

DOWNTOWN FORT WORTH PLAN 2023

TEN YEAR STRATEGIC ACTION PLAN

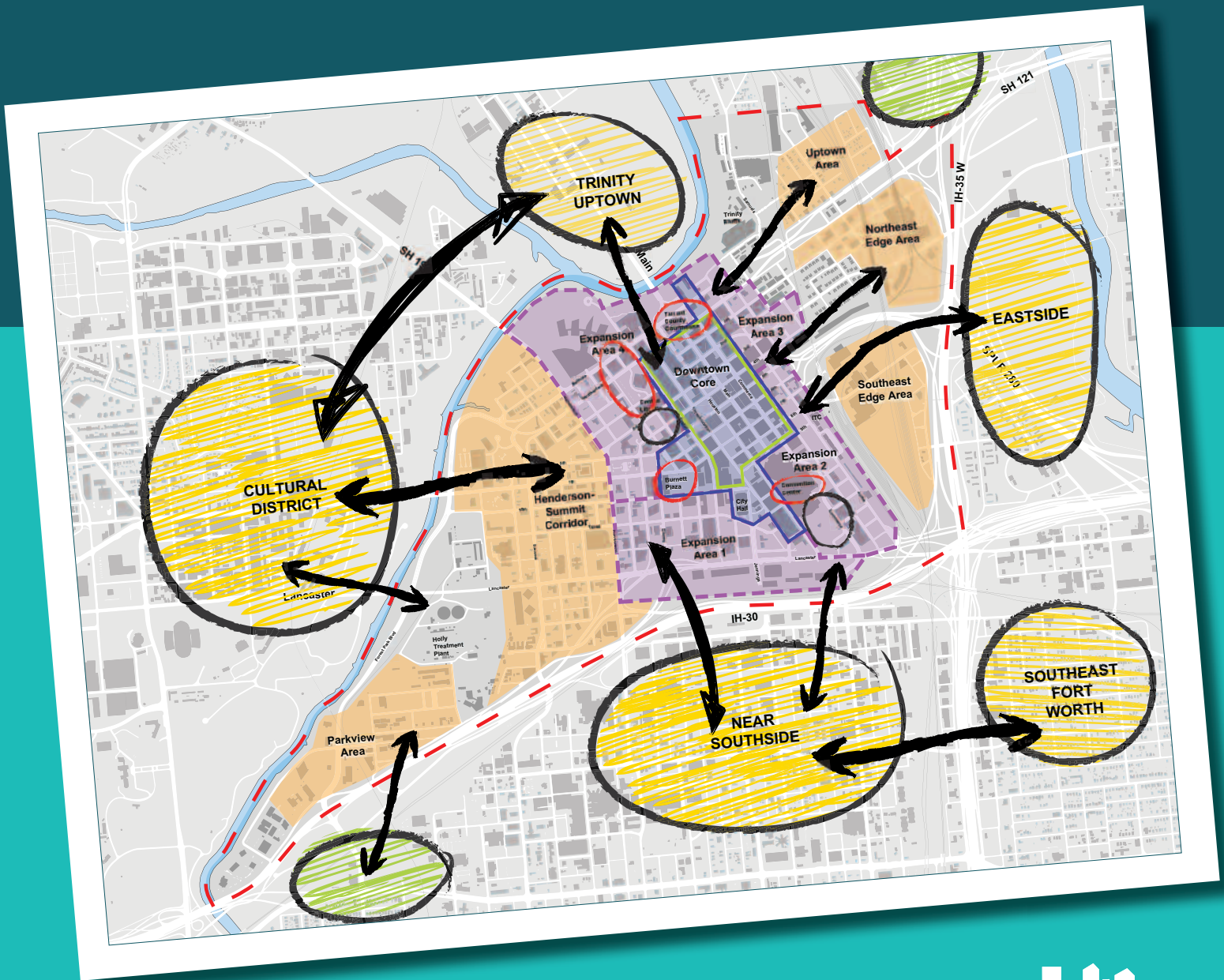


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Message from Plan 2023 Chair

Since the summer of 2003, Downtown Fort Worth has made advancements on many fronts. The size of Downtown's office market has grown by 7.1% and occupancy is above 92%. Every major hotel has been upgraded and 516 rooms have been added to the Downtown inventory remedying the primary reasons for losing conventions. New restaurants and retail stores have opened, boosting ground floor occupancy to 94.4%. A total of 1,913 new residential units have been built in the central core of Downtown, increasing the residential population by 152% to 5,709. Downtown now generates \$1.1 billion in taxable sales, \$78.5 million in real and personal property taxes, and \$13 million in hotel occupancy taxes.



Allan Howeth Chair, Plan 2023

Downtown and adjacent urban districts are blossoming and the market momentum targeted in three successive Downtown 10-year plans has been achieved. Market pressure is increasing value, properties are changing hands and construction is changing the face of our center city. Once-neglected sites have been converted into exciting new destinations for work and living. Neighborhoods are the beneficiaries of new center city life. Enhanced urban lifestyle has been created and our city's social character has expanded, engaging all ages, creating more opportunity and human interaction in our urban settings.

The center city is now a robust commercial, residential, retail, hospitality and development hub. The days of "pioneering urban development" are over.

Fort Worth has moved to the next level. In partnership with the business community, city, county, civic leaders, and Freese and Nichols, Inc., Downtown Fort Worth, Inc. is proud to adopt a new vision for Downtown Fort Worth as outlined in Plan 2023.

We could not have accomplished this effort without the hard work, time and ideas of our Steering Committee, Committee chairs and members, adjoining districts and the public who participated at meetings and online. In addition, we are especially thankful for the support of our funding partners, the City of Fort Worth and the Fort Worth Transportation Authority, and their representatives, Randy Hutcheson and Curvie Hawkins, who helped oversee the process and provided valuable technical assistance. We thank you all for your continued commitment to Downtown.

On behalf of Downtown Fort Worth, Inc., the City of Fort Worth and the Fort Worth Transportation Authority, thank you for your interest in and support of a thriving Downtown.

*Allan Howeth
Chair, Plan 2023*



Fort Worth's Downtown Plan 2023 builds on the success of the past three 10-year plans. By 2023, we envision a Downtown that:

- attracts jobs because of the technical expertise and breadth of services offered by and to our corporate base;
- offers a greater variety of housing options, both in form and price point;
- appeals to convention planners, attendees and tourists because of the enriched variety of things to do and facilities that accommodate their needs;
- establishes a larger walkable core, creating a more expansive, appealing pedestrian environment;
- provides more high quality education options for those who work, live and have children in the center city;
- is more accessible and facilitates the movement of people to and from regional destinations;
- offers more places for people to enjoy themselves at the street level, in buildings, in parks and on the sidewalk; and
- reflects the city's love of art.

Behind each of these aspirations lies a list of objectives that, if fulfilled, will result in a Downtown that our community will continue to embrace, sustain and claim as its own. The appeal of the center city will continue to increase and positively influence adjacent neighborhoods and districts. Growth in the appeal of these districts is a form of positive feedback loop, returning energy into the core and resurrecting an ever larger part of center city Fort Worth.

This redevelopment energy means more jobs, tax revenue, living options and quality of life advancements for all of Fort Worth. The reclamation of our center, where infrastructure investment is in place, historic resources are available, transportation options continue to increase and where jobs and housing demand are growing, is a consistent goal of Plan 2023. We intend to look for opportunities to capitalize on this energy.

Plan 2023 is a blueprint for advancing Downtown Fort Worth to the next level in its renaissance. We have moved from boarded storefronts to active streets, from residential aspirations to the need for schools, from struggling adjacent districts to robust nearby neighborhoods. This plan outlines how we continue building that momentum.

45 Years of Redevelopment



Tarrant County built the convention center in 1968, and it is probably fair to say that decision 45 years ago started the first era of Downtown redevelopment. For 45 years we have fought the tide of Downtown disinvestment that swept America and have been rebuilding a multifaceted Downtown economy: adding state of the art office buildings, establishing a convention industry, nurturing a retail and restaurant economy and convincing people that it is ok to live Downtown again.



This new phase will be defined by "more"... more projects and efforts that are made possible by the turnaround. More hotels for a larger business travel, convention and tourism base. An expanded convention center to meet the needs of more and larger groups. More residential development and schools that will serve new Downtown and center city families. More functional green spaces that make Downtown more livable. Commuter rail that connects Downtown to the airport and the growing population centers around us. More office buildings and the strategic reuse of precious land resources. More retail. More people. More activity right here in the heart of the city.



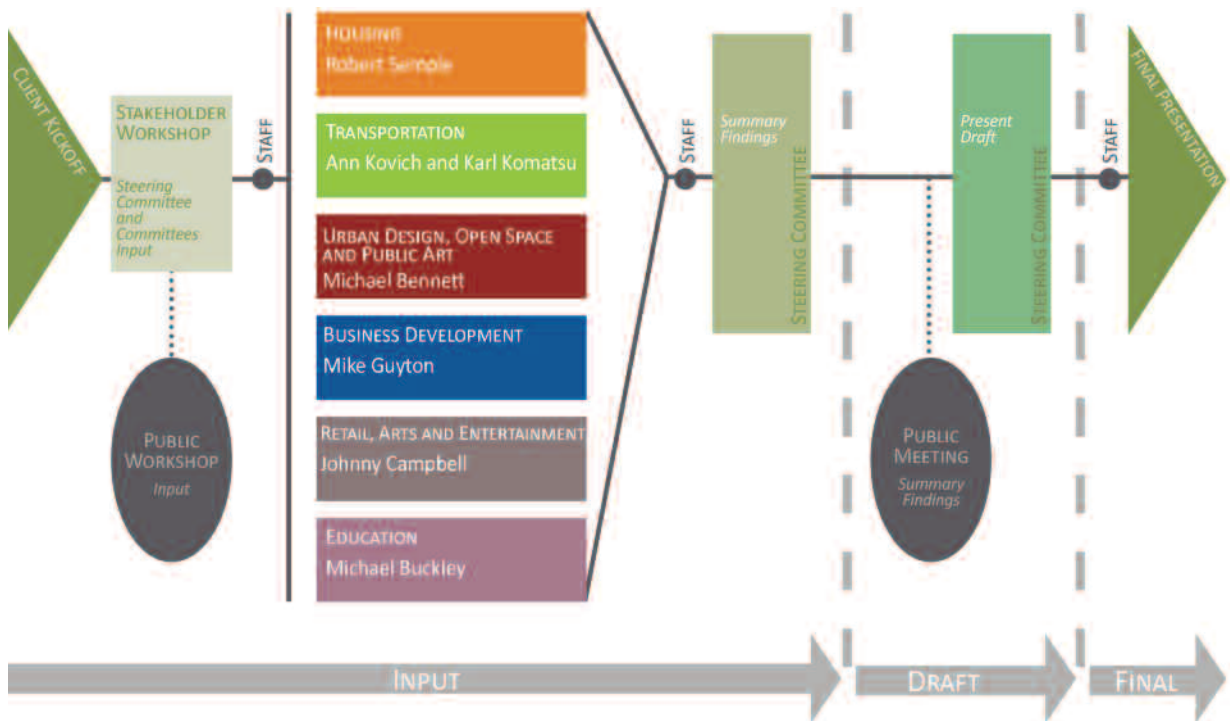
About The Plan – Process, Assumptions and Scope

In the summer of 2012, Downtown Fort Worth, Inc. (DFWI), the Fort Worth Transportation Authority (The T) and the City of Fort Worth initiated a process to update the 2003 Downtown Strategic Action Plan. Plan 2023 is a 10-Year Strategic Action Plan (SAP) developed to guide Downtown work plans and decisions and establish a vision for the future.

Plan 2023 was developed with input from DFWI volunteer committees, community stakeholders, City and T staff, neighborhood representatives and the general public through public meetings and the online portal, futuresdowntown.com.

The work is presented in six major focus areas:

- Business Development
- Education
- Housing
- Retail, Arts and Entertainment
- Transportation
- Urban Design, Open Space and Public Art



Plan 2023 Process

Planning consultants Freese and Nichols, Inc. (FNI), with collaboration by MIG, Inc. and Catalyst Group facilitated the planning process.

Plan 2023's purpose is to build consensus around and establish a common vision for Downtown Fort Worth as a livable, healthy and economically vibrant center for the community. Plan 2023 builds on Downtown's past success, natural features, urban context and culture. It is intended to guide policy development and future planning initiatives. The plan aids in prioritizing actions to promote Downtown and attract investment.

The planning process and resulting work plan allow the community to make informed decisions. These decisions will lead to thoughtful growth, maximization of Downtown's social assets and strategic improvements to the physical environment.

Embedded in the plan's Objectives and Strategies is the underlying belief that a vibrant and healthy urban setting is the best formula to maintain Downtown Fort Worth's significant role as a regional hub of innovation, a headquarters for industry clusters, a focal point of educational and civic institutions, and a premier residential and hospitality address.

Plan 2023 is constructed in part on the foundation of certain assumptions:

Millennial knowledge workers (i.e., the generation born between approximately 1982 and 2003) have high expectations regarding urban environments and mixed-use urban areas. In particular, knowledge workers find appeal in districts that include walkable and secure environments with small-scale amenities such as cafes, galleries and independent stores.

Urban spaces that are of high quality design and active are of interest to people of all ages. A clean, safe, enjoyable and high quality urban environment will never be a passing fad. Quality attracts investment and thoughtful planning is timeless.

Future generations of the knowledge workers including those in traditional downtown industries such as law, finance, energy, architecture, engineering, advertising, design, government, etc. will prefer dynamic, value-added urban environments. Downtown Fort Worth needs to position itself to attract these workers and their employers.

Downtown should be a vibrant, tech-savvy urban core that attracts and serves next-generation information technology companies, advanced oil and gas innovators, healthcare professionals, researchers and design professionals. These innovators will serve critical industries expected to produce significant growth in the near future.

Downtown's location at the center of an advanced and growing regional transit system will increase land use and infrastructure efficiency, concentrate and increase market demand for dense urban uses, reduce air pollution and improve quality of life.

Expanding Downtown's housing options will add market demand for retail and dining and will require more primary education options. More residents and the buildings that house them will also add to the safety of Downtown, fill development and pedestrian gaps and make Downtown a more well-rounded urban center.

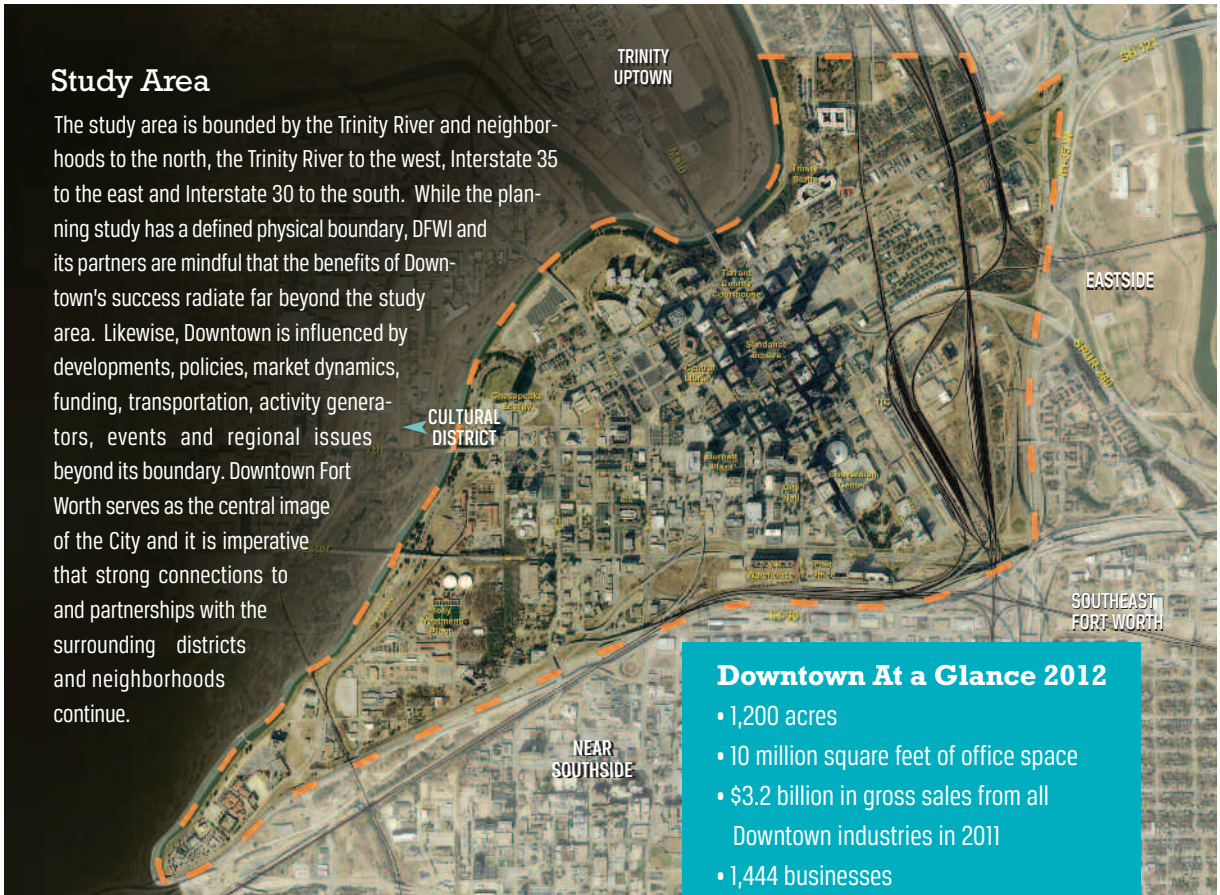
Ensuring Downtown is a destination for lifelong learning and research with access to job training and education will yield significant economic, societal, and image benefits for all of Fort Worth and its present and future companies, residents and workers.

