



FOR LEASE

RESTAURANT & EVENT SPACE · IOWA CITY, IOWA

Highlander Hotel Hospitality & Event Spaces

2525 Highlander Place · Iowa City, IA 52245

Turnkey restaurant, banquet, and event infrastructure within the established Highlander Hotel — a rare opportunity to operate high-volume food, beverage, and event programming with built-in hotel guest traffic and a proven Iowa City demand base.



OFFERING SUMMARY

TOTAL LEASABLE SF

14,428 SF

ASKING RATE

\$14.00 PSF

LEASE STRUCTURE

NNN

ANNUAL HOTEL VISITS

71,500+

AVG. DWELL TIME

398 min.

CLICK HERE FOR A
VIRTUAL TOUR

PROPERTY OVERVIEW

The Highlander Hotel at 2525 Highlander Place offers a fully built-out, high-capacity hospitality and event complex within an established, operating full-service hotel. The available spaces span the west end of the property and include a main dining restaurant, commercial kitchen, large-format ballroom, pre-function space, and expansion area — **14,428 SF** of turnkey infrastructure ready for an operator.



HIGHLIGHTS

- Fully built-out — no TI required to begin operations
- 71,500+ annual hotel visits — built-in customer base
- 5,832 SF ballroom — large-format hotel event space in Iowa City
- Commercial kitchen serves restaurant and banquet simultaneously
- \$14.00 PSF NNN competitive for fully built-out F&B and event space

DETAIL	INFORMATION
Address	2525 Highlander Pl, Iowa City, IA 52245
County	Johnson County
Year Built	1972
Lot Size	394,609 SF (9.06 acres)
Operating Expenses	~ \$4/SF/yr
Total Leasable SF	14,428 SF
Asking Rate Annual	\$14.00 PSF NNN
Base Rent Monthly	\$201,992 / year
Base Rent Lease	\$16,833 / month
Type	Triple Net (NNN)
Zoning	CH1 (Highway Commercial)

SPACE BREAKDOWN

SPACE	SF
Ballroom	5,832 SF
Restaurant	4,890 SF
Commercial Kitchen	2,474 SF
Pre-Function Area	740 SF
Expansion Area	492 SF
Total	14,428 SF

Rate is Negotiable. The \$14.00 PSF NNN starting point is competitive for a fully built-out, turnkey restaurant and event space in Iowa City. Ownership is open to structuring terms that reflect a qualified operator's business plan and lease duration.

VISIBILITY & BUILT-IN DEMAND



According to Placer.ai data for May 1, 2025 through April 30, 2026, the Highlander Hotel generates substantial on-site traffic with strong dwell times — creating a meaningful built-in audience for a restaurant, banquet, catering, or event operator before any outside marketing or bookings.

HIGHLANDER HOTEL — PLACER.AI TRAFFIC DATA

Source: Placer.ai CRE Overview · May 1, 2025 – April 30, 2026

METRIC	HIGHLANDER HOTEL
Annual Visits	71,500
Unique Visitors	30,700
Average Dwell Time	398 minutes (~6.6 hrs)
Visit Frequency	2.32 visits / visitor
Year-over-Year Visit Change	+5.9%
Average Daily Visits (est.)	~196 visits / day

What this means for an operator: Approximately 196 daily on-site guests and visitors — each averaging 6.6 hours of dwell time — represent a built-in revenue opportunity that no standalone restaurant enjoys. Capturing even a portion of this captive audience for dining or bar service anchors a meaningful baseline before any event programming begins.

WEEKEND & EVENING DEMAND

Placer.ai shows Saturday and Sunday as the highest-traffic days — aligning directly with peak demand for:

- Weddings & private event receptions
- Weekend hotel dining and bar service
- Corporate and university weekend events
- Banquets and overnight group dining

SPACE COMPOSITION



RESTAURANT

4,890 SF

Main dining & service area

COMMERCIAL KITCHEN

2,474 SF

Full-scale production capacity

BALLROOM

5,832 SF

Large-scale events & banquets

PRE-FUNCTION + EXPANSION

1,232 SF

740 SF cocktail · 492 SF expansion

Total Leasable Area: 14,428 SF — Available as a single tenancy on the west end of the Highlander Hotel, configured for seamless, simultaneous food, beverage, and event operations.

