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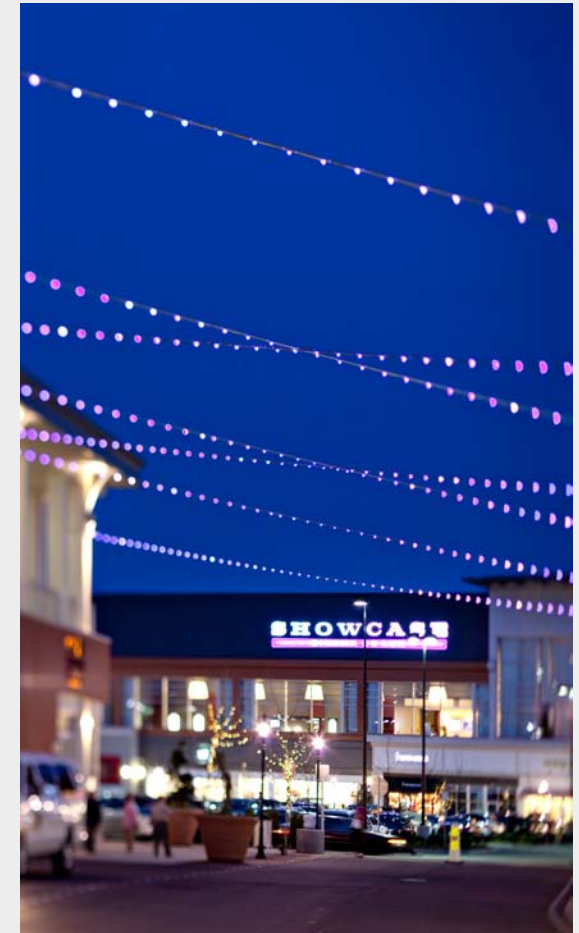
2014 ULI Fall Meeting



Javits Center, NYC | October 21–23

#ULINYC

# Retail Placemakers



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# MarketStreet Lynnfield

- Located in Lynnfield, MA

- Boston, North Shore

- 680,000 Square Feet

- Opened August, 2013

- Anchors

- Whole Foods Market (Rooftop Garden)

- lululemon athletica

- The Yard House

- King's

- J. Crew

- Phase II currently under development

- Over 100 shops and restaurants

- Horizontal mixed-use center

- Retail

- Residential

- Office



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WS DEVELOPMENT

# MarketStreet Lynnfield

- Events include

- Yoga on the Green
- Music in the Square
- MarketStreet Movie Night
- Vineyard Vines Ice Skating Fashion Show
- Youth Soccer Tournament on the Green
- A Taste of MarketStreet



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# MarketStreet Lynnfield



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# MarketStreet Lynnfield



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# The Street Chestnut Hill

- Located in Chestnut Hill, MA

- 406,000 square feet

- Original Construction in 1952

- Anchors

- Shake Shack

- Showcase SuperLux

- The Container Store

- Del Frisco's Grill

- Intermix, Helmut Lang, Splendid,

- Jonathon Adler

- “Up Market” Center

- High demand for up-scale restaurants and retail

- Over 150,000 college students within a 5-mile radius

- Minutes from Boston College

- Easily accessible from the city of Boston

- Demographics exceeded

- Manhasset, NY; Short Hills, NJ;

- Greenwich, CT; Dallas, TX; Brentwood, CA



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# The Street Chestnut Hill

## Events include

- The Shake Shack Table Tennis Tournament
- “3rd Thursdays” involving special deals for shoppers
- Art Installations by well-recognized artists
- Pops Orchestra and Picnic
- Summertime Series
- Live music
- Fitness classes
- Kid-friendly fun
- Tree Lighting Ceremony



