

welcome to
LAKE SIDE

NEW ORLEANS





Everything in
NOLA is a
good idea



WELCOME TO
THE NEW
LAKESIDE
Shopping Center

Lakeside Shopping Center is a 1.2 million SF super regional mall with a reputation for bringing first-to-market retailers to Greater New Orleans.

A three-year renovation is underway, which will cement Lakeside's status as a fashion destination not only for New Orleans, but for the entire Gulf Coast Region.







why

NEW ORLEANS

New Orleans is a singular market where residents share an unparalleled camaraderie fueled by a strong sense of community, the city's French, Creole and Spanish heritage, signature cuisine, and a year-round celebratory atmosphere. Let the good times roll!

NO. 2

Tourism Destination in the U.S., Mexico & Canada
– Travel + Leisure, 2016

NO. 3

in the nation for millennial in-migration
– Time Magazine, 2010-2015

NO. 2

Economic Development Win in America
– DXC Technology, 2017

NO. 2

Louis Armstrong New Orleans International Airport
is the Fastest Growing Airport in America
– 2006–2016

NO. 3

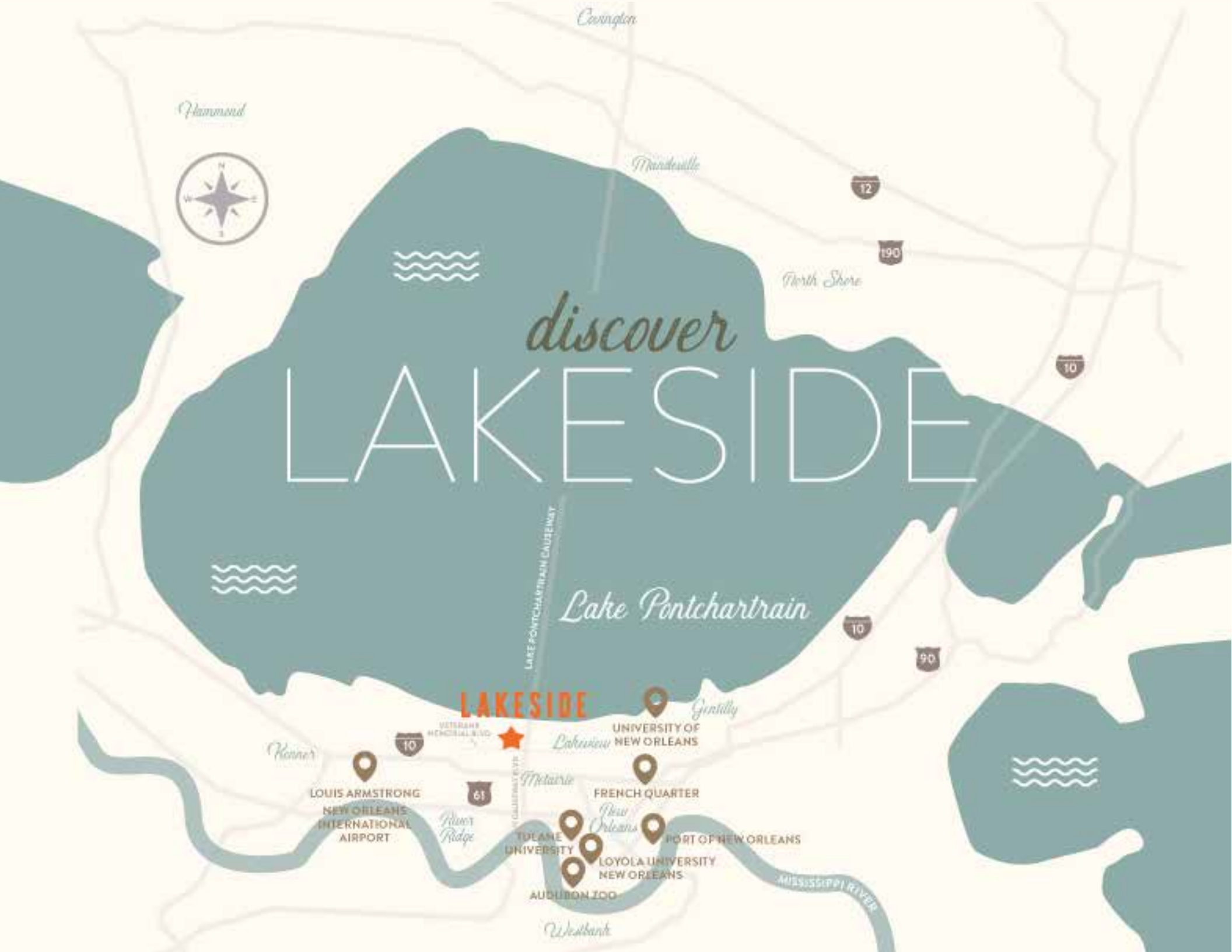
Major City in Population Growth
– 2010–2015

10.989 MILLION TOURISTS

visited New Orleans in 2017

UNIQUELY POSITIONED

New Orleans is home to the largest port complex in the Western Hemisphere. Its location on the Mississippi River, combined with its rail, air and highway infrastructure, provides unmatched access to the city.



