

## ***DISTRICT 6 RETAIL DEVELOPMENT***

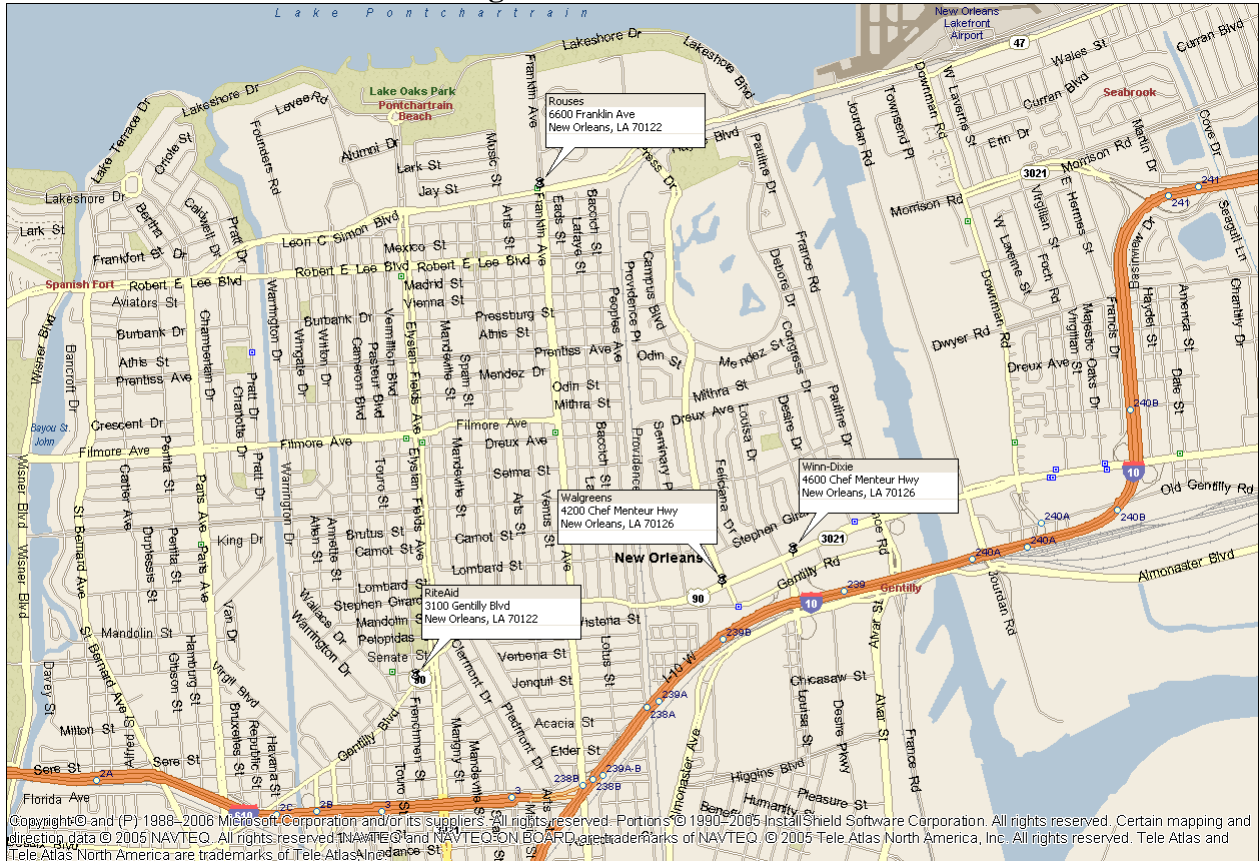
### **TARGET AREAS AND DEVELOPMENT CONCEPTS**

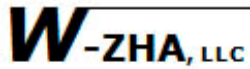
- One Target Area in District 6 is at the intersection of Gentilly Boulevard and Elysian Fields Avenue. The concept is to create a mixed-use center at this location. The retail would be oriented to serving the needs of the community surrounding it.
- A second Target Area is located on Chef Menteur Highway in the commercial/industrial area immediately west of the Industrial Canal. The concept for this site is commercial development.

