



# RETAIL READY SITE REPORT

## Country View on Ambassador Caffery Site



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

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LAFAYETTE ECONOMIC  
DEVELOPMENT AUTHORITY

# Country View on Ambassador Caffery Site



— Site Boundary

## Site Specifications:

Size: 28.63 Acres

Location: 7000 Block Ambassador Caffery Pwky

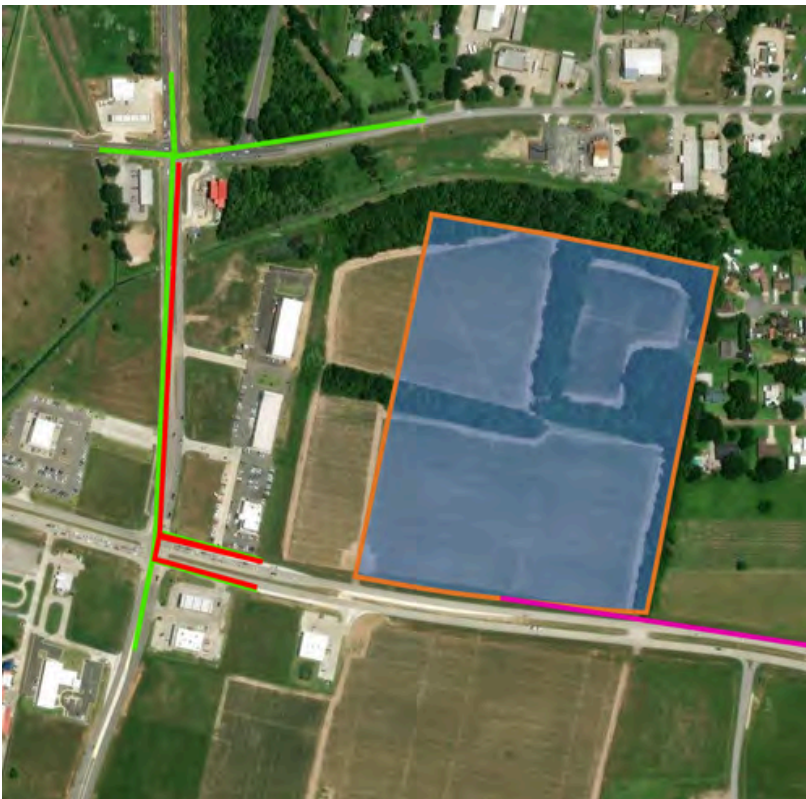
## Site Contact:

Blake Hampton

Rio Properties LA

blakehampton@riopropertiesla.com

(337)349 - 1763



— 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

# Country View on Ambassador Caffery Site



## **CA - Ambassador Caffery District**

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

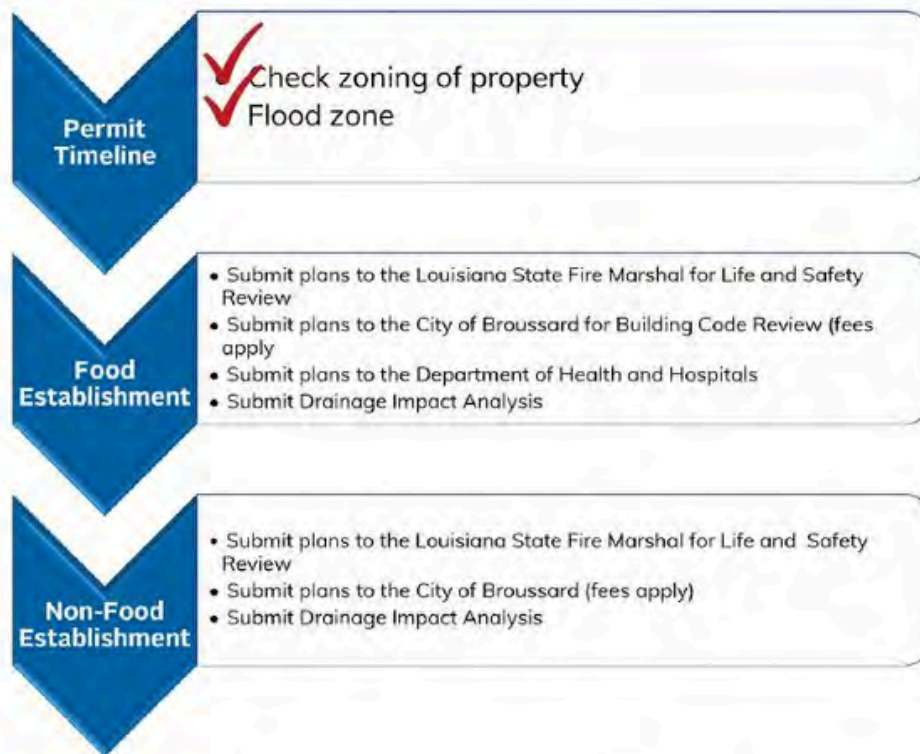


Flood Zone X:  
Area of minimal  
flood hazard

# Country View on Ambassador Caffery Site

## 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.theriot@services@gmail.com](mailto:ben.theriot@services@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, 2023 - Jun 30, 2024

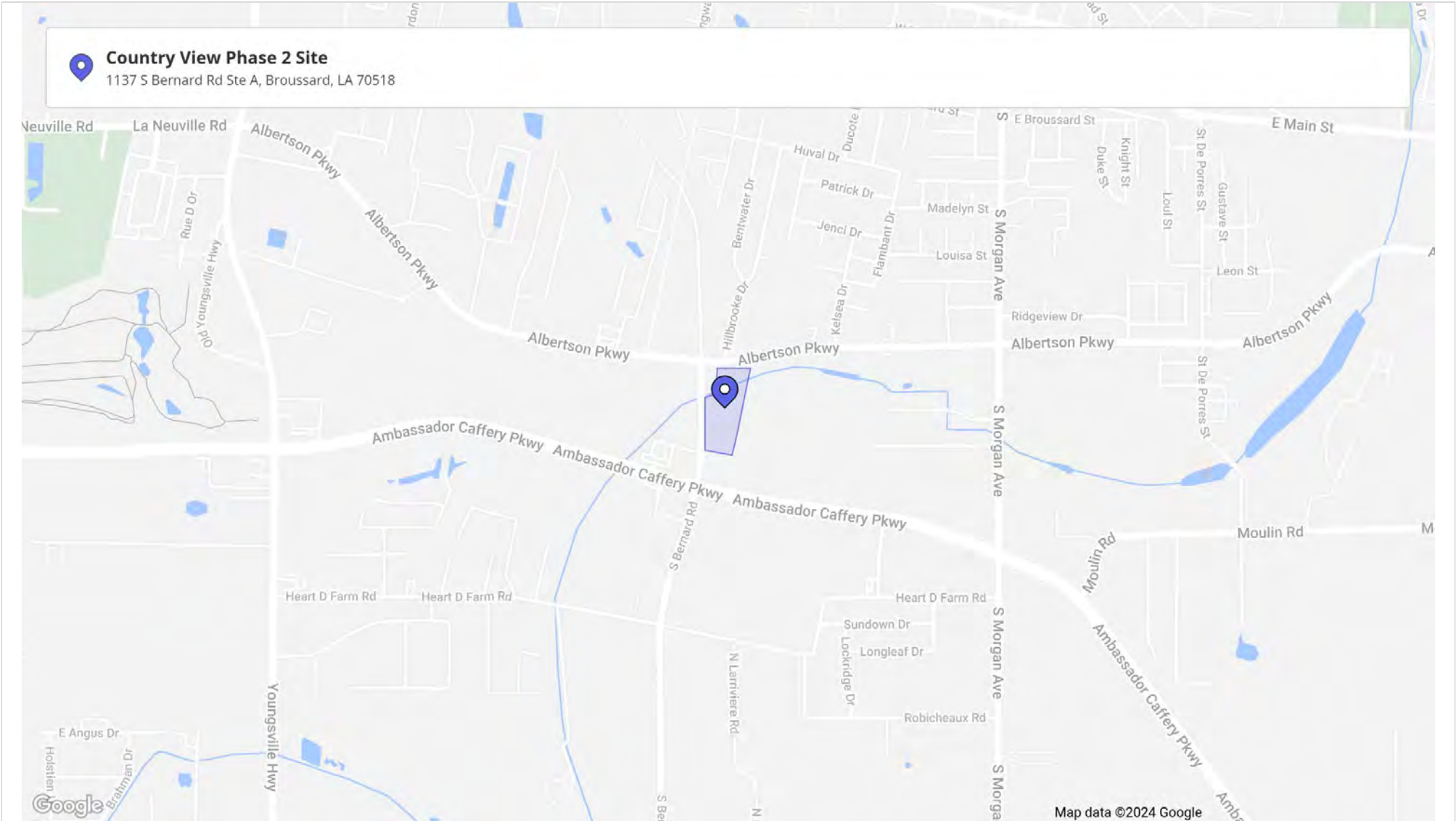
Property:



