



RETAIL READY SITE REPORT

6922 AMBASSADOR CAFFERY PKWY, BROUSSARD, LA



For more information about this site report, contact LEDA at 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



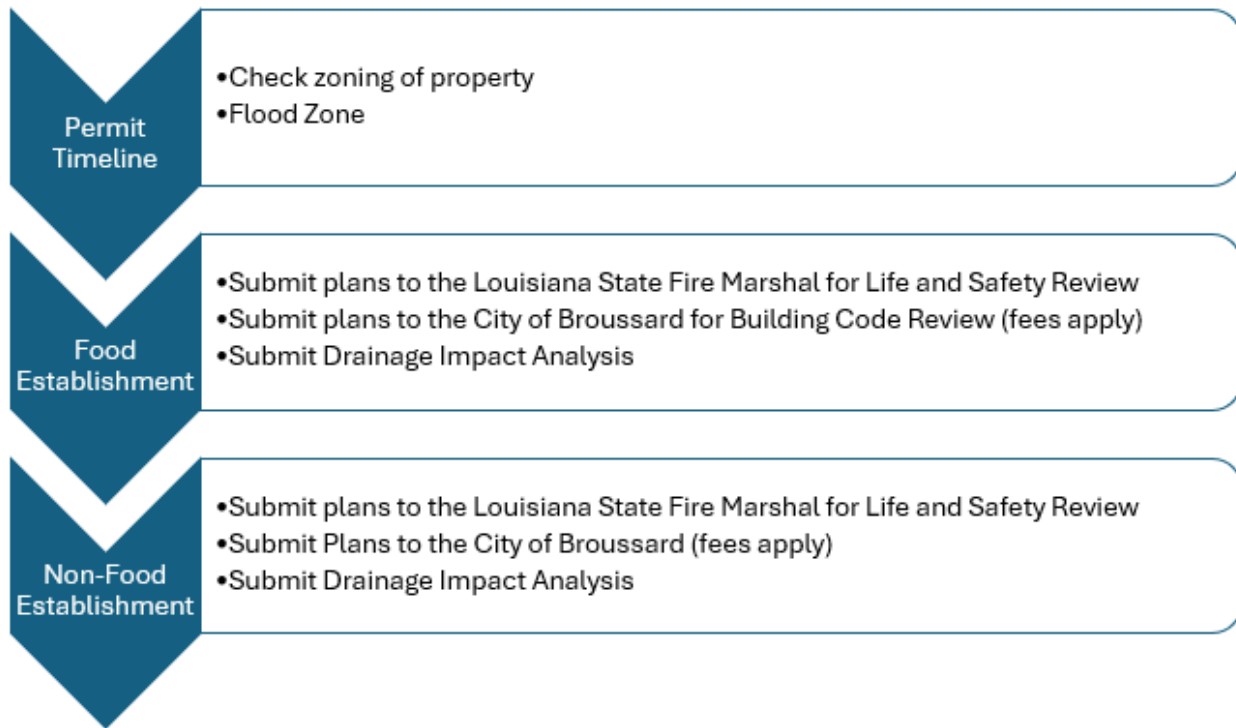
Ambassador Caffery
Zoning



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

For more information, contact
City of Broussard Chief
Administrative Officer

Graham Beduze
337-837-6681 ext. 9
gbeduze@broussardla.com

City of Broussard City
Manager/Public Works Director

Mel Bertrand
337-319-6237
mbertrand@broussardla.com

Floodplain Administrator

Ben Theriot
337-298-1295
ben.theriot@services@gmail.com

Broussard Fire Department

Chief Bryan Champagne
337-319-8322
bchampagne@broussardfire.org



With an estimated population of more than 15,000, 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



26.91%

Retail Growth

In the past decade (2014-2024), retail sales have grown more than \$177 million, creating a 26.91% increase. A 57% population growth over the same time period supports the strength of Broussard's developing retail market.

61,240

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

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. The Albertson's overpass has been completed and the Ambassador Caffery overpass project is approximately 50% complete.

