



**SAURAGE ROTENBERG**  
COMMERCIAL REAL ESTATE

# THE BLVD AT HARDING NEW RETAIL CONSTRUCTION FOR LEASE

**Harding Boulevard  
Baton Rouge, LA 70807**

**CARMEN AUSTIN, MBA, CCIM, SIOR**  
Associate Broker & Retail Specialist  
(D)225.930.6256 | (C)225.328.1778  
carmen@sr-cre.com



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# THE BLVD AT HARDING: NEW CONSTRUCTION • GROCERY-ANCHORED RETAIL

HARDING BOULEVARD, BATON ROUGE, LA 70807

FOR LEASE

100,000 SF

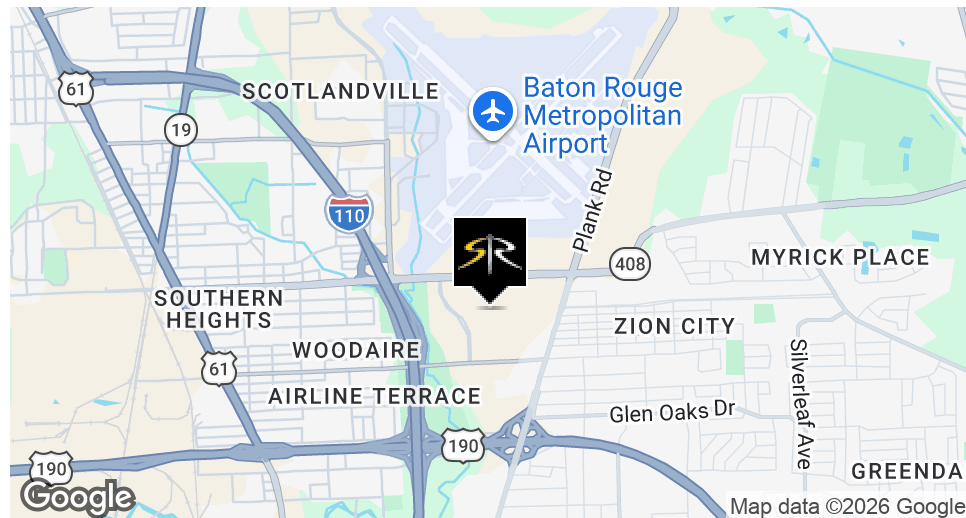


## OFFERING SUMMARY

Lease Rate:	\$9 - 35 SF/yr (NNN)
Total Buildings Size:	100,000 SF
Available SF:	1,200 - 100,000 SF

## PROPERTY HIGHLIGHTS

- **THE BLVD at Harding** - New Construction with contemporary design and premium storefronts
- Anchored by Harvest Fresh, a full-service neighborhood grocer
- Flexible business and retail suites available – perfect for boutique fitness, fast casual, salon/spa, financial services, medtail, and national QSR brands
- Strategic location just off I-110 and near the Harding Boulevard/Scenic Highway intersection



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## COMPLETE PROPERTY HIGHLIGHTS

- New Construction with contemporary design and premium storefronts Anchored by Harvest Fresh, a full-service neighborhood grocer
- Flexible business and retail suites available – perfect for boutique fitness, fast casual, salon/spa, financial services, medtail, and national QSR brands
- Strategic location just off I-110 and near the Harding Boulevard/Scenic Highway intersection
- Dense rooftops and daytime population driven by Southern University, ExxonMobil, Baton Rouge Metro Airport, and major medical facilities
- Ample parking and easy ingress/egress with landscaped visibility and LED-lit signage

## LOCATION OVERVIEW:

- Address: Harding Blvd, Baton Rouge, LA 70807
- Traffic Count: Over 35,000 VPD along Harding Blvd
- Nearby Anchors: Walmart Neighborhood Market, Raising Cane’s, Starbucks, Chase Bank, Ochsner Health, and McDonald’s
- Minutes to: Southern University, Scotlandville Magnet, Baton Rouge Metro Airport, ExxonMobil Chemical Plant

## LEASE DETAILS:

- Grocery Anchor Space \$9.00/SF NNN \$9.00/SF 45,000+ SF Build-to-Suit
- Business Suites & Retail \$35.00/SF NNN \$5.00/SF 1,200 SF - 100,000 SF Available

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## PROPERTY HIGHLIGHTS

### VISION & MISSION:

- THE BLVD at Harding is more than a retail center – it is a community hub designed to bring opportunity, convenience, and vitality to residents and businesses alike.

