



Mall of Louisiana

Baton Rouge, LA

Emmett Dunn | Retail Leasing

315.391.4885 | emmett.dunn@brookfieldproperties.com



Mall Of Louisiana Property Overview

Mall of Louisiana is a dynamic retail center located in Baton Rouge, Louisiana. This two-level, super-regional shopping center serves the affluent residents in the area as well as the more than 40,000 students enrolled at Louisiana State University and Southern University and A&M College.

The upscale merchandise mix includes more than 120 stores such as Apple, Zara, Pottery Barn, H&M, Sephora, PANDORA, Dick's House of Sport, and American Eagle. With multiple full-service restaurants including BJ's Restaurant & Brewhouse, Red Lobster, Shake Shack, and J. Alexander's, a 600-seat food court, a carousel, and an AMC Theatres, the center sees more than seven million visitors annually.

PROPERTY INFORMATION

Address: 6401 Bluebonnet Blvd., Suite 5050
Market: Baton Rouge, LA
Total Retail Square Footage: 1.4+ Million

TRADE AREA PROFILE

2024 Population: 702,025
2024 Households: 270,126
2024 % of Households:
w/Income \$75k+: 48.59%
w/Income \$100k+: 36.39%
2024 Average Household Income: \$99,309
2024 % Pop. Age 25+ w/Bachelor's Degree or Higher: 33.91%
2024 Average Home Value: \$314,304
2029 Projected Population: 686,008
2029 Projected Households: 262,826
2029 Projected Average Household Income: \$111,756

7-MILE RADIUS

2024 Population: 306,544
2024 Households: 125,826
2024 % of Households:
w/Income \$75k+: 47.02%
w/Income \$100k+: 35.2%
2024 Average Household Income: \$103,522
2024 % Pop. Age 25+ w/Bachelor's Degree or Higher: 44.02%
2024 Average Home Value: \$373,346
2029 Projected Population: 288,458
2029 Projected Households: 117,957
2029 Projected Average Household Income: \$118,019

DAYTIME EMPLOYMENT

3-Mile Radius Total: 79,667
White Collar: 69.86%
Executive/Professional: 43.72%
5-Mile Radius: 132,511
White Collar: 68.42%
Executive/Professional: 43.47%

Source: Synergos

Emmett Dunn | Retail Leasing

315.391.4885 | emmett.dunn@brookfieldproperties.com