Incremental/do-it-yourself/lighter-quicker projects will help optimize the use of vacant or underutilized spaces in the Downtown. While temporary in nature, the combination of these short-term uses can have a visible effect on the mood and image of Downtown as a vibrant and productive place for experimentation and creativity.



Study Area

The study area is bounded by the Trinity River and neighborhoods to the north, the Trinity River to the west, Interstate 35 to the east and Interstate 30 to the south. While the planning study has a defined physical boundary, DFWI and its partners are mindful that the benefits of Downtown's success radiate far beyond the study area. Likewise, Downtown is influenced by developments, policies, market dynamics, funding, transportation, activity generators, events and regional issues beyond its boundary. Downtown Fort Worth serves as the central image of the City and it is imperative that strong connections to and partnerships with the surrounding districts and neighborhoods continue.

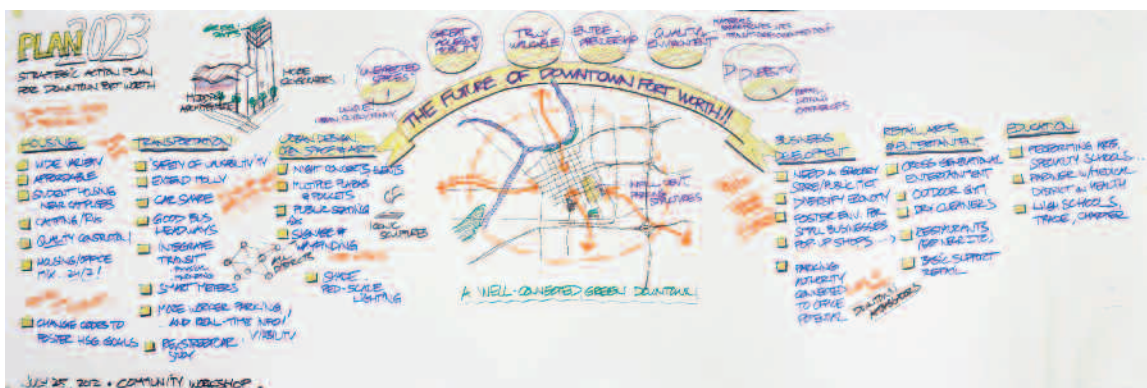


Downtown At a Glance 2012

- 1,200 acres
- 10 million square feet of office space
- \$3.2 billion in gross sales from all Downtown industries in 2011
- 1,444 businesses
- 35,028 private employees
- 56,344 employees (all jobs)
- \$2.8 billion in private payroll-39.1 times its geographic weight in private payroll
- 2,642 hotel rooms
- 5,709 residents
- 3,172 residential units
- \$78,930,947 property taxes paid

Planning Process

The 12-month SAP process kicked off in the summer of 2012 and spanned four key phases: Input, Draft Strategies, Final Recommendations and Adoption. The effectiveness of the planning process was achieved through broad stakeholder and community involvement. The Plan 2023 process was inclusive of many citizens, community leaders and stakeholders; approximately 1,000 ideas were collected, sorted and provided to the committees to consider and discuss.



July 25, 2012 Community Workshop

Steering Committee

The Steering Committee was formed to oversee the process, provide insight into Downtown's issues, provide support and ultimately approve consultant and committee recommendations. Chaired by Allan Howeth, the Steering Committee included representatives from DFWI, the City, The T, businesses, organizations, Downtown residents and Plan 2023 Committee Chairs.

Committees

Each committee (Business Development; Education; Housing; Retail, Arts, and Entertainment; Transportation; and Urban Design, Open Space and Public Art) was formed to provide specific analysis and recommendations in each topic area. Each committee had representation from DFWI members, City staff, stakeholders, topic specialists, businesses, and organizations. Each committee met numerous times during the Input Phase to analyze ideas, identify issues and formulate its objectives and strategies.

Stakeholder and Public Workshops

Two workshops were conducted to allow stakeholders and citizens the opportunity to comment on Downtown's future in each of the six focus areas and on the larger vision for Downtown. Participants heard an overview of recent projects, the planning process, and presentations of national and local trends. Following the overview, volunteers facilitated discussions and exercises to solicit feedback and ideas to guide the development of Plan 2023. Ideas generated at these workshops were provided to the committees. In May 2013, a forum was held to allow for public recommendations on the report.



Stakeholder and Public Workshops

futuredowntown.org

In addition to public meetings, DFWI launched futuredowntown.org to ensure broad participation. During the course of this process, over 370 citizens joined and participated in an "online town hall." This forum allowed participants, many of whom may not have been able to attend the public meetings, to contribute ideas and topic discussions by adding thoughts and uploading images and videos. **Ideas** grew and improved as users acknowledged, expanded, commented on, supported or advanced each other's ideas. In total, over **200 new ideas** were generated with nearly **600 comments** that helped to refine and identify issues. These comments were provided to committees.



Relevant Studies, Plans and Coordination

Plan 2023 is designed to complement existing efforts and prioritize coordination among them. Existing plans and studies included: 2003 Downtown Fort Worth Strategic Action Plan, City of Fort Worth's Comprehensive Plan, The T's 2010 Strategic Plan, Downtown Urban Design Standards and Guidelines, Heritage Park Study, Chisholm Trail Parkway and IH-35 Expansion plans, Downtown Access and Circulation Study (updated and included as a part of Plan 2023), 3rd Street Corridor Improvements, Sundance Square Plaza plans, TEX Rail, the DFWI Public Art Plan, DFWI Downtown Fort Worth Parks & Open Space Plan, Bike Fort Worth Plan, Trinity Uptown Form Based Zoning District, Trinity Uptown Peripheral Zone Design Overlay, and Tower 55 project railroad improvements.



2003 Strategic Action Plan Implementation and Major Accomplishments

Prior to the Plan 2023, the City's Sector Plan, the 1993 and 2003 Strategic Action Plans set the tone and expectations leading to countless improvements in Downtown. Through the years, numerous civic partners, committee members and volunteers have shepherded these action items from the previous plans. Further strategies were added to the implementation list as a result of a commitment to an ongoing dialogue with partners and stakeholders and an open door policy with new ideas.

Major Accomplishments 2003-2013



Business Development

- Near full office occupancy and reuse of significant, targeted vacant buildings
- New Convention Center hotel and upgraded existing hotel room inventory
- Market data for Downtown on a consistent basis
- Established consistent development standards and improved development process



Education

- Completed Tarrant County College Trinity River and Trinity River East Campus
- Established the UTA Fort Worth Center
- Identified childcare needs
- Enhanced reputation of Nash Elementary
- Supported FWISD's location of the Young Women's Academy Downtown



Housing

- 1,912 new units in Downtown
- Another 2,183 new units built in Greater Downtown
- Encouraged development of residential units through housing study
- Created "Urban Expert" realtor designation and annual classes with Greater Fort Worth Association of Realtors (GFWAR)
- Created Downtown Neighborhood Alliance

Major Accomplishments 2003-2013



Retail, Arts and Entertainment

- High retail occupancy and rental rates
- ICSC marketing partnership
- Expanded free parking program for retail merchants via the Tax Increment Finance (TIF) District
- Improved operations and access to on-street parking



Transportation

- Streetscape improvements of major Downtown Streets (Lancaster Avenue and 9th Street)
- Added more two way streets to circulation system
- Added Molly the Trolley Downtown circulator
- Improved bike infrastructure
- Improved parking information availability through fortworthparking.com



Urban Design, Open Space and Public Art

- Renovated and increased the use of Burnett Park
- Developed JFK Tribute and improved General Worth Square
- Expanded boundary and standards for the Downtown Urban Design District; Instituted Administrative approval
- Built urban design partnerships, incorporating quality expectations into our culture





Downtown Fort Worth is a vibrant, world-class destination for businesses, visitors and residents that capitalizes on its history, culture and authenticity, a center of connectivity, learning, creativity, entrepreneurship, and livability.

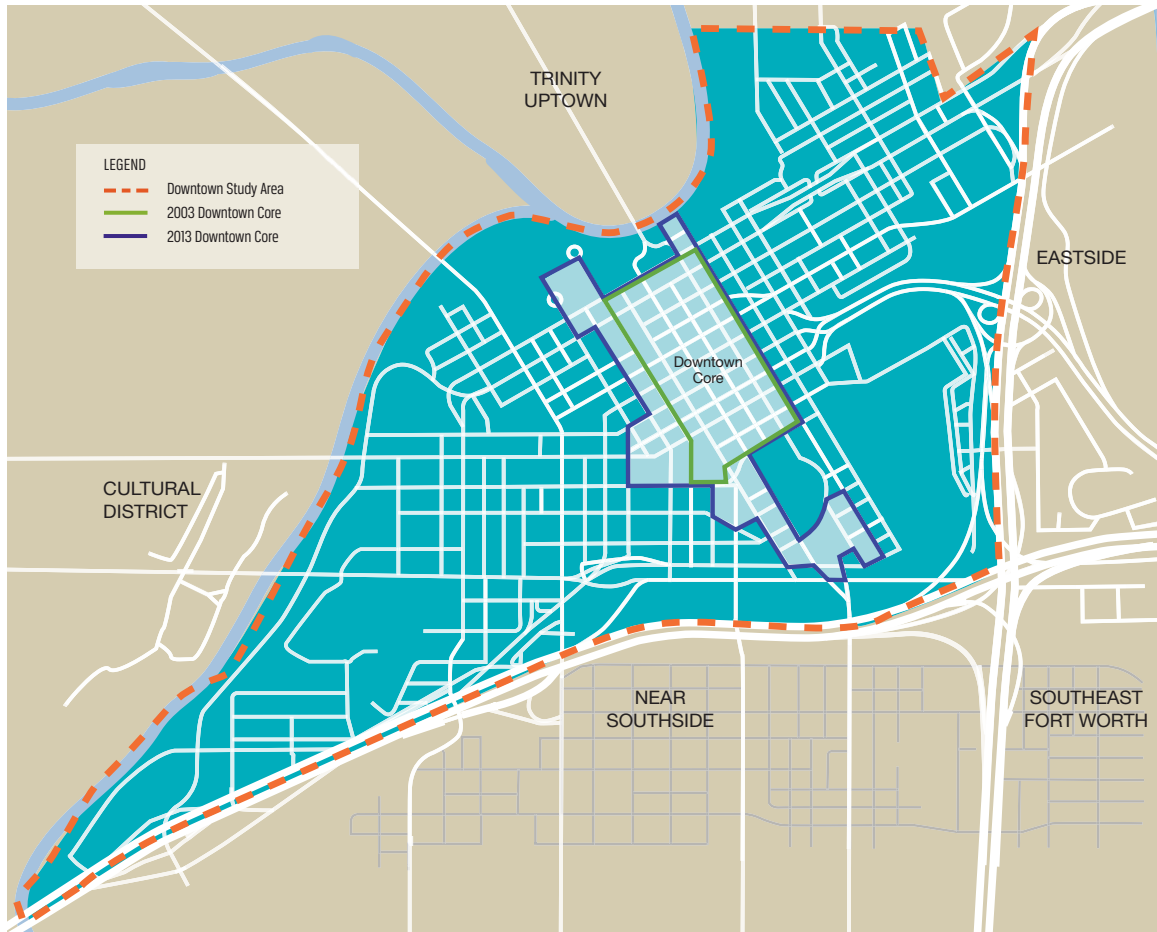
Building upon decades of success, our focus continues to be making Downtown Fort Worth the premier metroplex destination for investment, living, working and visiting. Over the next ten years, we will expand the vibrant core of Downtown and improve the edges through new development and high quality urban design.

We will increase the number of people living Downtown, capitalizing on both local and national urban residential trends. We will improve and provide new open space and park amenities along with improved pedestrian streetscapes. Our educational facilities will create new opportunities for lifelong learning and will encourage families to stay in Downtown.



We will promote our friendly culture, rich heritage and unique character. At the same time, we will encourage a progressive attitude that inspires a world-class urban environment. Downtown's business and office climate will continue to be recognized as a market leader. Downtown will increase its restaurant and retail offerings with a unique blend of national and local retailers. Entertainment venues, festivals, events and performing arts will continue to attract day and night-time visitors with creative and thoughtfully produced activities. We will maintain Downtown's impeccable reputation for cleanliness and safety. An efficient and user friendly transportation system will support all uses. Downtown's livability will be reinforced by its role as a multimodal hub accommodating pedestrians, bicycles, cars, buses, and rail.

National trends show that city cores are expanding and younger generations are gravitating toward urban centers. In addition, consumer expectations have steadily proven a desire for walkable urban places that offer entertainment, shopping, employment and housing.



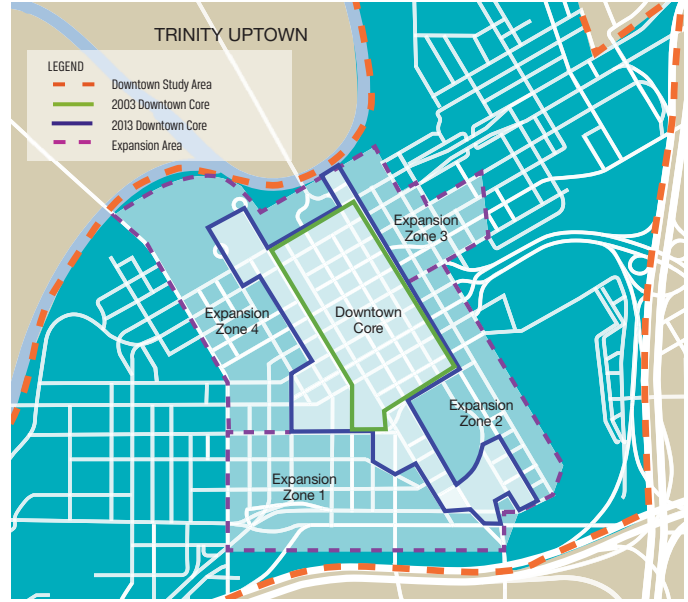
The 2003 Downtown Fort Worth Strategic Action Plan identified a "Downtown Walkable Zone" as the core of Downtown. The previous plan called for an expansion of the core to include a "Mixed-Use Pedestrian Zone" and a larger, long-term "Future Downtown Walkable Zone." While the boundary of the Downtown Core can be debated, the general consensus in 2003 was that the walkable zone was defined as an area from Sundance Square to the Convention Center. While the "Future Walkable Zone for 2013," as described in 2003 did not experience the aggressive expansion envisioned, the area did experience successful development, mainly to the north and south, that helped to achieve a larger walkable area.

While Downtown's study area has a walkable, vibrant core, the inner edges toward Henderson Street, the train tracks, Lancaster Avenue and the Trinity River, are more auto dominated and lack street level activity and development continuity. These inner edges offer the greatest opportunity for redevelopment, particularly with respect to office, retail, hospitality and residential uses.



