

## HISTORIC AND DESIGN REVIEW COMMISSION

April 20, 2016

Agenda Item No: 3

**HDRC CASE NO:** 2016-146  
**ADDRESS:** 633 S ST MARYS  
**LEGAL DESCRIPTION:** NCB 179 BLK LOT 19 (UNIVISION REDEVELOPMENT SUBD)  
**ZONING:** D RIO-3  
**CITY COUNCIL DIST.:** 1  
**APPLICANT:** Nic Whittaker/Greystar  
**OWNER:** CRP-GREP Elan Riverwalk Owner LP  
**TYPE OF WORK:** Installation of Interpretive Panels Commemorating KCOR/Univision Site  
**REQUEST:**

The applicant is requesting a Certificate of Appropriateness for approval of an interpretation plan commemorating the former KCOR / Univision site to include:

1. One pair of bi-lingual panels with a rendering of the studio at the River Level. This panel will be mounted to a previously- approved retaining wall at the pedestrian access point for the development;
2. A second identical pair of bi-lingual panels at the street level to be mounted to a previously-approved masonry wall surrounding the existing telecommunications yard; and
3. A third window installation which incorporates a bi-lingual narrative with an art display of historic photos. This installation is located at the clubhouse for the complex and faces S St. Mary's Street.

### FINDINGS:

- a) The multi-family development at 633 S St. Mary's originally received HDRC approval on December 18, 2013. The approval authorized the demolition of the former KCOR / Univision studio building on the property. As a stipulation to the approval, the applicant was required to develop an interpretation plan for the site. According to the 2013 Certificate of Appropriateness:

*The interpretive element will include, at a minimum, 3 interpretive panels accessible by the public from the river level and/or the street level and integrated into the fencing or screening for the telecommunications yard where the tower is located. It should also include a public art component using materials from the site to the extent possible. The panels should include text and photographs similar in design to the interpretative panels already installed along the River Walk as part of the wayfinding initiative.*

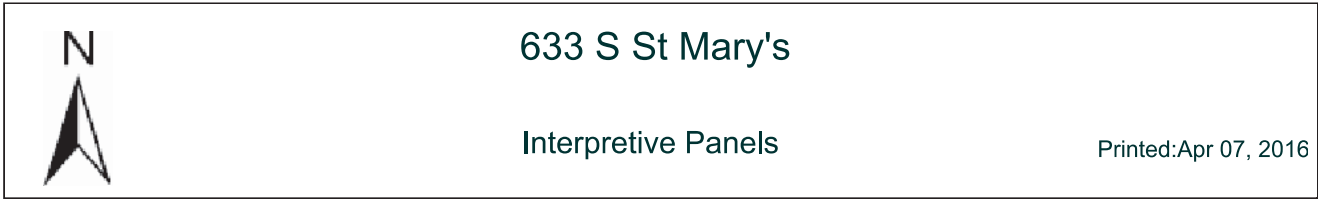
- b) The panel content was developed based on community feedback facilitated by the UTSA Center for Cultural Sustainability. The OHP Cultural Historian has provided assistance with reviewing and finalizing the content.
- c) The proposed interpretation plan is consistent with the approved stipulation cited above. The public art component does not incorporate salvaged materials as originally recommended. However, staff finds that both the panel and window installations incorporate a substantial number of historic images which satisfies requirements for a visual element.

### RECOMMENDATION:

Staff recommends approval as submitted.

