



# THE WALK

Norwalk, California



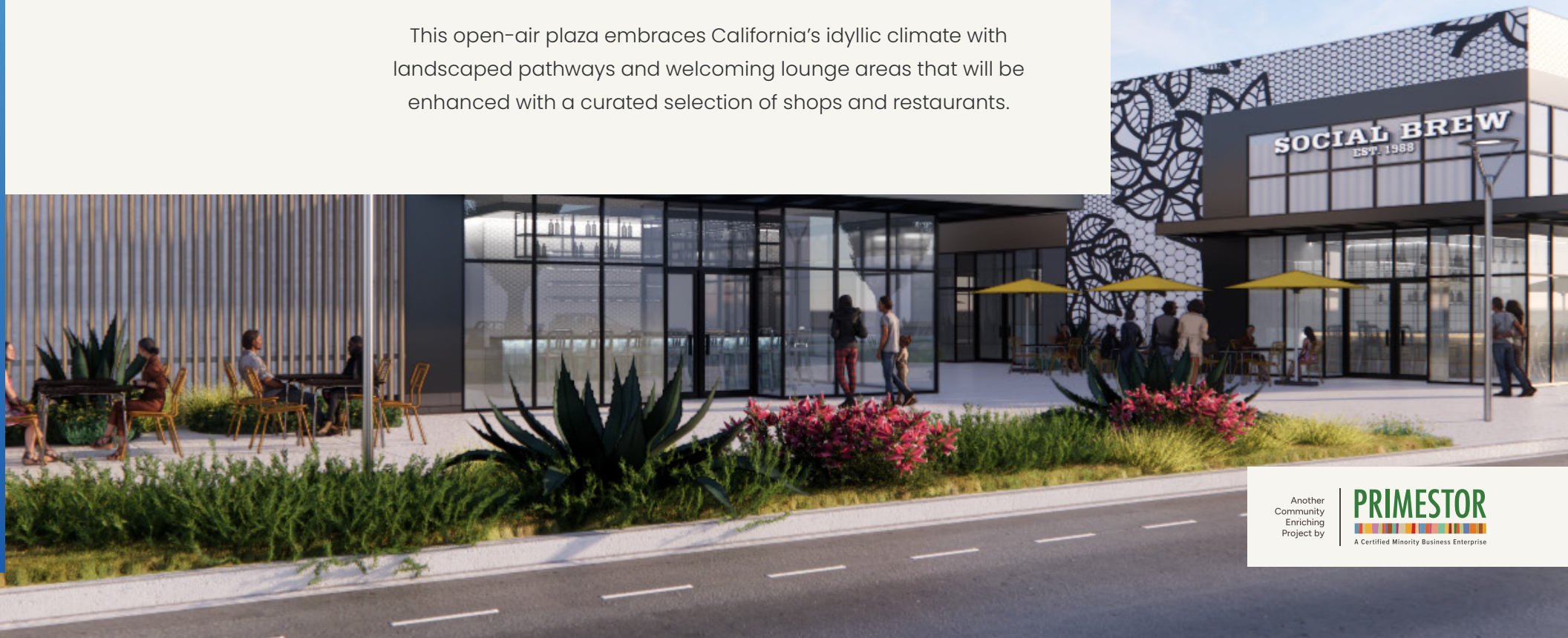




THE EPICENTER OF  
*Entertainment*

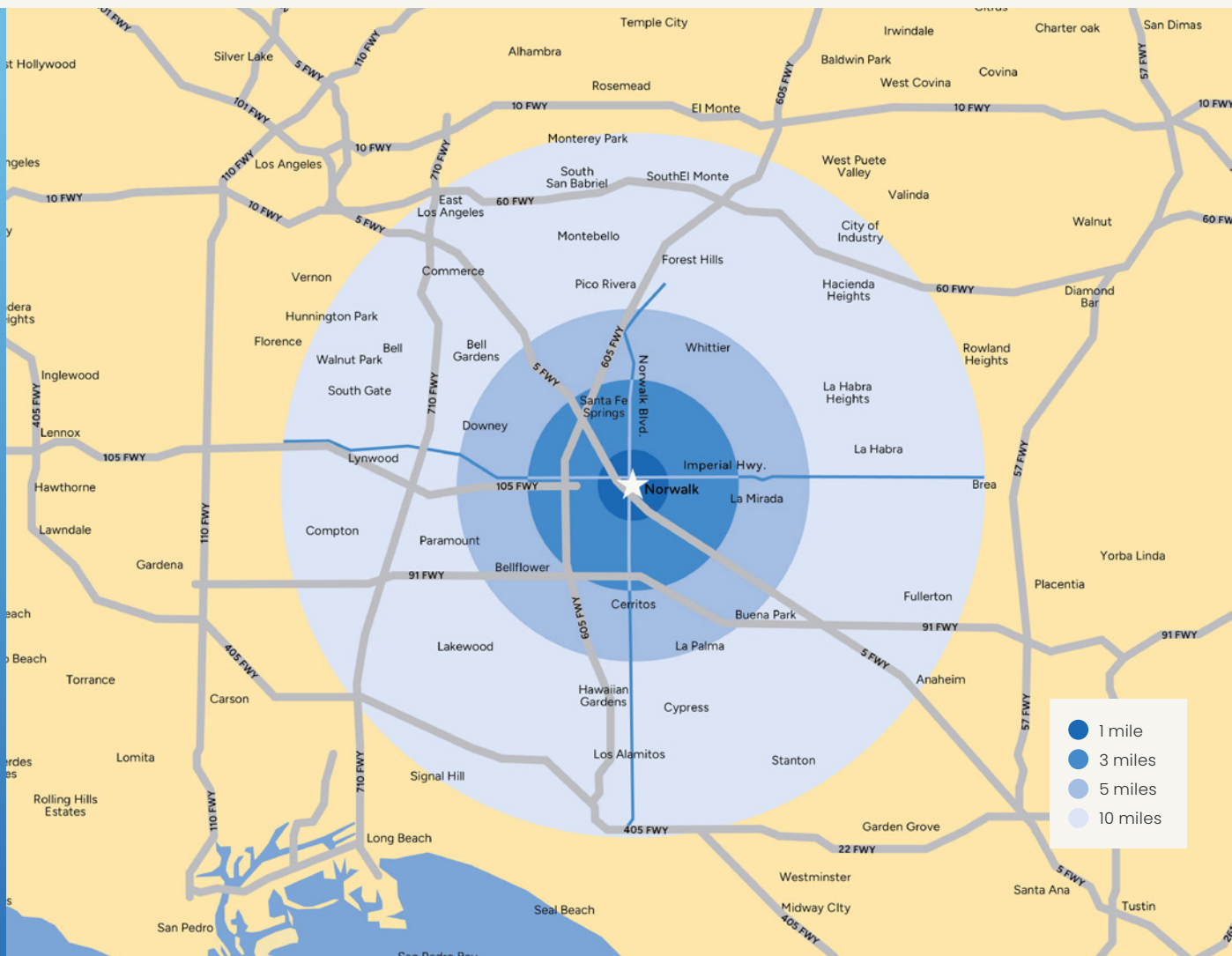
The Walk is a visionary project that pays tribute and honor to the City of Norwalk and its members. The name was chosen to symbolize a path forward as part of the ongoing revitalization and evolution.

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



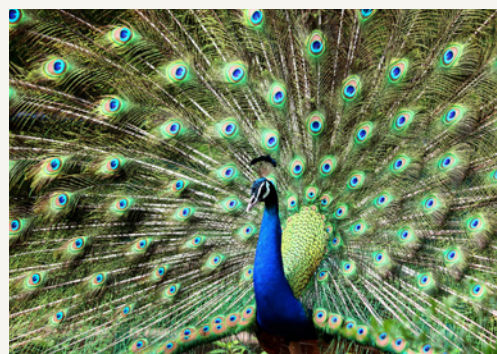
## PLACE. PRESENCE. *Potential.*

- ✦ Delivering in Q1 2027
- ✦ 10-mile draw from neighboring cities
- ✦ Surrounded by retail, offices, hospitality, and dense residential
- ✦ Main & Main Location:
  - ✦ On Imperial Hwy. & Norwalk Blvd.
  - ✦ Right off:
