



**JORDAN BEARD** SIOR

**1314 MARTIN LUTHER KING JR BLVD, WACO, TX 76704**

1.3+/- Acres

**FOR SALE**

**CROMWELL**  
COMMERCIAL GROUP



## PROPERTY OVERVIEW

Cromwell Commercial Group is pleased to present 1.3+/- acres in the Baylor, Downtown Waco, and I-35 Corridor. Directly next to Baylor University's campus, this property's strategic location to the university means it is a highly trafficked area by Baylor students, faculty, tourists and locals. Baylor University's 1,000 acre campus is the largest Baptist university in the world, and over 30% of those students live on-campus in walking distance to this site.

- Directly next to the Baylor University campus
- Less than 1.5 miles from the Magnolia Silos
- Less than 2 miles from downtown Waco
- Neighbors with McLane Stadium, Foster Pavilion, and I-35
- Zoning approved use: retail, multi-family, office

## PROPERTY HIGHLIGHTS

### PROPERTY

1.3+/- Acres - Brazos Parking - McLane Stadium

### LOCATION

1314 Martin Luther King Jr Blvd, Waco, TX 76704

### PROPERTY TYPE

Land

### MARKET

Baylor University - McLane Stadium

### ZONING

C-2

### LOT SIZE

1.3+/- Acres

### ASKING PRICE

Accepting Expressions of Interest

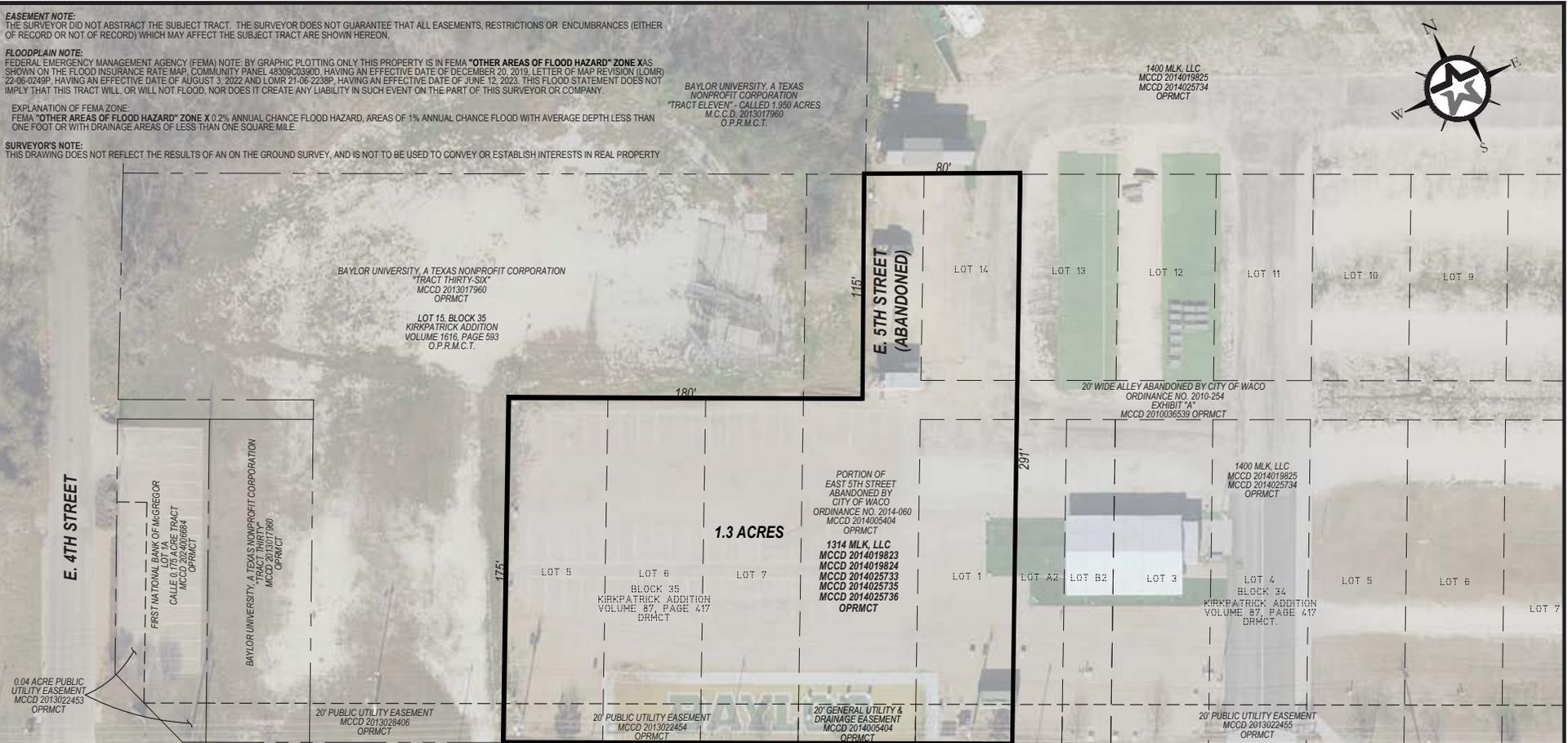


**EASEMENT NOTE:**  
THE SURVEYOR DID NOT ABSTRACT THE SUBJECT TRACT. THE SURVEYOR DOES NOT GUARANTEE THAT ALL EASEMENTS, RESTRICTIONS OR ENCUMBRANCES (EITHER OF RECORD OR NOT OF RECORD) WHICH MAY AFFECT THE SUBJECT TRACT ARE SHOWN HEREON.

