

## ***SITE 5 RETAIL DEVELOPMENT***

### **TARGET SITE AND DEVELOPMENT CONCEPT**

- The Target Site is a vacant shopping center on General DeGaulle/Woodland Highway and Woodland Drive.
- The development concept is to redevelop the site as an Urban Village

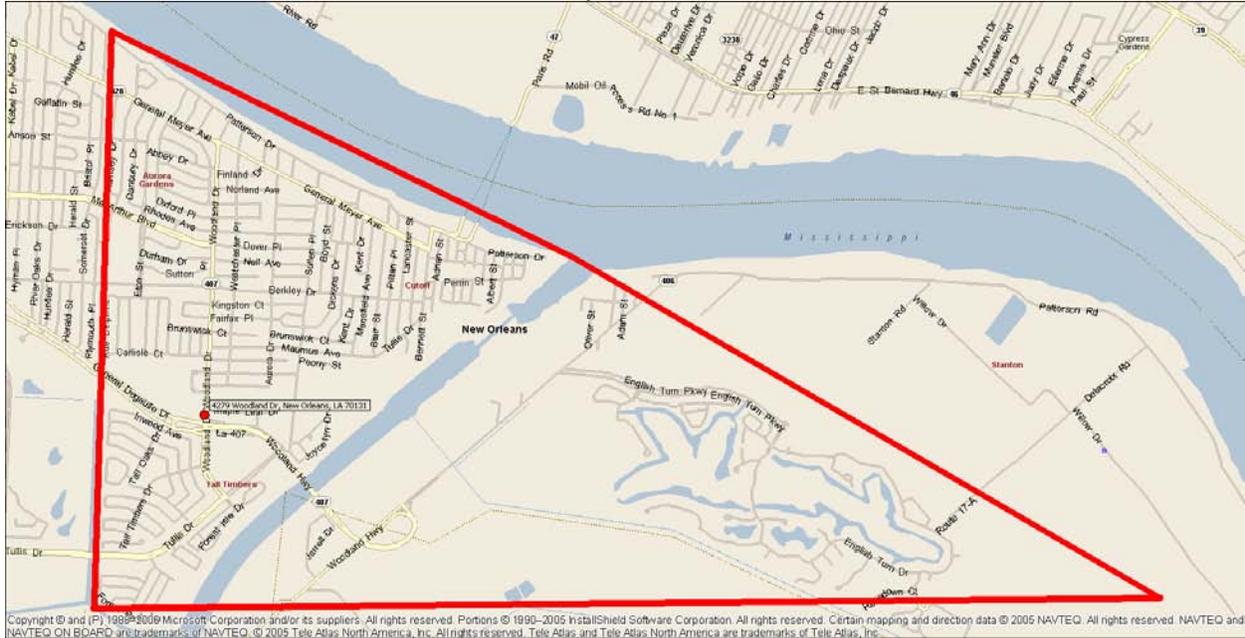
### **EXISTING CONDITIONS AND RETAIL COMPETITION**

- There are two significant community retail nodes within a 10- to 15-minute drive from the Target Site: the Behrman Highway/General DeGaulle Avenue retail node and the Belle Chasse Highway/Manhattan Avenue retail node. Both Rouses and Winn-Dixie have stores in each of these competitive areas.
- There are a number of national retail chains located in these retail nodes as well (Wal-Mart, Home Depot, Target, etc.).

### **RETAIL TRADE AREA**

- The Target Site must be positioned to be a convenient shopping alternative to these more powerful retail nodes.
- The Target Site's target market is, thus, nearby households. The Trade Area would include those households residing in the English Turn Golf and Country Club.

