



Offering Memorandum

Price **\$3,350,000**

Siesta Motel

5353 Westbank Expressway, Marrero, LA 70072 &
990 Avenue K, Marrero, LA 70072

Customer Information Form

What Customers Need to Know When Working With Real Estate Brokers or Licensees

This document describes the various types of agency relationships that can exist in real estate transactions.

AGENCY means a relationship in which a real estate broker or licensee represents a client by the client's consent, whether expressed or implied, in an immovable property transaction. An agency relationship is formed when a real estate licensee works for you in your best interest and represents you. Agency relationships can be formed with buyers/sellers and lessors/lessees.

DESIGNATED AGENCY means the agency relationship that shall be presumed to exist when a licensee engaged in any real estate transaction, except as otherwise provided in LA R.S. 9:3891, is working with a client, unless there is a written agreement providing for a different relationship.

- The law presumes that the real estate licensee you work with is your designated agent, unless you have a written agreement otherwise.
- No other licensees in the office work for you, unless disclosed and approved by you.
- You should confine your discussions of buying/selling to your designated agent or agents only.

DUAL AGENCY means an agency relationship in which a licensee is working with both buyer and seller or both landlord and tenant in the same transaction. Such a relationship shall not constitute dual agency if the licensee is the seller of property that he/she owns or if the property is owned by a real estate business of which the licensee is the sole proprietor and agent. A dual agency relationship shall not be construed to exist in a circumstance in which the licensee is working with both landlord and tenant as to a lease that does not exceed a term of three years and the licensee is the landlord. Dual agency is allowed only when informed consent is presumed to have been given by any client who signed the dual agency disclosure form prescribed by the Louisiana Real Estate Commission. Specific duties owed to both buyer/seller and lessor/lessee are:

- To treat all clients honestly.
- To provide factual information about the property.
- To disclose all latent material defects in the property that are known to them.
- To help the buyer compare financing options.
- To provide information about comparable properties that have sold, so that both clients may make educated buying/selling decisions.
- To disclose financial qualifications to the buyer/lessee to the seller/lessor.
- To explain real estate terms.
- To help buyers/lessees arrange for property inspections
- To explain closing costs and procedures.

CONFIDENTIAL INFORMATION means information obtained by a licensee from a client during the term of a brokerage agreement that was made confidential by the written request or written instruction of the client or is information the disclosure of which could materially harm the position of the client, unless at any time any of the following occur:

- The client permits the disclosure by word or conduct.
- The disclosure is required by law or would reveal serious defect.
- The information became public from a source other than the licensee.

By signing below you acknowledge that you have read and understand this form and that you are authorized to sign this form in the capacity in which you have signed.

Buyer/Lessee: Seller/Lessor:

By: _____
Title: _____
Date: _____
Licensee: _____
Date: _____

By: _____
Title: _____
Date: _____
Licensee: _____
Date: _____



A photograph of a wall covered in rows of hotel keycards and keys. The keycards are green and blue, with various room numbers like 118, 202, 205, 215, 217, 110, 114, and 136 handwritten on them. The keys are gold-colored and attached to the cards. The wall is a light-colored wood paneling.

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DISCLAIMER

Disclaimer: The information contained in this message is provided “as is” without warranty of any kind. While every effort has been made to offer the most current, correct, and clearly expressed information possible, inadvertent errors can occur, and the information may change or be updated without notice. The sender does not warrant or make any representations regarding the use, validity, accuracy, completeness, or reliability of the information provided in this message. Interested parties are advised to independently verify all information and rely on their own judgement, research, and professional advice.

The following “Development Scenarios” are illustrative concepts based on market and property assumptions. They are not guarantees of feasibility or performance. Investors must independently verify zoning, regulatory, cost, and market conditions through professional due diligence. Renovation costs, revenue projections, and occupancy rates are estimates and subject to change. The seller and broker make no warranties regarding achievability.



3841 Veterans Blvd #201, Metairie, LA 70002

Office: (504) 301-9757

<< WEST BOUND - HWY 90 Westbank Expressway - EAST BOUND >>



AVENUE K



EXECUTIVE SUMMARY

5353 Westbank Expressway & 990 Avenue K, Marrero, LA 70072

The Siesta Motel, an independently operated 68-unit property, presents a compelling investment opportunity in Marrero, Louisiana.

Built in 1972, this two-story motel spans two buildings on separate lots, totaling 0.90 acres. It offers 16,995 square feet of rentable space and 24,322 square feet under the roof, featuring an exterior-corridor design. The property includes a spacious on-site manager's quarters with 3 bedrooms, 2.5 bathrooms, a kitchen, dining area, and a large living room. Located in Flood Zone X, the motel benefits from reduced insurance costs and risk.

Strategically located just off Highway 90, the Siesta Motel offers excellent visibility and accessibility. It sits adjacent to two Catholic high schools, Archbishop Shaw and Academy of Our Lady, and is less than 1 mile from the West Jefferson Medical Corridor (LCMC West Jefferson Medical Center) and Winn-Dixie neighborhood grocery store making it a highly convenient and desirable location for guests.



EXECUTIVE SUMMARY CONT...

The motel serves as a gateway to the vibrant New Orleans metropolitan area, where a thriving economy is driven primarily by tourism, with significant contributions from healthcare, higher education, and maritime industries. The tourism sector, anchored by the city's unique culture and history, attracts millions of visitors annually to iconic attractions like the French Quarter, major events such as Mardi Gras and Jazz Fest, and venues including the Caesars Superdome and the Smoothie King Center. The Port of New Orleans, a major U.S. port, further bolsters economic activity through global trade. Key demand generators, such as Tulane and Loyola Universities, the New Orleans Morial Convention Center, and home games for the New Orleans Saints (NFL) and Pelicans (NBA), ensure consistent occupancy potential for hospitality businesses.

An experienced owner-operator should expect RevPAR growth through renovations and optimized revenue strategies, enhancing the property's overall value. This offering invites qualified investors to capitalize on the Siesta Motel's prime location, favorable zoning, and the dynamic New Orleans economy, with substantial opportunities for value-add improvements to maximize returns.



All Locations < 1 Mile Away



SIESTA
MOTEL



Land
Available

INVESTMENT HIGHLIGHTS



ASKING PRICE
\$3,350,000



YEAR BUILT

1972



RENTABLE ROOMS

68 + *?