    - ✦ 5 FWY
    - ✦ 605 FWY
    - ✦ 105 FWY
- ✦ 816,272 VPD of potential clientele
- ✦ Freeway Monumental Signage
- ✦ Project Pylon Signage
- ✦ Directional Signage throughout the Project

## 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*

- 90+K SF of open-air retail
- 320 new residential units immediately adjacent to the project
- 5,000 employees on site
- 94,500 employees within three miles
- Live. Work. Play.





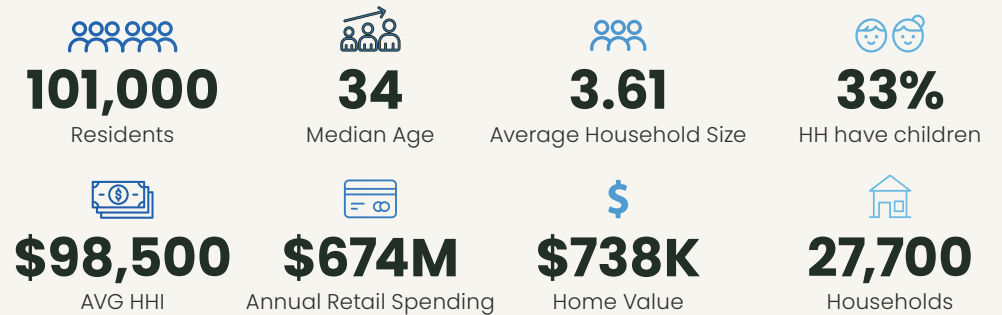


OUR PEOPLE

# 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.

## City of Norwalk Snapshot



## Demographics

	1-mile	3-miles	5-miles
Population	26,415	204,496	610,843
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