**FLOODPLAIN NOTE:**  
FEDERAL EMERGENCY MANAGEMENT AGENCY (FEMA) NOTE: BY GRAPHIC PLOTTING ONLY THIS PROPERTY IS IN FEMA "OTHER AREAS OF FLOOD HAZARD" ZONE X AS SHOWN ON THE FLOOD INSURANCE RATE MAP, COMMUNITY PANEL 48309C0390D, HAVING AN EFFECTIVE DATE OF DECEMBER 20, 2019, LETTER OF MAP REVISION (LOMR) 22-06-0249P, HAVING AN EFFECTIVE DATE OF AUGUST 3, 2022 AND LOMR 21-06-2238P, HAVING AN EFFECTIVE DATE OF JUNE 12, 2023. THIS FLOOD STATEMENT DOES NOT IMPLY THAT THIS TRACT WILL, OR WILL NOT FLOOD, NOR DOES IT CREATE ANY LIABILITY IN SUCH EVENT ON THE PART OF THIS SURVEYOR OR COMPANY.

**EXPLANATION OF FEMA ZONE:**  
FEMA "OTHER AREAS OF FLOOD HAZARD" ZONE X 0.2% ANNUAL CHANCE FLOOD HAZARD, AREAS OF 1% ANNUAL CHANCE FLOOD WITH AVERAGE DEPTH LESS THAN ONE FOOT OR WITH DRAINAGE AREAS OF LESS THAN ONE SQUARE MILE.

**SURVEYOR'S NOTE:**  
THIS DRAWING DOES NOT REFLECT THE RESULTS OF AN ON THE GROUND SURVEY, AND IS NOT TO BE USED TO CONVEY OR ESTABLISH INTERESTS IN REAL PROPERTY



**ABBREVIATIONS**  
 DRMCT DEED RECORDS OF McLENNAN COUNTY, TEXAS  
 MCCD McLENNAN COUNTY CLERK'S DOCUMENT  
 OPRMCT OFFICIAL PUBLIC RECORDS OF McLENNAN COUNTY, TEXAS

**MARTIN LUTHER KING, JR. BLVD.**

**EXHIBIT  
1.3 ACRE TRACT**

LOCATED IN THE T.J. CHAMBERS SURVEY, ABSTRACT 7  
 IN THE CITY OF WACO, McLENNAN COUNTY, TEXAS  
 AND BEING ALL OF LOTS 5-7, BLOCK 35, LOT 1, BLOCK 34, KIRCKPARTICK ADDITION, ACCORDING TO THE PLAT  
 THEREOF RECORDED IN VOLUME 87, PAGE 417 OF THE DEED RECORDS OF McLENNAN COUNTY, TEXAS, A  
 PORTION OF THE ABANDONED EAST 5TH STREET AND A PORTION OF THE ABANDONED 20' ALLEY

