

OFFERING MEMORANDUM

General De Gaulle Storage

6001 WOODLAND HIGHWAY, NEW ORLEANS, LA 70131

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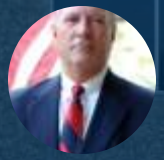
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Co-Founded by Alan and John Lindsey, Lindsey Self Storage Group's only focus is self-storage. We are backed by over 50 years of experience in every aspect of the self-storage industry, including, but not limited to: brokerage, and management. Lindsey Self Storage Group is the name in self-storage.

Table of Contents

03 INVESTMENT OVERVIEW

11 FINANCIAL ANALYSIS

14 MARKET OVERVIEW



GENERAL DE GAULLE STORAGE

Investment Overview

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About the Investment



111,522
TOTAL NRSF

661
TOTAL UNITS

63,350
CLIMATE CONTROLLED NRSF

514
CLIMATE CONTROLLED UNITS

14,092
WAREHOUSE/OFFICE NRSF

6
WAREHOUSE/OFFICE UNITS

$8,999,000
PURCHASE PRICE

66
OUTDOOR PARKING SPACES

34,080
INDOOR PARKING NRSF

71%
SF OCCUPANCY

About the Investment

General De Gaulle Storage at 6001 Woodland Highway offers out-of-state capital a rare 10-acre contiguous Westbank site with land available for additional development — scale that is increasingly scarce in this market. With 54% unit occupancy and 60% economic occupancy today, the asset presents material lease-up and rate upside: achieved revenue of $665,643 against $1,088,689 gross potential, underwritten to grow NOI from $315,701 (T-5 Adj) to $859,548 by Year 5 under professional management. Diversified income streams span climate-controlled storage, indoor and outdoor parking, and warehouse/office suites.

Investment Highlights

- NEW ORLEANS MSA
- 10-ACRE PARCEL
- OVER 72,000 PEOPLE IN A 3-MILE RADIUS
- OVER 27,000 HOUSEHOLDS IN A 3-MILE RADIUS
- MEDIAN HOUSEHOLD INCOME IS OVER $69,000 IN A 3-MILE RADIUS
- MANAGEMENT & OCCUPANCY UPSIDE
- ROOM FOR STORAGE/PARKING/RV EXPANSION
- SIGNIFICANT CAPITAL EXPENDITURES



The Terms

INTEREST OFFERED

Fee simple interest in General De Gaulle Storage, a 105,705-square-foot storage facility located at 6001 Woodland Hwy, New Orleans, LA 70131.

TERMS OF THE SALE

General De Gaulle Storage is offered on an Open Bid basis, free and clear of existing debt.

OFFERS

All offers should be submitted in a Letter of Intent format, indicating the deposit amount, length of the contingency period, and the proposed close of escrow.

INVESTOR IDENTIFICATION

The purchasing entity should identify the owner thereof and include a resume outlining their relevant ownership and/or management experience of comparable properties, as well as a statement for proof of funds.

The Offering

General De Gaulle Storage offers a rare opportunity in the New Orleans/Metairie market: a 10.0-acre parcel at 6001 Woodland Hwy in the Westbank submarket. The site currently totals 63,350 NRSF of interior climate-controlled storage, 34,080 NRSF of indoor parking, and 8,275 NRSF of warehouse/office. Its lot size and scale are extraordinary for this market, where large contiguous sites are increasingly scarce. The 20x50 office space is rented by Hollywood Costume and the 82x80 industrial suite is rented by a church; an **additiona**l ~5,817 SF of office/retail is vacant and not represented in the unit mix.

In addition to the existing storage there are 66 outdoor parking spaces, with significantly more room available for expansion or additional parking.

The site is currently owner-managed with one full-time and one part-time manager, and an AI call center ($49/mo) covers off-hours and missed calls—professional management is the clear upside lever.

The owner has completed numerous capital improvements since acquiring the site (see the Capital Expenditures page).



