

Metro Verde - The Future of Las Cruces

Sonoma Ranch Blvd & Engler Rd | Las Cruces, NM 88012



Jay Hill | jay@1stvalley.com | 575.644.5570

Jake Redfearn | jake@1stvalley.com | 575.635.5895

Randy McMillan, CCIM, SIOR | randy@1stvalley.com | 575.640.7213

Jacob Slavec, SIOR | jacob@1stvalley.com | 575.644.8529

NAI 1st Valley

1155 S Telshor Ste 100, Las Cruces, NM 88011
575.521.1535 | 1stvalley.com

Listing Overview



A Premier Entry Point

The intersection of Engler Road and Sonoma Ranch Blvd serves as the true gateway into Metro Verde, offering unmatched visibility and access. With three prime parcels available, this location is poised to become a central hub for retail, services, and community activity.

Three Strategic Corners

Sites A & B - Northwest Corner | ±17 Acres (Site A: ±7 Acres | Site B: ±10 Acres)

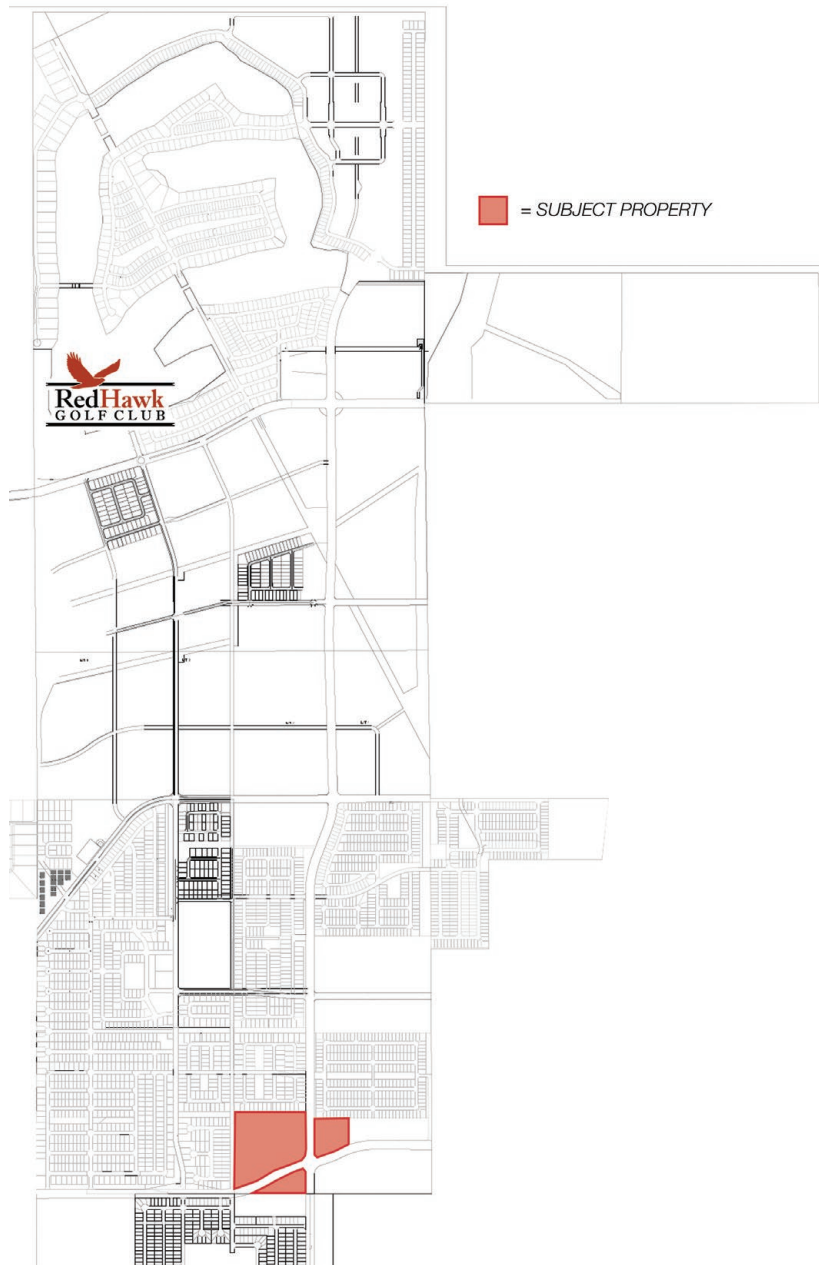
The largest of the three sites, Sites A & B offer flexibility for a grocery-anchored shopping center, multifamily development, or a combination of both. The combined acreage can accommodate a full-service grocer along with supporting retail, restaurants, or service uses, and/or multifamily development to add density and rooftops supporting the surrounding commercial uses. Together, the sites create a one-stop destination for Metro Verde residents and the greater Las Cruces community.

