



# FERN MARKETPLACE

1370 & 1380 E 70th Street, Shreveport, LA



CONFIDENTIAL OFFERING MEMORANDUM



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# 01

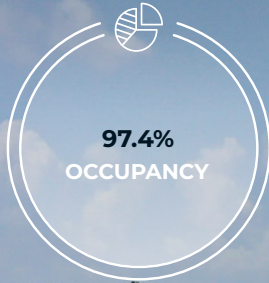
## EXECUTIVE SUMMARY



# THE OFFERING

JLL is pleased to offer the opportunity to acquire Fern Marketplace (the “Property”), a Whole Foods anchored shopping center with best-in-class in-line tenants in Shreveport, Louisiana. The Property is located within the market’s largest retail trade area and sits at the entrance to Shreveport’s most upscale neighborhood with visibility to +42,000 vehicles per day.

Beyond Whole Foods, the Property boasts an unparalleled tenant line-up including recognizable names such as Orangetheory Fitness, Torchy’s Taco’s, Lululemon, First Watch and Grub Burger Bar. Additionally, Whole Foods possesses market dominance in Shreveport as the only upscale grocer in the market.



Best In Class New Construction



Premium Whole Foods Tenancy



Regional Retail Node



Most Affluent Location in Shreveport



10 out of 12 tenants are unique to the market



Premium Tenant Line-up

# PROPERTY DASHBOARD

## PROPERTY SUMMARY

|                |  |
|----------------|--|
| Address        | 1370 & 1380 E 70th St, Shreveport, LA                                |
| Year Built     | 2016   |
| GLA            | 67,876 SF  |
| Land Area      | 4.2 AC   |
| Occupancy      | 97.4%  |
| Parking        | 378 Spaces, 5.57/1,000 SF  |
| Traffic Counts | East 70th St: 30,623 VPD   Fern Ave: 11,670 VPD<br>Total: 42,293 VPD |

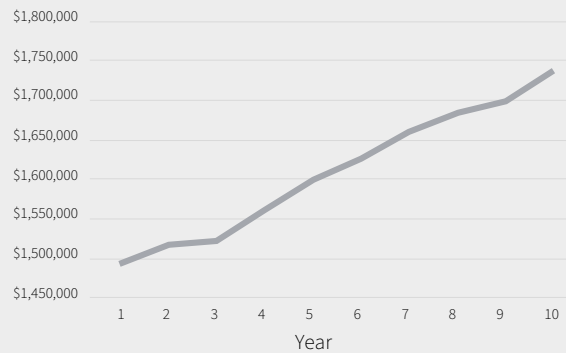
## FINANCIAL SUMMARY

|                                   |             |
|-----------------------------------|-------------|
| YEAR 1 NOI                        | \$1,478,729 |
| WTD. AVERAGE REMAINING LEASE TERM | 9.8 Years   |
| WTD. AVERAGE TENURE               | 4.8 Years   |
| WTD. AVERAGE IN PLACE RENT        | \$22.93     |
| % BELOW MARKET                    | 3.6%        |

## ROLLOVER SUMMARY

|                             |       |
|-----------------------------|-------|
| WITHIN 3 YEARS OF OPERATION | 13.6% |
| WITHIN 5 YEARS OF OPERATION | 28.3% |

