



RETAIL PROFILE

WASHINGTON CITY / UTAH



2022

WASHINGTON CITY

Retail Profile / 2022

Set against the backdrop of Pine Valley Mountain and the beautiful Red Cliffs Desert Reserve, Washington City boasts 3 exits off Interstate-15. Exit 13 is the gateway to Washington County and a premier location for retail development. With over 170,000 individuals residing within 30 minutes, Washington City is at the center of one of the fastest growing areas in southern Utah. Between 2017 and 2021 Washington City added over 3,300 homes with several higher density multi-family units near Exit 13. Development of the high-line Sienna Hills Auto Mall and Steward Health's newest hospital is already underway on the west side of the exit. Both are scheduled to open third quarter of 2023.



I-15 Exit 13

1

Community Overview

Because Washington City is one of the fastest growing communities in the United States, we are able to offer retailers opportunities unavailable elsewhere. You will find our city a wonderful place to live, work and play. Come and see for yourself.

Stats	WASHINGTON CITY	15 Min Drive Time	30 Min Drive Time	Utah
Total Population	30,849	116,789	171,020	3,370,531
Annual Growth Rate	4.52%	2.51%	2.84%	1.78%
Total Households	10,086	40,722	58,227	3,320,184
Median Household Income	\$68,264	\$61,597	\$63,281	\$76,052
Median Household Age	32.7 years	33.9 years	34.4 years	31.1 years
Employee Population	11,902	46,606	68,320	1,610,965

Source: Esri 2021 Estimates

2

Consumer Characteristics

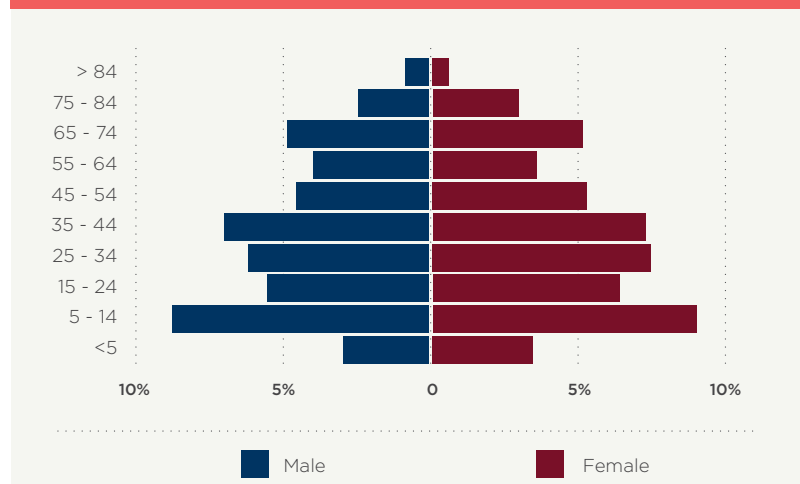
Education	City	State
No High School Diploma	6.0%	6.0%
High School Graduate	22.0%	23.0%
Some College	29.0%	25.0%
Associate's Degree	12.0%	10.0%
Bachelor's Degree	19.0%	24.0%
Post-graduate Degree	12.0%	11.0%

