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Planning Committee

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THE 2022 PANTHER DEN

What is the Panther Den?

The Panther Den is an Urban Design Competition hosted by the Young Leaders Council of the Real Estate Council of Greater Fort Worth.

You have been placed in a group of fellow Young Professionals, with whom you will collaborate on the best way to redevelop the site outlined in this packet. This is an opportunity to participate in the creative re-imagining of an underutilized property.

You are encouraged to meet with your team before March 1st to brainstorm and collaborate.

Your team should learn about the site, figure out how to utilize your teammate's strengths, and consider how you might craft your presentation.

It is recommended teams prepare their schematic site plan prior to the design competition.

On March 1st, at the Panther Den Competition, you will have 5 hours to craft and finalize a plan with your teammates and prepare your presentation. Industry professionals will act as floaters during this time and will offer your team valuable advice on the best way to formulate your vision.

At 5:30, each team will be given an opportunity to present their design in front of a small audience and to a panel of esteemed judges.

The aim of the Panther Den is:

- To meet and work with other Young Leaders.
- To learn more about the development process.
- To get your work in front of industry leaders.
- To promote innovative concepts & realize the potential of the selected site

COMPETITION OVERVIEW

Competition Goals

Integration into the I-35 District Overlay– The site has a new future. The development must show how it aligns and connects to the surrounding community. Three primary elements: Landscaping, lighting, and site planning.

Support the continued economic sustainability of the area.

Contribute to community identity – The site appeals to all ages, and contributes to the health and wellness of a community.

The Financial Feasibility of your Project – You will want to make sure that your project is financially feasible.

Your site must also take the following into account:

- I-35 Overlay will apply
- Existing floodplain on the property
- Existing Master Thoroughfare Plan – Ingress & Egress
- Access Road - Spacing between TxDOT driveways – 400 feet minimum
- All exterior arterial roads (outside project limits) are constructed and open to traffic
- Oncor transmission lines and ROW cross the south portion property and cannot be relocated
- Assume Water and Sanitary Sewer are to the site and available for all uses
- Parking for the stadium will be in a parking garage on the City's 75-acres

Entry Rules and Guidelines

- Entries may not belong to a current project in order to avoid a conflict of interest.
- Participants may use any resources available to them.
- Please ensure that there are no identifying features of the participant's employer to ensure fair judging
- Any information provided or deliverables created are for the purpose of the Panther Den and may not be used in development plans.

What to Bring & What is Provided

What to Bring

- Laptop Computer
- Paper (regular and tracing)
- To-scale print of your team's selected site area or schematic plan
- Pencils
- Pens
- Rulers
- Flash drive(s)
- Tape
- Drawing Markers

What is Provided

- Online access to site information
- Interactive proforma / budget with included assumptions
- Large-Format civil plans
- Examples of other plans
- Presentation computer and projector

Suggested Team Timeline

- February 10, 2022 – Kick-off Event
 - Meet your teammates and learn more about the proposed site – this meeting will be held Via Zoom.
- February 10 - March 1
 - Meet with your teammates a few more times, come up with the final concept and iron out details.
- February 17 – Pro-forma Meeting
 - Come learn about the Pro-forma and what you need to include for your project to be successful. This meeting will be held via Zoom.
- March 1, 2022 – The Panther Den Competition
 - 11:30 AM – Arrive, register and grab your lunch
 - 12:00 PM – The Panther Den Competition Officially Begins
 - 3:30 PM – Finalize site details, begin working on presentation and proforma
 - 4:30 PM – Go over presentation, know who is saying what & ensure that your presentation is under 12 minutes.
 - 5:00 PM – The Panther Den Competition Ends
 - 5:30 PM – Presentations Begin
 - 6:45 PM –Judging Deliberations
 - 7:15 PM – Winners Announced
 - 7:30 PM – Event Ends

The Judging Process

Each team will be given 10 minutes to present their project.

Judges will consider the following:

- Which team showed an understanding of the site's pros and cons, and established a thoughtful and realistic site plan?
- Which project created the most impact on the community, considering the goals listed under the Competition Overview?
- Which project had the most innovative use of land?
- Which project had the greatest economic impact?
- Which project had the best return on investment?
- Which project was financially feasible?

