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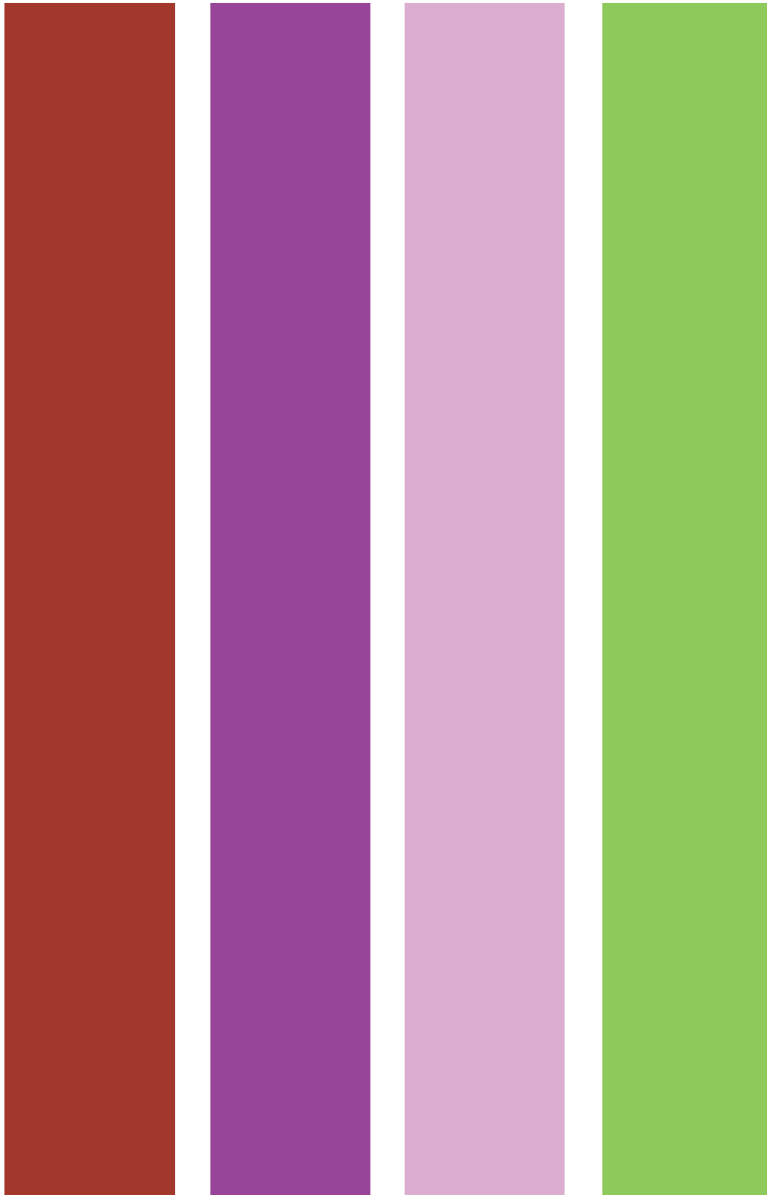
**P L A N**  
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**DOWNTOWN**  
**FORT WORTH**





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# MESSAGE FROM THE PLAN 2033 CHAIR

**Our Vision: Downtown Fort Worth is a vibrant, competitive destination for businesses, visitors, and residents that capitalizes on its history, culture, and authenticity, a center of connectivity, learning, creativity, entrepreneurship, and livability.**

Every ten years Downtown Fort Worth, Inc., partners with the City of Fort Worth and Trinity Metro to envision Downtown a decade into the future.

Throughout the planning process, subcommittees worked on a variety of land use, policy, and aspirational issues. Input was provided from the public, personal meetings were held with stakeholders, and local chambers were consulted. During this year-long process, the focus was directed on the following topic areas:

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

Plan 2033 is the culmination of hundreds of hours of listening, debating, evaluating, forecasting, and visioning. The plan includes recommendations ranging from quick action to much more complex, long-term goals requiring significant coordination and resource allocation.

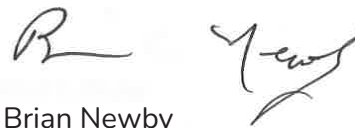
This document's incorporation into the City's Comprehensive Plan acknowledges that the plan partners will continue pursuing these ideas. We will immediately transition from planning to implementation and continue the work needed to advance our common vision for a more productive, enjoyable, and livable Downtown for everyone.

Thank you to the many Steering Committee members, subcommittees, City, County, Trinity Metro staff and elected officials, community groups, individuals, and others who participated in this process. We are counting on you to stay involved as we implement the plan.

If you have comments or questions or would like more information about Downtown Fort Worth and the vision you see here, we welcome you to contact Downtown Fort Worth, Inc.

We look forward to 2033 and our journey there together.

Sincerely,



Brian Newby  
Plan 2033 Chairman

# Thank you!

The Downtown Fort Worth Strategic Action Plan 2033 reflects the dedication and commitment of our Steering Committee, Partners, Staff, and all Fort Worthians who participated in this essential process.

## PROJECT PARTNERS

City of Fort Worth and Trinity Metro



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Emily Wolf, FWR

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Jennifer Grissom, Trinity Metro  
Tina Hanson, Garver  
Matt Hantelmann, SP+ Parking Management Services

Allan Howeth, Cantey Hanger, LLP  
Austin James, Urban Fort Worth  
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Tom Reynolds, Reynolds Cattle Company  
Kyle Riley, HNTB  
Kelli Shields, Trinity Metro  
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Sevanne Steiner, City of Fort Worth  
John Stevenson, The Projects Group  
Dwayne Tidwell, Performing Arts Fort Worth  
Trenton Tidwell, Kimley-Horn  
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Ann Zadeh, Community Design Fort Worth

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Louise Appleman, Community Volunteer  
J.J. Balderas, YMCA of Metropolitan Fort Worth  
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Mike Brennan, Near Southside, Inc.  
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Kristen Camareno, Tarrant County  
Johnny Campbell, City Center Fort Worth  
Kelvin Carlson, Jacobs  
Melissa Chrisman, Trinity Metro  
Jenny Conn, Arts Council Fort Worth  
Mark Dabney, BOKA Powell  
Mary Margaret Davis, Mary Margaret Davis Real Estate Team  
Allison Docker, Garrison-Jones Landscape Architects  
Melissa Dunn, Leah Dunn Real Estate Group  
Les Edmonds, Komatsu Architecture  
Chad Edwards, Trinity Metro  
Mary Elliott, City of Fort Worth  
April Escamilla, Kimley-Horn  
Maribel Gallardo, Greater Fort Worth Association of Realtors  
Darien George, Mackenzie Eason & Associates  
Randy Gideon, Gideon Holdings, LLC  
Lori Gordon, City of Fort Worth  
J.D. Granger, Granger Group  
Jennifer Grissom, Fort Worth Bike Sharing

Tina Hanson, Garver  
Judy Harman, Scenic Fort Worth  
Holly Harrison, Carl & Marilyn Thoma Foundation  
Randle Harwood, Community Volunteer  
Michael Hennig, City of Fort Worth  
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Austin James, Fort Worth Urban  
Karl Komatsu, Komatsu Architecture  
Daniel Leal, City of Fort Worth  
Paul Lindenberger, Platinum Parking  
Walter Littlejohn, The Fort Worth Club  
Rachel Marker, W.G. Yates & Sons Construction Co.  
Patricia Martineau, PM Perspective, Inc.  
Joel McElhaney, City of Fort Worth  
Kirk Millican, Freese and Nichols, Inc.  
Alesha Niedziela, AIA Fort Worth  
Raul Pena, TranSystems  
Martha Peters, Arts Council of Fort Worth  
Elaine Petrus, Community Volunteer  
Nina Petty, Texas A&M University School of Law  
Stacey Pierce, Streams and Valleys, Inc.  
Marvin Reyes, Tarrant County  
Wendy Shabay Bonneau, Freese and Nichols, Inc.  
Debby Stein, Strata Commercial  
Sevanne Steiner, City of Fort Worth  
John Stevenson, The Projects Group  
Sandra Youngblood, City of Fort Worth  
James Yu, Peloton  
Ann Zadeh, Community Design Fort Worth  
Richard Zavala, City of Fort Worth

## DOWNTOWN FORT WORTH, INC. STAFF

Andy Taft  
Matt Beard  
Cleshia Butler  
Chris Chaney  
Jay Downie  
Brandi Ervin  
Becky Fetty  
Melissa Konur  
KayLee Pratt  
Shane Smith  
Barbara Sprabary

## CITY OF FORT WORTH STAFF

Daniel Leal  
Randy Hutcheson  
Sevanne Steiner

## TRINITY METRO STAFF

Richard Andreski  
Chad Edwards

## PLANNING CONSULTANTS

Interface Studio LLC  
Ninigret Partners  
Nelson/Nygaard  
Mosaic SKM



# INTRODUCTION

ABOUT PLAN 2033

DOWNTOWN TODAY

# ABOUT PLAN 2033

## Study Area

Downtown Fort Worth is of tremendous importance to the City and County. Downtown investment creates jobs, strengthens tourism, generates tax revenue, improves the quality of life, and breathes energy into the entire center city, including nearby neighborhoods and districts. For this reason, project partners representing interests in the Near Southside, West 7th Street Corridor, Cultural District, East Fort Worth, Panther Island, Butler Place, and beyond played an active role in developing the recommendations in Plan 2033.

The 4.3-square-mile (2,752-acre) study area is bounded by the Trinity River to the north and west, Interstate 35 to the east, and Interstate 30 to the south.

The Downtown Core includes the area bounded by Henderson Street to the west, Lancaster Avenue to the south, Jones Street to the east, and the West Fork Trinity River to the north. It is important to note that these are not hard edges, and there is significant potential to expand these boundaries incrementally as development occurs. The “core” is likely to expand as new development anchors like the future City Hall, the library site, and other catalytic projects inspire even more changes in what we perceive as Downtown activity centers.

## Purpose and Process

Plan 2033 builds on the progress and achievements of the previous plans and the most recent ten-year plan, Plan 2023.

The planning process engaged critical voices and decision makers in collaborative discussions about the future of Downtown Fort Worth. The recommendations and strategies presented in this plan are a path to improve the elements of Downtown that people care most about. When successfully implemented, Plan 2033 will strengthen Fort Worth’s economic position in the region and stay true to the city’s culture, history, and values.

Many planning documents produced by project partners informed Plan 2033, including:

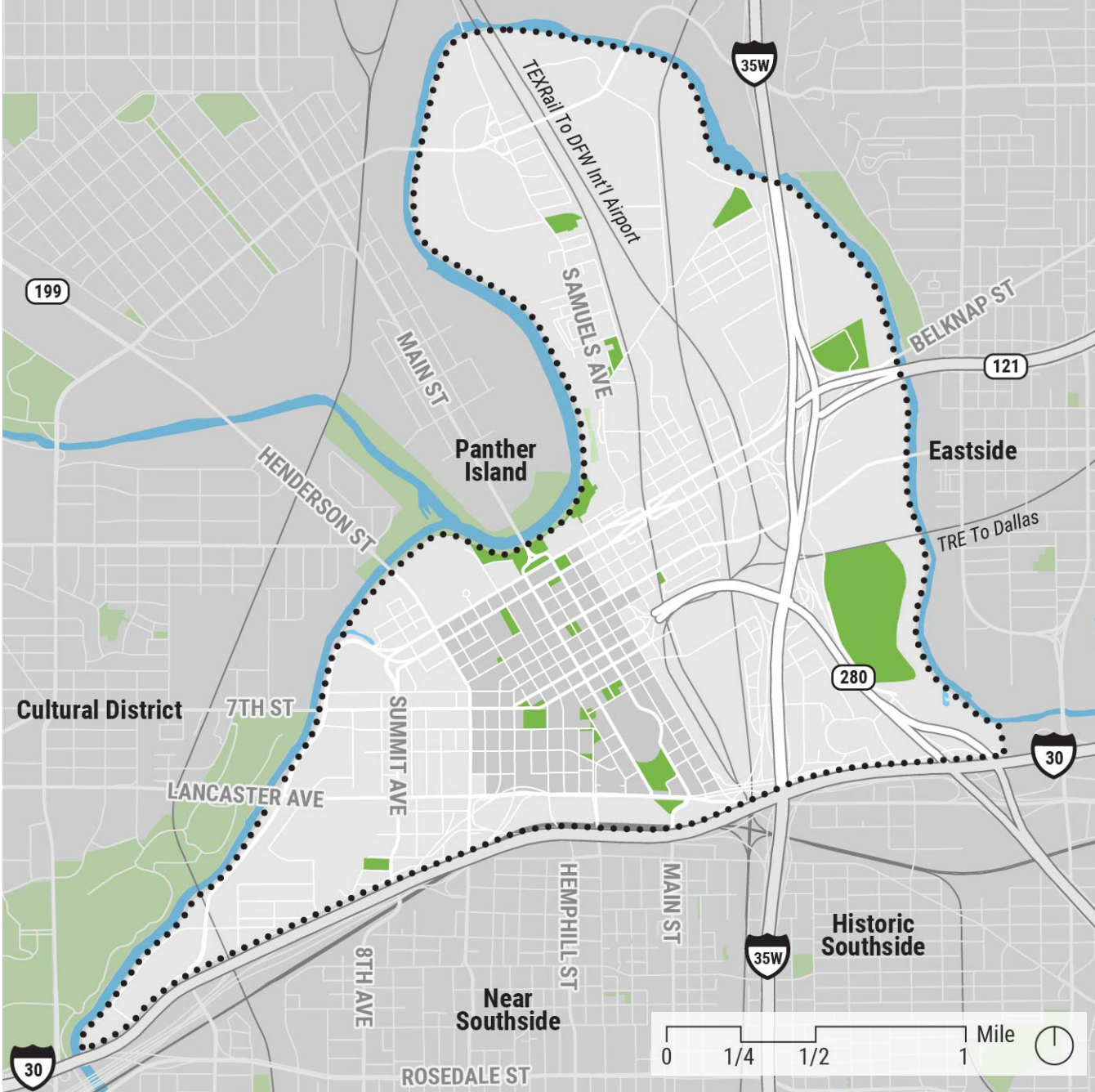
- » **City of Fort Worth Comprehensive Plan (2022)**
- » **City of Fort Worth Economic Development Strategic Plan (2022 Update)**
- » **Mobility 2045: Metropolitan Transportation Plan (2022 Update)**
- » **The Panther Island/Central City Flood Control Project Plans (ongoing)**
- » **Master Thoroughfare Plan (2020)**
- » **Fort Worth Active Transportation Plan (2019)**
- » **Confluence: The Trinity River Strategic Master Plan (2018)**
- » **Fort Worth Public Art Master Plan (2017)**
- » **Downtown Urban Design Standards and Guidelines (Updated 2016)**
- » **Downtown Access and Circulation Study (2013)**
- » **Downtown Fort Worth Parks and Open Space Plan**
- » **Transit Moves Fort Worth Plan (not yet adopted)**



# Downtown Fort Worth Study Area

Source: City of Fort Worth GIS

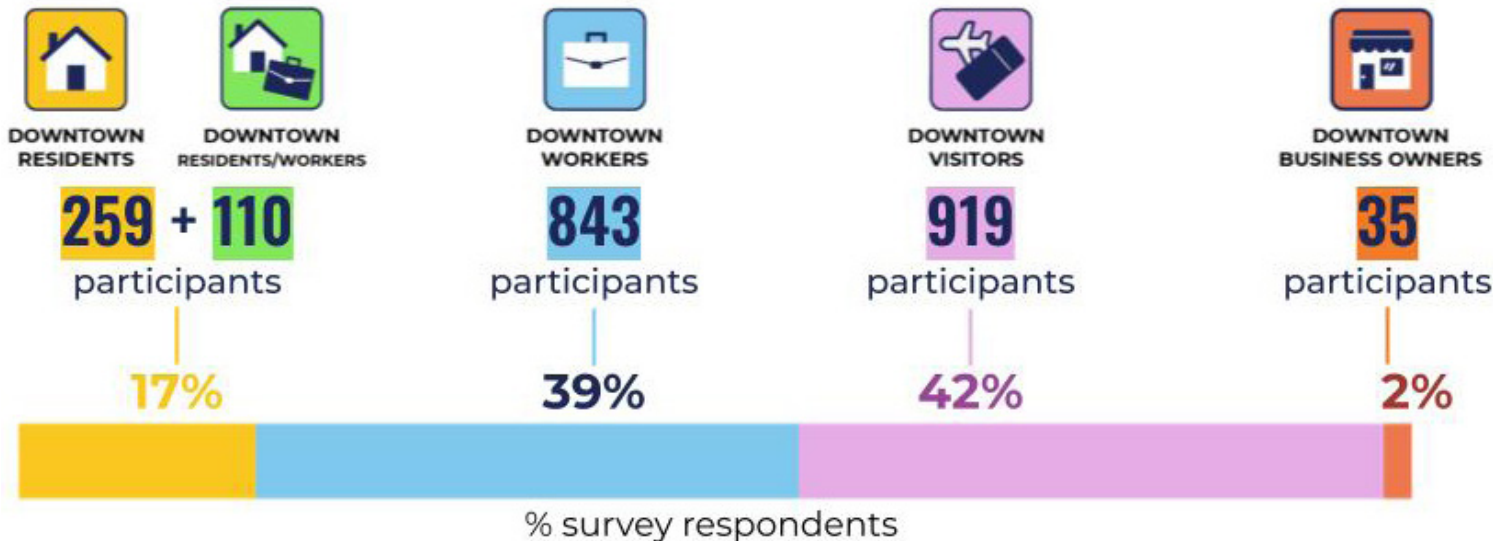
- City Boundary
- Greater Downtown
- Roadway
- Rail
- Downtown Core



Downtown Fort Worth, Inc. (DFWI), Trinity Metro, and the City of Fort Worth began the 12-month process to create this 2033 Downtown Fort Worth Strategic Action Plan in early 2022 with the consultant team led by Interface Studios. DFWI and partners invited Downtown stakeholders to join the Plan 2033 Steering Committee and seven subject-specific committees. Committees included Business Development; Education; Hospitality; Housing; Retail, Arts, and Entertainment; Transportation; and Urban Design, Open Space, and Public Art.

The consultant team conducted several months of due diligence, and, in April 2022, led a full-day kickoff meeting to discuss findings and brainstorm challenges and opportunities with approximately 250 Downtown stakeholders. In addition to regular meetings with

the committees, DFWI convened young professional organizations and representatives of the Hispanic Chamber of Commerce and the Metropolitan Black Chamber of Commerce to discuss the future of Downtown. The consultant team also interviewed representatives from the City and County, Trinity Metro, Visit Fort Worth, representatives from adjacent districts, Downtown residents, business owners, property owners, and other stakeholders with unique interests or insight into plans and projects impacting the Downtown area. Public surveys were distributed on Downtown and partners' social media platforms, e-newsletters, and at outdoor activities and events hosted by DFWI. Approximately 2,100 people responded and provided input via the survey.



### SURVEY RESULTS

Breakdown of Plan 2033 survey participants.

Source: Interface Studio  
Downtown Fort Worth  
Strategic Action Plan Survey  
(2022)

# DOWNTOWN TODAY

To understand Downtown Fort Worth, the consultants and committees reviewed qualitative sources (public survey, interviews, and committee feedback) and quantitative data reflecting trends over time, current activity levels, and performance. Primary and secondary data sources included restaurant sales, cell phone movement data, parking, and office utilization data, as well as third-party sources, including CoStar real estate metrics, Placer.ai visitation data, and the U.S. Census Bureau population statistics. These tools provide invaluable insight into public perceptions, trends of use, and shared experiences.

## Downtown by the Numbers

Fort Worth is an economic workhorse for the region and state. The Dallas-Fort Worth-Arlington metro area had the most population growth among metro areas in the nation. According to U.S. Census estimates comparing July 2020 to July 2021, 15.6% of this regional growth is attributed to Fort Worth.<sup>1</sup> The regional economy is strong and accounts for about 23% of the state's overall taxable sales. In 2019, the Metroplex region accounted for nearly 30% of the state's total employment, making it the largest employment base in the state.<sup>2</sup> From 2009 to 2019, the region saw a higher job growth rate than the state. Capturing a share of this economic potential and growth in Downtown Fort Worth is critical to the city's future.

1: U.S. Census Bureau: Press Release Number CB22-5. Over Two-Thirds of the Nation's Counties Had Natural Decrease in 2021- revised March 24, 2022.

2: JobsEQ - Data as of Q4 2019 except wage data, which are for covered employment in 2018; Texas Comptroller, Top 10 Metroplex Region Industries, 2019.

The Dallas-Fort Worth region is now the fourth largest metropolitan area in the country. Predictably, Fort Worth's population has grown dramatically over the last decade along the same trend. During this time, Downtown Fort Worth's population almost doubled, reaching nearly 11,000 people in 2020.<sup>3</sup> Downtown today is moderately diverse, with the most significant increase in individuals identifying as Hispanic and Latino, currently 25% of the total population.<sup>4</sup>

The Downtown residential inventory continues to grow. Although the number of housing units has increased since 2012, the largest number of units constructed over this period were studio and one-bedroom. Since 2016 only 11 condominium and townhome units have been delivered, while 134 for-sale units are planned.<sup>5</sup> Overall, owner-occupancy has increased, and housing vacancy has decreased.<sup>6</sup> Downtown concession rates are at 1.2%, their lowest since 2015. This factor, combined with rising market rents and low vacancies, indicates high demand for Downtown apartments.

As with other industries, the pandemic exposed hotels to dramatic travel, convention, and tourism demand shifts. Downtown hotels today show signs of recovery, with a 60% occupancy rate.<sup>7</sup> However, this is 3% lower than the DFW Metroplex rate of 63%. The return of business travelers and conventioners, the Texas A&M University project, and the Convention Center expansion will significantly increase room demand.

3: DFWI State of Downtown Report (2020)

4: U.S. Census: Social Explorer - ACS 2020 (5-Year Estimates)

5: Downtown Fort Worth, Inc., and the City of Fort Worth

6: U.S. Census: Social Explorer - ACS 2020 (5-Year Estimates)

7: CoStar - Rate as of Q2 2022

Over the last ten years, given the oil and gas collapse, XTO's move to Houston, and other economic factors, the Downtown employee population had a net gain of just over 1,000 jobs, for a total of 45,945 employees. Although there has been a decreasing trend in office occupancy since 2015, the occupancy rate is exhibiting an uptrend from its pandemic levels in 2020 and 2021.<sup>8</sup> Overall, Downtown Fort Worth has some of the lowest office vacancy rates in the region compared to Downtown Dallas, East Plano/Richardson, and Las Colinas.

Downtown transit and bike share ridership is increasing. Over 530,000 passengers rode TEXRail in 2022, an average of over 1,400 daily riders.<sup>9</sup> TEXRail, Trinity Metro's 25-mile commuter rail, connects Downtown to DFW International Airport in 50 minutes. In addition, since Plan 2023, Fort Worth Bike Sharing has installed 16 bike-sharing stations.

8: CoStar: Q4 2020 Class A office vacancy - 22.8%; Q1 2021 vacancy - 20.4%

9: National Transit Database; Trinity Metro



**10,974** Downtown residents

**25%** of the Downtown population identifies as Hispanic or Latino

**9%** of Downtown households have children under 18 years, an increase since 2012

**Third highest numeric population increase** in the U.S. from 2020-2021 occurred in Fort Worth



**5,619** residential units Downtown: 4,241 apartment units, 960 condos and townhomes, 439 senior living units

**3,044** planned units

**87%** Downtown's apartment occupancy rate as of Q2 2022

**\$302,400** condo and townhome median sales price in 2021

**12,000 students** at 3 colleges, universities, and public schools Downtown.



**17.3** million visits in 2021

**3,733** existing hotel rooms in 15 hotels

**1,538** new hotel rooms (planned)

**61%** 12-month average occupancy rate

**7%** of the city's hotels are Downtown

**23%** of the total room inventory



**45,945** Downtown employees in public and private jobs

**13.6 million** square feet of total office space

**85%** office occupancy rate

**43%** of total office space is Class A

**\$32.53** per square foot average rate for Class A office space



**5,873** free metered parking spaces available after 6 p.m. on weekdays and all day on weekends

**16** bike sharing stations

**380,019** Downtown TEXRail riders (2021)

**923,633** Trinity Railway Express (TRE) riders (2021)

**440,500** cars a day travel the I-35W, I-30, SH 287, and SH 121 highways that service Downtown

## Downtown Perception & Experience

Public perception plays a critical role in Downtown's success. To offer the most basic appeal to residents, workers, and visitors, Downtown Fort Worth must feel clean and safe. Fort Worthians expect Downtown to represent the city and be a welcoming environment. Residents move to Downtown seeking a distinctive urban lifestyle with a density of amenities and variety of experiences.

Quantitative data provides important benchmarks to understand the performance of Downtown's markets, the region's competitive edge, and activity changes over time. However, public feedback is critical to understand what may be driving these changes. Public engagement tools, the Plan 2033 Steering Committee, and subject-specific committee members provided grounding for the data analysis. The committees' guidance was essential to understand local dynamics, contextualizing feedback and ensuring recommendations and implementation strategies were based in the realities of Fort Worth.

At the project outset, the planning team asked the Plan 2033 committees to identify critical challenges facing Downtown Fort Worth and significant opportunities for the next ten years. Additionally, these groups identified the most important, positive, or negative changes in Downtown Fort Worth since the creation of Plan 2023.

## Words describing Downtown "Tomorrow"

Source: Public Survey & Committee feedback; Interface Studio

Individuals were asked to describe "Downtown Fort Worth Tomorrow" by offering descriptive words representing Downtown if its potential was fully realized. This cloud contains words that describe how people want the Downtown area to feel in the future. Fort Worthians want a Downtown that is exciting and vibrant. Words that describe activity dominate the word cloud for "Tomorrow."



## PLAN 2033: Key Ideas to Continue Moving Forward

Plan 2033 continues 40 years of planning, resulting in ten-year Strategic Action Plans. Each plan builds on the accomplishments and progress toward policy initiatives and partnerships outlined in the previous Strategic Action Plan. As such, the work on Plan 2033 began with a look back at the earlier plans. Although the circumstances or champions may have changed, this was an additive process, and many ideas and initiatives remain a priority for the next ten years. Key Ideas were explored and reframed in a series of workshops with the Plan 2033 committees and project partners to determine how each should be integrated into Plan 2033.

This section details those Key Ideas and ongoing themes to be carried forward from the previous plan for the next ten years of progress in Downtown Fort Worth.

*Downtown should be active, efficient, clean, safe, and inviting during the day and at night, all of these overlaid with a sense of romance and wonder.*



**Downtown Ambassador Program**

## KEY IDEAS FROM PLAN 2023 - EDUCATION

1. Support/promote the growth and performance of grade school education.
2. Support growth/expansion of higher education institutions in Downtown, including Texas A&M University.
3. Encourage more childcare with early-learning options.
4. Foster strong relationships between local industries and the student population to ensure employment/professional development opportunities are available to young professionals in Fort Worth and a robust workforce pipeline.
5. Work with educational institutions to maximize/promote cultural and space resources.
6. Generate opportunities for informal educational events.
7. Explore enrichment and hands-on learning opportunities for families and children.
8. Pursue location/relocation of public library serving Downtown Core.

## KEY IDEAS FROM PLAN 2023 - BUSINESS DEVELOPMENT

1. Expand Downtown's traditional business clusters.
2. Establish Downtown Fort Worth as a desirable location for emerging businesses.
3. Maintain current office market strengths.
4. Create a Downtown that attracts and caters to young professionals and those who want to live and work Downtown.
5. Assess the current use and accessibility of incentive programs on the state and federal levels for redevelopment.
6. Realize the Panther Island/Trinity River Vision.

## KEY IDEAS FROM PLAN 2023 - TRANSPORTATION

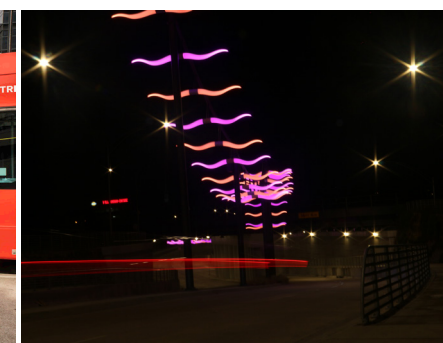
1. Support Trinity Metro in its efforts to increase public transit system ridership.
2. Improve wayfinding, including signage, digital media, and GPS technology for public transit.
3. In conjunction with the Urban Design objectives, work to advocate for and ensure that all streets and trails are pedestrian friendly.
4. Use walkability improvements to connect the Downtown Core and other developed areas.
5. Encourage transit-oriented mixed-use development along target corridors.
6. Accommodate parking and promote alternative transportation for large events and civic amenities.
7. Encourage a more efficient and customer-oriented approach to on-street parking and the use of parking garages.