### The development's mission is to:

- Enhance access to fresh food and essential services
- Provide spaces that support local entrepreneurship and national brands
- Build a vibrant gathering place that reflects the character and needs of North Baton Rouge

### FOR LEASING AND INVESTMENT INQUIRIES:

**Carmen Austin, CCIM, SIOR**

**Saurage Rotenberg Commercial Real Estate**

**carmen@sr cre.com | (225) 328-1778**

- Leverage the rare opportunity to secure presence in a community focused, high visibility retail destination built for everyday growth.

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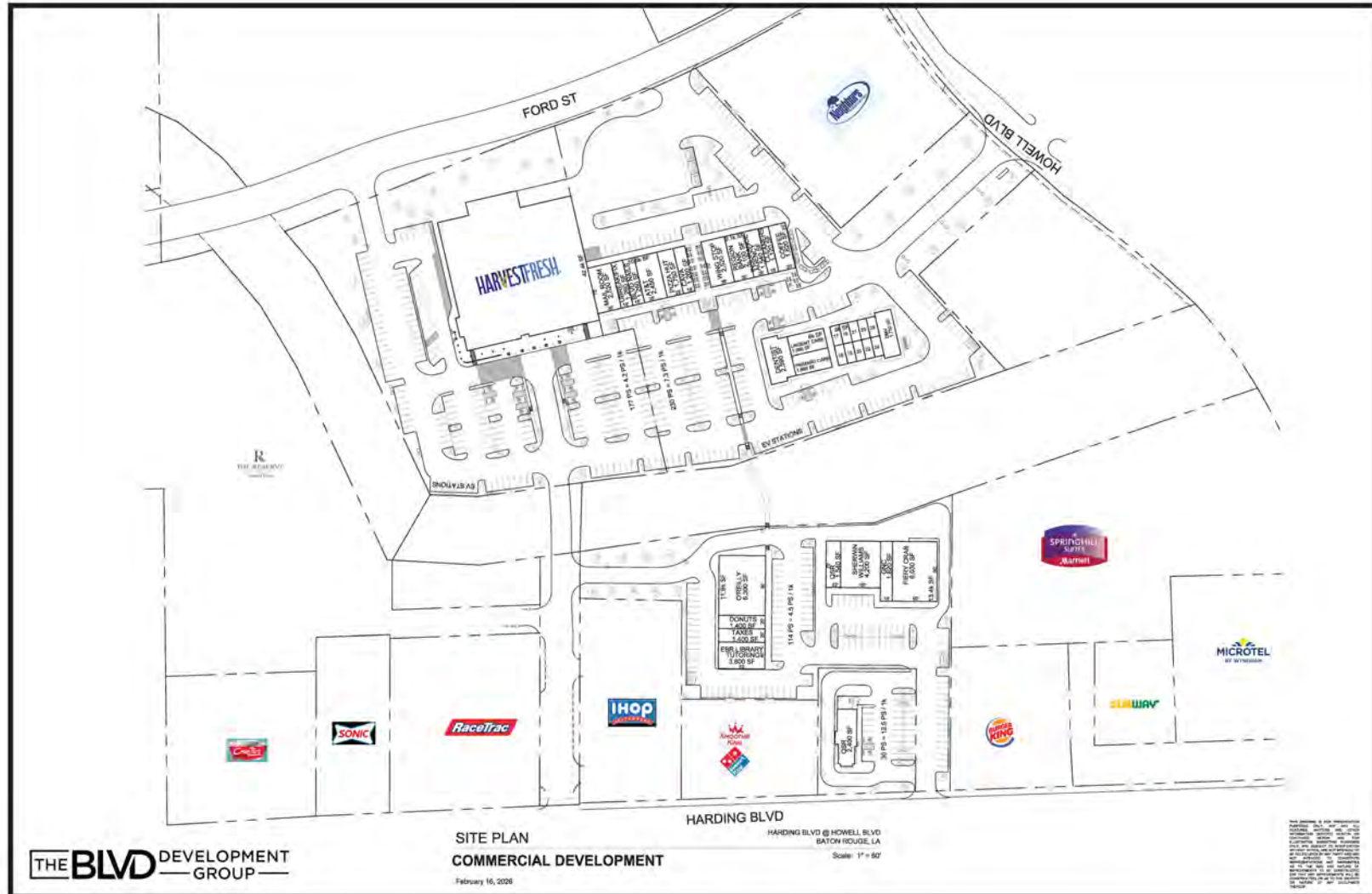
