



# RETAIL READY SITE REPORT

**6922 AMBASSADOR CAFFERY PKWY, BROUSSARD, LA**



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

# 6922 AMBASSADOR CAFFERY PKWY, BROUSSARD, LA



— Site Boundary

## Site Specifications:

Size: 1.57 Acres

## Site Contact:

Tim Skinner  
(225) 205-1635  
tim@scoutrec.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

# 6922 AMBASSADOR CAFFERY PKWY, BROUSSARD, LA



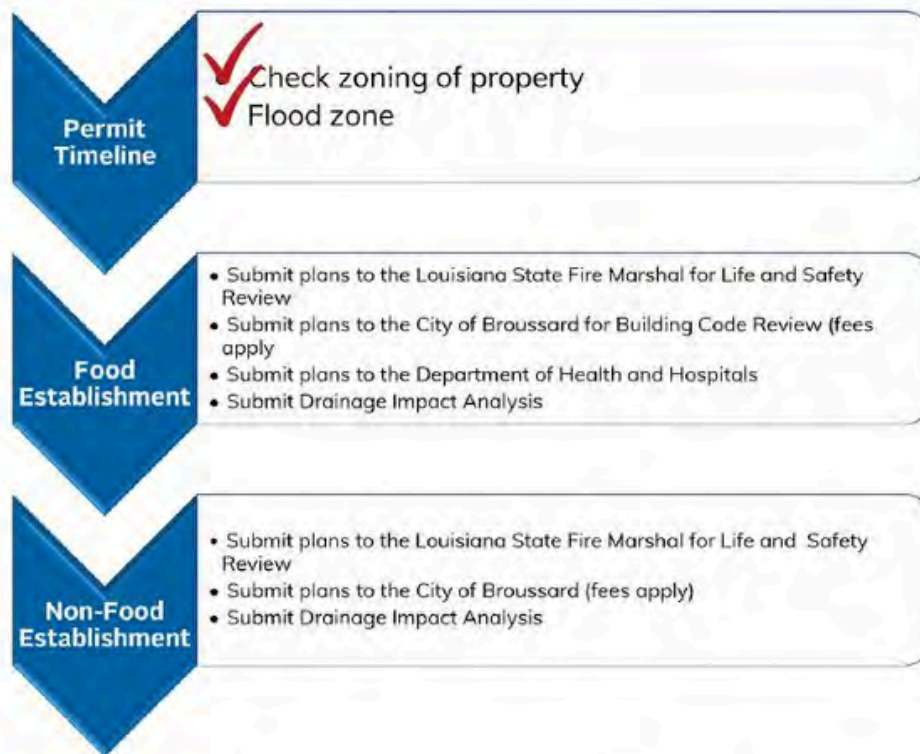
Ambassador Caffery  
Zoning



Flood Zone X:  
Minimal 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

Jan 1 - Dec 31, 2024

Property:

6A

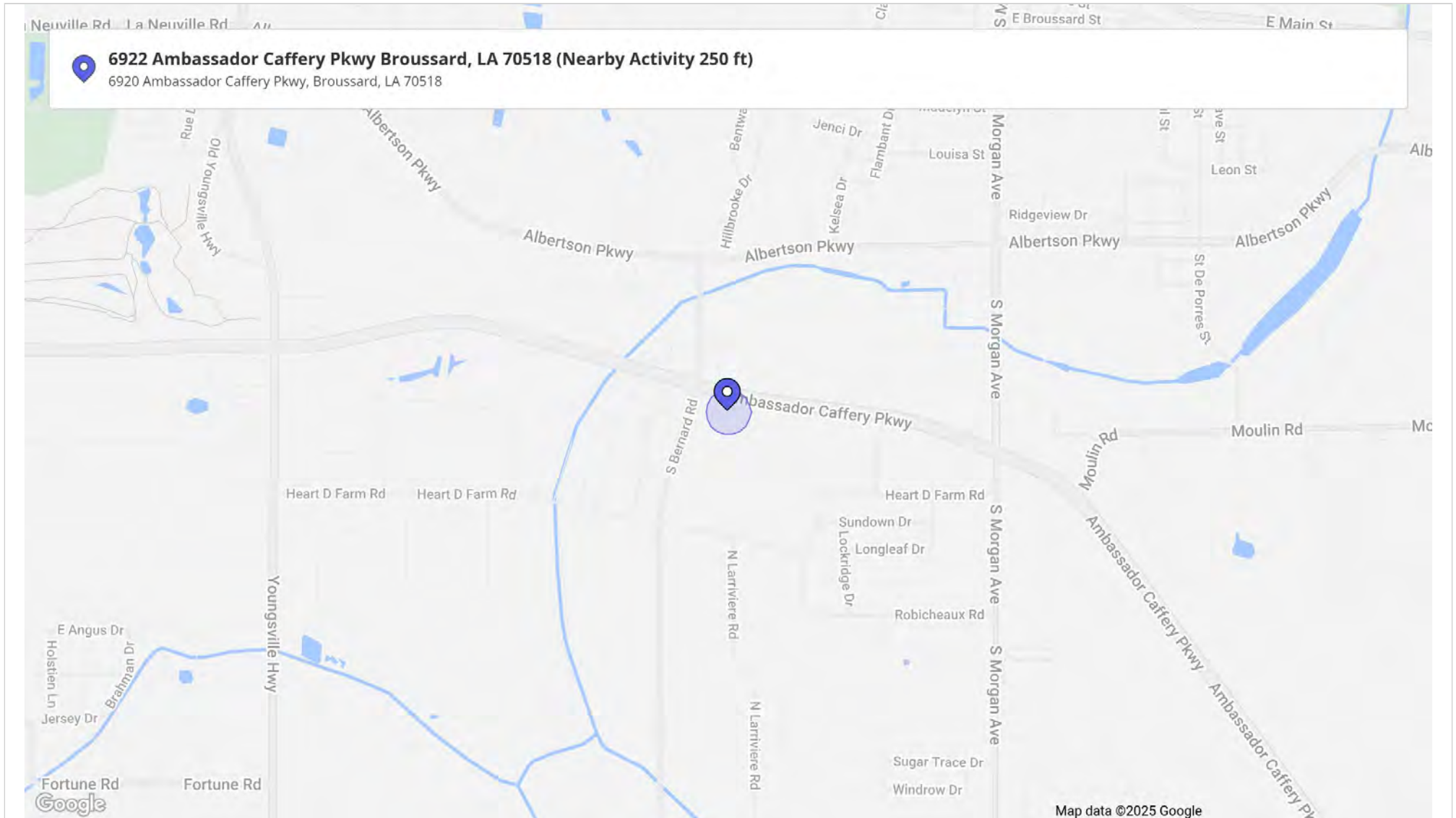
**6922 Ambassador Caffery Pkwy Broussard, LA 70518 (Nearby Activity 250 ft)**

6920 Ambassador Caffery Pkwy, Broussard, LA 70518



Scan to view on placer.ai platform

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







## Metrics

**6922 Ambassador Caffery Pkwy B...**  
6920 Ambassador Caffery Pkwy, Broussard, L...

Visits	37.3K	Panel Visits	4.3K
Visitors	18.2K	Visits YoY	+8.3%
Visit Frequency	2.04	Visits Yo2Y	+19.9%
Avg. Dwell Time	21 min	Visits Yo3Y	+32.2%

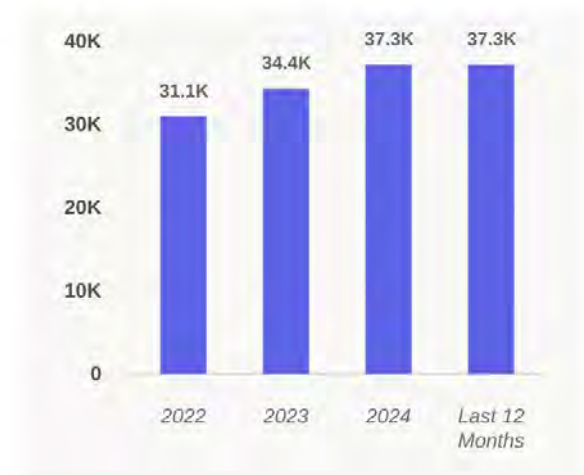
Jan 1st, 2024 - Dec 31st, 2024  
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))





