

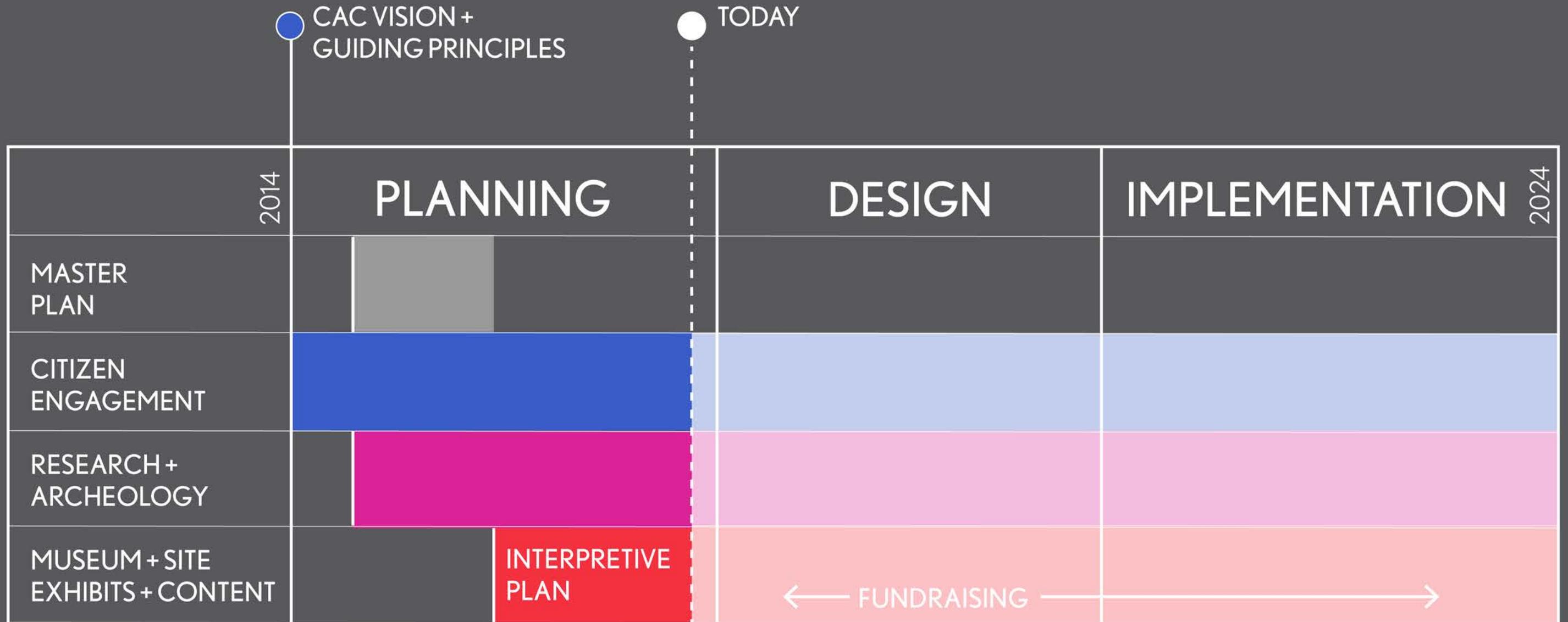
ALAMO COMPREHENSIVE INTERPRETIVE PLAN

JUNE 2018

OUR CHARGE

Develop a comprehensive analysis and strategic design for an improved public experience of the Alamo — physical approaches to the historic site and immersive educational experiences that engender powerful emotional connections.

WHERE WE ARE TODAY



AGENDA

VISION + PRINCIPLES

SITE INTERPRETIVE OPPORTUNITIES

SITE PLANNING STRATEGIES

GOALS FOR THE MEETING

- to explain how content and public experience have shaped the site planning process
- to illustrate how the site and its context would change to achieve your vision and principles
- to hear your reactions to this initial planning approach

BEGIN WITH THE CAC VISION

- Engage local residents and visitors in ways to personally connect to the Alamo area experience.
- Tell the story of the Battle of the Alamo and its impact on the Republic of Texas, City of San Antonio, State of Texas, the United States, and the international community.
- Include and interpret the diverse cultures that contributed to the story of the Alamo area through meaningful and memorable experiences for visitors.
- Tell the in-depth history of the Alamo area to the present day as a tribute to all who lived, fought, and died there.

BUILD UPON THE CAC GUIDING PRINCIPLES TO DEVELOP THE INTERPRETIVE PLAN

- The 1836 Battle of the Alamo, the most widely recognized event, provides an opportunity to tell the entire history of the Alamo area
- Unified leadership under the management of a single steward (public and private) with a sustainable business model
- Preservation and interpretation based on historical and archaeological evidence
- Embrace intellectual, experiential and physical accessibility
- Balance scholarship, historical context, folklore and myth to provide an engaging visitor experience
- Create a premier Visitor Experience through physical space and interpretation
- Embrace the continuum of history to foster understanding and healing
- Enhance connectivity and wayfinding to the river, neighborhoods, La Villita, the cathedral, and the other Plazas

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INTERPRETIVE PLAN

*Change the understanding of the Alamo
as a building to the Alamo as a place.*

INTERPRETIVE PLAN

How to tell the stories of the site

- Create a 21st century museum and heritage site complex, with both indoor galleries and an ‘open air museum’.
- Consider both as places of interpretive story-telling, with each playing to its strengths and unique character.
- Inside the museum galleries, use collections to reveal the deeper story, from the 16th century to today, in its regional and world-wide context.
- On the heritage site, use interpretation and programming to tell stories in the places where they occurred, putting visitors in the shoes of people past.

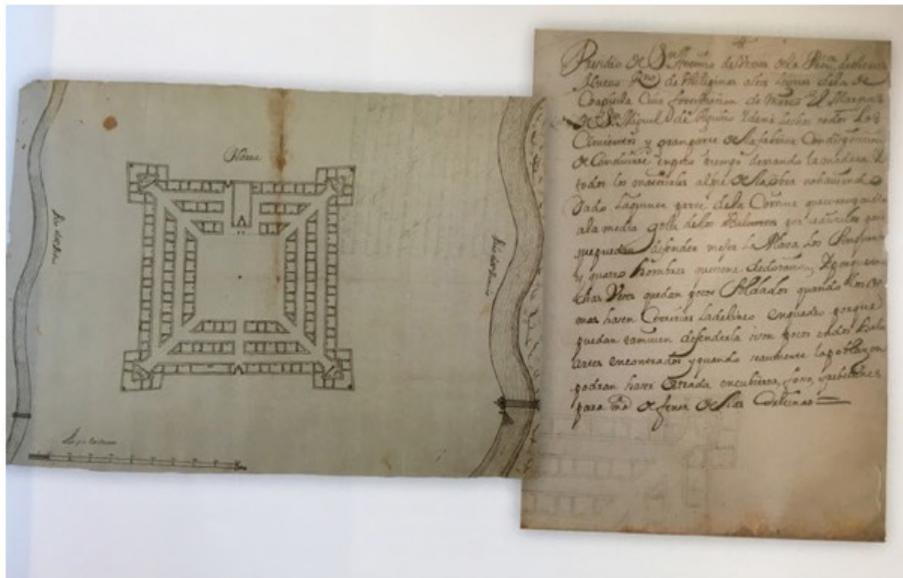
INSIDE THE GALLERIES

Use collections to reveal the deeper story



INSIDE THE GALLERIES

Mission de Valero Gallery



INSIDE THE GALLERIES

Texas Revolution Gallery



Having been admitted by J. Austin as one of the settlers
under his contracts with govt. I agree and promise to
pay to said Austin Seventeen Ten dollars on the re-
ceipt of my title to Land as a settler under said
Contract and forty dollars in One Year thereafter.
578. Villa de Austin a 9.3o de mayo de 1831
Wm. B. Travis



MILLO SECONDI
Para la suma de mil
y ochocientos veinte y
cinco y cinco 100

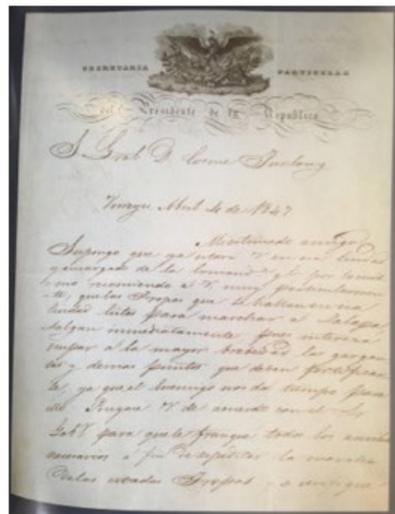
DOCE REALES
docecientos veinte y
cinco y cinco 100

1831

Chapman of this and as also
Department of Texas
to the Honorable the Director of
Colonial Affairs
Having received orders
from the Honorable commandant of
Cochran's troops to assist the Indians
Barata, Schoten, Williams, Travis,
Williams, Baker. I will order you
in virtue of your office in case that
you may be furnished with any reports
about the persons of these
Indians, and that in so doing
you will observe the usual laws
of the country.
Should you succeed in apprehending
any or all of them you will be pleased
to report the fact immediately to me
at the capital of this department
to the end that measures may be

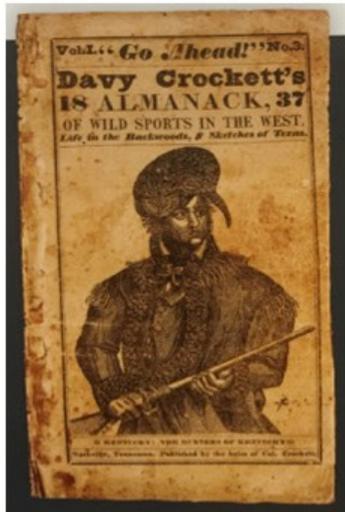
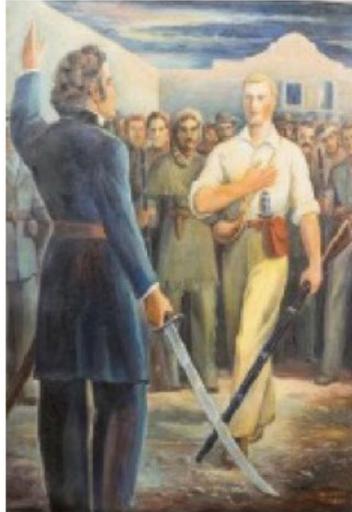
INSIDE THE GALLERIES

Ruin to Icon Gallery



INSIDE THE GALLERIES

Legends Gallery



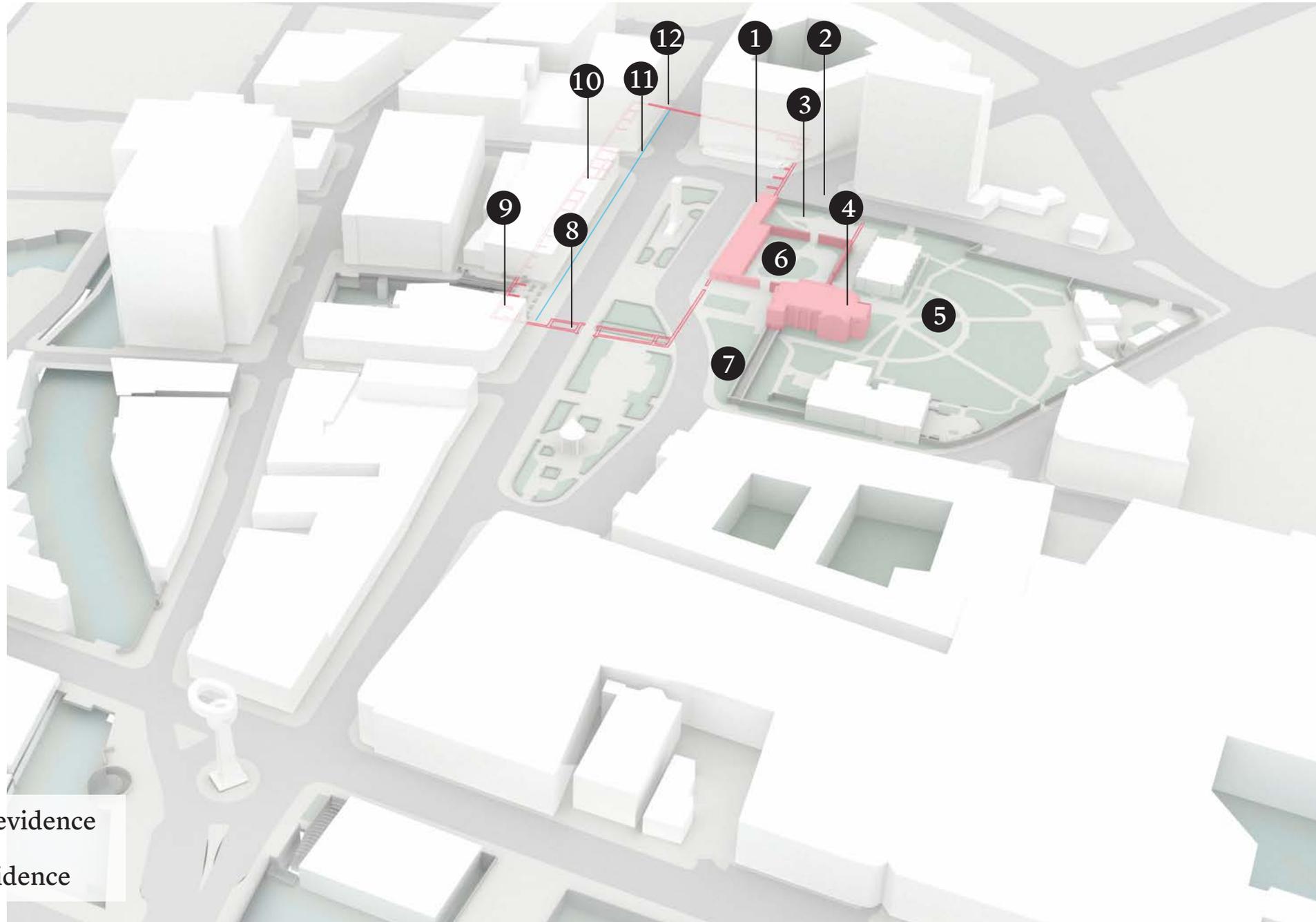
ON THE SITE

Create a 21st century heritage site that functions as an open air museum

- ① LONG BARRACK
- ② BURIAL GROUNDS*
- ③ TEXTILE WORKSHOP
- ④ CHURCH
- ⑤ MISSION FIELDS + GARDEN
- ⑥ CONVENTO
- ⑦ BURIAL GROUNDS**
- ⑧ MAIN GATE
- ⑨ SOUTHWEST CORNER
- ⑩ WEST WALL
- ⑪ ACEQUIA
- ⑫ NORTH WALL

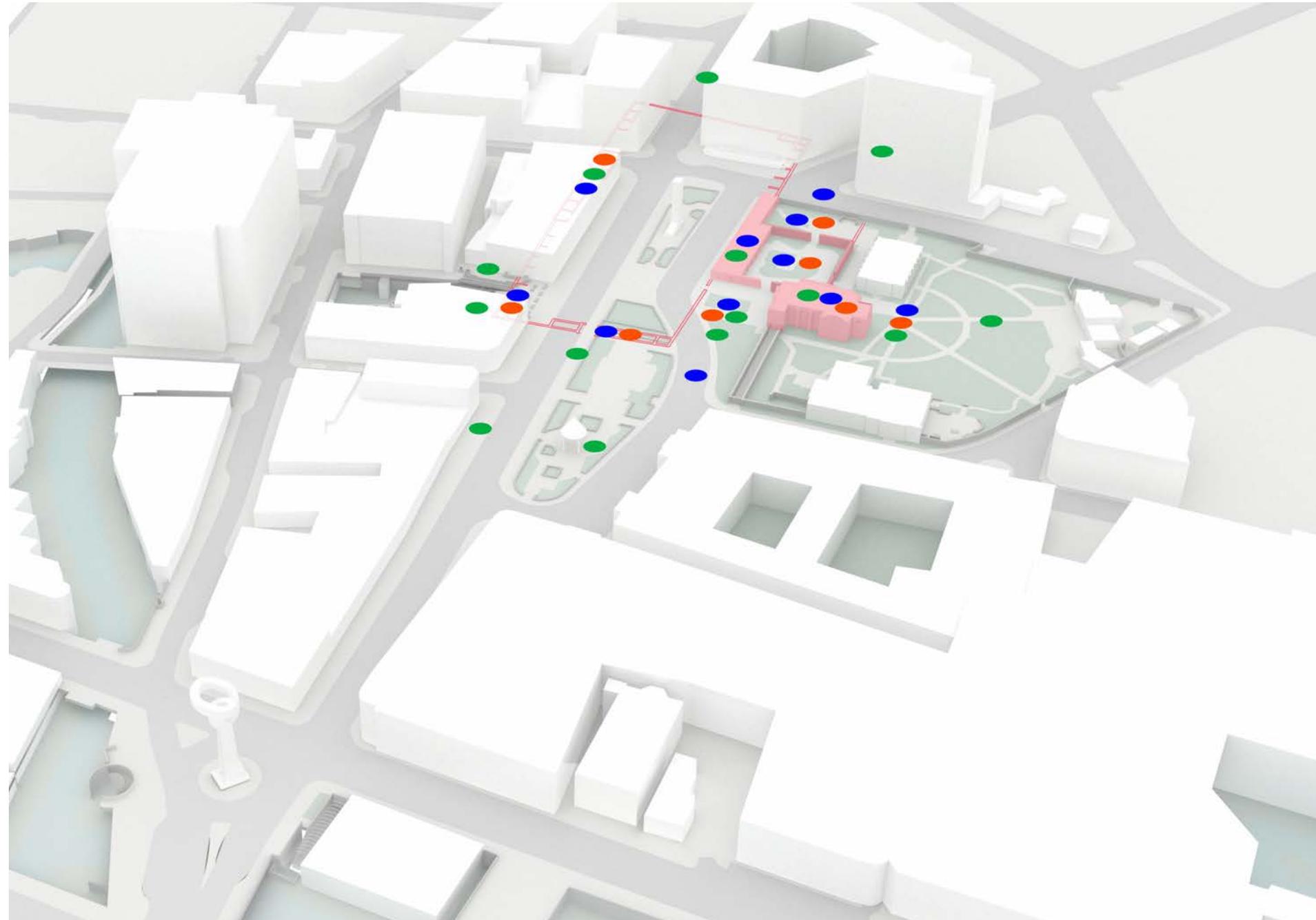
*supported by archeological evidence

**no known archeological evidence



ON THE SITE

Reveal the deeper story, from the 16th century to today



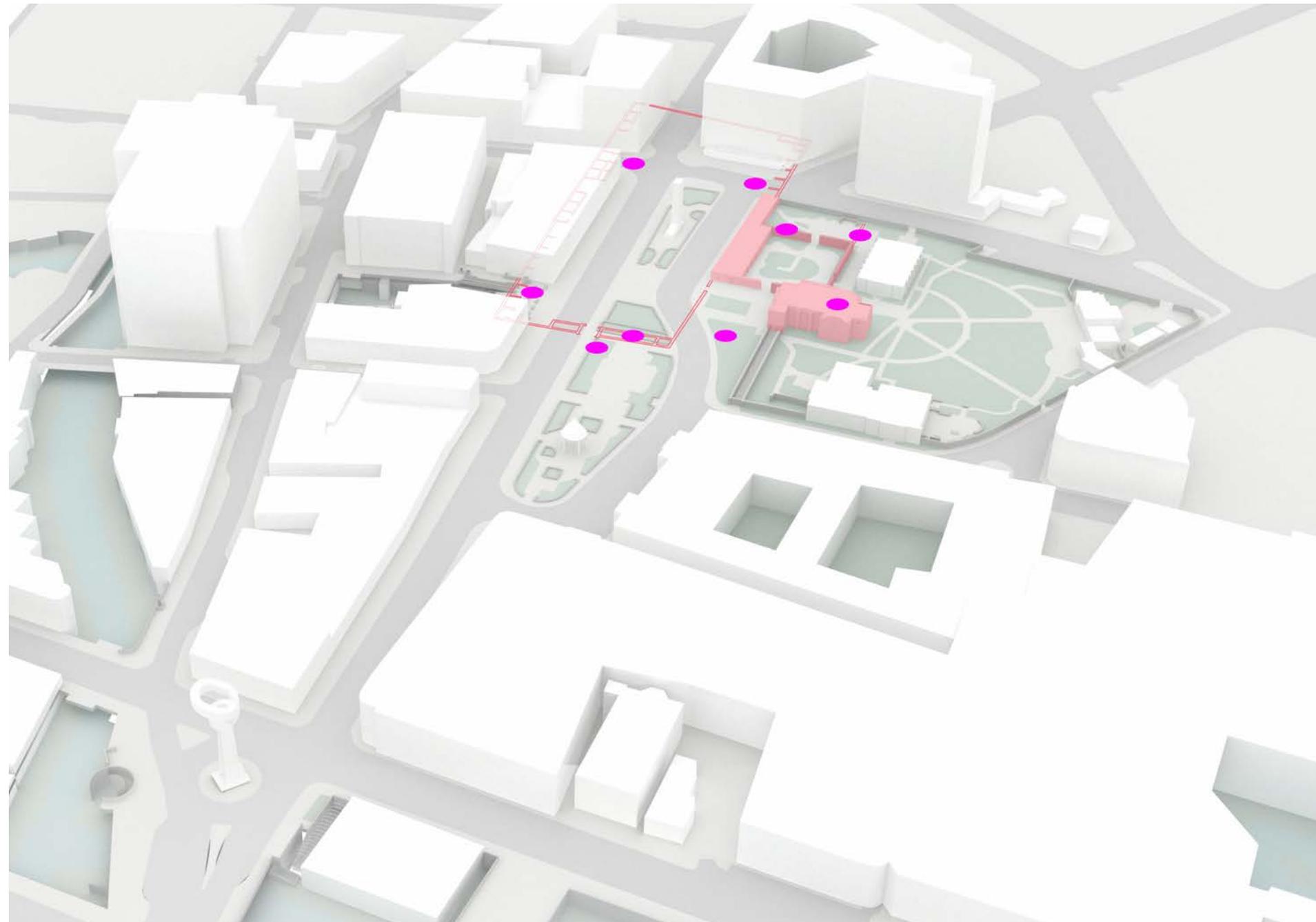
● MISSION DE VALERO
1519 – 1793

● BATTLE OF THE ALAMO
+ TEXAS REVOLUTION
1793 – 1836

● ALAMO: RUIN TO ICON
1836 – TODAY

ON THE SITE

Use interpretation and programming to tell stories in the places where they occurred



● ARCHEOLOGICAL
DIG SITES

BUILD UPON THE CAC GUIDING PRINCIPLES TOWARD A POWERFUL VISITOR EXPERIENCE

- The 1836 Battle of the Alamo, the most widely recognized event, provides an opportunity to tell the entire history of the Alamo area
- Unified leadership under the management of a single steward (public and private) with a sustainable business model
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SITE PLANNING

