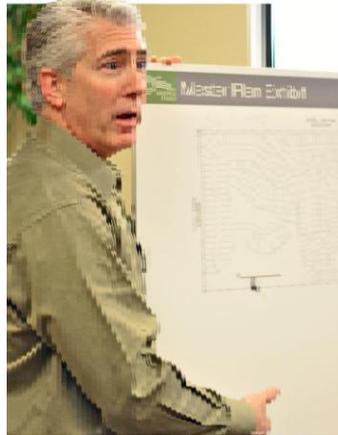


Singing Hills highlights power of an anchor retailer

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Todd Gold of REOC San Antonio believes that pent-up demand for retail services will drive leasing for the Singing Hills project in Bulverde.

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Construction only kicked off several weeks ago, but much of the land associated with the Singing Hills project in the city of Bulverde is already under contract, says [Todd Gold](#), president and managing partner of local real estate firm REOC San Antonio and REOC Development LLC. The latter is the developer of Singing Hills, which will span a total of 250 acres at the northwest corner of U.S. Highway 281 and State Highway 46.

REOC is working with two homebuilders that will each buy 175 lots, in phases, and build the 350 homes that will make up the single-family portion of Singing Hills.

The multifamily tract is under contract to a developer that looks to build a total of 160 units — to be broken up over two phases of 80 units each.

As for the roughly 200,000 square feet of retail development in Singing Hills, REOC Development has snagged a tenant that has sparked much of the new retail development in greater San Antonio over the past year: [Walmart](#). The Bentonville, Ark.-based chain plans to build a new Supercenter totalling 180,000 square feet. The store is slated to debut in late September 2015, Gold says.

Meanwhile, REOC is working with the usual suspects that follow Walmart's trail, Gold says.

“We have enough prospects for every inch of the project,” he adds. “But as is the nature of our business, we never bat one thousand.

“Space and pad sites are available,” Gold continues. “But activity is very brisk — as we had hoped.”

Singing Hills is indicative of what it means to have an anchored retail center.

“All I have to do is mention Walmart and a lot of the retailers that line up with Walmart or want to be in their shadow will be interested in Singing Hills,” says Gold, who plans to market the project at the global conference presented annually by the [International Council of Shopping Centers](#). The event will be held in Las Vegas from May 18-20.

“I hope to come back from ICSC with Singing Hills dramatically, if not fully preleased,” Gold says.

Demand, of course, plays a huge part as well.

Bulverde is sorely underserved when it comes to retail and restaurant options — making it a prime site for users looking to meet those needs.

Demand will be key to the success of the other portions of Singing Hills as well.

“We’ve seen a lot of (housing) growth in Bulverde and the surrounding areas,” says [Kim Gatley](#), senior vice president and director of research for REOC.

“Singing Hills is catching up with some of that growth,” she adds.

Tricia Lynn Silva is assistant managing editor of the newspaper. She assists in the management of the newsroom and plans and coordinates special publications.