



Southridge

DES MOINES, IA

MARKET PROFILE 2022

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** 801,000 | **BUILT / RENOVATED** 1975 / 2012

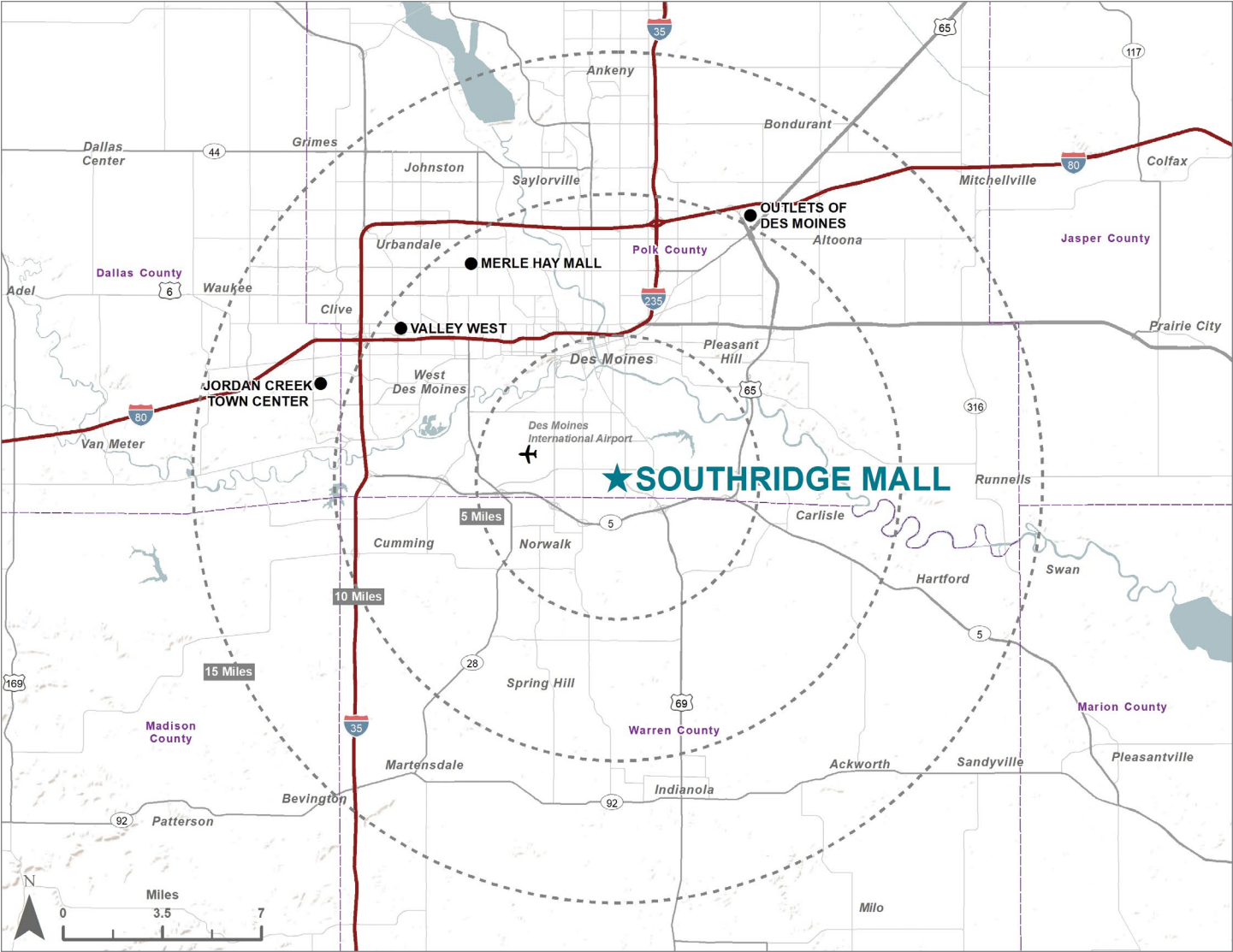
FOR MORE INFORMATION 563-391-6773 | Macerich.com



DEMOGRAPHIC SUMMARY

POPULATION	10-MILE RADIUS		15-MILE RADIUS		DES MOINES-WEST DES MOINES, IA [MSA]	
2021 Total Population	344,354		553,827		680,783	
2026 Total Population	365,324		600,603		740,956	
2021-2026 Population Growth	6.1%		8.4%		8.8%	
HOUSEHOLDS						
2021 Total Households	140,242		220,073		268,369	
2026 Total Households	149,310		239,165		292,630	
2021-2026 Household Growth	6.5%		8.7%		9.0%	
INCOME						
Average Household Income	\$78,033		\$90,425		\$92,584	
Median Household Income	\$58,058		\$67,682		\$70,483	
Per Capita Income	\$31,906		\$36,056		\$36,588	
HOUSEHOLD INCOME RANGES						
\$50,000 +	82,133	58.6%	143,024	65.0%	178,906	66.7%
\$75,000 +	53,477	38.1%	100,676	45.7%	127,381	47.5%
\$100,000 +	35,037	25.0%	70,546	32.1%	90,003	33.5%
\$150,000 +	14,457	10.3%	32,835	14.9%	41,539	15.5%
AGE						
Median Age	36.9		36.8		37.1	
EDUCATION / OCCUPATION						
Bachelor’s Degree Plus	75,373	32.3%	145,288	39.3%	176,362	38.8%
White Collar	110,586	63.3%	192,591	68.4%	236,348	68.5%
RACE / ETHNICITY						
White	260,432	75.6%	448,390	81.0%	565,522	83.1%
Black	33,200	9.6%	39,151	7.1%	41,178	6.0%
American Indian	1,248	0.4%	1,637	0.3%	2,017	0.3%
Asian	20,814	6.0%	29,352	5.3%	31,187	4.6%
Pacific Islander	311	0.1%	471	0.1%	601	0.1%
Other Race	28,348	8.2%	34,826	6.3%	40,278	5.9%
Hispanic or Latino	40,101	11.6%	47,702	8.6%	55,468	8.1%
Not Hispanic or Latino	304,253	88.4%	506,125	91.4%	625,315	91.9%
EMPLOYMENT / DAYTIME POPULATION						
	3 MILE		5 MILE		7 MILE	
Total Businesses	1,072		3,889		6,715	
Total Employees	13,710		109,809		154,651	
Daytime Population	44,733		125,587		217,402	

