NAI RAMPART

COMMERCIAL REAL ESTATE

Market Analysis

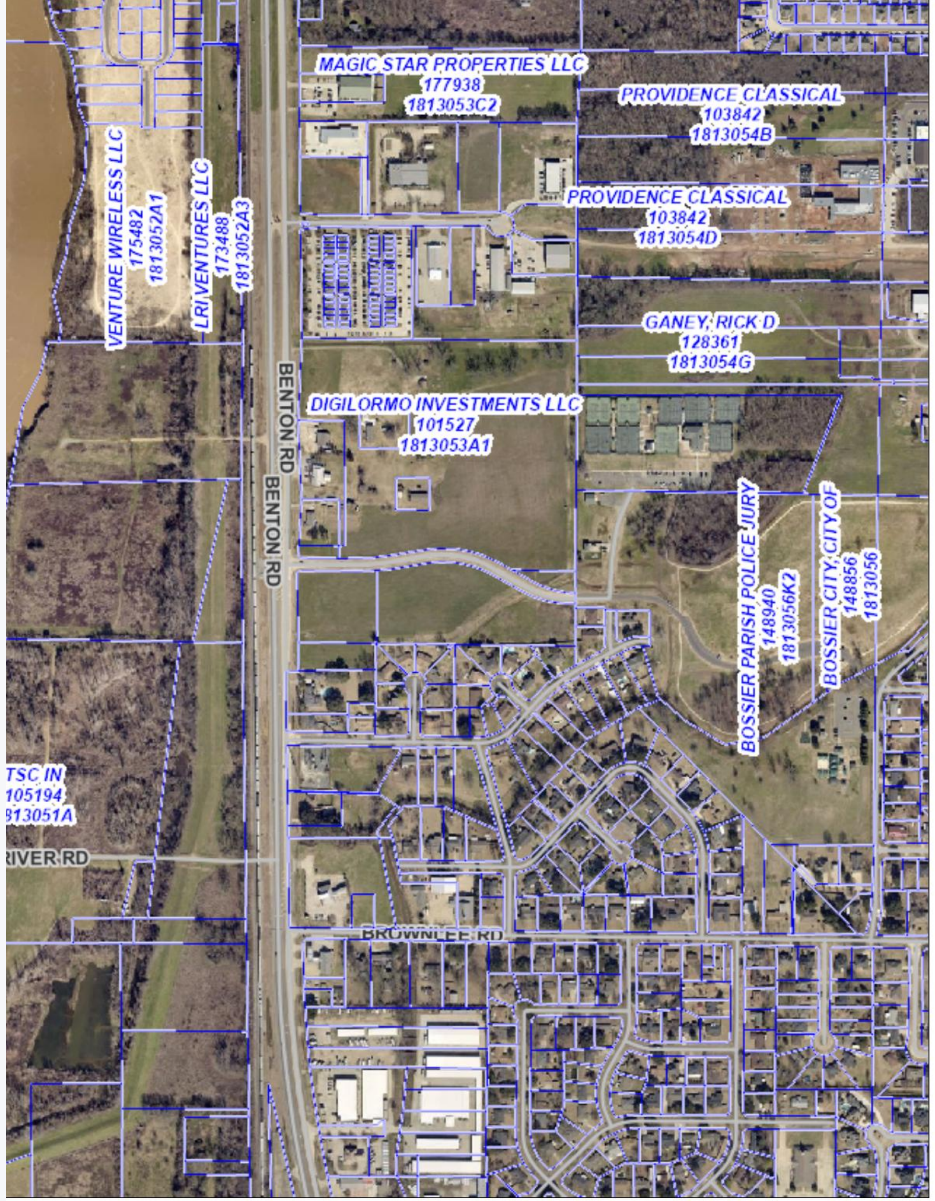
Vacant Land at Benton Road & Mondello Way

