

# The City of Waco

## 7<sup>th</sup> Street Plaza Update

2.04.25



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# 7<sup>th</sup> STREET PLAZA UPDATE

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## Purpose

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- Background
- Where We Are Today
- Options for Moving Forward
- Receive Feedback from City Council

# BACKGROUND

An aerial photograph of a city street, likely in Waco, Texas, showing a vibrant pedestrian plaza. The plaza is painted with large, colorful geometric shapes in shades of red, yellow, blue, and purple. It is flanked by historic brick buildings on the left and a modern brick building on the right. The street is lined with mature green trees. People are seen walking and standing on the plaza, and a few cars are parked along the street. The overall scene depicts a lively urban environment.

# BACKGROUND

- June 15, 2021: Council work session on downtown wayfinding, parking & summer events in PID1
- June 15, 2021: Council approved resolution authorizing \$100,000 expenditure of PID1 funds—City Center Waco contract with CivicBrand
  - Included "Summer of Downtown" branding, wayfinding, 7<sup>th</sup> St. Pedestrian Plaza activation
- 7<sup>th</sup> St. Pedestrian Plaza intended for 2-month pilot
- Since then, space has remained closed to vehicular traffic and has been intermittently activated via community programming
- In Fall 2022 and Spring 2023 Council adopted two separate resolutions authorizing \$102,520 of PID1 funds for design services
- Council feedback on plans has not been requested up to this point

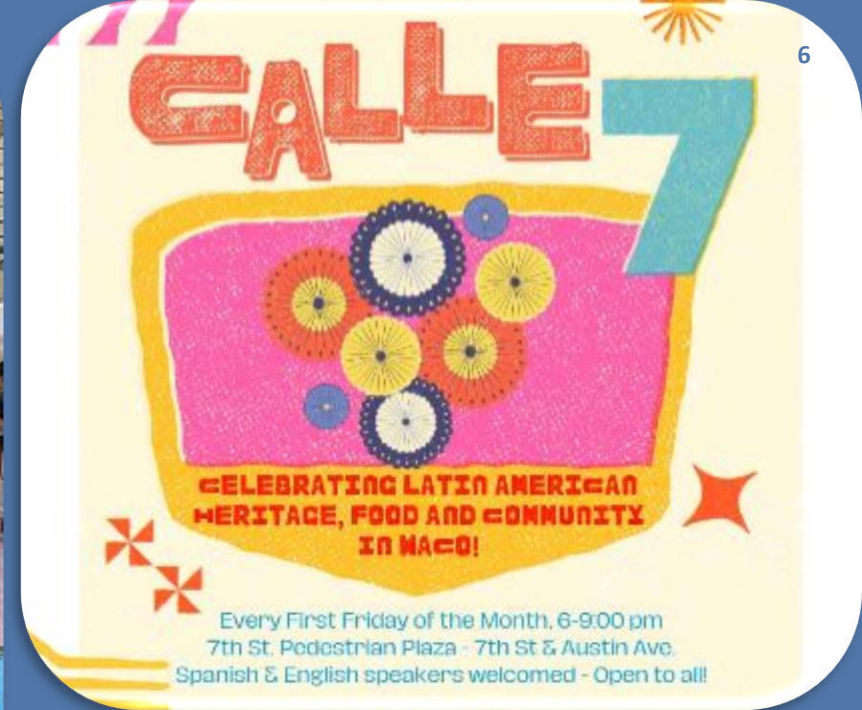


# 7TH STREET PLAZA ACTIVATIONS

- Chalk Waco Festival (prior to June 2021 activation)
- Waco-McLennan County Health District Vaccination Events
- Calle 7 Monthly Programming—Spanish Language “First Friday” events
  - Live Music
  - Dancing
  - Vendor Pop-Ups
  - Santa Photos







