



Southridge

DES MOINES, IA

MARKET PROFILE 2020

MAJOR RETAILERS Hy-Vee Grocery & Hy-Vee Gas Station, Marshalls, Midas Auto Systems Experts, Midwest Mattress, Petco, Ross Dress For Less, Shoe Carnival, Target

RESTAURANTS & ENTERTAINMENT New China Buffet, AMC Classic Southridge 12

PROPERTY TYPE Regional | **TOTAL SQUARE FEET** 848,000 | **BUILT / RENOVATED** 1975 / 2012

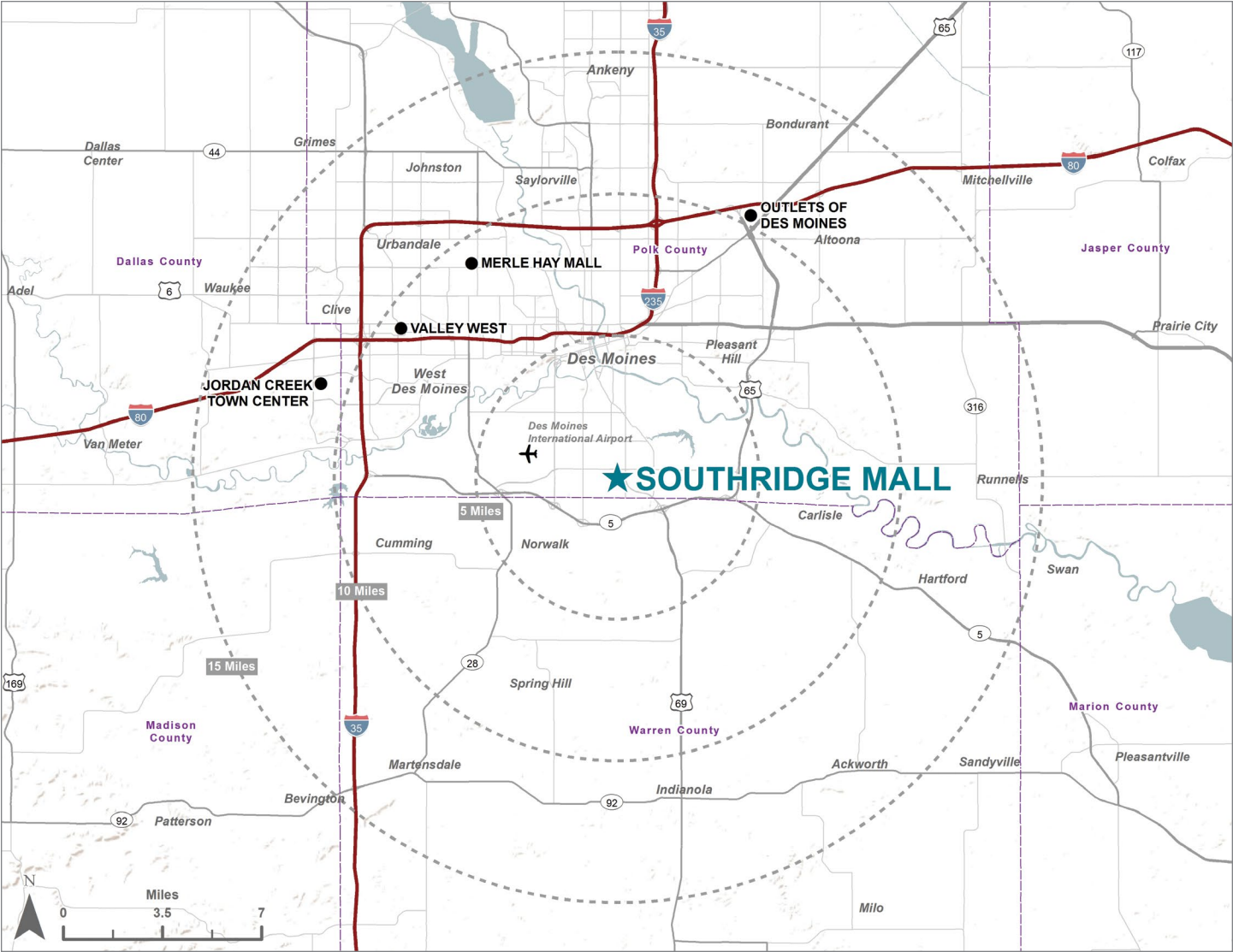
FOR MORE INFORMATION 563-391-6773 | Macerich.com