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+):	Top Industries:	White Collar Workers:
7,323	Services	66.9%
	Manufacturing	

Household Data



# of Households:	Median Household Income:	Households > \$100K Income:
5,305	\$81,647	42.2%

Real Estate



2024 # of New Residential Permits:	Average Cost To Build New Residential Home:
199	\$304,195

Retail Sales



2024 Taxable Retail Sales:	\$837,542,181
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Placer Report

Jan 1 - Dec 31, 2024

Property:

6A

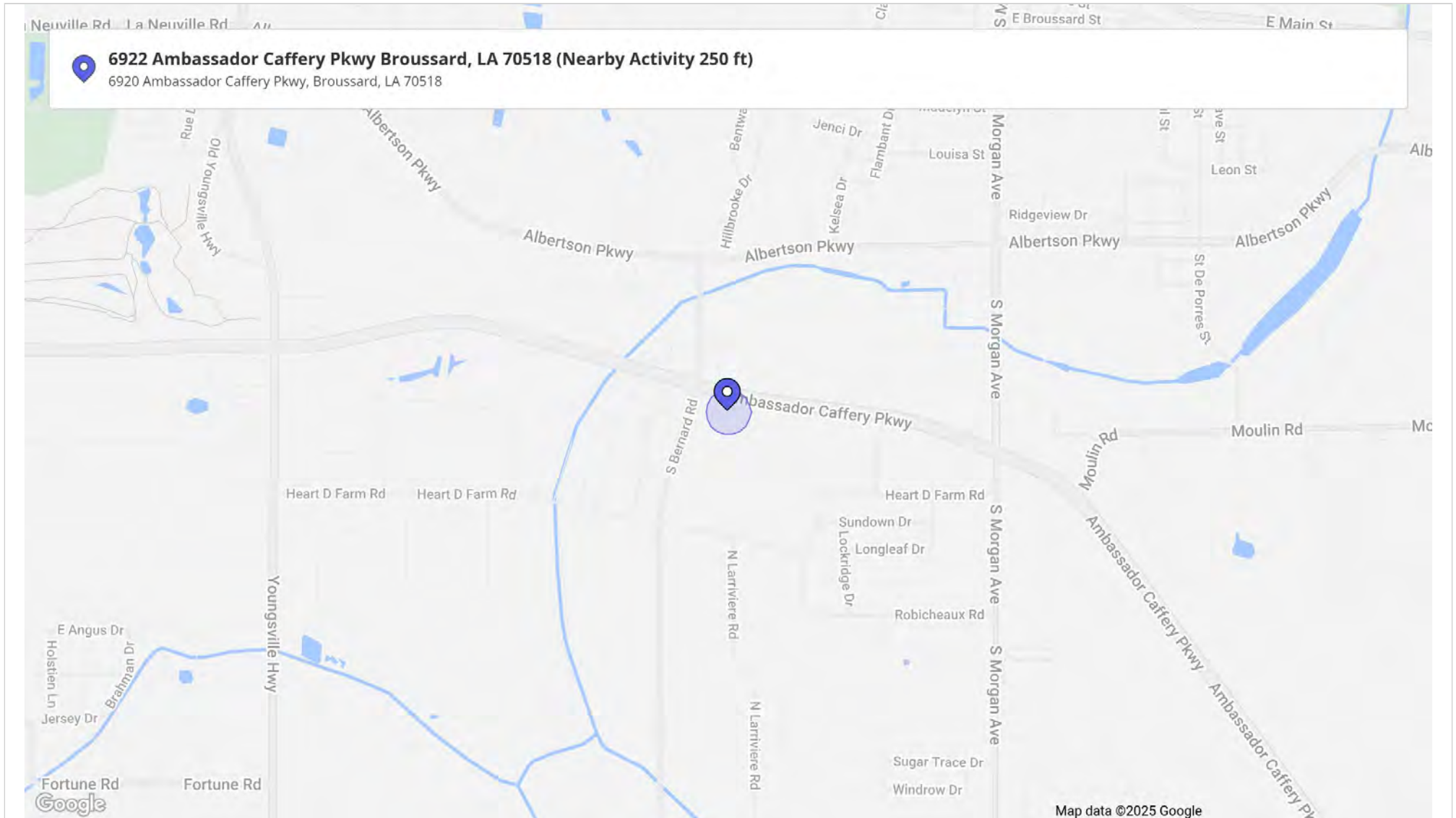
6922 Ambassador Caffery Pkwy Broussard, LA 70518 (Nearby Activity 250 ft)

