

DOWN
TOWN **WACO**
PUBLIC IMPROVEMENT DISTRICT

DOWNTOWN WAYFINDING AND SIGNAGE PROJECT

- Based upon Convention and Visitors Bureau numbers, staff project that over **450,000 people** will be visiting Waco this summer with many if not most visiting Downtown
- Acknowledging this and the unique impact the COVID-19 crisis had on Downtown merchants, the PID is working to mobilize **over \$130,000** in investment in Downtown activations
- These programs include the currently operating open air Downtown Trolley, Homelessness Outreach, direct programming and activation, increased parking activation and a marketing campaign
- The center piece of this strategy is a \$100,000 contract with Civic Brand for **spacemaking and wayfinding Downtown**

GOALS FOR THE PROJECT

CREATE

a more
pleasant
pedestrian
experience

IMPROVE

connections
between the
Silo District
and
Downtown
parking

ENCOURAGE

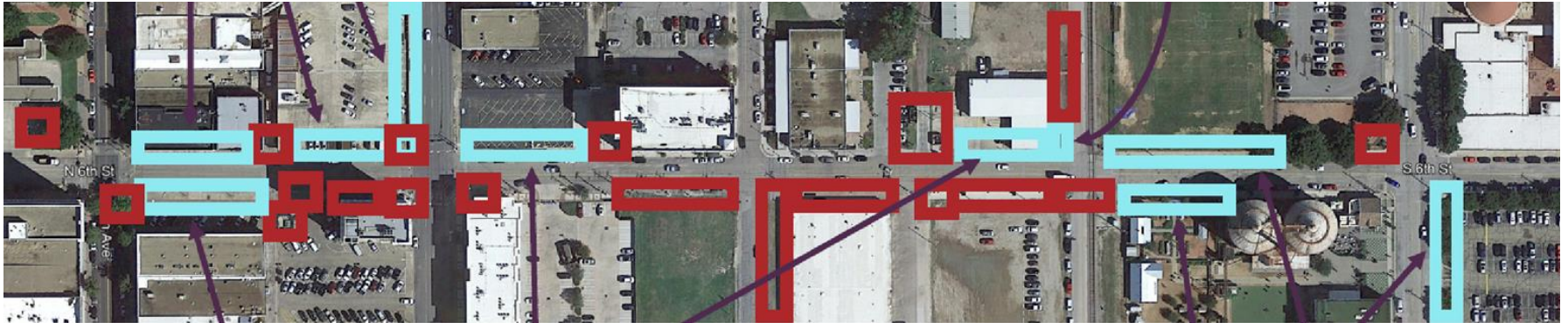
visitors to
wander from
the Silo
District to
other
Downtown
Districts

INCREASE

awareness of
existing
Downtown
parking,
activities and
merchants

ADD-ON ELEMENTS

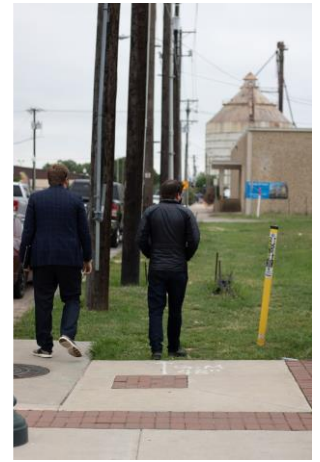
- Marketing Campaign – SUMMER OF DOWNTOWN
- Programming of 7th Street – pop-up events
- Community engagement in the project (painting event)
- Additional Beautification (see below)
- Activating new parking spaces



