

# FOR SALE

# ESPLANADE MALL

1401 WEST ESPLANADE AVE. KENNER LOUISIANA

PUD ZONING PROVIDING GREAT OPPORTUNITY FOR  
RETAIL, ENTERTAINMENT, MEDICAL, INDOOR SPORTS &  
MULTIFAMILY.



# CITY OF KENNER



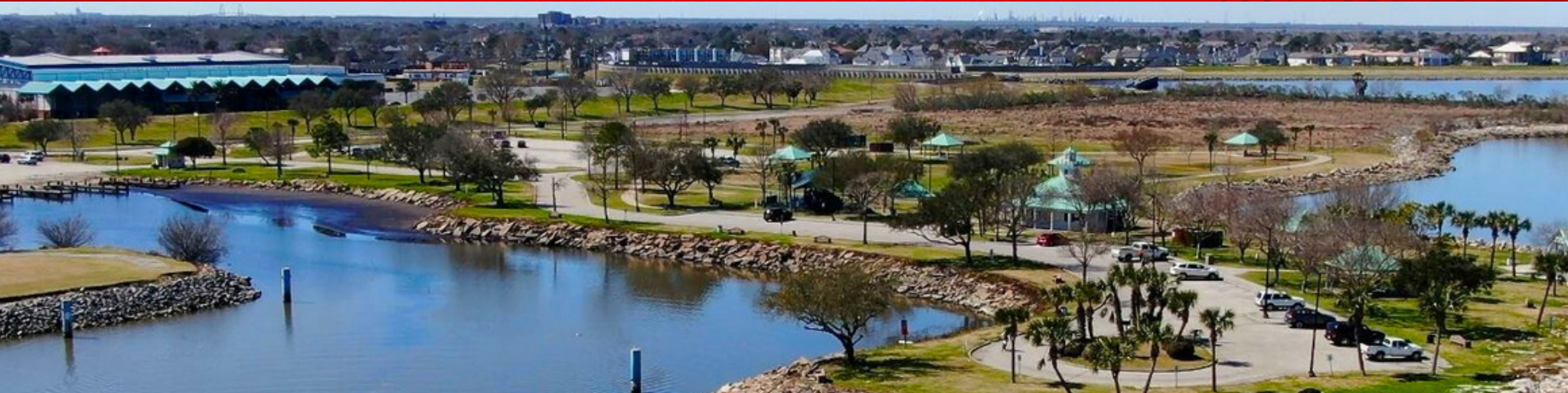
KENNER, LOUISIANA IS A VIBRANT CITY LOCATED IN JEFFERSON PARISH, JUST WEST OF NEW ORLEANS. KNOWN FOR ITS RICH CULTURAL HERITAGE AND DIVERSE COMMUNITY, KENNER OFFERS A UNIQUE BLEND OF SOUTHERN CHARM AND MODERN AMENITIES.



HOME TO THE LOUIS ARMSTRONG NEW ORLEANS INTERNATIONAL AIRPORT, MAKING IT A CONVENIENT GATEWAY FOR TRAVELERS. THE CITY OFFERS A RANGE OF ATTRACTIONS, INCLUDING THE RIVERTOWN HISTORIC DISTRICT, WHICH FEATURES MUSEUMS, SHOPS, AND RESTAURANTS, AS WELL AS PICTURESQUE PARKS AND RECREATIONAL AREAS.



WITH ITS PROXIMITY TO NEW ORLEANS AND ITS OWN UNIQUE OFFERINGS, KENNER PROVIDES RESIDENTS AND VISITORS WITH A DELIGHTFUL BLEND OF HISTORY, ENTERTAINMENT, AND COMMUNITY SPIRIT.



# AREA OVERVIEW



SITUATED ON THE BEND OF THE MISSISSIPPI RIVER, NEW ORLEANS HAS BEEN THE CHIEF CITY OF LOUISIANA AND THE GULF OF MEXICO'S BUSIEST NORTHERN PORT SINCE THE EARLY 1700S. THE CITY HAS GROWN AS A TOURIST DESTINATION, WITH HUNDREDS OF THOUSANDS OF ANNUAL VISITORS DRAWN TO ITS MARDI GRAS FESTIVITIES, LIVE MUSIC AND HISTORY ENRICHED CULINARY CUISINE.



