



OFFERING
MEMORANDUM

Marcus & Millichap

**1.53 ACRES
DEVELOPMENT SITE**

Lot 14-A Market Place Drive, Prairieville, LA 70769

NON-ENDORSEMENT & DISCLAIMER NOTICE

MARCUS & MILLICHAP

1.53 Acres
Development Site

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Activity ID #ZAG980028

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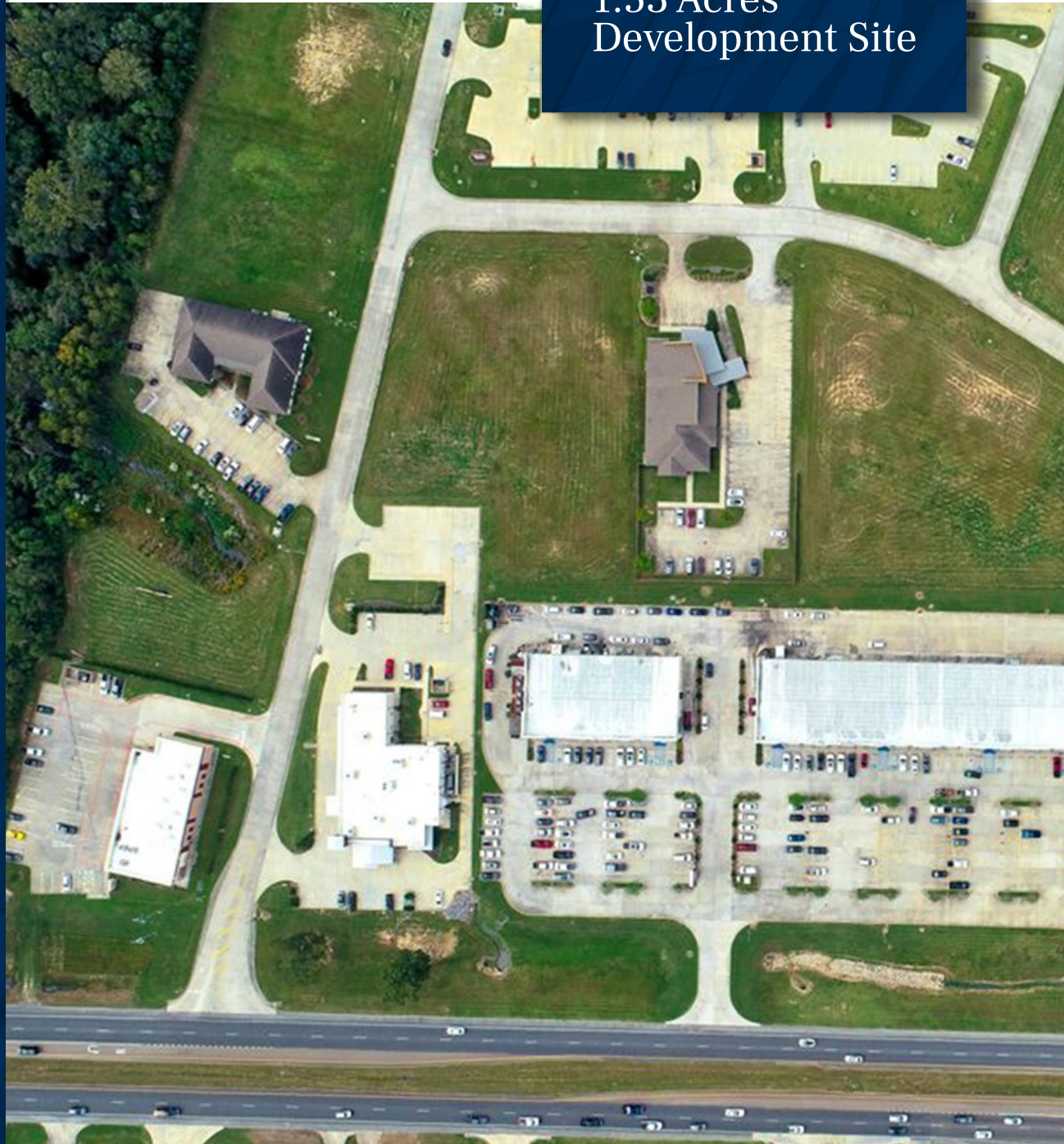
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AIRLINE HIGHWAY

