

Special Use Permit SUP-26-0005 (Magnolia Proof)

Request	Hold a public hearing and make a recommendation to City Council for Special Use Permit Application, SUP-26-0005, (Magnolia Proof) , to open a cocktail bar in an existing shopping center.
Applicant	Jason Strickhausen of J4 Concepts LLC.
Owner	WLC Crossing, LLC.
City Council	Public Hearing & First Reading – <i>August 11, 2026</i> ; <i>Second Reading – August 25, 2026</i>
Location	Generally located along the north side of West League City Parkway and east of Bay Area Boulevard with the address of 4550 W. League City Parkway.
Citizen Response	10 – Notices Mailed to Property Owners within 200 feet 0 – Communications of Support Received 0 – Communications of Opposition Received
Attachments	1. Zoning Map 2. Aerial Map 3. Future Land Use Map 4. List of Permitted Uses 5. Applicant Letter

The Commission should consider the following findings in its deliberation, which shall be utilized to substantiate its decision. To determine the extent to which the proposed use would be compatible with surrounding properties, the surrounding land uses, and the performance impacts should be considered.

Purpose The purpose of the request is to propose a cocktail lounge & bar, classified as an *Alcoholic Beverage Sales, On-Premise Consumption* within a 2,500-square-foot lease space in the existing shopping center at 4550 West League City Parkway.

In general terms, a cocktail bar is primarily engaged in the preparation and on-premises service of mixed alcoholic beverages in a seated, lounge-style setting intended for conversation and social interaction. Entertainment, if provided, is intended to blend into the background and support an atmosphere that is generally sophisticated, intimate, and designed for a slower, more deliberate tasting experience.

Per the Unified Development Code (UDC) this use requires an SUP to be located within the “CG” zoning district. No alterations to the existing building / site are proposed with the exception of installing signage.

Background **August 10, 1999** – The property was originally zoned “PUD” (Planned Unit Development) as part of the Magnolia Creek Planned Unit Development. At the time of approval, all properties within PUDs were assigned the PUD zoning designation.

August 30, 2005 – As part of the City-wide Zoning Ordinance and Map revisions, the property was reclassified as “CG-PUD” (General Commercial within a Planned Unit Development Overlay) district in accordance with the Magnolia Creek Master Plan.

September 8, 2023 – The property was platted.

September 16, 2023 – A building permit was issued for the shell retail building to begin construction.

June 6, 2026 – The applicant held a neighborhood meeting in League City. The sign-in sheet indicates no one attended the meeting.

June 17, 2026 – The applicant submitted a Special Use Permit application to the Planning Department.

July 1, 2026 – Public hearing notices were mailed to the surrounding property owners,

July 2, 2026 – A public hearing sign was posted on the property and notice was published in the newspaper and on the City’s website.

July 23, 2026 - Planning & Zoning Commission is scheduled to conduct a public hearing and make a recommendation to City Council.

August 11, 2026 – City Council is scheduled to conduct a public hearing and consider the request on first reading.

August 25, 2026 – If approved on first reading, City Council will consider the second reading of the request.

Site and Surrounding Area

The property is part of a larger 5-acre commercial site that has been under development for the past several years. In 2025, City Council approved an SUP for a self-storage facility to the northeast of the request, which is also currently under development.

Direction	Surrounding Zoning	Surrounding Land Use
North	“OS-PUD” and “OS”	Open Space and CenterPoint electric transmission corridor
South	“RSF-7 – PUD”	Magnolia Creek, Section 8 & Magnolia Creek Clubhouse and Recreation Center
East	“CG - PUD”	Brittany Bay Lighthouse Child Care Facility
West	“RSF-7 - PUD”	Magnolia Creek Subdivision, Section 6

Access

Access to the property is provided from West League City Parkway and Bay Area Boulevard.

Bay Area Boulevard

	Existing Conditions	2024 Master Mobility Plan
Roadway Type	Major Arterial	Major Arterial
Right-of-way Width	100 feet	100 feet
Pavement Width and Type	4-lane divided, two 24-foot back of curb to back of curb, concrete, curb, and gutter, 14-ft wide median, sidewalks on both sides.	4-lane divided, two 24-foot back of curb to back of curb, concrete curbed and gutter, 14-foot wide median, sidewalks on both sides.

West League City Parkway

	Existing Conditions	2024 Master Mobility Plan
Roadway Type	Major Arterial	Major Arterial
ROW Width	100 Feet	100 Feet
Pavement Width and Type	4-lane divided, two 25-foot back of curb to back of curb, median, concrete curbed and gutter; 14-foot wide turn lane, sidewalks on both sides.	4-lane divided, two 25-foot back of curb to back of curb, median, concrete curbed and gutter; 14-foot wide turn lane, sidewalks on both sides.

