

## **+/-208 Acres on Pontchartrain**

I-55 , Akers, LA 70454

### **LAND FOR SALE**

Prepared By:

**Chris A. Town**

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**Blake Howard**

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### PROPERTY DESCRIPTION

This unique property comprises 208 acres along the picturesque shores of Lake Pontchartrain. Boasting exceptional waterfront access, it provides stunning views and direct engagement with one of Louisiana's most iconic natural features. The property's strategic location places it in close proximity to the Manchac Port, an important hub for regional transportation and commerce, enhancing its appeal for industrial, logistical, or mixed-use development opportunities.

The surrounding area is characterized by a robust and growing economic profile. With a labor force participation rate of 59.5% and a diverse employment base across industries such as construction, healthcare, and transportation, the region supports both a strong residential and commercial presence. The population is steadily increasing, reflecting sustained regional growth, and housing development is expanding to meet rising demand.

### OFFERING SUMMARY

Sale Price:	\$416,120
Lot Size:	208.06 Acres

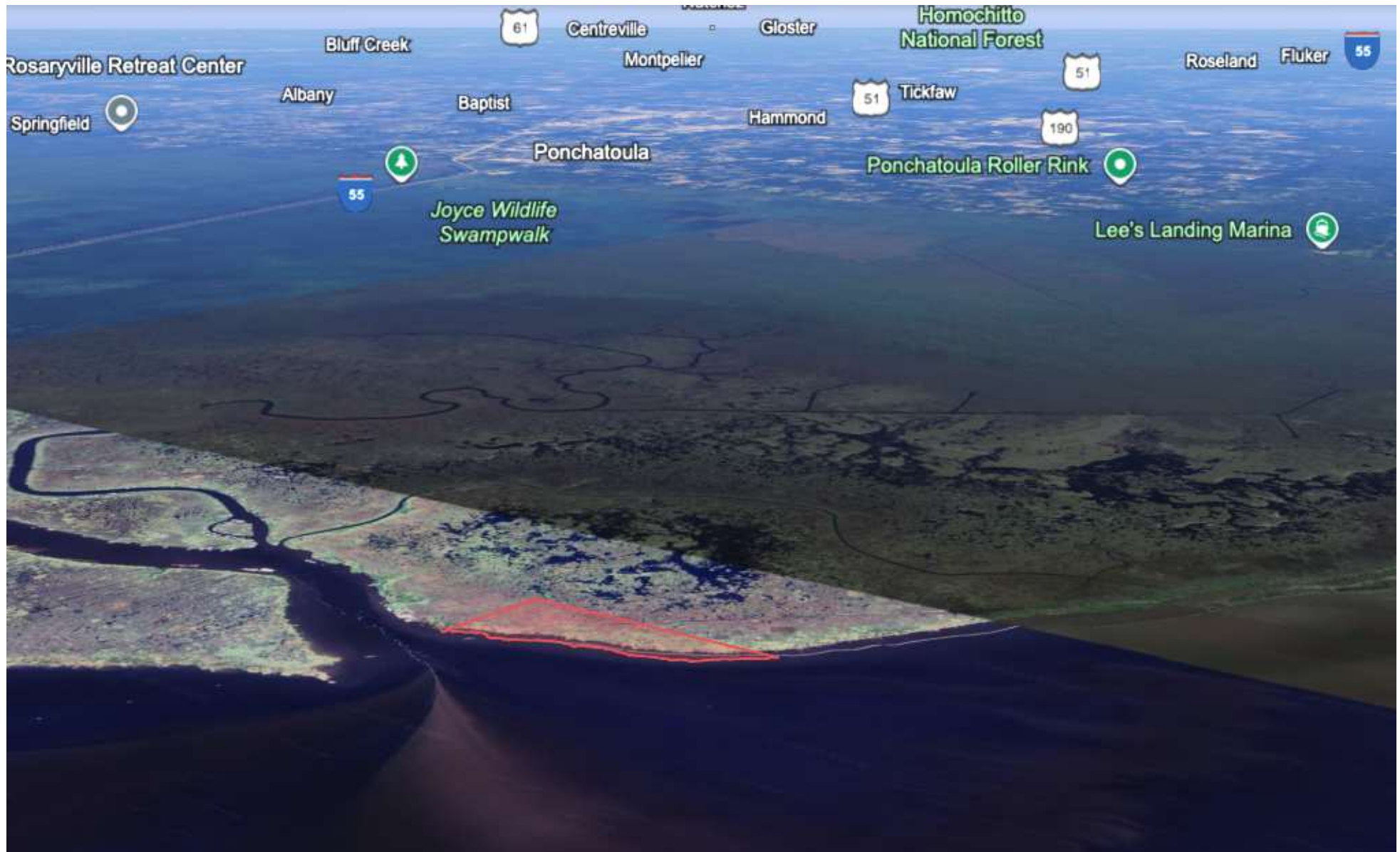
DEMOGRAPHICS	1 MILE	3 MILES	5 MILES
Total Households	4	23	55
Total Population	9	56	135
Average HH Income	\$58,877	\$59,029	\$59,087

