

KEY TENANTS

Macy's, H&M, Superdry, Banana Republic, Apple, Sephora, J.Crew, AIX Armani Exchange, Club Monaco, World of Beer, Cheesecake Factory



NEW ENGLAND DEVELOPMENT

75 Park Plaza
Boston, Massachusetts 02116
617.965.8700
NEDevelopment.com



REIMAGINING A
RETAIL DESTINATION

Property



Hotel Marlowe by Kimpton Hotels

1.2 MILLION SF MIXED-USE CENTER

- **Total Size:** 100 stores on 3 levels
- **Parking Spaces:** 2,500
- **Hotel:** 236 room, AAA Four Diamond Hotel Marlowe by Kimpton Hotels
- **Key Tenants:** Macy's, H&M, Superdry, Banana Republic, Apple, J.Crew, Sephora, A|X Armani Exchange, Club Monaco
- **Annual Customers:** 7 million



Apple's next generation store at CambridgeSide



TRADE AREA

- CUSTOMIZED TRADE AREA

STRONG DEMOGRAPHICS

- Surrounded by high-income residential with average household income exceeding \$130,000
- Cambridge is home to four colleges, including Harvard and MIT, with over 41,800 students.
- Boston and Cambridge attract approximately 20 million visitors each year.

Demographics

2017 TRADE AREA DEMOGRAPHICS

	Trade Area*	1 mile	3 miles
Population	1,178,763	47,644	477,956
Annual Population Growth 2017 to 2022	1.1%	1.1%	1.0%
Daytime Population	1,217,883	164,555	881,144
Households	477,341	24,564	200,751
Average Household Income	\$96,915	\$132,320	\$108,271
Total Businesses	63,124	7,540	44,434
Total Employees	890,869	151,078	743,099

* 2014 Alexander Babbage CenterMAX Research Report



MARKET AERIAL

Highlights

LOCATION

- Trade area has a growing population of more than 1.1 million.
- Average Household Income of \$96,915 in trade area
- Highly-educated, diverse customer base
- 7 million visitors annually
- Over 21,955 hotel rooms available in Boston and Cambridge
- Surrounded by 18.2 million square feet of office and R&D space in East Cambridge
- Easily accessible by commuter rail, car, and pedestrian walkways to some of the world's finest medical, academic, financial and cultural resources

NEW ENGLAND DEVELOPMENT
 75 Park Plaza
 Boston, Massachusetts 02216
 617.965.8700
 NEDevelopment.com