



RETAIL READY SITE REPORT

2300 BLK E MAIN ST, BROUSSARD, LA



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

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LEDA
LAFAYETTE ECONOMIC
DEVELOPMENT AUTHORITY

2300 BLK E MAIN ST, BROUSSARD, LA



— Site Boundary

Site Specifications:

Size: 5.04 Acres

Site Contact:

Bill Stevenson
(337) 962 - 8300
bstevenson@beaubox.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
 - COX
 - Terrance Richard
 - (337) 456-4400

2300 BLK E MAIN ST, BROUSSARD, LA



Community Commercial
Zoning

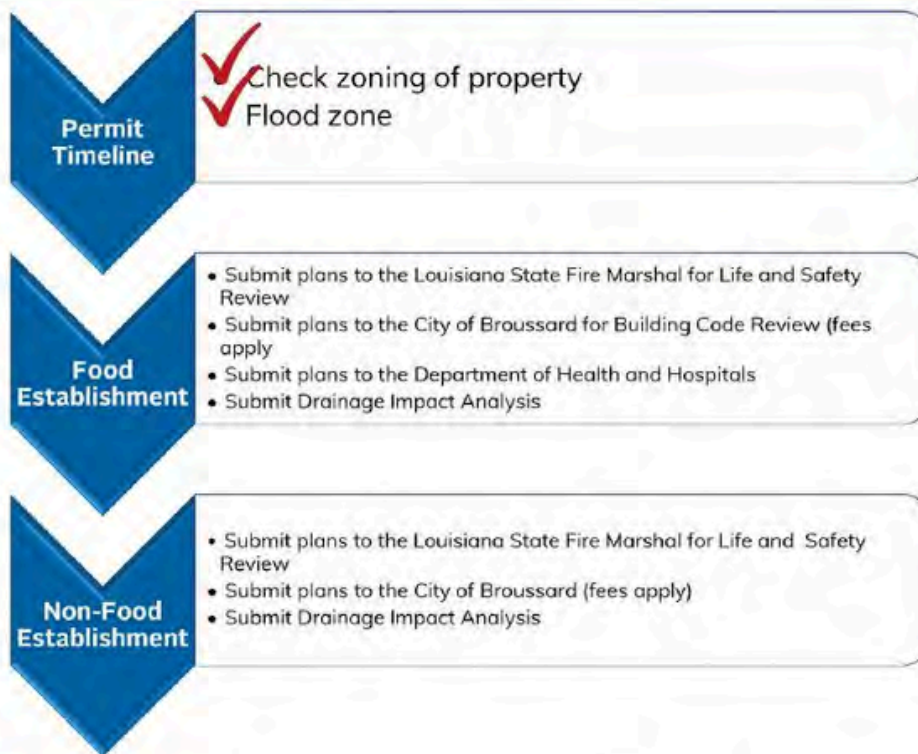


Flood Zone X:
Area of minimal
flood hazard

2300 BLK E MAIN ST, BROUSSARD, LA

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

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

City of Broussard City Manager/
Public Works Director
Mel Bertrand
337-837-1226
mbertrand@broussardla.com

Floodplain Administrator
Ben Theriot
337-298-1295
ben.theriotservices@gmail.com

Broussard Fire Dept.:
Chief Bryan Champagne
337-837-9867
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

Aug 1, 2023 - Jul 31, 2024

Property:

31

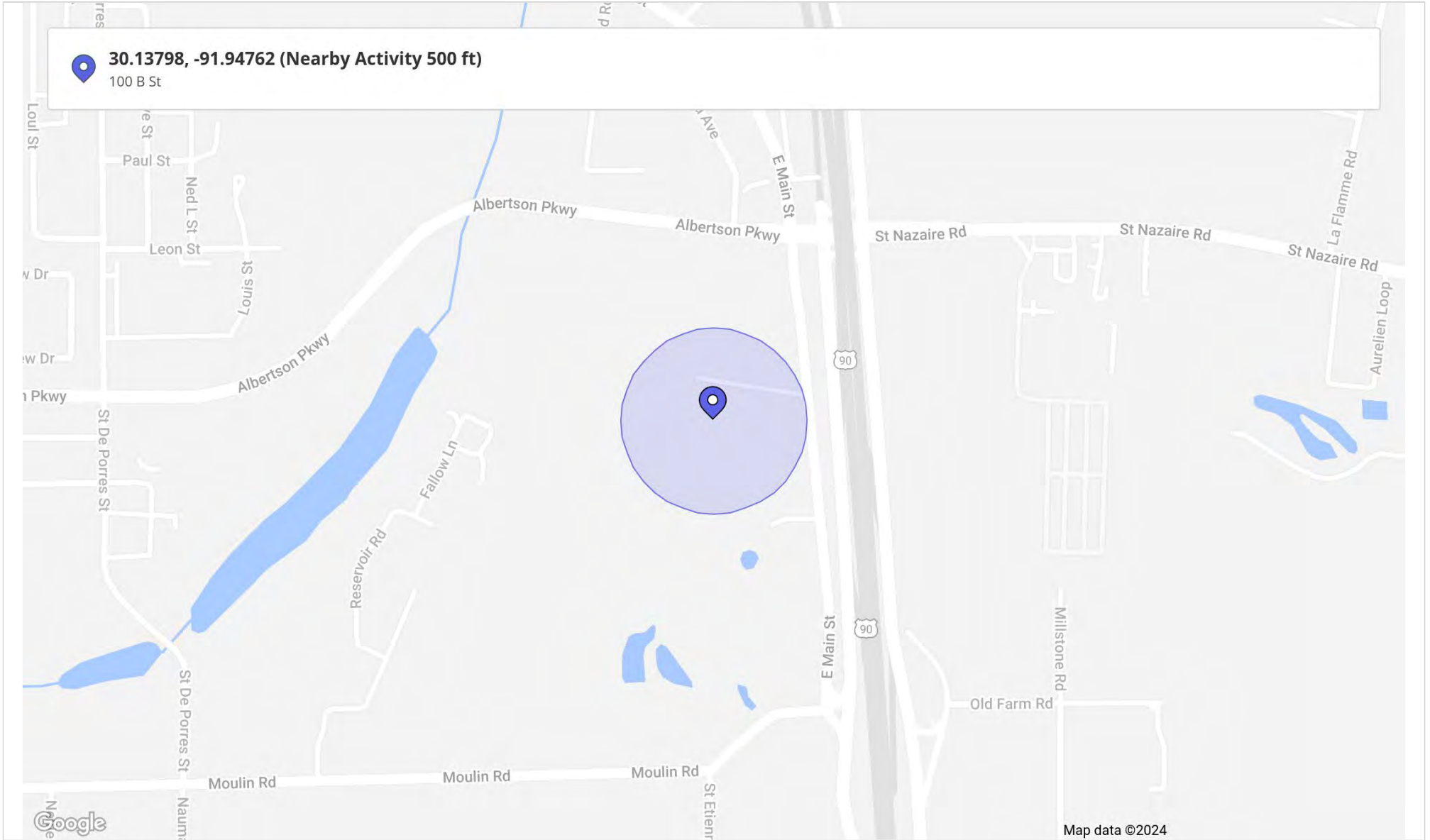
30.13798, -91.94762 (Nearby Activity 500 ft)

100 B St

Visitation insights in this report are calculated using a radius ring to detect nearby visits within a certain distance from the property

Placer Report

Aug 1, 2023 - Jul 31, 2024



Metrics

● **30.13798, -91.94762 (Nearby Act...**
 , Broussard, LA 70518

Visits	24.1K	Panel Visits	2.3K
Visitors	12.1K	Visits YoY	-22.1%
Visit Frequency	1.99	Visits Yo2Y	-24.1%
Avg. Dwell Time	186 min	Visits Yo3Y	-20.8%

