SEAPORT

BOSTON, MASSACHUSETTS

WSDEVELOPMENT

“Seaport is a harbinger of an edgier, more modern city.

Filled with well-dressed young professionals on lunch breaks and travelers admiring the neighborhood’s growth.

The experience will make you want to move to Boston.”

CONDÉ NAST TRAVELER

BOSTON'S NEW DOWNTOWN

—

An ultra-accessible, urban waterfront neighborhood where innovation and lifestyle intersect, unlocked after a decade of development and $22 billion in public investment.

ACCESS:

MBTA:
- RED LINE
- ORANGE LINE
- GREEN LINE
- BLUE LINE
- SILVER LINE
- COMMUTER RAIL
- WATER TAXI
- "BIG DIG" REDEVELOPMENT

WHERE TECHNOLOGY, EDUCATION AND TOURISM CONVERGE

Boston is a tech hub that rivals Silicon Valley and a global leader in healthcare, research and development, bolstered by the most educated workforce in America.

#1 **MOST EDUCATED WORKFORCE IN AMERICA**

⅓ of Boston's **POPULATION** is the **CREATIVE 20—34 YEAR-OLD** demographic

#1 *city in the U.S. for fostering* **ENTREPRENEURIAL GROWTH**

TOP 5 *U.S. market for* **FOREIGN CAPITAL**

6.24% **POPULATION GROWTH** *(2010-2017)*

home to

75 **COLLEGES & UNIVERSITIES**

21.9M+ **ANNUAL VISITORS** *with a* **$12.7B+** **TOTAL SPEND**

A 21ST CENTURY NEIGHBORHOOD

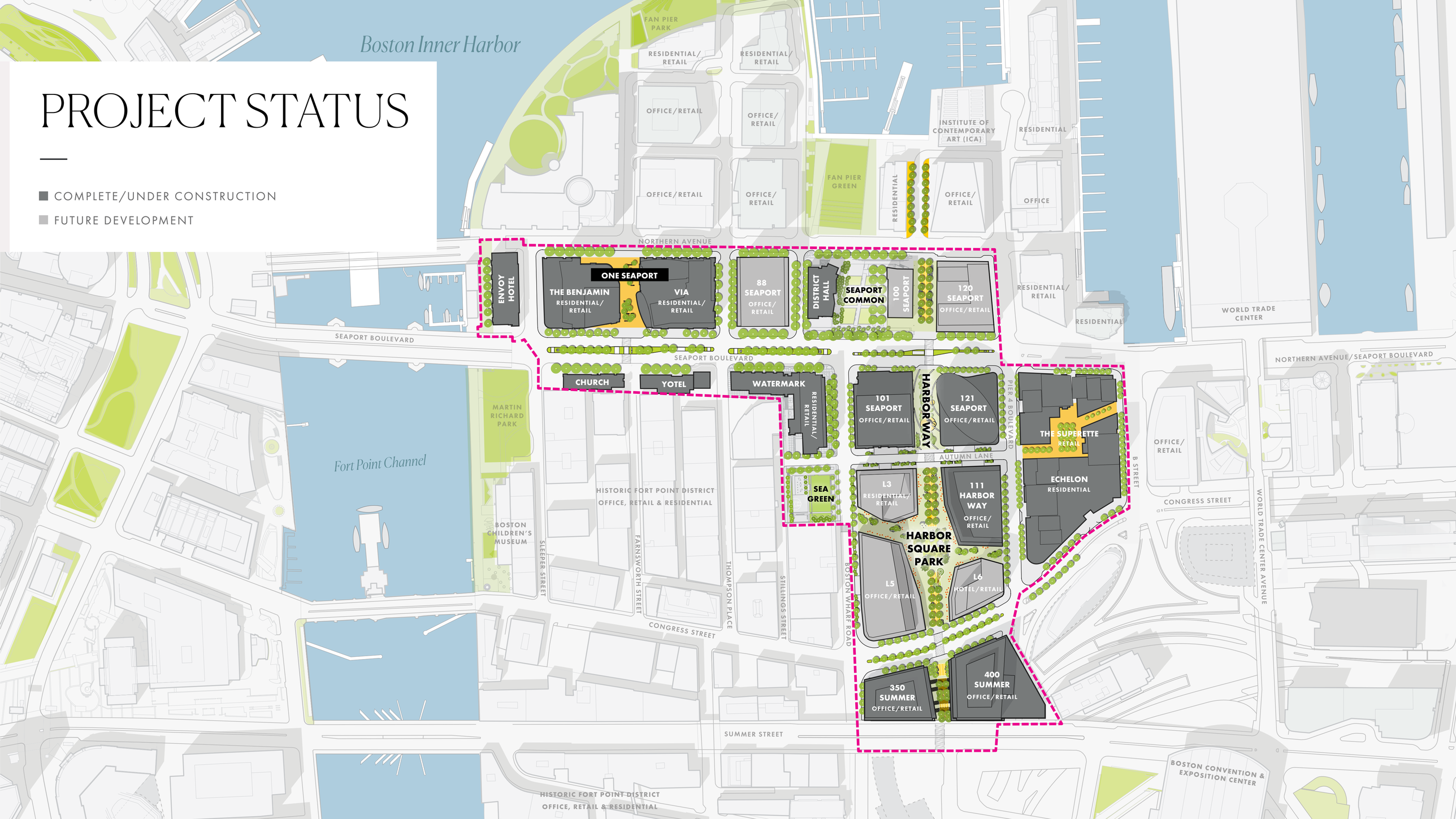
—

Seaport is ***built for the way people live today,*** *and has become the* ***most sought-after address for luxury residences*** *and* ***corporate headquarters*** *alike.*

PROJECT STATUS

—

- COMPLETE/UNDER CONSTRUCTION
- FUTURE DEVELOPMENT



MEET THE NEIGHBORS

Affluent, established and hungry for exceptional experiences.