**TexRail**



**The Dash**



**Hemphill Lamar**



**Singing trees in Burnett Park**

### **KEY IDEAS FROM PLAN 2023 - URBAN DESIGN, OPEN SPACE, & PUBLIC ART**

1. Create/emphasize unique landmarks, buildings and view corridors to orient visitors in/to Downtown.
2. Celebrate arrivals and gateway experiences into and out of Downtown.
3. Promote a livelier and more diverse pedestrian environment.
4. Encourage higher density and high-quality design.
5. Encourage sustainable development.
6. Encourage better connectivity to adjacent districts and trails.
7. Make Main Street a “Great Street” from the Courthouse to the Convention Center.
8. Encourage infill development to improve walkability and create seamless connections within Downtown and to surrounding areas.
9. Increase the prominence and usefulness of open spaces and parks.
10. Pursue/continue plans for new catalytic park and green space projects.
11. Encourage the installation of public art.
12. Pursue mixed-use development along Lancaster Avenue.



### KEY IDEAS FROM PLAN 2023 - RETAIL, ARTS & ENTERTAINMENT

1. Coordinate marketing plans, programs, and an event calendar that make Downtown a destination at all times of the day.
2. Create thoughtful permanent and temporary “on street” activities (outdoor seating, cafes, programming, and buskers).
3. Encourage additional housing to help support types of desired retail.
4. Market Downtown’s parking and existing public transit options to underscore the ease of access to Downtown.
5. Support retail development and infill.
6. Develop a merchandising plan and strategy.
7. Activate/improve ground floor retail spaces in and immediately surrounding the core.
8. Recruit arts organizations to program spaces.
9. Identify/develop potential additional performance venues.

### KEY IDEAS FROM PLAN 2023 - HOSPITALITY

1. Facilitate the enhancement and expansion of the Fort Worth Convention Center.
2. Improve Fort Worth’s position as a tourism destination.
3. Focus on improving and marketing Downtown’s appeal as the core of Fort Worth’s successful convention and event destination.
4. Increase transportation connectivity for healthcare/cultural/tourism opportunities that support the business environment and future job growth.

### KEY IDEAS FROM PLAN 2023 - HOUSING

1. Increase the overall number of residential units in Downtown and adjacent districts.
2. Develop and market an incentive program to encourage higher density, transit-oriented, and sustainable residential development.
3. Encourage more childcare with early-learning options.
4. Support/promote the growth and performance of elementary education.
5. Encourage the development of residential and mixed-use projects in the Core, Expansion Zones, and Opportunity Areas.
6. Encourage the development of affordable workforce housing units. (Goal 10%)
7. Design buildings, streets, and places to promote activity.
8. Realize the Panther Island/Trinity River Vision.



Deco 969

## Planning Context: Catalytic Projects planned in and near Downtown Fort Worth

Downtown Fort Worth will see exciting changes in the coming years. Throughout the process, the consultant team engaged stakeholders with unique interests or insight into future plans and projects impacting the Downtown area.

Several notable ongoing or proposed projects provide important context for this Strategic Plan. Each of these major projects has the potential for catalytic impact creating new destinations and neighborhoods and adding critical mass and development in areas with untapped opportunity.

### 1 Panther Island and the Center City Flood Control Project

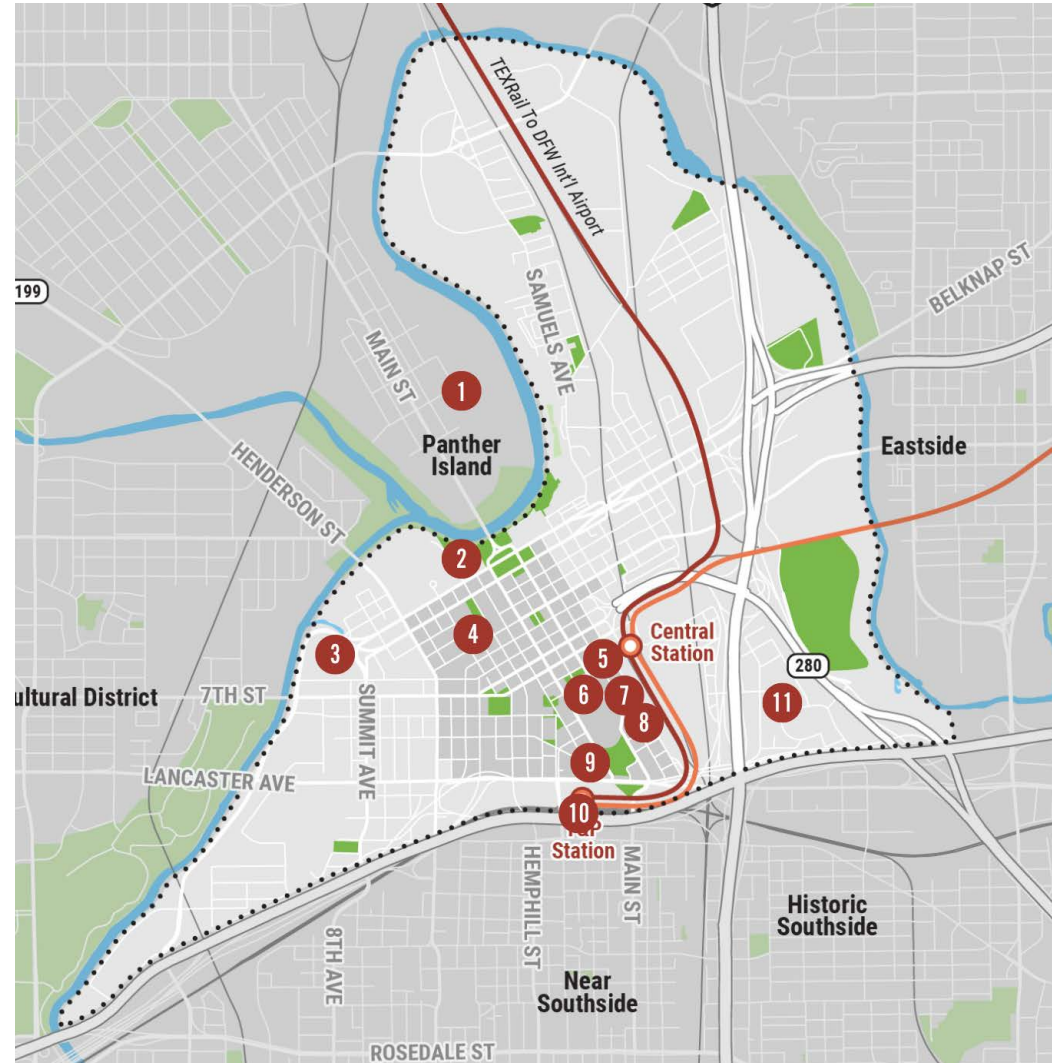
The approval and allocation of \$403M for the Center City Flood Control project have moved this project to the front burner. This necessary flood protection initiative makes Panther Island, a new high-density, mixed-use urban waterfront district, possible. In addition, the City is revisiting the 20-year-old plan to ensure that community needs are being addressed. The Panther Island development will add much-needed energy to an area immediately north of Downtown.

### 2 Heritage & Paddock Parks

DFWII and its partners are working on renovating and reopening Heritage Park Plaza – designed by internationally renowned landscape architect Lawrence Halprin – and designing an ambitious plan to re-imagine Paddock Park and the Heritage Park bluff.

### 3 New City Hall

The City of Fort Worth is consolidating functions from several City buildings into the 20-story former Pier 1 Imports headquarters and building a new City Hall Council Chambers at 100 Energy Way. The redevelopment will add a significant amount of green space for public use and help attract additional development East of Henderson..



## Catalytic Project Locations

Source: City of Fort Worth GIS; various sources

#### **4 Dart Interests/Library Site**

Dart Interests has purchased the Fort Worth Central Library and intends to build a significant mixed-use development. Regardless of the uses finally selected, this project has the potential to inspire further development along 3rd Street to the West, a corridor into Downtown currently dominated by parking lots and well positioned for more productive uses.

#### **5 Deco 969**

Deco 969, a 27-story, first-of-its-kind Downtown, high-rise apartment complex, is expected to set new price points at the high end of Downtown's rental market. The success of this project will establish comps for other high-rise multifamily developments and has the potential of initiating a new wave of high-rise residential construction, including for-sale product.

#### **6 Convention Center Expansion**

The City of Fort Worth has begun the planning and designing process to expand the Convention Center to connect to Downtown's core, including a new grand ballroom space and straitening Commerce Street to allow for greater efficiency in the building. These improvements set the stage for adding a new Convention Center headquarters hotel and improving the overall experience in this area.

#### **7 Convention Center Headquarters Hotel**

A new convention center hotel at this location will add a significant number of rooms to the Downtown convention and visitor package. This new room block and additional meeting and ballroom space will further increase Fort Worth's ability to attract more and larger conventions.

#### **8 Texas A&M Expansion**

Texas A&M University is moving forward with plans for a new Law and Education Building and Research and Innovation Center Downtown (construction expected to begin in 2023). This development will strengthen Downtown's appeal to businesses seeking high-quality employees, research partnerships, and an enhanced technological ecosystem.

#### **9 Omni Hotel Expansion**

The Omni Fort Worth Hotel's addition of 600 rooms will increase the "under one roof" capacity for the convention center, add additional amenities to the convention center district, and extend the Omni's footprint to Lancaster Ave., creating an even more elegant connection to the T&P Station and serve as a western anchor for the Water Gardens southern improvements.

#### **10 Transportation Improvements**

The TEXRail expansion to the Near Southside/Medical district is in the planning process, as is the study to improve connectivity to Butler Place and the potential for a high-speed rail station to connect Fort Worth and Dallas. Additionally, the Transit Moves Fort Worth Plan identifies East Lancaster Avenue as a priority corridor for development and high-capacity transit.

#### **11 Butler Place Redevelopment**

Fort Worth Housing Solutions (FWHS) is working through the HUD process to convert Butler Place. Repositioning this property can elevate the land use, providing more affordable housing on or off-site and adding to or leveraging the Downtown momentum.



The slide features a dark blue background with five horizontal bars of different colors (yellow, teal, light green, purple, and orange) on both the left and right sides. The text is centered in white.

# PLAN 2033 VISION

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



Fort Worth Water Gardens

# GOALS

## Common threads and overarching goals

After multiple discussions with the Steering and subcommittees, the consultant team discovered common themes that led to the development of four overarching goals for Downtown Fort Worth: **Livable Neighborhoods, a Diversified Economy, Great and Distinctive Places, and Seamless Connections**. The seven committees focused on topic areas that feed into and support these goals.

## Why these goals?

The success of downtowns is linked to the density and diversity of people and uses. We need more people in Downtown Fort Worth for a number of reasons – living, working, entertainment, social activity, and visiting. This translates to the need for a diverse industry mix, high-density residential development, and retail, restaurant, and entertainment offerings at different price points. More events and programming, creative outdoor gathering spaces, streets that provide an excellent pedestrian experience, and easy-to-navigate connections to key destinations around Downtown and surrounding centers of activity help create even more vibrancy.

**LIVABLE NEIGHBORHOODS** will increase Downtown housing for a variety of households, encourage neighborhood-serving amenities within walking distance of housing, and provide family-supporting educational and lifelong learning opportunities.

**DIVERSIFIED ECONOMY** will strengthen Downtown as a premier business location, support leading industries, cultivate local entrepreneurs and emerging clusters, and provide offerings that attract diverse audiences – everyone from local residents to staycationers to conventioners – and maximize the impact of major redevelopment opportunities.

**GREAT AND DISTINCTIVE PLACES** will strengthen Downtown as a destination that draws in the Dallas-Fort Worth region by ensuring that it celebrates the historic character that makes it distinctive and offers a lively, accessible, and attractive public realm. Exemplary civic spaces, parks, unique experiences, attractions, and programming will attract new and returning audiences to Downtown.

**SEAMLESS CONNECTIONS** offer safe, attractive, easy-to-use options for all modes of travel. The recommendations focus on a people-first approach that emphasizes transit use, pedestrians, and bicyclists; improves connections to adjacent districts; provides straightforward and efficient parking; and supports sustainability.

# DOWNTOWN OVERVIEW

This plan finds an expanded Core and Greater Downtown Study Area compared to the previous ten years. Below are concepts for Downtown sub-areas that help describe the overarching vision.

**THE CORE AREA** is roughly defined as the area between Trinity River on the north, Lancaster Avenue on the south, Henderson Street on the west, and the rail corridor on the east. The core can be further divided into different character sub-areas as follows:

**The North Core** is traditionally considered “Downtown”: around Sundance Square, north to the river, including Tarrant County College, the Courthouse, and County properties.

**The Innovation Hub** is anchored by Central Station and T&P Station, the Fort Worth Convention Center, Texas A&M University, and the University of Texas at Arlington. This district includes the future expansion of the Convention Center and Texas A&M University.

**The South Core** is an evolving mixed-use area that includes government and institutional uses and commercial and new residential development.

## GREATER DOWNTOWN STUDY AREA

**Henderson/Summit Corridor:** Includes a mix of residential developments and dispersed office developments. The new City Hall is in this area and represents an opportunity to anchor and inspire more development west of Henderson.

**Samuels/Greenway:** This area represents historic single-family residential neighborhoods and a growing number of significant new apartment projects.

**Jennings Place:** This area includes the FWHS/DFWII multifamily community formerly called Hillside.

**Transitional Area:** This area includes significant rail infrastructure, industrial uses, the Ben E. Keith headquarters, and the Purina plant. This area is west of I-35 and adjacent to Downtown, Jennings Place, and Samuels/Greenway. It is predominantly industrial and also has some residential.

**Butler Place** is a 42-acre redevelopment opportunity east of Downtown. FWHS envisions a significant mixed-use development with a better connection to Downtown.



**Parkview Area** is a commercial area that directly connects to the Trinity River Trail. This area represents a significant opportunity to leverage the river.

**Eastside:** This area east of I-35W and along the Trinity River is a mix of industrial and recreational uses with direct connections to the Trinity River Trail.



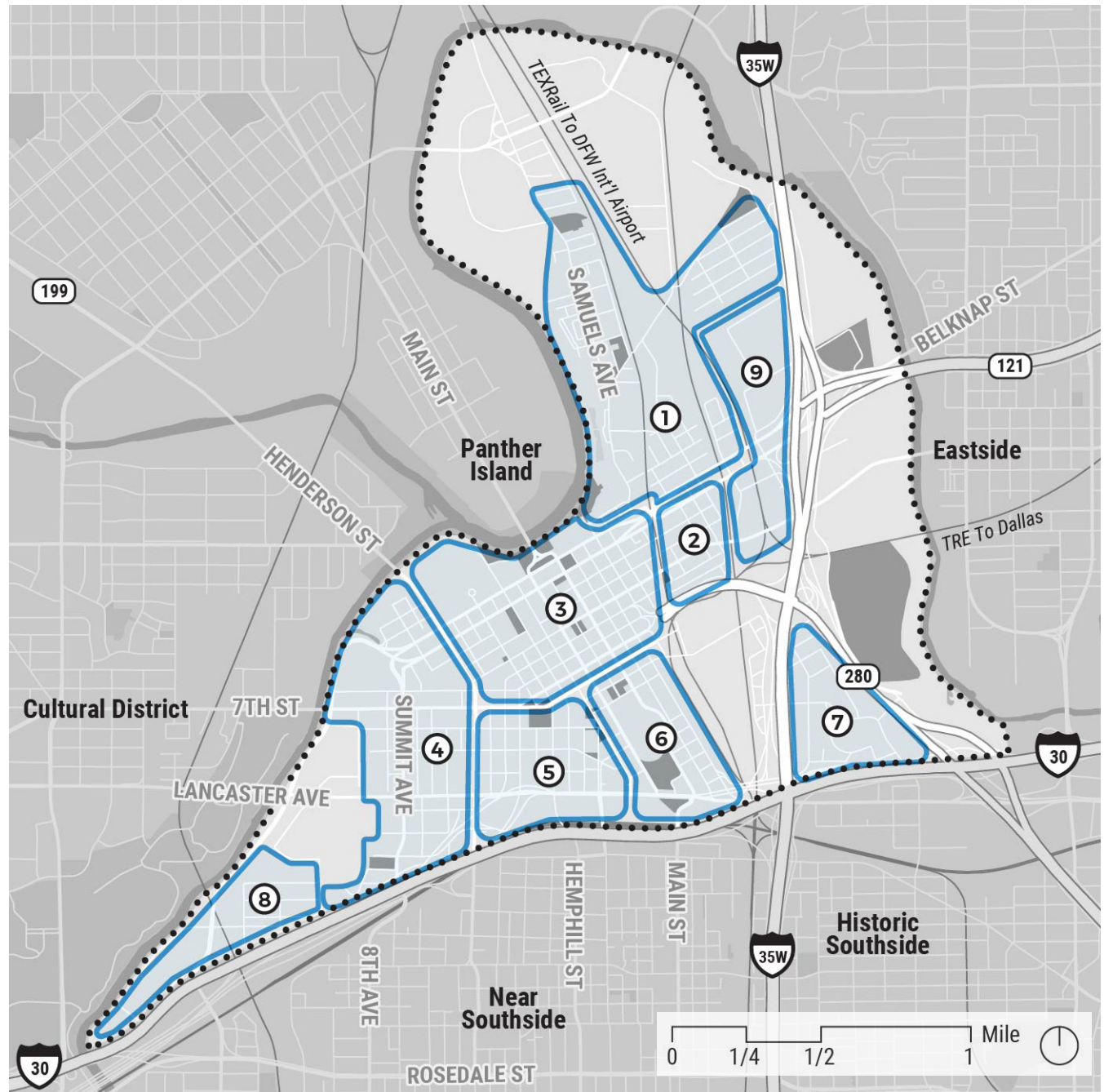
# Downtown Sub-Areas

Source: Interface Studio

-  City Boundary
-  Greater Downtown

## Sub-areas

- ① Samuels/Greenway
- ② Jennings Place
- ③ North Core
- ④ Henderson Summit Corridor
- ⑤ South Core
- ⑥ Innovation Hub
- ⑦ Butler Place
- ⑧ Parkview Area
- ⑨ Transitional Industrial





**LIVABLE NEIGHBORHOODS**

**DIVERSIFIED ECONOMY**

**GREAT AND DISTINCTIVE PLACES**

**SEAMLESS CONNECTIONS**

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# RECOMMENDATIONS

**DOWNTOWN FORT WORTH NEEDS...**

*livable  
neighborhoods*

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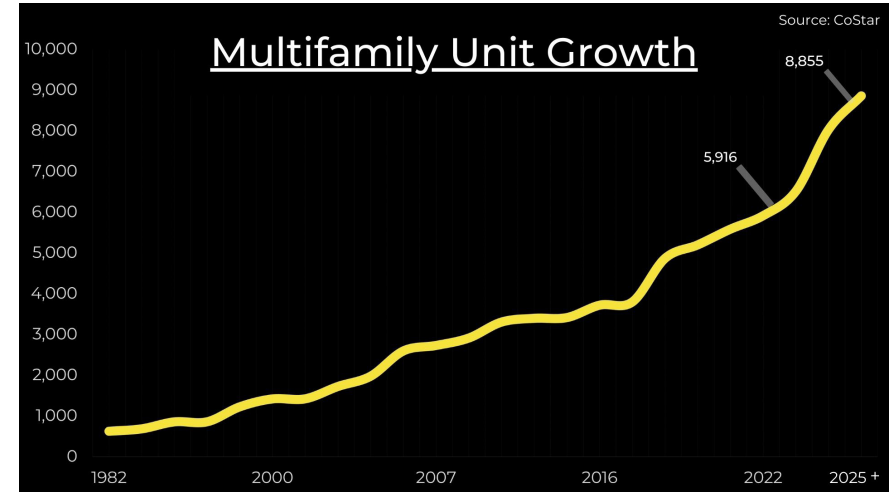
# LIVABLE NEIGHBORHOODS

This chapter focuses on enhancing Downtown’s livability. This includes more housing, diverse housing options, and amenities that enable Downtown to be a home for people from various backgrounds and household types.

Downtown has experienced dramatic residential growth over the last decade, expanding it from a predominantly regional economic hub to being a place to live as well. Improving Downtown as a vibrant, walkable, and livable neighborhood will be key to attracting and keeping the people who power Fort Worth’s economy and make it a great place. The Greater Downtown study area is home to approximately 11,000 residents – almost double the population of ten years ago. Since the 2013 plan, 2,400 units have been built, and another 3,000 are in the pipeline. A national study<sup>1</sup> placed Fort Worth fifth in the country behind downtown Los Angeles and Midtown Atlanta for the fastest-growing markets for new apartments. These numbers are partly a reflection of the City’s overall growth but also point to a robust local market for living in diverse, walkable environments.

Downtown is poised to capture even more of this interest and evolve into a strong and unique neighborhood. However, while growth in the Greater Downtown study area has been strong, residential population density is less than that of other peer cities, including Nashville, Charlotte, and Denver. As shown in the Population Density map on page 29, the

1: RentCafe based on construction data for the 50 largest U.S. cities. Downtown Fort Worth was 5th on a list of 20 “apartment-crazed” neighborhoods.



**Multifamily Housing Units**

Source: DFWI



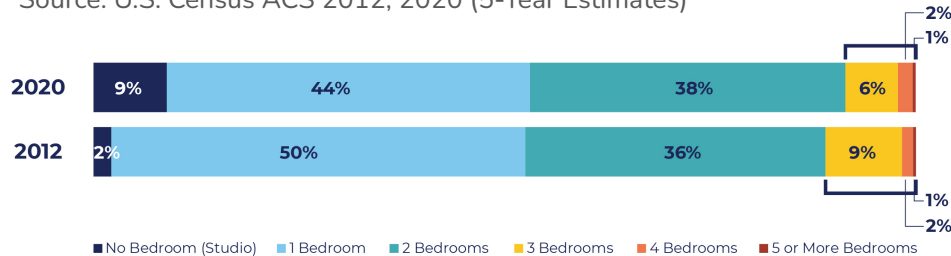
**Burnett Lofts**

reason is that there are only approximately 1,200 residents living in the Core and that much of the growth has occurred in areas just outside the Core – along Samuels Avenue and Henderson Street. In the Core, the distribution of residents is concentrated in larger towers and often next to areas with non-residential uses. After the pandemic, downtowns that recovered the fastest had established dense downtown residential populations and provided a diverse customer base that insulated the center city from economic upheavals. For Downtown to further leverage the benefits of residents, new housing should be encouraged to fill the gaps, create more residential density, and insert residents into the mix of office, hospitality, retail, and other uses.

In addition, Downtown needs more housing diversity. Although there are a few condominium projects in converted office buildings and a townhome project, most of the housing is in the form of rental apartments – primarily in mid-rise developments – or single-family homes on the edges of Greater Downtown. Millennials are aging and looking for housing options other than apartments. Downtowns need diverse housing types to attract residents, including senior, student, workforce, and multifamily housing.

### Share of housing units by bedrooms

Source: U.S. Census ACS 2012, 2020 (5-Year Estimates)



Between 2012 and 2020, there was an 80% increase in households with children under 18 in Greater Downtown. However, the share of family-sized units (three or more bedrooms) decreased during that time. This represents an opportunity.

In addition to diversifying unit size, Downtown should encourage and maintain a range of affordable housing options for low- and middle-income families. By year-end 2022, the equivalent of 15% of all new units added to Downtown in the last decade will have been affordable, an increase over the Plan 2023 goal of 10%. Currently, most affordable housing options for families earning below 60% of the Area Median Income (AMI) are in developments completed in partnership with FWHS. Additional workforce housing opportunities should be encouraged now and in future redevelopment opportunities such as Jennings Place and Butler Place.

Middle-income housing remains a need. The 2019 housing study commissioned by DFWI indicates that Downtown does not serve families earning 100% of AMI or about \$40,000–\$50,000 a year. This “missing middle” should be targeted.

The desirability of Downtown to multiple family types is an important guide for additional housing development. Downtown has an opportunity to redevelop some of its historic buildings. New housing types that have proven successful elsewhere – micro units, co-living, and live-work spaces – can help diversify the housing stock and attract new residents from broader market segments when coupled with improved quality-of-life amenities like recreational facilities, retailers, grocers, and services.

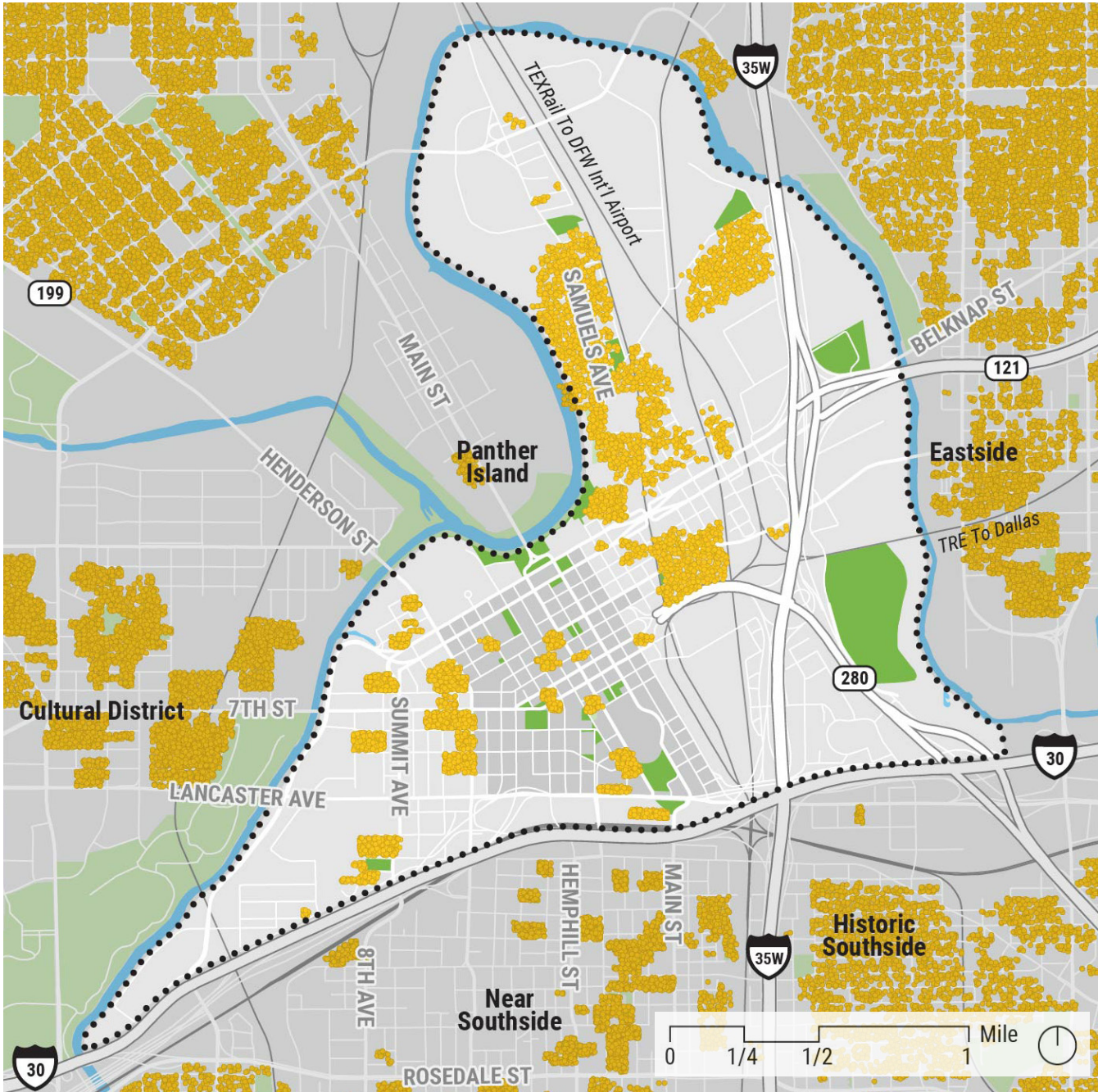
In the public survey, the number one thing Downtown residents said would inspire them to remain a Downtown resident was to “increase the variety of restaurants, retail, and amenities.”

Downtown can provide residents with an unmatched opportunity to live, work, access transit, and connect to nearby districts.

# Population Density - 2020

Source: 2020 U.S. Census

- ⋯ Downtown Study Area
- Downtown Core
- Population: 1 Dot = 1 Person



# GOALS

*Downtown and civic leaders should strategically work toward:*

- » A greater mix of housing/unit types and range of price points for sale and rent.
- » Enhanced neighborhood-serving amenities (improved parks, retail, services) within walking distance of housing (about a 10- to 15-minute walk).
- » A street network that encourages walking and cycling to work and other local destinations and between adjacent districts.
- » Educational and lifelong learning opportunities for all ages to support families and aging in place.