THE GREATER NEW ORLEANS AREA IS HOME TO LOYOLA UNIVERSITY (4,273 STUDENTS), SOUTHEASTERN LOUISIANA UNIVERSITY (14,584 STUDENTS), TULANE UNIVERSITY (13,449 STUDENTS), UNIVERSITY OF NEW ORLEANS (8,423 STUDENTS) AND A CAMPUS OF LOUISIANA STATE UNIVERSITY.



THE CITY OF KENNER IS LOCATED IN THE NORTHWESTERN PART OF JEFFERSON PARISH, LOUISIANA, APPROXIMATELY 10 MILES WEST OF NEW ORLEANS AND 70 MILES EAST OF BATON ROUGE. KENNER IS THE SIXTH LARGEST CITY IN THE STATE OF LOUISIANA AND IS LOCATED WITHIN THE "EASTBANK", WHICH REFERS TO ALL PORTIONS OF METROPOLITAN NEW ORLEANS SOUTH OF LAKE PONTCHARTRAIN AND SITUATED ON THE EASTERN BANK OF THE MISSISSIPPI RIVER.



KENNER'S LOCATION IS EXTREMELY ADVANTAGEOUS, WITH THE LOUIS ARMSTRONG NEW ORLEANS INTERNATIONAL AIRPORT LESS THAN FOUR MILES AWAY AND AN EXCELLENT INTERMODAL TRANSPORTATION NETWORK CONSISTING OF THE FEDERAL INTERSTATE SYSTEM, MAJOR HIGHWAYS AND CLASS I RAILROADS. ADDITIONALLY, THE PROPERTY IS LOCATED JUST 13 MILES FROM DOWNTOWN NEW ORLEANS AND THE EXPANDING PORT OF NEW ORLEANS.



ACCORDING TO THE CITY OF KENNER COMMUNITY AND ECONOMIC PROFILE, JEFFERSON PARISH HAS A CIVILIAN LABOR FORCE OF MORE THAN 215,000 PEOPLE, WHICH ACCOUNTS FOR NEARLY 40% OF THE MSA'S CIVILIAN LABOR FORCE.

## TRADE AREA OVERVIEW

5 Mile Radius



**TRADE AREA POPULATION**

167,339



**AVG. HH INCOME**

\$76,657

# PROPERTY OVERVIEW

THE DISTINGUISHED ESPLANADE IS A PRESTIGIOUS TWO-STORY ENCLOSED REGIONAL MALL STRATEGICALLY LOCATED IN KENNER, LA. SITUATED AT 1401 WEST ESPLANADE AVENUE IN KENNER, LA, IT COMPRISES A TOTAL GROSS LEASABLE AREA OF **966,997 SQUARE FEET**, WITH OWNERSHIP OF **895,697 SQUARE FEET**.

THIS PREMIER RETAIL DESTINATION BOASTS AN IMPRESSIVE LINEUP OF SEPARATELY OWNED ANCHOR STORES, WITH DILLARD'S OCCUPYING A GENEROUS 177,940 SQUARE FEET AND TARGET OCCUPYING AN EXPANSIVE 138,280 SQUARE FEET. ADDITIONALLY, THE RECENTLY ACQUIRED VACANT MACY'S BOX, SPANNING AN IMPRESSIVE 235,518 SQUARE FEET, FURTHER ENHANCES THE MALL'S ALLURE.



## AREA TENANTS

- THE GATEWAY AT ESPLANADE A 265 UNIT ADJACENT MULTI-FAMILY DEVELOPMENT UNDERWAY.
- STARBUCKS, CVS PHARMACY, WALGREENS PHARMACY, CAFE DU MONDE WILLIAMS BLVD, CHATEAU GOLF & COUNTRY CLUB, AT HOME, SAM'S CLUB.



# PROPERTY DESCRIPTION

**YEAR BUILT/RENOVATED:** THE MALL WAS ORIGINALLY CONSTRUCTED IN 1985 AND RENOVATED IN 2002.

**FOUNDATION:** THE FOUNDATION CONSISTS OF POURED REINFORCED CONCRETE WITH 80-FOOT COMPOSITE PILES.

**EXTERIOR WALLS:** THE EXTERIOR WALL STRUCTURE CONSISTS OF CONCRETE BLOCK. MALL ENTRANCES ARE TYPICAL STOREFRONT DOORS. THE SECOND FLOOR HAS MALL ENTRANCES WITH STEEL FRAMED ELEVATED BRIDGES WITH STEEL FRAMED SKYLIGHT COVER.