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

- There are two supermarkets and three drug stores in District 6. A Walgreens and a Winn-Dixie food store are not located in shopping centers, but on Chef Menteur Highway. The Rouses food store is located in a well-occupied strip shopping center on Franklin Avenue near the University. The Rite Aid store is located in the Gentilly Boulevard and Elysian Fields Avenue Target Area. There is considerable building vacancy in this location.
- In terms of general merchandise there is a Family Dollar in the Gentilly Boulevard and Elysian Fields Avenue Target Area. There is an Ace Hardware store on Canal Boulevard.

### Drug Stores and Food Stores

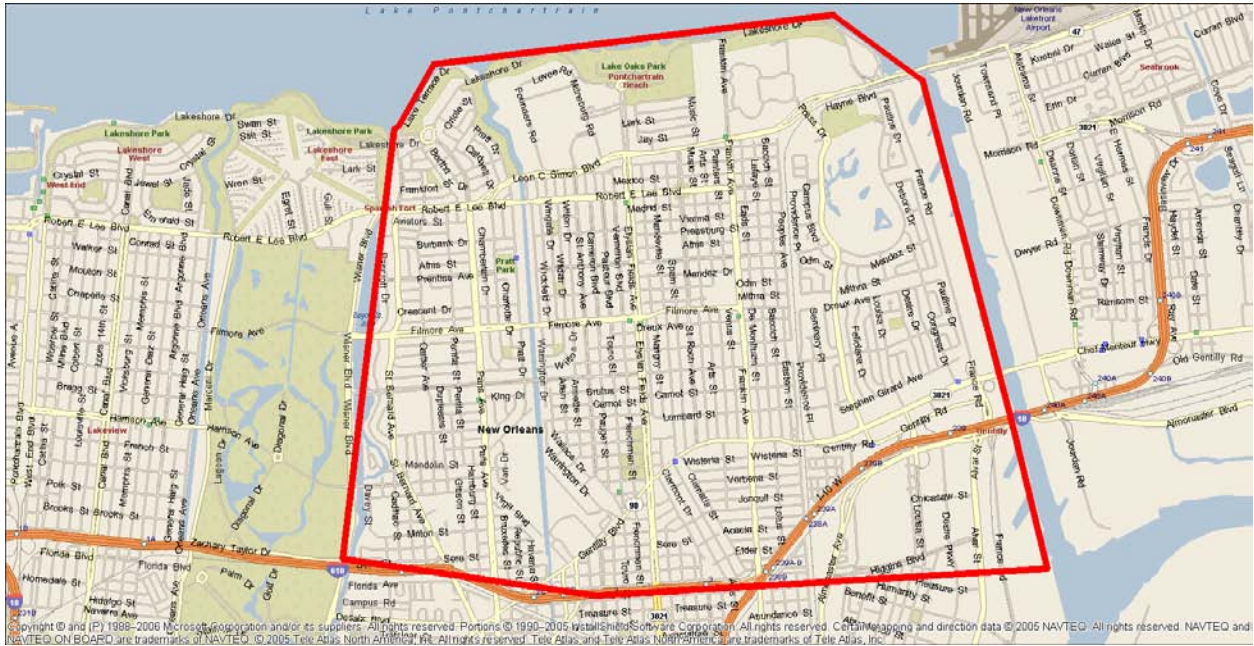




## RETAIL TRADE AREA

- The Trade Area for community serving retail is depicted on the following map.

