



Tanger
SAN MARCOS

LOYAL GUESTS. UNBEATABLE VALUE.

TANGER SAN MARCOS



The Lone Star state's premier outlet destination

San Marcos is a vibrant destination in the center of Texas, conveniently located between Austin and San Antonio. The center benefits from its location near I-35, which has experienced immense growth in the past decade.

ADDRESS

4015 Interstate 35
South, San Marcos, TX
78666

472K SF

Open-air shopping
destination

85+ BRANDS

Top fashion and
lifestyle retailers

MAJOR CITIES

Austin, TX (30 mi)
San Antonio, TX (40 mi)

MSA POPULATION

2,550,817 – Austin, TX

TOURIST HUB

14 Million to San
Marcos, TX



west elm
OUTLET

AMERICAN EAGLE®
OUTFITTERS



HOLLISTER

RH
OUTLET

Prime location

Conveniently situated near Interstate 35, a major highway running through central Texas. The center sits in one of the market’s strongest growth corridors and is easily accessible from Austin and San Antonio.



151,000+ cars
pass by per day on
surrounding roadways¹



Nearest Major Airport
Austin-Bergstrom International Airport
33 miles northeast of the center

¹ Includes surrounding roadways that may not be visible on aerial; Source: Inrix 2023 AADT



AREA RANKINGS

#1 Best College Town in Texas
(Texas State University)
Texas Football Life

#9 Best Places to Live (Austin)
U.S. News & World Report

#10 Top Housing Hot Spots (San Antonio-New Braunfels)
National Association of Realtors



I-35 CORRIDOR GROWTH

One of the fastest growing areas in the country

The I-35 Corridor benefits from a **rapidly growing population** as well as increased business activity in the **manufacturing and logistics sectors**

Austin, San Antonio, and San Marcos projected to merge into one larger market over time



HUB FOR COLLEGES & UNIVERSITIES

67 Colleges and Universities within 50 miles with **232K** students total

Major universities include Texas State University, The University of Texas at Austin, The University of Texas at San Antonio, San Antonio College, and St Philip's College



A GROWING COMMUNITY

(proposed, planned or under construction within 10 miles)

+2.2K Multi-Family Units

+7 Hotels

+709 Hotel Rooms

Source: CoStar

Demographics

TRADE AREA

2.8M
2024 Population

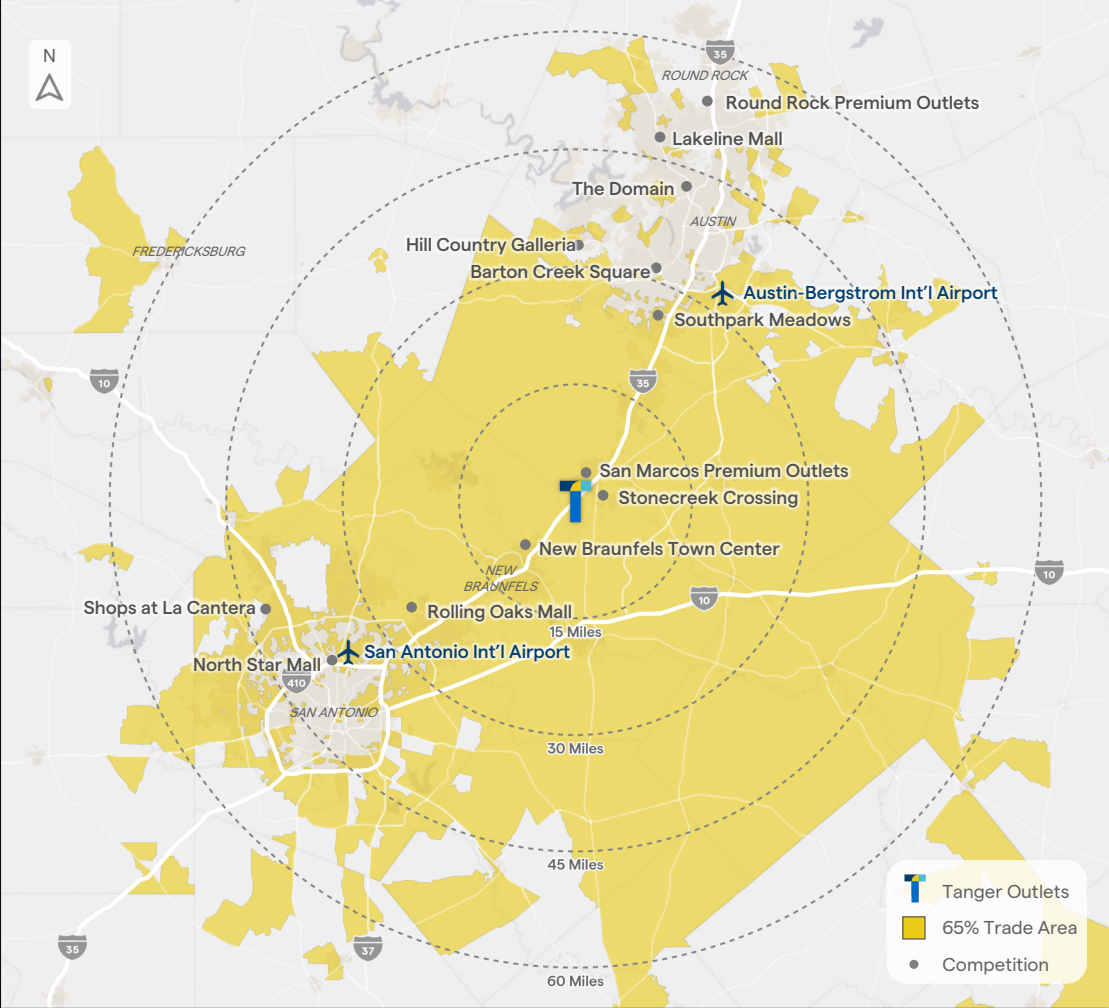
12.0%
2024-2029 Population Growth Rate
U.S. 1.9%

35.1
Median Age
U.S. 39.3

\$120K
Average Household Income
U.S. \$113K

	Trade Area	15 Miles	30 Miles	45 Miles	Austin, TX MSA
2024 Population	2,821,140	312,671	1,202,766	3,498,058	2,550,817
2024-2029 Pop. Growth Rate	12.0%	23.6%	12.5%	6.9%	10.8%
Households	1,003,805	118,313	447,099	1,369,013	992,698
Avg. HH Income	\$119,599	\$108,025	\$124,497	\$120,866	\$139,662
Median Age	35.1	34.2	36.9	36.2	35.5

Sources: 2024 Alexander Babbage Trade Areas, 2024 ESRI Demographics



Market Retail	DISTANCE (Miles)	DRIVE TIME (Minutes)
San Marcos Premium Outlets	1	6
StoneCreek Crossing	2	7
New Braunfels Town Center	9	11
Southpark Meadows I & II	26	28
Rolling Oaks Mall	27	33
Barton Creek Square Mall	32	38
Hill Country Galleria	34	49
North Star Mall	37	41
Shops at La Cantera	41	46
The Domain	43	47
Lakeline Mall	46	53
Round Rock Premium Outlets	54	61

CONTACT US



4015 Interstate 35 South, San Marcos, TX 78666
leasing.tanger.com

Tanger[®]