Covington

Hammond



Metairie



North Shore



discover LAKESIDE

LAKE PONTCHARTRAIN CAUSEWAY

Lake Pontchartrain



LAKESIDE



UNIVERSITY OF
NEW ORLEANS

Gentilly



VETERANS
MEMORIAL BLVD



Lakeview

Kenner



LOUIS ARMSTRONG
NEW ORLEANS
INTERNATIONAL
AIRPORT



Metairie

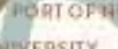


FRENCH QUARTER

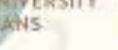
TELEANE
UNIVERSITY



LOYOLA UNIVERSITY
NEW ORLEANS



AUDUBON ZOO



PORT OF NEW ORLEANS

Westbank

Westbank

MISSISSIPPI RIVER



**WELCOME TO THE
HIGHEST-GROSSING
REGIONAL MALL
IN GREATER
NEW ORLEANS.**



**NO. 1
INTERNATIONAL TAX-FREE
SHOPPING DESTINATION
IN LOUISIANA**

- Countries with highest redemption rates at Lakeside Shopping Center: Brazil, Philippines & China
- On-site tax refund center inside Macy's

**NO. 1
Best Shopping Mall**

- Gambit's Best of New Orleans, 2003 – 2017

PLATINUM

Best Shopping Center

- City Business Reader Ranking 2017

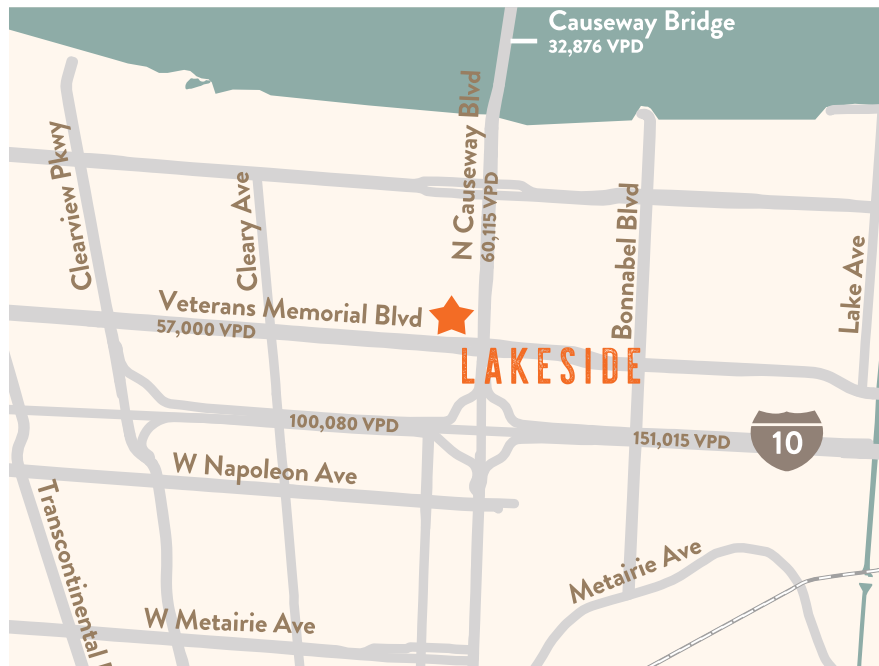
PREMIUM LOCATION

Located just off of Interstate 10, half a mile from Lake Pontchartrain in the suburb of Metairie, the property is centrally located between downtown New Orleans and Louis Armstrong International Airport.

Lakeside sits at the foot of the Causeway Bridge (the longest in the U.S. at 24 miles long), which has annual traffic of 12 million vehicles.

A REGIONAL APPEAL

Lakeside draws 10 million visitors annually, many of which travel from as far as Mississippi to shop regional exclusives like Athleta, Madewell, Microsoft Store and Restoration Hardware.



