

discover wayside

Burlington, MA



WAYSIDE

30 shops, services & eateries

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



for all their sides



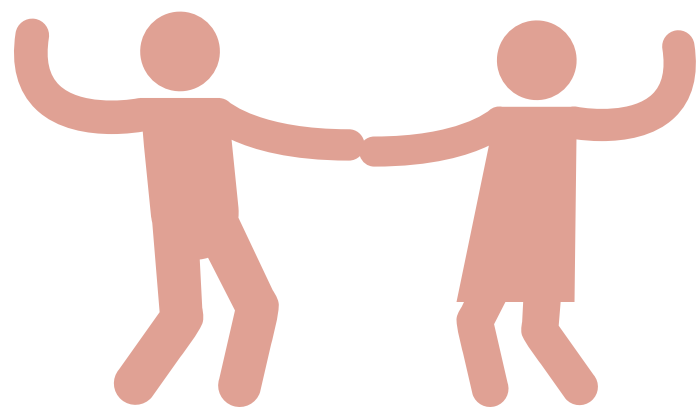
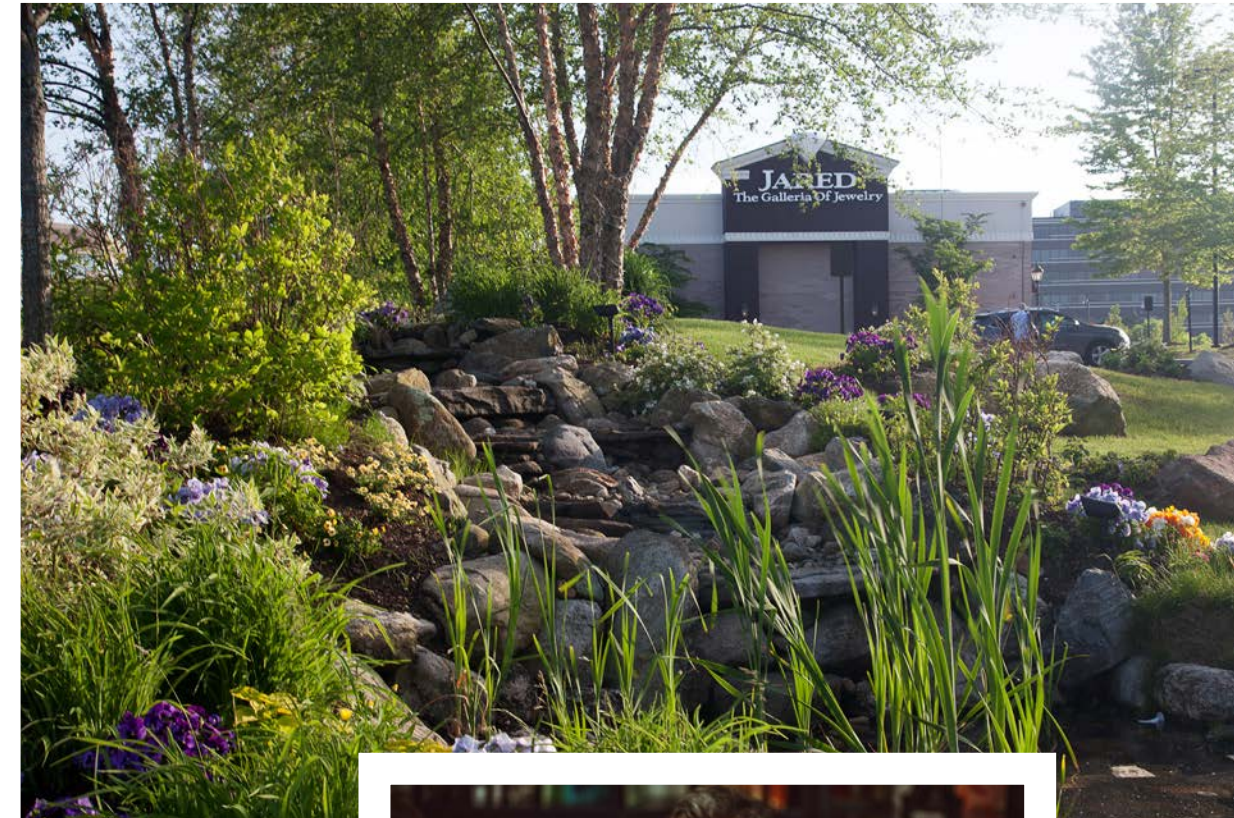
Discover Wayside,

