



McCarty Commons

I-35 and McCarty Lane | San Marcos, Texas



Durhman & Bassett
REALTY GROUP, INC.



Property Highlights

- Upcoming 35-acre retail development in San Marcos, TX
- Nearly 300,000 SF of retail space planned
- Shadow-anchored by 126,000 SF H-E-B (opening late 2026)
- Adjacent to San Marcos Premium & Tanger Outlets
- Direct access and visibility from I-35 & McCarty Lane

Demographics

Radius	3 miles	5 miles	10 miles
Population	26,670	63,584	132,701
Households	11,250	24,329	51,558
Avg. Household Income	\$97,521	\$83,239	\$94,995

Daytime Population

129,245

2029 Projections

161,676

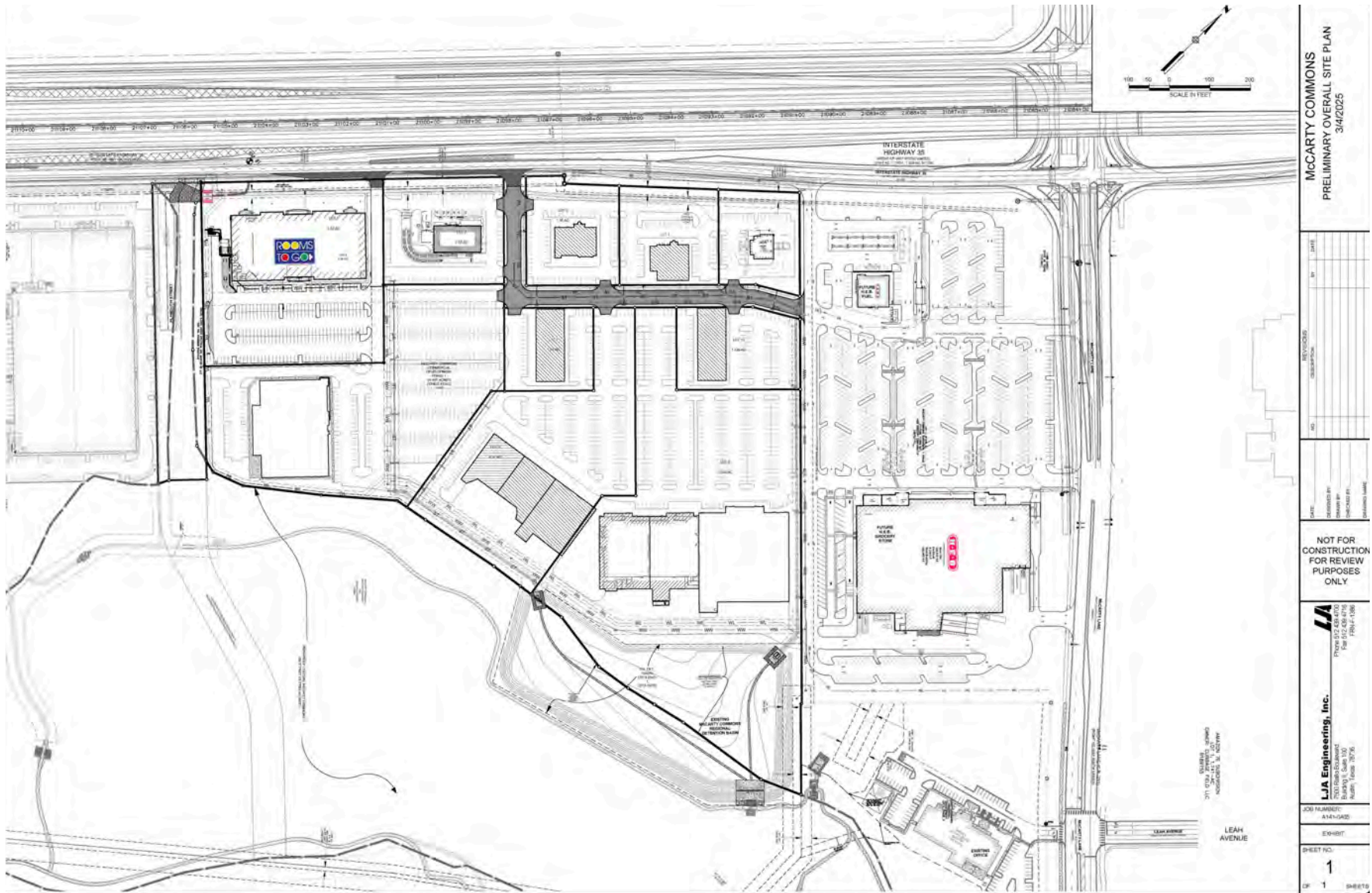
63,905

\$111,899

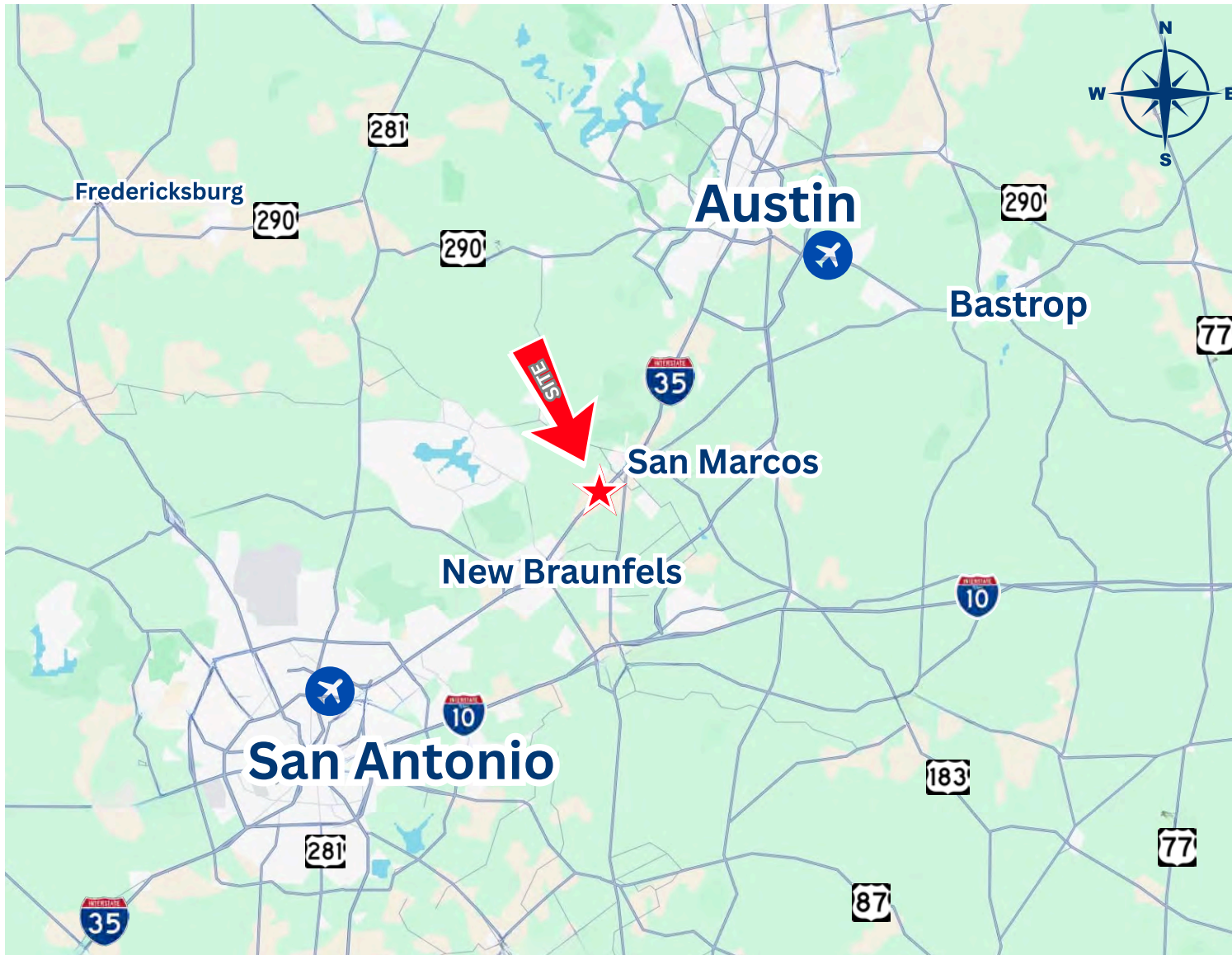
AREA RETAILERS



SITE PLAN



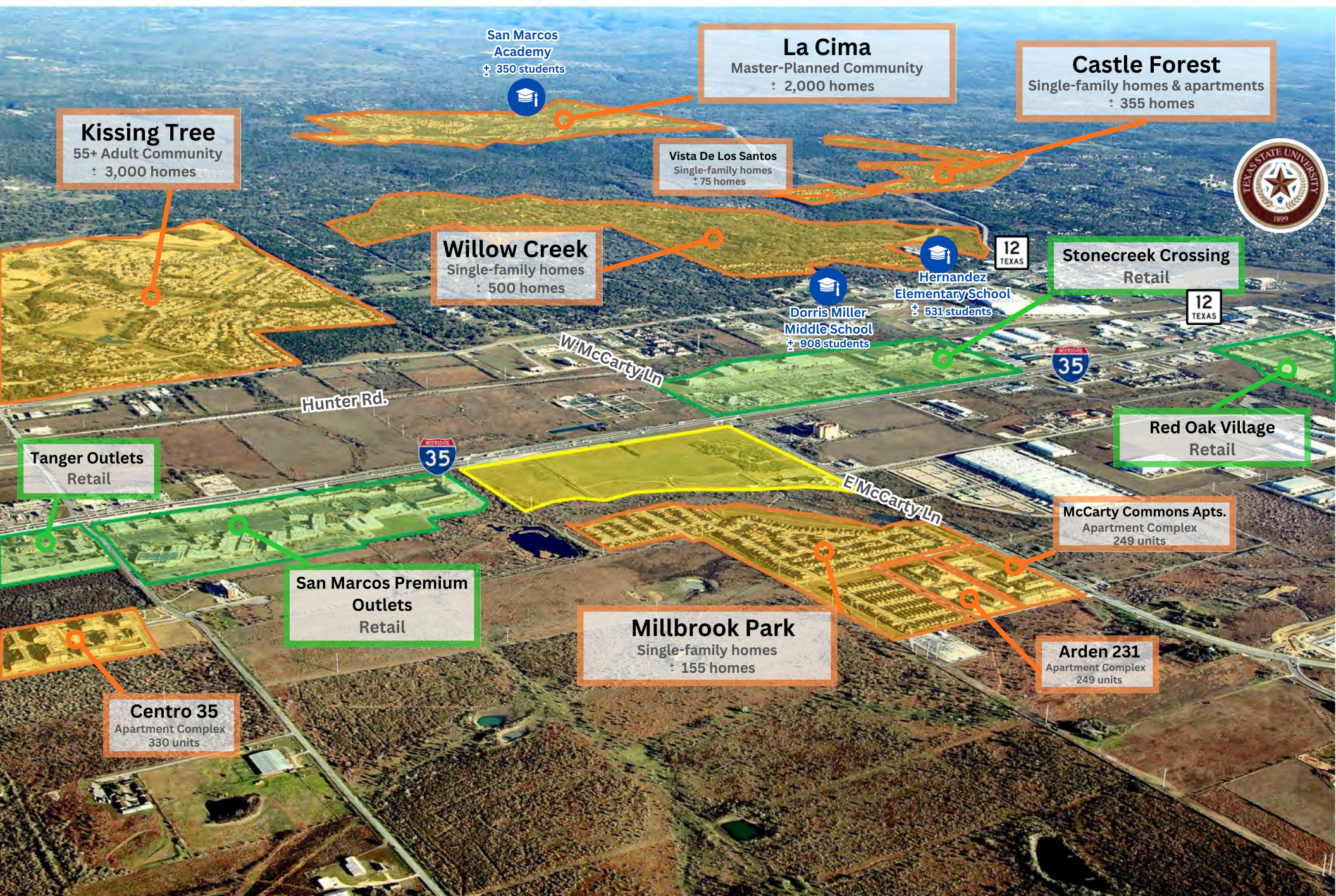
AREA MAP



- 30 miles south of Austin, Texas
- 40 minute drive to Austin Airport via I-35 S
- 50 miles north of San Antonio, TX
- 40 minute drive to San Antonio Airport via I-35 N

RETAIL TRADE AREA





Executive Summary

3403 IH-35 Frontage Rd, San Marcos, Texas, 78666
 Rings: 3, 5, 10 mile radii

Prepared by Esri
 Latitude: 29.83737
 Longitude: -97.97422

	3 miles	5 miles	10 miles
Population			
2010 Population	14,213	45,221	80,120
2020 Population	20,298	57,037	113,098
2024 Population	26,670	63,584	132,701
2029 Population	30,945	67,615	161,676
2010-2020 Annual Rate	3.63%	2.35%	3.51%
2020-2024 Annual Rate	6.63%	2.59%	3.83%
2024-2029 Annual Rate	3.02%	1.24%	4.03%
2020 Male Population	48.6%	48.4%	49.0%
2020 Female Population	51.4%	51.6%	51.0%
2020 Median Age	33.9	26.1	27.5
2024 Male Population	49.5%	49.1%	49.6%
2024 Female Population	50.5%	50.9%	50.4%
2024 Median Age	34.3	27.2	28.8

In the identified area, the current year population is 132,701. In 2020, the Census count in the area was 113,098. The rate of change since 2020 was 3.83% annually. The five-year projection for the population in the area is 161,676 representing a change of 4.03% annually from 2024 to 2029. Currently, the population is 49.6% male and 50.4% female.

Median Age

The median age in this area is 28.8, compared to U.S. median age of 39.3.