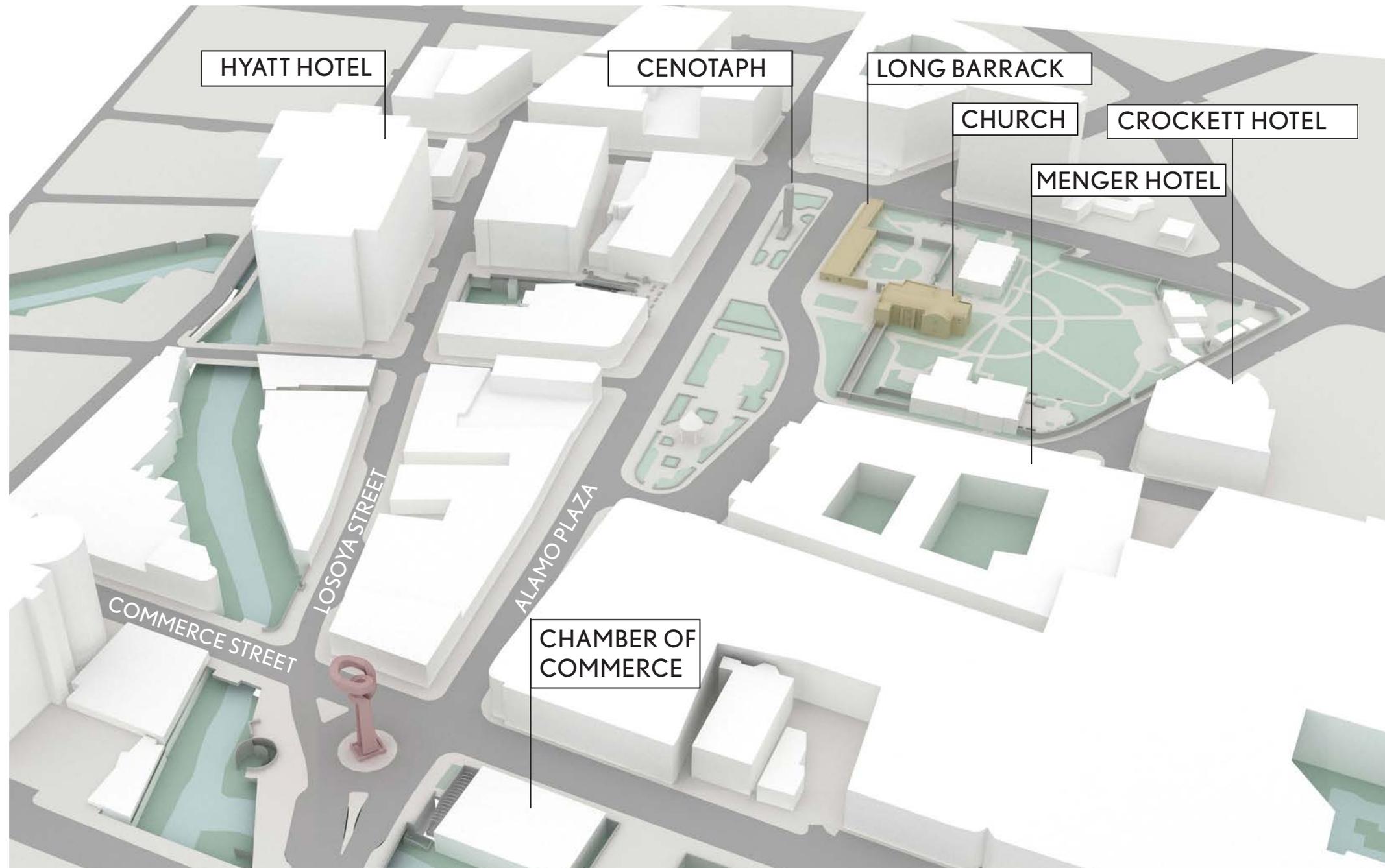
*Make the Alamo a place
for reverence and learning.*

SITE PLANNING

What it takes to achieve the vision

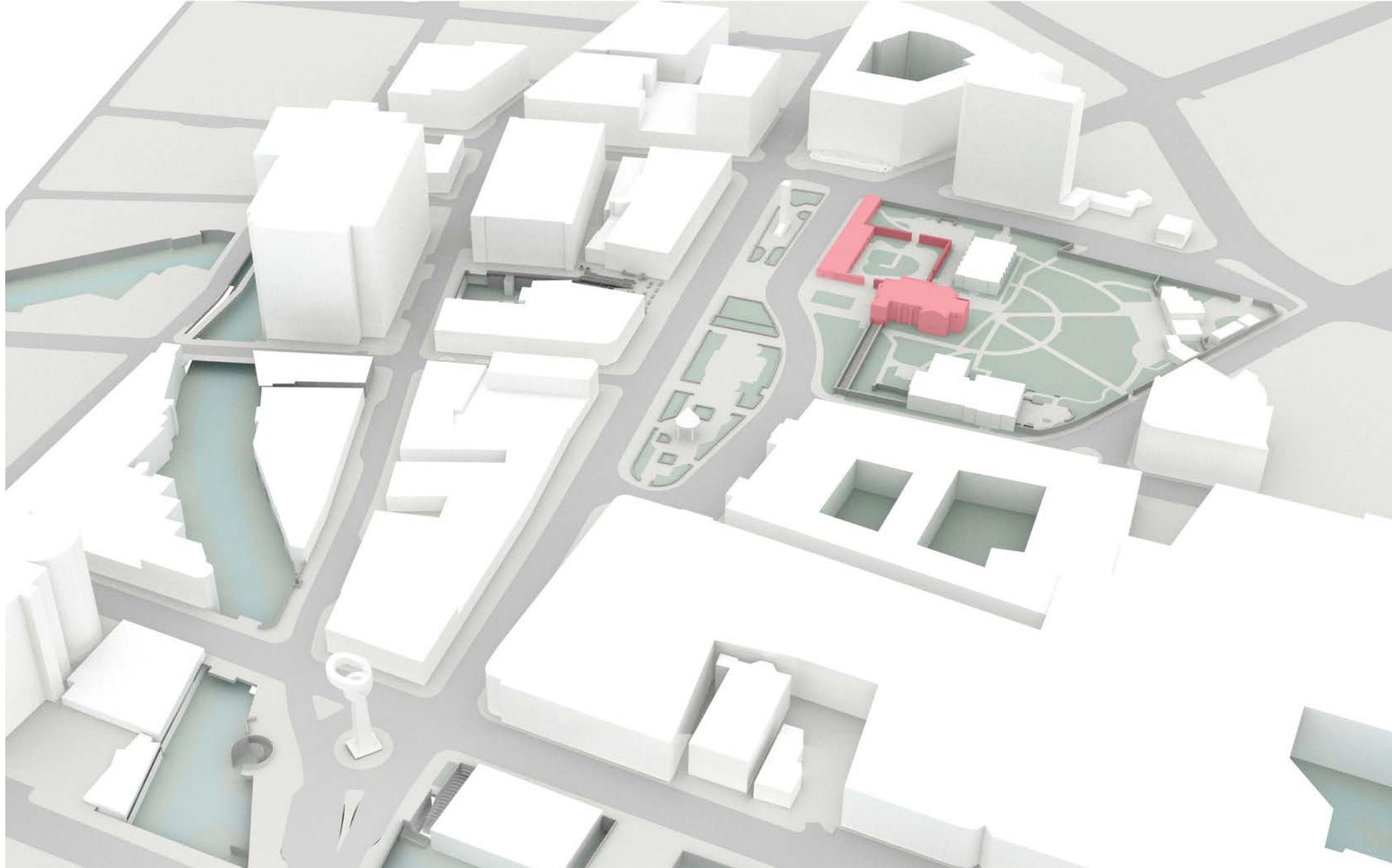
- Clarify periods of historic significance
- Reveal and delineate the Mission footprint
- Express the significance of water in the site's history
- Choreograph approaches to the historic site
- Develop an accessible, unified, and coherent place

THE ALAMO TODAY



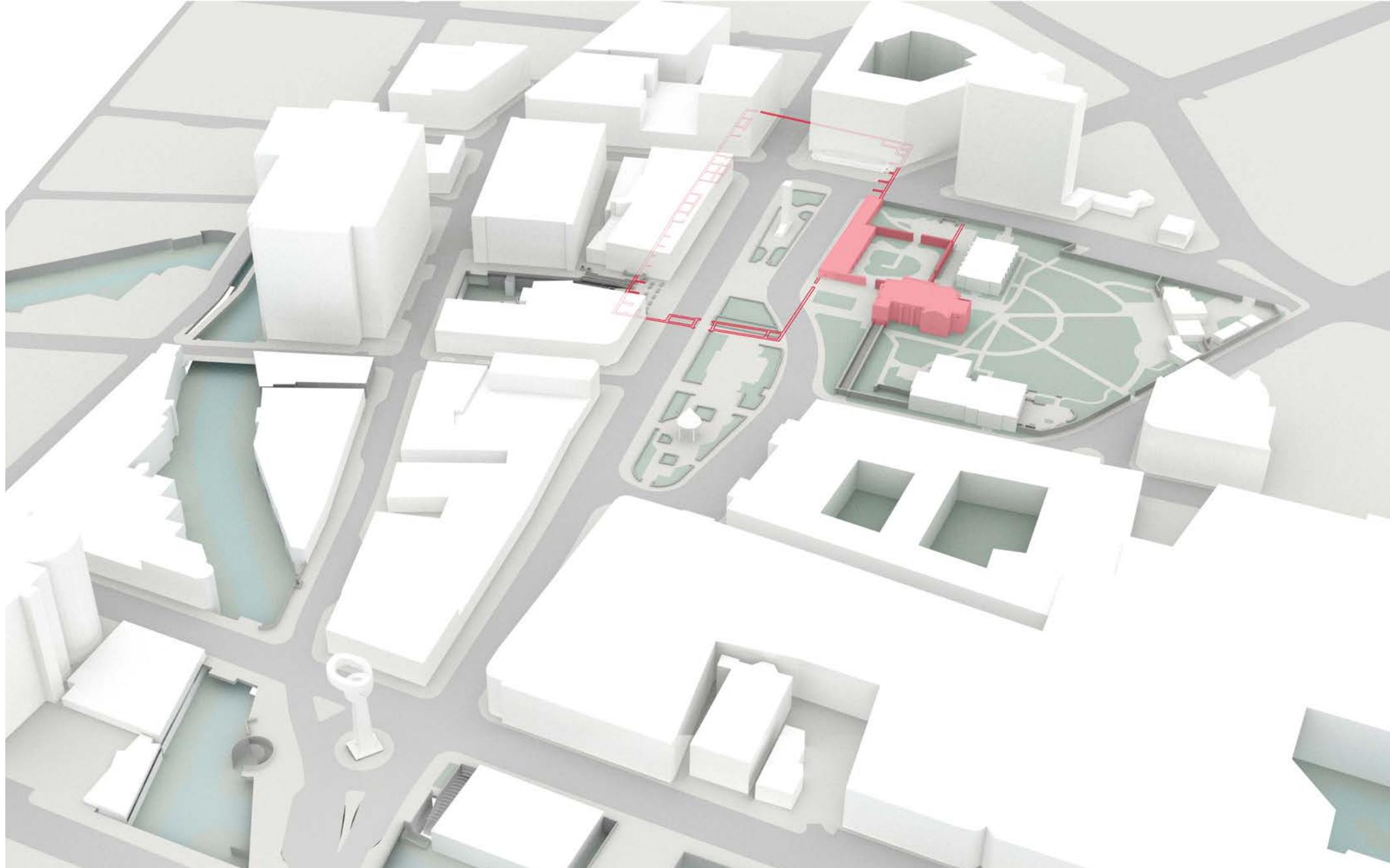
CLARIFY PERIODS OF HISTORIC SIGNIFICANCE

Preserve and emphasize the historic artifacts



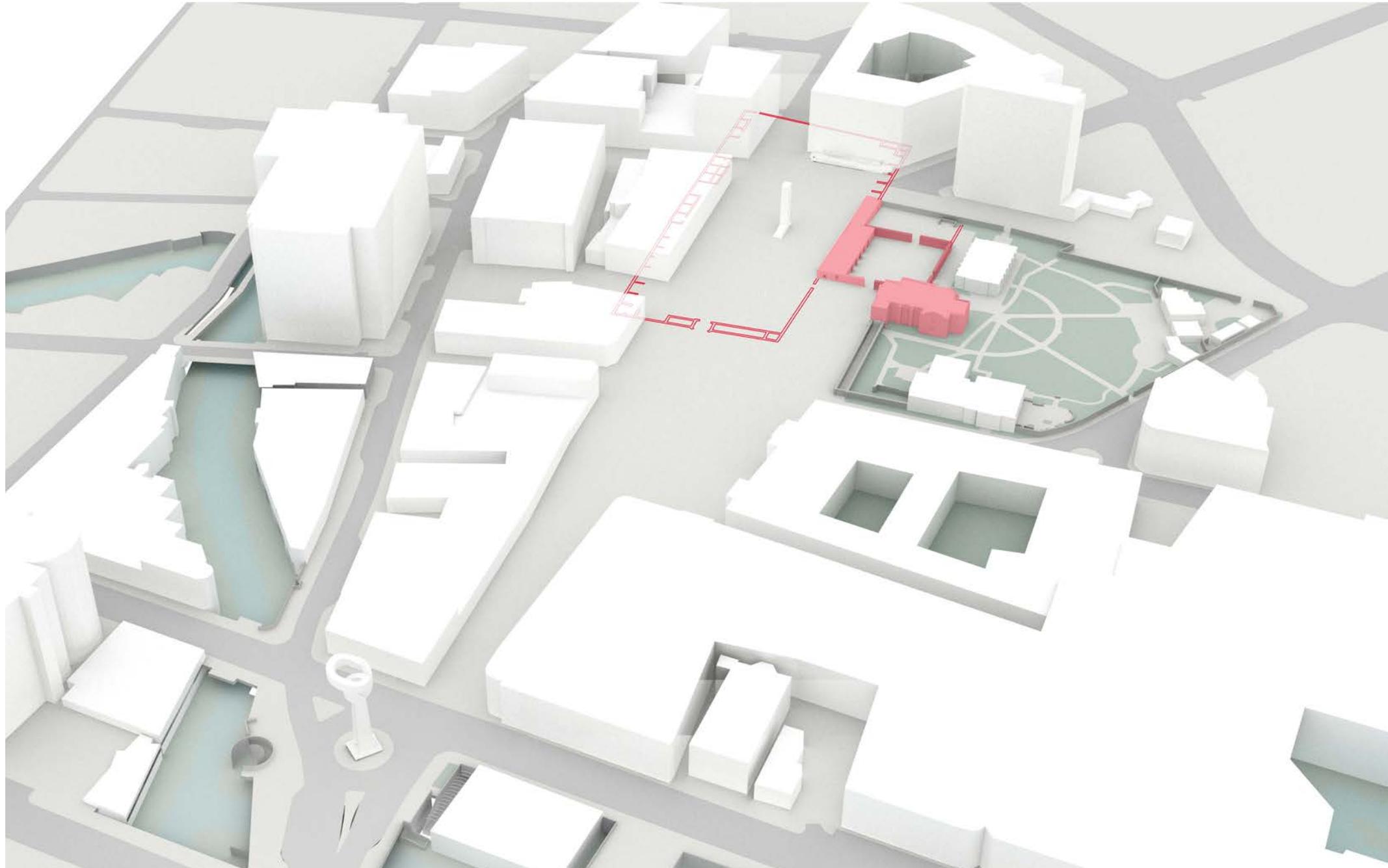
CLARIFY PERIODS OF HISTORIC SIGNIFICANCE

Understand the extent of the Mission footprint



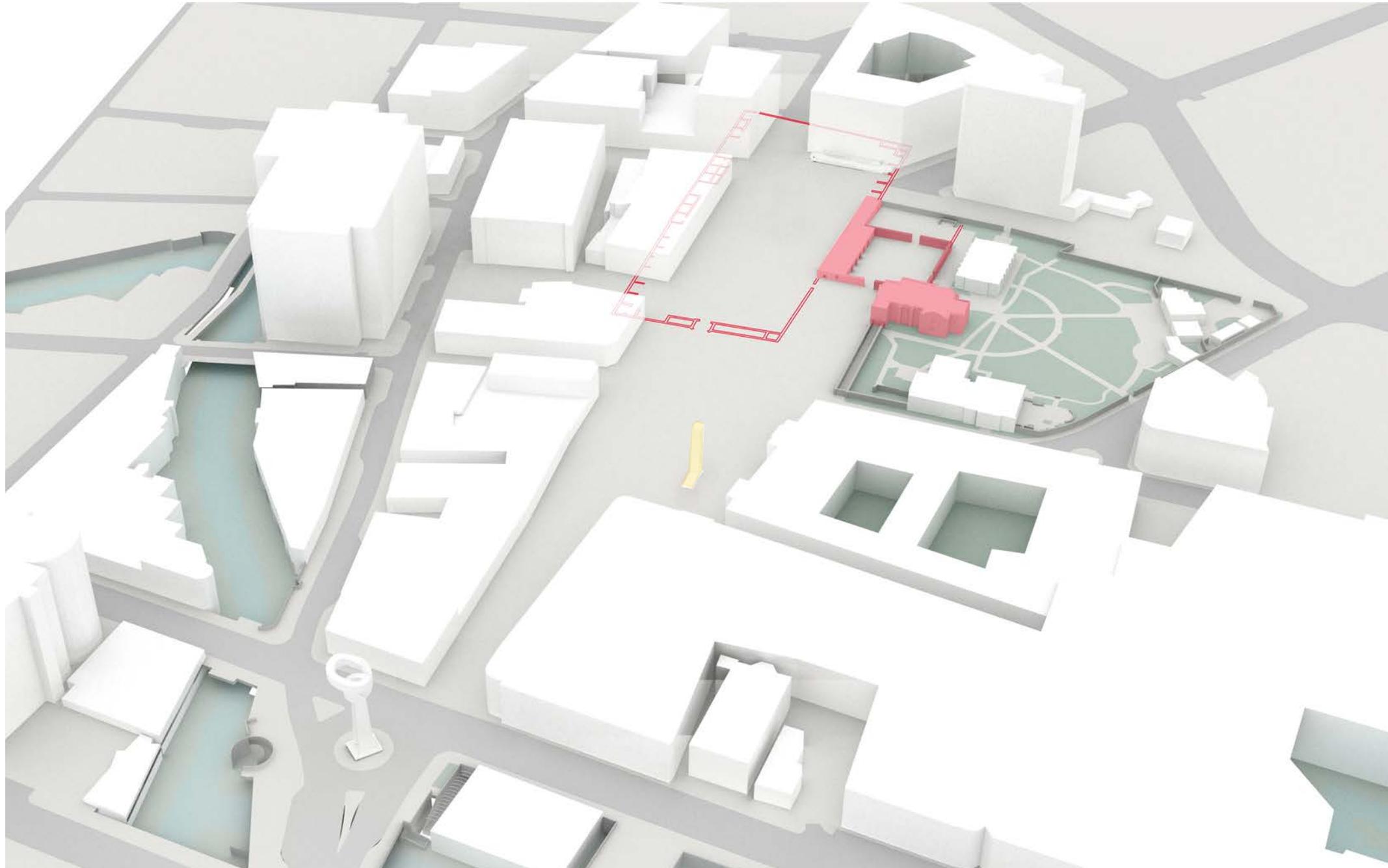
CLARIFY PERIODS OF HISTORIC SIGNIFICANCE

Address non-contributing features of Alamo Street and Plaza



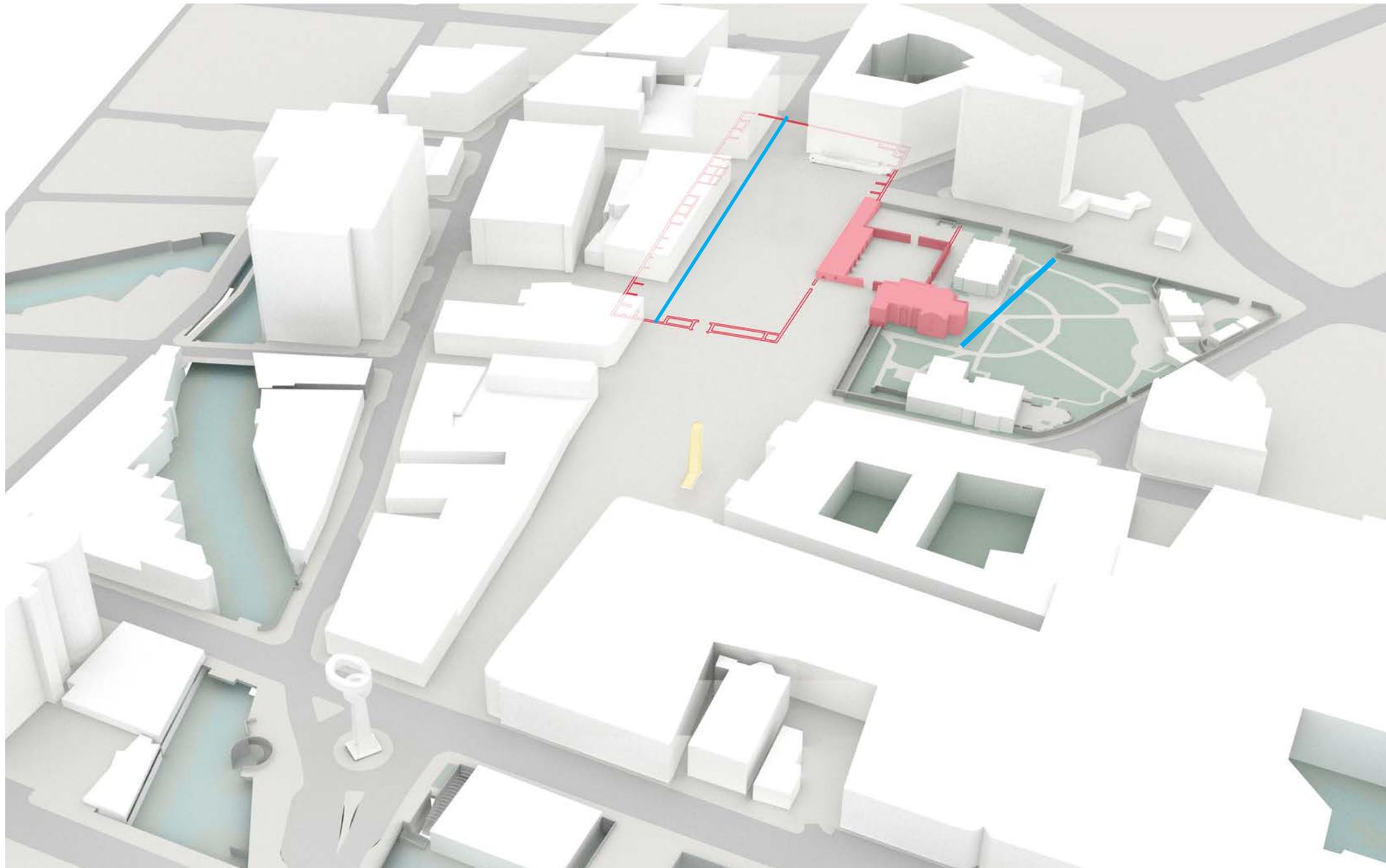
CLARIFY PERIODS OF HISTORIC SIGNIFICANCE

