

CLAY FULLER | LUKE HOLLER | STEFAN LEROW

520 S UNIVERSITY PARKS DR, WACO, TX 76701

Riverfront Lofts Retail Space | 2,693 SF & 4,187 SF & 6,000 SF

FOR LEASE

riverfront WACO | CROMWELL COMMERCIAL GROUP

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PROPERTY OVERVIEW

Riverfront Lofts Retail represents the newest and most dynamic addition to downtown Waco's urban landscape. Strategically centered around Brazos Commons Park, the Waco Farmer's Market, the Waco Riverwalk, and Baylor University's Foster Pavilion and Basketball Arena, this thoughtfully planned mixed-use district will offer a curated blend of residential, hospitality, dining, and commercial spaces. Designed with walkability and visual appeal in mind, Riverfront Waco creates a cohesive, pedestrian-oriented environment. Blending the charm of a small town with the energy of a revitalized downtown, it is poised to become a premier destination for both residents, retail tenants and visitors seeking a vibrant sports, entertainment and lifestyle destination.

- Retail Suites & Stand Alone Space Available
- 393 residential units

PROPERTY HIGHLIGHTS

PROPERTY
Riverfront Lofts Retail

LOCATION
520 S University Parks Dr, Waco, TX 76701

PROPERTY TYPE
Retail | Restaurant

MARKET
Downtown Waco

SUBMARKET
Riverfront Development

ZONING
PD | C-2

AVAILABLE SPACE
Suite 100: 4,187 SF
Suite 300: 2,693 SF
Stand Alone: 6,000 SF

LEASE RATE
Call for Pricing

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The Riverfront District

Centered around the Brazos Commons Park and along the new Brazos Riverwalk and Baylor's Foster Pavilion and Basketball Arena, the Riverfront District is Waco's newest addition to its vibrant Downtown scene.

A mixed-use urban village, the district serves as the beating heart of the city, connecting visitors to some of the most exciting attractions through a dynamic walking environment.

Riverfront is a community for Wacoans and visitors alike, having optimal green spaces and tree-lined streets through a collage of small-town allure and downtown accents.

Crafted for work and play within a regional entertainment destination, the Riverfront District currently offers urban loft residence, restaurant space, meeting facilities, special event, community and Baylor's sports & performance venue.

To activate the street scene even further, we are curating a unique assembly of retail and restaurants, including stand-alone positions on the river itself.

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Site Plan

SUITE AVAILABILITY:

Suite 600 - Curry Up & Wok This Way
LEASED

Suite 500 - Drybar
LEASED

Suite 300
Size: 2,693 SF
Divisible
Designated Use: Restaurant, Retail, Office

Suite 100
Size: 4,187 SF
Divisible
Designated Use: Restaurant, Retail, Office



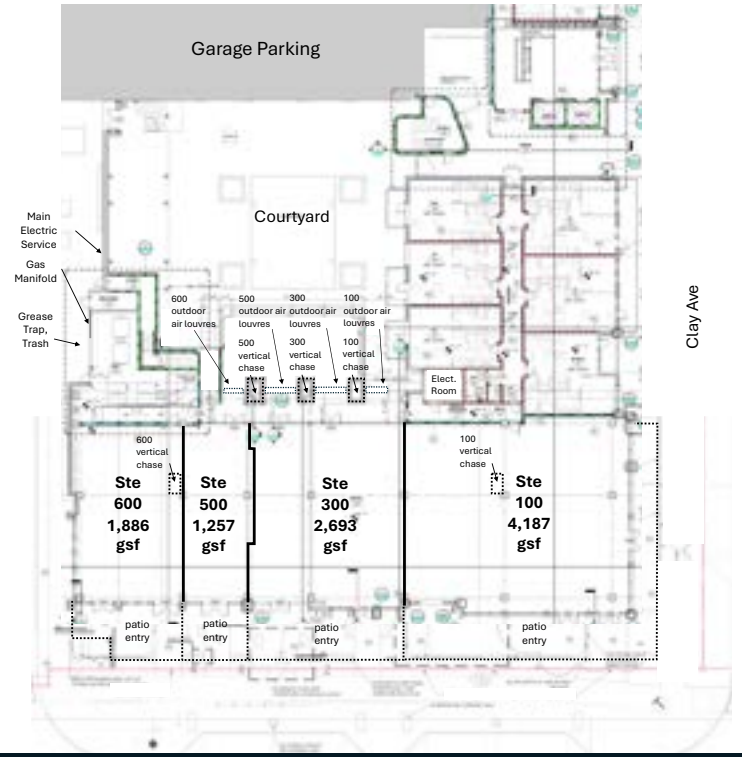

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PHOTO GALLERY













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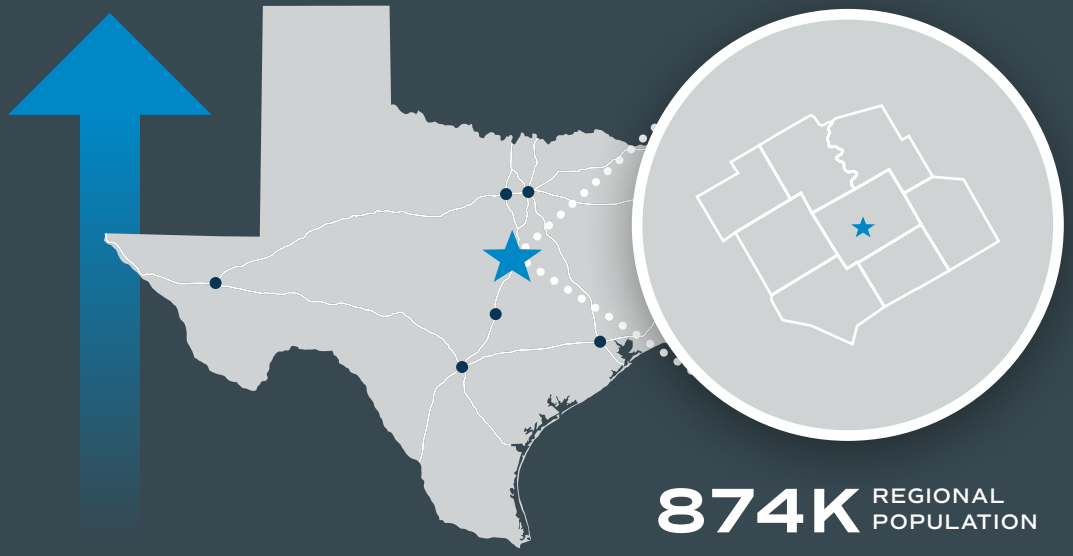

