

RETAIL SPACE for lease

1301 Mulberry Street | Des Moines, IA



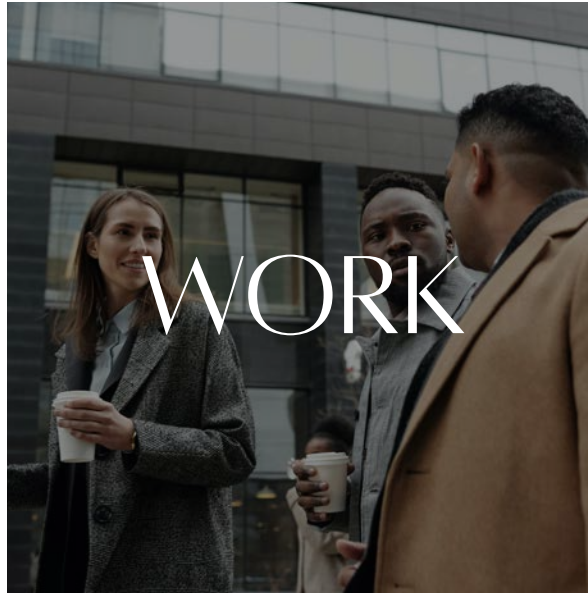
 **LLOYD**
REAL ESTATE

THE PROPERTY

The Deco is a newly completed five-story mixed-use development in the heart of downtown Des Moines, Iowa, offering a seamless blend of upscale urban living and vibrant commercial opportunity. Featuring 80 modern apartments and 7,066 square feet of premium retail space, The Deco places businesses at the center of a dynamic and growing community. Located just steps from popular restaurants, shops, entertainment venues, and major employers—including Nationwide Insurance, Wellmark Blue Cross Blue Shield, and City Hall—the property benefits from a daily influx of over 4,300 professionals. The property has convenient access to street parking and nearby ramps, including the Nationwide parking ramp located just 0.1 mile away. Ideally positioned for both residents and commercial Tenants and completed in May of 2025, The Deco development meets the rising demand for high-quality housing and retail amenities in downtown Des Moines.



With 80 modern apartments, The Deco offers unparalleled luxury with high-end fixtures. Residents enjoy seamless access to Des Moines' business and entertainment hubs, complemented by diverse dining and retail options.