Site C - Northeast Corner | ± 4.46 Acres

Positioned on the northeast corner of the roundabout, Site B is a perfect location for retail or medical office/clinics. Its visibility and accessibility make it an excellent fit for healthcare providers, urgent care, or neighborhood retail that supports the growing population in Metro Verde.

Site D - Southwest Corner | ±3.3 Acres

With a smaller footprint and high traffic exposure, Site C is an ideal pad site for a retail user, convenience store, or quick-service restaurant. Its location at the entrance to Metro Verde ensures consistent daily traffic and a built-in customer base from surrounding neighborhoods.



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.

Prime Location & Market Demand

- **Gateway to Metro Verde:** High-visibility, high-traffic intersection serving as the entry point to the largest master-planned community in Las Cruces.
- **Built-In Customer Base:** Thousands of new homes planned and under construction in Metro Verde.
- **Flexibility:** Sites accommodate a range of uses—from essential services like grocery and healthcare to lifestyle retail and dining.
- **Growth Momentum:** Positioned to capture the demand generated by Las Cruces' fastest-growing community.

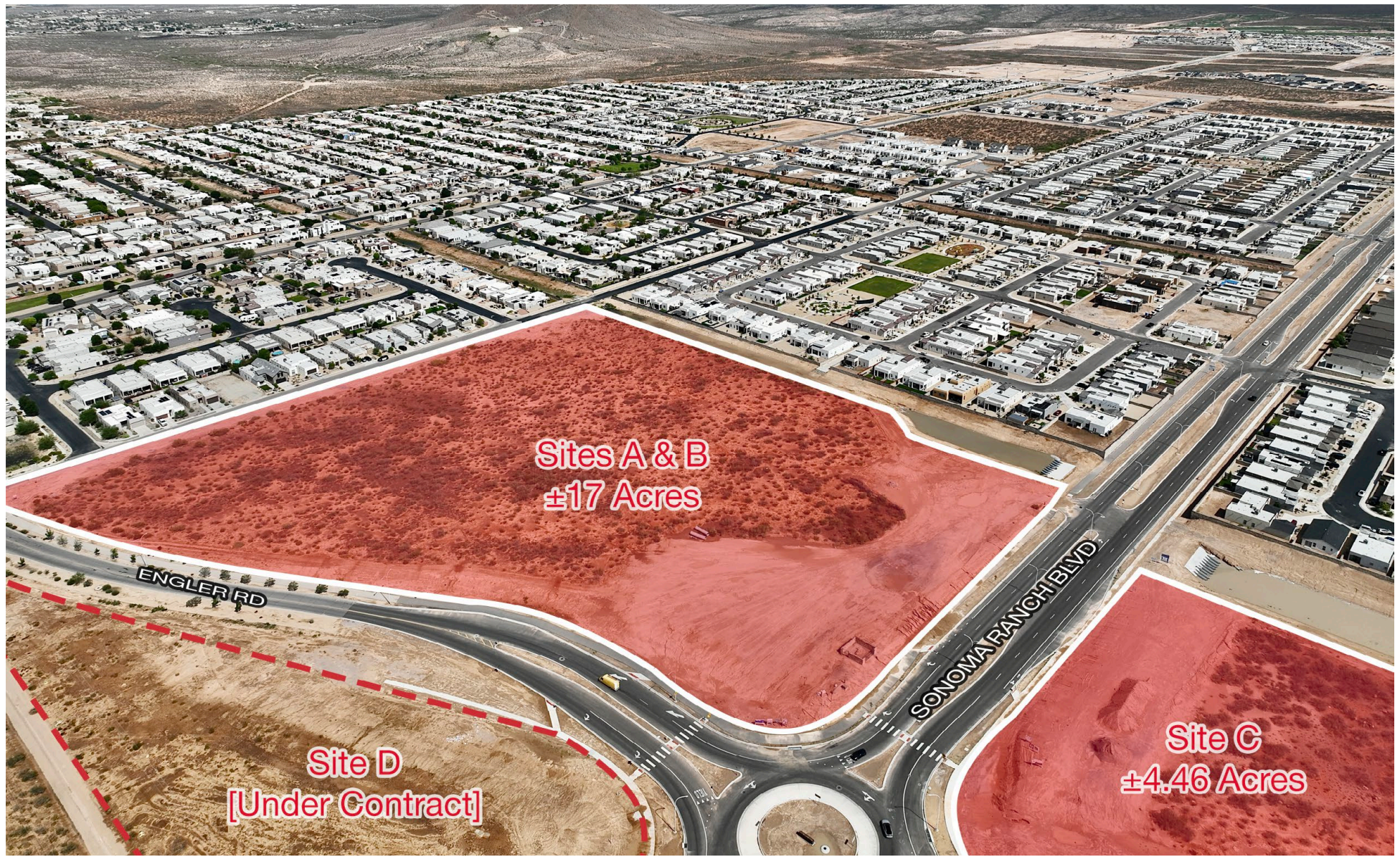
Together, these three corners represent a once-in-a-generation opportunity to shape the commercial heart of Metro Verde.

