St. Claude Ave

RETAIL STUDY

OLIVER THOMAS OUR COUNCILMAN DISTRICT E

NEW ORLEANS REDEVELOPMENT AUTHORITY

&Access

2025

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PROJECT GOALS

The St. Claude Avenue Corridor in the Lower Ninth Ward of New Orleans is a historically significant area with deep cultural roots and has been forced to be a resilient community. Notoriously, the Lower 9th Ward flooded during Hurricane Katrina due to catastrophic levee failures along the Industrial Canal, which were overwhelmed by storm surge and structural weaknesses. Decades of inadequate infrastructure investment and poor maintenance left the area especially vulnerable to extreme weather events and has resulted in the loss of residential and commercial occupancy over the past two decades.

As population has continued to grow, the St. Claude Avenue Retail Study aims to assess both current and future retail needs, laying the groundwork for a thriving, resilient economic ecosystem. The project employs a community-driven approach, working hand-in-hand with local stakeholders, to enhance retail opportunities, with a particular focus on improving food and grocery access. At the heart of this effort is a commitment to empowering local businesses and preserving the unique cultural identity of the corridor, ensuring that revitalization benefits the community while honoring its rich heritage.

The project's goals are ambitious and comprehensive, focusing on creating a clear roadmap for revitalizing the St. Claude Avenue Corridor. A detailed Market Analysis was conducted to explore key factors such as competition, retail expenditures, unmet demand, and critical building and demand considerations. Using insights from this analysis, a robust Retail Market Strategy was developed, including a parcel strategy and an actionable plan to guide future development and investment. A central component of the project is a Conceptual Grocery Feasibility Study, which assessed the potential for establishing a full-service grocery store in the corridor. This study involved direct engagement with grocers through interviews and the development of pro forma and cash flow models to evaluate financial viability.

Together, these efforts provide a clear and data-driven framework to support retail growth and improve access to essential services for the community.

KEY GEOGRAPHIES

Project Area: Defined by City of New Orleans Ordinance No. 29973, this geography is eligible for a $2 million allocation to reduce blight and improve access to high-quality retail and commercial spaces. It is roughly bounded by Claiborne Ave., the Industrial Canal, the Mississippi River, and St. Bernard Parish line, largely defined by the Jackson Barracks.

Study Area: The consultant team defined this sub-area to conduct detailed analysis of parcels, buildings, and business opportunities. It spans the St. Claude Ave. corridor from Reynes Street to Delery St.

Claiborne Ave.: Claiborne Ave. was also analyzed for grocery access opportunities.

RETAIL CATEGORIES DEFINED

Neighborhood Goods & Services (NG&S)

Neighborhood Goods & Services (NG&S) category includes establishments that depend on the patronage of residents and workers, such as grocery stores, drugstores, florists, bakeries, dry cleaners, laundromats, hair and nail salons, and other similar uses. NG&S retailers rely on spending from nearby residents, students, and employees generally located within a one-mile radius. NG&S is "convenience-based" retail; it must be close, with easy access, as these retail services meet daily and weekly needs.

Food & Beverage (F&B)

The Food & Beverage (F&B) category includes establishments that serve food and/or alcohol consumed on-premises. Retailers in the F&B category include sit-down restaurants, cafes, bars, coffee shops, sandwich shops, ice cream shops, "quick-bite" establishments, fast-food restaurants, and other similar uses. F&B establishments can attract customers from a greater distance than NG&S retailers, primarily when they are clustered. A larger number of patrons will be interested in a group of F&B establishments that offer various options.

General Merchandise & Other (GAFO)

The General Merchandise, Apparel, Furnishings, & Other (GAFO) category includes clothing stores, furniture stores, bookstores, jewelry stores, pet stores, home goods stores, electronics stores, and other similar uses. GAFO retailers face a tremendous amount of competition in stores and online, for a relatively small percentage of household expenditures. Successful GAFO stores attract customers from long distances. However, these stores also rely on the exposure and foot traffic generated by an anchor tenant that draws people with the same customer profile.

Section 02

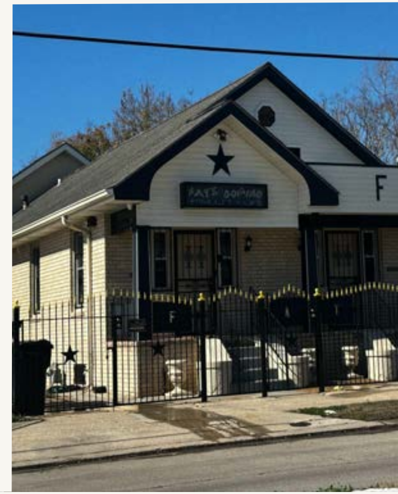
Project Framing

THE NEIGHBORHOOD

The Lower Ninth Ward in New Orleans is a neighborhood steeped in history, resilience, and cultural significance. Established in the 19th century, the area was originally a hub for small farms and working-class families.

By the early 20th century, it became home to a thriving African-American community, whose contributions to New Orleans' rich cultural tapestry are immeasurable. The Lower Ninth Ward has long been associated with a deep sense of community, bolstered by its connection to the city's vibrant traditions of music, cuisine, and social activism.

The neighborhood's story took a dramatic turn in 2005, when Hurricane Katrina devastated the area, leaving a legacy of destruction but also sparking global attention and solidarity. Over the years, efforts to rebuild and revitalize the community have focused on restoring homes, infrastructure, and public spaces while honoring its historical identity. Today, the Lower Ninth Ward is in a state of transformation, with initiatives aimed at sustainable development, cultural preservation, and economic revitalization. Despite ongoing challenges, it remains a testament to the resilience and spirit of New Orleans, blending its historical roots with a vision for the future that reflects the strength and creativity of its people.



THE STUDY AREA

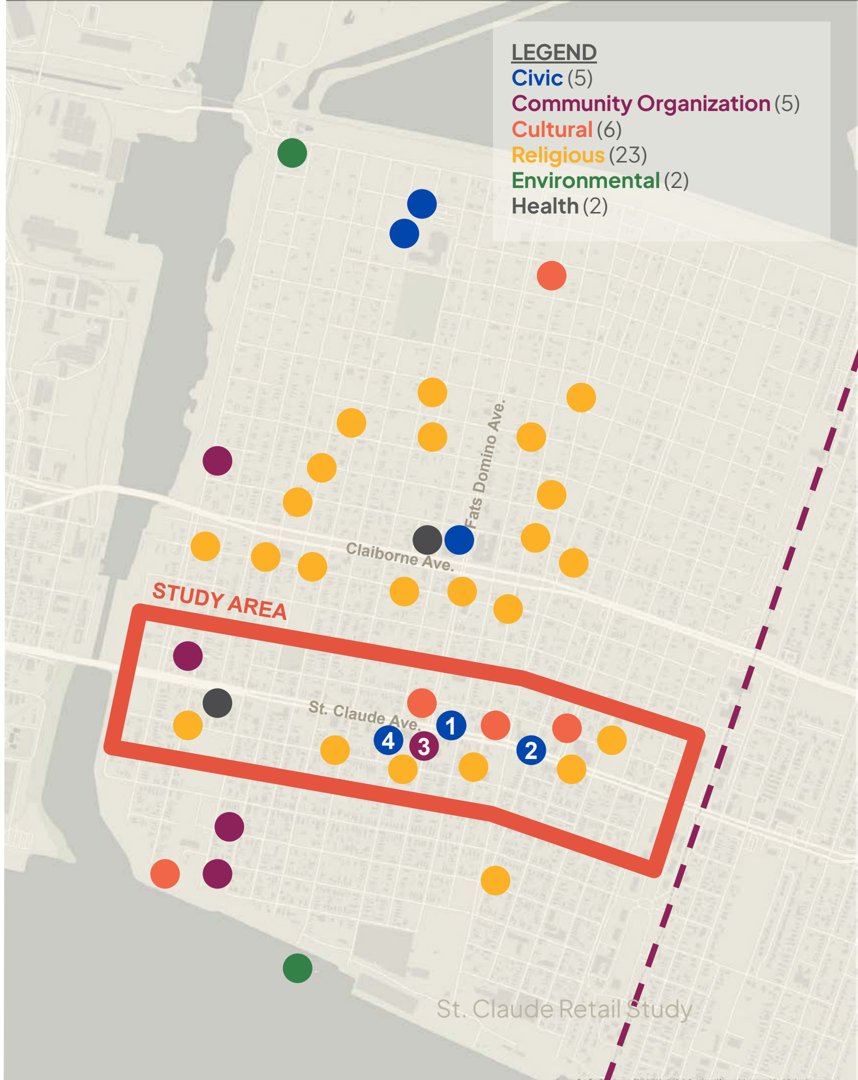
The **St. Claude Avenue** Study Area is a thoroughfare between the French Quarter and St. Bernard Parish. The study area is a diverse corridor, blending local businesses, residential homes, and unique cultural spaces that reflect the neighborhood's historic and eclectic character. A few key neighborhood assets proximate to St.Claude Avenue include:

1 **Tate, Etienne and Prevost Center (TEP)/L9W Living Museum** The TEP Center, located in the renovated McDonogh 19 Elementary School, is a mixed-use facility focused on education, history, and restorative justice, built on anti-racist principles.

2 **Jackson Barracks** Jackson Barracks is a historic military site, originally built in the 19th century, that now serves as the Louisiana National Guard's headquarters and a museum showcasing military history.

3 **Fats Domino Home** The Fats Domino home, once the residence of the legendary rock 'n' roll icon, is a private house that has become a cultural landmark, reflecting his influence on music and the city's heritage.

4 **St. David Head Start Center** The St. David Catholic Church community building is an example of neighborhood recovery from the wrath of Hurricane Katrina. It replaces a former school building on the same site and has six classrooms, administrative offices, a gym/multi-purpose room, kitchen and restrooms.



PLANNED DEVELOPMENT

The plans reviewed here lay out bold strategies to transform the Lower Ninth Ward and Holy Cross neighborhoods—tackling economic revitalization, infrastructure upgrades, and community resilience head-on. More information, see *Appendix A*.

PLANS REVIEWED:

- **2006 - District 8 Plan, Holy Cross & Lower 9th Ward; City of New Orleans**
    - Proposed redevelopment plans for the Lower Ninth Ward and Holy Cross neighborhoods focus on introducing light industry, creating mixed-use developments, revitalizing commercial corridors, and leveraging key assets such as port facilities and Jackson Barracks to drive economic growth, attract investment, and enhance community services.
- **2018 - R/UDAT Report; American Institute of Architects**
    - Recommendations focus on establishing a Community Development Corporation (CDC), creating a neighborhood commercial district, supporting small business growth, and attracting retail opportunities to drive local economic development and meet community needs.
- **2023 - Sankofa and the Lower 9th Ward Technical Assistance Panel (TAP); Urban Land Institute**
    - Focus areas include quality of life improvements, affordable housing development, commercial corridor revitalization, ecosystem restoration, and economic growth through small business support, green infrastructure, and strategic public-private partnerships.
- **2023 - Lower Ninth Ward Main Street 2024-2027 Strategic Plan**
    - Support economic development along the St. Claude Avenue corridor through anchor projects, workforce education, property revitalization, and the establishment of a resilience and innovation hub by 2026, while advocating for investment and growth in the Lower Ninth Ward.
- **2023 - Plan for Generational Economic Transformation, City of New Orleans Economic Development**
    - Five focus areas aim to drive economic growth through neighborhood revitalization, catalytic redevelopment, industry innovation, workforce development, and improved systems, emphasizing equity, accessibility, and sustainable progress.
- **2023 - NORA/60 2024-2028 Strategic Plan; New Orleans Redevelopment Authority**
    - NORA invests in equitable and sustainable economic development through initiatives that reduce vacancies, improve storefronts, revitalize commercial corridors, and align with the Justice40 initiative to support disadvantaged communities.

PLANNED DEVELOPMENT

The Lower 9th Ward has seen many plans developed since Hurricane Katrina, but few of the recommended actions have been fully implemented. The following recommendations relate solely to the study area or impacts retail demand:

1. Cultural & Heritage Spaces (R/UDAT)
2. Green Infrastructure Projects (R/UDAT)
3. Jackson Barracks Redevelopment (District 8 Plan, Holy Cross; Implemented)
4. Lower 9th Ward Main Street Headquarters at 5200 St. Claude Ave (Lower Ninth Ward Main Street Strategic Plan)
5. Sankofa Fresh Stop (Lower Ninth Ward Main Street Strategic Plan; Implemented)
6. Strategic Redevelopment of Adjudicated Parcels (District 8 Plan, Holy Cross; Implemented); Infill Housing Development (R/UDAT)
7. St. Claude Ave Commercial Corridor Revitalization (District 8 Plan, Holy Cross); Neighborhood Commercial Node Revitalization (R/UDAT Report; NORA/ 60; Plan for Generational Economic Transformation)
8. Town Center Development on N. Claiborne Ave (District 8 Plan, Lower Ninth Ward)
9. Transportation & Connectivity Enhancements (R/UDAT)
10. Waterfront Mixed-Use Development (District 8 Plan, Holy Cross)

PLANNED DEVELOPMENTS

Entrepreneurial Ecosystem Audit

OVERVIEW

Organizations within the New Orleans entrepreneurial ecosystem offer support services for a wide range of business types and industries. Offerings for businesses in all stages of development are available, though there is concentration of resources directed towards tech attraction, incubation and acceleration. Additionally, there is a focus on workforce development and procurement opportunities for local contractors. Resources directed at tech and high growth industries are more present than support for new or existing small, locally-owned storefront businesses. In all categories of resources throughout the ecosystem, a clear effort to increase increase opportunities for traditionally underserved business owners is evident.

99 Initiatives and Programs Analyzed (Click Here to Learn More)

- 60% aimed at businesses in the Idea and Startup phase
- 18% aimed at Legacy businesses

48 Different Organizations Exist

- 13 Non-profits
- 8 Government Agencies
- 7 Academic Institutions
- 6 Coworking spaces
- 5 For-profit Business Service Organizations
- 3 CDFI's
- 5 Economic Development Authorities

ECOSYSTEM STRENGTHS

Guidance for City Services

The City of New Orleans offers both printed and digital guidance for navigating the permitting and licensing process. Both the *Guide to Doing Business In New Orleans* and the One Stop App offer comprehensive instruction on navigating city regulations.

Coworking Spaces and Startup Ecosystem

Spaces like Propeller, the Shop, Urban Hub, Maroon, and the Warehouse offer attractive, collaborative places for remote workers and affordable office space for startups. These spaces can be keys to building more integrated resources networks and making resources available to more small businesses.

Cultural and Culinary Identity

Though surprisingly few resources are available to catalyze new food businesses or support legacy businesses, New Orleans' massive hospitality economy offers many growth opportunities for food and beverage businesses. This is particularly true in transitioning from food service to consumer packaged goods. Programs like Propeller's Food Accelerator offer funding and guidance for entrepreneurs to expand their food service businesses into packaged, shelf stable retail goods.

ECOSYSTEM GAPS

Central Convener

While directories offering lists of resources and links to guidance available, no centralized hub for small business resources is readily apparent - either online or in-person. much of this content is duplicative. A central convener can help organizations collaborate and create complementary resources.

Business and Professional Services

Few organizations offer either funding or connections to business and professional services - things like legal, accounting, architecture and design services. When available, these services are available as short or drop-in consultations. However, additional access to 'a la carte' professional services outside of the structure of cohort based programs is needed.

Accessible Funding Sources

New Corp offers smaller loans targeted at disadvantaged businesses and a Loan Guaranty program to ensure other lending institutions are able to lend to underserved businesses. However, even non-traditional loan funds can be difficult to access for micro businesses in very early stages. Additionally, there are very few grant programs that enable business to leverage their investment without taking out a loan.

Site Selection Assistance

The only citywide resources for site selection are targeted towards, manufacturing and industrial concerns. Likewise, site selection assistance from LED is intended for large scale investment and job creation. More programs like Propeller's Property Ready Program are needed.

CONCLUSION

Public and private efforts to attract investment in high growth industries drives the New Orleans small business ecosystem. New Orleans' position as a logistics and energy hub likely underlies this emphasis and a complimentary focus on workforce development, procurement support, and tech attraction. Throughout these efforts, there is an emphasis on creating more points of entry and lowering barriers for underserved entrepreneurs in high growth, capital intensive industries.

However, there are not commensurate efforts to grow retail businesses or support New Orlean's other dominant industry - hospitality. While mentoring, written guidance, classes and workshops are available, few organization offer direct funding support for new or existing neighborhood serving businesses. There is evidence of a series of grants and incentives funded through federal Covid relief support, but there are few current programs that offer tangible financial support for retail, personal care, or food- or beverage-based businesses. Additionally, access to professional services - legal, marketing, digital services, accounting - are generally tied to cohort-based programming or drop-in services. There are no programs that subsidized or quickly accessible funding customized, on-demand professional services for for existing retail, personal care, and neighborhood serving businesses.

It is clear that previous efforts like NORA's Small Business Assistance Grants and Commercial Corridor Gap Financing were thoughtful, effective programs. Those resources, like the host of grant programs administered by the Downtown Development District, are no longer available and leave a gap in the small business ecosystem. It is essential that government, non-profit, and small business advocacy groups consolidate efforts to fill this gap with similar programming.

Incentives

ECONOMIC DEVELOPMENT SMALL BUSINESS INCENTIVES

A review of economic development incentives available for small businesses in the State of Louisiana were examined to complement the entrepreneurial ecosystem analysis. These tools are often leveraged for businesses that are seeking to increase employment, encourage investment, and rehabilitate property, but are often out of reach for micro businesses located on neighborhood-serving commercial corridors.

INCENTIVE	DESCRIPTION
Enterprise Zone Tax Credit	Provides tax credits and rebates, including a $2,500 tax credit for each new permanent job created during the first five years of operation and a rebate of the state's 4% sales/use tax on the materials, machinery, & equipment purchased during the construction period and used exclusively on site.
Opportunity Zones	Designated economically distressed areas that offer tax incentives to encourage investment, and retail businesses within these zones can benefit from capital gains tax deferrals, potential tax exclusions, and increased access to investment and revitalized local economies.
Restoration Tax Abatement	Offers a property tax abatement for up to five years to businesses that rehabilitate and restore historic commercial properties, allowing retail businesses to reduce operating costs and incentivize investment in property improvements.

Engagement Activities

Engagement was central to this project, as it ensured that community voices directly shaped the vision for St. Claude Avenue's retail future and grounded recommendations in lived experience. By centering local insight, the process prioritized strategies that reflect both resident needs and cultural context.

The AndAccess team conducted a series of engagements through the project timeline to include:

- Kickoff Meeting - October 2, 2024
- Interviews and Focus Groups
  - Lower 9th Ward Economic Development District
  - Lower 9th Ward Homeownership Association
  - Lower 9th Ward Neighborhood Association
  - Sankofa CDC
  - Other Residents and Community Stakeholders
  - New Orleans Redevelopment Authority
  - City of New Orleans Office of Economic Development
  - Councilmember Thomas' Office
  - Real Estate Brokers (3)
  - Business Owners (6)
- Walkshop - A Community Workshop on Foot- October 26, 2024
- Flyer Canvassing by Xavier University Students
- Resident Survey
- Grocery Store Receipt Collection & Survey
- Community Workshop- February 6, 2025
- Community Presentation - April 10, 2025

ENGAGEMENT FINDINGS | RESIDENT

Community Needs and Retail Development

- **Grocery Access:** The community has lacked a grocery store for over 20 years, prior to Hurricane Katrina. Residents face high prices at corner stores, and options like Winn-Dixie and Walmart are distant. Efforts to attract grocery stores (e.g., Trader Joe's) have been met with logistical and operational challenges.
- **Retail Landscape:** Pre-Katrina, the Lower 9th Ward was self-sufficient, with schools, stores, and businesses. Currently, it struggles with limited retail and aesthetic appeal.
- **Community Engagement:** Outreach methods like door-to-door campaigns, church-based communication, and word of mouth are most effective due to limited email and digital usage among residents.
- **Infrastructure Issues:** Poor internet infrastructure, lack of signage, and unsafe walkways limit retail and residential development.

Economic Development and Business Challenges

- **Entrepreneurship:** Many residents are home-based business owners or entrepreneurs, but they lack formal support. Issues include heirs' property rights, business registration, and financing.
- **Challenges for Businesses:** High theft rates, weak community support, and poor building conditions deter investments. Community businesses like CVS closed due to low patronage.
- **Efforts and Initiatives:** Groups like the Lower 9th Economic Development District (EDD) and NORA are working on long-term development plans, including tax incentives and corridor improvement projects.

Housing and Demographic Shifts

- **Post-Katrina Decline:** The population dropped immediately following Hurricane Katrina, and many long-standing residents did not return due to financial and logistical barriers.
- **Attracting Residents:** Efforts to attract new homeowners face hurdles, including blighted properties and a lack of retail services. Heirs' property rights further complicate ownership.
- **Historical Significance:** The Lower 9th Ward was historically a self-sufficient and entrepreneurial Black community, with high rates of homeownership and small businesses.

Transportation and Accessibility

- **Traffic and Transit:** St. Claude serves as a key commuter corridor, but poor public transit options and canal barriers limit access to jobs and retail.
- **Rail Line Issues:** Proposals to relocate or expand the rail line for industrial purposes face opposition due to proximity to homes and historical community disruption.

Cultural and HIstorical Identity

- **Preservation:** The Lower 9th Ward's rich cultural history, including ties to figures like Fats Domino, remains a source of pride. Residents resist gentrification and aim to maintain the community's identity.
- **Community Power:** Historical self-sufficiency has eroded, leaving a sense of disempowerment. Efforts to rebuild focus on local ownership and cultural preservation.

Strategic Planning and Governance

- **Leadership and Accountability:** Several organizations struggle with leadership transitions, funding, and/or effective coordination.
- **Planning Fatigue:** Residents express frustration with repeated planning efforts without visible outcomes. Calls for clear implementation and accountability dominate community discussions.
- **Development Proposals:** Strategic plans include facade improvements, fresh food access, and a focus on mixed-use developments that combine retail and residential opportunities.

Customer Traffic

- Business owners feel a lack of support from the local community. Due to the lack of clustering, they find it difficult to get car traffic to stop in this area so they depend on locals to patronize the businesses.
- Customers at most businesses are afternoon and evening customers. Many are repeat customers. However, the business owners do not feel that they are reaching enough people in order for them to remain viable.

Project Goals

- Some business owners questioned the focus of our project being on bringing new grocery. One note was on the failure of Family Dollar and the feeling that a new grocer will not be successful unless there are other reasons to stop along the corridor. They felt that focus should be placed on building/rebuilding the incumbent consortium of businesses into a more attractive collection of offerings in order to elicit more attention from both local and through-passing customers.

Business Owner Support

- Business owners have varying ideas on how they need support. However, they all echoed that they do need some sort of support. Some feel that financial support is needed in order to overcome the burden of increases in operating costs while sales remain stagnant or decrease outright. Others feel that support could come in the form of publicizing the businesses that already exist on St. Claude Avenue and the Lower Ninth Ward in order to draw more patronage from the local consumers and bring in new customers from outside or by having more representatives from government coming to patronize their businesses personally.
- Many of the business owners interviewed are residents of the local community and chose to locate here for that reason.

Section 03

Physical Analysis

PHYSICAL & PSYCHOLOGICAL BARRIERS

When it comes to retail in historically disinvested communities, barriers aren't just about distance—they're also about perception, experience, and trust. Physical obstacles like poor infrastructure or lack of transportation can deter customers, and psychological hurdles—fear of affordability, unfamiliarity, or feeling unwelcome—can be just as limiting. Understanding and addressing both is key to creating spaces that truly serve and empower the community.

The Lower Ninth Ward and Holy Cross neighborhoods face significant disconnection from surrounding communities due to a combination of physical and psychological barriers:

1. **CITY BOUNDARY:** Positioned at the far eastern edge of New Orleans, near the Arabi and St. Bernard Parish line, the neighborhood struggles to attract national brands compared to its more affluent neighboring areas. Its location on the periphery of the city limits often results in reduced visibility and investment.
2. **INDUSTRIAL CANAL:** This U.S. Army Corps of Engineers-managed waterway separates the Upper Ninth Ward from the Lower Ninth Ward, creating both a physical and psychological divide. Bridges at St. Claude and Claiborne Avenues raise routinely to allow for maritime traffic.
3. **VACANT LAND:** Following Hurricane Katrina, widespread home demolitions left a patchwork of vacant lots, many now owned by the New Orleans Redevelopment Authority (see Vacant & Publicly Owned Land – Slide 31). The resulting low-density environment contributes to a perception of unsafety and can present a real challenge for generating sufficient retail demand.
4. **LIMITED ROAD NETWORKS:** The Industrial Canal is crossed by only three major roads—St. Claude Avenue, Claiborne Avenue, and Florida Avenue—with just two of these (Claiborne and St. Claude) providing direct connections to Arabi. This limited connectivity restricts access to potential customers, effectively making these corridors the only primary thoroughfares between New Orleans' urban core and the suburban communities of St. Bernard Parish.

ACCESSIBILITY & VISIBILITY

Accessibility in retail market analysis is grounded in evaluating road conditions, traffic volumes, and transportation options to determine how easily customers can reach a location. Traffic counts are a critical component, providing insights into customer potential, visibility, and competitive positioning—factors that influence brand awareness, foot traffic, and overall shopping convenience. Retailers use this data to analyze market demographics, project sales, inform site selection, negotiate leases, and plan for future growth.

Vehicular traffic counts quantify the number of vehicles passing a retail site, offering valuable information about potential customer exposure and accessibility by car. Similarly, transit access evaluates the availability and convenience of public transportation options—such as buses—near a retail destination. While transit access expands customer accessibility, in the Lower Ninth Ward vehicular traffic counts remain the essential metric for understanding traffic flow and parking considerations.

Visibility plays a pivotal role in retail market analysis, directly affecting a store's exposure to potential customers. A highly visible location enhances brand recognition, increases awareness among both pedestrians and drivers, and encourages spontaneous visits. This factor is crucial in site selection, as it significantly influences a business's ability to succeed in a competitive market and capitalize on customer demand.

ACCESSIBILITY & VISIBILITY | ROAD CONDITIONS

St. Claude Avenue is a key corridor that shapes the area's connectivity and presents notable opportunities. The St. Claude Avenue Bridge, which spans the Industrial Canal, separates the easternmost blocks, restricting north-south access (see dark gray line on the map).

Beyond this divide, the avenue (marked in blue) is a mix of commercial, residential, and vacant properties, with roads divided by a median. On-street parking is available throughout the commercial section, with bus stops and curb cuts interrupting parking zones, while bike lanes separate the driving lanes from parking lanes. The eastern side of the corridor features inactive railways, contributing a distinct physical character to the area. With only four signalized intersections along the route, the corridor presents a favorable environment for larger tenants, such as supermarkets, who prefer fewer disruptions.

While the posted speed limit along St. Claude Avenue is 35 miles per hour (mph), many vehicles,including the 18-wheelers that frequently traverse the route,were observed traveling at higher speeds-a safety concern for pedestrians.

Various proposals for the reactivation of the railway for industrial uses have emerged. Current information states that " Grain stored at the warehouse will be moved down Alabo Street tracks daily via a 10-car train, operated by Norfolk Southern, running through the neighborhoods."*

If this proposal proceeds, studied impacts dictate the potential devaluation of residential homes (See Appendix B). This condition will likely have an indirect impact of increased residential vacancy, lower household incomes, decreased pedestrian safety, and less demand.

*Source: https://lailluminator.com/2024/12/06/new-orleans-grain/)

ACCESSIBILITY & VISIBILITY | BUSES & RAIL

The Lower Ninth Ward benefits from strong bus connectivity, providing reliable access to retail destinations along W. Judge Perez Drive, including direct routes to Walmart—the primary grocery store for local residents.

Key factors of bus access in the Lower Ninth Ward create vital connections to surrounding competitive retail markets:

- Route 8 links directly to the French Quarter, offering access to the city's most visited area.
- Route 84 runs along Claiborne, connecting the neighborhood to the Central Business District (CBD).
- Route 86 is strategically designed to enhance access to St. Bernard's retail hub.
- The S Line provides a crucial link between St. Bernard Parish and Jackson Barracks, helping bridge the enlisted greater access to services.

At the same time, the neighborhood serves as a key passage for industrial rail traffic, with Norfolk Southern operating along Florida Avenue across the Industrial Canal. On the west side of the canal, the New Orleans Public Belt Railway runs a few yards, reinforcing the area's industrial character. This industrial infrastructure, while essential for economic activity, also creates physical and psychological barriers that hinder the development of a more vibrant local commercial environment.

BUILDING CONDITIONS

Building condition plays a pivotal role in overcoming psychological barriers to retail success, directly influencing a customer's perception of safety, trust, and desirability. When retail spaces are in poor condition, they can deter potential customers, signaling neglect and lowering confidence in the quality of products or services offered. On St. Claude Avenue, the retail buildings are generally in fair to poor condition, with a few exceptions (e.g., 5029 St. Claude Avenue, 6004 St. Claude Avenue). These spaces would greatly benefit from a range of improvements, from demolition and redevelopment to enhanced facades and better amenities.

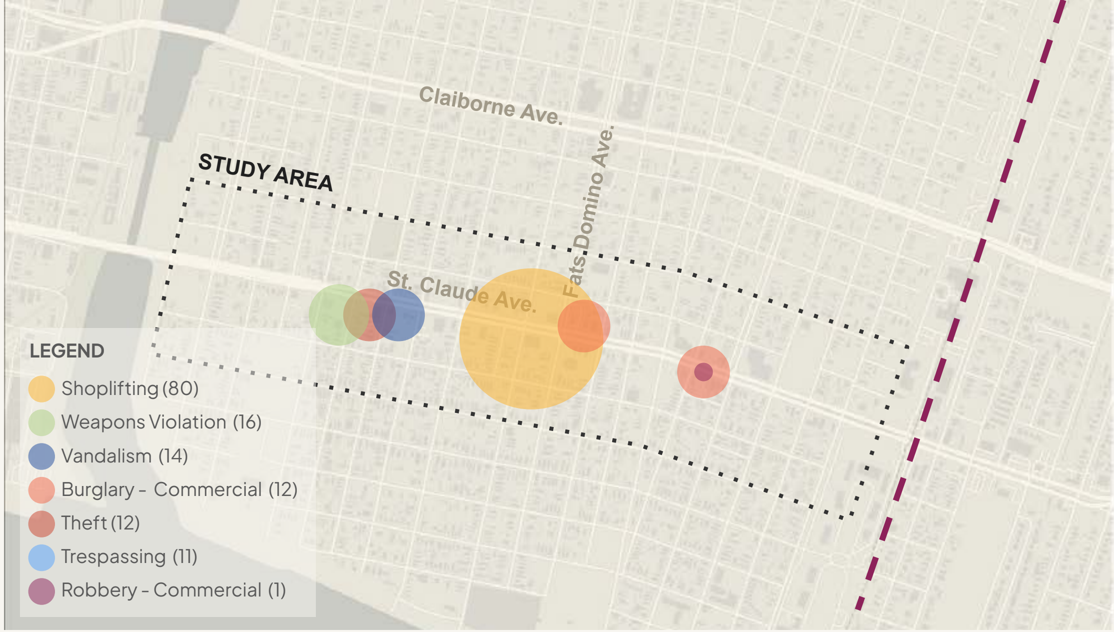
According to the Resident Survey, **50% of residents report dissatisfaction with the physical condition of local buildings**, yet an overwhelming **93% stated that they would be more likely to spend money at local businesses if conditions were improved**, a direct link between physical upgrades and customer retention.

SAFETY

Real and perceived safety is a critical factor in the viability and sustainability of shopping and dining districts. For St. Claude Avenue and over the last 10 years, hotspots of criminal activity occurred at a few destinations, notably several incidents at the gas station Brothers and shoplifting at the former Walgreens.

The legend shows the number of incidents recorded from a 0.5 mile radius from the intersection of Fats Domino and St. Claude Avenues over a 10 year period (January 2015 to January 2025). More information on crime available in Appendix C.

According to the Resident Survey, **67% of residents feel safe when shopping in the corridor.**

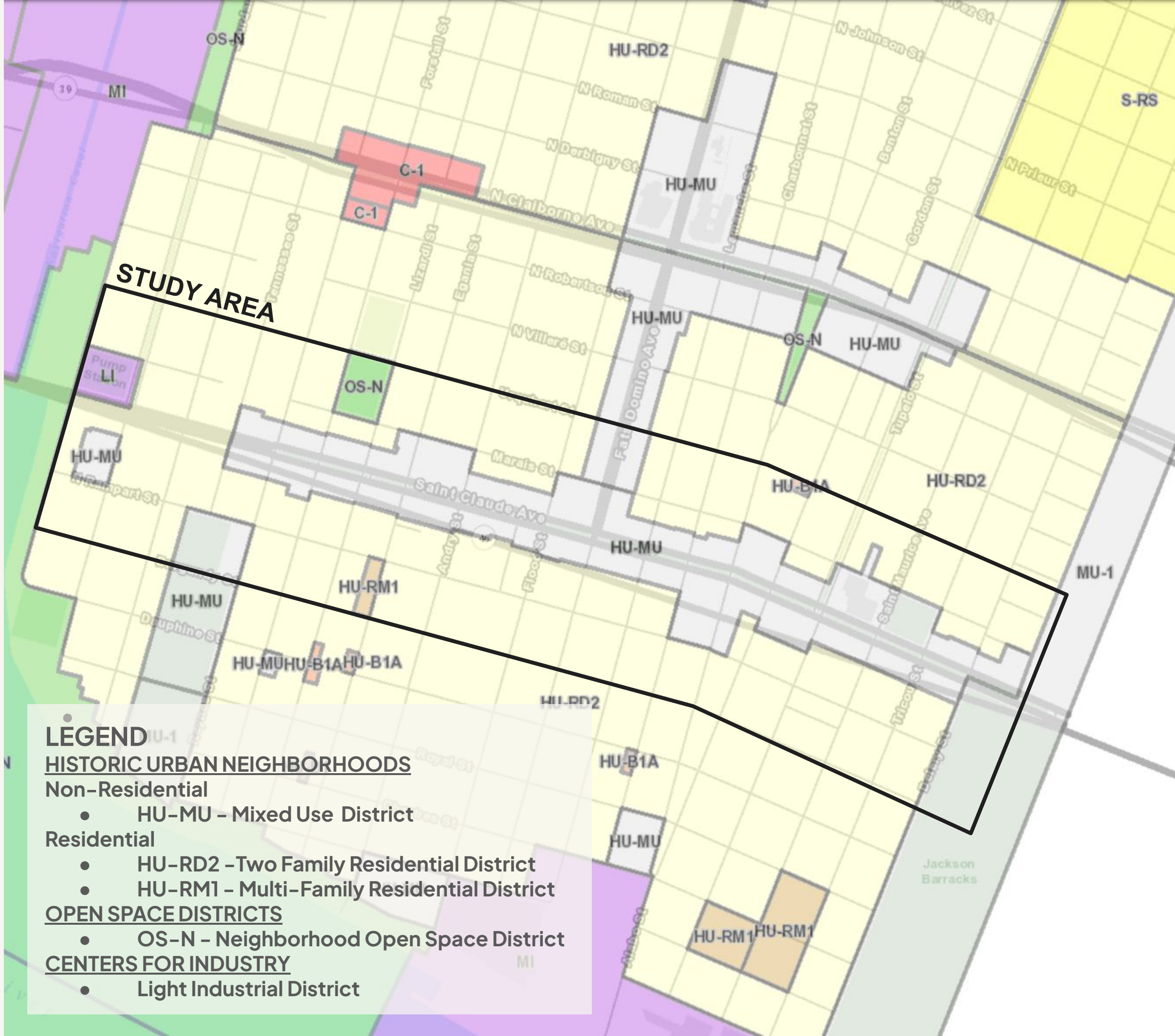


HOT SPOTS	CRIME TYPE(S)
BROTHERS ST CLAUDE	THEFT ; WEAPONS VIOLATION; VANDALISM
5500 ST CLAUDE -FMR WALGREENS	SHOPLIFTING
SEAFOOD AND CHICKEN MARKET	BURGLARY-COMMERCIAL
NOLA VILLAGE MARKET	BURGLARY-COMMERCIAL; ROBBERY-COMMERCIAL

ZONING

Zoning is the planning control that dictates the type of businesses that can operate in a given area, the type of buildings it can occupy, the density of commercial and residential buildings, and the compatibility of neighboring parcels, all of which impact the attractiveness and accessibility of retail spaces.

