



OFFERING MEMORANDUM

The Former Esplanade Mall

1401 W Esplanade Ave, Kenner, LA 70065

BUILDINGS

±598,747 SF

LAND

±50 AC*

PRESENTED BY

Reed Wiley, CCIM
Daniel Marse, CCIM

PROPERTY DESCRIPTION

A Landmark Kenner Site Ready for Its Next Generation of Use

Exceptional opportunity to acquire the former Esplanade Mall, a landmark commercial property prominently situated at 1401 W Esplanade Avenue in Kenner, Louisiana. The offering consists of approximately 598,747 SF of building improvements situated on approximately 50 acres (to be confirmed via survey), including ±363,229 SF of mall space and the ±235,518 SF former Macy's, creating a significant opportunity for investors, developers, owner-users, and a range of adaptive-reuse or redevelopment concepts.

Today, the property presents an opportunity to reposition a highly recognizable Kenner commercial site for its next generation of use. The combination of substantial acreage, extensive existing improvements, established commercial identity, and large-scale footprint provides flexibility for a variety of potential commercial, retail, mixed-use, entertainment, institutional, or redevelopment concepts, subject to applicable zoning, ordinances, restrictions, and approvals.



OFFERING SUMMARY

ASKING PRICE	See Agents
TOTAL BUILDINGS	±598,747 SF
FORMER MALL	±363,229 SF
FORMER MACY'S	±235,518 SF
LAND	±50 Acres*
OPENED	1985
ZONING	PUD (Planned Unit Development)

*Acreage approximate; to be confirmed via survey.

SITE & ACCESS

- Frontage on West Esplanade Avenue, a major Kenner arterial
- ±1.5 miles to the I-10 / Williams Blvd interchange
- 3.7 miles to Louis Armstrong New Orleans Int'l Airport
- Dillard's, Target and Regal Grand remain on the campus (not included)

FOR MORE INFORMATION

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PROPERTY OVERVIEW

Originally developed by Cadillac Fairview, The Esplanade opened in 1985 and for decades served as one of the principal regional shopping destinations in the New Orleans metropolitan area. The mall was historically anchored by major national and regional retailers including D.H. Holmes, Leon Godchaux, Mervyn's, Macy's, and Dillard's. Macy's opened at the center in 1986 (its first Louisiana location). The enclosed mall ultimately ceased operations following Hurricane Ida in 2021, concluding nearly four decades of operation as a regional retail destination.

PROPERTY HIGHLIGHTS

TOTAL BUILDINGS	±598,747 SF	LAND	±50 AC*
FORMER MALL	±363,229 SF	FORMER MACY'S	±235,518 SF
DEVELOPER	Cadillac Fairview	OPENED	1985
ZONING	PUD	PARISH	Jefferson

POTENTIAL USES

- COMMERCIAL
- RETAIL
- MIXED-USE
- ENTERTAINMENT
- INSTITUTIONAL
- ADAPTIVE REUSE

Subject to applicable zoning, ordinances, restrictions and approvals.
*Acreage approximate; to be confirmed via survey.

A REGIONAL DESTINATION

- 1985The Esplanade opens, developed by Cadillac Fairview
- 1986Macy's opens its first Louisiana location at the center
- ±36Years anchored by D.H. Holmes, Leon Godchaux, Mervyn's, Macy's and Dillard's
- 2021Enclosed mall ceases operations following Hurricane Ida





LEGEND

Included in offering

Not included / separately owned

NOT INCLUDED

Dillard's ±177,940 SF
Target ±138,280 SF
Regal Grand ±1.889 AC (ground lease)

Parcel outlines and measurements are approximate, not guaranteed, and are to be verified by the Purchaser.

ZONING

ZONING DISTRICT PUD

DESCRIPTION Planned Unit Development

OFFERING TERMS

- Call or email the listing agents to schedule all appointments; allow a 48-hour minimum notice for all showings.
- All measurements are approximate, not guaranteed, and are to be verified by the Purchaser.
- Zoning, intended use, overlays, use restrictions, servitudes, easements, reciprocal easement agreements (REAs), rights-of-way, cross-access and cross-parking rights are to be verified by the Purchaser.
- Property to be sold in “as is, where is” condition with a Waiver of Redhibition or Warranty of Condition to be executed and made part of the sale documents.