6001 Woodland Hwy

TOTAL UNITS
661

TOTAL NRSF
111,522

ECONOMIC OCCUPANCY
60%

UNIT OCCUPANCY
54%

Capital Expenditures

- BRAND NEW HVAC UNITS
- ALL INTERIOR AND EXTERIOR LIGHTING REPLACED WITH LED
- NEW FRONT ROLL UP DOOR AND OFFICE ENTRANCE DOORS
- UPGRADED PTI GATE CONTROLS
- NEW SITE WIDE CAMERA SYSTEM
- RED AND GREEN INDICATOR LIGHTS ON ALL OUTSIDE ACCESS GARAGE DOORS
- NEW ROOF WORK ADDING SIGNIFICANT LIFE TO THE ROOF
- NEW INTERIOR AND EXTERIOR PAINT
- REMODELED OFFICE
- RENOVATED REAR WAREHOUSE FOR INSIDE CLIMATE CONTROLLED PARKING
- UPDATED CAULKING/WATERPROOFING ON EXTERIOR SOLID CONCRETE WALL JOINTS
- NEW REMOTE ACCESS CONTROLS FOR ALL OUTSIDE ACCESS GARAGE DOORS
- NEW SAFETY BEAM CURTAINS OUTSIDE ACCESS GARAGE DOORS

Investment Details

Property	General De Gaulle Storage
Property Address	6001 Woodland Hwy
Assessor's Parcel Number	513829524
Total NRSF	111,522
Total Units	661
Climate Controlled NRSF	63,350
Climate Controlled Units	514
Indoor Parking NRSF	34,080
Indoor Parking Units	76
Warehouse/Office NRSF	14,092
Warehouse/Office Units	5
Parking Spaces	66
Lot Size	10 Acres
Year Built / Expanded	1960
Land For Additional Development	Yes
Foundation	Concrete
Framing	Steel
Exterior Walls	Steel
Parking Surface	Asphalt/Concrete
Roof	Flat
Entry	Keypad




GENERAL DE GAULLE STORAGE
6001 WOODLAND HWY
NEW ORLEANS, LA 70131, USA
OFFICE RENTAL
STORAGE OFFICE
INDUSTRIAL SUITE
6,500 GSF
INDOOR CC STORAGE
80,000 GSF
5,817 SF SPACE
NOT IN UNIT MIX
INDOOR PARKING
INCLUDING DRIVE ISLES
WAREHOUSE PARKING
38,000 GSF



