RR
03/06/14
Item #4

AN ORDINANCE 2014-03-06-0127

APPROVING A PROCESS, STRATEGY AND FUTURE STEPS FOR THE DEVELOPMENT OF A COMPREHENSIVE MASTER PLAN FOR ALAMO PLAZA AND SURROUNDING AREA, TO INCLUDE THE ESTABLISHMENT OF A 21 MEMBER ALAMO PLAZA ADVISORY COMMITTEE.

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WHEREAS, in 1994, the Alamo Plaza Study Committee was commissioned to undertake and complete a report (the "Report") on Alamo Plaza; and

WHEREAS, the Report identified interpretive themes and goals for Alamo Plaza that would share the story of the people and their culture; provide the history of Texas and the City of San Antonio; symbolize man's quest for self-determination, as well as provide a work plan that supports such themes and goals and identifies opportunities for museums, history centers, living history exhibits, street closures, a management plan, and interpretive methods; and

WHEREAS, in accordance with the recommendations of the City Council's Governance and Quality of Life Committees, City staff is recommending the establishment of an Alamo Plaza Advisory Committee (the "Committee") for the purpose of: 1) assisting in the updating of the Report; 2) creating a vision and guiding principles for the redevelopment of Alamo Plaza and surrounding area; 3) assisting in the development of the scope of work for the development of a master plan for Alamo Plaza; and 4) providing general oversight of the development and implementation of the master plan upon its completion; and

WHEREAS, upon its establishment and the appointment of its members, the Committee would initiate the update to the Report and the creation of the vision and guiding principles for the redevelopment of Alamo Plaza; **NOW THEREFORE:**

BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF SAN ANTONIO:

SECTION 1. City Council approves the establishment of the Alamo Plaza Advisory Committee consisting of twenty-one (21) members as follows:

A) Eleven (11) members shall be appointed by the Mayor, to include 3 tri-chairs and 8 members representative of the following categories:

(1) member from the 1994 Alamo Plaza Study Committee Report;
(3) members from the fields of History and Archeology;
(1) member representing the State of Texas;
(1) member representing the Federal Government;
(1) member representing Private Property Owners; and

(1) member from the field of Tourism.

B) Additionally, each City Council District shall appoint an at-large member to the committee.

The City Council waives the standard boards and commissions rules as they may relate to the Alamo Plaza Advisory Committee.

SECTION 2. This Ordinance shall be effective immediately upon the receipt of eight affirmative votes or, if less than eight affirmative votes are received, on the tenth day after passage.

PASSED AND APPROVED this 6th day of March, 2014.

M A Y O R
Julián Castro

ATTEST:

Leticia M. Vacek, City Clerk

APPROVED AS TO FORM:

Robert F. Greenblum, City Attorney

Agenda Item:	4
Date:	03/06/2014
Time:	09:55:45 AM
Vote Type:	Motion to Approve
Description:	An Ordinance approving a process, strategy and future steps for the development of a comprehensive master plan for Alamo Plaza and the surrounding area, to include the establishment of a 21 member Alamo Plaza Advisory Committee. [Carlos Contreras, Assistant City Manager; Lori Houston, Director, Center City Development Office]
Result:	Passed

Voter	Group	Not Present	Yea	Nay	Abstain	Motion	Second
Julián Castro	Mayor		x				
Diego Bernal	District 1		x			x	
Ivy R. Taylor	District 2		x				
Rebecca Viagran	District 3		x				
Rey Saldaña	District 4		x				
Shirley Gonzales	District 5		x				
Ray Lopez	District 6		x				
Cris Medina	District 7		x				x
Ron Nirenberg	District 8	x					
Joe Krier	District 9		x				
Michael Gallagher	District 10		x				

CITY OF SAN ANTONIO
Center City Development Office

City Council Meeting
Item #4
March 6, 2014

Lori Houston, Director

Background

- On November 19, 2013, a Council Consideration Request was submitted by Councilman Diego Bernal.
  - Requested that staff make a recommendation regarding a process, strategy, and next steps for a comprehensive master planning effort for Alamo Plaza that is respectful of the Plaza and the Alamo's history.
- On December 18, 2013, the Governance Committee directed staff to return to the Quality of Life Committee in February with the recommended process and next steps.
- On February 18, 2014, the Quality of Life Committee directed staff to proceed to City Council.