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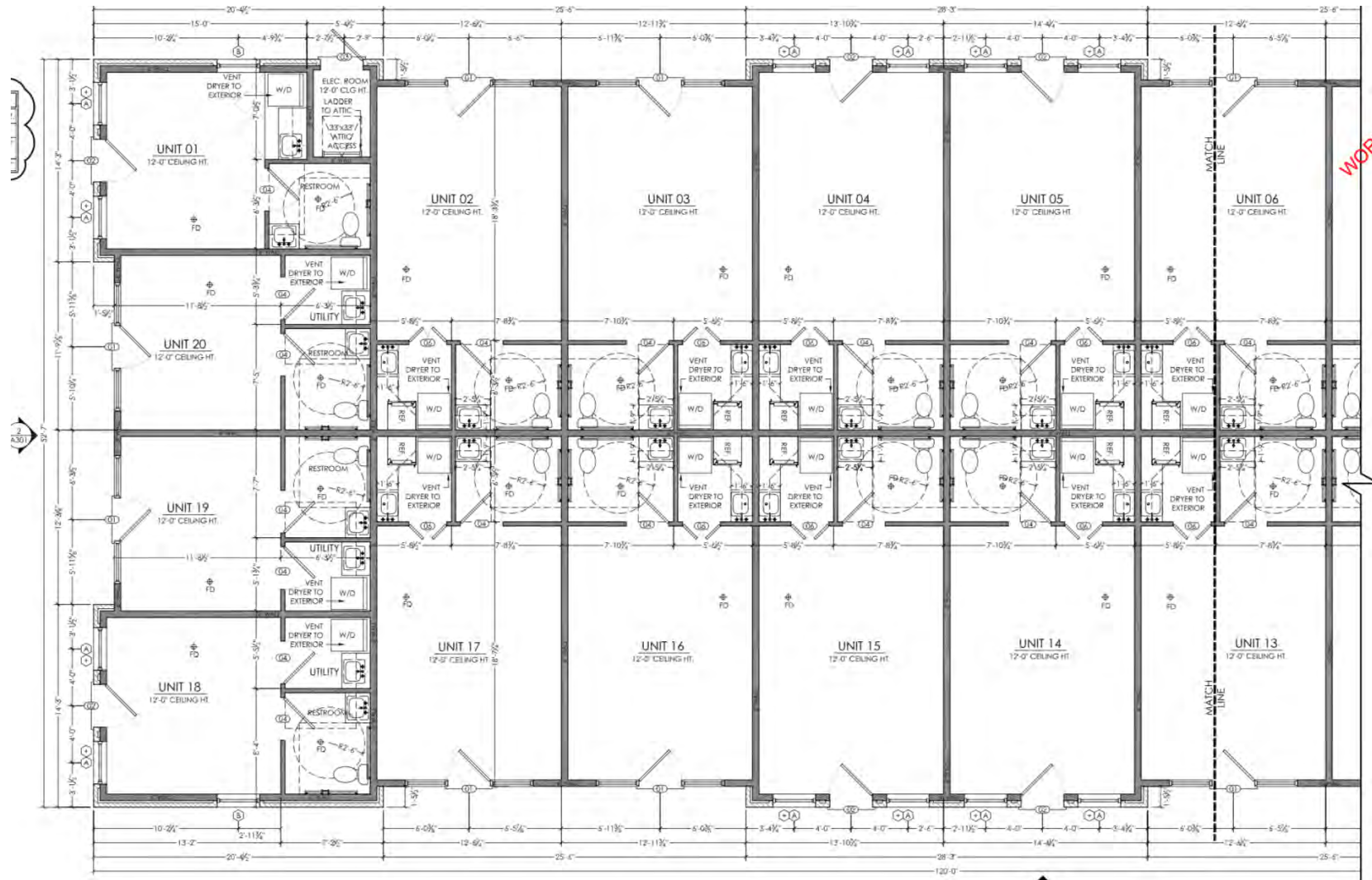
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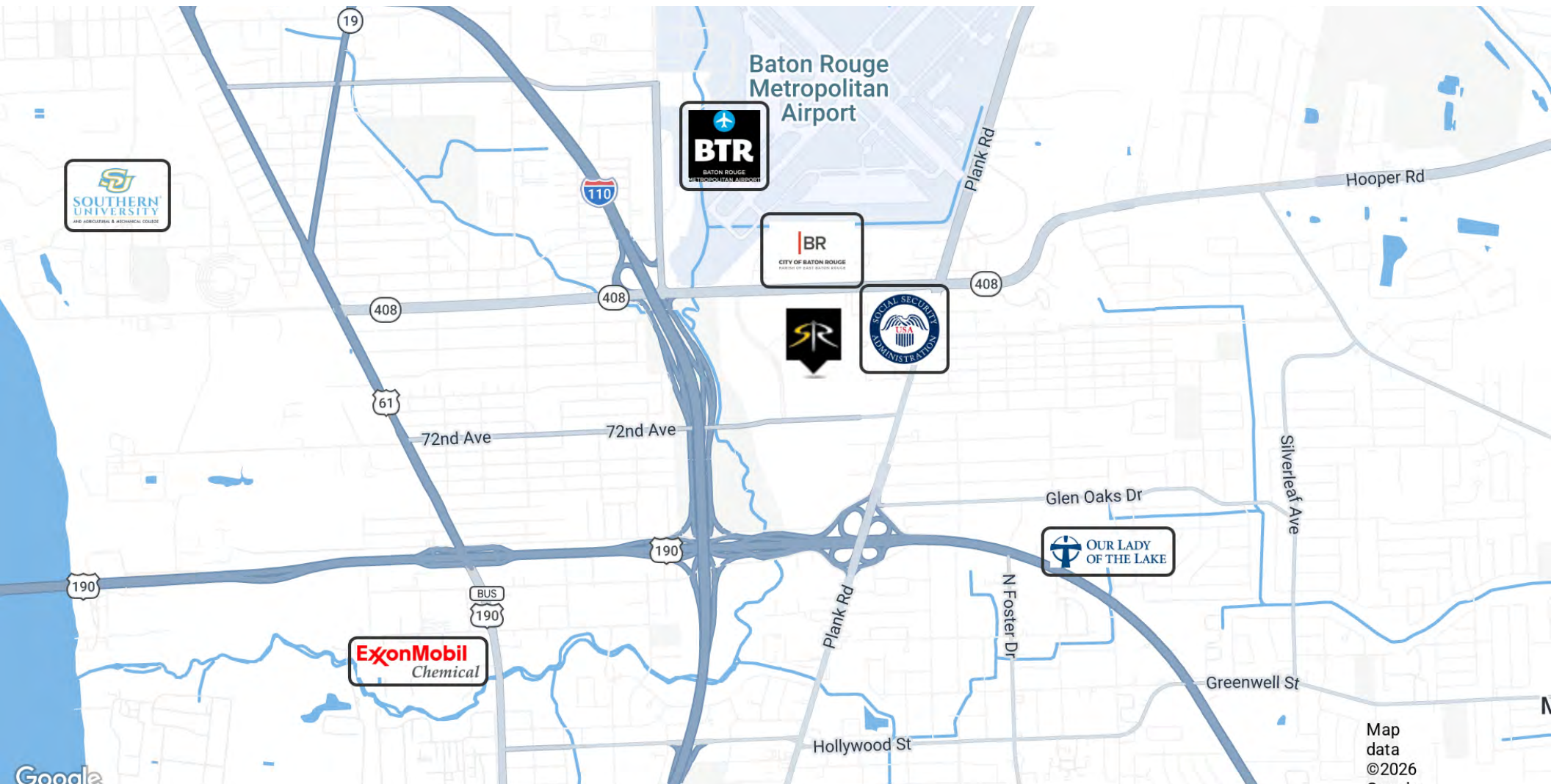
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