



COMMERCIAL INVESTMENT SERVICES

## FOR SALE

### Industrial Building & Self-Storage Opportunity

321 Rodeo Road  
North Platte, NE 69101

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## executive summary

**321 Rodeo Road** presents a substantial industrial opportunity in North Platte, Nebraska, offering a versatile facility well-suited for manufacturing, warehousing, distribution, fabrication, contractor operations, or owner-user occupancy. Situated on approximately **1.68 acres** and improved with a **31,002-square-foot industrial complex**, the property benefits from I-1 Light Industrial zoning, allowing for a broad range of commercial and industrial uses. Originally constructed in 1959 with multiple expansions completed in 1992, 1993, and 1994, the facility reflects decades of investment and growth, resulting in a sizeable operational footprint capable of supporting a variety of business requirements.

The property's expansive building area provides flexibility for **production, storage, assembly, logistics, or service-oriented industrial operations**. The multiple phases of construction create opportunities for functional separation of departments, tenants, or business units while maintaining operational efficiency under a single roof. Its industrial zoning and established improvements make the property attractive for both owner-users seeking immediate occupancy and investors looking to capitalize on North Platte's strategic position as a transportation and logistics hub within western Nebraska.

Located along Rodeo Road with convenient access to major transportation routes, the property benefits from proximity to regional freight networks, commercial services, and the broader North Platte industrial market. The combination of **substantial building area, flexible industrial zoning, and a proven operational history positions** 321 Rodeo Road as a compelling acquisition opportunity for businesses seeking a well-established industrial facility or investors pursuing a value-add industrial asset with long-term potential.

