

WESTBEND



FORT WORTH, TX

WESTBENDFW.COM

TRADE MARK



ABOUT

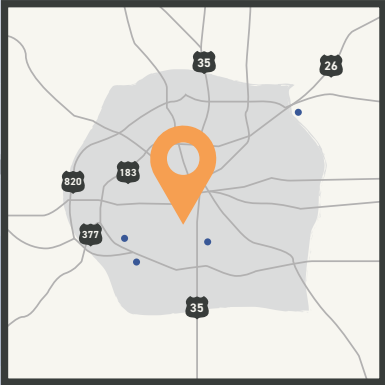
100% leased with premier retail & restaurants, an urban-style pedestrian experience and connectivity to the active social scene on the Trinity Trails, Westbend is the most desirable location in Fort Worth's successful University retail district.

Upon completion of the Phase II development, Westbend will be a 690,000 SF mixed-use urban infill district featuring trailside walkable restaurants, contemporary fashion retailers and service providers, high-end multifamily living, and Class A offices.



WESTBEND

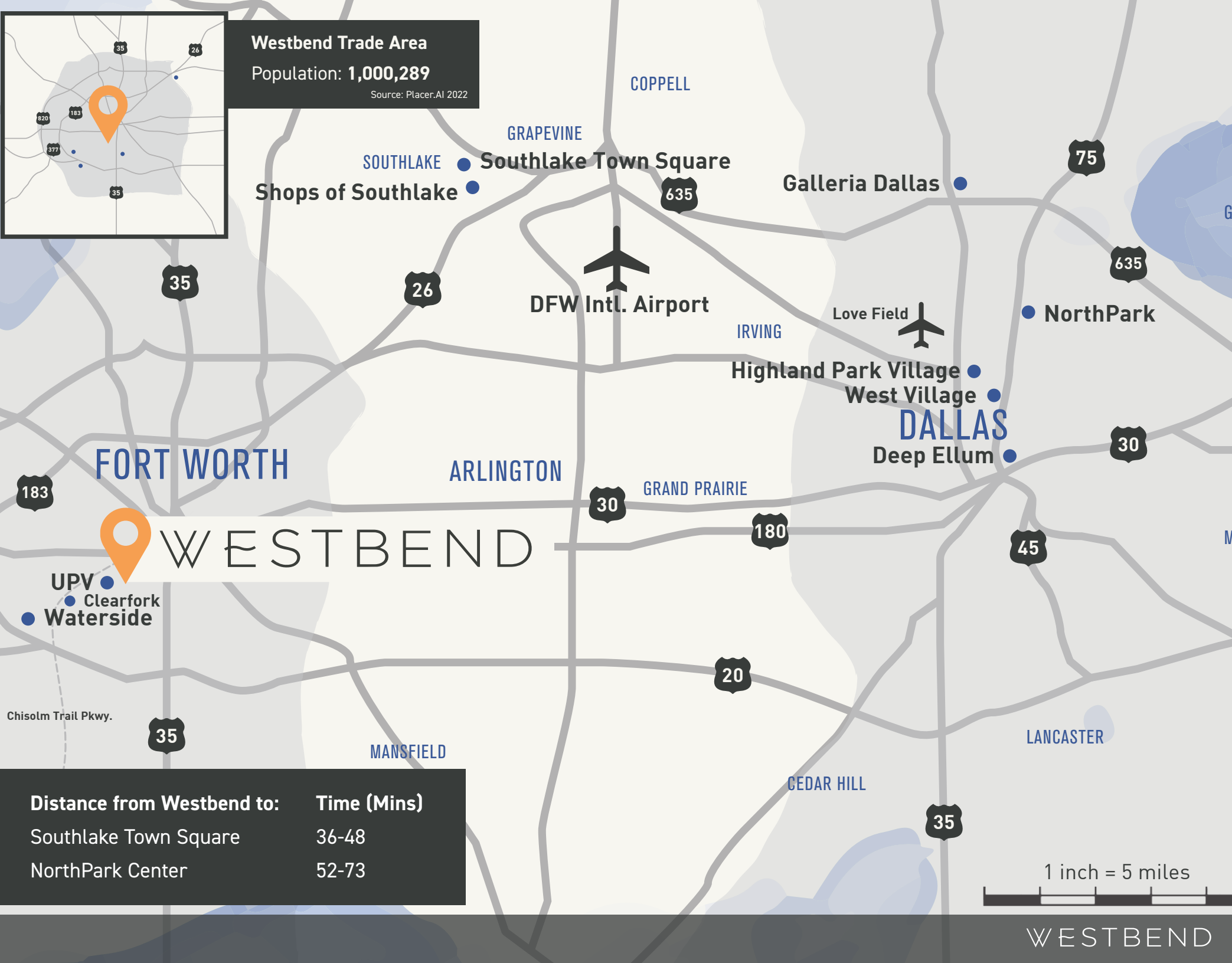




Westend Trade Area

Population: 1,000,289

Source: Placer.AI 2022



WESTBEND

Distance from Westend to:	Time (Mins)
Southlake Town Square	36-48
NorthPark Center	52-73

1 inch = 5 miles

WESTBEND



Fort Worth
STOCKYARDS
NATIONAL HISTORIC DISTRICT

Crestwood

Monticello

DOWNTOWN

AMON
CARTER
MUSEUM OF
AMERICAN ART

Will Rogers
Memorial Center

West 7th

SUNDANCE
SQUARE

The Modern

Kimbell
Art Museum

Dickies

Arena

BOTANIC GARDEN

Ridgmar Mall

Ridgmar

Westover
Hills

River Crest CC

Camp Bowie Blvd

30 NEAR
SOUTHSIDE

DALLAS

WESTBEND

Ridglea North

Ridglea Hills

Clearfork

Chisolm Trail Pkwy.

University
Park Village

Colonial CC

Colonial

fort worth
zoo

183

Waterside

Bryan Irvin Rd.

Edwards
Ranch

Hulen St.

Stonegate

TCU

Tanglewood

