

Unique San Marcos Riverfront Property

1801 Uhland Rd, San Marcos, TX 78666

FOR SALE



Jason Botello
Broker Associate

281.682.2684
JBotello@asterra.com

Andrew Karr
Managing Partner

512.961.1883
AKarr@asterra.com

 **ASTERRA**

**THE KUCERA COMPANIES**
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

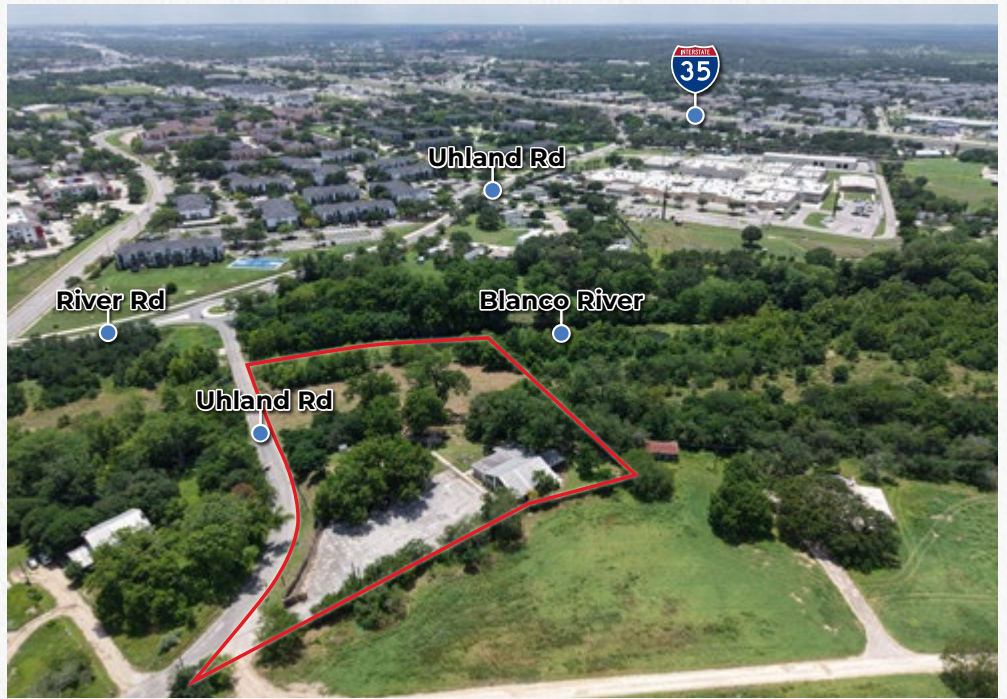
Land Area: 2.66 AC

Available SF: 4,058 Per Hays Cad

Available: Now

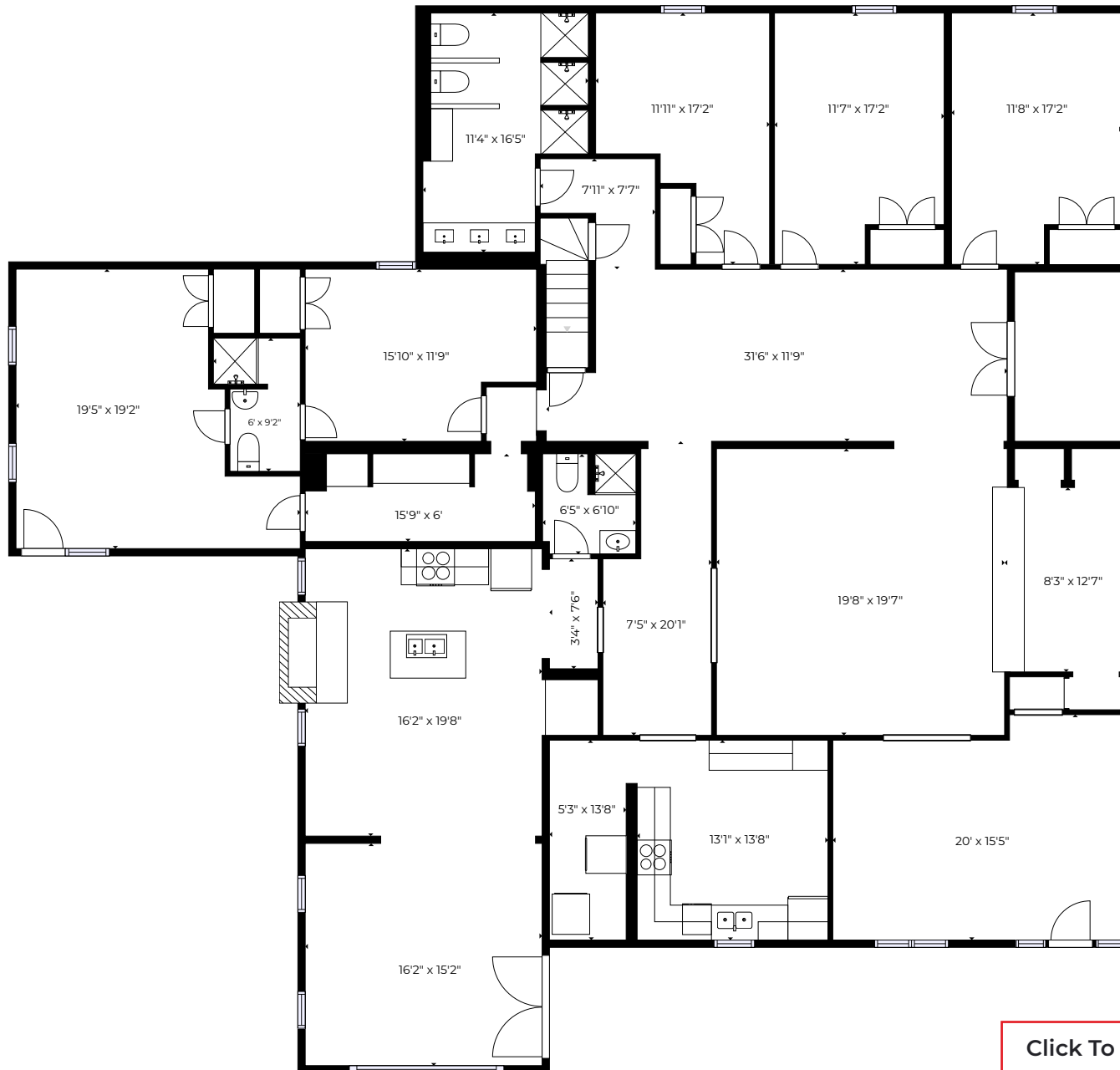
Zoning: ETJ

Year Built: 2026





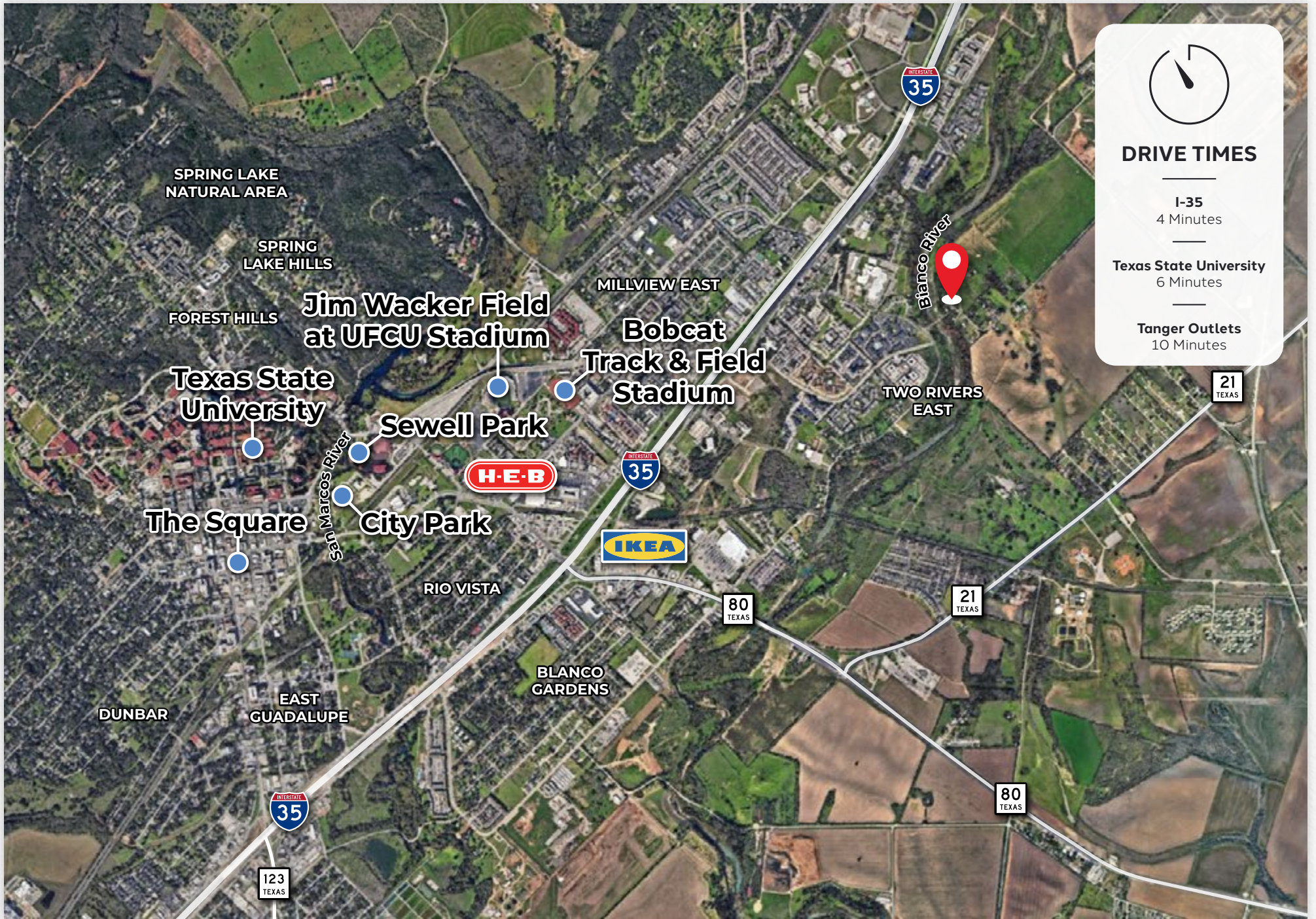




[Click To View Virtual Tour](#)



[Click To View Virtual Tour](#)