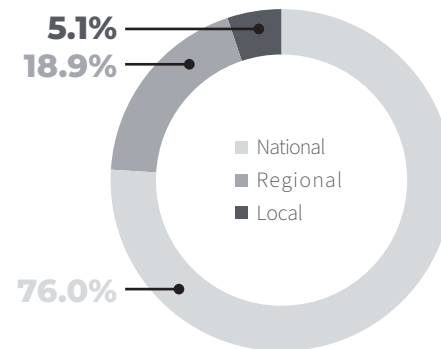
## NOI GROWTH CHART



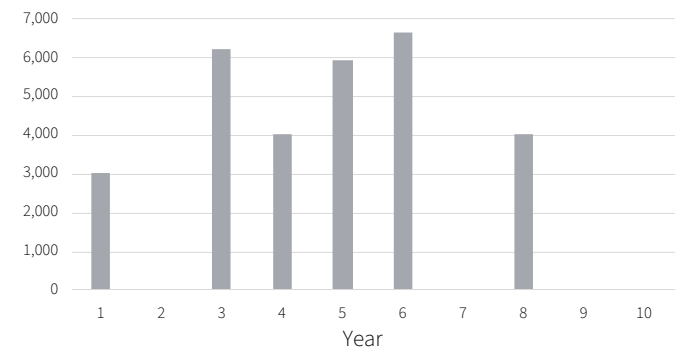
## TENANT SUMMARY

| Tenant                    | Suite | GLA           | % of Property |
|---------------------------|-------|---------------|---------------|
| Torchy Tacos              | 1     | 4,000         | 6.3%          |
| Hollywood Feed            | 2     | 3,000         | 4.7%          |
| Lululemon USA             | 3     | 4,112         | 6.4%          |
| Whole Foods Market        | 4     | 36,235        | 56.8%         |
| Grub Burger Bar           | 5     | 4,021         | 6.3%          |
| First Watch Cafe          | 6     | 3,500         | 5.5%          |
| The Joint                 | 7     | 1,174         | 1.8%          |
| Smallcakes                | 8     | 900           | 1.4%          |
| Lee Nails & Spa           | 9     | 1,810         | 2.8%          |
| Sprint                    | 10    | 2,500         | 3.9%          |
| Available                 | 11    | 1,756         |               |
| Orangetheory Fitness      | 12    | 3,148         | 4.9%          |
| Zuzul                     | 13    | 1,671         | 2.6%          |
| <b>TOTAL OCCUPIED GLA</b> |       | <b>63,827</b> | <b>97.2%</b>  |

