



# RETAIL READY SITE REPORT

**102 & 200 BLOCK ALBERTSON PKWY, BROUSSARD, LA**



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

# 102 & 200 BLOCK ALBERTSON PKWY, BROUSSARD, LA



— Site Boundary

## Site Specifications:

Size: 6.7 Acres

## Site Contact:

Mike Munnerlyn

[jmike@maxtecd.com](mailto:jmike@maxtecd.com)

Yvette Naquin-Guidry

(337) 501 - 3231



— Electricity

— Water

— Sewer

— Gas Service

— Internet/Fiber

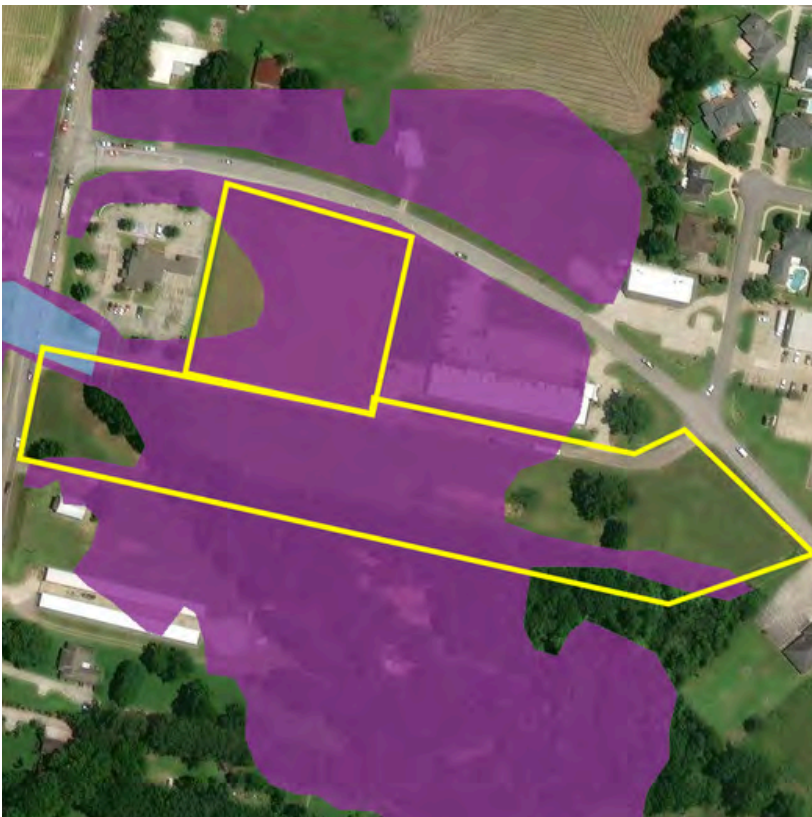
## Utility Providers:

- **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

# 102 & 200 BLOCK ALBERTSON PKWY, BROUSSARD, LA



Community Commercial  
Zoning



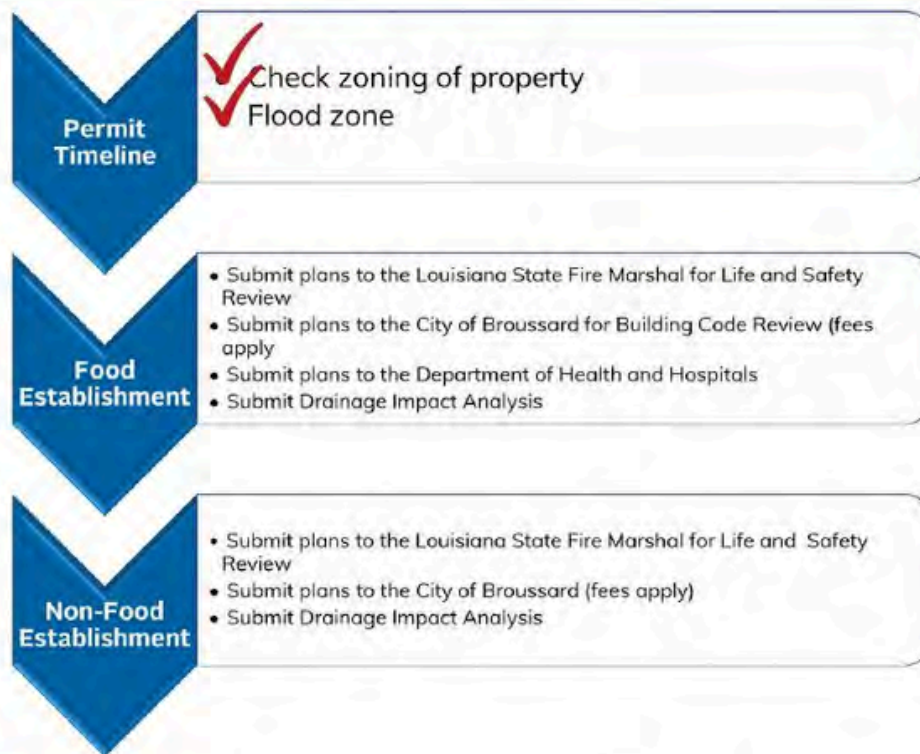
Flood Zone X:  
Area of minimal  
flood hazard



Flood Zone A:  
Area of special flood  
hazard area

## PERMIT PROCESS

Permits to be submitted to Sarah Hebert at Broussard City Hall  
shebert@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.

