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**Small Box Retail
Diversity Study**
City Planning Commission

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Small Box Retail Diversity Study

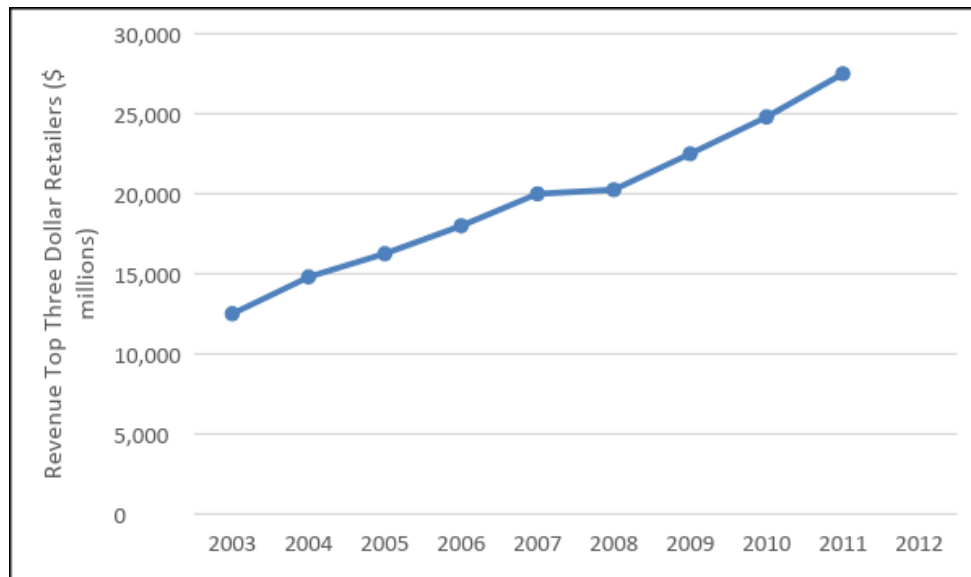
Study Definition: Small Box Discount Stores

- For the purposes of the study, “**small box discount stores**” include businesses that:
 - Have a floor area of 5,000 to 10,000 square feet,
 - Sell at retail physical goods, products, or merchandise directly to the consumer, including food or beverages for off-premises consumption, household products, personal grooming and health products, and other consumer goods, with the majority of items being offered for sale at lower than the typical market price
- but do not.***
- Dedicate at least 15% of floor area to fresh foods and vegetables,
 - Contain a prescription pharmacy, or
 - Offer for sale gasoline or diesel fuel



Small Box Retail Diversity Study

Small Box Discount Store Growth



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Small Box Retail Diversity Study