## Visits Trend

● **6922 Ambassador Caffery Pkwy...**  
Ambassador Caffery Pkwy, Broussard, LA

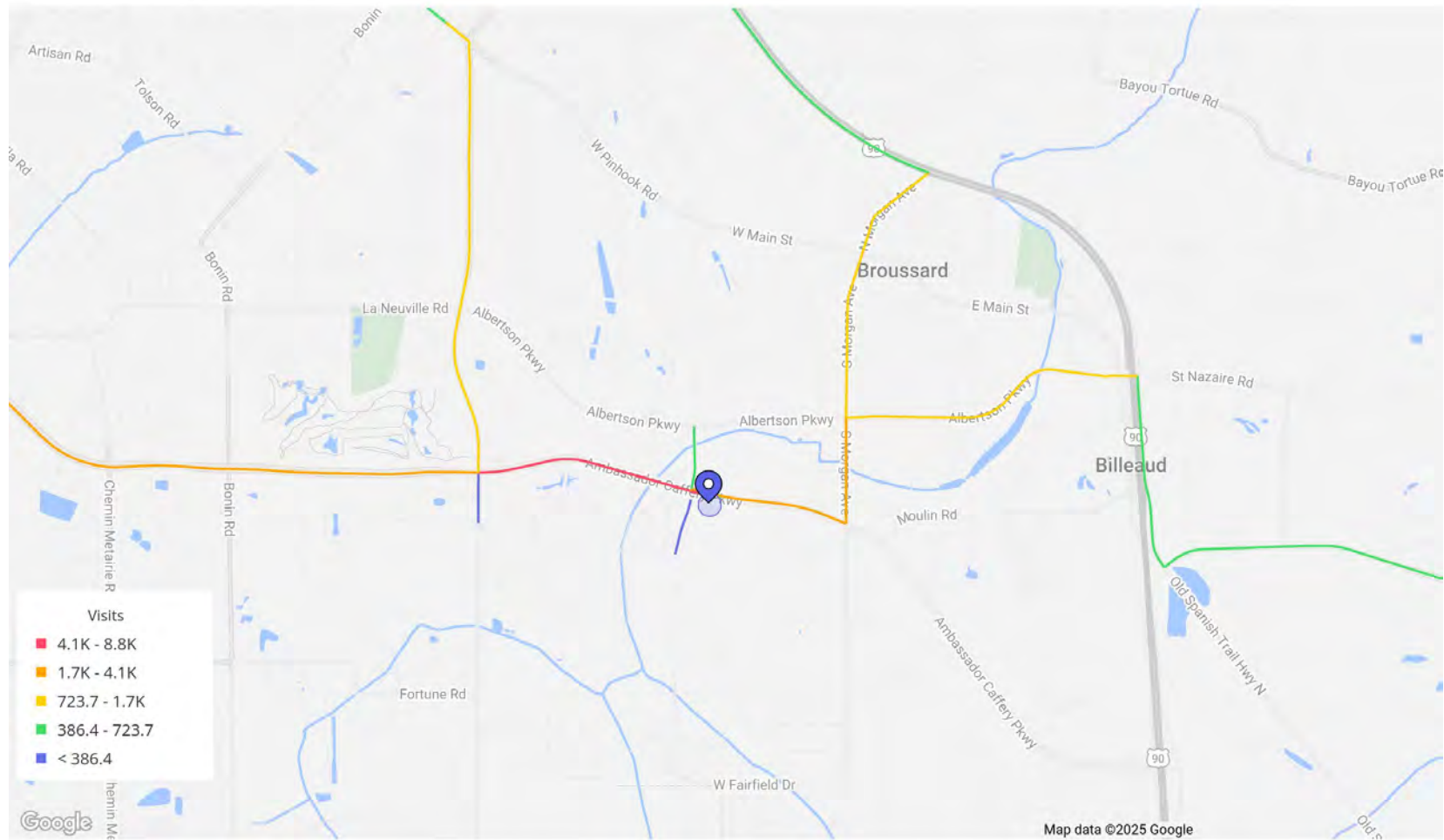


Weekly | Visits | Jan 1st, 2024 - Dec 31st, 2024  
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))





## 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 | Jan 1st, 2024 - Dec 31st, 2024  
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))