SEPARATELY OWNED – NOT INCLUDED

PARCEL	SIZE
Dillard’s	±177,940 SF
Target	±138,280 SF
The Regal Grand (ground lease)	±1.889 AC









LOCATION OVERVIEW

Minutes From the Airport, I-10 and the Lakefront

The property fronts West Esplanade Avenue in north Kenner, the most populous city in Jefferson Parish and the largest incorporated suburb of New Orleans. Williams Boulevard (LA 49), Kenner's principal north-south commercial corridor, connects the site to Interstate 10, Airline Drive and Louis Armstrong New Orleans International Airport.

The campus is bounded by Cattle Farm Road, Canal #12 and the Duncan Canal, and is surrounded by established residential neighborhoods and an active restaurant row along West Esplanade Avenue.



AREA DEMAND GENERATORS

DISTANCE

Target · Dillard's · Regal Grand Esplanade Operating anchors on the campus (not included)	On Site
West Esplanade Restaurant Row McDonald's, Olive Garden, Copeland's, Zea	Adjacent
Pontchartrain Center Multi-purpose arena and convention facility	±1 mi
Ochsner Medical Center – Kenner 170-bed acute-care hospital	±1.5 mi
Laketown & Treasure Chest Casino Lake Pontchartrain recreation and gaming	±1.5 mi
Interstate 10 at Williams Blvd Primary interstate serving the New Orleans metro	±1.5 mi
Louis Armstrong New Orleans Int'l Airport MSY — the region's commercial airport · ±8 min drive	3.7 mi
Rivertown — Historic Kenner Museums, dining and civic district	±3.5 mi
Lakeside Shopping Center Metairie regional mall	±7 mi
Downtown New Orleans CBD, Caesars Superdome, French Quarter	±15 mi
Port of New Orleans Deep-water port on the Mississippi River	15.1 mi

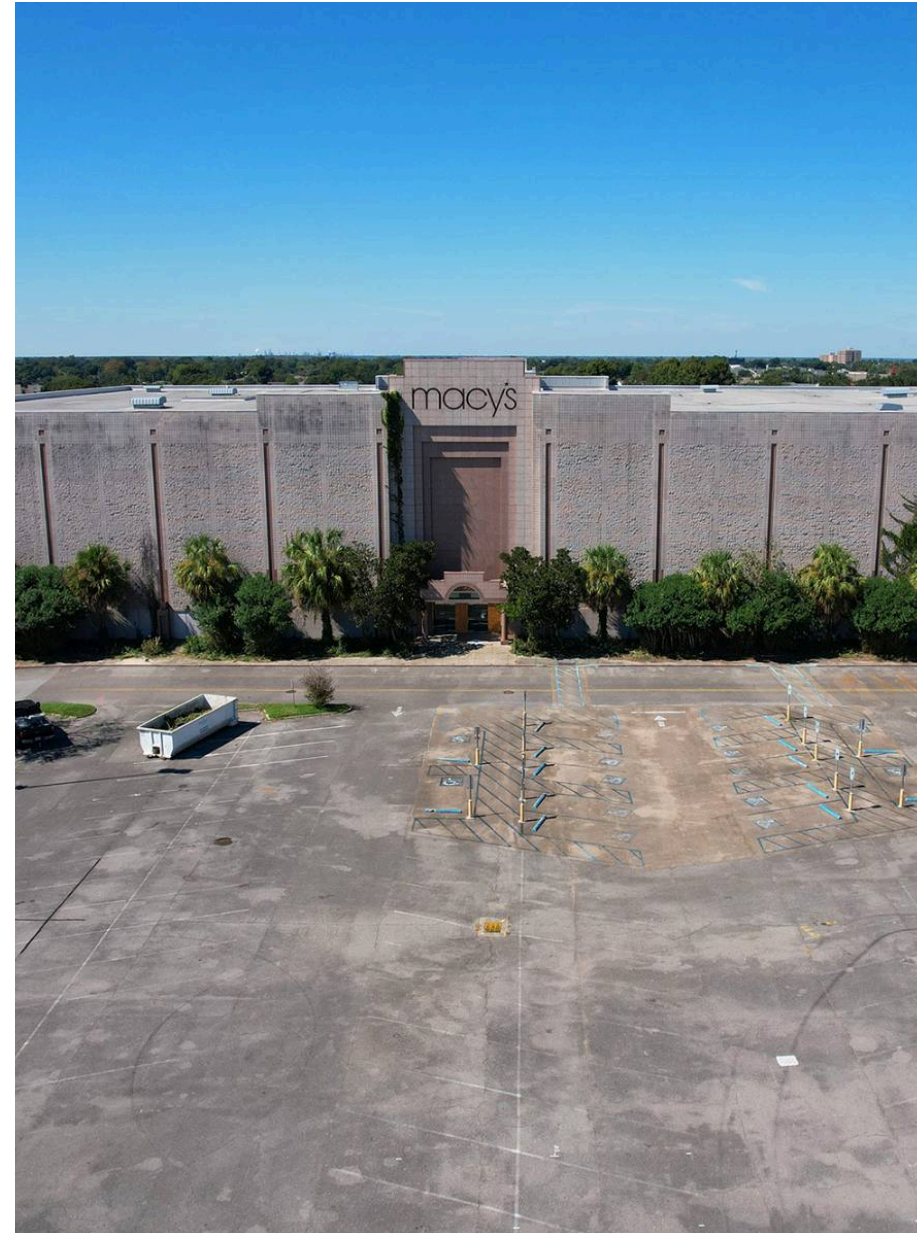
Distances are approximate driving distances and are to be verified.

