

PERKINS
ROWE



BATON ROUGE'S
LIFESTYLE DESTINATION

WELCOME

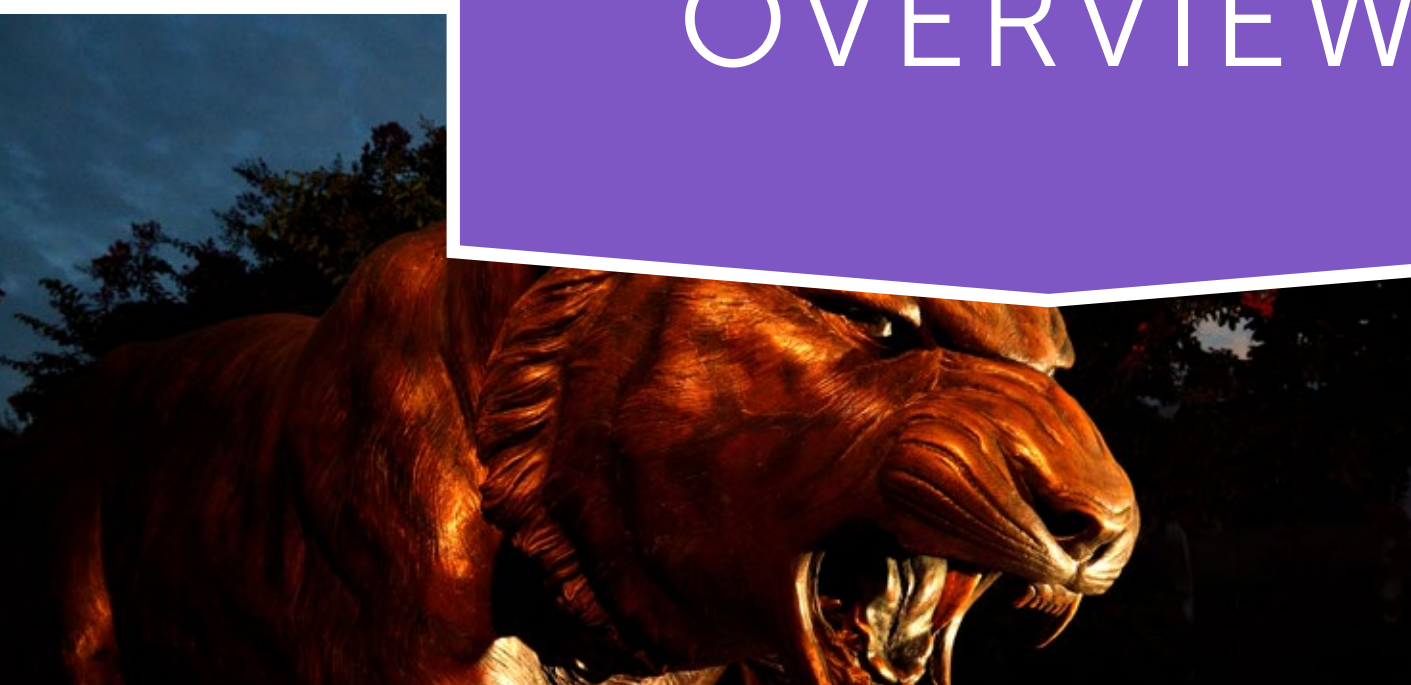
Perkins Rowe is an unparalleled mixed-use development in the heart of Baton Rouge's high-end shopping district. Featuring premier retailers, desirable dining options, and a diverse entertainment line-up — all within a socially-driven scene — Perkins Rowe is an ideal attraction for the area's most selective clientele.

