

Agenda

- **6:00p – Doors Open & Refreshments**
- **6:15p – Greetings & Welcome**
 - **Councilmember Oliver Thomas**
 - **Brenda Breaux, NORA**
 - **Bobby Boone, &Access**
- **6:25p – Presentation**
- **7:00p – Questions**
- **7:25p – Closing Remarks**

St. Claude Ave

RETAIL STUDY

Create a community-driven strategy that enhances retail opportunities—particularly for food and grocery access—while empowering local businesses and preserving the cultural integrity of the corridor.

Site Analysis

&Access x NORA

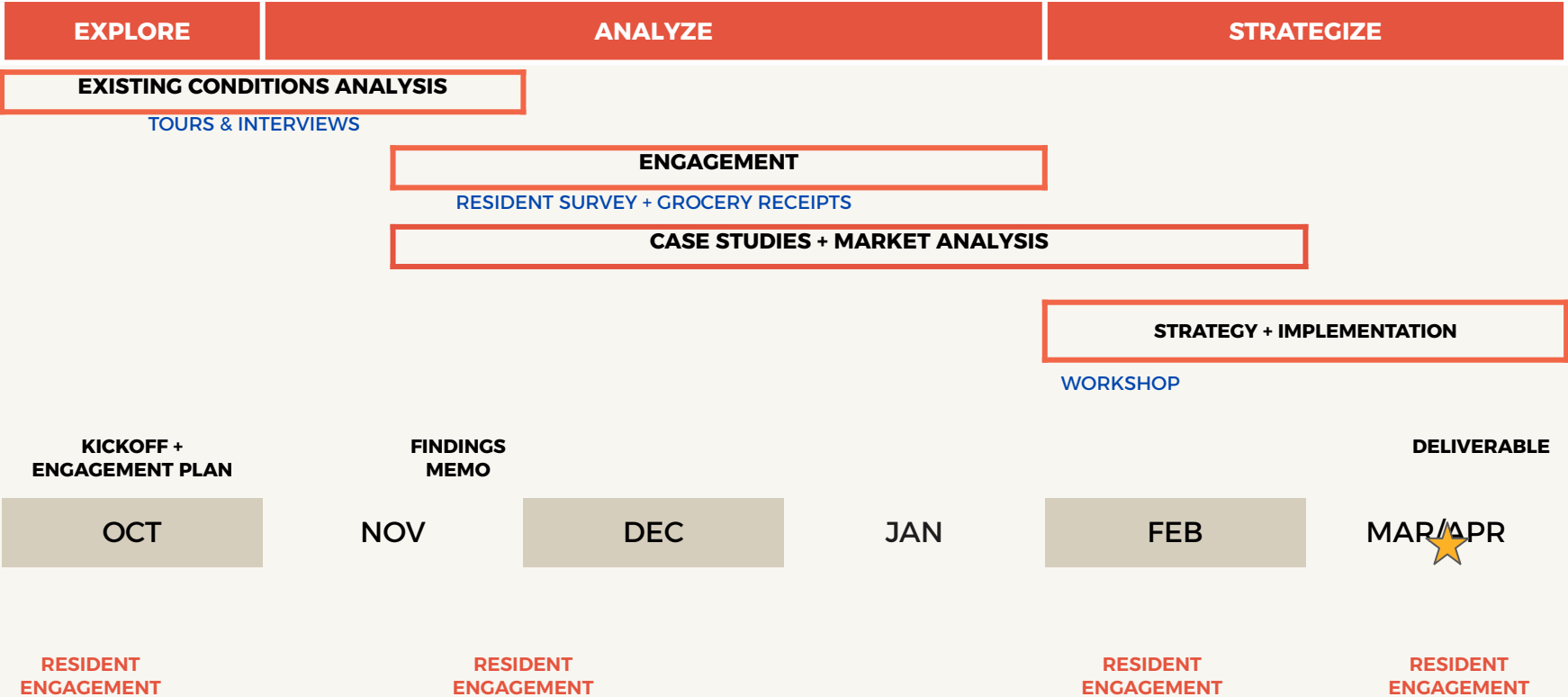


Section 01

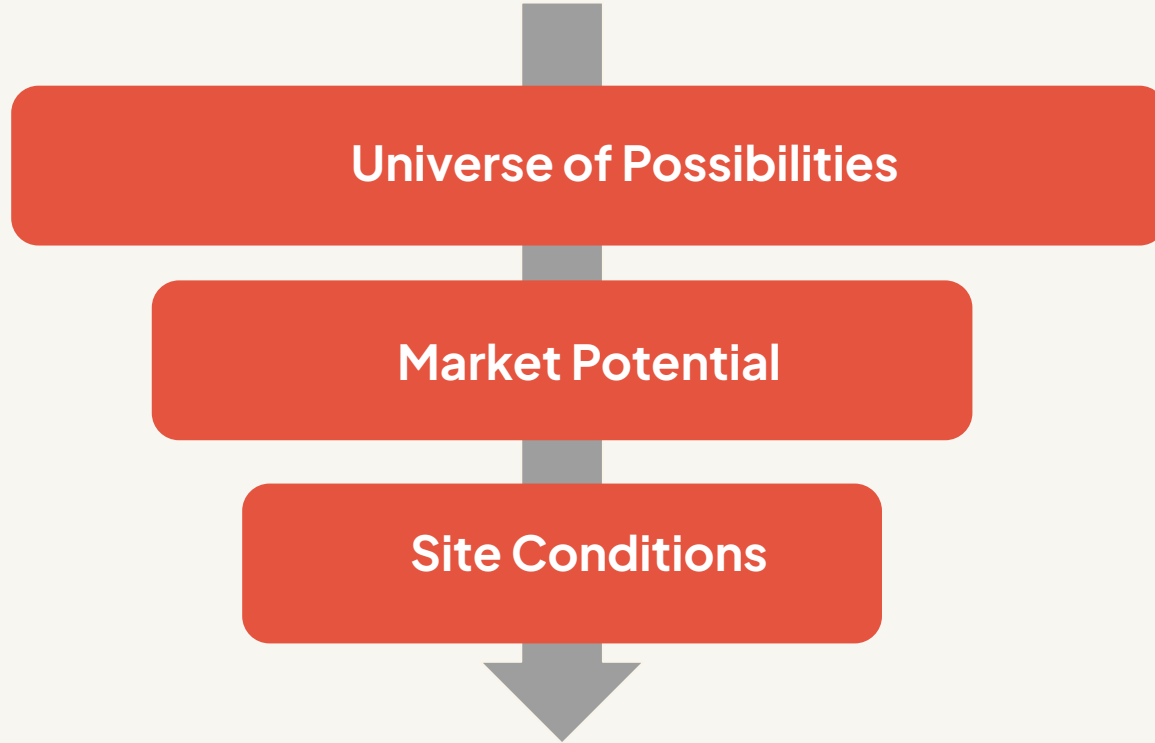
Intro to the Project

Project Timeline

----- 5 MONTH PROCESS -----



Our Process



Strategy that can be successfully implemented

Engagement Activities

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's Office
 - Real Estate Brokers
 - Business Owners
- 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



Engagement Activities

- Resident Survey (100)
- Grocery Store Receipt Collection & Survey (52)
- Grocery Store Secret Shopping
 - Thirteen (13) Items
 - Butter
 - Whole Milk
 - Eggs
 - Sweet Tea
 - Chicken Breast
 - Spaghetti
 - Vegetable Oil
 - Cheerios
 - Loaf of Bread
 - Baked Beans
 - Cabbage
 - Bananas
 - Sweet Potatoes



Engagement Activities

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



Section 02

February Workshop Recap

FEBRUARY 2024 WORKSHOP RECAP

RETAIL 101

- Reviewed key community retail categories: NG&S, F&B, GAFO, and non-retail uses
- Discussed the broader purpose of retail beyond just commerce
- Highlighted retail's role in convenience, tradition, and sense of place
- Emphasized how retail activates streetscapes and supports neighborhood vibrancy

