



4700 HWY 22, #21
Mandeville, Louisiana 70471

Parkview Plaza Unit 21 was previously a bakery/cafe.

Parkview Plaza is adjacent to the residential communities of Beau Chene, Parkview Condo's, Mandeville Lake Apartments, and Beau Provence Assisted Living Center. Beau Chene is a well established gated country club community with two renowned 18-hole golf courses , a marina with 140 boat slips, 339 condominium units, 1,173 single-family homes, 38 un-built home lots, and one of the highest concentrations of wealth & households earning in excess of \$200k per year on the Northshore. There are nearly 250 units between Parkview Condo's and Mandeville Lake Apartments. Mandeville Lake is a Class "A" apartment community. Beau Provence Assisted Living Center is near the end of its construction; and, (once operational) consists of 40 rooms and 44 beds.

- **Other Parkview Plaza tenants include Delta Optical/Caplan Eye Clinic, Neely's Pizza, Dollar General, Megumi Sushi, Kim's Nails, Shall We Dance, Shipping Post, Heavenly Blessings and Gifts, and Tip Top Shoe Repair**
- **HWY 22 's traffic count near Parkview is approximately 25,000 vehicles per day**
- **Zoned: (HC-2) Highway Commercial -2**
- **NNN/CAM Currently Estimated at \$4.14 sf/yr**
- **Offering Price \$15 sf/yr**
- **Monthly Rate On Gross Basis: Approximately \$2,390**

Ryan Pearce

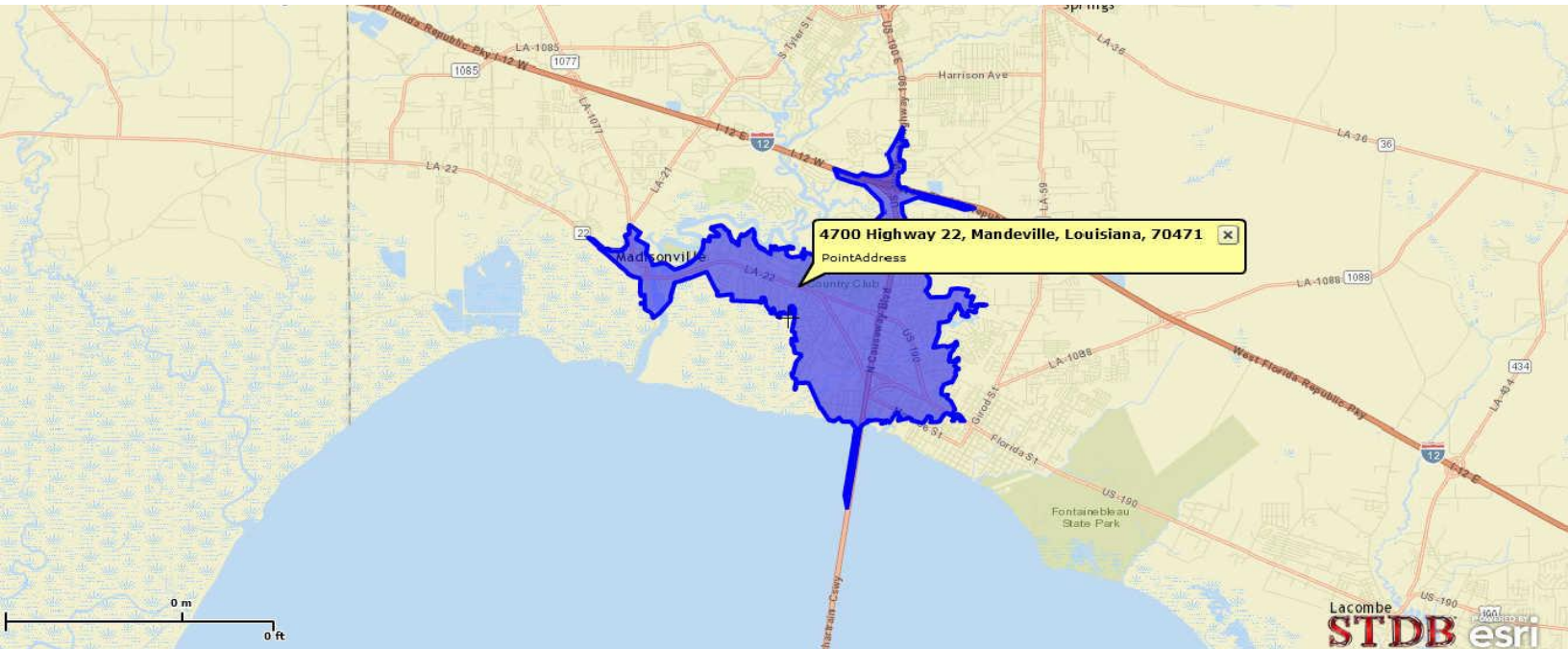
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For Lease
Retail Space

