Downtown
Commission
04.21.2021

DOWN
AUSTIN TOWN
ALLIANCE
FOUNDATION

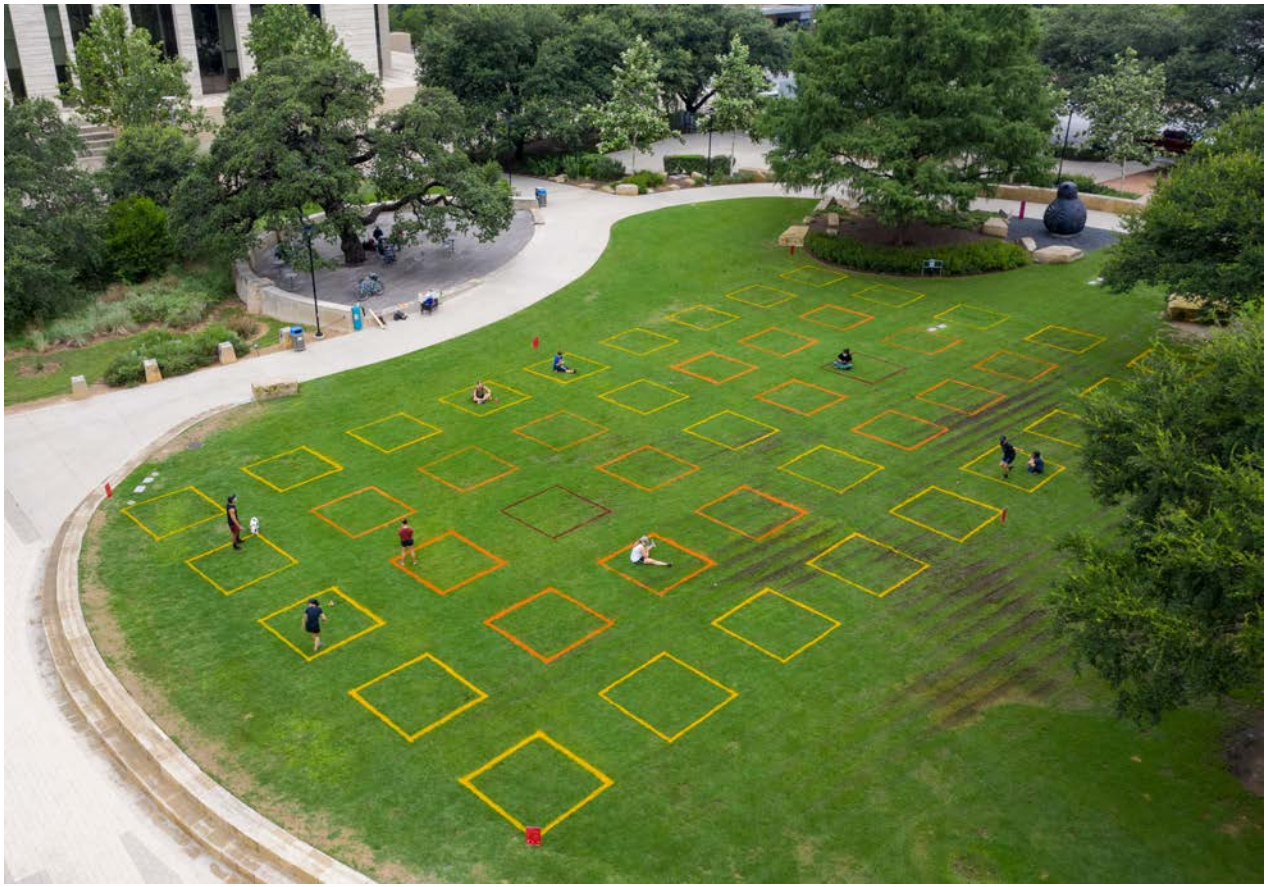
REPUBLIC SQUARE

DAAF Mission

"To ignite the potential of downtown-through art and creative spaces that capture the spirit of Austin – by and for everyone."

