Why West 7th and its relationship to the Fort Worth Cultural District?
What did we do initially and how did we improve at West 7th?

**Initial Development**
Bland Tenant Storefronts

**Enhanced Improvements**
Iconic Pieces
What did we do initially and how did we improve at West 7th?

Initial Development
No Indoor/Outdoor Connections

Enhanced Improvements
Augmented Indoor/Outdoor Environments
What did we do initially and how did we improve at West 7th?

Initial Development
Diminished the Landscape/Hardscape Component

Enhanced Improvements
Created Livable Landscape/Hardscape Areas
What did we learn from West 7th and what are we doing now?

Retail real estate is a fun and exciting challenge!

Corporate

Cause

Identity crisis.

Discount

Community

Fitness

Entertainment

F&B

Grocery

Randalls

LA FITNESS

Ross

Dress For Less
What did we learn from West 7th and what are we doing now?

Any art in any of our projects needs to be:

- **Found**
- **Fun**
- **Financeable**
- **Functional**
- **Fit**