



# THE DOWNS

wilder



THE BOULOS  
COMPANY



# THE DOWNS

A THRIVING  
MIXED-USE  
COMMUNITY  
TRIFECTA.

**577-ACRES**  
of mixed-used development bringing  
newfound vitality to a well-loved landmark.

200-acres of  
**OUTDOOR RECREATION AREAS**  
trails, bicycle lanes, parks + natural playscapes.

1,000+ residents today in  
**538 EXISTING RESIDENTIAL**  
units with 270+ in the pipeline.

Scarborough: one of America's most  
affordable beach towns, top-ranked  
school districts and  
**FASTEST GROWING TOWN**  
in the fastest-growing county in Maine.

154-acre Innovation District  
**MAINE'S NEWEST ECONOMIC HUB**  
zoned for industrial, manufacturing, tech,  
commercial medical and retail users – first  
mixed used industrial park in 25 years.

Home to the  
**FIRST COSTCO IN MAINE**  
now open.

Future home  
of **ALLAGASH BREWERY**  
and tasting  
room, under  
construction.

**ADJACENT  
TO I-95** with  
direct access  
to Rt. 1.

Down the road  
from the only  
**CABELA'S** in  
Maine + #4 in the  
Country.

# LOCATION

Minutes away from  
Portland.

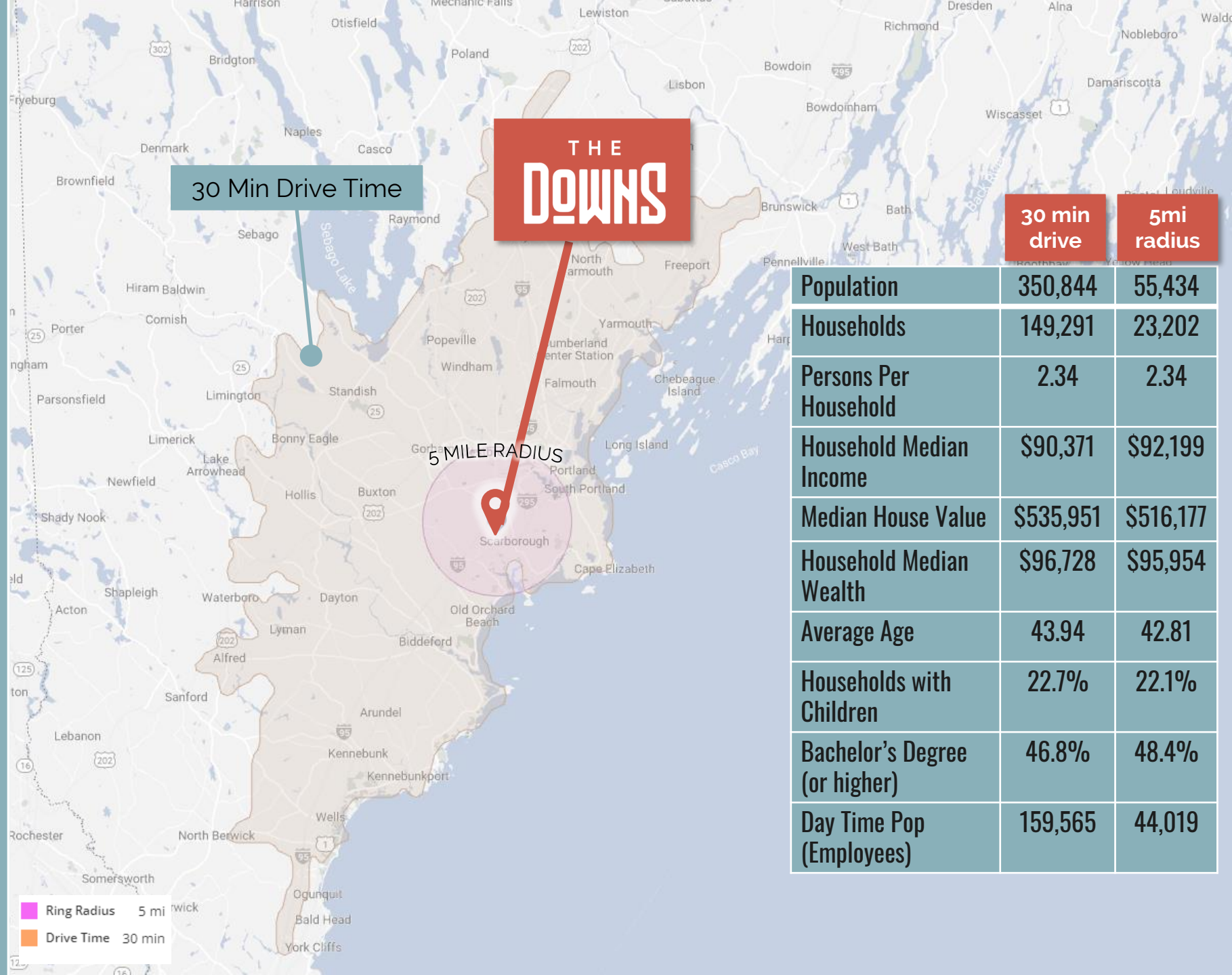
**South of the 1-95 /  
1-295 split.**

1 ½ hours from  
Metro-Boston.