Retail as Identity

Retail as Amenity

Retail as \$\$\$ Generator

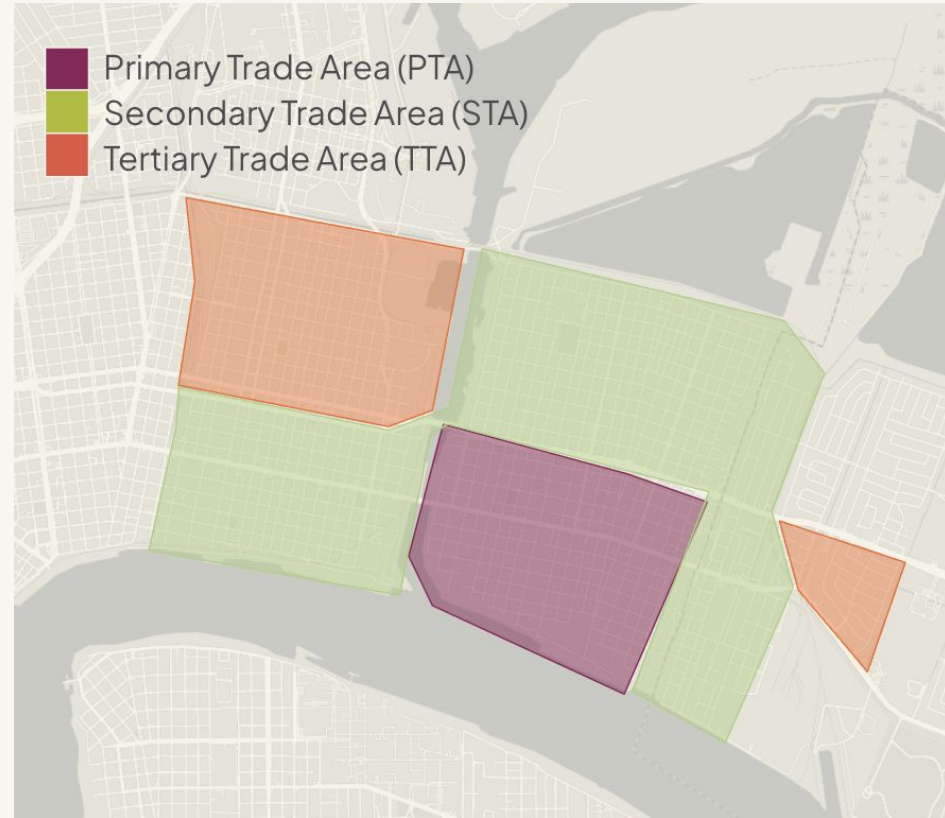
Retail as Civic Use

Retail as Commerce

FEBRUARY 2024 WORKSHOP RECAP

BEST PRACTICES

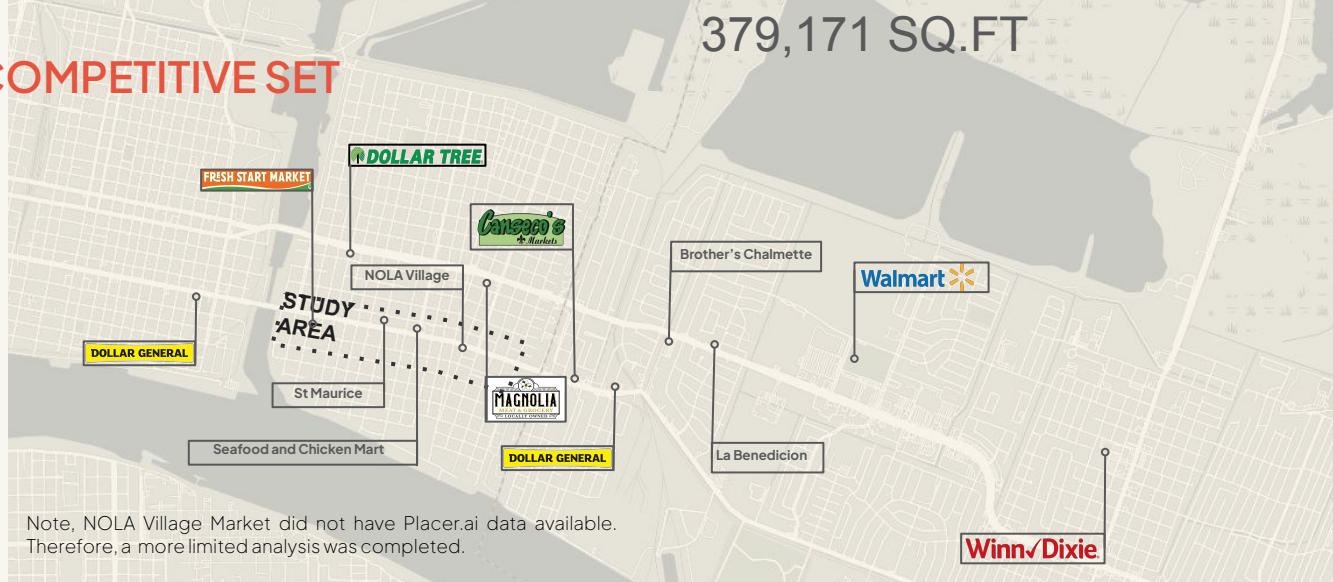
- Provided a high-level overview of retail planning concepts and best practices
- Covered concentrated retail areas, double-sided streets, and visible, accessible locations
- Discussed zoning, parking, flexible spaces, safety, boundaries, and building conditions
- Reviewed the impact of competition, trade areas, and market demand on retail success



GROCERY INVENTORY | COMPETITIVE SET

TOP GROCERY STORES PATRONIZED (SURVEY RESULTS)