BUILDING AREA

24,322



PARKING SPACES

68



RevPAR (2024)
\$38.73



ADR (2024)
****\$52.4**



OCCUPANCY (2024)
73.9%



Expense Ratio (2024)
60%

2024 Financials (Year End)



GROSS INCOME
\$961,323



Gross Operating Profit
\$498,910



Net Operating Income
\$385,782



CAP RATE @ \$3.35M
11.5%

Features

- LOCATION, LOCATION, LOCATION - Less Than 1 Mile Away From Major High Schools and Major Medical Corridor; Situated on Major Expressway.**
- New Roof Installed in 2021**
- Favorable X Flood Zone**
- Owner/Manager Suite: 1,247 Sq. Ft. Upstairs (2 Beds, 2 Baths, Dining, Living). Downstairs: Sitting Area, Reception, Office, Storage, Extra Bedroom, Half Bath. Total: 2,319 Sq. Ft.**
- Secondary Building: Unused Space With 2 Bedrooms, 1 Bathroom, Kitchen, And Living Area. Roughly 900 Sq. Ft.**

PROPERTY SUMMARY

ADDRESS:

5353 Westbank Expressway & 990 Avenue K, Marrero, LA 70072

ASSET CLASS

MOTEL

MARKET:

NEW ORLEANS METRO

PARISH/COUNTY

JEFFERSON

SUBMARKET:

WESTBANK

PARCEL #:

0420004941 & 0420004939

LOT SIZE:

39,499 Sq. Ft

RENTABLE AREA

16,995 Sq. Ft

ZONING

C-2

TRAFFIC COUNT (HWY 90)

41,676 (2024)

TRAFFIC COUNT (Barataria Blvd):

36,252 (2024)

CURRENT DAILY RATES (1/2 BED Includes Sale Tax

\$60/\$70

*** Secondary building has additional 2/1 w/ living & kitchen that's unfinished. Exclusive of rentable area.**

**** Post Sales Tax**

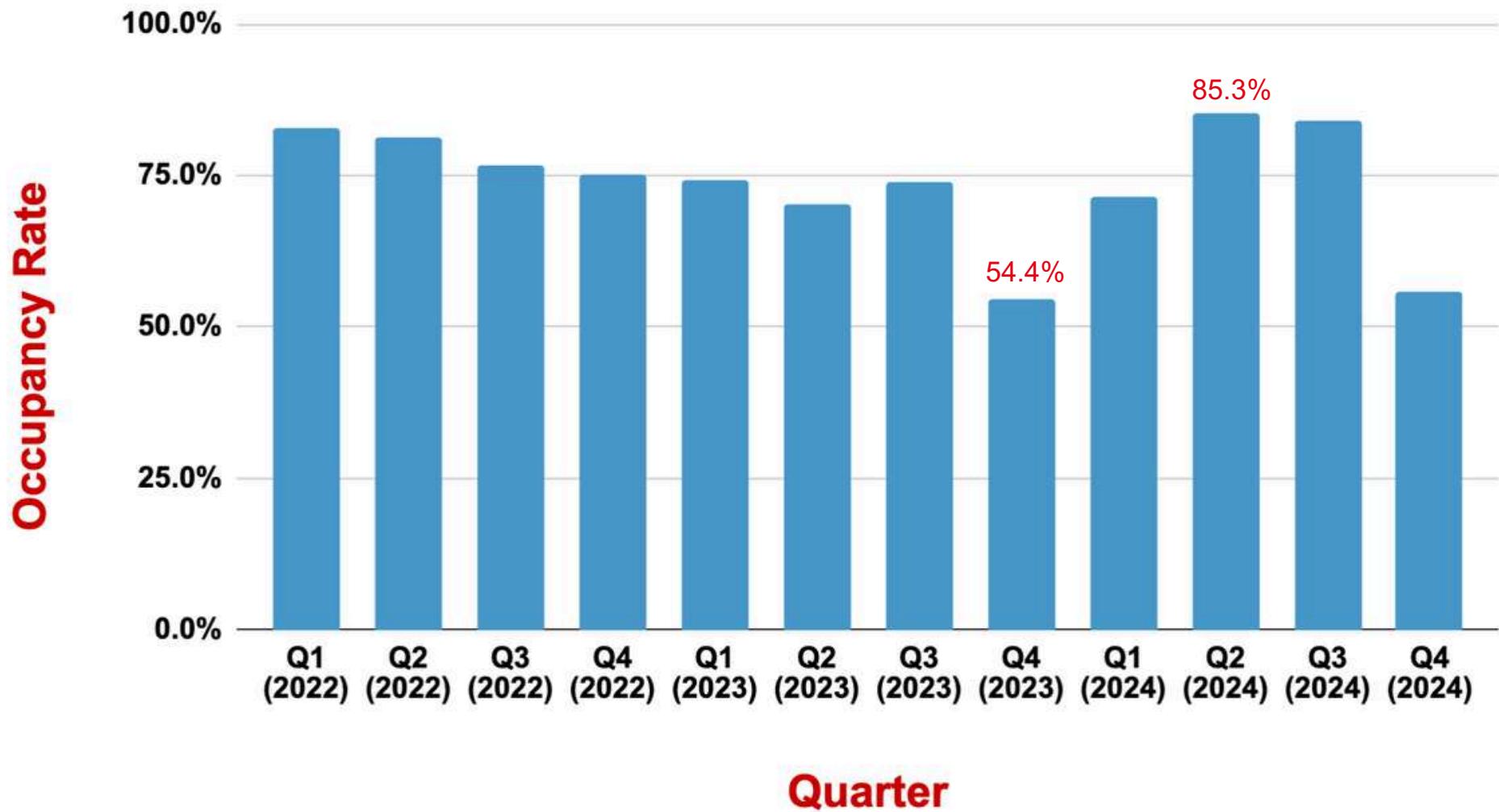
GROSS REVENUE (TRAILING 12 QUARTERS)



VERIFIABLE VIA P&L STATEMENT

OCCUPANCY RATES (TRAILING 12 QUARTERS)

Occupancy Rate (Last 12 Quarters - 3 years) **3 Year Avg - 73.7%**



VERIFIABLE VIA OCCUPANCY REPORT/RESERVATION LOG

ROOM DETAILS

Room Overview (68 Rentable Rooms)