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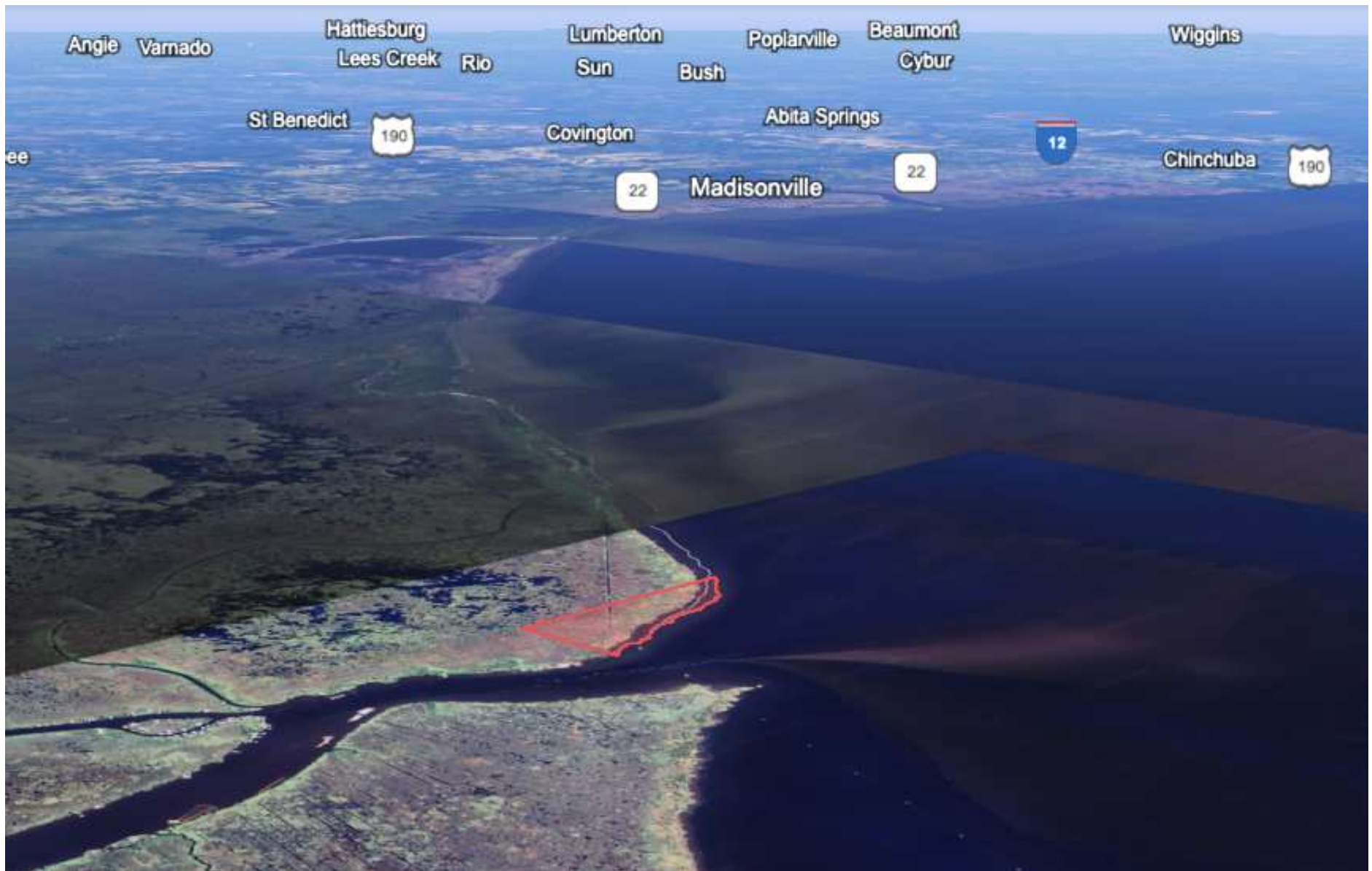