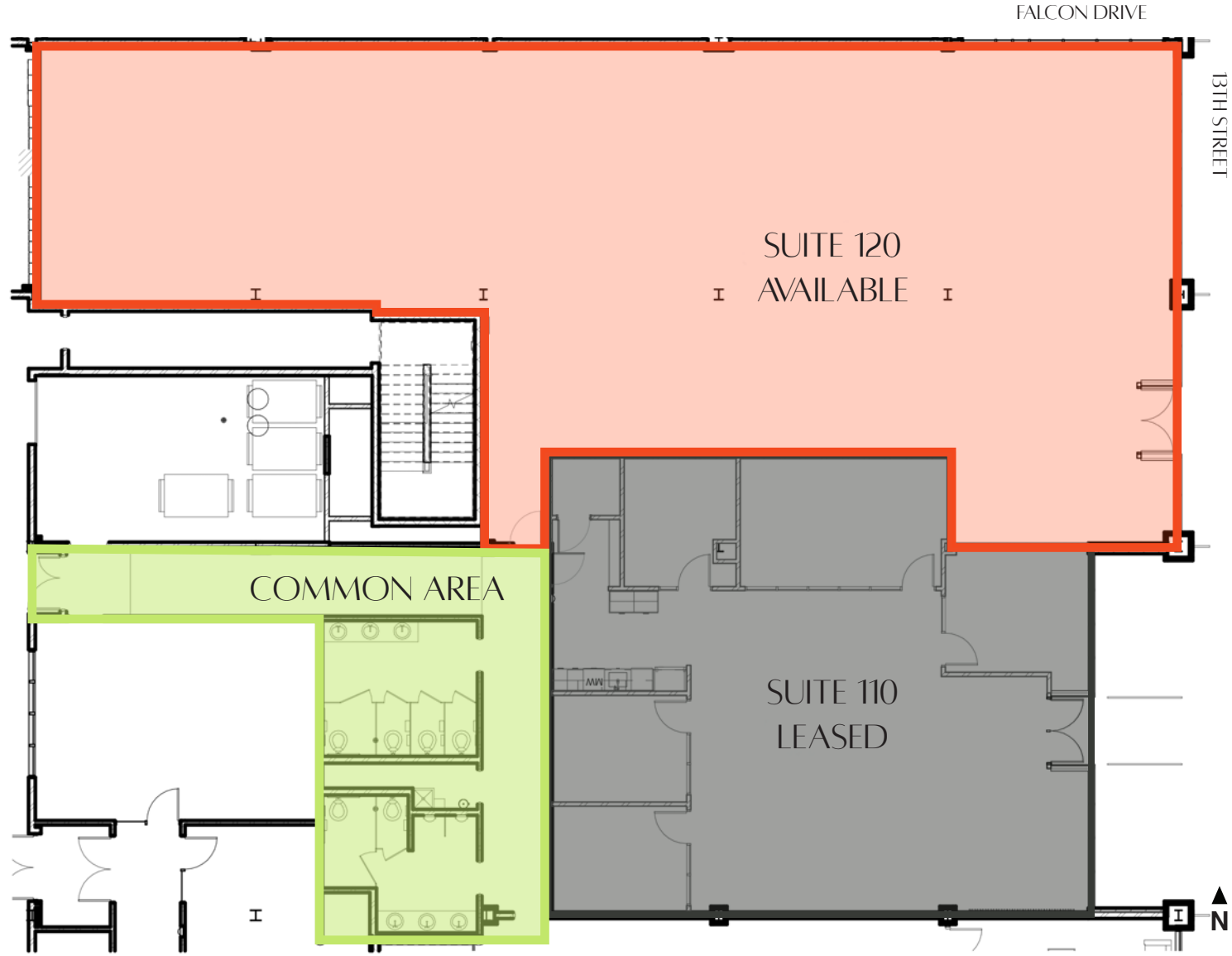


The Deco isn't just a residence; it's a strategic commercial hub in the heart of downtown Des Moines. Boasting 5,738 rentable square feet of prime retail space, it's perfectly positioned to cater to the city's dynamic business environment and growing community.



Situated in Des Moines' vibrant downtown area, The Deco immerses residents and visitors in a dynamic cultural scene. Just steps from popular entertainment venues, trendy dining, and lively nightlife, The Deco places you at the heart of the city's action and excitement.