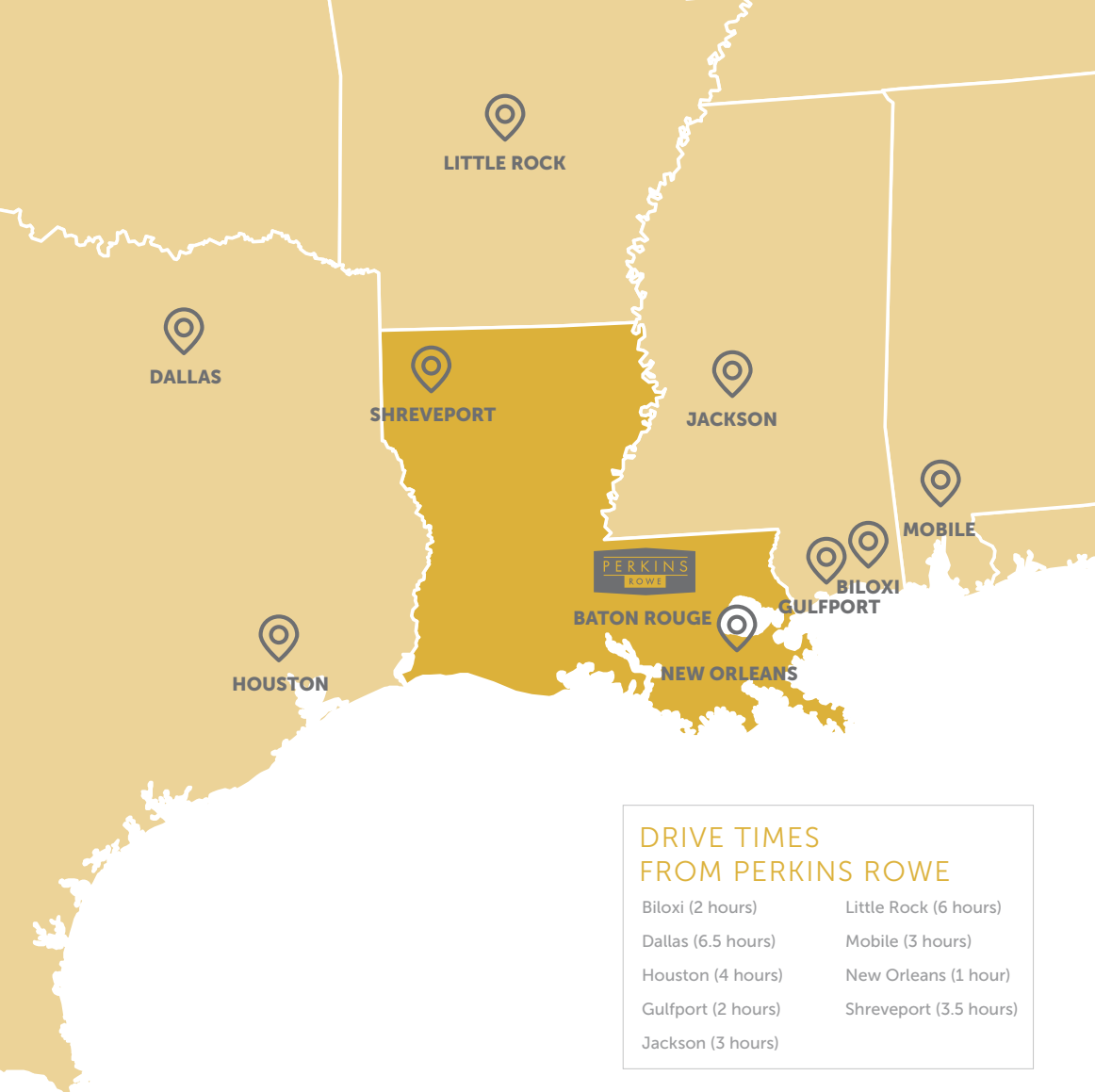
Tree-lined streets and historic Louisiana oaks help create the unique personality of this walkable neighborhood spread of over 847,000 square feet. Capped off by 135,000 square feet of Class A office space, 160,000 square feet of medical office, 375,000 square feet of retail space, and 646 multi-family residential units, Perkins Rowe is Baton Rouge's only destination where people can shop, dine, live and work.













