



# RETAIL READY SITE REPORT

## Morgan Broadview Site



For more information about this site report, contact LEDA at  
[RetailReady@Lafayette.org](mailto:RetailReady@Lafayette.org)

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**LEDA**  
LAFAYETTE ECONOMIC  
DEVELOPMENT AUTHORITY

# Morgan Broadview Site



— Site Boundary

## Site Specifications:

Size: 12.9 Acres

Location: 1100 S Morgan Ave/ 101 Broad View Dr

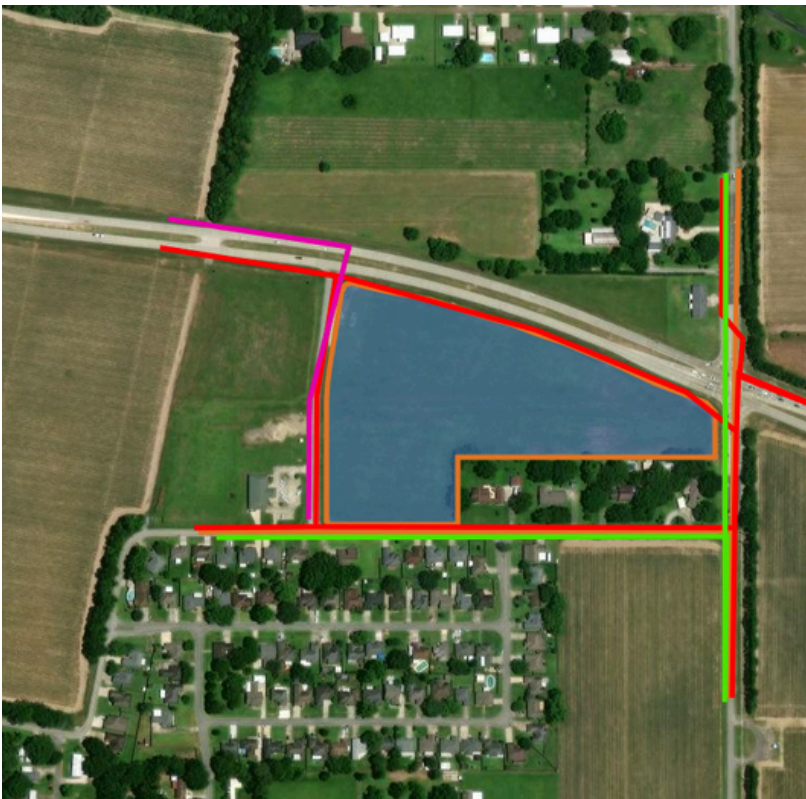
## Site Contact:

Jennifer Whitmore

Billeaud Companies

[jennifer@billeaudcompanies.com](mailto:jennifer@billeaudcompanies.com)

(337) 654 - 5222



— Electricity

— Water

— Sewer

— Gas Service

— Internet/Fiber

## Utility Providers:

- **Electricity:** SLEMCO
  - Brenan Breaux
    - (337) 886-3334
- **Water/Sewer:** City of Broussard
  - (337) 837-6681 ext.8
- **Gas Service:** Centerpoint
  - Alaina Hebert
    - (337) 373-1505
- **Internet/Fiber:** AT&T
  - Levar Greenhouse
    - (225) 382-0045

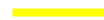


# Morgan Broadview Site



## **CA - Ambassador Cafferey District**

The CA zoning district is intended to stabilize, maintain, and enhance the modern commercial character of the Ambassador Cafferey Parkway as an attractive mix of large retail, office, service, and other business uses.

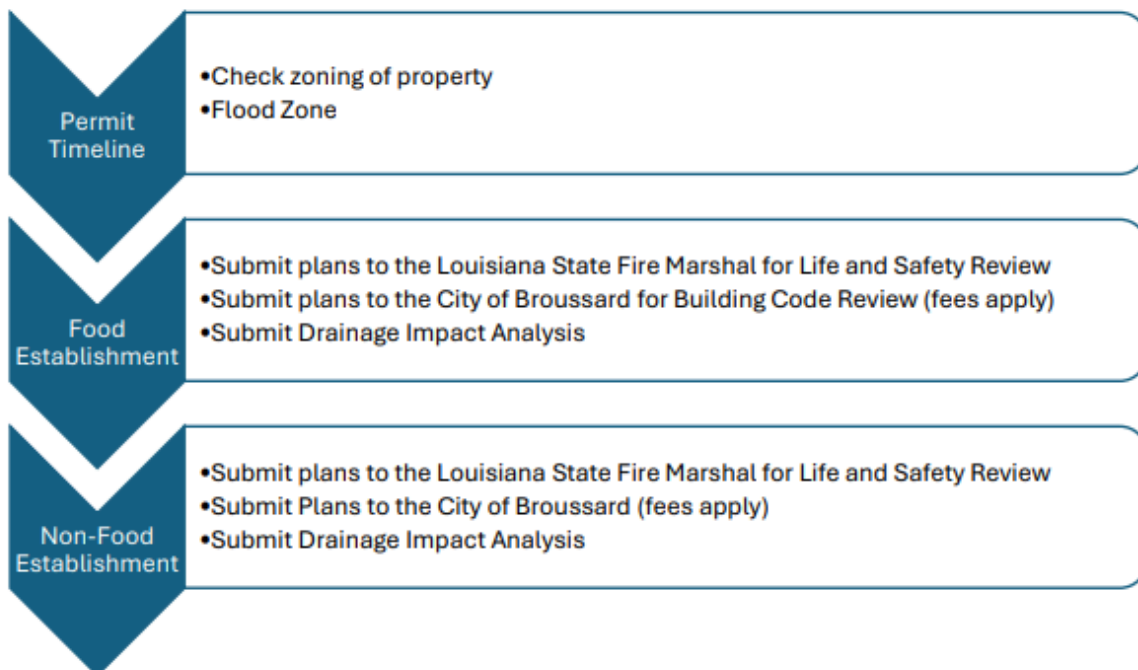


Flood Zone X:  
Area of minimal  
flood hazard

# Morgan Broadview Site

## PERMIT PROCESS

Permits to be submitted to Sarah Hebert at Broussard City Hall  
DevelopingBroussard@broussardla.com | 337-837-6681 ext. 5 | 310 E. Main Street, Broussard



Once all reviews have been completed and approved, the licensed contractor may then come to City Hall to purchase the building permit, followed by the subcontractors.