Expansion Zones

Plan 2023 seeks to expand the Downtown Core by focusing on targeted areas. These areas, referred to as “Expansion Zones,” have been identified for improvements that incorporate objectives in all of the topic areas. The SAP’s objectives provide numerous strategies that collectively support the Expansion Zone concept. Additionally, Opportunity Areas that offer a high potential for redevelopment or infill have been identified to help stakeholders accomplish Plan 2023 strategies.



1



Lancaster Avenue Corridor (*Expansion Zone 1*)

The Lancaster Avenue Corridor remains a critical gateway into Downtown. Since the 2003 Plan, additions such as the Omni Hotel, T & P Lofts, public art and Lancaster Avenue streetscape improvements have positioned this area to better connect to the Downtown Core. However, the area continues to exhibit limited identity and activity, development gaps and heavy auto-orientation. Strategies should improve urban form, add residential and commercial development, increase pedestrian activity and provide better connections to the Near Southside. **The following are key concepts and activities recommended to expand the Lancaster Avenue Corridor:**

- Support the redevelopment of the T&P Warehouse
- Explore reuse of the Post Office
- Support the Hemphill-Lamar connector
- Develop a comprehensive strategy for the development of excess right of way on the north side of Lancaster Avenue
- Support thoughtful mixed-use development along the north side of Lancaster Avenue
- Support infill development on North-South streets between the core and Lancaster Avenue
- Improve gateway experience and better connections to the Near Southside
- Improve gateway experience along Cherry Street, consider infill development and streetscape enhancements
- Revisit the Water Gardens south side access and programming opportunities
- Encourage active programming in the Water Gardens
- Revisit plans for the Lancaster "West Park"
- Reduce the presence of surface parking areas

2



Commerce Jones represents an opportunity for high density development connecting Downtown core to transportation hub

Convention Center-Commerce Jones (*Expansion Zone 2*)

This area is ideally suited for development and can take full advantage of the Intermodal Transportation Center (ITC), interstate access, higher education facilities and the Convention Center. Development in this area is easy to envision as the entire corridor is dominated by surface parking – an urban blank canvas.

Development of this area is important to expand the walkable core by closing the gap between the ITC, Convention Center, hotels and the heart of Downtown. This area will have improved multi-modal transportation elements that are coordinated with future developments. These elements include improved pedestrian amenities, crosswalks, bike facilities, and on-street parking adjacent to new buildings with active ground floor uses. **Development efforts should:**

- Revisit the Convention Center to improve appearance, visibility along Commerce Street, street level programming/transparency, walkability and functionality
- In conjunction with Convention Center improvements and expansion, consider straightening Commerce Street to create redevelopment opportunities on adjacent parcels, better sight lines and connectivity to the Downtown core
- Consider open space as part of the amenity package
- Decrease the prominence of surface parking areas
- Encourage partnerships, shared facilities and joint ventures between the University of Texas at Arlington Fort Worth Center and Texas A&M University School of Law
- Support Transit Oriented Development, mixed use and residential developments which would complement and not conflict with transportation plans of The T around the ITC. Ensure that new developments compliment future T stations and facilities.
- Improve all streetscapes and increase walkability for students, commuters and visitors

3

East Sundance (*Expansion Zone 3*)

The East Sundance area is a prime location for core expansion and urban infill. Development of this area will aid in further emphasizing connections between the core and residential areas to the northeast and east. New developments could include a wide range of uses such as retail, office and residential.

Key strategies and objectives for the East Sundance area are:

- High density, mixed use development on prime blocks
- Expand the walkability of the Downtown Core
- Support high quality pedestrian spaces
- Ensure East-West and North-South connectivity



Infill potential



4

County Government and Institutional Area *(Expansion Zone 4)*

This area focuses on providing additional urban infill to expand the core with residential, retail, public and office uses. A key objective for this area should be to enhance connections, using both pedestrian facilities and buildings, from the existing core towards the West and North. Future developments and improvements should complement key existing uses such as Tarrant County Courthouse and other facilities, Tarrant County College (TCC) Trinity River Campus, churches and the Central Library. In addition, existing park assets such as Heritage Plaza and Park and Paddock Park and proposed areas such as the Courthouse West lawn are opportunities to create inviting spaces and improve connections to the Trinity River and adjacent districts.

- Improve pedestrian experience across Weatherford and Belknap Streets
- Provide better pedestrian link to Trinity Uptown Area
- Provide better connection to the Trinity Trails from Heritage Plaza and Park
- Revisit Paddock Park
- Encourage structured parking/identify parking solutions
- Implement Heritage Plaza improvements
- Improve circulation at Main and Houston/Commerce split
- Complete restoration of Tarrant County Courthouse block
- Work with Tarrant County to consider future land use of 300 West Belknap, the "Old Jail" site
- Encourage infill development for both residential and commercial uses



Transform Henderson Street from a low density environment to an active high density urban street

+

Opportunity Areas:

Additional Opportunity Areas, identified during community input and analysis sessions, represent strategic locations that can support larger developments and connect to an expanded core. Long-term planning and development objectives for each area are as follows:

NORTHEAST EDGE AND UPTOWN AREA

- Complete Knights of Pythias improvements
- Recruit interested developers
- Encourage additional residential development
- Improve streetscapes in conjunction with development
- Strengthen the 3rd Street connection to the Downtown Core
- Improve pedestrian connection to the Downtown Core
- Mitigate BNSF 1st Street Closure
- Encourage additional residential infill and neighborhood supportive retail and recreation amenities

PARKVIEW AREA

- Consider neighborhood-sensitive redevelopment of under-utilized city land
- Encourage developments that consider proximity to the Trinity River and Trails
- In conjunction with development, improve streetscape and walkability
- Support high quality pedestrian spaces as development occurs



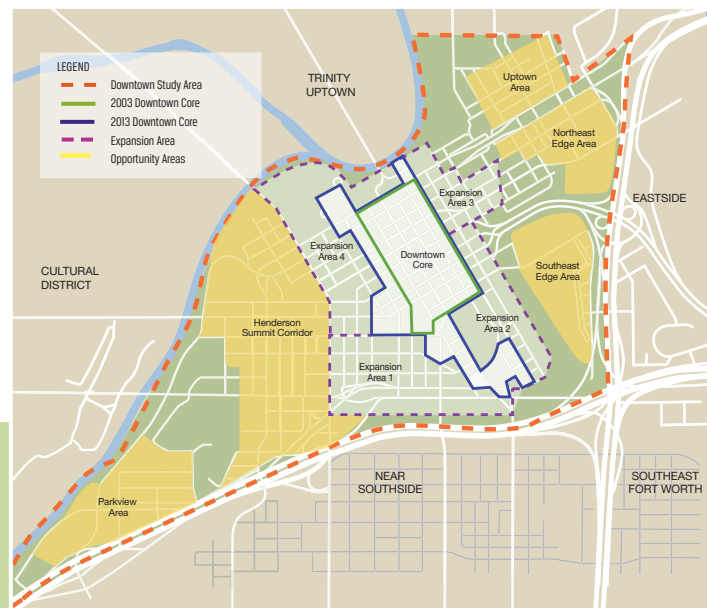
7th Street represents an opportunity for additional high density development

HENDERSON-SUMMIT CORRIDOR

- Encourage development that creates better urban form and more seamless connections to surrounding area
- Support and encourage a significant amount of residential infill and mixed use development
- Revisit West Side park
- Add high quality pedestrian spaces
- Maintain traffic carrying capacity but improve Henderson Street, Summit Avenue, Cherry Street and Forest Park Boulevard gateway experiences
- Encourage the re-use of Public Market building

NORTHEAST EDGE AREA AND SOUTHEAST EDGE AREA

- Conduct workshop to develop out-of-the-box thinking to improve area with goal of supporting redevelopment and infill, and improving aesthetics and the image of Downtown's edge



SURROUNDING DISTRICTS

Alongside Downtown's renaissance, surrounding districts have seen recent growth. These districts include the Cultural District, Trinity Uptown, Near Southside, Near Eastside, and Southeast Fort Worth. The near Northside will undergo significant redevelopment as the Trinity River Vision is implemented and the far north-east has been attracting attention.

The success of Downtown and the surrounding area is a reversal of 50 years of center city disinvestment.

Improving Downtown's connectivity and seamless development with surrounding districts strengthens the future growth of center city Fort Worth. Each district's success reinforces the success of the others.



Vision

Downtown Fort Worth will grow as a premier business location by providing a robust economic, intellectual and cultural environment through the supporting infrastructures necessary to retain current and recruit future employers.



James Richards FASLA

1

Objective: Expand Downtown’s traditional business clusters to include more life sciences, including corporate offices, research and development laboratories, insurance carriers, healthcare providers, consultants, manufacturers and clinics.

Strategy:

- Support University of North Texas Health Science Center (UNTHSC) in creating a new Doctor of Medicine degree-granting program.
- Explore opportunities to leverage business with UNTHSC graduate degree programs in the fields of Osteopathic Medicine, Biomedical Science, Public Health and Health Administration, Health Professions and Pharmacy.
- Participate in the development of a community-wide plan for a life sciences cluster.
- Explore options identified in the community plan for life sciences, particularly to recruit users to Downtown.
- Work with Fort Worth Convention & Visitors Bureau (FWCVB) and medical institutions to attract life sciences conferences and symposia to the Fort Worth Convention Center.
- Orient a segment of the Downtown housing market to cater to healthcare students, educators, researchers, and providers.



UNT Health Science Center (UNTHSC)

2

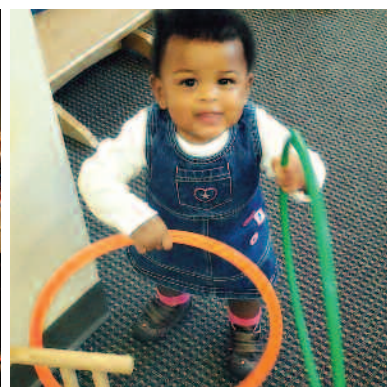
Objective: Provide the educational systems that encourage a healthy business environment.

Strategy:

- Support improvements in K-12 public education.
- Encourage the growth of higher education offerings in Downtown by Tarrant County College (TCC), the University of Texas at Arlington Fort Worth Center (UTA FW Center), Texas A&M University School of Law and other institutions.
- Support developments in Adult Continuing Education to make connections with existing and future industry including biomedical initiatives.
- Make Downtown a centralized location for vocational and professional training opportunities and continuing education through Fort Worth Independent School District (FWISD), TCC, UTAFW Center; Texas A&M University School of Law.
- Foster the development of public healthcare administration and nursing school programs.
- Support partnerships between training and healthcare providers for wellness, nutrition, therapy, and preventive healthcare.



UNT Health Science Center



Bright Horizons Montessori at Sundance Square



3

Objective: Encourage development of a Geotechnical Institute in order to capitalize on the existing oil and gas industry. (See Education Section, Objective 6)

Strategy:

- Establish a new Geotechnical Institute to focus on Fort Worth's Oil and Gas Industry Cluster with a resident program of research, organizational hub for symposia, and knowledge clearinghouse for the geotechnical industry. Explore alternative uses for horizontal drilling technologies.



4

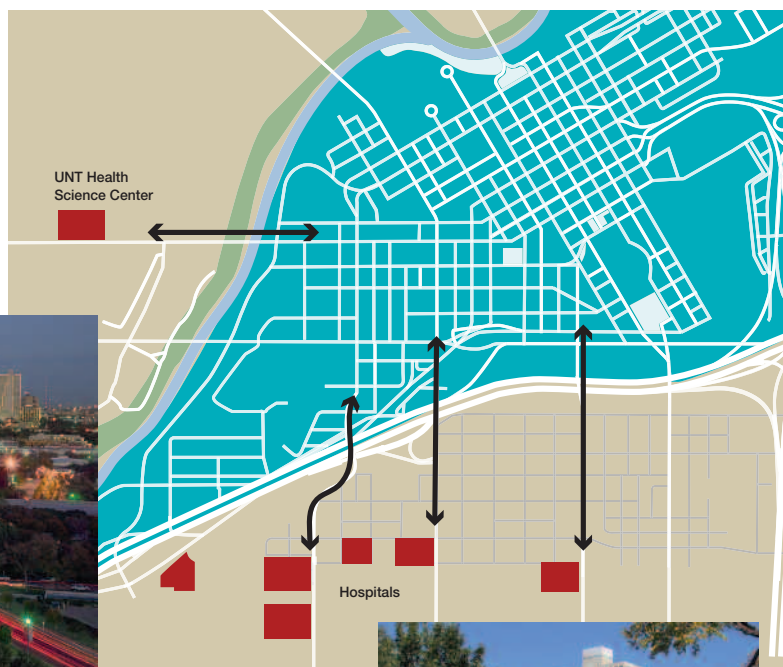
Objective: Increase transportation connectivity for healthcare/cultural/tourism opportunities that support the business environment and future job growth.

Strategy:

- Develop strong transportation connectivity between Medical District, Cultural District (UNTHSC) and Downtown to support healthcare training and providers.
- Capitalize on impact of major sports arenas in North Texas area by providing transportation access (buses to venues).
- Enhance Stockyards and Cultural District connectivity for visitors by creating tourist and visitor-friendly transportation options.



UNT Health Science Center



5

Objective: Support and encourage the installation of aesthetically appropriate infrastructure needed to improve wireless services throughout Downtown.

6

Objective: Assess the current use and accessibility of incentive programs on the state and federal level for Downtown redevelopment.

Strategy:

- Preserve historic/cultural buildings as landmarks for Downtown and potential investment and infill development opportunities.
- Encourage use of various incentives (historic preservation/adaptive reuse, brownfields grants, state incentives, SBA loans, CDCs, etc.) by gathering information resources on a common website and marketing it as a development resource.
- Investigate feasibility of New Markets Tax Credits use.
- Promote use of the new Texas State Historic Preservation Tax Credit program.



T & P Warehouse

7

Objective: Focus on quality of life in Downtown Fort Worth to retain existing and recruit new businesses and workers.

Strategy:

- Attract emerging businesses to Downtown Fort Worth by developing a quality of life that entrepreneurs find attractive and valuable. Tactics could include wi-fi accessibility, affordable housing, maker spaces, incubators, etc.
- Explore creation of an Emerging Leaders Alliance with existing organizations to encourage young entrepreneurs and professionals to locate in Downtown.
- Promote internship programs to attract and retain students from area colleges and universities to create the next generation Downtown workforce.



Engage Civically



Promote Socially



8

Objective: Establish Downtown Fort Worth as a desirable location for emerging businesses by creating incentives, providing access to resources and opportunities for promotion.

Strategy:

- Explore a public private partnership for providing cost effective incubator space for emerging business.
- Create a way of identifying emerging businesses.
- Regularly review business types with a goal of understanding industry diversity.
- Work with the City to establish a task force to review and recommend updates to Downtown infrastructure required by emerging businesses.
- Establish an emerging business information clearing house and referral network where participants have access to a network of established connections.
- Foster relationships with local universities to provide access to research programs, student internships, etc.
- Encourage the creation of an emerging business mentor program with access to various pools of mentors based on industry, i.e. health care, development, technology, oil and gas, etc.
- Field a steering committee of marketing professionals, specializing in various targeted industries, to set a marketing platform that is effective in reaching out to industry groups throughout the nation with a goal of drawing emerging businesses to Fort Worth.
- Develop a fully integrated web presence with access to resources, relevant topics and news, and business leaders in the Downtown Fort Worth community.
- Offer a qualification process, after which a company would have opportunities to do business with the City or other significant organizations in the area, similar to qualifying as a M/WBE business.
- Integrate the program with other relevant constituent groups in the community as applicable.



9

Objective: Maintain current office market strengths.

Strategy:

- Ensure that Downtown is not unintentionally disadvantaged by public policy.
- Retain large employers by monitoring property tax policies and encouraging judicious use of incentives to maintain a vibrant and diverse employment base.
- Actively monitor parking enforcement policy and implementation for customer friendliness and market sensitivity.
- Maintain the appeal of Downtown to our core office user by ensuring ease of access, safety, cleanliness and hospitality.
- Capitalize on Downtown's life sciences business clusters promoting proximity to the hospitals and UNTHSC.
- Enhance the value of Downtown to geotechnical/energy firms.
- Work with the Chamber of Commerce and Stakeholders to build awareness of the Downtown office market among key relocation professionals in select cities.