Race and Ethnicity

2024 White Alone	57.9%	54.0%	58.2%
2024 Black Alone	5.3%	5.4%	5.4%
2024 American Indian/Alaska Native Alone	0.9%	1.0%	0.9%
2024 Asian Alone	2.3%	2.7%	2.4%
2024 Pacific Islander Alone	0.1%	0.1%	0.1%
2024 Other Race	11.4%	13.9%	12.1%
2024 Two or More Races	22.2%	23.0%	20.8%
2024 Hispanic Origin (Any Race)	44.1%	43.6%	40.7%

Persons of Hispanic origin represent 40.7% of the population in the identified area compared to 19.6% of the U.S. population. Persons of Hispanic Origin may be of any race. The Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, is 79.3 in the identified area, compared to 72.5 for the U.S. as a whole.

Households

2024 Wealth Index	90	68	82
2010 Households	5,851	16,472	28,631
2020 Households	8,365	21,286	43,161
2024 Households	11,250	24,329	51,558
2029 Households	13,457	26,728	63,905
2010-2020 Annual Rate	3.64%	2.60%	4.19%
2020-2024 Annual Rate	7.22%	3.19%	4.27%
2024-2029 Annual Rate	3.65%	1.90%	4.39%
2024 Average Household Size	2.34	2.37	2.42

The household count in this area has changed from 43,161 in 2020 to 51,558 in the current year, a change of 4.27% annually. The five-year projection of households is 63,905, a change of 4.39% annually from the current year total. Average household size is currently 2.42, compared to 2.43 in the year 2020. The number of families in the current year is 25,849 in the specified area.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units. The Gini index measures the extent to which the distribution of income or consumption among individuals or households within an economy deviates from a perfectly equal distribution. A Gini index of 0 represents perfect equality, while an index of 100 implies perfect inequality.

Source: U.S. Census Bureau. Esri forecasts for 2024 and 2029. Esri converted Census 2010 into 2020 geography and Census 2020 data.

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Mortgage Income			
2024 Percent of Income for Mortgage	31.9%	35.3%	34.2%
Median Household Income			
2024 Median Household Income	\$66,358	\$57,323	\$63,088
2029 Median Household Income	\$71,547	\$63,045	\$75,054
2024-2029 Annual Rate	1.52%	1.92%	3.53%
Average Household Income			
2024 Average Household Income	\$97,521	\$83,239	\$94,995
2029 Average Household Income	\$108,678	\$94,979	\$111,899
2024-2029 Annual Rate	2.19%	2.67%	3.33%
Per Capita Income			
2024 Per Capita Income	\$41,124	\$32,166	\$37,140
2029 Per Capita Income	\$47,345	\$37,946	\$44,315
2024-2029 Annual Rate	2.86%	3.36%	3.60%
GINI Index			
2024 Gini Index	41.7	44.2	43.2
Households by Income			

Current median household income is \$63,088 in the area, compared to \$79,068 for all U.S. households. Median household income is projected to be \$75,054 in five years, compared to \$91,442 all U.S. households.

Current average household income is \$94,995 in this area, compared to \$113,185 for all U.S. households. Average household income is projected to be \$111,899 in five years, compared to \$130,581 for all U.S. households.

Current per capita income is \$37,140 in the area, compared to the U.S. per capita income of \$43,829. The per capita income is projected to be \$44,315 in five years, compared to \$51,203 for all U.S. households.

Housing			
2024 Housing Affordability Index	70	64	66
2010 Total Housing Units	6,279	17,628	30,663
2010 Owner Occupied Housing Units	2,769	6,842	13,412
2010 Renter Occupied Housing Units	3,081	9,630	15,219
2010 Vacant Housing Units	428	1,156	2,032
2020 Total Housing Units	9,464	23,527	47,079
2020 Owner Occupied Housing Units	3,931	8,110	18,571
2020 Renter Occupied Housing Units	4,434	13,176	24,590
2020 Vacant Housing Units	1,070	2,217	3,944
2024 Total Housing Units	12,665	26,758	55,930
2024 Owner Occupied Housing Units	5,885	10,249	25,280
2024 Renter Occupied Housing Units	5,365	14,080	26,278
2024 Vacant Housing Units	1,415	2,429	4,372
2029 Total Housing Units	14,874	29,337	69,317
2029 Owner Occupied Housing Units	6,460	11,138	35,134
2029 Renter Occupied Housing Units	6,997	15,590	28,770
2029 Vacant Housing Units	1,417	2,609	5,412
Socioeconomic Status Index			
2024 Socioeconomic Status Index	46.1	43.8	45.6

Currently, 45.2% of the 55,930 housing units in the area are owner occupied; 47.0%, renter occupied; and 7.8% are vacant. Currently, in the U.S., 57.9% of the housing units in the area are owner occupied; 32.1% are renter occupied; and 10.0% are vacant. In 2020, there were 47,079 housing units in the area and 8.4% vacant housing units. The annual rate of change in housing units since 2020 is 4.14%. Median home value in the area is \$344,910, compared to a median home value of \$355,577 for the U.S. In five years, median value is projected to change by 5.53% annually to \$451,361.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units. The Gini index measures the extent to which the distribution of income or consumption among individuals or households within an economy deviates from a perfectly equal distribution. A Gini index of 0 represents perfect equality, while an index of 100 implies perfect inequality.

Source: U.S. Census Bureau. Esri forecasts for 2024 and 2029. Esri converted Census 2010 into 2020 geography and Census 2020 data.

Market Profile

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Population Summary			
2010 Total Population	14,213	45,221	80,120
2020 Total Population	20,298	57,037	113,098
2020 Group Quarters	372	5,861	8,059
2024 Total Population	26,670	63,584	132,701
2024 Group Quarters	373	5,872	8,104
2029 Total Population	30,945	67,615	161,676
2024-2029 Annual Rate	3.02%	1.24%	4.03%
2024 Total Daytime Population	35,945	77,712	129,245
Workers	22,895	44,989	62,711
Residents	13,050	32,723	66,534
Household Summary			
2010 Households	5,851	16,472	28,631
2010 Average Household Size	2.39	2.43	2.51
2020 Total Households	8,365	21,286	43,161
2020 Average Household Size	2.38	2.40	2.43
2024 Households	11,250	24,329	51,558
2024 Average Household Size	2.34	2.37	2.42
2029 Households	13,457	26,728	63,905
2029 Average Household Size	2.27	2.31	2.40
2024-2029 Annual Rate	3.65%	1.90%	4.39%
2010 Families	3,149	8,065	15,288
2010 Average Family Size	3.02	3.17	3.17
2024 Families	5,919	11,122	25,849
2024 Average Family Size	3.02	3.11	3.12
2029 Families	6,713	11,743	33,148
2029 Average Family Size	3.00	3.07	3.09
2024-2029 Annual Rate	2.55%	1.09%	5.10%
Housing Unit Summary			
2000 Housing Units	3,742	13,657	21,994
Owner Occupied Housing Units	57.8%	44.3%	47.0%
Renter Occupied Housing Units	36.2%	50.0%	47.1%
Vacant Housing Units	6.0%	5.7%	5.9%
2010 Housing Units	6,279	17,628	30,663
Owner Occupied Housing Units	44.1%	38.8%	43.7%
Renter Occupied Housing Units	49.1%	54.6%	49.6%
Vacant Housing Units	6.8%	6.6%	6.6%
2020 Housing Units	9,464	23,527	47,079
Owner Occupied Housing Units	41.5%	34.5%	39.4%
Renter Occupied Housing Units	46.9%	56.0%	52.2%
Vacant Housing Units	11.3%	9.4%	8.4%
2024 Housing Units	12,665	26,758	55,930
Owner Occupied Housing Units	46.5%	38.3%	45.2%
Renter Occupied Housing Units	42.4%	52.6%	47.0%
Vacant Housing Units	11.2%	9.1%	7.8%
2029 Housing Units	14,874	29,337	69,317
Owner Occupied Housing Units	43.4%	38.0%	50.7%
Renter Occupied Housing Units	47.0%	53.1%	41.5%
Vacant Housing Units	9.5%	8.9%	7.8%

