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# Academy 2?

*Sporting goods retailer eyes La. Ave.*

By Leslie Turk

**A**cademy Sports + Outdoors, Acadiana's largest sporting goods retailer, plans to open a second Lafayette store in the Stirling Lafayette Shopping Center on Louisiana Avenue. While Stirling Properties' website shows a projected summer 2011 opening, it's unclear if the deal has been finalized.

Lafayette's original Academy relocated from Johnston Street to its current 120,000-square-foot space on Ambassador Caffery in 2006 and is commonly regarded as one of the top performers in the Texas-based chain, which has more than 100 stores across the Southeast.

A market analysis conducted for a prospect several years ago revealed that Acadiana has the highest concentration of hunting and fishing licenses in the state, LEDA President Gregg Gothreaux tells ABiz. An Academy at I-10 and Louisiana Avenue would draw from a market area of about 750,000 people, he says.

Stirling Properties declined comment, and an Academy spokeswoman was out of her office and could not be reached before press time.