



ARSENAL YARDS

The *pulse* of Cambridge. The *power* of the City. Watertown, MA

THE SCENE

Location & Access	04
Retail & Opportunities	05
Events	07
Social Media Stats	08
Residential Market	09

ARSENAL YARDS

Bld & Bond	10
Demographics	11
Life Science/Lab/Office	12
Surrounding Universities	13
Our Development Team	14

Welcome to ...



Just west of Boston, where the vibe of Cambridge meets the energy of the city, you'll find Arsenal Yards, Watertown, MA.

This isn't just another development; it's a one million+ square foot neighborhood, reimagined and beaming with liveliness that is redefining urban life.

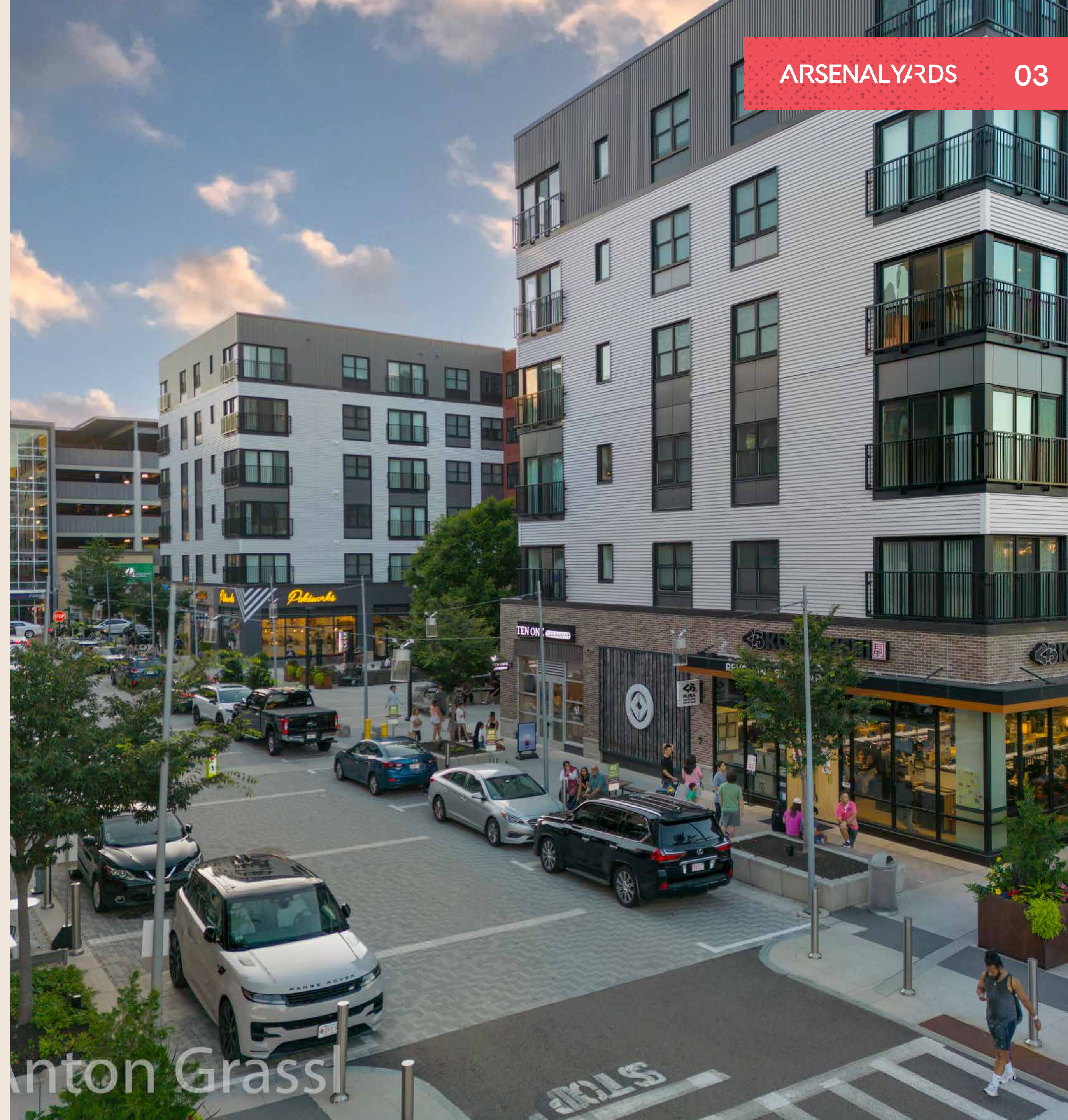
Picture a space where essential retail and boutique fitness seamlessly blend with immersive dining experiences, where you can enjoy the latest movies or relax at home in style.

