



Development parcels up to ± 57.148 acres

OPPORTUNITY BLVD | SAN MARCOS, TX

Michael Longi, CCIM
Principal
+1 702 340 7184
michael.longi@avisonyoung.com

Aidan Morgensteren
Associate
+1 512 717 3099
aidan.morgensteren@avisonyoung.com

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Whisper Master Plan

Positioned between San Marcos and Austin, these sites offer flexibility for multifamily, build-to-rent, commercial, or mixed-use development inside the Whisper Master Plan. The Whisper Master plan is approximately 706 acres showcasing approximately 127 acres of single-family residences, heavy commercial, multifamily, community retail, office and industrial, attracting users such as Amazon and H-E-B.

Size	Parcel 1: ±31.668 acres
	Parcel 2: ±2.16 acres
	Parcel 3: ±4.4 acres
	Parcel 4: ±5.38 acres
	Parcel 5: ±8.16 acres
	Parcel 6: ±5.38 acres
Zoning	Parcel 1: HC — Heavy Commercial
	Parcels 2-6: MU — Mixed Use
Jurisdiction	City of San Marcos, Hays County
Utilities	Water:
	– 12" waterline along Opportunity Blvd
	Wastewater:
	– 15" wastewater line along Opportunity Blvd to Fortuna Rd
	– 12" wastewater line along Opportunity Blvd from Fortuna Rd to Harris Hill Rd
	Electricity:
	– Bluebonnet electric services all sites

[VIEW INTERACTIVE MAP](#)

OPPORTUNITY BLVD | SAN MARCOS, TX



Parcel 1

Size ±31.668 acres

Zoning HC — Heavy Commercial

Proposed use Multifamily, commercial, retail, office, or build-to-rent

Jurisdiction City of San Marcos, Hays County

Watershed regulation Potential to utilize regional detention but may need additional onsite depending on capacity

Water:

- 12" waterline along Opportunity Blvd

Utilities

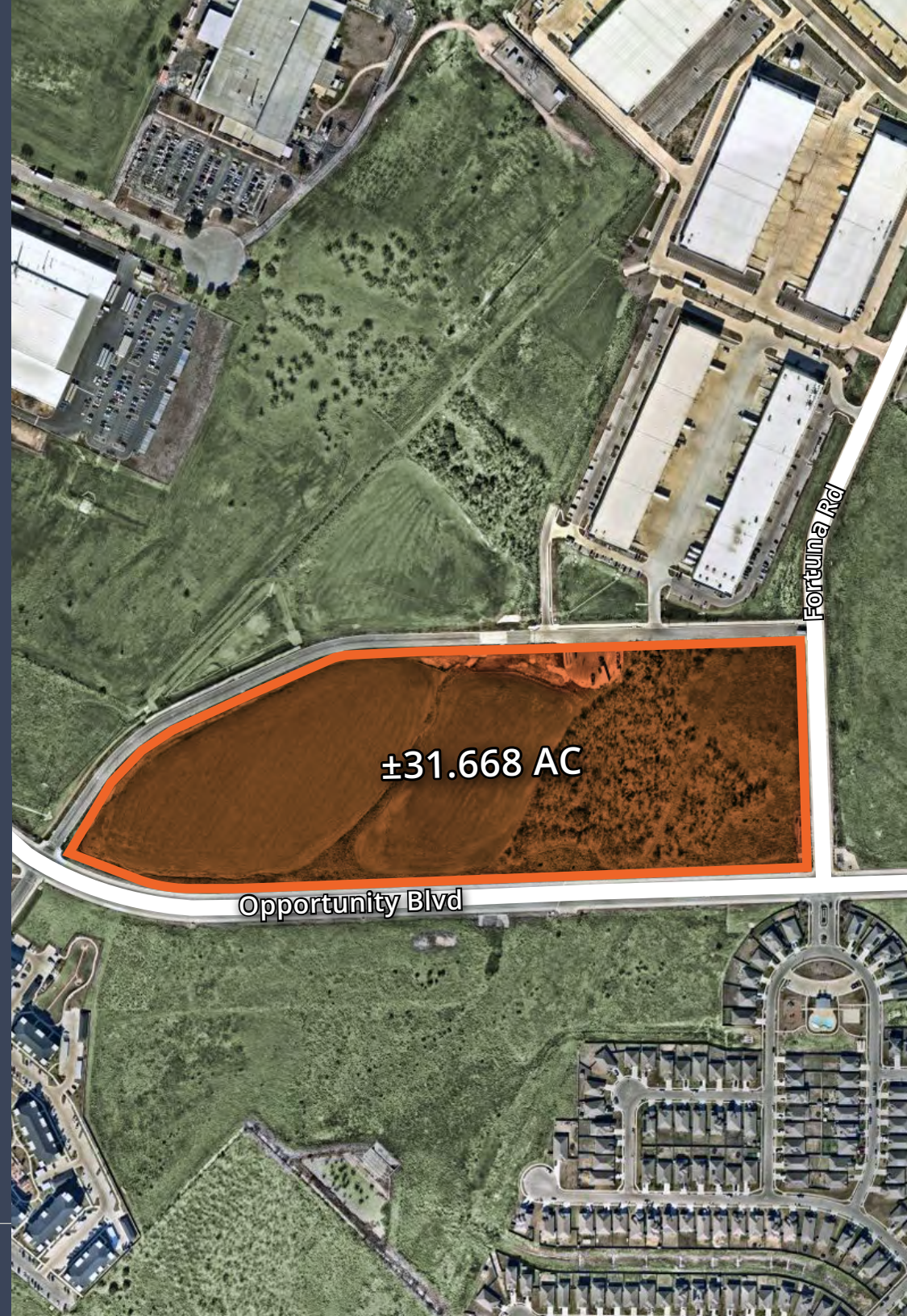
Wastewater:

- 15" wastewater line along Opportunity Blvd

Electricity:

- Bluebonnet electric services site

[VIEW INTERACTIVE MAP](#)



Parcel 2

Address 634 Opportunity Blvd

Size ±2.16 acres

Zoning MU — Mixed Use

Proposed use Commercial, retail or townhome

Jurisdiction City of San Marcos, Hays County

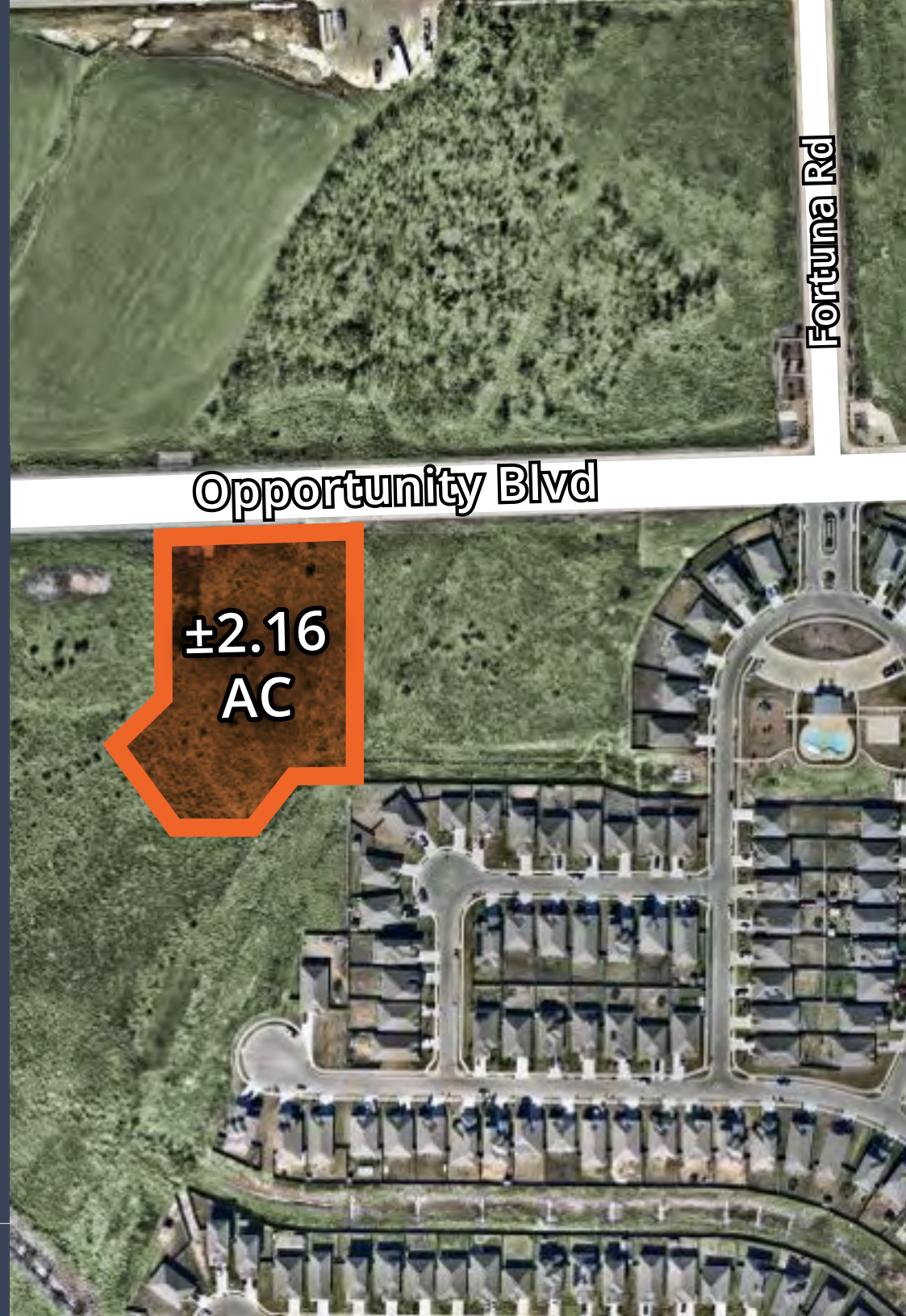
Watershed regulation Will need onsite detention