DevelopingBroussard@broussardla.com

City of Broussard  
Permitting/Licensing  
Administrator  
Sara Hebert  
337-837-6681 ext. 5

For more information, contact  
City of Broussard Chief  
Administrative Officer  
Graham Beduze  
337-837-6681 ext. 9

City of Broussard City  
Manager/Public Works  
Director  
Mel Bertrand  
337-319-6237

Floodplain Administrator  
Ben Theriot  
337-298-1295

Broussard Fire Department  
Chief Bryan Champagne  
337-319-8322





With an estimated population of more than 15,000, Broussard, La., is located approximately 6 miles southeast of the city of Lafayette in both Lafayette and St. Martin Parishes. Broussard is home to a world-class workforce, an integrated transportation network, a diversified business base, and a hometown appeal.

Ray Bourque, Mayor | 337-837-6681 | mayorbourque@broussardla.com



**26.91%**

## Retail Growth

In the past decade (2014-2024), retail sales have grown more than \$177 million, creating a 26.91% increase. A 57% population growth over the same time period supports the strength of Broussard's developing retail market.

**61,240**

## Vehicles Daily

Broussard's proximity to the intersection of Interstates 10 and 49, as well as Hwy. 90, is a strategic advantage in transportation and accessibility. With direct rail access, Broussard can be reached easily via Lafayette Regional Airport and the Intercoastal Waterway.

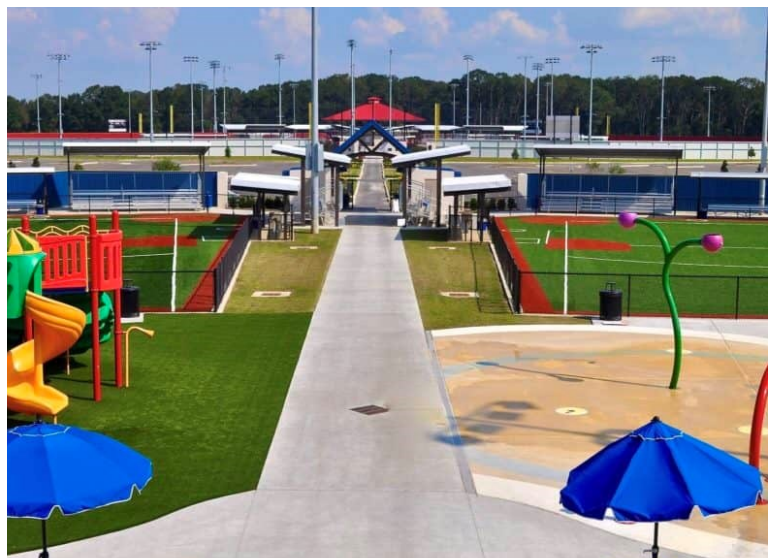
**Zero**

## Property Tax

With no state or city property taxes, building in Broussard certainly has its advantages. We are business friendly, and our electric, water, and wastewater services are among the lowest priced in the state.

**\$37 Million**

The new state-of-the-art facility, Broussard Sports Complex at St. Julien Park, is built on 122 acres of land and offers youth recreational sports programs and a beautiful community park for everyone. Capable of enticing large sports and entertainment events, this premium facility will provide a tremendous economic impact in the local community and surrounding businesses.



# America's Energy Corridor

## State Invests \$63.7 Million With Plans for \$150M in Broussard



“This completion of this project marks a crucial step in the plans to transform US 90 into the I-49 South corridor, and it's only a small piece of a much larger vision.”

La. Governor John Bel Edwards



The State of Louisiana's Albertson Parkway widening project in Broussard was completed in August 2019. The \$63.7 million project widened US Hwy 90 from four lanes to six from Albertson Parkway to north of Ambassador Caffery Parkway as part of the future I-49 South corridor. In June 2020, \$150 million was allocated for a future interchange at Ambassador Caffery Parkway and US Hwy 90. These projects are part of the Geaux South program, which is a \$2 billion construction initiative that will turn US 90 into I-49 South, connecting Lafayette with New Orleans. The Albertson's overpass has been completed and the Ambassador Caffery overpass project is approximately 50% complete.

These projects in Broussard are a very important part of the extension of I-49/US 90, known as "America's Energy Corridor" due to the location of many oil, gas, maintenance, and production companies.

With the completion of connected service roads, these new overpasses will provide better accessibility between large retail, dining, and other businesses located along this major corridor.