Greater Boston's open-air destination where **families of all ages, professionals and outdoor enthusiasts shop and dine.**

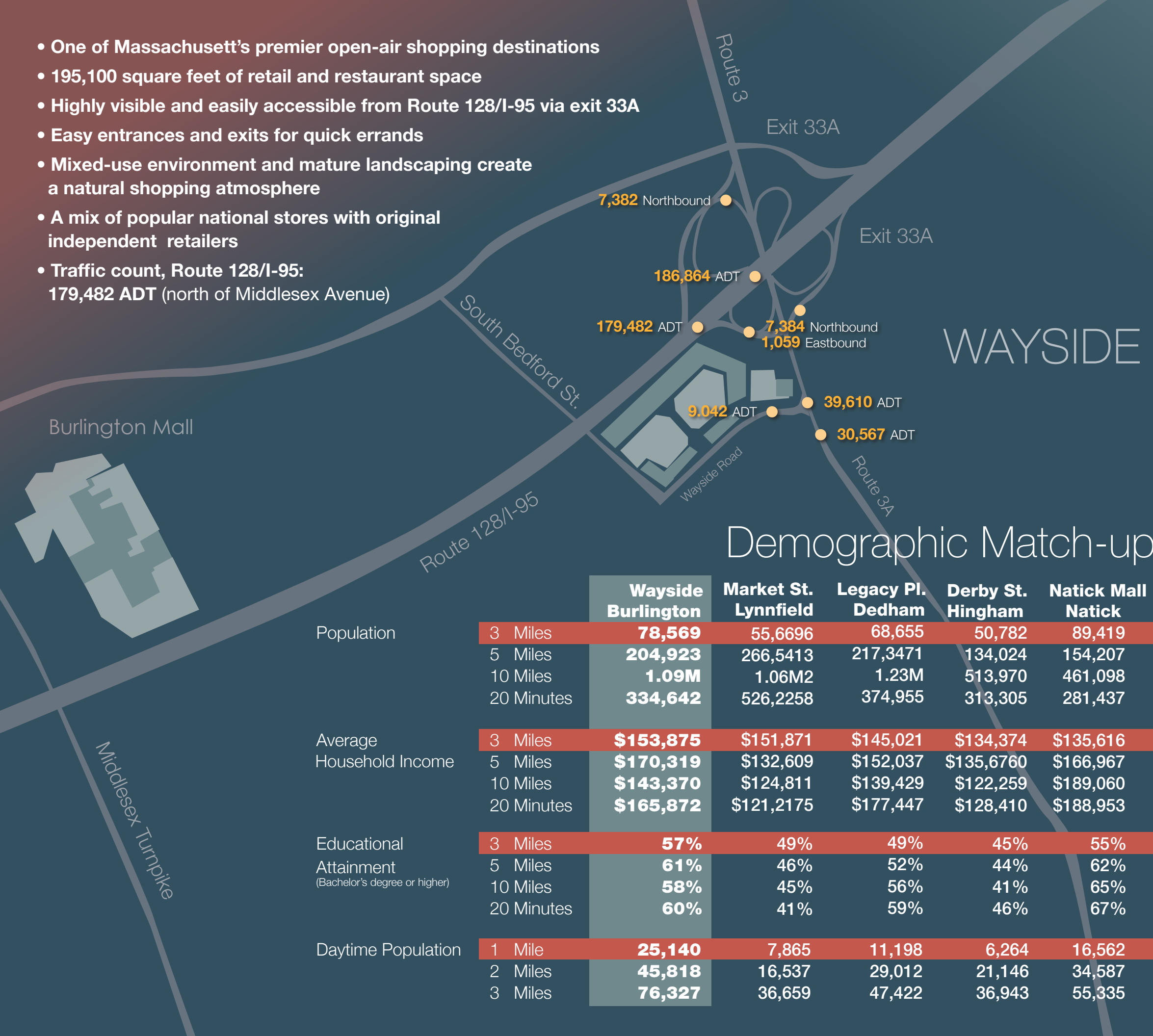
Just off the exit ramp from Route 128/I-95 **in the heart of Burlington's successful retail market...** but a world apart.

