

Metro Verde - The Future of Las Cruces

Sonoma Ranch Blvd | Las Cruces, NM 88012



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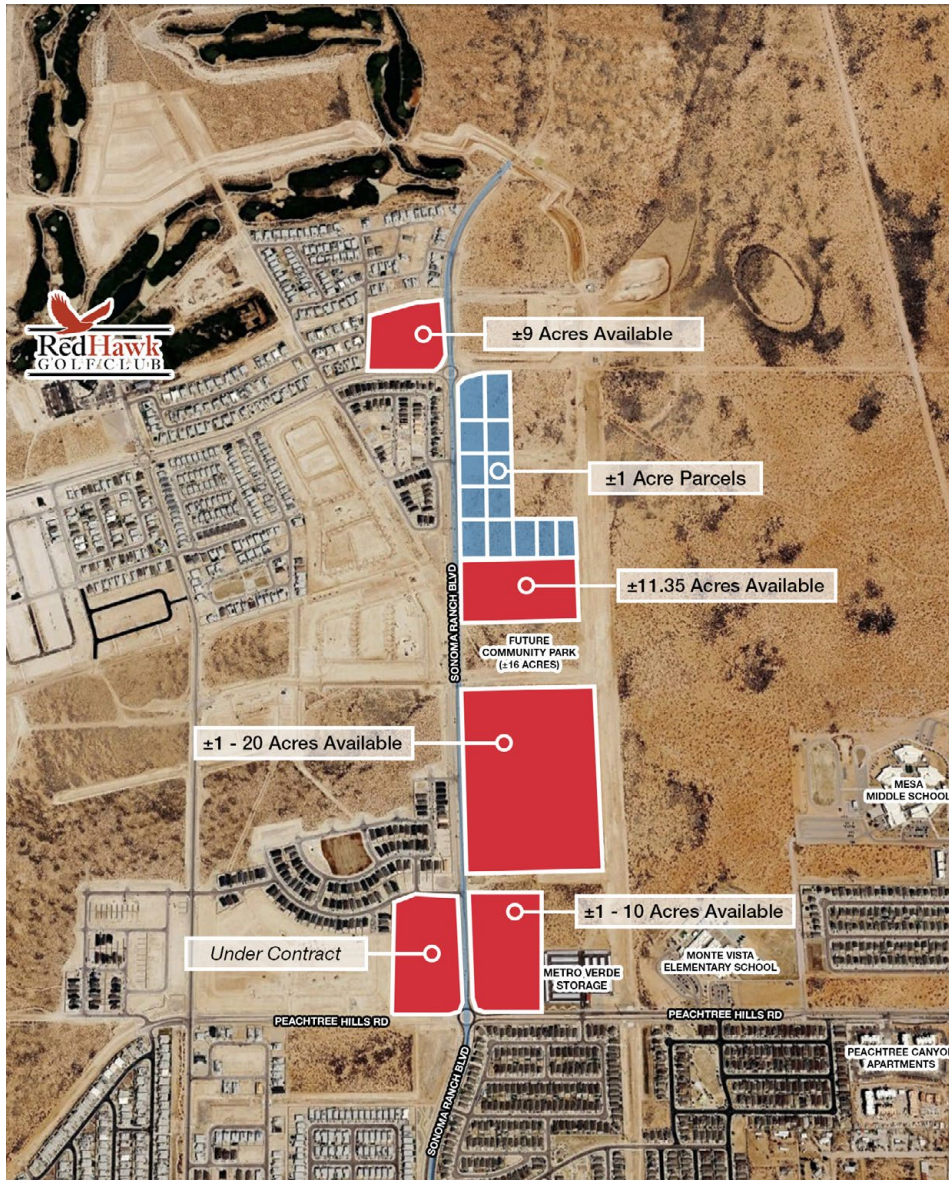
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Listing Overview



Parcel outlines are approximate and are included for illustrative purposes only

A Master-Planned Growth Corridor

The Sonoma Ranch Blvd corridor, from Peachtree Hills to Arroyo Rd, represents one of Metro Verde's most dynamic commercial opportunities. Flexible parcels ranging from 1 to 20+ acres allow developers and end-users to tailor sites for retail, dining, medical, or service uses.

Lifestyle & Community Destination

At the heart of the corridor, a community park creates a natural anchor for restaurants, breweries, boutique retail, and activity-based concepts - positioning the middle and northern sections as a lifestyle destination for Metro Verde residents and beyond.

High Exposure Retail Corners

On the southern end, prime hard corners at Peachtree Hills offer excellent visibility for convenience, medical, or service-oriented retail, capturing daily traffic from the area's rapidly growing neighborhoods.

Service & Light Industrial Opportunities

Adjacent tracts are designed for light industrial and service businesses such as trades and solar providers - well-positioned to serve thousands of homes already built or under construction within Metro Verde.



