



# OUTLETS & MARKETPLACE

— WILLIAMSBURG —

## MARKET DEMOGRAPHICS

Source: 2022 STI Popstats

STATS	30 MILES	45 MILES	60 MILES
Population	352,078	542,923	871,695
Households	144,821	219,636	350,503
Average Persons Per Household	2	2	2
Average Household Income	\$90,665	\$89,940	\$85,109

<b>GENDER M/F</b>	49.8%/50.2%	49.7%/50.3%	49.8%/50.2%
<b>MEDIAN AGE</b>	37	38	38

### POPULATION BY AGE

<21 years	31.9%	30.1%	28.5%
22 - 39 years	22.1%	22.1%	22.4%
40 - 59 years	23.8%	23.9%	23.6%
60 - 69 years	11.4%	12.0%	12.5%
70+ years	10.8%	11.9%	13.0%

### DISTANCE TRAVELED

250+ Miles	12.52%
100-250 Miles	19.12%
50-99 Miles	35.48%
30-49 Miles	11.01%
10-30 Miles	19.38%
<10 Miles	2.49%

## SALES SEASONALITY

Source: Feb 2023 – Jan 2022 Tenant Sales



ANNUAL VISITORS  
**1.2 Million**

UNIQUE VISITORS  
**581.7K**

VISIT FREQUENCY  
**2/year**

AVG. DWELL TIME  
**59 Minutes**

AVG. HOUSEHOLD INCOME  
**\$81K**

SIZE  
**261,831 SF**

NUMBER OF STORES  
**52**

KEY DATES  
**Opened 1991;  
Redevelopment 2022**

NUMBER OF PARKING SPACES  
**1,432**

PARKING RATIO  
**5:1,000**

149

59,648+ ADT  
Source Place.at 10/2023

80 MI DES MOINES

80

80

EXIT 220

22 MI IOWA CITY

EXIT 220



- 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
  - Game Day Outlet **NEW**
  - HanesBrands
  - Lee | Wrangler Clearance
  - Nike Clearance
  - Old Navy Outlet
  - Polo Ralph Lauren
  - Skechers
  - Under Armour



TORG



**OUTLETS & MARKETPLACE**  
— WILLIAMSBURG —

Des Moines  
80 mi

**1991 O'DONNELL ROAD**  
**WILLIAMSBURG, IA 52361**

**DISTANCE TO...**

**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

**NEAREST COMPETITION**

CENTER	DISTANCE (MILES)	KEY TENANTS
<b>Coral Ridge Mall</b>	<b>21</b>	Dillard's, Scheels, Sephora, Target, JCPenny
<b>Westdale Town Center</b>	<b>23</b>	JCPenny, Ross Dress for Less, Burlington
<b>Lindale Mall</b>	<b>30</b>	Von Maur, Jo-Ann, Planet Fitness
<b>Outlets of Des Moines</b>	<b>78</b>	Nike Factory Store, Michael Kors Outlet, Polo Ralph Lauren Factory Store

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**OWNERSHIP**

**LEASING & MARKETING**

**PROPERTY MANAGEMENT**