### CASE MANAGER:

Cory Edwards

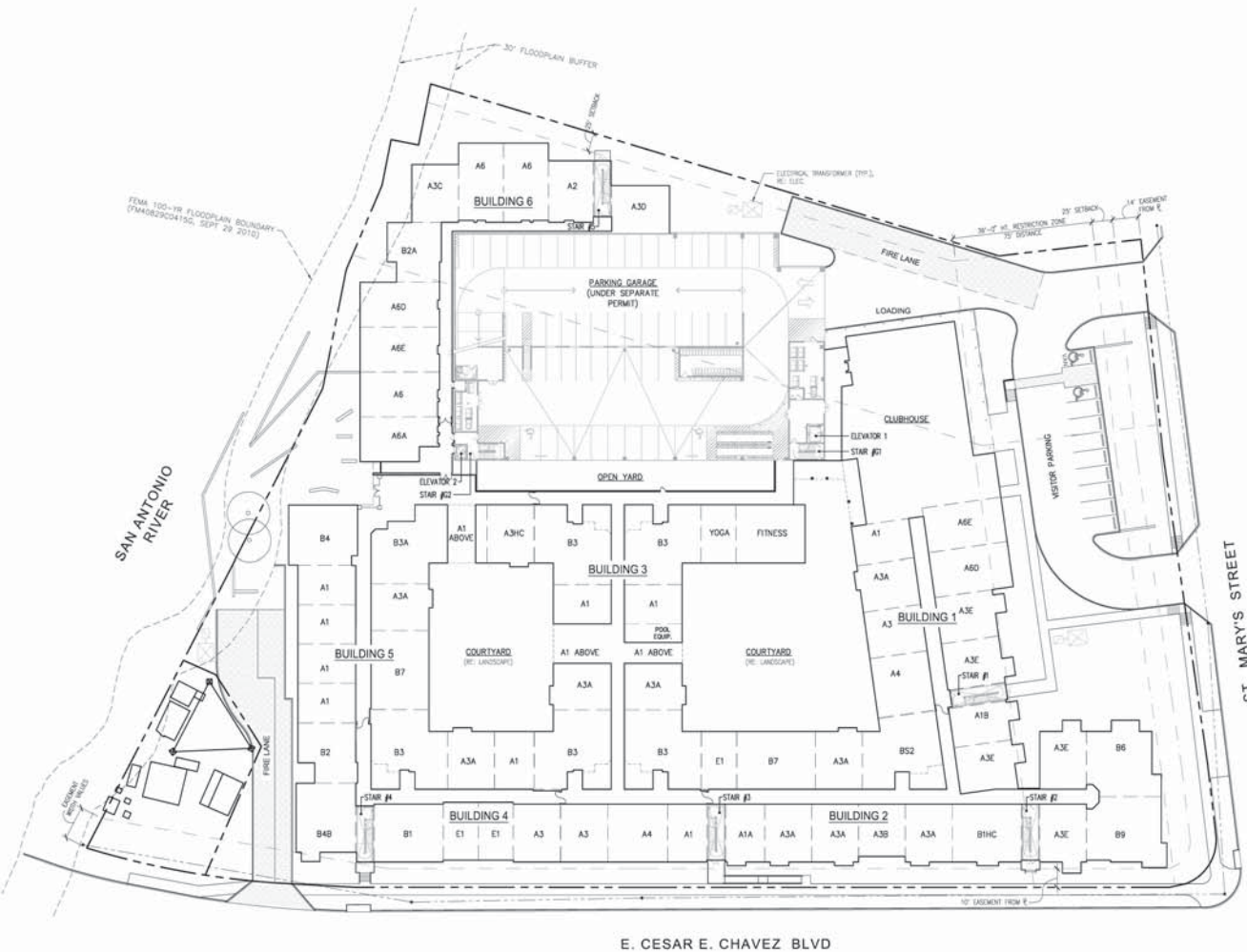


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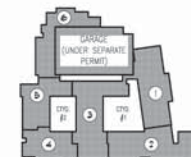
**Narrative:**

Interpretive panels to commemorate the past use of the site. Content for the panels was created based on community feedback, facilitated by the UTSA Center for Cultural Sustainability. The panel content is depicted in both Spanish and English and focuses on the monumental “firsts” that occurred during the property’s prior life as a Univision TV station. The panels have an artist’s depiction of the original Univision building, with its mid-century modern design. The first panel is located on the west end of the property, accessible to pedestrians walking or biking along the Riverwalk. The second panel is located on the south edge of the property, attached to the remaining communications tower wall and viewable from Cesar Chavez. In addition to the panels, a historical art wall will be applied to the front of the property, facing St. Mary’s St. That wall will include a panel with a detailed description of Univision’s history on the site, as well as a mural of rich photographs from the station’s past.

Date: 6/20/2014 @ 3:10 P.M. By: jason  
 Title: 100-19



# 1 ARCHITECTURAL SITE PLAN 1" = 30'-0"



KEYMAP  
 N.T.S.

<p><b>Meeks + Partners</b>          16000 Memorial Drive, Suite 100          Houston, Texas 77079          Tel: 281.558.8797 Fax: 281.558.3337          © 2007 Meeks + Partners, Co. All Rights Reserved</p>	<p><b>ELAN RIVERWALK</b>          Apartment Building Submittal          San Antonio, Texas          Greystar Development Group, LP</p>
<p>JOB NO.: 10043          FILE NAME: 2503101</p>	<p>NOT FOR CONSTRUCTION          ISSUED FOR PRICING          ISSUED FOR PERMIT          X ISSUED FOR CONSTRUCTION</p>
<p>DRAWING NO.  <b>A1.01</b></p>	



31 MARCH 2016

# Greystar

## *Agave: Univision Site Interpretive Graphics*

# TELEVISION HISTORY WAS MADE HERE

This site was the longtime home of KWEX-TV, a pioneering national and international broadcasting innovator.

## Breaking the Language Barrier

Beginning life in 1955 as KCOR-TV, the station was the first in the U.S. to broadcast in Spanish. Its founder, Raoul A. Cortez, was a visionary media entrepreneur from Jalapa, Veracruz, Mexico who had launched the Spanish-language KCOR radio station in 1944.

## Recognizing Latino Economic Power

KWEX was one of the first media companies to recognize and respond to the growing economic clout of Latinos. This recognition led the station's owners to buy additional Spanish-language stations across the U.S. and create the Spanish International Network (SIN), which is now Univision.

## Pioneering New Technologies

KWEX and its sister stations became the nation's first satellite-connected television network in 1976, beating CNN to this milestone by more than three years. The organization also led the drive for the television industry's widespread adoption of UHF technology.