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

May 12, 2025

Market Profile

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2024 Households by Income			
Household Income Base	11,250	24,328	51,557
<\$15,000	12.5%	14.6%	11.6%
\$15,000 - \$24,999	3.4%	6.7%	6.2%
\$25,000 - \$34,999	5.8%	8.8%	8.1%
\$35,000 - \$49,999	11.3%	11.8%	12.1%
\$50,000 - \$74,999	23.0%	20.9%	19.3%
\$75,000 - \$99,999	13.9%	12.2%	12.4%
\$100,000 - \$149,999	15.3%	13.3%	14.4%
\$150,000 - \$199,999	4.9%	4.5%	6.6%
\$200,000+	10.0%	7.1%	9.2%
Average Household Income	\$97,521	\$83,239	\$94,995
2029 Households by Income			
Household Income Base	13,457	26,727	63,904
<\$15,000	11.3%	13.2%	9.7%
\$15,000 - \$24,999	2.6%	5.1%	4.5%
\$25,000 - \$34,999	5.1%	8.0%	6.8%
\$35,000 - \$49,999	10.3%	10.9%	10.3%
\$50,000 - \$74,999	23.0%	20.6%	18.6%
\$75,000 - \$99,999	13.5%	12.6%	13.2%
\$100,000 - \$149,999	16.9%	15.4%	16.4%
\$150,000 - \$199,999	6.1%	5.8%	8.9%
\$200,000+	11.2%	8.4%	11.5%
Average Household Income	\$108,678	\$94,979	\$111,899
2024 Owner Occupied Housing Units by Value			
Total	5,877	10,231	25,256
<\$50,000	4.3%	5.3%	6.9%
\$50,000 - \$99,999	3.5%	6.1%	6.1%
\$100,000 - \$149,999	7.3%	9.4%	5.2%
\$150,000 - \$199,999	5.7%	6.2%	4.4%
\$200,000 - \$249,999	4.2%	5.3%	6.3%
\$250,000 - \$299,999	10.9%	10.2%	10.2%
\$300,000 - \$399,999	37.6%	31.6%	24.6%
\$400,000 - \$499,999	14.3%	13.2%	11.2%
\$500,000 - \$749,999	7.2%	6.4%	14.3%
\$750,000 - \$999,999	3.7%	3.7%	6.7%
\$1,000,000 - \$1,499,999	0.7%	1.3%	2.2%
\$1,500,000 - \$1,999,999	0.6%	0.9%	1.3%
\$2,000,000 +	0.1%	0.1%	0.8%
Average Home Value	\$356,886	\$345,648	\$414,701
2029 Owner Occupied Housing Units by Value			
Total	6,451	11,119	35,107
<\$50,000	1.6%	2.4%	2.7%
\$50,000 - \$99,999	1.4%	2.3%	1.5%
\$100,000 - \$149,999	1.4%	2.3%	1.2%
\$150,000 - \$199,999	1.6%	2.7%	1.4%
\$200,000 - \$249,999	2.2%	4.9%	3.4%
\$250,000 - \$299,999	10.6%	10.4%	8.2%
\$300,000 - \$399,999	39.1%	33.9%	24.3%
\$400,000 - \$499,999	17.8%	16.8%	14.3%
\$500,000 - \$749,999	13.4%	11.8%	22.4%
\$750,000 - \$999,999	7.8%	8.3%	12.0%
\$1,000,000 - \$1,499,999	1.7%	2.5%	5.1%
\$1,500,000 - \$1,999,999	1.1%	1.6%	2.5%
\$2,000,000 +	0.2%	0.2%	1.0%
Average Home Value	\$454,562	\$453,995	\$561,365

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

May 12, 2025

Market Profile

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Median Household Income			
2024	\$66,358	\$57,323	\$63,088
2029	\$71,547	\$63,045	\$75,054
Median Home Value			
2024	\$337,789	\$323,085	\$344,910
2029	\$379,619	\$373,885	\$451,361
Per Capita Income			
2024	\$41,124	\$32,166	\$37,140
2029	\$47,345	\$37,946	\$44,315
Median Age			
2010	32.4	24.7	25.2
2020	33.9	26.1	27.5
2024	34.3	27.2	28.8
2029	34.9	28.2	31.4
2020 Population by Age			
Total	20,298	57,037	113,098
0 - 4	5.5%	4.7%	4.9%
5 - 9	4.9%	4.4%	4.9%
10 - 14	5.5%	4.6%	5.1%
15 - 24	19.5%	34.4%	30.9%
25 - 34	16.2%	15.3%	14.4%
35 - 44	10.7%	9.1%	9.9%
45 - 54	9.4%	7.8%	8.9%
55 - 64	10.8%	8.2%	9.0%
65 - 74	10.0%	6.9%	7.4%
75 - 84	5.5%	3.4%	3.3%
85 +	2.1%	1.3%	1.2%
18 +	80.8%	83.6%	81.9%
2024 Population by Age			
Total	26,670	63,585	132,700
0 - 4	5.4%	4.6%	5.0%
5 - 9	4.9%	4.3%	4.8%
10 - 14	4.9%	4.3%	4.9%
15 - 24	19.0%	32.8%	28.9%
25 - 34	16.8%	15.8%	14.9%
35 - 44	11.4%	9.8%	10.6%
45 - 54	9.2%	7.7%	9.1%
55 - 64	10.3%	8.1%	8.8%
65 - 74	10.1%	7.3%	7.7%
75 - 84	5.9%	4.0%	4.1%
85 +	2.0%	1.4%	1.4%
18 +	81.7%	84.1%	82.2%
2029 Population by Age			
Total	30,946	67,614	161,676
0 - 4	5.2%	4.5%	5.0%
5 - 9	4.7%	4.1%	4.7%
10 - 14	4.8%	4.2%	4.9%
15 - 24	18.9%	31.3%	25.4%
25 - 34	16.7%	15.8%	14.6%
35 - 44	11.8%	10.2%	11.0%
45 - 54	9.4%	8.0%	9.7%
55 - 64	9.6%	7.6%	9.0%
65 - 74	10.3%	7.9%	8.7%
75 - 84	6.6%	4.8%	5.4%
85 +	2.1%	1.5%	1.7%
18 +	82.5%	84.7%	82.4%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2020 Population by Sex			
Males	9,857	27,590	55,394
Females	10,441	29,447	57,704
2024 Population by Sex			
Males	13,190	31,225	65,871
Females	13,480	32,359	66,830
2029 Population by Sex			
Males	15,283	33,041	79,949
Females	15,662	34,573	81,727
2010 Population by Race/Ethnicity			
Total	14,213	45,220	80,120
White Alone	79.9%	78.8%	79.8%
Black Alone	4.1%	4.3%	4.2%
American Indian Alone	1.3%	0.9%	0.8%
Asian Alone	1.0%	1.4%	1.5%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	10.5%	11.6%	10.8%
Two or More Races	2.9%	3.0%	2.8%
Hispanic Origin	40.3%	42.2%	38.7%
Diversity Index	66.1	67.4	65.8
2020 Population by Race/Ethnicity			
Total	20,298	57,037	113,098
White Alone	58.9%	54.8%	59.3%
Black Alone	4.9%	5.1%	5.3%
American Indian Alone	0.9%	1.0%	0.9%
Asian Alone	2.0%	2.4%	2.2%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	11.5%	14.1%	12.1%
Two or More Races	21.8%	22.5%	20.1%
Hispanic Origin	44.1%	43.3%	39.5%
Diversity Index	79.2	80.9	78.6
2024 Population by Race/Ethnicity			
Total	26,670	63,584	132,701
White Alone	57.9%	54.0%	58.2%
Black Alone	5.3%	5.4%	5.4%
American Indian Alone	0.9%	1.0%	0.9%
Asian Alone	2.3%	2.7%	2.4%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	11.4%	13.9%	12.1%
Two or More Races	22.2%	23.0%	20.8%
Hispanic Origin	44.1%	43.6%	40.7%
Diversity Index	79.7	81.3	79.3
2029 Population by Race/Ethnicity			
Total	30,944	67,614	161,675
White Alone	57.8%	54.1%	56.5%
Black Alone	5.9%	5.7%	5.2%
American Indian Alone	0.9%	1.0%	0.9%
Asian Alone	2.7%	3.1%	2.5%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	10.7%	13.0%	12.6%
Two or More Races	21.9%	23.0%	22.3%
Hispanic Origin	42.0%	41.7%	43.6%
Diversity Index	79.6	81.1	80.3