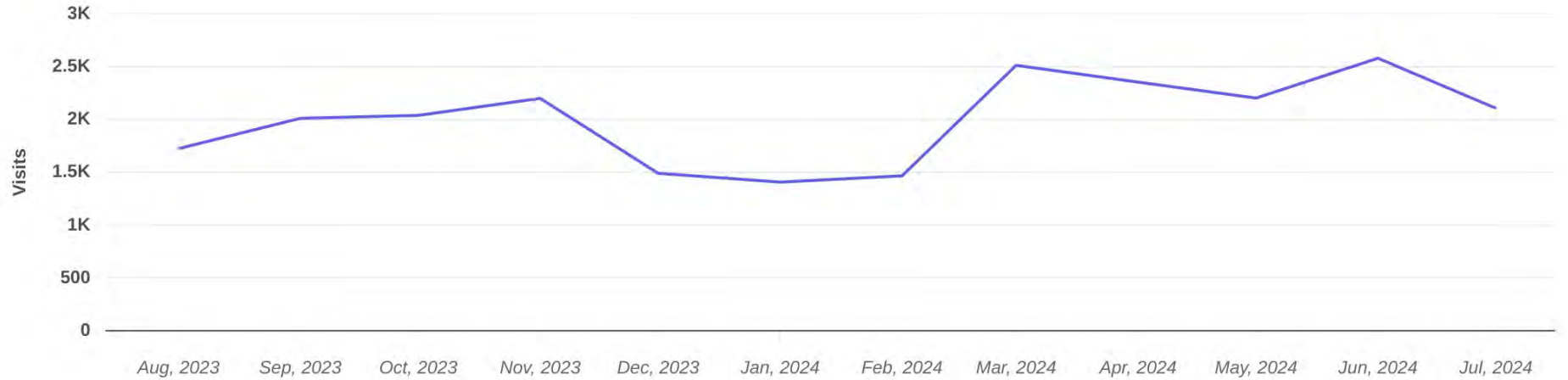
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Data provided by Placer Labs Inc. (www.placer.ai)



Visits Trend

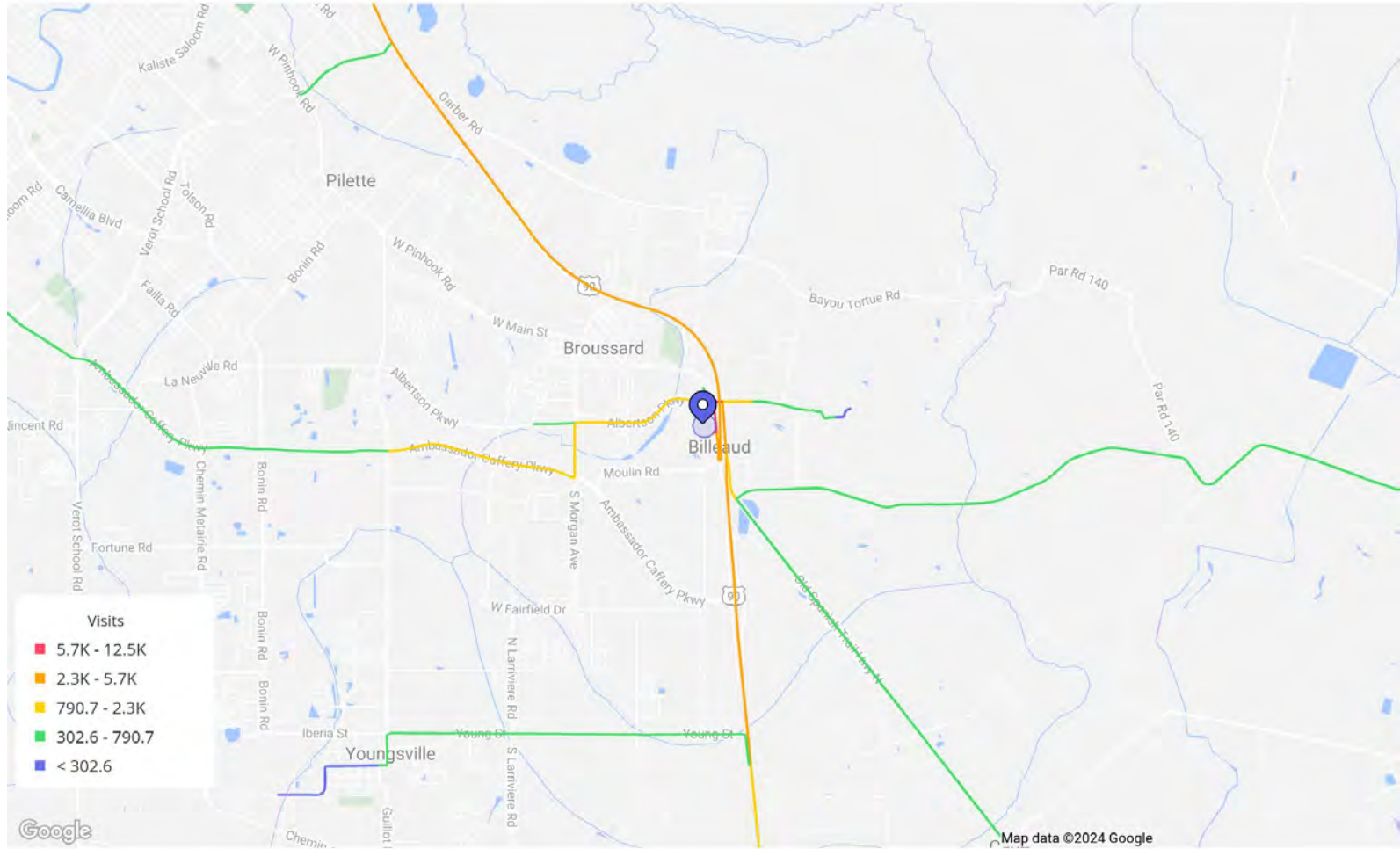
● 30.13798, -91.94762 (Nearby A...
Broussard, LA



