

Access a Valued Community

EDUCATIONAL ATTAINMENT IN URBANDALE (2013)



19%
have high school education



9%
have an Associate's degree



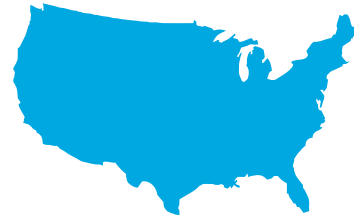
35%
have a Bachelor's degree



14%
have a graduate or professional degree

MEDIAN DISPOSABLE HOUSEHOLD INCOME
URBANDALE
\$63,871

EMPLOYMENT / INCOME (2016)



Urbandale

Iowa

United States

Unemployment Rate	3.9%	4.9%	8.3%
Median Income	\$86,270	\$53,183	\$53,889

REPORTS AVAILABLE WITHIN 1, 3, 5 MILES OF A SITE OR BUILDING, CITY-WIDE, OR COUNTY-WIDE

- ✓ Census Information
- ✓ Existing Business Summary
- ✓ Community Profile
- ✓ Demographic and Income Profile
- ✓ Disposable Income Report
- ✓ Dominant Tapestry Site Map
- ✓ Household Income Report
- ✓ Housing Profile
- ✓ Marketing Profile
- ✓ Retail Marketplace Potential
- ✓ Retail Marketplace Profile Map and Traffic Counts

CASE STUDY: Homemakers Furniture



Homemakers Furniture is a furniture, mattress and home accessory retailer. The company makes a significant impact on Urbandale with hundreds of thousands of square feet of showroom, corporate headquarters and warehouse all under one roof. In addition, Homemakers employs 345 people – a dramatic increase from 1974, when founders Carl and Ina Merschman opened Homemakers Furniture in Des Moines with just 10 employees. As the business grew, the company moved to Urbandale in 1985. "This is a pinnacle location," said Suzy Emmack, Director of Marketing and Advertising. "Not only does it offer great accessibility next to the crux of Interstates 80 and 35, but it provides room to grow." In 2015, Homemakers began construction on a 120,000 square-foot warehouse (the third expansion in six years). Homemakers appreciates Urbandale city leaders' willingness to work with the company as it expands. Emmack continues: "Urbandale leaders are open-minded and see our vision to create a state-of-the-art facility..."

City of Urbandale, Iowa
www.urbandale.org/econdev



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RETAIL



Access a Competitive Business Climate

URBANDALE'S MARKET FOR RETAIL

Access potential markets in the following sectors (in descending order)

- 👕 Clothing & Clothing Accessories Stores
- 🏠 Building Materials, Garden Equipment, and Supply Stores
- 🛍️ General Merchandise Stores
- 📺 Electronics & Appliance Stores
- 🛒 Miscellaneous Store Retailers
- 🏥 Health and Personal Care Stores
- 🍽️ Food and Beverage Stores
- 🍷 Food Services and Drinking Places

LOW CITY TAX RATE
Urbandale has one of the lowest city tax rates in Iowa.

Access a Growing Community

DEMOGRAPHIC PROFILE

	1 Mile Radius	3 Mile Radius	5 Mile Radius	10 Minute Drive Time	15 Minute Drive Time	20 Minute Drive Time
2015 Est. Pop.	2,903	57,016	177,327	106,055	249,975	385,752
2020 Est. Pop.	2,979	61,639	196,685	117,117	275,981	422,302
Total Employees	13,028	69,084	126,814	100,096	161,391	316,034
Median Household Income	\$81,463	\$75,618	\$73,748	\$78,228	\$60,535	\$49,992

POPULATION GROWTH



YEAR	POPULATION
1990	23,500
2000	29,072
2010	39,463
2013	41,776
2015	42,449
2020	47,300 (projected)
2035	55,300 (projected)