GENERAL DE GAULLE STORAGE

Financial Analysis

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Unit Mix

Unit Type	Width	Length	NRSF / Unit	Unit Mix %	Total NRSF	Occupied NRSF	Occupied NRSF %	Total Units	Occupied Units	Occupied Units %	Achieved Rate	Achieved Rate/NRSF	Achieved Revenue	Economic Occupancy	Street Rate	Street Rate/NRSF	Potential Revenue
Interior - CC	5	5	25	1%	1,375	75	5%	55	3	5%	$48	$1.91	$1,716	6.7%	$39	$1.56	$25,740
Interior - CC	10	5	50	0%	200	150	75%	4	3	75%	$59	$1.18	$2,124	88.5%	$50	$1.00	$2,400
Interior - CC	5	10	50	3%	4,350	2,350	54%	87	47	54%	$48	$0.96	$27,151	58.0%	$44	$0.88	$45,936
Interior - CC	5	15	75	1%	1,125	600	53%	15	8	53%	$82	$1.10	$7,908	58.6%	$75	$1.00	$13,500
Interior - CC	8	10	80	0%	400	240	60%	5	3	60%	$79	$0.99	$2,860	61.9%	$77	$0.96	$4,620
Interior - CC	10	10	100	8%	12,300	5,100	41%	123	51	41%	$113	$1.13	$69,242	43.0%	$109	$1.09	$160,884
Interior - CC	10	15	150	11%	16,050	8,400	52%	107	56	52%	$138	$0.92	$92,971	55.0%	$134	$0.89	$172,056
Interior - CC	10	20	200	10%	15,000	6,200	41%	75	31	41%	$160	$0.80	$59,509	42.9%	$159	$0.80	$143,100
Interior - CC	10	25	250	4%	5,750	4,500	78%	23	18	78%	$206	$0.82	$44,388	80.8%	$199	$0.80	$54,924
Interior - CC	10	30	300	4%	5,100	4,800	94%	17	16	94%	$319	$1.06	$61,217	93.1%	$322	$1.07	$65,761
Interior - CC	15	30	450	1%	900	900	100%	2	2	100%	$414	$0.92	$9,936	70.3%	$589	$1.31	$14,139
Interior - CC	20	40	800	1%	800	800	100%	1	1	100%	$255	$0.32	$3,060	100.0%	$255	$0.32	$3,060
Totals				**44%**	**63,350**	**34,115**	**54%**	**514**	**239**	**46%**		**$0.93**	**$382,082**	**54.5%**		**$0.93**	**$706,120**
Office Space	20	50	1,000	1%	1,000	1,000	100%	1	1	100%	$1,405	$1.41	$16,860	91.8%	$1,530	$1.53	$18,358
Industrial Suite	82	80	6,499	4%	6,499	6,499	100%	1	1	100%	$2,909	$0.45	$34,908	83.7%	$3,473	$0.53	$41,682
Indoor Parking	12	20	240	2%	2,400	1,920	80%	10	8	80%	$146	$0.61	$14,030	56.5%	$207	$0.86	$24,820
Indoor Parking	12	40	480	8%	11,040	11,040	100%	23	23	100%	$179	$0.37	$49,352	78.4%	$228	$0.48	$62,953
Indoor Parking	12	40	480	6%	8,160	8,160	100%	17	17	100%	$221	$0.46	$45,123	89.2%	$248	$0.52	$50,600
Indoor Parking	12	40	480	9%	12,480	11,520	92%	26	24	92%	$200	$0.42	$57,583	79.6%	$223	$0.46	$69,510
Indoor Room	8	12	96	0%	96	96	100%	1	1	100%	$0	$0.00	$0	0.0%	$96	$1.00	$1,152
Warehouse Room	8	22	176	0%	176	0	0%	1	0	0%	$0	$0.00	$0	0.0%	$160	$0.91	$1,920
Warehouse Room	24	21	504	0%	504	0	0%	1	0	0%	$0	$0.00	$0	0.0%	$540	$1.07	$6,480
Totals				**29%**	**42,355**	**40,235**	**95%**	**81**	**75**	**93%**		**$2.42**	**$217,855**	**77.7%**		**$0.55**	**$277,475**
Parking	12	20	240	2%	2,400	1,200	50%	10	5	50%	$99	$0.41	$5,940	50.0%	$99	$0.41	$11,880
Parking	12	40	480	6%	8,640	5,280	61%	18	11	61%	$112	$0.23	$14,740	58.1%	$117	$0.24	$25,363
Parking	15	55	825	13%	18,975	15,675	83%	23	19	83%	$146	$0.18	$33,302	75.6%	$160	$0.19	$44,063
Parking	11	46	506	3%	4,554	1,012	22%	9	2	22%	$110	$0.22	$2,628	20.4%	$119	$0.24	$12,852
Parking	15	55	825	3%	4,950	4,950	100%	6	6	100%	$126	$0.15	$9,095	83.2%	$152	$0.18	$10,936
Totals				**27%**	**39,519**	**28,117**	**71.1%**	**66**	**43**	**65.2%**		**$0.19**	**$65,705**	**62.5%**		**$0.22**	**$105,094**
Grand Totals				**100%**	**145,224**	**102,467**	**70.4%**	**661**	**357**	**54.0%**		**$0.54**	**$665,643**	**61.2%**		**$0.62**	**$1,088,689**

