



**SAN MARCOS
TEXAS**

SAN MARCOS DEVELOPMENT OPPORTUNITY

LAND FOR SALE

201 E MCCARTY LN, SAN MARCOS, TX 78666

SIZE	8.796 Acres
SALE PRICE	\$3,600,000 - \$9.40 PSF
LOCATION	The property is located along E McCarty Ln just East of IH-35 in San Marcos, TX and Hays County.
UTILITIES	12" City of San Marcos water line and 12" City of San Marcos sewer line CCN (Water) - City of San Marcos CCN (Sewer) - City of San Marcos
IMPROVEMENTS	Concrete driveway along the Western edge of the property
DETENTION	On-site detention in place
TOPOGRAPHY	Flat
ZONING	Character District 5 (CD-5)
QUALIFIED CENSUS TRACT	The property is located in Tract 105 for 2025
RESTRICTIONS	None
SCHOOL DISTRICT	San Marcos Consolidated Independent School District
TAXES	\$60,603.63 (2024) Tax Rate: 1.9682
FRONTAGE	542.60' along E McCarty Lane
TRAFFIC COUNTS	◇ 6,130 vehicles per day on E McCarty Lane (TxDot '20) ◇ 147,476 vehicles per day on Interstate 35 (TxDot '24) ◇ 8,469 vehicles per day on McCarty (2025)
COMMENTS	Well-located with flexible zoning and easy access to IH-35 & Hunter Rd, this site is prime for a variety of uses including multi-family (tax credit, market-rate, or senior), flex/industrial, retail, medical, entertainment, or educational. The property is platted and zoned with utilities and access provided making it seamless for development. It's also just minutes away from Texas State University, San Marcos Premium Outlets, Amazon Fulfillment Center, and many other prominent developments.



**SIENNA
POINTE**
APARTMENTS

INTEGRITY
INSURANCE SOLUTIONS

McCarty Ln

SITE
±8.796 AC

8,469 VPD (25)

