



27.83 AC | LAND FOR SALE

Gretna Development Land

Good Life Transformational District

19810 & 19802 Fairview Rd., Gretna NE 68028



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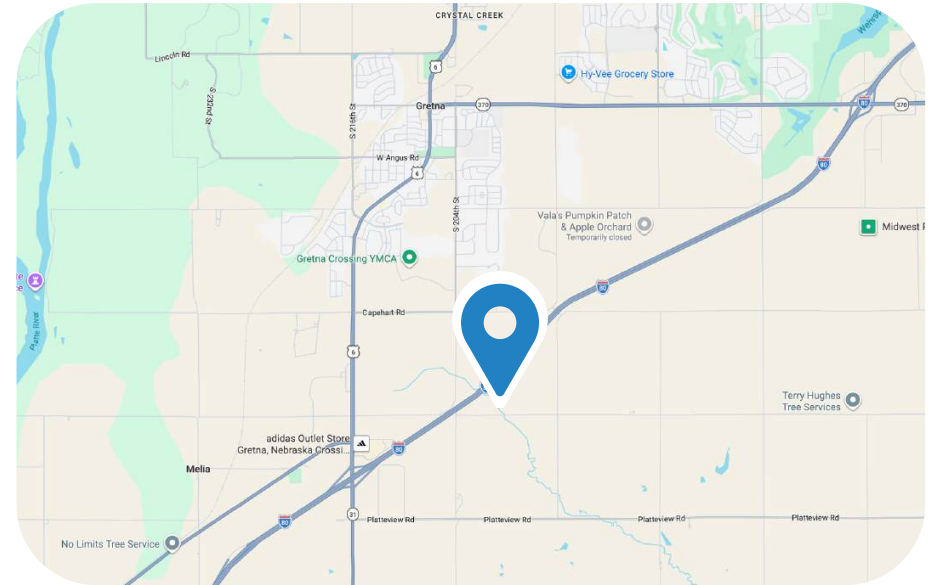


PROPERTY OVERVIEW

19802 and 19810 Fairview Road are offered together by Brightway Commercial as a single, contiguous 27.8 acre development assemblage inside the Gretna Good Life District, the 2,000 acre state designated economic development district straddling Interstate 80 and authorized through 2054.

PROPERTY HIGHLIGHTS

- **Located in Good Life District:** Sales tax incentives and TIF funding available
- **New I-80 Interchange:** One mile from the committed new I-80 interchange at 192nd Street, formally announced by NDOT in September 2025, with direct I-80 adjacency and open interstate visibility
- **I-80 Frontage:** Visibility of 59,500 vehicles per day
- **Infrastructure funded and moving:** 192nd Street and Capehart Road feeder paving begins end of 2026, and the regional sewer system that unlocked southern Sarpy County is operational



OFFERING SUMMARY

Sale Price:	\$1,868,000
Assembled Lot Size:	27.83 AC
Price PSF:	\$1.54 PSF
Current Zoning:	Transitional Agriculture (TA)
APN:	010747818 & 011592501
Traffic Count:	59,500 vehicles per day
Location:	19810 & 19802 Fairview Rd., Gretna NE 68028, Sarpy County, Nebraska

NEARBY DEVELOPMENTS

- Future 151 acre medical campus one mile north of subject property
- Gretna Logistics Park and I-80 Crossing industrial developments ~1 mile away
- Infrastructure funded and moving: 192nd Street and Capehart Road feeder paving begins end of 2026, and the regional sewer system that unlocked southern Sarpy County is operational





Good Life Transformational District

Highlights & Incentives

- **Reduced State Sales Tax:** For transactions within the district, the Nebraska State sales tax is reduced by half, from 5.5% to 2.75%
- **High Visitation Forecasts:** Estimated to attract between 8.6 million and 9.9 million visitors annually, 3.2 million to 3.8 million of those coming from out-of-state
- **Tax Increment Financing (TIF):** Developers can request a TIF pledge, where incremental increases in property tax revenue generated by the project are used to help finance the development
- **Gretna Pull Factor:** The area captures retail sales at a rate 107% greater than the statewide average, heavily driven by non-resident shoppers.

