

WATERSIDE



BRYANT IRVIN ROAD AT ARBORLAWN DRIVE, FORT WORTH, TX 76109

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Ashton takes a break in The Grove
Ashton's wardrobe provided by Pax & Parker

WATERSIDE



WAYFINDER VOL. 1

Sweet GIVEAWAY!

Enter for a chance to win a \$500 Waterside shopping spree
at watersidefw.com



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EXCLUSIVE OFFERS





WATERSIDE

WELCOME TO WATERSIDE

Waterside isn't just a shopping center – it's an experience. Located at the corner of Bryant Irvin Road and Arborlawn Drive along the Trinity River, Waterside is a Conscious Place – one of commerce, community and meaning – with numerous amenities for locals to enjoy. You may remember the area as the former location of the Lockheed Martin Recreation Area.

Tucked in the center of Waterside is "Fort Worth's second living room" known as The Grove, a

Ashton (@ashtontheiss) enjoys an afternoon in The Grove



community green space designed with all ages in mind. Amenities include bocce ball and cornhole courts, a community pavilion with lounge seating and TVs, easy access to the Trinity Trails, public art created from repurposed playground equipment, free wi-fi, public restrooms and so much more. Don't forget to have your photo taken on the giant purple Adirondack chair!



Steel City Pops snack break for Alex (@thedefineddish) and daughters

Spacious outdoor patios offer the perfect place for families and friends to gather under the stars and The Grove's many heritage trees. Grab an artisan popsicle from Steel City Pops or kick back with glass of wine or craft beer from Whole Foods Market to take in in the fresh air. You can also dine al fresco at local favorite restaurants Piattello Italian Kitchen and Taco Diner.

When you visit Waterside, you might see the friendly face of the Grove Ambassador JD Smith, welcoming you with a smile. Smith has deep ties to the land where Waterside now sits, as the manager of what was once LMRA.

Need a recommendation of where to shop and dine? We caught up with two of our favorite regulars, Alex Snodgrass (@thedefineddish) and Ashton Theiss (@ashtontheiss), to see how they

spend time at Waterside. Keep reading Waterside Wayfinder Vol. 1 for the scoop.

And remember, parking is never far away at Waterside with surface parking and a garage just steps from all restaurants, stores and, of course, The Grove. 🌿





Alex enjoys her favorite splurge - pasta - at Piattello Italian Kitchen

FRESH TASTES

Meet Alex Snodgrass from *TheDefinedDish.com* – recipe blogger, mom and wife. Most days, she can be found behind the camera snapping pics of her delicious health-focused recipes and enjoying time with her family in DFW. We decided to turn the camera around on Alex to see how she spends the afternoon at Waterside with her family. From all-natural popsicles to homestyle Italian cooking and a trip to America's Healthiest Grocery Store™, learn firsthand from a foodie aficionado what Waterside has to offer for kids and adults alike.

11 A.M. THE GROVE

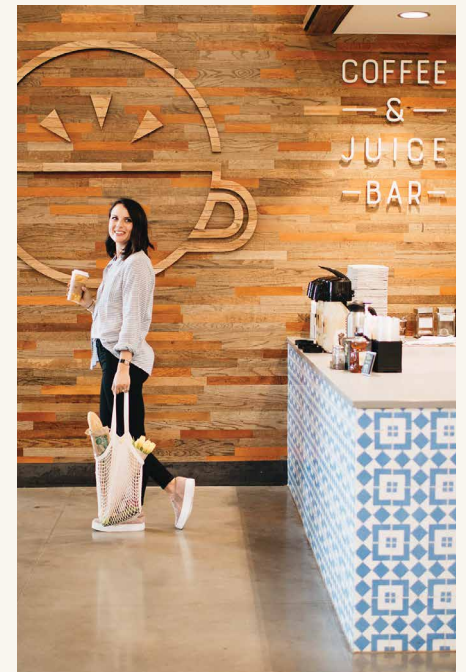
For Alex, a visit to Waterside wouldn't be complete without stopping in to the full-service coffee and juice bar inside Whole Foods Market. "I have to have my caffeine to gear up for our fun time in The Grove," says Alex. "Our family could play cornhole forever!" Alex and her daughters Sutton and Winnie also enjoy playing other free games in The Grove, like bocce ball and giant Jenga.

12 P.M. PIATTELLO ITALIAN KITCHEN

When it was time for a play break, the family reconvened back inside Piattello, where they enjoyed a leisurely lunch. "Even though I try to stay on a healthy diet, pizza and pasta are my favorite foods to splurge on," she says. "It's all about balance to me!" The conversations and laughs flowed as homemade Italian classics, like crispy calamari, meatballs, pizza and spaghetti, were passed around the table.

