

Discover WAYSIDE

Burlington, MA

30 shops, services & eateries

L.L. BEAN • WEST ELM • ETHAN ALLEN
THE CAPITAL GRILLE • SEASONS 52
EILEEN FISHER CO. STORE • LOFT
J.CREW FACTORY • TALBOTS • STARBUCKS

dine with friends outside



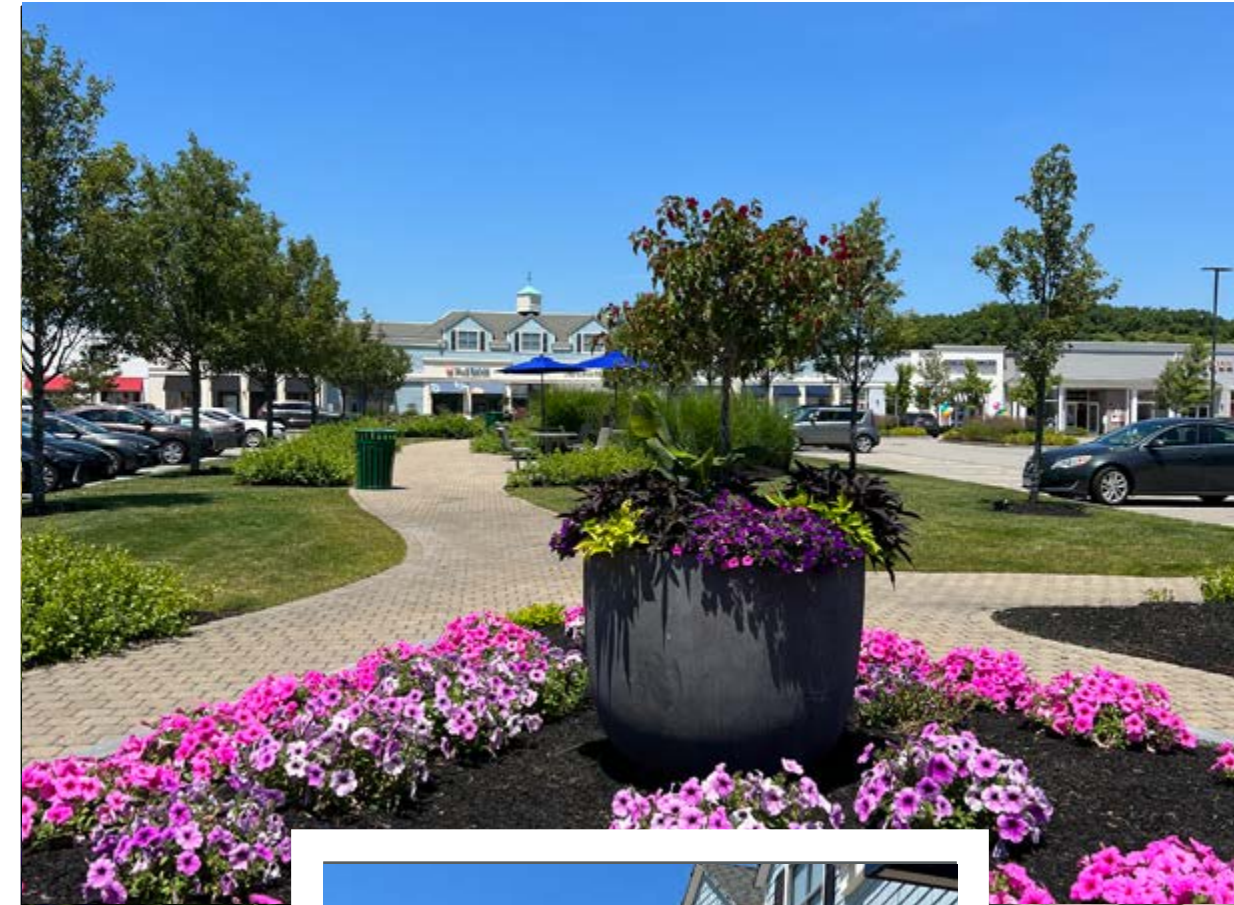
Discover Wayside, Greater Boston's open-air destination

where **families of all ages, professionals and outdoor enthusiasts shop and dine.**