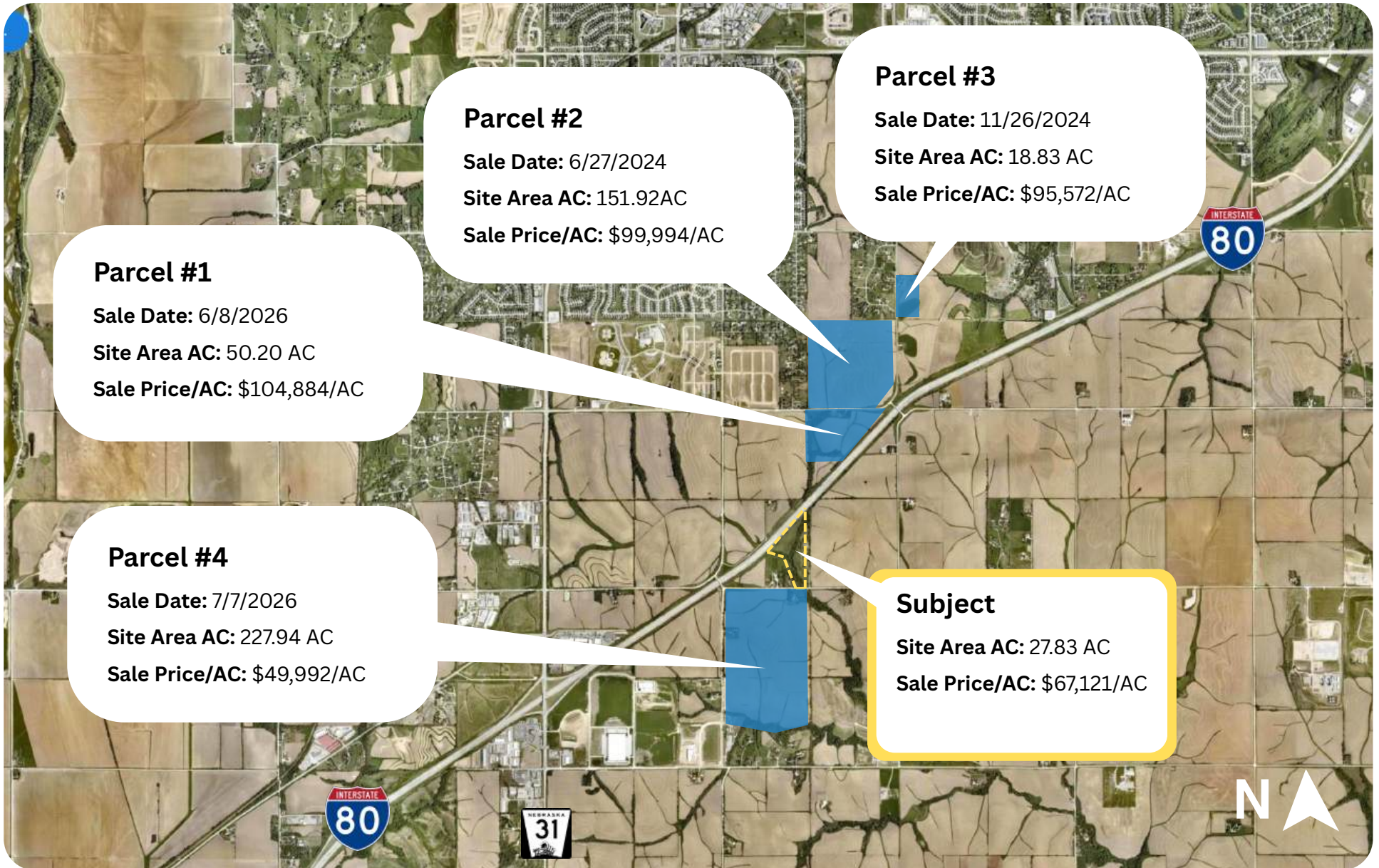
Good
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★ SITE