## Prior / Post Compare

6922 Ambassador Caffery Pkwy Broussard, LA 70518 (Nearby Activity 250 ft) / Ambassador Caffery Pkwy, Broussard, LA

Prior			Post		
Rank	Name	Foot-Traffic	Rank	Name	Foot-Traffic
1	Shell / Ambassador Caffery Pkwy, Broussard, LA	4.1%	1	Shell / Ambassador Caffery Pkwy, Broussard, LA	3.1%
2	Anytime Fitness / N Main Hwy, St. Martinville, LA	3.9%	2	O'Reilly Auto Parts / Ambassador Caffery Pkwy, Bro...	2.9%
3	O'Reilly Auto Parts / Ambassador Caffery Pkwy, Bro...	2.5%	3	Walmart / St Nazaire Rd, Broussard, LA	1.6%
4	Caffery Center / Ambassador Caffery Pkwy, Lafayett...	2.3%	4	RaceTrac / Youngsville Hwy, Broussard, LA	1.5%
5	O'Reilly Auto Parts / E Milton Ave, Youngsville, LA	1.7%	5	Exxon / SE Evangeline Thruway, Broussard, LA	1.4%
6	River Marketplace / Ambassador Caffery Pkwy, Lafa...	1.4%	6	Chevron / South Morgan Street, Broussard, LA	1.2%
7	RaceTrac / Youngsville Hwy, Broussard, LA	1.2%	7	AutoZone / E Main St, Broussard, LA	1%
8	RaceTrac / Ambassador Caffery Pkwy, Lafayette, LA	1.2%	8	Fat Pat's Bar & Grill / Ambassador Caffery Pkwy, Br...	1%
9	Walmart / St Nazaire Rd, Broussard, LA	1.1%	9	The Home Depot / Saint Nazaire Rd, Broussard, LA	0.9%
10	AutoZone / E Main St, Broussard, LA	1.1%	10	Stine / Ambassador Caffery Pkwy, Broussard, LA	0.9%

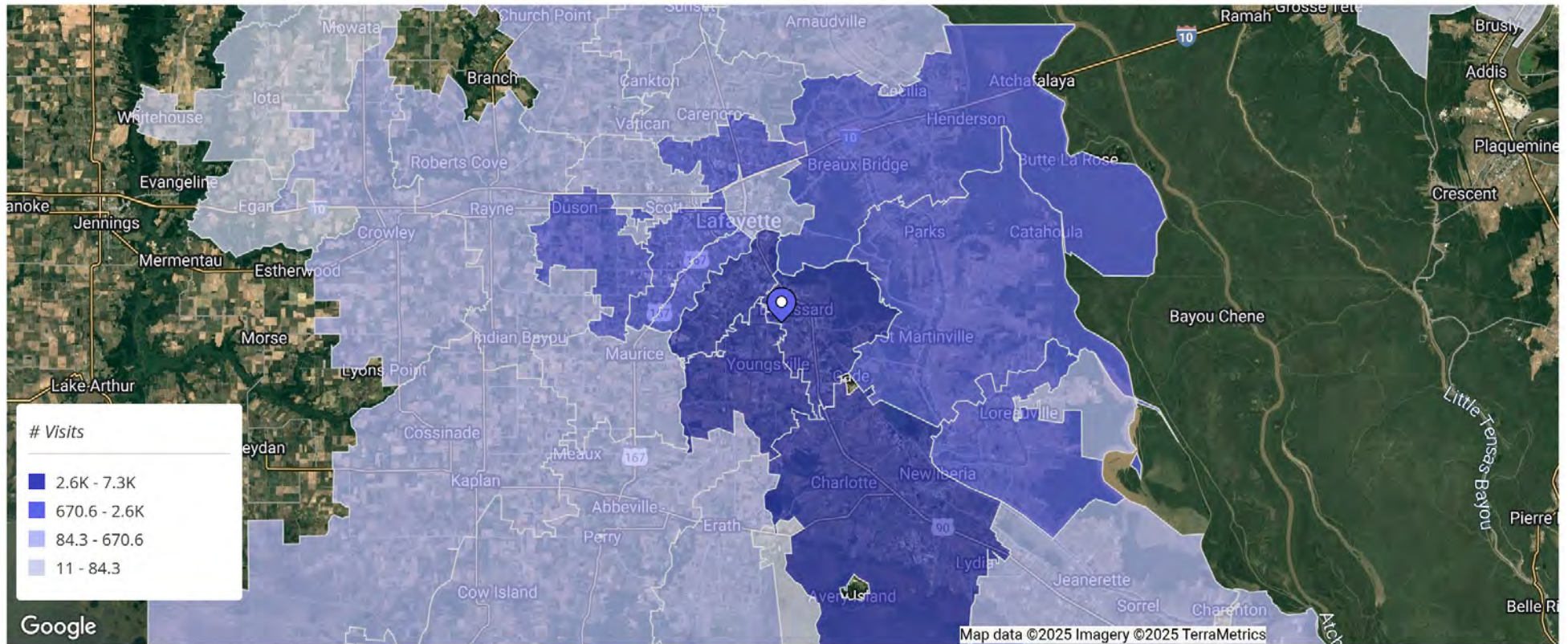
Jan 1st, 2024 - Dec 31st, 2024  
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## Visitors By Origin

● **6922 Ambassador Caffery Pkwy B...**  
6920 Ambassador Caffery Pkwy, Broussard, L...