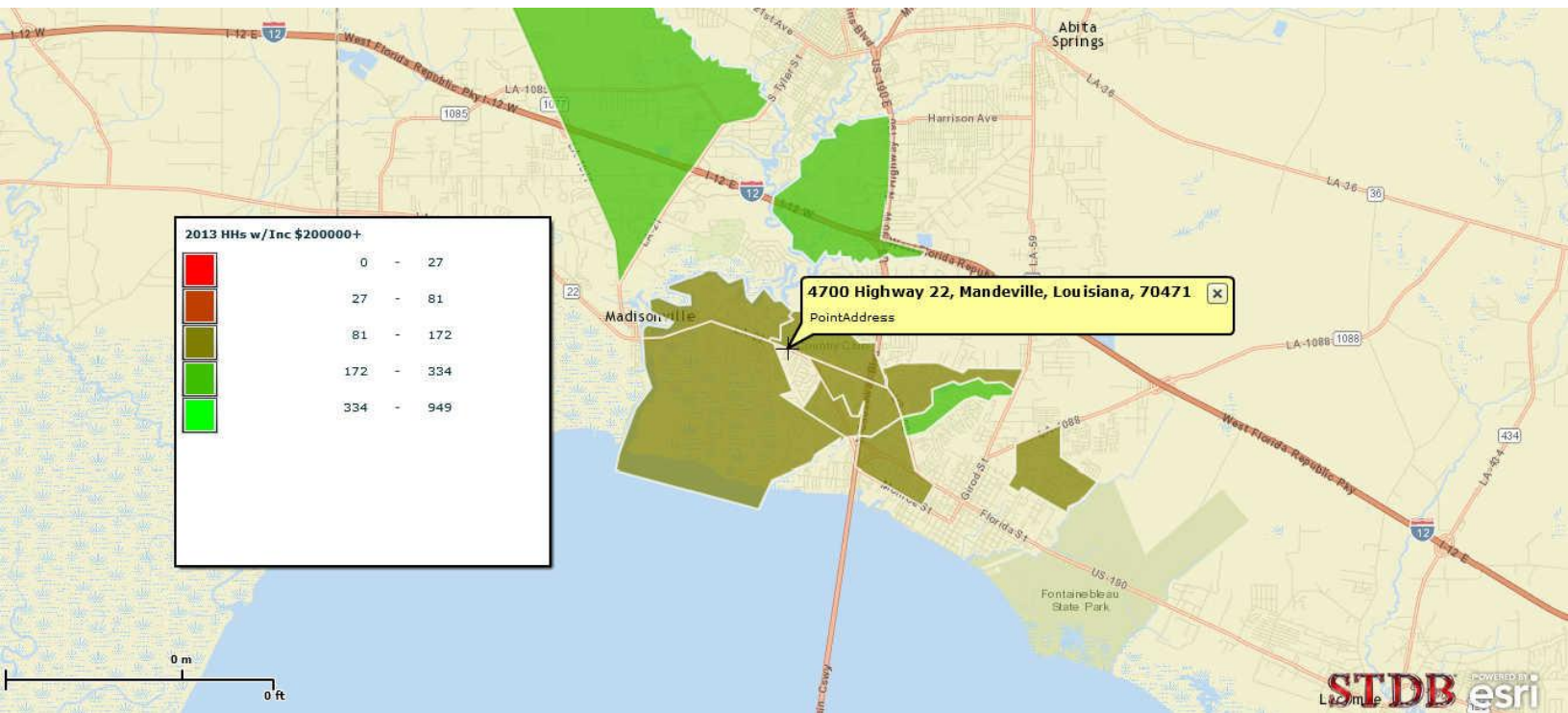


Traffic Count Map and 7 Minute Drive Time Map Indicating The Study Area For Demographics and Statistics