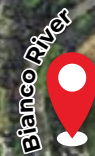


DRIVE TIMES

I-35
4 Minutes

Texas State University
6 Minutes

Tanger Outlets
10 Minutes



Location Demographics



Population

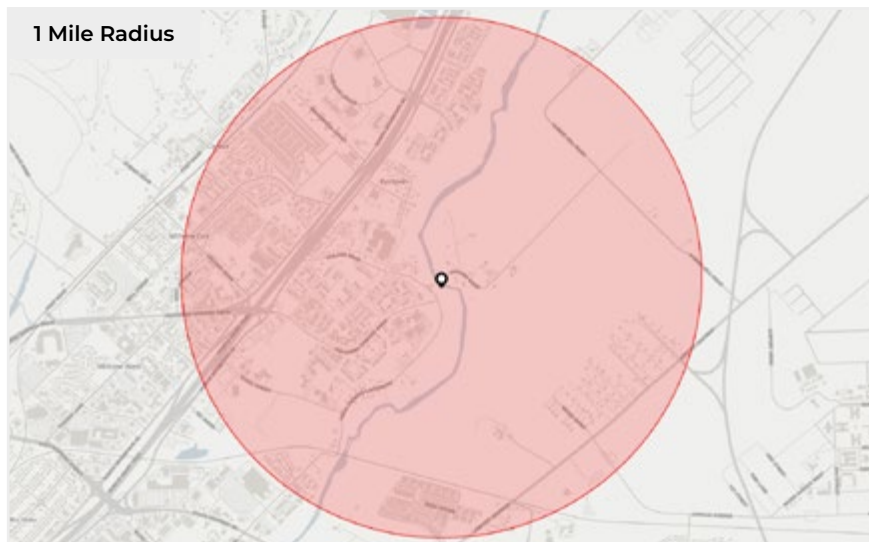
	1 Mile	3 Miles	5 Miles
Population	10,710	39,752	84,339



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.