AREA TRAFFIC COUNTS

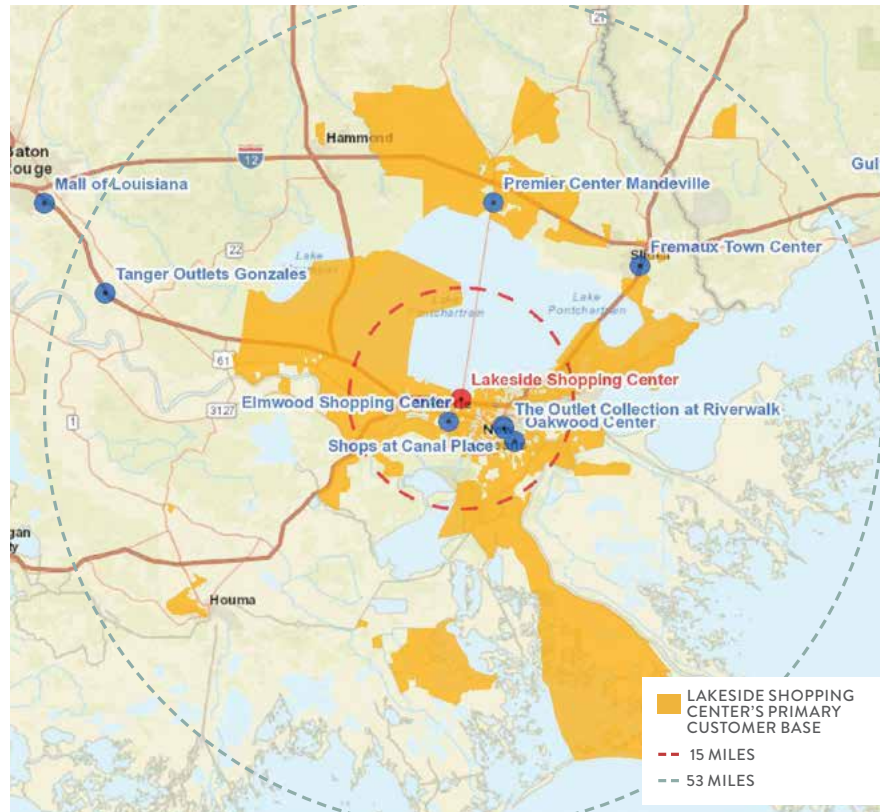
- VETERANS MEMORIAL BLVD
57,000 VPD
- NORTH CAUSEWAY BLVD
60,115 VPD
- I-10 EAST OF CAUSEWAY
151,015 VPD
- I-10 WEST OF CAUSEWAY
100,080 VPD
- CAUSEWAY BRIDGE
32,876 VPD

HHI is 14%
higher than
market average



THE NUMBERS

Lakeside Shopping Center enjoys the most attractive shopper demographics in the New Orleans market.



AVERAGE HHI IS 14% HIGHER
than the market average

SHOPPERS AT LAKESIDE SHOPPING CENTER ARE 12% MORE LIKELY

to have a college degree vs. the market average

10 MILES

Average distance traveled to Lakeside Shopping Center by local shoppers

74% OF SHOPPERS

live within 20 miles of the property

84 MINUTES

Average length of visit

SHOPPER DEMOGRAPHIC PROFILE

61% Caucasian/white

22% African American/black

11% Hispanic/Latino

4% Asian

	MSA	1 MILE	5 MILE	10 MILE
2016 POPULATION	1,251,786	123,025	278,004	655,377
AVG. HH INCOME	\$70,034	\$80,593	\$76,331	\$66,490

The Shopper

MEET THE PEOPLE
WHO LOVE TO
VISIT LAKESIDE
SHOPPING CENTER



THE MILLENNIAL

CONNECTED, SPONTANEOUS,
TRENDY

STATUS: Single

AGE: 28

RESIDENCE: Shares an apartment in
Uptown or in The Warehouse District
with a roommate

OCCUPATION: Resident at University
Medical Center

FAVORITE BRANDS: Apple,
Express, francesca's

INDULGENCE: Café du Monde beignets

INTO: Playing in her volleyball league
at Coconut Beach



THE PROFESSIONAL DAYTIME WORKER

SMART, AMBITIOUS,
BRAND-CONSCIOUS

STATUS: Single or married

AGE: 30 – 50

RESIDENCE: Metairie, Lakeview,
North Shore

OCCUPATION: Middle Management

FAVORITE BRANDS: Ann Taylor,
Zara, Madewell, Sephora

INDULGENCE: Experiencing her latest
restaurant find from Eater New Orleans
with her foodie friends