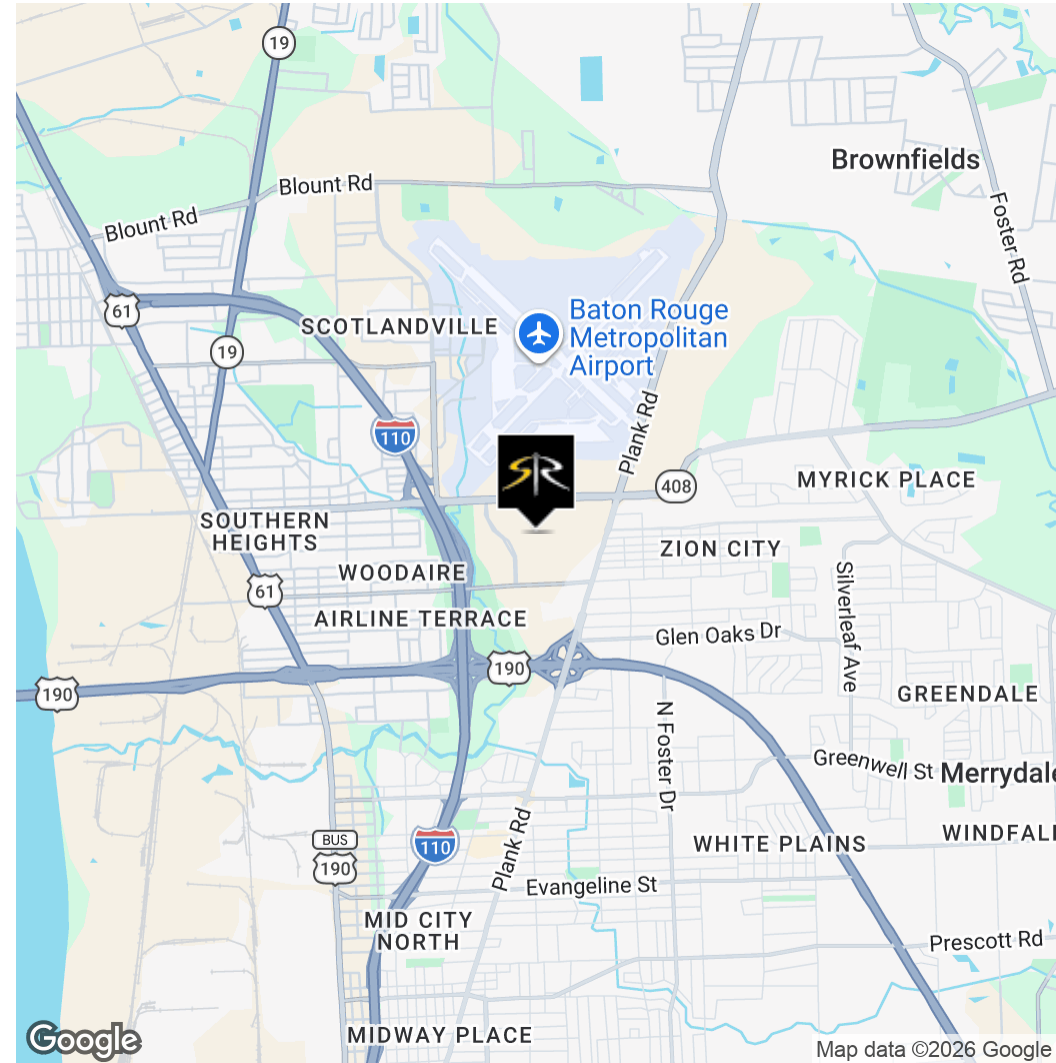
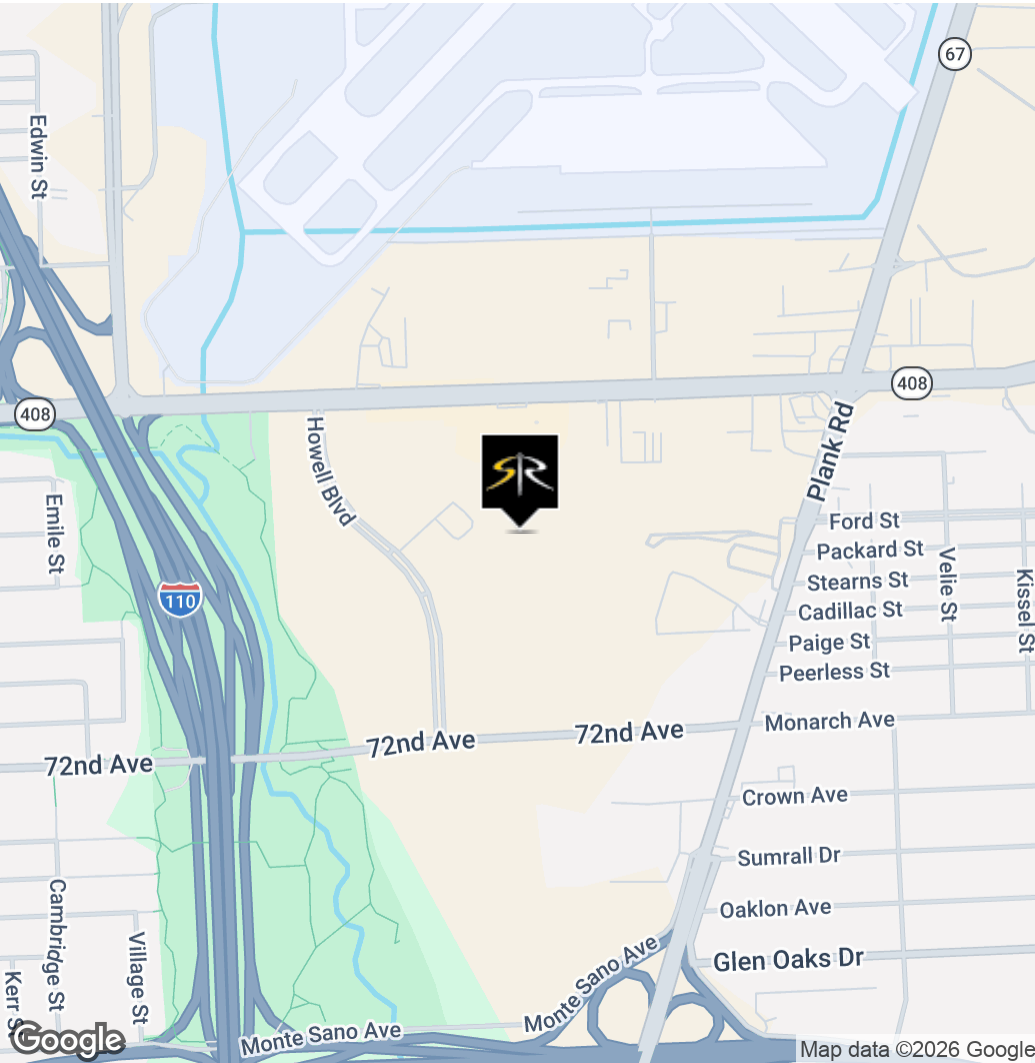
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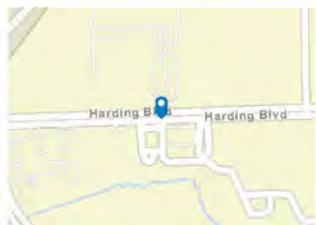
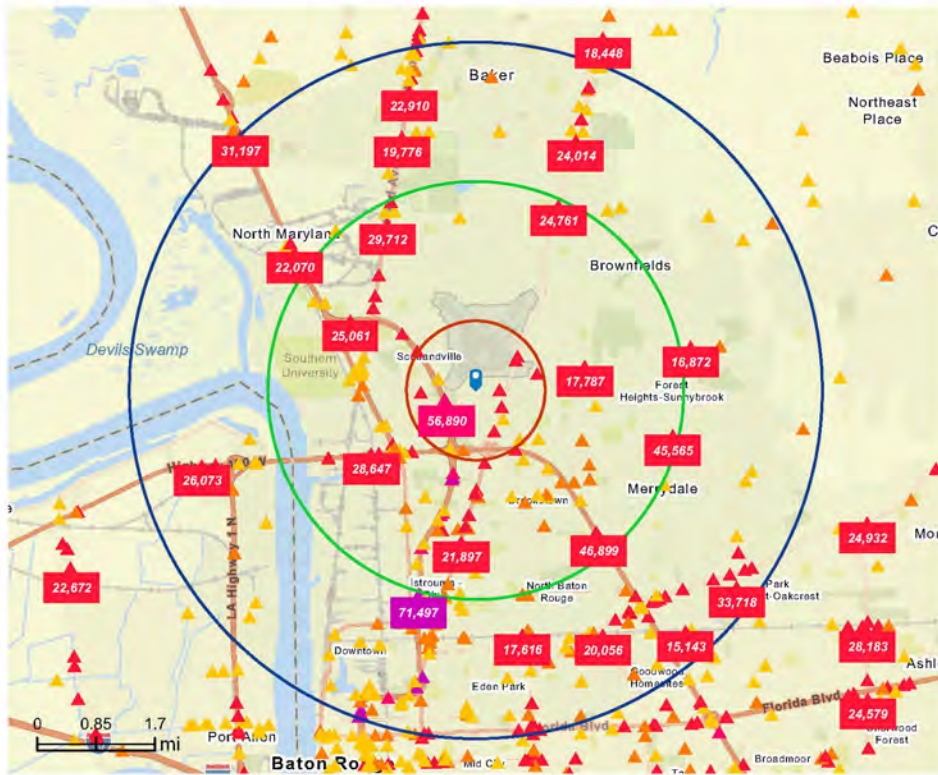


