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Waterstone Properties partners with Wilder to provide services for Rock Row

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Westbrook, ME Waterstone Properties has partnered with the national retail real estate firm, Wilder, to exclusively manage office and retail leasing as well as provide retail and office project management for the 110-acre, \$600 million Rock Row development.

Rock Row is one of the most unique and anticipated developments on the East Coast with a fully integrated mix of lifestyle-focused retail, office, medical and residential—all surrounding a fully-activated 400-foot-wide, 300-foot-deep granite quarry. The planned features of the fresh-water-filled quarry include an active boardwalk with entertainment and kiosks, world-class light and water show, and water recreational activities such as kayaking and pond hockey tournaments.

“The physical features of Rock Row require an artful tenant planning process, and no group in America is better at matching the right tenants with the right opportunities at Rock Row than Wilder. Their expertise and talent is unmatched,” said Josh Levy, co-founding principal of Waterstone Properties, the developers of Rock Row. “Wilder will help us craft a mix of world-class brands—and uniquely branded experiences—that are second to none, fully leveraging the one-of-kind natural features that add value to Rock Row.”

Phase One of Rock Row will open this summer with a state-of-the-art 80,000 s/f Market Basket supermarket. Other previously announced tenants coming to Rock Row include Starbucks, The Paper Store, Chick-fil-A, a 122-room boutique Element Hotel, a 12-screen Cinemark Theater and a Brew and Food Hall run by nationally renowned Colicchio Consulting. They will join the already opened LIVE NATION Maine Savings Pavilion at Rock Row.

“Rock Row is a once-in-a-lifetime project that is generating phenomenal buzz in the industry and, in many ways, reflects the future of mixed-use developments,” said Tom Wilder, Wilder principal. “The opportunity to combine specialty retail, entertainment, chef-driven restaurants, a brewery, a food hall, residential, and office in this incredibly unique open-air setting is like nothing I’ve ever seen. Tenants here will also have the ability to activate their brand utilizing the quarry features, participate in unique events and attractions, leverage integrated social media and site-wide marketing assets, and more. We are excited to be part of the future of Rock Row.”

Waterstone Properties purchased the quarry site in 2017; the \$600 million project is the first of its

kind in the state.

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