Arsenal Yards has it all, ensuring there is something for everyone.

Get excited—your new urban adventure awaits!

ARSENALYARDS

03



Anton Grassl

CAMBRIDGE

BOSTON

ARSENALYARDS

04

Location & Access

Watertown serves as a vital connector between Cambridge, Boston, and the suburbs. This diverse, urban edge city continues to gain strategic importance for several reasons: beyond Boston's boundaries, the growing need for businesses to locate near larger talent pools, and the evolution of commuting, working, shopping, and entertainment patterns. As these trends converge, Watertown's position as a connection point has become more crucial than ever.

Arsenal Yards is the prevalent anchor destination for area residents, workers, and over 4.5 million visitors in 2024. It offers free parking, bike stands, blue bikes, zip cars, and EV chargers, offering unmatched convenience for guests.



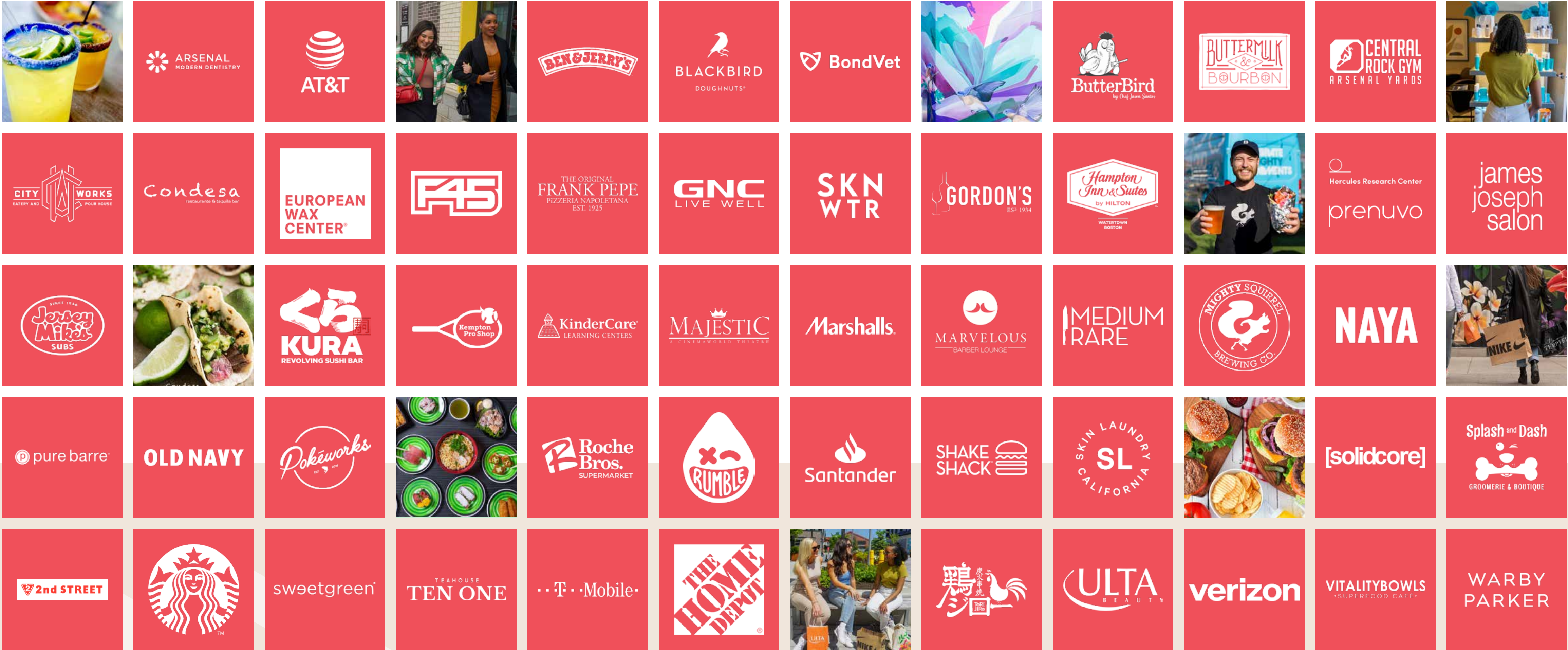
READY, SET, GO

Accessible in Every Direction

- Vehicles
- Public Transportation
- Shuttles
- Bike Paths
- By Foot
- Free Parking