**PROPERTY HIGHLIGHTS**

- The property features exceptional waterfront access to Lake Pontchartrain, offering scenic views and valuable frontage for potential uses
- Located near the Manchac Port, the property benefits from strategic connectivity to a vital transportation and commerce hub.
- The area has a strong labor force participation rate of 59.5%, with low unemployment at 4.2%, indicating a robust and available workforce
- Diverse industry representation, including healthcare, construction, retail, and transportation, supports a stable and dynamic local economy.
- Household growth in the area has been steady, with a projected increase to 53,733 households by 2029.
- Median household income is projected to grow from \$59,502 in 2024 to \$68,973 by 2029, demonstrating increasing economic prosperity.
- The property is part of a region with a growing housing market, with 56,321 housing units in 2024, projected to reach 59,534 by 2029.
- The area has a median home value of \$224,400, significantly more affordable than the U.S. median, making it attractive for residential or mixed-use developments.
- The region features a Housing Affordability Index of 112, indicating favorable conditions for potential buyers and renters.
- Industries like accommodation and food services (10.2% of employment) and healthcare (13.7%) highlight the area's service-oriented economy.
- Transportation and warehousing contribute significantly, making it a strategic location for logistics-related enterprises.
- Educational services account for 9.6% of employment, emphasizing a well-educated and skilled local workforce.
- The average household income in 2024 is \$77,760, with an annual growth rate of 2.86%, reflecting a strengthening local economy.
- The property is part of a thriving region with a balanced mix of white-collar (55%) and blue-collar (25.9%) jobs, supporting a versatile workforce.
- Its location within a 30-minute drive-time radius of Ponchatoula ensures accessibility to a growing residential population and essential amenities.
- Zoned as rural land