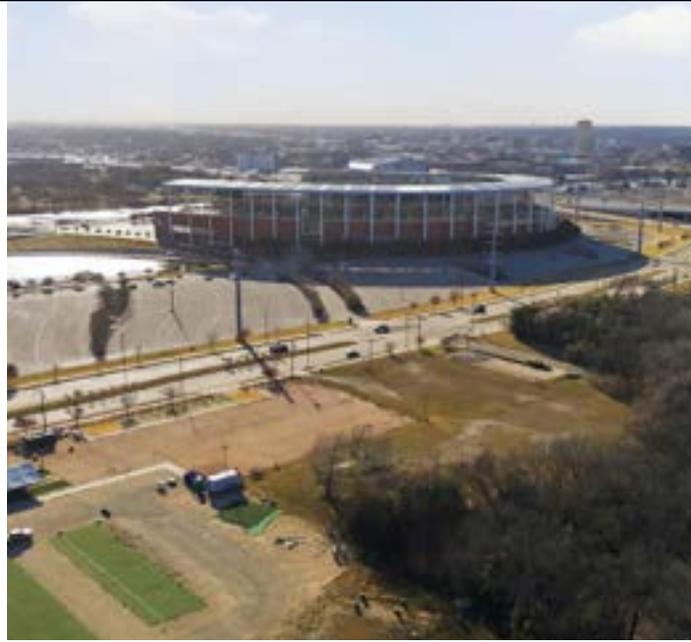
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823 Washington Ave. • Waco, Texas 76701  
 Phone: 1-254-714-1402 • T.B.P.E. Registration No. 8053  
 T.B.P.L.S. Registration No. 10032500

<p>GRAPHIC SCALE</p>		<p>REVISIONS</p> <table border="1"> <tr><td> </td><td> </td></tr> </table>										
PLAT NO.	B1-0611	DRAFT DATE	01/15/2025	FB/PG	N/A							
PROJ. NO.	N/A	TAB NO.	17x11	FIELD NOTE NO.	N/A							
DWG. NAME	1-02417BNDRY - MJP		DRAWN BY	MJP								

G:\SURVEYS\MIKEY\JOB NUMBER CAD DRAWINGS\1-02417BNDRY - MJP.DWG, 17X11-NO CERT, 1/15/2026 2:28:17 PM, mpowell, 1:1

# PHOTO GALLERY





DOWNTOWN WACO

INTERSTATE 35 | 101,166 VPD

S M.L.K JR BLVD

AVAILABLE  
1.3+/- ACRES



Click to view property

BOUNDARY LINES ARE APPROXIMATE



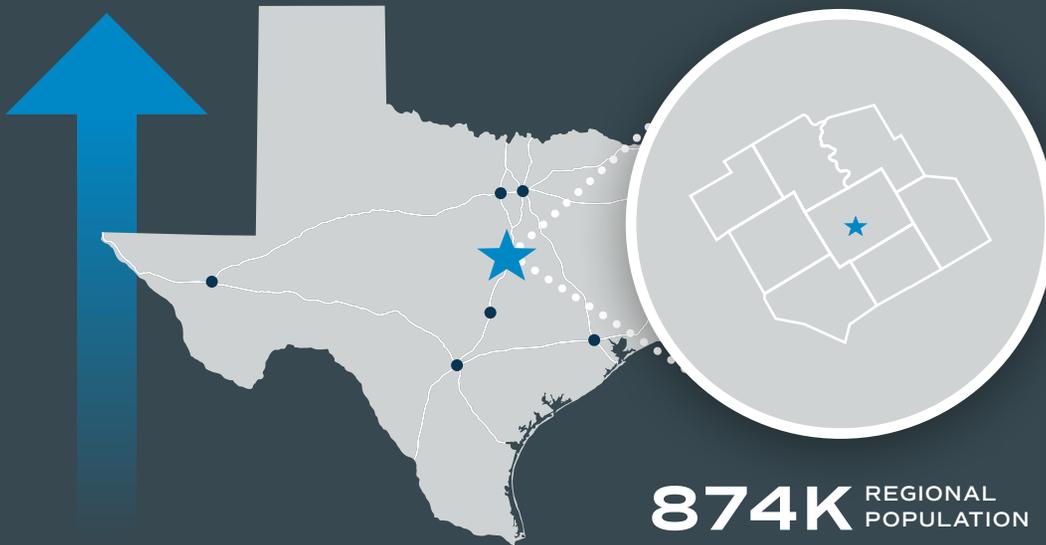
Jordan Beard SIOR  
jordan@cromwellcommercialgroup.com