## Demographics

### Workforce



Labor Force (Population  
16+):  
7,323

Top Industries:  
Services  
Manufacturing

White Collar  
Workers:  
66.9%

### Household Data



# of Households:  
5,305

Median  
Household Income:  
\$81,647

Households >  
\$100K Income:  
42.2%

### Real Estate



2024 # of New  
Residential Permits:

199

Average Cost To Build New  
Residential Home:

\$304,195

### Retail Sales



2024 Taxable  
Retail Sales:

\$837,542,181



— Big Business. Small Town Charm. —



Placer.ai



# Placer Report

Jul 1, 2023 - Jun 30, 2024

Property:

BC

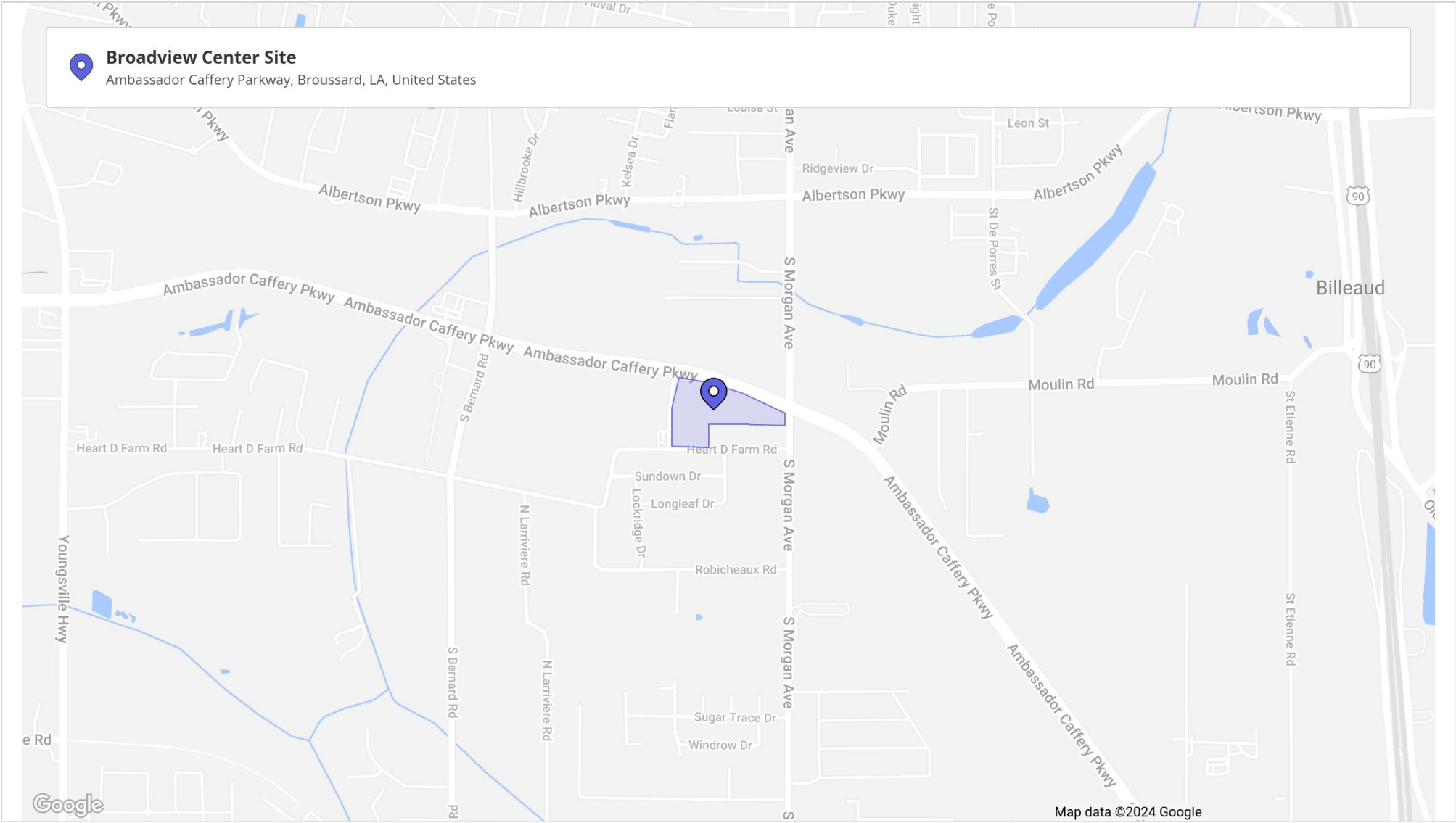
**Broadview Center Site**

1100 S Morgan Ave/101 Broad View Dr, Broussard, LA 70508



# Placer Report

Jul 1, 2023 - Jun 30, 2024



Metrics

 **Broadview Center Site**  
1100 S Morgan Ave/101 Broad View Dr, Brous...

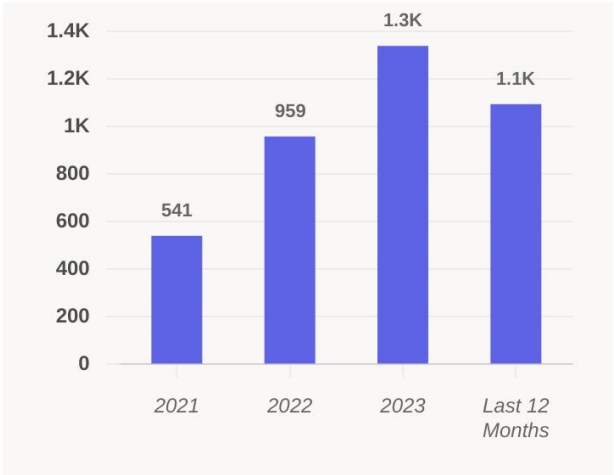
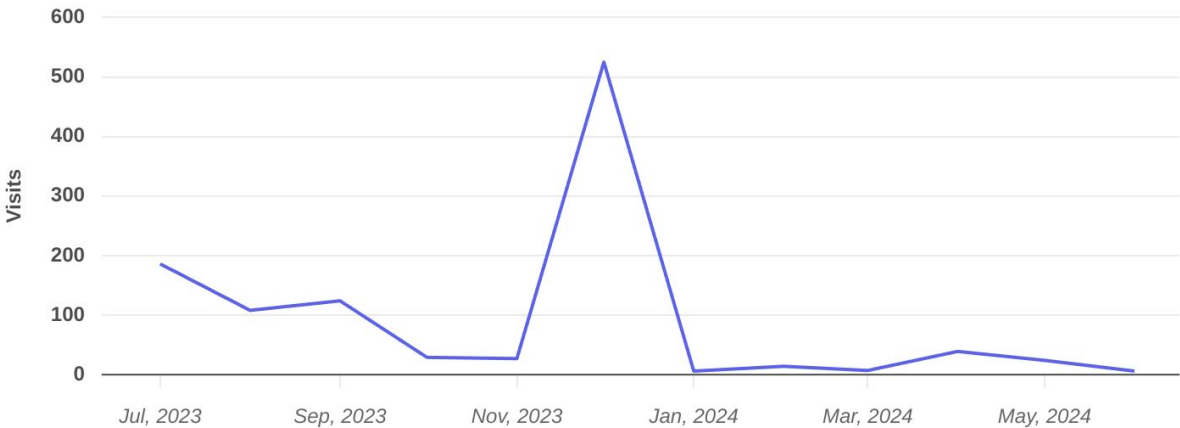
|                 |        |              |         |
|-----------------|--------|--------------|---------|
| Visits          | 1.1K   | Panel Visits | 110     |
| Visitors        | 759    | Visits YoY   | +0.1%   |
| Visit Frequency | 1.44   | Visits Yo2Y  | +194.6% |
| Avg. Dwell Time | 31 min | Visits Yo3Y  | -5.2%   |

