



# East Viking Plaza

Viking Road & Hudson Road (Hwy 58), Cedar Falls, IA 50613

- Target and Scheel's Anchored Shopping Center Located in the Greater Cedar Falls / Waterloo Trade Area Serving a Population of Over 160,000
- 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 & 5 mile radius / 2017 estimates)

Population	25,731
Average HH Income	\$72,781
Number of Businesses	861
Number of Employees	15,276

Population	57,045
Average HH Income	\$75,335
Number of Businesses	2,282
Number of Employees	31,582



## MIDLAND ATLANTIC PROPERTIES

For additional information contact:

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Cincinnati Office  
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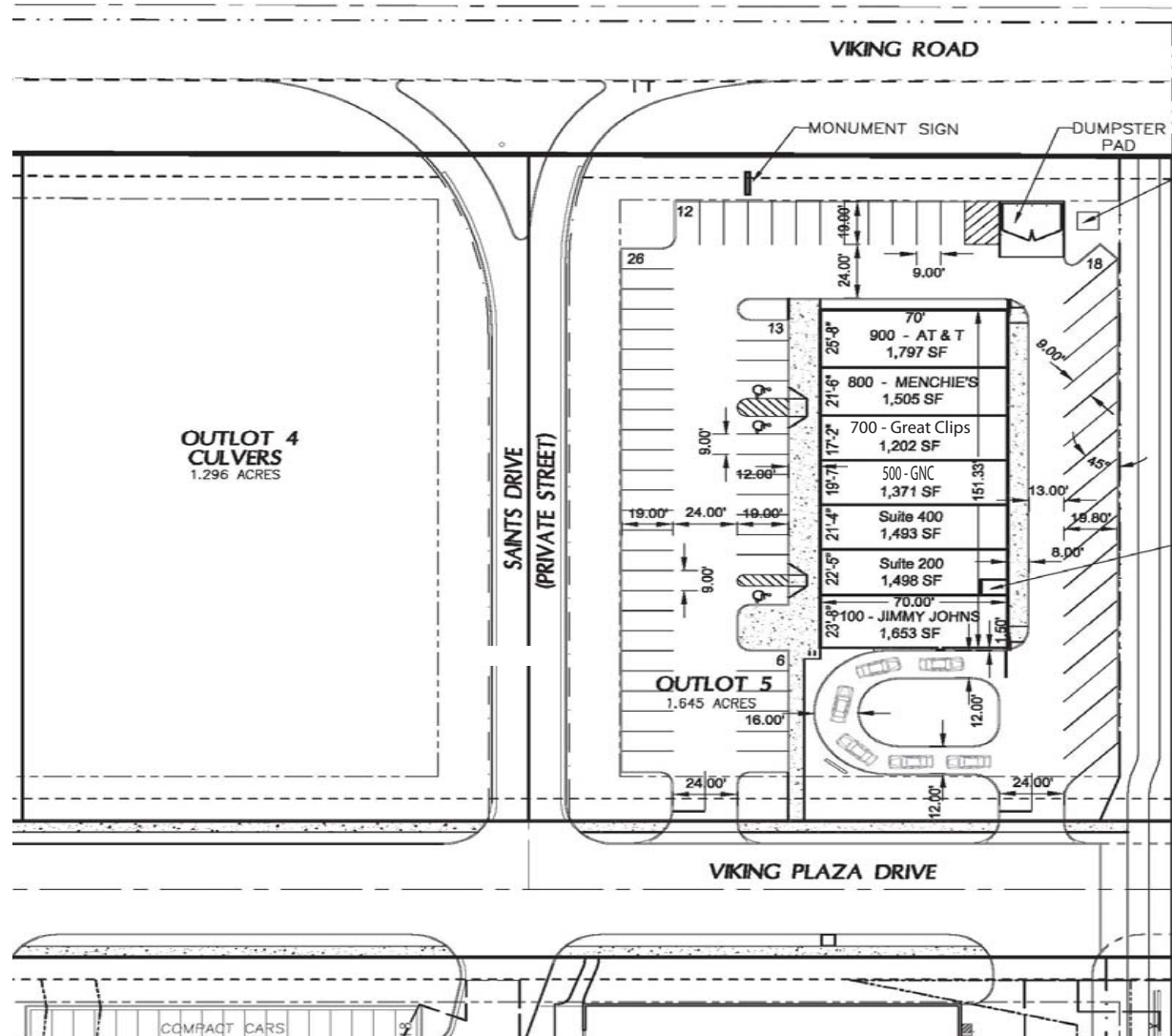