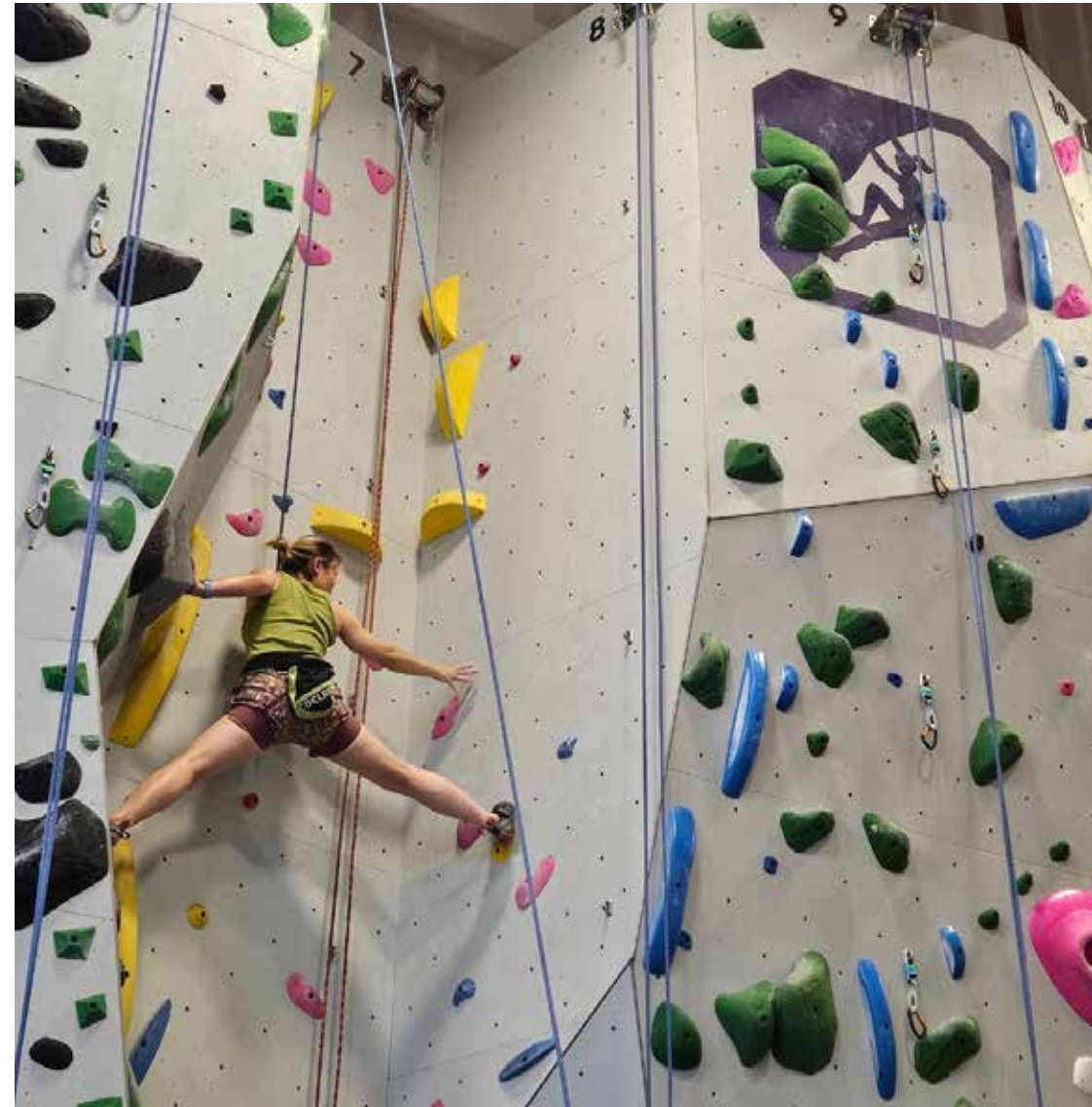
Retail

With high consumer demand (4.21M visits in 2025) for new and different offerings and a uniquely curated merchandise mix, Arsenal Yards is a go-to destination where you can shop, eat, work, live, and enjoy entertainment.



Opportunities

The modern vibe, infrastructure, and thoughtfully designed layout creates an inviting atmosphere that encourages community exploration and engagement.



Signature Events

The incredibly popular Arsenal Yards signature events bring the community together through food, live music, entertainment, local talent, and unique shopping experiences while supporting meaningful local causes.



Stick A Fork In It! (June): Arsenal Yards' sold-out food festival with live entertainment benefits the Watertown Community Foundation.



Fall Festival (September): A family-friendly event with games, live entertainment, and donations for the Watertown Food Pantry.



Watertown's Got Talent (October): A community talent show raising money benefiting the Watertown Community Foundation.



Holiday Outdoor Market (November): A Sunday market with 40+ vendors, thousands of attendees, and strong retailer support.

Holiday Season

Our holiday events create festive, family-friendly moments with activities, giving opportunities, and beloved traditions that celebrate the season's spirit.



Black Friday Gift Drive + Celebration: A festive event with family activities and a gift drive for local charities.



Holiday Character Extravaganza: Families take free photos with Santa, the Grinch, and other beloved holiday characters.



Hanukkah Lighting Ceremony + Celebration: A menorah lighting with performances, Gelt Drops, and festive treats.

Social Media

Arsenal Yards' social media and email subscriptions showcase our vibrant, happening destination, with strong engagement and growing reach that reflects the energy of our community.

