

ROCK ROW

WESTBROOK • PORTLAND, ME

100 QUARRY DRIVE PORTLAND ME



W

URBAN PLACEMAKING

PERFECT CAMPUS BALANCE



HEALTH CAMPUS

MIXED-USE
URBAN VILLAGE

NEIGHBORHOOD
ON MAIN

LARRABEE ROAD

WESTBROOK ARTERIAL

RAIL TRAIL

MAIN STREET

EXIT
47 ↗

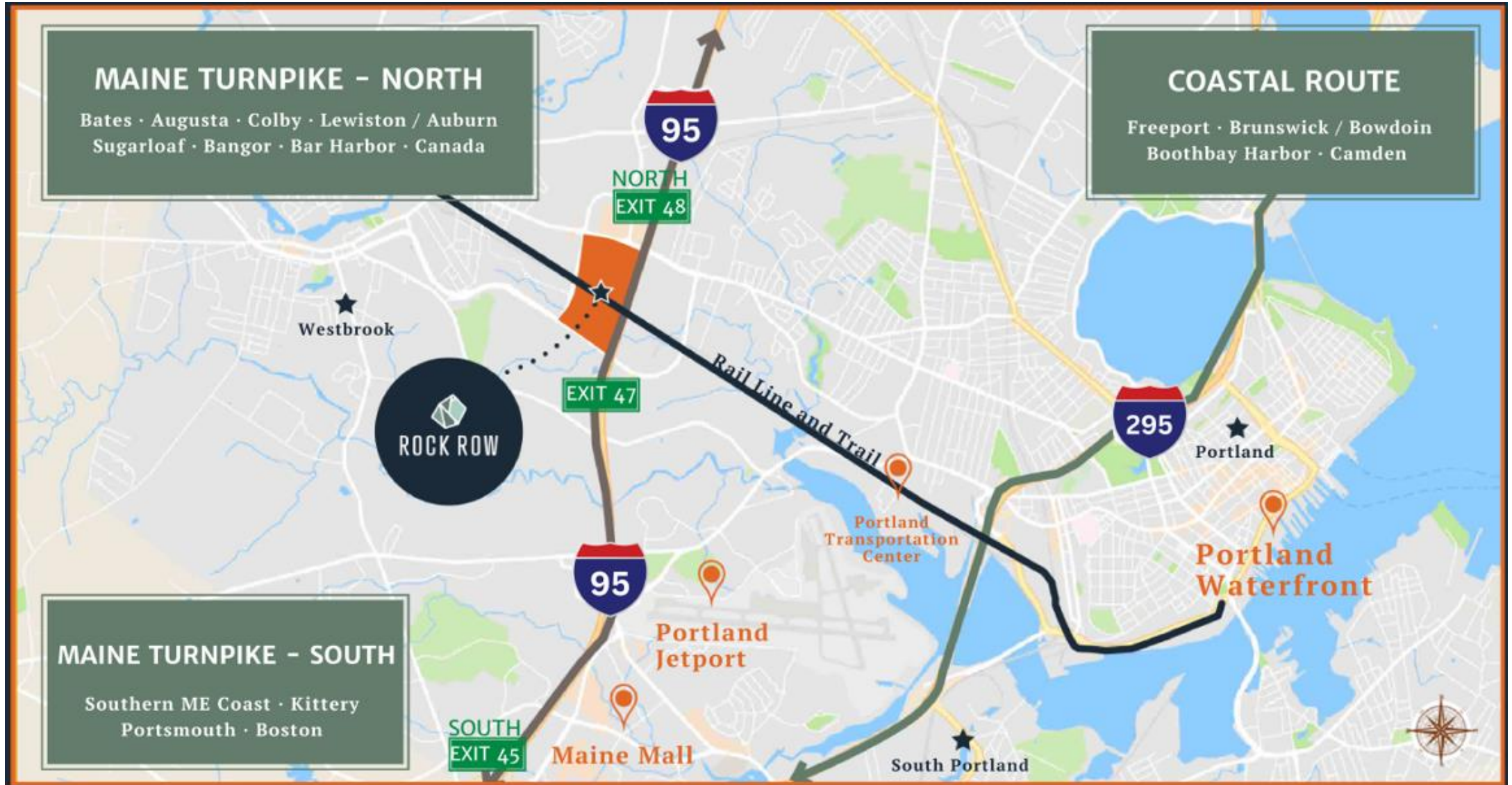


EXIT
48 ↘



LOCATION + ACCESSIBILITY

IN THE CENTER OF IT ALL



VISITATION HIGHLIGHTS

ROCK ROW BY THE NUMBERS TODAY

AVG. DAILY TRAFFIC

122,155

WESTBROOK ARTERIAL

MAIN STREET

LARRABEE ROAD

I – 95 SOUTHBOUND

I – 95 NORTHBOUND

VISITATION DATA

3.2M

TOTAL 2023 VISITORS

576K

UNIQUE VISITORS

4.97

AVG. # VISITS PER CUSTOMER

62 MIN

DWELL TIME

MAINE'S BUSIEST SHOPPING CENTER BY SQ. FT.

5TH BUSIEST SHOPPING CENTER IN MAINE OVERALL

\$700 PER SQ. FT. CURRENT TENANT AVG. SALES



DEVELOPMENT HIGHLIGHTS

ROCK ROW BY THE NUMBERS

2.3 MILLION SQ. FT. **PLAYGROUND**

Rock Row is a 2.3 million square foot, \$600 million, open-air mixed-use community and innovation district centered around a 300-foot deep, 26-acre natural quarry. Situated in the largest metropolitan area north of Boston, Rock Row will be a center of gravity for Portland's major universities and will feature a 200,000 square-foot medical campus anchored by New England Cancer Specialists and the Dana-Farber Cancer Institute.

