



# WAYPOINTE

NORWALK · CONNECTICUT

A DYNAMIC URBAN DISTRICT  
IN SOUGHT-AFTER  
FAIRFIELD COUNTY





# Explore the Benefits

- At the center of lucrative Fairfield County
- Direct access and visibility from I-95 and Route 7 expressway
- 1,500 ft of frontage on West Avenue
- Part of a district-wide revitalization



# At a Major Intersection

Waypointe enjoys an outstanding location at the center of Fairfield County with easy access from the area's primary arteries. Located in Norwalk, the mixed-use development will serve as an ideal destination drawing local and regional visitors seeking an enjoyable day out or entertaining evening experience.

## Easy Access from the Entire Region





# In a Lucrative Market

Waypointe is bordered by some of America's wealthiest zip codes and the largest concentration of hedge funds outside of New York City. The area's rare combination of shoreline, countryside and city energy fuels its great appeal. Waypointe is just 10 minutes away from affluent neighborhoods like New Canaan, Westport, Wilton, Darien and more.



TOWN	AVG HH INCOME	ZIP CODE
New Canaan	\$238,389	06840
Darien	\$238,181	06820
Weston	\$232,165	06165
Wilton	\$220,768	06897
Old Greenwich	\$213,123	06870
Greenwich	\$207,603	06831
Westport	\$201,765	06880
Riverside	\$200,445	06878
Norwalk	\$198,146	06853



DEMOGRAPHICS	5 MILES	10 MILES
<b>Population</b>		
2011 Projection	134,150	363,417
2006 Estimate	132,196	355,287
<b>Daytime Population</b>	117,007	303,452
<b>Households</b>		
2011 Projection	51,083	135,782
2006 Estimate	50,371	132,710
<b>HH Income</b>		
2006 Est. Average	\$146,660	\$148,156
2006 Est. Median	\$112,275	\$115,591
<b>Age</b>		
Median	38.8	38.7
% 20-64 yr. old	60.2%	59.7%
% White Collar	74.6%	75.5%
% Bachelors Degree +	52.8%	55.1%
% Home Ownership	73.6%	73.4%
Data Source: 1990-2000 U.S. Census, 2006 Estimates		



Norwalk's primary trade area **rank 1st** in the nation for per household expenditures on women's apparel, according to Women's Wear Daily.



# • A Neighborhood Emerges

Open your doors to find an in-pouring of professionals who work, residents who live, and visitors who shop, eat and socialize. As a strategically and tastefully designed mixed-use development covering 6 city blocks, Waypointe is a neighborhood in the making. Lush greenery and inviting walkways will weave around restaurants, shops and residences in a pedestrian-friendly environment. Waypointe will be a vibrant neighborhood that draws high foot fall both day and night.



# • Spanning 19 Acres

This vibrant "live, work, shop and play" destination will feature:

- **535,000** ft<sup>2</sup> of new and existing **retail** space
- **75,000** ft<sup>2</sup> of new **office** space
- **350** attractive **housing** units
- **1/4 mile** "two-sided" street experience
- Ample parking evenly dispersed throughout





# A Retail Destination

The retail experience at Waypointe will be convenient, comfortable and diverse. It will be anchored by recognized brand name stores and supported by smaller boutiques and specialty shops. The entire district will have a charming and open environment with an authentic character all its own.

## Waypointe Promises...

- **RETAILERS**  
optimal pedestrian traffic and exposure
- **EMPLOYEES**  
ultimate location convenience
- **VISITORS**  
easy access to unparalleled shopping, dining & entertainment
- **RESIDENTS**  
comfortable living amid pleasant, safe surroundings

## Waypointe Encompasses Six City Blocks and Nineteen Acres

	RETAIL
	RESIDENTIAL
	OFFICE
	PARKING

Ample parking evenly dispersed to provide greater access and convenience while encouraging cross-shopping

350 residential units provide day and night traffic

1/4 mile pedestrian friendly, 2 sided street

535,000 ft<sup>2</sup> of new and existing retail space

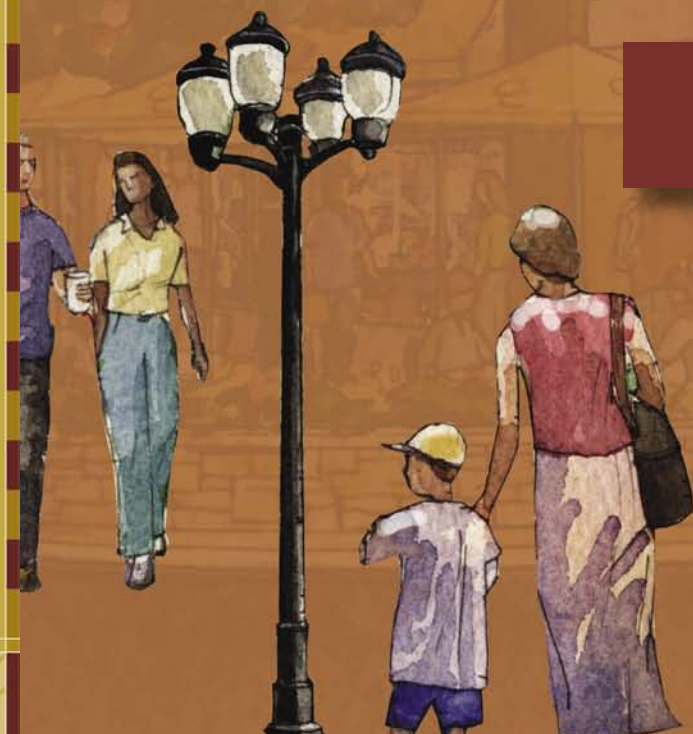
1,500 ft of frontage on West Ave.