$202,358
AVERAGE HH INCOME

$311,864
AVERAGE FAMILY INCOME

71%
OF RESIDENTS WITHIN ONE MILE
earn above $75,000 annually

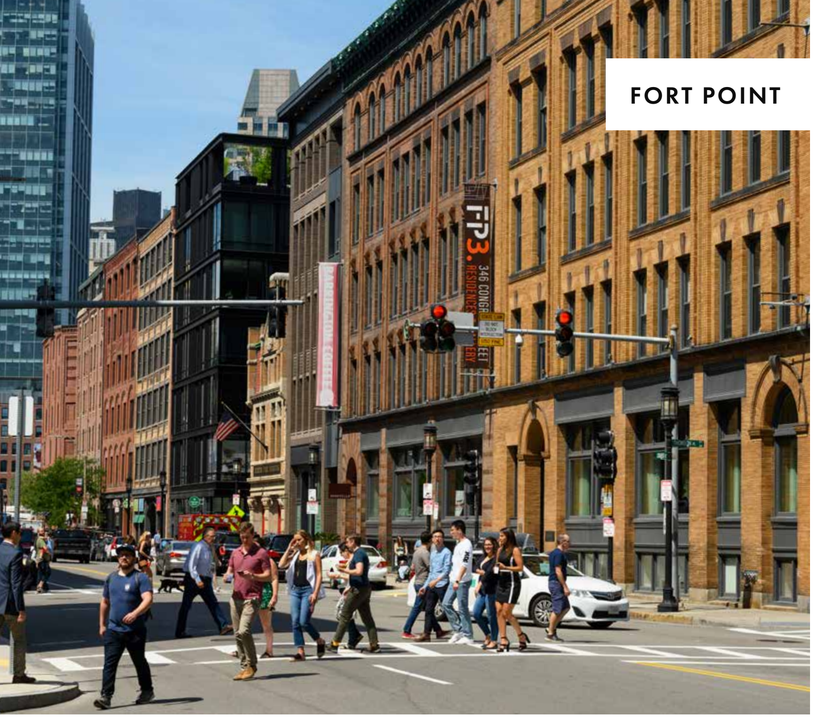
Seaport Residents:

$10,000
AVERAGE MONTHLY EXPENDITURE

$1.99M
AVERAGE NET WORTH

72.4%
BACHELOR DEGREE OR HIGHER

53%
OF RESIDENTS WITHIN ONE MILE
are age 35 or above



FORT POINT

THE INSTITUTE OF CONTEMPORARY ART
HARBORWALK SOUNDS SERIES, ICA FREE THURSDAYS

AMPLIFYING VOICES
SIDEWALK CHALK ART MURAL SERIES

A LEGACY OF CULTURE AND CREATIVITY

*In its earliest days, the Fort Point area of the District was a busy harbor and shipping industry hub—**a past that has imbued the neighborhood with a lasting sense of grit and tenacity.** As the city evolved, Fort Point's commercial warehouses eventually became home to **Boston's oldest artist community.** Today, the influence of both this **hardworking history and creative spirit persists,** drawing **revered cultural institutions to plant roots** in the neighborhood.*

FORT POINT ARTS COMMUNITY
FRIENDS OF FORT POINT
THE INSTITUTE OF CONTEMPORARY ART
THE SOCIETY OF ARTS & CRAFTS
BOSTON SOCIETY FOR ARCHITECTURE

FUELING GROWTH

256,346+ *Daytime Population*
WITHIN ONE MILE

13+ MSF OFFICE COMPLETED

5.7+ MSF OFFICE/LAB PIPELINE

350+ COMPANIES *have set-up shop in the Seaport since 2010 across* **46+ MSF:**

amazon · FOUNDATION MEDICINE · BCG · VERTEX · redhat
pwc · MassMutual · nuTonomy · ALEXION · LogMeIn
Reebok · Rue La La · Fidelity INVESTMENTS · fitbit · ptc · chewy
GOODWIN · P&G · GINKGO BIOWORKS™ THE ORGANISM COMPANY · AUTODESK · zipcar
INDUSTRIOUS · wellframe · THOMSON REUTERS · openview · DIGITAL LUMENS
McKinsey&Company · workable · MULLENLOWE GROUP · APTIV · CENGAGE

1.5+ MSF/60+ COMPANIES
of office/lab commitments
OVER THE LAST 18 MONTHS

A GLOBETROTTER'S HOME AWAY FROM HOME

$3+ BILLION

ANNUAL SPEND BY INTERNATIONAL STUDENTS

is a major contributor to Greater Boston, the

3RD-HIGHEST ECONOMY

IN THE U.S.