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



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

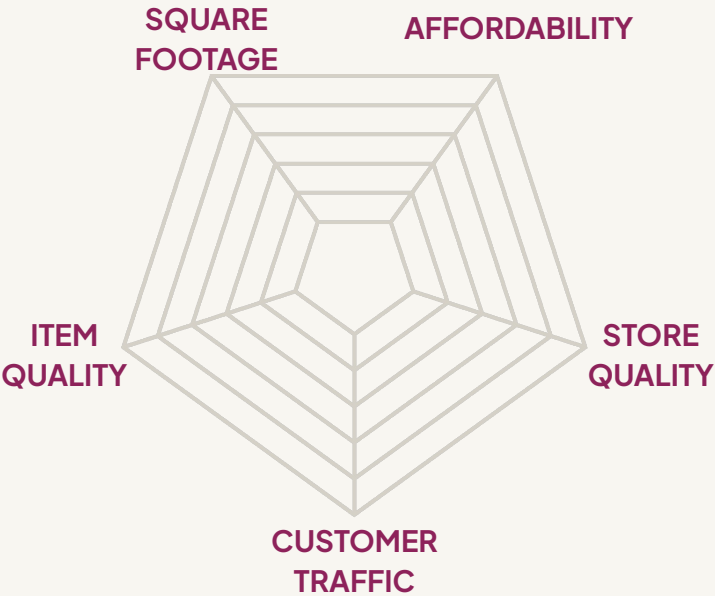
Seafood and Chicken Market (0 mi away)
Sankofa Fresh Start Market (0.4 mi away)
Cansecos (1.1 mi away)
Magnolia (0.7 mi away)
La Benedicion (1.8 mi away)

Convenience Stores

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

GROCERY COMPETITIVE SET

SECRET SHOPPING | PRICE & QUALITY ANALYSIS



LARGER SHADED AREA = MEET MORE CONDITIONS

FEBRUARY 2024 WORKSHOP RECAP

KEY FINDINGS

Comparable districts *that have a supermarket*, have **1-2 convenience stores**

AND

comparable districts that have more than **2 convenience stores** *do not have a supermarket*



FEBRUARY 2024 WORKSHOP RECAP

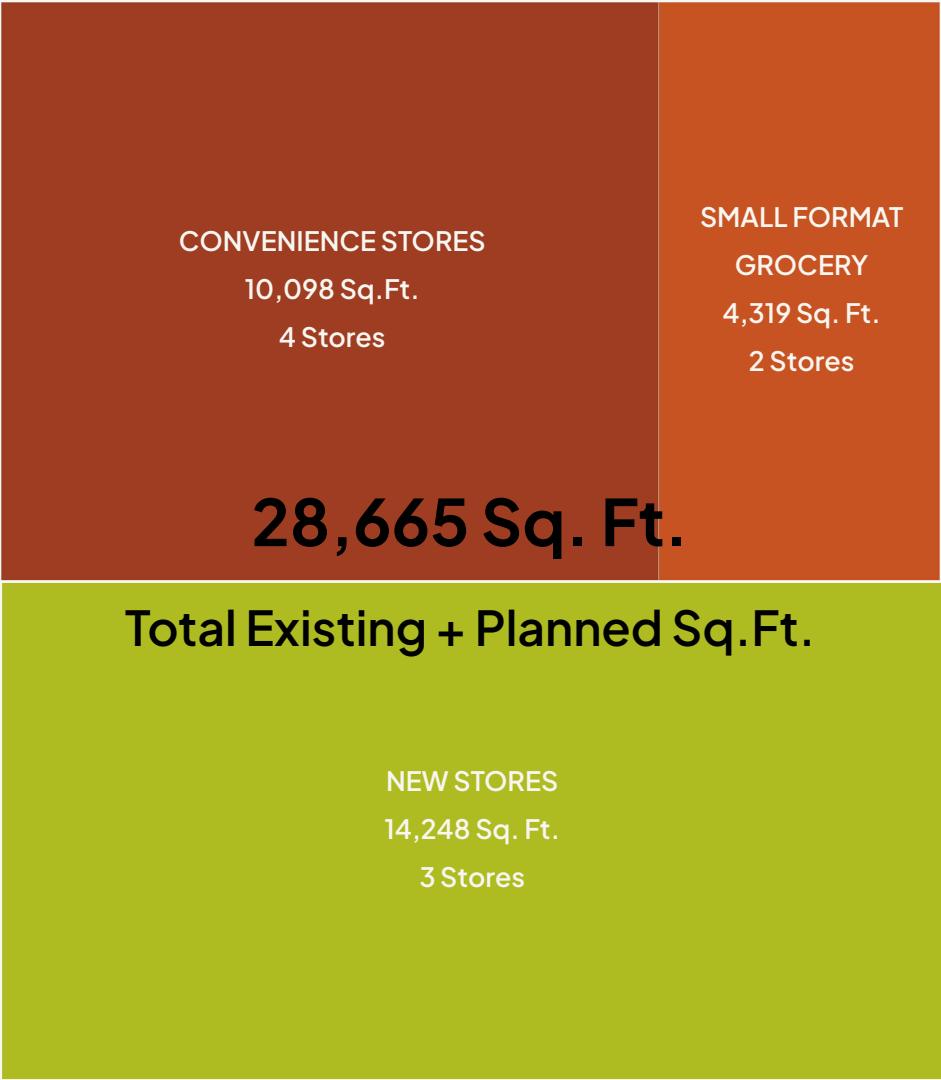
KEY FINDINGS

MODEL 1: REGIONAL SALES

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

MODEL 2: LOCAL SALES

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



Convenience store square footage—existing, planned, and under construction—already surpasses the retail demand for Food at Home (grocery).