Income & Expenses

General De Gaulle Storage	T-5	T-5(ADJ)	Year 1	Year 2	Year 3	Year 4	Year 5
REVENUES							
Gross Potential	$1,088,689	$1,088,689	$1,143,123	$1,257,435	$1,383,179	$1,452,338	$1,524,955
Vacancy + Discounts	$432,547	$432,547	$457,249	$440,102	$345,795	$290,468	$228,743
Rental Income	$656,142	$656,142	$685,874	$817,333	$1,037,384	$1,161,870	$1,296,211
Tenant Insurance	$22,071	$22,071	$23,071	$27,493	$34,895	$39,082	$43,601
Fees & Other Income	$14,236	$14,236	$14,881	$17,734	$22,508	$25,209	$28,124
Total Revenue	**$692,449**	**$692,449**	**$723,826**	**$862,559**	**$1,094,787**	**$1,226,161**	**$1,367,936**
EXPENSES							
Advertising and Promotion	$1,353	$10,000	$10,300	$10,609	$10,927	$11,255	$11,593
Call Center Fee	$7,750	$7,750	$7,983	$8,222	$8,469	$8,723	$8,984
Lawn and Grounds Care	$767	$3,600	$3,708	$3,819	$3,934	$4,052	$4,173
Property Insurance	$50,441	$50,441	$51,954	$53,513	$55,118	$56,772	$58,475
Payroll Expenses	$81,134	$81,134	$83,568	$86,075	$88,658	$91,317	$94,057
Employee Health Care Stipend	$3,877	$3,877	$3,993	$4,113	$4,236	$4,363	$4,494
Third Party Management	$0	$34,622	$36,191	$43,128	$54,739	$61,308	$68,397
Professional Fees	$0	$2,400	$2,472	$2,546	$2,623	$2,701	$2,782
Repairs and Maintenance	$33,939	$15,856	$16,331	$16,821	$17,326	$17,846	$18,381
Facility Software Expense	$11,633	$11,633	$11,982	$12,342	$12,712	$13,093	$13,486
General & Administrative	$0	$3,600	$3,708	$3,819	$3,934	$4,052	$4,173
Property Taxes	$74,042	$74,042	$76,263	$78,551	$121,792	$125,446	$129,209
Materials/Supplies/Sub Contractors	$32,618	$16,309	$16,798	$17,302	$17,821	$18,356	$18,906
Utilities	$61,484	$61,484	$63,328	$65,228	$67,185	$69,201	$71,277
Total Operating Expenses	**$359,038**	**$376,748**	**$388,581**	**$406,089**	**$469,474**	**$488,484**	**$508,388**
NOI							
Total NOI	**$333,411**	**$315,701**	**$335,246**	**$456,471**	**$625,313**	**$737,677**	**$859,548**



GENERAL DE GAULLE STORAGE

Market Overview

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Orleans Parish, LA

New Orleans is a dynamic metro with over 1.2 million residents, supported by a diverse economy anchored by healthcare, education, tourism, energy, and the Port of New Orleans. The city's unique culture and steady household formation drive consistent demand for both residential and commercial real estate. While housing values have seen modest declines in recent months, the market remains resilient, with strong renter concentrations and stable occupancy trends.

The self-storage sector in New Orleans has proven particularly robust. Average street rates for a 10×10 non-climate-controlled unit are approximately $124/month, reflecting a 5% year-over-year increase. New supply has slowed, creating favorable conditions for existing operators. With more than 68,000 renter households and high mobility across the metro, demand for storage remains healthy. This combination of demographic diversity, economic stability, and limited new development makes New Orleans a compelling environment for self-storage investment.

METRO HIGHLIGHTS

DIVERSE ECONOMIC BASE

New Orleans is supported by a diverse economy anchored by healthcare, education, tourism, energy, and the Port of New Orleans, driving steady household formation and consistent real estate demand.

HEALTHCARE ANCHOR

Healthcare employs more than 84,000 workers and contributes roughly $9 billion to the regional economy, while Greater New Orleans unemployment held at 4.4% in 2025.

ROBUST STORAGE DEMAND

With more than 68,000 renter households and high mobility metro-wide, storage demand remains healthy. New supply has slowed, and 10x10 non-climate street rates average about $124/month, up 5% year-over-year.

Community Profile: Orleans Parish

INCOME

The economic landscape of the parish presents a complex picture, with a median household income of $56,631, which trails both the Louisiana average of $60,756 and the national average of $80,734. Conversely, the per-capita income stands at $40,662, exceeding the state average of $35,038 but falling short of the U.S. figure of $44,673. This divergence between median household and per-capita figures suggests an uneven distribution of wealth throughout the community, a reality further underscored by the fact that approximately 22.6% of residents live below the poverty line.

