

# 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  
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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.

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## OUTPARCEL SPACE



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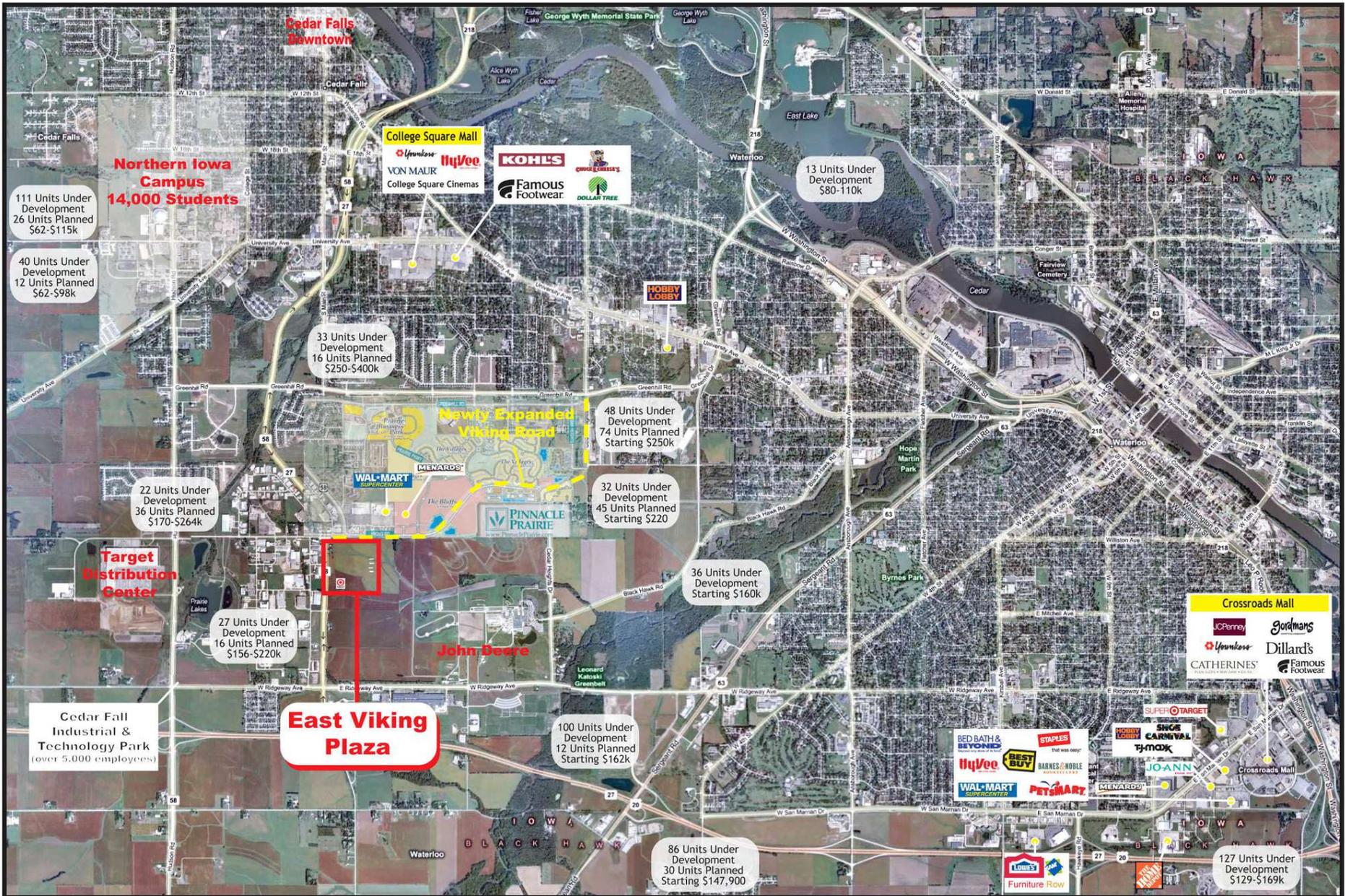