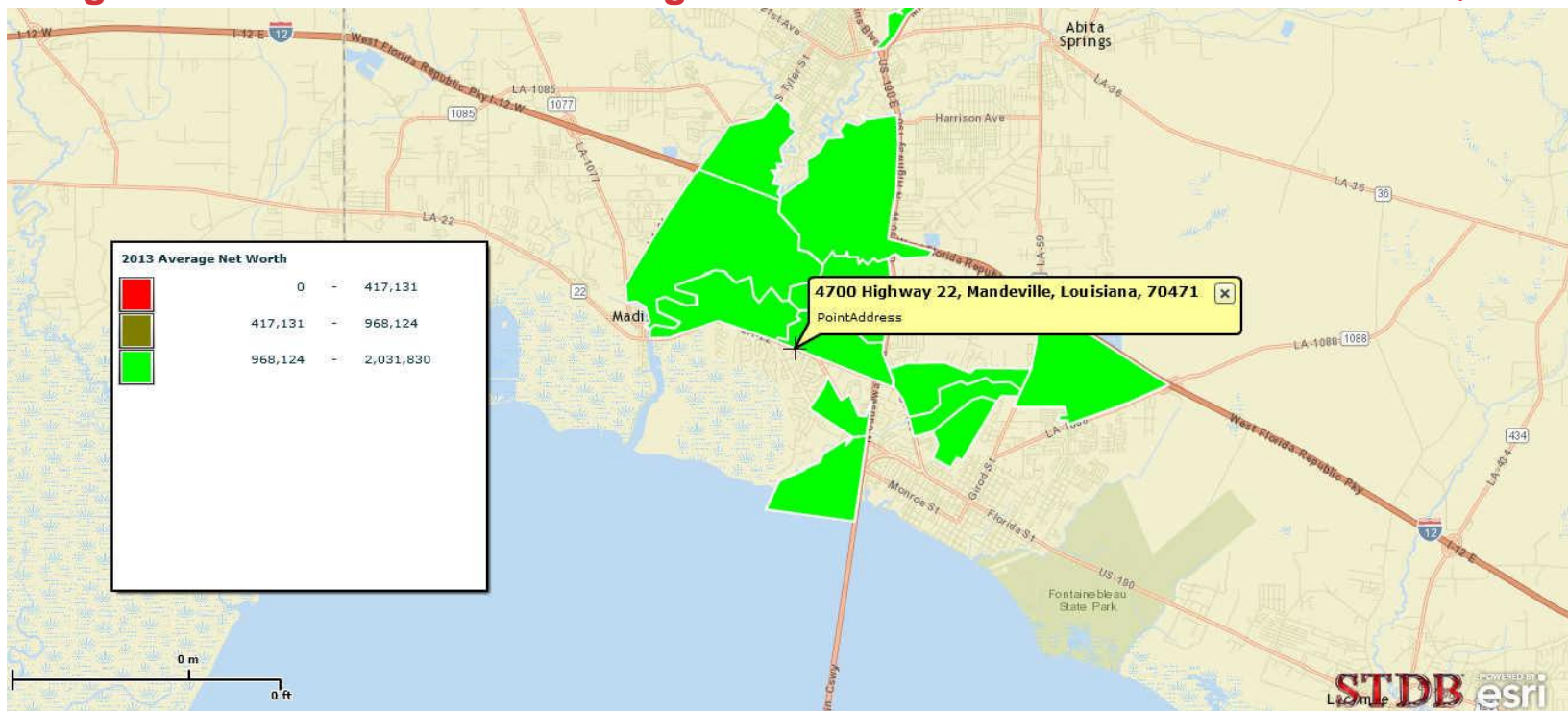


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Concentration Of Households With Income In Excess of \$200K/Year