Claiborne Avenue presents a potentially viable alternative location for a full-service grocery store, offering potential for better accessibility and sustainability.

Section 03

Claiborne Ave. Grocery Analysis

SQUARE FEET OF SUPPORTABLE RETAIL DEMAND | GROCERY

MODEL 1: REGIONAL SALES

	Regional Sales Model (Demand)	Existing Inventory (Supply)	Unmet Demand
St. Claude			
Total	10,341	28,665	-18,324
Claiborne			
Total	7,778	4,818	2,960

MODEL 2: LOCAL SALES

	Local Sales Model (Demand)	Existing Inventory (Supply)	Unmet Demand
St. Claude			
Total	25,956	28,665	-2,709
Claiborne			
Total	20,822	4,818	16,004

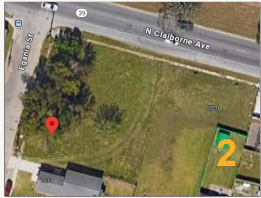
Magnolia Discount Supermarket occupies 2,136 sq. ft., while Dollar Tree spans 13,414 sq. ft.,

CLAIBORNE AVE – POTENTIAL GROCER LOCATIONS



Between Reynes and Forstall

- 0.81 acres total - 0.62 acres
- 3 owners (7 parcels)
- Signalized intersection



1515 Egan St

- 0.3 acres
 - Store size: ~6,270 sq. ft.
 - Parking: ~12 spaces
 - Loading: 1 bay
- Owned by Housing Authority



Tupelo & Claiborne (NE)

