

NEW ENGLAND
DEVELOPMENT

CAMBRIDGESIDE

Cambridge, Massachusetts

PROJECT DETAILS

Project Type:
Regional Center

GLA:
1,200,000 sf

Address:
100 CambridgeSide Place
Cambridge, Massachusetts
02141
Middlesex County

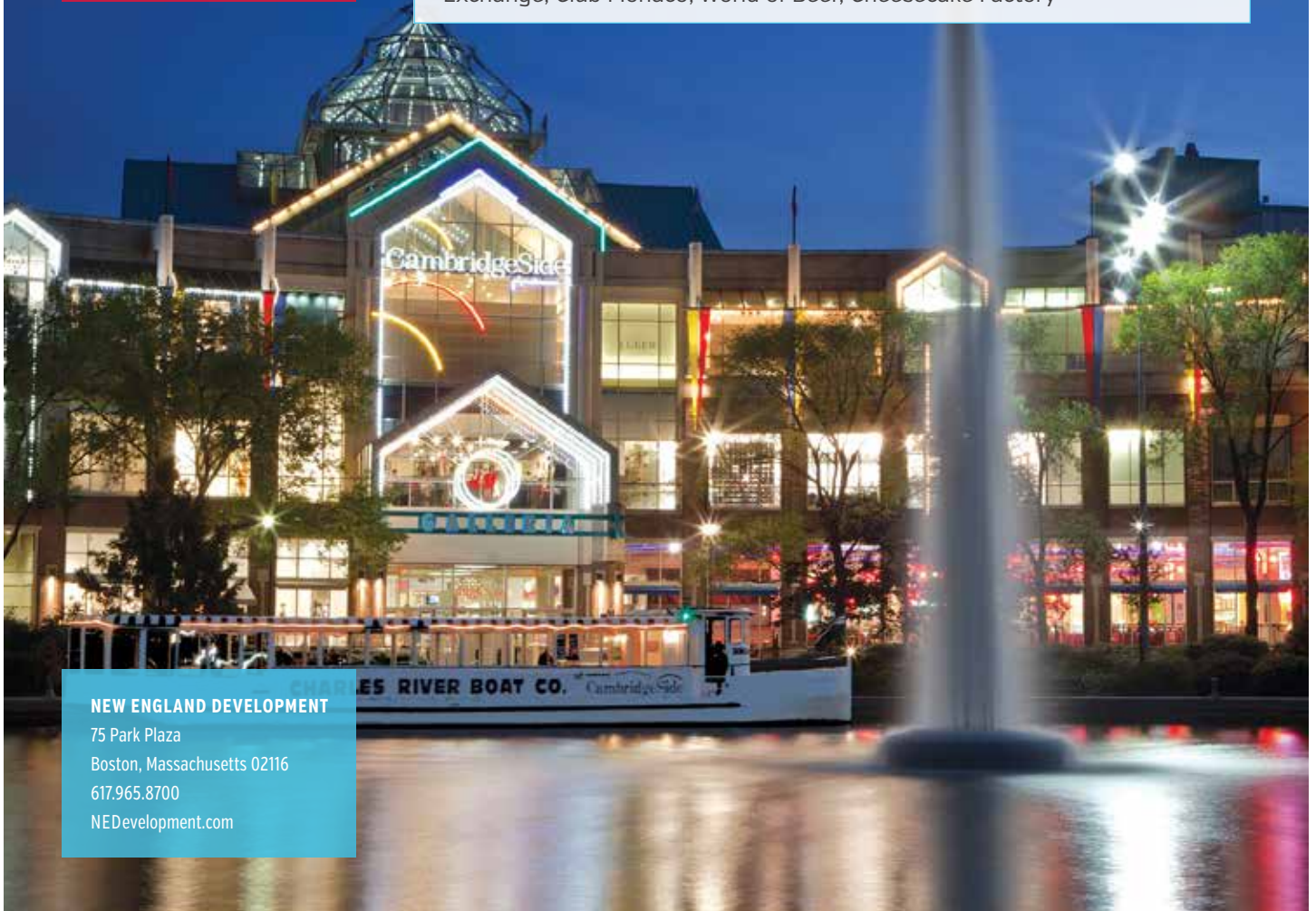


Situated on the Charles River across from Boston, CambridgeSide is the centerpiece of a 1.2 million square foot urban mixed-use development located minutes from downtown Boston in one of the world's greatest high-tech/bio-tech innovation districts - East Cambridge, Massachusetts. The center encompasses 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, is now being reimagined. A dramatic modernization, to be completed this fall, will enhance the shopper experience, open up the mall's entrances to the dynamic East Cambridge neighborhood, and expand the customer base. CambridgeSide's exciting evolution is creating a fresh and vibrant place to shop, dine, and, connect.