Restaurant

4,890 SF

Main dining and service area encompassing the full front-of-house restaurant operation. Existing restaurant infrastructure serves both hotel guests and outside diners. Configured for full-service dining with bar service potential.

Full-service dining · Bar potential · Hotel guest capture · Breakfast, lunch & dinner

Commercial Kitchen

2,474 SF

Full-scale commercial production kitchen purpose-built for high-volume output. Capable of supporting restaurant service and large-scale banquet production simultaneously — a key operational advantage for a catering or full-service event operator.

High-volume capacity · Restaurant + banquet service · Full production infrastructure

Ballroom

5,832 SF

The anchor event space — 5,832 SF accommodates large-scale weddings, corporate conferences, banquet dinners, and university-related events. A rare large-format hotel ballroom footprint in the Iowa City market, supported by adjacent kitchen and pre-function infrastructure.

Weddings · Corporate events · University of Iowa market · Conferences & banquets

Pre-Function & Expansion

1,232 SF combined

Pre-Function (740 SF): Cocktail and entry space connecting the lobby to the ballroom — designed for receptions and event arrivals with natural flow into the main event space.

Expansion Area (492 SF): Hotel amenity space included in the overall lease footprint.

Cocktail receptions · Lobby adjacency · Event flow management

IOWA CITY MARKET & DEMOGRAPHICS

Iowa City is home to the **University of Iowa** — a flagship Big Ten institution — generating year-round demand for hotel accommodations, corporate dining, and event space from university administration, healthcare, athletics, alumni, and corporate travel.

The city's hospitality market benefits from consistent, diverse demand drivers that support hotel rooms, dining, catering, banquet, and large-format event use throughout the year.

POPULATION & TRADE AREA

GEOGRAPHY	POPULATION	MEDIAN HH INCOME
Iowa City (city proper)	~74,000	~\$52,000
Coralville	~22,000	~\$65,000
North Liberty	~21,000	~\$79,000
Johnson County (total)	~160,000	~\$65,000

KEY EMPLOYMENT & INSTITUTIONAL ANCHORS

EMPLOYER / INSTITUTION	SCALE
University of Iowa — students	31,000+
University of Iowa — total employees	~24,000
UI Hospitals & Clinics (UIHC)	~14,000 employees
Kinnick Stadium capacity	69,250 seats
Average game-day attendance	~65,000+

University-Driven Demand: Iowa City's economy is anchored by the University of Iowa — a Big Ten institution generating consistent year-round demand for dining, events, corporate accommodation, and hospitality. UIHC is one of the Midwest's leading academic medical centers, driving meaningful medical conference, visiting physician, and corporate travel demand throughout the year.

DEMAND DRIVERS & MARKET CONTEXT

- University of Iowa Athletics** Hawkeye football, basketball, and wrestling drive major game-day hospitality demand. Home football Saturdays bring 65,000+ visitors, generating hotel, dining, and event revenue across Iowa City and Coralville.
- Graduation & University Events** Commencement, orientation, alumni weekends, and performing arts create recurring multi-day hospitality peaks throughout the academic year.
- Medical & Corporate Conferences** UIHC and university professional groups regularly require hotel-attached meeting, banquet, and dining capabilities not easily sourced elsewhere in the market.
- Weddings & Social Events** The Iowa City / Johnson County market supports a strong wedding and social event calendar, with demand for large-format hotel ballrooms exceeding available inventory.
- Limited Large-Format Competition** The 5,832 SF Highlander ballroom represents a differentiated and scarce product in the Iowa City hotel market, with few comparable on-site hotel event spaces at this scale.
- Kinnick Stadium** 69,000+ capacity; game weekends generate significant hotel, dining, and event demand across the Iowa City / Coralville market.

POPULATION GROWTH — JOHNSON COUNTY

Johnson County has seen consistent population growth driven by university enrollment, healthcare employment, and regional economic development. North Liberty and Coralville continue to add residential density within the Highlander's primary trade area, expanding the local customer base for both dining and event use.

NEARBY RETAILERS & TRADE AREA

The Highlander's trade area is supported by an active mix of dining, retail, and cultural destinations across Iowa City — demonstrating a healthy commercial ecosystem and a consumer base accustomed to spending on food, beverage, and experiences.