- 0.33 acres
- 4 Owners; 5 parcels
- Signalized Intersection



1717 Fats Domino

- 0.47 acres
- One Owner
- Located next to Library/MLK Elementary



Between Lamanche + Charbonnet

- 0.52 acres
- 5 Owners including housing authority and redevelopment authority

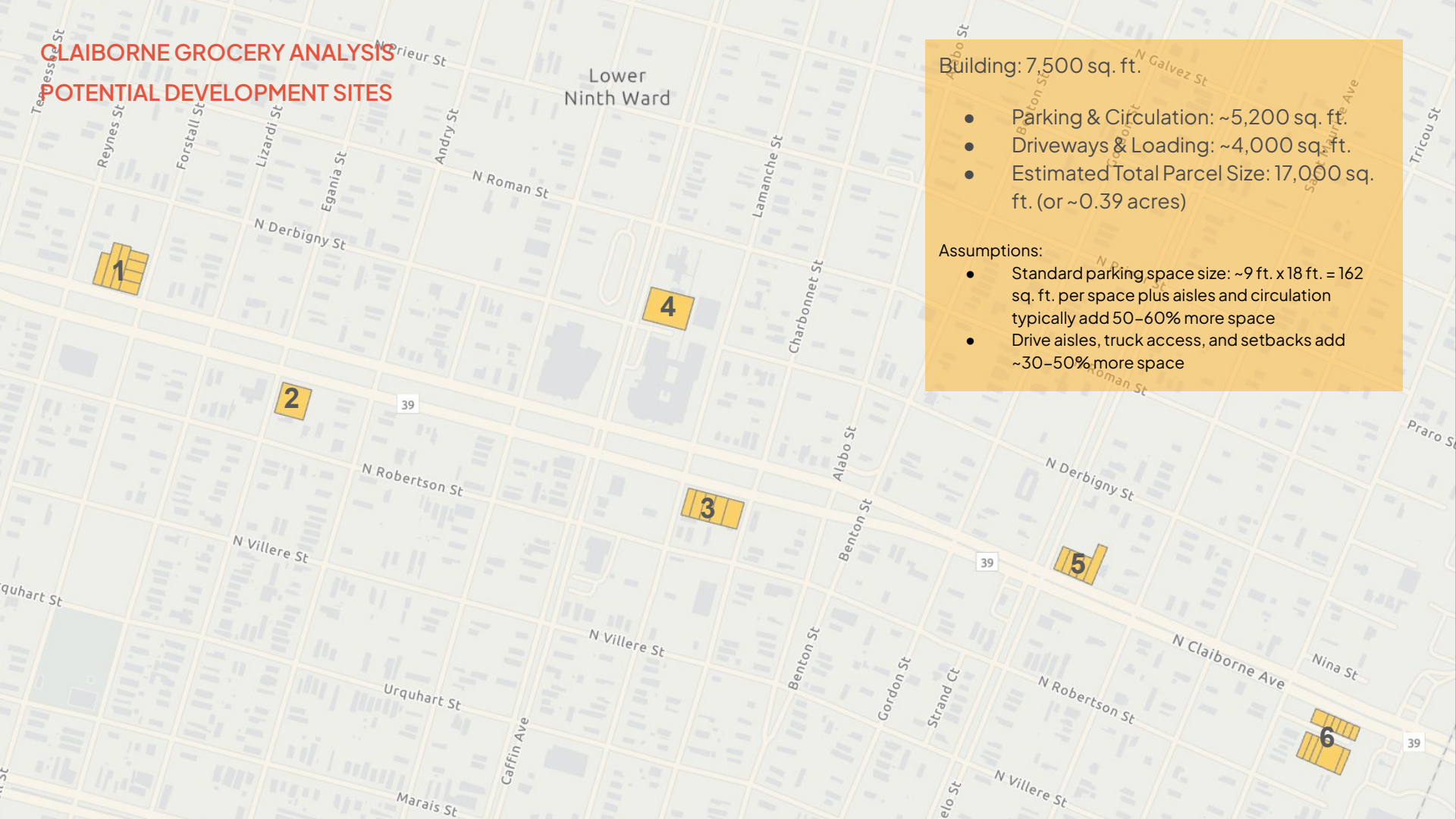


East of Delery + S. Claiborne

- 0.81 acres
- 9 owners

CLAIBORNE GROCERY ANALYSIS

POTENTIAL DEVELOPMENT SITES



Building: 7,500 sq. ft.

- Parking & Circulation: ~5,200 sq. ft.
- Driveways & Loading: ~4,000 sq. ft.
- Estimated Total Parcel Size: 17,000 sq. ft. (or ~0.39 acres)

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 GROCERY ANALYSIS

SUBSIDY REQUIRED

CONSTRUCTION

\$3.3 mil.

Total Costs

\$1.4 mil.
Subsidy Required
(Secured)

GROCERY

\$1.6 to \$2.2 mil.

Annual Revenue

\$160,000 | \$1.6 mil.
Subsidy Required
(Annual | 10 Year Total)

TOTAL

\$3 mil.

Subsidy required

SUBSIDIZING GROCERY

- Direct cash (equity/forgivable loan)
- Sales tax recapture/reinvestment
- Property tax abatement
- Higher market performance
- Residential Growth

Section 04

Recommendations

KEY FINDINGS

- Successful retail districts respond to an existing market demand
- Even the smallest amount of retail can serve as a community's commercial corridor
- It's DIFFICULT to create a vibrant, walkable commercial corridor with high vacancy
- Property and business owners experience a lack of access to capital to make improvements
- Demand for retail is evident, however site conditions (among other roadblocks) prohibit retailers from locating in the neighborhoods.



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

ST. CLAUDE RECOMMENDATIONS



RECOMMENDATIONS

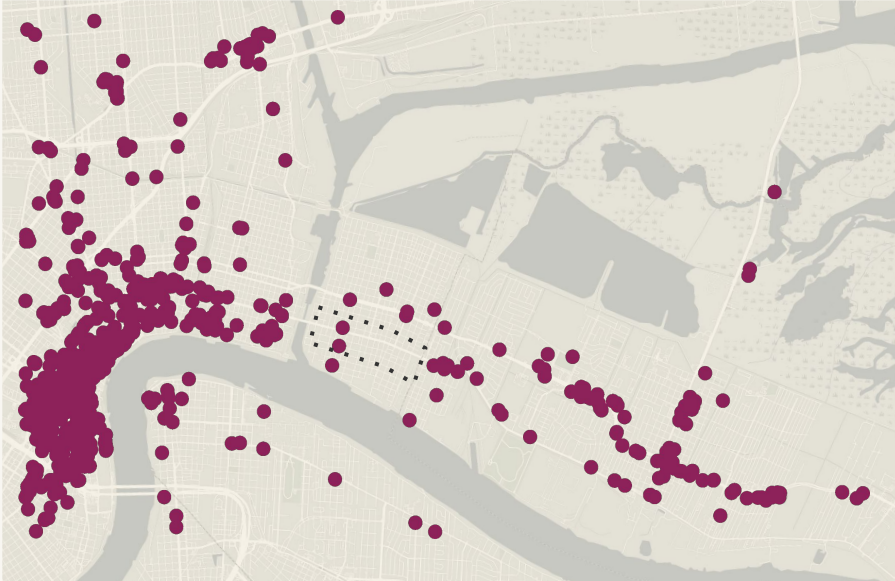
Investment in Targeted Nodes

- Enhance Public Right-of-Way (streets, sidewalks, median, etc.)
- Upgrade building facades and interiors
- Repurpose vacant spaces
- Coordinate long-term maintenance and investment

