

# City paves way for 'shopping extravaganza'

**Southlake:** Officials have high hopes for first citywide sidewalk sale

By **VERONICA VILLEGAS**  
Special Contributor

Southlake touts itself as the shopping mecca of Tarrant County and plans on living up to that reputation this weekend with its first citywide sidewalk sale.

"If you're coming to Southlake — a shopping destination — and you're able to drive around the entire city and find a bargain here and there, that's pretty enticing," said Shellie Johnson of the Southlake Chamber of Commerce.

An estimated 200 merchants have signed up to participate in the one-day event, which begins at 9 a.m. Saturday. Participating shopping centers include Southlake Town Square, Gateway Plaza, Crossroads Square, Park Place, Georgetown Park and Kimball Square. Most are located off FM1709 between State Highway 114 and Davis Boulevard.

Eric Beach, manager of BedZzz Inc. and one of the first merchants to sign up to participate, said he can't wait to see how the sale would help his business.

"It's something a little different," he said. "It gives the merchants a chance to show what they're about and draw people into the area and give the people of Southlake a reason to be excited about shopping in their community."

It is the only time this year that

## IF YOU GO

**What:** Southlake Sidewalk Sale

**When:** 9 a.m. to 7 p.m. Saturday

**Where:** Locations throughout the city, including many shopping centers along FM1709 from State Highway 114 to Davis Boulevard.

Look for the bright red-white-and-yellow signs.

**To learn more:** Go to [www.southlakechamber.com](http://www.southlakechamber.com) and click on Our Community to find the Sidewalk Sale link and a map with participants' locations, or go to [www.cityofsouthlake.com](http://www.cityofsouthlake.com) and click on Latest News

such a sale will take place, city officials said.

Strict ordinances designed to maintain Southlake's aesthetic appeal in its retail corridors had to be changed to make the event possible. But city officials and business leaders said the change would be good for them.

"It's a win-win for merchants and shoppers alike," chamber president Giovanna Phillips said. "Business owners showcase their wares sidewalk-style, and for bargain hunters hitting the sidewalks of Southlake, it's a one-day shopping extravaganza."

Greg Last, economic development director for the city, said that as a general policy the city does not allow goods to be sold outside.

"Southlake is very protective of the visual environment in our retail centers," Mr. Last said. "But when we were approached with



RANDY ELI GROTHE/Staff Photographer

Noting Southlake's everyday appeal for shoppers, Shellie Johnson of the Southlake Chamber of Commerce expects the one-day sale to draw bargain hunters from all over. "There's a great appeal because people love to find bargains," she said. "Now they can spend all day in Southlake doing just that."

the idea, we wanted to do whatever we could to help our businesses."

The new sidewalk sale ordinance that was created and unanimously approved by the City Council ensures that the city's high standards will be maintained and that the event will not become mundane and commonplace.

"Only the department of eco-

nomic development can submit an application for a sidewalk sale, and right now we're only going to do it once a year," Mr. Last said.

Ms. Johnson said that's why she thinks the sidewalk sale is going to be a great success.

"There's a great appeal because people love to find bargains," she said. "Now they can spend all day in Southlake doing just that."