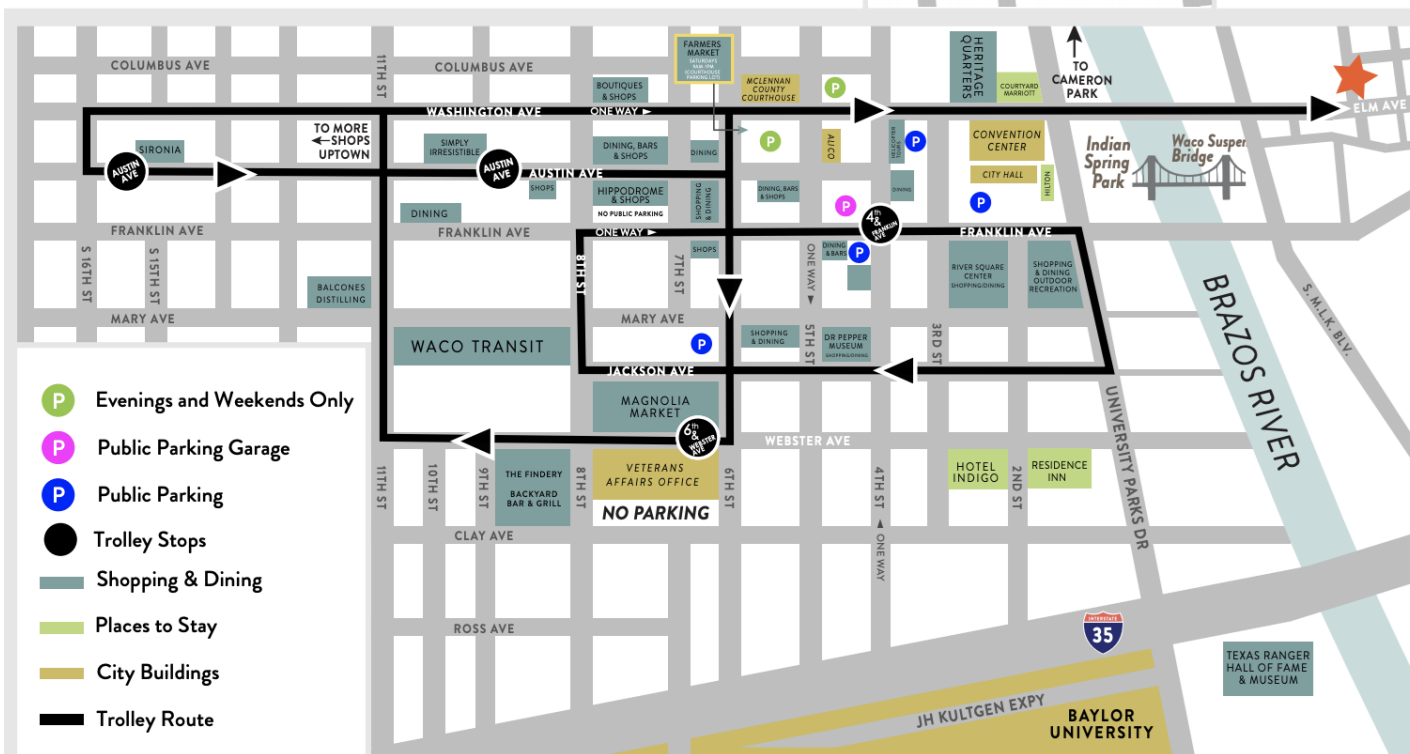
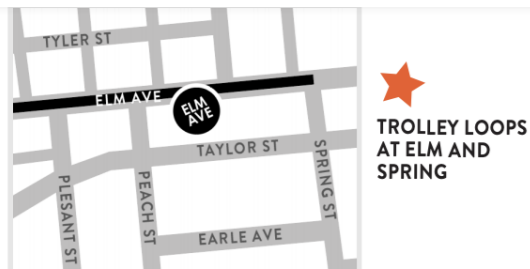
Waco Parking & Placemaking Plan



CivicBrand is an agency with over a decade of experience in research, branding, consulting, design, and marketing. We're a team of strategists, creatives, place-makers and story-tellers with a passion for helping communities tell their story.



DOWNTOWN WACO TX FREE TROLLEY



WHAT IS THE REAL PROBLEM BEHIND THE PARKING PROBLEM?

Visitors can't find parking,

because they aren't aware of parking.

Visitors aren't aware of places to park,

because they aren't aware of things to see beyond Magnolia.

Visitors aren't aware of where to explore beyond Magnolia,

because they naturally go where it feels like there is activity.

Locals can't find parking,
because they aren't willing to walk very far
to get to their destination.

Locals aren't willing to walk far,
because they aren't looking to explore.

