



THE WALK

Norwalk, California





THE EPICENTER OF
Entertainment

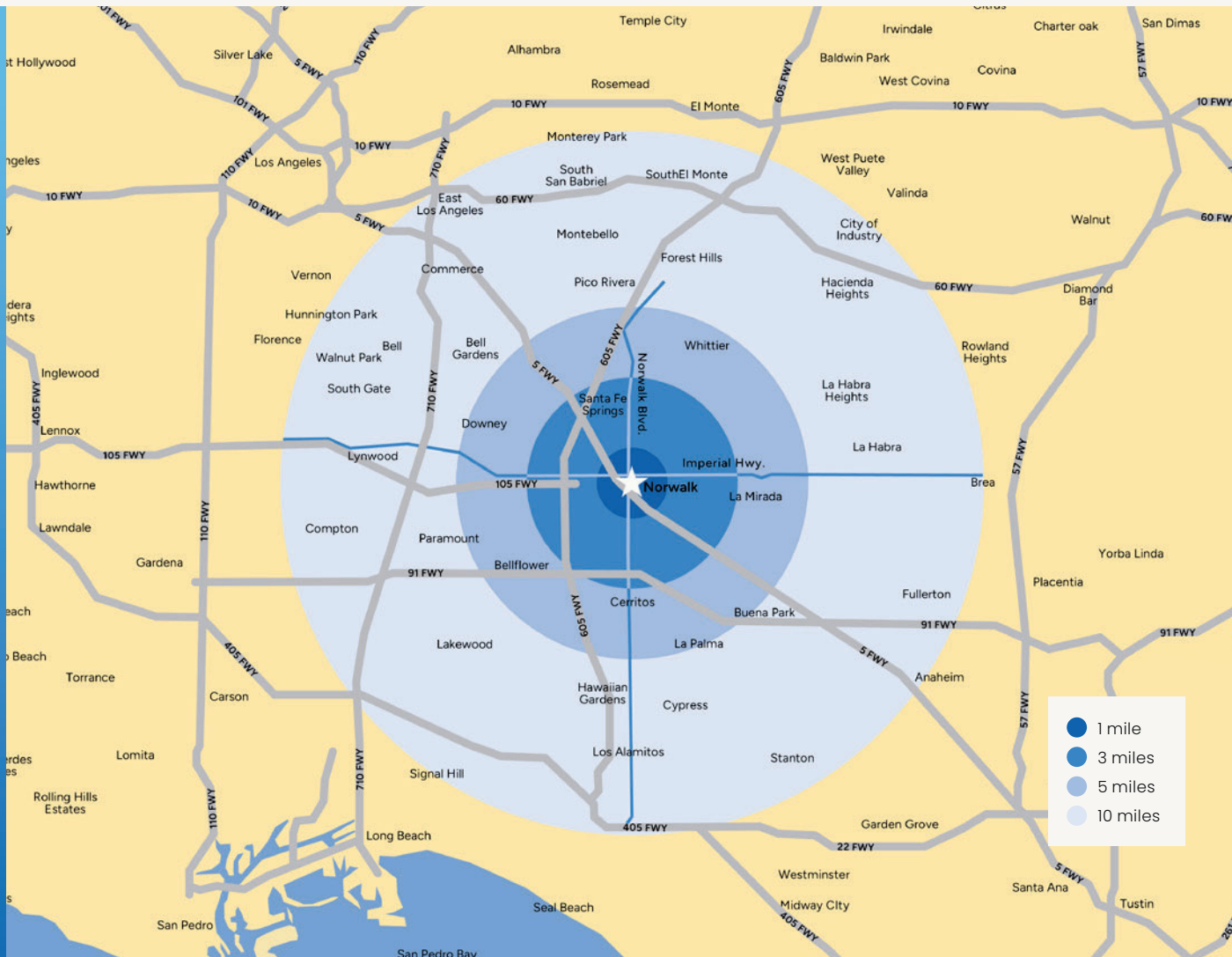
The Walk is a visionary project that pays tribute and honor to the City of Norwalk and its members. The name was chosen to symbolize a path forward as part of the ongoing revitalization and evolution.

This open-air plaza embraces California's idyllic climate with landscaped pathways and welcoming lounge areas that will be enhanced with a curated selection of shops and restaurants.