±31,002

total square feet

\$1,490,000

purchase price

1.68

total acres





Rodeo Road

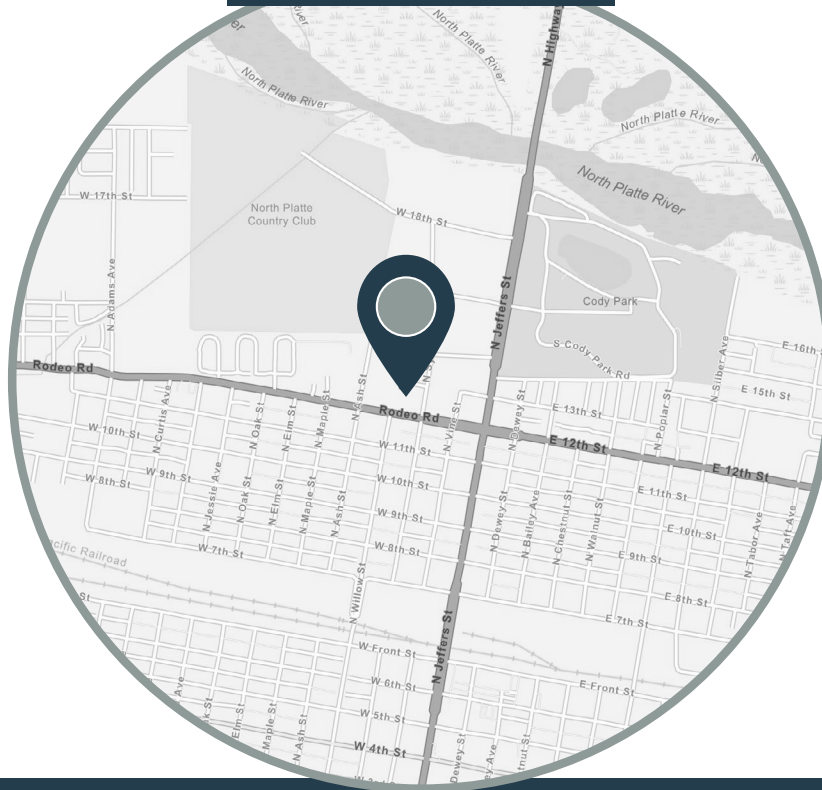
30

83

N Willow St



## property highlights & building characteristics



### \*\*Multi-Tenant Industrial & Self-Storage Investment Opportunity\*\*

321 Rodeo Road presents a unique industrial and self-storage investment opportunity in North Platte, Nebraska, featuring approximately 31,002 square feet of improvements situated on 1.68 acres. The single-story, Class C property combines industrial, office, and storage components, creating a diverse income-generating asset with flexibility for both investors and owner-users. The property includes 71 total storage units, comprised of 20 units located within the main building with individual access and 51 freestanding storage units situated throughout the site. Originally constructed in 1959 and expanded through multiple additions in 1992, 1993, and 1994, the property offers a functional layout with warehouse and industrial space positioned to the rear, multiple overhead access doors for efficient loading and operations, and two separately leased office suites located at 315 and 317 Rodeo Road within the main building. Zoned I-1 Light Industrial, the asset benefits from a broad range of permitted industrial and commercial uses, while the efficient 2.36:1 land-to-building ratio maximizes site utility and operational flexibility. With its established mix of storage, office, and industrial space, diverse revenue streams, and strategic location within North Platte's industrial market, 321 Rodeo Road represents an attractive opportunity for buyers seeking a versatile commercial asset with long-term operational and investment potential.



321 Rodeo Road  
North Platte, NE 69101



9,585+ VPD Along  
Nearby US-30



±31,002  
total square feet  
building size



71 total  
storage units  
(51 free-standing)



Located within North  
Platte's established light  
industrial corridor



0032735.00  
assessor  
parcel  
number



Cody Park

E 4th St



GLASS DOCTOR



Casey's

Rodeo Rd

N Willow St

SUBWAY



Safelite AutoGlass

DOLLAR GENERAL



## market overview



**north platte, nebraska** is a thriving economic hub with a diverse array of industries contributing to its growth. The city's economy is supported by sectors such as agriculture, manufacturing, transportation, healthcare, retail, and tourism. Its strategic location along major transportation routes, including Interstate 80 and Union Pacific Railroad, positions North Platte as a key transportation and logistics hub in the region.

The agricultural sector plays a significant role in North Platte's economy, with the region known for its production of crops like corn, soybeans, wheat, and livestock. Manufacturing also contributes substantially to the local economy, with companies engaged in the production of machinery, fabricated metal products, plastics, and more.

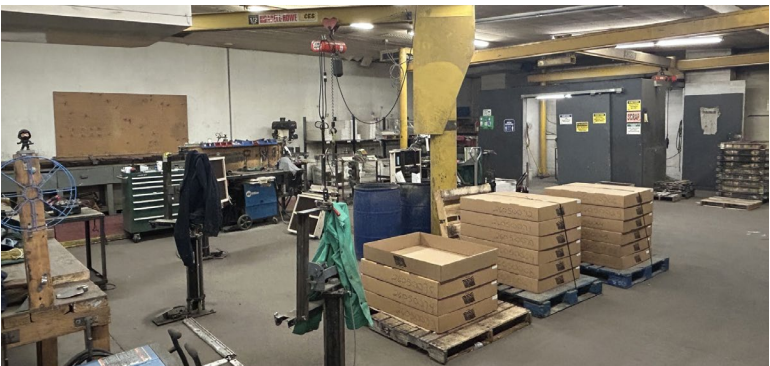
Healthcare facilities in North Platte provide essential medical services to residents and surrounding communities, contributing to the local economy by creating jobs and attracting healthcare professionals. Additionally, the city's retail sector thrives, offering a mix of national chains and locally-owned businesses that cater to the needs of residents and visitors.

North Platte's rich history, cultural attractions, and outdoor recreational opportunities make it a popular destination for tourists. Attractions such as the Buffalo Bill Ranch State Historical Park, Cody Park, and the Golden Spike Tower draw visitors from across the region, stimulating tourism-related businesses and generating revenue for the local economy.

The city prioritizes workforce development initiatives to ensure a skilled labor pool that meets the needs of local employers. Educational institutions, vocational training programs, and workforce development organizations collaborate to provide training and employment opportunities for residents.