## TEN-YEAR OUTCOMES:

- Encourage more high-density and high-rise housing in the Core with a goal of 2,500 new units by 2033.
- Develop diverse housing types, including ownership, to create a healthy mix of studio/one-bedroom, two-bedroom, and three-plus bedroom units.
- Increase new affordable and workforce housing with goals of 15% for households below 80% AMI and 10% for households between 80% and 120% AMI.
- Target surface parking lots for new housing and mixed-use development to offer amenities and active ground floor/streetscape. Encourage shared parking.
- Expand high-quality education from pre-K through higher education led by Fort Worth ISD, TCC, UTA, and TAMU.
- Recruit neighborhood goods and services that support residential growth.

## RELATED COMMITTEES:



Housing



Urban Design, Open Space, Public Art



Education





**The Jameson at the Bluffs**

# RECOMMENDATIONS

## 1.1 HOUSING

### 1.1 Increase the number of housing units in the Core to support more activity and services

#### *Strategies:*

- A. Encourage mixed-use, high-rise residential development, particularly in key areas:
  - *The Innovation Hub around the Central Station, Texas A&M University, and the University of Texas-Arlington. Development should include student housing and amenities that serve the community.*
  - *The Central Library site and nearby surface parking lots should include development with active ground-floor uses.*
- B. Develop marketing outreach to Texas condominium developers and brokers to encourage increased high-rise development.
- C. Support the condominium market development by promoting high-rise living to potential residents as a unique Fort Worth experience. Examples: advertisements, home tours, social media postings, press releases, etc.



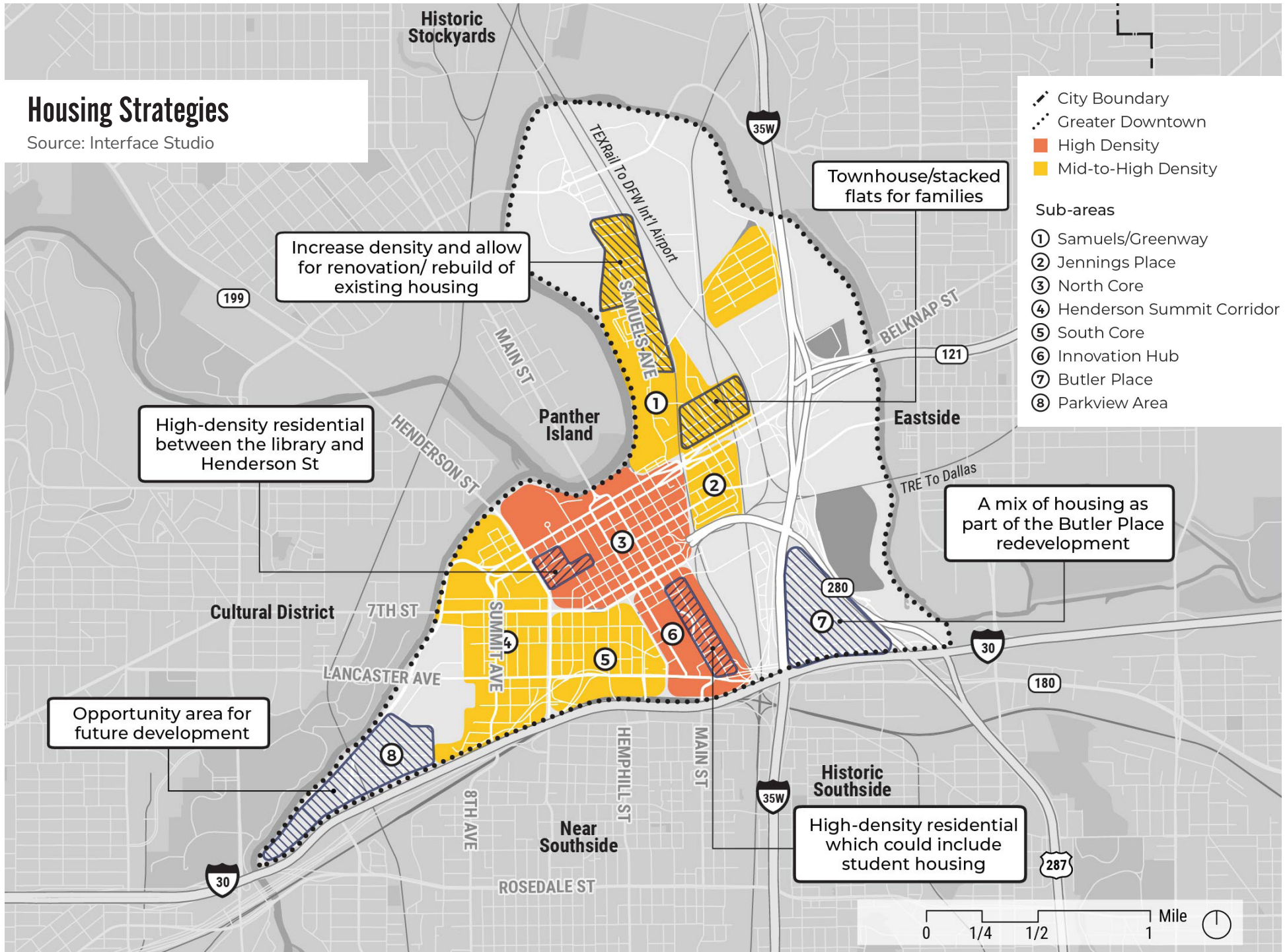
#### *What other places have done:*

[Fusion on First](#) at Arizona State University-Downtown Phoenix includes apartment-style residences above a high-tech innovation hub to connect students with the regional business community.

[UnionWest](#) (photo above) provides retail, housing, and facilities for the Downtown Orlando campuses of the University of Central Florida and Valencia College's Walt Disney World Center for Culinary Arts and Hospitality.

# Housing Strategies

Source: Interface Studio





## 1.2 Encourage diversity of housing types for a mix of residents

### *Strategies:*

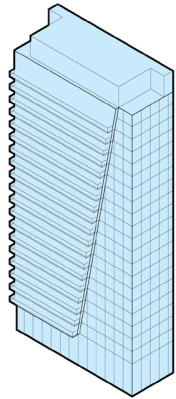
- A. Expand the housing types available to accommodate various household types, including families, students, and seniors, to create a mix of studio/one-bedroom, two-bedroom, and three-bedroom units.
  - *Core: Encourage mixed-use high-rise units with flexible space that could serve as an office or extra bedroom to accommodate work from home or families. Develop programs that encourage mixed-income ownership and occupancy.*
  - *Henderson-Summit Corridor: Encourage mid- to high-rise mixed-income housing.*
  - *Samuels Avenue: Encourage a mix of mid-rise missing middle housing such as townhouses and stacked flats and renovation of existing housing or rebuilding through a grant program.*
  - *Parkview area: Encourage mid-to high-rise housing and trail connections.*

### **Henderson Street**

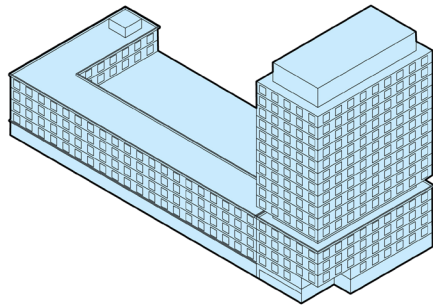
The west side of Henderson Street is predominantly lined with residential development.

# Housing typologies

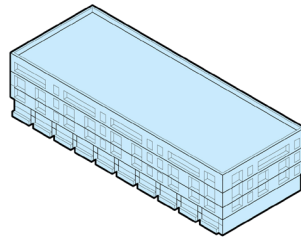
Source: Interface Studio



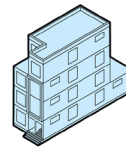
Highrise



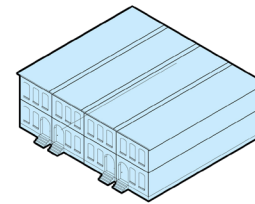
Mid-to-High Rise



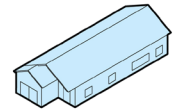
Midrise



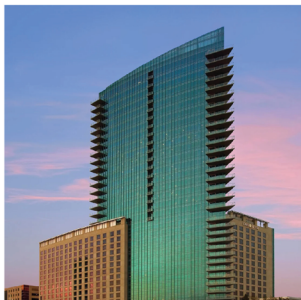
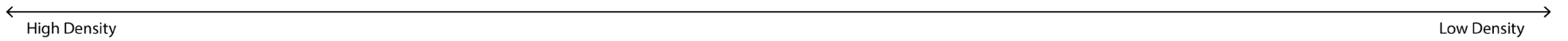
Stacked Flats



Townhouse



Single Family House



## 1.3 Increase affordable housing for low-income and middle-income households

### *Strategies:*

- A. Maintain a mix of housing types and explore expanding units large enough to accommodate families (two-plus bedrooms) where possible.
- B. Begin a discussion about the future of Jennings Place.
- C. Support FWHS' desire to create a range of mixed-income housing types within the redevelopment of Butler Place.
- D. Identify properties and conversion opportunities to acquire for affordable/mixed-income development. Find public/private partners willing to fund acquisition for this purpose.
- E. Reduce regulatory constraints for new construction technologies to lower development costs.

## 1.4 Support incentives for higher density, transit-oriented, and affordable housing

### *Strategies:*

- A. Consider incentives by right for high-rise residential developments that meet community objectives (such as minimal land consumption, provision of public parking, extraordinary public-serving ground-floor retail and restaurant space, notable façade lighting programs, etc.).
- B. Promote the City's new economic development incentives targeting vacant lots, parking lots, and transit-oriented locations to encourage mixed-income, mixed-use development along Lancaster Avenue, the Central and T&P Stations, and the edges of the Core.
- C. Develop a Transit-Oriented Development Program to provide financial incentives to developers to encourage density and transit connectivity by incorporating community programs in their developments. Examples: Integration of bicycle and enhanced pedestrian infrastructure, participation in Trinity Metro's EASYRIDE program, bus accommodations, etc.
- D. Create shared structured parking facilities to lower development costs *[see also recommendation 4.12 Create an effective parking system to maximize existing resources]*.

## *What other places have done:*

The [Denver Transit Oriented Development Fund](#) is an acquisition fund developed by the City and County of Denver, Urban Land Conservancy, Enterprise Community Partners, and several other investors for strategic property acquisition in current and future transit corridors to create and preserve affordable housing.

The [Transit-Oriented Development Program](#) (Portland, OR) is a program of Metro, the regional leadership for the Portland metropolitan area, that invests in high-density, mixed-use, affordable projects near transit through acquisition, funding for urban amenities, and transit-oriented development projects (photo right).



## 1.5 Support and expand the Downtown Fort Worth Neighborhood Alliance as neighborhoods grow

### *Strategies:*

- A. Support family-focused events, neighborhood parks, and programming.
- B. Develop and support additional resident programming.
- C. Explore the concept of a mini-grant program within Public Improvement District 1 (PID) that encourages Downtown stakeholders (residents, commercial property owners, and others) to propose low-cost, high-impact improvements.
- D. Develop and support a focused marketing and awareness campaign targeted to residents, building managers, and realtors.

### *What other places have done:*

Mini-grants for neighborhood projects such as [Small Sparks Neighborhood Matching Fund](#) (Seattle, WA) and [Neighborhood Small Grant Program](#) (Macon, GA) provide small grants for residents to execute improvement and public art projects and community building events.



## 1.6 Support the unhoused population with a long-term goal of reducing homelessness

### *Strategies:*

- A. Encourage center city partners to support citywide efforts, including Directions Home and long-term housing strategies, by encouraging scattered site supportive housing as a preferred alternative to long-term shelter residency.
- B. Build on DFWI's Outreach Coordinator and Ambassadors Program to increase homeless outreach and connection to social service providers and the appropriate City and nonprofit entities.
- C. Encourage greater participation in the effort to assess the current situation via the Homelessness Census and Survey and consider using geographic information system mapping to assist with the data collection.

### *What other places have done:*

[ATL Downtown Counts: Street Homelessness Survey](#) is conducted through the Atlanta Downtown Improvement District to better understand the conditions and needs of people experiencing street homelessness.

Houston has reduced its homeless count by 63% over the last ten years, outperforming every other city in the country. City and County officials have teamed with local service providers, corporations, and nonprofits in a unified response that prioritizes a Housing First approach and have been working with landlords to move people into housing rather than shelters. The Housing First model prioritizes getting people into permanent housing without first requiring them to deal with substance abuse or employment issues.



## 1.2 FAMILY SUPPORTS

# 1.7 Update neighborhood parks to serve existing and new families

### Strategies:

- A. Convene residents to identify community needs and improvement priorities in parks. These could include more programmable green space, amenities for people and dogs, public art, and family-friendly play areas. Neighborhood parks include Arnold Park, Trader Oak Park, Delga Park, Greenway Park, Harrold Park, Elm Street Park, and Haynes Memorial Triangle.
- B. Update Downtown Fort Worth Parks and Open Space Plan to incorporate the Downtown resident priorities.
- C. Recruit the Fort Worth Downtown Neighborhood Alliance (FWDNA) and create a Friends of Parks group to participate in parks stewardship and programming.

## Arnold Park improvements

Source: Interface Studio

### Arnold Park

With residential growth in the Samuels Avenue area, over 2,000 residents now live within a 5-to-10 minute walk of the park compared to ~600 residents in 2010.



## 1.8 Spotlight local educational institutions and highlight their success stories

### *Strategies:*

- A. Promote Downtown educational institutions when working with Downtown brokers.
- B. Encourage Downtown families to participate in the FWDNA and PTA Meet and Greets.

## 1.9 Support elementary and secondary schools Downtown

### *Strategies:*

- A. Encourage partnerships between and with FWDNA and PTA involvement with Charles Nash Elementary School, YWLA, I.M. Terrell Academy for STEM and VPA, and Texas Academy of Biomedical Sciences.
- B. Support maintaining and upgrading school grounds and appearance. Continue PID assistance where appropriate.
- C. Encourage the business community, local government, and affinity groups to contribute resources and develop partnerships with school leadership to provide enrichment programs such as arts, STEM, and school programming.
- D. Advocate for pre-k program at Charles Nash Elementary School.
- E. Promote and encourage lifelong learning opportunities and informal education events.
- F. Explore and promote enrichment and hands-on learning opportunities for adults, children, and families.

## 1.10 Strengthen Young Women’s Leadership Academy campus Downtown

### *Strategies:*

- A. Continue working with Fort Worth Independent School District (FWISD) and encourage meetings with parents to keep Young Women’s Leadership Academy Downtown by expanding in their existing or new locations.
- B. Explore co-location with a new Downtown library to expand the educational campus and resources.

## 1.11 Develop affordable childcare, early learning, and after-school programs

### *Strategies:*

- A. Work with FWISD, Tarrant County College, and other private and nonprofit organizations to encourage more childcare with early-learning options and evening aftercare.
- B. Encourage Charles Nash Elementary School, Tarrant County College, and the Central Library to provide more after-school activities.
- C. Market childcare options as a strategic element that makes Downtown more appealing to families with children.



CHARLES E. NASH  
ELEMENTARY

CHARLES E. NASH  
ELEMENTARY  
HAVE A SAFE  
SUMMER

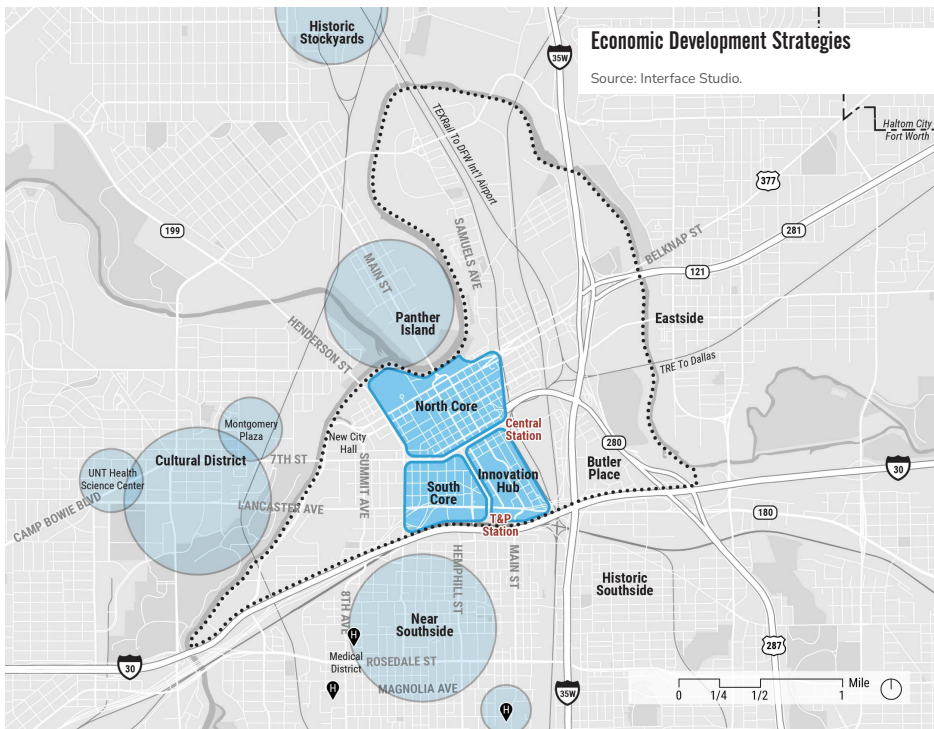
Charles Nash Elementary School

**DOWNTOWN FORT WORTH NEEDS A MORE...**

*Diversified  
economy*

# DIVERSIFIED ECONOMY

Fort Worth is growing, and Downtown – with approximately 46,000 jobs and 14M square feet of office space – is at the center of it all. Consider the growth that has taken place in the Near Southside, the Stockyards, the Cultural District, and River East. The City is embracing its riverfront with new parks, infrastructure, and mixed-use development on Panther Island. The expansion of Texas A&M University and the promotion of the nearby Medical Innovation District as a biomedical research hub creates the opportunity for Downtown Fort Worth to become a center for a tech-based economy.



Downtown's strength as an office and business center is evident. Recovering from the pandemic, with a vacancy rate of approximately 19%, Downtown has a lower vacancy rate than most other locations in the Metroplex, including Dallas.<sup>1</sup> It also includes some of the highest asking rents for Class A space in the region.

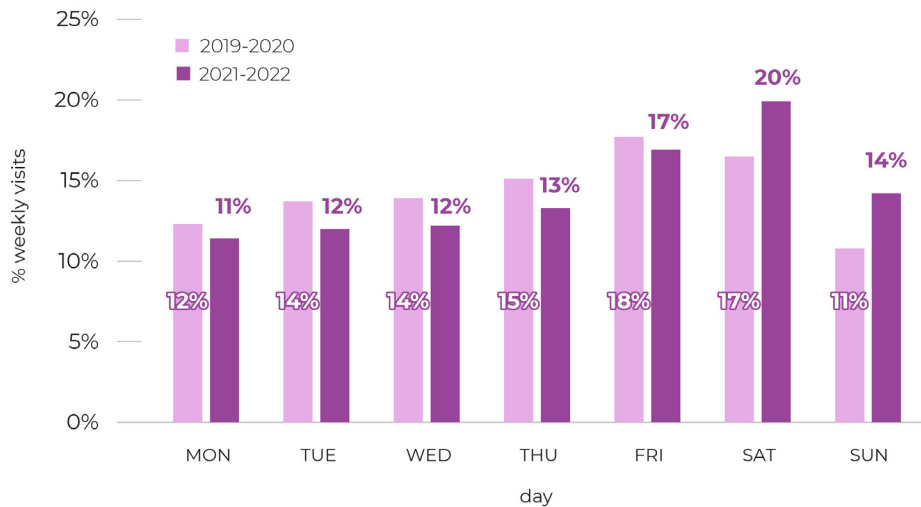
Downtown's strength as a vibrant business center remains critical to Fort Worth's future success. Despite its core strengths, Downtown is missing some opportunities.

- Nearly 39,000 workers commute in for work with another 1,000 commuting out. Only 132 people live and work in Downtown.<sup>2</sup>
- Today, cell phone data and survey results indicate that as many as 30% to 40% percent of the workforce are hybrid, working two to three days per week from home. Even with a relatively low vacancy rate, hybrid work represents thousands of employees that are not physically Downtown to support Downtown businesses.
- More residents will provide for a more resilient customer base. In the public survey, 74% of Downtown residents eat out or get takeout from a local business at least once per week, and 45% do multiple times per week. Increasing the number of residents and those living and working Downtown is an economic development strategy that will support existing businesses and create opportunities for neighborhood-oriented businesses.

1: Q42021 CoStar data.  
2: US.. Census LEHD data (2019).

## DOWNTOWN WEEKLY VISITS

Source: Ninigret Partners analysis from Vista Insights data (March 2019-2020 to March 2021-2022)

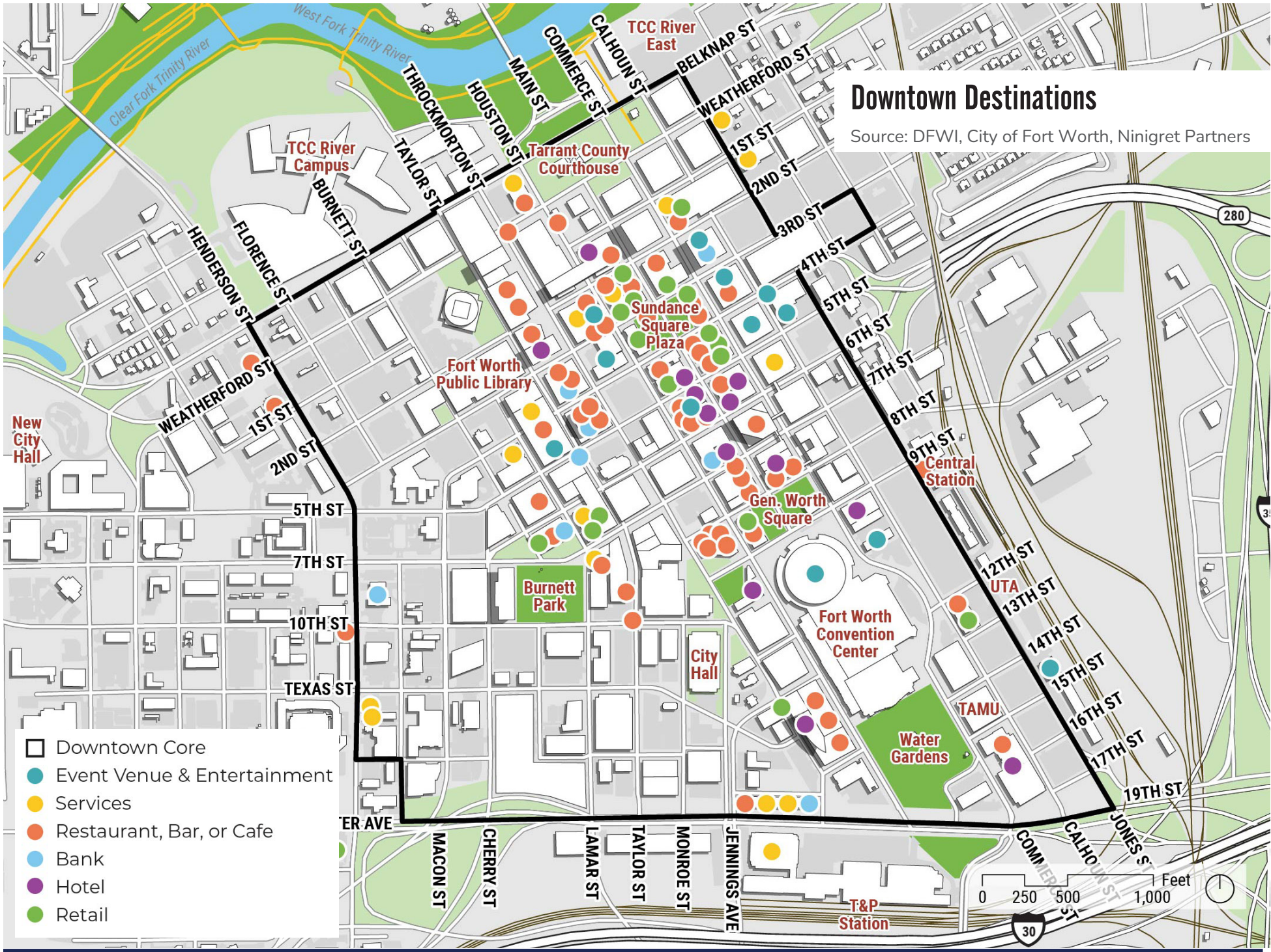


Large downtown employers are major economic drivers, but 56% of Downtown employers have fewer than ten employees. As noted in the City’s Economic Development Strategic Plan, small and minority businesses need support and tools to bring their vision and benefits to Downtown.

Downtowns across the country are fertile ground for small, creative, and local businesses that bring diversity and energy to an area. They are also excellent sites for national brands that capitalize on the educated residential base, workforce, and user groups that frequent downtowns. Local small businesses and national retailers should be targeted.

Tourism and visitors play critical roles in the Downtown economy. Large events like the MAIN ST. Fort Worth Arts Fest or Fort Worth Stock Show and Rodeo result in a spike of visitors to hotels and restaurants. The upcoming expansion of the Convention Center will be important to further drive visitation. Since the last plan in 2013, over 1,000 hotel rooms have been built, with more in the pipeline. Many of these hotel rooms, new residential buildings, and a proposed expansion of Texas A&M University are focused around the Convention Center and Water Gardens. These developments represent opportunities for shared parking, ground-floor activations that enliven the streets, and new amenities that attract local and out-of-downtown visitors.

It is important to remember that most Downtown visitors are daily commuters or those visiting for a specific reason, e.g., dinner or a concert. Cell phone data demonstrates that 70% of Downtown visitors come from within 50 miles. For these short-term visitors, the quality of their experience is paramount. Parking options, Downtown safety, lighting, vibrancy, active storefronts, and a variety of activations and things to do will drive extended-stay decisions.

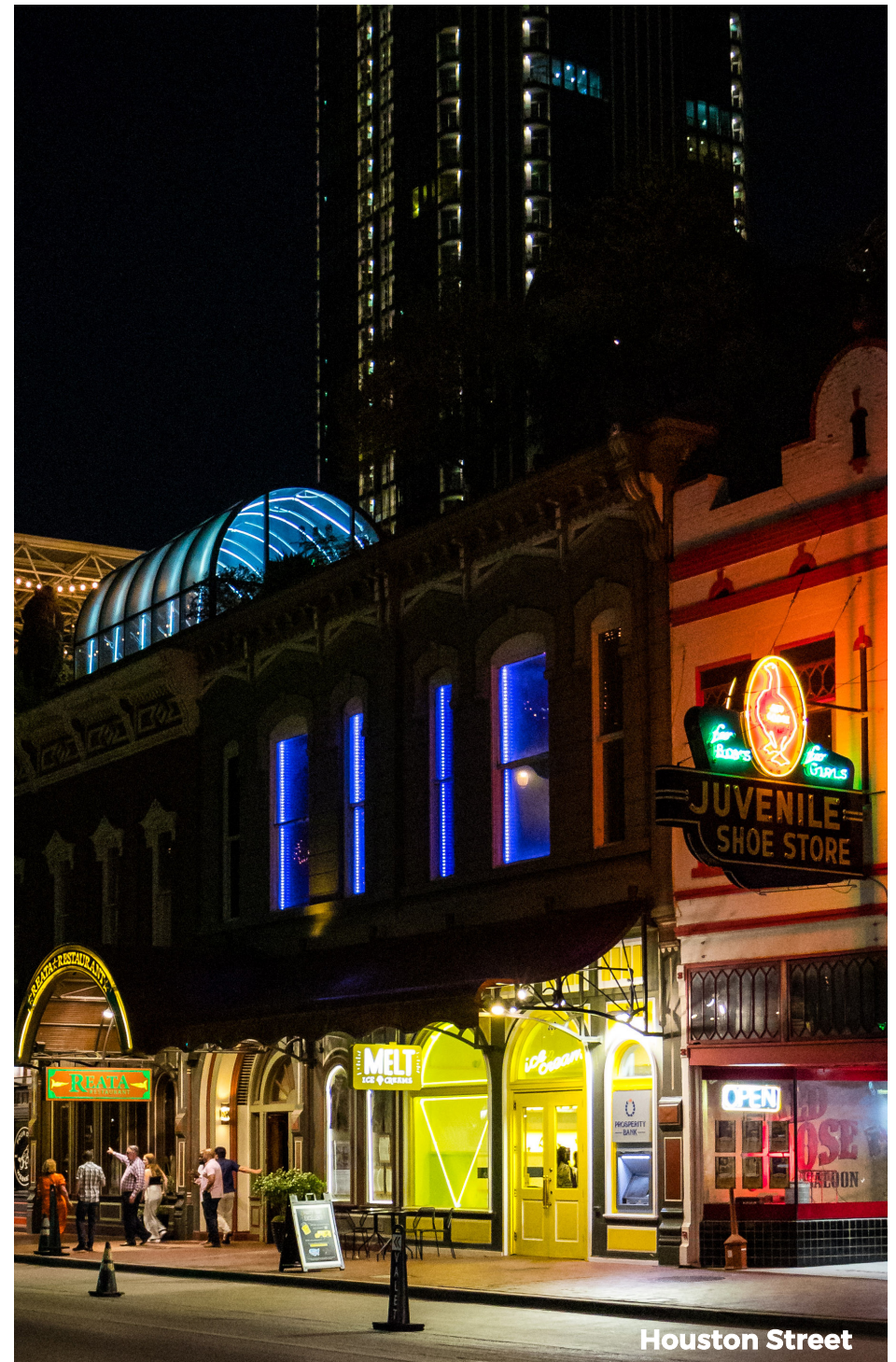


There are over 220 ground-floor businesses in the Core. While many storefronts are restaurants, the predominant ground floor uses by size are parking lots, garages, and offices. Most active uses (restaurants, retail, services) are focused on a few streets. A study of all Downtown storefronts and buildings demonstrates that only 15% of all Downtown street block faces are “favorable” or “active” – including an open store, restaurant, or use visible from the street. Sixty-three percent of Downtown street block faces are “unfavorable” or “inactive,” meaning they are underdeveloped, lined by blank walls, parking lots, or garages. The Downtown Urban Design Standards and Guidelines are in place to help create active ground-floor use.

