

WATERSIDE





# ABOUT

## WATERSIDE

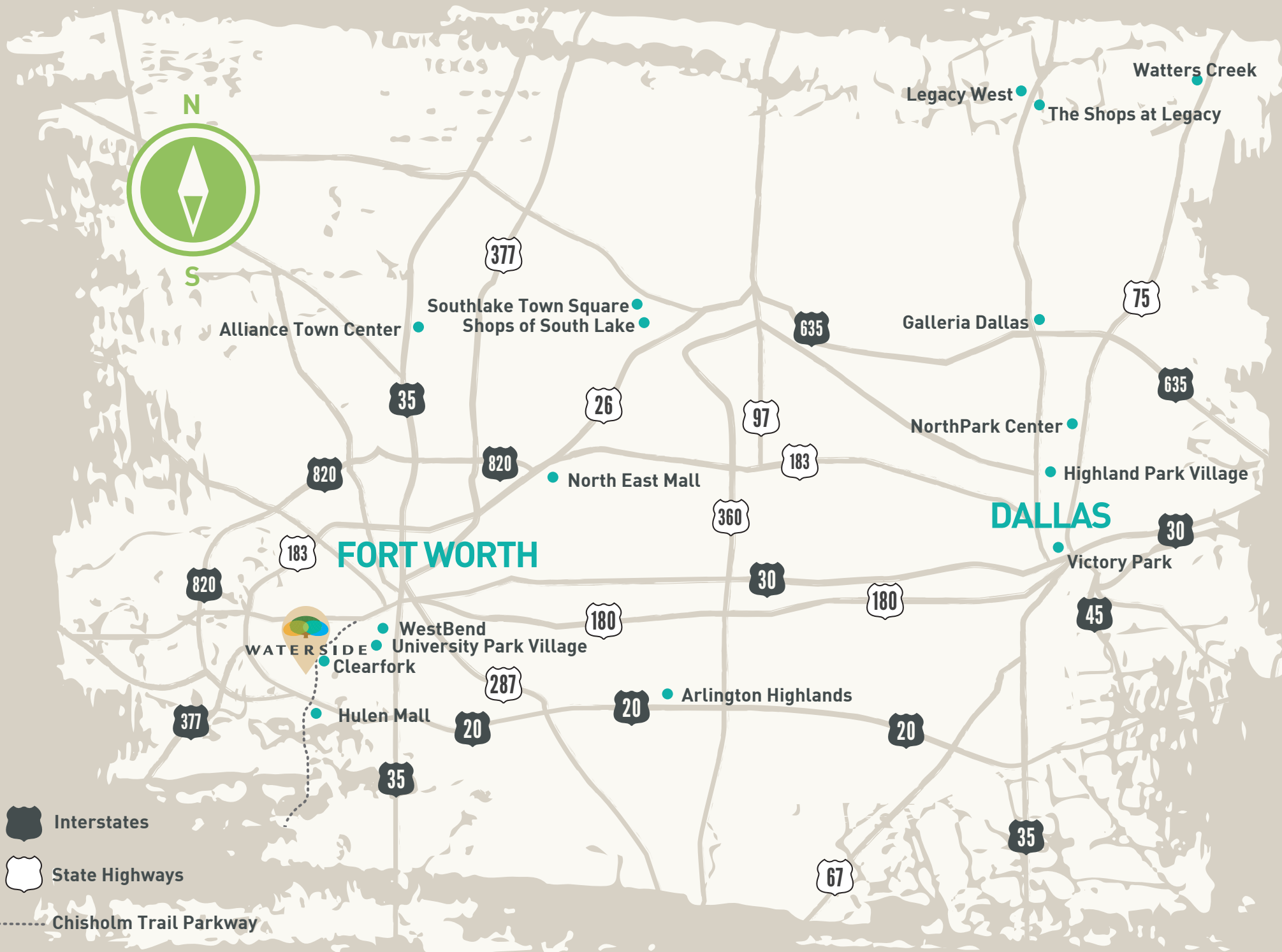
Waterside is a 63-acre hybrid community and lifestyle center featuring onsite office, hotel, multifamily and retail on the scenic Trinity River in Fort Worth, Texas. The retail portion features premier retailers, restaurants and free public amenities. Anchored by **Whole Foods Market** and **REI**, Waterside has an unparalleled 1.8 miles of frontage along the river and trails. The area's natural amenities focused 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, and community pavilion.



