

FOR SALE, GROUND LEASE OR BUILD-TO-SUIT

3271 Lancaster Dr NE

SALEM, OR 97305



13,503 SF of prime commercial land

PARCEL SIZE

13,503 SF

ECONOMICS

Please call for details

TRAFFIC COUNTS

Lancaster St NE – 24,688 ADT ('22)

HIGHLIGHTS

- Commercial/Retail development lot with high exposure and traffic counts on Lancaster Dr NE next to Dairy Queen and Howard Commons Apartments.
- One of the last remaining developable lots on Lancaster Drive.
- Buyer to perform all development and access due diligence with the City of Salem and Marion County.

ZONING

CR – Commercial/Retail

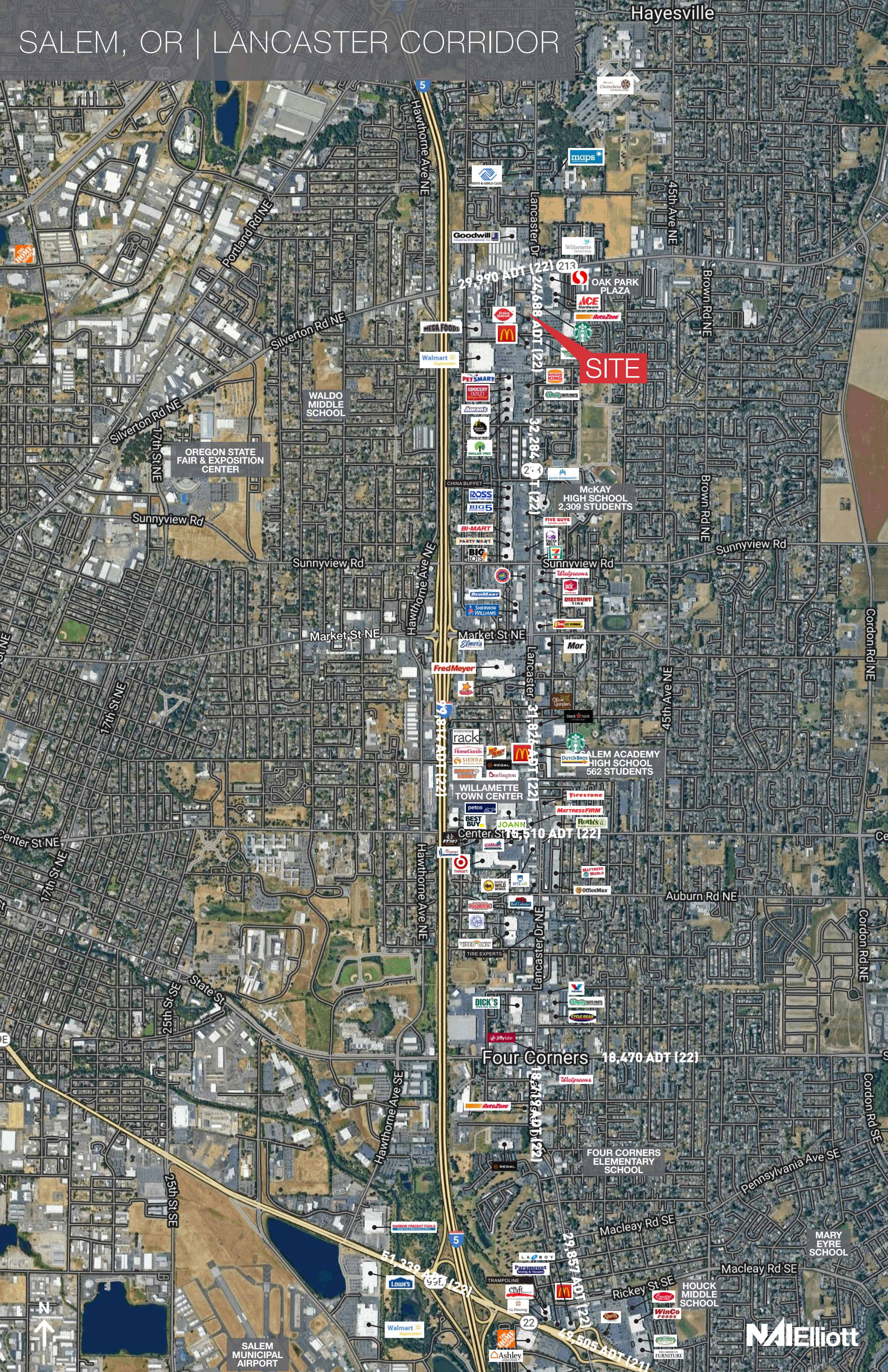
CONTACT

Nick Stanton

503 784 0407 / 503 224 6791 / nstanton@naielliott.com

NAIElliott

SALEM, OR | LANCASTER CORRIDOR



TRADE AREA



Proposed site plan 1



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Proposed site plan 2



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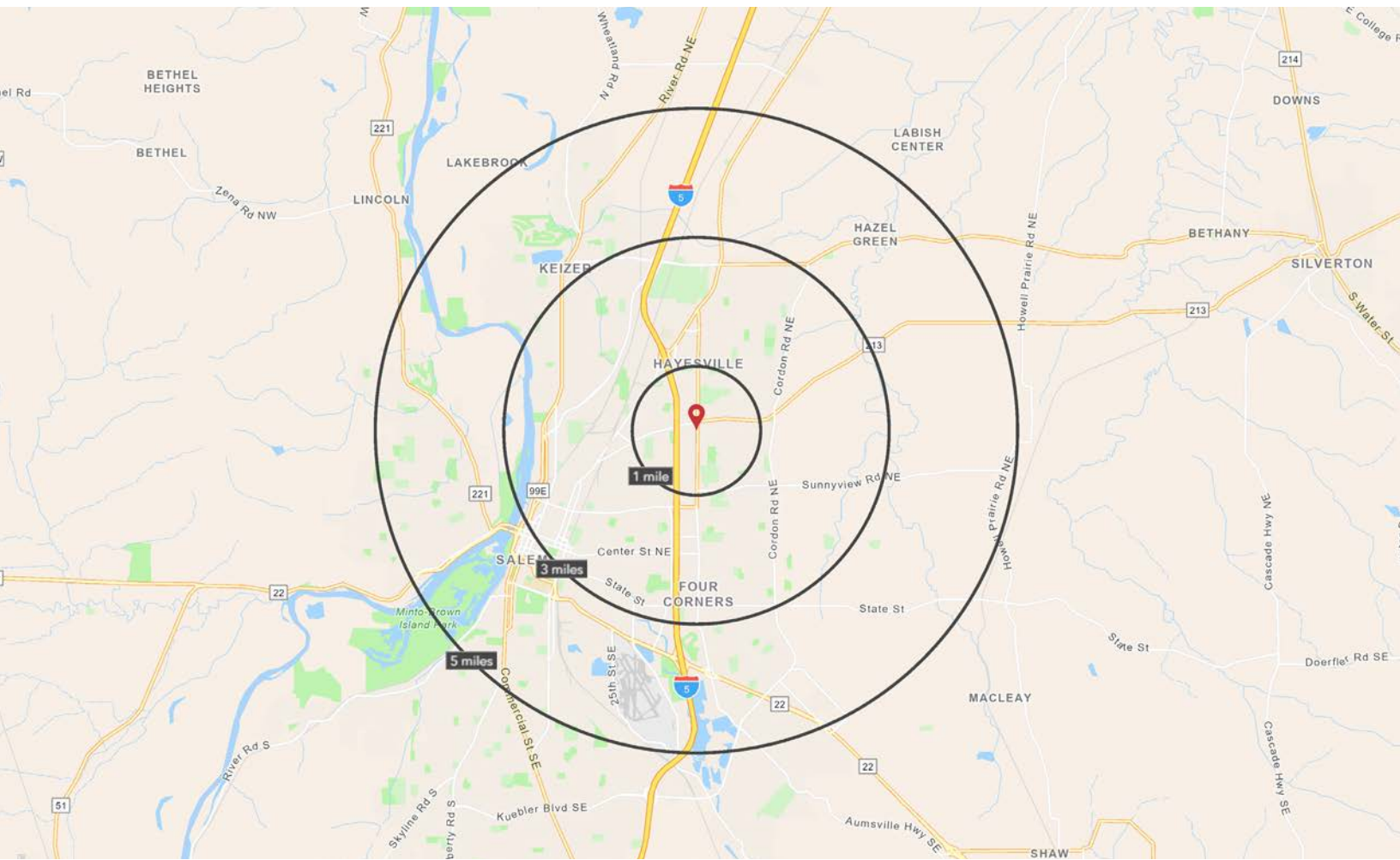
503 784 0407 / 503 224 6791 / nstanton@naielliott.com

