



# Hotel HERRINGBONE



**CROMWELL**  
COMMERCIAL GROUP

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## HOTEL HERRINGBONE

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# WELCOME

Experience a bold and eclectic blend of luxury, culture, and design at Hotel Herringbone. Set in the heart of downtown Waco, our boutique hotel features 21 suites and rooms, 3 unique dining concepts, a craft cocktail bar, wine & charcuterie bar. A rooftop lounge with views of the Silos, and our private ballroom which is perfect for events of up to 200 people.

With a plethora of retail, live music, and entertainment, the community at Hotel Herringbone is set to be set apart.





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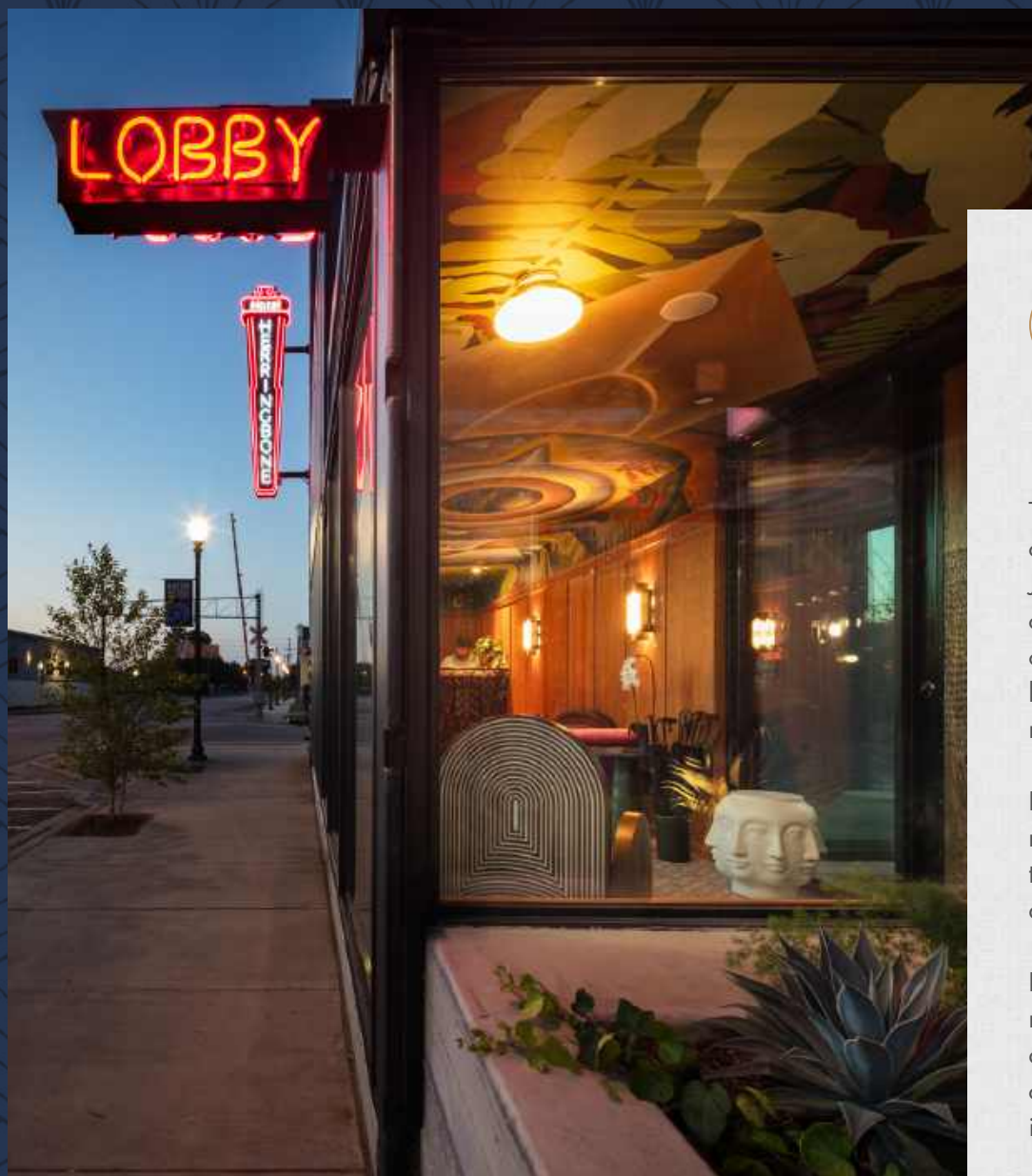
01 OUR  
HOTEL

02 OUR  
AVAILABILITY

03 OUR  
SERVICES

04 EXPECTED  
PROJECTION





01

## Our Hotel



The much anticipated Hotel Herringbone, located in the center of Downtown Waco's Entertainment District, is open. Join a growing list of exclusive retail tenants in the large central plaza of the property. With everything from an outdoor music stage to compliment the wine & charcuterie bar to multiple restaurants and a rooftop bar... plus much more! Now taking leases for the few remaining spaces!