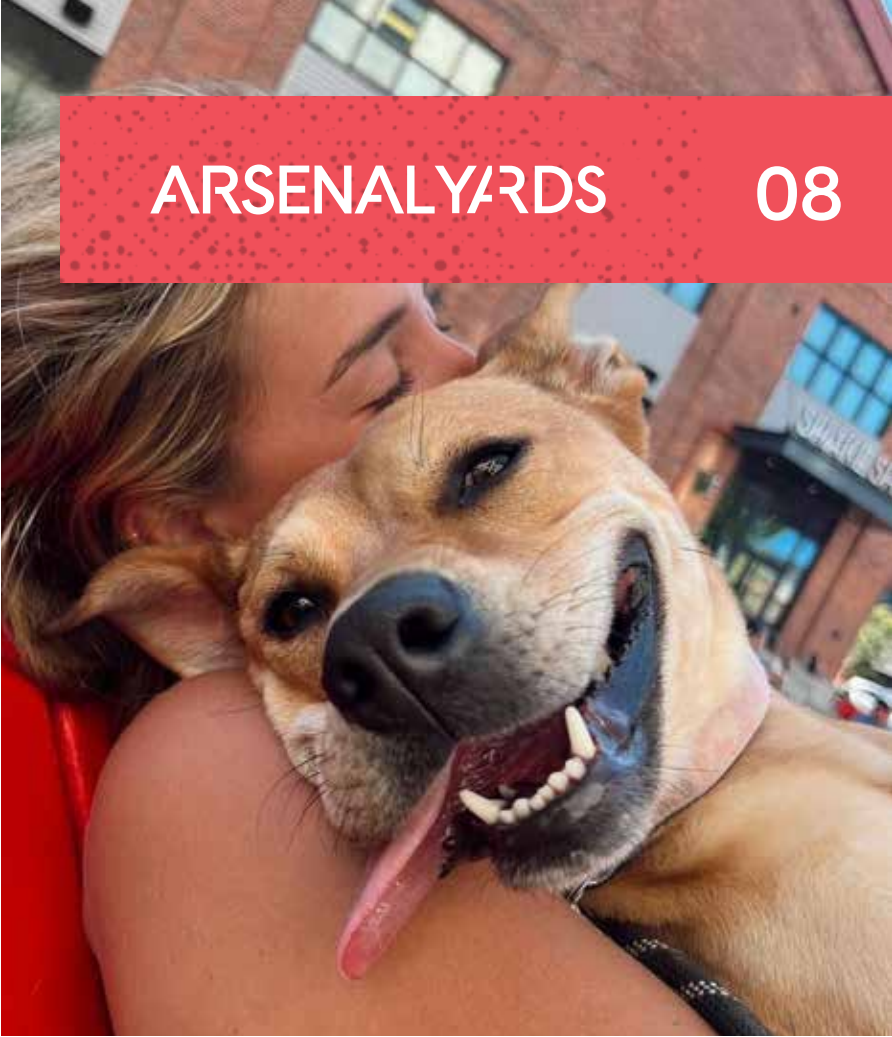
OUR STATS TELL OUR STORY

Our Social Media Presence

 14k Facebook Followers

 15.8k Instagram Followers

 11k+ Email Subscribers



Verra

Continuum

365 Western Ave

Telford 180

BOSTON LANDING
COMMUTER RAIL

Radius

Packard Crossing

Trac 75

Lanterna at
Boston Landing

1550 on the Charles

Private
Residences
& Condos

Blvd & Bond

AY

WATERTOWN

Arsenal Apts./Condos

Charlesbank
Apartment HomesWatertown
SquareElan Union
MarketGables
Arsenal Street

Residential Market

Watertown continues to be an attractive place to live, offering an ideal mix of urban convenience and suburban charm.

Home prices have surged approximately 49% in the past year, reaching a median of \$965,000, while average rents now stand at \$2,850/mo.

With it's proximity to Boston, thriving local businesses, and strong community amenities, Watertown continues to draw new businesses and residents year over year.

B 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.

LIVE IT UP Stylish Living

Residential demand has been very high.
Leasing and occupancy are consistently strong.



Demographics

within an 80% trade area

2026 Advan Research

DAYTIME POPULATION	AVERAGE HOME VALUE	AVERAGE HOUSEHOLD INCOME
3.14M	\$1.1 M	\$184.8K
TOTAL HOUSEHOLDS	MEDIAN HH INCOME	COLLEGE DEGREE (BA+)
953.54 K	\$133 K	55%

- Personas

EDUCATED URBANITES (10%):

#1. URBANISTS

MEDIAN INCOME: \$118.01K

MEDIAN AGE 37

#2. HIGH RISERS (10%)

MEDIAN INCOME: \$78.47K

MEDIAN AGE 34

WEALTHY SUBURBAN FAMILIES (6%)