## PROPERTY ADDRESS

1401 WEST ESPLANADE MALL, KENNER, JEFFERSON PARISH, LOUISIANA 70065

**LAND AREA:** APPROXIMATELY 52 ACRES

**ACCESS:** PRIMARY ACCESS TO THE SUBJECT NEIGHBORHOOD IS PROVIDED BY IH- 10, VETERANS BOULEVARD, WEST ESPLANADE AVENUE, AIRLINE DRIVE AND CLEARVIEW PARKWAY



## EXTERIOR WALLS

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## HVAC

THE MAIN MALL STORES ARE COOLED BY ROOF-TOP PACKAGE UNITS, WHICH SERVE AN INTERIOR VARIABLE AIR VOLUME AIR DISTRIBUTION SYSTEM. HEAT IS PROVIDED BY ELECTRICAL COILS IN THE VARIABLE AIR VOLUME SYSTEM. THERE ARE ALSO ROOFTOP HEATER UNITS AND OTHER SMALL ROOFTOP UNITS.



## UTILITIES

- WATER & SEWER: CITY OF KENNER
- NATURAL GAS: CENTERPOINT ENERGY
- ELECTRICITY: CENTERPOINT ENERGY
- STORM WATER: CITY OF KENNER



## CONSTRUCTION DETAILS

**FLOOD PLAN:** THE SITE CARRIES A FLOOD PLAN DESIGNATION OF ZONE AE.

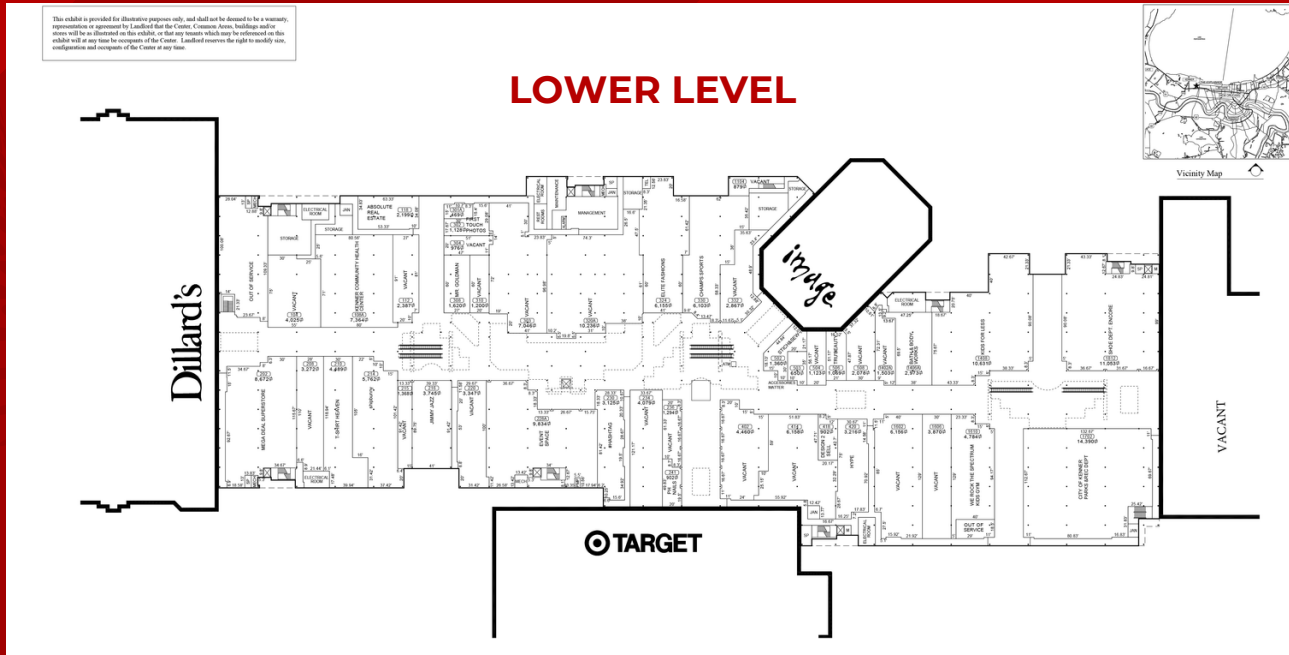
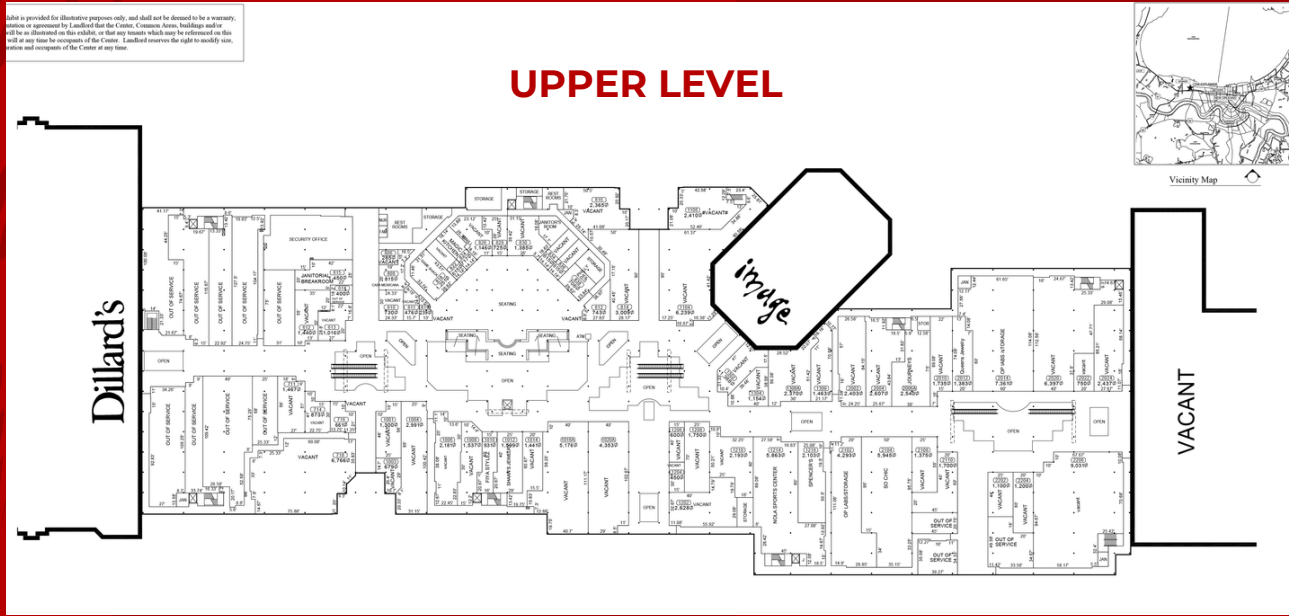
**ZONING:** THE PROPERTY IS ZONED PUD (PLANNED UNIT DEVELOPMENT).



