



VISTA
PROPERTY CO.

Sierra Vista

SWC Westmorland Road & Illinois Avenue, Dallas, TX

Overview:

- Sierra Vista currently consists of 165,000sf of retail/restaurant space at the southwest corner of Westmoreland Road and Illinois Avenue in Dallas, Texas. Fiesta Mart and Marshall's anchor the shopping center at 57,000sf and 25,000sf, respectively. This 24-acre development has varying bay-depth shop space available up to 100'.
- Sierra Vista provides a comprehensive shopping experience for local residents including groceries, soft goods, restaurants, banking, and personal services.



Area:

• Sierra Vista is located on two principal arteries. Westmoreland Road ties this shopping center to IH-30 to the north which then becomes Mockingbird Lane and connects Love Field, numerous industrial parks and employment centers. Westmoreland to the south of Sierra Vista provides access to S Loop 12 and IH-20. Illinois Avenue connects the subject site to W Loop 12 to the west (and then becomes Mountain Creek Pkwy). To the east, Illinois Avenue connects this site to IH-35E, SH-67, and IH-45. With traffic counts totaling over 60,000VPD (Westmoreland-27,000 and Illinois-32,000) and the Westmoreland DART station located on the southeast corner, this site is already the main intersection within the trade area. Sierra Vista is the newest project of its kind in south Dallas and provides first class shopping in this region. Sierra Vista is the primary retail source to this densely populated area which has seen virtually no retail development despite significant population growth over the last five years.



| DEMOGRAPHICS | | | |
|--------------|------------|----------------|------------|
| Radius | Population | Avg. HH Income | % Hispanic |
| 1 Mile | 24,337 | \$46,663 | 86.98% |
| 2 Miles | 79,840 | \$48,866 | 81.35% |
| 3 Miles | 147,441 | \$46,677 | 76.30% |

*Source: Claritas 2011

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