+870% INCREASE

IN CHINESE VISITORS

to Boston with continued growth as inbound traffic slowed across the U.S. (2007-2017)

Chinese visitors to Greater Boston (2017):

$237M

TOTAL SPEND

$5,000

AVERAGE SPEND/VISIT

Boston Logan International Airport is the East Coast's third-largest gateway to Europe

(BEHIND NEWARK AND JFK)

International airport access is just a 5-minute ride from Seaport with:

56 DIRECT

INTERNATIONAL DESTINATIONS

60+ DAILY

INTERNATIONAL FLIGHTS

including:

BEIJING • SHANGHAI • HONG KONG • TOKYO

SEOUL • LONDON • PARIS • ROME • MADRID

ZÜRICH • DOHA • DUBAI • ISTANBUL • TEL AVIV

Within one-mile of Seaport:

±5,640

HOTEL ROOMS

1.43+ MSF

CONVENTION SPACE

12+

MUSEUMS/ ATTRACTIONS

"Within the Seaport District you will find *restaurants galore* with new spots opening all the time by *big name chefs* as well as newcomers."

10BEST.COM

FOOD CULTURE

MENTON · Broken Coconut · SPORTELLO · TAIYAKI NYC · BLUE DRAGON · sweetgreen

Tatte Bakery & Café · OCEAN PRIME · CAFFÈ NERO · CHICKADEE · FLIGHT CLUB Social Darts · CITY TAP Kitchen & Craft

MASTRO'S RESTAURANTS · La COLOMBE · trillium Brewing Company · Lolita · the scorpion bar · wagamama · juice press

bartaco · HOPSTERS · DAVIO'S Northern Italian Steakhouse · K·I·N·G·S Dining & Entertainment · ROW 34 · Drink · WOODS HILL Pier 4 · SHAKE SHACK

LEGAL Harborside · COMMITTEE · Tuscan Kitchen · Cardullo's Gourmet est 1900 Shoppe · GreCo · YŌKi Express Love... Live... Eat Well. · EMPIRE

BRANDS

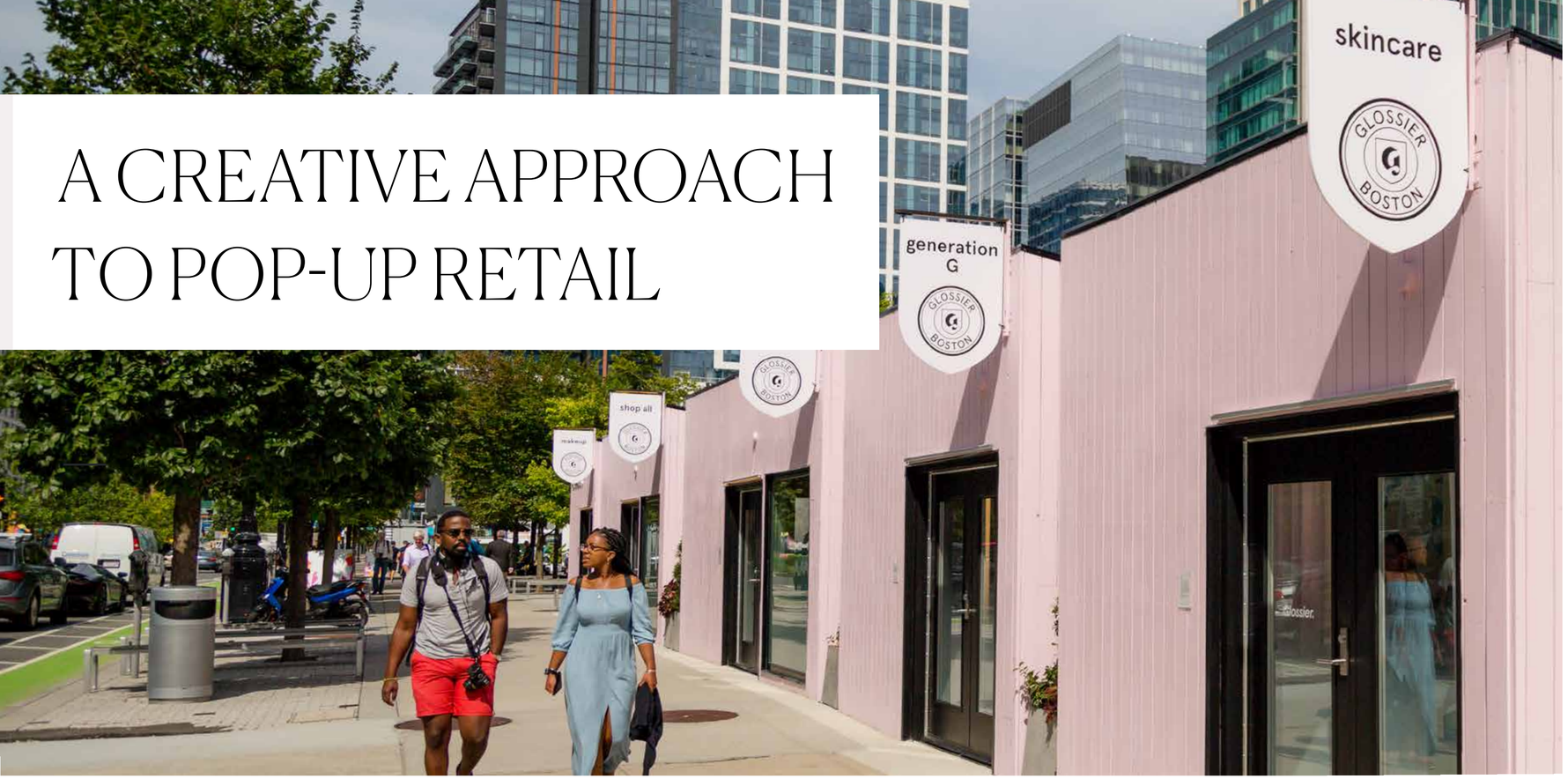
As of 2020, WS has opened over 300,000 square feet of new retail adding amenity, fashion, food and entertainment including:

AWAY
b8ta
bluemercury
BONOBOS
EQUINOX
EVERLANE
FILSON
SINCE 1897
FJÄLL RÄVEN
HELLY HANSEN
INDOCHINO
L.L.Bean
lululemon
MEJURI
MiniLuxe
MR.SID
Outdoor Voices
PETER MILLAR
polkadogbakery
SEPHORA
SOULCYCLE
WARBY PARKER

"The Seaport patron is *youthful, vibrant, motivated and views things through a global lens.* They are helping to usher Boston into a more innovative future."

STUART SEGEL, PRESIDENT OF MR. SID

A CREATIVE APPROACH TO POP-UP RETAIL



The Current is a pop-up village, made up of nine tiny homes, with a permanent presence just off bustling Seaport Boulevard.

PREVIOUS TENANTS INCLUDE:

ACE & EVERETT
ATELIER PAULIN
BEAM
BEAUTYCOUNTER
BOOTY BY BRABANTS
BRASS
BREF
CYNTHIA ROWLEY
DADA DAILY
FIERCE + REGAL
GLOSSIER (FULL TAKEOVER)
HAVENLY
INJEANIUS
LACED
LE CREUSET
LEGIT ACTIVEWEAR
LEVITATE
LUNYA
MARGAUX
MONICA + ANDY
NOBULL
OLIVELA
ORLY KHON FLORAL
PARLR LOUNGE
SH•T THAT I KNIT
THE GIVING KEYS

The Current is proud to be a 2020 honoree of FAST COMPANY *Innovation by Design Awards, Retail Environments category*

"The strength of The Current is being able to *bring like-minded businesses together* all in one space."

SAMANTHA PERRY DAVID, FEATURED IN WWD

LUXURY LIVING

Boston's newest and most sought-after address for luxury.

7.5+ MSF *Total Residential*
COMPLETED/PLANNED

Breaking city-wide records:

$4,180 PSF
RESIDENCES AT PIER 4
(condominium)

$3,330
AVERAGE RENT
(one-bedroom)

