
Natchitoches Market Analysis

Sections

- Demographic Analysis
- Residential Analysis
- Jobs & Industry Analysis
- Surplus/Shortfall Analysis
- Recommendations
- Stakeholder Interviews



Demographic Analysis

Population, Age, Household Income, Income in the past 12 months,
Education Attainment, Higher Ed Enrollment, Net Worth

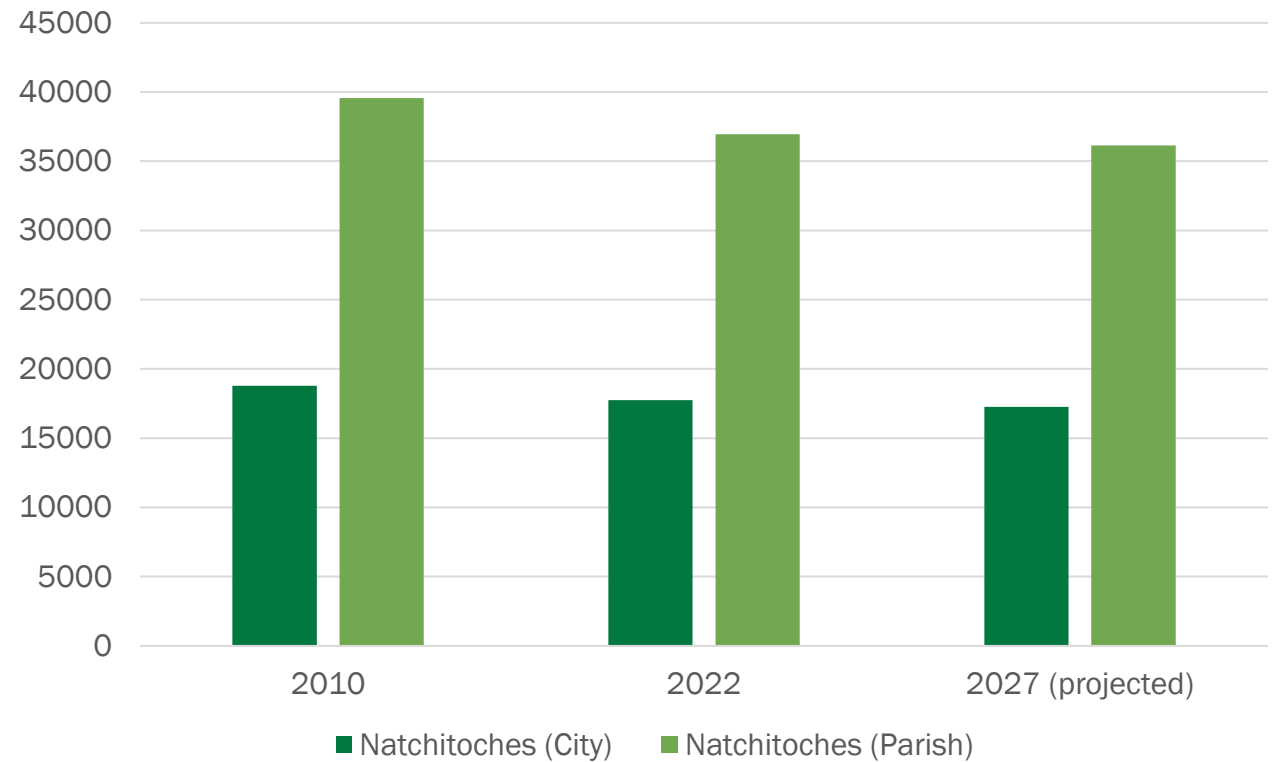


Population

In the City of Natchitoches, the population declined by **5.6%** between 2010 and 2022. It's projected to decline another **2.6%** by 2027.

In Natchitoches Parish, the population declined by **6.6%** between 2010 and 2022. It's projected to decline another **2.2%** by 2027.

Population in Natchitoches (City & Parish)



Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2010 decennial Census data converted by Esri into 2020 geography; Riverbend Research Analysis

Population

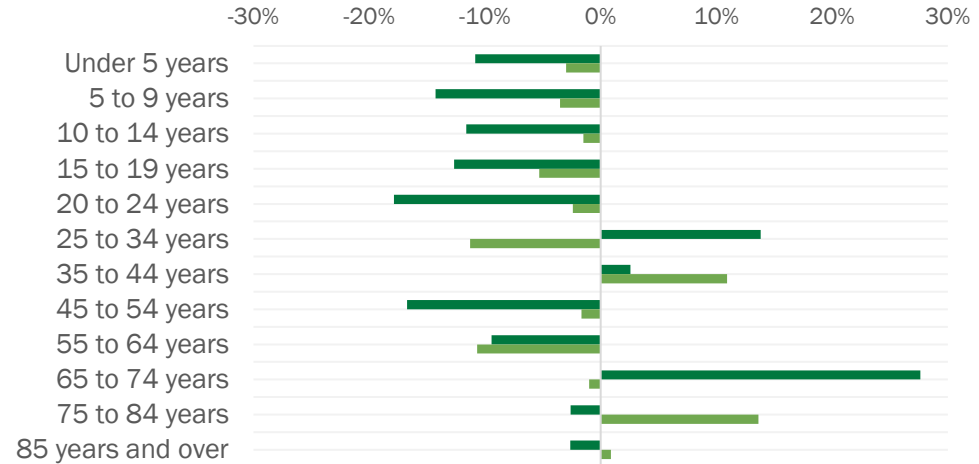
Natchitoches is getting older. From 2010 through 2022, the city's median age increased **2.1 years** and the parish's median age increased **1.9 years**.

Natchitoches is still a college town, and that shows when comparing the city's 2022 median age (**29.6**) to the nation's (**38.9**).

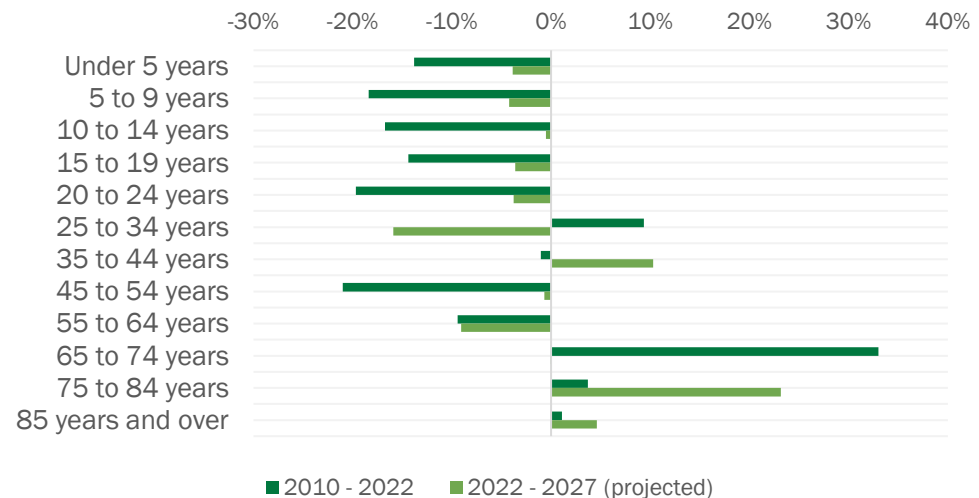
The population age 65 to 74 years grew faster than all other population groups for both the city (+28%) and parish (+33%). The next fastest growing age group included those 25 – 34 years (+14% in the city, +9% in the parish)

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2010 decennial Census data converted by Esri into 2020 geography; Riverbend Research Analysis

Natchitoches (City), population growth by age

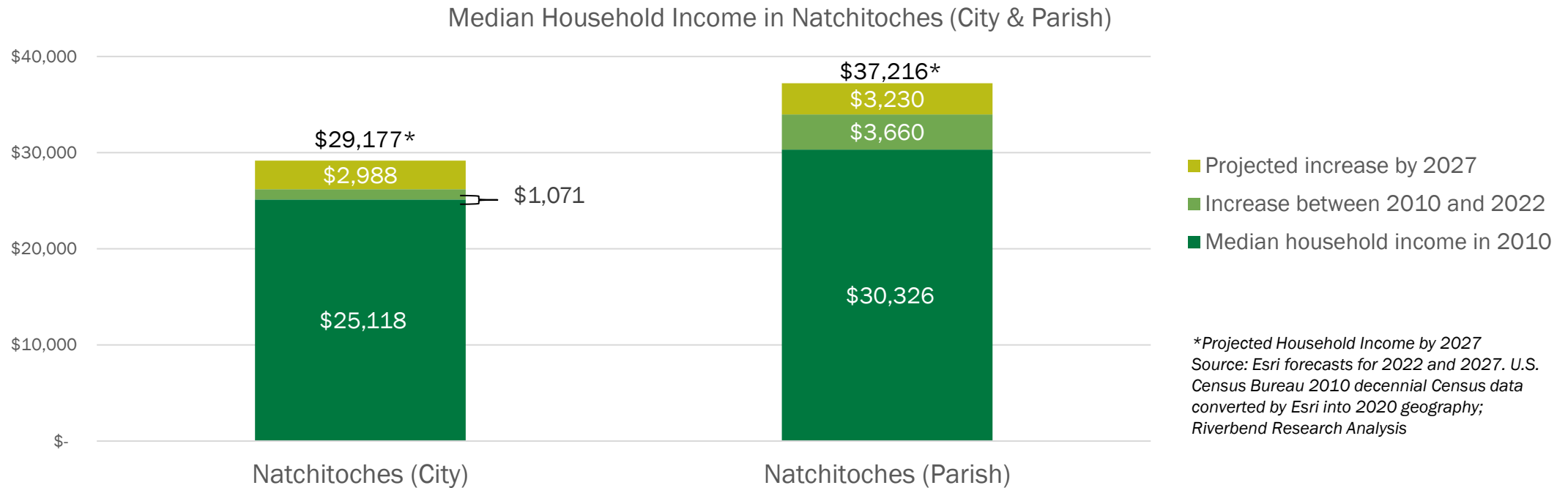


Natchitoches (Parish), population growth by age



Household Income

Household incomes are low in both the city and parish. The City of Natchitoches' median household income was \$25,118 in 2010 and is projected to increase to \$29,177 by 2027. In Natchitoches Parish, the median household income was slightly higher in 2010 (\$30,326) and it's projected to be about \$8,000 higher than the City of Natchitoches by 2027. Higher earners in the parish tend to live outside the city limits.



