

## 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 Manor Road M-bike rack installation was designed and installed in 2017 as a way to kick off the Manor Road Merchants Association district awareness efforts. The association formed in 2016 after participating in the Souly Austin program and developing a district vision and identifying projects to execute in their district. The installation serves as a gateway to the district, and provides district visitors with spaces to park their bikes and then walk along the district and visit its businesses. The Manor Road Merchants Association

entered into a maintenance agreement with the City of Austin Economic Development Department to ensure proper stewardship of the installation. The installation has served a location for events highlighting the bike connectivity improvements between the District and to anchor institutions like the University of Texas.

### Partners:

- Public City (Placemaking Consultant, Execution Coordination)
- Wyatt Brand (Public Relations and Promotion)
- Hatch Workshop (Fabricator)



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- Public Works Department, Adopt-A-Median Program (Implementation Partner)
- Manor Road District businesses and property owners

### District Strategy Alignment:

- Economic Growth, Objective 1: Explore the feasibility and resources needed to host events and programming in the district that highlight the District culture and history, promote unique business offerings, and attract patrons.
- Music, Culture, and Arts, Objective 4: Develop additional cultural programming and family.

### Challenges:

- Lack of City developed parameters and processes around project feasibility
- Clear procurement standards and clarity of project requirements
- City permitting process is lengthy and complex
- Public relations/media strategy to increase awareness
- Long-term maintenance strategies

### Successes:

- The installation of a physical object in the district that serves as a gateway led to intensive district buy-in, allowing the merchants association to determine the direction of the project and provide details on the design and installation.
- Gateway encourages biking and walking along the district; its location as a district gateway promotes the awareness of Manor Road as a bike-friendly district.
- Provided an opportunity to increase district identity and district brand awareness.

Metrics
<b>District Identity and Cohesion</b>  Establish entry and exit points for the District
<b>District Connection</b>  Encourage multiple destinations per trip through the increase of multi-modal transit to and from Manor Road
<b>Pedestrian and Bike Safety</b>  Slow down drivers and provide infrastructure to provide safe experiences for bikers and pedestrians