# TRADE AREA POPULATION

A look at the greater **Portland** trade area in a 30-minute drive based on Costco's market.



	30 min drive	5mi radius
Population	350,844	55,434
Households	149,291	23,202
Persons Per Household	2.34	2.34
Household Median Income	\$90,371	\$92,199
Median House Value	\$535,951	\$516,177
Household Median Wealth	\$96,728	\$95,954
Average Age	43.94	42.81
Households with Children	22.7%	22.1%
Bachelor's Degree (or higher)	46.8%	48.4%
Day Time Pop (Employees)	159,565	44,019

# TRADE AREA PERSONAS

A look at the greater **Portland** trade area in a 30-minute drive based on Costco market.



## Rural High Income

Prosperous ruralites enjoying the outdoors and working in white-collar, farm and blue-collar jobs.

**Age:** 45-54

**Income:** \$100-125k+

**Households with Children:** 30.09%

**Home Ownership:** 86.68%

**Education (college degree):** 37.86%

**Towns Include:** Scarborough + Waterboro

*NorthernLights Top Segment*



## Sunset Boomers

Well-off boomers near or at retirement age living in picturesque locations.

**Age:** 65-74

**Income:** \$150-\$200k

**Households with Children:** 19.7%

**Home Ownership:** 78.6%

**Education (college degree):** 55.75%

**Towns Include:** Falmouth + Cape Elizabeth



## Upper Suburban Diverse Families

Upper-income families living their best life just outside the cities.

**Age:** 35-44

**Income:** \$100-\$150k

**Households with Children:** 38.23%

**Home Ownership:** 77.49%

**Education (college degree):** 38.93%

**Towns Include:** Cumberland + South Portland



## Young Professionals

Well-educated college graduates renting in the trendiest parts of town.