City of Broussard Permitting/  
Licensing Administrator:  
Sara Hebert  
337-837-6681 ext. 5  
[shebert@broussardla.com](mailto:shebert@broussardla.com)

For more information, contact  
City of Broussard Chief  
Administrative Officer  
Callie Laviolette  
337-837-6681 ext. 9  
[claviolette@broussardla.com](mailto:claviolette@broussardla.com)

City of Broussard City Manager/  
Public Works Director  
Mel Bertrand  
337-837-1226  
[mbertrand@broussardla.com](mailto:mbertrand@broussardla.com)

Floodplain Administrator  
Ben Theriot  
337-298-1295  
[ben.theriotservices@gmail.com](mailto:ben.theriotservices@gmail.com)

Broussard Fire Dept.:  
Chief Bryan Champagne  
337-837-9867  
[bchampagne@broussardfire.org](mailto:bchampagne@broussardfire.org)



With an estimated population of more than 13,000, 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



**35.16%**

## Retail Growth

In the past decade (2013-2023), retail sales have grown more than \$216 million, creating a 35.16% increase. A 40% population growth over the same time period supports the strength of Broussard's developing retail market.

**50,955**

## 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**

## Public Sports Complex

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



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.

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.

“ 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



## Demographics

### Workforce



**Labor Force**  
(Population 16+):  
7,418

**Top Industries:**  
Agriculture/Mining  
Manufacturing

**White Collar Workers:**  
67.4%

### Household Data



**# of Households:**  
5,246

**Median Household Income:**  
\$78,032

**Households > \$100K Income:**  
39.8%

### Real Estate



**2023 # of New Residential Permits:**  
687

**Average Cost To Build New Residential Home:**  
\$326,448

### Retail Sales



**2023 Taxable Retail Sales:**

**\$830,708,080**



— Big Business. Small Town Charm. —



# Placer Report

Jul 1, 2022 - Jun 30, 2024

Property:

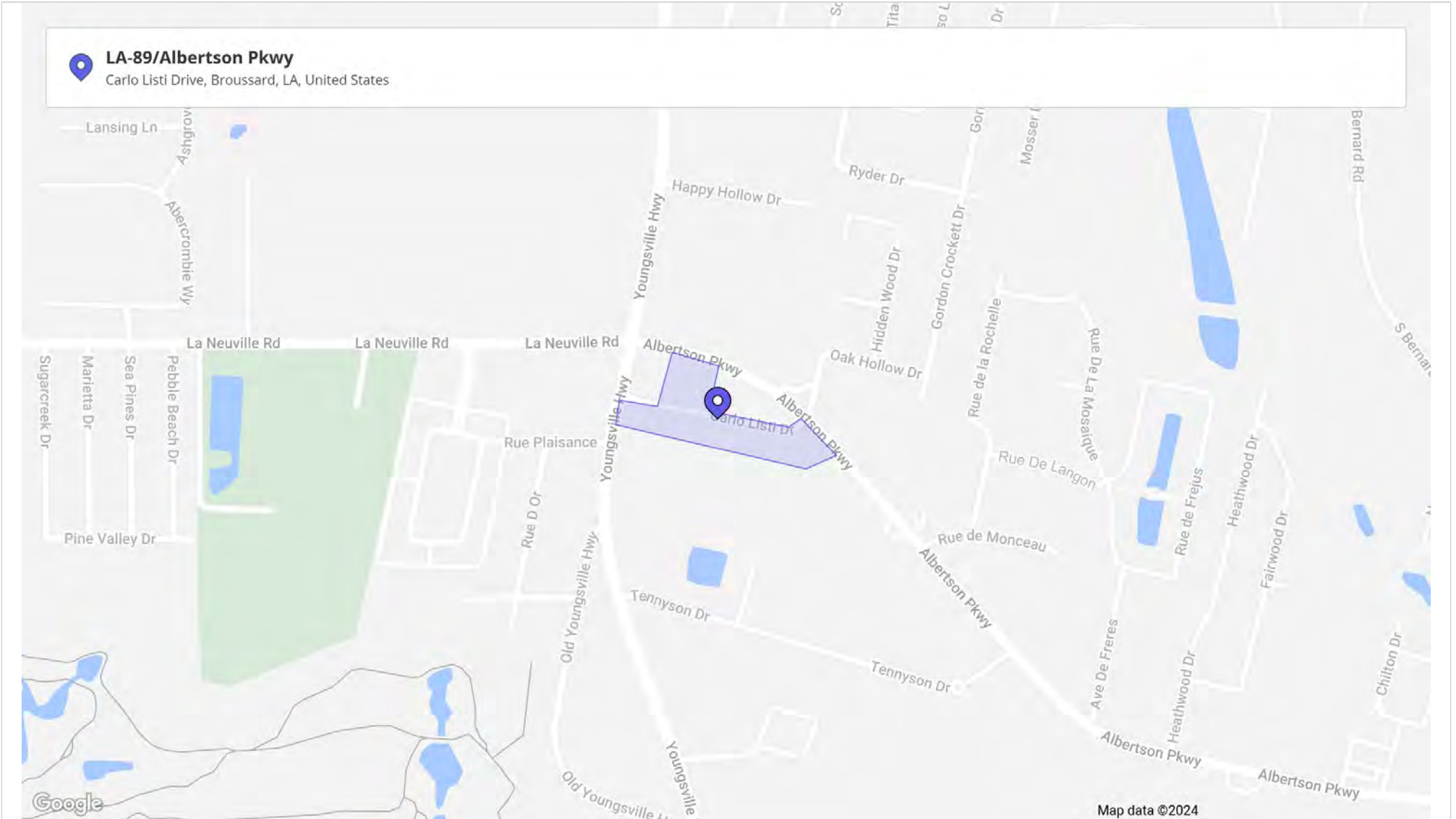
L8

**LA-89/Albertson Pkwy**

102 & 200 Block Albertson Pkwy, Broussard, LA 70518

# Placer Report

Jul 1, 2022 - Jun 30, 2024





## Metrics

**LA-89/Albertson Pkwy**  
102 & 200 Block Albertson Pkwy, Broussard, L...

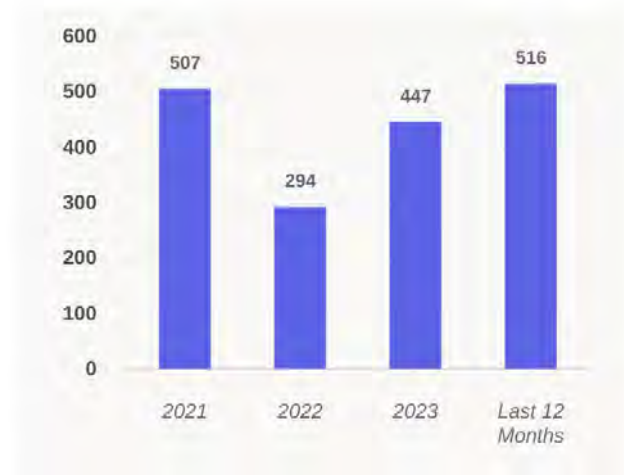
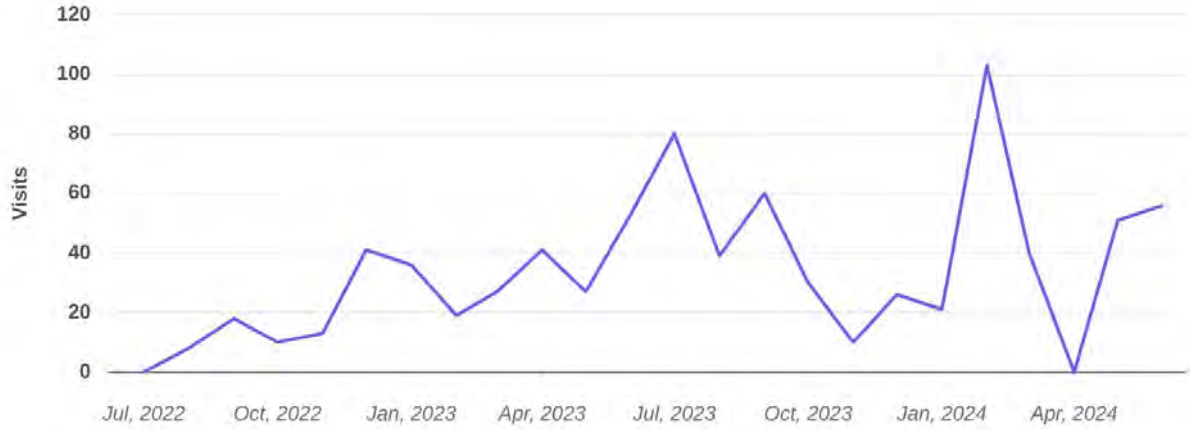
Visits	808	Panel Visits	73
Visitors	491	Visits YoY	+15.4%
Visit Frequency	1.73	Visits Yo2Y	-36.7%
Avg. Dwell Time	39 min	Visits Yo3Y	-56.3%

Jul 1st, 2022 - Jun 30th, 2024  
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))