DOWN AUSTIN TOWN ALLIANCE FOUNDATION

Republic Square



Republic Square

AUCTION OAKS Revitalization Project

REPUBLIC SQUARE

DOWN AUSTIN TOWN ALLIANCE FOUNDATION

PROJECT FOR PUBLIC SPACES

CleanScapes LANDSCAPING

BARTLETT TREE EXPERTS
SCIENTIFIC TREE CARE SINCE 1907

Lady Bird Johnson Wildflower center

AUSTIN PARKS & RECREATION

TBG

The Clarity Parks Project™

Non-Drowsy Claritin

AUCTION OAKS

Before

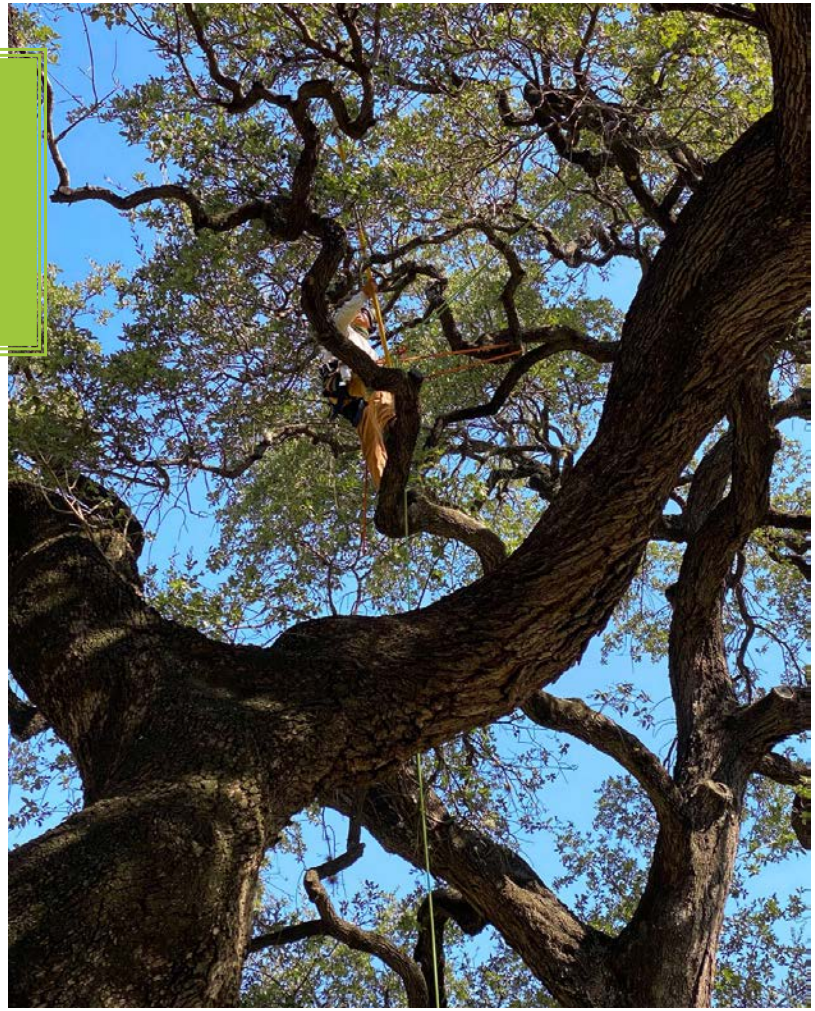
AUCTION OAKS

Design

Clarity Parks: Republic Square- Preliminary Sketches

AUCTION OAKS

In Progress

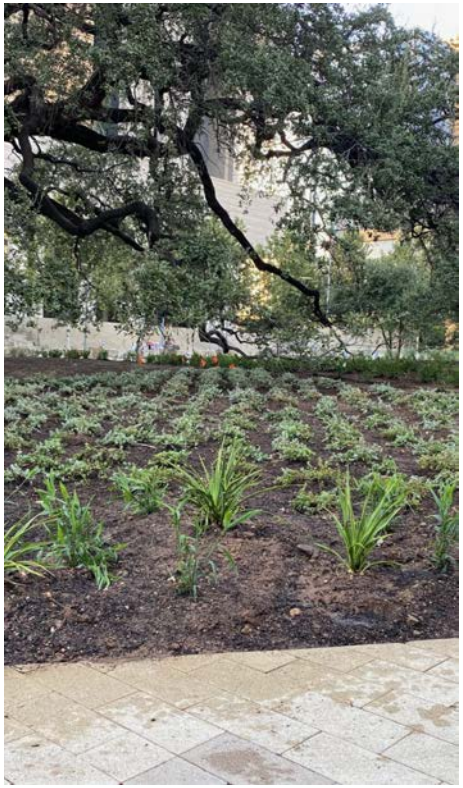


AUCTION OAKS

In Progress

AUCTION OAKS

Transformation



AUCTION OAKS

After

AUCTION OAKS

After

AUCTION OAKS

Phase I

GRANT FUNDING:

PPS/Claritin	$47,500
Urban Forestry	$ 2,000

TOTAL PROJECT COST:	**$74,004**
FUNDING STILL NEEDED:	**($24,504)**

EXPENSES:

LBJ Wildflower Center Consulting	$13,335
Bartlett Tree Experts Consulting	$ 1,990
Soil Analysis	$ 68
Weed Removal	$ 5,250
Arbor Work	$ 6,985
Plants & Materials	$46,376

IN KIND:

- Bollard Removal
- Landscape Design Services

The Clarity Parks Project™

AUCTION OAKS

Phase 2

Existing Conditions - South West Entrance View

AUCTION OAKS

Phase 2

Visualization - South West Entrance View

Summer Bloom

AUCTION OAKS

Phase 2

Visualization - North West Auction Oaks Area View

Summer Bloom

PROJECT: CPCI

PHASE I: Clarify Mission, Vision and Broaden Audience and Reach

PHASE II: Benchmark Research

- Downtown Detroit Partnership (Detroit, MI)
- Center City District Parks – Dilworth Park (Philadelphia, PA)
- Downtown DC Foundation – Franklin Park (Washington DC)
- Grand Park (Los Angeles, CA)
- Downtown Seattle Association – Occidental Square (Seattle, WA

PHASE III: Define Next Steps and Deploy $25K Grant

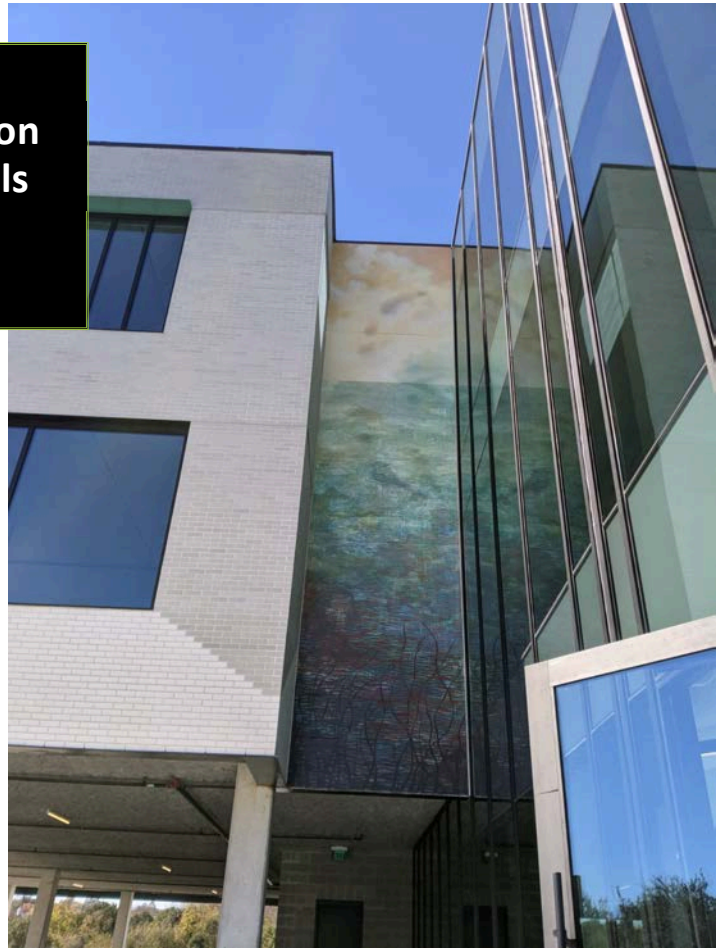
CENTRAL PARK CONSERVANCY
INSTITUTE FOR URBAN PARKS