Just off the exit ramp from Route 128/I-95 **in the heart of Burlington's successful retail market.**

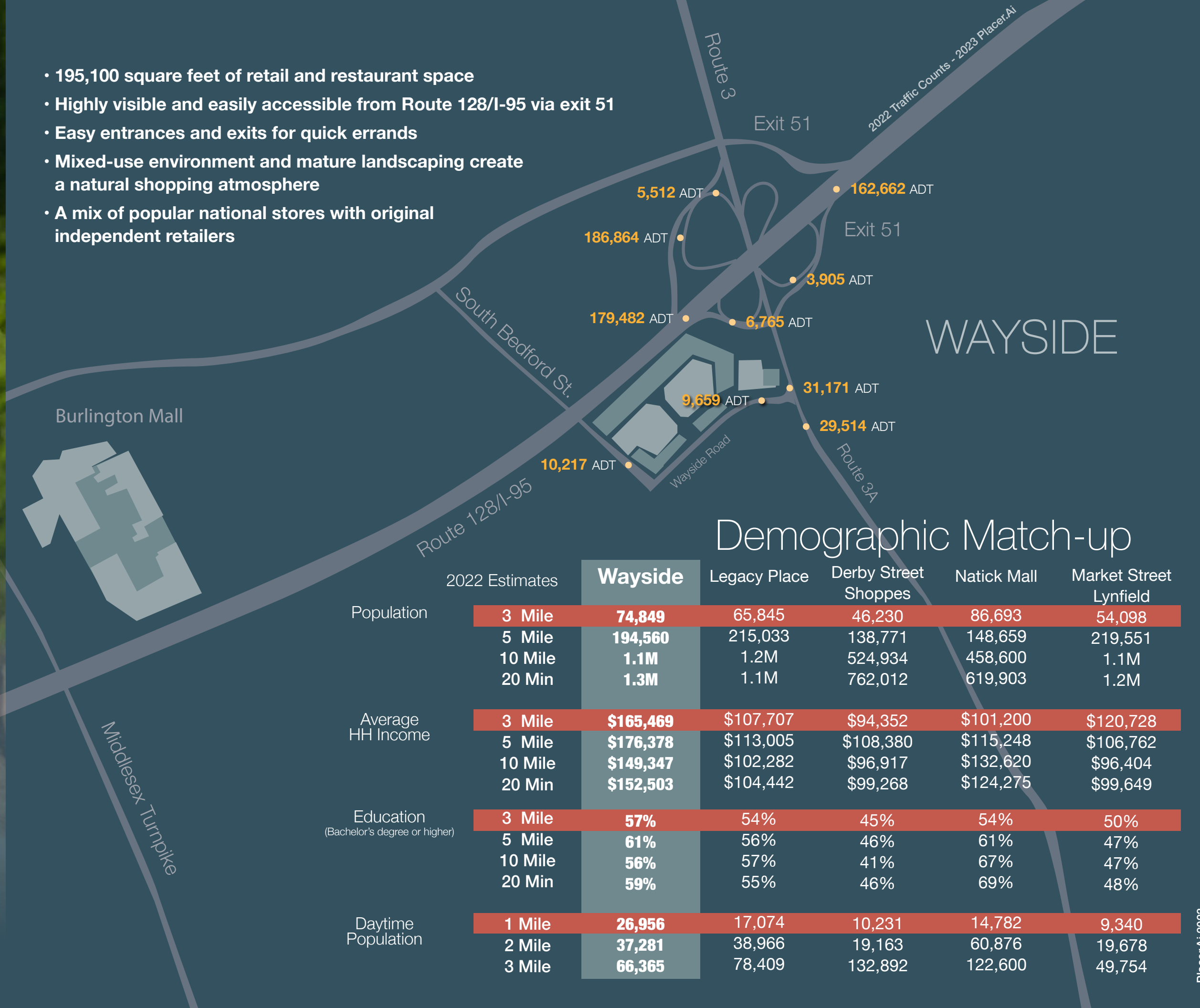
Start with an exciting array of top-tier shops, services, and casual and fine dining.