200K SF

MEDICAL / R&D
SPACE

300K SF

RETAIL & FOOD
STREETSCAPE

400K SF

CLASS A
OFFICE

1,200

LUXURY APARTMENT
UNITS

20K SF

NATIONAL AWARD-WINNING
DINING SCENE

80K SF

STATE-OF-THE-ART
GROCER

400 FT

DEEP BLUE ROCK
QUARRY

350+

HOTEL
KEYS

ANCHOR TENANTS



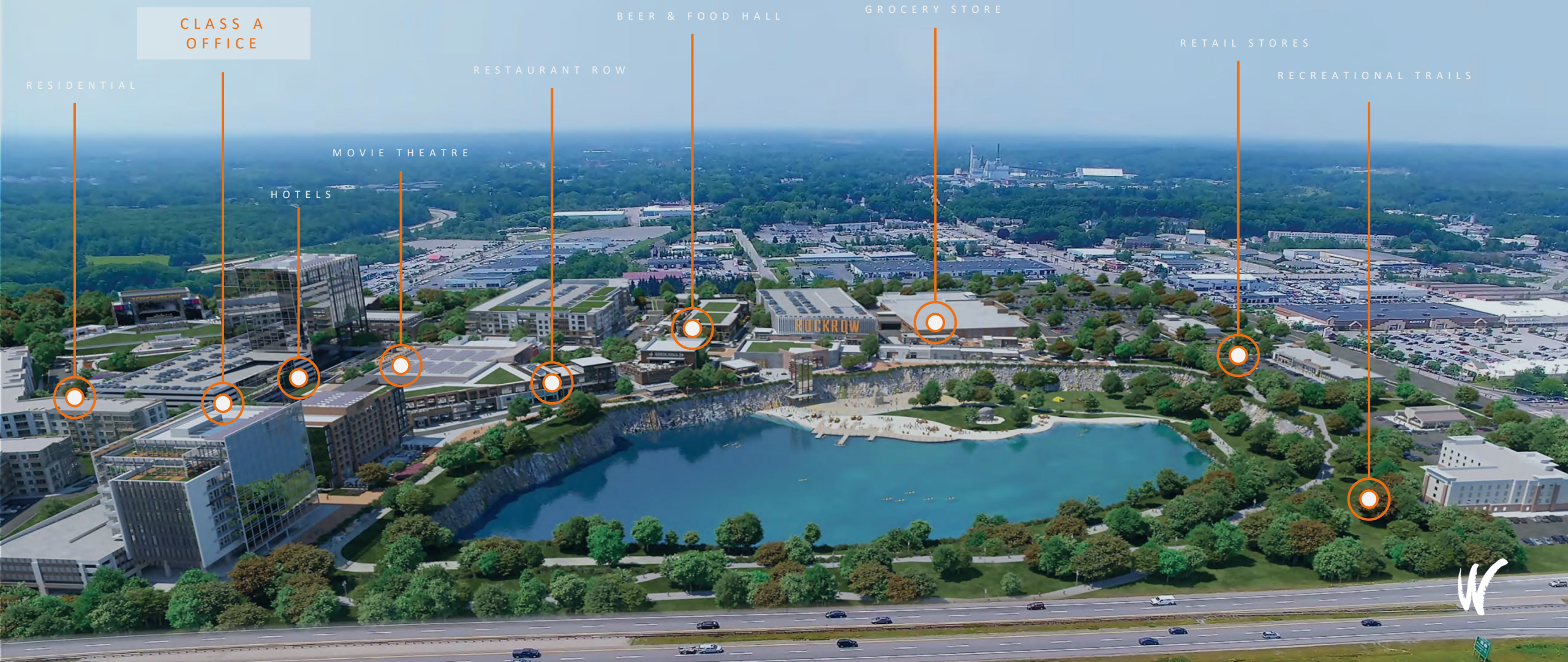
MARKET BASKET

POTTERY BARN



URBAN PLACEMAKING

ROCK ROW RISES



CLASS A
OFFICE

BEER & FOOD HALL

GROCERY STORE

RETAIL STORES

RECREATIONAL TRAILS

RESIDENTIAL

RESTAURANT ROW

MOVIE THEATRE

HOTELS





THE WHARF
WASHINGTON, DC



MIAMI DESIGN DISTRICT
MIAMI, FL



DISTILLERY DISTRICT
TORONTO, CANADA



BLUE BACK SQUARE
HARTFORD, CT



AVALON
ALPHARETTA, GA



CRACKER PARK
WESTLAKE, OH



GRANDSCAPE
DALLAS, TX



ASSEMBLY ROW
BOSTON, MA



THE DOMAIN
