



Bambu



International Foods



MT Market



North Lamar International Business District

The North Lamar International District is a close-knit community, celebrating the cultural diversity of its residents and merchants.

CITY COUNCIL
DISTRICT:

4 & 7

Located along a short stretch in North Austin, centered at Braker and North Lamar, is the North Lamar International District, a neighborhood that weaves new and old world to create a unique history all its own. Visitors to this charming neighborhood are greeted by the picturesque pagoda that adorns its Chinatown Center; it is the epicenter of its annual Chinese Lunar New Year festivities, where adults and children can take in the magic of dancers floating in colorful silks, the time-honored Dragon and Lion dance teams, and partake in traditions that reach across boundaries and borders to touch the hearts of all who come here.

The North Lamar International District offers residents and those around town the opportunity to shop for goods not normally found in Texas stores; MT Supermarket contains grocery goods, fresh seafood, a food court and household products from China, Taiwan, Korea and Japan, while International Food Market is one of the largest halal markets in Austin, with goods and food from the Middle East, Mediterranean region and more.

A foodie's paradise, the North Lamar International District is home to Austin's best dim sum spot, New Fortune Chinese Restaurant, and delicious Vietnamese at Pho Saigon Noodle House. For those with a sweet tooth, Peace Bakery & Deli offers a variety of Middle Eastern and Mediterranean desserts like their heavenly bird's nest baklava, a local favorite.

The district has many amenities for its local residents. For those looking for an alternative to traditional elementary education, there's the French School of Austin, offering classes and immersive summer abroad programs designed to grow bilingual skills in children. Banks, beauty salons, travel agencies, insurance and tax services, and florists are just a taste of what the North Lamar International District has for those who call this district home.

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 an 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: 5.5**



**BUSINESS
VOLUNTEER
HOURS: 234**



**EXPENSES:
\$22,999**



North Lamar International District Merchants Association

The North Lamar International District Merchants Association began working with the Souly Austin program in 2017 and formed their association in 2018.

Number of Businesses in District	68
Number of Rounds of Outreach	9
Number of Meetings	7
Number of Steering Committee/Board Meetings	6
Number of Partners	2
Active Participation to Date*	58%

*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.

Contact Information

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Website: NLIMA.org

Follow Us

 Facebook: [@NorthLamarInternational](https://www.facebook.com/NorthLamarInternational)

 Instagram: [@NorthLamarInternational](https://www.instagram.com/NorthLamarInternational)

 Twitter: [@NLamarMerchants](https://twitter.com/NLamarMerchants)

#NLID #NorthLamarATX

Partnerships

- Austin Police Department
- Cap Metro
- Chinatown Center
- Greater Austin Asian Chamber of Commerce





434,113
COMMERCIAL
SQUARE
FOOTAGE



1,271
ESTIMATED JOBS
IN THE DISTRICT



68
BUSINESSES
IN THE DISTRICT



LEGACY
BUSINESSES

Air Gas

MT Market

Austin Outdoor Power



\$138,944,146
PROPERTY TAX
INFORMATION
(2018)



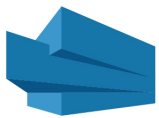
5
CULTURAL &
HISTORIC ASSETS



\$482,266
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

Discover the North Lamar International District



Farmers Insurance



Chinatown Center Lunar New Year



AsianEats Night Market



International District MetroRapid Banners



Gateway Installation

North Lamar International District Priorities

The North Lamar International District is dedicated to building awareness through the creation of new business and cultural events. In collaboration with Souly Austin and local artists, the North Lamar International District is looking into the creation of public art to beautify currently underused spaces. Improvements to public safety and current infrastructure include pedestrian and traffic safety repairs, streetscaping, and wayfinding.

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. North Lamar merchants are working to improve crosswalks, develop wayfinding signage, and enhance pedestrian infrastructure to support foot traffic both in public right-of-way and in retail centers.



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. North Lamar merchants are working to improve traffic safety and congestion issues at their high-volume intersections, as well as connectivity to transit and highway systems.

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. Businesses want to develop district-wide night markets and deploy district logos and imagery in public spaces.

Public Safety

Business leaders are very concerned with safety and the perception of safety in the District. They report lost sales and higher security costs because of threats to their businesses and customers. This priority has a strong overlap with the need for effective social service provision in the District.

