



Development parcels up to ± 57.148 acres

OPPORTUNITY BLVD | SAN MARCOS, TX

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**AVISON
YOUNG**

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



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](#)



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

Water:

- 12" waterline along Opportunity Blvd

Wastewater:

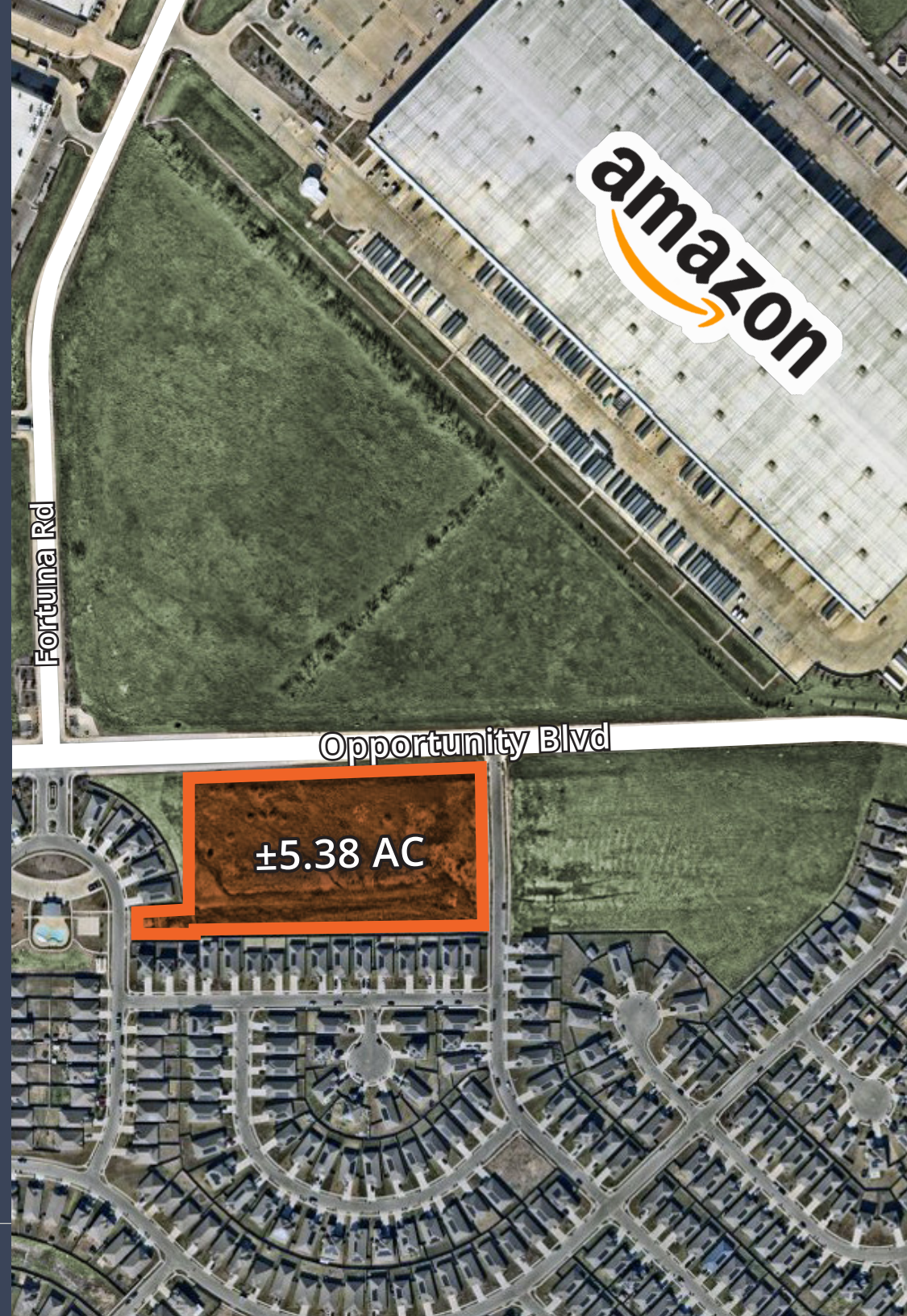
- 12" wastewater line along Opportunity Blvd

Electricity:

- Bluebonnet electric services site

Utilities

[VIEW INTERACTIVE MAP](#)