AIRLINE HIGHWAY

MARKET PLACE DRIVE

MARKET PLACE DRIVE

COMMERCE CENTRE DRIVE

LOT 14-A
1.53 ACRES (66,492 SF)

01

SECTION 1

EXECUTIVE SUMMARY

Offering Summary

Investment Highlights

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1.53 Acres
Development Site



OFFERING SUMMARY

1.53 Acres Development Site



Listing Price
\$725,000



Lot Size
66,492 SF



Zoning
MU

FINANCIAL

Listing Price	\$725,000
Price/SF	\$10.90

OPERATIONAL

Zoning	MU
Shape	L-Shaped
Development Type	Vacant Land
Lot Size	1.53 Acres (66,492 SF)
Frontage	244 Feet along Market Place Drive
Flood Zone	X



INVESTMENT OVERVIEW

1.53 Acres Development Site

Marcus & Millichap is pleased to present Lot 14-A, a vacant land parcel located behind the Prairieville Family Hospital. Encompassing 66,492 square feet, this unimproved land occupies a prime location at the corner of Market Place Drive and Commerce Centre Drive in Prairieville, Louisiana. The parcel offers strategic accessibility and visibility, benefiting from its proximity to significant commercial developments and major thoroughfares. Zoned under the “MU” (Mixed-Use Corridors) classification, it permits a broad range of commercial and residential uses, offering flexibility and potential for diverse development opportunities.

Prairieville stands out as a rapidly expanding suburb within the Baton Rouge metropolitan area, distinguished by rapid residential growth and commercial expansion. The area surrounding the vacant lot has witnessed significant development, featuring nearby amenities like medical facilities, shopping centers, and educational institutions enhancing the parcel’s attractiveness. Its location at a key intersection increases exposure and accessibility, making it an appealing option for potential developers looking to capitalize on Prairieville’s growth trajectory.

The market dynamics of Prairieville is defined by a robust demand for both residential and commercial real estate, driven by the region’s strong economic fundamentals and population growth. The presence of large employers, ongoing infrastructure improvements, and a flourishing retail environment contribute to a positive outlook for property investment in the area. The strategic position of the vacant land parcel, combined with Ascension Parish’s favorable economic policies, positions it as a lucrative opportunity for long-term investment and development.

INVESTMENT HIGHLIGHTS

Strategic Site: Prime location in a rapidly expanding Baton Rouge suburb, with 244 ft frontage on Market Place Drive and 199 ft on Commerce Centre Drive, ensuring high visibility and accessibility.

Flexible Zoning: “MU” zoning allows for a wide array of development options, including commercial, residential, and mixed-use projects.

Proximity to Local Amenities: Close to medical facilities, educational institutions, and retail centers, adding to the site’s desirability for developers.

Development Potential: The parcel’s large size and undeveloped status provide a blank canvas for tailored development strategies to meet market demands.