St. Claude Avenue lies in the Historic Urban Neighborhoods Non-Residential Mixed-Use District (HU-MU), the same district that defines much of the commercial zoning in the Lower 9th Ward, except for the limited C-1 space located along Claiborne which has greater commercial real estate intensity by-right.



ZONING | HISTORIC URBAN NEIGHBORHOODS
NON-RESIDENTIAL DISTRICTS

The HU-MU Neighborhood Mixed-Use District spans the retail appropriate section of the St. Claude Avenue Study Area due to its vehicular access (as the westernmost portions of the corridor do not have primary access due to the St. Claude Avenue Bridge elevation.

Article 12 of New Orleans Comprehensive Zoning Ordinance details HU-MU as intended for commercial areas that predominantly serve the needs of nearby residential neighborhoods. The general character of this type of development should be sensitive to and compatible with its residential surroundings. This zoning district provides opportunities for the development of smaller scale residential development by-right and larger residential densities when a project is providing significant public benefits such as long-term affordable housing.

Illustration of site development standards

Strengths of the HU-MU Zoning District for Retail:

- **Proximity to Residential Areas:** The HU-MU zoning is designed to support commercial spaces that primarily serve nearby residential neighborhoods, making it ideal for local-serving retail like convenience stores, small-scale restaurants, and essential services.
- **Encouragement of Mixed-Use Development:** The district allows for a mix of residential and retail uses, fostering opportunities for vibrant, walkable communities where residents can access retail options without needing to travel far.
- **Affordable Housing Incentives:** Density bonuses and parking reductions are available when affordable housing is included, which can incentivize retail development alongside residential projects that address local housing needs.
- **Flexibility for Small Retailers:** The district permits smaller commercial spaces up to 5,000 sq. ft. by right, with conditional use approval for slightly larger spaces, and permits grocery stores up to 10,000 sq. ft., providing an opportunity for retail growth in a neighborhood-focused setting.
- **Neighborhood-Centric Commercial Options:** The ability to use existing structures for retail, such as Neighborhood Commercial Establishments, supports adaptive reuse and revitalization of older buildings, contributing to the area's overall charm and character.

Challenges of the HU-MU Zoning District for Retail:

- **Size Limitations for Larger Retail:** The cap on commercial use size (5,000 sq. ft. by-right, 10,000 sq. ft. for grocery stores, and conditional approval for over 10,000 sq. ft.) limits the potential for larger retail operations, particularly supermarkets or big-box stores, which are often needed in underserved areas.
- **Non-Contiguous Retail Frontage:** The non-contiguous nature of retail frontage along St. Claude Avenue could disrupt the flow of customer traffic and make it harder to create a cohesive retail environment.
- **Height and Density Restrictions:** The 40-foot and 3-story limit on building height may inhibit the ability to create larger mixed-use developments that could house significant retail space, especially in areas where vertical growth is needed to realize retail demand.
- **Limited Drive-Through Options:** The restriction on new drive-throughs, except for medical and pharmaceutical uses, limits certain retail formats such as fast food or banks, which are often a draw for consumers in certain communities.

FLOOD ZONES

Flood zones play a critical role in shaping retail demand, as they influence both the physical viability of a location and consumer behavior. In New Orleans, areas are categorized into different flood zones based on their risk of flooding, which directly affects investment decisions and customer confidence.

- **Flood Zone X** is considered to be low-risk for flooding, making it ideal for retail development due to its relative stability and reduced insurance costs.
- **Flood Zone AE** indicates areas with a moderate to high risk of flooding, where retail establishments may face higher operational costs due to flood insurance and potential damage, making these locations less desirable for long-term investment.
- **Flood Zone VE** (not in the Study Area) is the highest-risk category, signifying areas prone to severe flooding from storm surges, where retail development should be avoided entirely due to the unpredictable and potentially devastating conditions.

Retail development should focus on Flood Zone X for stable, resilient growth while steering clear of AE and VE zones to minimize risk and ensure long-term success.

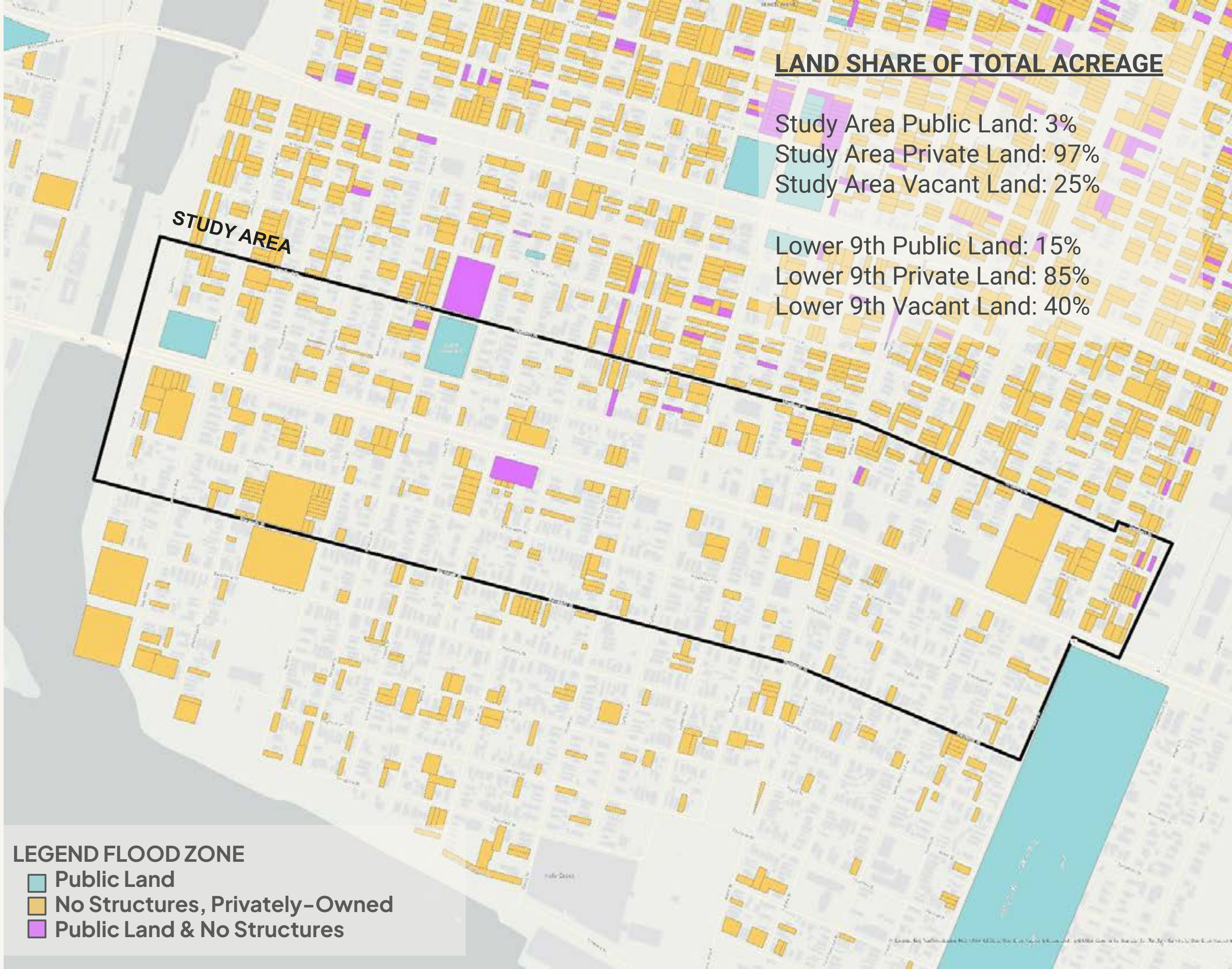
The north side of St. Claude Avenue features fewer parcels in Flood Zone AE, making it a more favorable location for retail development. However, the southern boundary, particularly along the easternmost segment of the corridor, sees a higher prevalence of Flood Zone AE, including a key multi-tenant retail property located at 6300–6308 St. Claude Ave. This property, currently listed for sale, represents both an opportunity and a challenge due to its flood risk.

VACANT & PUBLICLY OWNED LAND

Due to the impact of Hurricane Katrina, the Lower Ninth Ward and Holy Cross neighborhoods are home to a breadth of vacant parcels (noted as "No Structures"). Many more parcels north of St. Claude do not have a structure in comparison with those in the southernmost blocks, due to the impact of the flooding and the homes that required demolition.

Along St. Claude there are several vacant parcels, many of which are smaller than a half acre with the exception of the following that serve as redevelopment opportunities:

- 6201 St. Claude Ave.
- 5900/5912 St. Claude Ave. and the clusters of parcels lining Alabo St.
- 5337 St. Claude Ave.



OPPORTUNITIES TO IMPROVE PHYSICAL CONDITIONS

The success of retail along St. Claude Avenue hinges on several key physical condition factors that influence the corridor's ability to attract and sustain businesses while fostering a vibrant shopping environment:

- **Creating Contiguous Retail Frontage:** A continuous and visually cohesive retail presence along St. Claude Avenue is essential to attracting foot traffic and enhancing the overall shopping experience. Gaps in retail frontage, caused by zoning districts promoting mix of residential and commercial ground floors, vacant lots, underutilized properties, or non-commercial land uses, disrupt the corridor's flow and weaken its appeal to both customers and potential tenants. Addressing these gaps through strategic infill development, adaptive reuse of existing structures, and streetscape improvements can create a sustainable retail environment.

- **Investing in Building Stock:** The physical condition of commercial buildings plays a critical role in shaping public perception and retailer confidence. Many structures along St. Claude Avenue require substantial investment to address visible signs of neglect, structural deficiencies, and outdated facades. Enhancing the quality and appearance of the building stock through targeted renovations, façade improvements, and infrastructure upgrades can help reverse perceptions of disinvestment, attract new tenants, and instill confidence in the area's long-term viability.

- **Managing the Potential Impact of Rail Activation Along St. Claude and Alabo Streets:** The potential reactivation of the rail line along St. Claude Avenue and Alabo Street presents challenges for retail development. Active rail operations could disrupt pedestrian access, limit vehicular ingress and egress, and create safety concerns that deter potential shoppers. To mitigate these challenges if reactivation occurs, retail investment should be concentrated west of Flood Street, where street conditions are not impacted by rail service. Alternatively, advocacy efforts could focus on deterring rail activation altogether, ensuring that retail growth and mobility remain unimpeded along this critical commercial corridor.

OPPORTUNITIES TO IMPROVE PHYSICAL CONDITIONS

- **Increasing Residential Density Through Strategic Redevelopment of Vacant Lots:** A thriving retail corridor relies on a strong residential base to sustain demand and drive foot traffic. The redevelopment of vacant lots presents a prime opportunity to increase population density and create a built-in customer base for local businesses. Encouraging the development of multifamily housing, particularly on larger parcels along St. Claude Avenue, can introduce a mix of residents who support retail activity throughout the day and evening. When appropriate, incorporating ground-floor retail into new residential developments can further enhance the corridor's commercial vitality while maximizing land use efficiency. Strategic partnerships and incentives can help attract developers and ensure that new housing aligns with community needs and retail market potential.

Section 04

Demographics

DEMOGRAPHICS

This study analyzed a range of demographic factors to evaluate the area's retail potential. This section highlights the key demographic insights that are most critical for site selection, while additional supporting data can be found in Appendix E. Factors such as population growth, household composition, income levels, and educational attainment play a vital role in determining the community's ability to attract and sustain retail activity by capturing and retaining consumer spending.

POPULATION TRENDS

An analysis of American Community Survey (ACS) data reveals that while population and household counts are increasing in the Study Area, they are experiencing slight declines in zip code 70117, New Orleans City, St. Bernard Parish, and the overall New Orleans Metropolitan Statistical Area (MSA). This growth in the Study Area presents a promising opportunity for retail expansion.

The Study Area's population has grown steadily, reaching 5,362 residents in 2024—up from 5,233 in 2020 and 3,937 in 2010. In contrast, the broader New Orleans region has seen a modest population decline. Notably, the most significant population increases across all comparison areas occurred between 2010 and 2020, followed by slight declines between 2020 and 2024, potentially influenced by the COVID-19 pandemic.

Household counts, however, continue to rise across all areas. Notable figures include:

- **Zip Code 70117:** 9,885 households in 2010, increasing 13,368 in 2024.
- **New Orleans City:** 142,458 households in 2010, rising to 165,215 in 2024.
- **St. Bernard Parish:** A significant increase from 13,221 households in 2010 to 17,003 in 2024.
- **New Orleans MSA:** 375,342 households in 2010, growing to 408,429 in 2024.

The trend of declining population alongside increasing household numbers can largely be attributed to the rising prevalence of single-person households across all areas.

DEMOGRAPHICS | POPULATION & FAMILY SIZE

POPULATION	Study Area	Zip Code 70117	New Orleans City	St. Bernard Parish	New Orleans MSA
2004 TOTAL POPULATION	7,235	40,106	329,681	31,718	941,805
2010 TOTAL POPULATION	3,937	23,387	343,829	35,897	956,126
2020 TOTAL POPULATION	5,233	28,289	383,997	43,764	1,007,275
2024 TOTAL POPULATION	5,362	27,901	376,842	45,648	989,542

HOUSEHOLDS	Study Area	Zip Code 70117	New Orleans City	St. Bernard Parish	New Orleans MSA
2010 HOUSEHOLDS	1,508	9,885	142,158	13,221	375,342
2020 HOUSEHOLDS	2,238	13,096	165,125	16,223	410,248
2024 HOUSEHOLDS	2,266	13,368	165,215	17,003	408,484

HOUSEHOLD AND FAMILY SIZE	Study Area	Zip Code 70117	New Orleans City	St. Bernard Parish	New Orleans MSA
2024 AVERAGE HOUSEHOLD SIZE	2.37	2.08	2.19	2.67	2.37
2024 AVERAGE FAMILY SIZE	3.44	3.16	3.18	3.28	3.17

AGE DISTRIBUTION

A large portion of the population falls into the early-to-mid career range, making them a key demographic for local retail and grocery sales. Adults aged 25 to 34 make up 15% of the population, while those aged 35 to 44 account for 15.3%, bringing the total to 30.3% in 2024. This represents a strong base of individuals who are actively participating in the workforce, building careers, and starting families—driving demand across all retail categories, especially grocery sales.

Younger age groups also play a role in shaping economic activity. The 15 to 24–year-old bracket makes up 11.3% of the population, representing older teens and young adults who are often transitioning into higher education or the workforce. Meanwhile, children (ages 0–14) account for 20.2%, further reinforcing the need for family-oriented services and retail options.

The largest single age group, adults aged 35 to 44, is particularly noteworthy as they are often in established careers and raising families—both key drivers of household spending. As the age brackets increase, the percentages remain relatively stable. The 45 to 54 age group makes up 11%, while those aged 55 to 64 account for 12.1%, reflecting a population that is approaching retirement. The 65 to 74 age group represents 9.9%, marking the beginning of the senior demographic, many of whom are enjoying early retirement or part-time work. Further up the age scale, 4.4% of the population falls within the 75 to 84 range, and just 1.2% are 85 or older—an important segment that may require increased healthcare and support services.

While exact data on living arrangements—such as multigenerational households or assisted living facilities—remains unclear, it's an area worth exploring further, especially as the median age continues to rise across key regions.

Overall, this age distribution reflects a well-balanced mix of younger, middle-aged, and older individuals. The strong presence of working-age adults indicates a solid labor force, while the growing senior population highlights the need for enhanced healthcare, retirement planning, and social support services in the coming years. Notably, the age breakdown across the Study Area (Zip Code 70117), New Orleans City, St. Bernard Parish, and the greater New Orleans MSA follows similar patterns, with only slight variations of 2–3 percentage points across any given age group.

DEMOGRAPHICS | AGE DISTRIBUTION

2024 POPULATION BY AGE	Study Area	Zip Code 70117	New Orleans City	St. Bernard Parish	New Orleans MSA
0-4	6.5%	5.3%	5.5%	6.8%	5.8%
5-9	7.0%	5.4%	5.4%	6.7%	6.0%
10-14	6.7%	5.2%	5.3%	7.0%	6.4%
15-24	11.3%	9.8%	14.0%	13.5%	12.7%
25-34	15.0%	17.8%	16.5%	12.8%	14.7%
35-44	15.3%	17.1%	15.0%	14.4%	13.4%
45-54	11.0%	11.9%	11.2%	12.4%	11.6%
55-64	12.1%	12.1%	11.2%	10.3%	13.3%
65-74	9.9%	9.9%	9.8%	9.9%	10.0%
75-84	4.0%	4.3%	4.5%	4.9%	4.4%
85+	1.2%	1.3%	1.5%	1.2%	1.7%

The study area represents lower educational attainment rates in comparison to all other geographies studied.

Despite the higher population of early to mid-career professionals in the study area, earning potential can be determined by educational attainment, which is lower for the study area as the highest form of education is disproportionately reflected in high school graduates. Many national brand site selection models look at the percentage of the population with Bachelor's Degrees or higher as a proxy for income growth potential that may outpace inflation. These communities are home to greater business counts on average.

2024 POPULATION AGE 25+ BY EDUCATIONAL ATTAINMENT	Study Area	Zip Code 70117	New Orleans City	St. Bernard Parish	New Orleans MSA
LESS THAN 9TH GRADE	3.6%	3.2%	2.7%	4.3%	3.5%
9TH-12TH GRADE, NO DIPLOMA	6.6%	7.9%	7.0%	12.4%	7.1%
HIGH SCHOOL GRADUATE	36.6%	23.5%	19.4%	23.3%	23.4%
GED/ALT CREDENTIAL	4.5%	3.5%	2.7%	7.3%	4.1%
SOME COLLEGE, NO DEGREE	19.9%	21.4%	19.1%	24.3%	20.0%
ASSOCIATE DEGREE	4.7%	6.3%	5.6%	10.2%	7.4%
BACHELOR'S DEGREE	11.6%	20.4%	23.3%	12.2%	20.5%
GRADUATE/PROFESSIONAL DEGREE	12.5%	13.8%	20.2%	6.2%	14.0%

DEMOGRAPHICS | HOUSEHOLD INCOME

2024 POPULATION BY INCOME	Study Area	Zip Code 70117	New Orleans City	St. Bernard Parish	New Orleans MSA
<$15,000	23.5%	21.5%	16.8%	4.3%	12.9%
$15,000 - $24,999	11.0%	12.8%	9.6%	12.4%	8.6%
$25,000 - $34,999	10.7%	11.2%	8.7%	23.3%	8.9%
$35,000 - $49,999	13.1%	13.3%	12.3%	7.3%	11.6%
$50,000 - $74,999	17.0%	14.7%	13.7%	24.3%	15.5%
$75,000 - $99,999	7.0%	7.2%	9.0%	10.2%	10.8%
$100,000 - $149,999	13.5%	11.1%	13.7%	12.2%	15.16%
$150,000 - $199,999	2.3%	3.3%	6.2%	6.2%	7.7%
$200,000+	2.0%	4.9%	10.0%	9.5%	8.7%
2024 Average Household Income	$57,131	$65,548	$92,880	$92,737	$93,058

A substantial portion of the Study Area population presents annual earnings in the lower income brackets. 23.5% of households earn less than $15,000 annually.The next segment, earning between $15,000 and $24,999, accounts for 12% of the population. Income levels between $25,000 and $34,999 represent 10.7% of households. As income increases, the percentage of households in each bracket consistently rise and then fall representing a significant gap in income and potential retail tastes. 13.1% of households earn between $35,000 and $49,999, while those earning $50,000 to $74,999 make up 17%. The dip (decrease) occurs in the $75,000 to $99,999 bracket which includes 7% of households. The additional spike occurs in households that earn between $100,000 and $149,999, at 13.5%; and then dips again at 2.3% fall in the $150,000 to $199,999 range. Notably, 2% of households earn over $200,000. The median household income for 2024 is reported at $57,131. What should be concluded about this is that despite the lower education attainment, the earning potential of the study area is considerably higher than what could usually be expected in traditional projections using education as a benchmark for growth.

Section 05

Market Dynamics

INTRODUCTION

This section examines key factors shaping the retail environment along St. Claude Avenue, including an inventory of existing retail space, an analysis of competition from nearby commercial districts, and an assessment of unmet retail demand. The retail inventory analysis provides insights into the current mix of businesses and occupancy levels.

Additionally, the competitive landscape was explored by evaluating surrounding commercial corridors and their influence on local spending patterns. A gap analysis identified categories of retail that are underrepresented or missing within the study area, offering a data-driven perspective on potential business opportunities. Together, these analyses provide a comprehensive understanding of the market conditions that influence retail viability and growth potential along the corridor.

RETAIL INVENTORY

Establishing a baseline inventory of retail use along the study area is essential for understanding current market conditions and setting a starting point for evaluating the impact of the project recommendations as they are implemented. This inventory reveals that the majority of retail-occupied space along St. Claude Avenue is primarily utilized by Neighborhood Goods & Services (NG&S), such as convenience stores and personal care services like barbershops, salons, and florists. The area also features a recently opened full-service restaurant in the Food & Beverage (F&B) category, alongside two General Merchandise businesses—thrift stores selling clothing and second-hand furniture. However, a significant portion of retail-appropriate space remains vacant, highlighting a major challenge for the corridor, as this underutilization limits the area's retail growth potential.

The following two slides illustrate the distribution of retail-occupied and retail-appropriate space along the corridor:

RETAIL-OCCUPIED SPACE

- Neighborhood Goods & Services (NG&S) - **9 | 19,676 Sq. Ft.**
- Food & Beverage (F&B) - **1 | 2,000 Sq. Ft.**
- GAFO - **2 | 14,500 Sq. Ft.**
- Auto - **4 | 9,003 Sq. Ft.**

VACANT, RETAIL-APPROPRIATE SPACE

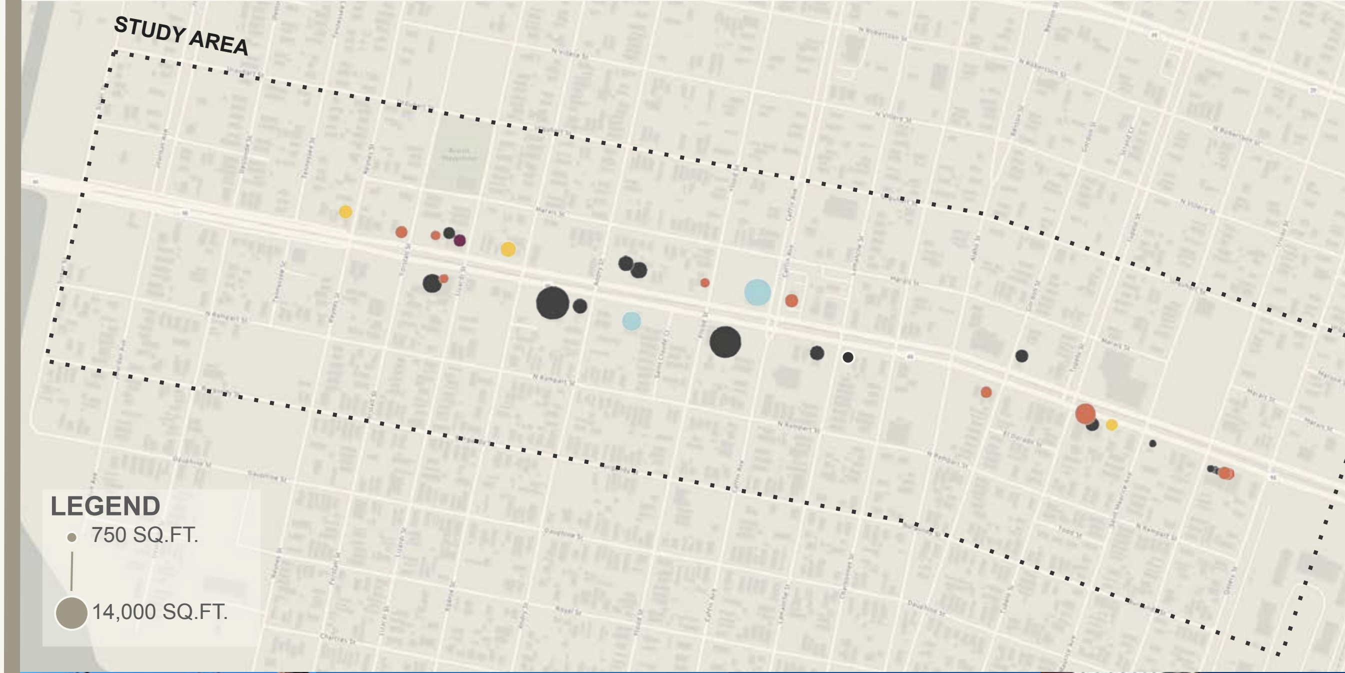
- Vacant - **14 | 53,142 Sq. Ft.**

RETAIL INVENTORY

CURRENT RETAIL LANDSCAPE

Geographically, the retail inventory—both occupied and vacant—primarily clusters within the westernmost section of the corridor, between Lamanche Street and Reynes Street. This area hosts the majority of larger retail spaces and reflects the historic commercial fabric of the community.

The highest concentration of retail spaces by count is located in the 5100 block of St. Claude Avenue, where businesses such as Brothers Gas Station & Convenience Store, The Food Lab, and Blucid Floral are anchored alongside several vacant storefronts on both sides of the street. Another key retail node is situated at the intersection of Fats Domino Avenue and St. Claude, which contains the largest cluster of available retail space by total square footage, offering significant potential for strategic retail activation and investment.



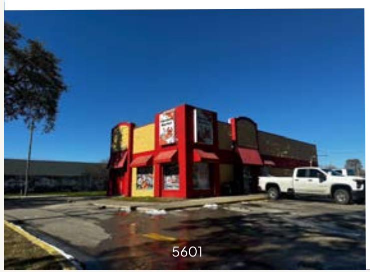
KEY RETAIL PROPERTIES

A selection of key properties along St. Claude Avenue is highlighted below, offering a snapshot of retail investment opportunities within the corridor. These properties present pathways to strategically support existing businesses while also creating opportunities for a small-format supermarket or other retailers to establish a foothold in the area. By activating these spaces, there is potential to enhance local access to essential goods and services, fostering a more vibrant and sustainable commercial environment.

5104-5108


5330-5332


5523


5601

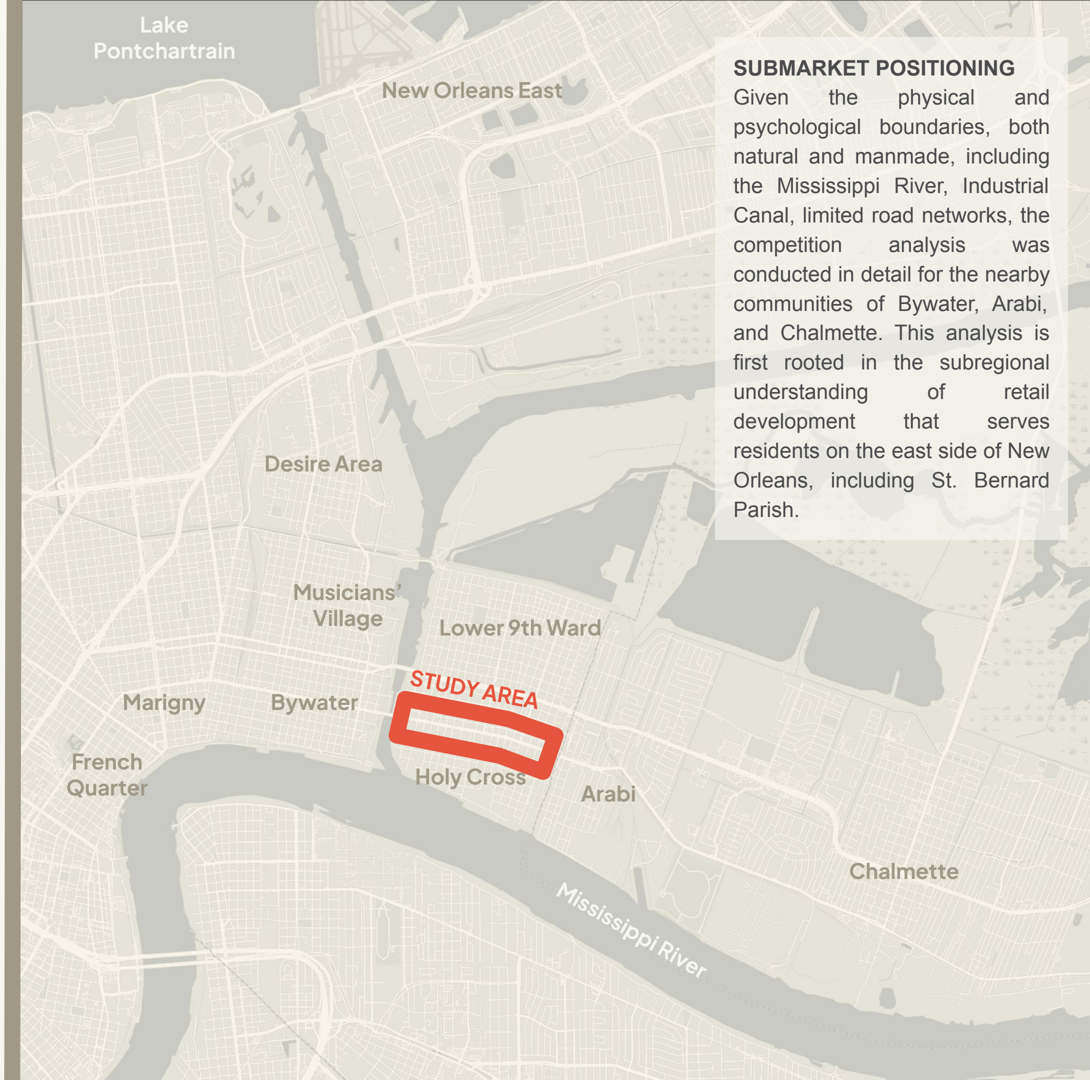
6100

6300-6308

Address	Size (Sq Ft)	Occupant(s)	Cluster(s)	Category(s)	Notes
5104-5108 St Claude Ave	7,000 (combined)	LA Express	NG&S	Food and Beverage at Home	Partially Vacant
5330-5332 St Claude Ave	13,286	Vacant	NA	NA	Under Renovation
5523 St Claude Ave	9,500	Fred Hampton Free Store	GAFO	General Merchandise & Other Retailers	Only open Monday, Also operates as event space
5601 St Claude Ave	2,365	Seafood & Chicken Market	NG&S	Food and Beverage at Home	
6100 St Claude Ave	5,496	NOLA Village Market	NG&S	Food and Beverage At Home	
6300-6308 St Claude Ave	7,100 (combined)	Aby African Hair Braiding/Aby Grocery	NG&S	Personal Services/Food and Beverage at Home	Partially Vacant

COMPETITION ANALYSIS

Competition analysis is a critical component of retail real estate development market analysis, providing valuable insights into the existing and potential competitors within a given market area. By assessing the types of commercial buildings and shopping centers, including their businesses, product offerings, pricing, and customer base of competing retailers, this analysis can make informed strategies about the positioning, differentiation, and unique value propositions of the retail offerings on St. Claude Avenue. Moreover, competition analysis helps mitigate the risk of sales cannibalization, where businesses within the same or similar categories negatively impact each other's sales by drawing from the same customer pool. By identifying gaps in the market and strategically positioning the retail development to complement rather than directly compete with existing offerings within a certain distance from the site, this analysis can maximize the potential for sustained success and minimize the risk of sales erosion due to excessive competition.

