

CONDITIONAL USE PERMIT APPLICATION (ALCOHOL OUTSIDE CBA)

Updated: December, 2025



CONTACT INFORMATION

Applicant's Name	Bill Good	Property Owner	James Umstattd
Company	P & B Hospitality LLC	Company	UC2, Ltd.
Applicant's Mailing Address	13501 Ranch Rd 12 Ste 103, Wimberley, TX 78676	Owner's Mailing Address	3355 Bee Caves Road, Suite 700, Austin, TX 78746

PROPERTY INFORMATION

Subject Property Address: 1904 Old Ranch Rd 12, Ste 107, San Marcos, TX 78666
Zoning District: Commercial District (CM) Tax ID #: R14222
Legal Description: Lot Tract A Block _____ Subdivision THOMAS H W FORSITH SURVEY, A0173
Number of Parking Spaces: 70
Is property more than 300' from church, school, hospital, or residential district? ☒ Y ☐ N

DESCRIPTION OF REQUEST

Business Name: Saloon 1904 CUP Permit Type: ☐ Eating Establishment ☒ Bar
☒ NEW ☐ RENEWAL/AMENDMENT ☒ Mixed Beverage ☐ Beer & Wine ☐ Late Hours
Hours of Operation (ex. Mon 12pm-1am): Mon 11 AM - 12 AM Tue 11 AM - 12 AM Wed 11 AM - 12 AM
Thurs 11 AM - 12 AM Fri 11 AM - 12 AM Sat 11 AM - 12 AM Sun 11 AM - 12 AM
Indoor Seating Capacity: 85 Outdoor Seating Capacity: 10 Gross Floor Area: 4260 SF

AUTHORIZATION

I certify that the information on this application is complete and accurate. I understand the fees and the process for this application. I understand my responsibility, as the applicant, to be present at meetings regarding this request.

Initial Filing Fee 1,050*	Technology Fee \$15	<u>TOTAL COST \$1,065</u>
Renewal/Amendment Filing Fee \$788*	Technology Fee \$15	<u>TOTAL COST \$803</u>

Submittal of this digital Application shall constitute as acknowledgment and authorization to process this request.

Apply Online at MGOCONNECT.ORG

Planning & Development Services • 630 East Hopkins • San Marcos, Texas 78666 • 512-393-8230

PROPERTY OWNER AUTHORIZATION

I, JAMES UmSTATT, GP mbr (owner name) on behalf of
UC2 Ltd (company, if applicable) acknowledge that I/we
am/are the rightful owner of the property located at
1904 Old Ranch Rd 12, Ste 107, San Marcos, TX 78666 (address).

I hereby authorize Bill Good (agent name) on behalf of
P & B Hospitality LLC (agent company) to file this application for
Conditional Use Permit (Alcohol Debit CDD) (application type), and, if necessary, to work with
the Responsible Official / Department on my behalf throughout the process.

Signature of Owner:

James Umstatt, GP

Date:

May 27, 2026

Printed Name, Title:

JAMES Umstatt General Partner Member

Signature of Agent:

Bill Good

Date:

May 27, 2026

Printed Name, Title:

Bill Good, Chief Management Officer

Form Updated December, 2025

AGREEMENT TO THE PLACEMENT OF POSTED NOTICE AND ACKNOWLEDGEMENT OF PERSONAL REQUIREMENTS

The City of San Marcos Development Code requires public notification in the form of posted signs on the subject property, and personal notice presented to the Planning Commission and / or City Council.

- **Posted Notice:** if required by code, staff shall place notification signs on each street adjacent to the subject property and must be placed in a visible, unobstructed location near the property line. It is unlawful for a person to alter any notification sign, or to remove it while the request is pending. However, any removal or alteration that is beyond the control of the applicant shall not constitute a failure to meet notification requirements. ***It shall be the responsibility of the applicant to periodically check sign locations to verify that the signs remain in place had have not been vandalized or removed. The applicant shall immediately notify the responsible official of any missing or defective signs. It is unlawful for a person to alter any notification sign, or to remove it while the case is pending; however, any removal or alteration that is beyond the control of the applicant shall not constitute a failure to meet notification requirements.***
- **Personal Notice:** if required by code, staff shall mail personal notice in accordance with City Codes and the Texas Local Government Code. ***If, for any reason, more than one notice is required to be mailed it may be at the expense of the applicant. The renotification fee shall be \$158 plus a \$ 15 technology fee.***

I have read the above statements and agree to the required posted notice, as required, based on the attached application. The City's Planning and Development Services Department staff has my permission to place signs, as required, on the property and I will notify City staff if the sign(s) is/are damaged, moved or removed. I understand the process of Posted/ Personal Notices and public hearing and hereby submit the attached application for review by the City.

Signature: Bill R. Good III

Date: 6/3/26

Print Name: Bil R Good III

AGREEMENT TO THE CITY OF SAN MARCOS LAND DEVELOPMENT CODE

The establishment must hold a valid Conditional Use Permit for the on-premise sale and consumption of alcohol issued and effective under [Section 2.8.3.1](#), [Section 5.1.5.5](#) and any conditions of such permit.

Where an **"Eating Establishment"** includes the sale of alcohol for on premise consumption the following standards shall apply:

- Noise - The activities of the establishment selling alcoholic beverages for on-premises consumption shall not produce noise levels in excess of those described in [Section 7.4.2.1](#) so as to not interfere with the reasonable use and enjoyment of adjacent property or public areas.
- The business shall be responsible for maintaining the sidewalk, gutters, parking lot, all areas within 100 feet of any exit, and all areas of the permitted property in a clean and sanitary condition, free from litter and refuse at all times.
- Additional conditions may be added following a review by the Planning Staff, Planning & Zoning Commission, and/or City Council.

Where a **"Bar"** that primarily sells alcohol beverages for on premise consumption and may include the sale of food, the following standards shall apply:

- The business shall be responsible for maintaining the sidewalk, gutters, parking lot, all areas within 100 feet of any exit, and all areas of the permitted property in a clean and sanitary condition, free from litter and refuse at all times.
- Noise - The activities of the establishment selling alcoholic beverages for on-premises consumption shall not produce noise levels in excess of those described in [Section 7.4.2.1](#) so as to not interfere with the reasonable use and enjoyment of adjacent property or public areas.
- Additional conditions may be added following a review by the Planning Staff, Planning & Zoning Commission, and/or City Council.

Not all standards are listed, please review [Land Development Code Section 5.1.5.5 Restaurant/Bar](#) for more information.

I have read the above standards and agree to follow City of San Marcos Land Development Code. I understand that if I do not follow the requirements, my Conditional Use Permit could be revoked. Please notify staff of any changes to the business operation.

Signature: Bill R. Good III

Date: 6/3/26

Print Name: Bill R Good III

Form Updated December, 2025

Apply Online at [MGOCONNECT.ORG](https://mgconnect.org)

Planning & Development Services • 630 East Hopkins • San Marcos, Texas 78666 • 512-393-8230