

FOR SALE

36-acre development parcel

La Feria, TX

E LILAC AVE

S MAIN ST

Subject
Property

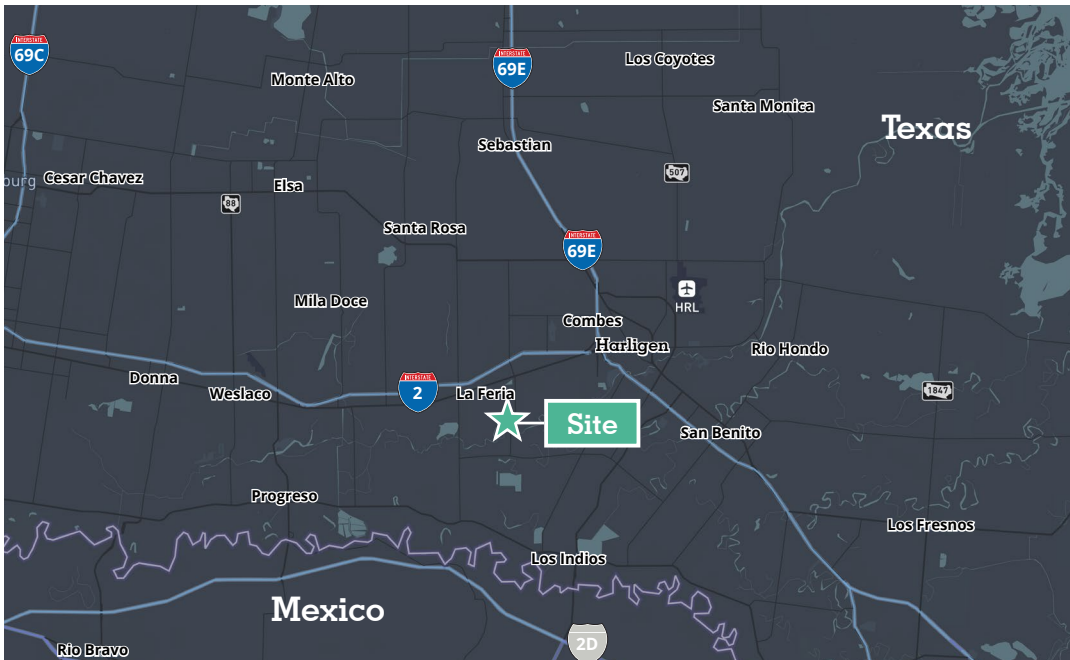
S PARKER RD

Development Opportunity in the Harlingen MSA

954 S. Main Street | La Feria, TX

**AVISON
YOUNG**

Property details



Highlights

Address: 954 S. Main Street | La Feria, TX

Interactive map: [View here](#)

Size: 36 acres

Zoning: Unzoned AG

Utilities: Water/wastewater available at South Parker Rd frontage

School district: La Feria Independent School District (La Feria ISD)