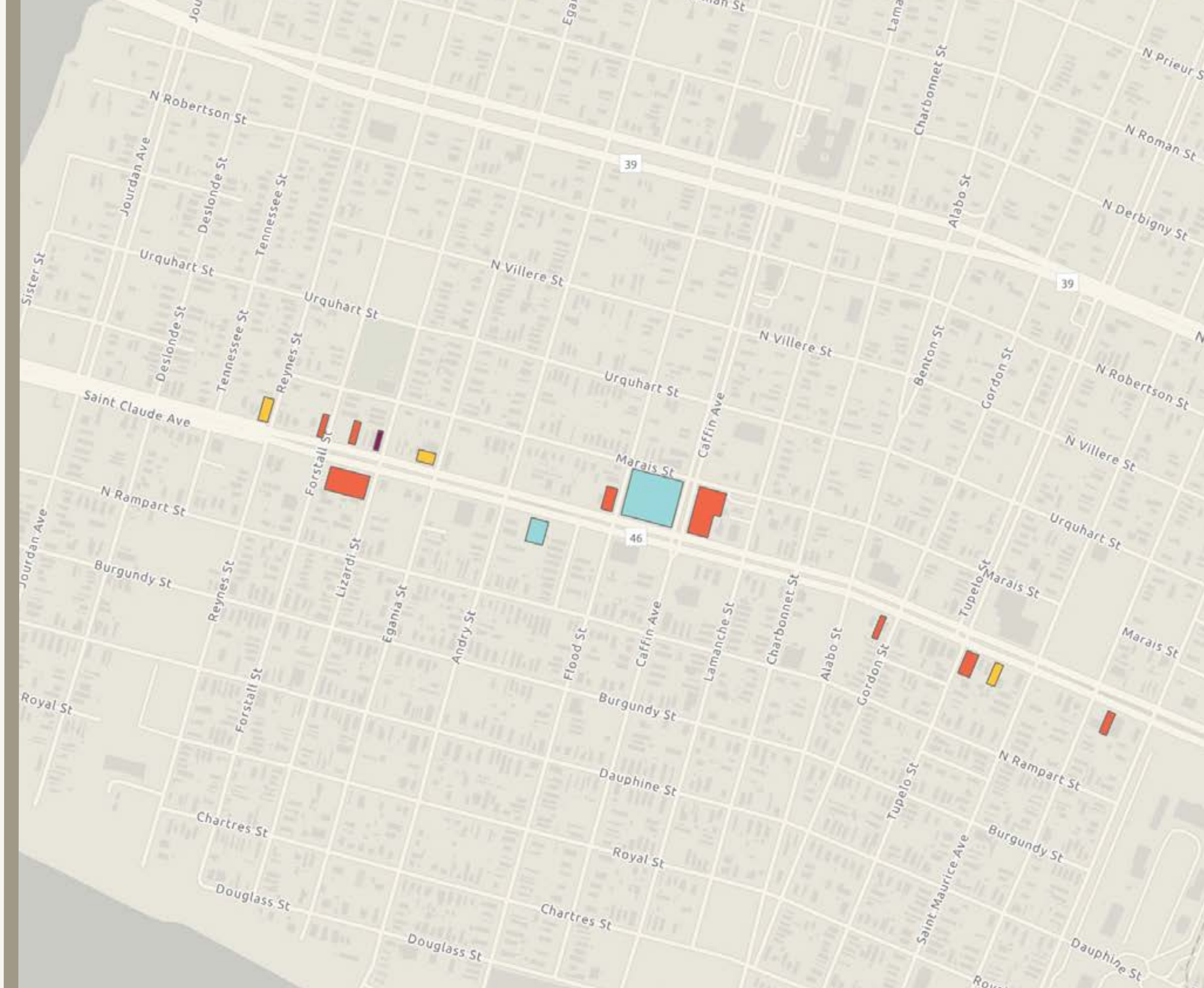


SUBMARKET POSITIONING

Given the physical and psychological boundaries, both natural and manmade, including the Mississippi River, Industrial Canal, limited road networks, the competition analysis was conducted in detail for the nearby communities of Bywater, Arabi, and Chalmette. This analysis is first rooted in the subregional understanding of retail development that serves residents on the east side of New Orleans, including St. Bernard Parish.

RETAIL OCCUPIED PARCELS (St. Claude Ave.)

The current retail parcel mix shows a high vacancy rate, including the two largest spaces, indicating significant underutilization. Neighborhood goods and services are present but concentrated in smaller parcels, limiting their individual economic impact. General merchandise and resale uses occupy larger spaces and offer important community resources, while non-retail auto services contribute modestly to economic activity but do not generate foot traffic. Food and beverage offerings are notably lacking, presenting a clear opportunity to diversify and strengthen the area's retail ecosystem. A more balanced mix of goods, services, and dining would support a healthier, more vibrant neighborhood economy.



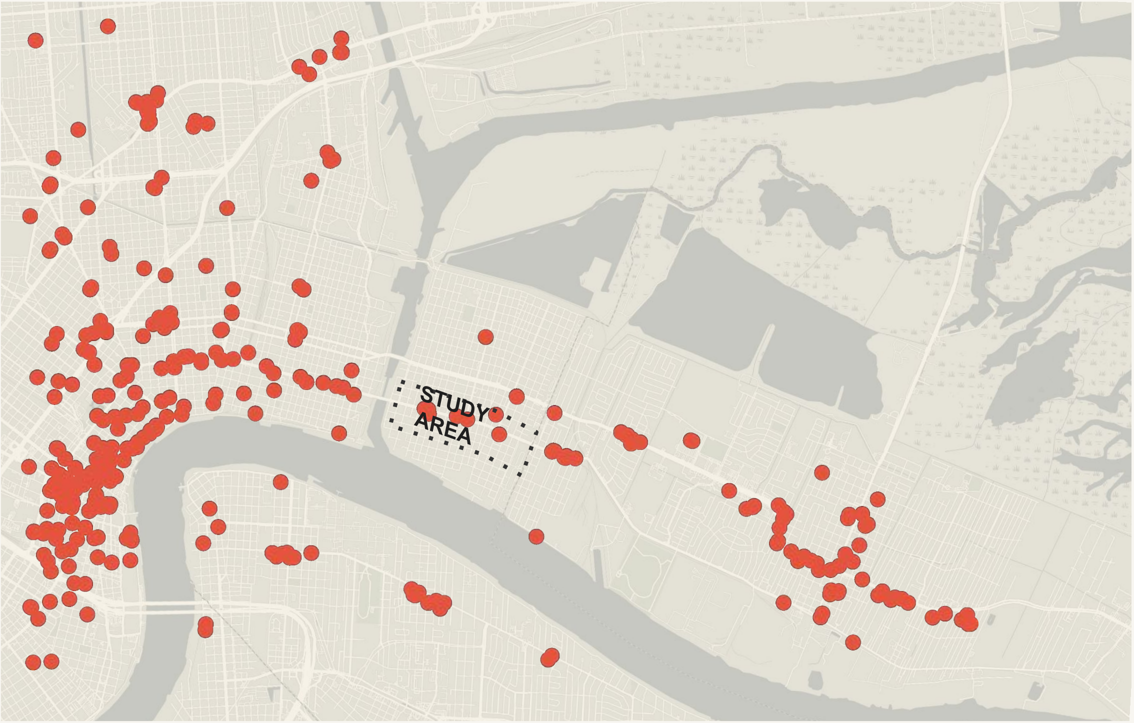
NATIONAL & LOCAL BRANDS

Like many urban areas, New Orleans is predominantly home to locally owned businesses rather than national brands. This trend is evident within the study area, where no national brands currently operate. Historically, retailers such as Popeyes, Walgreens, and Family Dollar were present along the corridor but have gradually exited, both before and after Hurricane Katrina, as confirmed by oral histories gathered during the walking tour. Today, the nearest concentration of national retailers serving Lower Ninth Ward residents is located 2.3 miles away in Chalmette.

The absence of national brands within the study area presents both challenges and opportunities for the retail landscape. On one hand, it limits residents' immediate access to familiar, large-scale retailers that often provide a broad assortment of goods at competitive prices. This forces many to travel outside the neighborhood, primarily to commercial clusters in St. Bernard Parish or along major corridors like Chef Menteur Highway and Gentilly Boulevard, increasing transportation costs and reducing the likelihood of local economic circulation. On the other hand, this condition creates a unique opportunity for local entrepreneurs and small businesses to thrive without direct competition from national chains. It also opens the door for targeted retail investment that aligns with the community’s preferences and needs, fostering a resilient, locally-driven commercial environment that could attract independent retailers and niche markets to fill existing service gaps.

COMPETITION ANALYSIS
NEIGHBORHOOD GOODS & SERVICES (NG&S)

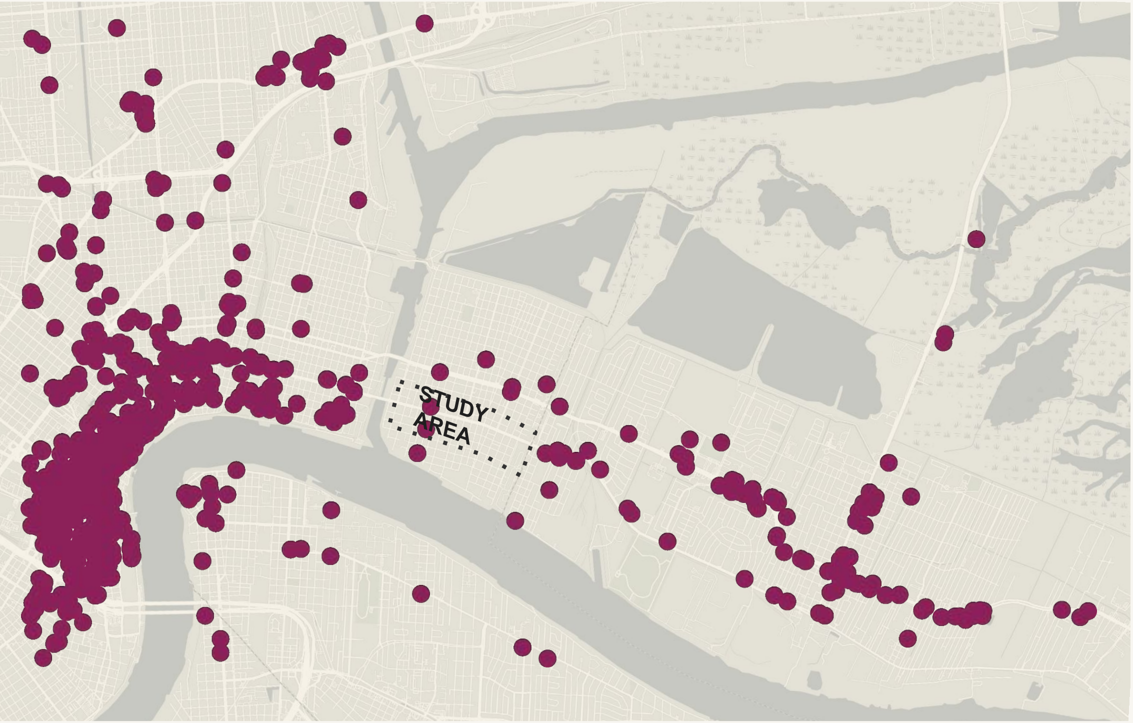
Neighborhood Goods & Services (NG&S) establishments naturally disperse across commercially zoned areas, catering to the daily needs of nearby residential communities and employment centers through their convenience-oriented offerings. Despite their ability to operate successfully in standalone locations, these businesses tend to cluster along key corridors and within commercial districts to capitalize on high visibility and the mutual benefits of co tenancy—where complementary businesses drive shared customer traffic and enhance overall market appeal.



In the Lower Ninth Ward, NG&S retailers are primarily concentrated along St. Claude Avenue rather than the higher-traffic Claiborne Avenue corridor. This pattern is likely influenced by the availability of commercial spaces along St. Claude that better align with the operational needs and budget constraints of independent business owners, largely due to zoning regulations that support smaller-scale enterprises. Additionally, the higher residential density on both sides of St. Claude, compared to Claiborne, has contributed to this concentration—an outcome shaped by redevelopment patterns and demolitions following Hurricane Katrina. Note, majority of the businesses in this category are convenience stores and personal care establishments such as salons and barber shops.

COMPETITION ANALYSIS
FOOD & BEVERAGE (F&B)

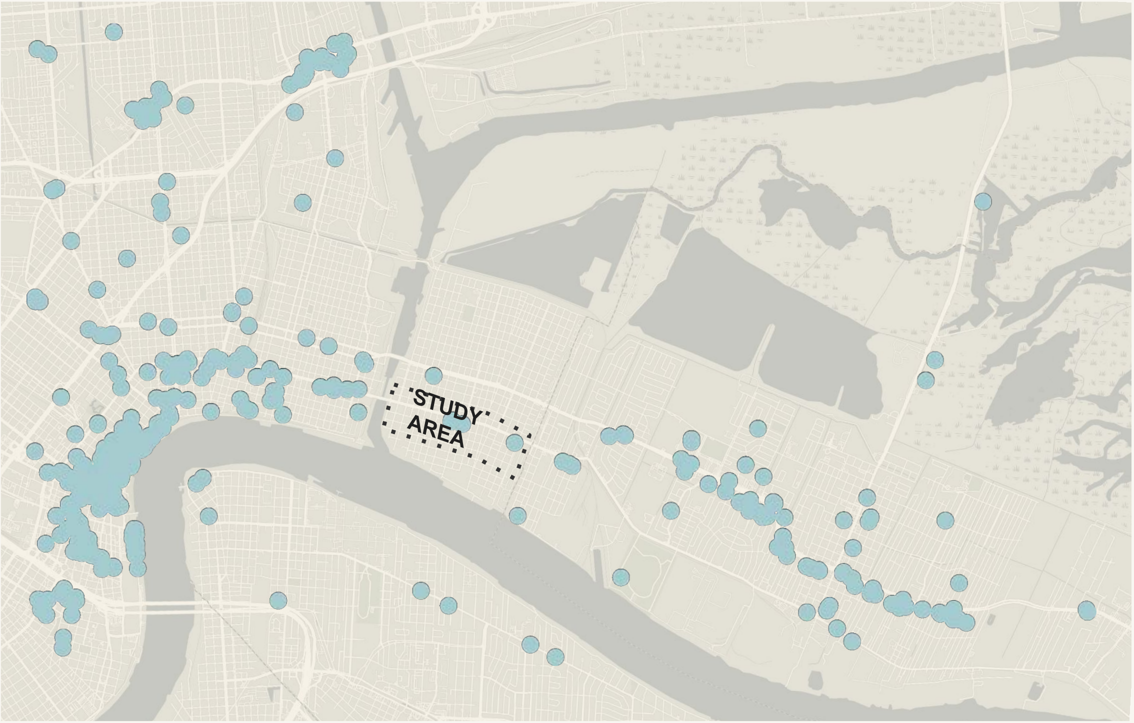
Food & Beverage (F&B) establishments thrive in highly accessible and competitive markets, benefiting from high foot traffic and visibility. This is evident in the concentration of F&B businesses in tourism-driven neighborhoods such as the French Quarter, Marigny, Bywater, and Treme, where a steady flow of visitors sustains demand. In residential communities, F&B establishments often follow a similar pattern to Neighborhood Goods & Services (NG&S) businesses, scattering across neighborhoods to provide convenient options close to homes while still clustering along key corridors to maximize exposure and customer traffic.



New Orleans, renowned for its culinary heritage, boasts a diverse range of F&B establishments, spanning fine dining, casual sit-down restaurants, fast food, bars, and cafes. However, within the study area, F&B options are notably sparse, with only one establishment—The Food Lab—recently opening its doors. Most dining options for Lower Ninth Ward residents are located along Claiborne Avenue and in surrounding commercial districts outside the study area, which primarily feature casual dining and takeout options, such as fast food establishments. This limited presence underscores a significant opportunity to expand food and beverage offerings within the corridor to better serve local demand.

COMPETITION ANALYSIS
GENERAL MERCHANDISE... (GAFO)

General Merchandise, Apparel, Furniture, and Other (GAFO) establishments have the lowest representation among the retail categories analyzed within the study area. This trend is typical in urban environments where retail shopping is not the primary driver of activity. GAFO businesses tend to cluster more strongly in districts and along corridors compared to Neighborhood Goods & Services (NG&S) and Food & Beverage (F&B) establishments, as they rely heavily on *comparison shopping*—a consumer behavior where shoppers evaluate similar products across multiple stores before making a purchase.

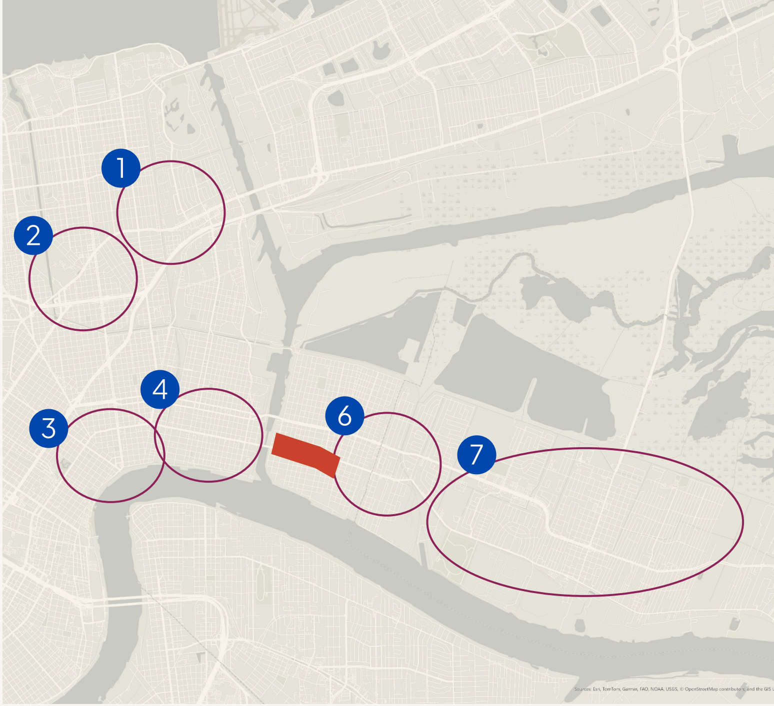


Over time, the viability of GAFO retailers has been increasingly challenged by the rise of online shopping, which has significantly reduced the demand for brick-and-mortar stores in this category. In the competitive trade area, the majority of GAFO businesses fall within the Apparel, Footwear, and Jewelry segment, followed by General Merchandise stores offering a variety of personal goods. Home improvement and furnishing stores are also present, catering to the area's residential base. Within the study area itself, GAFO presence is limited to two thrift and second-hand stores, providing affordable resale items. For residents seeking budget-friendly options, dollar stores located just outside the study area to the east, west, and north serve as the most accessible alternatives.

COMPETITIVE POSITIONING

Based on the analysis of shopping establishments and retail clusters, the study area functions primarily as a neighborhood-serving market. While retail options within the study area remain limited, established and emerging shopping destinations at its periphery provide residents with a broader range of goods and services. These nearby retail corridors and districts include:

1. **Chef Menteur Hwy (34 min. drive)** – A major commercial corridor featuring a mix of national and local retailers, including grocery stores, discount retailers, and automotive services.
2. **Gentilly Blvd (13 min. drive)** – Known for its blend of community-oriented retail, including grocery stores, home improvement stores, and service-based businesses.
3. **Marigny (9 min. drive)** – A vibrant, mixed-use district offering an eclectic mix of boutiques, bars, and restaurants catering to both locals and tourists.
4. **Bywater (6 min. drive)** – A rapidly evolving area with an increasing number of specialty shops, cafés, and creative retail spaces.
5. **Lower 9th Ward & N. Claiborne Ave (1 min. drive)** – The surrounding community and historic corridor with a concentration of local businesses, food establishments, and essential services. (Not Pictured)
6. **Arabi (4 min. drive)** – A growing retail destination with a mix of neighborhood-serving businesses and larger format stores that attract shoppers from adjacent areas.
7. **Chalmette (7 min. drive)** – A well-established commercial hub featuring a concentration of big-box retailers, grocery stores, and service providers that serve both local and regional shoppers.



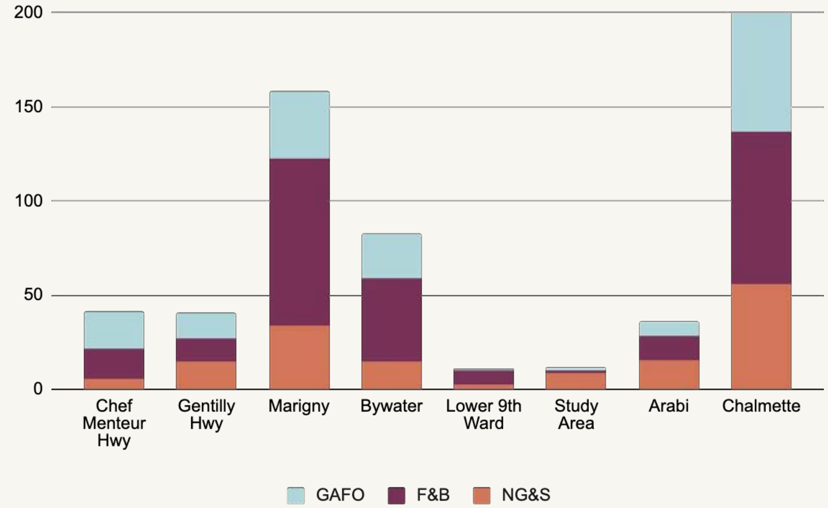
COMPETITIVE POSITIONING

Established Retail Hubs: Chalmette and Marigny emerge as the most dominant retail destinations in the competitive set, with Chalmette leading in total establishments (204) and Marigny following with 159. These areas offer a balanced mix of NG&S, F&B, and GAFO retailers, providing Lower Ninth Ward residents with comprehensive retail options outside the study area. Chalmette, in particular, features the highest count across all three categories, demonstrating its regional draw and ability to serve both local and surrounding communities. Chef Menteur Hwy (42 establishments) and Gentilly Blvd (41 establishments) provide balanced retail offerings, with a stronger focus on NG&S and F&B categories, which are essential for daily consumer needs, but not as a robust destination for goods and services in comparison to Marigny and Chalmette.

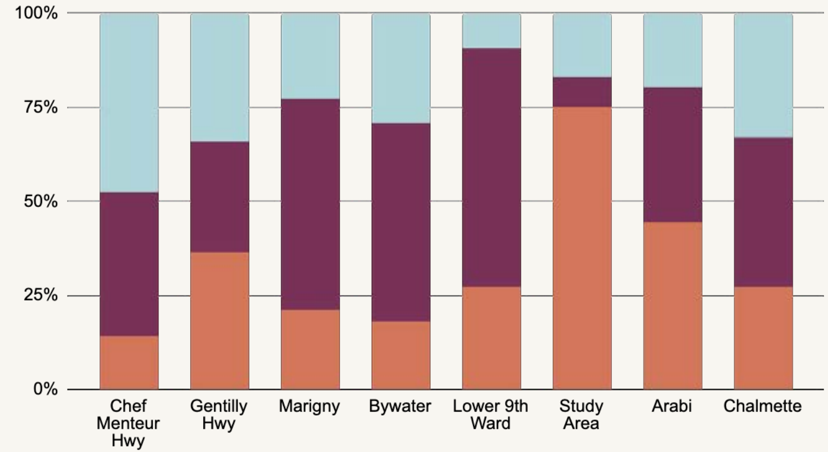
Emerging Retail Clusters: Bywater (83 total establishments) and Arabi (36 total establishments) serve as emerging retail nodes, with strong representation in the F&B and NG&S categories. Bywater, benefiting from its proximity to tourism-heavy areas, has a significant number of food and beverage establishments (44), positioning it as a key dining destination that could influence retail growth in adjacent areas like the Lower Ninth Ward.

Underdeveloped Retail Corridors: The study area and the broader Lower Ninth Ward show significantly lower retail counts compared to neighboring districts, with only 12 and 11 total establishments, respectively. Despite some NG&S presence in the study area (9 establishments), the lack of F&B (1 establishment) and GAFO (2 establishments) highlights a major gap in retail diversity. This disparity suggests that residents must travel outside their immediate community to meet their shopping and dining needs, reinforcing the importance of strategic investment to attract retailers that can serve the local population effectively. The Lower Ninth Ward, with just 7 F&B establishments, is significantly underserved compared to areas like Marigny and Chalmette. Given New Orleans' strong culinary culture, this presents a critical opportunity for new food-related businesses to enter the market.

INVENTORY BY COUNT



INVENTORY BY SHARE



COMPETITIVE POSITIONING

The study area and the broader Lower Ninth Ward are positioned almost equidistant from the larger retail hubs of Marigny and Chalmette. This geographic placement suggests that the trade areas of these two commercial nodes overlap with the study area, influencing local shopping patterns and retail demand. Marigny, with its high concentration of food and beverage establishments and proximity to tourism-heavy areas, likely attracts residents seeking dining and entertainment experiences. Meanwhile, Chalmette, with its comprehensive retail mix, serves as a regional shopping destination for everyday goods and services for nearby residents.

By contrast, the nearby neighborhoods of Bywater and Arabi, which have a more moderate retail presence, likely cater to the immediate needs of their local residential communities. These areas offer neighborhood-serving retail options, such as convenience stores and small-scale service providers, reinforcing their role as supportive commercial environments.

Given this positioning, the study area has the potential to carve out a niche by enhancing its retail mix to better serve residents who currently travel to Marigny and Chalmette for their shopping needs. Strategic investment could focus on filling critical gaps in essential retail categories, leveraging the area's centrality to attract businesses that can serve both local and overlapping trade area demand.

Section 06

Comparable Districts

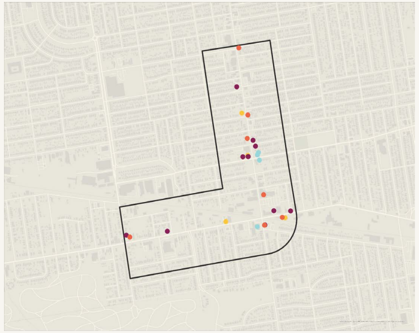
CASE STUDIES

Comparable districts were identified to offer valuable insights to shape a revitalization strategy tailored to the unique conditions of the St. Claude Avenue corridor.The selected case studies reflect corridors near city edges, located in historically African-American neighborhoods, and characterized by 1-3 story retail spaces, providing parallels in market dynamics and redevelopment needs. Secondary factors include proximity to higher-traffic corridors and evidence of recent public and private reinvestment, highlighting opportunities to leverage resources effectively.

Lower 9th Ward
St. Claude Ave (Study Area)
Length: 1.2 miles
Area: 227 acres
Retailers:12
Population*: 4,814
Workers*: 799
Avg. HH Income*: $52,755
Black Alone*: 93.3%

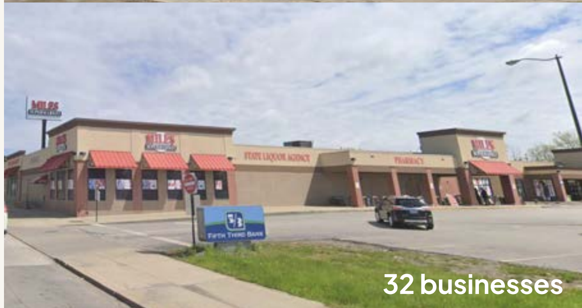
Upper 9th Ward
St. Claude Ave
Length: 1.1 miles
Area: 220 acres
Retailers: 36
Population*: 6,678
Workers*: 1,513
Avg. HH Income*: $80,275
Black Alone*: 62.6%

E. Warren
Detroit, MI
Length: 1.6 miles
Area: 309 acres
Retailers: 55
Population*: 6,337
Workers*: 1,038
Avg. HH Income*: $84,874
Black Alone*: 83.1%

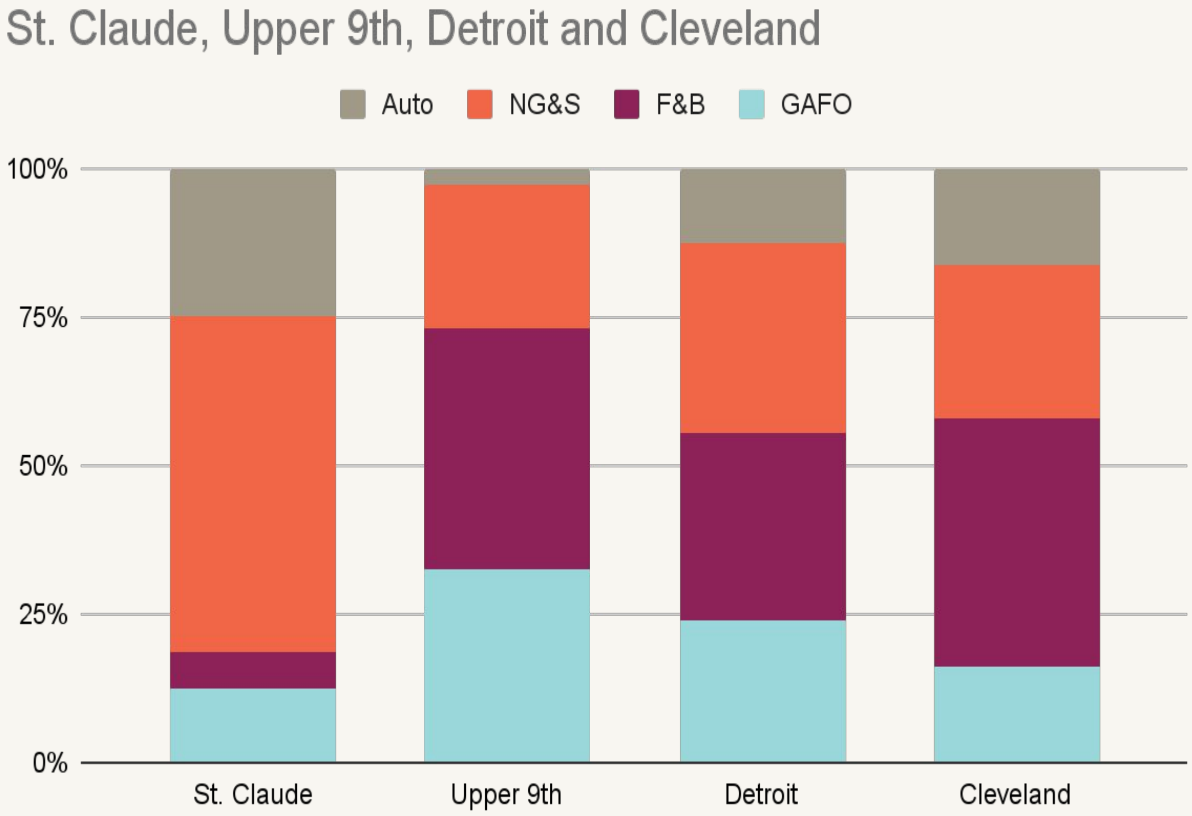


E. 131st
Cleveland, OH
Length: 1.3 miles
Area: 253 acres
Retailers: 26
Population Density*: 6,221
Workers*: 819
Avg. HH Income*: $50,279
Black Alone*: 94%

CASE STUDIES



In comparing the share of inventory by use—including automotive services as a telling indicator—the St. Claude Avenue study area shows a notably higher share of Neighborhood Goods & Services (NG&S), fueled by numerous convenience stores and a small selection of grocery outlets that sometimes offer Food Away from Home. There is also a greater presence of automotive uses than in other comparable districts. By contrast, these comparable areas feature substantially more Food & Beverage (F&B) businesses, widely recognized as key drivers for attracting residents and visitors alike. In fact, the Executive Director of the East Warren Development Corporation credits a "food-first" (i.e., restaurant-focused) approach as crucial to their own revitalization success—underscoring how strategic F&B investments can catalyze community momentum and commercial growth.



CASE STUDIES | RETAIL GAPS

When examining the retail inventory across comparable areas, several notable findings and gaps emerge:

- **Neighborhood Goods & Services (NG&S):** Dry cleaners and pharmacies are absent in the study area. Although, demand for dry cleaning is waning due to more casual work environments and remote work. In areas with larger supermarkets, there tend to be fewer convenience stores, and all supermarkets studied were locally owned.
- **Food and Beverage (F&B):** Restaurants account for the most significant gap. Bars and coffee shops are also underrepresented in at least two of the comparison communities.
- **General Merchandise, Apparel, Furniture, and Other (GAFO):** Apparel and footwear retailers are notably lacking. In some cases, square footage may be comparable to that of St. Claude Avenue, but the study area's stores often occupy larger footprints, affecting variety and availability.
- **National Brands:** Few exist across the study areas, limited primarily to cell phone providers, dollar stores, and fast food chains—tenants often found in neighborhoods similar to the Lower Ninth Ward.

Survey responses from local residents mirror these gaps, indicating strong interest in both retail and service offerings:

- **Food Stores**
  - Full-Service Grocery: 74%
  - Farmers' Markets: 63%
  - Specialty Grocery Stores: 54%
- **Food & Beverage**
  - Full-Service Restaurants: 80%
  - Cafés, Coffee Shops, Dessert Shops: 77%
- **Services (Many not included in the demand model)**
  - Gyms & Wellness: 57%
  - Banks: 55%
  - Urgent Care/Medical: 44%
  - Personal Care: 44%
  - Education-Related Businesses: 40%
  - Laundromat/Dry Cleaners: 54% (among WIC/SNAP participants, not reaching 40% among all respondents)

COMPARATIVE ANALYSIS OF ZONING HU-MU (STUDY AREA) VS. HMC-2 (BYWATER)

As part of the Upper 9th Ward case study, a comparative analysis of zoning along St. Claude Avenue was conducted to understand how the HU-MU (Neighborhood Mixed-Use) and HMC-2 (Historic Marigny/Tremé/Bywater Commercial) districts influence commercial development in different parts of the corridor. The Lower 9th Ward is largely zoned HU-MU, whereas the Upper 9th Ward relies more on HMC-2, each imposing distinct regulations that shape the character and intensity of local business activity. These differences underscore how HMC-2 encourages a more diverse and potentially high-traffic commercial environment, while HU-MU favors neighborhood-scale retail and residential uses.

Purpose of the HMC-2 Historic Marigny/Tremé/Bywater Commercial District

- Allows more intensive commercial uses than HMC-1, while safeguarding the historic character of Marigny/Tremé/Bywater.
- Applies to peripheral properties in Marigny/Tremé/Bywater that front major traffic arteries, thus facilitating access for more intense commercial operations.
- Permits higher residential densities when developments provide significant public benefits, such as long-term affordable housing.

Comparison to Lower 9th Ward

HMC-2 accommodates a broader range of intensive commercial and entertainment-oriented uses not found in HU-MU, such as: hospitality centers, live performance venues, commercial adult day care centers, wholesale goods establishments, and certain commercial office uses (e.g., broadcast studios, printing establishments, commercial horse stables).

HU-MU in the study area imposes more restrictions aimed at fostering **walkable, mixed-use neighborhoods**, which can limit the intensity of commercial activity. Key distinctions include:

- **Permitted by right**: Carry-out restaurants, animal hospitals, and a wider range of residential uses
- **Conditionally permitted** (and not permitted in HMC-2): Auto-oriented uses such as gas stations, service centers, and car washes; warehousing; food processing; and Mardi Gras dens

KEY FINDINGS

The comparable district research and analysis, including interviews with key stakeholders identified the following themes that can inform retail strategies:

Catalytic Role of Food and Beverage
Restaurants and food-related businesses were consistently highlighted as primary draws, attracting both local residents and visitors from nearby neighborhoods. With higher-income areas in close proximity, offering high-quality dining options and unique retail experiences can tap into a broader regional market. Providing opportunities for chefs and local entrepreneurs to establish or own spaces fosters stability, community pride, and economic growth. A focus on ownership or long-term leases for culinary entrepreneurs can further strengthen the local food ecosystem.

Multi-Developer Approach & Community Ownership
Instead of relying on a single large development, encouraging multiple smaller projects spreads investment risk while offering varied opportunities. Community-based boards, resident advisory groups, and neighborhood-level ownership help align projects with local priorities. Strategic property control by community development organizations can also protect tenant interests and keep developments responsive to community needs.

Housing as an Anchor for Retail Demand
New residential units, especially mixed-income housing, boost local purchasing power and generate consistent foot traffic that supports retail ventures. Large-scale projects in particular help stabilize the neighborhood, creating both the demand and vibrancy needed to sustain and grow commercial activity.

Gap-Filling Opportunities: Niche retailers—such as bookstores, ceramic supply shops, and specialty grocers—can fill unmet needs for both local and regional shoppers, enhancing the corridor's appeal. Additional concepts like shared kitchens, farmers' markets, and food pop-ups broaden retail offerings while providing accessible entry points for new entrepreneurs.

Technical Assistance and Capacity Building: Many small business owners and developers require support navigating funding sources, leases, permitting, and other processes. Community development corporations can serve as trusted liaisons, offering mentorship, training, and even grant or loan application assistance. A more formal "developer assistance program" could streamline approvals and strengthen communication among stakeholders, while regular coordination with city officials and philanthropic partners helps ensure accountability and access to critical resources.

