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Lynd Living building \$70 million Potranco Commons project



Image: Lynd Living

A rendering of the Potranco Commons apartment complex.

LYND LIVING



By [James McCandless](#) — Reporter, San Antonio Business Journal
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Ground has broken on Potranco Commons, a 360-unit apartment complex just south of the intersection of Potranco Road and Loop 1604. The \$70 million project from local multifamily developer Lynd Living is scheduled to begin offering units in May.

It's one of the latest multifamily projects seeking to take advantage of the rapid growth on the Far West Side of San Antonio, spurred by employers in health care, cybersecurity, hospitality and other industries. The project — planned for 202 W. Loop 1604 — is a sister property to the company's Culebra Commons apartments farther north.

President and CEO [David Lynd](#) told the Business Journal the Lynd Living brand is about engaging tenants and adapting to the way they want to live. For example, surveying tenants on their favorite music and alcohol allows the developer to use that data to host parties on the grounds tailored to those results.

And, that effort doesn't just extend to parties. The complex will also have outdoor activities like volleyball and cornhole.

"It's really about meeting the needs of the residents and also supplying enough free services where the residents that live there can get an understanding of how to take care of their body with a nutrition and fitness regime," he said.

Lynd doesn't expect any delays to this project in particular but said this is one of the toughest development environments he's ever experienced. He cited elevated interest rates, materials prices, supply chain constraints and pressure on wages.

"Typically, in a development cycle, you're contending with one or two of these things," he said. "And right now, everyone's contending with all of it, all at once, all the time. So, that can make for a very cloudy crystal ball. When your crystal ball is cloudy, bringing projects in on time and on budget is much more challenging."

Multifamily developers have been rushing into the submarkets on the western edges of the city, with Lynd giving an oft-cited reason for scoping out projects in the area.

"We're building based on the demand for people that live in that area of San Antonio."