**TEXAS
STATE**
UNIVERSITY

Stonecreek Shopping Center



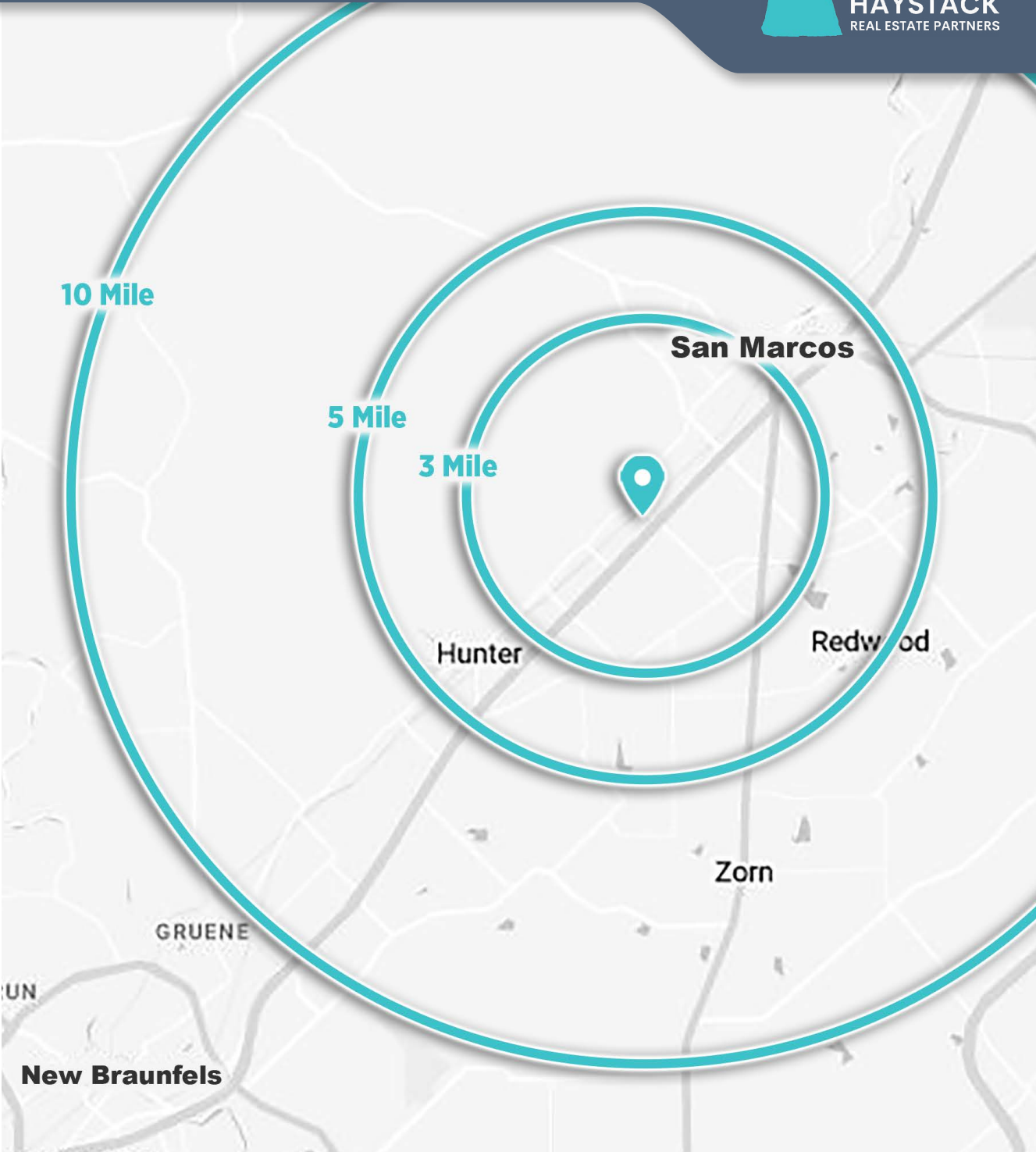






DEMOGRAPHICS	3 MILES	5 MILES	10 MILES
2025 POPULATION	30,616	66,725	133,435
2030 PROJECTED POP.	34,306	73,619	163,765
TOTAL HOUSEHOLDS	12,975	25,820	52,319
MEDIAN AGE	33.7	27.6	29.3
AVG HH INCOME	\$90,847	\$84,450	\$95,719

TRAFFIC COUNTS	2025	2024
E MCCARTY AVE	8,469 VPD	
INTERSTATE 35		147,476



SAN MARCOS OVERVIEW

ECONOMIC & DEVELOPMENT PROSPECTS

- ◇ Robust retail presence: San Marcos is known for large outlet shopping centers (with 100+ stores), drawing regional shoppers.
- ◇ Ongoing infrastructure & commercial development: new industrial park, expansions in retail and services, increasing attractiveness for investment.

STRATEGIC LOCATION

Connectivity to Austin & San Antonio markets

NATURAL ASSETS

Riverfront access, springs, parks — for recreation or amenity value

GROWTH MOMENTUM

Rising population, infrastructure expansion, increasing demand

CULTURAL VITALITY

University, arts, vibrant downtown make it attractive for residents

CLIMATE & APPEAL

Mild winters, sunny days, outdoor lifestyle appeal



LOCATION & ACCESS

- ◇ Situated along Interstate 35, midway between Austin (~30 miles north) and San Antonio (~50 miles south) — excellent access to major metro markets.
- ◇ Part of the dynamic Central Texas growth corridor.
- ◇ The city lies on the Balcones Fault, giving rise to the San Marcos Springs / River — a central natural feature.

POPULATION & GROWTH & COMMUNITY

- ◇ Population has grown rapidly: from ~44,900 in 2010 to ~67,500 in 2020.
- ◇ One of the longest continuously inhabited areas in North America — human presence documented going back 12,000+ years.
- ◇ A multicultural mix of heritage influences (Hispanic, Anglo, African-American, German, and more).
- ◇ Home to Texas State University, with over 30,000+ students, contributing to a vibrant, youthful community.

CULTURE, EDUCATION & LIFESTYLE

- ◇ Downtown "the Square" is historic, walkable, full of shops, restaurants, public art, music, and local charm.
- ◇ Texas State University hosts performances, sporting events, public lectures, and contributes cultural energy to the city.
- ◇ Sports venues:
 - Strahan Arena (10,000 seats) — hosts Bobcats basketball and volleyball.
 - Bobcat Ballpark — home to university baseball.

AUSTIN OVERVIEW

Austin is the capital city of the U.S. state of Texas, as well as the seat and largest city of Travis County, with portions extending into Hays and Williamson counties. It is the 11th-most populous city in the United States, the fourth-most-populous city in Texas and the second-most-populous state capital city.