Restore and relocate the Cenotaph to a location of honor and significance



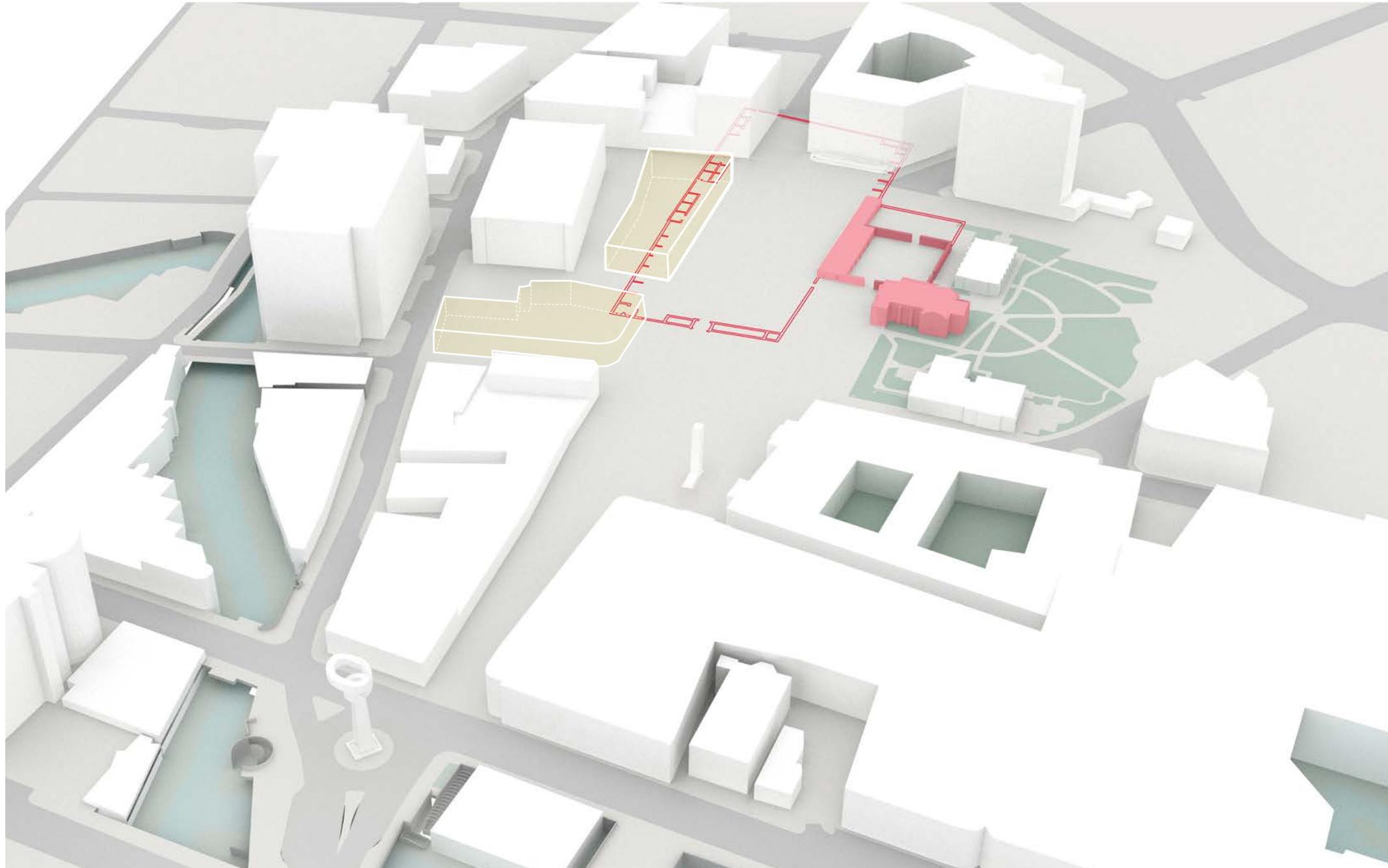
EXPRESS THE SIGNIFICANCE OF WATER IN THE SITE'S HISTORY

Identify and interpret the Acequias



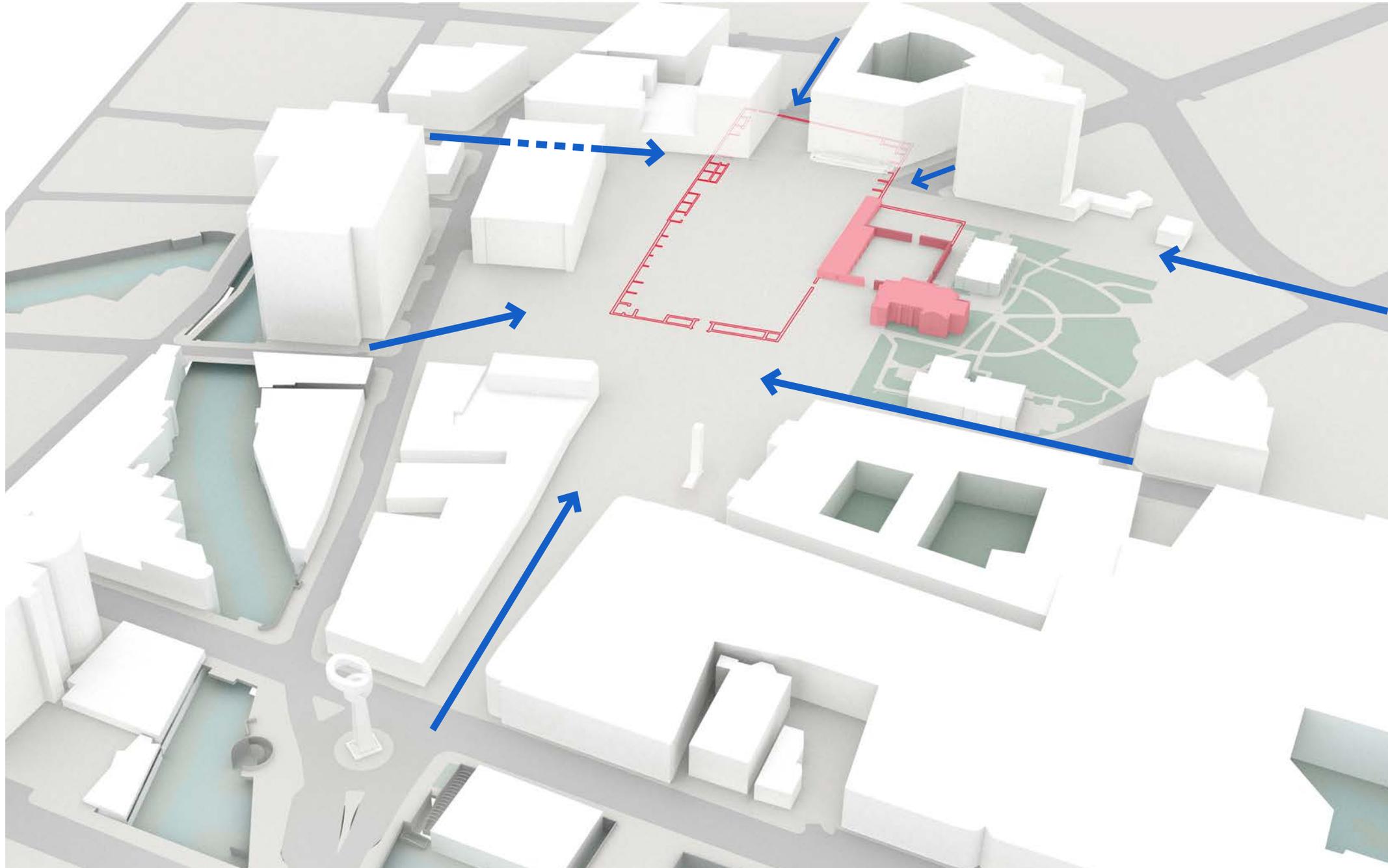
REVEAL AND DELINEATE THE MISSION FOOTPRINT

Address non-contributing structures to reveal the western edge of the Mission footprint



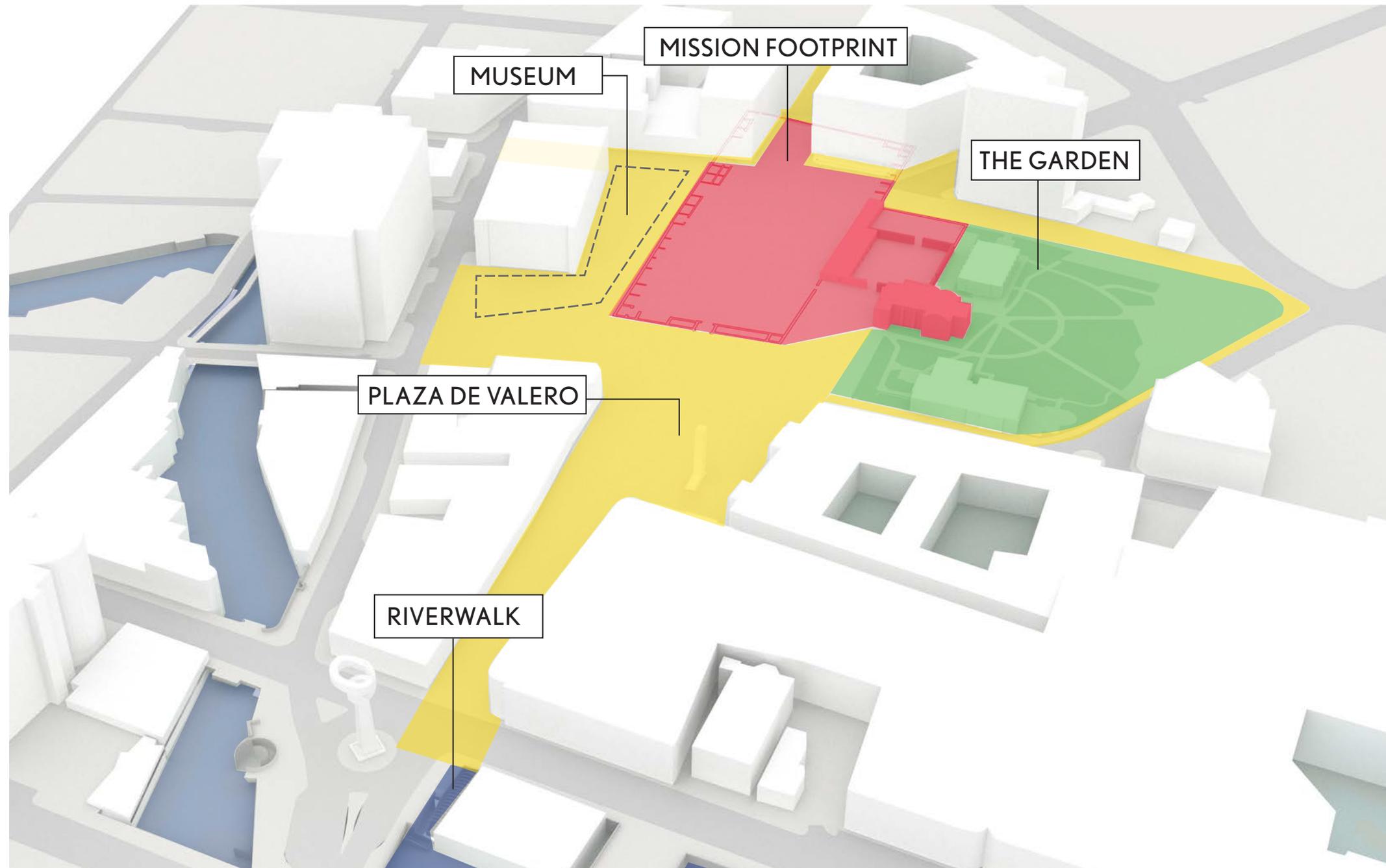
CHOREOGRAPH APPROACHES TO THE HISTORIC SITE

Enhance connectivity and wayfinding



DEVELOP AN ACCESSIBLE, UNIFIED & COHERENT PLACE

Create a premier visitor experience



SITE PLANNING

*Improve the Alamo district
to be a world-class,
pedestrian-friendly,
and comfortable civic space.*

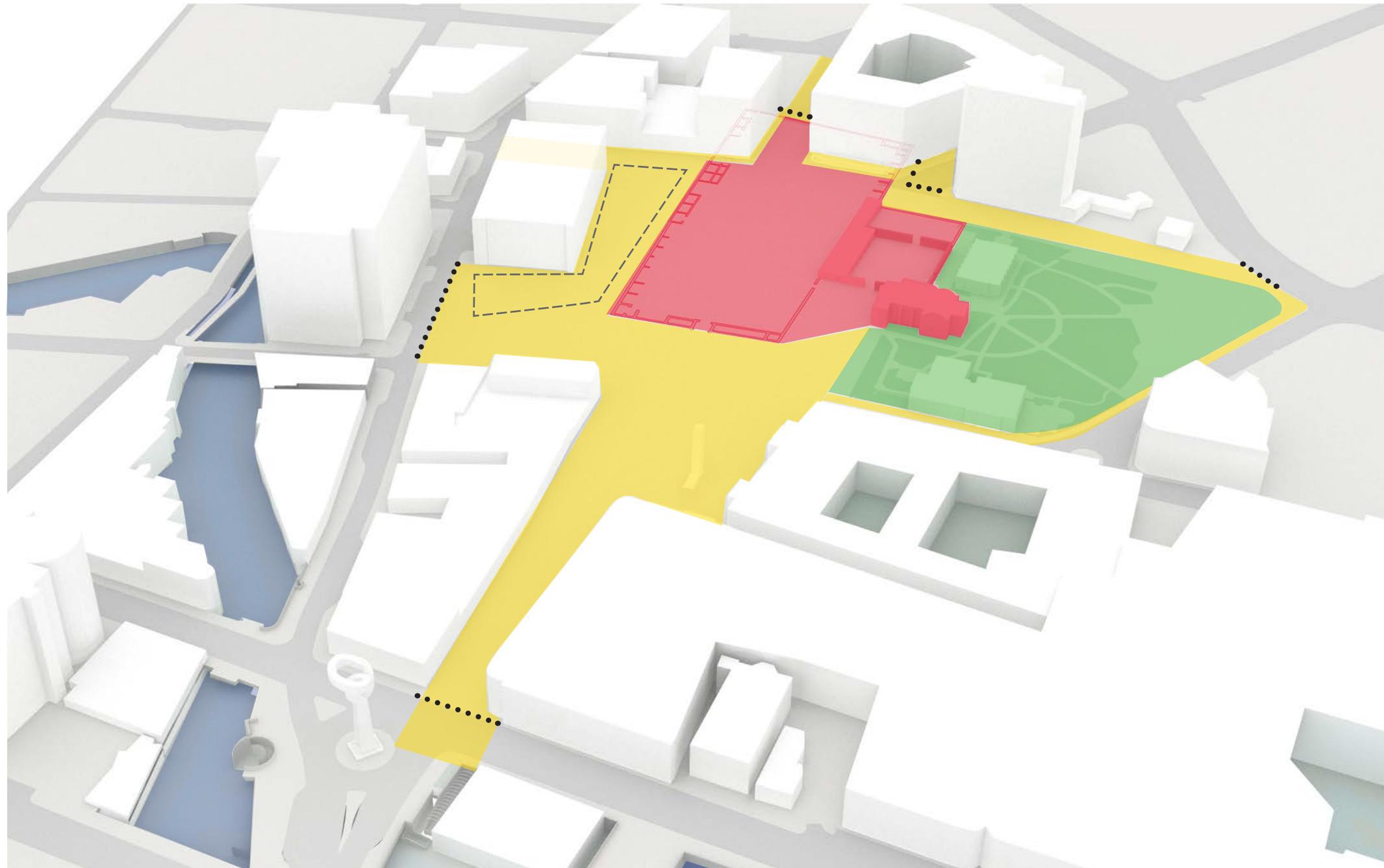
SITE PLANNING

What it takes to achieve the vision

- Reduce vehicle access to increase public safety
- Connect to the Riverwalk and San Antonio's wider community and cultural landscape
- Provide generous areas for gathering and public expression
- Cool the plaza with large areas of shade

REDUCE VEHICLE ACCESS TO INCREASE PUBLIC SAFETY

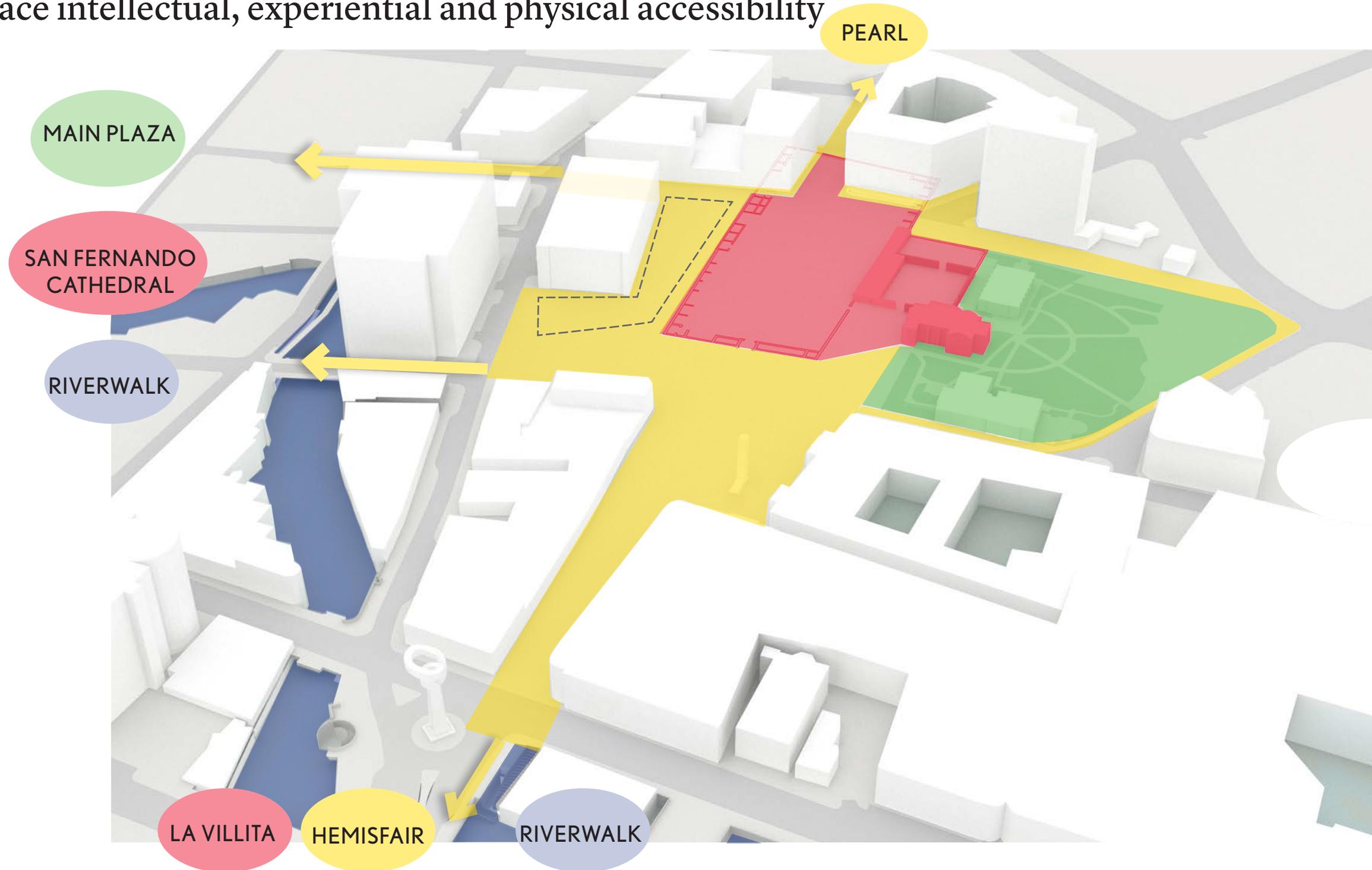
Elevate the experience of the Alamo District within the downtown core



..... VEHICULAR CONTROL

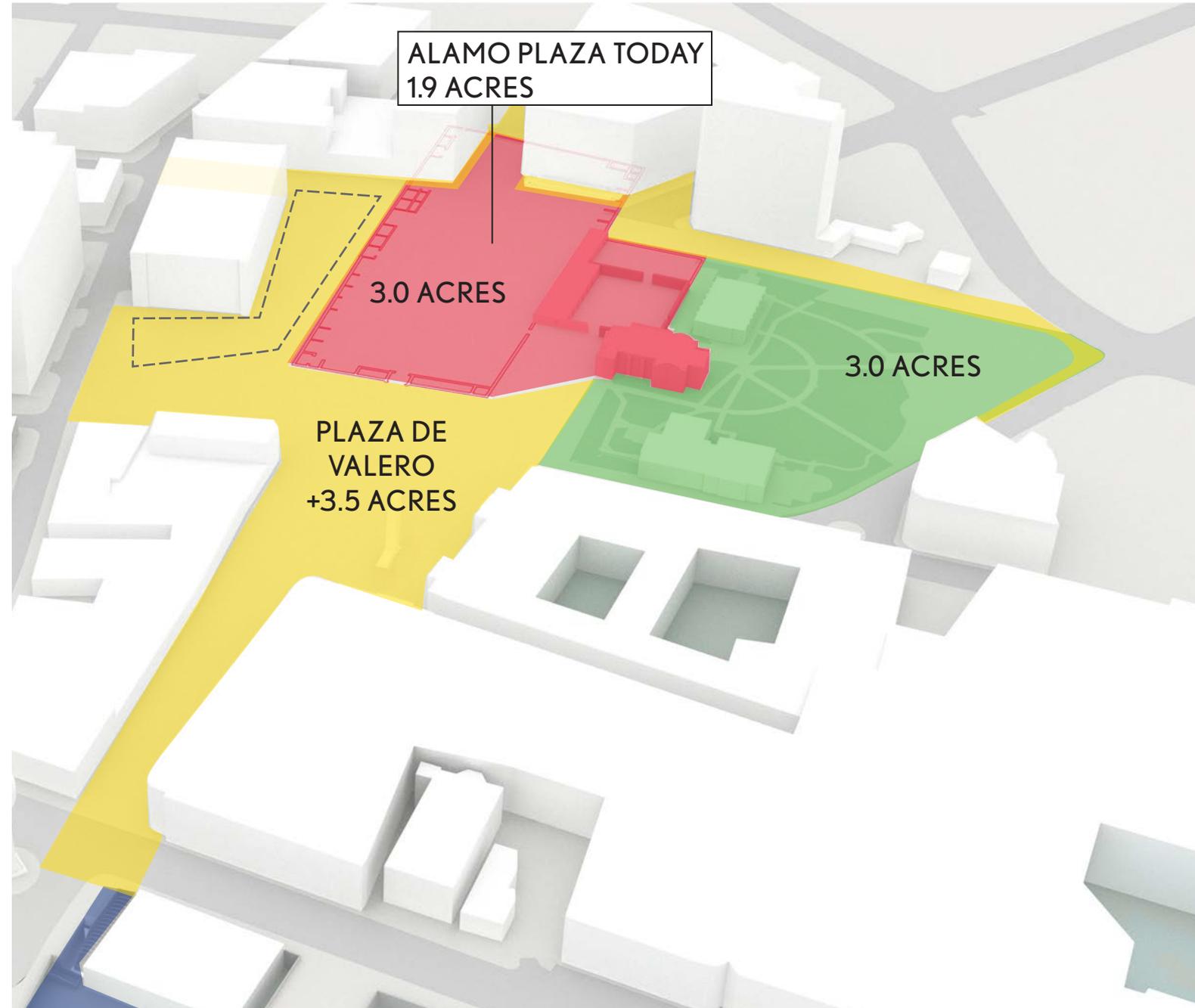
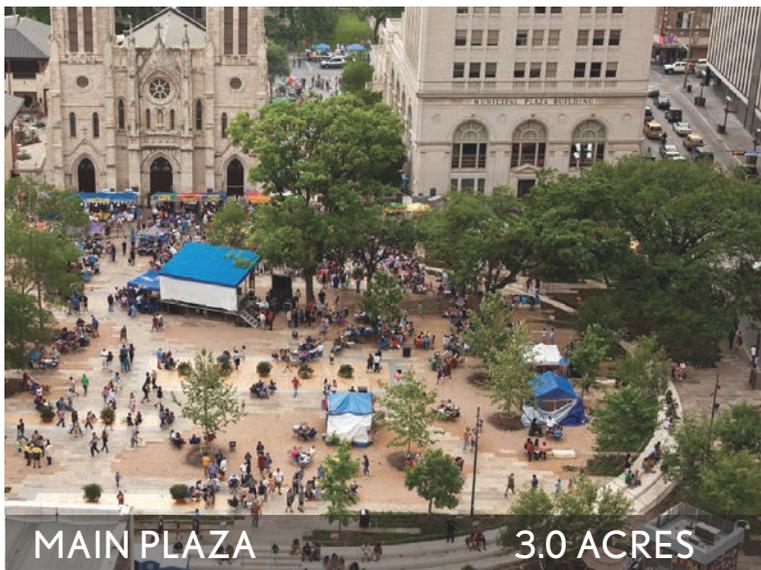
CONNECT TO SAN ANTONIO'S CULTURAL AND COMMUNITY ASSETS