Utilities

- Water:**
 - 12" waterline along Opportunity Blvd
- Wastewater:**
 - 15" wastewater line along Opportunity Blvd
- Electricity:**
 - Bluebonnet electric services site

[VIEW INTERACTIVE MAP](#)

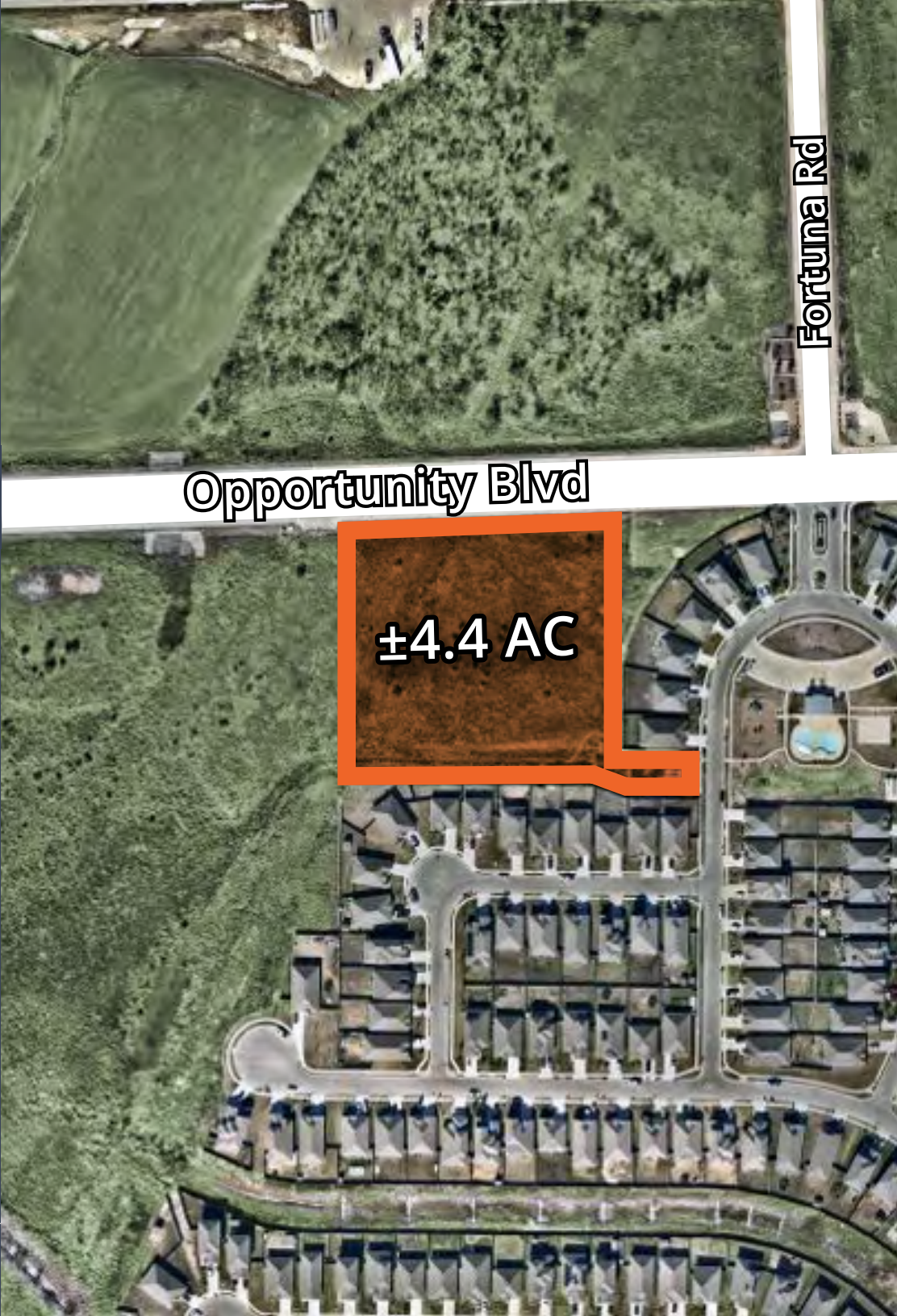
OPPORTUNITY BLVD | SAN MARCOS, TX



Parcel 3

Address	720 Opportunity Blvd
Size	±4.4 acres
Zoning	MU — Mixed Use
Proposed use	Commercial, retail or townhome
Jurisdiction	City of San Marcos, Hays County
Watershed regulation	Will need onsite detention