Another
Community
Enriching
Project by

PRIMESTOR
A Certified Minority Business Enterprise



PLACE. PRESENCE.

Potential.

Breaking ground in Q1 2025, The Walk will be strategically positioned in the vibrant heart of Norwalk, at main and main: Norwalk Boulevard and Imperial Highway; with unrivaled mobility off the highly-trafficked 5 Fwy, 605 Fwy, 105 Fwy and Firestone Boulevard.

Together, these routes offer an impressive **816,272 VPD**, presenting an immense opportunity of potential clientele.

The Walk is encircled by prominent retail, hospitality, industrial, and office hubs, along with key governmental agencies that draw from over 10 miles. Residential is also a defining element of the area, adding to its energetic, multi-functional character.

These are Serious Traffic Counts

ADJACENT FREEWAYS			
Imperial Hwy	48,049 VPD	Interstate 5	206,936 VPD
Norwalk Blvd	31,043 VPD	Interstate 605	247,589 VPD
Bloomfield	25,410 VPD	Interstate 105	233,590 VPD

Source: Sites USA



SEIZE THE SPACE, SHAPE THE

future

This 89K square foot, retail open-air plaza with ±360 brand new residential units, will revitalize Norwalk, becoming the destination of daily and nightly life for all Norwalk residents and visitors.

Invite the entrepreneurs, the pet parent, the couple with the stroller, the empty nester... To your space...

...a *dominguear*, as they embrace California's idyllic climate with the outdoor green pathways, lounges, a shopping and dining experience paralleled with the array of community events, and entertainment.






OUR PEOPLE

Your People


- ✱ 65% increase of HHs that earn over \$100K over the last 5 years.
- ✱ Highest growth in educational attainment compared to the County and State.
- ✱ Shift towards educated, upper middle-class residents, with more disposable income.



101,000
Residents


34
Median Age



3.61
Average Household Size


33%
HH have children


\$98,500
AVG HHI


\$674M
Annual Retail Spending


\$738K
Home Value


27,700
Households

Demographics

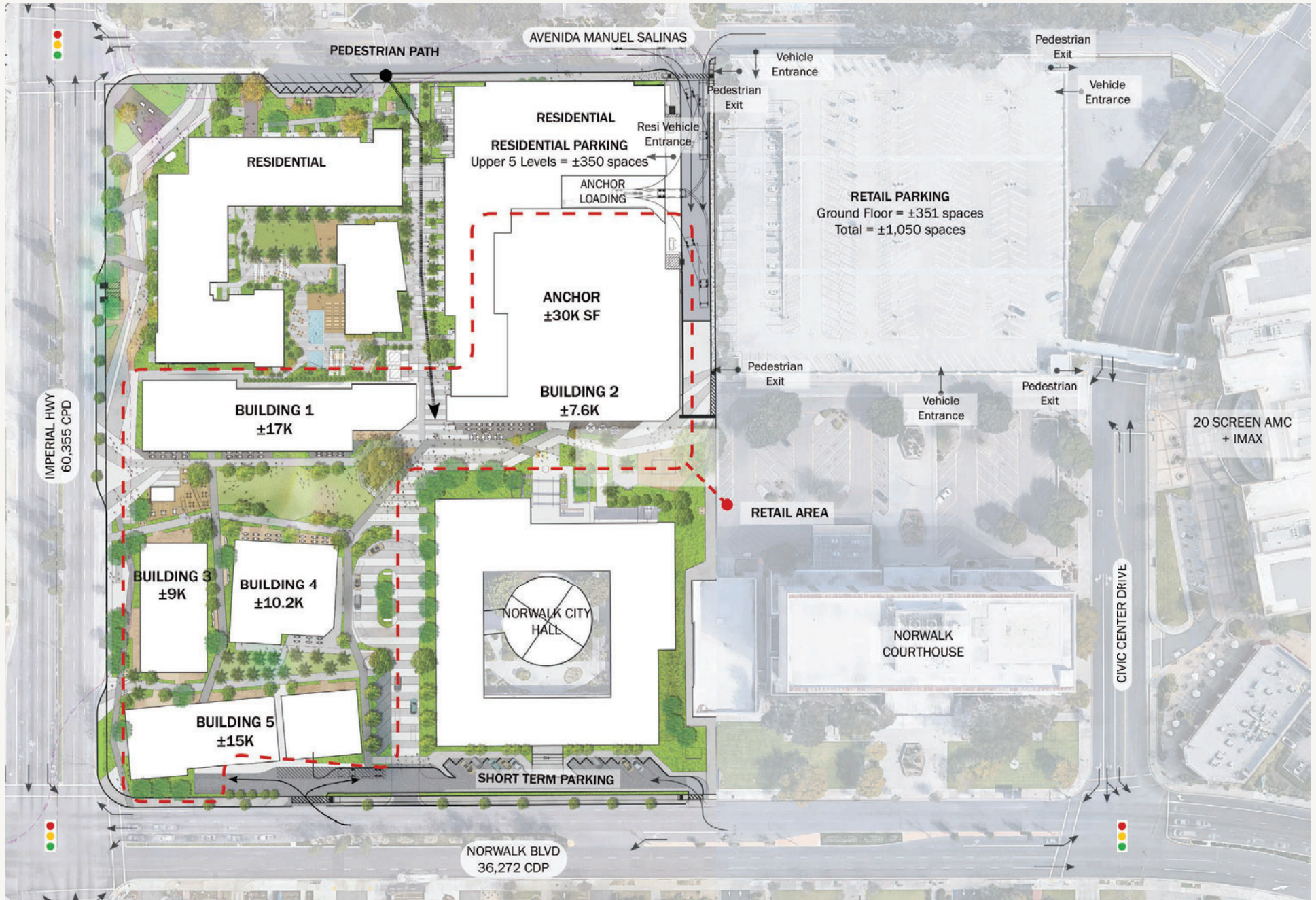
	1-mile	3-miles	5-miles
Population	25,179	199,800	601,485
Avg HHI	\$105,390	\$124,047	\$125,307
Median Age	36	37	38
Daytime Employees	12,088	94,539	247,699
Total Businesses	1,033	7,928	24,780

