

Unique San Marcos Riverfront Property

1801 Uhland Rd, San Marcos, TX 78666

FOR SALE



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REAL ESTATE SERVICES

Executive Summary

The property's defining characteristic is its uniqueness. Unlike commodity commercial or residential assets, this property is likely to appeal most strongly to a buyer with a specific vision for adaptive reuse or experiential-oriented development. The existing improvements, combined with the site's natural setting and utility infrastructure, create potential for a wide range of uses subject to buyer due diligence and municipal approvals.

The existing structure is older but has undergone recent updates. Historically, the property functioned in a group-house/fraternity-style capacity, and the current layout may lend itself to concepts such as lodging, boutique hospitality, retreats, event-oriented use, group living, wellness-oriented programming, or other adaptive-reuse opportunities. Prospective purchasers should independently verify any intended use with the appropriate governmental authorities, including zoning, floodplain regulations, parking requirements, building code compliance, fire/life-safety standards, and permitting considerations.

Utility availability represents another major advantage of the property. For many river-oriented hospitality or experiential uses - including bed & breakfast concepts, event facilities, retreat accommodations, restaurant use, glamping, RV-oriented concepts, or group housing - existing utility infrastructure can significantly reduce development barriers, timelines, and upfront capital requirements.

Highlights

- 274 FT of river frontage on the Blanco River
- Large parking area
- Sand volleyball court
- Versatile uses for the next owner
- Under 10 minutes to Texas State campus and newly renovated Bobcat Stadium

