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San Antonio's Westside Boom Sparks Major Business Expansion

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The western edge of San Antonio is undergoing a dramatic transformation, as hundreds of acres in the Far Westside of Bexar County are being developed into commercial hubs. A surge in residential growth has triggered a wave of new retail and industrial projects, with major players like CBRE Group, Inc. (Coldwell Banker Richard Ellis) and national retail chains investing heavily in the area.

A key focal point of the development is a 280-acre stretch of land along Loop 1604 near Marbach Road. While the eastern section of Marbach near Loop 410 is already well-developed with retail and fast-food establishments, the western portion has remained mostly undeveloped until now. CBRE is spearheading efforts to convert this land into thriving business centers, capitalizing on a region the company refers to as “Big Country,” where residential growth has surged over the past decade.

CBRE notes the area has “the largest concentration of platted residential lots in the city,” presenting what it views as long-term potential for retail development. Initial phases of the project are already underway. Several businesses, such as Whataburger, McDonald’s, AutoZone, and a gas station, are open and operating at the corner of Marbach and Loop 1604. Nearby, construction crews are actively working to complete new Panda Express and HTeaO locations, signaling strong momentum for continued growth.

Much of the land is owned by San Antonio Land Trust I, a holding company known for acquiring and retaining property throughout the city. The group controls four major parcels along Loop 1604, including two vacant tracts totaling 171 acres adjacent to the Hillcrest subdivision, not to be confused with the older Hillcrest Neighborhood near Loop 410 and Fredericksburg Road. This Hillcrest community features homes built within the past two decades. To its north lies the Champions Park subdivision, a newer residential area with homes developed primarily in the last 10 years. Both neighborhoods reflect the region’s rapid residential expansion, which is now fueling a corresponding wave of commercial development.

CBRE’s population projections support this investment strategy. In 2023, the area within a one-mile radius of their development zones had approximately 18,618 residents, with 222,000 people living within five miles. By 2028, those numbers are expected to increase to nearly 23,000 and 243,000, respectively. This anticipated growth is attracting significant interest from major retailers.

Home Depot established an early presence in the area with its store near the western end of Marbach and Loop 1604, opening over a year ago. Additionally, Texas-based grocer H-E-B purchased land from San Antonio Land Trust I near the intersection of Highway 90 and Loop 1604 roughly ten years ago, strategically positioned at the southern edge of the broader development zone.

As San Antonio continues to grow westward, the commercial development along Loop 1604 is shaping up to be a cornerstone of the city's economic expansion. With new businesses opening, residential communities flourishing, and infrastructure improving, the Far Westside is becoming one of the most dynamic areas for growth in the region.