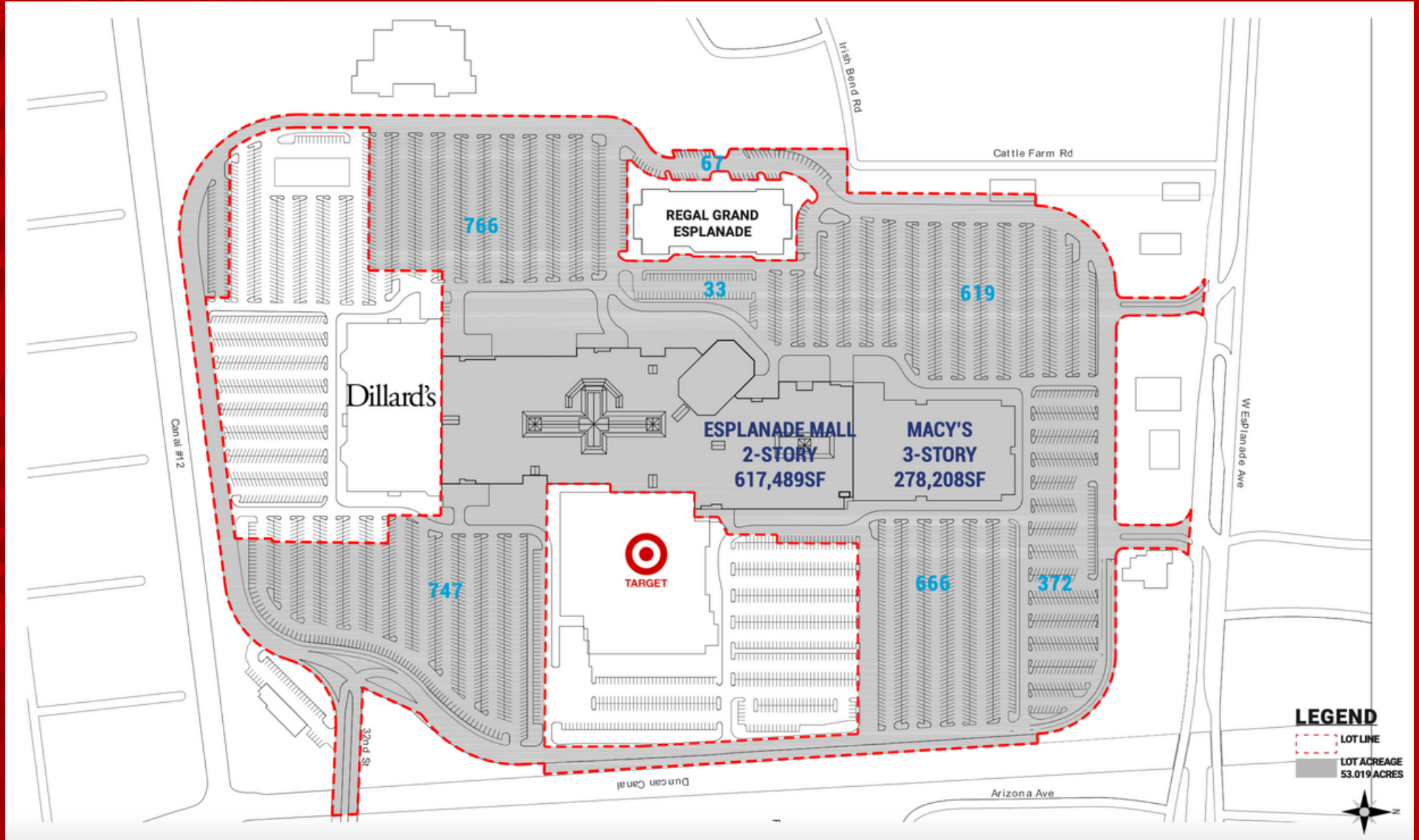
## PARKING

THE MALL OFFERS 6,640 PARKING SPACES (PARKING RATIO OF 6.60 PER 1,000 SF OF GLA)

