

NEW ENGLAND  
DEVELOPMENT

# CAMBRIDGESIDE

## *Cambridge, Massachusetts*

### PROJECT DETAILS

**Project Type:**  
Regional Center

**GLA:**  
1,000,000 sf

**Address:**  
100 Cambridgeside Place  
Cambridge, Massachusetts  
02141  
Middlesex County



**Cambridgeside is at the epicenter of the world's preeminent biotechnology and information technology neighborhood.**

Following a multi-million dollar rebranding and renovation campaign, Cambridgeside continues to evolve as one of greater Boston's dominant retail destinations, with a tailored mix of the leading retailers of today and the future. The center is becoming an even more vibrant destination through the addition of a mix of uses, including office and residential, with 162,000 square feet of workspace opening in 2020 for companies at the cutting edge.

### KEY TENANTS

Macy's, H&M, Superdry, Apple, Sephora, World of Beer, The Cheesecake Factory



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75 Park Plaza  
Boston, Massachusetts 02116  
617.965.8700  
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162,000 SQUARE FEET OF OFFICE SPACE OPENING IN 2020 ON LEVEL 3

## Property



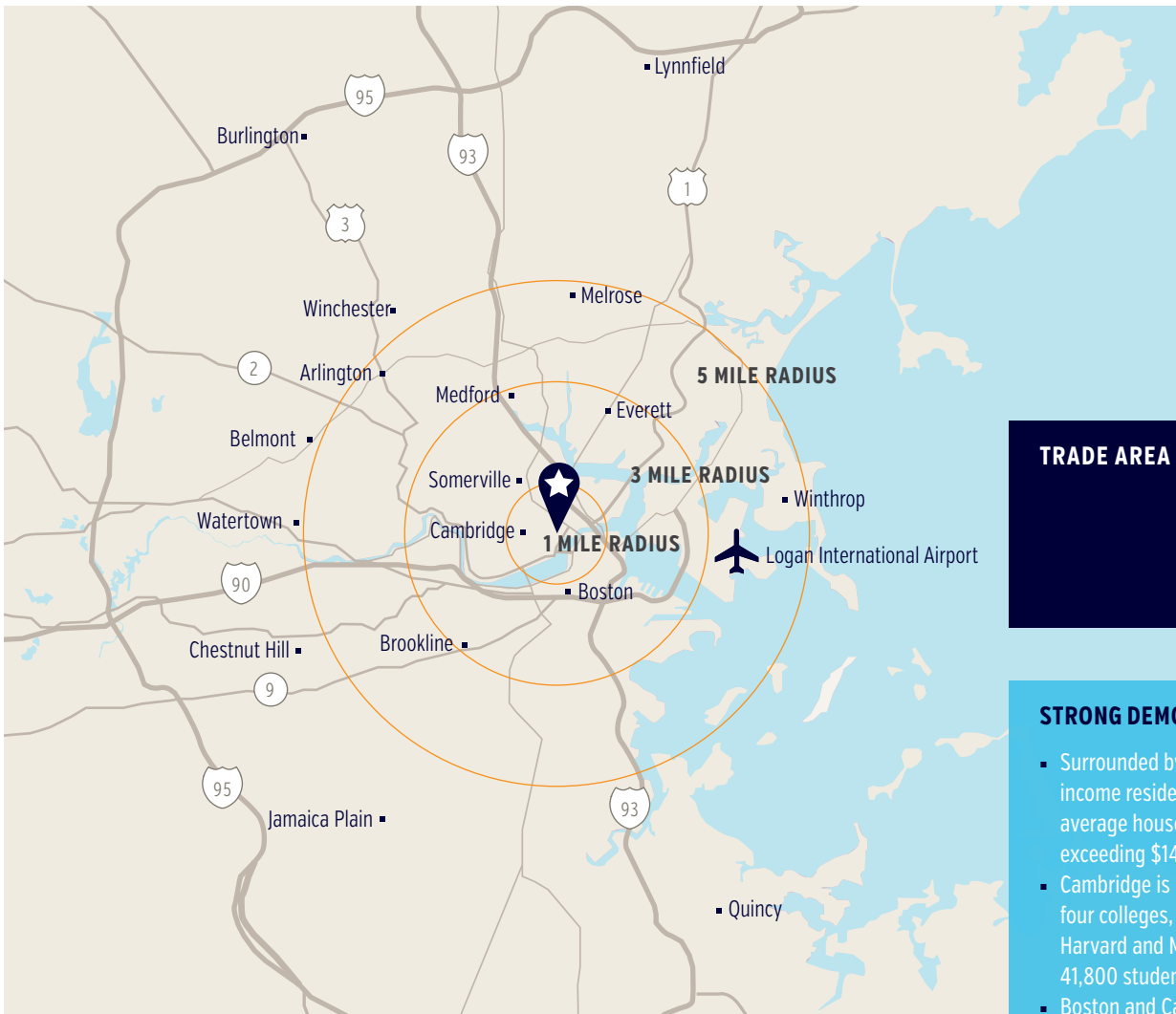
Hotel Marlowe by Kimpton Hotels

### 1 MILLION SF MIXED-USE CENTER

- **Size:** 80 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, Apple, Sephora, The Cheesecake Factory, World of Beer
- **Annual Customers:** 7 million



Apple's next generation store at CambridgeSide



**TRADE AREA**

- STRONG DEMOGRAPHICS**
- Surrounded by high-income residential with average household income exceeding \$149,000
  - 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

2019 TRADE AREA DEMOGRAPHICS			
	1 mile	3 miles	5 miles
Population	51,527	498,684	1.04 million
Daytime Population	132,078	855,338	1.17 million
Households	27,211	214,915	436,303
Average Household Income	\$145,178	\$118,726	\$109,155



**CAMBRIDGESIDE 2.0  
WILL ADD OFFICE, LAB  
AND RESIDENTIAL  
SPACE TO THIS  
TRANSFORMATIVE  
RETAIL PROJECT**

## *Highlights*

### **LOCATION**

- Growing population of more than 1 million in 5 mile radius
- Average Household Income of \$109,155 in 5 mile radius
- 7 million visitors annually
- Over 23,000 hotel rooms available in Boston and Cambridge
- Surrounded by 30 million square feet of office and R&D space in East Cambridge
- Projected 34% growth in 5 years in East Cambridge office and R&D space to 40.5 million square feet
- 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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