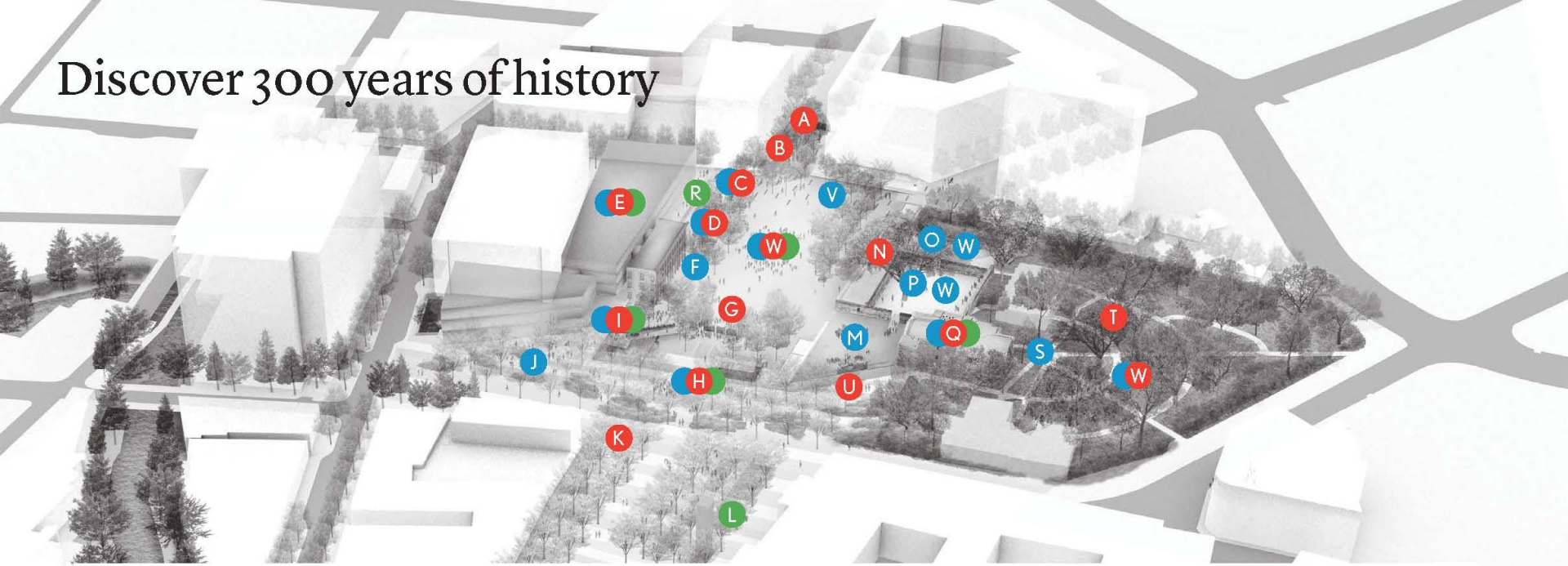
# THE ALAMO PLAN

## OCTOBER 18, 2018

# Discover 300 years of history




- A NORTH WALL
- B TRAVIS SCULPTURE
- C CASTAÑEDA HOUSE
- D TREVIÑO HOUSE
- E ALAMO MUSEUM
- F ACEQUIA
- G GUN BATTERY
- H MISSION GATE
- I 18 POUNDER + LOSOYA HOUSE
- J PRIEST'S GARDEN
- K MEXICAN POSITIONS
- L CENOTAPH
- M BURIAL GROUNDS
- N LONG BARRACKS
- O TEXTILE WORKSHOP
- P CONVENTO
- Q CHURCH
- R CIVIL RIGHTS STORY
- S ACEQUIA
- T MEXICAN CAVALRY POSITIONS
- U PALISADE / CROCKETT POST
- V BURIAL GROUNDS
- W LIVING HISTORY

MISSION DE VALERO | BATTLE OF THE ALAMO / TEXAS REVOLUTION | ALAMO POST BATTLE

# MAY 11, 2017 CITY COUNCIL ACTION

- Approval of the 5 key elements.
- Conceptual approval of closing parts of Alamo and Crockett Streets.
- Conceptual approval of repairing and relocating the Cenotaph.
- Conceptual approval of the future conveyance or lease to the State of Texas parts of Alamo Plaza that are necessary to reclaim the historic Plaza.
- Extension to the Cooperative Agreement to provide for design and implementation of the Alamo Master Plan.

