

+/- 45 Acres Available

2300 New Rd, Waco, TX 76711

LOCATION

S New Rd & I-35
Waco, Texas 76711

SIZE

+/- 45 Acres Available
- Will Divide

TRAFFIC COUNTS

(TXDOT '22)

S New Rd: 19,741 VPD
I-35: 115,354 VPD

DEMOGRAPHICS

1 mile 3 mile 5 mile

2023 Population 9,407 60,455 140,852

Total Households 3,766 22,996 52,997

Average HH Income \$64,350 \$62,251 \$73,770

HIGHLIGHTS

- Asking Price - Please call broker
- Location, Location, Location. Growing area of Waco. Newly opened Top Golf, Main Event, and Cinemark Theatre across the street
- Zoning: Medium Density Residential Office Flex: Duplexes, townhouses, condos and apartments with a maximum density of 25 units per acre
- Other Potential Uses: Senior Living, Build-To-Rent.
- Buyer to confirm zoning with the City of Waco.

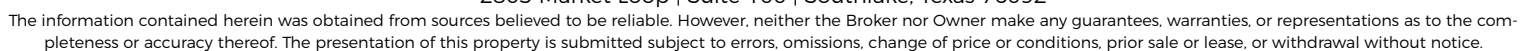
CONTACT

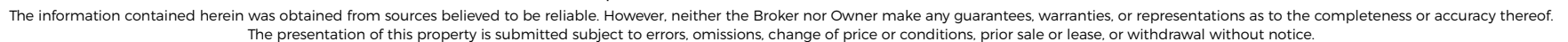
Jim Leatherwood - Managing Partner / Broker
Silver Oak Commercial Realty

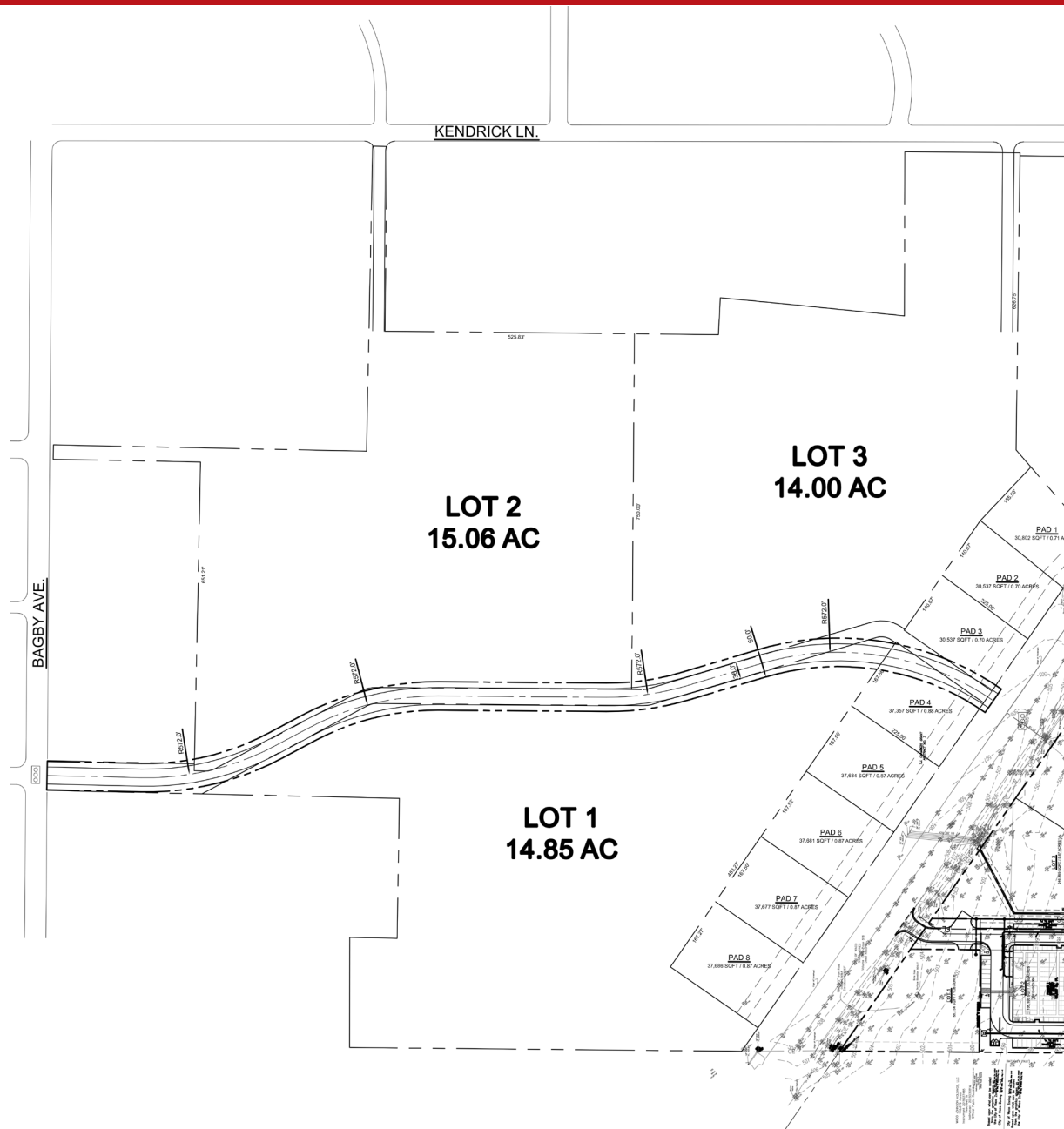
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DEMOGRAPHIC SUMMARY

