

PLACEMAKING PROJECT

Souly Austin supports the vision of a Merchants Association by providing seed funding for a placemaking project. Placemaking is the process in which community input guides the development of quality public spaces and projects. Placemaking facilitates creativity in a community and focuses on the physical, cultural, and social identities that define a place and support its ongoing evolution.

Project Goals Include:

- Foster a sense of community by bringing together and empowering stakeholders
- Highlight unique community characteristics and assets
- Allows the community to lead positive change and build strong relationships
- Enhancing community relationships and the sense of place through the execution of innovative projects
- Help further a district's vision and a merchants association's mission

Project Description

The North Lamar International District celebrated District diversity with the addition of a new gateway installation, "Welcome." The installation, a set of welcome flags at a primary district intersection, develops a sense of community through District identity, and helps attract visitors to businesses in the area. The project was selected by the Board of Directors and is based on goals and projects identified throughout their district development process with Souly Austin. The Welcome gateway was installed the weekend of the inaugural AsianEats Night Market that attracted thousands of people and created momentum for the District. The gateway installation was augmented by the concurrent installation of 11 District identity street banners with the Austin Transportation Department, banners at the Capital Metro MetroRapid stations in the District, and a series of District identity temporary wayfinding signs.



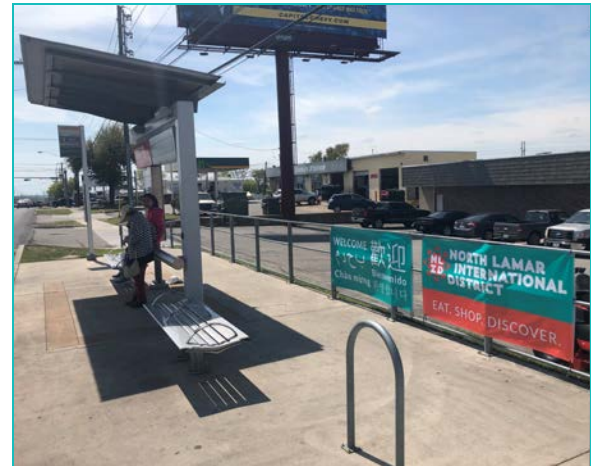
PLACEMAKING PROJECT

Partners:

- Public City (Placemaking Consultant, Execution Coordination)
- Austin Transportation Department (Implementation Partner)
- Austin Asian Chamber of Commerce (Night Market Partner)
- North Lamar International District businesses and property owners
- Ameritex Flags (Fabricator)
- Capital Metro (Implementation Partner)

District Strategy Alignment:

- Economic Growth, Objective 1: Expand and leverage major events and district programming to attract patrons and visitors and celebrate the culture of the International District.
- Economic Growth, Objective 4: Design, installation, and maintenance of multilingual district signs, banners, and wayfinding.
- Economic Growth, Objective 5: Design, install, and maintain District gateway elements.
- Music, Culture, and Arts, Objective 2: Install public art on medians and at key entrances into the District.
- Beautification and Aesthetics, Strategy 2.4, District Murals and Public Art: Explore the feasibility including funding, locations, and maintenance towards the installation of murals and public art on public facing areas to assist telling the district's story and creating identity. Areas identified by stakeholders for public art are along Braker Lane, at the entrances of the District boundaries.



Metrics

AsianEats Night Market Attendance – 16,000

Media Hits – 5

Positive Social Media Attraction –
135,000 People Reached

Daily Vehicles Passing Installation – 25,700

Development of New and Existing
Partnerships

Recruitment of new NLIMA members

Challenges:

- Clear procurement standards and clarity of project requirements
- Clear communication between all project parties to ensure proper messaging for implementation
- Public relations/media strategy to increase awareness
- Approvals from private property owners
- Concerns over equity of projects installed on private property
- Long-term maintenance strategies
- Project funding structure presents challenges to final product ownership.

Successes:

- Pairing the installation with a major kick-off event led to more visibility of the merchants associations and its

PLACEMAKING PROJECT

efforts in the district.

- Gateway installation serves as a District identity mechanism. This project launched the North Lamar International Merchants Association's brand to the public.
- The installation highlighted the District's ethnic diversity and contributes to the evolving brand and district character.
- The installation generated private property owner investment in hosting the gateway site.
- The installation has spurred additional investment in the installation with sustainable landscaping improvements, as well as generating additional private investment for the Association to install additional district-wide enhancement projects.
- Gained interest from stakeholders in the area to support the Merchants Association efforts; the Board of Directors gained 2 new Board Members that became interested because of the project's launch.