



PLAZAMERICAS

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Sharpstown Center Announces New Name & \$10,000,000 Revitalization & Rebranding Plan

Sharpstown Center will soon have a new name, a new identity, and many new features and attractions, all part of a \$10,000,000 revitalization and rebranding plan announced today by the property's owner, Sharpstown Mall Texas LLC, and its manager, **Grupo Zocalo**,* a subsidiary of Boxer Property.

The property's new name – **PlazAmericas** – reflects a new identity for the historic retail landmark. The storied property, which opened in 1961 and is Houston's first enclosed mall, was a premier shopping destination in its heyday, but has been through a challenging period of ownership changes, bankruptcy, and dramatic changes in the surrounding Sharpstown neighborhood. "The property is in great shape," says its Senior Manager, Chris Chumley, "but it must adapt to stay relevant to the community it serves."

The name **PlazAmericas** is reflective of that community, which is over 52% Hispanic, and will also signify a new beginning for the property, distancing it from the associations it earned during the tenure of its prior owner. In the Hispanic culture, a Plaza is a gathering place, usually in the center of town, where people gather for entertainment, shopping, and community activity. The word Americas acknowledges the multicultural population in the area.

Along with the rebranding and name-change comes a new \$10 million dollar renovation plan that has already begun behind the scenes. "For the past several months, we have been working with architects, builders, and other trades to turn our big ideas into buildable plans," says Chumley. "We are now ready to get started." Significant renovations will begin shortly, followed by new signage, stores, and features.

Those plans include a huge children's play area, and an 83,000 square foot Mercado (market place) with numerous stores and small businesses providing unique items and services. The owners see this development as a big boost for the community. "The Mercado alone is expected to bring over 500 new jobs to the area, and at least 235 minority-and woman-owned new businesses," says Chris Chumley. The Mercado will have multiple stages for live entertainment, a large family lounge, and play features including a vintage Volkswagen Bug and an authentic full-size fire truck.

Along with the new look comes the **PlazAmericas** entertainment program, hosted by beautiful newcomer Laura Sierra. The new weekly program includes live music on Saturdays and Sundays, with scheduled performers including: mariachi bands, R&B performers, Mi Rumba salsa band, and The Texas Outlaws performing conjunto and Norteño music. Weekly events for children, including games and face painting, will occur throughout the mall. **PlazAmericas** will also provide seasonal and cultural special events monthly as a major attraction to the community. "Free, live entertainment is an important part of providing a great experience for families," says Chumley.

PlazAmericas is now becoming a family-friendly destination, answering the needs of its community and welcoming everyone for fun, entertainment, and shopping. For more information, please call Senior Manager, Chris Chumley at 713.777.1111 or email at chris.chumley@grupozocalo.com.

* **Grupo Zocalo** and its principal, Jose Legaspi, are responsible for leasing and managing retail properties across the country, including La Gran Plaza de Fort Worth, Plaza Fiesta (Atlanta), Plaza Fiesta (Carolinias), and the North Main Mercado (Fort Worth).