

+/- 145 Acres of Land

Highway 61, Norco,
LA 70079

LAND FOR SALE

Prepared By:

Chris A. Town

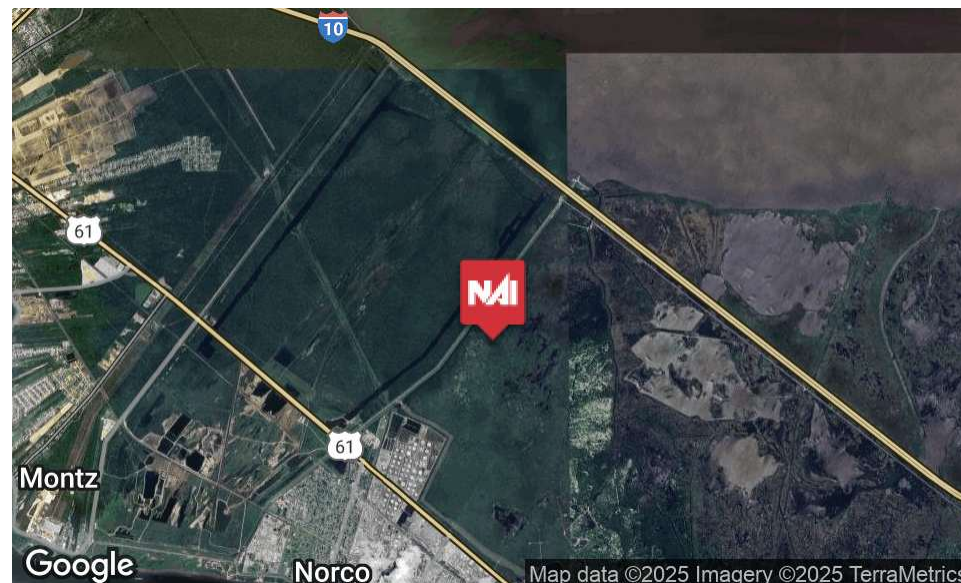
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PROPERTY DESCRIPTION

This expansive 145-acre property, nestled near Norco, Louisiana, offers a rare opportunity for development in one of the region's most strategically positioned locations. Situated between Interstate 10 and Highway 61, the site provides seamless access to major transportation routes, ensuring convenience for logistics, commerce, and industry. Its proximity to New Orleans enhances its appeal, offering both urban accessibility and the advantages of a more spacious, development-friendly setting.

Surrounded by a growing economic landscape, this property is well-positioned for a variety of uses, whether for industrial expansion, commercial ventures, or large-scale development projects. The area is home to a strong and diverse workforce, with a blend of established businesses and emerging industries that contribute to a thriving local economy.