# COMPREHENSIVE INTERPRETIVE PLAN TEAM

PGAV DESTINATIONS

Cultural Innovations

REED-HILDERBRAND

- **PGAV Destinations**

  Destination / Attractions Designers based in St. Louis, MO

- **Cultural Innovations**

  Museum and Cultural Heritage Consultants based in London, UK

- **Reed-Hilderbrand**

  Landscape Architects based in Cambridge, MA

# Public Engagement Process

- 9 City Council Briefings
- 10 Public Meetings
- 13 Alamo Treasure Roadshow Stops
- 19 Alamo Citizens Advisory Committee Meetings
- 200+ Stakeholder Meetings
- Archeology Campaign
  - 19 Briefings
  - 100K+ views on Facebook Live
- Youtube
- Facebook

# Major Revisions Since May 2017

- Removal of glass walls
- Public access 24 hours a day
- Solemn space/public community space
- More shade
- Cenotaph is repaired and relocated but remains within Alamo Plaza
- Accommodates Fiesta Traditions
  - Parades
    - Allow floral tribute tradition to continue for Fiesta parades
    - More seating for parades
  - Ceremonies
    - Pilgrimage
    - Cavaliers Investiture Ceremony

# Alamo Plan Strategies

1. Street Closures
2. Parades
3. Cenotaph Repair and Relocation
4. Plaza Access
5. Historic Buildings

Close and limit some streets to pedestrian and emergency vehicle access.

WHY?

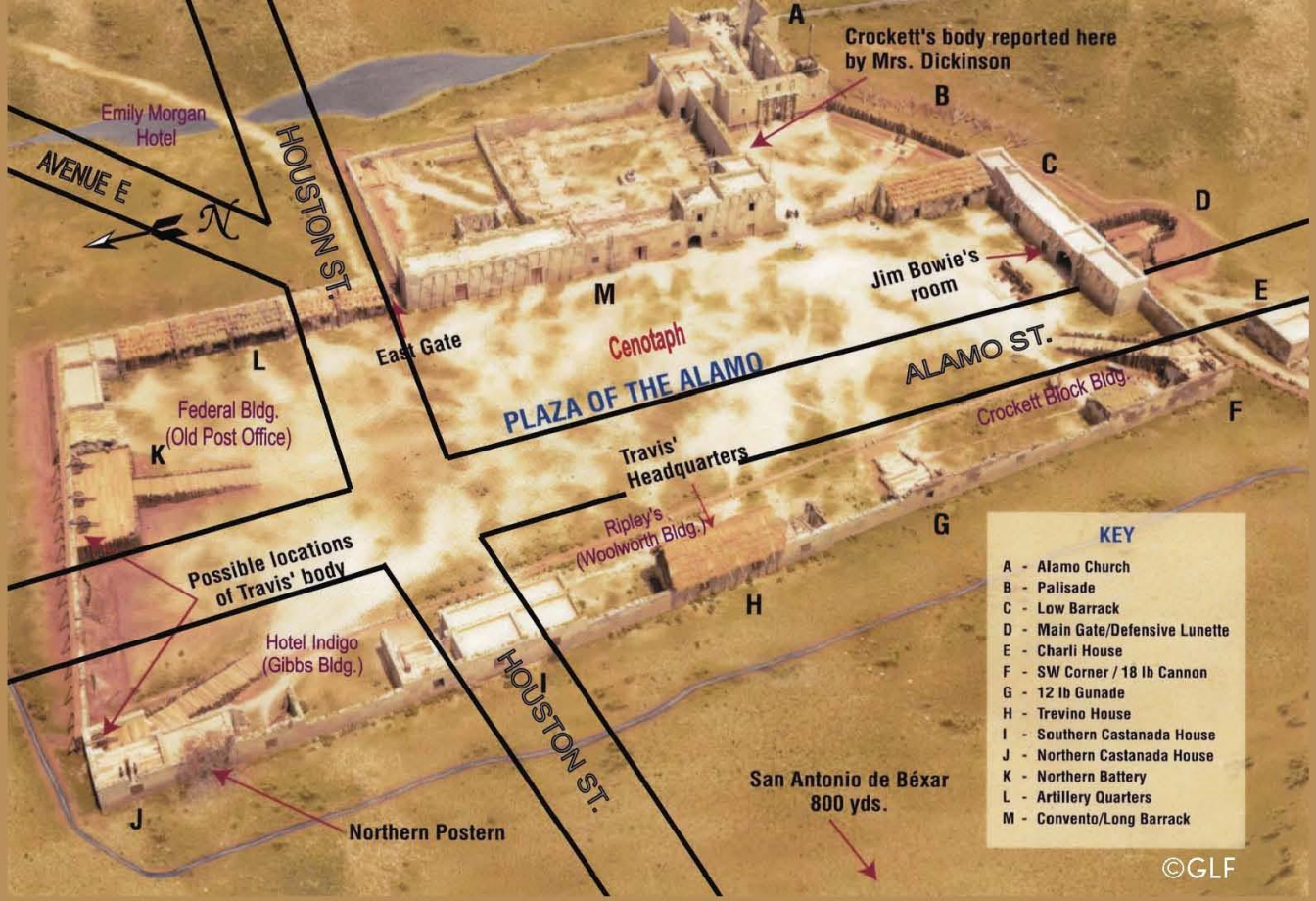
- Recaptures and delineates the historic mission
- Respects the historic mission footprint and battlefield
- Creates a sense of place and reverence

