



Southridge

DES MOINES, IA

MARKET PROFILE 2023

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

RESTAURANTS New China Buffet

PROPERTY TYPE Regional | **TOTAL SQUARE FEET** 800,000 | **BUILT / RENOVATED** 1975 / 2012

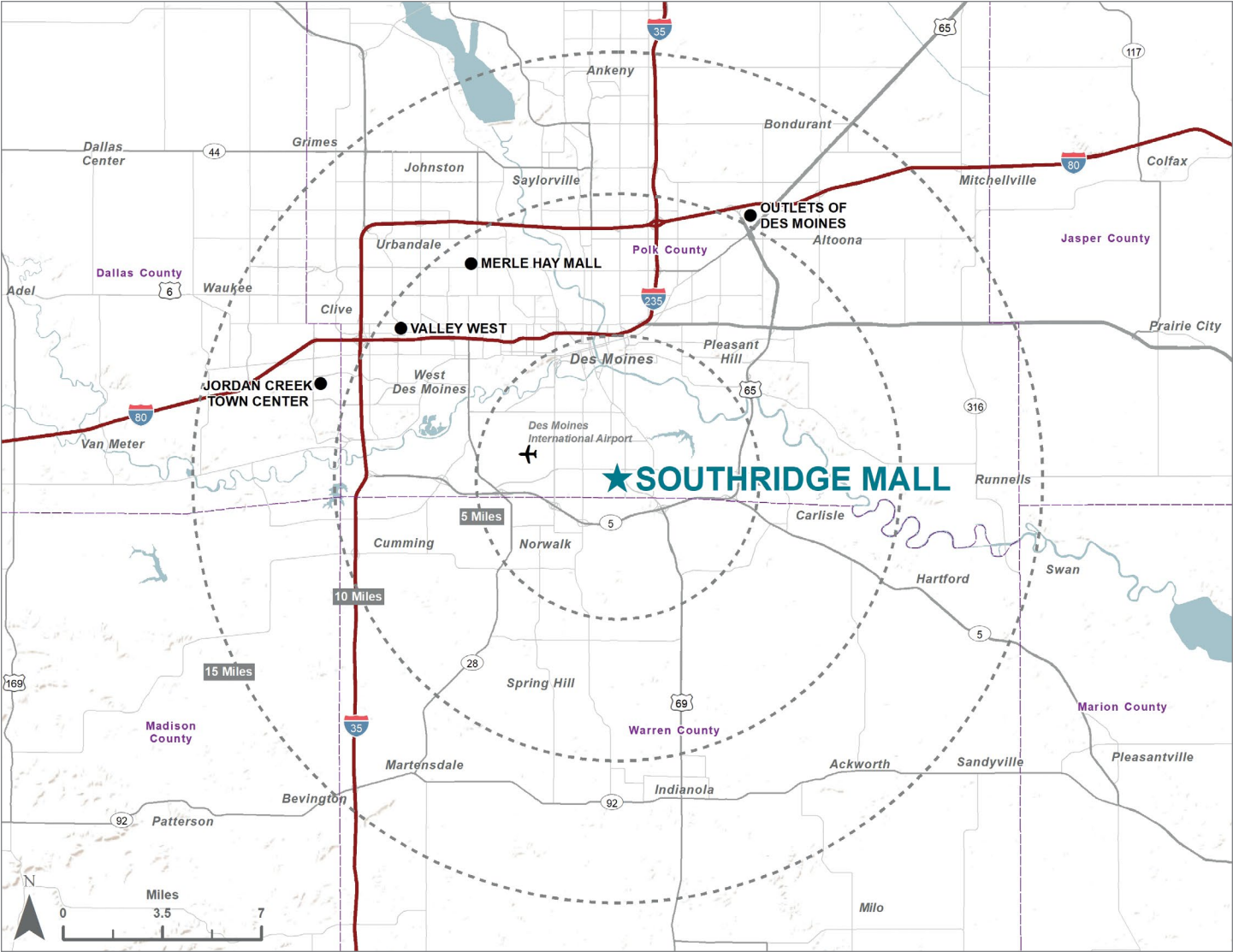
FOR MORE INFORMATION 563-391-6773 | Macerich.com



