



CLAY FULLER | LUKE HOLLER | STEFAN LEROW

520 S UNIVERSITY PARKS DR, WACO, TX 76701

Riverfront Lofts Retail Space | Ranging from 1,213 SF - 10,220 SF

FOR LEASE



CROMWELL
COMMERCIAL GROUP

Information contained herein is believed to be true and correct and was obtained from sources believed to be reliable. Coldwell Banker, its agents or sub-agents, makes no warranties, expressly or implied, pertaining to the information contained herein. It is submitted subject to the possibility of errors, omissions, change of price, rental or other conditions, prior to sale, lease or financing, or withdrawal without notice.

COLDWELL BANKER, APEX REALTORS



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 delivery Q3 2025
- 6,000 SF Restaurant in LOI
- 389 residential units, 266 complete and 127 opening Summer 2025

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

1,213 SF - 10,220 SF

LEASE RATE

Call for Pricing



Clay Fuller

clay@cromwellcommercialgroup.com

Luke Holler

luke@cromwellcommercialgroup.com

Stefan LeRow

stefan@cromwellcommercialgroup.com





Clay Fuller
clay@cromwellcommercialgroup.com

Luke Holler
luke@cromwellcommercialgroup.com

Stefan LeRow
stefan@cromwellcommercialgroup.com





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.



Clay Fuller
clay@cromwellcommercialgroup.com

Luke Holler
luke@cromwellcommercialgroup.com

Stefan LeRow
stefan@cromwellcommercialgroup.com



Site Plan

SUITE AVAILABILITY:

Suite 600

Size: 1,991 SF

Can be combined with Suite 500

Designated Use: Restaurant, Retail, Office

Suite 500

Size: 1,213 SF

Can be combined with Suite 600

Designated Use: Restaurant, Retail, Office

Suite 400

Size: 1,152 SF

Designated Use: Restaurant, Retail, Office

Suite 300

Size: 1,702 SF

Designated Use: Restaurant, Retail, Office

Suite 200

Size: 1,807 SF

Can be combined with Suite 100

Designated Use: Restaurant, Retail, Office

Suite 100

Size: 2,355 SF

Can be combined with Suite 200

Designated Use: Restaurant, Retail, Office



Clay Fuller

clay@cromwellcommercialgroup.com

Luke Holler

luke@cromwellcommercialgroup.com

Stefan LeRow

stefan@cromwellcommercialgroup.com





 [Click to view property](#)



