



# 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.

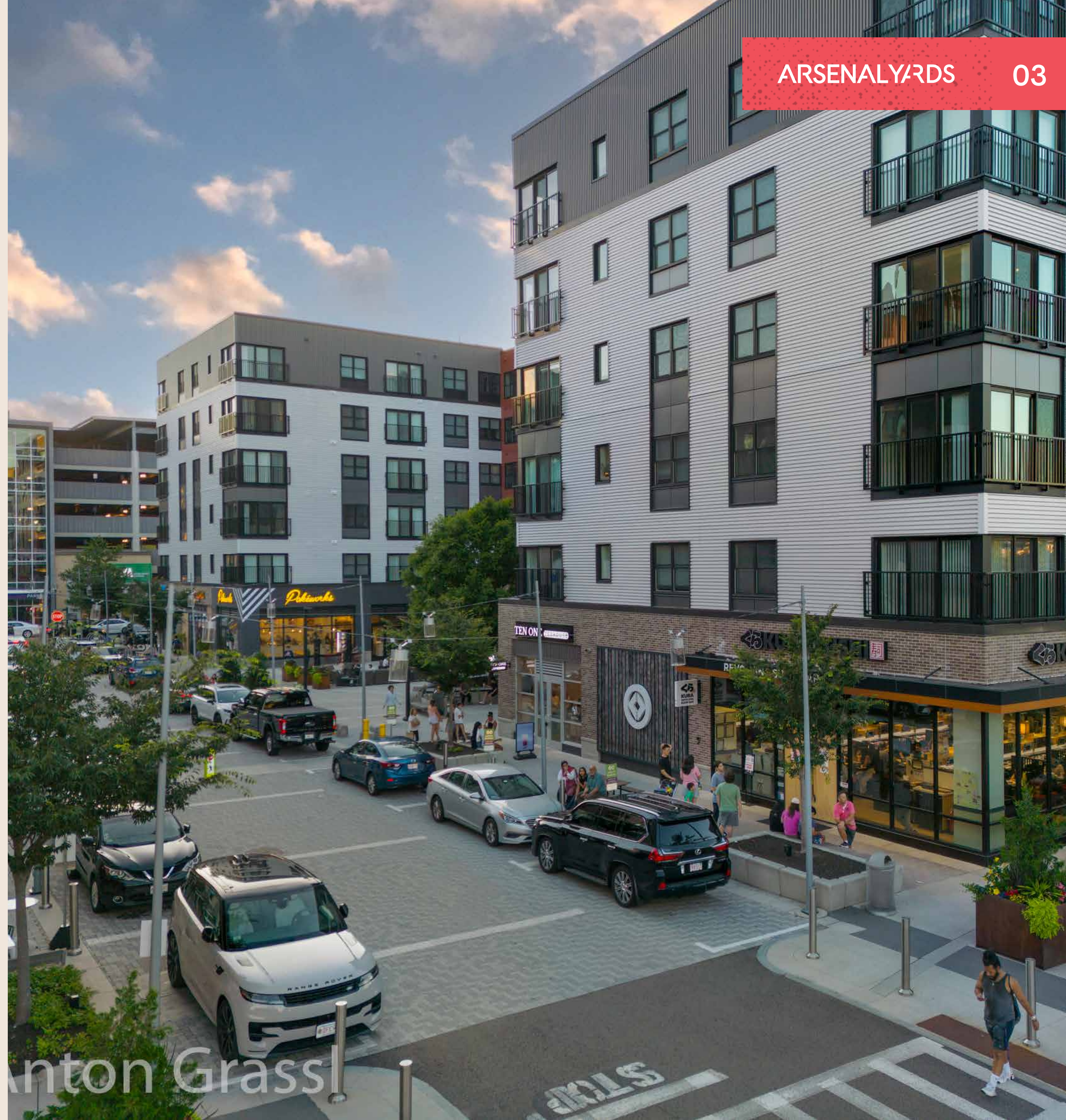
Picture a space where essential retail and boutique fitness seamlessly blend with immersive dining experiences, where you can enjoy the latest movies or relax at home in style.

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.



