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Urban Edge signs Central Rock Gym to 18,200 s/f lease

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Cambridge, MA Urban Edge Properties has signed Central Rock Gym to a long-term, 18,200 s/f lease at Fresh Pond Mall. The popular and high-quality indoor climbing gym is relocating to a new facility that doubles its existing space and replaces a former A.C. Moore store. Within steps to Alewife MBTA station, this location expands access for members and offers strong adjacencies to a busy Whole Foods Market and Staples.

“The new location will be larger than the current space, offering over 500 linear feet of rock climbing,” said Joe Hardy, owner of Central Rock Gym. “We are very excited to provide a new, spacious, and more accessible location to our Cambridge members only a mile down the road!”

Fresh Pond Mall, located on the north side of the city, is surrounded by dense residential uses, and features key essential retail close to several office buildings (Forrester Research, Abt Associates,

Glaxo Smithkline) located on Concord Ave. Rte. 2, a major thoroughfare from the north, feeds directly into the retail corridor.

Serving the communities of Cambridge, Belmont, East Arlington and parts of Somerville, Fresh Pond Mall benefits from visitation by commuters, residents, and tourists. With Harvard University located 1.5 miles to the southeast and Tufts University located 1.5 miles to the northeast, the area attracts many visitors throughout the year.

“Bringing fitness to Fresh Pond Mall offers great synergies with the other tenants at the property such as Whole Foods, Staples and Homegoods,” said Scott Auster, SVP, head of leasing at Urban Edge. “We are excited for Central Rock Gym to create a terrific facility that will allow them to grow their membership without moving too far from their existing location.”

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