FLOOR PLAN



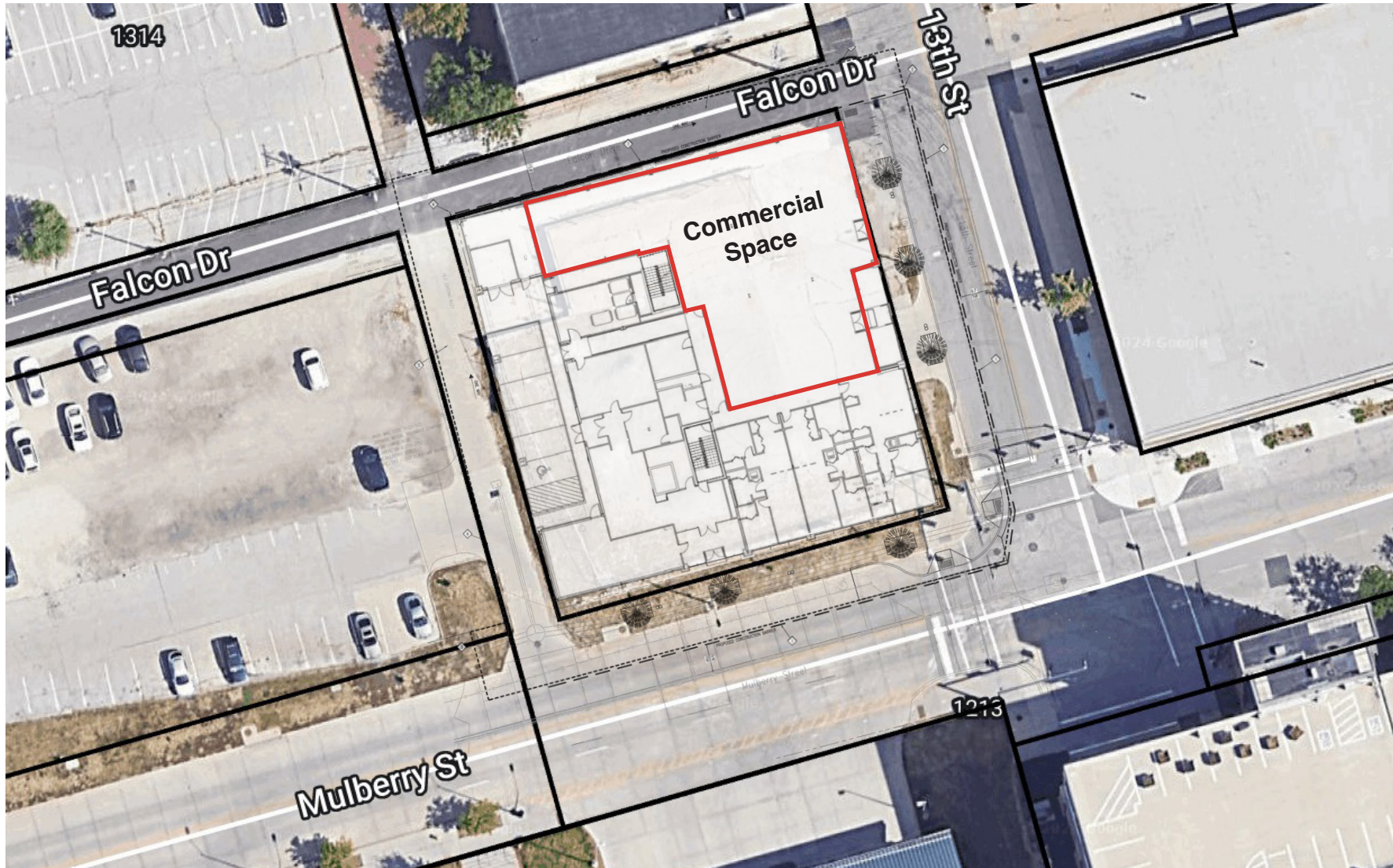
BUILDING COSTS

Suite	Status	Usable SF (Approximately)	Load Factor	Rentable SF (Approximately)	Base Rent	NNN Est.	Total (Base + NNN)	Yearly Total Est.	Monthly Total Est.	TIA
110	Available	2,030 USF	23%	2,497 RSF	\$20.00/SF NNN	\$7.50/SF	\$27.50/SF	\$68,667.50	\$5,722.29	\$40/SF

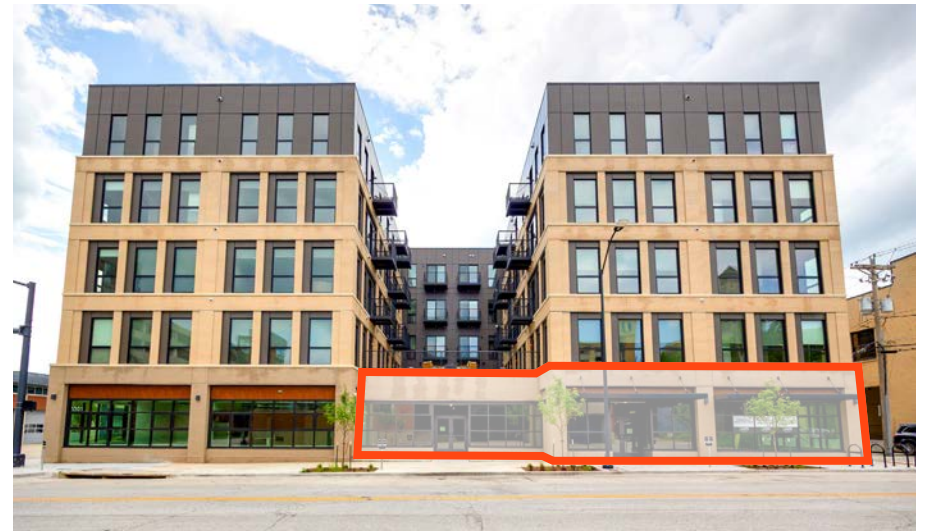
Utility	Paid By	Provider	Part of CAM	Separately Metered
In- Suite Gas	Paid by Tenant through CAM	Mid-American Energy	Yes	No
In-Suite Electricity	Paid by Tenant directly to Provider	Mid-American Energy	No	Yes
In-Suite Water & Sewer	Paid by Tenant through CAM	City of Des Moines	Yes	No
In-Suite Trash	Paid by Tenant through CAM	TBD	Yes	No
Common Area Utilities	Paid by Tenant through CAM	Same as above	Yes	No
In-Suite Phone/ Cable/Internet	Paid by Tenant directly to Provider	Tenant can select their pre- ferred provider	No	N/A



