

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—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, A|X Armani Exchange, Club Monaco, World of Beer, Cheesecake Factory



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75 Park Plaza
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CAMBRIDGESIDE
REIMAGINED

Property



Hotel Marlowe by Kimpton Hotels

1.2 MILLION SF MIXED-USE CENTER

- **Size:** 90 stores and restaurants
- **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

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