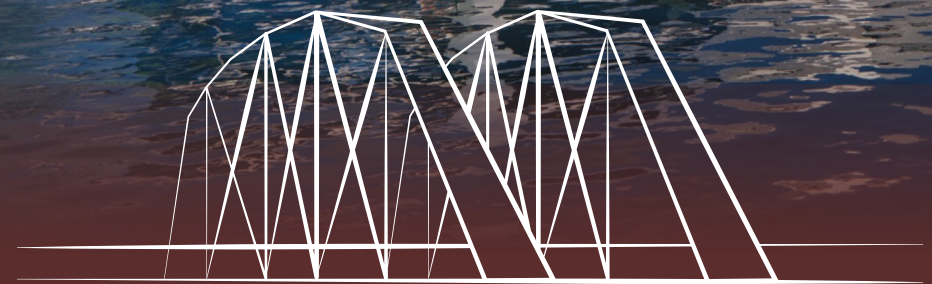


weitzman®



riverfront

W A C O

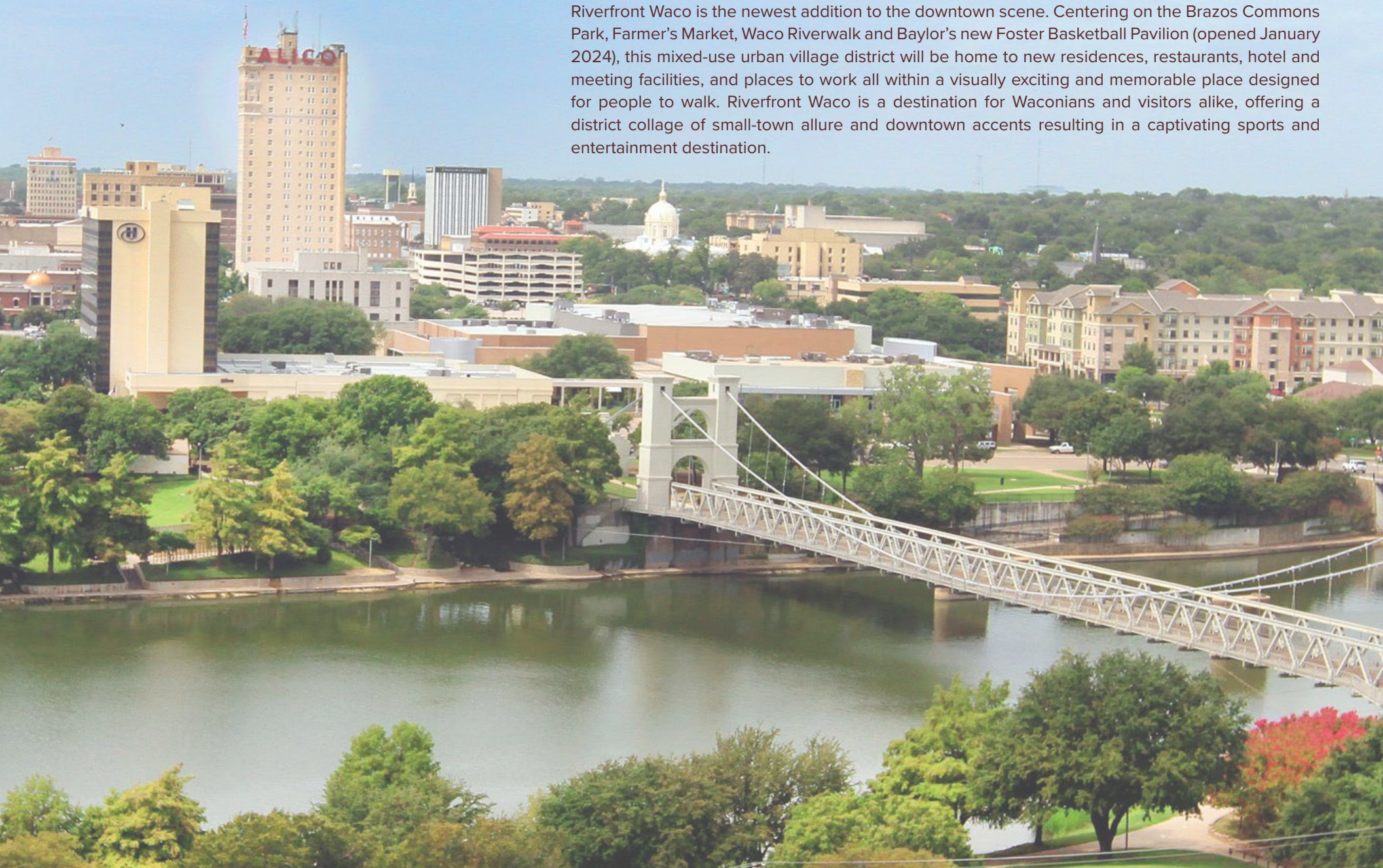
IH-35 & UNIVERSITY PARKS DRIVE
WACO, TEXAS