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: <ul style="list-style-type: none">- 12" waterline along Opportunity Blvd Wastewater: <ul style="list-style-type: none">- 12" wastewater line along Opportunity Blvd Electricity: <ul style="list-style-type: none">- Bluebonnet electric services site

[VIEW INTERACTIVE MAP](#)



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

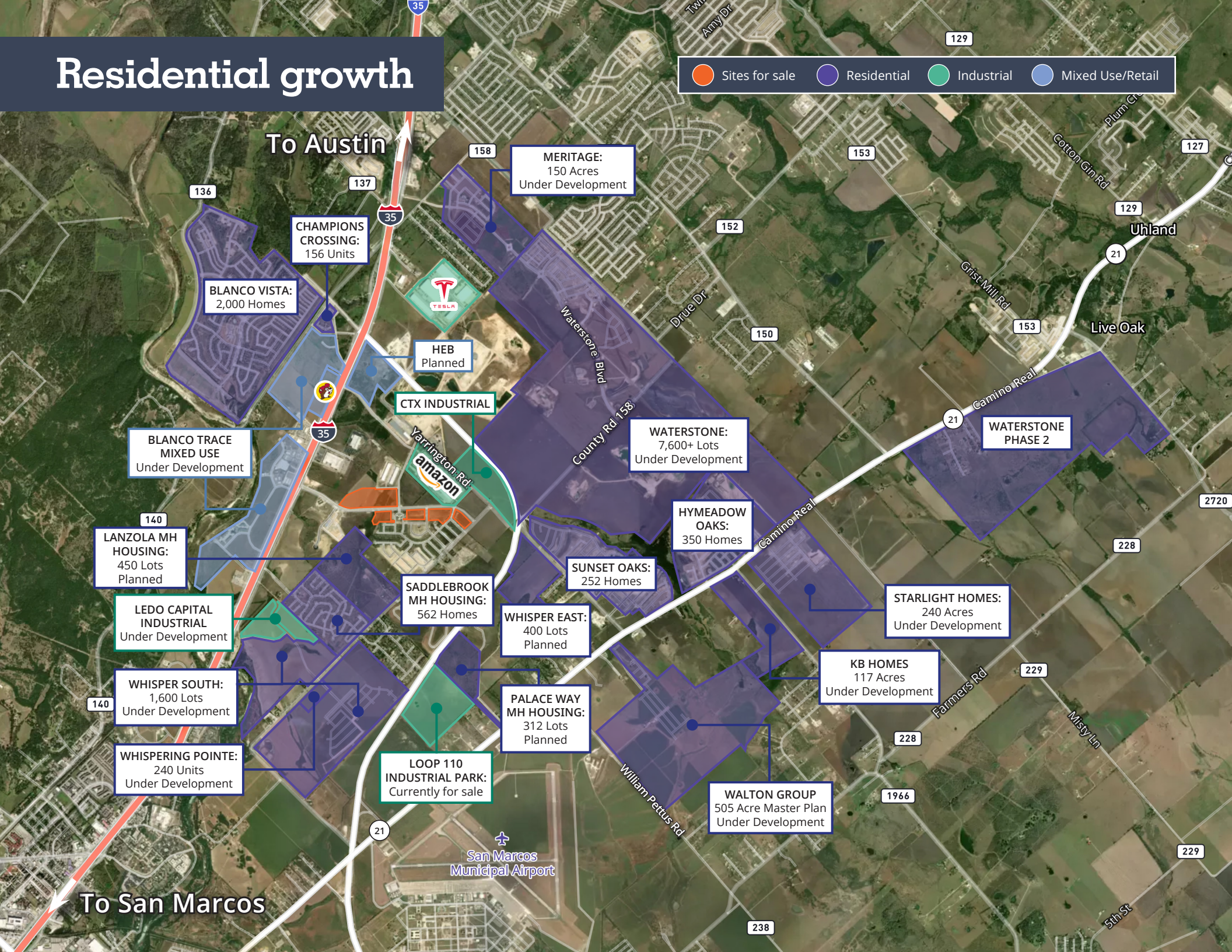
- Water:**
 - 12" waterline along Opportunity Blvd
- Wastewater:**
 - 12" wastewater line along Opportunity Blvd
- Electricity:**
 - Bluebonnet electric services site