Embrace intellectual, experiential and physical accessibility



PROVIDE GENEROUS AREAS FOR GATHERING AND PUBLIC EXPRESSION

Support diverse activities with zones of differing character



COOL THE PLAZA WITH LARGE AREAS OF SHADE

Echo and amplify the Riverwalk's pervasive tree canopy



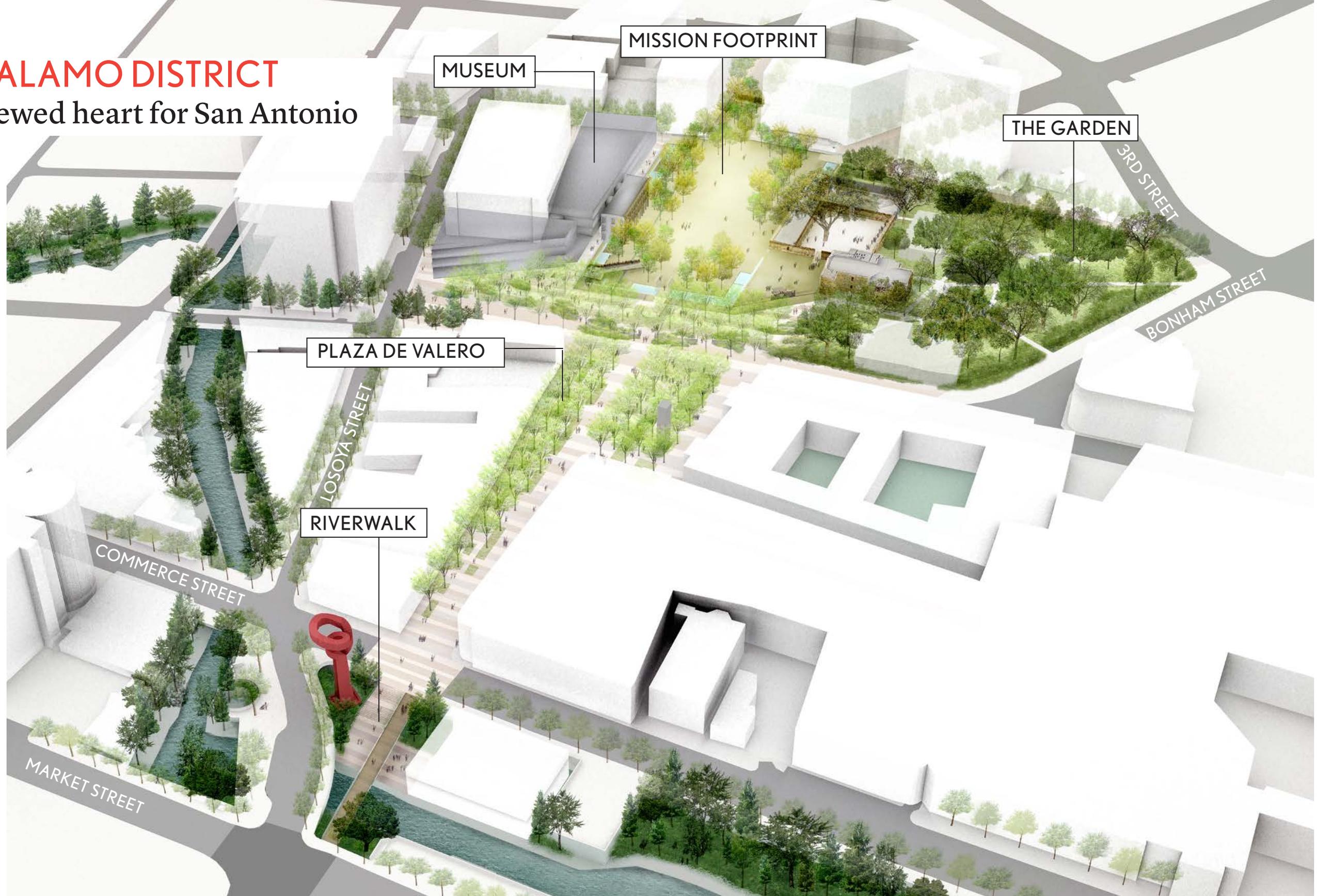
SAN ANTONIO RIVERWALK - EXISTING CONDITIONS



ALAMO PLAZA - EXISTING CONDITIONS

THE ALAMO DISTRICT

A renewed heart for San Antonio



A VIBRANT URBAN PROMENADE

Arriving from the Riverwalk looking north



A SHADED PLAZA FOR GATHERING

Entering the plaza from the south



A VISIBLE AND CONNECTED SPACE

Arriving from Losoya Street



PEDESTRIAN FRIENDLY STREETS

Arriving from Houston Street looking east



PEDESTRIAN FRIENDLY STREETS

Arriving from Houston Street looking west



A UNIQUE RURAL CHARACTER

Within the Mission footprint looking east



HOW IT WORKS

MISSION FOOTPRINT

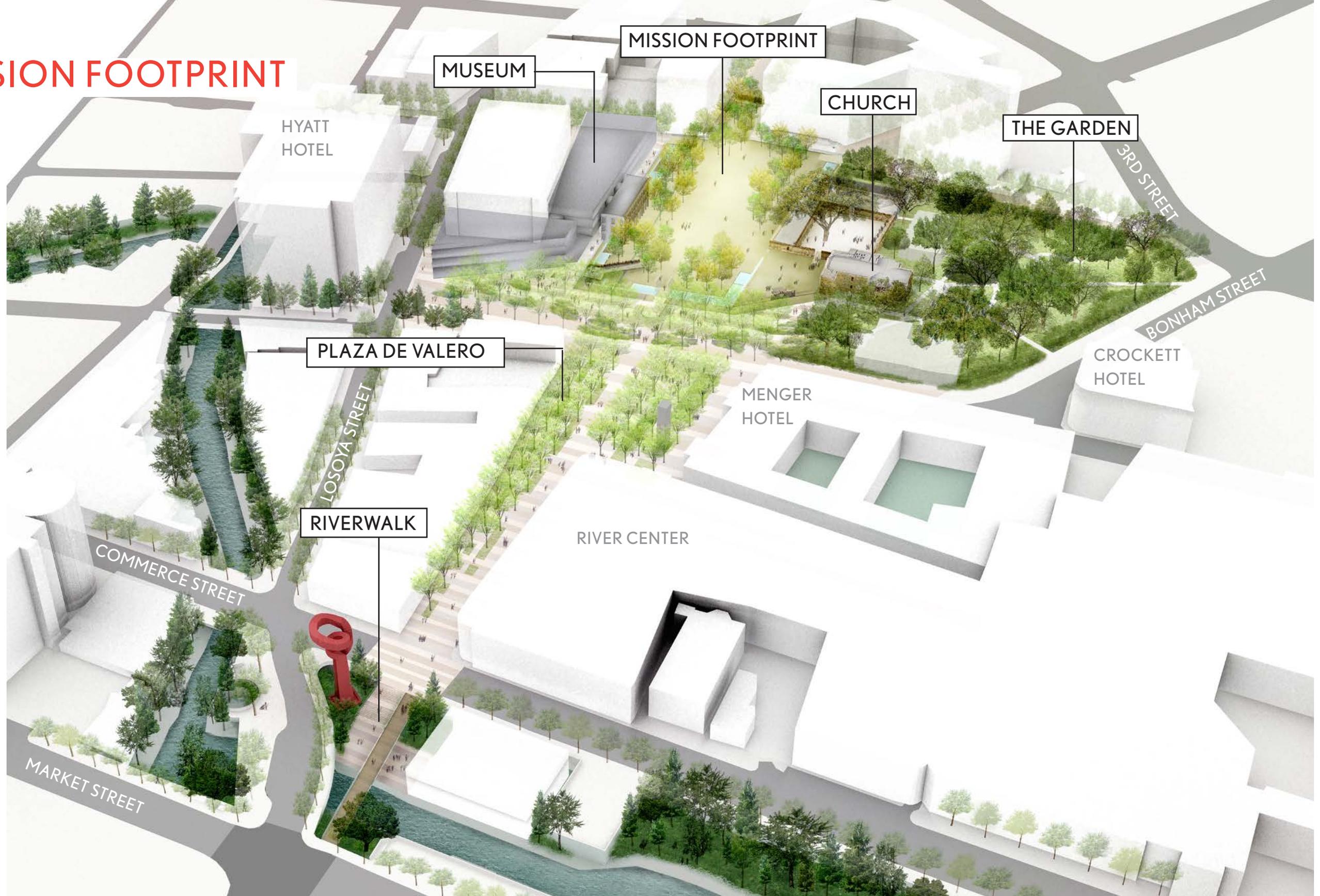
PLAZA DE VALERO

HOW IT WORKS

MISSION FOOTPRINT

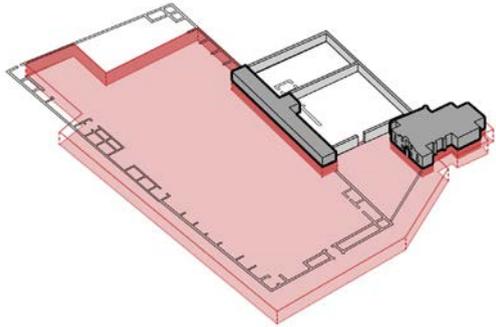
PLAZA DE VALERO

MISSION FOOTPRINT



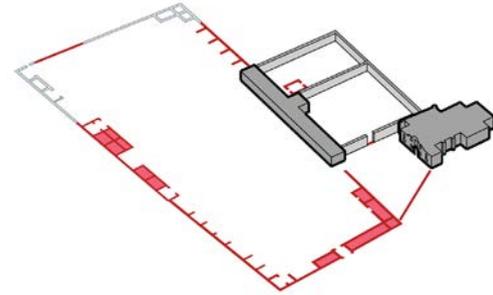
MISSION FOOTPRINT

Four operations to delineate the Mission Compound



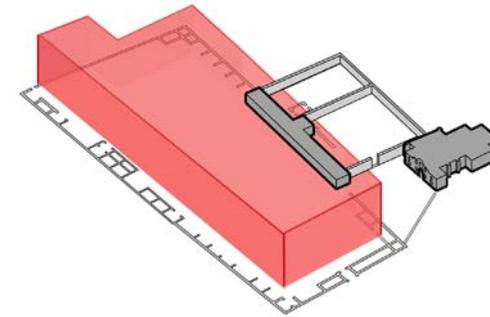
Preserve artifacts and delineate a zone for reverence and learning

Lower the groundplane



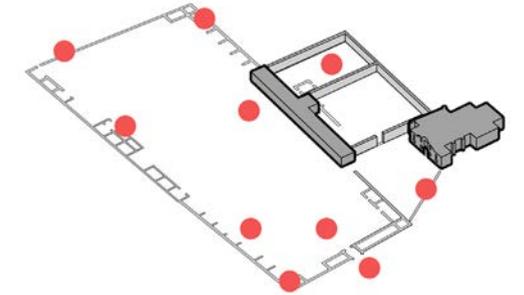
Reveal as much of the Mission footprint as possible

Inscribe the architectural footprint in the ground



Assert the original spatial volume of the Mission compound

Plant trees to define space

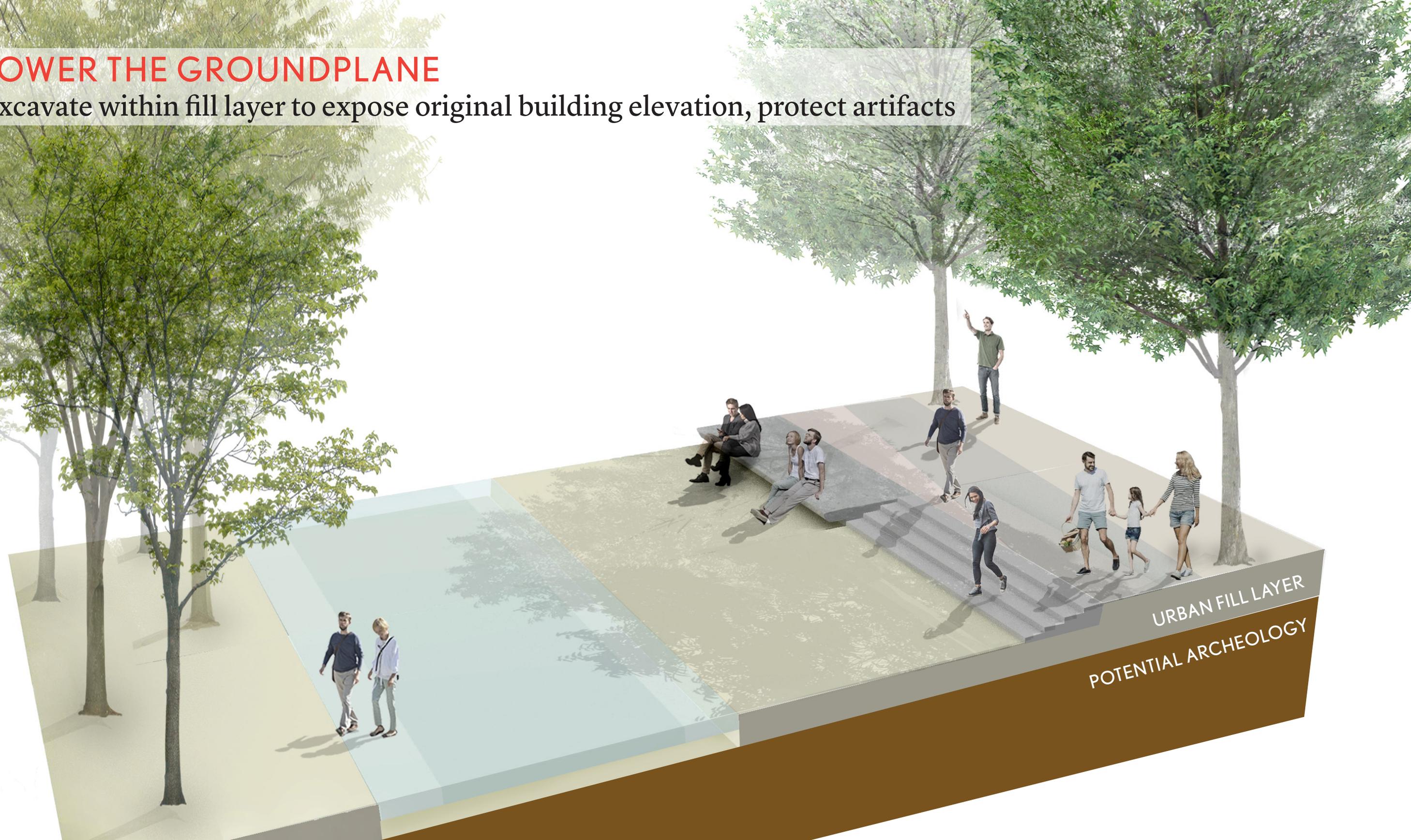


Tell stories in the places where they occurred

Layer historical interpretation throughout the site

LOWER THE GROUNDPLANE

Excavate within fill layer to expose original building elevation, protect artifacts



LOWER THE GROUNDPLANE

Delineate a unique space for learning



LOWER THE GROUNDPLANE

Enhance connections to the surrounding streets

ACCESSIBLE WALKWAY

GROUND LEVEL +0"

GROUND LEVEL - 16"

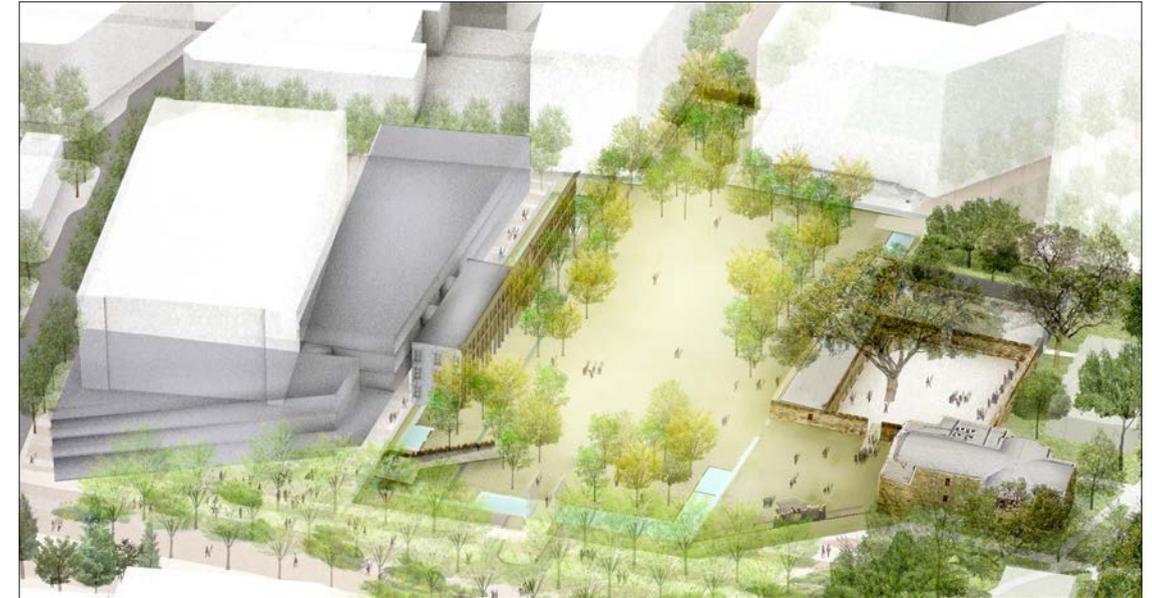


INSCRIBE THE ARCHITECTURAL FOOTPRINT IN THE GROUND

Reveal as much of the Mission footprint as possible (a range of approaches)



RETAIN FULL BLOCK



RETAIN ALL FAÇADES



INTERPRET ARCHITECTURE



RETAIN CROCKETT FAÇADE

INSCRIBE THE ARCHITECTURAL FOOTPRINT IN THE GROUND

Reveal as much of the Mission footprint as possible (retain full block)

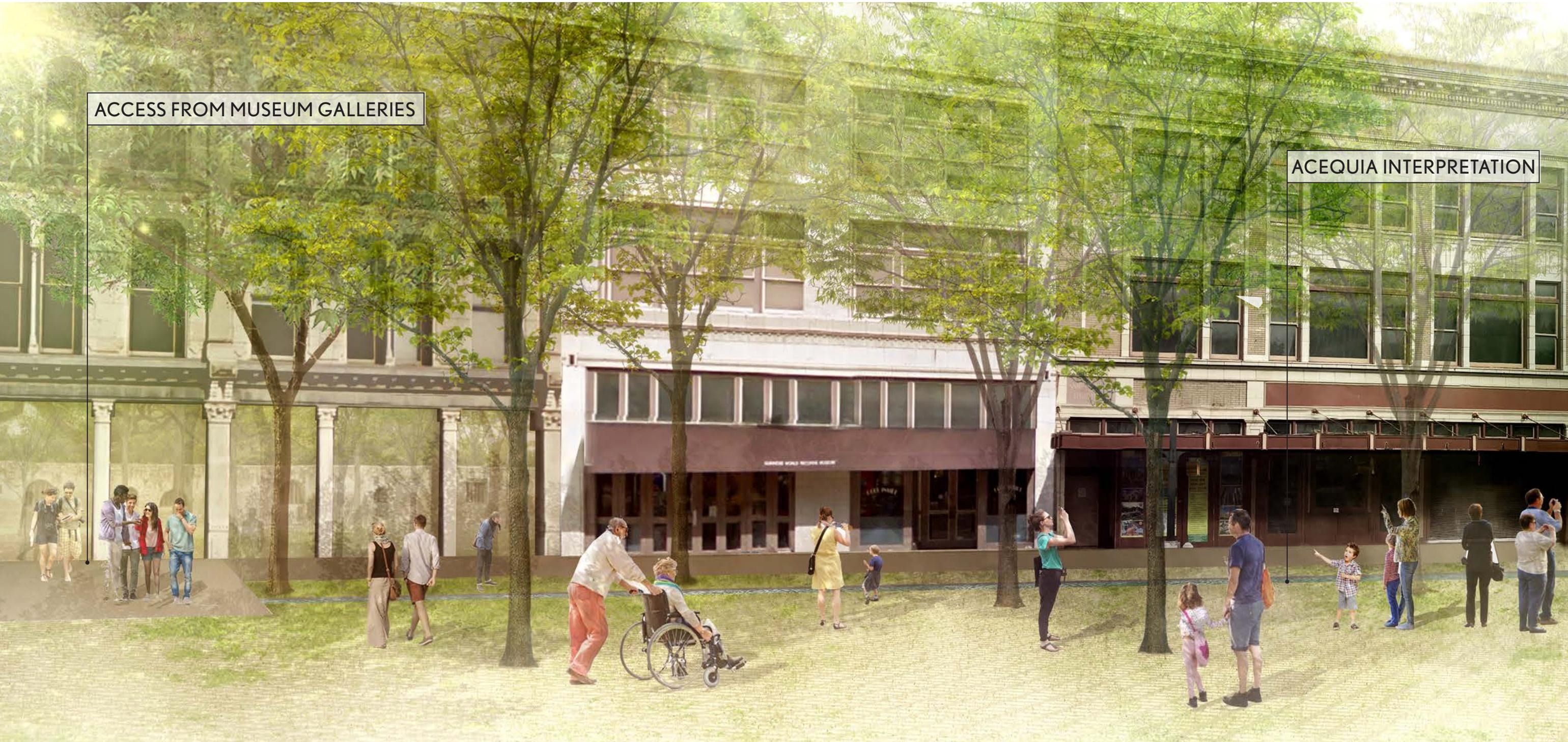


INSCRIBE THE ARCHITECTURAL FOOTPRINT IN THE GROUND

Retain full block

ACCESS FROM MUSEUM GALLERIES

ACEQUIA INTERPRETATION



INSCRIBE THE ARCHITECTURAL FOOTPRINT IN THE GROUND

Reveal as much of the Mission footprint as possible (retain all façades)



INSCRIBE THE ARCHITECTURAL FOOTPRINT IN THE GROUND

Retain all façades

ACCESS FROM MUSEUM GALLERIES

PROMENADE @ MUSEUM

WEST WALL
MISSION INTERPRETATION

ACEQUIA INTERPRETATION



INSCRIBE THE ARCHITECTURAL FOOTPRINT IN THE GROUND

Reveal as much of the Mission footprint as possible (interpret architecture)



INSCRIBE THE ARCHITECTURAL FOOTPRINT IN THE GROUND

Interpret architecture

ACCESS FROM MUSEUM GALLERIES

PROMENADE @ MUSEUM

WEST WALL
MISSION INTERPRETATION

ACEQUIA INTERPRETATION



INSCRIBE THE ARCHITECTURAL FOOTPRINT IN THE GROUND

Reveal as much of the Mission footprint as possible (retain Crockett façade)