Add lush green spaces with landscaped walkways and you can see why discerning shoppers are discovering **Wayside.**





- 195,100 square feet of retail and restaurant space
- Highly visible and easily accessible from Route 128/I-95 via exit 51
- Easy entrances and exits for quick errands
- Mixed-use environment and mature landscaping create a natural shopping atmosphere
- A mix of popular national stores with original independent retailers



WAYSIDE

Demographic Match-up

	2022 Estimates	Wayside	Legacy Place	Derby Street Shoppes	Natick Mall	Market Street Lynfield
Population	3 Mile	74,849	65,845	46,230	86,693	54,098
	5 Mile	194,560	215,033	138,771	148,659	219,551
	10 Mile	1.1M	1.2M	524,934	458,600	1.1M
	20 Min	1.3M	1.1M	762,012	619,903	1.2M
Average HH Income	3 Mile	\$165,469	\$107,707	\$94,352	\$101,200	\$120,728
	5 Mile	\$176,378	\$113,005	\$108,380	\$115,248	\$106,762
	10 Mile	\$149,347	\$102,282	\$96,917	\$132,620	\$96,404
	20 Min	\$152,503	\$104,442	\$99,268	\$124,275	\$99,649
Education (Bachelor's degree or higher)	3 Mile	57%	54%	45%	54%	50%
	5 Mile	61%	56%	46%	61%	47%
	10 Mile	56%	57%	41%	67%	47%
	20 Min	59%	55%	46%	69%	48%
Daytime Population	1 Mile	26,956	17,074	10,231	14,782	9,340
	2 Mile	37,281	38,966	19,163	60,876	19,678
	3 Mile	66,365	78,409	132,892	122,600	49,754

adventure on the funside

Wayside overlooks Route 128/I-95 in bustling Burlington—convenient to an exceptionally large concentration of office parks, tech and bio-tech campuses, major hotels and business centers, including Oracle, SAP AG, TD Bank, Sun Gard and the Lahey Hospital and Medical Center.

With new signage, fresh branding and exciting onsite marketing programs, Wayside makes it easy for shoppers to discover all that awaits them throughout the seasons.



indulge their creative side

WEST ELM



Explore *Wayside.*

Shoppers can indulge their inner designer at West Elm or Ethan Allen, then shop at Eileen Fisher, LOFT, J.Crew Factory, and Talbots for a fresh, new style. Grab a sweet treat to celebrate that special occasion at Nothing Bundt Cakes or strap the kayak to the roof rack and head to L.L. Bean to get outfitted for that long-awaited family vacation. **It's an ideal setting for customers to explore your store, dine at your restaurant and enjoy an easy, rewarding shopping experience.**





Wayside is a dining destination — *day or night.*

A relaxed lunch at an outdoor café, a grab and go snack in between jobs, a quick pick me up coffee run, or cocktails with friends before dinner at The Capital Grille – the village-style design, connected by a brick pedestrian streetscape, makes it an attractive locale for casual and fine dining.