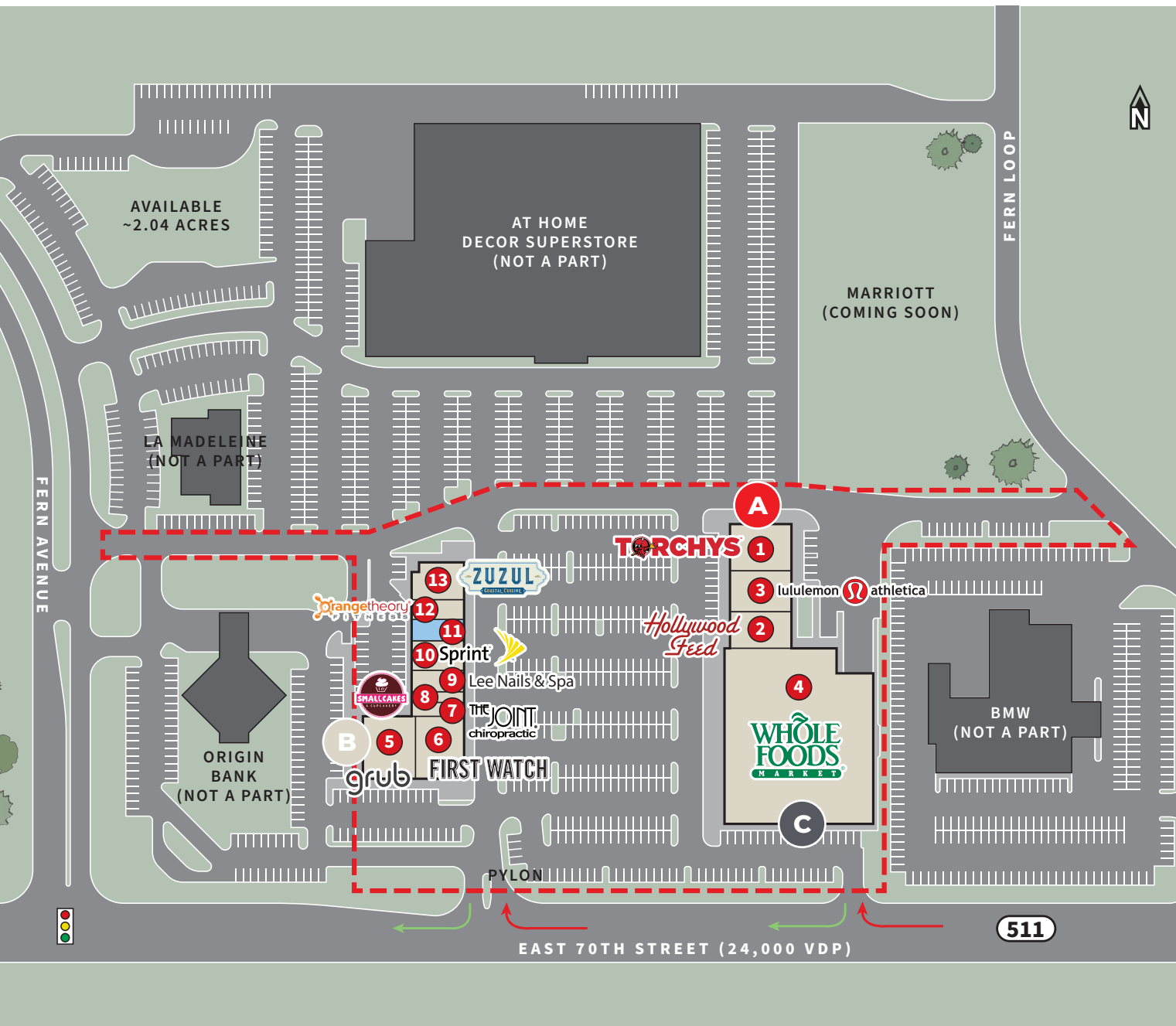
## NATIONAL TENANT BASE



## LEASE EXPIRATION SCHEDULE



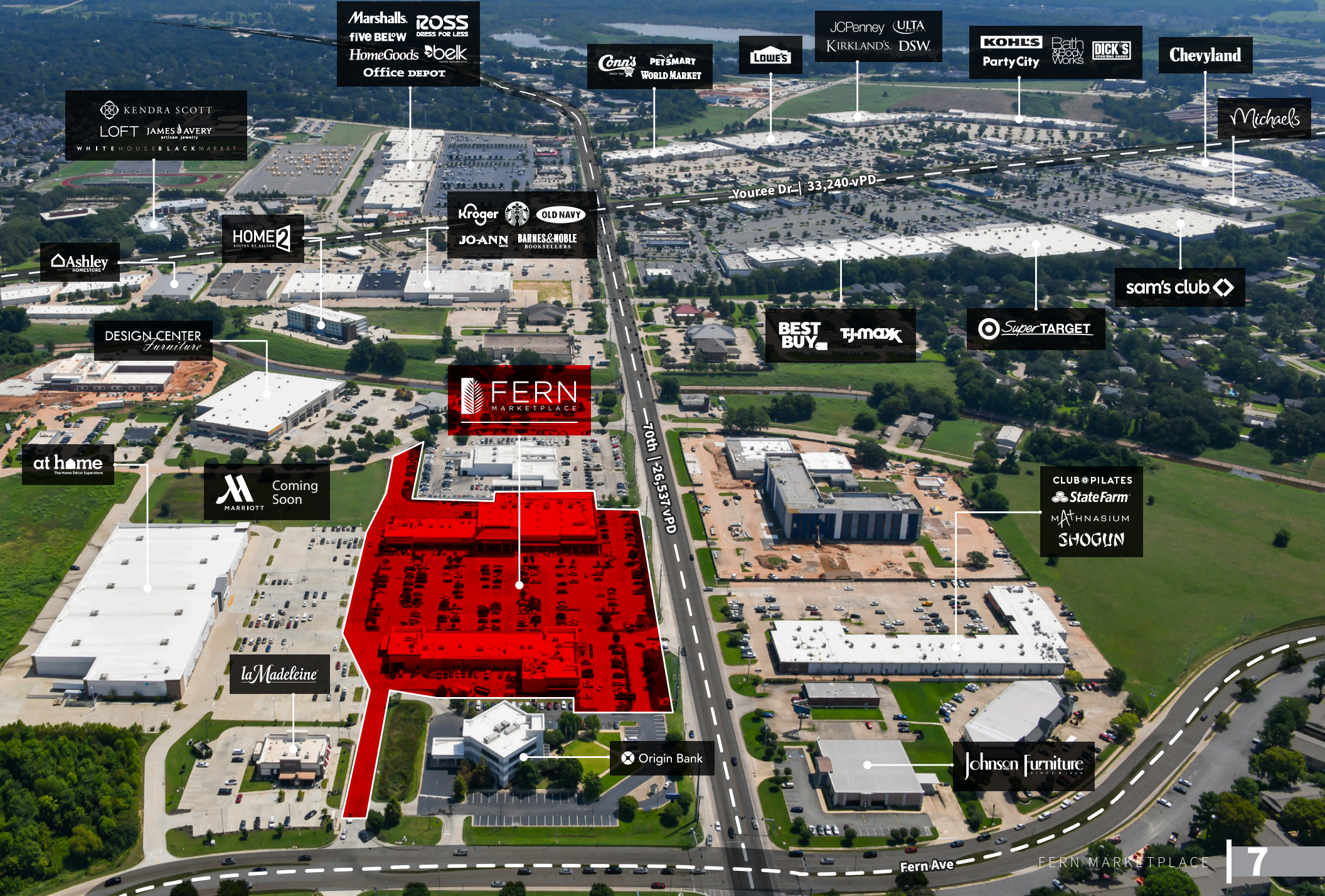
# SITE PLAN



| Tenant                | Suite | GLA    | % of Property |
|-----------------------|-------|--------|---------------|
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- A** \$677/SF  
Torchy's Taco's 2021 Sales
- B** \$490/SF  
Grub Burger Bar 2021 Sales
- C** Whole Foods  
is the only upscale grocer in the market