Contact



Jason Botello
Broker Associate

281.682.2684
JBotello@asterra.com



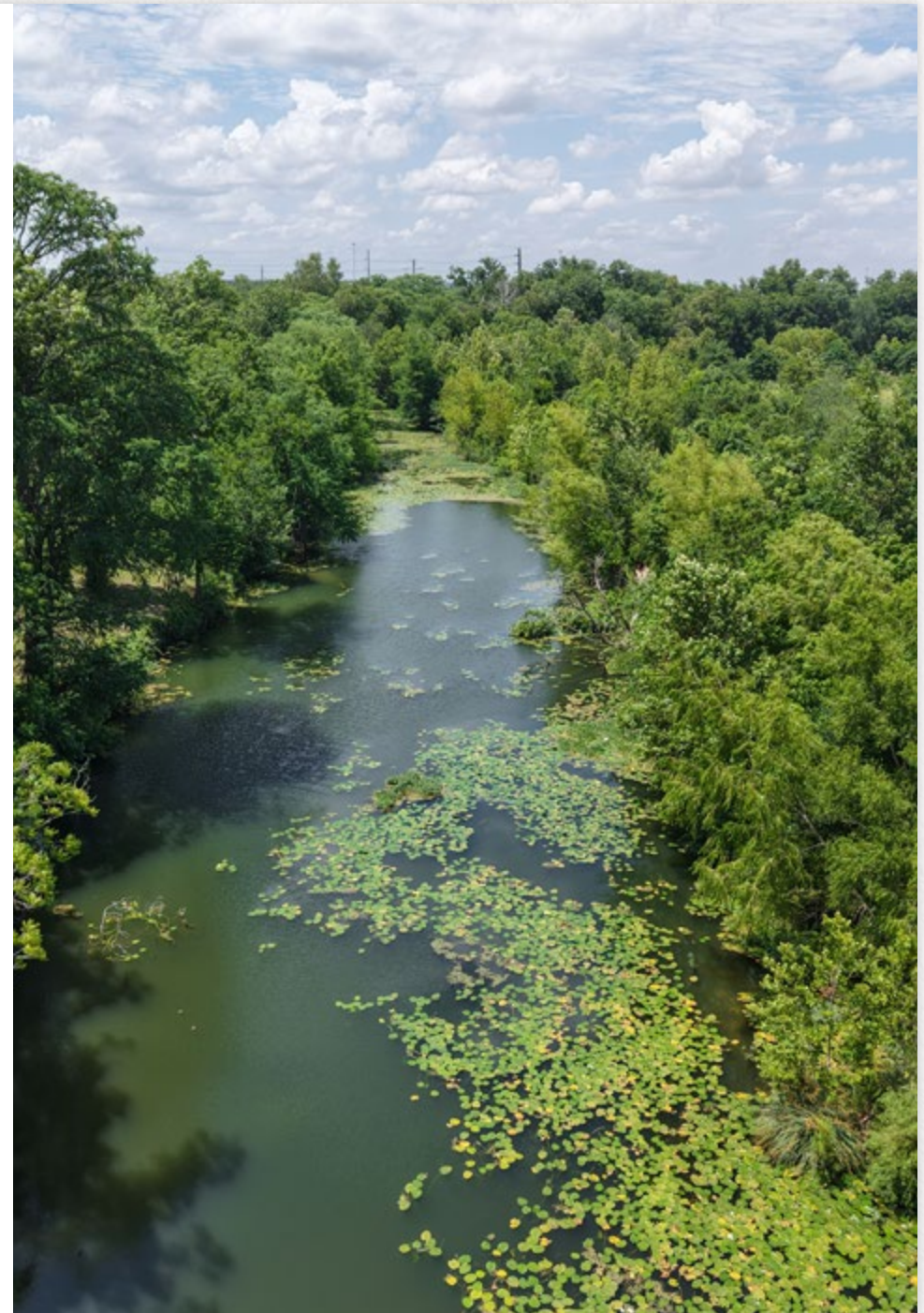
Andrew Karr
Managing Partner

512.961.1883
AKarr@asterra.com

Asterra Properties is a full service real estate brokerage firm providing professional real estate services throughout Central Texas. Our team of highly knowledgeable and experienced brokers, attorneys, property managers, building engineers, accountants, and construction managers provide an array of valuable services to the commercial and residential real estate sectors.

Every day, our professionals provide sound and savvy advice; craft solutions to unique and complex problems; and deliver goal oriented results, all while serving the best interests of our clients in a honest and professional manner.

We are passionate about what we do.



IMPORTANT DISCLOSURES, DISCLAIMERS AND NOTICES:

THE INFORMATION CONTAINED IN THESE MARKETING MATERIALS (THE “MATERIALS”) HAS BEEN OBTAINED FROM SOURCES DEEMED RELIABLE. HOWEVER, NEITHER ASTERRA NOR ITS PRINCIPALS, BROKERS, AGENTS, OR EMPLOYEES (COLLECTIVELY “ASTERRA”) HAS VERIFIED, NOR WILL IT VERIFY, ANY OF THE INFORMATION CONTAINED HEREIN. ASTERRA MAKES NO GUARANTEE, WARRANTY, OR REPRESENTATION WHATSOEVER, EITHER EXPRESS OR IMPLIED, WITH RESPECT TO THE ACCURACY