



RETAIL READY SITE REPORT

700 – 1000 BLOCK SAINT NAZAIRE RD, BROUSSARD, LA



For more information about this site report, contact LEDA at
RetailReady@Lafayette.org

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LEDA
LAFAYETTE ECONOMIC
DEVELOPMENT AUTHORITY

700 – 1000 BLOCK SAINT NAZAIRE RD, BROUSSARD, LA



— Site Boundary

Site Specifications:

Size: 35.5 Acres

Site Contact:

Peggy Voorhies
(337) 280 - 0566
office@egvoorhies.com

Leila Bellow
(337) 334 - 6063
leila@labelllow.com

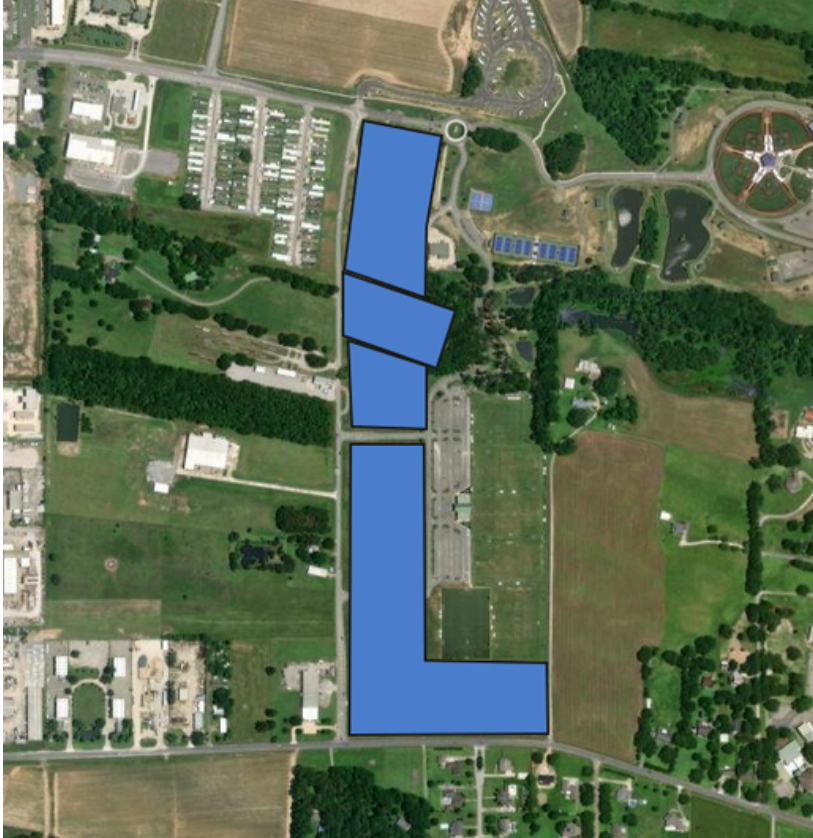


— Electricity
— Water
— Sewer
— Gas Service
— Internet/Fiber

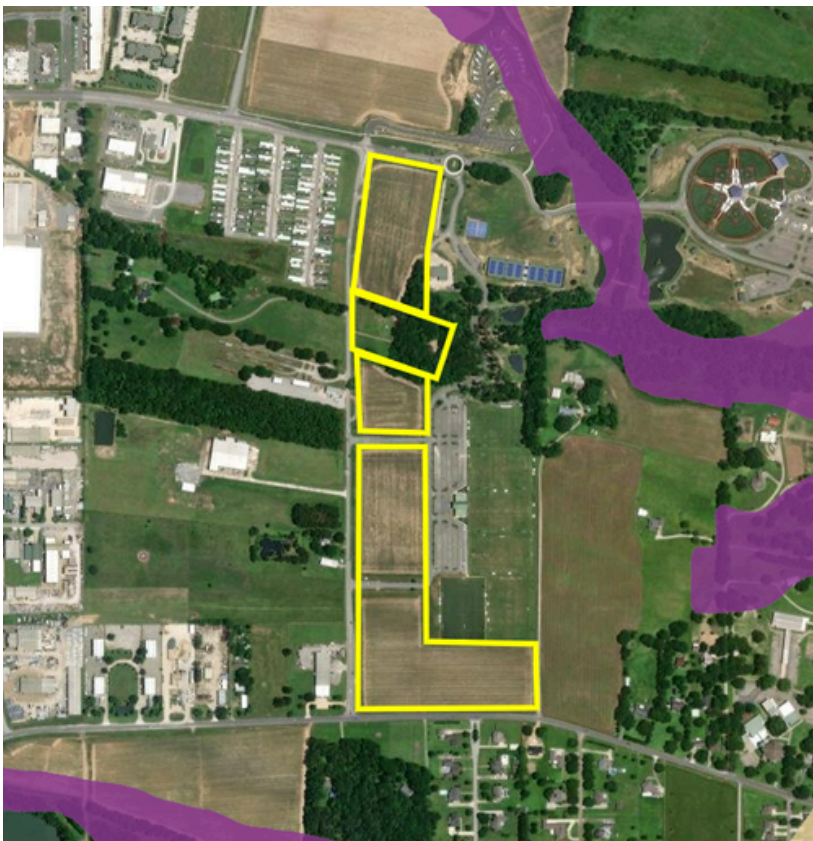
Utility Providers:

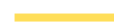
- **Electricity:** SLEMCO
 - Brennan Breaux
 - (337) 886-3334
- **Water/Sewer:** City of Broussard
 - (337) 837-6681 ext.8
- **Gas Service:** Centerpoint
 - Alaina Hebert
 - (337) 373-1505
- **Internet/Fiber:** AT&T
 - Levar Greenhouse
 - (225) 382-0045
 - Terrance Richard
 - (337) 456-4400

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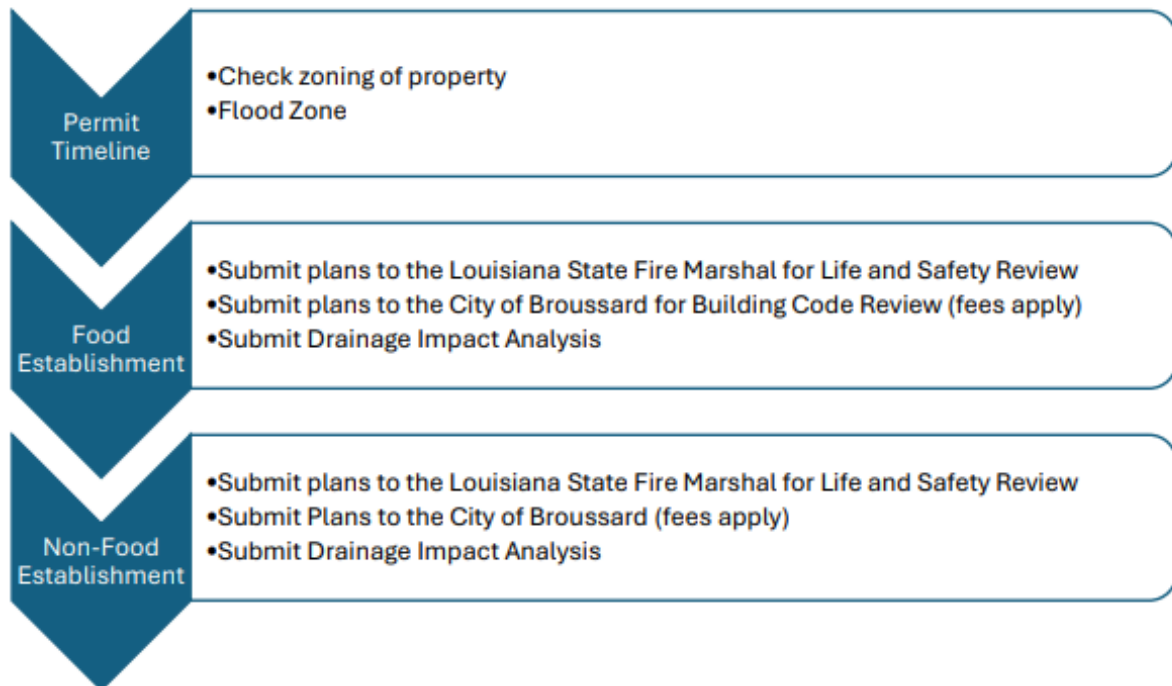
 Zoning: PENDING



 Flood Zone X:
Area of minimal
flood hazard

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.

