



RETAIL READY SITE REPORT

Morgan Broadview Site



For more information about this site report, contact LEDA at 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

(337) 654 - 5222



— Electricity

— Water

— Sewer

— Gas Service

— Internet/Fiber

Utility Providers:

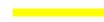
- **Electricity:** SLEMCO
 - Brenan Breaux
 - (337) 886-3334
- **Water/Sewer:** City of Broussard
 - (337) 837-6681 ext.8
- **Gas Service:** Centerpoint
 - Alaina Hebert
 - (337) 373-1505
- **Internet/Fiber:** AT&T
 - Levar Greenhouse
 - (225) 382-0045

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.

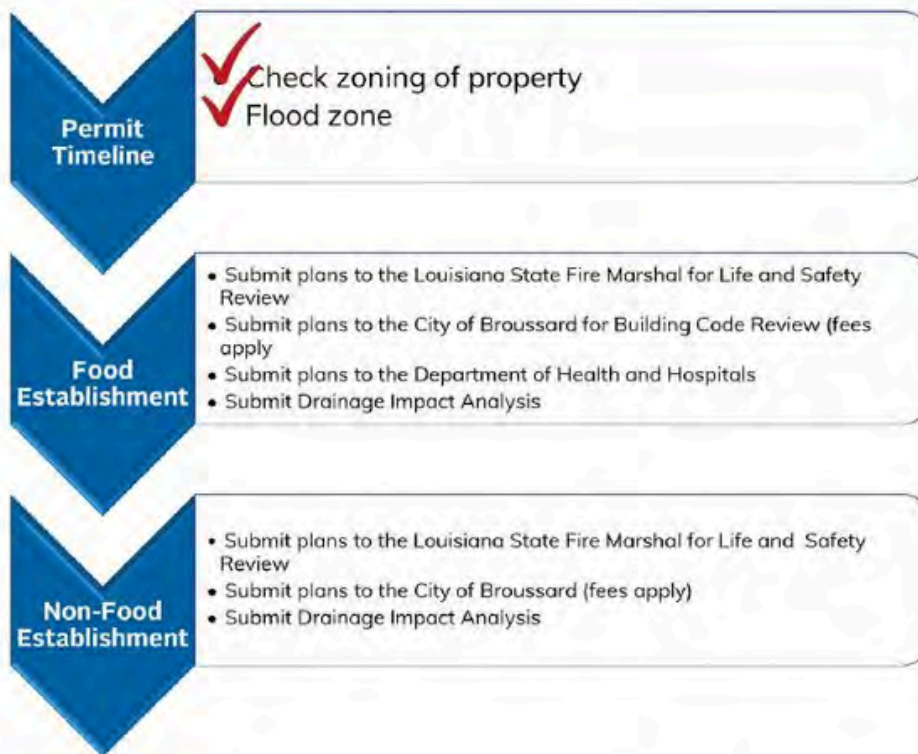


Flood Zone X:
Area of minimal
flood hazard

Morgan Broadview Site

PERMIT PROCESS

Permits to be submitted to Sarah Hebert at Broussard City Hall
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

Jul 1, 2023 - Jun 30, 2024

Property:

