

±75 Acres | Mixed Use Development

Land Lease or Build to Suit

Parcels for Sale - Flexible Size & Zoning

N Main St & N Solano Dr
Las Cruces, New Mexico, 88011



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Aerial Photo

Parcel lines are approximate; for illustrative purposes only.





ROYAL CROSSING

Royal Crossing is the largest infill development in Las Cruces history, located on North Main Street with direct access to Highway 70 and I-25. The project offers flexible lot sizing and zoning suited to a range of uses, including medical office, retail, dining, and recreation.

Its location near Three Crosses Regional Hospital positions Royal Crossing as a central point for healthcare-related uses in the region.

USES INCLUDE:

- **Healthcare & Medical Facilities**
Accessible, visible sites for medical providers
- **Retail & Dining**
Space for shops and restaurants serving the surrounding community
- **Multifamily Housing**
Residential units to support the area's population growth

THREE CROSSES REGIONAL HOSPITAL



Three Crosses Regional Hospital is an advanced independent healthcare organization led by a local team of professionals dedicated to high quality patient centered care.

The facility is a 46-bed general acute care hospital with a broad range of medical/surgical services, including an Emergency Department; Intensive Care Unit; Surgical Suites, Procedure/GI Labs; Medical Surgical Beds; full service Diagnostic Imaging Department (MRI, CT, Radiology, Fluro, excluding Mammo); Laboratory Services, and Interventional Cardiology Program (Cath Labs, IR, Nuc Med).

Source: <https://www.threecrossesregional.com/>



Location Overview

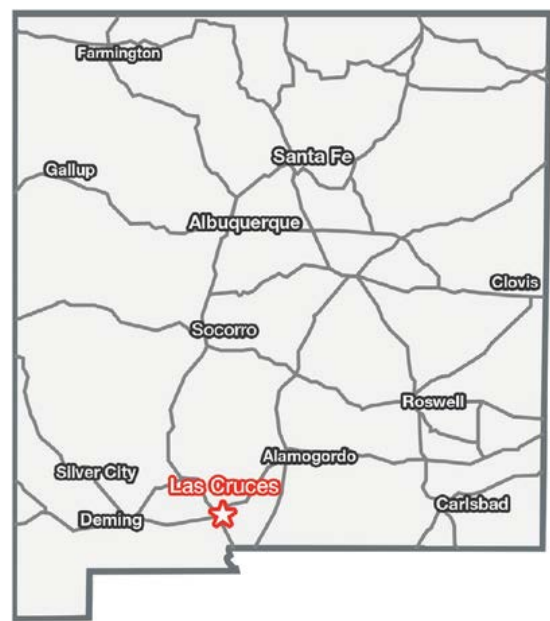
NEARBY TRAFFIC COUNTS

N MAIN ST / US-70	41,373 AADT
N SOLANO DR	10,295 AADT
I-25	20,568 AADT

Source: NMDOT, 2025



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 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.

Royal Crossing

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For more information:

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