## Visits Trend

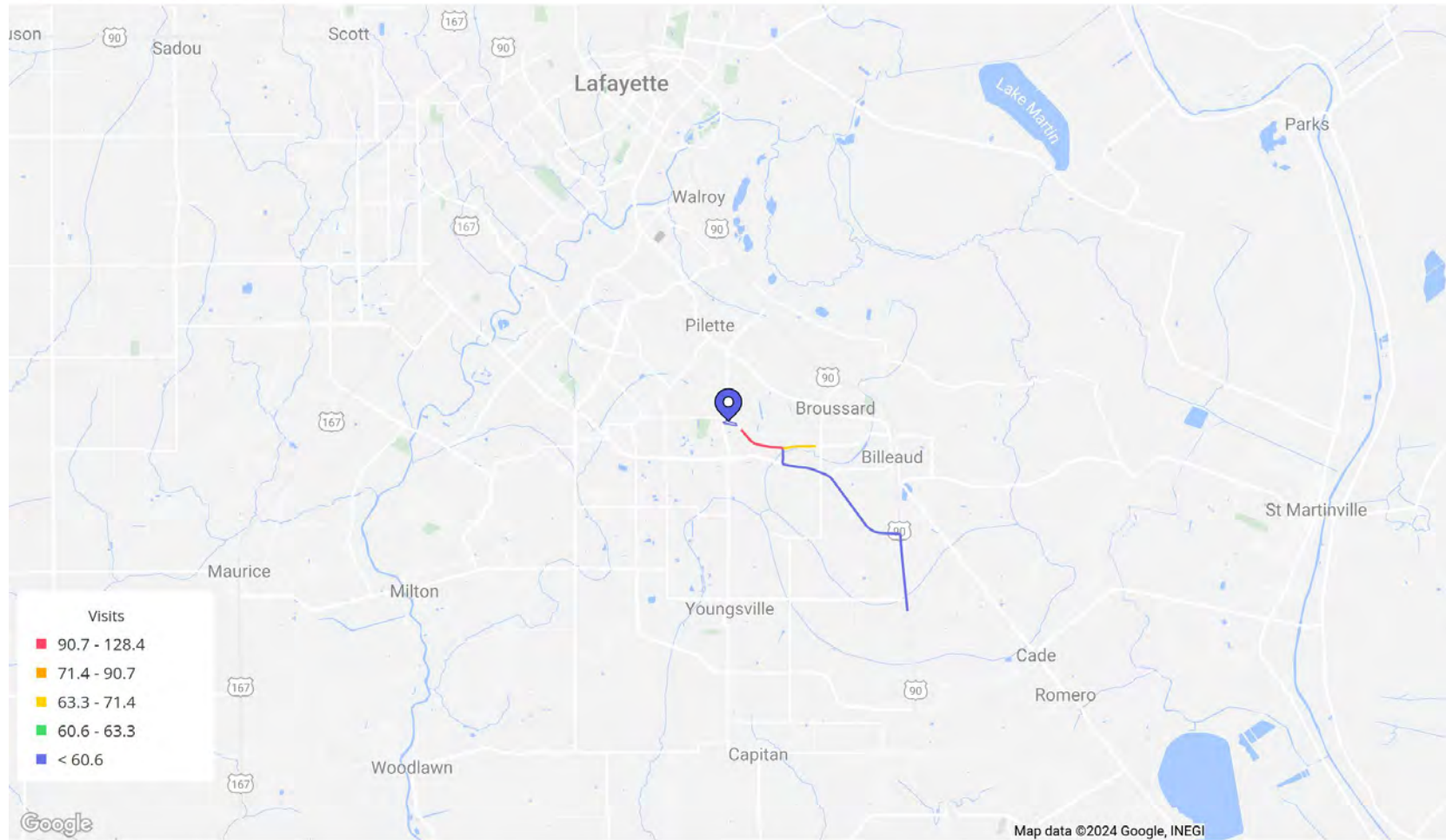
**LA-89/Albertson Pkwy**  
102 & 200 Block Albertson Pkwy, Broussard...



Monthly | Visits | Jul 1st, 2022 - 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, 2022 - Jun 30th, 2024  
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))