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—the fresh alternative to indoor malls.**



- One of Massachusetts’s premier open-air shopping destinations
- 195,100 square feet of retail and restaurant space
- Highly visible and easily accessible from Route 128/I-95 via exit 33A
- 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
- Traffic count, Route 128/I-95:
179,482 ADT (north of Middlesex Avenue)



WAYSIDE

Demographic Match-up

		Wayside Burlington	Market St. Lynnfield	Legacy Pl. Dedham	Derby St. Hingham	Natick Mall Natick
Population	3 Miles	78,569	55,6696	68,655	50,782	89,419
	5 Miles	204,923	266,5413	217,3471	134,024	154,207
	10 Miles	1.09M	1.06M2	1.23M	513,970	461,098
	20 Minutes	334,642	526,2258	374,955	313,305	281,437
Average Household Income	3 Miles	\$153,875	\$151,871	\$145,021	\$134,374	\$135,616
	5 Miles	\$170,319	\$132,609	\$152,037	\$135,6760	\$166,967
	10 Miles	\$143,370	\$124,811	\$139,429	\$122,259	\$189,060
	20 Minutes	\$165,872	\$121,2175	\$177,447	\$128,410	\$188,953
Educational Attainment (Bachelor's degree or higher)	3 Miles	57%	49%	49%	45%	55%
	5 Miles	61%	46%	52%	44%	62%
	10 Miles	58%	45%	56%	41%	65%
	20 Minutes	60%	41%	59%	46%	67%
Daytime Population	1 Mile	25,140	7,865	11,198	6,264	16,562
	2 Miles	45,818	16,537	29,012	21,146	34,587
	3 Miles	76,327	36,659	47,422	36,943	55,335

it's what's on the outside

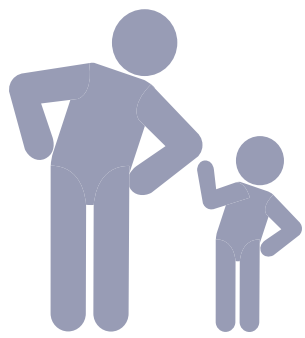
Wayside overlooks Route 128/I-95 in bustling Burlington—convenient to an exceptionally large concentration of office parks, tech campuses, major hotels and business centers, including Oracle, SAP AG, TD Bank, Sun Gard and the Lahey Clinic.

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 wanderingside



Explore *Wayside.*

Shoppers can indulge their inner designer at West Elm or Ethan Allen, then shop at Eileen Fisher, LOFT and Talbots for a fresh wardrobe. 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.*