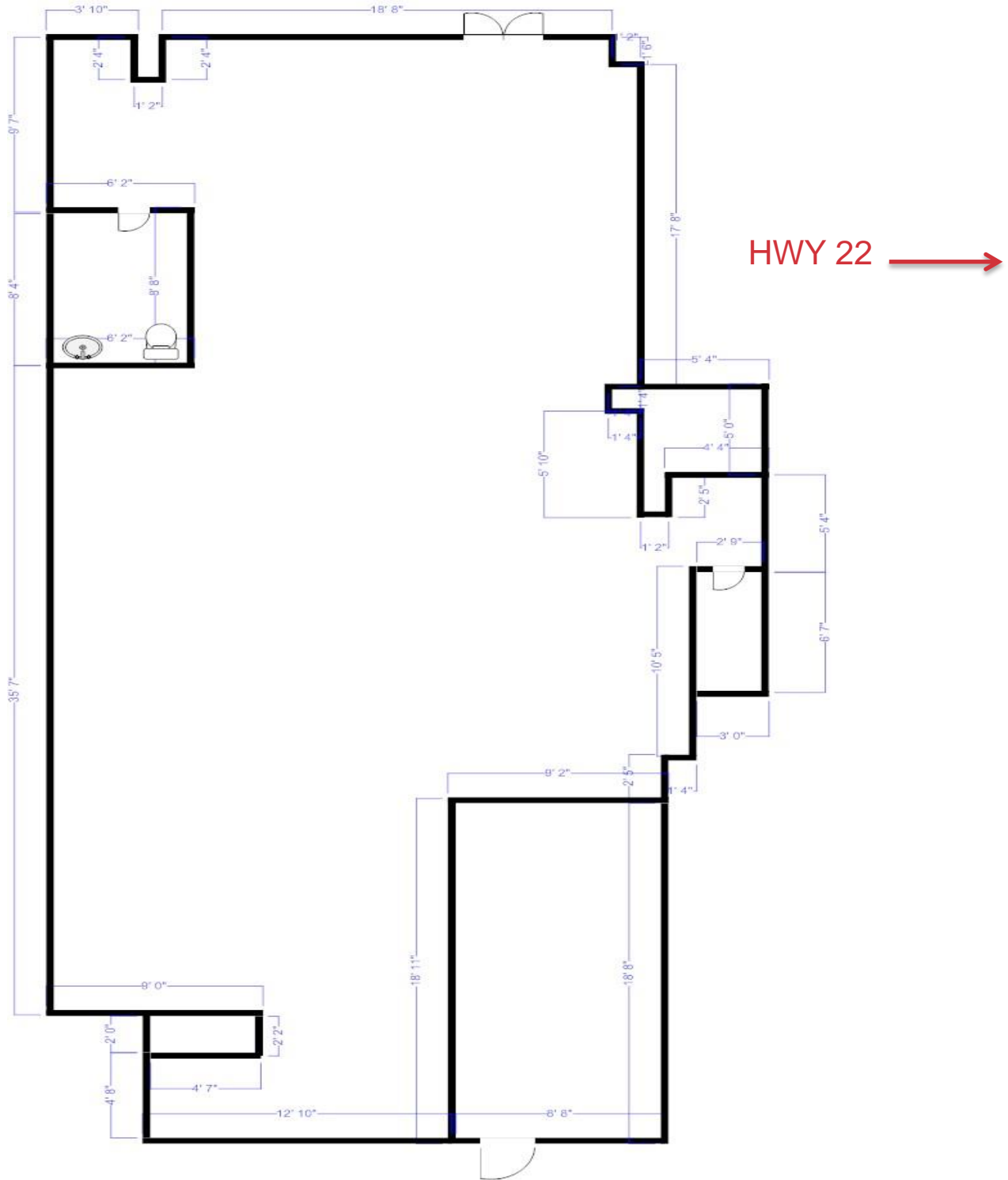
Neighborhoods Where The Average Household Net Worth Is In Excess of \$1M



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Video Tour: <http://www.youtube.com/watch?v=Wf2-cavQGGA>

End Cap Store Front



Retail Market Potential			
Parkview Plaza			
4700 Highway 22, Mandeville, Louisiana, 70471,			
Drive Time: 7 minutes			

Demographic Summary	2013	2018	
Population	24,913	26,264	
Population 18+	18,924	20,401	
Households	9,768	10,340	
Median Household Income	\$79,191	\$88,264	
Product/Consumer Behavior	Expected Adults/HHS	Percent of Adults/HHS	MPI
Apparel (Adults)			
Bought any men's apparel in last 12 months	10,388	54.9%	110
Bought any women's apparel in last 12 months	9,010	47.6%	105
Bought apparel for child <13 in last 6 months	5,404	28.6%	101
Bought any shoes in last 12 months	10,802	57.1%	110
Bought costume jewelry in last 12 months	4,457	23.6%	113
Bought any fine jewelry in last 12 months	4,386	23.2%	105
Bought a watch in last 12 months	3,566	18.8%	97
Automobiles (Households)			
HH owns/leases any vehicle	9,024	92.4%	108
HH bought/leased new vehicle last 12 mo	1,346	13.8%	143
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	17,612	93.1%	107
Bought/changed motor oil in last 12 months	9,527	50.3%	97
Had tune-up in last 12 months	6,578	34.8%	112
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	12,460	65.8%	106
Drank regular cola in last 6 months	8,504	44.9%	88
Drank beer/ale in last 6 months	9,049	47.8%	112
Cameras & Film (Adults)			
Bought any camera in last 12 months	2,658	14.0%	110
Bought film in last 12 months	3,658	19.3%	102
Bought digital camera in last 12 months	1,679	8.9%	129
Bought memory card for camera in last 12 months	1,771	9.4%	123
Cell Phones/PDAs & Service (Adults)			
Bought cell/mobile phone/PDA in last 12 months	6,895	36.4%	103
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	4,277	22.6%	106
Avg monthly cell/mobile phone/PDA bill: \$50-99	6,340	33.5%	103
Avg monthly cell/mobile phone/PDA bill: \$100+	4,859	25.7%	121
Computers (Households)			
HH owns a personal computer	8,458	86.6%	117
Spent <\$500 on most recent home PC purchase	845	8.6%	100
Spent \$500-\$999 on most recent home PC purchase	2,011	20.6%	115
Spent \$1000-\$1499 on most recent home PC purchase	1,689	17.3%	132
Spent \$1500-\$1999 on most recent home PC purchase	889	9.1%	127
Spent \$2000+ on most recent home PC purchase	855	8.8%	139

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2013 and 2018.