DEVELOPED BY:

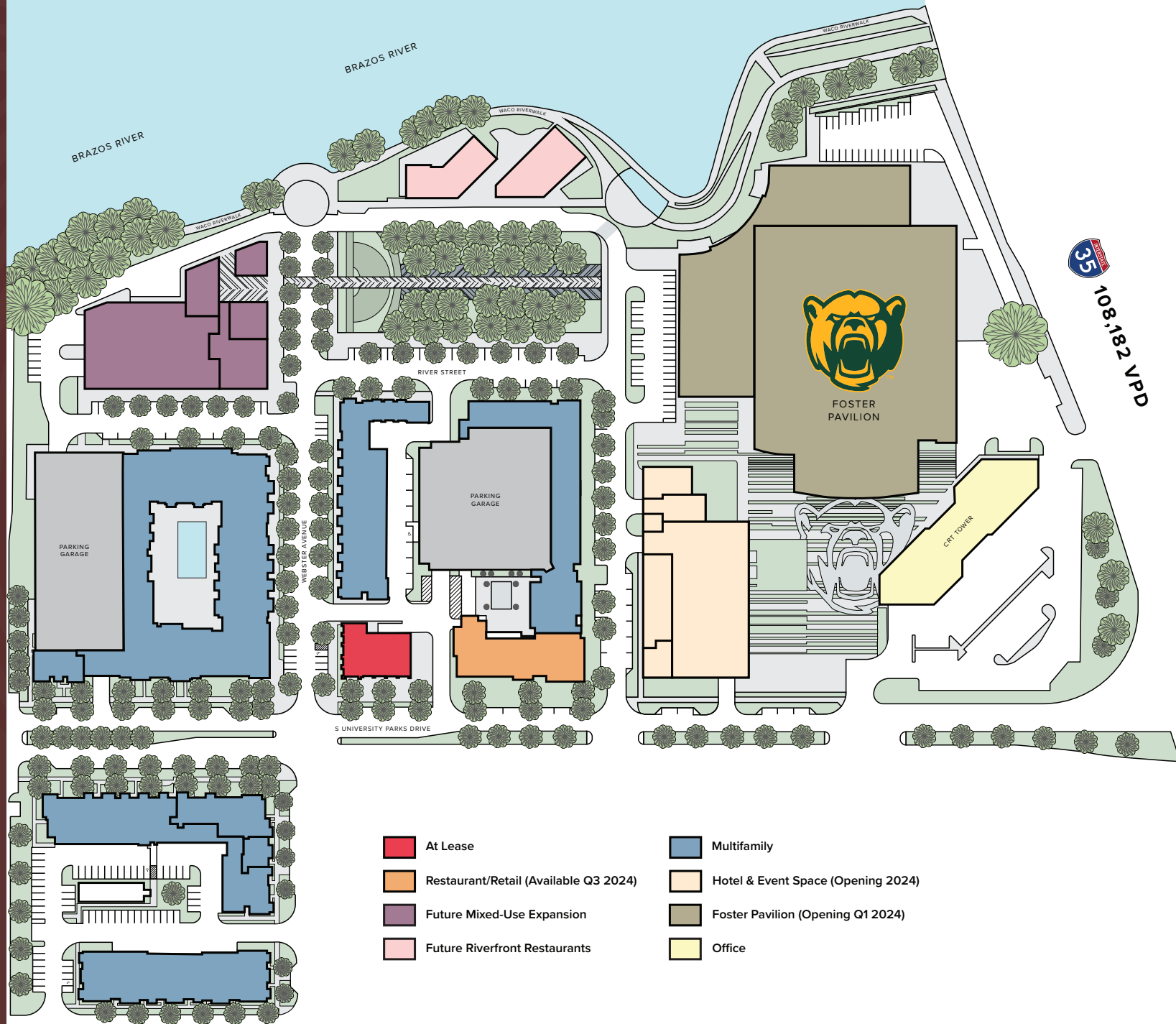
CATALYST
URBAN DEVELOPMENT

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 (opened 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