Jul 1st, 2023 - Jun 30th, 2024  
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))



Visits Trend

**Broadview Center Site**  
S Morgan Ave/101 Broad View Dr, Broussar...

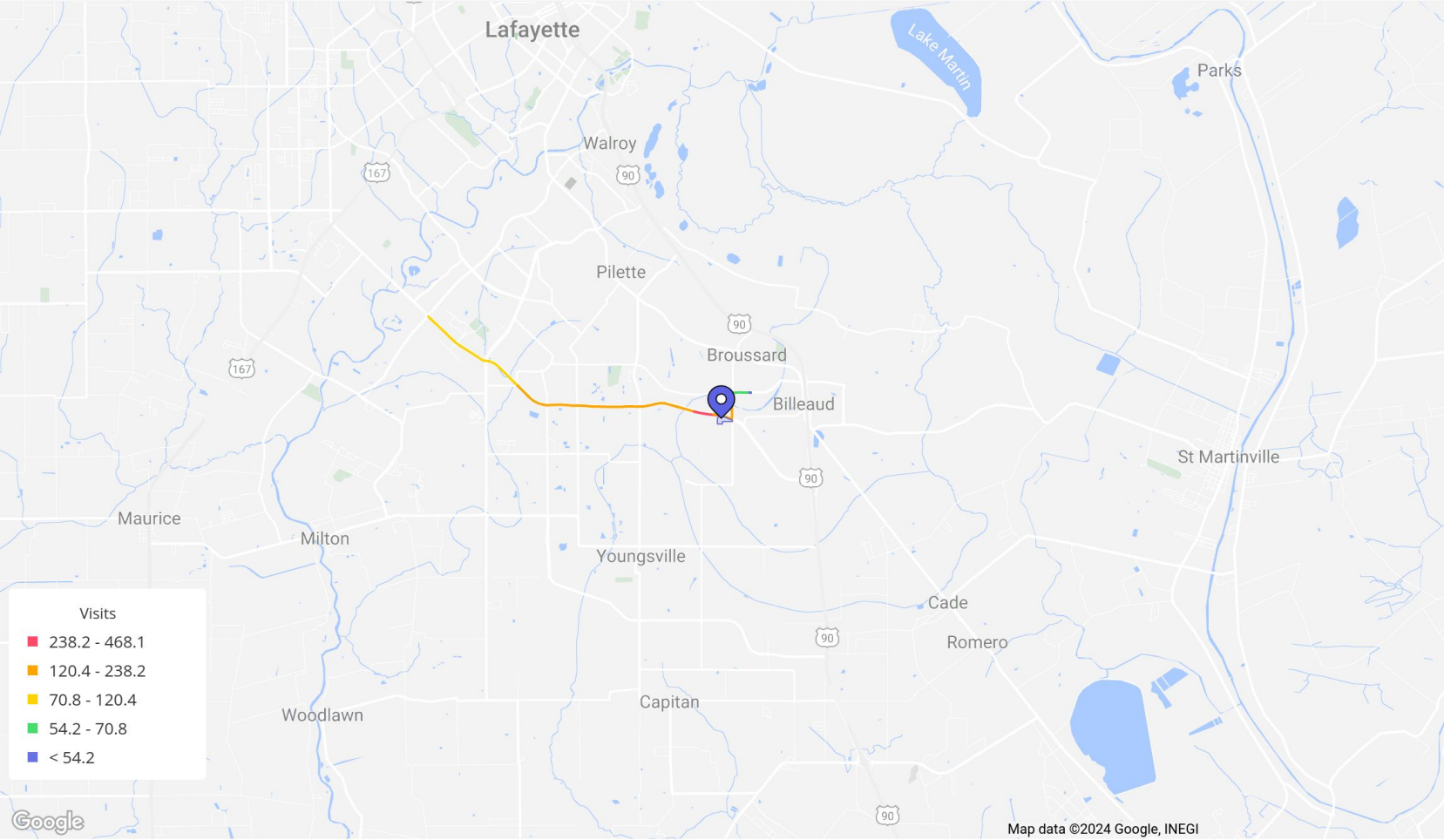


Monthly | Visits | Jul 1st, 2023 - Jun 30th, 2024  
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))





Visitor Journey - Routes



To protect individual privacy, the beginning points shown for each route are approximations and do not represent actual home locations.