After each presentation, the judges will ask the group 5 minutes of questions to gather more information.

The judges will be given a packet from each team for reference after the presentation period.

Presentation Considerations:

- How will you showcase your design? Hand sketch, CAD, 3D Model?
- How will you display alignments with each stakeholder?
- How do you show mobility to and in your site?
- How will you present your budget assumptions?

Deliverables

Each group will be provided with a PowerPoint Presentation template you can use to present your final product. There will be a slide for the following:

- An introduction slide where your team will outline the potentials & challenges of the site. We will want you to acknowledge how your design takes these aspects into consideration and what unique solutions it offers.
- A Visual Site Plan (if hand-drawn, take a picture and upload into your presentation... but you can include both when you present)
- Product examples
- An outline of the proforma budget
- Development Summary (ROI, NOI, etc)

You will also turn in:

- A digital image of your site-plan
- Your Proforma

SITE INFORMATION

BASSWOOD35 - CITY OF FORT WORTH

Located at the Northeast corner of Interstate 35 & Basswood Boulevard, the 300 acre vacant tract of land offers endless possibilities. The City of Fort Worth is acquiring 75 acres to develop an 8,000 seat stadium for one of America's fastest growing sports, soccer. The stadium complex for the professional team will also include 11 soccer fields for tournament and recreational use. Keller ISD has also been granted access to the stadium for potential football games, sporting events, concerts & etc. Additionally, there has been discussion of establishing a performing arts center that would feature a 1,200-seat theatre, a smaller 240-seat space, and a 4,000-square foot dance floor. Basswood35 has the potential to be a vibrant, thriving community space for one of the fastest growing cities in the nation. Excluding these 75 acres the rest of the property is yours to develop.

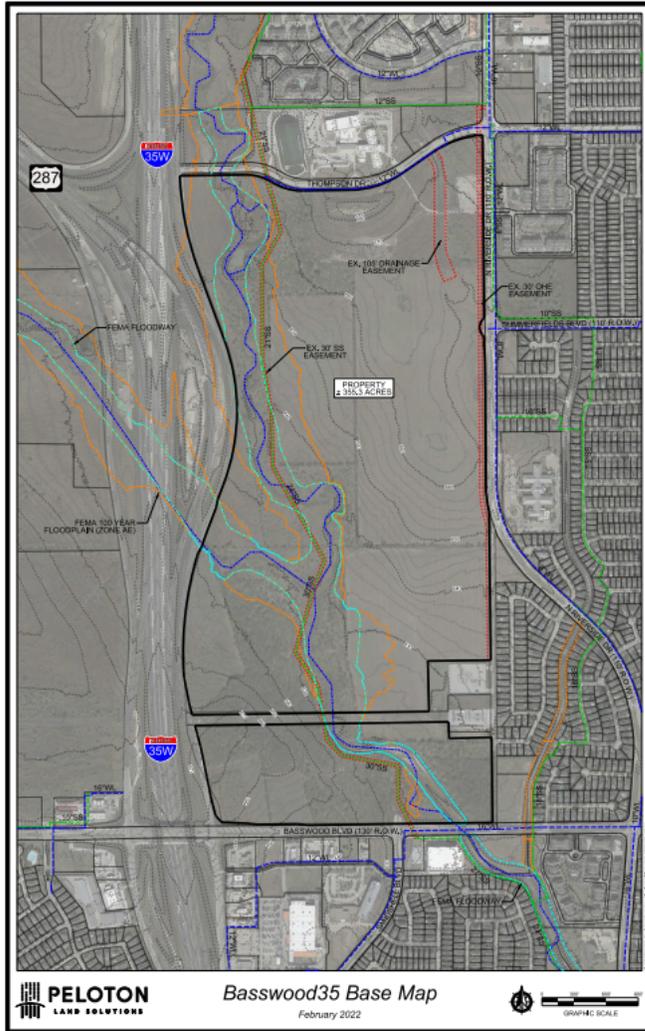
Facing Interstate 35, the site has excellent exposure with over 100,000 cars passing by each day. This site is characterized by ESRI's Tapestry Demographic data as being

- 23% 'Up & Coming Families' in their early 30s
- 23% 'Young & Restless' with a median age of 29
- 11% 'Home Improvers' at an average age of 37

In this zip code, 40% of the surrounding residents earn between \$50-\$100,000 & 23% of residents earn over \$100,000 annually making them a ripe consumer market projected to have 17% population growth over the next 5 years. Currently the main traffic generators are big box stores to the south of the site's location, and proximity to Alliance Town Center, Longhorn Industrial Park, Fort Worth Industrial Business Park, and Northern Crossing Business Park.