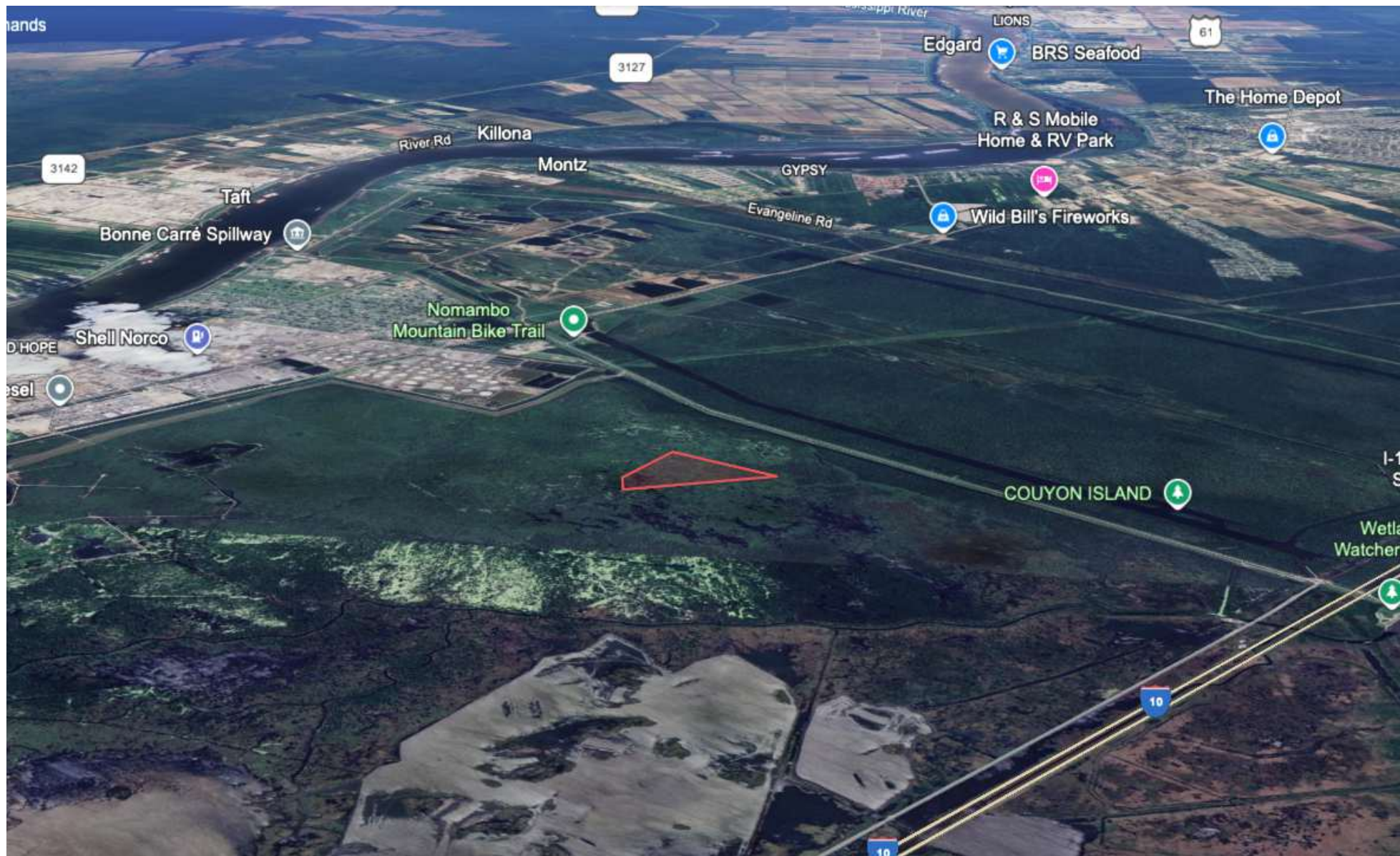
OFFERING SUMMARY

Sale Price:	\$326,318
Lot Size:	+/-145.03 Acres

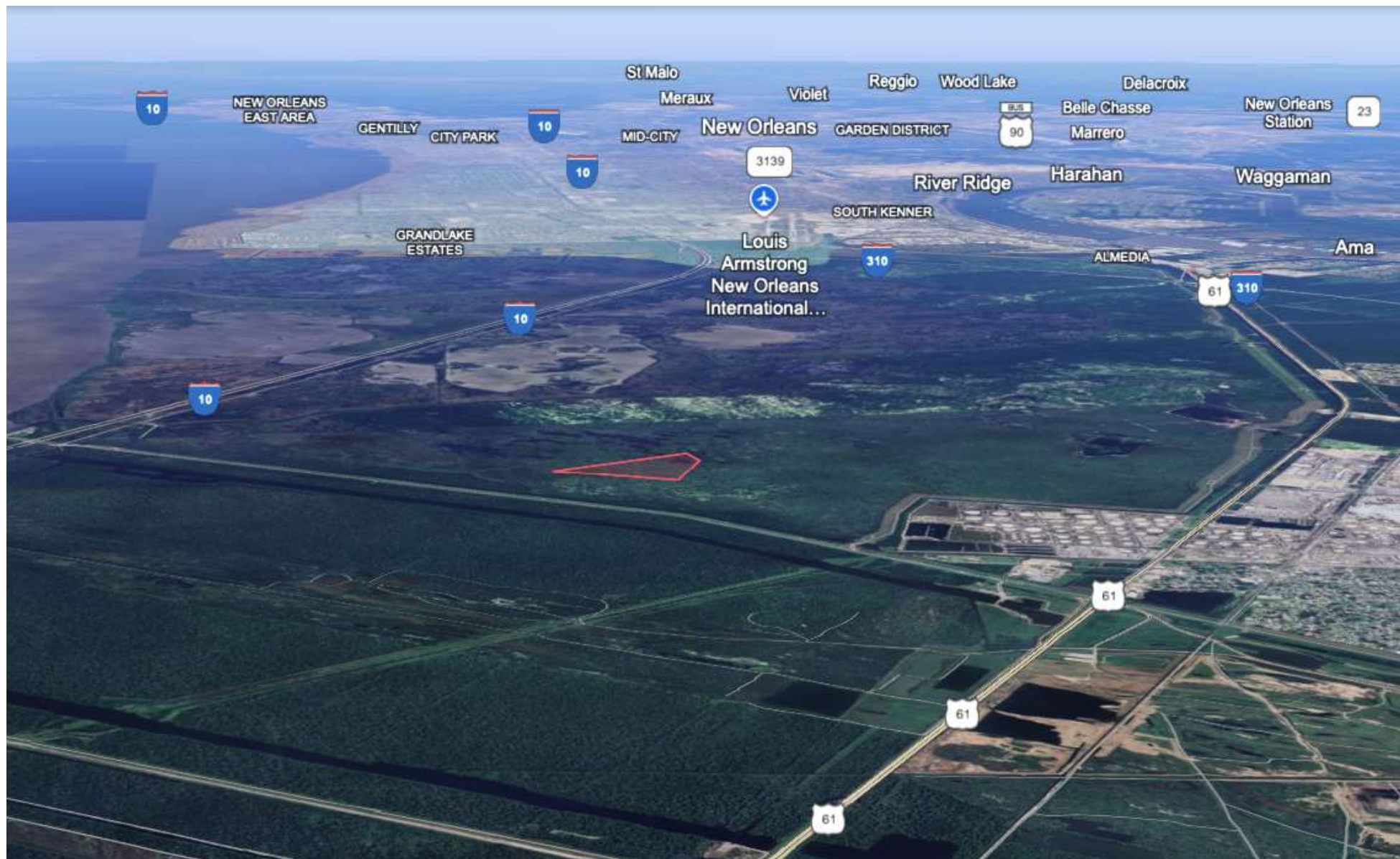
DEMOGRAPHICS	0.3 MILES	0.5 MILES	1 MILE
Total Households	1,044	7,601	27,863
Total Population	1,975	15,031	58,070
Average HH Income	\$96,199	\$89,848	\$89,759

PROPERTY HIGHLIGHTS

- The area contains 14,182 businesses and employs 134,505 people, providing a strong commercial foundation.
- The construction industry employs 13,440 workers, making up 9.9% of total employment, exceeding the U.S. average of 7.1%.
- Healthcare and social assistance industries employ 18,770 people, making up 13.8% of total employment, a key driver of economic stability.
- The 2024 median household income is \$69,230, projected to rise to \$80,729 by 2029, with an annual growth rate of 3.12%.
- The 2024 per capita income is \$40,357, expected to grow to \$47,211 by 2029, with a 3.19% annual increase.
- The retail trade sector has 1,545 businesses, employing 18,705 people, accounting for 13.9% of total employment.
- The employment participation rate for the prime working age group (25-54 years) is 84.4%, demonstrating a strong labor market.
- 14,666 workers (10.8%) are employed in office and administrative support roles, providing significant job opportunities.
- The median home value in the area is \$280,127, projected to rise to \$305,412 by 2029, reflecting a steady real estate appreciation.
- The manufacturing industry employs 9,210 workers, forming 6.8% of total employment, showcasing strong industrial infrastructure.
- The overall unemployment rate stands at 4.6%, which is competitive and indicative of a strong job market.
- 58.8% of homes are owner-occupied, while 32.4% are renter-occupied, reflecting a healthy housing balance.
- This sector employs 7,851 people, accounting for 5.8% of jobs, benefiting from strategic location advantages.
- The 2024 population is 268,846, with a moderate projected decrease to 263,361 by 2029, maintaining demographic stability.
- Businesses and developers use cap rates and cost return analyses to establish rental pricing, ensuring fair market values.



