# RETAIL SPACE

## for lease

1301 Mulberry Street | Des Moines, IA

# 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.

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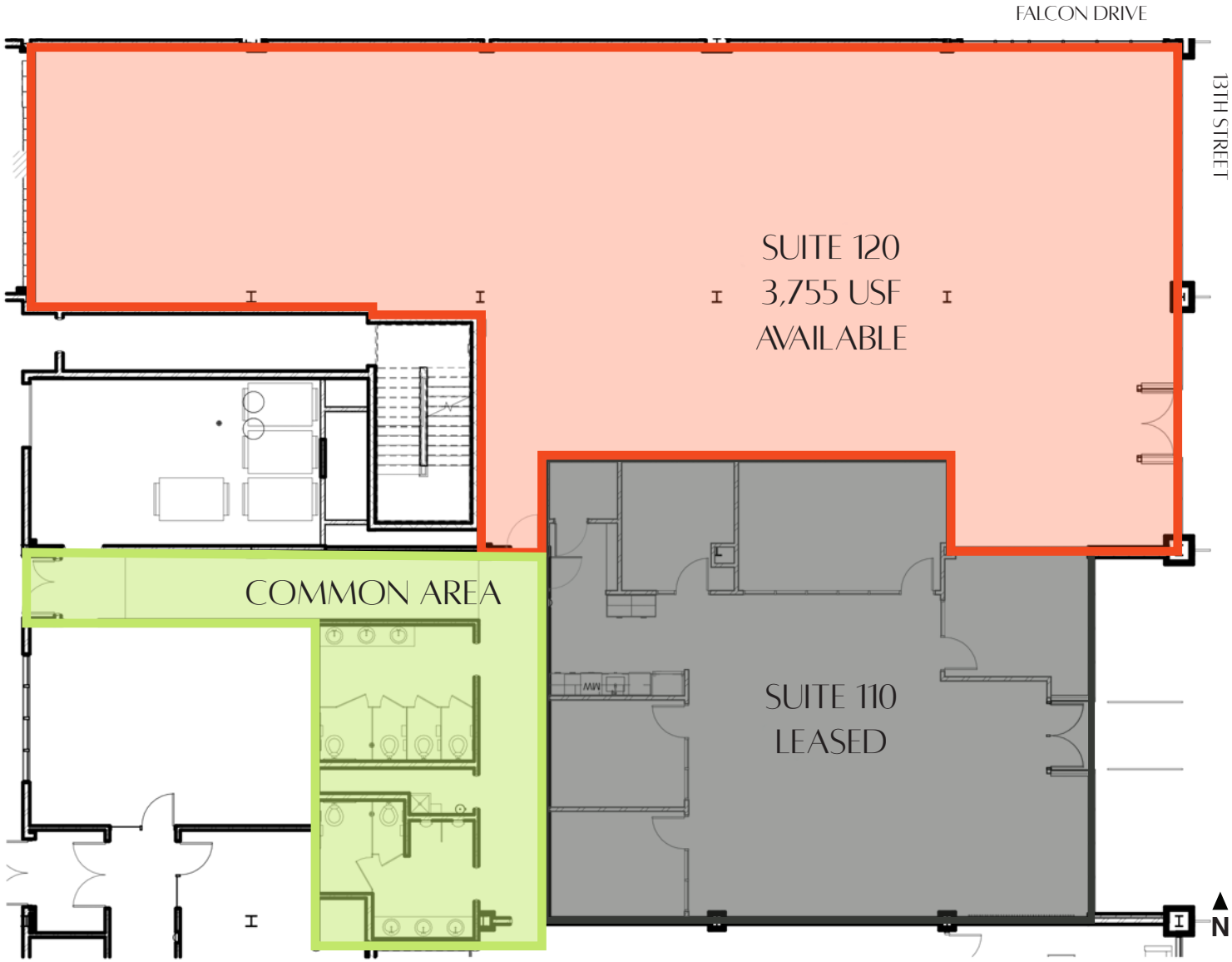
THE DECO

# FLOOR PLAN

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*Information herein deemed reliable, but not guaranteed.*

THE DECO

# 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 |
|---|---|---|---|---|---|---|---|---|---|---|
| 120 | Available | 3,755 USF | 23% | 4,619 RSF | $20.00/SF NNN | $7.50/SF | $27.50/SF | $127,022.50 | $10,585.21 | $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 |