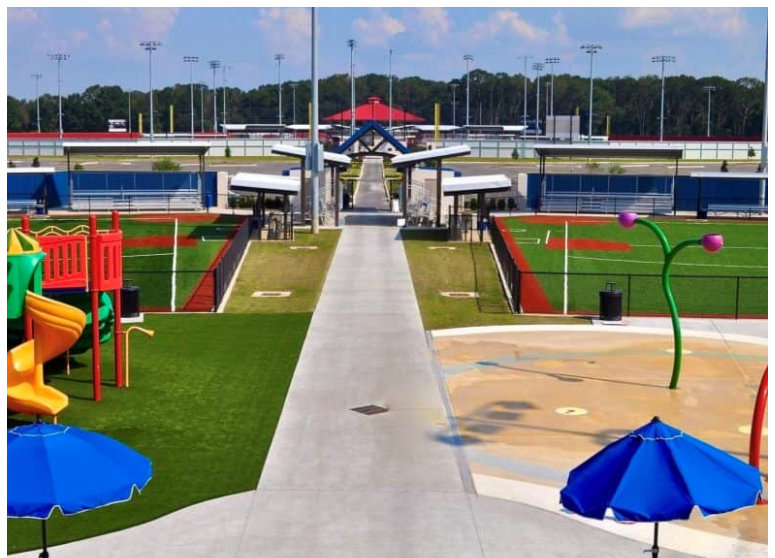
Zero

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

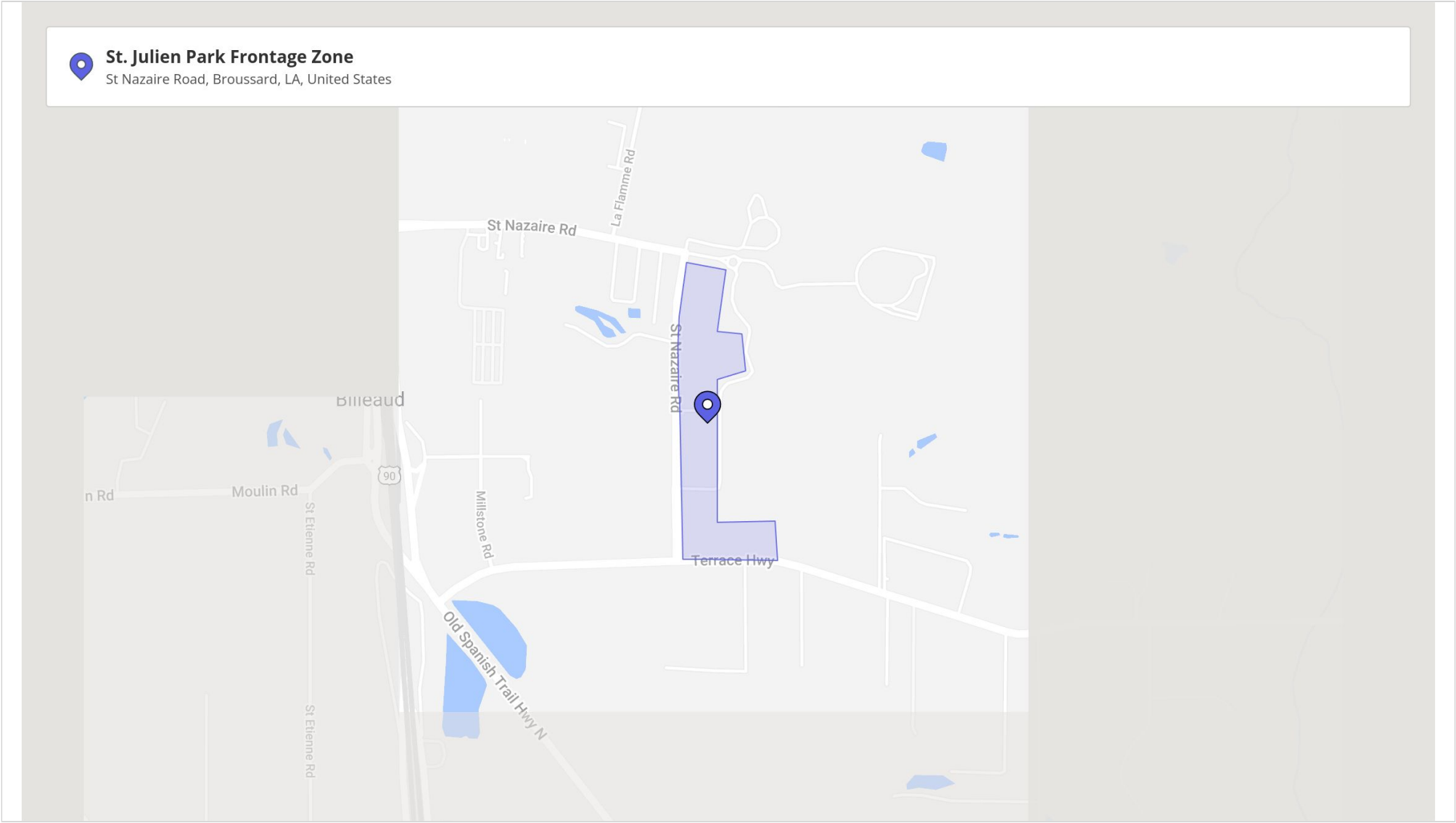
Jul 1, 2023 - Jun 30, 2024

Property:

SJ

St. Julien Park Frontage Zone

700 - 1000 Block Saint Nazaire Rd, Broussard, LA 70518



Metrics

 **St. Julien Park Frontage Zone**
700 - 1000 Block Saint Nazaire Rd, Broussard, ...

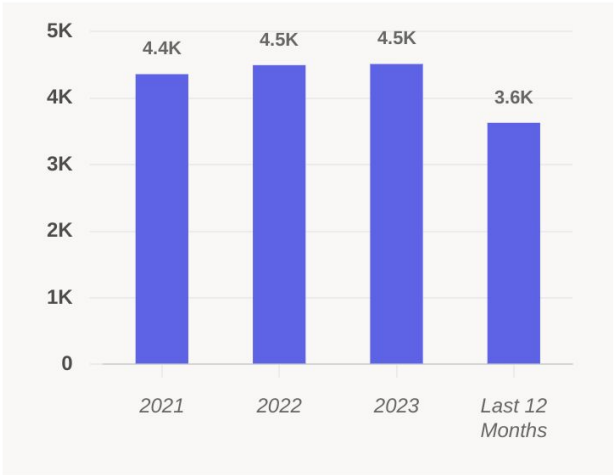
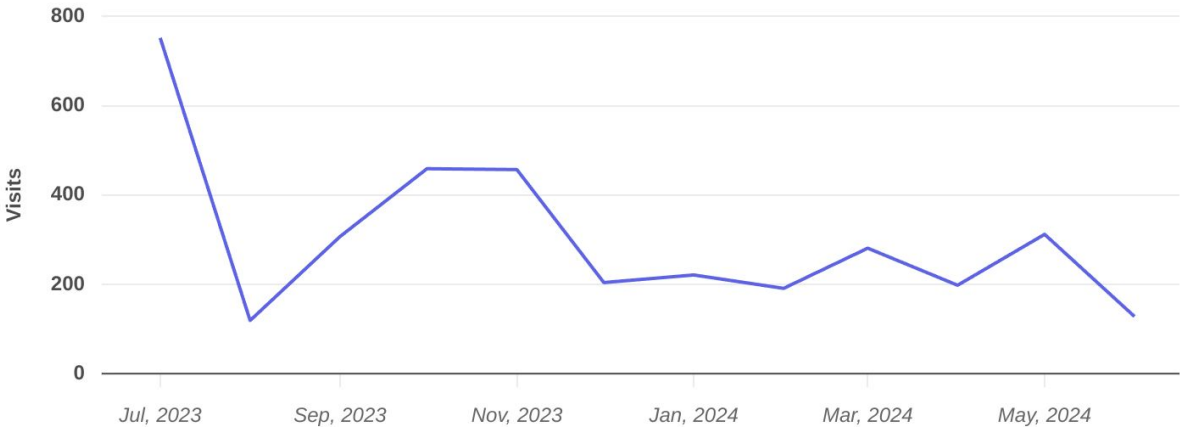
Visits	3.6K	Panel Visits	369
Visitors	2.6K	Visits YoY	-16.9%
Visit Frequency	1.38	Visits Yo2Y	-9.3%
Avg. Dwell Time	29 min	Visits Yo3Y	-34.4%

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



Visits Trend

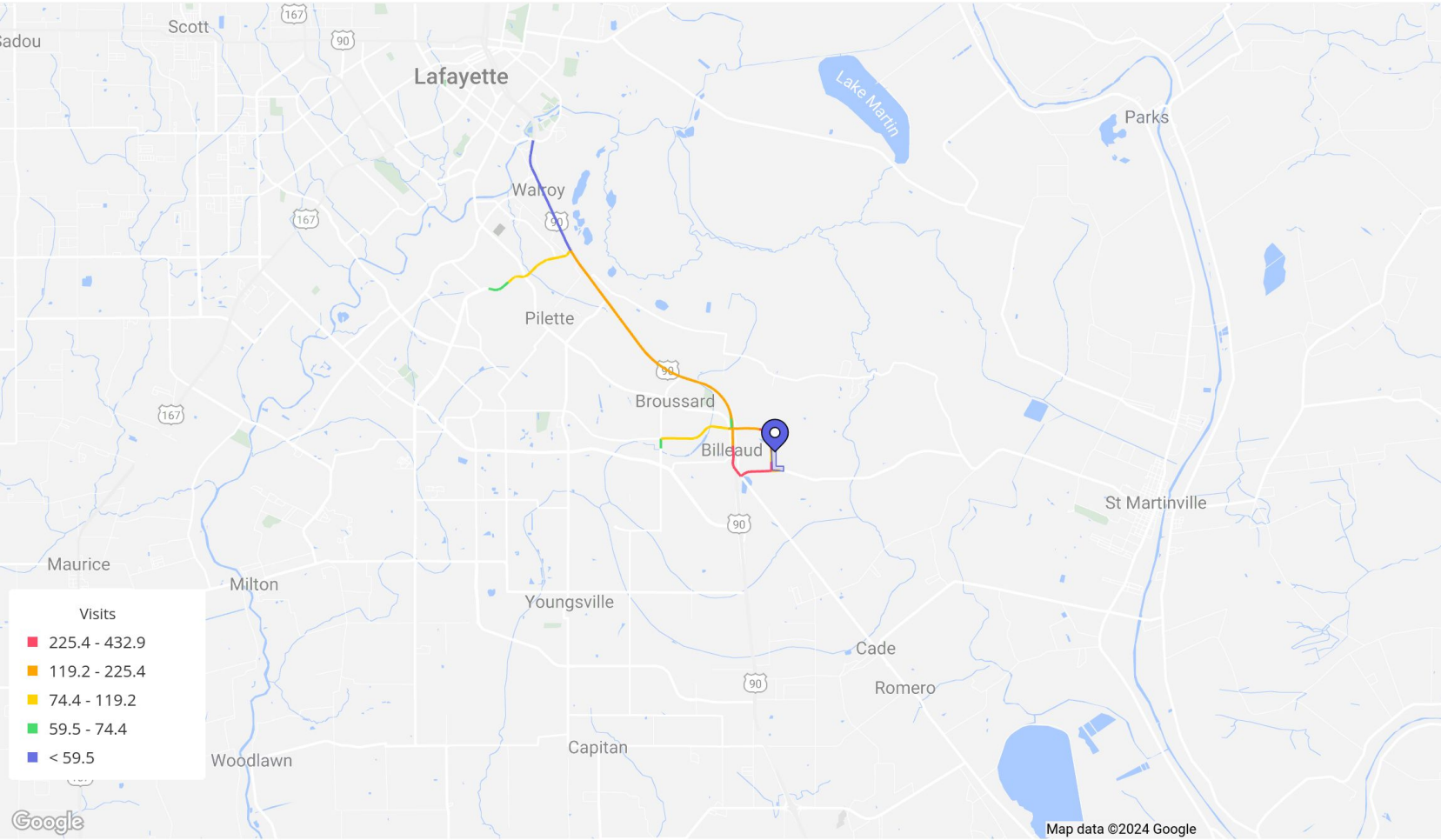
● St. Julien Park Frontage Zone
Broussard, LA