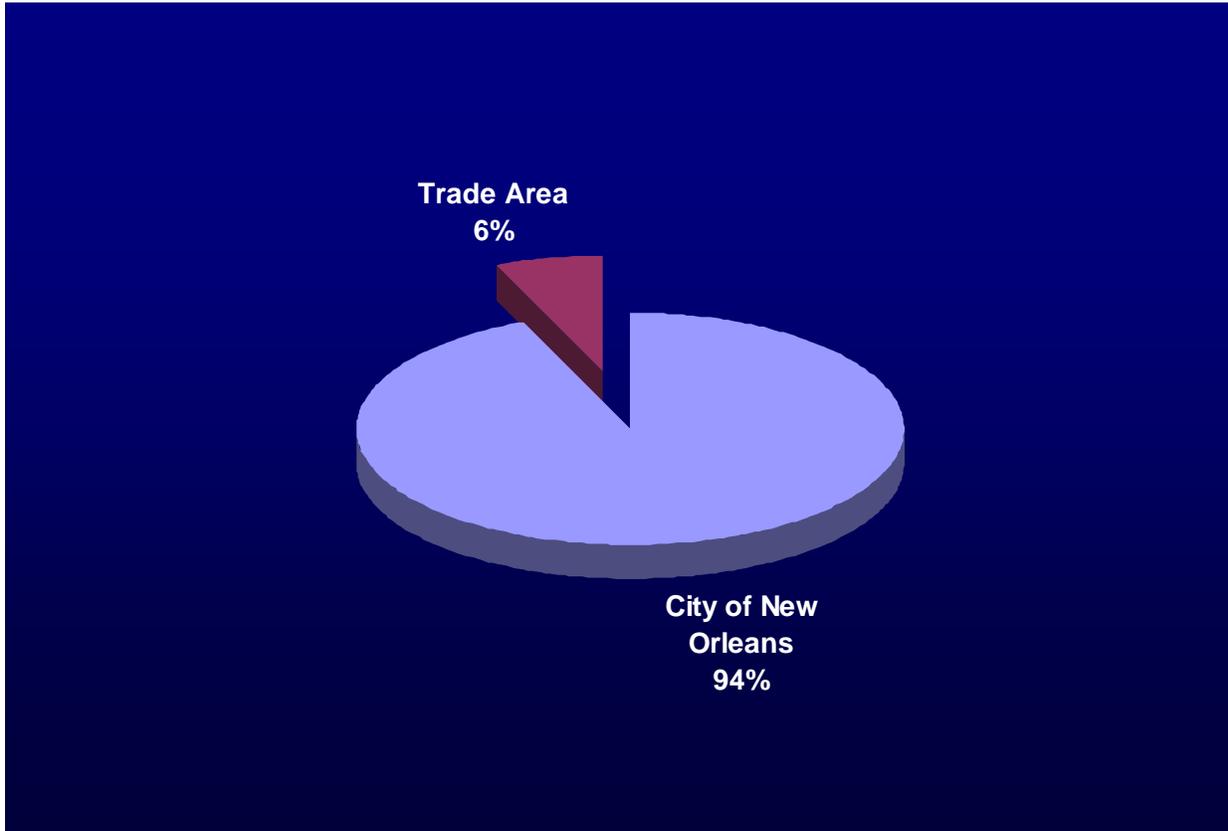
### Primary Trade Area



### DEMOGRAPHICS WITHIN THE RETAIL TRADE AREA

- Claritas, Inc., a national consumer research organization, is the source of the Trade Area demographic information.
- City population data comes from GCR Consulting. GCR provided 2009 population estimates and 2013 population projections. These estimates have been applied to 2008 data on household composition, income, age and race data provided by Claritas, Inc.

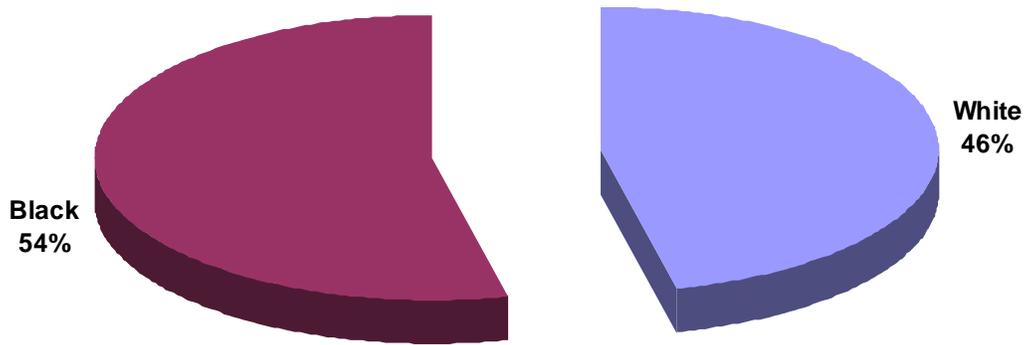
**Population  
City of New Orleans and Site 5 Trade Area  
2008**



*Source: Claritas, Inc.*

- Claritas, Inc. estimated that there were approximately 20,880 people residing in the Trade Area in 2008. The Trade Area population comprised only 6 percent of New Orleans' total population.
- Claritas projects that the population of the Trade Area will increase by only 5 percent between 2008 and 2013. Relatively little trade area growth projected over the next five years is a major retail development constraint.
- Using Claritas' estimates of household composition, in 2008 there were approximately 7,100 households in the Trade Area.

