



# LAWRENCE MARKETPLACE

100% LEASED CENTER FOR SALE | 2525 Iowa Street, Lawrence, Kansas

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LANE4



**937,800**

Annual Visitors  
(Placer.Ai 2026)

## Introduction

Lawrence Marketplace is a 100% occupied retail center offering a stable investment opportunity along Iowa Street, Lawrence's primary commercial corridor. Anchored by Planet Fitness and Savers, the property benefits from strong daily traffic drivers and consistent consumer demand.

The center is situated within Lawrence's dominant retail corridor and is surrounded by a critical mass of national retailers including Target, Dillon's/Kroger, Ulta Beauty, Dick's Sporting Goods, HomeGoods, Hobby Lobby, Kohl's, TJ Maxx, World Market, Michaels, Menards, and Home Depot.

Lawrence is a dynamic and growing university market, anchored by the University of Kansas with over **27,000 full-time students**. With a fully leased rent roll and a supply-constrained retail environment, Lawrence Marketplace is well positioned for long-term performance and future value creation through leasing momentum and rent growth.



# Property Description

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<b>Price:</b>	\$14,900,000
<b>GLA:</b>	91,941 SF
<b>PSF:</b>	\$162.06
<b>Stabilized NOI:</b>	\$1,096,057 (12/1/27)
<b>CAP Rate:</b>	7.4%
<b>Address:</b>	2525 Iowa St, Lawrence, KS
<b>Type:</b>	Multi-Tenant Retail Center
<b>Occupancy:</b>	100%
<b>Built:</b>	1974
<b>Parking:</b>	189
<b>Roof:</b>	2026; 20 year warranty
<b>Acreage:</b>	5.39 AC
<b>Anchor Tenant:</b>	Assumes Savers lease starts November 2026

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## HIGHLIGHTS

- Easy access to Iowa Street with over 25,000 CPD
- Conveniently positioned between the University of Kansas and K-10 Hwy
- Serving a growing trade area of 179,000+ people including 27,000 university students



## Site Plan



TENANT	SF
HuHot	4,682
Savers	42,112
Planet Fitness	21,587
The Mattress Hub	7,507
Trek	3,762
Up & Away Indoor Play	12,291
	91,941



## Tenant Profiles



HuHot is a create-your-own Mongolian barbecue concept with roughly 50+ locations across the Midwest. Their interactive format and regional loyalty drive strong dine-in traffic.



With over 300 stores across the U.S., Canada, and Australia, Savers is a major thrift retailer, offering secondhand clothing, home goods, and more with an established reputation for updated items.



Planet Fitness is one of the largest fitness club franchises in the world with over 2,400 locations and millions of members nationwide. With daily usage, Planet Fitness creates stable, recurring traffic.



The Mattress Hub is a regional retailer with an assortment of branded mattresses and sleep products who attracts higher-ticket purchases and creates a prolonged shopper dwell time.



Trek is a premium, global bicycle brand with a network of dealers that serve both casual and performance riders. Trek drives supplemental traffic beyond traditional retail categories.

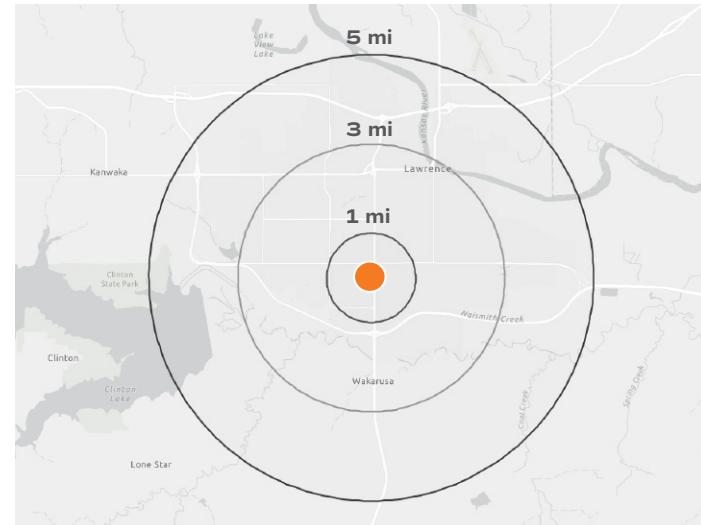


As a beloved local family entertainment destination, Up & Away offers an indoor play space and children's programming, consistently drawing daytime visits.

# Location and Demographics



DEMOGRAPHICS	1 MILE	3 MILES	5 MILES
2025 Population	12,239	71,924	98,743
2030 Est. Population	12,431	72,710	100,061
2025-2030 Pop. Growth	0.31%	0.22%	0.27%
2025-2030 Average Growth Rate - State of KS :		0.32%	
Households	5,840	30,670	42,661
Average HH Income	\$64,996	\$78,409	\$88,272
Median HH Income	\$51,059	\$57,335	\$63,924
# Businesses	544	3,242	4,074
# Employees	6,883	41,410	52,512



# KU & LAWRENCE AREA



**64,012**  
TOTAL  
POPULATION



**27,000**  
FULL-TIME  
STUDENTS



**2,892**  
TOTAL  
BUSINESSES



**39,014**  
TOTAL  
EMPLOYEES



## UNIVERSITY OVERVIEW

The University of Kansas is the state's flagship public university in Lawrence and a Carnegie R1 institution (Very High Research Activity). With approximately over **27,000** enrolled **full-time students** in the Lawrence area, KU anchors a significant year-round daytime population that supports consistent retail demand.

As Lawrence's largest employer and primary economic engine, KU is complemented by major regional healthcare employers such as LMH Health. Major event activity at Memorial Stadium and Allen Fieldhouse reinforces long-term stability and traffic generation for nearby retail and service users.



## TOP EMPLOYERS IN LAWRENCE

- University of Kansas
- Lawrence Memorial Hospital
- USD 497 Lawrence Public Schools
- Amcor
- Hallmark Cards
- City of Lawrence
- Amarr Garage Doors
- Douglas County Government
- Baker University
- Maximus
- USD 491 Eudora Schools
- USD 348 Baldwin City Schools
- Lawrence Paper Company
- Grandstand
- Standard Beverage