# FLOOR PLAN



# EXISTING SITE PLAN



# MARKET ANALYSIS

LOCAL/REGIONAL TRADE AREA'S ABILITY TO ATTRACT ENTERTAINMENT/DESTINATION RETAIL FACILITY

ENTERTAINMENT  
RETAIL SITE  
SELECTION  
SUMMARY








TOPGOLF



DESCRIPTION	FAMILY ENTERTAINMENT CENTER FEATURING DINING, BOWLING, LASER TAG, GRAVITY ROPES COURSE WITH ZIP LINES, BILLIARDS, SHUFFLE BOARD AND GAMES GALLERY FEATURING OVER 125 OF THE LATEST INTERACTIVE, VIRTUAL, VIDEO GAMES AND MORE.	FULL-SERVICE RESTAURANT AND ENTERTAINMENT BUSINESS. FEATURES FULL VIDEO ARCADE, SPORTS EXPERIENCE VIEWING, BILLIARDS AND BOWLING IN SELECT LOCATIONS.	OFFERS REALISTIC RACING EXPERIENCES, UTILIZING THE LATEST IN KARTING, TIMING, SCORING AND SIMULATION TECHNOLOGIES, BUILT AROUND THE "THRILL OF RACING". MIXED- USED ENTERTAINMENT AND EVENT FACILITY THAT FEATURES ARCADE, ROPES COURSE, RACING SIMULATORS, INTERACTIVE MOTION THEATER, LASER TAG AND BOUTIQUE BOWLING.	BOWLING WITH TRADITIONAL OR SPECIALIZED FACILITIES AVAILABLE. MAY INCLUDE A LIMITED NUMBER OF VENUES INCLUDING GAME ROOM, BILLIARDS, PRO SHOP AND BAR. BEVERAGES PLAY A STRONG ROLE AND FOOD IS USUALLY LIMITED TO SNACK BAR OPTIONS. SPECIALIZED FACILITIES MAY INCLUDE ARCADES, LASER TAG, GO-CARTS, BUMPER CARS, PARTY ROOMS, FULL CAFÉS, ETC.	A SPORTS ENTERTAINMENT FACILITY THAT FEATURES A DRIVING RANGE THAT USES MICROCHIP TECHNOLOGY INSIDE GOLF BALLS TO TRACK SHOTS ON TARGETS AND SCORE POINTS. LOCATIONS FEATURE PRIVATE EVENT ROOMS, A FULL SERVICE RESTAURANT AND BAR, AND OFFER LEAGUES AND TRAINING SESSIONS.	SPECIALTY RETAILER OF HUNTING, FISHING, CAMPING, SHOOTING, AND OTHER OUTDOOR MERCHANDISE. OWNED BY BASS PRO SHOPS.	MULTI-ENTERTAINMENT COMPLEX OFFERING BOWLING, ARCADES, POOL TABLES, PRIVATE KARAOKE ROOMS, PING PONG AND FOOD. THE PARENTING COMPANY FROM JAPAN, SOME OF THE GAMES ARE ORDERED EXCLUSIVELY FOR ROUND1 AND NOT AVAILABLE ANYWHERE ELSE IN THE US.
TYPICAL FOOTPRINT	45,000-60,000 SF	30,000-40,000 SF	80,000 SF	15,000-50,000 SF ONE ACRE OF USABLE LAND IS TYPICALLY REQUIRED FOR EVERY 10 LANES	45,000-60,000 SF	45,000-60,000 SF	45,000-60,000 SF
CEILING HEIGHT	20' CEILING	28+ FT CEILING	28+ FT CEILING	14' CEILING	NA. TYPICALLY 2-3 LEVELS, POLES 150'	NA	14' CEILING
CONFIGURATION	INCLUDES FULL-SERVICE RESTAURANT	INCLUDES FULL-SERVICE RESTAURANT/ REQUIRES 1,000,000 SF NEARBY RETAIL	INCLUDES FULL-SERVICE CAFÉ - PREFER CO-TENANCY: LEISURE TENANTS/THEATERS/ DINING	MAY INCLUDE FULL-SERVICE CAFÉ / LOCATION NEED NOT BE PRIME FRONTAGE, BUT SHOULD BE EASILY ACCESSIBLE BY A MAJOR TRAFFIC ARTERY	INCLUDES FULL-SERVICE RESTAURANT/BAR AND EVENT ROOMS.	LARGER FORMAT STORES SEEK 12- 16 ACRES, OUTPOSTS CAN BE ON 4-6 ACRES	NEEDS TO BE IN ENCLOSED SUPER REGIONAL MALLS WITH MORE THAN 800,000 SQFT GLA. MOVIE THEATER AND FOOD COURT PREFERRED
TOTAL POP./HHS	40,000 HHS W/IN 5-MILES	500,000-1,000,000 W/IN 10-MILES	NA, EST: 15,000-20,000 HHS W/IN 3-MILES	3,000 HHS PER LANE W/IN (3) - 5 MILES IF (URBAN) SUBURBAN		250,000+ WITHIN 30-MILES	250,000+ W/IN 30-MILES
MEDIAN HH INCOME	\$60,000	\$70,000+	\$55,000+	\$60,000	\$45,000+		NA, EST: \$60,000+
HOUSEHOLD TYPES	77% FAMILIES (50% HAVE 3-4 KIDS) AND 23% YOUNG ENTERTAINMENT SEEKERS (AGES 18-34/).	NA, EST: 45% FAMILIES, 55% YOUNG ENTERTAINMENT SEEKERS (18-34).	FAMILIES WITH TEENAGE CHILDREN 13-18 / YOUNG ADULTS 18-35	NA, EST: ALL HOUSEHOLD DEMOGRAPHICS	CORE DEMOGRAPHIC IS 18 - 44 YEAR OLD MALES.	NA. AT LEAST 1-HOUR AWAY FROM CLOSEST EXISTING STORE, AND TRAFFIC COUNT OF 75,000+	NA, EST: 70% FAMILIES, 30% YOUNG ENTERTAINMENT SEEKERS (18-34).