**Race  
Site 5 Trade Area  
2008**

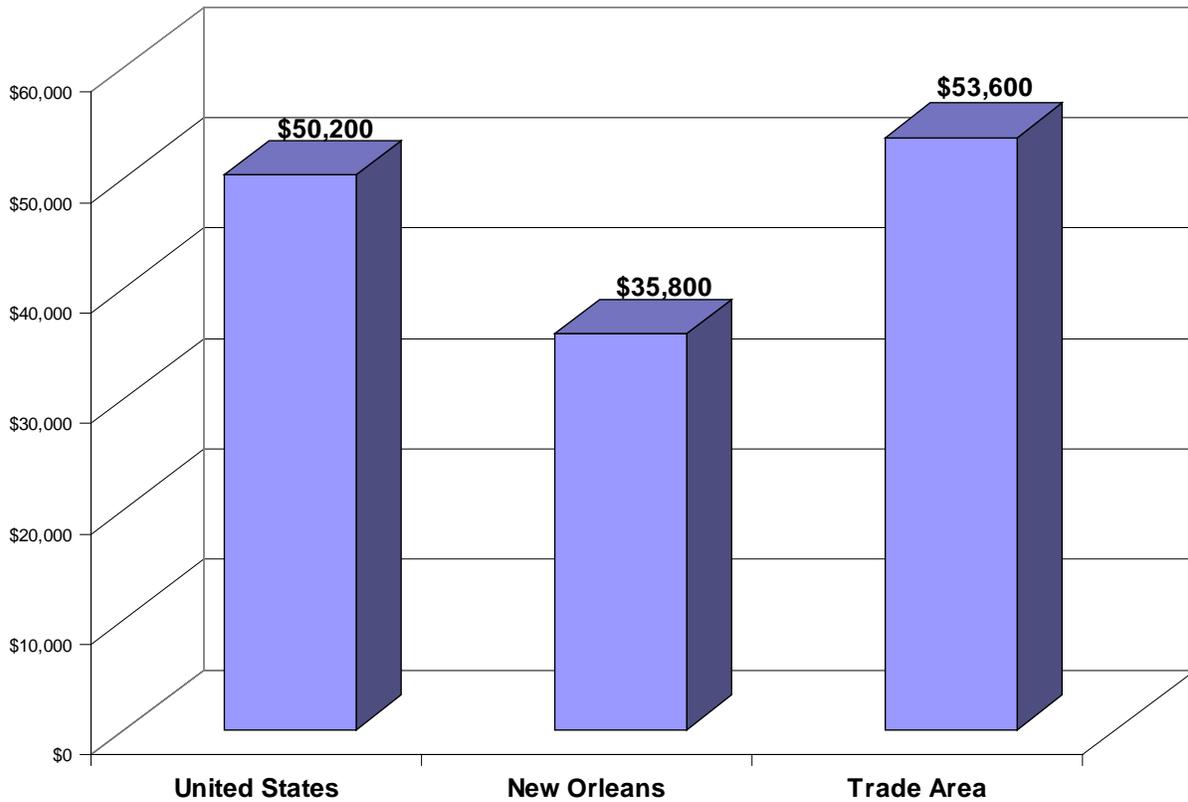


*Source: Claritas, Inc.*

- According to Claritas, in 2008 the Trade Area's population was 54 percent Black/African American. This compares to 61 percent Black/African American in the City.