Income in the past 12 months

Average household income is rising much faster than median household income, driven by the large increases in the number of households towards the top of the income bracket, specifically the number of households making between \$150k-\$199.9k. In Natchitoches Parish, the number of households making between \$150k - \$199.9k increased from **215** in 2010 to **566** in 2022.

	2010	2022	% increase	
Median household income	\$ 25,118	\$ 26,189	4%	Natchitoches (City)
Average household income	\$ 40,752	\$ 47,888	18%	
Median household income	\$ 30,326	\$ 33,986	12%	Natchitoches (Parish)
Average household income	\$ 46,013	\$ 55,686	21%	

*Projected

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2010 decennial Census data converted by Esri into 2020 geography; Riverbend Research Analysis

Percentage Increase/Decrease in the number of households, by income bracket

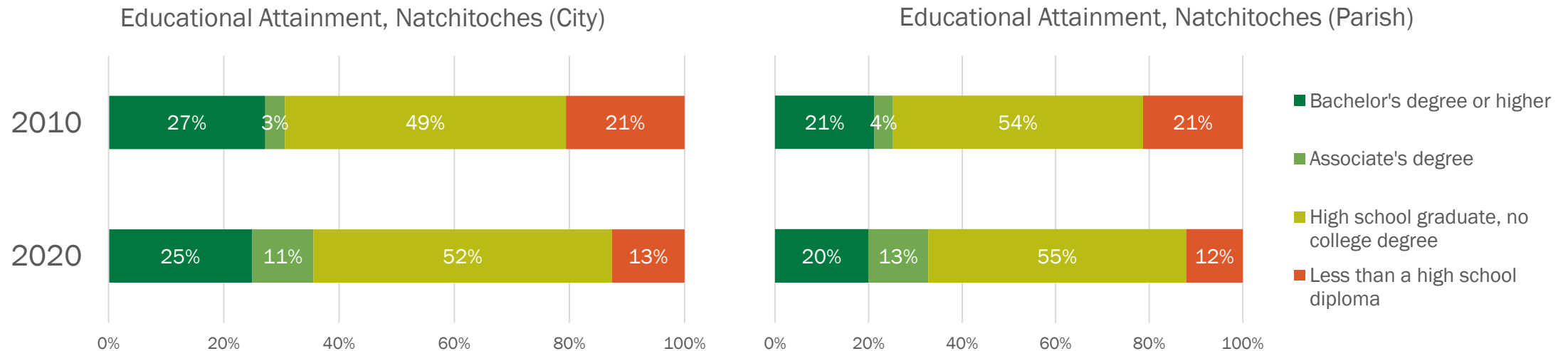
	Natchitoches (City)		Natchitoches (Parish)	
	2010 - 2022	2022 - 2027*	2010 - 2022	2022 - 2027*
Less than \$15,000	-5%	-13%	-10%	-14%
\$15,000 to \$24,999	11%	-6%	-1%	-3%
\$25,000 to \$34,999	-13%	4%	-12%	2%
\$35,000 to \$49,999	6%	4%	5%	-11%
\$50,000 to \$74,999	3%	5%	6%	-3%
\$75,000 to \$99,999	3%	16%	-15%	16%
\$100,000 to \$149,999	23%	-5%	36%	15%
\$150,000 to \$199,999	149%	14%	163%	31%
\$200,000 or more	-4%	-2%	32%	5%

Education Attainment (1/2)

One-quarter of the City of Natchitoches' population had a bachelor's degree or higher in 2020. That's on par with the Louisiana average, but considerably lower than the national average (32.9%).

Two trends stand out:

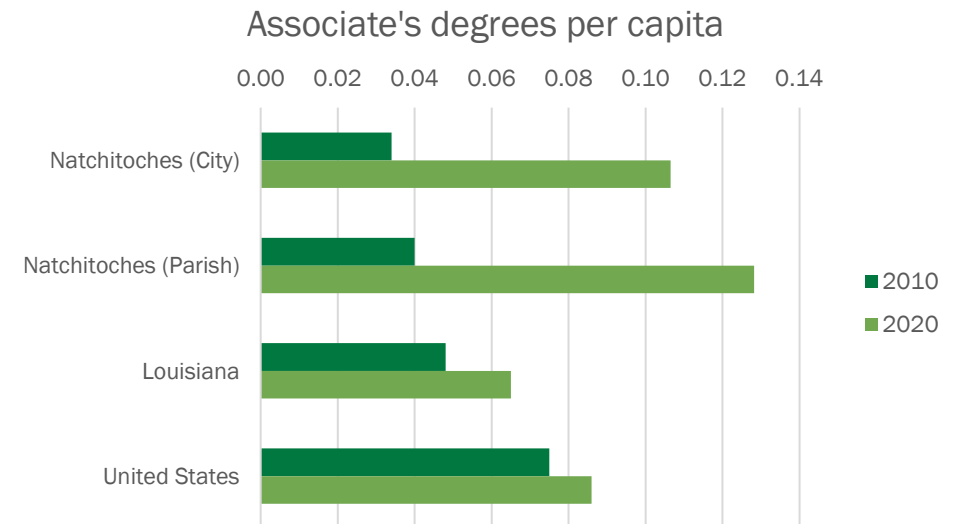
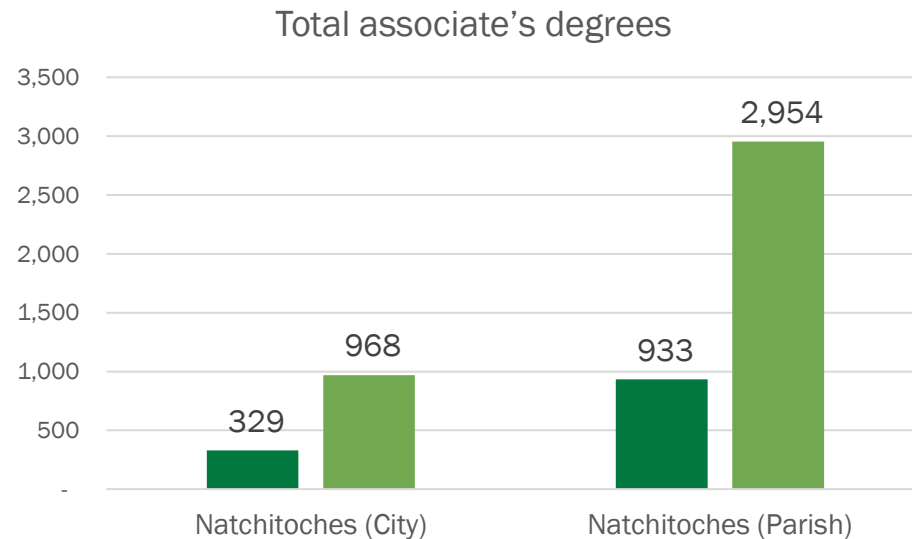
- 1) Natchitoches increased the percentage of its population with at least a high school diploma. Between 12% and 13% of the City and Parish had less than a high school diploma in 2020, an 8 to 9 percentage point improvement from 2010.



Source: ACS 5-year estimates for 2010 and 2020; Riverbend Research Analysis

Education Attainment (2/2)

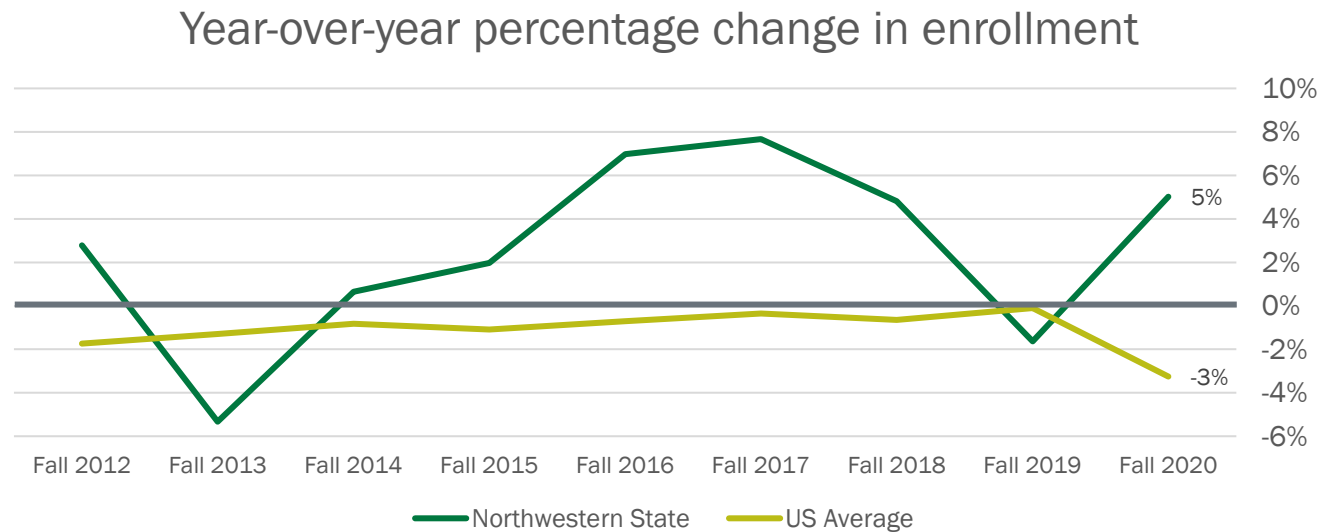
- 2) Natchitoches' population possesses associate's degrees at rates well above the Louisiana and national averages. The growth in associate's degrees has been impressive; 2,000 more people in Natchitoches had associate's degrees in 2020 than in 2010, which represents 8.8% of the parish's population.



Source: ACS 5-year estimates for 2010 and 2020; Riverbend Research Analysis

Higher Ed Enrollment

Northwestern State University has been increasing its student enrollment at a time when most universities are losing students.

