

Sundance Square - Fort Worth Texas

What is it?

- An Entertainment District located in the heart of downtown Fort Worth, historic Sundance Square, Founded in 1982
- One of the US premier planned downtown mixed-use developments, hailed as a monumental achievement in urban redevelopment.
- Founded on the principles of urbanism, form based codes, design, historical preservation, pedestrian orientation.
- Named after the famed Sundance Kid, who used the Fort Worth area as a hideout, Sundance Square
- 40-block commercial, residential, entertainment and retail district where people work, live, shop and dine.
- Two million square feet of commercial office, retail and residential space, as well as overseeing parking facilities
- Vision of the Bass family and the creative leadership of the team over at Sundance Square
- 90,000 people per night



- Sundance Square’s beautiful landscaping, red-brick streets and turn-of-the-century buildings make it a pedestrian’s delight, “great streets”.

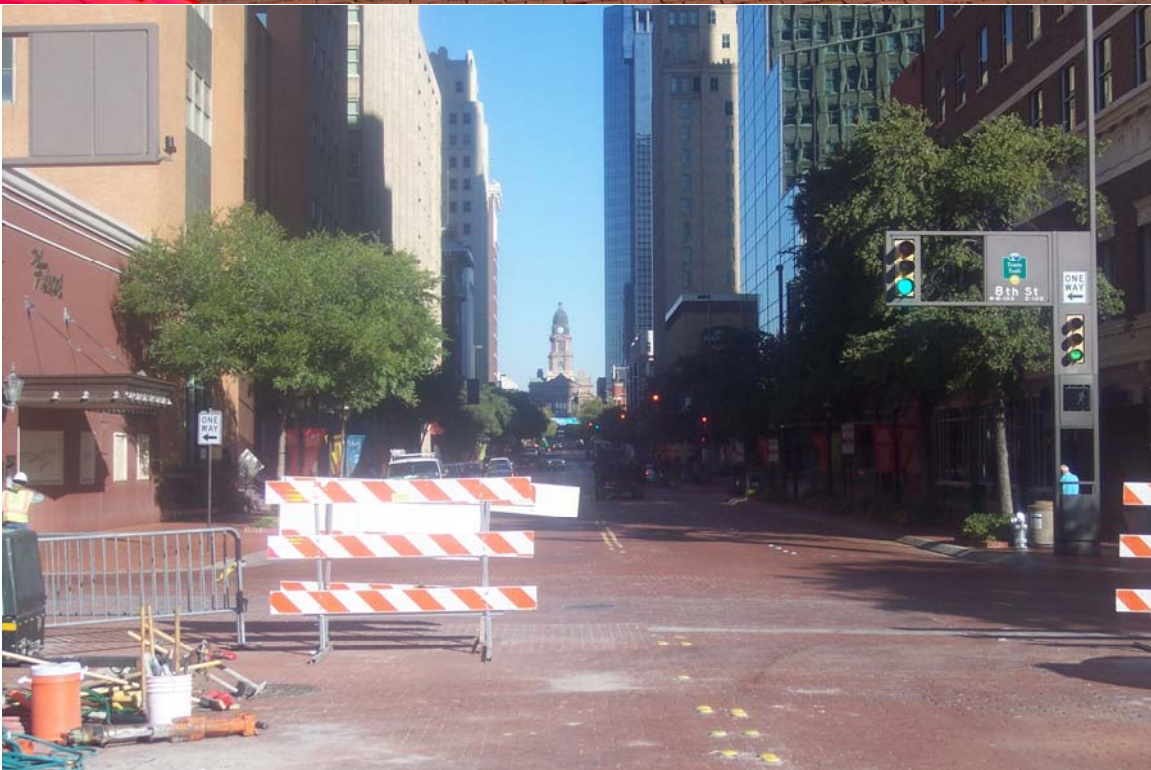


The Square works with numerous organizations to coordinate downtown events such as the Komen Race for the Cure, Cowtown Marathon, Main Street Fort Worth Arts Festival, Starbucks Parade of Lights and lighting of the Sundance Square / Texas Motor Speedway Children's Charities Christmas Tree.



- Increase in 6,000 residents in 10 years
- 1800 businesses
- 52,000 office workers
- Success is directly related to creating a strong pedestrian environment, and an incredible public realm.

- Main Street is the “spine” that connects the entire district. This was fundamental – “this pulls everything together – the Convention Center acts as an anchor, and City Hall, the other



A Central Gathering Place



Lighting Strategy

All major buildings are lit in a dramatic fashion to create a nocturnal image for the downtown.



Discussion with Owners of the Square

Why?

Areas seriously declined in the 70's, empty buildings, major social issues
In the 80's, traffic generators such as the convention center, CN Tower, other major public projects did not generate the spark, as there was no synergy between these investment and small business, the life of a downtown.

What is the role of the City (TIF, other?)

The TIF is the latest in a series of public-private partnerships tactics that we have used. In the early 80s, we use federal grants, in the 90s real estate tax abatements and in the late 90s the TIF has supported our efforts to continue offering free parking to retail customers who visit our downtown. Sundance Square began offering free parking at the very beginning in the early 80s and this has continued to be a linchpin of our efforts to draw locals back to our downtown. The TIF district has also provided some of the usual streetscape and public infrastructure improvements along the way.

What is the role of the Business Association?

The business improvement District has, more than anything, been an advocate for the needs of our downtown. It is also provided a forum in which collaborative ideas can be brought together behind a unified direction. As simple as that sounds, the general practice of working together is probably the single most powerful underlying ingredient to the success of downtown Fort Worth, in my opinion.

Are there head leases agreements with each tenant? e.g. -Design Guidelines (building facades)

One of the unique qualities that we have is that Sundance Square is a private development that owns 40 square blocks of our downtown. This makes the governing design and master planning a bit more straight forward. Every storefront, sign and in fact the displays zones (the first 6 feet within the retail shop behind the glass), are governed by the design guidelines and procedures in the Sundance lease document. This allows us to ensure the highest quality of design and merchandising display at all times.

Are there tenants whom the square "does not" want to be part of the "mall".

We occasionally get some resistance to the level of detail and direction. But, since we are a private development, we have the ability to make that a requirement of the lease. Another factor that I think is very important here is that we have try very hard to over-deliver on the value of the management and the marketing programs in Sundance. I really do believe that most of our

tenants regard our programs as being a great value and they do in fact believe that the management controls on operating standards, are of benefit to everyone in the end.

Are there Land Use Guidelines, e.g. is mixed use mandatory.

We always put retail on the ground level and office or residential on the levels above. That is simply a part of our master plan since the very beginning.

How is the free parking funded? And is free parking essential?

In our city, where competing retail developments have free parking, free parking is absolutely essential to the development and the success of our downtown.

This is the most important single thing we have ever done to sustain the development of Sundance. The free parking in Sundance is primarily provided by the private development itself.

If there is one thing you could go back and tweak, what would that be

It quite apparent today, we should have been putting more emphasis on creating housing in and around the downtown that would allow us to create that greater vibrancy 7 days a week. We are starting to do that now.