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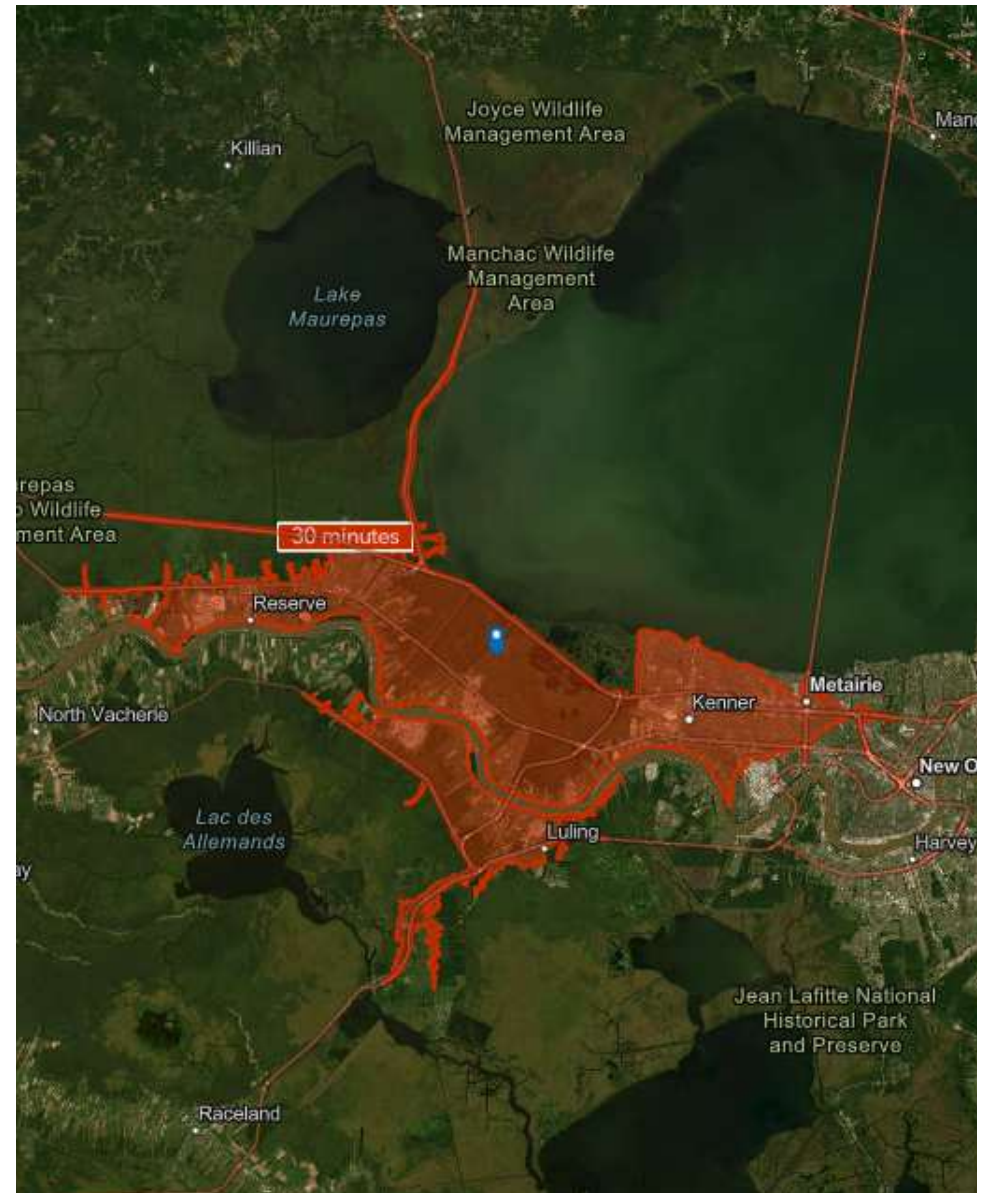
DEMOGRAPHICS - EXECUTIVE SUMMARY