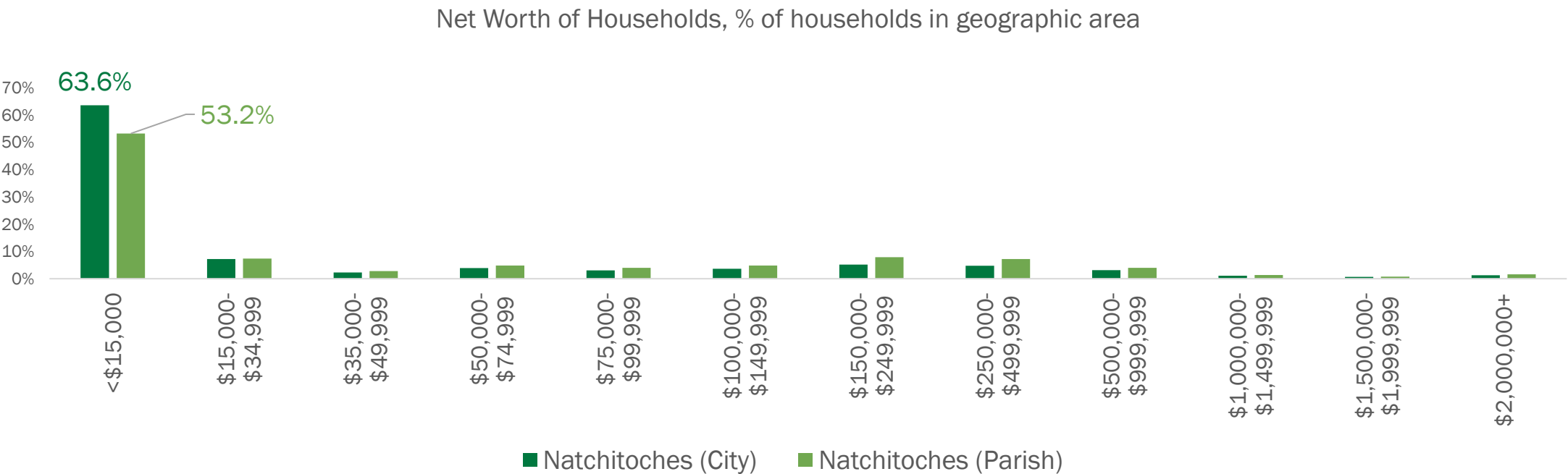


	Enrollment (NSU)	Enrollment (US)
Fall 2020	11,447	18,991,798
Fall 2019	10,900	19,630,178
Fall 2018	11,081	19,651,412
Fall 2017	10,572	19,778,151
Fall 2016	9,819	19,846,904
Fall 2015	9,179	19,988,204
Fall 2014	9,002	20,209,092
Fall 2013	8,944	20,376,677
Fall 2012	9,447	20,644,478
Fall 2011	9,191	21,010,590

Source: NCES; Riverbend Research Analysis

Net Worth

Most households in Natchitoches have a net worth less than \$15,000. This includes almost 2 of every 3 households in the City of Natchitoches.
The City of Natchitoches’ median net worth is \$11,792; Natchitoches Parish’s is slightly higher at \$14,907.



Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2010 decennial Census data converted by Esri into 2020 geography.; Riverbend Research Analysis



Residential Analysis

Housing Units, Owner-Occupied House Pricing, Single Family Homes, Multifamily Units, Rental Amounts and Rental Vacancy, Housing Market (for sale and for rent)

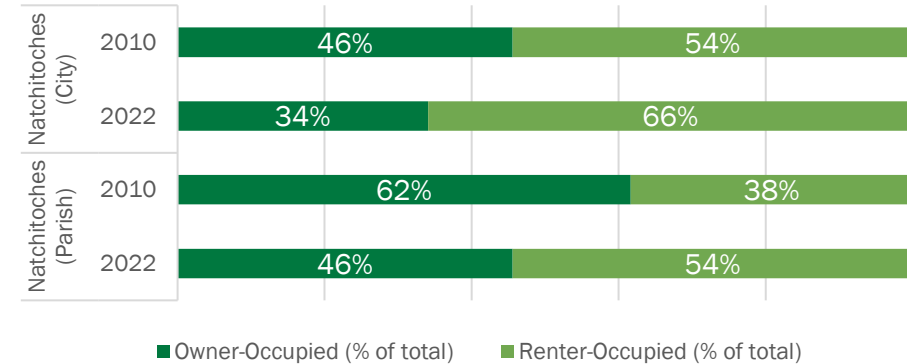


Housing Units

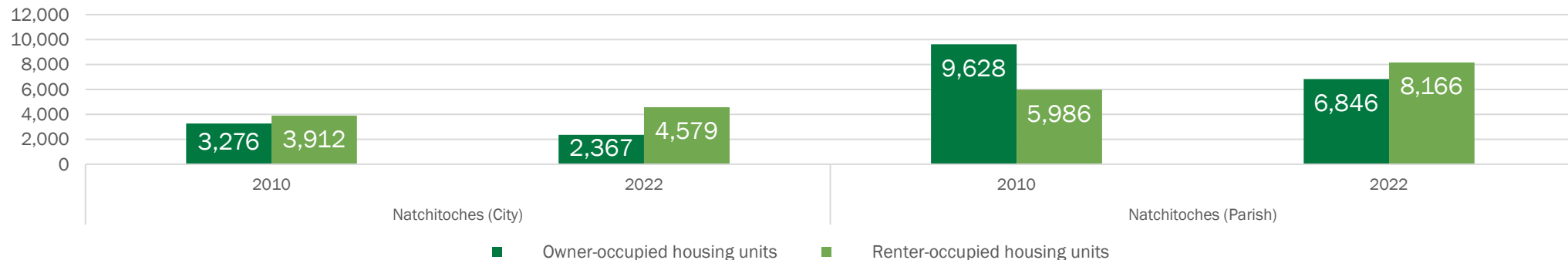
There were big changes in the number of owner-occupied vs. renter-occupied housing units between 2010 and 2020. Overall, renters became a much larger share of the occupancy population over the decade.

The number of vacant housing units also increased in both the City of Natchitoches (up 55%) and in Natchitoches Parish (up 18%).

Breakdown, housing type as a % of total housing



Natchitoches Housing, by type (Owner-Occupied vs. Renter-Occupied)



Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2010 decennial Census data converted by Esri into 2020 geography; Riverbend Research Analysis.

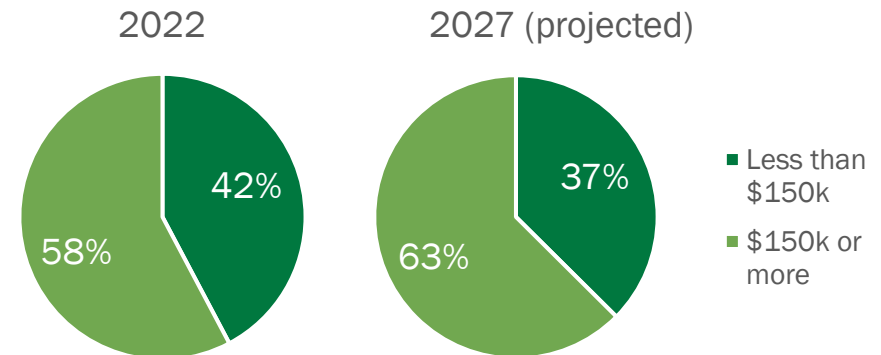
Owner-Occupied House Values

Housing is projected to get more expensive over the next five years in Natchitoches. The median home value in the City of Natchitoches in 2022 was \$201,253, higher than the Natchitoches Parish median (\$185,333). The median home value in Natchitoches Parish is projected to be \$204,240 in 2027. While this is lower than the projected median home value in the City of Natchitoches in 2027 (\$210,332), it shows home values are increasing at a faster rate in the parish than in the city.

Owner-Occupied Units in Natchitoches Parish, by value

	2022	2027 (projected)	Increase/ Decrease
Less than \$150k	2,893	2,564	-329
\$150k or more	3,953	4,284	331

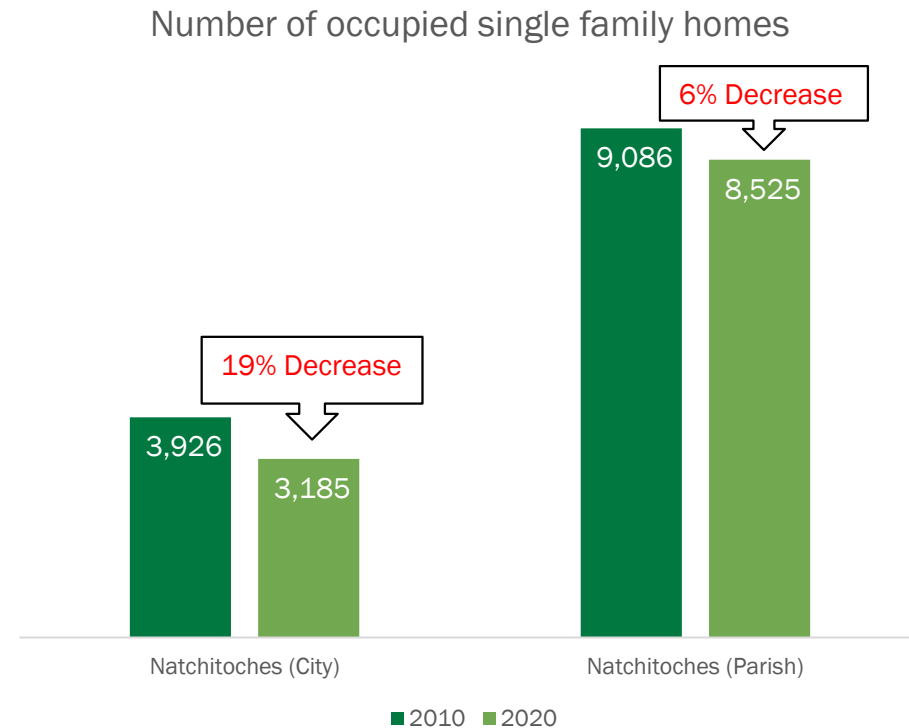
Natchitoches Parish Owner-Occupied Units, by value



Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2010 decennial Census data converted by Esri into 2020 geography; Riverbend Research Analysis.

