



± 658 AC  
SAN MARCOS



LA CIMA

12

TEXAS  
STATE  
UNIVERSITY

SAN MARCOS

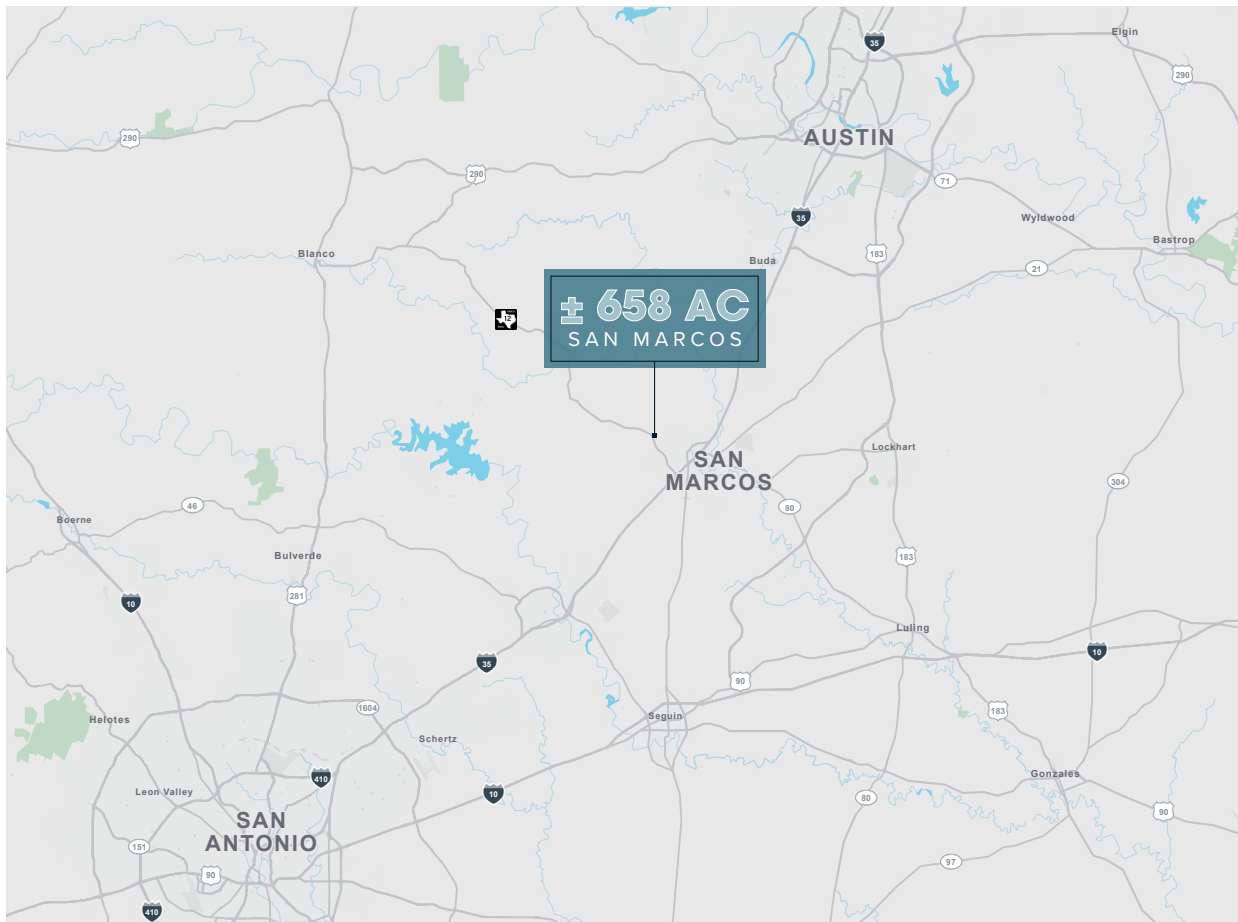
35

± 658 AC  
SAN MARCOS, TEXAS



# The Offering

Jones Lang LaSalle (“JLL”), on behalf of the owner, is pleased to present ± 658 Acres in San Marcos, TX (Austin MSA). The Property is located on the west side of I-35 on RR 12, the main thoroughfare connecting San Marcos to Wimberly, TX through the beautiful Texas Hill Country. The Property is fully entitled and has a legislative MMD in place that funds public infrastructure. San Marcos has one of Texas’ largest universities, Texas State, that holds almost 45,000 enrolled students. The 658 acres is an ideal development opportunity to take advantage of the continued booming growth in Central Texas.



## Sale Price

\$50,000 per Acre

## Site Size

± 658.31 Acres

## Frontage

Ranch Road 12: ± 4,594'

## Schools

### **San Marcos Consolidated ISD**

- » Hernandez Elementary School
- » Miller Middle School
- » San Marcos High School

## Entitlements Allocated

Maximum Single-Family Homes:	1,000
Maximum Multi-Family 24:	325
Maximum Community Commercial Acres:	100
Maximum Impervious Cover Acres:	200

*\*Subject to land planning*

## Opportunity Zone

The Property is located in a qualified opportunity zone

## Management Municipal District

Created in Last Texas Legislature with assessment powers (similar to PID) and/or ad valorem tax rate powers (similar to MUD) gives flexibility on structuring and maximizing future public financing of infrastructure improvements. Projected future bonding capacity of ~\$50 to \$60 million.