The region surrounding Norco, Louisiana, maintains a strong economic profile with an employment participation rate of 65.0% for individuals aged 16 and older. The labor market is well-distributed across various industries, with the healthcare and social assistance sector employing the largest number of workers at 18,770 people (13.8%). The construction industry also plays a significant role, employing 13,440 workers (9.9%), surpassing the national average. Additionally, retail trade remains a major contributor to local employment, providing jobs to 13,344 people (9.8%). The area's job market stability is further reflected in a relatively low unemployment rate of 4.6%, ensuring steady economic opportunities for residents.

The region also exhibits a positive trajectory in income growth, with the median household income in 2024 at \$69,230, projected to increase to \$80,729 by 2029, representing an annual growth rate of 3.12%. The average household income stands at \$98,865, expected to reach \$113,907 within five years, growing at an annual rate of 2.87%. Similarly, per capita income is \$40,357 in 2024, with a projected increase to \$47,211 by 2029, growing at 3.19% annually. These figures reflect a robust economic outlook, demonstrating increasing earning potential for households and individuals alike.

The housing market in the area remains strong, with a total of 120,410 housing units in 2024, of which 58.8% are owner-occupied, 32.4% are renter-occupied, and 8.8% are vacant. This ratio indicates a healthy balance between homeownership and rental properties. The median home value in the region is \$280,127, with an anticipated appreciation rate of 1.74% per year, reaching \$305,412 by 2029. Additionally, the housing affordability index stands at 102, meaning homeownership remains within reach for many residents when compared to national affordability levels. These indicators suggest that the local housing market continues to provide viable opportunities for both homebuyers and investors.

*Demographics provided upon request.

