



FAIRBANKS PLAZA

420 WEST STREET | KEENE,NH

- KOHL'S
- ALDI FOOD MARKET
- WALGREENS
- FAMOUS FOOTWEAR
- LIBERTY MUTUAL INSURANCE



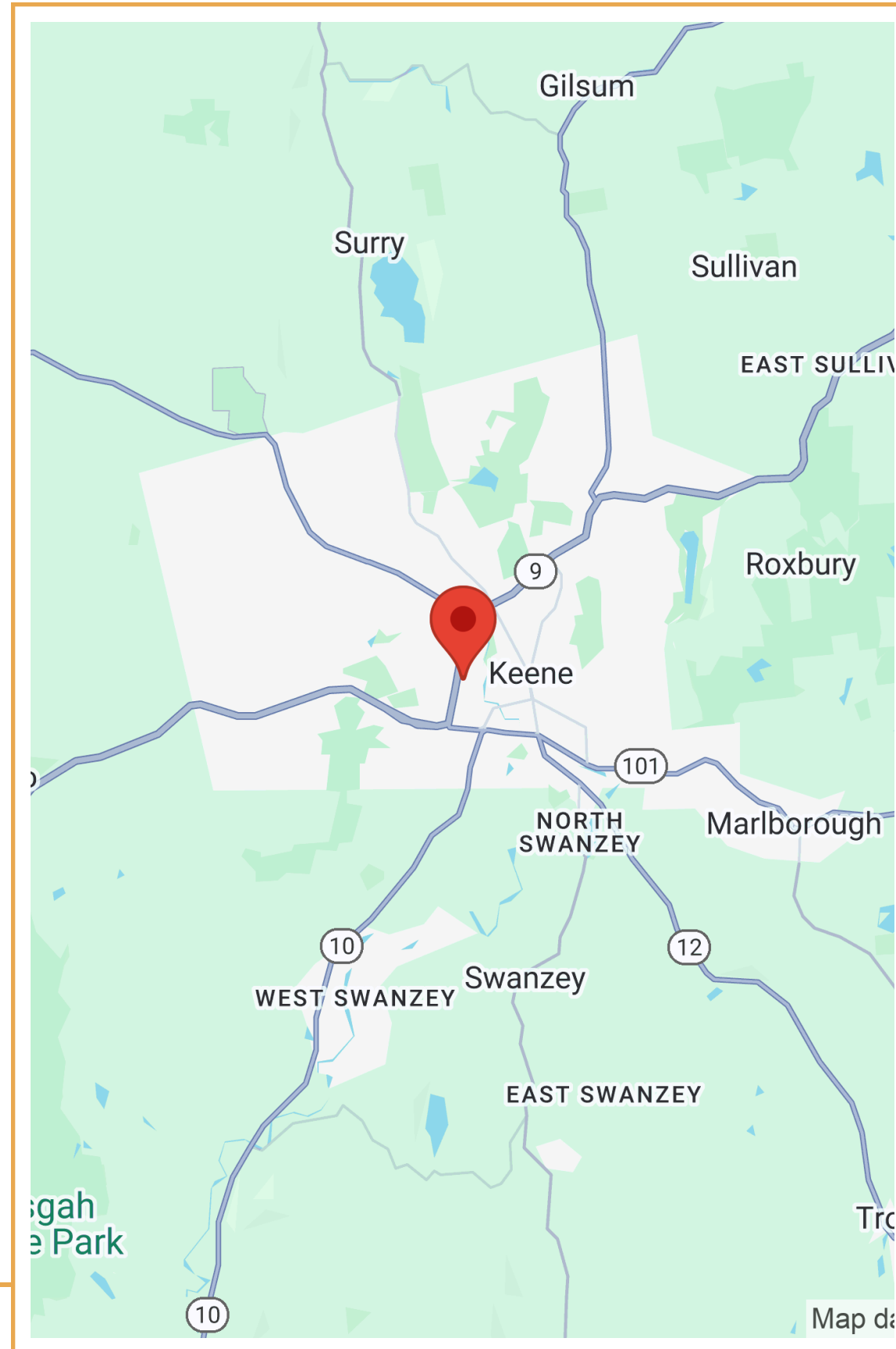
A Retail Hub

This property is a major destination in Keene, catering to the diverse needs of the community, including nearly 4,500 college students from Keene State College and Antioch University, as well as residents from surrounding towns in the Monadnock region.



Location and Traffic

The property is conveniently located with easy access and excellent visibility from heavily traveled regional roadways such as Franklin Pierce Highway (State Routes 9, 10 & 12 - 24,848 VPD) and West Street (22,163+ VPD), making it an ideal location for businesses to thrive. In 2024, the property welcomed 1.3 million visits, with shoppers staying on average 25 minutes, further solidifying its status as a popular destination in this trade area.



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2024 Estimates	5 miles	10 miles	Trade Area (80%)
POPULATION	28,359	42,116	63,971
DAYTIME POPULATION	16,865	19,099	27,032
AVERAGE INCOME	91,276	96,098	89,249
MEDIAN AGE	42	43	43

Source: 2025 Placer.Ai ~ 2024 Pop Stats

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About Wilder

Wilder is a Boston-based real estate development, management, and leasing firm specializing in the positioning of retail properties. Privately held and owner managed, Wilder's mission has been and continues to be to create vibrant shopping places that meet and exceed the expectations of our customers, retailers, and investors.

From lifestyle centers, urban properties, and community centers to mixed-use developments and super-regional malls, Wilder, in its 40-year history, has developed, managed, and leased over 20 million square feet of retail properties throughout the United States and Puerto Rico.

The company continues to have a diverse portfolio of properties throughout the East Coast.



For More Information



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