

ROCK ROW

WESTBROOK • PORTLAND, ME

CORE VALUES

TO ENHANCE THE HEALTH AND PROSPERITY OF EVERY CLIENT AND COMMUNITY WE TOUCH,
TO UNLOCK THE POWER OF PLACE BY BUILDING PERSONALIZED STRATEGIES
AND PARTNERSHIPS TO DELIVER **EXCEPTIONAL GROWTH.**



Maine

VOTED BEST
GETAWAY AND
#4 BEST PLACE TO
VISIT IN THE WORLD.

REPORTED BY:



PORTLAND & MAINE : A NATIONAL FOODIE DESTINATION



#1

MOST JAMES BEARD
WINNING CHEFS
PER CAPITA



#1

MOST BREWERIES
PER CAPITA

FOOD & WINE

2024

NAMED 12 BEST
RESTAURANTS IN
GREATER PORTLAND

ROCK ROW SURPASSES
15 MILLION VISITS ANNUALLY

At the epicenter of Maine's transportation corridor,
Rock Row is a must stop location as a top 5 global tourism destination.

\$14B+

TOURISM
SPEND
ANNUALLY

15M

CUSTOMERS
VISITED
MAINE IN 2023

\$683M

CUSTOMER SPEND
GREATER PORTLAND
LARGEST CITY
BEYOND BOSTON



USA TODAY

TOP 25

ACADIA NATIONAL
PARK VOTED #2 MOST
BEAUTIFUL NATIONAL
PARK IN 2023

1.9M

PASSENGERS
TRAVEL THROUGH
PORTLAND INTL.
JETPORT

450K

CRUISE
PASSENGERS
VISITED
PORTLAND 2023

NEW ENGLAND'S NEWEST DESTINATION



Largest Metropolitan Area North of Boston

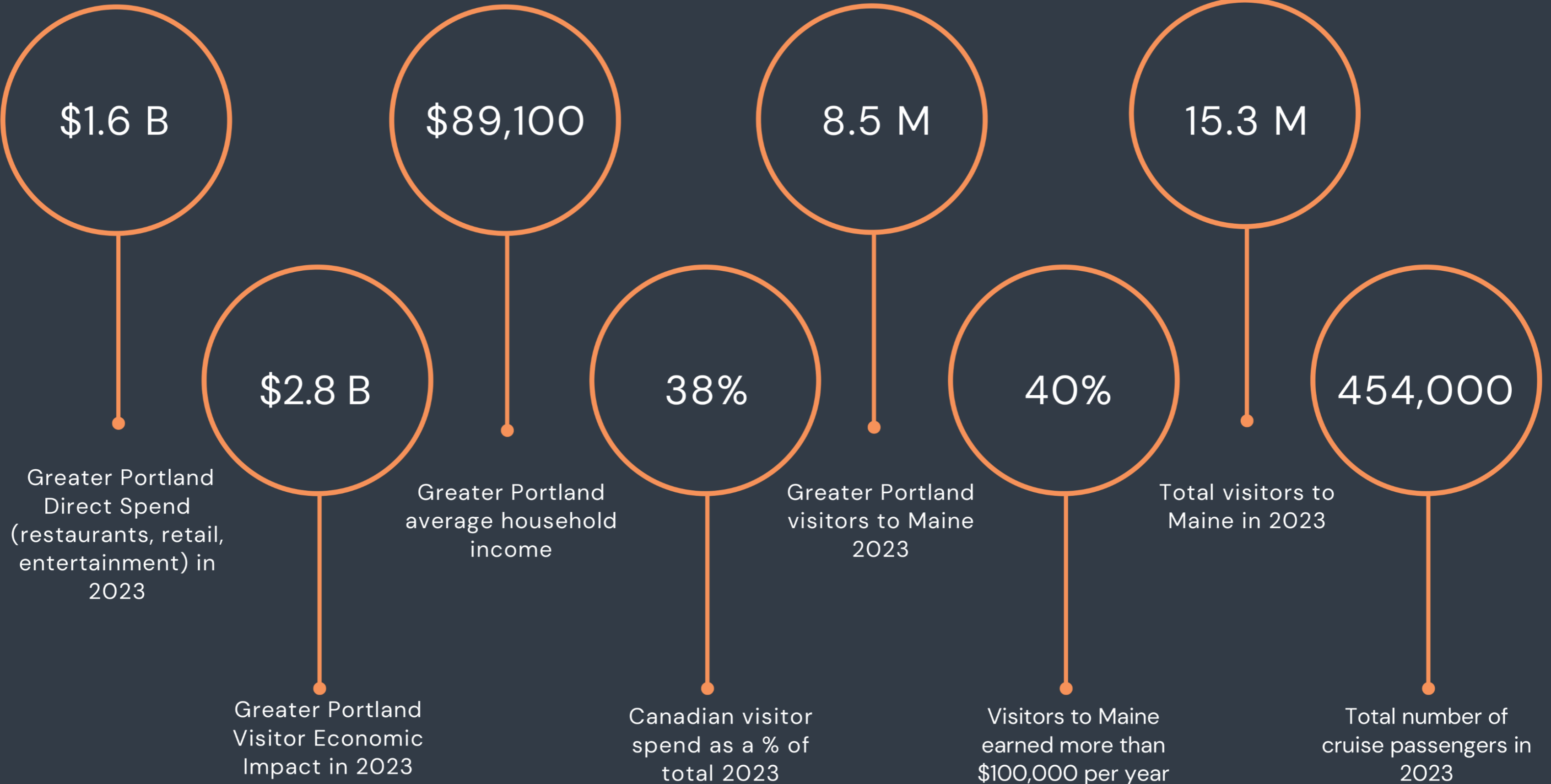
2 hour drive from Boston

Amtrak Downeaster Line from Boston to Portland

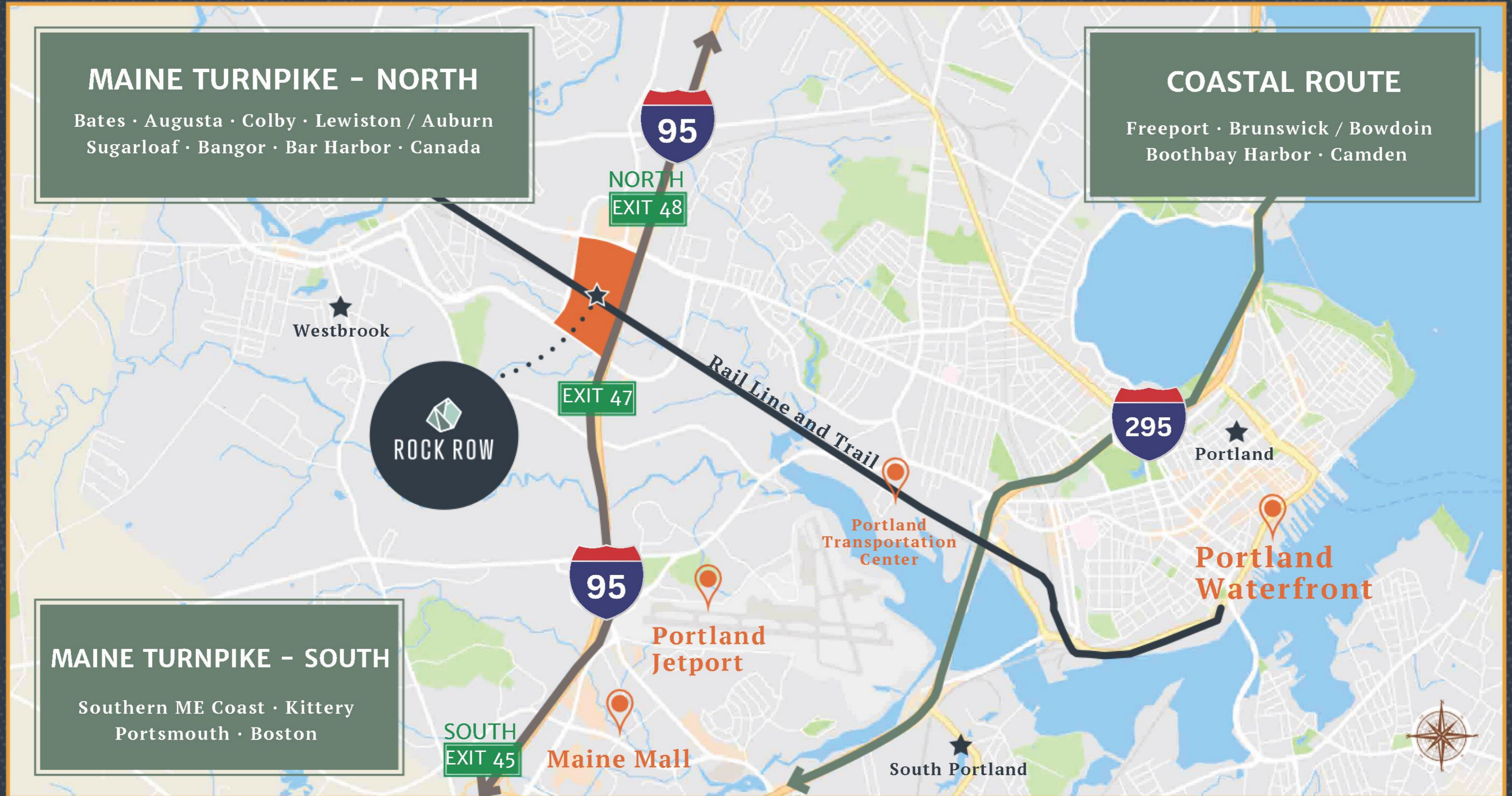
Estimated 10 million annual visitors to Rock Row