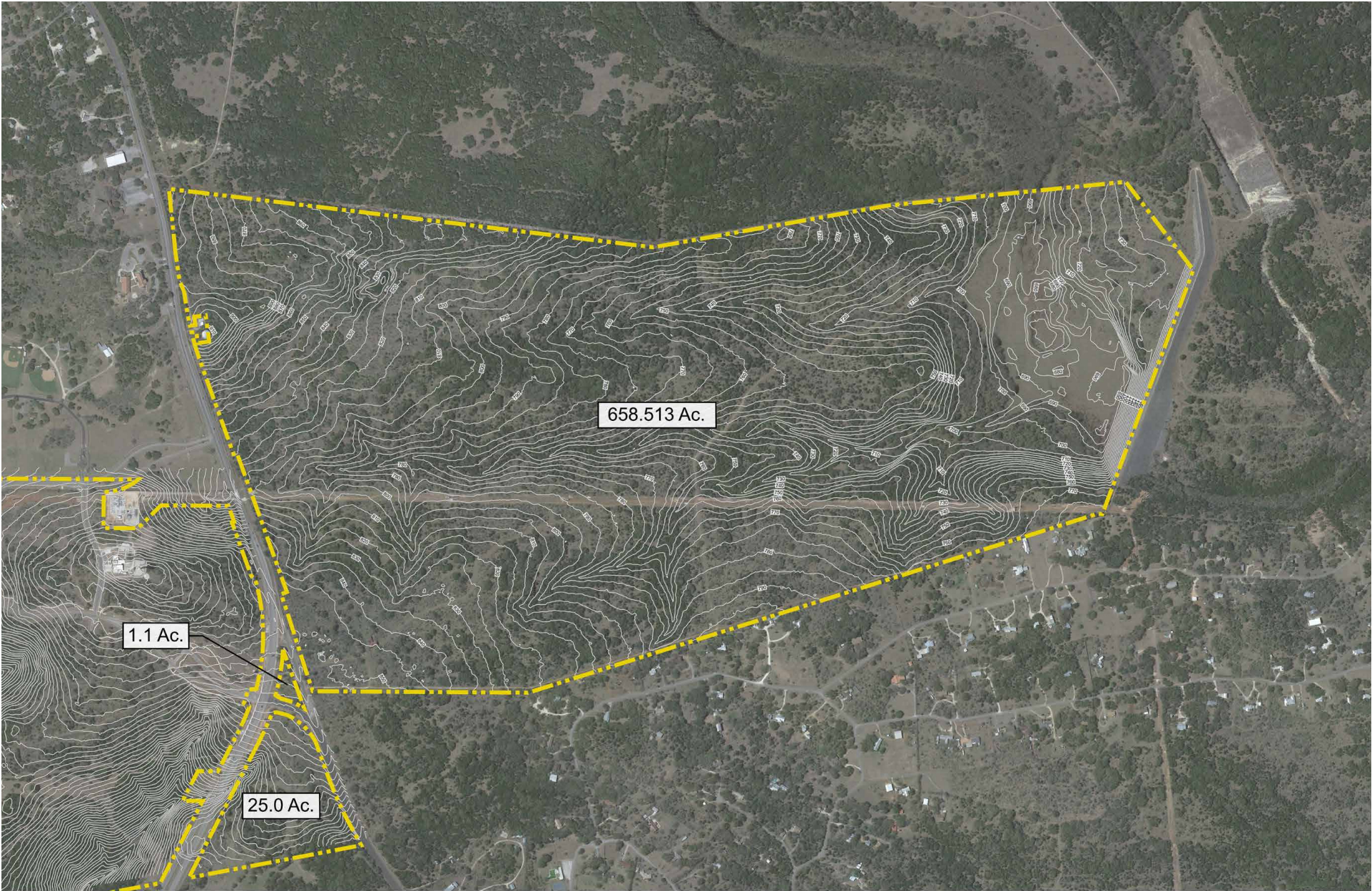


**Phasing Schedule**

Phase	45'x125'	50'x125'	55'x125'	Total
Phase 1A	143	0	0	143
Phase 1B	0	0	75	75
Phase 1C	78	56	0	134
Phase 1D	0	0	65	65
Phase 1E	0	121	0	121
Phase 2A	0	84	0	84
Phase 2B	133	0	0	133
Phase 2C	0	77	0	77
Phase 3A	30	35	0	65
Phase 3B	0	52	0	52
Totals	384	425	140	949



# Topography Map





# Commute Times

± 658 AC  
SAN MARCOS

DOWNTOWN  
AUSTIN  
38.7 MI | 44 MIN

AUSTIN-  
BERGSTROM  
INT. AIRPORT  
39.5 MI | 45 MIN

WIMBERLEY  
13.4 MI | 17 MIN

TEXAS STATE  
UNIVERSITY  
4.5 MI | 7 MIN

SAN MARCOS  
REGIONAL  
AIRPORT  
11.1 MI | 20 MIN

DOWNTOWN  
SAN MARCOS  
4.8 MI | 8 MIN

H-E-B  
CLOSEST  
GROCERY  
4.7 MI | 8 MIN

I-35  
5.2 MI | 9 MIN

SAN MARCOS  
PREMIUM  
OUTLETS  
4.7 MI | 8 MIN

CANYON  
LAKE  
20.4 MI | 30 MIN

NEW  
BRAUNFELS  
21.9 MI | 30 MIN

SAN ANTONIO  
INT. AIRPORT  
47.2 MI | 52 MIN

DOWNTOWN  
SAN ANTONIO  
51.6 MI | 58 MIN

# San Marcos/Austin Location Overview

## State & Market Growth Opportunities

Texas has led the nation in employment and population growth over the past five years. The state has received numerous accolades in recent years including being named #1 in “Growth Prospects” by Forbes, “America’s Top State for Business” by CNBC, and “Best State for Business” for the 16th year in a row by Chief Executive. More specific to ± 658 Acres San Marcos and Austin’s population growth has exceeded 29% over the past five year - the second fastest growing metro in the United States

## Quality of Life

Central Texas offers a higher quality of life at a lower cost of living compared to other metropolitan areas. In addition to a comfortable climate and beautiful natural surroundings, San Marcos & Austin’s housing, transportation and grocery costs are below national averages. These factors, combined with a low tax burden and myriad economic opportunities, have fueled record growth in the region’s population.

