



NOW OPEN:  **BLACK RIFLE
COFFEE COMPANY**

ANCHORED BY:



CINEMARK



COTTONWOOD CREEK MARKET

Retail, Restaurant, and Pad Opportunities in Waco's Newest Entertainment Destination

NWQ of I-35 S. and W. Loop 340/Highway 6 | Waco, Texas

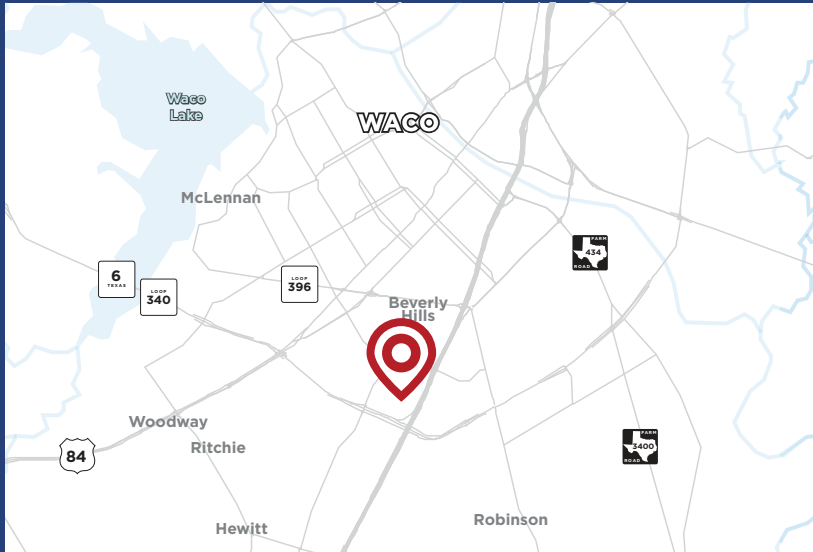
Nina Kuhn-Irwin | 713.840.8244

Land Brokerage | Development | Leasing | Investment Sales | Asset Management | Tenant Representation | Multifamily Development

COTTONWOOD CREEK MARKET

PROJECT HIGHLIGHTS

WACO, TEXAS



13%
POPULATION
GROWTH
WITHIN 3 MILES
SINCE 2020

2020 Census, 2023 Estimates with
Delivery Statistics as of 04/23



\$83K
AVERAGE
HOUSEHOLD
INCOME
IN TRADE AREA



698,296
CURRENT
POPULATION
IN TRADE AREA

STEADY RESIDENTIAL GROWTH

48,531 CURRENT HOUSEHOLDS & 1% GROWTH
54% OWNER-OCCUPIED HOUSING & 45% RENTER-OCCUPIED
20-TO-1 RESIDENTIAL POPULATION PER BUSINESS

5-Mile MetroStudy Estimates as of Q1 2024

CENTER
TENANTS

CINEMARK

BLACK RIFLE
COFFEE COMPANY

LOVESAC

TOPGOLF

WHATABURGER

OTTON
PATCH
CAFE

MAINEVENT

generator
SUPERCENTER

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NewQuest
PROPERTIES®

PROJECT HIGHLIGHTS



143-ACRE MASTER PLANNED MIXED-USE DEVELOPMENT WITH 285,000 SF OF RETAIL AND 63 ACRES OF MULTIFAMILY, HOSPITALITY, AND OFFICE



EXCELLENT VISIBILITY AND ACCESS FROM I-35 S (OVER 108,000 VPD)



STRONG HOME BUILDING GROWTH AND EMPLOYMENT IN THE CONSTRUCTION, MANUFACTURING, HEALTHCARE, HOSPITALITY AND LOGISTICS SECTORS



NEIGHBOR TO **BAYLOR'S 1,000 ACRE CAMPUS** THAT ENROLLS 19,522 STUDENTS AND EMPLOYS OVER 1,200 FACULTY



AVAILABLE
1.39 AC PAD SITE
1,050-SF TO 8,313-SF RETAIL SPACE
2,462-SF ENDCAP



TRADE AREA OVERVIEW

The site trade area is defined by analyzing mobile phone data of visitors provided by Placer.ai. This trade area captures 70% of all customers who visited in 2023 YTD.

