

FOR SALE - POTENTIAL REDEVELOPMENT OPPORTUNITY

EXISTING DRIVE-IN MOVIE THEATER

- ✓ HIGH-DENSITY RESIDENTIAL ZONE
- ✓ SALE PRICE NEGOTIABLE
- ✓ 2 PARCELS - 8.87 ACRES



404 20TH STREET, LA GRANDE, OREGON 97850



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FOR SALE - DRIVE-IN THEATER

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PROPERTY HIGHLIGHTS



**8.87 ACRES AVAILABLE
2 PARCELS - 5.95 & 2.92 ACRES**



**SALE PRICE NEGOTIABLE
DO NOT DISTURB OPERATING THEATER**



**CURRENTLY A SEASONALLY OPERATING
400 CAR DRIVE-IN MOVIE THEATER**



**AMENITIES INCLUDE PROJECTION BOOTH &
CONCESSIONS STAND, UPGRADED DIGITAL
PROJECTION & AUDIO, & MULTIPLE CURB-CUTS**



**PRIME LOCATION WITH A STRONG ESTABLISHED
FOLLOWING & CUSTOMER BASE**



PARCEL NUMBERS - 5913 & 14965



**ZONED LG-R3 - HIGH-DENSITY RESIDENTIAL
[VIEW LA GRANDE ZONING CODE HERE](#)**



**POTENTIAL MULTI-FAMILY REDEVELOPMENT
11 OR MORE DWELLING UNITS PER ACRE**

LISTING DETAILS

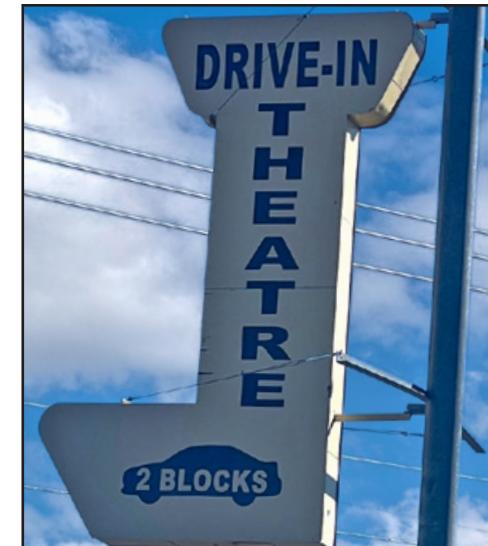
- Open & operating 400 car drive-in movie theatre located just south of the busy intersection of 20th Street & Highway 30 in La Grande
- Since 1951 the theater has been a staple in the community with a strong following, & is the only option in the area for a drive-in experience
- Amenities include pylon signage, projection booth & concessions stand, upgraded digital projection & audio systems, the property is fully fenced, and has easy access provided by multiple curb-cuts on 20th Street
- Buyer can operate existing theater as-is, or current high-density residential zoning provides a multi-family redevelopment opportunity
- Over 6,798 households & a median age of 38 within a 15 minute drive time of the property, with consumer spending reports showing over \$19,910,248 spent on entertainment which includes tickets to movies - [View Drive Time Demos Here](#)
- Surrounding retailers & restaurants include Bi-Mart, Safeway, KFC, Papa Murphy's, Walmart, Grocery Outlet, Dollar Tree, & Panda Express
- Local traffic generators include Eastern Oregon University (3,000 students), La Grande High School (628 students), Middle School (456 students) and Elementary School, Woodgrain (over 200 employees), and Grande Ronde Hospital (50 beds) - [Google Map View](#)
- **Please Do Not Disturb Drive-In Movie Theater Employees,** Contact agents to schedule tours and receive additional information