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2020 Population by Relationship and Household Type			
Total	20,298	57,037	113,098
In Households	98.2%	89.7%	92.9%
Householder	40.9%	37.2%	38.2%
Opposite-Sex Spouse	15.7%	11.1%	13.1%
Same-Sex Spouse	0.2%	0.2%	0.2%
Opposite-Sex Unmarried Partner	3.6%	3.3%	2.9%
Same-Sex Unmarried Partner	0.2%	0.2%	0.2%
Biological Child	22.1%	18.7%	20.4%
Adopted Child	0.5%	0.4%	0.5%
Stepchild	1.1%	0.9%	1.1%
Grandchild	2.6%	2.5%	2.4%
Brother or Sister	1.5%	1.4%	1.3%
Parent	1.0%	1.0%	1.0%
Parent-in-law	0.3%	0.3%	0.3%
Son-in-law or Daughter-in-law	0.5%	0.5%	0.5%
Other Relatives	1.2%	1.1%	1.1%
Foster Child	0.1%	0.0%	0.1%
Other Nonrelatives	6.5%	10.9%	9.6%
In Group Quarters	1.8%	10.3%	7.1%
Institutionalized	1.0%	0.6%	0.9%
Noninstitutionalized	0.8%	9.7%	6.2%
2024 Population 25+ by Educational Attainment			
Total	17,538	34,356	74,824
Less than 9th Grade	6.6%	5.3%	3.9%
9th - 12th Grade, No Diploma	4.1%	5.4%	4.7%
High School Graduate	20.7%	20.7%	21.0%
GED/Alternative Credential	4.3%	3.4%	3.2%
Some College, No Degree	17.9%	18.2%	19.6%
Associate Degree	7.7%	7.4%	7.6%
Bachelor's Degree	23.2%	23.7%	25.0%
Graduate/Professional Degree	15.6%	15.9%	15.0%
2024 Population 15+ by Marital Status			
Total	22,614	55,192	113,230
Never Married	41.6%	53.1%	48.6%
Married	45.1%	35.4%	40.5%
Widowed	5.2%	3.8%	3.2%
Divorced	8.1%	7.8%	7.8%
2024 Civilian Population 16+ in Labor Force			
Civilian Population 16+	14,744	33,673	70,657
Population 16+ Employed	94.4%	94.1%	95.3%
Population 16+ Unemployment rate	5.6%	5.9%	4.7%
Population 16-24 Employed	21.8%	32.6%	30.1%
Population 16-24 Unemployment rate	6.1%	8.0%	7.7%
Population 25-54 Employed	60.8%	53.9%	54.9%
Population 25-54 Unemployment rate	6.0%	5.0%	3.4%
Population 55-64 Employed	11.5%	9.2%	10.1%
Population 55-64 Unemployment rate	2.3%	4.1%	2.6%
Population 65+ Employed	5.9%	4.4%	4.9%
Population 65+ Unemployment rate	5.5%	4.0%	3.6%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

May 12, 2025

Market Profile

3403 IH-35 Frontage Rd, San Marcos, Texas, 78666
 Rings: 3, 5, 10 mile radii

Prepared by Esri
 Latitude: 29.83737
 Longitude: -97.97422

	3 miles	5 miles	10 miles
2024 Employed Population 16+ by Industry			
Total	13,924	31,700	67,370
Agriculture/Mining	0.6%	0.5%	0.7%
Construction	12.0%	9.3%	9.3%
Manufacturing	7.0%	6.4%	6.8%
Wholesale Trade	0.9%	1.0%	1.5%
Retail Trade	10.1%	13.3%	12.9%
Transportation/Utilities	8.9%	6.8%	6.1%
Information	1.8%	1.7%	1.5%
Finance/Insurance/Real Estate	7.4%	5.6%	5.6%
Services	48.8%	52.8%	51.7%
Public Administration	2.5%	2.6%	3.9%
2024 Employed Population 16+ by Occupation			
Total	13,925	31,699	67,369
White Collar	61.0%	57.2%	59.1%
Management/Business/Financial	15.4%	13.4%	15.4%
Professional	24.1%	22.7%	22.4%
Sales	9.5%	10.5%	10.4%
Administrative Support	12.0%	10.6%	10.9%
Services	18.6%	22.0%	21.5%
Blue Collar	20.3%	20.7%	19.4%
Farming/Forestry/Fishing	0.1%	0.1%	0.1%
Construction/Extraction	7.7%	6.5%	5.4%
Installation/Maintenance/Repair	1.9%	2.5%	2.5%
Production	4.6%	4.0%	4.1%
Transportation/Material Moving	6.0%	7.7%	7.2%
2020 Households by Type			
Total	8,365	21,286	43,161
Married Couple Households	38.9%	30.4%	34.8%
With Own Children <18	13.2%	10.6%	12.9%
Without Own Children <18	25.7%	19.8%	22.0%
Cohabiting Couple Households	9.1%	9.3%	8.1%
With Own Children <18	2.2%	2.1%	1.9%
Without Own Children <18	6.9%	7.2%	6.2%
Male Householder, No Spouse/Partner	21.4%	27.9%	26.8%
Living Alone	12.7%	15.3%	15.6%
65 Years and over	3.3%	2.8%	2.6%
With Own Children <18	1.4%	1.8%	1.9%
Without Own Children <18, With Relatives	3.0%	3.3%	3.1%
No Relatives Present	4.2%	7.5%	6.2%
Female Householder, No Spouse/Partner	30.6%	32.4%	30.2%
Living Alone	17.0%	15.9%	15.4%
65 Years and over	8.4%	5.3%	4.3%
With Own Children <18	4.3%	4.4%	4.1%
Without Own Children <18, With Relatives	5.5%	5.7%	5.1%
No Relatives Present	3.8%	6.4%	5.7%
2020 Households by Size			
Total	8,365	21,286	43,161
1 Person Household	29.8%	31.2%	31.0%
2 Person Household	35.6%	34.2%	32.9%
3 Person Household	15.3%	15.5%	15.5%
4 Person Household	11.0%	10.7%	11.9%
5 Person Household	5.2%	4.9%	5.2%
6 Person Household	1.9%	2.0%	2.2%
7 + Person Household	1.3%	1.5%	1.4%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