Listing Details

Sale Price: \$975,000

Property Type: Recreational / Lodging
Various Uses

Land Area: 2.66 AC

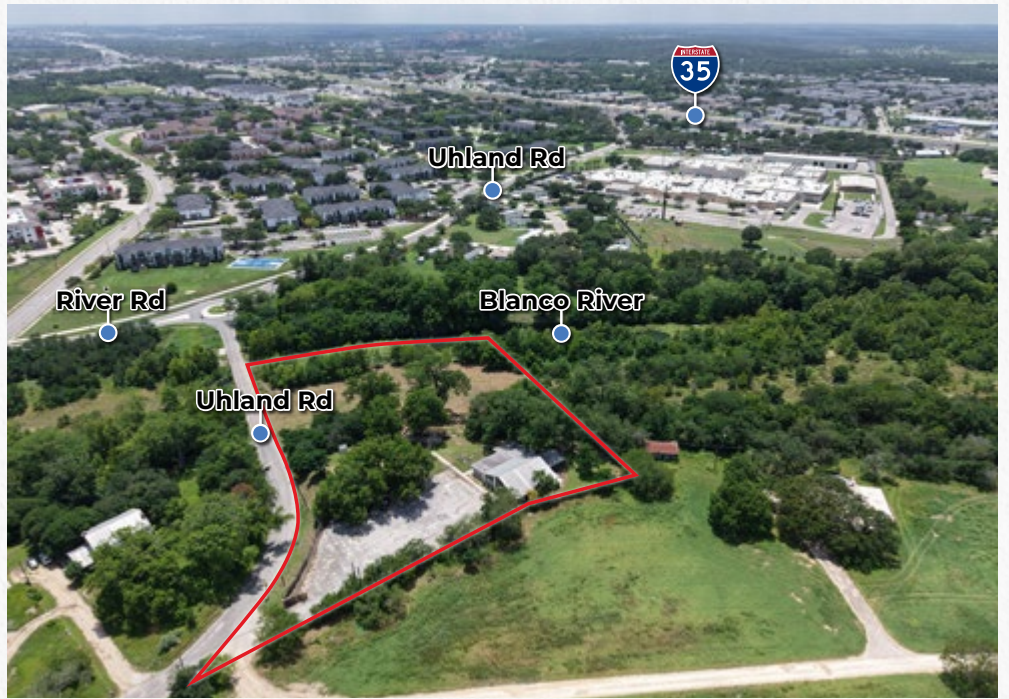
Available SF: 4,058 Per Hays Cad

Available: Now

Zoning: ETJ

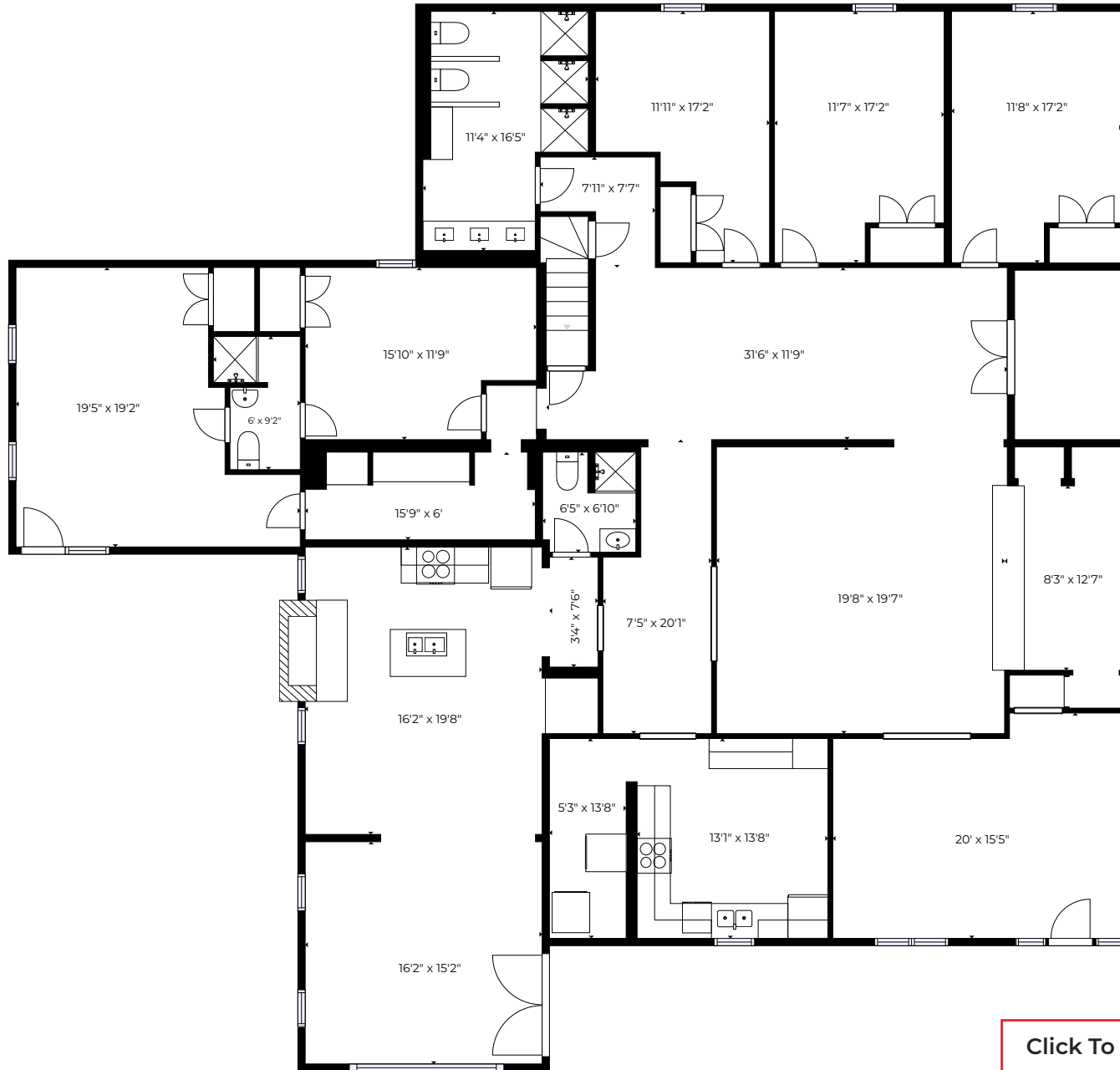
Year Built: 1985

Utilities: Maxwell water
Pedernales electric
Septic sewage





