



Waukee Towne Center

Waukee, IA

www.piersoncorp.com/development/waukee-towne-center

Fly Thru Video:



CBRE



About the Property:

Conveniently located along a primary commuter corridor with the new I-80 interchange at Alice's Rd. / Grand Prairie Pkwy., Waukee Towne Center is a premier lifestyle destination featuring central gathering spaces, a six-acre lake, seasonal ice skating, integrated trail connections, and a vibrant mix of leading retail, unique dining, and diverse entertainment.

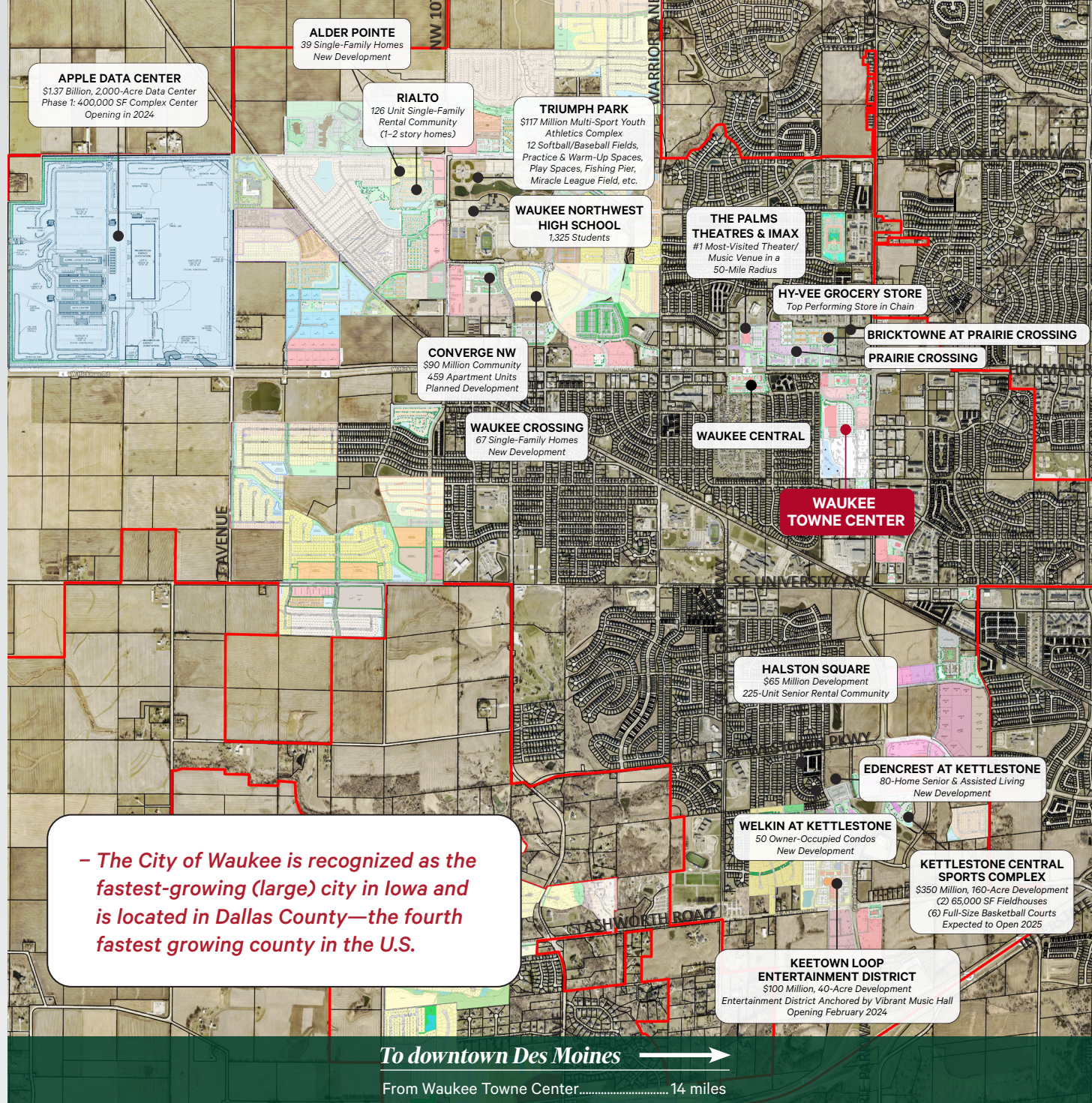
Property Highlights

62-Acre Open-Air Lifestyle Shopping Center

Lease, Ground Lease, or Build-to-Suit

Junior Box, Small Shop, and Outlots

1,500 - 7,500 SF Available



Waukee Towne Center:

TOP TIER. TOP GROWTH. TOP RETAIL DESTINATION.