DEMOGRAPHIC SUMMARY

POPULATION		10-MILE RADIUS		15-MILE RADIUS		DES MOINES-WEST DES MOINES, IA [MSA]	
2019 Total Population		93,258		554,702		680,233	
2024 Total Population		100,605		601,976		741,806	
2019-2024 Population Growth		7.9%		8.5%		9.1%	
HOUSEHOLDS							
2019 Total Households		37,084		217,144		264,329	
2024 Total Households		40,152		235,124		287,547	
2019-2024 Household Growth		8.3%		8.3%		8.8%	
INCOME							
Average Household Income		\$70,374		\$89,733		\$91,680	
Median Household Income		\$54,056		\$68,080		\$70,246	
Per Capita Income		\$27,974		\$35,241		\$35,703	
HOUSEHOLD INCOME RANGES							
\$50,000 +		20,209	54.5%	140,370	64.6%	174,948	66.2%
\$75,000 +		12,917	34.8%	100,168	46.1%	125,215	47.4%
\$100,000 +		7,776	21.0%	67,888	31.3%	85,654	32.4%
\$150,000 +		2,736	7.4%	30,766	14.2%	39,110	14.8%
AGE							
Median Age		35.4		36.5		36.8	
EDUCATION / OCCUPATION							
Bachelor’s Degree Plus		16,219	26.1%	142,311	38.6%	172,606	38.2%
White Collar		28,883	57.2%	198,888	65.4%	244,224	65.5%
RACE / ETHNICITY							
White		69,599	74.6%	452,273	81.5%	568,702	83.6%
Black		8,581	9.2%	37,819	6.8%	39,551	5.8%
American Indian		464	0.5%	1,588	0.3%	1,939	0.3%
Asian		5,636	6.0%	29,201	5.3%	30,991	4.6%
Pacific Islander		85	0.1%	434	0.1%	542	0.1%
Other Race		8,893	9.5%	33,386	6.0%	38,508	5.7%
Hispanic or Latino		13,306	14.3%	46,307	8.3%	53,841	7.9%
Not Hispanic or Latino		79,952	85.7%	508,396	91.7%	626,392	92.1%
EMPLOYMENT / DAYTIME POPULATION		3 MILE		5 MILE		7 MILE	
Total Businesses		1,070		3,936		6,688	
Total Employees		13,272		102,474		150,238	
Daytime Population		40,750		146,534		242,874	

TRADE AREA MAP

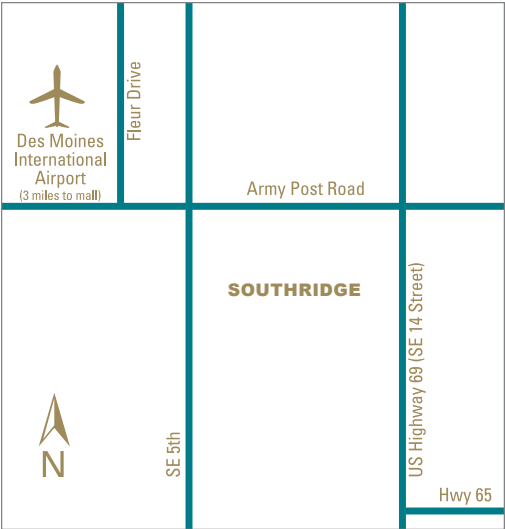


LEGEND

- ★ SOUTHRIDGE MALL
- COMPETITIVE CENTERS



10% PCW



SITE PLAN



MARKET FACT SHEET

DES MOINES NAMED
ONE OF THE
BEST CITIES TO
START A BUSINESS

(CUBESMART 2018)

COST OF DOING BUSINESS
IN DES MOINES IS 17% LOWER
THAN THE NATIONAL AVERAGE

AN AVERAGE OF
22,600 CARS
PASS THE CENTER DAILY

I-5 AT HIGHWAY 69 IS 1.5 MILES
FROM THE CENTER WITH
AN AVERAGE DAILY
TRAFFIC COUNT OF 20,800

DES MOINES WAS LISTED
AS ONE OF THE 7
MOST RECESSION-PROOF
CITIES IN THE U.S.