Clay Fuller
clay@cromwellcommercialgroup.com

Luke Holler
luke@cromwellcommercialgroup.com

Stefan LeRow
stefan@cromwellcommercialgroup.com



PHOTO GALLERY

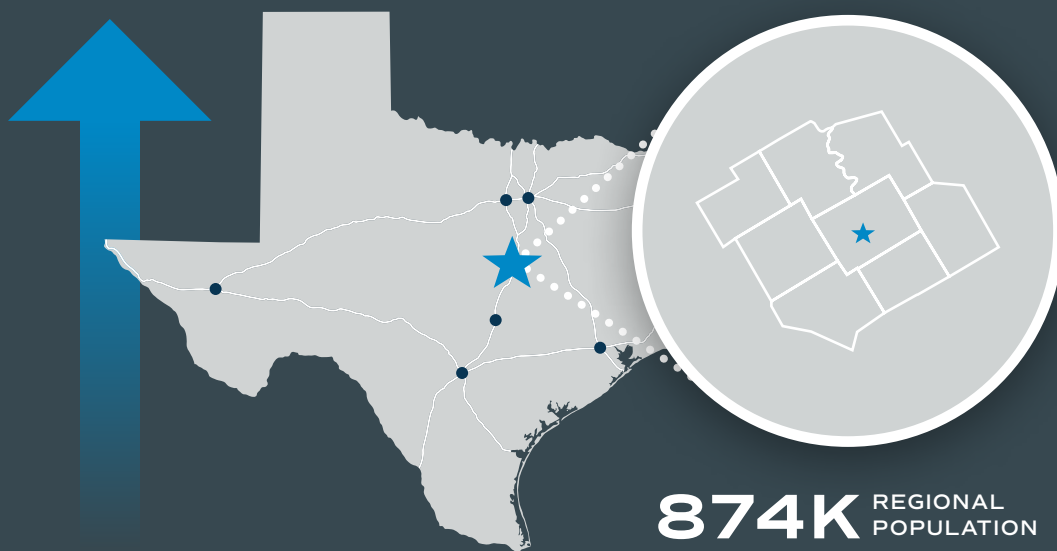


Clay Fuller
clay@cromwellcommercialgroup.com

Luke Holler
luke@cromwellcommercialgroup.com

Stefan LeRow
stefan@cromwellcommercialgroup.com





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

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

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**."