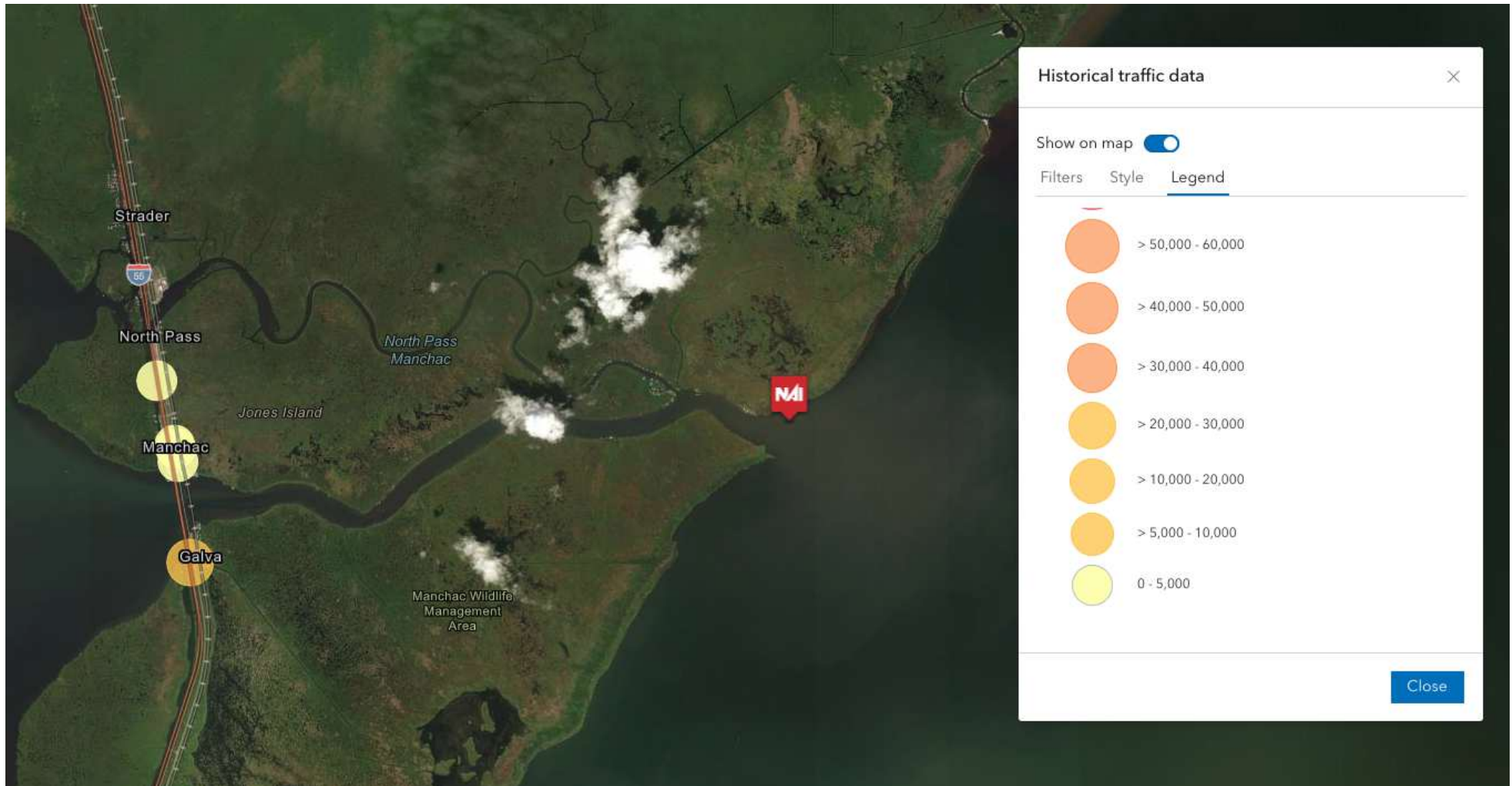


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### DEMOGRAPHICS - EXECUTIVE SUMMARY

The Executive Summary for I-55 N provides a detailed analysis of the demographic, socioeconomic, and housing characteristics within a 30-minute drive-time radius of Ponchatoula, Louisiana. The population in this area has shown consistent growth, increasing from 125,150 in 2020 to 132,285 in 2024, with a projected rise to 138,394 by 2029. This steady upward trend corresponds to an annual growth rate of 1.31% between 2020 and 2024, slowing slightly to 0.91% from 2024 to 2029. The median age of residents in 2024 is 36.6 years, younger than the national median of 39.3, with an almost equal gender distribution of 49.2% male and 50.8% female.

The number of households in the region has also been expanding, growing from 47,682 in 2020 to an anticipated 53,733 by 2029. The average household size remains relatively stable at 2.53 individuals. Income levels in the area reflect moderate growth, with the median household income expected to rise from \$59,502 in 2024 to \$68,973 by 2029. Similarly, the average household income is projected to increase from \$77,760 in 2024 to \$89,513 in 2029, reflecting an annual growth rate of approximately 2.86%. Despite these increases, both median and average household incomes in the area remain below national averages.

Housing data reveals an increase in the number of housing units, rising from 52,558 in 2020 to a projected 59,534 in 2029. Of these, the proportion of owner-occupied units currently stands at 62.8%, higher than the national rate of 57.9%. The median home value in the region is significantly lower than the national average, at \$224,400 in 2024, with a projected increase to \$261,275 by 2029. These trends highlight the area's continued residential development and economic growth, positioning it as an evolving and attractive region for future investment and settlement.

\*Demographic reports provided upon request.





### DEMOGRAPHICS - INDUSTRIAL SPECIALTY REPORT

The 2024 Industrial Specialty Report for the I-55 North area in Ponchatoula, Louisiana provides a detailed analysis of the region's labor force, industry distribution, and economic characteristics within a 30-minute drive-time radius. The report highlights the labor force participation and employment trends, noting that approximately 59.5% of individuals aged 16 and older are active participants in the labor market, with an unemployment rate of 4.2%. The workforce distribution varies across age groups, with individuals aged 25-54 forming the largest segment at 77.8% participation and a low unemployment rate of 3.2%.

Economic activity in the region is diverse, with industries such as retail trade, healthcare, and construction being significant contributors to employment. Retail trade leads with 11.7% of total employment, closely followed by healthcare and social assistance at 13.7%. Other noteworthy sectors include construction and transportation/warehousing, which contribute 10% and 6.1%, respectively. The regional employment structure indicates a balance of white-collar (55%) and blue-collar (25.9%) occupations, with service-oriented jobs comprising 19.2% of employment.

