



**FOR LEASE**

**AVAILABLE SPACE**  
162 - 28,501 SF

**ZONING**  
C-3

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### WELCOME TO THE SHOPPS AT SOLANA

A unique transformation of the former Sunland Park Mall that will entail updating the interior, redoing the entrance to the mall, and implementing a complete marketing strategy. THE SHOPPES AT SOLANA will be a thriving commercial space with a revitalized design, new tenants, and a vibrant shopping and entertainment destination. This will be accomplished by leveraging the principals' unique understanding of the El Paso region's rich cultural history and unique geographical traits gained from doing business here for over 40 years. The new tenant roster will include restaurants, activities and, shopping.

The Shoppes at Solana is a super-regional mall located on the west side of El Paso, built in 1988. It attracts customers from Northern Mexico, Southern New Mexico, the Upper Rio Grande River Valley, and West Texas. Originally operated by Simon Property Group, ownership transferred to Washington Prime Group in 2014, and is now managed by The Shoppes at Solana, LLC. The mall has undergone significant transformations, introducing new concepts, revitalizing key areas, and making various improvements, making it a popular destination for shopping, dining, entertainment, and leisurely walks.



### AREA TRAFFIC GENERATORS




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### DEMOGRAPHIC SNAPSHOT 2023

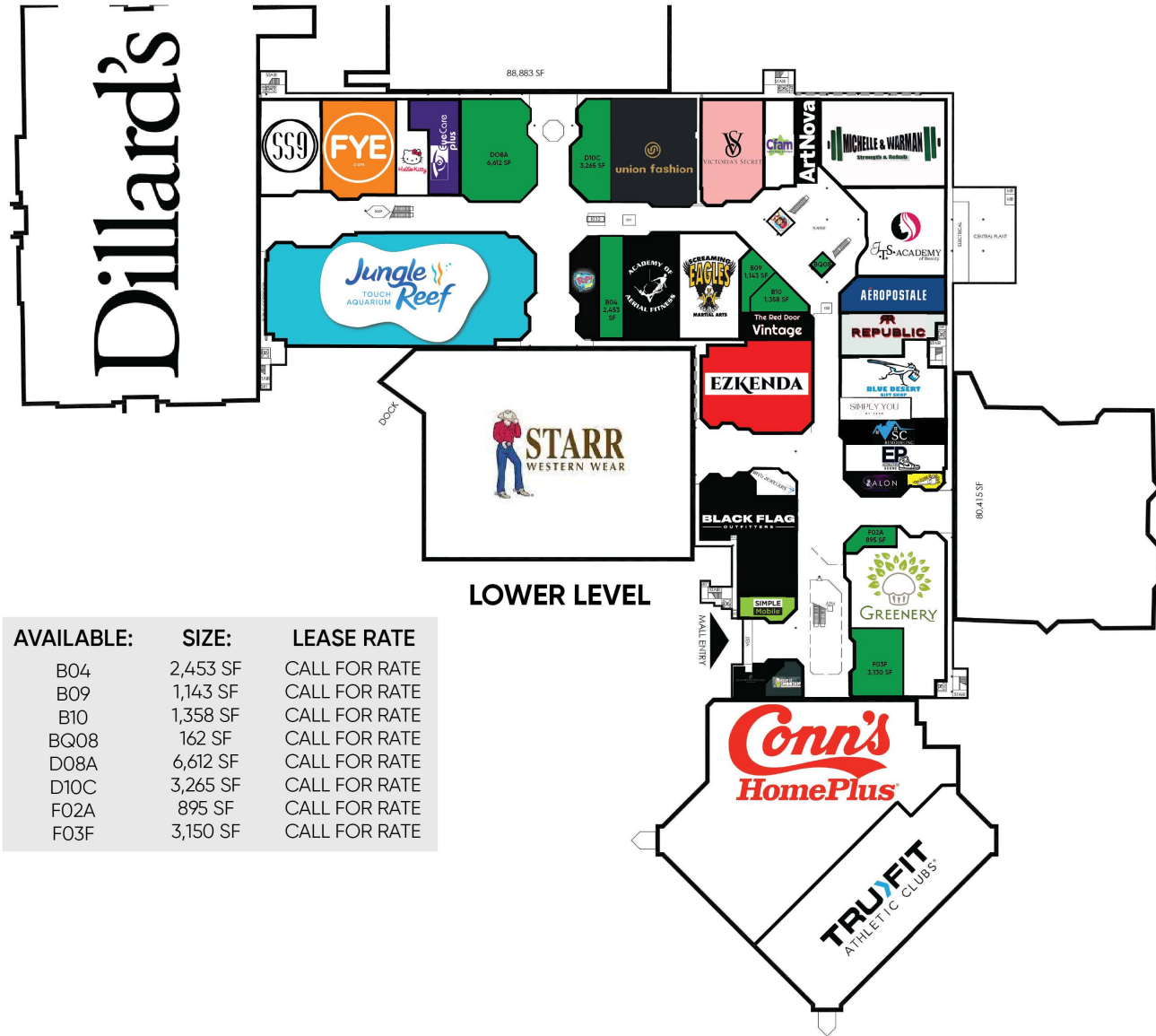
 **73,436**  
**POPULATION**  
3-MILE RADIUS