May 12, 2025

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	3 miles	5 miles	10 miles
2020 Households by Tenure and Mortgage Status			
Total	8,365	21,286	43,161
Owner Occupied	47.0%	38.1%	43.0%
Owned with a Mortgage/Loan	30.9%	22.6%	27.8%
Owned Free and Clear	16.1%	15.5%	15.3%
Renter Occupied	53.0%	61.9%	57.0%
2024 Affordability, Mortgage and Wealth			
Housing Affordability Index	70	64	66
Percent of Income for Mortgage	31.9%	35.3%	34.2%
Wealth Index	90	68	82
2020 Housing Units By Urban/ Rural Status			
Total	9,464	23,527	47,079
Urban Housing Units	87.6%	88.4%	76.7%
Rural Housing Units	12.4%	11.6%	23.3%
2020 Population By Urban/ Rural Status			
Total	20,298	57,037	113,098
Urban Population	85.2%	87.3%	74.4%
Rural Population	14.8%	12.7%	25.6%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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Market Profile

3403 IH-35 Frontage Rd, San Marcos, Texas, 78666
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	3 miles	5 miles	10 miles
Top 3 Tapestry Segments			
1.	College Towns (14B)	College Towns (14B)	College Towns (14B)
2.	Set to Impress (11D)	Dorms to Diplomas (14C)	Dorms to Diplomas (14C)
3.	Green Acres (6A)	Set to Impress (11D)	Up and Coming Families (7A)
2024 Consumer Spending			
Apparel & Services: Total \$	\$24,362,547	\$46,392,133	\$110,453,512
Average Spent	\$2,165.56	\$1,906.87	\$2,142.32
Spending Potential Index	91	80	90
Education: Total \$	\$17,356,952	\$34,761,448	\$83,742,560
Average Spent	\$1,542.84	\$1,428.81	\$1,624.24
Spending Potential Index	89	83	94
Entertainment/Recreation: Total \$	\$39,529,707	\$72,701,011	\$175,713,818
Average Spent	\$3,513.75	\$2,988.24	\$3,408.08
Spending Potential Index	86	73	83
Food at Home: Total \$	\$72,455,259	\$136,521,363	\$325,453,003
Average Spent	\$6,440.47	\$5,611.47	\$6,312.37
Spending Potential Index	88	77	86
Food Away from Home: Total \$	\$39,907,004	\$75,581,237	\$181,699,206
Average Spent	\$3,547.29	\$3,106.63	\$3,524.17
Spending Potential Index	91	80	91
Health Care: Total \$	\$73,615,039	\$133,026,210	\$320,515,673
Average Spent	\$6,543.56	\$5,467.80	\$6,216.60
Spending Potential Index	85	71	81
HH Furnishings & Equipment: Total \$	\$31,150,019	\$57,961,111	\$140,028,645
Average Spent	\$2,768.89	\$2,382.39	\$2,715.94
Spending Potential Index	88	75	86
Personal Care Products & Services: Total \$	\$9,997,201	\$18,836,210	\$45,173,991
Average Spent	\$888.64	\$774.23	\$876.18
Spending Potential Index	89	78	88
Shelter: Total \$	\$263,604,720	\$494,099,864	\$1,186,303,769
Average Spent	\$23,431.53	\$20,309.09	\$23,009.11
Spending Potential Index	88	76	86
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$33,506,541	\$58,517,385	\$143,736,969
Average Spent	\$2,978.36	\$2,405.25	\$2,787.87
Spending Potential Index	85	69	80
Travel: Total \$	\$28,707,466	\$52,390,115	\$127,555,805
Average Spent	\$2,551.77	\$2,153.40	\$2,474.03
Spending Potential Index	84	71	82
Vehicle Maintenance & Repairs: Total \$	\$15,044,332	\$28,326,481	\$67,701,752
Average Spent	\$1,337.27	\$1,164.31	\$1,313.12
Spending Potential Index	90	79	89

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

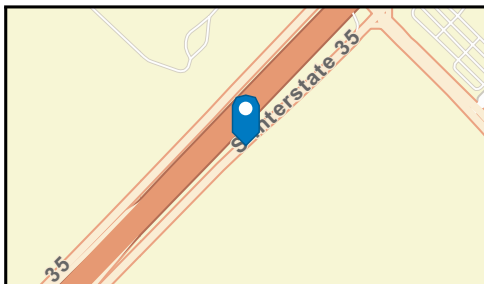
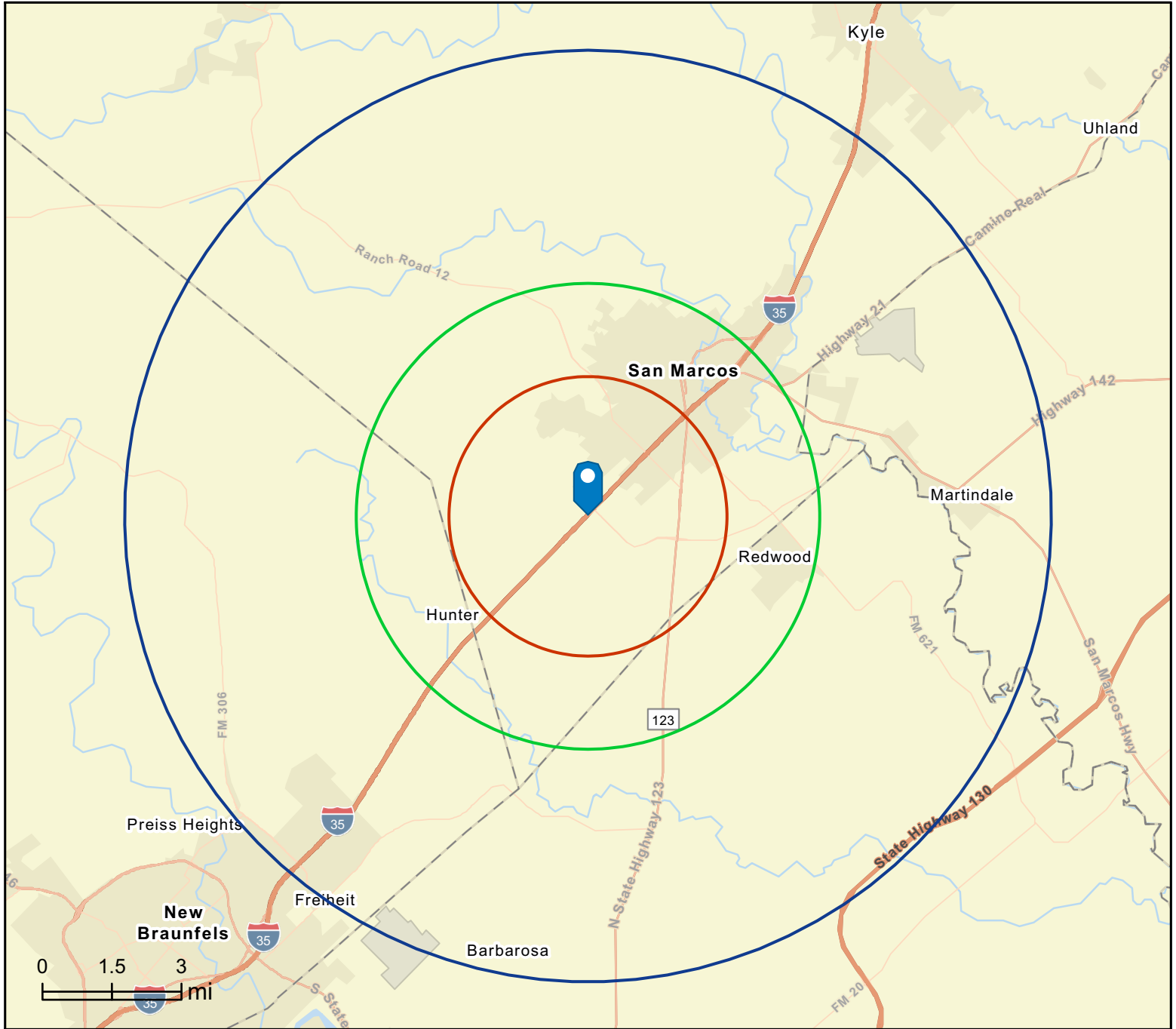
Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