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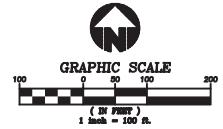
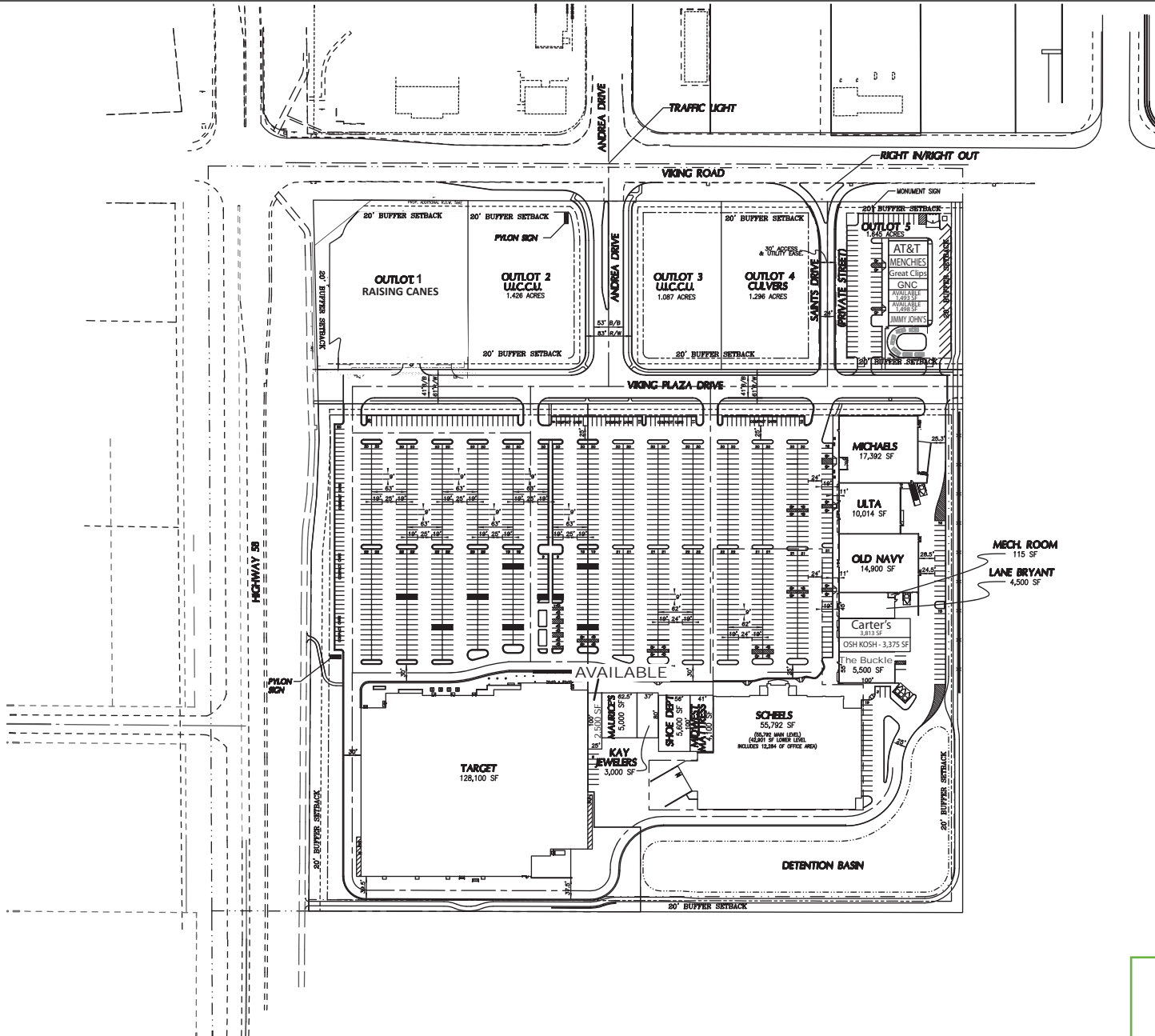
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## PROJECT SUMMARY

<b>PARKING PROVIDED</b>	
STANDARD	1155 SPACES
COMPACT	99 SPACES
ACCESSIBLE	29 SPACES
<b>TOTAL</b>	<b>1283 SPACES</b>
<b>BUILDING AREA</b> 262,585 SF	
<b>PARKING RATIO</b>	
TOTAL	<b>4.50 SPACES/1,000 SF</b>
REQUIRED	5.50 SPACES/1,000 SF
<b>OUTLET 5</b>	
<b>PARKING PROVIDED</b>	
STANDARD	72 SPACES
ACCESSIBLE	3 SPACES
<b>TOTAL</b>	<b>75 SPACES</b>
<b>TOTAL LEASABLE AREA: 10,518 SF</b>	