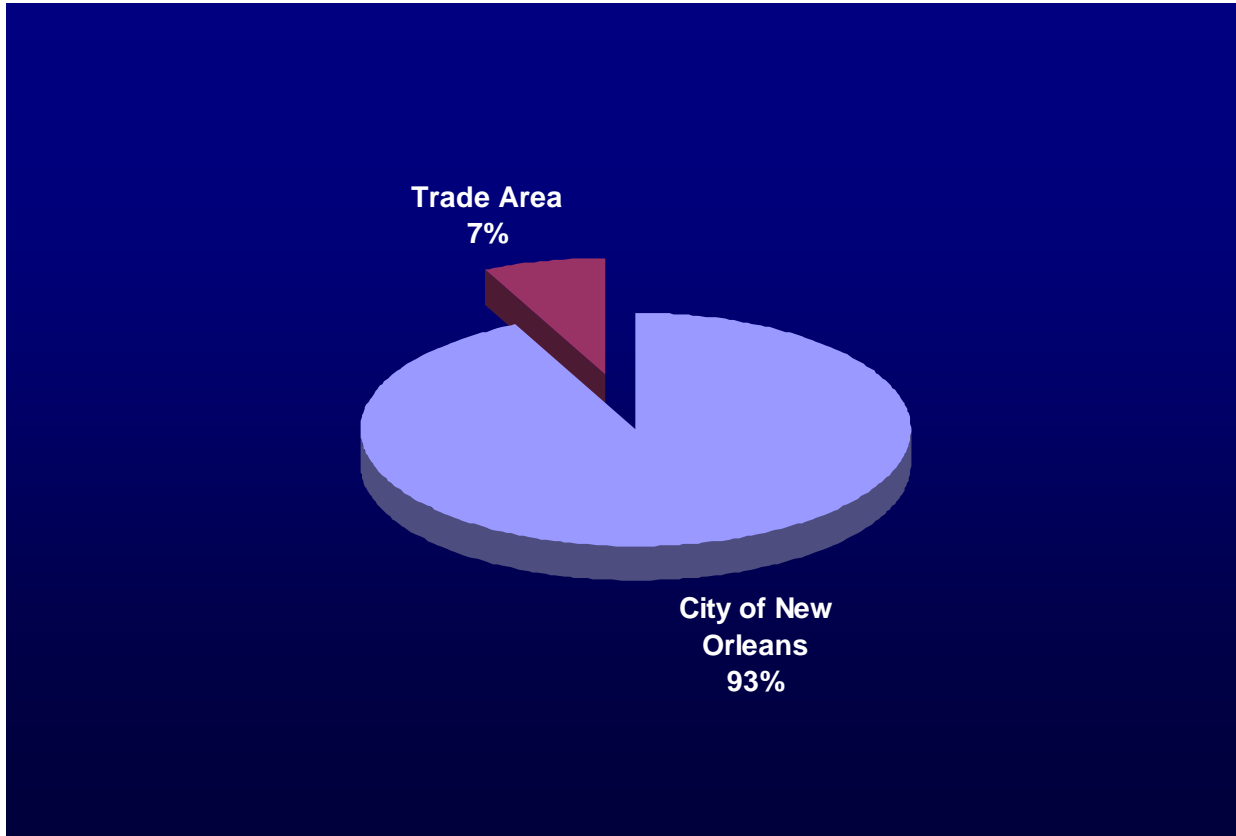
### Primary Trade Area District 6 Retail



## 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.

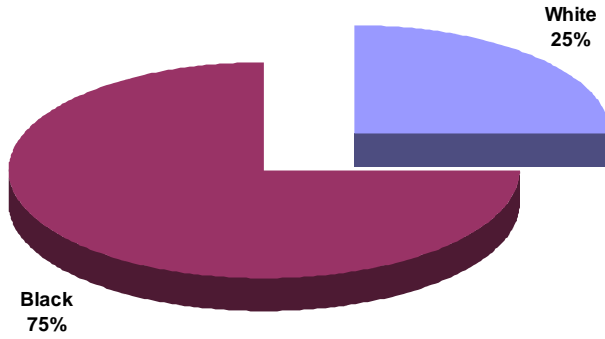
**Population  
City of New Orleans and District 6 Trade Area  
2008**



Source: Claritas, Inc.

- Claritas, Inc. estimated that there were approximately 23,000 people residing in the Trade Area in 2008. The Trade Area population comprised only 7 percent of New Orleans' total population. The Trade Area encompasses very low land; Hurricane Katrina caused major household dislocation in the Trade Area.
- Claritas projects that the population of the Trade Area will increase by almost 50 percent between 2008 and 2013. Even with this pace of growth, the Trade Area will fail to reach pre-Katrina population levels.
- Using Claritas' estimates of household composition, in 2008 there were approximately 8,400 households in the Trade Area. Assuming the same household composition, by 2013 Claritas projects there will be 12,340 households in the Trade Area. As a point of reference, 10,000 households can typically support two community centers. These centers are typically anchored by a food store (much like the center on Franklin Avenue near the University of New Orleans).