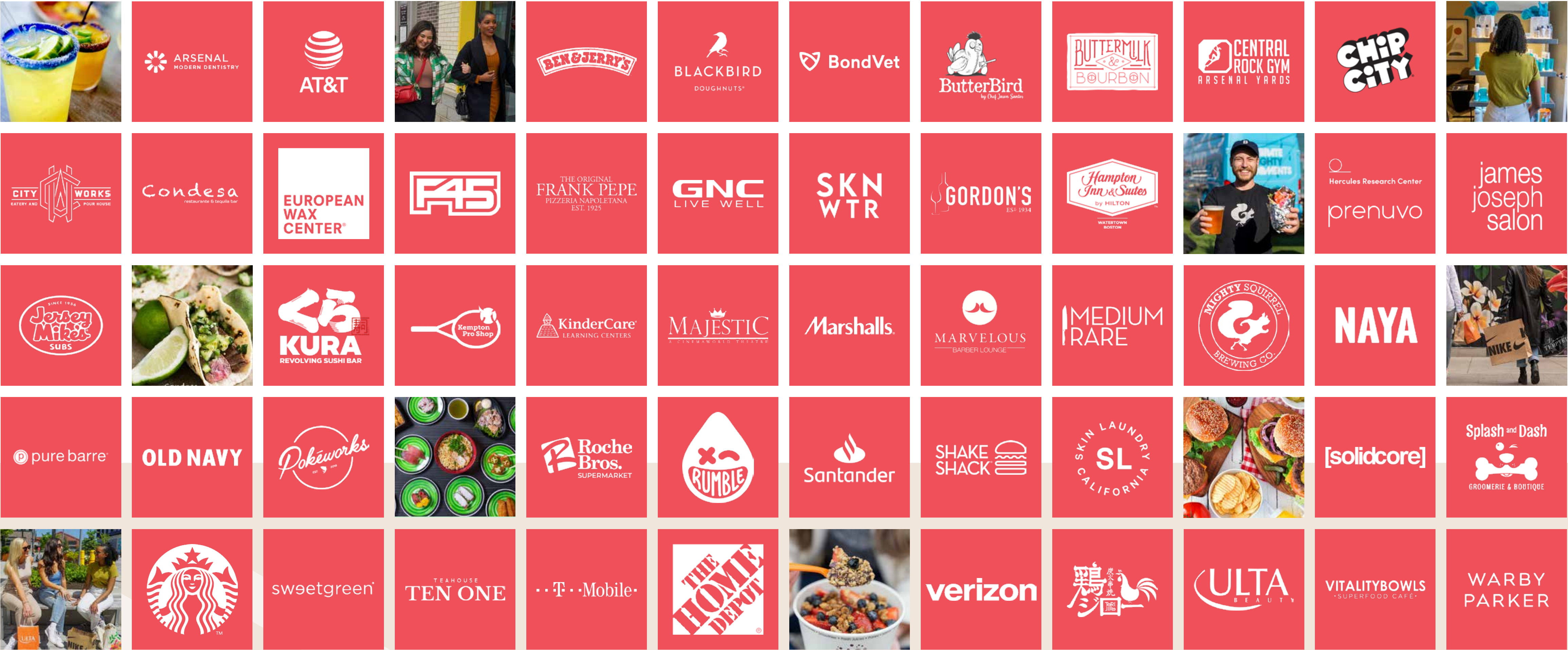
READY, SET, GO

### Accessible in Every Direction

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

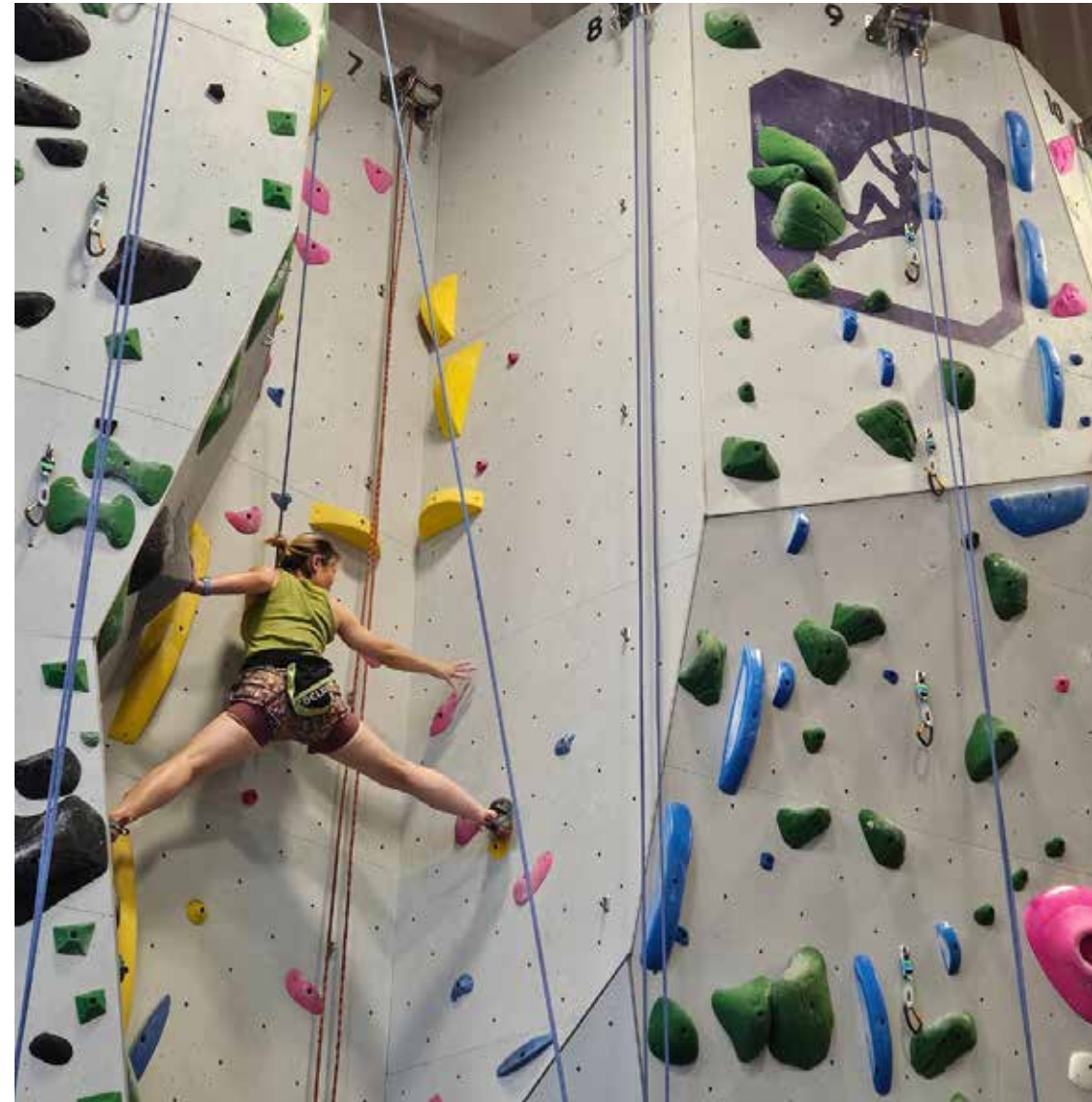
Retail

With high consumer demand (4.5m visits in 2024) 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 create an inviting atmosphere that encourages 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.