REGIONAL HIGHLIGHTS

TRAVEL

2021 Direct Impact

Visitors
1.7 millon, 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

2023 Visits
825 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

Utilities
97.2

Transport
72.3

Healthcare
101

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

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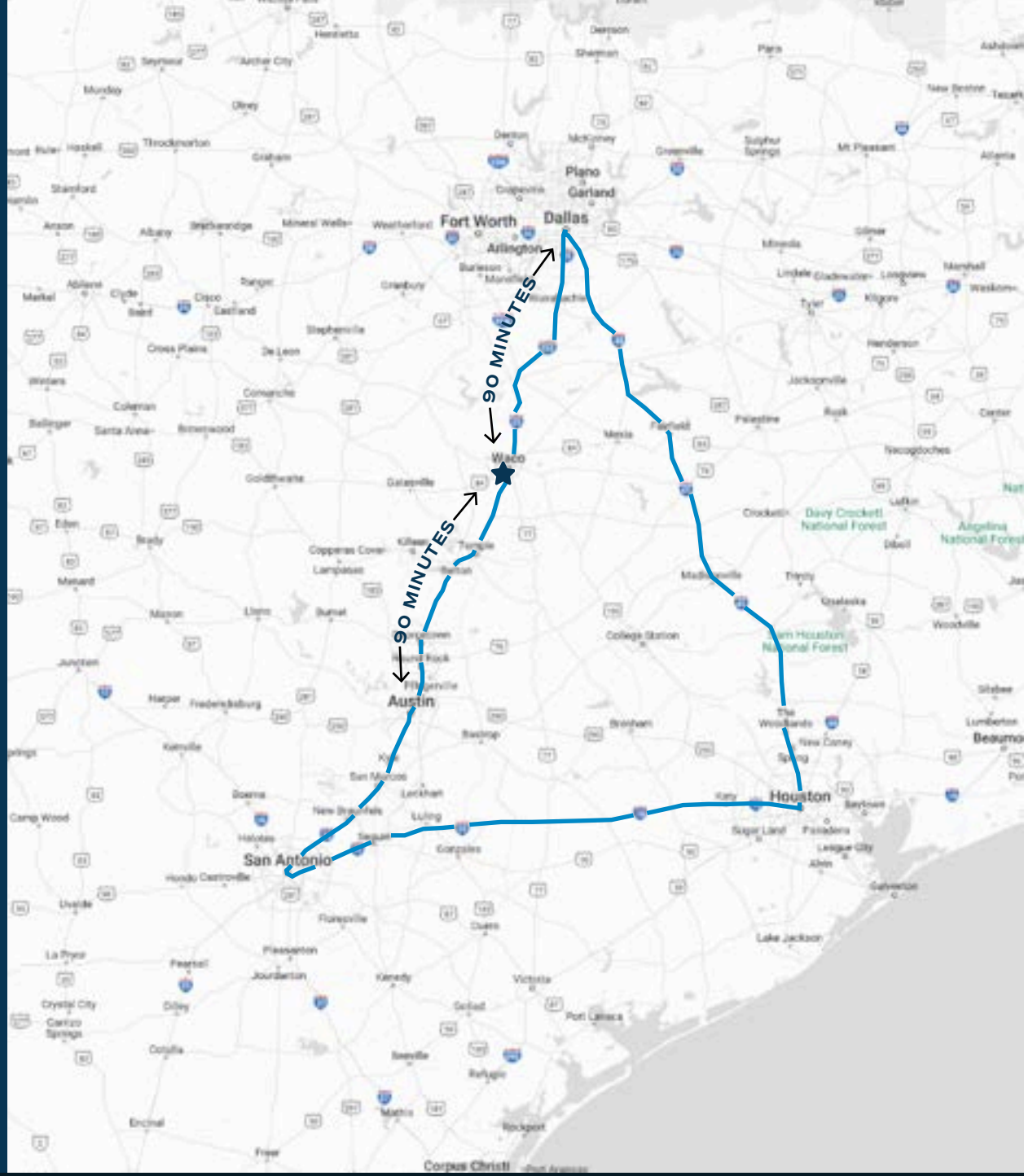
Texas Triangle Growth Corridor

- Centrally located within the Texas Triangle
  - The Texas Triangle, contains the state's five largest cities and is home to over half of the state's population. Formed by the state's four main urban centers, Austin, Dallas-Fort Worth, Houston and San Antonio, connected by Interstate 45, Interstate 10, and Interstate 35.
- Close Proximity to Interstate 35
- 90 Minutes from Austin & Dallas
- Waco MSA Population: 307,123
- Dallas-Fort Worth MSA Population: 8.34 Million
- Austin MSA Poplution: 2.5 Million
- San Antonio Population: 2.7 Million
- Houston MSA Population: 7.5 Million