Potential uses: Commercial, Industrial, Residential, Build-to-Rent, Medical

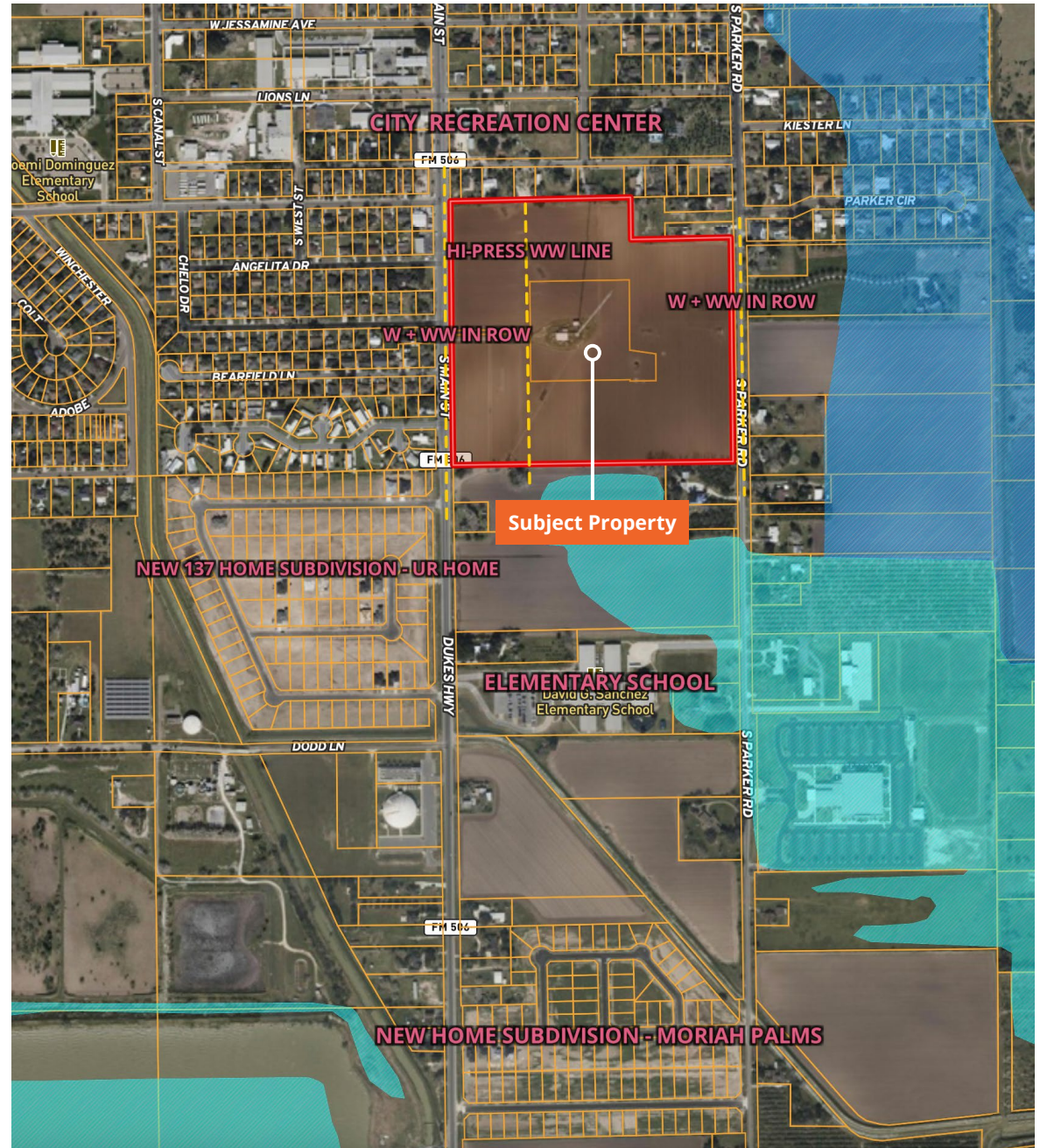
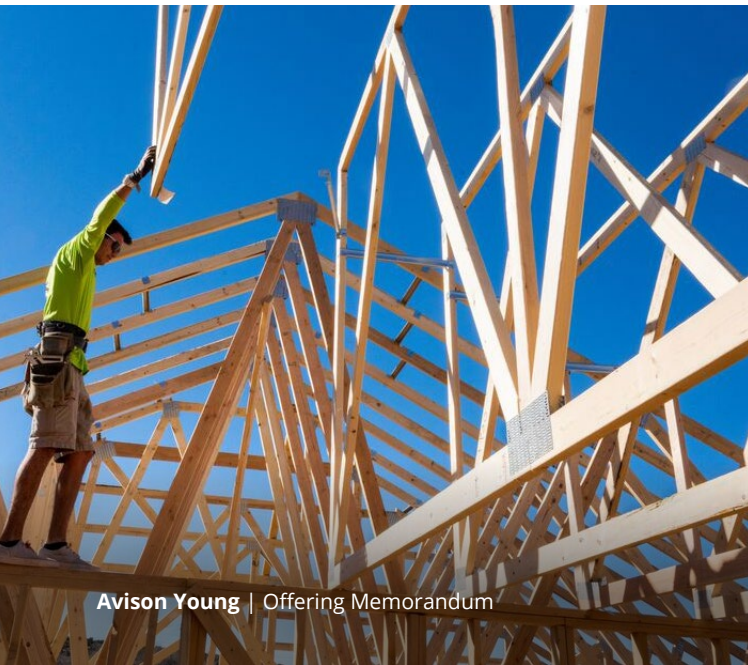
Asking price: Call Broker for more information