**Median Income  
United States, New Orleans, Site 5 Trade Area  
2008**

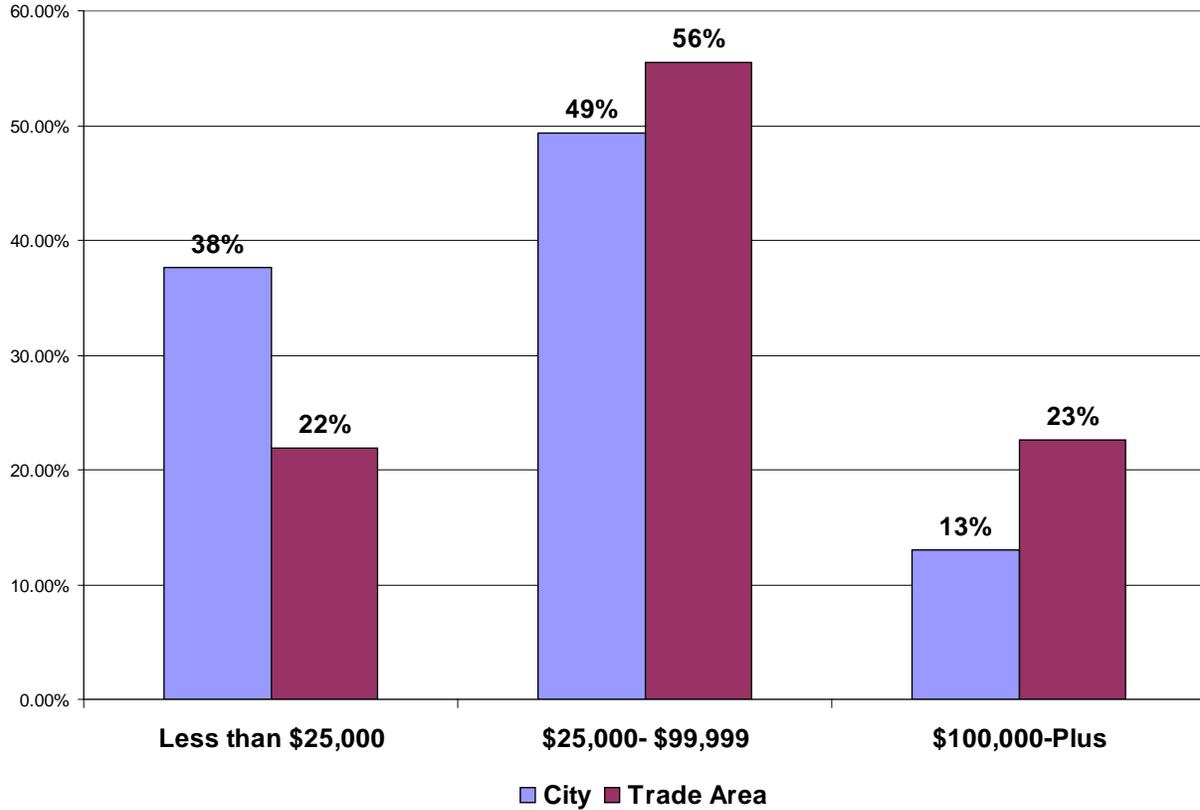


Source: Claritas, Inc.

- Claritas estimates that the median income in the Trade Area was \$53,600 in 2008, well above the New Orleans median of \$35,800. The trade Area's median income was above the national average.