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%

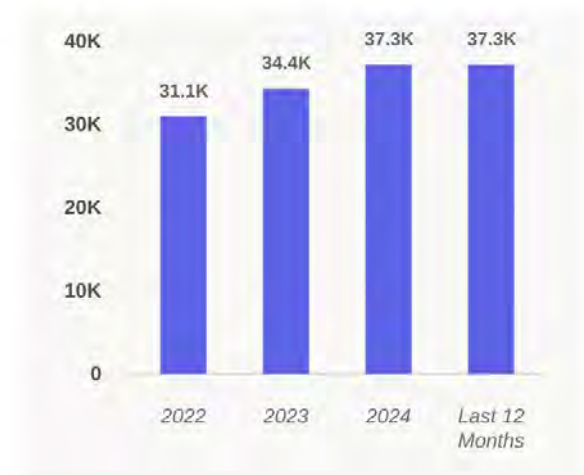
Jan 1st, 2024 - Dec 31st, 2024
Data provided by Placer Labs Inc. (www.placer.ai)





Visits Trend

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

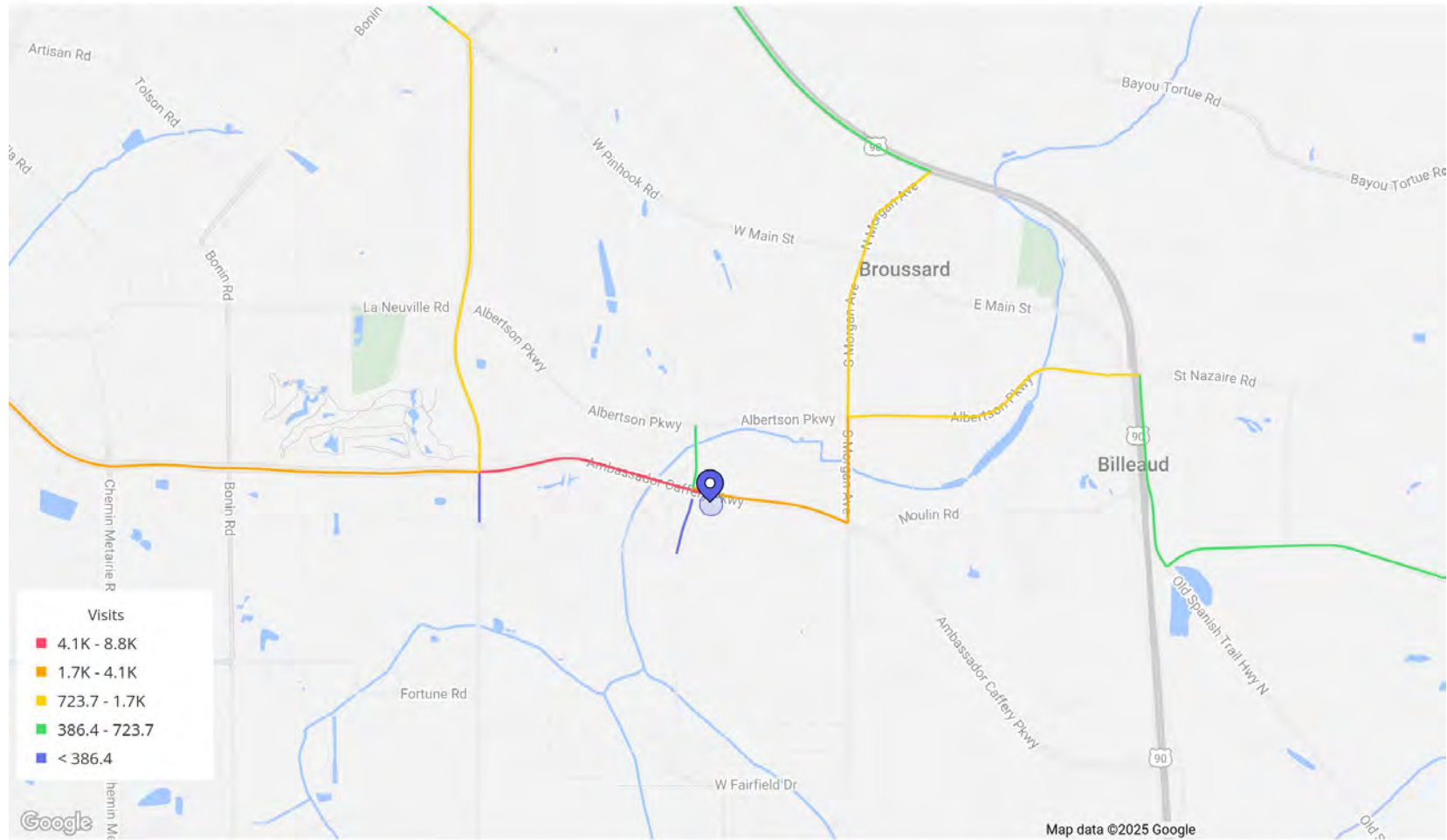


Weekly | Visits | Jan 1st, 2024 - Dec 31st, 2024
Data provided by Placer Labs Inc. (www.placer.ai)