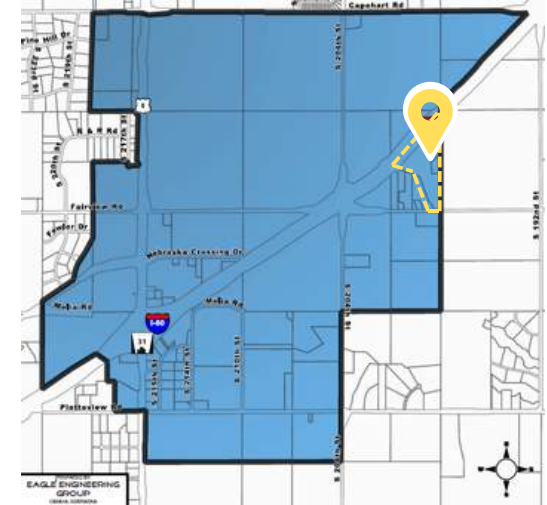




Comparable Sales



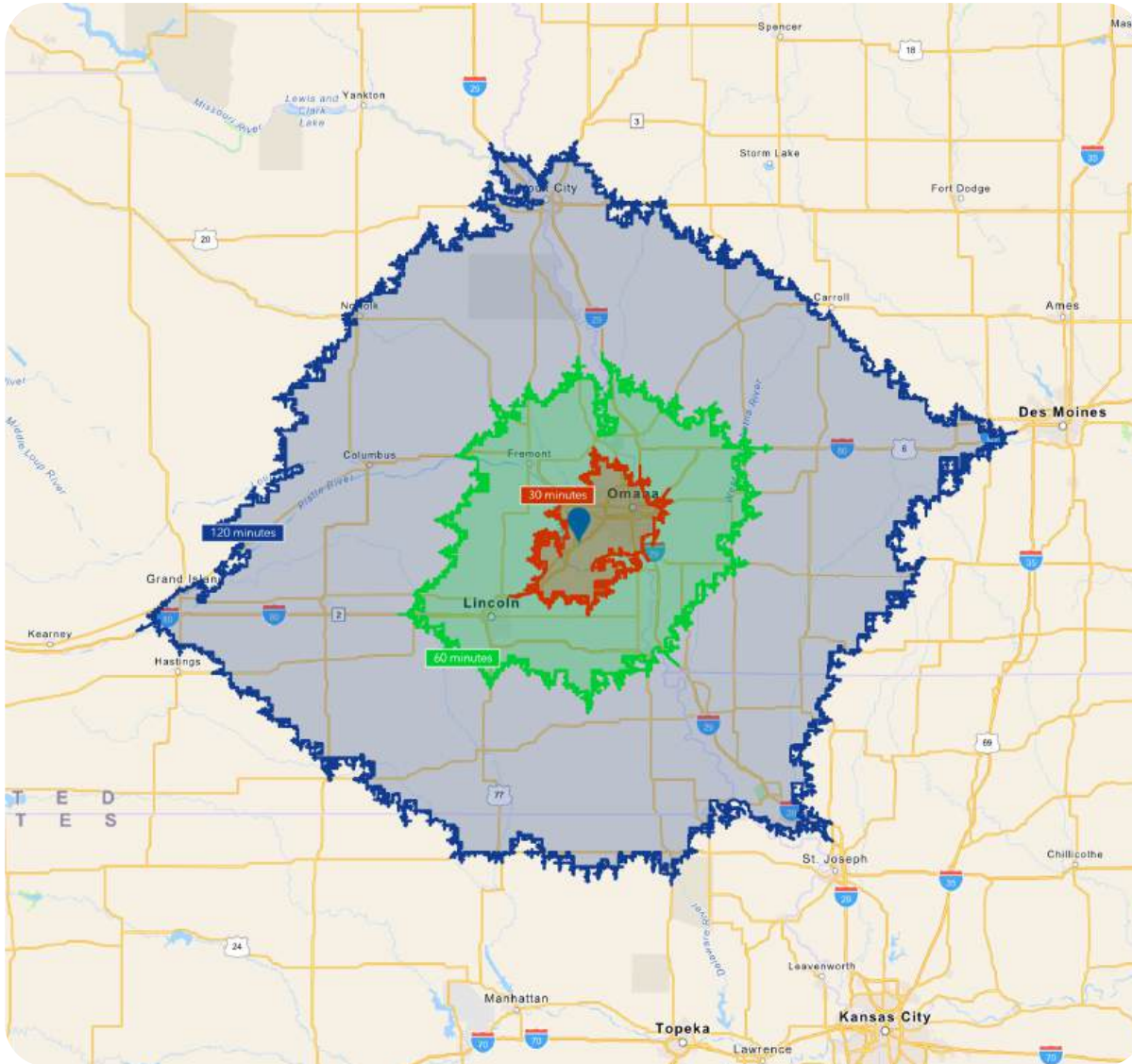
Good Life Transformational District



The Gretna Good Life District is a 1,998-acre transformational area designed to bolster Nebraska's economic welfare by attracting new industries and strengthening the state's retail, entertainment, and tourism sectors. The district's development is centered around a 700-acre Core Project Area featuring several high-impact projects, including an 18,000-seat outdoor amphitheater for major concerts, The St. James, a premier indoor multi-sport and wellness complex, and an 18-hole championship golf course designed by Jack Nicklaus. Commercial anchors within the district include Nebraska Landing, a 958,000-square-foot destination shopping center planned to house a "new-to-market" major international home furnishings retailer, alongside Wally's, a family-friendly destination travel center, and two new hotels offering 200 guest rooms. Collectively, these transformational developments are forecast to attract between 8.6 million and 9.9 million annual visitors—with over 3 million expected from out-of-state—while generating a \$2.0 billion total investment and creating approximately 1,958 direct full-time jobs.



Strategic Location & Consumer Traffic



Explosive Consumer Traffic & Retail Demand