AVERAGE SALE STATISTICS **$2.3M / $2,117 PSF**

ECHELON
717 LUXURY UNITS

ST. REGIS RESIDENCES
114 LUXURY UNITS

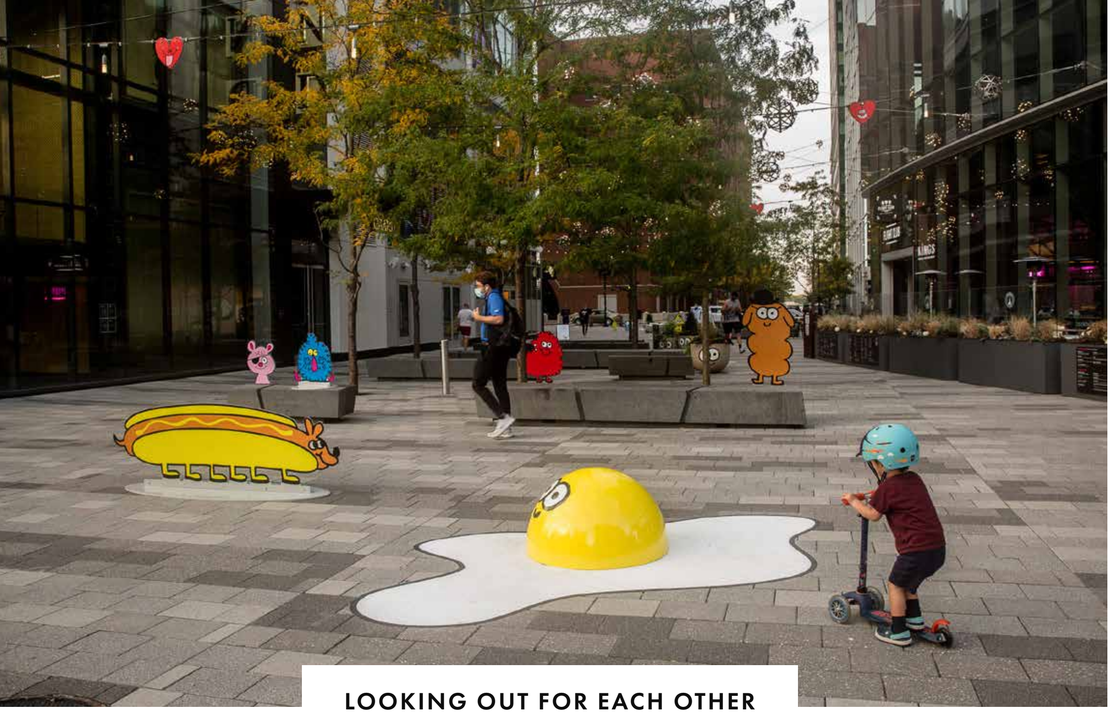
SOURCE: CRONIN DEVELOPMENT

RESIDENCES AT PIER 4
106 LUXURY UNITS

A DESTINATION FOR GLOBALLY-RENOWNED ART

DAMASCUS GATE (STRETCHED VARIATION I)
MURAL BY FRANK STELLA

AIR SEA LAND
SCULPTURE SERIES BY OKUDA SAN MIGUEL



LOOKING OUT FOR EACH OTHER
JON BURGERMAN

BOSTON UNCORNERED
JOHN HUET, PJA ADVERTISING + MARKETING,
COLLEGE BOUND DORCHESTER, WS DEVELOPMENT

BRINGING INGENIOUS ARCHITECTURE TO BOSTON

—

*A **varied, visually stunning landscape** brought to life by a world class team of design professionals: **James Corner Field Operations, NADAAA, Sasaki, Rem Koolhaas/OMA** and others.*