Comprehensive Plan

The property conforms to the Future Land Use Map in the 2035 Comprehensive Plan, which identifies the area as EADC (Enhanced Auto Dominant Commercial). According to the 2035 Comprehensive Plan, Enhanced Auto-Dominant Commercial is focused on convenience and access for customers and employees exclusively by automobile. These areas are characterized by buildings

that have a large setback from the street frontage and have a large parking area in front of the buildings.

Staff Findings

Based upon the information provided:

- The existing site conforms to the Comprehensive Plan's Future Land Use Plan.
- The existing site has direct access onto West League City Parkway and Bay Area Boulevard.
- The business will operate internal to the building.

Recommendation

Staff has no objection to the request. Should the SUP be approved, staff recommends the following conditions:

1. The Special Use Permit (SUP) is approved for an on-premises alcoholic beverage establishment operating specifically as a cocktail bar, as discussed in the staff report. Any change to a different type of drinking establishment principal use (such as a dive bar, nightclub, dance hall, or sports bar) shall require approval of an amended SUP by the City Council.
2. Any material modification to the physical layout or operational characteristics of the establishment, including, but not limited to, expanded entertainment activities, an increase in occupant load, substantial revisions to the approved floor plan, or other significant operational changes, shall be reviewed by the Planning Director. If the Planning Director determines that the modification constitutes a substantial change to the approved use, an amendment to the SUP may be required.
3. The establishment shall close to the public no later than 12:00 a.m. (midnight) each day.
4. Food service shall be continuously available during all hours in which alcoholic beverages are served.

For additional information, you may contact Masood Malik, Senior Planner at 281-554-1077 or at masood.malik@leaguecitytx.gov

Attachment #1

200 ft Notification Buffer

Subject Property

Planned Unit Development

Zoning Districts

- Residential Single Family 20
- Residential Single Family 10
- Residential Single Family 7
- Residential Single Family 5
- Residential Single Family 2
- Residential Multi-Family 2
- Residential Multi-Family 1.2
- Neighborhood Commercial
- General Commercial
- Office Commercial
- Mixed Use Commercial
- Limited Industrial
- General Industrial
- Public and Semi-Public
- Open Space
- Old Towne
- Old Towne Transition

4550 W League City Parkway



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Geospatial or map data maintained by the City of League City is for informational purposes and may not have been prepared for or be suitable for legal, engineering, or surveying purposes. It does not represent an on-the-ground survey and only represents the approximate location of property boundaries. League City GIS Department 5/14/2026