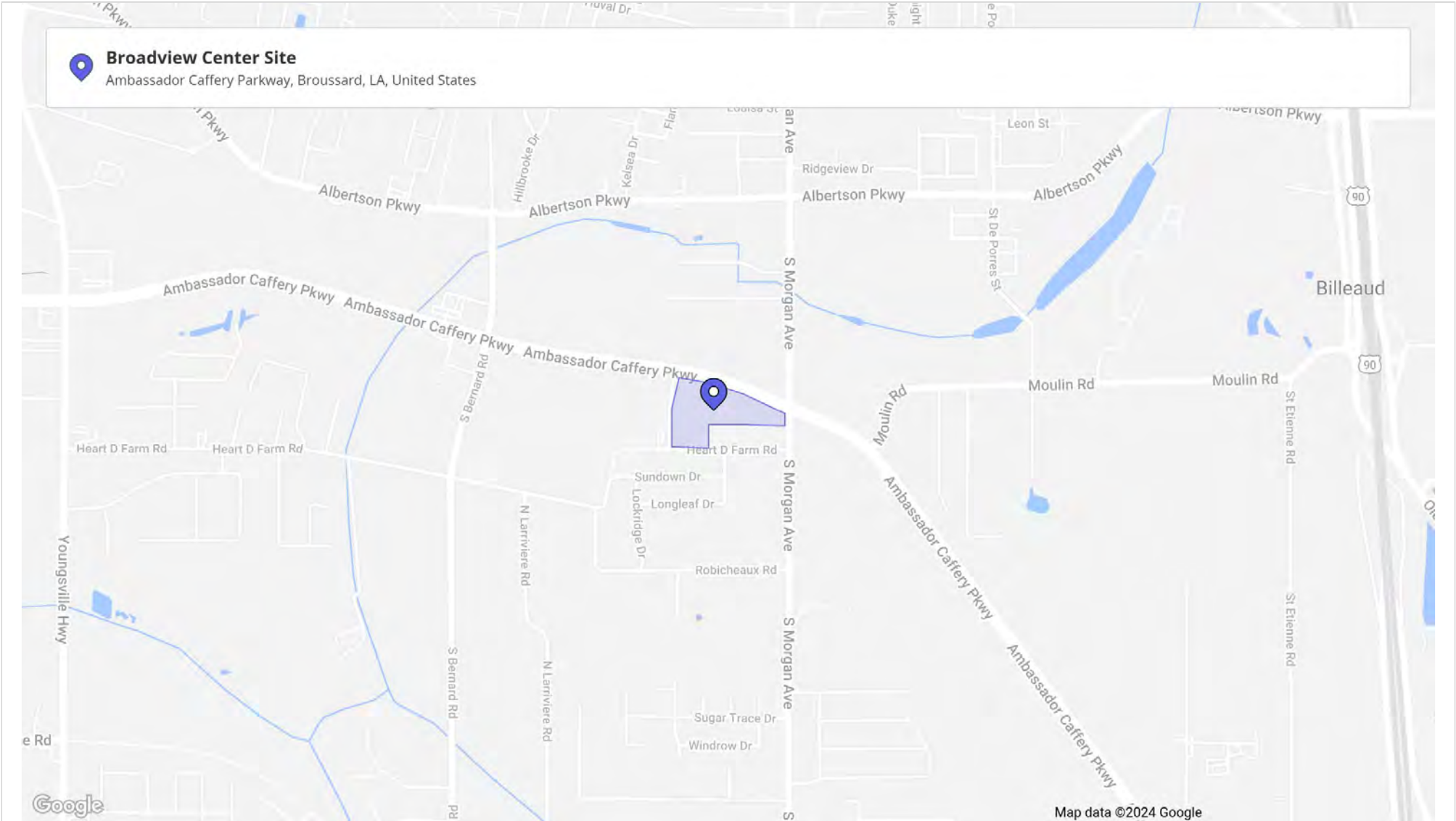


Broadview Center Site

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, Brou...

