

ARSENAL YARDS

WATERTOWN / MA

READY / SET /

GO

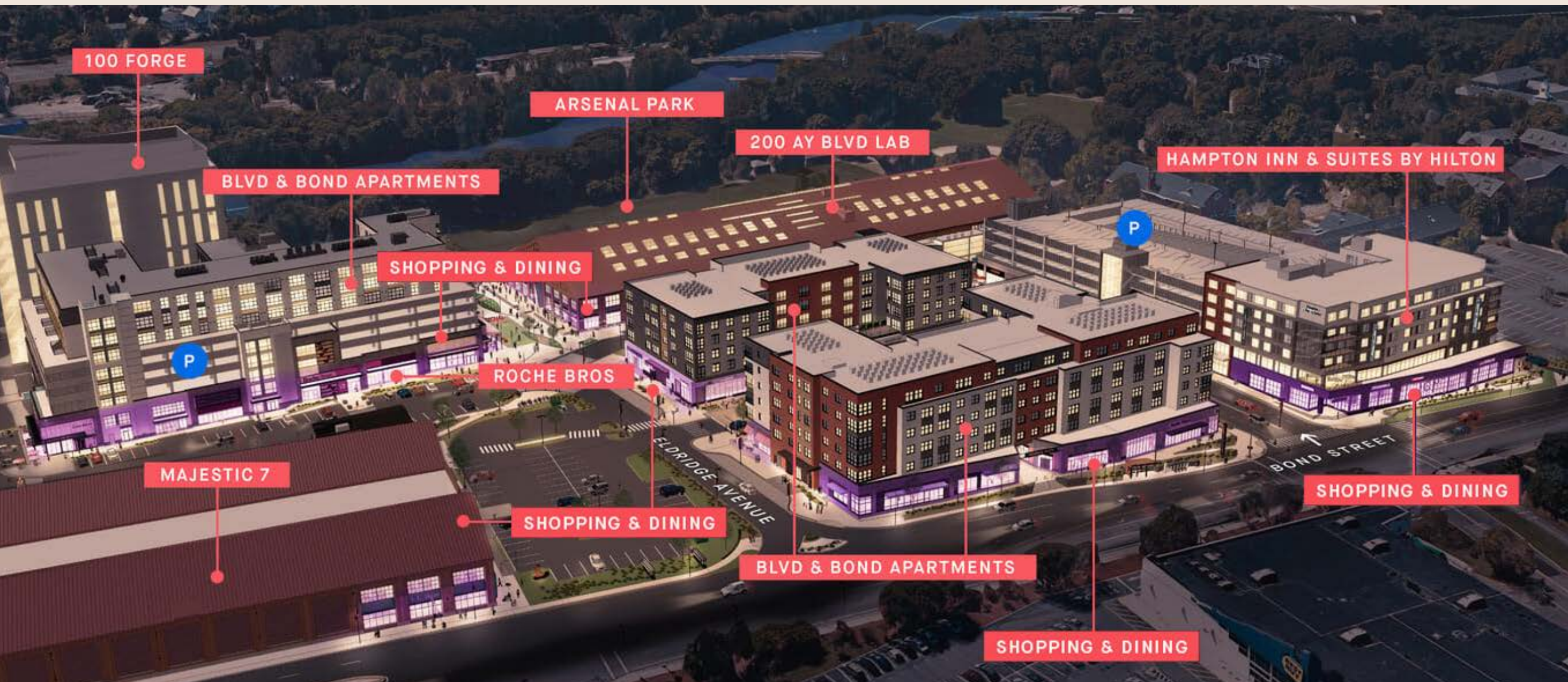


WELCOME TO AY

An urban edge city, Watertown is the connector between Cambridge and Boston and the suburbs. With the explosion of the Life Science/lab market combined with recent events changing how people commute, work, shop, and are entertained, this connection point is more important than ever.

In this transformed community AY has become the popular anchor destination for area residents, workers, and visitors.