THE SITE DESIGN



The City of Fort Worth is committed to creating a thriving and vibrant mixed-use environment at this one-of-a-kind location in the city. This site within the I35 Overlay provides an opportunity to integrate primarily an office campus with other complimentary uses with public spaces, beautiful streetscapes, and pedestrian activity, which is highly desired in the current marketplace.

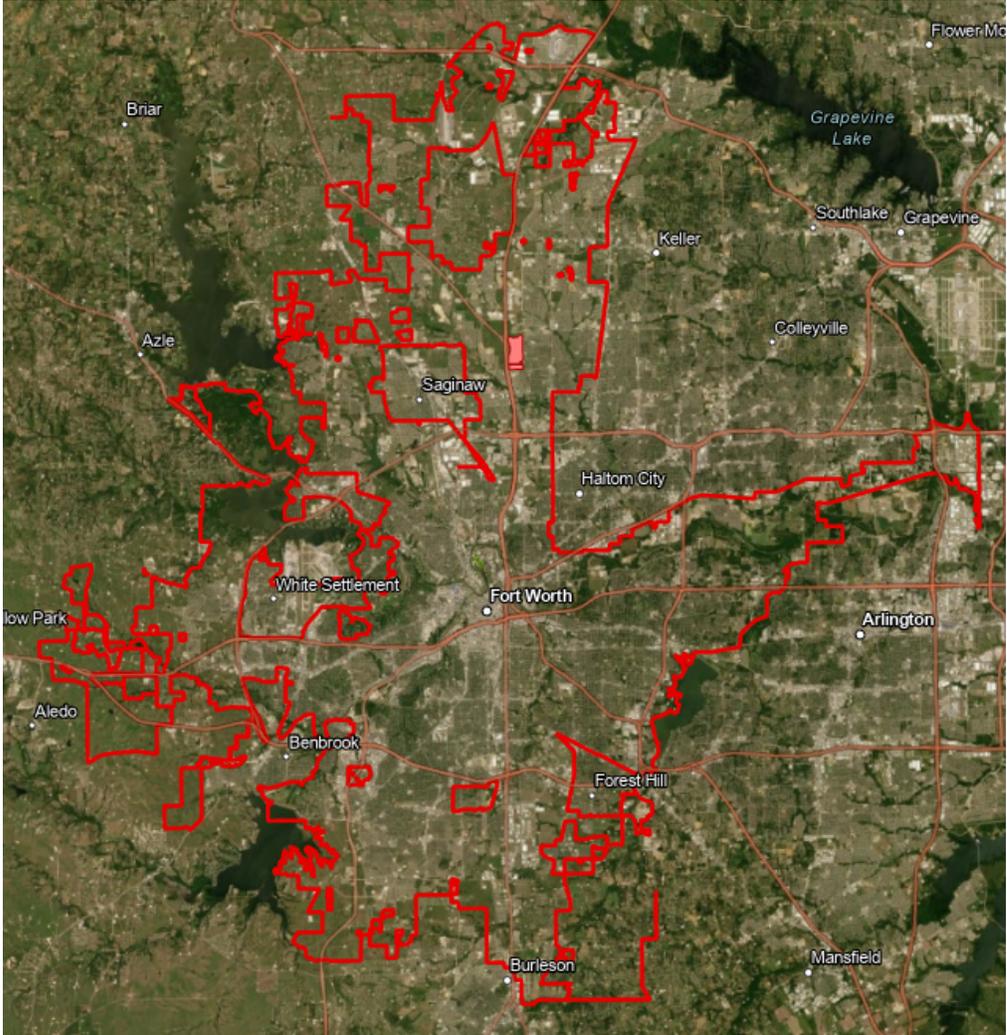
A vibrant mix of uses is encouraged at this location. In conjunction with primarily office use, a broad mix of complementary uses include retail, restaurants, high-density multi-family housing and a civic and/or public facility. The inclusion of and collaboration with owners/ developers of adjoining vacant land is encouraged to help achieve the mixed-use environment objective.

