

New JCPenney opening today

[L.A. Lorek](#)- Express-News

A new JCPenney store will open today at Alamo Ranch Marketplace, one of several anchors in the new shopping center and part of the department store chain's recent San Antonio growth spurt.

WEB LINK:www.jcpenney.com

It's the retailer's fourth new store in San Antonio since 2004 and sixth overall. Also on Friday, J.C. Penney unveiled a multimillion-dollar remodeling of its Ingram Park Mall store.

"Even in this tough economy, Texas and our stores continue to do well," said Roland Tullos, JCPenney district manager.

J.C. Penney's expansion in San Antonio stems from the growth overall in the community and its strong military customer base, Tullos said.

The one-level, 104,000-square-foot store at Alamo Ranch Marketplace will hold its grand opening next Friday, but customers can begin shopping from 10 a.m. to 6 p.m. today.

The store features a Sephora-brand beauty boutique, a photo studio, a full salon and a large jewelry center. It also showcases its American Living collection with clothing for men, women and children. Near the back of the store, customers will find the Linden Street furniture section, a new J.C. Penney brand.

J.C. Penney's South Texas expansion will continue with a store in New Braunfels, Tullos said. The Plano-based company has 1,074 department stores nationwide and in Puerto Rico and runs a large apparel and home furnishing site online at jcp.com. The company had revenue of \$19.9 billion in 2007.

Alamo Ranch Marketplace, located at the convergence of Loop 1604, Texas 151 and Culebra Road, officially opens Wednesday. The 114-acre retail center features 950,000 square feet of retail space, including retailers such as Target, Best Buy, Dick's Sporting Goods, PetSmart, OfficeMax, Ross and Books-A-Million.

"This project has captured the attention of nationally recognized retailers and restaurants and, with its opening, the residents of San Antonio and the surrounding communities can now experience a first-class, convenient, one-stop shopping and dining atmosphere unlike any other in the region," Dan Watson, director of retail investments for Archon Group, the mall's developer, said in a news release.

Alamo Ranch is in a tremendous growth area, Tullos said.

The area has a large and vibrant business community featuring Citigroup Inc., the Texas Research Park, Westover Hills business development and three developing medical centers: Methodist Healthcare, Baptist Health System and Christus Santa Rosa Health Care. It also is surrounded by thousands of homes and is in the Northside Independent School District.