INSCRIBE THE ARCHITECTURAL FOOTPRINT IN THE GROUND

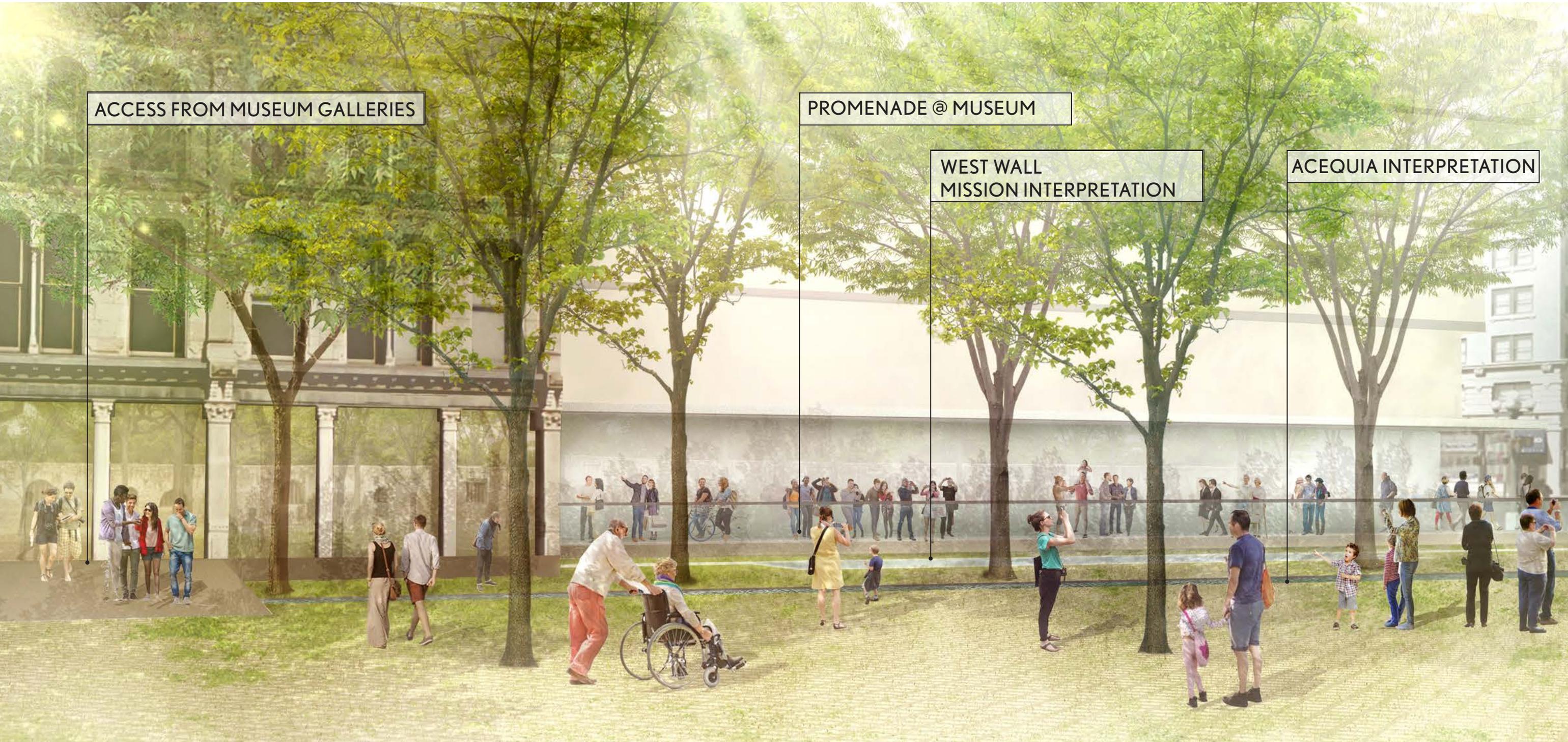
Retain Crockett façade

ACCESS FROM MUSEUM GALLERIES

PROMENADE @ MUSEUM

WEST WALL
MISSION INTERPRETATION

ACEQUIA INTERPRETATION



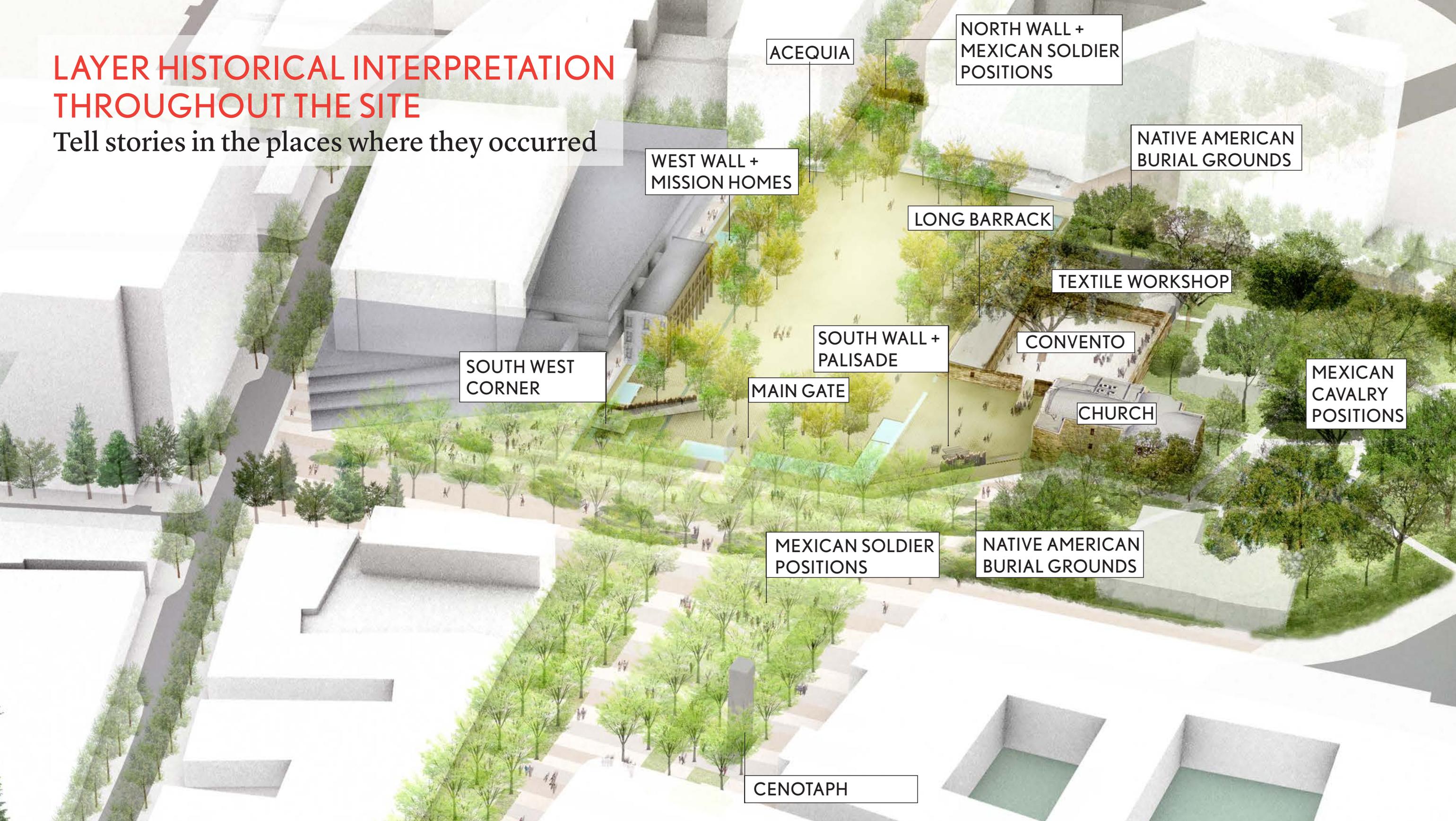
PLANT TREES TO DEFINE THE SPACE

Assert the original spatial volume of the Mission compound



LAYER HISTORICAL INTERPRETATION THROUGHOUT THE SITE

Tell stories in the places where they occurred



ACEQUIA

NORTH WALL +
MEXICAN SOLDIER
POSITIONS

NATIVE AMERICAN
BURIAL GROUNDS

WEST WALL +
MISSION HOMES

LONG BARRACK

TEXTILE WORKSHOP

SOUTH WEST
CORNER

SOUTH WALL +
PALISADE

CONVENTO

MEXICAN
CAVALRY
POSITIONS

MAIN GATE

CHURCH

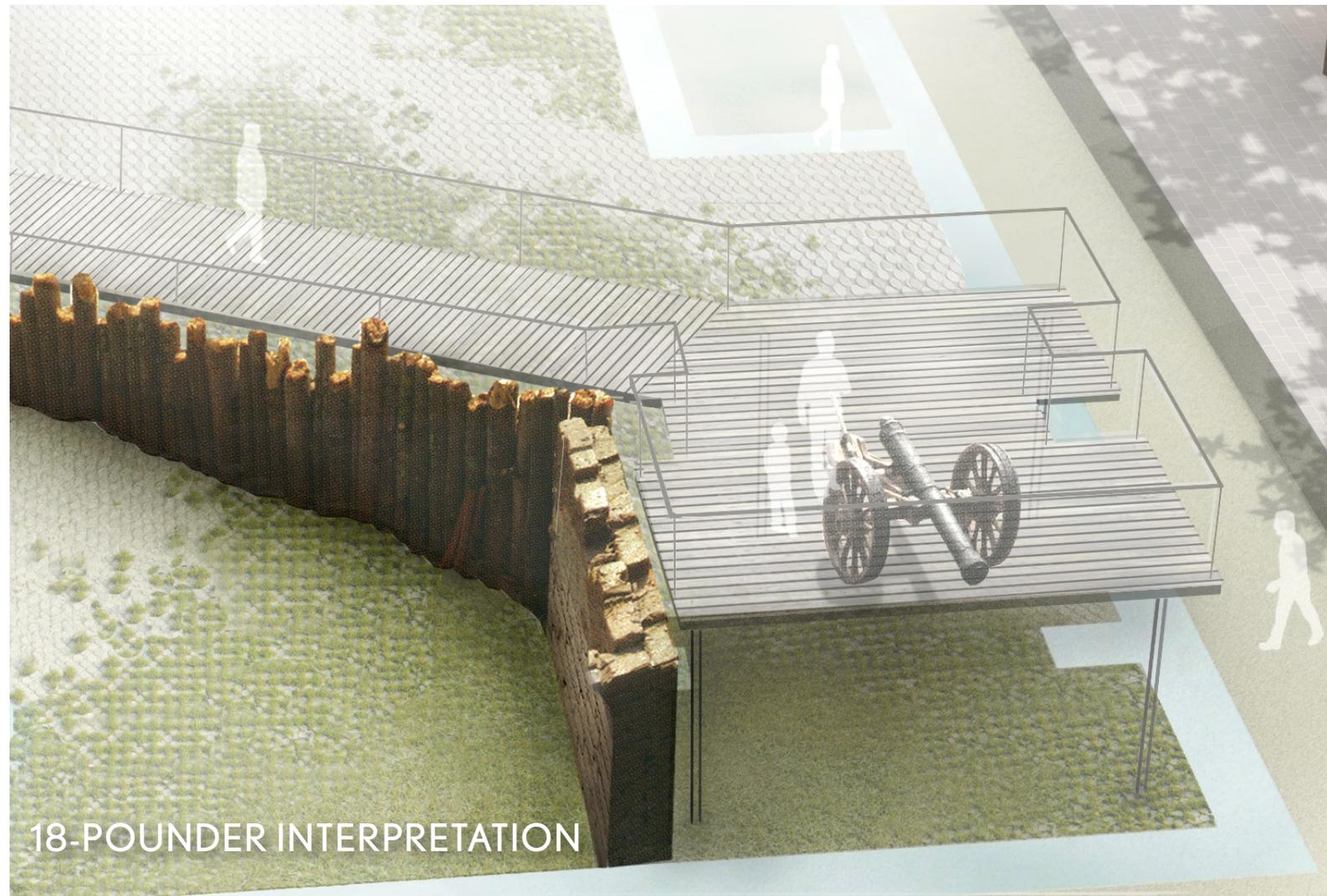
MEXICAN SOLDIER
POSITIONS

NATIVE AMERICAN
BURIAL GROUNDS

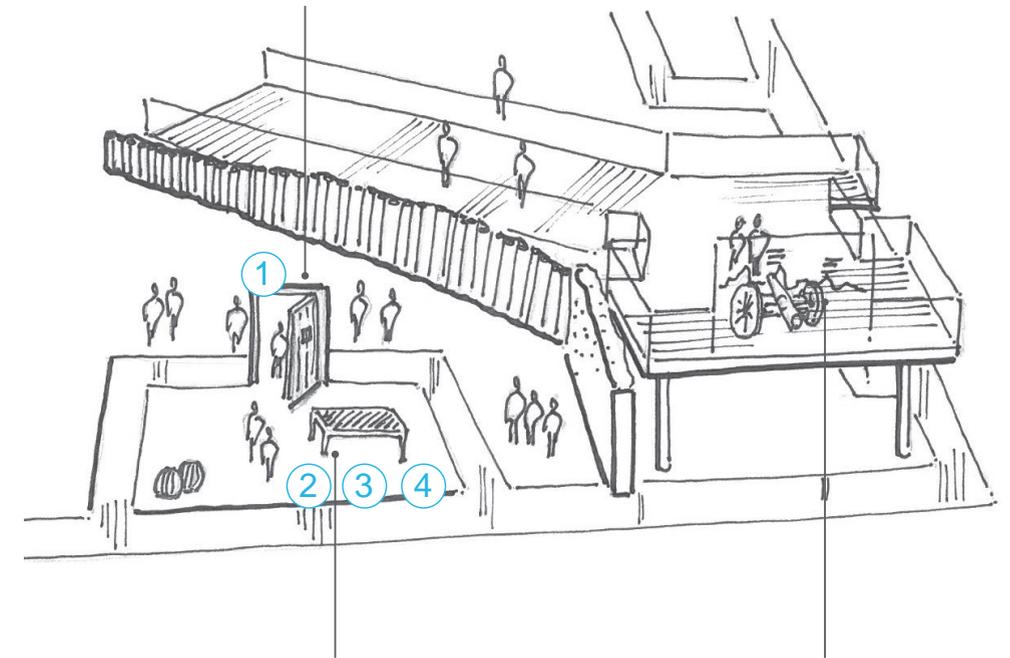
CENOTAPH

LAYER HISTORICAL INTERPRETATION THROUGHOUT THE SITE

Create spaces that recall historical moments — Southwest Corner



Adobe Houses - A doorway extrudes from the footprint of the building, this may be represented in traditional materials, or a more contemporary interpretation. Visitors walk through the doorway into the building.



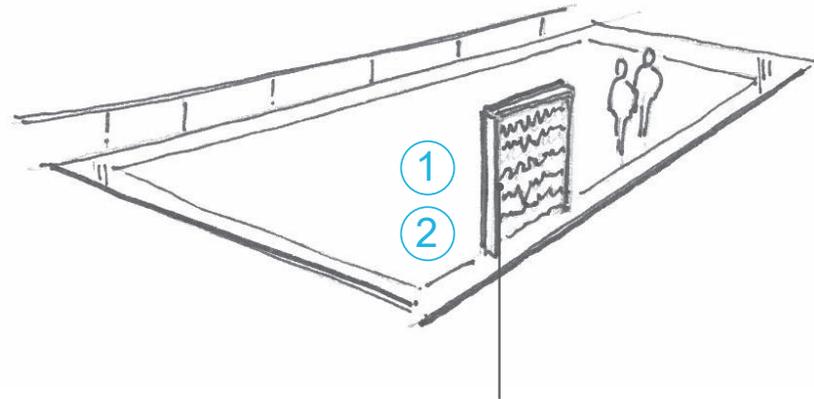
People - Objects may be represented in their 3D form, this may be in a durable material such as cast metal, or in a more sculptural representation, formed out of mesh creating a lighter touch within the space.

Cannon Platform - Site wide approach is used for the cannon display.

LAYER HISTORICAL INTERPRETATION THROUGHOUT THE SITE

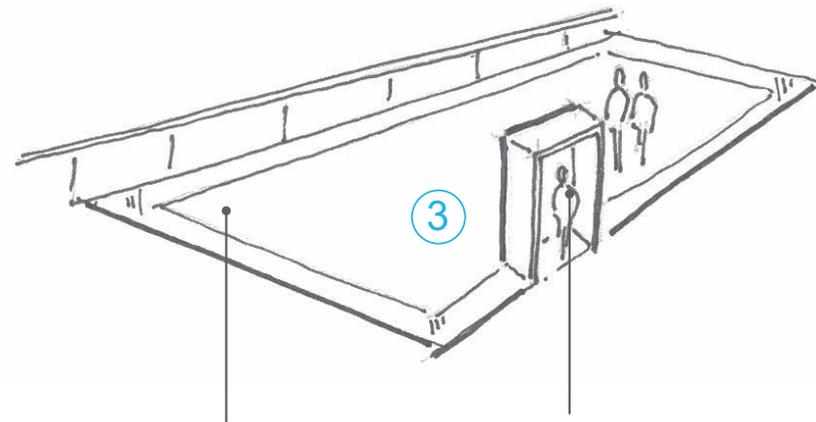
Create spaces that recall historical moments — West Wall

Option 1: Sculptural doorway of letter



The glass footprint of the building is left untouched. The building entrance is not a doorway, but a sculptural door showing key passages of Travis' 'Victory or Death' letter.

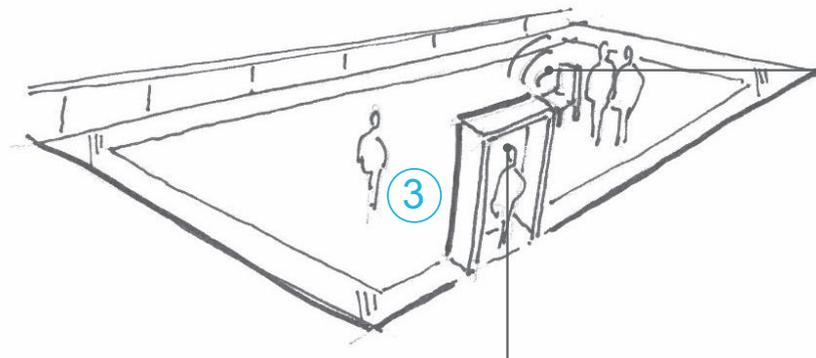
Option 2: Travis audio



In this simple space, visitors do not see any objects, but are encouraged to visualise Travis. Evocative audio of Travis as he composes his letter can be heard.

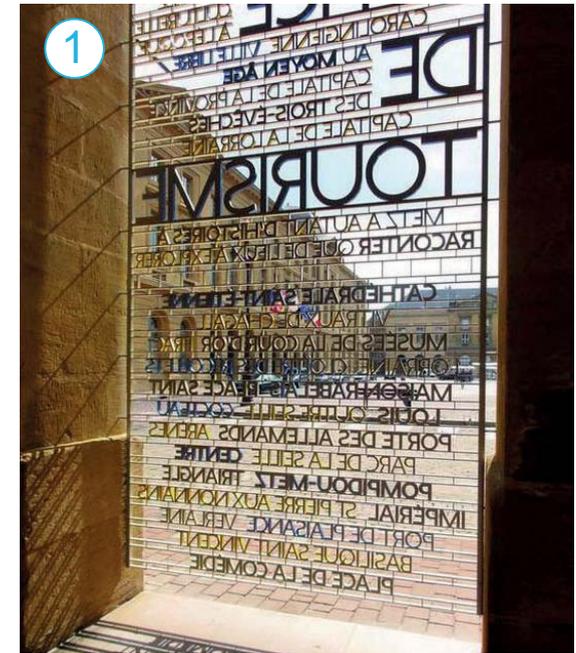
A simple doorway structure denotes the entrance to the building. Treatment to match the South West Corner.

Option 3: Sculptural seat with audio



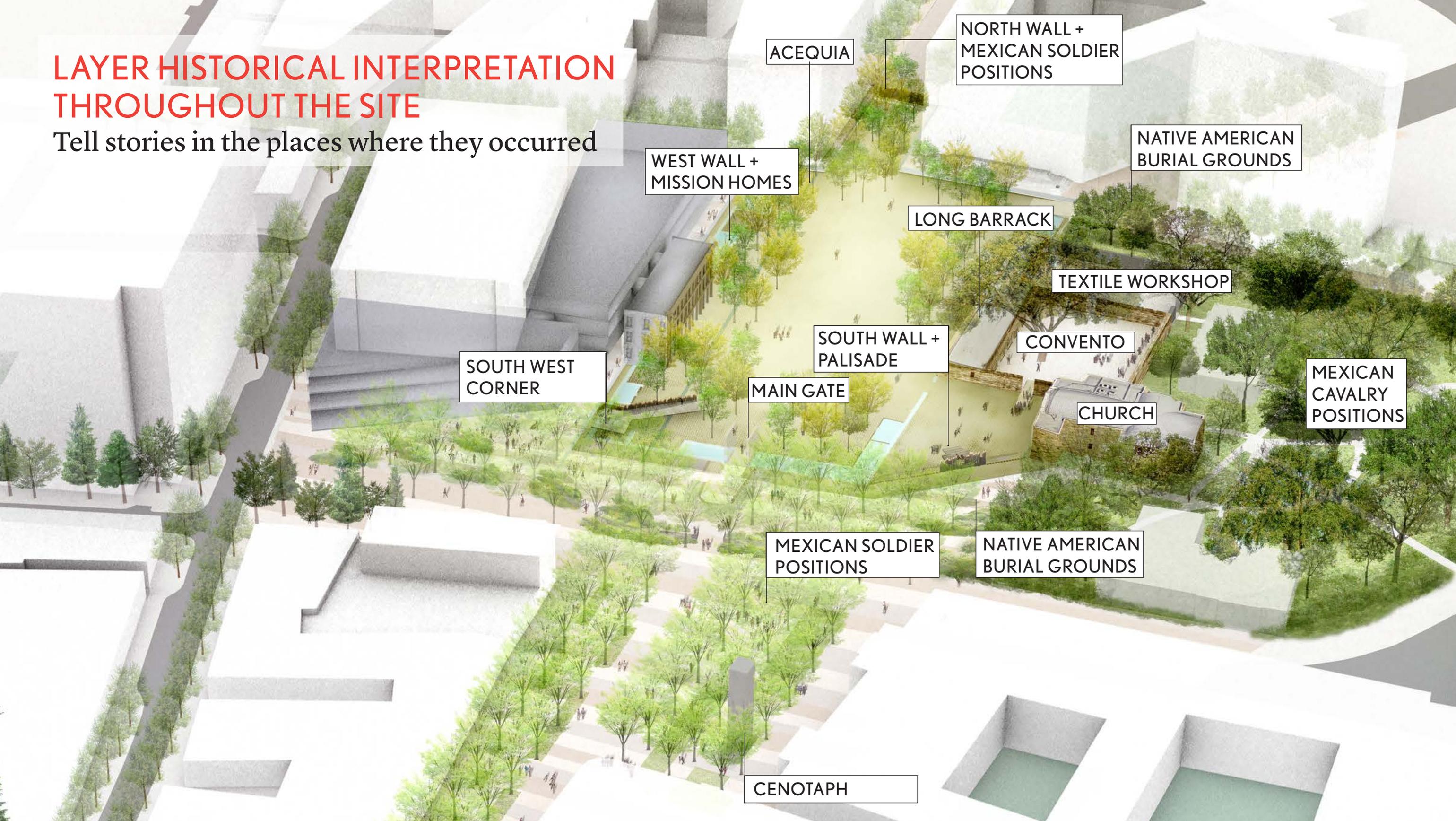
A sculptural seat or table, perhaps in a wire frame suggests Travis sat composing his letter. Audio of Travis reading his letter as it is composed can be heard from a nearby hidden speaker.