10

Objective: Capture millennial generation and creative class.

Strategy:

- Engage with Steer Fort Worth, Vision Fort Worth and similar young professional initiatives.
- Engage young leaders in mentorship and leadership roles.
- Foster the creation and expansion of companies that appeal to local graduating students.
- Support and foster the creation of internship programs with Downtown businesses to retain students from area post-secondary educational institutions working and living in Downtown.
- Support the construction of housing to include mixed income and mixed uses that appeal to young professionals and students.
- Identify venues for artistic expression (ex: Makers Space) and market to the creative class to lay the foundation for future employment growth.



Vision For Worth event

11

Objective: Focus efforts on sustainability.

Strategy:

- Support local post-secondary educational institution initiatives that focus on renewable energy and sustainability programs.
- Recruit companies engaged in the sustainable industry.
- Encourage the use of LEED certification and sustainable practices within Downtown.
- Expand recycling efforts.





12

Objective: Facilitate the enhancement and expansion of the Fort Worth Convention Center in order to support the growth of the convention economy in Fort Worth.

Strategy:

- Commission an update of the study on the Convention Center needs and amenities.
- Identify related needs such as arena/general assembly services, large-scale meeting facilities, improving the pedestrian/visitor experience on the east and west facades, servicing, etc.
- Identify financing opportunities and strategies to realize Convention Center expansion.



13

Objective: Improve Fort Worth's position as a tourism destination.

Strategy:

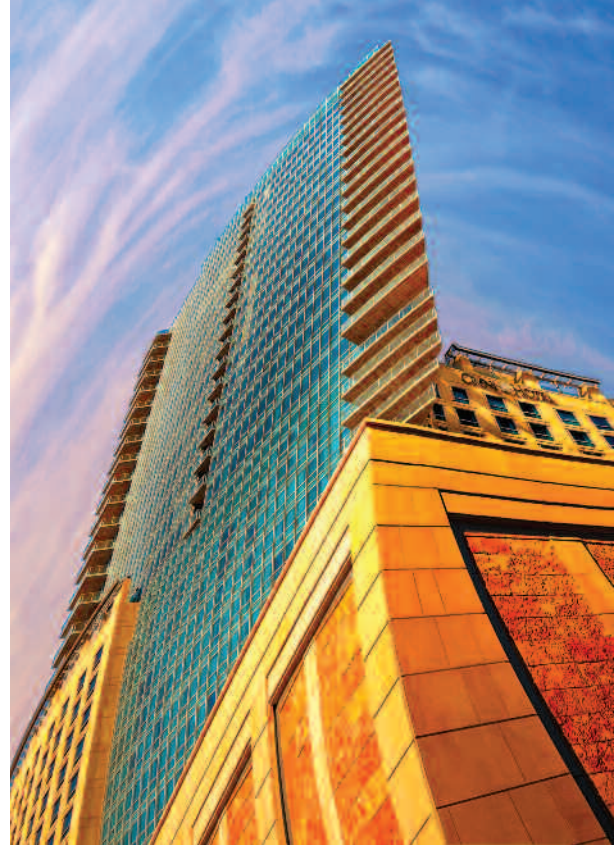
- Support and enhance, where possible, the Fort Worth Convention and Visitor's Bureau's tourism strategy.
- Build tourist friendly attractions, comforts and wayfinding amenities.

14

Objective: Use market demand analysis of Fort Worth to determine the needs of citizens, visitors, the hospitality industry, and meeting and event management professionals. Focus on ways to improve and market Downtown's appeal as the core of Fort Worth's successful convention and event destination.

Strategy:

- Conduct an analysis of current hotel inventory and locations for the use of convention, meeting, trade and exhibition/event businesses.
- Determine the current and future market potential for hotel growth. Analysis should include a survey of critical hotel/motel statistics and forecast of available rooms, occupancy and room rates.
- Identify the type and size of facility(s) that best meet the needs of the City, hospitality industry and meeting/event management professionals.
- Evaluate comparable facilities (current & proposed) and operational characteristics.
- Forecast the convention and event market demand and market share by market segment.
- Identify and analyze economic impact and projected operating expenses and revenues of any proposed facility(s).
- Identify possible sources of funding for such facility(s).
- Detail types of facilities, attractions, nightlife, accessibility, restaurants and other amenities that make up the elements of a successful convention and event destination and relate them to Fort Worth.





Student at Bright Horizons Montessori at Sundance Square

Vision

Targeted educational programs and new learning institutions in Downtown will focus on current and future industry clusters to attract and hold knowledge-based companies and workers. This effort will maintain Fort Worth's primacy as host to a vibrant and innovative regional workforce, and provide critical lifelong learning experiences for its residents.

A vibrant urban center will attract and hold knowledge workers, strengthening Fort Worth's concentrated office core. Downtown must be recognized as an innovative learning and human development environment, with educational activities hosted in a variety of venues, from formal institutions to informal events.

Selected specialized learning opportunities will focus on delivering new skill sets for the evolving economy as well as primary education for children and mid-career learning for adults.

Educational offerings will enhance the image of Downtown Fort Worth as an innovation center, with programs designed for a diverse audience seeking a variety of cultural, educational and entertaining experiences.

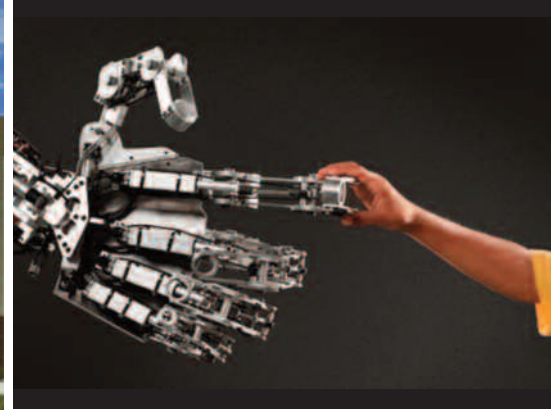


New programs will leverage existing educational/cultural institutions and will focus on current and future Fort Worth industry clusters with an overriding goal of lifelong learning for all residents. The programs will relate to the Downtown workforce, enhancing corporate recruiting and career mobility. The benefits of these programs include an enhanced image, improved workforce skills, innovation capacity, improvements in quality of life, and the potential to cut across income and ethnic barriers in support of discovering talent and increasing human potential.

While education always provides a core essential service to society, educational facilities in downtown areas perform "double duty" by providing energy and vitality for a city. Cities throughout the United States have demonstrated the vibrancy that a flourishing learning environment can help create in downtown areas.

Benefits

- Create Synergy Across a Variety of users
 - Present & Future Downtown Workforce
 - Visitors/Tourists
 - College/University Students
 - High School Students
 - Career-Seeking Adults
 - Children and Families
 - Downtown and Non-Downtown Residents
- Generate Continuing Positive Image for Downtown
 - Recognized as Innovative
 - All elements are contributors to quality of life
 - Provide multiple options to address income/ethnic barriers
- Provide Clear Societal Benefits
 - Support the Downtown workforce and employers
 - Create alternative career ladders
 - Facilitate access to specific new skill sets
 - Create an urban "idea engine" by developing a concentration of creative thinkers in downtown
 - Provide programs that add to the Fort Worth conventioneer's experience



STEM School as envisioned by UTA Design Studio Center for Metropolitan Density graduate Students 2013

1

Objective: Establish a Digital Media Academy within a STEM (Science Technology Engineering and Math) School.

Strategy:

- Encourage a new Fort Worth Independent School District (FWISD) STEM school to be established in Downtown with open enrollment based on merit, focused on skills development for Aerospace, Engineering, Geology, Bio-Science and IT Industry clusters existing in FW and those to be recruited in the near term. Graphic interface and coding classes should be a differentiating specialty of this school. Explore opportunities to ensure that this school is seen as beneficial to those living Downtown and center city employees.
- In support of the growing worldwide demand for machine/human graphic interface technology, such as those pursued by Lockheed Martin, Bell, smart phone and PC manufacturers, and other IT-related firms, work with the FWISD to create a Downtown educational institution with a digital media arts and coding curricula. Combining an accelerated liberal arts curriculum with a more applied and broadened graphic and visual arts specialization, this educational institution will offer highly specialized training in simulation, gaming, digital media arts, and the associated disciplines of human/machine interface design.
- Models for examination: Hightower High School's Digital Media Academy, in Missouri City, Texas. The Digital Media Academy offers Stanford University credits for adults and summer programs for children. The Academy currently offers classes at various top universities, including adult classes at the University of Texas at Austin.
- Explore partnerships with Bell Helicopter and Lockheed Martin to begin a wider pattern of long-term relationships between Downtown education providers and Fort Worth's advanced technology employers.
- Establish a young leader's mentor program within the STEM school.

2

Objective: Support existing higher education institutions as plans for future growth develop. Encourage expansion plans to be consistent with the Downtown Urban Design Standards and Guidelines.



Texas A&M University School of Law



Gallery 76102 at UTA Fort Worth Center

3

Objective: Work with educational institutions to maximize and promote on-site cultural and space resources. Promotion and coordination of these resources in conjunction with other events and offerings will enhance the status of Downtown as a hub of creativity and culture.

Strategy:

- Downtown colleges and universities have significant physical resources that could be programmed during "off" seasons and hours. For example, many classrooms and lecture halls are vacant at times. Some are available for community use, but are not well-promoted or generally known. These facilities could be used for lectures, performances, screenings and similar uses.
- Promote existing art galleries and displays at the Downtown campuses of TCC, UTA Fort Worth Center and the Fort Worth Central Library as part of a larger art messaging objective.
- Conduct an assessment of available resources in other Downtown institutions (e.g., churches, civic groups, government buildings). Resources may be available to adaptive reuse (e.g., underutilized parts of schools, recreational or church complexes can be repurposed for new educational uses as is done in other cities).

4

Objective: Generate opportunities for informal educational events.

Strategy:

- Add educational components to cultural/entertainment events.
 - Math and science-made-fun events, group gaming competitions, digital photography and video clinics, "app-athons," "Teen Chef" or "Top Amateur Chef" competition, "Build Your Own Robot," etc.
 - Performance-oriented events could include an "Amateurs Pavilion" to showcase local talent of all ages.
 - Experimental role-play "Wannado" programs.
- Invite specialty groups to hold their functions in Downtown. Examples include sketching groups, performance art, geology clubs, history and architectural societies, and science fairs.
- Cross promote these educational programs with existing events to generate a cultural expectation that Downtown is an engaging and genuine place for lifelong learning.





5

Objective: Increase utilization of Central Library.**Strategy:**

- Review underutilized spaces and pursue a use plan that serves the library's mission and actively programs the building's unused space.
- Market the library's classroom and auditorium space throughout the community as a resource for both formal and informal educational activities. Collaborate with the Fort Worth Public Library Foundation to market programs for young adults and midcareer workforce programs as well as cultural learning events focused on specific aspects of literature or history.
- Add additional programs that focus on adult education such as computers for boomers, credit card management, household budgeting, and information retrieval.
- Improve visual access to currently-vacant space to encourage new uses and create potential opportunities to add displays to activate the space.

*Fort Worth Central Library***Educational Institutions****Downtown Fort Worth**

	2012 Fall Enrollment
Montessori at Sundance Square	77
Nash Elementary School	1,260
Texas Wesleyan Law School*	1,730
University of Texas at Arlington, Fort Worth Center	1,590
Tarrant County College, Trinity River Campus	7,237

Source: Downtown Fort Worth, Inc. Survey*Texas AGM University School of Law acquired Texas Wesleyan Fall 2013.

6

Objective: Establish Fort Worth as a world geotech innovation center.**Strategy:**

- Explore corporate and higher education interest in the development of a Geotechnical Institute that capitalizes on existing industry needs and Barnett Shale-led extraction technology advancements. Develop an international reputation for geotechnical education, workforce training and best practices. Work with TCU Energy Institute and local companies to explore additional benefits/market use of geotechnical expertise developed in the Barnett Shale.
- Establish a new Geotechnical Institute to focus on Fort Worth's Oil and Gas Industry Cluster with a resident program of research, organizational hub for symposia, and knowledge clearinghouse for the geotechnical industry. Explore alternative uses for horizontal drilling technologies.
- Use this Institute as an attractor for workforce recruitment efforts, commercial office space users and innovation to further support this unique industry cluster in Downtown.
- Create a center where resident scholars and researchers will be complemented with oil and gas symposia and targeted meetings to support vital industry expansion in the future.
- Attract sponsorship for dedicated research efforts to improve benefits of sustainable energy production and identify and qualify best practices. In distinction to the educational programs which are available in the region, this Institute will serve as a think tank and clearinghouse for the industry itself.





Tarrant County College Downtown Campus

7

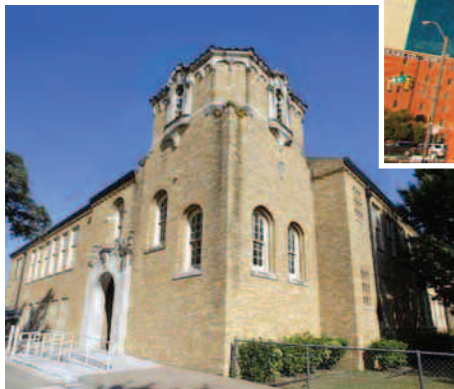
Objective: Support and promote Nash Elementary and the Young Women's Leadership Academy. Work to make Nash among the highest performing schools in the Fort Worth Independent School District.

Strategy:

- Work with PTA.
- Encourage parent participation in PTA.
- Target campus aesthetic improvements.
- Explore additional volunteer opportunities and programs.



Young Women's Leadership Academy



Nash Elementary School

An investment in knowledge pays the best interest.

- Benjamin Franklin



8

Objective: Encourage more childcare with early-learning options.

Strategy:

- Existing childcare programs in Downtown are limited, but could offer flexible operating hours for the unique working circumstances of many in the workforce or the extended hours generally expected of knowledge and service workers.



Students at Bright Horizons Montessori at Sundance Square

9

Objective: Explore enrichment and hands-on learning opportunities for families and children.

Strategy:

- Reach out to the cultural institutions to explore the concept of site specific programming.
- Assist existing Downtown institutions in promoting educational opportunities and events for families.
- Expand interactive programming and interpretation at existing assets such as the Water Gardens, Burnett Park, General Worth Square, Heritage Park.
- Examine use and patronage of Fire Station No. 1. Consider action steps that would lead to more active and visible use.



Sid Richardson Museum



Urban Sketch, Burnett Park May 2013



UNT Health Science Center

10

Objective: Endorse the proposed UNT Health Science Center MD Degree program as an important major catalyst to Fort Worth's future growth in the Healthcare sector.

11

Objective: Facilitate creation of “Maker Spaces” in Downtown.

Strategy:

- Partner with educational institutions, the Central Library, and other key players to provide opportunities for creation of “Maker Spaces” in Downtown. “Maker Spaces” are community-operated “hands-on” centers for people of similar interests to create, collaborate, discover and learn. For example, a Maker

Space may allow computer engineers, designers or inventors to tinker collaboratively or work on common problems. Such places may include electronic components: books, electronic equipment, and other tools or resources. They encourage both education and creation—and provide resources for individuals wishing to develop business ideas.



Randall Arnold, Tarrant County Community Maker

12

Objective: Establish a Basic Writing / Presentation Skills Laboratory.

Strategy:

- Pursue the creation of a new, Downtown-housed educational program focused on reasoning, writing, presentation, and team participation skills.

It is widely recognized within the industry and in secondary and college education that these skills, which are the fundamental building blocks for industry learning, have eroded over time.

- A special laboratory of this kind established in Downtown would offer specific instruction and best practices, role-playing for effect, and off-the-shelf employer programs, with consortium-derived curricula tailored to a variety of high school juniors and seniors as well as adults entering the workforce or attempting to change careers. The laboratory could be funded initially by federal, state and private grants and eventually by industry-contracted training in addition to tuition fees.

