



Adventureland Drive Land

1845 Adventureland Drive, Altoona, IA
6.73 Acre Site | Development Land | For Sale



Executive Summary

NAI Iowa Realty Commercial is pleased to present a premier **6.73-acre commercial development site** positioned at the epicenter of Iowa's most concentrated tourism and entertainment corridor. Strategically located at 1845 Adventureland Drive, this site offers unparalleled visibility and "cross-traffic" synergy from the state's most iconic regional destinations.

Unrivaled Anchor Proximity: The property is directly adjacent to **Prairie Meadows Racetrack & Casino** and **Adventureland Resort**, two massive regional draws that collectively attract over **4 million visitors annually**.

- **Retail & Hospitality Synergy:** Located minutes from the **Outlets of Des Moines** and **Bass Pro Shops**, the site captures high-spending regional shoppers from across the Midwest. It is also surrounded by a high density of national hospitality brands, ensuring a 365-day customer base.
- **Infrastructure for Growth (2026):** Value-add potential is bolstered by the City of Altoona's **Adventureland Drive NW Reconstruction**. Scheduled for 2026, this project will widen the corridor from 2 to 5 lanes, specifically designed to optimize traffic flow and accommodate high-density development.
- **Exceptional Connectivity:** With immediate access to the **I-80/U.S. 65 interchange**, the site serves as a vital gateway connecting the local Altoona market to the greater Des Moines metro (just 10 minutes away).

Sale Price

\$15.00 - \$19.00 PSF

Location Information

Property Name	Adventureland Drive Development Land
Street Address	1845 Adventureland Dr
City, State, Zip	Altoona, IA 50009
County	Polk

Lot Information

5 Lots Available	0.91 - 1.82 acres
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Property Information

Property Type	Development Land
Property Subtype	Retail/Office
Zoning	C-2 Zoning - provides development ranging from premium retail, quick service restaurants, medical clinics, corporate offices, or high-end hospitality.

Traffic

Vehicles Per Day	11,400 VPD (2024 IA DOT)
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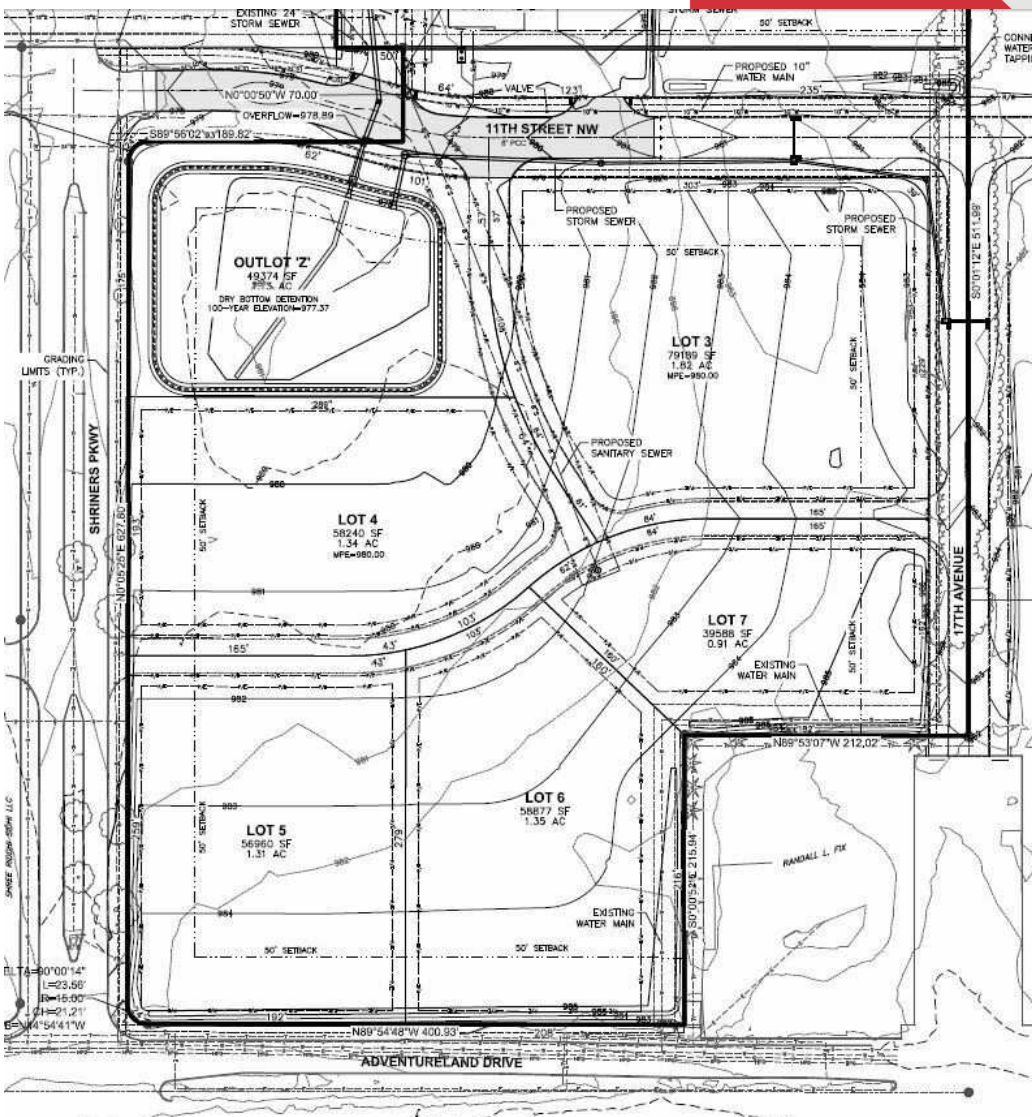
2026 Road Expansion

Adventureland Drive, east from 17th Ave NW to 9th Ave NW going from 2 lanes to 5 lanes (4 lanes + median turn lanes)



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Conceptual Site Plan & Pricing



Land Availability

Status	Lot #	SF	Acres	Price
Available	3	79,189 SF	1.82 Ac	\$15.00 PSF
Available	4	58,240 SF	1.34 Ac	\$15.00 PSF
Available	5	56,960 SF	1.31 Ac	\$19.00 PSF
Available	6	58,887 SF	1.35 Ac	\$17.00 PSF
Available	7	39,588 SF	0.91 Ac	\$15.00 PSF

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DEMOGRAPHIC KEY FACTS

1845 Adventureland Drive Northwest | Altoona, Iowa

1 MILE RING

3 MILE RING

5 MILE RING

Total Population	7,658	30,155	66,218
Median Age	36.2	37.0	37.6
Median HH Income	\$83,930	\$88,145	\$82,670
Total Businesses	146	812	1,530
Total Employees	3,692	12,590	21,934
Bachelor's/Grad Degree	34.4%	33.3%	30.6%
White Collar Employment	68.4%	66.9%	63.6%
Blue Collar Employment	16.9%	18.2%	21.6%

Source: Esri (2025, 2030), Esri-Data Axle (2025)

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