

2012 Baton Rouge Retail Market Overview



Presented by:

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Aerial Photography by John Wren





National Headlines

- Bricks Still Beat Clicks
- Vacancy rates getting better in U.S.
 - 2011 – 2010 Retail Closings
 - 7.5% - 10% nationally
- Retailing at the Crossroads
 - Sears, Kmart, Best Buy, Conn's Closures
- U.S. Hospitality Update



Local Retail Trends

- 1993 Trends Report
 - Six Years of Steady Growth
 - Delchamps, Circuit City Expanding
 - Price conscious consumers
- Tenant and Landlord relationships changing
- Local - National Retail Closures
- Lack of A+ locations for new retail



Location, Location...

- Iberia Bank – Perkins Road
- Chick-fil-a – College Drive
- Hancock Bank – Essen Lane
- Red Lobster – Bluebonnet
- Apricot Lane – Jefferson Highway
- CVS – Range Avenue

- Higher Prices, mid-block locations, new growth corridors



2012 Shopping Center Survey

- Total Area Surveyed: 8,553,159 sq/ft
- Number of Centers: 123 Centers
- Trends – Excluding Lifestyle Centers
 - Average rent and reimbursements total \$15.66 PSF
 - Overall vacancy rate 9.23%
 - 65% of centers report less than 10% vacancy, up from 58% in 2011 and 56% in 2010
 - Centers with 250,000+ SF continue to yield higher average rents (\$19.85/ft) and less vacancy (1.5%)



Bon Marche











Perkins Rowe









Acadian @ Perkins













Cortana Mall













Broadmoor Village











Siegen Marketplace











Mall of Louisiana







Towne Center







Growth Corridors

- Along Perkins Road
 - Perkins / Acadian
 - Rouzan
- Corporate Boulevard
- Airline Highway
 - Woman's Hospital





What's in store for Baton Rouge Retail

- Continued Redevelopment
- Tenants and Landlords will continue to evolve
- Blessed to be in Louisiana!





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