

READY / SET /

GO

ARSENAL  
YARDS

# Welcome to Arsenal Yards

Just west of Boston, along the Charles River, where Cambridge meets Boston, the next great neighborhood is open.

A one million + square foot mixed-use redevelopment in Watertown, Arsenal Yards is a unique place that offers a curated selection of retail and eclectic dining, exciting entertainment experiences, a hotel, contemporary residences, and creative office and lab space.

- 250,000 square feet of retail
- 300 apartments
- 200,000 square feet of life science/office space
- 150 room hotel

## Stores and Eateries Now Opening



Roche Bros. Market • Majestic 7 • Frank Pepe's Pizzeria • City Works Eatery and Pour House • Shake Shack • Old Navy • Ulta • Tori Jiro • Pokeworks • Ben & Jerry's • Blvd & Bond Apts. • SQZ Biotech • Hampton by Hilton • And More





Cambridge

Boston

Harvard Square

Business School



Science & Engineering School

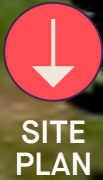


Residence Inn<sup>®</sup> Marriott

ARSENAL YARDS



Watertown







READY / SET /  
**GO**



ACCESS



Easy access by road, public transport, bike and on foot



Arsenal on the Charles Shuttle



Arsenal Yards Shuttle



Public Bus



Bike Paths



Red Line



Framingham/Worcester Line





# ARSENAL YARDS

RESIDENTIAL

OFFICES & UNIVERSITIES

LIFE SCIENCE

## interactive market aerial

Use the navigation at left and the points on the aerial photo to explore relevant developments in the area.

CONTINUE >>

Location

Site Plan

Access

Interactive  
Market Aerial

Neighborhood

Demos/Trade Area

YardWorks

Blvd. & Bond

Photos/  
Renderings

Contact



# A vibrant and successful neighborhood

- 1

**Arsenal on the Charles**  
Large office and retail campus in the renovated historic Arsenal buildings. Encapsulating athenahealth, Branch Line and Bright Horizons Global Headquarters.
- 1A

**Athenahealth**  
Publicly traded healthcare technology company
- 1B

**Branch Line**  
Award-winning restaurant by Boston proprietors Garrett Harket & Andrew Holden
- 1C

**Bright Horizons Global Headquarters**  
500 employees within walking distance to Arsenal Yards
- 2

**Marriott Residence Inn**  
150 room hotel, opened in 2016
- 3

**Arsenal Park**  
Local community park including sports fields, BBQ grills, and skate park
- 4

**Gables Arsenal Street**  
300 new luxury apartments
- 5

**Elan Union Marketplace Apartments**  
280 new luxury apartments
- 6

**Coolidge Square**  
Bustling neighborhood with street retail & restaurants
- 7

**Tufts Health Plan/Spear Street Capital**  
Headquarters with 2,400 employees
- 8

**Harvard Square**  
Highly-trafficked retail & transit hub
- 9

**Harvard**
- 10

**MIT**
- 11

**Boston Landing**  
Dynamic new neighborhood and home to New Balance corporate headquarters, Bruins & Celtic practice facilities