Retail Market Potential

Parkview Plaza
4700 Highway 22, Mandeville, Louisiana, 70471,
Drive Time: 7 minutes

Product/Consumer Behavior	Expected Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	11,654	61.6%	103
Bought cigarettes at convenience store in last 30 days	2,013	10.6%	69
Bought gas at convenience store in last 30 days	6,054	32.0%	96
Spent at convenience store in last 30 days: <\$20	2,324	12.3%	127
Spent at convenience store in last 30 days: \$20-39	2,051	10.8%	107
Spent at convenience store in last 30 days: \$40+	6,216	32.8%	92
Entertainment (Adults)			
Attended movies in last 6 months	12,664	66.9%	114
Went to live theater in last 12 months	3,561	18.8%	142
Went to a bar/high club in last 12 months	4,133	21.8%	114
Dined out in last 12 months	11,553	61.1%	124
Gambled at a casino in last 12 months	3,715	19.6%	122
Visited a theme park in last 12 months	4,928	26.0%	121
DVDs rented in last 30 days: 1	578	3.1%	115
DVDs rented in last 30 days: 2	1,126	5.9%	129
DVDs rented in last 30 days: 3	784	4.1%	129
DVDs rented in last 30 days: 4	901	4.8%	124
DVDs rented in last 30 days: 5+	2,858	15.1%	114
DVDs purchased in last 30 days: 1	1,106	5.8%	117
DVDs purchased in last 30 days: 2	1,022	5.4%	114
DVDs purchased in last 30 days: 3-4	799	4.2%	91
DVDs purchased in last 30 days: 5+	785	4.1%	80
Spent on toys/games in last 12 months: <\$50	1,128	6.0%	98
Spent on toys/games in last 12 months: \$50-\$99	453	2.4%	87
Spent on toys/games in last 12 months: \$100-\$199	1,438	7.6%	106
Spent on toys/games in last 12 months: \$200-\$499	2,349	12.4%	115
Spent on toys/games in last 12 months: \$500+	1,435	7.6%	133
Financial (Adults)			
Have home mortgage (1st)	5,452	28.8%	150
Used ATM/cash machine in last 12 months	11,741	62.0%	122
Own any stock	2,840	15.0%	163
Own U.S. savings bond	1,800	9.5%	140
Own shares in mutual fund (stock)	3,016	15.9%	170
Own shares in mutual fund (bonds)	1,835	9.7%	164
Used full service brokerage firm in last 12 months	1,927	10.2%	164
Have savings account	8,754	46.3%	128
Have 401K retirement savings	4,908	25.9%	147
Did banking over the Internet in last 12 months	7,276	38.4%	140
Own any credit/debit card (in own name)	16,183	85.5%	116
Avg monthly credit card expenditures: <\$111	2,720	14.4%	105
Avg monthly credit card expenditures: \$111-225	1,628	8.6%	111
Avg monthly credit card expenditures: \$226-450	1,648	8.7%	116
Avg monthly credit card expenditures: \$451-700	1,534	8.1%	127
Avg monthly credit card expenditures: \$701+	4,203	22.2%	165

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Restaurant Market Potential

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Population 18+		18,924	20,401
Households		9,768	10,340
Median Household Income		\$79,191	\$88,264