AND…

- Traffic studies indicate alternate routes can absorb current and future traffic capacity.
- Street closure will include a service and delivery plan that will be coordinated with all stakeholders.

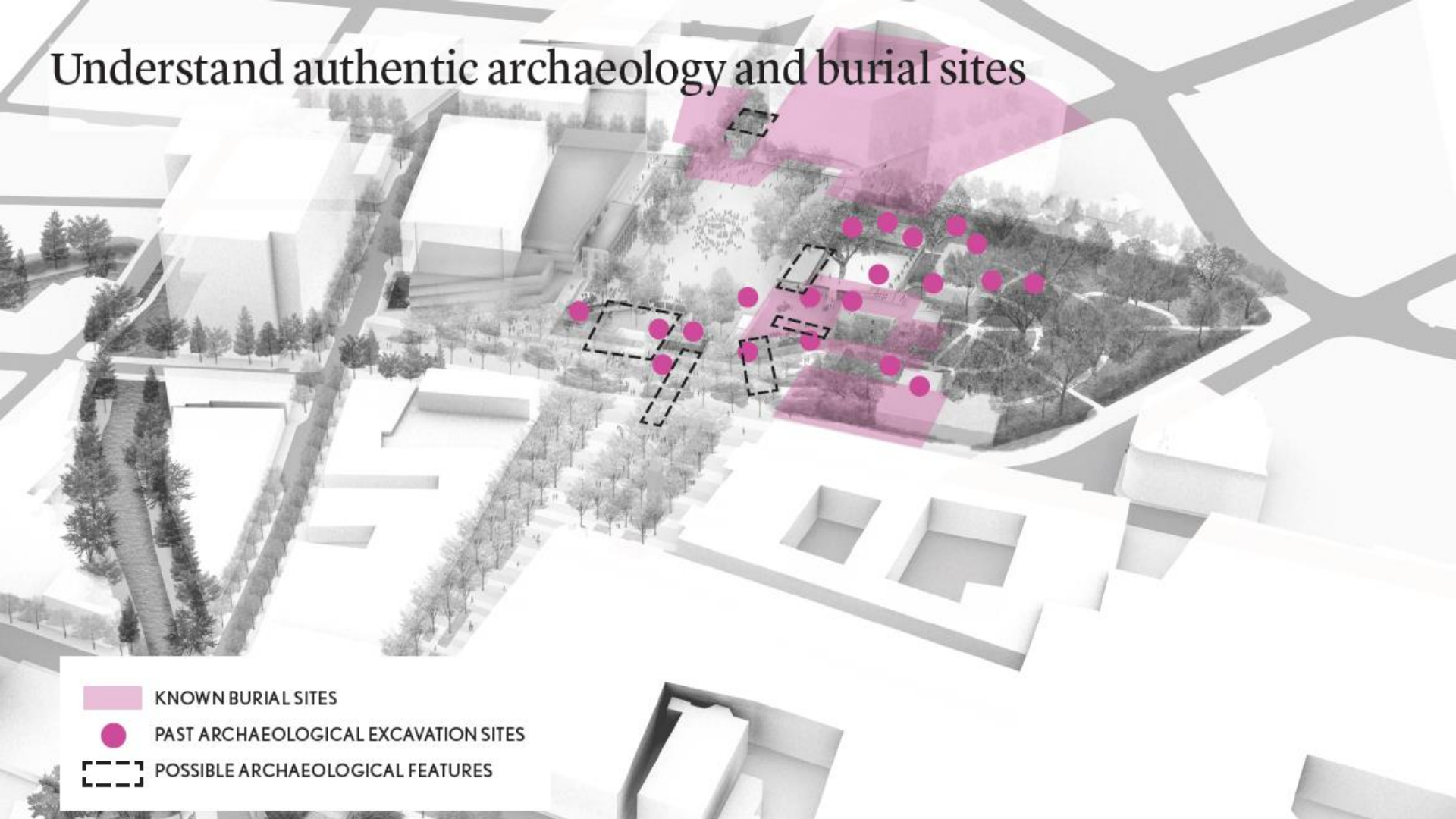
