



ROCHESTER CROSSING

160 WASHINGTON STREET | ROCHESTER, NH

- _____
KOHL'S + SEPHORA
- _____
PETSMART
- _____
LOWE'S HOME CENTER
- _____
DOLLAR TREE
- _____
BUFFALO WILD WINGS



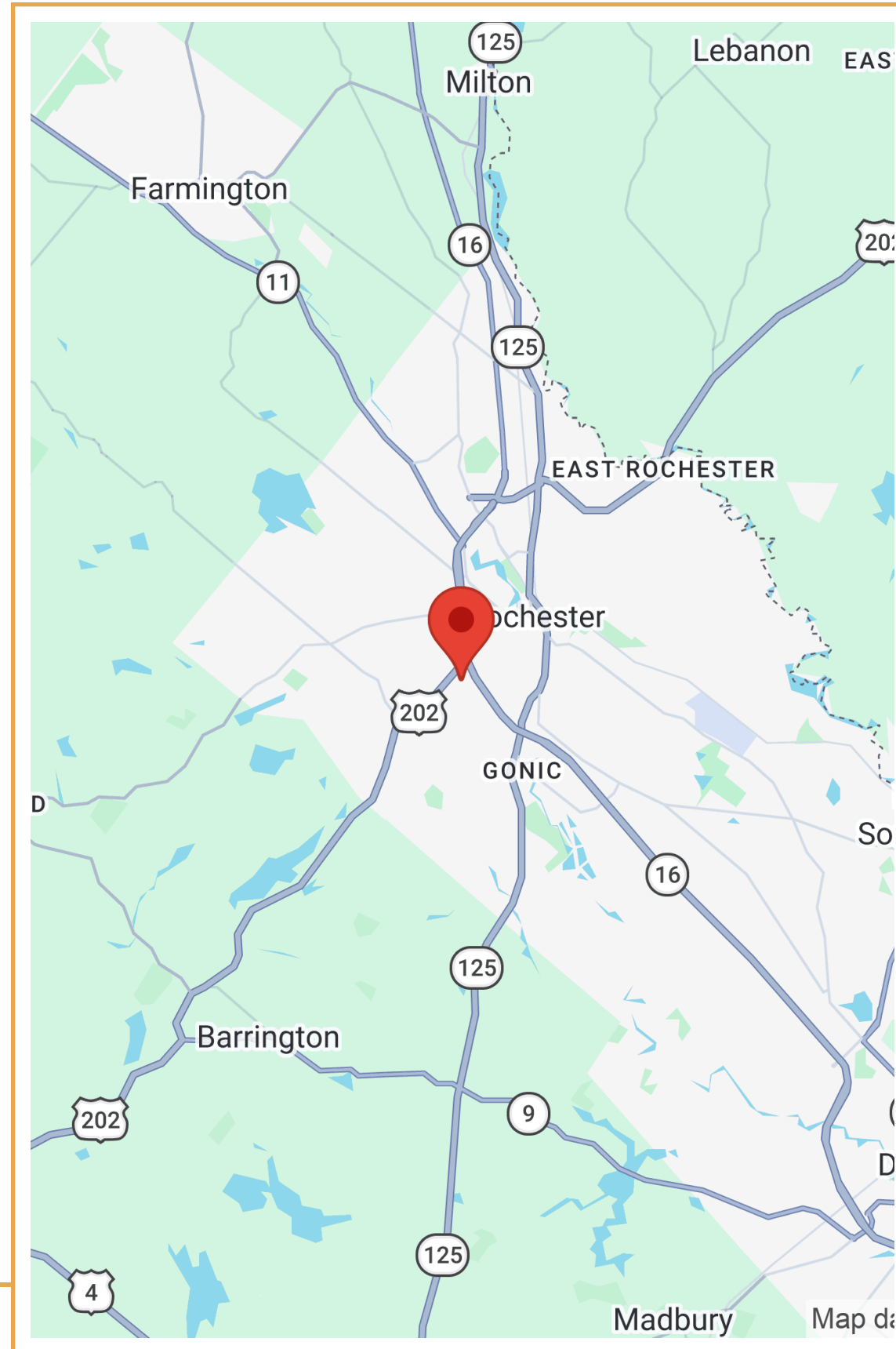
A Retail Hub

Rochester Crossing serves a robust trade area of approximately 270,000 residents, extending across the Lakes Region of New Hampshire and “The Berwicks” in Southern Maine. A well-established retail hub, the center recorded 2.2 million visits in 2025, underscoring its role as a high-performing, regionally significant shopping destination.



Location and Traffic

Located in New Hampshire’s Seacoast Region—a market known for tax-free shopping and strong regional draw—this retail destination offers exceptional accessibility and highway visibility just minutes from the Maine state line.



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2025 Estimates

	5 Miles	10 Miles	Trade Area (80%)
POPULATION	42,870	110,010	270,010
DAYTIME POPULATION	33,850	94,670	237,960
AVERAGE INCOME	111,400	113,500	105,900
MEDIAN AGE	45	43	45

Source: 2026 Advan Research

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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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