

a proposal by



There

in Southside



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Meet me There.

There in Southside is a development made with one goal in mind: Create an Experience.

Fort Worth's districts are phenomenal: West 7th, Cultural District, Westbend, Waterside, Alliance, Downtime, Near Southside/Magnolia, South Main. Each is distinct and attractive. Yet we're missing a crucial element: the experience of being **There**.

There, you'll find a mix of cultural delights: salsa, boot scooting, and the Hollywood shuffle. Future focused, we've incorporated on-demand services into the structure and function of the development (e.g. covered and easily accessible garage lanes for ride-sharing, drop-offs for food delivery from Fort Worth's finest restaurants.) Coupled with Fort Worth's first artisan maker's space, **There** is room for a new level of creative community.

And finally, **There** will house the new Fort Worth Museum of African-American Culture that pays homage to the neighborhood's history while simultaneously moving our social discourse forward. Be **There**.



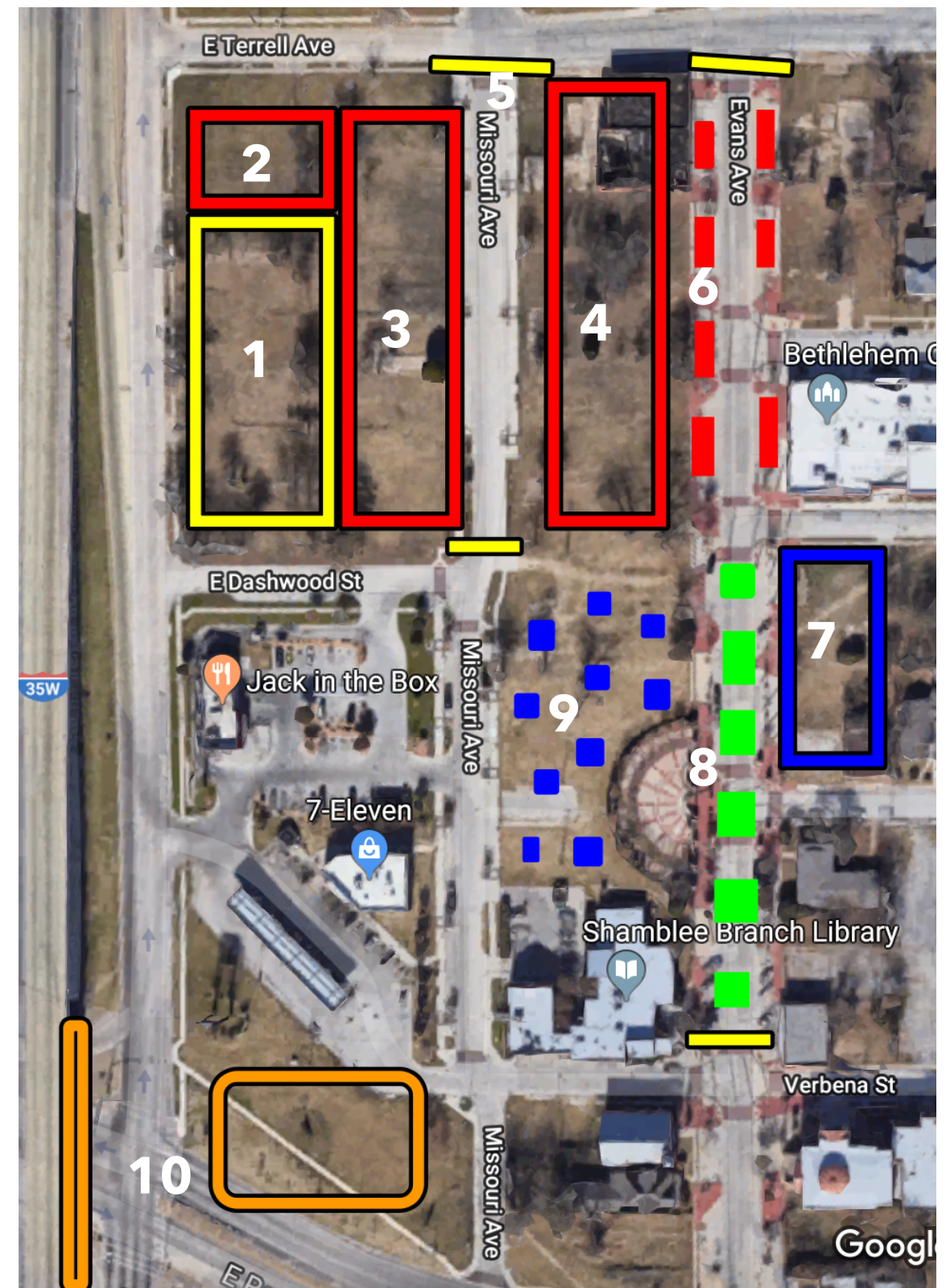
*Brian Dixon, Joy Woods, James Walker, Keisha Bennett,
Southside Renaissance Founders*

Compliment and Complement

There's strength is complementary: with no duplicate concepts competing with other Fort Worth venues, **There** is a truly unique destination that complements other iconic Fort Worth locations. The open air esplanade and cultural building is a compliment to the historic neighborhood and automated pylons create protected areas to dance and congregate outside, creating an experience similar to other exciting cities (Austin, New Orleans, etc).

