

RETAIL SPACE

for lease



LLOYD
REAL ESTATE

1301 Mulberry Street | Des Moines, IA



THE PROPERTY

The Deco is a five-story development in downtown Des Moines, Iowa, blending modern living with a thriving commercial hub, featuring 80 stylish apartments and 5,738 square feet of prime retail space. Located within the vibrant downtown scene, The Deco offers commercial tenants a unique opportunity to be part of a dynamic community. Located steps away from popular dining, retail, and entertainment options, the development provides easy access to significant employment opportunities. As Des Moines continues to grow, The Deco meets the demand for upscale multifamily housing and commercial space in the downtown region. The Deco joins major employers Nationwide Insurance Headquarters, Wellmark Blue Cross Blue Shield Headquarters, and City Hall downtown bringing in well over 4,300 employees daily to the immediate area. Parking includes street spaces or in the surrounding parking ramps. The Nationwide Insurance Headquarters parking ramp is within walking distance, 0.1 mile away. The Deco completed construction in May 2025.



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.

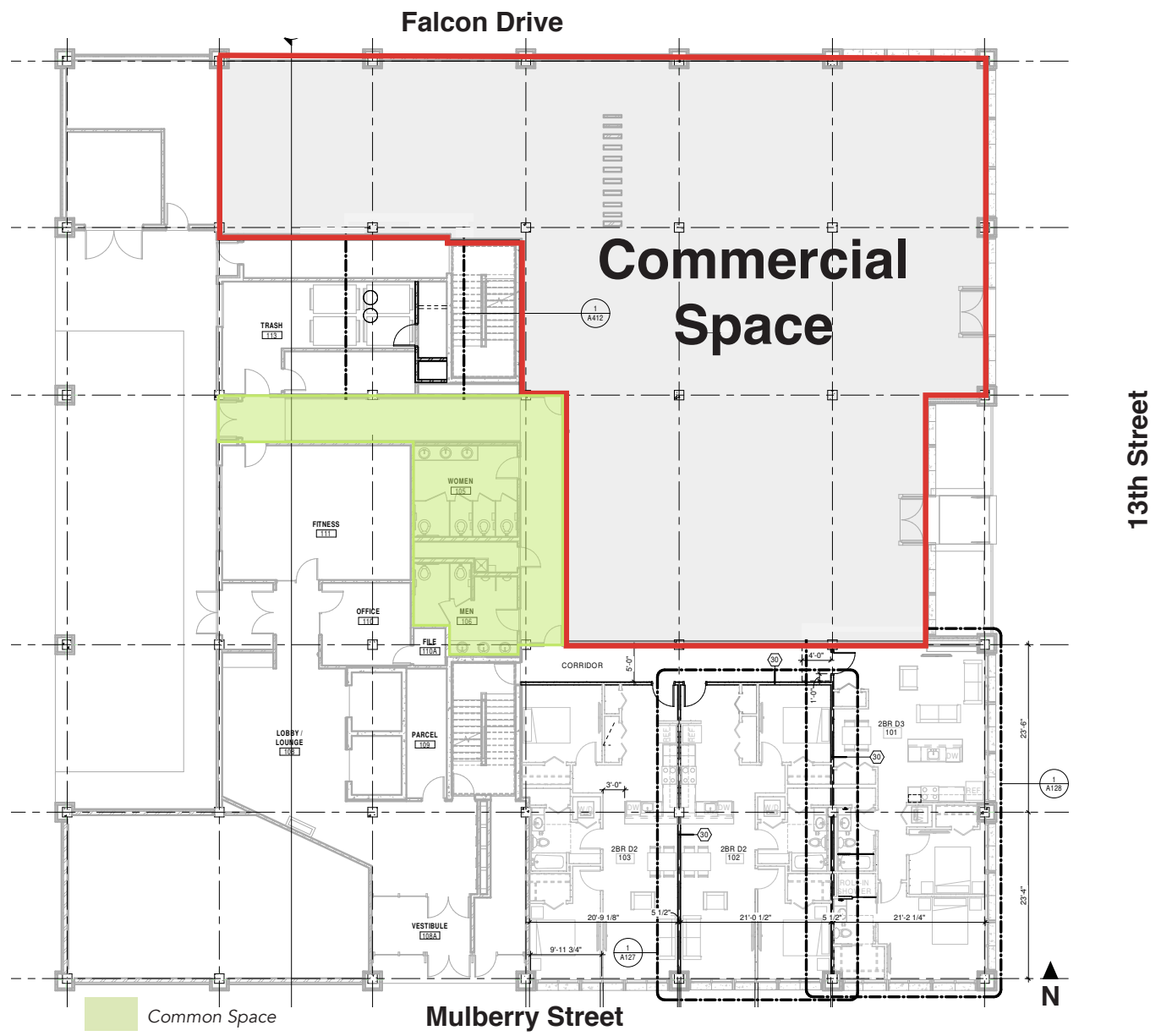


The Deco isn't just a residence; it's a strategic commercial hub in the heart of downtown Des Moines. Boasting 5,738 square feet of prime retail space, it's perfectly positioned to cater to the city's dynamic business environment and growing community.



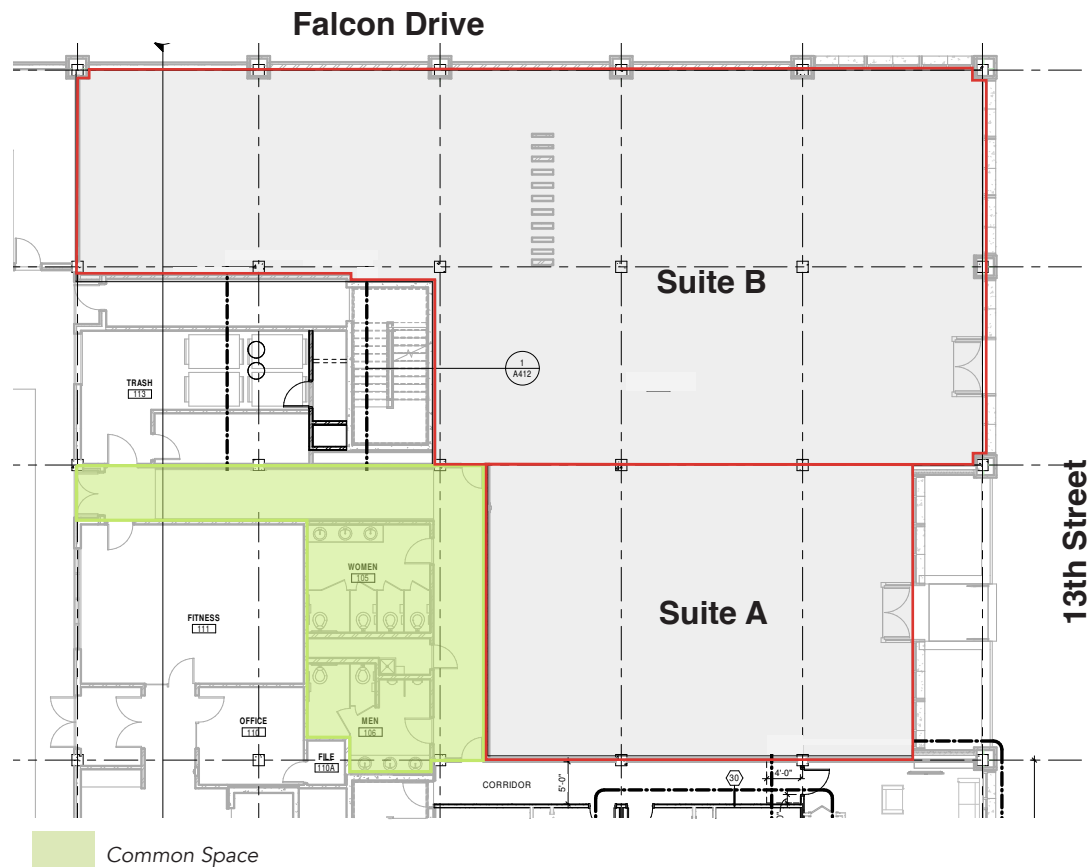
Situated in Des Moines' vibrant downtown area, The Deco immerses residents and visitors in a dynamic cultural scene. Just steps from popular entertainment venues, trendy dining, and lively nightlife, The Deco places you at the heart of the city's action and excitement.