**Age:** 25-34

**Income:** \$75-\$150k

**Households with Children:** 9%

**Home Ownership:** 24%

**Education (college degree):** 62%

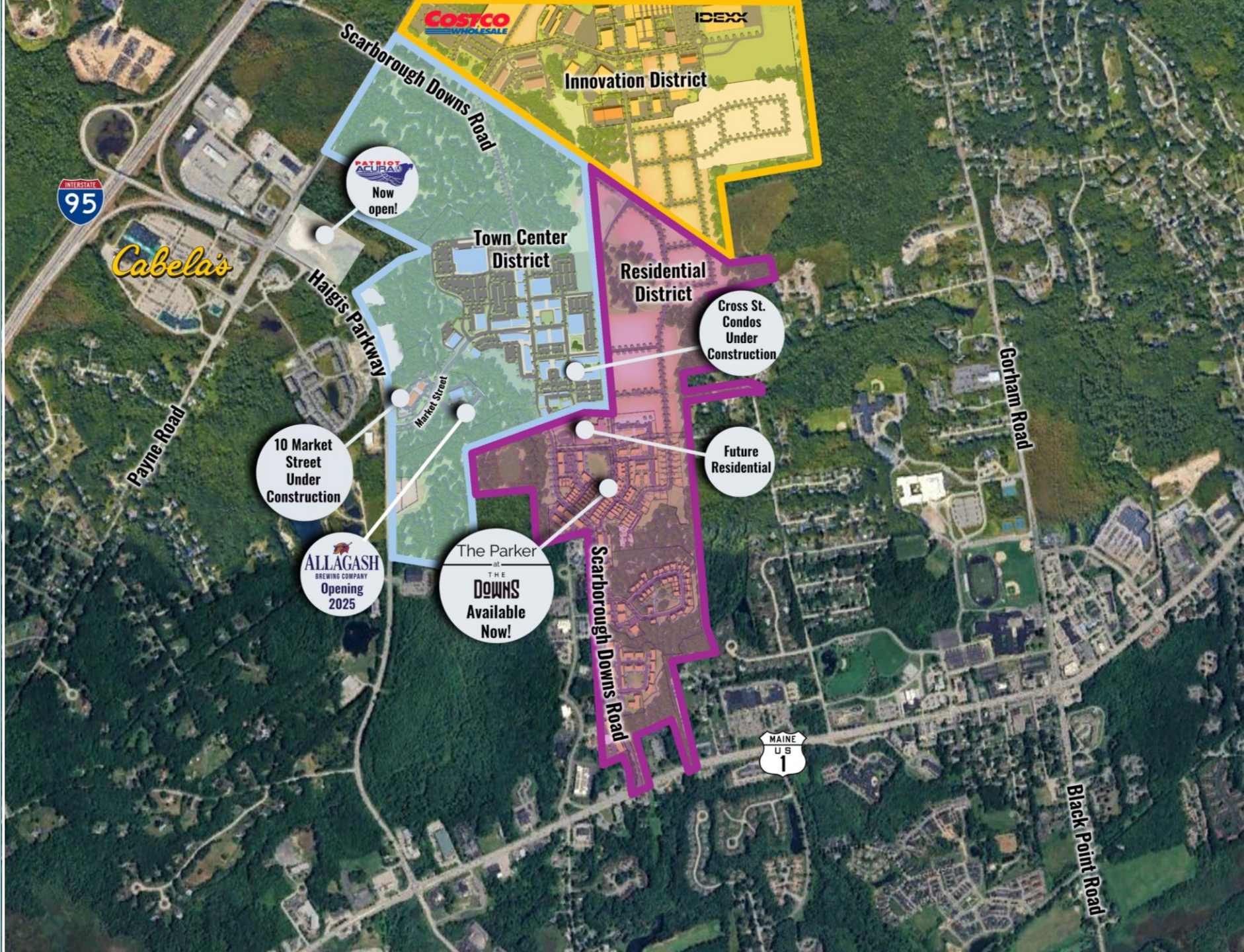