MASTER PLAN | *Sasaki, NADAAA, JCF Operations*

88 SEAPORT | *OMA/Rem Koolhaas*

111 HARBOR WAY | *Gensler (San Francisco)*

350 SUMMER STREET | *Morris Adjmi*

ECHELON | *KPF*

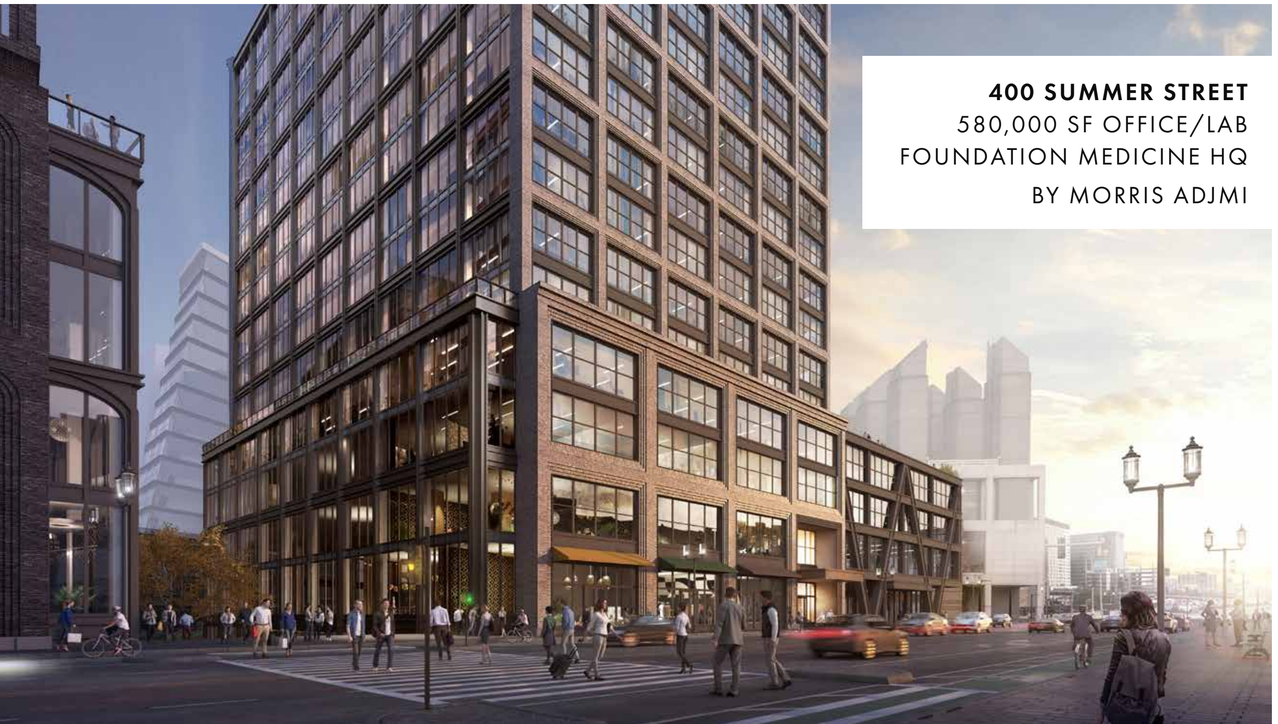
THE SUPERETTE | *KPF*

SUMMER STEPS | *James Corner Field Operations*

THE CURRENT | *nArchitects*

400 SUMMER STREET | *Morris Adjmi*

88 SEAPORT
500,000 SF ACROSS 18 FLOORS
BY OMA/REM KOOLHAAS

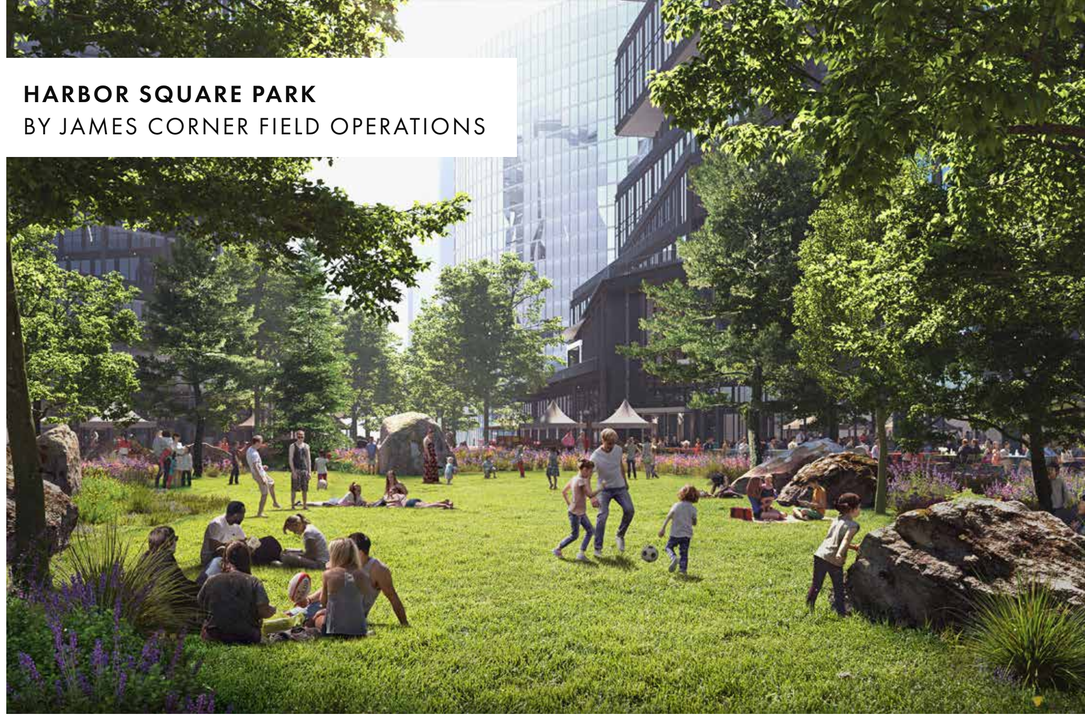


400 SUMMER STREET
580,000 SF OFFICE/LAB
FOUNDATION MEDICINE HQ
BY MORRIS ADJMI

111 HARBOR WAY
430,000 SF OFFICE, 60,000 SF RETAIL
BY GENSLER (SAN FRANCISCO)

HARBOR WAY
NEW 0.3-MILE PUBLIC PROMENANDE CONNECTING SUMMER STREET AND SEAPORT COMMON
BY JAMES CORNER FIELD OPERATIONS
(THE HIGH LINE, NEW YORK)

HARBOR SQUARE PARK
BY JAMES CORNER FIELD OPERATIONS



SUMMER STEPS
BY JAMES CORNER FIELD OPERATIONS

SEAPORT ACTIVATION

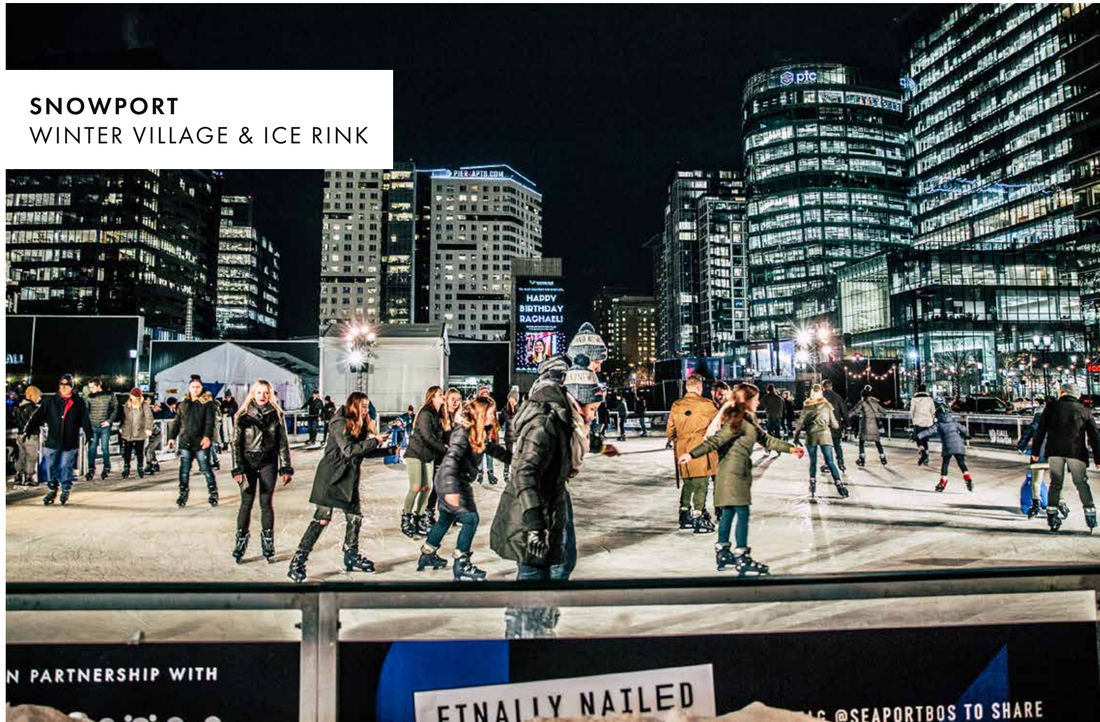
Creating spaces, online and on the ground, where ***community thrives.***