Public Realm and Streetscape: Enhancements such as tree planting, improved lighting, and traffic-calming measures encourage walkability and a sense of safety, fostering greater commercial viability. Collaboration with local government on infrastructure improvements and public realm investments is essential for creating an environment where businesses can thrive in the long term.

Section 07

Grocery Market Conditions

INTRODUCTION

This section examines key factors shaping the grocery market conditions along St. Claude Avenue, including an inventory analysis of existing grocery retailers, an assessment of competition from nearby stores and supermarkets, and an evaluation of shopper behavior through visitor data from Placer.ai. The grocery inventory analysis provides insights into the availability, types, and distribution of food retailers within the study area, highlighting gaps in access to fresh and affordable groceries.

Currently, six establishments account for approximately 14,417 square feet of retail space (see subsequent slides for square footage by category and store), with the highest concentration of stores located along the westernmost portion of the corridor. This clustering aligns with previously identified factors such as distance from competitive districts and historic commercial patterns.

DEFINITIONS

Big Box Grocer: Physically large grocery, usually part of a chain store offering a vast selection of products. Example: Walmart, Target

Conventional Supermarket: Community grocery stores offering a wide range of food items, including produce, canned goods and meat, and smaller non-food items like toiletries and school supplies. Examples: Winn-Dixie, Whole Foods

Small-Format Grocer: Range from 5,000 to 40,000 square feet, offer just 5,000 high-volume items, feature more fresh foods and limited traditional groceries, and carry up to a couple hundred best selling produce SKUs. Example: Canseco's, Rouses

Dollar Store: A store selling a wide range of inexpensive goods at low prices. These stores have a portion of the square footage dedicated to food products. Examples: Dollar General, Dollar Tree

Convenience Store: Small retail store that stocks a range of everyday items such as convenience food, groceries, beverages, tobacco products, lottery tickets, over-the-counter drugs, toiletries, newspapers and magazines. Examples: NOLA Village Market, Brothers

GROCERY INVENTORY | STUDY AREA

The grocery retail landscape within the study area consists of two small-format grocery stores and four convenience stores, each offering a varying range of products and services. Fresh Start Market, one of the small-format grocers, provides a limited selection of fresh produce and minimal other grocery offerings within a newly constructed building that includes a small catering kitchen. In contrast, Seafood and Chicken offers a broader range of grocery products and operates out of a converted fast-food establishment, reflecting a different approach to serving the community's needs.

The four convenience stores in the study area primarily stock packaged goods, with some locations offering a limited selection of frozen meats and fresh produce. However, these stores often face challenges related to crime, as noted in previous analyses, which may deter potential customers from regularly shopping at these locations.

Note, NOLA Village Market did not have Placer.ai data available. Therefore, a more limited analysis was completed.

Big Box Grocers
Walmart (2.3 mi away)

Conventional Supermarkets
Winn Dixie (4.5 mi away)

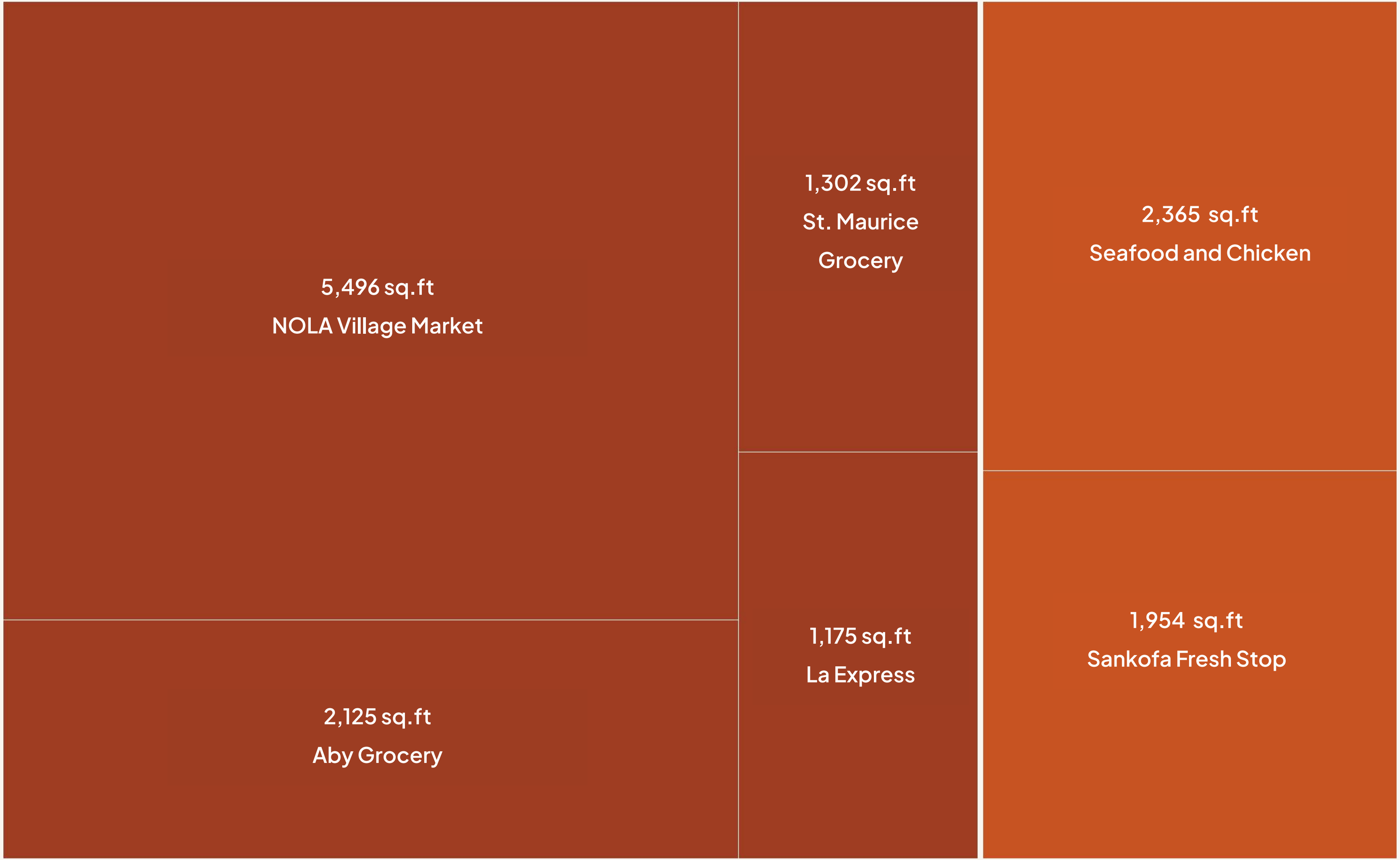
Dollar Stores
Dollar General - Arabi (1 mi away)
Dollar General - Bywater (1 mi away)
Dollar Tree (0.7 mi away)

Small Format Grocers
Seafood and Chicken Market (in Study Area,0 mi away)
Sankofa Fresh Start Market (in Study Area, 0.4 mi away)
Canseco's (1.1 mi away)
Magnolia (0.7 mi away)
La Benedicion (1.8 mi away)

Convenience Stores
St. Maurice Market (in Study Area, 0 mi away)
LA Express (in Study Area, 0.5 mi away)
Aby Grocery (in Study Area, 0.5 mi away)
NOLA Village Market (in Study Area, 0.3 mi away)
Brothers Chalmette (1.5 mi away)

GROCERY INVENTORY

GROCERY INVENTORY



GROCERY INVENTORY | COMPETITIVE SET

The competitive grocery landscape for the study area includes a mix of big-box retailers, conventional supermarkets, dollar stores, and smaller-format grocers and convenience stores, selected based on survey data identifying the top shopping destinations for residents. Together, these stores encompass 379,171 square feet of retail space, incorporating the study area's inventory. This assortment of competitors highlights a diverse range of offerings, from large-scale one-stop shopping to more localized and convenience-oriented options.

Survey results reveal Walmart as the most frequently patronized grocery destination, with 65% of respondents shopping there despite its location over two miles from the study area. Canseco's, another popular choice at 55%, offers a more proximate option, though still outside the Lower Ninth Ward.

Dollar stores, due to their proximity, play a significant role in fulfilling everyday grocery needs, while Walmart dominates as a preferred choice for comprehensive shopping trips. This distribution underscores both the reliance on larger, distant stores for broader grocery needs and the limited availability of robust grocery options within the study area itself.

379,171 SQ.FT

Note, NOLA Village Market did not have Placer.ai data available. Therefore, a more limited analysis was completed.

Big Box Grocers
Walmart (2.3 mi away)

Conventional Supermarkets
Winn Dixie (4.5 mi away)

Dollar Stores
Dollar General - Arabi (1 mi away)
Dollar General - Bywater (1 mi away)
Dollar Tree (0.7 mi away)

Small Format Grocers
Seafood and Chicken Market (0 mi away)
Sankofa Fresh Start Market (0.4 mi away)
Canseco's (1.1 mi away)
Magnolia (0.7 mi away)
La Benedicion (1.8 mi away)

Convenience Stores
St. Maurice Market (0 mi away)
NOLA Village Market (0.3 mi away)
Brothers Chalmette (1.5 mi away)

GROCERY INVENTORY | ALL STORES

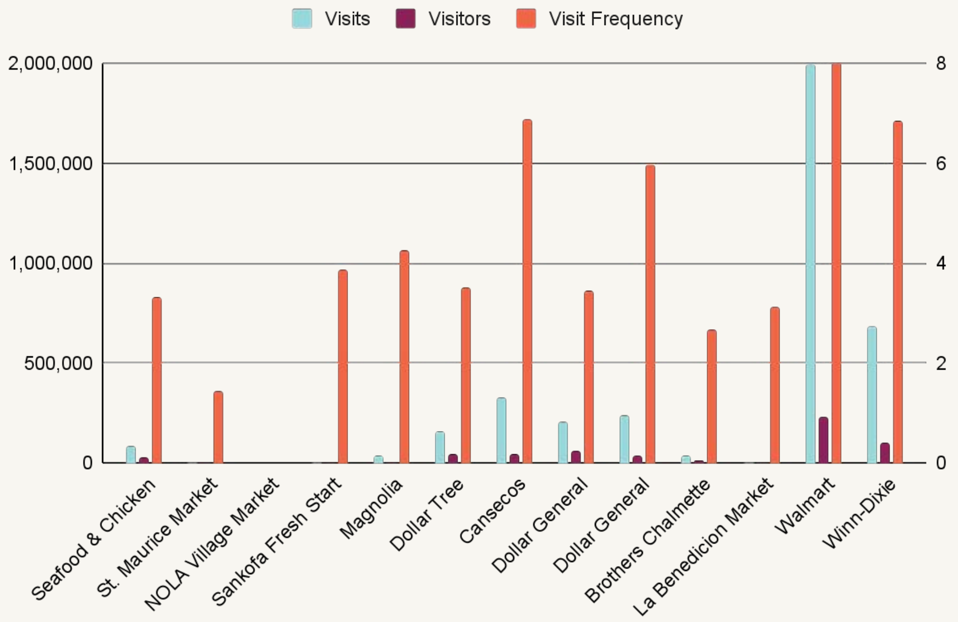
Category	Store Name	Size
Big Box Grocery	Walmart	201,877 Sq. Ft.
Conventional Supermarket	Winn-Dixie	99,176 Sq.Ft.
Dollar Stores	Dollar Tree	13,322 Sq.Ft.
Dollar Stores	Dollar General (Arabi)	11,534 Sq.Ft.
Dollar Stores	Dollar General (Upper 9th)	11,175 Sq.Ft.
Small-Format Grocery	Canseco's	18,000 Sq.Ft.
Small-Format Grocery	La Benedicion Market	4,940 Sq.Ft.
Small-Format Grocery	Magnolia Supermarket	2,461 Sq.Ft.
Small-Format Grocery	Seafood and Chicken	2,365 Sq.Ft.
Small-Format Grocery	Sankofa Fresh Stop	1,954 Sq.Ft.
Convenience Storey	NOLA Village Market	5,496 Sq.Ft.
Convenience Store	Brothers Chalmette Market	2,209 Sq.Ft.
Convenience Store	Aby Grocery	2,125 Sq.Ft.
Convenience Store	St. Maurice Grocery	1,302 Sq.Ft.
Convenience Store	La Express	1,175 Sq.Ft.

GROCERY COMPETITION ANALYSIS

Placer.ai is a powerful tool that provides insights into consumer behavior and foot traffic patterns based on anonymized mobile device data. By analyzing visit data, dwell times, and visit frequency, Placer.ai helps to capture a detailed picture of how consumers engage with various retail locations. In this analysis, Placer.ai data is used to assess the performance of key grocery stores in and around the study area, shedding light on customer visits, repeat shopping behavior, and the overall appeal of competing stores.

Placer.ai data reveals that Walmart is the clear leader in grocery visits within the competitive landscape, far surpassing other stores in both overall visits and the number of visitors. Its high visit frequency further emphasizes Walmart's broad appeal and the strong, regular engagement of its customer base.

Winn-Dixie ranks second in visits, demonstrating substantial foot traffic. However, its visitor count is moderate compared to Walmart, suggesting that a smaller but dedicated group of customers generates these high visit numbers. Canseco's, while drawing fewer visits overall, stands out with a relatively high visit frequency. This indicates a loyal customer base, primarily composed of local residents who regularly frequent the store. Smaller grocery outlets like Seafood & Chicken and NOLA Village Market also display interesting trends. While their overall visit and visitor counts are low, the high frequency of visits suggests these stores enjoy consistent patronage from a smaller group of dedicated customers. This pattern highlights the importance of customer loyalty, even for stores operating on a smaller scale in the study area.



VISITS BY STUDY AREA RESIDENTS

To assess how much square footage residents of the study area support, an economic model was developed to estimate the percentage of visits from the study area. By applying this share of population to the total square footage of competing stores, the model calculates that approximately 14,042 square feet of retail space is supported by residents of the study area. This figure is roughly 400 square feet less than the total square footage of small-format grocery stores and convenience stores in the study area (14,417 square feet), as previously outlined. The slight discrepancy suggests that demand for additional retail space, particularly in the grocery category, may be limited due to a combination of factors, including competition from nearby stores, a saturation of convenience-oriented options, and the relatively small customer base within the study area's population.

STORE NAME	TOTAL VISITS	VISITS FROM 70117	% OF STUDY AREA VISITS*	STORE SQ.FT.	STORE SQ. FT. SUPPORTED BY STUDY AREA VISITS
Seafood and Chicken Market	**89,400**	**N/A**	**6.45%***	**2,365**	**153**
St. Maurice Market	**1,400**	**652**	**8.94%**	**1,302**	**116**
NOLA Village Market	**N/A**	**N/A**	**6.45%***	**5,496**	**354**
Sankofa Fresh Start Market	**2,500**	**696**	**5.35%**	**1,954**	**104**
La Express	**N/A**	**N/A**	**6.45%***	**1,175**	**76**
Aby Grocery	**N/A**	**N/A**	**6.45%***	**2,125**	**137**
Magnolia Supermarket	36,300	20.600	10.90%	2,461	268
Dollar Tree	161,500	84,400	10.03%	13,322	1.337
Canseco's	330,600	104,000	6.04%	18,000	1,087
Dollar General	210,300	113,000	10.32%	11,534	1,190
Dollar General	241,000	85,700	6.83%	11,175	763
Brothers Chalmette Market	38,700	11,100	5.51%	2,269	125
La Benedicion Market	7,600	631	1.59%	4,940	79
Walmart	2,000,000	428,000	4.11%	201,877	8,295
Winn-Dixie	686,300	46,600	1.30%	99,176	1,293
TOTAL					**14,042**

* Note: This model assumes that each visit represents an equal basket size, and the percentage is calculated based on the share of the population in the study area relative to the entire 70117 zip code.

PRICE & QUALITY ANALYSIS

To better understand the local customer experience, the AndAccess team visited the six most-visited grocers in proximity to the study area. This hands-on approach allowed them to validate objective data gathered through tools like Placer.ai, Costar, and their Google scrape, while also making subjective observations about the stores frequented by local consumers. At each location, they purchased a standardized basket of 13 items, aiming to buy identical products (same size/quantity, brand/quality, etc.) to ensure a fair comparison.

The team found that the top two most-patronized stores offer distinctly different shopping experiences, despite potentially serving similar customer segments for different reasons. Walmart, with its large retail space, provides a broad selection and a higher likelihood of add-on purchases, catering to customers looking for convenience and variety. In contrast, Canseco's stands out for its higher perceived quality—both in terms of product selection and store ambiance. As a result, these two grocers represent the extremes in basket prices, with Canseco's being the highest-priced and Walmart offering the lowest. This contrast highlights the diverse preferences of shoppers within the study area and provides valuable insights into local consumer behavior.

TOP GROCERY STORES PATRONIZED (SURVEY RESULTS)

- Walmart (65%)
- Cansecos (55%)
- Winn Dixie (20%)
- Sankofa Fresh Stop (18%)
- Dollar General (15%)
- Chicken Mart (7%)

PRICE & QUALITY ANALYSIS

Big Box Grocer

Walmart is a well-known national big-box grocery chain with locations across every U.S. state except Hawaii, as well as international stores. The Walmart in Chalmette is a typical Walmart Supercenter, offering a broad selection of products in a clean and well-organized environment. During the Wednesday evening visit, the store appeared to be fairly empty, indicating relatively low foot traffic at that time.

Small Format Grocer

Canseco's is a small-format grocer, recognized as a local chain with a strong community presence. The Arabi location, which opened in 2017, is the fourth of five stores in the region. This location was clean, well-organized, and made efficient use of its available square footage. During the visit, there was a medium-to-high volume of customers, validating its popularity as noted in the survey responses. Canseco's offers a more intimate shopping experience with a focus on quality and service, which has clearly resonated with the local community.

Conventional Supermarket

Winn-Dixie is a national supermarket chain primarily serving the U.S. Deep South. The Chalmette location was clean and organized, with a functional layout. However, the store's design appeared somewhat outdated, and while the spaciousness of the store contributed to a feeling of openness, it also suggested that there might be more square footage than is necessary for the store's current operations.

Small Format Grocer

Sankofa Fresh Start Market is a non-profit grocer that occupies a unique position among the food offerings in proximity to the study area. While the store's selection is limited (only 3 out of the 13 basket items we tried were available), it stands out for its commitment to high-quality items. The store is well-maintained, offering a clean and welcoming environment, setting it apart from other local food providers.

Dollar Store

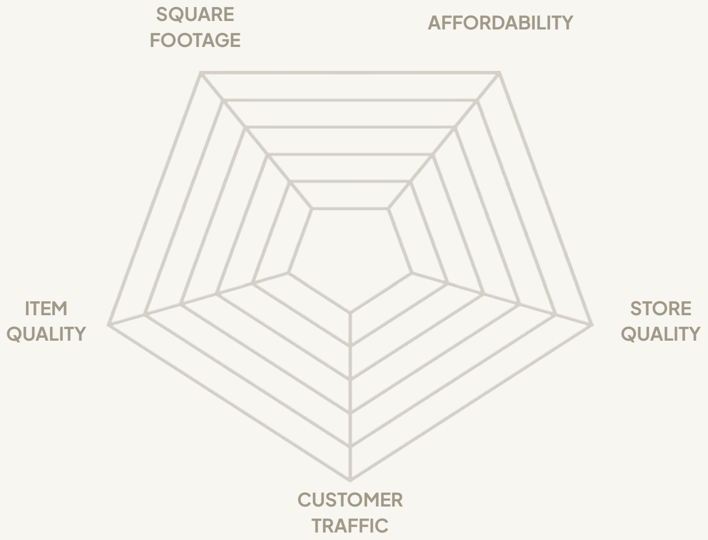
Dollar General, operating as DG Market in Arabi, is a national chain that provides a wide range of food items, though the selection is limited within each category. The store quality was acceptable, but during the visit, the location was very crowded, which made for a less comfortable shopping experience. While food items were easy to locate and clustered together, certain essential items, particularly dairy products like milk, butter, and eggs, were in low stock.

Convenience Store

Seafood and Chicken Market, a grocery-focused convenience store located within the study area, was very crowded during the visit, indicating its popularity among local customers. However, the store's cleanliness was below expectations, and the overall quality of the items was the lowest of all the stores visited. The selection was limited, but the store may appeal to its target customers by offering larger sizes or quantities of certain items, which could be an advantage for bulk buyers.

PRICE & QUALITY ANALYSIS

The spider charts visualized here represent the five key factors analyzed in the price and quality assessment. These factors include product variety, pricing, store ambiance, customer service, and overall product quality. The larger the shaded area on the chart, the more competitive the store is across these dimensions. Notably, Fresh Start Market and Chicken Mart are less competitive compared to the other stores studied, as indicated by their smaller shaded areas on the charts.



COMPETITIVE POSITIONING

Lack of Conventional Supermarket: The study area currently lacks a conventional supermarket, with the nearest option being Winn-Dixie, located 4.5 miles away within the competitive set. This creates a significant gap in the local grocery market, presenting an opportunity for a new supermarket or grocery store to serve the neighborhood and surrounding areas. Based on the recommendation to segment the trade area between Chalmette and Marigny, placing a conventional supermarket in the area could provide a mid-priced option to compete with both Canseco's (high-end) and Walmart (low-end). However, the "Visits by Study Area Residents" analysis suggests that demand would only support approximately 1,300 square feet of retail space. A higher-quality store could potentially capture market share from Walmart (due to distance), dollar stores (due to lower quality), and Canseco's (due to higher price points), increasing cannibalized demand to around 4,000 square feet of space at national sales volumes.

Population and Outlet Limitations: While there is an apparent need for greater assortment of high quality grocery goods in the study area, the limited population and number of existing outlets create concerns about the sustainability of additional grocery offerings. Despite this, the gap in supermarket options and the growing interest in improving food access present an opportunity for small-format grocery stores or specialized retailers that can cater to local needs.

Leveraging Community Engagement: Local residents show loyalty to stores like Seafood and Chicken Market, suggesting that community-oriented offerings can be successful. Understanding the specific preferences and needs of the local population will be critical in ensuring that a new grocery store can attract consistent customers and generate sufficient demand to be financially viable.

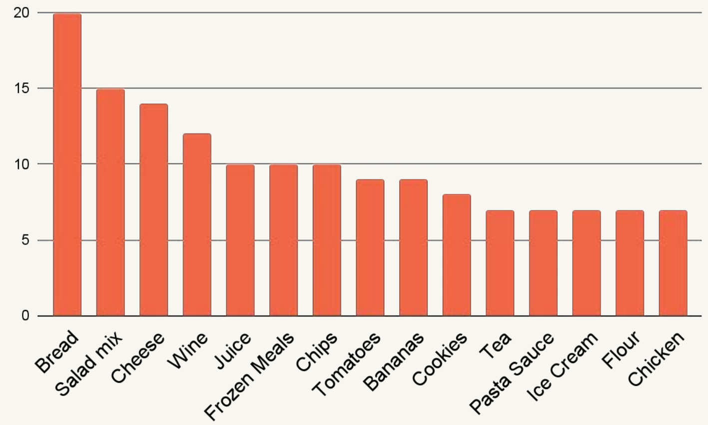
SHOPPER HABITS

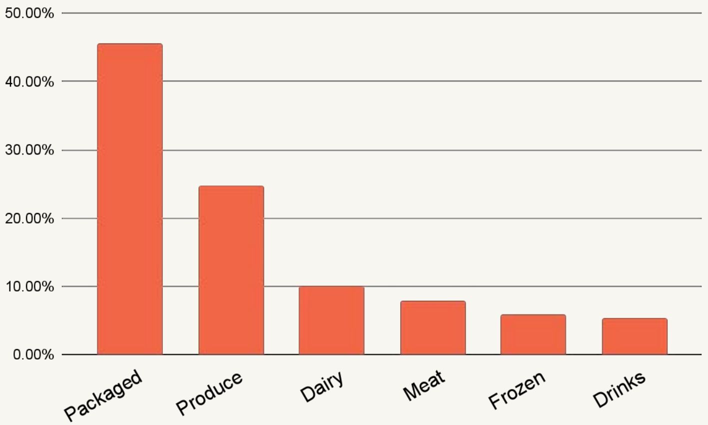
One engagement activity included collecting receipts from recent grocery store purchases to understand commonly purchased items and how that aligns with the expenditures analyzed in the demand analysis (see the next section). The following identifies the key findings of shopper habits to inform prospective grocer product mix.

Common Basket: Participating consumers chose packaged such as bread, pasta and pasta sauce, and flour for about 35% of all purchases. They chose fresh produce such as bananas, bagged salad mix, and green peppers for 18.5% of their purchases.

Shopping Locations: Participants made a large portion of their grocery purchases from two particular brands, which contributed 65% of all items purchased by residents: 35% of items purchased were purchased at Walmart, 30% were purchased at Trader Joe's. While there is a Walmart in the proximity of the study area, the closest Trader Joe's location is over 10 miles away. Note, Trader Joe's receipts might reflect a sampling error where residents participating in the receipt collection survey are more likely to drive further distance (given their availability of time as a resource).

Driving Values: Based on the data collected from the local survey participants, we find that many shoppers are willing to travel relatively longer distances in order to buy from brands that provide products and shopping experiences that they find most valuable.





Section 08

Demand Analysis

INTRODUCTION

The retail demand analysis assesses how much retail space can be accommodated along St. Claude Avenue in terms of square footage. This section outlines the specific areas where trade occurs based on the information from the previous sections. Each trade area identifies the customer base, primarily residents with few employees, who will be the customers of the retail offerings. A calculation is then done to determine the feasible amount of retail space that can be supported in this location, along with recommendations to meet the gaps in retail uses identified through the Resident Survey.

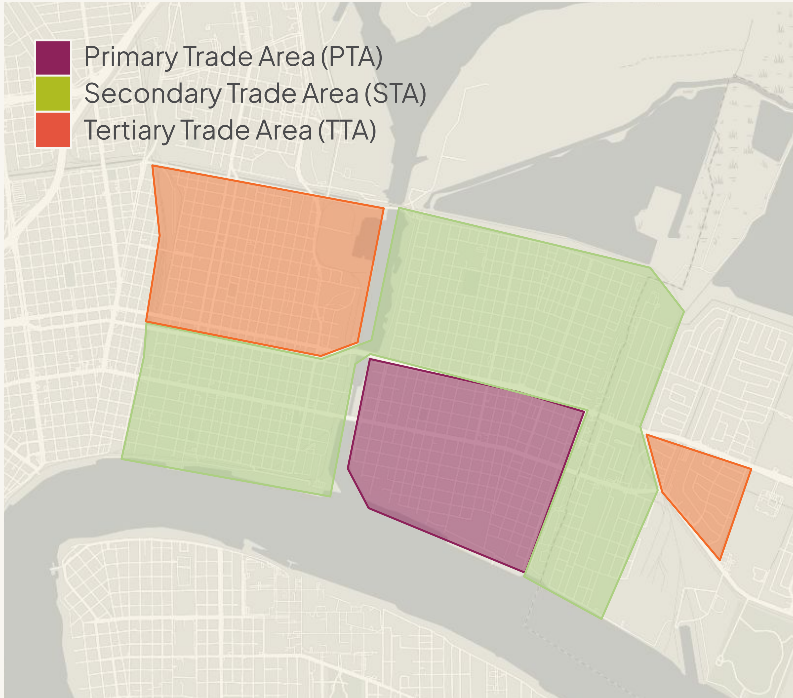
Trade Areas

Trade areas represent the geography where customers are likely to originate and are drawn for primary and secondary demand levels. The trade areas are impacted by competition, traffic volumes, physical and psychological boundaries, and shopping patterns, among other factors.

PRIMARY TRADE AREA (PTA): For this analysis, the primary trade area consists of the neighborhoods directly adjacent to the study area. This is influenced by physical barriers to the east, south, and west, along with Claiborne Avenue serving as a psychological boundary while offering convenient east-west access to major competitive nodes.

SECONDARY TRADE AREA (STA): The secondary trade area includes nearby communities with direct road access to the study area from the east, west, and north. This designation was based on route data from Placer.ai. The Arabi portion of the primary trade area is bounded by the rail line, which serves as both a physical and psychological barrier

TERTIARY TRADE AREA (TTA): The tertiary trade area is more limited than the secondary trade area because of the road network. Customers in this region may face challenges in choosing between shopping in the study area or at nearby competing locations.

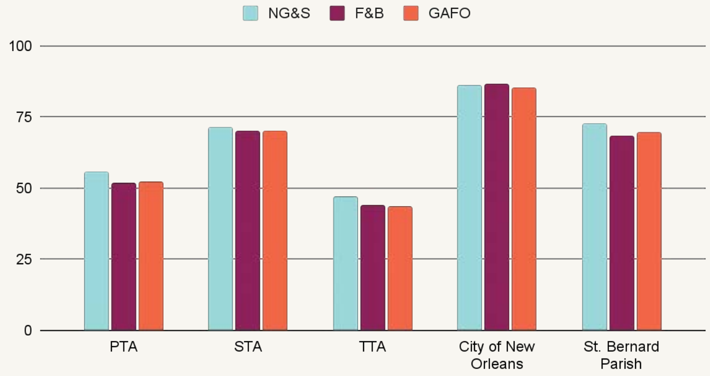


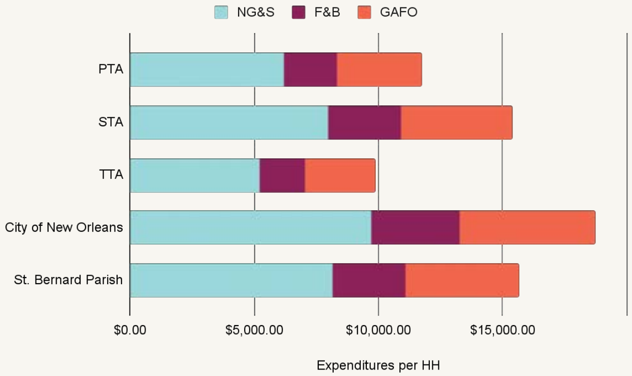
EXPENDITURE COMPARATIVE ANALYSIS

Household expenditures are foundational in a retail real estate market analysis, particularly when utilizing a demand gravity model. This model considers households' spending patterns and preferences within a specific area, helping to predict the gravitational pull of retail centers. By understanding where households allocate their income and which retail categories they prioritize, developers can strategically plan and position their retail properties to capture consumer demand effectively, fostering a thriving and sustainable retail environment.

The PTA and TTA have lower average household expenditures compared to other regions studied, though the PTA outspends the TTA in every category. There is notably higher demand for Neighborhood Goods & Services (NG&S) in the all geographies, highlighting the community's need for essential goods and services. While Food & Beverage (F&B) expenditures are the lowest across all regions, areas with more food and beverage options tend to have higher spending in this category. The STA and St. Bernard Parish show similar expenditure patterns, reinforcing the idea that Bywater functions similarly to Arabi and Chalmette. This suggests that studying the tenant mix in these neighboring areas could offer valuable insights for shaping the study area's retail offerings.

Expenditure - US Index





EXPENDITURE ANALYSIS | TRADE AREAS

Household expenditures are foundational in a retail real estate market analysis, particularly when utilizing a demand gravity model. This model considers households' spending patterns and preferences within a specific area, helping to predict the gravitational pull of retail districts and corridors. By understanding where households allocate their income and which retail categories they prioritize, investors, brokers, and developers can strategically plan and position their retail properties to capture consumer demand effectively, fostering a thriving and sustainable retail environment.

When analyzing the household expenditures for retail goods and services, Food at Home and Food Away from Home expenditures at grocery stores, restaurants, and other purveyors represent most expenditures. For this reason, businesses in these categories typically comprise the largest share of square footage in a retail development. In urban areas, lower density residential communities have higher Food at Home Expenditures.

Additionally, Neighborhood Goods & Services (NG&S) businesses represent the majority of expenditures across all three categories, with over 50% of total retail expenditures. In contrast, Food & Beverage (F&B) and General Merchandise, Apparel, Furnishings & Other (GAFO) represent approximately 20% and 30%, respectively. This trend is comparable to similar communities.

	RETAIL CATEGORY	PRIMARY TRADE AREA	SECONDARY TRADE AREA	TERTIARY TRADE AREA
NG&S	Food at Home	$3,987.58	$5,178.28	$3,372.53
NG&S	Alcohol at Home + Tobacco	$559.31	$697.67	$482.03
NG&S	Personal/Household Care Goods + Services	$1,165.14	$1,483.53	$982.17
NG&S	Pet Food, Supplies + Services	$487.04	$639.32	$406.06
F&B	Food Away from Home	$2,026.65	$2,735.28	$1,696.52
F&B	Alcohol Away from Home	$114.33	$158.99	$95.22
GAFO	Apparel + Footwear	$719.68	$1,567.66	$993,74
GAFO	Jewelry + Eyewear	$180.92	$237.09	$149.50
GAFO	Home Repair	$334.38	$409.65	$274.98
GAFO	Home Equipment + Furnishings	$1,078.08	$1,378.52	$890.45
GAFO	Books, Music, Hobby, + Other	$365.84	$507.79	$300.00
GAFO	Electronics	$285.83	$390.80	$238.23
	Total	**$11,773.41**	**$15,384.58**	**$9,881.43**

EXPENDITURE ANALYSIS | FOOD AT HOME

Expenditures for Food at Home were analyzed in greater detail to identify which subcategories of goods are best served by existing businesses and to inform capture rates in the gravity model. Capture rates reflect the percentage of retail expenditures a trade area can retain, considering consumer preferences, competition, and availability within the local market.

For the trade areas of the St. Claude Avenue study area, Snacks and Other Food at Home represent the largest portion of expenditures. These goods, primarily shelf-stable items, along with some Bakery and Cereal Products, are commonly available across a range of store types, leading to higher capture rates for these categories.

In contrast, Fresh Products—including Meats, Poultry, Fish, and Eggs, Dairy Products, and Fruits and Vegetables—account for nearly 50% of expenditures but face greater competition from larger supermarkets or retailers that dominate routine household grocery trips. This dynamic results in lower capture rates for fresh product categories, highlighting an area of opportunity for localized retail strategies.

FOOD AT HOME SUBCATEGORY	PRIMARY TRADE AREA	SECONDARY TRADE AREA	TERTIARY TRADE AREA	CITY OF NEW ORLEANS	ST. BERNARD PARISH
Bakery + Cereal Products	$511.27	$661.17	$431.52	$807.55	$665.77
Meats, Poultry, Fish, + Eggs	$875.79	$1,130.47	$744.51	$1,380.24	$1,144.94
Dairy Products	$366.67	$481.25	$310.23	$586.81	$485.23
Fruits + Vegetables	$764.96	$1,005.24	$644.35	$1,236.55	$996.97
Snacks and Other Food at Home	$1,468.89	$1,900.15	$1,241.92	$2,303.01	$1,931.58
Total	**$3,987.58**	**$5,178.28**	**$3,372.53**	**$6,314.16**	**$5,224.49**

DEMAND MODEL

Retail demand is calculated by applying capture rates to total expenditures in each retail category. Capture rates represent the percentage of sales a study area can reasonably expect to capture, considering consumer behavior, competition, and local market conditions. The captured expenditures in each category are then divided by sales per square foot to determine the supportable square footage. Together, these models provide a comprehensive view of retail demand and highlight opportunities for growth through strategic reinvestment and market stabilization.