New York- 314 miles
Montreal - 256 miles
Quebec City - 284 miles

STRENGTH IN NUMBERS



IN THE CENTER OF IT ALL



VISITATION HIGHLIGHTS

ROCK ROW BY THE NUMBERS TODAY

AVG. DAILY TRAFFIC
99,924

WESTBROOK ARTERIAL

MAIN STREET

LARRABEE ROAD

I – 95 SOUTHBOUND

I – 95 NORTHBOUND

3.9M

660K

5.92

49 MIN

VISITATION DATA

TOTAL 2023 VISITORS

UNIQUE VISITORS

AVG. # VISITS PER CUSTOMER

DWELL TIME

MAINE'S BUSIEST SHOPPING CENTER BY SQ. FT.

3rd BUSIEST SHOPPING CENTER IN MAINE OVERALL

MAINE'S NEWEST MEDICAL OFFICE BUILDING



DEVELOPMENT HIGHLIGHTS

ROCK ROW AT COMPLETION

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.

ECONOMIC **IMPACT**

AVERAGE EMPLOYMENT	8,408
WAGES AND SALARY	\$452 Million
ECONOMIC OUTPUT	\$1.6 Billion
TAX REVENUE (Maine)	\$35 Million





URBAN PLACEMAKING CAMPUS BALANCE

LARRABEE ROAD

WESTBROOK ARTERIAL

RAIL TRAIL

MAIN STREET

HEALTH CAMPUS
NOW OPEN

MIXED-USE
URBAN VILLAGE

NEIGHBORHOOD
ON MAIN
NOW OPEN

EXIT
47

INTERSTATE
95

EXIT
48



ROCK ROW AERIAL CAMPUS ACCESS

ROCK ROW CAMPUS

EXIT
47 ↗

INTERSTATE
95

EXIT
48 ↗



URBAN PLACEMAKING

ROCK ROW RISES



RESIDENTIAL

CLASS A
OFFICE

MOVIE THEATRE

HOTELS

RESTAURANT ROW

GROCERY STORE

RETAIL STORES

RECREATIONAL
TRAILS









Golfshack

Garage tower

Donuts

Grilled Cheese

salads

GLASSES

FASHION

ROCK ROW

W



CINEMA
IMAX XAMIN
UNE
OCTOBER 22

element

THE LOBSTER ROLLS

Ice Cream

SEA FOOD

FOOTWEAR

FASHION

Sun Glasses

ROCK ROW

ROCK ROW



HOTEL PLACEMAKING

WORLD CLASS HOSPITALITY

HOTEL

HOTEL

ELEMENT
HOTEL

OVER 350 KEYS ON-SITE

FIRST COMMITTED ELEMENT HOTEL

ACCESS EASE AND LONG STAY DESTINATION

EXIT
47 ↗



EXIT
48 ↗



RESIDENTIAL PLACEMAKING

WELCOME HOME

300
UNITS

450
UNITS

450
UNITS

OVER 1,200 APARTMENTS

LIFESTYLE COMFORT AND CONVENIENCE

EXIT
47 ↗

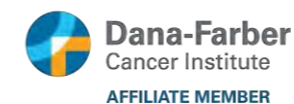


EXIT
48 ↗





NOW OPEN!



ROCK ROW HEALTH CAMPUS



OFFICE DEVELOPMENT OVERVIEW

100 QUARRY DRIVE PORTLAND ME



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

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.



ROCK ROW OVERVIEW

LEASING PARTNERS

ROCK ROW NEWMARK

Matt Curtin | Executive Managing Director
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ROCK ROW MEDICAL CAMPUS



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