- 500+ **free public events** and year-round programming
- 10 acres of **public open space** including 3 parks
- Large-scale **event partnership** opportunities

SEAPORT SWEAT
LARGEST FREE FITNESS SERIES IN BOSTON

CISCO BREWERS
NANTUCKET BEER GARDEN POP-UP

SNOWPORT
WINTER VILLAGE & ICE RINK



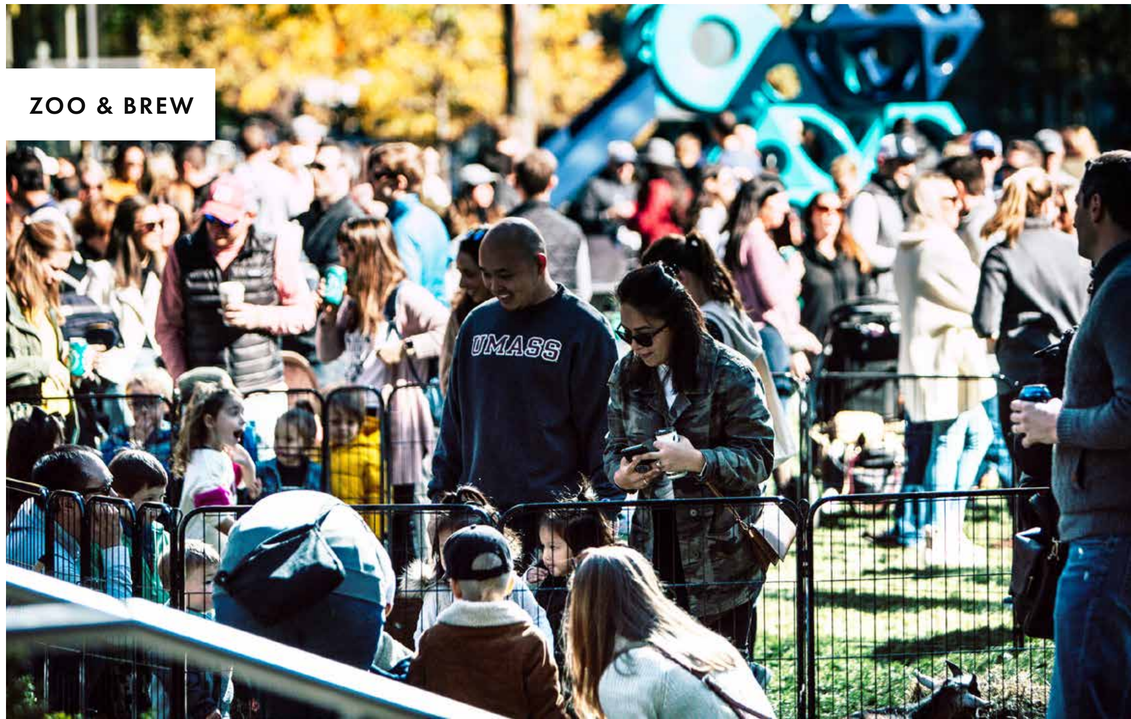
DÎNER EN BLANC

YAPPY HOUR

BOSTON SYMPHONY ORCHESTRA

LIGHT-UP SEAPORT
ANNUAL EVENT, 4,000+ ATTENDEES

BOSTON BALLET

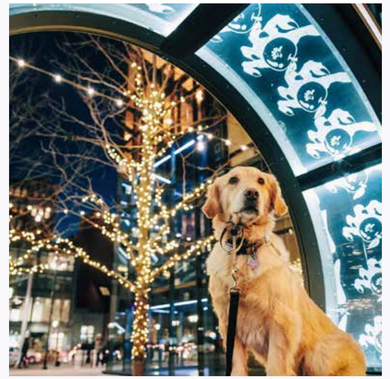


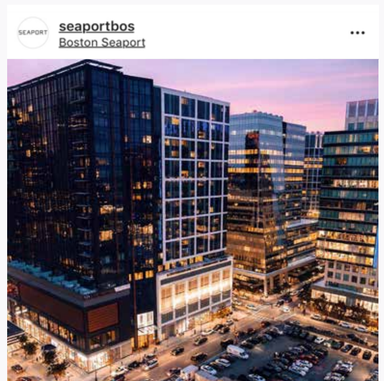
ZOO & BREW

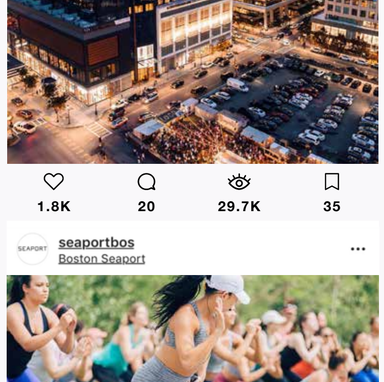
@SEAPORTBOS

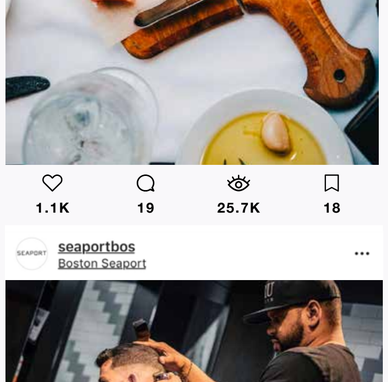
Social media engagement and reach.