75,000 ft<sup>2</sup> of office space above retail to generate day traffic

Ground Level Diagram



Upper and Lower Level Plans Not Shown





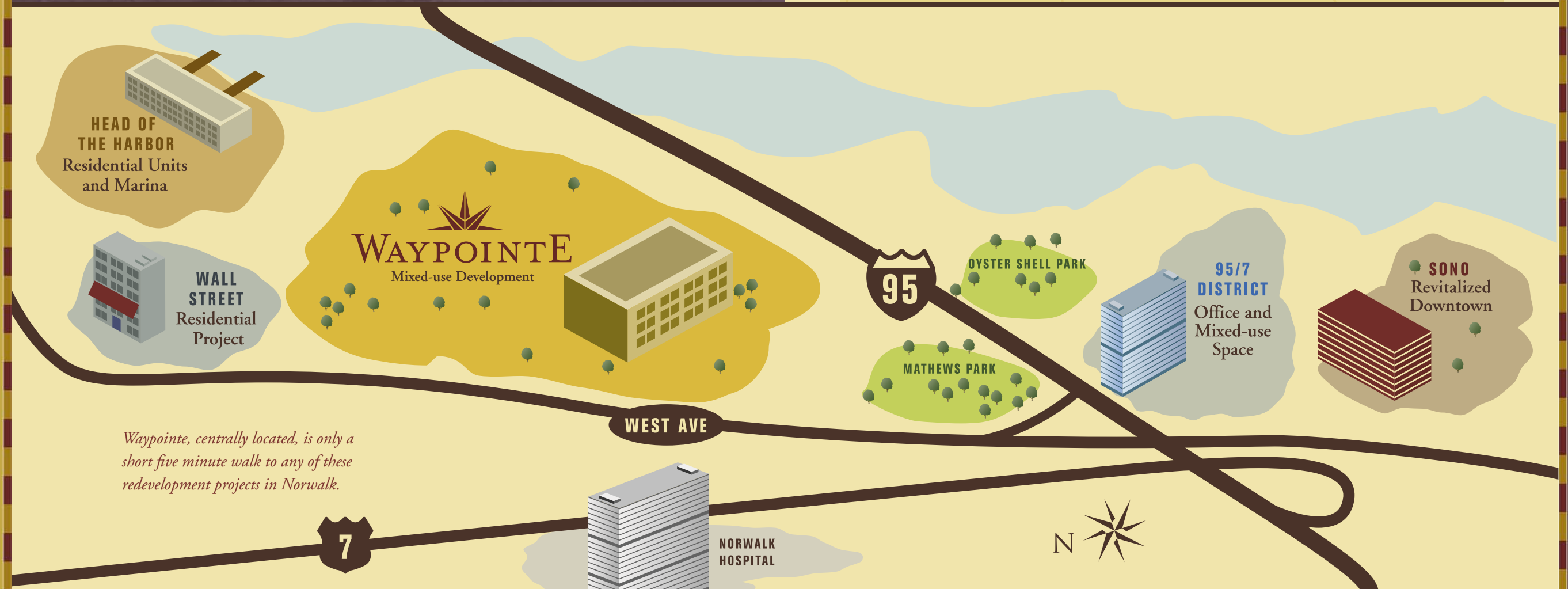
# Unifying a City

Waypointe will emerge as the linchpin connecting Norwalk's city center and burgeoning downtown. Its central location amongst several other major redevelopment projects will unify the greater city of Norwalk. This unprecedented initiative will make Waypointe and the entire city of Norwalk one of the most significant destinations in the Northeast.

# The New Norwalk

Several real estate initiatives are under way:

<b>TOTALING</b>	<b>New Residential:</b>	<b>1,914 units</b>
	<b>New Retail:</b>	<b>715,000 ft²</b>
	<b>New Office:</b>	<b>850,000 ft²</b>
	<b>New Hotel:</b>	<b>140 rooms</b>



<b>Head of The Harbor:</b>	Residential: 180 units Retail: 25,000 ft²	<b>95/7:</b>	Residential: 300 units Retail: 100,000 ft² Office: 550,000 ft² Hotel: 140 rooms
<b>Wall Street:</b>	Residential: 684 units Retail: 30,000 ft²		
<b>Waypointe:</b>	<b>Residential: 350 units</b> <b>Retail: 535,000 ft²</b> <b>Office: 75,000 ft²</b>	<b>South Norwalk:</b>	Residential: 400 units Retail: 25,000 ft² Office: 100,000 ft²



## RETAIL

Waypointe promises to be the new shopping destination of Fairfield County with over 500,000 ft<sup>2</sup> of new and existing retail space. Anchored by several mass retailers, the streets of Waypointe will be peppered with stylish boutiques, café-styled restaurants, specialty shops as well as neighborhood amenities and services.

## RESIDENTIAL

350 meticulously-designed residences ensure Waypointe is much more than a shopping district. Mid-rise condominiums step down to three story townhomes with attractive door fronts adding curb appeal. Workforce housing will account for 10% of the residential sector.



## OFFICE

What better place to have a retail business than at Waypointe, where a new 75,000 ft<sup>2</sup> of office space will be established, a substantial concentration of jobs will be created, and an “in-house” daytime population will be guaranteed. The office space set atop retail will include medical space as well as a wellness center serving nearby Norwalk Hospital.

Become a part of this amazing opportunity.

### LEASING INQUIRIES

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