

riverfront

W A C O

IH-35 & UNIVERSITY PARKS DRIVE
WACO, TEXAS

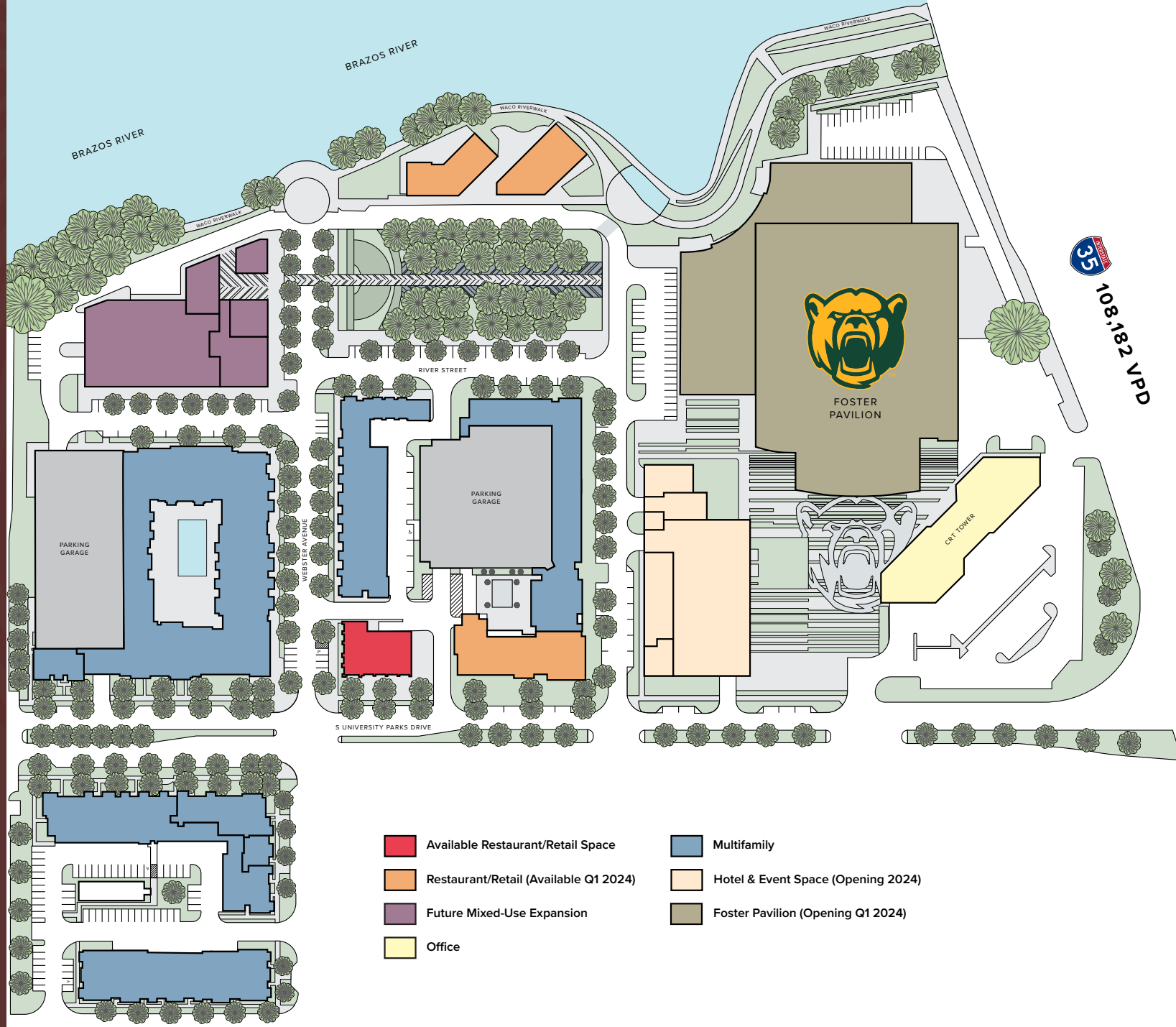
DEVELOPED BY: **CATALYST**
URBAN DEVELOPMENT

Be a part of Downtown Waco's newest destination.