## Central Texas Location

± 658 Acres San Marcos is located in the Southern portion of Hays County, in San Marcos, Texas. The Property is ideally positioned in the heart of the Texas Triangle between Dallas/Fort Worth, Houston and San Antonio along Interstate 35, also-known-as the spine of Texas. The I-35 corridor between Austin-San Antonio has been referred to by Forbes as the “Next Great Metropolis”. The enviable location is a long-term competitive advantage in corporate location decisions as it provides employers with the ability to recruit from the 16.4 million highly-skilled workers of the largest metropolitan areas as well as providing easy access to all of the major Texas cities. Texas State, which is only 10 minutes from La Cima, has grown exponentially and now has over 40,000 students.

## Transportation

The Property’s excellent accessibility to Interstate 35, the primary North American Free Trade Agreement (NAFTA) transportation artery, effectively links the development to all the major thoroughfares in not only Austin, but the state.

San Marcos, TX



Austin, TX





# San Marcos

San Marcos has cemented itself as a shopping hub, with a vast outlet mall boasting over 240 retailers that blend luxury with popular brands. The city further enriches the retail landscape with an eclectic mix of boutiques, art, vintage markets, and specialized shops offering everything from trendy fashion to unique local crafts. Additionally, the area is increasingly recognized for its appeal to boutique retail ventures, complementing its established retail giants with a variety of smaller, distinctive shopping experiences. This diverse retail ecosystem attracts both local shoppers and tourists, making it a dynamic destination for retail exploration. According to U.S. Census data, most retail items sold in Hays and Caldwell Counties are sold to customers who are not residents of the area (approximately 58% to 65% of consumer goods relative to the state average of 22.7%). Approximately 14 million people visit the San Marcos Outlet Malls annually, making them one of the most attractive economic drivers in San Marcos. There are also over 281,000 people employed within 60 miles of the outlet malls, meaning people come from all over Central Texas to visit them.



# Austin MSA

## Why Austin

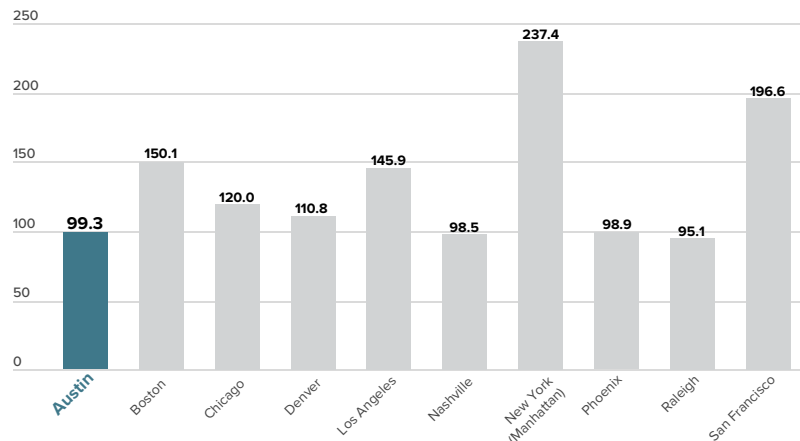
A booming economy, growing job market, high quality of life, and low cost of living make Austin a sought after city for all ages. As one of the nation's top economic performers, Austin is a thriving city with a young, highly educated population that attracts business and tourism. The metro consistently leads the nation in terms of population growth, fueled largely by a strong rate of in-migration with an impressive 184 people moving to the city a day. As a result the population in the Austin MSA reached over 2.2 million in 2020, and is expected to soar 98.5% to nearly 4 million by 2040. Nearly doubling in size, Austin's population is projected to grow faster than any other large U.S. city in the next 25 years.