# AERIAL



Marshalls  
five BELOW  
HomeGoods  
Office DEPOT

ROSS  
DRESS FOR LESS  
belk

Cnn's  
WORLD MARKET

PET SMART

LOWE'S

JCPenney  
KIRKLAND'S  
DSW

ULTA

KOHL'S  
PartyCity

Bath & Body Works

DICK'S  
SPORTING GOODS

Chevyland

Michaels

70th | 26,537 vPD

33,240 vPD

Kroger  
STARBUCKS  
OLD NAVY

JOANN  
BARNES & NOBLE  
BOOKSELLERS

sam's club

BEST BUY  
TJ-MAXX

Super TARGET

FERN  
MARKETPLACE

CLUB PILATES  
State Farm  
MATHNASIUM  
SHOGUN

MARRIOTT  
Coming Soon

la Madeleine

Origin Bank

Johnson Furniture

Fern Ave

FERN MARKETPLACE

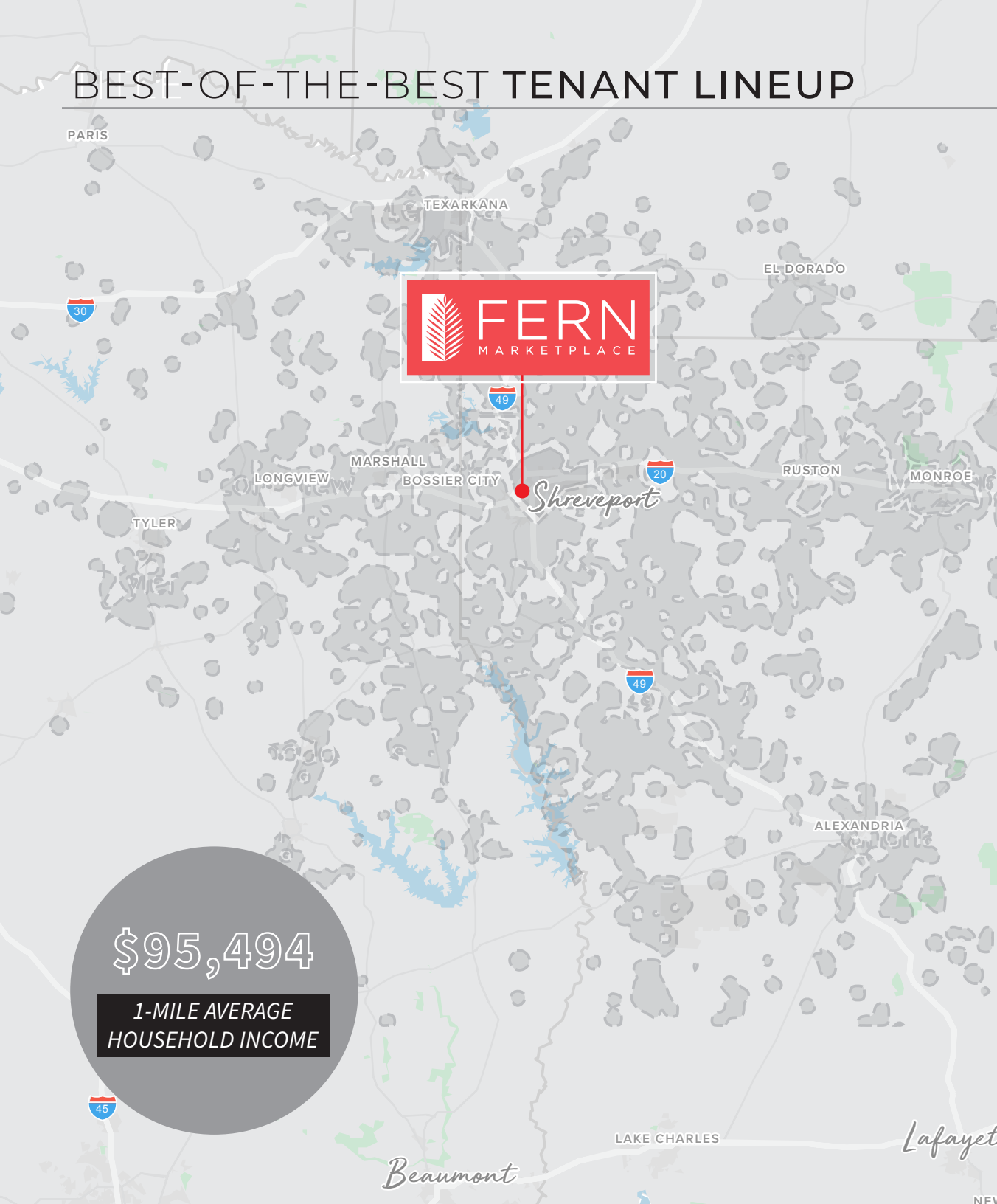
02

INVESTMENT  
HIGHLIGHTS





# BEST-OF-THE-BEST TENANT LINEUP



**\$95,494**  
1-MILE AVERAGE  
HOUSEHOLD INCOME

The Class A tenants at Fern Marketplace boast some of the highest foot traffic within their respective chains

Fern Marketplace is adjacent to the wealthiest neighborhood in Shreveport, resulting in an ideal match between the high end retailers at the center and the surrounding residential base

Unique tenants to the market such as Lululemon draw shoppers from far away locations

## PLACER DATA ANALYSIS

**FERN MARKETPLACE**



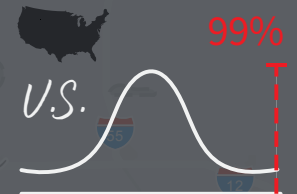
NATIONWIDE RANKING AMONG NEIGHBORHOOD CENTERS