8% Growth 2010 - 2015

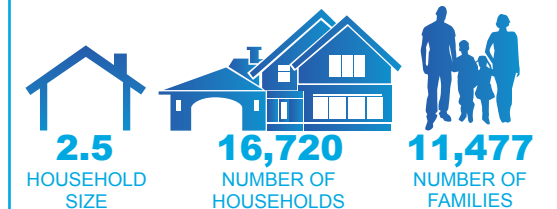
RETAIL SALES GROWTH

Year	Total Taxable Retail Sales
2013	\$630,794,708
2014	\$672,013,925
2015	\$732,119,796
2016	\$752,452,126
3 year increase	\$121,657,418
19% Growth	

HOUSING GROWTH



MEDIAN HOME VALUE
\$196,200 URBANDALE **\$129,200** IOWA



URBANDALE



**CROSSROADS BUSINESS PARK/
PARAGON OFFICE PARK**

- Interstate access/visibility
- High daytime employee population
- Surrounded by Urbandale's fastest growing residential neighborhoods
- Professional business park setting
- Greenfield and lease opportunities
- Potential new interchange at Meredith Drive and I-35/80
- Average Daily Traffic (ADT) on Douglas Avenue between I-35/80 and 121st Street – 21,900
- Meredith Drive ADT on east and west sides of I-35/80 – 6,200 to 9,300

**PLUM DRIVE/
NORTHPARK DRIVE**

- Professional business park setting
- Interstate visibility
- Sites available for development
- Major concentration of hotels and restaurants
- Potential new interchange at 100th Street and I-35/80
- ADT at 86th Street and Plum Drive north and south sides – 22,400
- ADT at 86th Street and Northpark Drive north and south sides – 25,600

**DOWNTOWN
URBANDALE**

- Urbandale's original downtown area
- Corridor is home to Merle Hay Mall, one of the Metro's four regional malls
- Strong auto sales/service presence
- Redevelopment sites available, incited by 3 year 90% Tax Increment Finance property tax rebate "TIF"
- Merle Hay Road ADT between I-35/80 and Douglas Avenue – 26,100
- Douglas Avenue ADT between city limits and 70th Street – 17,925

WESTOVER

- Major retailers include Des Moines Buccaneers Hockey Arena, Big K
- Major roads are Hickman Road/73rd street, access to Interstate 235
- ADT in Westover – 20,300
- Redevelopment and greenfield sites available, incited by 5 year sliding scale TIF property tax rebate

**WESTERN NEIGHBORHOOD
COMMERCIAL DEVELOPMENT AREA**

- Strong housing and population growth
- Close to Walnut Creek Regional Park
- 2015 upgrade to 156th Street and 142nd Street

**HICKMAN
ROAD**

- 34,000 Average ADT on Hickman Road between Interstate 35 and west to 121st Street
- Interstate visibility lease and build opportunities available
- Adjacent to growing residential population
- Major retailers include LifeTime Athletic and Stew Hansen Auto Dealership

**DOUGLAS
AVENUE**

- 2015 urbanization of Douglas Avenue
- 23,133 average ADT on Douglas Avenue between I-35/80 and 100th Street
- Rehabilitation and Redevelopment incited by 3 year 90% TIF property tax rebate

**100TH STREET/HICKMAN/
NW URBANDALE DRIVE**

- 2.1 mile corridor with a concentration of home improvement & retail services
- Interstate access throughout the corridor
- Major concentration of auto dealerships on Hickman Road
- High daytime employee population
- Lease and build opportunities
- ADT in corridor ranges from 12,900 to 21,900

86TH STREET

- Urbandale's main corridor connecting Interstate 235 and Interstate 35/80
- Wide variety of retailers and service providers
- Major retailers includes one of the Metro's largest Hy-Vee locations
- Major roads are Douglas Avenue/86th Street
- Greenfield and redevelopment sites available
- High-visibility leasing opportunities available
- ADT between I-35/80 and Hickman Road – 20,814