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400 CAR OPERATING DRIVE-IN THEATER - ESTABLISHED IN 1951



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CONCESSIONS STAND, UPGRADED DIGITAL PROJECTION & AUDIO



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MULTIPLE CURB-CUTS & PRIME LOCATION ON 20TH STREET



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SOUTH OF THE BUSY INTERSECTION OF 20TH STREET & HWY 30



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1, 3 & 5 MILE DEMOGRAPHICS & COMMUNITY CHANGE SNAPSHOT

5 MILE SNAPSHOT

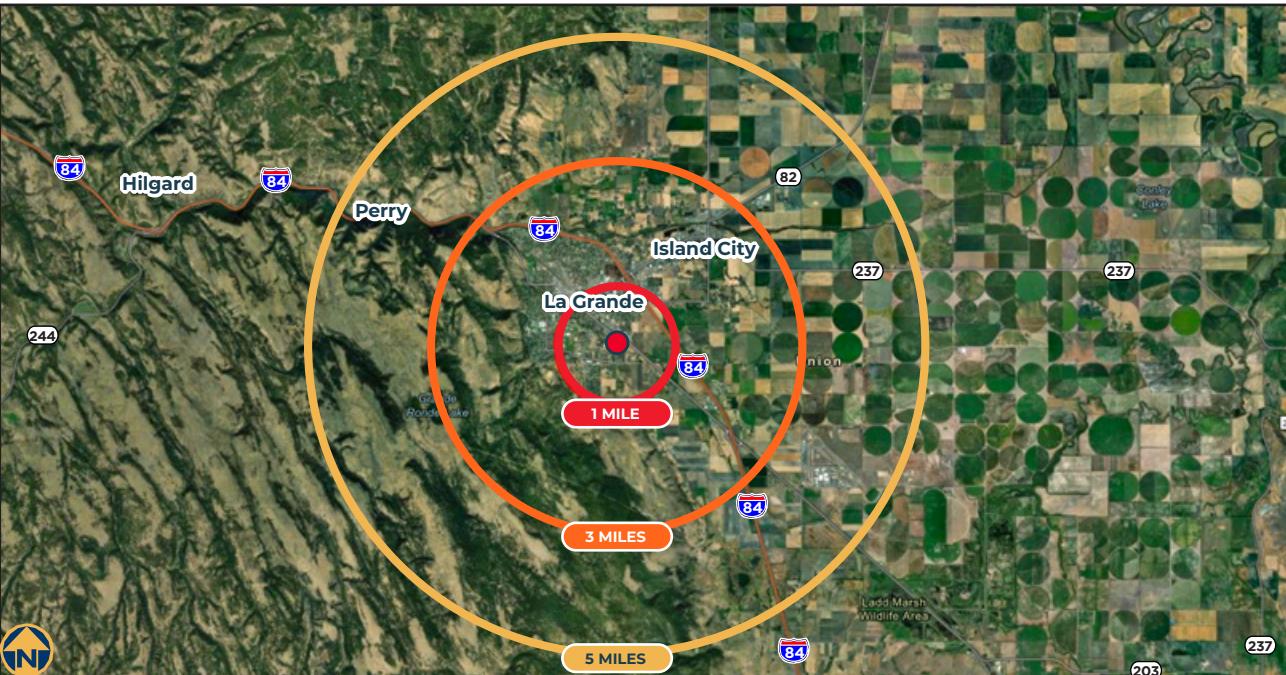
16,372
POPULATION

6,857
HOUSEHOLDS

\$64,448
MEDIAN HH INCOME

\$78,716
AVERAGE HH INCOME

38
MEDIAN AGE



1, 3 & 5 MILE DEMOGRAPHICS

CLICK BELOW TO VIEW



COMMUNITY CHANGE SNAPSHOT

CLICK BELOW TO VIEW



Source: Esri forecasts for 2025 and 2030. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography.

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POPULATION & GROWTH OUTLOOK

Modest population growth is projected for La Grande over the next couple decades. According to the city's housing needs analysis, La Grande's population is projected to grow about **0.45% per year**, adding roughly **1,392 new residents over the next 20 years** — which would require about **795 new housing units**.