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## REGIONAL HIGHLIGHTS

### TRAVEL

*2021 Direct Impact*

#### Visitors

1.7 million, 45% increase

#### Hotel Occupancy

Over 1 million rooms booked | 2nd highest in TX

#### Travel Spending

\$100 million

#### Employment

5,800 jobs

### TOURISM

#### Magnolia Market

Waco's #1 tourist draw

#### 2022 Visits

621 thousand visits

### EDUCATION

#### Colleges/Universities

5 in/near Waco

#### Baylor University

20,709 enrolled 08/22

13th largest university in Texas

### COST OF LIVING

#### Groceries

92.4

#### Transport

72.3

#### Utilities

97.2

#### Healthcare

101

"Earning...**\$35,000** in Waco [is] equivalent [to] **\$44,132** in Dallas or \$45,652 in Austin."



# Downtown Waco

- Continued Development

## WACO DOWNTOWN REDEVELOPMENT PROJECT

*“Creating a vibrant hub of culture, commerce, and community along the Brazos River”*

The Waco Downtown Redevelopment Project is a comprehensive 12 to 20 year initiative led by the City of Waco in partnership with Hunt Development Group, aimed at revitalizing downtown Waco into a vibrant, mixed-use urban area.

### Performing Art Center

From 2019 through 2022, the City of Waco conducted a feasibility study to outline the essential characteristics and funding needs of a Performing Arts Center in Waco. In late Fall of 2022, the City contracted with OMA Architecture to produce a detailed cost model and develop a refined concept of internal and external renderings and animations. This package is nearing completion, after which the fundraising portion of the campaign will commence.

### Proposed New Baseball Stadium

The proposed baseball stadium in downtown Waco is set to be a major catalyst for economic and community revitalization. Featuring a modern design with state-of-the-art amenities, the facility aims to attract visitors and boost local businesses. Beyond Baseball, the stadium will serve as a versatile venue for various events, enhancing Waco’s cultural and recreational landscape. The project promises to play a significant role in transforming Downtown Waco into a vibrant bustling destination.





