



# Mall of Louisiana

BATON ROUGE, LOUISIANA



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## 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, as well as the largest African-American university in the nation, Southern University, are both located in Baton Rouge with a combined enrollment of over 40,000 students.
- Baton Rouge, the Louisiana state capital, is the headquarters for all branches of parish and state government which provides jobs for almost one-fifth of the workforce.
- Baton Rouge is the fifth largest port city in the nation with more than 600,000 people living in the metropolitan area.

## DYNAMIC CENTER FOR SOUTHERN LOUISIANA

- The Mall of Louisiana is a 1.3 million square-foot complex and a dynamic retail center in the Baton Rouge market.
- Two-level super-regional mall offering an upscale merchandise mix with five department stores, over 170 specialty stores, four full-service restaurants, a 600-seat Food Court, and carousel.
- The impressive retail line-up includes Talbots, bebe, HollisterCo., Abercrombie & Fitch, MAC Cosmetics, Banana Republic, Steve Madden Shoes, Charlotte Russe, Aveda, Brookstone, Godiva Chocolatier, Nine West, Lee Michaels Jewelers, Williams-Sonoma, Coach, Forever 21, Fossil, Love Culture, Bebe Sport, and G by Guess.
- Outparcels house Bank One, Burger King, Pier One, along with four restaurants: Copeland's Cheesecake Bistro, Bennigan's, J. Alexander's, and Logan's Roadhouse.
- The center is currently 98% leased and receives over 12 million visitors annually.
- Lifestyle "Boulevard" expansion in 2008 includes Apple, Ann Taylor, Ann Taylor LOFT, Chico's, L'Occitane, Pottery Barn, Sephora, Soma, Border's, BJ's Restaurant & Brewhouse, Bravo! Cucina Italiano, Sake Café, and Camille's Sidewalk Café.
- Another phase of exterior retail will open Summer 2008 next to the now Rave Movie Theater. New retailers for this addition include Dick's Sporting Goods, Circuit City, DSW, Lane Bryant, and ULTA.



## MALL INFORMATION

### LOCATION

Cross Streets: I-10 and Bluebonnet Boulevard

### MARKET

Baton Rouge, LA

### DESCRIPTION

Two-level, enclosed super-regional

### ANCHORS

Dillard's, Macy's, Sears, JCPenney

TOTAL RETAIL SQUARE FOOTAGE 1,500,000

PARKING SPACES 6,000

OPENED / EXPANDED 2008

### OTHER FEATURES

13-unit, 600-seat Food Court, antique carousel, Copeland's Cheesecake Bistro, Bennigan's, J. Alexander's, and Logan's Roadhouse.

## TRADE AREA PROFILE

2007 POPULATION 593,991

2012 PROJECTED POPULATION 599,353

2007 HOUSEHOLDS 222,533

2012 PROJECTED HOUSEHOLDS 225,637

2007 MEDIAN AGE 33.4

2007 AVERAGE HH INCOME \$61,201

2012 PROJECTED AVERAGE HH INCOME \$68,008

## 10-MILE RADIUS PROFILE

2007 POPULATION 382,653

2012 PROJECTED POPULATION 374,197

2007 HOUSEHOLDS 148,730

2012 PROJECTED HOUSEHOLDS 146,050

2007 MEDIAN AGE 33.5

2007 AVERAGE HH INCOME \$32,249

2012 PROJECTED AVERAGE HH INCOME \$69,009

## DAYTIME EMPLOYMENT

3-MILE RADIUS 79,637

5-MILE RADIUS 148,882

SOURCE: CLARITAS, INC.