- **Unrivaled Regional Draw:** The 700-acre Core Project Area is projected to draw 8.6 million to 9.9 million visitors annually upon stabilization, acting as a massive funnel for consumer spending.
- **High Out-of-State Capture:** Approximately 37% of future foot traffic (up to 3.8 million visitors) is projected to originate from out of state, significantly expanding the primary trade area.
- **Proven Retail Pull Factor:** The Gretna submarket currently operates with a retail pull factor of 2.07, capturing sales at a rate 107% higher than the Nebraska state average.
- **Supply-Constrained Market:** With an exceptionally low overall retail vacancy rate (historically hovering under 1%), there is immense pent-up demand for new commercial space.

Strategic Location & High-Income Demographics

- **A Main-and-Main Location:** Strategically positioned at the high-volume intersection of Interstate 80 (52,000+ VPD) and State Highway 31 (20,000+ VPD), offering unparalleled visibility for commercial tenants.
- **Affluent Trade Area:** The immediate 10-mile radius boasts a highly lucrative consumer base, featuring a population of over 222,000 residents and a median household income exceeding \$117,000.
- **Development Synergies:** The 27.83-acre site benefits from the halo effect of adjacent proven hubs like the Nebraska Crossing Outlets (80+ top-tier brands) and incoming proposed mega-projects like the 18,000-seat amphitheater and multi-sport complexes.