A simple doorway structure denotes the entrance to the building. Treatment to match the South West Corner.



LAYER HISTORICAL INTERPRETATION THROUGHOUT THE SITE

Tell stories in the places where they occurred



ACEQUIA

NORTH WALL +
MEXICAN SOLDIER
POSITIONS

NATIVE AMERICAN
BURIAL GROUNDS

WEST WALL +
MISSION HOMES

LONG BARRACK

TEXTILE WORKSHOP

SOUTH WEST
CORNER

SOUTH WALL +
PALISADE

CONVENTO

MEXICAN
CAVALRY
POSITIONS

MAIN GATE

CHURCH

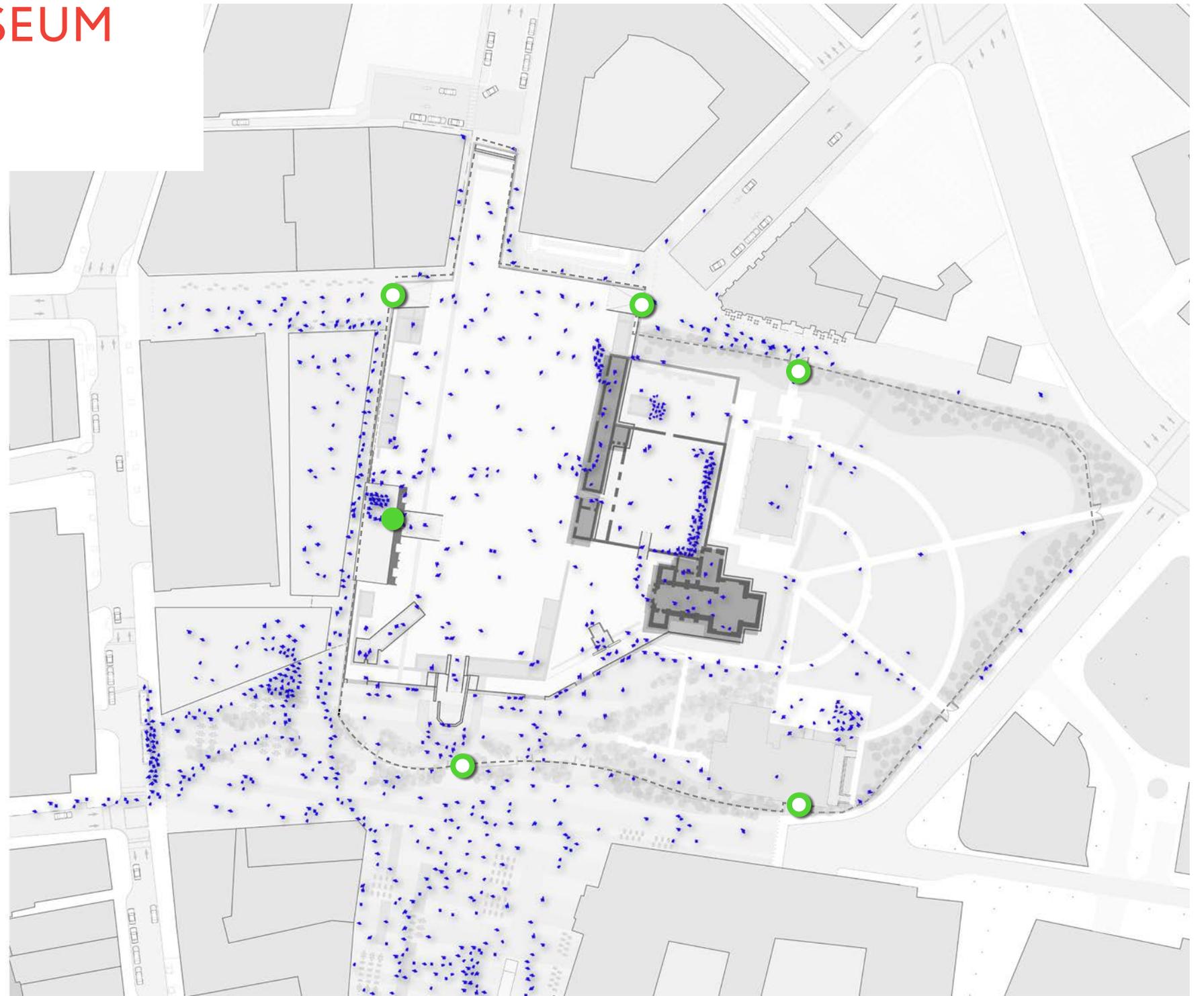
MEXICAN SOLDIER
POSITIONS

NATIVE AMERICAN
BURIAL GROUNDS

CENOTAPH

EXPERIENCE THE OPEN AIR MUSEUM

Enable flexible management options
to organize arrival during museum hours



- PRIMARY ENTRANCE
- SECONDARY ENTRANCE

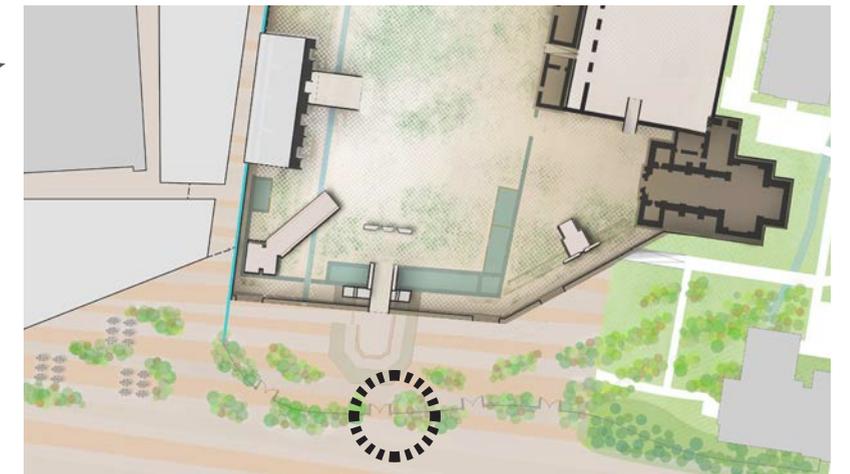
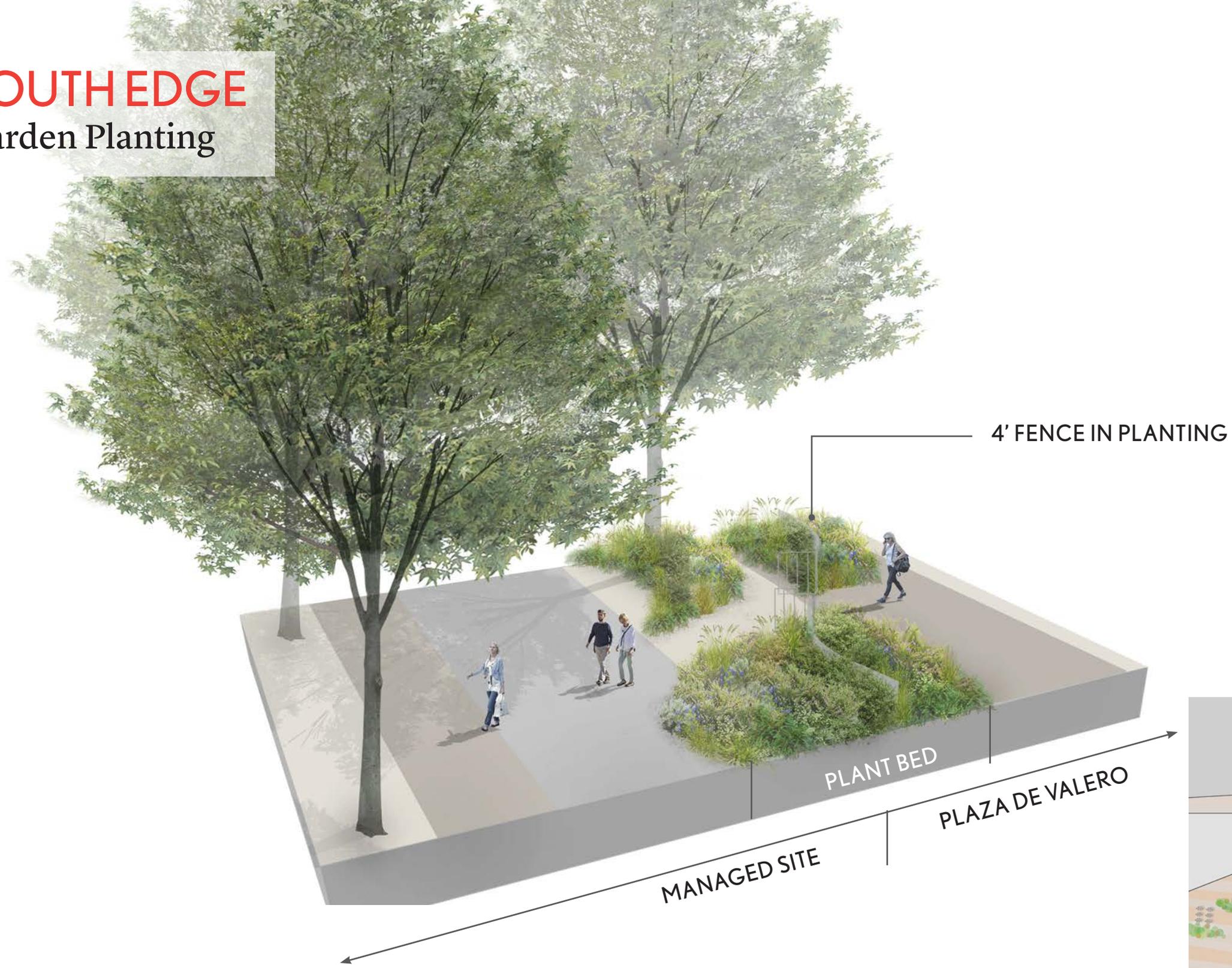
EXPERIENCE THE OPEN AIR MUSEUM

Enable pedestrian flow through the site — free and open 365 days a year



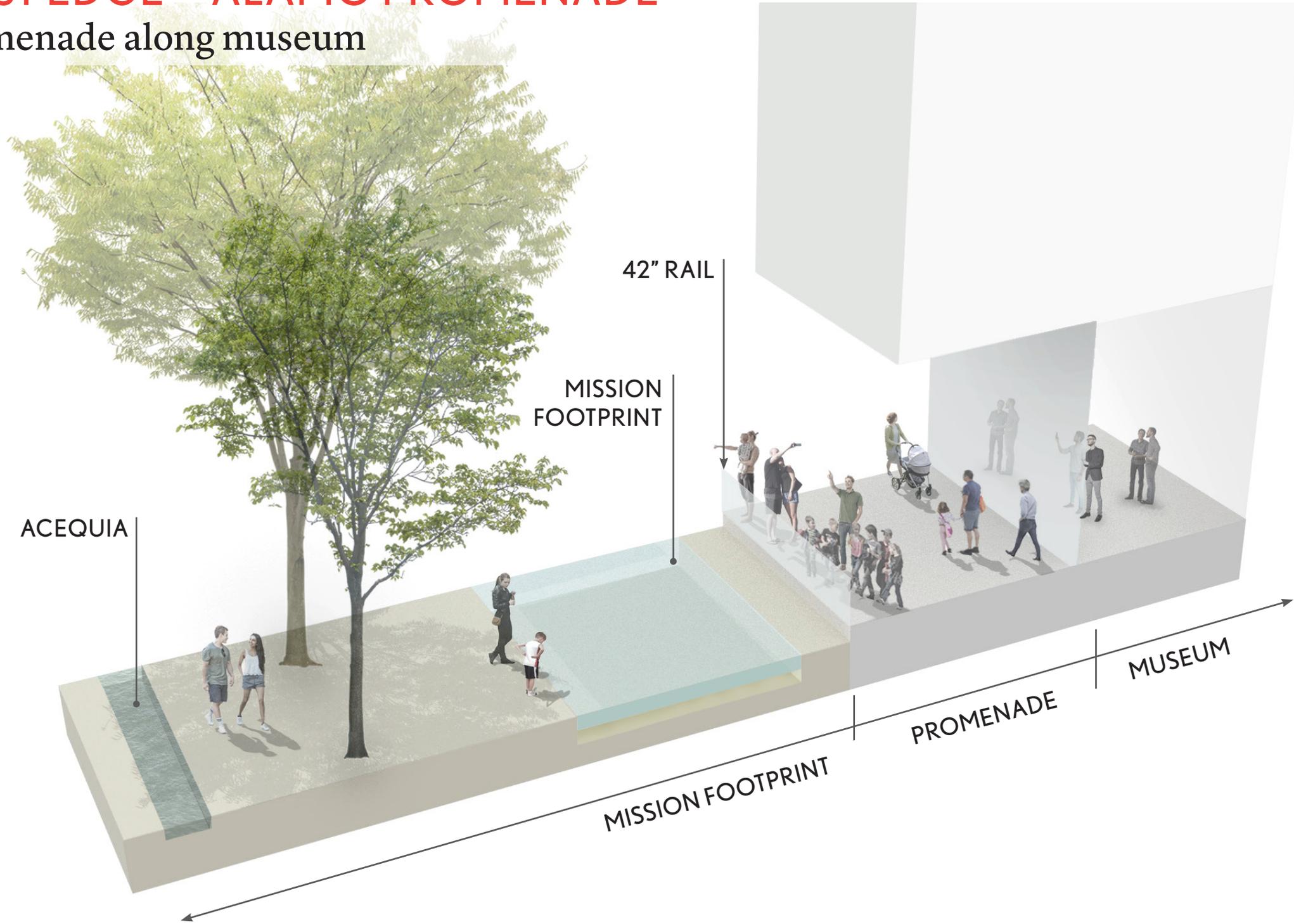
SOUTH EDGE

Garden Planting



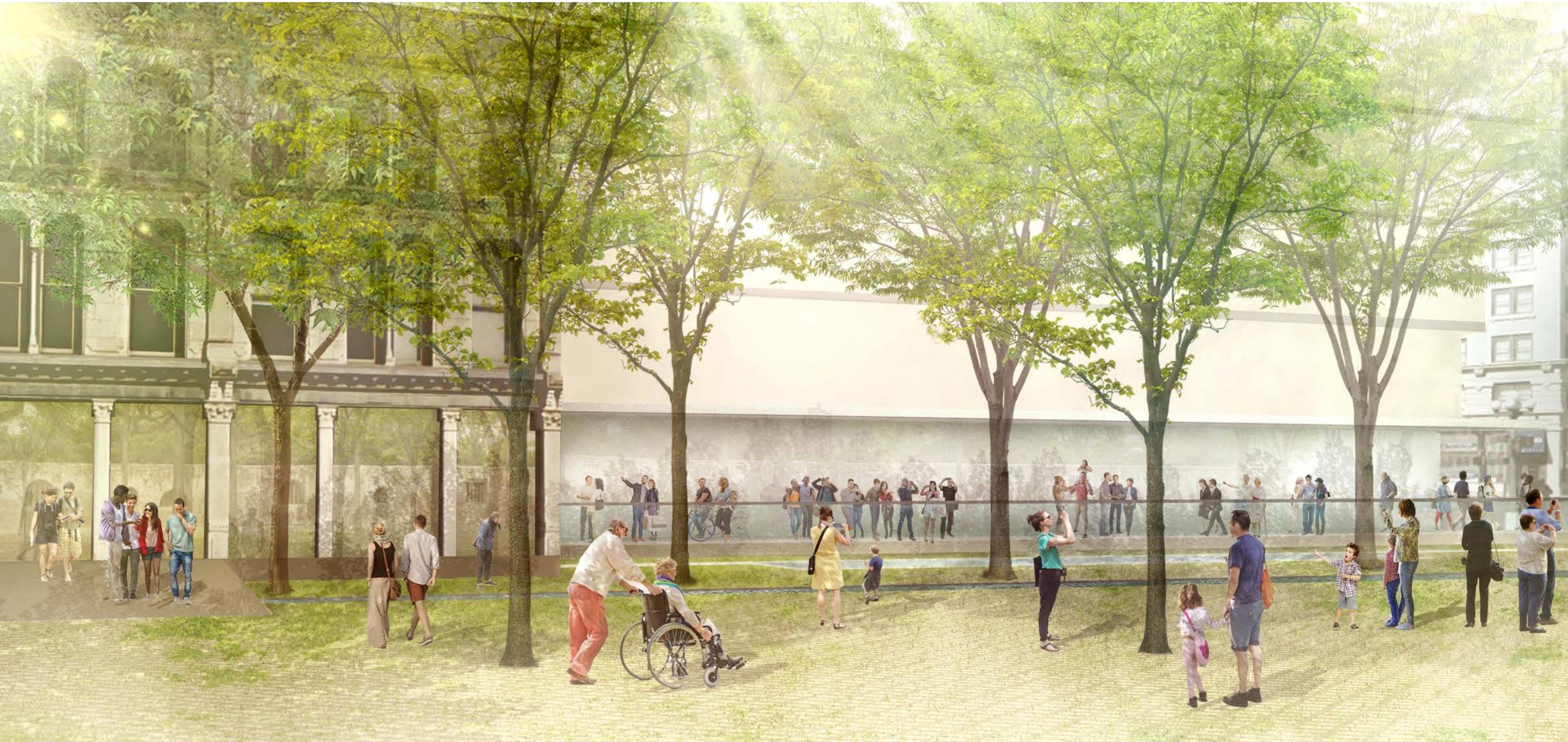
WEST EDGE – ALAMO PROMENADE

Promenade along museum



WEST EDGE – PROMENADE

Active urban edge @ Museum



HOUSTON STREET – WEST

Managed — during Museum hours



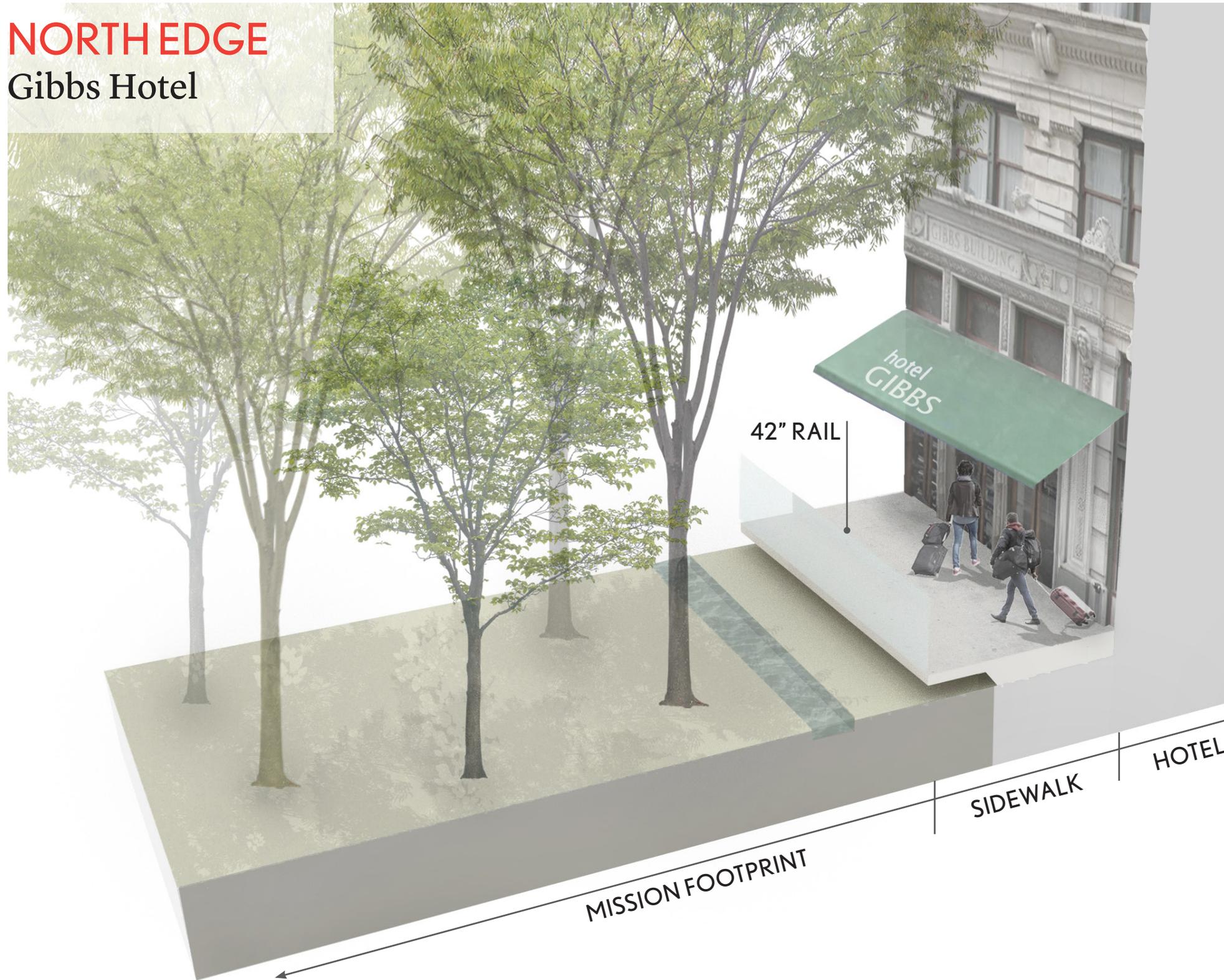
HOUSTON STREET – WEST

Open — when Museum is closed



NORTH EDGE

Gibbs Hotel



GARDEN EDGE

Fence in Garden Planting



HOUSTON STREET – WEST



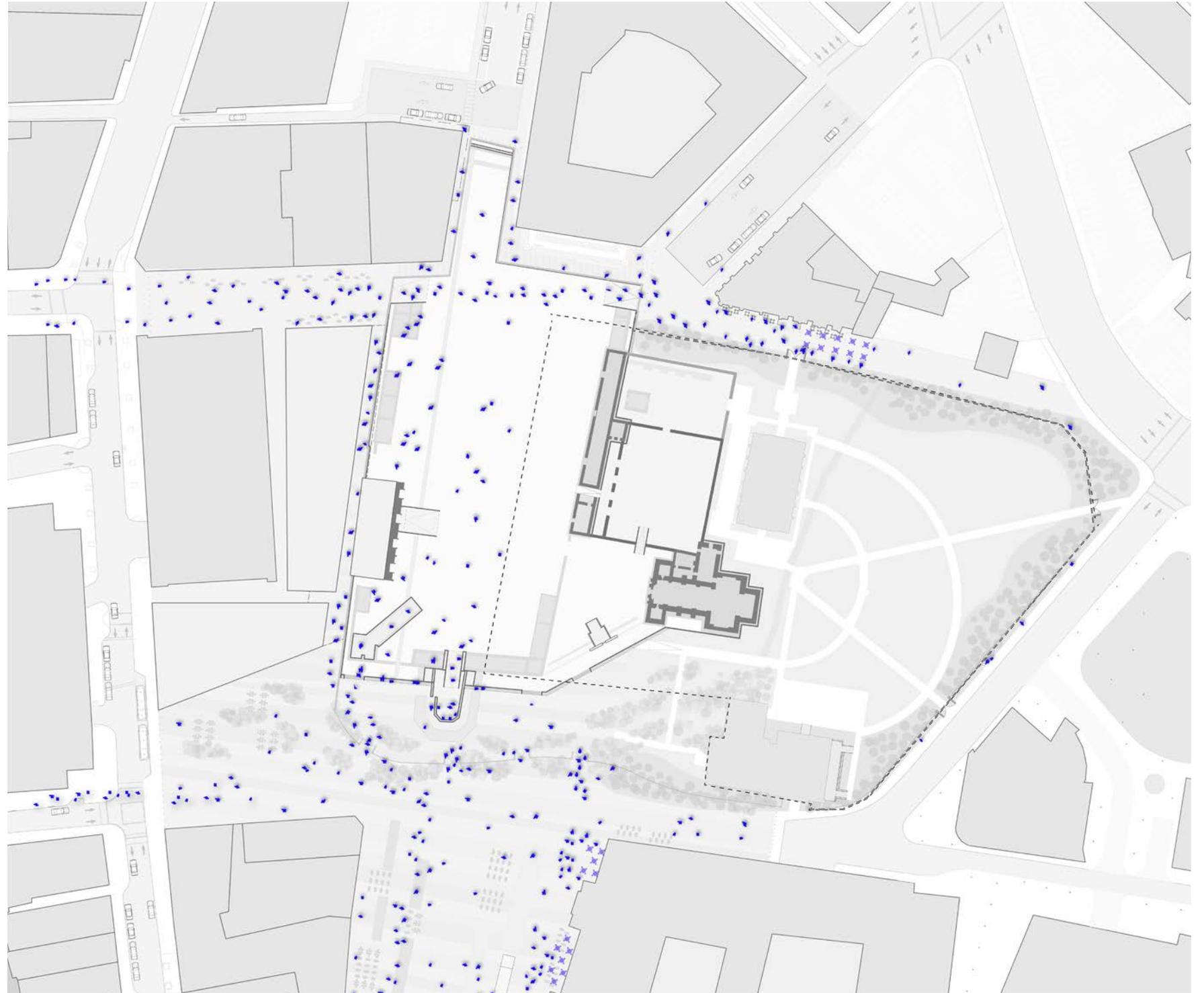
EXPERIENCE THE CIVIC PLAZA

Enable pedestrian flow through the site



EXPERIENCE THE CIVIC PLAZA

Enable flexible management options
when museum is closed



HOW IT WORKS

MISSION FOOTPRINT

PLAZA DE VALERO

PLAZA DE VALERO



PLAZA DE VALERO

Five steps to a vibrant urban center

- Restore and relocate the Cenotaph as a ceremonial centerpiece
- Provide large areas for gathering and public expression
- Enhance connectivity
- Activate the space during day and evening hours
- Plant a pervasive grove of shade trees