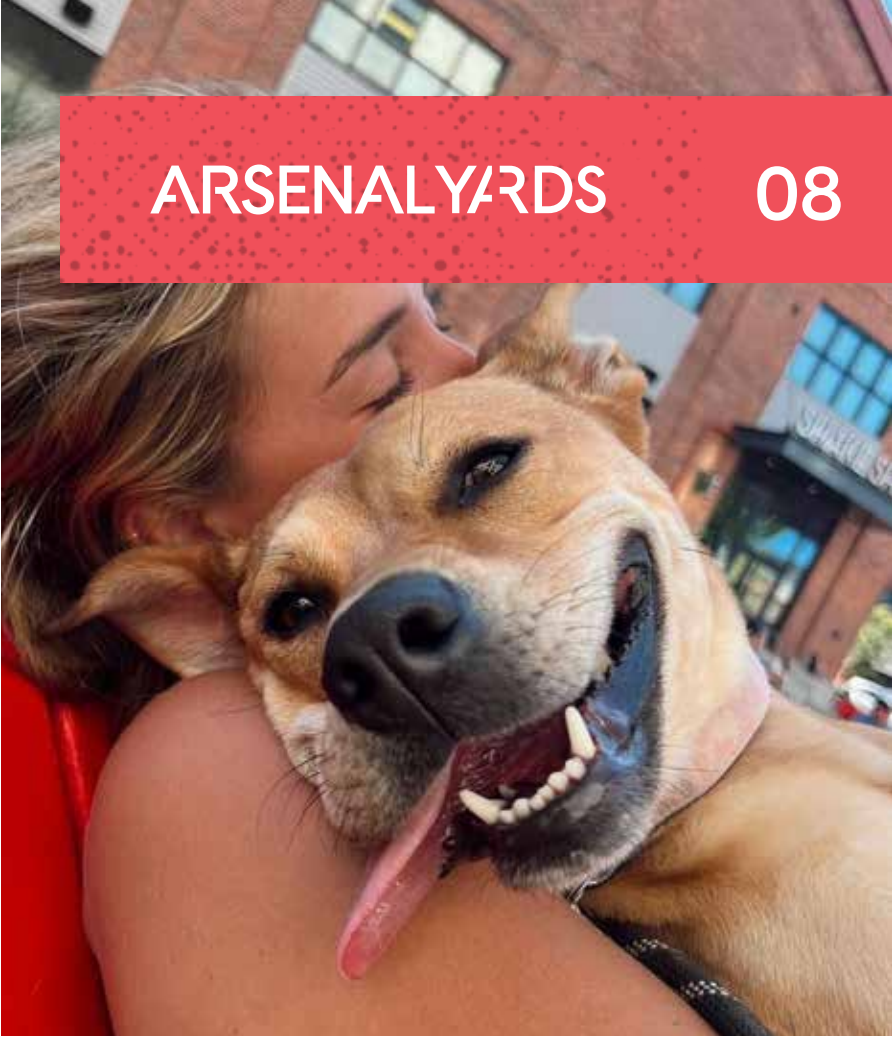
OUR STATS TELL OUR STORY

## Our Social Media Presence

 14k Facebook Followers

 14.7k Instagram Followers

 11k+ Email Subscribers



## 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.

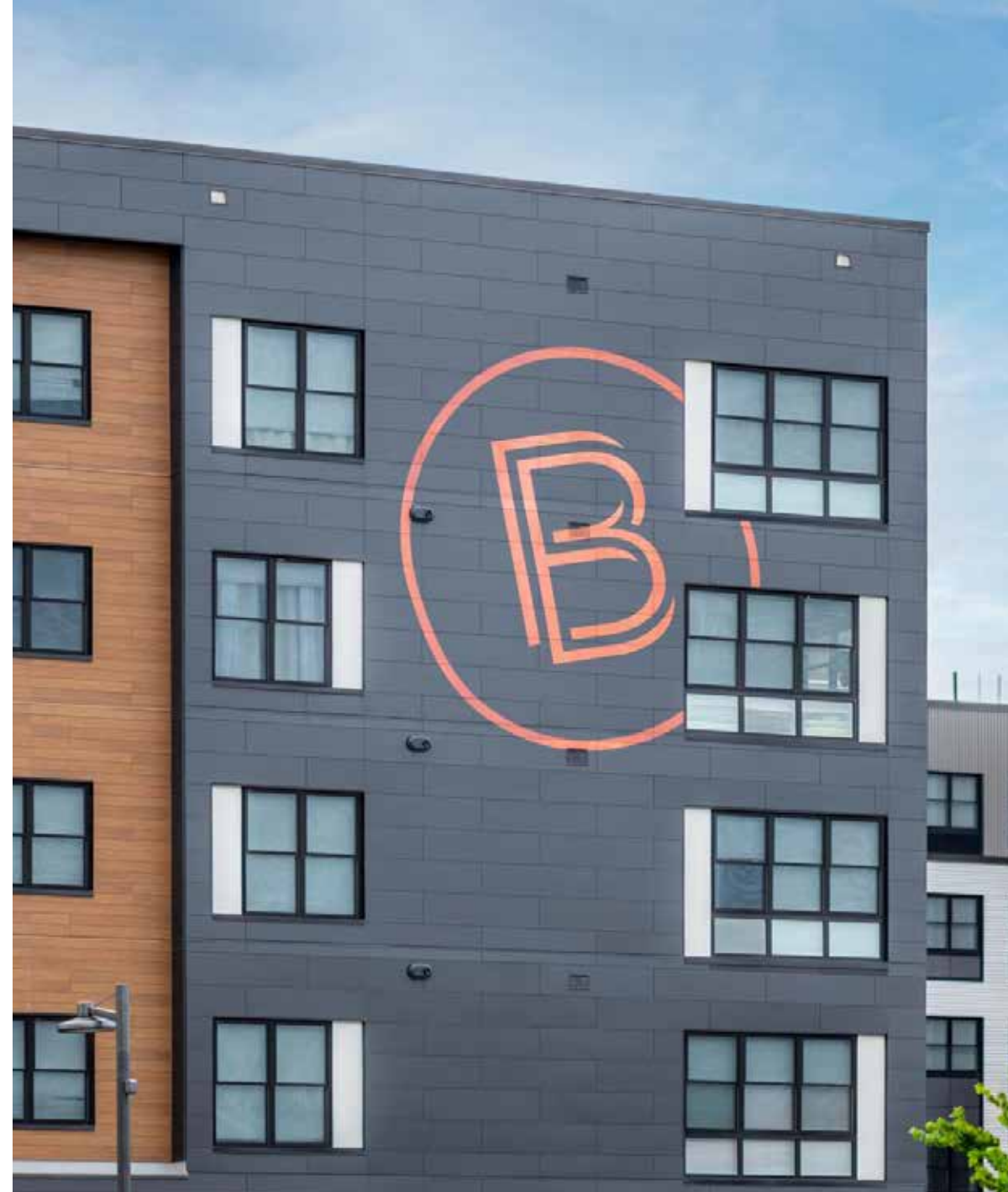




Arsenal Yards is home to Blvd. & Bond: three unique buildings offering a total of 302 apartments ranging from studios up to three bedrooms.

## LIVE IT UP Stylish Living

Residential demand has been very high.  
Leasing and occupancy are consistently nearly 95%  
Leased.



# Demographics

within an 80% trade area

2023 POPULATION

975,012

TOTAL EMPLOYEES

694,226

HOME VALUE AVG.

\$1.19M

HOUSEHOLD INCOME AVG.

\$152,487

ADD'L HOUSEHOLDS BY 2028

+4,804

DISPOSABLE INCOME AVG. PER HOUSEHOLD

\$100,748

COLLEGE DEGREE (BA+)

62.7%

## Personas

**EDUCATED URBANITES (32.4%):**  
High income, highly educated, Warby Parker-wearing young professional in densely populated areas.

- Age: 25-34
- Income: \$125K-\$200K+
- Households with Children: 13-16%
- Homeownership: 20-40%

**YOUNG PROFESSIONALS (19.1%)**  
Early-career, high-income young professionals renting near city centers or in nice, dense suburbs.

- Age: 25-34
- Income: \$100-\$125k
- Households with children: 10-26%
- Homeownership: 25-52%