The growth of other districts, including the Near Southside, the Stockyards, and Clearfork, has created more options by offering a diverse mix of local and national businesses. At the same time, there is currently a reduced offering of services, restaurants, and retail options Downtown.

Downtown needs to recognize the changing dynamics as Fort Worth continues to expand, market, and increase its offerings.

This chapter encourages further expanding Downtown’s economy by encouraging local business support and local economic development efforts to advance Downtown as a competitive district for corporate relocations.



Houston Street



# GOALS

### *Downtown should:*

- » Be a premier business location for existing and emerging industries.
- » Partner with others to attract corporate relocations.
- » Cultivate technology, innovation, and local entrepreneurs through an ecosystem of educational and commercial resources.
- » Focus on amenities to attract and retain talent and corporate users.
- » Provide diverse offerings that attract diverse audiences (e.g., local and out-of-town businesses, regional visitors, residents, conventioners, tourists, staycationers, shoppers, diners, and entertainment seekers).
- » Explore ways for educational institutions to support small businesses.
- » Expand partnerships with educational institutions to focus on workforce and innovation.

### TEN-YEAR OUTCOMES

- Increase the number of young professionals attracted to the new energy of emerging industries and start-up businesses.
- Complete Convention Center expansion and renovation and related public space improvements.
- Support Texas A&M's development of a mixed-use Innovation Hub.
- Implement a redevelopment strategy for Butler Place.
- Recruit more retail, restaurants, and destinations in key corridors, including a healthy blend of independent operators and national brands to backfill existing vacant space, populate new ground-floor development, and create new destinations.

### RELATED COMMITTEES:



**Business Development**



**Education**



**Hospitality**



**Retail, Arts & Entertainment**

# RECOMMENDATIONS

## 2.1 DIVERSIFIED OFFERINGS

### 2.1 Create a Downtown that is welcoming to all

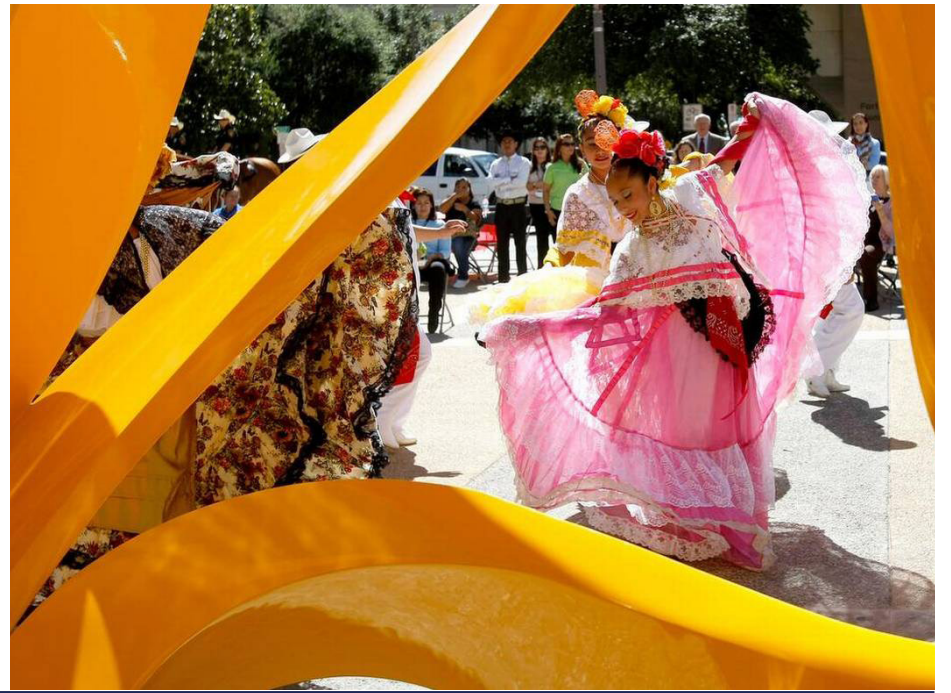
#### *Strategies:*

- A. Ensure that Downtown public art, programming, and events reflect the city's diversity.
- B. Develop a "Locate in Downtown" small business program with specific outreach to underrepresented groups.
- C. Work with students of color and organizations that promote diverse interests at the region's universities, colleges, and Downtown employers to launch an HR meet-and-greet recruitment fair.
- D. Encourage diverse programmers to hold events in Downtown parks and event venues.

### 2.2 Market Downtown Fort Worth as the home base for all visitors

#### *Strategies:*

- A. Position Downtown as the visitor "home base" by actively promoting Downtown's central location in Fort Worth and the region, social and business amenities, hotel and meeting facilities, access options, transit alternatives, and other benefits.
- B. Work with hotels and Visit Fort Worth to create differentiated packages to target markets such as "staycationers" and day trippers versus business travelers and conventioners.
- C. Promote Downtown's central location between the Cultural District, the Stockyards, River East, and the Near Southside.
- D. Improve the direct connections between these nearby areas by expanding the Dash or Molly the Trolley and other alternative transportation options [see also recommendation 4.2 Enhance the service of the existing transit system].



## 2.3 Market Downtown Fort Worth as a North Texas business destination

### *Strategies:*

- A. Support the Fort Worth Chamber and the City of Fort Worth's recruitment of office tenants through decision makers and site selection consultants regionally and nationally.
- B. Continue to promote a Downtown-specific campaign in conjunction with Chamber and City efforts to market key competitive Downtown advantages: proximity to DFW International and Alliance airports, transit connections to Dallas and DFW International Airport, quality of life, presence of leading Fort Worth industry clusters, educational institutions, affordability, and unique Downtown Fort Worth qualities and amenities.
- C. Launch public-private partnerships to develop Class A office space, such as the proposed Texas A&M Innovation Hub.
- D. Focus on office-based jobs with primary emphasis on the target clusters identified in the Economic Development Strategic Plan.

## 2.4 Support start-ups that come out of Fort Worth

### *Strategies:*

- A. Identify and market affordable commercial space for small to medium-sized companies and start-ups, especially older industrial/warehouse buildings and mid-rise (10- to 12-floor) buildings for selective reuse. While available buildings of this type are limited and located mainly outside of Downtown, fostering an environment that rewards entrepreneurial energy in the center city will benefit Downtown.
- B. Look for unique business incubation space opportunities, such as the Convention Center garage retail space on Houston Street and the space in the Parliament of Owls garage.
- C. Encourage start-up culture and networking opportunities by engaging young professionals and leaders through programming such as Happy Hours, Brown Bag Lunches, and Open House tours.
- D. Provide training to developers on using federal and state historic tax credits for eligible historic structures.

### PLAN ALIGNMENT

**Plan 2033 is in alignment and supports the Economic Development Strategic Plan, which includes the following recommendations:**

- Pursue a master lease agreement approach that helps provide the City backstop for new commercial office space.
- Make incentives available to modernize and increase the competitiveness of aging and functionally obsolete Downtown commercial buildings.
- Make incentives available for new construction of Downtown commercial office space, dependent on a threshold of contiguous available Downtown office inventory.

## 2.5 Increase restaurants and retail options through ground-floor retailing and tenant development/recruitment

### *Strategies:*

- A. Identify and market ground-floor space to encourage a healthy blend of independent and national retail and restaurants on key retail corridors. Encourage marketing to local restaurateurs, including renowned chef-driven operations and more affordable establishments. Affordable, family-friendly restaurants are also encouraged.
- B. Encourage restaurants to explore the demand for more grab-and-go menu items, particularly for lunchtime, to encourage daytime use of outdoor spaces to increase sales.
- C. Focus on four key restaurant markets: day tripper, office worker, local/Downtown residents, and conventioners.
- D. Develop a pipeline of local businesses through a tenant recruitment strategy, including open houses, pop-ups, and vendor opportunities.
- E. Recruit and support minority-owned businesses through financial assistance for space needs and technical/marketing support.



### *What other places have done:*

- Affordable commercial space: [Storefront Upfit Grant](#) (Raleigh, NC) helps businesses with upfit and one-time standup expenses to incentivize new retail, restaurant, and services and support minority- and women-owned businesses (photo above). The Downtown Raleigh Alliance runs the program.
- Pop-up retail: [Open on Main](#) (Memphis, TN) pairs emerging retailers and entrepreneurs with a temporary rent-free downtown storefront space to help retailers test their market strategies and create a more robust retail ecosystem and better pedestrian experience. The Downtown Memphis Commission runs the program.
- Minority-owned businesses: [Downtown Diversity Initiative](#) (Macon, GA) aims to attract more African-American businesses owners and customers to downtown through technical assistance, marketing, and subsidized rent. NewTown Macon, the downtown organization, runs the program.

## 2.6 Encourage the development of retail, restaurants, and services on key corridors and nodes

### *Strategies:*

- A. Target retail and restaurant activity on key corridors.
- B. Encourage neighborhood retail and services where possible to create stops/nodes on the way to destinations.

### **Key Retail Corridors**

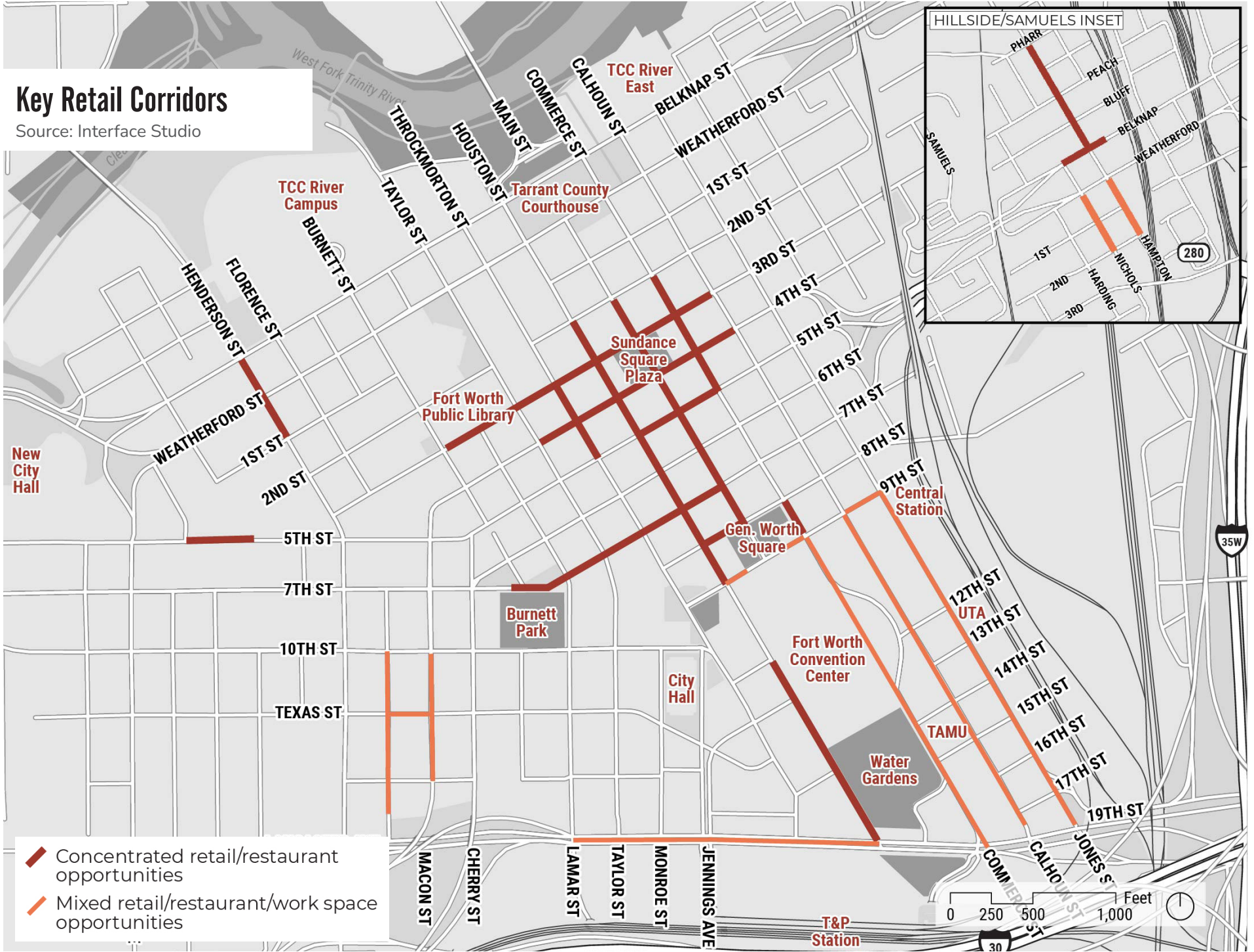
Retail and restaurants can't go everywhere but there is an opportunity to expand activity beyond the central core of Downtown. Retail/restaurant streets should have concentrated restaurant and retail ground-floor activity. Mixed retail/restaurant/workspace streets have a mix of different uses.



**Houston Street**

# Key Retail Corridors

Source: Interface Studio



- █ Concentrated retail/restaurant opportunities
- █ Mixed retail/restaurant/work space opportunities

## 2.7 Foster partnerships between businesses and educational institutions

### *Strategies:*

- A. Support the Mayor’s Council on Education and Workforce Development to increase career readiness in K–12 through school programs.
- B. Support the creation of internship programs to introduce middle and high school students to local businesses and industries.
- C. Create a community task force to connect higher education with industry and conduct targeted outreach to identified industry clusters to recruit businesses, grow existing industry/education research, and enhance talent development collaboration.
- D. Expand and promote workforce and professional development programs, internship programs, and employment opportunities with institutions (Texas A&M University, the University of Texas at Arlington Fort Worth Center, and Tarrant County College) as well as the University of North Texas Health Science Center, Texas Christian University and its new medical school, and Texas Wesleyan University. Expand outreach to organizations for students of color.

## 2.8 Elevate the public spaces around the Fort Worth Convention Center and support FWCC renovation and expansion strategies (from north to south)

### *Strategies:*

- A. Connect a redesigned General Worth Square to the Convention Center.
- B. Create a more inviting public experience along 9th Street.
- C. Redesign the Main Street entrance as the “front door” of the Convention Center with a significant public artwork scaled for the project.
- D. Straighten Commerce Street to increase pedestrian connectivity to the Downtown core, support area redevelopment, and create a key redevelopment site for the new headquarters hotel [*see also recommendation 4.9 Support Downtown growth areas and connections through street improvements and multimodal projects*].
- E. Use common spaces in the Convention Center as exhibit space to showcase Fort Worth initiatives and leading industries and technology leaders. Highlight the work of Lockheed Martin, Bell Helicopter, Alcon Labs, higher education institutions, etc.



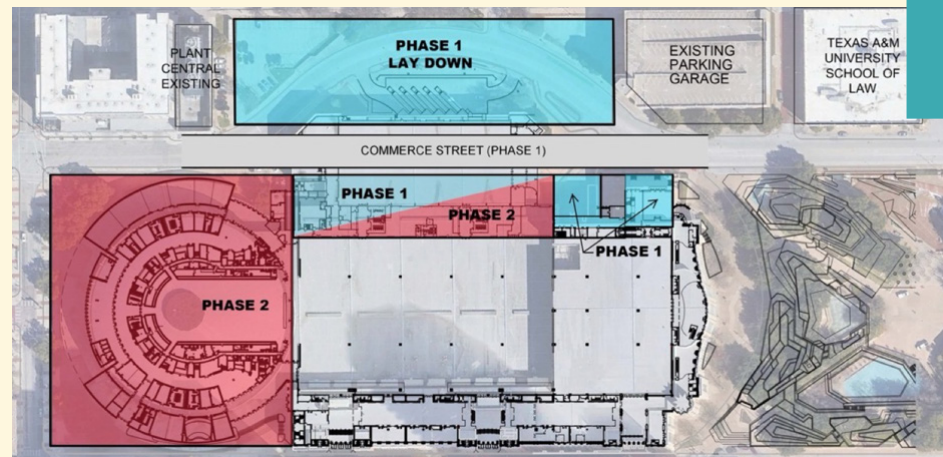
- F. Activate the long stretches of the Convention Center at the street to engage public interest, create a more enjoyable pedestrian experience, and promote Fort Worth.
- G. Improve the visibility and presence of the Water Gardens.
- H. Strengthen the connection to the Water Gardens, improve the experience and complete the destination on the south end at Lancaster Avenue [see also recommendation 3.8 Activate and program the Water Gardens].

- I. Strategically consider the potential use of the south end of the Water Gardens in conjunction with the spaces available in the Convention Center.
- J. Consider Hayes Memorial Triangle Park as the gateway from the south.

## PLAN ALIGNMENT

**Plan 2033 is in alignment and supports the Economic Development Strategic Plan, which includes the following recommendations:**

- Target an expansion of 250,000 square feet of new meeting and exhibit space, roughly doubling the capacity of the Convention Center to 500,000 sf of functional space.
- Add 2,000 new hotel rooms within a 10-minute walk of the Convention Center by 2026.
- Incorporate new residential mixed-use buildings, along with new hotel space, as part of the redevelopment of nearby surface parking lots in close proximity to the Convention Center.



## 2.9 Encourage the development of a mixed-use Innovation Hub

### *Strategies:*

- A. Develop a dense mixed-use residential, educational, research, and retail/restaurant environment that exhibits high-quality architecture and design that supports the community vision and is appealing to students, faculty, and the local population.
- B. Formulate an Innovation Hub strategy and create an implementation entity to fully maximize Texas A&M University's investment potential. Discuss a strategy that includes sustainability as a theme, talent recruitment, workforce innovation research, enhanced collaboration between Downtown and the Near Southside Medical Innovation District, district and campus amenities, and space strategies providing migration options from start-up to scale-up to the final stage.
- C. Support the development of a Texas A&M University campus designed and integrated into Downtown.
- D. Continue to explore the University of Texas at Arlington opportunities, including research services, technical assistance programs, and a center to support economic development.
- E. Support bringing other educational programs such as engineering, finance, architecture, hospitality, culinary, and others that provide opportunities to collaborate with businesses and industries.



### *What other places have done:*

#### **Mixed-use development around downtown campuses:**

- SCI-Arc (Los Angeles, CA): Mixed use development, such as One Santa Fe (photo above) and Aliso, around the SCI-Arc train depot building in Downtown Los Angeles, provide housing and retail in the district.
- Tech Square (Atlanta, GA) is a multi-block neighborhood that includes Georgia Tech-affiliated buildings as well as a mix of research labs and start-up businesses, restaurant/retail, and housing.

## 2.10 Develop a Food Hall in the Innovation Hub

### *Strategies:*

- A. Explore the development of a food hall as part of a mixed-use building near the Convention Center, Central Station, Texas A&M University, and the University of Texas at Arlington to attract a diverse audience of residents, visitors, workers, and students. Conceive the food hall as both a tourist destination and an incubator for start-ups and small businesses – this can be an opportunity to create an outpost for favorite local restaurants from other neighborhoods (like a “Best of Fort Worth”) and a place to test new concepts.



### *What other places have done:*

- Local examples include the Exchange Food Hall in Dallas and Legacy Hall in Plano.
- [Post Houston](#) (photo at left) is an international food hall, concert venue, co-work space, and rooftop park.
- [Federal Galley](#) in Pittsburgh is a food hall and restaurant accelerator that provides free rent and utilities, equipment, space maintenance, and marketing to participating chef-owners. (photo at right)

## 2.11 Support the redevelopment of Butler Place

### *Strategies:*

- A. Support FWHS and the City in efforts to redevelop Butler Place strategically to advance economic development goals, maximize land use, provide affordable and mixed-income housing opportunities, and connect Butler Place more efficiently to the highways, transit, and Downtown.
- B. Consider a call for Request for Expression of Interest and market to national developers to deliver the highest and best concepts.

## 2.13 Support the redevelopment of key buildings

### *Strategies:*

- A. Use all mechanisms available to encourage the redevelopment of the T&P Warehouse, former Cook Children's Hospital, Parliament of Owls Building, and Bob Simpson Building.

## 2.12 Support the realization of the Panther Island/Trinity River Vision

### *Strategies:*

- A. Update and implement the Panther Island development plan and ensure that Panther Island complements and supports Downtown redevelopment.



Butler Place



Panther Island



T&P Warehouse

**DOWNTOWN FORT WORTH SHOULD CELEBRATE OUR...**

*Great and  
Distinctive places*

# GREAT AND DISTINCTIVE PLACES

Downtowns thrive because of the quality and character of their public space. This civic or social infrastructure is what brings people to a place and back again. The most cost-effective actions to boost economic development are in the design and programming of public space.

Downtown Fort Worth has made improvements in enhancing public space over the past decade. Since 2013, DFWI, the City, Trinity Metro, and many others have invested in park improvements and public art. Today, this work continues with Burnett Park improvements and programming, plans for reimagined Paddock and Heritage parks, and Panther Island progress. In addition, the future Convention Center expansion should include improvements to the Water Gardens and General Worth Square. These improvements are opportunities to leverage the Convention Center investment, Texas A&M's expansion, and help further anchor the southern edge of the Core.

This economic activity is noteworthy and draws even more attention to the need to improve the quality and range of park programming.

For years, Sundance Square has played a central role in bringing people Downtown. But great downtowns have multiple parks that are actively programmed and bring residents, workers, and visitors together. To help drive business and residential growth, Dallas and Houston have invested significantly in the past 20 years in parks.

In Fort Worth, the amenities and programming within existing parks are varied. Some serve as a space for events, but many are mainly empty when there are no events or active programming. Basic upgrades from seating and shade to minor amenities like lawn games or interactive play spaces would encourage people to use and activate these spaces more regularly. Fort Worth has demonstrated what major special events can bring to benefit Downtown, but these are short-term activity spikes.

A significant opportunity in this regard is the Main Street corridor. Few cities offer a “Main Street” feel to a city in the way that Main Street

does in Fort Worth by linking Heritage Park and the Trinity River with Paddock Park, the Tarrant County Courthouse, Sundance Square Plaza, General Worth Square, the Convention Center, and the Water Gardens and Haynes Memorial Triangle Park. Public survey results illustrate the need for more varied experiences and more things to do for all ages, and these places create opportunities for those experiences. Main Street and nearby parks can play a key role in this regard for the Core.

Some existing parks are adjacent to parking garages, parking lots, or blank walls; others are hard to access due to adjacent uses and streets. For example, Harrold Park is within a 5- to 10-minute walk of over 1,000 people, but only those who live immediately adjacent have ready access. Fort Worth should examine Downtown parks' access/use shortcomings and develop plans for addressing those issues.



**Sundance Square Plaza**



**MAIN ST. Fort Worth Arts Festival**

As new activity centers emerge, there is a need to ensure that existing and new parks and publicly accessible open spaces are well connected to their surroundings. The look and feel of Downtown reflect how assets connect to people who can use them.

Currently, many parking lots create unintended barriers that divide Downtown into smaller, disconnected districts. As described in the Transportation Chapter, strategic street improvements will help to address some of these challenges. However, ground-floor activity is critical to creating a seamless experience. The Downtown Urban Design Standards and Guidelines updated in 2016 is helping to ensure that new development activates the street and promotes excellence in design.

This focus on design extends beyond ground-floor active uses to gateways, landscaping, and art. As a national center for culture and the arts, Downtown should represent the City's local creativity. Small, overlooked spaces, streets, and parks are all opportunities for art, play, and interaction. This is the foundation of the following recommendations.



**Burnett Park**

Some existing parks are surrounded by currently inactive ground floors. Downtown parks are the most successful when adjacent to other activity like retail, restaurants and housing.



## GREAT AND DISTINCTIVE PLACES

# GOALS

### *Downtown should:*

- » Be a destination that draws in visitors from the DFW Metroplex.
- » Celebrate the historic character and authenticity that makes it distinctive, but also embrace the new.
- » Have a lively, accessible, and attractive public realm.
- » Offer exemplary civic spaces and parks through design, public art, and programming.
- » Be vibrant and active day and night with experiences and attractions for all ages.
- » Offer programming that welcomes residents and families of all backgrounds.

### TEN-YEAR OUTCOMES

- Ensure Downtown appeals to a broader array of audiences and is welcoming to all.
- Make Downtown a place to visit regularly.
- Increase foot traffic.
- Commission iconic, community-relevant, and interactive artworks that enliven public spaces.
- Develop more amenities and activities for families.
- Dedicate resources and programming entity for active, diverse, and welcoming parks.

## RELATED COMMITTEES:



**Business Development**



**Education**



**Hospitality**



**Retail, Arts,  
Entertainment**



**Urban Design, Open  
Space, Public Art**

# RECOMMENDATIONS

## PUBLIC REALM AND EXPERIENCES

### 3.1 Continue to maintain a clean and safe environment

#### *Strategies:*

- A. Continue to strengthen and expand the Downtown Clean Team and Ambassador programs as Downtown grows.
- B. Consider creating a new PID, expanding PID #1, or contracting PID services to include properties along Lancaster not currently in the PID. The Lancaster Corridor has been identified as in need of significantly more public space management and maintenance.
- C. As residents increase, install more Wag-n-Bag stations and work with property management to educate new residents.
- D. Encourage partnerships to improve the cleanliness of the Trinity River.



**LOOP in  
Burnett  
Park**

### 3.2 Create a Downtown Parks Conservancy and expand capacity to program public spaces

#### *Strategies:*

- A. Fund a study to understand how a Downtown Parks Conservancy could be structured and work in partnership with DFWI, the City, and other interested parties.
- B. Establish a Downtown Parks Conservancy to generate more funding for park improvements and programming.
- C. Explore funding and partnerships to expand DFWI's programming and park improvement capacity.
- D. Create and sustain regular programming for a range of activities and users, such as:
  - *Regular, non-major events (mainly weekdays/weeknights): farmers market, movie nights, outdoor exercise classes, music, and dance.*
  - *Events: holiday celebrations, regional events, revolving temporary and interactive art installations, special performances, seasonal pop-ups like a winter holiday market, specialty markets, skating rink, hammock lounge, carousel, and other seasonal attractions.*
- E. Continue and expand coordination and marketing of attractions, events, arts and culture, and increase marketing to promote events calendar and itineraries.



## MENU OF OPTIONS



### Downtown Programming

Downtown has monthly, seasonal, and annual programming, but more capacity is needed to bring daily and weekly programming to the mix.

### 3.3 Continue to ensure new development supports urban design principles, walkability, and sustainability goals

#### *Strategies:*

- A. Continue to ensure consistency through the Downtown Urban Design Standards and Guidelines and engage developers early in the process through design review and preplanning technical assistance.
- B. Enforce compliance with the Downtown Urban Design Standards and Guidelines on new and existing structures.
- C. Encourage sustainable development such as LEED certification, net zero building, and sustainable practices.
- D. Incentivize sustainable measures that reduce heat impact, such as green roofs and living walls, solar panels over surface parking and large building roofs.
- E. Improve the quality and appearance of existing parking garages and surface lots:
  - *Transform parking garages on key corridors into artistic canvases that create a bridge between destinations (for example through public art, murals, and green living walls).*
  - *Invest in the streetscape adjacent to major parking garages on key corridors to create space for mature trees and landscape elements that will enhance/soften these edges.*

#### *What other places have done:*



Green infrastructure: The parking garage of the Witte Museum (San Antonio, TX) incorporates sustainable measures such as a green living wall to reduce heat island effect.