Locals aren't looking to explore,
because they think they know what to expect
from a visit downtown.

HOW WE GOT HERE:

PROJECT INTRODUCTION

SITE VISIT

CONCEPT PLAN & AUDIT

WALK & TALK

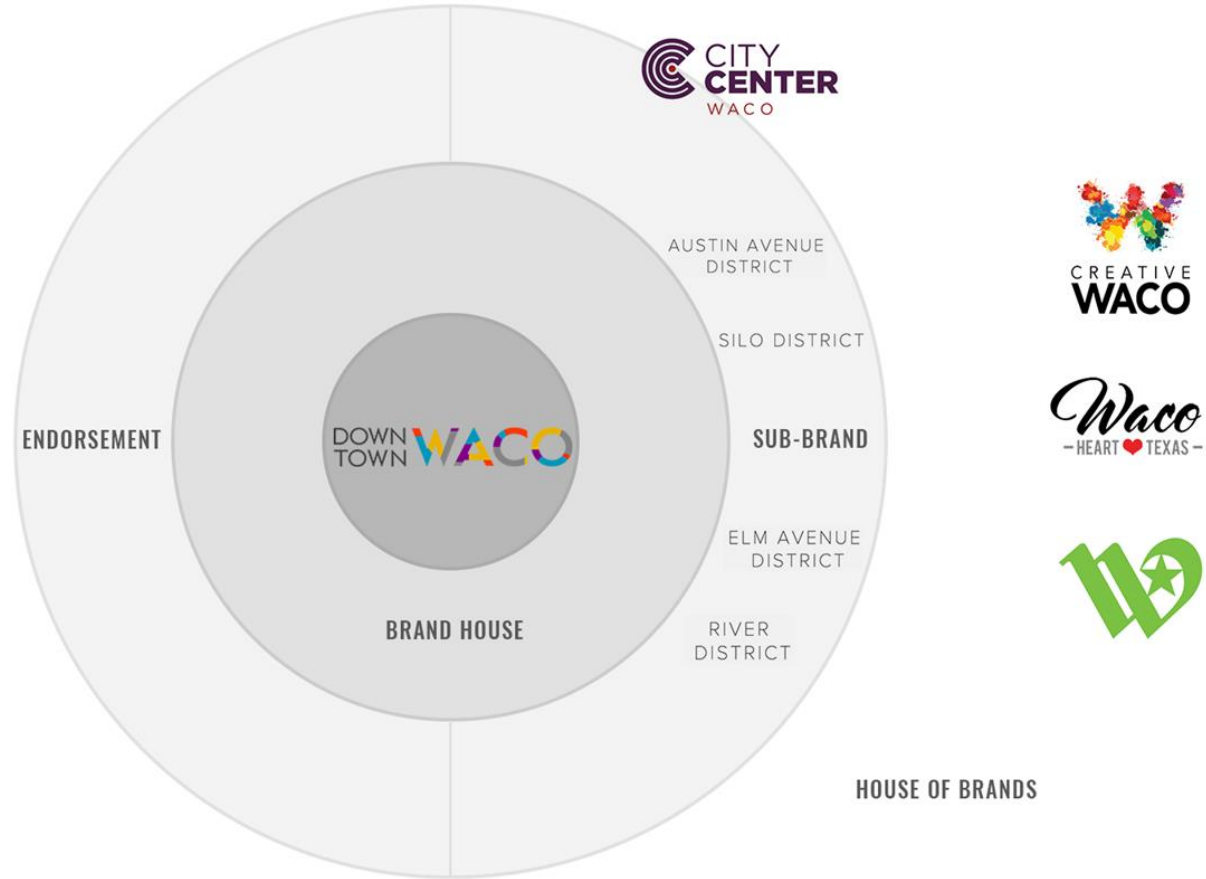
DEMONSTRATION

DATA COLLECTION

FINAL RECOMMENDATIONS

PLACE IDENTITY

There are many
entities promoting
Downtown Waco
in some way.





But in the physical space the brand feels different.

DOWNTOWN



RIGHT NOW:

A disconnected set of districts where Magnolia dominates as the defining attraction.



