

CBRE



# SOUTHRIDGE PLAZA

1111 EAST ARMY POST ROAD  
DES MOINES, IOWA

Retail,  
Restaurant,  
Entertainment  
& Out Lot  
Opportunities



VISIT WEBSITE







# WELCOME TO SOUTHRIDGE PLAZA

The 117-acre Southridge Plaza redevelopment project is transforming the once-bustling Southridge Mall shopping center into a vibrant mixed-use lifestyle destination. Spaces once occupied by such former megastore mainstays as Sears, Younkers, and Toys-R-Us have been reimaged into community-serving uses including the state-of-the-art Genesis Health Club fitness facility and multi-sports complex and a new VA outpatient clinic. A de-malled retail plaza with national retailers, multifamily residential developments, a community college satellite campus, and a continued focus on diverse retail, entertainment, and food & beverage offerings round out the multi-phase plan to create a dynamic, community-oriented destination that supports Des Moines’ health, wellness, and entertainment needs.

**3.6M**

**ANNUAL  
VISITORS**

**3%**

**GROWTH IN  
VISITORS  
YEAR OVER  
YEAR**

**1M+**

**ANNUAL  
VISITORS TO  
HY-VEE  
GROCERY**



# AVAILABLE SPACES

- 1

**SMALL SHOPPE SUITES:**  
Suite 50 | 1,309 SF\*  
Suite 45 | 1,429 SF\*  
\*Suites can be combined for 2,738 SF  
\$17.50/SF modified gross
- 2

**FORMER MALL LEASING:**  
10,000-130,000 SF  
Available in enclosed mall  
or former Younkens  
  
Lease rates negotiable
- 3

**FORMER MOVIE THEATRE:**  
45,722 SF for sale or lease  
Pricing negotiable

# OUTLOTS AVAILABLE

- 1

**OUTLOT 1 | 1.35-1.915 ACRES\***
- 2

**OUTLOT 2 | 1.95 ACRES\***
- 3

**OUTLOT 3 | 3.58 ACRES\***

\*Lots can be subdivided





# THE COMPANY YOU'LL KEEP

Join a dynamic mix of existing local, regional, and national retailers  
and service providers at the reimagined Southridge Plaza.



Bath & Body Works

five BELOW

Marshalls

SHOE  
CARNIVAL

petco



ROSS  
DRESS FOR LESS

DMACC

T-Mobile

CITITRENDS

GNC  
LIVE WELL

UnityPoint Health



KAY  
JEWELERS

HyVee  
EMPLOYEE OWNED  
1M+ ANNUAL VISITORS

BANK OF AMERICA

NATIVEBID  
Auction Services









# AT YOUR FINGERTIPS

## WITHIN 1 MILE

POPULATION	9,087
DAYTIME POPULATION	7,829
MEDIAN AGE	34.4
HOUSEHOLDS	3,624
AVG HOUSEHOLD INCOME	\$62,468

## WITHIN 3 MILES

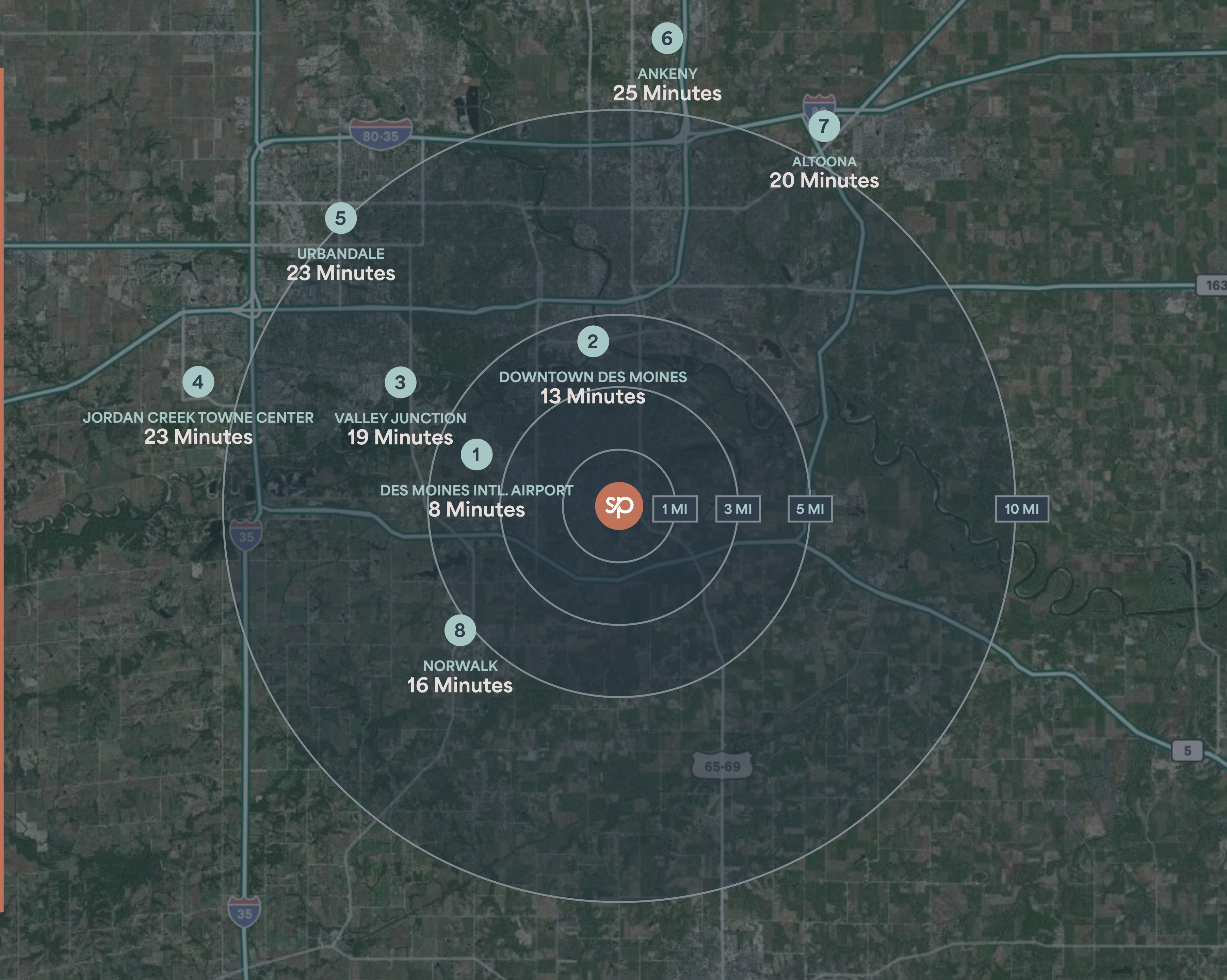
POPULATION	55,869
DAYTIME POPULATION	40,237
MEDIAN AGE	35.8
HOUSEHOLDS	21,882
AVG HOUSEHOLD INCOME	\$88,209