OR COMPLETENESS OF THE MATERIALS OR AS TO THE CONDITION OF THE SUBJECT PROPERTY. ASTERRA SPECIFICALLY DISCLAIMS ANY RESPONSIBILITY FOR THE ACCURACY OF THE MATERIALS. BY ACCEPTING, READING, REVIEWING, OR SHARING THE INFORMATION CONTAINED THE MATERIALS, THE USER ACKNOWLEDGES AND ACCEPTS ASTERRA’S DISCLAIMERS AND WAIVES ANY CLAIMS AGAINST ASTERRA FOR DAMAGE OR LOSS CAUSED BY THE USE OF THE MATERIALS. ANY INTERPRETATIONS, ASSUMPTIONS, OR RELIANCE ON THE CONTENT OF THE MATERIALS IS DONE SOLELY AT YOUR OWN RISK.

ANY INTERESTED PARTY SHOULD TAKE APPROPRIATE STEPS TO INDEPENDENTLY VERIFY ALL OF THE INFORMATION IN THE MATERIALS. ASTERRA STRONGLY ADVISES ALL INTERESTED PARTIES TO CONDUCT A THOROUGH INVESTIGATION OF THE PROPERTY AND TO SEEK ALL QUALIFIED EXPERT OPINIONS THEY DEEM NECESSARY. ASTERRA DOES NOT AND WILL NOT CONDUCT DUE DILIGENCE ON BEHALF OF ANY PROSPECTIVE BUYER OR TENANT. THE MATERIALS ARE NOT A SUBSTITUTE FOR A THOROUGH DUE DILIGENCE INVESTIGATION. ALL INTERESTED PARTIES ARE STRONGLY ADVISED TO RETAIN PROFESSIONALS IN LEGAL, ENVIRONMENTAL, ENGINEERING, ARCHITECTURE, BUILDING SCIENCE, TAX, REGULATORY, FINANCIAL, AND/OR ACCOUNTING TO INVESTIGATE AND ADDRESS ANY QUESTIONS CONCERNING THE CONDITION, DEVELOPABILITY, FINANCIAL VIABILITY, AND/OR PERFORMANCE OF THE SUBJECT PROPERTY.