SECTION 2

02

PROPERTY INFORMATION

Property Details

Regional Map

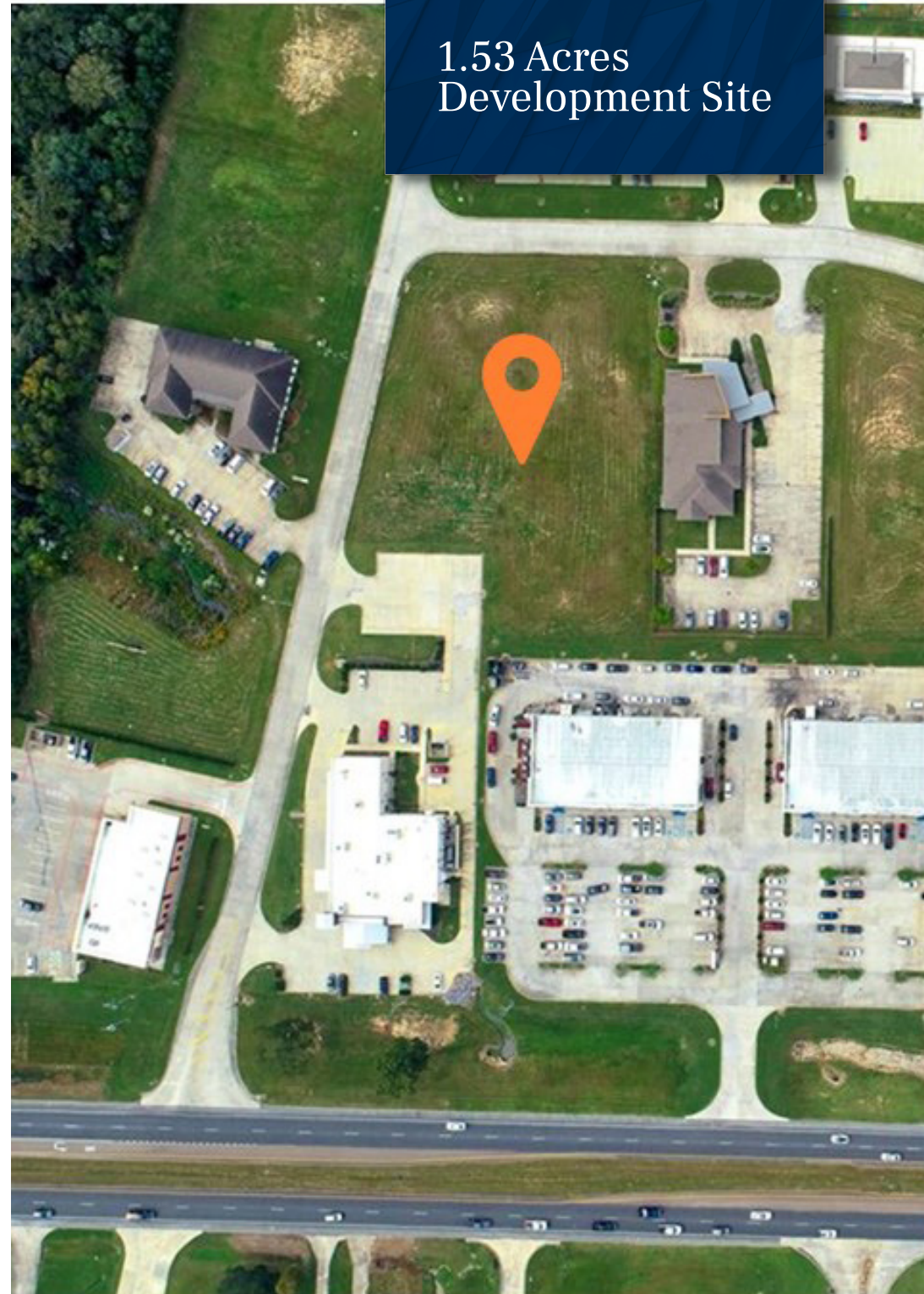
Local Map

Retailer Map

Sales Comps

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1.53 Acres
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PROPERTY DETAILS

1.53 Acres Development Site

PROPERTY SUMMARY

Assessors Parcel Number	22005C0030E
Zoning	MU
Lot Sizes Dimensions	321.91 x 186.38 X 231.39 X 106.86 X 81 x 145.99
Frontage	244 along the North Side of Market Place Drive
Flood Plain	Flood Zone X

SITE DESCRIPTION

Lot Size SF	66,492
Price/SF	\$10.90
Lot Size Acres	1.53
Price/Acres	\$473,856.21
Number of Lots	1
Price/Lot	\$725,000
Type of Ownership	Fee Simple