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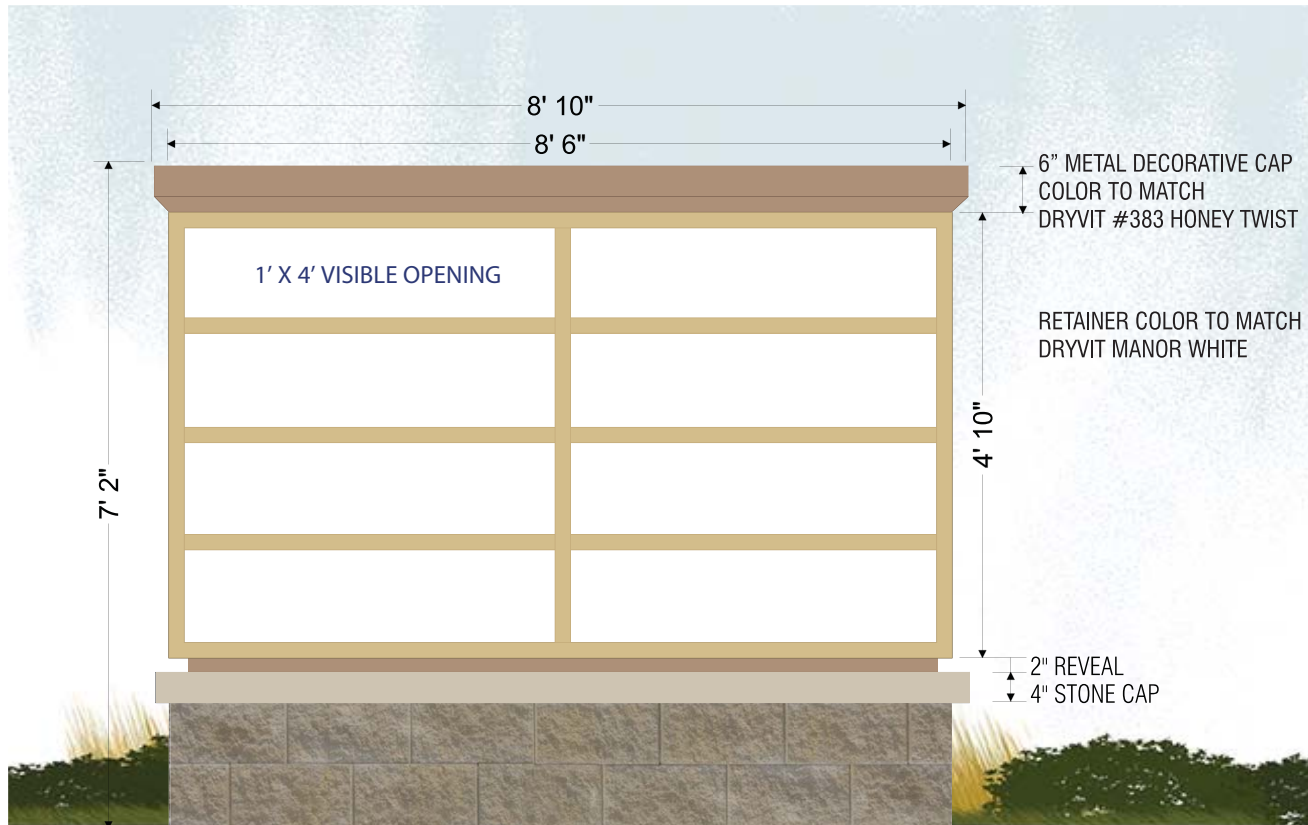
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OP5