Journey Direction: To Property | Jul 1st, 2023 - Jun 30th, 2024  
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))



# Placer Report

Jul 1, 2023 - Jun 30, 2024



## Prior / Post Compare

Broadview Center Site / S Morgan Ave/101 Broad View Dr, Broussard, LA

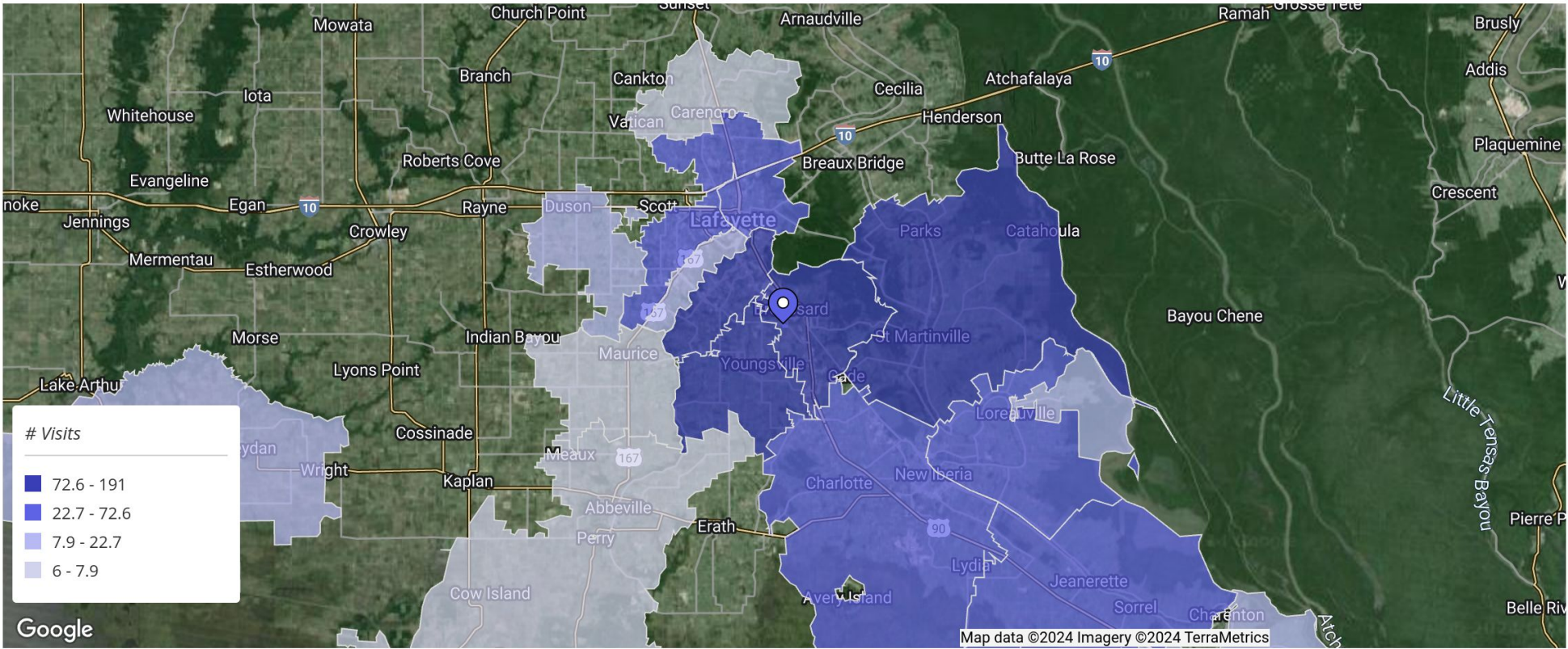
| Prior |                                                        |              | Post |                                                    |              |
|-------|--------------------------------------------------------|--------------|------|----------------------------------------------------|--------------|
| Rank  | Name                                                   | Foot-Traffic | Rank | Name                                               | Foot-Traffic |
| 1     | Fat Pat's Bar & Grill / Ambassador Caffery Pkwy, Br... | 10.2%        | 1    | On The Run Convenience / Highway 90 E, Broussar... | 6.6%         |
| 2     | Shell / Ambassador Caffery Pkwy, Broussard, LA         | 4.3%         | 2    | Louisiana Fireworks / E Main St, Broussard, LA     | 2.6%         |
| 3     | Shade Tree Cafe / S Eola Rd, Broussard, LA             | 3.1%         | 3    | McDonald's / Kaliste Saloom, Lafayette, LA         | 2.3%         |
| 4     | Dollar Tree / St Nazaire Rd, Broussard, LA             | 2.1%         | 4    | SONIC Drive In / Albertson Parkway, Broussard, LA  | 2.3%         |
| 5     | Kohl's / Ambassador Caffery Pkwy, Lafayette, LA        | 2.1%         | 5    | Walmart / Saint Nazaire Rd, Broussard, LA          | 2.3%         |
| 6     | Academy Sports + Outdoors / Ambassador Caffery ...     | 2.1%         | 6    | Shell / Ambassador Caffery Pkwy, Broussard, LA     | 1.9%         |
| 7     | Quest Pediatric Dentistry-S. Troy Miller, DDS / Bea... | 1.9%         | 7    | Dollar General / Pinhook Rd, Broussard, LA         | 1.9%         |
| 8     | Shell / Albertson Pkwy, Broussard, LA                  | 1.7%         | 8    | Walmart / Ambassador Caffery Pkwy, Lafayette, LA   | 1.8%         |
| 9     | RaceTrac / Youngsville Hwy, Broussard, LA              | 1.7%         | 9    | Dollar General / Fortune Rd, Youngsville, LA       | 1.6%         |
| 10    | Christian Brothers Automotive / Johnston Street, L...  | 1.7%         | 10   | Exxon / SE Evangeline Thruway, Broussard, LA       | 1.6%         |

Jul 1st, 2023 - Jun 30th, 2024  
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))