**Towns Include:** Portland

*#RisingProfessionals Top Segment*

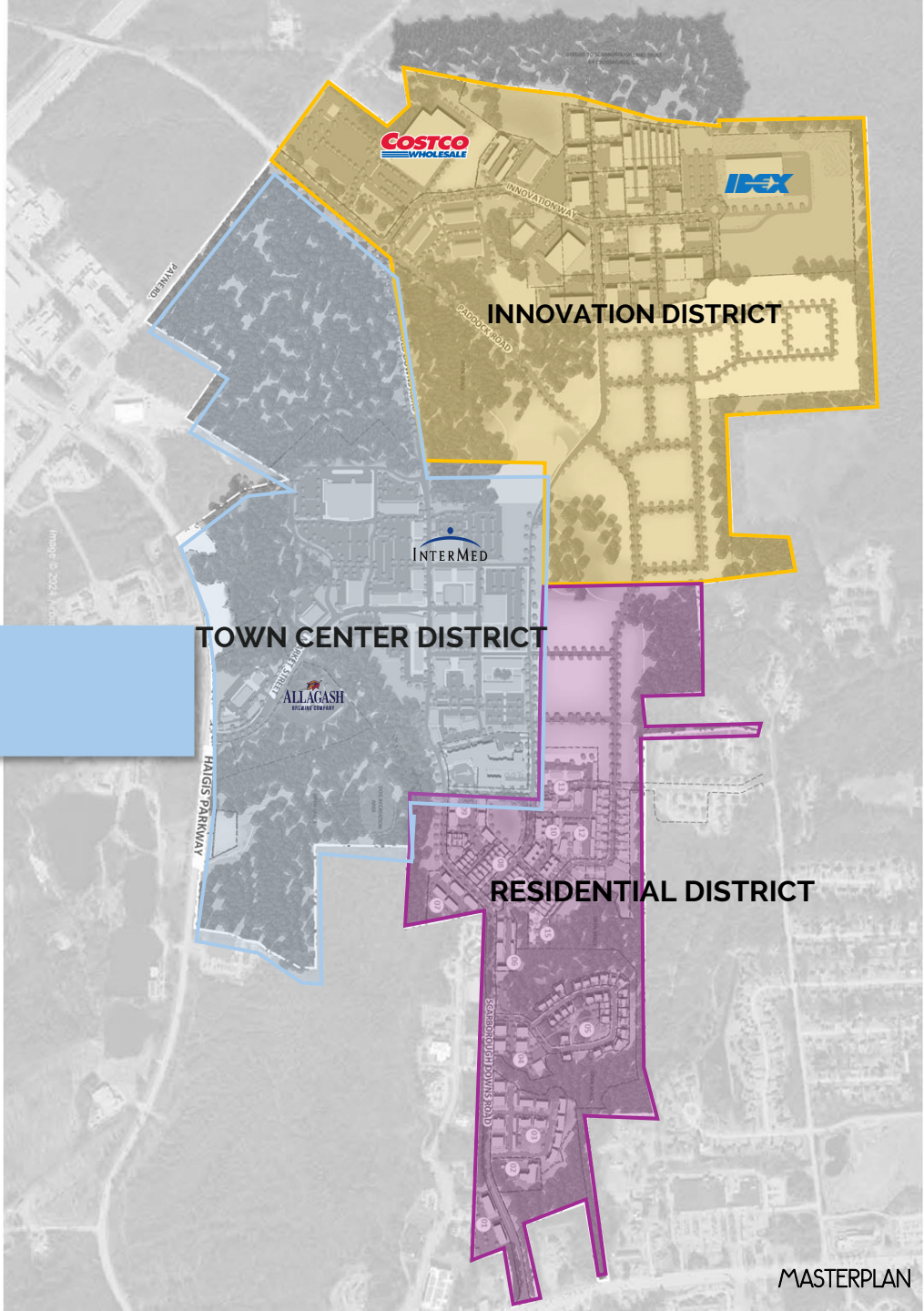
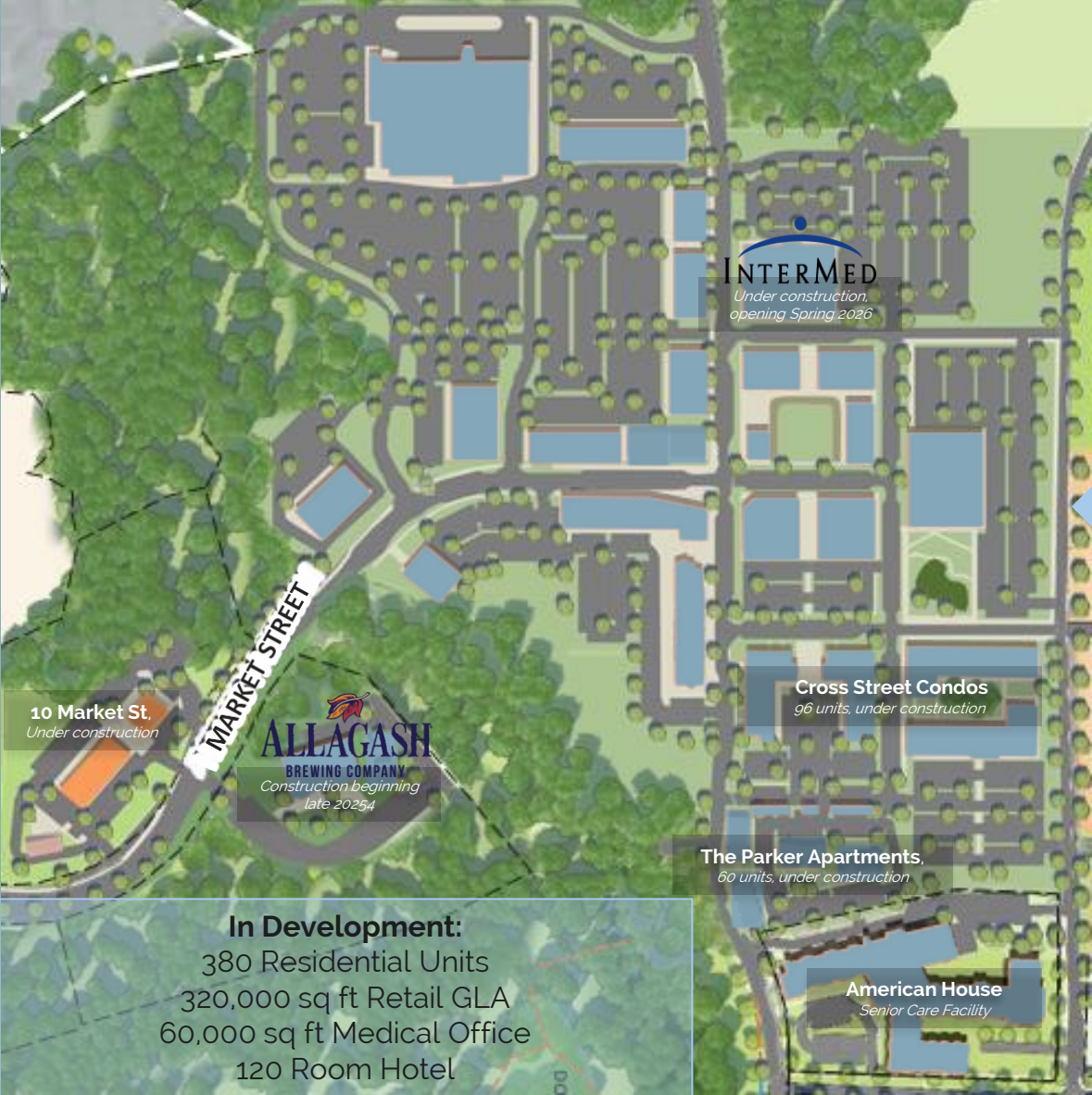