# 10 minute drive time

SiteReports 2020

246,569

2019  
POPULATION

110,521

TOTAL NUMBER  
OF  
EMPLOYEES

\$130,208

AVERAGE  
HOUSEHOLD  
INCOME

\$740,900

AVERAGE  
HOME  
VALUE

3,919

MORE  
HOUSEHOLDS  
BY 2025

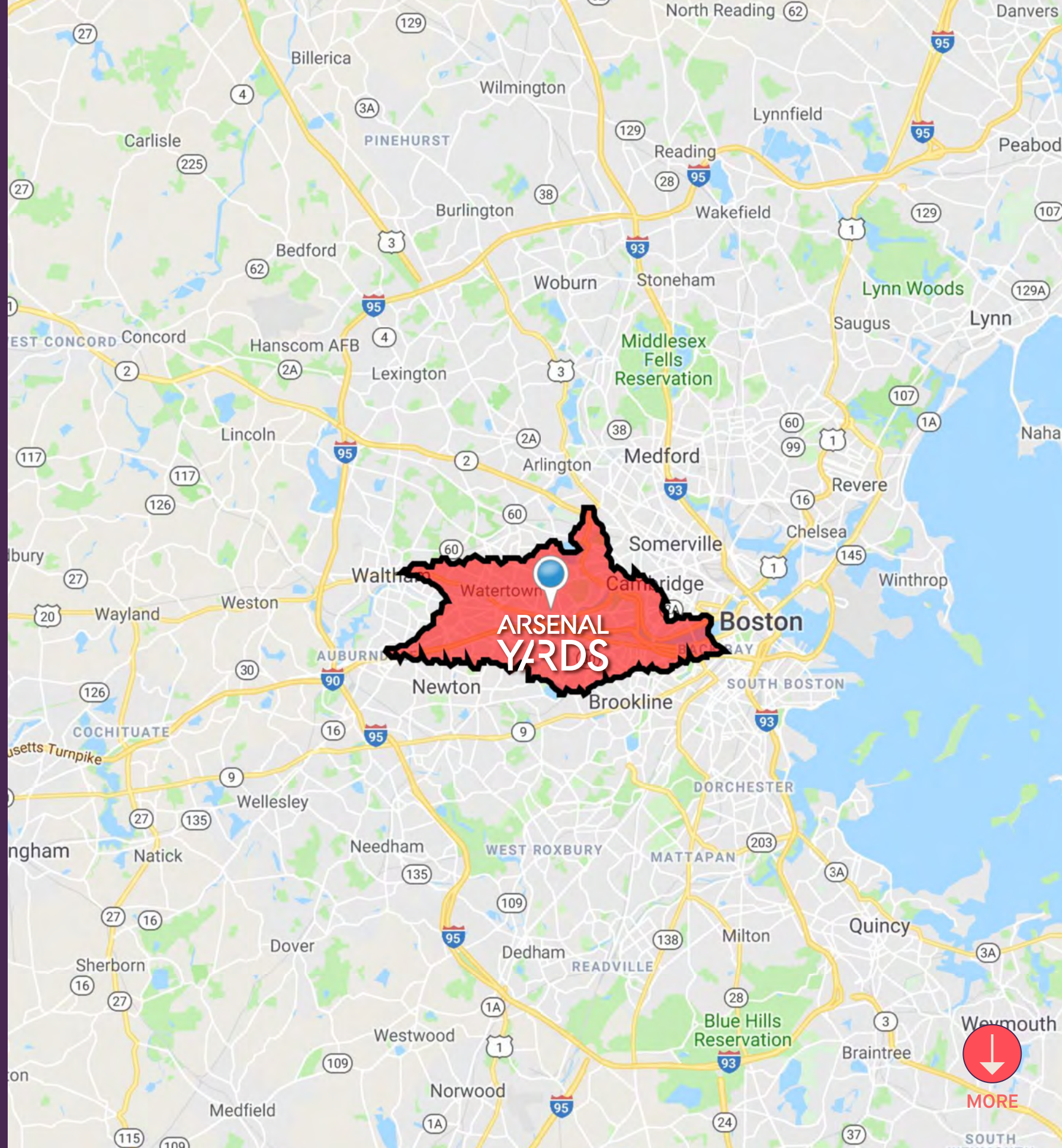
\$3,292

MONTHLY  
HOUSEHOLD  
RETAIL  
EXPENDITURES

71.6%

HOUSEHOLDS  
WITH A COLLEGE  
DEGREE OR  
HIGHER

ARSENAL  
YARDS





# Access the right consumer

## 10 Minute Drive Time

	ARSENAL YARDS	Assembly Row	Chestnut Hill	Burlington Mall	The Seaport District
Estimated Population	246,569	266,011	192,885	58,501	242,624
Estimated Number of Households	103,164	117,859	78,856	22,233	108,980
2016 Estimated Average Household Income	\$130,208	\$129,009	\$165,051	\$151,758	\$129,275
Median Age	34	33	38	42	32
College Degree (BA+)	71.6%	65.1%	74.8%	59.8%	58.8%
Total Employees	110,521	185,191	91,362	68,956	426,978