MARKET
OVERVIEW





BATON ROUGE
876,139
 POPULATION (2024)

ECONOMIC DRIVERS

-  Petrochemical/Oil
-  Government
-  Biomedical
-  Healthcare
-  Agriculture
-  Software Development
-  Tourism
-  Higher Education

DRIVE TIMES
 FROM PERKINS ROWE

Biloxi (2 hours)	Little Rock (6 hours)
Dallas (6.5 hours)	Mobile (3 hours)
Houston (4 hours)	New Orleans (1 hour)
Gulfport (2 hours)	Shreveport (3.5 hours)
Jackson (3 hours)	

CORPORATIONS IN BATON ROUGE



AT A GLANCE

28.9M STATE VISITORS

LOUISIANA'S
STATE CAPITAL

\$843M AIRPORT VISITORS

STATE TAX REVENUES

13.1M

AIRPORT VISITORS

50,000+
COLLEGE STUDENTS
in Baton Rouge

- Louisiana State University
- Southern University
- Our Lady of the Lake College
- Baton Rouge Community College

\$11.5B DOMESTIC
& INTERNATIONAL SPENDING





Baton Rouge Business Climate Rankings

*SOURCED: KPMG, Area Development &
Business Facilities*

Cost-Friendly Business
Location Among
Mid-Sized Cities

#1

Competitive States for
Business Costs

#1

Top 10 Regional "South"
MSAs

#1

Top Ranked Quality
of Life States

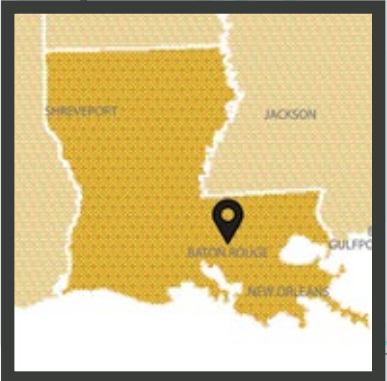
#4

Top States for Doing
Business

#5

NORTH BATON ROUGE

BTR



DOWNTOWN DISTRICT

- Hollywood Casino Baton Rouge
- Belle of Baton Rouge Casino
- Raising Cane's River Center Arena
- Louisiana Arts & Science Museum
- Shaw Center for the Arts
- LSU Water Campus

BATON ROUGE

DENHAM SPRINGS

LSU

batonrouge
COMMUNITY COLLEGE

OUR LADY OF THE LAKE
COLLEGE

PERKINS
ROWE



SHOPPING

- A. Bass Pro Shops
- B. Towne Center at Cedar Lodge
- C. Mall of Louisiana
- D. Acadian Village



ENTERTAINMENT

- A. Celtic Media Centre
- B. L'Auberge Casino & Resort
- C. Blue Bayou Water Park
- D. Baton Rouge Zoo



