

ARSENAL YARDS

WATERTOWN / MA

READY / SET /

GO



WELCOME TO



An urban edge city, Watertown is the connector between Cambridge and Boston and the suburbs. With the expansion 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
- 400,000 SF Life Science/lab/office



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, Bluebikes and Zipcars, 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
Condesa • Buttermilk & Bourbon • Starbucks • Pokeworks
Old Navy • Kura Sushi • Taffer's Tavern • and more



EVENTS

AY



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



SOCIAL MEDIA



INSTAGRAM
11.7K
followers



FACEBOOK
10.5K
followers



EMAIL
DATABASE
11K



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.

ARSENAL YARDS

RESIDENTIAL

Arsenal Apts./Arsenal Park Condominiums

Horizon East/Charles River Towers/Cross Roads

Radius

Gables Arsenal Street

Elan Union Market

Telford 180

Lantera at Boston Landing

Continuum

Trac 75

1550 Soldiers Field Road & 21 Soldiers Field Place

Packard Crossing



MORE

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 consistently strong, with all three buildings 97% leased.



5 mile radius

Placer.Ai 2023

827,279

2022
POPULATION

654,381

TOTAL NUMBER
OF
EMPLOYEES

\$153,697
AVERAGE
HOUSEHOLD
INCOME

\$1.24M
AVERAGE
HOME
VALUE

7,382

MORE
HOUSEHOLDS
BY 2027

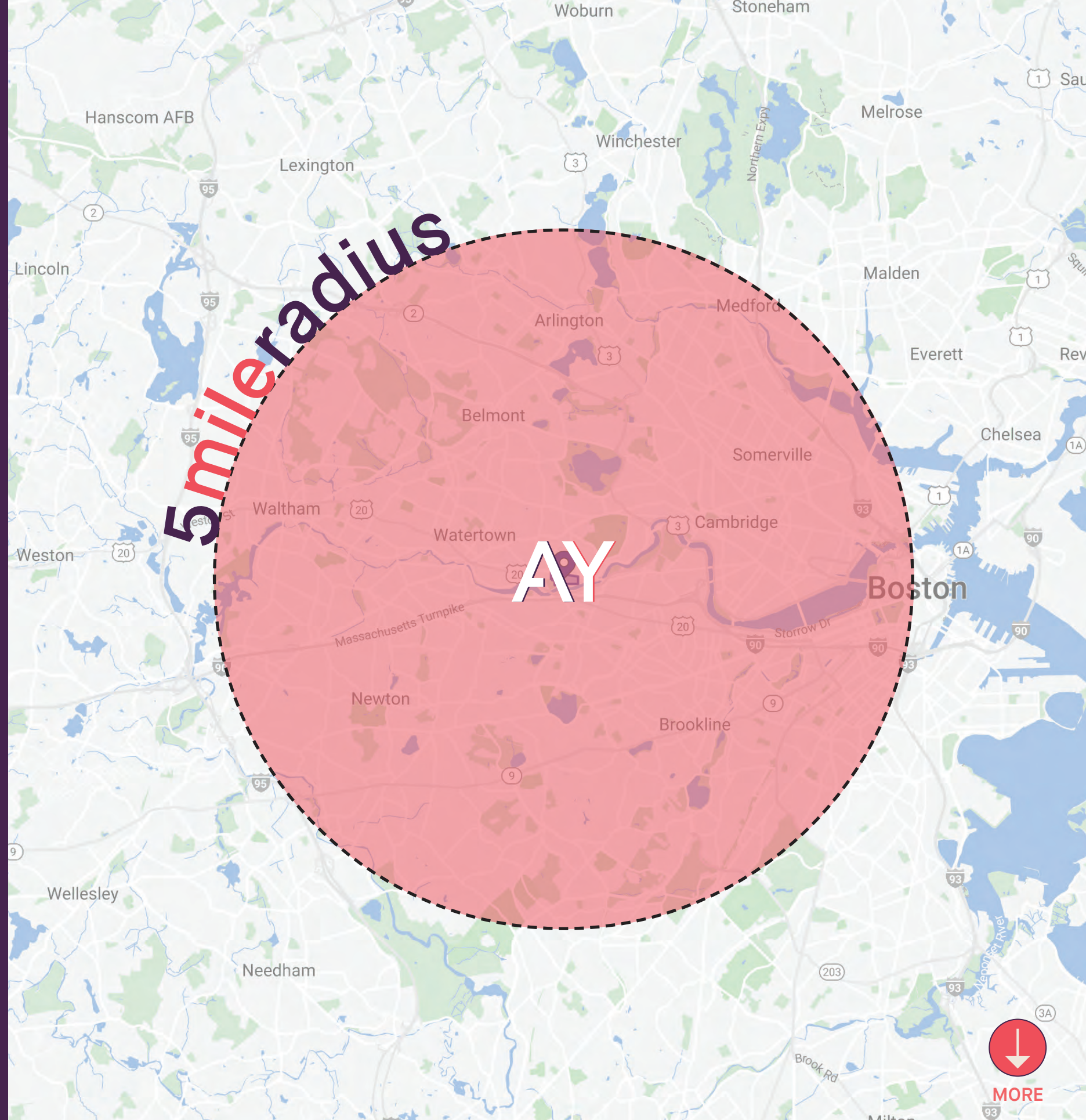
\$90,189

HOUSEHOLD
MEDIAN
DISPOSABLE
INCOME

70%

HOUSEHOLDS
WITH A COLLEGE
DEGREE OR
HIGHER

ARSENAL
YARDS



MORE

Access the right consumer

5 Mile Radius

2022 Estimates	ARSENAL YARDS	Assembly Row	Chestnut Hill	Burlington Mall	The Seaport District
Estimated Population	827,279	907,557	624,475	173,706	856,238
Estimated Number of Households	350,592	381,445	246,251	66,181	354,042
Estimated Average Household Income	\$153,697	\$136,761	\$150,076	\$181,305	\$130,058
Median Age	37	37	36	45	37
College Degree (BA+)	70%	58%	68%	63%	53%
Total Employees	526,919	773,185	398,588	141,747	741,711

Source: 2023 Placer.AI



A growing office market

Arsenal Yards is the retail and food & beverage amenity for Watertown's robust 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
- Average salary \$170,000



MORE



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

Once completed in 2023, AY will be home to 10 companies and approximately 1500 employees.

100 Forge

A 9 story, state-of-the-art building, opened in 2022

500 Forge

Opening 2023

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



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

Contact

LEASING

Kerry Dowling
(617) 896 4945
kdowling@wilderco.com

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