



Southridge

DES MOINES, IA

MARKET PROFILE 2021

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** 803,000 | **BUILT / RENOVATED** 1975 / 2012

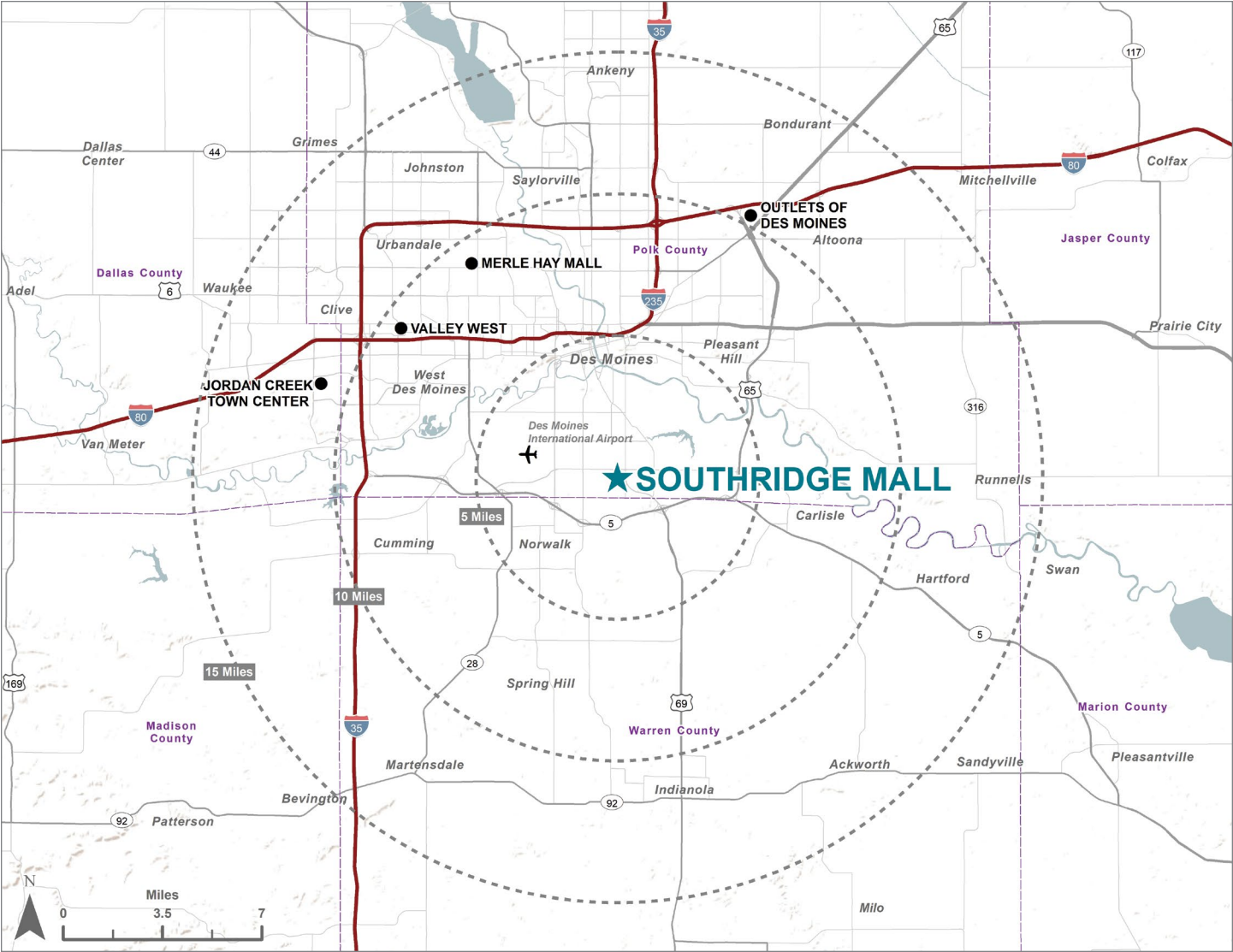
FOR MORE INFORMATION 563-391-6773 | Macerich.com