Source: SitesUSA 2020

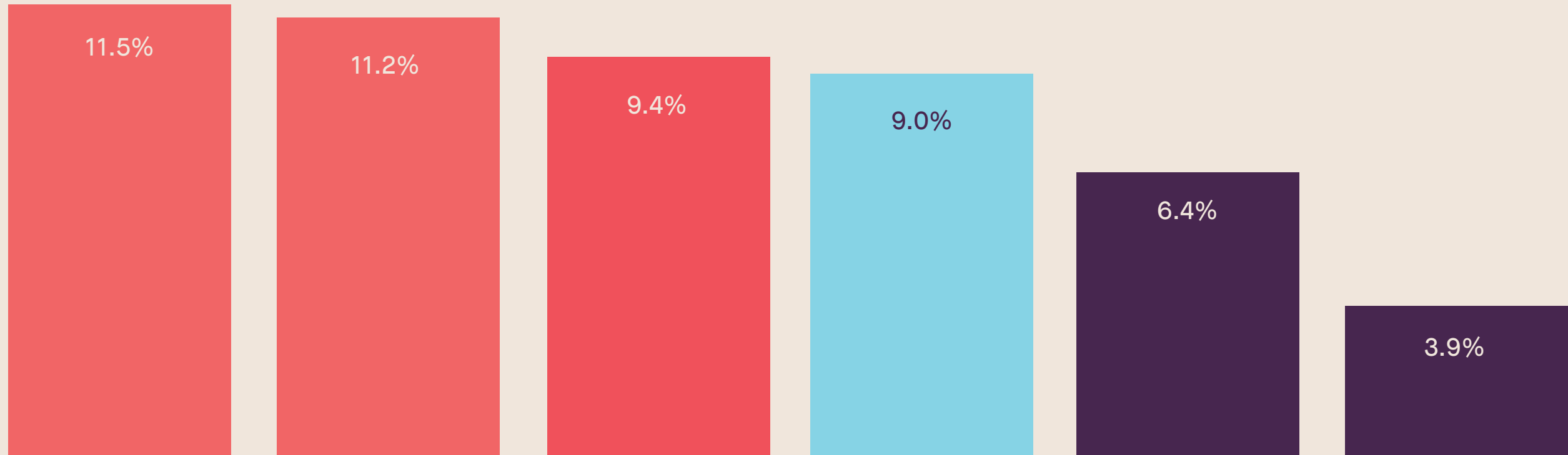


MORE



# An affluent and educated population

10 Minute Drive Time



## Young Coastal Technocrats

These generally young and highly educated professionals in information technology and professional services are prevalent in the growing high-tech centers found in relatively high density urban areas. Most are renters in medium sized apartment complexes.

## Hipsters and Geeks

Young, highly educated, single, and living in the big city. With great jobs in information technology, personal services, and the legal profession, this group is highly geographically concentrated within major technology centers. While they enjoy high incomes, most rent townhomes or apartments in very expensive and the most densely populated housing markets.

## Emerging Leaders

Located in affluent newcomers neighborhoods these are among the most diverse of the upscale segments. These are primarily married couples, many of whom have children, have high incomes and live in owned single family dwellings.

## High Density Diversity

These very diverse neighborhoods mix cultures and languages, singles, couples, and families across the spectrum of ages. These neighborhoods enjoy above average incomes. Housing is generally old and mixed with multi-unit dwellings more common than single family. Their interests lie in the future - babies, bridal, parenting, and fashion.

## One Percenters

Representing approximately one percent of households, they tend to be middle-aged, white married couples with grown children. With incomes nearly three times the national average and very high net worth, these highly educated professionals are consumers of everything, including luxury goods, high end apparel and jewelry, and seasoned global travelers.

## Best of Both Worlds

Working in power occupations in the big city while living in affluent and exclusive suburbs, these affluent and highly educated households, married couple families tend to be on the older side. Commutes to financial jobs are offset by the beautiful neighborhoods they call home, where most own older, very expensive houses.

Source: SitesUSA Panorama 2018: Population within 10 minute drive



MORE



# A growing office market

- Notable Companies In The Area
  - Spear Street Capital taking over Tufts Health Plan headquarters
  - AthenaHealth: 2,200+ employees
  - Mt. Auburn Hospital: 1,969 employees
  - Harvard Univ. Science & Engineering: 1,300 students/101 faculty
  - New Balance: 700 employees
  - Perkins School for the Blind: 500+ employees
  - Bright Horizons: 400 employees

- Biotech employers in Watertown
  - SQZ Biotech
  - Aileron Therapeutics
  - Kala Pharmaceuticals
  - C4 Therapeutics
  - Biomodels
  - Syner G Pharma
  - Dicerna Pharmaceuticals
  - Tetraphase Pharmaceuticals
  - Enanta Pharmaceuticals
  - Forma Therapeutics
- Office square footage in Watertown and surrounding area, including new developments

Within Radii	Class A Inventory
<1 Mile	657,719 SF
<3 Mile	3,299,000 SF
<5 Mile	21,226,886 SF





# Surrounding universities

There are 21 universities and approximately 275,000 college students in Boston’s metro area including these in Arsenal Yard’s 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





# Perfect work life balance

With 200,000 square feet of fully leased life science/ office space and more to come, Arsenal Yards is the place where hundreds of professionals are now moving in to find that at the end of the day doing some shopping, taking in dinner and a movie, or simply having a drink with friends is just steps away.



## YARDWORKS



BLVD.  
& BOND



COMING SPRING 2021

# Three stylish apartment buildings, countless ways to live it up.

At Blvd & Bond, every one of our 300 apartments will be full of style, full of space and full of life. Offering modern technology, beautiful finishes and views of the Charles River, Blvd & Bond will be home to trendsetting renters who are drawn to Arsenal Yards' inclusive community, unique retailers, and abundant natural resources.



blvd & bond





# Discover Urban Access





Now Open



CONTACT





# ARSENAL YARDS

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MORE



# 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.



MORE





# Contact

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