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)





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

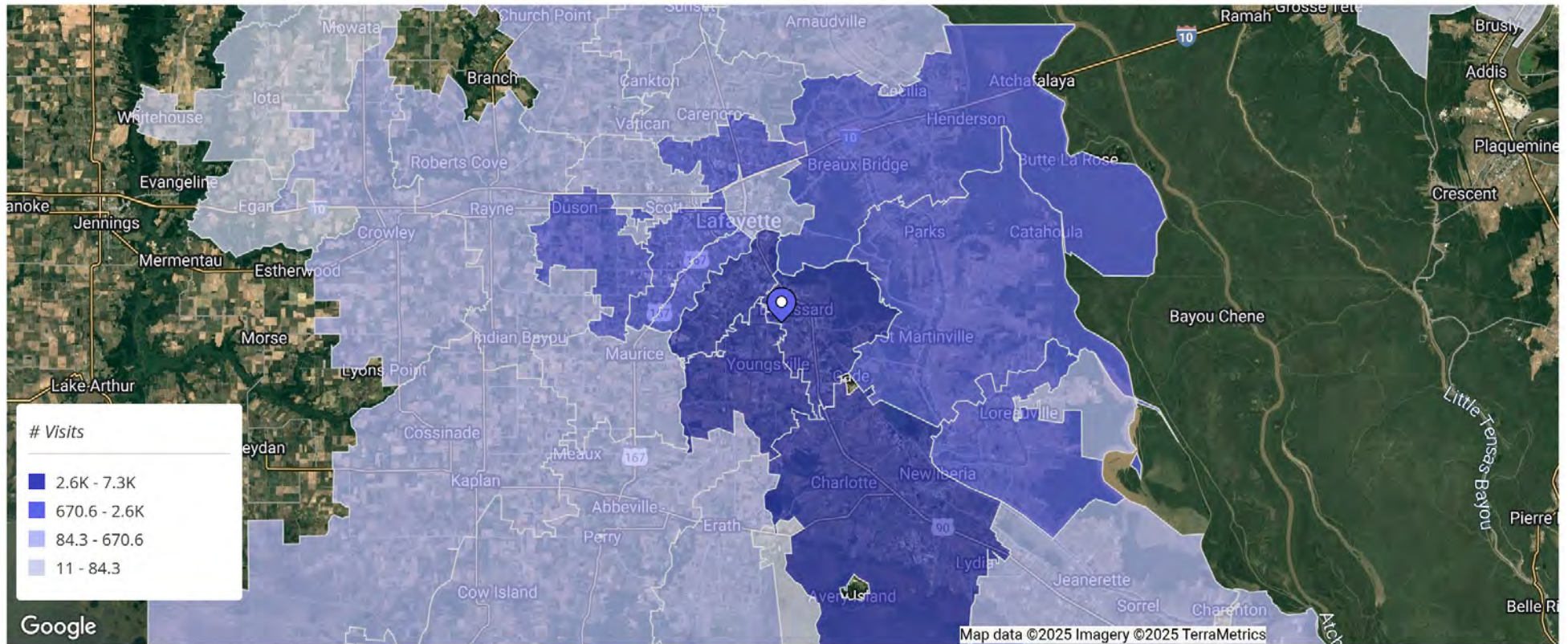
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Visitors By Origin