Single Family Homes

The number of occupied single-family homes declined between 2010 and 2020 for both the City of Natchitoches and Natchitoches Parish. The City of Natchitoches lost more homes (741) than Natchitoches Parish (561). That would point to a net increase in the number of occupied single-family homes outside the city limits but still within the parish boundary



Source: ACS 5-year estimates, Greater Central Louisiana Realtors Association; Riverbend Research Analysis

Multifamily Units

Multifamily housing became increasingly common between 2010 and 2020. Overall, the number of multifamily housing units increased by between 8.6% and 8.7%, with increases largely stemming from a growing number of 1-unit attached units and structures with 20+ housing units.

Housing units by number of units in a structure, Natchitoches (City & Parish)

	Natchitoches (City)			Natchitoches (Parish)		
	2010	2020	Increase/Decrease	2010	2020	Increase/Decrease
1-unit, attached	324	730	406	405	952	547
2 units	548	271	(277)	652	308	(344)
3 or 4 units	527	329	(198)	648	441	(207)
5 to 9 units	713	739	26	814	850	36
10 to 19 units	609	445	(164)	671	455	(216)
20 or more units	326	794	468	351	843	492
Total Multifamily	3,047	3,308	261	3,541	3,849	308
Total Multifamily % Increase			8.6%			8.7%

Source: ACS 5-year estimates; Riverbend Research Analysis

Rental Amounts and Rental Vacancy

Rents in Natchitoches are generally low. The median rent in 2020 was \$699 in the City of Natchitoches and \$725 in Natchitoches Parish.

Rental vacancy rates are high in both the city and parish. The City of Natchitoches’ 2020 rental vacancy rate was 14% above than the national average and 11% above the Louisiana average.

Rental Vacancy Rate	Natchitoches (City)		Natchitoches (Parish)	
	2010	2020	2010	2020
	9%	20%	7%	12%

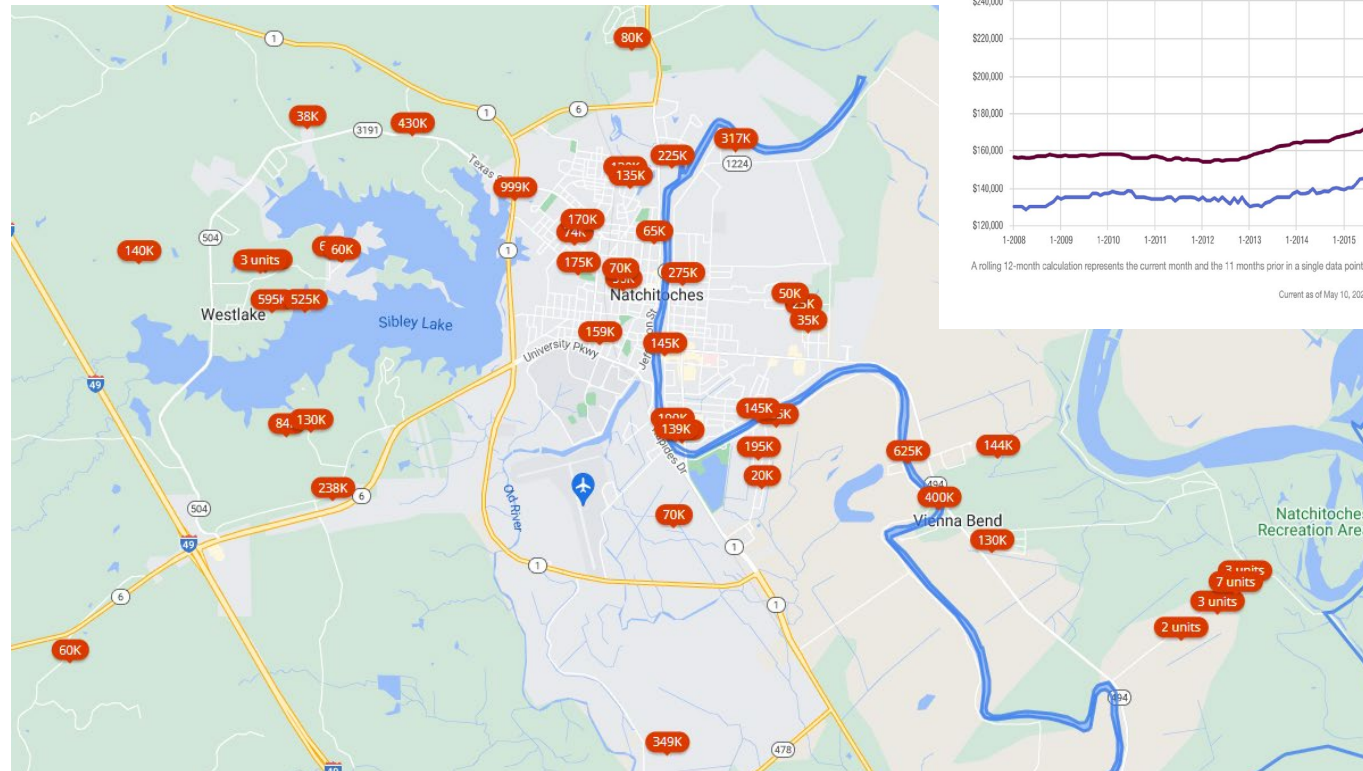
Source: ACS 5-year estimates; Riverbend Research Analysis



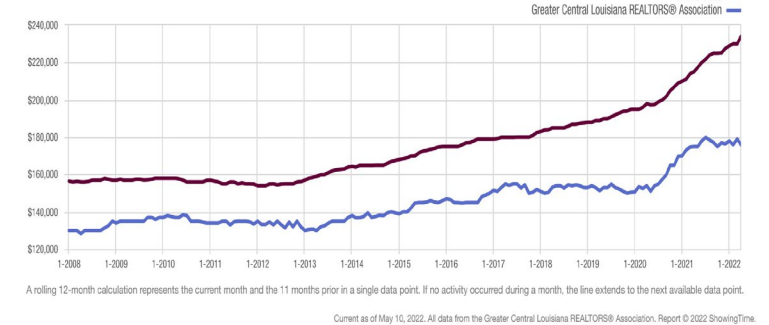
Housing Market (for sale)

Home prices in Central LA have not kept up with rising home prices across the state

Few options above \$200k are available in the Natchitoches city limits



Median Sales Price
Rolling 12-Month Calculation



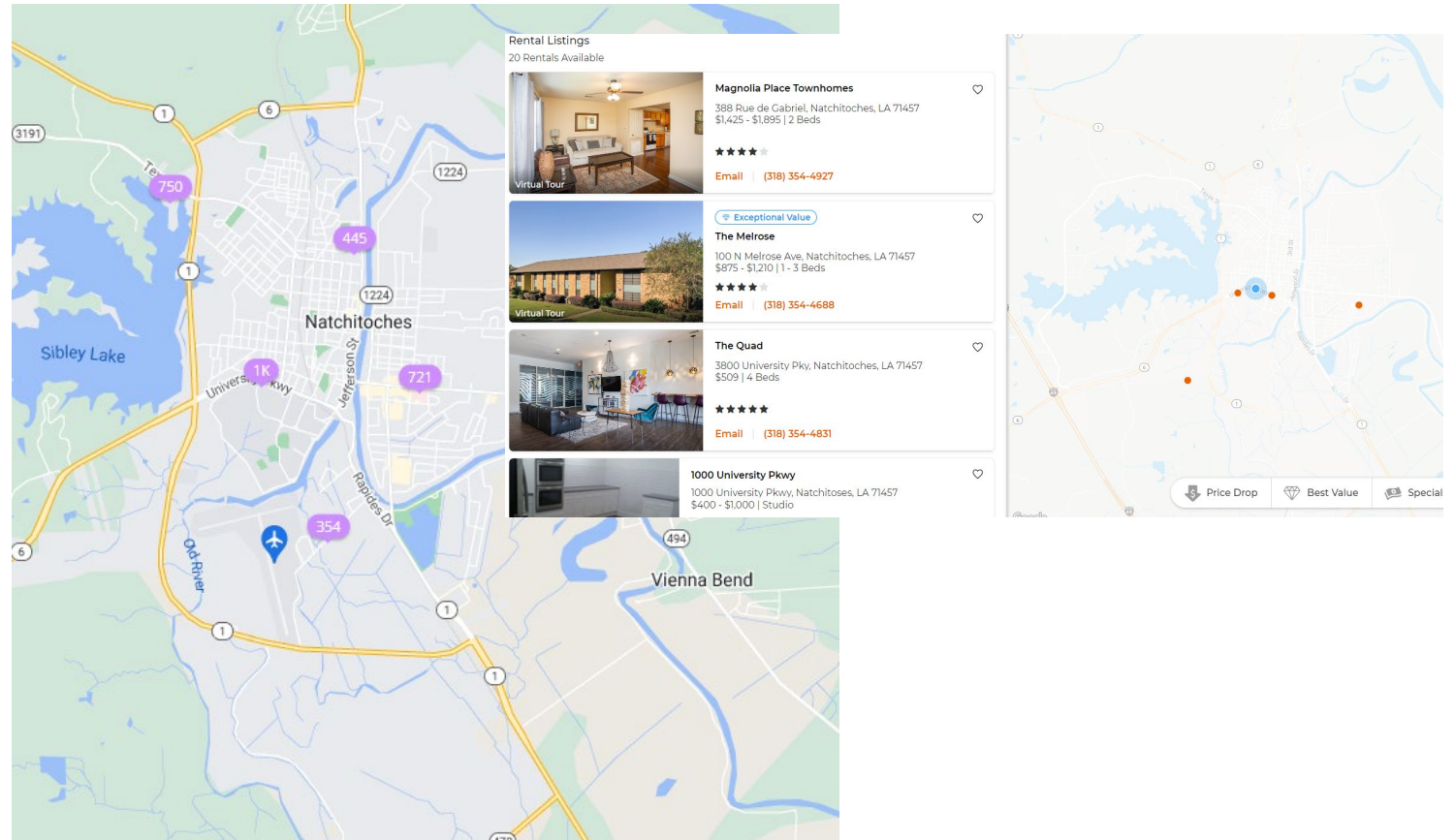
Source: Zillow; Apartments.com (both screenshots taken 8/30/22)

Housing Market (for rent)

Zillow shows there are very few homes for rent in Natchitoches, and even fewer options specifically for students.