Riverfront Waco is the newest addition to the downtown scene. Centering on the Brazos Commons Park, Farmer's Market, Waco Riverwalk and Baylor's new Foster Basketball Pavilion (opening January 2024), this mixed-use urban village district will be home to new residences, restaurants, hotel and meeting facilities, and places to work all within a visually exciting and memorable place designed for people to walk. Riverfront Waco is a destination for Waconians and visitors alike, offering a district collage of small-town allure and downtown accents resulting in a captivating sports and entertainment destination.



site plan



- Available Restaurant/Retail Space
- Multifamily
- Restaurant/Retail (Available Q1 2024)
- Hotel & Event Space (Opening 2024)
- Future Mixed-Use Expansion
- Foster Pavilion (Opening Q1 2024)
- Office



**BRAZOS RIVERFRONT
MIXED-USE - \$100 MILLION
16-ACRE MULTI-PHASE
DEVELOPMENT**

**RIVERFRONT
RESTAURANTS
Q1 2024**

SITE

**\$185m
FOSTER PAVILION
BASKETBALL ARENA**

**BAYLOR UNIVERSITY
McLANE STADIUM
EST. 2014
45,140 CAPACITY**

**\$60M-100k SF
HURD WELCOME CTR
(UNDER CONSTRUCTION)**

**Baylor University
20,626 TOTAL ENROLLMENT
1,865 STAFF**



existing

6,000 SF Restaurant/Retail

future *Available Q1 2024*

10,484 SF Restaurant/Retail

Riverfront restaurants – Two high profile restaurants with outdoor dining patios overlooking the Brazos River, football stadium and the new Baylor basketball arena.

Riverfront is a destination for all and includes plans for a full-service boutique hotel, curated restaurants and retail, outdoor recreation, community parks and more. With optimal green spaces, tree-lined streets and improved riverside walking trails – the district will be a collage of small-town allure and downtown accents resulting in a captivating entertainment destination for residents and visitors-alike.



Crafted for work & play
with a variety of ways
to stay.



waco overview

90 Minutes

TO DALLAS AND AUSTIN

20 Million

POPULATION WITHIN 3 HOURS

5

LOCAL COLLEGES & UNIVERSITIES

284 Thousand

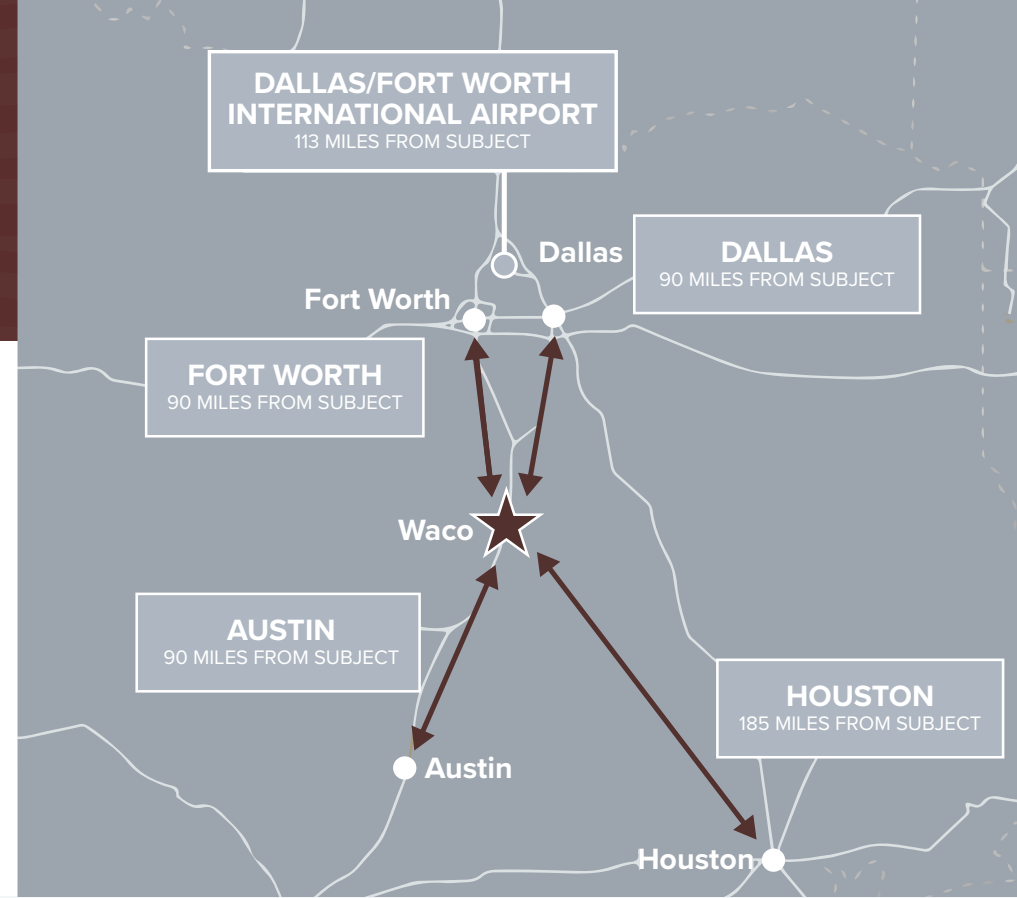
TOTAL POPULATION (WACO MSA)

