La Entrada Shopping Center

Rinconada & Northrise, Las Cruces NM 88011

LAND LEASE & BUILD TO SUIT	Contact Broker For Pricing
TOTAL LAND SIZE	±7.5 Acres

La Entrada Shopping Center is a ±7.5-acre commercial parcel offering premium lots for ground lease or build-to-suit development. Positioned at the northwest corner of Northrise Drive and Rinconada Boulevard, the site sits directly across from a Walmart Supercenter, providing exceptional visibility and access within the fastest-growing retail and residential trade area in Las Cruces.

PROPERTY HIGHLIGHTS

- ±7.5-acre commercial parcel with land lease and build-to-suit options
- Prime corner location at Northrise Drive and Rinconada Boulevard
- Directly across from a high-volume, Walmart-anchored shopping center
- Situated in the fastest-growing retail and residential trade area in Las Cruces
- Excellent visibility from Highway 70 with multiple planned access points
- Close proximity to major national retailers and dining brands

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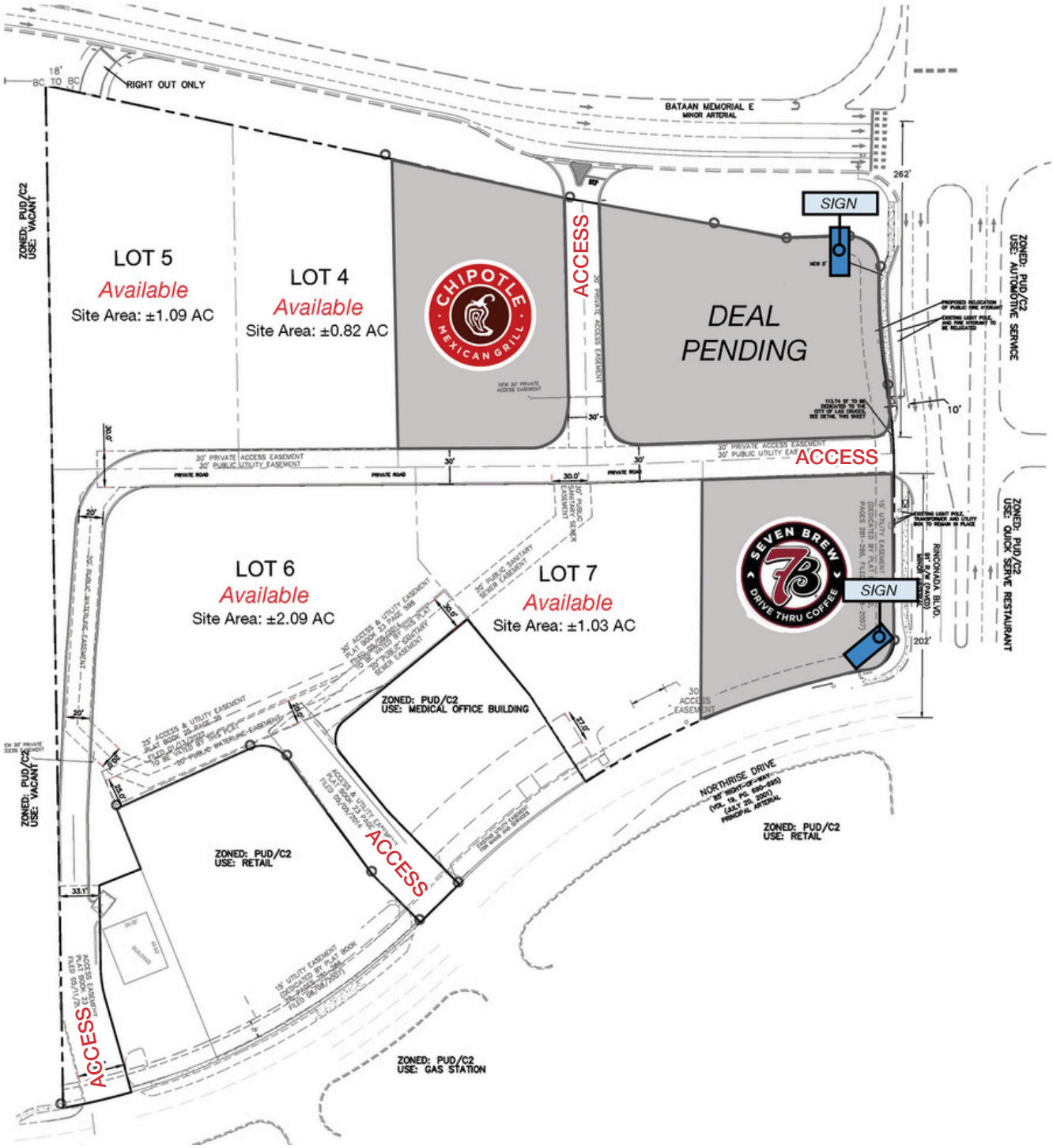
Site Plan

Not to scale; for illustrative purposes only.



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NEARBY TRAFFIC COUNTS

NORTHRISE DR	7,639 AADT
RINCONADA BLVD	4,803 AADT
BATAAN MEMORIAL E	9,100 AADT
HWY 70	20,990 AADT

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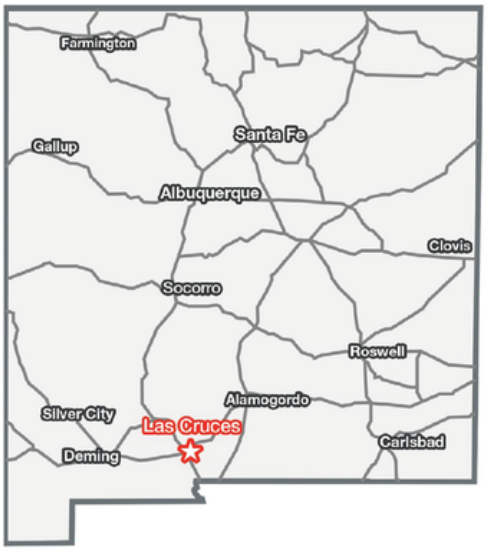
Las Cruces, New Mexico



Las Cruces is the largest city in southern New Mexico, and the second largest in the state. Located on the edge of the Chihuhuan 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 114,891 residents and is the county seat of Doña Ana County (appx. 229,091 population). Las Cruces is 42 miles north of El Paso, TX, 225 miles south of Albuquerque, NM, and 275 miles east of Tucson, AZ.

DOÑA ANA COUNTY

POPULATION	229,091
MEDIAN HH INCOME	$56,848
# OF HOUSEHOLDS	84,889

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

AWARDS & RECOGNITION

- America's Best Towns to Visit, CNN.com (2025)
- Best Places to Live in the Southwest, Extraspace.com (2025)
- Best Places to Retire, Forbes (2024)
- The 50 Best Places to Live in the U.S., Money.com (2024)

Source: www.visitlascruces.com

Home to New Mexico State University, with ±36.7% of residents holding a Bachelor's degree or higher.

A growing MSA of ±229,091 within a combined regional market of over 1.1 million residents.

Prime positioning at the I-10/I-25 junction, serving as a critical link in the binational supply chain.

Labor force of ±104,500 in Las Cruces and over 490,000 in the combined region.

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