# MARKET ANALYSIS

STUDY AREA	3 MILES	5 MILES	10 MILES	20 MILES
 TOTAL POPULATION	97,042	170,255	385,665	945,145
 TOTAL HOUSEHOLDS	24,556	66,077	153,540	365,398
 MEDIAN HH INCOME	\$58,298	\$56,731	\$58,206	\$50,217
 FAMILY HOUSEHOLDS	67%	65%	60%	58%
 HOME OWNERSHIP	63%	62%	60%	57%

1) NOTE THAT CERTAIN RETAILERS DO NOT SPECIFY PUBLICLY A TRADE AREA FOR SITE SELECTIONS

THE MAJORITY OF THESE ENTERTAINMENT RETAIL CENTERS REQUIRE AT LEAST 40,000 HOUSEHOLDS WITHIN THEIR 5-MILE TRADE AREAS WITH MEDIAN INCOMES OVER \$60,000. THE ESPLANADE MALL SITE MEETS MANY OF THE POPULATION REQUIREMENTS MANY OF THESE BIG-BOX ENTERTAINMENT CENTERS ARE SEEKING, HOWEVER, MEDIAN INCOMES REMAIN BELOW TARGET THRESHOLDS. GIVEN THE LACK OF LARGE SITES REGIONALLY, REGIONAL DEMOGRAPHICS, AND THE PROXIMITY TO I-10, THE POTENTIAL FOR A BIG-BOX, ENTERTAINMENT-ORIENTED RETAILER EXISTS. FURTHER EXAMINATION IN CONJUNCTION WITH TSW WILL BE NEEDED TO DETERMINE IF THIS WOULD BE THE HIGHEST AND BEST USE OF THE LAND, AND/OR IF SITE CONSTRAINTS WILL ALLOW IT.

