

Urban Loop
Guidebook



TURNING ACCESS INTO OPPORTUNITY

Reach your destination

Introducing the Urban Loop, an economic development area connected by a network of accessible routes that make Urbandale a center of opportunity for business investment and workforce talent. The Urban Loop will help you get wherever you want to go.

Connect like never before

The Urban Loop is much more than Interstate 35/80 between Merle Hay Road and Hickman Road in Urbandale. It's also a mid-continent, border-to-border and coast-to-coast combined stretch of interstate in Central Iowa. It's dominated by the ninety degree turn in the freeway that is the Urban Loop's most recognizable feature.

The Urban Loop is defined by the access points that connect Urbandale to the world. The Urban Loop will soon have **seven interchanges** to reach from the Rio Grande to Lake Superior and from Atlantic to Pacific. In the Des Moines Metro, the Urban Loop serves routes throughout the Metro including I-235 and the 5/65 bypass.

The Urban Loop is an area in which Urbandale leaders have proactively invested tens of millions of dollars in essential infrastructure. It's also where forward-thinking developers have prepared top-notch business parks and shovel-ready parcels to move Urbandale to the top of the stack for business location and investment decisions.

The Urban Loop is four square miles of opportunity **powered by access.** Access to the interstate, access to city leaders, access to the Metro, access to talented workers, access to a competitive business climate and access to a great life. **It's where access turns into opportunity.**



Take advantage of access

With the most I-35/80 interchanges of any Des Moines Metro city and a fully-developed local street network, Urbandale is uniquely accessible. The Urban Loop serves developers, businesses, residents, and commuters all at once.

- Increase visibility for your business on a site seen by 100,000 vehicles per day.
- Shorten your commute. Travel easily between work and home.
- Invest in a facility with access to major transport and commuter routes.



Celebrating our past. The Urban Loop is inspired by our city's origins.

Urbandale has been helping people get where they're going since 1917, when the town grew around a railway turning-loop for streetcars traveling to and from downtown Des Moines.

A tribute to this landmark loop stands today at Bill Lawson Trolley Park, at the corner of 70th Street and Roseland Drive.



Shaping our future

The Urban Loop area is four square miles of career-building, business-growing, work and life-balancing, return-on-investment opportunity.

The highly accessible development area offers retail, office, flex, warehouse and light industrial space. There are also over 700 acres of land ready and waiting for a groundbreaking ceremony to inaugurate the next new business facility in this strategic location.

Urbandale leaders have created a business climate where **highly-rated city services are provided at an exceptionally low rate**. In fact, Urbandale's city tax levy is the lowest in Iowa for cities its size. Competitive and straightforward business incentive policies add more value to the equation when considering investment in Urbandale.

Investors in Urbandale benefit from access to city policymakers and an engaged staff ready to look for solutions and help businesses succeed. More than **500 businesses** have **invested upwards of \$143 million** in the Urban Loop in the last five years and more investment will

quickly follow new interchange access. The area's highly-skilled workforce is enjoying new restaurant, retail and service amenities along with more options for bikers and walkers to connect to an extensive trail system.

With room to grow and freedom to move, the Urban Loop will continue to shape our city's future.

Stay in the loop!

Urbandale has built a solid reputation for development excellence. The City has partnered with developers to create some of the Metro's most recognizable business parks, buildings and retail centers. Urbandale's high-service/low-cost reputation is well known in the development and business community.

All of Urbandale's assets will be enhanced when new interchanges open to serve the Urban Loop area. **A full interchange will open at 100th Street in 2018. In 2020, direct access will be added at Meredith Drive and Iowa Highway 141.** Seven ways to reach your customers, your export markets, and your home at the end of an honest day's work.

Travel notes

Where to next?





Let us keep you in the loop.

Get maps, facts and data. Stay up to date on progress.

Talk to us about locating or expanding in the Urban Loop area.

UrbanLoop.org