● **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

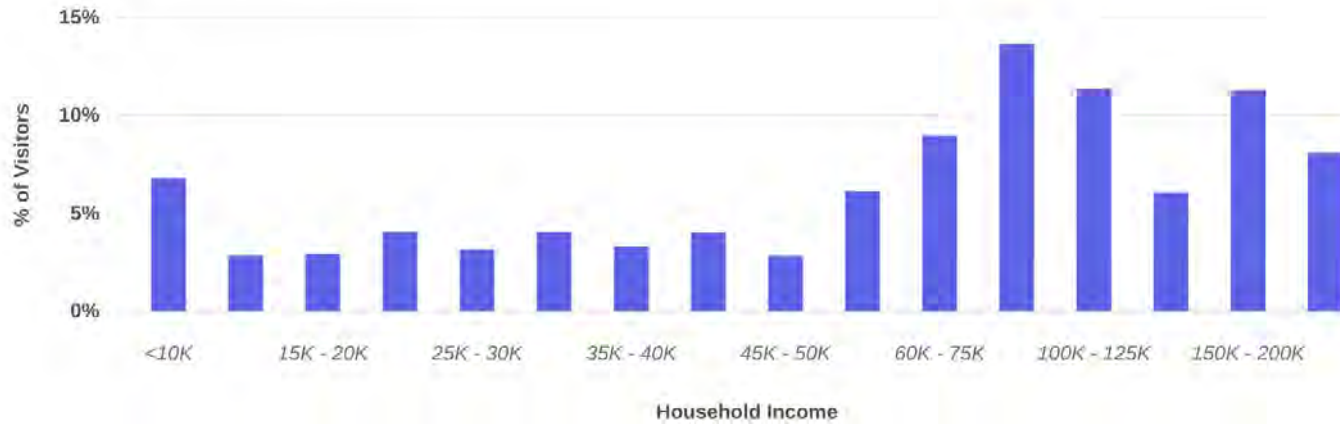
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Household Income

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



Average Income	96K
Median Income	76K

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

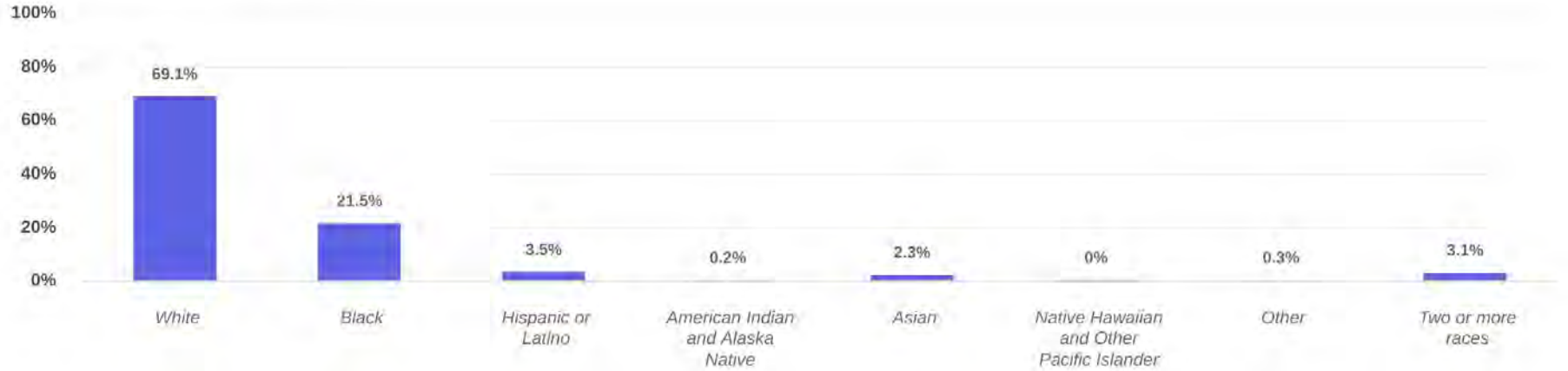
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Ethnicity