May 12, 2025

Site Map

3403 IH-35 Frontage Rd, San Marcos, Texas, 78666
Rings: 3, 5, 10 mile radii

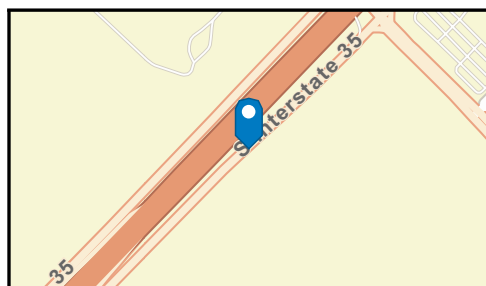
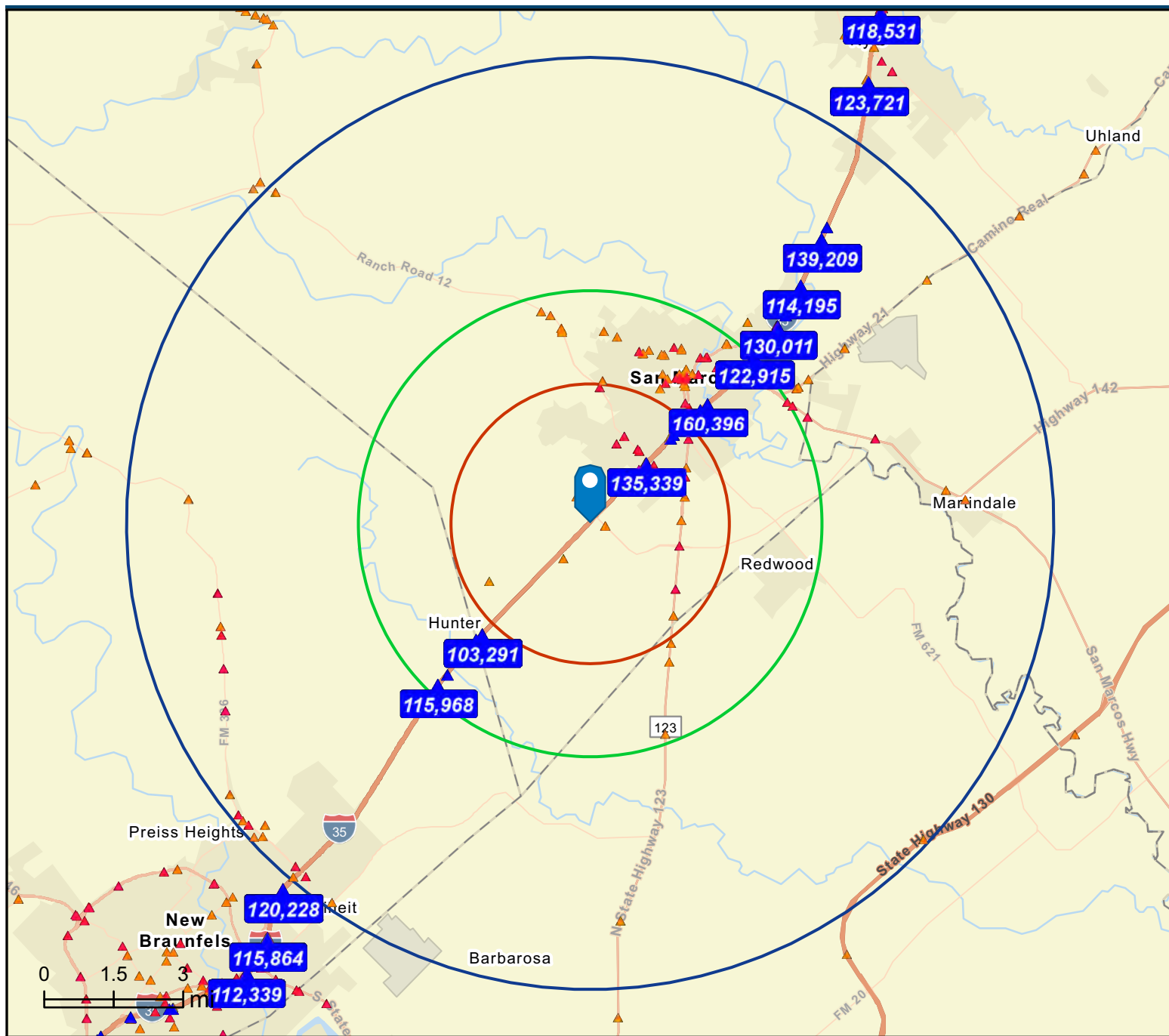
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Longitude: -97.97422



Traffic Count Map

3403 IH-35 Frontage Rd, San Marcos, Texas, 78666
Rings: 3, 5, 10 mile radii

Prepared by Esri
Latitude: 29.83737
Longitude: -97.97422



Average Daily Traffic Volume

- Up to 6,000 vehicles per day
- 6,001 - 15,000
- 15,001 - 30,000
- 30,001 - 50,000
- 50,001 - 100,000
- More than 100,000 per day



Source: ©2024 Kalibrate Technologies (Q4 2024).