## WITHIN 5 MILES

POPULATION	93,459
DAYTIME POPULATION	139,113
MEDIAN AGE	34.8
HOUSEHOLDS	39,662
AVG HOUSEHOLD INCOME	\$93,716

## WITHIN 10 MILES

POPULATION	340,464
DAYTIME POPULATION	372,531
MEDIAN AGE	36.5
HOUSEHOLDS	140,979
AVG HOUSEHOLD INCOME	\$97,004







# SOMETHING SPECIAL FOR EVERYONE

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## YOUR DESTINATION FOR

- + Errands and self-care
- + Great conversations over lunch
- + Spoiling your furry friends at Pet-Co
- + Date nights
- + Birthday Parties at the Trampoline Park
- + Sweet treats on hot days
- + Youth Sports and gym space
- + Yoga and smoothies
- + Getting a quick workout in
- + Caffeine-fueled grocery shopping
- + Full-family fun and entertainment
- + Weekend hangouts with friends
- + So much more







# DYNAMIC DES MOINES

Greater Des Moines is vibrant, growing and boasts exceptional underlying fundamentals. Des Moines’ low cost of living, highly educated work force, and extremely business-friendly climate have resulted in robust employment growth of 16% from 2013-2023, exceeding the growth rate of its Midwest peers.

As one of the fastest growing metro areas in the Midwest, Des Moines has a force for attraction. With ample land for growth, steady population increase, environmentally friendly energy sources and a low risk for natural disaster, Des Moines attracts large and innovative businesses. In turn, it is a great city to support families and community growth.

## DES MOINES QUICK FACTS

- + Capital city and largest city in Iowa
- + Located at the intersections of Interstate 80 and Interstate 35
- + 4-mile, climate-controlled downtown skywalk system open 24/7 that connects hotels, restaurants, shopping, and employment
- + 1,000+ locally-owned restaurants
- + 800+ miles of biking and running trails

740,000

DES MOINES METRO  
AREA POPULATION

21%

POPULATION GROWTH  
SINCE 2010

\$3B+

OF INVESTMENT IN THE  
DOWNTOWN DES MOINES  
DEVELOPMENT PIPELINE

2.9%

DES MOINES UNEMPLOYMENT RATE  
AS COMPARED TO THE NATIONAL  
AVERAGE OF 3.5%

#1

BEST PLACE TO LIVE IN THE  
MIDWEST FOR HIGH SALARIES  
& LOW COST OF LIVING

*Ascent, 2021*

#14

BEST PLACE TO LIVE  
IN THE US

*US News & World Report, 2022*

#5

BEST PLACE TO LIVE IN  
THE US FOR FAMILIES

*US News & World Report, 2022*

#4

MOST SUSTAINABLE  
METRO

*Site-Selection, 2021*

#2

SAFEST PLACE  
TO LIVE

*US News & World Report, 2021*

#7

MOST AFFORDABLE  
HOUSING MARKET

*Goodhire, 2022*



**CBRE**



# SOUTHRIDGE PLAZA

**DES MOINES, IOWA**

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