HOUSING NEEDS & DEVELOPMENT PLANNING

- The Comprehensive Plan & Housing Needs Analysis identifies the need for a mix of housing types:
 - ~42% single-family detached homes
 - ~45% plexes, townhomes, and apartments
 - ~13% manufactured and other housing types
- Over half of households in La Grande are low-income ($\leq 80\%$ area median), and nearly **1 in 4 renters are severely cost-burdened** (spending over 50% of income on rent).

INFRASTRUCTURE & FUTURE GROWTH

- The city is exploring an **Eastside Water & Sewer Infrastructure Project** to support up to 1,500 future housing units by expanding utilities to undeveloped land — a critical step toward enabling growth.

HOUSING POLICY

- In recent years La Grande adopted updated **land development codes** and a **Housing Production Strategy** aimed at increasing housing supply, especially for affordable, rental, and diverse housing types.

HOUSING NEEDS & DEVELOPMENT PLANNING

- Timber Ridge — an affordable housing community with 82 units designed for low- and moderate-income residents (30–60% AMI), including accessible units and community services.
- The La Grande School District is building housing units (e.g., Tiger Homes) with students in construction classes — both to train skilled labor and help address the housing shortage.
- Revitalization grants (e.g., for the Bohenkamp Building) include **new housing units in downtown** as part of economic revitalization and infill housing.

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HOUSING MARKET & ECONOMIC SNAPSHOT

MARKET CONDITIONS (LATE 2025)

- Median sale price around **\$342,000** (small year-over-year decline reported), with homes selling quickly and competitive market conditions.
- Other market data shows median home prices around **\$299,000**, but these figures can vary by source and timing.

CHALLENGES

- Home prices may be **rising faster than incomes locally** (similar to broader regional trends), which can strain affordability.

ECONOMIC & COMMUNITY CONTEXT

La Grande serves as the **economic and retail hub for Northeast Oregon**, drawing residents and workers from surrounding counties. Its role as a county seat, presence of **Eastern Oregon University**, and regional amenities contribute to steady demand for both housing and jobs.

KEY TAKEAWAYS

- Growth:** Slow but steady population growth → requires hundreds of new homes over 20 years.
- Housing Needs:** Strong demand for a mix of housing types and affordable units; many households are cost-burdened.
- Development Efforts:** Planning strategies, infrastructure projects, affordable housing developments, and community initiatives are in motion to support housing growth.
- Market:** A competitive market with relatively affordable prices compared to larger cities, but affordability pressures remain for lower-income households.

1, 3 & 5 MILE HOUSING MARKET CHARACTERISTICS

CLICK BELOW TO VIEW



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LA GRANDE, OREGON: A NATURAL FIT FOR YOUR BUSINESS

Located in Union County, the City of La Grande is the county seat and the commercial and retail hub of Northeast Oregon. With available and affordable commercial space and a location that cannot be beat, La Grande is attracting businesses in outdoor gear & apparel, wood products, tourism, healthcare, and retail.