**Orangetheory FITNESS**



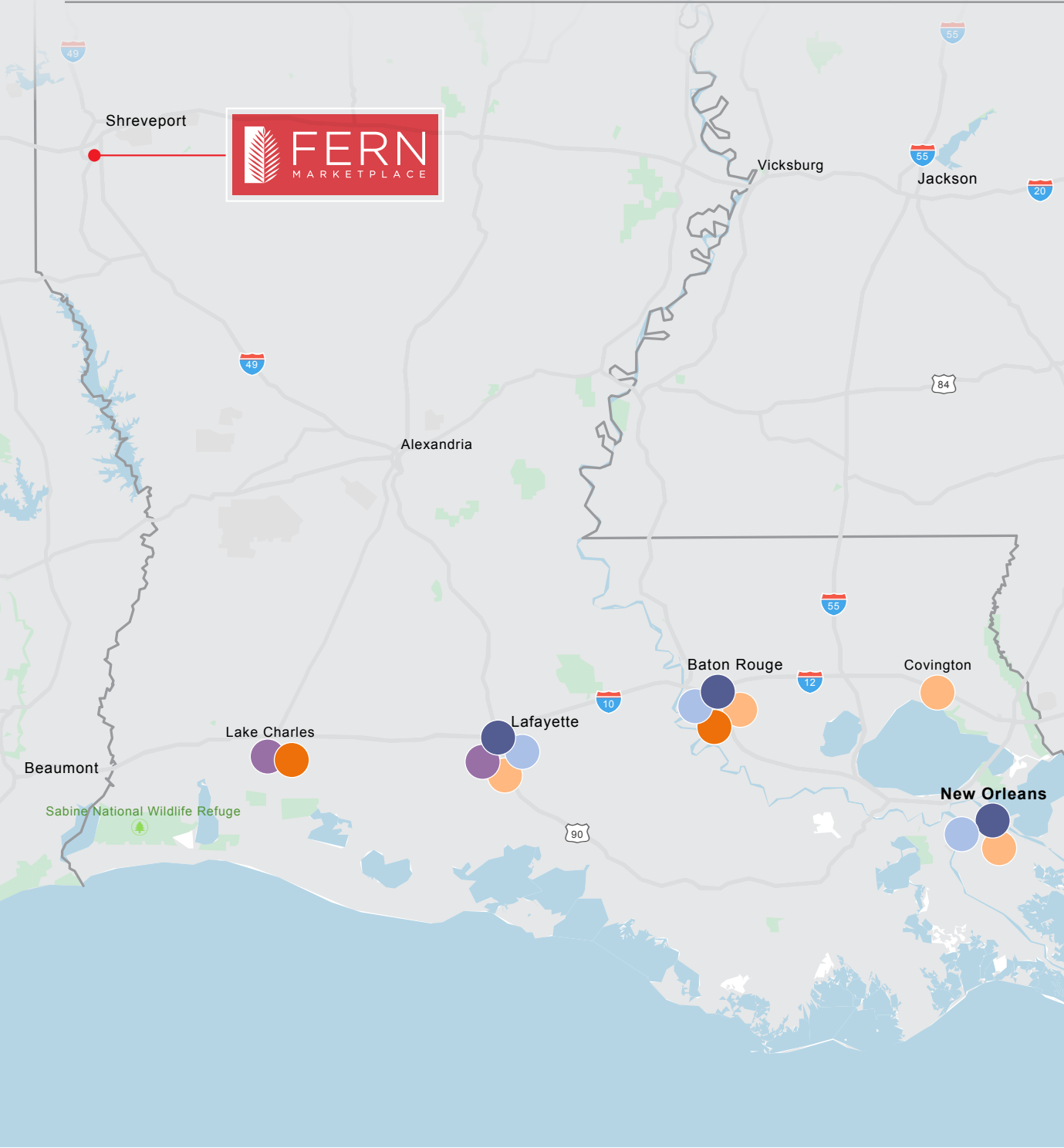
44/822 LOCATIONS NATIONWIDE

**FIRST WATCH**



1/366 LOCATIONS NATIONWIDE

# UNIQUE TO THE MARKET TENANTS



- Whole Foods
- Lululemon
- Grub Burger Bar
- Torchys
- Orangetheory

| CLOSEST LOCATIONS             |                              |
|-------------------------------|------------------------------|
| Hattiesburg                   | Dallas                       |
| Lake Charles<br>— 185 Miles — | — 90 Miles —                 |
| Lafayette<br>— 208 Miles —    | Houston<br>— 232 Miles —     |
| Baton Rouge<br>— 242 Miles —  | New Orleans<br>— 322 Miles — |