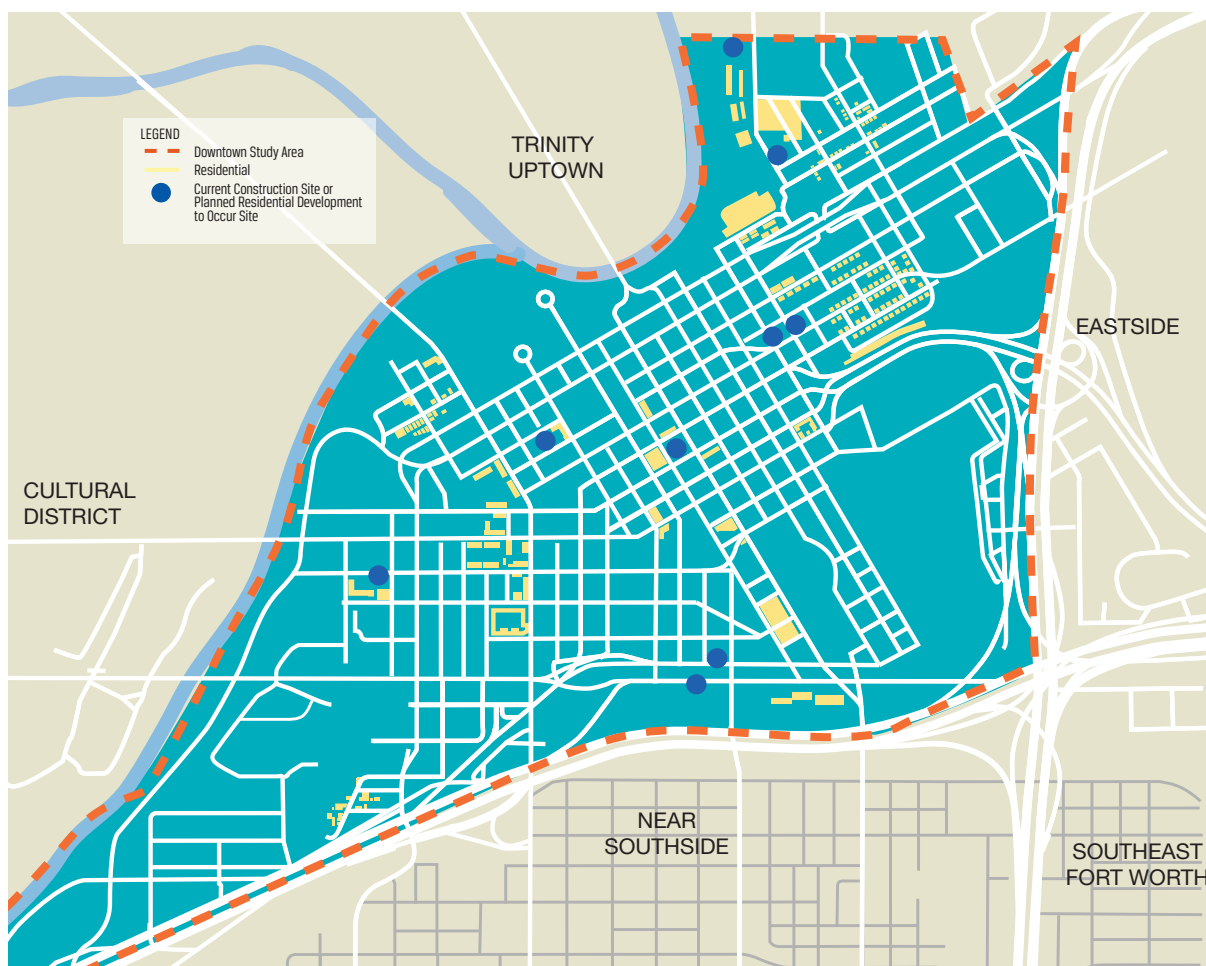


Commerce Jones Street Corridor as rendered by UTA Design Studio Center for Metropolitan Density graduate students 2013

Vision

Building on past successes, the development of multi-family housing in Downtown Fort Worth and the surrounding areas should be *intentionally accelerated through targeted incentives and policies supporting this land use*. We will set the stage for producing market warranted housing by removing barriers to development. With a bias toward density, high-quality design, and a variety of price points including workforce-affordable housing, quality owner-occupied and rental housing, we will add to the diverse mix of residents in Downtown and increase the tax base.

These residential developments must create walkable linkages and support urban design principles. Increase in overall residential supply will support transit growth and more retail, restaurant and entertainment businesses. The residential development mix and amenity offering should serve Downtown and nearby workers, students, retirees, families with children and all those interested in living in a vibrant Downtown.



Downtown and the surrounding areas provide an abundance of residential development sites.

1

Objective: Increase the overall number of residential units in Downtown and adjacent districts.

Strategy:

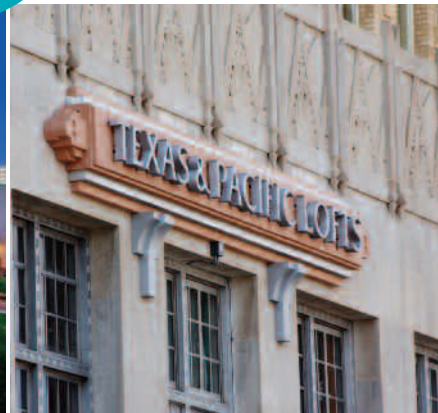
- Attract an additional 7,500 units of housing in the greater Downtown area; 2,500 of those units in Downtown. Housing types include the following:
 - Workforce/Affordable
 - Market Rate
 - Luxury
 - Senior
 - Student

7,500
more housing units

- Encourage the development of high density mixed use projects in the Expansion Zones including the Upper Westside, Henderson Summit Streets Corridor, Lancaster Corridor and along the Commerce Jones Corridor to maximize land use, encourage success of ground floor amenities and support the long-term vitality of the core.
- Support additional high density infill housing in the Trinity Bluff area and in the northeast Opportunity Areas.
- Generate market and economic data to assist Downtown residential investment decisions.



Firestone West 7th Apartments



Texas & Pacific Lofts



View from the Palisades Townhomes

2

Objective: Develop and market an incentive program to encourage higher density, transit-oriented and sustainable residential development in Downtown.

Strategy:

- Create incentives to bridge economic gaps caused by the urban design objectives of higher density, including structured parking, concrete and steel construction, high quality design, etc.
- Pursue economic development incentives to encourage mixed use development, specifically along transit corridors, and near transit centers and areas targeted for pedestrian improvements.
- Develop criteria for economic incentive packages. Address market gaps for targeted land uses with emphasis on residential and other priorities.
- Assure involvement of The T in future plans for development specifically along Lancaster Avenue and the Commerce Jones corridor to ensure development complements the Intermodal Transit Center (ITC) and T&P Stations.
- Support urban design enhancements around transit-oriented developments.
- Encourage the development of a program to educate developers and the public with respect to green infrastructure and the benefits of density.
- Develop high quality pedestrian spaces and amenities such as plazas, parks, green spaces, etc. within five minute walking distance of all residential developments.



Worth Reading (#wr365) Program

3

Objective: Add to Primary and Secondary School Options in Downtown. *(see Education Section)*

Strategy:

- Support Nash Elementary.
- Support the Fort Worth Young Women's Leadership Academy expansion plans.
- Promote programming in the Fort Worth Central Library.
- Encourage the development of a Science, Technology, Engineering, and Math (STEM) and other schools in Downtown.

4

Objective: Encourage development of residential and mixed-use projects in the core, Expansion Zones and Opportunity Areas.

Strategy:

- Work with property owners to develop strategies for key sites and explore underperforming land uses close to the core; develop strategies for reuse/repositioning.
- Promote reuse of existing buildings by marketing economic incentives.
- Explore zoning and minimum densities along key corridors and opportunity nodes in areas including Lancaster, Commerce Jones Corridor, Trinity Bluff, and Upper West/Henderson Corridor to ensure predictability of development.
- Work with local authorities to develop land assemblage and RFP strategy.
- Work with Tarrant County College, UTA Fort Worth Center, and Texas A&M University School of Law to explore options for student housing in Commerce Jones Corridor and TCC area.

2,246 rental units
926 owner units
residential units 4th Qtr 2012

5

Objective: Encourage the development of affordable workforce housing units in Downtown.

Strategy:

- Encourage a range of affordability – low, moderate and high income – with a goal of 10% of the housing to be developed in quality mixed income developments as affordable to persons/ households whose income is less than 60% of the area median income adjusted for family size. Mixed income projects should be a blend of market rate and affordable units.
- Encourage the preservation of affordable units in developments nearing the end of their affordability compliance period.
- Work with public and private partners to construct new affordable units.
- Use Tax Increment Finance (TIF) funds and other incentives to promote affordable housing in mixed-income developments through land acquisition; provision of gap funding on specific residential developments; or by funding streetscape, utility or parking garage improvements in exchange for the provision of affordable housing.
- Support efforts to bring seminars on workforce housing to the community.



- Use assets generated from Downtown Fort Worth Initiatives, Inc. housing activities to further the construction and preservation of affordable units in the context of mixed-income developments.



Hunter Plaza – 164 Units proposed



Knights of Pythias – 18 Units under construction

**28% of Downtown workers
can afford to pay median rent in Downtown.**



Lincoln Property Company - 256 units under construction



The Neil P.



6

Objective: Design buildings, streets and places to promote activity.

Strategy:

- Revisit and update Downtown Development Design Standards every 3-5 years.
- Ensure streetscape and connectivity from residential developments to core activities by eliminating "dead zones" and minimizing disruption of the pedestrian experience by fixing the current gaps in the Downtown fabric.
- Design open spaces to be vibrant and usable and to meet the needs of a growing residential community.
- Ensure that surrounding street and sidewalk activation are considered at the beginning of the design process.

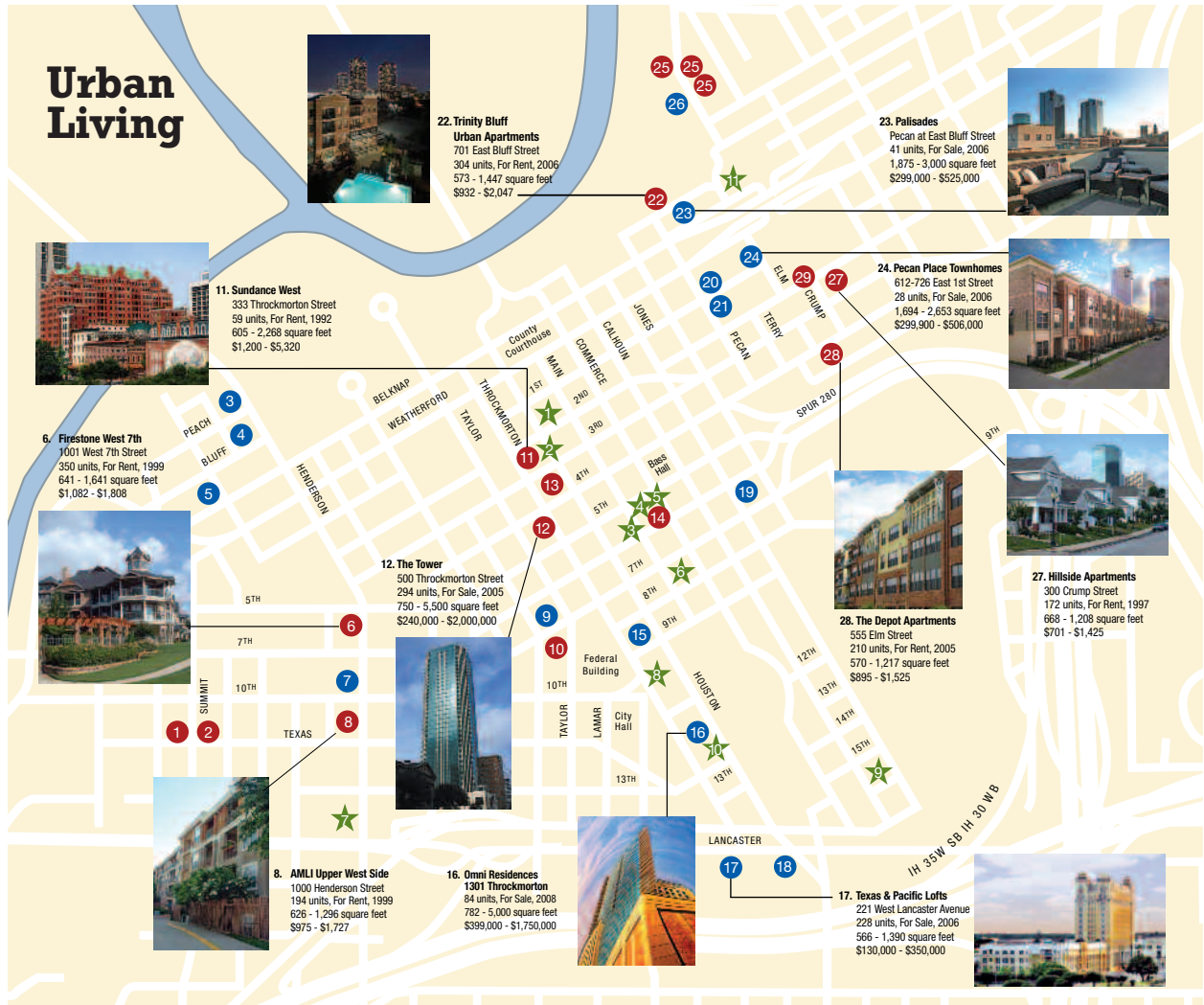
7

Objective: Support initiatives that strengthen the Near East Side Urban Village.

Strategy:

- Support Directions Home to make homelessness a rare, short-term and non-recurring experience in Fort Worth.
- Encourage scattered site supportive housing as a preferred alternative to long term shelter residency.
- Support a new Day Resource Center/Central Resource Facility that does not front on East Lancaster Avenue.
- Explore providing contract PID services along East Lancaster Avenue to improve cleanliness and sustainability of this area.
- Review/improve public safety presence initiatives.
- Work with stakeholders to improve connections from Downtown to the east side of Fort Worth along East Lancaster Avenue.

Urban Living



1. **City Tower at Trinity Terrace**
1600 Texas Street
80 units, Retirement, 2009
2. **Trinity Terrace Tower**
1600 Texas Street
280 units, Retirement, 1982
3. **The Versailles**
409 North Henderson Street
7 units, For Sale, 2005
2,182 - 3,574 square feet
\$380,000 - \$1,100,000
4. **959 West Bluff**
959 West Bluff Street
4 units, For Sale, 2005
1,500 - 2,300 square feet
5. **Lexington Square Townhomes**
1000 West Belknap Street
18 units, For Sale, 1999
2,133 - 2,817 square feet
\$265,000 - \$422,000
6. **See Map**
7. **Westview**
950 Henderson Street
50 units, For Sale, 2008
1,100 - 1,350 square feet
\$160,000 - \$250,000
8. **See Map**
9. **The Neil P. at Burnett Park**
411 West 7th Street
60 units, For Sale, 2006
759 - 2,252 square feet
\$190,000 - \$660,000
10. **Historic Electric Building**
410 West 7th Street
106 units, For Rent, 1996
613 - 1,903 square feet
\$700 - \$1,700
- 11-12. **See Map**
13. **Sanger Lofts & Cassidy**
222 West 4th Street
65 units, Rent, 1993/2013
840 - 2,004 square feet
\$1,395 - \$3,900
14. **Kress Building Lofts**
604 Houston Street
24 units, For Rent, 2006
822 - 1,342 square feet
\$1,100 - \$2,000
15. **Houston Place Lofts**
910 Houston Street
30 units, For Sale, 1996
626 - 5,498 square feet
\$198,000 - \$1,200,000
- 16-17. **See Map**
18. **Texas & Pacific Lofts**
201 West Lancaster
100 units, For Sale, 2006
695-1,326 square feet
\$155,000-\$316,000
19. **Le Bijou**
409 East 7th Street
14 units, For Sale, 2007
3,000 - 5,000 square feet
\$640,000-\$1,500,000
20. **Pecan Place Condominiums**
1st and Pecan Streets
9 units, For Sale, 2004
1,990 - 2,387 square feet
\$359,000 - \$622,000
21. **Cassidy Corner**
1st and Pecan Streets
2 units, For Sale, 2001
- 22-24. **See Map**
25. **Lincoln Park at Trinity Bluff**
520 Samuels Avenue
638 units, For Rent, 2013
646-1,553 square feet
\$900 - \$2,494
26. **Villa de Leon**
501 Samuels Avenue
23 units, For Sale, 2009
2,500 - 3,000 square feet
\$875,000 - \$1,500,000
- 27-28. **See Map**
29. **Knights of Pythias**
900 East 2nd Street
18 units, For Rent, 2013
550-850 square feet

★ HOTELS

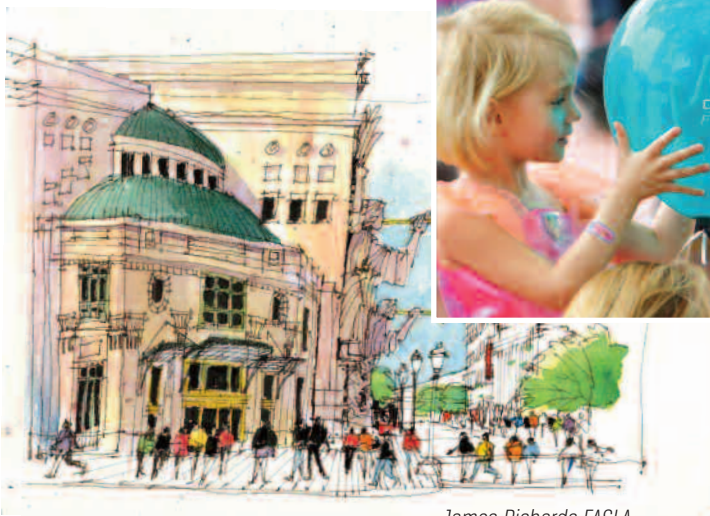
1. Worthington Renaissance Fort Worth Hotel
2. Etta's Place
3. The Ashton
4. Courtyard Fort Worth Downtown/ Blackstone
5. Embassy Suites Fort Worth - Downtown
6. Hilton Fort Worth
7. Holiday Inn Express Fort Worth-Downtown
8. Park Central Hotel
9. Sheraton Fort Worth Hotel and Spa
10. Omni Fort Worth Hotel
11. TownePlace Suites

Total Rooms: 2,642



Vision

Downtown Fort Worth should be the most vibrant area of the city, built for our local residents and highly appealing to our out-of-town visitors. Entertainment venues, restaurants, performing and visual arts, live theaters, public art and retail will combine to bring activity throughout the day and night, attracting a great diversity of people with broad interests. These activities enliven our streets, sidewalks and buildings with fun, creativity and inspiration.