Attachment #2

200 ft Notification Buffer

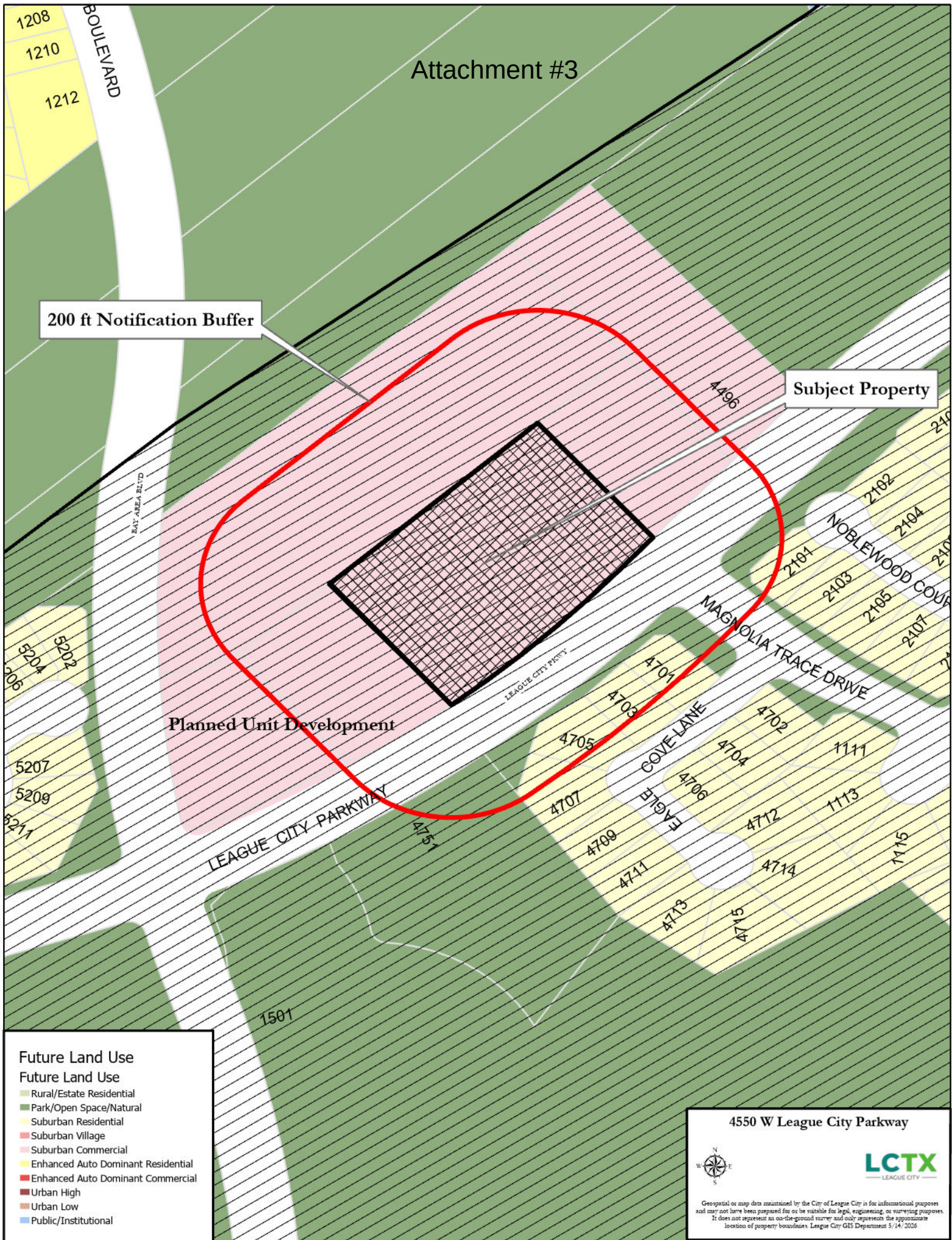
Subject Property

4550 W League City Parkway



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Attachment #3



Land Uses within the “CG” (General Commercial) Zoning District

Land Uses Permitted by Right

Group Residential, Assisted Living Facility	Group Residential, Continuing Care Facility Group
Residential, Disabled Group Dwelling	Group Residential, Emergency Shelter
Group Residential, Nursing Home	Clubs and Lodges
Colleges, Public or Private	Cultural Institutions
Day Care	Educational Research and Development
Event Venue	Event Venue with Outdoor Facilities
Government Offices and Facilities, large scale	Government Offices and Facilities, small scale
Hospitals (may have heliport)	Parks and Recreation
Public Safety Facilities	Religious Assembly
Schools, Public or Private	Alcoholic Beverage Sales, Off-Premise Consumption
Ambulance Service	Animal Sales and Services, no outdoor kennel/storage
Automobile/Vehicle/Equipment Sales and Rental	Automobile Rentals
Light Vehicle Service	Banks and Other Financial Institutions
Bed and Breakfast Establishment	Building Materials Sales and Services
Business Services	Catering Business
Convention Center	Eating and Drinking Establishments, Full-Service
Eating and Drinking Establishments, Limited Service	Eating and Drinking Establishments, Drive-Thru
Eating and Drinking Establishments, w/Live Ent. (Indoor)	Eating and Drinking Establishments w/Live Ent. (Outdr)
Eating and Drinking Establishments w/ Outdoor Seating	Food and Beverage Sales
Home Improvement Sales and Services	Hotel, Full Services
Hotel, Limited Service Hotel, Residence	Laboratory, Commercial
Maintenance and Repair Services	Massage Establishments and Massage Services
Micro-brewery, Micro-distillery, and Micro-winery	Nurseries and Garden Supply Stores
Offices	Parking Facilities
Pawn Shops	Personal Instructional Services
Personal Services	Recreation and Ent., Large-scale, (Outdoor)
Recreation and Ent., Small-scale, (Indoor)	Retail Sales
Undertaking, Funeral and Interment Services	Undertaking, Funeral and Internment Services
Production Industry, Artisan	Production Industry, Limited
Warehousing and Indoor Storage	Wholesaling and Distribution, Store Facilities
Wholesaling and Distribution, Non-Store Facilities	Communications Facilities
Marinas, Private	Marinas, Public
Transportation Passenger Terminals	Utility, Public
Utility, Minor	Oil and Gas Well Drilling
Pipelines (Oil & Gas)	Pump Stations (Oil & Gas)