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# The Street Chestnut Hill



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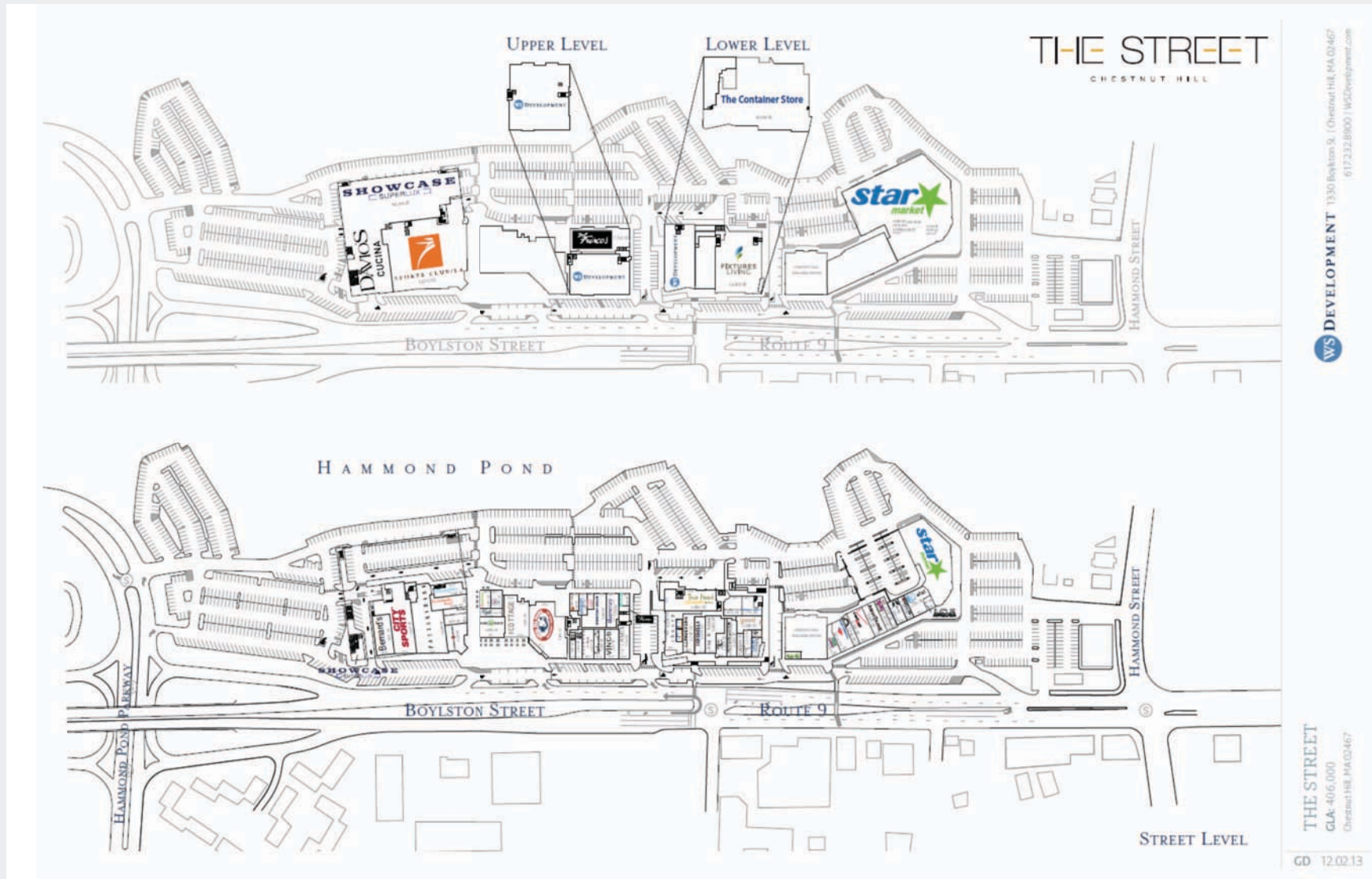


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# The Street Chestnut Hill



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# Hilldale

- Located in Madison, WI
- 625,000 square feet
- Opened in 1962 as part of Hill Farms Neighborhood
- Owned by UW for 40+ years
- Anchors
  - Macy's
  - Metcalfe's Market
  - Target
  - Nation's first Sundance Cinemas
- Currently under redevelopment
  - De-malling into open-air destination
- Walking distance to University of Wisconsin at Madison



# Hilldale

## Events include

Hilldale Farmer's Market  
Summer Sidewalk Sale Days  
Bike to the Market Day  
Hilldale Redevelopment VIP Events  
“A Night Out With” Events  
Partnerships with non-profits  
Fashion Week  
Including popular event “A Little Black Dress Affair”



