



FOR SALE

47.9 AC PRIME DEVELOPMENT LAND

SWC NW 128TH STREET/
DOUGLAS PKW
URBANDALE, IA 50323

**PAIGE
RUETER
BENLAALA**

515-370-3211
Paige@rueterco.com
Licensed in Iowa

RUETER
PROPERTIES

2425 NE 126th Avenue
Elkhart, IA 50073
www.rueterproperties.com

SITE OVERVIEW



This ±47.90-acre development site represents one of the most visible and high-traffic land opportunities in the Des Moines metro. Located along the I-35/I-80 corridor, the property offers unmatched exposure and scale, making it ideal for a single-user campus or anchor development. As one of the last remaining large tracts in this high-growth area, the site provides a rare opportunity for a range of uses, including advanced manufacturing, destination retail, or a mixed commercial campus.

PROPERTY DESCRIPTION

- ±47.90 acres of prime, undeveloped land
- Positioned along the I-35/I-80 corridor with unmatched visibility and traffic exposure
- One of the last large-scale, contiguous development sites in the Des Moines metro
- Ideal for a single-user campus or anchor development
- Flexible for a range of uses including advanced manufacturing and destination retail
- Strong access via Douglas Parkway and NW 128th Street

LOCATION DESCRIPTION

- Prime I-35/I-80 corridor location with unmatched visibility
- Direct access via Douglas Parkway and NW 128th Street
- One of the highest traffic corridors in the Des Moines metro
- Surrounded by rapid residential and commercial growth
- Minutes from Jordan Creek Town Center and major retail nodes
- Located within a high-income, high-demand trade area