AUSTIN, TX



MADISON YARDS
ATLANTA, GA



SANTANA ROW
SAN JOSE, CA



THE DISTRICT
DETROIT, MI





BREW HALL

THE
TERRACE

Life
COFFEE BAR

W



Puttshack

Garage tower

SHAKE SHACK

LEGO

HUCKBERRY

HERO LOUVER

ROCK ROW

W



CINEMA

IMAX

UNE

TUSCAN

element

THE HIGHROLLER

BIRKENSTOCK

FAHERTY

Ray-Ban

ROCK ROW

ROCK ROW



HOTEL PLACEMAKING

WORLD CLASS HOSPITALITY

ELEMENT
HOTEL

BOUTIQUE
HOTEL

OVER 350 KEYS ON-SITE

FIRST COMMITTED ELEMENT HOTEL

ACCESS EASE AND LONG STAY DESTINATION

EXIT
47 ↗



EXIT
48 ↘



RESIDENTIAL PLACEMAKING

WELCOME HOME

287
UNITS

350
UNITS

117
UNITS

OVER 1,200 APARTMENTS

LIFESTYLE COMFORT AND CONVENIENCE

EXIT
47 ↗



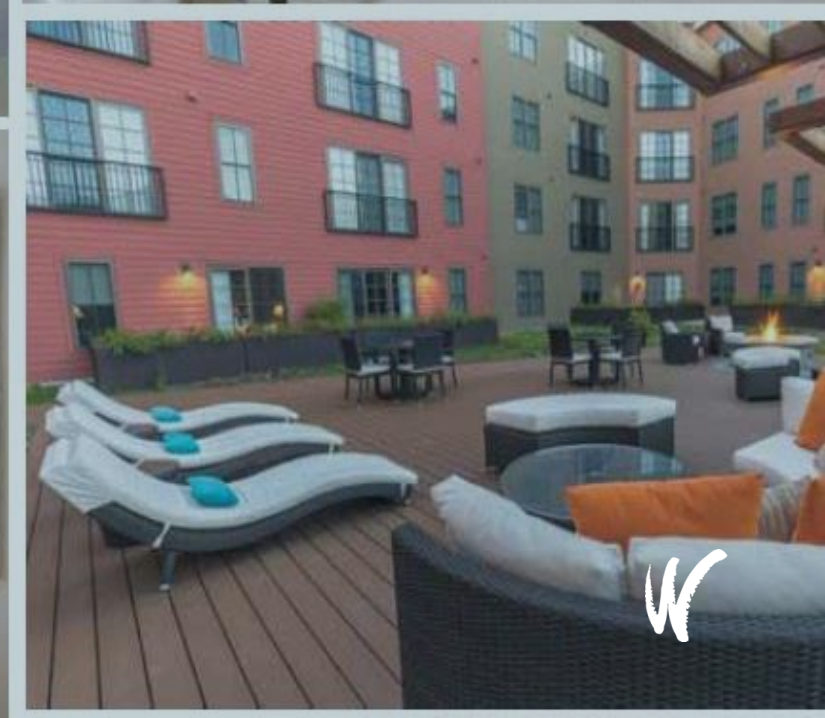
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PORTWALK PLACE