SUBJECT PROPERTY

PROPOSED \$100M PERFORMING ARTS CENTER  
**BRAZOS RIVERFRONT 16 ACRE MIXED-USE \$100M MULTI-PHASE DEVELOPMENT**

RIVERFRONT RESTAURANTS

FOSTER PAVILION  
7,500 CAPACITY

BAYLOR CLUB  
McLANE STADIUM  
HOME OF THE BEARS  
1954

45,140 CAPACITY

Baylor  
BAYLOR LAW

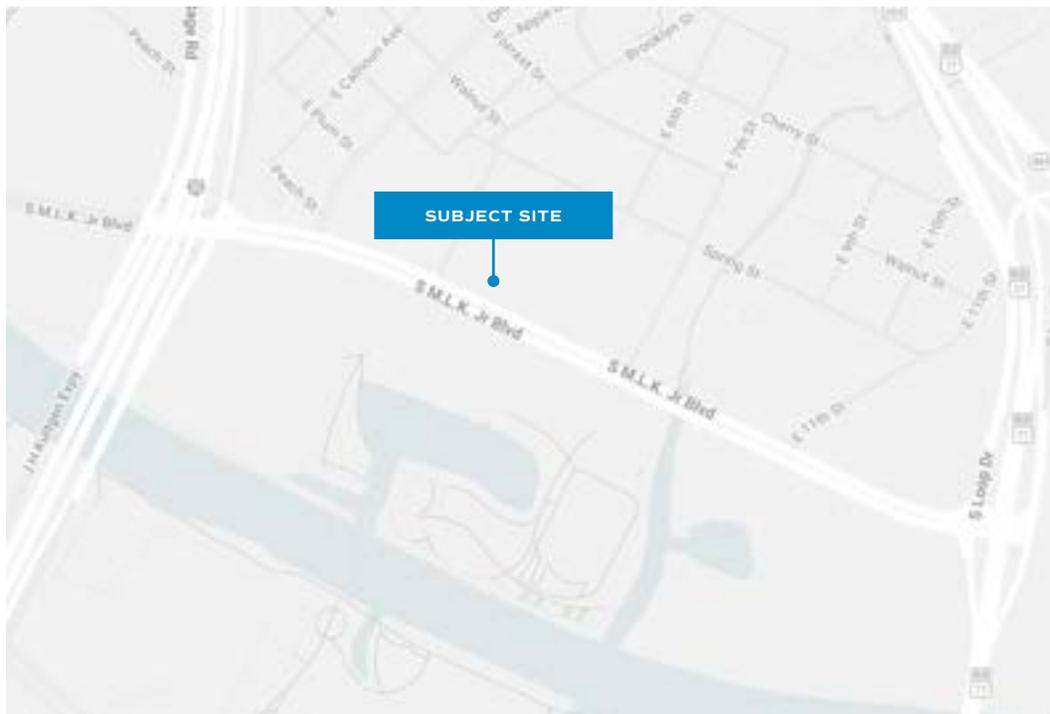
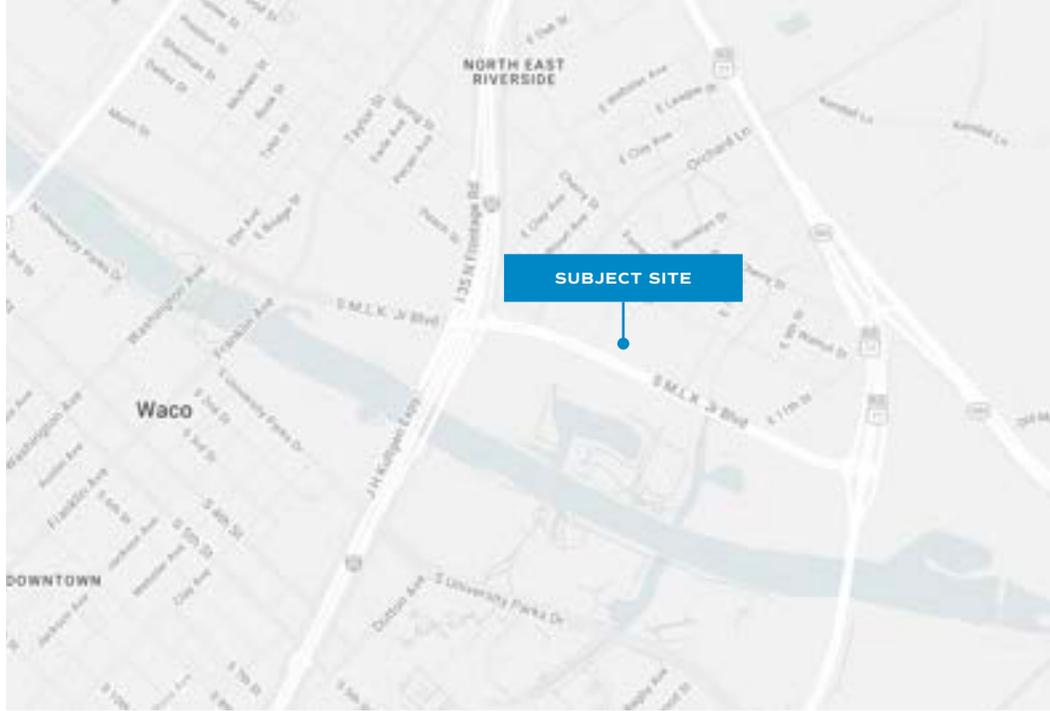
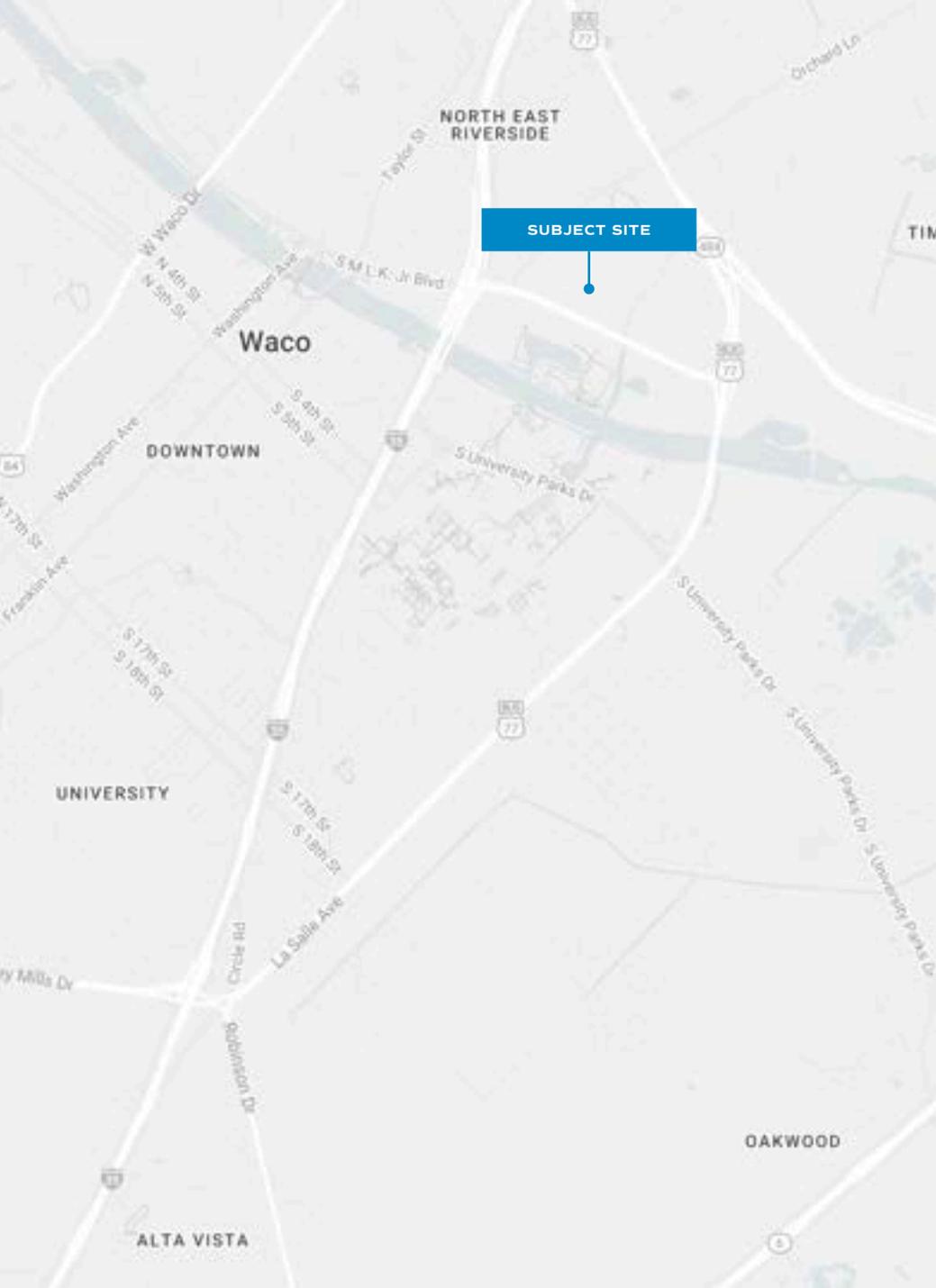
SIMPSON  
ATHLETICS COMPLEX