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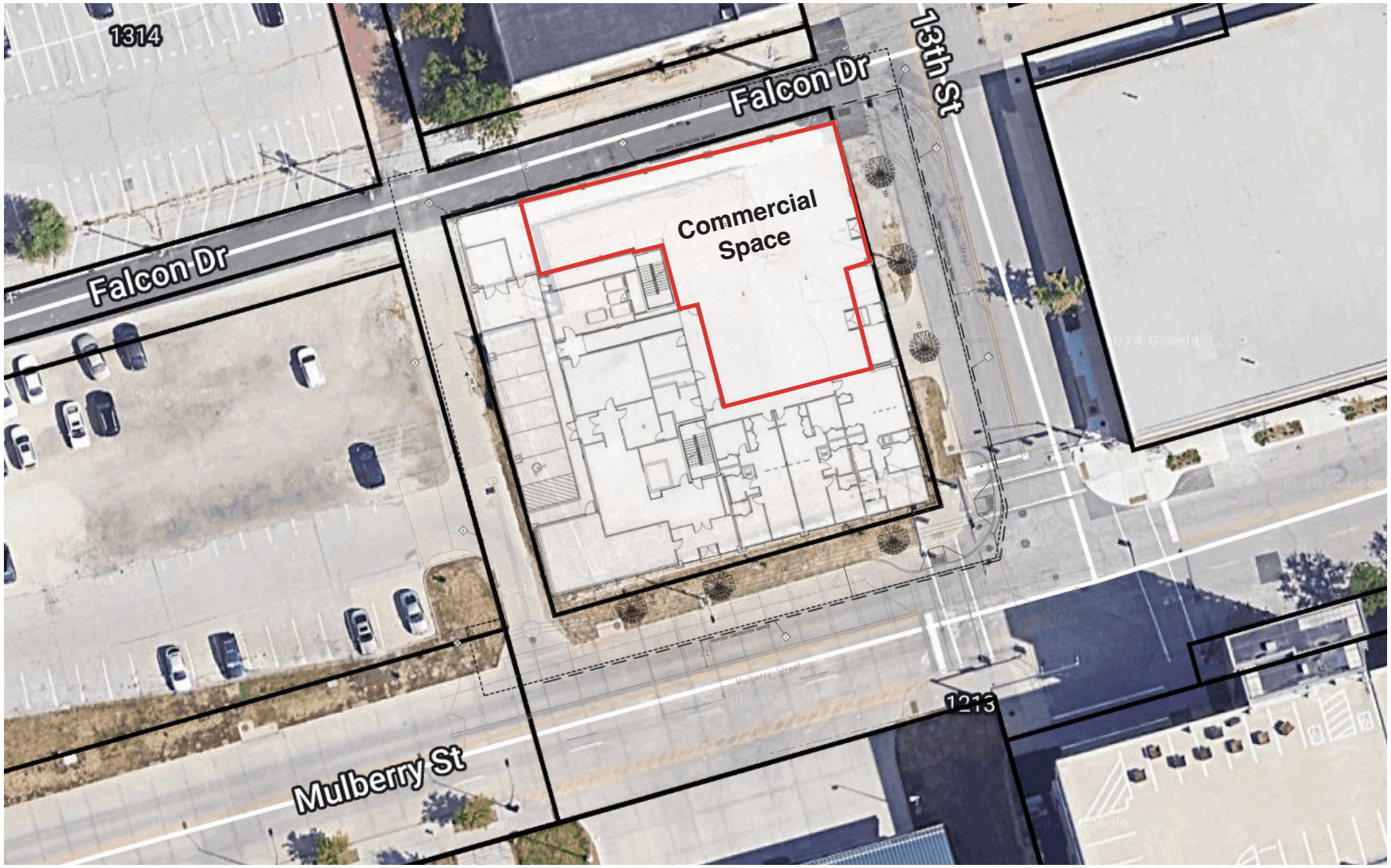
# SITE PLAN