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# Hilldale



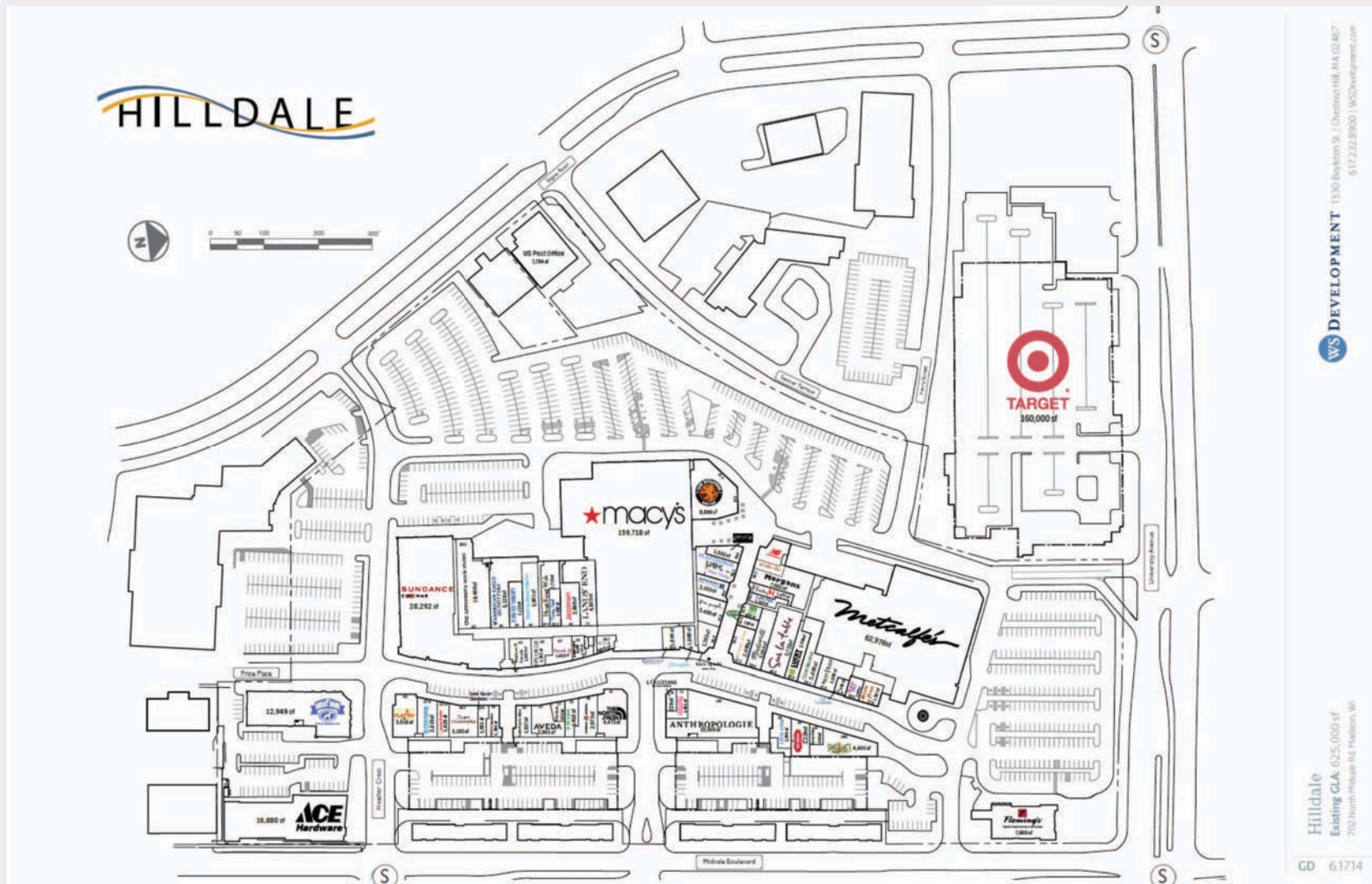
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# Hilldale



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## Retail Placemakers

WS Development creates innovative and welcoming environments with extraordinary architecture in a lively open-air experience. Our destinations deliver so much more than shopping – they are filled with a dynamic merchandise mix, delicious dining, first class entertainment, lush landscaping, social gathering places and are defined by the energy that spills out onto the sidewalks. We craft the right space for the right retailer and a special place for our valued customers – we are Retail Placemakers.

To join in our success, please contact us at 617.232.8900.



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