### Business Climate

You will find a business-friendly environment with low taxes and numerous incentives that encourage continued growth and investment in Austin.

### Cost of Living Index (U.S. + 100)



**11TH**  
LARGEST CITY  
IN THE COUNTRY



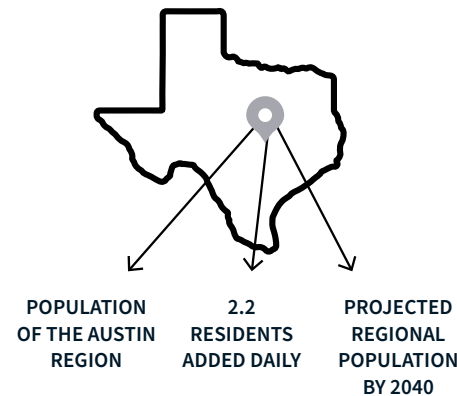
**47.0%**  
EST. 10-YEAR  
JOB GROWTH



### Talent

Austin's labor pool is among the most vibrant, innovative and educated in the world, helping attract companies to the area.

### Population



### Labor Force & Growth



THE AUSTIN REGIONAL  
LABOR FORCE IS  
**1 MILLION**



HIGHEST MEDIAN HOUSEHOLD INCOME  
AMONG TEXAS METRO AREAS



**43%** of adults have at  
least a bachelor's degree  
compared to 31% nationally



**66.3%** of the population  
is under 45 (nationally, 58.7%  
is under 45)



# Austin Accolades

“Austin is an ideal location to attract the talent we need to deliver the latest capabilities to our customers.”



**#1**

**BEST CITY FOR  
JOB GROWTH OVER A  
FIVE-YEAR PERIOD**

*Inc.com*

**#1**

**BEST CITY FOR  
JOB CREATION**

37% over five-year period

*Forbes*

**#18**

**FUTURE-PROOFING  
GLOBAL TOP 30**

the only Texas city  
in this international index

*JLL Global Research*

“Austin is a rapidly growing hub for high tech startups and established tech companies, and not surprisingly, a hub for top tech talent. It has an innovative, entrepreneurial vibe with a laid back, inclusive culture, making it an ideal location for us. Not only will our employees love living in such a great city, but they’ll have a unique opportunity to bring our great values to life and grow their careers.”

**Atlassian**

**JAY SIMONS  
PRESIDENT**

“We are committed to growing in Austin, a city that is a proven tech hub with excellent access to talent and a community that encourages innovation.”

**BAE Systems**

**DAVE HARROLD**

Vice President & General  
Manager Countermeasure  
& Electromagnetic Attack  
Solutions

**#1**

**BEST PLACE TO LIVE**

4 consecutive years

*U.S. News & World Report*



**HOTTEST U.S.  
LABOR MARKET**

2 consecutive years

*Wall Street Journal*



**#1**

**U.S. MARKET FOR  
2020 INVESTMENT**

Urban Land Institute

**#1**

**ATTRACTS THE  
MOST WORKERS**

Among Major U.S. Cities

*LinkedIn, 2018*

**8 Years in a Row**

**FASTEST GROWING MSA IN THE NATION**

AUSTIN MSA: TRAVIS, HAYS, WILLIAMSON, BASTROP,  
CALDWELL COUNTIES - U.S. Census

**Indeed**

**CHRIS HYAMS  
PRESIDENT**

The Austin MSA adds

**184** NEW  
RESIDENTS

**Every Single Day**

“Khoros is proud to be in Austin, and we are excited to begin this next phase of our growth in our new and expanded space. As an Austinite for more than 10 years, I know that this is a great place to build and grow successful companies, and that’s why we continue to invest here. We look forward to many more years of success in Austin.”

**Khoros**

**JACK BLAHA  
CHIEF EXECUTIVE OFFICER**

**#1**

**BEST U.S. CITY  
TO START A BUSINESS**

*Inc.com*



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