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	15,445	81.6%	114
Family restaurant/steak house last month: <2 times	5,051	26.7%	104
Family restaurant/steak house last month: 2-4 times	6,125	32.4%	120
Family restaurant/steak house last month: 5+ times	4,270	22.6%	116
Family restaurant/steak house last 6 months: breakfast	2,809	14.8%	113
Family restaurant/steak house last 6 months: lunch	5,590	29.5%	119
Family restaurant/steak house last 6 months: snack	549	2.9%	103
Family restaurant/steak house last 6 months: dinner	12,088	63.9%	121
Family restaurant/steak house last 6 months: weekday	9,155	48.4%	126
Family restaurant/steak house last 6 months: weekend	9,677	51.1%	115
Family restaurant/steak house last 6 months: Applebee's	5,642	29.8%	118
Family restaurant/steak house last 6 months: Bennigan's	522	2.8%	124
Family restaurant/steak house last 6 months: Bob Evans Farm	918	4.9%	107
Family restaurant/steak house last 6 months: Cheesecake Factory	1,888	10.0%	150
Family restaurant/steak house last 6 months: Chili's Grill & Bar	3,117	16.5%	141
Family restaurant/steak house last 6 months: Cracker Barrel	2,343	12.4%	113
Family restaurant/steak house last 6 months: Denny's	1,734	9.2%	101
Family restaurant/steak house last 6 months: Friendly's	952	5.0%	128
Family restaurant/steak house last 6 months: Golden Corral	972	5.1%	71
Family restaurant/steak house last 6 months: Intl Hse of Pancakes	2,625	13.9%	119
Family restaurant/steak house last 6 months: Lone Star Steakhouse	605	3.2%	119
Family restaurant/steak house last 6 months: Old Country Buffet	452	2.4%	85
Family restaurant/steak house last 6 months: Olive Garden	4,484	23.7%	134
Family restaurant/steak house last 6 months: Outback Steakhouse	2,952	15.6%	137
Family restaurant/steak house last 6 months: Perkins	616	3.3%	90
Family restaurant/steak house last 6 months: Red Lobster	2,856	15.1%	113
Family restaurant/steak house last 6 months: Red Robin	1,778	9.4%	167
Family restaurant/steak house last 6 months: Ruby Tuesday	2,019	10.7%	128
Family restaurant/steak house last 6 months: Ryan's	317	1.7%	45
Family restaurant/steak house last 6 months: Sizzler	380	2.0%	66
Family restaurant/steak house last 6 months: T.G.I. Friday's	2,702	14.3%	139
Went to fast food/drive-in restaurant in last 6 months	17,228	91.0%	103
Went to fast food/drive-in restaurant <6 times/month	6,499	34.3%	98
Went to fast food/drive-in restaurant 6-13 times/month	5,893	31.1%	108
Went to fast food/drive-in restaurant 14+ times/month	4,836	25.6%	103
Fast food/drive-in last 6 months: breakfast	5,623	29.7%	109
Fast food/drive-in last 6 months: lunch	12,463	65.9%	112
Fast food/drive-in last 6 months: snack	3,744	19.8%	114
Fast food/drive-in last 6 months: dinner	9,727	51.4%	106

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Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: weekday	13,991	73.9%	112
Fast food/drive-in last 6 months: weekend	9,429	49.8%	103
Fast food/drive-in last 6 months: A & W	927	4.9%	108
Fast food/drive-in last 6 months: Arby's	4,330	22.9%	112
Fast food/drive-in last 6 months: Boston Market	1,347	7.1%	148
Fast food/drive-in last 6 months: Burger King	6,903	36.5%	101
Fast food/drive-in last 6 months: Captain D's	608	3.2%	63
Fast food/drive-in last 6 months: Carl's Jr.	1,274	6.7%	106
Fast food/drive-in last 6 months: Checkers	457	2.4%	76
Fast food/drive-in last 6 months: Chick-fil-A	3,344	17.7%	137
Fast food/drive-in last 6 months: Chipotle Mex. Grill	1,887	10.0%	162
Fast food/drive-in last 6 months: Chuck E. Cheese's	821	4.3%	97
Fast food/drive-in last 6 months: Church's Fr. Chicken	500	2.6%	62
Fast food/drive-in last 6 months: Dairy Queen	3,289	17.4%	110
Fast food/drive-in last 6 months: Del Taco	718	3.8%	111
Fast food/drive-in last 6 months: Domino's Pizza	2,275	12.0%	89
Fast food/drive-in last 6 months: Dunkin' Donuts	2,869	15.2%	132
Fast food/drive-in last 6 months: Fuddruckers	754	4.0%	141
Fast food/drive-in last 6 months: Hardee's	903	4.8%	71
Fast food/drive-in last 6 months: Jack in the Box	1,947	10.3%	98
Fast food/drive-in last 6 months: KFC	4,850	25.6%	94
Fast food/drive-in last 6 months: Little Caesars	1,127	6.0%	82
Fast food/drive-in last 6 months: Long John Silver's	903	4.8%	76
Fast food/drive-in last 6 months: McDonald's	10,817	57.2%	103
Fast food/drive-in last 6 months: Panera Bread	3,126	16.5%	170
Fast food/drive-in last 6 months: Papa John's	1,950	10.3%	118
Fast food/drive-in last 6 months: Pizza Hut	3,773	19.9%	91
Fast food/drive-in last 6 months: Popeyes	1,183	6.3%	86
Fast food/drive-in last 6 months: Quiznos	2,351	12.4%	137
Fast food/drive-in last 6 months: Sonic Drive-In	2,191	11.6%	98
Fast food/drive-in last 6 months: Starbucks	4,213	22.3%	148
Fast food/drive-in last 6 months: Steak n Shake	1,114	5.9%	117
Fast food/drive-in last 6 months: Subway	6,443	34.0%	108
Fast food/drive-in last 6 months: Taco Bell	6,290	33.2%	104
Fast food/drive-in last 6 months: Wendy's	6,354	33.6%	108
Fast food/drive-in last 6 months: Whataburger	825	4.4%	89
Fast food/drive-in last 6 months: White Castle	711	3.8%	95
Fast food/drive-in last 6 months: eat in	7,804	41.2%	110
Fast food/drive-in last 6 months: home delivery	2,014	10.6%	102
Fast food/drive-in last 6 months: take-out/drive-thru	10,649	56.3%	108
Fast food/drive-in last 6 months: take-out/walk-in	5,241	27.7%	113

