

Sunland Park NM, the Golden Coast

If the borderline of Sunland Park NM faced a southern ocean, it would be a very popular and desired location. It has lots of available land and interesting geology in the area. But since it does face Mexico to the south, it probably has not become the beach most would love to invest in.

But the commercial opportunities on this southern coast still lay there just because it faces Mexico.

A NSZ¹ zone around Cristo Rey would pretty much anchor the eastern part of Sunland Park's southern edge. To the east of this proposed Cristo Rey NSZ could lay the Tri-State NSZ. This zone could utilize its tri-state geographic advantage by allowing this NSZ to be a nucleus of NSZ activity such as the proposed Border Security and Commerce Commission².

The area where all three states meet would be where several buildings on each states land would house all the agencies related to USA and Mexico Commerce or Bi-National government contact. Besides the proposed Border Security and Commerce Commission, it would make sense to also include the International Boundary and Water Commission at this location. It would make sense to house within several complexes in close proximity to each other federal, state, and local government offices that interact with Mexico and Mexico interact with the USA.

Not only government offices but also academic, health, commercial interest, and other private interest groups that want to deal with Mexico and Mexico wants to deal with the USA.

They would be connected to probably the only air conditioned complex where one can start from their office and walk to the other country's parallel office without having to step outside. This would be a professional building complex on three states unlike any on the border which includes federal, state, local government and private interest all in the same proximity.

To the west of the Cristo Rey NSZ would lay the commercial, industrial, and other real estate potential available on this southern coast currently considered on the map as the West Cristo Rey cluster. It is divided into two parts on this map and conceivably the cluster may contain several more zones as part of this cluster. Each zone would have to be managed separately from the other and some uses would differ between each.

This cluster has the potential of including the following:

Port of entry, inter-modal transportation hub, high rise condos, warehouse complex that are on both sides of the border and transporting material by conveyor belt, and an industrial complex with a corresponding industrial complex on the other side where industry are transporting material and chemicals between each other by underground pipe and conveyor belt system. Also to be found are new residential subdivisions, and an upgraded highway transportation system.

Part of what must be done is to relocate those neighborhoods that are too close to the border on the side of Mexico and also to buy up some of the neighborhoods to make way for high end land development that will

¹ bordercommerce.com home page

² bordercommerce.com "border security treaty"

bring a higher standard of living, increase the tax base, bring good paying jobs to that area and reconfigure the area on the west side of Mexico to be a more prosperous planned environment.

Further west of Sunland Park NM and what is west Juarez, Mexico lies even more of the same commercial real estate opportunities since there is absolutely no development out there at this time.

Larger industrial complexes, larger warehouse complexes, and even large recreational area opportunities await this westerly area.

What is critical is that the borderline itself is planned out on the USA and Mexico sides, and security, commerce, and growth will all occur simultaneously. Security on the border will not become an issue in these new real estate development efforts if commerce includes SRD³ concept into their design of their real estate projects.

With so much potential sitting on their shore line, Sunland Park NM has an enormous golden opportunity. Juarez on the opposite side also has as equal a golden opportunity to turn their western edge into a powerhouse development hopefully on par with the success the city found in NAFTA but bringing into this city a new element of NAFTA not currently exploited. That is NAFTA on the borderline and with the additional entry of high end real estate.

Juarez should consider this closely because there will not be no model in the past to consider. They will have to blaze thru a new frontier and the rest of the border from California to the gulf coast of Texas will see them as the model of how to do NAFTA on the borderline. It could be yet, another of their new frontiers that in the past they had courageously challenged and as a result, they became the number one commercial center for NAFTA business.

Another outcome of their willingness to open new frontiers is that they have been rewarded by international corporations by creating world class centers or Latin American head quarters in that city.

³ bordercommerce.com home page

