

# MALL OF LOUISIANA

BATON ROUGE, LOUISIANA





## PRIME LOCATION

- Centrally located in the fastest-growing, most affluent area of the entire parish.
- Conveniently located on Interstate 10 and just three miles from Interstate 12.
- The mall is surrounded by three of Louisiana's highest income zip code areas and has a daily traffic count that exceeds 90,000.
- Louisiana State University and Southern University are both located in Baton Rouge, with a combined enrollment of approximately 40,000 students.
- Baton Rouge, the Louisiana state capital, is the headquarters for all branches of parish and state government, which provide jobs for almost one-fifth of the workforce.
- Baton Rouge is the fifth largest port city in the nation, with more than 620,000 people living in the metropolitan area.

## DYNAMIC CENTER FOR SOUTHERN LOUISIANA

- The Mall of Louisiana is a 1.5 million-square-foot complex and a dynamic retail center in the Baton Rouge/Louisiana market.
- Two-level, super-regional mall offering an upscale merchandise mix with five department stores, over 175 specialty stores, seven full-service restaurants, a 600-seat Food Court and carousel.
- The impressive retail line-up includes Pottery Barn, Williams-Sonoma, Coach, bareMinerals, M.A.C. Cosmetics, Oakley, Pandora, Fossil, Lee Michaels Fine Jewelers, Talbots and a two-level Forever 21.
- Outparcels house Chase Bank, Pier One, Dick's Sporting Goods, AMC 15 and IMAX along with six restaurants: Copeland's Cheesecake Bistro, J. Alexander's, Pluckers, Logan's Roadhouse, Red Lobster and Burger King.
- The center is currently 97% leased and receives over 15 million visitors annually.
- A Lifestyle Boulevard expansion opened in 2008 which includes Apple, Ann Taylor, LOFT, Chico's, Clarks, Cupcake Couture, James Avery, JoS. A. Bank, L'Occitane, Select Comfort, Sephora, Soma Intimates, The Art of Shaving, Altar'd State, Versona Accessories, and others. Restaurants include BJ's Restaurant & Brewhouse, and Bar Louie.

## OUR TOP THREE PERFORMING CATEGORIES

- Home entertainment and electronics
- Food court
- Jewelry

## MALL INFORMATION

LOCATION: Cross streets: I-10 and Bluebonnet Boulevard  
MARKET: Baton Rouge, Louisiana  
DESCRIPTION: Two-level, enclosed super-regional mall, outdoor lifestyle center, power center and theater  
ANCHORS: Dillard's, Dillard's Men's, Macy's, Sears, JCPenney  
TOTAL RETAIL SQUARE FOOTAGE: 1,500,000  
PARKING SPACES: 6,000  
OPENED / EXPANDED: 1997/2008  
OTHER FEATURES: 13-unit, 600-seat Food Court, antique carousel, children's play area, AMC 15 and IMAX.

## TRADE AREA PROFILE

2013 POPULATION 637,022  
2018 PROJECTED POPULATION 658,453  
2013 HOUSEHOLDS 241,431  
2018 PROJECTED HOUSEHOLDS 250,177  
2013 MEDIAN AGE 33.9  
2013 AVERAGE HOUSEHOLD INCOME \$71,003  
2018 PROJECTED AVERAGE HOUSEHOLD INCOME \$79,310

## 10 - MILE RADIUS

2013 POPULATION 400,068  
2018 PROJECTED POPULATION 408,993  
2013 HOUSEHOLDS 158,213  
2018 PROJECTED HOUSEHOLDS 162,322  
2013 MEDIAN AGE 33.6  
2013 AVERAGE HOUSEHOLD INCOME \$71,458  
2018 PROJECTED AVERAGE HOUSEHOLD INCOME \$80,489

## DAYTIME EMPLOYMENT

3 - MILE RADIUS 89,494  
5 - MILE RADIUS 156,646

Source: Nielsen