Two models were used to estimate retail demand:

1. Regional Sales Model: This approach aligns with expectations from chain retailers, using regional sales data to assess whether a location can generate sufficient revenue to support store viability from planning through operation. The model relies on aggregated sales data for the Southeast region, provided by Innovating Commerce Serving Communities (ICSC).
2. Local Rent Model: This model supports lower sales volumes by focusing on local rent-to-sales ratios. It utilizes data from CoStar, Moody's LACDB, and broker interviews, estimating rents between $12–$15 per square foot, higher than asking rates. However, asking rents in the study area are currently lower due to limited demand and reinvestment by property owners, a condition perpetuating a cycle of disinvestment. By utilizing higher rates, more property investment may occur.

Key Assumptions in Retail Demand Modeling:

- **Demand reflects all properties:** Total supportable square footage accounts for all properties in the study area, regardless of their condition, tenanting, or market barriers that currently hinder customer attraction and retention.
- **Dynamic capture rates:** Over time, capture rates can increase as the district attracts more customers and builds its market share across trade areas.
- **Marketability is key:** Realizing retail demand depends on the area's ability to overcome current barriers and increase its appeal to both businesses and customers.

DEMAND

The retail demand analysis for the St. Claude Avenue Study Area highlights key opportunities and challenges in aligning market potential with current inventory:

Regional Sales Model Findings:Based on industry-standard regional sales metrics, the study area can support approximately 21,000 square feet of retail space. This represents 9.3% of the total retail space supported by the trade areas collectively. However, the current 39,000 square feet of occupied retail space indicates an oversupply, which may explain the recent exit of national brands from the market. Sales are not meeting the projected benchmarks of the regional sales model. The Primary Trade Area alone could support a maximum of 47,000 square feet of retail space if it captured 100% of expenditures. This is only 8,000 square feet more than the existing inventory, further highlighting the limitations of the regional sales model in assessing retail viability.

Local Rent Model Insights: The local rent model, which adjusts for lower rent-to-sales ratios common in communities like the Lower Ninth Ward, estimates that the study area can support approximately 59,000 square feet of retail space. This model suggests potential for an additional 23,000 square feet of occupied retail space, offering a more optimistic perspective on market potential when tailored to the realities of local sales volumes.

UNMET RETAIL DEMAND | ST. CLAUDE

The regional sales model underscores the current oversupply of retail space in the study area, while the local rent model offers a more nuanced understanding of potential demand in underserved communities. Both models reveal clear opportunities for growth, particularly in food and beverage categories, but also emphasize the need for tailored strategies to address challenges such as underperforming sales and market saturation. Further detail on category-specific demand and opportunities is provided in the following pages.

REGIONAL SALES MODEL – NATIONAL BRANDS

	Existing Inventory	Regional Sales Model	Unmet Demand
NG&S	19,676	15,955	-3,721
F&B	2,000	3,273	1,275
GAFO	14,500	1,579	-12,921
Total	**36,176**	**20,807**	**-15,367**

LOCAL RENT MODEL – LOCAL BRANDS

	Existing Inventory	Local Rent Model	Unmet Demand
NG&S	19,676	42,450	22,774
F&B	2,000	12,555	10,555
GAFO	14,500	4385	-10,115
Total	**36,176**	**59,390**	**23,214**

Demand by Retail Category: Both models indicate opportunities for additional Food & Beverage (F&B) space, though the regional model also supports increased NG&S (Necessities and General Services) and F&B space. GAFO (General Merchandise, Apparel, Furniture, and Other) remains oversupplied, though many GAFO stores in the area operate on discount models, likely achieving sales volumes below either model's expectations.

Subcategories with the Unmet Demand (Local Rent Model):

- Food & Beverage at Home (including alcohol and tobacco): 16,730 sq. ft.
- Personal/Household Goods and Services: 1,795 sq. ft.
- Food & Alcohol Away from Home: 10,555 sq. ft.
- Pet Food, Supplies & Services: 4,238 sq. ft.

INCREMENTAL DEMAND | ST. CLAUDE

Expanding retail demand hinges on residential population and household growth, as new households drive incremental expenditures in the local economy. To estimate the impacts of residential development—whether single-family or multifamily—the following analysis calculates average incremental retail demand per household.

New residents are expected to establish new purchasing patterns, with quicker adoption compared to longer-tenured residents, whose habits evolve more gradually. In the Food at Home category, increasing household sizes and growing families directly influence higher expenditures. However, these shifts may also redistribute spending across other retail categories, reflecting the evolving priorities of these households.

Per Resident	Regional Sales Model	Local Rent Model
Primary Trade Area (PTA)	4.8 sq.ft.	10.1 sq.ft.
Secondary Trade Area (STA)	1.7 sq.ft.	2.3 sq.ft.
Tertiary Trade Area (TTA)	0.2 sq.ft.	0.9 sq.ft.

SQUARE FOOTAGE SUPPORTED | ST. CLAUDE – FOOD AT HOME

When analyzing Food-at-Home grocery expenditures by category, the total sales could theoretically support one to two full-sized supermarkets. However, after accounting for existing competition, actual community demand supports only about 10,000 to 26,000 square feet of grocery retail space—based on the Regional Sales and Local Rent Models, respectively. In the Regional Sales Model, Food-at-Home products are oversupplied, while the Local Rent Model shows a modest gap of approximately 11,500 square feet in supportable space. Most of this demand is driven by purchases in the Bakery & Cereal Products and Snacks & Other Food categories—items commonly found in convenience stores. Notably, the greatest unmet need is in fresh foods, which are currently underrepresented in the existing retail mix.

REGIONAL SALES MODEL – NATIONAL BRANDS

	Regional Sales Model	Existing Inventory	Unmet Demand
Total	10,341	14,417	-4,076

REGIONAL SALES MODEL SQ. FT. DEMANDED	
Bakery + Cereal Products	1,926
Meats, Poultry, Fish, + Eggs	1,213
Dairy Products	906
Fruits + Vegetables	1,068
Snacks and Other Food at Home	5,091
TOTAL	10,341

LOCAL RENT MODEL – LOCAL BRANDS

	Local Rent Model	Existing Inventory	Unmet Demand
Total	25,956	14,417	11,539

LOCAL RENT MODEL SQ. FT. DEMANDED	
Bakery + Cereal Products	4,777
Meats, Poultry, Fish, + Eggs	3,033
Dairy Products	2,242
Fruits + Vegetables	2,669
Snacks and Other Food at Home	12,870
TOTAL	25,956

GROCERY FUTURE UNMET DEMAND

The existing grocery inventory in the Study Area includes four convenience stores and two small-format grocers, with three additional stores planned or under construction—ranging from compact grocery markets to expanded convenience options. None of these meet the criteria for a full-service supermarket, which remains a stated priority for the community. In total, these existing and forthcoming stores account for approximately 28,665 square feet of retail space, as illustrated on the following page. Additionally, the comparable studies completed for three neighborhoods in Detroit, New Orleans and Cleveland, Ohio resulted in a key finding that neighborhoods that have a supermarket have one or two convenience stores and comparable districts to have more than two convenient stores do not have a supermarket.

When compared to demand, both the Regional Sales and Local Rent Models indicate that St. Claude Avenue will be oversupplied with Food-at-Home (grocery) retail space once the new stores are operational. The combined square footage of current and incoming grocery-related stores exceeds what the market can sustainably support, eliminating the viability of an additional full-service grocer on the corridor.

REGIONAL SALES MODEL – NATIONAL BRANDS

	Regional Sales Model (Demand)	Existing Inventory (Supply)	Unmet Demand
Total	10,341	28,665	-18,324

LOCAL RENT MODEL – LOCAL BRANDS

	Local Rent Model (Demand)	Existing Inventory (Supply)	Unmet Demand
Total	25,956	28,665	-2,709

GROCERY FUTURE INVENTORY

28,665 Sq. Ft.

Total Existing + Planned Sq.Ft.

5330 ST. CLAUDE

3 EXPECTED TENANTS, INCLUDING CONVENIENCE STORE (⅓ OF 10,237 SF = 3,412 SF)

5401 ST. CLAUDE

BROTHERS GAS STATION 2,070 SQ.FT.

5523 ST. CLAUDE

STERLING EXPRESS + PHARMACY, 9,500 SQ. FT. (PHARMACY 734 SQ. FT.)

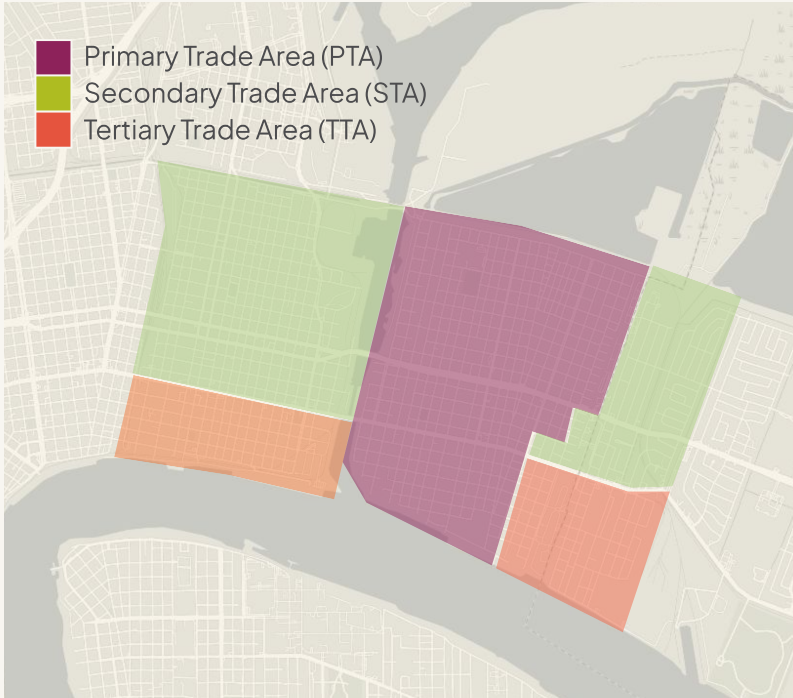
CLAIBORNE AVENUE TRADE AREAS

Given the limited market capacity to support a new grocery store on St. Claude Avenue, the consultant team evaluated alternative locations. Claiborne Avenue emerged as a more viable option due to its significantly higher traffic volumes, which present a stronger opportunity to attract and serve a broader customer base. To assess this potential, the team defined new trade areas specific to Claiborne Avenue, as illustrated and described in the sections below.

PRIMARY TRADE AREA (PTA): The Primary Trade Area covers the central portion of the Lower Ninth Ward, including neighborhoods directly north of Claiborne Avenue and bounded roughly by Jourdan Avenue to the west, Florida Avenue to the north, and the Florida Walk Canal and Tupelo Street to the east. Physical barriers include the Mississippi River to the south and the canal to the east, which isolate this area from broader regional flow and enhance local orientation.

SECONDARY TRADE AREA (STA): The Secondary Trade Area includes parts of adjacent neighborhoods that are removed from the core study area but still within a short drive. While still connected to the PTA through major corridors like North Claiborne and St. Claude Avenues, the area starts to show more fragmentation due to varied land use and larger lots or industrial edges. Psychological distance increases due to less direct connectivity and fewer neighborhood serving amenities.

TERTIARY TRADE AREA (TTA): The Tertiary Trade Area stretches across the Mississippi River and includes portions of Holy Cross and Arabi. This area is just north of the Mississippi River and features a mix of residential and industrial uses. Physical and psychological barriers like the river and industrial sites reduce the possibility of increased influence as an area with consistent customer base potential.



SQUARE FEET OF SUPPORTABLE RETAIL DEMAND | GROCERY

An analysis of Food-at-Home demand along Claiborne Avenue reveals limited but notable unmet demand for an additional grocery outlet. Existing competition includes Magnolia Discount Supermarket, which occupies 2,136 square feet, and Dollar Tree, which totals 13,414 square feet—of which an estimated 20% (2,683 square feet) is dedicated to food. Combined, these two retailers offer approximately 4,818 square feet of food-related retail space. Based on market demand, this existing supply leaves an unmet need for up to 16,000 additional square feet of Food-at-Home retail.

REGIONAL SALES MODEL – NATIONAL BRANDS

St. Claude	Regional Sales Model (Demand)	Existing Inventory (Supply)	Unmet Demand
Total	10,341	28,665	-18,324

Claiborne	Regional Sales Model (Demand)	Existing Inventory (Supply)	Unmet Demand
Total	7,778	4,818	2,960

LOCAL RENT MODEL – LOCAL BRANDS

St. Claude	Local Sales Model (Demand)	Existing Inventory (Supply)	Unmet Demand
Total	25,956	28,665	-2,709

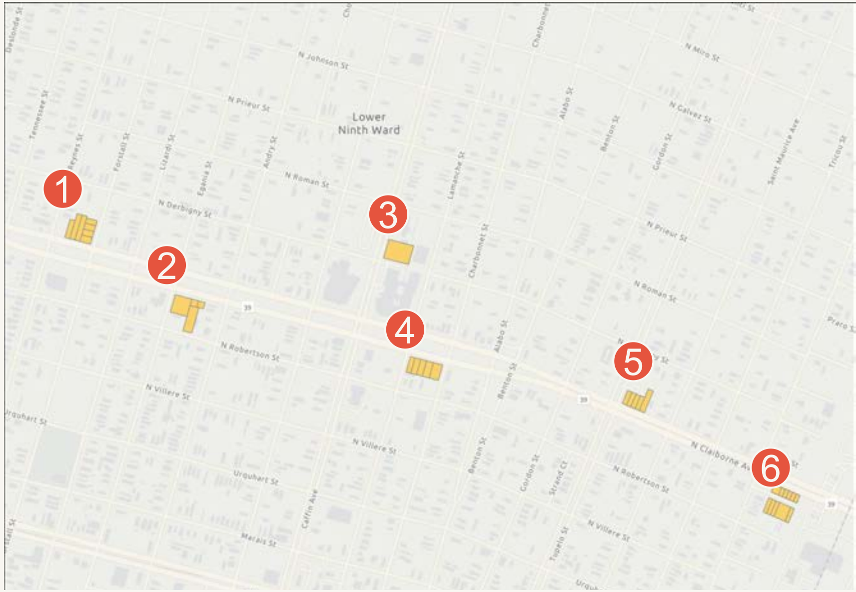
Claiborne	Local Sales Model (Demand)	Existing Inventory (Supply)	Unmet Demand
Total	20,822	4,818	16,004

CLAIBORNE AVE – GROCERY SITE OPPORTUNITIES

To realize demand, there must be a suitable building or land. Unfortunately, no existing commercial buildings exist on Claiborne Avenue that are suited for a grocery store. New construction is a potential alternatives. To identify the land requirements for new construction, the following three scenarios were developed illustrate the parcel sizes required to meet this demand. The accompanying map below and aerial photos on the next page highlight available parcels that align with these needs.

Parcel Size Calculation

- Building: 20,000 sq. ft.
  - Parking & Circulation: ~10,400 sq. ft.
  - Driveways & Loading: ~8,500 sq. ft.
  - Estimated Total Parcel Size: 39,000 sq. ft. (or ~0.89 acres)
  - 145 ft. x 145 ft. or 100 ft. x 210 ft.
- Building: 15,000 sq. ft.
  - Parking & Circulation: ~8,000 sq. ft.
  - Driveways & Loading: ~7,000 sq. ft.
  - Estimated Total Parcel Size: 31,000 sq. ft. (or ~0.7 acres)
  - 175 ft. x 175 ft. or 120 ft. x 260 ft.
- Building: 10,000 sq. ft.
  - Parking & Circulation: ~5,500 sq. ft.
  - Driveways & Loading: ~5,000 sq. ft.
  - Estimated Total Parcel Size: 21,000 sq. ft. (or ~0.47 acres)
  - 200 ft. x 200 ft. or 130 ft. x 300 ft.



Assumptions:

- Standard parking space size: ~9 ft. x 18 ft. = 162 sq. ft. per space plus aisles and circulation typically add 50–60% more space
- Drive aisles, truck access, and setbacks add ~30–50% more space.

CLAIBORNE AVE – POTENTIAL GROCER LOCATIONS

The following sites represent parcels large enough to accommodate a grocery store of up to 20,000 square feet. Sites located on the south side (eastbound lanes) of Claiborne Avenue are particularly well-positioned to capture commuter traffic heading home from downtown New Orleans toward the Lower 9th Ward and St. Bernard Parish. To maximize visibility and access for residents of the Lower 9th Ward, a western location along Claiborne is recommended—where drivers can easily turn into their neighborhoods.

The most promising site is located at the southeast corner of Claiborne Avenue and Egania Street. This cluster includes 1515 Egania Street, a 0.3-acre parcel owned by the Housing Authority of New Orleans, making it a strong candidate for public-private development. However, this site is zoned HU-RD2, which does not permit grocery stores either by right or by conditional use. As a result, any new grocery development at this location would require a zoning amendment to move forward.

1 Claiborne & Forstall (NW Corner)
- 0.81 acres total - 0.62 acres
- 3 owners - private
- 7 parcels
- Signalized intersection
- C1 Zoning

2 Claiborne & Egania (SE Corner) 1515 Egania St, 5320 and
- 0.63 acres
- 4 Parcels (
- HU-RD2 Zoning

3 Between Lamanche + Charbonnet
- 0.52 Acres; 5 Parcels
- 5 Owners - Public and Private
- HU-MU Zoning

4 1717 Fats Domino
- 0.47 acres
- One Owner
- HU-MU Zoning
- Located next to Library/MLK Elementary

5 Tupelo St & Claiborne Ave (NE Corner)
- 0.33 acres; 5 parcels
- 4 owners - private
- HU-MU Zoning
- Signalized Intersection

6 Delery St & Claiborne Ave (SE Corner)
- 0.81 Acres; 11 Parcels
- 9 Owners - Private
- HU-RD2 Zoning

GROCERY STORE FEASIBILITY ANALYSIS

The following summarizes the proforma analysis evaluating the feasibility of developing a grocery store in the Lower Ninth Ward of New Orleans, Louisiana. AndAccess has prepared an analysis evaluating the feasibility of developing a proposed 7,500 SF grocery store to be built in partnership with the New Orleans Redevelopment Authority (NORA). The model considered the potential development site at 1515 Egania Street (0.3 acres).

With access to a $1.4 million public subsidy, this project aims to strategically deploy capital to:

- Entitle and prepare the land for development,
- Construct a grocery-anchored retail asset,
- Attract a discount grocer capable of operating sustainably in a low-income market.

Upon further review, however, sales and expense projections made it evident that additional funding of $2.4 million in aggregate over 10 years would be required to offset anticipated net losses at this location and provide a profit margin of 3% for a potential grocer. This yields $3.8 million in required subsidy to develop and sustain a grocery store in the neighborhood over a 10-year period. A detailed analysis is provided on the next two pages.

GROCERY STORE FEASIBILITY ANALYSIS

CORE ASSUMPTIONS

- Site & Development Parameters
  - Site Ownership: 13,068 SF (0.3 acres) owned by NORA (valued at $7/SF or $91,476)
  - Construction Size: 7,500 SF grocery store
  - Estimated Construction Cost: $3.18 million total ($415/SF, incl. 15% tariff premium)
  - Construction Loan: $1.68 million, 55% Loan to Cost, 7.50% Interest Rate
  - Development Structure: NORA enters a joint venture with a developer and retains the majority of equity
  - Proposed Rent for Grocery Operator: $12.50 SF NNN lease over 10 years
  - Permitting and Site Entitlement Costs
- Total Range: $79,460–$239,010 for entitlements, permits, stormwater, utilities, and reviews
- These costs are required to unlock land value and support vertical development

KEY OUTPUTS

- Property Financial Projections
  - Cap Rate: 8%
  - Tenant Rent Revenue: $93,750–$101,400 annually in years 1–3
- Grocery Operations Scenario
  - Target customer base: 5,000 residents, many SNAP recipients
  - Estimated conservative monthly grocery spend per SNAP family: $146
  - Projected sales volume: $1.5 million annually

SOURCES AND USES OF FUNDS

Sources	**Amount**
Land Value Contribution (NORA)	$91,476
Public Subsidy (NORA)	$1,400,000
Construction Loan	$1,683,806
TOTAL	**$3,175,282**

Uses	**Amount**
Land Acquisition	$179,217
Store Buildout	$1,815,528
Soft Costs, Permits, Third Parties	$723,592
Financing	$321,028
Financing Costs	$135,917
TOTAL	**$3,175,282**

GROCERY STORE FEASIBILITY ANALYSIS

GROCERY OPERATIONS CHALLENGES AND FINANCIAL GAP

- Operational Deficit Over 10 Years
  - Cumulative Losses: $1.71 million over 10 years (based on modest rent and conservative sales) to Includes base rent of $12.50 NNN, increasing annually at 3.5%
  - Additional Subsidy: $2.4 million (to fill the shortfall and allow for a modest 3% profit margin)
  - Remaining Post-Construction Subsidy: $0 available after development costs, leaving insufficient funds for operating support

Year	Net Operating Loss
1	($287.970)
5	($155,284)
10	($169,691)
TOTAL	**($1,711,627)**

RECOMMENDATIONS

1. Entitle Land Pre-Development
   a. Secure all permits and increase site value before selecting development partner
   b. Position NORA for greater equity leverage and a higher appraisal "as stabilized"
2. Retain Fee Ownership Through JV
   a. Enter a joint venture with a private developer, but avoid outright sale or long-term ground lease
   b. Negotiate developer fee sharing and capitalized JV structure to keep public control
3. Target Deep Subsidy Layering
   a. To make up for the potential operating loss, secure additional soft funding via CDBG, NMTC, philanthropic or city-backed revolving loan funds
   b. Explore structured rent subsidies or tax abatement over 10 years to offset cash flow loss
4. Focus on Community Integration
   a. Maximize SNAP/EBT usage
   b. Build neighborhood loyalty through culturally relevant products and hiring
   c. Add workforce training incentives (via local nonprofits or workforce boards)
5. Revenue Diversification
   a. Grocery store should consider secondary income streams (prepared food hot bar, pharmacy kiosk, or EBT-based delivery service)

GROCERY SUBSIDY OPTIONS

Given the limited financial viability of opening a new full-service grocery store in the current market, public and private stakeholders must consider a range of subsidy tools to close the feasibility gap. A mix of direct and indirect supports can help reduce upfront development costs, offset operating expenses, and improve long-term profitability. Key strategies include:

Direct Cash Subsidy: A one-time capital infusion can help cover land acquisition, construction, tenant improvements, or equipment purchases. This approach is often necessary when market rents or sales alone are insufficient to attract or sustain a grocer, particularly in underinvested neighborhoods.

Sales Tax Recapture or Reinvestment: Through a local sales tax recapture mechanism, a portion of the sales tax generated by the grocery store can be reinvested into the project. These funds can support operational costs, infrastructure improvements, or community programming linked to food access and nutrition.

Property Tax Abatement: Temporarily reducing or waiving property taxes for a new grocery store can significantly improve the project's bottom line, especially during the critical early years of operation. Structured correctly, abatements can incentivize development without long-term fiscal loss to the city.

Higher Market Capture Rate: Strategic marketing, community partnerships, and curated product offerings can help increase the store's share of local grocery spending. Targeted outreach to underserved populations—such as residents of the Lower 9th Ward or nearby St. Bernard Parish—can raise foot traffic and boost sales beyond standard projections.

Residential Growth and Infill Development: Increasing the nearby residential population through infill housing and mixed-use development enhances the customer base for grocers. This approach not only improves store performance but also supports broader neighborhood revitalization goals.

POTENTIAL GROCERY OPERATORS ANALYSIS

Building on the competitive analysis, the &Access team evaluated several potential grocery operators currently absent from the Lower Ninth Ward, including Robert Fresh Market, Ideal Market, Rouses Market, and Whole Foods Market. For each operator, the team analyzed up to three existing store locations to assess physical footprint, surrounding demographics (population and household income within a one-mile radius), and the level of public subsidy required to support projected sales performance.Whole Foods Market on Broad Street was included as a benchmark, given its status as a full-service grocery store that successfully opened with municipal financial support.

Among all grocers studied, Ideal Market emerged as the most aligned with the Lower Ninth Ward's needs and conditions. Its existing stores operate at a smaller scale compared to typical Rouses or Robert Fresh Market locations, which makes it a better fit for neighborhoods with lower population density and modest household incomes.

The analysis found that the Study Area has a substantially lower average household income and population base compared to existing store locations of these grocers. These conditions pose a higher investment risk, particularly for large-format stores that require higher sales volumes. Additionally, many of the alternative grocers studied were either too large in scale, too close in proximity to the corridor, or served customer bases that differ demographically from the Study Area.

To understand the role of public support, the analysis modeled the impact of a $240,000 subsidy relative to estimated sales volumes. Ideal Market stood out as the operator that could leverage a significant portion of the subsidy to offset revenue needs. Based on this, a grocer with a footprint and operating model similar to Ideal Market is recommended as the most viable candidate for future recruitment.

POTENTIAL GROCERY OPERATORS ANALYSIS

	STUDY AREA (FATS DOMINO & ST. CLAUDE)	Robért fresh market	IDEAL MARKET	ROUSES MARKETS	WHOLE FOODS MARKET
AVG. STORE SIZE	N/A	24,533 Sq.Ft.	7,633 Sq.Ft.	42,100 Sq.Ft.	25,800 Sq.Ft.
AVG. HOUSEHOLD INCOME*	$43,244	$90,705	$65,894	$74,523	$57,674
POPULATION*	7,830	20,192	21,296	19,382	24,323
POPULATION SUPPORTED DEMAND[2]	30,000	80,000 Sq.Ft.	75,000 Sq.Ft.	63,000 Sq.Ft.	92,000 Sq.Ft.
EST. SALES[3]	N/A	$15.77 mil.	$4.91 mil.	$27.1 mil.	$16.59 mil.
$240k AS % OF OPERATIONAL SUBSIDY[4]	N/A	1.5%	4.9%	0.9%	1.4%

1. Demographic information based on a 1 mile radius from each store.
2. Average household expenditures held constant at $6,199.07 and regional sales model utilized at $643 per sq.ft.
3. Based on regional sales model at $643 per sq.ft.
4. $240,000 calculated as an annual allocation of the 10 year, $2.4 mil. in additional subsidy required to support a grocer, as outlined in the Grocery Store Feasibility Analysis.

Section 09

Recommendations

What improvements would you like to see in shopping and dining options in the St. Claude corridor?

More stores/greater variety (74.71%)
HIgher quality product selection (60.92%)
More locally-sourced products (57.47%)

Lower prices for WIC/SNAP participants ranked 3rd

INTRODUCTION

The St. Claude Retail Study recommendations build on the corridor's existing assets while addressing the persistent gaps that have limited its full potential. Through this analysis, we uncovered opportunities hiding in plain sight—from small-format grocers poised to grow, to unmet demand for vibrant, diverse food and beverage offerings. While the corridor itself cannot currently support a full-scale grocery store, nearby Claiborne presents key opportunities to meet that need—freeing up space and focus on St. Claude to strengthen existing businesses and close retail gaps. By channeling the creativity of local entrepreneurs, the leadership of community-based organizations, and the support of committed partners, these recommendations offer a clear and actionable path forward—rooted in practical insight and driven by bold, community-centered vision. In the pages ahead, we outline strategies that honor the character of the Lower Ninth Ward, prioritize local ownership, and invite new collaborators to help build a thriving, inclusive retail corridor.

The following recommendations are organized into four sections, each outlining a critical lever for creating a vibrant, resilient retail environment along the St. Claude corridor.

1 – Priority Node Investment: Focusing investment within a key node can generate outsized impact by concentrating resources where conditions are most favorable for business growth and corridor-wide momentum.

2 – Grocery Attraction: Advancing a new grocery store on Claiborne Avenue will require dedicated policy tools, funding, and staffing to meet a longstanding community need beyond the St. Claude corridor.

3 – Organizational Capacity: Strengthening and investing in the local and citywide organizations already working to support St. Claude can amplify their impact and ensure long-term stewardship.

4 – Vacant Parcel Development: Developing additional residential density, particularly on vacant parcels, will grow the customer base needed to support retail and unlock economic potential.

PRIORITY NODE INVESTMENT

Concentrating physical investment in the westernmost segment of the corridor can build on retail density, on-going and planned reinvestment, serve the densest segment of residential population and help overcome concerns tied to competitive positioning between nodes in Bywater and Arabi, potential rail reactivation, and flood zones, ultimately reinforcing investor confidence and bolstering business success.

KEY CONSIDERATIONS

Retail Clusters: This stretch has the highest retail density on the corridor, with active, planned, and under-construction spaces. Immediate opportunities exist to focus tenanting efforts near Forstall and Lizardi Streets.

Vacant Parcels: Several privately held vacant sites offer strategic infill potential, including 5307 St. Claude which is currently listed for sale.

Investment:

- 5200 St. Claude: Planned - Main Street headquarters featuring a business incubator, café, and credit union
- 5330 St. Claude: Under construction - new commercial spaces totaling 10,237 sq. ft.—tenant mix still to be determined
- 5401 St. Claude: Under construction - Gas station
- 5501 St. Claude: Planned - Sterling Xpress, a small-format grocery and pharmacy with an integrated fueling station

1.1. - Enhance Public Right-of-Way: Focus on streetscape, lighting, and pedestrian improvements to encourage walkability, safety, and aesthetic appeal. Consider providing graffiti removal and special anti-graffiti paint for business owners.

- Survey corridor monthly to identify graffiti hot spots; engage business management for initial removal, and if unable to be easily removed, report graffiti vandalism to the Graffiti Abatement Team at the Department of Code Enforcement. Note, the department's website includes resources to help prevent and abate graffiti.
- Identify damaged sidewalk segments and call 311 to report to the Department of Public Works for assessment.
- Work with private and public property owners to prune and limb up trees and shrubs, mow grass,
- Support the installation of 4-8 trash cans on public property within the priority node
- Identify and apply for funding opportunities to install pedestrian scale lighting

Recommended Lead Organization: Lower 9th Ward Main Street

1.2 - Upgrade Building Facades & Interiors: Expand the New Orleans Redevelopment Authority's Facade Renew Program to the Priority Node with the goal of revitalizing storefronts and interiors, making commercial spaces more inviting and functional. An approximate $500,000 allocation to enable up to 10 new and existing businesses.

- Reach out to all businesses in nodes biannually to share the program information
- Preselect contractors and designers to help reduce timelines for interventions
- Conduct biannual workshops right before application window to orient people to application and requirements for it; provide connections to technical assistance providers to support applicants
- Seek to establish a schedule of routine code enforcement activities in partnership with the City of New Orleans with a goal of maintaining building quality standards

Recommended Lead Organization: New Orleans Redevelopment Authority

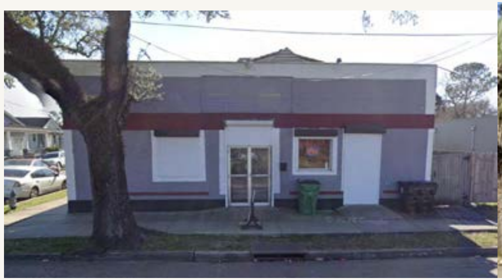
1.3 – Repurpose Vacant Spaces: Target vacant or underused buildings for market gap opportunities.

- Conduct outreach to property owners of the four targeted vacant properties (listed right), particularly second-generation restaurant spaces
- Assess the building conditions of vacant spaces within Priority Node, obtaining renovation cost estimates from contractors
- Conduct feasibility analyses
- Seek funding to acquire strategic properties located in the densest portion of node to help maintain community ownership and fulfill unmet community needs

Recommended Lead Organizations: Lower 9th Ward Main Street, Lower 9th Ward Economic Development District, New Orleans Redevelopment Authority

5119 ST. CLAUDE
2,100 SQ.FT.
FOR LEASE/SALE

5130 ST. CLAUDE
11,040 SQ.FT. TOTAL BLDG SQ.FT
6 SPACES AVAILABLE



5340 ST. CLAUDE
2,820 SQ.FT.

5425 ST. CLAUDE
3,662 SQ.FT.

1.4 – Launch Recruitment Initiative:
Launch a targeted recruitment initiative to attract and support high-demand tenants including food & beverage operators, artist work/sales spaces, cell phone providers, and apparel/footwear retailers. The initiative should prioritize spaces within the Priority Node, aligning tenant mix with unmet market demand and neighborhood needs.

- Allocate approximately $350,000 to support tenant fit-outs and rental assistance for up to 7 new businesses in key categories
- Develop a curated list of priority spaces, starting with the four on the previous page, and distribute to targeted tenant types through brokers, business associations, and direct outreach
- Host quarterly retail opportunity tours and info sessions for prospective tenants, including pop-up operators and growing home-based businesses
- Refer local lenders, CDFIs, and TA providers to offer lease-readiness support, financial counseling, and access to working capital

Recommended Lead Organization: New Orleans Redevelopment Authority, Lower 9th Ward Main Street, Lower 9th Ward Economic Development District, in partnership with local property owners

1.5 – Advocate for Zoning Changes
The HU-MU zoning within the St. Claude Avenue Priority Node permits several auto-oriented uses—such as gas stations, drive-throughs, and warehouses—that conflict with the goal of a walkable, main street environment. These uses undermine pedestrian activity and deter investment in neighborhood-serving retail. In contrast, the nearby HMC-2 district prohibits such uses, offering a regulatory precedent that supports a more compatible development pattern. This presents an opportunity to create a zoning overlay or similar tool to reinforce main street character and guide future development toward walkability and local-serving uses.

Recommended Lead Organization: New Orleans Office of Economic Development

GROCERY ATTRACTION

Pursuing grocery development at the southeastern corner of Claiborne Avenue and Egania Street presents a catalytic opportunity to address food access, activate a high-visibility corridor, and reinforce Claiborne's role as a key commercial spine. Realizing a new grocery store at 1515 Egania will require coordinated policy action, targeted subsidies, and strong development partnerships—but offers a clear path to impact.

2.1 – Address Regulatory Barriers to Enable Grocery Development: Amend the zoning of 1515 Egania Street from HU-RD2 to C-1 to allow grocery development by right. To avoid spot zoning, extend the adjacent C-1 district eastward along Claiborne Avenue. This zoning change will require a Future Land Use Map (FLUM) amendment to maintain consistency with adopted planning policies. More information HERE.