NAI Elliott

Adjacent Take 5 Oil Change



Demographics summary



	1 MILE	3 MILE	5 MILE
2025 Estimated Total Population	24,114	115,499	197,475
2030 Projected Total Population	24,517	116,921	200,122
2025 Average HH Income	\$67,713	\$78,138	\$91,872
2025 Median Home Value	\$348,420	\$381,058	\$419,475
2025 Estimated Total Households	7,983	40,332	72,168
2025 Daytime Demographics 16+	7,443	53,543	111,701
2025 Some College or Higher	48%	55%	61%

Source: ESRI (2025)

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Demographics — full profile

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Demographic Source: Applied Geographic Solutions 4/2023,
TIGER Geography - RFULL9



Executive Summary (Esri 2025)

3271 Lancaster Dr NE, Salem, Oregon, 97305
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 44.96727
Longitude: -122.98388

Population

2010 Population	21,718	105,335	176,888
2020 Population	23,805	112,965	193,322
2025 Population	24,114	115,499	197,475
2030 Population	24,517	116,921	200,122
2010-2020 Annual Rate	0.92%	0.70%	0.89%
2020-2024 Annual Rate	0.25%	0.42%	0.41%
2024-2029 Annual Rate	0.33%	0.25%	0.27%
2020 Male Population	50.1%	50.5%	49.7%
2020 Female Population	49.9%	49.5%	50.3%
2020 Median Age	30.6	34.1	35.5
2025 Male Population	50.7%	50.9%	50.2%
2025 Female Population	49.3%	49.1%	49.8%
2025 Median Age	31.3	34.9	36.5

Median Age

The median age in this area is 31.3, compared to U.S. median age of 39.3.

Race and Ethnicity

2025 White Alone	42.8%	54.5%	61.4%
2025 Black Alone	1.8%	1.8%	1.7%
2025 American Indian/Alaska Native Alone	2.3%	2.2%	2.0%
2025 Asian Alone	2.8%	2.8%	2.8%
2025 Pacific Islander Alone	4.3%	2.3%	1.8%
2025 Other Race	29.2%	21.7%	16.8%
2025 Two or More Races	16.9%	14.6%	13.6%
2025 Hispanic Origin (Any Race)	53.5%	41.1%	33.0%

Persons of Hispanic origin represent 53.5% of the population in the identified area compared to 19.6% of the U.S. population. Persons of Hispanic Origin may be of any race. The Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, is 84.9 in the identified area, compared to 72.5 for the U.S. as a whole.

