

Southridge

DES MOINES, IA

MARKET PROFILE
2017



PROPERTY TYPE:

Regional

TOTAL SQUARE FEET:

823,000

MAJOR RETAILERS:

Hy-Vee Grocery & Hy-Vee Gas Station,
Marshalls, Midas Auto Systems Experts,
Midwest Mattress, Party City, Petco,
Shoe Carnival, Target, Toys 'R' Us, Younkers

RESTAURANTS & ENTERTAINMENT:

New China Buffet,
Southridge 12 Theaters

BUILT / RENOVATED:

1975 / 2012

FOR INFORMATION:

563-391-6773
Macerich.com



DEMOGRAPHIC SUMMARY

POPULATION	5-MILE RADIUS		10-MILE RADIUS		DES MOINES-WEST DES MOINES, IA [MSA]	
2016 Total Population	66,478		332,380		634,178	
2021 Total Population	71,201		354,088		692,568	
2016-2021 Population Growth	7.1%		6.5%		9.2%	

HOUSEHOLDS	5-MILE RADIUS		10-MILE RADIUS		DES MOINES-WEST DES MOINES, IA [MSA]	
2016 Total Households	25,213		133,173		246,573	
2021 Total Households	26,897		141,581		268,290	
2016-2021 Household Growth	6.7%		6.3%		8.8%	

INCOME	5-MILE RADIUS		10-MILE RADIUS		DES MOINES-WEST DES MOINES, IA [MSA]	
Average Household Income	\$64,792		\$71,493		\$83,547	
Median Household Income	\$51,634		\$54,578		\$63,513	
Per Capita Income	\$24,896		\$28,933		\$32,736	

HOUSEHOLD INCOME RANGES	5-MILE RADIUS		10-MILE RADIUS		DES MOINES-WEST DES MOINES, IA [MSA]	
\$50,000 +	13,126	52.1%	73,549	55.2%	154,091	62.5%
\$75,000 +	7,889	31.3%	46,414	34.9%	105,586	42.8%
\$100,000 +	4,420	17.5%	27,744	20.8%	69,628	28.2%
\$150,000 +	1,603	6.4%	10,725	8.1%	29,559	12.0%