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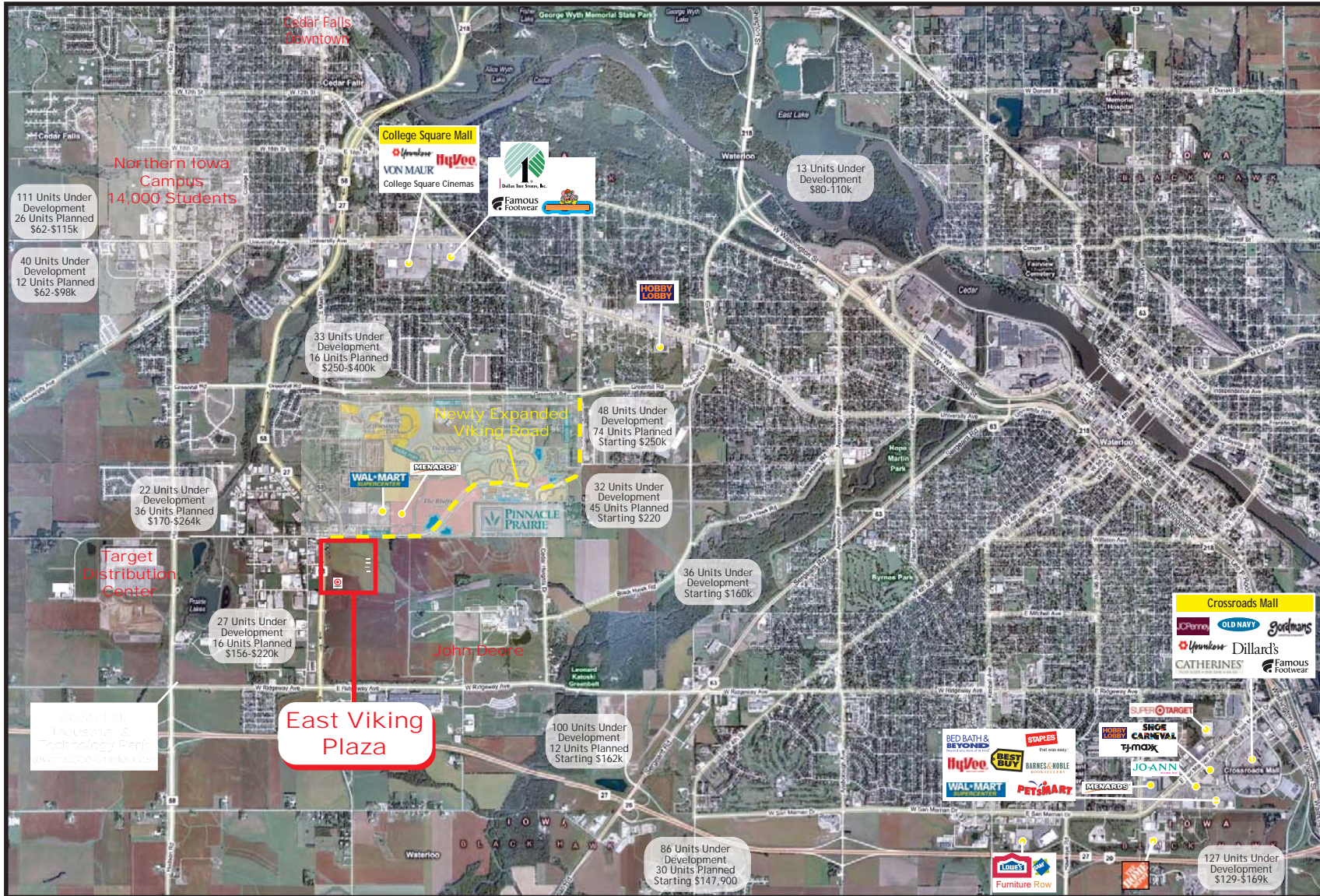
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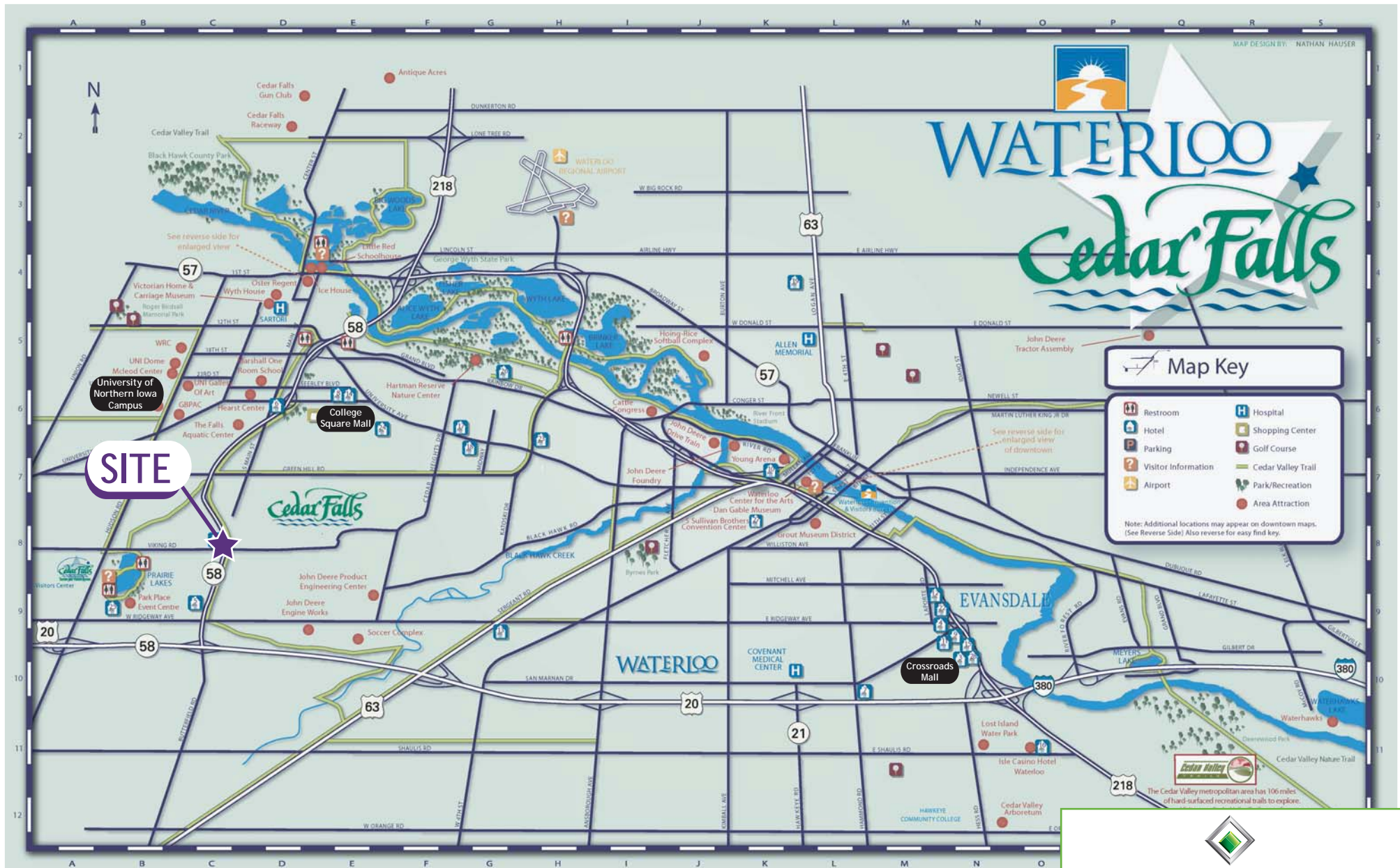
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**MIDLAND ATLANTIC**  
PROPERTIES