Prepared for DIGILORMO INVESTMENTS LLC

Bossier City / Bossier Parish, Louisiana

5-minute drive-time trade area

May 2026

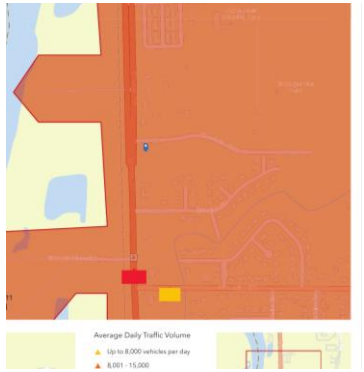


sonable effort has been made to assure the accuracy of the parcel data presented. The Bossier Parish anties, express or implied, regarding the completeness, reliability or suitability of the site data and assumes no ıe use or misuse of said data. The Assessor retains the right to make changes and update data on this site at ɔn. The parcel data on the base map is used to locate, identify and inventory parcels of land in the Parish of urposes only and is not to be used or interpreted as a legal survey or legal document. Additional data layers essors Offices are also presented for informational purposes only. Before proceeding in any legal matter, all y contacting the appropriate parish or municipal office.

0 300 600ft

Executive thesis

The Benton / Mondello site is a neighborhood retail and service opportunity with a defensible rooftop base, meaningful daytime population, and demonstrable retail voids when benchmarked against Airline / Wemple.



7,101

2025 population

Benchmark file: Mondello trade area

6,234

2025 daytime population

Above Airline/Wemple by 142 people

$78.6K

Median HH income

Solid suburban purchasing power

$362,930

Assessor FMV

Two residential acreage tax items

- Recommended positioning: small-format convenience, QSR/fast casual, neighborhood services, and medical/financial/professional uses.
- Benchmarking suggests the greatest voids are restaurants, clothing/soft goods, personal care, tire/auto service, and select financial services.
- Near-term work should validate zoning, utilities, access/turn movements, floodplain, and subdivision constraints before pricing or tenant pursuit.

Site context: Benton Road frontage with river-side land patterns

Geoportal Map



Assessor/geoportal takeaways

- Owner shown as DIGILORMO INVESTMENTS LLC at 4308 Benton Rd.
- Two tax items are classified as “Residential Acreage < 3 Acres.”
- Fair market value reported by assessor: $362,930; total tax: $4,439.64.
- Parcel map shows frontage along Benton Road, adjacent institutional and residential uses, and proximity to river-side parcels.

Implication

The location is best framed as an infill/neighborhood service node rather than a regional retail site. Commercial positioning needs to respect adjacent residential context and confirm entitlement path.

Trade area profile: stable, owner-oriented residential base

6,588
Population
Esri 2025; 5-min drive-time

2,660
Households
75 additional HH by 2030

$75,383
Median income
Projected to $81,705 by 2030

41.6
Median age
Mature/family household mix

2025 vs 2030 demographic trajectory



Legend: gold = 2025, blue = 2030

Tapestry segments

Moderate Metros	31.5%
Room to Roam	29.3%
Flourishing Families	15.6%
Boomburbs	8.9%
Retirement Communities	8.9%

Tenant lens: convenience, family services, suburban dining, health/wellness, and small-format neighborhood retail should screen better than destination soft goods alone.

Benchmark comparison: Mondello is competitive with Airline / Wemple

Airline Dr. & Wemple Rd. was identified as a comparable retail corner with existing strip retail and roughly similar traffic context. Mondello under-indexes on total population but over-indexes on daytime population.