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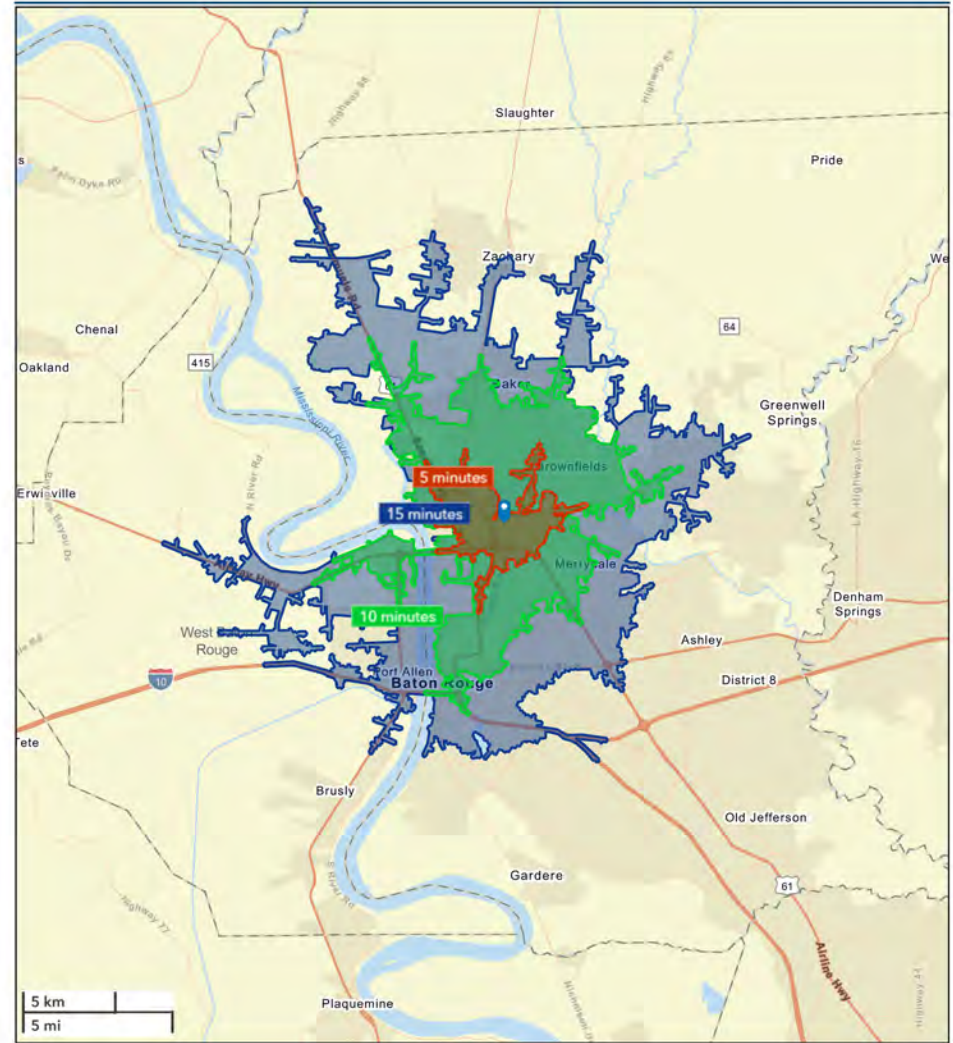
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**100,000 SF**