Restrict vehicular access to sections of Alamo Street, Alamo Plaza, Houston Street, Crockett Street, Blum Street (Red)

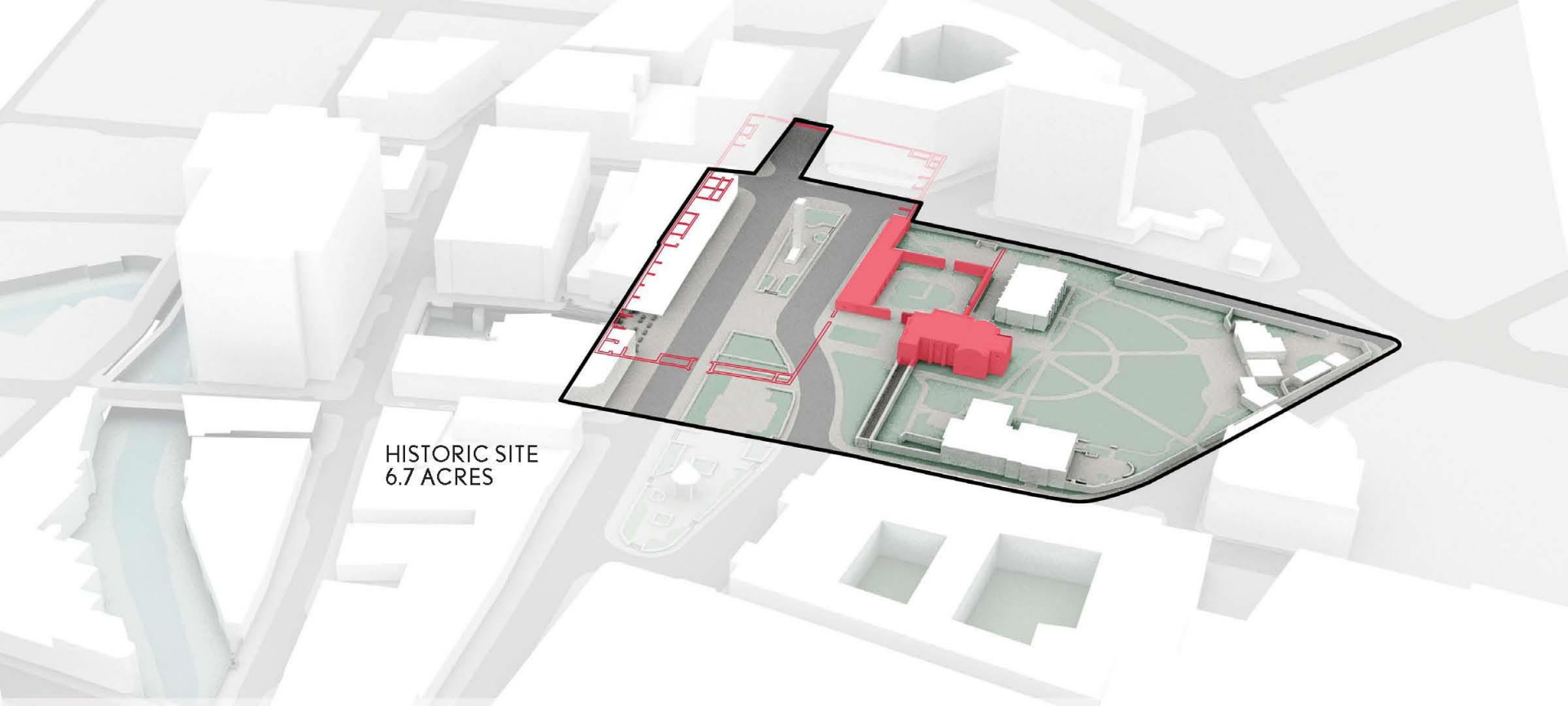
Close sections of Alamo Street, Alamo Plaza, and Houston Street (Blue)



