

Coming Soon



## 10± ACRES DEVELOPMENT LAND I-20 FRONTAGE

SWC OF INTERSTATE 20 AND TARBUTTON ROAD, RUSTON, LA

## FOR SALE MAY BE SUBDIVIDED

### PROPERTY HIGHLIGHTS:

- ±10 Acres fronting I-20
- Located on Tarbutton Rd. at new I-20 Interchange (opened in 2020)
- Woodward Avenue is a one-way street heading west and South Service Road is a one way street heading east
- Zoned: B-4 (Highway Business)
- Land divisible
- In close proximity to Louisiana Tech University (2 miles east), Downtown Ruston (2.5 miles east) and Grambling State University (3 miles west)
- Across highway from new Buc-ee's location
- 68.7 miles east of Shreveport-Bossier City, LA
- 35 miles west of Monroe, LA
- Traffic Counts: 51,760 Average VPD
- Pricing: \$14/SF to \$17/SF

For more information, contact:

**Michael Berlin, Associate Broker**

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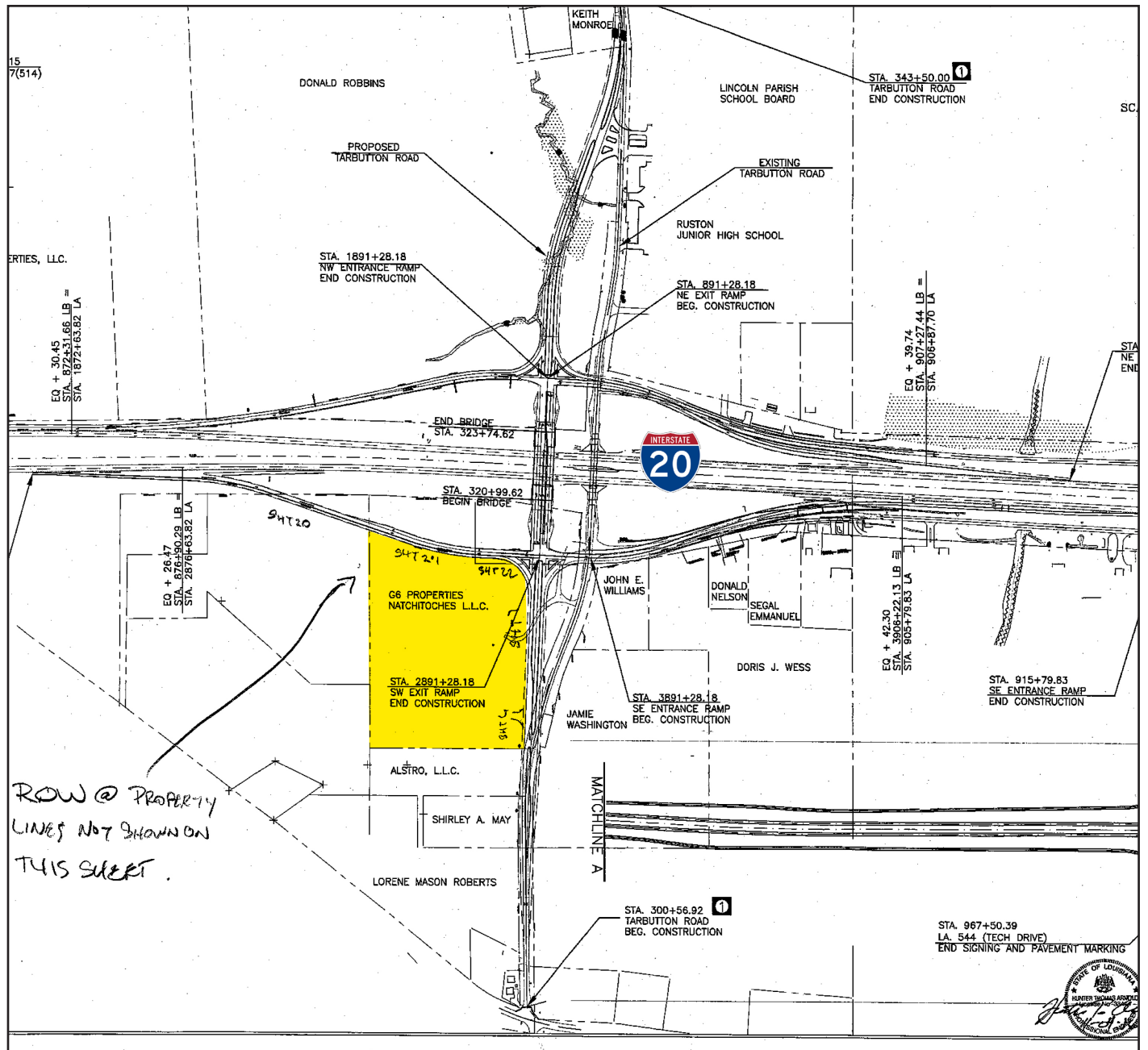
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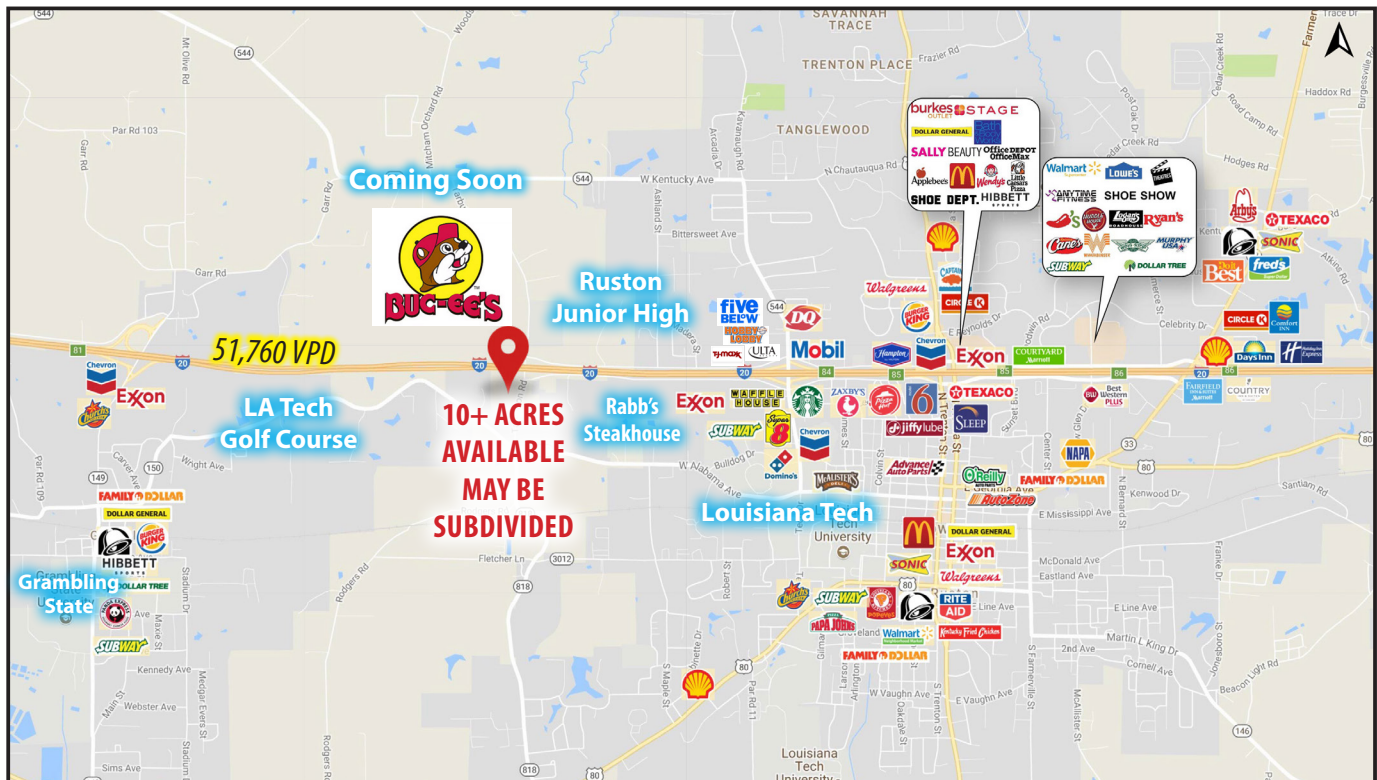
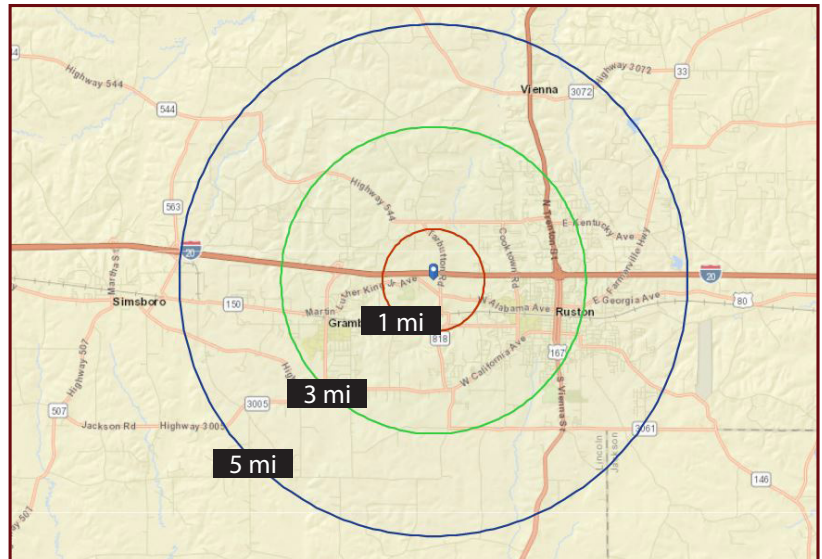
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## POINTS OF INTEREST