Writing on the Walls

Writing on the Walls

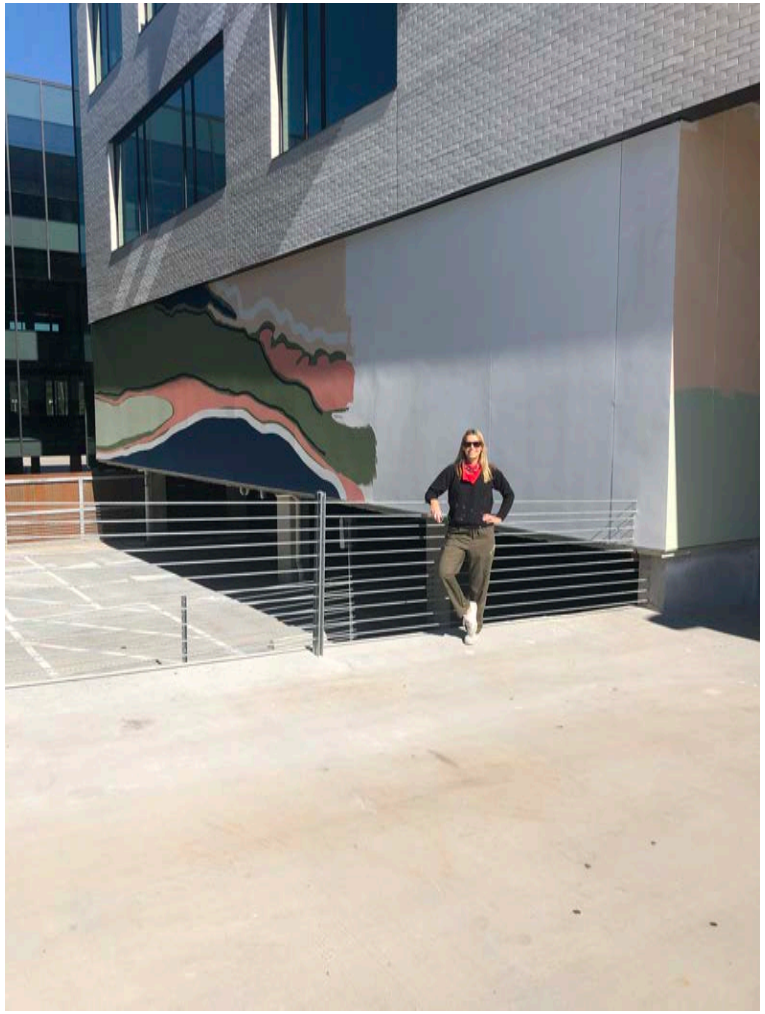
Writing on the Walls

Writing on the Walls



Writing on the Walls

Bouldin Creek Commons
Austin Artists
Tyler Hobbs
Jana Swec
Sophie Roach
Soledad Fernandez-Whitechurch



Writing on the Walls

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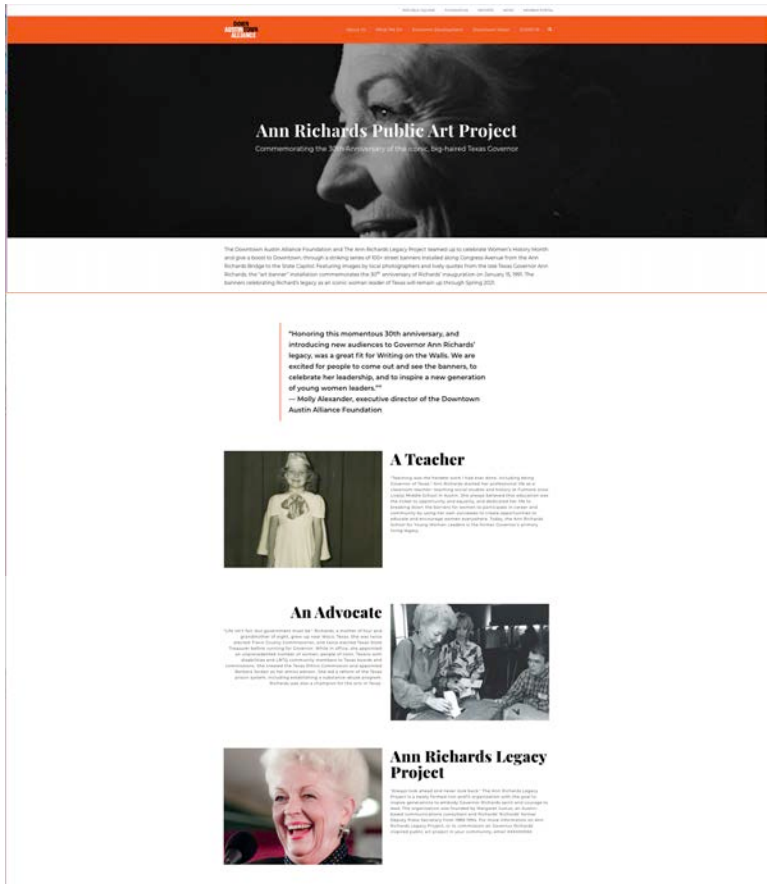


P.L.A.C.E.