Recommendation

1. Initiate a comprehensive master planning effort in and around Alamo Plaza that will:
   - Establish a master plan to identify physical improvements to Alamo Plaza as well as facilitate development that is respectful of the Plaza and the Alamo's history.
   - The master plan will:
     - Address interpretation, signage, traffic calming, design guidelines, zoning overlays, as well as other strategies that promote appropriate and desirable uses
     - Consider the recommendations of the 1994 Alamo Plaza Study Committee Report as updated by an Advisory Committee
     - Include opportunities for public and stakeholder input

Recommendation

2. Create a Committee that will:
   - Assist with the update of the 1994 Alamo Plaza Study Committee Report
   - Create a vision and guiding principles for the redevelopment of Alamo Plaza and surrounding area
   - Assist in the development of the scope of work for the master plan
   - Participate in the selection of a master plan consultant
   - Provide general oversight of the master plan development

1994 Alamo Plaza Study Committee Report

- Committee Composition
  - Co-chairs Mayor Howard Peak and Councilman Roger Perez
  - 22 members representative of various stakeholder groups

- Identified 5 interpretive themes and goals for Alamo Plaza
  1. Evolution of settlements and cultures at Alamo Plaza
  2. Tell the story of the 1836 Battle of the Alamo
  3. Alamo Plaza represents a continuum of urban development and commerce in San Antonio (The plaza through time.)
  4. Alamo Plaza: The number 1 destination for tourism in Texas
  5. This Hallowed Ground: Alamo Plaza (reverence and sacrifice)

1994 Alamo Plaza Study Committee Report

- Provides a work plan that supports the themes and goals.
  1. Visitor Center/Interpretive History Center/City Museum
  2. Living History Exhibits
  3. Street Closures
  4. Management Plan
  5. Alternative Ways of Disseminating Information
  6. Spatial Definition

Proposed Committee Structure

- **21 Member Alamo Plaza Advisory Committee**
  - **11 Members Appointed by Mayor**
    - (3) Tri-Chairs
    - (8) Committee Members by Category
      - (1) Representative from 1994 Study
      - (3) History/Archeology Designees
      - (1) State of Texas Designee
      - (1) Federal Government Designee
      - (1) Private Property Designee
      - (1) Tourism Designee
  - **10 Members Appointed by City Council**
    - Each Council Member Appoints a Committee Member

Consultants

- Mimi Quintanilla will serve as the facilitator for committee and public meetings and will work with the committee to update the 1994 Report and develop a shared vision and guiding principles for Alamo Plaza.

- Alan M. Hantman, FAIA, will serve as a consultant to the committee and provides a national perspective as it relates to other famous historical sites within the United States.

Staff

- Support Staff:
  - Center City Development Office

- Technical Support Team:
  - Office of Historic Preservation
  - Development Services
  - Planning and Community Development
  - Parks and Recreation
  - Transportation and Capital Improvements
  - Convention and Visitors Bureau
  - Other technical experts as needed

Timeline

- **March 14, 2014** – City Council Appointments due to City Clerk
- **March 2014 – September 2014:** Update 1994 Plan and Create Vision and Guiding Principles
- **October 2014:** City Council Briefing and Issue RFQ for Master Plan Team
- **November 2014:** Issue RFP for Master Plan Team
- **January 2015:** Master Plan Team Interviews and recommendation
- **February 2015:** Council action on Master Plan Team
- **February 2015 – August 2015:** Master Plan Process
- **September 2015:** Master Plan adoption

Next Steps

- Mayor to appoint 3 tri-chairs and appoint 8 committee members representative of the following categories: (1) Representative from 1994 Study; (3) History/Archeology Designees; (1) State of Texas Designee; (1) Federal Government Designee; (1) Private Property Designee; and (1) Tourism Designee.

- Each Council Member to submit an appointee to the City Clerks Office to serve on the Committee

- March/April 2014 – Begin Committee Process

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