Regional Trade Area Drive Times

Downtown Omaha: 29 minutes

Lincoln, NE: 33 minutes

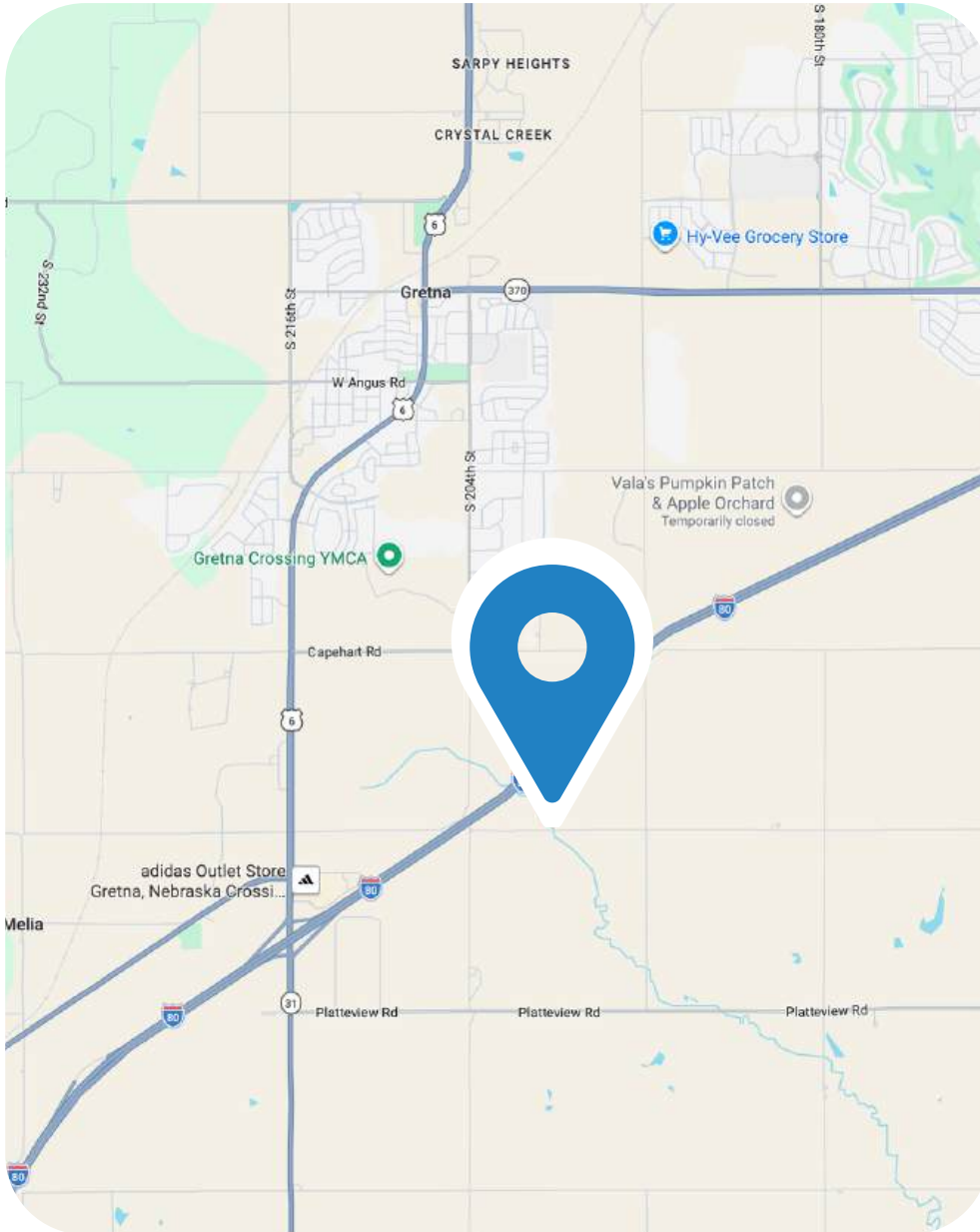
Des Moines, IA: 2 hours 26 minutes

Kansas City, MO: 2 hours 55 minutes





Brightway Commercial



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