Impacts on Grocery Stores



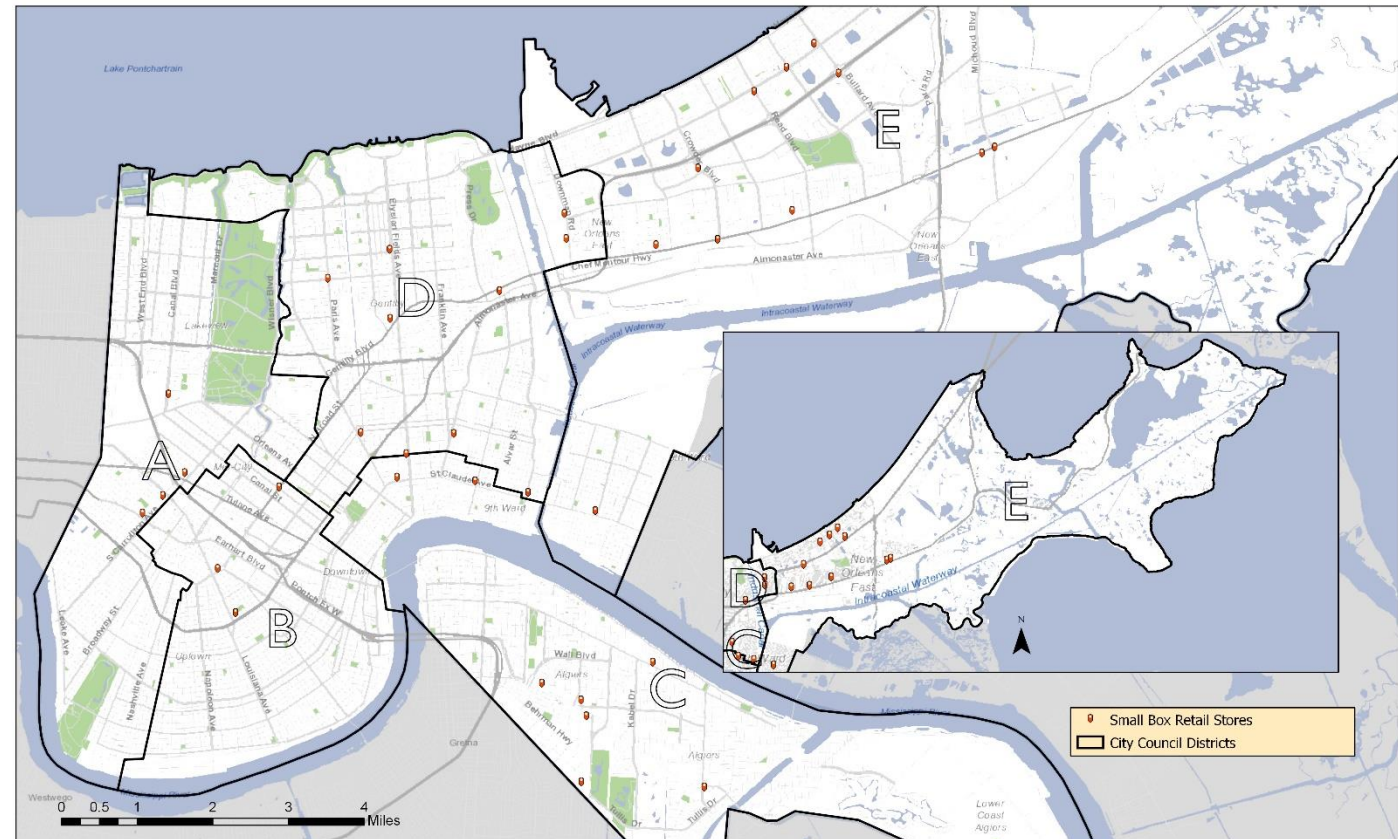
Small Box Retail Diversity Study

Small Box Discount Stores in New Orleans

| COUNCIL DISTRICT | # OF SMALL BOX DISCOUNT STORES |
|------------------|--------------------------------|
| A | 4 |
| B | 3 |
| C | 9 |
| D | 9 |
| E | 11 |
| TOTAL | 36 |



Zoning Districts & Small Box Retail Stores



DISCLAIMER: This map was created by the City of New Orleans City Planning Commission. The City of New Orleans City Planning Commission and its staff do not warrant the accuracy, reliability, or completeness of the information presented on this map. The City of New Orleans City Planning Commission and its staff do not assume any liability for any errors or omissions in this map.

Date: 10/24/2018



Small Box Retail Diversity Study

Stakeholder Meetings

City of Tulsa (phone conference)
City of Minneapolis (phone conference)
Tulane Prevention Research Center
Propeller
Hope Credit Union
Top Box Foods
Eastern New Orleans Neighborhood Advisory Commission
Robert Fresh Market
Rouses
Tom Hadir, Fresh Food Retailers Initiative Recipient
University of Minnesota School of Public Health - STaple foodsORdinance Evaluation (STORE) study
Sanitarian Services, Louisiana Department of Health
Department of Sanitation, City of New Orleans
Department of Health, City of New Orleans
Department of Code Enforcement, City of New Orleans
Department of Safety & Permits, City of New Orleans
Bureau of Revenue, Department of Finance, City of New Orleans



Small Box Retail Diversity Study

Public Comments



Small Box Retail Diversity Study

Key Findings

New Orleans East, Gentilly, and parts of Algiers are more suburban and automobile-centric in their development pattern than older parts of New Orleans; therefore, any policy changes may need to be tailored to different areas of the city

Larger retail goods stores, such as grocery stores, are prohibited in some districts or limited to less square footage than is typical for full-line grocery stores

Crime data reflects that violent and property crime rates per 100,000 residents is lower in New Orleans East than in Orleans Parish as a whole

Small box discount stores range from 7,800 to 12,000 square feet

Full-line grocery stores generally range from 25,000 to 60,000 square feet, though smaller versions are also located in New Orleans

Existing small box discount stores are currently classified under four different occupational license categories



Small Box Retail Diversity Study

Key Findings

Agricultural use regulations prevent retail sales associated with an agricultural use not located in an Open Space, Rural Development, or non-residential districts and also prohibit the construction of accessory structures without first the construction of a principal one

All store types devote more shelf space to unhealthy items than to healthy items

Obesity and associated diseases such as diabetes have increased threefold since 1990

Many New Orleans residents have low access to healthy, nutritious food

Programs with financial incentives, such as the Fresh Food Retailer Initiative and the Healthy Corner Store Collaborative are providing access to fresh food in low-access areas



Small Box Retail Diversity Study

Key Findings: Issues with Regulations in Other Municipalities

Tulsa Healthy Neighborhood Overlay

- Small box discount stores have located outside Tulsa's Healthy Neighborhood Overlay boundary in order to avoid restrictions.