The major amenity within Metro Verde is Red Hawk Golf Club, designed by Ken Dye and built in a beautiful high-desert setting. The course blends wonderfully into the natural terrain and features panoramic views of the Organ and Dona Ana Mountains. This is a true championship golf course that measures 7,523 yards from the farthest of the 5 tees on its 18 holes.

Why Metro Verde?

- Parcel flexibility: 1 to 20+ acres
- Balanced land use: Retail, dining, medical, light industrial
- Lifestyle focus: Community park as central amenity
- Service hub: Dedicated tracts for trades and local services
- Growth driven: Built-in demand from thousands of new homes

The Sonoma Ranch Blvd corridor is more than land—it's a blueprint for a thriving mixed-use district at the center of Metro Verde's growth.

Area Overview



We obtained the information above from sources we believe to be reliable. However, we have not verified its accuracy and make no guarantee, warranty or representation about it. It is submitted subject to the possibility of errors, omissions, change of price, rental or other conditions, prior sale, lease or financing, or withdrawal without notice. We include projections, opinions, assumptions or estimates for example only, and they may not represent current or future performance of the property. You and your tax and legal advisors should conduct your own investigation of the property and transaction.

Additional Photos



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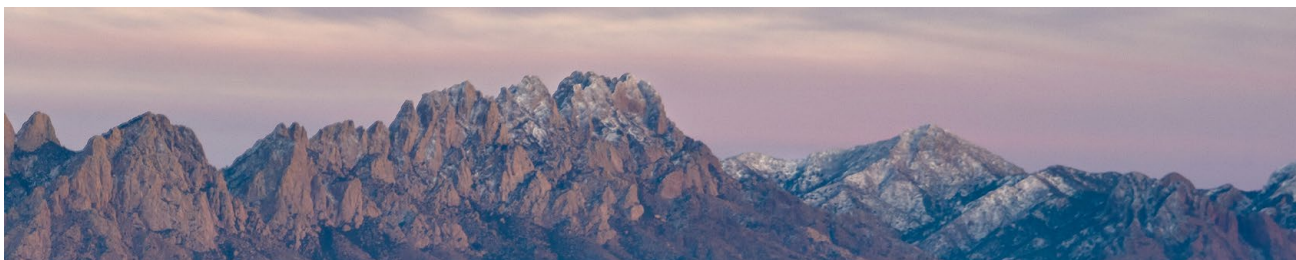


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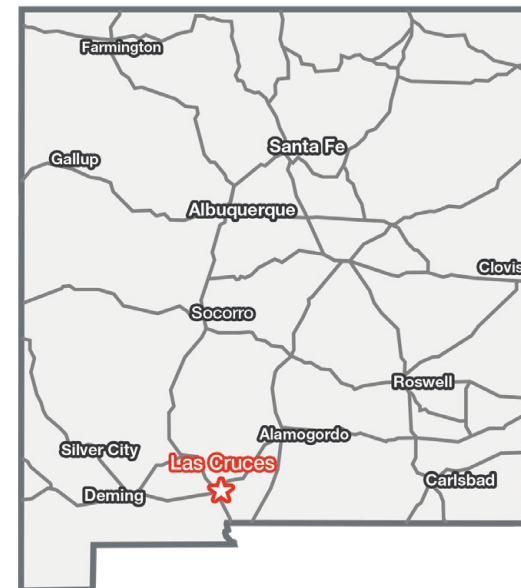
Area Overview

Las Cruces, New Mexico

Las Cruces is the largest city in southern New Mexico, and the second largest in the state. Located on the edge of the Chihuahuan Desert, the city sits at the foot of the Organ Mountains and along the banks of the Rio Grande River. Las Cruces enjoys over 350 days of sunshine a year, receiving an average of only 8.5 inches of rain per year and no more than two inches of snow in the winter.



The city has a population of 113,888 residents and is the county seat of Doña Ana County (app. 219,561 population). Las Cruces is 42 miles north of El Paso, TX, 225 miles south of Albuquerque, NM, and 275 miles east of Tucson, AZ.



Awards & Recognition

- Best Places To Retire in 2024, Forbes
- The 50 Best Places to Live in the U.S, Money.com (2024)
- Top 15 Best Cities in the Country to Raise a Family, Scholaroo.com (2023)
- New Mexico State University, Best Colleges for National Universities, U.S. News & World Report (2022)

Source: www.visitlascruces.com

Major Employers

- New Mexico State University
- Memorial Medical Ctr
- White Sands Missile Range
- Mountain View Regional Medical Ctr
- Dona Ana Branch Community Clg
- Keystone Consolidated Industries
- NASA

Source: www.mveda.com

Doña Ana County

Population	219,561
Total Households	87,688
Average HH Income	\$56,451

Source: US Census Bureau, 2022