



MARKET DEMOGRAPHICS

STATS	30 MILES	45 MILES	60 MILES
Population	331,464	517,913	846,206
Households	134,534	207,861	338,585
Average Persons Per Household	2.46	2.49	2.50
Average Household Income	\$77,690	\$77,374	\$72,978

GENDER M/F	49.4%/50.6%	49.5%/50.5%	49.8%/50.2%
MEDIAN AGE	33.14	36.03	37.16

POPULATION BY AGE

<21 years	22.0%	22.7%	22.9%
22 - 39 years	29.3%	26.0%	24.2%
40 - 59 years	23.8%	24.5%	24.5%
60 - 69 years	11.6%	12.4%	12.9%
70+ years	13.2%	14.4%	15.5%

DISTANCE TRAVELED

250+ Miles	11.7%
100-250 Miles	20.0%
50-99 Miles	36.8%
30-49 Miles	11.1%
10-30 Miles	18.2%
<10 Miles	2.2%

ANNUAL VISITORS

1.3 Million

UNIQUE VISITORS

668.9K

VISIT FREQUENCY

1.99/year

AVG. DWELL TIME

66 Minutes

AVG. HOUSEHOLD INCOME

\$79.3K

SIZE

266,331 SF

NUMBER OF STORES

52

KEY DATES

**Opened 1991;
Redevelopment 2022**

NUMBER OF PARKING SPACES

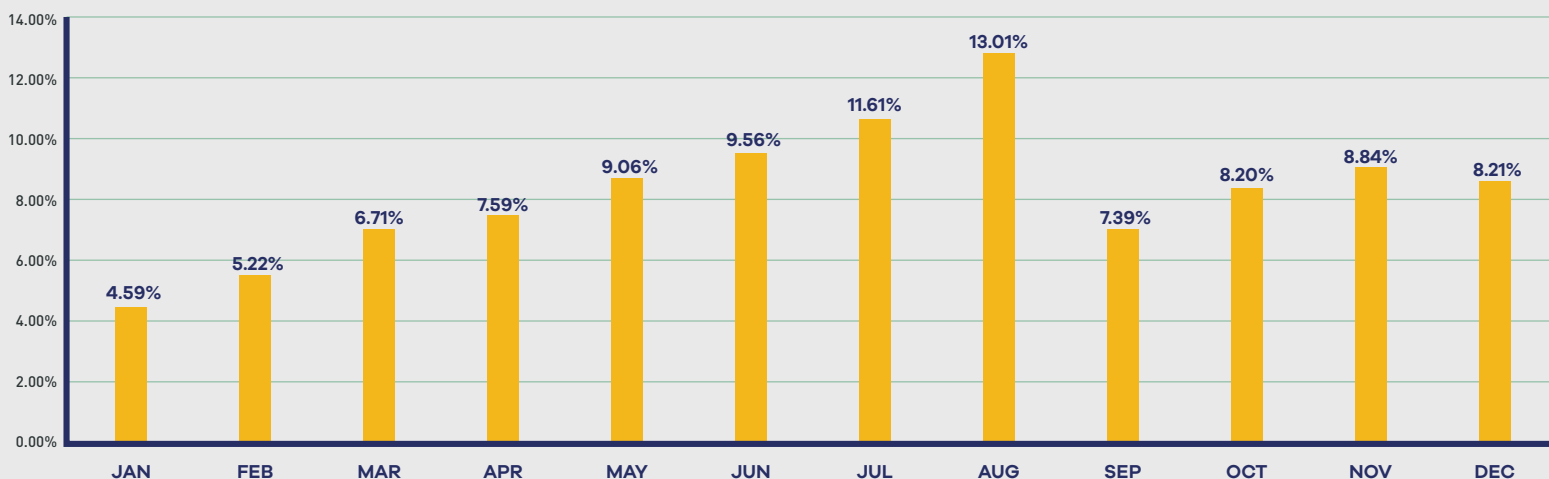
1,432

PARKING RATIO

5:1,000

SALES SEASONALITY

Source: Placer.ai data on a rolling from April 2021-March 2022



149

49,000+ ADT
Source Placer.at 4/2022

80

80 MI DES MOINES

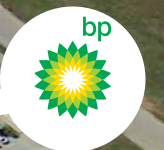
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22 MI IOWA CITY