PROPERTY HIGHLIGHTS

- Target anchor opened Fall 2024 and lifestyle center to open late Spring 2027, with several first to market retailers
- Signature dining destinations feature lively patios overlooking central amenity spaces designed for an active, engaging experience
- Select waterfront dining offers views of the six-acre lake with a fountain, surrounded by a bike path connecting to the regional trail system
- Thoughtfully designed spaces create a vibrant environment with an amphitheater, outdoor gathering areas, interactive water features, seasonal ice skating, playground spaces, fire pits and a 25-by-13-foot large-format screen for movies, live sports broadcasts, and community events
- Highest traffic count intersection of Hickman and Alice's Rd with over 52,000 vehicles per day projected by City of Waukee on new 6 lane Alice's Rd in front of Waukee Towne Center and existing 25,000+ on Hickman currently
- Conveniently located on traffic pattern of metro commuters with new I-80 interchange on Alice's Rd / Grand Prairie Parkway
- 61% population growth in the 5-mile radius between 2010–2023
- Affluent Surrounding Demographics: \$134,000 AHHI within 5-mile radius



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MARKET HIGHLIGHTS

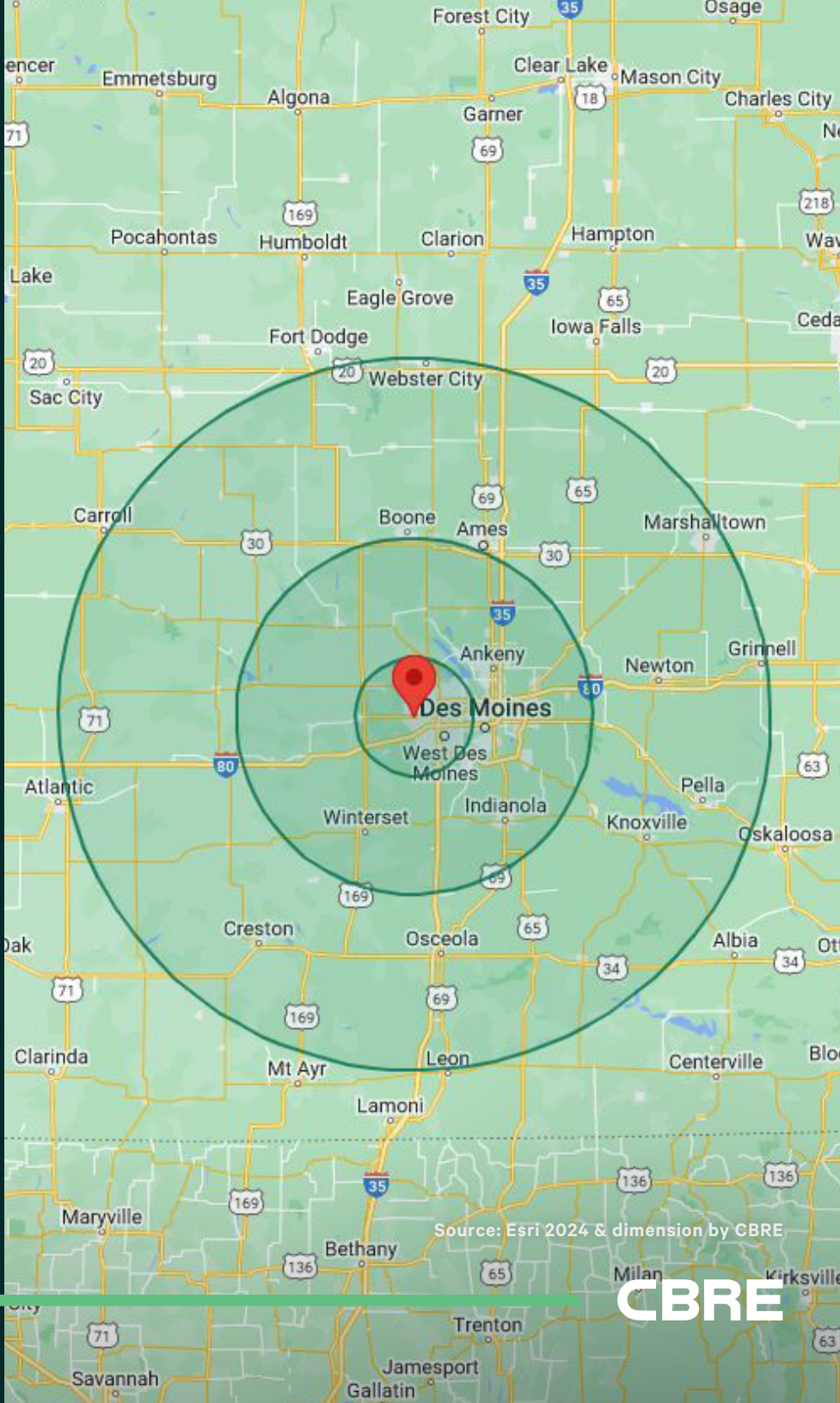
- Waukee offers a friendly, community-oriented vibe featuring quality schools, parks, trails, entertainment and enrichment opportunities and has grown 74% from 2010–2020
- Waukee has had record breaking building permits in 2019, 2020, and 2021 leading to significant population growth
- Other development in Waukee includes the 40-acre KeeTown Loop entertainment district anchored by a 3,000 seat performance venue operated by LiveNation, and the Kettlestone Central Sports Complex which is part of a \$350 million, 160 acre planned development
- Apple is currently constructing a \$1.37 billion data center in Waukee
- Des Moines ranked by Homebuyer.com (a mortgage company) as the best city in the midwest for young adults and professionals and #4 in the nation
- Des Moines has been the fastest-growing major Midwestern city for over a decade and Waukee ranked #1 in state for growth at 74% growth over the last decade
- Des Moines has been voted #1 for Best Place to Live for Young Professionals in 2023 by Forbes Magazine and #1 Best Mid-Sized Metro for Millennials (Commercial Cafe 2023)
- Des Moines has a well-below average unemployment rate of 2.6% compared to the national average of 3.5%
- Des Moines is known as a major center for the insurance industry, with the headquarters of nearly 70 insurance companies and the regional offices of 100 other firms