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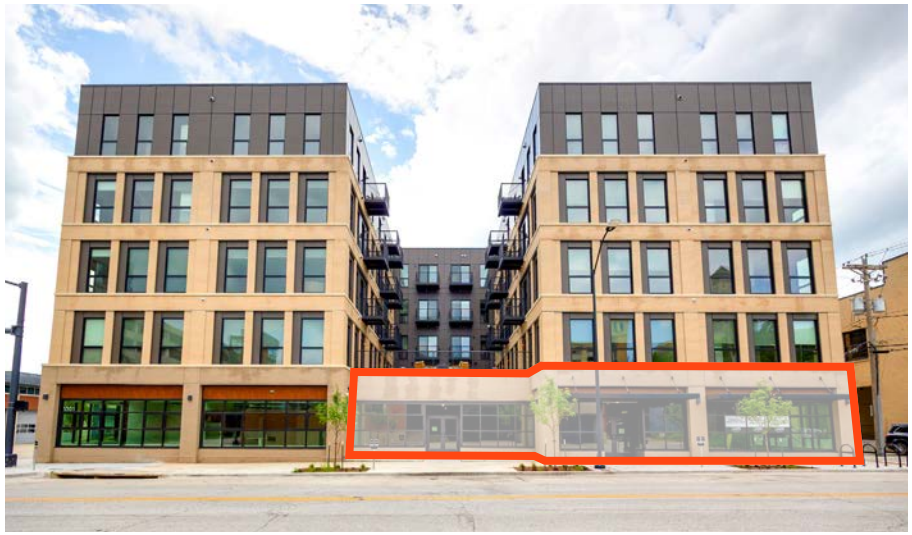
# PHOTOS



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# AREA PHOTOS

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# PARKING

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**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

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# AREA MAP

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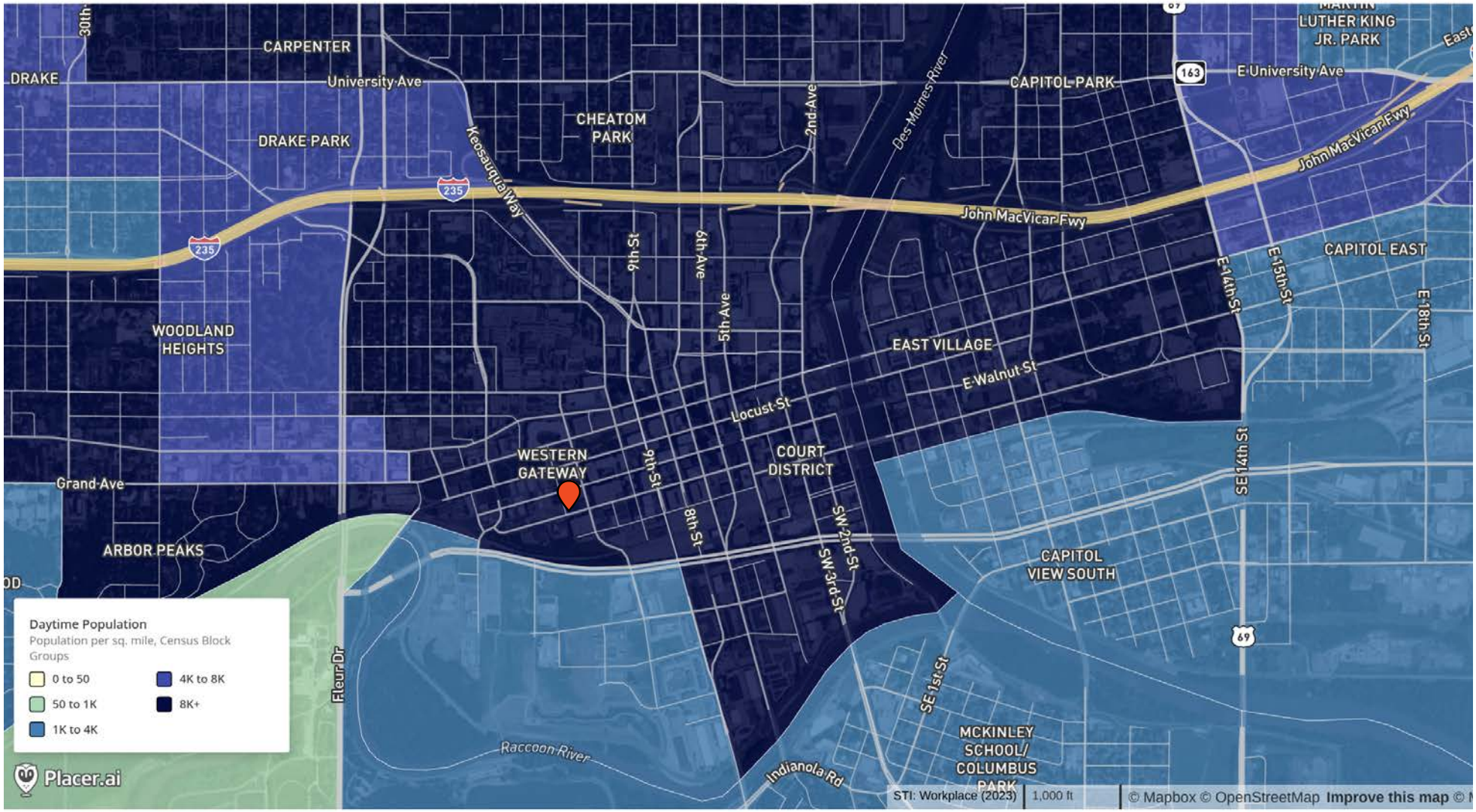
# DAYTIME POPULATION MAP