The design should respond to the context of the surrounding environment and demonstrate how it relates to the present and future needs of the City of Fort Worth. The design should also demonstrate an awareness to the following issues: sustainability, environmental responsibility, pedestrian-friendly design, and smart growth practices.



Land Use

1. **Texas Health Harris Methodist Hospital - Alliance:** a technologically advanced hospital that has earned national recognition for operating at the highest level of electronic medical record adoption.
2. **Alliance Town Center:** A premier commercial center developed by Hillwood and Trademark Property Company, offers shopping, dining and entertainment within North Fort Worth.
 1. **Fort Worth Stockyards:** A national historic district filled with regionally authentic entertainment, known as where the modern west begins
 2. **Fort Worth Aviation Museum:** Celebrating and showcasing the people and aviation accomplishments of North Texas, in a museum and science center that can preserve and display heritage



Site location relative to Fort Worth City Limits

SITE DEMOGRAPHICS COMPLETE

LAT/LONG: 32.761612,-97.098972

	1.0 Miles	3.0 Miles	5.0 Miles	Dallas-Fort Worth-Arlington TX
Population				
Population 2020	19,792	107,696	284,956	7,665,106
Pop. Growth Rate Since 2000	-0.4%	0.4%	0.8%	2.0%
Population 2010	15,829	92,250	250,710	6,366,542
Population 2025	21,484	114,777	300,914	8,337,297
Projected Pop. Growth Rate	1.7%	1.3%	1.1%	1.6%
Households				
Estimated Households 2018	8,966	44,560	112,607	2,826,352
Projected Households 2023	9,860	48,010	120,255	3,032,489
Projected Annual Growth	1.95%	1.55%	1.36%	1.00%
Income				
Average Household Income	\$57,366	\$68,185	\$68,768	\$100,039
Median Household Income	\$53,141	\$58,292	\$59,935	\$70,628
Race and Ethnicity				
White %	47.0%	53.6%	52.2%	61.2%
Hispanic %	35.6%	36.2%	37.1%	31.3%
Black or African American %	31.0%	21.1%	21.9%	16.6%
American Indian %	0.6%	0.7%	0.7%	0.7%
Asian %	4.8%	6.6%	6.8%	7.6%
Hawaiian or Pacific Islander %	0.1%	0.1%	0.3%	0.1%
Other Race %	12.8%	13.8%	14.3%	10.6%
Two or More Races %	30.8%	31.7%	33.1%	27.5%
Educational Attainment				
Population Age 25 or Over	12,666	67,871	180,843	5,011,114
Elementary School	476	4,831	14,998	346,729
Some High School	883	5,065	14,845	350,006
High School Graduate	3,251	15,842	45,951	1,134,187
Some College	3,537	15,433	40,829	1,040,580
Associate Degree Only	909	4,501	12,874	353,303
Bachelor Degree Only	2,549	14,139	33,996	1,157,836
Graduate Degree	1,061	8,060	17,350	628,473
Any College	8,056	42,133	105,049	3,180,192
College Degree +	28.5%	32.7%	28.4%	35.0%
Household Type				
Households w/ Children	2,446	12,511	36,111	1,033,723
Households w/ Children %	27.2%	28.1%	32.1%	36.0%
Average Household Size	2.1	2.3	2.4	2.0
Household Density per Sq. Mile	2,860.3	1,576.0	1,433.8	326.0
Annual Expenditure				
Total Household Expenditure	\$0.43B	\$2.38B	\$6.05B	\$197.33B
Retail Sales (billions)	\$0.2B	\$1.12B	\$2.86B	\$93.03B
Non Retail Sales	\$0.23B	\$1.26B	\$3.2B	\$104.3B
Retail Sales Per Household	\$22,461	\$25,090	\$25,355	\$32,915
Apparel Expenditure	\$15,075,185	\$83,791,374	\$213,153,099	\$7,036,938,156
Entertainment Expenditure	\$23,427,804	\$131,938,500	\$336,018,230	\$11,254,674,982
Food & Beverage Expenditure	\$64,119,805	\$352,303,520	\$899,637,968	\$28,956,174,085
Personal Care Expenditure	\$5,753,065	\$31,799,626	\$81,039,360	\$2,643,458,762
Labor Demographics				
Adj. Daytime Demos (Age 16+)	27,932	103,594	226,523	5,126,508
Labor Population (Age 16+)	15,728	86,094	222,630	5,942,303
White Collar Jobs	6,148	30,955	76,760	2,435,395
Blue Collar Jobs	4,847	24,025	66,507	1,527,869
Miscellaneous				
Average Household Net Worth	\$394,563	\$464,756	\$458,371	\$706,797
Owner Median Home Value	\$152,243	\$190,754	\$177,510	\$241,964
Generational Cohorts				
Gen Z Population	5,627	32,617	83,635	2,137,973
Gen Z %	28.4%	30.3%	29.4%	27.9%
Millennials Population	5,304	26,023	68,226	1,685,268
Millennials %	26.8%	24.2%	23.9%	22.0%
Gen X Population	3,405	18,650	50,438	1,520,543
Gen X %	17.2%	17.3%	17.7%	19.8%
Baby Boomer Population	3,234	18,465	49,252	1,454,895
Baby Boomer %	16.3%	17.1%	17.3%	19.0%
Total Age Distribution				
Median Age	31.3	32.8	33.0	34.5
Ages 19 Years or Less	5,048	28,414	78,756	2,147,861
Ages 20 to 64 Years	12,803	67,264	173,254	4,600,438
Ages 65 Years or Higher	1,941	12,018	32,945	916,807