INTO: Attending socials for her
Mardi Gras Krewe



THE ACTIVE MOM

STYLISH, EDUCATED, SOCIAL

STATUS: Married with children

AGE: 37

RESIDENCE: New construction single-family home in Lakeview or Old Metairie

OCCUPATION: Sales, Nurse

FAVORITE BRANDS: Michael Kors, Pottery Barn, lululemon

INDULGENCE: Brunch at Brennan's in the French Quarter

INTO: Playing tennis at City Park



THE EMPTY NESTERS

AFFLUENT, ACTIVE,
CULTURED

STATUS: Married and enjoying their grandchildren

AGE: 60+

RESIDENCE: Older single-family home in Metairie

OCCUPATION: Retired

FAVORITE BRANDS: Brighton, Chico's, Dillard's

INDULGENCE: Trips to Gulf Coast casinos

INTO: Jazz Festival



THE DAY-TRIPPERS

DISCERNING, SUCCESSFUL,
SOPHISTICATED

STATUS: Single or married

AGE: 25 – 60

RESIDENCE: Houma, Baton Rouge, Lafayette, Gulfport

OCCUPATION: Oil Executive, Doctor, Attorney

FAVORITE BRANDS: Athleta, Restoration Hardware, The Cheesecake Factory

INDULGENCE: Weekend getaways in the French Quarter

INTO: Driving in to attend Saints games





LAKE SIDE

now

Built in 1960, Lakeside Shopping Center is the premier shopping destination in its trade area with no comparable competitors.

1.2 Million SF

Largest mall in Greater New Orleans

\$5 million

Food court renovation in 2014

2

Multi-level parking decks added in 2008

98%

Occupancy

27%

Increase in GLA over the last 10 years

2008

Macy's: 229,520 SF

2012

The Cheesecake Factory: 9,350 SF

2016

Built a new Starbucks anchored outparcel: 8,530 SF

2017

Fleming's Prime Steakhouse & Wine Bar: 6,796 SF

2018

Zara: 35,000 SF
Charles Schwab: 6,000 SF

KEY TENANTS:

Apple
Athleta
Dillard's
Forever 21
Free People
J.Crew
JCPenney
lululemon athletica
Macy's
Madewell
Michael Kors
Microsoft Store
Pottery Barn
Restoration Hardware
Sephora
Steve Madden
Victoria's Secret





only at
LAKE SIDE

Lakeside is the exclusive home to some of shoppers' favorite brands.

**NEW ORLEANS
EXCLUSIVES**

Abercrombie & Fitch
American Eagle Outfitters
Ann Taylor
Apple
bareMinerals
Brookstone
Build-A-Bear Workshop
Express
Fleming's Steakhouse
& Wine Bar
Gap
Gap Kids
Godiva
Hollister
J.Jill
Johnston & Murphy
Lee Michaels
Macy's
P.F. Chang's
PacSun
Pandora
Pottery Barn
Red Lobster

Soma
Steve Madden
Vera Bradley
Williams-Sonoma
Z Gallerie
Zumiez

LOUISIANA EXCLUSIVES

A|X Armani Exchange
Athleta
Bravo Cucina Italiana
Brighton Collectibles
Crewcuts
Disney Store
Janie and Jack
Madewell
Microsoft Store
Pottery Barn Kids
Restoration Hardware
The Cheesecake Factory
Zara (opening 2018)

WHAT'S NEXT

COMING SOON:

Charles Schwab
Kendra Scott
Lego
Poké Works
Soft Surroundings
Zara (first in Louisiana)
Z Gallerie

A \$11 million renovation is underway that will reinforce Lakeside's status as the premier shopping destination with first-to-market tenants.

RENOVATION HIGHLIGHTS

Increasing GLA by 2%
Raising sections of the ceiling
Increased light fixtures and skylights for a more open, airy feel
LED cove lighting
Carrera marble column treatments
Extensive new soft seating
Inline play area and family lounge







THE **FEIL** ORGANIZATION

With 40 years of commitment, the Feil Organization is a private, established commercial real estate firm headquartered in New York City. A powerful force in real estate for over 60 years, the company owns and operates a nationwide portfolio of over 26 million square feet of retail and commercial space, and over 5,000 residential rental units. Quality and community are hallmarks of the organization's involvement in the Greater New Orleans area, where its holdings have grown by 69% over the last ten years to include over 31 properties and 6.1 million square feet. The Feil Organization also maintains a regional office in New Orleans, employing over 100 "New Orleanians."

Leasing

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Lakeside

SHOPPING CENTER

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