

El Mercado Zona Cultural

City Council Agenda Item 11

January 9, 2014

Presented

By

Felix N. Padron, Director

Department for Culture and Creative Development

In Partnership with

**Transportation and Capital Improvements Department
and Center City Development**

TOPICS

- **Background**
- **Process**
- **Boundaries and Mission**
- **Next Steps**



“Cultural districts are special zones that harness the power of cultural resources to stimulate economic development and community revitalization. These districts can become focal points for generating businesses, attracting tourists, stimulating cultural development and fostering civic pride.”

BACKGROUND

- Initiative began in February 2013, lead by TCI's City Architect and a task force comprised of city and community members.
- Responding to emerging issues and opportunities:
 - Recognition of cultural arts and history in the area
 - Enhance accessibility to destination and Westside of Downtown
 - Coordinate and bring focus to economic development capital improvement and planning efforts in the destination
 - Embrace the Cortez Family vision for this area
 - Develop identity to area and develop a coherent whole

BACKGROUND, CONT'D

- **Objectives:**
 - Using collaborative processes, achieve a shared understanding of the desires for and advantages of designating this cultural zone
 - Partner with neighboring stakeholders to define the Vision, Mission, and Guiding Principles
 - Identify current studies, goals, plans, and initiatives
 - Bring the concept of a cultural zone to the City Council in January to seek approval for the name and to conduct planning for advancement and implementation



PROCESS

- **13 meetings were held between February and November**
- **Meetings brought together staff, stakeholders and professionals to discuss and develop objectives, develop boundaries and briefing on past and current project efforts**
- **On August 13, 2013, Visioning Workshop was held to inform the development of a mission and vision statement with 27 participants**
- **On October 23, 2013, Naming Workshop was held to finalize district name and further discuss mission and vision with 18 participants**
- **On November 22, 2013, further discussion of mission and vision statement with 17 participants**

GOALS IDENTIFIED

- **Anchor with Latino experiences and traditions**
- **Be mindful of all previous studies and plans**
- **Connect historic and cultural clusters**
- **Design for walkable distances**
- **Encourage downtown living**
- **Highlight landmarks**
- **Promote and support youth experiences**
- **Provide for existing and new public art**

BOUNDARIES

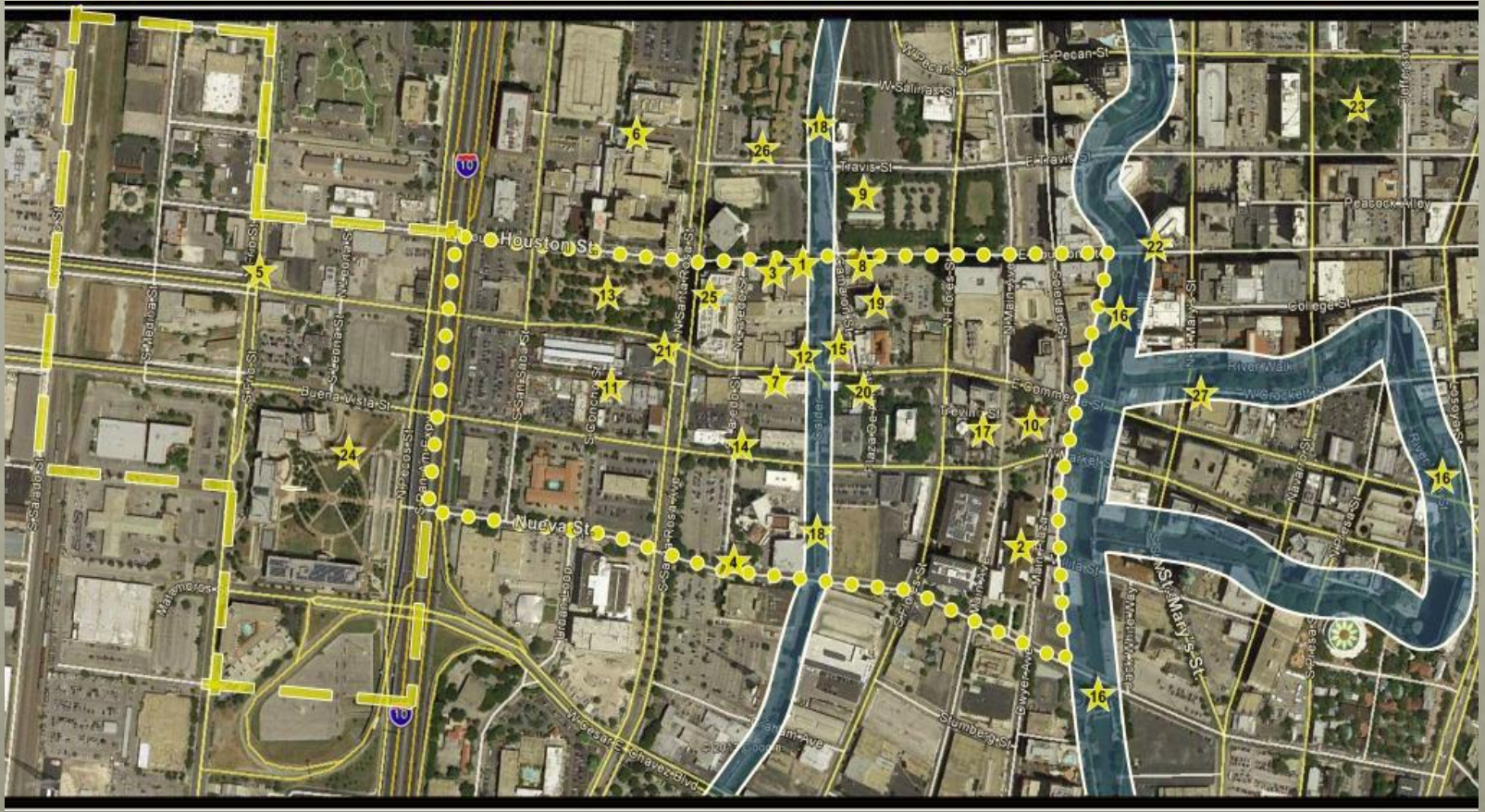
Guiding Principles used for developing boundaries:

- **Walkable distances**
- **Historic and cultural clusters/assets**
- **Existing public art and activities**
- **Mindful of all previous studies and plans**
- **Past and current investments**

BOUNDARIES

E. Houston St.

Phase 1: N. Pecos St.
Phase 2: Salado St.



San Antonio River

W. Nueva St.



CULTURAL & HISTORICAL LANDMARKS

Alameda Theater
Bexar County Courthouse
Casa de Mexico
Casa Navarro
Cattleman Square
Christus Santa Rosa
City Hall
Continental Hotel
Main Plaza
Market Square
Marti's
Milam Park (Milam Square)
O'Henry House

Penner's
Riverwalk
San Fernando Cathedral
San Pedro Creek
Spanish Governor's Palace
**Texas A&M – San Antonio Educational
and Cultural Arts Center/ Univision**
Texas Theater
Travis Park
Aztec Theatre

MISSION & VISION

Mission:

Support, develop, and link dynamic clusters with historical, cultural and entertainment experiences authentic to San Antonio.

Vision:

To be recognized as a dynamic downtown district where the cultural arts and commerce intersect.



MISSION GUIDING PRINCIPLES

- **Provide physical and educational access to El Mercado Zona Cultural and the continuing blending of the Latino experience and traditions of San Antonio**
- **Build life and work experiences on a foundation of historic preservation while nurturing sustainable new development**
- **Provide context for quality engagement enriched with history, the arts, and San Antonio's unique and evolving culture**
- **Contribute positively to cluster-based development to the benefit of the whole El Mercado Zona Cultural**
- **Prioritize pedestrian and public transportation connectivity within El Mercado Zona Cultural and adjacent downtown clusters**
- **Direct the development of El Mercado Zona Cultural to support and evolve the creative lifestyles, business and educational opportunities of the district**

NEXT STEPS

- **Department for Culture and Creative Development will coordinate the next phase of development with**
 - **Center City Development**
 - **Planning and Community Development**
 - **Convention Visitors Bureau**
 - **Transportation and Capital Improvements Department**
- **Continue to partner with Centro San Antonio to help leverage resources and ensure that El Mercado Zona Cultural development reaches its full potential**
- **Centro San Antonio has made arts, culture, and education a priority and believes El Mercado Zona Cultural represents an opportunity to execute a strategy around those elements.**

NEXT STEPS

Full potential requires the development of:

- Design guidelines that reflect El Mercado Zona Cultural
- Unique Branding and Marketing Plan
- Retail strategies
- Sound Management Structure
- State cultural district recognition in 2015



Stakeholders will continue to be engaged

RECOMMENDATION

Staff recommends approval of this ordinance.

El Mercado Zona Cultural

City Council Agenda Item 11

January 9, 2014

Presented

By

Felix N. Padron, Director

Department for Culture and Creative Development

In Partnership with

**Transportation and Capital Improvements Department
and Center City Development**