76711, Waco, Texas
Drive time of 60 minutes

KEY FACTS

849,186

Population

35.0

Median Age



310,899

Households

\$51,275

Median Disposable Income

EDUCATION

11.0%

No High School Diploma



29.2%

High School Graduate



33.5%

Some College/
Associate's Degree



26.3%

Bachelor's/Grad/
Prof Degree

INCOME



\$58,835

Median Household Income



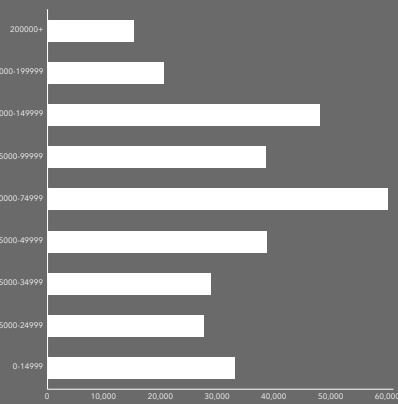
\$30,838

Per Capita Income



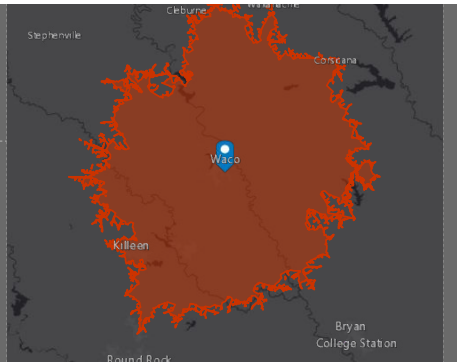
\$100,125

Median Net Worth



HOUSEHOLD INCOME

Source: This infographic contains data provided by Esri (2023, 2028). © 2024 Esri