Benchmark bars



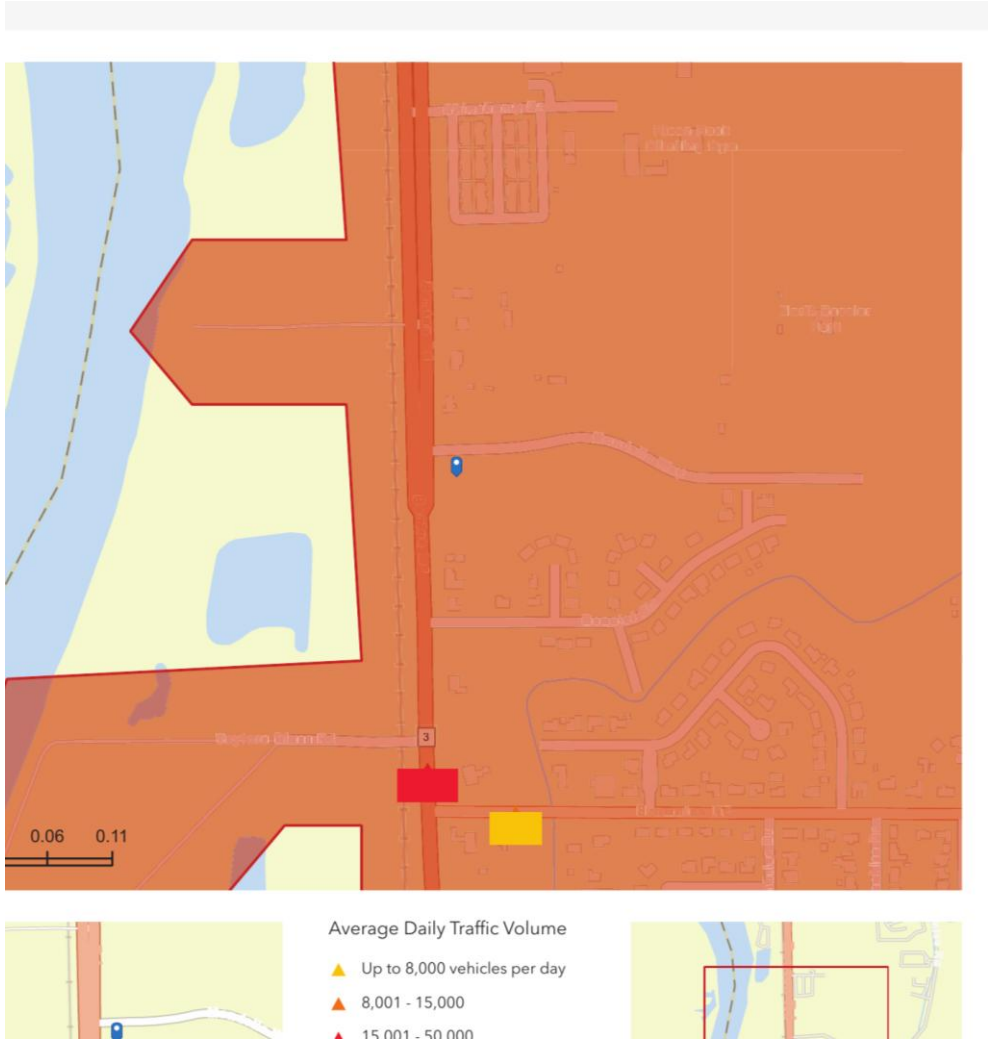
Legend: gold = Airline/Wemple, blue = Mondello/Benton

Measure	Airline / Wemple	Mondello / Benton	Read-through
2025 Total Pop.	7,946	7,101	Smaller but still viable
2025-30 Pop. Growth	0.66%	0.52%	Both positive / modest
Daytime Pop.	6,092	6,234	Mondello has edge
Median HH Income	$83,239	$78,648	Comparable purchasing power

Strategic implication

Use the comparable corner as a tenant proof point: similar rooftops and traffic can support neighborhood retail. Mondello likely needs a tighter tenant mix and more access-focused site design to compensate for a smaller immediate population base.

Traffic and visibility: Benton Road is the site's demand spine



Traffic-count interpretation

- Esri traffic map places Benton Road in the 8,001–15,000 / 15,001–50,000 VPD color bands in the immediate site context.
- Comparable memo cites Airline / Wemple at roughly 24,000 VPD and 15,000 VPD, establishing a reference for neighborhood-strip retail viability.
- Best site formats should preserve visibility, shorten decision time for motorists, and simplify ingress/egress.

