

**THIS IS A DRAFT AND WILL BE REPLACED BY THE FINAL, SIGNED
ORDINANCE OR RESOLUTION ADOPTED BY CITY COUNCIL.**

AN ORDINANCE

**CREATING A CULTURAL AND ARTS DISTRICT CALLED “EL
MERCADO ZONA CULTURAL,” LOCATED IN COUNCIL DISTRICT 1.**

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WHEREAS, the historic, cultural, and business heart of San Antonio reaches back over 300 years and the depth of the City’s cultural arts and rich history is preserved in structures and public gathering places that include Main Plaza, San Fernando Cathedral, Spanish Governor’s Palace, O. Henry House, Casa Navarro, Casa Mexico/Teatro Alameda and Market Square; and

WHEREAS, there is a need for an overarching vision to anchor these areas in the heart of old San Antonio as a vibrant neighborhood and destination and to achieve this goal, the City Architect’s office led a task force to begin developing a concept for a cultural and arts district; and

WHEREAS, thirteen meetings were held between February and November 2013 at which City staff, consultants, and business and community representatives began to define the boundaries of such a district, selected a name for the district, and identified next steps, including: (i) the development of design guidelines that reflect the esthetics of the destination’ (ii) formulation of a unique branding and marketing plan; (iii) creation of a retail strategy; and (iv) implementation of a sound management structure, and it is the desire of City Council to create a cultural district within which these historical locations reside; **NOW THEREFORE:**

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

SECTION 1. There is hereby a creation of a cultural and arts district called “El Mercado Zona Cultural,” the boundaries of which are Houston Street on the north, the San Antonio River on the east, Nueva Street on the south, and North Pecos-La Trinidad Street on the west, as depicted in the map set out in **Exhibit 1** of this Ordinance.

SECTION 2. The Director of the Department for Culture and Creative Development, or his designee, is authorized to apply for the Texas Commission on the Arts Cultural District Designation Program at a later date.

SECTION 3. This Ordinance shall take effect immediately upon the receipt of eight affirmative votes; otherwise it shall be effective ten days after its passage.

PASSED AND APPROVED this ____ day of January, 2014.

M A Y O R
Julián Castro

ATTEST:

APPROVED AS TO FORM:

Leticia M. Vacek, City Clerk

Robert F. Greenblum, City Attorney

DRAFT