Household dynamics in the area reflect moderate income levels, with an average household income of \$77,760 in 2024. Approximately 17.8% of households fall within the \$50,000-\$74,999 income bracket, and 15.8% earn between \$100,000 and \$149,999. Family households make up 68% of all households, with 45.9% being husband-wife families. Housing in the area demonstrates growth, with a mix of owner-occupied and rental units catering to the expanding population.

This report underscores the economic resilience and diversity of the I-55 North region, highlighting its potential for future development and investment opportunities in key industries and residential growth.

\*Demographics provided upon request.







## **CHRIS A. TOWN**

Advisory / Investments / Management

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### **PROFESSIONAL BACKGROUND**

Chris brings a wealth of expertise from his successful career in commercial and industrial construction. He possesses extensive knowledge of all aspects of development, building and risk analysis. Chris has held numerous executive positions in multiple companies and has served on various industry boards as well as charitable and religious organizations.

He actively participates in numerous commercial real estate organizations, staying at the forefront of industry trends and best practices. He has initiated several groups within NAI Latter & Blum focusing on key areas of CRE, including Sale-Leaseback, Office Space, Single Family Rentals (SFR), Carbon Capture (CCS), Solar and Land Acquisition/Disposition.

Chris believes in building long term relationships and provides exceptional service to the client, which has made him a trusted advisor in the commercial real estate industry.

### **MEMBERSHIPS**

Certified Commercial Investment Member (CCIM) - Member, Candidate for Certification

Louisiana Association of Realtors - Member

Greater Baton Rouge Realtors Association, Commercial Investment Division - Member  
Baton Rouge Chamber of Commerce - Executive Council Member, Carbon Capture Alliance

Good Growth Coalition of Baton Rouge - Member

Associated Builders & Contractors - Former Board Member, Executive Committee

St. Aloysius Parish - Former Trustee

Habitat for Humanity of Greater Baton Rouge - Past President

Sunrise Rotary of Baton Rouge - Past President

**NAI Latter & Blum**  
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**BRYANT J. CHEELY**

Advisor

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## PROFESSIONAL BACKGROUND

With a background in residential investment management, including serving as Director of Single-Family Management for the largest third-party property management firm in the Gulf South, Bryant possesses a comprehensive understanding of the real estate market and has successfully supervised a team of real estate professionals managing 2.2 Million square feet of residential investment property, demonstrating exceptional leadership and management qualities. This background provides a strong foundation for transitioning into commercial real estate brokerage, consulting, and advisory services. With particular skill sets in Market Research, Financial Analysis, Site Selection, Demographic Research, Risk Management, Asset Management, and Technological Support, Bryant has been invited to join several groups within the organization, such as the Home Portfolio Group and the Carbon Capture and Sequestration Group.

Bryant also excels in Technology services, focusing on Artificial Intelligence (AI) and custom AI products to boost business efficiency and productivity. He skillfully integrates AI in real estate, using custom tools for market analysis and predictive modeling. This technological savvy, combined with his real estate expertise, uniquely positions Bryant as a forward-thinking professional, enhancing the value he delivers to his clients.

## MEMBERSHIPS

- National Association of Realtors
- LA Realtors Association
- Greater Baton Rouge Association of Realtors (GBRAR)
- Greater Baton Rouge Association of Realtors Commercial Investment Division (CID)
- Certified Commercial Investment Member (CCIM) – candidate for designation
- CCIM Louisiana Chapter – Member
- CCIM Technologies Advisory Board (2023-Present)
- CCIM Presidential Action Group (PAG) for Artificial Intelligence (2023-Present)
- NAI Global Technologies Subgroup – Artificial Intelligence Advisor (2024-Present)
- Institute of Real Estate Management
- National Association of Residential Property Managers
- Licensed Louisiana Real Estate Broker Associate
- Baton Rouge Area Chamber (BRAC)
- Volunteers of America
- Friends of the Animals Baton Rouge
- Society of St. Vincent de Paul Baton Rouge