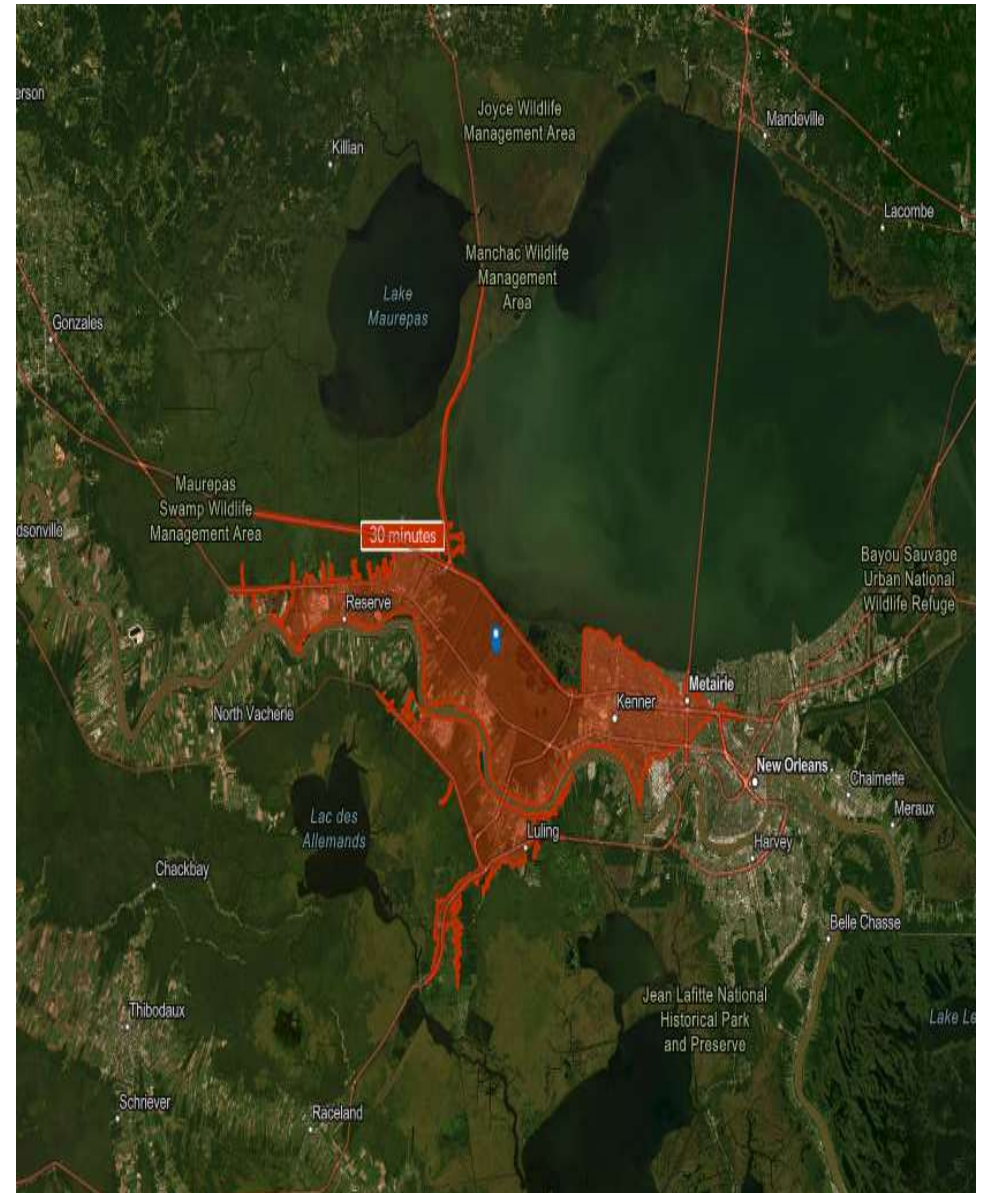


DEMOGRAPHICS - INDUSTRIAL SPECIALTY REPORT

The economic landscape of Norco, Louisiana, is bolstered by a strong industrial and commercial presence, with 14,182 businesses employing 134,505 people. The employment-to-residential population ratio is 50 employees per 100 residents, reflecting a well-developed job market. The construction industry, a major driver of local employment, provides jobs for 9,295 people (6.9%), while the retail trade sector employs 18,705 individuals (13.9%). Additionally, the healthcare and social assistance industry is the largest employer, with 24,803 workers (18.4%), highlighting the sector's critical role in the regional economy. Norco's workforce is highly engaged, with a labor force participation rate of 65.0%, demonstrating a strong employment climate. Among individuals aged 25-54 years, the employment-to-population ratio is an impressive 81%, ensuring that most working-age residents are actively contributing to the economy. The region also has a well-diversified occupational structure, with 61.1% of employees in white-collar jobs and 22.3% in blue-collar roles. Specialized professions such as architecture and engineering (3,521 employees) and legal services (2,094 employees) showcase the area's professional workforce strength. Moreover, construction and extraction occupations employ 9,874 people (7.3%), reflecting the region's infrastructure growth.

The housing market in the area remains stable, with 120,410 total housing units in 2024, of which 58.8% are owner-occupied and 32.4% are renter-occupied. The median home value stands at \$280,127, projected to increase annually by 1.74%, reaching \$305,412 by 2029. Additionally, the housing affordability index of 102 suggests that homeownership remains accessible relative to income levels. With a diverse economic base, growing industries, and a balanced labor market, Norco continues to be a hub of opportunity and development.