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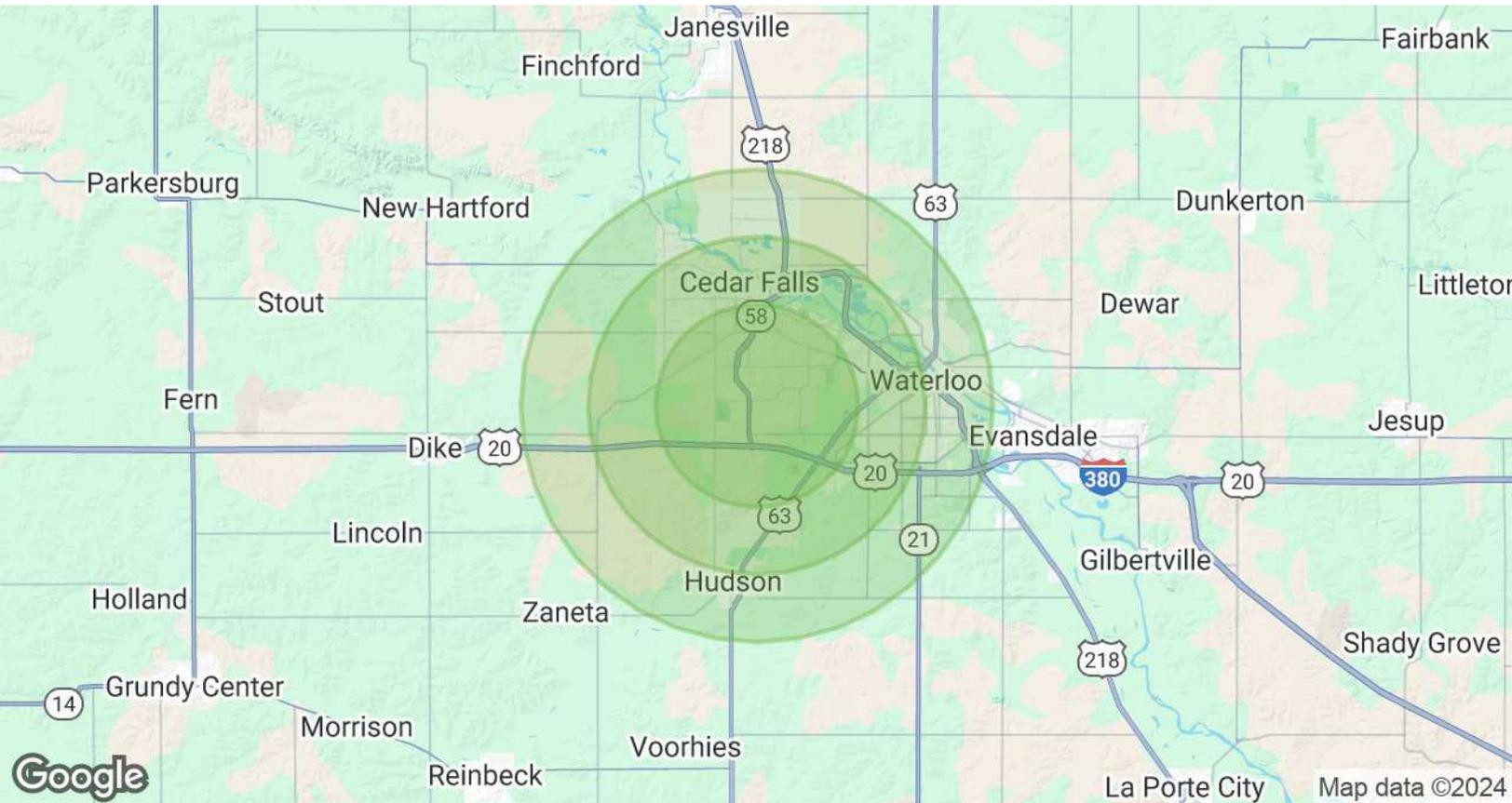


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## POPULATION, HOUSING & INCOME

	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

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