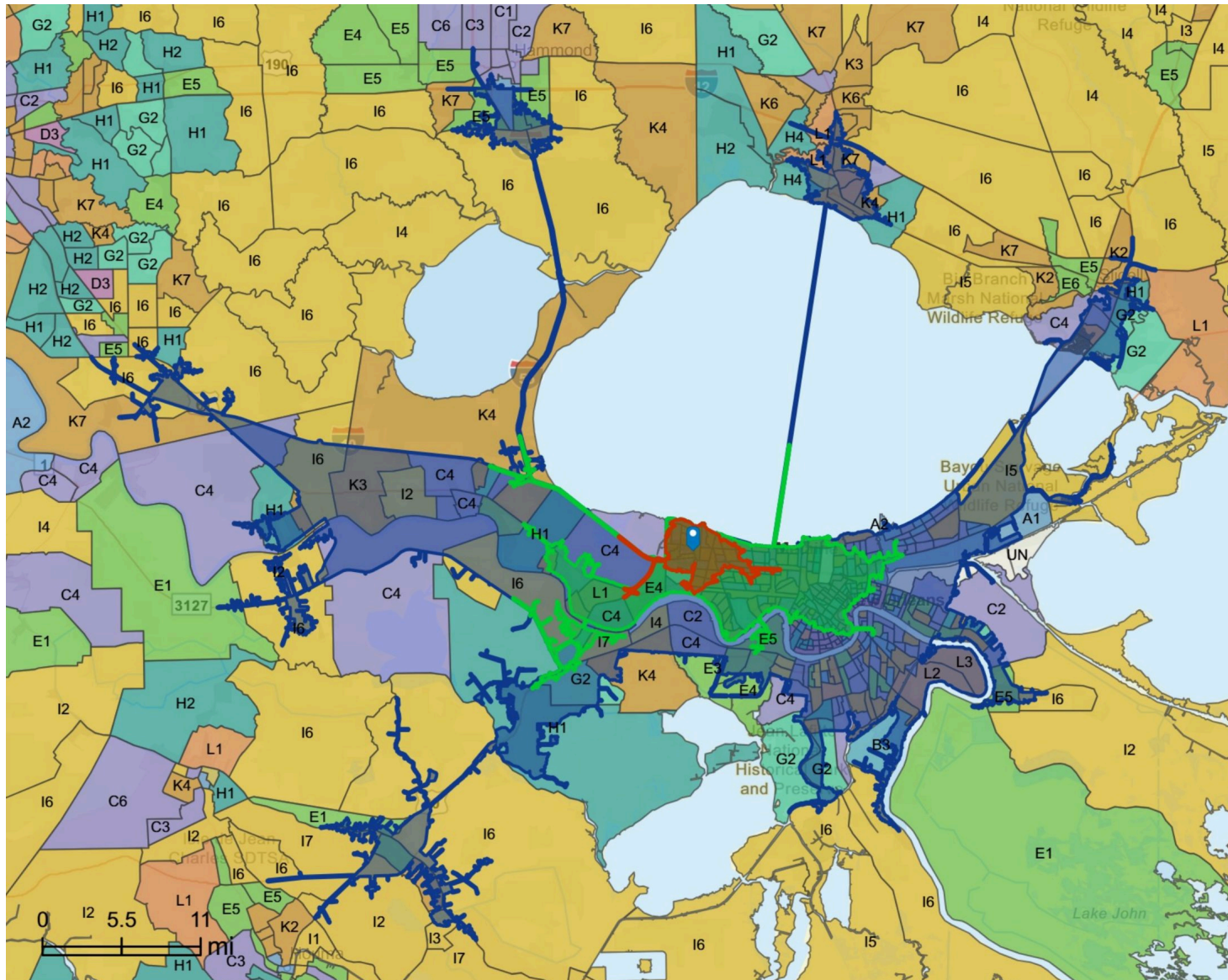
DISTANCE TO NEARBY MSAS & CITIES

Centered in the Greater New Orleans Metro, With Reach Across the Gulf South

CITY	ROUTE	MILES
Metairie, LA	I-10 E	±7
New Orleans, LA (CBD)	I-10 E	±15
Slidell, LA	I-10 E	±40
Hammond, LA	I-10 W / I-55 N	±45
Houma-Thibodaux, LA	I-310 / US-90 W	±55
Baton Rouge, LA	I-10 W	±70
Gulfport-Biloxi, MS	I-10 E	±95
Lafayette, LA	I-10 W	±125
Mobile, AL	I-10 E	±155
Jackson, MS	I-55 N	±180
Lake Charles, LA	I-10 W	±195
Houston, TX	I-10 W	±335

Approximate driving distances from the property; to be verified.





REGIONAL REACH

**Over 1 Million
Residents Within 45
Minutes**

10-MINUTE DRIVE

94,808

2026 population · 37,314 households

20-MINUTE DRIVE

424,989

2026 population · 188,933 households

45-MINUTE DRIVE

1,045,728

2026 population · 437,389 households

Drive-time areas shown in red (10 min), green (20 min) and blue (45 min). Underlying colors are Esri Tapestry LifeMode groups. Source: Esri 2026, ArcGIS Tapestry.