Source: Esri 2021 Estimates

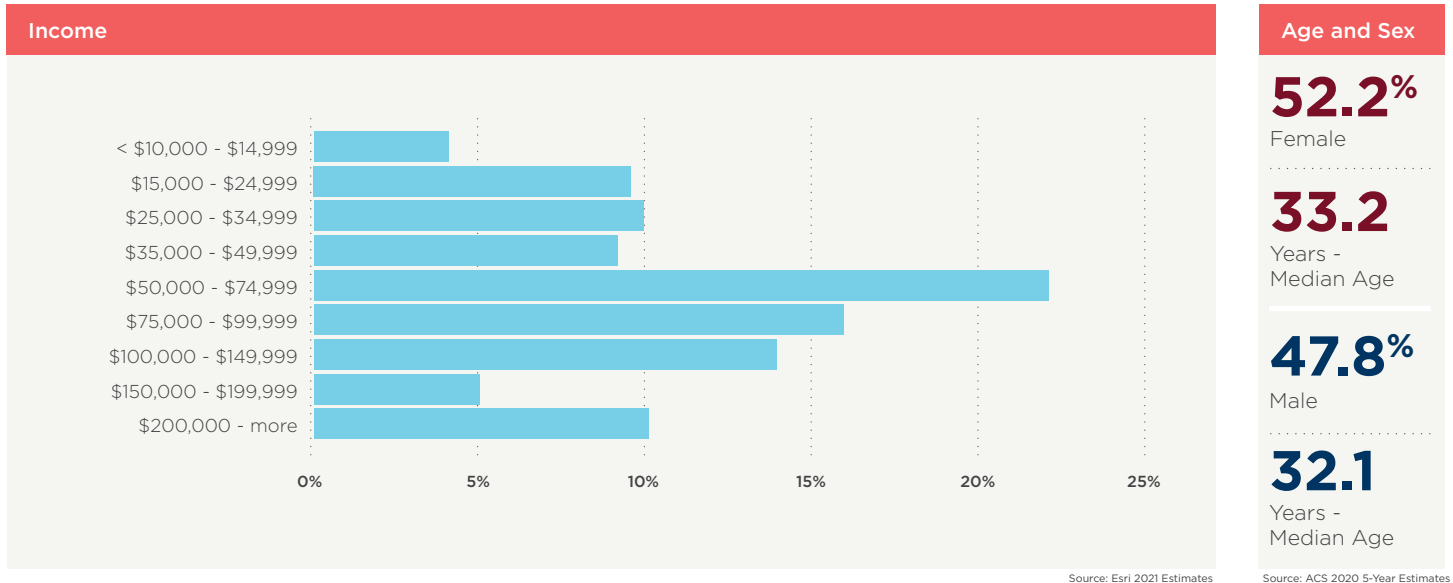
Housing
8,400
Owner Occupied
1,686
Renter Occupied