 **\$ 73,319**  
**AVG HH INCOME**  
3-MILE RADIUS

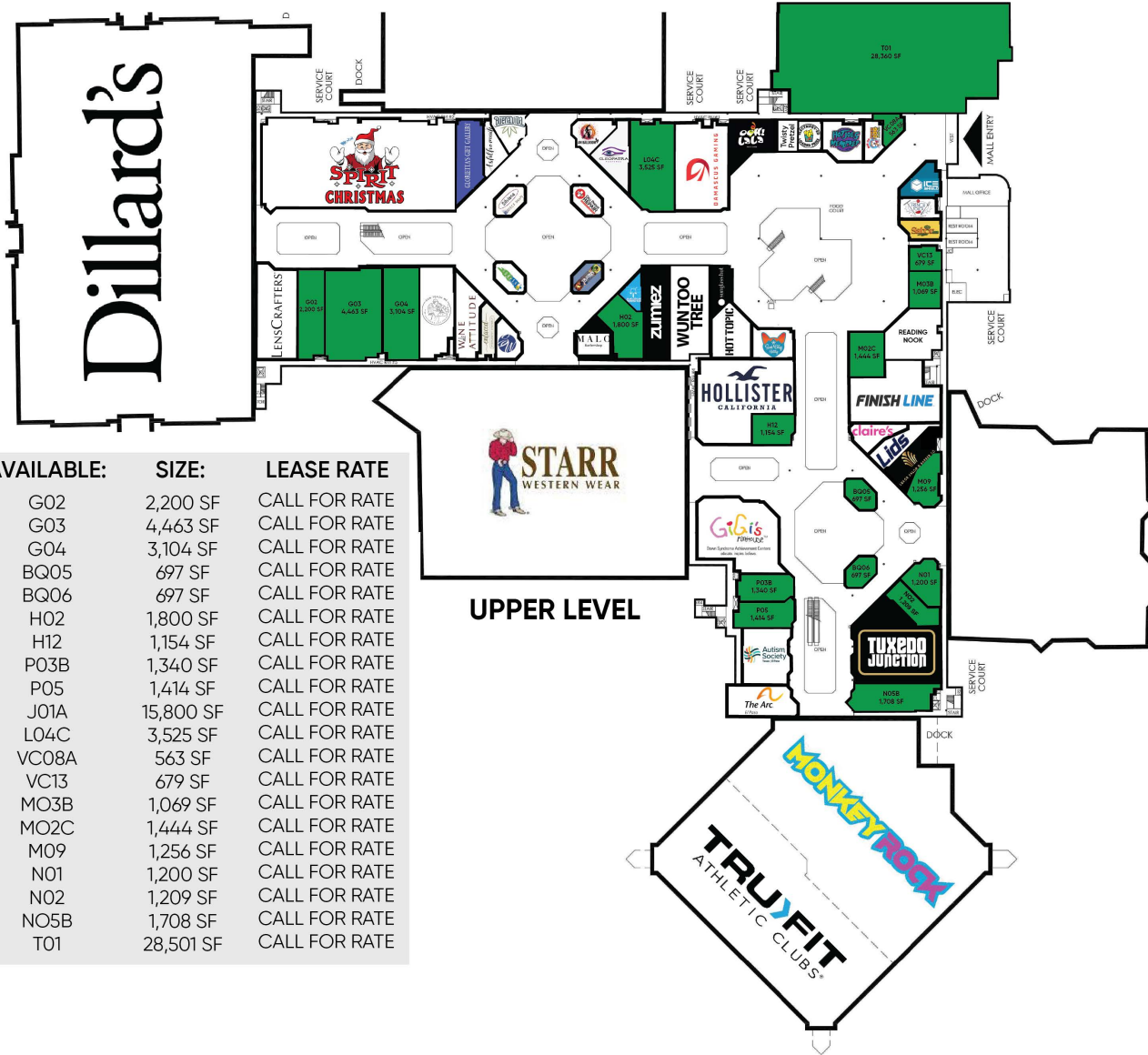
 **30,798**  
**DAYTIME**  
**POPULATION**  
3-MILE RADIUS