SITE PLAN



FLOOR PLAN

Suite	Status	Usable SF (Approximately)	Load Factor	Rentable SF (Approximately)	Base Rent	NNN Est.	Total (Base + NNN)	Yearly Total Est.	Monthly Total Est.	TIA
A	Available	1,700 USF	23%	2,093 RSF	\$20.00/SF NNN	\$7.50/SF	\$27.50/SF	\$57,557.50	\$4,796.46	\$40/SF
B	Available	4,038 USF	23%	4,972 RSF	\$20.00/SF NNN	\$7.50/SF	\$27.50/SF	\$136,730.00	\$11,394.17	\$40/SF
A - B	Available	5,738 USF	23%	7,066 RSF	\$20.00/SF NNN	\$7.50/SF	\$27.50/SF	\$194,315.00	\$16,192.92	\$40/SF



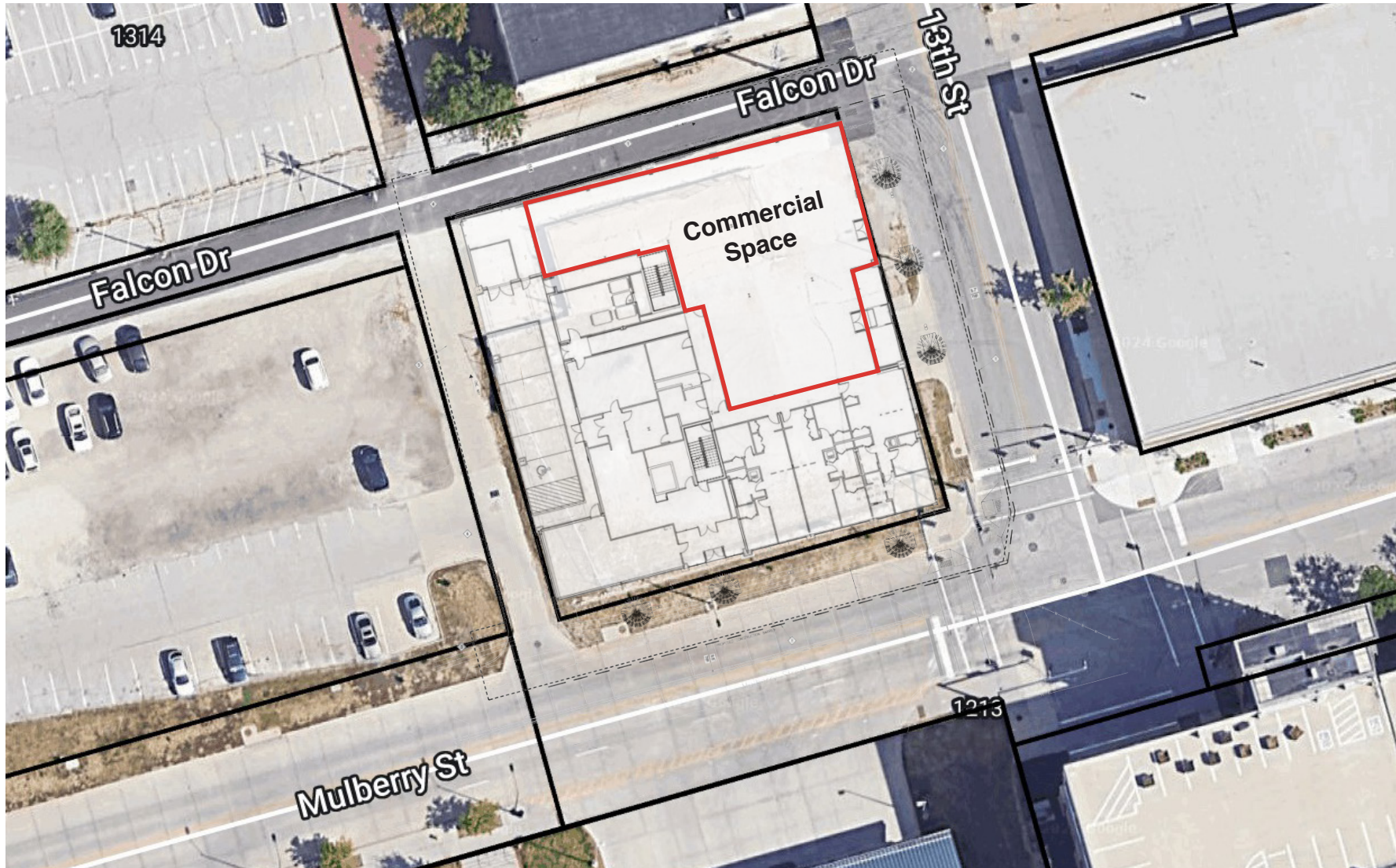
PHOTOS



AREA PHOTOS



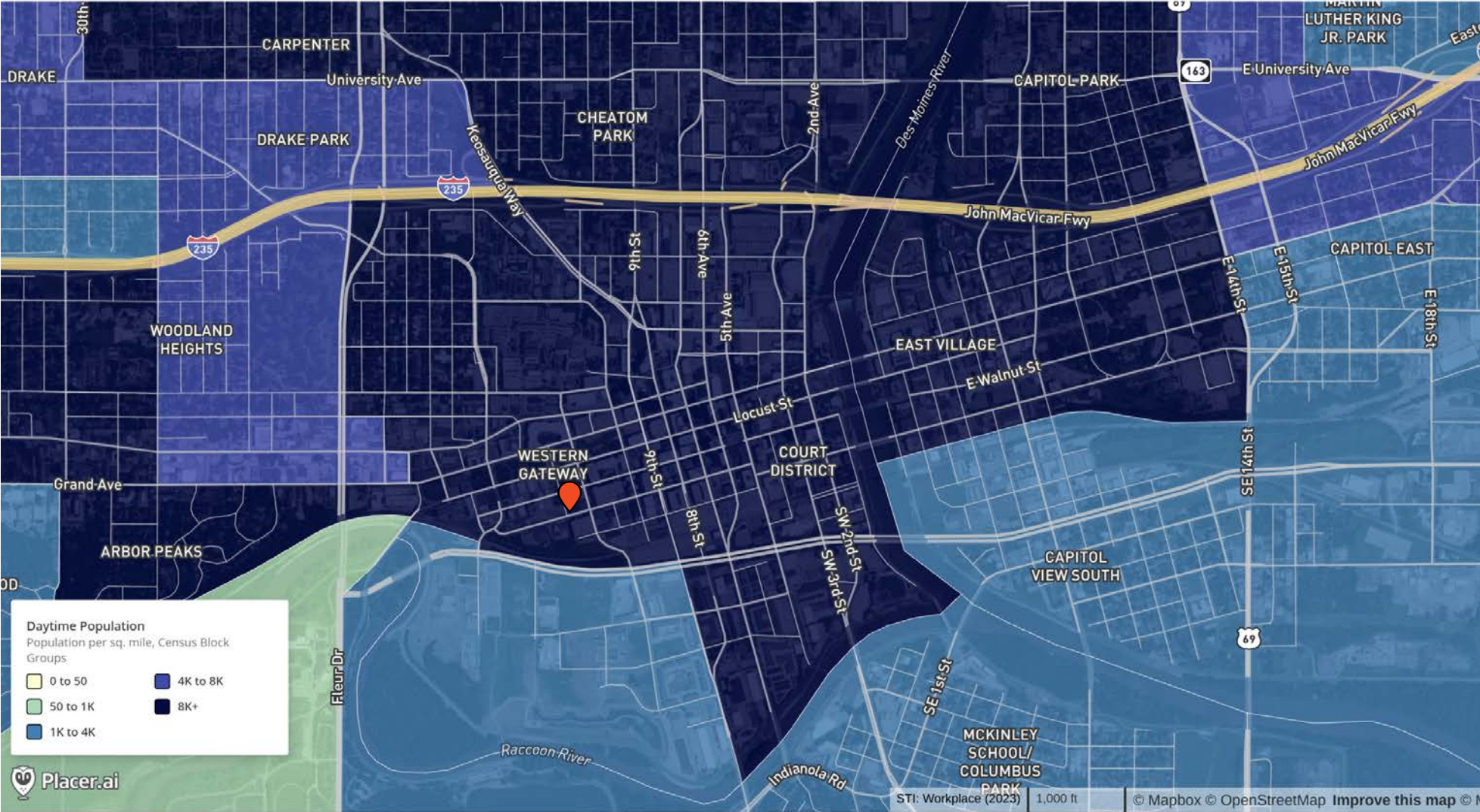
SITE PLAN



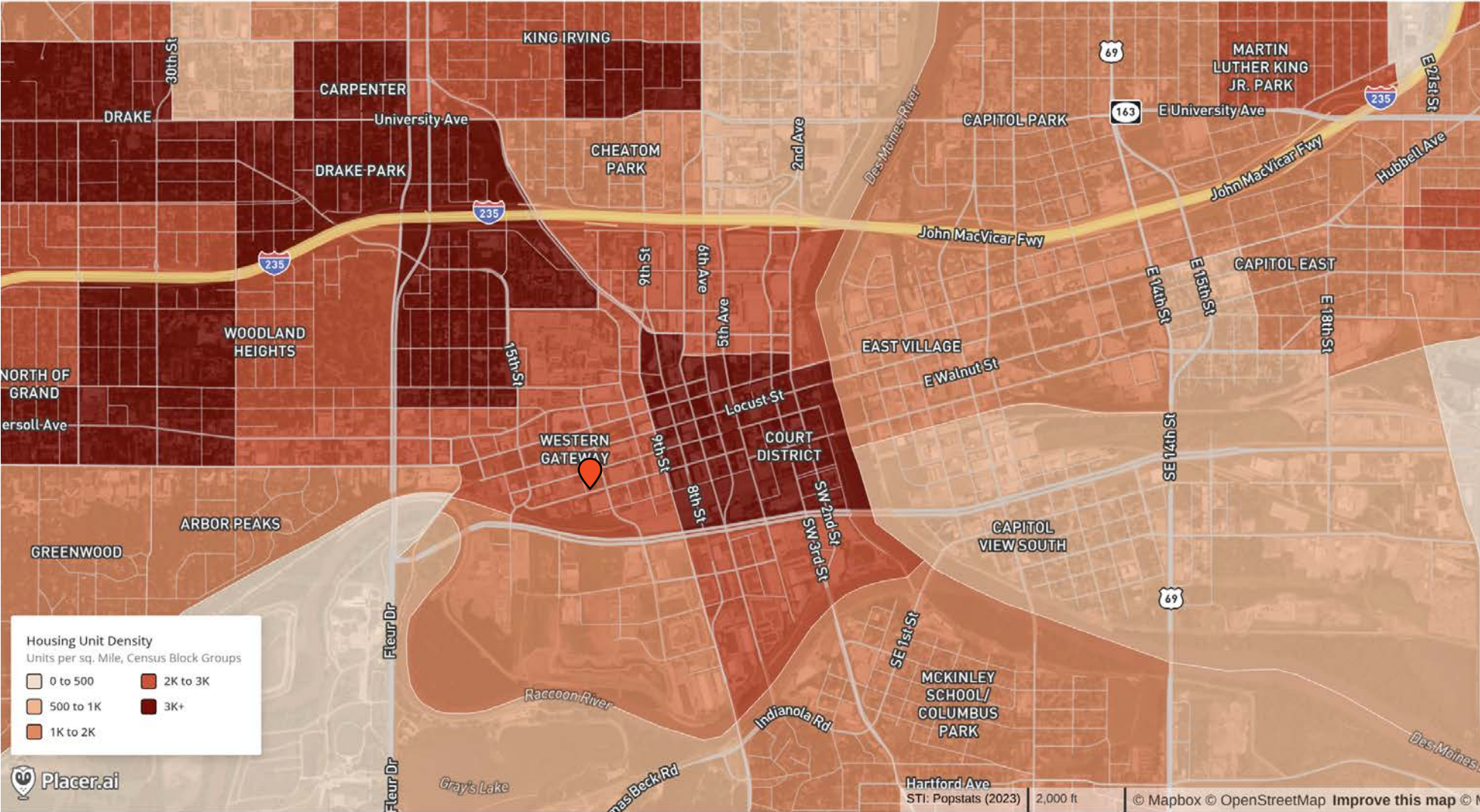
AREA MAP



DAYTIME POPULATION MAP



HOUSING UNIT DENSITY MAP



DOWNTOWN DES MOINES MARKET