“Honestly, this [apartment] is awful. Wouldn’t recommend it to anyone. Shame there just isn’t enough housing for everyone to avoid living here.”

– Comment left on apartments.com (April 7, 2021)



Source: Zillow; Apartments.com (both screenshots taken 8/30/22)

Jobs & Industry Analysis

Industries & Jobs in Natchitoches, Texas Street Corridor Worker
Demographics & Commuter Patterns



Rental Amounts and Rental Vacancy

Natchitoches benefits from strong manufacturing industry that employs workers at nearly double the national rate. The manufacturing industry is responsible for 23.4% of 2021 gross regional product (GRP), the highest of any industry.

The Texas Street Corridor has seen a net growth in jobs over the past two decades, growing from 180 jobs in 2002 to 216 jobs in 2019. Today, 54% of the jobs in this corridor are in the “Administration & Support, Waste Management and Remediation” industry. Retail trade and accommodation/food services account for another 38% of jobs.

Texas Street Corridor Historical Industry Growth

Industry	2002 Jobs	2019 Jobs	2002 – 2019 Net Job Growth
Real Estate and Rental and Leasing	16	0	-16
Retail Trade	73	33	-40
Accommodation and Food Services	26	50	24
Other Services (excluding Public Administration)	8	3	-5
Finance and Insurance	6	3	-3
Construction	20	0	-20
Health Care and Social Assistance	22	0	-22
Administration & Support, Waste Management and Remediation	0	117	117
Wholesale Trade	0	10	10

Natchitoches Parish Recent Industry Growth

Industry	2021 Jobs	National Average	2016 - 2021 Net Job Growth
Government	4,306	2,228	(484)
Manufacturing	2,006	1,174	149
Retail Trade	1,686	1,505	(5)
Accommodation & Food Services	1,579	1,162	79
Health Care and Social Assistance	1,503	1,959	91

Source: Lightcast Economic Modeling; LEHD; US Census Bureau; Riverbend Research Analysis

Jobs in Natchitoches

Office & administrative support workers make up the largest share of workers in Natchitoches Parish. Transportation & material moving occupations saw the largest net growth from 2016 through 2021.

Healthcare workers are the most in-demand, followed by managers and sales workers.

There's strong alignment between in-demand healthcare fields and higher ed enrollment – 75 community college students and 3,145 NSU students enrolled in healthcare programs (Fall 2021).

Natchitoches Parish Recent Job Growth

Occupation	2021 Jobs	National Average	2016 - 2021 Net Job Growth
Office & Administrative Support	1,741	1,850	(133)
Educational Instruction & Library	1,523	872	(78)
Food Preparation & Serving Related	1,434	1,110	(139)
Sales & Related	1,375	1,399	(139)
Production	1,360	834	85
Transportation & Material Moving	1,258	1,293	181

Most in-demand occupation (by # of job postings)

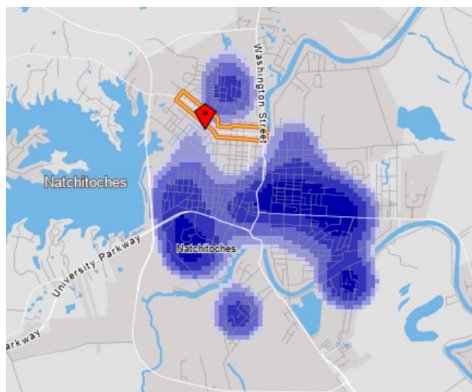


Source: Lightcast Economic Modeling; LEHD; US Census Bureau; Job Postings data show the unique average monthly postings from Sept. 2021 through Aug. 2022; LCTCS; NSU; Riverbend Research Analysis

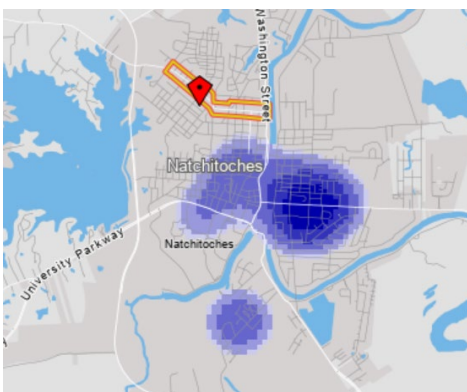
Texas Street Corridor Worker Demographics & Commuter Patterns

More than 2 of every 5 workers in the Texas Street Corridor are 29 or younger.
More than half of all Texas Street Corridor workers make \$1,250 or less per month.
Many people who work along the Texas Street Corridor live around NSU or across the river in East Natchitoches.

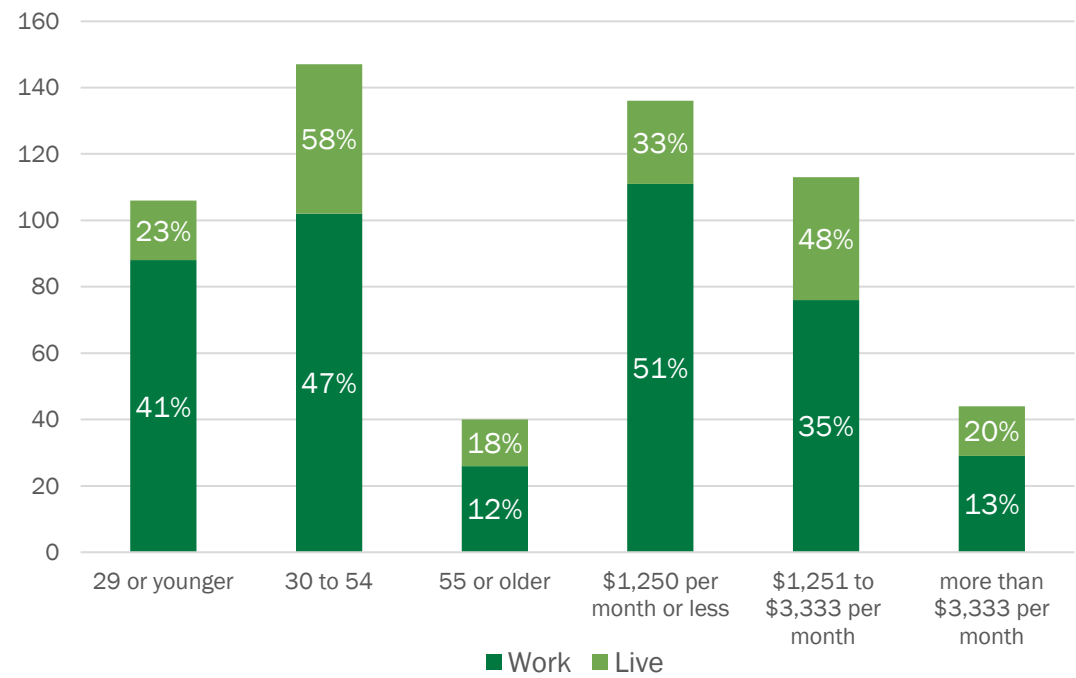
Map shows where people who work around Texas Street live



Map shows where people who live around Texas Street work



Data on people who work and/or live around the Texas Street Corridor



Source: LEHD; US Census Bureau; Riverbend Research Analysis



Surplus/Shortfall Analysis

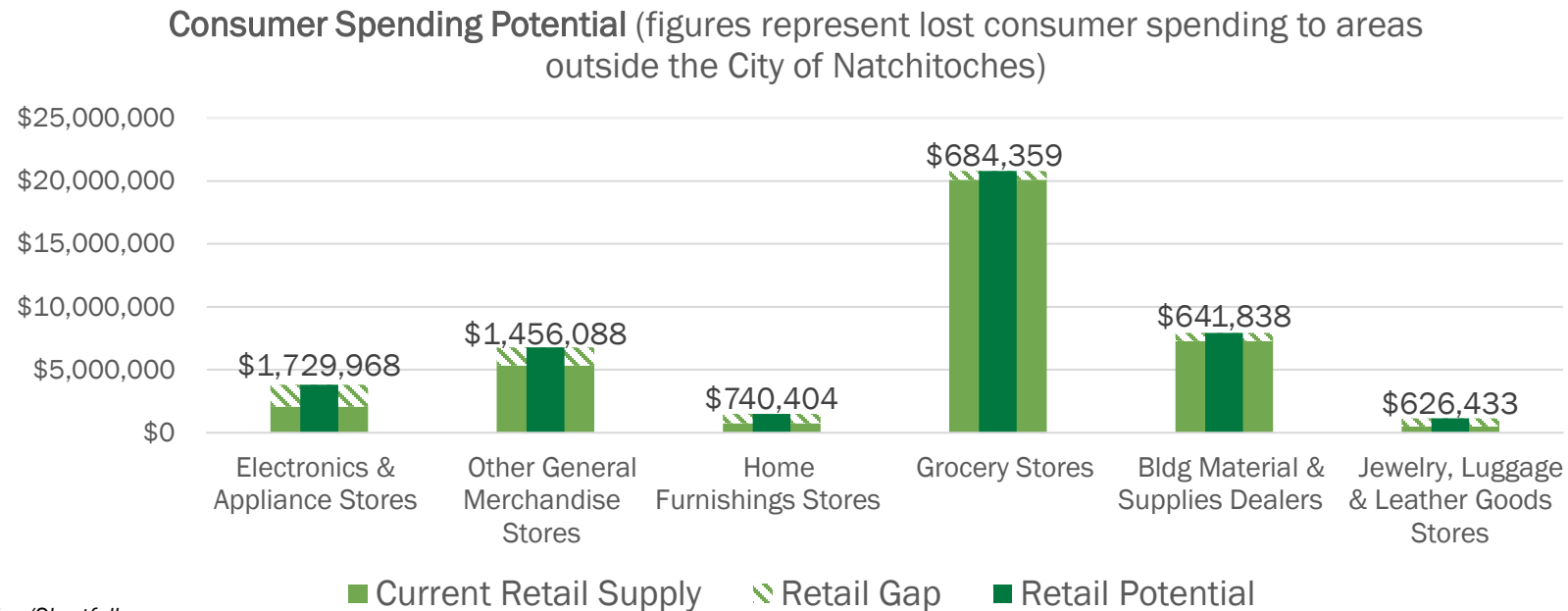
Consumer Spending Potential, Full Leakage Data, Restaurant Brand Propensity



Consumer Spending Potential – City of Natchitoches

The largest retail gap in the City of Natchitoches can be found in electronics & appliance stores. Currently, these types of stores in the City of Natchitoches support \$2.1 million in consumer spending, but consumer demand for these types of stores is \$3.8 million. This leaves a \$1.7 million retail gap.