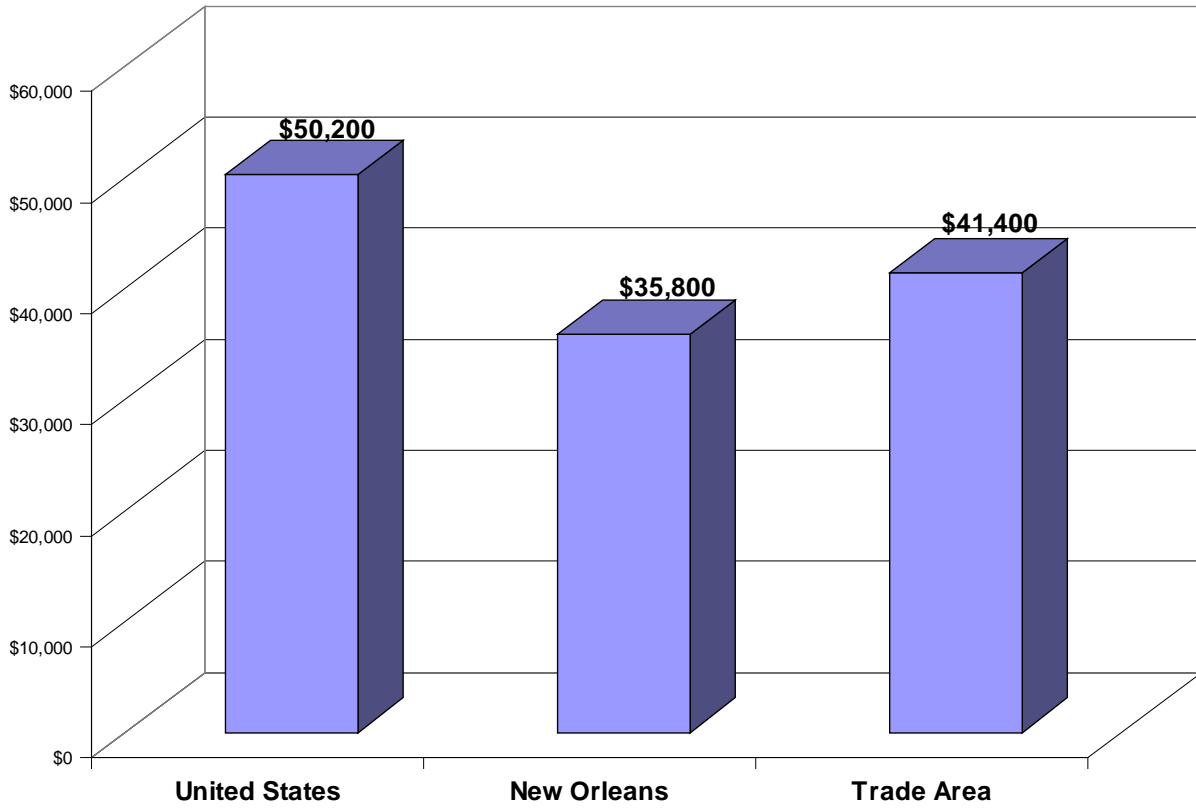
**Race  
District 6 Trade Area  
2008**



Source: Claritas, Inc.

- According to Claritas, in 2008 the Trade Area's population was 75 percent Black/African American. This compares to 61 percent Black/African American in the City.