#3 BACKYARD BLISS

MEDIAN INCOME: \$98.84K

MEDIAN AGE 43

ULTRA WEALTHY FAMILIES (5.5%)

#4 EXCLUSIVE EXBURBS

MEDIAN INCOME: \$168.79K

MEDIAN AGE 43

ULTRA WEALTHY FAMILIES (5%)

#5 TECH TITANS

MEDIAN INCOME: \$168.79K

MEDIAN AGE 43

YOUNG PROFESSIONALS (5%)

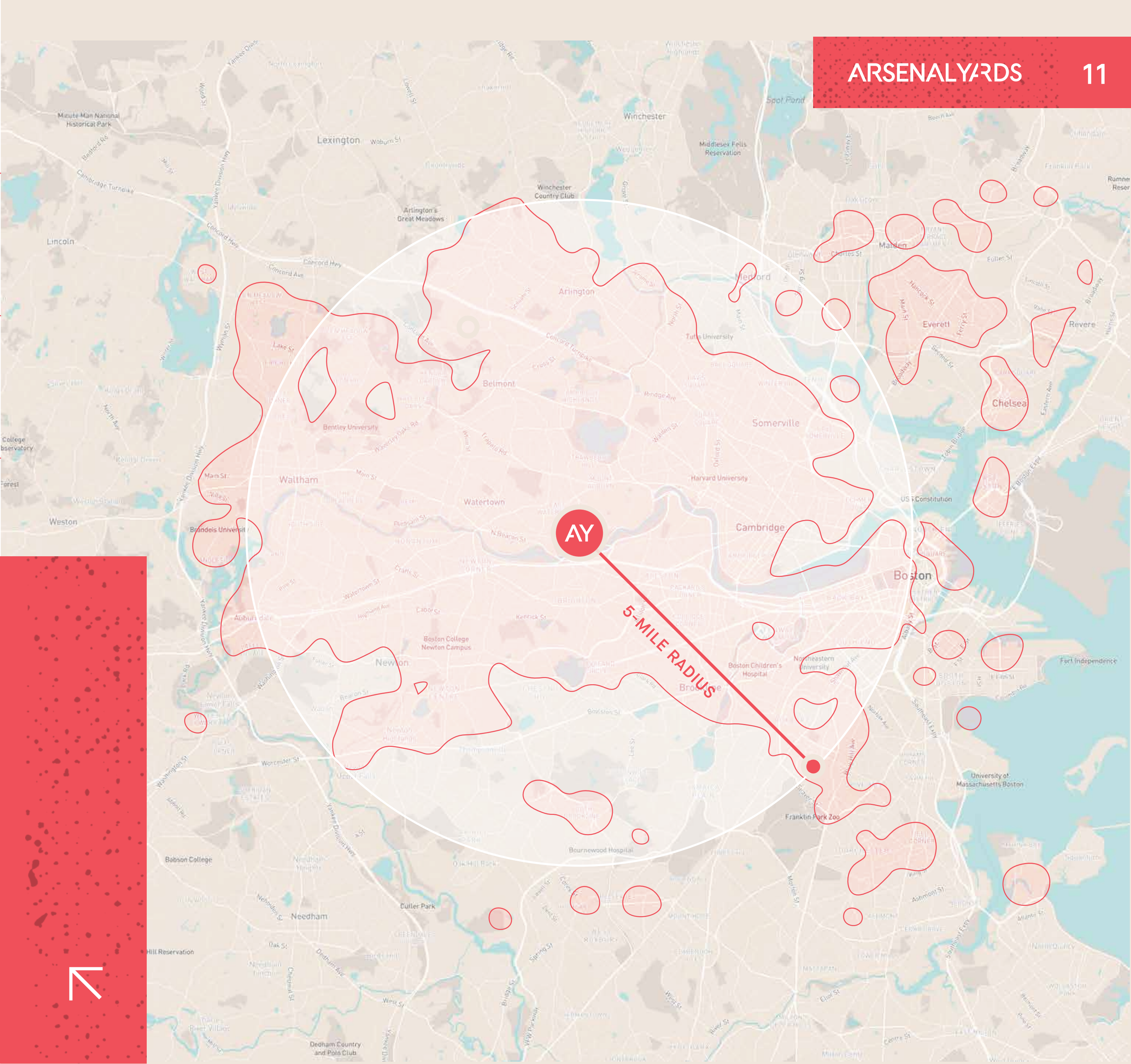
#6 COLLEGE

MEDIAN INCOME: \$20.63K

MEDIAN AGE 23