**Country View Phase 2 Site**  
1131 S. Bernard Rd, Broussard, LA 70518

# Placer Report

Jul 1, 2023 - Jun 30, 2024





## Metrics

### Country View Phase 2 Site

1131 S. Bernard Rd, Broussard, LA 70518

Visits	133.4K	Panel Visits	13.9K
Visitors	62.9K	Visits YoY	+64.1%
Visit Frequency	2.12	Visits Yo2Y	+430.2%
Avg. Dwell Time	40 min	Visits Yo3Y	+1.1K%

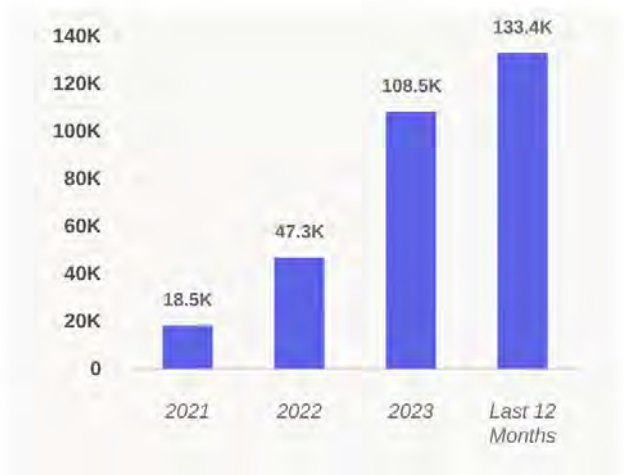
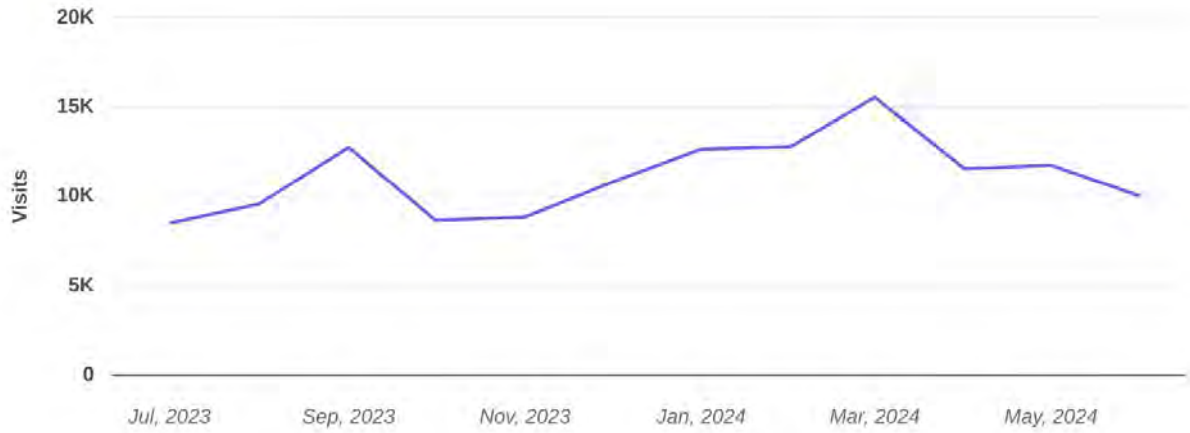
Jul 1st, 2023 - Jun 30th, 2024

