

# SUNSET PLAZA BIG-BOX RETAIL CENTER





# EXECUTIVE SUMMARY

## OVERVIEW

**ADDRESS:** 1909 ESE Loop 323 Tyler, TX 75701

**AVAILABILITY:** 14,407 SF

**Rent Update:** Call for pricing

**PROPERTY TYPE:** Big-Box Retail Center

**PROPERTY NAME:** Sunset Plaza

**NEARBY RETAILERS:** Crunch Fitness, Ivan Smith Furniture, Walmart, 7-Brew, Starbucks and more

**RENT TYPE:** NNN (Tenant Covers Cam, Insurance, Taxes)

**NNN RATE:** \$2.69 sf

[GOOGLE MAPS](#)

VEHICLES PER DAY  
**38,739**

AVERAGE HH INCOME  
**\$94,046**  
(3 MILE)

TYLER, TX RETAIL SALES  
**\$3.2 BILLION+**

## DEMOGRAPHIC SNAPSHOT

	1 MILE	3 MILE	5 MILE
<b>TOTAL POPULATION:</b>	8,888	63,451	106,591
<b>DAYTIME POPULATION:</b>	9,639	104,144	158,977
<b>MEDIAN HH INCOME:</b>	\$76,487	\$69,962	\$69,414
<b>AVERAGE HH INCOME:</b>	\$88,485	\$94,046	\$94,748



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# GREATER TYLER METROPOLITAN AREA

## TYLER, TEXAS: A STRATEGIC DESTINATION FOR BUSINESS GROWTH

Tyler, Texas offers a compelling environment for businesses seeking expansion or relocation. Strategically located about 100 miles east of Dallas along major highways like Interstate 20 and U.S. Highways 69 and 271, Tyler provides easy access to key markets, enhancing logistical efficiency. The city's pro-business climate features low taxes, minimal regulations, and no state income tax, significantly reducing operating costs.

In addition to economic advantages, Tyler boasts a skilled workforce supplied by institutions like the University of Texas at Tyler and Tyler Junior College, ensuring a steady stream of qualified professionals in fields such as healthcare, engineering, and technology. The city's diverse economy spans sectors like healthcare, manufacturing, technology, education, and retail, offering stability and opportunities for collaboration. Quality of life is a significant draw, with affordable housing, low crime rates, excellent schools, and abundant cultural and recreational amenities. This attractive environment helps businesses recruit and retain top talent, making Tyler an ideal destination for companies aiming for sustained growth and success.