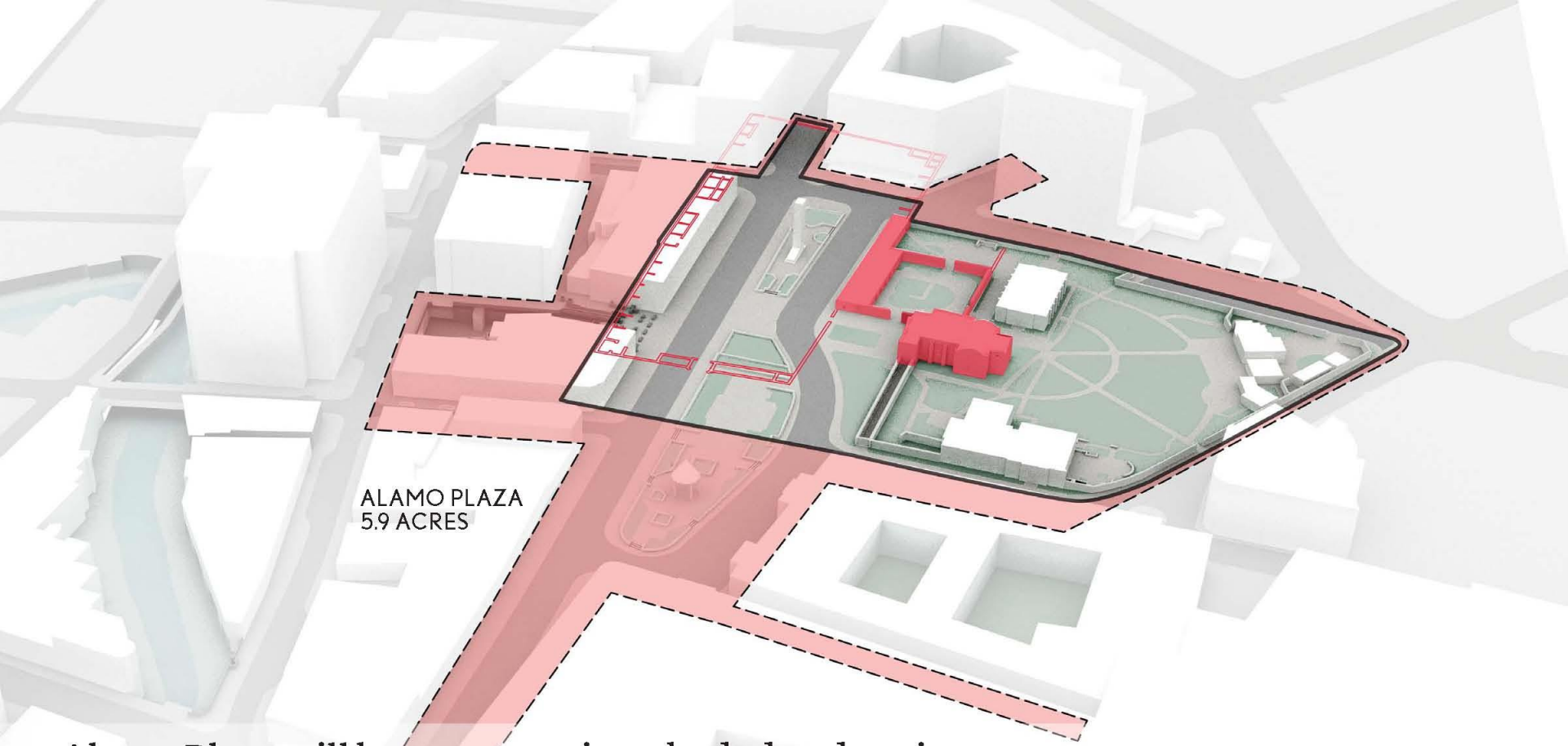

Today the city obscures layers of Alamo history.

# Understand authentic archaeology and burial sites






The Alamo Plan reveals the Mission's West and North Walls.
The Historic Site expands by 60%.