RESIDENTS

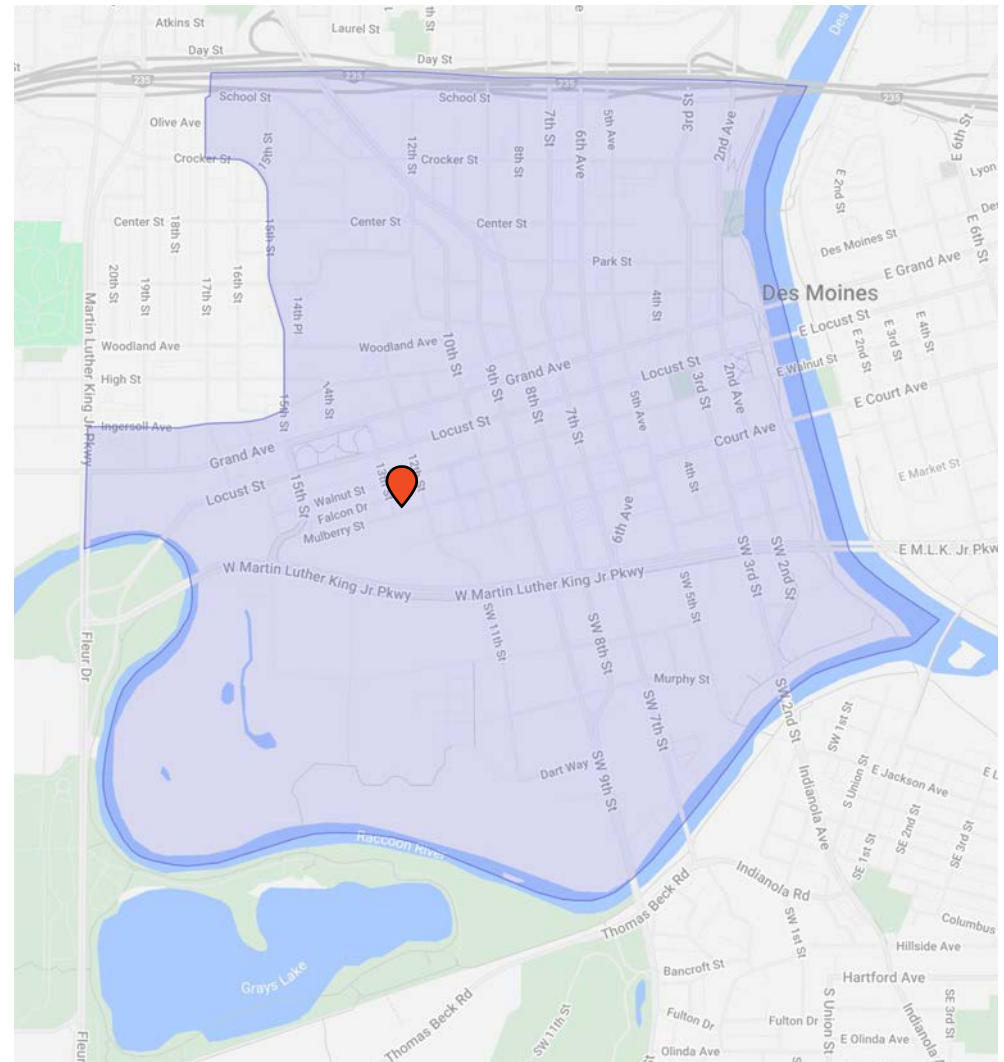
- **Population:** 7.5K
- **Yo2Y Change:** +2.8%
- **Median HHI:** \$59.1K
- **Education (Assoc. & Higher, 25+):** 68.1%
- **Top 3 Mosaic Categories:** Singles & Starters, Young City Solos, Power Elite