**Main
5353 Building**
(45 Rooms) + Owner Suite



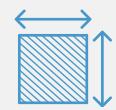
11

415 Sq Ft Rooms
(Second Floor)



2

150 Sq Ft Rooms
(Second Floor)



4

190 Sq Ft Rooms
(Second Floor)



28

190 Sq Ft Rooms
(First Floor)



**Secondary
990 Building**
(23 Rooms) + Unused 2/1 Apt + Storage



18

275 Sq Ft Rooms



4

150 Sq Ft Rooms
(Second Floor)



1

500 Sq Ft Room

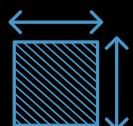


1

940 Sq Ft
Storage

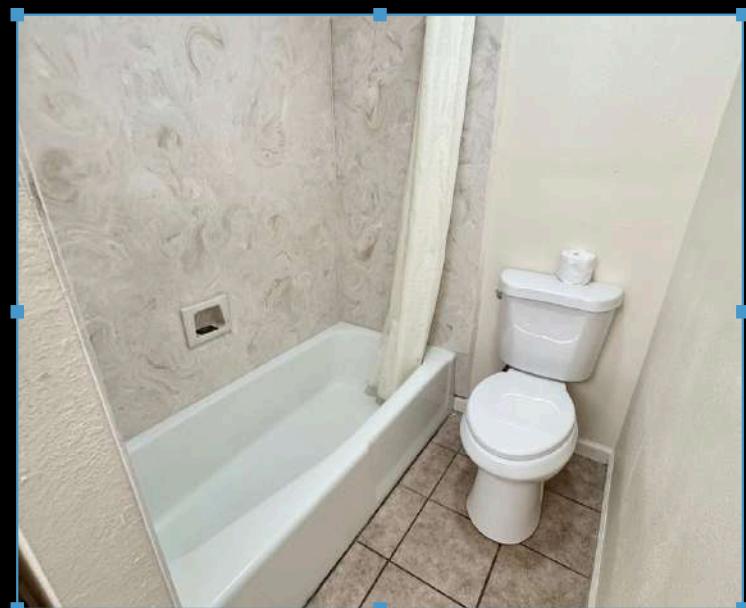
ROOM DETAILS CONT....

Room Details Cont... Main 5353 Building



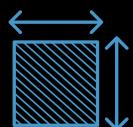
32

190 Sq Ft Rooms
(First & Second Floor)



ROOM DETAILS CONT....

Room Details Cont... Main 5353 Building



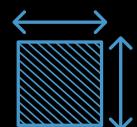
11

415 Sq Ft Rooms
(Second Floor)



ROOM DETAILS CONT....

Room Details Cont... Secondary 990 Building



18

275 Sq Ft Rooms

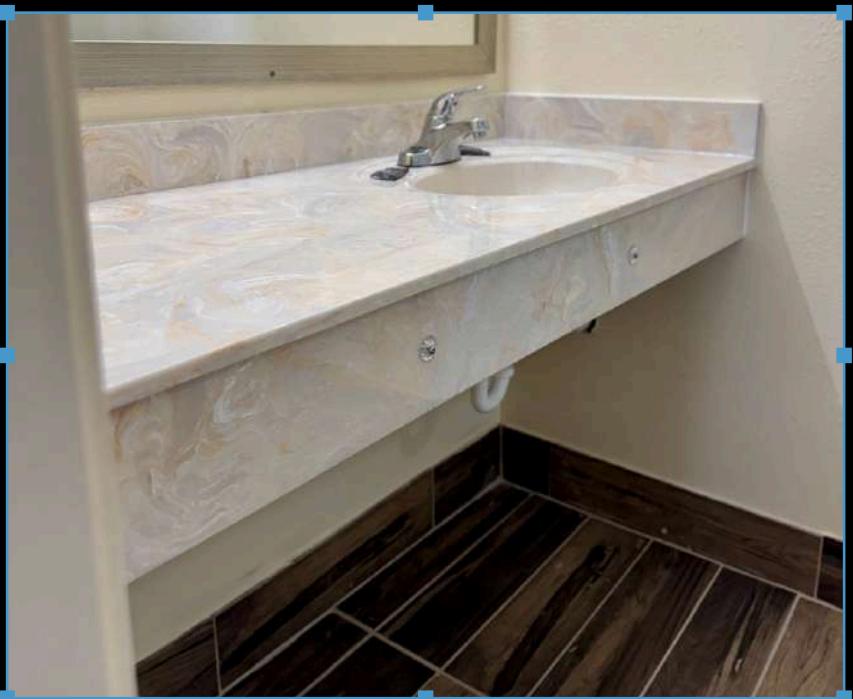


ROOM DETAILS CONT....

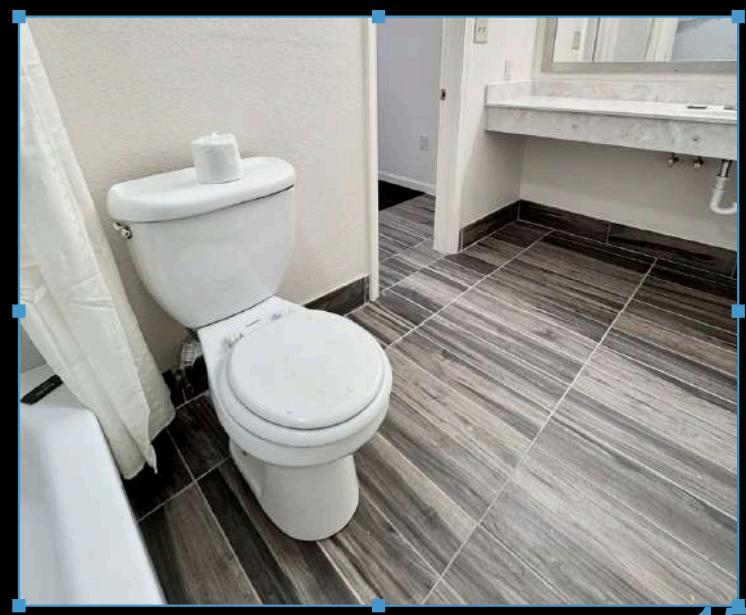
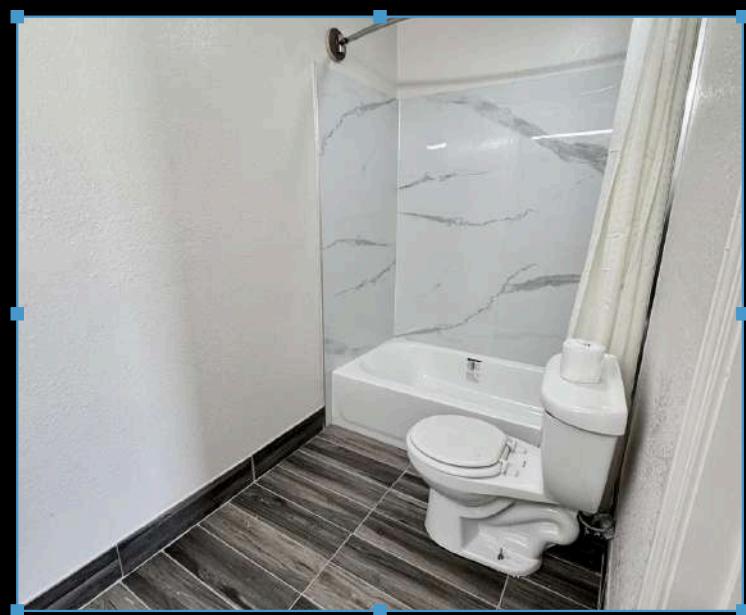
Room Details Cont... Secondary 990 Building