# easy find key

## Waterloo/Cedar Falls Attractions ●

- E-1 Antique Acres
- D-1 Cedar Falls Gun Club
- D-2 Cedar Falls Raceway
- A-8 Cedar Falls Visitors Center
- N-12 Cedar Valley Arboretum
- E-9 Cedar Valley Soccer Complex
- L-7 Dan Gable International Wrestling Museum
- D-6 The Falls Aquatic Center
- C-6 Gallagher Bluedorn Performing Arts Center/Waterloo-Cedar Falls Symphony Orchestra/UNI School of Music
- D-4 George Wyth House and Viking Pump Museum
- K-7 Grout Museum District  
Bluedorn Science Imaginarium  
Grout Museum/Snowden House  
Rensselaer Russell House Museum  
Sullivan Brothers Iowa Veterans Museum
- G-5 Hartman Reserve Nature Center
- M-12 Hawkeye Community College
- C-6 Hearst Center for the Arts
- J-5 Hoing-Rice Softball Complex
- D-4 Ice House Museum
- O-11 the isle casino & hotel at Waterloo
- J-6 John Deere Drive Train
- D-9 John Deere Engine Works
- J-6 John Deere Foundry
- E-8 John Deere Product Engineering
- P-5 John Deere Tractor Assembly
- D-4 Little Red Schoolhouse
- N-11 Lost Island Water Park
- C-5 Marshall One Room School
- B-5 McLeod Center
- I-6 National Cattle Congress  
Electric Park Ballroom  
McElroy Auditorium
- D-4 Oster Regent Theatre
- A-9 Park Place Event Centre
- L-7 Sullivan Brothers Convention Center
- B-5 UNI Gallery of Art
- B-5 UNI-Dome
- B-6 University Museum
- B-6 University Of Northern Iowa
- C-4 Victorian Home & Carriage
- S-10 Waterhawks Ski Club
- K-7 Waterloo Center for the Arts  
Phelps Youth Pavilion  
Hope Martin Theatre
- K-7 Waterloo Convention & Visitors Bureau

- B-5 WRC- Wellness and Recreation Center
- K-6 Young Arena

## Hotels/Motels 🏠

- C-8 1 - AmericInn Lodge Suites  
(319) 277-6166, (800) 634-3444
- N-10 28 - Baymont Suites  
(319) 233-9191
- D-4\* 2 - BlackHawk Hotel & Motor Lodge  
(319) 277-1161, (800) 488-4295
- N-10 3 - Candlewood Suites  
(319) 235-7000, (866) 226-3539
- N-9 4 - Comfort Inn  
(319) 234-7411, (800) 228-5150
- C-9 5 - Comfort Suites  
(319) 273-9999, (800) 424-6423
- E-6 6 - Country Inn Suites - Cedar Falls  
(319) 268-1800, (800) 456-4000
- L-10 7 - Country Inn Suites - Waterloo  
(319) 233-2336, (800) 456-4000
- D-6 8 - Days Inn  
(319) 266-1222, (800) 329-7466
- N-9 9 - Fairfield Inn  
(319) 234-5452, (800) 228-2800
- K-7 10 - Grand Hotel  
(319) 234-7791
- N-9 11 - Hampton Inn & Suites  
(319) 233-2044, (800) HAMPTON
- N-9 12 - Heartland Inn Crossroads  
(319) 235-4461, (800) 334-3277
- G-9 13 - Heartland Inn Hwy 63  
(319) 232-7467, (800) 334-3277
- E-6 14 - Holiday Inn  
(319) 277-2230, (800) 465-4329
- N-9 15 - Holiday Inn Express  
(319) 233-9191, (800) 465-4329
- O-11 16 - Isle Casino Hotel Waterloo  
(319) 833-4753, (877) 475-3946
- F-6 17 - JLL Extended Stay Inn  
(319) 277-1550, (800) 728-9819
- F-6 18 - Midway Studios  
(319) 277-6931
- K-4 19 - Motel 6  
(319) 236-3238
- K-7\* 20 - Quality Inn & Suites  
(319) 235-0301, (800) 480-6422
- K-7\* 21 - Ramada Inn  
(319) 233-7560, (800) 2 RAMADA
- N-9 22 - Super 8  
(319) 233-1800, (800) 800-8000
- H-6 23 - Econo Lodge  
(319) 235-2165, (800) 714-4392
- F-6 24 - University Inn  
(319) 277-1412, (800) 962-7784
- A-9 25 - Wingate Inn  
(319) 277-2400, (800) 228-1000
- G-5 26 - Carriage House (Bed & Breakfast)  
(319) 277-6724
- K-7 27 - Wellington Place (Bed & Breakfast)  
(319) 433-1205