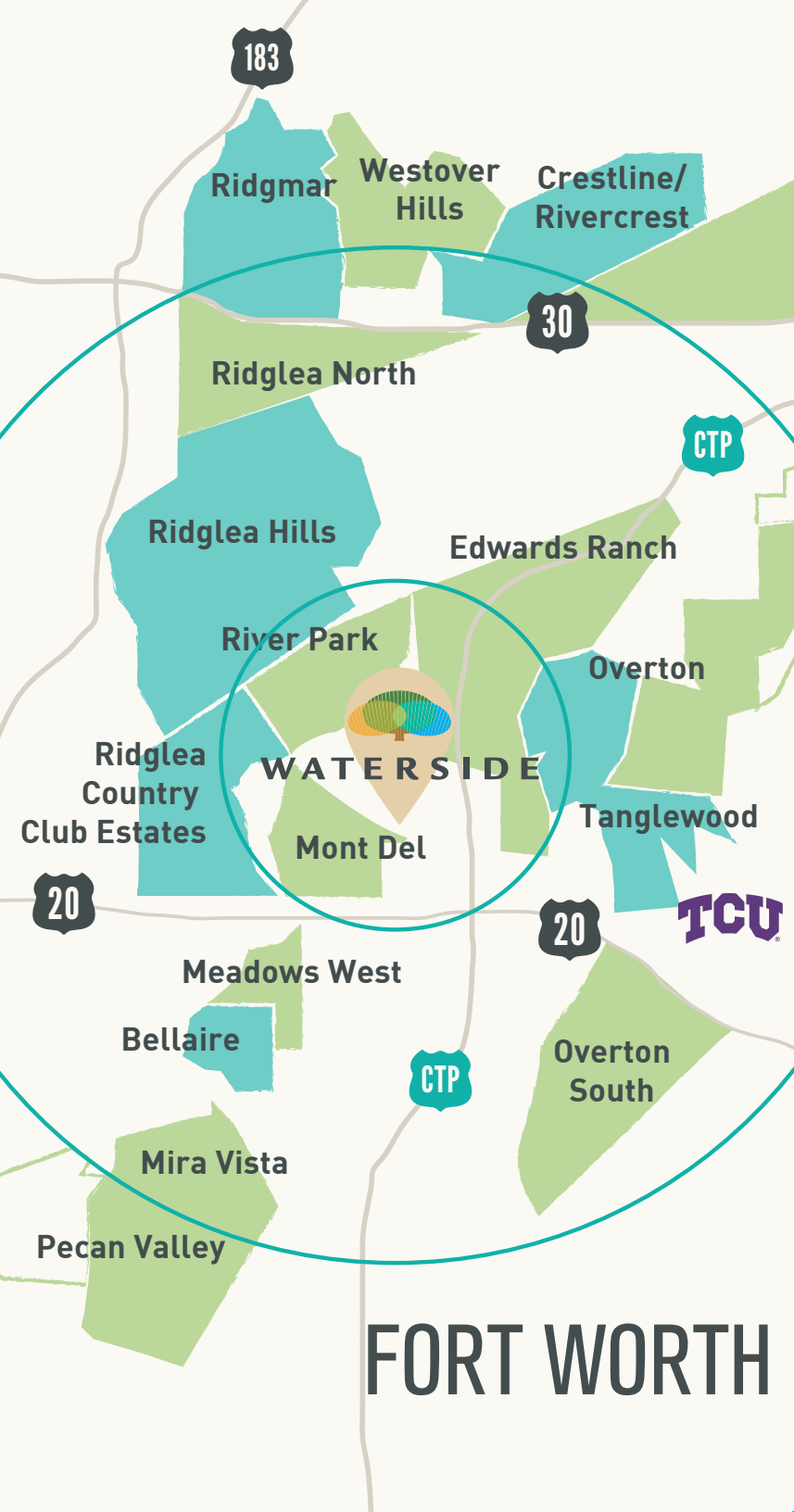












# DEMOGRAPHIC OVERVIEW (2023)

## 3 MILE



**99,735** Population (2023)

**\$91,180** Average Household Income

**19,479** Income \$75K+

**13,482** Income \$100K+

**47.7%** Bachelor's Degree+ %

## 5 MILE



**266,612** Population (2023)

**\$89,577** Average Household Income

**46,866** Income \$75K+

**31,302** Income \$100K+

**40%** Bachelor's Degree+ %

## TRADE AREA



**428,873** Population (2023)

**\$91,431** Average Household Income

**80,991** Income \$75K+

**54,480** Income \$100K+

**41.5%** Bachelor's Degree+ %



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

- 2020 to 2023 Growth Rate of Fort Worth: 4.26%; Dallas: 8.5% (AGS Data, 2023)
- 2023 Population: 961,885 (AGS Data, 2023)
- Daytime Population: 674,541 (AGS Data, 2022)
- Population Growth Rate from 2010-2022: 25.9% (AGS Data, 2022)
- #3 Best Large City to Buy a Home (Wallethub, 2022)
- Top 10 Large Cities to Start a Business (Wallethub, 2023)

## TOURISM

- 10.8 million visitors annually (Fort Worth Convention & Visitors Bureau, 2023)
- Total economic impact north of \$3 billion for the first time ever (Fort Worth Convention & Visitors Bureau, 2023)