PLACER.AI TRADE AREA

TRADE AREA PROFILE

MEDIAN AGE
32

RETAIL GOODS SPENDING
\$6.23 BILLION ANNUALLY

ENTERTAINMENT & RESTAURANT SPENDING
\$654 MILLION ANNUALLY

BAYLOR UNIVERSITY
TOP RECORDED STOP POST SITE

5 MIN (4.5 MI) DRIVE FROM BAYLOR CAMPUS

Placer.ai, 2023 & MetroStudy Q1 2023

LIFESTYLE PROFILE

Lifestyle segmentation groups consumers based on demographics, spending trends, lifestyle habits & more (ESRI 2022)

7D FORGING OPPORTUNITY

- Young homeowners with families with most residents aged 25 years or older
- Shopping and leisure also focus on the children with games or trips to theme parks
- Many residents shop at discount or department stores

ESRI 2022





VIEW A



VIEW B

ENDCAPS WITH LARGE PATIO AVAILABLE



SITE PLAN

KEY	BUSINESS	LEASE AREAS
1-8	Cottonwood Creek Reserves	
9	TopGolf	489,783 SF
10	Proposed Restaurant	8,186 SF
11	At Lease QSR	5,028 SF
12	Cinemark	56,865 SF
13	Office	358 SF

KEY	BUSINESS	LEASE AREAS
14	Proposed Restaurant	1,586 SF
15	Available For Lease	6,369 SF
16	Proposed Restaurant	2,764 SF
17	Available For Lease	5,549 SF
18	Main Event	48,559 SF
19	Whataburger	3,751 SF

KEY	BUSINESS	LEASE AREAS
20	Black Rifle Coffee Company	2,722 SF
21	Proposed Restaurant	4,885 SF
22	Available For Lease	2,462 SF
23	Generator Supercenter	1,400 SF
24	Lovesac	1,400 SF
25	Cotton Patch Cafe	4,550 SF



AVAILABLE
 LEASED
 IN NEGOTIATION
 NOT A PART

SP.158 | 06.23 | 04.23





Waco



FORT WORTH DALLAS
AUSTIN HOUSTON
SAN ANTONIO



REGIONAL HIGHLIGHTS



1.7+ MILLION
ANNUAL VISITORS
TO WACO IN 2021

TRAVEL

2021 DIRECT IMPACT

↑ **Travel Spending**
\$676 million

↑ **Tax Receipts by
Travel Spending**
\$65.6 million

↑ **Earnings**
\$180.1 million

↑ **Employment**
5,800 jobs

- WACO EDC, WACOHEARTOFTEXAS.COM

TOURISM

MAGNOLIA MARKET MAGNOLIA

Waco's #1 tourist draw

↑ **2022 Visits**
621 thousand visits

- PLACER.AI

EDUCATION

5 COLLEGES/UNIVERSITIES
in/near Waco

BAYLOR: 20,709 ENROLLED 08/22
13th largest university in Texas

- PLACER.AI



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."

- TEXAS COMPTROLLER REPORT

DEMOGRAPHICS

2020 Census, 2023 Estimates with Delivery Statistics as of 04/23



NINA KUHN-IRWIN
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POPULATION	3 MILES	5 MILES	7 MILES	TRADE AREA
Current Households	13,150	52,073	66,562	263,889
Current Population	34,512	131,341	168,482	698,296
2020 Census Population	30,832	127,752	161,631	650,112
Population Growth 2020 to 2023	11.93%	2.81%	4.24%	7.41%
2023 Median Age	33.6	33.2	33.4	32.8

INCOME	3 MILES	5 MILES	7 MILES	TRADE AREA
Average Household Income	\$83,144	\$84,097	\$83,802	\$87,181
Median Household Income	\$62,626	\$61,492	\$60,392	\$65,495
Per Capita Income	\$31,718	\$32,230	\$32,134	\$32,699

RACE AND ETHNICITY	3 MILES	5 MILES	7 MILES	TRADE AREA
White	56.68%	56.55%	54.51%	52.24%
Black or African American	14.31%	14.62%	17.61%	21.36%
Asian or Pacific Islander	2.14%	6.11%	5.05%	4.36%
Other Races	25.86%	21.86%	21.95%	21.22%
Hispanic	35.89%	29.67%	29.78%	25.71%

CENSUS HOUSEHOLDS	3 MILES	5 MILES	7 MILES	TRADE AREA
1 Person Household	27.75%	29.26%	29.68%	25.27%
2 Person Households	33.12%	34.69%	34.19%	33.57%
3+ Person Households	39.13%	36.05%	36.13%	41.16%
Owner-Occupied Housing Units	56.07%	53.65%	54.78%	56.33%
Renter-Occupied Housing Units	43.93%	46.35%	45.22%	43.67%

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.

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.

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
Nina Kuhn-Irwin	669710	nirwin@newquest.com	(713)840-8244
Sales Agent/Associate's Name	License No.	Email	Phone

Buyer/Tenant/Seller/Landlord Initials

Date

Regulated by the Texas Real Estate Commission (TREC) | Information available at: <http://www.trec.texas.gov>



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