# Reimagine Parking Garages

Source: Interface Studio



## Reimagine Parking Garages

Parking garages on Commerce Street can be improved to feature murals that relate to Bass Hall and include green infrastructure.

## 3.4 Identify and implement moments of delight and a sense of arrival through art, design, and sustainable landscape treatments

### Strategies:

- A. Continue to implement a variety of public realm treatments to enhance walkability as described by the Downtown Urban Design Standards and Guidelines, including:
  - Landscaping in planting beds, planters, and excess rights-of-way.
  - Public art, including interactive (touchable, playable) installations.
  - Ambient lighting and decorative tree lighting.
- B. Continue to integrate public art by implementing a Downtown Public Art Plan and formalizing the private sector's role in implementing and maintaining public art projects.
- C. Create signature gateways on major arterials and from Central and T&P Station with landscaping, public art, distinctive wayfinding signage, and lighting. Use these arrival moments to set the tone for an elevated Downtown experience.



### MENU OF OPTIONS



Artistic Wayfinding



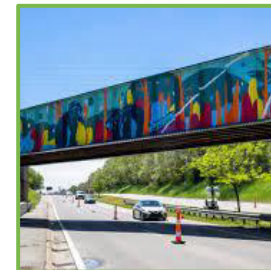
Landscaping



Underpass Lighting



Highway Murals



Overpass Art



Trail Public Art

# Downtown Gateways

Source: Interface Studio

### Gateway Types

- Road
- Trail
- Transit



### 3.5 Encourage engaging street-level activity

#### Strategies:

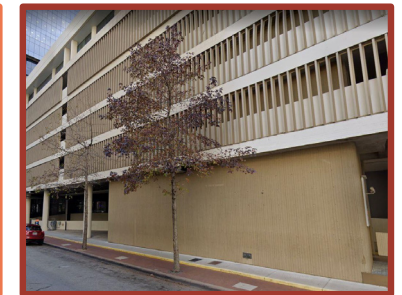
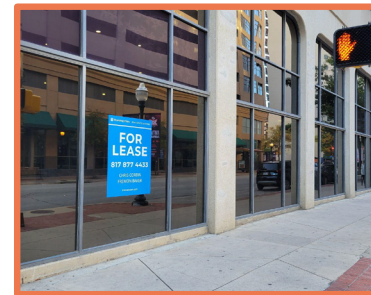
- A. Actively encourage, recruit, and manage street performers/buskers.
- B. Continue to encourage patio/outdoor dining.
- C. Help businesses design for better visibility at the street level. This may include creating a technical storefront assistance program focused on signage, merchandising/window display, window transparency, storefront facade improvements, and sidewalk amenities such as benches and shade to attract foot traffic.
- D. Engage developers early and reinforce expectations around the design of ground-floor spaces and the need for street-level activity.

*What other places have done:*

[Downtown Cleveland Busker Program](#), which is offered by the Downtown Cleveland Alliance, selects buskers for public spaces. Funding is provided by the Downtown Cleveland Alliance and its funding partners (photo at right).



[Street Performance Program](#) (Austin, TX) pays musicians to provide unamplified live music performances Downtown on Saturdays during the fall and spring months.



#### Activating the street

Improvements to storefronts and the public realm can make a street more inviting and attract foot traffic.



### 3.6 Bring arts, culture and education outside the usual venues

#### *Strategies:*

- A. Continue to work with partners to bring arts, performances (such as the ballet, symphony, and theater), and educational and library programming outside to parks and public spaces to provide enrichment and hands-on learning opportunities. These can be mobile learning labs, studios, or exhibits like the Amon Carter mobile art exhibit.
- B. Encourage major developments, institutions, property holders, and landlords to recruit/support diversified programming and venue options.

### 3.7 Develop itineraries/opportunities to explore themes and businesses Downtown

#### *Strategies:*

- A. Develop guided tours exploring different themes, including early Fort Worth history, Hell's Half Acre, arts and culture, fun for kids, Downtown parks, architecture, food scene, etc.
- B. Develop self-guided art and architectural tours that celebrate historic sites and businesses.
- C. Host annual events to invite the public to visit and tour spaces and buildings they would not otherwise see.

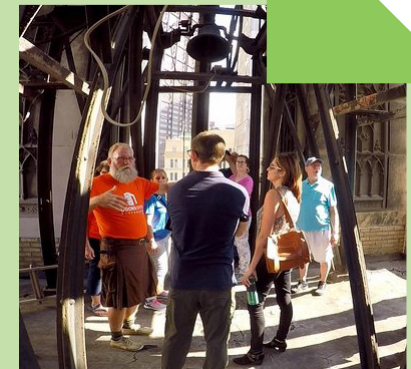
#### *What other places have done:*

[Broadway and Off-Broadway in the Boros](#) (New York) offer free performances in public plazas and parks in the outer boroughs of New York City.

Little Music Studio provides free musical instruments and musical programming (Philadelphia, PA) (photo at right).



Doors Open events in various cities (including Pittsburgh, Milwaukee, and Buffalo) provide access and tours of buildings normally not open to the public and celebrate architecture and history.



# Signature Parks and Public Spaces

Source: Interface Studio

A. Implement master plan to create gateway experiences at **Paddock Park** and **Heritage Park**

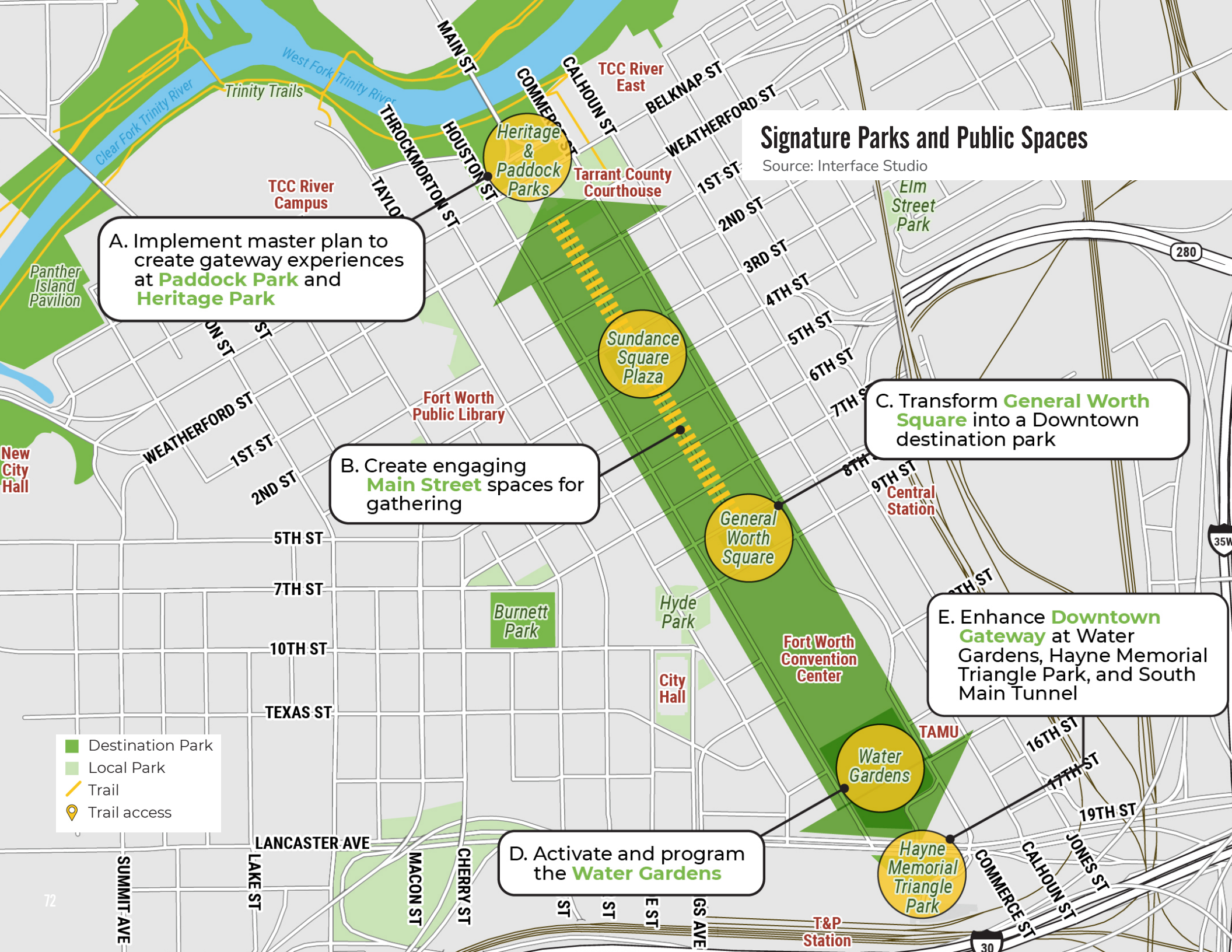
B. Create engaging **Main Street** spaces for gathering

C. Transform **General Worth Square** into a Downtown destination park

E. Enhance **Downtown Gateway** at Water Gardens, Hayne Memorial Triangle Park, and South Main Tunnel

D. Activate and program the **Water Gardens**

- Destination Park
- Local Park
- Trail
- Trail access



### 3.8 Elevate, prioritize, and promote signature public spaces between the Trinity River and Hayne Memorial Triangle Park

#### Strategies:

- A. **Implement master plan to create rewarding experiences at Paddock Park and Heritage Park.** These parks are key gateways to Downtown that are destinations for various users.
- B. **Create engaging Main Street spaces for gathering.** DFWI currently closes Main Street to hold large-scale events such as MAIN ST, Fort Worth Festival and Main Table, but there is an opportunity to close portions of the street for more regular, smaller-scale activities.
  - *Work with businesses and property owners to explore and determine desired locations for activity.*
  - *Pilot an incremental approach like Open Streets or a public market where street sections are closed on weekends, seasonally, or during slow periods where additional foot traffic would be beneficial.*
  - *Keep cross streets open for circulation, access, parking, and alternative valet locations.*
  - *Identify and create space for street performers.*
  - *Add elements like seating/tables, shade, planters, and games to create themed spaces in the street.*



#### What other places have done:

Short-term Open Streets: [Magnolia Avenue](#) (Near Southside), [2nd Sunday on King Street](#) (Charleston, SC). Every month from 1 p.m. to 5 p.m., King Street in downtown Charleston transforms into a pedestrian-only street with food, music, and outdoor seating. This event is a business development initiative conducted through a partnership between the City of Charleston, downtown businesses, and the Charleston Peninsula Preservation Trust.

What's Old is New Again: Permanent pedestrian-only street, [Downtown Mall](#) (Charlottesville, VA). One of the longest pedestrian malls in the U.S., located on the city's historic Main Street, providing space for outdoor dining, trees, and street furnishings. [Broad Street Boardwalk](#) (Atlanta, GA) is a public pedestrian-only plaza located in Downtown Atlanta's Fairlie-Poplar Historic District, an initiative led by Central Atlanta Progress and the Atlanta Downtown Improvement District. The Broad Street Boardwalk aims to provide a vibrant public space for outdoor dining and community programming.

# Potential Main Street Programming

Source: Interface Studio

Patio seating at restaurants



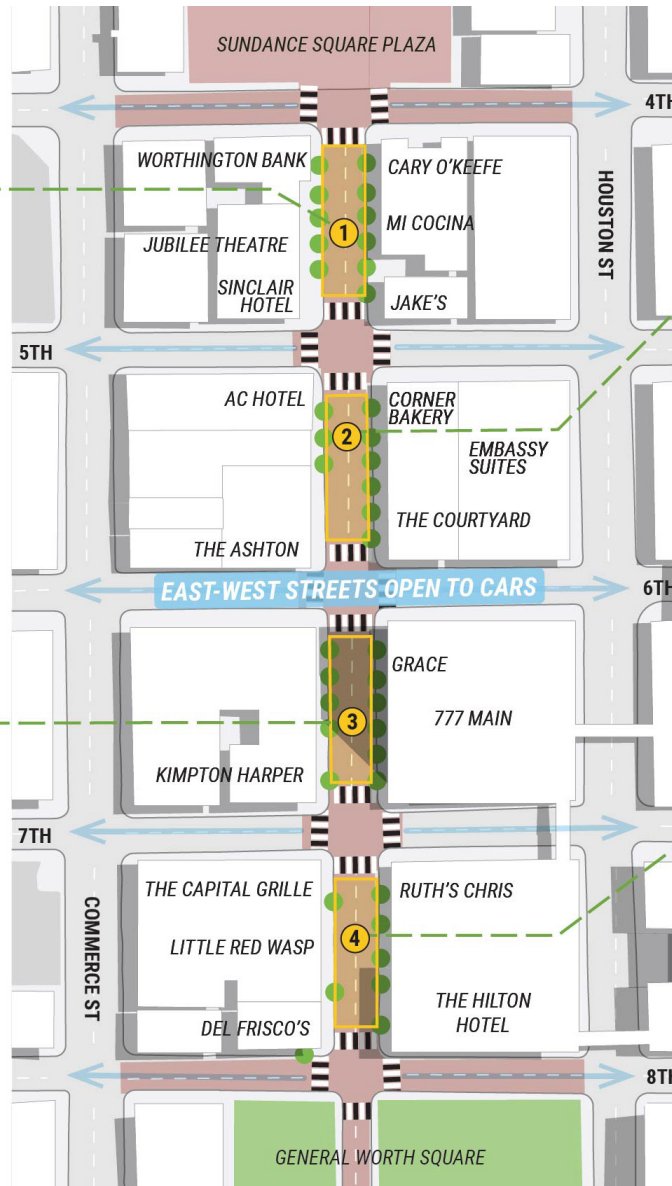
Outdoor performance space



Outdoor workspace with public Wi-Fi



Patio seating at restaurants



Playful lounge space



Programming and play space

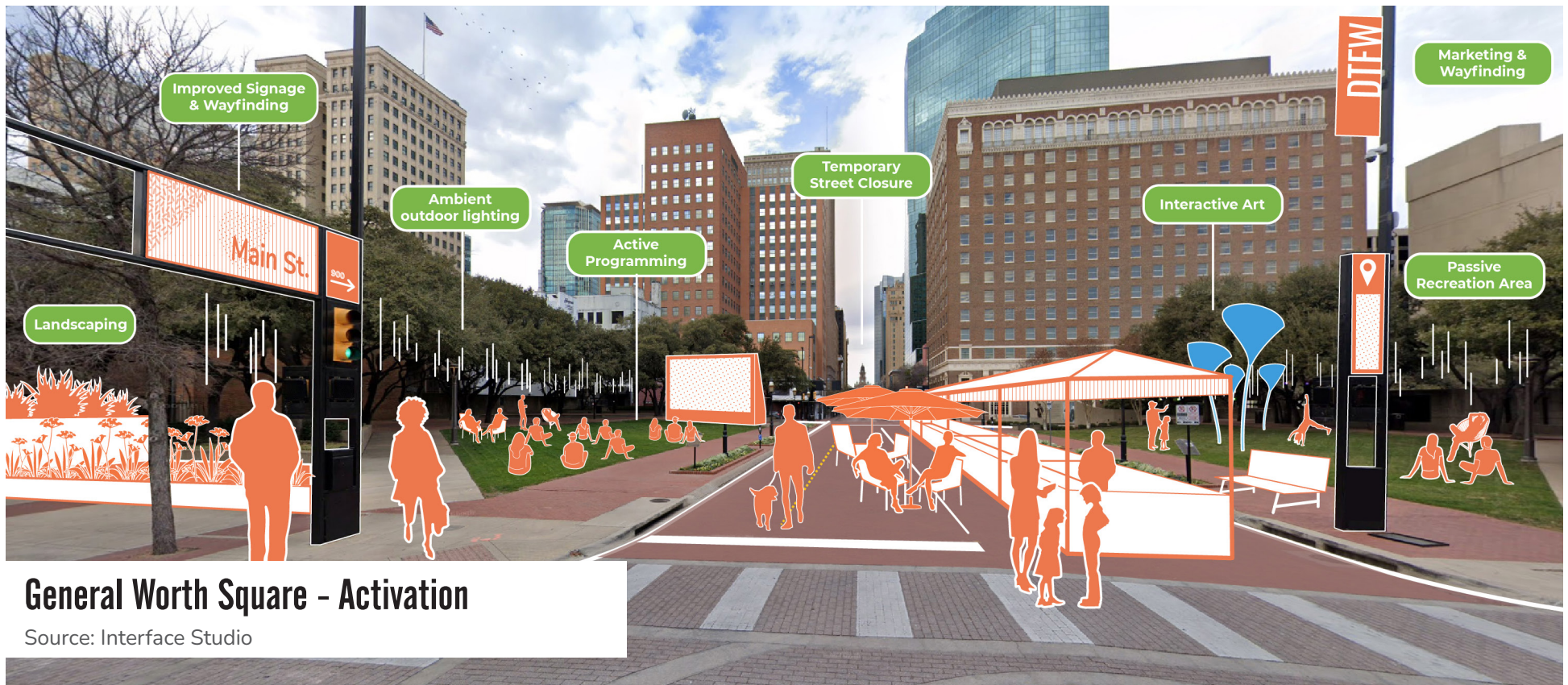


Patio seating at restaurants



Playful lounge space





## General Worth Square - Activation

Source: Interface Studio

**C. Transform General Worth Square into a Downtown destination park.** General Worth Square should be a destination park that complements the Convention Center, links the Convention Center to other destinations, and attracts various users – conventioners and convention planners, Downtown workers and residents, and out-of-town visitors (tourists, business travelers, and day trippers). Key improvements should be considered as part of the larger vision for the Convention Center renovation and may include:

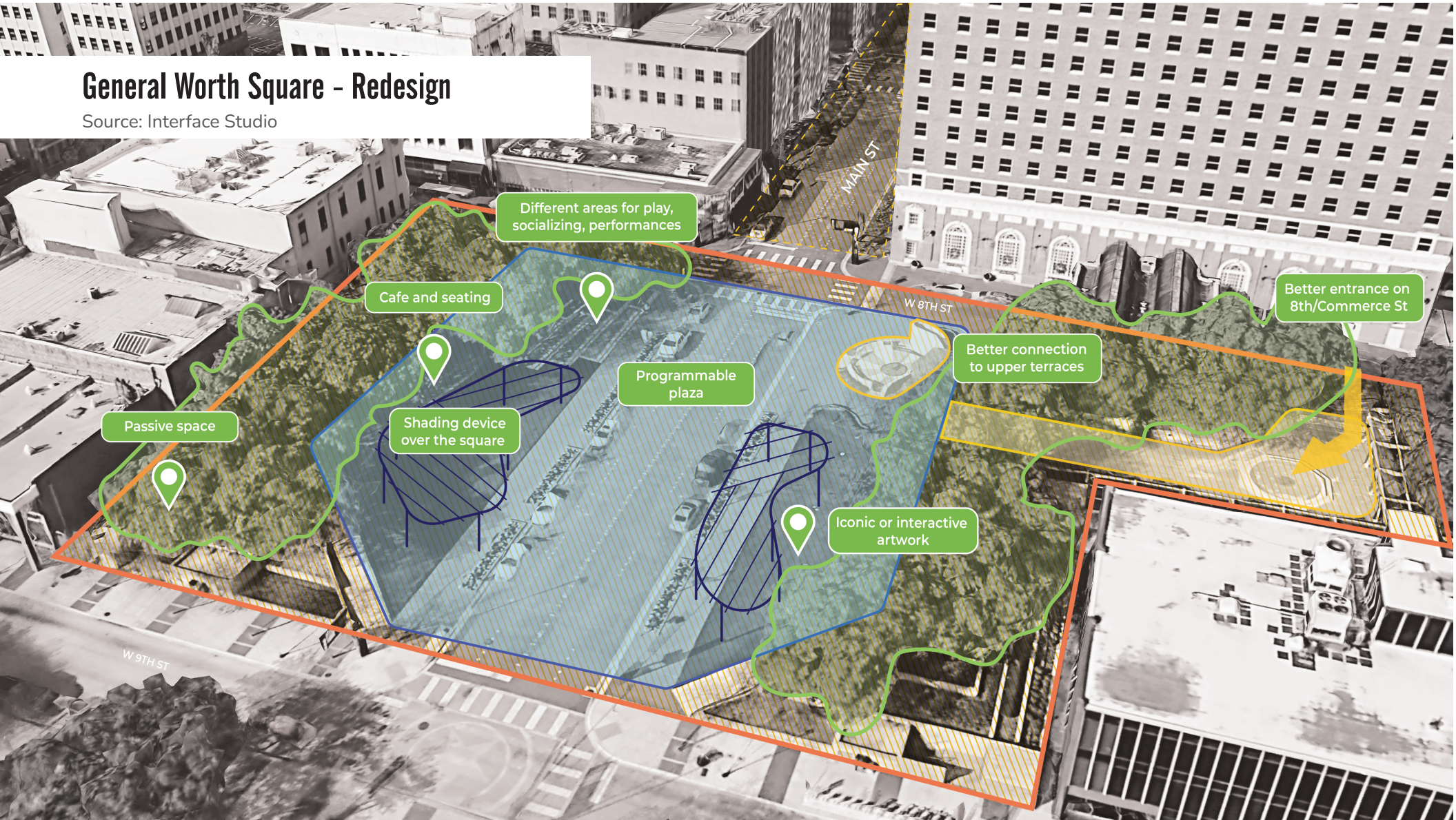
Activation:

- Continue to allow temporary closures of Main Street between 8th and 9th streets for special events.

- Create better visibility and access from 8th and Commerce Streets.
- Add furnishings such as swing seats, movable chairs/tables, and shade structures to allow people to comfortably use the space in various seasons.
- Enliven the space through colorful tree lighting and site-specific and interactive art installations (rotating).
- Program the space with regular events, including pop-up markets, food trucks, a beer garden, a skating rink, performances in collaboration with diverse arts/cultural organizations, and a mobile learning lab (see also recommendation 3.6 Bring arts, culture, and education outside the usual venues).

# General Worth Square - Redesign

Source: Interface Studio



Redesign to create unified and more usable park space:

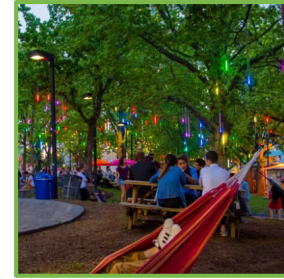
- *Improve access and functionality by:*
  - » *Removing curbs and planters and relocating light poles to create a “same level” programmable plaza in the area now occupied by the street, curbs, planters, and sidewalks.*
  - » *Creating a better entrance at the corner of 8th and Commerce Streets.*
  - » *Redesigning access to the upper terrace from the Commerce Street quadrant of the park.*
- *Commission iconic artwork as recommended in the Fort Worth Public Art Master Plan Update (2017).*
- *Create different activity areas or “rooms” that could include a water feature/play space for kids, space for performances, and space for sitting and socializing.*
- *Add concessions, a comfort station, and a seating area.*



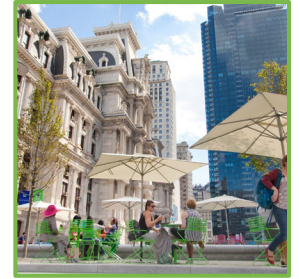
## MENU OF OPTIONS



Art



Socializing



Cafe and seating



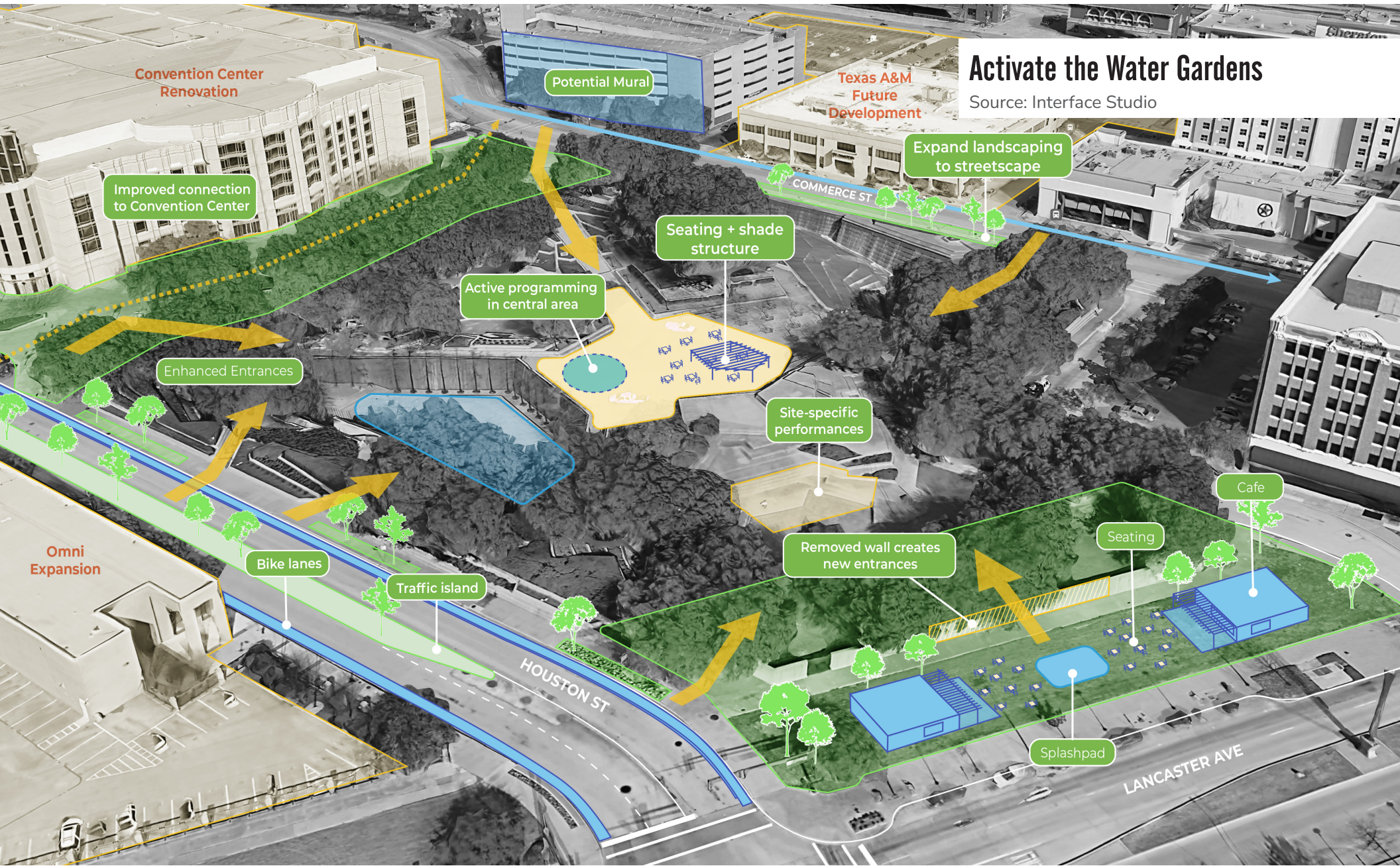
Play



Shade



Performance space



# Activate the Water Gardens

Source: Interface Studio

Convention Center Renovation

Potential Mural

Texas A&M Future Development

Expand landscaping to streetscape

Improved connection to Convention Center

Seating + shade structure

Active programming in central area

Site-specific performances

Enhanced Entrances

Removed wall creates new entrances

Cafe

Seating

Omni Expansion

Bike lanes

Traffic island

Splashpad

HOUSTON ST

LANCASTER AVE

COMMERCE ST



**D. Activate and program the Water Gardens.** This destination park, designed by American landscape architect Philip Johnson, attracts international visitors and a range of users, including residents and Downtown workers, tourists, conventioners, and business travelers. Fort Worth needs to capitalize on the potential the Water Gardens represents. Key improvements should be considered as part of the larger vision for the Convention Center renovation and may include:

- *Add signage that highlights the “hidden” Water Gardens.*
- *Create a new entrance on Lancaster Avenue and add food, comfort stations, and other amenities to anchor the experience at the south end.*
- *Reconsider the connection to the Convention Center:*
  - » *Enhance the visibility and prominence of entrances on Houston and Commerce Streets related to the Sheraton Hotel, new Convention Center headquarters hotel, and existing Omni Fort Worth Hotel and expansion..*
  - » *Explore the use of 15th Street as it relates to the future of the Water Gardens.*
- *Explore promoting a portion of the Water Gardens building parking lot as a food truck park.*
- *Add colorful and portable seating, lighting or lanterns, and shade structures to the Central Area.*
- *Introduce a new attraction in the Central Area.*

- *Develop partnerships for diverse site-specific performances and interactive installations with area arts organizations and other partners.*
- *Create new event utility hookups, purchase a generator to facilitate outdoor performances, and include a new power connection to Water Gardens in planned Convention Center improvements.*
- *Introduce complementary activities and possibly “water play” to the experience.*

**E. Enhance gateway between Downtown and Near Southside at Hayne Memorial Triangle Park, Water Gardens, and South Main Tunnel.** Key improvements to consider may include:

- *Implement Main Street Tunnel connector to the Near Southside.*
- *Implement Water Gardens Lancaster Avenue entrance improvements.*
  - *Improve Hayne Memorial Triangle Park to enhance the experience and define the edges.*
  - *Add furnishings to Hayne Memorial Triangle Park, such as movable chairs/tables, permanent seating areas, and shade structures.*
  - *Explore converting a portion of Hayne Park to an off-leash dog run.*
  - *Improve the retaining wall on the south end of Hayne Memorial Triangle Park.*
  - *Explore uses for the empty basin east of the Al Hayne Monument.*

## 3.9 Enhance and activate existing Downtown parks

### Strategies:

- A. Enhance and activate Burnett Park.** Primarily serving residents and workers, this park can attract more visitors, particularly with active programming. Key improvements to consider may include:
- *Add to existing programming for regular, sustained activities and program second deck with programs such as a beer garden, movies, music, exercise (dance, yoga), story time, and mobile library/arts programs [see also recommendation 3.6 Bring arts, culture, and education outside the usual venues].*
  - *Expand tree lighting and site-specific and interactive art installations (rotating).*
  - *Illuminate the “field” so that it is more inviting at night.*
  - *Install playable seating/structures.*
  - *Expand playable space, improve fall zones under climbing structure and rocks (complete), and add lawn games.*
- B. Enhance Hyde Park and Peter Smith Park.** These spaces can provide a more comfortable place to sit and relax. Key improvements to consider may include:
- *Add lighting and improve landscaping.*
  - *Add furnishings such as movable chairs/tables, permanent seating areas, and shade structures.*
  - *Explore partnership with St. Patrick’s Church to activate Peter Smith Park.*

### What other places have done:



[Parks on Tap Traveling Beer Garden](#) is a partnership between Philadelphia Parks & Recreation and FMC Hospitality that creates beer gardens in the city’s parks over the summer. Proceeds benefit the Fairmount Parks Conservancy, a nonprofit that supports efforts to improve the city’s parks.