### Average Daily Traffic Volume

- ▲ Up to 8,000 vehicles per day
- ▲ 8,001 - 15,000
- ▲ 15,001 - 50,000
- ▲ 50,001 - 70,000
- ▲ 70,001 - 100,000
- ▲ More than 100,000 per day



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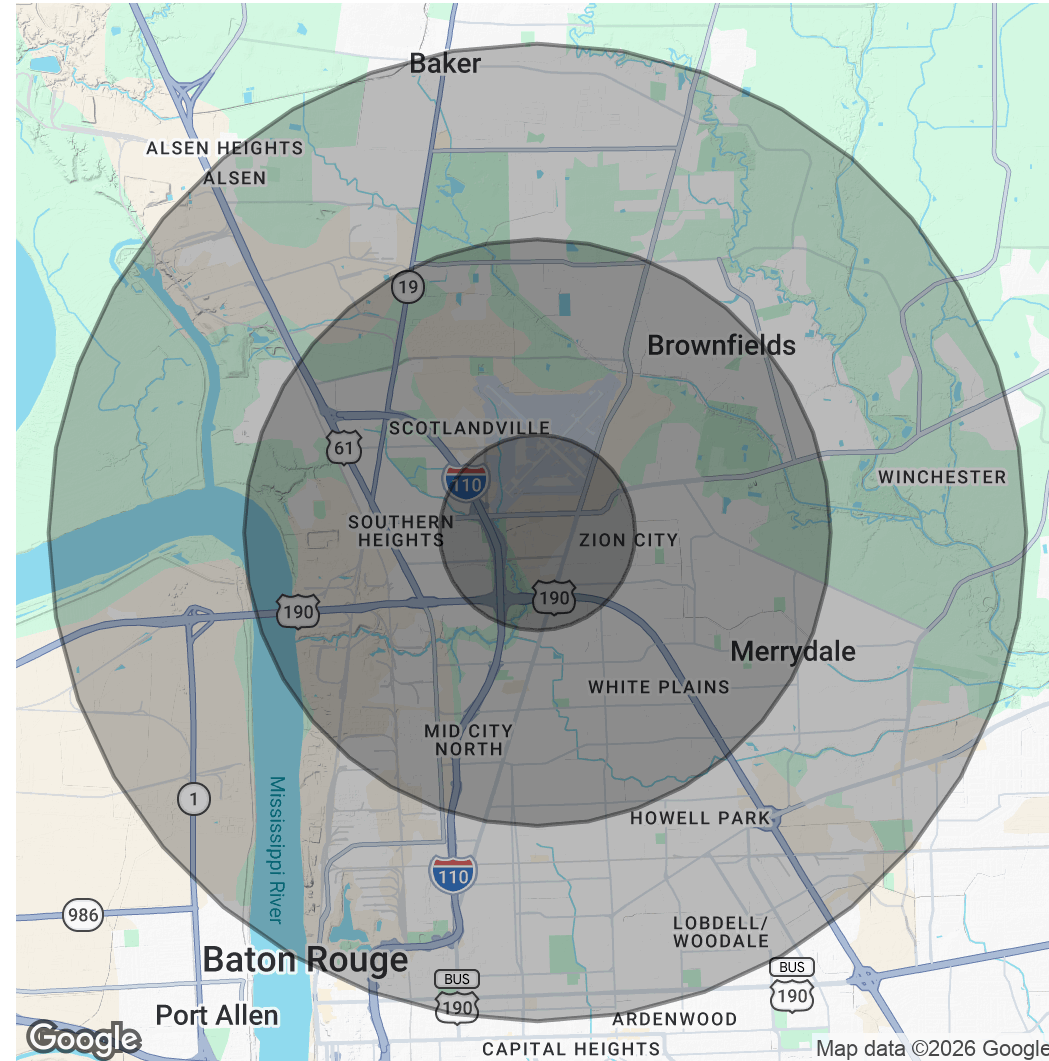
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POPULATION	1 MILE	3 MILES	5 MILES
Total Population	5,648	55,519	106,240
Average Age	40	38	38
Average Age (Male)	38	36	37
Average Age (Female)	41	39	40
HOUSEHOLDS & INCOME	1 MILE	3 MILES	5 MILES
Total Households	2,196	19,767	39,927
# Of Persons Per HH	2.6	2.8	2.7
Average HH Income	\$47,422	\$48,616	\$52,833
Average House Value	\$135,358	\$159,169	\$166,665

Demographics data derived from AlphaMap



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