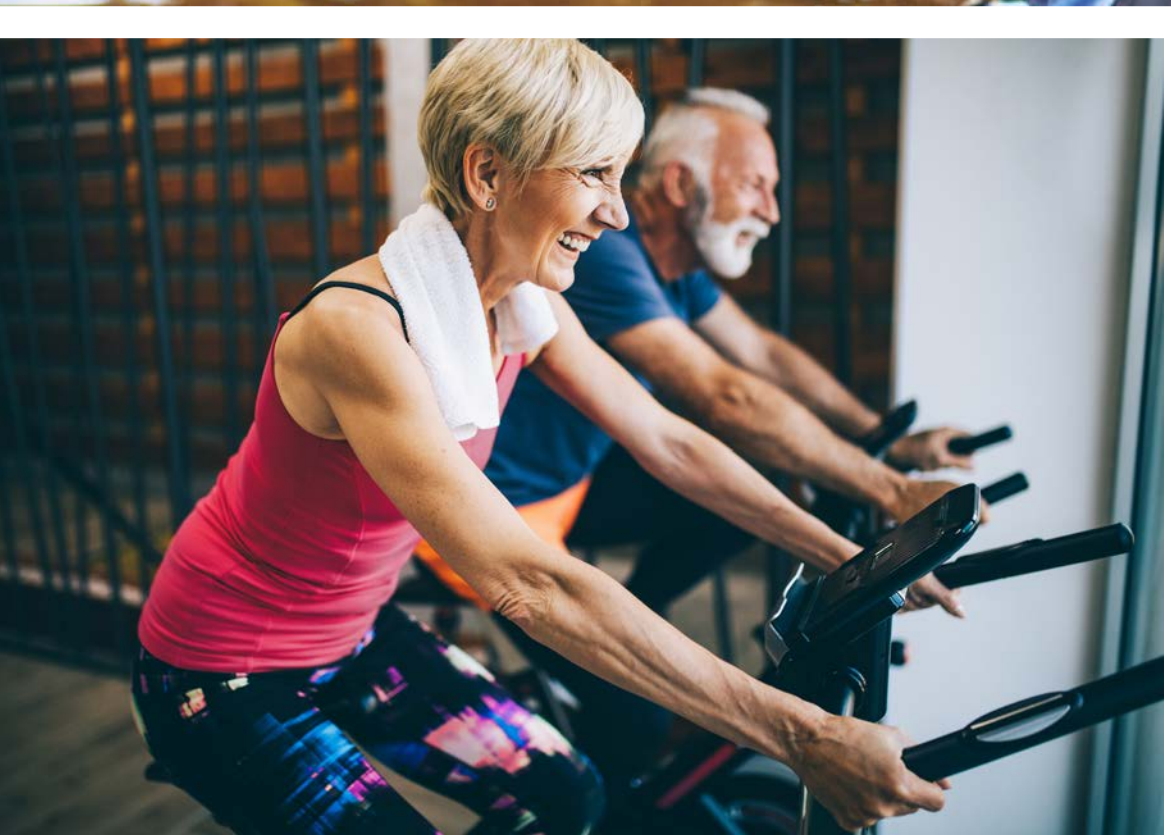
A relaxed lunch at an outdoor café, a grab and go snack in between jobs, a quick pick me up coffee run, or cocktails with friends before dinner at The Capital Grille – the village-style design, connected by a brick pedestrian streetscape, makes it an attractive locale for casual and fine dining.