- C. Explore opportunities to improve Tarrant County Plaza.** This sunken plaza has low visibility and difficult access. Key improvements to consider may include:
- *Improve access through signage and pedestrian improvements.*
  - *Explore potential new uses and design.*



## MENU OF OPTIONS



Art



Furnishings



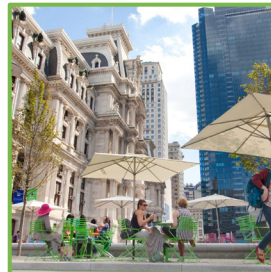
Programming



Wayfinding



Play



Concessions

## 3.10 Create new parks and civic spaces

### Strategies:

**A. Develop new park space at the New City Hall.** The large lawn area, generally to the north of the new City Hall, is an outstanding opportunity to create a unique signature park/open space that can also be activated by civic events. Key ideas to consider include:

- *Improve connections to Trinity Trails, Panther Island Pavilion/beach, and the neighborhood through signage and pedestrian improvements.*
- *Add furnishings such as movable chairs/tables, shade structures, and/or a pavilion.*
- *Commission iconic art installations and explore opportunities for rotating exhibitions.*
- *Consider adding play equipment.*
- *Preserve open space for event production and spontaneous use.*
- *Include concessions/comfort station or food vendors.*

## **B. Rebuild library in Core.**

- *Maintain a library presence.*
- *Explore options for the new library through a public process.*
- *Consider redeveloping in partnership with a smaller performance venue or other complementary use.*

## **C. Explore opportunities for additional new open spaces.**

- *Update Downtown Fort Worth Parks & Open Space Plan.*
- *Develop a 20-year capital improvement and maintenance budget.*
- *Acknowledge the proposed plaza associated with Texas A&M's development and the new City Hall open space and look for an opportunity to create a new West Side park in the Henderson-Summit area.*

- *Work with partners like Streams and Valleys to create linear park treatment along Forest Park Boulevard to enhance the riverfront gateway experience.*
- *Engage with TXDOT about future streamlining of highway ramps and pursue interim uses to activate spaces like West Park and under the I-30/I-35 interchange.*

## **D. Activate plazas.**

- *Work with property owners to transform underutilized plazas.*

### *What other places have done:*

Austin Central Library is a “Next Gen” library that includes new civic space and special amenities such as meeting space, event space, gallery, and a cafe.





**Beauty in Becoming (2022)**

by Lynne Bowman Cravens,  
Fort Worth Public Art

This art installation along Forest  
Park Boulevard illustrates how  
to activate a linear green space.

**DOWNTOWN FORT WORTH SHOULD CELEBRATE OUR...**

*Seamless  
connections*

# SEAMLESS CONNECTIONS

Downtown is the center of Fort Worth’s major transportation connections. From rail and bus and bike share to highway access, Downtown has the best access in the region.

Despite these assets and services, there remain challenges to transit ridership. Plan 2023 focused on and achieved service expansion and new transportation options. However, the focus needs to shift to the experience and to make transit easier to understand and use. The public survey indicated that driving is the predominant mode of transportation for getting Downtown. Only 39% of survey respondents take public transit. In contrast to workers and visitors, Downtown residents are more likely to take transit and walk to destinations. Increasing the number of residents will also help increase transit ridership and reduce private vehicle use.

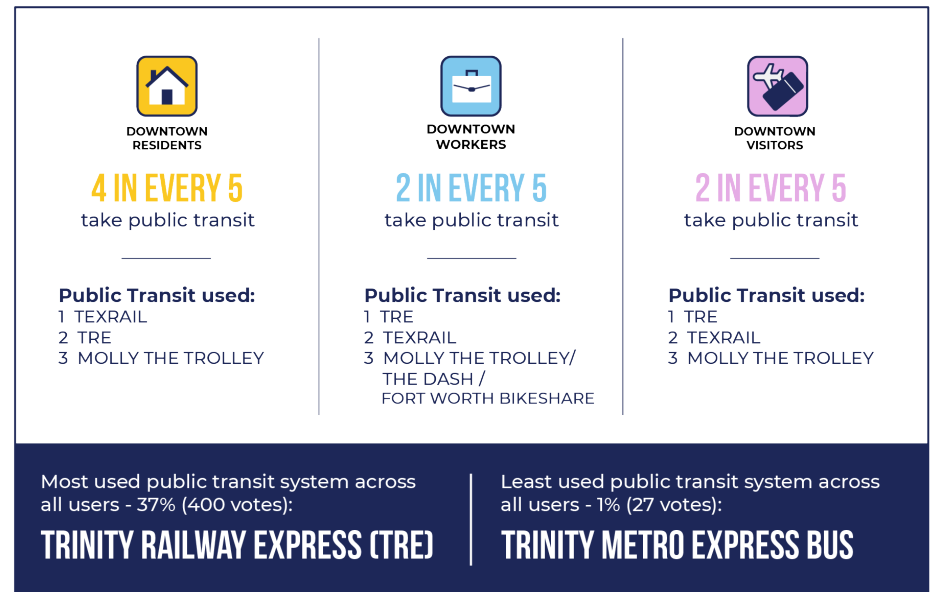
Since the last plan, investments, including wayfinding, bike lanes, enhanced streetscapes, and one-way to two-way street conversions have helped to improve the walking and biking experience. Projects such as the Hemphill-Lamar Underpass and T&P Passage help connect to adjacent districts and major transit assets. Despite these gains, there remain gaps in the pedestrian and bike network. Currently, parking garages and surface parking lots separate the Core and the residences in the Henderson-Summit Corridor, Samuels Avenue, and Jennings Place. As growth and redevelopment occur, better connections between the repositioned and developing areas and the Core need to be part of the equation. Multimodal connections are also needed to highlight the Trinity River and Trails, complement open-space projects such as Heritage Park and Forest Park Boulevard, and strengthen the ties to adjacent districts.

Within the Core itself, there are opportunities to expand walkability. Key walkable streets with amenities and landscaping are concentrated in the Sundance Square area and along Main, Houston, and Throckmorton streets. These streets were initially improved in the 1980s and remain a focal point for significant upgrades.

However, as the Core expands, thoughtful streetscape investment, paired with a restaurant/retail strategy on key corridors such as Commerce, West 7th, and others, can expand the activity streets and increase foot traffic. No matter how people arrive, once Downtown, the primary mode of travel is by foot. In the public survey, all users

## Public survey results regarding transit use

Source: Interface Studio, 2022 public survey





**Molly the Trolley**

chose “walking” as their primary way of getting around. With changes to development activity, there is an opportunity to expand walkability.

While cities and downtowns around the country have long-term sustainability goals for reducing the need to travel by car by creating better multimodal options, today most Downtown visitors and commuters drive and will need parking for the foreseeable future. With almost 30,000 spaces in garages and surface parking lots, additional on-street parking, free after 6 p.m. and on weekends, and TIF-supported evening and weekend parking in several garages, Downtown has abundant parking

options. In this aspect, Downtown Fort Worth is uniquely fortunate as free parking is rarely provided in other downtowns. While parking is abundant and relatively easy to access, there is an opportunity to improve the customer experience so that parking is easier to understand and access.

The recommendations are meant to create a seamless user experience so that no matter what modes of travel are used, getting to and getting around Downtown is an enjoyable experience.



## SEAMLESS CONNECTIONS

# GOALS

### *Downtown should:*

- » Offer safe and attractive options for all modes of travel that are accessible and easy to use.
- » Focus on a people-first approach that emphasizes pedestrians.
- » Offer better connections to adjacent districts.
- » Support sustainability and reduce the need for travel by car.

### TEN-YEAR OUTCOMES

- Increase people using modes other than single-occupancy cars.
- Innovate and implement functional upgrades for stronger and more connected transportation options.
- Improve multimodal connectivity to adjacent districts.
- Expand walkability beyond the Core.
- Maintain efficient, straightforward parking.

### RELATED COMMITTEES:



**Transportation**



**Urban Design,  
Open Space,  
Public Art**



**Retail, Arts and  
Entertainment**



**Hospitality**

# RECOMMENDATIONS

## 4.1 TRANSIT

### 4.1 Make transit easy to use

#### *Strategies:*

##### **Make transit information easy to find and understand**

- A. Market Downtown as the central hub with seamless connections to other districts and amplify Trinity Metro's marketing message by incorporating themes, messages, and language into complementary marketing efforts by partners such as DFWI, City, Chambers, Visit Fort Worth, etc.
- B. Provide real-time route and arrival information for all bus and passenger trains on the internet, mobile phone apps like GoPass, and on displays at key locations, such as Fort Worth Central Station, Convention Center, and hotel lobbies.
- C. Enlist hospitality staff to promote transit options by integrating transit directions into their platforms, providing maps, and assisting with online information.
- D. Deploy Trinity Metro Envoys and Downtown Ambassadors at the train stations to help direct visitors during peak hours/special events.

##### **Make transit visible on the street**

- E. Increase prominence of Central and T&P stations from the street using distinctive wayfinding and other strategies:
  - *Implement TIF-funded Lancaster-to-T&P platform connection enhancements.*
  - *Prioritize and provide a high level of maintenance on the 9th Street connection between Central Station and the Core.*

- F. Ensure that development on 9th Street creates a positive pedestrian experience.
- G. Improve internal wayfinding, signage, storytelling moments, and amenities at Central Station and T&P Station and increase marketing of Downtown at DFW International Airport.
- H. Maintain consistent, easy-to-understand branding for various transit options.

### 4.2 Enhance the service of the existing transit system

#### *Strategies:*

- A. Maximize and market TEXRail and TRE service frequencies to promote increased commuter rail use.
- B. Increase and market frequencies on key Downtown bus routes.
- C. Extend bus service to provide service to the new City Hall.
- D. Add transit information within buses and existing transit infrastructure.
- E. Expand branded service from Downtown to the Stockyards and Near Southside (adjacent districts) by expanding the Dash, Molly the Trolley, or adding additional branded lines.
- F. Support extending the service span of circulators to benefit more users. Support extending the daily span of service to allow more users access earlier and later in the day.
- G. Study expanding transit service to Butler Place, Panther Island, and other adjacent districts as future development occurs.

- H. Ensure traffic control plans for construction coordination and street closures, including coordination with Trinity Metro for the service interruption and system detours.

### 4.3 Expand use of transit to support and manage major events

#### *Strategies:*

- A. Continue and expand event coordination approach with Trinity Metro and Visit Fort Worth.
- B. Extend weekend hours for certain routes to provide late-night rides home.
- C. Display transit information and maps prominently at events, at ticket windows, and on “How to Get There” event information pages, ads, and social media communications.

### 4.4 Consider high-capacity transit for future transit expansions

#### *Strategies:*

- A. Explore high-capacity transit infrastructure, including bus priority lanes, enhanced stations, 10- to 15-minute frequencies, and high-capacity buses, and prioritize when considering transit expansions.

- B. Explore high-capacity transit to connect Downtown to other high-density areas of Fort Worth, as the Transit Moves Fort Worth Plan recommends.

### 4.5 Strengthen transit leadership and advocacy

#### *Strategies:*

- A. Establish coordination between staff members within both Trinity Metro and the City departments whose primary responsibilities involve managing programs and coordinating joint projects.
- B. Improve coordination among partners to advocate for financial resources to strengthen transit service.
- C. Encourage a coordinated vision for expanding the passenger rail network and advocate for expanding passenger rail in the county.
- D. Continue coordination between the City, Trinity Metro, and the North Central Council of Governments on implementing the vision of the Metropolitan Transportation Plan and related transit funding needs.
- E. Support approval of the Transit Moves Fort Worth Plan to solidify the vision for transit in Fort Worth.
- F. Continue cooperation with the North Central Council of Governments’ efforts on high-speed rail access to Fort Worth.



**Activity Street:**  
**Main Street**



**Commerce/  
Mixed-Use Street:**  
**Commerce Street**



**Neighborhood  
Connector:** **10th Street**



Avenue of Light, Cliff Garten (2009). Fort Worth Public Art  
**Commercial Connector:**  
**Lancaster Avenue**

## 4.2 STREETS

### 4.6 Utilize street character to guide investments and treatments in accordance with the City’s Master Thoroughfare Plan (MTP) and Downtown Urban Design Standards and Guidelines

#### *Strategies:*

Consider refinements to the MTP to develop street treatments and prioritize according to street type.

- A. Activity Streets:** These streets, such as Main Street and Houston Street, are the most visible destination streets. Active ground-floor retail, restaurant, and entertainment uses are concentrated in activity streets. They should have high-quality streetscapes, including trees and landscaping, ambient and decorative tree lighting, artistic crosswalks, street furnishings, and wayfinding. According to the MTP, activity streets are typically retail oriented, with generous parkway widths and room for sidewalk cafes and other features. Automobile speeds are slow, and lanes are slightly narrower than typical. Parking is typically on-street, and building facades front the street. People bicycling may share the road depending on speeds, but bike lanes may also be provided.
- B. Commerce/Mixed-Use Streets:** These are the key walkable, pedestrian-focused streets, such as 7th Street, Throckmorton Street, and Commerce Street. These streets should have high-quality streetscapes, building entrances, and active ground-floor uses. Buildings are typically multistoried and are often office/commercial oriented but may have residential uses on the upper floors. Buildings front on the street, and on-street parking and

parking garages are common. Wide sidewalks are encouraged and are especially busy during rush hours and the lunch hour. Streets are typically in a grid pattern, diffusing traffic. Commuter transit is prevalent, and traffic speeds are relatively slow. Automobile lanes are slightly narrower than typical. Bike lanes are often provided.

**C. Neighborhood Connectors:** These are multimodal streets that connect the Core to adjacent neighborhoods and districts, trails, and parks, such as 10th Street, Hemphill/Lamar Street, and South Main Street. These streets should be designed to provide a safe, walkable, and bikeable connection between neighborhoods and destinations. According to the MTP, neighborhood connectors provide access from neighborhoods to services. They often run at the peripheries or within residential areas, and landscaped medians are fairly common. A landscape buffer typically separates sidewalks or multi-use paths from the street. Buildings (or residential fences) are set back from the street. Automobile speeds are moderate.

**D. Commercial Connectors:** These are entryways into Downtown that handle high-volume commuter traffic, such as 7th Street, Summit Avenue, Lancaster Avenue, Henderson Street, Belknap Street, and Weatherford Street. These streets should be attractive gateways that are comfortable for pedestrians and may include sidewalks buffered from the street by landscaping and trees, lighting, signage, and public art. Sections of Lancaster Avenue, Henderson Street, Weatherford Street, and Belknap Street are evolving to be more residential and should be given particular attention to enhance walkability. According to the MTP, commercial connectors typically serve retail and industrial portions of the city. Many driveways may be present, and a mixture of medians and center turn lanes help to regulate movements to and from sites. Retail stores are often separated from the street by surface parking lots. Automobile speeds are moderate to high. Bicycle facilities must be carefully designed due to the higher density of driveways.

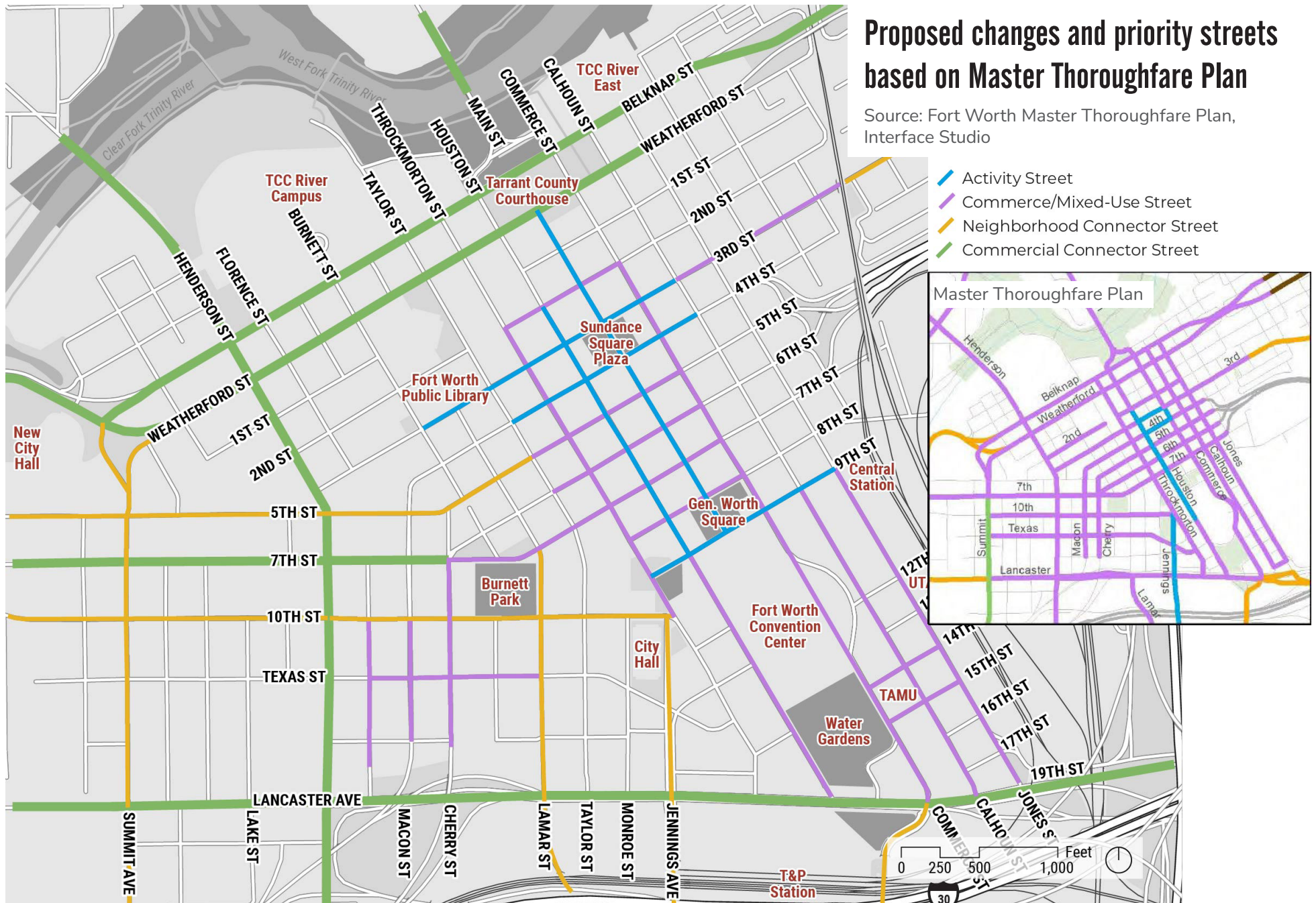
While the long-term goal is for most streets in the Core to exhibit the characteristics of activity/commerce/mixed-use streets as shown in the MTP on the following page, it will be important to prioritize the expansion of the walkable Core to areas of future development, such as the Convention Center, Texas A&M University, and the Central Library site. Connecting the Core to the new City Hall with enhanced streetscape improvements is also recommended.

Therefore proposed changes based on street character and future development potential include the following:

- A. Expand **activity streets** beyond Sundance Square and Houston Street.
- B. Expand **neighborhood connectors** from the Core to adjacent neighborhoods, districts, and destinations.
- C. Classify streets with commuter traffic and higher speeds as **commercial connectors**.

# Proposed changes and priority streets based on Master Thoroughfare Plan

Source: Fort Worth Master Thoroughfare Plan, Interface Studio



## 4.7 Expand the walkable core with streetscape improvements

### *Strategies:*

- A. Improve pedestrian comfort, particularly on key streets that connect with open spaces, transit, and other destinations (as shown on the map on page 92). North-south streets are highly improved, with need for updates. However, some east-west streets are less appealing to the pedestrian due to building infrastructure, garage access and loading, narrow sidewalk widths, and lack of trees, lighting, and other amenities.
- B. Develop a comprehensive tree planting and maintenance program and continue to expand tree cover, landscaping, and shade.
- C. Improve sidewalks, ADA access, and crosswalks, prioritizing streets identified on the map on page 92, and explore a program for artistic crosswalks on activity streets.
- D. Continue to develop and update existing wayfinding program to manage and maintain signage.
- E. Provide amenities such as benches, wireless infrastructure, maps, and wayfinding on activity streets and near destinations.
- F. Develop permanent and temporary public art locations, particularly on activity streets, commerce/mixed-use streets, and commercial connectors that serve as gateways.



**Artistic  
crosswalks**



**Street  
furnishings**



**Wayfinding**

## 4.8 Coordinate bicycle network improvements

### *Strategies:*

- A. Examine the Active Transportation Plan and explore strategies for improving the Downtown bike network with buffered/separated lanes, to ensure safety.
- B. Develop a prioritization plan to allow for budgeted improvements over time for the creation of safer multimodal connections to trails and adjacent districts, including exploring connections:
  - *From Lancaster Avenue to the Trinity River Trails via Houston Street, Lamar Street, and Taylor Street.*
  - *From the Core to the Trinity River along 3rd, 5th, and 10th Streets with bike lanes, a pedestrian bridge across Trinity River to 5th Street, and other connections to the new City Hall and area along Forest Park Boulevard.*
  - *From the Core to the Near Southside with protected and buffered bicycle infrastructure on South Main Street, Jennings Avenue, and Hemphill/Lamar streets.*
  - *Across Summit Avenue and Henderson Street.*
  - *From the Core to emerging districts such as Butler Place and Panther Island.*
  - *From the Core to Samuels Avenue along Belknap and Weatherford streets.*
  - *Add a pedestrian bridge from the base of the Canopy Walk/ River Stairs in Heritage Park to the Tarrant County College property and power plant site on the north side of the river.*
- C. Paint all dedicated bus/bike lanes per NACTO street design standards, and expand the network.
- D. Expand Fort Worth Bike Sharing program to include more bikeshare locations to new destinations such as the new City Hall, the neighborhoods west of Henderson Street, Samuels Avenue, and the Innovation Hub.

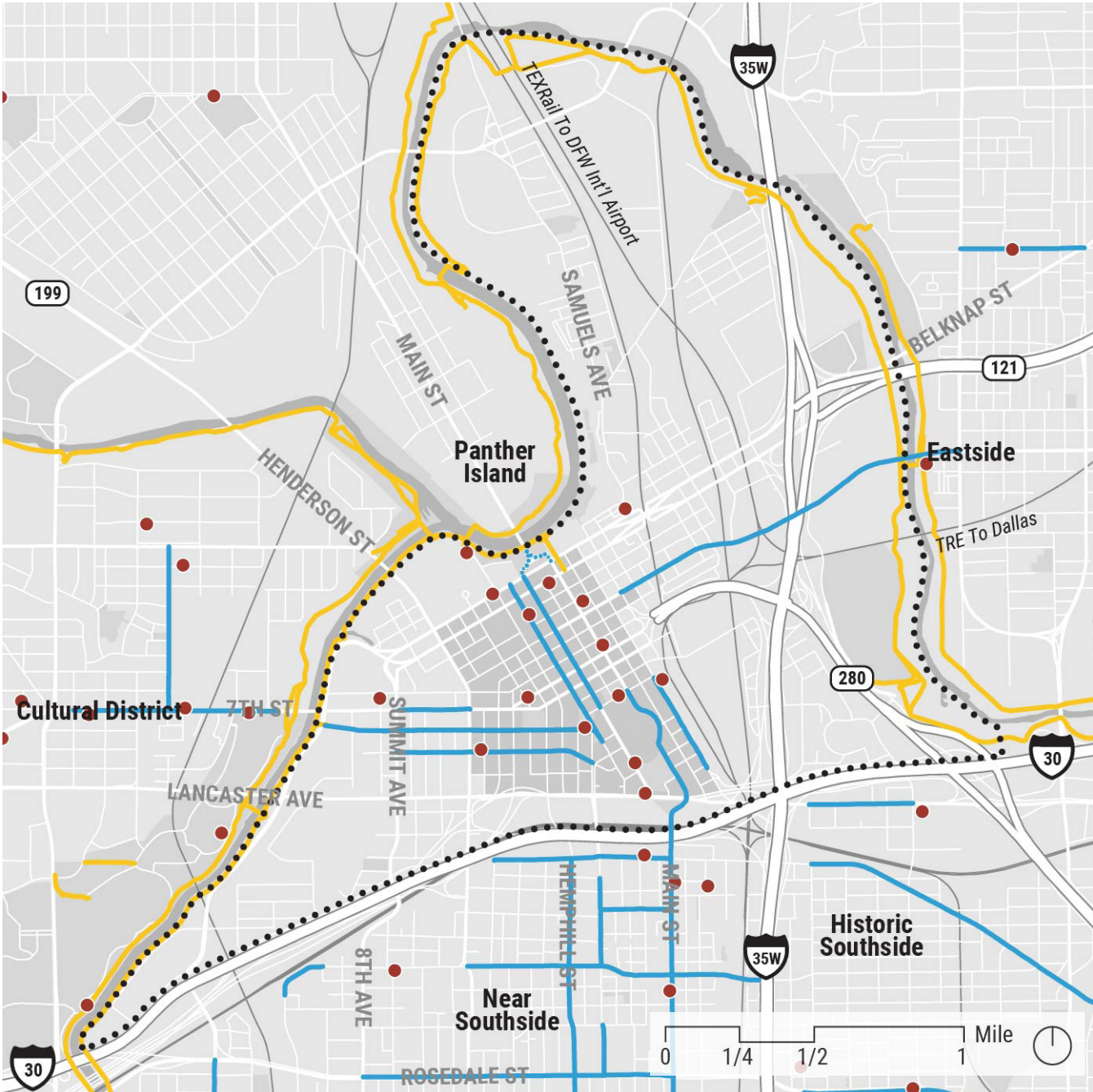




# Bicycle Network

Source: City of Fort Worth GIS

- ⋯ Downtown Study Area
- Downtown Core
- On-Street Bike Infrastructure**
- Bike Lanes
- ⋯ Proposed
- Trail Infrastructure**
- Existing
- Fort Worth Bike Sharing Station