↔
6



150 Sq Ft Rooms
(Mixed in Both Buildings)



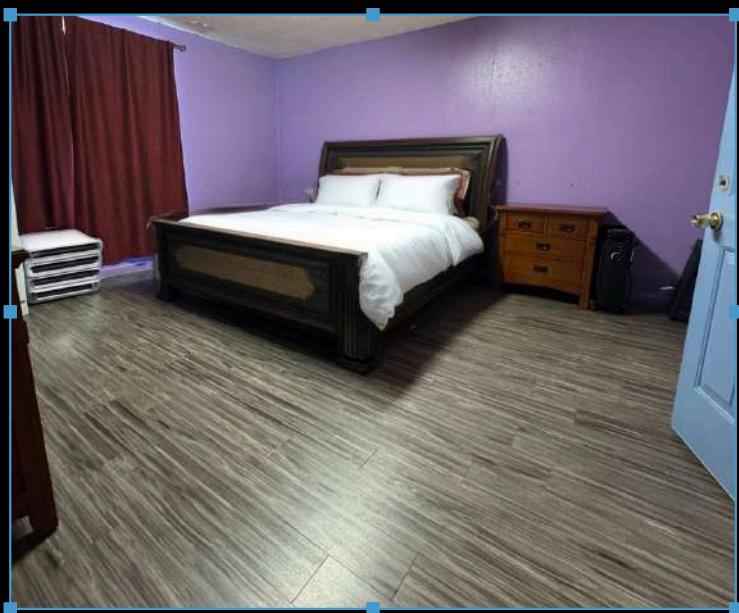
ROOM DETAILS CONT....

Owner/Manager Live-In Suite



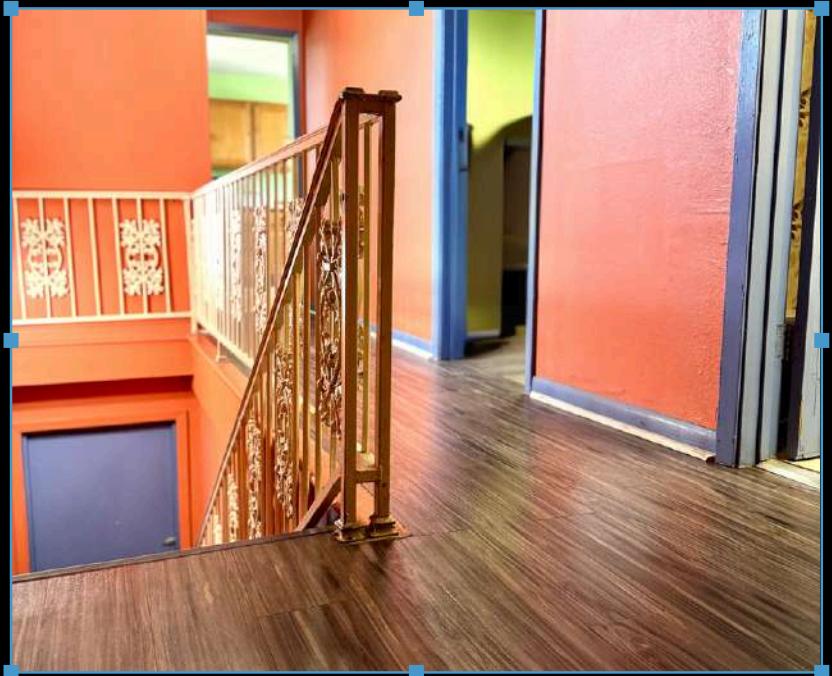
2nd Floor

1,247 Sq. Ft. 2 bed 2 Full
bath with Living Room &
Kitchen
(Main Building)



ROOM DETAILS CONT....

Owner/Manager Live-In Suite Cont...



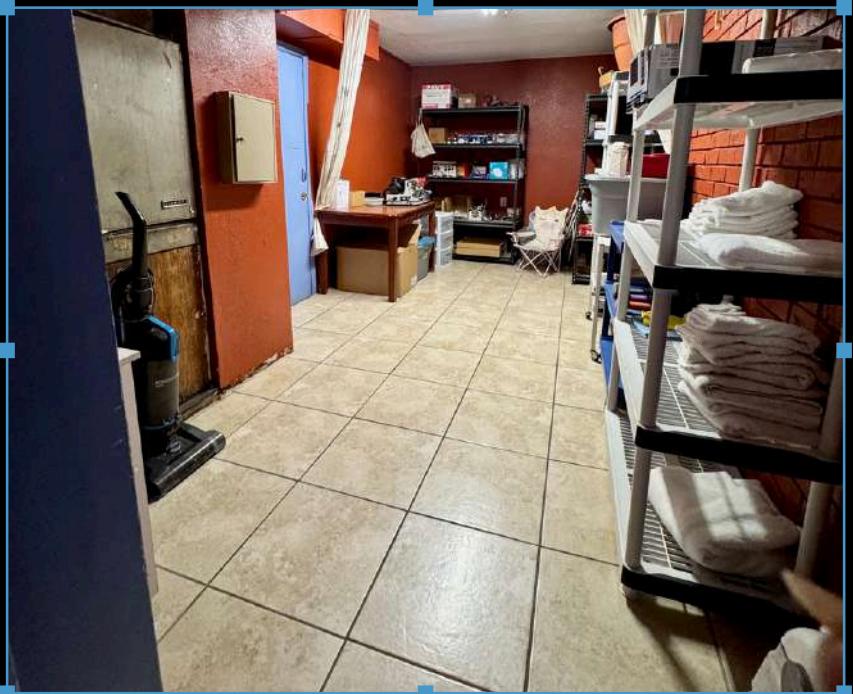
2nd Floor

1,247 Sq. Ft. 2 bed 2 bath
(Main Building)



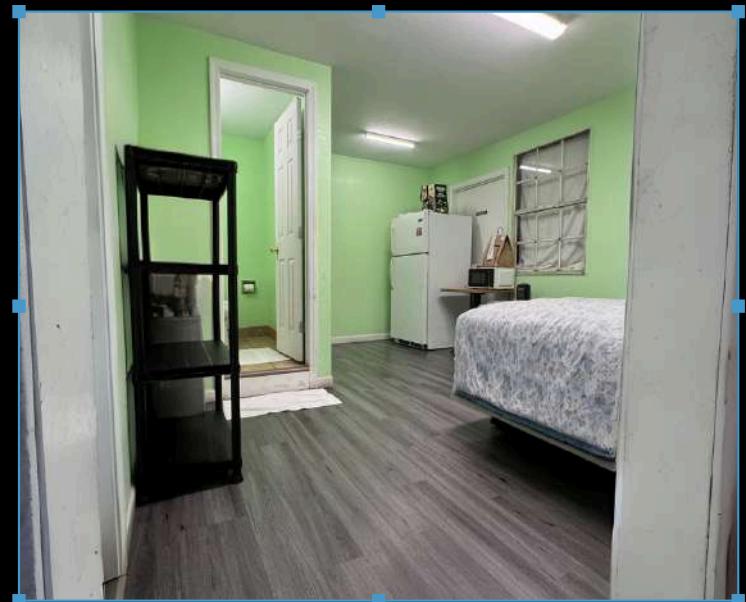
ROOM DETAILS CONT....

