



# PORTER SQUARE SHOPPING CENTER

23 White Street | Cambridge, MA

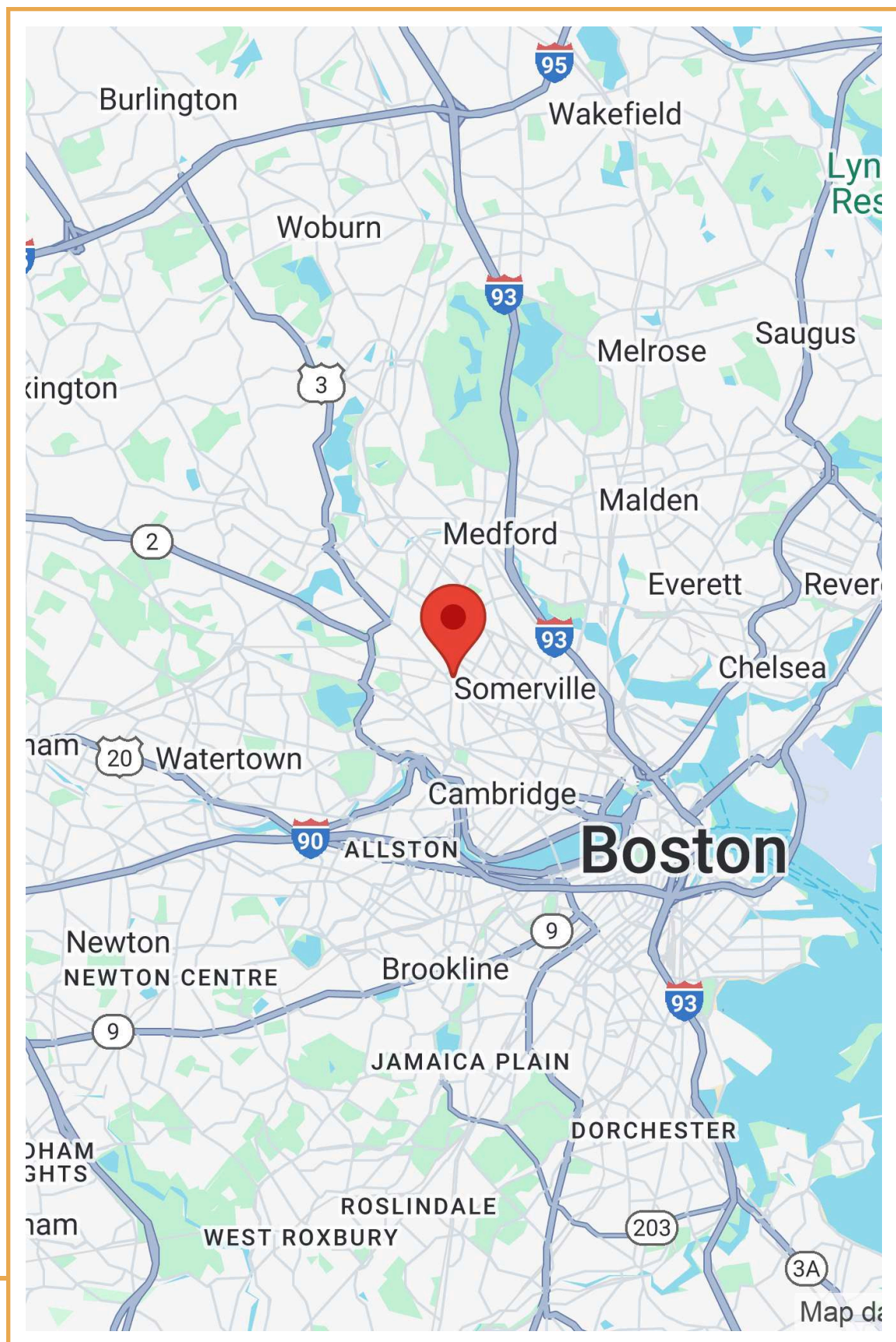
- STAR MARKET
- TAGS HARDWARE
- MICHAELS
- HEALTHWORKS
- CVS





## Trade Area

In the heart of Cambridge, MA, Porter Square Shopping Center is a high-traffic, high-energy retail destination. Located at the busy intersection of Massachusetts Avenue and Somerville Avenue—with over 17,000 vehicles passing daily—it's a go-to shopping spot for locals and visitors alike. With a population of over 663,000 within a 15-minute drive and 71% of residents within 3 miles holding a bachelor's degree or higher, the area is educated, affluent, and engaged. The average household income within a 3 mile radius of Porter Square for 2024 was almost \$125,000.



## PORTER SQUARE SHOPPING CENTER

23 White Street | Cambridge, MA

STAR MARKET

TAGS HARDWARE

MICHAELS

HEALTHWORKS

CVS



wilder





# PORTER SQUARE SHOPPING CENTER

23 White Street | Cambridge,MA

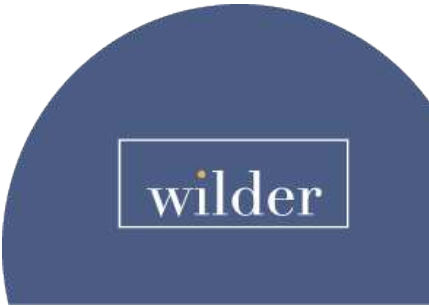
IN 2024 THE CENTER  
WELCOMED 2.8  
MILLION VISITORS

AVG. HH INCOME  
WITHIN 3 MILES WAS  
ALMOST \$125,000

2024 Estimates	3 Miles	5 Miles	15 Minute Drive
POPULATION	362,725	965,110	663,418
AVERAGE INCOME	124,355	115,241	123,245
MEDIAN AGE	33	34	38
POPULATION WITH BACHELORS DEGREE	71%	65%	69%

Source: 2025 Placer.Ai - 2024 Pop Stats

- STAR MARKET
- TAGS HARDWARE
- MICHAELS
- HEALTHWORKS
- CVS







## About Wilder

Wilder is a Boston-based real estate development, management, and leasing firm specializing in the positioning of retail properties. Privately held and owner managed, Wilder's mission has been and continues to be to create vibrant shopping places that meet and exceed the expectations of our customers, retailers, and investors.

From lifestyle centers, urban properties, and community centers to mixed-use developments and super-regional malls, Wilder, 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.

The company continues to have a diverse portfolio of properties throughout the East Coast.



## For More Information



**Deb Di Meo**, SENIOR VICE PRESIDENT, Leasing  
[ddimeo@wilderco.com](mailto:ddimeo@wilderco.com)  
617.309.7231