47.90
TOTAL
ACRES

SINGLE
USER
OPPORTUNITY

111K+
VEHICLES
PER DAY

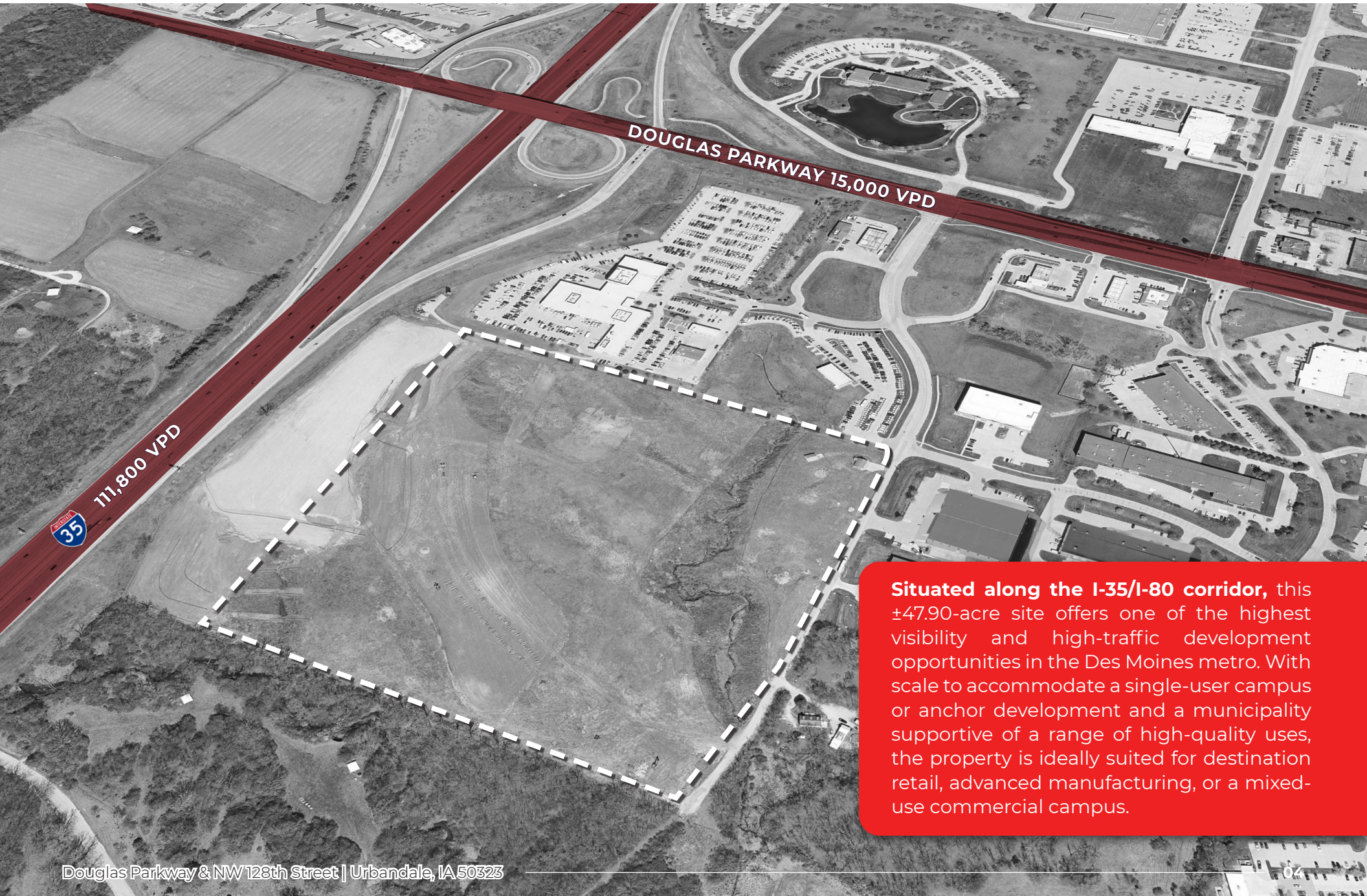
I-35/I-80
CORRIDOR
LOCATION

Located in the Des Moines Metro

AERIAL OVERVIEW

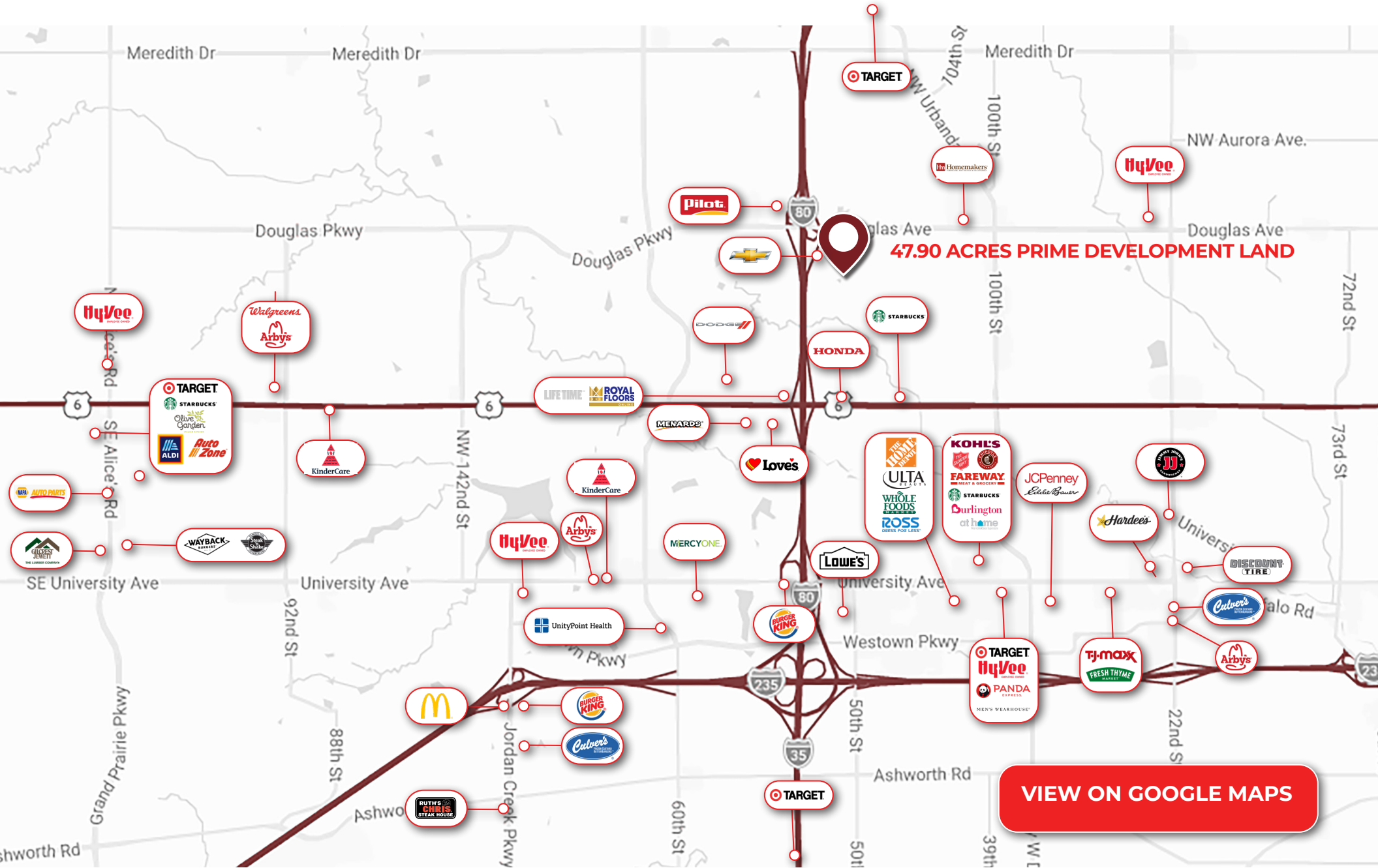


LOCATION AERIAL



Situated along the I-35/I-80 corridor, this ±47.90-acre site offers one of the highest visibility and high-traffic development opportunities in the Des Moines metro. With scale to accommodate a single-user campus or anchor development and a municipality supportive of a range of high-quality uses, the property is ideally suited for destination retail, advanced manufacturing, or a mixed-use commercial campus.

AMENITY MAP