Demographics & Shopping Behavior

UNMATCHED BUYING POWER AND A GROWING POPULATION SET THE SCENE FOR RETAILERS TO THRIVE.

RADIUS RINGS		10 MILE	30 MILE	60 MILE
	Average HH Income	\$121,898	\$106,306	\$100,850
	Population	276,264	738,197	1,042,508
	Daytime Population	281,206	748,028	1,047,097
	Households	112,484	294,417	415,539
	Grocery Spend	\$8,006	\$7,098	\$6,817
	Eating Out	\$4,535	\$3,977	\$3,725
	Apparel & Services Spend	\$2,500	\$2,203	\$2,068



Demographics & Shopping Behavior



13.6% 1C BOOMBURBS

- Median Age: 34
- Young professionals with families living in new homes in the suburbs
- Style matters from their personal appearance to their homes
- Physical fitness is a priority, including club memberships and home equipment
- Leisure includes a range of activities from sports to visit to theme parks or water parks



10.5% 5B IN STYLE

- Median Age: 42
- Professional couples or single households without children with time to focus on their homes and interests
- Embrace an urbane lifestyle that includes support of the arts, travel and extensive reading
- Slightly older population focused on investments and planning for retirement
- Actively support the arts, theater, concerts and museums



8.7% 4A WORKDAY DRIVE

- Median Age: 37
- Affluent, family oriented market with a country flavor
- Households are located in the suburban periphery and are comprised of married couples with children
- Consumers prefer family-oriented purchases and outdoor activities
- 84.9% own their homes - maintenance and upkeep are priorities for these residents