## Prior / Post Compare

LA-89/Albertson Pkwy / 102 & 200 Block Albertson Pkwy, Broussard, LA

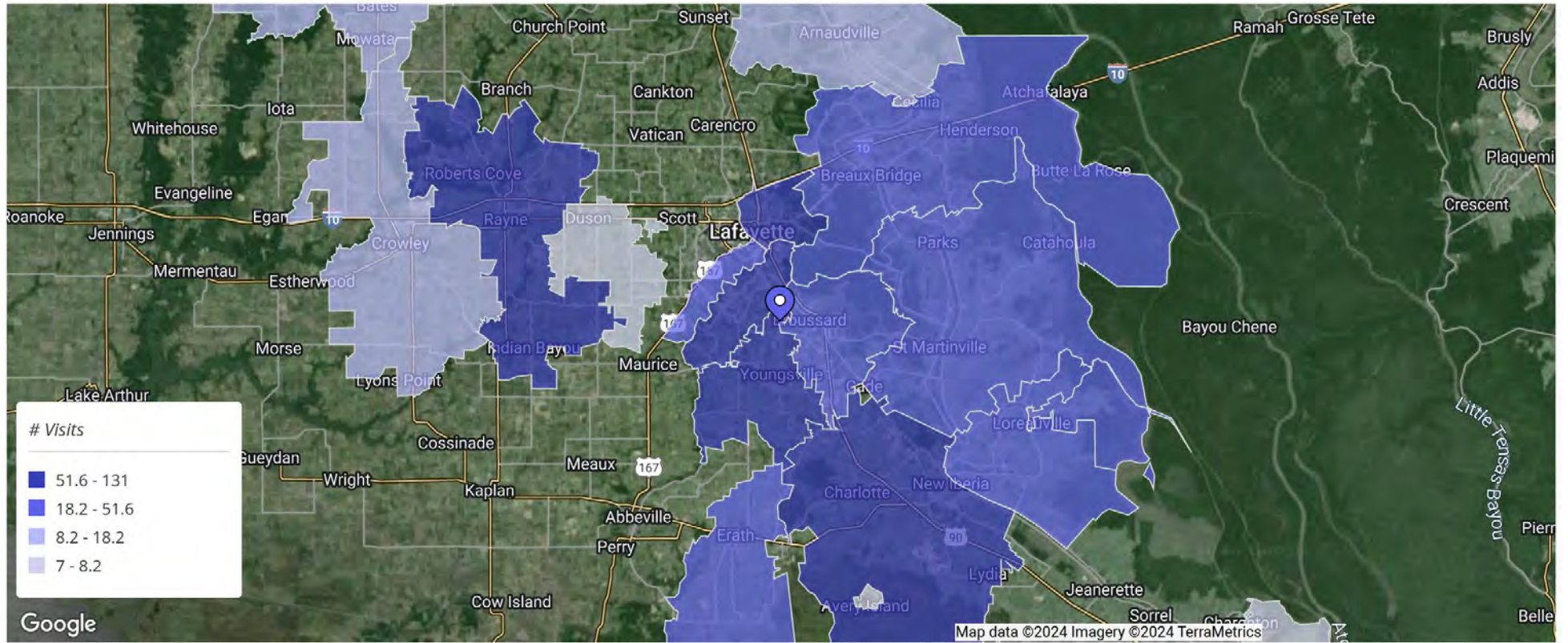
Prior			Post		
Rank	Name	Foot-Traffic	Rank	Name	Foot-Traffic
1	Fusion.Fit / Albertson Pkwy, Broussard, LA	11.4%	1	Home Bank / Albertson Pkwy, Broussard, LA	8.8%
2	Donaldson Buddy DR / Albertson Pkwy, Broussard, ...	11%	2	Chevron / West Pinhook, Lafayette, LA	5%
3	Home Bank / Albertson Pkwy, Broussard, LA	7.5%	3	Smoothie King / St Nazaire Rd, Broussard, LA	4.1%
4	Legends Pinhook / Lafayette, LA	5.5%	4	Dollar Tree / St Nazaire Rd, Broussard, LA	3.8%
5	Crystalized Fitness / Albertson Pkwy, Broussard, LA	5.2%	5	Crystalized Fitness / Albertson Pkwy, Broussard, LA	3.8%
6	Samurai Sushi Bar Two / Albertson Pkwy, Broussar...	3.1%	6	SONIC Drive In / West Pinhook Road, Lafayette, LA	3.2%
7	RaceTrac / Ambassador Caffery Pkwy, Lafayette, LA	2.8%	7	Hong Kong Buffet / St Nazaire Rd, Broussard, LA	3.1%
8	Smoothie King / St Nazaire Rd, Broussard, LA	2.8%	8	West Park Shopping Center / E Admiral Doyle Dr, N...	3.1%
9	Advance Auto Parts / W Pinhook Rd, Lafayette, LA	1.9%	9	Chase Bank / E Admiral Doyle Dr, New Iberia, LA	2.9%
10	SONIC Drive In / East Saint Peter Street, New Iberia, ...	1.9%	10	Raising Cane's Chicken Fingers / St Nazaire Rd, Bro...	2.5%

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## Visitors By Origin

- **LA-89/Albertson Pkwy**  
102 & 200 Block Albertson Pkwy, Broussard, L...



## LA-89/Albertson Pkwy

102 & 200 Block Albertson Pkwy, Broussard, L...

Zipcode / City	Visits (% of Total)
70501 Lafayette, LA	131 (16.2%)
70560 New Iberia, LA	130 (16%)
70508 Lafayette, LA	93 (11.6%)
70592 Youngsville, LA	78 (9.6%)
70578 Rayne, LA	65 (8%)
70582 Saint Martinville, LA	38 (4.7%)
70517 Breaux Bridge, LA	35 (4.3%)
70563 New Iberia, LA	34 (4.2%)
70503 Lafayette, LA	28 (3.4%)
70518 Broussard, LA	26 (3.2%)