## Golf Courses 🏌️

- M-5 Gates Park
- I-8 Irv Warren
- A-4 Pheasant Ridge
- M-5 Red Carpet
- M-11 South Hills
- B-4 Walter's Ridge

## Parks and Recreation 🌳

- C-3 Black Hawk Park
- G-4 George Wyth State Park
- K-6 River Front Stadium
- A-4 Roger Birdsall Memorial Park

## Shopping Centers 🏬

- M-10 Crossroads Center
- D-10 College Square Mall

\*Location appears only on downtown map.

## Restaurants\*

- M-9 AJ's Eatery & Spirits
- K-7 ArtHouse Café
- D-5 Beck's Sports Bar & Grill Cedar Falls
- H-7 Beck's Sports Brewery Waterloo
- D-3 Brown Bottle - Cedar Falls
- K-7 Brown Bottle - Waterloo
- D-4 Bourbon Street & Voodoo Lounge
- K-7 Cu & The Cellar
- K-7 Doughy Joey's Pizzeria Joynt
- D-5 Famous Dave's
- K-10 Fazoli's
- A-9 Ferrari's Ristorante
- K-6 Hickory House
- H-7 Las Margaritas Family Mexican Restaurant
- J-9 LJ's Neighborhood Bar & Grill
- M-8 Mama Nick's Pizzeria
- D-4 Montage
- D-5 Mulligan's Brick Oven Grill & Pub
- D-4 My Verona
- D-4 The Pump Haus Pub & Grill
- L-7 Roux Orleans & Bourré Lounge
- H-6 Rudy's Tacos
- L-7 The Screaming Eagle
- D-4 Soho Sushi Bar & Deli
- D-4 Toads Bar & Grill
- J-9 Tokyo Japanese Steakhouse & Sushi Bar
- C-8 Zsavooz Sports Lounge & Grill

\*Restaurants listed above are advertisers in this guide. Their map coordinates are noted, but are not plotted on the map.

# FULL PROFILE

2000-2010 Census, 2017 Estimates with 2022 Projections

Calculated using Weighted Block Centroid from Block Groups



**MIDLAND ATLANTIC**  
PROPERTIES

Lat/Lon: 42.4840/-92.4654

RF1

## Hudson Rd & Viking Rd

### Cedar Falls, IA 50613

1 mi radius    3 mi radius    5 mi radius    7 mi radius

	1 mi radius	3 mi radius	5 mi radius	7 mi radius	
<b>POPULATION</b>	2017 Estimated Population	2,294	25,731	57,045	97,012
	2022 Projected Population	2,295	25,771	57,175	98,111
	2010 Census Population	1,399	23,965	54,814	94,516
	2000 Census Population	880	20,588	50,891	91,486
	Projected Annual Growth 2017 to 2022	-	-	-	0.2%
	Historical Annual Growth 2000 to 2017	9.5%	1.5%	0.7%	0.4%
<b>HOUSEHOLDS</b>	2017 Estimated Households	976	9,107	22,785	39,793
	2022 Projected Households	1,007	9,430	23,600	41,597
	2010 Census Households	557	8,109	21,305	37,820
	2000 Census Households	343	6,564	19,066	35,677
	Projected Annual Growth 2017 to 2022	0.6%	0.7%	0.7%	0.9%
	Historical Annual Growth 2000 to 2017	10.8%	2.3%	1.1%	0.7%
<b>AGE</b>	2017 Est. Population Under 10 Years	12.6%	9.5%	10.8%	12.1%
	2017 Est. Population 10 to 19 Years	10.7%	17.0%	13.6%	13.0%
	2017 Est. Population 20 to 29 Years	24.6%	31.6%	24.0%	20.6%
	2017 Est. Population 30 to 44 Years	17.9%	13.5%	15.8%	17.2%
	2017 Est. Population 45 to 59 Years	12.8%	11.5%	14.8%	15.9%
	2017 Est. Population 60 to 74 Years	10.7%	10.6%	14.1%	14.1%
	2017 Est. Population 75 Years or Over	10.7%	6.4%	7.0%	7.1%
	2017 Est. Median Age	30.4	28.8	33.3	34.1
<b>MARITAL STATUS &amp; GENDER</b>	2017 Est. Male Population	48.0%	47.9%	48.8%	48.8%
	2017 Est. Female Population	52.0%	52.1%	51.2%	51.2%
	2017 Est. Never Married	38.4%	55.2%	42.5%	39.2%
	2017 Est. Now Married	44.4%	34.0%	42.9%	43.3%
	2017 Est. Separated or Divorced	10.7%	7.1%	10.0%	12.2%
	2017 Est. Widowed	6.5%	3.7%	4.6%	5.2%
<b>INCOME</b>	2017 Est. HH Income \$200,000 or More	4.0%	3.9%	4.6%	3.4%
	2017 Est. HH Income \$150,000 to \$199,999	6.4%	6.0%	5.3%	4.1%
	2017 Est. HH Income \$100,000 to \$149,999	18.6%	16.1%	15.6%	13.4%
	2017 Est. HH Income \$75,000 to \$99,999	11.0%	11.7%	13.3%	12.7%
	2017 Est. HH Income \$50,000 to \$74,999	15.6%	16.1%	19.1%	19.9%
	2017 Est. HH Income \$35,000 to \$49,999	9.8%	14.2%	13.9%	14.5%
	2017 Est. HH Income \$25,000 to \$34,999	8.5%	8.0%	9.0%	10.4%
	2017 Est. HH Income \$15,000 to \$24,999	10.0%	9.5%	8.2%	9.4%
	2017 Est. HH Income Under \$15,000	16.2%	14.4%	11.0%	12.3%
	2017 Est. Average Household Income	\$69,237	\$72,781	\$75,335	\$67,526
	2017 Est. Median Household Income	\$57,522	\$57,445	\$62,008	\$56,505
	2017 Est. Per Capita Income	\$29,655	\$26,529	\$30,486	\$28,006
2017 Est. Total Businesses	281	861	2,282	4,077	
2017 Est. Total Employees	6,425	15,276	31,582	60,279	