Hotel Herringbone's central location and mix of retail, restaurant and hospitality is set to draw not only visitors, but the Baylor Community and locals alike to shop, eat and drink with ample outdoor entertainment area.

Hotel Herringbone's ethos is built around a passion for art, music, culture, adventures and experiences; local relevance and authenticity; an emphasis on social and environmental consciousness and sustainability; and an intimate, individual approach to hospitality and design.









## ABOUT US

Hotel Herringbone is home to multiple restaurants with full-service bars, an event venue, art spaces, retail, and a coffee shop. Hotel Herringbone plays host to a variety of events such as outdoor concerts, street markets, weddings, cultural events and community activities.

21 SUIT  
ROOMS

03 UNIQUE  
DINING

03 BARS

01 ROOFTOP  
LOUNGE

01 EVENT  
SPACE

11 RETAIL  
STORES



# PROPERTY HIGHLIGHTS



- 01 Downtown Waco location
- 02 High visibility location on the corner of 4th Street & Jackson Ave
- 03 In the direct walking path between the Silo District and River Square District
- 04 Mixed-use development, food & beverage, retail, events art, and live music.
- 05 Great neighbors, Dr. Pepper Museum, Magnolia Silos, Hotel Indigo, Phoenix Ballroom, The Findery, Pignetti's Fabled Bookshop, AC Marriot Hotel, Hyatt Hotel, and more
- 06 320 - 960 sq. ft. retail spaces available
- 07 Single and Double Retail Containers Available
- 08 Ice Cream Shop Space Available



THE FINDERY

THE BACKYARD

PIVOVAR

MAGNOLIA SILOS

BALCONES

TERRY BLACK'S BBQ

AC MARRIOTT HOTEL

WACO ALE CO

UNION HALL

MARY AVENUE MARKET

FARMERS MARKET

DR. PEPPER MUSEUM

HERRINGBONE HOTEL

Complementary parking available  
for Herringbone guests

# POINTS OF INTEREST

Hotel Herringbone is strategically positioned next to Magnolia Market and surrounded by new hotel and retail developments. This development is in the middle of everything happening downtown.

JACKSON AVE

S 4TH STREET



A mix of retail, food, events, and community create a thriving, connected atmosphere that encourages people to come together and enjoy each other's company, which in turn has a positive impact on the local community.



# LEVEL 1

- ~~Leased~~ A Red Herring Restaurant & Cocktail Bar
- ~~Leased~~ B Magnolia Soap & Bath Co.
- ~~Leased~~ C Stage
- ~~Leased~~ C-1 Hotel Lobby
- C-2 Retail / Restaurant
- ~~Leased~~ C-3 Zuke's Tea
- C-4 Retail
- ~~Leased~~ C-5 Golden Green
- ~~Leased~~ C-6 Sendero Provisions Co.
- ~~Leased~~ C-7 Sendero Provisions Co.
- ~~Leased~~ C-8 Rancher Hat Bar
- ~~Leased~~ C-9 Rancher Hat Bar
- C-10 Retail
- C-11 Retail
- C-12 Retail
- ~~Leased~~ C-13 Herringbone
- ~~Leased~~ C-14 Herringbone
- ~~Leased~~ C-15 Herringbone





### LEVEL 2

Outdoor "Communal Space"  
Hotel Rooms

### LEVEL 3

Hotel Rooms  
Lucky Buck's Rooftop Bar

### LEVEL 4

Ball Room  
Catering Kitchen  
Hotel Rooms  
Outdoor "Communal Space"





02

## Our Retail Availability



Renting a retail space at Hotel Herringbone gives you access to innovative, modern, and captivating architecture and a range of advantages to optimize the success of your business. Hotel Herringbone offers customers an atmosphere of fun, culture, vibrancy and convenience, in heart of downtown Waco.