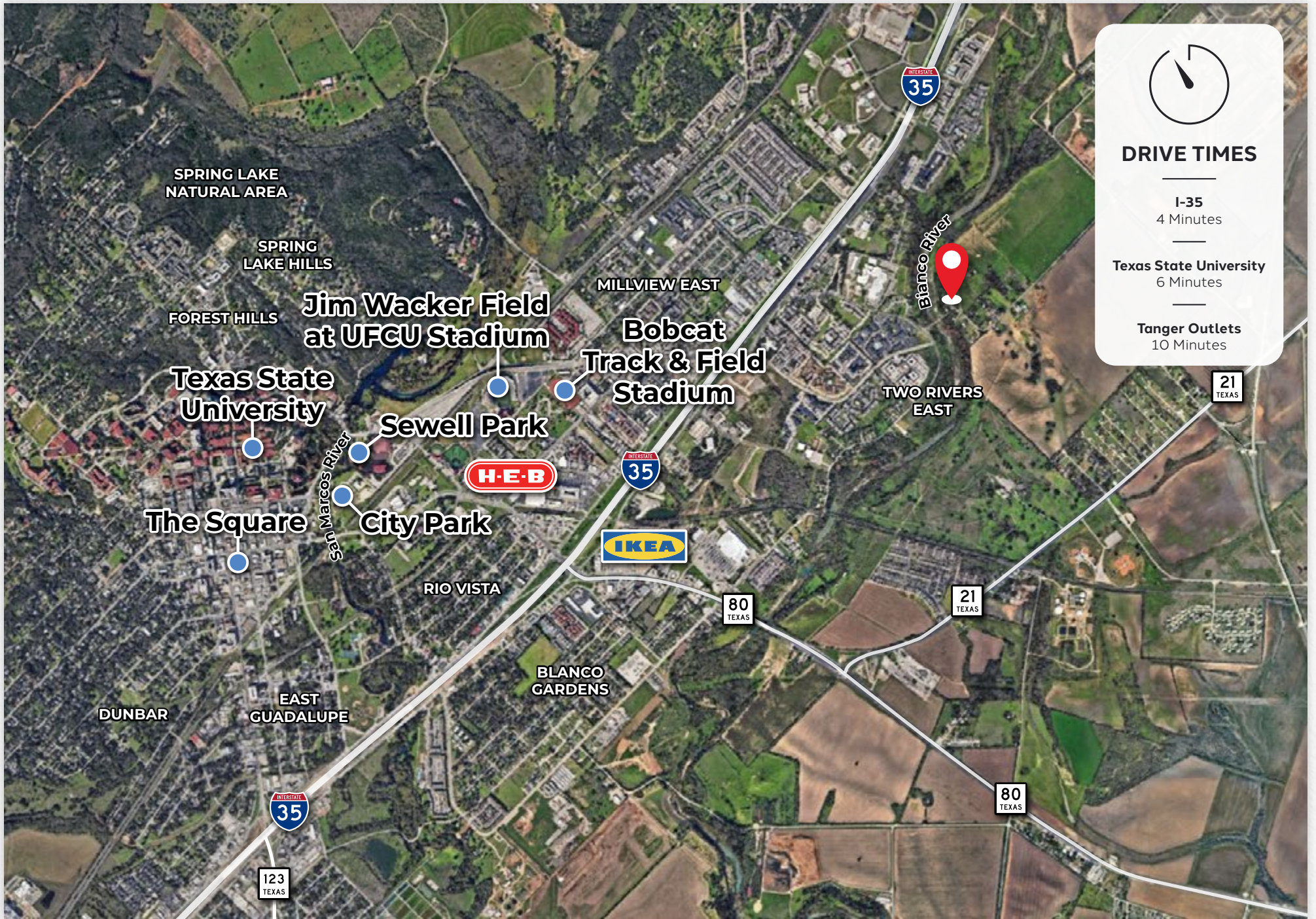




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DRIVE TIMES

I-35
4 Minutes

Texas State University
6 Minutes

Tanger Outlets
10 Minutes

White rounded rectangle containing drive time information and a red location pin icon pointing to the Blanco River area on the map.

