

# BRATTLE STREET

HARVARD SQUARE | BOSTON, MA

AM  
PS





## 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

# 17-41 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

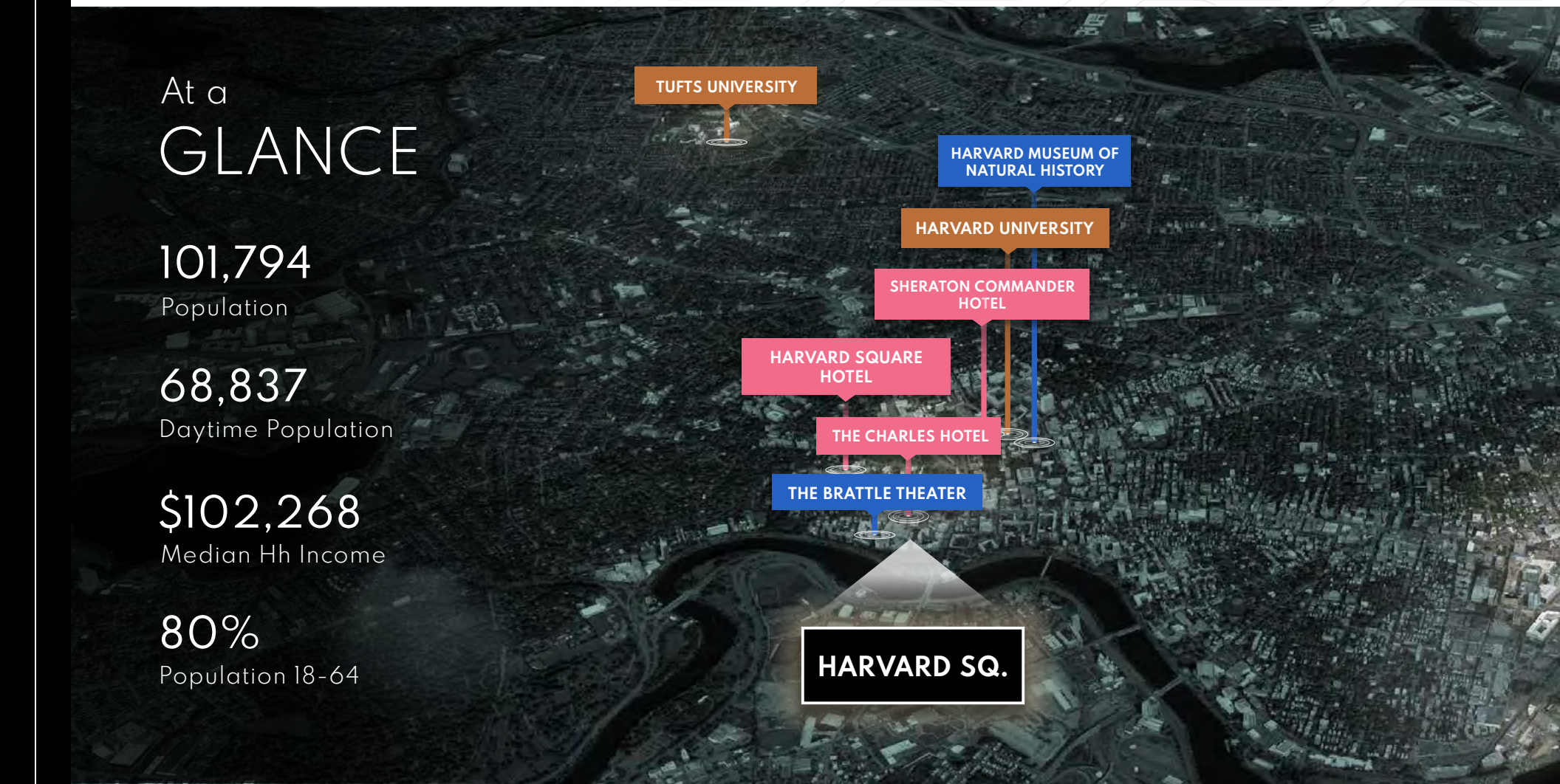
SHERATON COMMANDER HOTEL

HARVARD SQUARE HOTEL

THE CHARLES HOTEL

THE BRATTLE THEATER

HARVARD SQ.







**LOCATION**

Brattle St. between Palmer St. and Church St.

**ASKING RENT**

Upon request

**FORMERLY**

Brattle Square Florist

**POSSESSION**

Arranged

**TERM**

Long Term

**SIZE**

Ground: 1,500 SF  
Basement: 1,300SF

**COMMENTS**

- White-boxed space, currently in move-in condition
- Incredible soaring ceilings with a clear height of 18 feet and a selling lower level
- High foot traffic and terrific visibility directly centered at the 50 yard line of Harvard Square

**NEIGHBORS**

Patagonia, Allbirds, Anthropologie, Marine Layer, Aesop, Gap, Lunette, Moleskin, Bluestone Lane, Joe's Pizza, Felipe's, Verizon, Ray Ban, Rebekah Brooks, and Wagu Wagu.







**LOCATION**

Brattle St. between Palmer St. and Church St.

**ASKING RENT**

Upon request

**FORMERLY**

Tess (Pop-Up)

**POSSESSION**

Arranged

**TERM**

Long Term

**SIZE**

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

**COMMENTS**

- Incredible retail opportunity directly next door to Patagonia in Harvard Square
- Second generation retail space, located just steps away from the Harvard stop on the T
- Heavy pedestrian foot traffic 24/7/365
- 80% of the surrounding population range in age from 18-64

**NEIGHBORS**

Patagonia, Allbirds, Anthropologie, Marine Layer, Aesop, Gap, Lunette, Moleskin, Bluestone Lane, Joe's Pizza, Felipe's, Verizon, Ray Ban, Rebekah Brooks, and Wagu Wagu.





FOR INQUIRIES, PLEASE CONTACT

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