

WATERSIDE



ABOUT

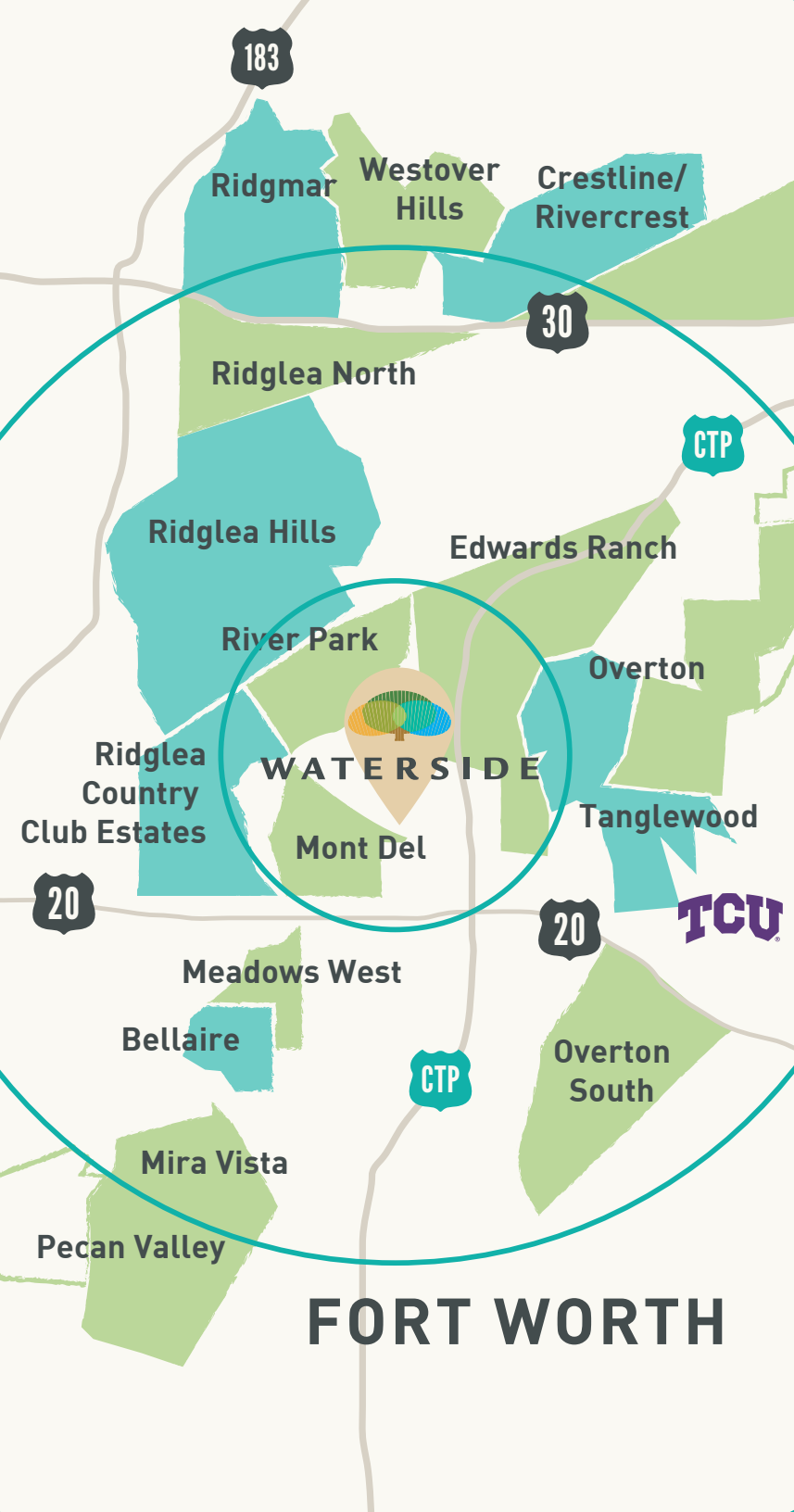
WATERSIDE

Waterside is a 63-acre hybrid community and lifestyle center on the scenic Trinity River in Fort Worth, Texas, featuring premier retailers, restaurants and free public amenities. Anchored by **Whole Foods Market** and **REI**, Waterside has an unparalleled 1.8 miles of frontage along the river and trails. The area's natural amenities fused with the Conscious Place initiative results in a signature public space, "The Grove," which draws hundreds of people at a time. Other elements include a community promotion shed, repurposed public art by Bob "Daddy-O" Wade, outdoor games, community pavilion and a 6,600-gallon rainwater cistern used to irrigate drought-resistant landscaping. **Waterside was named the #6 experiential retail center in America** by Chain Store Age in 2017.