[VIEW INTERACTIVE MAP](#)



Residential growth

Legend: Sites for sale (orange circle), Residential (purple circle), Industrial (green circle), Mixed Use/Retail (blue circle)



Demographics

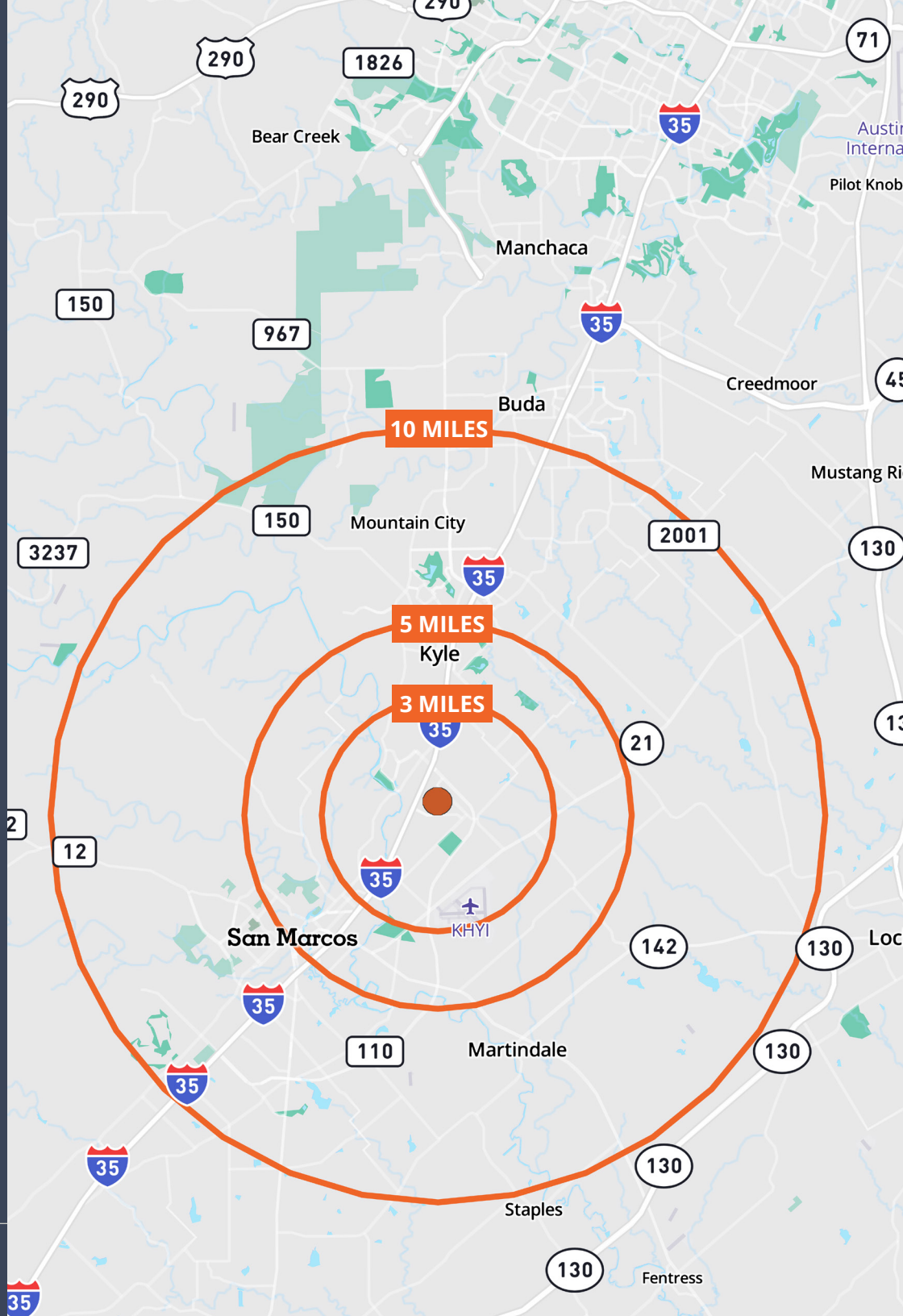
POPULATION	3 miles	5 miles	10 miles
Total population	24,320	81,204	194,911
Median age	27	28	31

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%

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

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