**NO. 1 BEST CITY FOR RETIREES**

USA TODAY, 2024

**NO. 1 BEST CITY TO MOVE TO IN TEXAS**

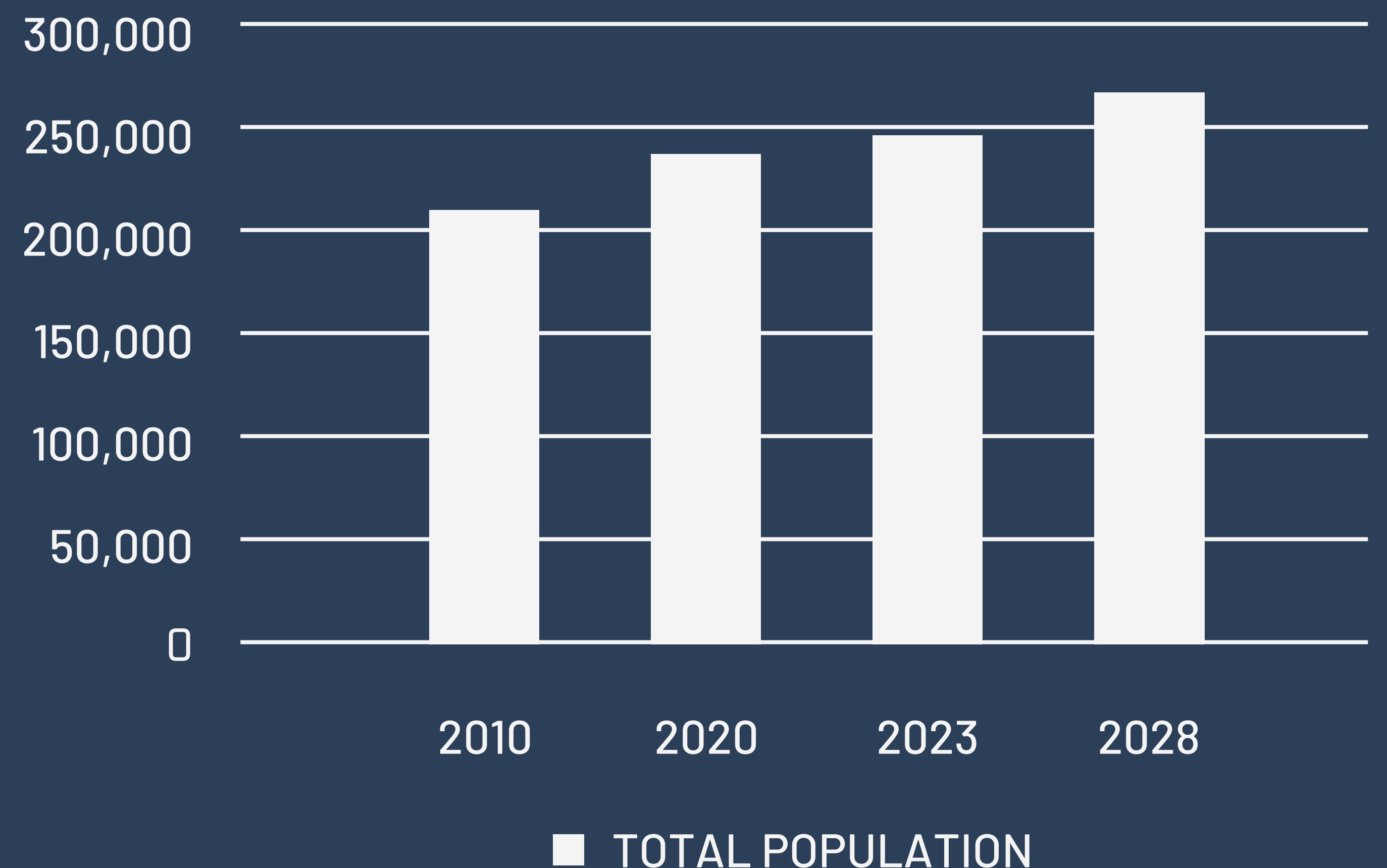
USA TODAY, 2024

**245,209**  
ESTIMATED  
POPULATION

**\$72,313**  
MEDIAN HH  
INCOME

**416,662**  
DAYTIME  
POPULATION

**TYLER MSA  
POPULATION SNAPSHOT**



# EXECUTIVE SUMMARY



## EDUCATION

Tyler, Texas is an educational hub in East Texas, home to notable institutions like the University of Texas at Tyler, Tyler Junior College, and Texas College. These schools offer a wide range of programs from vocational training to advanced degrees, contributing to a skilled and educated workforce. The Tyler Independent School District, along with various private and charter schools, provides quality K-12 education, emphasizing academic excellence and diverse learning opportunities.

**1st SCHOOL OF MEDICINE IN EAST TEXAS**

**OVER 24,000 STUDENTS ENROLLED BETWEEN UT TYLER, TJC, AND TEXAS COLLEGE IN 2023-2024**

## ENTERTAINMENT

As the “Rose Capital of America,” Tyler offers rich entertainment options centered around its rose heritage, including the expansive Tyler Rose Garden and the annual Texas Rose Festival. Cultural attractions abound with the Tyler Museum of Art, live performances at the Cowan Center, and historic venues like Liberty Hall. Outdoor enthusiasts can enjoy Tyler State Park, the Caldwell Zoo, and numerous parks and trails, offering activities like hiking, fishing, and family recreation.

## ECONOMY

Tyler boasts a robust and diverse economy anchored by sectors such as healthcare, manufacturing, retail, and agriculture. Major employers like UT Health East Texas and Trane Technologies fuel a dynamic job market. The city’s strategic location along major highways enhances its role as a regional commercial hub. A pro-business climate with low taxes and supportive local governance fosters economic growth and attracts new businesses to the area.



# EXCLUSIVELY LISTED BY



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