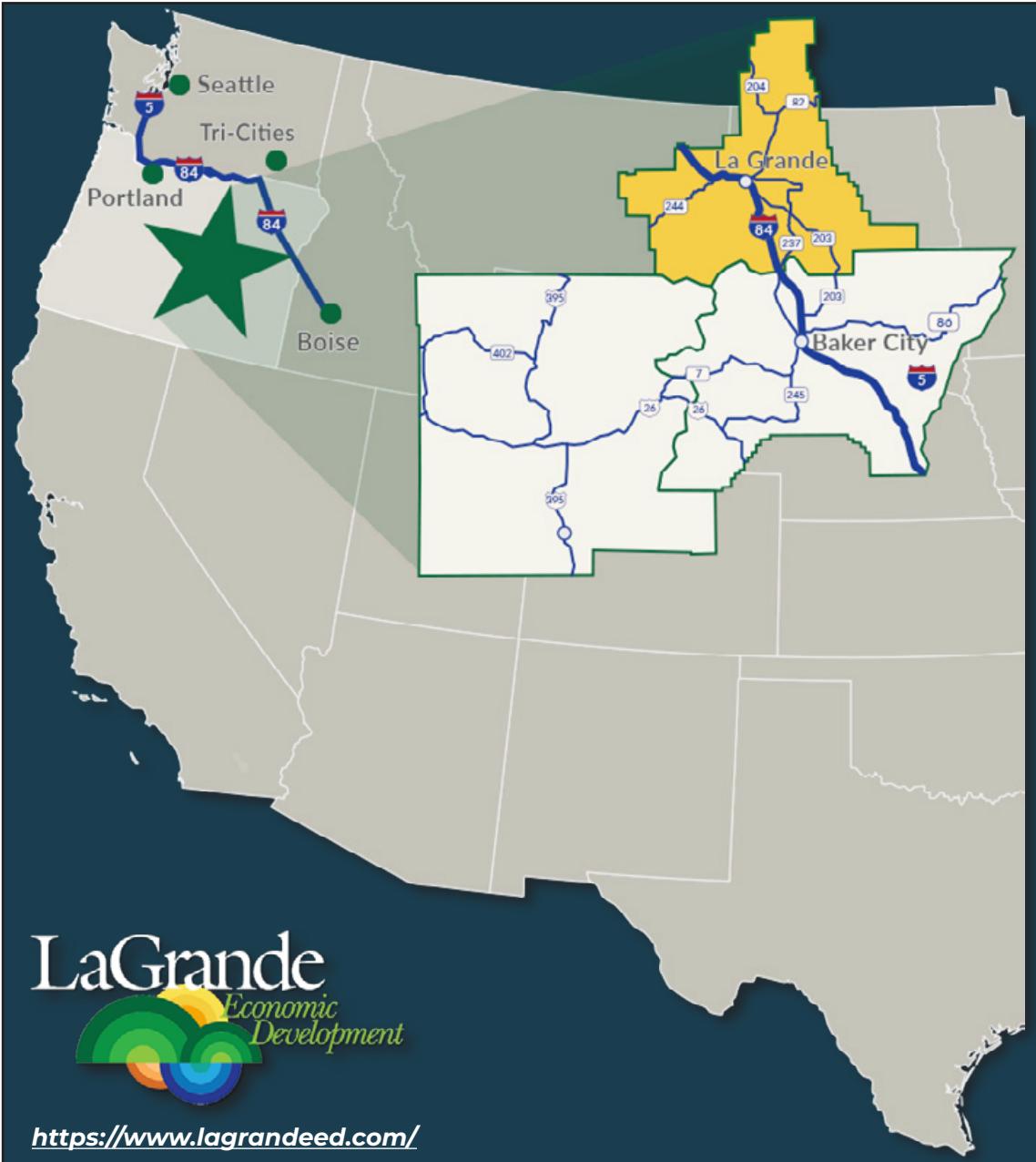
La Grande's residents & businesses enjoy year-round adventure and outdoor recreational opportunities, minutes from their backdoor. For those who enjoy the outdoors or who rely on proximity to natural resources and outdoor amenities, La Grande, Oregon is a natural fit.

Getting here is easy too. Interstate 84 and the Union Pacific Railroad connect La Grande and Union County with the markets and ports in the Western United States. [Click here to contact the La Grande Economic Development Department and learn more!](#)

Location

The interstate and Union Pacific Railroad connect Union County with the markets and ports in the western United States. Just two hours away on I-84 are Washington's Tri-Cities and Boise, Idaho - two rapidly growing regions of the country.

"La Grande offers all the services & amenities of a much larger city, but feels like a small town. As a city we planned for our future growth by ensuring we have shovel-ready property and zoning to accommodate industrial and commercial projects. Living in northeast Oregon, we have the advantage of no sales tax coupled with ample and affordable land and a low cost of living. Our vibrant and stable economy offers what new or expanding businesses need to succeed!" - Mayor Justin Rock





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