Austin has become a center for technology and business. A number of Fortune 500 companies have headquarters or regional offices in Austin, including **3M, Advanced Micro Devices (AMD), Amazon, Apple, Facebook (Meta), Google, IBM, Intel, NXP semiconductors, Oracle, Tesla, Texas Instruments, and Whole Foods Market.** Dell's worldwide headquarters is located in the nearby suburb of Round Rock.

Austin is the home of the **University of Texas at Austin**, which is one of the largest universities in the U.S., with over **50,000 students.** Other institutions of higher learning in Austin include **St. Edward's University, Huston-Tillotson University, Austin Community College, Concordia University,** and several more.

ACCOLADES

- ◇ Austin is America's Pickleball Capital in 2024 according to analysis produced by in-person leisure learning marketplace TeachMe.To.
- ◇ Austin is one of the Top 10 Best Cities for Singles in 2025 based on comparison more than 180 U.S. cities across 35 key indicators of datingfriendliness. (WalletHub, 12/3/24)
- ◇ Austin is No. 3 on ranking of the Top 100 Cities Where America's Happiest Workers Thrive based on survey of 3,000 workers across the nation on job satisfaction. (resume.io, 11/19/24)
- ◇ OpenTable's Top 100 Restaurants of 2024 list includes 10 in Texas and 7 of those are in Austin. (OpenTable, 11/19/24)
- ◇ Austin is No. 1 on WalletHub's list of the Best Cities for Veterans to Live (WalletHub, 11/7/24)
- ◇ Austin is the No. 2 City with the Healthiest Population (Forbes Advisor, 10/28/24)
- ◇ Austin is the Best College Town in America according to ranking of 400 U.S. cities (WalletHub, 10/28/24)
- ◇ Austin is one of the Top Innovation Hubs to Watch positioning (Business Facilities, 10/16/24)
- ◇ Austin is the U.S. metro area with the highest share (nearly one-quarter) of remote/hybrid workers in 2023. (Coworking Mag, 10/1/24)
- ◇ The University of Texas at Austin ties for 7th in Top Public Schools 2025 (U.S. News & World Report, 9/23/24)
- ◇ Austin is the 16th best city in the world for entrepreneurs and the 6th best in the U.S. (SumUp, 8/22/24)
- ◇ Austin is the best city in the U.S. to start a business (USA Today, 7/24/24)
- ◇ Austin is America's Top Rental Market in ranking of cities and towns with 75,000+ population within the 50 largest metro areas for availability of affordable renting options, job opportunities, commute times, and access to urban amenities. (Realtor.com, 7/24/24)

SAN ANTONIO OVERVIEW

San Antonio is the seventh most populous city in the U.S. and the second most populous city in Texas with a MSA population of more than 2.5 million. More than 400 companies across all industries: financial services, cybersecurity, manufacturing, technology, bioscience, and aerospace, are based in greater San Antonio. As of 2020, the region's population increased by 9% and is expected to increase by 6.2% within the next five years. From 2015 to 2020, jobs increased by 9.5% outpacing the national growth rate of 6.2%. Home to numerous historical and cultural sites, including the Alamo, the world-famous River Walk and the 26-acre Pearl District, tourism contributes substantially to the city's economy, with over 37 million tourists visiting annually, employing over 122,500 people at an annual economic impact of over \$15.2 billion on the local economy.

The Alamo City has one of the largest concentrations of military bases in the United States. The defense industry in San Antonio employs over 190,000 and provides a \$27.7 billion regional economic impact. San Antonio is home to Fort Sam Houston, Lackland Air Force Base, Randolph Air Force Base and Brooks City-Base, with Camp Bullis and Camp Stanley just outside the city. These bases make up what is known as Joint Base San Antonio (JBSA). JBSA services more Department of Defense students and runways than any other installation, houses the DoD's largest hospital, and supports more than 250,000 personnel. Its total replacement value is estimated at \$10.3 billion with an annual budget of \$800 million.

America's northernmost gateway with Mexico, San Antonio has become an international trade center enhanced through Port San Antonio, a 1,900-acre aerospace, industrial complex, and international logistics platform that services firms such as Boeing, Lockheed Martin and XPO Logistics, as well as government and military agencies. Employing more than 14,000 people in its unique air-, rail- and highway-served property, Port SA generates over \$5 billion in annual economic activity for the region.

San Antonio continues to be one of the most attractive metros in the country due to its exceptional economic and population growth, low business and living costs, central geographic location and south Texas charm, emerging culinary and arts scene, and versatile transportation infrastructure.