NEARBY BUSINESSES BY DISTANCE

BUSINESS	DISTANCE	CATEGORY
The Supper Club	0 mi	Restaurant / bar
Los Agaves Mexican Grill	0.5 mi	Mexican restaurant
Scooter's Coffee	0.9 mi	Coffee
Press Coffee	1.5 mi	Coffee
Starbucks Coffee	1.5 mi	Coffee
Hy-Vee Market Grille	1.5 mi	Restaurant / grocery dining
Short's Burgers Eastside	1.6 mi	Burgers / restaurant
Cracken's Grill	1.6 mi	Restaurant / grill
BlackStone	1.6 mi	Restaurant
Midnight Coffee	2.5 mi	Coffee
Bluebird Diner	2.5 mi	Diner
Hamburg Inn No. 2	2.5 mi	Diner / restaurant
Shakespeare's Pub And Grill	2.6 mi	Pub / grill
Pop's BBQ	2.6 mi	BBQ restaurant
Basta Pizzeria Ristorante	2.7 mi	Pizza / Italian
Pullman Bar & Diner	2.7 mi	Bar / diner
St. Burch Tavern	2.7 mi	Tavern / restaurant

CONTINUED

BUSINESS	DISTANCE	CATEGORY
Java House Coffee Roasters	2.8 mi	Coffee
Mammita's Coffee	2.8 mi	Coffee
Poindexter Coffee	2.8 mi	Coffee
The Stuffed Olive	2.8 mi	Bar / lounge
Pedestrian Mall	2.8 mi	Attraction / district
RAYGUN	2.8 mi	Retail – apparel / gifts
Target	2.8 mi	Retail – general merch.
Hyper Energy Bar	2.9 mi	Beverage / energy bar
Big Grove Brewery & Taproom	3.5 mi	Brewery / taproom
Von Maur	3.5 mi	Retail – dept. store
Active Endeavors of Iowa City	3.5 mi	Retail – apparel / outdoor
Stuff Etc	3.6 mi	Retail – consignment
Scooter's Coffee (2nd location)	3.7 mi	Coffee
Bistro Restaurant & Bar	3.7 mi	Restaurant / bar

Active Commercial Ecosystem: Iowa City's dining and retail landscape reflects a highly engaged consumer base with strong per-capita spending on food and beverage — driven by university students, medical professionals, and a young, educated population. The Highlander's location within this ecosystem positions the tenant to serve both hotel guests and the broader Iowa City community.

MARKET OVERVIEW & LOCATION



IOWA CITY — A STRONG HOSPITALITY MARKET

Iowa City is home to the **University of Iowa** — one of the Big Ten's flagship institutions — generating year-round demand for hotel accommodations, corporate dining, and event space from university administration, athletics, healthcare (University of Iowa Hospitals), and a large, active alumni base.

The city's hospitality market benefits from consistent demand drivers including university events, Hawkeye athletics, medical conferences, graduation weekends, and corporate travel. A full-service hotel restaurant and ballroom within this market is a differentiated and in-demand product.

- University of Iowa — flagship Big Ten institution with 30,000+ students and a major employer
- University of Iowa Hospitals & Clinics — one of the top academic medical centers in the Midwest, driving substantial corporate and medical conference demand
- Kinnick Stadium — 69,000+ capacity, generating significant game weekend hospitality demand
- Strong wedding and social event market from the broader Johnson County area
- Limited large-format hotel ballroom inventory in the Iowa City market

