



RETAIL LEASING BROCHURE

Cedar Landing at The Ridge

60 Farmington Road, Rochester, NH



About Cedar Landing at The Ridge

Located along Route 11 in Rochester, New Hampshire, adjacent to the highly successful Ridge Marketplace, Cedar Landing at the Ridge is a transformational \$400 million mixed-use expansion redefining the future of development in the Seacoast region.

The approximately 400,000-square-foot expansion will build upon the momentum of The Ridge Marketplace — one of New Hampshire's busiest shopping destinations — and create a dynamic new community hub serving residents and visitors throughout Southern New Hampshire, the Seacoast, and Lakes Region.

At its core, Cedar Landing at the Ridge is centered around connectivity, convenience, and experience. The project will include over 220 residential units, major healthcare services anchored by a 24/7 Mass General Brigham emergency department, Service Credit Union, a movie theater and arcade entertainment destination, fitness offerings, restaurants, retail, trails, outdoor gathering areas, and event programming.



SPACE AVAILABLE

1,800 - 13,600 SF

EXPECTED DELIVERY

Q3 2027

DEVELOPED BY





KEY TENANTS — PHASE 1



**HOBBY
LOBBY**

OLD NAVY



ULTA
BEAUTY

Marshalls

TRAFFIC COUNTS

Farmington Road, S of Site	25,189 VPD
Farmington Road, N of Site	16,928 VPD
US Highway 202, SE of Site	30,207 VPD

Year: 2019 | Source: New Hampshire DOT

MARKET HIGHLIGHTS

5.5M

Drivers pass
the Ridge per year

4.25M

Annual visitors
to the Ridge District

\$5.5B

Direct spending in New
Hampshire in 2017

±216

Luxury apartments
at the Ridge

±20,000

Office space
at the Ridge

6,000 SF

Lawn for community
events, concerts,
outdoor movies, etc.

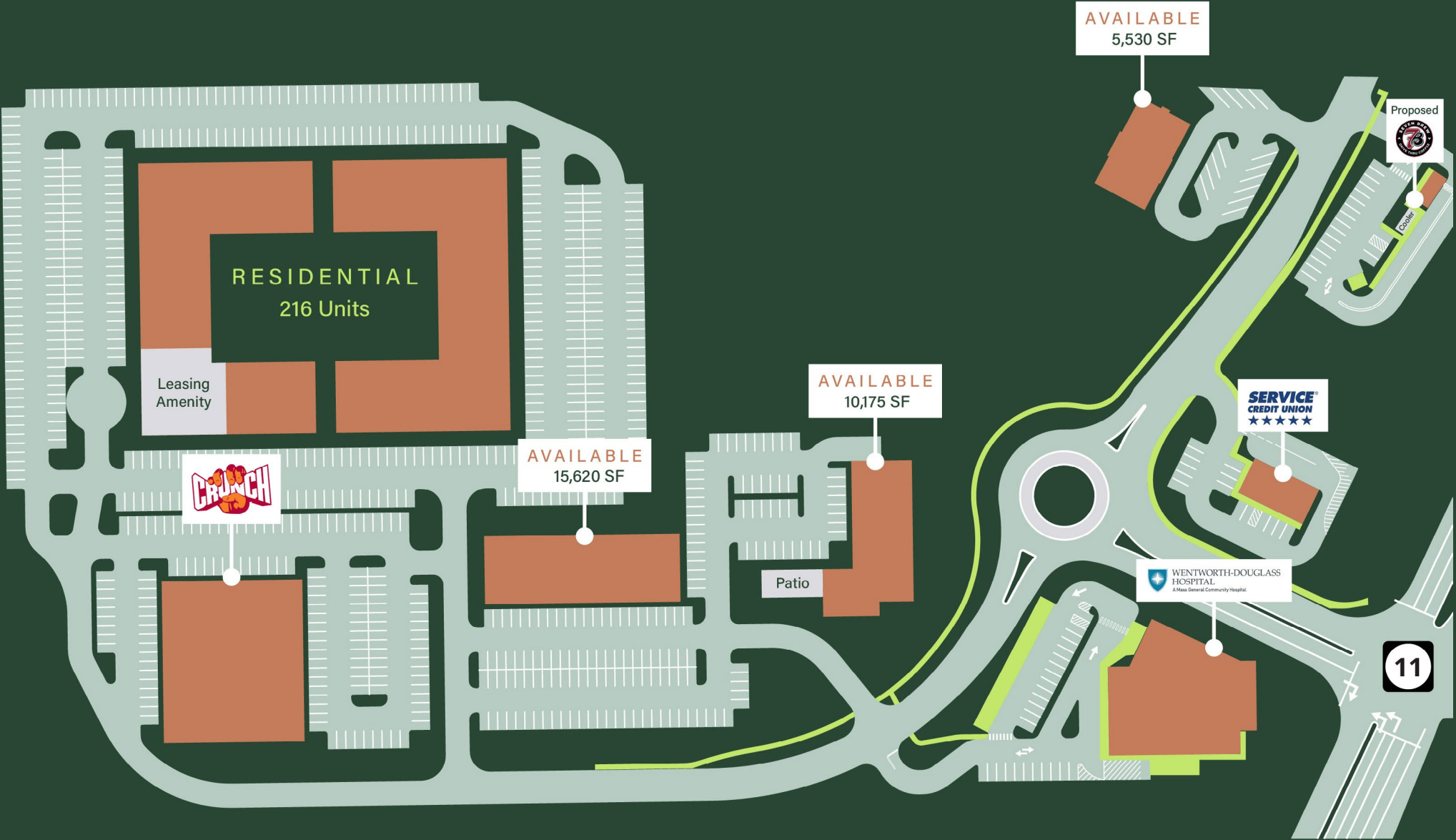
THE RIDGE PHASE I & CEDAR LANDING AT THE RIDGE

Site Plan



Site Plan

The Ridge Phase I





Demographics

POPULATION

	3 MILES	5 MILES	7 MILES
2025 Estimated Population	17,307	34,780	49,858
2030 Projected Population	17,739	35,875	51,513
Proj. Annual Growth 2025 to 2030	0.49%	0.62%	0.66%

DAYTIME POPULATION

2025 Daytime Population	17,608	32,756	42,725
Workers	9,646	16,470	19,779
Residents	7,962	16,286	22,946

INCOME

2025 Est. Average Household Income	\$97,365	\$99,047	\$98,596
2025 Est. Median Household Income	\$77,400	\$80,785	\$81,147

HOUSEHOLDS & GROWTH

2025 Estimated Households	7,778	15,274	21,608
2030 Estimated Households	8,183	16,139	22,875
Proj. Annual Growth 2025 to 2030	1.02%	1.11%	1.15%

RACE & ETHNICITY

2025 Est. White	89%	90%	90%
2025 Est. Black or African American	1%	1%	1%
2025 Est. Asian or Pacific Islander	1%	1%	1%
2025 Est. American Indian or Native Alaskan	0%	0%	0%
2025 Est. Other Races	8%	7%	7%
2025 Est. Hispanic (Any Race)	4%	3%	3%

Want more? Contact us for a complete demographic, foot-traffic, and mobile data insights report.



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