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

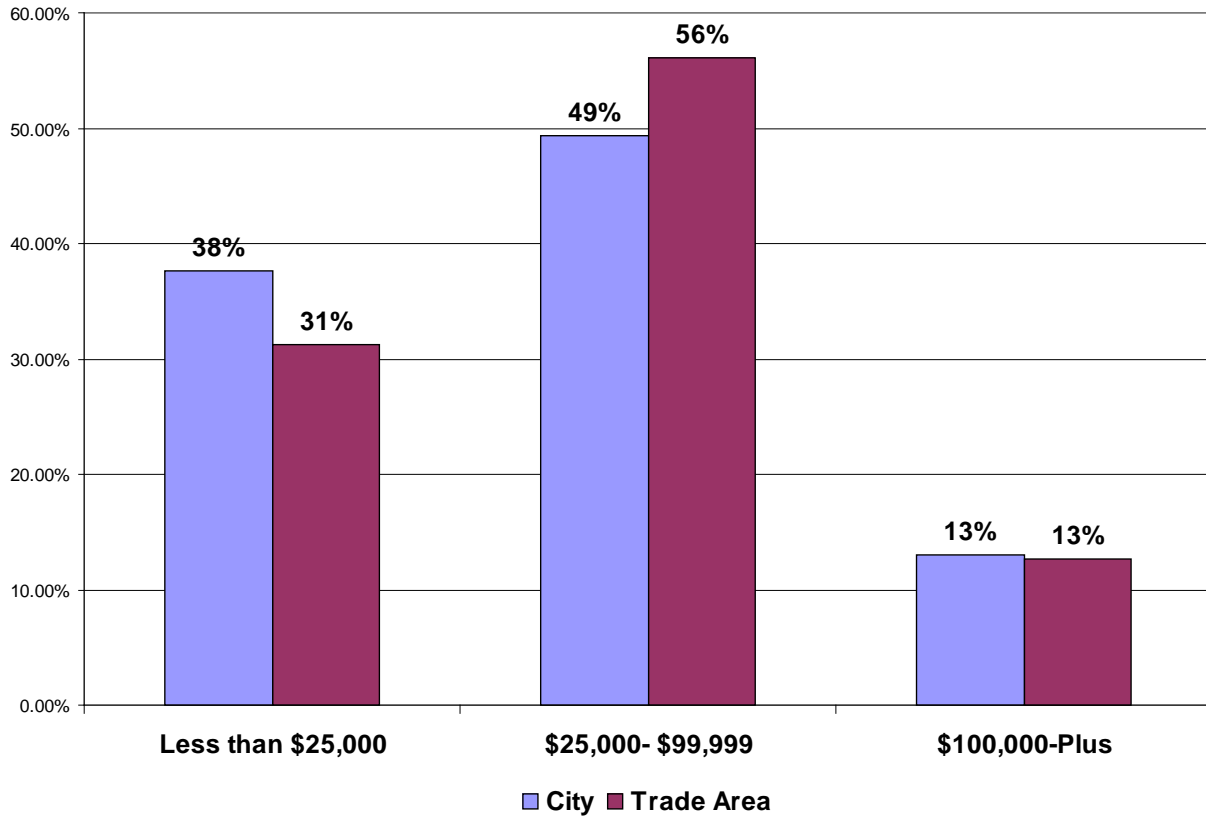


*Source: Claritas, Inc.*

- Claritas estimates that the median income in the Trade Area was \$41,400 in 2008, above the New Orleans median of \$35,800. Median income in both the Trade Area and the City is below the national average.