Utilities	Water: – 12" waterline along Opportunity Blvd
	Wastewater: – 15" wastewater line along Opportunity Blvd
	Electricity: – Bluebonnet electric services site

VIEW INTERACTIVE MAP



Parcel 4

Address 928 Opportunity Blvd

Size ±5.38 acres

Zoning MU — Mixed Use

Proposed use Commercial, retail or townhome

Jurisdiction City of San Marcos, Hays County

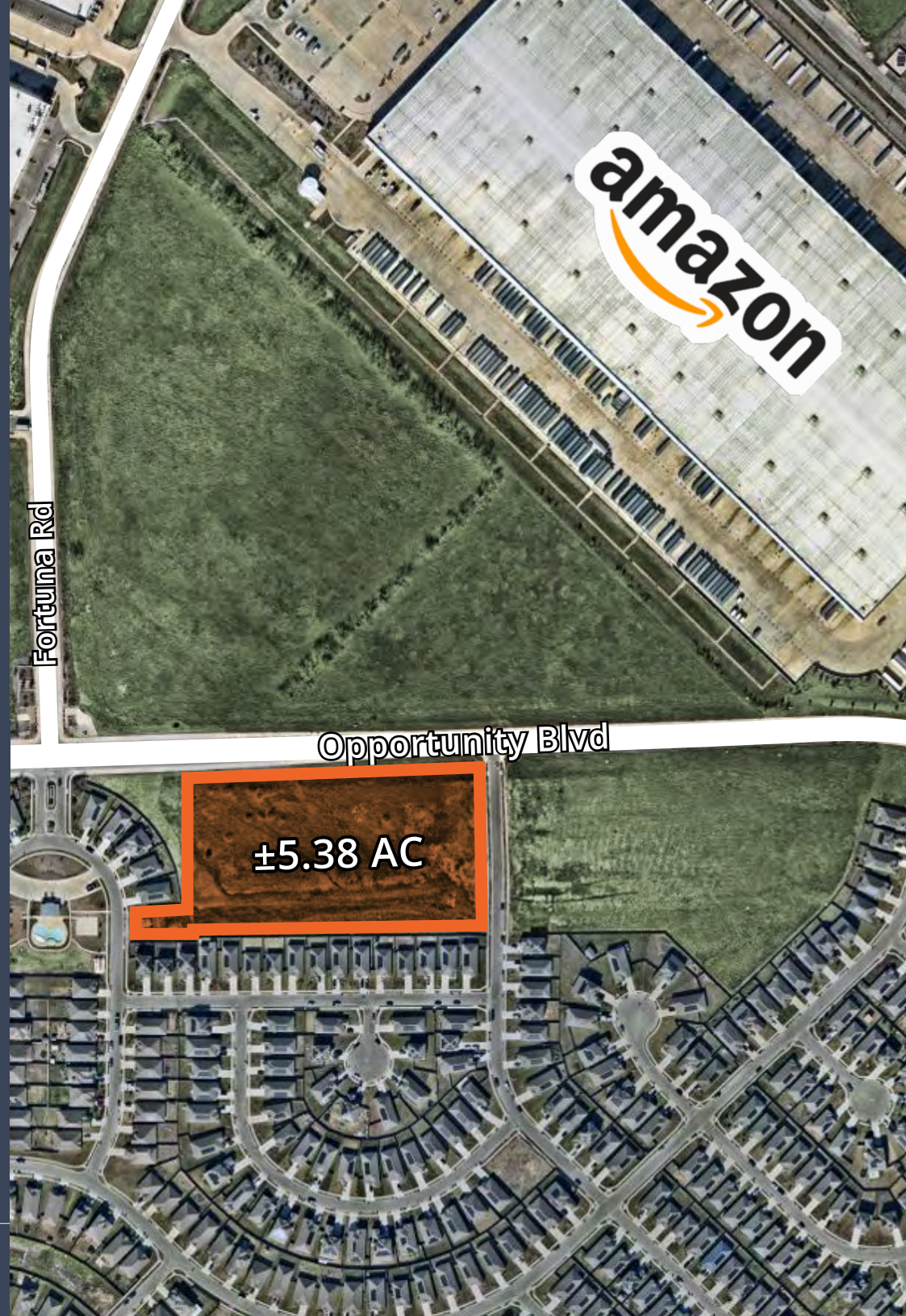
Watershed regulation Will need onsite detention