Mayborn

**Baylor University**  
20,626 TOTAL ENROLLMENT  
3,766 EMPLOYED FACULTY AND STAFF



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# CROMWELL

COMMERCIAL GROUP

**PRESENTED BY:**



**JORDAN BEARD** SIOB

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# Information About Brokerage Services

Texas law requires all real estate license holders to give the following information about brokerage services to prospective buyers, tenants, sellers and landlords.

## TYPES OF REAL ESTATE LICENSE HOLDERS:

- A **BROKER** is responsible for all brokerage activities, including acts performed by sales agents sponsored by the broker.
- A **SALES AGENT** must be sponsored by a broker and works with clients on behalf of the broker.

## A BROKER'S MINIMUM DUTIES REQUIRED BY LAW (A client is the person or party that the broker represents):

- Put the interests of the client above all others, including the broker's own interests;
- Inform the client of any material information about the property or transaction received by the broker;
- Answer the client's questions and present any offer to or counter-offer from the client; and
- Treat all parties to a real estate transaction honestly and fairly.

**WRITTEN AGREEMENTS ARE REQUIRED IN CERTAIN SITUATIONS:** A license holder who performs brokerage activity for a prospective buyer of residential property must enter into a written agreement with the buyer before showing any residential property to the buyer or if no residential property will be shown, before presenting an offer on behalf of the buyer. This written agreement must contain specific information required by Texas law. For more information on these requirements, see section 1101.563 of the Texas Occupations Code. **Even if a written agreement is not required, to avoid disputes, all agreements between you and a broker should be in writing and clearly establish: (i) the broker's duties and responsibilities to you and your obligations under the agreement; and (ii) the amount or rate of compensation the broker will receive and how this amount is determined.**

## A LICENSE HOLDER CAN REPRESENT A PARTY IN A REAL ESTATE TRANSACTION:

**AS AGENT FOR OWNER (SELLER/LANDLORD):** The broker becomes the property owner's agent through an agreement with the owner, usually in a written listing to sell or property management agreement. An owner's agent must perform the broker's minimum duties above and must inform the owner of any material information about the property or transaction known by the agent, including information disclosed to the agent by the buyer or buyer's agent. **An owner's agent fees are not set by law and are fully negotiable.**

**AS AGENT FOR BUYER/TENANT:** The broker becomes the buyer/tenant's agent by agreeing to represent the buyer, usually through a written representation agreement. A buyer's agent must perform the broker's minimum duties above and must inform the buyer of any material information about the property or transaction known by the agent, including information disclosed to the agent by the seller or seller's agent. **A buyer/tenant's agent fees are not set by law and are fully negotiable.**

**AS AGENT FOR BOTH - INTERMEDIARY:** To act as an intermediary between the parties the broker must first obtain the written agreement of *each party* to the transaction. The written agreement must state who will pay the broker and, in conspicuous bold or underlined print, set forth the broker's obligations as an intermediary. A broker who acts as an intermediary:

- Must treat all parties to the transaction impartially and fairly;
- May, with the parties' written consent, appoint a different license holder associated with the broker to each party (owner and buyer) to communicate with, provide opinions and advice to, and carry out the instructions of each party to the transaction.
- Must not, unless specifically authorized in writing to do so by the party, disclose:
  - o that the owner will accept a price less than the written asking price;
  - o that the buyer/tenant will pay a price greater than the price submitted in a written offer; and
  - o any confidential information or any other information that a party specifically instructs the broker in writing not to disclose, unless required to do so by law.

## A LICENSE HOLDER CAN SHOW PROPERTY TO A BUYER/TENANT WITHOUT REPRESENTING THE BUYER/TENANT IF:

- The broker has not agreed with the buyer/tenant, either orally or in writing, to represent the buyer/tenant;
  - The broker is not otherwise acting as the buyer/tenant's agent at the time of showing the property;
  - The broker does not provide the buyer/tenant opinions or advice regarding the property or real estate transactions generally; and
  - The broker does not perform any other act of real estate brokerage for the buyer/tenant.
- Before showing a residential property to an unrepresented prospective buyer, a license holder must enter into a written agreement that contains the information required by section 1101.563 of the Texas Occupations Code. The agreement may not be exclusive and must be limited to no more than 14 days.

**LICENSE HOLDER CONTACT INFORMATION:** This notice is being provided for information purposes. It does not create an obligation for you to use the broker's services. Please acknowledge receipt of this notice below and retain a copy for your records.

<b>Coldwell Banker Apex, Realtors</b>	590914-BB	License No.	lori@cbapex.com	Email	254-313-0000	Phone
Name of Sponsoring Broker (Licensed Individual or Business Entity)	Lori Arnold	323729-B	lori@cbapex.com	Email	254-313-0000	Phone
Name of Designated Broker of Licensed Business Entity, if applicable	Kathy Schroeder	269763-B	kathy@cbapex.com	Email	254-776-0000	Phone
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Name of Sales Agent/Associate		License No.		Email		Phone

Buyer/Tenant/Seller/Landlord Initials

Date