# U.S. CITIES RANKED BY POPULATION (2023)

10 San Antonio, Texas 1,479,493



11 San Diego, California 1,374,076



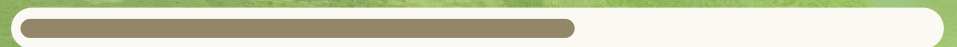
**12** Fort Worth, Texas 961,885



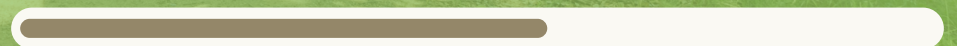
13 San Jose, California 930,862



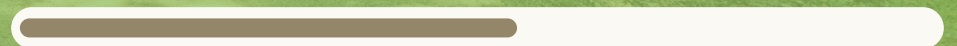
14 Columbus, Ohio 907,865



15 Charlotte, North Carolina 885,663

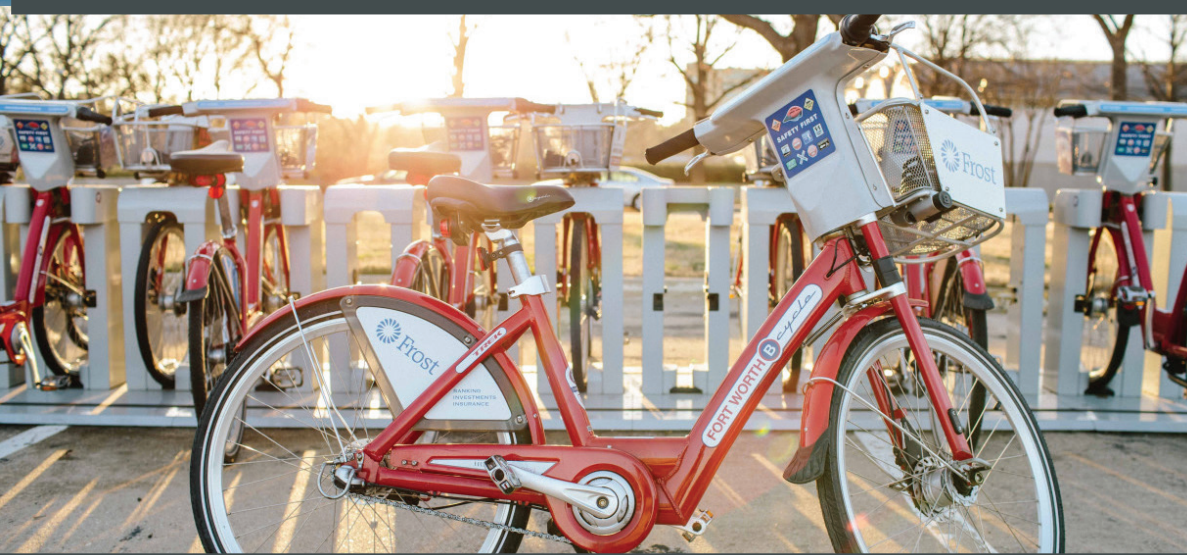


16 Indianapolis, Indiana 871,449





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.







a 119-key Marriott  
Residence Inn