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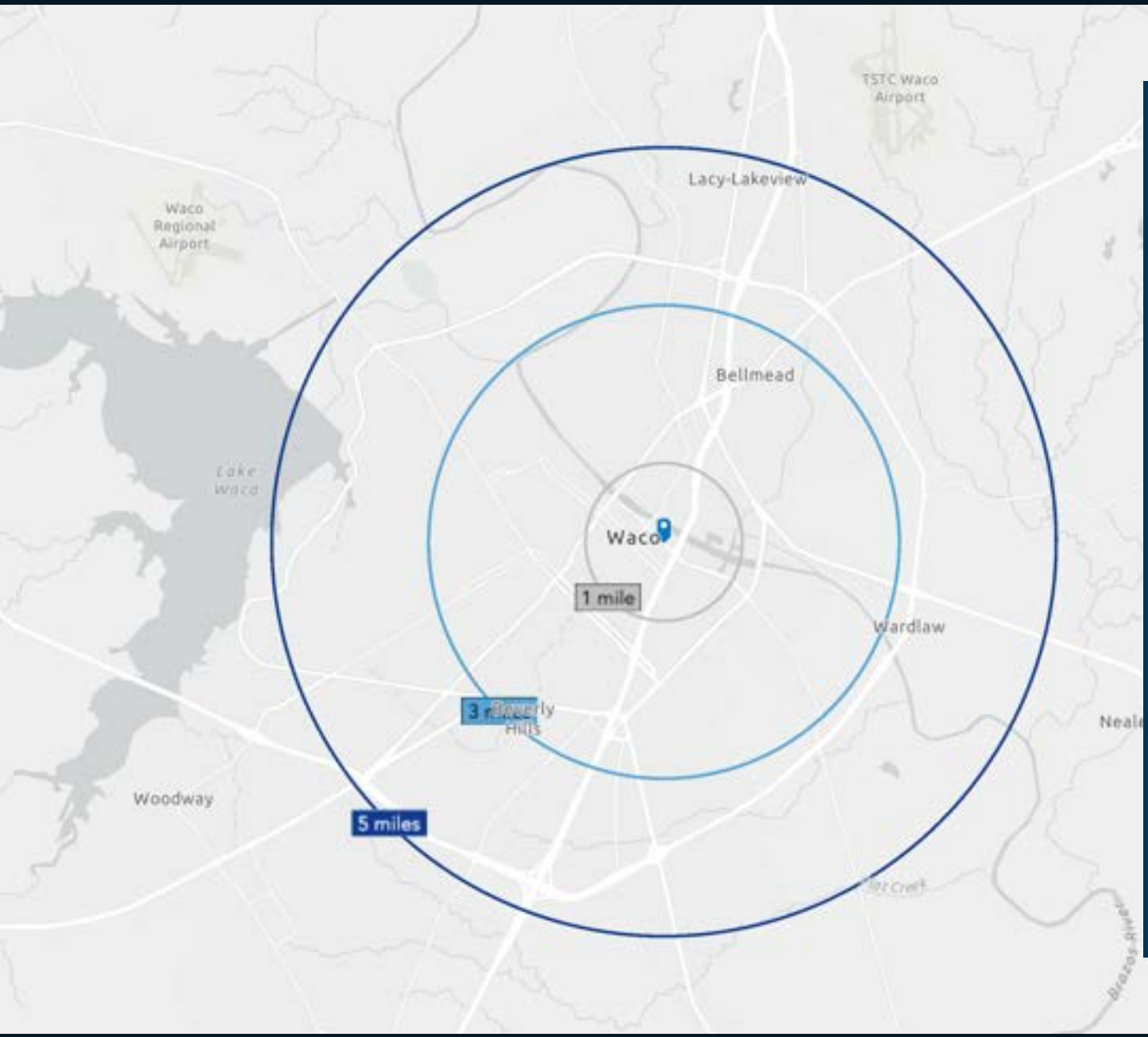
DEMOGRAPHICS



DEMOGRAPHIC OVERVIEW

POPULATION

	-1mi	-3mi	-5mi
2020 Population	10,079	68,530	123,175
2024 Population	10,584	70,412	126,717
2029 Population	11,070	71,909	129,644

Median Age
31

ADJACENT UNIVERSITY POPULATION

Student Population	20,626
Faculty & Staff Population	3,766

Average Cost of Attendance at Baylor University is $80K+ annually.

ECONOMIC EXPENDITURES GROWTH DOWNTOWN MARKET AREA

Total Expenditures

2025 Demand + $41.8M

Retail & Food Expenditures

2025 Demand + $13.1M

For more Economic Development information, Click Here.

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Downtown Waco

- Continued Development

WACO DOWNTOWN REDEVELOPMENT PROJECT

"Creating a vibrant hub of culture, commerce, and community along the Brazos River"

The Waco Downtown Revelopment Project is a comprehensive 12 to 20 year initiative led by the City of Waco in partnership with Hunt Development Group, aimed at revitalizing dontown 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 deign 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 busting destination.





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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.

Catalyst Urban Development operates on the belief that truly successful urban and mixed-use development requires skill in the creation of memorable places, customized finance, and public/private collaboration. This combination of expertise has resulted in Catalyst's leading portfolio of residential, mixed-use and transit-oriented developments.

With successful developments all across Texas, Riverfront Waco is the next Catalyst Urban Group project set to open Summer 2025.



VILLAGE OF ROWLETT

Downtown Rowlett, Texas



BURNETT LOFTS

Fort Worth, Texas



101 CENTER

Downtown Arlington, Texas

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11-03-2025

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:
  - that the owner will accept a price less than the written asking price;
  - that the buyer/tenant will pay a price greater than the price submitted in a written offer; and
  - 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.

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Name of Sales Agent/Associate	License No.	Email	Phone

Buyer/Tenant/Seller/Landlord Initials		Date