

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 MILES	5 MILES
Total Population	31,701	74,757
Average HH Income	\$107,016	\$103,126
Businesses	1,415	3,283
Employees	16,302	33,148

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

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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.

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OUTPARCEL SPACE



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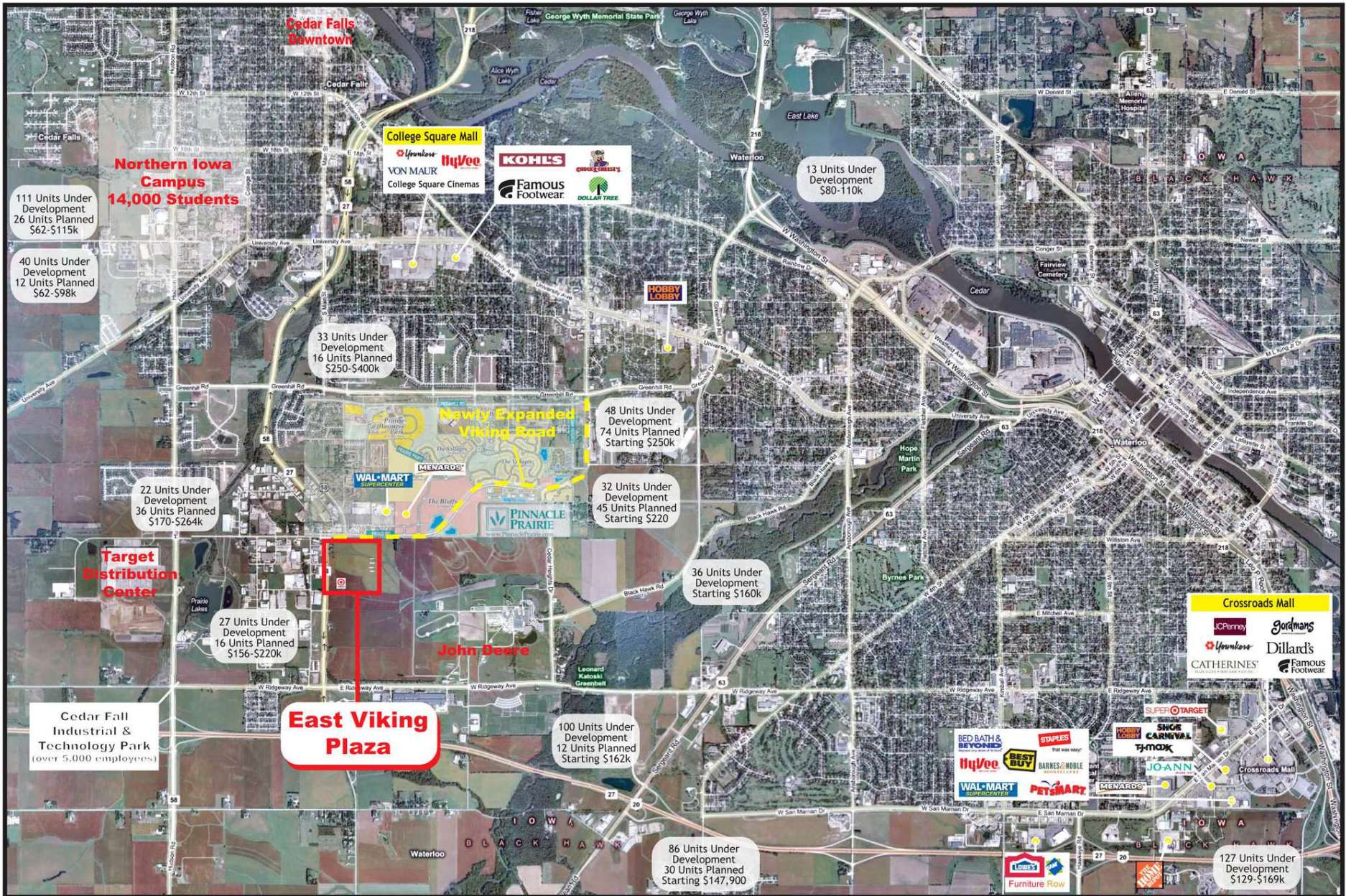