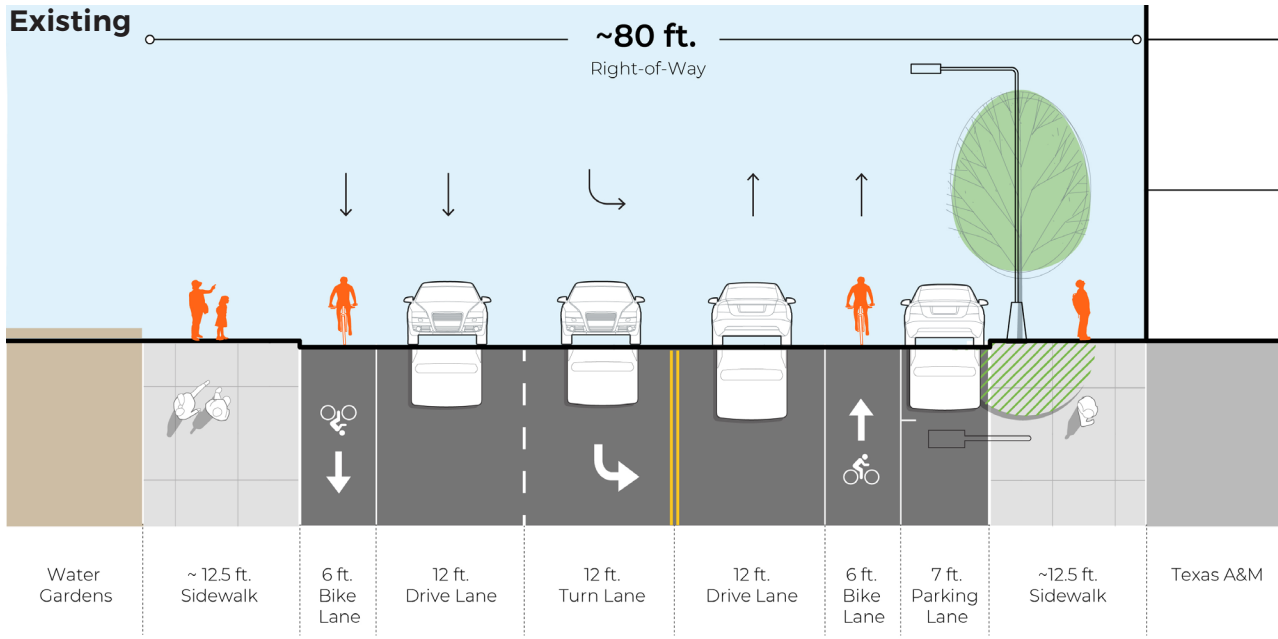




## 4.9 Support Downtown growth areas and connections through street improvements and multimodal projects

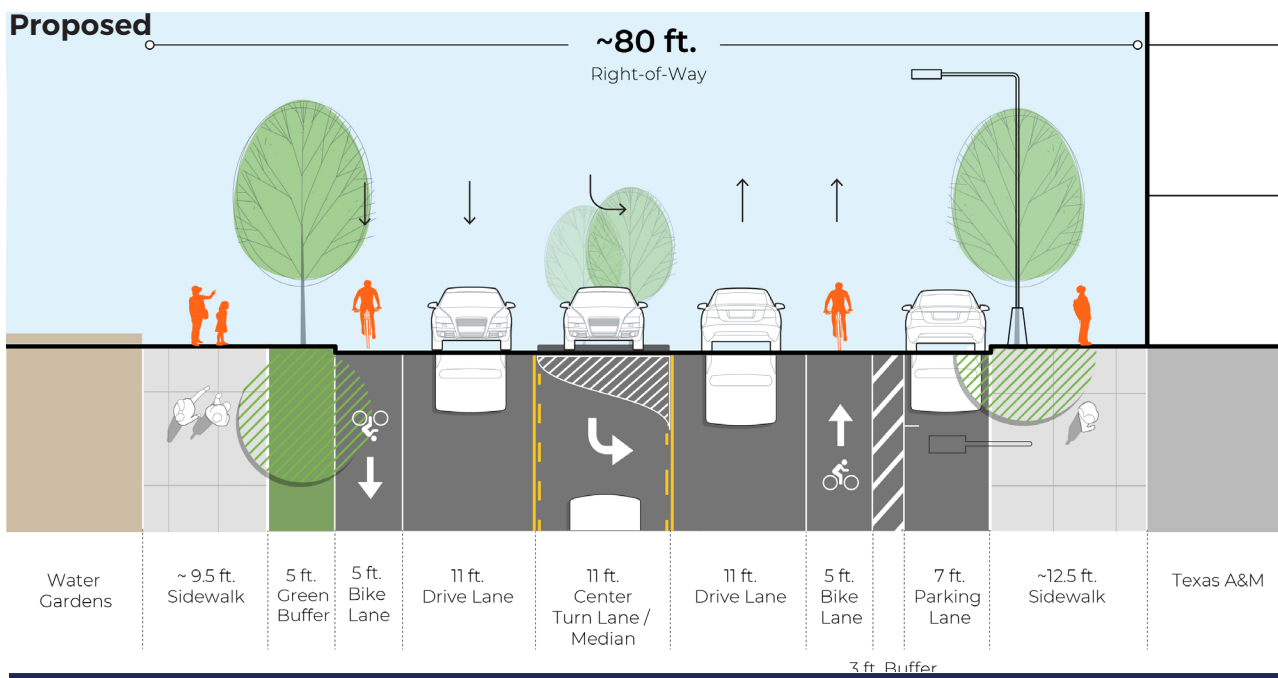
### *Strategies:*

- A. New City Hall:** Implement key recommendations of the City Hall Multimodal Transportation Study with regard to street and sidewalk improvements, trail connectivity, bus stop relocation, intersections, and new street grid.
- B. Convention Center:**
  - *Straighten Commerce Street and ensure a walkable environment.*
  - *Conduct traffic studies to explore multimodal use.*
  - *Add trees and landscaping on Commerce and Houston streets.*
  - *Improve Water Gardens visibility, access, and experience (see proposed street sections on pages 97 and 98).*
- C. Butler Place:** Support the City and FWHS to improve Butler access.
- D. Core to Near Southside:** Support pedestrian improvements on South Main Street, Henderson Street, and Jennings Avenue.
- E. Core to Panther Island:** Identify key multimodal and pedestrian improvements to enhance access and support development planned in this district. Recommendations for consideration are:
  - *Add a pedestrian bridge along the “Houston Street line.”*
  - *Explore pedestrian improvements on the Main Street bridge.*
  - *Add a streetcar from Panther Island to Downtown.*
  - *Add branded transit that serves Panther Island.*
- F. Core to the East Side:** Improve the connection along 3rd and 4th streets to connect to the Trinity River and East Side neighborhoods.



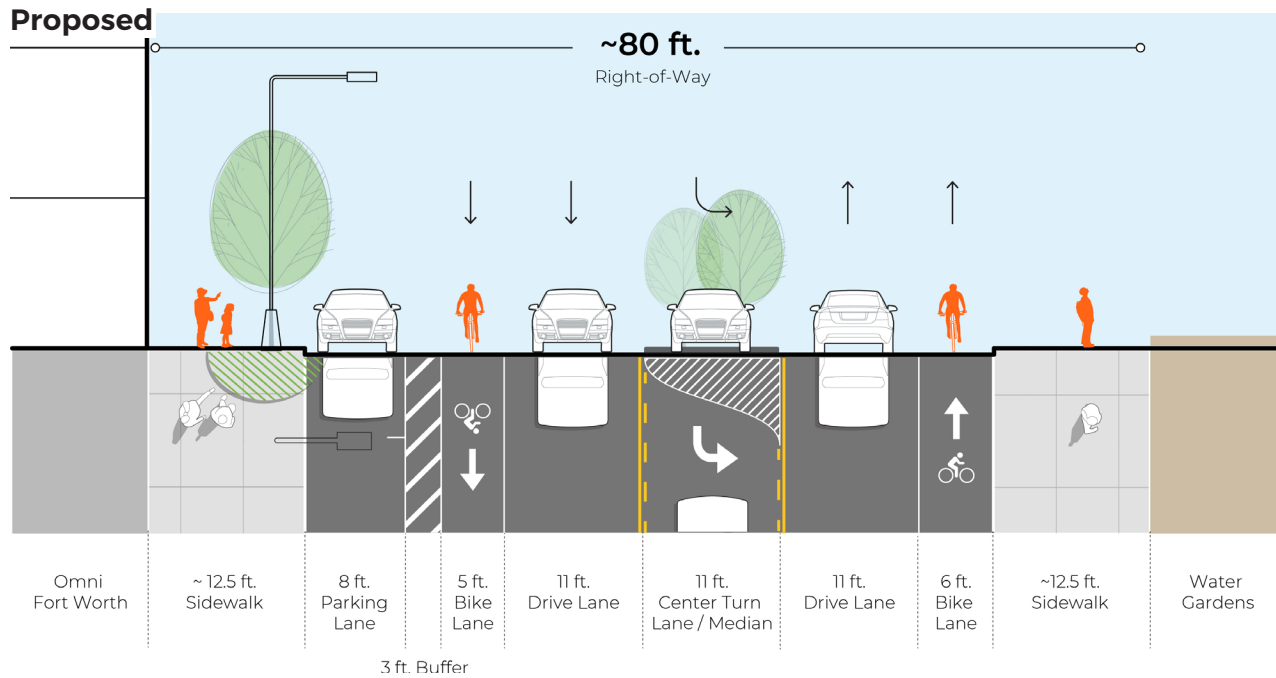
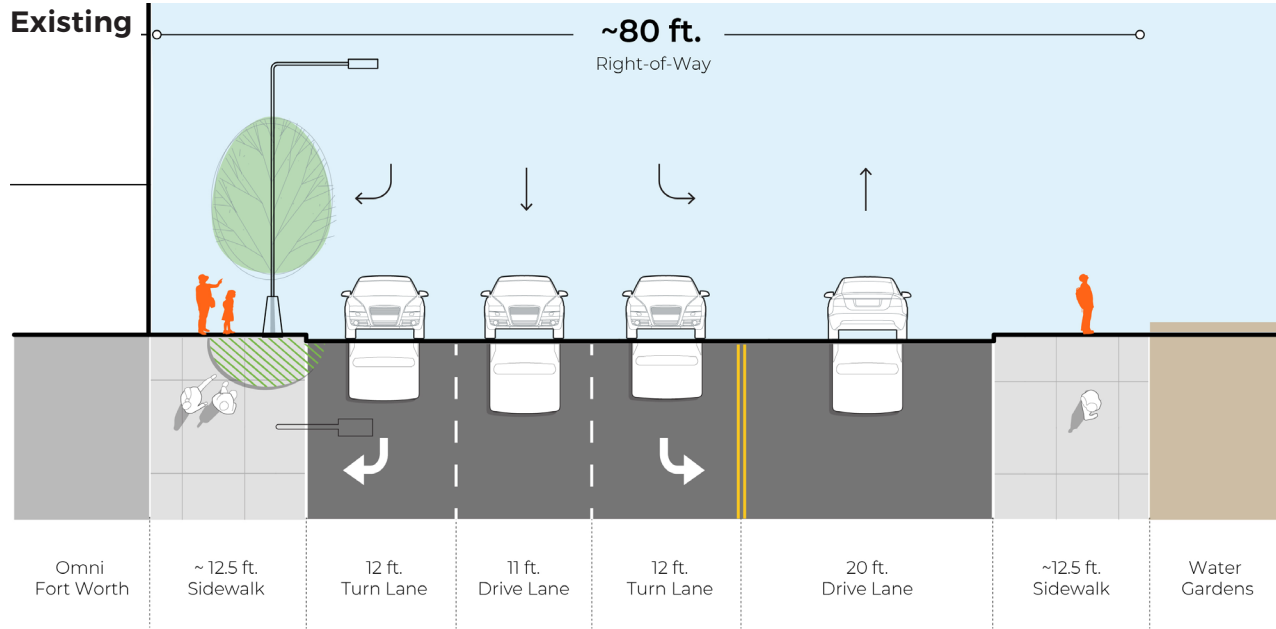
## Commerce Street Example

Source: Interface Studio



### Multimodal opportunities on Commerce Street

Support Convention Center expansion, hotel expansion, and new development by exploring opportunities to enhance pedestrian and bike connections.



## Houston Street Example

Source: Interface Studio



### Multimodal opportunities on Houston Street

Support Convention Center expansion, hotel expansion, and new development by exploring opportunities to enhance pedestrian and bike connections.

## 4.10 Improve coordination of streetscape and transit-oriented development projects

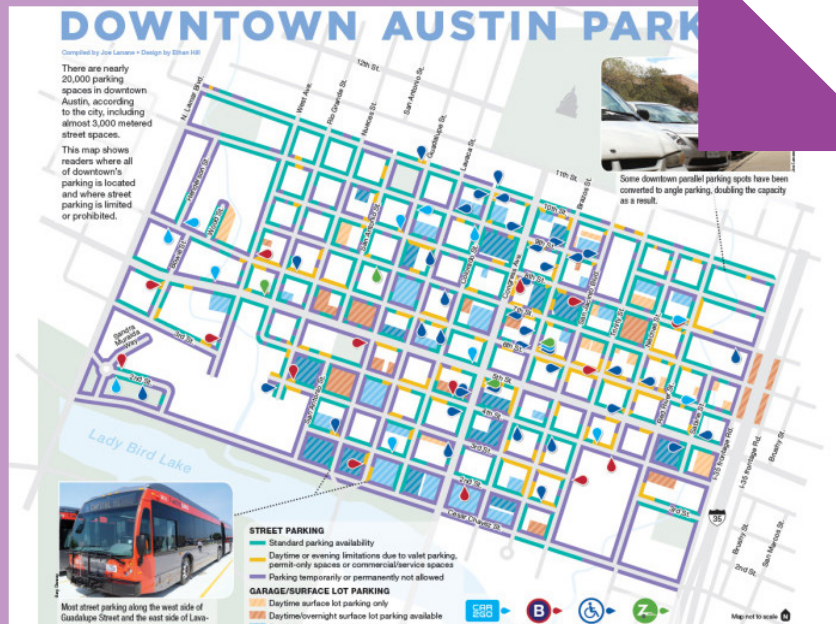
### *Strategies:*

- A. Use City and County bond programs to design and construct bike/pedestrian infrastructure projects.
- B. Increase the share of funding allocated to multimodal projects
- C. Consider pursuing legislative changes allowing Transportation Impact Fees to be collected for funding transit and other active transportation modes.
- D. Implement Active Transportation Plan elements for Downtown Fort Worth.

## 4.11 Study additional one-way to two-way street conversions

### *Strategies:*

- A. Update Downtown Access and Circulation Study and revisit and study past plans that propose one-way to two-way conversions and explore others as development patterns change:
  - *Throckmorton Street (between 9th and 12th Streets)*
  - *12th Street (between Throckmorton Street and Jennings Avenue)*
  - *Jennings Avenue (between 10th and Texas Streets)*
  - *Monroe Street (between 10th and Lancaster Streets OR Texas and Lancaster)*
  - *2nd Street (between Henderson Street and Taylor Street)*
  - *10th Street (between Jennings Avenue and Henderson Street or Summit Avenue)*



### What other places have done:

[Parking and Transportation Management Districts](#) (Austin, TX) are districts with a mix of retail, entertainment, commercial, medical, educational, civic, and residential uses where a higher level of management is desired for traffic flow and to promote parking turnover (photo above). Other examples can be found in Denver, CO, and Ann Arbor, MI.

[Parking management program](#) (San Marcos, TX) is a customer-oriented program of active planning, management, coordination, and communication for downtown parking.

Shared parking model: Phoenix municipal code Section 702 (E) (2)

Shared parking facilities: Long Center for Performing Arts (Austin, TX) has a joint-use parking agreement across several garages.

## 4.3 PARKING

### 4.12 Create an effective parking system to maximize existing resources

#### Strategies:

- Conduct a parking study to better understand parking utilization, needs, and opportunities for maximizing efficiency and reducing costs.
- Explore the creation of an entity such as a Downtown Parking Authority or Parking Management Corporation to coordinate management, pricing, and shared parking for private and public garages and metered parking. Other expanded parking management factors include changes to parking costs or time frames, informational management (via an app or increased signage), cost uniformity, etc.
- Maintain free weekend and evening parking at retail core-serving garages.
- Develop a shared parking or district parking model for use by new developments to better match the parking supply with the shared parking demand.
- Explore the concept of shared parking facilities to reduce costs and incentivize development.
- Consider development incentives for vanpooling, carpooling, EV charging stations, and other parking supply in new developments.
- Consider opportunities to incorporate green infrastructure in surface parking to capture stormwater from smaller rain events, filter pollutants, provide aesthetic plantings, and calm traffic.

## 4.13 Reevaluate on-street parking system and pricing

### *Strategies:*

- A. Collect parking utilization data regularly to understand where on-street parking is underused (capacity/frequency) to consider pricing adjustments.
- B. Study converting one travel lane on two- or three-lane streets to a parallel parking lane as a traffic-calming strategy and providing more on-street parking. This could be further evaluated and piloted after rush hour to provide additional evening parking.
- C. Evaluate streets for additional parking meter service.
- D. Ensure prompt removal of meter “bags” after permits expire.

## 4.14 Implement parking-specific wayfinding and information coordinated between public and private entities

### *Strategies:*

- A. Elevate awareness of [www.fortworthparking.com](http://www.fortworthparking.com) and recruit parking operators to update information regularly.
- B. Use lighted, variable signage more broadly for event parking and management.
- C. Consider an expanded use of advanced/scheduled parking systems (such as ParkMobile, FW PARK, etc.), particularly for major events.



# IMPLEMENTATION





## Implementation

DFWI, the City, Trinity Metro, and their partners will coordinate to implement the strategies identified in Plan 2033. The implementation matrices in the following pages recommend time frames, partners, and outcomes for each strategy. The various stakeholders and partners serving will identify the priorities on the Steering Committee and subcommittees.

Implementation will change over the next ten years as new funding opportunities and partners impact the timing.

Priorities can be updated in an editable version of the implementation matrix.

### Immediate next steps and coordination

#### A. Discuss creation of a new Downtown Tax Increment Financing

**District:** Incentives should be competitive and reliable and address targeted needs in underdeveloped areas. A new TIF area should include land between Commerce Street and the railroad tracks to the east and the west, Cherry Street and Penn Streets, and the Lancaster Corridor. There is a continued need for a TIF to accomplish several of the goals in this plan:

- *To encourage and incentivize high-density, mixed-use development to fill the gaps between the Core and key new investments such as Texas A&M and the new City Hall.*
- *To encourage the development of affordable, workforce, and middle-income housing.*
- *To support the creation of new parks and to improve existing parks and open spaces.*
- *To fund gateway improvements.*
- *To improve transit service and facilities;*
- *To help continue the free weekend and evening parking program.*

#### B. Assist and encourage the development of publicly owned

**parcels:** Plan partners should coordinate on the development of publicly owned parcels.

#### C. Further leverage Downtown as part of the Fort Worth

**Convention Center package:** Ensure signature public art, public space, and park improvements are part of the Convention Center expansion and renovation planning and implementation process. DFWI, the City, Visit Fort Worth, and Fort Worth Art Commission should coordinate to create convention packages and reasons for conventioners to extend stays post-convention.

#### D. Review City regulations regarding public space activation:

DFWI and the City should coordinate to implement public space activation by reviewing and adjusting regulations if needed regarding short- and long-term street closures, event permitting, food truck use, and buskers.

#### E. Conduct a parking study to maximize efficiency and reduce

**costs:** DFWI and the City should commission a Downtown parking study to determine parking capacity and needs.

#### F. Address Downtown TIF Expiration and Free Parking Program:

Before TIF expires, address proactive solution/response to free weekend and evening parking.

#### G. Evaluate and update or amend plans related to Downtown:

The following plans may need to be evaluated and updated to help implement the strategies in this plan:

- *Downtown Access and Circulation Study (Full update recommended every 10 years with a refresh every five years) -DFWI, City*
- *Fort Worth Active Transportation Plan - City, NCTCOG*
- *Fort Worth Master Thoroughfare Plan - City*
- *Downtown Parks and Open Space Plan - DFWI, City*
- *Downtown Urban Design Standards and Guidelines - DFWI, City*

1 LIVABLE NEIGHBORHOODS				
PRIORITY	RECOMMENDATIONS	TIME FRAME (Short: 1-2 years, Medium: 3-5 years, Long: 5+ years)	PARTNERS	OUTCOMES
<b>HOUSING</b>				
	<b>1.1 Increase the number of housing units in the Core to support more activity and services</b>			
a)	Encourage mixed-use, high-rise residential development.	ongoing	City, developers, property owners, TAMU, UTA	More high-rise housing in the Core; redevelopment of surface parking lots
b)	Develop marketing outreach to Texas condominium developers and brokers to encourage increased high-rise development.	short	DFWI, City	
c)	Support the condominium market development by promoting high-rise living to potential residents as a unique Fort Worth experience.	short	DFWI	
	<b>1.2 Encourage diversity of housing types for a mix of residents</b>			
a)	Expand the types of housing available to accommodate various household types, including families, students, and seniors.	medium	DFWI, City, developers, property owners	More types of housing
	<b>1.3 Increase affordable housing for low-income and middle-income households</b>			
a)	Maintain a mix of housing types and explore expanding units large enough to accommodate families (2+ bedrooms).	medium	DFWI, City, FWHS, developers	More affordable housing
b)	Begin discussion about the future of Jennings Place.	short	DFWI, City, FWHS	
c)	Support FWHS' desire to create a range of mixed-income housing types within the redevelopment of Butler Place.	ongoing	DFWI, City, FWHS	
d)	Identify properties and conversion opportunities to acquire for affordable/mixed-income development.	short	DFWI, City, FWHS	
e)	Reduce regulatory constraints for new construction technologies to lower development costs.	medium	DFWI, City, developers	
	<b>1.4 Support incentives for higher density, transit-oriented, and affordable housing</b>			
a)	Consider incentives by right for high-rise residential developments that meet community objectives.	short	City, DFWI	Additional incentives for housing development that meet community objectives. Increase in new units within 5 minutes of transit
b)	Promote the City's new economic development incentives for mixed-income, mixed-use development along Lancaster Avenue, around the Central and T&P Stations, and the edges of the Core.	short	City, DFWI	
c)	Develop a Transit-Oriented Development Program to provide financial incentives to developers to encourage density and transit connectivity.	short	City, DFWI, TM	
d)	Create shared structured parking facilities to lower development cost.	long	DFWI, City	

#### ABBREVIATIONS

FWHS: Fort Worth Housing Solutions

FWDNA: Fort Worth Downtown Neighborhood Alliance

FWISD: Fort Worth Independent School District

NCTCOG: North Central Texas Council of Governments

PID: Public Improvement District

TAMU: Texas A&M University

TCC: Tarrant County College

TCU: Texas Christian University

TM: Trinity Metro

TRWD: Tarrant Regional Water District

TXDOT: Texas Department of Transportation

UNTHSC: University of North Texas Health Sciences Center

UTA: University of Texas at Arlington

YWLA: Young Women's Leadership Academy

## 1 LIVABLE NEIGHBORHOODS

PRIORITY	RECOMMENDATIONS	TIME FRAME (Short: 1-2 years, Medium: 3-5 years, Long: 5+ years)	PARTNERS	OUTCOMES
<b>1.5</b>	<b>Support and expand the Downtown Fort Worth Neighborhood Alliance as neighborhoods grow</b>			Additional capacity and programs; Increase in active members of the FWDNA
a)	Support family-focused events, neighborhood parks, and programming.	short	DFWI, FWDNA	
b)	Develop and support additional resident programming.	short	DFWI, FWDNA	
c)	Explore the concept of a mini-grant program within the Public Improvement District 1.	medium	DFWI, FWDNA, PID	
d)	Develop and support a focused marketing and awareness campaign targeted to residents, building managers, and realtors.	short	DFWI, FWDNA	
<b>1.6</b>	<b>Support the unhoused population with a long-term goal of reducing homelessness</b>			Increased supportive housing; Increased service coordination; reduced homelessness
a)	Encourage center city partners to support citywide efforts by encouraging scattered site supportive housing as a preferred alternative to long-term shelter residency.	ongoing	Tarrant County Homeless Coalition, City, Tarrant County, DFWI	
b)	Build on DFWI's Outreach Coordinator and Ambassadors Program to increase homeless outreach and connection to social service providers and the appropriate City and nonprofit entities.	short	Tarrant County Homeless Coalition, City, DFWI	
c)	Encourage greater participation in the effort to assess the current situation via the Homelessness Census and Survey and consider using GIS to assist with the data collection.	medium	Tarrant County Homeless Coalition, City, DFWI	
<b>FAMILY SUPPORTS</b>				
<b>1.7</b>	<b>Update neighborhood parks to serve existing and new families</b>			Investment in park improvements and programming
a)	Convene residents to identify community needs and improvement priorities in parks and update Downtown Fort Worth Parks and Open Space Plan to incorporate the downtown resident priorities.	short	City, DFWI	
b)	Recruit the Fort Worth Downtown Neighborhood Alliance (FWDNA) and create a Friends of Parks group to participate in parks stewardship and programming.	short	City, DFWI, FWDNA, residents	
<b>1.8</b>	<b>Spotlight local educational institutions and highlight their success stories</b>			Increased awareness and enrollment from Downtown families
a)	Promote Downtown educational institutions when working with Downtown brokers.	short	DFWI, FWISD	
b)	Encourage Downtown families to participate in the FWDNA and PTA Meet and Greets.	medium	DFWI, FWISD, PTA, FWDNA	
<b>1.9</b>	<b>Support elementary and secondary schools Downtown</b>			Expanded programs at local schools and improved facilities
a)	Encourage partnerships between and with FWDNA and PTA involvement with Nash Elementary School, YWLA, I.M. Terrell Academy for STEM and VPA, and Texas Academy of Biomedical Sciences.	short	FWISD, FWDNA, PTA	
b)	Support maintaining and upgrading school grounds and appearance. Continue PID assistance where appropriate.	ongoing	FWISD, PID	
c)	Encourage the business community, local government, and affinity groups to contribute resources and develop partnerships with school leadership to provide enrichment programs such as arts, STEM, and school programming.	long	DFWI, FWDNA, PTA, FWISD, City, businesses	
d)	Advocate for pre-K program at Charles Nash Elementary School.	long	DFWI, FWDNA, PTA, FWISD	
e)	Promote and encourage lifelong learning opportunities and informal education events.	medium	DFWI, FWDNA, cultural institutions	
f)	Explore enrichment and hands-on learning opportunities for adults, children, and families.	medium	DFWI, FWDNA, cultural institutions	

## 1 LIVABLE NEIGHBORHOODS

PRIORITY	RECOMMENDATIONS	TIME FRAME (Short: 1-2 years, Medium: 3-5 years, Long: 5+ years)	PARTNERS	OUTCOMES
<b>1.10</b>	<b>Strengthen Young Women’s Leadership Academy Campus Downtown</b>			New or expanded YWLA campus Downtown
a)	Continue working with FWISD and encourage meetings with parents in an effort to keep YWLA Downtown by expanding in their existing location or new location.	ongoing	FWISD, YWLA, DFWI, City, PTA	
b)	Explore co-location with a new Downtown library to expand the educational campus and resources.	medium	FWISD, YWLA, DFWI, City	
<b>1.11</b>	<b>Develop affordable childcare, early learning, and after-school programs</b>			Increased childcare and after-school programs
a)	Work with FWISD, TCC, and other private and nonprofit organizations to encourage more childcare with early-learning options and evening aftercare.	long	FWISD, TCC, private and nonprofit organizations	
b)	Encourage Nash Elementary School, Tarrant County College, and the Central Library to provide more after-school activities.	medium	FWISD, TCC, Fort Worth Library	
c)	Market childcare options as a strategic element that makes Downtown more appealing to families with children.	short	DFWI, FWDNA	

