



PORTER SQUARE SHOPPING CENTER

23 White Street | Cambridge, MA

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



The shopping center is anchored by Star Market, a top-performing store in the state, and is located in a unique, affluent, transit-oriented urban neighborhood. The Porter Square MBTA station nearby serves over 1,500 riders daily, making it easy to access. The shopping center is a bustling destination, with over 2.3 million visits in 2023. The junction of Somerville and Massachusetts Avenues at the entrance sees more than 17k vehicles per day.



Porter Square Shopping Center is a popular retail destination located in Cambridge, MA. It attracts over 400,000 loyal customers and witnesses a bustling flow of over 17,000 vehicles daily. The square has an affluent demographic, with 55% of residents earning over \$100,000 and 35% earning more than \$150,000, making it an ideal location for thriving businesses.



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STAR MARKET

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VISITS INCREASED
17% YOY IN 2023 TO
2.1M

AFFLUENT
DEMOGRAPHIC ~ 55%
OF RESIDENTS EARN
\$100K +

2023 Estimates	3 Miles	5 Miles	15 Minute Drive
POPULATION	360,176	958,965	661,155
AVERAGE INCOME	158,312	155,646	164,263
MEDIAN AGE	33	33	34
POPULATION WITH BACHELORS DEGREE	71%	64%	69%

Source: Placer.Ai - 2023 Pop Stats





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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