EMPLOYMENT

59.0%

White Collar

26.2%

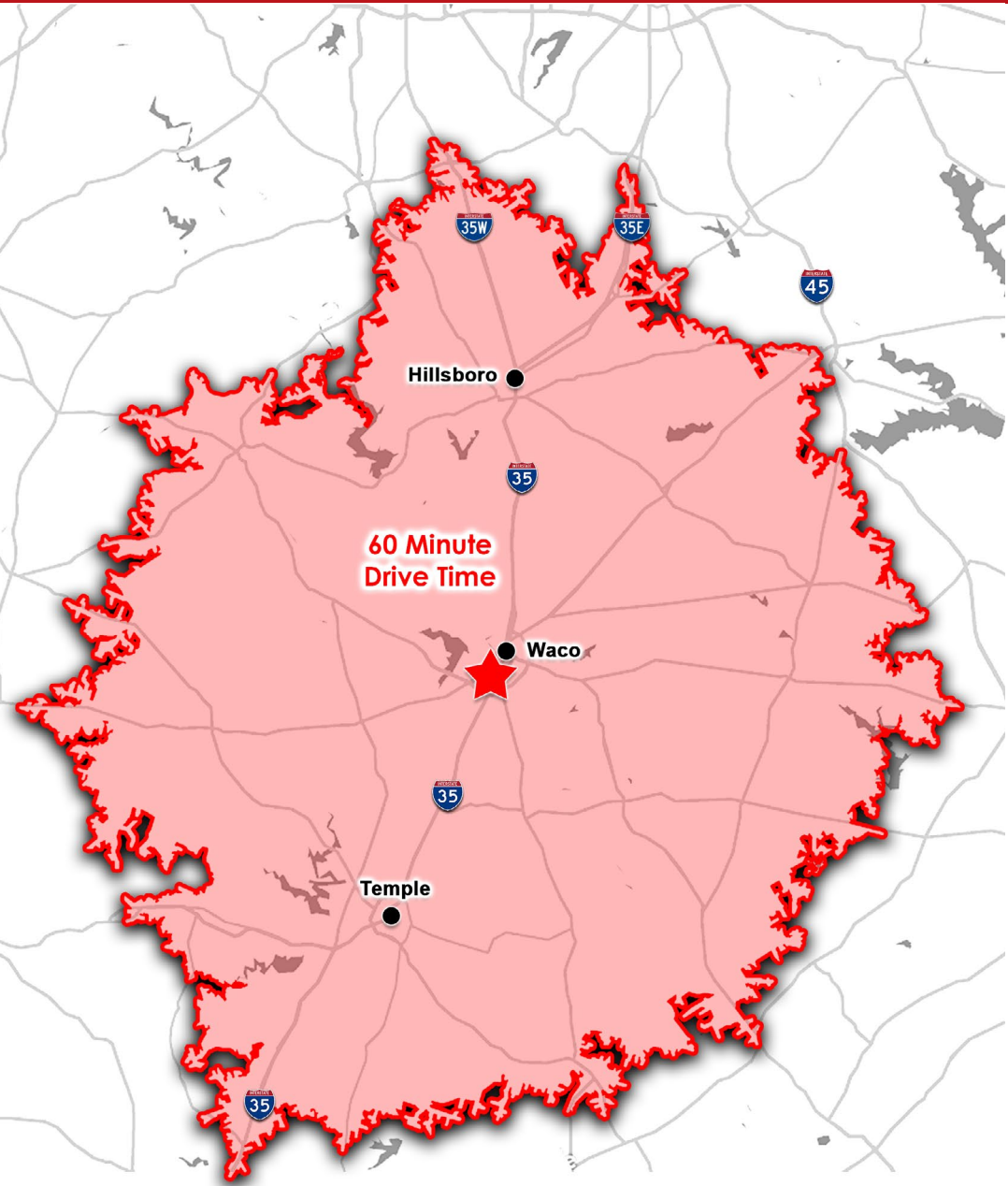
Blue Collar

18.3%

Services

4.5%

Unemployment Rate



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INTERSTATE 35



- I-35 stretches from Laredo, Texas, on the American-Mexican border to Duluth, Minnesota.
- At 1,568 mi (2,523 km), Interstate 35 is the ninth-longest Interstate Highway following Interstate 94, and it is the third-longest north-south Interstate Highway, following Interstate 75 and Interstate 95.
- In Texas, the campuses of the University of Texas at Austin and Baylor University in Waco are located adjacent to I-35.
- In Waco, Interstate 35 is known as the Jack Kultgen Freeway. I-35 has six to eight lanes through the city of Waco. It passes just to the west of the Baylor University campus and crosses the Brazos River adjacent to McLane Stadium, the new home of Baylor Bears football.



INTERSTATE 35 EXPANSION

Interstate 35 through Central Texas is undergoing major expansion and renovation. The project is known as 'Main Street Texas', which is part of the larger scale 'My35' expansion plan. The 'Main Street' project primarily focuses on expanding the number of main lanes from four to six through McLennan and Bell counties. It also calls for complete replacement of the main lane bridges over the Brazos River, and extensive renovations to frontage roads and interchanges throughout the corridor.

Funding for the project has been secured, with the exception of the portion of freeway to be renovated through the Downtown Waco area. \$280 million in funding has yet to be secured for that section of the project.

ESTIMATED 2025 SITE GROWTH:

	1 mile	3 mile	5 mile
Population	15,629	61,849	121,659
Total Households	5,341	22,042	45,733
Average HH Income	\$37,238	\$49,196	\$60,103