REGIONAL MAP

1.53 Acres Development Site

1.53 Acres Development Site

LOCAL MAP

1.53 Acres Development Site



RETAILER MAP

1.53 Acres Development Site



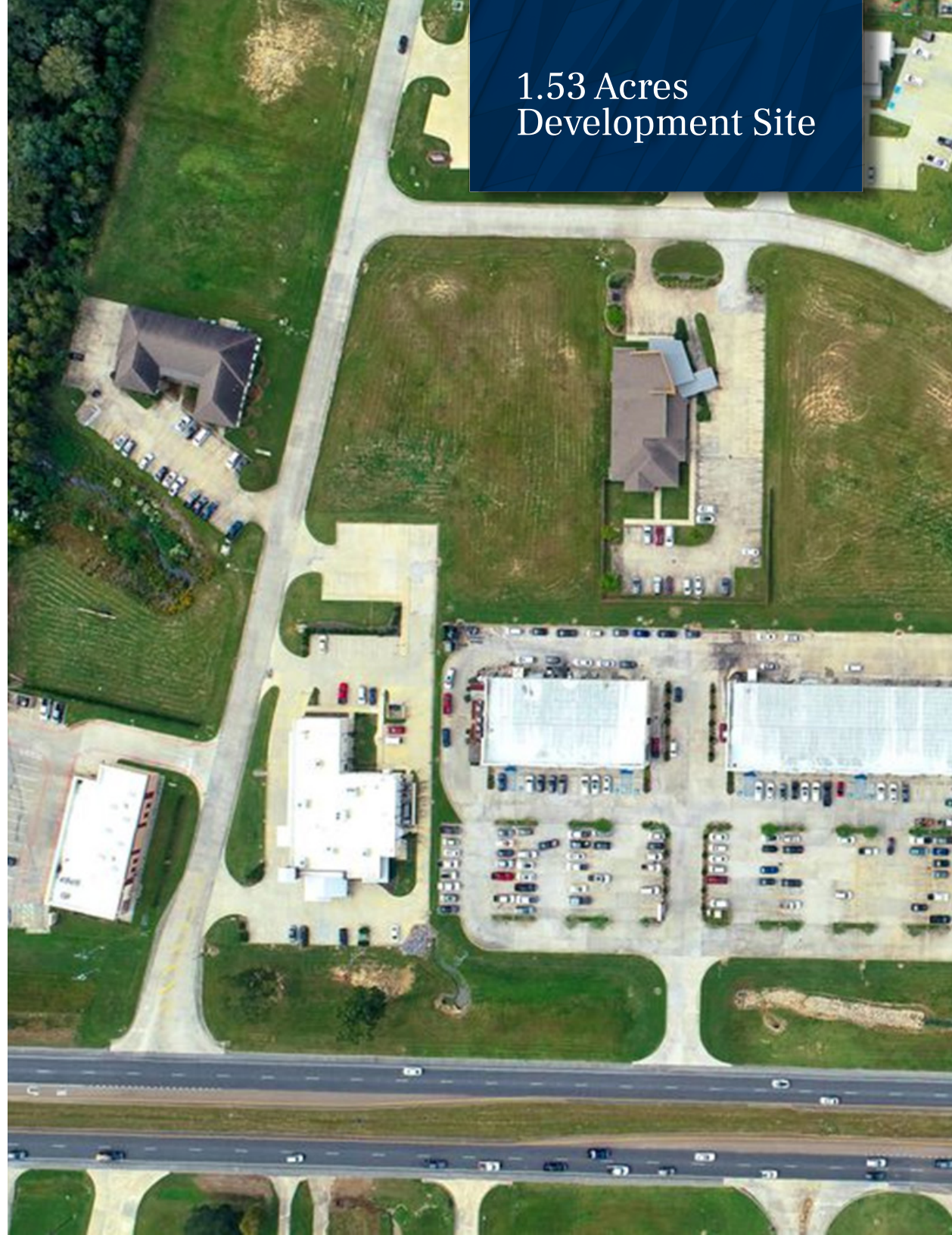
SECTION 3

SALES COMPARABLES

Sales Comparables Summary









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SALES COMPS SUMMARY

1.53 Acres Development Site

	SUBJECT PROPERTY	PRICE	LOT SIZE (ACRES)	ZONING	CLOSE
	Lot 14-A Market Place Drive Prairieville, LA 70769	\$725,000	1.53	MU	-
	SALE COMPARABLES	PRICE	LOT SIZE (ACRES)	ZONING	CLOSE
	Commerce Circle Drive Lot 19 Prairieville, LA 70769	\$432,310	0.99	MU	06/15/2023
	Commerce Circle Drive Lot 20 Prairieville, LA 70769	\$667,592	1.92	MU	06/15/2023
	Commerce Circle Drive Lot 17 Prairieville, LA 70769	\$424,818	1.08	MU	03/03/2023
	Commerce Circle Drive Lot 18 Prairieville, LA 70769	\$366,010	0.84	MU	03/03/2023
	Commerce Circle Drive 2-B Prairieville, LA 70769	\$471,372	0.98	MU	-
	Commerce Circle Drive 7-B Prairieville, LA 70769	\$214,470	0.55	MU	-
	Commerce Circle Drive Lot 1 Prairieville, LA 70769	\$602,228	1.26	MU	-
	AVERAGES	\$454,114			

SECTION 4

04

MARKET OVERVIEW

Market Overview

Demographics

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MARKET OVERVIEW

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BATON ROUGE

The city of Baton Rouge is the capital of Louisiana and the state's second-largest city. It has a population of about 226,000 residents and is home to Louisiana State University. The Baton Rouge metro consists of the parishes of Ascension, East Baton Rouge, East Feliciana, Iberville, Livingston, Pointe Coupee, St. Helena, West Baton Rouge, West Feliciana and Hammond. The Mississippi River traverses the region and plays a vital role in the region's economy.



