

WS

CHARLES RIVER CENTER



78% OF VISITS come from customers who visit 10+ TIMES ANNUALLY

Source: Placer.ai, 2023

A Convenient Destination With Regional Appeal

Charles River Center offers an expansive tenant mix that, along with neighboring Stallbrook Marketplace and Crossroads Shopping Center, **serves a trade area of over 666,000 people.** This regional shopping destination pulls directly from several affluent suburbs and attracts commuters who work in the city but prefer their shopping closer to home.

Route 126 and I-495 link the three centers, creating a **pocket of retail with tremendous regional pull** – this is the best and only place in the area for this variety and selection.



Location & Access

- Easy access via highly-trafficked Route 126 and I-495
- 5 miles from Franklin/Foxboro commuter rail •
- 30 miles from Providence, RI and 40 miles from Boston, MA





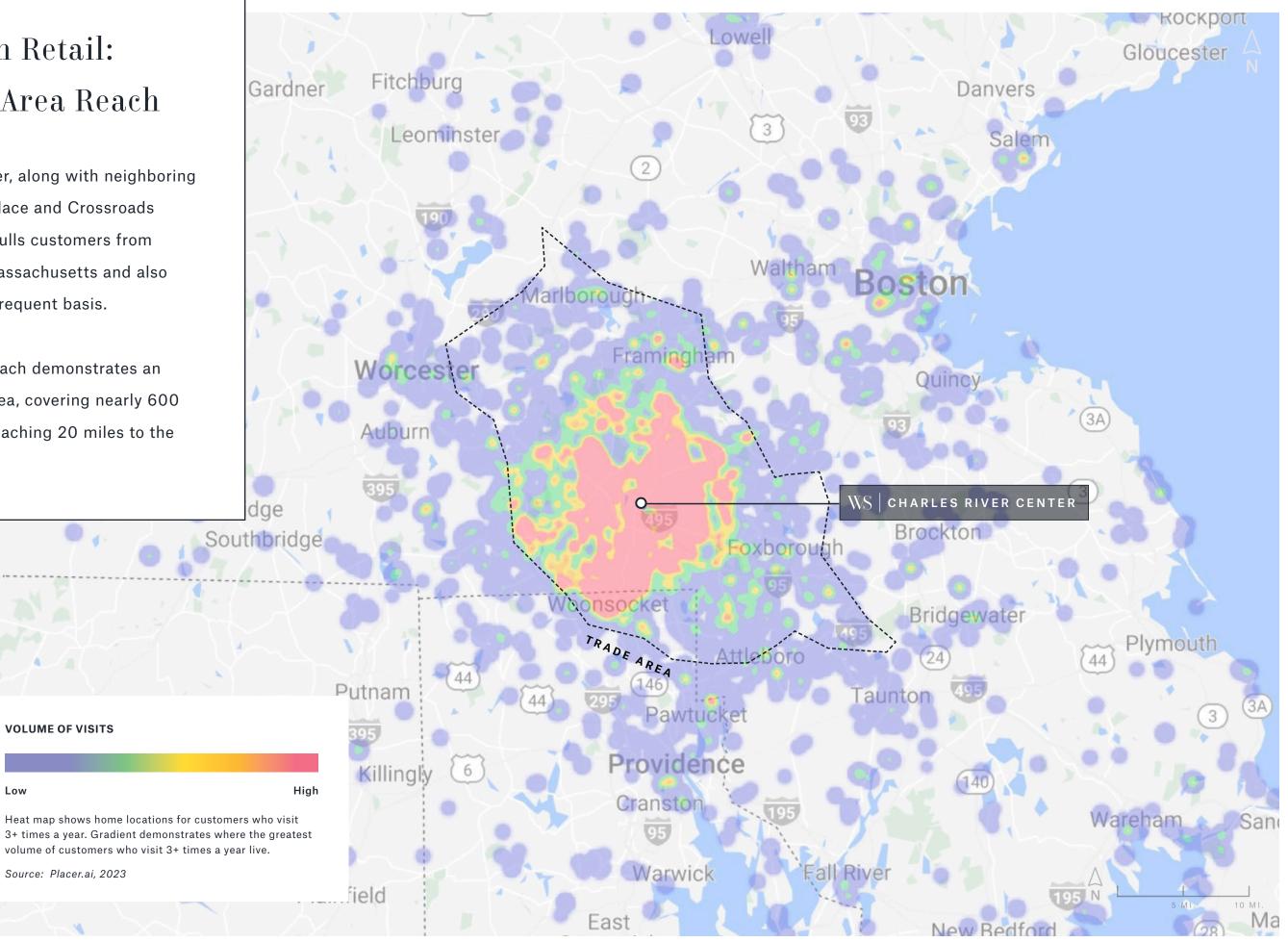
Bellingham Retail: Trade Area Reach

Charles River Center, along with neighboring Stallbrook Marketplace and Crossroads Shopping Center, pulls customers from much of Eastern Massachusetts and also Rhode Island on a frequent basis.

This tremendous reach demonstrates an impressive trade area, covering nearly 600 square miles and reaching 20 miles to the north and south.

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Trade Area Demographics

POPULATION	
Estimated	666,09
HOUSEHOLDS	
Estimated	256,69
HOUSEHOLD INCOME	
Average Household Income	\$163,6
Average Family Income	\$196,7
Household Income \$75K+	68
AGE	
25 - 34	13
35 - 44	14
45 - 54	14
55 - 64	14
Estimated Median Age	2
EDUCATION 25+	
Any College	73
Bachelors Degree or Higher	51
DAYTIME POPULATION	
Number of Businesses	30,0
Number of Employees	323,10
TOTAL ANNUAL CONSUMER EXPENDI	TURE
Retail	12.1
Food & Beverage	\$3.

Source: SitesUSA, 2023 census data estimates



Look Who's Here

Charles River Center draws customers from a set of affluent, established communities where families of all ages enjoy suburban life and upper-middle-class incomes. From young families putting down roots, to established empty-nesters, these customers have disposable income and a desire for convenience close to home.