EDUCATION

Orleans Parish benefits from a highly educated talent pool, highlighted by the fact that 39.5% of residents have attained a bachelor's degree or higher. This strong educational foundation leads the state and directly supports the region's professional and healthcare employment base. The local workforce's capabilities are continually bolstered by the presence of major academic institutions in the area, including Tulane University, Delgado Community College, and the University of New Orleans.

POPULATION

According to the ACS 2024 5-year estimates, Orleans Parish is home to 371,853 residents, creating a dense urban environment with approximately 2,194 people per square mile. The population has a median age of 38.8 years, reflecting a relatively young demographic base. Additionally, the community boasts a strong civic foundation with a high citizenship rate, as 96.6% of its residents were U.S. citizens as of 2024.

EMPLOYMENT

The local workforce is highly engaged, featuring a 60.7% labor force participation rate that actively outperforms the Louisiana average of 58.2%, while the Greater New Orleans unemployment rate held steady at 4.4% in 2025. Healthcare serves as a massive economic driver and one of the region's fastest-growing sectors, contributing over 84,000 jobs and a $9 billion impact to the regional economy. Furthermore, digital media stands out as a booming industry, experiencing a remarkable 51.8% surge in employment from 2014 to 2024, which complements other foundational local sectors like educational services and hospitality.