Monthly | Visits | Aug 1st, 2023 - Jul 31st, 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 | Aug 1st, 2023 - Jul 31st, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



Prior / Post Compare

30.13798, -91.94762 (Nearby Activity 500 ft) / Broussard, LA

Prior

Post

Rank	Name	Foot-Traffic	Rank	Name	Foot-Traffic
1	Hampton Inn Broussard-Lafayette Area / E Mai...	13.2%	1	Hampton Inn Broussard-Lafayette Area / E Mai...	34.6%
2	Walk-On's Bistreaux & Bar / Celebrity Dr, Brous...	3%	2	Walk-On's Bistreaux & Bar / Celebrity Dr, Brous...	3.3%
3	Walmart / Saint Nazaire Rd, Broussard, LA	2.9%	3	Youngsville Sports Complex / Savoy Rd, Youngs...	3.2%
4	Youngsville Sports Complex / Savoy Rd, Youngs...	2.5%	4	Walmart / Saint Nazaire Rd, Broussard, LA	2.8%
5	Shell / Albertson Pkwy, Broussard, LA	2.4%	5	Shell / Albertson Pkwy, Broussard, LA	2.5%
6	Raising Cane's Chicken Fingers / St Nazaire Rd, ...	2.1%	6	Raising Cane's Chicken Fingers / St Nazaire Rd, ...	1.9%
7	SONIC Drive In / Albertson Parkway, Broussard, ...	1.7%	7	SONIC Drive In / Albertson Parkway, Broussard, ...	1.2%
8	Albertsons / Albertson Pkwy, Broussard, LA	1.6%	8	Albertsons / Albertson Pkwy, Broussard, LA	1.1%
9	Wendy's / Albertson Pkwy, Broussard, LA	1.6%	9	L.T.'s Seafood / Albertson Pkwy, Broussard, LA	0.9%
10	La Quinta Inn & Suites by Wyndham Broussard...	1%	10	Starbucks / Celebrity Dr, Broussard, LA	0.9%

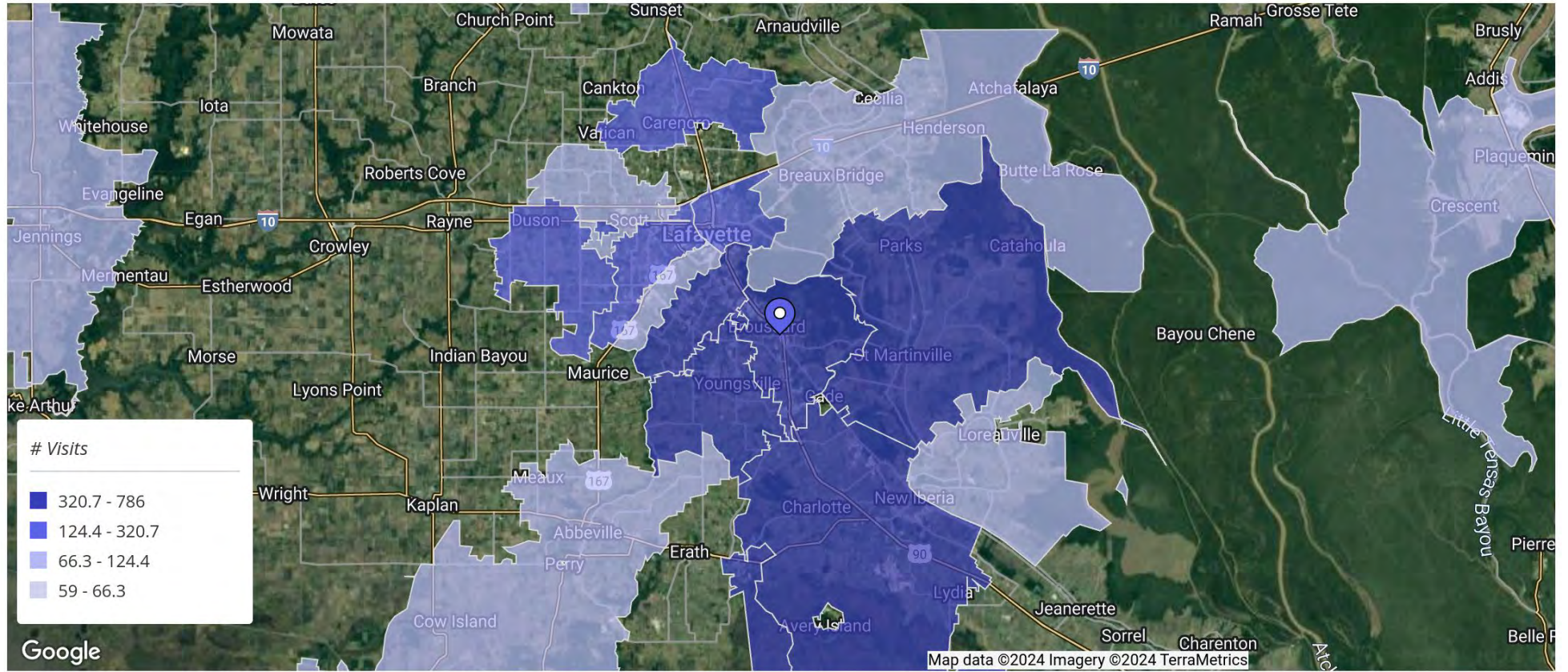
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Visitors By Origin