Other types of stores with large retail gaps include general merchandise stores, home furnishing stores, and grocery stores.

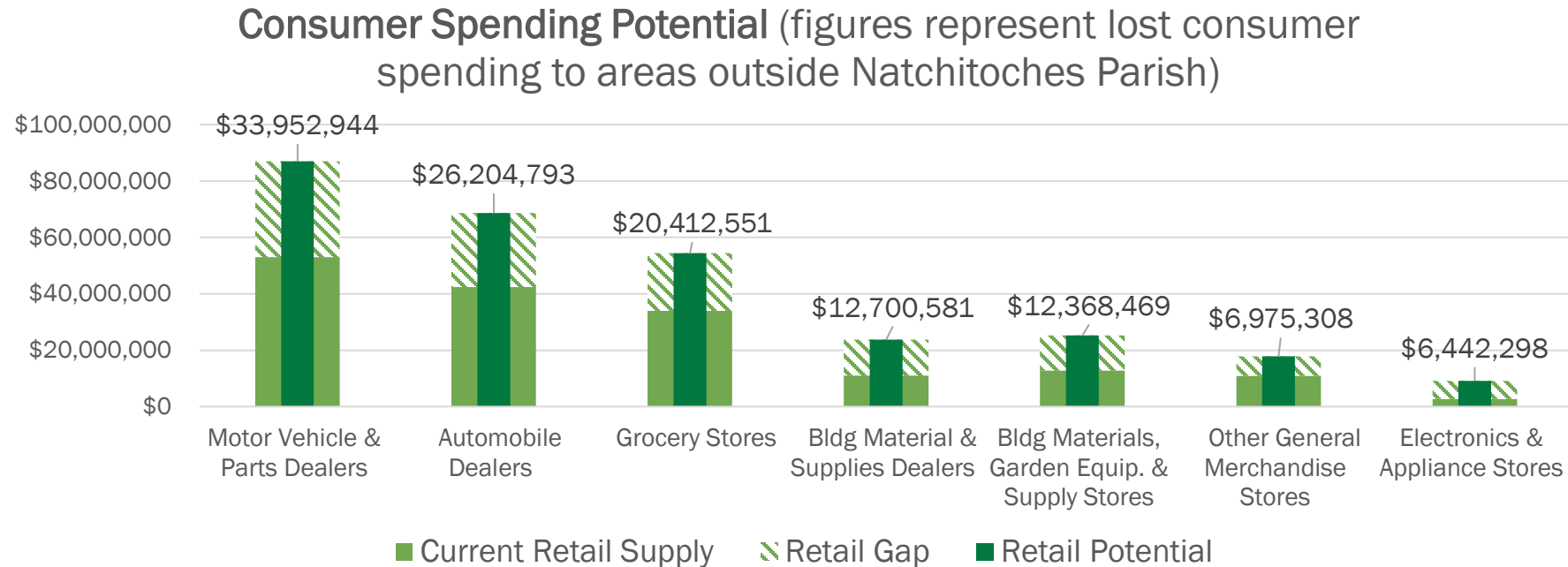


Source: ESRI Surplus/Shortfall

Consumer Spending Potential – Natchitoches Parish

Motor vehicle & parts dealers, auto dealers, and grocery stores have the greatest retail gap of all types of businesses in Natchitoches Parish.

Just 30% of all electronics/appliance demand is being met within Natchitoches Parish; 75% of all current supply of electronics/appliance stores is located within the City of Natchitoches.



Source: ESRI Surplus/Shortfall

Complete Leakage Data

2017 Industry Group	Retail Potential	Current Retail Supply	Retail Gap
Electronics & Appliance Stores	\$3,805,514	\$2,075,546	\$1,729,968
Other General Merchandise Stores	\$6,779,988	\$5,323,900	\$1,456,088
Home Furnishings Stores	\$1,491,947	\$751,543	\$740,404
Grocery Stores	\$20,784,709	\$20,100,350	\$684,359
Bldg Material & Supplies Dealers	\$7,917,140	\$7,275,302	\$641,838
Jewelry, Luggage & Leather Goods Stores	\$1,133,117	\$506,684	\$626,433
Electronic Shopping & Mail-Order Houses	\$364,113	\$82,580	\$281,533
Special Food Services	\$268,684	\$61,372	\$207,312
Office Supplies, Stationery & Gift Stores	\$1,398,651	\$1,357,602	\$41,049
Vending Machine Operators	\$117,349	\$240,190	(\$122,841)
Florists	\$300,360	\$593,470	(\$293,110)
Other Motor Vehicle Dealers	\$3,728,965	\$4,145,545	(\$416,580)
Bldg Materials, Garden Equip. & Supply Stores	\$8,389,458	\$8,969,624	(\$580,166)
Used Merchandise Stores	\$865,244	\$1,480,720	(\$615,476)
Shoe Stores	\$833,087	\$1,488,077	(\$654,990)
Lawn & Garden Equip & Supply Stores	\$472,318	\$1,694,322	(\$1,222,004)
Drinking Places - Alcoholic Beverages	\$523,413	\$1,763,677	(\$1,240,264)
Sporting Goods/Hobby/Musical Instr Stores	\$4,146,263	\$5,498,404	(\$1,352,141)
Specialty Food Stores	\$1,333,861	\$2,754,690	(\$1,420,829)
Clothing Stores	\$3,962,147	\$5,789,405	(\$1,827,258)
Clothing & Clothing Accessories Stores	\$5,928,351	\$7,784,166	(\$1,855,815)
Auto Parts, Accessories & Tire Stores	\$2,843,255	\$4,762,295	(\$1,919,040)
Book, Periodical & Music Stores	\$611,573	\$2,664,807	(\$2,053,234)
Other Miscellaneous Store Retailers	\$3,314,130	\$5,819,901	(\$2,505,771)
Nonstore Retailers	\$927,919	\$4,167,631	(\$3,239,712)
Miscellaneous Store Retailers	\$5,878,385	\$9,251,693	(\$3,373,308)
Direct Selling Establishments	\$446,457	\$3,844,861	(\$3,398,404)
Sporting Goods, Hobby, Book & Music Stores	\$4,757,836	\$8,163,211	(\$3,405,375)
Furniture & Home Furnishings Stores	\$4,265,975	\$11,043,985	(\$6,778,010)
Furniture Stores	\$2,774,028	\$10,292,442	(\$7,518,414)
Health & Personal Care Stores	\$8,901,254	\$17,504,337	(\$8,603,083)
Automobile Dealers	\$24,217,445	\$35,099,467	(\$10,882,022)
Motor Vehicle & Parts Dealers	\$30,789,665	\$44,007,307	(\$13,217,642)
Beer, Wine & Liquor Stores	\$979,037	\$14,384,810	(\$13,405,773)
Food & Beverage Stores	\$23,097,607	\$37,239,850	(\$14,142,243)
Restaurants/Other Eating Places	\$14,260,648	\$32,039,057	(\$17,778,409)
Food Services & Drinking Places	\$15,052,745	\$33,864,106	(\$18,811,361)
General Merchandise Stores	\$26,370,172	\$78,130,831	(\$51,760,659)
Department Stores Excluding Leased Depts.	\$19,590,184	\$72,806,931	(\$53,216,747)
Gasoline Stations	\$17,099,904	\$80,717,633	(\$63,617,729)