## Putting Latinas in the Lead

The station featured the first Latina reporter and news anchor in 1970 – one year before Barbara Walters took to the airwaves – and paved the way again in 1982 as home to the first woman to host a prime-time newscast.

## Reflecting a Diverse Culture

The network invested heavily in entertainment, news, and other content for Spanish-speaking viewers, and introduced the nation to some significant cultural traditions. It was the first U.S. station to nationally televise a Catholic Mass, and the first network in the country to offer live coverage of the World Cup.

Panel content: English

# AQUÍ SE HIZO HISTORIA EN LA TELEVISIÓN

Por un largo tiempo, éste fue el hogar de KWEX-TV, un innovador y pionero de los medios televisivos a nivel nacional e internacional.

## Rompiendo la barrera del idioma

KCOR-TV tuvo sus inicios en 1955 y fue la primera estación en los Estados Unidos en transmitir en español. Su fundador, Raúl A. Cortez, oriundo de Jalapa, Veracruz en México y un visionario empresario de los medios de comunicación, también lanzó KCOR en 1944, la estación de radio en español.

## El reconocimiento del poder económico latino

KWEX fue una de las primeras compañías de medios en reconocer y responder al crecimiento de la influencia económica de los latinos. Este reconocimiento logró que el propietario de la estación comprara estaciones de televisión de habla hispana adicionales alrededor de los Estados Unidos para crear la Spanish International Network (SIN), la cual hoy día también se le conoce como Univision.

## Pioneros en la nueva tecnología

En 1976, KWEX y sus estaciones hermanas se convirtieron en la primera cadena televisiva conectada por satélite, superando a CNN por más de tres años en este importante avance. La organización también fue líder en fomentar el uso de la tecnología de alta frecuencia en la industria de la televisión.

## Latinas como líderes

En 1970, la estación presentó a la primera reportera y mujer ancla de noticias latina – un año antes de que Barbara Walters saliera al aire – y esto logró, que nuevamente en 1982, la estación se convirtiera en la casa de la primera mujer anfitriona de un noticiero durante el horario de máxima audiencia.

## El reflejo de una diversa cultura

La cadena invirtió bastante en entretenimiento, noticias y otro tipo de contenido para la audiencia de habla hispana, y le presentó a la nación tradiciones culturales significativas. Fue la primera estación en los Estados Unidos que televisó una misa católica, y la primera cadena en el país que ofreció cobertura en vivo de la Copa Mundial.

Panel content: Spanish



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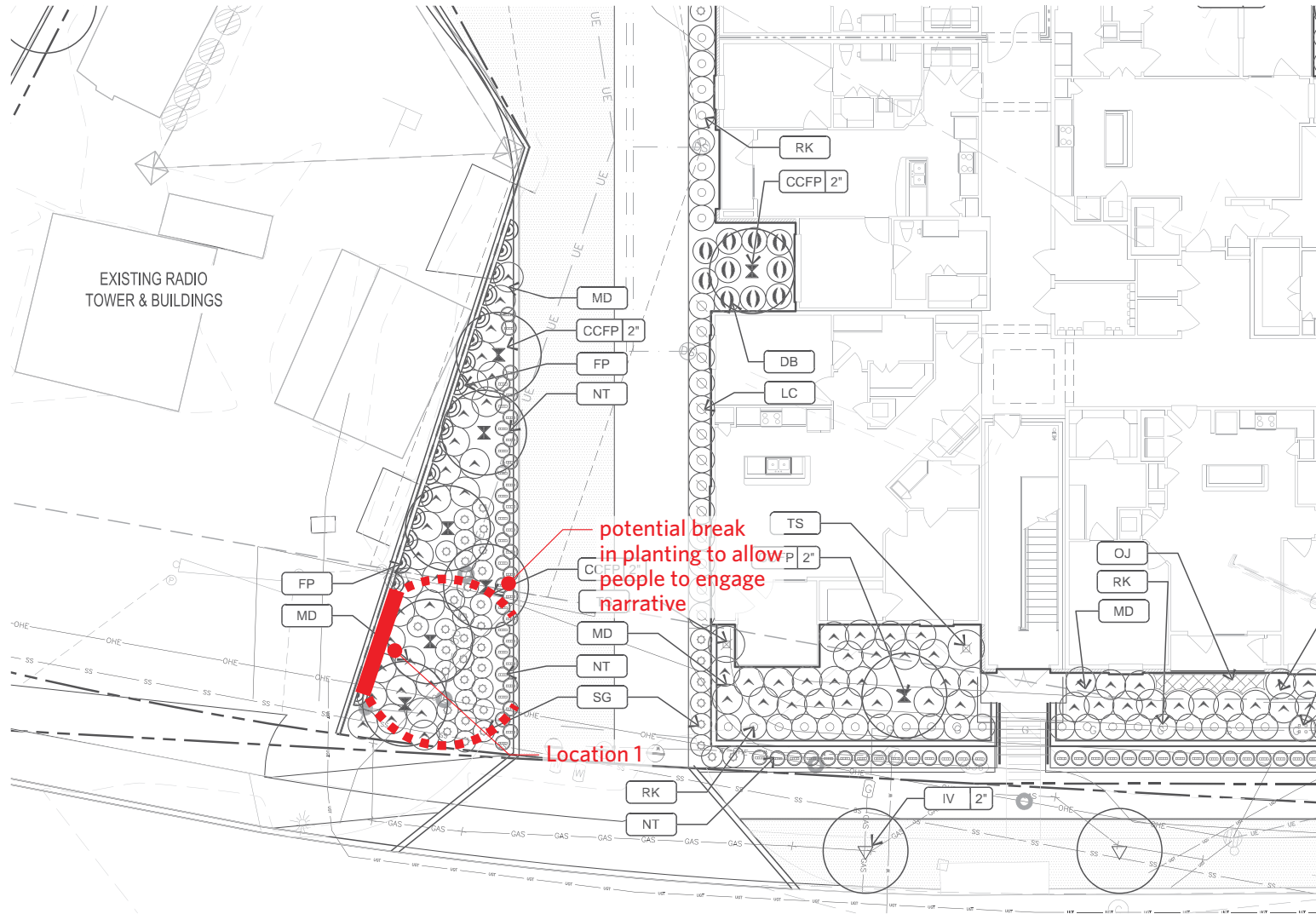
PROJECT NAME  
Greystar  
Agave Interpretive  
Graphics