* Forecast

Sources: Marcus & Millichap Research Services; BLS; Bureau of Economic Analysis; Experian; Fortune; Moody's Analytics; U.S. Census Bureau

METRO HIGHLIGHTS



PETROCHEMICAL INDUSTRY

Petrochemical production and manufacturing are vital to the Baton Rouge economy, supported by a well-developed transportation network.



PORT ACTIVITY

The Port of Greater Baton Rouge is the northernmost port on the Mississippi River capable of handling Panamax ships.



HIGHER EDUCATION

LSU has an enrollment of more than 39,000 students and supports a workforce of an additional 5,000 people.

ECONOMY

- Baton Rouge has a diverse employment base, from manufacturing and distribution to media and health care. It is home to firms like Turner Industries Group and Performance Contractors.
- The area's petrochemical industry is underpinned by Exxon Mobil. The company's refinery complex is the fifth-largest oil refinery in the U.S. and is one of the largest in the world. The industry is supported by a transportation network that includes rail, highway, pipeline and deep-water access.
- Other major employers include Dow Chemical Co., which has a large plant in Iberville Parish, and Formosa Plastics, which has a large facility supplying PVC and CPVC pipes.

DEMOGRAPHICS



POPULATION

869K

Growth 2023-2028*
3.0%



HOUSEHOLDS

333K

Growth 2023-2028*
3.4%



MEDIAN AGE

36.4

U.S. Median
38.7



MEDIAN
HOUSEHOLD
INCOME

\$56,100

U.S. Median
\$68,500

DEMOGRAPHICS

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POPULATION	1 Mile	3 Miles	5 Miles
2029 Projection			
Total Population	5,871	40,817	90,203
2024 Estimate			
Total Population	5,374	39,182	86,685
2020 Census			
Total Population	4,859	37,954	84,011
2010 Census			
Total Population	3,889	29,988	66,737
Daytime Population			
2024 Estimate	2,962	21,146	61,095
HOUSEHOLDS	1 Mile	3 Miles	5 Miles
2029 Projection			
Total Households	2,046	14,833	33,814
2024 Estimate			
Total Households	1,870	14,172	32,322
Average (Mean) Household Size	2.8	2.7	2.7
2020 Census			
Total Households	1,631	13,271	30,279
2010 Census			
Total Households	1,316	10,264	23,601

HOUSEHOLDS BY INCOME	1 Mile	3 Miles	5 Miles
2024 Estimate			
\$250,000 or More	11.0%	10.0%	10.4%
\$200,000-\$249,999	4.9%	4.4%	4.5%
\$150,000-\$199,999	19.9%	14.6%	14.4%
\$125,000-\$149,999	7.6%	8.4%	9.0%
\$100,000-\$124,999	15.3%	14.0%	13.1%
\$75,000-\$99,999	10.4%	14.0%	12.5%
\$50,000-\$74,999	15.1%	13.4%	14.7%
\$35,000-\$49,999	3.8%	6.7%	7.8%
\$25,000-\$34,999	3.4%	6.6%	5.9%
\$15,000-\$24,999	4.5%	4.0%	3.8%
Under \$15,000	4.2%	3.8%	3.9%
Average Household Income	\$138,059	\$127,202	\$128,284
Median Household Income	\$127,413	\$108,595	\$105,324
Per Capita Income	\$47,964	\$46,536	\$47,549

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DEMOGRAPHICS

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POPULATION PROFILE	1 Mile	3 Miles	5 Miles
Population By Age			
2024 Estimate	5,374	39,182	86,685
0 to 4 Years	6.7%	6.9%	6.7%
5 to 14 Years	17.4%	15.7%	15.3%
15 to 17 Years	5.4%	4.6%	4.6%
18 to 19 Years	2.4%	2.4%	2.4%
20 to 24 Years	4.9%	5.8%	5.9%
25 to 29 Years	5.2%	6.0%	6.0%
30 to 34 Years	7.0%	7.5%	7.3%
35 to 39 Years	8.1%	8.3%	7.9%
40 to 49 Years	15.1%	13.9%	13.9%
50 to 59 Years	11.6%	12.2%	12.4%
60 to 64 Years	4.9%	5.1%	5.3%
65 to 69 Years	4.3%	4.2%	4.4%
70 to 74 Years	3.0%	3.2%	3.5%
75 to 79 Years	1.9%	2.0%	2.3%
80 to 84 Years	1.2%	1.1%	1.2%
Age 85+	0.8%	0.8%	0.9%
Median Age	36.0	35.0	36.0