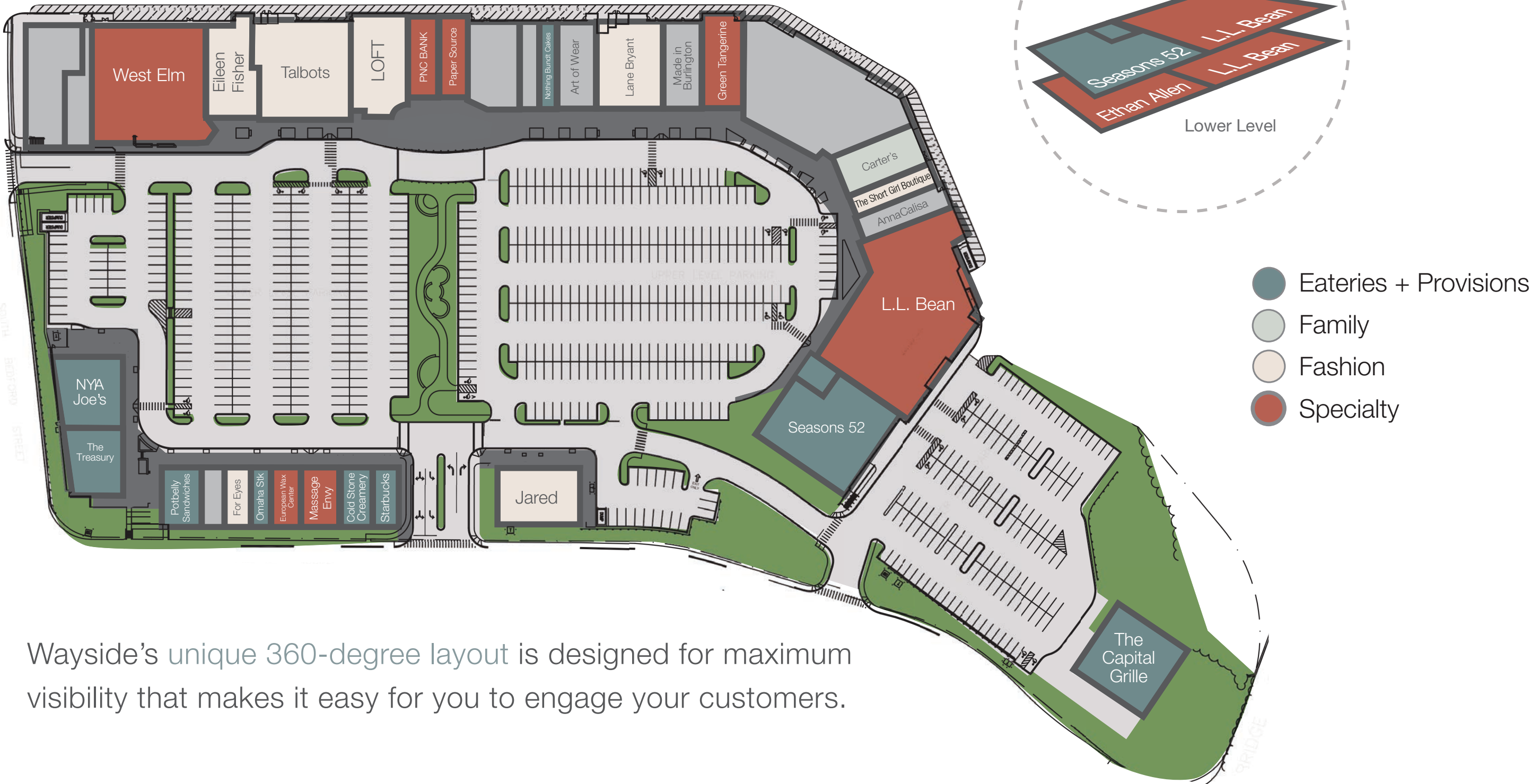
*feed their hungry***side**



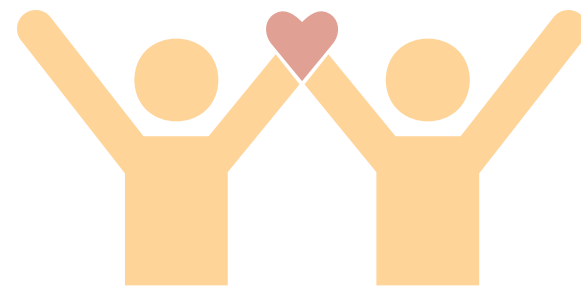
encourage their fitside



siteplan



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**.

So, what are you waiting for? Open your doors to a fresh, cost effective alternative to the mall, where savvy consumers are discovering a new and better way to shop: **their way.**



*get on their good***side**



see you at wayside!



WAYSIDE

30 shops, services & eateries

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