Radio tower on site will be removed prior to purchase

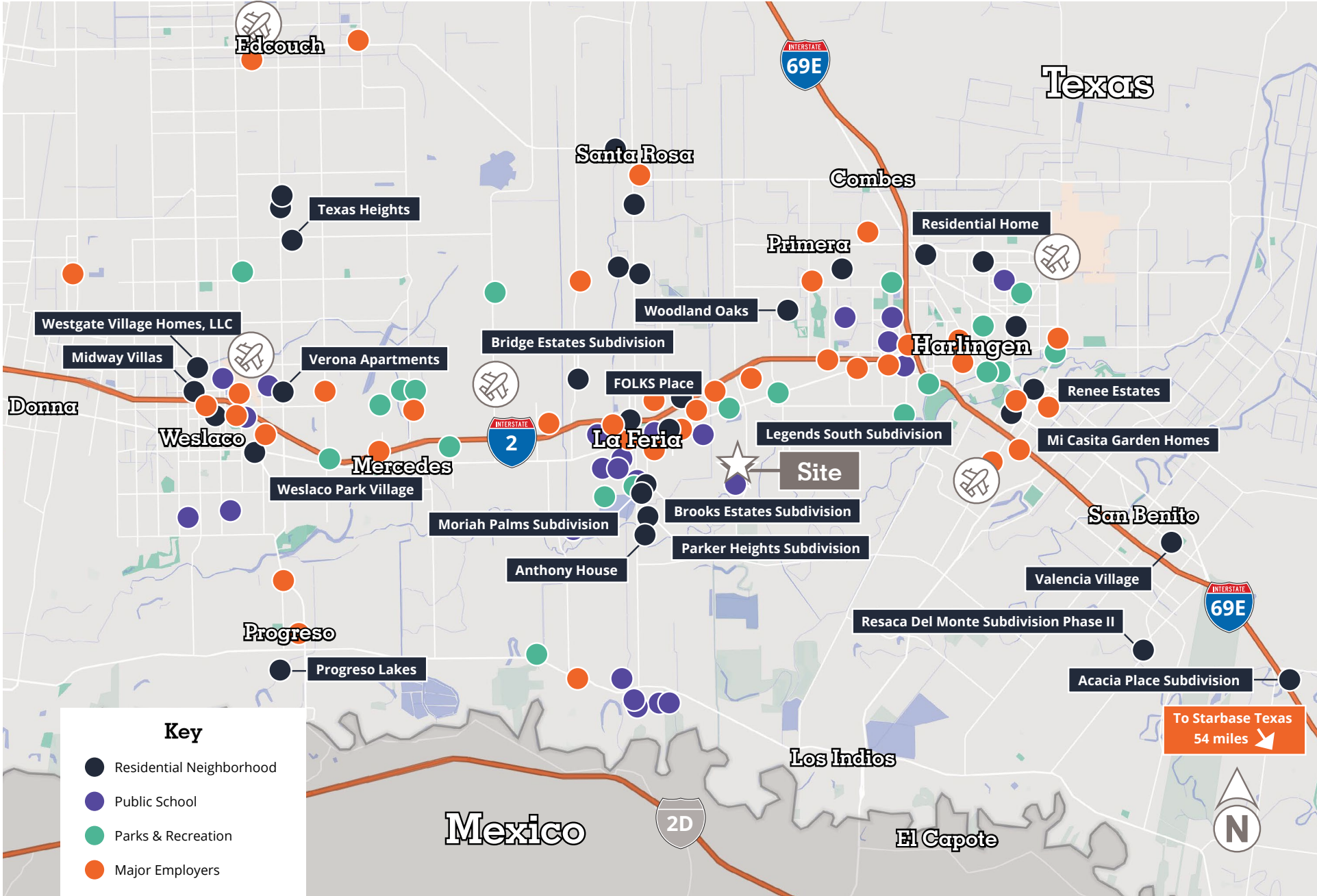
Residential developments

The City of La Feria

is experiencing significant residential growth due to affordability, as well as rapid growth in medical and government employment.