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



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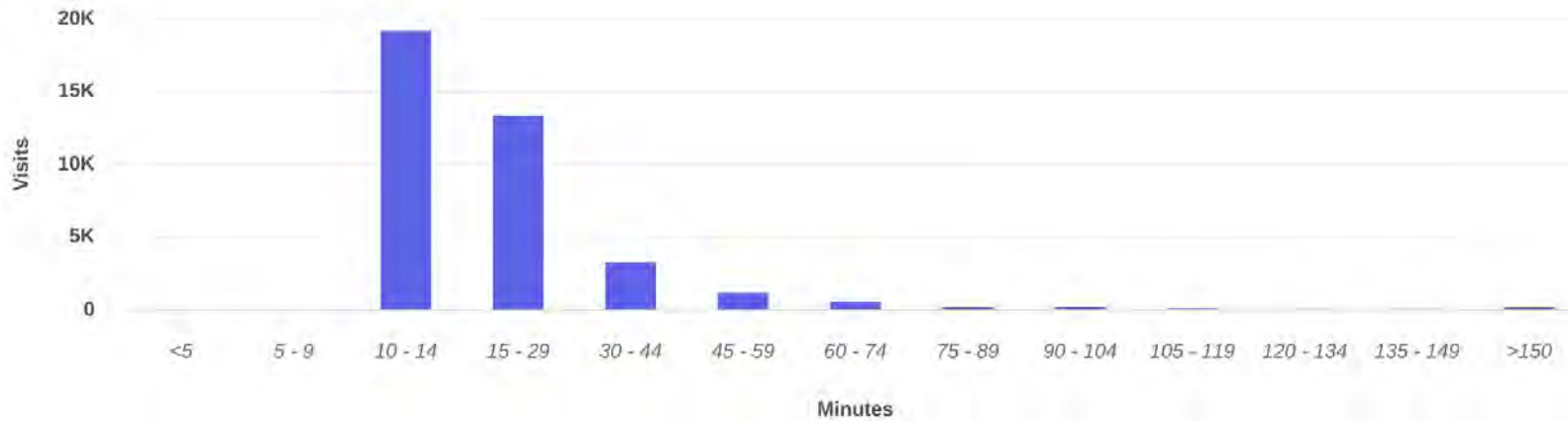
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Visit Duration

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



Average Stay 21 min
Median Stay 15 min

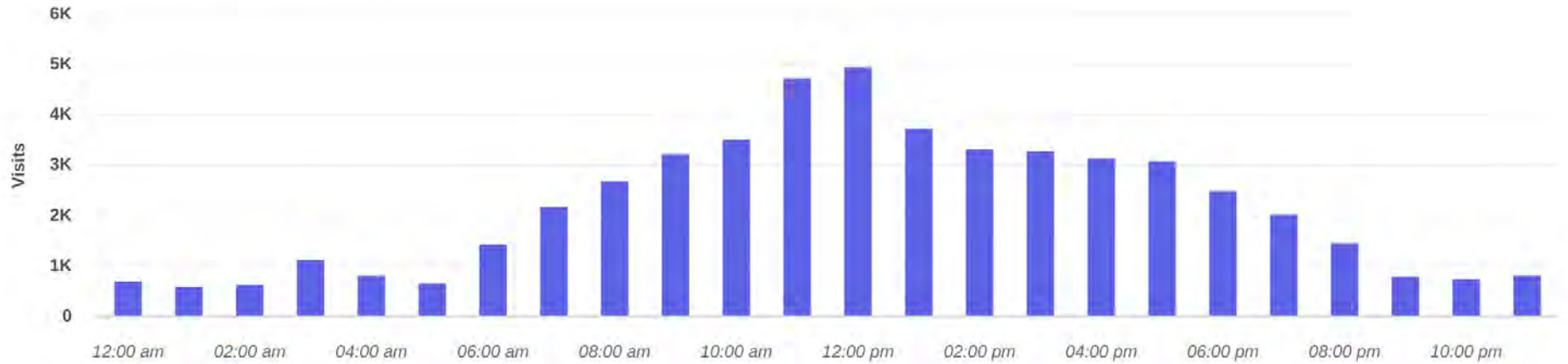
Visits | Jan 1st, 2024 - Dec 31st, 2024
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Hourly Visits

● **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)





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%)

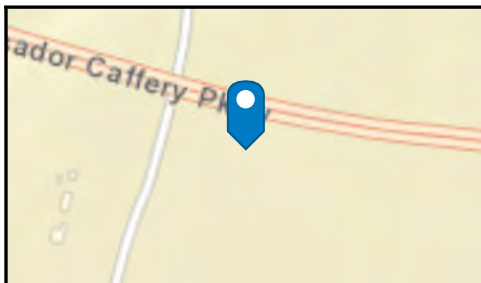
Category: All Categories | Min. Visits: 1 | Jan 1st, 2024 - Dec 31st, 2024
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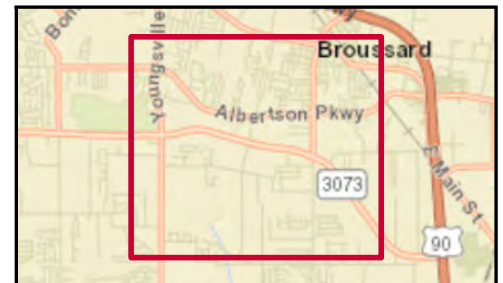
Traffic Count Map

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