Utilities

- Water:**
 - 12" waterline along Opportunity Blvd
- Wastewater:**
 - 12" wastewater line along Opportunity Blvd
- Electricity:**
 - Bluebonnet electric services site

[VIEW INTERACTIVE MAP](#)

OPPORTUNITY BLVD | SAN MARCOS, TX



Parcel 5

Address 1026 Opportunity Blvd

Size ±8.16 acres

Zoning MU — Mixed Use

Proposed use Commercial, retail or townhome

Jurisdiction City of San Marcos, Hays County

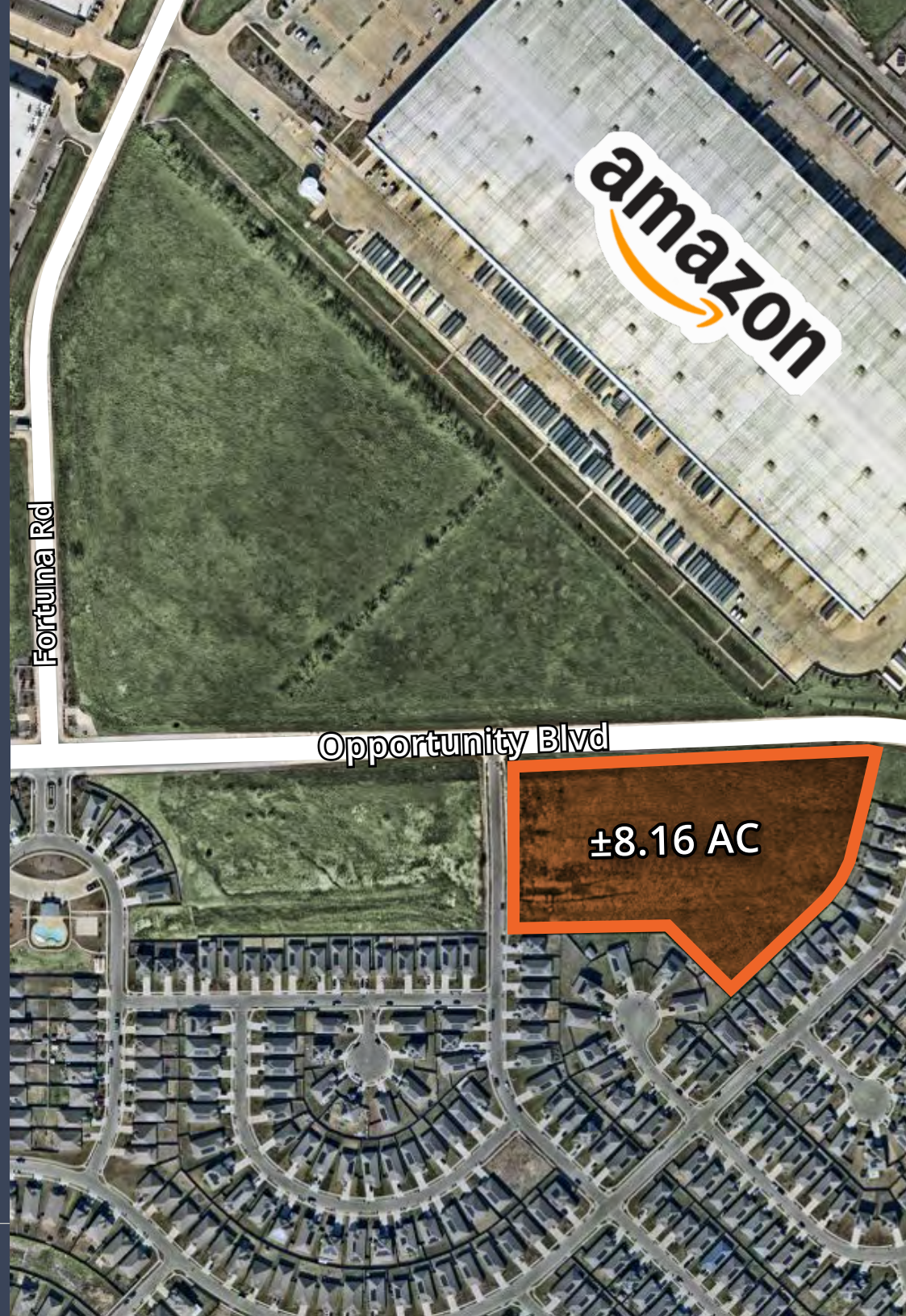
Watershed regulation Will need onsite detention