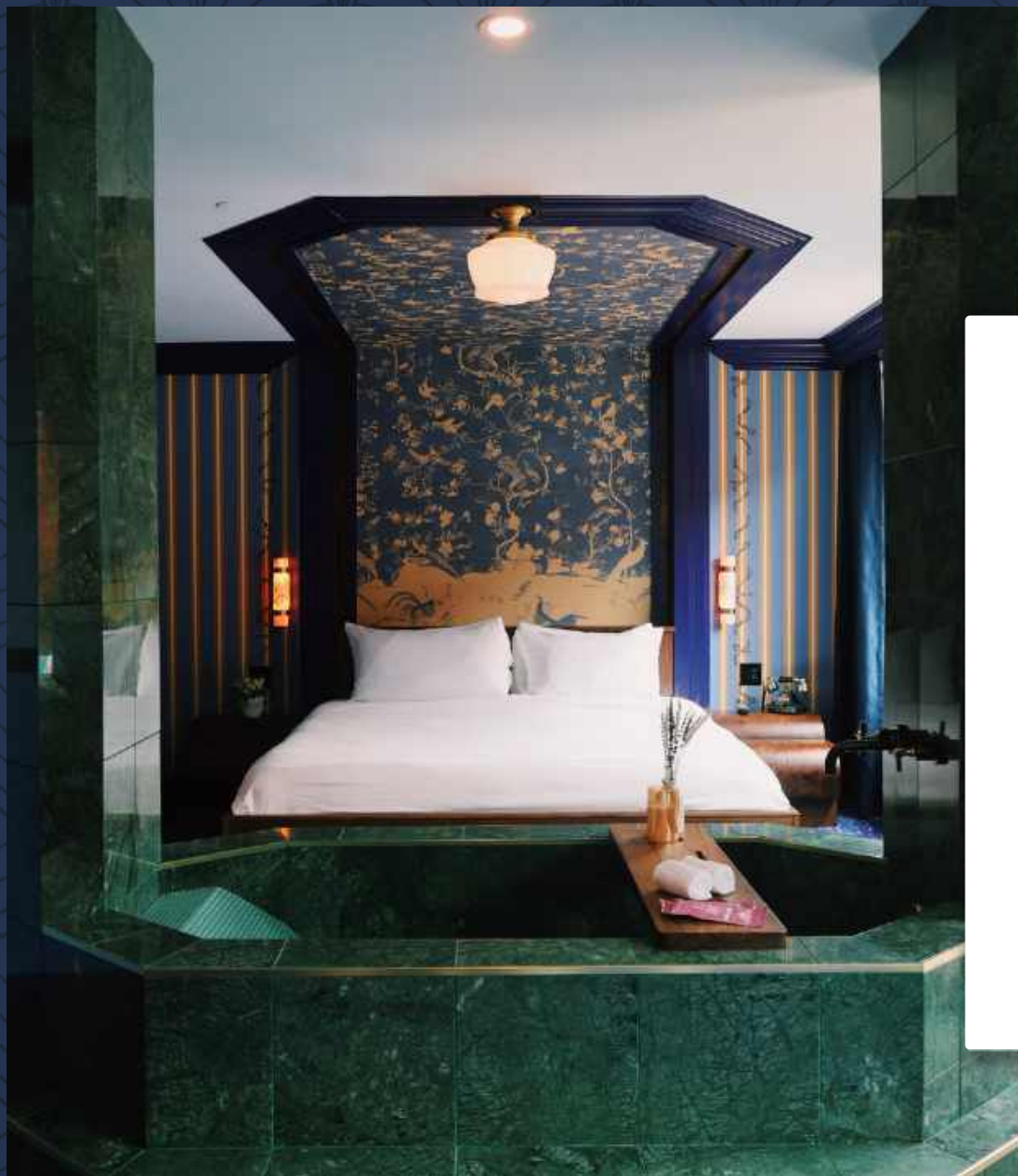


## ASKING PRICE

\$1,248 / month - Single Retail Container + nnn  
\$2,496 / month - Double Retail Container + nnn  
\$3,744 / month - Triple Retail Container + nnn  
\$2,765 / month - Retail/Restaurant + nnn







03



## Our Services

Hotel Herringbone is known for its unique, stylish and modern accommodations, as well as its focus on sustainability, culture, and community. The venue offers settings that are relaxed, communal and artistic, and are intended to create memorable experiences for their guests. Located near lively, urban area of downtown, providing guests with access to vibrant nightlife and local attractions.



