

NEW ORLEANS EAST

A Prime Market for Retail Investment

A Note on the Other Communities Cited in this Document

This report compares New Orleans East to large cities along the I-10 corridor (Mobile, Jacksonville, San Antonio, Baton Rouge) as well as to a number of other mid-sized communities in Louisiana, such as Kenner, Slidell, Bossier City, St. Bernard Parish, and the Algiers area of New Orleans. While they may be less familiar to a national audience, these mid-sized communities are widely recognized within Louisiana as being stable and middle class and—most notably—as having a strong retail presence. A plethora of major retailers are located in these communities including: Wal Mart, Target, Dillards, Macy's, Old Navy, JC Penney, Best Buy, Marshalls, Academy Sports, PetSmart.



New Orleans East has an abundance of middle income homeowner neighborhoods



New Orleans East is home to critical economic infrastructure such as the NASA manufacturing facility at Michoud

Prepared For:



Prepared By:



NEW ORLEANS EAST IS A MAJOR POPULATION CENTER:

- In 2010, New Orleans East's population was 64,310.
- Its population is approximately the same as that of Kenner (66,702) and Bossier City (61,315), and it is almost as large as Lake Charles (71,993).
- Its population is nearly twice that of St. Bernard Parish (35,897) and 22% greater than that of Algiers (52,785).

NEW ORLEANS EAST IS A GROWING COMMUNITY:

- Between 2009 and 2010, New Orleans East's population grew by nearly 10%.
- Between the spring of 2010 and the spring of 2011, its population will have grown by another 6%.
- Population projections from both local and national demographers anticipate its population to exceed 72,000 by 2015 and 80,000 by 2020.
- Between 2010 and 2020, its population is expected to grow by 26%.

NEW ORLEANS EAST HAS A STABLE, LARGELY HOME OWNING POPULATION:

- Of the nearly 23,000 households in New Orleans East, approximately 58% are homeowners.
- New Orleans East has approximately the same homeownership rate as Lake Charles (58.0%), Kenner (59.7%), and Bossier City (57.8%).
- New Orleans East also has a higher homeownership rate than Baton Rouge (50.9%), San Antonio (55.7%), and the Algiers area of New Orleans (55.8%).
- The homeownership rate in New Orleans East has risen since 2000, from approximately 55% to 58% in 2010.

NEW ORLEANS EAST HAS A SIZABLE MIDDLE INCOME POPULATION:

- The estimated 2010 median family income for New Orleans East is over \$46,000.
- New Orleans East has approximately the same median family income as Mobile (\$46,843) and Algiers (\$46,644) and a greater median family income than Baton Rouge (\$44,334), St. Bernard Parish (\$40,601), and Lake Charles (\$43,858).
- An estimated 29% of the households in New Orleans East have annual incomes that are \$60,000 or greater. This figure also compares favorably to Mobile (27.6%), Baton Rouge (26.6%), St. Bernard Parish (23.4%), Lake Charles (26.7%), and Algiers (30.7%).

NEW ORLEANS EAST IS A MAJOR EMPLOYMENT CENTER:

- New Orleans East is home to over 13,000 jobs.
- It has over 50% more jobs than Algiers (8,777) and all of St. Bernard Parish (8,761).
- New Orleans East is also the location of some of the city's biggest employers and most critical economic infrastructure.

Major employers and economic engines in New Orleans East include:

- Folgers coffee roasting facility
- U. S. National Finance Center (federal agency)
- NASA Michoud manufacturing facility
- Lakefront Airport
- Textron Marine and Land Systems factory

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New Orleans East is becoming exponentially more resilient as a result of investment in major flood protection infrastructure, such as the Lake Borgne flood barrier



New Orleans East is benefitting from substantial public investment, such as improvements to Joe Brown Park and a new regional library
Image credit: New Orleans Public Library Foundation

NEW ORLEANS EAST IS HOME TO QUALITY JOBS AND GROWING INDUSTRIES:

- New Orleans East has a much higher proportion of middle- and high-income jobs than many other communities in the region.
 - Over 47% of the jobs located in New Orleans East are middle- to high-wage jobs¹. This compares favorably to St. Bernard Parish (40.8%), Algiers (30.1%), and Slidell (23.1%).
- Blade Dynamics, a producer of wind turbines, recently announced the opening of a major manufacturing facility in New Orleans East.
- New Orleans East is home to the National Center for Advanced Manufacturing, an institution dedicated to research in engineering and manufacturing techniques for aerospace and other industries.

NEW ORLEANS EAST IS PHYSICALLY RESILIENT:

- The largest project ever undertaken by the Army Corps of Engineers is nearing completion. A \$700 million storm surge barrier will provide New Orleans East with an exponentially greater level of hurricane protection.
- This project will be complemented by an \$155 million storm surge gate at the Industrial Canal, which is also under construction.
- Detailed flood models show that by the summer of 2011, New Orleans East will be entirely protected from a “100-year” storm and will enjoy an even greater level of protection than other parts of the metro area.
- By the summer of 2011, New Orleans East will also be substantially protected from a “500-year” storm, with essentially the same flood resilience as Kenner and Metairie².

NEW ORLEANS EAST IS BENEFITTING FROM SUBSTANTIAL NEW PUBLIC INVESTMENT:

- The Read Boulevard corridor is a particular focal point of major investment, including:
 - A new \$110 million, 80 bed, full service hospital.
 - A new \$7 million, 28,000 square foot regional library.
 - A total of \$18 million in improvements to Joe Brown Park.
 - Streetscape improvements totaling \$3,000,000.
- Two new public schools are scheduled to be completed by 2012, and another three schools are to be completed in 2013.

INTERSTATE 10 (I-10) IN NEW ORLEANS EAST IS ONE OF THE BUSIEST CORRIDORS IN THE REGION:

- As the table below illustrates, average daily traffic (ADT) along Interstate 10 in New Orleans East is comparable to traffic counts along some of the busiest stretches of I-10 in the Southeast.

| Area/City | Segment | ADT - Avg. Daily Traffic | Major Retailers in Vicinity |
|------------------|--------------------------|--------------------------|--|
| New Orleans East | Crowder to Read | 97,491 | |
| New Orleans East | Morrison to Crowder | 113,871 | |
| New Orleans East | Chef Menteur to Morrison | 100,306 | |
| Metairie, LA | Causeway to Bonabel | 103,246 | Macy's, Dillard's, K Mart, JC Penney, Stein Mart |
| Kenner, LA | Loyola to Williams | 96,559 | Wal Mart, Stein Mart, Sam's Club |
| Baton Rouge, LA | Siegen to Bluebonnet | 73,121 | Dillard's, Macy's, Sears, JC Penney, Dick's Sporting Goods, Pottery Barn |
| Baton Rouge, LA | Highland to Siegen | 82,691 | Wal Mart, T.J. Maxx, PetSmart, Lowe's, Sam's Club, Rooms To Go |
| San Antonio, TX | Hwy 1604 to La Cantera | 107,000 | Apple Store, Nordstrom, Target, Best Buy, Bass Pro Shops, Lowe's |
| Jacksonville, FL | Lane to Cassat | 104,000 | Home Depot, Office Depot, Applebee's |

Sources: New Orleans Regional Planning Commission, La. Dept. of Transportation and Development, Texas Dept. of Transportation, Florida Dept. of Transportation

¹ Defined here as those that have wages greater than \$3,333 per month. This threshold is used by the Census' Local Employment Dynamics report.

²U.S. Army Corps of Engineers Interagency Performance Evaluation Taskforce (IPET)