**Income Distribution  
New Orleans, District 6 Trade Area  
2008**

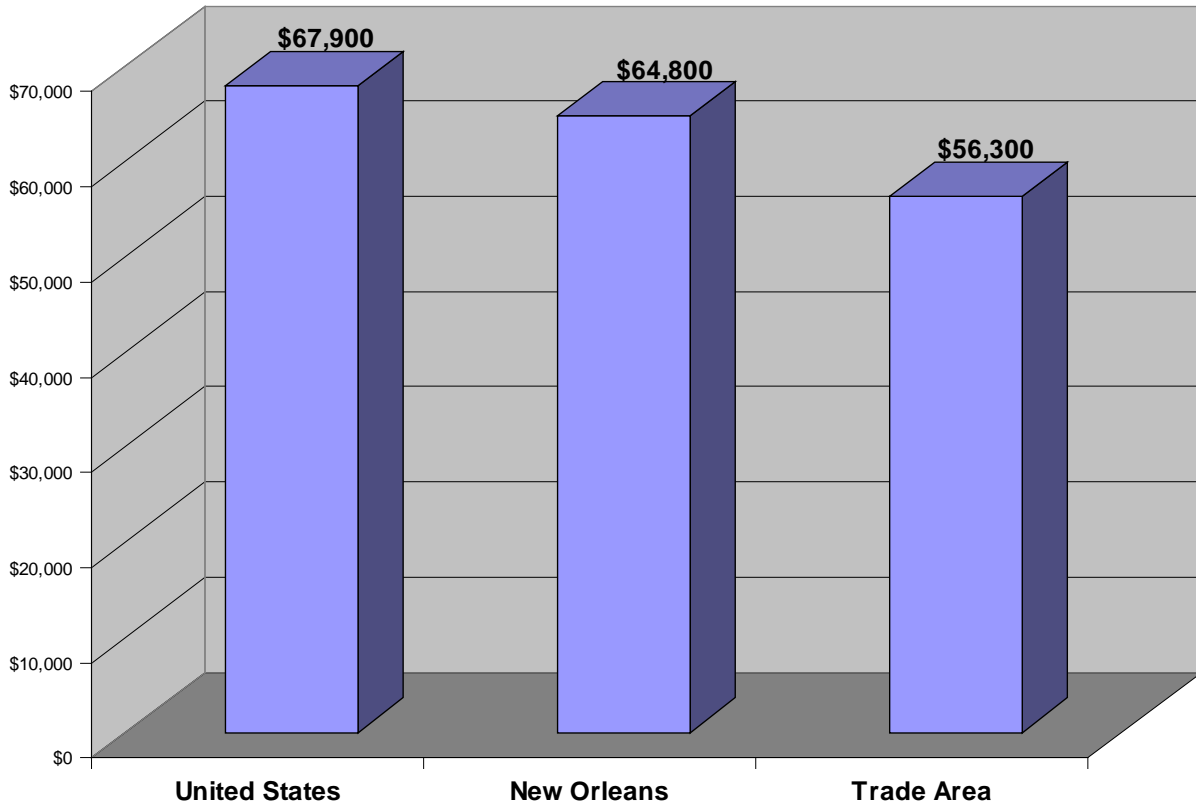


Source: Claritas, Inc.

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



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



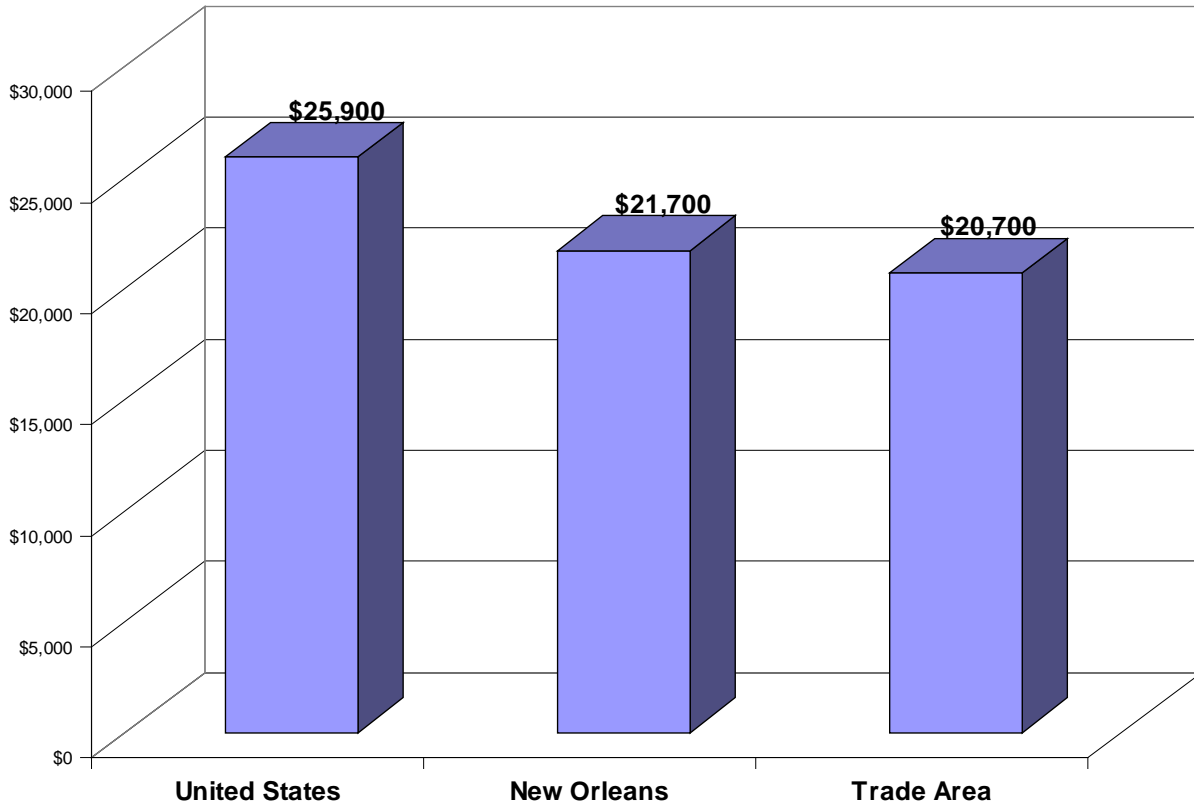
Source: Claritas, Inc.

