

An architectural rendering of a modern boutique hotel named Hotel Herringbone. The building features a prominent, tall, narrow tower on the left with a green, vertically-slatted facade. The main building has a dark, modern facade with large glass windows and a brick base. The scene is set on a city street with parked cars, streetlights, and a clear blue sky with scattered clouds.

hotel HERRINGBONE

BOUTIQUE HOTEL
CURATED RETAIL
DESTINATION DINING
EVENTS+ACTIVATIONS



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HOTEL HERRINGBONE

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WELCOME

Experience a bold and eclectic blend of luxury, culture, and design at Hotel Herringbone. Set in the heart of downtown Waco, our boutique hotel features 21 suites and rooms, 3 unique dining concepts, a craft cocktail bar, wine & charcuterie bar. A rooftop bar/lounge with views of the Silos is ideal for any size occasion and our private event space is perfect for events of up to 200 guests. With an abundance of retail, live music, and entertainment, the community at Hotel Herringbone is set to be set apart.



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01 Our Hotel

Join the luxury Hotel Herringbone and The Design House at the newly redesigned Herringbone Project in the center of Downtown Waco's Entertainment District! This much-anticipated development is under new management and now taking leases.

Hotel Herringbone's central location and mix of retail, restaurants, and hospitality is set to draw not only visitors but the Baylor Community and locals alike to shop, eat and drink with ample outdoor entertainment area.

Hotel Herringbone's ethos is built around a passion for art, music, culture, adventures, and experiences; local relevance and authenticity; an emphasis on social and environmental consciousness and sustainability; and an intimate, individual approach to hospitality and design.



11

MADE
IN TEXAS

Retail

Retail

Retail

Retail

Retail



ABOUT US

Hotel Herringbone is home to multiple destination restaurants with full-service bars, event venues, art + music spaces, curated boutique retail, and a coffee shop. Hotel Herringbone plays host to a variety of events such as outdoor concerts, street markets, weddings, cultural events, and community activations.

21 HOTEL
ROOMS

03 UNIQUE
DINING

03 BARS

52 PARKING
SPACES

01 EVENT
SPACE

12 RETAIL
STORES

PROPERTY HIGHLIGHTS



- 01 City-Center, Downtown Waco
- 02 High visibility location on the corner of 4th Street & Jackson Ave
- 03 In the direct walking path between the Silo District and River Square District
- 04 Mixed-use development – food & beverage, retail, events art, and live music.
- 05 Great neighbors – Dr. Pepper Museum, Magnolia Silos, Hotel Indigo, Phoenix Ballroom, The Findery, Pignetti's Fabled Bookshop, AC Marriot Hotel, Hyatt Hotel, and more
- 06 320 - 640 sq. ft. ground floor spaces available
- 07 Single and Double Retail Containers Available
- 08 Coffee Shop and/or Ice Cream Shop Space Available



THE FINDERY

THE BACKYARD

MAGNOLIA SILOS

PIVOVAR

BALCONES

AC MARRIOTT HOTEL

WACO ALE CO

UNION HALL

MARY AVENUE MARKET

DR. PEPPER MUSEUM

FRANKLIN AVE

MARY AVE

HOTEL HERRINGBONE

Complementary parking
available for guests

POINTS OF INTEREST

The Herringbone is strategically positioned next to Magnolia Market and surrounded by new hotel and retail developments. This development is in the middle of everything happening downtown.

A mix of retail, food, events, and community creates a thriving, connected atmosphere that encourages people to come together and enjoy each other's company, which in turn drives revenue to the available retail spaces.



LEVEL 1

- 01 Bar & Lounge
- 02 Jewelry Studio
- 03 Piano Bar
- 04 Pasta Bar, Raw Bar & Grill
- 05 Stage
- 06 Wine & Charcuterie
- 07 Coffee
- 08 Hotel Lobby
- 09 Retail
- 10 Retail
- 11 Retail
- 12 Retail
- 13 Retail
- 14 Retail
- 15 Retail
- 16 Retail
- 17 Retail
- 18 Retail
- 19 Retail
- 20 Retail



LEVEL 2

Outdoor Communal Space
Hotel Rooms

LEVEL 4

Hotel Rooms
Rooftop Bar

LEVEL 3

Ballroom + Boardroom
Catering Kitchen
Hotel Rooms
Outdoor Communal Space



02 Our Retail Availability

Renting a retail space at Hotel Herringbone gives you access to innovative, modern, and captivating architecture and a range of advantages to optimize the success of your business. Hotel Herringbone offers customers a high-energy atmosphere of culture and convenience, with access to the best of downtown Waco.

Our Coffee Shop Availability

A craft coffee shop at the entrance of Hotel Herringbone would be an ideal location for your business venture. It is located in an area surrounded by attractions such as the Magnolia Market, the Dr. Pepper Museum, and the McLane Stadium, which attract thousands of visitors and locals alike every single week.