I-35 DISTRICT OVERLAY

Purpose. The members of the I-35W Coalition envision a corridor along this portion of I-35W that reflects a level of quality and an aesthetic character that would support the continued economic sustainability of the area and that would help retain natural features of the landscape environment. The standards and guidelines are intended to help achieve this vision by focusing on three primary design elements: landscaping, lighting, and site planning.



Density

Max. dwelling units per acre with one use in a structure. Applicable to districts where residential uses are permitted.	40
Max. dwelling units per acre with more than one use in a structure. Second use must occupy at least 15% of gross floor area of building.	100

Building Orientation Standards

- Each building fronting I-35W or the frontage road should have primary entrances facing I-35W
- If a building cannot have its primary entrance facing I-35W, then the requirements for the I-35W facing elevation must meet the architectural intent
- To the extent possible, locate dumpsters and service areas on the side or rear of the buildings. Where this cannot be achieved all services areas and dumpsters must be screened with architectural elements that match the building

Setbacks

Features that can be incorporated into the setback area are as follows: Signage Entry drives Sidewalks and Pedestrian Plazas Benches and other pedestrian amenities (including shade structures) Planter and retaining walls Below-ground structures

(utilities, etc.) Sculptures, public art, and other decorative items
General Setback Standards Setbacks shall be calculated from the public right-of-way. (See Figure 20.2 on page 20) Building and paving setbacks vary by street type and location within each character zone (See charts on page 15) Where two public rights-of-way intersect, the setback requirements for each shall be incorporated. All setback areas shall be landscaped and maintained in good condition. (See landscape standards and guidelines for specific information.) Building and paving setback requirements may not be waived by the UDC. This requires a variance from the Board of Adjustment, with a recommendation from the UDC.

THE PROFORMA

A Financial pro forma detailing all costs and income for the development and throughout the life of the proposed transaction should be included in your deliverables.

Your proforma should include:

- Design and construction costs, financing and scheduling assumptions and all other identifiable project costs
- All revenue and expenses, including operating and maintenance expenses and net operating income
- Property taxes
- Planned capital expenditures
- Debt service and cash flow after debt service
- For any residences, proposed apartment mix and anticipated rental rates
- Detail on any District requirements

The Panther Den Planning Committee will be hosting a time for teams to bring questions about the Proforma on Tuesday, February 17, 2022.