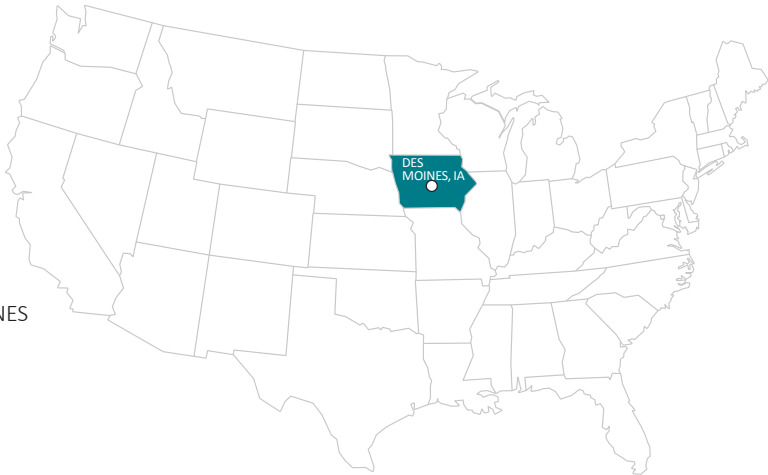
(LIVEABILITY 2018)

BEST PLACE TO LIVE DUE TO
AFFORDABILITY, JOB PROSPECTS
AND QUALITY OF LIFE

(RANKED 4TH US NEWS & WORLD REPORT 2018)

SOUTHRIDGE IS 3 MILES
FROM THE DES MOINES
INTERNATIONAL AIRPORT,
WHICH HAS 2.9 MILLION
PASSENGERS ANNUALLY

COMBINED,
MICROSOFT
AND FACEBOOK
HAVE 8 DATA
CENTERS TOTALING
NEARLY 6 MILLION
SQUARE FEET
AROUND DES MOINES



THE IOWA STATE FAIR
RECOGNIZED AS THE ONLY
FAIR IN THE NEW YORK
TIMES BEST SELLER AS
1,000 PLACES TO
SEE BEFORE YOU DIE

HOME TO ONE OF THE BEST FARMERS MARKETS IN THE COUNTRY
DRAWING 25,000 VISITORS EACH WEEK

SOUTHRIDGE IS 2 MILES FROM BLANK PARK ZOO, HOME TO 2,100
ANIMALS AND HOSTING 481,000 VISITORS PER YEAR

POLK COUNTY, ENCOMPASSING DES MOINES, GENERATED \$2.2 BILLION
IN DOMESTIC TRAVELER SPENDING, 24% OF THE STATE TOTAL

YEARLY SALES

JAN	8.2%	MAY	8.0%	SEP	10.0%
FEB	7.1%	JUN	7.8%	OCT	8.9%
MAR	7.5%	JUL	8.9%	NOV	8.1%
APR	7.6%	AUG	9.2%	DEC	8.7%



BANK OF AMERICA

FUTURE DEVELOPMENT
1.5 ACRES

BANKERS TRUST

SENIOR LOFTS

HOBBY LOBBY

DANCE AVENUE

AVAILABLE

AVAILABLE

HY-VEE GAS

AVAILABLE

HY-VEE

FUTURE DEVELOPMENT

DRAKE UNIVERSITY HEAD START

DMACC SOUTHRIDGE CENTER

TARGET

ROSS

SHOE CARNIVAL

MARSHALLS

FOOT LOCKER

RUE21

AVAILABLE

AVAILABLE

NEW CHINA BUFFET

MIDWEST MATTRESS

PETCO

TWG APARTMENTS

AVAILABLE

MIDAS MUFFLER

.79 ACRES

1.06 ACRES

UNITY POINT

AMC CLASSIC SOUTHRIDGE 12

1.8 ACRES

1.79 ACRES

SE 14TH STREET (US 69)

ARMY POST ROAD