# AERIAL

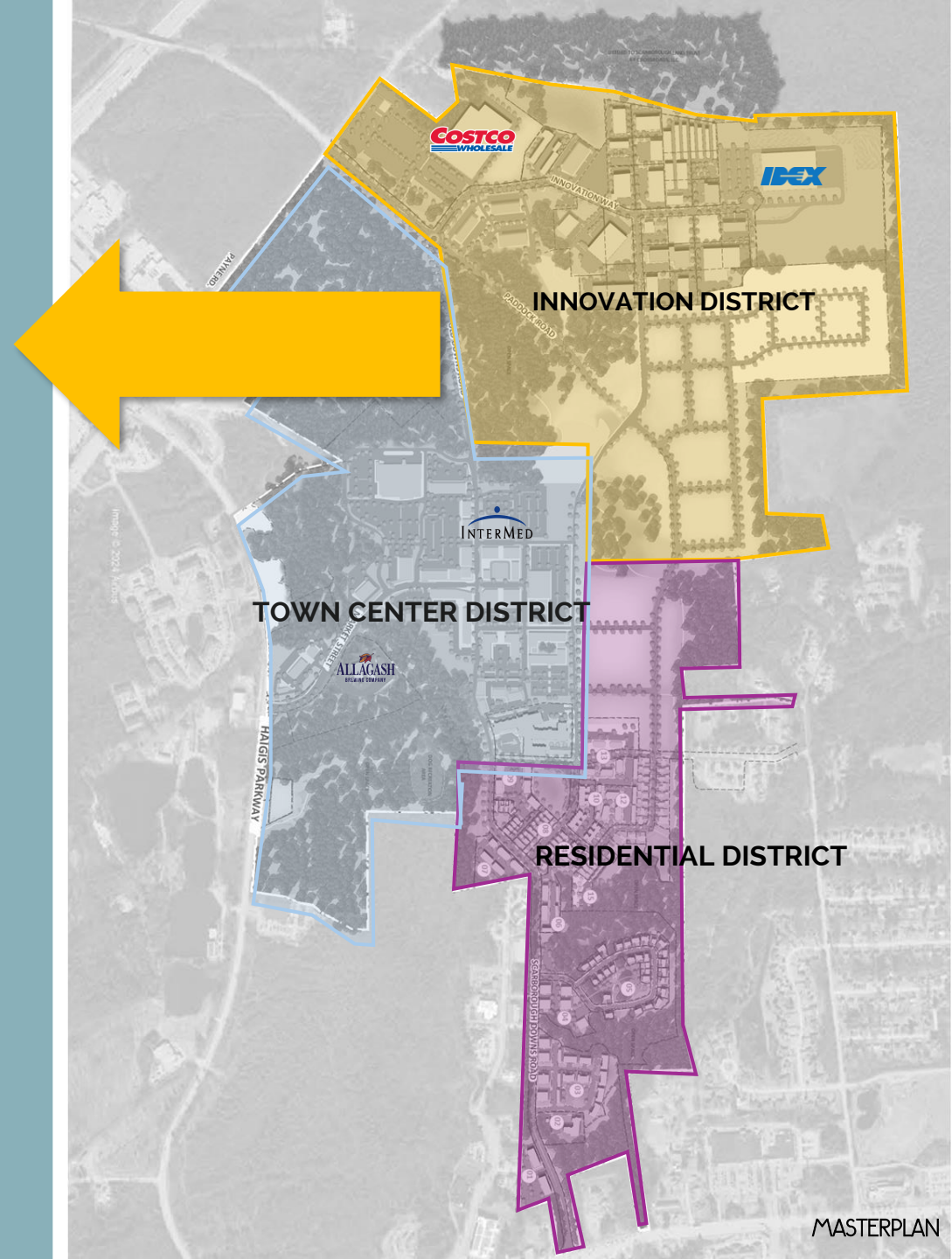
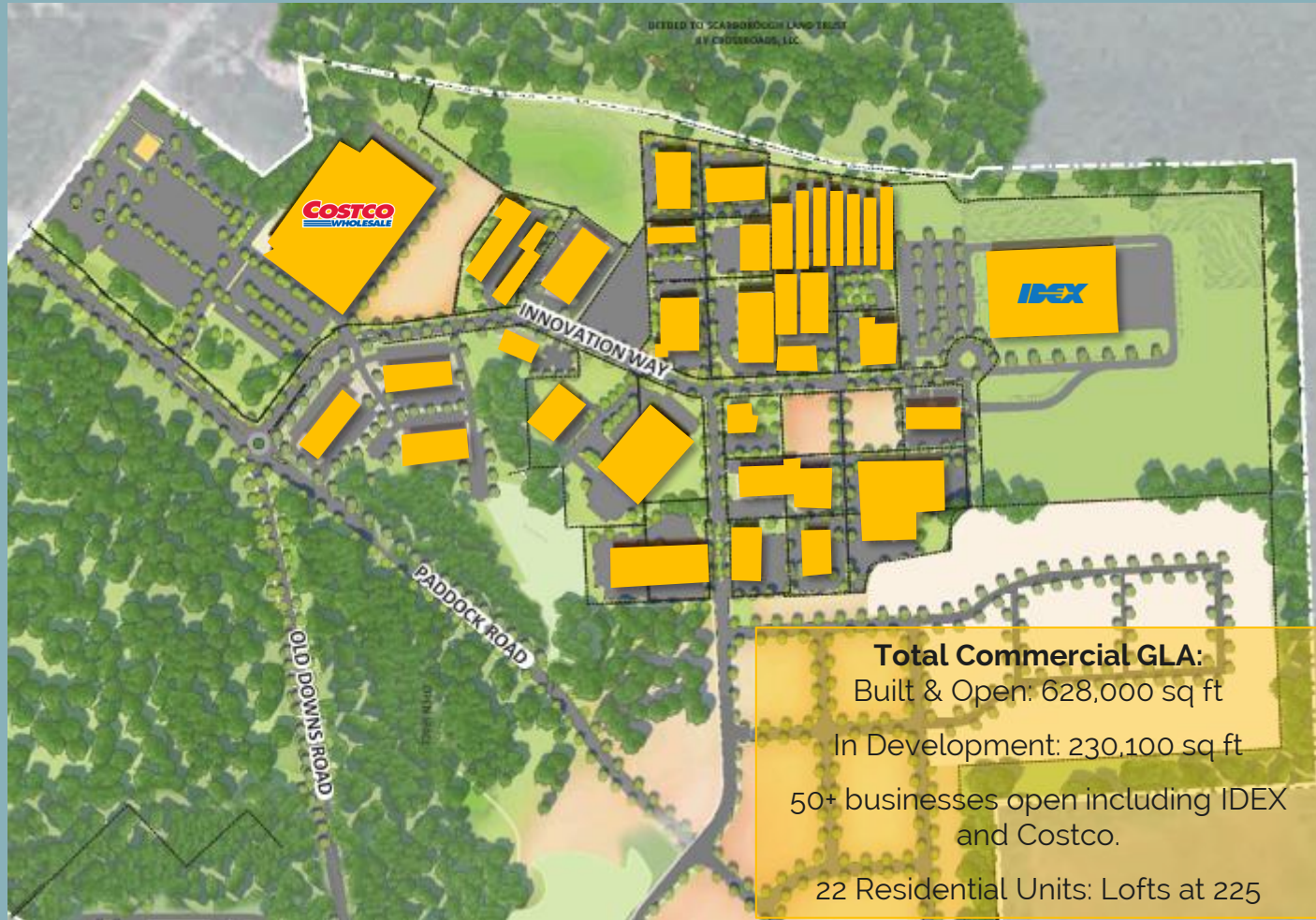
A look at the Town Center location from a birds-eye view.



