

AN ORDINANCE

2014-01-09-0017

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; and

WHEREAS, the City will consider the implementation of any recommended design guidelines at a future date and in coordination with other existing or contemplated design guidelines covering the district; and

WHEREAS, through an application process, the Texas Commission on the Arts (“TCA”) designates cultural districts in Texas cities in order to recognize special areas that utilize cultural resources to spur economic development and community revitalization and this district intends to seek such designation at a later date; **NOW THEREFORE:**

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

SECTION 1. There is hereby created 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. The City Council supports the district goals of economic development in order to preserve and rehabilitate historic buildings and tourism development in order to contribute to the overall visitor development goals of the City.

SECTION 2. The Director of the Department for Culture and Creative Development, or his designee, is authorized to apply for the TCA Cultural District Designation.

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 9th day of January, 2014.



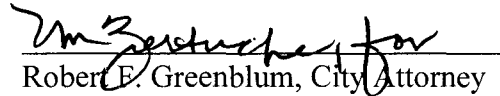
M A Y O R
Julián Castro

ATTEST:



Leticia M. Vacek, City Clerk

APPROVED AS TO FORM:



Robert E. Greenblum, City Attorney

Agenda Item:	11						
Date:	01/09/2014						
Time:	10:58:39 AM						
Vote Type:	Motion to Approve						
Description:	An Ordinance creating a cultural and arts district called "El Mercado Zona Cultural," located in Council District 1. [Ed Belmares, Assistant City Manager; Felix Padron, Director, Culture and Creative Development]						
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				x
Cris Medina	District 7		x				
Ron Nirenberg	District 8		x				
Joe Krier	District 9		x				
Carlton Soules	District 10		x				

EXHIBIT 1