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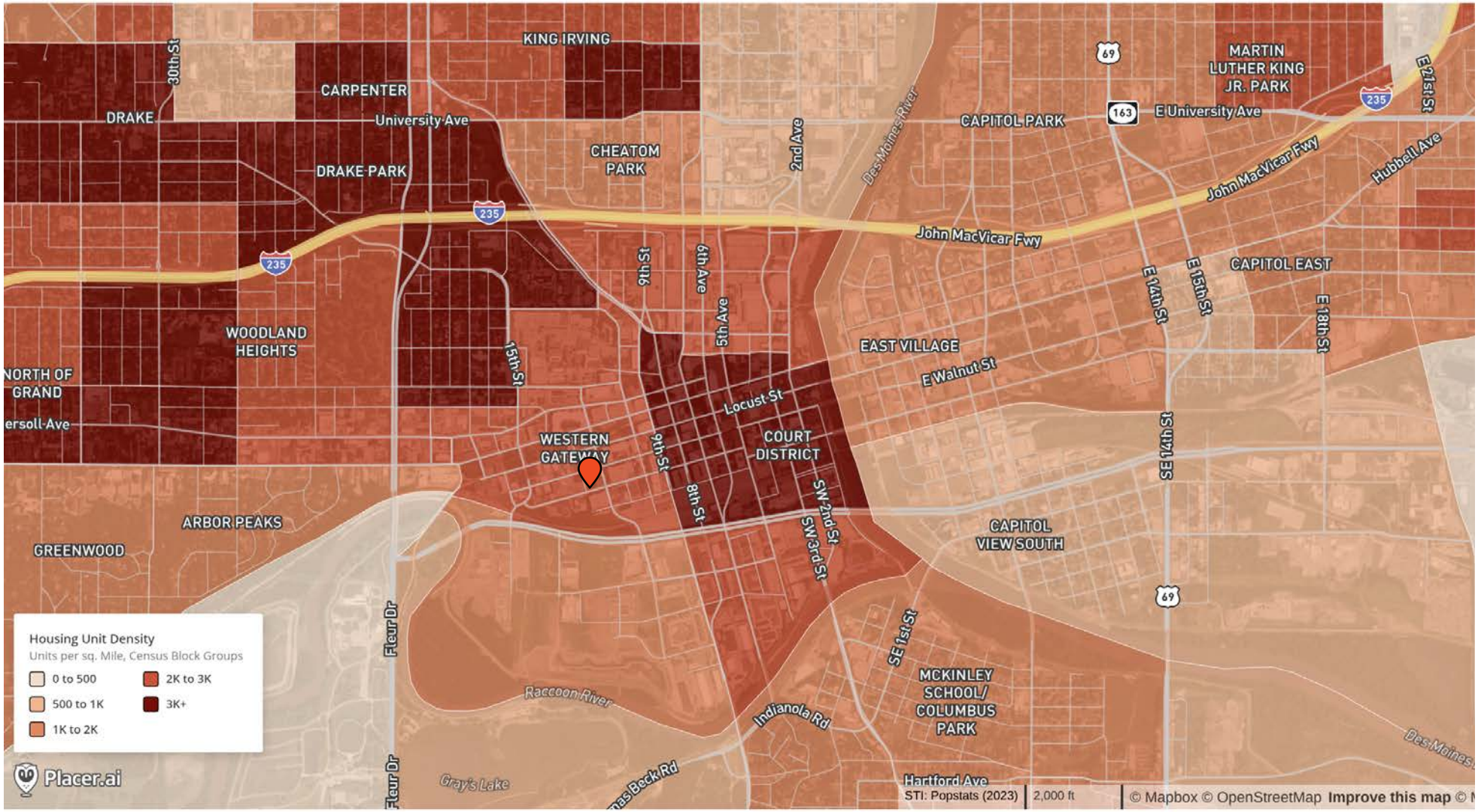
# HOUSING UNIT DENSITY MAP

