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Retail Project Profile: The Point - Something new on I-495 combining shops, restaurants, grocery, hotel and entertainment

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The Point is the first of its kind in Boston's Metro Northwest. Approximately 30 miles from Boston at the intersection of I-495 and Rte. 119, The Point is the region's only mixed-use destination that combines shops, restaurants, grocery, hotel and entertainment.

The Point: By the Numbers

- * 540,000 s/f mixed-use
- * 400,000 s/f retail
- * 250,000 high-tech employees
- * Visible to 130,000 cars per day
- * Office, hotel and health club

Project Highlights

- * Best Retail Location on I-495 at intersection of Route 119 and I-495, The Point is visible to the 130,000 cars that pass per day
- * Exciting Anchors include Market Basket, Courtyard Marriott, Starbucks, and O'neil Cinemas, who's state-of-the-art cinema will be home to the region's largest and widest HD screen
- * Fills Huge Hole in Market as no similar mixed-use destination featuring retail and entertainment exists anywhere in the region
- * The Point's Got Rooftops in the form of technology companies along I-495's Think Belt, a technology hotbed home to companies like IBM, Juniper Networks, Red Hat, and Cisco
- * 250,000+ Employees work just minutes from The Point in "New England's Silicon Valley"
- * All New Customers in Unserved Trade Area featuring well-established surrounding towns like Concord, Groton, Acton, Westford, Boxborough, Ayer, Harvard, and Carlisle
- * Amenity-Filled, Interactive Retail format includes a running & fitness trail, rock climbing wall, outdoor market, fire pits, and an old-time carousel

Starbucks Now Brewing
at The Point

Starbucks opened at The Point on April 10. The premier roaster and retailer of specialty coffee in the world will hold a ribbon cutting at The Point on April 24. At The Point, Starbucks enjoys a prominent location perched high above I-495 and Route 119 and highly visible to the 130,000 vehicles that pass each day.

"We want to create a welcoming environment at The Point and Starbucks is a perfect fit and an exciting addition to our lineup of retailers and restaurants," said Sam Park, president, Sam Park & Co. "We're delighted to welcome them to The Point."

Two Exciting groundbreakings Just Weeks Away

Both Courtyard Marriott and O'neil Cinemas are their getting shovels ready and are poised to break ground. Courtyard Marriott will be a four-level hotel designed to reinforce its brand identity through a combination of architectural elements that provide instant recognition and familiarity. An iconic entrance tower will ensure the building is instantly identified from a distance and also create an inviting sense of arrival.

O'neil Cinemas will break ground on a movie going destination unlike anything the region has experienced. The state-of-the-art cinema will feature stadium seating and be home to the largest and widest HD screen in Boston's MetroWest/I-495 Tech Corridor. Moviegoers will enjoy Hollywood blockbusters from their luxurious all-leather recliners while dining on gourmet concessions from the nine-screen cinema's specialty health-conscious menu.

Major Construction Progress

Despite the snowy winter, there's been tremendous construction progress at The Point. The two-level, 37,000 s/f Building D is completely enclosed. Steel is not only up on Building E, but it has been topped off. Together with Building F, home to Starbucks, AT&T, and The Vitamin Shoppe, Buildings D and E combine to create a welcoming pedestrian area featuring wide sidewalks, generous awnings, and tables with colorful umbrellas. This setting offers an ideal setting for outdoor dining and for spending time with friends and family.

The Point Launches New Website and Social Media Channels

The Point has launched a brand new website at www.thepoint495.com. The website is designed to provide updates and information to customers, while providing leasing-related information for brokers and retailers.

The Point has made fast friends on Facebook receiving more than 800 Likes in just over two months. On Facebook, The Point shares news and photos with customers providing updates on new retailers and happenings at the center. The Point also has launched Twitter and Instagram accounts to share photos and updates on those sites as well.

Limited Space Remaining

Space is limited at the region's only mixed-use destination that combines shopping, restaurants, grocery, hotel, and entertainment. And, there's not much time remaining for retailers to join this "once in a generation" retail destination. To learn more, visit www.thepoint495.com or contact Debbie Meyers at dmeyers@paramountpartners.com.