### Income Distribution New Orleans, Site 5 Trade Area 2008

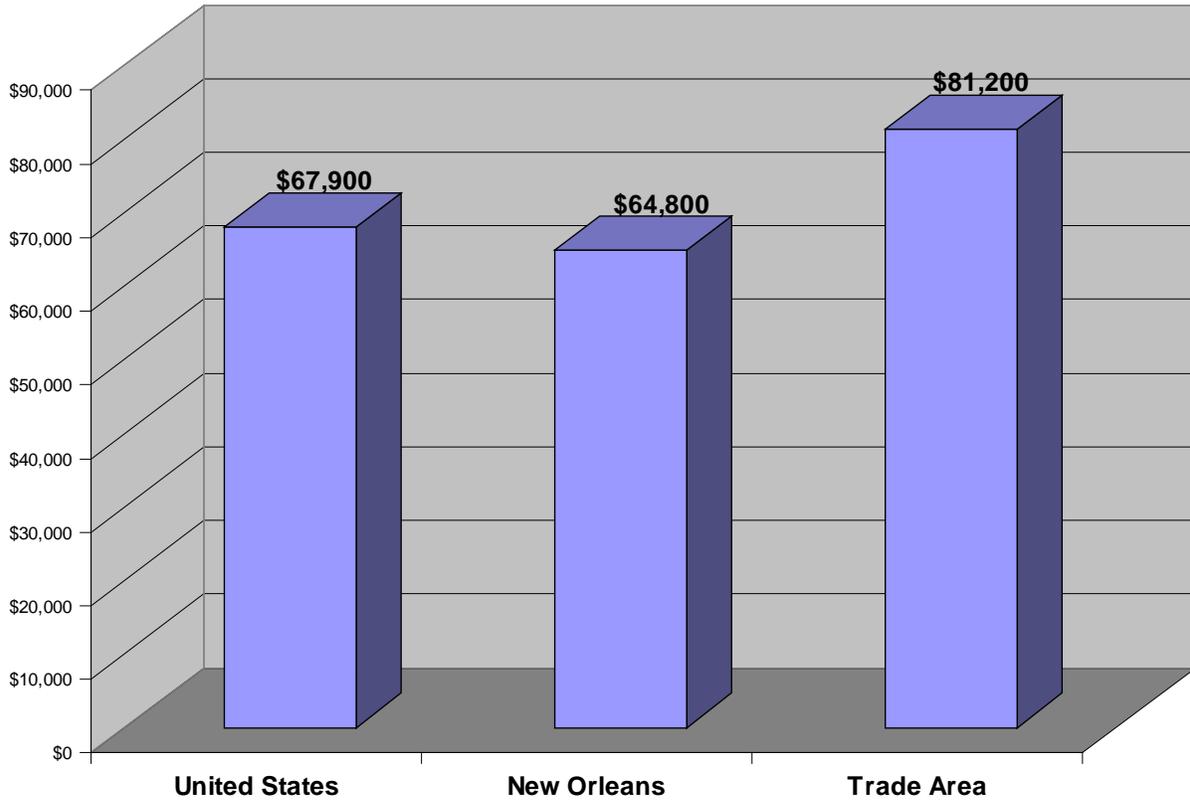


Source: Claritas, Inc.

- Most of the households in the Trade Area have incomes between \$25,000 and \$99,999. The Trade Area has a far lower share of its households in the low income brackets (earning less than \$25,000 per year) and far more households in the higher income brackets as compared to the City as a whole.