Owner/Manager Live-In Suite



1st Floor

1,072 Sq. Ft.
(Main Building)
Manager Quarters
1 Bedroom w/ half bath
Storage, Office, Reception
Desk



Owner/Manager Live-In Suite

Floor 1



Floor 2



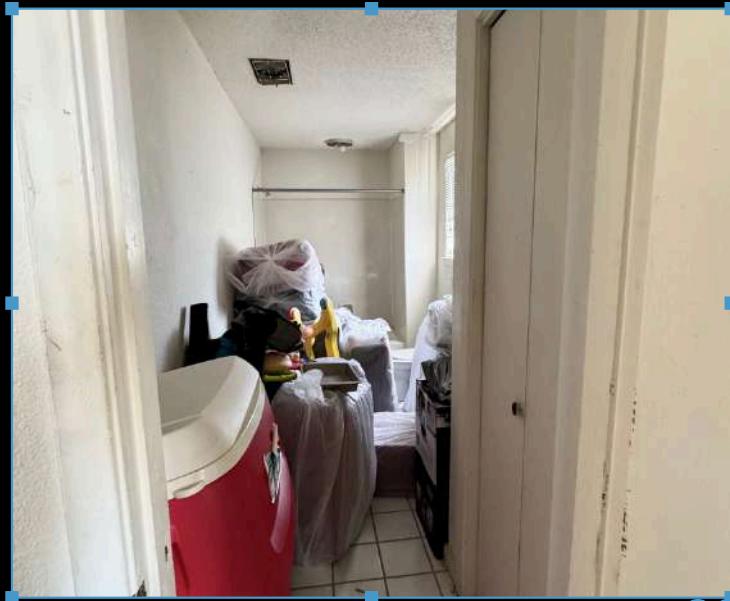
ROOM DETAILS CONT....