Alamo Plaza will be an expansive, shaded pedestrian zone for gathering, public expression, and events.

# Develop a new parade route that honors the complete history

WHY?

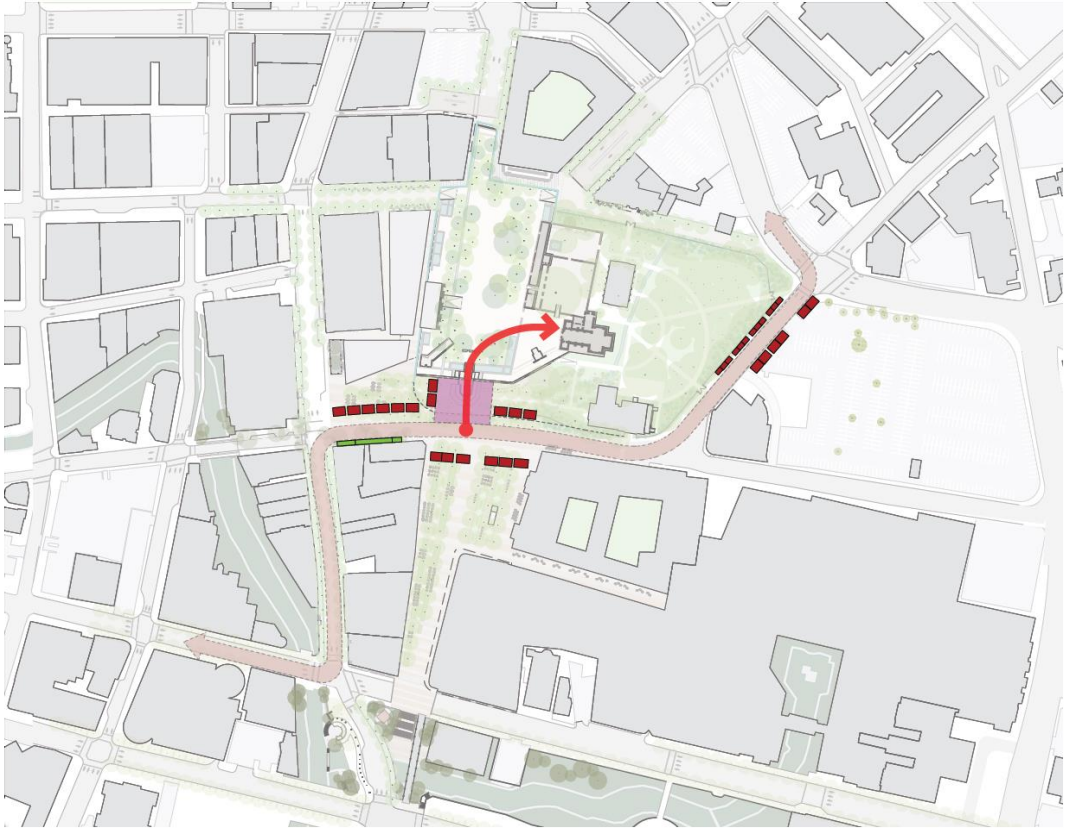
- Venerates the known burial grounds
- Respects both the mission footprint and the battlefield