SOURCE: ADVAN RESEARCH 2026

PERSONALIVE DEMOGRAPHICS REFERS TO THE INDIVIDUAL AND HOUSEHOLD-LEVEL DEMOGRAPHIC DATA INTEGRATED INTO PERSONALIVE BY SPATIAL.AI, A REAL-TIME BEHAVIORAL AND PSYCHOGRAPHIC CONSUMER SEGMENTATION PLATFORM. RATHER THAN RELYING SOLELY ON TRADITIONAL CENSUS STATISTICS, IT COMBINES BASIC DEMOGRAPHICS (LIKE AGE, INCOME, AND MARITAL STATUS) WITH LIVE MOBILE MOVEMENT, SOCIAL MEDIA ACTIVITY, AND SPENDING HABITS TO CLASSIFY U.S. HOUSEHOLDS INTO 80 DISTINCT BEHAVIORAL SEGMENTS.



Life Science/Lab Office Space

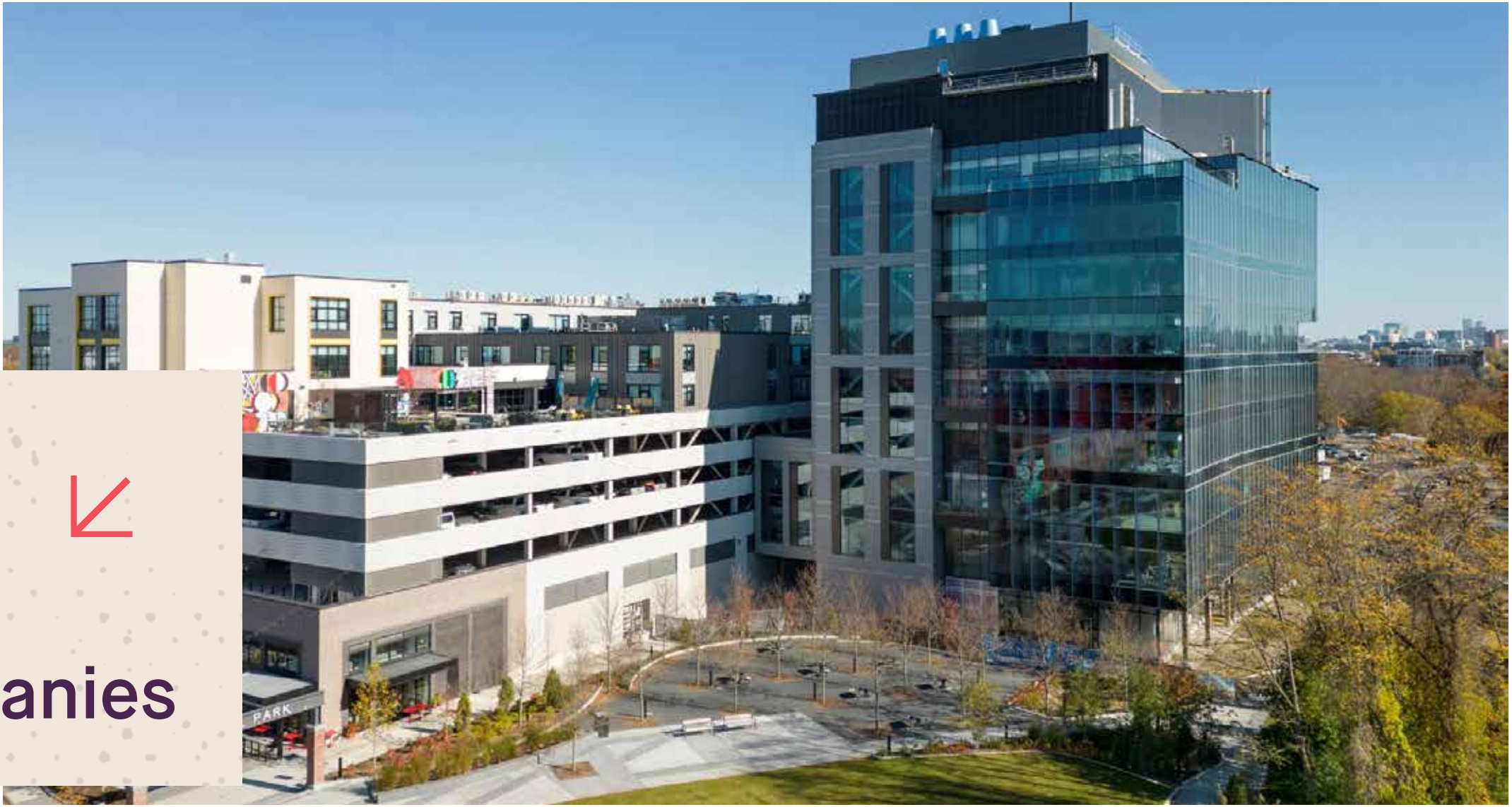
Consisting of three buildings, Arsenal Yards is home to Life Science properties 100 Forge, 500 Forge, and 200 Arsenal Yards Blvd.