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%

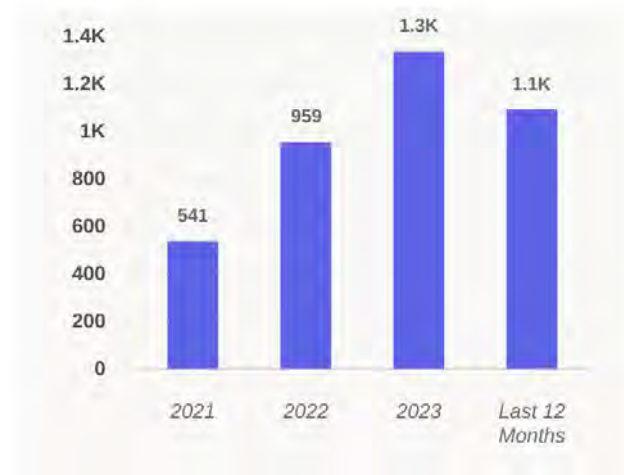
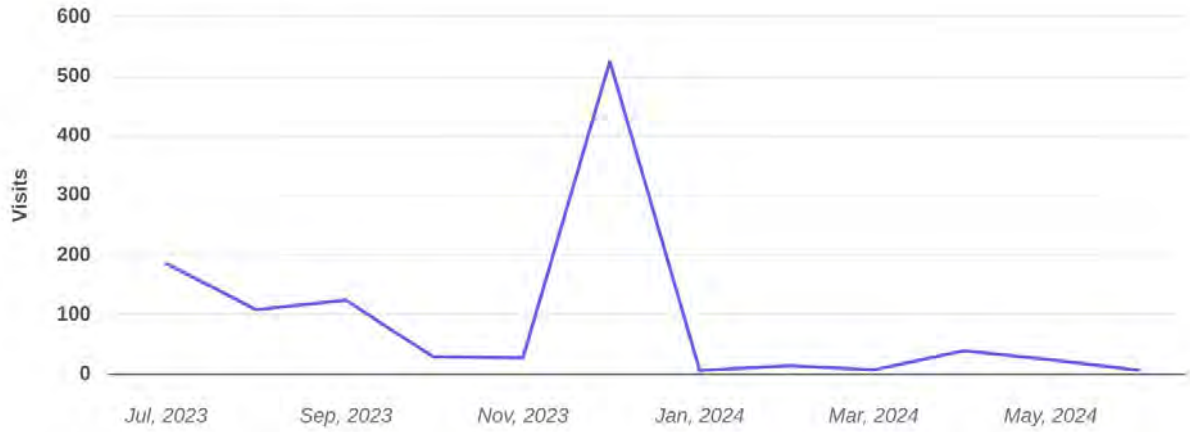
Jul 1st, 2023 - Jun 30th, 2024

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



Visits Trend

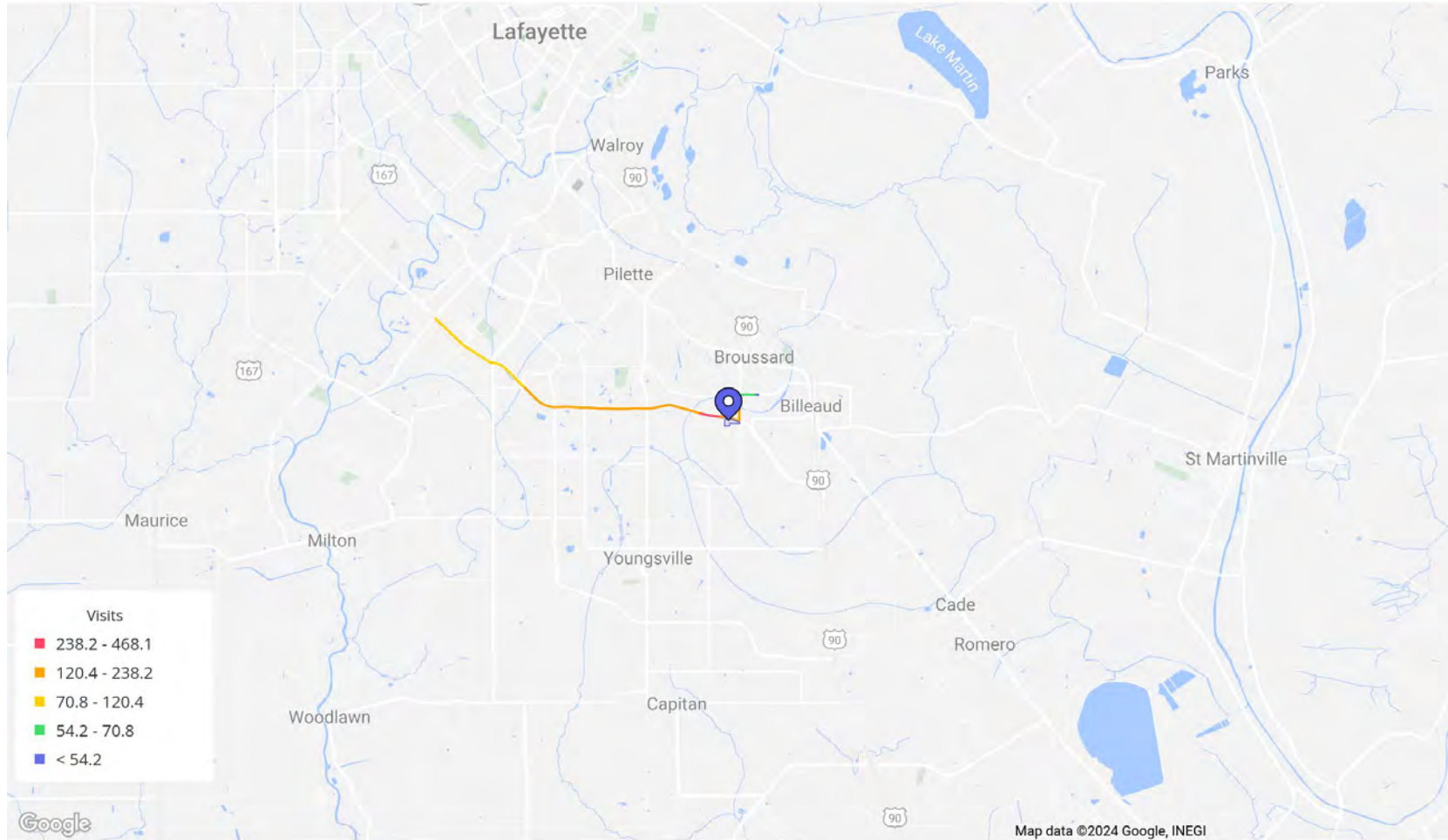
Broadview Center Site
S Morgan Ave/101 Broad View Dr, Broussar...