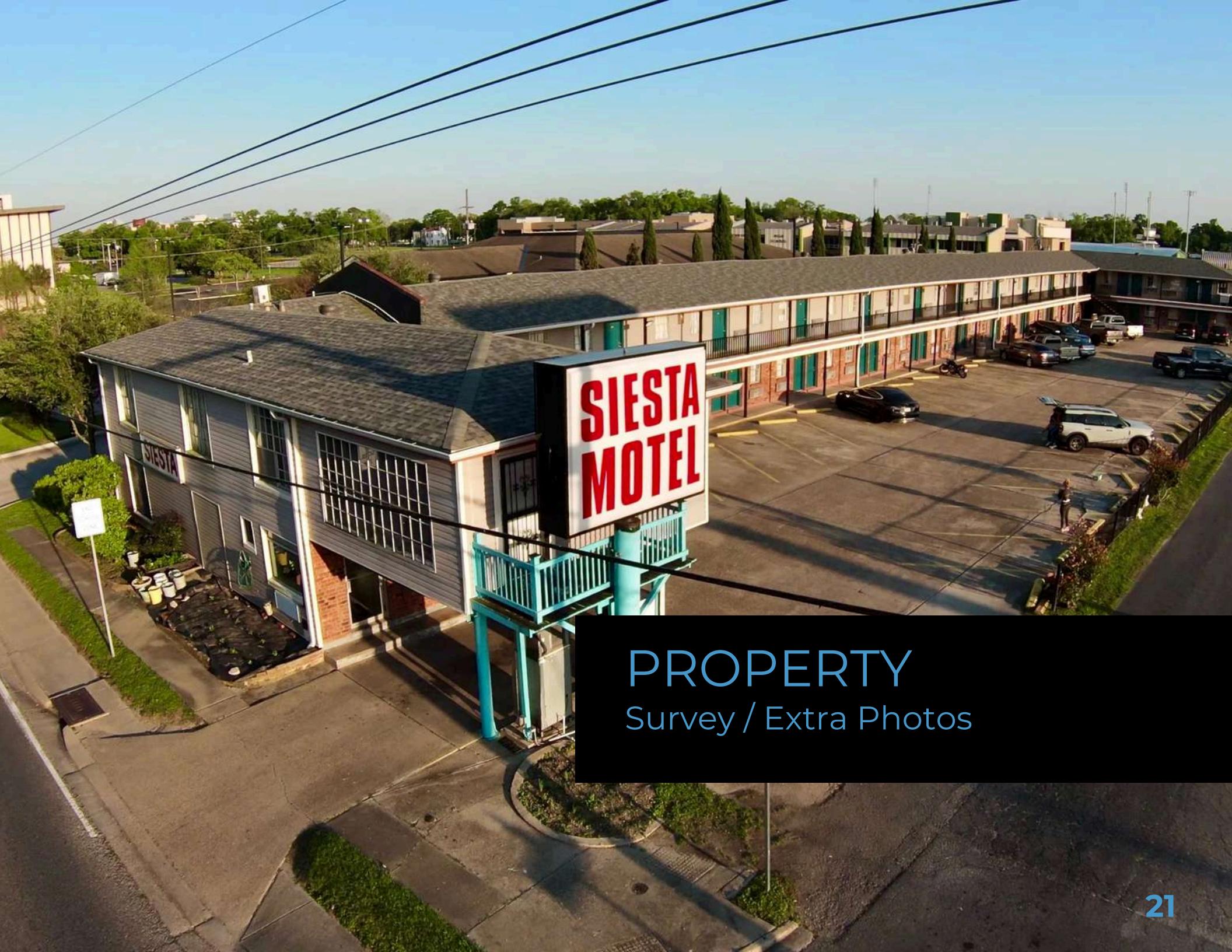
Secondary 990 Building Apartment



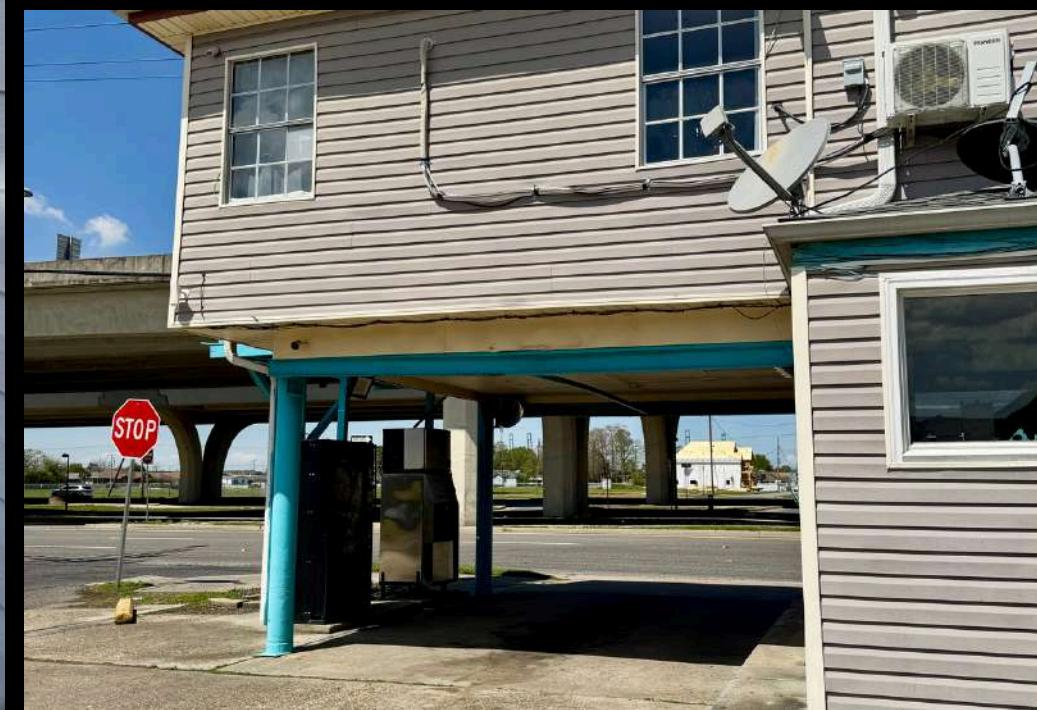
2nd Floor

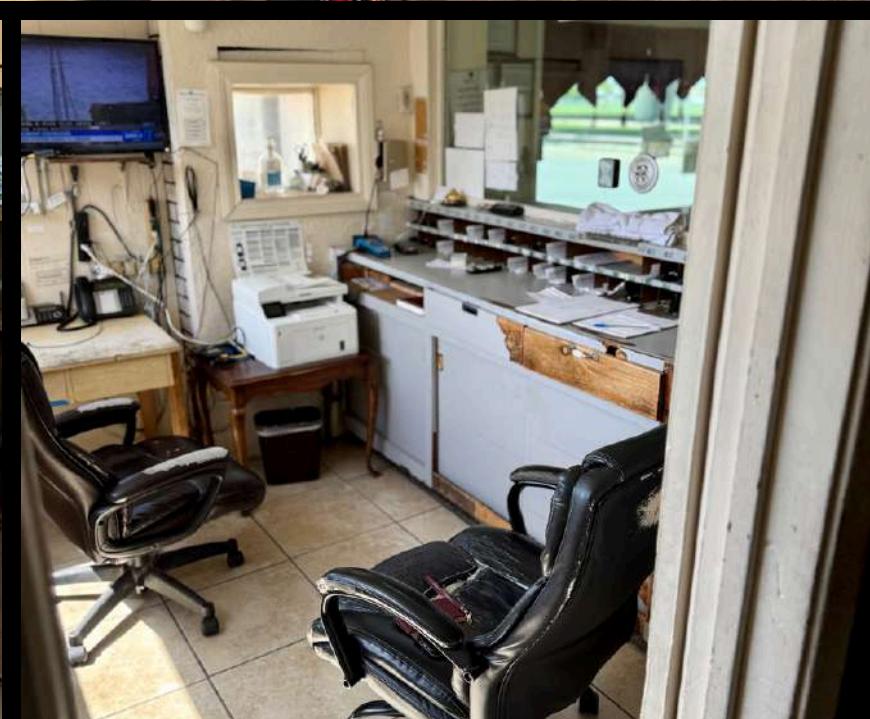
(Secondary Building)
Unfinished & Unused
2 Bedroom w/ 1 full bath
Kitchen & Living