*Demographics provided upon request.





CHRIS A. TOWN

Advisory / Investments / Management

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PROFESSIONAL BACKGROUND

Chris brings a wealth of expertise from his successful career in commercial and industrial construction. He possesses extensive knowledge of all aspects of development, building and risk analysis. Chris has held numerous executive positions in multiple companies and has served on various industry boards as well as charitable and religious organizations.

He actively participates in numerous commercial real estate organizations, staying at the forefront of industry trends and best practices. He has initiated several groups within NAI Latter & Blum focusing on key areas of CRE, including Sale-Leaseback, Office Space, Single Family Rentals (SFR), Carbon Capture (CCS), Solar and Land Acquisition/Disposition.

Chris believes in building long term relationships and provides exceptional service to the client, which has made him a trusted advisor in the commercial real estate industry.

MEMBERSHIPS

Certified Commercial Investment Member (CCIM) - Member, Candidate for Certification

Louisiana Association of Realtors - Member

Greater Baton Rouge Realtors Association, Commercial Investment Division - Member
Baton Rouge Chamber of Commerce - Executive Council Member, Carbon Capture Alliance

Good Growth Coalition of Baton Rouge - Member

Associated Builders & Contractors - Former Board Member, Executive Committee

St. Aloysius Parish - Former Trustee

Habitat for Humanity of Greater Baton Rouge - Past President

Sunrise Rotary of Baton Rouge - Past President

NAI Latter & Blum
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BRYANT J. CHEELY

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PROFESSIONAL BACKGROUND

With a background in residential investment management, including serving as Director of Single-Family Management for the largest third-party property management firm in the Gulf South, Bryant possesses a comprehensive understanding of the real estate market and has successfully supervised a team of real estate professionals managing 2.2 Million square feet of residential investment property, demonstrating exceptional leadership and management qualities. This background provides a strong foundation for transitioning into commercial real estate brokerage, consulting, and advisory services. With particular skill sets in Market Research, Financial Analysis, Site Selection, Demographic Research, Risk Management, Asset Management, and Technological Support, Bryant has been invited to join several groups within the organization, such as the Home Portfolio Group and the Carbon Capture and Sequestration Group.

Bryant also excels in Technology services, focusing on Artificial Intelligence (AI) and custom AI products to boost business efficiency and productivity. He skillfully integrates AI in real estate, using custom tools for market analysis and predictive modeling. This technological savvy, combined with his real estate expertise, uniquely positions Bryant as a forward-thinking professional, enhancing the value he delivers to his clients.

MEMBERSHIPS

- National Association of Realtors
- LA Realtors Association
- Greater Baton Rouge Association of Realtors (GBRAR)
- Greater Baton Rouge Association of Realtors Commercial Investment Division (CID)
- Certified Commercial Investment Member (CCIM) – candidate for designation
- CCIM Louisiana Chapter – Member
- CCIM Technologies Advisory Board (2023-Present)
- CCIM Presidential Action Group (PAG) for Artificial Intelligence (2023-Present)
- NAI Global Technologies Subgroup – Artificial Intelligence Advisor (2024-Present)
- Institute of Real Estate Management
- National Association of Residential Property Managers
- Licensed Louisiana Real Estate Broker Associate
- Baton Rouge Area Chamber (BRAC)
- Volunteers of America
- Friends of the Animals Baton Rouge
- Society of St. Vincent de Paul Baton Rouge

