

# SMALL BOX STUDY

## What is a Small Box?

Small box discount stores are commonly known as "dollar stores" and are prolific in New Orleans. There are 36 stores citywide, including 12 in New Orleans East. Small box discount stores tend to cluster, and stores range in size from 7,800 to 12,000 square feet in floor area. With one exception, **existing small box discount stores in New Orleans that sell food products do not provide fresh fruit and vegetables.**

## The Problem

In certain neighborhoods, there are a **disproportionate number of these stores** compared to other retail options—most notably full-line grocery stores. Currently, two grocery stores and 12 small box discount stores operate in New Orleans East.

## Our Health

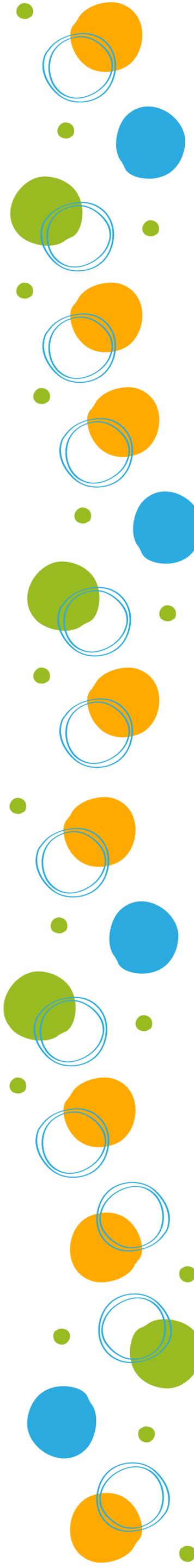
- **Louisiana is among the top states in the nation for adult obesity at 36.2% for 2017, an increase from 12.3% in 1990**
- 32.7% of Orleans Parish adults reported being overweight, and 31.7% reported being obese. 13.5% reported having diabetes, and 38% reported high blood pressure

## Our Kids' Health

- **Areas with denser concentrations of small box discount stores also tend to have higher childhood obesity rates**
- As of 2019, Louisiana has the 4th highest obesity rate among children 10-17

## What's the Connection?

- For **each additional meter of shelf space** devoted to fresh vegetables, residents **eat an additional 0.35 servings per day**
- **1 in 5** New Orleanians are **food insecure** (do not have easy access to healthy and fresh food)
- Small box stores are **more likely to be located** in food insecure areas
- On average, small, family-owned grocery stores **employ about 12** people whereas small box stores **only employ about 8-9**



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## The ordinance will establish definitions for

### SMALL BOX 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 stores do not include small box stores that contain a prescription pharmacy, sell gasoline or diesel fuel, primarily sell specialty food items, dedicate at least 15% of shelf space to fresh or fresh frozen foods, dedicate less than 5% of shelf space to food sales.

### FRESH OR 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 frozen 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.

## City Planning Commission Recommendations

- Prohibit small box variety stores within less than one (1) mile, or 5,280 feet, of any existing small box variety store in areas of the city located within the boundaries of the NCD (except Gentilly Terrace).
- Prohibit small box variety stores within less than two (2) miles, or 10,560 feet, of any existing small box variety store in areas of the city located outside of the boundaries of the NCD (including Gentilly Terrace).