SOURCE: NOELL CONSULTING GROUP, ICSC, COSTAR

# MARKET ANALYSIS

## LOCAL TRADE AREA'S ABILITY TO ATTRACT A GROCER

GROCERY STORE  
SITE SELECTION  
SUMMARY



Publix



TRADER JOE'S



SPROUTS  
FARMERS MARKET



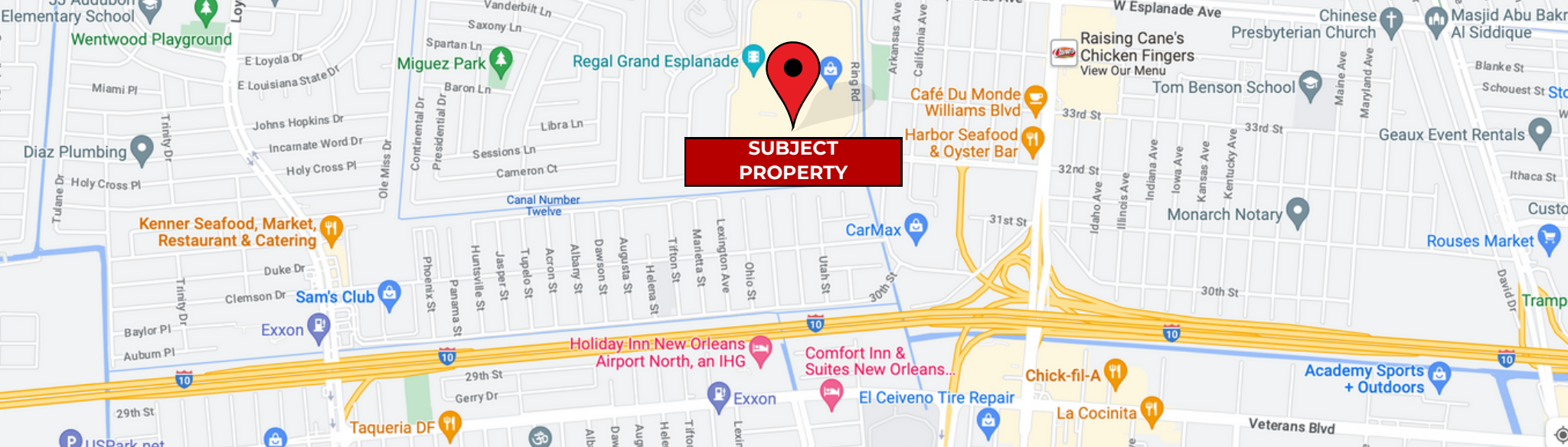
COSTCO  
WHOLESALE

TYPICAL URBAN FOOTPRINT	60-80,000 SF *COMB. FORMAT	28-45,000 SF	15-20,000 SF	10-15,000 SF	30-50,000 SF *FULL FORMAT	28 -30,000 SF	20-25,000 SF	73-205,000 SF
CONFIGURATION	REQ. SURFACE	WILL GO IN MIXED- USE	2.5 ACRE PADS 100'+ FRONTAGE 85 SPACES AADT: 20,000+	WILL GO IN MIXED- USE	WILL GO IN MIXED- USE	WILL GO IN MIXED- USE 150'-180' STOREFRONT 140+ PARKING SPACES AADT: 20,000+	REQ. SURFACE	REQ. SURFACE
TOTAL HOUSEHOLDS	20,000+	20,000+	NA, EST: 15,000+	36,000+	35,000 W/IN 3-MILES	100,000+ W/I 10- MIN	100,000 W/I 5-MILES	150,000 W/I 5-MILES
MEDIAN HH INCOME	\$40,000+	\$50,000+	\$30,000+	\$60,000+	\$75,000+	ABOVE AVERAGE	\$75,000+	\$75,000+
EDUCATION ATTAINMENT	NA	NA	NA	55%+ GRADUATE	55%+ GRADUATE	40%+ 4-YEAR	55%+ GRADUATE	NA
HOME OWNERSHIP	NA	NA	NA	60%+	60%+	NA	60%+	NA

RIVERTOWN	1 - MILE	3 - MILE	5 - MILE	ESPLANADE	1 - MILE	3 - MILE	5 - MILE
TOTAL HOUSEHOLDS	2,832	28,274	80,403	TOTAL HOUSEHOLDS	6,392	35,920	66,252
MEDIAN HH INCOME	\$38,860	\$49,423	\$54,083	MEDIAN HH INCOME	\$51,889	\$56,311	\$54,842
EDUCATION ATTAINMENT	12%	19%	24%	EDUCATION ATTAINMENT	21%	23%	25%
HOME OWNERSHIP	50%	63%	62%	HOME OWNERSHIP	65%	65%	62%

