

LAND FOR SALE

RETAIL - OFFICE - LODGING

2770 Enterprise, Lincoln, NE 68504



Quick Facts

- Sale price: \$1,383,793
- Land area: 2.19 acres
- Zoning: B-2
- Traffic count: 14,700+ cars/day
- Three-mile trade area: 26,000 households and population just under 65,000
- Rapidly development commercial area

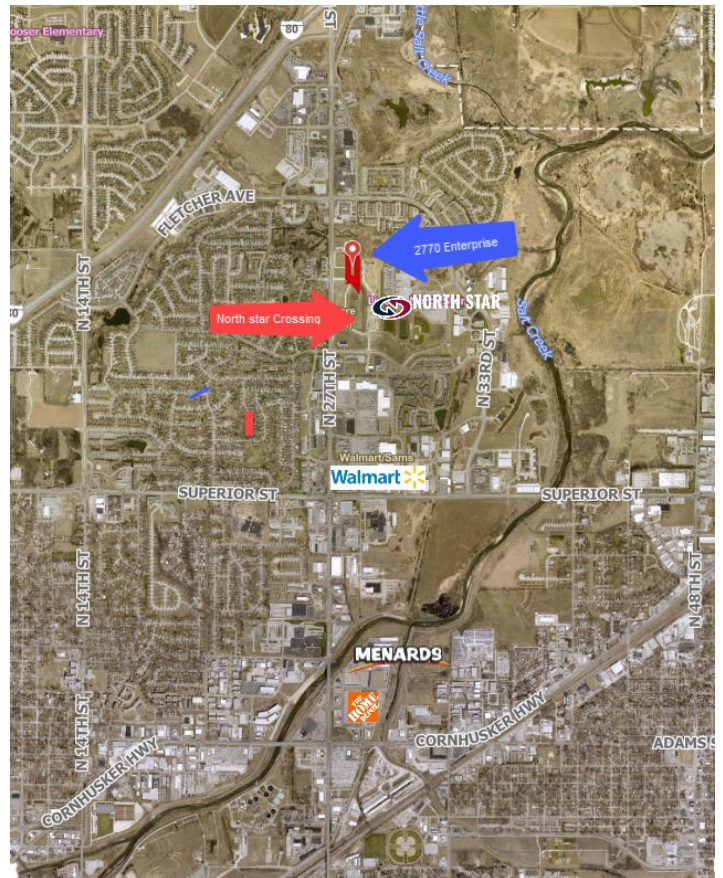
PRICE IMPROVEMENT!

Commercial land for developing in Northstar Crossing. Located on the busy North 27th Street trade corridor near Northstar High School. This is a great location for a hotel, retail, office, or restaurant.

The new Northstar Crossing Center is a 50 acre-development that will include a half million square feet of commercial space.

Chick-Fil-A, Casey's, and Brakes Plus are open and generating a great deal of traffic by this location. Tommy's Carwash, Discount Tire, and AutoZone are under construction.

1.4 miles from I-80 and an easy commute to UNL campuses, downtown Lincoln, and the Lincoln Municipal Airport.



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Population Growth & Market Reach

- **Threshold Milestone:** As of mid-2024, Lincoln's population surpassed 300,000, making it the 72nd largest city in the U.S. This growth is a primary driver for national retailers entering the market.
- **Regional Growth:** The city grew by 3.19% between 2023 and 2024, significantly outpacing the Midwest average of 0.7% for cities of similar size.
- **Young & Educated Workforce:** The median age in Lincoln is approximately 33.4 years, with over 41% of adults holding a bachelor's degree or higher, providing a stable base of high-earning consumers.

Strategic Location & Surrounding Development

- **Prime Location:** This area one of Lincoln's most active commercial and commuter growth sectors. The site is strategically positioned on North 27th Street, which serves as a primary arterial connecting northern residential developments.
- A new Google data center is opening one exit east of the North 27th Street exit which is attracting additional industrial and commercial development in the area.
- **Interstate 80 Proximity:** Being within a two-minute drive of the I-80 interchange provides this property with "pass-through" traffic potential from cross-state travelers in addition to local daily commuters. Over 14,000 cars per day exit off I-80 onto North 27th Street.
- **Northstar Crossing Synergy:** This site is adjacent to the Northstar Crossing development, a 50-acre project expected to bring 500,000 square feet of commercial space to the area. Chick-Fil-A, Brakes Plus and Casey's are open. Tommy's Carwash Auto Zone, and Discount Tire are under construction.
- **North Star High School:** The site benefits from proximity to North Star High School.
- **High Traffic Count:** Over 14,700 cars pass by daily. Traffic will increase as the development of Northstar Crossing continues.

Economic Indicators

- **Rising Incomes:** The median household income in Lincoln has grown to approximately \$69,991, with those in the 45–64 age bracket (prime spending years) earning over \$86,000.
- **Low Vacancy Rates:** Lincoln's retail sector maintains a healthy vacancy rate of around 4.2%, with demand for new high-quality space consistently outpacing supply.
- **Diverse Employment Base:** The area is supported by major stable employers including the University of Nebraska, Nelnet, and Bryan Health, as well as a growing tech sector.

Development Flexibility

- **Zoning & Readiness:** The land is already positioned for versatile commercial use including retail, office, restaurant, or lodging.
- **Existing Plans:** Previous engineering work for a 100-room motel on this site is available from the seller.