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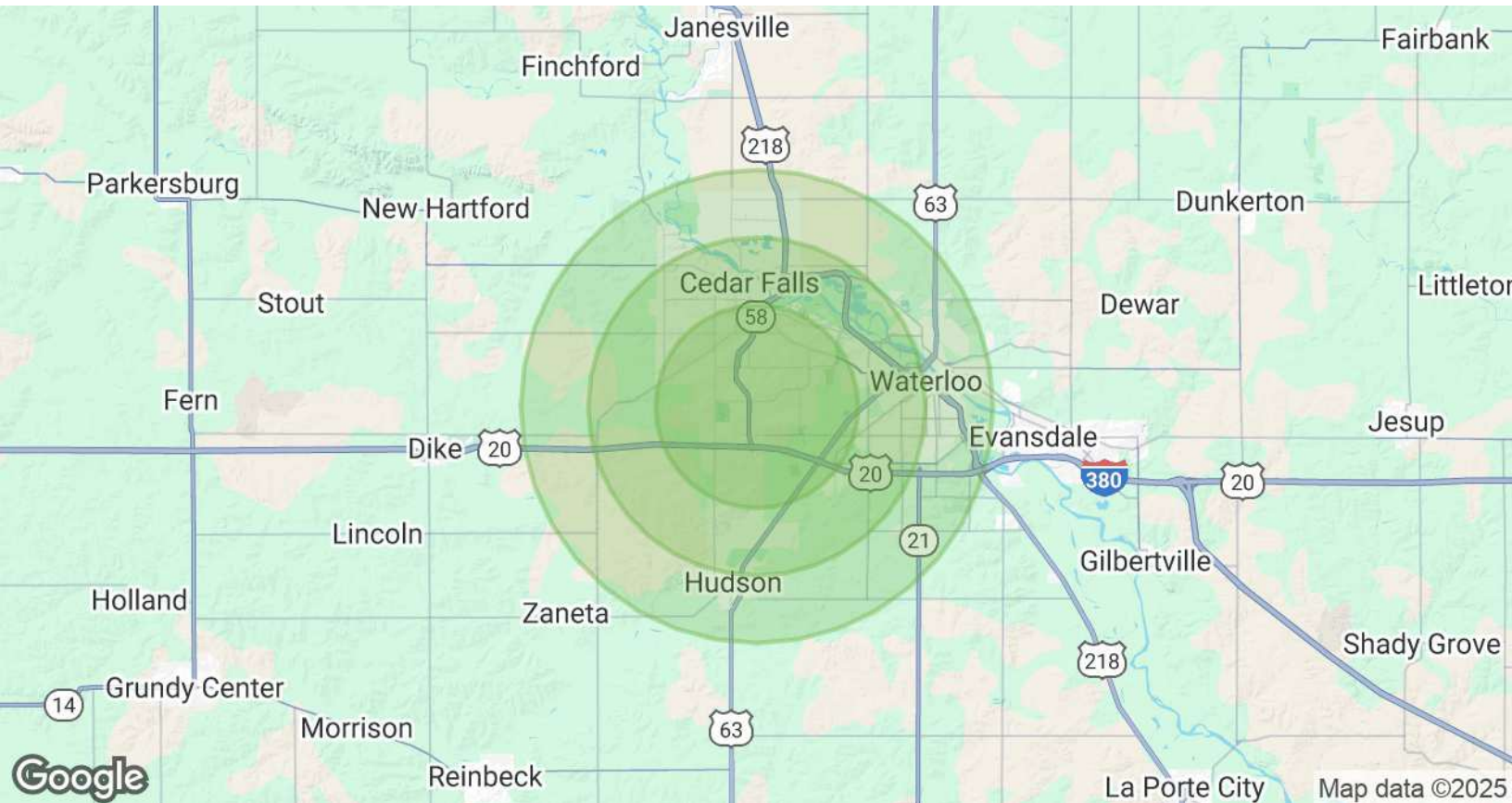


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POPULATION, HOUSING & INCOME

	3 MILES	5 MILES	7 MILES
Total Population (2025)	31,701	74,757	108,434
Projected Population (2028)	31,631	74,375	108,235
Total Households (2025 Est.)	12,072	30,478	44,414
Average Household Income (2025 Est.)	\$107,016	\$103,126	\$95,081

DAYTIME DEMOGRAPHICS

	3 MILES	5 MILES	7 MILES
Total Businesses	1,415	3,283	4,997
Total Employees	16,302	33,148	56,623
Daytime Demographics (Age 16+ Years)	25,072	54,693	88,398

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