

RED RIVER CULTURAL DISTRICT ALLEY PROJECT AND MERCHANTS ASSOCIATION UPDATE

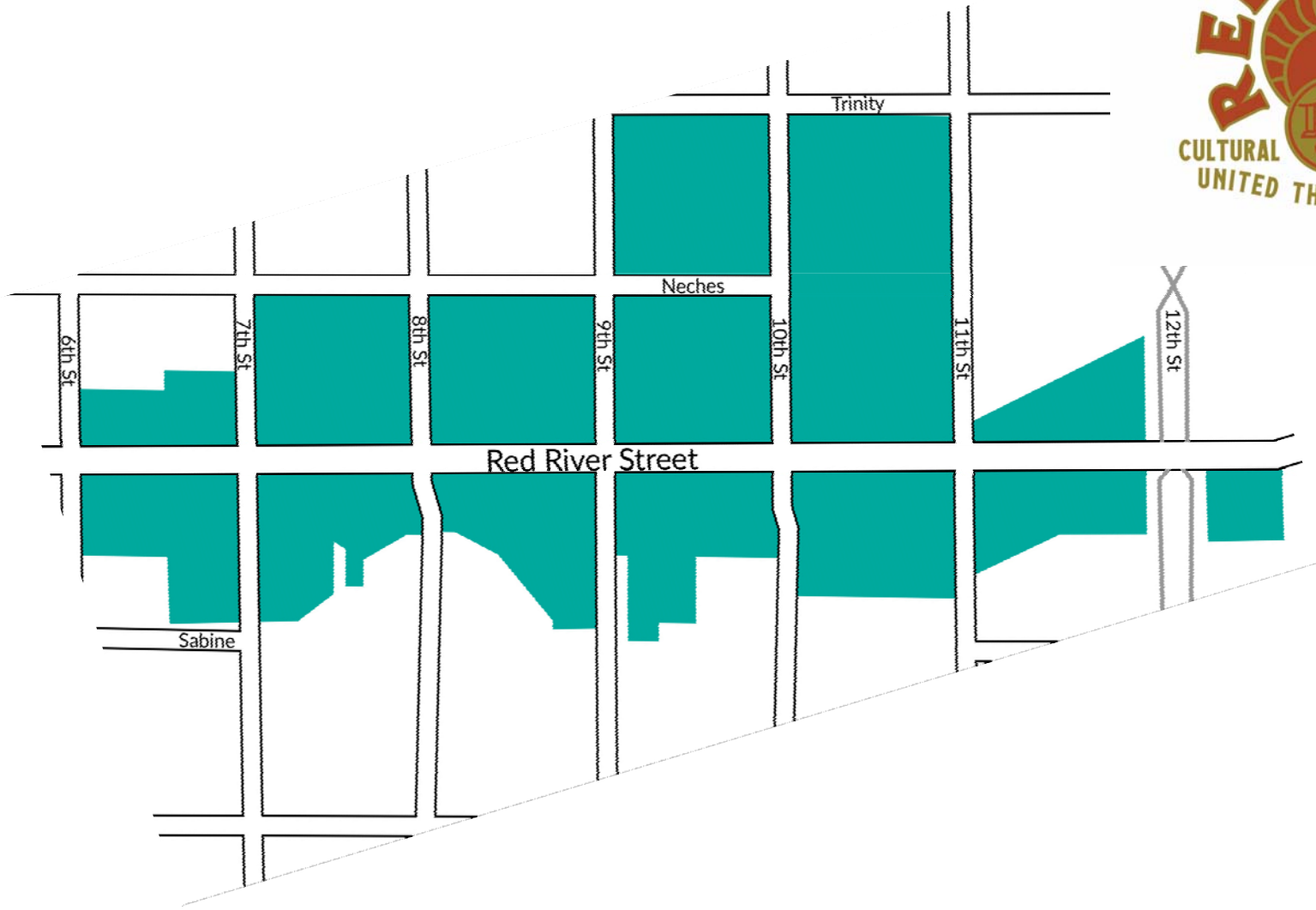


CITY OF AUSTIN ECONOMIC DEVELOPMENT DEPARTMENT

NICOLE KLEPADLO, REDEVELOPMENT PROJECT MANAGER

DOWNTOWN COMMISSION 1/16/2019

Red River Cultural District



District Context Timeline

- 2013:** City Council Designation of Red River as a Cultural District
- 2014:** District began working with City's Souly Austin Program
- 2015:** Red River Cultural District Merchants Association formed; resource provided by Souly Austin
- Produced Red River Cultural District Economic Strategy
- 2016:** Urban Land Institute Study completed; Red River Cultural District: Live Music Preservation
- 2017:** City Council Resolution 2017008-033 (Red River Enhancements)
City Council Resolution 20170126-019 (Red River Sound Extension Pilot)
Economic Development Department, Souly Austin Program funded land survey for Red River 700 Block Alley (\$13,000)
Installation of public art projects in partnership with businesses and continuation of district banner installation
- 2018:** Economic Development Department secured \$200,000 for District Wayfinding Signage
Red River Merchants Association appointment of Executive Director, Cody Cowan
City Council Budget Rider allocation of funding for Red River Enhancements
Economic Development Department funded project management fees for alley project

Souly Austin Program Components



COMMUNITY ORGANIZING

- Assist businesses in the formation of a District Merchants Association
- Build consensus and capacity
- Provide formation resources
- Foster Leadership
- Identify District vision and priorities

ENHANCING PLACE

- Coordinate enhancements that support safe, walkable/bicycle friendly districts
- Promote and retain the unique cultural and historical assets Austin has to offer
- Creation of complete communities

ECONOMIC GROWTH

- Promote a socially and economically healthy Austin through programs, projects, and policy that support business development
- Collaborate with other City departments
- Foster partnerships

City Council Resolution 2017008-033 Enhancements

- **Alleyway**
 - Underway