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# DOWNTOWN DES MOINES MARKET

## RESIDENTS

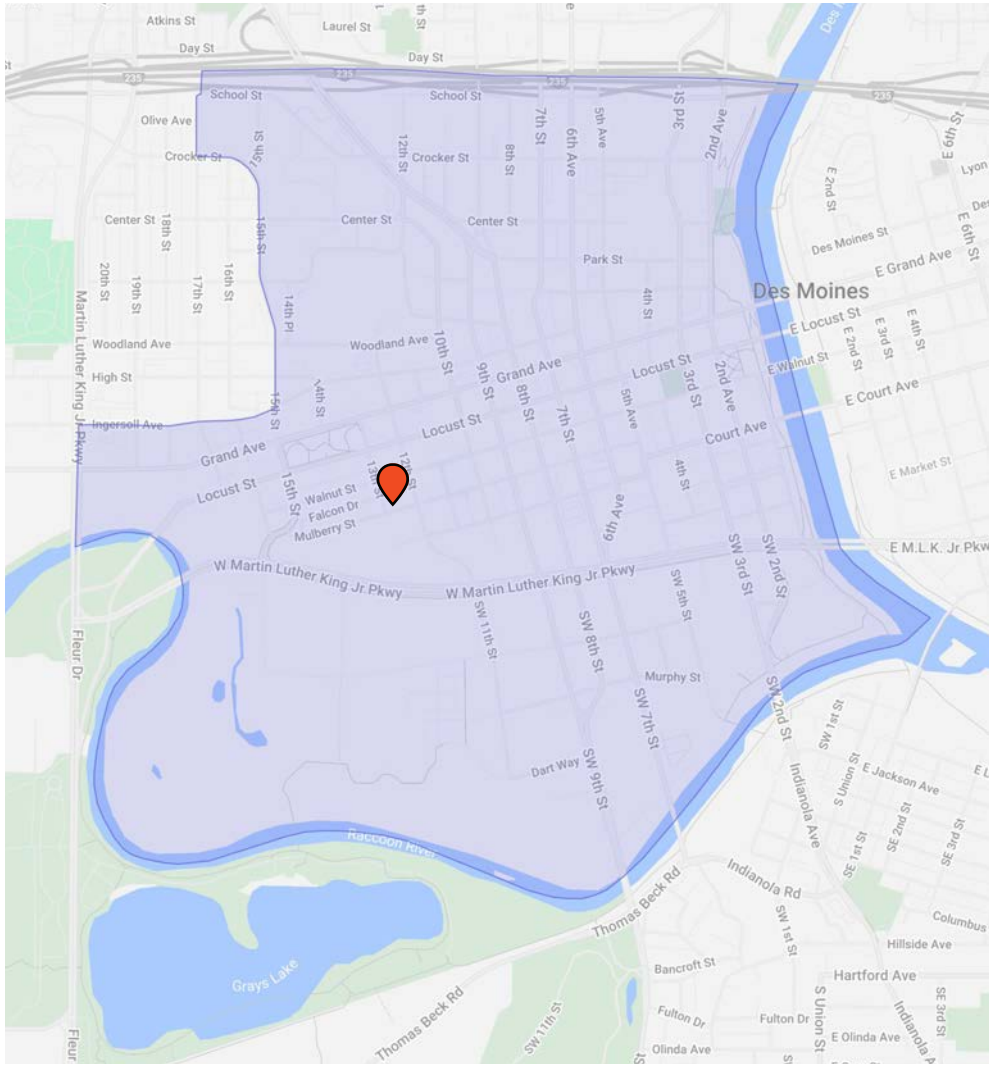
- **Population:** 7.5K
- **Yo2Y Change:** +2.8%
- **Median HHI:** $59.1K
- **Education (Assoc. & Higher, 25+):** 68.1%
- **Top 3 Mosaic Categories:** Singles & Starters, Young City Solos, Power Elite

## 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

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# 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)

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# DOWNTOWN DES MOINES MAP

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# 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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# RETAIL SPACE

## for lease

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