Key

- 1 Multi-Level Parking Garage
- 2 Performing Arts/Recording Studio Co-Working/Entertainment
- 3 Visual Arts Co-Working/Entertainment
- 4 Visual Arts Co-Working/Entertainment
- 5 Automated Pylons
- 6 Food Trucks
- 7 Cultural Museum/Retail/Aesthetic Offices/Bank Branch
- 8 Open Air Market & Sculpture Walk
- 9 Casual Seating
- 10 Entry and Art Feature



You'll find it There.

Buildings 2, 3, and 4 are two story buildings designed specifically for the anchor tenants: movers and shakers. On the bottom floors, various clubs exist side by side, drawing crowds of all backgrounds: LGBT, hip/hop, country, latin, ballroom, and lounge. With the popularity of escape rooms, arcades, and trivia spots, these buildings will be designed with extra soundproofing and purposefully facing one another across Missouri, safely barricaded by pylons during evening hours. The second floor of building two houses recording studio co-workspace for musical artists while the second floors of buildings 3 and 4 house creative space for artists of physical media.

Building 7: Ms. Opal Lee has created and maintained a museum for

decades. Now it can have a permanent home on the first floor. Coupled with a coffee shop and open air lobby, this space invites visitors to learn more about Fort Worth's African-American history. On the upper floor of this two story building are two staples of the African-American community: the barber/beauty shop to keep visitors looking their best. Special additions to the space include Historic Southside's first bank branch and a branch of Operation Hope, whose goal is to help capitalism and free enterprise work for the underserved.

Flipping the script, **There** has no fixed restaurants but instead brings in the best food trucks from around Fort Worth every evening.

The Open Air Market in the evenings resembles the local crafts of New Orleans, tempting locals and visitors

alike to sample African-American, Texan, and Fort Worthian inspired goods. With the help of street performers and a Sculpture Walk composed of juried large art pieces every year, Evans Plaza will become an artistic destination.

Durable furniture provides much needed space to sit and enjoy a quick bite or a nice drink (or to rest your puppies after dancing the evening away.) Easily deployed tables promotes impromptu domino and chess tournaments and rebuilds a sense of community between old and young, native neighborhood and visitor.

Committed to making this project a success, the City of Fort Worth will refurbish the I-35/Rosedale intersection and install a distinctive art installation and welcome sign.

What It's Not

As important as defining oneself, knowing what **There** is not is equally important:

Not another food hall or restaurant row: Fort Worth has many areas that do food and do it well. To try and bring in a restaurant to an up and coming area is twice as risky.

Instead, **There** relies on a rotation of Fort Worth's best food trucks to keep our patrons happy (and the rents down.) For a restaurant to come into this development and fail would hurt momentum and breed disenchantment throughout the neighborhood.

Not another mixed use development: Fort Worth needs a healthy nightlife and no one wants to live above a club. With surrounding neighborhoods full of empty lots and

houses ready for remodeling, **There's** patrons are encouraged to move into and contribute to the current neighborhood.

Not another Urban Village: **There** is not based on alcohol. It relies on a curated and mindful approach to fun and entertainment that the whole family can enjoy. Limited liquor licenses and ever-present security throughout the plaza ensure that everyone, regardless of age, gender, socioeconomic status, sexual orientation, or culture will have a fantastic time.

Not another row of clubs: **There's** design bookended Missouri means patrons are encouraged to interact with one another while minimizing noise pollution to the surrounding neighborhood.

Tenants

Anchor Tenants: Artist Co-Working Space (examples include: <http://www.weld.co/dallas/> & <https://dallasmakerspace.org/>) & **Music Recording Studio Co-Space**

Fort Worth Museum of African-American Culture

Other Tenants:

LGBT Club

Latin Club

Hip-Hop/R&B Club

Country

Universal Appeal

Barbershop/Beauty Salon

Operation Hope (<http://operationhope.org/about-us/>)

Arcade/Gaming Suites/E-Sports/Bingo

Trivia/Karaoke

Comedy Performances/Comedy Troupes

Banking Branch

Marketing

There is just one phase of a multi-phase project to revitalize the Evans-Rosedale Corridor.

- Connex Office Park (completed)
- Mindful @ Glenwood Park (pending)
- Hillside Music Pavilion (concept)

The key to **There** is the experience: No development actively curates an experience for its' patrons on a daily basis while taking into account the costs of "doing business."

Having capital intensive anchors (restaurants, retail, traditional co-working) is not financially viable until



Conceptual picture of Hillside Music Pavilion, just south of There and southwest of Mindful

a consumer base is created and maintained. Entertainment venues (clubs, karaoke, arcades) coupled with mobile food, and ride sharing with closely monitored social media gives **There** a unique opportunity for Fort Worth.

Target Market:

Ages 18-65

Demographics: All

Income: 25k+