CONSUMER PERSONAS:

FLOURISHING FAMILIES (335TH INDEX)

Affluent, middle-aged families and couples earning prosperous incomes and living very comfortable, active lifestyles.

BOOMING WITH CONFIDENCE (226TH INDEX)

Prosperous, established couples in their peak earning years living in suburban homes.

SUBURBAN STYLE (147TH INDEX)

Middle-aged, ethnically-mixed suburban families and couples earning upscale incomes.

Source: Experian Mosaic via Placer.ai, 2022

A score over 100 indicates a greater propensity than the national average for that consumer profile segment.













With grocery stores, entertainment, and family fashion go-tos in one easy location, Charles River Center and its neighboring centers enjoy sustained, high traffic. The center offers essentials like Whole Foods Market, The Paper Store, Old Navy, and Ulta.

This Whole Foods location draws a wide swath of the region's residents - it's the only location serving the suburbs along I-495. Also notable is this outpost of The Paper Store, which was recently redesigned and expanded into a more modern format, and a newly renovated 12-screen Regal Cinemas.





A Traffic-Driving Mix

THE PAPER STORE'S #2**MOST VISITED** location nationwide

Source: Placer.ai, 2023



WS

Massachusetts-based WS Development is a mixeduse developer with a singular mission: creating places people want to be. With an approach that values art, science, innovation and, above all else, people, WS strives to engage each community it serves with bestin-class experiences, designed with our customers, tenants, and partners in mind.

Established in 1990, WS is one of few verticallyintegrated real estate companies that conceptualizes, owns, operates and leases more than 100 properties that range from cutting-edge urban spaces to lifestyle and community centers. With over 22 million square feet of existing space and an additional nine million square feet under development, it is one of the largest privately-owned development firms in the country.

Thank you

Leasing Information

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