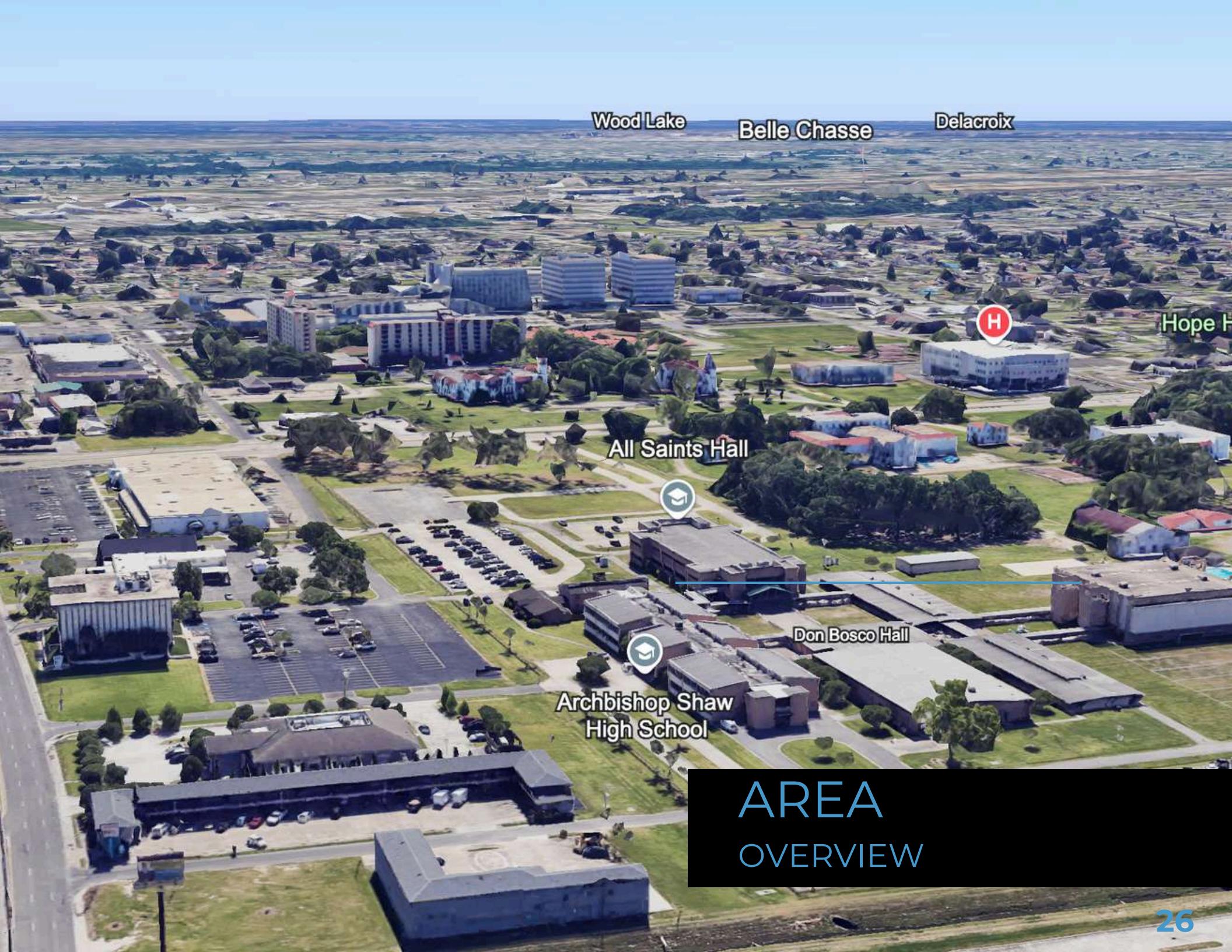


PROPERTY
Survey / Extra Photos









Wood Lake

Belle Chasse

Delacroix

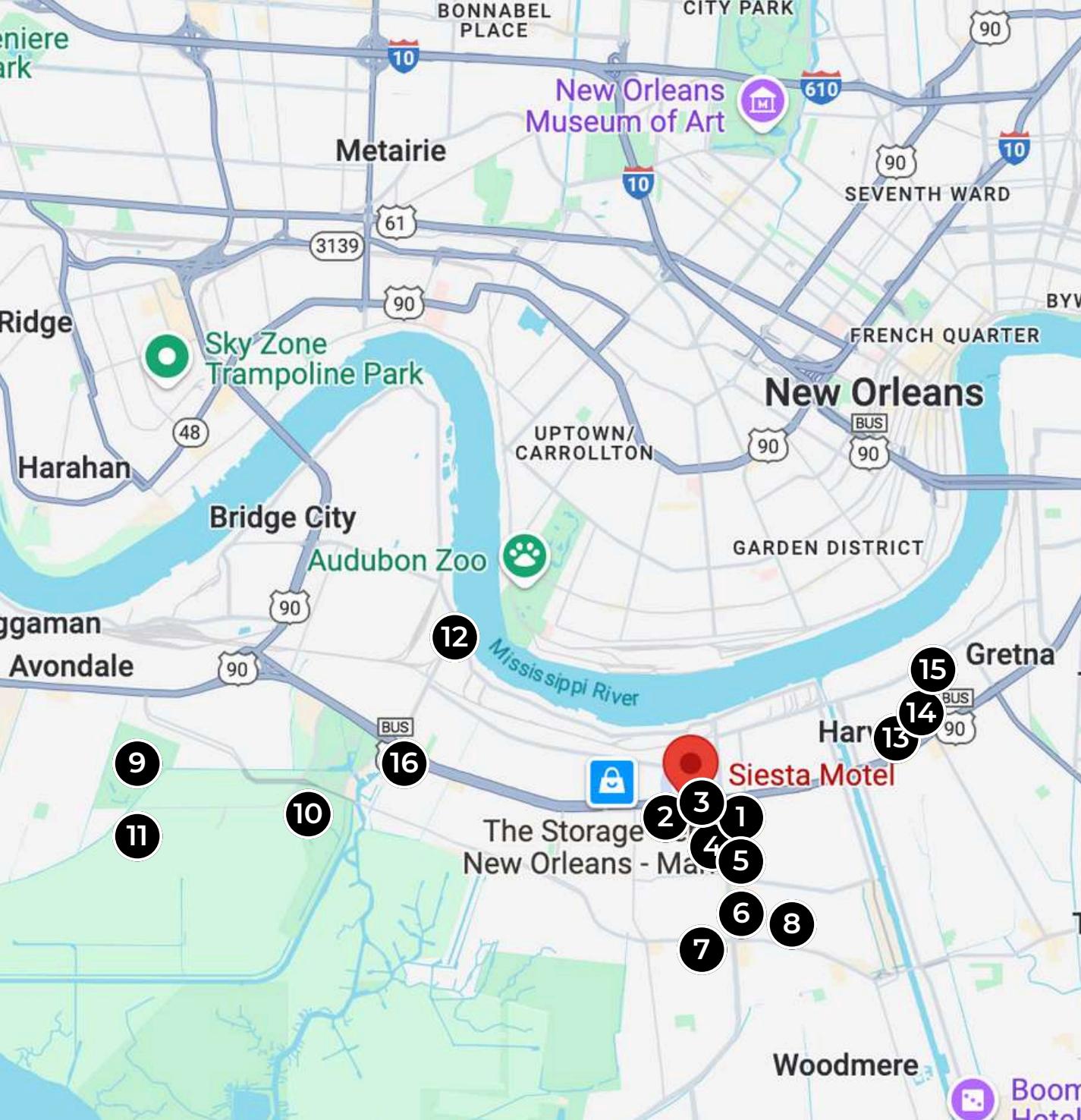
Hope H

All Saints Hall

Don Bosco Hall

Archbishop Shaw
High School

AREA
OVERVIEW



AREA AMENITIES

- 1 West Jefferson Medical Center
- 2 Archbishop Shaw High School
- 3 Winn-Dixie Grocery
- 4 Anytime Fitness
- 5 Starbucks
- 6 Home Depot
- 7 Rouses Market
- 8 Walmart Supercenter
- 9 TPC Louisiana (Zurich Classic)
- 10 Bayou Segnette State Park
- 11 Nola Motorsports Park
- 12 Historic Westwego/Salaville
- 13 Texas Roadhouse
- 14 Best Buy
- 15 Historic Old Gretna
- 16 Westwego Shrimp Lot (Seafood Market)

Belle Chasse

Boomtown Casino &
Hotel New Orleans

AREA OVERVIEW



1. West Jefferson Medical Center



2. Archbishop Shaw High School



3. Winn-Dixie Grocery



4. Anytime Fitness



5. Starbucks



6. Home Depot



7. Rouses Market



8. Walmart Supercenter

AREA OVERVIEW



Louisiana

9. TPC Louisiana



10. Bayou Segnette State Park



11. Nola Motorsports Park



12. Historic Westwego/Salaville



13. Texas Roadhouse



14. Best Buy



15. Historic Old Gretna



16. Westwego Shrimp Lot

Development Scenarios

1. Extended-Stay Motel

Development Scenarios" are conceptual, based on market/property assumptions, not guarantees. Seller/broker make no warranties on achievability.

Concept: Reposition the motel as an extended-stay hotel with kitchenettes and modern amenities, targeting medical professionals, visiting academics, and seasonal workers for weekly/monthly rentals.

Opportunity: Boost revenue by upgrading 68 rooms (150–415 sq. ft.), manager suite (2,319 sq. ft.), and secondary building with renovations (estimated \$461,000–\$1,161,000) to achieve \$80–\$100/night ADR, up from \$52. At 60% occupancy, 68 units at \$1,800/month could potentially generate \$1.46M annually, surpassing current \$961,323 revenue. C-2 zoning aligns with hospitality use, and lower CapEx enhances ROI. This strategy could yield a 12–15% cap rate, ideal for investors seeking high cash flow.



Development Scenarios Cont...