DATE  
31 MAR 2016 Submittal

PAGE TITLE / ELEMENT TYPE  
Content  
English and Spanish

PAGE

2



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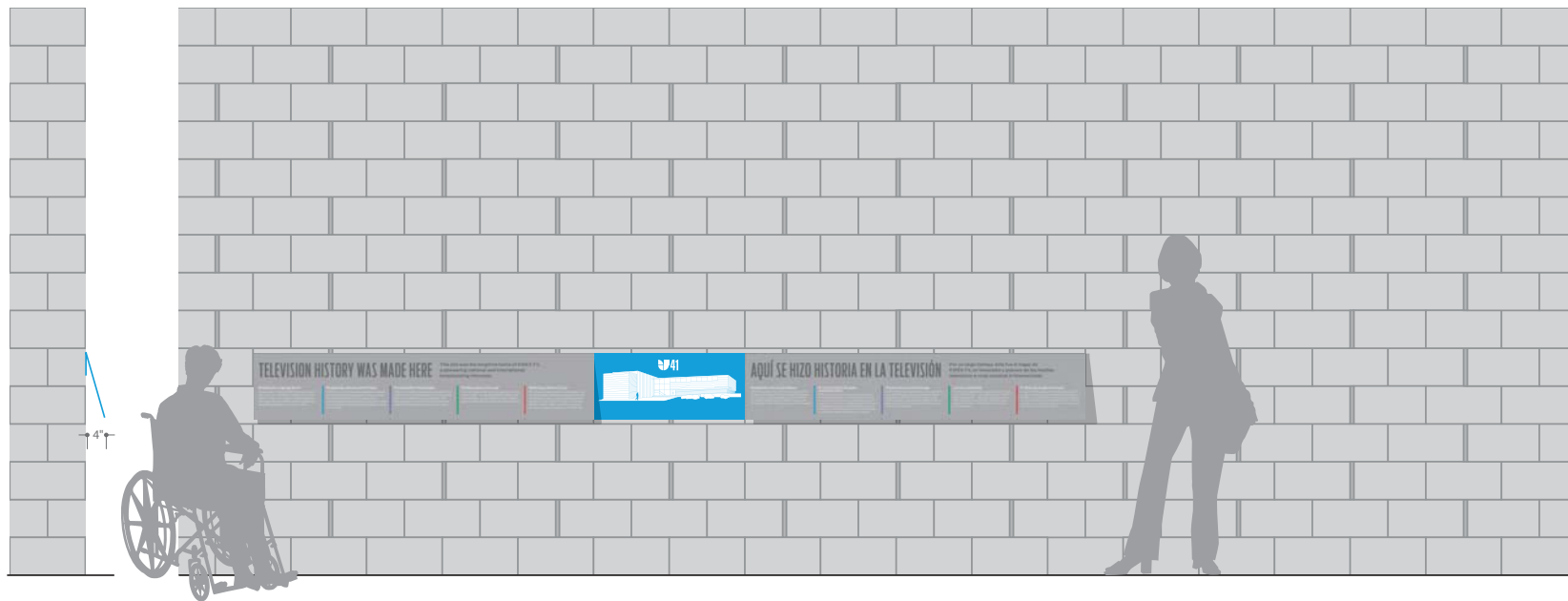
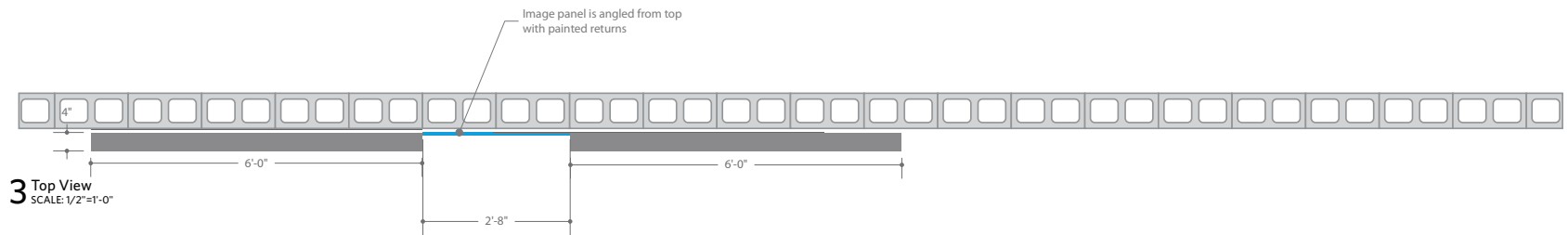
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PROJECT NAME  
**Greystar**  
Agave Interpretive  
Graphics

