



# WELLESLEY PLAZA

442 Washington Street | Wellesley, MA

WHOLE FOODS MARKET

BROOKLINE BANK

NATUREPEDIC

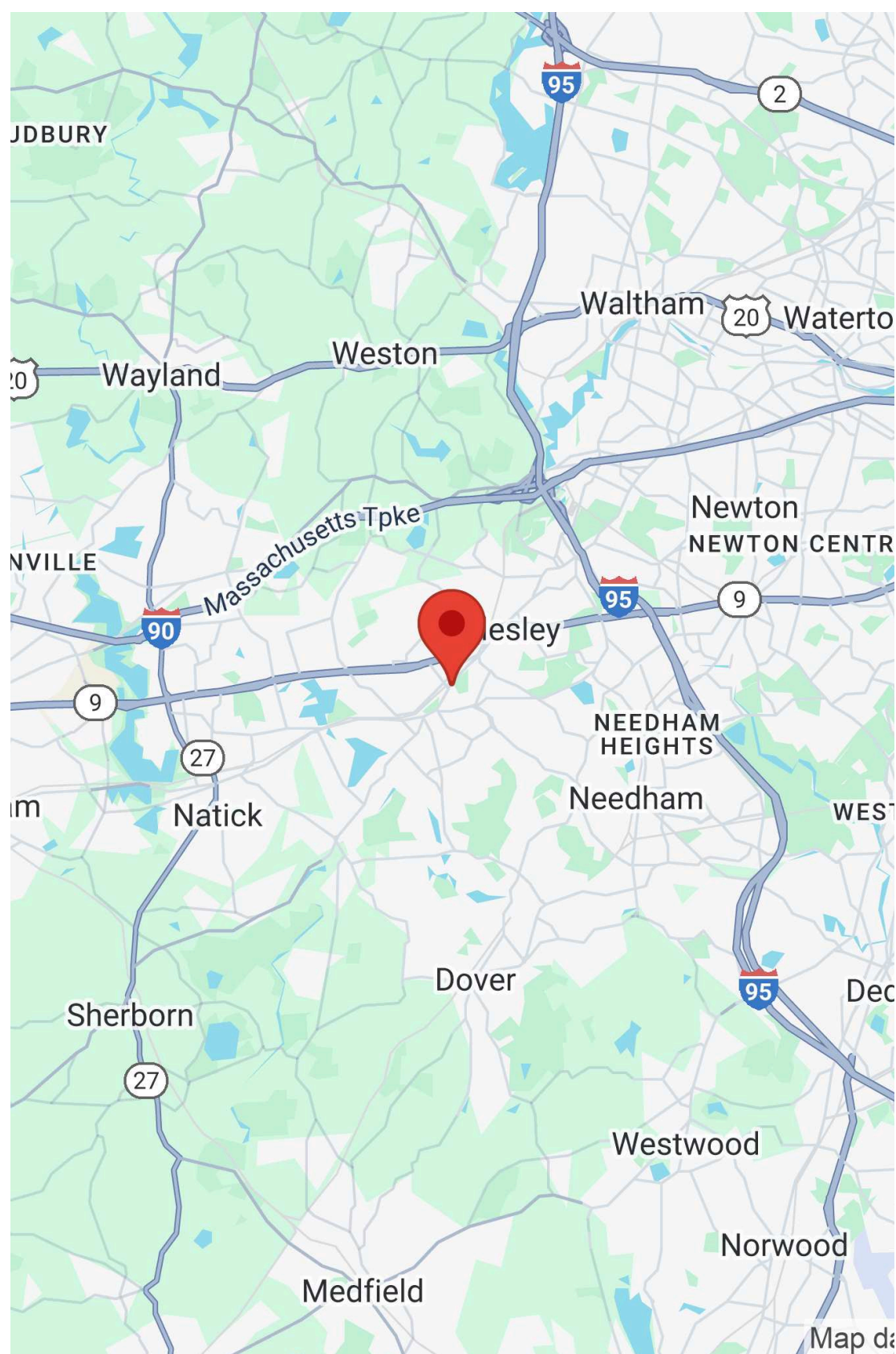
LAPEL'S DRY CLEANING





## Trade Area

Wellesley Plaza boasts a charming village-style design. It offers a pedestrian-friendly environment with brick sidewalks, lush landscaping, and inviting benches. Situated prominently on Route 16, Washington Street (19,800+ VPD), Wellesley Plaza is in the core of this affluent community, offering retail, personal, and professional services, public gathering areas, Wellesley High School, walking trails and bike paths, tennis courts, and other sports fields. Wellesley College (2,500 students) is less than 2 miles away. Wellesley Plaza caters to three primary demographics: Educated Urbanites, who comprise 30% of shoppers; Ultra-Wealthy Families, who comprise 27% of shoppers; and Sunset Boomers, who comprise 12% of shoppers.



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## 2024 Estimates

	3 Miles	5 Miles	15 Min. Drive
POPULATION	59,690	165,741	404,962
DAYTIME POPULATION	38,827	95,204	247,346
AVERAGE INCOME	317,207	272,510	214,510
MEDIAN AGE	42	42	39
POPULATION WITH BACHELORS DEGREE	82%	79%	71%

Source: 2025 Placer.Ai ~ 2024 STI Popstats

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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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