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

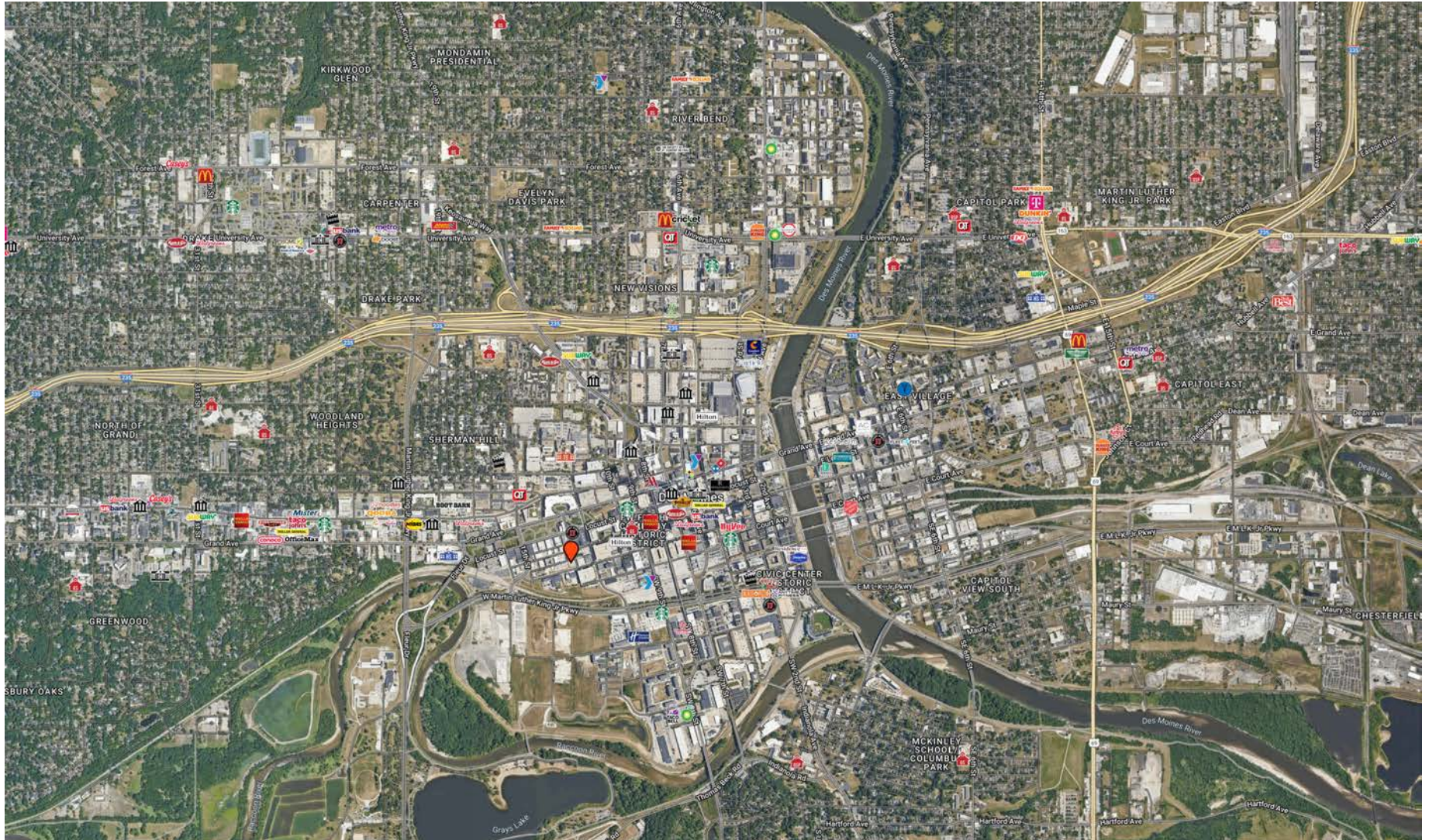
OUT-OF-MARKET VISITORS

- **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

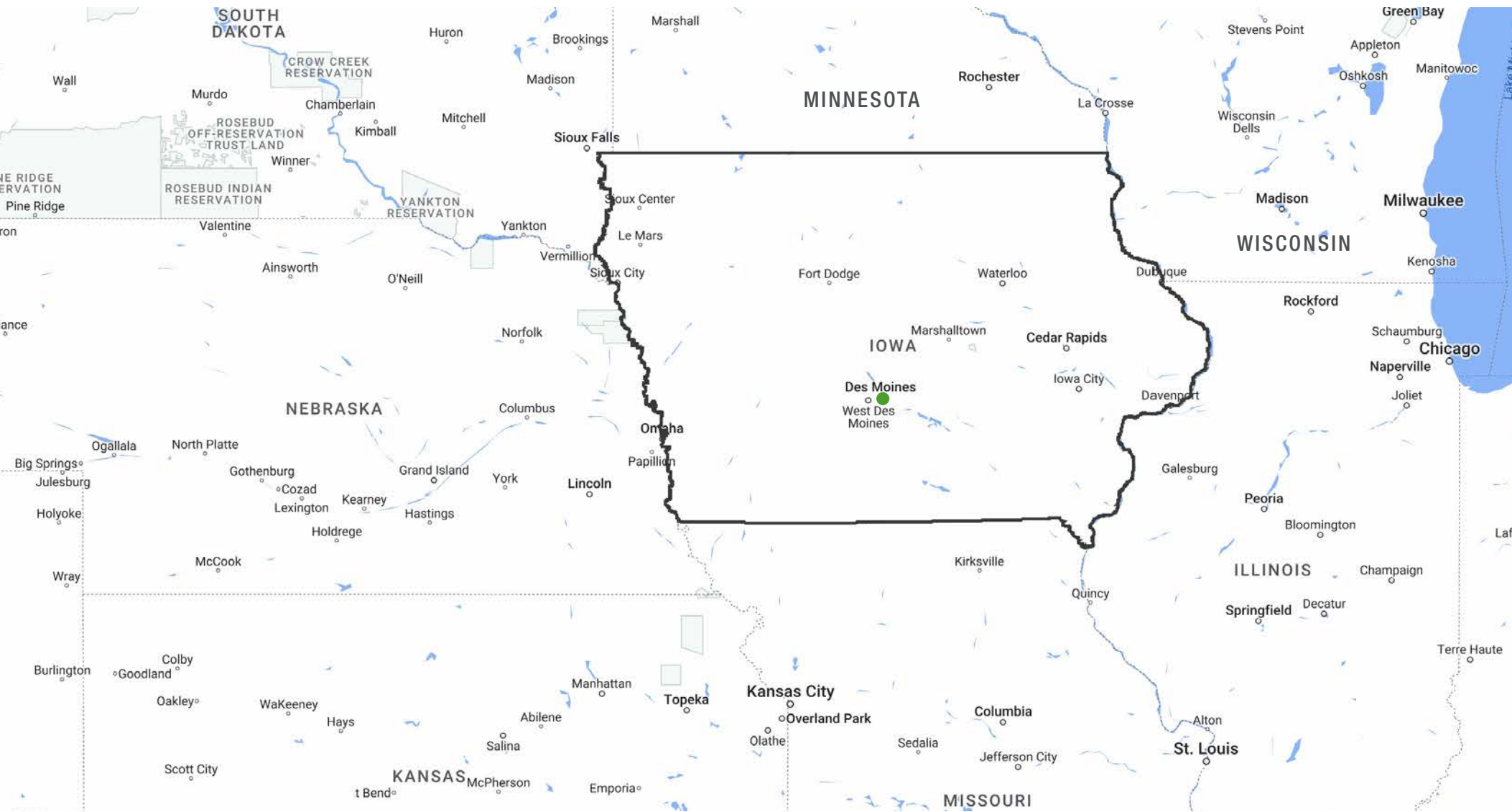


AS OF 6.2.25

DOWNTOWN DES MOINES MAP



IOWA 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	258,237	251,550	-	761,942	-
Median Household Income	\$51,934	\$59,549	\$64,088	\$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



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THE DECO



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