DATE  
31 MAR 2016 Submittal

PAGE TITLE / ELEMENT TYPE  
**Location 1**  
Plan

PAGE  
**3**



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PROJECT NAME

**Greystar**  
Agave Interpretive  
Graphics

DATE

31 MAR 2016 Submittal

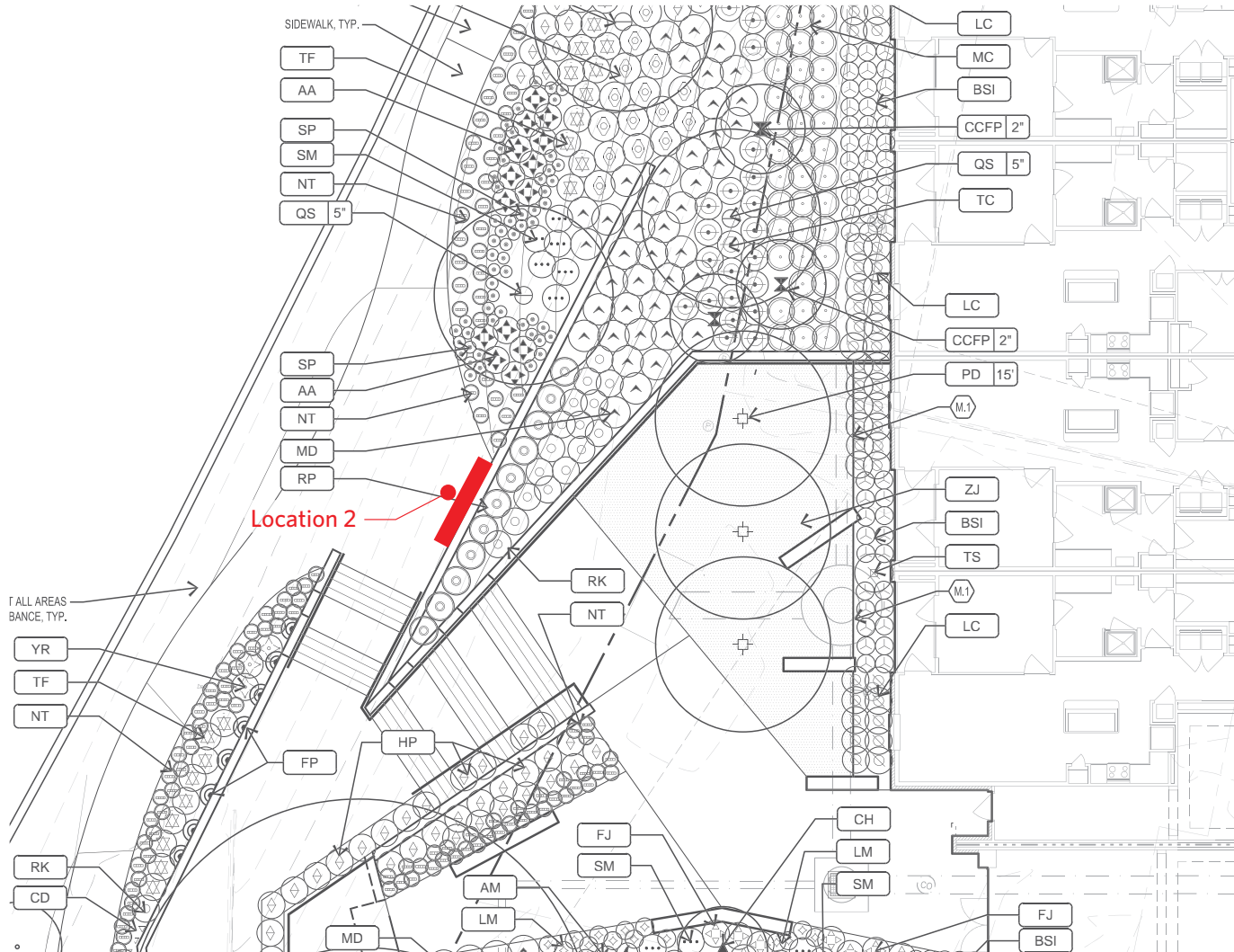
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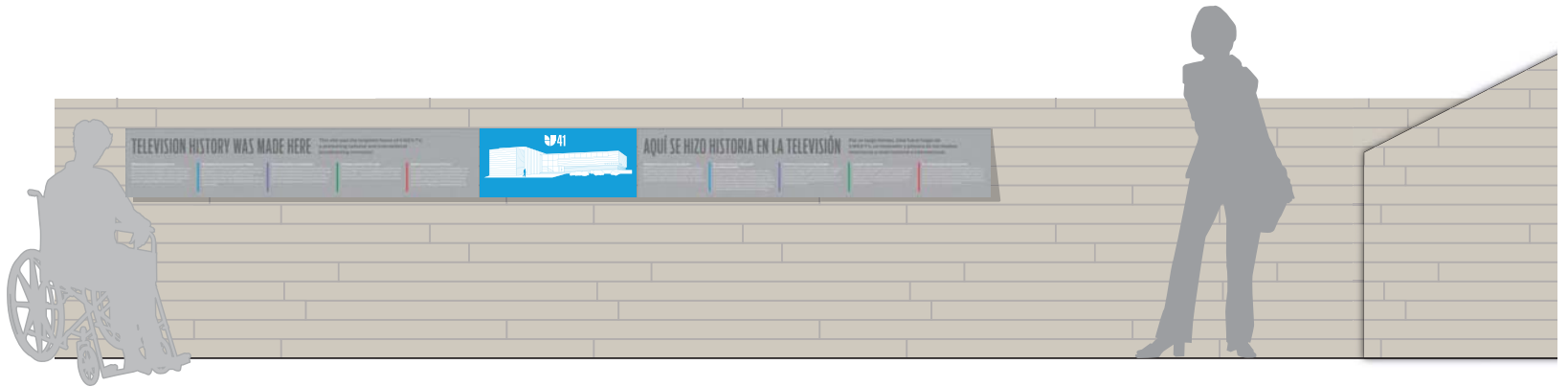
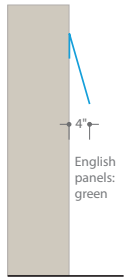
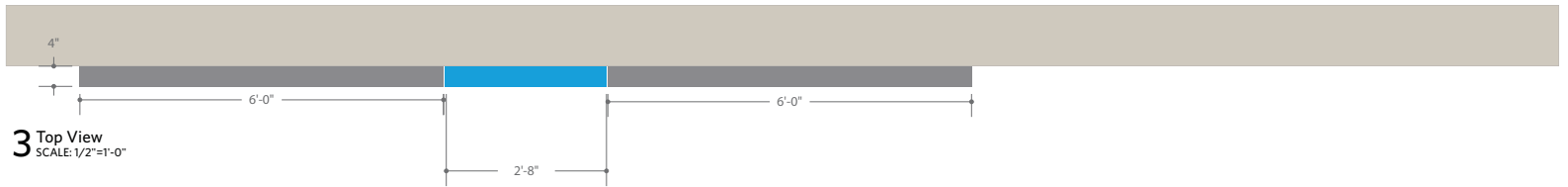
**Location 1**  
Elevation1