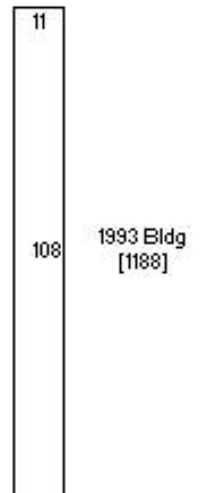
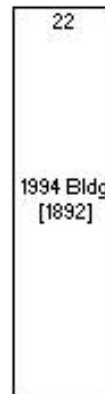
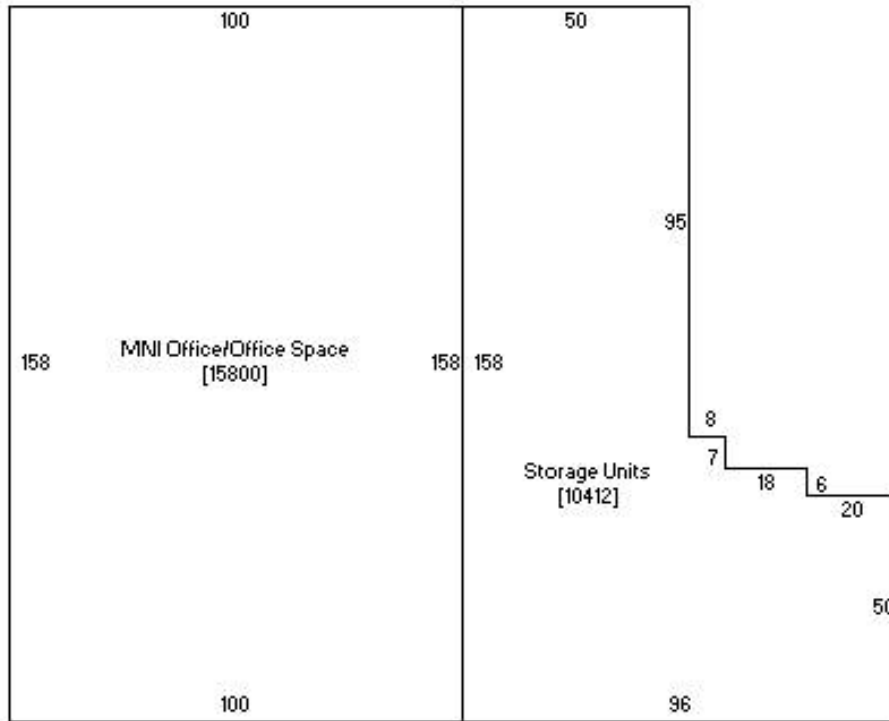


property photos





site plan





# demographic data

## KEY FACTS

25,085

Population



2.2

Average Household Size

41.3

Median Age

\$64,854

Median Household Income

## EDUCATION

6%

No High School Diploma



31%

High School Graduate



43%

Some College



19%

Bachelor's/Grad/Pr of Degree

## BUSINESS



1,388

Total Businesses



15,208

Total Employees

## EMPLOYMENT



56%

White Collar



29%

Blue Collar



15%

Services

3.0%

Unemployment Rate

## INCOME



\$64,854

Median Household Income



\$34,943

Per Capita Income



\$141,924

Median Net Worth

## 2025 Households By Income (Esri)

The largest group: \$50,000 - \$74,999 (17.7%)