TOP AREA EMPLOYERS

Lackland Airforce Base	37,000+
USAA	35,935+
Fort Sam Houston - US Army	32,000+
Whataburger	22,500+
H-E-B	20,300+
Northside ISD	12,900+
Randolph Airforce Base	11,000+
Valero Energy	9,964+
Methodist Healthcare System	9,620+
iHeart Media	9,588+
City of San Antonio	9,145+
Northeast ISD	8,780+
TaskUs	7,700+
San Antonio ISD	7,500+
Rackspace Technology	7,200+
Baptist Health System	6,383+
Wells Fargo	5,073+
JP Morgan Chase	5,000+
Bill Miller Bar-B-Q	4,400+
AT&T	4,300+
Harte Hanks	3,800+
Christus Santa Rosa	3,700+



Information About Brokerage Services

Texas law requires all real estate license holders to give the following information about brokerage services to prospective buyers, tenants, sellers and landlords.

2-10-2025



TYPES OF REAL ESTATE LICENSE HOLDERS:

- **A BROKER** is responsible for all brokerage activities, including acts performed by sales agents sponsored by the broker.
- **A SALES AGENT** must be sponsored by a broker and works with clients on behalf of the broker.

A BROKER'S MINIMUM DUTIES REQUIRED BY LAW (A client is the person or party that the broker represents):

- Put the interests of the client above all others, including the broker's own interests;
- Inform the client of any material information about the property or transaction received by the broker;
- Answer the client's questions and present any offer to or counter-offer from the client; and
- Treat all parties to a real estate transaction honestly and fairly.

A LICENSE HOLDER CAN REPRESENT A PARTY IN A REAL ESTATE TRANSACTION:

AS AGENT FOR OWNER (SELLER/LANDLORD): The broker becomes the property owner's agent through an agreement with the owner, usually in a written listing to sell or property management agreement. An owner's agent must perform the broker's minimum duties above and must inform the owner of any material information about the property or transaction known by the agent, including information disclosed to the agent or subagent by the buyer or buyer's agent. **An owner's agent fees are not set by law and are fully negotiable.**

AS AGENT FOR BUYER/TENANT: The broker becomes the buyer/tenant's agent by agreeing to represent the buyer, usually through a written representation agreement. A buyer's agent must perform the broker's minimum duties above and must inform the buyer of any material information about the property or transaction known by the agent, including information disclosed to the agent by the seller or seller's agent. **A buyer/tenant's agent fees are not set by law and are fully negotiable.**

AS AGENT FOR BOTH - INTERMEDIARY: To act as an intermediary between the parties the broker must first obtain the written agreement of *each party* to the transaction. The written agreement must state who will pay the broker and, in conspicuous bold or underlined print, set forth the broker's obligations as an intermediary. A broker who acts as an intermediary:

- Must treat all parties to the transaction impartially and fairly;
- May, with the parties' written consent, appoint a different license holder associated with the broker to each party (owner and buyer) to communicate with, provide opinions and advice to, and carry out the instructions of each party to the transaction.
- Must not, unless specifically authorized in writing to do so by the party, disclose:
 - that the owner will accept a price less than the written asking price;
 - that the buyer/tenant will pay a price greater than the price submitted in a written offer; and
 - any confidential information or any other information that a party specifically instructs the broker in writing not to disclose, unless required to do so by law.

AS SUBAGENT: A license holder acts as a subagent when aiding a buyer in a transaction without an agreement to represent the buyer. A subagent can assist the buyer but does not represent the buyer and must place the interests of the owner first.

TO AVOID DISPUTES, ALL AGREEMENTS BETWEEN YOU AND A BROKER SHOULD BE IN WRITING AND CLEARLY ESTABLISH:

- The broker's duties and responsibilities to you, and your obligations under the representation agreement.
- Who will pay the broker for services provided to you, when payment will be made and how the payment will be calculated.

LICENSE HOLDER CONTACT INFORMATION: This notice is being provided for information purposes. It does not create an obligation for you to use the broker's services. Please acknowledge receipt of this notice below and retain a copy for your records.

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Licensed Broker /Broker Firm Name or Primary Assumed Business Name	License No.	Email	Phone
Designated Broker of Firm	License No.	Email	Phone
Licensed Supervisor of Sales Agent/ Associate	License No.	Email	Phone
Sales Agent/Associate's Name	License No.	Email	Phone

Buyer/Tenant/Seller/Landlord Initials

Date