SITE PLAN



PHOTOS



AREA PHOTOS



AREA PHOTOS



PARKING



Legend



Metered Street Parking:

\$0.25 - \$1.25 / Hour | Monday - Saturday, 9AM - 9PM
Free after 9PM & Sundays



Monthly/Event Parking:

Contact Parking Lot Owner for Rates



Parking Ramp:

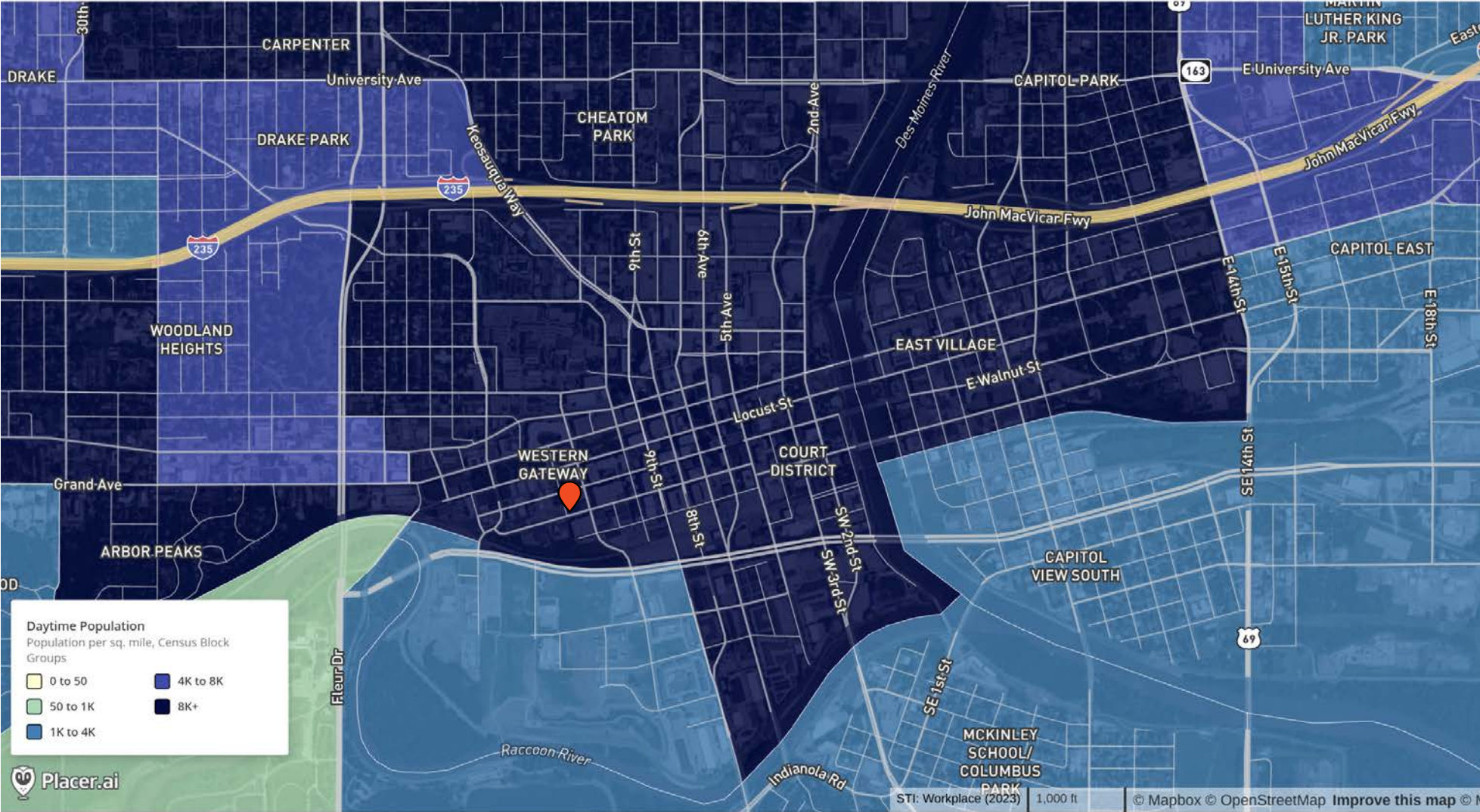
Hourly Rates Starting at \$2 | \$10 Daily Max | Monthly Parking Options
Free from 6pm - 2am