# PREMIUM WHOLE FOODS TENANCY



# Anchored

**STRONG  
COMPANY  
FUNDAMENTALS**

**A+**

**CREDIT RATING (S&P)  
PARENT COMPANY:  
AMAZON**

**\$385B**

**ANNUAL SALES  
(EST. 2020)**

**\$13.7B**

**ACQUISITION VALUE  
BY AMAZON IN 2017**

**91,000**

**EMPLOYEES**

**500+**

**LOCATIONS**

**Austin,  
TX**

**HEADQUARTERS**

**ESTABLISHED  
AS THE U.S.'S  
PREMINENT  
GROCER**

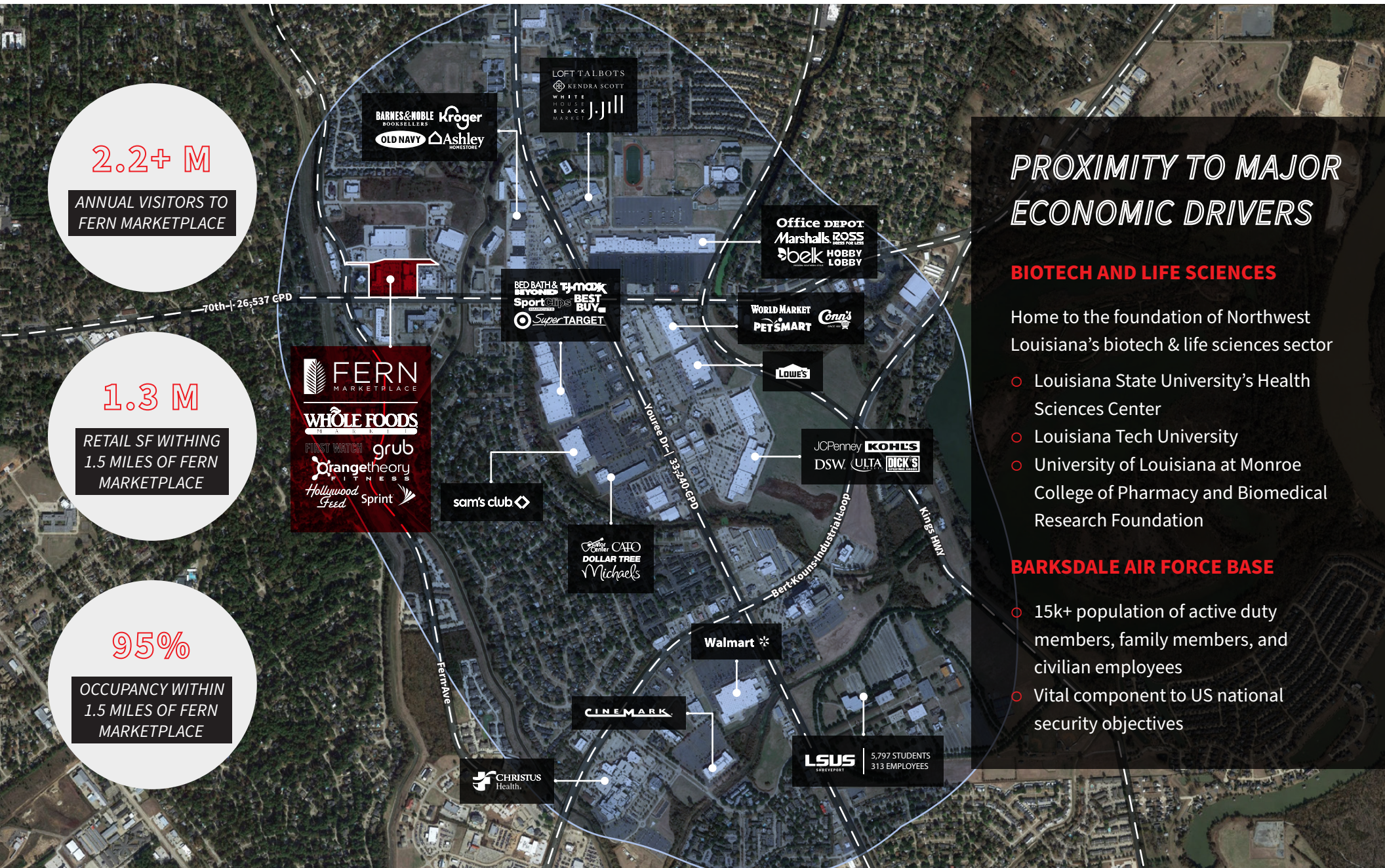
**INVESTMENT  
GRADE CREDIT**

**BRAND  
RECOGNITION**

**INTENSE  
CUSTOMER  
LOYALTY**

**#1 ORGANIC  
SUPERMARKET  
CHAIN**

# REGIONAL RETAIL NODE



2.2+ M

ANNUAL VISITORS TO FERN MARKETPLACE

1.3 M

RETAIL SF WITHIN 1.5 MILES OF FERN MARKETPLACE

95%

OCCUPANCY WITHIN 1.5 MILES OF FERN MARKETPLACE

## PROXIMITY TO MAJOR ECONOMIC DRIVERS

### BIOTECH AND LIFE SCIENCES

Home to the foundation of Northwest Louisiana's biotech & life sciences sector

- Louisiana State University's Health Sciences Center
- Louisiana Tech University
- University of Louisiana at Monroe College of Pharmacy and Biomedical Research Foundation

### BARKSDALE AIR FORCE BASE

- 15k+ population of active duty members, family members, and civilian employees
- Vital component to US national security objectives

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