Location Demographics



Population

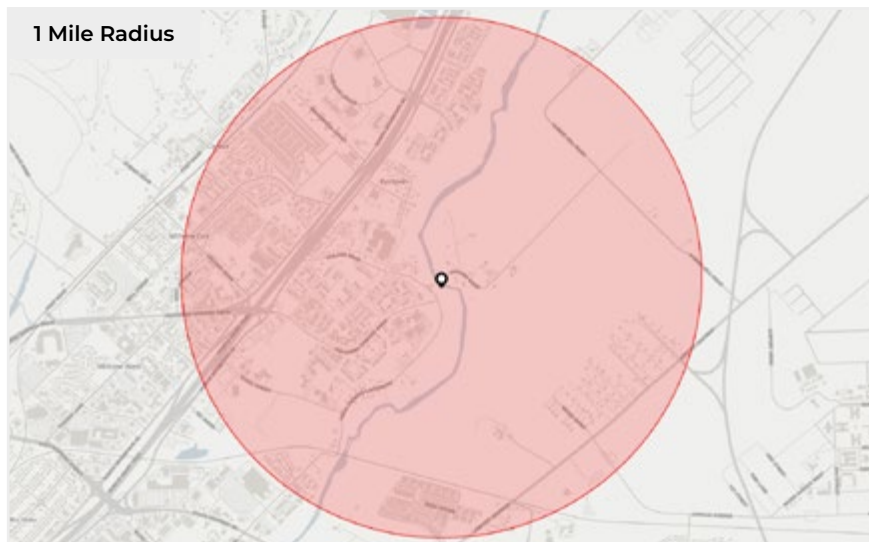
	1 Mile	3 Miles	5 Miles
Population	10,710	39,752	84,339



Avg Household Income

	1 Mile	3 Miles	5 Miles
Avg Household Income	\$54,201	\$57,099	\$74,194

Radius	1 Mile	3 Miles	5 Miles
Households	5,300	16,081	32,733
Households by Marital Status			
Married	557	2,589	8,632
Married No Children	330	1,570	5,330
Married w/Children	227	1,018	3,302
Education			
Some High School	7.33%	9.49%	11.00%
High School Grad	27.31%	23.32%	23.38%
Some College	30.68%	26.56%	24.87%
Associate Degree	22.60%	17.08%	12.84%
Bachelor Degree	8.55%	14.85%	16.81%
Advanced Degree	3.54%	8.69%	11.10%
Annual Consumer Spending (\$000)			
Apparel	\$6,129	\$20,125	\$46,388
Entertainment	\$13,836	\$47,406	\$118,163
Food & Alcohol	\$30,531	\$99,663	\$232,953
Household	\$13,082	\$44,859	\$120,704
Transportation	\$36,096	\$109,241	\$250,483
Health Care	\$3,209	\$12,065	\$32,988
Education/Day Care	\$4,586	\$16,349	\$44,583



1 Mile Radius

Information obtained from third-party resource, subject to change.

Central Texas Market Drivers

San Marcos | Hays County | Austin–San Antonio Corridor

1801 Uhland Road sits in San Marcos at the intersection of several demand streams: one of Central Texas' strongest growth counties, a record-setting public university, regional destination retail, river recreation and I-35 access between Austin and San Antonio. The market story is not simply Austin overflow - it is a location-specific San Marcos and Hays County thesis, strengthened by the broader Central Texas growth corridor.

304,390

HAYS COUNTY
POPULATION
2025 CENSUS ESTIMATE

26.3%

HAYS COUNTY
GROWTH
2020 BASE TO JULY 2025

77,830

SAN MARCOS
POPULATION
2025 CENSUS ESTIMATE

44,596

TEXAS STATE
ENROLLMENT
FALL 2025 RECORD ENROLLMENT

14M

ANNUAL OUTLET
VISITORS
SAN MARCOS OUTLET DISTRICT

200+

OUTLET DISTRICT
STORES
PREMIUM + TANGER; I-35 DESTINATION

4,595

HAYS COUNTY
BUILDING PERMITS
2025 CENSUS ESTIMATE

4 / 6 / 10

MINUTES TO
I-35 / TXST / OUTLETS
PER PROPERTY DRIVE-TIME MAP

Location Thesis

- San Marcos occupies a strategic position on the I-35 corridor between Austin and San Antonio, pairing regional access with a university-driven activity base.
- Hays County's population growth and permit activity expand the resident base, service economy and visitor-oriented demand in the immediate trade area.
- Texas State University creates recurring demand from students, parents, alumni, faculty, staff, athletics and campus events.
- The outlet district and river recreation give San Marcos a dual resident/visitor profile that supports experiential and hospitality-oriented uses.