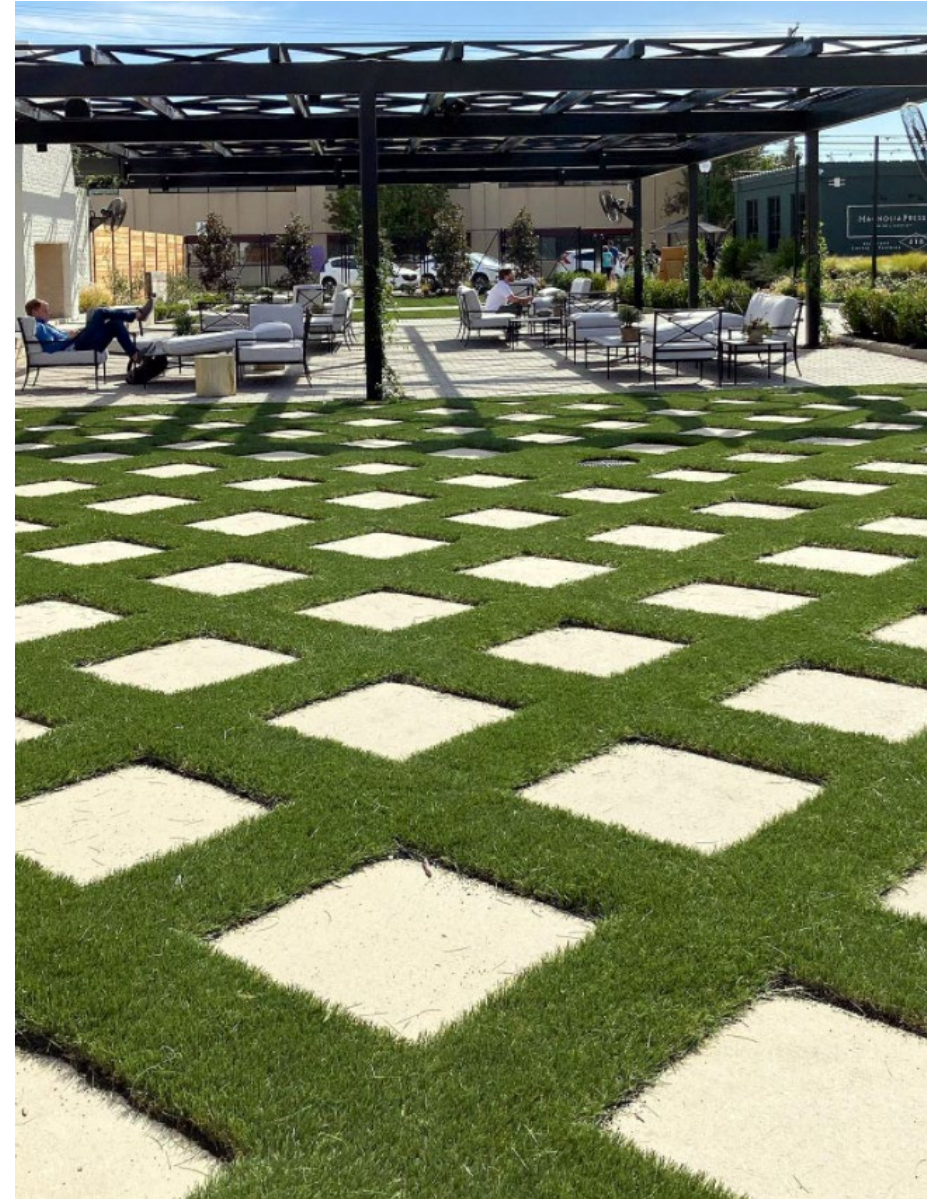
BAYLOR UNIVERSITY

Baylor University is a 735 acre private Baptist university, and a nationally ranked liberal arts institution. Chartered in 1845 by the Republic of Texas, Baylor is the oldest, continually operating university in the state. Though 80 percent of Baylor students come from within Texas, it is home to students from 48 states and 86 countries. Graduates include founders of Fortune 500 Companies, prominent politicians – including five former Texas Governors, athletes, performers and authors. The oldest continuously operating University in the State of Texas, Baylor alumni include the founder of People Magazine, five Texas governors, CEO of Oracle Corporation, best-selling authors, Fortune 500 leaders, Nobel Prize winners, Olympians, professional sports stars, and of course, Chip and Joanna Gaines.