Minneapolis Staple Foods Ordinance

- Research shows that Minneapolis' Staple Foods Ordinance has not increased the purchase of healthy "staple" foods.



Small Box Retail Diversity Study

Recommendations: Definitions

Small Box Variety Store: A retail store between 5,000 and 15,000 square feet that sells at retail an assortment of physical goods, products, or merchandise directly to the consumer, including food or beverages for off-premises consumption, household products, personal grooming and health products, and other consumer goods. Small box variety stores do not include small box stores that:

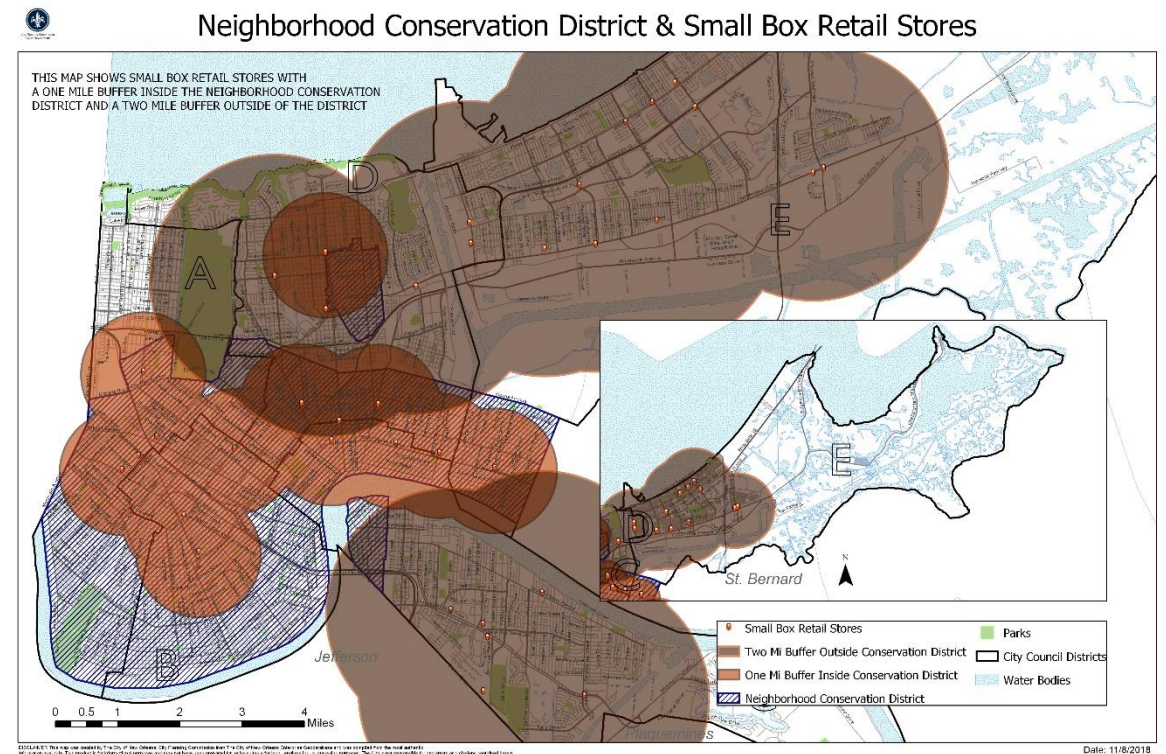
- contain a prescription pharmacy;
- sell gasoline or diesel fuel;
- primarily sell specialty food items (e.g. meat, seafood, cheese, or oils and vinegars);
- dedicate at least 15% of shelf space to fresh or fresh frozen foods; or
- dedicate less than 5% of shelf space to food sales.