 **TRAFFIC COUNTS**  
SUNLAND PARK DR: 25,166  
VPD  
I-10: 29,065 VPD  
(TDT 2022)

THE SHOPPES AT SOLANA



THE SHOPPES AT SOLANA



AVAILABLE:	SIZE:	LEASE RATE
G02	2,200 SF	CALL FOR RATE
G03	4,463 SF	CALL FOR RATE
G04	3,104 SF	CALL FOR RATE
BQ05	697 SF	CALL FOR RATE
BQ06	697 SF	CALL FOR RATE
H02	1,800 SF	CALL FOR RATE
H12	1,154 SF	CALL FOR RATE
P03B	1,340 SF	CALL FOR RATE
P05	1,414 SF	CALL FOR RATE
J01A	15,800 SF	CALL FOR RATE
L04C	3,525 SF	CALL FOR RATE
VC08A	563 SF	CALL FOR RATE
VC13	679 SF	CALL FOR RATE
MO3B	1,069 SF	CALL FOR RATE
MO2C	1,444 SF	CALL FOR RATE
M09	1,256 SF	CALL FOR RATE
N01	1,200 SF	CALL FOR RATE
N02	1,209 SF	CALL FOR RATE
NO5B	1,708 SF	CALL FOR RATE
T01	28,501 SF	CALL FOR RATE



Beyond the local El Paso consumer, the target market for the revitalized center will include international shoppers from Mexico and shoppers who frequently travel from across Southern New Mexico to El Paso for its regional dominance in retail, banking, medical services, and entertainment.

The target demographic for The Shoppes at Solana is as vast as it is varied. The Shoppes are located on the West Side of El Paso, Texas, and a benefit of this unique location is its proximity to several diverse sources of consumer segments. A prime example: the Santa Theresa International Port of Entry is increasingly being used by many residents from the State of Chihuahua, Mexico who prefer the Santa Theresa Port of entry due to its shorter crossing times and the circumvention of the city of Juarez and its traffic.

Another significant source of shoppers is the Upper Rio Grande Valley and the vast part of Southern New Mexico. Many people from these areas live a traditional family life and have traditional family values. They appreciate spending time together and tend to shop and eat in a large family group. Last, but not least, the West side of El Paso is home to zip codes with some of the highest earners per capita in the city. These shoppers like to spend on quality goods and services, and The Shoppes at Solana will be a place where they will find what they are looking for in one place.