## 6922 Ambassador Caffery Pkwy B...

6920 Ambassador Caffery Pkwy, Broussard, L...

Zipcode / City	Visits (% of Total)
70518 Broussard, LA	7.3K (19.7%)
70592 Youngsville, LA	5.1K (13.6%)
70508 Lafayette, LA	4.9K (13.1%)
70560 New Iberia, LA	2.9K (7.9%)
70517 Breaux Bridge, LA	2K (5.3%)
70582 Saint Martinville, LA	1.5K (3.9%)
70506 Lafayette, LA	1.5K (3.9%)
70503 Lafayette, LA	1.4K (3.6%)
70563 New Iberia, LA	1.1K (3%)
70507 Lafayette, LA	789 (2.1%)

Jan 1st, 2024 - Dec 31st, 2024

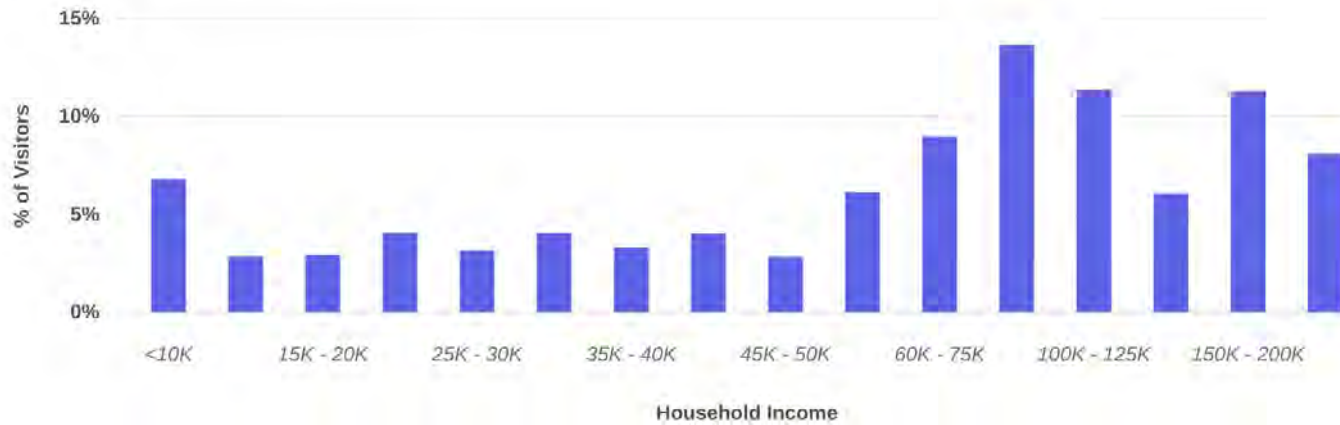
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## Household Income

● **6922 Ambassador Caffery Pkwy...**  
6922 Ambassador Caffery Pkwy, Broussard,...