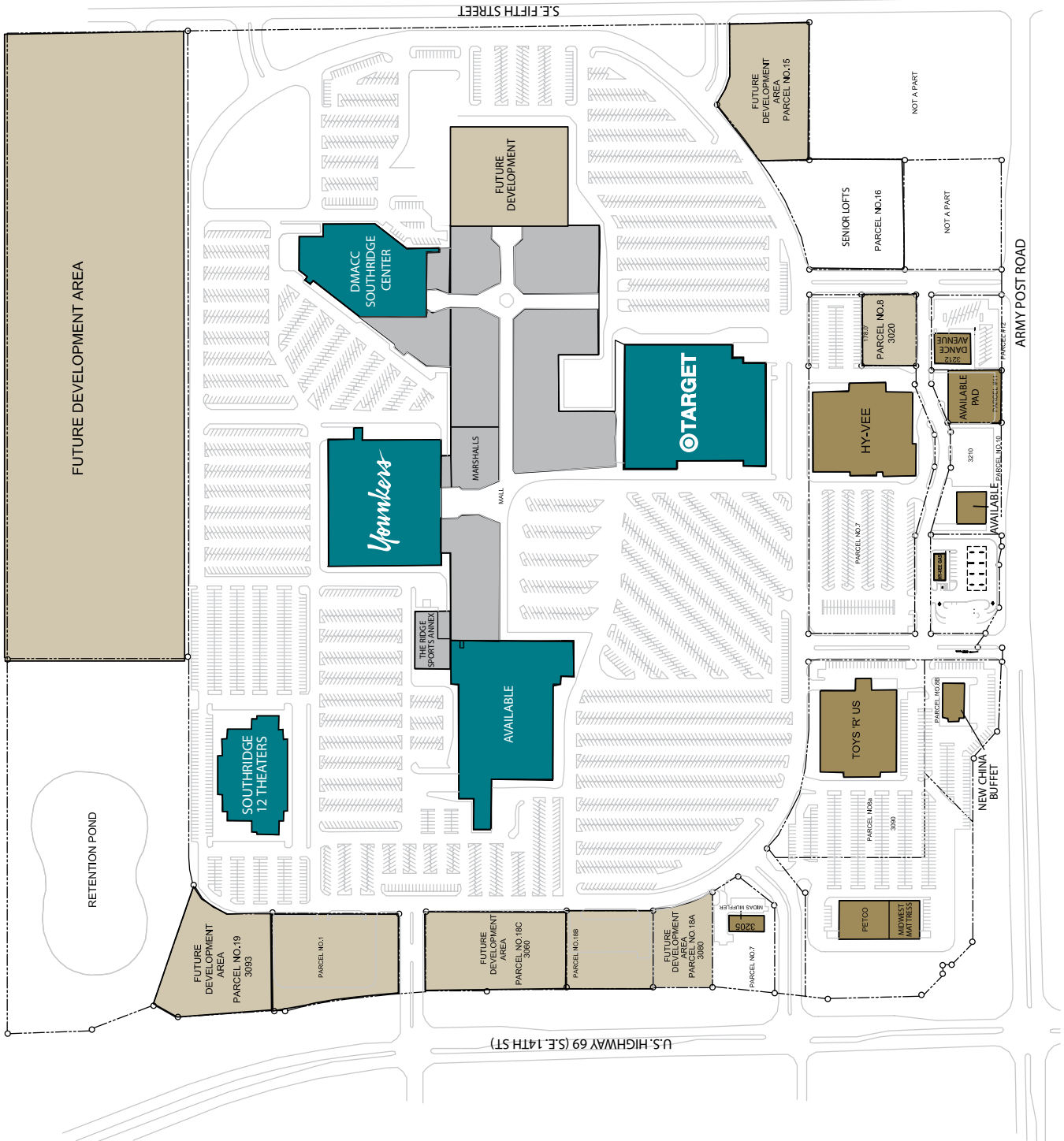
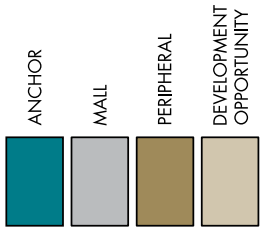
AGE	5-MILE RADIUS		10-MILE RADIUS		DES MOINES-WEST DES MOINES, IA [MSA]	
Median Age	34.8		35.7		36.1	

EDUCATION/OCCUPATION LEVELS	5-MILE RADIUS		10-MILE RADIUS		DES MOINES-WEST DES MOINES, IA [MSA]	
Bachelor's Degree Plus	8,782	20.4%	69,348	31.4%	154,481	37.1%
White Collar	18,585	56.5%	106,911	61.7%	225,908	67.0%

RACE/ETHNICITY	5-MILE RADIUS		10-MILE RADIUS		DES MOINES-WEST DES MOINES, IA [MSA]	
White	51,586	77.6%	263,600	79.3%	542,279	85.5%
Black	5,013	7.5%	28,187	8.5%	32,996	5.2%
American Indian	363	0.5%	1,254	0.4%	1,910	0.3%
Asian	3,468	5.2%	15,076	4.5%	24,193	3.8%
Pacific Islander	36	0.1%	209	0.1%	361	0.1%
Other Race	6,013	9.0%	24,054	7.2%	32,439	5.1%
Hispanic or Latino	9,196	13.8%	34,609	10.4%	45,905	7.2%
Not Hispanic or Latino	57,283	86.2%	297,772	89.6%	588,273	92.8%

DAYTIME EMPLOYMENT	5-MILE RADIUS		10-MILE RADIUS		DES MOINES-WEST DES MOINES, IA [MSA]	
Total Businesses	1,525		13,834		24,656	
Total Employees	21,519		236,463		387,152	