Property Fit

- 1801 Uhland Road offers a distinctive Blanco River setting with existing improvements, parking and utility infrastructure.
- The property is positioned near core local demand anchors, including I-35, Texas State University, downtown San Marcos, the outlets and regional recreation.
- The site may appeal to buyers pursuing boutique lodging, retreat/event concepts, wellness programming, group accommodations or other adaptive reuse.
- Potential uses are subject to buyer due diligence and governmental approvals, including floodplain, river-related, parking, utilities, building code and fire/life-safety review.

Market Overview

SAN MARCOS

San Marcos | Hays County | Austin–San Antonio Corridor

1801 Uhland Road is positioned in San Marcos, Hays County, within the Austin–Round Rock–San Marcos MSA and along the I-35 corridor between Austin and San Antonio. Rather than a conventional urban infill or commodity commercial asset, the property benefits from a distinctive combination of regional access, university demand, river-oriented recreation, and existing site improvements.

San Marcos has a differentiated market identity within Central Texas. The City describes San Marcos as positioned along the I-35 corridor between Austin and San Antonio, offering access, affordability, and a business environment supported by Texas State University students, innovators, and entrepreneurs. Hays County continues to be one of the region's strongest growth stories, with an estimated 304,390 residents in 2025 and 26.3% population growth from the 2020 base.

Texas State University is a major demand driver for San Marcos. The university reported 44,596 students in Fall 2025, including more than 39,000 undergraduates and more than 5,000 graduate students. The property's location map highlights convenient access to Texas State, The Square, Sewell Park, City Park, I-35, and Tanger Outlets, with listed drive times of approximately 4 minutes to I-35, 6 minutes to Texas State University, and 10 minutes to Tanger Outlets.

San Marcos is also a regional visitor and destination market. The San Marcos Premium Outlets and Tanger Outlets are adjacent to one another on I-35, include more than 200 retail stores, and attract approximately 14 million visitors/consumers annually according to the Hays Caldwell Economic Development Partnership. Combined with the area's river recreation, university activity, and regional access, these demand drivers may support a range of adaptive-reuse concepts, including boutique lodging, retreat/event-oriented use, wellness programming, group accommodations, or other experiential uses, subject to buyer due diligence and applicable governmental approvals.