Source: Esri 2021 Estimates

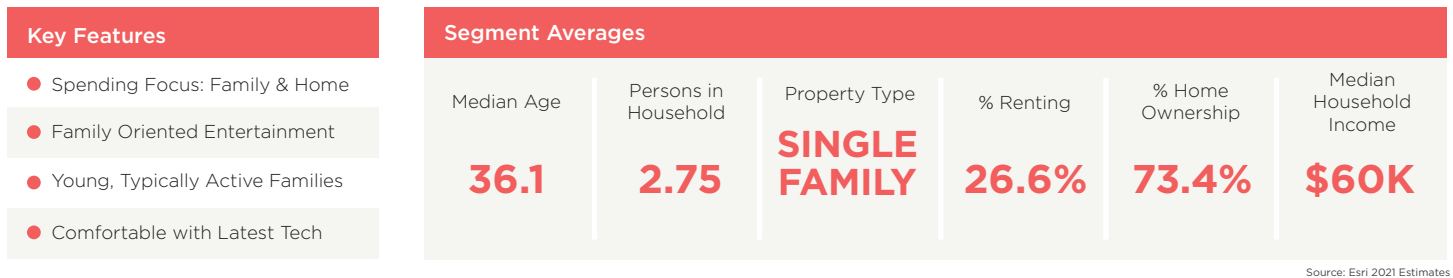
Population



Source: ACS 2020 5-Year Estimates



3 Top Consumer Segment

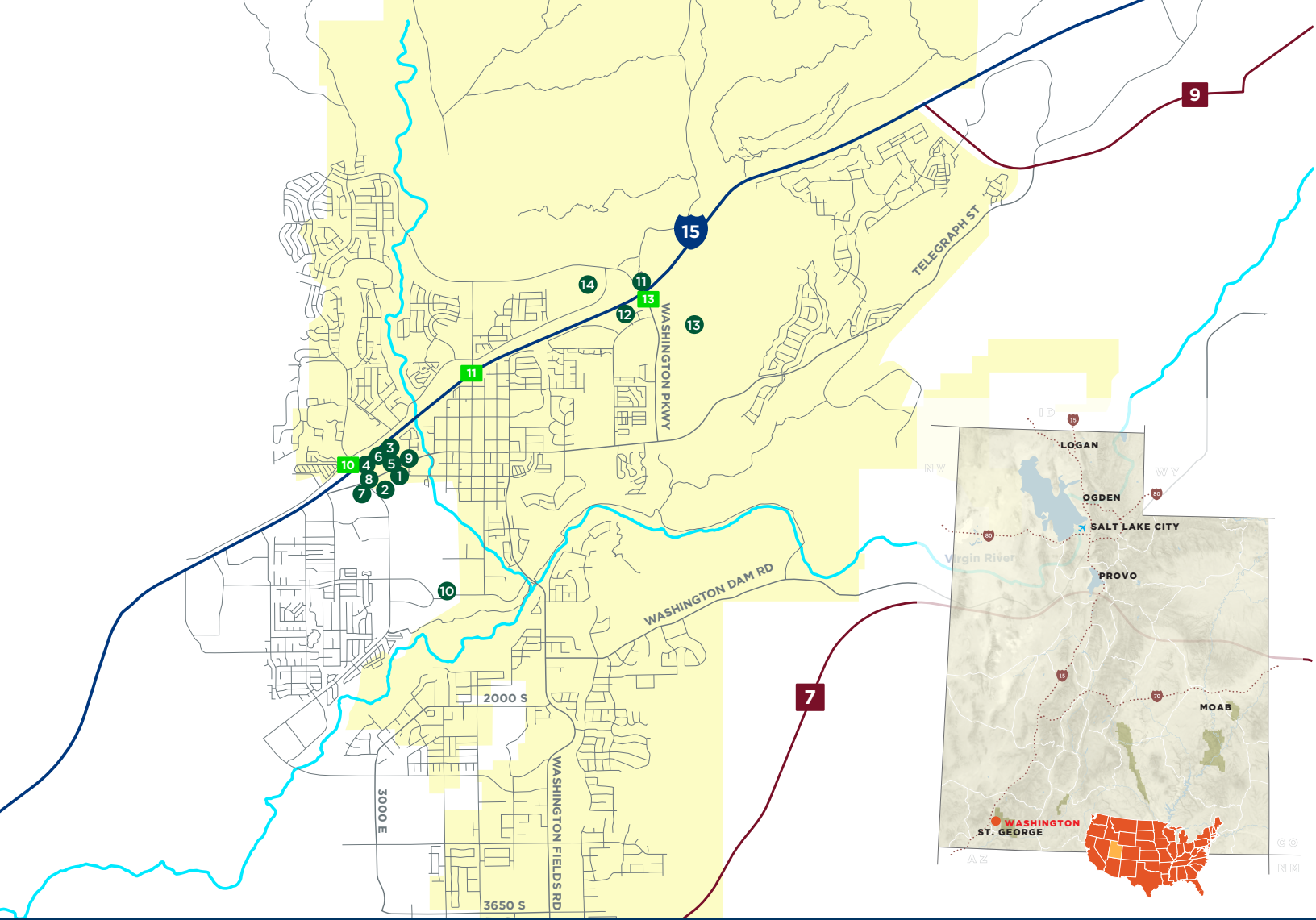


4 Spending Leakage



Washington City is an up-and-coming retail destination.

Our residents are young, tech-savvy, and love our outdoor recreational activities. There are significant opportunities for retailers of all types, but particularly for food and beverage or general merchandise stores. City staff are ready and able to assist you with any inquiries about the opportunities in Washington City.



Washington City Details & Map

10 Exit 10 Existing Businesses:

- 1** Walmart Supercenter
- 2** The Home Depot
- 3** Kohl's
- 4** Best Buy
- 5** Red Robin
- 6** Joann Fabrics and Crafts
- 7** Albertsons Grocery
- 8** In-n-Out Burger
- 9** Discount Tire
- 10** Burton Lumber & Hardware

13 Exit 13 Projects Under Construction:

- 11** Steward Health Hospital
- 12** Sienna Hills Auto Mall
- 13** Grapevine Crossing Gathering Place
- 14** Green Springs Master Planned Community Development

11 Exit 11

New Washington Main Street exit planned to open early 2024

To learn more about doing business in Washington City:



CONTACT RUSTY HUGHES

Economic Development Director

(435) 656-6312 | rhughes@washingtontcity.org

washingtontcity.org/development/economicdevelopment