Small Box Retail Diversity Study

Recommendations: Small Box Variety Store Use Standards

1. In the Neighborhood Conservation District, a small box variety store is prohibited within one (1) mile, or 5,280 feet, of any other small box variety store. Outside of the Neighborhood Conservation District, a small box variety store is prohibited within two (2) miles or 10,560 feet, of any other small box variety store. The required separation distance must be measured in a straight line from the nearest point on the lot line of the other property occupied by a small box variety store.
2. One litter can shall be placed for every thirty (30) linear feet of street frontage. The litter can shall be placed directly outside the primary entrance. Where more than one (1) litter can is required, the operator may place additional cans according to their discretion.
3. The operator of the small box variety store shall provide daily litter clean-up of the site and along the public rights-of-way abutting the property.
4. Outside storage is prohibited except for propane tanks. All business, servicing, processing, and storage operations shall be located within the structure.



Small Box Retail Diversity Study

Recommendations: Other Definitions

Fresh or Fresh Frozen Food: Food for human consumption that is unprocessed, or otherwise in its raw state; food that was quickly frozen while still fresh. This includes unprocessed meat and seafood.

Grocery Store: A retail establishment primarily engaged in the sale of items in multiple of the following categories: a general line of groceries, packaged frozen food, dairy products, poultry and poultry products, confectioneries, fish and seafood, meats and meat products, fresh fruits and vegetables, and other grocery and related products where fresh or fresh foods including fresh meat, poultry, seafood, and produce make up 25 percent or more of the shelf space and display area. A grocery store with at least 20,000 square feet of gross floor area may sell packaged alcoholic beverages.

Home Processed Food Products: “Low-risk foods” in accordance with LA Rev Stat § 40:4.9. Home processed food products do not include animal products.

Agriculture. Land on which crops are grown and/or livestock are raised for sale, commercial use, personal food production, donation, or educational purposes. Retail sales and home food processing are permitted for all agriculture uses, subject to Section 20.3.C.

Small Box Retail Diversity Study

Recommendations: Permitted & Conditional Uses

Small Box Variety Store



Permitted in all districts where retail goods establishments are permitted

Not permitted in Open Space Districts, Rural Development Districts, Historic Core Neighborhoods Residential Districts, Historic Urban Neighborhoods Residential Districts, and Suburban Neighborhoods Residential Districts, and VCP, S-LP, and S-LM.

Grocery Store



Permitted in all districts where retail goods establishments are permitted

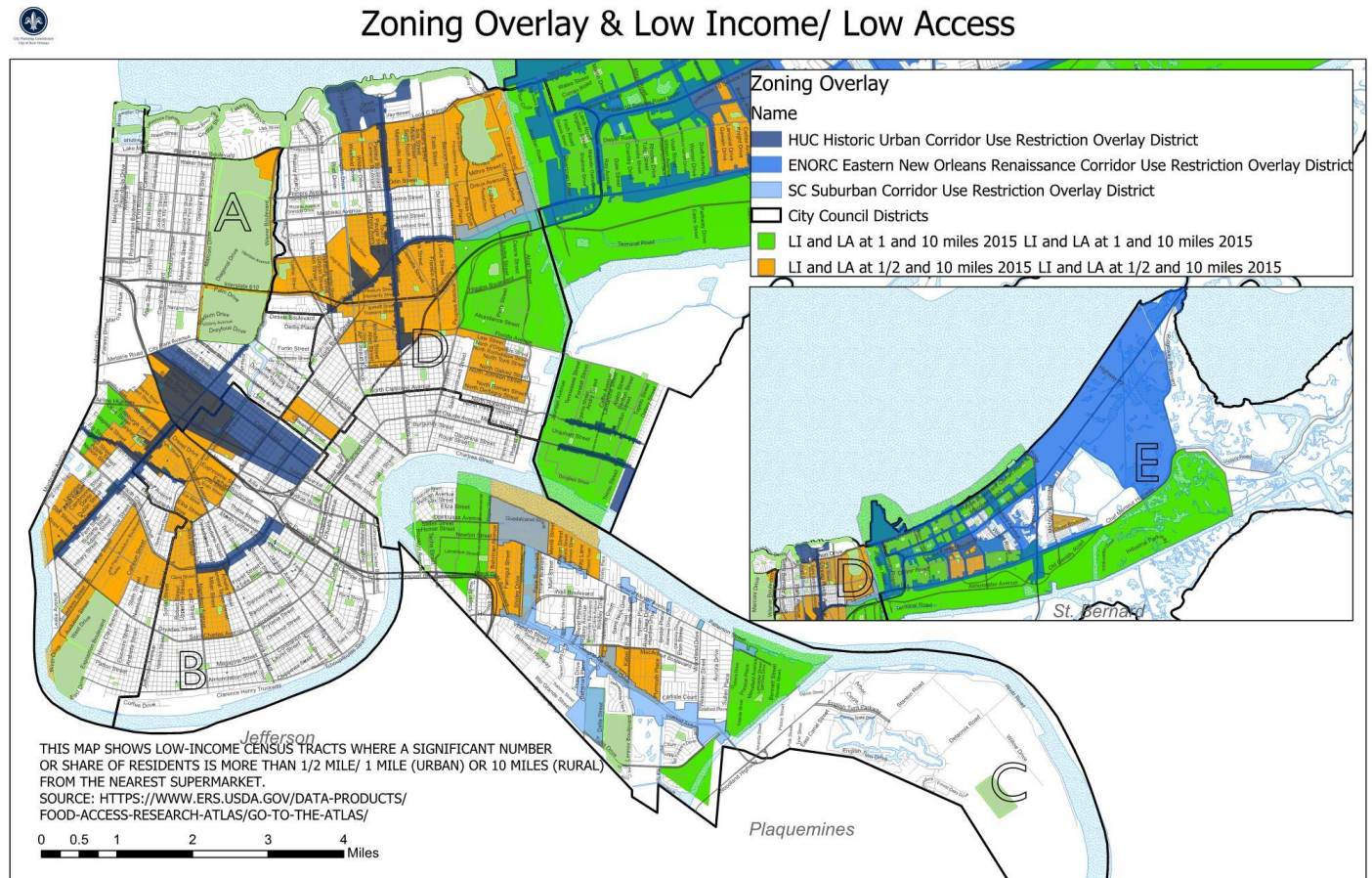
Not permitted in Open Space Districts, Rural Development Districts, Historic Core Neighborhoods Residential Districts, Historic Urban Neighborhoods Residential Districts, and Suburban Neighborhoods Residential Districts, and VCP, S-LP, and S-LM.