WHAT IT COULD BE:

A collection of vibrant, walkable districts where each has its own unique sense of place and assets that encourage even more people to explore.

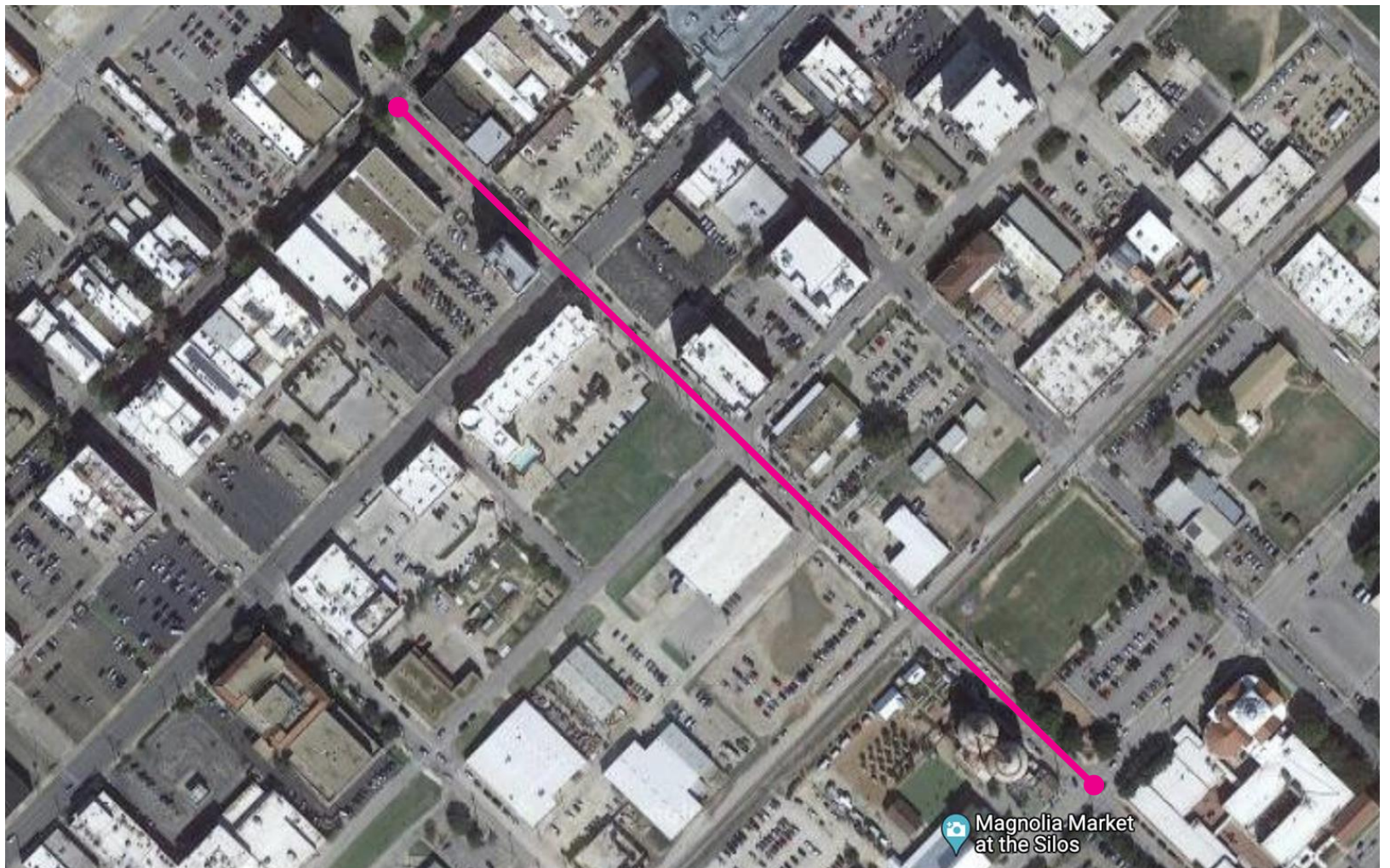


- **A SUMMER CAMPAIGN FEATURING A PLACEMAKING DEMONSTRATION AND INTRODUCING THE DOWNTOWN BRAND**
- **CONNECTING SILO DISTRICT TO AUSTIN AVENUE THROUGH A CONTINUOUS PATHWAY**
- **TURN 7TH STREET INTO A PEDESTRIAN PLAZA ON AUSTIN AVE**
- **ADD SIGNAGE TO FREE PARKING FOR LOCAL AND VISITOR AWARENESS**