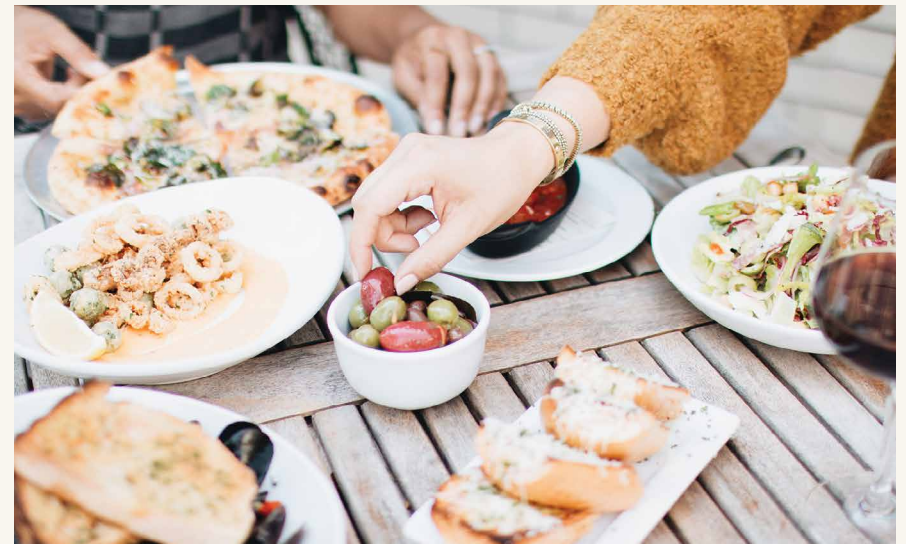
1 P.M. STEEL CITY POPS

Next, a trip to Steel City Pops was in order to taste test new fall flavors, like strawberry fig, maple bacon bourbon, toasted marshmallow and cranberry orange. Carefully crafted in small batches, Steel City Pops are made with only natural ingredients for healthy, delicious treats. "Our family loves this place for a quick dessert," Alex says. "You can taste the creativity and love for good ingredients in every pop."



Whole Foods Market used reclaimed wood floors from the former Lockheed site on their walls

"I LOVE THAT I CAN KNOCK OUT MY ERRANDS WHILE ALSO ALLOWING MY KIDDOS TO ENJOY SOME PLAY TIME."





Alex shops for dinner at Whole Foods Market's flagship Fort Worth store

2 P.M. WHOLE FOODS MARKET

As a food blogger, Alex knows the importance of using clean products and fresh produce in her recipes. "I like to end my days at Waterside by popping in to Whole Foods Market and grabbing anything I may need," she says. To prep for dinner that night – Lemongrass Chicken Pho with a Simple Sesame Kale Salad – Alex picked up fresh kale, ginger and radishes in Whole Foods Market's produce department to complete her ingredient lists. "Even if you're not grocery shopping, it's a great place to get a coffee and answer emails, grab lunch with a friend, or even enjoy a glass of wine and a wonderful dinner with a date!" ☁



Piattello

ITALIAN KITCHEN

ENJOY A FREE RICOTTA APPETIZER WITH ENTRÉE PURCHASE AT LUNCH

*One offer per table per visit. Valid at lunch only. Cannot be combined with any other offers. Valid through 12/31/2017.

MATTRESS FIRM

10% OFF YOUR PURCHASE OF \$499+ AT THE WATERSIDE MATTRESS FIRM

*One coupon per customer. Not valid on iComfort, Beautyrest Black, Beautyrest Black Hybrid, Dream Bed and furniture. Coupon cannot be combined with any other offer. Groupon does not apply. Not valid on previous purchases. Discount applied to listed sales price. Valid through 12/31/2017.

Sur la table

THE ART & SOUL OF COOKING

\$10 OFF PURCHASE OF \$50 OR MORE

*Exclusions apply. See Sales Associate for details. Valid through 12/31/2017.

aaronbrothers

ART & FRAMING

60% OFF CUSTOM FRAMING

*Valid through 12/31/2017.

BLAZE PIZZA

FAST • FIRE • ID

BUY \$25 IN GIFT CARDS AND GET A FREE PIZZA PASS VALID JAN 1-FEB 28

*Bring in this pass and we'll fire up a FREE BLAZE PIZZA just for you. Sorry, not valid for app or online orders. One pass per guest. No cash value. Pass must be presented and surrendered to redeem offer. Valid through 12/31/2017.