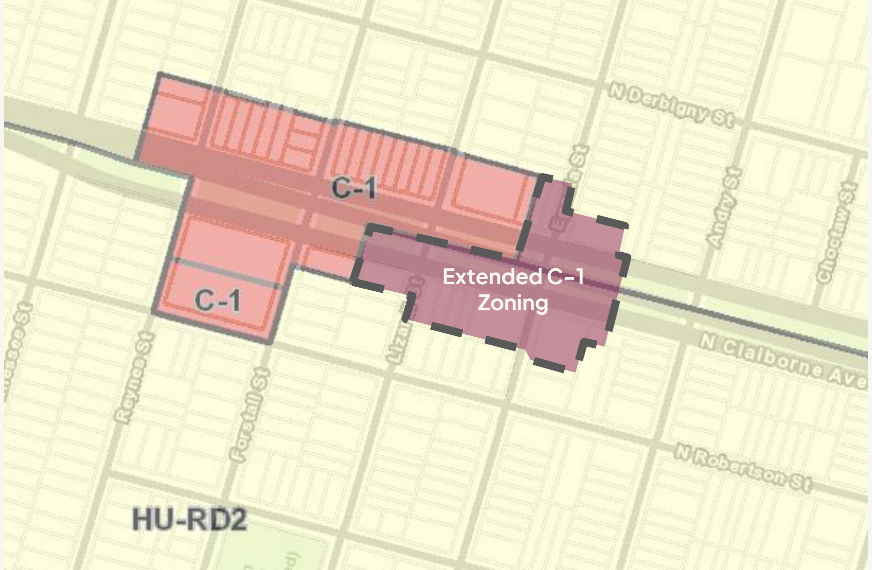
KEY CONSIDERATIONS

Site Advantage: Located at the SE corner of Claiborne and Egania, the 1515 Egania parcel offers high visibility and accessibility.

Traffic Volume: Strong daily traffic counts support destination and convenience-oriented retail.

Market Opportunity: The area is underserved by grocery options, with limited direct competition within a one-mile radius.

Incentive Potential: Public subsidy and city incentives can be aligned to reduce risk and support feasibility.



4.2 – Secure Tenant and Financing Commitments: Obtain a Letter of Intent (LOI) from a prospective grocer along with a lender support letter to strengthen feasibility and demonstrate market readiness for public or philanthropic investment. Finalize commitment of public subsidy, including opportunities to leverage the New Orleans Fresh Food Retail Initiative funding opportunities.

4.3 – Acquire and Prepare Site for Development: Pursue acquisition of 1515 Egania Street from the Housing Authority of New Orleans (HANO) and evaluate surrounding parcels for potential site expansion.

- Issue a Request for Proposals/Qualifications (RFP/Q) to identify developers with experience delivering grocery-anchored or food access projects in urban settings.
- Explore installation of a new traffic signal at Egania Street and North Claiborne Avenue to improve access and circulation
- Conduct site planning to finalize parking layout, vehicle egress, and loading zones, ensuring the design supports operational needs and neighborhood context

ORGANIZATIONAL CAPACITY

Coordinating and investing in local community development organizations (CDOs) is essential to the long-term revitalization of the St. Claude corridor. Strengthened organizations can lead corridor maintenance, activate public spaces, and provide critical small business support. With dedicated resources and strategic partnerships, CDOs will be positioned to foster a more vibrant, equitable, and resilient commercial environment.

4.1 – Provide Operational Resources for CDOs: Allocate consistent funding to support CDO staffing, programming, and infrastructure, enabling sustained service delivery and on-the-ground responsiveness.

- Develop a shared resource database with funding opportunities, in-kind support, and municipal contacts
- Include connections to education partners, such as universities and technical schools, to expand organizational reach and impact

4.2 – Facilitate Ongoing Main Street Programming: Support CDOs in leading streetscape improvements, community events, and corridor clean-ups that enhance the public realm and boost visibility.

- Establish a programming calendar tied to seasonal activities and merchant-driven campaigns

4.3 – Expand Small Business Services and Support: Equip CDOs to deliver or connect entrepreneurs with technical assistance, financial coaching, and marketing guidance to grow and sustain local businesses.

- Curate a referral list of vetted service providers, including legal, accounting, architectural, and design firms
- Partner with university-based legal clinics to assist businesses with leases, contracts, and regulatory navigation
- Strengthen connections between food-based businesses and the hospitality sector, creating new pathways to customers and wholesale relationships
- Advocate for the creation or expansion of subsidized or flexible capital programs that support storefront improvements and early-stage entrepreneurs

VACANT PARCEL DEVELOPMENT

Critical foot traffic and consumer base needed to sustain and grow retail along the St. Claude corridor—especially in the key priority nodes. By providing additional housing choices in areas less constrained by rail reactivation or flood risks, we can ensure a steady demand for this segment of St. Claude Ave. Because these projects will likely require subsidies and patient capital, a coordinated, community-centric approach will help align funding opportunities with the area's evolving retail landscape. The series of sites mapped to the right highlight strategic infill development opportunities. Although 6117 St. Claude Ave and 1100 Tricou St fall outside of the priority node, the 3.55 contiguous acres they comprise represent a significant opportunity for multifamily development.

5020, 5024, and 2030 St. Claude Ave
Parcel Size: 0.40 AC
Owner Name: St. Paul Church of God in Christ

5307 St. Claude
Parcel Size: 0.16 AC
Owner Name: Elabed, Noel A
(Currently for sale: $95,000)

5337 St. Claude
Parcel Size: 0.51 AC
Owner Name: Renoir Enterprises

6117 St. Claude and 1100 Tricou
Parcel Size: 3.55 AC
Owner Name: Light City Church/Branch Bell Baptist Church

Section 10

Appendix

District 8 Plan, Holy Cross

Plan/Strategy	Retail/Econ Dev Takeaways
Publishing Organization: City of New Orleans, 2006 City sponsored rebuilding plan with a focus on recovery and rebuilding of the Lower Ninth Ward post-Hurricane Katrina.	Mixed-Use Waterfront Development Mississippi River waterfront identified for mixed-use redevelopment. Potential uses include residential, commercial, entertainment, and light industrial developments. Goal is to stimulate economic activity and attract jobs and tourism (p. 12). Introduction of LIght Industrial Uses Proposed development of light industry along the Mississippi River waterfront and near Jackson Barracks. Aimed at creating job opportunities and aligning with the neighborhood's historic uses (p. 11–12). Leveraging Jackson Barracks Restoration $200 million restoration plan for Jackson Barracks could include community services like healthcare facilities. Opportunity to integrate military operations with neighborhood economic development (p. 10).

District 8 Plan, Holy Cross

Plan/Strategy	Retail/Econ Dev Takeaways
Publishing Organization: City of New Orleans, 2006 City sponsored rebuilding plan with a focus on recovery and rebuilding of the Lower Ninth Ward post-Hurricane Katrina.	Rehabilitation of Adjudicated Properties Strategic public investments to restore abandoned and adjudicated properties for housing and economic uses (p. 13). Revitalization of St. Claude Ave Commercial Corridor St. Claude Ave identified as primary retail corridor. Proposed enhancements include streetscape improvements and support for neighborhood-serving businesses such as grocery stores and pharmacies (p. 13). Neighborhood-Oriented Retail in Mixed-Use Zones Retail planned as part of mixed-use developments along the waterfront and key corridors. Focus on meeting local needs while attracting regional traffic (p. 12). Expansion of Retail Options Proposed strategies to attract small businesses and diversify retail offerings in underserved areas (p. 14).

District 8 Plan, Lower Ninth Ward

Plan/Strategy	Retail/Econ Dev Takeaways
Publishing Organization: City of New Orleans, 2006 City sponsored rebuilding plan with a focus on recovery and rebuilding of the Lower Ninth Ward post-Hurricane Katrina.	Introduction of light industry Proposed development of light industrial uses in the northwest corner of the Lower Ninth Ward. Will buffer residential areas from heavier industrial activity and create up to 1,000 jobs. Focus on high-tech industries that are environmentally compatible with residential areas (p. 16). Job Creation and Workforce Development Plans for job training facilities and economic activity within a mixed-use "Town Center". Emphasis on creating sustainable employment opportunities for residents (p. 14). Use of Industrial Canal and Port Facilities Proposals to leverage the canal and nearby port facilities for economic activities, including commercial and recreational uses (p. 12). Government Support and Incentives State and federal subsidies to support residents and attract private investments. Incentives for rehabilitation and rebuilding of homes and businesses (p. 12–13).

District 8 Plan, Lower Ninth Ward

Plan/Strategy	Retail/Econ Dev Takeaways
Publishing Organization: City of New Orleans, 2006 City sponsored rebuilding plan with a focus on recovery and rebuilding of the Lower Ninth Ward post-Hurricane Katrina.	Town Center Concept A mixed-use "Town Center" on N. Claiborne Ave combining residential, retail, and institutional uses. Proposed facilities include a supermarket, pharmacy, hardware store, and other neighborhood services. Housing and public facilities designed to attract private retail investments (p. 13–14). N. Claiborne Commercial Corridor Redevelopment of this primary commercial artery with higher-density housing and ground-floor retail. Public space improvements, including landscaping and enhanced streetscape, to attract retail businesses (p. 16). Pre-Katrina Retail Deficiencies Highlights limited retail options in the Lower Ninth Ward pre-Katrina, primarily convenience stores and fast food on St. Claude Ave. Plan addresses the need for diversified and accessible retail (p. 10).

The Lower Ninth Ward New Orleans R/UDAT Report

Plan/Strategy	Retail/Econ Dev Takeaways
Publishing Organization: American Institute of Architects, 2018 2018 comprehensive study by AIA Center for Communities by Design with a focus on revitalizing the L9W with special considerations for the impact of Hurricane Katrina (resiliency). The report highlights Community Engagement, Urban Design, Economic Development, and an Implementation Framework.	Economic and Retail Development Recommendations Establish a Community Development Corporation (CDC) CDC to spearhead economic development, housing, and cultural projects. Should highlight community involvement and alignment with local needs. Create a Neighborhood Commercial District Develop a central commercial area to support local businesses and provide essential services, fostering economic growth and community engagement. Supporting Small Business Development Offer resources and training for entrepreneurs to encourage the establishment and growth of small businesses within the neighborhood. Promote Retail Opportunities Identify and attract retail businesses that meet residents' needs, enhancing local shopping options and retaining economic activity within the community.

Sankofa and the Lower Ninth Ward TAP

Plan/Strategy	Retail/Econ Dev Takeaways
Publishing Organization: Urban Land Institute, 2023 ULI LA technical assistance panel report providing guidance for equitable and resilient redevelopment in the L9W. Recommends actionable steps that prioritize health, sustainability, and economic vitality.	Main Areas of Focus Quality of Life Improvements Addressing blight, illegal dumping, and poor infrastructure. Enhancing public safety, sidewalk conditions, and community engagement. Improving public perception of the neighborhood through a professional public relations campaign. Housing Development Supporting affordable and sustainable housing to retain current residents and attract new ones. Implementing anti-displacement strategies like tax abatements and homestead exemptions. Exploring alternative uses for vacant lots, including green spaces and urban agriculture. Commercial Corridor Revitalization Prioritizing development along St. Claude Avenue and Florida Avenue. Encouraging retail businesses that meet local needs, such as grocery stores, pharmacies, and small eateries. Enhancing branding and signage to attract investment and improve neighborhood visibility.

Sankofa and the Lower Ninth Ward TAP

Plan/Strategy	Retail/Econ Dev Takeaways
Publishing Organization: Urban Land Institute, 2023 ULI LA technical assistance panel report providing guidance for equitable and resilient redevelopment in the L9W. Recommends actionable steps that prioritize health, sustainability, and economic vitality.	Ecosystem Restoration and Resilience Expanding the Sankofa Wetland Park and promoting eco-tourism. Integrating green infrastructure for stormwater management and climate resilience. Exploring renewable energy options like community solar and microgrids. Economic Development Supporting small businesses with incubators and community land trusts. Utilizing tax incentives, such as Tax Increment Financing (TIF) and Economic Development Districts (EDDs). Leveraging public and private partnerships for redevelopment projects.

Lower Ninth Ward Main Street 2024–2027 Strategic Plan

Plan/Strategy	Retail/Econ Dev Takeaways
Publishing Organization: Sankofa CDC, 2023 Lower Ninth Ward Main Street (L9W Main Street) program established in 2021. Boundaries are on St. Claude Ave from Sister to Government Streets. Program mission is to support small business and entrepreneurship growth, historic preservation, sustainable and resilient design standards, community health, and innovation. Sankofa CDC serves as administrator and nonprofit lead.	Anchor econ. projects include: Fresh Stop Market; L9W Main Street HQ; Green Infrastructure Workforce Development (p 4). Facilitate business creation and growth along the St. Claude Ave corridor via public lectures and programs (p. 23). Establish the L9W Main Street Headquarters as a technological and resilience hub on the St. Claude Ave corridor by 2026 (p.23). Return blighted and vacant properties to commerce through property acquisition, remediation, investment, and redevelopment by 2026. Support the creation of an innovation corridor with a thriving workforce on St. Claude Ave by educating 4 cohorts/yr of students with program commencement in 2027 (p.24). Advocate for the Lower Ninth Ward and St. Claude to be centers of economic development and investment by coordinating with economic development organization and financial partners (p. 25).

Plan for Generational Economic Transformation

Plan/Strategy	Retail/Econ Dev Takeaways
Publishing Organization: City of New Orleans Economic Development, 2023 Plan for every neighborhood in the city with the goal of creating opportunities for businesses, entrepreneurs, and workers via five focus areas: Place-Based Economic Development, Catalytic Redevelopment, Innovation and Entrepreneurship, Human Capital and Workforce Development, Systems for Economic Development.	Five Major Areas of Work Place-Based Economic Development Focus Revitalize neighborhoods and commercial corridors to enhance livability and economic activity. Key Actions Launch a Commercial Corridor Revitalization Program in 5–7 communities. Create Economic Development Districts (EDDs) in targeted areas to drive growth through strategic investments. Promote the “15-Minute City” concept, ensuring essential services, jobs, and amenities are accessible in every neighborhood.

Plan for Generational Economic Transformation

Plan/Strategy	Retail/Econ Dev Takeaways
Publishing Organization: City of New Orleans Economic Development, 2023 Plan for every neighborhood in the city with the goal of creating opportunities for businesses, entrepreneurs, and workers via five focus areas: Place-Based Economic Development, Catalytic Redevelopment, Innovation and Entrepreneurship, Human Capital and Workforce Development, Systems for Economic Development.	Catalytic Redevelopment Focus Redevelop underutilized publicly owned assets to spur economic activity and equitable growth. Key Actions Implement a Redevelopment Framework to maximize public assets for affordable housing, job creation, and resilient infrastructure. Advance transformative projects like the Six Flags redevelopment, Plaza Mall revitalization, and Charity Hospital repurposing. Establish a pipeline of strategic redevelopment sites.

Plan for Generational Economic Transformation

Plan/Strategy	Retail/Econ Dev Takeaways
Publishing Organization: City of New Orleans Economic Development, 2023 Plan for every neighborhood in the city with the goal of creating opportunities for businesses, entrepreneurs, and workers via five focus areas: Place-Based Economic Development, Catalytic Redevelopment, Innovation and Entrepreneurship, Human Capital and Workforce Development, Systems for Economic Development.	Innovation and Entrepreneurship in Priority Industries Focus Support core industries like tourism and logistics while nurturing opportunity industries such as water management, technology, and film. Key Actions Create industry hubs, such as a water and sustainable industries center and a food innovation district. Enhance support for women and BIPOC entrepreneurs through funding, mentorship, and training. Attract investment in emerging fields like renewable energy, advanced manufacturing, and digital media.

Plan for Generational Economic Transformation

Plan/Strategy	Retail/Econ Dev Takeaways
Publishing Organization: City of New Orleans Economic Development, 2023 Plan for every neighborhood in the city with the goal of creating opportunities for businesses, entrepreneurs, and workers via five focus areas: Place-Based Economic Development, Catalytic Redevelopment, Innovation and Entrepreneurship, Human Capital and Workforce Development, Systems for Economic Development.	Human Capital and Workforce Development Focus Build a skilled workforce aligned with high-wage, high-growth industries. Key Actions Align job creation efforts with workforce training programs. Provide "cradle-to-career" support to foster local talent, especially for marginalized communities. Invest in technical training, apprenticeships, and certifications in fields like healthcare, technology, and green industries. Systems for Economic Development Focus Improve institutional systems and align citywide efforts to support economic development. Key Actions Enhance transportation, affordable housing, and digital infrastructure to support business growth. Reform incentive programs to prioritize equitable outcomes. Establish a new Business Services Office to streamline resources and support for local businesses.

Plan for Generational Economic Transformation

Plan/Strategy	Retail/Econ Dev Takeaways
Publishing Organization: City of New Orleans Economic Development, 2023 Plan for every neighborhood in the city with the goal of creating opportunities for businesses, entrepreneurs, and workers via five focus areas: Place-Based Economic Development, Catalytic Redevelopment, Innovation and Entrepreneurship, Human Capital and Workforce Development, Systems for Economic Development.	Systems for Economic Development Focus Improve institutional systems and align citywide efforts to support economic development. Key Actions Enhance transportation, affordable housing, and digital infrastructure to support business growth. Reform incentive programs to prioritize equitable outcomes. Establish a new Business Services Office to streamline resources and support for local businesses.

NORA/60 2024–2028 Strategic Plan

Plan/Strategy	Retail/Econ Dev Takeaways
Publishing Organization: New Orleans Redevelopment Authority, 2023 Strategic priorities outlined are Build Homes/Property Disposition, Enhance Corridors/Commercial Revitalization, and Strengthen Neighborhoods/Land Stewardship & Strategic Redevelopment. First five-year plan adopted by the NORA Board of Commissioners post-Katrina.	NORA has invested $15 million in economic development. This aligns with its mission to promote equity and sustainability (p, 3). Focus on commercial revitalization to support economic development through reducing vacancy, improving commercial building exteriors, and supporting small business growth (p, 26–31). Promote programs like "Re-Occupy Main Street Incentive Grants" and "Facade RENEW 2.0" aim to reduce vacancy and improve storefronts (p. 27–28). Strategic alignment with the Justice40 initiative to channel investments into disadvantaged communities for economic opportunities and climate resiliance (p. 15–17). Provide partnership opportunities for redeveloping publicly-owned properties for economic development purposes (p. 43–45). Promote programs like "Facade RENEW Minor" and "CAP for Business/Permeable Parking Lot Program" target revitalization of retail spaces and commercial corridors (p. 28–30).

APPENDIX B: INDUSTRIAL RAIL IMPACT ON HOME VALUES

Examining the Spatial Distribution of Externalities: Freight Railroad Traffic in Los Angeles (Futch, Michael)

This paper measures the impact of infrastructure expansion on local home values and examines the persistence of that impact over distance. Specifically, I exploit a natural experiment in which rail traffic from the Los Angeles seaport, one of the busiest in the country, was permanently redirected from several tracks to a central line, termed the Alameda Corridor. I link a rich, repeat-sale housing dataset to plausibly exogenous changes in local rail traffic to estimate these effects, controlling for local price trends using a Case-Shiller style housing index. Using the actual traffic changes the result is an estimated $3500 decrease in average home value where traffic increased and a $1300 increase in average home value where rail traffic was reduced.

APPENDIX C: CRIME REPORTS

The crime data from January 1, 2015, to January 15, 2025, highlights various offenses and their frequency in specific hotspots. Simple assault is the most reported crime with 500 incidents, primarily near Phillippi Evangelical Church. Motor vehicle theft t follows closely with 492 cases, concentrated near Fuel Express Mart. Theft and vandalism are also prevalent, with 305 and 434 incidents, respectively. Aggravated assault accounts for 270 cases, while burglary—residential and commercial—totals 370 incidents. Less frequent but severe crimes include homicide/manslaughter (29), sexual assault (84), and one attempted homicide. Robbery (76 incidents across individual and commercial categories), shoplifting (90), trespassing (30), and weapons violations (90) show varying concentrations, with Brothers St. Claude emerging as a recurring hotspot across several categories.

CRIME	# OF INCID.	HOT SPOTS
1/1/2015 - 1/15/2025		
BURGLARY - COMMERCIAL	44	NOLA VIllage Market 6100 St Claude (5); Seafood and Chicken Market 5601 St Claude (4)
BURGLARY - RESIDENTIAL	326	924 Deslonde (5); 462 Flood St (3); 6125 Marais St (3)
ROBBERY - INDIVIDUAL	73	Brothers St Claude 5104 St Claude (6); 5700 St Claude (3)
ROBBERY - COMMERCIAL	3	1000 Lizardi Street; 5456 St Claude; NOLA VIllage Market
THEFT	305	6101 Bienvenue St (4); Central Missionary Baptist Church 1438 Alabo St (4)
MOTOR VEHICLE THEFT	492	Fuel Express Mart 5201 N Claiborne Ave (10); 500 St Maurice Ave (8); 938 St Maurice Ave (5)
ASSAULT - AGGRAVATED	270	Gordon Street Convenience Mart 5976 Urquhart St (9); Cajun Joe's Seafood 6024 N. Claiborne (5)
HOMICIDE/MANSLAUGHTER	29	602 Delery St (2)
SEXUAL ASSAULT	84	1125 Tricou St (2)
SHOPLIFTING	90	5500 St Claude (80); Magnolia Market (6)
TRESPASSING	30	Magnolia Market (11); 1329 Delery St (2)
ASSAULT - SIMPLE	500	Phillippi Evangelical Church of God in Christ (6); 6023 N Rampart St (7); 1640 Andry St (5)
VANDALISM	434	Brothers St Claude (14); 5525 St Claude (5)
ATTEMPTED HOMICIDE	1	Tupelo St x Urquhart
THEFT - OTHER	339	Brothers St Claude (12)
WEAPONS VIOLATION	90	Brothers St Claude (16); 5201 N Claiborne (4)

Conditions Impacting Retail in HU-MU Zoning District

- **Non-contiguous retail frontage**
- **Commercial use size caps:**
  - 5,000 sq. ft. permitted by-right
  - Conditional use approval required for over 5,000 sq. ft., except for grocery stores (up to 10,000 sq. ft. permitted by-right)
  - Commercial uses over 10,000 sq. ft. prohibited (except for grocery stores, which require conditional use approval)
- **Breweries and distilleries** producing fewer than 12,500 barrels per year are permitted uses
- **Drive-through facilities:**
  - New drive-throughs allowed only as conditional uses for medical and pharmaceutical products
  - Existing drive-through facilities may seek conditional approval
- **Building height and size:**
  - Maximum height: 40 feet, 3 stories
- **Density bonuses** and parking reductions available for affordable housing opportunities
- **Corner lot requirements:** Structures must be built to the corner
- **Facade requirements:** 50% minimum transparency required
- **Security features:**
  - Security bars permitted inside windows
  - Grilles may be placed outside but must be see-through and non-solid

Off-Street Parking and Loading:

- **Neighborhood Commercial Establishment (NCE) use**: No parking requirements
  (NCE is a commercial use within a residential neighborhood originally constructed for non-residential purposes)
- **Square footage exemption**: First 5,000 sq. ft. exempt from parking requirements
- **On-street parking** counts towards parking requirements
- **Parking location restrictions**:
  - No parking in front of the building line, including on either side of the lot line
  - Existing parking cannot be reduced below minimum requirements
- **Parking for damaged structures**: If structure damaged less than 50% of its replacement value, parking can revert to existing amount
- **Parking capacity increase**: Triggered by more than a 10% increase in required parking
- **Reuse of existing structures**: Grandfathered parking provisions apply if reused for the same purpose
- **Prohibited activities in parking areas**:
  - Sale, repair, dismantling, or servicing of vehicles, equipment, materials, or supplies
  - Displaying goods in off-street parking areas

Other Permitted Uses:

- **Outdoor dining** permitted unless abutting a residential district (interior side or rear yard)
- **Temporary commercial uses**:
  - Carnival/Circus
  - Farmers Markets and Public Markets: Max of one event per week, 7 a.m. to 8 p.m.
  - Food Pop-Up Vendors: Hours of operation match host's business hours
  - Mobile Food Trucks: Sunday through Thursday, 6 a.m. to 10 p.m.; Friday and Saturday, 6 a.m. to 12 a.m.
  - Outdoor entertainment events
  - Parklets: Permitted for establishments selling food and/or beverages for on-premises consumption
  - Sidewalk Cafes: 8 a.m. to 10 p.m.
  - Sidewalk Signs and Displays: During business hours
  - Sno-Ball Stands: April 1 to October 31

“The St. Claude Bridge is operated by the Port in accordance with the Code of Federal Regulations (CRF 33–117, copy attached), which states that the bridge “*shall open on signal; except that, from 6:30 a.m. to 8:30 a.m. and from 3:30 p.m. to 5:45 p.m., Monday through Friday, except federal holidays, the draws need not open for the passage of vessels. The draws shall open at any time for a vessel in distress.*”

The morning and afternoon time period exceptions were established to accommodate peak vehicular traffic times, and they are commonly known as “bridge curfews”.

Although the bridge is required to “open on signal” for marine vessels, because the bridge is located adjacent to the IHNC Lock and locking operations take much longer than bridge openings, vessel traffic is usually limited by lock operations because there is no point in opening the bridge until the Lock is ready to receive or release a vessel.

In regard to the amount of time the bridge is in the raised position per day, this will vary greatly depending on river stage, locking time, number of vessels, types of vessels, weather, and ability of vessel operators to navigate through the bridge and into (or out of) the lock.”

Source: Code of Federal Regulations (33 CFR Part 117 Subpart B)

APPENDIX D: TOP 10 PROPERTY OWNERS BY COUNT – LOWER 9TH WARD

PROPERTY OWNER	PARCELS OWNED
HOUSING AUTHORITY OF NEW ORLEANS	47
BLUEBERRY HILL HOMES LLC	31
NEW ORLEANS REDEVELOPMENT AUTHORITY	24
4900 N RAMPART LLC	15
NEW ORLEANS AREA HABITAT FOR HUMANITY	13
SBP L9 LLC	11
BRIDGELINE GAS DISTRIBUTION LLC	9
LOWER 9TH WARD NEIGHBORHOOD EMPOWERMENT NETWORK ASSOCIATION	9
CONTEMPORARY FAMILY HEALTH CENTERS	8
NEW ORLEANS AREA HABITAT FOR HUMANITY	8

APPENDIX D: TOP 10 PROPERTY OWNERS BY COUNT – STUDY AREA

PROPERTY OWNER	PARCELS OWNED
4900 N RAMPART LLC	15
HOUSING AUTHORITY OF NEW ORLEANS	12
BRIDGELINE GAS DISTRIBUTION LLC	9
CONTEMPORARY FAMILY HEALTH CENTERS	8
NEW ORLEANS REDEVELOPMENT AUTHORITY	8
BLUEBERRY HILL HOMES LLC	7
PITTMAN JAMES M	7
THE PARTICULAR AT 6006 LLC	7
BARNES CHILDREN’S TRUST LLC	6
ST PAUL CHURCH OF GOD IN CHRIST	6

APPENDIX D: TOP 10 PROPERTY OWNERS BY ACREAGE – STUDY AREA

PROPERTY OWNER	PARCELS OWNED
THE UNITED STATES OF AMERICA	48.38
THE CITY OF NEW ORLEANS	3.52
LIGHT CITY CHURCH	3.44
4900 N RAMPART LLC	3.08
BRANCH BELL BAPTIST CHURCH	2.09
TWT PROPERTIES LLC	1.67
HOUSING AUTHORITY OF NEW ORLEANS	1.61
CONGREGATION OF ST. DAVID ROMAN CATHOLIC CHURCH	1.56
INFINITY FUELS LLC	1.42
THE FINANCE AUTHORITY OF NEW ORLEANS	1.33

APPENDIX E: DEMOGRAPHIC DATA

Population	Study Area	Zip Code 70117	New Orleans City	St. Bernard Parish	New Orleans MSA
2004	7,235	40,106	329,681	31,718	941,805
2010	3,937	23,387	343,829	35,897	956,126
2020	5,233	28,289	383,997	43,764	1,007,275
2024	5,362	27,901	376,842	45,648	989,542
2010–2020 % Growth	32.92%	20.96%	11.68%	21.92%	5.35%
2010–2024 % Growth	36.20%	19.30%	9.60%	27.16%	3.49%
2010–2024 % Growth	2.47%	-1.37%	-1.86%	4.30%	-1.76%

Source: ESRI Community Profile

Employment	Study Area	Zip Code 70117	New Orleans City	St. Bernard Parish	New Orleans MSA
Employees	750	7,693	227,380	13,476	512,925
Resident-Employee Ratio	7.1	3.6	1.7	3.4	1.9

Source: ESRI Community Profile

APPENDIX E: DEMOGRAPHIC DATA

Households	Study Area	Zip Code 70117	New Orleans City	St. Bernard Parish	New Orleans MSA
2020	2,238	13,096	165,125	16,223	410,248
Total Vacant housing Units	17.4%	17.1%	14.8%	6.2%	11.1%

Source: ESRI 2020 Census Profile

Household and Family Size	Study Area	Zip Code 70117	New Orleans City	St. Bernard Parish	New Orleans MSA
2024 Families	1,196	6,089	81,715	11,328	236,920
2024 Average Family Size	3.44	3.16	3.18	3.28	3.17
2020 Avg. HH Size	2.34	2.15	2.23	2.68	2.40
2010 Families	938	5,072	76,643	9,140	236,162
2010 Avg. HH Size	2.59	2.34	2.33	2.69	2.50

Source: ESRI Comunity Profile

APPENDIX E: DEMOGRAPHIC DATA

2010 Households by Type	Study Area	Zip Code 70117	New Orleans City	St. Bernard Parish	New Orleans MSA
Households with 1 Person	32.5%	36.7%	35.9%	23.7%	29.7%
Households with 2+ People	67.5%	63.3%	64.1%	76.3%	70.3%
Family Households	62.2%	51.3%	53.9%	69.1%	62.9%
Nonfamily Households	5.3%	12.0%	10.2%	7.2%	7.4%
All Households with Children	33.3%	25.4%	27.7%	38.2%	31.9%

Source: ESRI 2010 Census Profile

APPENDIX E: DEMOGRAPHIC DATA

2020 Households by Type	Study Area	Zip Code 70117	New Orleans City	St. Bernard Parish	New Orleans MSA
Households with 1 Person	36.7%	40.8%	38.3%	24.8%	32.4%
Households with 2+ People	63.40%	59.1%	61.7%	75.2%	67.5%
Family Households	46.70%	44.0%	47.0%	61.3%	55.1%
Nonfamily Households	3.50%	4.70%	4.60%	2.4%	3.1%
All Households with Children	22.10%	17.5%	21.4%	33.10%	#REF!
Average Owner Household Size	N/A	2.38	2.38	2.77	2.48
Average Renter Household Size	N/A	2.03	2.1	2.8	2.17
Owner Occupied	1,110	6,115	77,735	11,259	236,738
Renter Occupied	1,156	7,253	87,480	5,744	171,746
Source: ESRI 2020 Profile (30-34) ACS DP04 Selected Housing Characteristics (35-36) ESRI Demographic & Income Profile (37-38)					

APPENDIX E: DEMOGRAPHIC DATA

2024 Age Distribution	Study Area	Zip Code 70117	New Orleans City	St. Bernard Parish	New Orleans MSA
0–17	23.70%	18.80%	19.40%	26.40%	21.30%
18–24	7.80%	6.90%	10.90%	8.80%	9.40%
25–44	30.30%	35.00%	31.50%	28.40%	28.50%
45–64	23.10%	24.00%	22.50%	22.80%	23.70%
65+	15.10%	15.30%	15.90%	13.70%	17.40%
2010 Median Age	35.2	37.6	34.7	33.1	36.5
2020 Median Age	36.8	37.6	36.2	35.0	38.1
2024 Median Age	37.4	38.6	37.1	36.1	38.7
Source: ESRI Detailed Age Profile (41–45) ESRI Community Profile (46–48)					

APPENDIX E: DEMOGRAPHIC DATA

Population Analysis (Age 55+)	Study Area	Zip Code 70117	New Orleans City	St. Bernard Parish	New Orleans MSA
Median Household Income for Householder 55+	$35,623	$31,451	$43,576	$45,075	$52,090
Householder Age 55–59	10.60%	9.20%	8.80%	10.10%	9.70%
Householder Age 60–64	11.30%	9.50%	9.20%	10.30%	10.00%
Householder Age 65–74	16.40%	15.40%	15.00%	13.90%	16.00%
Householder Age 75–84	6.50%	6.70%	6.20%	5.70%	7.40%
Householder Age 85+	2.10%	1.80%	2.20%	2.00%	2.80%
Source: ESRI Age 50+ Profile (Row 51) ESRI 2020 Census Profile (52–56)					

APPENDIX E: DEMOGRAPHIC DATA

2024 Population Age 25+ by Education Attainment	Study Area	Zip Code 70117	New Orleans City	St. Bernard Parish	New Orleans MSA
High School Graduate or Less	46.80%	34.60%	29.10%	40.00%	34.00%
Less than Bachelor's Degree	29.10%	31.2%	27.40%	41.80%	31.50%
Bachelor's Degree	11.60%	20.4%	23.3%	12.20%	20.50%
Graduate / Professional Degree	12.50%	13.8%	20.2%	6.20%	14.00%
					Source: ESRI Comunity Profile

APPENDIX E: DEMOGRAPHIC DATA

2024 Households by Income	Study Area	Zip Code 70117	New Orleans City	St. Bernard Parish	New Orleans MSA
<$15,000	23.5%	21.5%	16.8%	14.5%	12.9%
$15,000 - $24,999	11.0%	12.8%	9.6%	10.6%	8.6%
$25,000 - $34,999	10.7%	11.2%	8.7%	9.9%	8.9%
$35,000 - $49,999	13.1%	13.3%	12.3%	10.6%	11.6%
$50,000 - $74,999	17.0%	14.7%	13.7%	15.2%	15.5%
$75,000 - $99,999	7.0%	7.2%	9.0%	14.6%	10.8%
$100,000 - $149,999	13.5%	11.1%	13.7%	13.1%	15.1%
$150,000 - $199,999	2.3%	3.3%	6.2%	6.5%	7.7%
$200,000+	2.0%	4.9%	10.0%	4.8%	8.7%

Source: ESRI Household Income Profile (65–72, 76–77, 80–81) ACS S901 for 2011 & 2023 (74–75, 78–79,82–83)

APPENDIX E: DEMOGRAPHIC DATA

2024 Households by Income	Study Area	Zip Code 70117	New Orleans City	St. Bernard Parish	New Orleans MSA
2011 Median Houshold Income	N/A	$23,621	$35,041	$44,004	$56,552
2023 Median Household Income	N/A	$41,645	$55,339	$57,638	$62,271
2024 Median Household Income	$39,453	$39,109	$53,582	$55,341	$60,548
2029 Median Household Income	$47,055	$46,094	$64,674	$65,092	$72,487
2011 Average Household Income	N/A	$34,779	$58,208	$63,017	$75,632
2023 Average Household Income	N/A	$67,052	$89,943	$77,494	$90,627
2024 Average Household Income	$57,131	$65,548	$92,880	$77,244	$93,058
2029 Average Household Income	$68,201	$78,472	$109,309	$89,789	$108,250
2011 Renter Income Average or Median	N/A	$18,112	$22,143	$26,260	$26,203
2023 Renter Income Average or Median	N/A	$26,165	$32,403	$32,284	$36,926
2011 Owner Occupied Income Average or Median	N/A	$34,182	$56,688	$47,853	$60,284
2023 Owner Occupied Income Average or Median	N/A	$65,882	$80,157	$69,167	$80,958