● 30.13798, -91.94762 (Nearby Act...
, Broussard, LA 70518



30.13798, -91.94762 (Nearby Act...

, Broussard, LA 70518

<i>Zipcode / City</i>	<i>Visits (% of Total)</i>
70560 New Iberia, LA	786 (3.3%)
70518 Broussard, LA	757 (3.1%)
70592 Youngsville, LA	574 (2.4%)
70582 Saint Martinville, LA	441 (1.8%)
70528 Delcambre, LA	435 (1.8%)
70508 Lafayette, LA	375 (1.6%)
70506 Lafayette, LA	291 (1.2%)
70809 Baton Rouge, LA	290 (1.2%)
99519 Anchorage, AK	280 (1.2%)
77494 Katy, TX	208 (0.9%)

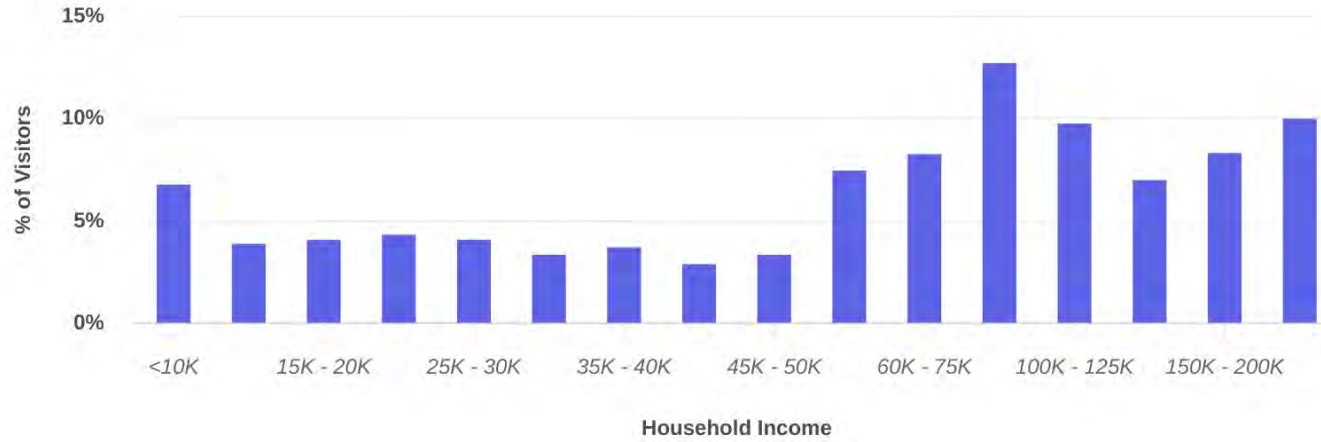
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Household Income