- 250,000 SF Retail
- 300 Apartments
- 150 room Hampton by Hilton
- 200,000 SF Life Science/lab/office



Location Retail

Events/
Community

Social
Media

Residential
Market

Demos/Trade
Area

Office
Market

LifeScience/
Lab/Office

Surrounding
Universities

Development
Team

Contact

LOCATION & ACCESS

Well located and surrounded by residential, Life Science/lab/office, and universities, Arsenal Yards is easily accessed by car, public transportation, connector shuttles, bike paths, and on foot. Keeping it convenient there's free parking, bike stands, and EV chargers.



READY / SET /

GO





We responded to high consumer demand for new and different offerings with a uniquely curated merchandise mix. The result is a thriving destination in which to shop, eat, work, live, and be entertained.

Roche Bros. Market • Nike Unite • Majestic 7

Frank Pepe's Pizzeria • Central Rock Gym

City Works Eatery and Pour House • Shake Shack

Pure Barre • Ulta • Gordon's Fine Wine & Liquors • Sweetgreen

GAP Factory • Buttermilk & Bourbon • Starbucks • Pokeworks

Old Navy • Kura Sushi • Taffer's Tavern • and more



EVENTS



Arsenal Yards hosts a variety of **signature community events** throughout the year.



SOCIAL MEDIA

AY



INSTAGRAM
8K
Followers



FACEBOOK
9.5K
Followers



EMAIL
DATABASE
8.7K



AY WEBSITE
Featuring
Events Calendar



RESIDENTIAL MARKET

With the Life Science/lab/office and retail growth in the East End of Watertown comes a need for more residential offerings. The market has responded by adding over 2400 units which as of 12/2021 were an average of 94% occupied.



RESIDENTIAL



blvd & bond

Arsenal Yards is home to Blvd. & Bond: three unique buildings offering a total of 302 apartments ranging from studios up to three bedrooms.

Residential demand has been very high. Leasing and occupancy are ahead of schedule in all three buildings. The buildings are currently 81% occupied and 86% leased.

New tenants are moving in weekly.



