

# PALMS SHOPPING CENTER

3941 South IH 35, San Marcos, Texas 78666

James Avery

Create A Cig  
VAPORS

CHRISTIAN GIFTS  
OUTLET

The Paris Nail

KING OF THE HILL



TC AUSTIN

REALTY ADVISORS

Your Success Is Our Focus

May 2023

# Executive Summary

3941 South IH 35 (“Palms”) offers great visibility and exposure for investors wanting to benefit from vibrant community of retailers, restaurants, and entertainment venues within the San Marcos Premium Outlet Mall.

3941 South IH 35 (“Palms”) is conveniently located in the heart of San Marcos, Texas, just off Interstate 35 within the San Marcos Premium Outlet Mall. It is a short drive from Austin and San Antonio, making it a prime location for investors looking to tap into these major markets. The Palms Shopping Center offers great visibility and exposure to retail users looking to benefit from the high foot traffic, ample parking, and the vibrant community of retailers, restaurants, and entertainment venues the San Marcos Premium Outlet Mall and adjacent Tanger Outlets offers. Combined, the two Outlet Malls feature the largest outlet shopping center in the United States with over 1.2 million square feet and is the third largest tourist attractions in Texas, which features over 240 luxury and name brand stores, and attract over 14 Million shoppers per year.

With a total of 17,672 rentable square feet the Palms was developed in 2008 and sits on 1.29 acre site situated on frontage along highway I-35 and Centerpoint Road in San Marcos, Texas. The city of San Marcos has been ranked the fastest growing city in America three years in a row by the US Census Bureau. The population along the IH-35 corridor is expected to jump 35% by 2030, Hays County is expected to jump nearly 70% and San Marcos is expected to grow 44%.

Don't miss this investment opportunity to be part of the thriving San Marcos Premium Outlet Mall and adjacent Tanger Outlets of San Marcos, Texas!



# Property Overview

3941 South IH 35  
**Address**

1  
**# of Buildings**

San Marcos, Texas  
**City, State**

1.29 Net Acres  
**Land Acreage**

66%  
**Occupancy**

17, 672  
**Total Building SF**

James Avery, King Jewelers  
**Major Tenants**

70 Non-Covered  
**Parking Spaces**



## Trade Area Demographics

	5 Mile	10 Mile	15 Mile
<b>2022 ESTIMATES</b>			
Population	49,870	126,649	287,142
Households	17,505	48,837	108,087
Household Growth (2022-202)	3.43%	2.43%	2.56%
Average Household Income	\$84,599	\$83,503	\$98,459
<b>TRAFFIC COUNTS</b>			
I-35 N Heading to Austin	154,228 VPD		
I-35 S Heading to San Antonio	136,253 VPD		
Centerpoint Road & I-35	28,567 VPD		



## Location Highlights

- Highway Visibility
- Premium Location within the Outlets
- Strong household income

## Property Highlights

- Value-Add Opportunity in a High Demand location
- Well Maintained Shopping Center
- Ample Parking

## Demographics

- Average Household Income \$98,459 (15-Mile)
- Medium Age: 34.0 (15-Mile)
- Population 287,142 (15-Mile)

# Location Map

AUSTIN

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BUDA

KYLE

SAN MARCOS

**PALMS  
SHOPPING CENTER**



James Avery  
JEWELRY

SAN MARCOS  
PREMIUM OUTLETS

TangerOutlets

NEW BRAUNFELS

SAN ANTONIO

Less than  
30 Minutes  
from Austin &  
San Antonio

# Property Map



**LA QUINTA  
INN & SUITS**

**Future Development - 420 acre, mixed-use master planned community with 1,000 single family homes, parks, new elementary school, multi-family, office and retail space.**

**SAN MARCOS  
PREMIUM OUTLETS<sup>®</sup>**  
A SIMON CENTER

**PALMS  
SHOPPING CENTER**

**Tanger Outlets**

**North Bound - 154,228 VPD**



**South Bound - 154,228 VPD**

# PALMS SHOPPING CENTER

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