# TOWN CENTER DISTRICT



# INNOVATION DISTRICT

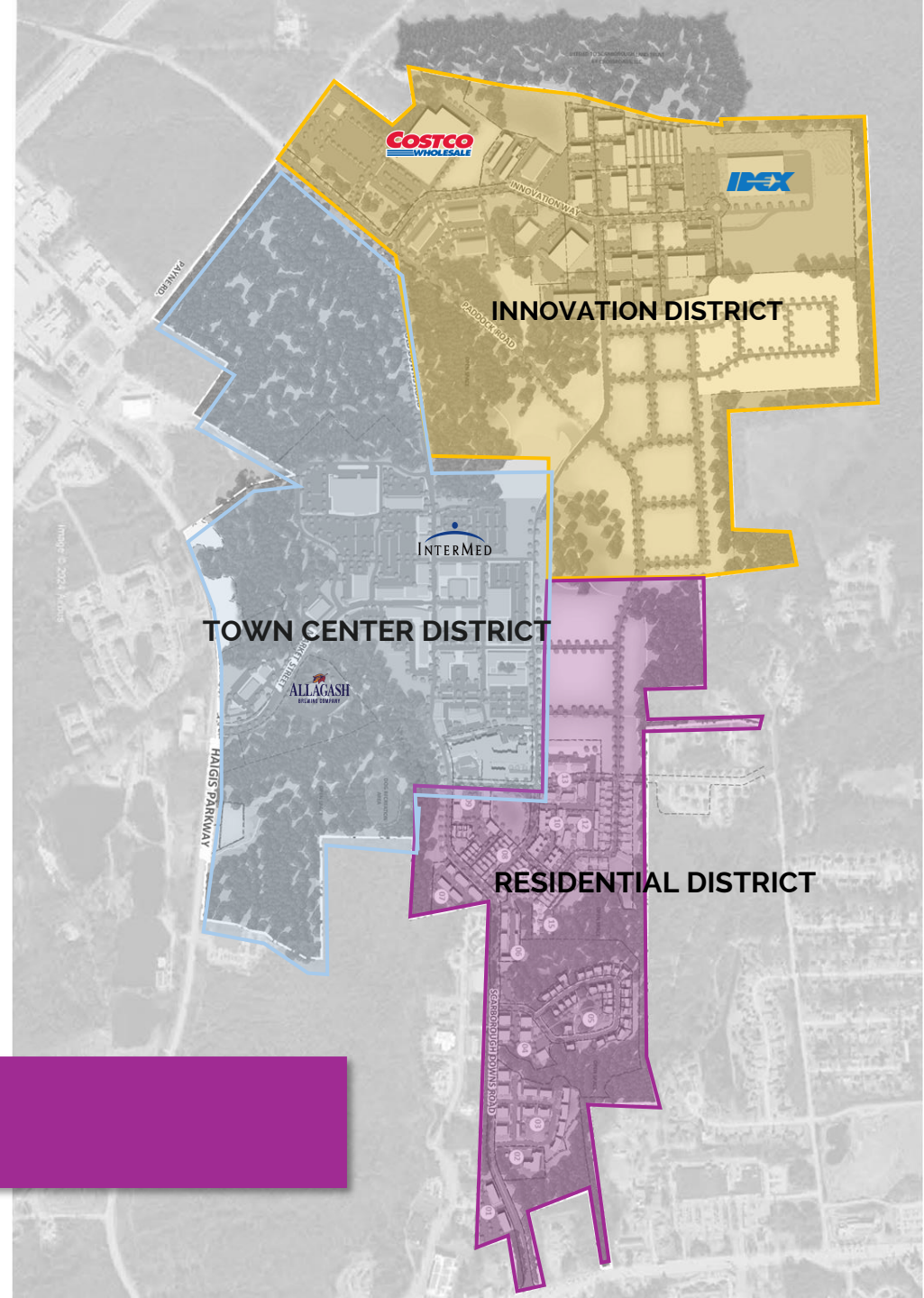




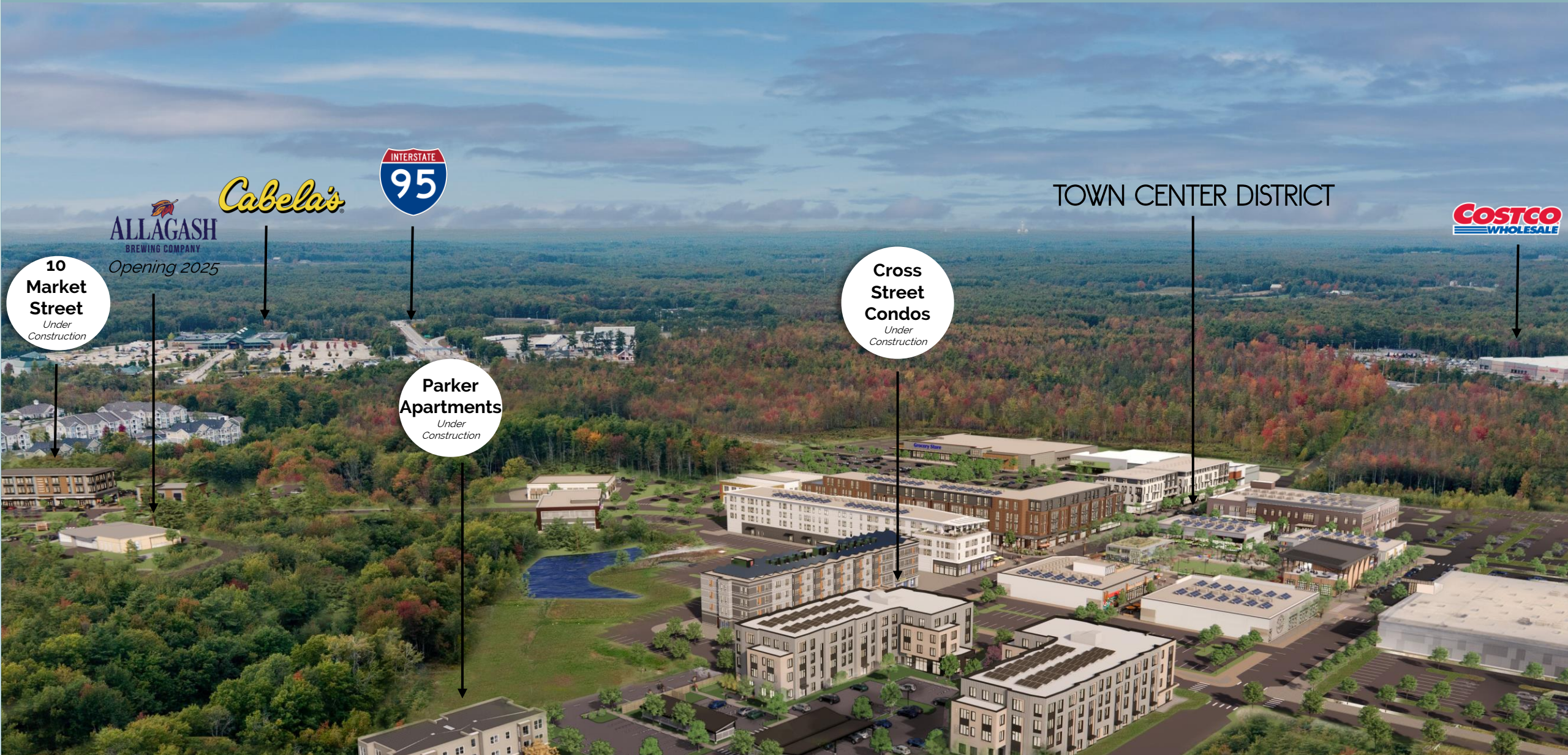
# RESIDENTIAL DISTRICT



**Total Residential Units:**  
Open & Occupied:  
538 units with 1,000 residents  
Future Development:  
1,000 Units



# DRONE VIEW



**ALLAGASH**  
BREWING COMPANY  
*Opening 2025*

**Cabela's**



**10  
Market  
Street**  
*Under  
Construction*

**Parker  
Apartments**  
*Under  
Construction*

**Cross  
Street  
Condos**  
*Under  
Construction*

TOWN CENTER DISTRICT

**COSTCO**  
WHOLESALE

# MASTERPLAN

## The Town Center

### SITE PROJECT SUMMARY

BUILDING	# STORIES	AREA / # UNITS	PARKING
PAD G	1 STORY	80,000 SF	400 (5 PER 1000)
RETAIL A	1 STORY	16,500 SF	66 (4 PER 1000)
MIXED USE B	4 STORIES	13,000 GSF RETAIL 49 RESIDENTIAL UNITS	52 (4 PER 1000) 74 (1.5 PER UNIT)