PLAZA DE VALERO

MUSEUM GARDEN

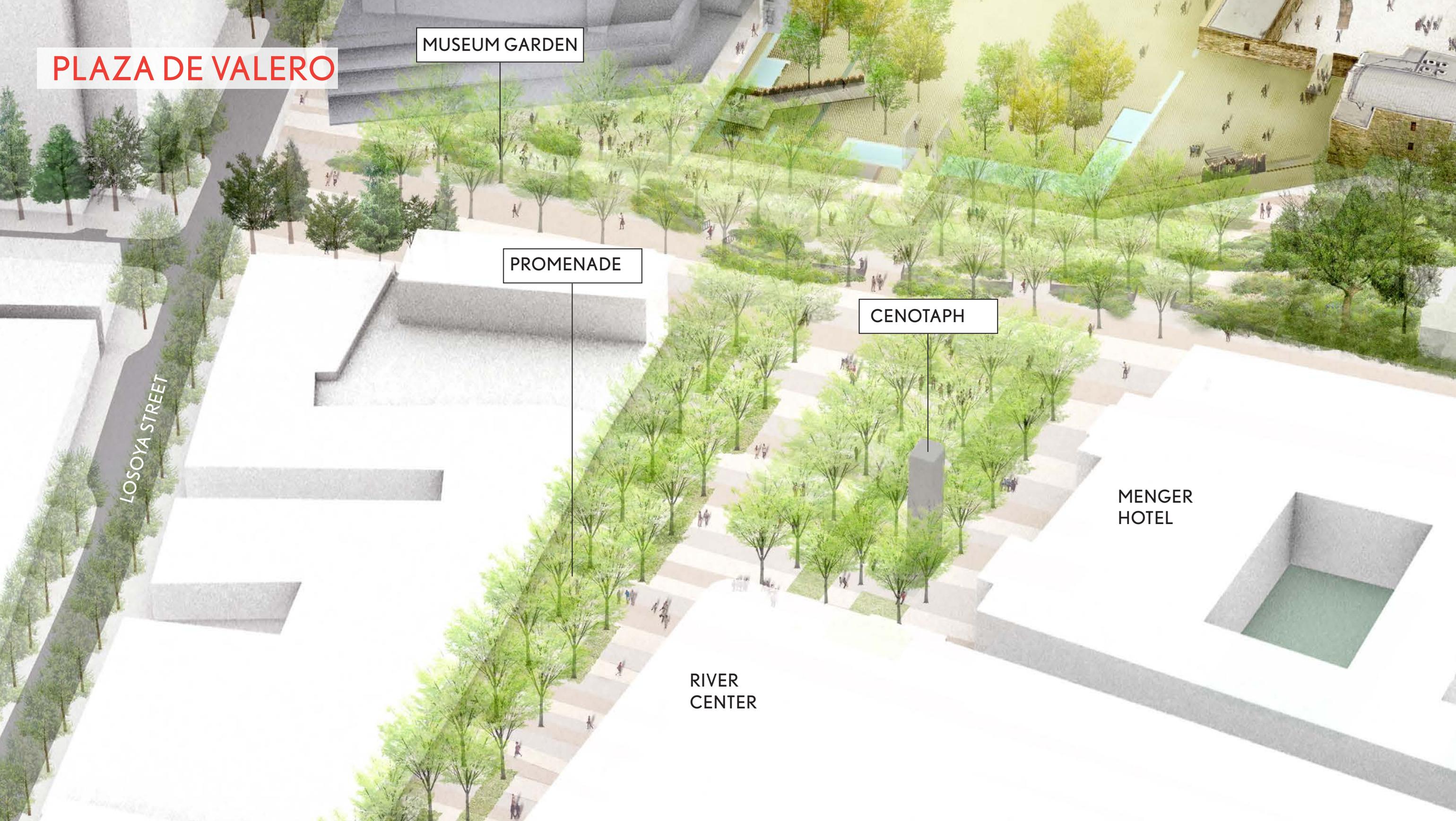
PROMENADE

CENOTAPH

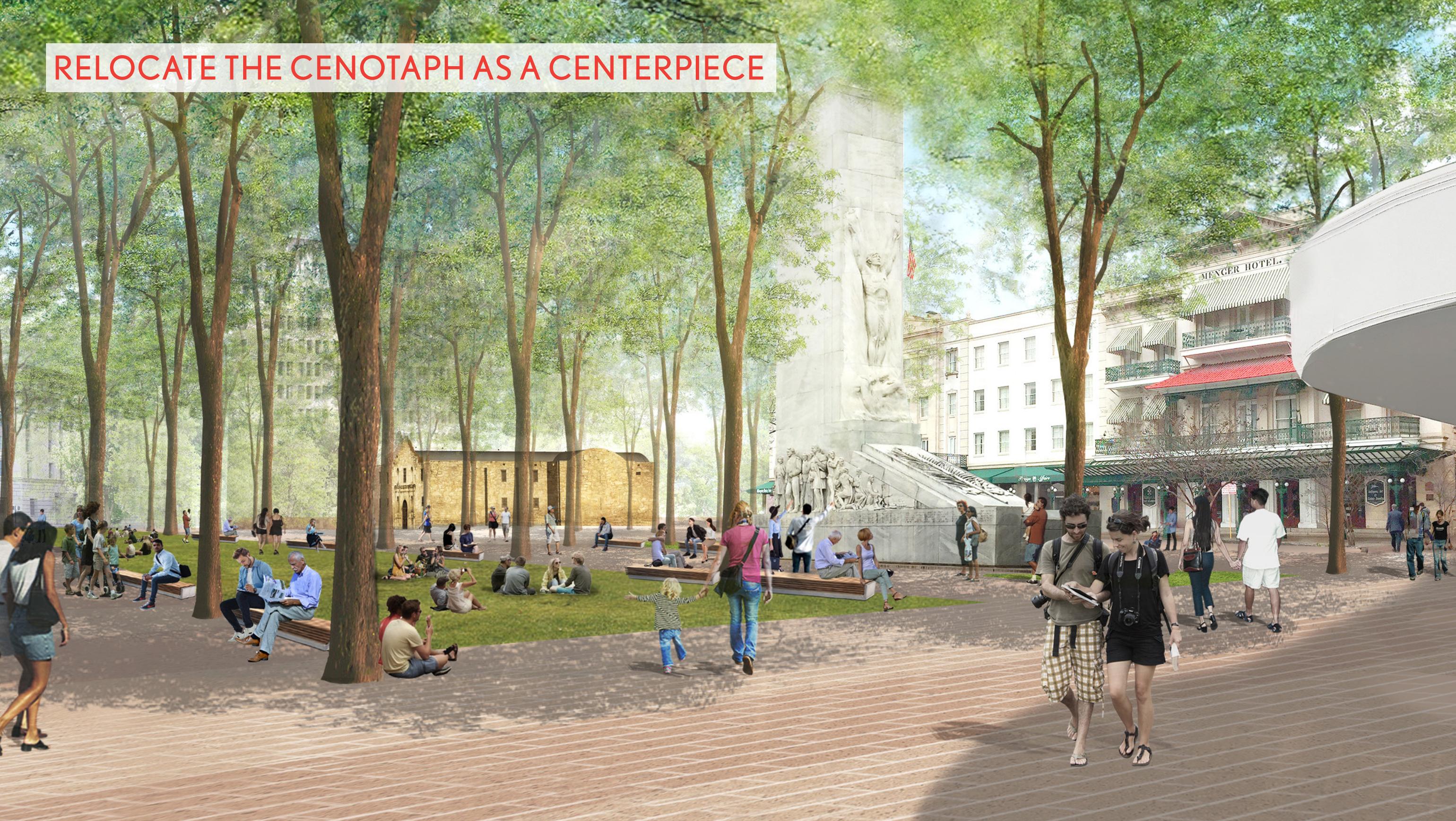
MENGER HOTEL

RIVER CENTER

LOSOYA STREET

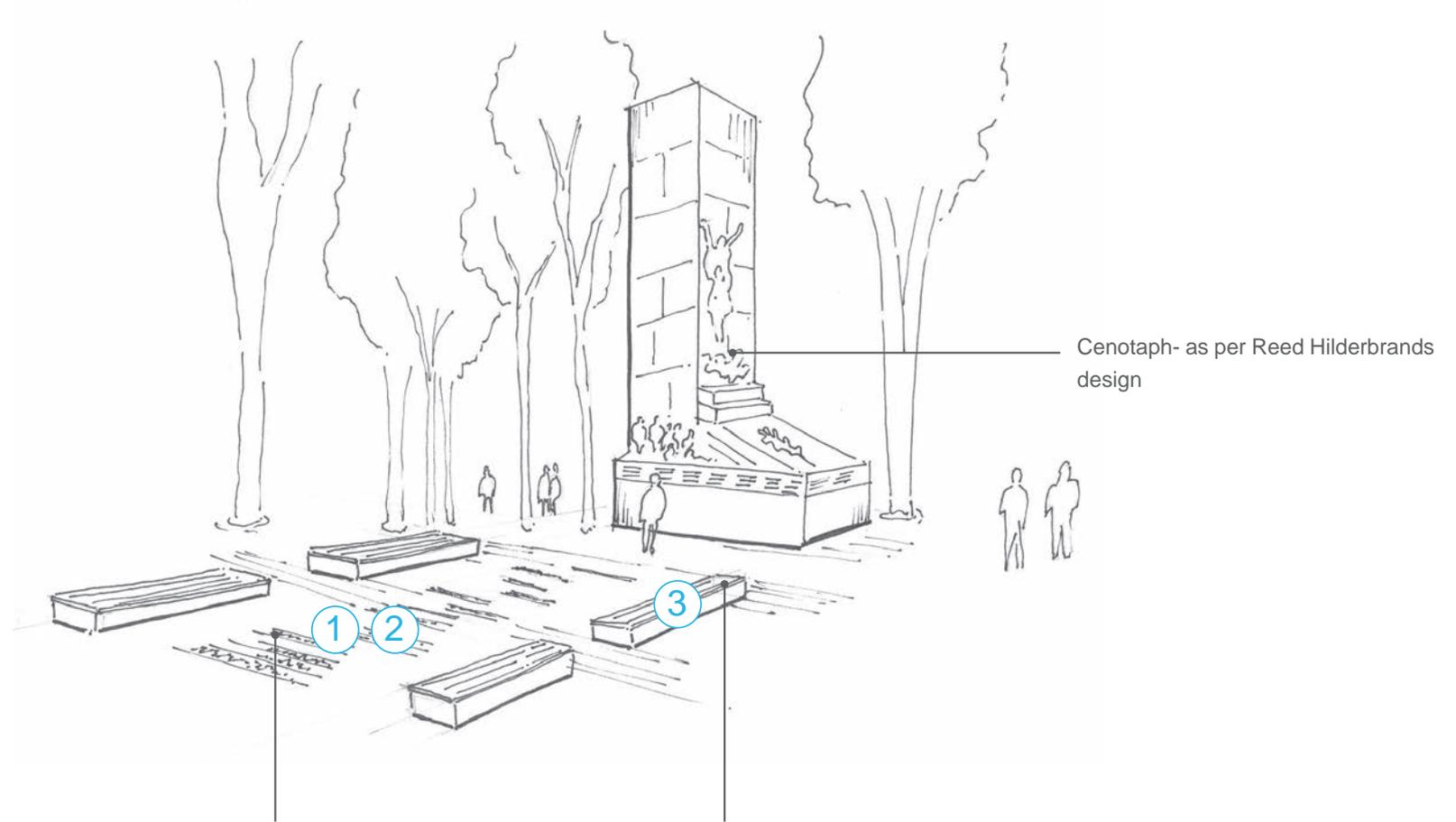
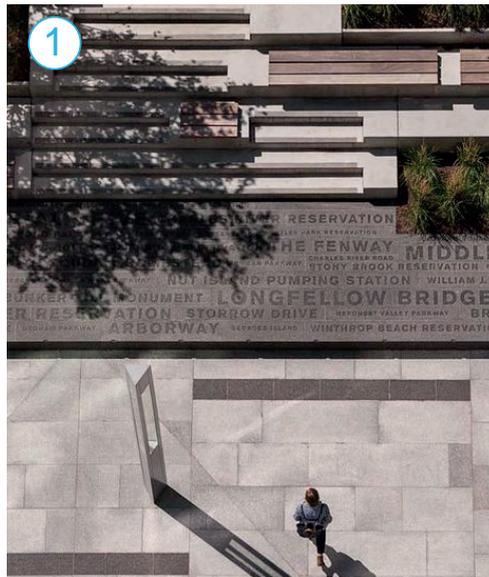


RELOCATE THE CENOTAPH AS A CENTERPIECE



RELOCATE THE CENOTAPH AS A CENTERPIECE

Option 1: Seating with central interpretation



Central interpretation encourages visitors to sit and reflect by the Cenotaph. The interpretation may be shown in many forms, shown here as engraved text integrated into the landscape paving.

Bench seating surrounds the interpretation and forms part of the reflective area. Seating material choices should be considered to work with the surrounding landscape.