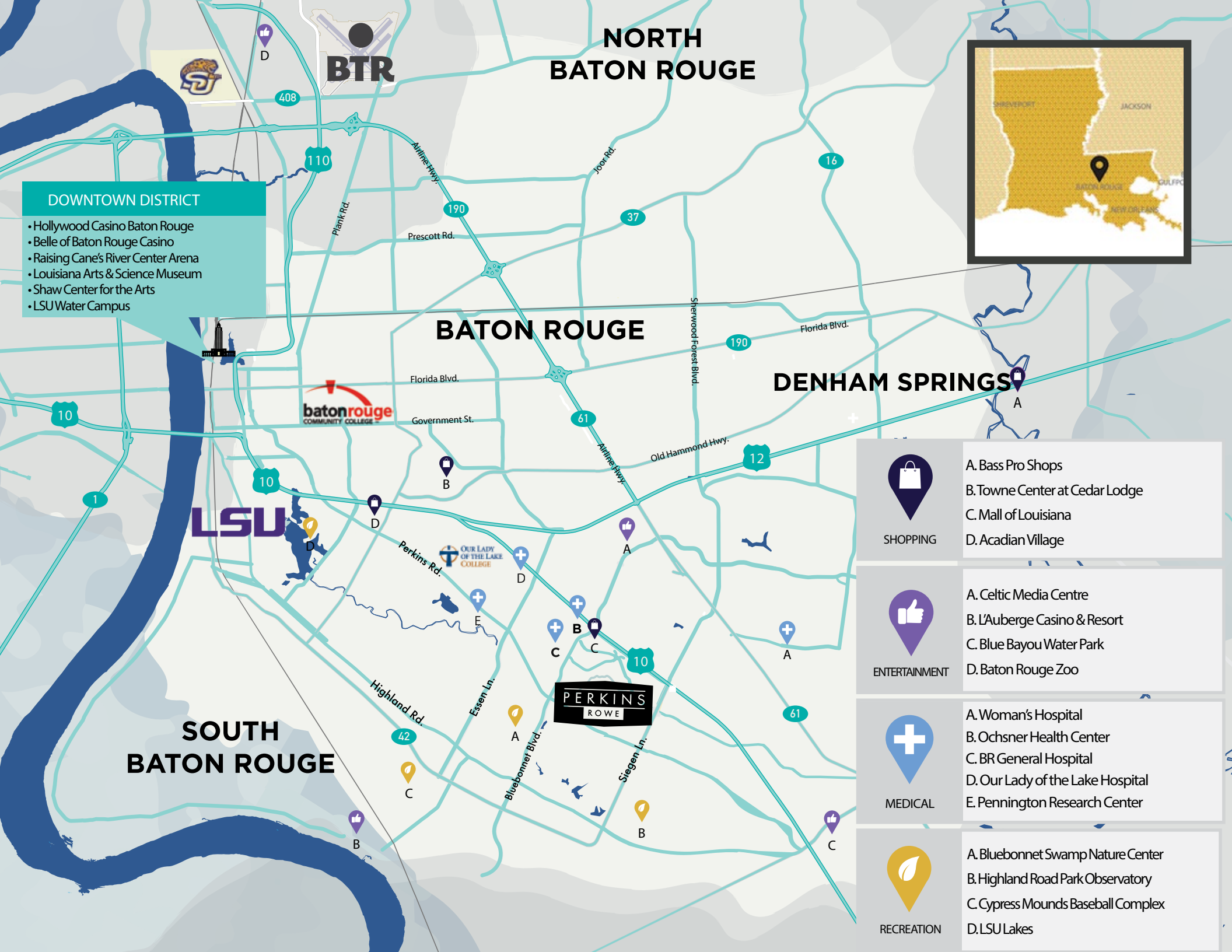
MEDICAL

- A. Woman's Hospital
- B. Ochsner Health Center
- C. BR General Hospital
- D. Our Lady of the Lake Hospital
- E. Pennington Research Center



RECREATION

- A. Bluebonnet Swamp Nature Center
- B. Highland Road Park Observatory
- C. Cypress Mounds Baseball Complex
- D. LSU Lakes





PERKINS ROWE CORRIDOR

DAILY TRAFFIC COUNTS

- A. 129,021 — I-10 at Bluebonnet Blvd.
- B. 23,313 — Bluebonnet Blvd. at Perkins Rowe
- C. 20,838 — Perkins Road at Perkins Rowe





3 MILE

66,250
POPULATION

\$123,010
AVG HH INCOME

29,086
HH COUNT

86,578
DAYTIME POP.

BACHELOR'S+ 51.60%

WHITE COLLAR 23,326



5 MILE

154,962
POPULATION

\$120,671
AVG HH INCOME

67,663
HH COUNT

189,444
DAYTIME POP.

