

# Baton Rouge Retail Trends 2019

**Presented by:**  
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**Special Thanks To: Jill Sylvest, Ken Damann, John Wren, Stephen Eisenbraun – Fotosold, Trends Steering Committee**



# 2019 Shopping Center Survey

	2018	2019
• Total Area Surveyed:	~8,900,000 SF	8,951,658 SF
• Number of Centers:	132	131
• Average Rent:	\$17.73 PSF	\$17.90 PSF
• Area Vacancy Rate:	8.8%	9.3%
• National Vacancy Rate:	10.0%	10.2%

# NICHOLSON GATEWAY







# ARLINGTON MARKETPLACE











# LONG FARM







# THE GROVE



# ROUZAN













# Developments Underway

**Millerville**

**Harveston**

**Mattera**

**Pointe Marie**

**City Square II**

**Entergy Depot**

**Americana**

**Juban Crossing**

**Conway Plantation**

**Former Kmart**

**Shoe Creek**

**Heritage Crossing**



# Insta Worthy





# Insta Worthy





# Stranger Danger







# Reduce-Reuse-Recycle





# Infill



# Milk Tea / Bubble Tea

Bao

Teatery

Momo Tea

Vivi Bubble

Kung Fu Tea House

Vanilla Sweet House

Bubble Waffle & Tea

Southfin Southern Poke

Prince Donuts & Geaux Boba





# CBD

- Central Business District
  - Aurora CBD & Hemp
  - Healthy U CBD & Hemp Oil
  - Joy Organics
  - Cypress Hemp
  - The Vitamin Shoppe
  - Coyote Moon
  - Brew Ha-Ha



# How Often Do You Floss?



# Game On























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