SUMMER OF DOWNTOWN

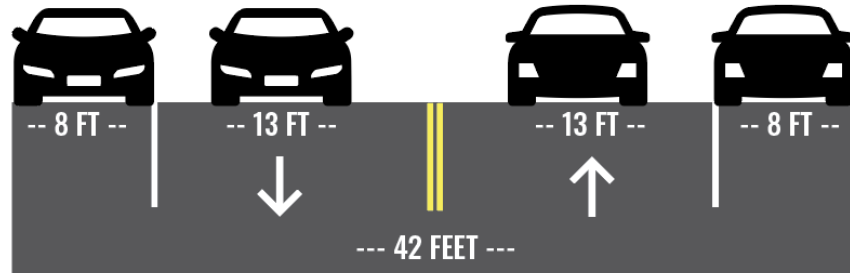
A placemaking demonstration
to reimagine downtown Waco.

DOWN
TOWN **WACO**

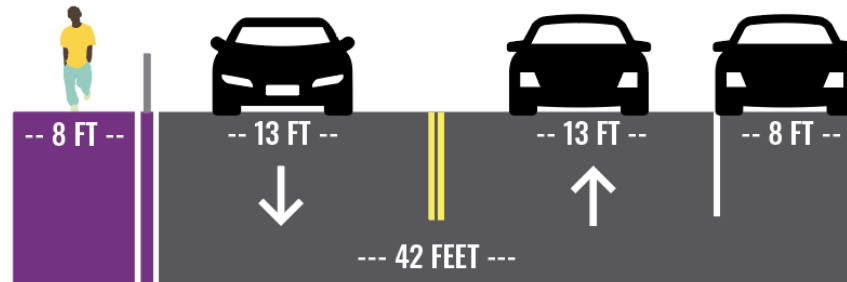


Magnolia Market
at the Silos

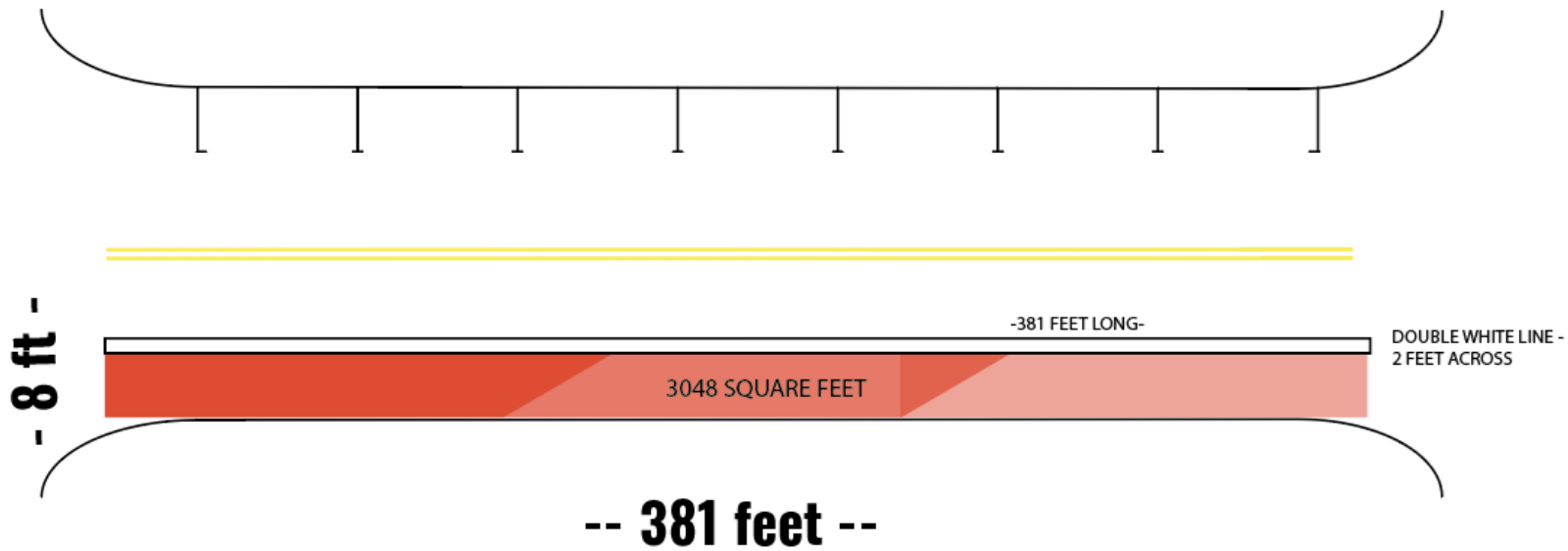
PRESENT DAY 6TH STREET