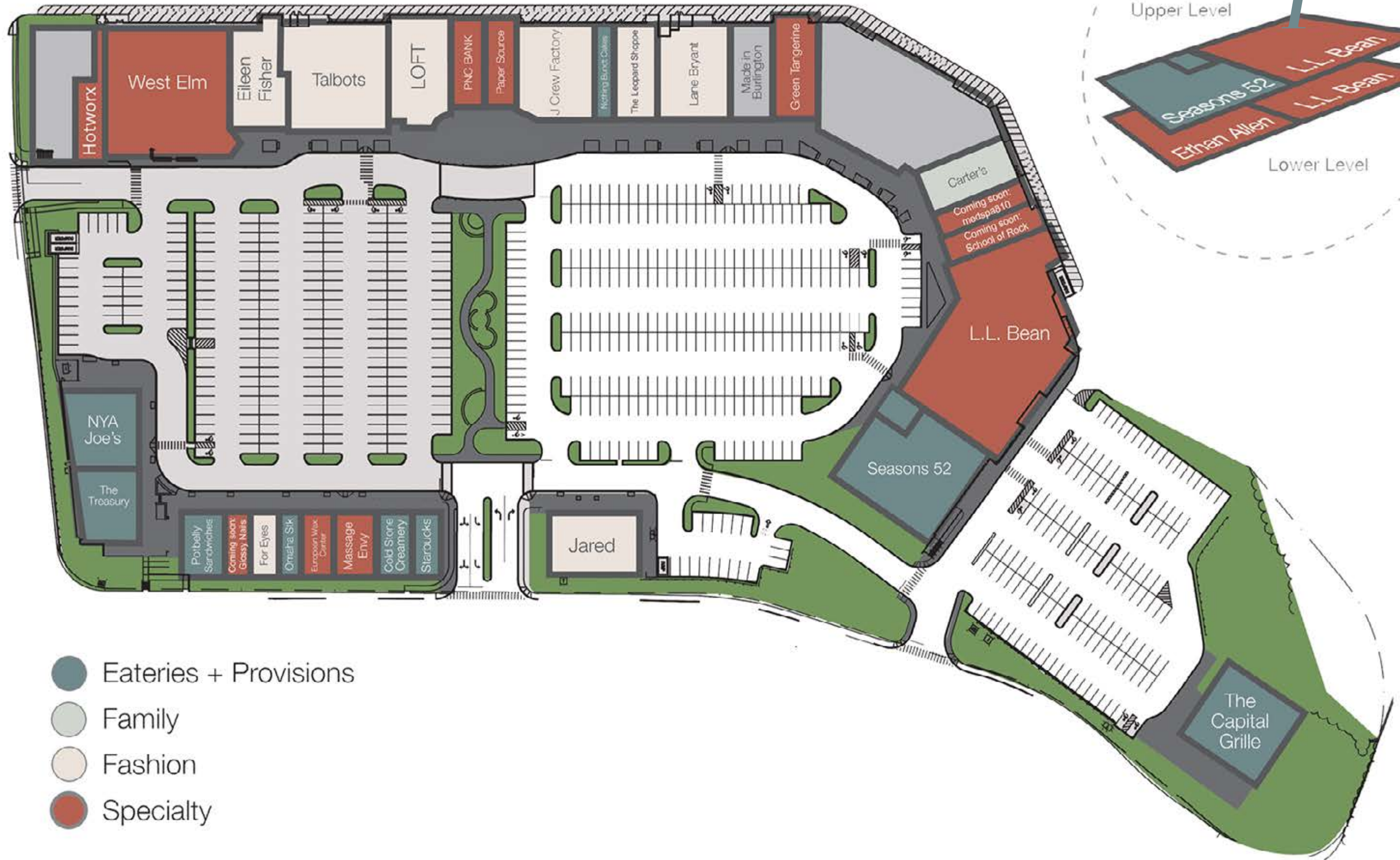
*feed their hungry***side**



shop the marketside



Wayside's unique 360-degree layout is designed for maximum visibility that makes it easy for you to engage your customers.





Wayside connects busy people

with **a great shopping experience that fits their lifestyle**—and keeps them coming back. And with a renewed merchandising effort, ongoing site improvements and new marketing initiatives, we're making it easier than ever for new customers to **connect with your business.**

Open your doors at
a fresh, new location, where

1.3M+ people
visit every year.

What are you waiting for?

see you at Wayside!





L.L.Bean

ETHAN ALLEN

Seaside FRESH

WAYSIDE

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SHOPWAYSIDE.COM

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