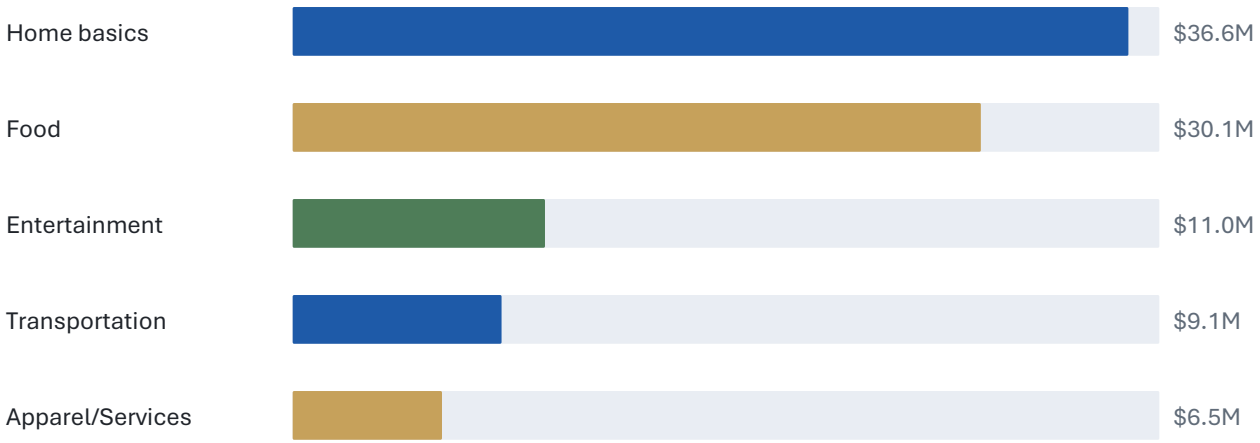
Recommended access diligence

Confirm curb-cut availability, turn lanes, shared access potential, internal circulation, and whether a signalized movement exists or can be reasonably accessed nearby.

Sources: Traffic_Count_Map__Close_Up_64567098_Mondello_Way.pdf; user comparable memo. | rampartcre.com

Retail demand outlook: strongest categories support daily-needs uses

Forecasted category demand by 2030



Category read-through

- Food demand: $26.8M in 2025, projected to $30.1M by 2030.
- Food away from home: $9.5M in 2025, projected to $10.7M by 2030.
- Home maintenance/remodeling services: $11.3M in 2025, projected to $12.7M.
- Vehicle-related spending supports auto-adjacent services: gasoline/charging and maintenance/repairs are meaningful.

Tenant categories to prioritize

QSR / fast casual	coffee / breakfast
urgent care / dental	bank / credit union
auto service / tires	salon / beauty

Void analysis: tenant gaps visible against comparable retail node

Void analysis compares Mondello / Benton to Airline / Wemple normalized by population. Negative gaps are categories present in the reference area but thin or absent in the analysis area.

Category	Void / Gap	Mondello count	Expected count	Reference count
Restaurants	-12	12	21.4	24
Clothing retail	-4	0	3.6	4
Beauty salons	-3	0	2.7	3
Tire dealers / retail	-2	0	1.8	2
Distribution services	-2	0	1.8	2
Tanning salons	-2	0	1.8	2
Jewelers retail	-2	1	2.7	3

Examples of missing brands / concepts

- Restaurants: Chick-fil-A, Firehouse Subs, Jersey Mike’s, McAlister’s Deli, Marco’s Pizza
- Soft goods: Old Navy, maurices, Buckle, Versona
- Personal care: Wonder Cuts, Benefit Cosmetics BrowBar
- Auto service: tire and battery / neighborhood tire concepts

Recommended tenant story

Market to operators that can serve daily-needs trips and benefit from the under-served restaurant/service gap rather than relying solely on destination shopping.

Positioning and value framework

Highest-probability paths

1 **Small retail pad / QSR**

Strong traffic visibility; aligns with restaurant void and food-away-from-home demand.

2 **Neighborhood service strip**

Dental, med-spa, salon, insurance, tax, fitness, daycare or tutoring.

3 **Financial / professional service**

In-person banking behavior index is above U.S. average; income supports service demand.

4 **Auto-adjacent use**

Tire / maintenance void and vehicle ownership profile support selected concepts.

Risk factors to price into strategy

- Entitlement / rezoning if current assessor classification does not match desired commercial use
- Access constraints and turn movements on Benton Road
- Floodplain, drainage, geotechnical, and fill considerations near river-side land patterns
- Market depth: immediate population is moderate, so tenancy should be needs-based and not overly dependent on destination retail

Pricing lens

Assessor FMV of $362,930 is not a formal valuation but provides a baseline reference. Broker opinion should be supported by active land listings, closed land sales, buildable acreage, frontage, utilities, and entitlement probability.

Recommended go-to-market plan

1 Confirm site constraints

- Zoning/entitlement pathway, flood/drainage, utilities, access, survey, buildable area.