2. Mixed-Use Retail and Short-Term/Mid-Term Rental

Concept: Redevelop into a mixed-use complex with ground-floor retail (e.g., café, medical office) and upper-floor short-term (STR, e.g., Airbnb) or mid-term (MTR, 30–90 days) rentals for tourists and professionals.

Opportunity: Tap into high traffic counts (41,676 on Hwy 90) by transforming ground-floor spaces into vibrant retail, attracting tenants like healthcare providers or eateries. Convert upper-floor rooms into STR/MTR units to capitalize on New Orleans' tourism and convention demand. C-2 zoning supports mixed-use, and the manager suite enhances rental operations. This diversified vision could redefine the property as a commercial and hospitality hub, appealing to investors seeking dynamic income streams.



Development Scenarios Cont...

3. Sober Living Facility

Concept: Convert the motel into a sober living facility, offering structured housing for 68–100 residents recovering from substance abuse, with support services and communal spaces.

Opportunity: Address Jefferson Parish's critical need for recovery housing near healthcare hubs. Adapt rooms for residents and repurpose the 2,319 sq. ft. manager suite for counseling or community spaces, tapping into demand from recovery programs. Potential funding from grants (SAMHSA, HUD) could support conversion. C-2 zoning may allow residential care with permits, offering a chance to create a socially impactful community asset for mission-driven investors.



Development Scenarios Cont...

4. Faculty Housing and School Expansion

Concept: Transform the motel into faculty housing for teachers/staff of nearby Archbishop Shaw and Academy of Our Lady, with facilities (e.g., classrooms, offices) for school growth.

Opportunity: Support local schools by converting 68 rooms into faculty apartments, addressing teacher shortages. Repurpose spaces for classrooms or offices, enhancing educational programs like Shaw's athletics. C-2 zoning may allow institutional use with permits, and proximity to schools creates synergy. This vision could position the property as a cornerstone for community education, appealing to faith-based or local alumni investors passionate about impact in their community.



Development Scenarios Cont...

5. Senior Living Facility

Concept: Transform the motel into an independent living facility for seniors, providing studio apartments and services like dining and housekeeping.

Opportunity: Reimagine the property as a senior living haven, leveraging Jefferson Parish's growing senior demographic and proximity to medical amenities. Convert 68 rooms into studios, with the manager suite as a communal hub, tapping into demand for affordable senior housing. C-2 zoning may support this use with permits, offering a chance to create a thriving community for healthcare-focused investors.



Potential Financing Options

1. Extended-Stay Motel

- SBA 7(a) Loan: Up to \$5M, 7–25 years, 10–20% down, for acquisition and renovations.
- SBA 504 Loan: Up to \$5M, 20–25 years, 10–15% down, for real estate and equipment, via JEDCO.
- JEDCO Growth Fund: \$20,000–\$500,000, 3–7 years, for renovations or working capital in Jefferson Parish.

2. Mixed-Use Retail and Short-Term/Mid-Term Rental

- SBA 7(a) Loan: Funds acquisition, retail fit-outs, and STR/MTR upgrades.
- Conventional Commercial Loan: 15–20% down, for mixed-use properties, via national lenders.
- Louisiana Restore Fund: State funding for economic development, supporting retail revitalization in Jefferson Parish.

3. Sober Living Facility

- HUD 811 Loan: Low-interest financing for housing for disabled individuals, including those in recovery.
- SAMHSA Grants: Federal funding for substance abuse treatment and housing, via Louisiana Department of Health.
- SBA 504 Loan: Funds acquisition and renovations for community-focused facilities, via JEDCO.

Potential Financing Options Cont...

4. Faculty Housing and School Expansion

- USDA Community Facilities Direct Loan/Grant: Low-rate loans (5.125% in 2025) or grants for educational facilities and housing in rural areas.
- SBA 504 Loan: Funds acquisition and renovations for institutional projects, via JEDCO.
- Louisiana Housing Corporation HOME Program: Loans for affordable housing development, potentially for faculty.
- Louisiana Economic Development FastStart: Workforce training grants for educational projects, supporting school expansion.

5. Senior Living Facility

- HUD 232/223(f) Loan: Low-rate, non-recourse financing for senior housing acquisition or refinancing.
- Fannie Mae Seniors Housing Loan: Flexible financing for independent living facility renovations.
- Louisiana Housing Corporation NHTF: Grants/loans for affordable housing for low-income seniors.

Zoning Information

Disclaimer: This summary is for informational purposes only and does not constitute legal advice nor is it the entirety of the zoning ordinance. Consult Jefferson Parish zoning ordinances and professionals for complete regulations and compliance.

C-2 General Commercial District Zoning Summary (Jefferson Parish)

Permitted Uses

- Residential: Existing 1-4 family dwellings (conforming, restorable per R-3 standards); 30+ unit dwellings above ground floor ($\geq 50\%$ ground floor non-residential).
- Commercial: Retail, offices, hotels/motels, bars (200+ ft from residential), amusement (e.g., bowling), funeral homes, car washes, drive-in theaters, animal hospitals ($> 25,000$ sq ft, outdoor facilities 100+ ft from residential), auto sales (repairs enclosed 100+ ft from residential), self-storage, laundries (≤ 10 employees), printing ($\leq 10,000$ sq ft), studios, commercial kitchens.
- Other: Adult uses (per standards), off-track wagering, garages, trailer parks, stables, accessory buildings (screened storage).

Height Regulations

- Max: 65 ft by right.
- Multiple Dwellings Exception: > 65 ft with site plan review; distance from 1-4 family residential = height (up to 200 ft); unlimited if > 200 ft away. Must front collector/arterial (some Metairie CBD exemptions).

Zoning Information Cont...

Area Regulations

- Yards:
 - Front: None, unless near 1-4 family residential (then residential rules).
 - Side: None, except 5 ft (10 ft for corner lots) near residential; 3 ft if voluntary.
 - Rear: None, except 15 ft near residential; 3 ft if voluntary.
 - Residential: R-3 standards for 1-4 family; 20 ft landscaped near residential for tall dwellings.
- Lot Area: R-3 standards for multiple dwellings.

Sign Regulations

- On-Premises:
 - Detached/Roof: 1 allowed (not both); additional for large sites (>400 ft frontage/5+ acres). Max 3.5 sq ft/linear foot or 450 sq ft.
 - Attached: Max 3.5 sq ft/linear foot or 20% primary frontage; 1.75 sq ft or 10% secondary.
 - EVM: 1 per site, ≤50% detached area or 100 sq ft, 150+ ft from residential.
- Off-Premises: Per general sign regulations.



Offering Memorandum

Siesta Motel

5353 Westbank Expressway, Marrero, LA 70072

LISTED BY

TJ Smith & Eric Hernandez



Realtor, PSA

(504) 513-6652

Tj@nolaliving.com

Broker

(504) 259-7945

heric222@aol.com