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## DEMOGRAPHIC SNAPSHOT - 3,5,10 MILE AROUND PROPERTY



### Executive Summary

Ruston, Louisiana  
Rings: 3, 5, 10 mile radii

Prepared by Esri  
Latitude: 32.53891  
Longitude: -92.67917

	3 miles	5 miles	10 miles
<b>Population</b>			
2010 Population	21,430	32,808	42,352
2020 Population	21,878	33,587	43,747
2024 Population	22,098	33,632	43,754
2029 Population	22,281	33,612	43,823
2010-2020 Annual Rate	0.21%	0.23%	0.32%
2020-2024 Annual Rate	0.24%	0.03%	0.00%
2024-2029 Annual Rate	0.17%	-0.01%	0.03%
2020 Male Population	47.6%	47.6%	48.0%
2020 Female Population	52.4%	52.4%	52.0%
2020 Median Age	23.9	25.5	28.8
2024 Male Population	48.2%	48.2%	48.6%
2024 Female Population	51.8%	51.8%	51.4%
2024 Median Age	24.3	26.7	29.3

In the identified area, the current year population is 43,754. In 2020, the Census count in the area was 43,747. The rate of change since 2020 was 0.00% annually. The five-year projection for the population in the area is 43,823 representing a change of 0.03% annually from 2024 to 2029. Currently, the population is 48.6% male and 51.4% female.

<b>Average Household Income</b>			
2024 Average Household Income	\$51,957	\$54,652	\$61,398
2029 Average Household Income	\$58,401	\$61,368	\$69,696
2024-2029 Annual Rate	2.37%	2.35%	2.57%

or more owner-occupied housing units. The Gini index measures the extent to which the distribution of income or consumption among individuals or households within an economy deviates from a perfectly equal distribution. A Gini index of 0 represents perfect equality, while an index of 100 implies perfect inequality.

Source: U.S. Census Bureau. Esri forecasts for 2024 and 2029. Esri converted Census 2010 into 2020 geography and Census 2020 data.

October 15, 2024



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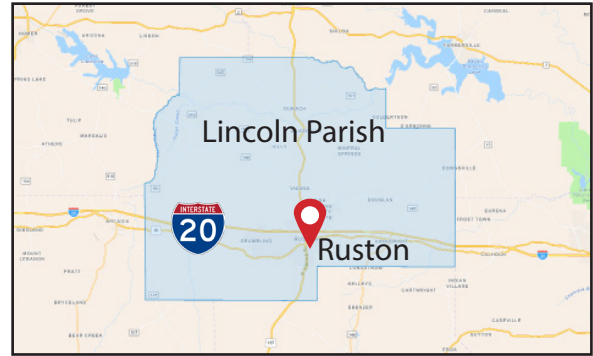
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**RUSTON, LOUISIANA** is located in North Louisiana between Shreveport and Monroe, and is the parish seat of Lincoln Parish. Other Lincoln Parish communities include Choudrant, Dubach, Grambling, Simsboro, and Vienna. With a population of 48,396, Lincoln Parish is a thriving area covering 472 sq. miles of land. Ruston is known for its lively college-town atmosphere, 25-block historic downtown district, thriving arts culture, scenic sports and outdoor attractions, peach orchards, and the Louisiana Peach Festival. Ruston lies at the intersection of Interstate 20 and Highway 167, providing easy access to a number of national markets. Lincoln Parish is also home to a diverse economic base of both domestic and internationally based companies, including advanced manufacturing, technology/support services, healthcare, and financial services.

Commercial real estate investment continues to grow not only in the heart of downtown, but along I-20 as Ruston invests in infrastructure. Construction on Buc-ee's travel center is set to begin in 2024 on the new Tarbutton Exchange with more than 50 adjacent acres for further development. Several hotels and restaurants have already secured land in the development.

With Louisiana Tech University, Grambling State University, and Louisiana Delta Community College nearby, education is an economic anchor for our city. The universities are large employers in the area, contributing to Ruston's healthy and growing economy.