TRADE AREA MAP

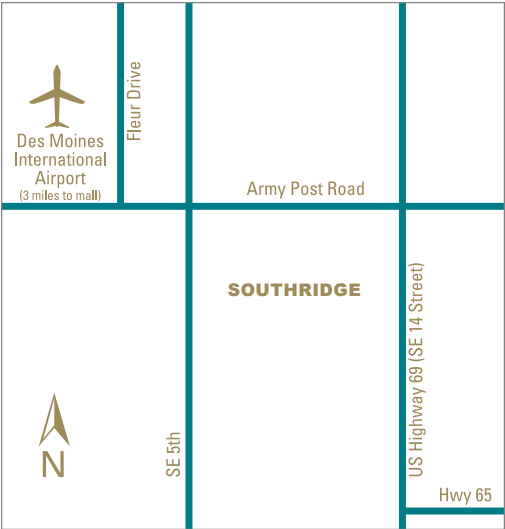


LEGEND

- ★ SOUTHRIDGE MALL
- COMPETITIVE CENTERS



10% PCW



SITE PLAN



MARKET FACT SHEET

BREAKOUT TOP 3 CITY
ON FOREFRONT OF AMERICA'S
ECONOMIC RECOVERY
(THE WALL STREET JOURNAL, 2021)

#5 BEST PLACE TO LIVE
DUE TO AFFORDABILITY, JOB
PROSPECTS, REMOTE WORKING
AND QUALITY OF LIFE
(TODAY, 2021)

AN AVERAGE OF
22,600 CARS
PASS THE CENTER DAILY

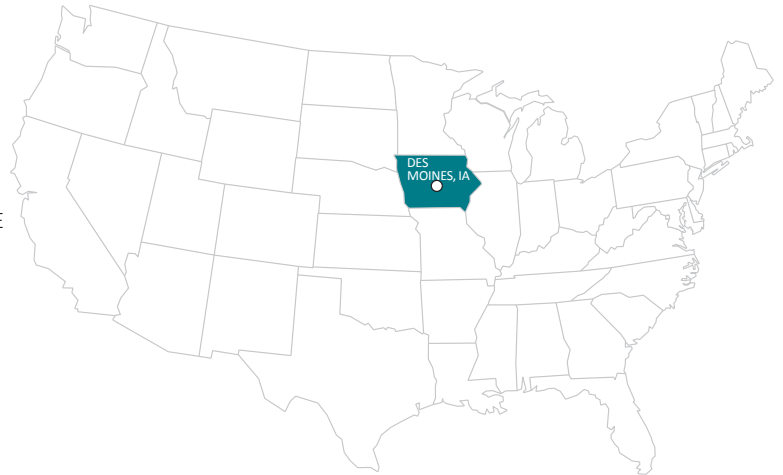
I-5 AT HIGHWAY 69 IS 1.5 MILES
FROM THE CENTER WITH
AN AVERAGE DAILY
TRAFFIC COUNT OF 20,800

IDEAL PLACE TO LIVE
FOR ALL AGE GROUPS WITH
A COST OF LIVING 11% BELOW
NATIONAL AVERAGE
(U.S. NEWS & WORLD REPORT, 2021)

POPULATION GROWTH OF
16.7% OVER THE LAST DECADE
(MOODY'S, 2021)

DEVELOPMENT ON-SITE:
VETERANS ADMINISTRATION
49,000-SQUARE-FOOT CLINIC
OPENING MID-SUMMER 2022,
UNITY POINT 14,000-SQUARE-
FOOT MEDICAL CENTER,
SOUTHRIDGE SENIOR LOFTS
WITH 52 UNITS, GENESIS HEALTH
100,000-SQUARE-FOOT FACILITY
OPENING FALL 2022 AND
CITI TRENDS OPENING FALL 2022

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

SOUTHRIDGE IS 3 MILES FROM THE DES MOINES INTERNATIONAL
AIRPORT, WHICH HAS **2.75 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	5.9%	MAY	8.2%	SEP	8.2%
FEB	5.9%	JUN	8.7%	OCT	8.4%
MAR	11.2%	JUL	8.1%	NOV	8.0%
APR	9.2%	AUG	7.7%	DEC	10.4%

MAJOR RETAILERS INCLUDE:

HY-VEE GROCERY
TARGET
GENESIS HEALTH
AMC SOUTHRIDGE 12

DMACC SOUTHRIDGE
BANK OF AMERICA
DRAKE UNIVERSITY HEAD START
FOOT LOCKER

HY-VEE GAS
KAY JEWELERS
MARSHALLS
MIDAS MUFFLER

MIDWEST MATTRESS
NEW CHINA BUFFET
PETCO
ROSS

SHOE CARNIVAL
TARGET
THE DANCE AVENUE