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**BLAKE HOWARD**

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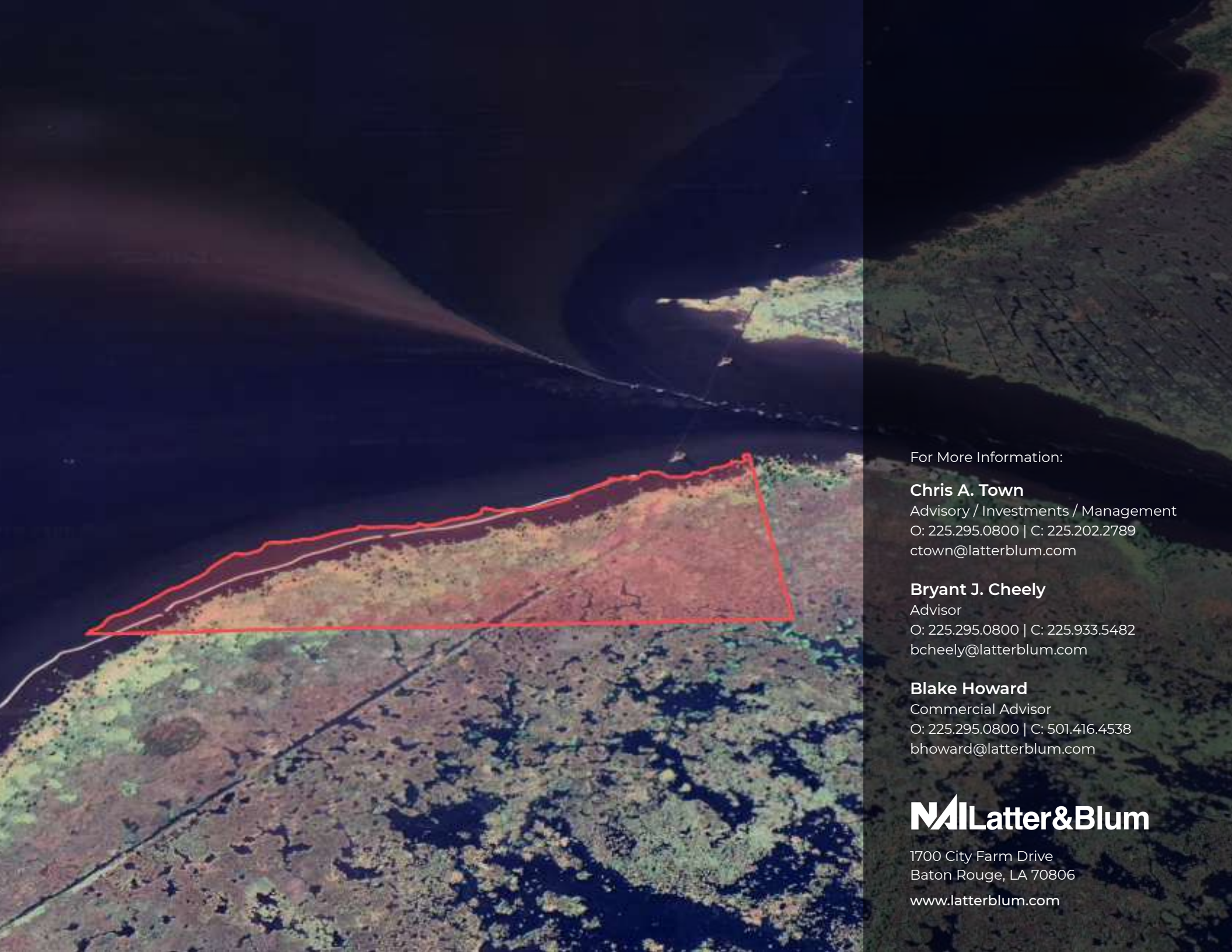
Direct: **225.295.0800** | Cell: **501.416.4538**

## PROFESSIONAL BACKGROUND

Blake Howard is a newly licensed Commercial Real Estate agent at NAI Latter & Blum. Blake grew up in Little Rock, and is currently finishing up his business degree at Arkansas State University virtually. His approach to real estate is straightforward—Understand your needs while using business administration experience to better connect with businesses on a personal level. No flashy stuff here—just building real connections, not just business ties. Keeping you up to date with market trends using the many tools available to NAI Latter & Blum. Blake is also currently working as an intern at Latter & Blum, allowing him to continuously learn from many experienced and established agents in real estate. In the future he plans on using his knowledge to grow in the industrial and retail markets.

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