

CambridgeSide Galleria | Cambridge, MA



CambridgeSide Galleria is a one million square foot enclosed urban shopping center, located minutes from downtown Boston, in the heart of the high-tech/bio-tech business community of East Cambridge, Massachusetts. With two of the nation's top educational institutions located within a five mile radius and a trade area exceeding 500,000 people, the mall boasts a young and culturally diverse adult demographic and generates traffic of more than 10 million visitors per year. The center encompasses a unique mix of some of the best specialty retailers and restaurants in the country.

LOCATION

- Highly educated diverse customer base
- 5 major hotels nearby with over 1600 rooms
- Easily accessible by rapid transit, commuter rail, car and pedestrian walkways to the area's finest educational, intellectual, financial and cultural resources

KEY TENANTS

Macy's, Best Buy, Sears, Apple, H&M, Sephora, California Pizza Kitchen, P.F. Chang's China Bistro, The Cheesecake Factory

GLA:

1 million sf

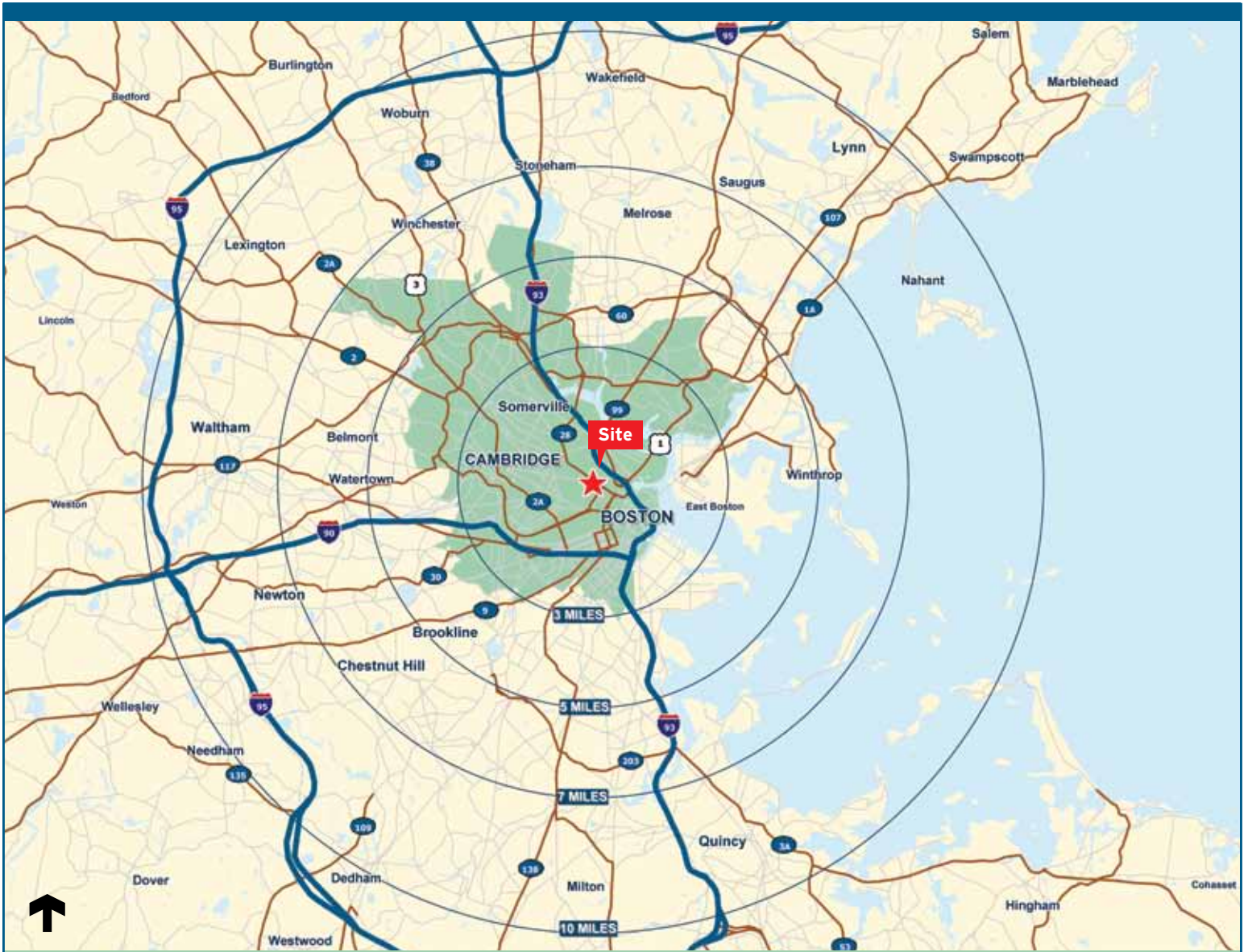
ADDRESS:

100 CambridgeSide Place
Cambridge, Massachusetts
02141
Middlesex County



New England Development
One Wells Avenue
Newton, Massachusetts 02459
617-965-8700

CambridgeSide Galleria | Cambridge, MA



DEMOGRAPHICS

- More than 10 million visitors per year
- CambridgeSide Galleria's customer base is made up of four distinct markets: area office workers, local college students, tourism and residents.

TRADE AREA DEMOGRAPHICS (2010)	3 MILES	5 MILES	7 MILES	10 MILES
Population	437,808	939,496	1,287,207	1,764,330
Estimated Households	177,402	369,342	499,415	683,839
Average Household Income	\$90,356	\$83,169	\$87,239	\$89,652
Number of Businesses	36,925	51,966	63,035	84,293
Total Number of Employees	679,033	846,330	955,481	1,219,024

CambridgeSide Galleria | Cambridge, MA

MARKET AERIAL



- **Office Market:** Surrounded by 18.7 million sf of office and R&D space
- **Student Market:** Cambridge is home to four colleges including Harvard and MIT with a student population of over 40,000 students; attracts a strong influx from Boston University located just across the river with a student population of approximately 28,800 students.
- **Residential Market:** Surrounded by high-income condominiums and apartments with over 2,900 units ranging from \$300,000 to in excess of \$1 million. Within walking distance, the NorthPoint development will bring 2,700 new residences within the next 20 years. Several new buildings opened in 2008.
- **Tourism Market:** Boston and Cambridge attract approximately 17 million visitors each year. 38% of overnight Boston/Cambridge visitors participate in shopping, compared to the US average of 25%. Number of Cambridge Hotels: 14. Number of Rooms: 3,264. Hotel Marlowe, a Kimpton Hotel, with 236 rooms, has direct access to CambridgeSide. Royal Sonesta, with 400 rooms, is located directly across the street.

CambridgeSide Galleria | Cambridge, MA



New England Development

One Wells Avenue, Newton, Massachusetts 02459 | 617-965-8700 | www.neddevelopment.com