PROPOSED 6TH STREET

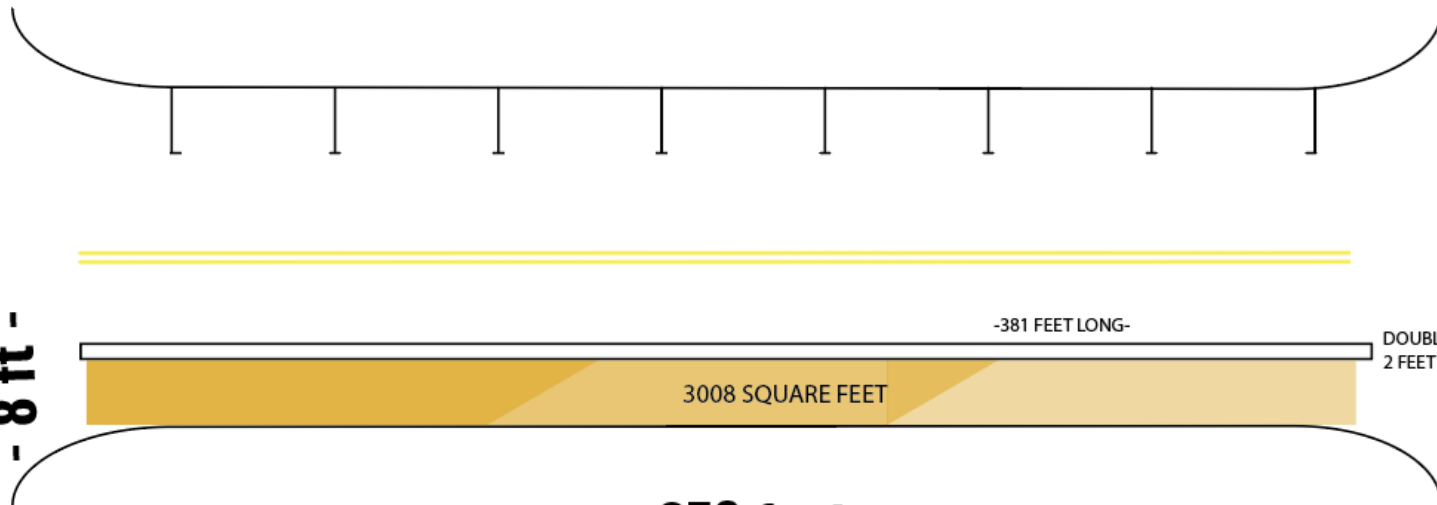


AUSTIN AVE



FRANKLIN AVE

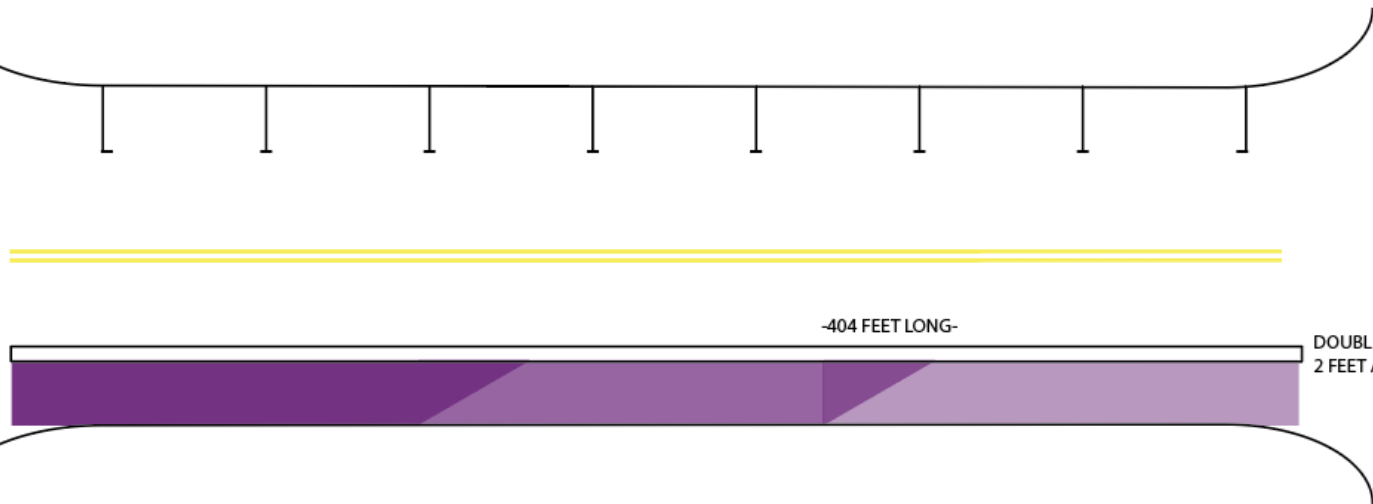
- 8 ft -



-- 376 feet --

MARY AVE

- 8 ft -



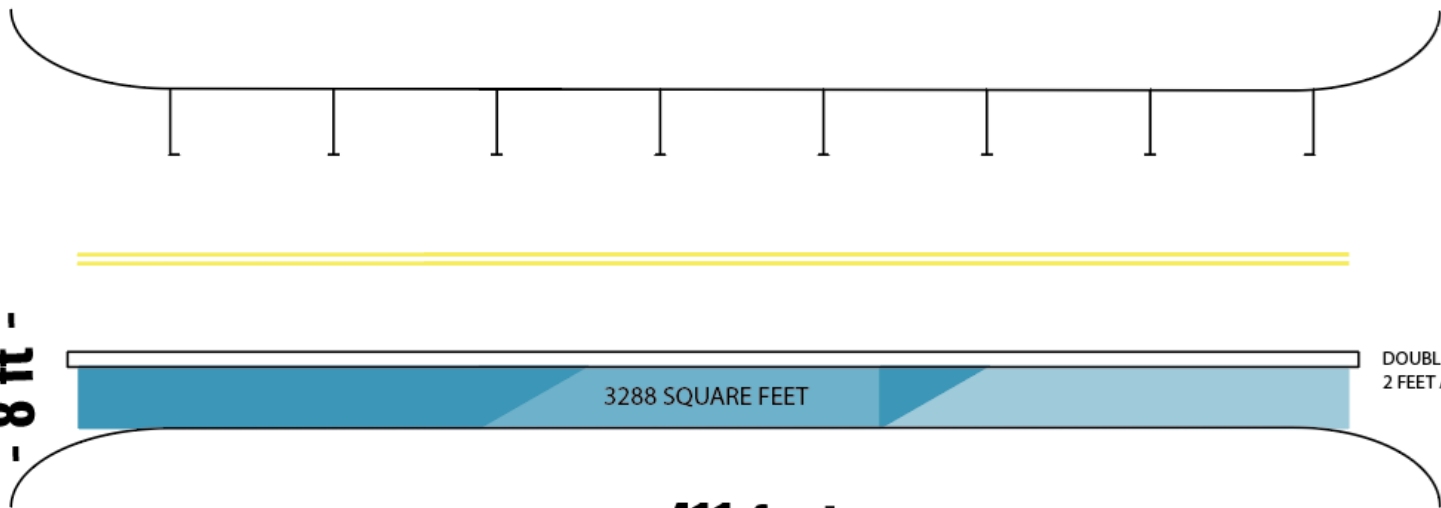
-404 FEET LONG-

DOUBLE WHITE LINE -