2 Prepare market-facing package

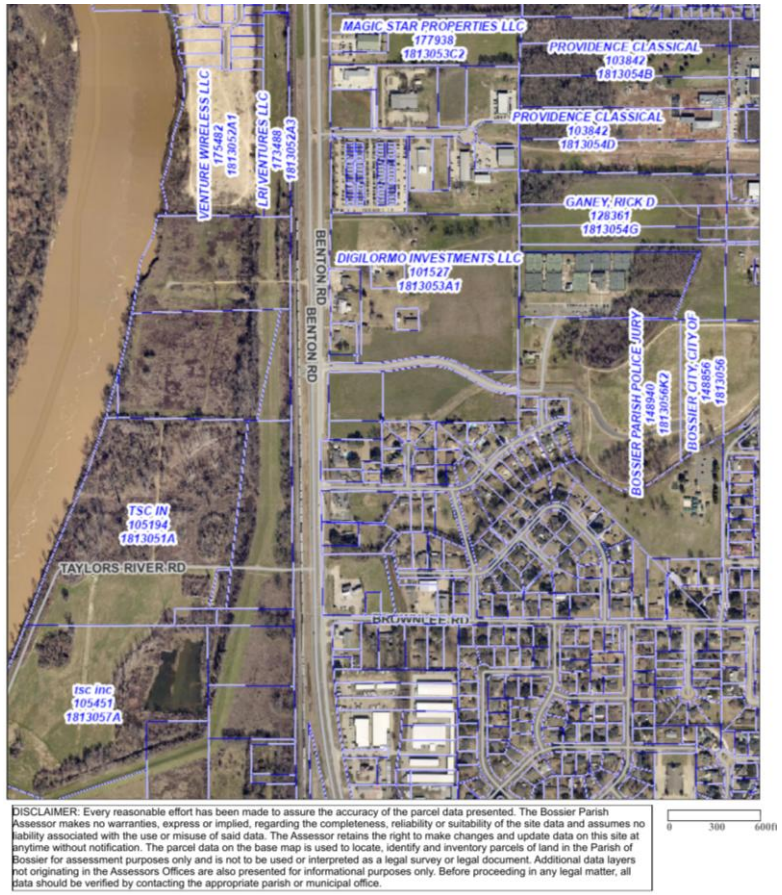
- One-page land flyer with traffic bands, trade area, void analysis, and conceptual pad/strip scenarios.

3 Tenant outreach by category

- QSR/coffee, personal care, medical/dental, banking, fitness, auto service, daycare/tutoring.

4 Offer structure

- Consider sale, ground lease, build-to-suit, or phased development depending on owner goals and entitlement risk.



Outcome target: establish a credible retail/service development narrative while protecting the owner from over-pricing based on unconfirmed commercial buildability.

Pricing evidence: nearby commercial land and retail-oriented listings

Publicly available sources show limited verified closed-sale evidence in the immediate Benton / Mondello node, so the listing proposal should use recent active and no-longer-advertised market evidence as a pricing benchmark, then verify with Bossier conveyance records / CoStar / MLS sold data before final pricing.

Evidence	Type / location	Size	Price / status	Implied $/SF	Use in guidance
Subject prior listing	SE corner Benton Rd. @ Mondello Way	3.49 ac	No longer advertised; on market 10/14/2021	**N/A**	Confirms marketable retail-corner identity
5418 Benton Rd.	Commercial land near Kingston / Benton	2.50 ac	$1,102,600 ask	**$10.12**	High-relevance frontage comp
5510 Benton Rd.	Land just south of Kingston / Benton	2.50 ac	$1,300,000 ask; listed 9/10/2025	**$11.94**	Upper bound for Benton frontage
5410 Benton Rd.	Small unimproved land parcel	0.58 ac	$159,000 ask	**$6.29**	Lower-end small parcel benchmark
5222 Airline Dr.	Unimproved land on comparable corridor	3.23 ac	$595,000 ask	**$4.23**	Broader corridor floor
Airline / Wemple	Comparable retail-node land	21.94 ac	$8–$21/SF ask range	**$8–$21**	Retail-node ceiling/range

Interpretation for DIGILORMO listing proposal

Most relevant Benton frontage asks bracket roughly $6.25–$12.00/SF, with the strongest near-node evidence around $10–$12/SF. Because the subject is a corner-oriented retail site but may require verification of access, drainage, zoning and usable area, the recommended pricing guide should center below the strongest ask and above broad-corridor land floors.