James Richards FASLA



Main Table—DFWI Fundraiser and Community Event



Downtown Fort Worth's Facebook page November 2013

1

Objective: Coordinate with stakeholders to maximize potential for marketing plans that make Downtown the destination in Fort Worth to attract people at all times. Support and strengthen the “IT” factor that brings people into Downtown.

Strategy:

- Pursue Downtown's "pedestrians first" philosophy.
 - Ensure a pleasant rhythm of storefronts, activity and visual cues along building walls and pedestrian corridors.
 - Provide shade and benches, good lighting and well-marked crosswalks.
 - Encourage architectural lighting; add to Downtown's signature "romantic feel" at night.
 - Encourage a wide, yet balanced variety of things to do and see.
 - Maintain Downtown's impeccable reputation for safety, beauty and cleanliness.
- Encourage street level building activity that attracts people both day and night.
- Create thoughtful permanent and temporary "on street" activity, including buskers, public art, interactive and other experiences that create unexpected and serendipitous moments for the Downtown visitor.
- Encourage developments to create something new and different.
- Program parks and open spaces to attract visitors and add vibrancy.
- Explore consolidation of events calendars for city wide events.
- Expand the use of social media and technology to tell the story of Downtown Fort Worth arts and events.
- Create competitions for marketing strategies to highlight the "IT" factor and other future efforts.

2

Objective: Encourage additional housing in Downtown to help support types of desired retail.

Strategy:

- Promote residential development on empty upper floors of buildings.
- Encourage high density residential development in and adjacent to the Core. Work with City and County to develop targeted incentives.



View from The Tower Condominiums

3

Objective: Market existing public transit and free parking to underscore ease of access to Downtown.



4

Objective: Determine appropriate ways to interpret the City's Cowboys & Culture tagline, which recognizes the City's rich heritage and character. Communicate a modern and vital city.

Strategy:

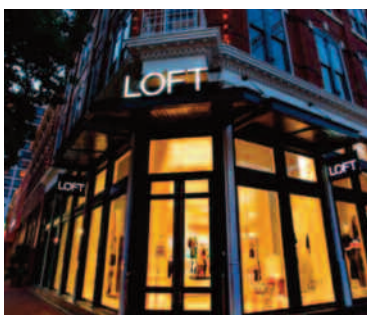
- Examine how "Cowboys" and "Culture" themes support current and future Downtown offerings and messaging. Explore alternate themes that communicate the Downtown message.
- Encourage, promote and package existing available arts and entertainment in Downtown Fort Worth to a variety of audiences (i.e., theaters, Heritage Trails, Water Gardens, public art, etc.).
- Reinforce Downtown Fort Worth's history and heritage in the Downtown Public Art Plan.
- Partner with the Fort Worth Convention & Visitors Bureau to utilize the Visitor Information Center as a space for programming and a center for Downtown visitor engagement.

5

Objective: Support retail development, expand current ground floor retail activity in underutilized buildings in and immediately surrounding the Downtown Core. Develop a merchandising plan and strategy for Downtown.



Oliver's Fine Foods



LOFT®



Pedal Pub

Strategy:

- Conduct void analysis of retail overlaid with business, housing, and convention trade.
- Work with current property owners to develop retail strategies for vacant storefronts. Encourage and incentivize retail reuse in underutilized buildings in key pedestrian areas. Encourage uses open both day and night.
- Support and encourage soft goods retail.
- Support both day and night retail opportunities to attract visitors to Downtown on weekend days and early week nights. Example: farmer's market or nighttime market.
- Encourage and recruit arts organizations to activate empty ground floor spaces with pop up galleries, artist studios or other uses until leased.
- Create a local retail incentive to improve facades.

6

Objective: Support long term Downtown arts and entertainment activities.

Strategy:

- Draft long term Downtown arts and entertainment goals.
- Support Mayor Price's initiative to identify and develop a reliable and dedicated public funding source for the arts.
- Encourage private funding for the arts.
- Encourage temporary art, street art, youth exhibitions, competitions and other types of art that are informal and more spontaneous in nature.



Visitors at the Sid Richardson Museum's educational family events



Ballet Folklorico

7

Objective: Develop opportunities for additional performance venues to build arts and entertainment critical mass and excitement.

Strategy:

- Work with current property owners to identify potential arts performance and exhibition locations. (Examples: office building lobbies, restaurants and retail stores, churches, library, etc.)
- Systematically promote existing cultural resources, some of which exist on limited budgets and without extensive promotion (e.g. The Lone Star Film Festival, weekly poetry readings, small-theatrical performances, improvised and stand-up comedy, etc.).
- Encourage and recruit arts organizations to activate empty ground floor spaces with pop up galleries, artist studios or other uses until leased.
- Implement a juried busker program to encourage small, quality performances on the sidewalks.
- Encourage special events and festivals to be coordinated with stakeholders, encourage their production during times of slow retail and restaurant activity. Ensure uniqueness, quality and additive nature to Downtown economy.



Sundance Square Plaza Grand Opening November 2013



Vision

Downtown should be a vibrant and sustainable environment, where people of all ages and mobility choices can be accommodated efficiently and safely. Downtown Fort Worth should:

- Be the regional multimodal transportation hub for Fort Worth and Tarrant County
- Serve as the gateway for those arriving into Fort Worth
- Fully integrate pedestrian, transit, automobiles, and bicycle infrastructure and networks within the Downtown core
- Have substantial linkages connecting to both the region and surrounding neighborhoods



1

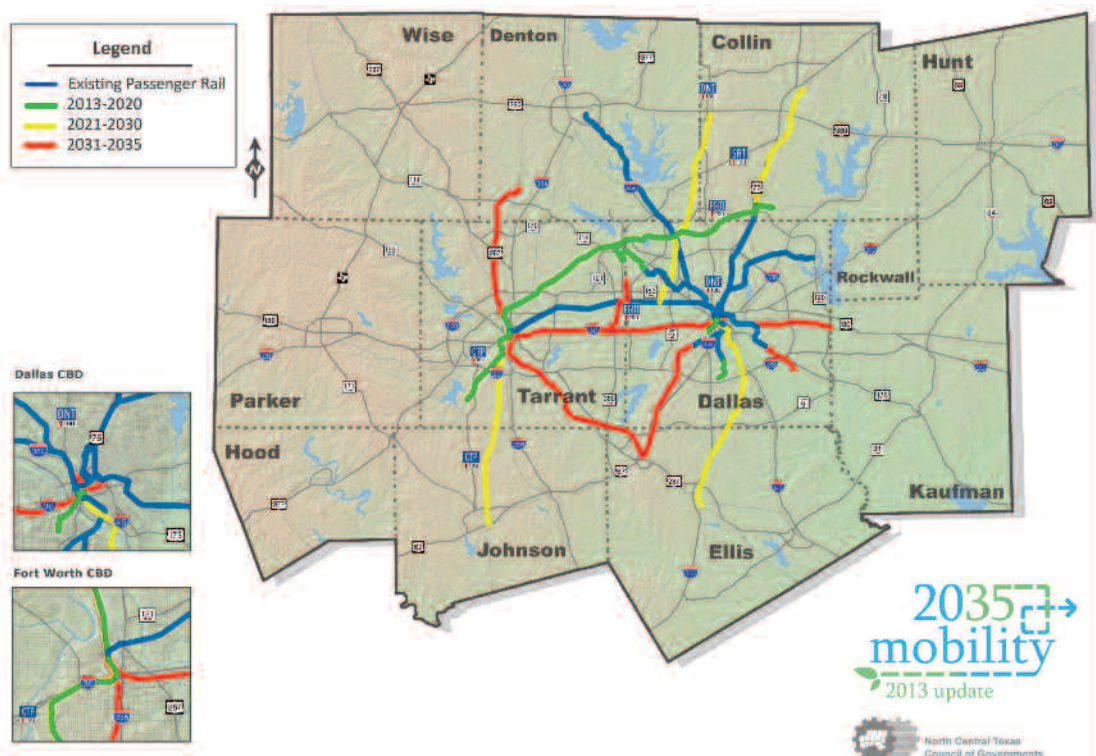
Objective: Adopt a regional rail plan and develop a comprehensive regional transit plan.

Strategy:

- Work with The T, City, County and North Central Texas Council of Governments (NCTCOG) to accelerate TEX Rail arrival in Downtown by 2016.
- Continue to expand Downtown Fort Worth's role as the center of the regional transportation system, including initiatives for

passenger rail from the suburban areas of the Metroplex into Downtown's rail stations. Work with stakeholders to plan for and support other regional connections, priorities and routes including Speedway Line, Cleburne Line, high-speed rail, and other initiatives that create a Downtown passenger rail nexus.

Present and Future Transit Corridors



2

Objective: Develop a comprehensive central city transit strategy and system that connects regional rail at the ITC and the T & P Terminal through Downtown to the surrounding communities in conjunction with a regional transit plan.

Strategy:

- Work with The T and adjoining districts to identify funding and operational strategies for the expansion of a Downtown circulator (Molly or other service) within Downtown as needed and to urban villages and growth centers. As a lower cost, short term option to a permanent fixed rail system, expand Molly the Trolley to include the following routes in addition to Downtown circulator:
 - Stockyards Route
 - Cultural District Route
 - Near Southside Route
 - Other
- Work with stakeholders to evaluate and identify preferred routes to adjacent districts, urban villages and growth centers through fixed rail, bus rapid transit and conventional bus service.
- Work with the City and The T to evaluate, develop and enhance bicycle infrastructure such as bike sharing, cycle tracks, bike lanes, sharrows, and commuter hubs with rider amenities.
- Work with T and other partners to investigate use of car sharing systems.

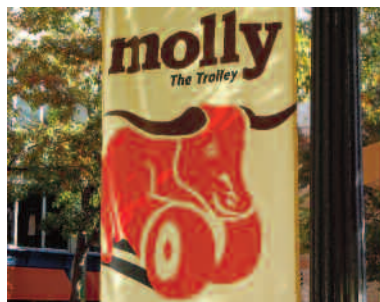


3

Objective: Support The T in its efforts to increase public transit system ridership into and passing through Downtown by 30% in order to improve air quality, decrease congestion, increase economic opportunities, expand transportation choices and improve health.

Strategy:

- Monitor and measure the number of public transit boardings in Downtown.
- Examine current transit modes and compare them to choice and non-choice rider service preferences and implement service changes.
- Partner with The T to develop real-time passenger information for transit.
- Investigate traffic control measures that give appropriate priority to public transportation vehicles in the Downtown area.
- Assist The T in the promotion, marketing and education of Downtown employers and commuters regarding the existing Transportation Demand Management (TDM) programs available such as carpooling, vanpooling and use of transit. This strategy will also work to increase awareness of non-traditional single occupancy vehicles options such as walking, telecommuting, bicycling, and working compressed or flexible schedules.



4

Objective: Study the impacts of additional traffic into Downtown caused by the completion of the Chisholm Trail Parkway and the expansion of Interstate 35W north of Downtown and other future improvements. Advocate for Interstate 35W/121 improvements.

Strategy:

- Monitor traffic impacts at Chisholm Trail Parkway and IH-35W connections into Downtown.
- Work with the I-35 Coalition, City of Fort Worth and others to identify funding for the unfunded Interstate 35/121 improvements.



Chisholm Trail Parkway



614,000+

Average daily traffic count on Downtown highways



I-35 CONSTRUCTION PROJECT

Segment 3A (cost: \$1.4B)

I-30 to North of I-820 (includes I-35W/I-820 Interchange)

-Construction, O&M, Tolling & ITS by Developer

Segment 3B (cost: \$244M)

North of I-820 to North Tarrant Parkway

-Construction by TxDOT

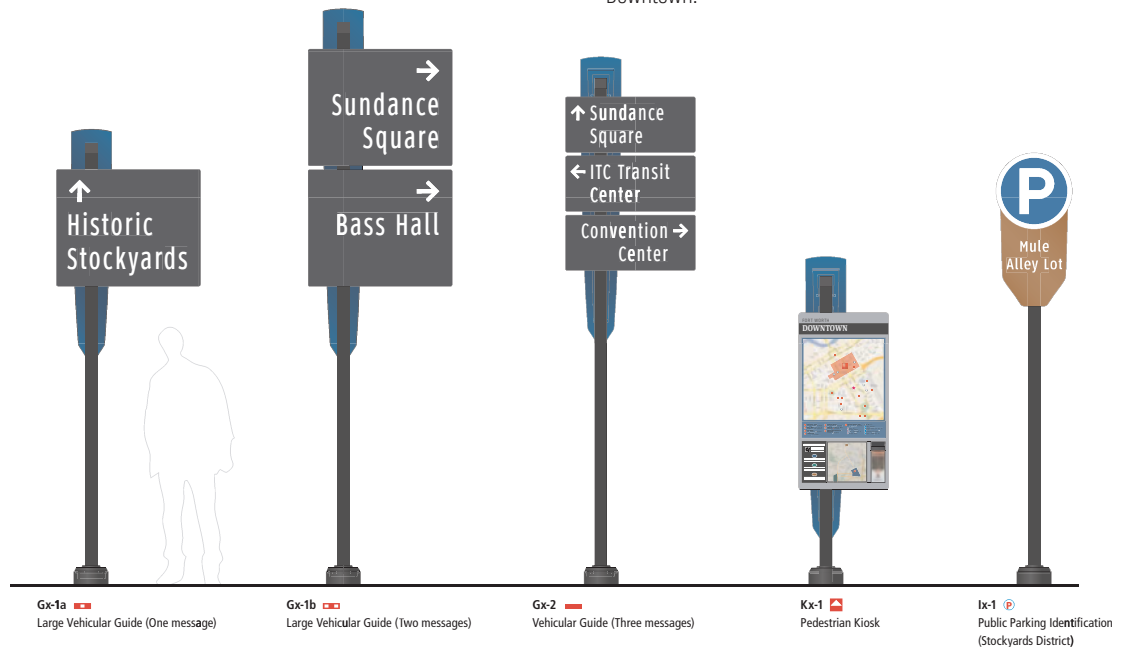


5

Objective: Improve wayfinding.