● 30.13798, -91.94762 (Nearby A...
Broussard, LA 70518



Average Income	100K
Median Income	71K

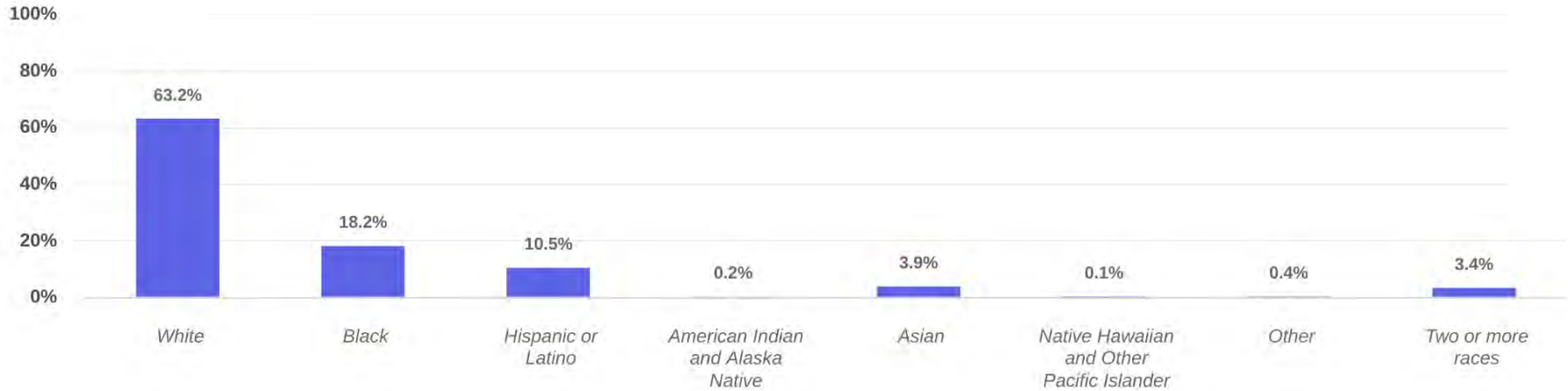
*Demographics are based on a True Trade Area capturing 70% of visits | Data source: Census 2022

Aug 1st, 2023 - Jul 31st, 2024
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Ethnicity

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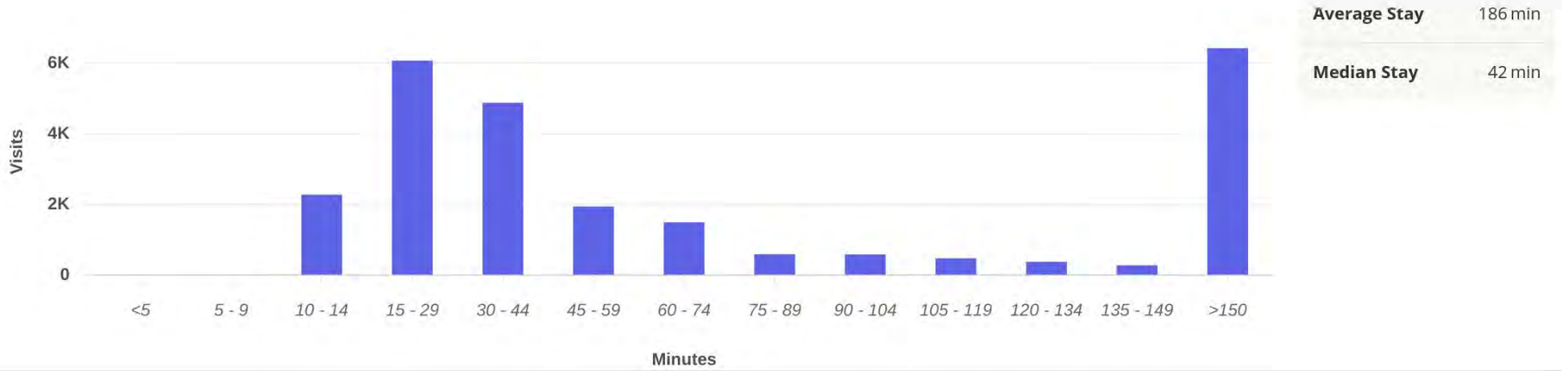
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Visit Duration