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BLAKE HOWARD

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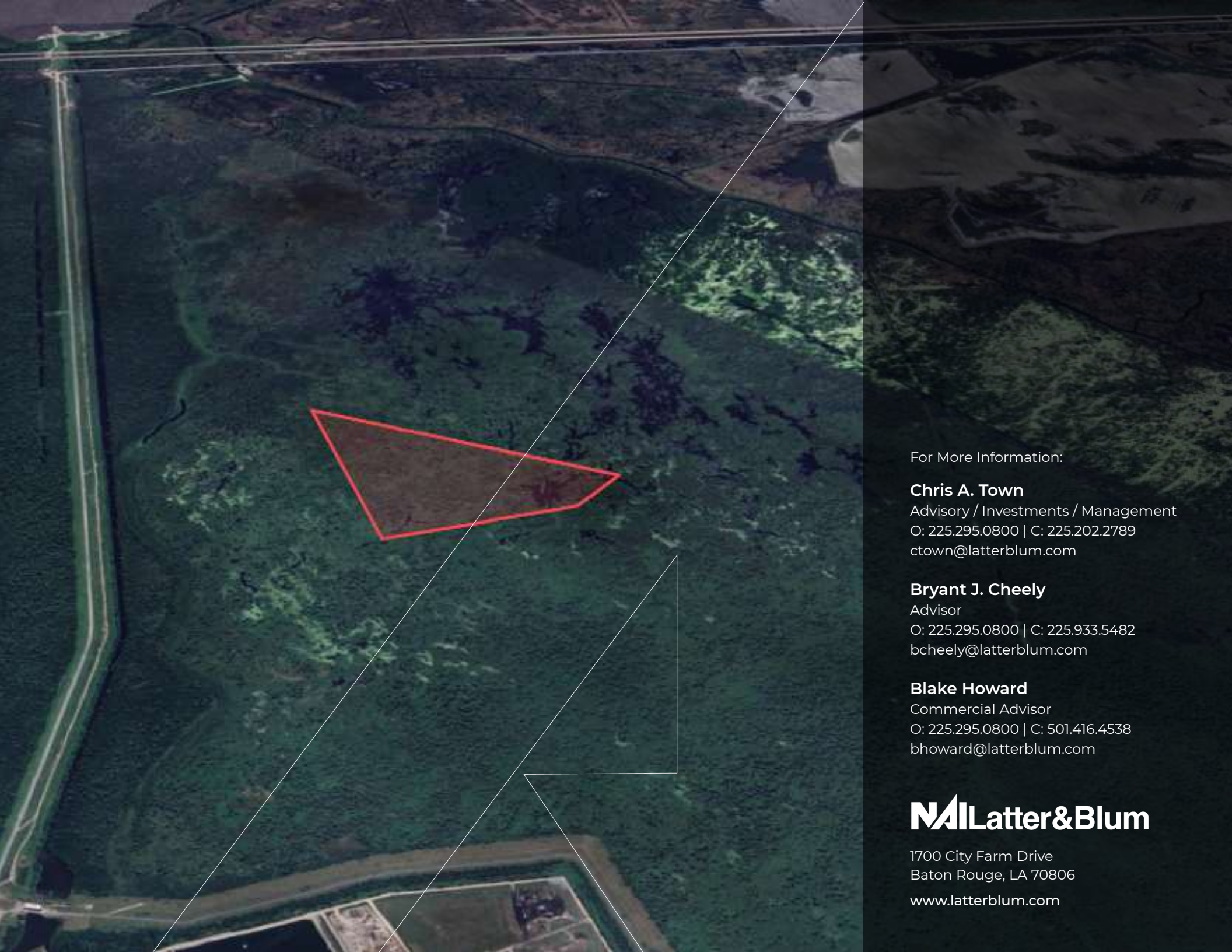
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PROFESSIONAL BACKGROUND

Blake Howard is a newly licensed Commercial Real Estate agent at NAI Latter & Blum. Blake grew up in Little Rock, and is currently finishing up his business degree at Arkansas State University virtually. His approach to real estate is straightforward—Understand your needs while using business administration experience to better connect with businesses on a personal level. No flashy stuff here—just building real connections, not just business ties. Keeping you up to date with market trends using the many tools available to NAI Latter & Blum. Blake is also currently working as an intern at Latter & Blum, allowing him to continuously learn from many experienced and established agents in real estate. In the future he plans on using his knowledge to grow in the industrial and retail markets.

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