2 FEET ACROSS

-- 404 feet --

JACKSON AVE

-- 8 ft --



3288 SQUARE FEET

DOUBLE WHITE LINE -
2 FEET ACROSS

-- 411 feet --

6TH ST. PEDESTRIAN PATHWAY
BARRIERS + PAINTED PATHWAY





7TH ST. PLAZA
PAINTED PATHWAY



6TH ST. PEDESTRIAN PATHWAY
BANNERS



SUMMER OF
DOWNTOWN

Free
Parking
Here

DOWN
TOWN WACO

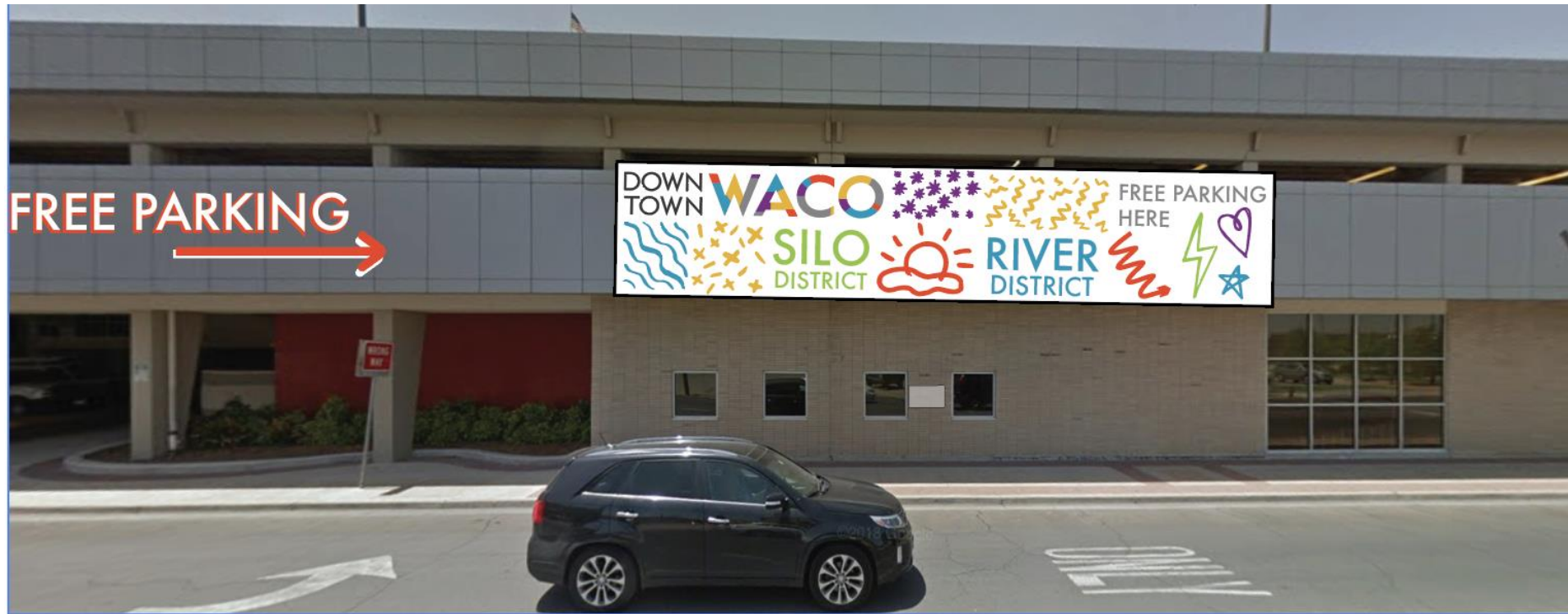
SUMMER OF
DOWNTOWN

Free
Parking
on
Weekends

DOWN
TOWN WACO







Project Timeline:

Implementation - June 21st - June 25th

Project Kickoff Event - June 25th

Project Duration - 2 Months