# SERVICE HIGHLIGHTS



- 01 Rooftop bar
- 02 Pet-friendly policy
- 03 Community events
- 04 Bar, restaurants, and cafe
- 05 Complimentary bike rental
- 06 Ball Room for private events
- 07 Free high-speed wifi for all guests
- 08 Discounts for local attractions and events
- 09 Complimentary breakfast for hotel guests
- 10 Complimentary valet parking for hotel guests
- 11 24 hour security and hotel concierge services





# RETAIL STORES

Our retail stores are the perfect place for finding unique, one-of-a-kind items and apparel with a personal touch. With clothes and accessories handpicked by in-store experts, our boutique retail stores offers a shopping experience that you won't find anywhere else.



CHARM SCHOOL VINTAGE

Magnolia Soap  
& BATH CO

**SENDERO**  
PROVISIONS CO.

**RANCHER**  
*Hat Bar*

**GOLDEN  
GREEN**



# BAR & LOUNGE

The stylish and sophisticated space offers a range of craft cocktails, local spirits, and beer, as well as bar snacks. You can sip your favorite craft cocktails at the massive wrap-around bar or while enjoying the vibes of the indoor lounge with friends or family. Hotel Herringbone is one of Waco's' hottest hot spots, this happens to be the perfect way to experience it!







Located in an old refurbished warehouse, the restaurant buzzes with the scent of smoked charcoal and the succulent flavors of flame-grilled dishes that combine the best of Mediterranean and Southern-style cuisine. The restaurant's open kitchen offers guests a chance to get an up-close view of the chefs as they skillfully prepare dishes over a wood fire grill. The raw bar provides a selection of freshly shucked oysters, clams, mussels, and shrimp, and the pasta bar allows diners to pick and choose their own pasta ingredients and create a custom dish. Enjoy an incredible meal with friends, family, or that special someone in this elegant atmosphere.





## ROOMS

Hotel Herringbone offers luxurious, contemporary accommodations for all travelers. Enjoy modern amenities like fast Wi-Fi, plush beds, and stunning views of the city, all while being steps away from attractions and restaurants. Whether you're looking for the perfect place to rest your head or a unique place to socialize, Hotel Herringbone has the ideal room for you.



## PIANO BAR

Welcome to the best piano bar in town! With an impressive selection of drinks, delicious food and live music, our cozy atmosphere provides the perfect backdrop for a relaxing evening, where you can enjoy swaying to the melody of a beloved classic or the notes of a daring jazz tune.





## STAGE

Take a break and come experience the chill and laid-back atmosphere of our live music stage. Hosting events like open-air music, art, film screenings, and pop-up shows, the outdoor stage showcases live music that plays host to a variety of genres and styles.



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# EVENT SPACE

This spacious ballroom event space is perfect for any special occasion and features an elegant ambience, modern amenities, and excellent catering options. Our expertly trained staff will ensure everything goes smoothly, no matter the size or type of event. From wedding receptions to business conferences, our space can be customized to create the perfect atmosphere for your special event.





Perched atop Hotel Herringbone, visitors will be treated to sweeping panoramic views of the cityscape while enjoying an extensive beer list that offers a wide selection of domestic and craft brews, while the bar also serves wine, cocktails, and spirits. Known for its all-American cuisine, welcoming atmosphere, and signature perfect pickled egg, this is a must-try for anyone visiting the area. With mellow acoustic tunes blending in the background, or upbeat rhythms for the weekend crowd. The rooftop will become a gathering place for locals and tourists alike, a place to hang your hat & warm your boots.





04

## Expected Projection



Waco is located right in the heart of Texas, only 90 miles from both Austin and Dallas, with its vibrant culture, art, music events, and nightlife, Waco is rapidly growing into the next place to be.

Hotel Herringbone is located just two blocks away Magnolia, which sees an average of over 110,000 visitors per month. While its direct neighbor, Dr. Pepper Museum hosts up to 20,000 visitors per month.

The Baylor football stadium is just 1.2 miles from Hotel Herringbone, with game attendance seeing up to 48,000 people. Even closer and on the river, guests can walk to the new 7,000 seat Baylor basketball arena which is set to open in 2023, and will be available for concerts and performances throughout the year.

With room for growth and city excited to push the limits, Waco could be the perfect place to launch your next business.





PRESENTED BY



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