Source: Sites USA, City of Norwalk, and Kossmont Companies

Site Plan



Site Plan

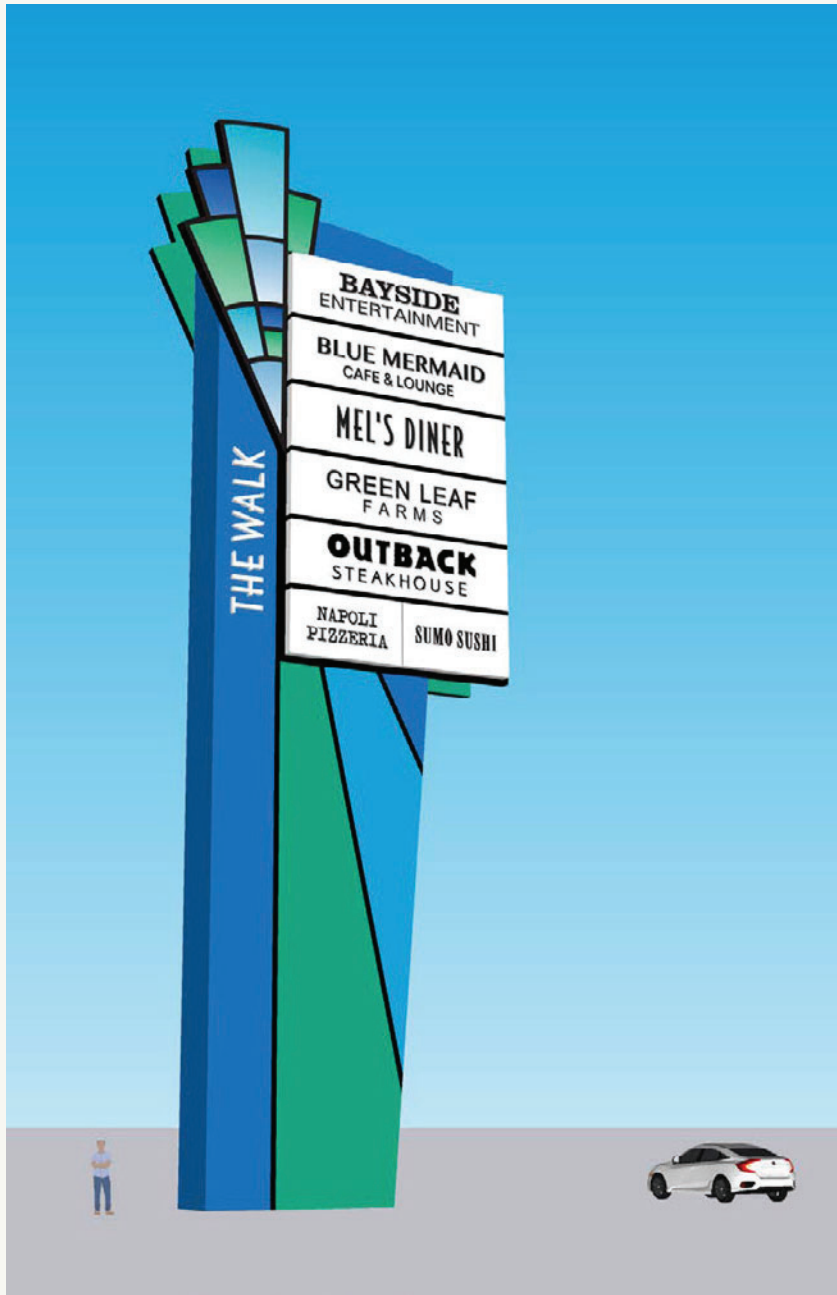




THE WALK



Freeway Monument Signage





THE *Commerce Corridor*

The Retail Zone

EXCITING NEWCOMERS

- ✱ Tesla Megaservice Center; incorporating an educational component with its tech training, mechanical, and body repair. Location is approved as a car dealership.
- ✱ Typically 102K annual visits.
- ✱ Sprouts
- ✱ Chick-Fil-A
- ✱ Raising Canes

Source: Placer AI

TOP RETAILERS

- ✱ AMC – 706K visits and the #1 location in California.
- ✱ Costco 3.7M visits drawing from Bell, Downey, South Gate, and Pico Rivera.
- ✱ Sprouts – opened in 2023 with 450K visits.
 - > Cerritos has 395K visits.
 - > Downey opening in December 2024.
- ✱ LA Fitness – 1,010 check-ins daily; 9 new members daily.
- ✱ Target – Two locations: 2M & 1.6M visits.
- ✱ Lowe's – 538K visits.





THE *Commerce Corridor*

Norwalk is a local draw among both visitors and employees. 69% of visitors to the City and 83% of the City's employees come from less than 7 miles away.

The Employment Zone

The Walk sits amongst some of the highest concentration of employment in the city.

Employees who work in Norwalk are coming from Los Angeles, Long Beach, Anaheim, Downey, and La Mirada.

TOP EMPLOYERS

- ✦ Cerritos College – 2,478 employees (20,000+ students)