Nearby developments



La Feria market overview

Situated in the heart of the Rio Grande Valley, La Feria is a vibrant community of 6,705 residents. While the city has seen a slight annual population decrease of 0.39%, its strategic location offers significant advantages—just 35 minutes from Brownsville, 27 minutes from McAllen, and about an hour from Star City (Boca Chica). These nearby urban centers, each with populations over 100,000, provide access to major economic, educational, and cultural opportunities.

Texas is investing \$26 million to expand Weslaco's Mid-Valley Airport, located just minutes from La Feria, further enhancing regional connectivity and business potential.

La Feria is proud of its rich cultural heritage, with 91.6% of the population identifying as Hispanic and 47.4% as White (Hispanic). The city is experiencing positive economic trends: median household income rose by 11.2% from 2022 to 2023, reaching \$42,992, while property values increased by 4.43% to a median of \$99,100. These indicators reflect a tightening housing market and growing investor confidence. The City's Economic Development department is actively working to attract new businesses, enhance workforce skills, and ensure that growth benefits the entire community. With nearly 20% of residents aged 65 and older, La Feria is also poised to expand services in senior healthcare, assisted living, and social support.



6,705

TOTAL POPULATION



\$99,100

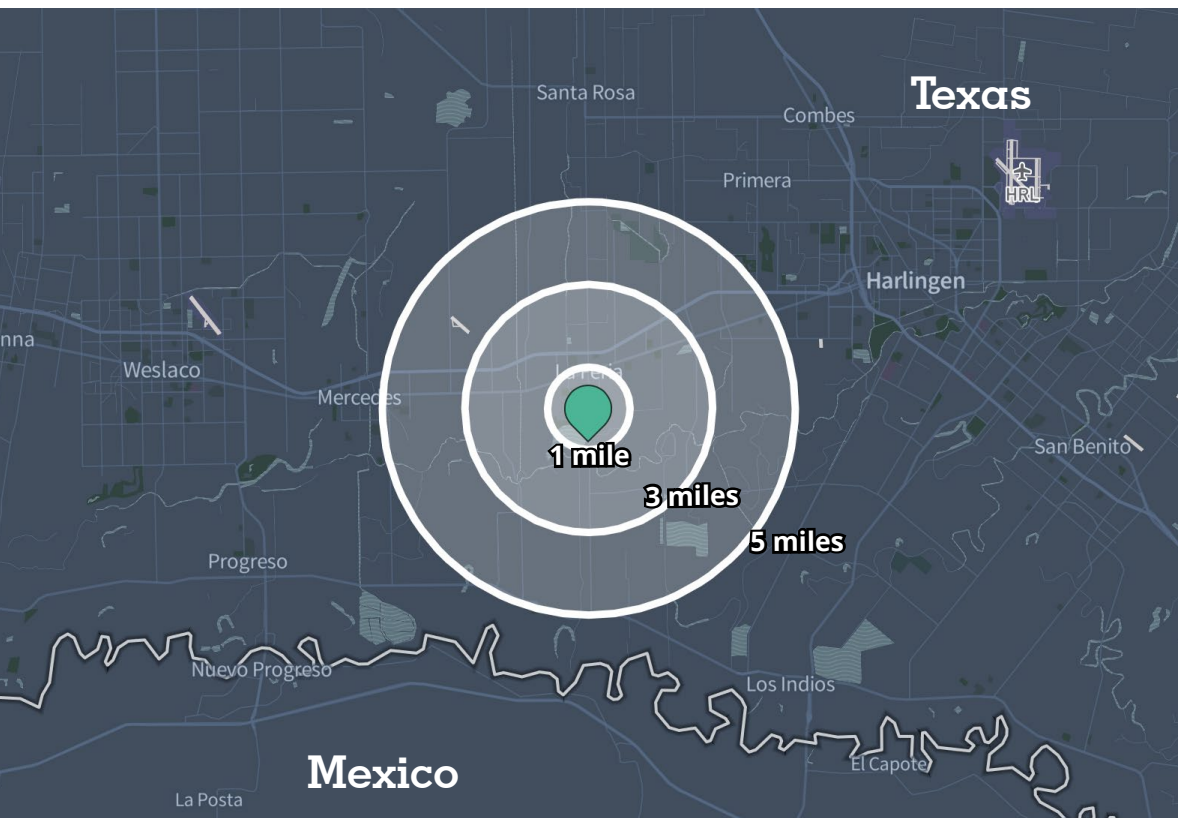
MEDIAN HOUSEHOLD
PROPERTY VALUE



\$42,992

MEDIAN HOUSEHOLD
INCOME

Demographics



Population	1 mile	3 mile	5 mile
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Total population	5,789	14,747	31,057
Median pop. (female)	40.00	38.80	36.70
Median pop. (male)	36.00	34.90	34.10

Median age	38.00	36.90	35.30
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Income			
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Median income	\$35,039	\$38,838	\$51,815
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Average income	\$49,123	\$59,539	\$71,168
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Households			
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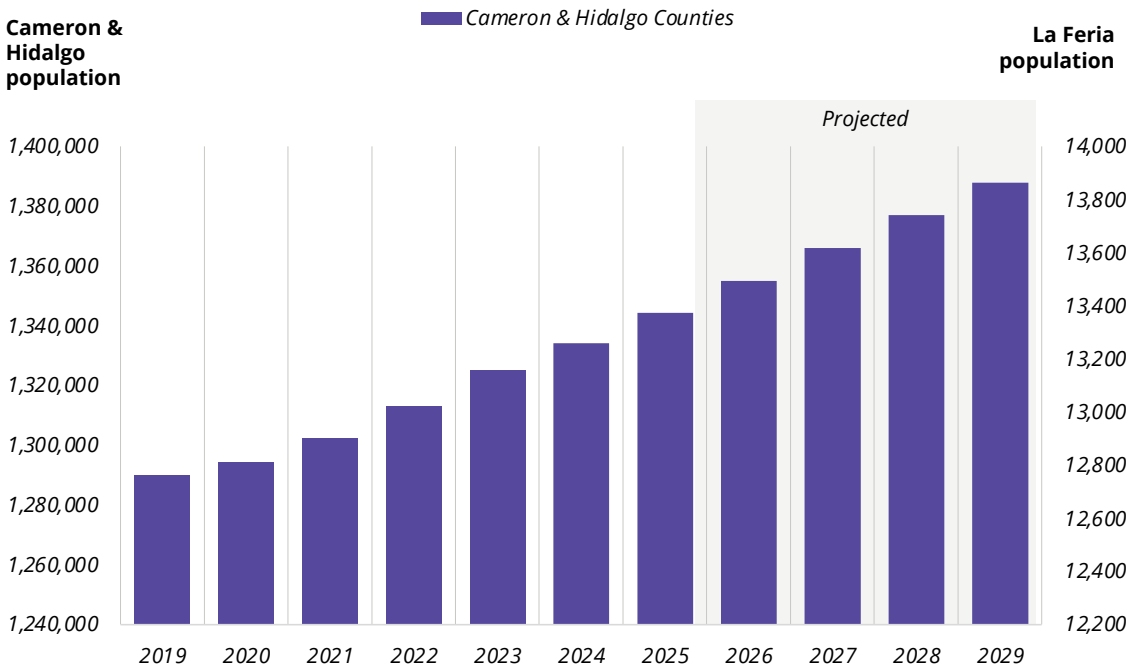
Total households	2,050	5,095	10,166
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# of persons per HH	2.70	2.80	3.00
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Median house value	\$75,843	\$94,392	\$118,662
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Forecasted population growth