Sources: LoopNet, Crexi/LACDB, RE/MAX/NTREIS, Zillow, EZHomeSearch; public data reviewed 5/29/2026. Asking/listing evidence is not a substitute for verified sale comps.

Listing proposal pricing guide

Pricing framework assumes the retail-frontage component is evaluated on a price-per-square-foot basis and should be recalculated against verified surveyed acreage, net usable acreage and any final parcel configuration.

Recommended initial list

$9.75 / SF

Marketable ask to anchor negotiations without exceeding the strongest Benton Road asking evidence.

Guidance range

$9.00–$10.50 / SF

Primary recommended range for listing proposal and seller discussion.

Negotiation floor

$7.50–$8.50 / SF

Appropriate only if due diligence reveals material entitlement, drainage, access or utility limitations.

Stretch case

$11.00–$12.00+ / SF

Only for pad-ready frontage or subdivided retail pad strategy with confirmed access and utilities.

Scenario	$/SF	Implied value @ 3.49 ac*	Positioning
Conservative	**$7.50–$8.50**	**$1.14M–$1.29M**	Buyer risk / entitlement discount
Recommended range	**$9.00–$10.50**	**$1.37M–$1.60M**	Base listing proposal
Initial list anchor	**$9.75**	**$1.48M**	Suggested public ask
Stretch / pad-ready	**$11.00–$12.00**	**$1.67M–$1.82M**	**Before launch, confirm:**

- Curb cuts, cross-access, signalization and DOTD constraints
- Drainage, wetlands/floodplain and net usable area
- Utility capacity and detention requirements
- Whole site vs. pad split / phased assemblage

Subdivided or de-risked frontage
Zoning / permitted uses and entitlement path

Recalculate against verified survey/buildable acreage before quoting a final asking price.

Recommended guide is broker opinion for a listing proposal, not an appraisal. Use verified closed sales and parcel due diligence before final list price.

Next step: convert asking evidence into verified sale support

The current public search found useful market evidence but limited verifiable closed-sale data. A tighter listing proposal should add recorded consideration, grantor/grantee, closing date and adjusted $/SF from conveyance and paid-data sources.

1

Clerk / conveyance pull

Search Benton Rd., Kingston Rd., Airline Dr., Wemple Rd., Brownlee Rd. and Hwy 3 corridors for arms-length commercial land transfers from 2023–2026.

2

Brokerage database check

Cross-check CoStar, Crexi Intelligence, LACDB/MLS sold, CompStak and local broker intel for sale prices and terms not visible in public listing pages.

3

Normalize the evidence

Adjust for location, corner exposure, frontage, signal/access, size, zoning, utilities, detention and net usable acreage.

4

Finalize list strategy

Select either whole-site pricing, pad pricing, or phased/option structure based on survey and utility/detention constraints.

Proposal language: “Initial listing guidance of $9.00–$10.50/SF, with $9.75/SF recommended subject to survey, access, zoning and utility verification.”

Prepared for internal listing-proposal discussion. Do not represent as an appraisal or final broker opinion of value without verification.

Source notes and disclaimers

This presentation is a brokerage-oriented market analysis, not an appraisal, survey, engineering report, zoning opinion, environmental report, or legal opinion. All parcel, assessor, traffic, demographic, and market data should be independently verified before pricing, entitlement, or transaction decisions.

Uploaded parcel / value files	FMV Report; Geoportal Print; Traffic Count Map – Close Up
Uploaded market files	Demographic & Income Profile; Retail Demand Outlook; Retail Market Potential; Finances Market Potential
Uploaded analysis files	Benchmark comparisons workbook; VoidAnalysis workbook; comparable corner memo
Brokerage / methodology context	NAI Rampart Website PDF; CCIM / rent-setting reference materials
External context reviewed	Bossier City agenda/public notices; LADOTD I-20 project page; Benton Road repair notice

Key assumptions to confirm

- Exact land area, dimensions, title, servitudes/easements, and legal access.
- Current zoning and allowable commercial uses.
- Floodplain, drainage, utilities, and buildable acreage.

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