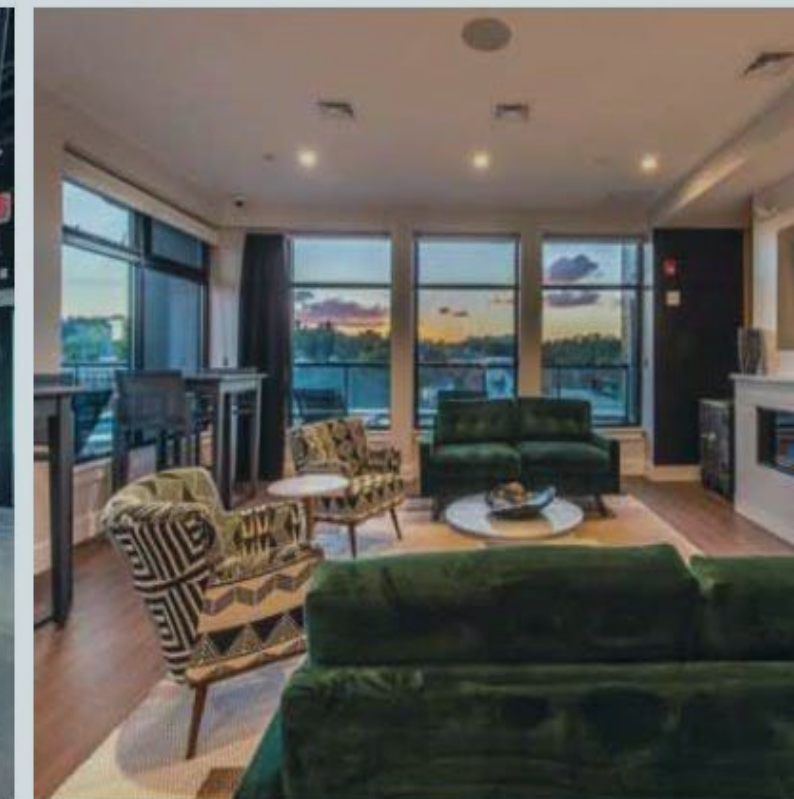
PORTSMOUTH, NH



W



THE ORPHEUM
DOVER, NH



RESTAURANT PLACEMAKING

A CURATED COLLECTION

CONFIDENTIAL

OVER 400K SF SHOPPING & RETAIL

MORE THAN 20 CHEF-DRIVEN RESTAURANTS

UNIQUE AMBIANCE AND CURATED VIBRANCY



FABIO
TRABOCCHI



MICHAEL
SCHLOW



GERMAN
LUCARELLI



EXIT
47 ↗



EXIT
48 ↘

R&D PLACEMAKING

MEDICAL CAMPUS IMPACT

542

DIRECT JOBS GENERATED

1,013

INDIRECT AND INDUCED JOBS

\$100,000

(moving to \$120,800 by 2033)

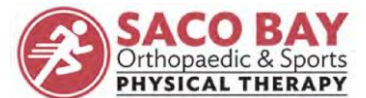
AVERAGE TOTAL EARNINGS (STAFF)

\$98M

AVERAGE OF ANNUAL WAGES AND SALARIES

\$172.5M

GDP



100 QUARRY DRIVE PORTLAND ME



W

OFFICE DEVELOPMENT OVERVIEW

100 QUARRY DRIVE PORTLAND ME

135K - 165K

TOTAL CLASS A OFFICE BUILDING SF

305

TOTAL PARKING SPOTS IN ATTACHED GARAGE

18 - 24 MONTHS

TENANT OCCUPANCY

30K SF

FLOORPLATE SF



STRATEGY

100 QUARRY SOLUTION

Retain and recruit talent.
Elevate client experience.

NATIONAL REACH

Enjoy unparalleled accessibility with direct access from two I-95 highway exits adjacent to the site. Enhance your commute with diverse transportation options such as buses, bikes, and rail, complemented by convenient on-site residences.

FREE PARKING

Benefit from the convenience of a covered attached garage offering FREE 305 parking spaces.

