

PALMS CROSSING

McAllen, Texas



SIMON®

Project Overview

A centerpiece for the entire Rio Grande Valley, Palms Crossing offers a unique and convenient location in the valley's retail hub—an area of explosive population growth where shoppers spend at a rate that's twice the national average. Its inviting open-air lifestyle design and architecture showcase a lineup of popular Big Box anchors, appealing specialty retailers, and a wide range of great restaurants. Just nine miles from Mexico, Palms Crossing is perfectly situated to become a major shopping destination for consumers on both sides of the border.

Location and Access

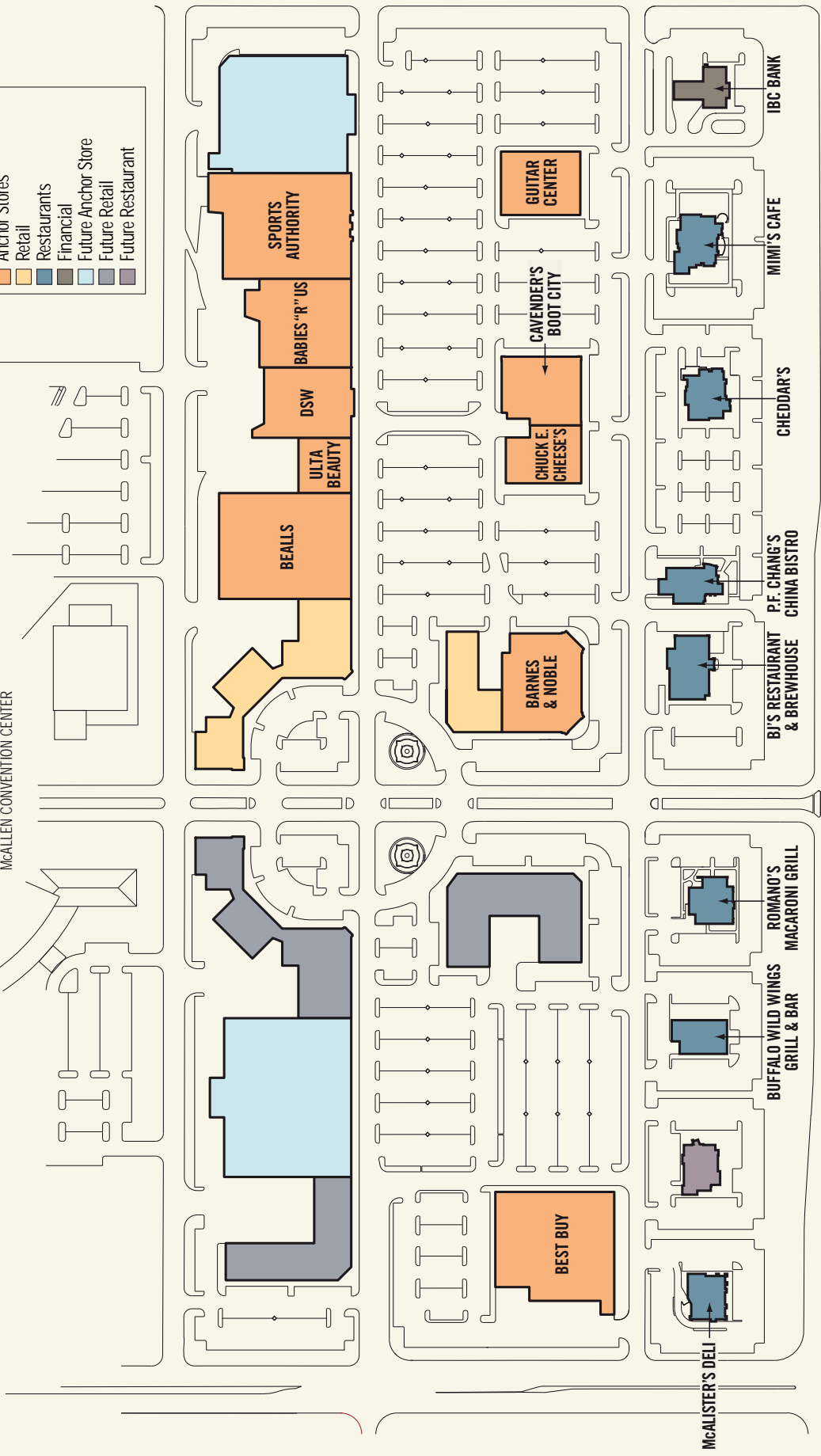
Convenient to all of McAllen, Palms Crossing sits at the northeast corner of Ware Road and US 83, one of the city's busiest intersections. Easily accessible from anywhere in the market, it's also adjacent to McAllen's new convention complex. This location offers retailers not only the benefits of a dynamic U.S. market but also access to its cross-border neighbors from the Mexican population bases of Reynosa and Monterrey. Reynosa, a rapidly growing city of more than 750,000, is just across the border from McAllen and minutes from Palms Crossing. Monterrey is the third largest and wealthiest city in Mexico and is two hours from McAllen, its nearest U.S. retail market. Nearly 40 million vehicles—and prospective Palms Crossing shoppers—cross two nearby international bridges into the McAllen area each year. The 2009 opening of the Anzalduas International Bridge, a third border crossing, has further increased the center's accessibility.



KEY

Anchor Stores
Retail
Restaurants
Financial
Future Anchor Store
Future Retail
Future Restaurant

McALLEN CONVENTION CENTER



McALISTER'S DELI



Trade Area

Palms Crossing is at the heart of the McAllen market—the fourth fastest-growing in the country. The trade area's burgeoning population is dominated by young singles and families actively in the acquisition phase of life. And McAllen's cost of living, the second lowest in the nation, gives them a higher-than-average percentage of disposable income. The city is the retail center of south Texas, drawing from a consumer base of more than 8.2 million people. Retail sales per capita are twice the national average, due in part to the tremendous influx of shoppers from across the border. Mexican nationals spend more than three times as much as the average U.S. shopper. They make up 37% of the shopper base at Palms Crossing and average 10 shopping trips per year to the Rio Grande Valley, spending \$219 per trip. Palms Crossing also benefits from substantial visitor traffic at the adjacent McAllen Convention and Civic Center, the largest in the region, and the area's cultural attractions. The significant number of winter households boosts the area's shopper base as well.

Major Retailers

Bealls, DSW, Barnes & Noble, Babies "R" Us, Sports Authority, Guitar Center, Cavender's Boot City, Best Buy, Chuck E. Cheese's, ULTA Beauty

Specialty Retail, Restaurants, and Entertainment

P.F. Chang's China Bistro, BJ's Restaurant & Brewhouse, Romano's Macaroni Grill, Mimi's Cafe, Cheddar's, Buffalo Wild Wings Grill & Bar, McAlister's Deli, Bath & Body Works, Alfred Angelo—The Bride's Studio, Rack Room Shoes, Avenue

GLA

337,000 Sq. Ft.

To learn more about opportunities at
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