KEY TENANTS

Macy's, H&M, Banana Republic, Apple, Sephora, J.Crew, A|X 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:
INTERIOR
RENDERING

Property



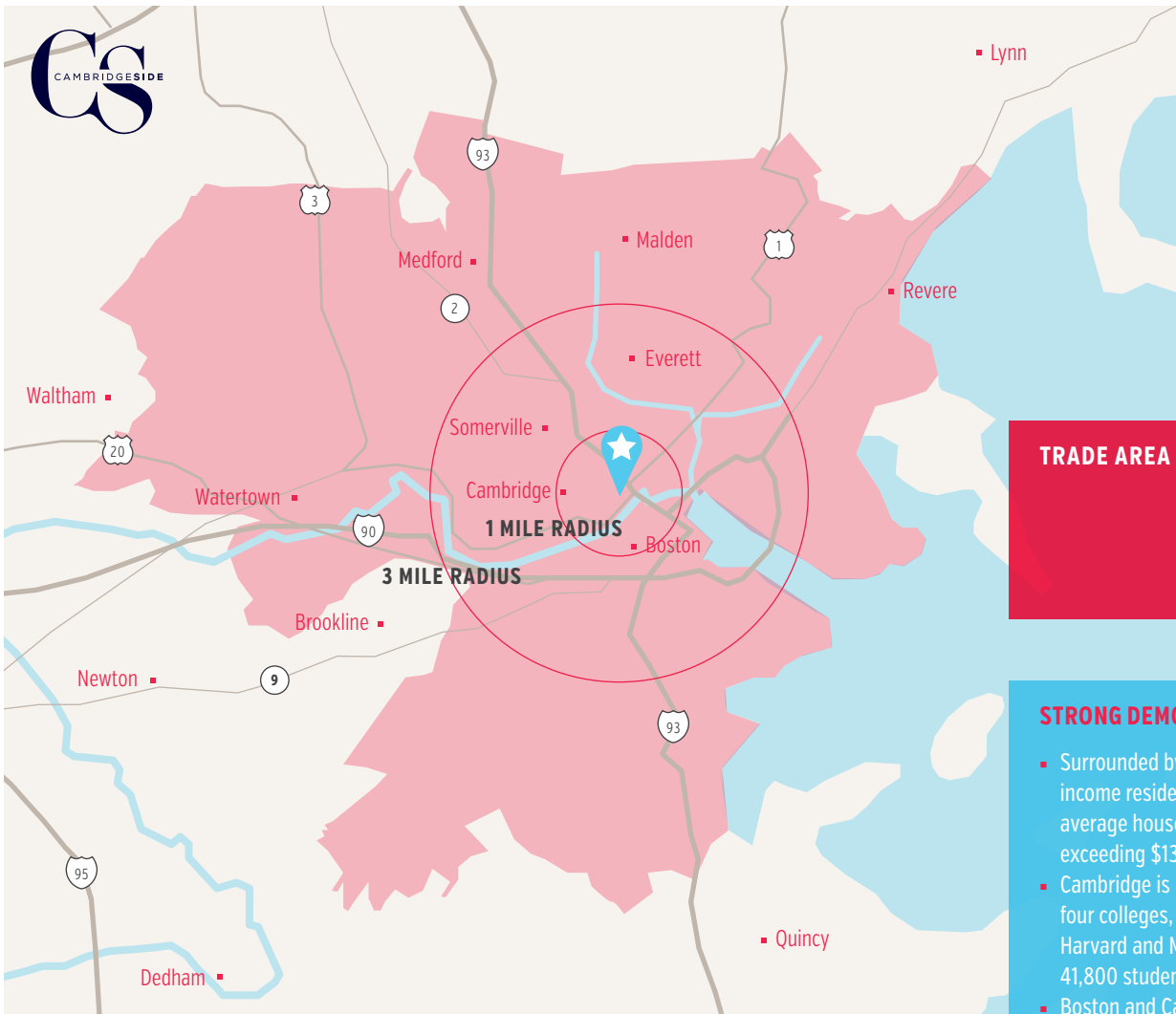
Hotel Marlowe by Kimpton Hotels

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, Banana Republic, Apple, J.Crew, Sephora, A|X Armani Exchange, Club Monaco
- **Annual Customers:** 7 million



Rendered perspective of Apple's next generation store
at CambridgeSide



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

2016 TRADE AREA DEMOGRAPHICS

	Trade Area*	1 mile	3 miles
Population	1,174,832	45,923	475,192
Annual Population Growth 2016 to 2021	1.1%	1.3%	1.1%
Daytime Population	1,165,625	140,801	818,465
Households	476,542	23,873	200,013
Average Household Income	\$94,938	\$133,814	\$105,289
Total Businesses	62,616	7,193	42,677
Total Employees	831,752	127,962	676,086

* 2014 Alexander Babbage CenterMAX Research Report



Highlights

LOCATION

- Trade area has a growing population of more than 1.1 million.
- Average Household Income of \$94,938 in trade area
- Highly-educated, diverse customer base
- 7 million visitors annually
- Over 21,955 hotel rooms available in Boston and Cambridge
- Surrounded by 18.6 million square feet of office and R&D space
- 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