PAGE

**4**







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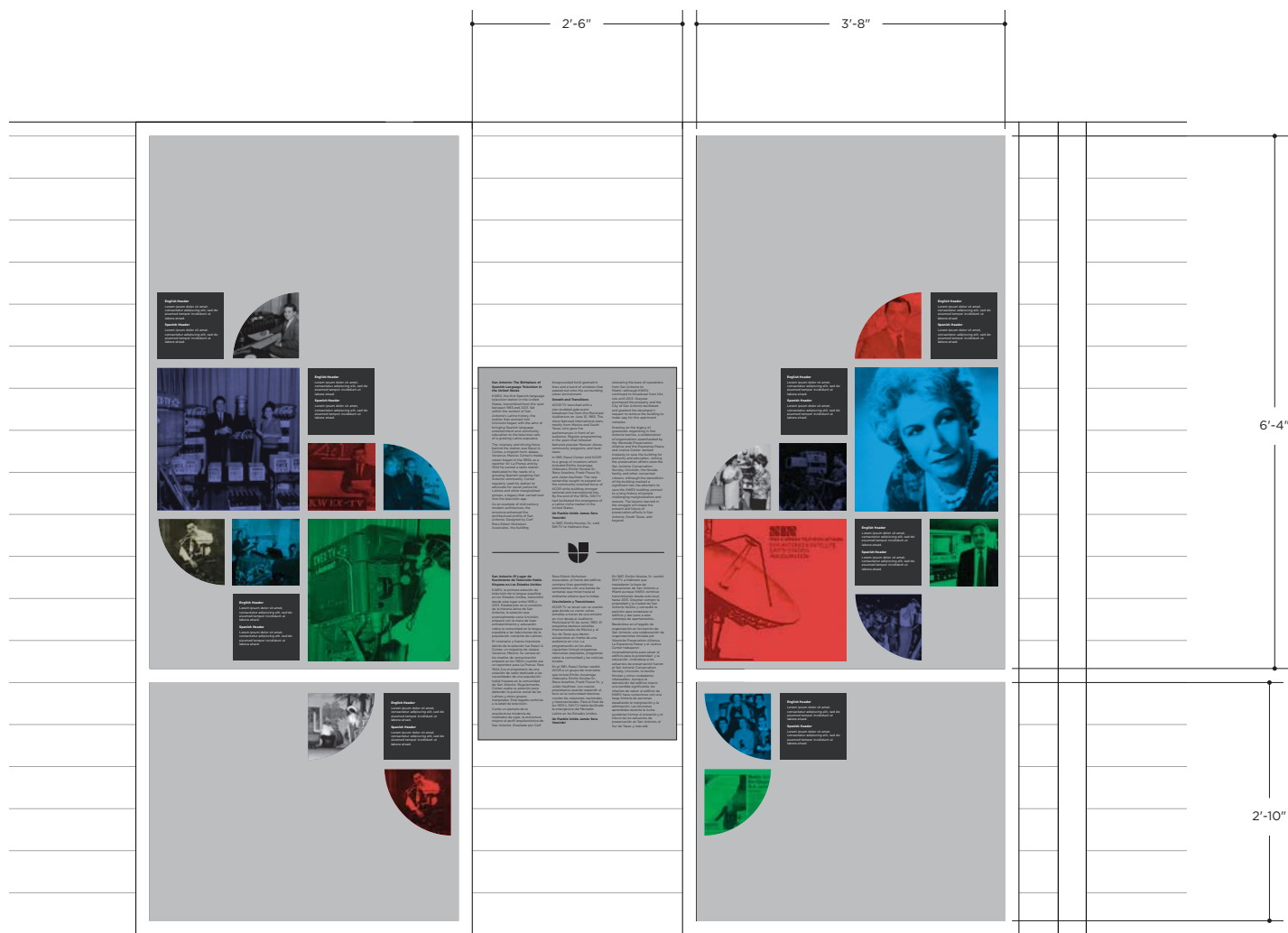
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Agave Interpretive Graphics