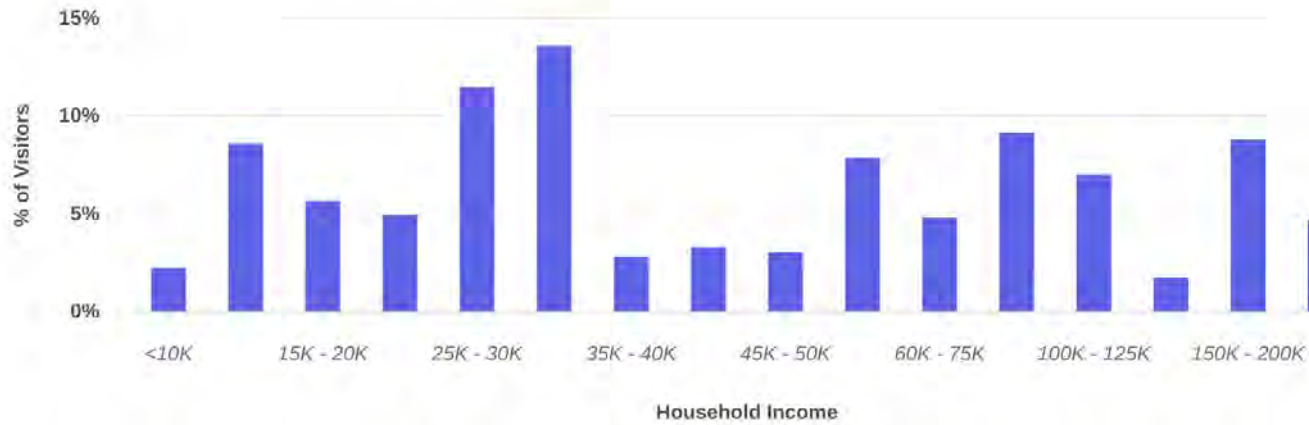
Jul 1st, 2022 - Jun 30th, 2024

Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))



## Household Income

**LA-89/Albertson Pkwy**  
102 & 200 Block Albertson Pkwy, Broussard...



**Average Income** 72K

**Median Income** 41K

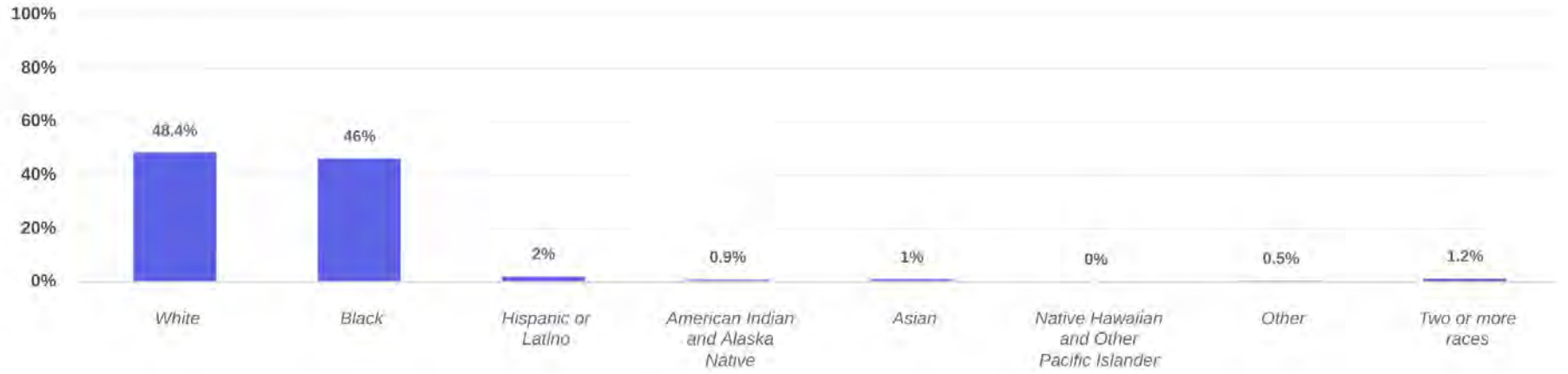
\*Demographics are based on a True Trade Area capturing 70% of visits | Data source: Census 2022

Jul 1st, 2022 - Jun 30th, 2024  
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))



## Ethnicity

**LA-89/Albertson Pkwy**  
102 & 200 Block Albertson Pkwy, Broussard...



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

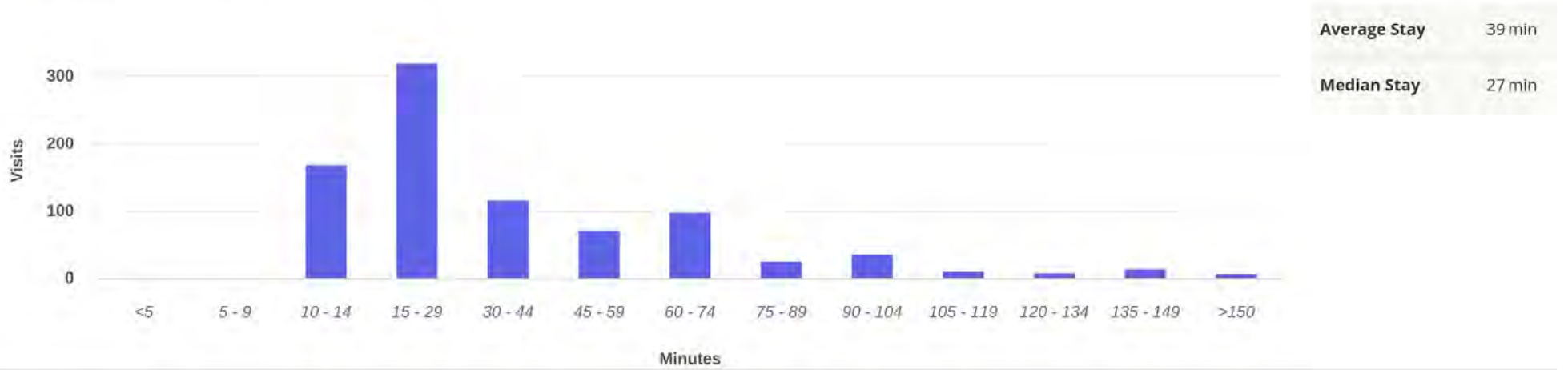
Jul 1st, 2022 - Jun 30th, 2024  
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## Visit Duration