DEMOGRAPHIC SUMMARY

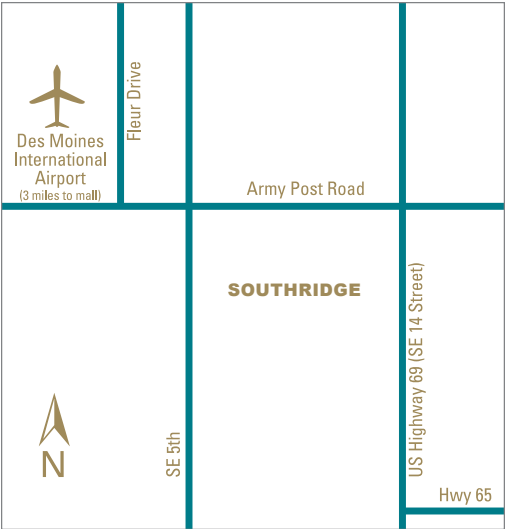
POPULATION	10-MILE RADIUS		15-MILE RADIUS		DES MOINES-WEST DES MOINES, IA [MSA]	
2022 Total Population	335,603		556,177		733,796	
2027 Total Population	346,370		580,448		767,274	
2022-2027 Population Growth	3.2%		4.4%		4.6%	
HOUSEHOLDS						
2022 Total Households	138,061		223,353		290,640	
2027 Total Households	142,718		233,423		304,286	
2022-2027 Household Growth	3.4%		4.5%		4.7%	
INCOME						
Average Household Income	\$85,790		\$99,634		\$101,804	
Median Household Income	\$60,963		\$72,249		\$75,319	
Per Capita Income	\$35,402		\$40,114		\$40,440	
HOUSEHOLD INCOME RANGES						
\$50,000 +	84,424	61.1%	151,109	67.7%	201,291	69.3%
\$75,000 +	55,932	40.5%	108,300	48.5%	146,020	50.2%
\$100,000 +	37,572	27.2%	77,548	34.7%	105,452	36.3%
\$150,000 +	15,768	11.4%	36,712	16.4%	49,268	17.0%
AGE						
Median Age	37.0		36.9		37.4	
EDUCATION / OCCUPATION						
Bachelor’s Degree Plus	76,356	34.5%	151,745	41.9%	194,064	40.5%
White Collar	104,745	54.7%	183,782	58.4%	238,112	58.0%
RACE/ETHNICITY						
White	235,439	70.2%	422,998	76.1%	582,791	79.4%
Black/African American	31,005	9.2%	38,400	6.9%	41,008	5.6%
American Indian	1,953	0.6%	2,444	0.4%	2,903	0.4%
Asian	19,703	5.9%	29,389	5.3%	31,732	4.3%
Pacific Islander	206	0.1%	325	0.1%	434	0.1%
Other Race	47,297	14.1%	62,622	11.3%	74,928	10.2%
Hispanic or Latino	42,763	12.7%	52,350	9.4%	60,931	8.3%
Not Hispanic or Latino	292,840	87.3%	503,827	90.6%	672,865	91.7%
EMPLOYMENT / DAYTIME POPULATION						
3 MILE						
Total Businesses	1,122		4,178		7,086	
Total Employees	13,771		103,427		148,443	
Daytime Population	40,962		138,469		228,616	

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 PLACES TO LIVE
IN THE U.S. FOR FAMILIES
(U.S. NEWS & WORLD REPORT, 2022)

AN AVERAGE OF
22,600 CARS
PASS THE CENTER DAILY

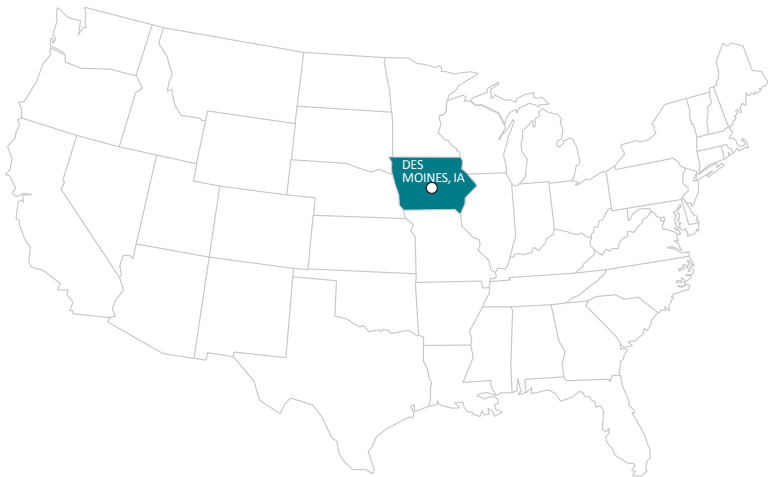
I-5 AT HIGHWAY 69 IS 1.5 MILES
FROM THE CENTER WITH
AN AVERAGE DAILY
TRAFFIC COUNT OF 20,800

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:
GENESIS HEALTH
100,000-SQUARE-FOOT
FACILITY OPENING FALL 2023
JOINING THE NOW OPEN
VETERANS ADMINISTRATION
49,000-SQUARE-FOOT CLINIC,
UNITY POINT 14,000-SQUARE-
FOOT MEDICAL CENTER,
SOUTHRIDGE SENIOR LOFTS
WITH 52 UNITS AND CITITRENDS

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 **2.8 MILLION PASSENGERS ANNUALLY** (DMIA, 2022)

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	8.23%	MAY	7.92%	SEP	9.91%
FEB	7.52%	JUN	7.81%	OCT	8.83%
MAR	7.49%	JUL	8.67%	NOV	8.26%
APR	7.42%	AUG	8.84%	DEC	9.10%

MAJOR RETAILERS INCLUDE:

HY-VEE GROCERY	BANK OF AMERICA	HY-VEE GAS	MIDAS MUFFLER	ROSS
TARGET	CITITRENDS	KAY JEWELERS	MIDWEST MATTRESS	SHOE CARNIVAL
GENESIS HEALTH	DRAKE UNIVERSITY HEAD START	MARSHALLS	NEW CHINA BUFFET	
DMACC SOUTHRIDGE	FOOT LOCKER	MAURICES	PETCO	



GENESIS

DMACC
COMMUNITY COLLEGE
LIFE'S CHALLENGE

TARGET

HyVee
HY-VEE GROCERY

APPLEBEE'S

TACO JOHN'S

HOBBY LOBBY

HARBOR FREIGHT TOOLS

TIRES PLUS

BANKERS TRUST

SENIOR LOFTS

1.5 ACRES

FLATS ON FIFTH