May 12, 2025

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From the Austin Business Journal:

<https://www.bizjournals.com/austin/news/2025/04/08/h-e-b-san-marcos-timeline-has-been-set-heb-austin.html>

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Commercial Real Estate

H-E-B slated to begin work on new San Marcos store later this year



Inside the H-E-B on Lake Austin Boulevard. A new H-E-B is planned for San Marcos.

ARNOLD WELLS / ABJ



By [Sahar Chmais](#) – Staff Writer, Austin Business Journal
Apr 8, 2025



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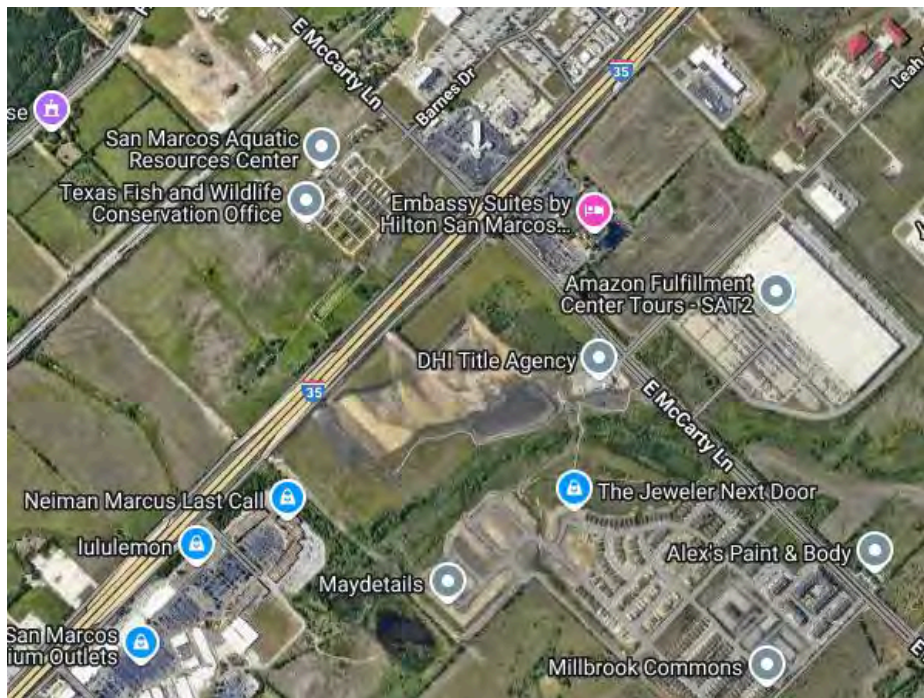
A timeline has been set for [H-E-B's upcoming San Marcos location](#).

Construction is slated to begin Sept. 1 and is forecast to be complete in early October 2026, according to a new filing with the Texas Department of Licensing and Regulation. Information in TDLR filings is subject to change.

It will mark the third San Marcos store for H-E-B LP, the largest grocery chain in the Austin area with more than 50 locations.

The 114,000-square-foot store, located at the southeast corner of I-35 and East McCarty Lane, will feature a True Texas BBQ restaurant, a pharmacy, curbside pick-up and a fuel station.

Location of planned San Marcos store



The project was granted more than \$2.2 million in incentives late last year on the heels of San Marcos' offer to provide a blanket incentive to attract [another grocery store to the city](#).

H-E-B's new store is estimated to require a capital investment of \$53 million and create 212 full-time jobs and 238 part-time jobs. The land on which it will be located has an appraised value of more than \$4.6 million this year, up by more than \$1.1 million from 2024. The property has been owned by an entity with ties to H-E-B since 2013, according to [Hays County property records](#).

The grocery chain has had a continuously growing footprint around the Austin metro. It recently announced plans for a new store in [Dripping Springs](#) to

replace its existing store and double its size. The retail giant has more plans in Hays County – it purchased a [21-acre site in Buda](#) that was formerly a landfill, and it's expected to start construction on a new store there in 2026. And late last year, H-E-B purchased a 27-acre site in [Lockhart](#) at 2401 W. San Antonio St., though it has not confirmed any plans for the site.

AGENCY DISCLOSURE RULES



Before working with a real estate broker, you should know that the duties of a broker depend on whom the broker represents. If you are a prospective seller or landlord (owner) or a prospective buyer or tenant (buyer), you should know that the broker who lists the property for sale or lease is the owner's agent. A broker who acts as a subagent represents the owner in cooperation with the listing broker. A broker who acts as a buyer's agent represents the buyer. A broker may act as an intermediary between the parties if the parties consent in writing. A broker can assist you in locating a property, preparing a contract or lease, or obtaining financing without representing you. A broker is obligated by law to treat you fairly.

IF THE BROKER REPRESENTS THE OWNER: The broker becomes the owner's agent by entering into an agreement with the owner, usually through a written listing agreement, or by agreeing to act as a subagent by accepting an offer of subagency from the listing broker. A subagent may work in a different real estate office. A listing broker or subagent can assist the buyer but does not represent the buyer and must place the interests of the owner first. The buyer should not tell the owner's agent anything the buyer would not want the owner to know because an owner's agent must disclose to the owner any material information known to the agent.

IF THE BROKER REPRESENTS THE BUYER: The broker becomes the buyer's agent by entering into an agreement to represent the buyer, usually through a written buyer representation agreement. A buyer's agent can assist the owner but does not represent the owner and must place the interests of the buyer first. The owner should not tell a buyer's agent anything the owner would not want the buyer to know because the buyer's agent must disclose any material information known to the agent.

IF THE BROKER ACTS AS AN INTERMEDIARY: A broker may act as an intermediary between the parties if the broker complies with The Texas Real Estate License Act. The broker must obtain the written consent of each party to the transaction to act as an intermediary. The written consent must state who will pay the broker and, in conspicuous bold or underlined print, set forth the broker's obligations as an intermediary. The broker is required to treat each party honestly and fairly and to comply with The Texas Real Estate License Act. A broker who acts as an intermediary in a transaction: (1) shall treat all parties honestly; (2) may not disclose that the owner will accept a price less than the asking price unless authorized in writing to do so by the owner; (3) may not disclose that the buyer will pay a price greater than the price submitted in a written offer unless authorized in writing to do so by the buyer; (4) may not disclose any confidential information or any information that a party specifically instructs the broker in writing not to disclose unless authorized in writing to disclose the information or required to do so by The Texas Real Estate License Act or a court order or if the information materially relates to the condition of the property. With the parties' consent, a broker acting as an intermediary between the parties may appoint a person who is licensed under The Texas Real Estate License Act and associated with the broker to communicate with and carry out instructions of one party and another person who is licensed under that Act and associated with the broker to communicate with and carry out instructions of the other party.

If you choose to have a broker represent you, you should enter into a written agreement with the broker that clearly establishes the broker's obligations and your obligations. The agreement should state how and by whom the broker will be paid. You have the right to choose the type of representation, if any, you wish to receive. Your payment of a fee to a broker does not necessarily establish that the broker represents you. If you have any questions regarding the duties and responsibilities of the broker, you should resolve those questions before proceeding.