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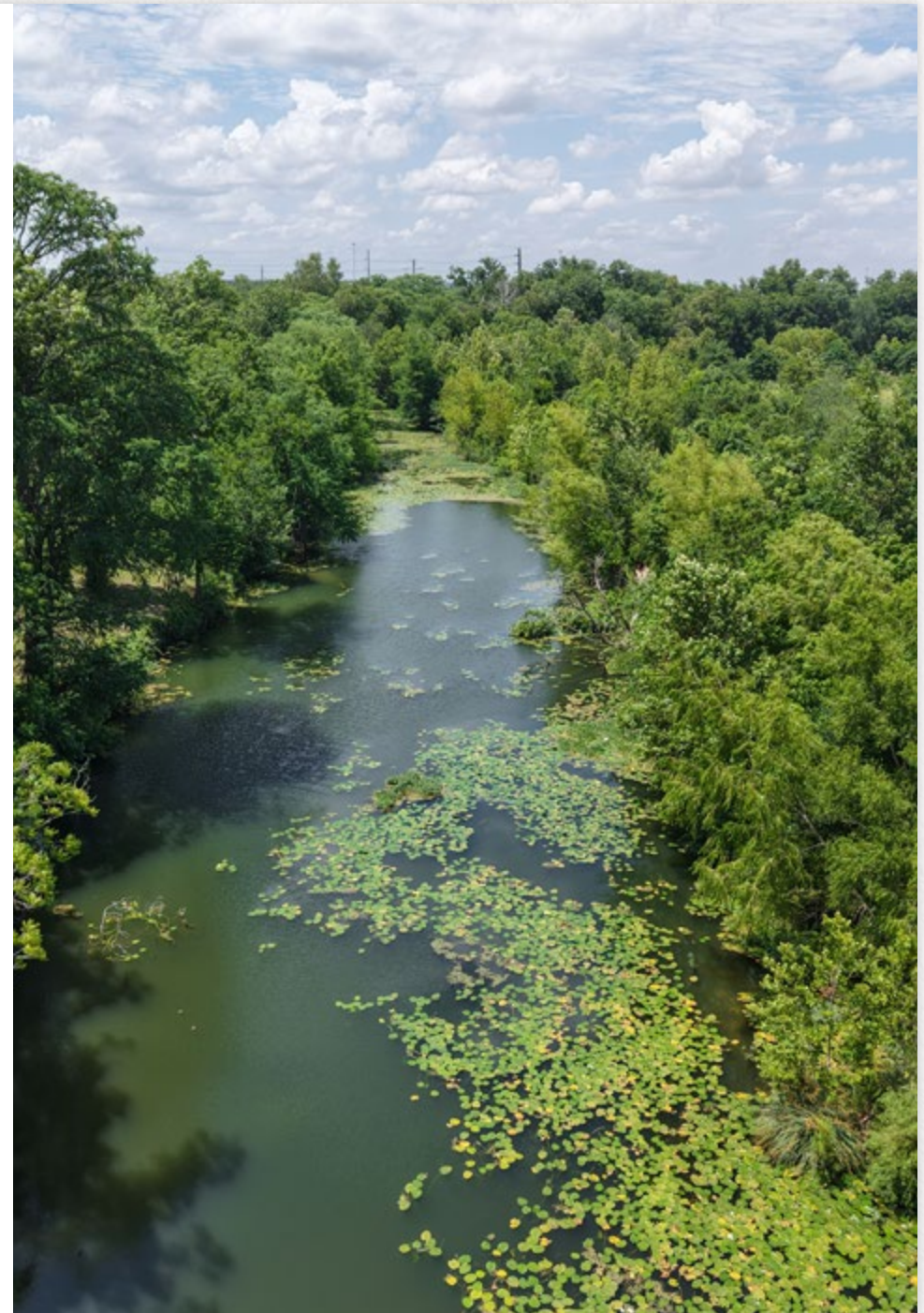
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- **A BROKER** is responsible for all brokerage activities, including acts performed by sales agents sponsored by the broker.
- **A SALES AGENT** must be sponsored by a broker and works with clients on behalf of the broker.

A BROKER'S MINIMUM DUTIES REQUIRED BY LAW (A client is the person or party that the broker represents):

- Put the interests of the client above all others, including the broker's own interests;
- Inform the client of any material information about the property or transaction received by the broker;
- Answer the client's questions and present any offer to or counter-offer from the client; and
- Treat all parties to a real estate transaction honestly and fairly.

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AS AGENT FOR BUYER/TENANT: The broker becomes the buyer/tenant's agent by agreeing to represent the buyer, usually through a written representation agreement. A buyer's agent must perform the broker's minimum duties above and must inform the buyer of any material information about the property or transaction known by the agent, including information disclosed to the agent by the seller or seller's agent. **A buyer/tenant's agent fees are not set by law and are fully negotiable.**

AS AGENT FOR BOTH – INTERMEDIARY: To act as an intermediary between the parties the broker must first obtain the written agreement of each party to the transaction. The written agreement must state who will pay the broker and, in conspicuous bold or underlined print, set forth the broker's obligations as an intermediary. A broker who acts as an intermediary:

- Must treat all parties to the transaction impartially and fairly;
- May, with the parties' consent, appoint a different license holder associated with the broker to each party (owner and buyer) to communicate with, provide opinions and advice to, and carry out the instructions of each party to the transaction.
- Must not, unless specifically authorized in writing to do so by the party, disclose:
 - that the owner will accept a price less than the written asking price;
 - that the buyer/tenant will pay a price greater than the price submitted in a written offer; and
 - any confidential information or any other information that a party specifically instructs the broker in writing not to disclose, unless required to do so by law.

AS SUBAGENT: A license holder acts as a subagent when aiding a buyer in a transaction without an agreement to represent the buyer. A subagent can assist the buyer but does not represent the buyer and must place the interests of the owner first.

TO AVOID DISPUTES, ALL AGREEMENTS BETWEEN YOU AND A BROKER SHOULD BE IN WRITING AND CLEARLY ESTABLISH:

- The broker's duties and responsibilities to you, and your obligations under the representation agreement.
- Who will pay the broker for services provided to you, when payment will be made and how the payment will be calculated.

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