DEMOGRAPHIC SUMMARY

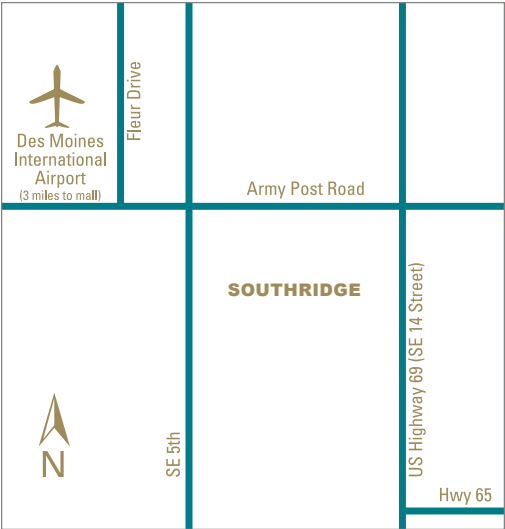
POPULATION		5-MILE RADIUS		15-MILE RADIUS		DES MOINES-WEST DES MOINES, IA [MSA]	
2020 Total Population		94,331		560,019		685,730	
2025 Total Population		102,864		608,134		745,204	
2020-2025 Population Growth		9.0%		8.6%		8.7%	
HOUSEHOLDS							
2020 Total Households		37,965		221,114		268,663	
2025 Total Households		41,632		240,073		291,948	
2020-2025 Household Growth		9.7%		8.6%		8.7%	
INCOME							
Average Household Income		\$72,869		\$92,019		\$93,021	
Median Household Income		\$55,332		\$69,643		\$71,559	
Per Capita Income		\$29,314		\$36,443		\$36,519	
HOUSEHOLD INCOME RANGES							
\$50,000 +		21,201	55.8%	144,805	65.5%	178,703	66.5%
\$75,000 +		13,620	35.9%	104,082	47.1%	129,402	48.2%
\$100,000 +		8,507	22.4%	72,633	32.8%	90,582	33.7%
\$150,000 +		2,984	7.9%	32,441	14.7%	40,294	15.0%
AGE							
Median Age		35.4		36.6		36.8	
EDUCATION / OCCUPATION							
Bachelor’s Degree Plus		15,946	25.4%	143,916	38.7%	173,764	38.1%
White Collar		27,244	58.8%	188,393	66.9%	231,128	67.0%
RACE / ETHNICITY							
White		69,763	74.0%	454,396	81.1%	570,556	83.2%
Black		8,953	9.5%	38,951	7.0%	40,851	6.0%
American Indian		489	0.5%	1,660	0.3%	2,030	0.3%
Asian		5,900	6.3%	30,373	5.4%	32,187	4.7%
Pacific Islander		88	0.1%	459	0.1%	587	0.1%
Other Race		9,138	9.7%	34,179	6.1%	39,519	5.8%
Hispanic or Latino		13,549	14.4%	47,078	8.4%	54,814	8.0%
Not Hispanic or Latino		80,783	85.6%	512,941	91.6%	630,916	92.0%
EMPLOYMENT / DAYTIME POPULATION		3 MILE		5 MILE		7 MILE	
Total Businesses		1,062		3,857		6,601	
Total Employees		14,087		108,208		156,889	
Daytime Population		43,318		144,148		240,925	

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

DEVELOPMENT ON-SITE:
VETERANS ADMINISTRATION
49,000-SQUARE-FOOT CLINIC
OPENING FEBRUARY 2022,
UNITY POINT 14,000-SQUARE-
FOOT MEDICAL CENTER AND
SOUTHRIDGE SENIOR LOFTS
WITH 52 UNITS

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

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

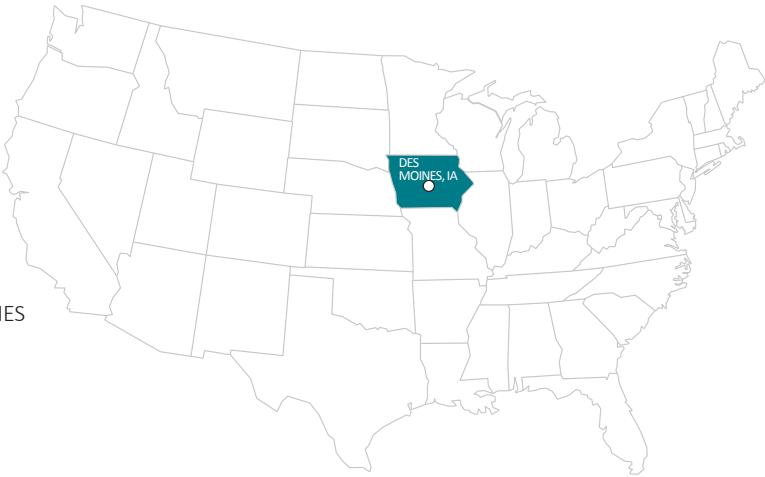
DES MOINES WAS LISTED
AS ONE OF THE 7
MOST RECESSION-PROOF
CITIES IN THE U.S.

(LIVEABILITY 2018)

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

(RANKED 4TH US NEWS & WORLD REPORT 2018)

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



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

SOUTHRIDGE IS 2 MILES FROM BLANK PARK ZOO, AVERAGING
480,000 PEOPLE PER YEAR VIEWING 1,500 ANIMALS

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%

- | | | | |
|---------------------|--------------------|-------------------------|--------------------------------|
| 1 HYVEE | 6 PETCO | 11 MIDAS MUFFLER | 16 MARSHALLS |
| 2 TARGET | 7 NEW CHINA BUFFET | 12 .79 & 1.06 ACRE PADS | 17 SHOE CARNIVAL |
| 3 DMACC SOUTHRIDGE | 8 VA CLINIC | 13 UNITY POINT | 18 ROSS |
| 4 AMC SOUTHRIDGE 12 | 9 HYVEE GAS | 14 FOOT LOCKER | 19 DRAKE UNIVERSITY HEAD START |
| 5 MIDWEST MATTRESS | 10 DANCE AVENUE | 15 KAY JEWELERS | 20 FLATS ON 5TH APARTMENTS |

