

## **LaPlace/St. John the Baptist Parish Overview**

### Geography:

LaPlace is the largest community within St. John the Baptist Parish, strategically situated along the Mississippi River between New Orleans and Baton Rouge. The area offers strong regional connectivity, with a roughly 20-25 minute drive to Louis Armstrong New Orleans International Airport (MSY), approximately 30 minutes to downtown New Orleans, and about 45 minutes to Baton Rouge. This central location provides convenient access to major transportation and logistics corridors.

Notable nearby locations include Belle Terre Country Club, Riverlands Golf & Country Club, Walmart, Winn-Dixie, Aldi, Fairfield Inn by Marriott, Ochsner, Riverland Shopping Center, Home Depot and more!

### Traffic Counts:

Belle Terre Blvd (LA-3188) - ±15,000 AADT

I-10 - ±50,000 AADT

Airline Hwy (US-61) – ±35,000 AADT

### Economy:

The primary economic driver of LaPlace and St. John the Baptist Parish is the Port of South Louisiana and the surrounding network of industrial facilities along the Mississippi River, which support thousands of jobs and facilitate the movement of tens of billions of dollars in goods annually. Additional key industries include healthcare, manufacturing, and retail trade.

LaPlace serves as the parish's primary retail and service hub, supporting a growing residential base while benefiting from proximity to major employment centers. The surrounding area features a mix of commercial and residential development, reinforcing its role as a central location for both local commerce and regional industry.

Major Private Employers in the Parish:

- Marathon Petroleum
- Denka Performance Elastomer (formerly DuPont)
- Nalco (Ecolab)
- Pinnacle Polymers
- Louisiana Machinery

### Demographics:

Per recent data, St. John the Baptist Parish is home to roughly 40,000 residents and features a diverse population that supports a broad consumer base. Median household incomes are in the high \$60,000s, and homeownership rates hover in the high 70% range, reflecting a well-established residential market. Following Hurricane Ida, the area experienced a slight population decline; however, with the West Shore Lake Pontchartrain project underway, population growth is anticipated.

\*Scheduled for completion in 2030, the West Shore Lake Pontchartrain project will span approximately 18.5 miles from the Bonnet Carré Spillway to the Mississippi River Levee near Garyville. Once completed, it is designed to provide 100-year storm surge protection through a system of levees, floodwalls, gates, drainage structures, and pumps.