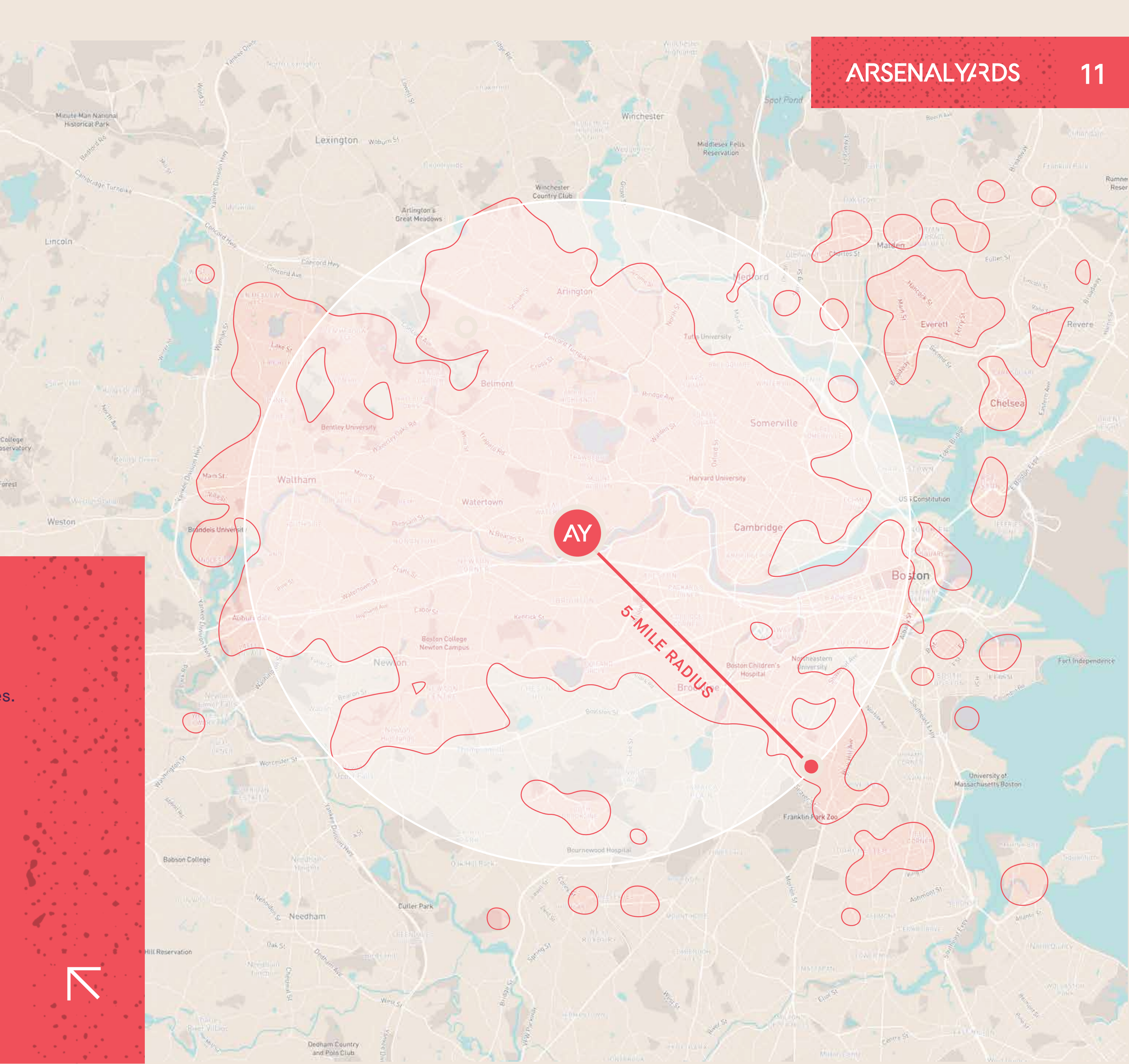
SOURCE: PLACER.AI 2025

**ULTRA WEALTHY FAMILIES (15.3%)**  
High-income families living in wealthy enclaves on the outskirts of major cities.

- Age: 45-54
- Income: \$200k+
- Households with Children: 42%
- Home Ownership: 89%

**SUNSET BOOMERS (9.6%)**  
Retired and mostly single households renting in classy urbanareas.

- Age: 65-74
- Income: \$100-\$125k
- Households with Children: 17%
- Home Ownership: 56%



# Life Science/Lab Office Space

Consisting of three buildings, Arsenal Yards is home to 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 108,000 sq ft lab building provides our forward-thinkers a space to let their science thrive.