<b>Average Income</b>	96K
<b>Median Income</b>	76K

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

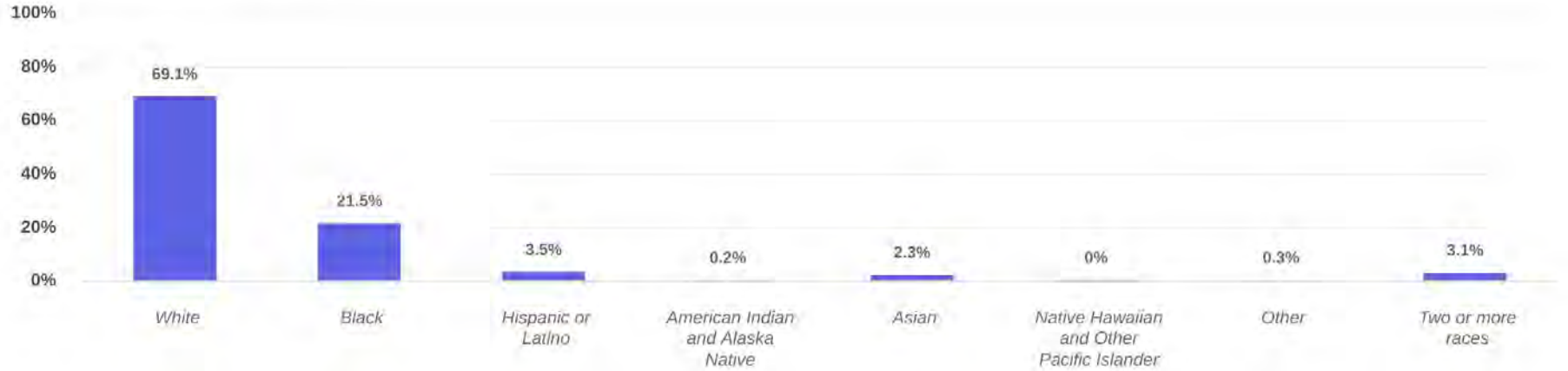
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## Ethnicity

6922 Ambassador Caffery Pkwy...  
6920 Ambassador Caffery Pkwy, Broussard,...



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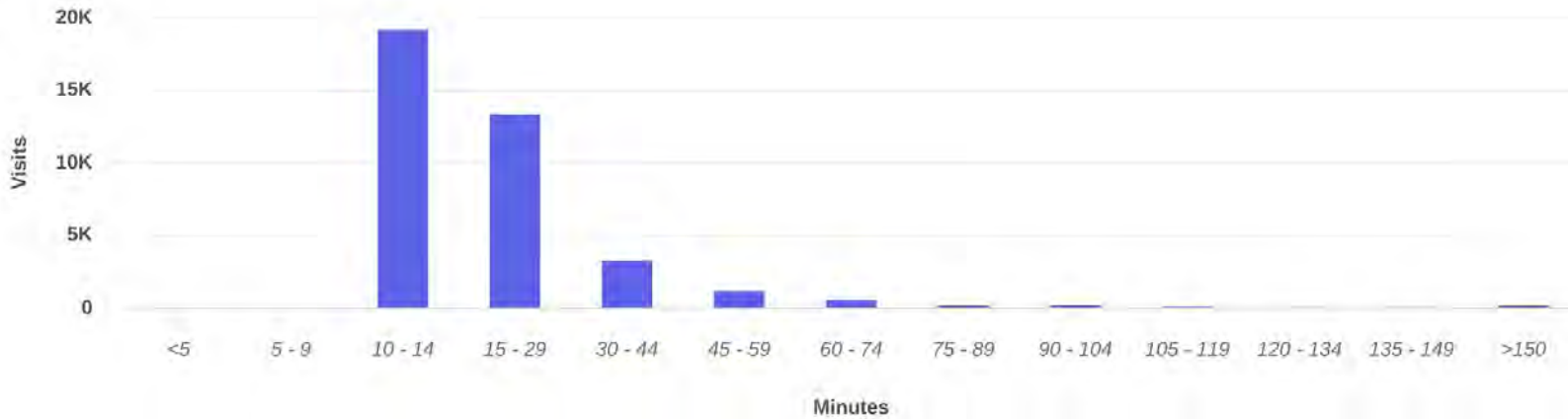






## Visit Duration

● **6922 Ambassador Caffery Pkwy B...**  
6920 Ambassador Caffery Pkwy, Broussard, L...