Overton

Ridglea
Country Club
Estates

Mount Del
Estates

20

Mira Vista

Edwards
Ranch

Hulen Mall







Trail Lake

20

WESTBEND









1-Mile Radius

-  **6,048** Population
-  **2,581** Households
-  **\$213,452** Average HHI
-  **38.3** Median Age
-  **15,070** Daytime Demo
-  **70%** Bachelor's Degree +%









3-Mile Radius

-  **117,814** Population
-  **48,911** Households
-  **\$132,483** Average HHI
-  **33.7** Median Age
-  **169,086** Daytime Demo
-  **46.4%** Bachelor's Degree +%




5-Mile Radius

-  **296,745** Population
-  **115,348** Households
-  **\$111,157** Average HHI
-  **33.3** Median Age
-  **326,629** Daytime Demo
-  **35%** Bachelor's Degree +%









10-Mile Radius

-  **882,733** Population
-  **324,588** Households
-  **\$103,767** Average HHI
-  **33.6** Median Age
-  **737,716** Daytime Demo
-  **28.9%** Bachelor's Degree +%



TRADE AREA

-  **842,838** Population
-  **331,457** Households
-  **\$117,471** Average HHI
-  **34.6** Median Age
-  **613,199** Daytime Demo
-  **38.4%** Bachelor's Degree +%



FORT WORTH FAST FACTS

- 2020 to 2024 Growth Rate of Fort Worth: 5.16%; Dallas: 2.07% (AGS Data, 2024)
- 2024 Population: 967,612 (AGS Data, 2024)
- Daytime Population: 793,617 (AGS Data, 2024)
- Population Growth Rate from 2010-2024: 25.55% (AGS Data, 2024)
- #3 Best Large City to Buy a Home (Wallethub, 2022)
- Top 10 Large Cities to Start a Business (Wallethub, 2023)