Visitors By Origin

**Broadview Center Site**  
1100 S Morgan Ave/101 Broad View Dr, Brous...



# Placer Report

Jul 1, 2023 - Jun 30, 2024



**Broadview Center Site**  
1100 S Morgan Ave/101 Broad View Dr, Brous...

| Zipcode / City                 | Visits<br>(% of Total) |
|--------------------------------|------------------------|
| 70518<br>Broussard, LA         | 191 (17.4%)            |
| 70508<br>Lafayette, LA         | 166 (15.2%)            |
| 70592<br>Youngsville, LA       | 117 (10.7%)            |
| 70582<br>Saint Martinville, LA | 74 (6.7%)              |
| 70563<br>New Iberia, LA        | 72 (6.6%)              |
| 70544<br>Jeanerette, LA        | 69 (6.3%)              |
| 70560<br>New Iberia, LA        | 66 (6%)                |
| 70507<br>Lafayette, LA         | 46 (4.2%)              |
| 70506<br>Lafayette, LA         | 46 (4.2%)              |
| 70810<br>Baton Rouge, LA       | 28 (2.5%)              |

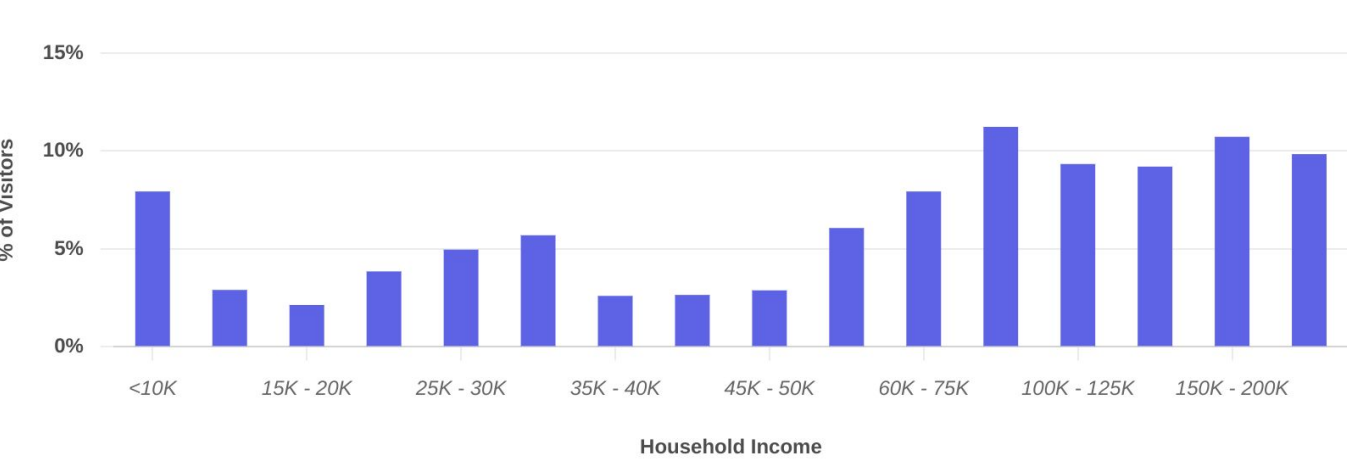
Jul 1st, 2023 - Jun 30th, 2024  
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))





Household Income

**Broadview Center Site**  
1100 S Morgan Ave/101 Broad View Dr, Bro...



|                |     |
|----------------|-----|
| Average Income | 98K |
| Median Income  | 76K |

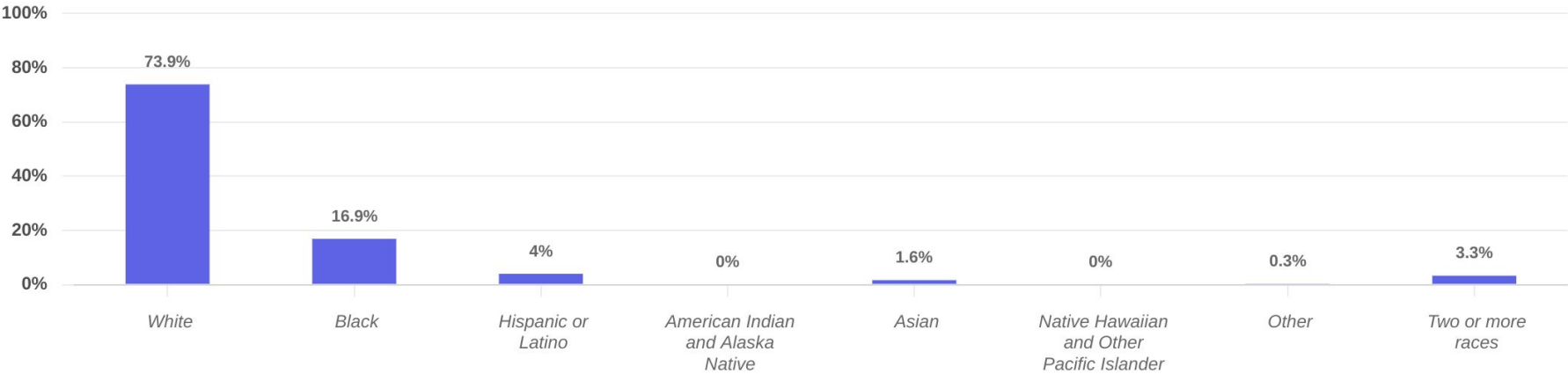
\*Demographics are based on a True Trade Area capturing 70% of visits | Data source: Census 2022

Jul 1st, 2023 - Jun 30th, 2024  
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))