existing

6,000 SF Restaurant/Retail

future *Available Q3 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

285 Thousand

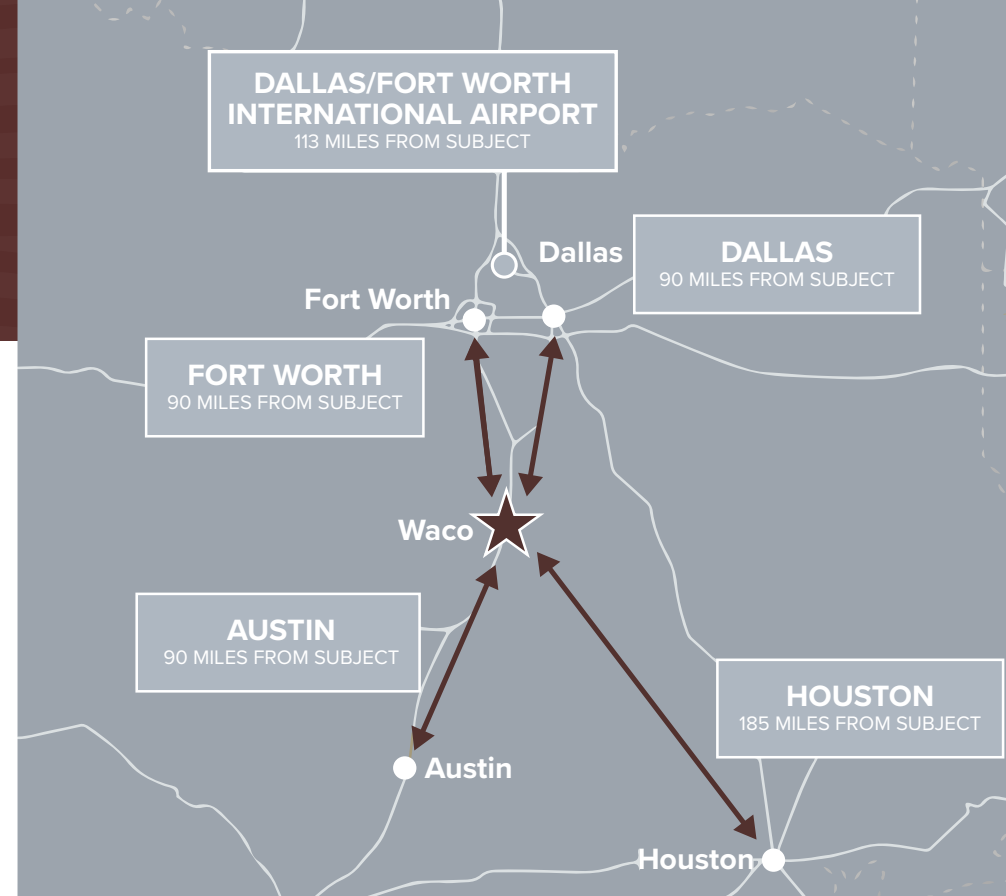
TOTAL POPULATION (WACO MSA)

200 Miles

WITHIN 80% OF TEXAS POPULATION

130 Thousand

PASSENGERS PER YEAR (WACO
REGIONAL AIRPORT)



SILO
DISTRICT



4.3 Million

ANNUAL VISITORS

400+ Thousand

LABOR FORCE (WACO MSA)