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



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)



Prior / Post Compare

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

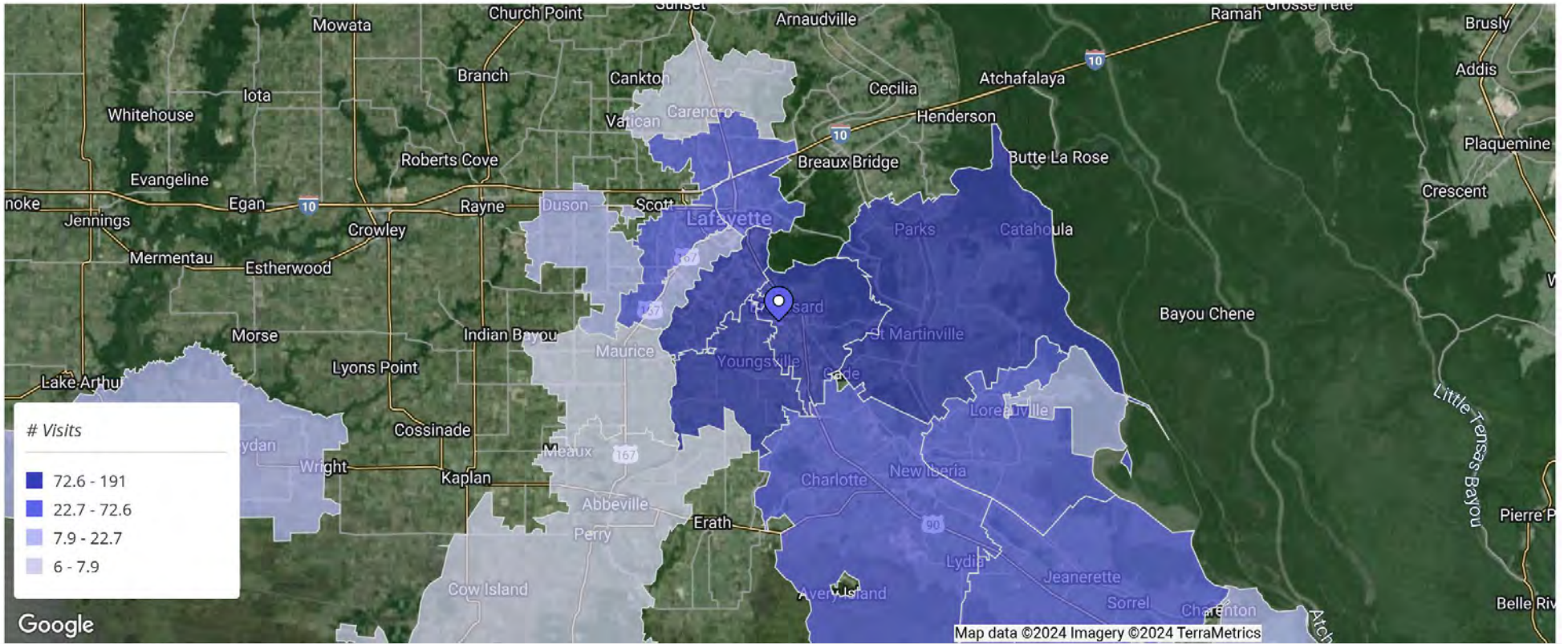
Prior			Post		
Rank	Name	Foot-Traffic	Rank	Name	Foot-Traffic
1	Fat Pat's Bar & Grill / Ambassador Caffery Pkwy, Br...	10.2%	1	On The Run Convenience / Highway 90 E, Broussar...	6.6%
2	Shell / Ambassador Caffery Pkwy, Broussard, LA	4.3%	2	Louisiana Fireworks / E Main St, Broussard, LA	2.6%
3	Shade Tree 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)