ASKING PRICE

\$1,516.09/month - Single Retail Container

\$3,032.19/month - Double Retail Container

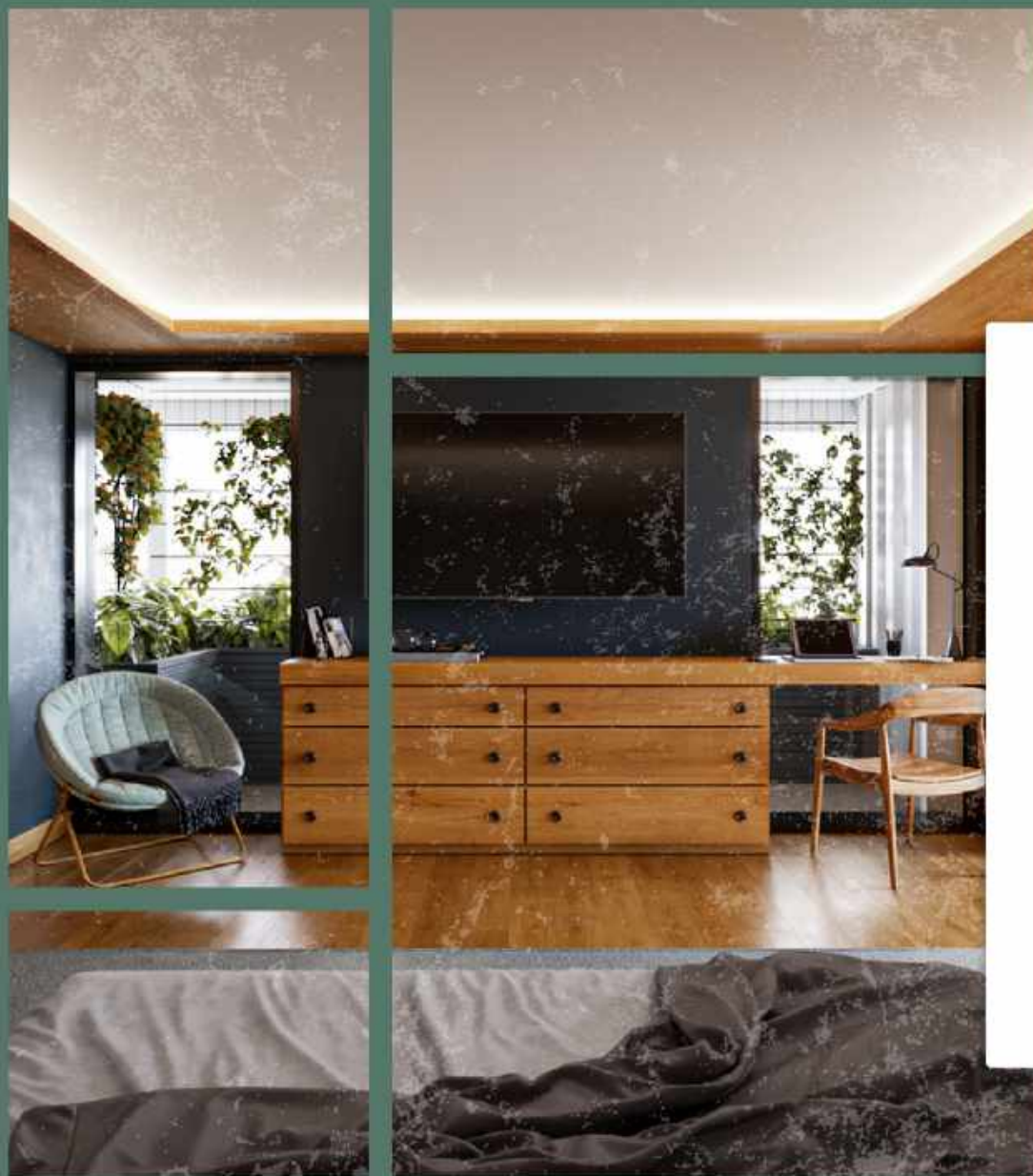
\$2,368.90/month - Oversized Container

\$2,216.09/month - Coffee Shop Space

TIMELINE

Estimated Opening late 2023





03 Our Services

Hotel Herringbone is known for its unique, stylish and modern accommodations, as well as its focus on sustainability, culture, and community. The venue offers settings that are relaxed, communal and artistic, and are intended to create memorable experiences for their guests. Located in the heart of the lively, city-centric downtown area, providing guests with direct walkable access to exceptional dining, vibrant nightlife and local attractions.

