

FROM DIRT TO DESTINATION

THE LONG GAME BEHIND NORTH CITY'S URBAN VILLAGE.



Building North City has never been about quick wins. For developer Steve McKeever, it's been about conviction, patience, and a belief that Fort Worth deserved more than another shopping center. The goal: create a true urban village — a place where dining, entertainment, and community collide — even if that meant holding the line for years. "We've been really selective about who we bring in," McKeever says. "Our goal is to put great tenants in, build good product, and design everything to create long-term value — even if that means sacrificing the quick dollar."

STICKING TO THE VISION

North City's early years felt like a stress test. IKEA's exit forced a reset. COVID wiped out 14 active deals overnight. Rising interest rates slowed everything down again.

"IKEA was exciting ... and then it was dead," Steve recalls. "COVID hit and wiped out everything we'd been building toward. Then rates

spiked and put even more projects on pause. You just have to keep believing in the vision." Through every pivot, McKeever and his team — alongside leasing partners at Venture Commercial — doubled down on the thesis: urban-village density, experiential entertainment, regional restaurants, and a framework designed to withstand market swings.

THE RIGHT BROKERS

From the start, Venture's leasing team — Amy Pjetrovic, Tim Henson, and Mia Ureña — helped translate Steve's vision into a story tenants could believe in long before the infrastructure existed.

"We were positioning what this project could be before anything was built — speaking it into existence," says Mia. "Seeing doors open after so much groundwork is incredibly rewarding."

Steve agrees: "I had brokers before Venture who pushed transactions in lieu of quality. Venture bought into the vision. They've been professional and honest — clear on pros and cons, and careful about co-tenancy conflicts. From the start, I knew we had the right brokers."

THE URBAN-VILLAGE BLUEPRINT

Fort Worth embraced the strategy, aligning zoning to enable mixed-use density that supports a vibrant, pedestrian-friendly district and positions the area to attract talent and future corporate relocations.

AMENITIES BUILT FOR STAYING POWER

North City's growth strategy avoids over-building and chases sustainability instead of trends. A prime example: a purpose-built pickleball + fitness/wellness facility that's under construction now and slated to open in December. Unlike other pickleball-first models, this facility integrates: Courts + play at the core. Member-only fitness + recovery amenities — locker rooms, showers, cold plunge, infrared sauna, and red-light therapy. Light, sourced F&B from surrounding partners rather than a heavy in-house restaurant program



"My bar was simple: want every couple on a Thursday or Friday to say, 'Let's go to North City and see what's happening,'" Steve says.

THE NEXT PHASE

Momentum continues. A grocer is in LOI stage to activate key pads. Conversations are active with boutique fitness, wellness, and elevated fast-casual operators. And plans are under discussion for a music-anchored multi-entertainment venue (~1,800 capacity) with shared programming potential for a future full-service hotel. The city is even exploring support for structured parking to help bring it to life.

McKeever sums it up simply: "We're building for 15–20 years out. That's the filter — and Venture's approach aligns with that."

PROJECT DETAILS

- 148 acres total (north of 287)
- Phase One: ~57 commercial acres opened first
- Remaining ~90 acres: infrastructure delivered; vertical development underway
- Centerpiece (~22 acres): pedestrian-first core with park space, a food hall, experiential retail, possible office and 800 residential units
- Multifamily: ~2,200 units planned across ~35 acres with ~1,200 units under or starting construction now

More on the
Tenant Mix via

Community
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