Utilities

- Water:**
 - 12" waterline along Opportunity Blvd
- Wastewater:**
 - 12" wastewater line along Opportunity Blvd
- Electricity:**
 - Bluebonnet electric services site

[VIEW INTERACTIVE MAP](#)

OPPORTUNITY BLVD | SAN MARCOS, TX



Parcel 6

Address 1312 Opportunity Blvd

Size ±5.38 acres

Zoning MU — Mixed Use

Proposed use Commercial, retail or townhome

Jurisdiction City of San Marcos, Hays County

Watershed regulation Will need onsite detention

Utilities

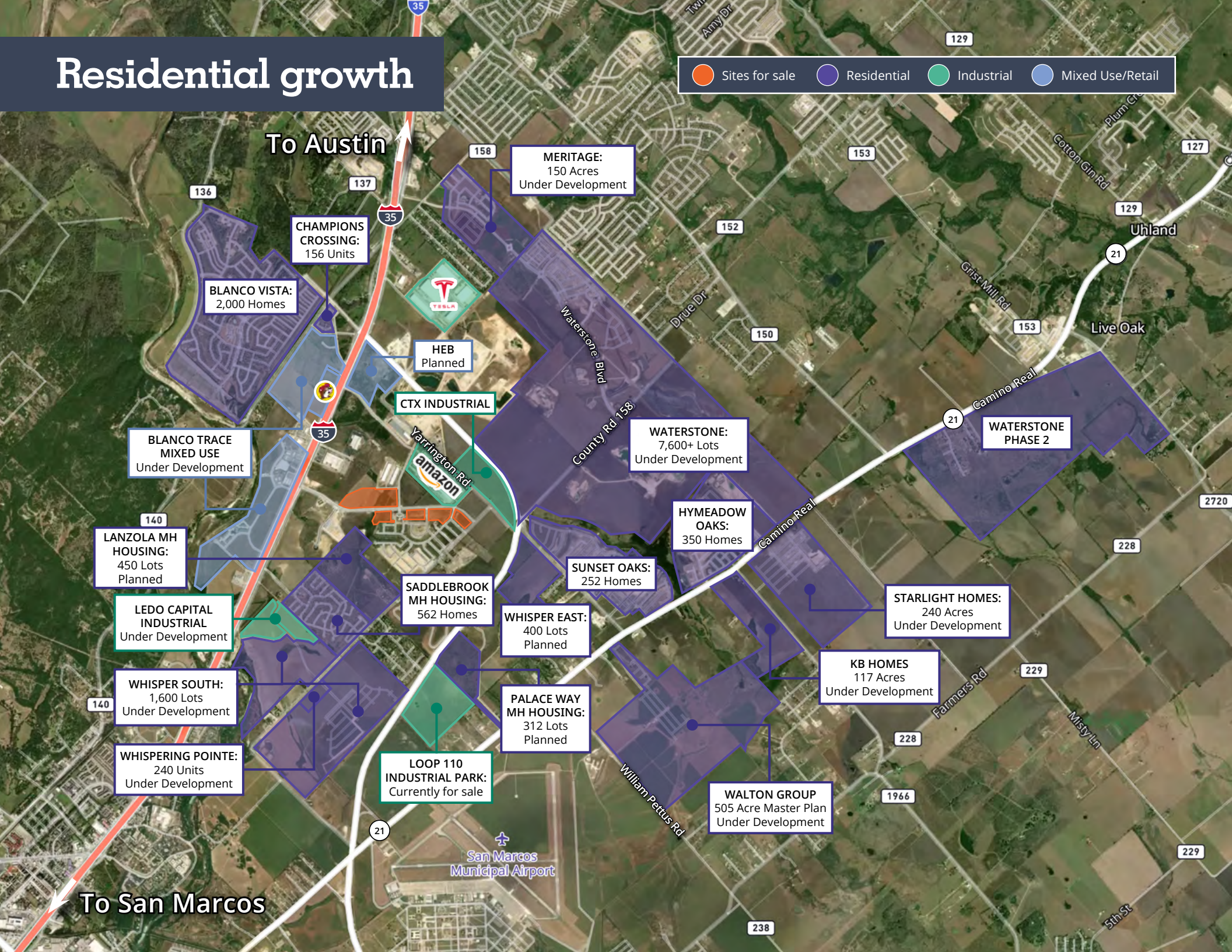
- Water:**
 - 12" waterline along Opportunity Blvd
- Wastewater:**
 - 12" wastewater line along Opportunity Blvd
- Electricity:**
 - Bluebonnet electric services site

