

BRATTLE STREET

HARVARD SQUARE | BOSTON, MA

allbirds



BRAND | URBAN



DISTRICT
REAL ESTATE ADVISORS

HARVARD SQUARE

Harvard Square is at the epicenter of Cambridge. Where brilliant minds have come to live, create and collaborate since the Colonial Era. It is the heart of progress, from George Washington, Benjamin Franklin and John F. Kennedy to Conan O'Brien and Matt Damon. Harvard Square stands the test of time. Anchored by the prestigious and trailblazing Harvard University next door, an intellectual and inquisitive energy cuts through the air and bubbles over to influence the entire square. This neighborhood is filled with noteworthy restaurants, unique stores, buzzing coffee shops, street performers and art - all in one of the oldest neighborhoods in the country that simultaneously feels more alive and vibrant than ever.

With dazzling views along the Charles River, 8 U.S. Presidents, 79 Nobel laureates, nearly 400 Rhodes Scholars and 48 Pulitzer Prize winners have attended Harvard University, but Harvard Square is for us all.

56.5%

LAPTOPS & LATTES

Like Newbury Street, Harvard Square mainly consists of an affluent group of residents that are typically single, well-educated professionals in the finance, entertainment, computer, business and legal industries. They are cosmopolitan at heart and technologically savvy consumers that usually walk, bike or use mass transit to get to where they need to be.

29.2%

METRO RENTERS

A fairly prominent group in the neighborhood, these residents thrive in urban life settings with many currently enrolled in higher education. Ranging from their late twenties to thirties, they spend most of their earnings on rent, clothes and likes to keep up with the latest technology, spending most of their day on their computers and cell phones.

14.3%

DORMS TO DIPLOMAS

Primarily consisting of college students, these residents mainly stick to a strict budget, where fast food and seasonal sales are their main options. Most of their time is spent in school, working part-time or socializing and having fun with friends. This purely online generation has been using computers, the Internet and their cell phones for their entire life.

Points of INTEREST

- Hospitality
- Major Firms/Companies
- Public Institutions/Universities

BRATTLE STREET

At a GLANCE

101,794

Population

68,837

Daytime Population

\$102,268

Median HH Income

80%

Population 18-64

TUFTS UNIVERSITY

HARVARD MUSEUM OF
NATURAL HISTORY

HARVARD UNIVERSITY

SHERATON COMMANDER
HOTEL

THE BRATTLE THEATER

HARVARD SQUARE HOTEL

THE CHARLES HOTEL

HARVARD SQ.



LOCATION

Brattle St. between
Palmer St. and Church St.

ASKING RENT

Upon request

CURRENTLY

Origins

POSSESSION

Arranged

TERM

Long Term

SIZE

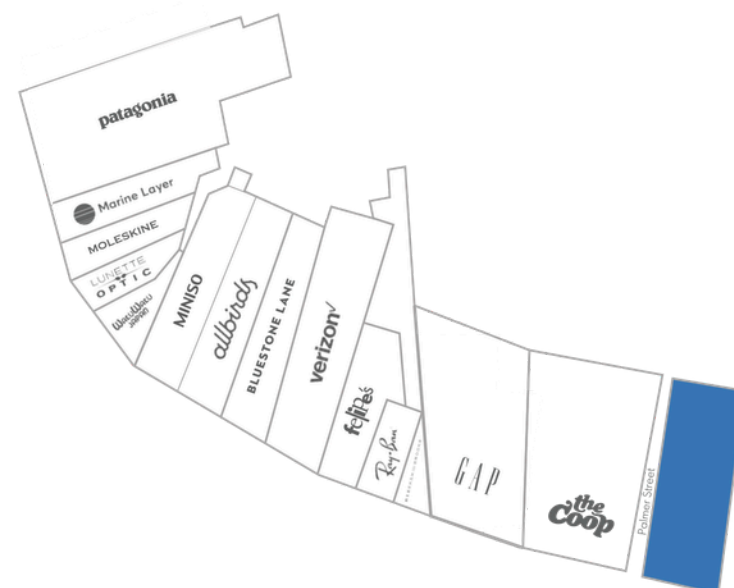
Ground: 945 SF
Basement: 493 SF

NEIGHBORS

Patagonia, Aesop, Gap, Topdrawer, Lululemon
Swiss Watchmaker, Dunkin', Mint Julep
Harvard Co-op, CVS, Moleskin, MOTTO
Pokeworks, Bluestone Lane, Felipe's
Milk Bar Mini, Pressed, Capital One Café
Miniso, Van Leeuwen, Daily Provisions

COMMENTS

- Tremendous corner opportunity in Harvard Square
- Just steps away from the Harvard Stop on the T
- High foot traffic 24/7/365
- 80% of the population ranges from 18-64
- Second gen retail space



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41 BRATTLE
STREET

LOCATION

Brattle St. between
Palmer St. and Church St.

ASKING RENT

Upon request

CURRENTLY

Allbirds

POSSESSION

Arranged

TERM

Long Term

SIZE

Ground: 2,003 SF
Basement: 2,156 SF

NEIGHBORS

Patagonia, Aesop, Gap, Topdrawer, Lululemon
Swiss Watchmaker, Dunkin', Mint Julep
Harvard Co-op, CVS, Moleskin, MOTTO
Pokeworks, Bluestone Lane, Felipe's
Milk Bar Mini, Pressed, Capital One Café
Miniso, Van Leeuwen, Daily Provisions

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LOCATION

Brattle St. between
Palmer St. and Church St.

ASKING RENT

Upon request

CURRENTLY

Tess

POSSESSION

Immediate

TERM

Long Term

SIZE

Ground: 1,540 SF
Basement: 1,829 SF

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