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Broussard, LA 70518

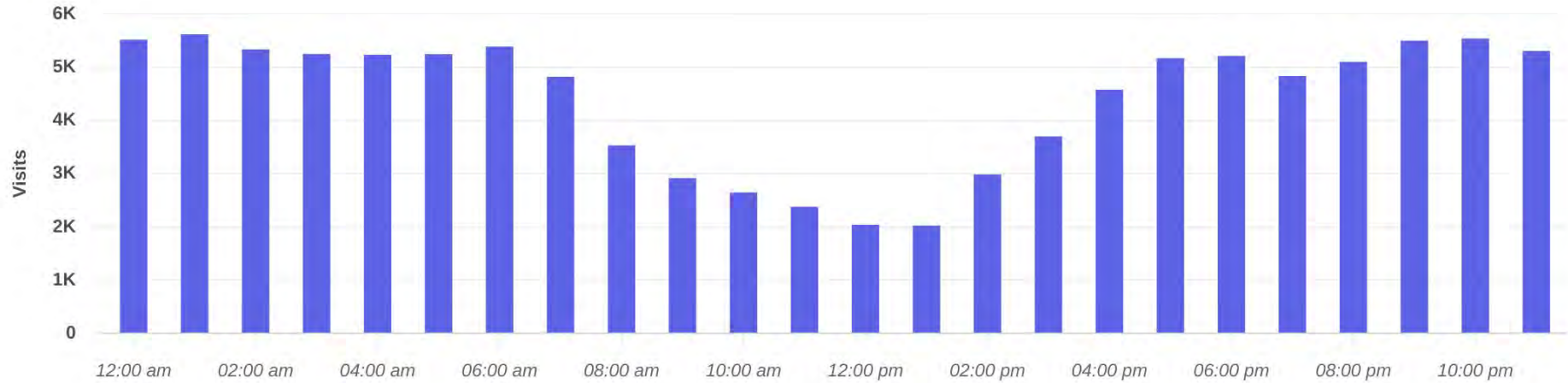


Visits | Aug 1st, 2023 - Jul 31st, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



Hourly Visits

● 30.13798, -91.94762 (Nearby A...
, Broussard, LA 70518



Visits | Aug 1st, 2023 - Jul 31st, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



Favorite Places

30.13798, -91.94762 (Nearby Activity 500 ft) / Broussard, LA

Rank	Name	Distance	Visitors
1	Hampton Inn Broussard-Lafayette Area / 2280 E Main St, Broussard, LA 70518	0.1 mi	11.3K (93.6%)
2	Ambassador Town Center / 4535 Ambassador Caffery Pkwy, Lafayette, LA 70508	5.9 mi	3.8K (31%)
3	Walmart / 123 Saint Nazaire Rd, Broussard, LA 70518	0.5 mi	3.5K (29.3%)
4	River Marketplace / 4313 Ambassador Caffery Pkwy, Lafayette, LA 70508	6.2 mi	3.4K (27.8%)
5	Louis Armstrong New Orleans International Airport / 1 Terminal Dr, Kenner, LA 70062	101.5 mi	2.8K (23.5%)
6	Raising Cane's Chicken Fingers / 117 St Nazaire Rd, Broussard, LA 70518	0.4 mi	2.8K (23.4%)
7	University of Louisiana / 104 E University Ave, Lafayette, LA 70504	6.7 mi	2.8K (23%)
8	Stirling Lafayette Shopping Center / 3001-3221 Louisiana Avenue, Lafayette, LA 70501	9.2 mi	2.8K (22.9%)
9	Walk-On's Bistreaux & Bar / 110 Celebrity Dr, Broussard, LA 70518	0.4 mi	2.8K (22.8%)
10	Youngsville Sports Complex / 801 Savoy Rd, Youngsville, LA 70592	4.8 mi	2.4K (19.5%)