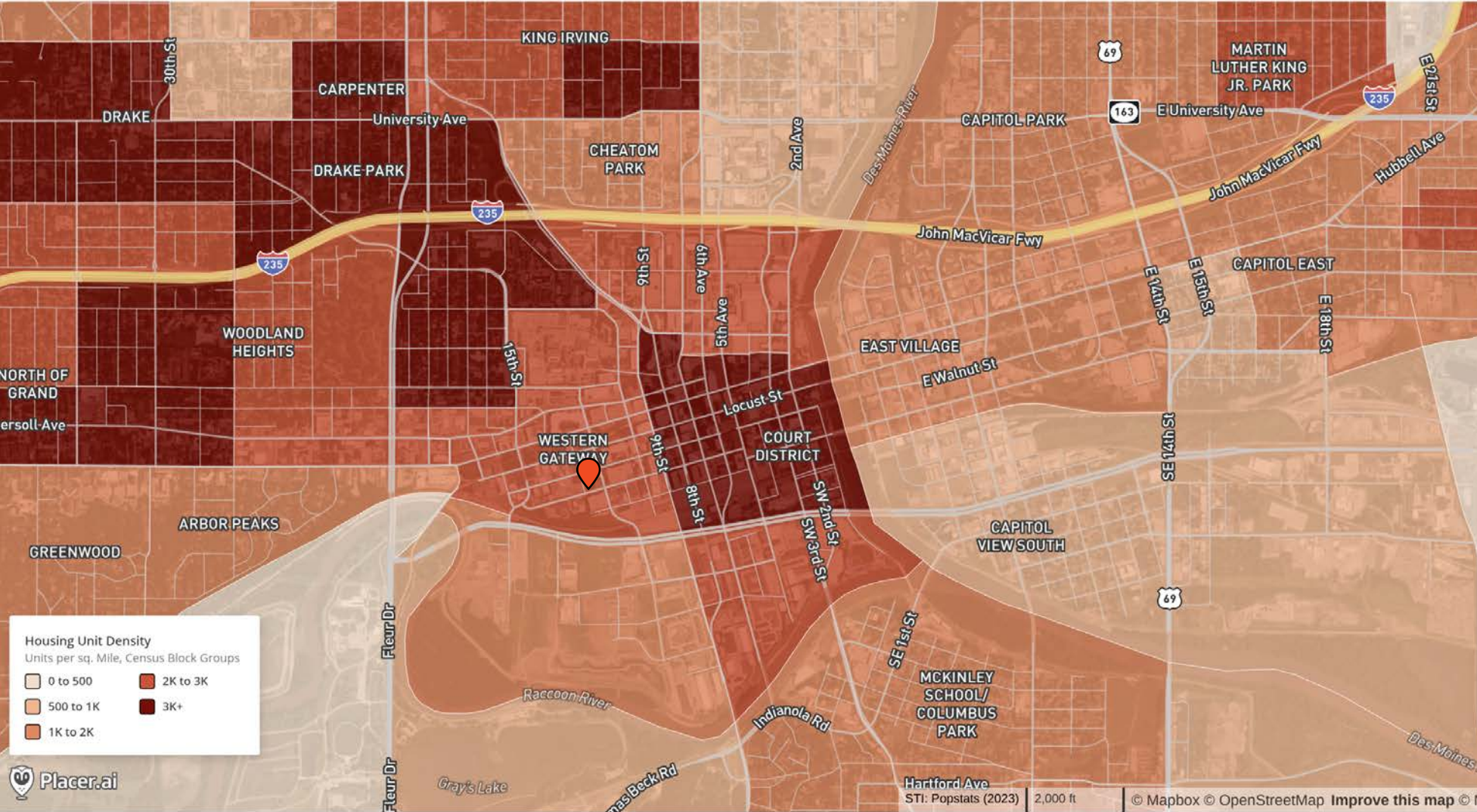
AREA MAP



DAYTIME POPULATION MAP



HOUSING UNIT DENSITY MAP



DOWNTOWN DES MOINES MARKET

RESIDENTS

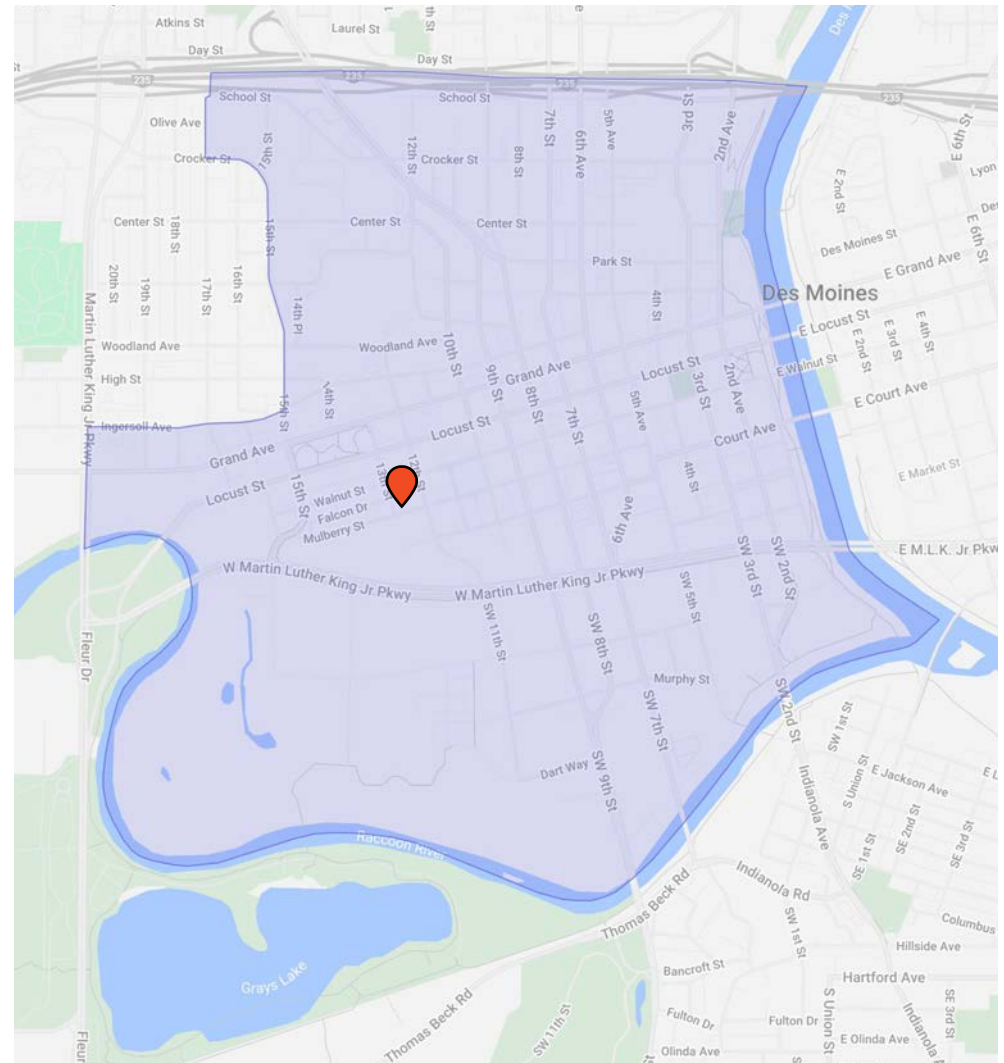
- **Population:** 7.5K
- **Yo2Y Change:** +2.8%
- **Median HHI:** \$59.1K
- **Education (Assoc. & Higher, 25+):** 68.1%
- **Top 3 Mosaic Categories:** Singles & Starters, Young City Solos, Power Elite

