



AVAILABLE

The Ridge: Phase II Mixed-use Development Opportunity

60-68 Farmington Road | Rochester, NH



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A WATERSTONE DEVELOPMENT



AVAILABLE

1,200 - 30,000+ SF

Available Opportunities

up to 5,000 SF

Outparcel

Contact Broker

Rate

Q3 2024

Delivery

DEVELOPER



#1 Ranked
shopping center in the state
of NH

ABOUT THE PROPERTY

- Located on Route 11, the only road leading to the famed lakes region.
- Phase II includes luxury apartments, restaurants, entertainment, Beer Garden and retail.
- Outdoor park area features seasonal entertainment, community events, and dining.
- "The City of Rochester was featured as a Top 10 Investment Destination in European CEO Magazine."

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MARKET OVERVIEW



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

5.3 Million people a year drive past The Ridge

4.25 Million visitors at the Ridge District: Rochester, NH

#1 Ranked shopping center in the state of NH

\$5.5 Billion direct spending in NH in 2017

216 +/- luxury apartments

20,000 +/- SF office space

6,000 SF lawn for community events, concerts, outdoor movies, family fun!



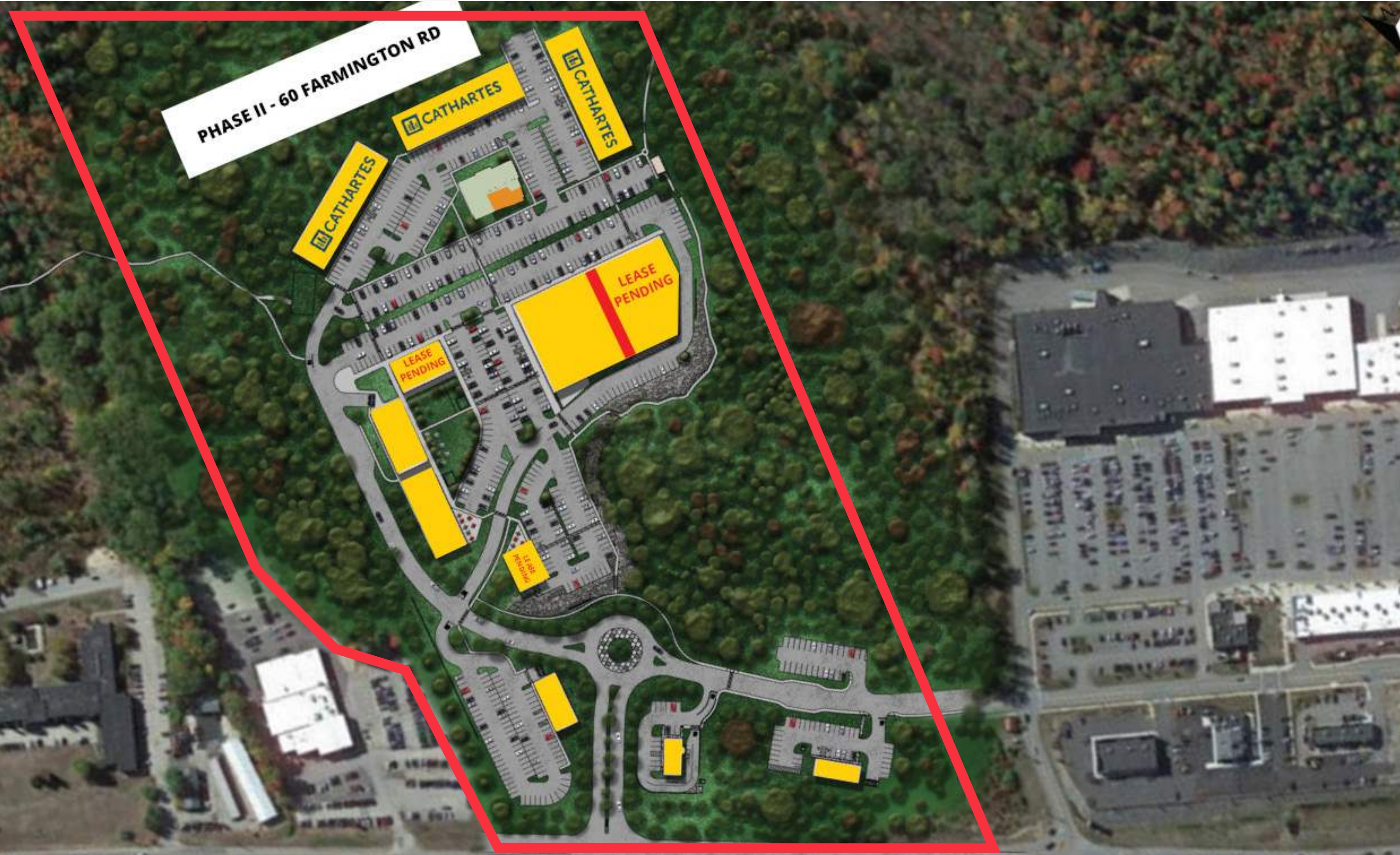
KEY TENANTS - Phase I

- Market Basket
- NH Liquor & Wine Outlet
- Marshalls
- Old Navy
- Ulta Beauty
- Starbucks
- PETCO
- 110 GRILL
- Mooyah
- Eastern Paradise
- The Paper Store
- Tropical Smoothie
- Gentle Dental
- Pepper's Landing
- Stonewall Kitchen
- GNC
- Ewiva Trattoria