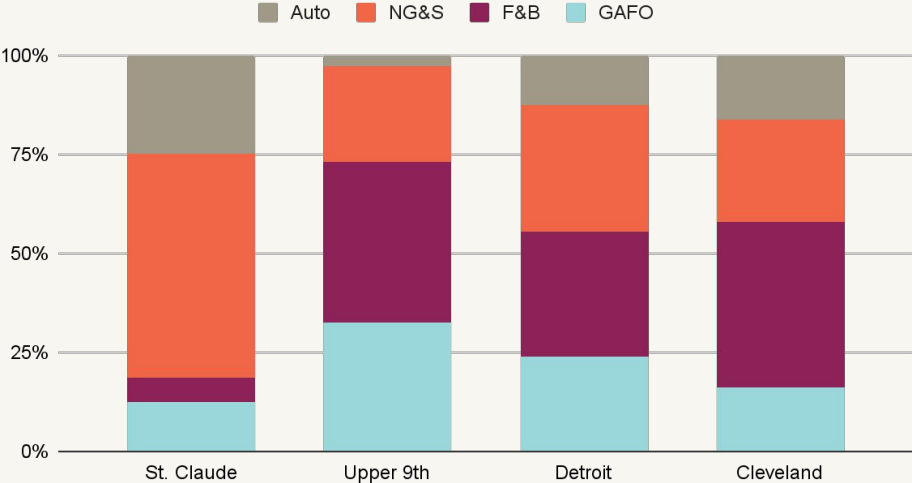


RECOMMENDATIONS

Catalytic Role of Food & Beverage



St. Claude, Upper 9th, Detroit and Cleveland



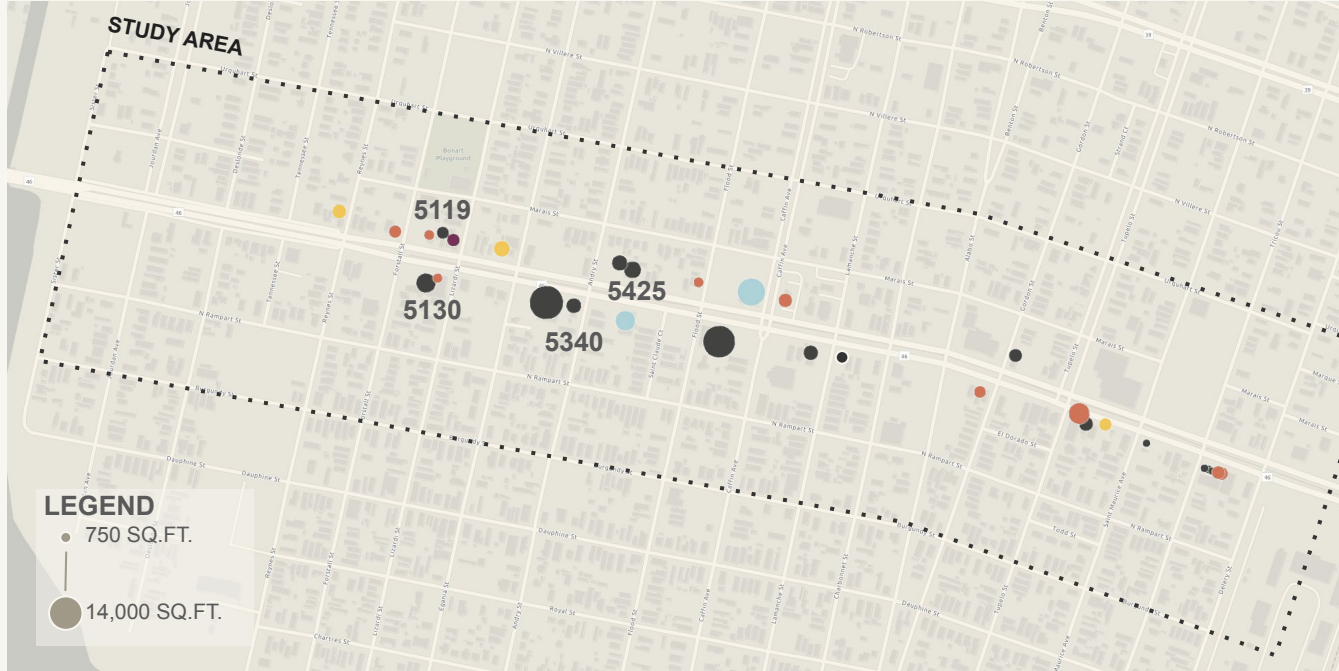
Catalytic Role Of Food & Beverage



5130 ST. CLAUDE
11,040 SQ.FT.
TOTAL BLDG SQ.FT.



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



5340 ST. CLAUDE
2,820 SQ.FT.

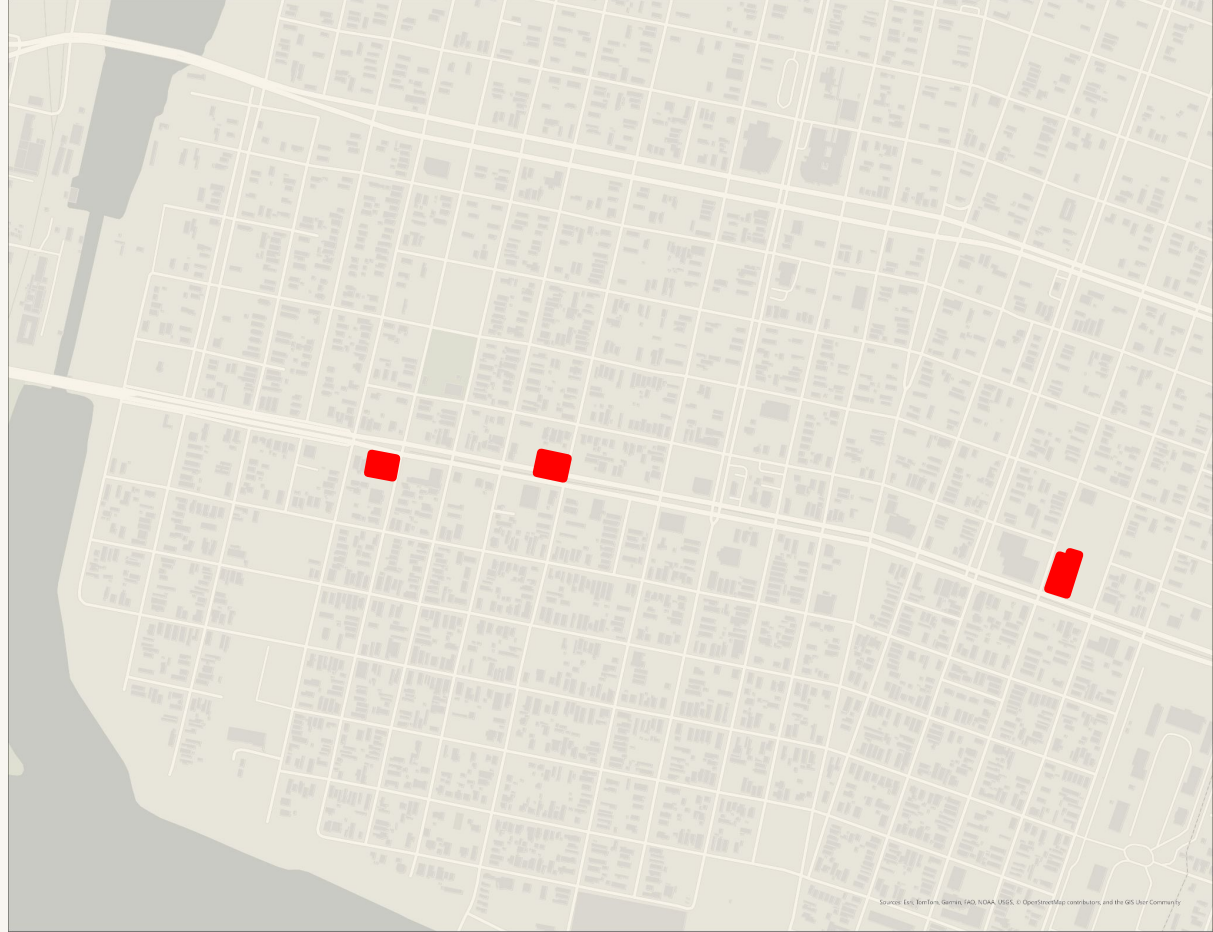


5425 ST. CLAUDE
3,662 SQ.FT.

RECOMMENDATIONS

Infill Development Generates Demand

- Target Vacant Sites around Priority Nodes
- Prioritize Multifamily Residential
- Leverage Subsidies and Patient Capital
- Integrate Retail Planning
- Foster Community Collaboration



Source: Esri, DeLorme, Garmin, IGN, NOAA, NPS, © OpenStreetMap contributors, and the GIS User Community

Opportunity Sites | 5307, 5337 St. Claude (Priority 1)

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



Opportunity Sites | 5020, 5024, 5030 St. Claude (Priority 2)

Parcel Size: 0.40 AC

Owner Name: St. Paul Church of
God in Christ



Opportunity Sites | 6201 St. Claude & Rear Lot (Priority 3)

Parcel Size: 3.55 AC

Built Structure Size: NA

Number of Stories: NA

Owner Name: Light City

Church/Branch Bell Baptist Church



RECOMMENDATIONS

Community Development Organizations Support

- Collaboration & Capacity Building
- Coordinating Operational Funding
- Enhance Corridor Maintenance & Activation
- Expand Small Business Services
- Advocate for City Support
- Coordinate Development & Tenanting



Section 03

Q&A

Contact Me

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