Source: ESRI Household Income Profile (65–72, 76–77, 80–81) ACS S901 for 2011 & 2023 (74–75, 78–79,82–83)

APPENDIX E: DEMOGRAPHIC DATA

2010 Population by Race/Ethnicity	Study Area	Zip Code 70117	New Orleans City	St. Bernard Parish	New Orleans MSA
White Alone	5.8%	21.0%	33.0%	74.0%	51.8%
Black Alone	92.2%	75.1%	60.2%	17.7%	39.9%
American Indian Alone	0.4%	0.4%	0.3%	0.7%	0.4%
Asian Alone	0.2%	0.5%	2.9%	1.9%	3.0%
Pacific Islander Alone	0.0%	0.0%	0.0%	0.1%	0.0%
Some Other Race Alone	0.6%	1.4%	1.9%	2.7%	2.9%
Two or More Races	0.8%	1.6%	1.7%	2.9%	1.9%
Hispanic Origin	1.7%	3.7%	5.2%	9.2%	8.5%

Source: ESRI 2010 Census Profile

APPENDIX E: DEMOGRAPHIC DATA

2024 Population by Race/Ethnicity	Study Area	Zip Code 70117	New Orleans City	St. Bernard Parish	New Orleans MSA
White Alone	14.4%	27.6%	32.8%	56.0%	43.1%
Black Alone	77.8%	62.7%	53.6%	26.3%	38.6%
American Indian Alone	0.3%	0.3%	0.4%	0.7%	0.5%
Asian Alone	0.2%	0.6%	2.9%	2.3%	3.5%
Pacific Islander Alone	0.0%	0.0%	0.0%	0.0%	0.0%
Some Other Race Alone	2.2%	2.5%	3.4%	4.8%	5.8%
Two or More Races	5.0%	6.3%	6.8%	9.9%	8.4%
Hispanic Origin	4.2%	6.0%	8.6%	13.7%	13.3%

Source: ESRI 2020 Census Profile

APPENDIX E: DEMOGRAPHIC DATA

Vehicles Available	Study Area	Zip Code 70117	New Orleans City	St. Bernard Parish	New Orleans MSA
Owner Occupied					
No vehicle available	5.3%	4.6%	3.0%	3.4%	2.3%
1 vehicle available	28.4%	24.8%	20.2%	25.4%	20.8%
2 vehicles available	15.5%	13.8%	19.0%	29.3%	27.1%
3 vehicles available	5.2%	3.1%	5.4%	10.1%	9.8%
4 vehicles available	0.0%	0.7%	1.3%	2.7%	2.7%
5 or more vehicles available	0.6%	0.2%	0.4%	1.0%	1.0%
Renter Occupied					
No vehicle available	20.5%	18.8%	14.4%	3.8%	7.1%
1 vehicle available	16.6%	25.5%	26.7%	15.2%	19.2%
2 vehicles available	6.2%	6.6%	8.1%	7.8%	8.1%
3 vehicles available	0.1%	1.4%	1.1%	1.0%	1.4%
4 vehicles available	1.4%	0.5%	0.3%	0.2%	0.4%

APPENDIX E: DEMOGRAPHIC DATA

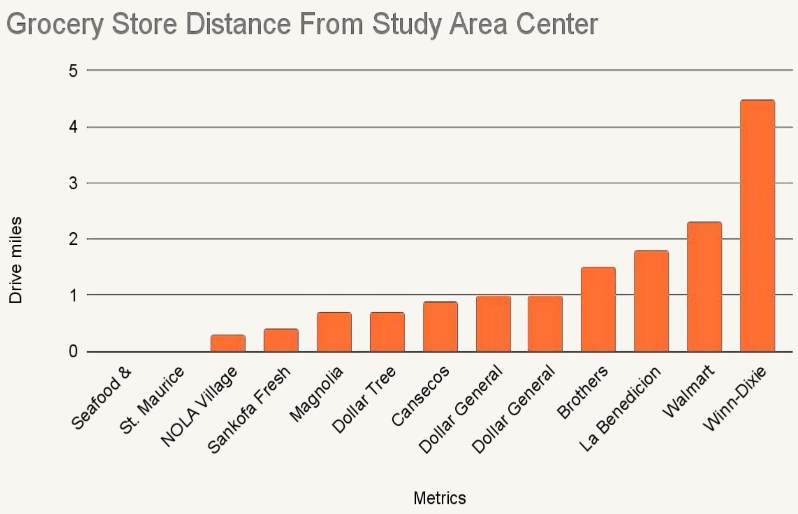
Commute Profile (2018-2022)	Study Area	Zip Code 70117	New Orleans City	St. Bernard Parish	New Orleans MSA
Transportation to Work					
Drive Alone to Work	56.9%	55.1%	64.5%	82.9%	75.2%
Took Public Transportation (Excluding Taxi)	5.0%	6.5%	5.3%	0.6%	2.0%
Carpooled	16.2%	10.3%	8.7%	8.4%	9.3%
Walked to Work	1.4%	4.2%	5.6%	1.1%	2.5%
Bike to Work	1.4%	8.2%	2.3%	0.9%	0.8%
Source: ESRI ACS Population Summary					

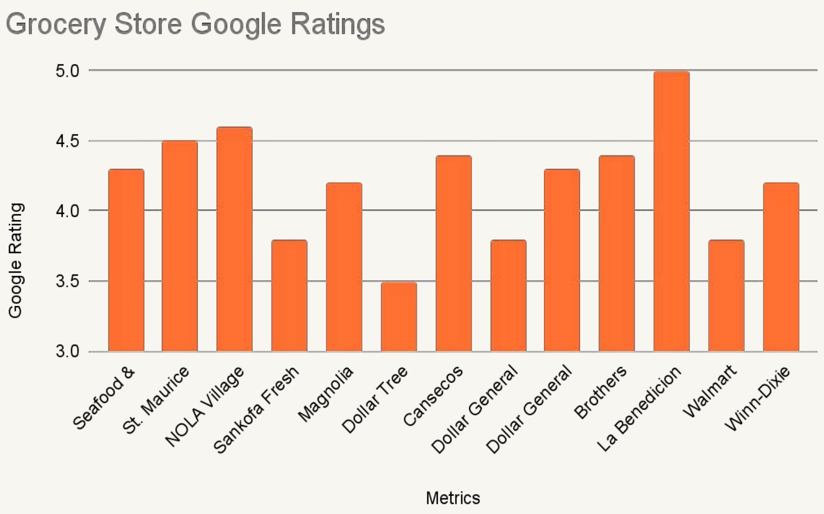
APPENDIX E: DEMOGRAPHIC DATA

Travel Time to Work (2018-2022)	Study Area	Zip Code 70117	New Orleans City	St. Bernard Parish	New Orleans MSA
< 5 min	0.8%	2.0%	2.7%	3.2%	2.5%
5-9 min	9.1%	8.4%	8.8%	9.7%	8.4%
10-14 min	10.4%	12.6%	14.4%	12.7%	13.1%
15-19 min	13.9%	23.1%	20.6%	11.9%	17.4%
20-24 min	13.2%	19.2%	17.9%	11.0%	15.7%
25-29 min	4.9%	5.7%	6.0%	4.3%	5.8%
30-34 min	25.5%	13.8%	15.2%	14.2%	15.3%
35-39 min	4.0%	1.7%	1.9%	3.6%	2.5%
40-44 min	3.0%	1.6%	2.0%	4.6%	3.3%
45-59 min	12.7%	6.0%	5.2%	15.2%	8.0%
60-89 min	1.7%	3.9%	3.3%	6.0%	5.5%
90+ min	0.8%	2.0%	2.1%	3.6%	2.4%
Average Time To Work (In Minutes)	N/A	N/A	N/A	29.1	26.1

Source: ESRI ACS Housing Summary

APPENDIX F: COMPETITION ANALYSIS | FOOD AT HOME





Seafood and Chicken Market | 5601 St. Claude Ave. | Small Format Grocer

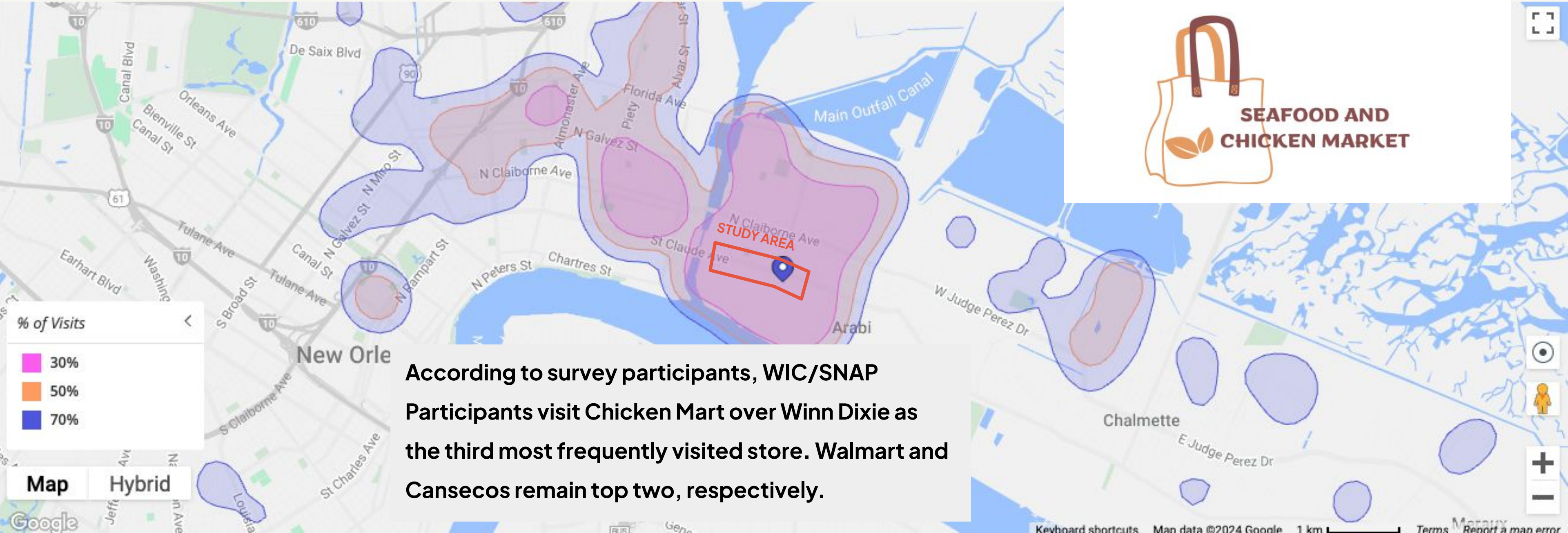
VISITS: 89.4K

VISITORS: 26.9K

VISIT FREQUENCY: 3.33

GOOGLE RATING: 4.3

DISTANCE FROM SITE: 0.0 mi/1 min. Drive; 1 min. Transit



According to survey participants, WIC/SNAP Participants visit Chicken Mart over Winn Dixie as the third most frequently visited store. Walmart and Cansecos remain top two, respectively.

COMPETITION ANALYSIS – FOOD AT HOME STORES

St. Maurice Market | 5463 St. Claude Ave. | Convenience Store

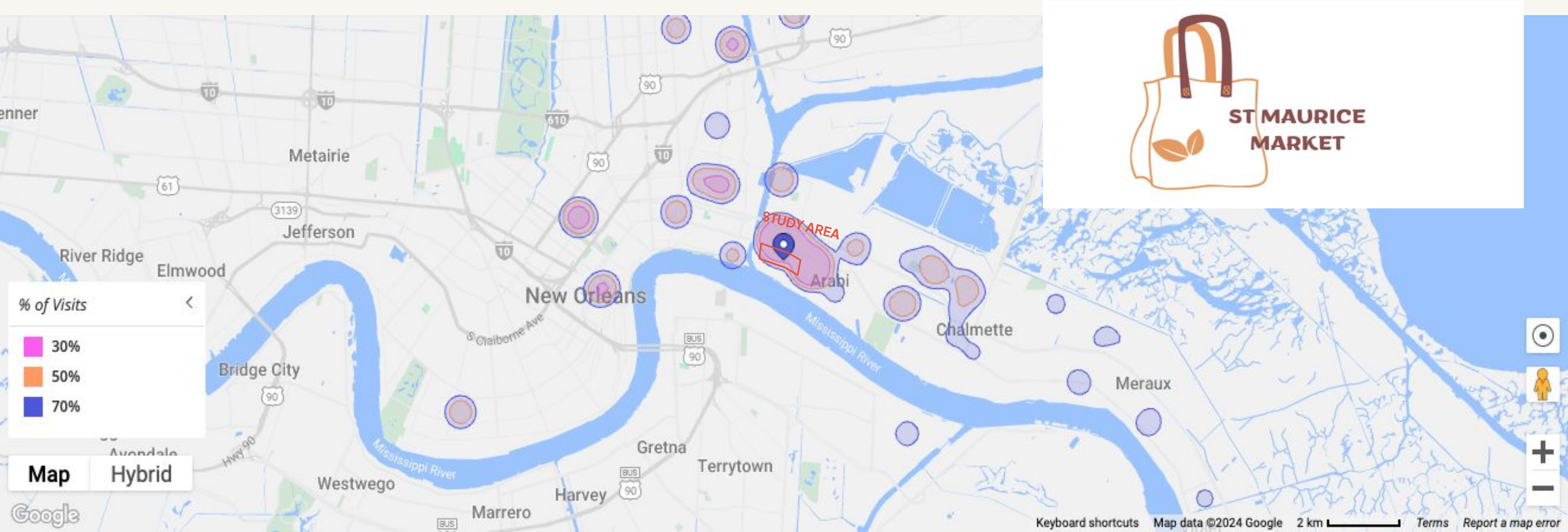
VISITS: 1.4K

VISITORS: 974

VISIT FREQUENCY: 1.43

GOOGLE RATING: 4.5

DISTANCE FROM SITE: 0.2 mi/4 min. Drive; 1 min. Transit



COMPETITION ANALYSIS – FOOD AT HOME STORES

Sankofa Fresh Start Market | 5029 St. Claude Ave. | Small Format Grocery

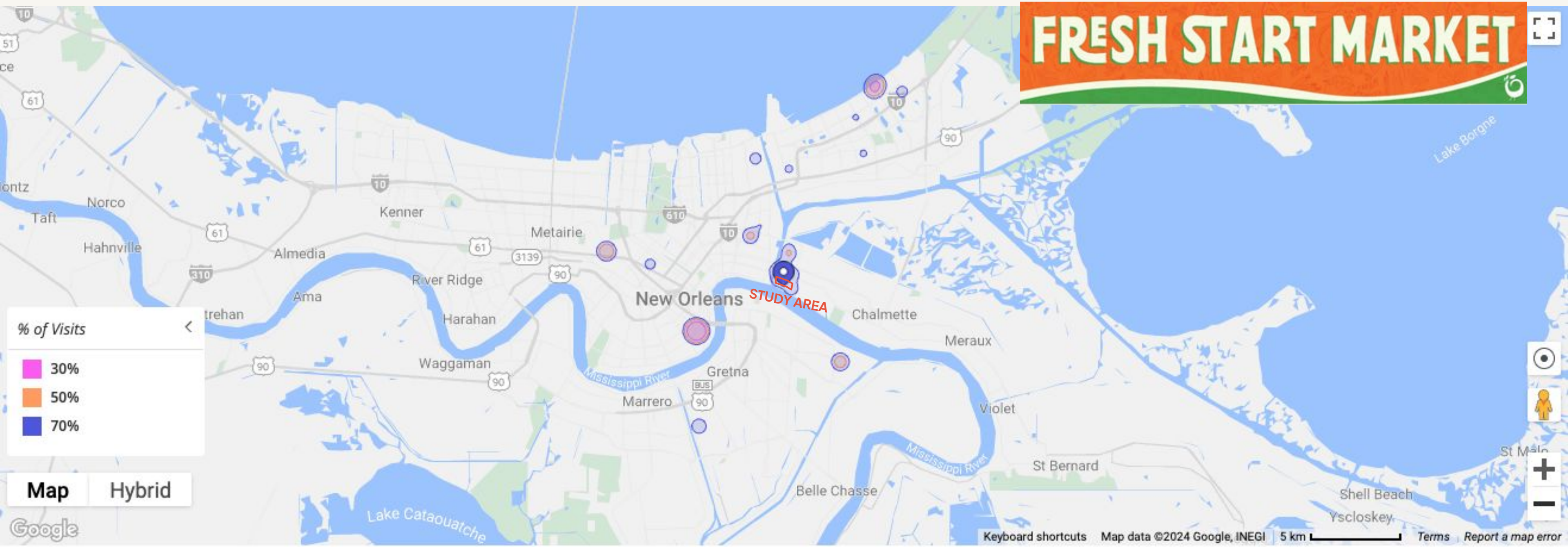
VISITS: 2.5K

VISITORS: 637

VISIT FREQUENCY: 3.86

GOOGLE RATING: 3.8

DISTANCE FROM SITE: 0.4 mi/1 min. Drive; 1 min. Transit



COMPETITION ANALYSIS – FOOD AT HOME STORES

Magnolia Supermarket | 6100 N. Claiborne Ave. | Convenience Store

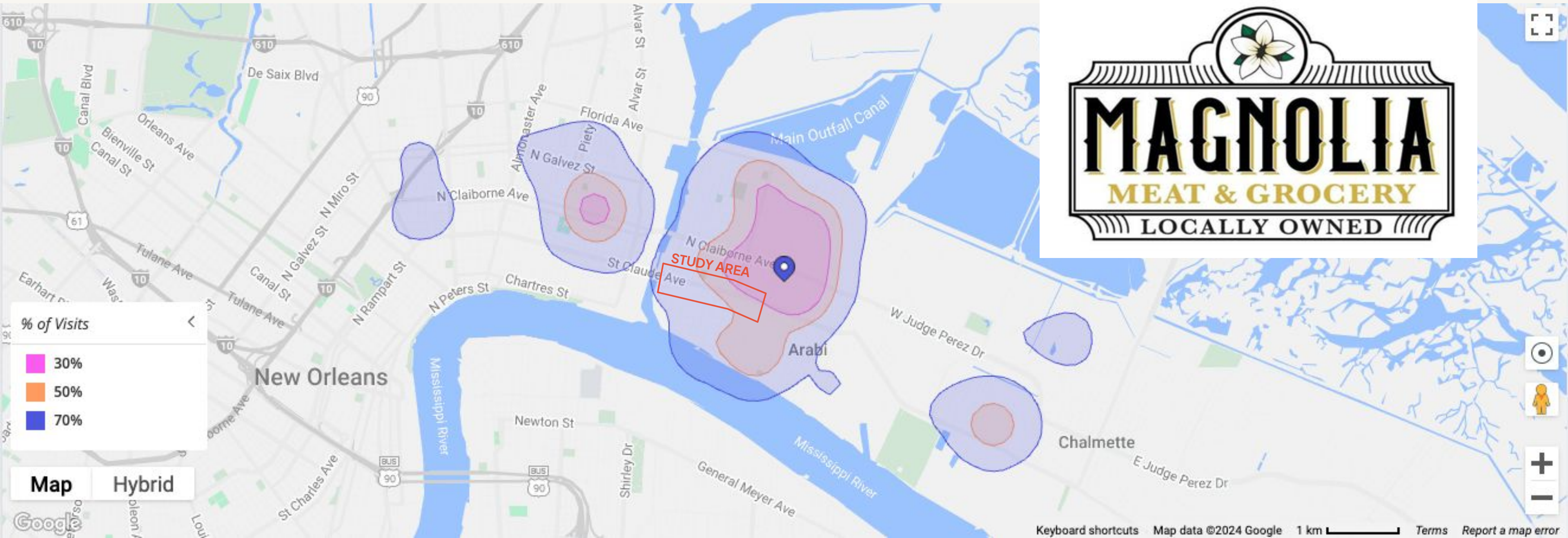
VISITS: 36.3K

VISITORS: 8.5K

VISIT FREQUENCY: 4.26

GOOGLE RATING: 4.2

DISTANCE FROM SITE: 0.7 mi/2 min. Drive; 13 min. Transit

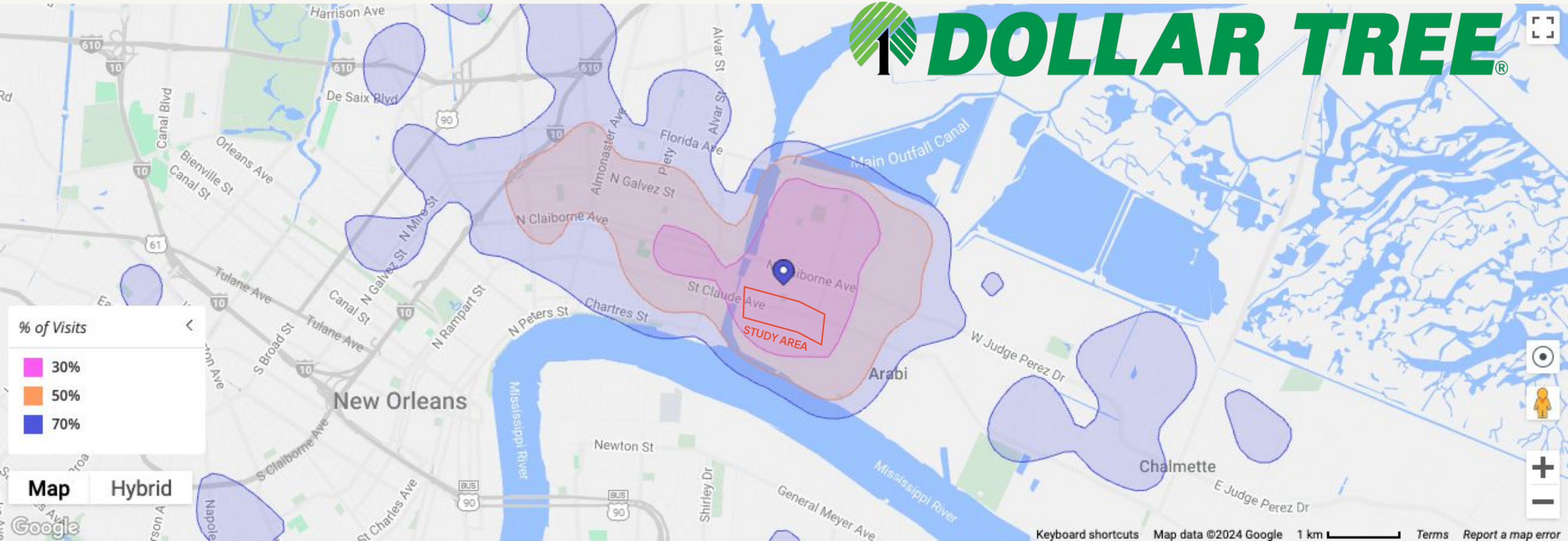


COMPETITION ANALYSIS – FOOD AT HOME STORES

Dollar Tree #9236 | 5000 N. Claiborne Ave. | Dollar Store

VISITS: 161.5K **VISITORS:** 45K **VISIT FREQUENCY:** 3.52

GOOGLE RATING: 3.5 **DISTANCE FROM SITE:** 0.7 mi/2 min. Drive; 13 min. Transit



COMPETITION ANALYSIS – FOOD AT HOME STORES

Canseco's Market | 6735 St. Claude Ave.