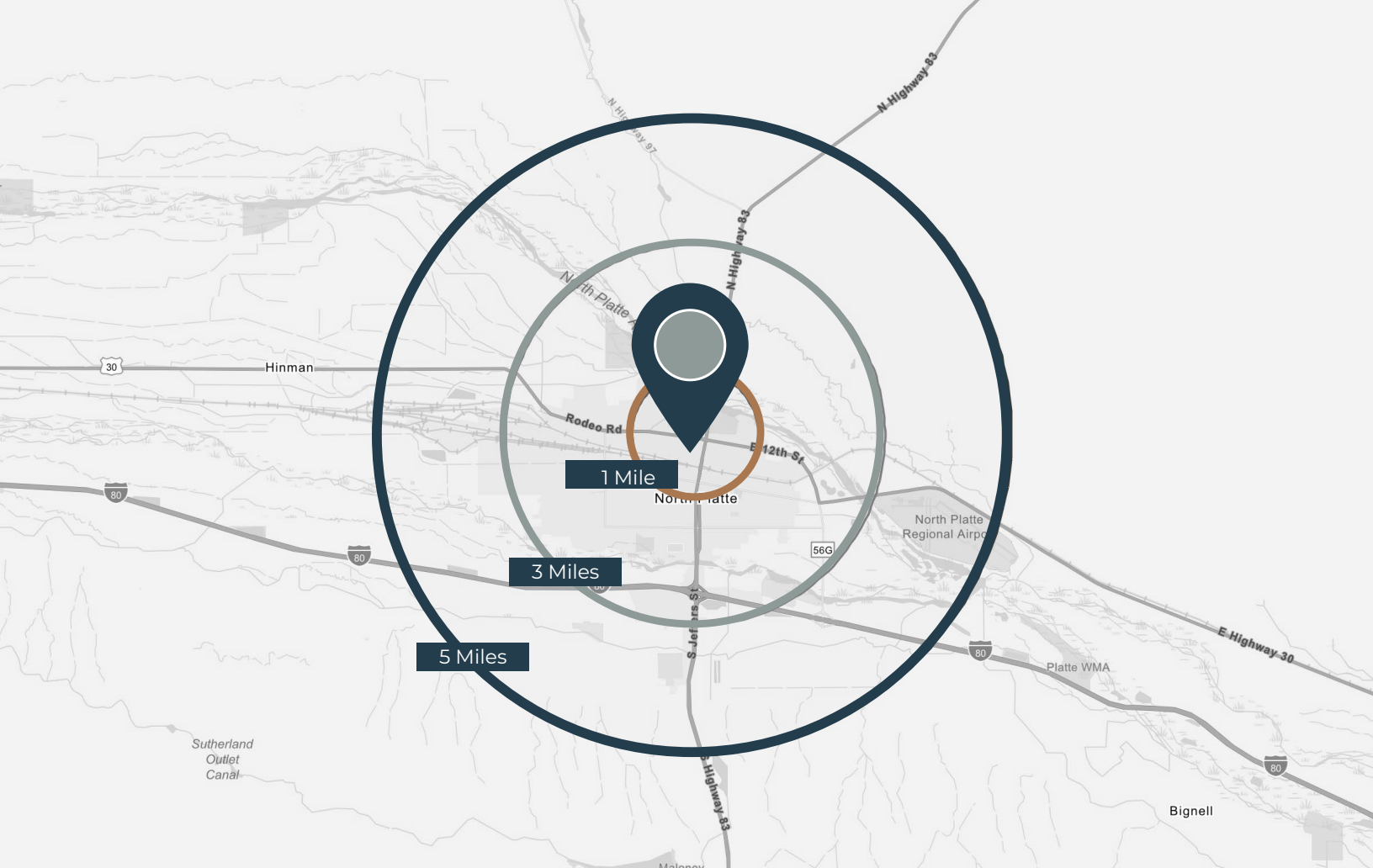
The smallest group: \$200,000+ (4.4%)

Indicator ▲	Value	Diff	
<\$15,000	9.9%	+1.2%	
\$15,000 - \$24,999	8.4%	+1.2%	
\$25,000 - \$34,999	8.3%	+0.7%	
\$35,000 - \$49,999	13.1%	+1.0%	
\$50,000 - \$74,999	17.7%	+0.3%	
\$75,000 - \$99,999	15.0%	+0.2%	
\$100,000 - \$149,999	16.9%	-1.5%	
\$150,000 - \$199,999	6.2%	-1.0%	
\$200,000+	4.4%	-2.3%	

Bars show deviation from Lincoln County

This infographic contains data provided by Esri, Esri and Data Axle. The vintage of the data is 2021, 2026.

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2025 Summary	1 Mile	3 Miles	5 Miles
Population	5,109	23,568	25,085
Households	2,061	10,517	11,111
Families	1,130	5,921	6,341
Average Household Size	2.42	2.19	2.21
Owner Occupied Housing	1,164	6,386	6,879
Renter Occupied Housing	897	4,131	4,232
Median Age	37.2	41.0	41.3
Median Household Income	\$52,035	\$63,784	\$64,854
Average Household Income	\$66,749	\$76,824	\$78,729

## contact & disclaimers

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