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



## Visits Trend

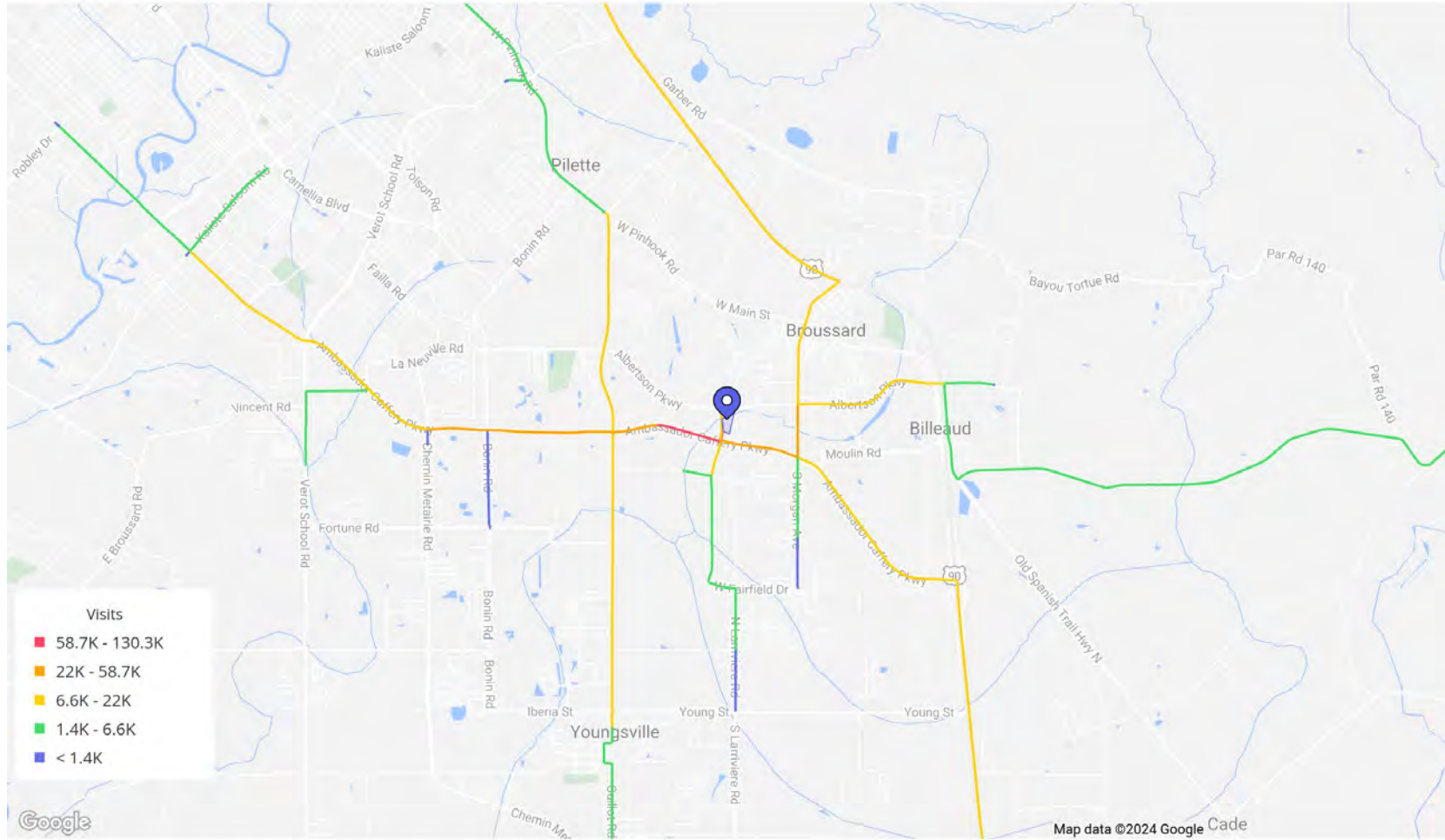
**Country View Phase 2 Site**  
S. Bernard Rd, Broussard, LA



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))