CLEAR

DOUBLE YOUR LENSES FOR FREE. THE ULTIMATE LENS PACKAGE IS HERE!

*Purchase an Ultimate Lens Package (ULP) today and get a 2nd pair of lenses on us. The ULP is a combination of three innovative technologies for the ultimate in vision, clarity, and protection. Qualifying lenses: Varilux X Series OR Eyezen+, plus Transition Signature VII, plus Crizal Sapphire 360 UV. Valid through 12/31/2017.



\$2 OFF \$10 AT THE HOT BAR OR SALAD BAR ON FRIDAYS

*Must present coupon to receive discount. Valid through 12/31/2017.

CYCLEBAR

NEW RIDER SPECIALS: ONE MONTH UNLIMITED FOR \$99 OR 5 RIDES FOR \$79!

*Offer applies to new riders only who have not previously purchased any monthly/flex packages. Cannot be combined with any other discounts/offers. Limit one per customer. Valid through 12/31/2017.



FREE APPETIZER WITH PURCHASE OF TWO ENTREES OR TWO 8-PIECE SUSHI ROLLS

*Not valid on Mondays. Valid through 12/31/2017.

The Pretty Kitty's

\$15 OFF ANY SERVICE

*One per person. Cannot be combined with any other promotion. Valid at Waterside store only. Must be 18+ years of age. Valid through 12/31/2017.



\$25 FLU SHOTS!

*Valid only at the Waterside MedSpring location. Must present coupon at time of visit. MedSpring only bills insurance for a flu vaccine when coupled with a visit (except Medicare). Patients may submit the flu vaccine to insurance for reimbursement where it applies. Offer expires 12/31/17.



RECEIVE A FREE ORDER OF HUMMUS & PITA

*Offer valid with purchase of an entrée. For in-store use only. Offer may not be used with online ordering or catering. Not redeemable for cash unless required by state law. Not valid with any other offer or promotion. Offer expires 12/31/17.

EXPLORE WATERSIDE

AARON BROTHERS FRAMING

AMAZING LASH STUDIO

BENTLEY'S — COMING SOON!

BLAZE FAST FIRE'D PIZZA

CLEAR EYE ASSOCIATES
+ OPTICAL

CYCLEBAR

JOVILI

KATOUR'S SALON

MATTRESS FIRM

MEDSPRING URGENT
CARE CLINIC

PIATTELLO ITALIAN KITCHEN

PRETTY KITTY

REI

RESORT NAIL SPA

STEEL CITY POPS

SUR LA TABLE

TACO DINER

TOKYO JOE'S

WHOLE FOODS MARKET

ZOËS KITCHEN



Be greeted at the finish line from your 2, 5, or 9 mile race with cake tastings, champagne toast and many more activities throughout the afternoon with the WxFW festivities.

[SOCIALRUNS.COM/EVENT/TAKE-THE-CAKE](https://socialruns.com/event/take-the-cake)



WxFW SECOND ANNUAL
WATERSIDE BY
FORT WORTH

SATURDAY, NOVEMBER 11

CELEBRATE + CREATE

FOOD - DRINKS - ART - MUSIC - COMMUNITY





Adventure awaits as Ashton packs her bag at REI

A BEAUTIFUL ADVENTURE

Ashton Theiss – a local Realtor, a competitor on the most recent season of *The Amazing Race* and an avid outdoorswoman – has been a regular visitor to Waterside since it opened in 2016. From enjoying *The Grove* with friends to working out at CycleBar and gearing up for adventures at REI, Ashton makes outings to Waterside a part of her weekly schedule.

Read on to hear how she spent an afternoon at some of her favorite places.

11:30 A.M. REI

REI is the first place Ashton went when preparing for *The Amazing Race*, a 30-day adventure around the world last year. She had to consolidate her belongings into one backpack and be prepared for every situation and climate imaginable.

“The REI team went above and beyond – without even knowing what my mysterious “adventure” was – to make sure that I was well-equipped and educated on how use my gear.”

She loaded her backpack with everything from a headlamp to space-saving compression bags. The experts at REI even taught Ashton how to pack her bag effectively so she could move quickly while toting around 20 pounds every day for a month!

On this visit, Ashton stopped at REI to grab the necessities for her next big adventure. Follow her on Instagram [@ashtontheiss](https://www.instagram.com/ashtontheiss) to find out where.