THE OFFERING IS MADE SUBJECT TO ERRORS, OMISSIONS, CHANGE OF PRICE, PRIOR SALE OR LEASE, OR WITHDRAWAL WITHOUT NOTICE. IN ACCORDANCE WITH THE LAW, THIS PROPERTY IS ALSO OFFERED WITHOUT REGARD TO RACE, COLOR, RELIGION, FAMILIAL STATUS, CREED, NATIONAL ORIGIN, DISABILITY, OR GENDER IDENTITY.

NON-ENDORSEMENT NOTICE – Asterra is not affiliated with, sponsored by, or endorsed by any business or enterprise identified in these marketing materials. The use of any logo or business name in these materials does not indicate or imply any affiliation, endorsement, or sponsorship between Asterra and the business identified. The use of any business name or logo is used solely for the purpose of relaying information about business or tenants adjacent or related to the subject property.

AFFILIATED BUSINESS DISCLOSURE – Asterra consists of three related and sperate legal entities (each an “Affiliate”) with each doing business as “Asterra” and engaging in a range of real estate services including, but not limited to, brokerage, property and facilities management, and investment. It is possible for different Affiliates to represent clients with competing interests in the same property. Your receipt of these materials (and disclosures) constitutes your acknowledgment of this possibility and your agreement that neither Affiliate has an obligation to disclose to you such Affiliates’ representation of another in the sale or purchase of the Property. However, each Affiliate will always act in the best interest of its respective client(s), at arms’ length, and not in concert or in a way harmful to a third party. Further, each Affiliate will always conduct its respective business in pursuant to the law and will maintain the fiduciary duties owed to its respective client(s).

CONFIDENTIALITY AGREEMENT – Your receipt of the Materials constitutes your acknowledgment that: (1) the Materials are confidential and made available solely for your limited use in determining your interest in the subject Property; (2) You agree not disclose any of the information contained in the Materials without the prior written consent and authorization from Asterra or the Property owner(s), (3) you will not use any part of the Materials in any manner detrimental to Asterra, its agents, Brokers, or the Property and its owner(s); and (4) you hereby acknowledge and accept all of the waivers and disclaimers contained herein. Asterra and the Asterra logo are trademarks of Asterra, Inc. in the United States. All other marks displayed on this document are the property of their respective owners. Photos herein are the property of Asterra; use of these images without the prior express written consent of Asterra and/or the owner is prohibited. Copyright Notice © 2022 Asterra Commercial d/b/a Asterra. All Rights Reserved.



Information About Brokerage Services

Texas law requires all real estate licensees to give the following information about brokerage services to prospective buyers, tenants, sellers and landlords

TYPES OF REAL ESTATE LICENSE HOLDERS:

- **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.

A LICENSE HOLDER CAN REPRESENT A PARTY IN A REAL ESTATE TRANSACTION:

AS AGENT FOR OWNER (SELLER/LANDLORD): The broker becomes the property owner's agent through an agreement with the owner, usually in a written listing to sell or property management agreement. An owner's agent must perform the broker's minimum duties above and must inform the owner of any material information about the property or transaction known by the agent, including information disclosed to the agent or subagent by the buyer or buyer's agent. **An owner's agent fees are not set by law and are fully negotiable.**

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.

LICENSE HOLDER CONTACT INFORMATION: This notice is being provided for information purposes. It does not create an obligation for you to use the broker's services. Please acknowledge receipt of this notice below and retain a copy for your records.

Asterra	90000901	info@asterra.com	512.231.2000
Licensed Broker / Broker Firm Name or Primary Assumed Business Name	License No.	Email	Phone
Lucian Morehead	437479	lmorehead@asterra.com	512.825.6287
Licensed Broker / Broker Firm Name	License No.	Email	Phone

Lucian Morehead	437479	lmorehead@asterra.com	512.825.6287
Licensed Supervisor of Sales Agent/Associate	License No.	Email	Phone
Sales Agent/Associate's Name	License No.	Email	Phone