TOURISM

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



U.S. CITIES RANKED BY POPULATION (2024)

11 Jacksonville, Florida 987,512

12 San Jose, California 974,929

13 Fort Worth, Texas 967,612

14 Charlotte, North Carolina 918,190

15 Columbus, Ohio 914,737

16 Indianapolis, Indiana 884,307

17 San Francisco, California 811,077

COMMUNITY-FOCUSED DINING

Nestled alongside the Trinity Trail and overlooking the Trinity River, HG SPLY CO., Ascension Coffee, Mamaka Bowls and Pressed Juicery, offer a neighborhood drop-in destination for coffee, lunch, dinner, drinks and everything in between. The sprawling patio space, chef-driven menus and classic drinks are perfect for foodies in Fort Worth.

Westbend continues to expand its strong F&B mix with the additions of **Shake Shack**, **Sweetgreen** and **Quince**, which has opened its highly anticipated first US location.



Downtown Fort Worth

Fort Worth Cultural District

AMON
CARTER
MUSEUM OF
AMERICAN ART

TheModern

Kimbell
Art Museum



30

WESTBEND

Trinity River

Westbend Residences (Under Construction - Future Mixed-Use Development)

University Drive

TCU

UNIVERSITY PARK
VILLAGE

UNIVERSITY PARK
VILLAGE

A&F (coming soon)
Altar'd State
American Threads
Anthropologie
Apple
Athleta
Bath & Body Works
Blue Goose Cantina
Chico's
Eatzi's
Fabletics
Faherty
Flower Child
Freebird

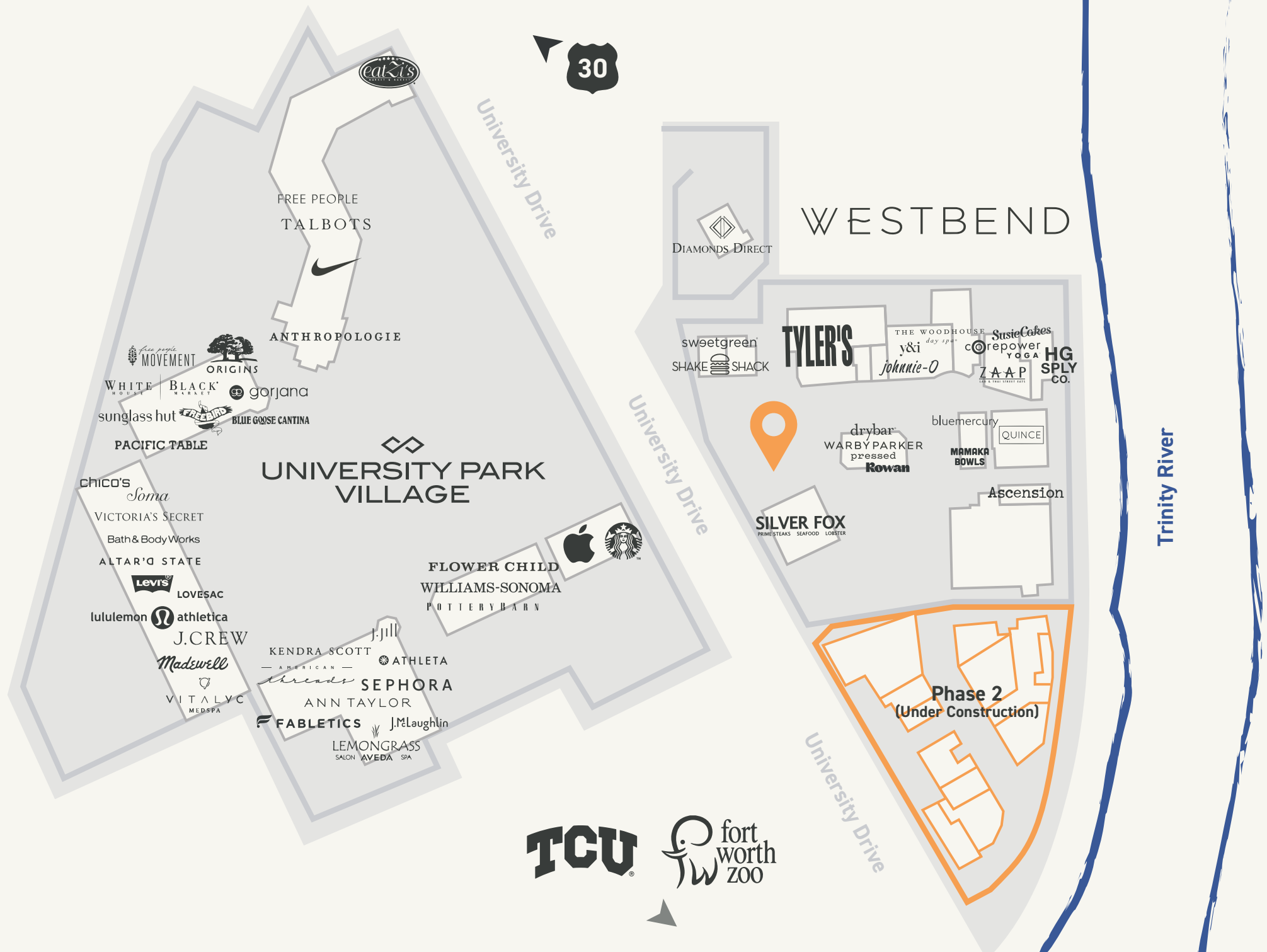
Free People
Free People Movement
Freebird
gorjana
J. Jill
J. McLaughlin
J. Crew
Kendra Scott
Lemongrass Aveda
Levi's
Lovesac
Lululemon Athletica
Madewell
Nike