● **LA-89/Albertson Pkwy**  
102 & 200 Block Albertson Pkwy, Broussard, L...

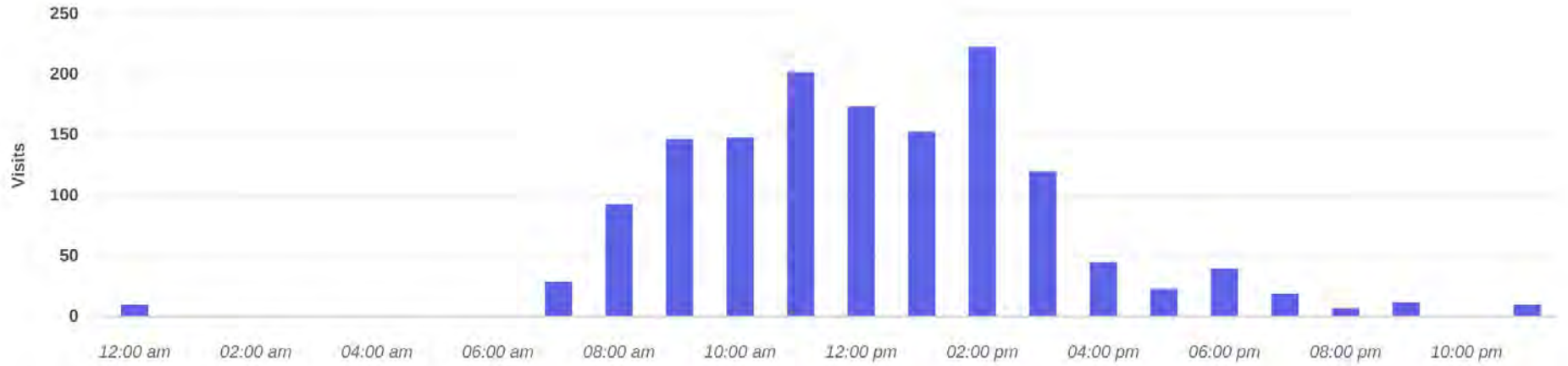


Visits | Jul 1st, 2022 - Jun 30th, 2024  
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))



## Hourly Visits

● **LA-89/Albertson Pkwy**  
102 & 200 Block Albertson Pkwy, Broussard...



Visits | Jul 1st, 2022 - Jun 30th, 2024  
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))



## Favorite Places

LA-89/Albertson Pkwy / 102 & 200 Block Albertson Pkwy, Broussard, LA

Rank	Name	Distance	Visitors
1	River Marketplace / 4313 Ambassador Caffery Pkwy, Lafayette, LA 70508	3.7 mi	447 (91%)
2	Ambassador Town Center / 4535 Ambassador Caffery Pkwy, Lafayette, LA 70508	3.4 mi	400 (81.5%)
3	Acadiana Mall / 5725 Johnston St, Lafayette, LA 70503	5.5 mi	387 (78.8%)
4	Academy Sports + Outdoors / 4232 Ambassador Caffery Pkwy, Lafayette, LA 70508	4 mi	378 (77%)
5	Walmart / 123 Saint Nazaire Rd, Broussard, LA 70518	2.8 mi	349 (71.1%)
6	Target / 4313 Ambassador Caffery Pkwy, Lafayette, LA 70508	3.7 mi	340 (69.3%)
7	Acadiana Square / 5700 Johnston St, Lafayette, LA 70503	5.8 mi	335 (68.2%)
8	Crossroads Annex / 609 Settlers Trace Blvd, Lafayette, LA 70508	3.8 mi	332 (67.6%)
9	RaceTrac / 5100 Ambassador Caffery Pkwy, Lafayette, LA 70508	2.5 mi	312 (63.5%)
10	University of Louisiana / 104 E University Ave, Lafayette, LA 70504	5.1 mi	295 (60.1%)