Downtown Drive-In

P.L.A.C.E.

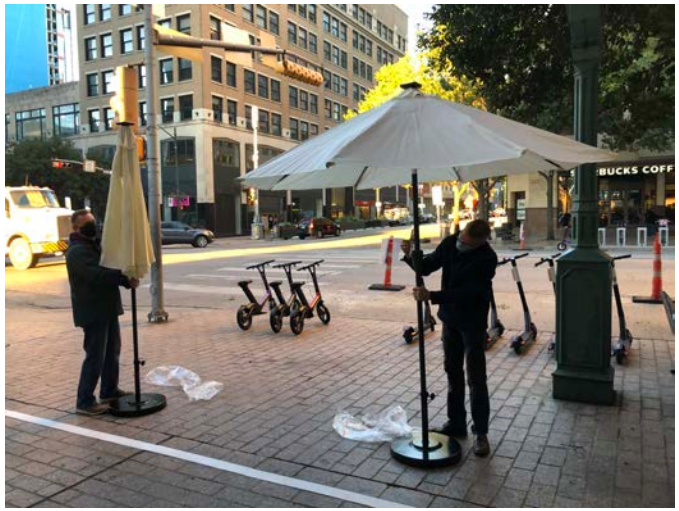
Shop the Block

<u>Participating Merchants</u>

Capitol One Bank
Project Connect Office
Royal Blue Grocery
7-11
Wild About Music
The Hideout
Caroline's Restaurant

P.L.A.C.E.

Shop the Block



P.L.A.C.E.

Shop the Block

SATURDAY APRIL 10 3-7 PM & SUNDAY APRIL 11 1-5PM

P.L.A.C.E.
Holiday Stroll

P.L.A.C.E. Holiday Stroll

P.L.A.C.E. Holiday Stroll

P.L.A.C.E.
Busking

P.L.A.C.E.
301 Congress

301 CONGRESS - PLACEMAKING WORKSHEET

*Adapted from the 'Place Game' by Project for Public Spaces

DOWN TOW
FOUNDAT

How do you experience this space?

Have you used this space? If so, how have you typically used it (i.e. work break, short cut, lunch spot, etc)?

Do you know how to access this space from your work/office? If so, is it easy to find?

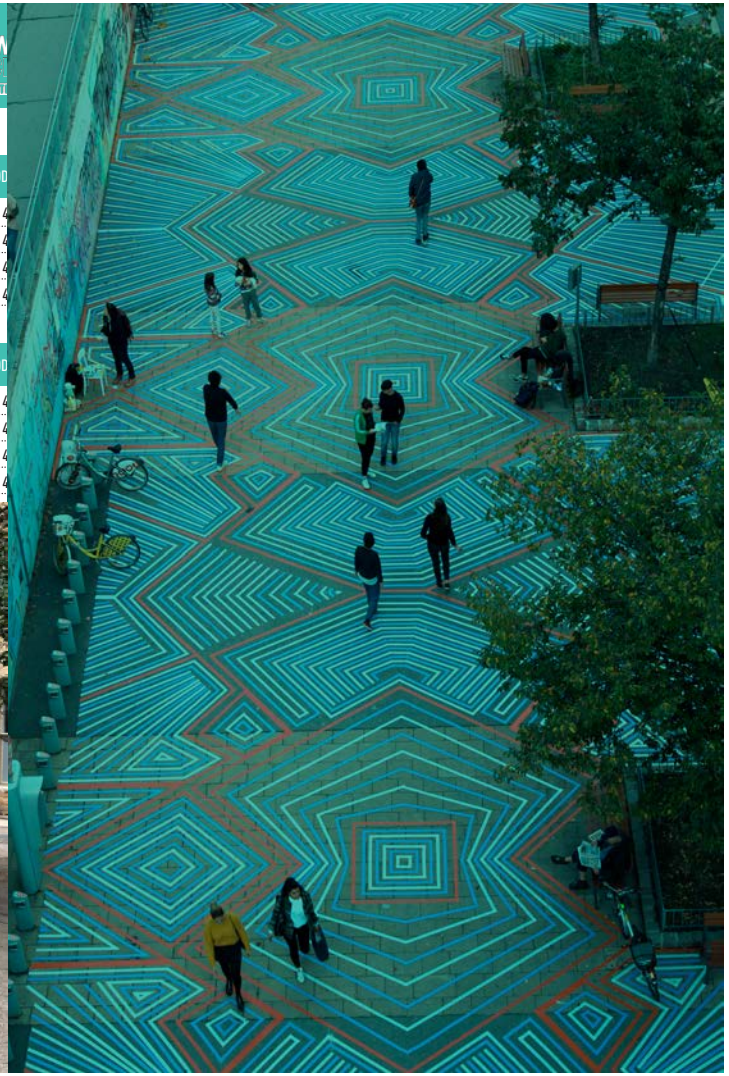
Pre-COVID, how was this space typically used?