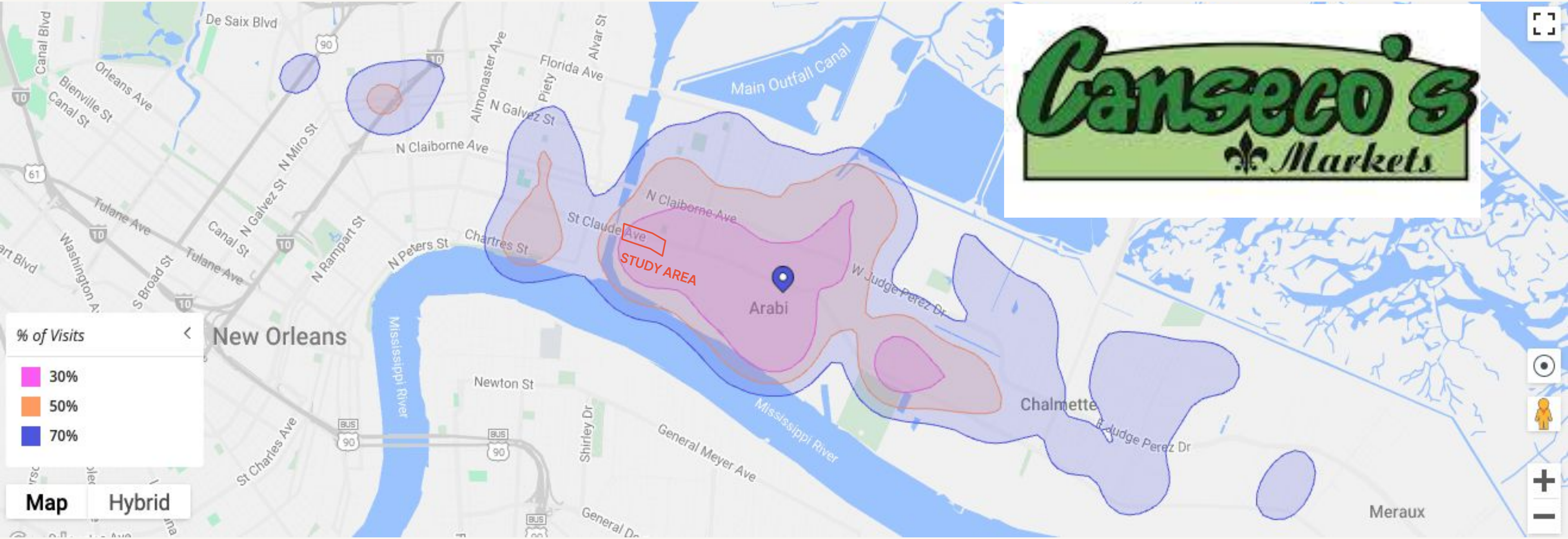
VISITS: 330.6K

VISITORS: 48K

VISIT FREQUENCY: 6.89

GOOGLE RATING: 4.4

DISTANCE FROM SITE: 0.9 mi/2 min. Drive; 13 min. Transit

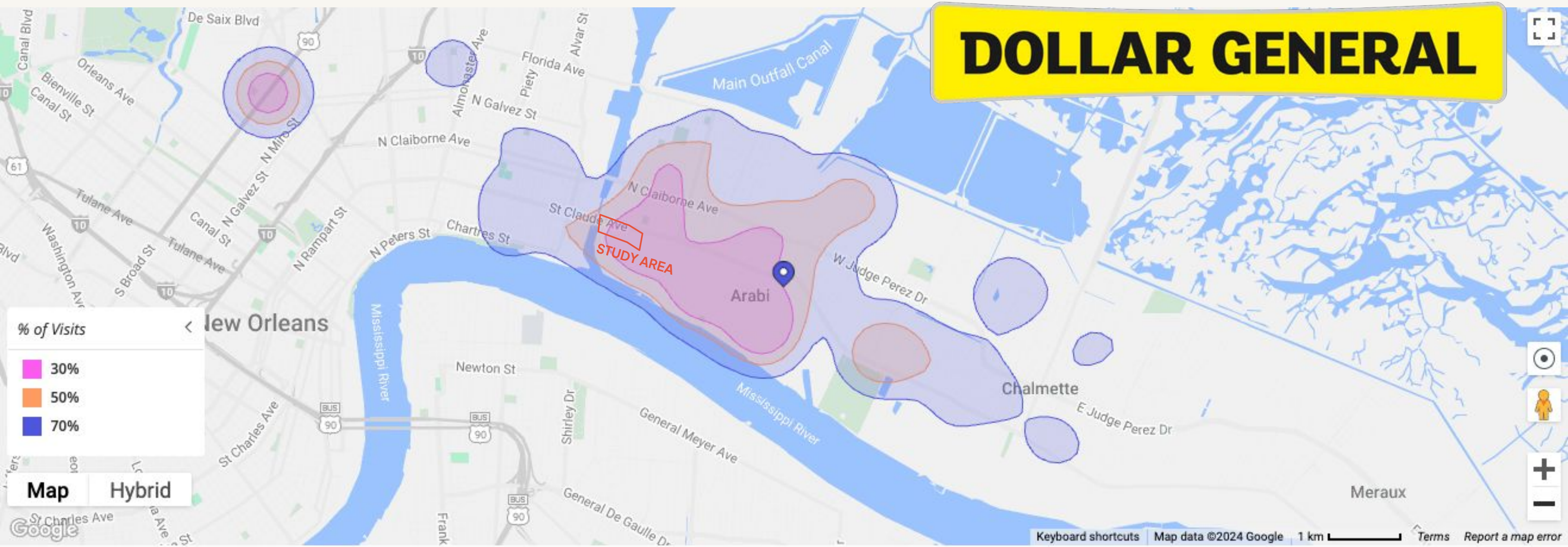


COMPETITION ANALYSIS – FOOD AT HOME STORES

Dollar General #11035 | 7210 St. Claude Ave. | Dollar Store

VISITS: 241K **VISITORS:** 40.1K **VISIT FREQUENCY:** 5.99

GOOGLE RATING: 4.3 **DISTANCE FROM SITE:** 1.0 mi/3 min. Drive; 13 min. Transit



COMPETITION ANALYSIS – FOOD AT HOME STORES

Dollar General #11478 | 1111 Poland Ave. | Dollar Store

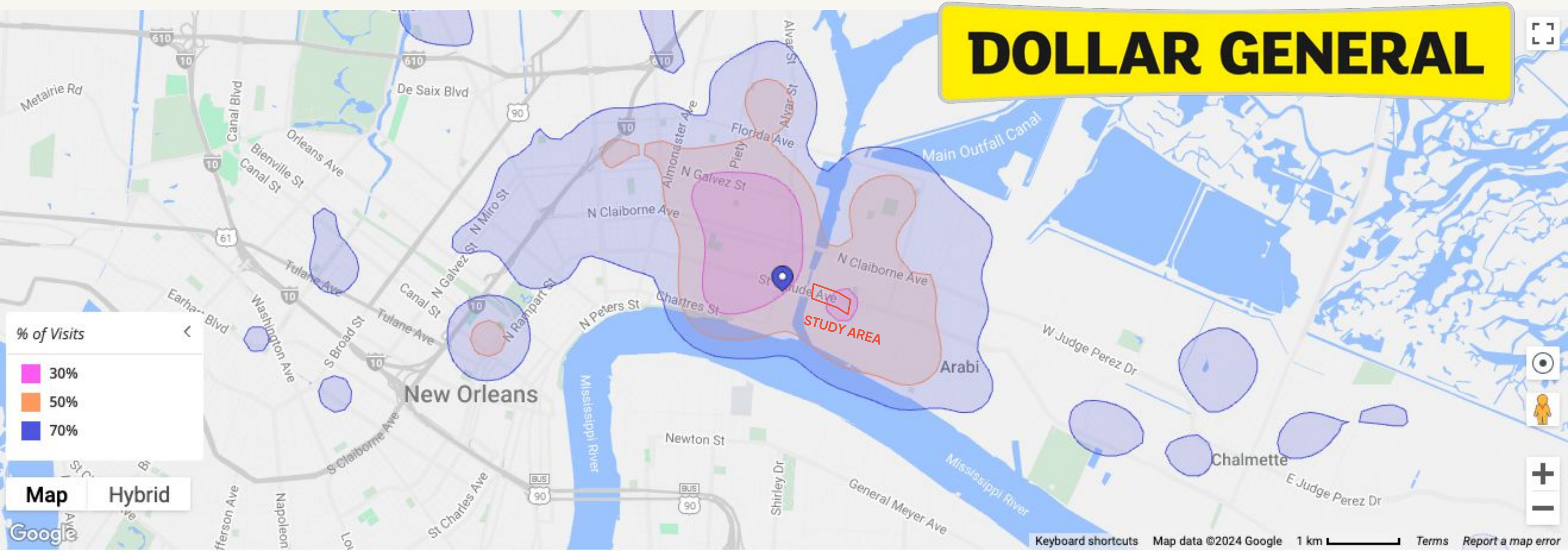
VISITS: 210.3K

VISITORS: 61K

VISIT FREQUENCY: 3.44

GOOGLE RATING: 3.8

DISTANCE FROM SITE: 1.0 mi/2 min. Drive; 6 min. Transit

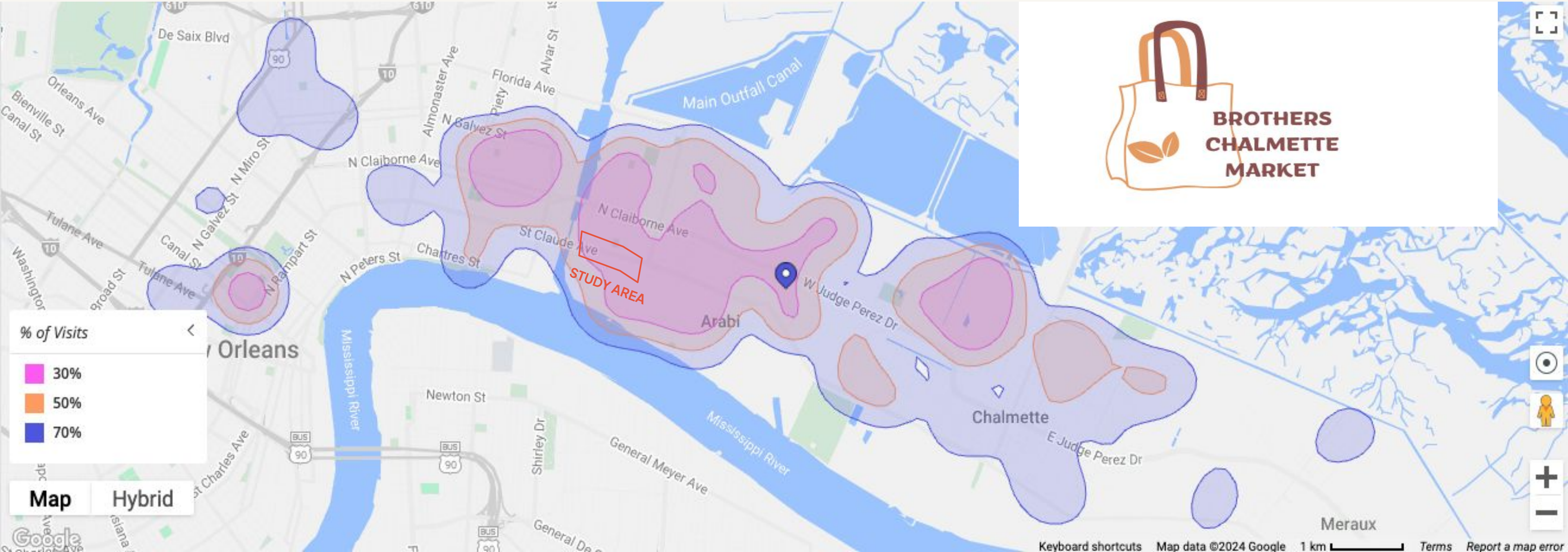


COMPETITION ANALYSIS – FOOD AT HOME STORES

Brothers Chalmette Market | 7400 W. Judge Perez Dr. | Small-Format Grocer

VISITS: 38.8K **VISITORS:** 14.4K **VISIT FREQUENCY:** 1.43

GOOGLE RATING: 4.4 **DISTANCE FROM SITE:** 1.5 mi/3 min. Drive; 18 min. Transit



COMPETITION ANALYSIS – FOOD AT HOME STORES

La Benedicion | 7543 W. Judge Perez Dr. | Small-Format Grocer

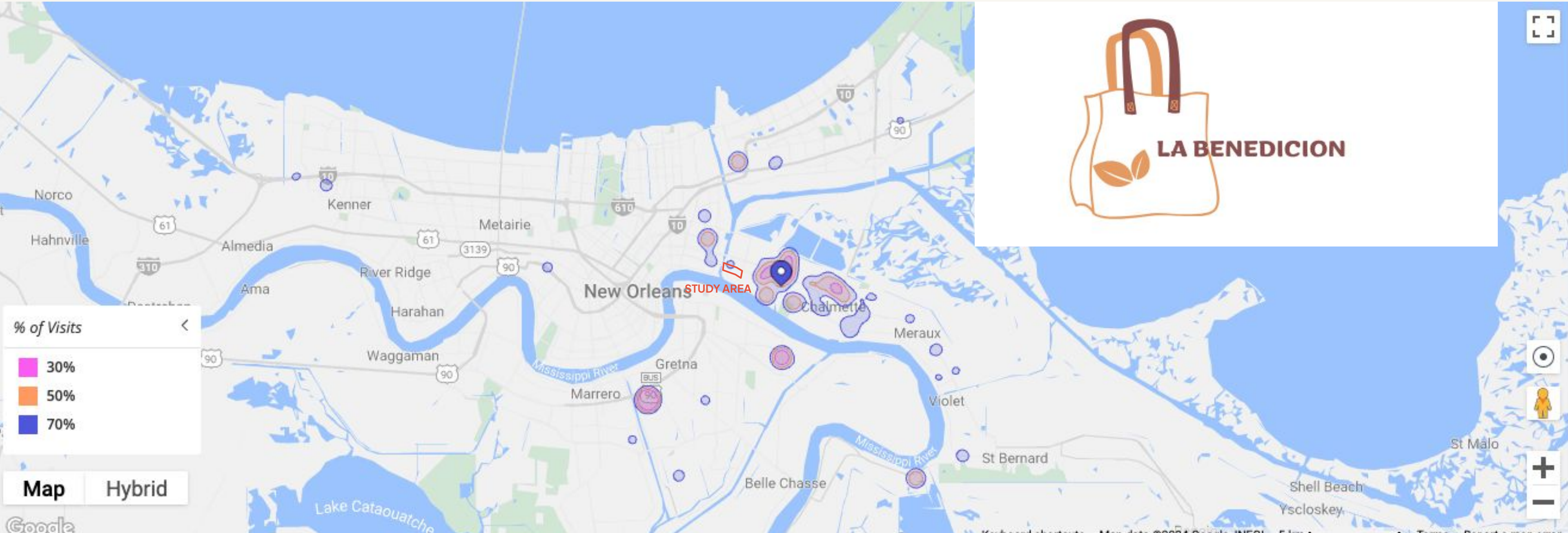
VISITS: 7.6K

VISITORS: 2.4K

VISIT FREQUENCY: 3.12

GOOGLE RATING: 5.0

DISTANCE FROM SITE: 1.8 mi/5 min. Drive; 21 min. Transit



COMPETITION ANALYSIS – FOOD AT HOME STORES

Walmart #909 | 8101 W. Judge Perez Dr. | Big Box Grocer

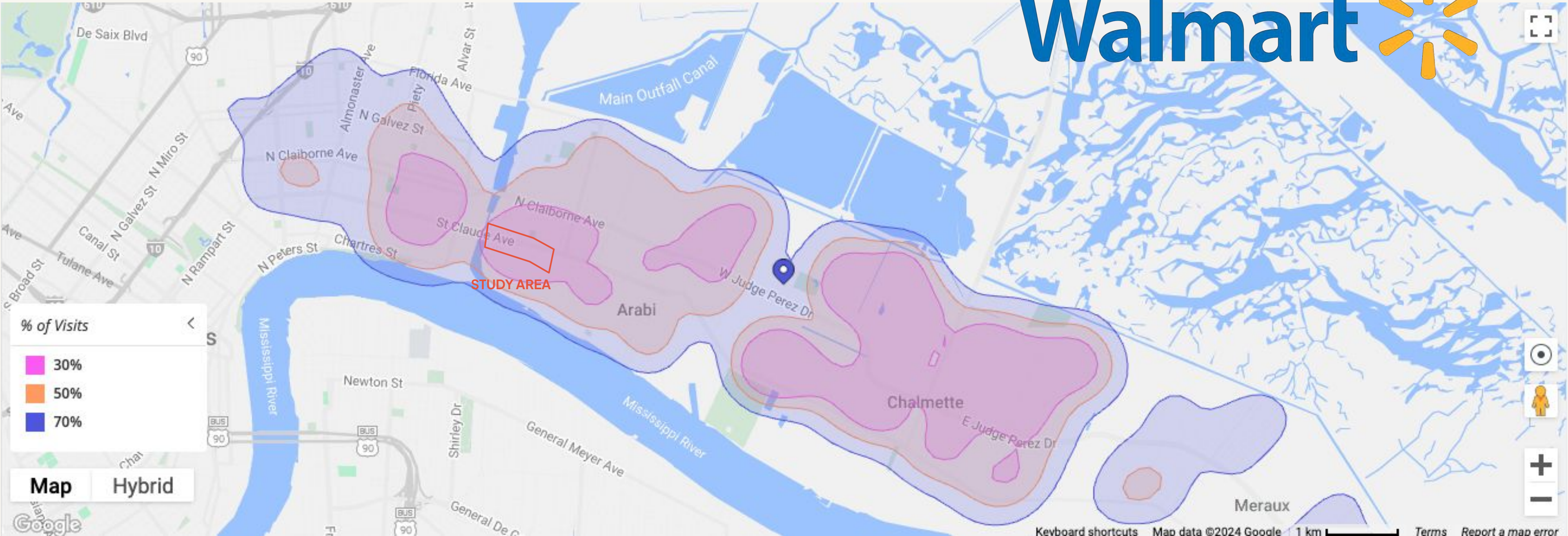
VISITS: 2M

VISITORS: 230.9K

VISIT FREQUENCY: 9.61

GOOGLE RATING: 3.8

DISTANCE FROM SITE: 2.3 mi/7 min. Drive; 27 min. Transit



COMPETITION ANALYSIS – FOOD AT HOME STORES

Winn Dixie #1432 | 3300 Paris Rd. | Supermarket

VISITS: 686.3K **VISITORS:** 99.6K **VISIT FREQUENCY:** 6.86

GOOGLE RATING: 4.2 **DISTANCE FROM SITE:** 4.5 mi/10 min. Drive; 30 min. Transit

SQUARE FOOTAGE SUPPORTED | ST. CLAUDE – ALL RETAIL

REGIONAL SALES MODEL – NATIONAL BRANDS

100% Captured Expenditures	PRIMARY TRADE AREA	SECONDARY TRADE AREA	TERTIARY TRADE AREA	EMPLOYEES (PTA)*	TOTAL
Neighborhood Goods & Services (NG&S)	25,244	76,279	23,805	670	125,998
Food & Beverage (F&B)	5,314	16,844	4,959	175	27,292
General Merchandise, Apparel, Furnishings, & Other (GAFO)	16,156	49,220	14,933	458	80,767
Total	**46,714**	**142,343**	**43,696**	**1,303**	**224,056**

GRAVITY MODEL	PRIMARY TRADE AREA	SECONDARY TRADE AREA	TERTIARY TRADE AREA	EMPLOYEES (PTA)	TOTAL
Neighborhood Goods & Services (NG&S)	8,830	6,585	310	230	15,955
Food & Beverage (F&B)	1,434	1,633	99	107	3,273
General Merchandise, Apparel, Furnishings, & Other (GAFO)	759	815	0	5	1,579
Total	**11,023**	**9,033**	**409**	**342**	**20,807**

LOCAL RENT MODEL – LOCAL BRANDS

PRIMARY TRADE AREA	SECONDARY TRADE AREA	TERTIARY TRADE AREA	EMPLOYEES (PTA)	TOTAL
69,168	208,542	65,264	2,248	345,222
20,519	64,950	19,154	710	105,333
45,339	139,143	41,953	1,472	227,907
135,024	**412,634**	**126,371**	**4,430**	**678,462**

PRIMARY TRADE AREA	SECONDARY TRADE AREA	TERTIARY TRADE AREA	EMPLOYEES (PTA)	TOTAL
23,171	17,793	770	716	42,450
5,351	6,387	383	434	12,555
2,174	2,195	0	16	4,385
30,696	**26,375**	**1,153**	**1,165**	**59,390**

* The Primary Trade Area records only 165 employees, representing a minimal portion of the area's captured retail demand. Given the small scale of this workforce, employment data was not analyzed in extensive detail within this study. However, additional employment-related data and its potential impact on retail dynamics can be found in Appendix __.

SQUARE FOOTAGE SUPPORTED | ST. CLAUDE – FOOD AT HOME

	REGIONAL SALES MODEL – NATIONAL BRANDS					LOCAL RENT MODEL – LOCAL BRANDS				
100% CAPTURE FOOD AT HOME EXPENDITURES	PRIMARY TRADE AREA	SECONDARY TRADE AREA	TERTIARY TRADE AREA	EMPLOYEE (PTA)	TOTAL	PRIMARY TRADE AREA	SECONDARY TRADE AREA	TERTIARY TRADE AREA	EMPLOYEE (PTA)	TOTAL
Bakery + Cereal Products	1,834	5,553	1,727	N/A	9,114	4,910	14,868	4,623	N/A	24,401
Meats, Poultry, Fish, + Eggs	3,142	9,495	2,979	N/A	15,616	8,411	25,421	7,976	N/A	41,808
Dairy Products	1,315	4,042	1,241	N/A	6,598	3,522	10,822	3,323	N/A	17,667
Fruits + Vegetables	2,744	8,443	2,578	N/A	13,765	7,347	22,605	6,903	N/A	36,855
Snacks and Other Food at Home	5,269	15,959	4,969	N/A	26,197	14,107	42,730	13,304	N/A	70,141
Total	**14,304**	**43,492**	**13,494**	**269**	**71,559**	**38,297**	**116,447**	**36,128**	**720**	**191,592**

GRAVITY MODEL	PRIMARY TRADE AREA	SECONDARY TRADE AREA	TERTIARY TRADE AREA	EMPLOYEE (PTA)	TOTAL	PRIMARY TRADE AREA	SECONDARY TRADE AREA	TERTIARY TRADE AREA	EMPLOYEE (PTA)	TOTAL
Bakery + Cereal Products	924	971	31	N/A	1,926	2,455	2,230	92	N/A	4,777
Meats, Poultry, Fish, + Eggs	633	554	26	N/A	1,213	1,682	1,271	80	N/A	3,033
Dairy Products	424	471	11	N/A	906	1,127	1,082	33	N/A	2,242
Fruits + Vegetables	553	492	23	N/A	1,068	1,469	1,130	69	N/A	2,669
Snacks and Other Food at Home	3,186	1,861	44	N/A	5,091	8,464	4,273	133	N/A	12,870
Total	**5,721**	**4,349**	**135**	**136**	**10,341**	**15,198**	**9,987**	**408**	**363**	**25,956**

SQUARE FOOTAGE SUPPORTED | CLAIBORNE– FOOD AT HOME

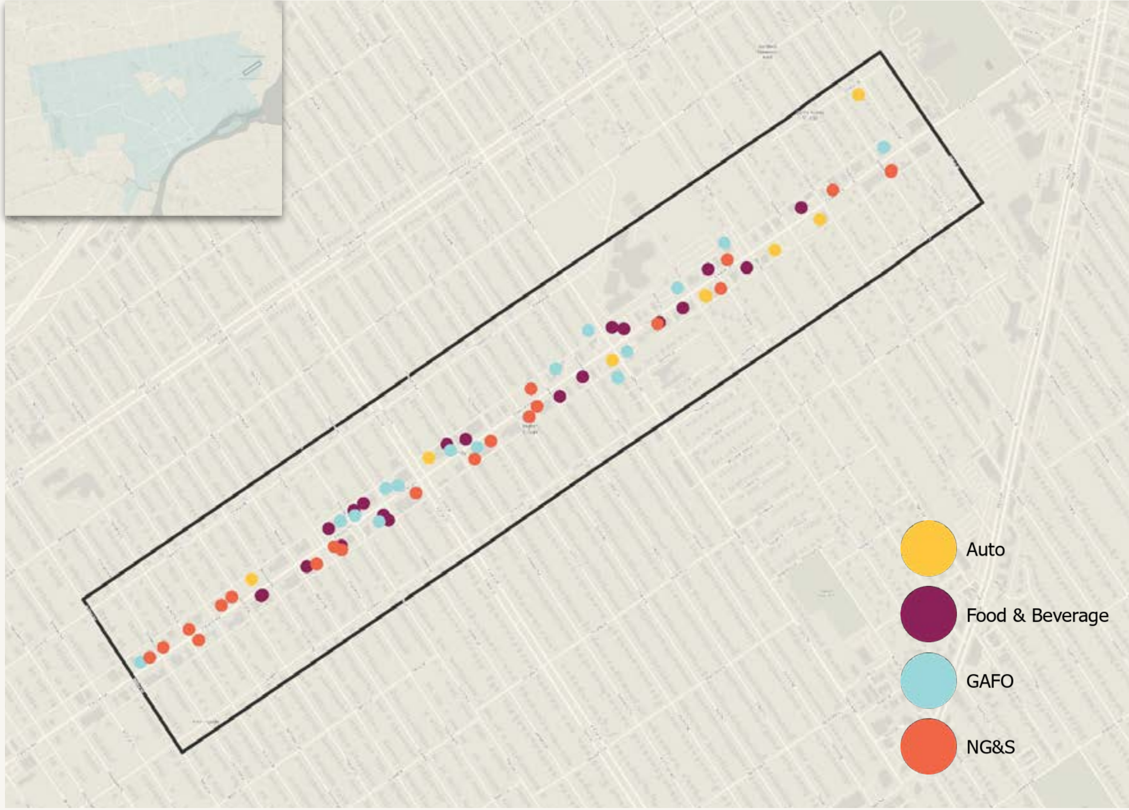
	REGIONAL SALES MODEL – NATIONAL BRANDS					LOCAL RENT MODEL – LOCAL BRANDS				
100% CAPTURE FOOD AT HOME EXPENDITURES	**PRIMARY TRADE AREA**	**SECONDAR Y TRADE AREA**	**TERTIARY TRADE AREA**	**EMPLOYEE (PTA)**	**TOTAL**	**PRIMARY TRADE AREA**	**SECONDAR Y TRADE AREA**	**TERTIARY TRADE AREA**	**EMPLOYEE (PTA)**	**TOTAL**
Bakery + Cereal Products	2,406	3,069	3,600	N/A	9,075	6,441	8,218	9,638	N/A	24,297
Meats, Poultry, Fish, + Eggs	4,139	5,280	6,117	N/A	15,536	11,082	14,137	16,377	N/A	41,596
Dairy Products	1,721	2,216	2,639	N/A	6,576	4,608	5,934	7,067	N/A	17,609
Fruits + Vegetables	3,593	4,610	5,517	N/A	13,720	9,619	12,342	14,771	N/A	36,732
Snacks and Other Food at Home	6,918	8,809	10,368	N/A	26,095	18,522	23,585	27,761	N/A	69,868
Total	**18.777**	**23.984**	**28.241**	**633**	**71.635**	**50,272**	**64,216**	**75,614**	**1,696**	**191,798**

GRAVITY MODEL	**PRIMARY TRADE AREA**	**SECONDAR Y TRADE AREA**	**TERTIARY TRADE AREA**	**EMPLOYEE (PTA)**	**TOTAL**	**PRIMARY TRADE AREA**	**SECONDAR Y TRADE AREA**	**TERTIARY TRADE AREA**	**EMPLOYEE (PTA)**	**TOTAL**
Bakery + Cereal Products	481	307	72	N/A	860	1,288	822	193	N/A	2,303
Meats, Poultry, Fish, + Eggs	1,035	634	245	N/A	1,914	2,771	1,696	655	N/A	5,122
Dairy Products	430	332	106	N/A	868	1,152	890	283	N/A	2,325
Fruits + Vegetables	898	461	221	N/A	1,580	2,405	1,234	591	N/A	4,230
Snacks and Other Food at Home	1,038	1,057	207	N/A	2,302	2,778	2,830	555	N/A	6,163
Total	**3,882**	**2,791**	**851**	**254**	**7,778**	**10,394**	**7,472**	**2,277**	**679**	**20,822**

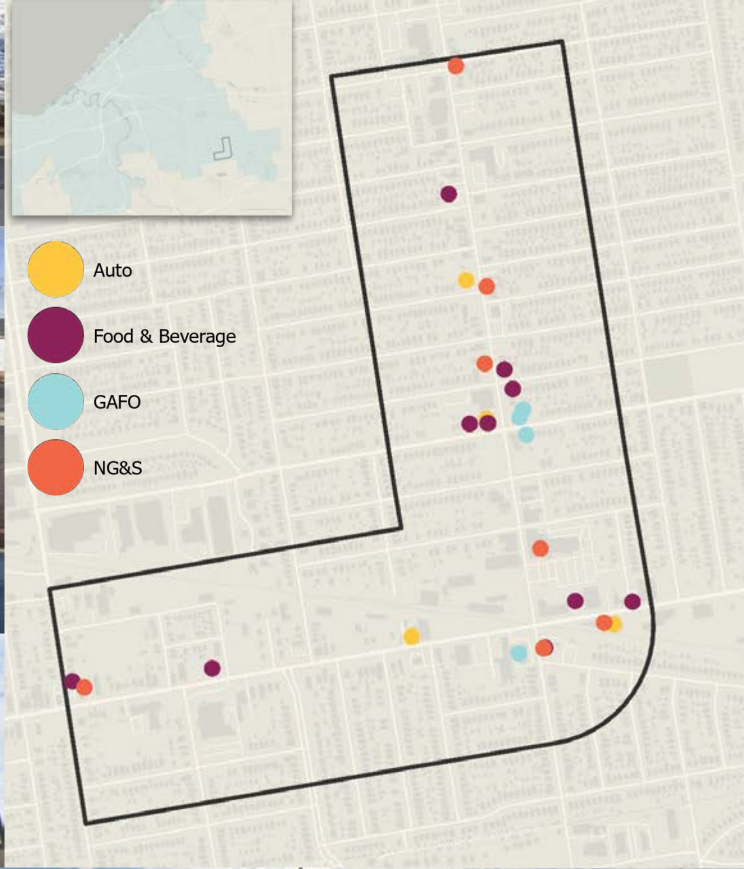
APPENDIX G: COMPARABLE ANALYSIS

ST. CLAUDE | UPPER 9TH WARD

E. WARREN | DETROIT, MI



131ST ST & MILES AVE | CLEVELAND, OH



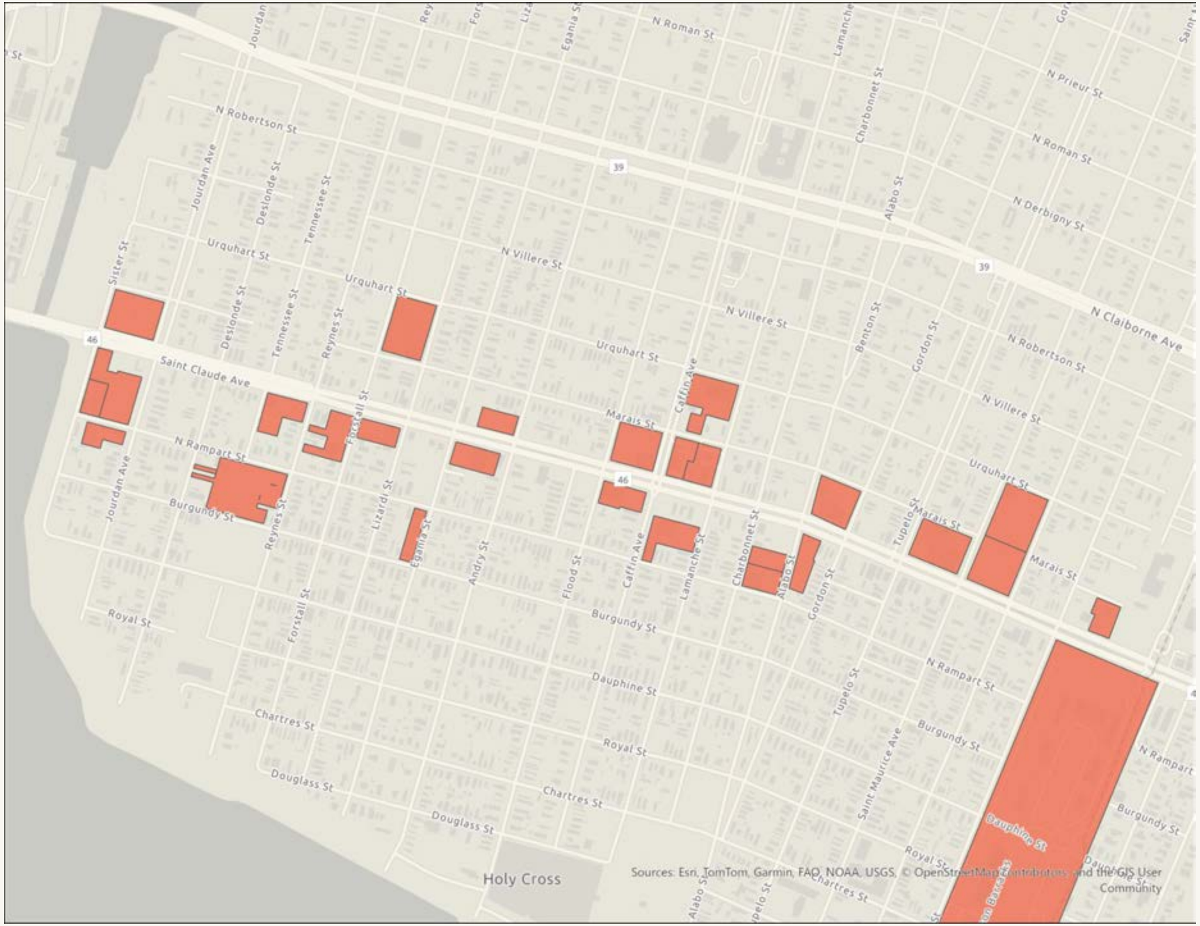
Row Labels	St. Claude	Upper 9th	Detroit	Cleveland
NG&S	**9**	**9**	**20**	**8**
Food & Beverage at Home Retailers	**6**	**5**	**9**	**3**
Beer, Wine, and Liquor Stores			5	
Convenience Stores	4	5	2	1
Fruit and Vegetable Markets			1	
Meat Markets				1
Supermarkets and Other Grocery (except Convenience) Stores	2		1	1
Personal Care Goods & Services	**3**	**4**	**11**	**5**
Barber Shops	1		5	5
Beauty Salons	1			
Coin-Operated Laundries and Drycleaners			1	
Cosmetics, Beauty Supplies, and Perfume Stores		1	1	
Drycleaning and Laundry Services (except Coin-Operated)	GAP	1	3	
Florists - 459310	1			
Nail Salons		1		
Pharmacies and Drug Stores	GAP	1	1	

REAL ESTATE ANALYTICS

Row Labels	St. Claude	Upper 9th	Detroit	Cleveland
Food & Beverage	**1**	**15**	**20**	**13**
Cafes, Bakery, Desserts, Snacks, and Other	GAP	**3**	**3**	
Coffee shop/Tea		2	2	
Retail Bakeries		1	1	
Drinking Establishments	GAP	**3**	**5**	**2**
Restaurants	**1** (GAP)	**10**	**12**	**11**
GAFO	**2**	**12**	**15**	**5**
Apparel, Footwear, and Jewelry	**1**	**1**	**5**	**2**
Clothing and Clothing Accessories Retailers	1			
Family Clothing Stores			1	
Jewelry Stores			1	
Men's Clothing Stores		1		
Other Clothing Stores			1	
Women's Clothing Stores			2	2

Row Labels	St. Claude	Upper 9th	Detroit	Cleveland
GAFO	**2**	**12**	**15**	**5**
General Merchandise & Other Retailers	GAP	**6**	**5**	**1**
All Other General Merchandise Stores		1	3	1
Book Stores			1	
Musical Instrument and Supplies Stores		1		
Pet and Pet Supplies Stores		1		
Sporting Goods Retailers		1		
Sporting Goods Stores			1	
Used Merchandise Stores		2		
Home Improvement and Furnishings	**1** GAP	**4**	**5**	**2**
All Other Home Furnishings Retailers - 449129	1			
Art Dealers		3	1	
Electronics Stores			2	2
Hardware Stores			1	
Nursery, Garden Center, and Farm Supply Stores		1		
Paint and Wallpaper Stores			1	

Half acre or more (inc. combined lots)



Combined adjacent owners, by name and address

Opportunity Sites

Add text about section

Sites with Significant Challenges

Pump Station: Lack of ccessibility, essential

Occupied Properties w. Challenged Existing Footprint:

- 5104 - Gas Station
- 5909 - TEP Center
- 5601/5617 -

Opportunity Sites | 5330 St. Claude

Parcel Size: 0.86 AC
Built Structure Size: 10,000 SF
Number of Stories: 1
Owner Name:5330 St. Claude Investments, LLC

Proposed Use: Retail Store

Opportunity Sites | 5523 St. Claude

Parcel Size: 1.4 AC
Built Structure Size: 9,268 SF
Number of Stories: 1
Owner Name: Infinity Fuels, LLC

Opportunity Sites | 5532 St. Claude

Parcel Size: 0.79 AC
Built Structure Size: 14,461 SF
Number of Stories: 1
Owner Name: Dix Packa Sixie, LLC

Opportunity Sites | 5617 St. Claude

Parcel Size: 1.69 AC
Built Structure Size: 43,338 SF
Number of Stories: 2
Owner Name: Light City Church

Opportunity Sites | 6201 St. Claude & Rear Lot

Parcel Size: 3.55 AC
Built Structure Size: NA
Number of Stories: NA
Owner Name: Light City Church/Branch Bell Baptist Church

APPENDIX: MOST PURCHASED GROCERY ITEMS – COMMUNITY MEETING ENGAGEMENT EXERCISE

GROCERY ITEM	# OF TIMES SELECTED	DEPARTMENT
EGGS	16	DAIRY
BEANS	15	PACKAGED
BREAD	14	PACKAGED
BUTTER	14	DAIRY
RICE	14	PACKAGED
CHICKEN	13	MEAT
MILK	13	DAIRY
CHEESE	13	DAIRY

APPENDIX: MOST PURCHASED GROCERY ITEMS – COMMUNITY MEETING ENGAGEMENT EXERCISE

GROCERY ITEM	# OF TIMES SELECTED	DEPARTMENT
FLOUR	13	PACKAGED
ONIONS	12	PRODUCE
BELL PEPPERS	11	PRODUCE
PASTA	11	PACKAGED
SHRIMP	10	MEAT
CELERY	10	PRODUCE
SAUSAGE	9	MEAT
CATFISH	8	MEAT

APPENDIX: MOST PURCHASED GROCERY ITEMS – COMMUNITY MEETING ENGAGEMENT EXERCISE

GROCERY ITEM	# OF TIMES SELECTED	DEPARTMENT
GARLIC	8	PRODUCE
VINEGAR	8	PACKAGED
COLLARD GREENS	7	PRODUCE
YOGURT	6	DAIRY
CORNMEAL	6	PACKAGED
OKRA	4	PRODUCE
CRAWFISH	3	MEAT
SHOULDER	1	MEAT

APPENDIX: MOST PURCHASED GROCERY ITEMS – RECEIPT COLLECTION SURVEY

GROCERY ITEM	# OF TIMES SELECTED	DEPARTMENT
BREAD	20	PACKAGED
SALAD MIX	15	PRODUCE
WINE	12	DRINKS
JUICE	10	DRINKS
FROZEN MEALS	10	FROZEN
CHIPS	10	PACKAGED
TOMATOES	9	PRODUCE
BANANAS	9	PRODUCE
COOKIES	8	PACKAGED
TEA	7	DRINKS

APPENDIX: STATE OF LOUISIANA ECONOMIC DEVELOPMENT SMALL BUSINESS INCENTIVES

INCENTIVE	DESCRIPTION
Diversity in Entrepreneurship Initiative	Louisiana's Diversity in Entrepreneurship Initiative aims to foster an inclusive entrepreneurial ecosystem by providing support to businesses owned by historically underrepresented groups, including women, minorities, and veterans. The initiative offers resources such as grants, mentorship programs, and access to capital to help these entrepreneurs overcome barriers and succeed. For retail businesses, this initiative creates more opportunities for diverse entrepreneurs to establish and grow their ventures, enriching the state's economic landscape. It encourages innovation by promoting a variety of retail offerings that cater to different communities and cultural backgrounds. Ultimately, this program benefits Louisiana's retail sector by increasing competition, improving customer choice, and strengthening local economies.

APPENDIX: STATE OF LOUISIANA ECONOMIC DEVELOPMENT SMALL BUSINESS INCENTIVES

INCENTIVE	DESCRIPTION
Enterprise Zone Tax Credit	The Enterprise Zone Tax Credit is a program designed to incentivize businesses to invest in economically distressed areas by offering tax credits for job creation and capital investment. Businesses that expand or relocate within designated enterprise zones can receive credits for hiring new employees, especially those from targeted groups such as low-income residents. For retail businesses, this tax credit helps reduce operational costs, making it more affordable to establish stores in underserved communities. This results in job creation and economic growth within these areas, benefiting both the business and the local population. Additionally, the initiative attracts retail businesses to areas that may otherwise struggle to attract investment, enhancing the diversity and accessibility of local retail options.

INCENTIVE	DESCRIPTION
Federal Opportunity Zones	Federal Opportunity Zones are economically distressed communities where new investments, under certain conditions, may be eligible for preferential tax treatment. Created by the Tax Cuts and Jobs Act of 2017, the program aims to spur economic development and job creation in low-income areas across the United States. Investors can defer and potentially reduce capital gains taxes by reinvesting those gains into Qualified Opportunity Funds that support projects in these zones. The initiative encourages long-term investment by offering increasing tax benefits the longer the investment is held.

APPENDIX: STATE OF LOUISIANA ECONOMIC DEVELOPMENT SMALL BUSINESS INCENTIVES

INCENTIVE	DESCRIPTION
Restoration Tax Abatement	Louisiana's Restoration Tax Abatement program offers property tax relief to property owners who invest in the rehabilitation of historic structures. This program provides a temporary freeze on property taxes for up to five years, allowing business owners to reinvest the savings into their restoration projects. For retail businesses, the abatement makes it more financially viable to renovate and repurpose older buildings, which are often located in prime commercial areas. This helps preserve Louisiana’s historic charm while encouraging the revitalization of retail spaces, attracting more foot traffic and customers. As a result, retail businesses benefit from lower upfront costs and enhanced appeal, contributing to the growth of vibrant, walkable commercial districts.

APPENDIX: STATE OF LOUISIANA ECONOMIC DEVELOPMENT SMALL BUSINESS INCENTIVES

INCENTIVE	DESCRIPTION
Small and Emerging Business Development Program	The Small and Emerging Business Development Program provides financial assistance and support to small businesses and startups, particularly those in underserved areas or owned by minorities, women, and veterans. The program offers low-interest loans, training, and mentorship to help these businesses grow and create jobs. For retail businesses, this program provides the necessary capital and resources to establish or expand operations, improving their ability to compete in the marketplace. By supporting small retailers, the initiative fosters local economic growth and diversity in retail offerings, benefiting both business owners and communities. It helps level the playing field, enabling new and emerging retail businesses to thrive and contribute to the state's economic development.

APPENDIX: STATE OF LOUISIANA ECONOMIC DEVELOPMENT SMALL BUSINESS INCENTIVES

INCENTIVE	DESCRIPTION
State Small Business Credit Initiative	Louisiana's State Small Business Credit Initiative (SSBCI) is designed to provide financial support to small businesses, particularly those that may struggle to access traditional forms of financing. Through this program, eligible retail businesses can receive funding through various mechanisms, such as loan participation, guarantees, or equity investments. The initiative helps reduce the risk for lenders, encouraging them to offer credit to small retailers who might otherwise be overlooked. By increasing access to capital, the SSBCI enables retail businesses to expand their operations, hire employees, and invest in inventory or storefront improvements. Ultimately, the program boosts Louisiana's retail sector by fostering the growth of small businesses, creating jobs, and enhancing the variety of products and services available to local consumers.

APPENDIX: STATE OF LOUISIANA ECONOMIC DEVELOPMENT SMALL BUSINESS INCENTIVES

INCENTIVE	DESCRIPTION
New Orleans Fresh Food Retailer Initiative	The City of New Orleans' Fresh Food Retailers Initiative (FFRI) is a public-private effort to expand access to fresh, nutritious food in underserved neighborhoods while also driving job creation and neighborhood revitalization. Through $7 million in federal Disaster Community Development Block Grant funds—matched 1:1 by Hope Enterprise Corporation—the program offers forgivable and low-interest loans to support supermarkets, grocery stores, and other fresh food retailers. Implemented in partnership with HOPE and The Food Trust, FFRI leverages HOPE's extensive experience in financing community development in low-wealth areas and The Food Trust's national expertise in increasing healthy food access.

APPENDIX: GROCERY STORE SQUARE FOOTAGE

CANSECO'S | 11,600 SQ.FT.

6735 ST CLAUDE AVENUE

51,236 SQ.FT. PARCEL

ROUSES (FRERET) | 9,200 SQ.FT.

4645 FRERET STREET

21,344 SQ.FT. PARCEL

APPENDIX: GROCERY STORE SQUARE FOOTAGE

BREAUX MART (MAGAZINE) | 114,000 SQ.FT.

3233 MAGAZINE STREET

38,332 SQ.FT. PARCEL

IDEAL (S. BROAD) | 9,200 SQ.FT.

250 S. BROAD STREET

16,988 SQ.FT. PARCEL

APPENDIX: GROCERY STORE SQUARE FOOTAGE

IDEAL (TERRY) | 57,000 SQ. FT

653 TERRY PARKWAY

67,082 SQ.FT. PARCEL

IDEAL (HESSMER) | 6,000 SQ.FT.

3805 HESSMER AVENUE

12,196 SQ.FT. PARCEL