Strategy:

- Implement first phase of wayfinding program by the City and DFWI, including the removal of any unnecessary and redundant signage.
- Develop digital media along with interactive GPS technology for wayfinding and to identify available parking spaces.
- Work with TxDOT to improve wayfinding from highways into Downtown.



Proposed Wayfinding for Downtown, Cultural District and Historic Stockyards.

6

Objective: In conjunction with the Urban Design objectives, work to advocate and ensure all streets and trails in Downtown are pedestrian-friendly. Use walkability improvements as a tool to create connections between the Downtown Core and other developed areas. This will require a commitment that extends beyond the term of this 10 year plan.

Strategy:

- Support and participate in the implementation of the City of Fort Worth's pedestrian safety study. Integrate XTO study findings into City discussions. Create an action plan to address areas of pedestrian/vehicle conflict.
- Conduct a walkability assessment/audit of Downtown streets with recommended improvements. The conditions analysis should include photos, width of sidewalks, conditions of sidewalks, trees (type, age, and condition), lighting (type, age and condition), trash receptacles and benches.
- Create access database and/or website of all streetscapes in Downtown.
 - Update as improvements are made (public or private).
 - Use Complete Streets strategies as a resource for streetscape enhancements.
 - Divide recommendations into two categories, "lighter, cheaper and faster" and more intensive capital needs.



Extend the Walkable Downtown Core



7th Street Bridge, opened 2013

Strategy 6: *(continued)*

- Create capital improvements streetscape plan and prioritize streetscape improvements based on condition report and connectivity issues. Priority streetscapes and pedestrian improvements should support infill development, park connections and better linkages.
- Work with City and TxDOT to improve Henderson Street between the Trinity River and I-30 to better support pedestrian crossings and complement development.
- Promote Main Street from the Courthouse to the Convention Center as Downtown's signature pedestrian commercial corridor by examining street and sidewalk widths, crosswalks, intersections and signalization. Sidewalk programming, amenities and urban design treatment should also be considered.
- Encourage hardscape and landscape upgrades within the public right-of-way in key pedestrian/connection corridors.
- Improve curb ramps and add curb bulb-outs and on-street parking throughout Downtown based on pedestrian activity and new development. Coordinate improvements with The T.
- Working with stakeholders, create a long term strategy/master plan to improve and enhance pedestrian and permanent transit connections between Downtown, TCC, Heritage Plaza, Trinity Uptown, Paddock Park, and the Tarrant County Courthouse, focusing on the area roughly bounded by TCC on the east and west and Weatherford on the South.
- Create and improve pedestrian connections from Downtown to the River and Trinity Uptown on both the west and north ends of Downtown. Work together with stakeholders to:
 - create trails connecting TCC's campus
 - create a connection through the Trinity Bluff area down into Trinity Uptown
 - improve trail connectivity at 5th and 10th Streets
 - improve trail access signage at Heritage Plaza
 - create a connection from Rotary Park to I-30
- Evaluate the challenges associated with North Main Bridge as the primary pedestrian connector between Downtown and Trinity Uptown.
- Within the scope of the Trinity River Vision, encourage stakeholders to identify ferry stops on the southern edge of Trinity Uptown for close access to Downtown.
- Work with stakeholders to provide additional pedestrian bridges as needed.
- Complete the Hemphill-Lamar extension.
- Improve other connections into Downtown via South Main, Jennings and Henderson.
- Advocate for mitigation of negative environmental or transportation impact that results from any trenching option considered as part of the long term strategy for Tower 55 Improvements, especially as it pertains to the East-West reach.



7

Objective: Encourage transit oriented mixed use development along target corridors.

Strategy:

- Assure involvement of The T in future plans for development, specifically along Lancaster Avenue and the Commerce Jones Corridor, to ensure development that is integrated with the ITC, T&P Station and future T stations and facilities.
- Encourage the development of high density mixed use projects in the Upper Westside, Lancaster Corridor and along the Commerce Jones Corridor, which would complement and not conflict with future T stations and other transit facilities. Pursue economic development incentives to encourage mixed use development, specifically along transit corridors, near transit centers and areas targeted for pedestrian improvements, and accelerate increases in the tax base.
- In conjunction with the Convention Center updates and the Commerce Jones Corridor, study feasibility of straightening Commerce Street from 9th Street to 14th Street. Provide improved streetscape.

8

Objective: Accommodate parking and promote alternative transportation for large events and civic amenities.

Strategy:

- For large event parking, work with The T, the City, and private institutions to market public transit options and provide remote parking with shuttle service similar to services provided for events such as Main St. Fort Worth Arts Festival, Fort Worth Parade of Lights, TCU and Dallas Cowboy games, and the Colonial Golf Tournament.
- Work to ensure that parking and information about alternative transportation is available for civic amenities, library, and parks.
- Encourage private garage operators to open garages for fee based parking for special events.
- Encourage large event producers to consider temporary bike parking.

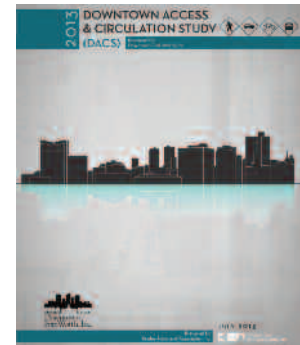
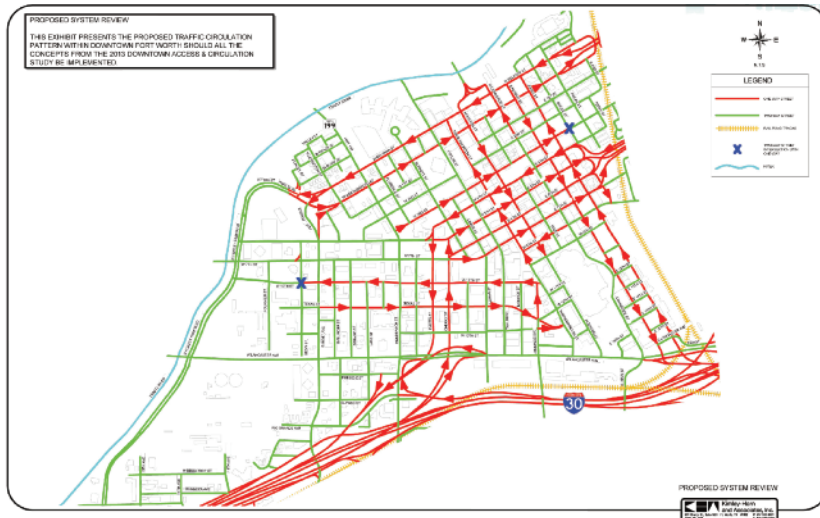


James Richards FASLA

Objective: Downtown Access and Circulation Study Implementation.

Strategy:

- Work with stakeholders to evaluate concepts and implement approved recommendations.



Complete report available at dfwi.org

10

Objective: Encourage more efficient and customer-oriented approach to on-street parking and use of parking garages.

Strategy:

- Maintain free night and weekend parking program on street and in garages.
- Explore additional on-street parking opportunities with the City.
- Explore public-private parking strategies to create additional innovative off-street parking methods and solutions.
- Improve customer friendliness of on-street parking compliance.
- Explore the establishment of a Parking Enterprise organization that addresses the parking concerns of both citizens and the business stakeholders of Fort Worth, while striving to meet the parking demand for residents, commuters and visitors in the central business district, outlying business clusters and the surrounding neighborhoods.





Vision

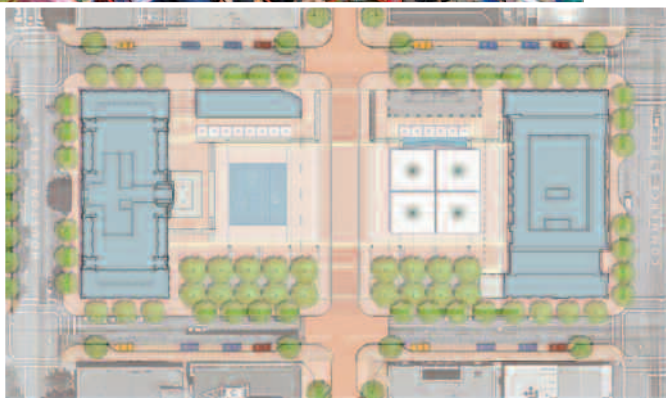
Downtown's urban design, open spaces and public art should promote community pride and engagement, attract national and international acclaim, add vitality and foster intellectual stimulation. It should reinforce activity both day and night by providing a high quality environment defined by intriguing design and arts, permanent and temporary, contemporary and historic.

The public realm of Downtown should:

- Be clean and feel safe
- Be walkable with engaging pedestrian rhythm
- Be everybody's neighborhood
- Be highly appealing to all ages
- Be connected
- Be fun and creative
- Provide an environment that encourages relationships and partnerships
- Be timeless



Burnett Park



Sundance Square Plaza

1

Objective: Encourage high-quality overall design of Downtown.

Strategy:

- Encourage signature architecture when future skyline-changing developments are proposed.
- Encourage buildings to be outlined with lights at night to enhance skyline visibility.
- Design spaces that accommodate all ages and abilities.
- Develop strategies to eliminate chain link fences.
- Create interest at every major street terminus to help anchor streets and provide exciting view corridors. Terminus could be iconic buildings similar to Courthouse and ITC or art, lighting or building façade improvements.
- Main Street terminus at 9th Street: arena and replacement should be dramatically illuminated
- Throckmorton Street terminus at Belknap Street: ensure landmark treatment
- 1st Street terminus at Houston Street: explore ideas for improving blank wall
- Cherry Street terminus at 5th Street: Work with First United Methodist Church to improve area
- Encourage infill development to create increased walkability and create a seamless connection to surrounding areas.
- Work with City to complete and update a virtual 3-D model of Downtown for use in economic development and to evaluate large scale new developments.



Sundance Square



Hogan Building



Star-Telegram Building

2

Objective: Build on Downtown Fort Worth's reputation as a premier urban design environment showcasing the advantages of good design and harnessing educational resources.

Strategy:

- Working with educational partners, Central City Committee, AIA, ULI and other interested groups; create a Central City Civic Design Center/Consortium/Group to promote and explore big ideas each year. This could be an expanded role of the Center for Architecture or fund a separate urban design center with a distinct mission.
 - Provide technical assistance to development community.
 - Host one design/ ideas competition every other year. Potential areas could include Commerce Jones corridor, Henderson Street, 7th Street, Forest Park, north and east of Hillside, south of the Holly Treatment Plant.
 - Host two to four national/ international experts on urban issues each year.
 - Work with educational partners to explore strategic design and development opportunities, scenario building.






3

Objective: Continue to promote livelier and more diverse pedestrian environment.

Strategy:

- Encourage mixed use development with ground floor uses that activate the public right of way. Ensure that surrounding street and sidewalk activation are considered at the beginning of the design process.
 - Design large, visible, public improvements to be local landmarks and points of civic pride. The County's commitment to high quality design in recent years is an outstanding local example.
 - Create a capital improvement streetscape plan and prioritize improvements based on a condition report and connectivity issues.
 - Ensure streetscape and connectivity from residential developments to core activities. Allow no streets to be considered and designed as "unimportant."
 - Design open spaces to be vibrant and usable when not actively programmed. Ensure that they meet the needs of a growing residential community and Downtown visitor base.
 - Work to ensure that lighting and pedestrian appeal of East-West Streets is comparable with the North-South Streets.
 - Provide more places to sit, relax and play. Provide additional comfortable seating along key corridors.
 - Dedicate more of the public right of way to pedestrians where possible. Consider bulbouts and other pedestrian amenities when opportunities for improvement arise.
- 
- Create a list of priority areas and work with the City to install proper pedestrian sidewalk lighting. In unique situations where sidewalk width and underground utilities preclude installation of pedestrian lights, work with adjacent property owners to develop creative ways to illuminate pedestrian ways and highlight building architectural features.
 - Provide more connectivity to southern and northern portions of Downtown by extending the walkable environment to Lancaster Avenue and by improving the streetscape between the Omni Hotel/Convention Center area and Sundance Square. Encourage new development on Houston, Throckmorton, Taylor and Lamar Streets to extend the Downtown core's pedestrian rhythm and appeal.

"Downtown is the most walkable neighborhood in Fort Worth."

Walkscore-84

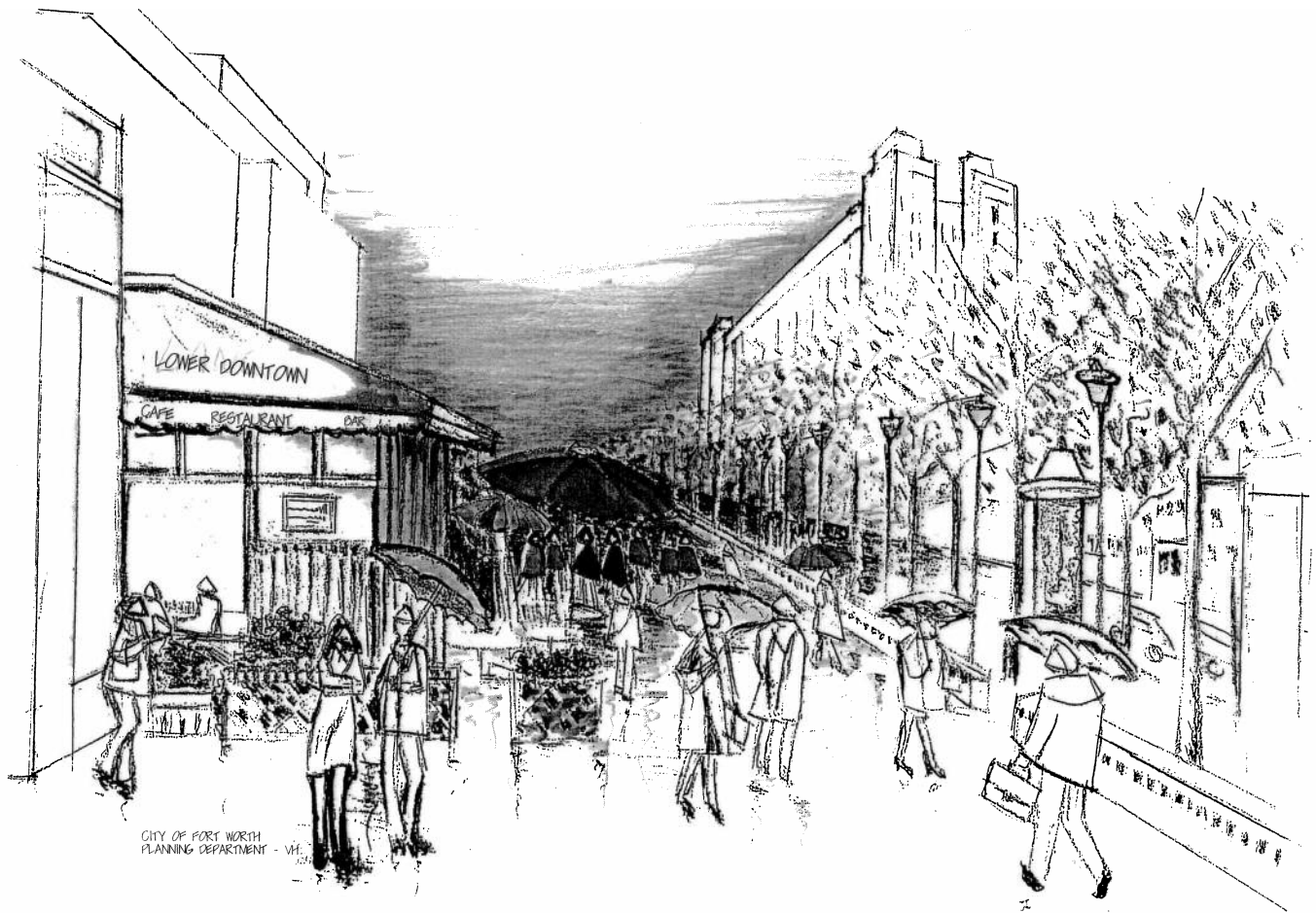
- [walkscore.com](https://www.walkscore.com)

4

Objective: Encourage higher density and high quality design in the Core, in Expansion Zones and Opportunity Areas.