DATE  
31 MAR 2016 Submittal

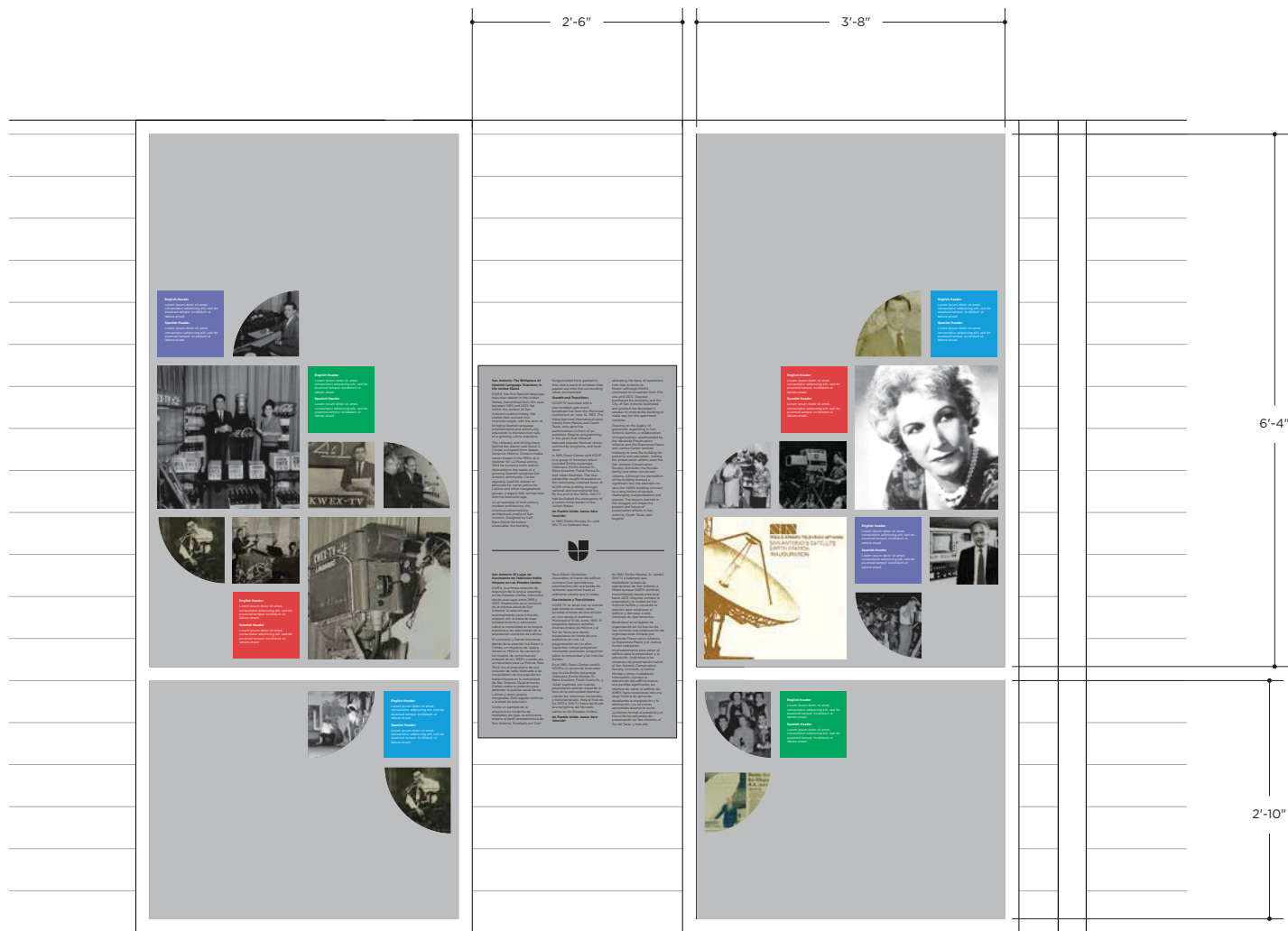
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**Location 2**  
Elevation1