I-35/I-80 CORRIDOR

6%

Population Growth
Since 2020

\$85K+

Median HH
Income

1,000+

Ongoing Residential
Expansion

\$1B+

Annual
Retail Sales

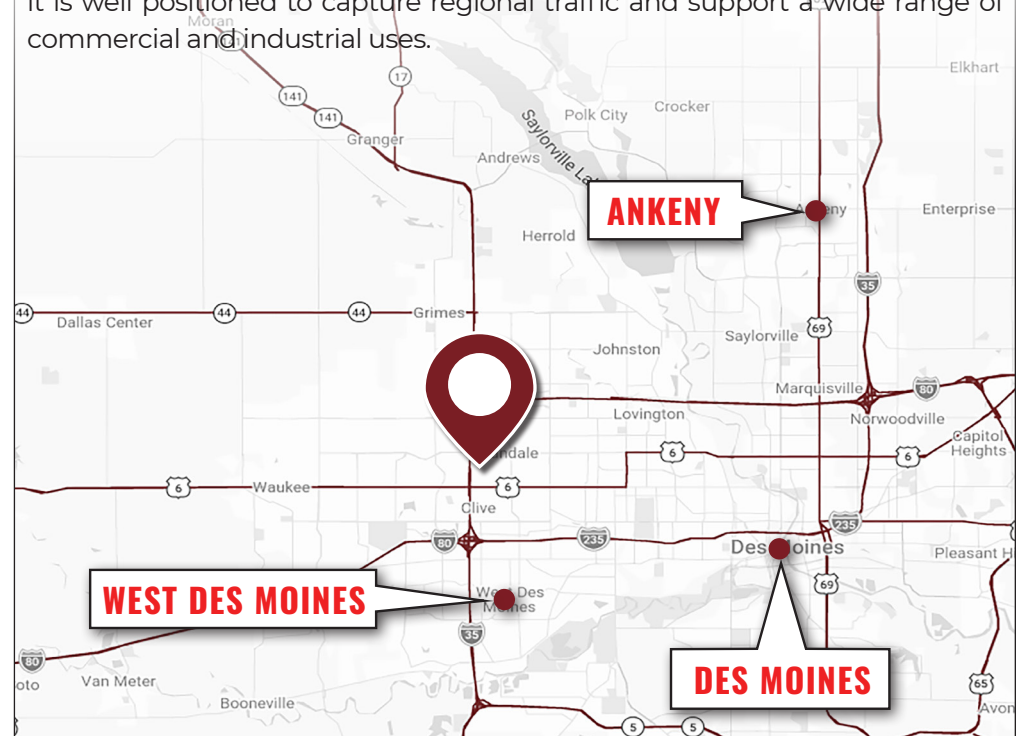
Positioned along the I-35/I-80 corridor in Urbandale, these metrics highlight the strength of the surrounding trade area, one of the most active growth regions in the Des Moines metro. Continued population growth, strong household incomes, and ongoing residential expansion are driving increased consumer demand and commercial activity throughout the west metro. Proximity to West Des Moines and surrounding communities continues to attract new residents and businesses to the area.