POPULATION PROFILE	1 Mile	3 Miles	5 Miles
Population 25+ by Education Level			
2024 Estimate Population Age 25+	3,391	25,306	56,489
Elementary (0-8)	3.4%	4.2%	3.3%
Some High School (9-11)	5.9%	4.7%	5.4%
High School Graduate (12)	25.6%	26.5%	26.2%
Some College (13-15)	24.3%	23.1%	20.6%
Associate Degree Only	5.4%	8.3%	7.9%
Bachelor's Degree Only	27.4%	24.1%	24.8%
Graduate Degree	8.0%	9.1%	11.9%
HOUSING UNITS	1 Mile	3 Miles	5 Miles
Occupied Units			
2029 Projection	2,145	15,849	35,951
2024 Estimate	1,961	15,148	34,363
Owner Occupied	1,694	11,912	26,874
Renter Occupied	189	2,404	5,437
Vacant	91	976	2,042
Persons in Units			
2024 Estimate Total Occupied Units	1,870	14,172	32,322
1 Person Units	18.6%	21.8%	22.6%
2 Person Units	29.6%	31.2%	32.2%
3 Person Units	20.7%	19.3%	18.4%
4 Person Units	20.0%	16.5%	16.1%
5 Person Units	7.3%	7.8%	7.4%
6+ Person Units	3.8%	3.4%	3.2%

DEMOGRAPHICS

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POPULATION

In 2024, the population in your selected geography is 86,685. The population has changed by 29.89 percent since 2010. It is estimated that the population in your area will be 90,203 five years from now, which represents a change of 4.1 percent from the current year. The current population is 50.5 percent male and 49.5 percent female. The median age of the population in your area is 36.0, compared with the U.S. average, which is 39.0. The population density in your area is 1,104 people per square mile.



HOUSEHOLDS

There are currently 32,322 households in your selected geography. The number of households has changed by 36.95 percent since 2010. It is estimated that the number of households in your area will be 33,814 five years from now, which represents a change of 4.6 percent from the current year. The average household size in your area is 2.7 people.



INCOME

In 2024, the median household income for your selected geography is \$105,324, compared with the U.S. average, which is currently \$76,141. The median household income for your area has changed by 45.23 percent since 2010. It is estimated that the median household income in your area will be \$117,376 five years from now, which represents a change of 11.4 percent from the current year.

The current year per capita income in your area is \$47,549, compared with the U.S. average, which is \$40,471. The current year's average household income in your area is \$128,284, compared with the U.S. average, which is \$101,307.



EMPLOYMENT

In 2024, 44,771 people in your selected area were employed. The 2010 Census revealed that 67.5 percent of employees are in white-collar occupations in this geography, and 21.8 percent are in blue-collar occupations. In 2024, unemployment in this area was 3.0 percent. In 2010, the average time traveled to work was 31.00 minutes.



HOUSING

The median housing value in your area was \$294,102 in 2024, compared with the U.S. median of \$321,016. In 2010, there were 19,782.00 owner-occupied housing units and 3,819.00 renter-occupied housing units in your area.



EDUCATION

The selected area in 2024 had a lower level of educational attainment when compared with the U.S. averages. 35.6 percent of the selected area's residents had earned a graduate degree compared with the national average of only 13.5 percent, and 7.9 percent completed a bachelor's degree, compared with the national average of 21.1 percent.