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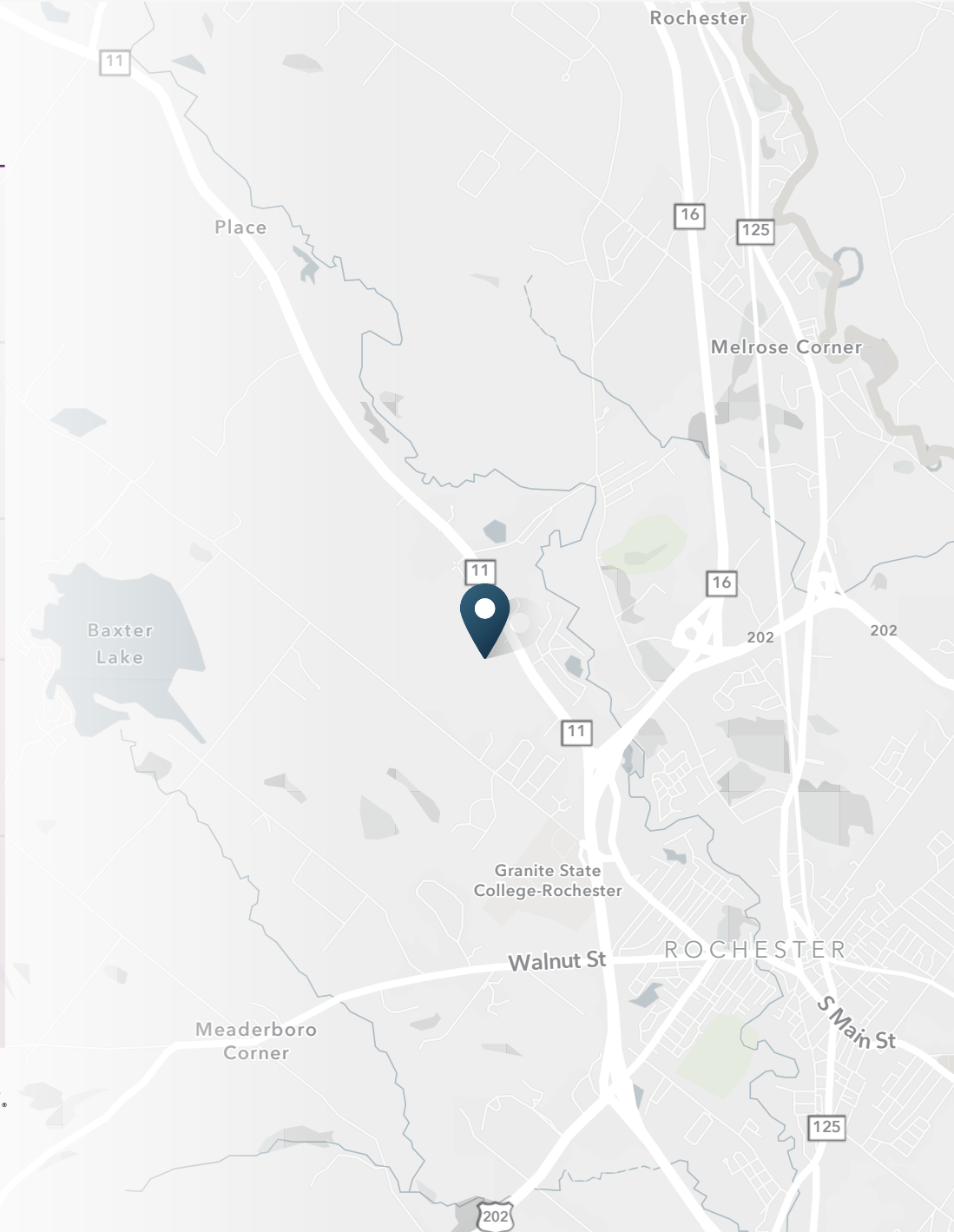
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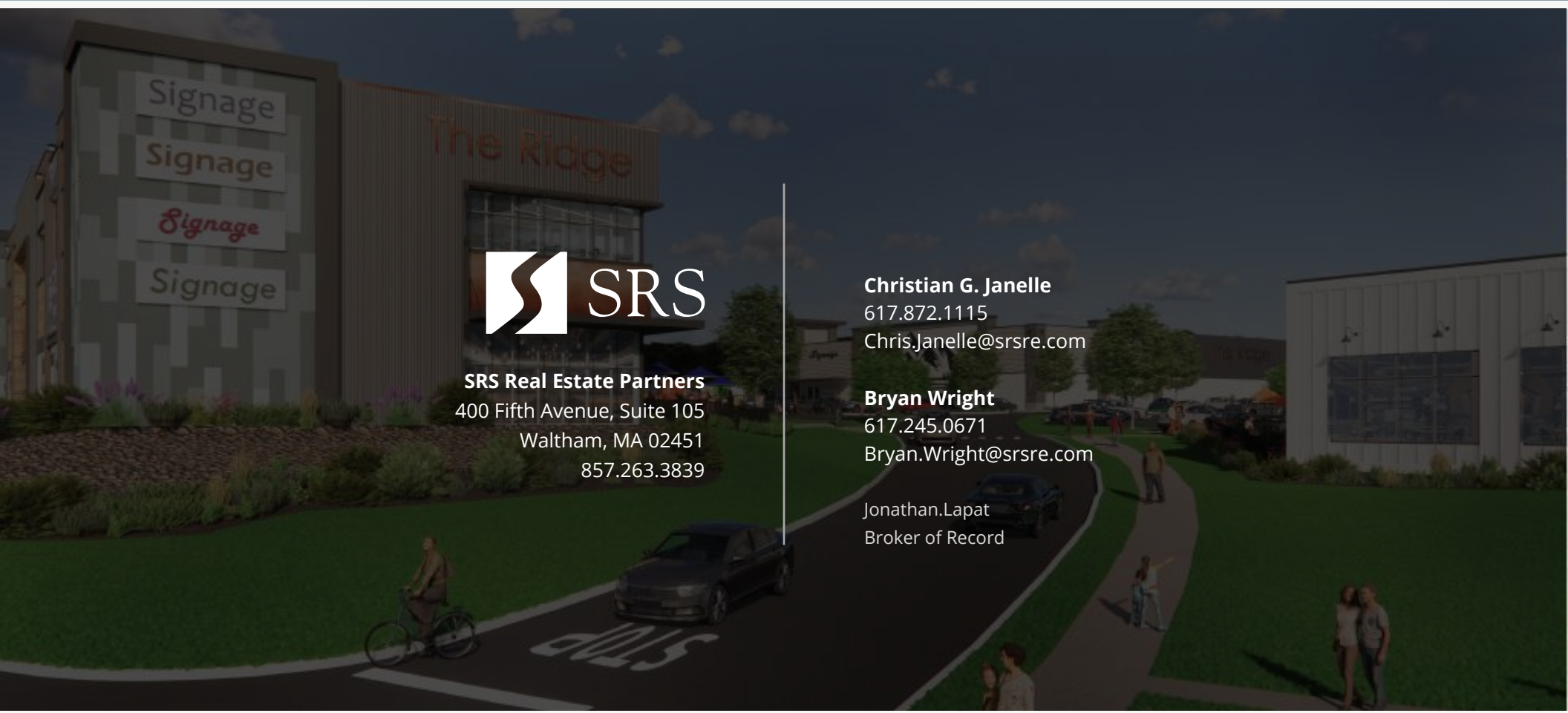
DEMOGRAPHIC HIGHLIGHTS

