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PLANS FOR PHASE III OF ROCK ROW TAKING SHAPE

Waterstone Properties will present the Master Plan to Westbrook Planning Board on April 7, 2026

WESTBROOK, Maine (April 8, 2026)— The Waterstone Properties team is currently developing and planning Rock Row Phase III, the next step in the project that will feature mixed-use amenities, like on-site residences, retail, offices and restaurants to supplement the existing areas of Rock Row. Currently open areas include the phase I shopping center anchored by Market Basket, Chick-Fil-A and REI, which sees the highest visitation of any shopping center, by square footage, in the state of Maine, and phase II, Maine’s newest medical facility, Rock Row Health Campus, anchored by New England Cancer Specialists and Dempsey Center.

The Waterstone Properties team presented the Master Plan for Rock Row Phase III to the Westbrook Planning Board on April 7th.

Phase III will include a robust Main Street, called “Quarry Drive” that delivers a curated, design-forward mix of retail, dining, and lifestyle experience, as it weaves through the new phase of development. It is designed for year-round vibrancy and walkability and will include over 136,800 SF of retail and restaurant space featuring local, regional and national brands.

The plan includes 267 residential units, including high-end apartments and townhomes, blending luxury, convenience, and access with immediate proximity to dining, wellness, green space and walking paths.

Brandt Hospitality Group contributes to the Rock Row vision with the addition of Element by Westin. At full buildout, the 119-room Element by Westin hotel will help complete the Rock Row experience and will be deeply integrated into the surrounding environment, with walkable access to dining, retail, and more.

“Rock Row has always been about creating a place where everything connects in a meaningful way,” said Steve Martodam, President & COO of Brandt Hospitality Group. “The addition of the Element by

Westin allows us to extend that experience, giving people the opportunity to stay within the energy of the site and engage with it more fully.”

Entertainment will be anchored by a 26,000 SF facility. The planned office development in building Y will include 21,000 SF of Class A loft office space and 28,000 SF of level one retail.

“Rock Row is about more than development—it’s about creating a destination that strengthens the community, drives economic growth, and sets a new standard for placemaking in Maine,” said Josh Levy, Principal of Waterstone Properties. “Our Health Campus demonstrates this fundamentally different approach, with a design that is intentionally welcoming, human-centered, and seamlessly connected to wellness, nature, and community. We are excited to extend this vision and bring Phase III to fruition.”

The economic impact of Rock Row is significant. Opened in 2020, Rock Row has seen more than 19 million visits since then. With more than 4.3 million visitors in the past 12 months alone, at only roughly 15% of the total development, it is Maine’s busiest shopping center by square footage and the third busiest overall in the state. The Rock Row Health Campus has hosted 143,300 visitors in its first year of operation and supports more than 1,600 direct and indirect jobs and \$98 million in annual wages.

“This project represents one of the most significant private investments in Maine’s history, delivering jobs, tax revenue, and long-term value for the region,” said Neal Shalom, Chairman and Principal of Waterstone Properties.

[About Rock Row](#)

Rock Row is a transformative 110-acre mixed-use destination in Greater Portland Maine centered around a majestic 26-acre natural rock quarry thoughtfully designed to complement the site’s unique natural features and combines healthy urban living, destination retail, modern office, on-site residences & hotels, diverse entertainment, and chef-inspired dining in a singular environment to Come, Stay and Discover. Already home to the state’s busiest retail hub (by SF) and newest, state-of-the-art health & innovation campus, the development is already an economic anchor of the region. For a deeper dive into all that Rock Row has to offer, visit rockrow.com.

[About Waterstone Properties Group](#)

Waterstone Properties Group is a national real estate owner, operator, and developer focused on creating dynamic, experience-driven destinations. With a portfolio spanning retail, mixed-use,

hospitality, and entertainment, Waterstone is recognized for its innovative approach to placemaking and long-term community value. For more information visit www.waterstonepg.com.

About Brandt Hospitality Group

Brandt Hospitality Group (BHG) is a leading hospitality management and development company headquartered in Fargo, ND. Built on a foundation of trust and a passion for inspired service, BHG maintains a diverse portfolio of award-winning properties across the United States. From site selection and construction to delivering great guest experiences, Brandt Hospitality Group is committed to excellence in every aspect of the hospitality industry.