Monthly | Visits | Jul 1st, 2023 - Jun 30th, 2024
Data provided by Placer Labs Inc. (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)



Placer Report

Jul 1, 2023 - Jun 30, 2024



Prior / Post Compare

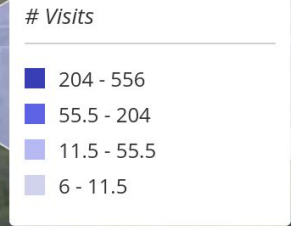
St. Julien Park Frontage Zone / Broussard, LA

Prior			Post		
Rank	Name	Foot-Traffic	Rank	Name	Foot-Traffic
1	Ray Oil Tool Co.,Inc. / Highway 96, Broussard, LA	11.1%	1	Broussard Sports Complex at St. Julien Park / St. N...	7.7%
2	Broussard Sports Complex at St. Julien Park / St. N...	7.6%	2	The Home Depot / Saint Nazaire Rd, Broussard, LA	4.6%
3	Raising Cane's Chicken Fingers / St Nazaire Rd, Bro...	2.8%	3	Raising Cane's Chicken Fingers / St Nazaire Rd, Bro...	4.1%
4	SafeSource Direct, LLC / St Nazaire Rd, Broussard, LA	2.2%	4	The UPS Store / S Bernard Rd, Broussard, LA	1.6%
5	Shell / Albertson Pkwy, Broussard, LA	1.9%	5	Popeyes Louisiana Kitchen / E Saint Peter St, New I...	1.5%
6	RaceTrac / Youngsville Hwy, Broussard, LA	1.8%	6	Ray Oil Tool Co.,Inc. / Highway 96, Broussard, LA	1.4%
7	Morvants Grill III / E 2nd St, Broussard, LA	1.6%	7	Hampton Inn Broussard-Lafayette Area / E Main St...	1.4%
8	The Grand 14 - Ambassador / Kaliste Saloom Rd, La...	1.5%	8	Shell / Kaliste Saloom Rd, Lafayette, LA	1.3%
9	Circle K / Veterans Memorial Dr, Abbeville, LA	1.3%	9	RaceTrac / Ambassador Caffery Pkwy, Lafayette, LA	1.2%
10	McDonald's / E Main St, New Iberia, LA	1.3%	10	Dollar General / Main Hwy, Breaux Bridge, LA	1.1%

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● **St. Julien Park Frontage Zone**



● **St. Julien Park Frontage Zone**
700 - 1000 Block Saint Nazaire Rd, Broussard, ...