- Trash and Recycling Receptacles
 - Maintenance secured
- Temporary Art
 - Completed; installation of four projects in the district
- Sidewalks; address sidewalk design at 7th and Red River (West)
 - Cost estimates generated
- Creative Crosswalks
 - Need for sustainable materials
- Landscaping and Planters
 - Preliminary concepts and costs estimates completed
- Signage and Wayfinding
 - \$200,000 secured for implementation, project in motion



Red River 700 Block Alley



Red River 700 Block Alley



715 Red River: Currently Vacant

711 Red River: Beerland (indoor live music venue)

Red River 700 Block Alley

Scope of Project: Install a ten foot fence and gate system in the alleyway that closes off access to the public and provides necessary access to City Departments, property owners and authorized individuals as needed.

2017: Land survey funded from Economic Development Department; survey completed

October 2018: Project funding for gate and fence system including project management fees from Economic Development Department; project underway

October 2018 to Current:

- Necessary meetings with City Departments regarding access and requirements for entry, Fire, Police, Water, Energy, Public Works, Transportation and Legal
- Exploration of two contractors through City approved procurement processes
- Exploration of placement of post footings, and need for an easement on private property
- Permit for site plan review, or exemption
- Proposal review inclusive of timeline, budget, engineering, design, materials required locking and access mechanisms, appropriate access widths, placement, manufacturing and final approvals

Considerations:

- 711 Red River Property needs

Red River Cultural District Merchants Association

The Red River Cultural District is a creative community that provides deeply-rooted and authentic local music, food, and cultural experiences for every artist, fan and guest.

- Cody Cowan, Executive Director Red River Cultural District Merchants Association
 - Board of Directors
 - Merchant and Stakeholder involvement
 - Red River District Successes
 - Priorities for the Red River Cultural District



THANK YOU.

QUESTIONS OR COMMENTS