MIXED USE C	4 STORIES	28,000 GSF RETAIL 80 RESIDENTIAL UNITS	112 (4 PER 1000) 120 (1.5 PER UNIT)
MIXED USE D	2 STORIES	13,000 GSF RETAIL 13,000 GSF OFFICE	52 (4 PER 1000) 52 (4 PER 1000)
RETAIL E	1 STORY	12,000 SF	48 (4 PER 1000)
MIXED USE F	4 STORIES	15,000 GSF RETAIL 60 RESIDENTIAL UNITS	60 (4 PER 1000) 90 (1.5 PER UNIT)
OFFICE G	2 STORIES	10,000 SF	40 (4 PER 1000)
RESTAURANT H	1 STORY	8,500 SF	34 (4 PER 1000)
BLDG I	1 STORY	9,000 SF	36 (4 PER 1000)
RESTAURANT J	1 STORY	7,000 SF	28 (4 PER 1000)
BLDG K	1 STORY	2,500 SF	10 (4 PER 1000)
RETAIL L	1 STORY	13,000 SF	52 (4 PER 1000)
BLDG M	1 STORY	14,000 SF	56 (4 PER 1000)
BLDG N	1 STORY	60,000 SF	240 (4 PER 1000)
OFFICE	2 STORIES	60,000 SF	240 (4 PER 1000)
TOTAL		374,500 GSF COMMERCIAL 189 RESIDENTIAL UNITS	1862 TOTAL SPACES REQ'D 1902 TOTAL SPACES ACT.