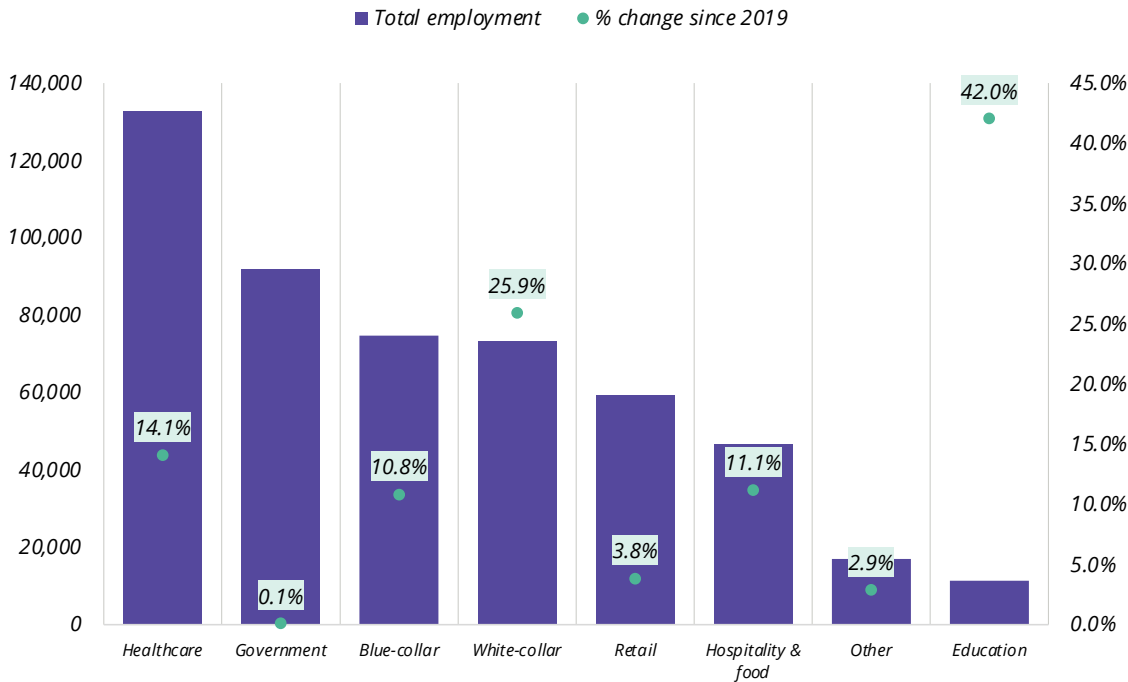


Source: Avison Young Market Intelligence, Lightcast

Cameron & Hidalgo Counties are projected to grow by 3.2% by 2029 while population growth within La Feria is currently projected to remain flat.