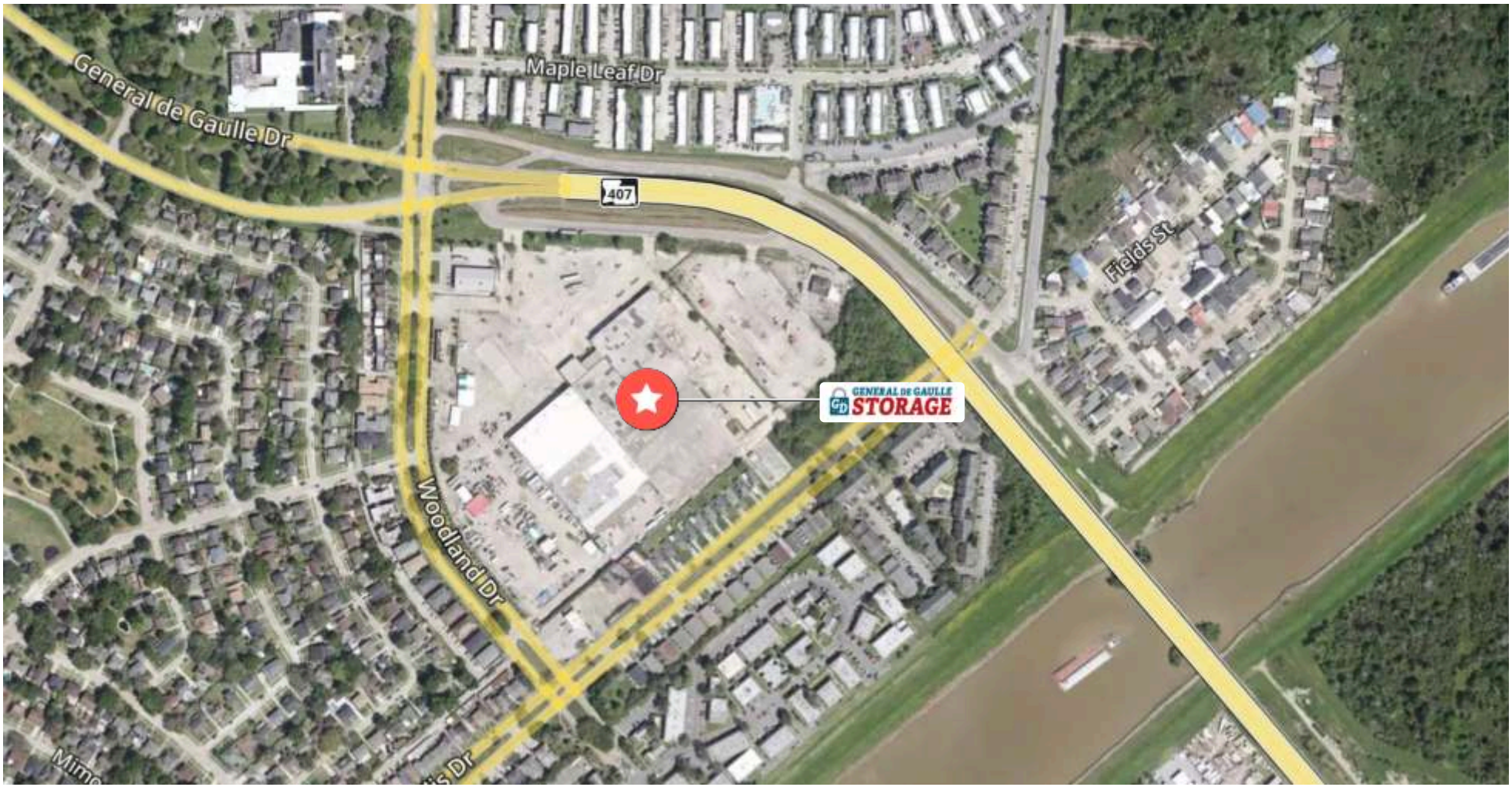
HOUSEHOLDS

The metro area counts 68,000+ renter households with high mobility. Steady household formation continues to drive consistent demand for residential and commercial real estate across Greater New Orleans. This strong concentration of renters, combined with steady household formation, directly fuels ongoing demand for residential and commercial real estate while underpinning a consistent need for flexible residential and commercial storage solutions.

HOUSING

The region's real estate and housing landscape is heavily characterized by high mobility, featuring over 68,000 renter households across the metro area. In 2024, the parish maintained a homeownership rate of 51.2% alongside a median property value of $315,700.

Transportation Map



TRAFFIC COUNT

Roadway	VPD	Year	Source
Woodland Highway (LA 406)	42,000	2025	LACDB
General De Gaulle Drive (LA 428)	56,000	2025	LACDB
Behrman Highway (LA 23 / US 90 BUS)	32,200	2025	LACDB

Major Employers



Orleans Parish's workforce is supported by a diversified Greater New Orleans employment base anchored by healthcare, higher education, maritime logistics, energy, and advanced manufacturing.

HEALTHCARE & INSTITUTIONAL ANCHORS

Ochsner Medical Center, University Medical Center New Orleans, and West Jefferson Medical Center anchor the region's expansive healthcare economy, joined by Tulane University as a premier higher education and research employer.

ENERGY, MARITIME & CORPORATE HQ

Entergy maintains its corporate headquarters in downtown New Orleans, while the Port of New Orleans serves as a critical economic driver for international maritime trade, logistics, and supply chain operations across the Gulf South.

AEROSPACE, DEFENSE & ADVANCED MANUFACTURING

The NASA Michoud Assembly Facility and Bollinger Shipyards provide a deep industrial manufacturing base for aerospace engineering and shipbuilding. Together, they offer diversified blue-collar and skilled-trade employment that supports long-term household and regional economic stability.

Employer	Industry	Employees	Distance
Ochsner Medical Center	Healthcare	4,500	10.0 mi
University Medical Center New Orleans	Healthcare	2,700	6.5 mi
West Jefferson Medical Center	Healthcare	1,700	6.3 mi
Port of New Orleans	Port & Logistics	500	4.7 mi
Tulane University	Higher Education	5,500	8.1 mi
NASA Michoud Assembly Facility	Aerospace & Defense	3,500	9.4 mi
Entergy	Energy	1,500	5.9 mi
Bollinger Shipyards	Shipbuilding & Defense	500	4.9 mi



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Co-Founded by Alan and John Lindsey, Lindsey Self Storage Group's only focus is self-storage. We are backed by over 50 years of experience in every aspect of the self-storage industry, including, but not limited to: brokerage, and management. Lindsey Self Storage Group is the name in self-storage.

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