Onyx Nail Bar
Pacific Table
Pottery Barn
Sephora
Soma
Southern Tide
Starbucks
Sunglass Hut
Talbots
Victoria's Secret
Vitalyc Medspa
White House Black Market
Williams Sonoma

WESTBEND

Ascension Coffee
Bluemercury
Corepower Yoga
Drybar
HG Sply Co.
Indochino
johnnie-O
Mamaka Bowls
Mod + Jo
Pressed
Quince
Rowan
Silver Fox
The Shade Store

Shake Shack
SusieCakes
sweetgreen
Tyler's
Van Leeuwen
Warby Parker
Woodhouse Day Spa
y&i clothing boutique
Zaap Kitchen



30

WESTBEND

UNIVERSITY PARK VILLAGE

Phase 2
(Under Construction)

Trinity River

TCU

fort
worth
ZOO

WESTBEND

MIXED-USE

Upon completion of Phase 2, Westbend will total approximately 690,000 square feet of dense and walkable retail, restaurants, offices, and 300+ multifamily units.

ACTIVE

Nationally recognized as a specialty running store, **Tyler's** offers a vast selection of athletic, lifestyle and collegiate apparel, footwear and accessories for men, women and youth.

patagonia[®]

vuori

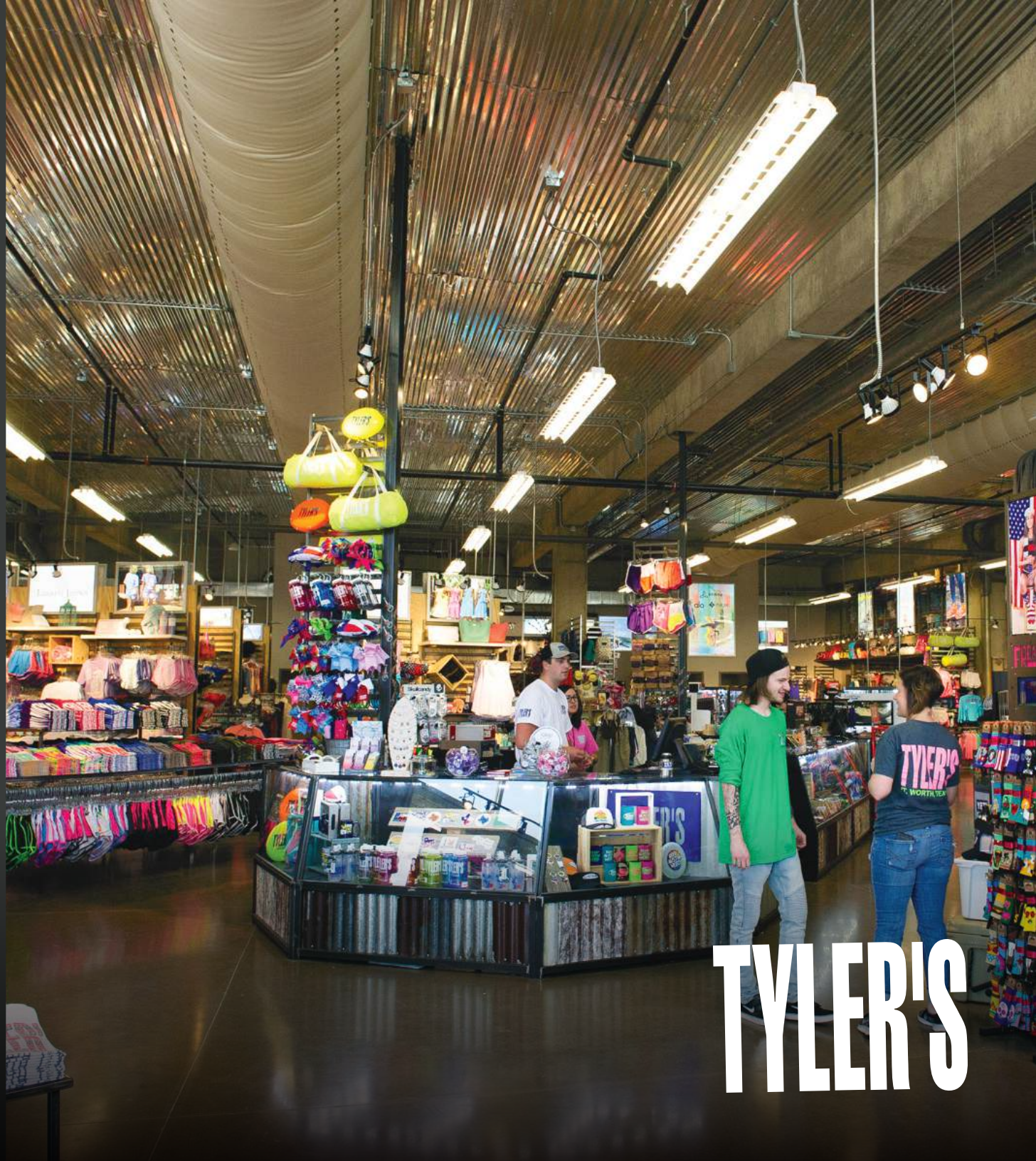
**THE
NORTH
FACE**

prAna

alo

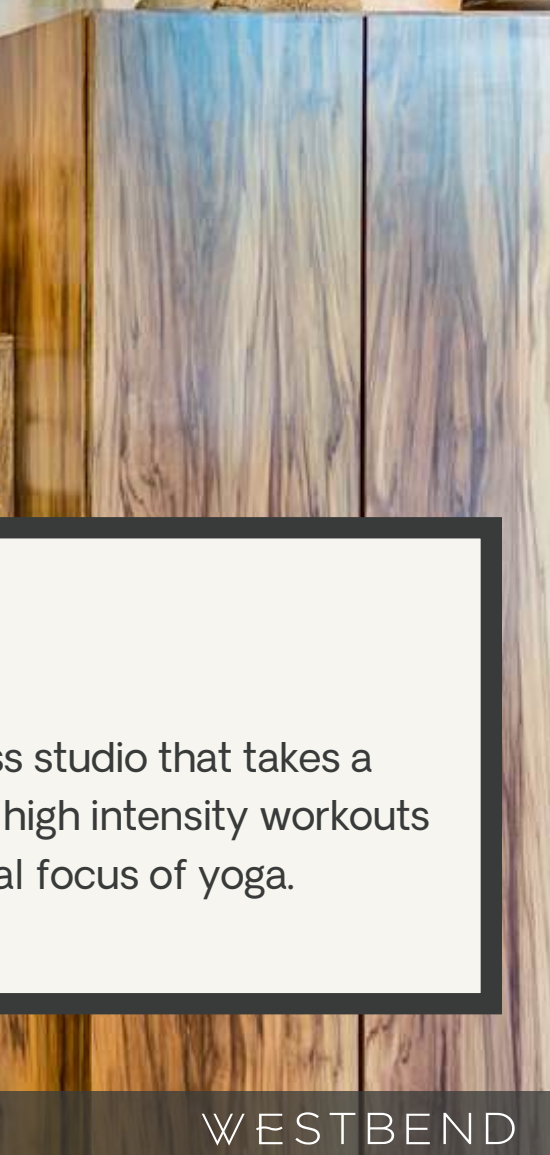
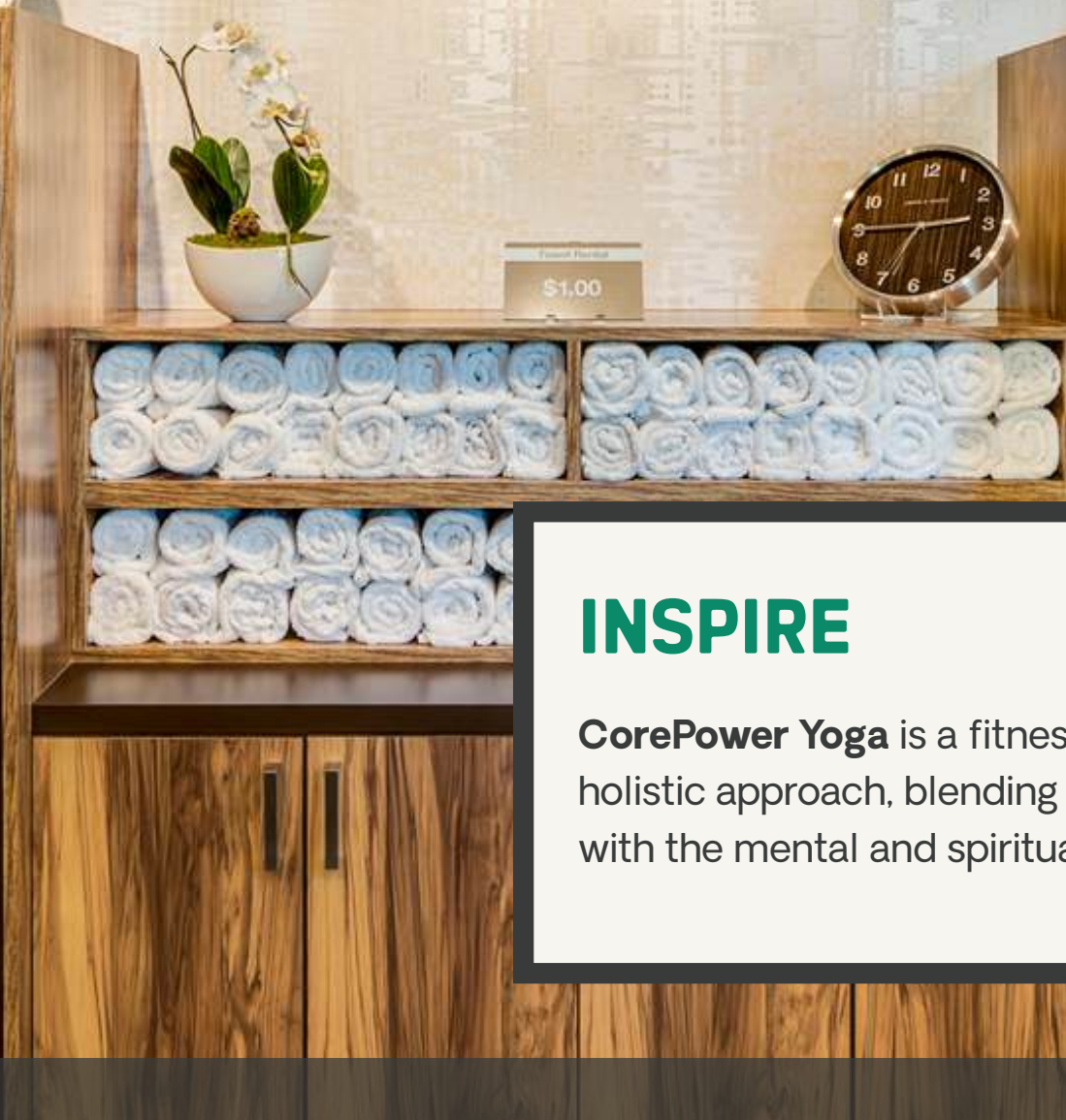
FRYE
SINCE 1863