[VIEW INTERACTIVE MAP](#)



Residential growth

● Sites for sale ● Residential ● Industrial ● Mixed Use/Retail



To Austin

To San Marcos

Demographics

POPULATION	3 miles	5 miles	10 miles
Total population	24,320	81,204	194,911
Median age	27	28	31

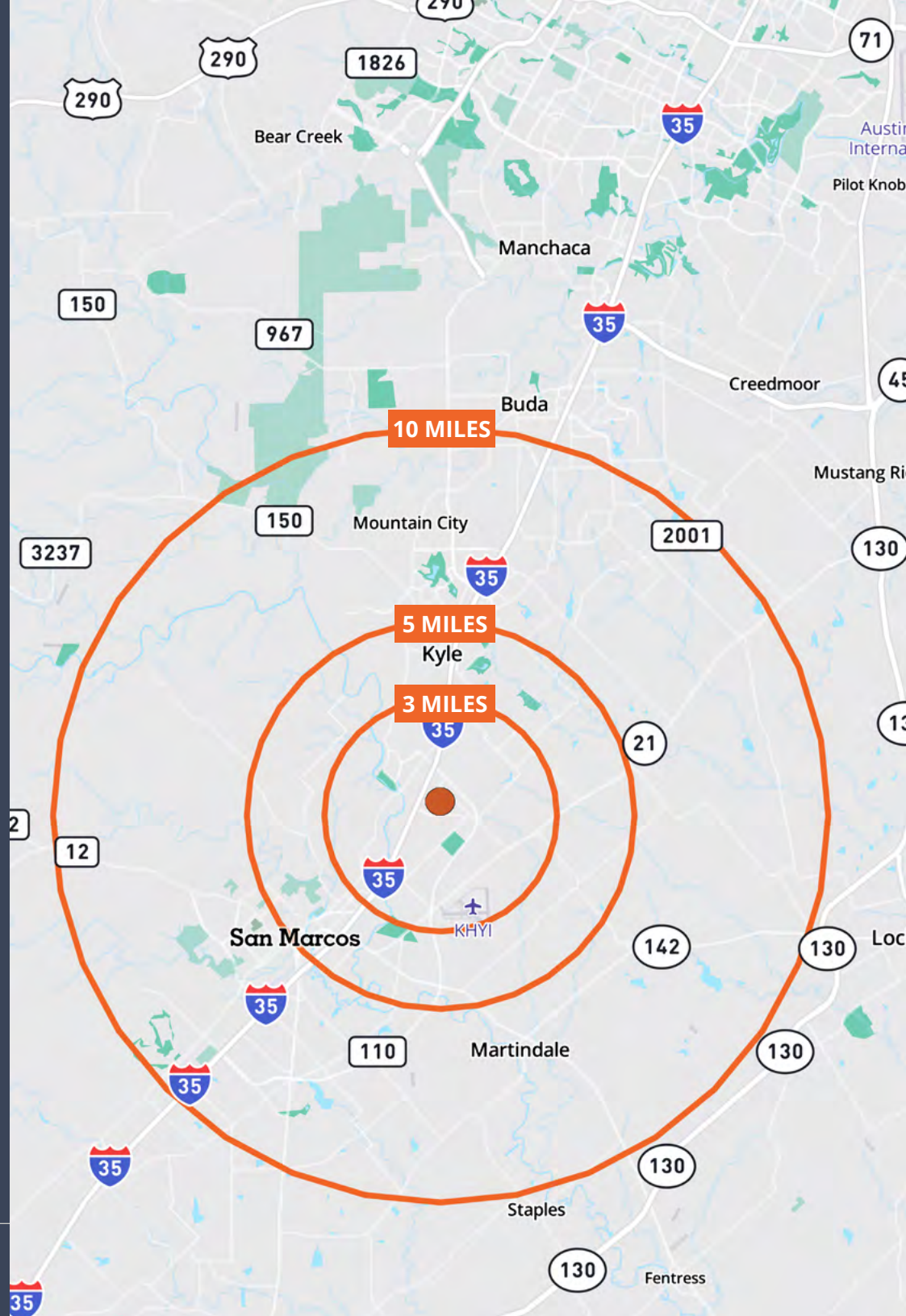
INCOME	3 miles	5 miles	10 miles
Median income	\$64,750	\$70,247	\$77,404
Average income	\$79,664	\$87,739	\$97,541