SITE PLAN



MARKET FACT SHEET

DES MOINES IS THE
3RD LARGEST
 INTERNATIONAL
 INSURANCE CENTER
 AFTER LONDON,
 ENGLAND AND
 HARTFORD, CT

DES MOINES NORTH/SOUTH
 BYPASS IS 1.5 MILES FROM THE
 CENTER WITH AVERAGE DAILY
TRAFFIC COUNTS
OF 127,700 VEHICLES

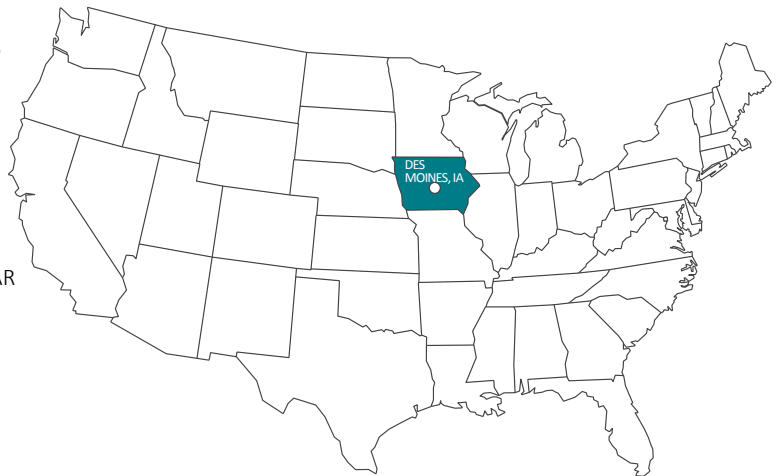
I-5 AT HIGHWAY 69 IS 1.5 MILES
 FROM THE CENTER WITH
 AN AVERAGE DAILY
TRAFFIC COUNT OF 19,700

SOUTHRIDGE IS 3 MILES FROM
 THE DES MOINES INTERNATIONAL
 AIRPORT, WHICH HAS
2.5 MILLION
 PASSENGERS ANNUALLY

COST OF DOING BUSINESS
 IN DES MOINES IS 18% LOWER
 THAN THE NATIONAL AVERAGE

NEARBY FORT DES MOINES
 BARRACKS ARE BEING
 CONVERTED INTO
 142 RESIDENTIAL UNITS,
 PROJECTED TO COST
 \$41 MILLION;
LARGEST INVESTMENT
 IN THE CITY'S SOUTHSIDE IN 20 YEARS

SOUTHRIDGE IS
 2 MILES FROM
 BLANK PARK
 ZOO, HOME TO
 2,400 ANIMALS
 AND HOSTING
463,000
 VISITORS PER YEAR



RAGBRAI, REGISTER'S ANNUAL GREAT
 BICYCLE RIDE ACROSS IOWA, IS THE
OLDEST, LONGEST AND
LARGEST TOURING BICYCLE
EVENT IN THE WORLD.
 THE RIDE CROSSES THE
 ENTIRE STATE, RIVER TO RIVER

DES MOINES AREA COMMUNITY COLLEGE AVERAGES
2,500 WEEKLY STUDENT VISITS AND AVERAGE TIME SPENT
 AT THE COLLEGE IS 3 HOURS

RANKED #1 FOR STRONGEST LOCAL ECONOMY (POLICOM 2014)

ON THE FORBES LIST OF **BEST PLACES FOR BUSINESS AND CAREERS**
 (2014 AND 2015)

YEARLY SALES

JAN	8.1%	MAY	8.2%	SEP	8.7%
FEB	7.8%	JUN	8.3%	OCT	8.6%
MAR	7.9%	JUL	8.6%	NOV	8.5%
APR	7.8%	AUG	8.0%	DEC	9.6%



OWNED
OTHER



BANK OF AMERICA

FUTURE DEVELOPMENT
1.5 ACRES

SENIOR LOFTS

BANKERS TRUST

HOBBY LOBBY

DANCE AVENUE

AVAILABLE

AVAILABLE

HY-VEE GAS

HY-VEE

TARGET

FUTURE DEVELOPMENT

DMACC SOUTHRIDGE CENTER

SHOE CARNIVAL

MARSHALLS

YOUNKERS

PARTY CITY

AVAILABLE

NEW CHINA BUFFET

TOYS "R" US

MIDWEST MATTRESS

PETCO

MIDAS MUFFLER

.79 ACRES

1.06 ACRES

1.85 ACRES

1.8 ACRES

1.79 ACRES

18 ACRES

SOUTHRIDGE 12 THEATERS

ARMY POST ROAD

SE 14TH STREET (US 69)