Clay Fuller

clay@cromwellcommercialgroup.com

Luke Holler

luke@cromwellcommercialgroup.com

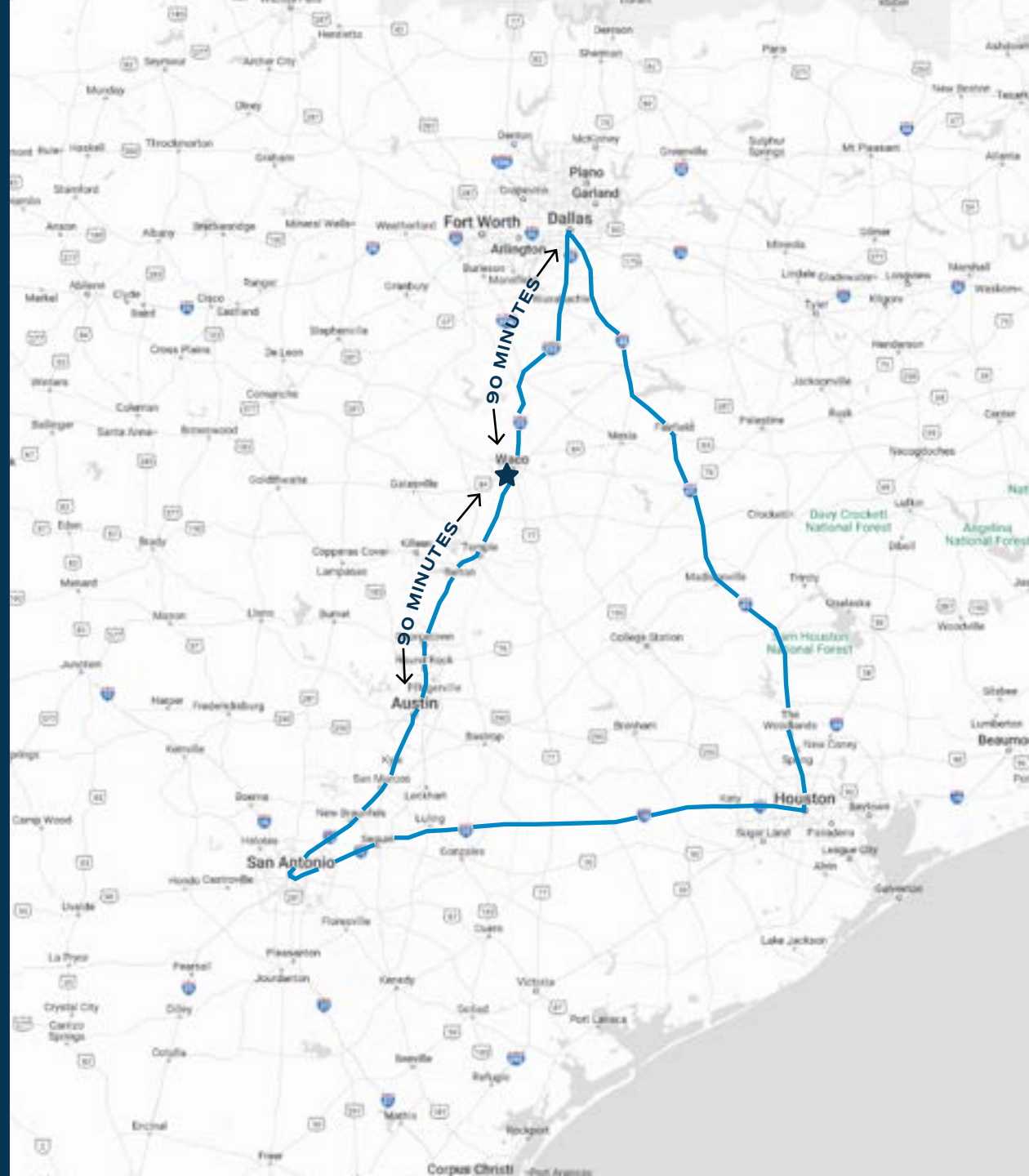
Stefan LeRow

stefan@cromwellcommercialgroup.com



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 Population: 2.5 Million
- San Antonio Population: 2.7 Million
- Houston MSA Population: 7.5 Million