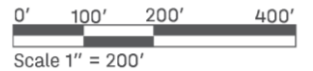


# MASTERPLAN

The Common

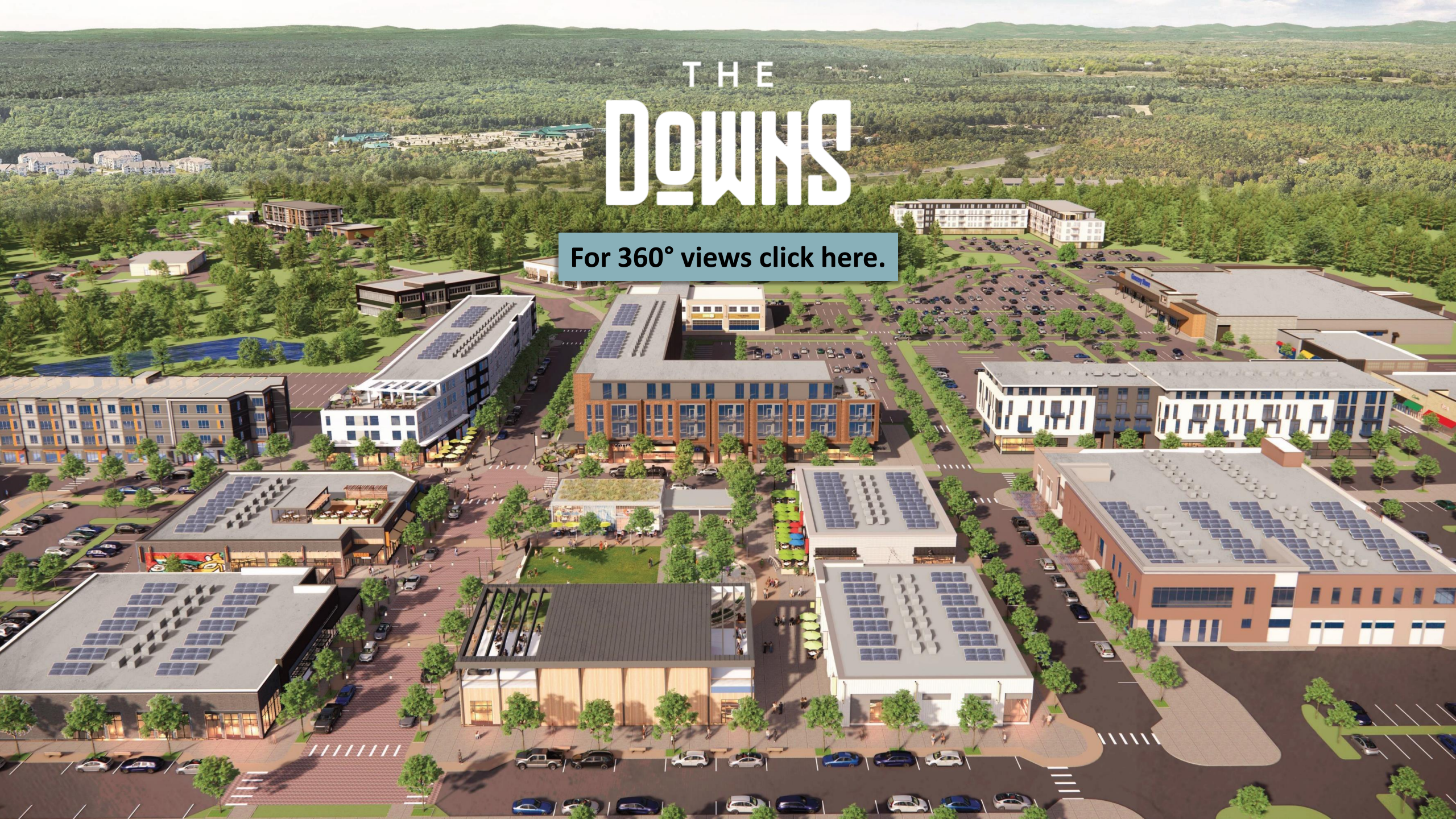


PCA Architecture, Interiors, + Planning



# THE DOWNS

For 360° views click [here](#).





THE  
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THE  
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THE  
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the COTTAGE  
BAKERY + CAFE

Sweet

REPUBLIC

THE  
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