## Prior / Post Compare

Country View Phase 2 Site / S. Bernard Rd, Broussard, LA

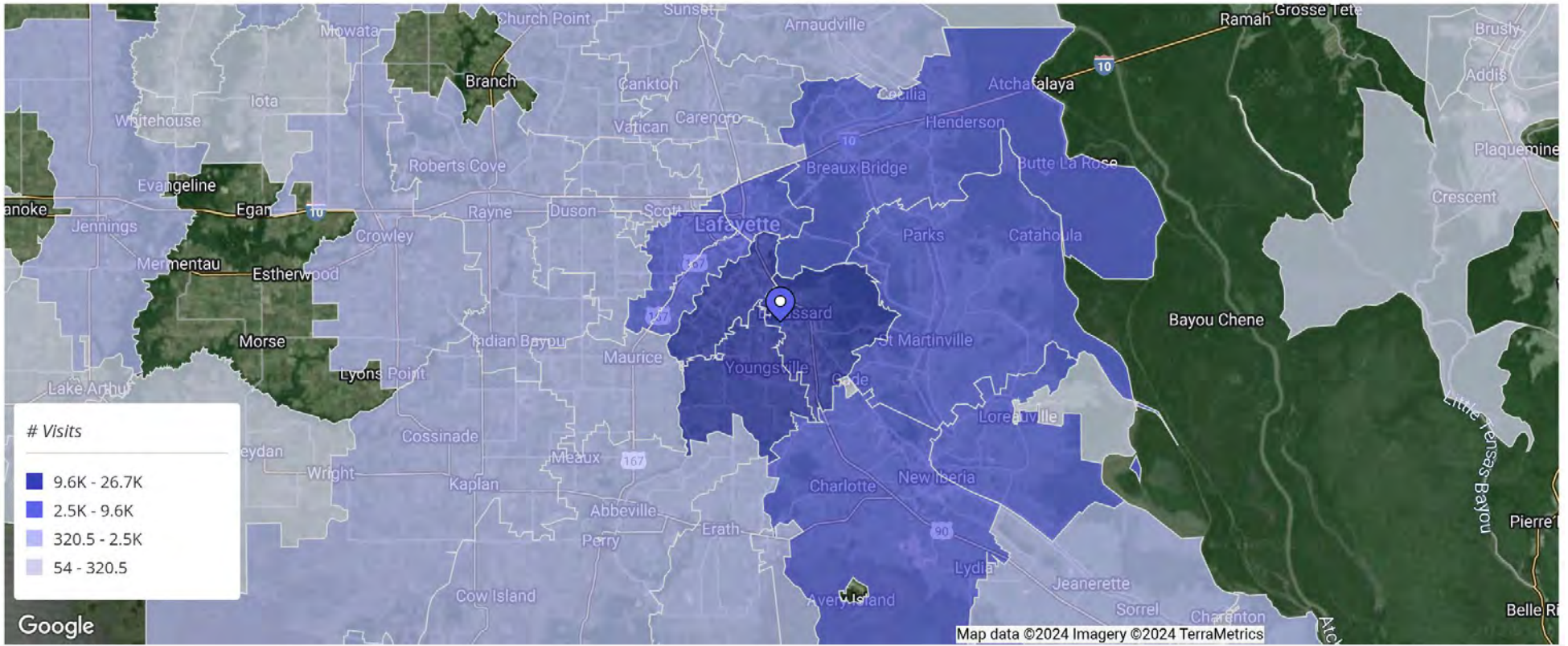
Prior			Post		
Rank	Name	Foot-Traffic	Rank	Name	Foot-Traffic
1	Shell / Ambassador Caffery Pkwy, Broussard, LA	1.5%	1	Shell / Ambassador Caffery Pkwy, Broussard, LA	1.3%
2	Fat Pat's Bar & Grill / Ambassador Caffery Pkwy, Br...	1%	2	Fat Pat's Bar & Grill / Ambassador Caffery Pkwy, Br...	1.2%
3	River Marketplace / Ambassador Caffery Pkwy, Lafa...	0.9%	3	River Marketplace / Ambassador Caffery Pkwy, Lafa...	1%
4	Youngsville Sports Complex / Savoy Rd, Youngsville,...	0.9%	4	The Park Shopping Center / Ambassador Caffery Pk...	1%
5	Texaco / Albertson's Pkwy, Broussard, LA	0.8%	5	RaceTrac / Youngsville Hwy, Broussard, LA	0.9%
6	The Park Shopping Center / Ambassador Caffery Pk...	0.7%	6	Texaco / Albertson's Pkwy, Broussard, LA	0.9%
7	Walmart / W Pinhook Rd, Lafayette, LA	0.6%	7	Walmart / Saint Nazaire Rd, Broussard, LA	0.9%
8	Walmart / Saint Nazaire Rd, Broussard, LA	0.6%	8	Albertsons / Albertson Pkwy, Broussard, LA	0.7%
9	Albertsons / Albertson Pkwy, Broussard, LA	0.6%	9	Raising Cane's Chicken Fingers / St Nazaire Rd, Bro...	<0.5%
10	RaceTrac / Ambassador Caffery Pkwy, Lafayette, LA	0.5%	10	Sweet Caroline Boutique Lafayette / Kaliste Saloom...	<0.5%

Jul 1st, 2023 - Jun 30th, 2024  
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## Visitors By Origin