BACHELOR'S+ 50.34%

WHITE COLLAR 54,310



20 Min DT

472,777
POPULATION

\$103,626
AVG HH INCOME

187,810
HH COUNT

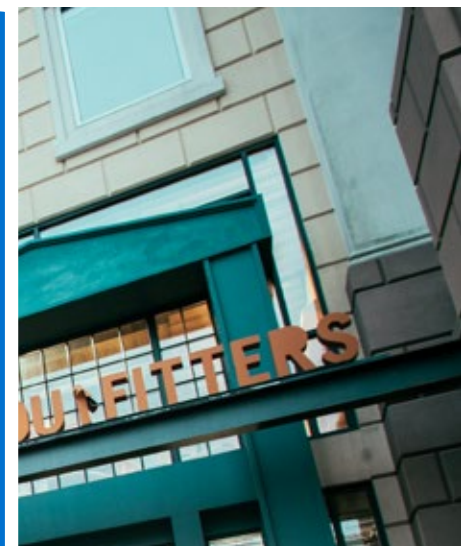
506,162
DAYTIME POP.

BACHELOR'S+ 37.74%

WHITE COLLAR 139,900



PROPERTY OVERVIEW





~375K

Square Feet
Retail



~295K

Square Feet
Class A &
Medical Office

[*CLICK FOR MORE INFO](#)



