

EAST VIKING PLAZA

410 Viking Plaza Drive Cedar Falls, IA 50613



MIDLAND ATLANTIC
PROPERTIES



PROPERTY OVERVIEW

Target and Scheel's anchored shopping center located in the greater Cedar Falls/Waterloo trade area serving a population of over 160,000.

PROPERTY HIGHLIGHTS

- Located 2 Miles from the University of Northern Iowa with Over 12,000 Students
- Located at the Hard Corner of East Viking Road and Highway 58; Opposite Walmart Supercenter
- Cedar Falls / Waterloo is a Highly Educated and Stable Employment Area
- Major Area Employers Include: John Deere (5,100 Employees), Wheaton Franciscan Healthcare (3,027 Employees), and Tyson Fresh Meats (2,300 Employees)

DEMOGRAPHICS	3 MILE	5 MILES
Total Population	31,373	73,265
Average HH Income	\$102,114	\$102,585
Businesses	1,354	3,149
Employees	15,832	32,628

TRAFFIC COUNTS

Viking Road	14,173
US 58	34,494



MIDLAND ATLANTIC PROPERTIES

Cincinnati Office
8044 Montgomery Rd, Suite 370
Cincinnati, OH 45236

MIDLANDATLANTIC.COM

KYLE NAGELEISEN

Direct: 513.792.5003
knageleisen@midlandatlantic.com

DEVELOPMENT • BROKERAGE • ACQUISITIONS • MANAGEMENT

Information contained herein has been obtained from sources deemed reliable but is not guaranteed and is subject to change without notice.

410 Viking Plaza Drive Cedar Falls, IA 50613



MIDLAND ATLANTIC
P R O P E R T I E S



EAST VIKING PLAZA

410 Viking Plaza Drive Cedar Falls, IA 50613



MIDLAND ATLANTIC
PROPERTIES

OUTPARCEL SPACE



EAST VIKING PLAZA

410 Viking Plaza Drive Cedar Falls, IA 50613



MIDLAND ATLANTIC
PROPERTIES



EAST VIKING PLAZA

410 Viking Plaza Drive Cedar Falls, IA 50613



MIDLAND ATLANTIC
PROPERTIES

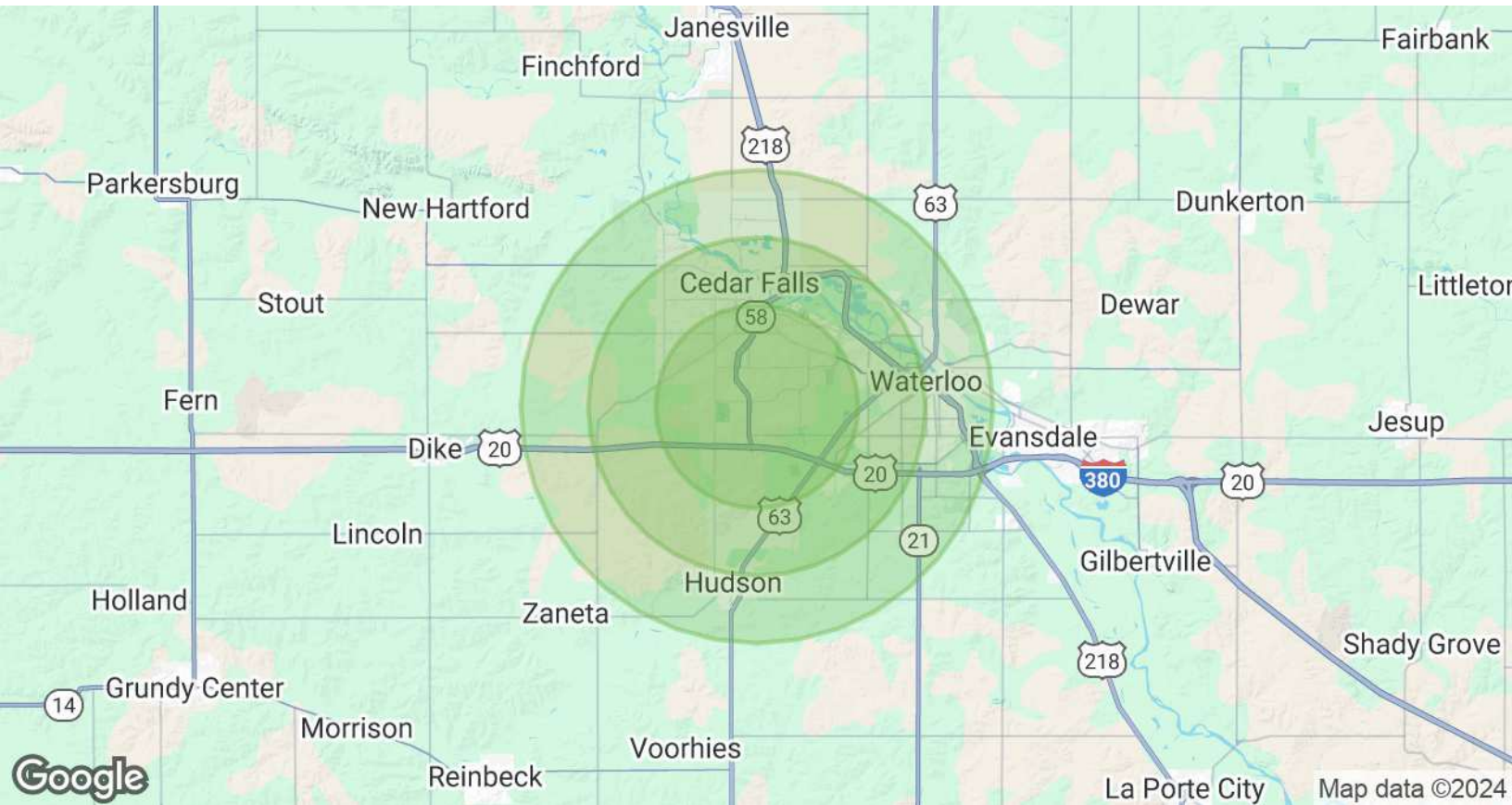


EAST VIKING PLAZA

410 Viking Plaza Drive Cedar Falls, IA 50613



MIDLAND ATLANTIC
PROPERTIES



POPULATION, HOUSING & INCOME

	3 MILE	5 MILES	7 MILES
Total Population (2023)	31,373	73,265	105,896
Projected Population (2028)	31,598	73,514	106,895
Total Households (2023 Est.)	12,163	30,483	44,297
Average Household Income (2023 Est.)	\$102,114	\$102,585	\$93,889

DAYTIME DEMOGRAPHICS

	3 MILE	5 MILES	7 MILES
Total Businesses	1,354	3,149	4,865
Total Employees	15,832	32,628	57,726
Daytime Demographics (Age 16+ Years)	24,147	53,155	88,376

MIDLAND ATLANTIC PROPERTIES

Cincinnati Office
8044 Montgomery Rd, Suite 370
Cincinnati, OH 45236

KYLE NAGELEISEN

Direct: 513.792.5003
knageleisen@midlandatlantic.com

MIDLANDATLANTIC.COM

DEVELOPMENT • BROKERAGE • ACQUISITIONS • MANAGEMENT

Information contained herein has been obtained from sources deemed reliable but is not guaranteed and is subject to change without notice.