THE PREVIOUS EXHIBIT SHOWED SIZABLE DEMAND FOR A GROCERY STORE, HOWEVER, LOCAL DEMOGRAPHICS COULD PROVE CHALLENGING, PARTICULARLY AT RIVERTOWN. ADDITIONALLY, THE MALL SITE HAS AN EXISTING TARGET WITH GROCERIES (AND LIKELY AN EXCLUSIVE IN THEIR LEASE) AND AS WELL AS VARIOUS NEARBY GROCERS, FURTHER LIMITING SITE APPEAL.

1) NOTE THAT CERTAIN GROCERS DO NOT SPECIFY PUBLICLY A TRADE AREA FOR SITE SELECTIONS SOURCE: NOELL CONSULTING GROUP, ICSC, COSTAR



# TRAFFIC



KENNER IS SITUATED IN A CORRIDOR BETWEEN LOUIS ARMSTRONG NEW ORLEANS INTERNATIONAL AIRPORT AND NEW ORLEANS. LAKE PONTCHARTRAIN LIES NORTH OF THE PROPERTY, WHILE THE MISSISSIPPI RIVER LIES TO THE SOUTH.

- LOUIS ARMSTRONG NEW ORLEANS INTERNATIONAL AIRPORT – 7-10 MINUTES (< 3.5 MILES)
- NEW ORLEANS FRENCH QUARTERS (VIA I-10E) – 21 MINUTES (14.1 MILES)
- VARIOUS SPOTS ALONG THE SHORE OF LAKE PONTCHARTRAIN – 5-15 MINUTES (3-8 MILES)

IN ADDITION TO ITS ADVANTAGEOUS PROXIMITY TO THE AIRPORT AND POPULAR ATTRACTIONS, THE PROPERTY'S LOCATION HAS EASY ACCESS TO MAJOR HIGHWAYS, INCLUDING I-10, LOOP 310, STATE ROUTES 90 AND 61, AND OTHER SIGNIFICANT THOROUGHFARES.

**W.ESPLANADE AVE**

25,115 VPD

**VETERANS BLVD**

40,591 VPD

**34th STREET**

33,635 VPD

**LA 49**

36,655 VPD

**I-10**

128,263 VPD





# AERIAL MAP - CLOSE UP



# CONTACT US



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