Small Box Retail Diversity Study

Recommendations: Maximum Total Floor Area for Grocery Stores

In food desert areas, the CPC staff recommends allowing an additional 5,000 square feet of floor area by right in grocery stores on major streets, where the commercial zoning district may restrict it to 5,000, 10,000, or 25,000 square feet. The CPC staff recommends that a grocery store wishing to take advantage of this additional floor area allowance should also provide an additional 5% shelf space to fresh and freshly frozen foods beyond the grocery store definition.



Small Box Retail Diversity Study

Recommendations: Agriculture



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Other Recommendations

Occupational Licenses



- Standardize the small box variety store occupational license category
- Provide adequate resources for training to the Department of Safety & Permits and the Bureau of Revenue for occupational license reviews and renewals and regarding small box variety stores specifically
- Modify the occupational/general business license application to include requests for floor area, percentage of shelf space dedicated to fresh or frozen foods, and whether the store will offer gasoline or diesel fuel or contain a prescription pharmacy

Enforcement



- Provide more staffing power to the Department of Safety and Permits to hire and train inspectors to enforce floor plans and site plans to ensure “small box discount stores” are in compliance with submitted plans
- Allow the Department of Safety and Permits and the Department of Code Enforcement the ability to enact multiple fines for multiple violations. A \$500 fine for each violation should be heard at the same adjudication hearing.
- Define clear roles for the Department of Sanitation and the Department of Code Enforcement to ensure proper minimum property maintenance upkeep for property owners.
- Promote the passage of the state law pertaining to right-of-way maintenance in order to grant the Department of Sanitation, the Department of Public Works, and other enforcement agencies the authority to issue citations for violations such as littering



Small Box Retail Diversity Study

Other Recommendations

HEALTHY CORNER STORE COLLABORATIVE



The New Orleans Healthy Corner Store Collaborative works alongside New Orleans corner store operators to maximize their business sustainability and increase the amount of fresh, healthy food they offer in-store. Hosted by Propeller, funded by the City of New Orleans, and operated by Liberty's Kitchen and Top Box Foods, the Healthy Corner Store Collaborative is modeled after current, successful healthy corner store projects around the country, including the Urban Food Project in Birmingham, AL, the Food Trust in Philadelphia, PA, and DC Central Kitchen in Washington, DC.

More information about The New Orleans Healthy Corner Store Collaborative can be found [HERE](#).



New Orleans Fresh Food
RETAILER INITIATIVE



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Next Steps