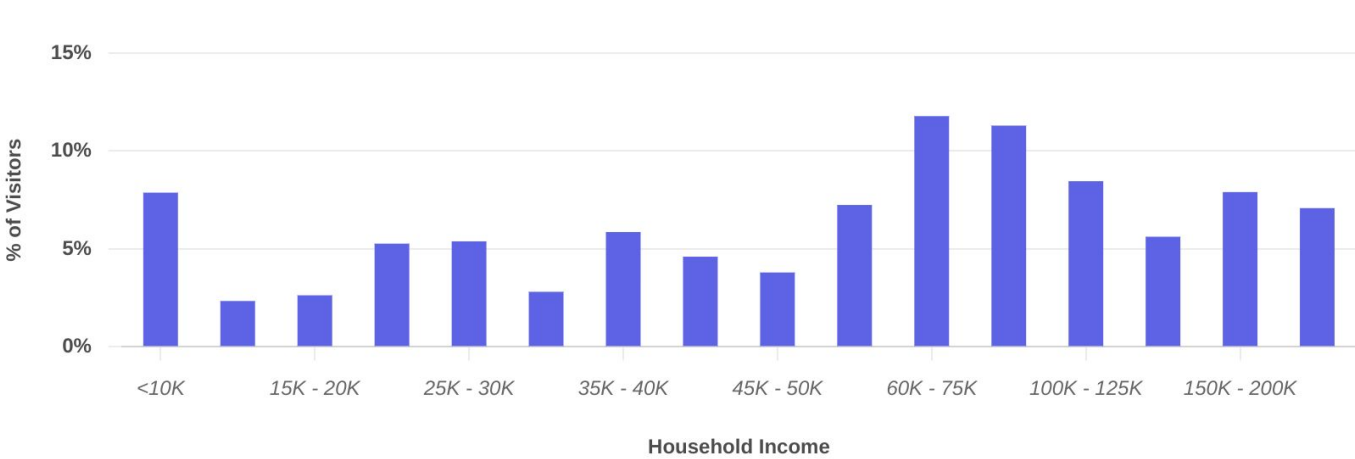
Zipcode / City	Visits (% of Total) ▾
70518 Broussard, LA	556 (15.3%)
70508 Lafayette, LA	513 (14.1%)
70592 Youngsville, LA	443 (12.2%)
70503 Lafayette, LA	218 (6%)
70560 New Iberia, LA	172 (4.7%)
70563 New Iberia, LA	168 (4.6%)
70517 Breaux Bridge, LA	161 (4.4%)
70506 Lafayette, LA	151 (4.2%)
70582 Saint Martinville, LA	133 (3.7%)
70583 Scott, LA	99 (2.7%)

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Household Income

● **St. Julien Park Frontage Zone**
700 - 1000 Block Saint Nazaire Rd, Broussar...



Average Income	85K
Median Income	63K

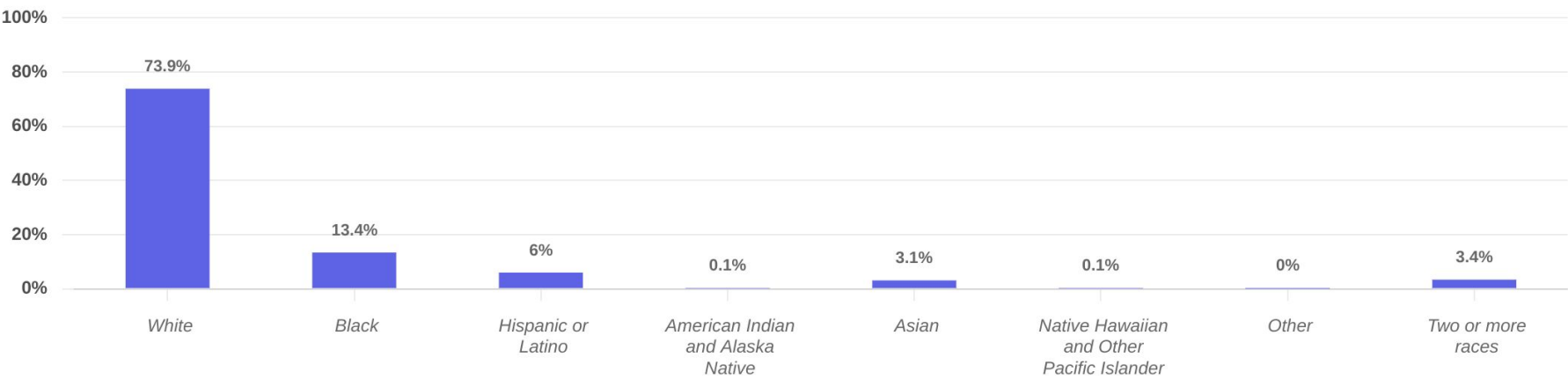
*Demographics are based on a True Trade Area capturing 70% of visits | Data source: Census 2022

Jul 1st, 2023 - Jun 30th, 2024
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Ethnicity

● St. Julien Park Frontage Zone
700 - 1000 Block Saint Nazaire Rd, Broussar...