EMPLOYEES

- **Population:** 25.2K
- **Daytime Population:** 40K
- **Inbound Commuters:** 93.1%
- **Median HHI:** \$84.4K
- **Education (Assoc. & Higher, 25+):** 54.0%
- **Top 3 Mosaic Categories:** Promising Families, Flourishing Families, Power Elite

OUT-OF-MARKET VISITORS

- **Visits:** 15.4M
- **Yo2Y Change:** +0.4%
- **Avg. Time in Market:** 213 minutes
- **Median HHI:** \$76.3K
- **Education (Assoc. & Higher, 25+):** 48.2%
- **Top 3 Mosaic Categories:** Promising Families, Flourishing Families, Singles & Starters



AS OF 6.2.25



DOWNTOWN DES MOINES DYNAMIC GROWTH

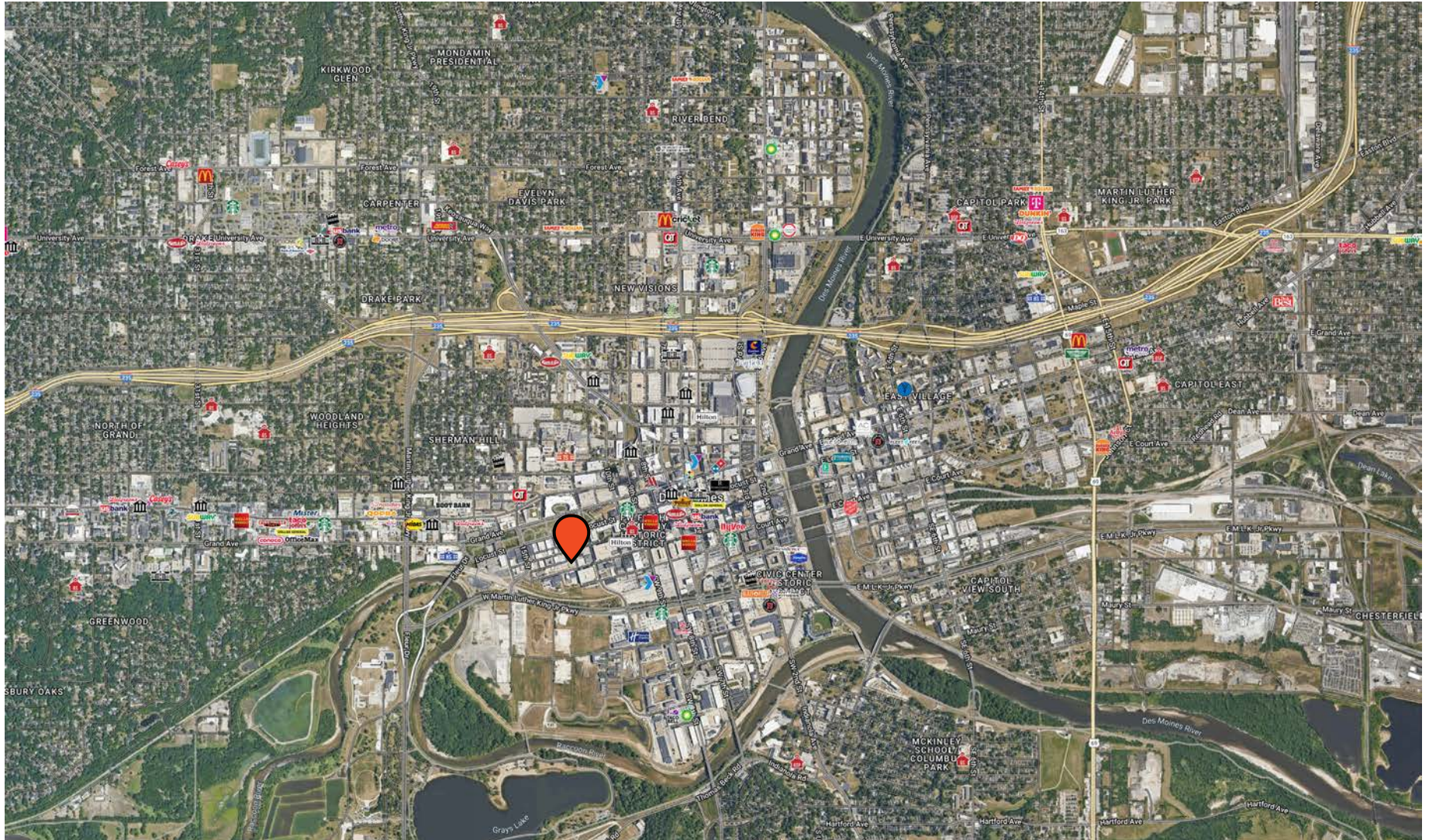
Over the past ten years, Downtown Des Moines has transformed into one of the Midwest's most vibrant urban destinations. With over \$3 billion in new investment and an average of 40 active development projects at any given time, the skyline and streetscape have evolved dramatically. The downtown population has surged by 82%, adding thousands of new residents and fueling demand for housing, retail, and entertainment. Major employers, cultural institutions, and a thriving entrepreneurial scene have made the area a magnet for talent and innovation. Recognized nationally as a Top 10 Best Place for Business and Careers by Forbes, Downtown Des Moines is more than a place to live and work—it's a place to thrive.