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



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



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

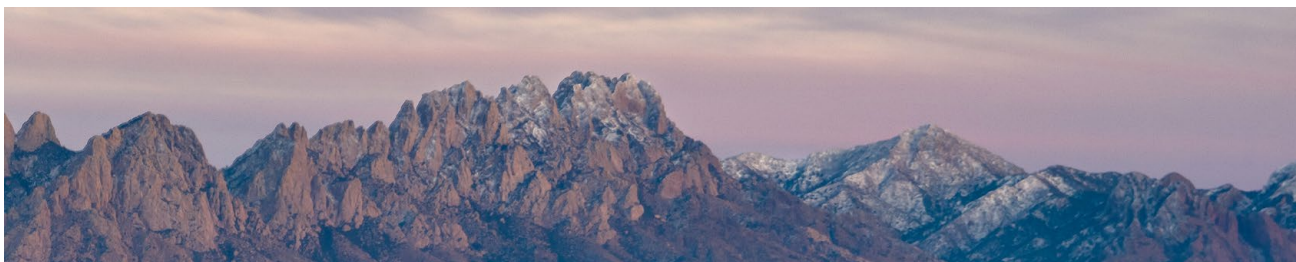


We obtained the information above from sources we believe to be reliable. However, we have not verified its accuracy and make no guarantee, warranty or representation about it. It is submitted subject to the possibility of errors, omissions, change of price, rental or other conditions, prior sale, lease 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.

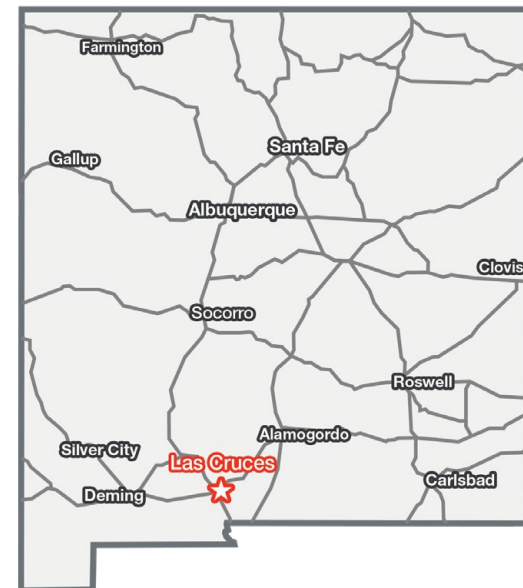
Area Overview

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