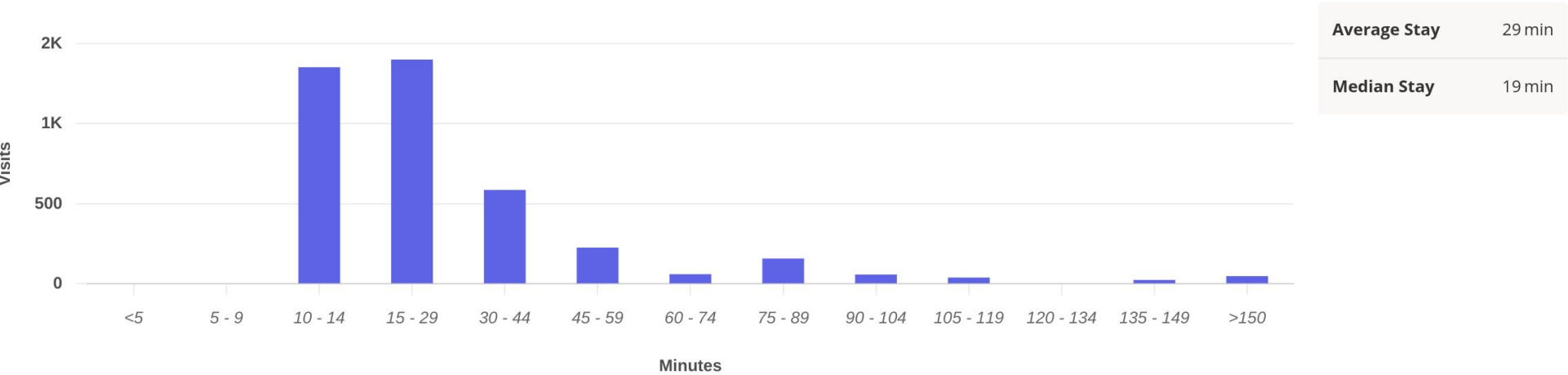
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Visit Duration

● **St. Julien Park Frontage Zone**
700 - 1000 Block Saint Nazaire Rd, Broussard, ...

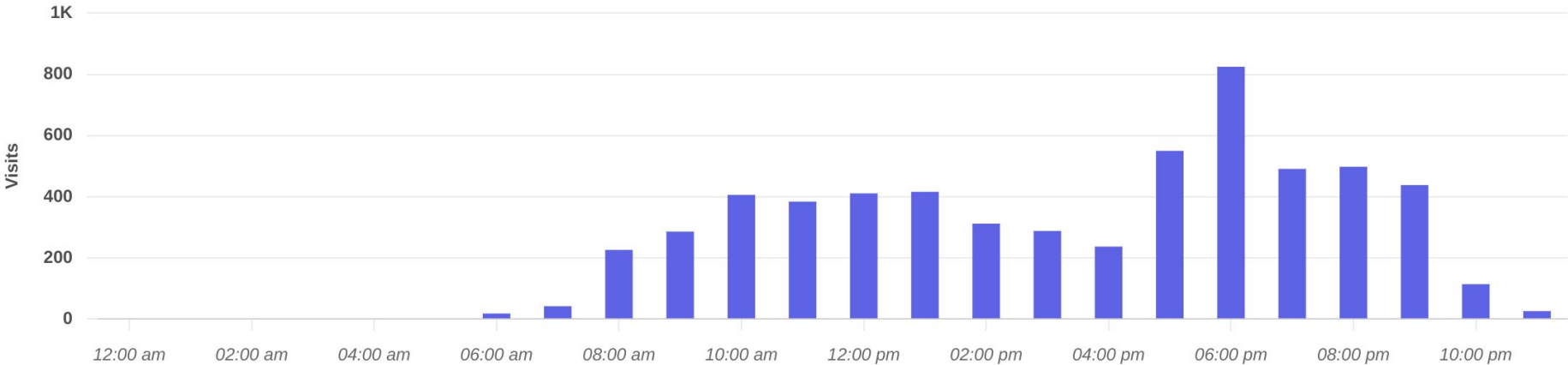


Visits | Jul 1st, 2023 - Jun 30th, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



Hourly Visits

● **St. Julien Park Frontage Zone**
700 - 1000 Block Saint Nazaire Rd, Broussar...



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



Favorite Places

St. Julien Park Frontage Zone / Broussard, LA

Rank	Name	Distance	Visitors
1	Ambassador Town Center / 4535 Ambassador Caffery Pkwy, Lafayette, LA 70508	6.8 mi	2.1K (78.7%)
2	River Marketplace / 4313 Ambassador Caffery Pkwy, Lafayette, LA 70508	7.1 mi	2K (76.9%)
3	Target / 4313 Ambassador Caffery Pkwy, Lafayette, LA 70508	7.1 mi	1.6K (61.2%)
4	Acadiana Mall / 5725 Johnston St, Lafayette, LA 70503	8.9 mi	1.6K (60.4%)
5	Academy Sports + Outdoors / 4232 Ambassador Caffery Pkwy, Lafayette, LA 70508	7.4 mi	1.5K (58.8%)
6	Walmart / 123 Saint Nazaire Rd, Broussard, LA 70518	0.9 mi	1.5K (58.7%)
7	Crossroads Annex / 609 Settlers Trace Blvd, Lafayette, LA 70508	7.2 mi	1.5K (57.3%)
8	University of Louisiana / 104 E University Ave, Lafayette, LA 70504	7.5 mi	1.5K (55.4%)
9	Stirling Lafayette Shopping Center / 3001-3221 Louisiana Avenue, Lafayette, LA 70501	9.7 mi	1.4K (54.8%)
10	Acadiana Square / 5700 Johnston St, Lafayette, LA 70503	9.1 mi	1.4K (51.4%)