2017 Industry Group	Retail Potential	Current Retail Supply	Retail Gap
Motor Vehicle & Parts Dealers	\$86,970,354	\$53,017,410	\$33,952,944
Automobile Dealers	\$68,591,455	\$42,386,662	\$26,204,793
Grocery Stores	\$54,396,642	\$33,984,091	\$20,412,551
Bldg Material & Supplies Dealers	\$23,782,214	\$11,081,633	\$12,700,581
Bldg Materials, Garden Equip. & Supply Stores	\$25,250,431	\$12,881,962	\$12,368,469
Other General Merchandise Stores	\$17,917,517	\$10,942,209	\$6,975,308
Electronics & Appliance Stores	\$9,196,207	\$2,753,909	\$6,442,298
Clothing & Clothing Accessories Stores	\$14,198,702	\$7,870,161	\$6,328,541
Health & Personal Care Stores	\$24,636,072	\$18,519,053	\$6,117,019
Miscellaneous Store Retailers	\$16,074,934	\$10,010,910	\$6,064,024
Other Motor Vehicle Dealers	\$10,871,334	\$4,915,437	\$5,955,897
Food & Beverage Stores	\$60,269,012	\$54,923,105	\$5,345,907
Sporting Goods/Hobby/Musical Instr Stores	\$10,615,691	\$6,708,588	\$3,907,103
Clothing Stores	\$9,616,010	\$5,875,400	\$3,740,610
Other Miscellaneous Store Retailers	\$9,815,186	\$6,419,151	\$3,396,035
Home Furnishings Stores	\$3,828,139	\$751,542	\$3,076,597
Sporting Goods, Hobby, Book & Music Stores	\$11,990,521	\$9,373,394	\$2,617,127
Jewelry, Luggage & Leather Goods Stores	\$2,527,523	\$506,684	\$2,020,839
Office Supplies, Stationery & Gift Stores	\$3,460,942	\$1,443,534	\$2,017,408
Auto Parts, Accessories & Tire Stores	\$7,507,565	\$5,715,311	\$1,792,254
Electronic Shopping & Mail-Order Houses	\$973,253	\$82,580	\$890,673
Special Food Services	\$672,001	\$81,830	\$590,171
Shoe Stores	\$2,055,169	\$1,488,077	\$567,092
Used Merchandise Stores	\$1,999,020	\$1,554,756	\$444,264
Florists	\$799,786	\$593,469	\$206,317
Specialty Food Stores	\$3,472,123	\$3,432,965	\$39,158
Vending Machine Operators	\$308,839	\$355,064	(\$46,225)
Lawn & Garden Equip & Supply Stores	\$1,468,217	\$1,800,329	(\$332,112)
Furniture & Home Furnishings Stores	\$10,494,546	\$11,212,089	(\$717,543)
Book, Periodical & Music Stores	\$1,374,830	\$2,664,806	(\$1,289,976)
Drinking Places - Alcoholic Beverages	\$1,162,907	\$2,761,147	(\$1,598,240)
Nonstore Retailers	\$2,782,380	\$4,821,724	(\$2,039,344)
Restaurants/Other Eating Places	\$34,856,065	\$37,653,980	(\$2,797,915)
Direct Selling Establishments	\$1,500,288	\$4,384,080	(\$2,883,792)
Furniture Stores	\$6,666,407	\$10,460,547	(\$3,794,140)
Food Services & Drinking Places	\$36,690,973	\$40,496,957	(\$3,805,984)
Beer, Wine & Liquor Stores	\$2,400,247	\$17,506,049	(\$15,105,802)
General Merchandise Stores	\$67,527,778	\$83,749,141	(\$16,221,363)
Department Stores Excluding Leased Depts.	\$49,610,261	\$72,806,932	(\$23,196,671)
Gasoline Stations	\$46,874,683	\$140,757,037	(\$93,882,354)



Restaurant Brand Propensity – Natchitoches Parish

Using a market potential index (MPI), we can estimate the relative likelihood of Natchitoches residents to visit different types of restaurants. Based on demographic data, adults in Natchitoches are most likely to visit fast food restaurants like Captain D’s and family restaurants like Logan’s Roadhouse.

Restaurant	% of Natchitoches adults who visited in the last 6 months	Relative likelihood to visit compared to average US adult
Captain D's	7%	+117%
Hardee's	9%	+76%
Sonic Drive-In	19%	+56%
Logan's Roadhouse	4%	+63%
Cracker Barrel	14%	+42%
Waffle House	7%	+36%

*percentages represent the relative likelihood of Natchitoches adults to visit these restaurant types compared to the average US adult. Natchitoches adults are 117% more likely to visit a Captain D’s compared to the average US adult.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2022 and 2027.



Stakeholder Interviews & Stakeholder-Informed Recommendations

Stakeholder Summary, Stakeholder Input Key Points

Stakeholder-informed recommendations on Housing, Texas Street Corridor, Mill District, Business Acceleration/Incubation, Tourism



Stakeholder Summary

- Interviewed 11 of Natchitoches' most prominent civic, business, political, and educational leaders



Stakeholder Input Key Points

- Need for kid-friendly and family-oriented activities
- Need for new/updated housing for different types of residents
- Strong tourism sector, especially helpful keeping the town economically vibrant during COVID
 - Tourism targets older populations
- Big need for easy access to small business services
- On-campus enrollment is down, but NSU is still a vital community asset
- Mill District has enormous potential
- Regional Medical Center has driven job growth in the healthcare sector
- NSU students don't have many entertainment options
- There's a lack of retail options in select industries



Housing (1/2)

- Stakeholders cited two big housing needs:
 - Middle/upper end housing, especially for young professionals
 - Updated, affordable housing for the workforce and for students
- Texas Street Corridor could support affordable workforce housing as part of a mixed-use plan that includes space for retail and recreation
- Mill District could support a combination of student and middle/upper end housing as part of a mixed-use plan, creating an additional area of vibrancy near both campus and the Historic Downtown



Housing (2/2)

- Multifamily-style construction (duplexes, triplexes, attached townhomes, mid-rise condos or apartments) could meet various types of housing needs, depending on the price point
 - This type of planning creates greater density, desired by both students and young professionals
 - Owner-occupied units in duplexes, condominium developments are cheaper to build and can be offered at lower rates; this can help raise individuals' net worth through home ownership

Texas Street Corridor

- Stakeholders highlighted Texas Street's former prominence as a hub of economic/business activity, and Texas Street's location sandwiched between two residential areas
 - Mixed-use development that includes affordable workforce housing, retail, and recreation spaces for families could check off multiple community needs
 - Getting a major retailer to open an anchor store may help spur revitalization
 - Location between two neighborhoods could support a walkable Texas Street
 - Industrial traffic on Texas Street could inhibit connectivity gains made through improvements to pedestrian and bike infrastructure
 - Placemaking enhancements through tree planting, pedestrian infrastructure, and additional green spaces could encourage more foot traffic and new business growth
 - Opening a small business services center/incubator on Texas Street could ensure local business owners have easy access to resources

Mill District (1/2)

- Stakeholders highlighted the Mill District's advantageous location, lack of infrastructure, potential pushback, and enormous potential
 - Stakeholders did not mention the water treatment plant, potentially a sign that relocating the plant is not vital to development efforts
 - Located between two bodies of water, adjacent to Northwestern's campus, and just a few blocks away from the Historic Downtown
 - Several stakeholders mentioned there will likely be pushback from residents on any development in the Mill District
 - One stakeholder thought there would not be pushback in the Mill District and that development efforts on Texas Street would get more pushback

Mill District (2/2)

- Mixed use development geared towards students/young professionals could provide entertainment options desired by these groups
 - There are a lack of housing options for young professionals – everyone from professors to junior accountants to nurses
- On-campus enrollment at NSU is down, and creating a vibrant student-centered area near campus could encourage more on-campus enrollment
- Mill District could support public recreation options, like a greenspace or plaza, which could be used by students and families alike

In general, we heard the Mill District should
“complement downtown and extend the campus”



One stakeholder referenced Electric Depot (Baton Rouge) as inspiration for the Mill District

Image Source: Baton Rouge Business Report

Business Acceleration/Incubation

- Stakeholders mentioned good jobs available with the appropriate qualifications, strong anchor industries (NSU, healthcare, timber, manufacturing, tourism), lack of access to small business services, and abundance of low-cost labor
- There is a Small Business Development Center in Alexandria residents have access to, but bringing this resource closer to home (including directly to the areas targeted for revitalization) could ensure services are used by local business owners
- Expanding internship programs could give high school/college students the skills/experience necessary to earn a decent wage

Tourism

- Stakeholders discussed Natchitoches' Historic Downtown and the importance of tourism to the city's economy
- Historic District's amenities are unique and target older populations
- Other entertainment-oriented recommendations in this report, including recreation spaces for kids/families and entertainment options for college students, would complement Downtown Natchitoches' offerings
- Given the community's pride in the Historic District and its economic impact (especially strong during the winter season), future development should not come at the expense of the Historic Downtown



Recommendations

Strengths/Weaknesses/Opportunities

Housing for college students/young professionals, Mill District placemaking, in-demand retailers, small business acceleration



Recommendations – Strengths/Weaknesses/Opportunities

Strengths

- 4-year public university with increasing enrollment
 - High number of associate's degrees in high-wage, high-demand jobs
 - Strong alignment between student enrollment and available jobs
- Valuable cultural amenities including Louisiana Sports Hall of Fame, Natchitoches Historical District
- Manufacturing sector

Weaknesses

- Lack of housing for college students/young professionals
- Lack of some cultural amenities around Texas Street & The Mill District
 - In-demand retailers, bars, restaurants
- Very low net worth for most of the population

Opportunities

- Creating vibrancy near campus
 - Mill District walkability & placemaking
 - Mixed-use space with restaurants, bars, retail
- Variety of new housing options
 - Multifamily for students/young professionals
 - Owner-occupied can help raise collective net worth
- Small business services accelerator/incubator
 - Large retail gaps (difference between what's supplied and what's demanded) currently exist
 - Small businesses represent another avenue to growing net worth
 - Could help with talent retention (helps people put down roots)



Recommendations - Housing for college students/young professionals

- Easier to retain students and recent graduates if they can find housing suitable for their needs/wants
 - Very high rental vacancy rate (20%) but not many homes/apartments are listed for rent. Many units for rent may be out of commerce for various reasons
- Students and young professionals like walkability, convenient access to cultural amenities
 - Many cultural amenities are provided in Downtown Natchitoches, but not many are available immediately adjacent to campus.