2 DIVERSIFIED ECONOMY				
PRIORITY	RECOMMENDATIONS	TIME FRAME (Short: 1-2 years, Medium: 3-5 years, Long: 5+ years)	PARTNERS	OUTCOMES
<b>DIVERSIFIED OFFERINGS</b>				
	<b>2.1 Create a Downtown that is welcoming to all</b>			
a)	Ensure that Downtown public art, programming, and events reflect the city's diversity.	short	DFWI, Visit Fort Worth	Increased diversity of people and businesses Downtown
b)	Develop a "Locate in Downtown" small business program with specific outreach to underrepresented groups.	medium	DFWI, City	
c)	Work with students of color and organizations that promote diverse interests at the region's universities, colleges, and Downtown employers to launch an HR meet-and-greet recruitment fair.	medium	DFWI, universities, employers	
d)	Encourage diverse programmers to hold events in Downtown parks and event venues.	short	DFWI, Visit Fort Worth	
	<b>2.2 Market Downtown Fort Worth as the home base for all visitors</b>			
a)	Position Downtown as the visitor "home base" by actively promoting Downtown's central location in Fort Worth and the region, social and business amenities, hotel and meeting facilities, access options, transit alternatives, and other benefits.	short	DFWI, Visit Fort Worth	Increased number of visitors
b)	Work with hotels and Visit Fort Worth to create differentiated packages to target markets such as "staycationers" and day trippers versus business travelers and conventioners.	medium	DFWI, Visit Fort Worth, hotels	
c)	Promote Downtown's central location between the Cultural District, the Stockyards, River East, and the Near Southside.	short	DFWI, Visit Fort Worth, Trinity Metro	
d)	Improve the direct connections between these nearby areas by expanding the Dash or Molly the Trolley and other alternative transportation options.	long	DFWI, Visit Fort Worth, Trinity Metro	
	<b>2.3 Market Downtown Fort Worth as a North Texas business destination</b>			
a)	Support Chamber of Commerce and City of Fort Worth's recruitment of office tenants through decision-makers and site selection consultants regionally and nationally.	ongoing	DFWI, Chamber of Commerce, City	New corporate anchors; new office space; increase in business relocations
b)	Continue to promote Downtown-specific campaign in conjunction with Chamber and City efforts to market key competitive Downtown advantages: proximity to DFW International and Alliance airports, transit connections to Dallas and DFW International Airport, quality of life, presence of leading Fort Worth industry clusters, educational institutions, affordability, and unique Downtown Fort Worth qualities and amenities.	ongoing	DFWI, Chamber of Commerce, City	
d)	Launch public-private partnerships to develop Class A office.	long	DFWI, City, developers, and property owners	
e)	Focus on attracting office-based jobs with primary emphasis on the target clusters identified in the Economic Development Strategic Plan.	ongoing	DFWI, Chamber of Commerce, City	
	<b>2.4 Support start-ups that come out of Fort Worth</b>			
a)	Identify and market affordable commercial space for small to medium-sized companies and start-ups, especially older industrial/warehouse buildings and mid-rise (10- to 12-floor) buildings for selective reuse.	long	DFWI, City	Increased number of emerging industries and businesses; increased number of young professionals working Downtown
b)	Look for unique business incubation space opportunities, such as the Convention Center garage retail space on Houston Street and the space in the Parliament of Owls garage.	medium	DFWI, City	
c)	Encourage start-up culture and networking opportunities by engaging young professionals and leaders through programming such as Happy Hours, Brown Bag Lunches, and Open House tours.	short	DFWI, TechFW, universities, businesses	
d)	Provide training to developers on using federal and state historic tax credits for eligible historic structures.	short	DFWI, City	

## 2 DIVERSIFIED ECONOMY

PRIORITY	RECOMMENDATIONS	TIME FRAME (Short: 1-2 years, Medium: 3-5 years, Long: 5+ years)	PARTNERS	OUTCOMES
<b>2.5</b>	<b>Diversify restaurants and retail options through ground-floor retailing and tenant development/recruitment</b>			More diverse and independent restaurant and retail options
a)	Identify and market ground-floor space to encourage a healthy blend of independent and national retail and restaurants on key retail corridors. Encourage marketing to local restaurateurs and affordable, family-friendly restaurants.	medium	DFWI, City, property owners	
b)	Encourage restaurants to explore the demand for more grab-and-go menu items, particularly for lunchtime, to encourage daytime use of outdoor spaces to increase sales.	medium	Restaurants, DFWI	
c)	Focus on four key restaurant markets: day tripper, office worker, local residents, and conventioners.	ongoing	Restaurants	
d)	Develop a pipeline of local businesses through a tenant recruitment strategy, including open houses, pop-ups, and vendor opportunities.	long	DFWI, City	
e)	Recruit and support minority-owned businesses through financial assistance for space needs and technical/marketing support.	medium	DFWI, City	
<b>2.6</b>	<b>Encourage the development of retail, restaurants, and services on key corridors and nodes</b>			Increased restaurant and retail on key corridors
a)	Target retail and restaurant activity on key corridors.	medium	DFWI, City	
b)	Encourage neighborhood retail and services where possible to create stops/nodes on the way to destinations.	medium	DFWI, City	
<b>2.7</b>	<b>Foster partnerships between businesses and educational institutions</b>			Creation of community task force; increased programs and opportunities for students; increased diversity of program participants
a)	Support Mayor's Council on Education and Workforce Development to increase career readiness in K-12 as it relates to Downtown schools.	long	DFWI, FWISD, Mayor's Council on Education and Workforce Development	
b)	Support the creation of internship programs to introduce Downtown middle and high school students to local businesses and industries.	short	DFWI, FWISD, businesses	
c)	Create a community task force to connect higher education with industry and conduct targeted outreach to identified industry clusters to recruit businesses, grow existing industry/education research, and enhance talent development collaboration.	medium	DFWI, TAMU, UTA, TCC, UNTHSC, TCU, businesses	
d)	Expand and promote workforce and professional development programs, internship programs, and employment opportunities with Downtown and nearby institutions and expand outreach to organizations for students of color.	long	DFWI, TAMU, UTA, TCC, UNTHSC, TCU, businesses	
<b>MAJOR REDEVELOPMENT OPPORTUNITIES</b>				
<b>2.8</b>	<b>Support Fort Worth Convention Center renovation and expansion to connect north and south Downtown</b>			Completed expansion and renovation of the Convention Center with public space and park improvements
a)	Connect a redesigned General Worth Square to the Convention Center.	medium	DFWI, City, Visit Fort Worth	
b)	Create a more inviting public experience along 9th Street.	medium	DFWI, City, Visit Fort Worth	
c)	Redesign the Main Street entrance as the "front door" of the Convention Center with a significant public artwork scaled for the project.	medium	DFWI, City, Visit Fort Worth	
d)	Straighten Commerce Street to increase pedestrian connectivity to the Downtown core, support area redevelopment, and create a key redevelopment site for the new headquarters hotel.	short	DFWI, City, Visit Fort Worth	
e)	Use common spaces in the Convention Center as exhibit space to showcase Fort Worth initiatives and leading industries and technology leaders.	long	DFWI, City, Visit Fort Worth	

## 2 DIVERSIFIED ECONOMY

PRIORITY	RECOMMENDATIONS	TIME FRAME (Short: 1-2 years, Medium: 3-5 years, Long: 5+ years)	PARTNERS	OUTCOMES
<b>2.8</b>	<b>Support Fort Worth Convention Center renovation and expansion to connect north and south Downtown (cont'd)</b>			Completed expansion and renovation of the Convention Center with public space and park improvements
f)	Activate the long stretches of the Convention Center at the street to engage public interest, create a more enjoyable pedestrian experience, and promote Fort Worth.	long	DFWI, City, Visit Fort Worth	
g)	Improve the visibility and presence of the Water Gardens.	short	DFWI, City, Visit Fort Worth	
h)	Strengthen the connection to the Water Gardens, improve the experience and complete the destination on the south end at Lancaster Avenue.	medium	DFWI, City, Visit Fort Worth	
i)	Strategically consider the potential use of the south end of the Water Gardens in conjunction with the spaces available in the Convention Center.	medium	DFWI, City, Visit Fort Worth	
j)	Consider Hayes Memorial Triangle as the gateway from the south.	medium	DFWI, City, Visit Fort Worth	
<b>2.9</b>	<b>Encourage the development of a mixed use Innovation Hub</b>			Creation of mixed-use Innovation Hub; completed TAMU campus; additional education programs Downtown
a)	Develop a dense mixed-use residential, educational, research, retail/restaurant environment that exhibits high-quality architecture and design.	long	DFWI, City, TechFW, Near Southside, Medical Innovation District	
b)	Formulate an Innovation Hub strategy and create an implementation entity to fully maximize Texas A&M University's investment potential.	complete	TAMU, City, DFWI	
c)	Support the development of a Texas A&M University campus designed and integrated into Downtown.	short	UTA, City, DFWI	
d)	Continue to explore the University of Texas-Arlington opportunities, including research services, technical assistance programs, and a center to support economic development.	ongoing	City, DFWI, TAMU, UTA, TCC	
e)	Support bringing other educational programs such as engineering, finance, architecture, hospitality, culinary, and others that provide opportunities to collaborate with businesses and industries.	medium	TAMU, UTA, developers	
<b>2.10</b>	<b>Develop a Food Hall in the Innovation Hub</b>			Completed food hall/ public market
a)	Explore the development of a food hall as part of a mixed-use building near the Convention Center, Central Station, TAMU, and UTA to attract a diverse audience of residents, visitors, workers, and students.	long	DFWI, City, TAMU, UTA, local restaurateurs	
<b>2.11</b>	<b>Support the redevelopment of Butler Place</b>			Redevelopment of Butler Place started
a)	Support FWHS and the City in efforts to redevelop Butler Place strategically to advance economic development goals, maximize land use, provide affordable and mixed-income housing opportunities, and connect Butler Place more efficiently to the highways, transit, and Downtown.	ongoing	DFWI, FWHS, City	
b)	Consider a call for Request for Expression of Interest and market to national developers to deliver the highest and best concepts.	short	DFWI, FWHS, City	
<b>2.12</b>	<b>Support the realization of the Panther Island/Trinity River Vision</b>			Panther Island development started
a)	Update and implement the Panther Island development plan and ensure that Panther Island complements and supports Downtown redevelopment.	short	DFWI, City, TRWD	
<b>2.13</b>	<b>Support the redevelopment of key buildings</b>			Redevelopment of key buildings started
a)	Use all mechanisms available to encourage the redevelopment of the T&P Warehouse, former Cooks Children's Hospital, Parliament of Owls Building, and Bob Simpson Building.	short	DFWI, City, Tarrant County	



### 3 GREAT AND DISTINCTIVE PLACES

PRIORITY	RECOMMENDATIONS	TIME FRAME (Short: 1-2 years, Medium: 3-5 years, Long: 5+ years)	PARTNERS	OUTCOMES
<b>PUBLIC REALM AND EXPERIENCES</b>				
<b>3.1</b>	<b>Continue to maintain a clean and safe environment</b>			Expanded PID services
a)	Continue to strengthen and expand the Downtown Clean Team and Ambassador programs as growth occurs.	medium	DFWI, PID	
b)	Consider creating a new PID, expanding PID #1, or contracting PID services to include properties along Lancaster not currently in the PID.	long	DFWI, PID	
c)	As residents increase, install more Wag-n-bag stations and work with property management to educate new residents.	short	DFWI, PID	
d)	Encourage partnerships to improve the cleanliness of the Trinity River.	Ongoing	DFWI, PID, City	
<b>3.2</b>	<b>Create a Downtown Parks Conservancy and expand capacity to program public spaces</b>			Creation of Downtown Parks Conservancy; increased dedicated funding and programming; increased diversity in programming
a)	Fund a study to understand how a Downtown Parks Conservancy could be structured and work in partnership with DFWI, the City, and other interested parties.	short	DFWI	
b)	Establish a Downtown Parks Conservancy to generate more funding for park improvements and programming.	short	City, DFWI	
c)	Explore funding and partnerships to expand DFWI's programming and park improvement capacity.	short	City, DFWI	
d)	Create and sustain regular programming for a range of activities and users.	medium	Downtown Parks Conservancy, DFWI	
e)	Continue and expand coordination and marketing of Downtown attractions, events, arts and culture, and increase marketing to promote events calendar and itineraries.	short	DFWI	
<b>3.3</b>	<b>Continue to ensure new development supports urban design principles, walkability, and sustainability goals</b>			Revised DUDSG; excellent public realm that promotes walkability and sustainability
a)	Continue to ensure consistency through the Downtown Urban Design Standards and Guidelines and engage developers early in the process through design review and preplanning technical assistance.	ongoing	DFWI, City	
b)	Enforce compliance with the Downtown Urban Design Standards and Guidelines on new and existing structures.	ongoing	DFWI, City	
c)	Encourage sustainable development such as LEED certification, net zero building, and sustainable practices.	medium	DFWI, City, parking garage owners	
d)	Incentivize sustainable measures that reduce heat impact, such as green roofs and living walls, solar panels over surface parking and large building roofs.	long	City, developers	
e)	Improve the quality and appearance of existing parking garages and surface lots.	medium	City	
<b>3.4</b>	<b>Identify and implement moments of delight and a sense of arrival through art, design, and sustainable landscape treatments</b>			Excellent public realm that promotes walkability and sustainability; new public art
a)	Continue to implement a variety of public realm treatments to enhance walkability as described by the Downtown Urban Design Standards and Guidelines.	ongoing	DFWI, City	
b)	Continue to integrate public art by implementing a Downtown Public Art Plan and formalizing the private sector's role in implementing and maintaining public art projects.	ongoing	DFWI, City, private sector	
c)	Create signature gateways on major arterials and from Central and T&P Station.	ongoing	DFWI, City, Trinity Metro, Near Southside	

### 3 GREAT AND DISTINCTIVE PLACES

PRIORITY	RECOMMENDATIONS	TIME FRAME (Short: 1-2 years, Medium: 3-5 years, Long: 5+ years)	PARTNERS	OUTCOMES
<b>3.5</b>	<b>Encourage engaging street-level activity</b>			Excellent public realm; increased foot traffic
a)	Actively encourage, recruit, and manage street performers/buskers.	short	DFWI, City	
b)	Continue to encourage patio/outdoor dining.	ongoing	DFWI, City	
c)	Help businesses design for better visibility of businesses at street level.	medium	DFWI, City	
e)	Engage developers early and reinforce expectations around the design of ground-floor spaces and the need for street-level activity.	ongoing	DFWI, City	

### POP-UP PROGRAMMING IN PUBLIC SPACES

<b>3.6</b>	<b>Bring arts, culture and education outside the usual venues</b>			Increased programming; increased foot traffic; increased visitors
a)	Continue to work with partners to bring arts, performances, educational, and library programming outside to parks and public spaces to provide enrichment and hands-on learning opportunities.	ongoing	DFWI, Downtown Parks Conservancy, arts organizations, educational institutions, Fort Worth Library, museums	
b)	Encourage major developments, property holders, and landlords to recruit/support diversified programming and venue options.	short	DFWI, businesses, building owners	
<b>3.7</b>	<b>Develop itineraries/opportunities to explore themes and businesses Downtown</b>			Increased programming; increased foot traffic; increased visitors
a)	Develop guided tours exploring different themes, including early Fort Worth history, Hell's Half Acre, arts and culture, fun for kids, Downtown parks, architecture, food scene, etc.	short	Visit Fort Worth	
b)	Develop self-guided art and architectural tours that celebrate historic sites and businesses.	short	DFWI, Visit Fort Worth	
c)	Host annual events to invite the public to visit and tour spaces and buildings they would not otherwise see.	short	DFWI, Visit Fort Worth, building owners	

### 3 GREAT AND DISTINCTIVE PLACES

PRIORITY	RECOMMENDATIONS	TIME FRAME (Short: 1-2 years, Medium: 3-5 years, Long: 5+ years)	PARTNERS	OUTCOMES
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#### PARKS AND CIVIC SPACES

	<b>3.8 Elevate, prioritize, and promote signature public spaces between the Trinity River and Hayne Memorial Triangle Park</b>			Completed improvements to signature public spaces
a)	Implement master plan to create rewarding experiences at Paddock Park and Heritage Park.	medium	DFWI, City	
b)	Create engaging Main Street spaces for gathering.		DFWI, City, businesses	
	- <i>Near-term pilot</i>	short		
	- <i>Long-term pedestrian street</i>	long		
c)	Transform General Worth Square into a Downtown destination park.		DFWI, City, Visit Fort Worth	
	- <i>Near-term activation</i>	short		
	- <i>Long-term redesign to create unified and more usable park space</i>	long		
d)	Activate and program the Water Gardens.	medium	DFWI, City, Visit Fort Worth	
e)	Enhance gateway between Downtown and Near Southside at Hayne Memorial Triangle Park, Water Gardens, and South Main Tunnel.	medium	DFWI, City	
	<b>3.9 Enhance and activate existing Downtown parks</b>			Investment in park improvements and programming
a)	Enhance and activate Burnett Park.	short	DFWI, City	
b)	Enhance Hyde Park and Peter Smith Park.	medium	DFWI, City	
c)	Explore opportunities to improve Tarrant County Plaza.	medium	DFWI, City	
	<b>3.10 Create new parks and civic spaces</b>			Updated Downtown Fort Worth Parks and Open Space Plan; new parks Downtown; new Central Library Downtown
a)	Develop new park space at the New City Hall.	medium	DFWI, City	
b)	Rebuild library in the Core.	long	City	
c)	Explore opportunities for additional new park and open spaces.	long	DFWI, City, TXDOT	
d)	Activate plazas.	short	DFWI, property owners	

## 4 SEAMLESS CONNECTIONS

PRIORITY	RECOMMENDATIONS	TIME FRAME (Short: 1-2 years, Medium: 3-5 years, Long: 5+ years)	PARTNERS	OUTCOMES
<b>TRANSIT</b>				
<b>4.1</b>	<b>Make transit easy to use</b>			Increased transit ridership; increased transit customer satisfaction
a)	Market Downtown as the central hub with seamless connections to other districts and amplify Trinity Metro's marketing message in complementary marketing efforts by partners.	short	DWFI, TM, City, Chamber of Commerce, Metropolitan Black Chamber of Commerce, Hispanic Chamber of Commerce, Visit Fort Worth	
b)	Provide real-time route and arrival information for all bus and passenger trains on the internet, apps, and on displays at key locations.	long	TM	
c)	Enlist hospitality staff to promote transit options by integrating transit directions into their platforms, providing maps, and assisting with online information.	medium	DFWI, TM, Visit Fort Worth, hotels, restaurants	
d)	Deploy Trinity Metro Envoys and Downtown Ambassadors at the train stations to help direct visitors during peak hours/special events.	medium	DFWI, TM	
e)	Increase the prominence of Central and T&P stations from the street using distinctive wayfinding and other strategies.	ongoing	DFWI, City, TM	
	- Implement TIF-funded Lancaster-to-T&P platform connection enhancements.	short	DFWI, City, TM	
	- Prioritize and provide high level of maintenance on 9th Street connection between Central Station and the Core.	medium	City	
f)	Ensure that development on 9th Street creates a positive pedestrian experience.	ongoing	DFWI, City	
g)	Improve internal wayfinding, signage, storytelling moments, and amenities at Central Station and T&P Station, and increase marketing of Downtown at DFW International Airport.	short	DFWI, TM	
h)	Maintain consistent, easy to understand branding for various transit options.	ongoing	TM	
<b>4.2</b>	<b>Enhance the service of the existing transit system</b>			Increased transit ridership; increased transit customer satisfaction; better connection from Downtown to adjacent districts
a)	Maximize TEXRail and TRE service frequencies to promote increased commuter rail use.	long	TM	
b)	Increase and market frequencies on key Downtown bus routes.	long	TM	
c)	Extend bus service to provide service to the new City Hall.	medium	TM	
d)	Add transit information within buses and existing transit infrastructure.	medium	TM	
e)	Expand branded service from Downtown to the Stockyards and Near Southside (adjacent districts) by expanding the Dash, Molly the Trolley, or adding additional branded lines.	short	TM	
f)	Support extending service span of circulators to benefit more users.	short	TM	
g)	Study expanding transit service to Butler Place, Panther Island, and other adjacent districts as future development occurs.	long	TM	
h)	Ensure traffic control plans for construction coordination and street closures, including coordination with Trinity Metro for service interruption and system detours.	ongoing	TM	

4 SEAMLESS CONNECTIONS				
PRIORITY	RECOMMENDATIONS	TIME FRAME (Short: 1-2 years, Medium: 3-5 years, Long: 5+ years)	PARTNERS	OUTCOMES
<b>4.3</b>	<b>Expand the use of transit to support and manage major events</b>			Increased transit ridership; increased transit customer satisfaction; reduced traffic congestion
a)	Continue and expand event coordination approach with Trinity Metro and Visit Fort Worth.	ongoing	DFWI, TM, Visit Fort Worth, hoteliers, event producers, convention organizers	
b)	Extend weekend hours for certain routes to provide late-night rides home.	medium	TM	
c)	Display transit information and maps prominently at events, at ticket windows, and on "How to Get There" event information pages, ads, and social media communications.	medium	TM, event producers, convention organizers	
<b>4.4</b>	<b>Consider high-capacity transit for future transit expansions</b>			New high-capacity transit options
a)	Explore and prioritize high-capacity transit infrastructure when considering transit expansions.	medium	TM	
b)	Explore high-capacity transit to connect Downtown to other high-density areas of Fort Worth, as the Transit Moves Fort Worth Plan recommends.	long	TM	
<b>4.5</b>	<b>Strengthen transit leadership and advocacy</b>			Better coordination in support of transit
a)	Establish coordination between staff members within both Trinity Metro and the City Departments whose primary responsibilities involve managing programs and coordinating joint projects.	short	TM, City	
b)	Improve coordination among partners to advocate for financial resources to strengthen transit service.	short	TM, Chamber of Commerce, Metropolitan Black Chamber of Commerce, Hispanic Chamber of Commerce, Tarrant Transit Alliance, Real Estate Council, American Council of Engineers	
c)	Encourage a coordinated vision for expanding the passenger rail network and advocate for expanding passenger rail in the county.	medium	TM, City, Tarrant County, Tarrant Transit Alliance	
d)	Continue coordination between the City, Trinity Metro, and the NCTCOG on implementing the vision of the Metropolitan Transportation Plan and related transit funding needs.	ongoing	TM, City, NCTCOG	
e)	Support approval of the Transit Moves Fort Worth Plan to solidify the vision for transit in Fort Worth.	ongoing	TM, City	
f)	Continue cooperation with the NCTCOG's efforts on high-speed rail access to Fort Worth.	ongoing	TM, City, NCTCOG	
<b>STREETS</b>				
<b>4.6</b>	<b>Utilize street character to guide investments and treatments</b>			Updated Master Thoroughfare Plan
a)	Consider refinements to the Master Thoroughfare Plan to develop street treatments and prioritize according to street type.	short	City, DFWI	

#### 4 SEAMLESS CONNECTIONS

PRIORITY	RECOMMENDATIONS	TIME FRAME (Short: 1-2 years, Medium: 3-5 years, Long: 5+ years)	PARTNERS	OUTCOMES
<b>4.7</b>	<b>Expand the walkable core with streetscape improvements</b>			Increased number of blocks with streetscape improvements; increased foot traffic
a)	Improve pedestrian comfort, particularly on key streets that connect with open spaces, transit, and other destinations.	medium	City	
b)	Develop a comprehensive tree planting and maintenance program and continue to expand tree cover, landscaping, and shade.	medium	City	
c)	Improve sidewalks, ADA access, and crosswalks, and explore a program for artistic crosswalks on activity streets.	medium	City	
d)	Continue to develop and update existing wayfinding program to manage and maintain signage.	medium	City	
e)	Provide amenities such as benches, wireless infrastructure, maps and wayfinding on activity streets and near destinations.	long	City	
f)	Develop permanent and temporary public art locations, particularly on activity streets, commerce/mixed-use Streets and commercial connectors that serve as gateways.	long	City	
<b>4.8</b>	<b>Coordinate bicycle network improvements</b>			Increased miles of bike infrastructure; increased number of bike share stations; increased count of bicyclists
a)	Examine the Active Transportation Plan and explore strategies for improving the Downtown bike network.	short	City	
b)	Develop a prioritization plan to allow for budgeted improvements over time for the creation of safer multimodal connections to trails and adjacent districts.	short	City	
c)	Paint all dedicated bus/bike lanes red as per NACTO street design standards, and expand network.	long	City	
d)	Expand Fort Worth Bike Share program to include more bikeshare locations to new destinations such as the new City Hall, the neighborhoods west of Henderson Street, Samuels Avenue, and the Innovation Hub.	long	City	
<b>4.9</b>	<b>Support Downtown growth areas and connections through street improvements and multimodal projects</b>			New street improvement projects started
a)	New City Hall: Implement key recommendations of City Hall Multimodal Transportation Study for street and sidewalk improvements, trail connectivity, bus stop relocation, intersections, and street grid.	medium	City, TM, DFWI	
b)	Convention Center: Straighten Commerce Street, conduct traffic studies to explore multimodal use, add trees and landscaping on Commerce and Houston streets, improve Water Gardens visibility, access, and experience.	long	City, DFWI	
c)	Butler Place: Support the City and FWHS to improve Butler access.	long	City, FWHS	
d)	Core to Near Southside: Support pedestrian improvements on South Main Street (in progress), Henderson Street, and Jennings Avenue.	ongoing	City, DFWI, Near Southside	
e)	Core to Panther Island: Identify key multimodal and pedestrian improvements to enhance access and support development planned in this district such as add a pedestrian bridge along the "Houston Street line," explore pedestrian improvements on the Main Street bridge, add a streetcar from Panther Island to Downtown, add branded transit that serves Panther Island.	long	City, DFWI, TRWD	
f)	Core to East Side: Improve the connection along 3rd and 4th streets to connect to the Trinity River and East Side neighborhoods.	ongoing	City, DFWI	

## 4 SEAMLESS CONNECTIONS

PRIORITY	RECOMMENDATIONS	TIME FRAME (Short: 1-2 years, Medium: 3-5 years, Long: 5+ years)	PARTNERS	OUTCOMES
<b>4.10</b>	<b>Improve coordination of streetscape and transit-oriented development projects</b>			
a)	Use City and County bond programs to design and construct bike/pedestrian infrastructure projects.	long	City, Tarrant County	Better coordination in street projects
b)	Increase the share of funding allocated to multimodal projects.	medium	City	
c)	Consider pursuing legislative changes that would allow Transportation Impact Fees to be collected for funding transit and other active transportation modes.	medium	City	
d)	Implement Active Transportation Plan for Downtown Fort Worth.	long	City	
<b>4.11</b>	<b>Study additional one-way to two-way street conversions</b>			
a)	Update Downtown Access and Circulation Study and revisit and study past plans that propose one-way to two-way conversions and explore others as development patterns change	short	City, DFWI	Street conversion projects started
<b>PARKING</b>				
<b>4.12</b>	<b>Create an effective parking system to maximize existing resources</b>			
a)	Conduct a parking study to understand parking utilization, needs, and opportunities for maximizing efficiency and reducing costs.	short	City, DFWI	Creation of Downtown parking entity; creation of shared or district parking; improved parking utilization
b)	Explore the creation of an entity such as a Downtown Parking Authority or Parking Management Corporation to coordinate management, pricing, and shared parking for private and public garages and metered parking.	long	City, DFWI	
c)	Maintain free weekend and evening parking at retail core-serving garages.	short	City, DFWI	
d)	Develop a shared parking or district parking model for use by new development applications to better match the parking supply with the shared parking demand.	medium	City	
e)	Explore the concept of shared parking facilities to reduce costs and incentivize development.	long	City, DFWI	
f)	Consider development incentives for vanpooling, carpooling, EV charging stations, and other parking supply in new developments.	long	City	
g)	Consider opportunities to incorporate green infrastructure in surface parking to capture stormwater from smaller rain events, filter pollutants, provide aesthetic plantings, and calm traffic.	short	City	
<b>4.13</b>	<b>Reevaluate on-street parking system and pricing</b>			
a)	Collect parking utilization data regularly to understand where on-street parking is underused (capacity/frequency) to consider pricing adjustments.	short	City	Improved on-street parking efficiency; increased parking revenue
b)	Study converting one travel lane on two- or three-lane streets to parallel parking lane to provide more on-street parking.	short	City	
c)	Evaluate streets for additional parking meter service.	medium	City	
e)	Ensure prompt removal of meter "bags" after permits expire.	short	City	

## Measuring Success

Each year, DFWI and its partners should measure their progress using the following metrics.

	2023	2024	2025	2026	2027	2028	2029	2030	2031	2032	2033
<b>Livable Neighborhoods</b>											
# of affordable housing units (goal: 15% below 80% AMI, 10% for 80%-120% AMI)											
# of total new housing units (goal: 2,500 by 2033)											
% of units with 2 bedrooms (goal: 43%)											
% of units with 3 bedrooms or more (goal: 15%)											
# of Downtown residents (goal: 20,000 by 2033)											
% increase in school-age Downtown residents											
# of new childcare and after school programs											
# of unhoused connected with local services											
<b>Diversified Economy</b>											
# of new corporate anchors											
# of new business relocations											
Net change in businesses											
# of new start-up businesses											
# of new restaurants											
# of new retail establishments											
% of businesses owned by MBE or WBE											
# of new hotel rooms											
Hotel occupancy rates											
% decrease in vacant storefronts											
SF of new Class A office space (goal: 1M SF by 2026)											
# of Downtown jobs by industry											
Downtown unemployment rate											
# of Downtown visitors											
<b>Great and Distinctive Places</b>											
\$ invested in park improvements											
\$ invested in public art											
Park and street foot traffic counts											
# of total events Downtown											
# of Downtown event visitors											
% increase in park space Downtown											
<b>Seamless Connections</b>											
% transit ridership increase											
% transit customer satisfaction increase											
# of transit improvement projects											
\$ invested in transit investments											
# of miles improved along streets											
\$ invested in streetscape improvements											