500 Forge is a gateway to groundbreaking science. This building is the transformation of One Arsenal Marketplace, in the heart of the amenity-rich Arsenal Yards, into 158,680 sq ft of dynamic new space for life science companies.



200 Arsenal Yards Blvd., a uniquely restored and state of the art life science and office space. Housed in a historic building, this 108,818 sq ft lab building provides our forward-thinkers a space to let their science thrive.



100 Forge, the first purpose-built lab building in Watertown stands at 130', affording our tenants with one of the greatest views of the Boston skyline. A landmark 165,600 sq ft workplace where scientists are inspired to connect, explore, and innovate.



LIFE SCIENCE/LAB
OFFICE SPACE SF

432,498 sf

APPROXIMATE
EMPLOYEES

1,500

ARSENAL YARDS
IS HOME TO

10+ companies



Surrounding Unviersities

There are over 360,000 higher education students in Boston’s metro area, including these top seven universities within the Arsenal Yards trade area.

SCHOOL	STAFF / FACULTY	STUDENT POPULATION
BOSTON UNIVERSITY	10,000 ±	37,557
HARVARD UNIVERSITY	19,777	24,596
NORTHEASTERN UNIVERSITY	4,225	36,628
BOSTON COLLEGE	3,500 +	15,234
TUFTS	4,000	13,274
MIT	17,180	11,920
BENTLEY UNIVERSITY	1,000 +	4,350

Industry Leaders Behind Arsenal Yards

Arsenal Yards brings together two companies with proven expertise in commercial 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 repositioning 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

ARSENAL YARDS



Arsenal Yards
130 Arsenal Yards Boulevard
Watertown, MA 02472
www.arsenalyards.com

Contact

LEASING

Maria Salvatore
(617) 519 9327
msalvatore@wilderco.com



BOYLSTON PROPERTIES

800 Boylston Street #1390
Boston, MA 02199
617 262 4646
www.boylstonproperties.com

wilder

800 Boylston Street #1300
Boston, MA 02199
617 247 9200
www.wilderco.com