Recommendations - Mill District Placemaking (1/2)

The Mill District has enormous potential; fundamentals could hold it back (sidewalks/accessibility, identity, river)



1) View of the Mill District
(entering from the north
on University Pkwy (NSU
on the right))



3) View of the Mill
District (entering from
the north on University
Pkwy (Flying Heart
Brewery on the right))



2) View of the Mill District
(entering from the north
– note where the
sidewalk ends)

Source: Google Street View

Recommendations - Mill District Placemaking (2/2)

Unique location and environment could support mixed-use development, business incubation



4) View of the Mill District
(entering from the south
on Rapides Dr)



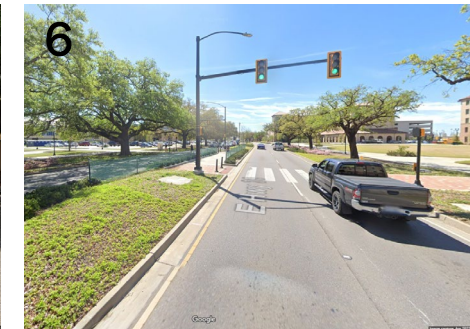
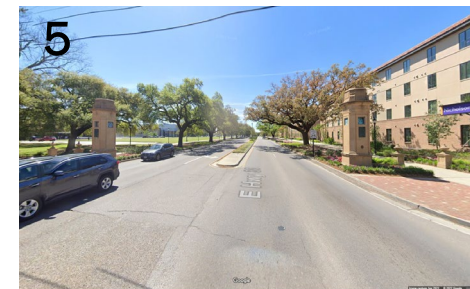
6) View of the Mill
District (entering from
the south (Flying Heart
Brewery on the left)



5) View of the Mill District
(entering from the south
– note the lack of river
visibility on the right)

Source: Google Street View

Placemaking Examples



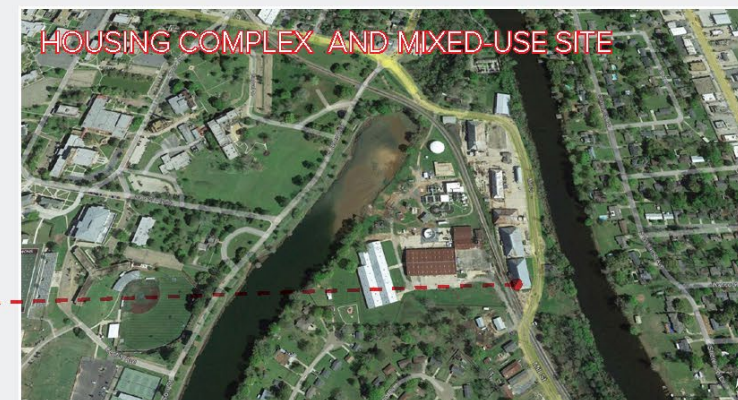
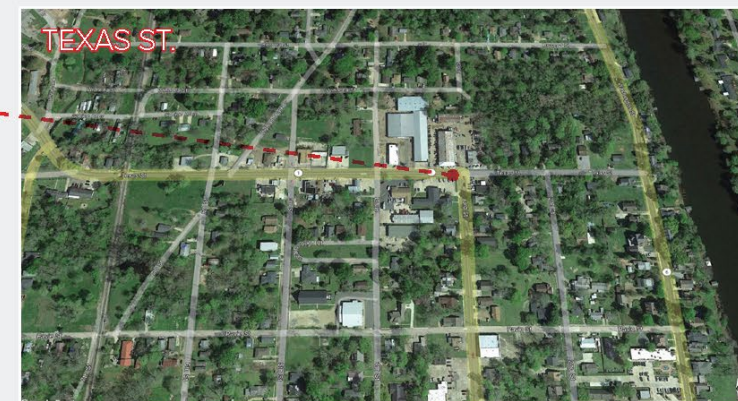
Short North Arts District (left images, Columbus, OH) lets you know when you've entered the district through creative signage

Nicholson Gateway (right images, Baton Rouge, LA) signals the beginning of LSU campus when entering from the north on Nicholson Drive. Tree cover, accessibility, density, mixed-use development characterize the highly-trafficked corridor

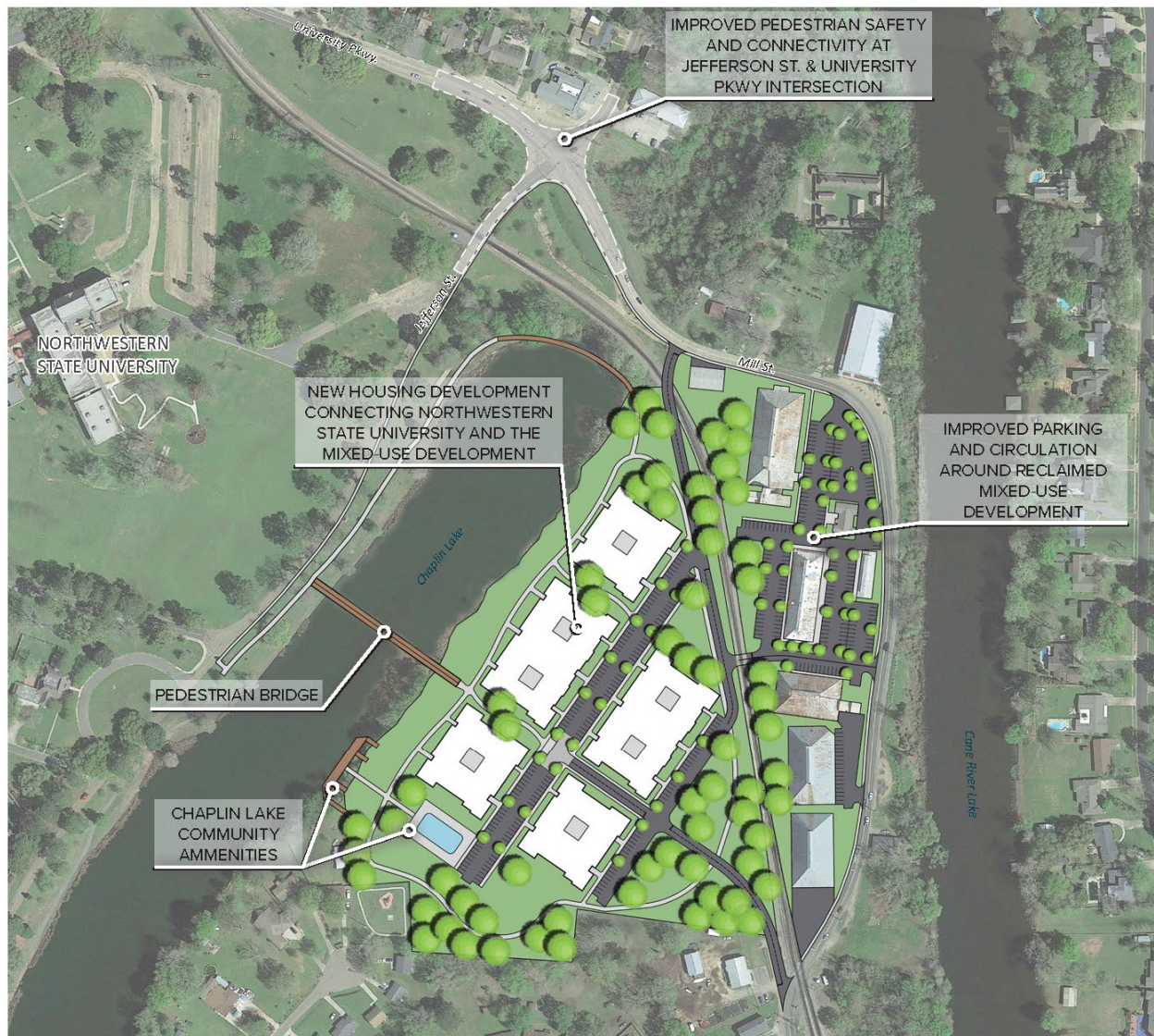
CONTEXT MAP FOR PROPOSED IMPROVEMENTS



BIRD'S EYE VIEWS



HOUSING COMPLEX AND MIXED USE CONCEPT | TOP VIEW



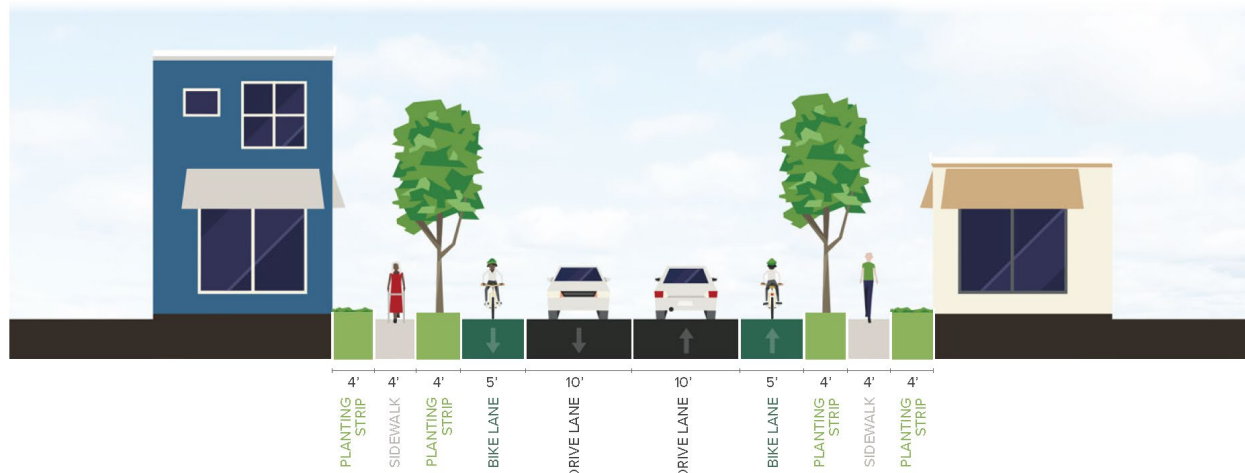
HOUSING PRECEDENTS



TEXAS AVE. STREETSCAPE IMPROVEMENTS | TOP VIEW



TEXAS AVE. STREETSCAPE IMPROVEMENTS | CROSS-SECTION



STREETSCAPE PRECEDENTS



Recommendations - In-Demand Retailers

- Referring to slides 25 – 27, there are some big opportunities for specific types of retailers
 - \$1.7 million in electronics and appliance spending could be recaptured by the City of Natchitoches
 - \$1.5 million for general merchandise stores
 - \$0.7 million for home furnishing stores
 - \$0.7 million for grocery stores
- When looking at parish-level data, the opportunities are even larger. As the parish's central urban area, the City of Natchitoches could enhance its role as the region's commercial hub

Recommendations – Small Business Acceleration

- Outside of home ownership, small business ownership is another common way of building generational wealth
- Deliberate efforts to grow local entrepreneurship through business incubation
 - Collaboration opportunities with Northwestern State, Alexandria's Small Business Development Center, local existing small business services, etc.
 - Small businesses could a) build on existing strength in the manufacturing sector, and/or b) fill the city/parish need for a variety of consumer goods
- Both the Texas Street Corridor and the Mill District could provide unique settings for small business incubators
 - Supporting young entrepreneurs in particular helps them put down roots in the community

Thank You