Visitors By Origin

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



Broadview Center Site

1100 S Morgan Ave/101 Broad View Dr, Brous...

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

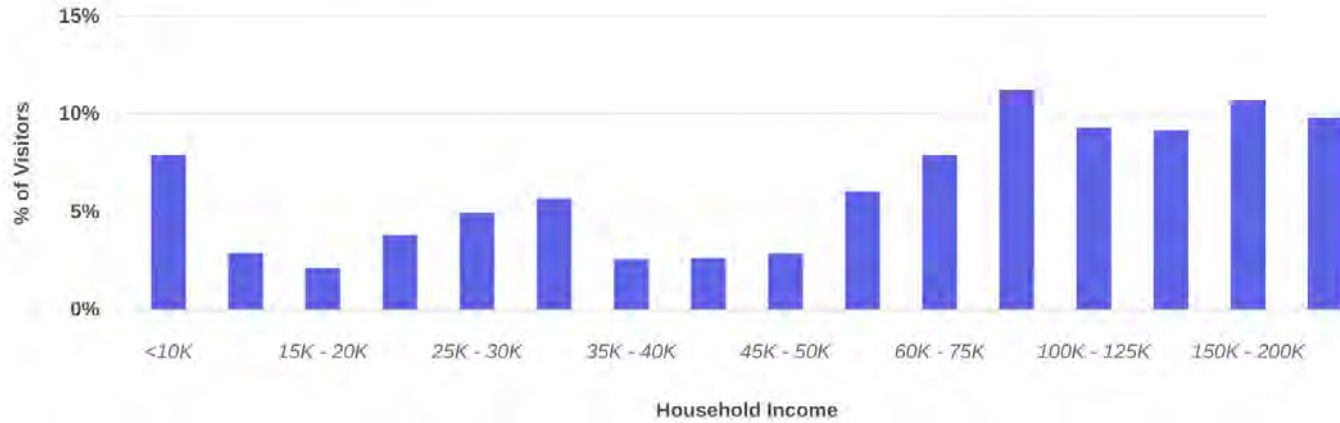
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Household Income

