



PORTER SQUARE SHOPPING CENTER

23 White Street | Cambridge, MA

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



Right at the crossroads of Massachusetts Avenue and Somerville Avenue, Porter Square Shopping Center is a familiar and well-loved part of Cambridge life. With over 17,000 cars passing by each day and the Porter Square MBTA station just steps away, it's a place where convenience meets community. The center sees over 2.8 million visits a year, and it's not just about foot traffic—it's about the deep connection people have to this destination. For many in the neighborhood, Porter Square Shopping Center isn't just where they shop; it's part of their weekly rhythm, a familiar spot where routines unfold and memories are made. Locals return often—averaging 6.5 visits annually—whether it's for groceries at one of the state's top-performing Star Market locations, grabbing a bite with friends, or simply taking care of everyday errands. It's a place that feels like home.



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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

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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



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