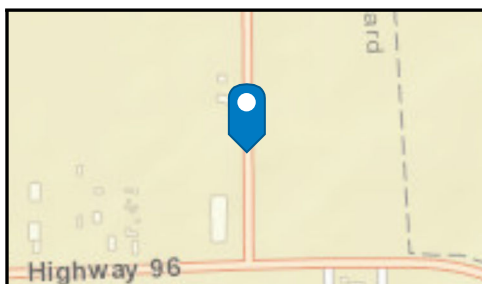
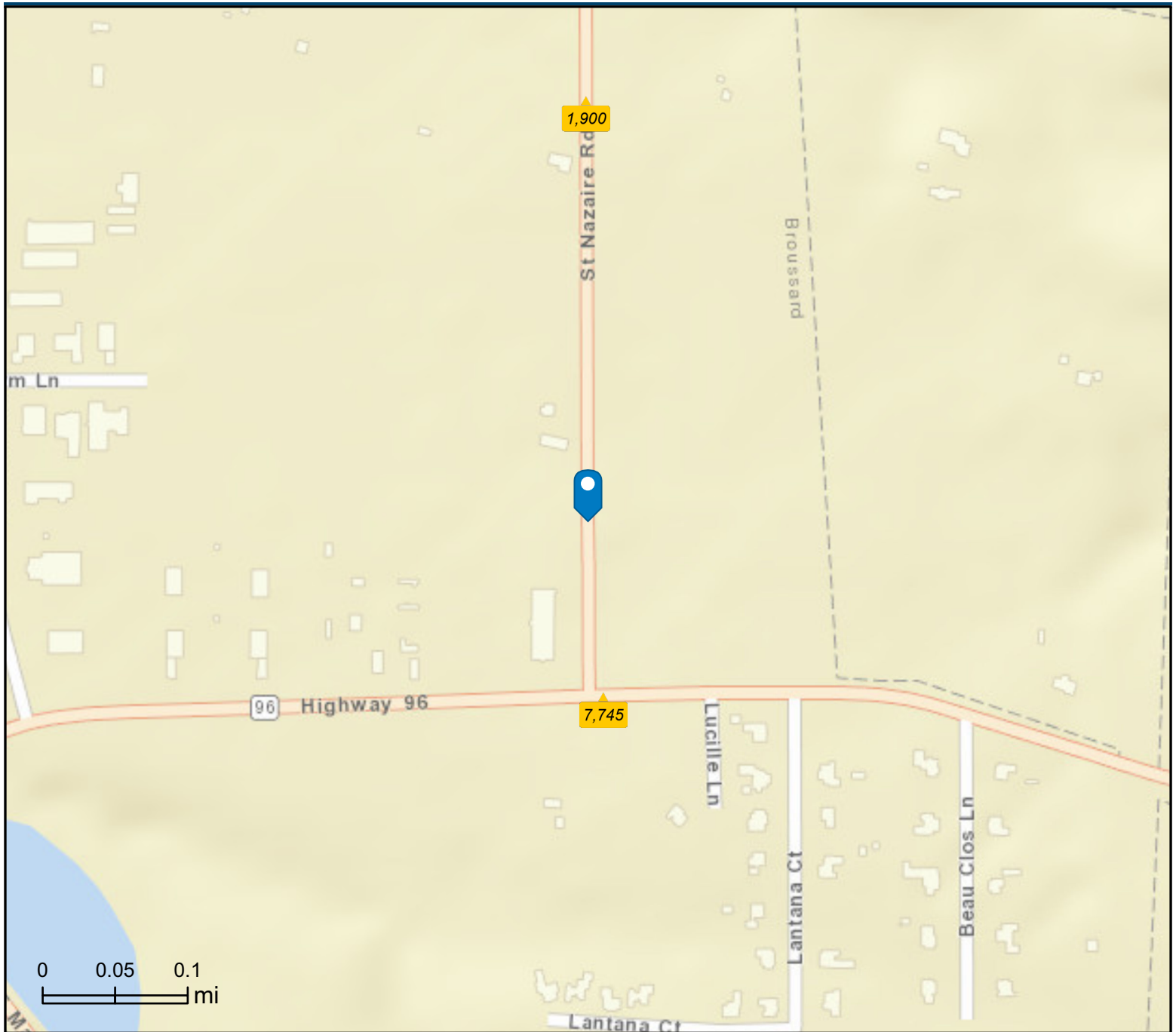
Category: All Categories | Min. Visits: 1 | Jul 1st, 2023 - Jun 30th, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



Traffic Count Map - Close Up

1000 Block of Saint Nazaire Rd, Broussard, Louisiana, 70518
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 30.13244
Longitude: -91.93489



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).

July 31, 2024