● **Country View Phase 2 Site**  
1131 S. Bernard Rd, Broussard, LA 70518



## Country View Phase 2 Site

1131 S. Bernard Rd, Broussard, LA 70518

Zipcode / City	Visits (% of Total)
70592 Youngsville, LA	26.7K (20%)
70518 Broussard, LA	22.6K (16.9%)
70508 Lafayette, LA	15.8K (11.9%)
70582 Saint Martinville, LA	8.7K (6.6%)
70560 New Iberia, LA	5.8K (4.4%)
70503 Lafayette, LA	4.4K (3.3%)
70563 New Iberia, LA	3.6K (2.7%)
70506 Lafayette, LA	3.4K (2.5%)
70517 Breaux Bridge, LA	2.6K (2%)
70501 Lafayette, LA	2.6K (1.9%)

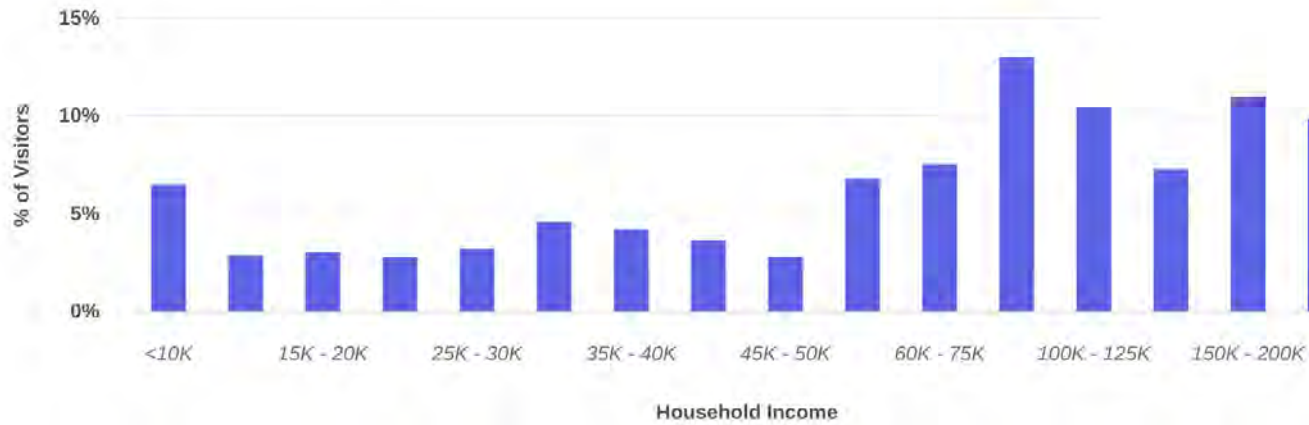
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## Household Income

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Average Income	102K
Median Income	78K

\*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

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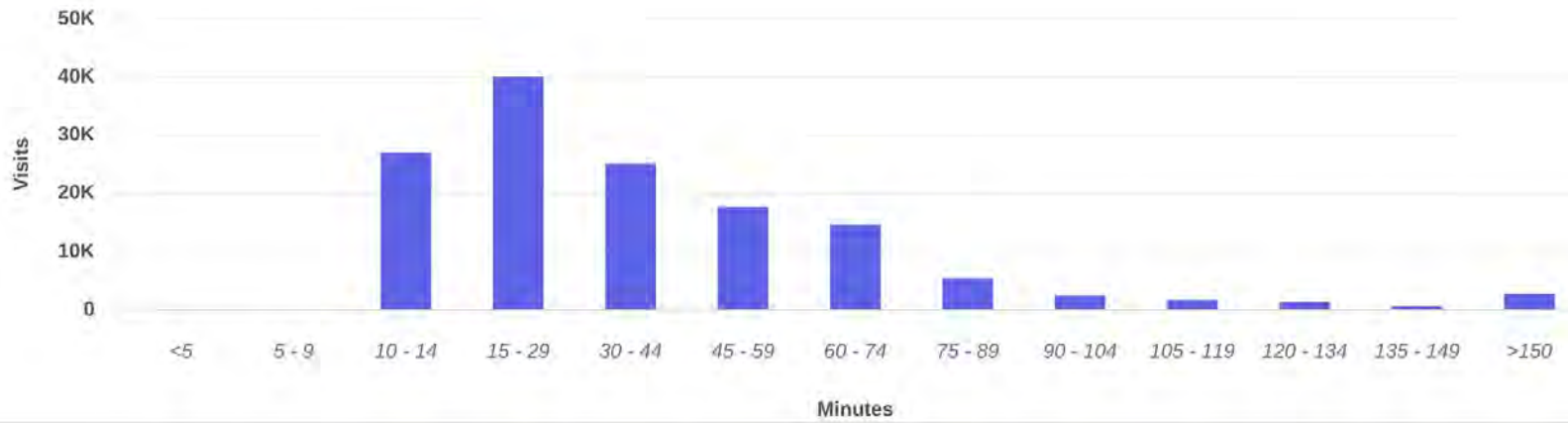
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## Visit Duration