DEMOGRAPHIC OVERVIEW

3 MILE

101,409 Population (2019)
\$96,482 Average Household Income
18,813 Income \$75K+
13,056 Income \$100K+
29,507 Bachelor's Degree or higher
90,389 Daytime Population

5 MILE

275,976 Population (2019)
\$86,744 Average Household Income
44,168 Income \$75K+
29,625 Income \$100K+
64,504 Bachelor's Degree or higher
230,354 Daytime Population

15 MINUTE DRIVE-TIME

600,124 Population (2019)
\$78,751 Average Household Income
82,475 Income \$75K+
53,318 Income \$100K+
105,681 Bachelor's Degree or higher
492,432 Daytime Population

APPROXIMATE DISTANCE & TIME FROM WATERSIDE

- 1 River Park 0.5 mi, 1 min
- 2 Overton Woods 0.8 mi, 2 min
- 3 Ridglea Hills 0.9 mi, 3 min
- 4 Mont Del Estates 1.0 mi, 2 min
- 5 Edwards Ranch 1.5 mi, 4 min
- 6 Tanglewood 1.7 mi, 4 min
- 7 Ridglea CC Estates 1.8 mi, 5 min
- 8 Meadows West 1.9 mi, 4 min
- 9 Colonial/TCU 2.3 mi, 6 min
- 10 Ridglea North 2.4 mi, 6 min
- 11 Ridgmar 3.0 mi, 7 min
- 12 Arlington Heights 3.1 mi, 5 min
- 13 Bellaire 3.2 mi, 11 min
- 14 Westover Hills 3.3 mi, 7 min
- 15 Overton South 3.4 mi, 7 min
- 16 Mira Vista 3.6 mi, 5 min
- 17 Rivercrest 3.8 mi, 9 min
- 18 Park Hill 4.7 mi, 7 min
- 19 Mistletoe Heights 4.9 mi, 6 min
- 20 Berkeley Place 5.8 mi, 11 min
- 21 Fairmount 6.1 mi, 13 min
- 22 Paschal 6.7 mi, 13 min
- 23 Ryan Place 7.0 mi, 15 min
- 24 Pecan Valley 7.1 mi, 13 min



FORT WORTH FAST FACTS

- 12% growth rate since 2012, surpassing Dallas' 8.1% growth (CityLab, 2019)
- 2019 Population: **913,939** (BLS, 2019)
- **641,181** daytime population (BLS, 2019)
- Population growth rate from 2010-2019: **23.3%** (US Census, 2019)
- **#5 best city** to buy a home (Forbes, 2017)
- **Top 20** Large Cities to Start a Business (Wallethub, 2018)
- **#6 top city** for young professionals (Forbes, 2017)

TOURISM

- **8.8 million visitors** annually (Fort Worth Convention & Visitors Bureau, 2019)
- Contributes **\$2.3 billion annually** (Fort Worth Convention & Visitors Bureau, 2019)

U.S. CITIES RANKED BY POPULATION (2019)

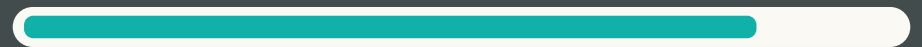
11 Austin, Texas 1,001,104



12 Jacksonville, Florida 920,984



13 Fort Worth, Texas 913,939



14 San Francisco, California 897,536



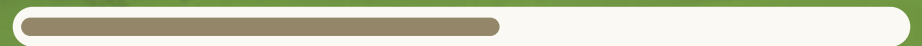
15 Columbus, Ohio 890,228



16 Charlotte, North Carolina 889,019



17 Indianapolis, Indiana 863,771



Trails for walking, running and cycling span more than 72 miles along the Trinity River, connecting 21 parks, the Fort Worth Botanic Garden and Japanese Garden, Log Cabin Village, the Fort Worth Zoo, the historic Stockyards and downtown Fort Worth.



Numerous cyclist-focused organizations, including the Fort Worth Bike Sharing program, which has 350 bikes available for checkout from 46 stations across the city, represent a growing bicycle culture in Fort Worth.

The city has 263 parks covering more than 11,700 acres, most of which are along the Trinity River. Local lakes and marinas provide opportunities for fishing, boating and water sports.





MIXED-USE

At full build out, Waterside will have 200,000 square feet of retail and dining, 800 multi-family residential units, a 119-key hotel and office buildings.



HOTEL

Marriott Residence Inn will open a 119-key hotel with easy access to Waterside's shops, restaurants and community spaces. Construction is underway with a projected 2021 grand opening.

OFFICE

Pacheco Koch, a full-service civil engineering and landscape architecture firm, occupies the entirety of Waterside's recently completed 26,000 SF Class A office building. The new building is located on the southern end of Waterside's 4-acre tract along Bryant Irvin.



RESIDENTIAL

The Retreat will offer 20 two and three story townhomes, ranging from 2,617 to 2,821 square feet in size. Some of the homes will accommodate elevators and roof top decks in a truly one-of-a-kind river-front setting. Courtyards and direct access to the trails make this the perfect location for those who desire the active lifestyle in a low maintenance and convenient setting.

Construction on the first phase of townhomes is complete with the second phase of construction underway.