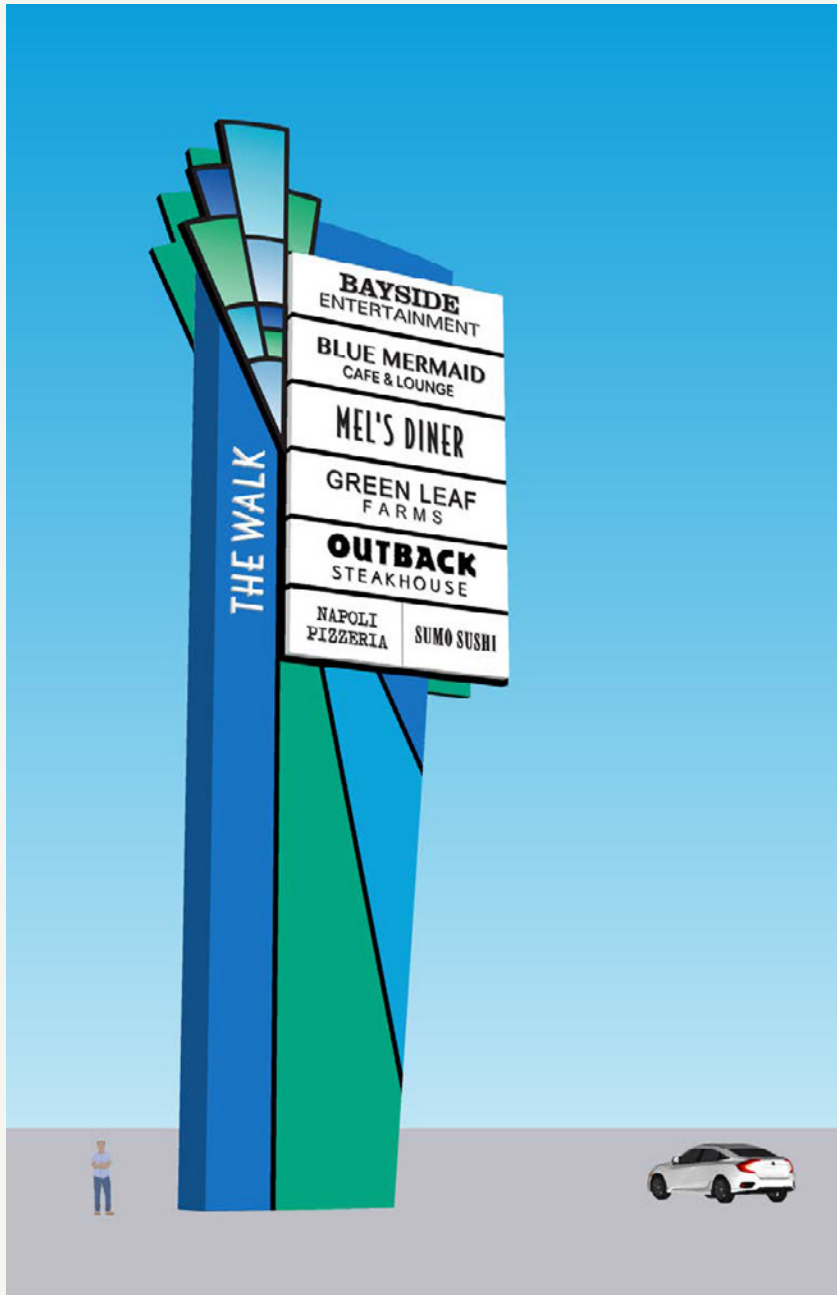


# Site Plan





# Freeway Monument Signage







# THE *Commerce Corridor*

## The Retail Zone

### EXCITING NEWCOMERS

- ✦ Tesla Megaservice Center; with an educational component: tech training, mechanical, & body repair. Location is approved as a car dealership.
- ✦ Tesla Centers typically generate 102K annual visits
- ✦ Sprouts
- ✦ Chick-Fil-A
- ✦ Raising Canes

### 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 Dec 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



Source: Placer AI





# 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



# Envision

The Platform in Culver City



Glendale Americana



The Village @ Topanga

Downey





# THE WALK

Southeast L.A.'s next level excellence.

Sustainable Retail and Housing.

A gathering place where community is cultivated in a social haven.

THE WALK IS MORE THAN

*the destination.*

BE. THERE. NOW.

Another  
Community  
Enriching  
Project by

**PRIMESTOR**



A Certified Minority Business Enterprise

Links:

[visittthewalk.com](http://visittthewalk.com)

[Architectural walk-through video](#)

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