Population	10 miles	15 miles	25 miles
2023 Estimated Population	87,542	192,876	422,292
2028 Projected Population	89,637	196,274	429,050
Projected Annual Growth Rate 2023 to 2028	0.47%	0.35%	0.32%
Daytime Population			
2023 Daytime Population	77,445	169,381	396,975
Workers	35,952	78,630	199,340
Residents	41,493	90,751	197,635
Income			
2023 Est. Average Household Income	\$108,802	\$111,088	\$118,773
2023 Est. Median Household Income	\$92,652	\$89,872	\$93,104
Households & Growth			
2023 Estimated Households	35,654	76,685	173,484
2028 Estimated Households	36,905	78,981	178,210
Projected Annual Growth Rate 2023 to 2028	0.69%	0.59%	0.54%
Race & Ethnicity			
2023 Est. White	89%	89%	91%
2023 Est. Black or African American	1%	1%	1%
2023 Est. Asian or Pacific Islander	3%	3%	2%
2023 Est. American Indian or Native Alaskan	0%	0%	0%
2023 Est. Other Races	1%	1%	1%
2023 Est. Hispanic	3%	3%	3%



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





SRS Real Estate Partners
400 Fifth Avenue, Suite 105
Waltham, MA 02451
857.263.3839

Christian G. Janelle
617.872.1115
Chris.Janelle@srsre.com

Bryan Wright
617.245.0671
Bryan.Wright@srsre.com

Jonathan.Lapat
Broker of Record

SRSRE.COM