How would you rate the space?

Uses & Activities	POOR			GOOD
Useful space for work break	1	2	3	4
Overall vitality or busy-ness of area	1	2	3	4
Disruption from loading	1	2	3	4
Shaded lunch spot	1	2	3	4

Access & Linkage	POOR			GOOD
Easy to access from inside building	1	2	3	4
Visibility from a distance	1	2	3	4
Ease in walking to the place	1	2	3	4
Delivery, pick-up, drop-off area	1	2	3	4

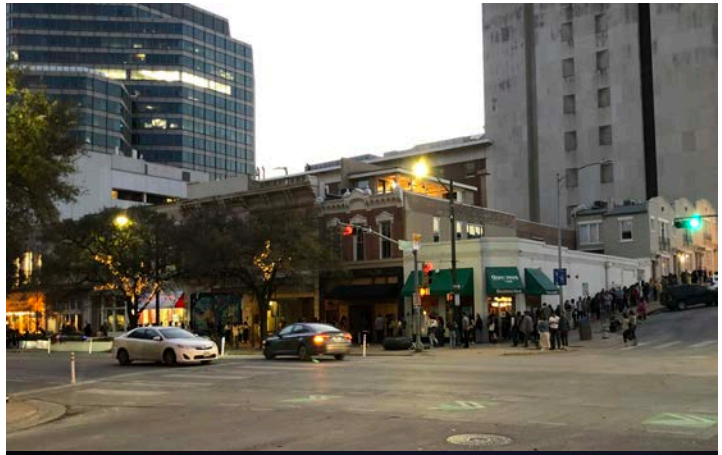
What are the new opportunities?



P.L.A.C.E.
Mini-Murals

P.L.A.C.E.

Art Active Storefronts



P.L.A.C.E.

Art Active Storefronts

Roadmap to Recovery

ADDRESS UNSHELTERED HOMELESS

Guide the creation and implementation of a strategy to address unsheltered homelessness in downtown.

- Work with partners to design and implement strategies to significantly reduce unsheltered homelessness.
- Reduce the number experiencing unsheltered homelessness in the downtown area by 50% by 2022.
- Fund and advise efforts to deliver comprehensive healthcare services to people experiencing unsheltered homelessness downtown.

Roadmap to Recovery

Photo Credit: Weston Carls

Photo Credit: Downtown Austin Alliance

ACTIVATE PARKS AND PUBLIC SPACES

Elevate inclusive and engaging programs and experiences in downtown parks and public spaces.

- Substantially expand and coordinate programming in downtown parks and trails.
- Regularly sponsor and produce arts, cultural and music event and programs in public spaces.

Roadmap to Recovery

SUPPORT SMALL BUSINESSES AND LIVE MUSIC

Support the preservation and recovery of downtown's small, locally owned businesses and live music venues.

- Actively advocate for needed financial support for downtown's small, locally owned businesses and the music scene (including shops, restaurants, bars and cultural destinations).
- Ensure that street-level vacancies are creatively activated and enlivened.

Photo Credit: Downtown Austin

Photo Credit: Downtown Austin Alliance

Roadmap to Recovery

Photo Credit: Downtown Austin Alliance

Photo Credit: Downtown Austin Alliance

PROMOTE DOWNTOWN AUSTIN

Publicize downtown's appeal and promote interesting and enjoyable experiences downtown.

- Promote downtown Austin as a lively and multi-faceted destination.
- Lead a campaign to promote return-to-work with best practices.