Strong retail spending and sustained housing growth further reinforce the area's long-term trajectory, creating a favorable environment for new commercial and industrial development. With direct access to I-35/I-80 and proximity to expanding rooftops, the site is well positioned to capture regional traffic, serve a growing population base, and benefit from continued development across the Des Moines metropolitan area.

WEST METRO GROWTH CORRIDOR Situated at the Interstate 35 exit in Urbandale, within the Des Moines MSA, the property benefits from exceptional regional connectivity and visibility along one of Central Iowa's primary transportation corridors. The area is experiencing continued residential and commercial growth, supported by expanding rooftops and proximity to West Des Moines. Surrounded by major traffic drivers and established retail nodes, the site offers a strategic location for users seeking access to the growing west metro trade area.

STRATEGIC POSITIONING

This site offers a strategic location along the I-35/I-80 corridor, positioned within one of the most active growth areas in the Des Moines metro. With direct access, strong visibility, and proximity to expanding residential and commercial development in Urbandale, Waukee, and West Des Moines, it is well positioned to capture regional traffic and support a wide range of commercial and industrial uses.



MARKET OVERVIEW



CITY POPULATION

~46 K+

Urbandale,
IA

~111 K+

Dallas
County



NEARBY MAJOR CITIES

70 K

West
Des Moines
IA

~31 K

Waukee
IA



COLLEGES & UNIVERSITIES

Drake University

Iowa State University

Des Moines Community
College



MAJOR EMPLOYERS

Principal Financial Group
Wells Fargo
UnityPoint Health
Athene Holding

URBANDALE, IA | DALLAS COUNTY

Urbandale, located within the Des Moines MSA, is part of one of the most active growth areas in Central Iowa, driven by strong residential expansion and increasing commercial development. The west metro continues to benefit from its proximity to major employment centers, established retail destinations, and expanding infrastructure. With access to the I-35/I-80 corridor and nearby communities such as West Des Moines and Waukee, the area offers strong fundamentals for long-term commercial growth.

ECONOMIC STRENGTH & GROWTH

The Des Moines metro economy is supported by a diverse mix of finance, insurance, healthcare, and logistics industries, providing stability across economic cycles. The west metro, in particular, has experienced continued investment, population growth, and new business activity. Strong household incomes and consistent residential development are driving increased demand for retail, commercial, and industrial space, positioning the area for sustained long-term growth.

EDUCATION & WORKFORCE

The Des Moines metro is supported by a strong network of educational institutions, contributing to a skilled and growing workforce. Nearby universities and colleges, along with continued population growth in the west metro, support long-term economic stability and business expansion. Access to a qualified labor pool, combined with the area's quality of life and ongoing development, reinforces the strength of the Urbandale and West Des Moines markets.

DEMOGRAPHIC SUMMARY



3 MILE

58,820
Population

\$103,120
Median HH Income

5 MILE

201,999
Population

\$96,444
Median HH Income

10 MILE

404,895
Population

\$86,203
Median HH Income



2026 SUMMARY	3 MILE	5 MILE	10 MILE
Population	58,820	201,999	404,895
Households	24,213	83,544	165,816
Families	15,298	51,052	97,564
Average Household Size	2.42	2.40	2.40
Owner Occupied Housing Units	16,574	55,698	106,592
Renter Occupied Housing Units	7,639	27,846	59,224
Median Age	39.5	37.5	36.8
Median Household Income	\$103,120	\$96,444	\$86,203
Average Household Income	\$139,072	\$130,777	\$120,437