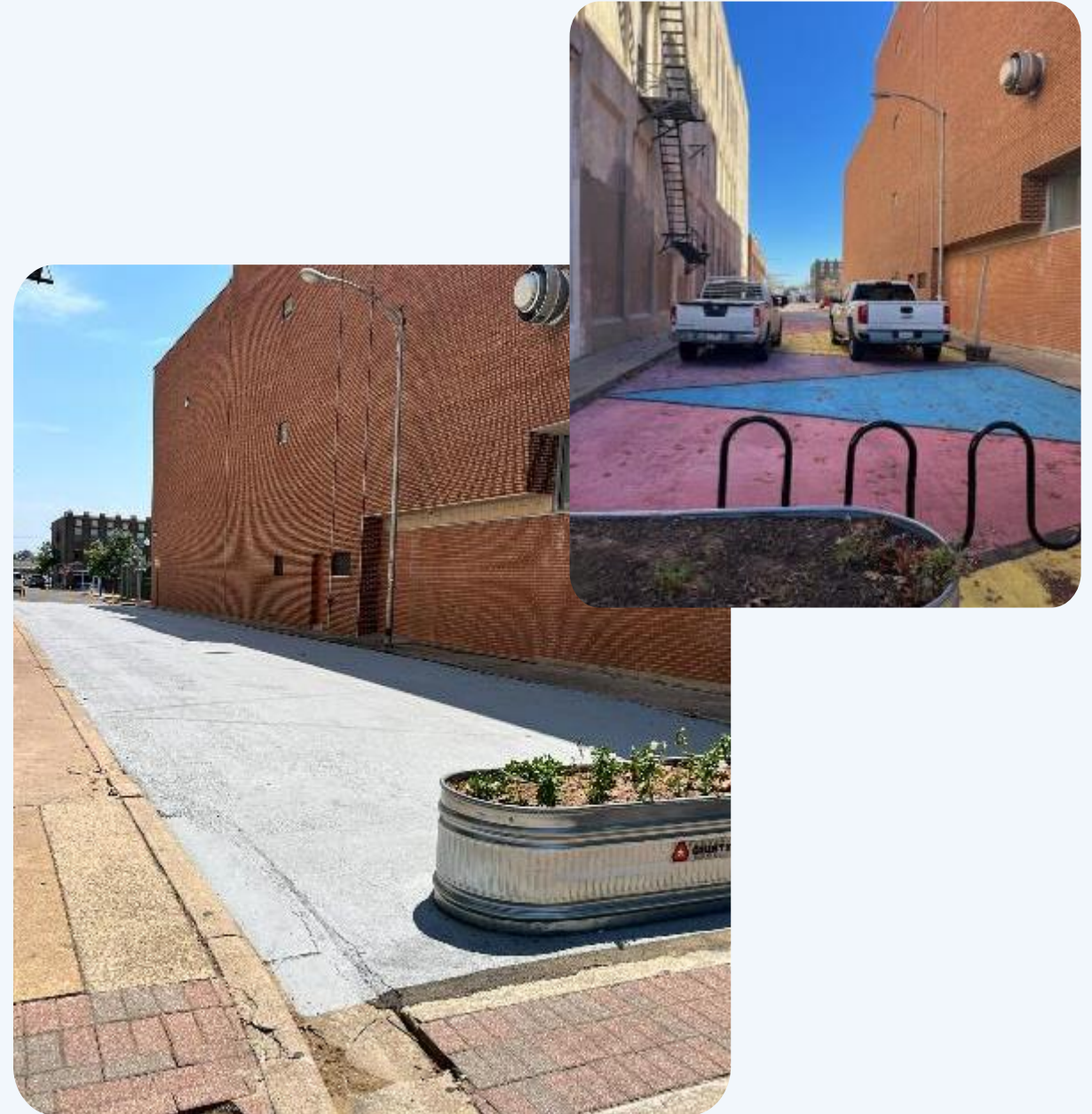




# WHERE WE ARE TODAY

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- Over 3 years later, the space has become run-down
  - Street mural intended for 2 months became faded and worn & used for parking
  - Furniture and lighting have been removed
- City staff is prepared to partner with City Center Waco and Creative Waco to develop plans for the future of the space pending Council direction
- In effort to make space more presentable in the interim
  - Worn original street mural has been painted over
  - Removable bollards installed to dissuade parking/driving in space





# OPTIONS FOR MOVING FORWARD

# OPTION 1:

## SUNSET 7<sup>th</sup> STREET PLAZA

- Return plaza to an active street with pedestrian and vehicular access
- Can implement immediately by removing planters and removable bollards
- Turn activation resources to Bridge Street Plaza



# OPTION 2:

## **MOVE FORWARD WITH DESIGN ENHANCEMENTS AND PROGRAMMING/ ACTIVATION PLANS**

- Formally authorize deactivation of 7<sup>th</sup> Street between Austin Ave. and alleyway
- PID1 committed to supporting phase 1 street mural, power/lighting, upcycled furniture
- Creative Waco to lead on identifying & coordinating artist(s) & designer(s) to execute mural and furniture
- Staff will return to Council at a later date to request approval of finalized design

# OPTION 2: EXAMPLES

- Updated street mural, upcycled furniture, lighting & power to accommodate programming → Spring 2025 rollout
  - Later phases to include permanent shade structures & additional flexible seating/furniture
- Development of process and promotion for oversight and activation of space





# OPTION 2: FINANCIAL IMPACT

**YR 1**  
**\$162,900**

PID1 Funds Identified: \$75,200-\$82,200

- Updated street mural, upcycled furniture: \$37,200
- Lighting and Power: estimated \$38,000-\$45,000
- Design Work from existing contract

PID1 Funds to be Requested: \$80,700

- Maintenance: \$15,700
- Programming: \$65,000

**YR 2+**  
**\$25,700**

PID1 Funds to be Requested : \$25,700

- Maintenance: \$15,700
- Programming: \$10,000

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## SUMMARY

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- 7<sup>th</sup> Street Plaza has been a space for activation opportunities since Summer 2021 and interest in the space remains
- For future use, upgrades will be necessary
- Council-recommended direction:
  - *Option 1: Sunset 7<sup>th</sup> St. Plaza*
  - *Option 2: Direct staff to work with City Center Waco on space upgrades and ongoing support through PID1 budget and Service and Assessment Plan*



# THANK YOU.

Please contact [amandad@wacotx.gov](mailto:amandad@wacotx.gov) with any questions.