RELOCATE THE CENOTAPH AS A CENTERPIECE



PROVIDE AREAS FOR PUBLIC EXPRESSION

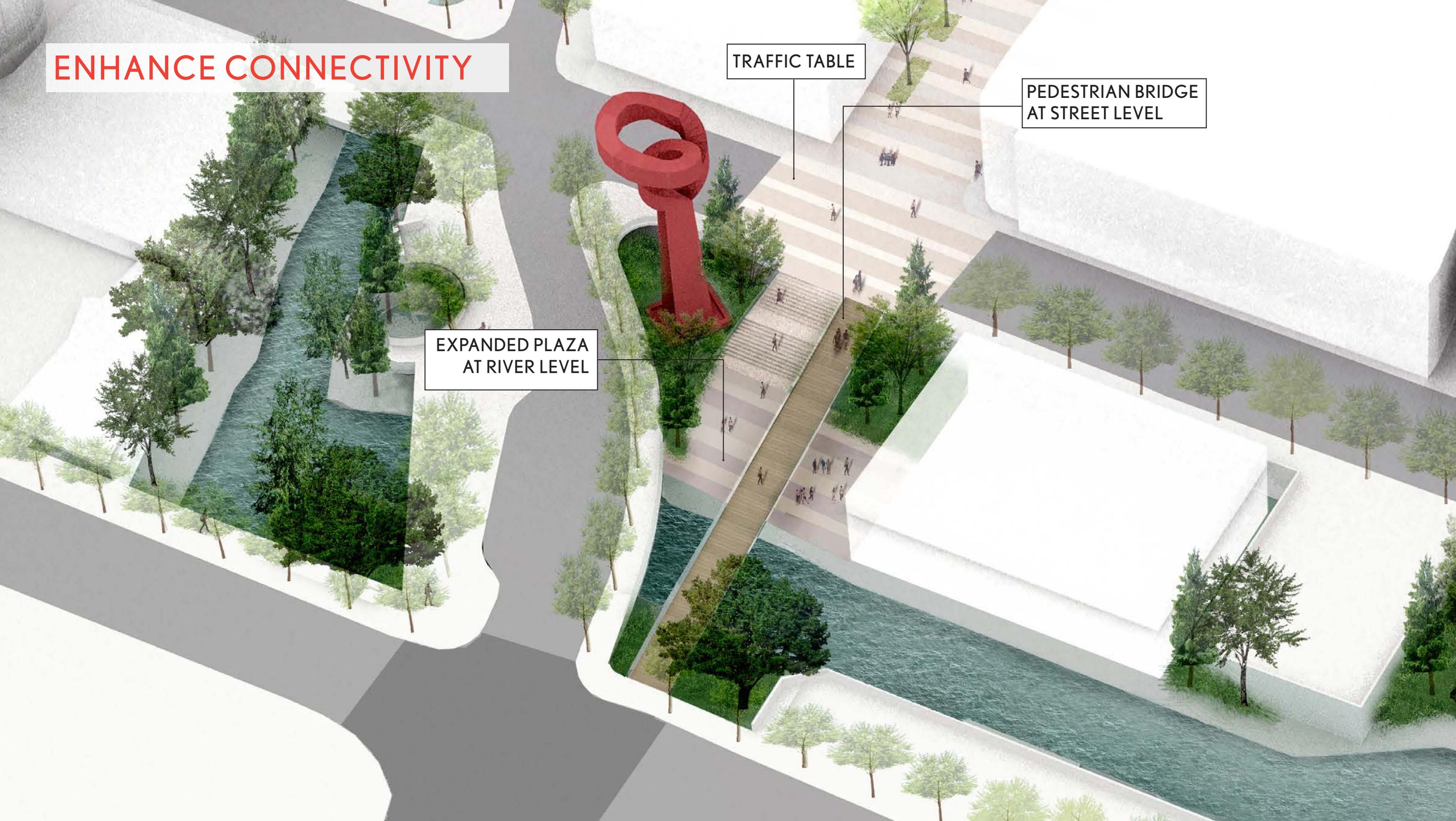


ENHANCE CONNECTIVITY

TRAFFIC TABLE

PEDESTRIAN BRIDGE AT STREET LEVEL

EXPANDED PLAZA AT RIVER LEVEL

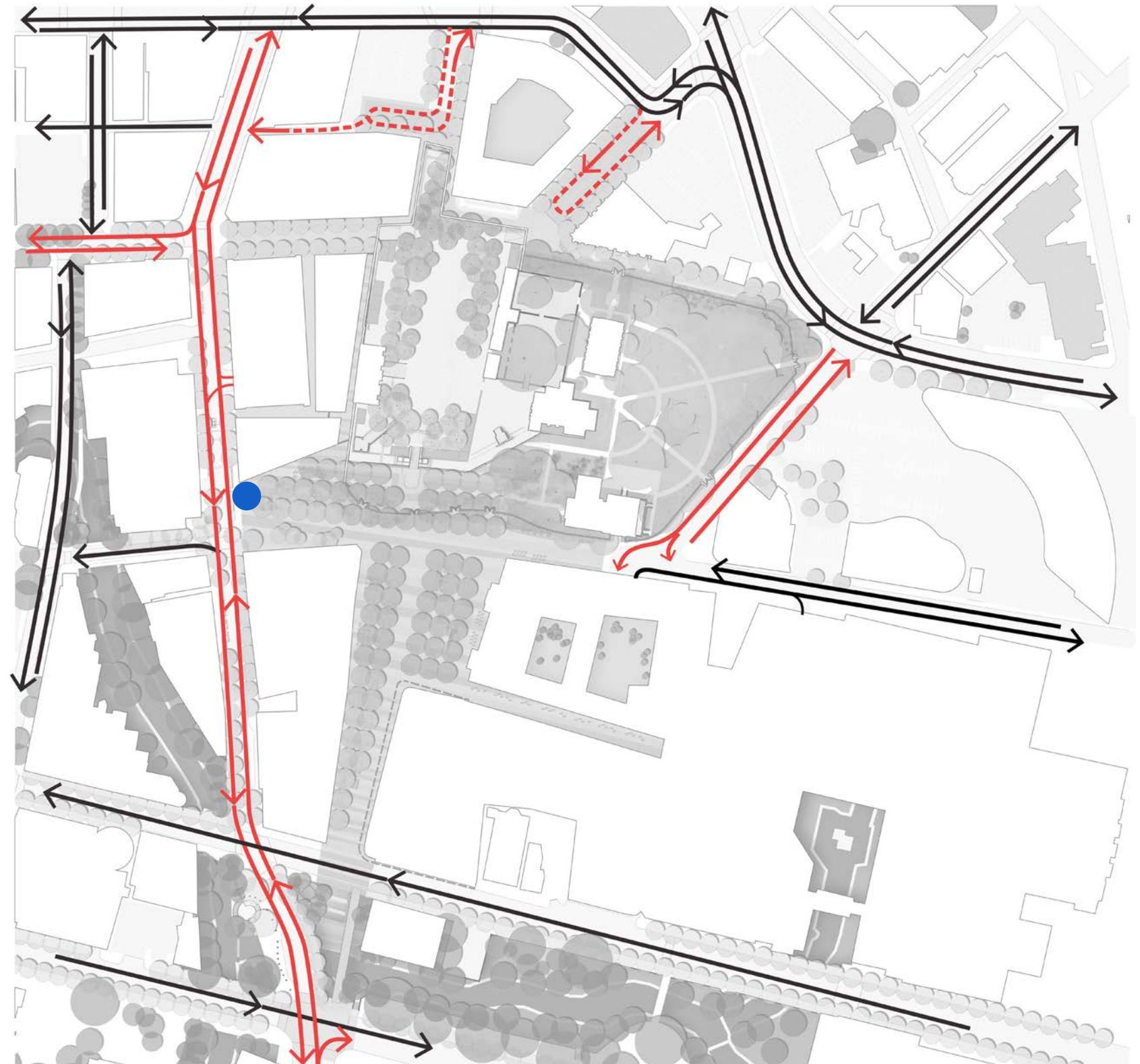


ENHANCE CONNECTIVITY

Manage vehicle circulation at the perimeter

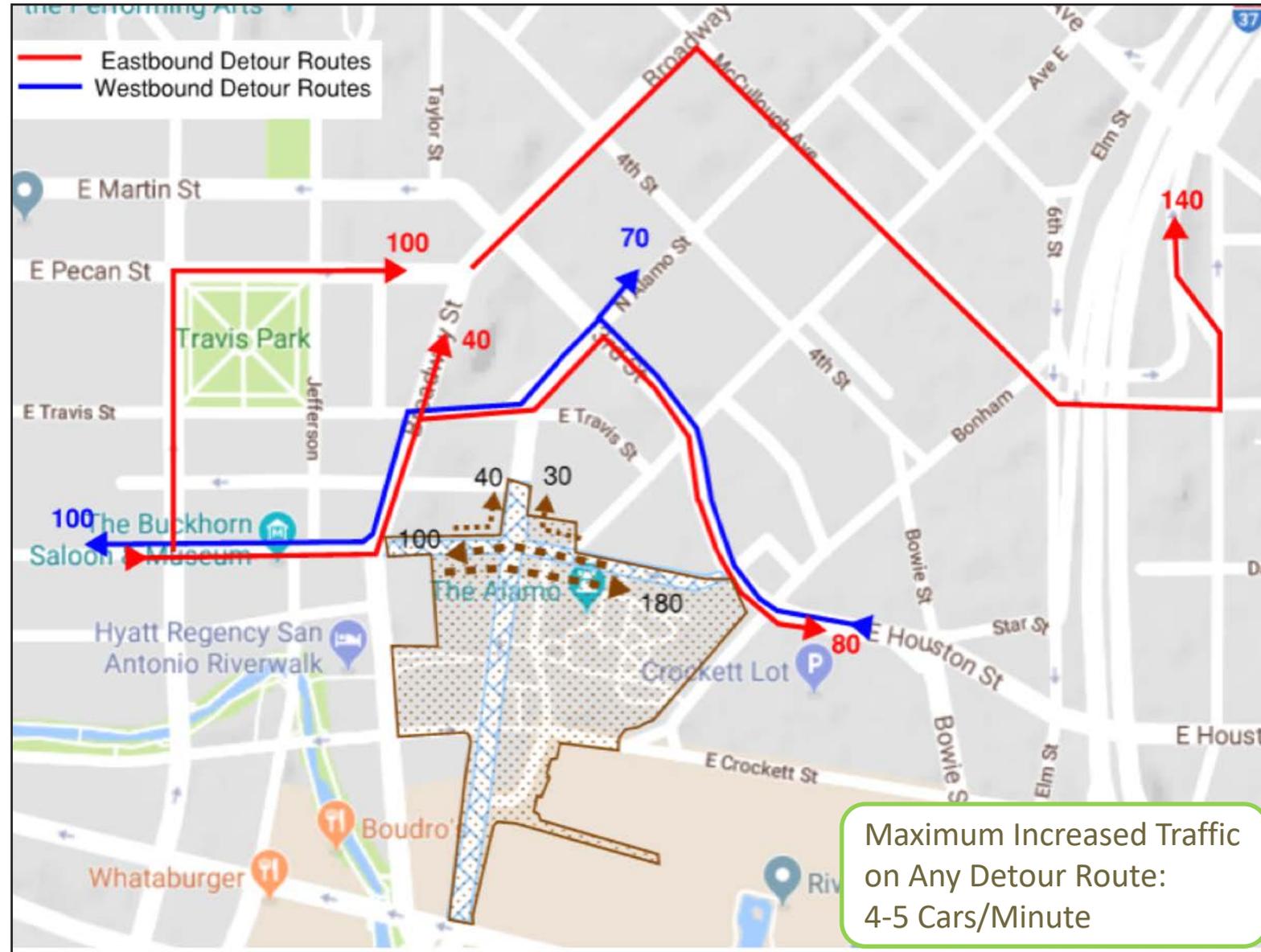
- Pedestrianize Alamo Plaza
- Pedestrianize Houston from Broadway to 3rd Street
- Improve Losoya to be 2-way

- PRIMARY BUS DROP-OFF
- EXISTING DIRECTION
- PROPOSED DIRECTION
- - - → HOTEL DROP-OFF / VALET



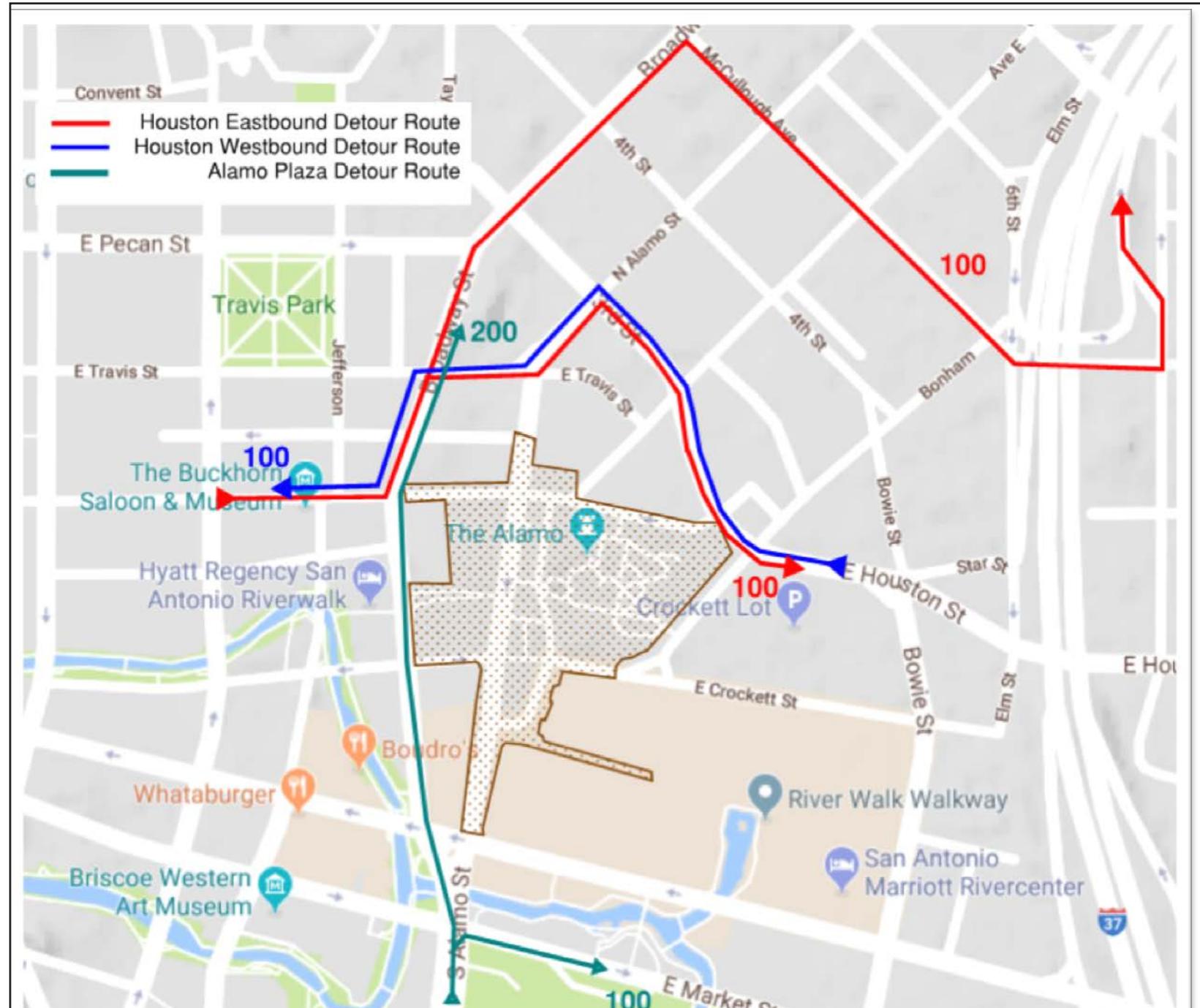
ENHANCE CONNECTIVITY

Maintain current levels of service during peak hours with detour routes

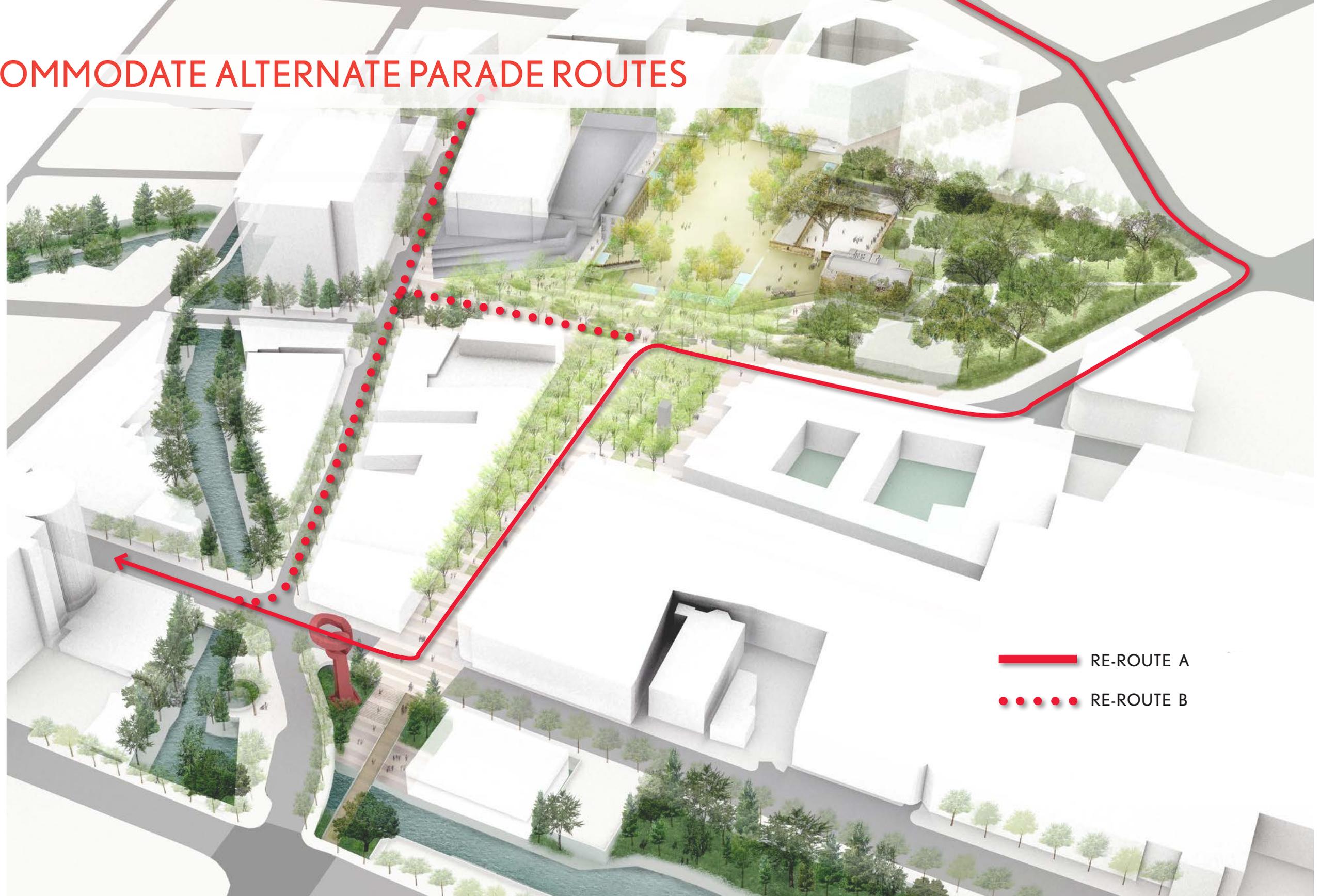


ENHANCE CONNECTIVITY

Improve north/south connectivity by making Losoya two-way



ACCOMMODATE ALTERNATE PARADE ROUTES



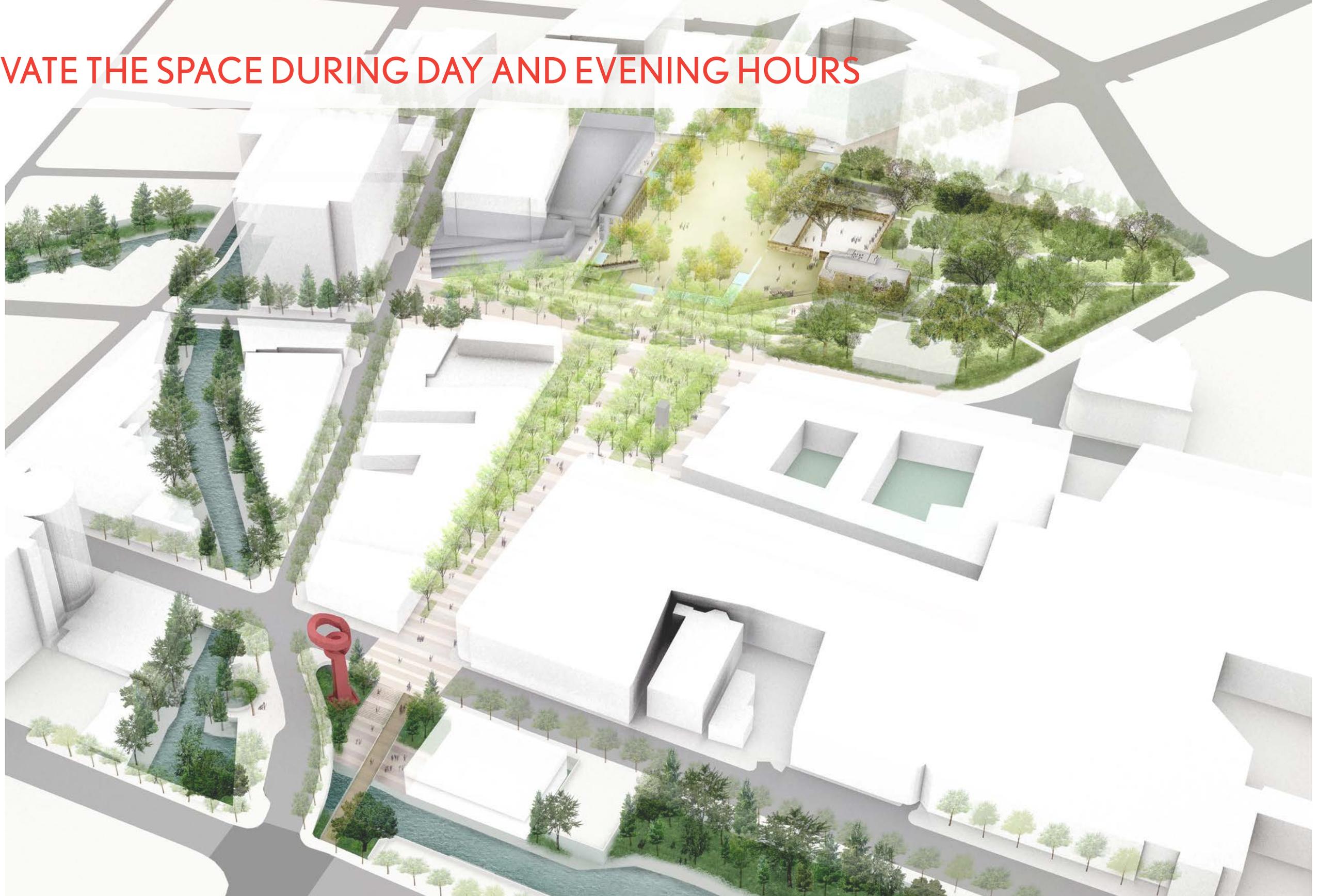
RE-ROUTE A

RE-ROUTE B

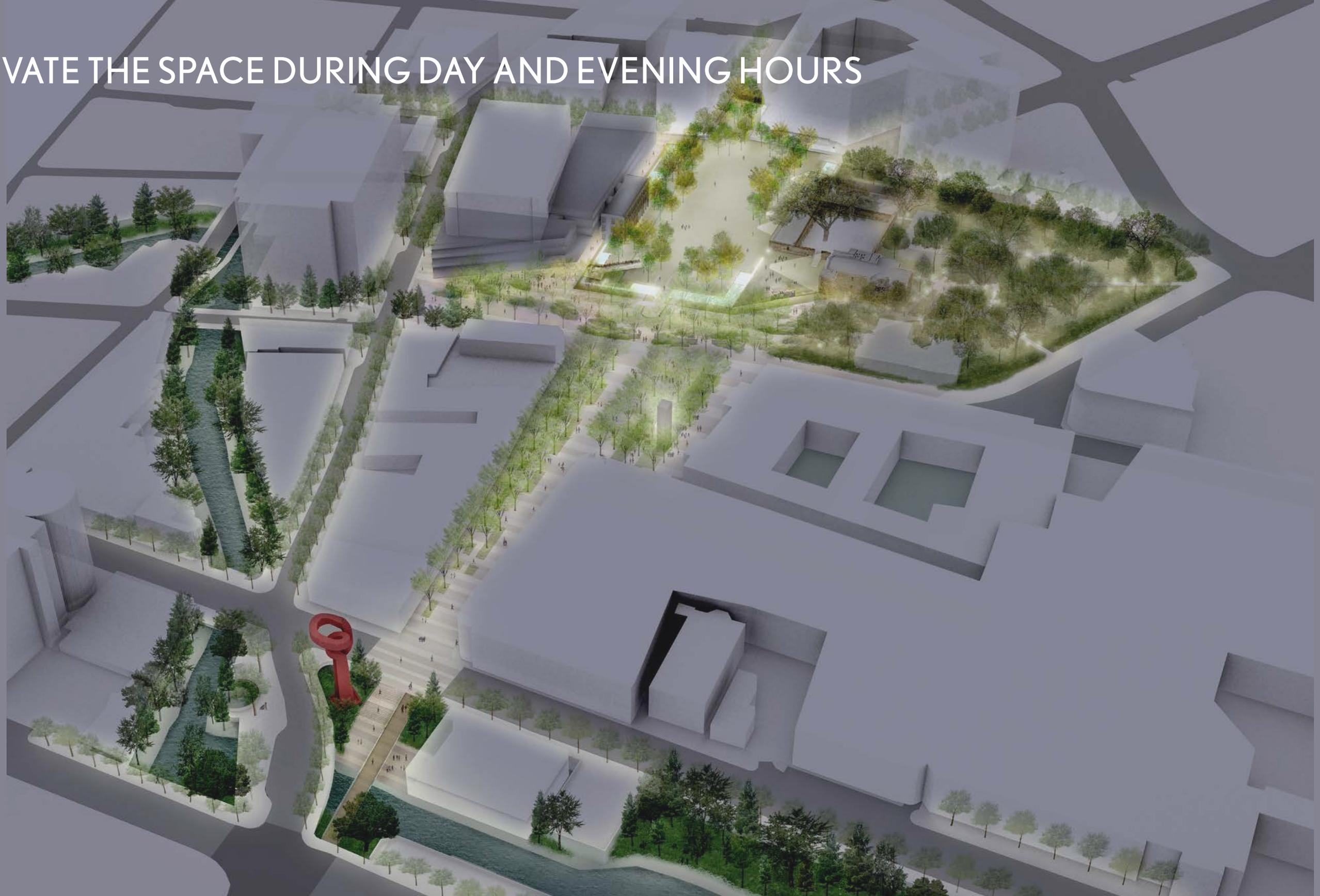
ACCOMMODATE ALTERNATE PARADE ROUTES



ACTIVATE THE SPACE DURING DAY AND EVENING HOURS



ACTIVATE THE SPACE DURING DAY AND EVENING HOURS



ACTIVATE THE SPACE DURING DAY AND EVENING HOURS

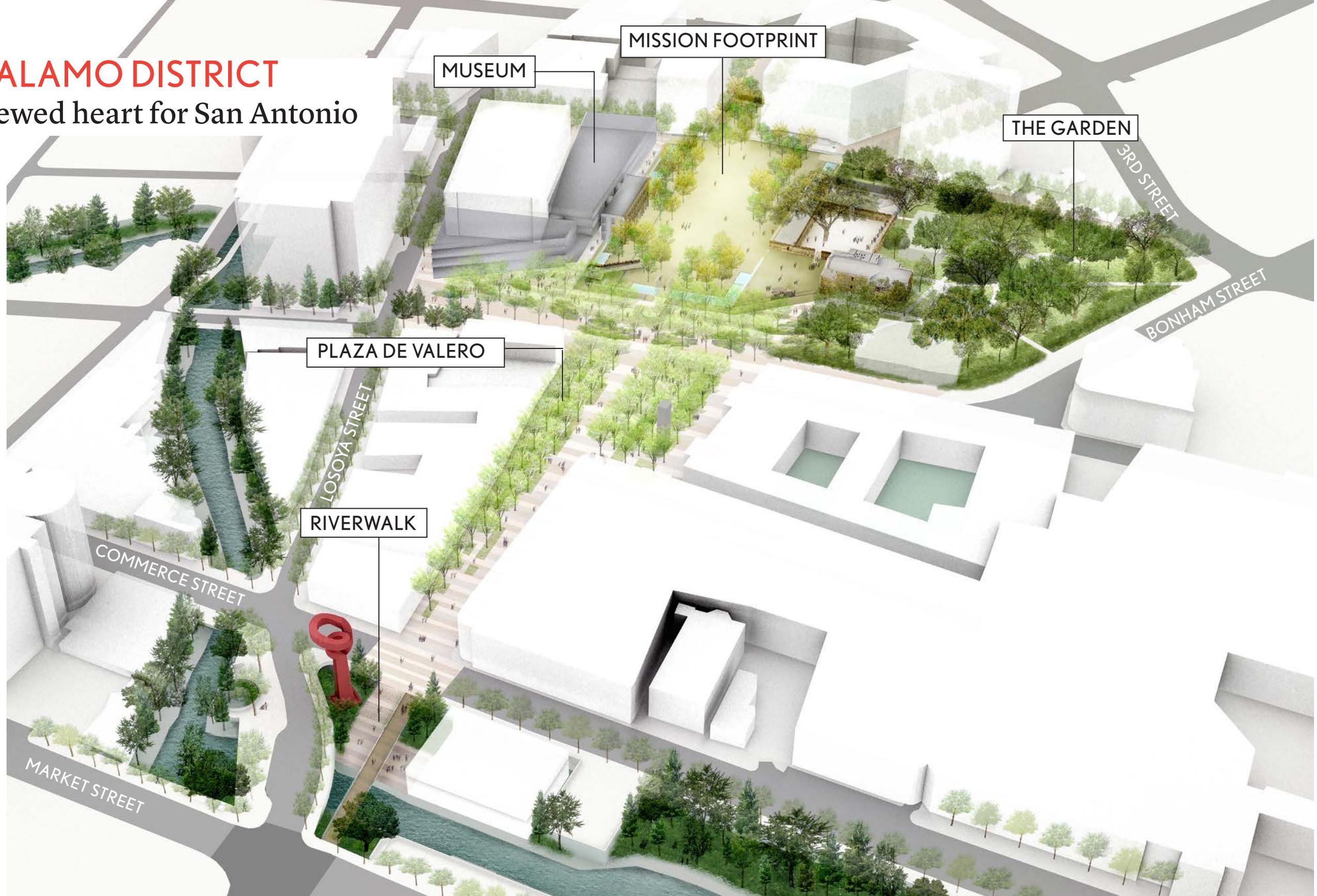


PLANT A PERVASIVE GROVE OF SHADE TREES



THE ALAMO DISTRICT

A renewed heart for San Antonio



MEASURES OF SUCCESS

*Change the understanding of the Alamo
as a building to the Alamo as a place.*

Make the Alamo a place for reverence and learning.

*Improve the Alamo district to be a world-class,
pedestrian-friendly, and comfortable civic space.*