EXIT 220

P AVE

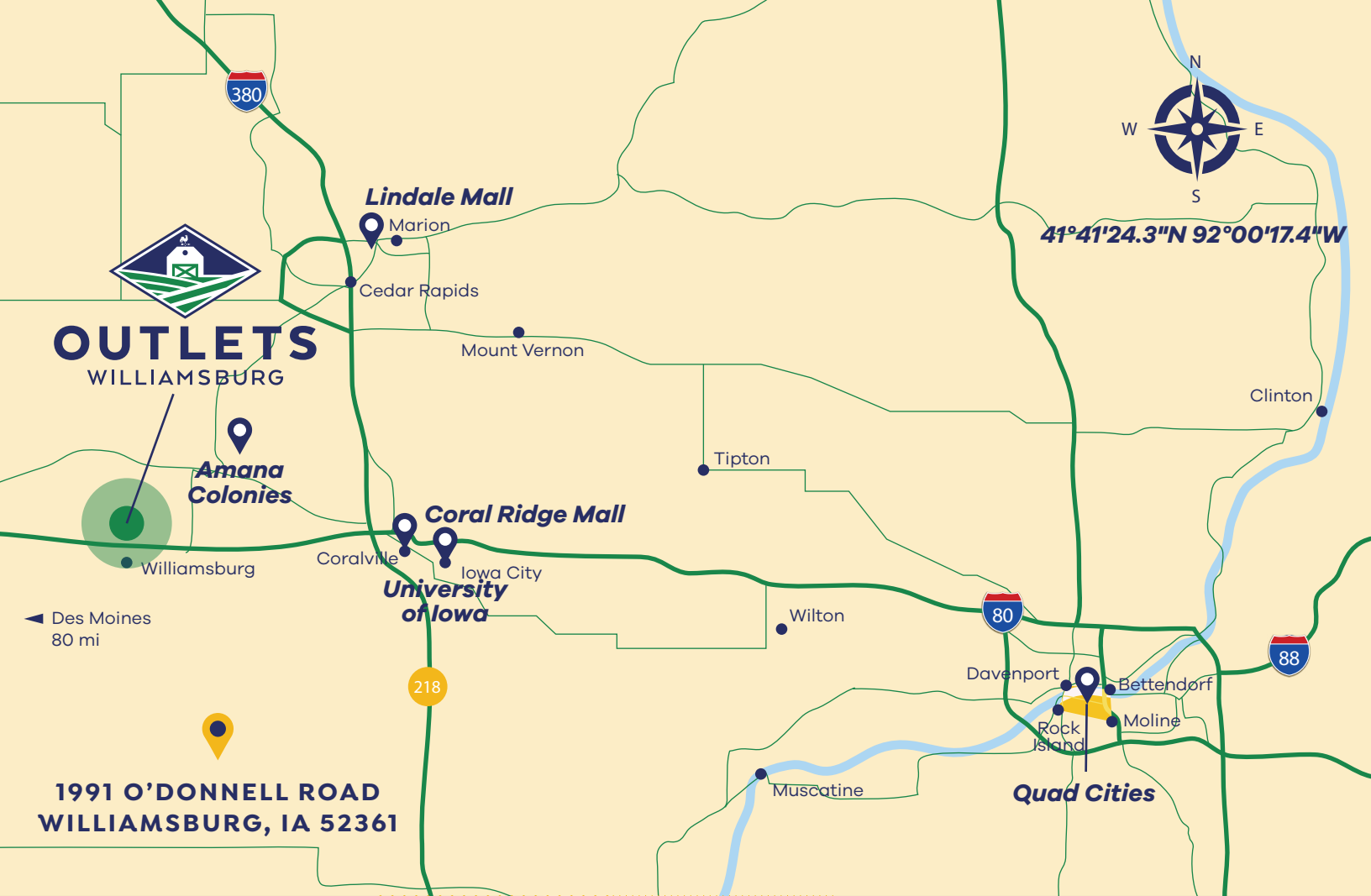


FEATURED STORES

- American Eagle Outfitters
- Bath & Body Works
- Carter's Babies & Kids
- Coach
- Columbia Factory Store
- Eddie Bauer Outlet
- Express Factory Outlet
- Famous Footwear Outlet
- HanesBrands
- Lee | Wrangler Clearance
- Nike Clearance
- Old Navy Outlet
- Polo Ralph Lauren
- Skechers
- Under Armour



TORG



OUTLETS WILLIAMSBURG

Des Moines 80 mi

1991 O'DONNELL ROAD
WILLIAMSBURG, IA 52361

DISTANCE TO... NEAREST COMPETITION

MAJOR CITIES	
Iowa City	22 miles
Cedar Rapids	23 miles
Quad Cities	72 miles
Des Moines	80 miles
POINTS OF INTEREST	
Amana Colonies	10 miles
University of Iowa	23 miles
Lake McBride State Park	24 miles
Riverside Casino	28 miles
Meskwaki Casino	40 miles

CENTER	DISTANCE (MILES)	KEY TENANTS
Coral Ridge Mall	21	Dillard's, Scheels, Sephora, Target
Westdale Town Center	23	JCPenney, Sephora, Burlington
Lindale Mall	30	Von Maur, Jo-Ann, Hy-Vee
Outlets of Des Moines	78	Nike Factory Store, Michael Kors Outlet, Polo Ralph Lauren Factory Store

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OWNERSHIP LEASING & MARKETING PROPERTY MANAGEMENT