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5 mile radius

SiteReports 2021

839,027

2021
POPULATION

526,919

TOTAL NUMBER
OF
EMPLOYEES

\$143,729

AVERAGE
HOUSEHOLD
INCOME

\$799,000

AVERAGE
HOME
VALUE

9,198

MORE
HOUSEHOLDS
BY 2026

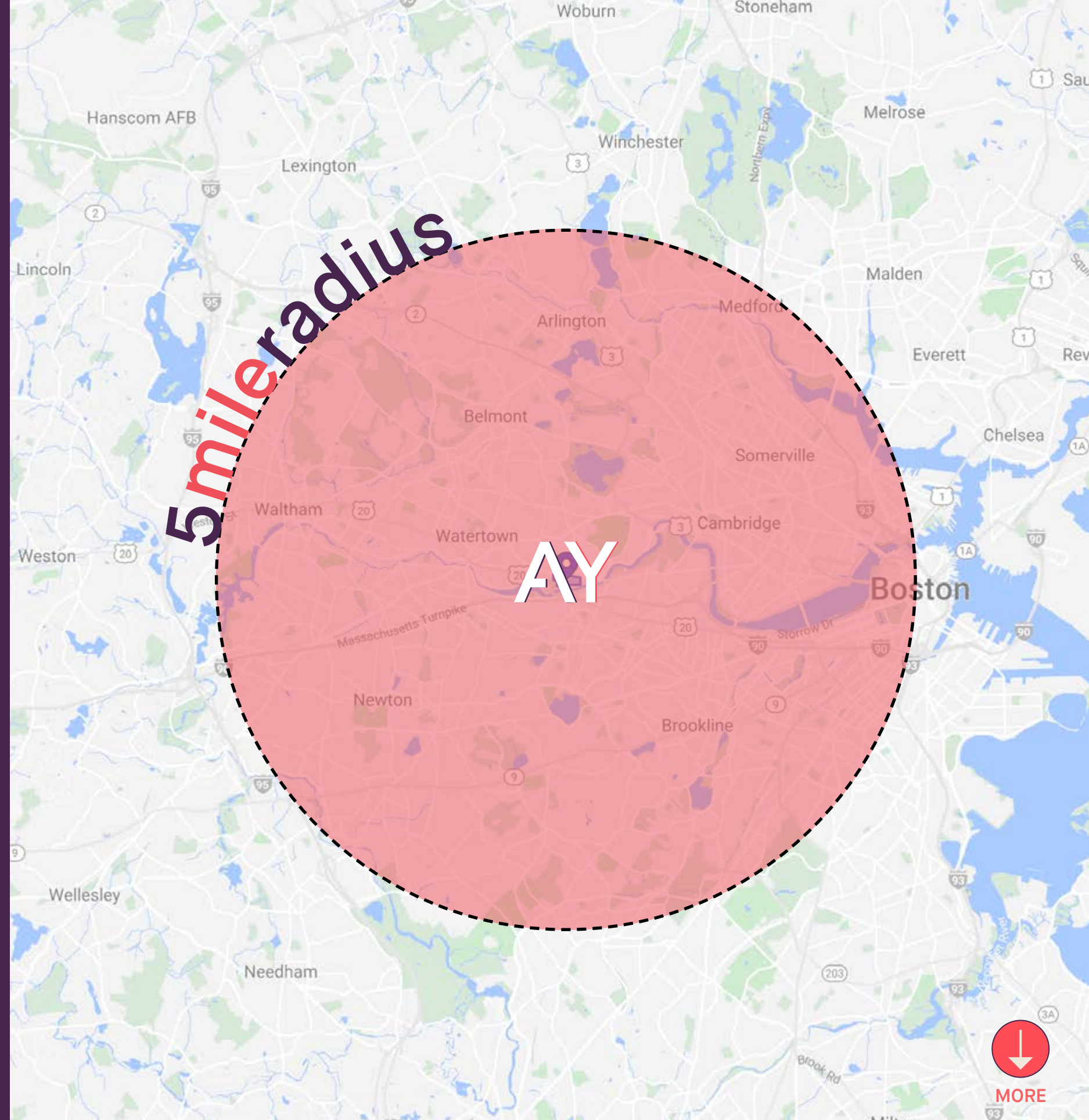
\$3,544

MONTHLY
HOUSEHOLD
RETAIL
EXPENDITURES

69%

HOUSEHOLDS
WITH A COLLEGE
DEGREE OR
HIGHER

ARSENAL
YARDS



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Access the right consumer

5 Mile Radius

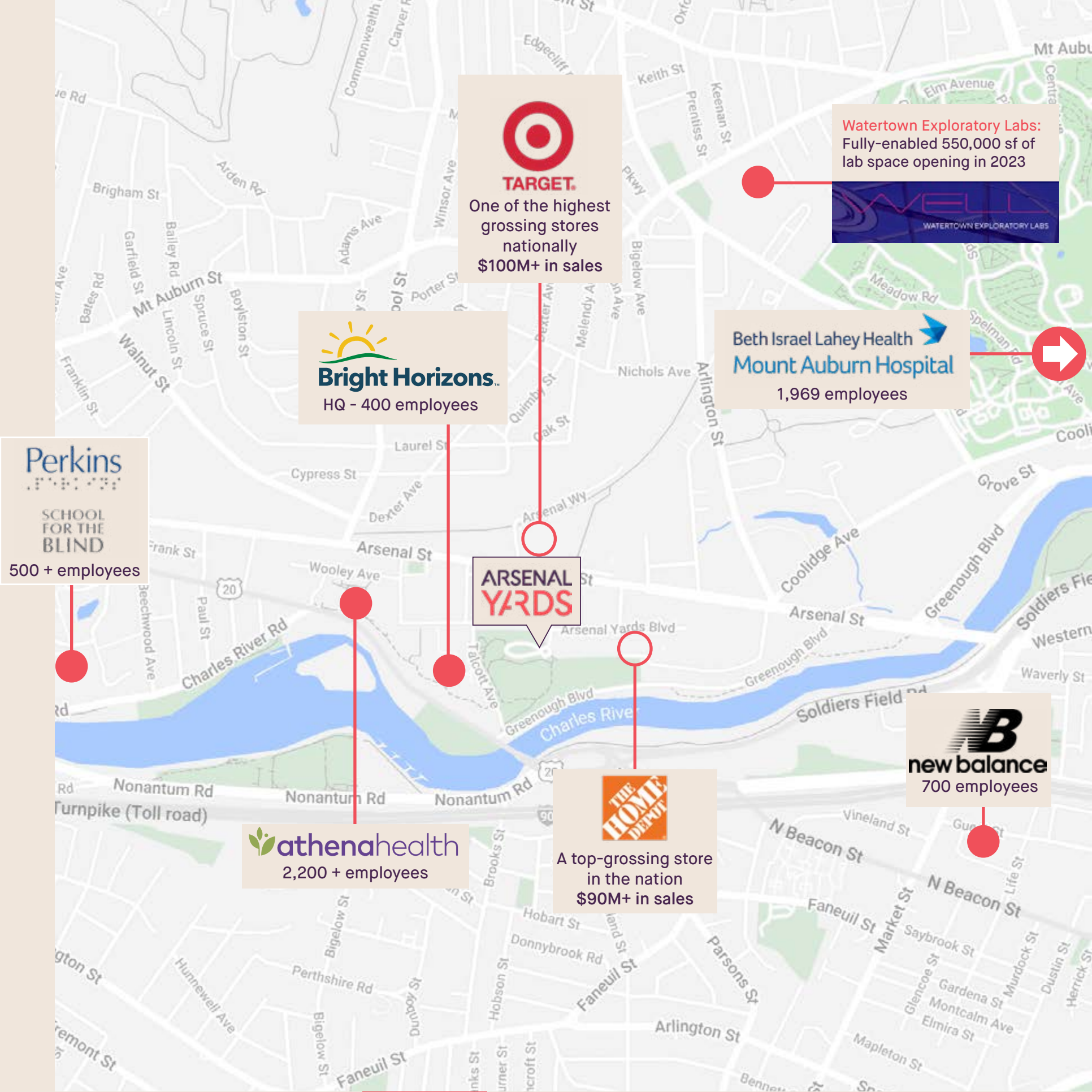
	ARSENAL YARDS	Assembly Row	Chestnut Hill	Burlington Mall	The Seaport District
Estimated Population	839,027	965,582	646,379	177,096	902,159
Estimated Number of Households	349,906	403,420	255,145	66,442	371,764
2021 Estimated Average Household Income	\$143,729	\$124,292	\$140,119	\$180,838	\$118,888
Median Age	34	34	35	42	33
College Degree (BA+)	69%	57%	65%	62%	53%
Total Employees	526,919	782,113	345,304	178,975	735,978

Source: SitesUSA 2021



A growing office market

Arsenal Yards is the retail and food & beverage amenity for Watertown’s exploding office market. A diverse sector of businesses and employers that currently includes 1.2M sf of Life Science/lab space within a mile and an additional 1.69M sf under development with two miles of the center.