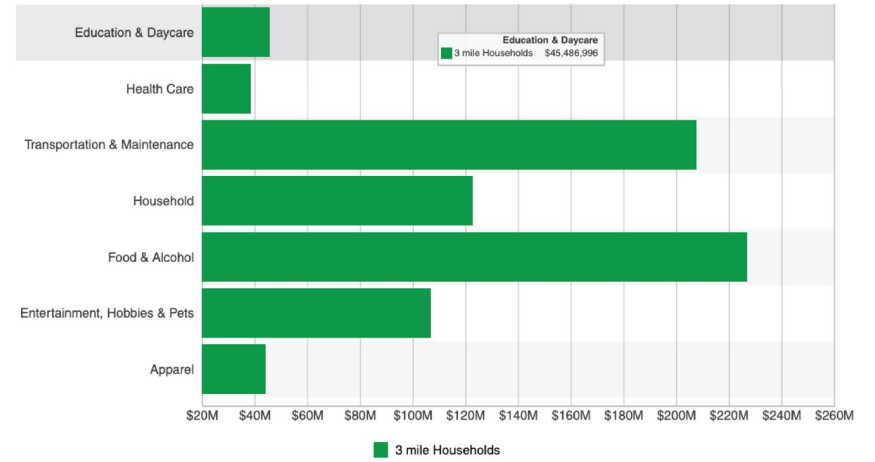
The Starr Western Wear location at The Shoppes at Solana can attest to the above as it has benefited greatly from these diverse groups of consumers. Post remodeling, foot traffic and sales will dramatically increase at The Shoppes at Solana once focused marketing and promotional efforts directed at these consumers have commenced.





CONSUMER SPENDING - 2023

Currency: USD (\$)



POPULATION

	1 MILE	3 MILE	5 MILE
2010 Population	9,583	70,792	146,663
2023 Population	9,737	73,436	155,832
2028 Population Projection	9,951	75,238	160,366
Annual Growth 2010-2023	0.1%	0.3%	0.5%
Annual Growth 2023-2028	0.4%	0.5%	0.6%
Median Age	35.5	36.8	36.2
Bachelor's Degree or Higher	35%	39%	37%
U.S. Armed Forces	69	429	1,351

DATA PROVIDED BY COSTAR

Revitalizing an indoor mall requires curating tenants that can attract foot traffic and create a vibrant shopping experience. Here are some potential tenant ideas for the revitalization of "THE SOLANA":

- **Upscale Retailers:** Seek out popular fashion brands, luxury boutiques, and specialty stores that offer high-quality products and have a strong customer following.
- **Entertainment and Experience-based Venues:** Consider incorporating entertainment options such as a multiplex cinema, virtual reality experiences, or interactive gaming centers to attract visitors seeking a fun and engaging outing.
- **Dining and Culinary Options:** Include a mix of diverse dining options, including local & international cuisine, trendy cafes, upscale restaurants, and quick-service eateries to cater to different tastes & preferences.
- **Wellness and Fitness Centers:** Incorporate wellness facilities, such as fitness studios, spas, and wellness clinics, to cater to health-conscious individuals looking for exercise, relaxation, and self-care experiences.
- **Technology and Gadgets:** Include tech-focused stores featuring the latest electronics, gadgets, and cutting-edge technology products to attract tech-savvy shoppers.
- **Pop-up Stores and Artisan Markets:** Create a rotating space for pop-up stores and artisan markets, allowing local artisans and small businesses to showcase their unique products and creations, fostering a sense of community and supporting local entrepreneurship.
- **Family-friendly Attractions:** Consider incorporating family-oriented offerings such as indoor playgrounds, children's entertainment centers, or educational experiences to cater to families and create a destination for all age groups.
- **Lifestyle and Home Decor:** Feature stores specializing in home decor, furniture, interior design, and lifestyle products to provide shoppers with options to enhance their living spaces and personal style.









The current plans for renovations include: a new entry way (already underway), a complete redesign of the common space to include cafés and restaurants with indoor and “outdoor” seating, a children’s play area, a shared work area, and the installation of faux gas lamps, more seating, and new indoor trees.

