

Blazing a new trail:

The Shops at Chisholm Trail Ranch brings entertainment, restaurants and retail to southwest Fort Worth

BY BRANDI SMITH

Construction is underway on a much-anticipated retail development along North Texas' Chisholm Trail Parkway.

Named for the iconic Chisholm Trail along which it's built, The Shops at Chisholm Trail Ranch is part of Chisholm Trail Ranch, a 625-acre, master-planned development about 12 minutes south of downtown Fort Worth.

The development offers 250,000 square feet of space for entertainment, restaurants and retail users, including Marshalls, Old Navy, Five Below and Ulta. Studio Movie Grill has signed on as the entertainment anchor. The design also features eight smaller shop buildings between the outparcels and the major retail behind it.

"Those eight buildings are lined with breezeways between them for patios and will have hanging lights. They're designed to create an area where people are comfortable hanging out," says Anne Kuta, development director for StreetLevel Investments, adding, "We start delivering spaces to the tenants in December with a grand opening for the entire shopping center in April."

The development is more than 80 percent leased as we head to print, but there are still a few spaces available for interested restaurants and retailers. "We could use some more fast casual restaurants in the 2,000- to 2,500-square-foot range. There are a few segments where we just haven't found the right group yet" explains David Copeland, principal at EDGE Realty Partners.

"The location is at the heart of significant new housing growth happening in south Fort Worth," Kuta says. "You have high-quality schools, affordable housing and a quick, 12-minute jaunt

up the parkway to downtown Fort Worth. The area is just exploding."

That population boom is due, in part, to the opening of the Chisholm Trail Parkway, a 27-mile toll road that connects Fort Worth with Cleburne, in 2014. Until then, the area suffered from poor access and, as a result, didn't benefit from the Metroplex's incredible growth.

"The entire southwest Fort Worth area was held by a few large landowners who did not want to activate the property until the Chisholm Trail Parkway was actually built," says Brian Murphy, managing principal at StreetLevel. Because of that, The Shops at Chisholm Trail Ranch will be the area's first major retail development. It encompasses 35 acres at the southeast corner of the parkway and McPherson Blvd.

"The parkway was built without service roads, so each exit becomes a kind of super intersection, more like you'd see in California or Arizona," says Copeland.

StreetLevel is developing the property with equity partners Paravest Capital and 2GR Equity, LLC., GFF is the project architect and Arch-Con is tackling the project's construction. They also teamed up with EDGE Realty Partners to handle leasing.

"There's a number of opportunities for us to bring users to this area that may have not been there before and really put together a collection of tenants that we think will serve the neighborhood," Copeland says.

He adds that the goal is to provide a center that brings people in to shop and take advantage of services during the day, then return at night for a visit to Studio



Movie Grill or one of the restaurants with patio dining.

"It'll be the destination for dining and entertainment in southwest Fort Worth," echoes Murphy.

The need for this entertainment, soft-goods, and restaurant-anchored shopping center in the southwest Fort Worth market is clear as more people call the area home.

"You can buy a new house in the area starting in the \$300Ks, which really makes it accessible," Kuta says.

Chisholm Trail Ranch is one of those offerings. Incorporating the history of its namesake, the nearly 1,000-home development will feature a hike-and-bike trail system to link the community's parks and schools.

"We just had a new elementary school open up to the west of us this fall. That's more than 700 students nearby. Plus, Tarleton State University - Fort Worth opened up its first building with up to 2,500 students roughly two miles south of us," says Kuta. "We have housing and education creating a real need in the area. That's what is getting the interest of those national and regional users."

Time is running out to get in on The Shops at Chisholm Trail Ranch. When it's complete, Chisholm Trail Ranch will feature more than 1 million square feet of retail and commercial space.

For more information about this project, visit StreetLevel Investments' website at StreetLevelInvestments.com. For leasing visit EDGE Realty Partners website at edge-re.com or contact David Copeland at 214-545-6904 or Jordan Prescott at 214-545-6974. ■