THE SYNERGY OPPORTUNITY

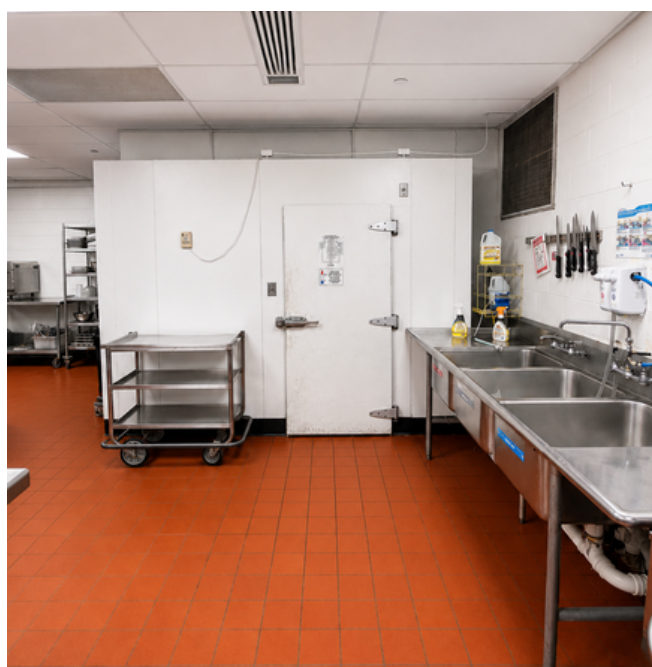
Captive Hotel Guest Audience: An on-site food and beverage operator immediately captures breakfast, dinner, and bar revenue from hotel guests — providing a built-in revenue floor before any outside marketing or event bookings. This is a structural advantage no standalone restaurant enjoys.

Ballroom Event Pipeline: A 5,832 SF ballroom in an established hotel carries inherent credibility and infrastructure that drives inbound corporate, wedding, and conference inquiries. The space is positioned to serve a market with limited comparable large-format event venue inventory.