**Average Income  
United States, New Orleans, Site 5 Trade Area  
2008**

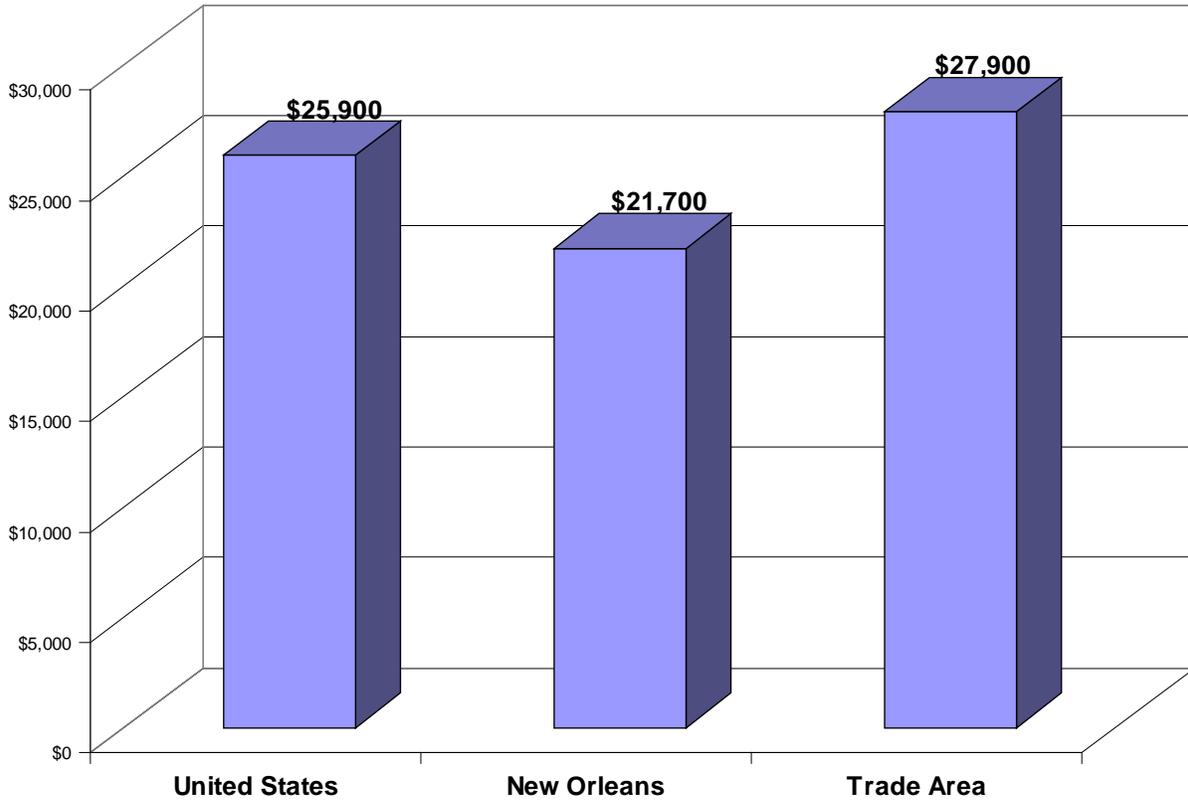


Source: Claritas, Inc.

- Households within the Trade Area have an average income of \$81,200! The Trade Area's average income is well above the Nation's and City's average income. Retail investors are attracted to locations accessible to high income households.



**Per Capita Income  
United States, New Orleans, District 6 Trade Area  
2008**



Source: Claritas, Inc.

- The Trade Area's 2008 per capita income of \$27,900 was above the New Orleans' per capita income of \$21,700. Claritas estimates that the average household in the Trade Area contained 2.94 people. The average household size in New Orleans was estimated to be 2.6 persons.

**RETAIL EXPENDITURE POTENTIAL**

- Trade Area residents have approximately \$245 million of retail spending potential. By 2013 retail spending potential will increase to \$253.7 million.



**Retail Spending Potential  
Transit Village Trade Area  
2009 and 2013**

	<b>2009</b>	<b>2013</b>
Automobile Sales and Gas	\$70,497,000	\$73,129,000
Non-Store Retail	\$15,602,000	\$16,184,000
Shopping Center-Inclined Retail	<u>\$158,522,000</u>	<u>\$164,441,759</u>
<b>Total</b>	<b>\$244,621,000</b>	<b>\$253,754,759</b>

Source: Claritas, Inc.; W-ZHA

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- Approximately, two-thirds of the Trade Area’s retail spending will occur in stores typically found in a town center or shopping center environments. These stores, called “shopping center-inclined stores”, include the following store types: general merchandise; furniture and furnishings; electronics and appliance; building materials and garden equipment; food and beverage, health and personal care; apparel and accessories; hobby, sporting goods, and musical instruments; miscellaneous shopper’s goods stores; and eating and drinking places.

**Shopping Center-Inclined Retail Expenditure Potential  
2013**

Convenience		\$46,856,000
	Food and Beverage	\$31,984,000
	Drug	\$14,873,000
General Merchandise, Apparel, Furniture, Other Shopper's Goods		\$68,859,000
	General Merchandise	\$32,384,000
	Other	\$36,475,000
Building Materials		\$26,664,000
Eating and Drinking		<u>\$22,063,000</u>
<b>Total Shopping Center-Inclined Retail</b>		<b>\$164,442,000</b>

Source: Claritas, Inc.; W-ZHA

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- Supporting a supermarket at this location would require an unrealistically high capture of the Trade Area’s food expenditure potential. This is particularly unlikely given the presence of both a Winn-Dixie and Rouses within a reasonable driving distance.
- There may be a market for a small specialty grocery targeted to the higher income household market. The market could support a drug store at this location.

- There is insufficient market to support a large home improvement or general merchandise store at this location.
- With an appropriate complement of high-end housing to create a Village environment, there may be an opportunity to develop a small number of specialty stores oriented to serving the shopping needs of nearby residents. Card shops, a gift shop, florists, a wine shop, etc. are potential tenants.
- In conclusion, this Target Site's redevelopment will not be driven by retail, but, instead with residential development. If high income households reside in new housing on the Target Site there may be an opportunity for a limited amount of retail (approximately 40,000 square feet).
- The retail will serve as an amenity to the housing. Most of the Trade Area's day-to-day shopping will continue to occur to the north in the vicinity of the intersection between General DeGaulle Avenue and Behrman Highway.