PAGE  
**6**

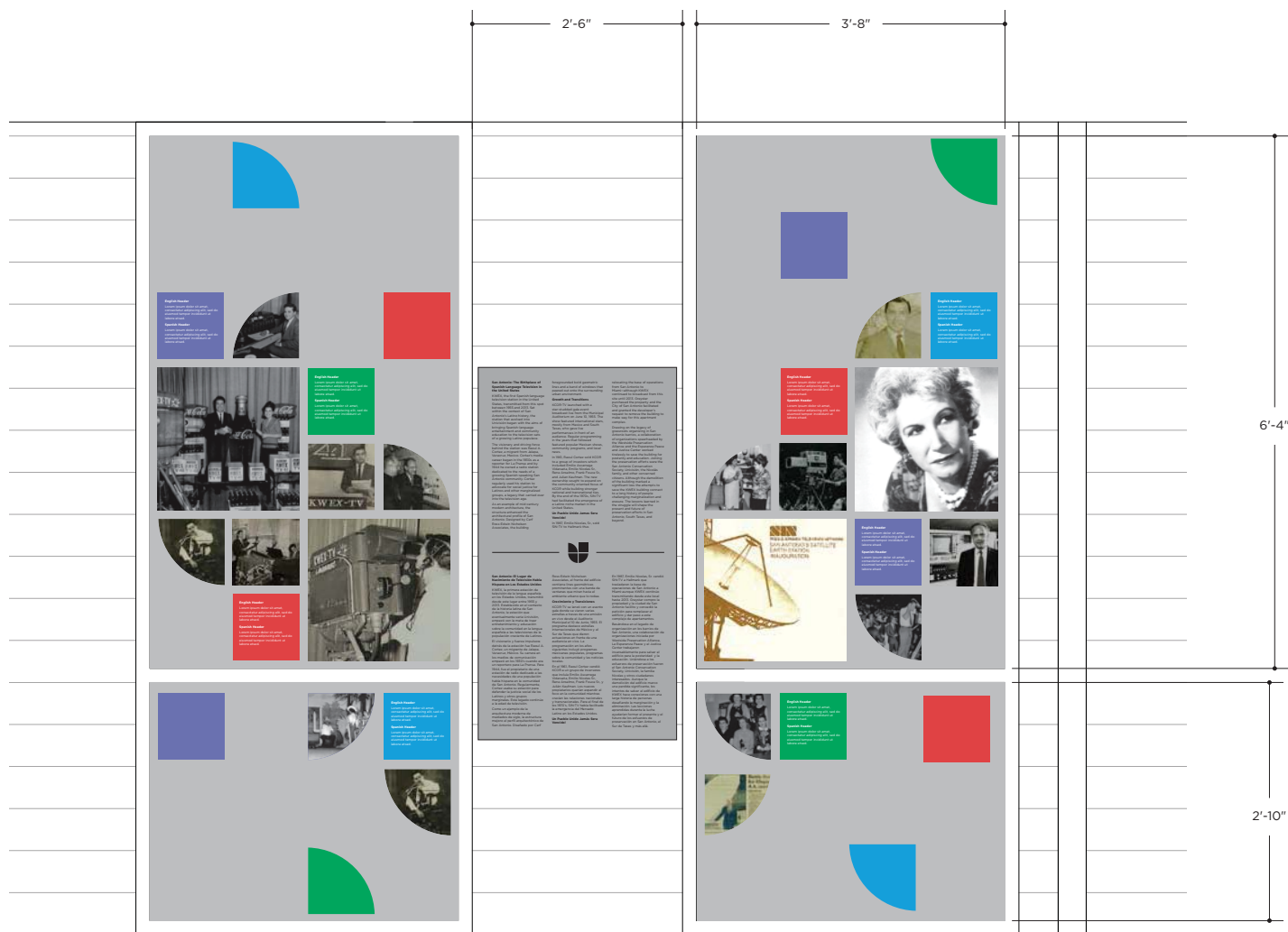


1 East Elevation  
Scale: 3/4" = 1'





1 East Elevation  
Scale: 3/4" = 1'



1 East Elevation  
Scale: 3/4" = 1'