200 Miles

WITHIN 80% OF TEXAS POPULATION

130 Thousand

PASSENGERS PER YEAR (WACO REGIONAL AIRPORT)



MAGNOLIA
MARKET



2.7 Million

ANNUAL VISITORS

Source: kxxv.com

400+ Thousand

LABOR FORCE (WACO MSA)

Source: Waco EDC

1.6 Million

ANNUAL VISITORS

\$1.3 Million

ANNUAL REVENUE

Source: wacotrib.com

\$5.5 Billion

ANNUAL REVENUE

20,626

STUDENTS

6,000

EMPLOYEES

Source: www.baylor.edu

↑ 43.94%

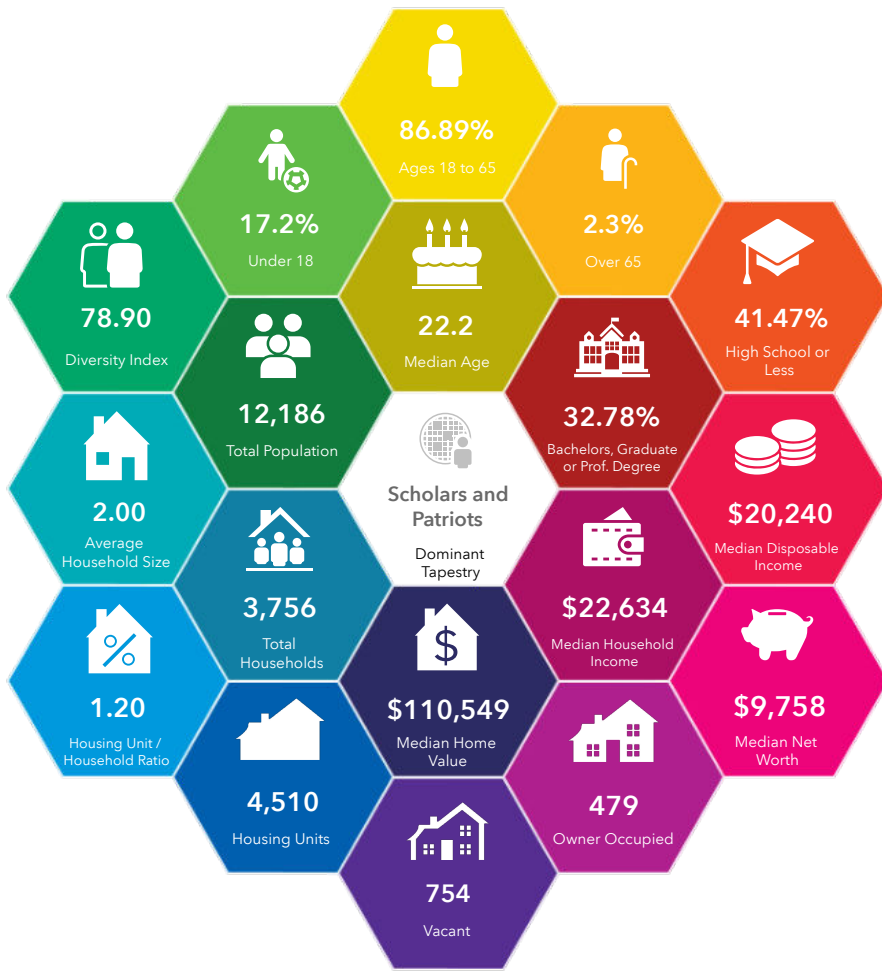
LAST 12 MONTHS

↑ 21.76%

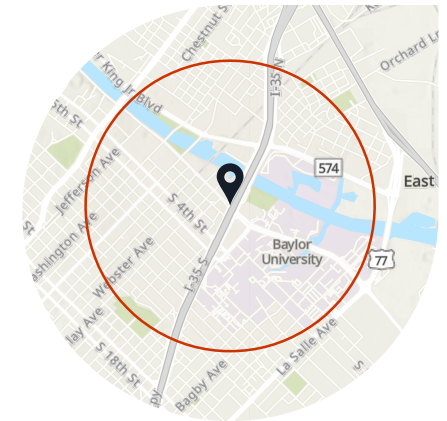
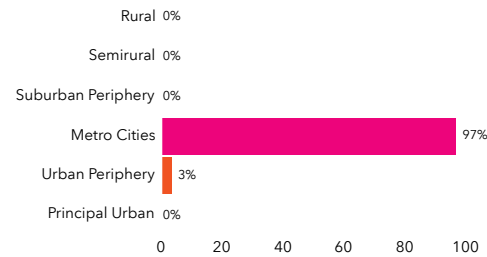
YTD

Source: TABC

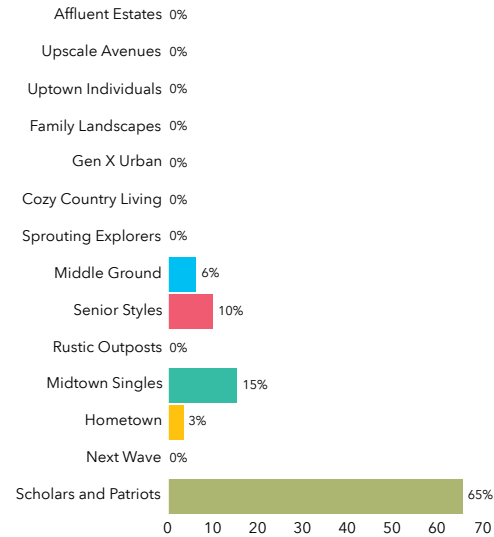
waco overview



