

Outlots

Prairie Crossing | Altoona, Iowa

Prairie Crossing is a regional, master planned mixed use development at the intersection of I-80 and Hwy 65 | Altoona, Iowa. This development is home to major retailers like Bass Pro shops and the Outlets of Des Moines as well as the Hyatt Place, Fairfield Inn and multiple dining options. The area is home to Adventureland Resorts and Prairie Meadows Racetrack and Casino. Collectively, these attractions draw hundreds of thousands of visitors from across the Midwest.

Development Highlights

- + Outlots ranging from .5 to 13 Acres
- + Can accommodate 7,000-190,000 SF
- + Ownership is open to outlot sales or leasing
- + Surrounded by Des Moines' top retail destinations: [Outlets of Des Moines](#), [Adventureland Resort](#), [Prairie Meadows Casino](#) and [Bass Pro Shops](#)
- + Visible from I-80 (65,000 VPD) & Hwy 65 (32,800 VPD)



Site Plan



| Demographics | 1-Mil | 3-Mile | 5-Mile |
|--|----------|----------|----------|
| Total Population | 918 | 35,748 | 81,285 |
| Annual Population Growth (2023 - 2028) | 2.66% | 1.15% | 0.89% |
| Households | 392 | 14,223 | 31,161 |
| Average Household Income | \$75,095 | \$93,427 | \$93,941 |
| Annual Household Growth (2023 - 2028) | 2.75% | 1.22% | 0.96% |

Co-Tenancy



1,850,000

Annual Visitors to the Outlets of Des Moines



1,000,000

Annual Visitors to Adventureland Resort



3,600,000

Annual Visitors to Prairie Meadows Casino



1,250,000

Annual Visitors to Bass Pro Shops

Contact Us

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