Land Uses Requiring a Special Use Permit (SUP)

Group Residential, Homeless Shelter	Public Maintenance Facilities
Alcoholic Beverage Sales, On-Premise Consumption	Amusement Parks, Carnivals, & Other Similar Uses
Animal Sales and Serviced with outdoor kennels	Used Car Sales
Car Wash	Vehicle Fueling Station
Auto Repair and Other Heavy Vehicle Services	Food Truck Park
Recreational Vehicle Park	Self-Storage
Tobacco, Vapor and CBD Retail Use	Nursery and Landscaping Materials, Wholesale
Research and Development	Warehousing and Outdoor Storage
Communication Towers and Structures	Excavation and Mining

Attachment #5

The City of League City,

This letter is part of our SUP application.

We are seeking an SUP for a liquor license for our new cocktail lounge concept called Magnolia Proof to be located at 4550 W League City Pkwy, Suite 210, League City, TX 77573.

We had our Pre Development meeting on 5/14/26.

We sent out notices to all parties within 200 feet more than 2 weeks prior to our public meeting which was on 6/6/26. (See attached minutes and sign in sheet) This event was well attended by many supporters who had heard via word of mouth as well. All of the feedback was very positive.

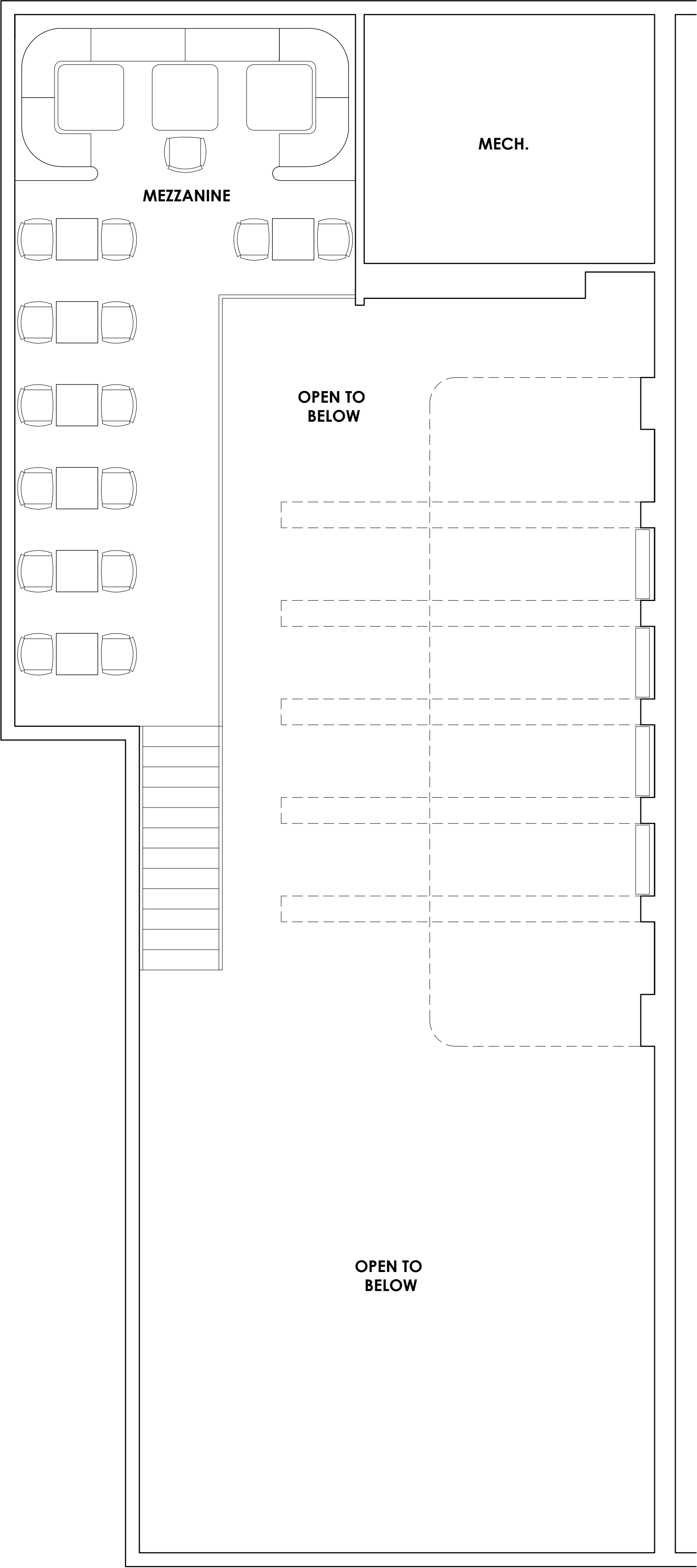
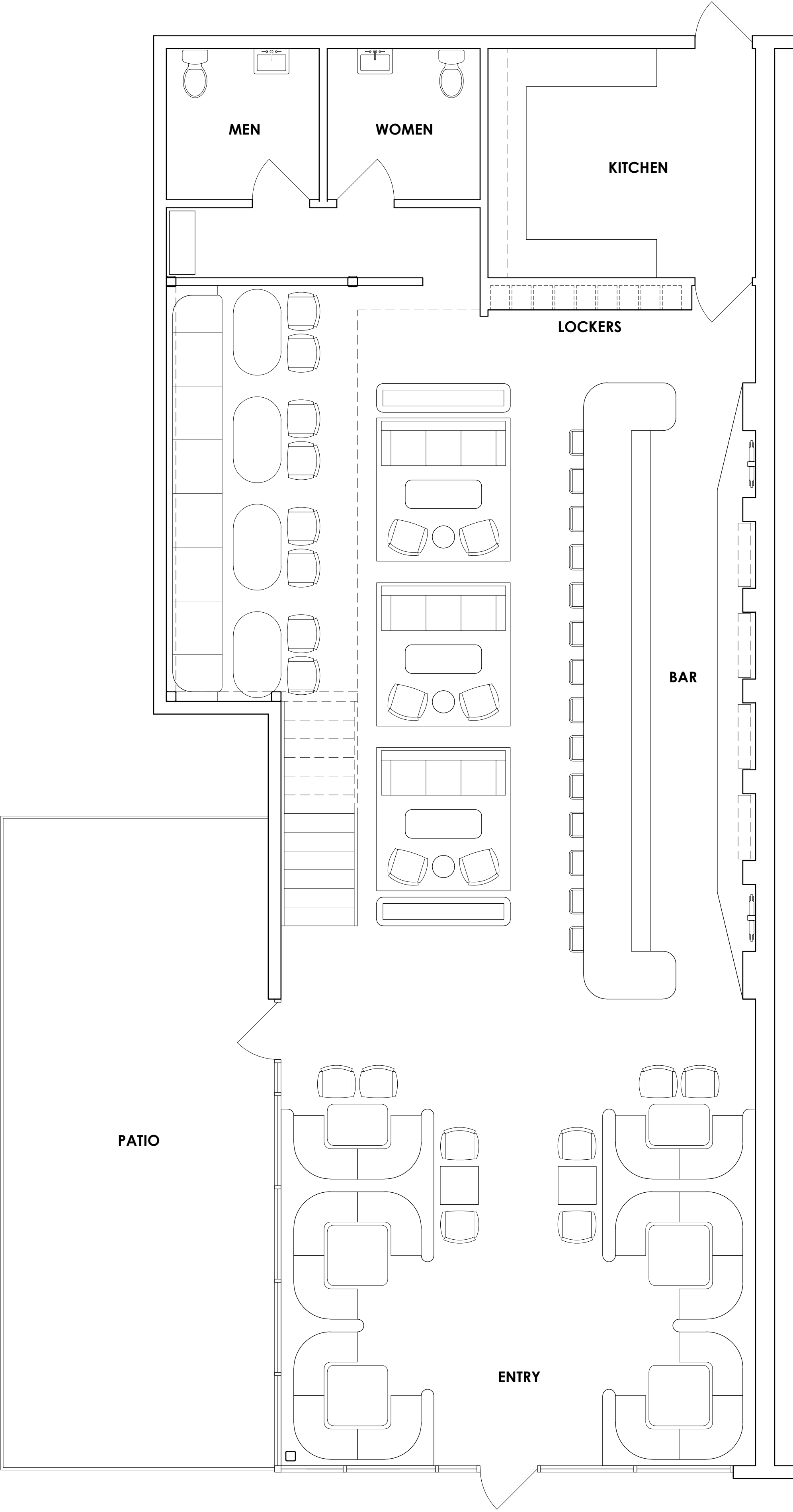
Also attached are our renderings and site plan for the space as well as our signage mock up.

We look forward to our next opportunity to answer any questions from the City as well as residents. Thank you for your consideration.

Sincerely,

The Magnolia Proof Team

Attachment #5







Attachment #5