Job growth

Cameron & Hidalgo Counties, TX

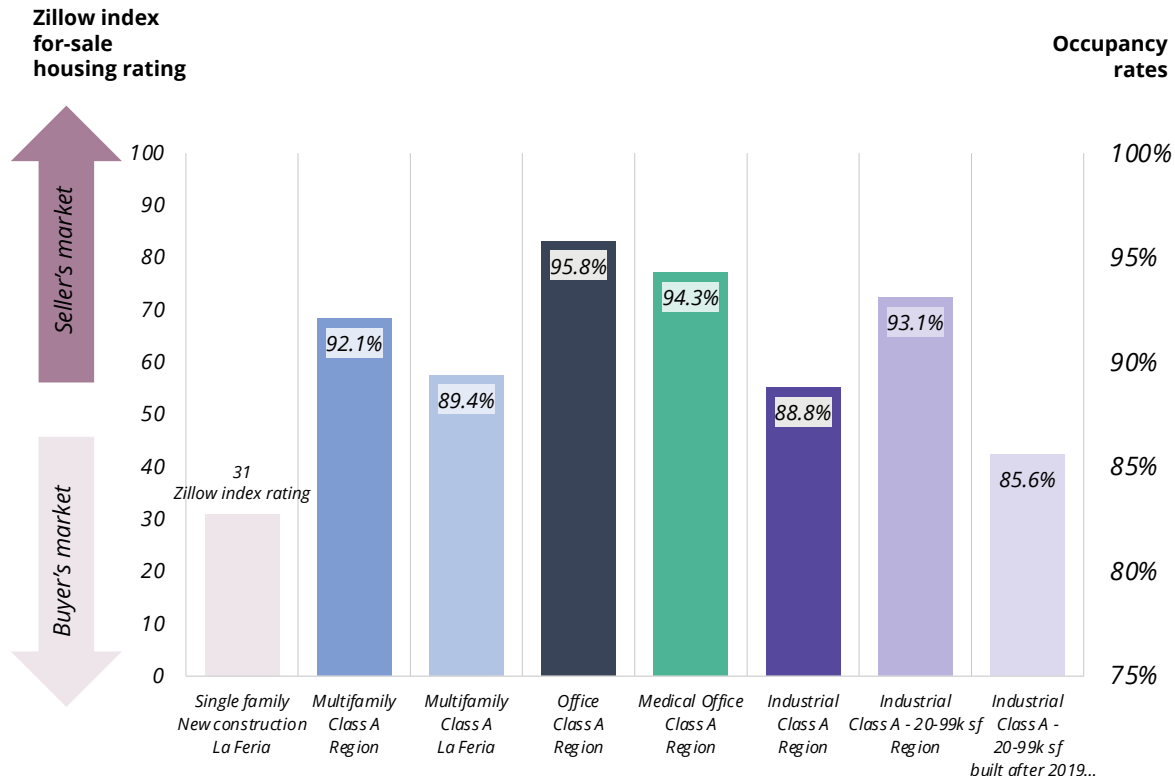


Source: Avison Young Market Intelligence, Lightcast

The healthcare industry accounts for 26.2% of employment in the region and has increased in employment by a YoY average of 2.4% annually since 2019.

Meanwhile, jobs within the white collar and education industries are growing the fastest across the region.

Occupancy rates by property type



Note: "Region" indicates averages provided are regional averages; La FERIA reports on assets located within La FERIA, TX.

Source: Avison Young Market Intelligence, Zillow, Costar

Housing

Demand for housing in La FERIA is currently low, while Class A multifamily across the region is stable.

Office

As the white-collar job market has expanded, office assets have reached full-occupancy across the region.

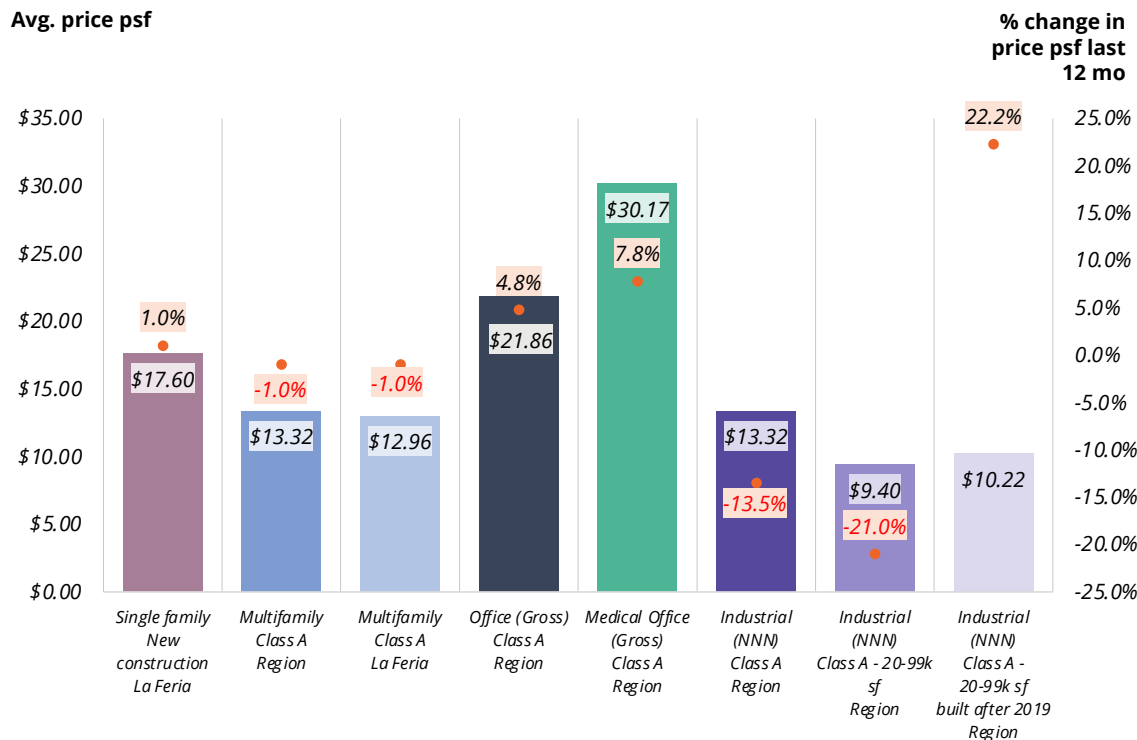
Industrial

2.2 msf has delivered across the region since 2019, causing occupancy rates to drop from 97.1% in 2023 to 88.8% across the Class A market.