Strategy:

- Consider updates to Downtown Urban Design Standards and Guidelines:
 - Minimum heights along key corridors and in opportunity nodes including the Commerce Jones corridor, Northeast, Lancaster corridor, and Upper West side.
 - Review and update every 3-5 years, as needed.
- Work with stakeholders and property owners to develop key vacant properties such as the T & P Warehouse and Hilton Annex.
- Work with stakeholders and property owners to consider the future of underutilized/low density public and private assets in the core. Such properties include City Hall, Post Office, Downtown Library, Cherry Street service area, W. Daggett Ave. storage area, YMCA lot, 300 West Belknap ("Old Jail") and many others.
- Identify key infrastructure issues in the core and strategic areas and create public-private partnerships to address impediments to development.



STREETSCAPE SKETCH OF POTENTIAL
LANCASTER REDEVELOPMENT



5

Objective: Encourage sustainable development in Downtown.

Strategy:

- Coordinate urban design improvements based on transportation plans.
- Work with stakeholders to develop programs to educate developers and the public about green infrastructure. Explore financial support for the installation of green infrastructure (such as low impact design stormwater treatments, green and solar roofs).
- Design future public spaces to incorporate planting material appropriate for Downtown's environment and North Texas climate.
- Explore Downtown Urban Design Standards changes to consider sustainable design elements. Examples include vegetated areas, green roofs, solar panels, capturing and using rainwater, and reducing impacts of storm water through context sensitive, low impact design techniques.
- Continue to encourage the adaptive re-use and sensitive renovation of existing buildings and a commitment to historic preservation to reduce waste and save resources while preserving the architectural character of Downtown.



Phyllis J. Tilley Memorial Bridge

6

Objective: Encourage better connectivity in Downtown to adjacent districts and trails.

Strategy:

- Develop inventory of connections into Downtown via streets, paths, etc. Based on inventory, prioritize streets and develop design strategies to address the connectivity gaps.
- Explore enhancements of gateways, bridges, overpasses and underpasses.
- Work with stakeholders to address "orphaned" open spaces and right-of-ways. Improvements could include more timely maintenance, new landscaping and park space, improved aesthetics or gateway treatment.
- Work with stakeholders to create a long term strategy/master plan to improve and enhance pedestrian and permanent transit connections between Downtown, TCC, Heritage Plaza, Trinity Uptown, Paddock Park, and the Tarrant County Courthouse, focusing on the area roughly bounded by TCC on the east and west and Weatherford on the South.
- Create and improve pedestrian connections from Downtown to the River in Trinity Uptown on both the west and north ends of Downtown. Create a connection down the bluff from Trinity Uptown to the Trails.
- Support the extension of the Trinity Trails along the east shore from Lancaster to I-30 and beyond into the Mistletoe Heights area. Extend the trail to the north as well, past TCC.
- Evaluate solutions for pedestrian connectivity between Downtown and Trinity Uptown.
- Encourage the City to work with Eastside Stakeholders to create a plan for the Eastside along the Trinity River.

7

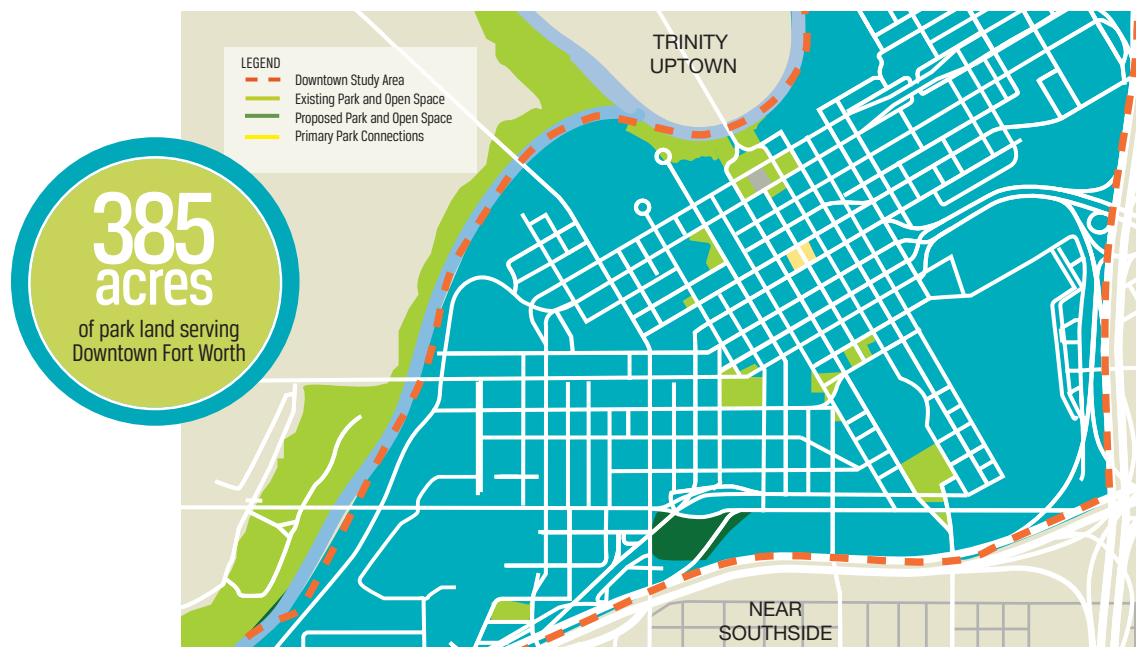
Objective: Highlight the importance and role of Main Street from the Courthouse to the Convention Center. Improve the street from a very good street to a “great street”.

Strategy:

- Provide more pedestrian and sidewalk cafe space. Move trees to outside edge, update furnishings and fixtures.
- Evaluate reduction of street width by eliminating lanes and/or creating bulb-outs to reduce pedestrian crossing distances.
- Encourage more programming and street amenities.
- Enhance “corner life” at each intersection through building design and programming.
- Develop strong connections and improve pedestrian experience along immediately adjacent streets when needed, as guided by the results of a Walkability Audit.
- Discuss the merits of allowing short term daytime parking on Main Street.
- Evaluate valet operations.



James Richards FASLA— Urban Sketch Crawl, 2013



8

Objective: Increase the prominence and usefulness of Downtown open spaces and parks and create new park and green space opportunities.

Strategy:

- Update the Downtown Parks and Open Space Plan to incorporate SAP recommendations and evaluate the idea of amenities, open space and plazas for current and future residential developments.
- Proceed with interim improvements for Heritage Plaza and develop a long-term strategy for permanent improvements.
- Support the County with respect to planned open space at the former Family Law Center.
- Review plans for the Water Gardens, Lancaster "West Park" and Al Hayne Memorial Park and determine next steps to move forward.
 - Promote Water Gardens as a feature attraction: add restaurant and bar/coffee shop/ice cream parlor; support events and programming concepts/strategies for the Gardens.
- Create a new green space at Lancaster and Henderson in TxDOT-owned property. Amenities could include: walkways, landscaping, dog park, skate park.
- Work with the stakeholders to:
 - Ensure that planned improvements at new Rotary Plaza near Phyllis Tilley Bridge occur.
 - Implement Trinity River Vision Neighborhood/Recreation Plan.
 - Consider programming at Heritage Park, such as children's play equipment or outdoor instruments.



Identify opportunities to program public spaces



Strategy Objective 8: *(continued)*

- Package Downtown parks and open spaces. Improve park identification and improve public awareness. Create a "park walk" to encourage weekend walks between parks and open spaces (Water Gardens, General Worth Square, Burnett Park, Sundance Plaza, Paddock Park and County open spaces, Heritage Plaza and Park, planned McMillan Plaza, etc.) Improve pedestrian connectivity where needed.
- Explore options for a Downtown parks conservancy that focuses on improving parks and open spaces.
- Identify partnerships and funding opportunities for programming parks and open spaces.
- Encourage durability, sustainability and maintenance of public spaces when designing and selecting materials and other elements.
- Work with property owners, where possible, to open up ground floors of buildings with uses that activate parks and open spaces.
- Use existing alleys and spaces between buildings to create interesting, unexpected, intimate urban experiences.
- Explore a comprehensive approach to new urban parks and large public spaces as key amenities for future Expansion Zone redevelopment.
- Support and encourage the installation of infrastructure needed to improve cellular service in Downtown parks.

*Proposed
Water Garden
enhancements*





9

Objective: Encourage the installation of public art throughout Downtown.

Strategy:

- Update Downtown Public Art Plan.
- Support installation of new Tabachin Ribbon sculpture.
- Support installation of new Major Ripley Arnold sculpture.
- Promote pedestrian-scale public art and create a juried performance art program.
- Encourage publically accessible art as a part of private developments and explore incentive tools.
- Encourage functional public art (e.g., bike racks, swings, bike shelters, play equipment, etc.).
- Encourage the installation of significant, iconic public art by identifying funding and partnerships and collaboration with Fort Worth Art Commission.
- Develop program to allow "pop-up" and temporary opportunities in vacant storefronts, empty spaces or display windows.
- Explore enhancements of gateways, bridges, overpasses and underpasses.
- Implement an Art Walk featuring Downtown public art and parks.



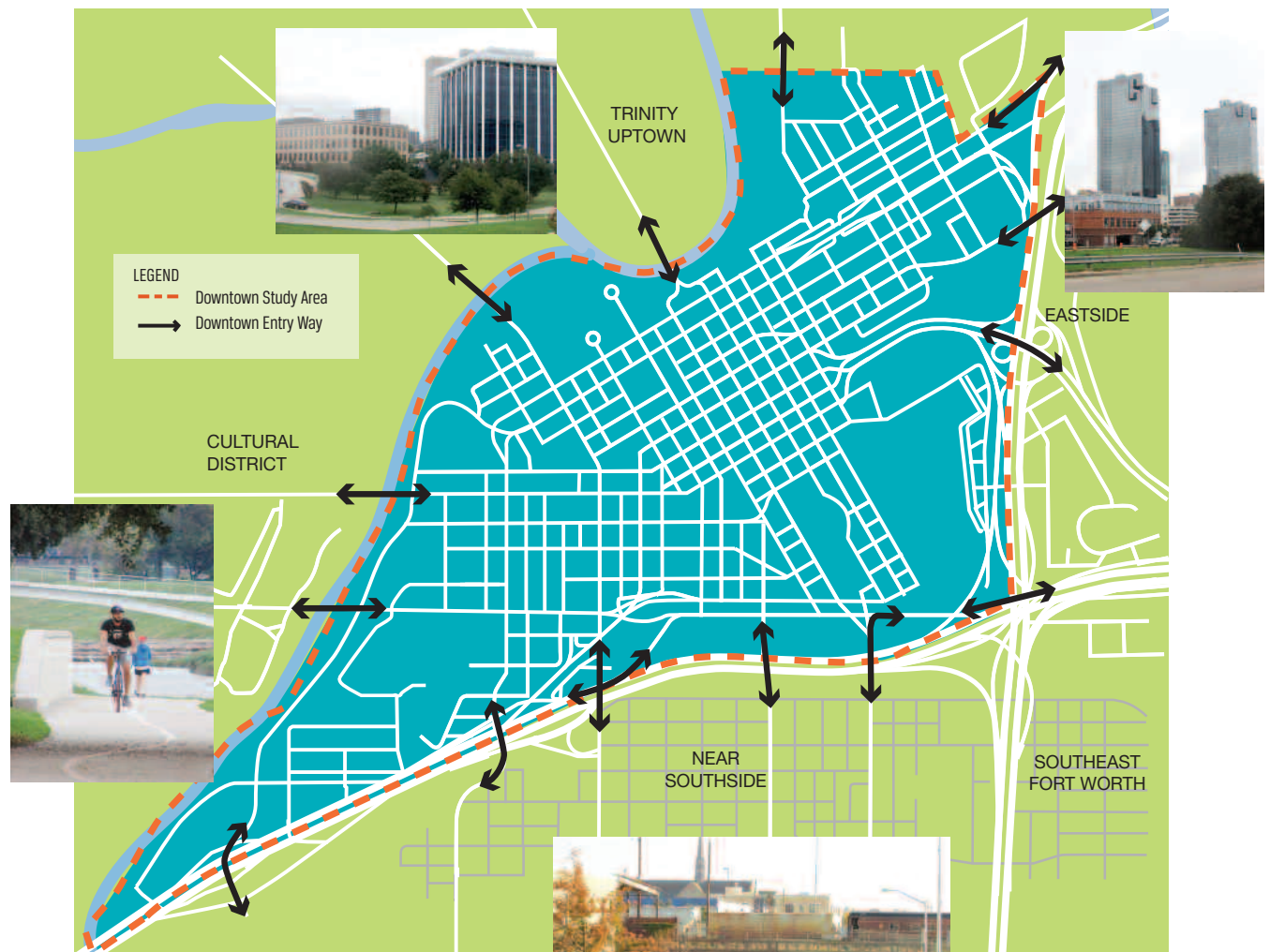
Proposed Tabachin Ribbon location, Municipal Plaza

10

Objective: Celebrate arrivals into Downtown and establish a sense of expectation by strengthening gateway experiences, attractive corridors, and stronger/improved edges.

Strategy:

- Improve gateway experiences and extend the experience by improving key corridors as part of the arrival sequence. A gateway experience takes into account the entire visitor perspective, including entry monuments, aesthetics, views, streetscape, urban forms, facades, maintenance, etc. Potential improvements could include art, trees, new buildings, improved views, regular maintenance, landscape elements, signs, and landscaping. Each recommended site will require detailed study and plan. Potential areas could include:
 - North Main and Belknap
 - Forest Park Boulevard from north of Lancaster Bridge to Weatherford/Belknap split
 - Weatherford/Belknap entrance from State Highway 121 to Peach Street
 - Eastside access streets
 - Cherry Street from I-30 underpass to 7th Street
 - Henderson Street from I-30 to Lancaster and from the Trinity River to Belknap Street
 - Summit Street from I-30 north side frontage road to Rio Grande Avenue
 - W. 7th Street from the new bridge to Summit Avenue
 - Study rail yards and right-of-way areas directly adjacent to I-35W and up to the rail corridors. Consider unique out-of-the box solutions to improve visual quality. Concepts can include: plant and colorfully light hundreds of trees as a public art initiative or install temporary sculptures or whimsical installations.
- Consider an idea/design competition for gateways.



Gateways to Downtown

Key gateways should be improved to set the tone for a high quality experience Downtown.

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Flowers to Go
in Sundance Square

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Acknowledgements

Funding Partners

Downtown Fort Worth, Inc.
Fort Worth Transportation Authority
The City of Fort Worth

Special Thanks

For their leadership:

Allan Howeth, Strategic Action Plan
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Michael Bennett, Urban Design,
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Michael Buckley, Education

Johnny Campbell, Retail, Arts
and Entertainment

Mike Guyton, Business Development

Karl Komatsu, Transportation

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For their leadership and guidance throughout the process:

Curvie Hawkins, Jr., Assistant Vice
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Transportation Authority

Randy Hutcheson, Manager,
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Worth Planning and Development

Melissa Konur, Director of Planning,
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*A special thanks to the City of Fort
Worth and The T staff who provided
technical assistance, valuable in-
sight and a good dose of reality
when it was needed.*

A special thanks is also due to the
citizens of Fort Worth who partici-
pated in committees, public meet-
ings, workshops and through our
website, futuredowntown.com. This
plan is a reflection of your aspira-
tions for your Downtown, the driving
force for our work.

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Chris Beynon, MIG, Inc.

Paris Rutherford, Catalyst Group

**Downtown Fort Worth, Inc. is especially
grateful to the following organizations
and individuals for their assistance in
producing images used in Plan 2023:**

Randall Arnold

Bright Horizons Montessori
at Sundance Square

Brian Hutson

Fort Worth Central Library

Vida Hariri

Melissa Konur

Lincoln Property Company

Geno Loro

Brian Luenser

MIG

Performing Arts Fort Worth

James Richards FASLA

Sid Richardson Museum

Steer FW

Jeffrey Stvan

Sundance Square

Tarrant County College

Texas A&M University School of Law

UNT Health Science Center (UNTHSC)

UTA Design Studio Center for
Metropolitan Density graduate
students 2013

UTA Fort Worth Center

Vision Fort Worth

UTA Advanced Design Studio and
Center for Metropolitan Density

*Jones Street Corridor Vision Plan
directed by Michael P Buckley FAIA
UTA Graduate Students 2013*

Lawrence Agu

John Beck

Dan Ford

Kristin Gonzales

Beth Hall

Jessica Holt

Jack Gryczvnski

Brad Lengen

Justin Lowery

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