- Households within the Trade Area have an average income of \$56,300. New Orleans' average household income is \$64,800. Average household income in the United States was \$67,900 in 2008.



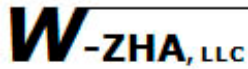


**Per Capita Income  
United States, New Orleans, District 6 Trade Area  
2008**



Source: Claritas, Inc.

- The Trade Area's 2008 per capita income of \$20,700 was below the New Orleans' per capita income of \$21,700. Claritas estimates that the average household in the Trade Area contained 2.48 people. The average household size in New Orleans was estimated to be 2.6 persons.



**RETAIL EXPENDITURE POTENTIAL**

- Trade Area residents have approximately \$306 million of retail spending potential. By 2013 retail spending potential will increase to \$450 million.

**Retail Spending Potential  
Earhart Trade Area  
2009**

	<b>2009</b>	<b>2013</b>
Automobile Sales and Gas	\$90,425,000	\$132,688,000
Non-Store Retail	\$18,979,000	\$27,850,000
Shopping Center-Inclined Retail	<u>\$196,780,000</u>	<u>\$288,750,990</u>
<b>Total</b>	<b>\$306,184,000</b>	<b>\$449,288,990</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.

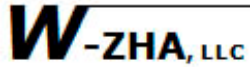
**Shopping Center-Inclined Retail Expenditure Potential  
2013**

Convenience		\$87,633,000
	Food and Beverage	\$59,738,000
	Drug	\$27,895,000
General Merchandise, Apparel, Furniture, Other Shopper's Goods		\$118,478,000
	General Merchandise	\$57,610,000
	Other	\$60,868,000
Building Materials		\$47,553,000
Eating and Drinking		<u>\$35,087,000</u>
<b>Total Shopping Center-Inclined Retail</b>		<b>\$288,751,000</b>

Source: Claritas, Inc.; W-ZHA

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- The Trade Area’s retail spending potential limits the amount of retail that can be developed. Capture rates for shopper’s goods stores will likely be low for the Trade Area because there will be considerable leakage to larger retail clusters that offer more breadth and depth in store offerings.



- By 2013, the Trade Area can support two to three supermarkets, three to four pharmacies, and approximately 100,000 to 150,000 square feet of other retail like hardware, apparel, miscellaneous retail, general merchandise stores and eating and drinking establishments. A total of 300,000 to 400,000 square feet.
- The Trade Area already contains two supermarkets (a Winn-Dixie and Rouses), two national chain drug stores, and miscellaneous retail.
- The Gentilly Boulevard and Elysian Fields Avenue Target Area is accessible to all of the Trade Area households and is where the community would like to see a community center develop.
- Near term retail development prospects are limited at this location. Neighborhood serving retail including a small grocery store (30,000 to 50,000 square feet), apparel and sundry shops, a hardware store, and take-out food establishments offer the greatest opportunity.
- The amount of retail developed will largely depend on obtaining an anchor for the Target Area like a small grocery store. An 80,000 to 100,000 square foot shopping center with a grocery store anchor is market supportable at this location. Without an anchor, retail in the Target Area will likely develop slowly.
- Given the target market, the retail in the Gentilly Boulevard and Elysian Fields Avenue Area has the potential to be pedestrian friendly and incorporated into a mixed-use environment.
- Retail prospects for the Chef Menteur Highway and Interstate 10 are relatively narrow, particularly if a super-community center is developed in New Orleans East. Big box retail visible to Interstate 10 is the most promising retail use for this redevelopment area. The redevelopment area is visible and has direct access to I-10. Interstate 10 effectively expands the Trade Area.
- A general merchandise store like Target or Wal-Mart would have potential at this location as well as a home improvement store like Home Depot or Lowes. The retail at this location would be oriented to the automobile, not the pedestrian.