YETI[®] *Splendid**



TYLER'S

corepower YOGA



INSPIRE

CorePower Yoga is a fitness studio that takes a holistic approach, blending high intensity workouts with the mental and spiritual focus of yoga.

SAVOR

From a casual comida with friends to late-night sushi, guests of **Quince** may come for a meal but they stay and ultimately return for the experience. This will be Quince's second location, with the first being in San Miguel de Allende, Mexico and ranked #1 rooftop restaurant in the world in 2020.



QUINCE



SHAKE

SHACK®

INDULGE

Shake Shack is a modern day “roadside” burger stand known for its delicious burgers, chicken, hot dogs, frozen custard, beer, wine and more. With its fresh, simple, high-quality food at a great value, Shake Shack is a fun and lively community-gathering place with widespread appeal.

NOURISH

Sweetgreen is on a mission to build healthier communities, by connecting people with real food. From the seed to the store, we're involved in every step of the supply chain, working with partners and farmers we know and trust. We make our food from scratch in each sweetgreen every day, using whole produce delivered that morning.

johnnie-O



johnnie-O is all about the journey and the experiences along the way that define their style. Based in Santa Monica, California, johnnie-O blends a SoCal vibe with East Coast tradition to create a distinct point of view within the lifestyle apparel industry.

HG Sply Co. is a place to gather with friends to enjoy simply delicious food, classic drinks and humble hospitality. The restaurant features a spacious ambient patio located on the Trinity River, perfect for people watching and dining al fresco.



**HG
SPLY
CO.**



bluemercury®

makeup • skincare • spa

Bluemercury offers the world's most innovative beauty products in a truly unique shopping experience. Clients receive unparalleled technical product knowledge, expert advice and friendly service.

Warby Parker was founded with a rebellious spirit and a lofty objective: to offer designer eyewear at a revolutionary price, while leading the way for socially conscious businesses. By circumventing traditional channels, designing glasses in-house, and engaging with customers directly, Warby Parker is able to provide higher-quality, better-looking prescription eyewear at a fraction of the going price.



WARBY PARKER

A close-up photograph of several tubs of Van Leeuwen ice cream. In the foreground, a white tub of 'COOKIES & CREAM' French ice cream is prominent. Behind it, a yellow tub of 'HONEYCOMB' is visible. To the left, a white bowl is filled with scoops of ice cream, some of which are topped with chocolate shavings. The background shows more tubs, including one with a red lid.

