



Patrizi's



School House Pub



Hoover's Cooking



Manor Road Business District

The Manor District is a vibrant and diverse community hub sustaining artistic, accessible and local activities.

CITY COUNCIL DISTRICTS:
1 & 9

What was once a historically underserved thoroughfare on the East Side has seen a meteoric rise to prominence in the past decade; located between I-35 and Airport Blvd, Manor Road has quickly become one of Austin's most eclectic and diverse business districts.

Known for green business practices, Manor Road has set the bar high on sustainable, locally sourced food and craft drink options. Manor Road's restaurant row has received national attention, with the award-winning Dai Due reinventing Texas cuisine, and restaurant-to-watch Yuyo, offering elevated Peruvian staples. For a more regional taste, Hoover's offers delectable southern comfort food, while Mi Madre's Tex-Mex tacos are a neighborhood favorite.

Green practices extend to local retail, where handcrafted goods abound, and to the cyclist scene, where the recently installed Manor Road Gateway bike rack welcomes cyclists, and encourages alternative transportation.

Hailed as the pioneer of Austin's alternative theatre scene, The Vortex host performances and workshops to help both seasoned and budding talents flourish and grow.

Manor offers amenities for local residents as well, with Manor Express providing friendly convenience store and gas services, and tax and bookkeeping services at Juanita Ross Income Tax, both Manor Road mainstays.

Whether it's a night on the town or day-to-day life, Manor Road has something to offer everyone.

About Souly Austin

Souly Austin is a place-based economic development program focused on creating and retaining strong, vibrant, culturally rich and diverse neighborhood business districts throughout Austin. Neighborhood business districts contribute to the soul and economic vibrancy of Austin. They provide access to jobs, day to day services and amenities, entertainment, food, culture, history, community and more.

Offering tools and resources to businesses to form their own neighborhood business district merchants association, the Souly Austin approach serves as a model to build capacity, consensus and a vision for these districts that contribute to the soul and economic vibrancy of Austin.

Outreach

Souly Austin provides all-inclusive approach to building capacity and consensus in neighborhood business districts. Through robust outreach and education business leaders are cultivated and relationships and partnerships are developed to support the formation of district merchants associations.



**TRAINING
HOURS: 10**



**BUSINESS
VOLUNTEER
HOURS: 383**



**EXPENSES:
\$65,475**



**MEDIA
HITS: 8**



Manor Road Merchants Association

The Manor Road Merchants Association began working with the Souly Austin program in 2015 and formed their merchants association in 2017.

Contact Information

E-mail: MRMA@manorroad.org

Follow Us

 Facebook: @MRMA78722

 Instagram: @ManorRoadATX

 Twitter: @ManorRoadATX

#ManorRoadATX #MRMA #ManorHood

Number of Businesses in District	31
Number of Rounds of Outreach	10
Number of Meetings	9
Number of Steering Committee/Board Meetings	13
Number of Partners	8
Active Participation to Date*	94%

*Active participation refers to percentage of businesses that have attended meetings, voted in Board elections, or district names/key priorities, participated in major events through Souly program, or are members of Merchant Association

Data collected and updated by the City of Austin's Economic Development Department in July 2018.

Partnerships

- ATXN
- Austin Transportation Department
- Bike Austin
- Yellow Bike Austin
- Public Works Department
- Public City
- Capital Metro
- Wyatt Brand





219,642
COMMERCIAL
SQUARE FOOTAGE



715
ESTIMATED JOBS
IN THE DISTRICT



32
BUSINESSES
IN THE DISTRICT



LEGACY
BUSINESSES

HOOVER'S COOKING
JUANITA ROSS TAX SERVICE
MI MADRE'S
VORTEX THEATRE



\$252,194,351
PROPERTY TAX
INFORMATION
(2018)

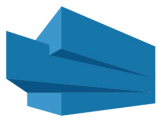
6
CULTURAL &
HISTORIC ASSETS



\$212,456
SALES TAX
INFORMATION
(2018)

Neighborhood business districts play a critical role in meeting the needs of our community. When Austin fosters vibrant and successful neighborhood business districts, social, economic and community benefits can be produced. Benefits and economic outcomes of neighborhood business districts locally and nationwide have included:

- Increase in sales and taxes
- Increase in pedestrian and bike activity
- Access to day to day services and amenities
- Access to jobs and job creation opportunities
- Preserving and promoting history and culture
- Industry development including tourism and local entrepreneurs
- Attracting and retaining talent
- Decreased Crime
- Lower vacancy rates



Economic
Development
CITY OF AUSTIN

Manor Road Projects, Programs and Placemaking



Bike to Manor Road Day



Utility Box Wraps



Manor Bike Gateway



Manor Mondays

Manor Road Business District Priorities

Manor Road Business District and its anchoring merchants association have developed priorities in consensus with business owners in the district that would stimulate economic opportunity, promote a return on investment, and increase quality of life. These include public right of way enhancements and improved parking, the retention, preservation and affordability of small and legacy businesses, and the creation and promotion of a unified business district identity.

Public Right of Way Enhancements

Improving the public right-of-way is a major priority for businesses. This includes improving pedestrian and bike connectivity and safety, as well as aesthetic enhancements to reinforce a shared district identity. Manor Road merchants have worked through Souly Austin to install decorative wraps on utility boxes that celebrate the district's culture and history, as well as a district gateway tied to bicycle improvements, and are working to deploy additional pedestrian safety and streetscaping improvements.



Retention, Preservation and Affordability

Preserving small businesses and cultural venues is a major concern for leaders in the District. Increasing rents and taxes make it difficult for small, local businesses and cultural venues to thrive. Business leaders want to ensure that their District is affordable for retailers, restaurants, and venues. Manor Road leaders are especially concerned about rents and taxes displacing arts and cultural organizations, like the recently closed Salvage Vanguard Theatre, long a center for Austin's innovative performing arts.

Business District Identity

Developing shared events and place branding is important to businesses in the District. They want to reinforce public perception of their District as a local hub for culture and commerce. Their events are focused on district-wide Manor Mondays, collaborations with bike events, and theater festivals such as Outsider Fest.

Traffic and Parking Management

Businesses want to ensure that their traffic and parking resources support a prosperous business district. They want safer traffic conditions and adequate parking for their customers and workers. They also want improved transit options, including circulators for patrons. Manor Road merchants are especially concerned with the growth of resident-only parking around their district, and are seeking creative solutions to meet their parking needs.