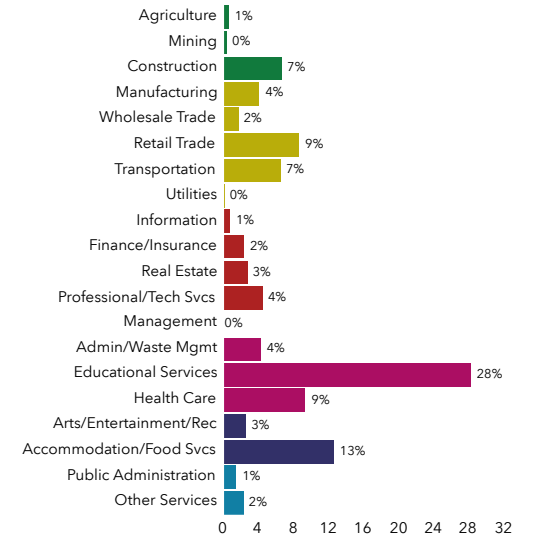
Urbanization Groups



Lifemodes



Labor Force by Industry

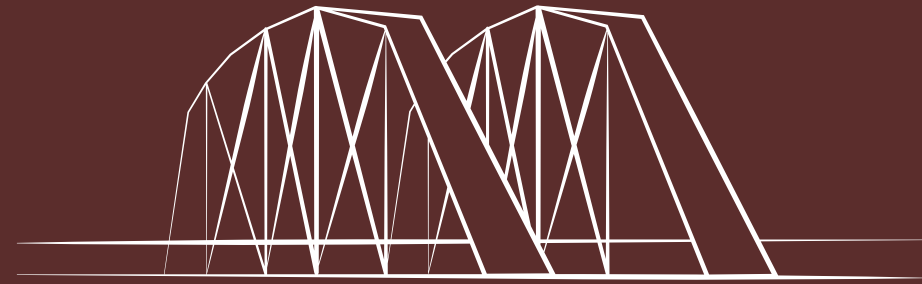


about the developer

CATALYST URBAN DEVELOPMENT

CATALYST URBAN DEVELOPMENT is focused on creating *Great Places* as defined by the quality of experience, market appeal, and economic return our communities deliver. As planners, developers, financiers, and managers, our team members have a wide depth of career experience on over \$5 billion in successful mixed-use, transit-oriented, and multifamily properties.





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W A C O

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