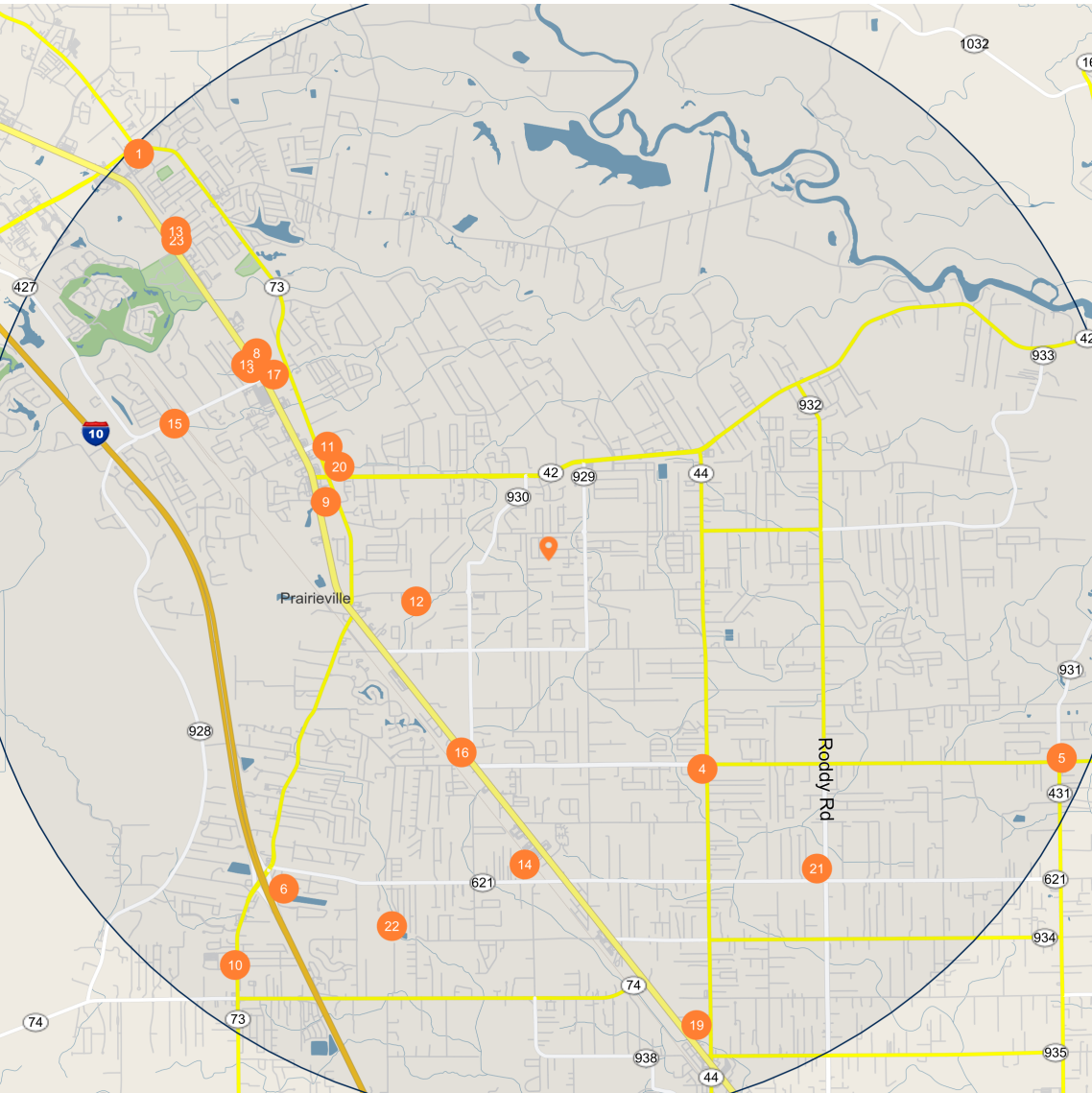
The number of area residents with an associate degree was higher than the nation's at 13.7 percent vs. 8.8 percent, respectively.

The area had fewer high-school graduates, 1.6 percent vs. 26.2 percent for the nation, but the percentage of residents who completed some college is higher than the average for the nation, at 33.0 percent in the selected area compared with the 19.7 percent in the U.S.