OUT-OF-MARKET VISITOR IMPACT

- **Annual Visitors:** Downtown Des Moines welcomes approximately 13.7 million visitors each year, many of whom come from outside the region.
- **Cultural Attractions:** A significant portion of visitors are drawn by performing arts centers, museums, and cultural institutions developed through public investment.
- **Major Events:**
 - The Downtown Farmers' Market attracts over 345,000 visitors each season.
 - The World Food & Music Festival saw a record 105,000 attendees in a single weekend.
- **Weekend & Evening Traffic:** Visitor patterns have shifted, with increased weekend and evening foot traffic, reflecting a growing reliance on entertainment and leisure rather than office-based activity.
- **Foot Traffic Recovery:** Downtown foot traffic is now at 85% of prepandemic levels, with weekday traffic up 36% year-over-year, especially on core days (Tuesday–Thursday)

DOWNTOWN DES MOINES MAP



DEMOGRAPHICS



Greater Des Moines (DSM) is a thriving business hub renowned for its exceptional corporate advantages and incentives. Their highly competitive corporate tax benefits make DSM an ideal location for expanding and cultivating your business. Boasting a skilled workforce, sustainable infrastructure, and low utility rates, DSM is a business-friendly city with collaborative local governments. Ranked among the best places to live in the United States, DSM is globally connected and a hot spot for growing businesses, startups, and Millennials. Recognized as one of the most pro-business cities in America, DSM is a magnet for young professionals and job seekers. Key industries, including insurance and financial services, technology, data centers, ag innovation, advanced manufacturing, and logistics, contribute to DSM's vibrant economic landscape. Discover why DSM's business climate is among the nation's best and bring your company's vision to life in this dynamic and opportunity-rich community.

	1-mile	3-mile	5-mile	Des Moines		MSA	
Year	2025			2025	2030	2025	2030
Population	11,555	100,258	213,513	217,970	224,722	759,174	802,689
Daytime Population	65,732	156,558	261,094	251,550	-	761,942	-
Median Household Income	\$52,641	\$60,481	\$64,059	\$63,935	\$71,338	\$85,117	\$95,995

MAJOR EMPLOYERS

Hy-Vee, Inc. | 11,782

Wells Fargo | >11,000

MercyOne | 5,641

Principal | 5,595

RANKINGS & RECOGNITION

#10 Best Place for Business & Careers
Forbes 2024

#2 Best Place for Young Professionals
Forbes 2024

#7 Safest City to Live in the U.S.
U.S. News & World Report 2024



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for lease

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THE DECO



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