



## Bassett Place Mall

El Paso, Texas

[www.bassettplacemall.com](http://www.bassettplacemall.com)



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### Mall at a Glance

- Bassett Place Mall is located at the crossroads of Interstate 10 and Geronimo, which has traffic counts of greater than 210,000 cars per day
- Interstate 10 is the main arterial through central El Paso and provides direct access to San Antonio (to the east) and Phoenix (to the west)
- Store sales of several national retailers at Bassett Place represent some of the highest volumes in their chains
- The property is located in the El Paso MSA, which boasts an estimated population of almost 729,700
- Bassett Place is located in a dense retail corridor surrounded by Ross Dress For Less, Marshalls, Shoe Pavilion and Dress Barn
- This site is greatly serviced by the people of Juarez, Mexico; El Paso's sister city across the border, the largest city in the state of Chihuahua and the fifth largest city in Mexico
- Ft Bliss, located less than half a mile from Bassett Place Mall, plays a vital role in the largest American City on a U.S. International border; it contributes more than \$1.7 billion annually to the El Paso regional economy with 112,000 active duty Soldiers, family members, retirees in the community and DoD civilians. However, in the next few years the Ft Bliss population will increase to 164,000 due to redeployment of troops into Ft Bliss
- According to a 2005 shopper survey, 39% of Bassett Place shoppers come from Mexico; Stillerman Jones and the ICSC cite Hispanics as the highest per capita spending group in American Malls

### Location Map



#### Bassett Place Mall

6101 Gateway Boulevard West  
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## Site Plan

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## Statistics & Demographics

Property Data	
Opening Date	1962
Renovation Date	2004
Site	57.5 acres
Parking	3,325 spaces
Total Stores	90
Levels	1
Leasable Area	
Total Mall GLA	730,711 s.f.
Mall Shops	230,000 s.f.
Outparcels	159,462 s.f.
Anchors (Total)	341,249 s.f.
Mervyn's	83,130 s.f.
Target	117,380 s.f.
Costco	140,739 s.f.
Trade Area	
Population	549,993
Total Households	178,762
Avg. Household Income	\$47,886
Median Age	32.9 yrs.

Source: Asterop, Claritas 2006

## Contact Information

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