Van Leeuwen

ICE CREAM & VEGAN ICE CREAM

Van Leeuwen Ice Cream started with a mission to make good ice cream that makes you feel good. What could be happier than that magic combination of milk, cream, eggs, and cane sugar (or coconuts, cashews and oats for our vegan friends)?

The Shade Store removed the challenges of customizing window treatments. No more dealing with multiple vendors, long lead times, high costs, and lack of support. We're providing unprecedented access to the world's finest materials, artisan craftsmanship and the best workrooms in the USA.



THE
SHADE
STORE



Rowan is all about ears. They offer a fun, celebratory and safe piercing experience for everyone. All of their piercings are done by licensed nurses and all their products are hypoallergenic. When they say “Piercing for All”, they mean it. Everybody is invited to this ear party.

Drybar is a concept created around a very simple idea:
No cuts. No color. Just blowouts!



drybar®

INDOCHINO



Indochino offers custom-made suits, shirts, and formal clothes. Design your own unique outfits by selecting from premium fabrics, stylish cuts, and personalized details. Known for affordable luxury and quick service, Indochino is the go-to destination for tailored clothing.

y&i clothing boutique is the ultimate closet! y&i clothing boutique is a bright, friendly store with a well-edited assortment of great styles and quality clothing at affordable prices. Every month, they search through thousands of styles to put together a unique, wearable collection of the latest trends in clothing, accessories, jewelry, and gifts.



SusieCakes



Just like their grandmothers, **SusieCakes** does not use any mixes, artificial preservatives or trans fats in any of their products, but focus on baking their products from scratch.

Mamaka Bowls offers acai bowls, smoothies and coffees made with only fresh ingredients, no hidden sugars or dairy. Everything you see on the menu is exactly what will be in your order. Spreading the joy of California surf culture throughout the U.S. one Mamaka Bowl at a time. Let's live a life well lived!



MAMAKA BOWLS

pressed



Pressed's modern, streamlined stores are equipped with a knowledgeable staff that can help you on your wellness journey. Enjoy personalized advice and get recommendations for building a daily routine that works for you.

Ascension is an Australian-style coffee shop with simple European-café-type food and a laid-back, familiar atmosphere. Russell Hayward developed this concept with the simple goal of elevating the everyday American café experience.



ascension
CRAFT COFFEE + WINE + FOOD

Mod+jo



Mod + Jo is a DFW-based small-batch jewelry brand bringing you the perfect blend of vintage and modern style. Known for everyday must-haves and stunning 14k gold permanent jewelry, they've been crowned Best Affordable Jewelry Store (2022) and Best Permanent Jewelry (2023) by D Magazine.

Zaap Kitchen brings the incredible cuisine of Laos alongside Thai street food. Known for its vibrant flavors and fresh ingredients, Zaap Kitchen is a go-to spot for those looking to explore or enjoy Lao and Thai cuisines.



Z A A P
LAO & THAI STREET EATS

PUBLIC ART

In partnership with Fort Worth's Amon Carter Museum of American Art, Westbend showcases full-scale reproductions from the museum's photography exhibition. The reproductions from the exhibition rotate in six-month intervals to bring an exciting and diverse view to the public.

Located in the cultural district of the city, Amon Carter Museum of American Art has brought intricate and interesting art to the surrounding Fort Worth area for several years.





TENANT MARKETING

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

DIGITAL & SOCIAL

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

PUBLIC RELATIONS

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

ADVERTISING & EVENTS

- General campaigns for center brand awareness across digital, social, print and sponsorships.
- Inclusion in property events as applicable.
- Past events have included: Snap & Seek, Bike to The Bend, Property Art Crawl, Touch The Sky Yoga Sessions, Pop Up Art Installation.



TRADEMARK

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