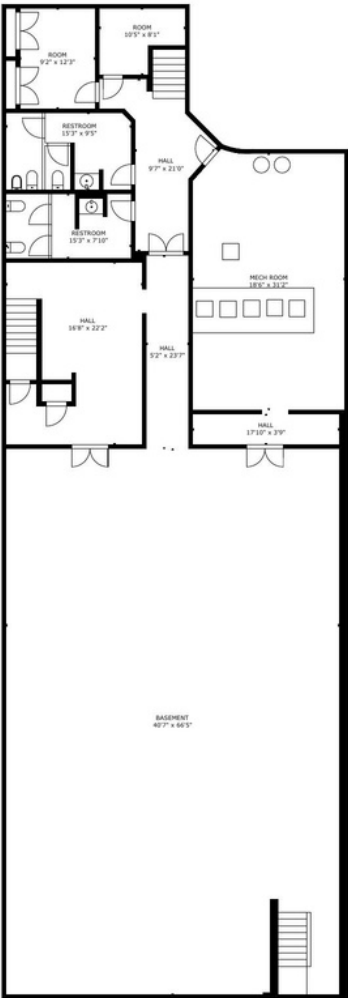
ADDITIONAL PHOTOS



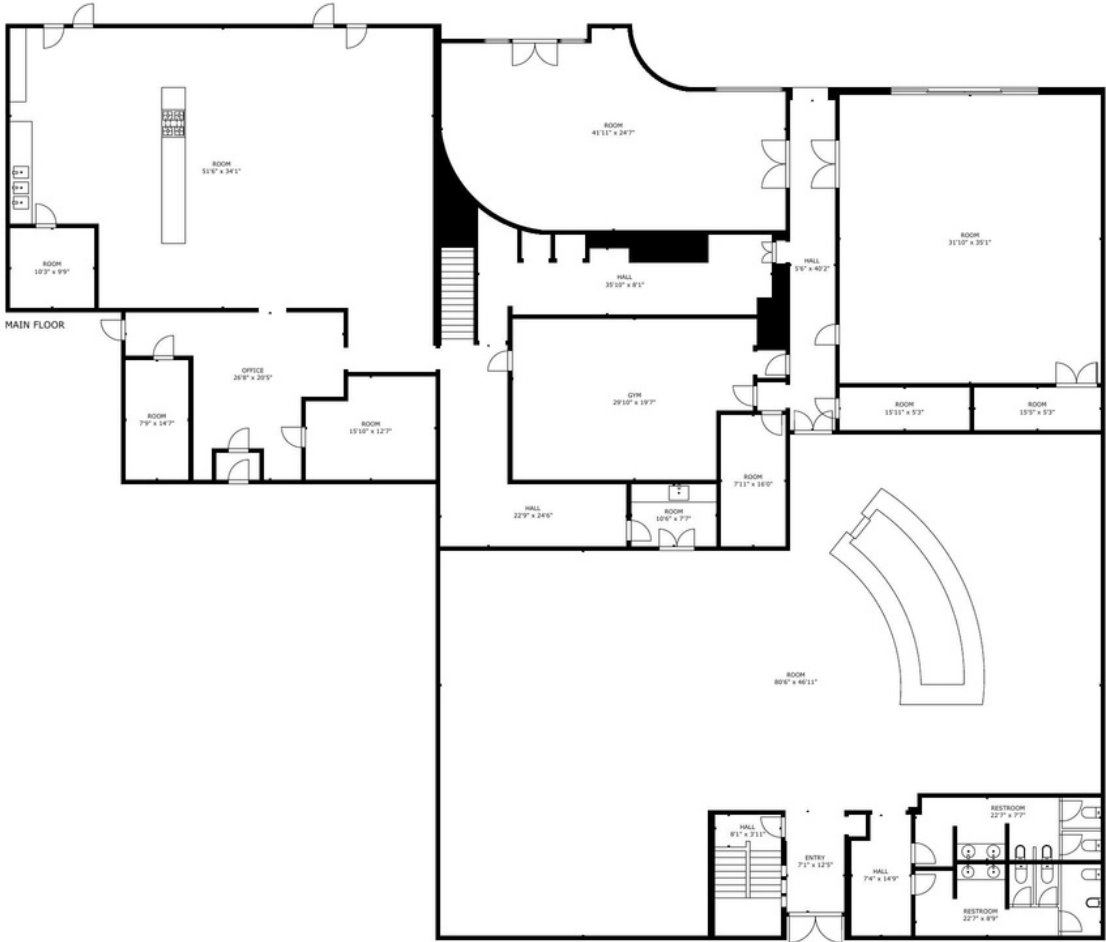
FULLY BUILT OUT KITCHEN



FLOOR PLAN



LOWER FLOOR



GROSS INTERNAL AREA
TOTAL: 15,541 sq.ft
LOWER FLOOR: 4,577 sq.ft, MAIN FLOOR: 10,964 sq.ft
SIZE AND DIMENSIONS ARE APPROXIMATE, ACTUAL MAY VARY

LEASE TERMS & FINANCIAL OVERVIEW

ASKING LEASE RATE

\$14.00

Per SF annually · NNN · Negotiable

TOTAL LEASABLE SF

14,428 SF

Full hospitality & event complex

ANNUAL BASE RENT

\$201,992

\$16,833 per month at asking rate

LEASE STRUCTURE — TRIPLE NET (NNN)

This is a Triple Net (NNN) lease. In addition to base rent, the tenant is responsible for their pro-rata share of:

- Property taxes (pro-rata share)
- Property insurance (pro-rata share)
- Common Area Maintenance — CAM (pro-rata share)
- All utilities — electric, gas, water/sewer
- Internal maintenance — HVAC, repairs, and upkeep within leased premises

IDEAL TENANT PROFILE

- Restaurant operator** seeking turnkey space with existing hotel guest demand and full commercial kitchen.
- Event & catering company** seeking a large-format venue with ballroom, kitchen, and pre-function infrastructure.
- Hotel F&B / management group** seeking to operate within an established hotel and capture both hotel guest and outside event revenue.

ANNUAL RENT AT VARIOUS PSF RATES

RATE (PSF/YR)	ANNUAL RENT	MONTHLY RENT
\$14.00 ★ Asking	\$201,992	\$16,833
\$13.00	\$187,564	\$15,630
\$12.00	\$173,136	\$14,428
\$11.00	\$158,708	\$13,226