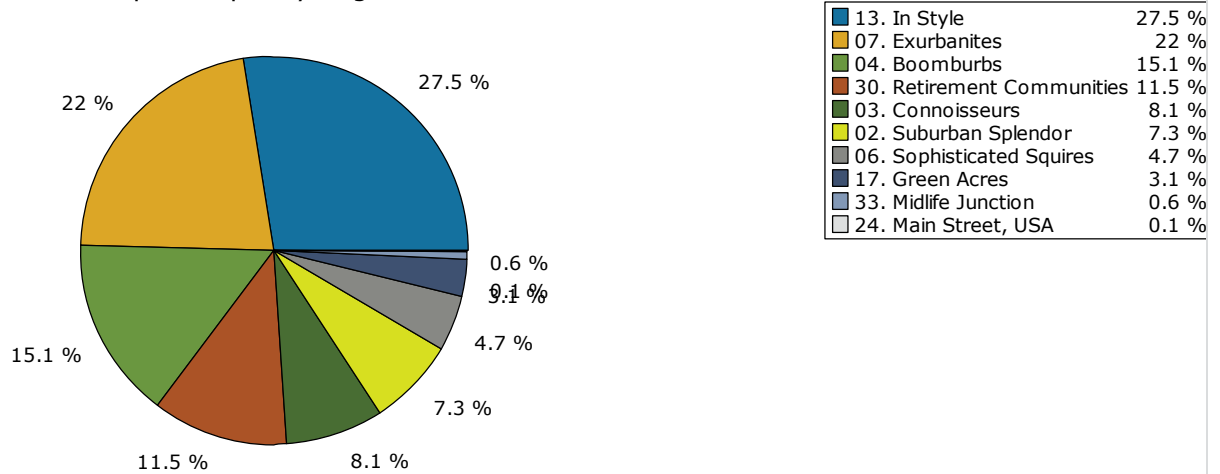
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Lifestyle Report

Parkview Plaza
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 Drive Time: 7 minutes

Top 10 Tapestry Segments



Top 10 Tapestry Segments:

13. In Style

In Style residents live in the suburbs but prefer the city lifestyle. Professional couples predominate. Household distributions by type are similar to those of the United States. Married-couple families represent 54 percent of households. Households without children (married couples without children, single-person, shared, and other family types), comprise more than two-thirds of all households. This count is increasing. The population is slightly older, with a median age of 40.8 years. There is little diversity in these neighborhoods. In Style residents are prosperous, with a median household income of \$67,502. Wages and salaries provide income for 84 percent of the households; 47 percent also receive some form of investment income. For additional information on this lifestyle, click here:
http://www.esri.com/~media/Files/Pdfs/data/esri_data/pdfs/tapestry-singles/13_in_style.pdf

07. Exurbanites

Exurbanites residents prefer an affluent lifestyle in open spaces beyond the urban fringe. Although 40 percent are empty nesters, another 32 percent are married couples with children still living at home. Half of the householders are aged between 45 and 64 years. They may be part of the "sandwich generation," because their median age of 46.6 years places them directly between paying for children's college expenses and caring for elderly parents. There is little ethnic diversity; most residents are white. Approximately half work in substantive professional or management positions. These residents are educated; more than 40 percent of the population aged 25 years and older hold a bachelor's or graduate degree. For additional information on this lifestyle, click here:
http://www.esri.com/~media/Files/Pdfs/data/esri_data/pdfs/tapestry-singles/07_exurbanites.pdf

04. Boomburbs

The newest additions to the suburbs, these communities are home to busy, affluent young families. Both the neighborhoods and the families are growing. Boomburbs is the fastest-growing market in the United States; the population has been growing at a rate of 1.44 percent annually since 2000. It is also home to one of the highest concentrations of young families with children. The median age is 36.1 years; one-fifth of Boomburbs residents are between 35 and 44 years of age. There is little ethnic diversity in the population; most of the residents are white. The Boomburbs market includes one of the highest concentrations of two-income households. For additional information on this lifestyle, click here:
http://www.esri.com/~media/Files/Pdfs/data/esri_data/pdfs/tapestry-singles/04_boomburbs.pdf