Clay Fuller

clay@cromwellcommercialgroup.com

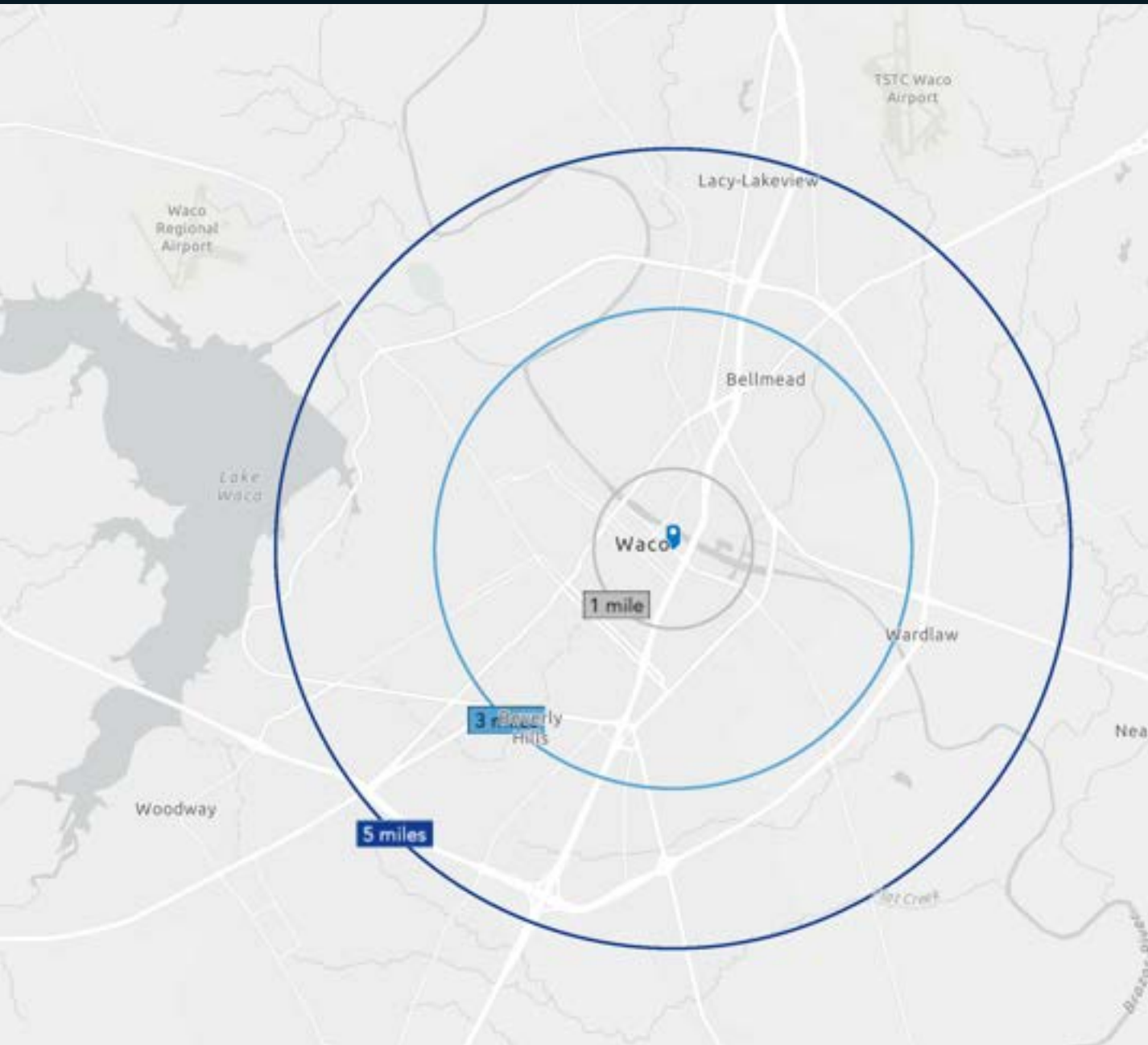
Luke Holler

luke@cromwellcommercialgroup.com

Stefan LeRow

stefan@cromwellcommercialgroup.com





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

ADJACENT UNIVERSITY POPULATION

Student Population	20,626
Faculty Population	1,570



Median Age
31

HOUSEHOLDS

	-1mi	-3mi	-5mi
2020 Households	2,529	24,037	46,192
2024 Households	2,657	24,950	47,927
2029 Households	2,948	25,959	49,773

AVERAGE HOUSEHOLD INCOME

	-1mi	-3mi	-5mi
2023 Income	\$50,347	\$51,831	\$62,908



Clay Fuller
clay@cromwellcommercialgroup.com

Luke Holler
luke@cromwellcommercialgroup.com

Stefan LeRow
stefan@cromwellcommercialgroup.com



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.



Clay Fuller

clay@cromwellcommercialgroup.com

Luke Holler

luke@cromwellcommercialgroup.com

Stefan LeRow

stefan@cromwellcommercialgroup.com



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



Clay Fuller

clay@cromwellcommercialgroup.com

Luke Holler

luke@cromwellcommercialgroup.com

Stefan LeRow

stefan@cromwellcommercialgroup.com



CROMWELL

COMMERCIAL GROUP

PRESENTED BY:



CLAY FULLER

C: 512.774.9701

O: 254.313.0000

E: clay@cromwellcommercialgroup.com

W: cromwellcommercialgroup.com



LUKE HOLLER

C: 714.423.6540

O: 254.313.0000

E: luke@cromwellcommercialgroup.com

W: cromwellcommercialgroup.com



STEFAN LEROW

C: 254.379.4423

O: 254.313.0000

E: stefan@cromwellcommercialgroup.com

W: cromwellcommercialgroup.com



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.

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 or subagent 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.

AS SUBAGENT: A license holder acts as a subagent when aiding a buyer in a transaction without an agreement to represent the buyer. A subagent can assist the buyer but does not represent the buyer and must place the interests of the owner first.

TO AVOID DISPUTES, ALL AGREEMENTS BETWEEN YOU AND A BROKER SHOULD BE IN WRITING AND CLEARLY ESTABLISH:

- The broker's duties and responsibilities to you, and your obligations under the representation agreement.
- Who will pay the broker for services provided to you, when payment will be made and how the payment will be calculated.

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.

Coldwell Banker Apex, Realtors	0590914	lori@cbapex.com	254-313-0000
Licensed Broker /Broker Firm Name or Primary Assumed Business Name	License No.	Email	Phone
Lori Arnold	0590914	lori@cbapex.com	254-313-0000
Designated Broker of Firm	License No.	Email	Phone
Kathy Schroeder	269763	kathy@cbapex.com	254-776-0000
Licensed Supervisor of Sales Agent/ Associate	License No.	Email	Phone
Clay Fuller	666232	clay@cromwellcommercialgroup.com	254-313-0000
Sales Agent/Associate's Name	License No.	Email	Phone

Buyer/Tenant/Seller/Landlord Initials _____ Date _____