WORDCLASS AMENITIES

Experience a vibrant on-site mixed-use environment featuring over 20 national and local brands, a dynamic beer hall, and a world-renowned culinary scene designed to attract and retain top talent.

HUMBLING VISIBILITY

Gain prominent brand visibility with direct signage along I-95, reaching an impressive daily audience of 60,000 cars.

INSPIRING WORKSPACE

Discover our state-of-the-art office space designed to optimize employee well-being with light-filled, vibrant, energetic, attainable and collaborative workspaces. Our environment ensures comfort for both team members and clients, offering private settings ideal for productive client interactions.

OUTDOOR OASIS

Immerse yourself in our activating outdoor spaces, featuring serene waterfront views of a 26-acre quarry, adjacent local trails, and lush gardens. Designed to enhance employee well-being and elevate client experiences, our outdoor amenities offer a tranquil retreat and inspiring backdrop for meetings and breaks alike.

STRATEGY

TOPGOLF ON-SITE

190 yards from 100 Quarry Drive.....about a 6 iron.

PROPOSED +
CONFIDENTIAL



STRATEGY

TOPGOLF ON-SITE

PROPOSED +
CONFIDENTIAL





25
Rand Road
Westbrook Arterial
1/2 mile

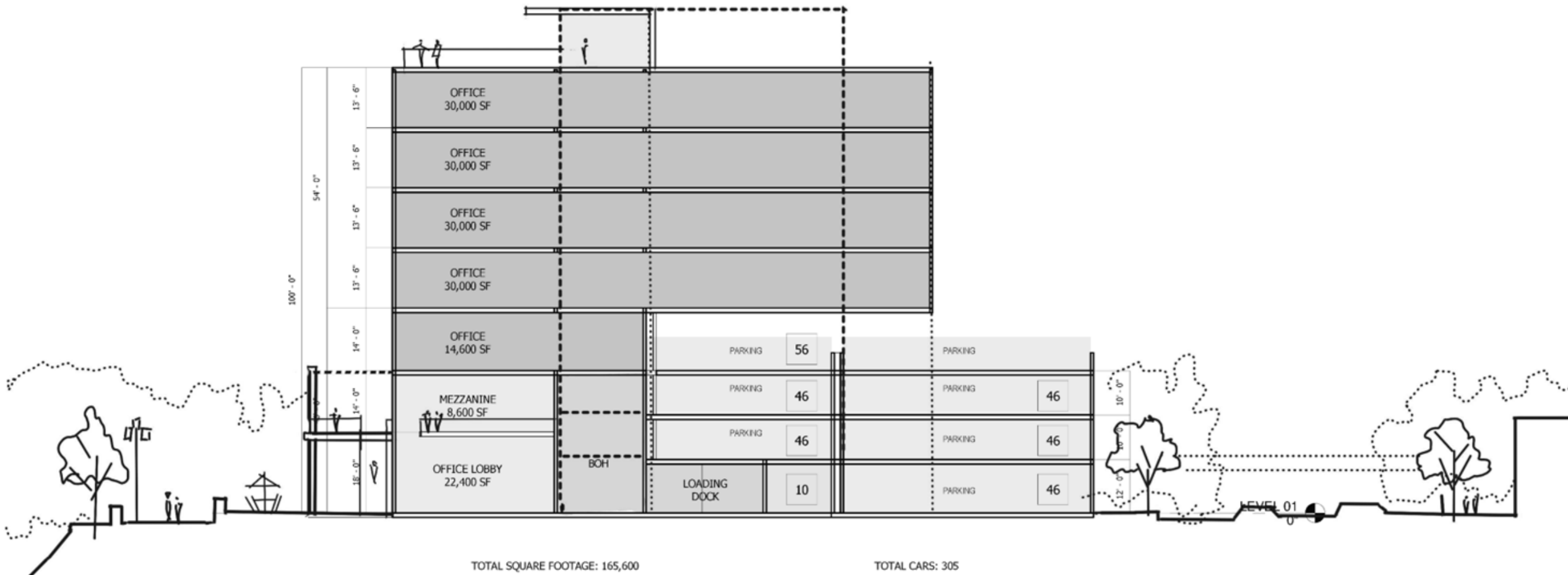




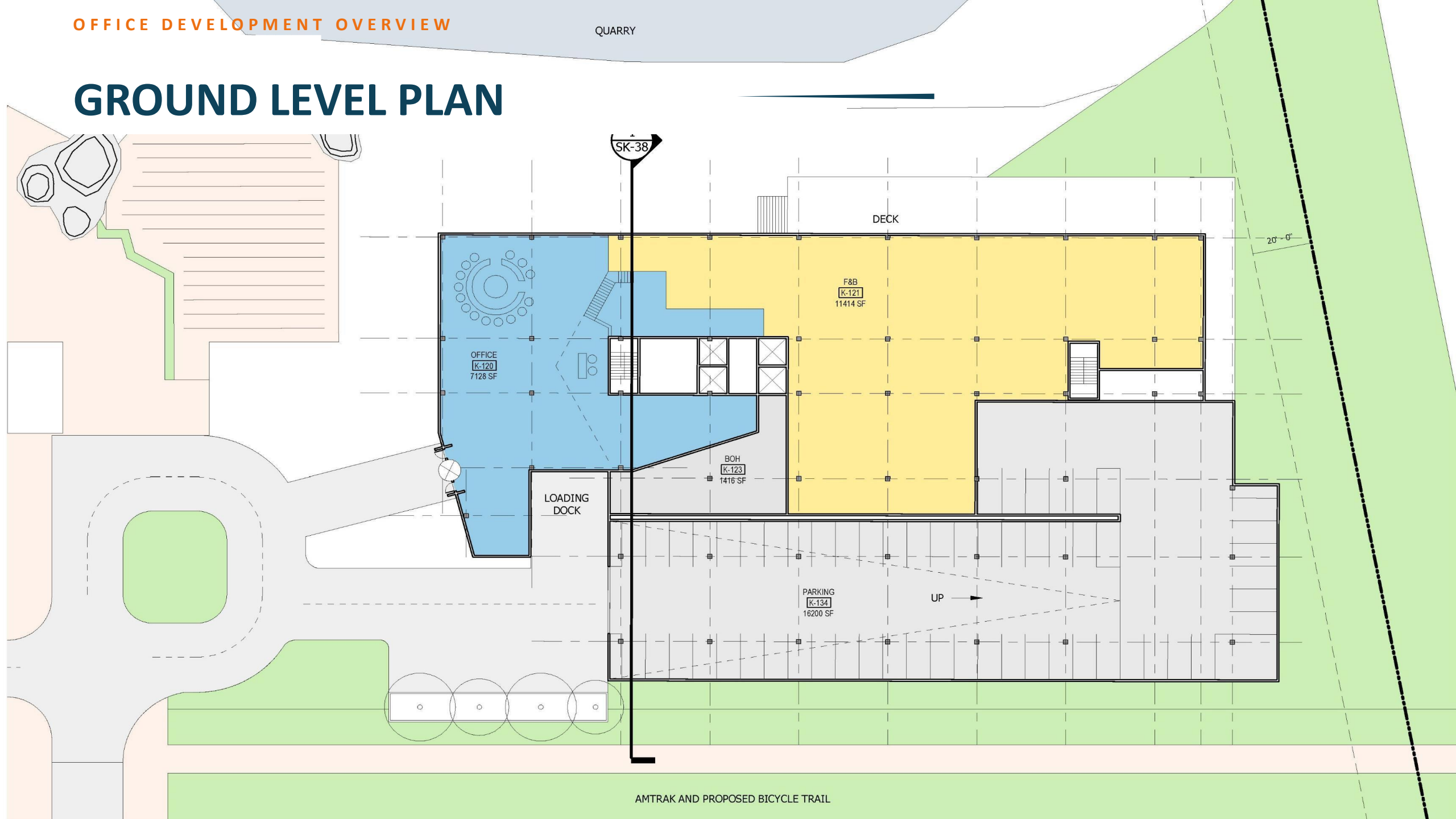
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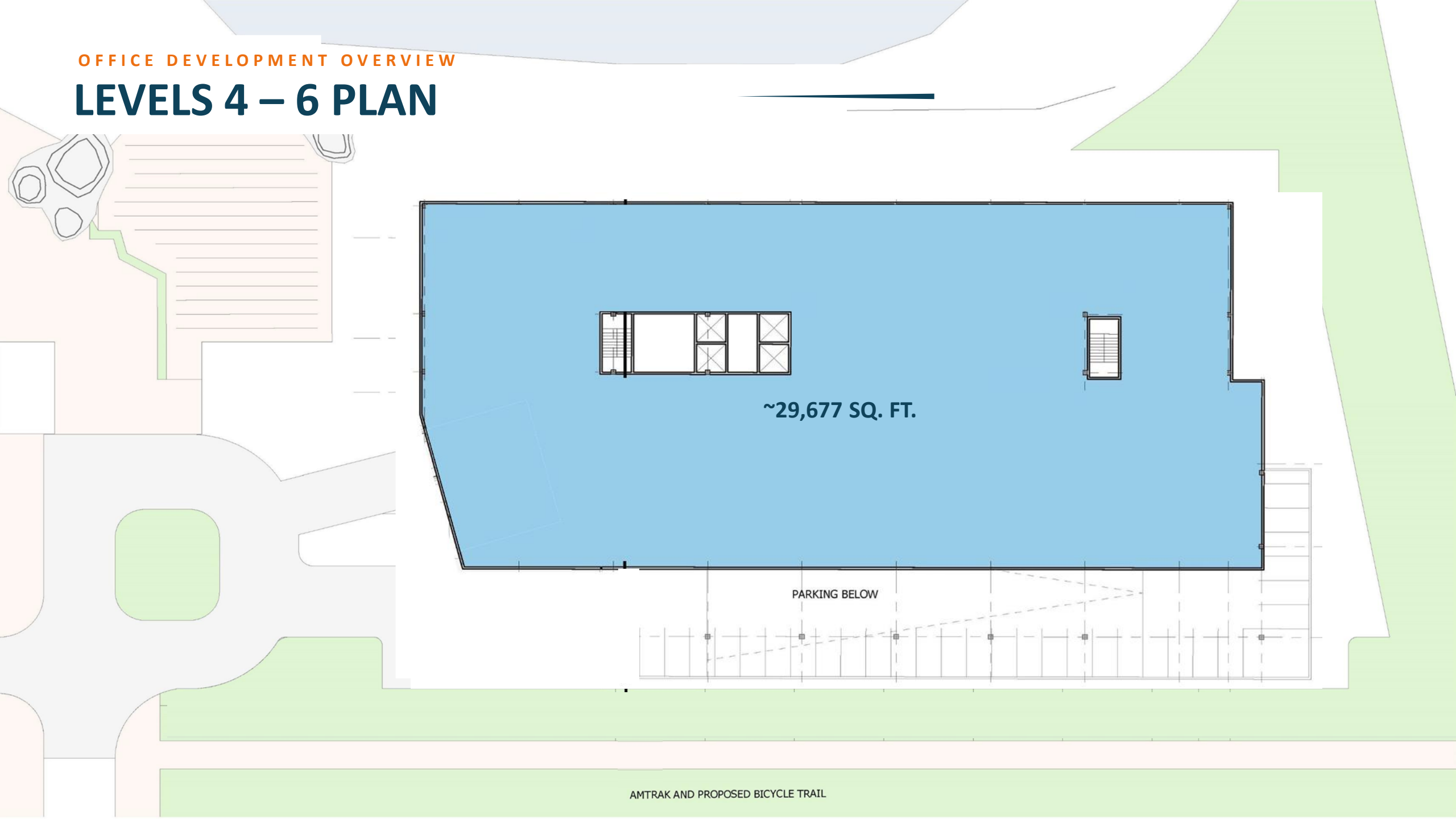
BUILDING CROSS SECTION