30. Retirement Communities

Most of the households in Retirement Communities neighborhoods are single seniors who live alone; a fourth is married couples with no children living at home. This older market has a median age of 50.9 years. One-third of the residents and 44 percent of householders are aged 65 years or older. Twenty-three percent of the population and 31 percent of householders are aged 75 years or older. Most of the residents are white. The median household income for Retirement Communities is \$48,319, slightly below the U.S. median. Nearly half of the households earn income from interest, dividends, and rental properties; 45 percent receive Social Security benefits; and 26 percent receive retirement income. For additional information on this lifestyle, click here:
http://www.esri.com/~media/Files/Pdfs/data/esri_data/pdfs/tapestry-singles/30_retirement_communities.pdf

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri

Lifestyle Report

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03. Connoisseurs

Residents of Connoisseurs neighborhoods are somewhat older, with a median age of 47.7 years. Approximately 70 percent of the population is married. Although residents appear closer to retirement than child-rearing age, 30 percent of the households are married couples with children living at home. Ethnic diversity is negligible. Connoisseurs are second in affluence only to the Top Rung segment. This market is well educated; 63 percent of the population aged 25 years and older hold a bachelor's or graduate degree. Employed residents earn wages from high-paying management, professional, and sales jobs. Many are self-employed; the rate is twice that of the national average. For additional information on this lifestyle, click here:

http://www.esri.com/~mediaFiles/Pdfs/data/esri_data/pdfs/tapestry-singles/03_connoisseurs.pdf

02. Suburban Splendor

Suburban Splendor residents are families who live in growing suburban neighborhoods. Married couple families with and without children comprise 8 in 10 of these households. Household growth in these suburbs is 0.69 percent annually. The median age is 43.4 years, and half of the population is aged 35–64 years. These low-diversity neighborhoods are predominantly white. These successful suburbanites are the epitome of upward mobility, just a couple of rungs below Top Rung in affluence. Suburban Splendor residents have a median household income of \$116,617. Labor force participation rates are high for both men and women; many households are two income. For additional information on this lifestyle, click here:

http://www.esri.com/~mediaFiles/Pdfs/data/esri_data/pdfs/tapestry-singles/02_suburban_splendor.pdf

06. Sophisticated Squires

Residents of Sophisticated Squires neighborhoods enjoy cultured country life on the urban fringe. These city escapees accept longer commutes to live near fewer neighbors. Mostly married couple families; more than 40 percent of the households are married couples with children that range from toddlers to young adults. The median age is 40 years. Most are baby boomers and are aged between 35 and 54 years. This segment is not ethnically diverse; most residents are white. These residents are educated; more than one-third of the population aged 25 years or older holds a bachelor's or graduate degree; 69 percent has attended college. Labor force participation rates are high; occupations range from management to unskilled labor positions. For additional information on this lifestyle, click here:

http://www.esri.com/~mediaFiles/Pdfs/data/esri_data/pdfs/tapestry-singles/06_Sophisticated_Squires.pdf

17. Green Acres

Seventy-one percent of the households in Green Acres neighborhoods are married couples with and without children. Many families are blue-collar Baby Boomers, many with children aged 6–17 years. With more than 10 million people, Green Acres represents Tapestry's third largest segment, currently more than 3 percent of the U.S. population and growing by 0.81 percent annually. The median age is 42.3 years. This segment is not ethnically diverse; 92 percent of the residents are white. Educated and hard-working, more than one-fourth of Green Acres residents hold a bachelor's or graduate degree; more than half have attended college. For additional information on this lifestyle, click here:

http://www.esri.com/~mediaFiles/Pdfs/data/esri_data/pdfs/tapestry-singles/17_green_acres.pdf

33. Midlife Junction

The median age for residents in these neighborhoods is 41.1 years; nearly 20 percent are aged 65 years or older. Households are a mix of family types and singles who live alone or share housing. Nearly half are married-couple families; 31 percent are singles. Most of these residents are white. Most are still working. A third of the households receive Social Security. The median household income of \$43,391 is slightly below the U.S. median. Educational attainment levels are comparable to the U.S. levels. Although scattered in suburbs across the country, these neighborhoods are found more frequently in the South and Midwest. Sixty-two percent of residents own their homes, close to the U.S. rate. For additional information on this lifestyle, click here:

http://www.esri.com/~mediaFiles/Pdfs/data/esri_data/pdfs/tapestry-singles/33_midlife_junction.pdf

24. Main Street, USA

Main Street, USA neighborhoods are a mix of household types, similar to the U.S. distribution. Approximately half of the households are composed of married-couple families, nearly one-third are single-person or shared households, and the rest are single-parent or other family households. The median age of 36.9 years nearly matches the U.S. median. These residents are less diverse than the U.S. population. The median household income is \$50,026, derived from wages, interest, dividends, or rental property. More than one in five residents aged 25 years and older hold a bachelor's or graduate degree; more than half of the residents have attended college. For additional information on this lifestyle, click here:

http://www.esri.com/~mediaFiles/Pdfs/data/esri_data/pdfs/tapestry-singles/24_main_street_usa.pdf

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