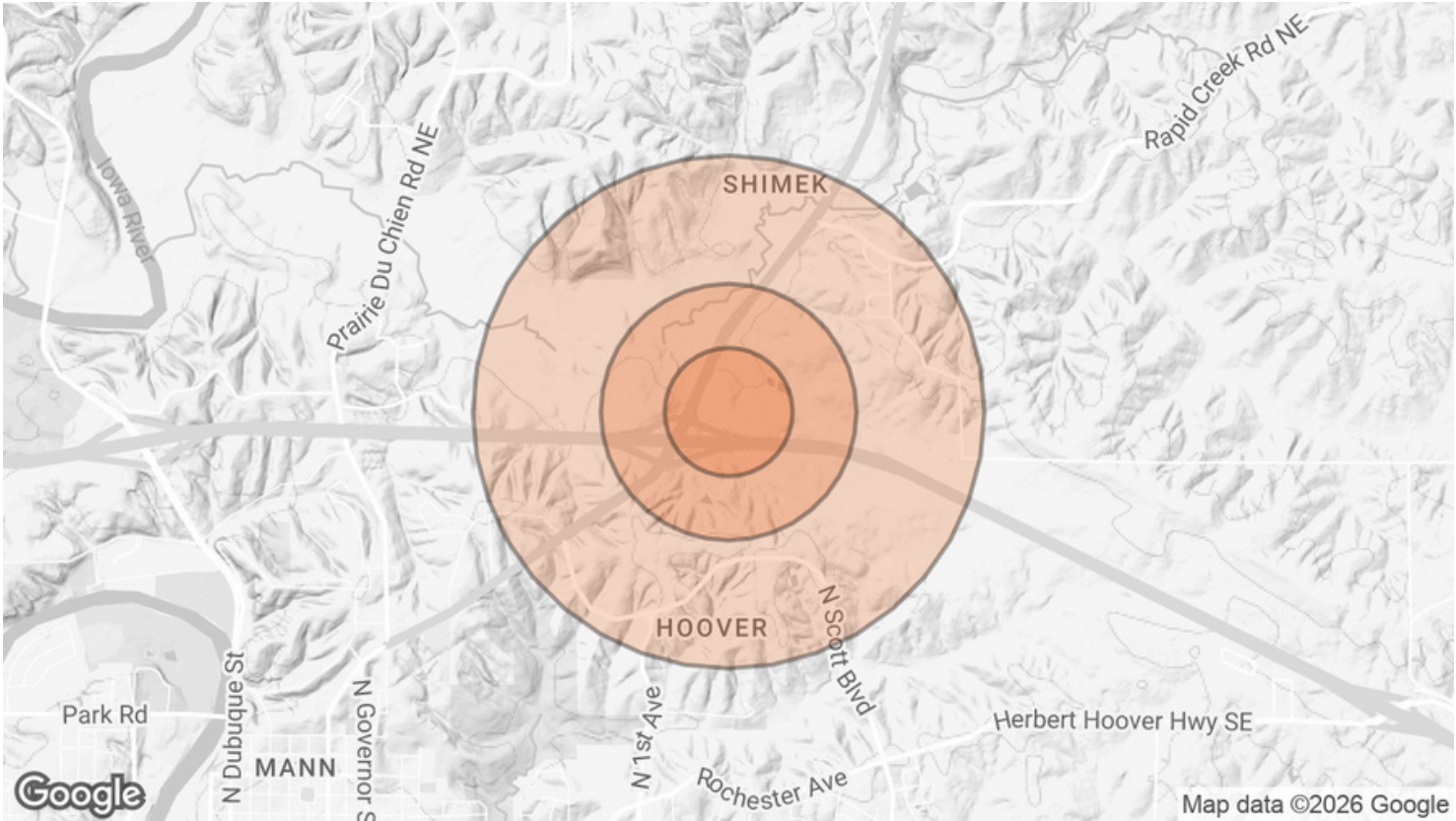
SPACE SF BREAKDOWN

SPACE	SF	% OF TOTAL	ANNUAL @ \$14
Ballroom	5,832	40.4%	\$81,648
Restaurant	4,890	33.9%	\$68,460
Commercial Kitchen	2,474	17.1%	\$34,636
Pre-Function Area	740	5.1%	\$10,360
ExpansionArea	492	3.4%	\$6,888
Total	14,428	100%	\$201,992

ARIAL MAP



DEMOGRAPHIC MAP AND REPORT



POPULATION	0.25 MILES	0.5 MILES	1 MILE
TOTAL POPULATION	53	203	1,167
AVERAGE AGE	38.5	39.0	37.5
AVERAGE AGE (MALE)	50.2	50.6	40.4
AVERAGE AGE (FEMALE)	35.9	36.4	43.3

HOUSEHOLDS & INCOME	0.25 MILES	0.5 MILES	1 MILE
TOTAL HOUSEHOLDS	19	73	457
# OF PERSONS PER HH	2.8	2.8	2.6
AVERAGE HH INCOME	\$203,186	\$203,735	\$158,187
AVERAGE HOUSE VALUE	\$418,483	\$421,215	\$378,412

2023 American Community Survey (ACS)

CONTACT THE LISTING TEAM



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