## MIXED-USE

The 63-acre project has 200,000 square feet of retail and dining with an expansive central greenspace, 800 multifamily residential units, 20 townhomes, Class A office, and a 119-key Marriott Residence Inn.





# HOTEL

Marriott Residence Inn opened a 119-key hotel in April of 2021 with easy access to Waterside's shops, restaurants and community spaces.

# 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.





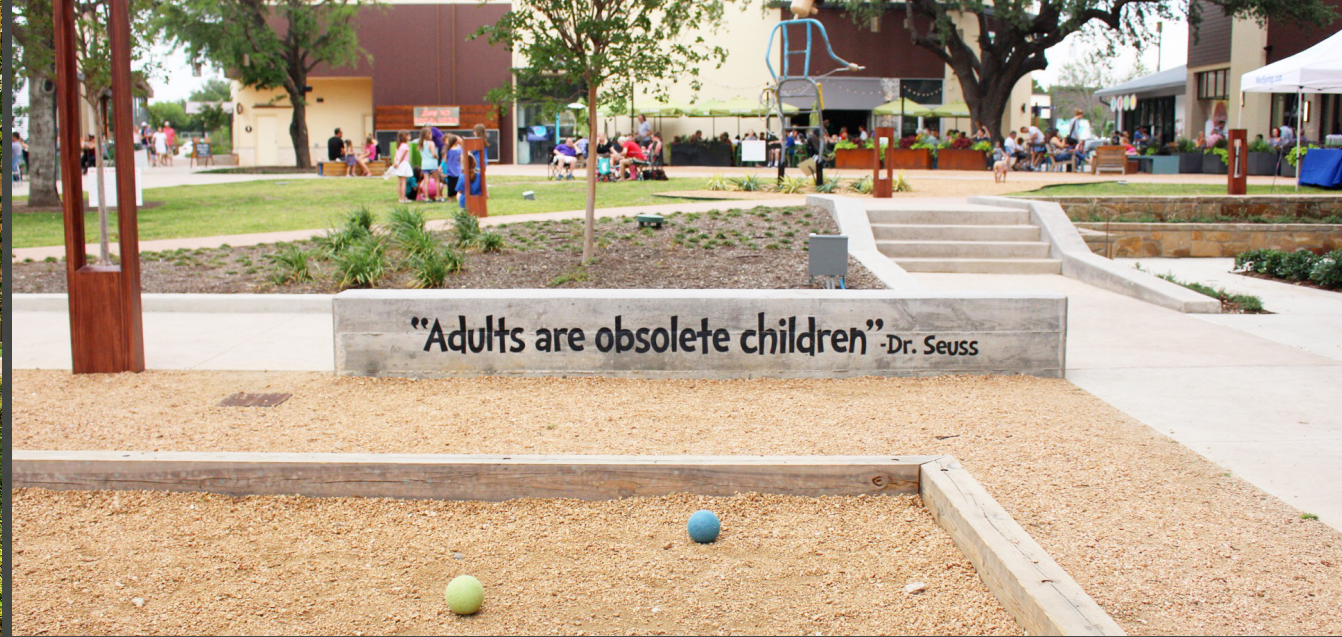


# RESIDENTIAL

## THE RETREAT AT WATERSIDE

The Retreat offers 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.