SERVICE HIGHLIGHTS



- 01 Rooftop Bar & Restaurant space with sweeping views
- 02 Pet-friendly policy
- 03 Community Events + Live Music & Rotating Art Exhibitions
- 04 Multiple bars, restaurants, and cafes
- 05 Complimentary bike rentals
- 06 Ballroom for private events
- 07 High-speed wifi for all guests
- 08 Discounts for local attractions and events
- 09 Complimentary nightly beer & wine reception with entertainment for hotel guests
- 10 Complimentary parking
- 11 24 hour security and hotel concierge services



RETAIL STORES

Our retail stores are the perfect place for finding unique, one-of-a-kind items and apparel with a personal touch. With clothes and accessories handpicked by in-store experts, our boutique retail stores offer a bespoke shopping experience that you won't find anywhere else in Waco.

BAR HERRINGBONE

This stylish and sophisticated space offers a range of craft cocktails, local spirits, and curated beer selection, as well as delicious bites. You can sip your favorite drink at the massive wrap-around bar while enjoying the vibes of the indoor lounge with friends or family. Hotel Herringbone is one of Waco's hottest hot spots and Bar Herringbone happens to be the perfect way to experience it!





RED HERRING

Located in an old refurbished warehouse, the restaurant buzzes with the scent of smoked charcoal and the succulent flavors of flame-grilled dishes that combine the best of Mediterranean and Southern-style cuisine. The restaurant's open kitchen offers guests a chance to get an up-close view of the chefs as they skillfully prepare dishes over a wood fire grill. The raw bar provides a selection of freshly shucked oysters, clams, mussels, and shrimp, and the pasta bar allows diners to pick and choose their own pasta ingredients and create a custom dish. Enjoy an incredible meal with friends, family, or that special someone in this elegant atmosphere.

AL FRESKO

Jenny, the founder of Al Fresko, was born and raised in Texas, and built her first two locations in Baja and Southern California. Jenny is thrilled to bring Al Fresko back to her home state. The market shop spills into the plaza surrounded by music, art, and boutique retail. Discover the perfect pairing of natural wines and charcuterie in between your shopping. Al Fresko offers an extensive selection of only the finest, artisanal cheeses and cured meats, as well as an extensive range of natural wines from some of the most renowned wineries in the world.





ROOMS

Hotel Herringbone offers luxurious, contemporary accommodations for all travelers. Enjoy unique & incredibly well-designed spaces paired with all the modern amenities + stunning views of the city, all while being steps away from attractions and restaurants. Whether you're looking for the perfect place to rest your head or a unique & vibrant place to socialize, Hotel Herringbone has the ideal room for you.

PIANO BAR

Welcome to the best piano bar in town! With an impressive selection of drinks, delicious food, and live music, our cozy atmosphere provides the perfect backdrop for a relaxing evening, where you can enjoy swaying to the melody of a beloved classic or the notes of a daring jazz tune.





STAGE

Take a break and come experience the chill and laid-back atmosphere of our live music stage. Hosting open-air music, art, film screenings, pop-up shows, and much more, the outdoor stage showcases programming & events of all genres and styles.

EVENT SPACE

Our spacious 2,000 sqft ballroom space is perfect for weddings, corporate meetings, and any other special occasion. It features high ceilings + floor-to-ceiling windows creating a spacious & elegant ambiance with full Audio-visual capabilities, and excellent catering options. Our expertly trained staff will ensure everything goes smoothly, no matter the size or type of event. Our adjacent 300 sqft Event Suite is perfect for Board Meetings & Hospitality Suites alike. Connecting the Ballroom & Event Suite spaces is a private outdoor terrace space that allows for a flexible setup & ideal flow. From wedding receptions to business conferences, our 3rd-floor meeting & event space can be customized to create the perfect atmosphere for your special event.





LUCKY BUCK'S

Perched atop Hotel Herringbone, visitors will be treated to sweeping panoramic views of the cityscape while enjoying an extensive beer list that offers a wide selection of domestic and craft brews, wine, cocktails, and spirits. Known for its all-American cuisine, welcoming atmosphere, and signature perfect pickled egg, this is a must-try for anyone visiting the area. With mellow acoustic tunes blending in the background, or upbeat rhythms for the weekend crowd. Lucky Buck will become a gathering place for locals and visitors alike - a place to make memories and share stories.



04

Expected Projection

Waco is located right in the heart of Texas, only 90 miles from both Austin and Dallas, with its vibrant culture, art, music events, and nightlife, Waco is rapidly growing into the next place to be.

Hotel Herringbone is located in the HEART of downtown Waco - just two blocks from Magnolia, which sees an average of over 110,000 visitors per month. Hotel Herringbone's direct neighbor, Dr. Pepper Museum hosts up to 20,000 visitors per month. The Baylor football stadium is just 1.2 miles from Hotel Herringbone, with game attendance seeing up to 48,000 people. In even closer proximity to Hotel Herringbone and right on the river, guests can walk to the famous Waco Zoo as well as the new 7,000-seat Baylor basketball arena which is set to open in 2023 and will be available for concerts and performances throughout the year.

With the incredible recent growth and the city excited to continue paving the way for more exciting cultural offerings, Waco is the perfect place to launch or grow your business.



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