~60K

Square Feet
Restaurants &
Food Specialties



~847K

Square Feet
Total
mixed-use

RESIDENTIAL

+640

Residential Units

Employees

+1,200

RETAIL MIX

ANTHROPOLOGIE

CINEMARK
The Best Seat In Town



KENDRA
SCOTT

ALTAR'D STATE
stand out. for good

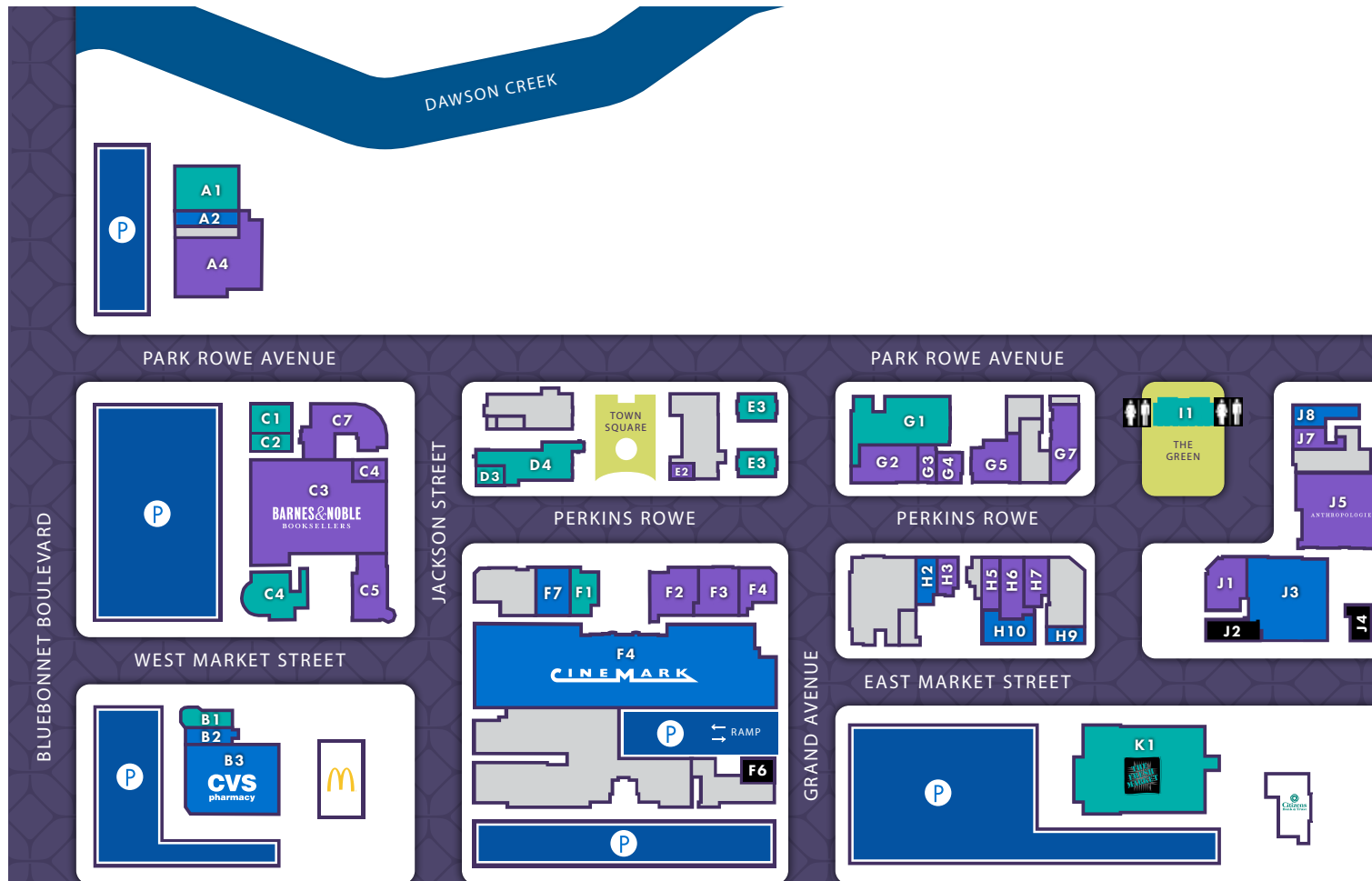
Z GALLERIE

free people

URBAN OUTFITTERS



PROPERTY MAP



SHOPPING

- | | |
|----------------------|--------------------------|
| G2 Altar'd State | A4 Orvis |
| C5 Alumni Hall | G7 Peregrin's Home Store |
| J5 Anthropologie | J1 Shades |
| C3 Barnes & Noble | J7 Sole Mates Boutique |
| H6 Buckfeather | G3 Square-d |
| G4 Cards and Culture | E2 Sunglass Hut |
| H3 Francesca's | C4 Sweet Baton Rouge |
| F4 Free People | G5 Tecovas |
| F3 Frock Candy | F2 Urban Outfitters |
| H7 Kendra Scott | C7 Versona |
| H5 Love My Reality | H1 Z Gallerie |

DINING

- E3 Bin 77
- D4 California Pizza Kitchen
- D3 Caroline's Cookies
- C1 Cava
- C2 Creamistry
- K1 The Fresh Market
- I1 Habanero's
- A4 La Madeleine
- A1 ROUJ Creole
- B1 Starbucks
- G1 Texas de Brazil
- F1 Jinya Ramen Bar

SERVICES

- H2 Body Sculpt Barre Studio
- F4 Cinemark Theatre
- B3 CVS Pharmacy
- A2 European Wax Center
- B2 FedEx Kinko's
- H9 Muse Aesthetics & Laser
- J7 Paris Parker
- J3 Spaces
- H10 Studyville
- F7 Venetian Nail Spa

PERKINS ROWE OFFICES

- J2 Perkins Rowe Residential Office
- F6 Perkins Rowe Security Office
- J4 Perkins Rowe Management office

TECOVAS



THE FRESH MARKET





SHOPPING

From national brands such as Anthropologie and Urban Outfitters, to locally-based and sought after boutiques such as Frock Candy and Dsquared, Perkins Rowe brings together a unique blend of more than 28 retailers. Every retailer within Perkins Rowe caters to a distinct variety of lifestyles, tastes and spending habits.



TECOVAS
FINE BOOTMAKERS™

free people



KENDRA
SCOTT

BARNES & NOBLE
BOOKSELLERS

ANTHROPOLOGIE

Z GALLERIE

URBAN OUTFITTERS

ALTAR'D
STATE

francesca's
COLLECTIONS

Frock Candy

ORVIS
ROD AND TACKLE

● sunglass hut

SHADES
Sunglasses and Casual Apparel
Est. 1987



square-
CLOTHING

DINING

In Louisiana, food is king and the centerpiece of social engagement. Whether it's a full-service dinner in an elegant setting, lunch with cocktails on the patio, a bite of local flare or international cuisine, Perkins Rowe has what you crave on the menu.