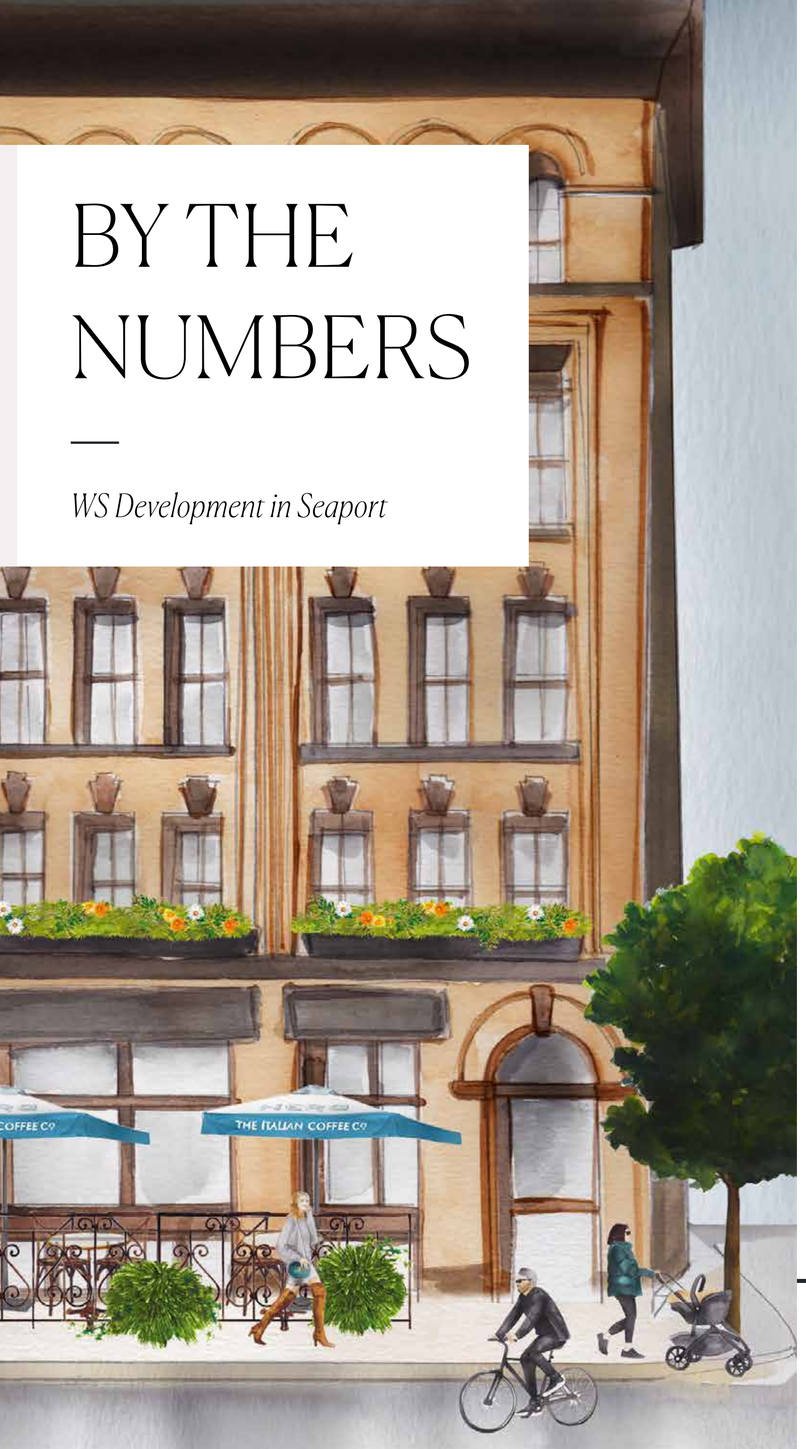
- 49,300+ followers
- 29,100+ followers
- 35,000+ email database
- 60,000+ monthly website visits











BY THE NUMBERS

WS Development in Seaport

23 ACRES

20 BLOCKS

7.6 MILLION

total square feet

1.1 MSF

3.2 MSF

RESIDENTIAL

3,200 homes

2.8 MSF

OFFICE/RESEARCH

4 HOTELS

800 keys

10 ACRES

PUBLIC OPEN SPACE

including

3 PARKS

&

HARBOR WAY

(⅓-MILE PUBLIC PROMENADE)

Thank you.
SEAPORT
A PROJECT BY
WSDEVELOPMENT