GROUND LEVEL PLAN



LEVELS 4 – 6 PLAN



~29,677 SQ. FT.

PARKING BELOW



PLAY BUTTON





STRATEGY

EMPLOYEE INVESTMENT + PRODUCTIVITY

Every year, businesses take a monumental leap forward...so should your office location.

Take a company with
35K sq. ft. office space requirement.

Annual rent increase of **\$5 per sq. ft.**

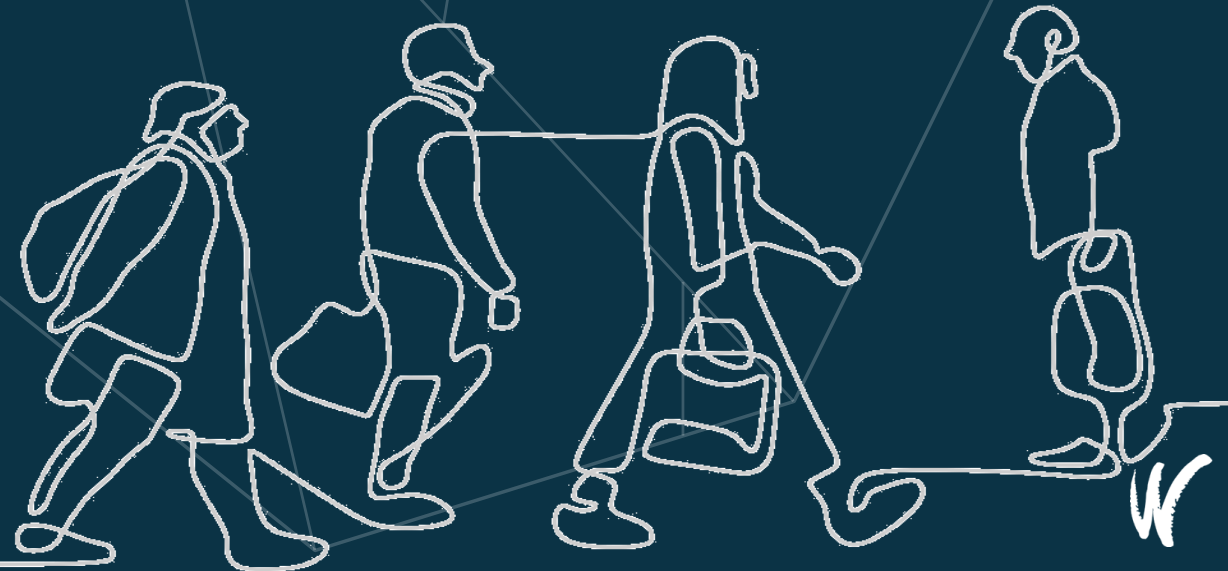
\$175K additional investment for one year.

A company of 100 employees, making avg. \$75K salary per year.
\$1,750 per employee per year (60 cents per hour)
additional employee investment

Our strategically planned amenity rich environment fulfills every business need from the startup entrepreneur to veteran stakeholders.

Adding at least **30 min** of daily productivity just from the facilities and services on-site...that's around **\$470K savings** every year by keeping workers happy and increasing productivity.

Nearly **\$300K** of net unrealized annual productivity savings.



ROCK ROW CAMPUS | 13 ROCK ROW, WESTBROOK, ME

ADT, VISITATION AND DEMOGRAPHICS

ROCK ROW

Visits

202.3K - 557.7K

52.3K - 202.3K

7.9K - 52.3K

2.3K - 7.9K

Map

Hybrid

CUSTOMER ZIPCODES BY PERCENTAGE

ZIPCODE / CITY	VISITS (% OF TOTAL)
04101 Portland, ME	380K (10.2%)
04103 Portland, ME	180.1K (4.8%)
04106 South Portland, ME	131.4K (3.5%)
04102 Portland, ME	56.8K (1.5%)
04074 Scarborough, ME	54.5K (1.5%)
04083 Springvale, ME	17.7K (0.5%)
04074 New Gloucester, ME	22.4K (0.6%)

ADT AND VISITATION

CATEGORY	DATA	LOCATION
Avg. Daily Traffic	22,128 cars per day	Larrabee Road
Avg. Daily Traffic	13,698 cars per day	Westbrook Arterial
Visitations	3.2 million (annual)	Rock Row Way
Dwell Time	66 Minutes	Rock Row Way

YOUR PARTNERS



JOSH LEVY

Principal



NEAL SHALOM

Chairman/Principal



ALEXANDER WHITE

Senior Vice President, Leasing



NICOLA COLUCCI

Director, Leasing

Waterstone Properties Group, Inc., is a privately owned and self-funded real estate development company with a diverse portfolio of properties in the United States totaling more than seven million square feet of space among 53 properties—with an additional three million square feet under development. Waterstone is S&P rated and the second largest retail developer in New England. It specializes in the creation of retail shopping centers, mixed-use properties, residential, warehousing and logistics, corporate headquarters buildings and medical campuses.

The company is also a pioneer of large-scale, immersive, entertainment and guest-focused destination locations that attract individuals and families from across the country and applying our experience to create unique and experiential healthcare environments.

With a portfolio of more than 300 national and local tenants—ranging from international category leaders to local family-owned businesses—Waterstone prides itself on maintaining long standing relationships with its business partners and being an active participant in its surrounding communities.

To date, Waterstone has invested over \$35 million into Rock Row and the surrounding area.



JUSTICE AND TRUTH SET IN STONE
FOR YOU AND YOUR CLIENTS.





LEASING CONTACT

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