Average Stay	21 min
Median Stay	15 min

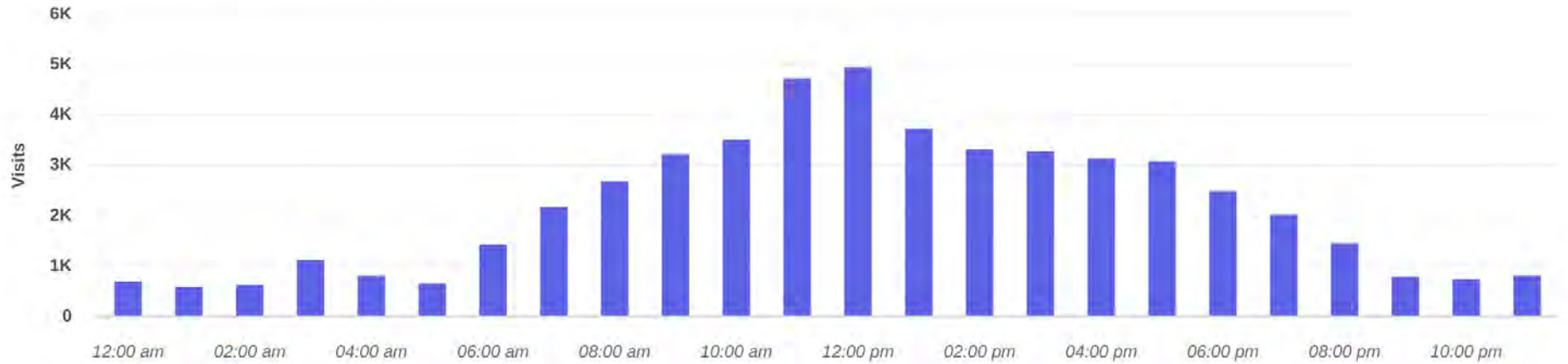
Visits | Jan 1st, 2024 - Dec 31st, 2024  
Data provided by Placer Labs Inc. (www.placer.ai)





## Hourly Visits

● **6922 Ambassador Caffery Pkwy...**  
6920 Ambassador Caffery Pkwy, Broussard,...



Visits | Jan 1st, 2024 - Dec 31st, 2024  
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))





## Favorite Places

6922 Ambassador Caffery Pkwy Broussard, LA 70518 (Nearby Activity 250 ft) / Ambassador Caffery Pkwy, Broussard, LA

Rank	Name	Distance	Visitors
1	Shell / 6920 Ambassador Caffery Pkwy, Broussard, LA 70518-5343	0.1 mi	15.4K (84.7%)
2	Ambassador Town Center / 4535 Ambassador Caffery Pkwy, Lafayette, LA 70508	4.5 mi	15.1K (82.9%)
3	River Marketplace / 4313 Ambassador Caffery Pkwy, Lafayette, LA 70508	4.8 mi	15.1K (82.8%)
4	Crossroads Annex / 609 Settlers Trace Blvd, Lafayette, LA 70508	4.9 mi	11.9K (65.2%)
5	RaceTrac / 5100 Ambassador Caffery Pkwy, Lafayette, LA 70508	3.5 mi	11.5K (63.2%)
6	Acadiana Mall / 5725 Johnston St, Lafayette, LA 70503	6.7 mi	11.5K (63.1%)
7	Target / 4313 Ambassador Caffery Pkwy, Lafayette, LA 70508	4.8 mi	11.4K (62.5%)
8	Walmart / 123 St Nazaire Rd, Broussard, LA 70518	2 mi	11.4K (62.4%)
9	Academy Sports + Outdoors / 4232 Ambassador Caffery Pkwy, Lafayette, LA 70508	5.1 mi	11K (60.4%)
10	Caffery Center / 4510 Ambassador Caffery Pkwy, Lafayette, LA 70508	4.6 mi	10.7K (58.8%)

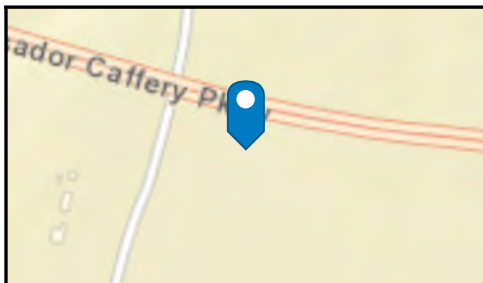
Category: All Categories | Min. Visits: 1 | Jan 1st, 2024 - Dec 31st, 2024  
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))



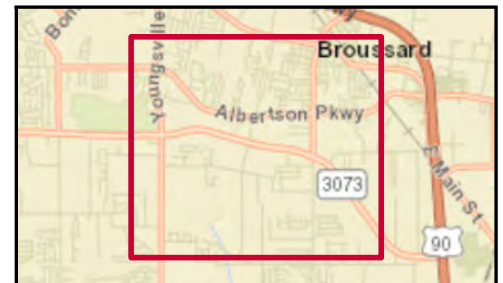
# Traffic Count Map

6922 Ambassador Caffery Pkwy, Broussard, Louisiana, 70518  
Rings: 1 mile radii

Prepared by Esri  
Latitude: 30.13316  
Longitude: -91.97457



- 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 (Q3 2024).

January 08, 2025