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

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Ethnicity

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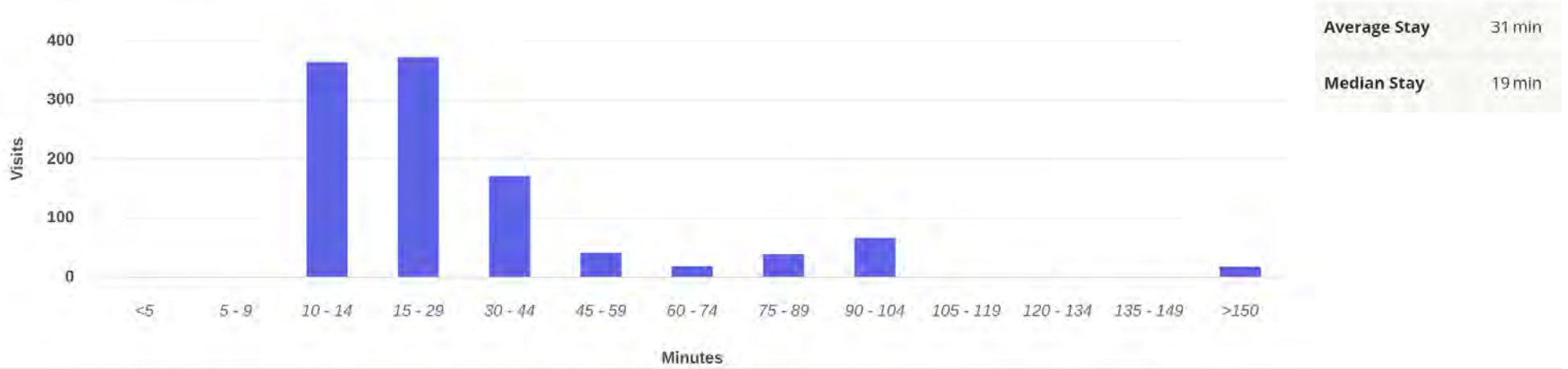
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Visit Duration

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

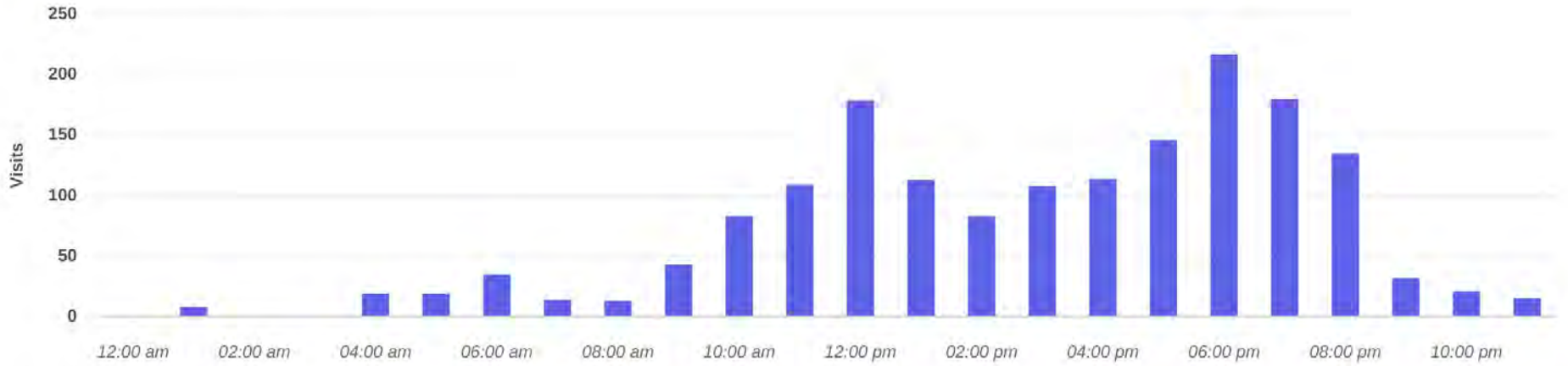


Visits | Jul 1st, 2023 - Jun 30th, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



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)



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%)