CONSCIOUS  
PLACE

Waterside, which was named the #6 experiential retail center in America by Chain Store Age in 2017, 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.







# 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 unshakable commitment to sustainable agriculture.





# OUTDOORS

Experience the outdoors with **REI**, where you'll find gear for the trails, slopes, waterways and more. A life outdoors is a life well lived.



A close-up photograph of three large, ridged pasta shells filled with a mixture of ground meat, cheese, and herbs. The shells are topped with a vibrant red tomato sauce and garnished with fresh green basil leaves. They are arranged on a white plate, with one shell in the foreground and two others slightly behind it.

# Piattello

ITALIAN KITCHEN

## LOCAL

**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.





When you combine over a century of hospitality, food, and beverage experience with a participative delivery system, great music, and ambiance – you have **The Rim**. From the family of restaurants that brought you the ingredients of Distinctive Dining and Relationships Matter, we humbly present The Rim scratch craft draft eats.

**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.







# CAVA

**CAVA** is a growing Mediterranean culinary brand with a flavorful and healthy fast-casual restaurant experience featuring customizable & craveable salads, grain bowls, pitas, and house-made juices. CAVA's chef-crafted dips and spreads are available at Whole Foods Market and other specialty markets across the country.

**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 artisan flavors to the assembly line to create something for everyone's taste.







**Pei Wei** serves authentic, Asian-inspired dishes without compromising freshness for speed of service. With each plate, customers find bold, Asian flavors that coupled sit-down quality with take-out convenience. Pei Wei emphasizes preparing handcrafted dishes with fresh, house-chopped veggies and whole cuts of white-meat chicken and flank steak.

**First Watch** welcomes each season into its menu with ingredients and flavors inspired by the position of the sun. You'll find vibrant, green California-grown asparagus in April, or the most refreshing Florida watermelon in July, or tender, sweet yellow corn from the midwest in August.



**FIRST  
WATCH**





At **YogaSix**, each studio is a locally owned and operated franchise location. They offer 6 different class types from hot and powerful to slow and mindful. We also offer beginner classes and sculpt classes. Our teachers have been trained in the YogaSix methodology to provide a consistent but creative experience for each class type every time. They teach in a way that is easy for everyone to follow and understand.

**CycleBar** exists to invigorate. Our riders come to feel alive. To live in the moment, and live for themselves. Because they know whether they ride the best in class or are just starting out, CycleBar is where they belong.







**F45 Training** workouts are designed to unify the muscle groups of the body to help you move and feel stronger in all aspects of your life. The F stand for functional training, a mix of circuit and HIIT style workouts geared towards movement.

No matter your age or level of fitness, there's a Pilates class that will work for you. **Club Pilates** instructors perform hundreds of hours of training to meet teacher standards so they can provide the highest quality Pilates workouts.





# ADDITIONAL TENANTS

An additional tenant mix focused primarily on retail services rounds out Waterside's robust list of shopper offerings.

**blō**  
BLOW • DRY • BAR

**MATTRESSFIRM**

play  
street  
museum

RESORT NAILS & SPA

**petbar**

**CLEAR**  
eye associates + optical

IDEAL DENTAL



*Cookie Dough Bliss*

**SOLIS**  
Mammography

The  
*Pretty Kitty*

INTEGRATED  
HEALTH CLINICS

**KATOUR'S**  
FASHION FOR HAIR

AMAZING  
*lash*  
STUDIO

**ORANGETWIST**

*Yogurtland*





# RETAIL LEASING

**Daniel Goldware**, EVP - Leasing | Trademark Property  
dgoldware@trademarkproperty.com

**Taylor Cluff** | DuWest Realty  
972.741.6074  
tcluff@duwestrealty.com

# OFFICE LEASING & LAND SALES

**Kirk Kelly** | Transwestern  
817.877.4433

**Trademark Property Company**  
1701 River Run | Fort Worth, TX 76107  
trademarkproperty.com