LIVING

As a true urban-life community with 646 multi-family units, Perkins Rowe provides residents with a full slate of modern lifestyle amenities. Shopping, dining, entertainment, green space, community – the list is endless. Perkins Rowe places your lifestyle at your fingertips.



CINEMARK

The Best Seat In Town



PARIS PARKER



COMMUNITY

Perkins Rowe is an active leader within our community at-large. Throughout the year, Perkins Rowe takes a proactive roll in supporting organizations and causes that benefit the interests of the Greater Baton Rouge Area. These gatherings shine a positive light on the Perkins Rowe family, and offer opportunities for all Perkins Rowe tenants, shoppers and residents to engage with one another while supporting worthwhile causes.



ROCK N ROWE CONCERT SERIES

Discover the sounds of a variety of local artists during our Spring and Fall concert series in the park.

PERKINS ROWE ARTS FESTIVAL

In collaboration with The Arts Council of Greater Baton Rouge, we put on a two-day arts festival comprised of different mediums of art, performances, and more!

SANTA ROCKS THE ROWE

With +5,000 attendees, this event is held on a merry and bright Louisiana Saturday night before the holidays. Free carriage rides, a visit from Santa, face painting and more make this event a family-friendly winter wonderland.

SUNSET WORKOUT SERIES

Experience a complimentary yoga, pilates, or barre session every Wednesday for a month during the spring and the fall seasons. These rejuvenating classes are hosted by a local boutique gym on The Green and held in the evening.

FOOD TRUCK ROUND UP

Curb your cravings with our much-anticipated culinary event each quarter! With over 10-12 participating food trucks, there's sure to be something to tempt your taste buds!

REDEVELOPMENT

As the managing partner for Perkins Rowe, Trademark Property continuously strives to evolve the property for the future state of retail. Part of that initiative includes redevelopment efforts, which were completed in 2019. Included in the redevelopment was the activation of both public green spaces, increased wayfinding for tenants and more.





TENANT MARKETING



33K+

Likes
@perkinsrowebr

3.6M+

Annual
Impressions



12.4K+

Followers
@perkinsrowebr



136K+

Annual Web Traffic
perkinsrowe.com





DIGITAL & SOCIAL

- Inclusion on property website and directories.
- Consistent social media posts on property social media channels with paid support when applicable.
- Opportunity to include info (offers, events, promotions) in monthly e-newsletter to subscribers as well as employees and residents.
- Influencer program for retail tenants.

PUBLIC RELATIONS

- Press releases coordinated with tenants.
- Extensive relationships with local media with the ability to offer turnkey services.

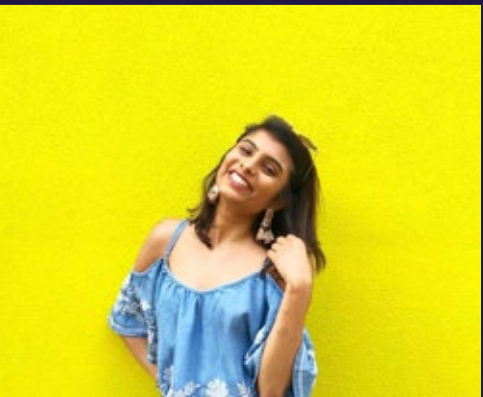


ADVERTISING & EVENTS

- Rock N Rowe concert series, Arts Festival, Santa Rocks the Rowe, Food Truck Round-Ups, Blogger Crawls, Charity Events, Seasonal Events and more!
- General campaigns for center brand awareness across digital, social, print and out-of-home mediums.
- Engagement opportunities for all property events.



#SHOWYOURROWE



PERKINS
ROWE



TRADEMARK

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PERKINSROWE.COM

#SHOWYOURROWE

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