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# FULL PROFILE

2000-2010 Census, 2017 Estimates with 2022 Projections

Calculated using Weighted Block Centroid from Block Groups



**MIDLAND ATLANTIC**  
PROPERTIES

Lat/Lon: 42.4840/-92.4654

RF1

Hudson Rd & Viking Rd Cedar Falls, IA 50613		1 mi radius	3 mi radius	5 mi radius	7 mi radius
<b>RACE</b>	2017 Est. White	90.3%	91.4%	91.2%	85.2%
	2017 Est. Black	2.0%	2.3%	2.8%	7.7%
	2017 Est. Asian or Pacific Islander	4.7%	3.7%	3.0%	2.7%
	2017 Est. American Indian or Alaska Native	0.2%	0.1%	0.2%	0.2%
	2017 Est. Other Races	2.9%	2.4%	2.8%	4.2%
<b>HISPANIC</b>	2017 Est. Hispanic Population	52	565	1,363	3,937
	2017 Est. Hispanic Population	2.3%	2.2%	2.4%	4.1%
	2022 Proj. Hispanic Population	2.6%	2.5%	2.7%	4.8%
	2010 Hispanic Population	2.0%	2.0%	2.1%	3.6%
<b>EDUCATION (Adults 25 or Older)</b>	2017 Est. Adult Population (25 Years or Over)	1,393	12,622	34,059	60,706
	2017 Est. Elementary (Grade Level 0 to 8)	1.8%	1.5%	1.8%	2.6%
	2017 Est. Some High School (Grade Level 9 to 11)	2.2%	2.1%	3.2%	5.7%
	2017 Est. High School Graduate	21.3%	20.8%	25.0%	29.1%
	2017 Est. Some College	15.0%	17.2%	18.7%	19.4%
	2017 Est. Associate Degree Only	11.0%	11.1%	11.4%	11.6%
	2017 Est. Bachelor Degree Only	31.2%	28.6%	24.6%	20.3%
	2017 Est. Graduate Degree	17.5%	18.7%	15.2%	11.2%
<b>HOUSING</b>	2017 Est. Total Housing Units	1,016	9,380	23,491	41,578
	2017 Est. Owner-Occupied	62.6%	58.3%	63.9%	61.5%
	2017 Est. Renter-Occupied	33.5%	38.8%	33.1%	34.2%
	2017 Est. Vacant Housing	3.9%	2.9%	3.0%	4.3%
<b>HOMES BUILT BY YEAR</b>	2010 Homes Built 2005 or later	2.1%	1.1%	0.8%	0.5%
	2010 Homes Built 2000 to 2004	29.6%	14.5%	9.9%	7.4%
	2010 Homes Built 1990 to 1999	22.7%	13.8%	9.6%	7.1%
	2010 Homes Built 1980 to 1989	13.1%	9.1%	7.7%	7.6%
	2010 Homes Built 1970 to 1979	17.6%	16.9%	18.1%	15.9%
	2010 Homes Built 1960 to 1969	11.1%	17.2%	17.6%	15.9%
	2010 Homes Built 1950 to 1959	10.9%	14.7%	18.6%	18.0%
	2010 Homes Built Before 1949	11.2%	18.1%	19.9%	29.1%
<b>HOME VALUES</b>	2010 Home Value \$1,000,000 or More	1.5%	0.8%	0.4%	0.5%
	2010 Home Value \$500,000 to \$999,999	3.3%	3.1%	2.9%	2.0%
	2010 Home Value \$400,000 to \$499,999	4.9%	2.7%	2.5%	1.9%
	2010 Home Value \$300,000 to \$399,999	17.3%	13.1%	9.2%	6.7%
	2010 Home Value \$200,000 to \$299,999	50.5%	32.6%	23.6%	19.0%
	2010 Home Value \$150,000 to \$199,999	23.5%	30.2%	24.9%	21.3%
	2010 Home Value \$100,000 to \$149,999	11.6%	17.9%	25.5%	25.4%
	2010 Home Value \$50,000 to \$99,999	6.1%	6.8%	12.3%	21.5%
	2010 Home Value \$25,000 to \$49,999	3.4%	2.3%	1.9%	3.2%
	2010 Home Value Under \$25,000	7.3%	4.7%	3.1%	3.0%
	2010 Median Home Value	\$228,105	\$199,305	\$178,404	\$155,746
	2010 Median Rent	\$480	\$681	\$653	\$621