- ✦ County of Los Angeles – 2,390 employees
- ✦ Metropolitan State Hospital – 1,604 employees
- ✦ Norwalk–La Mirada Unified School District – 1,466 employees
- ✦ City of Norwalk – 1,000+ employees

The Civic Zone

Immediately adjacent to The Walk, Norwalk is home to many governmental agencies that have a broad reach beyond the City's borders:

- ✦ Los Angeles County Department of Public Social Services
- ✦ Los Angeles County Registrar-Recorder
- ✦ Los Angeles County Sheriff (Norwalk)
- ✦ Norwalk City Hall
- ✦ Norwalk County Library
- ✦ Norwalk Court House
- ✦ Social Security Administration
- ✦ City of Norwalk Passport Services

Source: Sites USA, City of Norwalk, and Kossmont Companies

Envision

Glendale Americana



The Platform in Culver City



Downey



Los Cerritos Center



The Walk is Southeast LA's next level excellence:
A visionary and vibrant, one-of-a-kind, sustainable retail and
housing development in the heart of downtown Norwalk.
A gathering place where community is cultivated in a social and
energetic haven, furthering our connections.

THE WALK IS MORE THAN
the destination.
BE . THERE . NOW .

PRIMESTOR



A Certified Minority Business Enterprise

Leasing by

ASÍ | REAL ESTATE INVESTMENTS

BROKER #02043566
asirei.com

ALEXIS SUÁREZ
213.616.9423
alexis@asirei.com

ALEJANDRO SANTOS
562.607.0294
alejandro@asirei.com