## REGIONAL CITIES DISTANCE FROM SHREVEPORT:

• SHREVEPORT, LA	70 MILES	• LITTLE ROCK, AR	170 MILES
• MONROE, LA	32 MILES	• JACKSON, MS	150 MILES
• ALEXANDRIA, LA	93 MILES	• HOUSTON, TX	305 MILES
• VICKSBURG, MS	109 MILES	• NEW ORLEANS, LA	283 MILES
• DALLAS, TX	254 MILES	• MEMPHIS, TN	305 MILES



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## MAJOR EMPLOYERS

Louisiana Tech University	1200
Lincoln Parish School Board	1080
Northern Louisiana Medical Center	525
Grambling State University	500
Methodist Children's Home	350
Green Clinic	325
City of Ruston	300
Hunt, Guillot and Associates LLC	270
Ardagh Group, Glassware	220
Origin Bank (HQ)	200
Roseburg Forest Products	170
Mortgage Contracting Services	150
O'Neal Gas/Hercules Transport	130
Industry Services, ML Smith	120
Johns Manville	103

Source: Ruston.org (2020)



## POPULATION

RUSTON  
**22,224**  
LINCOLN PARISH  
**48,478**  
STATE OF LOUISIANA  
**4.6 MILLION**



## NUMBER OF WHITE COLLAR EMPLOYEES

RUSTON  
**56.4%**  
LINCOLN PARISH  
**58.1%**  
STATE OF LOUISIANA  
**58.3%**



## NUMBER OF HOUSEHOLDS

RUSTON  
**8,709**  
LINCOLN PARISH  
**18,241**  
STATE OF LOUISIANA  
**1.85 MILLION**



## AVERAGE HOUSEHOLD INCOME

RUSTON  
**\$53,911**  
LINCOLN PARISH  
**\$62,913**  
STATE OF LOUISIANA  
**\$85,114**



## MEDIAN AGE

RUSTON  
**26.5**  
LINCOLN PARISH  
**30.3**  
STATE OF LOUISIANA  
**38.6**

## HIGHER EDUCATION



### LOUISIANA TECH UNIVERSITY

(11,612+ Students)

### GRAMBLING STATE UNIVERSITY

(5,114+ Students)

### LOUISIANA DELTA COMMUNITY COLLEGE

(4100+ Students total, 250 in Ruston)



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## ECONOMIC NEWS AND DRIVERS



### 2024

Louisiana Tech University's College of Business was named to U.S. News & World Report's 2024-2025 list of Best Graduate Schools of Business. The university tied for the highest-ranked public business school in Louisiana at spot 97. Other recognitions include being named the Best College of Business in Louisiana by Niche and the second-best value MBA by College Consensus.



### 2024 / 2025

The first-ever Buc-ee's in Louisiana will open in Ruston in late 2025. Conveniently located off I-20 across from Ruston Junior High School, the new Buc-ee's will bring 250 jobs to the area. As of May 2024, there are 48 Buc-ee's stores in the United States.

### New Sports Complex

In January 2022 the \$35 million Ruston Sports Complex opened. In 2023 it saw 210,000 annual visitors and in 2024 they are on track to see 410,000 visitors. The complex hosts baseball, softball, soccer, tennis and football, and attracts sports enthusiasts in the region. The complex is expected to generate \$1.2 billion over the next 20 years, making a tremendous economic impact. The indoor and outdoor complexes includes a 62,470-square-foot indoor facility features a multipurpose room, meeting rooms, offices and concession area, plus six multi-use courts that can simultaneously host six basketball games, eight volleyball games, 15 pickleball games or six indoor soccer games. The outdoor facility features 15 turf multi-use fields, nine tennis courts, three grass soccer and football fields, seven grass baseball and softball fields, three playgrounds, a six-acre pond, a walking trail, charging station areas, concessions and 10 full-service RV slots.



2023 - Reports confirmed that JPMorgan Chase is planning to build a new 50,000-square-foot operations center in Ruston, La. The project would be a minimum \$30 million investment and would create 200 full-time jobs when completed, with an average wage of \$50,000 per year. The building would be located on the North Frontage Road of Interstate 20.

### 2024 Tourism Update



The Ruston Lincoln Convention & Visitors Bureau (Experience Ruston) is pleased to share that 2023 was a strong year for tourism in Lincoln Parish. Based on proprietary visitor intelligence data, the parish saw an 18% increase in new visitors to the area, and a 7% increase in total trips to the area. It was a record setting year for the Louisiana Peach Festival, which saw more than 24,000 festival attendees, a 10% increase from 2022.



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