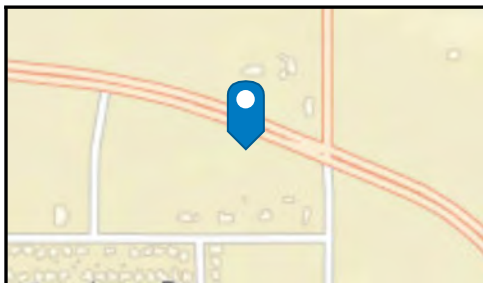
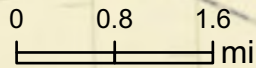
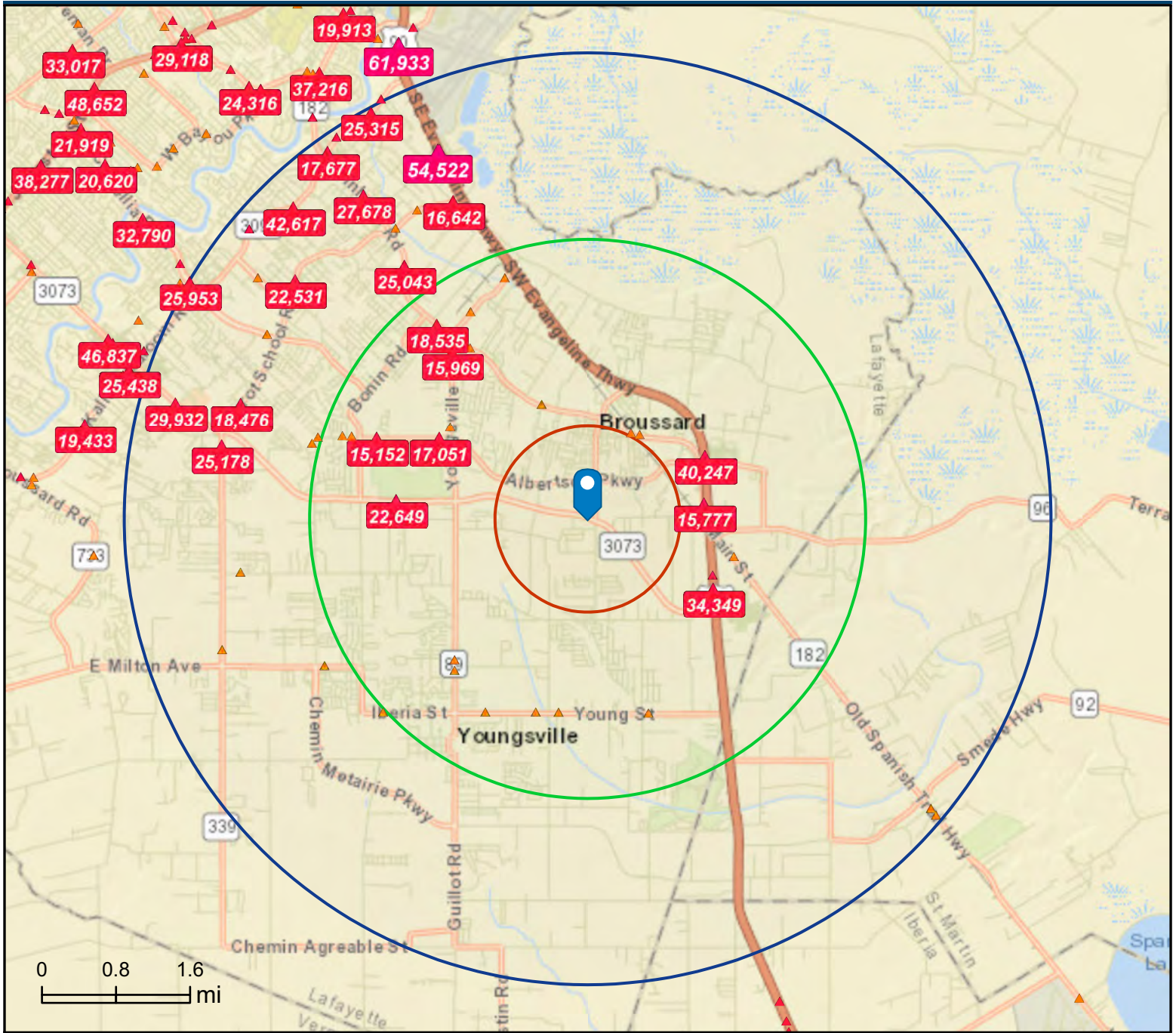
Category: All Categories | Min. Visits: 1 | Jul 1st, 2023 - Jun 30th, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



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).