DEMOGRAPHICS

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Major Employers

Employees

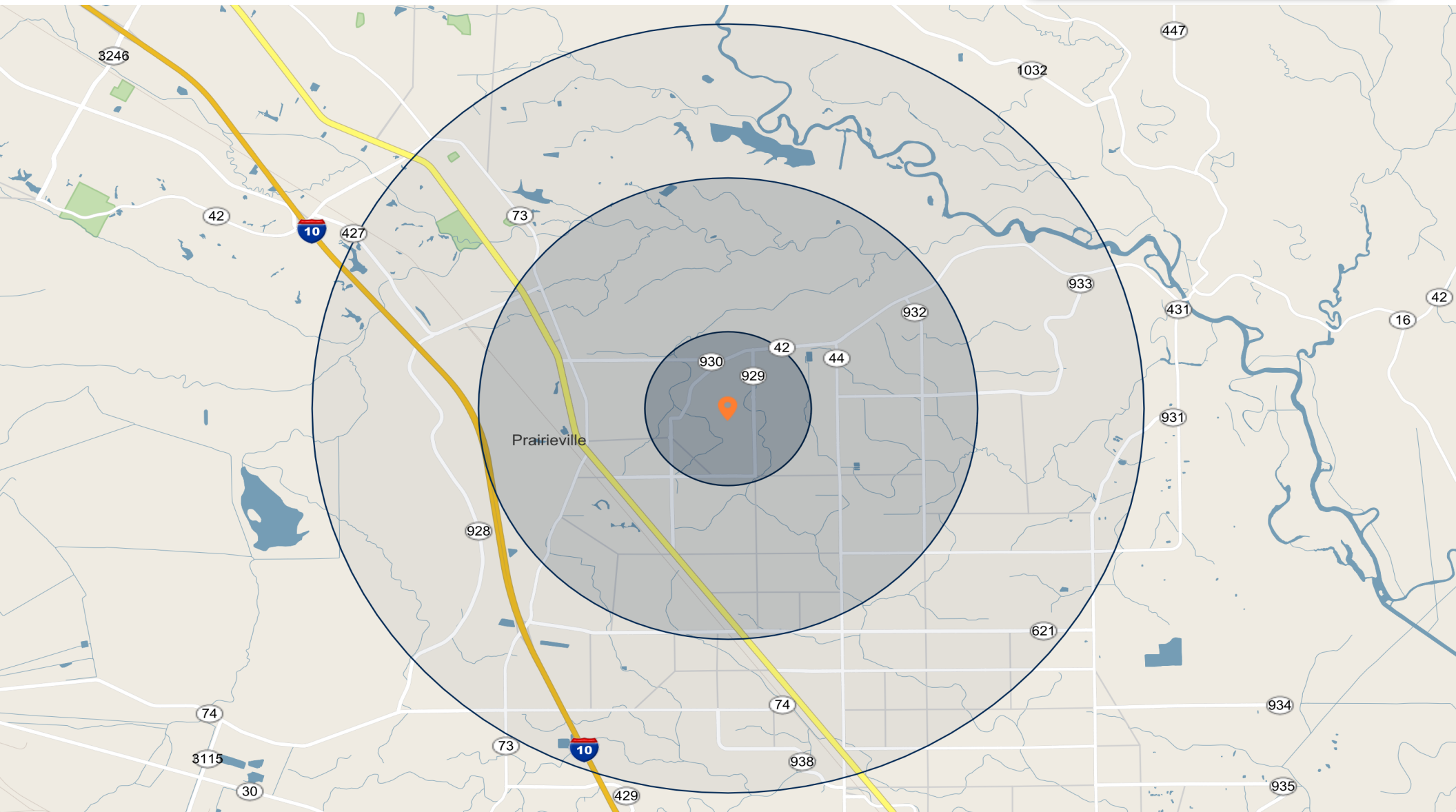
1	ISC Constructors LLC	900
2	ISC Group LLC	820
3	M E I Corporation	739
4	Family Dollar Stores La Inc-Family Dollar Stores	725
5	Seal Tech Inc	520
6	Pce Constructors Inc	500
7	Merit Electrical Inc	300
8	All Star Advertising Agcy Inc	277
9	Cox Louisiana Telcom LLC-Cox Business	258
10	Ascension Parish Schools-Dutchtown High School	243
11	Ascension Parish Schools-Oak Grove Primary School	205
12	Kid Productions NM LLC	200
13	Cajun Industries LLC	200
14	Excel Fabrication & Cnstr Inc	180
15	Industrial Coatings Contrs Inc	170
16	Cajun Equipment Services LLC	163
17	R R Cassidy Inc	158
18	Excel Contractors LLC-MEI Control Services	149
19	Lowes Home Centers LLC-Lowes	146
20	Volks Constructors Inc	130
21	Ascension Parish Schools-Central Middle School	110
22	Ascension Parish Schools-Duplessis Primary School	100
23	MMR Constructors Inc-MMR Offshore Services	100
24	MMR Group Inc-MMR Constructors	100
25	Excel Industrial Services LLC	99

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