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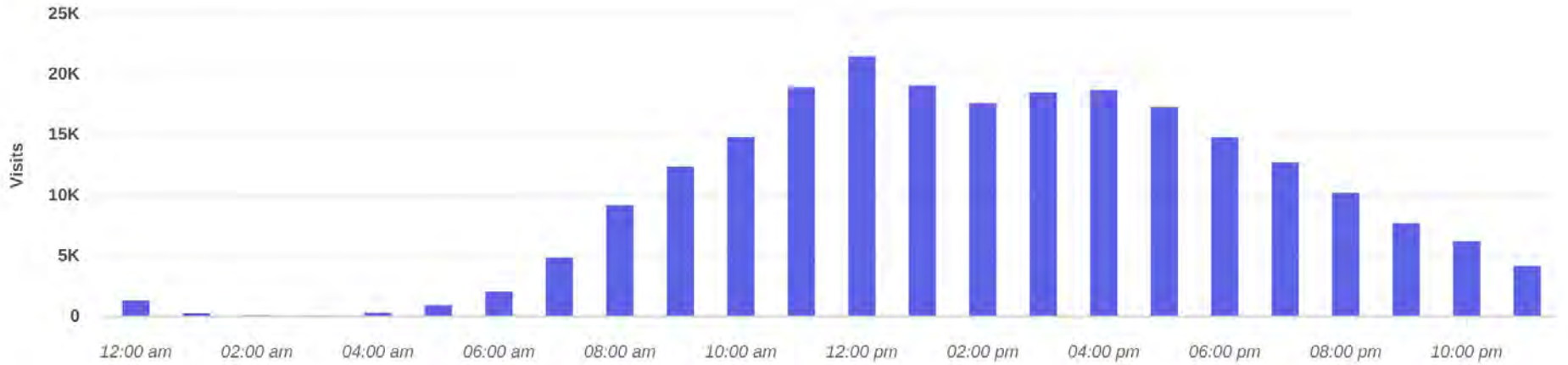
<b>Average Stay</b>	40 min
<b>Median Stay</b>	31 min

Visits | Jul 1st, 2023 - Jun 30th, 2024  
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## Hourly Visits

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## Favorite Places

Country View Phase 2 Site / S. Bernard Rd, Broussard, LA

Rank	Name	Distance	Visitors
1	Ambassador Town Center / 4535 Ambassador Caffery Pkwy, Lafayette, LA 70508	4.4 mi	53.2K (84.5%)
2	River Marketplace / 4313 Ambassador Caffery Pkwy, Lafayette, LA 70508	4.7 mi	51.9K (82.4%)
3	Acadiana Mall / 5725 Johnston St, Lafayette, LA 70503	6.6 mi	45.5K (72.3%)
4	Crossroads Annex / 609 Settlers Trace Blvd, Lafayette, LA 70508	4.8 mi	41.8K (66.4%)
5	Target / 4313 Ambassador Caffery Pkwy, Lafayette, LA 70508	4.8 mi	41.6K (66.1%)
6	University of Louisiana / 104 E University Ave, Lafayette, LA 70504	6 mi	39.1K (62.1%)
7	Ambassador Crossing / 4235 Ambassador Caffery Pkwy, Lafayette, LA 70508	5 mi	37.9K (60.2%)
8	Acadiana Square / 5700 Johnston St, Lafayette, LA 70503	6.8 mi	35.8K (56.8%)
9	Chick-fil-A / 101 Meadow Farm Rd, Lafayette, LA 70508	4.5 mi	35.4K (56.2%)
10	Caffery Center / 4510 Ambassador Caffery Pkwy, Lafayette, LA 70508	4.6 mi	33.7K (53.6%)

Category: All Categories | Min. Visits: 1 | Jul 1st, 2023 - Jun 30th, 2024  
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