WITHIN A 45-
MINUTE DRIVE

POPULATION

1.05M

DAYTIME POPULATION

1.10M

HOUSEHOLDS

437K

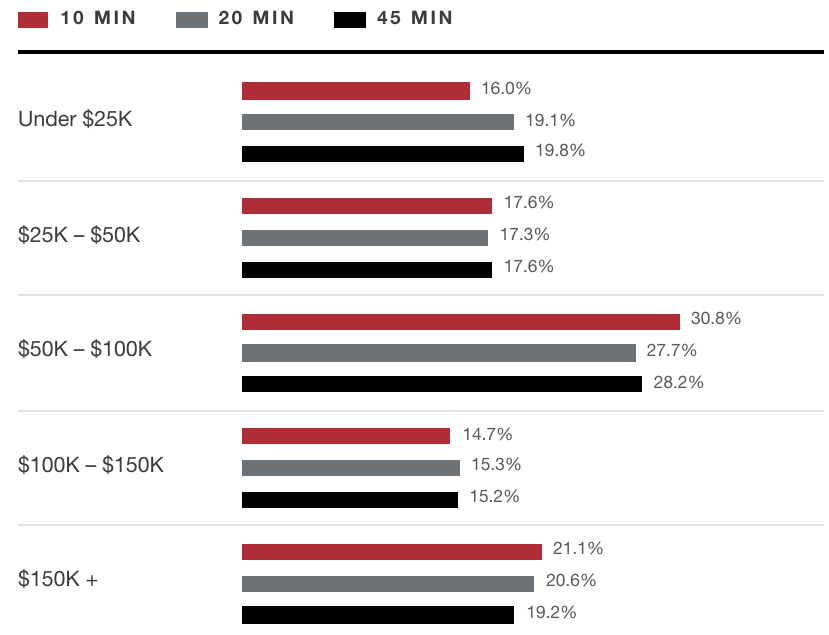
AVG. HH INCOME

\$102,475

DRIVE-TIME COMPARISON

2026 ESTIMATES	10 MIN	20 MIN	45 MIN
2026 Population	94,808	424,989	1,045,728
2031 Projected Population	93,845	417,938	1,032,779
Daytime Population	79,800	479,000	1,100,000
2026 Households	37,314	188,933	437,389
Owner-Occupied Units	22,649	101,889	255,806
Median Age	40.4	40.2	39.3
Median Household Income	\$71,487	\$68,979	\$67,089
Average Household Income	\$103,129	\$106,548	\$102,475
Per Capita Income	\$40,766	\$47,497	\$43,023
Median Net Worth	\$211K	\$158K	\$169K
Median HH Income Growth / Yr	2.83%	2.94%	2.82%

2026 HOUSEHOLDS BY INCOME



Source: Esri forecasts for 2026 and 2031; U.S. Census 2020. Drive times measured from 1401 W Esplanade Ave.



FOR MORE INFORMATION

Let's talk about The Esplanade

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