Ethnicity

**Broadview Center Site**  
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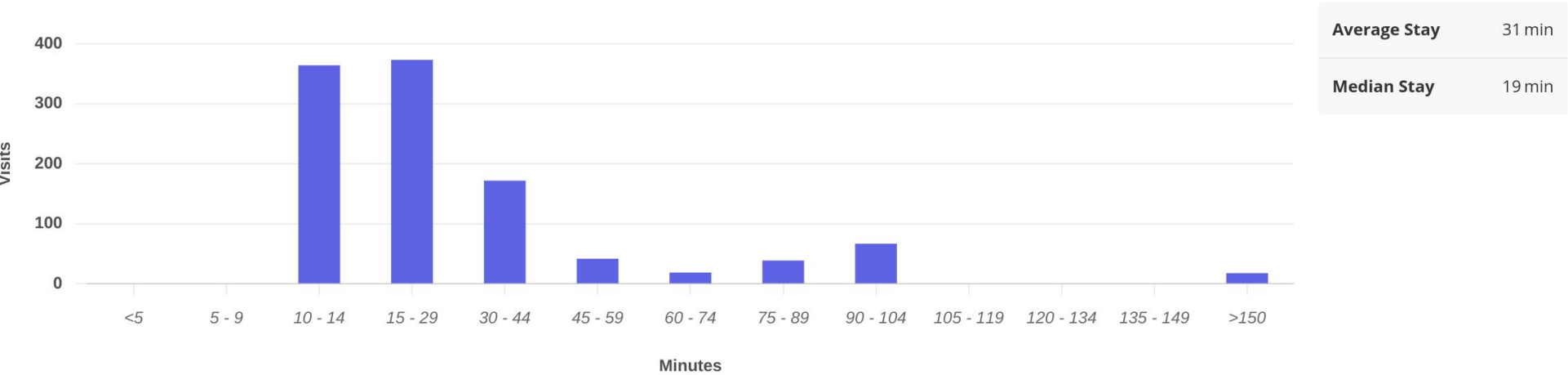
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Visit Duration

**Broadview Center Site**  
1100 S Morgan Ave/101 Broad View Dr, Brou...

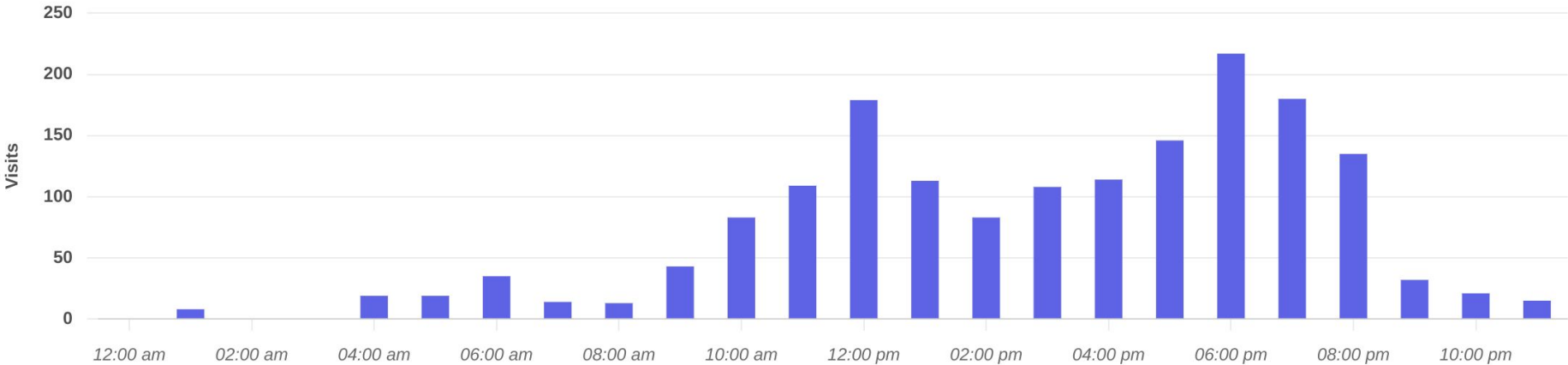


Visits | Jul 1st, 2023 - Jun 30th, 2024  
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))



Hourly Visits

**Broadview Center Site**  
1100 S Morgan Ave/101 Broad View Dr, Bro...



Visits | Jul 1st, 2023 - Jun 30th, 2024  
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))





Favorite Places

Broadview Center Site / S Morgan Ave/101 Broad View Dr, Broussard, LA

| Rank | Name                                                                          | Distance | Visitors    |
|------|-------------------------------------------------------------------------------|----------|-------------|
| 1    | River Marketplace / 4313 Ambassador Caffery Pkwy, Lafayette, LA 70508         | 5.2 mi   | 613 (80.8%) |
| 2    | Ambassador Town Center / 4535 Ambassador Caffery Pkwy, Lafayette, LA 70508    | 4.9 mi   | 610 (80.4%) |
| 3    | Walmart / 123 Saint Nazaire Rd, Broussard, LA 70518                           | 1.7 mi   | 553 (72.9%) |
| 4    | Crossroads Annex / 609 Settlers Trace Blvd, Lafayette, LA 70508               | 5.3 mi   | 493 (65%)   |
| 5    | Target / 4313 Ambassador Caffery Pkwy, Lafayette, LA 70508                    | 5.2 mi   | 490 (64.6%) |
| 6    | RaceTrac / 5100 Ambassador Caffery Pkwy, Lafayette, LA 70508                  | 3.9 mi   | 464 (61.1%) |
| 7    | Walmart / 2428 W Pinhook Rd, Lafayette, LA 70508                              | 3.9 mi   | 422 (55.6%) |
| 8    | Academy Sports + Outdoors / 4232 Ambassador Caffery Pkwy, Lafayette, LA 70508 | 5.5 mi   | 420 (55.3%) |
| 9    | Ambassador Crossing / 4235 Ambassador Caffery Pkwy, Lafayette, LA 70508       | 5.5 mi   | 420 (55.3%) |
| 10   | University of Louisiana / 104 E University Ave, Lafayette, LA 70504           | 6.4 mi   | 417 (54.9%) |