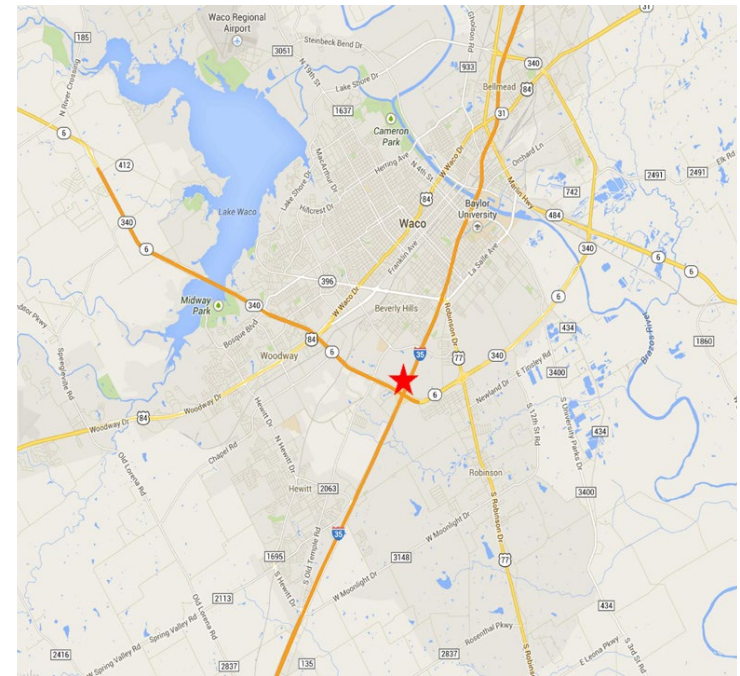
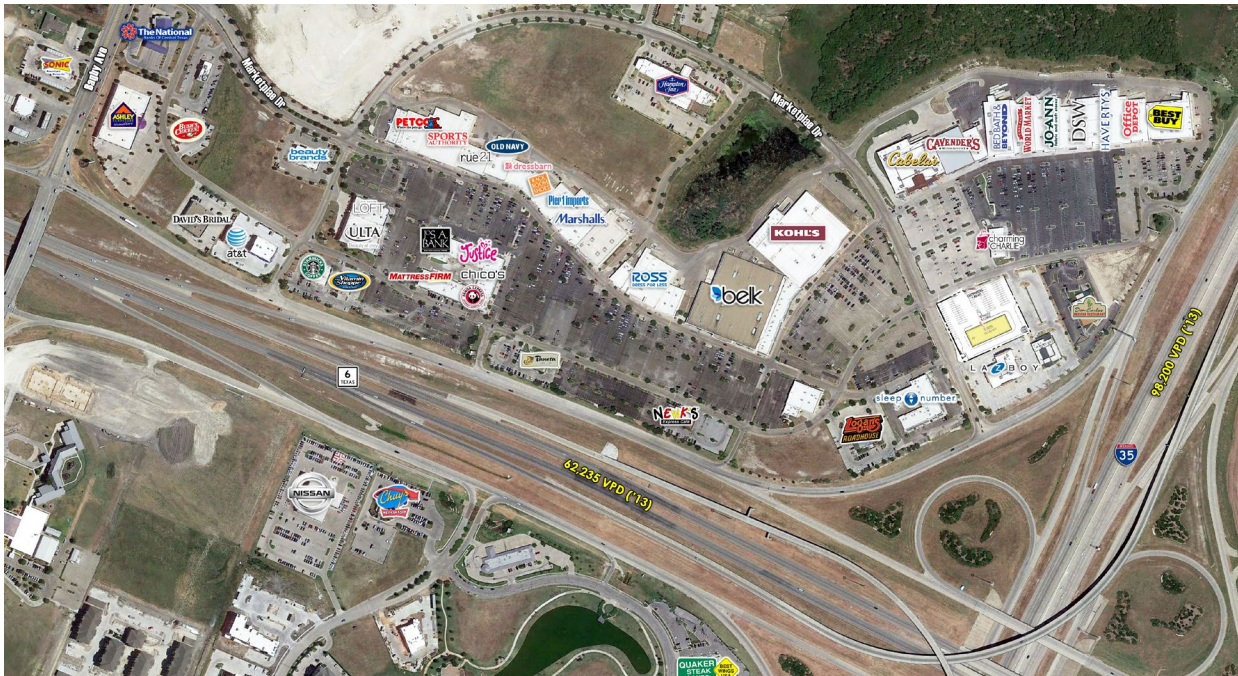
MAGNOLIA MARKET

The popular TV stars of the show Fixer Upper, Chip and Joanna Gaines, own several businesses in Waco including the Magnolia Market at the Silos, Magnolia Table, Magnolia Press, Silos Baking Co., The Little Shop on Bosque, and Magnolia Realty. In addition, they have product lines for furniture, furnishings, paint, and home decor line at Target. They have several best selling books. Due to their popularity, the Magnolia Silos became an instant attraction as soon as their doors opened in October 2015. Thousands of visitors make the trek to the Silos each week hoping to catch a glimpse of Chip and Joanna or find some of the great decorative items featured on the show. In addition to the Magnolia Market, visitors can play games on the lawn, grab a bite to eat in the food truck park, have a tasty cupcake at Silos Baking Co., or take a stroll through the garden and shop at Magnolia Seed & Supply.



Central Texas Marketplace features fashion retailers, home furnishing shops, and a variety of dining opportunities. 1 mile away from site location.

CENTRAL TEXAS MARKETPLACE





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.

2-10-2025



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:
 - 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.

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.

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Licensed Supervisor of Sales Agent/ Associate	License No.	Email	Phone
Sales Agent/Associate's Name	License No.	Email	Phone
Buyer/Tenant/Seller/Landlord Initials		Date	