Avg. price psf/yr by property type

La Feria, TX

Avg. price psf



Note: "Region" indicates averages provided are regional averages; La Feria reports on assets located within La Feria, TX.

Source: Avison Young Market Intelligence, Zillow, Costar

Housing

Housing has seen limited price growth over the last 12 months.

Office

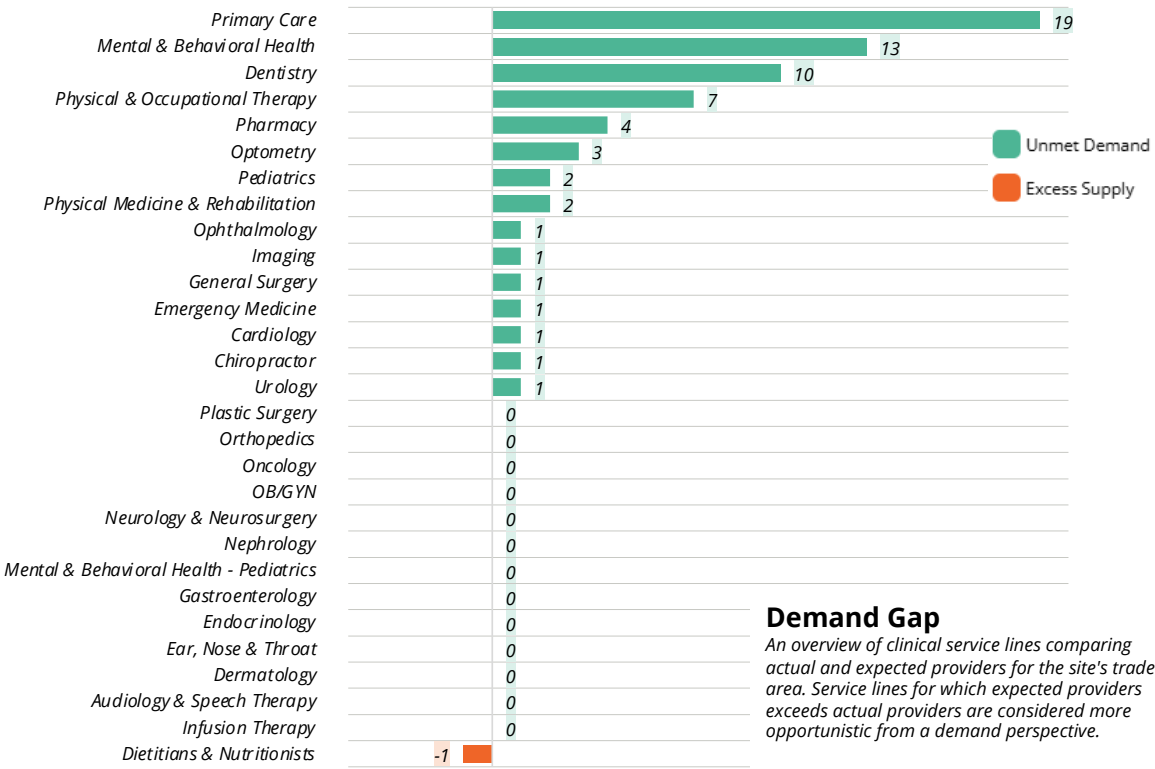
Class A traditional & medical office maintain the highest rents psf annually across the region and have seen 4.8-7.8% rent growth over the last 12 months.

Industrial

Industrial buildings built after 2019 between 20k-99k sf have seen significant rent growth in the last 12 months, outpacing all other asset types.

Healthcare demand assessment

28313 Farm to Market 506, La Feria, TX



Source: Avison Young Technologies

According to Avison Young's proprietary Healthcare Tool, **there is demand for over 67 new healthcare providers within the 28313 Farm to Market 506 trade area.**

**If you would like more
information on this offering,
please get in touch.**

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