Source: 2024 Esri & dimension by CBRE
*10 mile radius ring

Marketing & Guest Amenities



SEASONAL ICE SKATING RINK



SOCIAL MEDIA AND
DIGITAL MARKETING FOCUS



COMMON AREA VISUAL ACTIVATIONS
AND INSTAGRAMMABLE MOMENTS



KIDS CLUB EVENTS



ART FAIRS AND MAKERS MARKETS



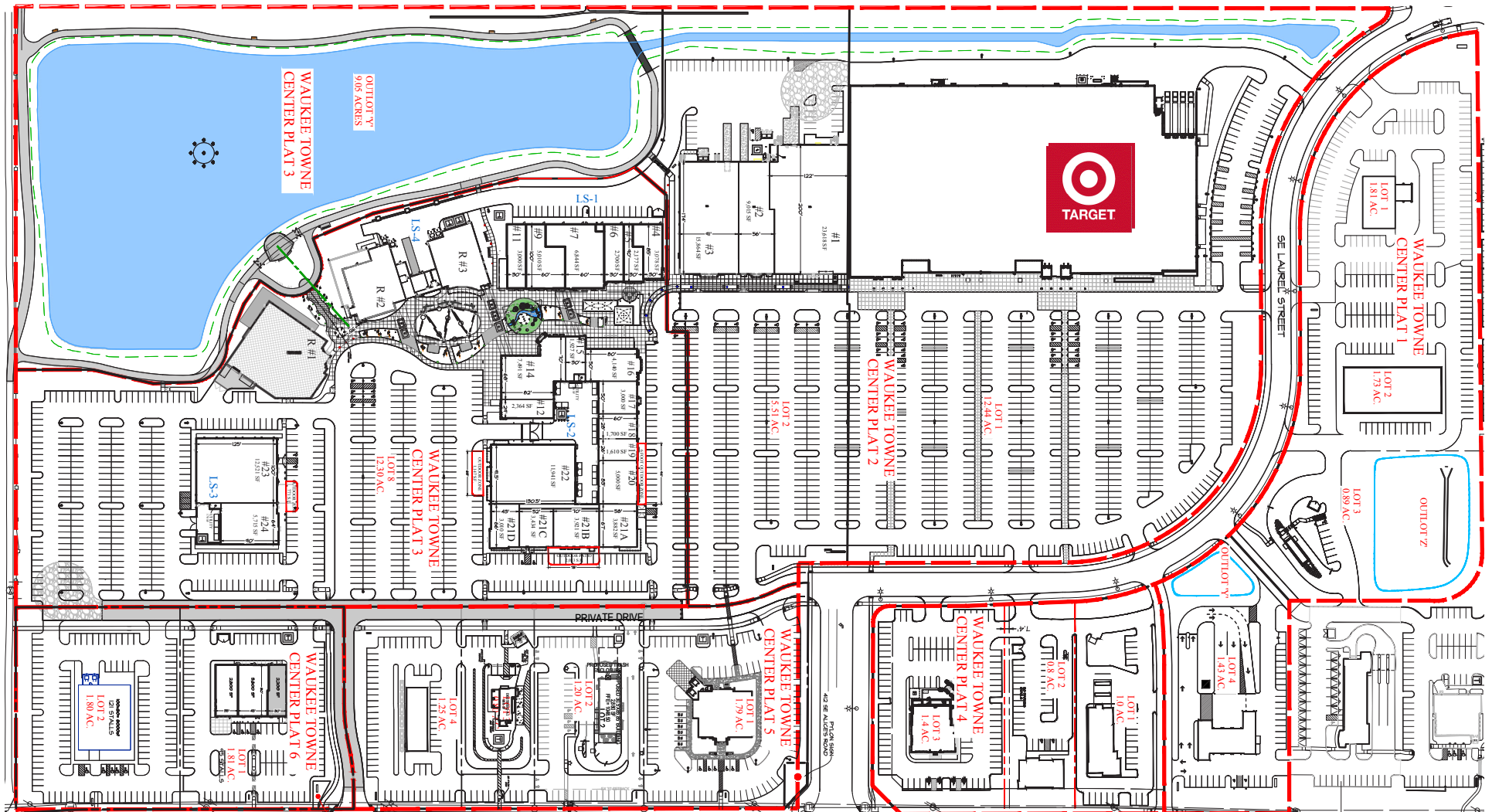
LIVE MUSIC



TRAFFIC DRIVING EVENTS



Site Plan





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