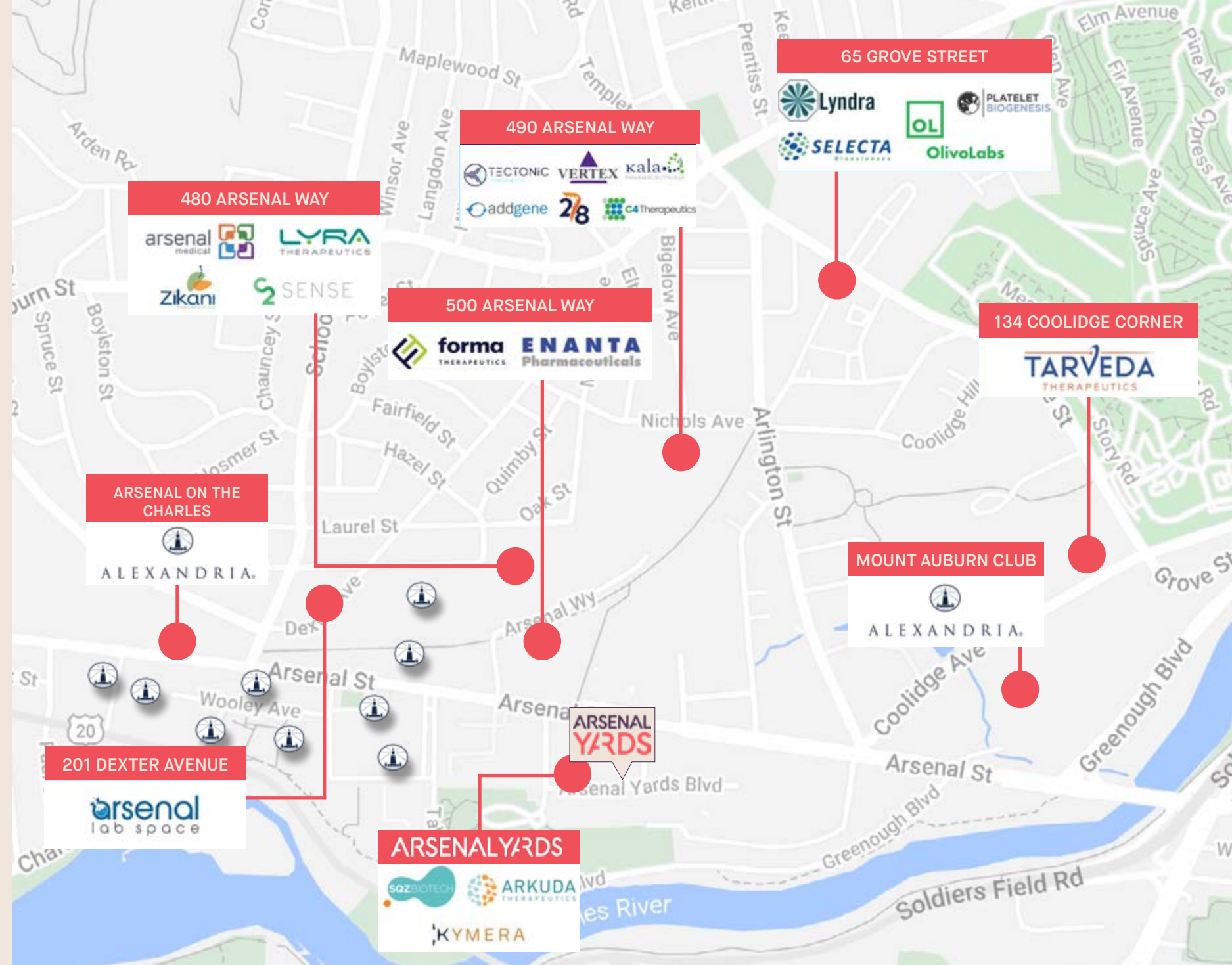




Watertown is home to over 30 Life Science/lab and pharmaceutical employers.

With Cambridge now at .3% vacancy in Life Science/Lab space, major tenants are choosing AY and Watertown for their new locations.

This boom of new companies has brought new shoppers and new demand for dining, services and retail right to our front door.



Snapshot of a Life Science/lab employee

- Female (53% in Suffolk county)
- Age 30 – 39 years
- 50% Non-Hispanic white, with 20% being Asian or Pacific Islander
- Average salary \$170,000



MORE



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Consisting of three buildings, all 100% leased, AY will be home to 400,000 sf of Life Science/lab/office space.

Once completed in late 2022, AY will be home to over 800 employees.

