

East Park Plaza



O Street & 66th Street
Lincoln, Nebraska 68505
broadreachretail.com



Strategic Location within Lincoln's Higher Education Hub:

Location: Prime Lincoln site with excellent accessibility via the city's primary thoroughfare and close proximity to downtown

Demographics: Situated in a densely developed residential area, providing a robust customer base

Visibility: Dominant retail center in the area with high exposure to local traffic

Education Base: 40K+ students within 4 miles ensure a consistent and engaged customer base, anchored by:

University of Nebraska – 37,345 students

Nebraska Wesleyan University – 1,924 students

Union College – 757 students

Market Strength: Economic stability and long-term demand supported by strong demographics and the presence of higher education institutions

Trade Area Overview - 50 Mile Radius

Trade Area Population 1,350,479

Median HH Income \$82,033

Market Highlights

3.6 miles

East Park from downtown Lincoln

\$3.1B

University of Nebraska, annual impact reported in 2024

STRONG JOB MARKET

unemployment rate in the MSA has recovered quickly

2nd Most

populated city in the MSA



Disclaimer: While Broad Reach Retail Partners, LLC and its affiliates believe the information contained herein to be true and accurate, they make no claims or warranties. Any prospective tenant should conduct thorough, independent due diligence.

For Leasing Information, contact: Jessica Hansen
jhansen@broadreachretail.com 443.813.2514

 **Broad Reach**
RETAIL PARTNERS LLC