20% Increase

VISITOR SPENDING YOY

Source: Waco EDC

1.7 Million

ANNUAL VISITORS

1 Million+

HOTEL ROOMS BOOKED ANNUALLY

Source: Waco EDC

1,000

ACRE CAMPUS

20,824

STUDENTS

6,000

EMPLOYEES

Source: www.baylor.edu

\$5.2B

RETAIL SPENDING

71%

HOTEL OCCUPANCY RATE

3,900

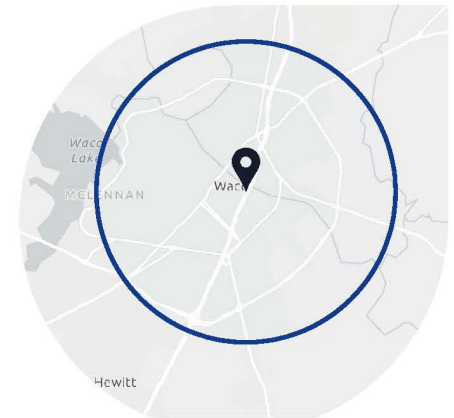
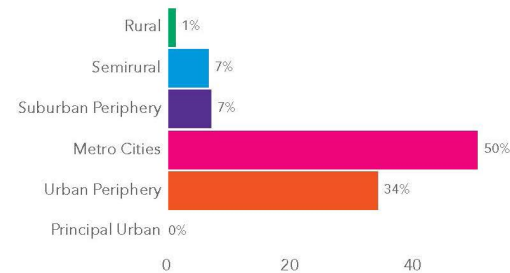
JOBS ADDED

Source: TABC

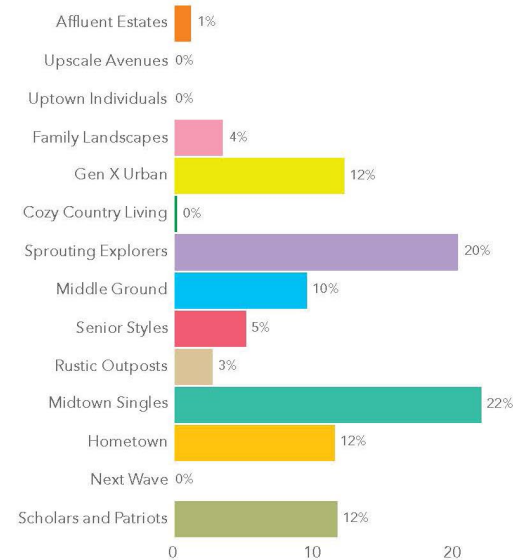
waco overview



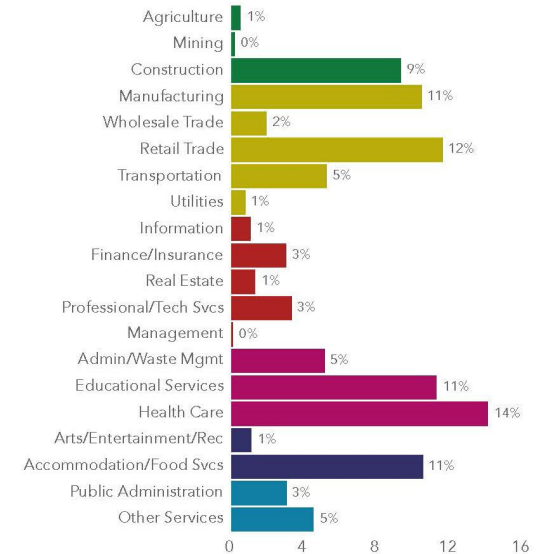
Urbanization Groups



Lifemodes



Labor Force by Industry

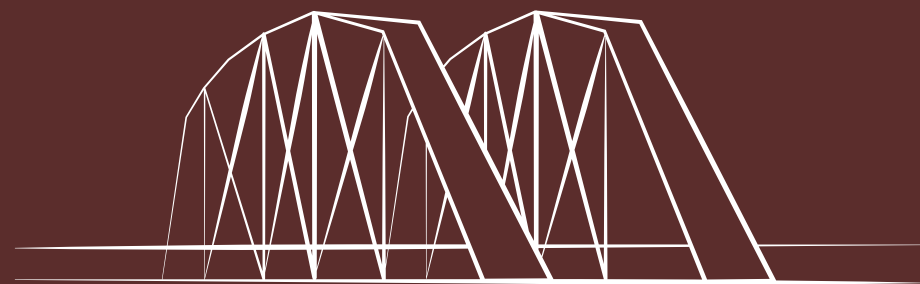


about the developer

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.





riverfront

W A C O

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