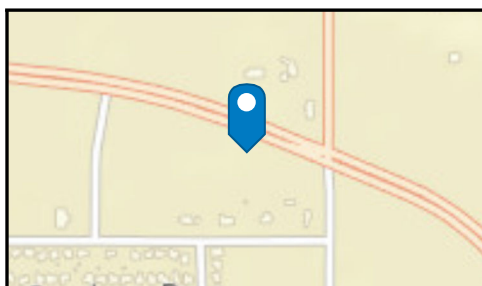
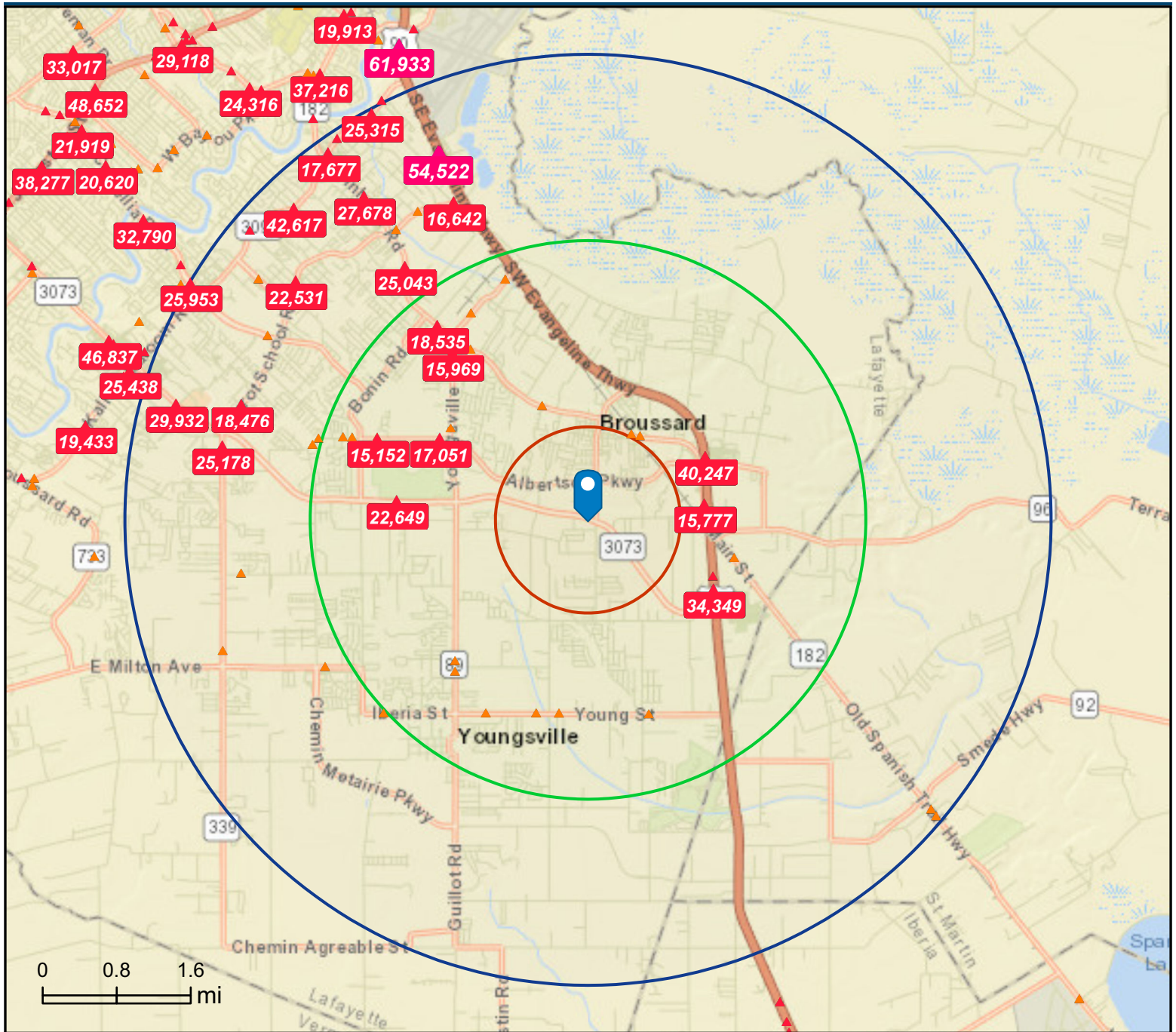
Category: All Categories | Min. Visits: 1 | Jul 1st, 2023 - Jun 30th, 2024  
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))



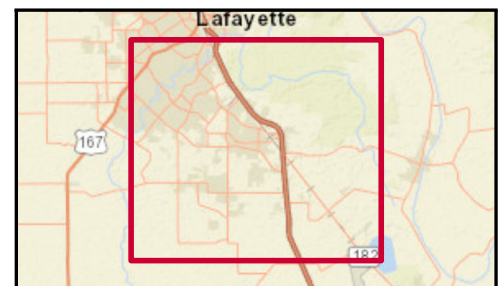
## Traffic Count Map

7134-7248 Ambassador Caffery Pkwy  
7134-7248 Ambassador Caffery Pkwy, Broussard, Louisiana, 70518  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 30.13207  
Longitude: -91.96660



**Average Daily Traffic Volume**  
 ▲ Up to 6,000 vehicles per day  
 ▲ 6,001 - 15,000  
 ▲ 15,001 - 30,000  
 ▲ 30,001 - 50,000  
 ▲ 50,001 - 100,000  
 ▲ More than 100,000 per day



Source: ©2024 Kalibrate Technologies (Q2 2024).

August 08, 2024