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### Cedar Falls, IA 50613

1 mi radius    3 mi radius    5 mi radius    7 mi radius

	1 mi radius	3 mi radius	5 mi radius	7 mi radius	
<b>LABOR FORCE</b>	2017 Est. Labor Population Age 16 Years or Over	1,868	22,045	47,685	79,201
	2017 Est. Civilian Employed	61.5%	65.1%	66.2%	64.6%
	2017 Est. Civilian Unemployed	1.3%	2.8%	2.4%	3.1%
	2017 Est. in Armed Forces	-	-	-	-
	2017 Est. not in Labor Force	37.2%	32.1%	31.3%	32.3%
	2017 Labor Force Males	47.0%	47.2%	48.2%	48.4%
	2017 Labor Force Females	53.0%	52.8%	51.8%	51.6%
<b>OCCUPATION</b>	2010 Occupation: Population Age 16 Years or Over	884	14,474	31,578	51,208
	2010 Mgmt, Business, & Financial Operations	17.5%	14.7%	14.8%	13.4%
	2010 Professional, Related	24.5%	23.4%	22.9%	20.2%
	2010 Service	18.5%	21.8%	19.6%	19.6%
	2010 Sales, Office	24.6%	25.0%	23.9%	23.6%
	2010 Farming, Fishing, Forestry	0.7%	0.3%	0.4%	0.5%
	2010 Construction, Extraction, Maintenance	3.5%	3.7%	5.1%	5.6%
	2010 Production, Transport, Material Moving	10.8%	11.2%	13.3%	17.2%
	2010 White Collar Workers	66.6%	63.0%	61.6%	57.1%
	2010 Blue Collar Workers	33.4%	37.0%	38.4%	42.9%
	<b>TRANSPORTATION TO WORK</b>	2010 Drive to Work Alone	86.0%	76.6%	79.9%
2010 Drive to Work in Carpool		7.4%	5.8%	7.0%	8.3%
2010 Travel to Work by Public Transportation		0.9%	0.7%	0.8%	0.9%
2010 Drive to Work on Motorcycle		0.2%	0.3%	0.4%	0.3%
2010 Walk or Bicycle to Work		4.2%	12.9%	7.5%	5.4%
2010 Other Means		-	0.2%	0.4%	0.9%
2010 Work at Home		1.3%	3.5%	4.0%	3.8%
<b>TRAVEL TIME</b>		2010 Travel to Work in 14 Minutes or Less	55.1%	60.6%	57.3%
	2010 Travel to Work in 15 to 29 Minutes	41.1%	37.4%	39.3%	39.0%
	2010 Travel to Work in 30 to 59 Minutes	2.8%	4.4%	5.6%	5.7%
	2010 Travel to Work in 60 Minutes or More	2.0%	2.1%	3.5%	3.6%
	2010 Average Travel Time to Work	13.1	12.2	13.1	13.6
<b>CONSUMER EXPENDITURE</b>	2017 Est. Total Household Expenditure	\$53.3 M	\$514 M	\$1.32 B	\$2.12 B
	2017 Est. Apparel	\$1.86 M	\$17.9 M	\$45.8 M	\$73.8 M
	2017 Est. Contributions, Gifts	\$3.63 M	\$34.6 M	\$89.3 M	\$140 M
	2017 Est. Education, Reading	\$2.14 M	\$20.2 M	\$51.2 M	\$80.2 M
	2017 Est. Entertainment	\$2.97 M	\$28.7 M	\$73.7 M	\$119 M
	2017 Est. Food, Beverages, Tobacco	\$8.15 M	\$78.8 M	\$201 M	\$328 M
	2017 Est. Furnishings, Equipment	\$1.82 M	\$17.6 M	\$45.3 M	\$72.3 M
	2017 Est. Health Care, Insurance	\$4.67 M	\$45.0 M	\$115 M	\$188 M
	2017 Est. Household Operations, Shelter, Utilities	\$16.6 M	\$159 M	\$407 M	\$658 M
	2017 Est. Miscellaneous Expenses	\$786 K	\$7.56 M	\$19.4 M	\$31.6 M
	2017 Est. Personal Care	\$693 K	\$6.69 M	\$17.1 M	\$27.6 M
	2017 Est. Transportation	\$10.0 M	\$97.4 M	\$250 M	\$406 M

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