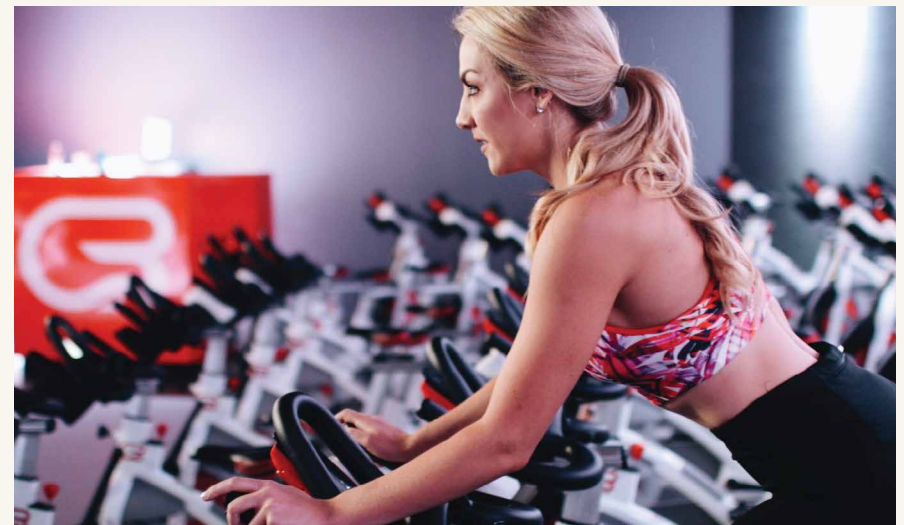
12 P.M. CYCLEBAR

When she's not traveling the world, Ashton stays active by running along the Trinity Trails, which are easily accessible at Waterside. Plus, she loves taking spin classes at CycleBar to strengthen and condition. Not only does CycleBar have upbeat classes set to pumping music, the fitness studio also has a welcoming staff and community of riders who encourage each other. CycleBar offers filtered water, snacks and complimentary rentals of cycling shoes to make it easy for anyone to commit to staying fit.



Gearing up for a run along the Trinity River

“CYCLEBAR IS GREAT BECAUSE YOU CAN MONITOR YOUR PERFORMANCE. DON'T FORGET YOUR FIRST RIDE IS FREE!”



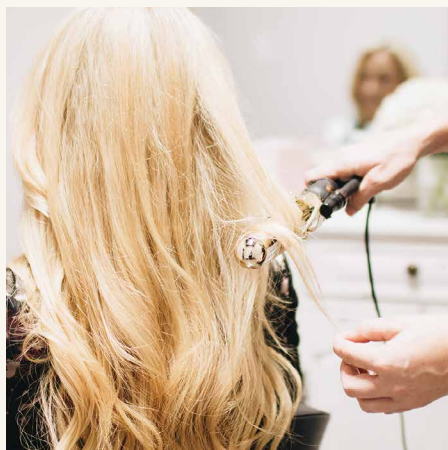
“WATERSIDE HAS SUCH A VIBRANT,
INVITING FEEL THAT MAKES ME
FEEL AT HOME.”



Ashton tries on her new sunglasses at Clear Eye Associates + Optical

1 P.M. KATOUR'S SALON

After a fun workout, a trip to Katour's Salon always helps Ashton refresh. Katour's chic private suites and friendly staff of hairstylists guarantee the ultimate luxurious, relaxing salon experience. Ashton was pampered with a blowout and beach waves to take her through to her dinner plans later. "The Katour's team always makes you feel like you're getting the star treatment!"



“WATERSIDE IS SUCH A BEAUTIFUL PLACE. YOU CAN'T HELP
BUT WANT TO STAY LONGER EACH TIME YOU COME HERE.”

2 P.M. RESORT NAIL SPA

Following her hair appointment, Ashton popped into Resort Nail Spa for a manicure. She opted for a bright white OPI polish and the Organic Dream Manicure with a spearmint-vanilla sugar scrub.

elevated eyewear to an art form. Options range from trendy to classic, so there is always something for everyone, and eye appointments can be booked online. Ashton chose a pair of rose gold, mirrored aviators by Commodore from Barton Perreira. 🌂

3 P.M. CLEAR EYE ASSOCIATES + OPTICAL

A quick stop into Clear Eye Associates + Optical to peruse their sunglasses selection was the perfect way for Ashton to cap off an enjoyable afternoon. Clear Eye offers some of the world's most unique eyewear, combining the finest components and materials available with designs from artisans who've mastered their craft and