Waterside, which was recently named the #6 experiential retail center in America by Chain Store Age, is the first Conscious Place — an experiential center of commerce, community and meaning — that enriches the community with local art, free amenities and eco-conscious features.



TENANT MARKETING

We work directly with our tenants to amplify their brand strategy and marketing programs.

DIGITAL & SOCIAL

- Inclusion on property website and directories.
- Regular social media posts on property social media channels with paid support when applicable.
- Opportunity to include info (offers, events, promotions) in monthly e-newsletter.

PUBLIC RELATIONS

- Press releases coordinated with tenants, released in conjunction with paid social posts.
- Extensive relationships with local media and influencers with the ability to offer turnkey services.

ADVERTISING & EVENTS

- General campaigns for center brand awareness across digital, social, print and sponsorships.
- Occasional co-op advertising opportunities.
- Inclusion in property events as applicable.
- Sunset Sessions Summer Concert Series, Bike to The Bend, Wine Down Wednesday, WXFW, Wine Down Relay, Take the Cake Run/Walk, Grove of Giving.



4.7K+

Likes
@watersidefw

2.2M+

Annual
Impressions



8.1K+

Followers
@waterside_fw

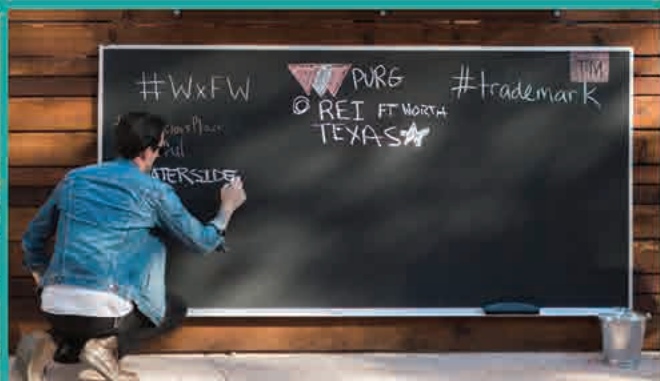
614K+

Annual
Impressions



52.1K+

Annual Web Traffic
watersidefw.com





HEALTHY

Whole Foods Market creates a fun grocery shopping experience with the finest natural and organic foods available, strictest quality standards in the industry and unshakeable commitment to sustainable agriculture.



OUTDOORS

Experience the outdoors with **REI**, where you'll find gear for the trails, slopes and waterways.

Sur la table



EXPERIENCE

Step into **Sur La Table** to explore a culinary paradise of kitchen essentials and hard-to-find specialty tools for home cooks and professional chefs alike.

Play Street Museum is an interactive children's museum purposefully designed to encourage a young child's sense of independence, exploration and creativity.





Piattello
ITALIAN KITCHEN

AUTHENTIC

Piattello Italian Kitchen is the second from-scratch restaurant concept from executive chef and owner Marcus Paslay. The seasonal menu features fresh, hearty Italian dishes with an approachable, family-friendly vibe.

Tricky Fish offers a taste of Louisiana-style seafood dishes like gumbo, Gulf oysters, peel-and-eat shrimp, po' boys and crawfish étouffée. Fresh ingredients, simply prepared, and a local craft beer or glass of wine on the patio is what this restaurant is all about.





ACTIVE

CycleBar is a multisensory fitness regimen led by high-energy instructors and fueled by pumping playlists in a state-of-the-art CYCLETHEATRE®.

YogaSix makes yoga more accessible by promising a fun experience that is energizing and empowering. Yoga is for everyone and each YogaSix class is exactly what you make of it.





STEELCITYPOPS

Steel City Pops is a craft popsicle maker known for their wholistic approach. These gluten-free frozen treats are made with organic, locally sourced, often vegan-friendly ingredients that make up a variety of seasonal flavors from the familiar (vanilla bean, buttermilk) to the exotic (pineapple-jalapeño, chocolate-chile).

Yogurtland provides self-serve soft-serve frozen yogurt with active cultures made in their own dairy and recipes created by a top class team. Yogurtland uses real and natural ingredients that make their products stand alone.

Yogurtland®





zoës KITCHEN

Zoe's Kitchen menu features Mediterranean-inspired comfort food with made-from-scratch recipes using authentic cooking techniques. With an emphasis on quality and naturally flavorful ingredients, this kitchen aims to make each meal a time to celebrate and savor life with family and friends.

Blaze Pizza is the perfect combination of exceptional quality and lightening fast speed. Whether it's inventive or classic, Executive Chef Bradford Kent (aka "The Pizza Whisperer"), brings fresh dough and artisanal flavors to the assembly line to create something for everyone's taste.



TRADEMARK 

CONTACT

Jordan Cluff, DuWest Realty
jcluff@duwestrealty.com | O: 972.741.4447

Scott Rodgers, DuWest Realty
scottrodgers@duwestrealty.com | O: 214.720.0004

1701 River Run, Suite 500, Fort Worth, Texas 76107 | 817.870.1122

trademarkproperty.com