LIFE SCIENCE/LAB  
OFFICE SPACE SF

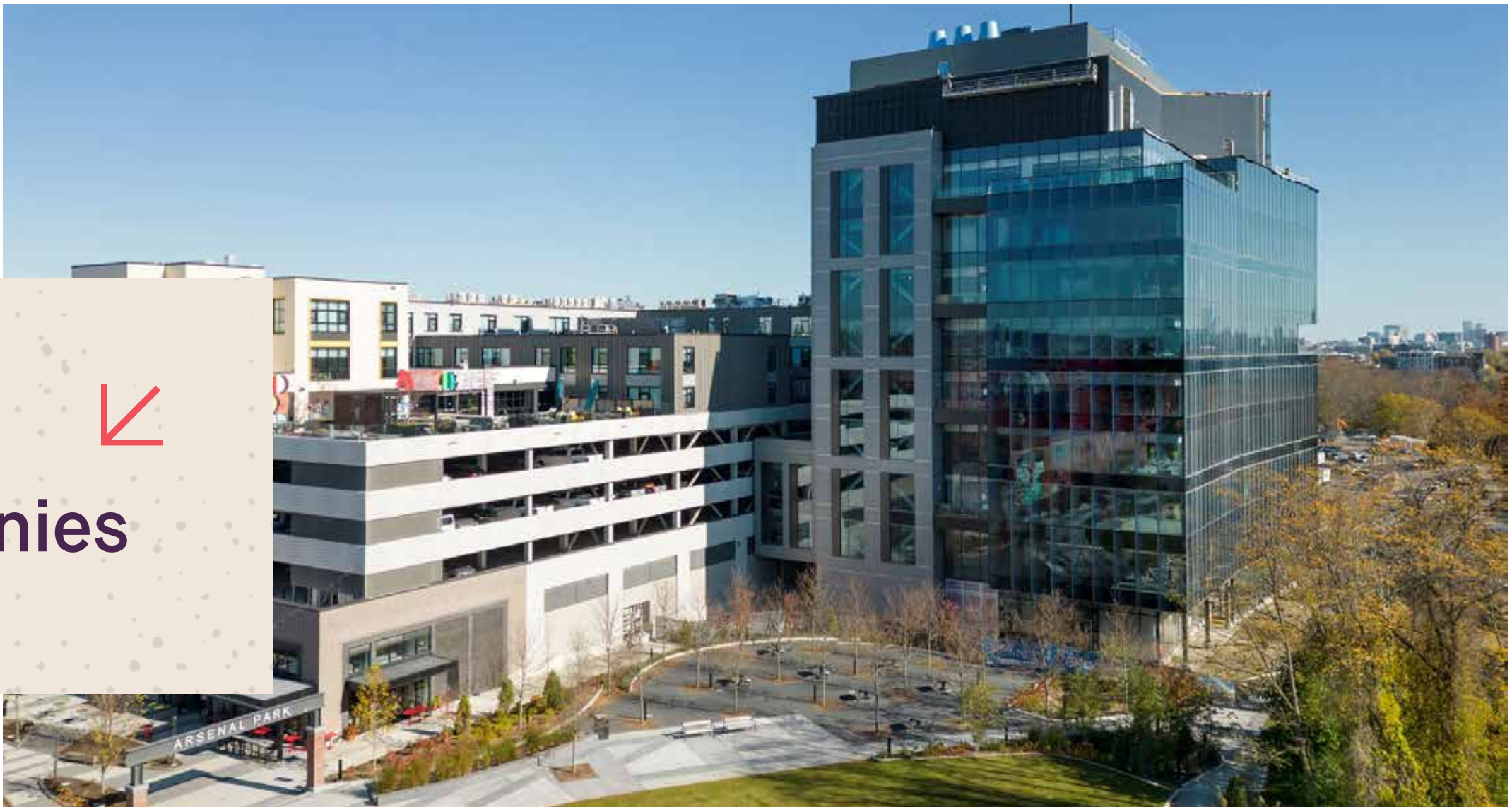
432,498 sf

APPROXIMATE  
EMPLOYEES

1,000

ARSENAL YARDS  
IS HOME TO

8 companies



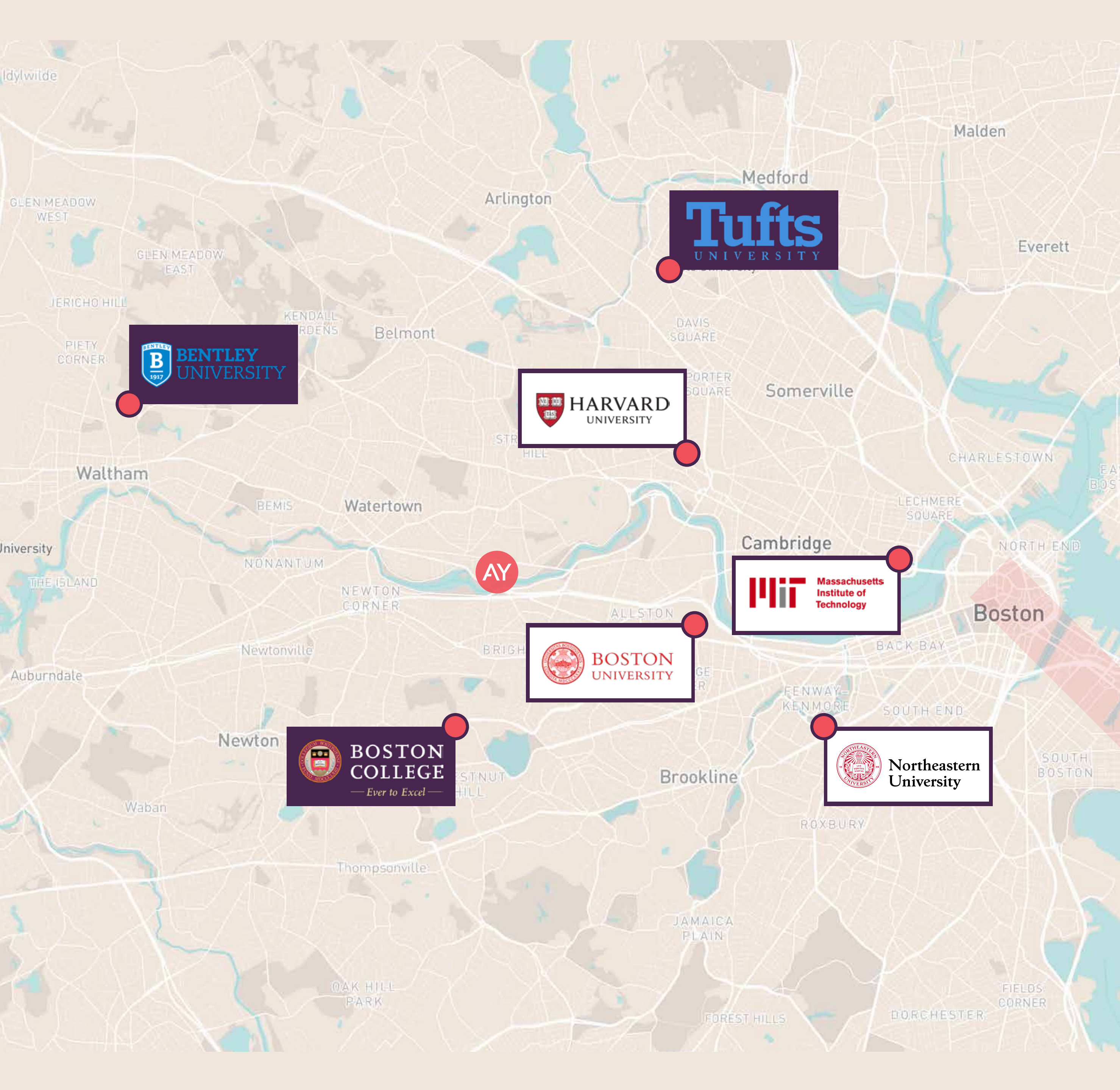
100 Forge, the first purpose-built, 165,600 sq ft lab building in Watertown stands at 130', affording our tenants with one of the greatest views of the Boston skyline. A landmark workplace where scientists are inspired to connect, explore, and innovate.



## 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.

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