Households

2025 Wealth Index	42	52	69
2010 Households	7,158	36,300	64,176
2020 Households	7,779	38,798	69,575
2025 Households	7,983	40,332	72,168
2030 Households	8,179	41,231	73,842
2010-2020 Annual Rate	0.84%	0.67%	0.81%
2020-2024 Annual Rate	0.49%	0.74%	0.70%
2024-2029 Annual Rate	0.49%	0.44%	0.46%
2025 Average Household Size	3.00	2.76	2.64

The household count in this area has changed from 7,779 in 2020 to 7,983 in the current year, a change of 0.49% annually. The five-year projection of households is 8,179, a change of 0.49% annually from the current year total. Average household size is currently 3.00, compared to 3.04 in the year 2020. The number of families in the current year is 5,261 in the specified area.

Daytime Population

2025 Daytime Population	20,567	114,516	214,831
2025 Daytime Pop. Residents	13,124	60,973	103,130
2025 Daytime Pop. Workers	7,443	53,543	111,701

Mortgage Income

2025 Percent of Income for Mortgage	39.3%	38.0%	37.8%
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Rings: 1, 3, 5 mile radii

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Median Household Income			
2025 Median Household Income	\$55,484	\$62,810	\$69,551
2030 Median Household Income	\$62,483	\$71,107	\$79,557
2024-2029 Annual Rate	2.40%	2.51%	2.72%
Average Household Income			
2025 Average Household Income	\$67,713	\$78,138	\$91,872
2030 Average Household Income	\$75,619	\$87,802	\$103,332
2024-2029 Annual Rate	2.23%	2.36%	2.38%
Per Capita Income			
2025 Per Capita Income	\$22,437	\$27,428	\$33,563
2030 Per Capita Income	\$25,244	\$31,085	\$38,117
2024-2029 Annual Rate	2.39%	2.53%	2.58%
GINI Index			
2025 Gini Index	41.8	42.6	44.0
Households by Income			

Current median household income is \$55,484 in the area, compared to \$79,068 for all U.S. households. Median household income is projected to be \$62,483 in five years, compared to \$91,442 all U.S. households.

Current average household income is \$67,713 in this area, compared to \$113,185 for all U.S. households. Average household income is projected to be \$75,619 in five years, compared to \$130,581 for all U.S. households.

Current per capita income is \$22,437 in the area, compared to the U.S. per capita income of \$43,829. The per capita income is projected to be \$25,244 in five years, compared to \$51,203 for all U.S. households.

Housing			
2025 Housing Affordability Index	61	63	63
2010 Total Housing Units	7,611	38,756	68,498
2010 Owner Occupied Housing Units	2,856	18,061	34,641
2010 Renter Occupied Housing Units	4,301	18,239	29,535
2010 Vacant Housing Units	453	2,456	4,322
2020 Total Housing Units	8,061	40,470	72,731
2020 Owner Occupied Housing Units	3,022	19,143	36,909
2020 Renter Occupied Housing Units	4,757	19,655	32,666
2020 Vacant Housing Units	278	1,650	3,160
2025 Total Housing Units	8,237	41,917	75,179
2025 Owner Occupied Housing Units	3,223	20,480	38,848
2025 Renter Occupied Housing Units	4,760	19,852	33,320
2025 Vacant Housing Units	254	1,585	3,011
2030 Total Housing Units	8,434	42,779	76,867
2030 Owner Occupied Housing Units	3,378	21,404	40,546
2030 Renter Occupied Housing Units	4,801	19,827	33,296
2030 Vacant Housing Units	255	1,548	3,025
Socioeconomic Status Index			
2025 Socioeconomic Status Index	31.9	37.8	41.3

Currently, 39.1% of the 8,237 housing units in the area are owner occupied; 57.8%, renter occupied; and 3.1% are vacant. Currently, in the U.S., 57.9% of the housing units in the area are owner occupied; 32.1% are renter occupied; and 10.0% are vacant. In 2020, there were 8,061 housing units in the area and 3.4% vacant housing units. The annual rate of change in housing units since 2020 is 0.41%. Median home value in the area is \$348,420, compared to a median home value of \$355,577 for the U.S. In five years, median value is projected to change by 3.83% annually to \$420,356.

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