

66 PLAZA, LLC

Business Opportunity Summary

20.41 Acres — U.S. Route 66 & I-44, Exit 289 — Vinita, Oklahoma

Property Overview

66 Plaza, LLC owns approximately **20.41 acres of level, commercially zoned land** near the I-44/Route 66 interchange in Vinita. The property was appraised at **\$1.33 million in 2023**, with retail identified as its highest and best use.

The location benefits from approximately **27,200 vehicles per day on I-44**, along with increasing Route 66 tourism activity. The site is large enough for either a single major development or a combination of complementary commercial uses.

Key Advantages

- Excellent access to the **I-44/Route 66 corridor**
- Approximately **27,200 vehicles per day**
- **20+ acres of level ground**
- Water and electric service available
- Outside the primary floodplain
- Strong highway visibility and commercial potential
- Opportunity to serve both **interstate travelers and regional customers**
- Ability to divide the property among several complementary uses

Primary Challenge

The largest development issue is **sanitary sewer**. Water and electric are available, but municipal sewer has not yet been confirmed.

Before pursuing sewer-dependent development, an engineer should determine whether the property can connect by gravity sewer or would require a lift station/force main. Lower-intensity uses can potentially move forward without waiting for municipal sewer.

Best Near-Term Opportunities

Of the 34 concepts reviewed, the strongest lower-cost opportunities are:

Self-Storage / RV & Boat Storage — Requires little infrastructure, minimal staffing and no municipal sewer. The report identifies this as one of the strongest opportunities for creating recurring cash flow with relatively modest investment.

Solar or Battery-Storage Ground Lease — Requires little or no owner capital and could provide passive income while preserving other portions of the property for development.

Other inexpensive complementary uses could include **billboards, a cell-tower lease, contractor/equipment storage, truck parking, trailer drop lots and a public truck scale.**

Stronger Mid-Level Development Opportunities

The report identifies two particularly attractive concepts:

Truck & Trailer Wash / Detail Facility — Takes advantage of I-44 truck traffic and fills a service gap at the Vinita interchange.

Farm & Ranch Supply / Agricultural Retail — Fits the surrounding ranching economy and the property's large acreage while requiring relatively limited sewer capacity.

A **Route 66-themed attraction**, RV-related development or other traveler-focused business could also capitalize on increasing Route 66 tourism.

Long-Term Opportunities

Once sewer and utility capacity are established, the property becomes more attractive for higher-value development such as:

Travel plaza / convenience store, national fuel or QSR ground lease, logistics/distribution facility, data center, extended-stay hotel, or light manufacturing.

The original appraisal identified a **travel plaza/convenience store** as an appropriate highest-and-best-use direction for the property.

Bottom Line

The property's strongest asset is its **20+ acres at a high-traffic I-44/Route 66 interchange**. The best strategy is probably **not to wait for one large development**. Start generating income from sewer-independent portions of the property while simultaneously pursuing national tenants and solving the sewer question. That preserves flexibility while positioning the site for a substantially higher-value development later.