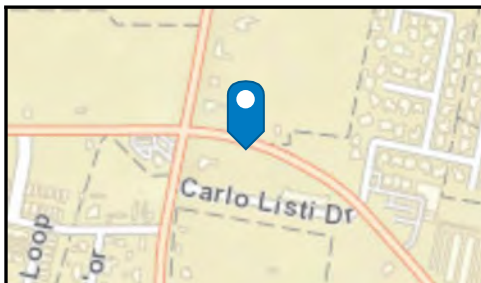
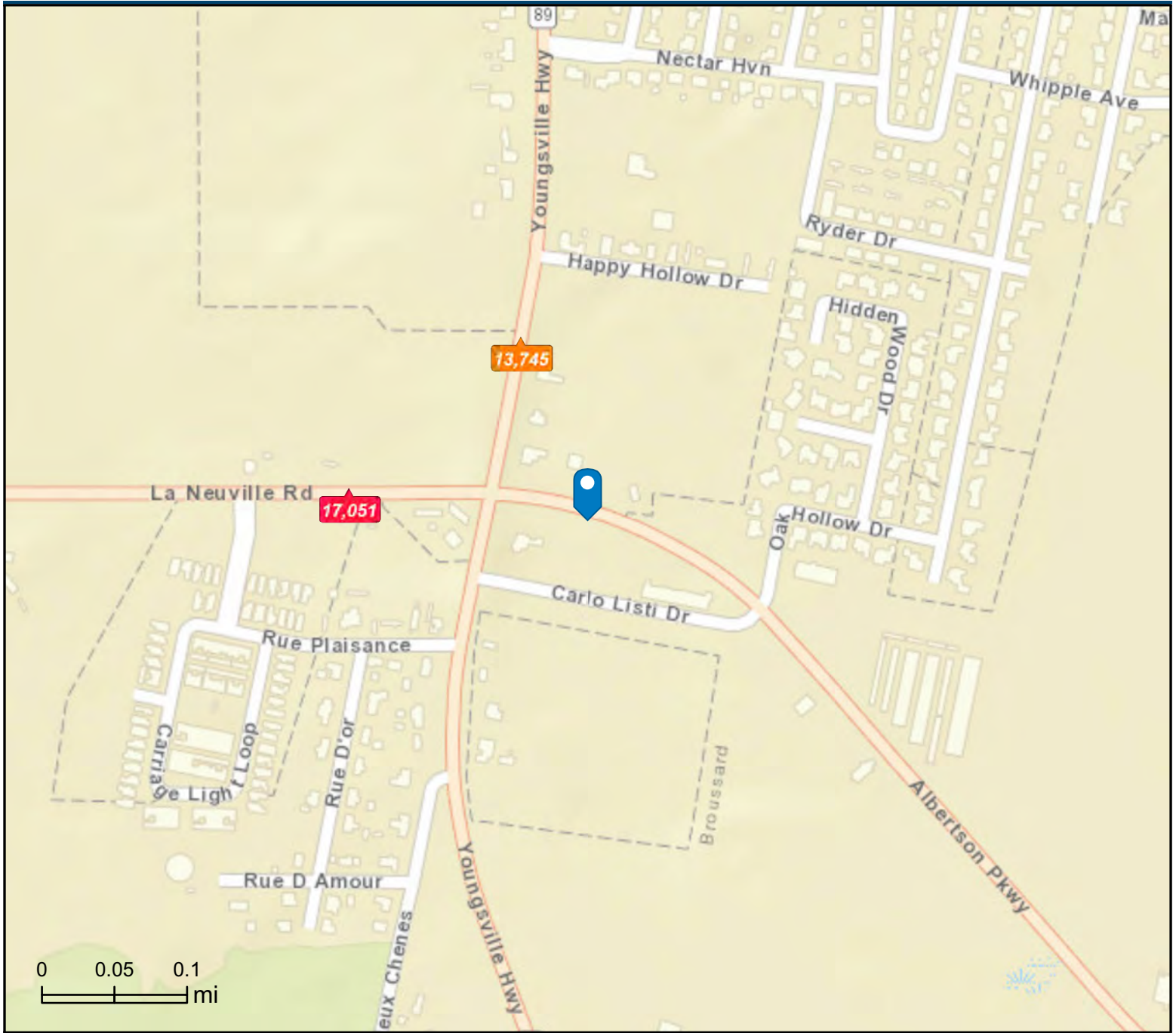
Category: All Categories | Min. Visits: 1 | Jul 1st, 2022 - Jun 30th, 2024  
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))



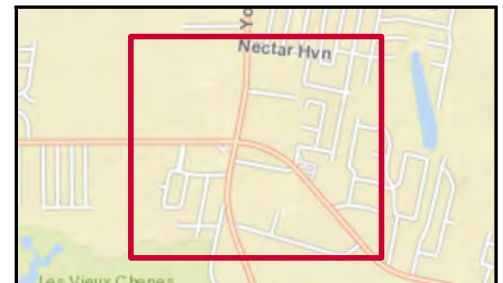
# Traffic Count Map - Close Up

102 Albertson Pkwy, Broussard, Louisiana, 70518  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 30.14462  
Longitude: -91.99056



- 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).