HOUSEHOLD	3 miles	5 miles	10 miles
Total households	10,392	31,036	73,194
# of persons per HH	2	2	3
Median house value	\$301,017	\$325,908	\$336,049

EDUCATION

% of population with Higher Education	68.7%
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Source: Avison Young Technologies



San Marcos overview

San Marcos is a rapidly growing and demographically young city, with a population of roughly **76,000–80,000 residents** and **strong growth of over 60% since 2010**, reflecting its desirable position along I-35 and as a centerpiece within the Austin-San Antonio corridor.

The population is notably youthful, with a **median age around 25 years**, driven largely by the presence of a thriving **Texas State University**, which recently joined the Pac-12 Conference. Overall, San Marcos combines rapid population growth, a young and educated demographic base, and strong long-term expansion potential, making it an attractive market for residential, retail, and service-oriented development.



44,615

ENROLLMENT (2025-2026)



9.8%

Y-O-Y GROWTH



Get more information

Michael Longi, CCIM
Principal
+1 702 340 7184
michael.longi@avisonyoung.com

Aidan Morgensteren
Associate
+1 512 717 3099
aidan.morgensteren@avisonyoung.com

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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.

11-03-2025



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.

WRITTEN AGREEMENTS ARE REQUIRED IN CERTAIN SITUATIONS: A license holder who performs brokerage activity for a prospective buyer of residential property must enter into a written agreement with the buyer before showing any residential property to the buyer or if no residential property will be shown, before presenting an offer on behalf of the buyer. This written agreement must contain specific information required by Texas law. For more information on these requirements, see section 1101.563 of the Texas Occupations Code. **Even if a written agreement is not required, to avoid disputes, all agreements between you and a broker should be in writing and clearly establish: (i) the broker's duties and responsibilities to you and your obligations under the agreement; and (ii) the amount or rate of compensation the broker will receive and how this amount is determined.**

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 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:
 - o that the owner will accept a price less than the written asking price;
 - o that the buyer/tenant will pay a price greater than the price submitted in a written offer; and
 - o 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.

A LICENSE HOLDER CAN SHOW PROPERTY TO A BUYER/TENANT WITHOUT REPRESENTING THE BUYER/TENANT IF:

- The broker has not agreed with the buyer/tenant, either orally or in writing, to represent the buyer/tenant;
- The broker is not otherwise acting as the buyer/tenant's agent at the time of showing the property;
- The broker does not provide the buyer/tenant opinions or advice regarding the property or real estate transactions generally; and
- The broker does not perform any other act of real estate brokerage for the buyer/tenant.

Before showing a residential property to an unrepresented prospective buyer, a license holder must enter into a written agreement that contains the information required by section 1101.563 of the Texas Occupations Code. The agreement may not be exclusive and must be limited to no more than 14 days.

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.

Avison Young - Texas, LLC.	606048		512 474 2411
Name of Sponsoring Broker (Licensed Individual or Business Entity)	License No.	Email	Phone
Kurt Cherry	352273-B	kurt.cherry@avisonyoung.com	972 421 3322
Name of Designated Broker of Licensed Business Entity, if applicable	License No.	Email	Phone
N/A	N/A	N/A	N/A
Name of Licensed Supervisor of Sales Agent/Associate, if applicable	License No.	Email	Phone
Michael Longi	715253	michael.longi@avisonyoung.com	702 340 7184
Name of Sales Agent/Associate	License No.	Email	Phone

Buyer/Tenant/Seller/Landlord Initials

Date

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N/A	N/A	N/A	N/A
Name of Licensed Supervisor of Sales Agent/Associate, if applicable	License No.	Email	Phone
Aidan Morgensteren	829103	aidan.morgensteren@avisonyoung.com	512 717 3099
Name of Sales Agent/Associate	License No.	Email	Phone

Buyer/Tenant/Seller/Landlord Initials

Date

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