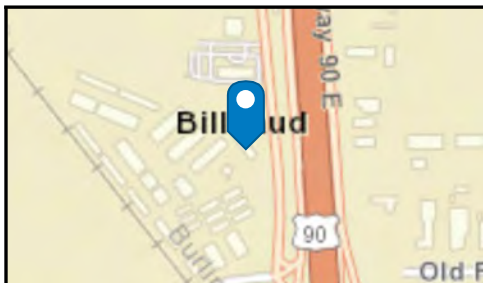
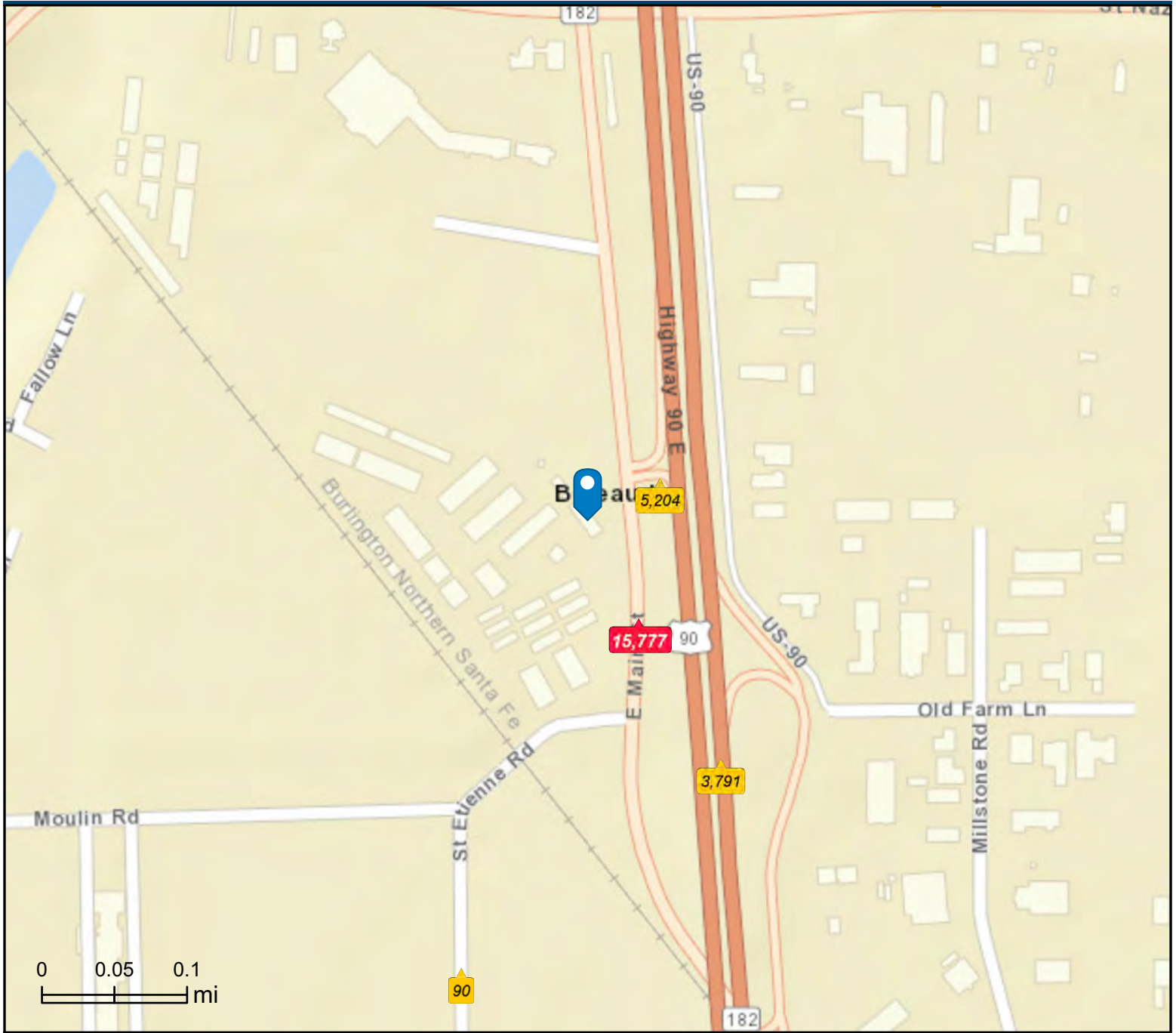
Category: All Categories | Min. Visits: 1 | Aug 1st, 2023 - Jul 31st, 2024
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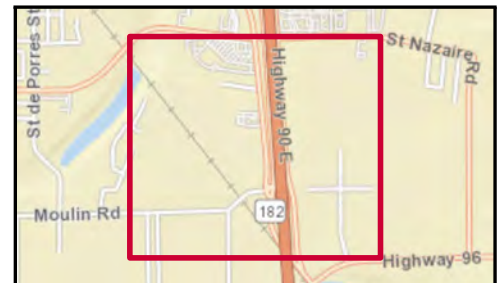
Traffic Count Map - Close Up

2300 E Main St, Broussard, Louisiana, 70518
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 30.13571
Longitude: -91.94624



- 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).