100 Forge

A 9 story, state-of-the-art building, opening late 2022

500 Forge

Opening summer 2022

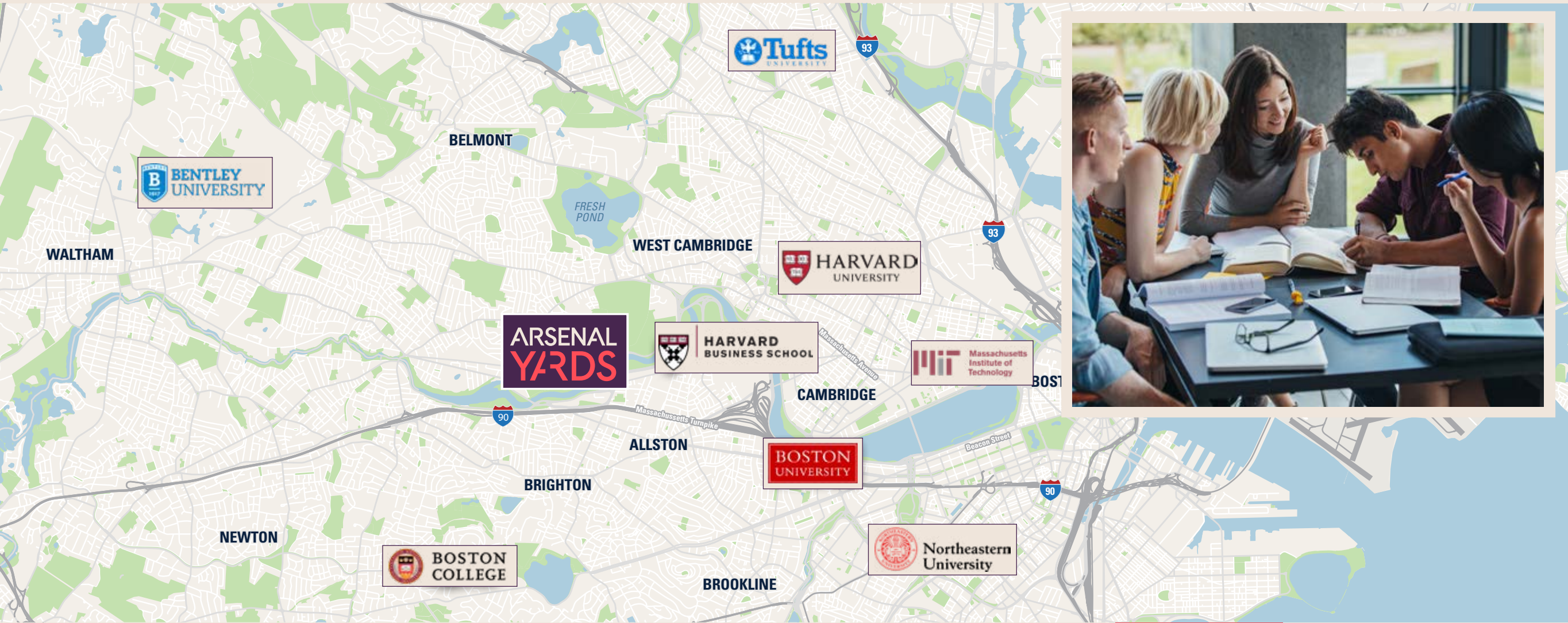
200 Arsenal Yards Blvd.

Current tenants include SQZ, Arkuda and Kymera

Surrounding universities

There are 21 universities and approximately 275,000 college students in Boston’s metro area, including these top seven universities in the Arsenal Yards trade area.

SCHOOL	NUMBER OF STUDENTS
Boston University	32,551
Harvard University	22,000
Northeastern University	20,381
Boston College	14,125
Tufts	20,381
MIT	11,370
Bentley College	4,203



Industry leaders behind Arsenal Yards

Arsenal Yards brings together two companies with proven expertise in East Coast real estate development.

Boylston Properties is a Boston-based real estate developer of urban mixed-use product including retail, residential, hotel, corporate, and research buildings. With 30 years of experience and a contemporary vision, many of Boylston's high visibility projects have become part of the new urban landscape in metropolitan Boston.

The Wilder Companies is a Boston-based real estate development, management and leasing firm specializing in the positioning of retail properties. Wilder's mission has been to create vibrant lifestyle shopping centers, urban properties and mixed-use that exceed the expectations of our customers, retailers, and investors. The Wilder Companies, in its 40 year history, has developed, managed, and leased over 20 million square feet of retail properties throughout the United States and Puerto Rico.



ARSENAL YARDS



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