The result will be an intertwining of the modern and old world that evokes the feeling one gets when entering a modern European village.

THE SHOPPES AT SOLANA will be marketed as the premier shopping and entertainment destination in West Texas and Southern New Mexico, with a focus on quality brands and restaurants while maintaining a message of a value proposition to ensure all financial and ethnic demographic segments feel welcome.

What’s in a name? The translation of “Solana” from Spanish to English is “sunny” or “sunlit” and the word “sol” means “sun” in Spanish. Lastly, the suffix “- ana” is often used to signify a quality or relationship.

“SOLANA” can thus be understood as a term related to the sun or sunlight... A source of warmth that is always sought after.





# INFORMATION ABOUT BROKERAGE SERVICES



11-2-2015

TEXAS LAW REQUIRES ALL REAL ESTATE LICENSEES TO GIVE THE FOLLOWING INFORMATION ABOUT BROKERAGE SERVICES TO PROSPECTIVE BUYERS, TENANTS, SELLERS AND LANDLORDS.

**TYPES OF REAL ESTATE LICENSE HOLDERS:**

- A **BROKER** is responsible for all brokerage activities, including acts performed by sales agents sponsored by the broker.
- A **SALES AGENT** must be sponsored by a broker and works with clients on behalf of the broker.

**A BROKER'S MINIMUM DUTIES REQUIRED BY LAW (A client is the person or party that the broker represents):**

- Put the interests of the client above all others, including the broker's own interests;
- Inform the client of any material information about the property or transaction received by the broker;
- Answer the client's questions and present any offer to or counter-offer from the client; and
- Treat all parties to a real estate transaction honestly and fairly.

**A LICENSE HOLDER CAN REPRESENT A PARTY IN REAL ESTATE TRANSACTION:**

**AS AGENT FOR OWNER (SELLER/LANDLORD):** The broker becomes the property owner's agent through an agreement with the owner, usually in a written listing to sell or property management agreement. An owner's agent must perform the broker's minimum duties above and must inform the owner of any material information about the property or transaction known by the agent, including information disclosed to the agent or subagent by the buyer or buyer's agent.

**AS AGENT FOR BUYER/TENANT:** The broker becomes the buyer/tenant's agent by agreeing to represent the buyer, usually through a written representation agreement. A buyer's agent must perform the broker's minimum duties above and must inform the buyer of any material information about the property or transaction known by the agent, including information disclosed to the agent by the seller or seller's agent.

**AS AGENT FOR BOTH - INTERMEDIARY:** To act as an intermediary between the parties the broker must first obtain the written agreement of each party to the transaction. The written agreement must state who will pay the broker and, in conspicuous bold or underlined print, set forth the broker's obligations as an intermediary. A broker who acts as an intermediary:

- Must treat all parties to the transaction impartially and fairly;
- May, with the parties' written consent, appoint a different license holder associated with the broker to each party (owner and buyer) to communicate with, provide opinions and advice to, and carry out the instructions of each party to the transaction.
- Must not, unless specifically authorized in writing to do so by the party, disclose:
  - \* that the owner will accept a price less than the written asking price;
  - \* that the buyer/tenant will pay a price greater than the price submitted in a written offer; and
  - \* any confidential information or any other information that a party specifically instructs the broker in writing not to disclose, unless required to do so by law.

**AS SUBAGENT:** A license holder acts as a subagent when aiding a buyer in a transaction without an agreement to represent the buyer. A subagent can assist the buyer but does not represent the buyer and must place the interests of the owner first.

**TO AVOID DISPUTES, ALL AGREEMENTS BETWEEN YOU AND A BROKER SHOULD BE IN WRITING AND CLEARLY ESTABLISH:**

- The broker's duties and responsibilities to you, and your obligations under the representation agreement.

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Buyer/Tenant/Seller/Landlord Initials \_\_\_\_\_ Date \_\_\_\_\_

Regulated by the Texas Real Estate Commission

Information available at [www.trec.texas.gov](http://www.trec.texas.gov)