AND…

- Honors the participants of the battle of the Alamo
- Keeps the floral tribute
- Enhances seating capacity, photographic and television coverage of the parade
- Provides more shade for spectators

# Parade re-route — Bonham > Losoya Street

- Maintains existing capacity; Reuses existing seating
- Total seats + 90
- Walk to Church = + 80 ft.



ALAMO PLAZA BLEACHERS

GRANDSTAND

CEREMONIAL ACTIVITY ZONE

# Maintain connection to Church

# Enrich the procession experience

# Repair and Relocate the Cenotaph within Alamo Plaza

WHY?

- Clarify periods of historic significance and is aligned with earlier plans for its location
- Enable the full experience of the mission plaza through living history and programming
- Provide a space of reverence and learning for the cenotaph

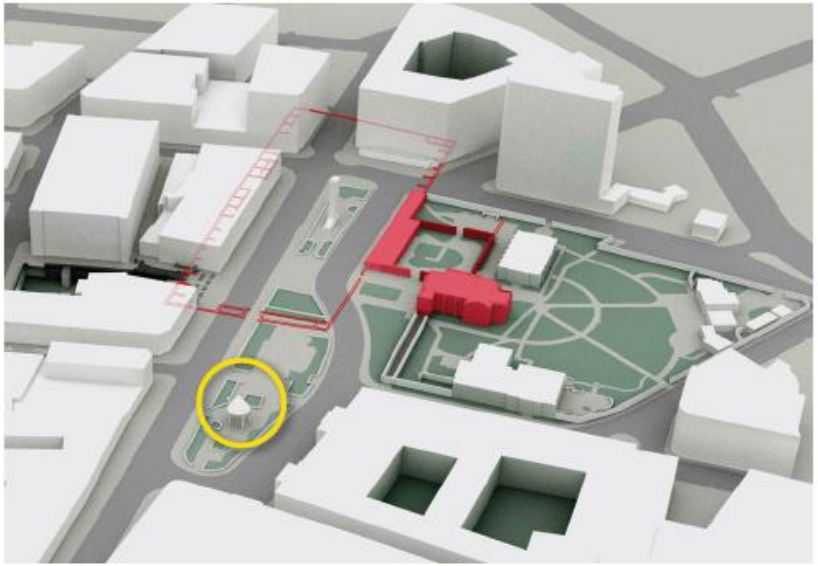
AND…

- The Cenotaph will be repaired and relocated within Alamo Plaza to a place of honor and prominence
- The Cenotaph will remain a prominent feature of Alamo Plaza
- It will be relocated and repaired onsite

Today's location blocks views, limits space for program
and is at the wrong elevation for the lowered ground

# Relocation enables space to experience the mission and battleground

# Relocating the cenotaph clarifies periods of historic significance and is aligned with earlier plans for its location



EXISTING CONDITIONS*
*bandstand @ 1935 proposed cenotaph location

INTERPRETIVE PLAN

# The cenotaph remains within Alamo Plaza in a prominent location

# Encourage formal point of entry to Alamo Plaza

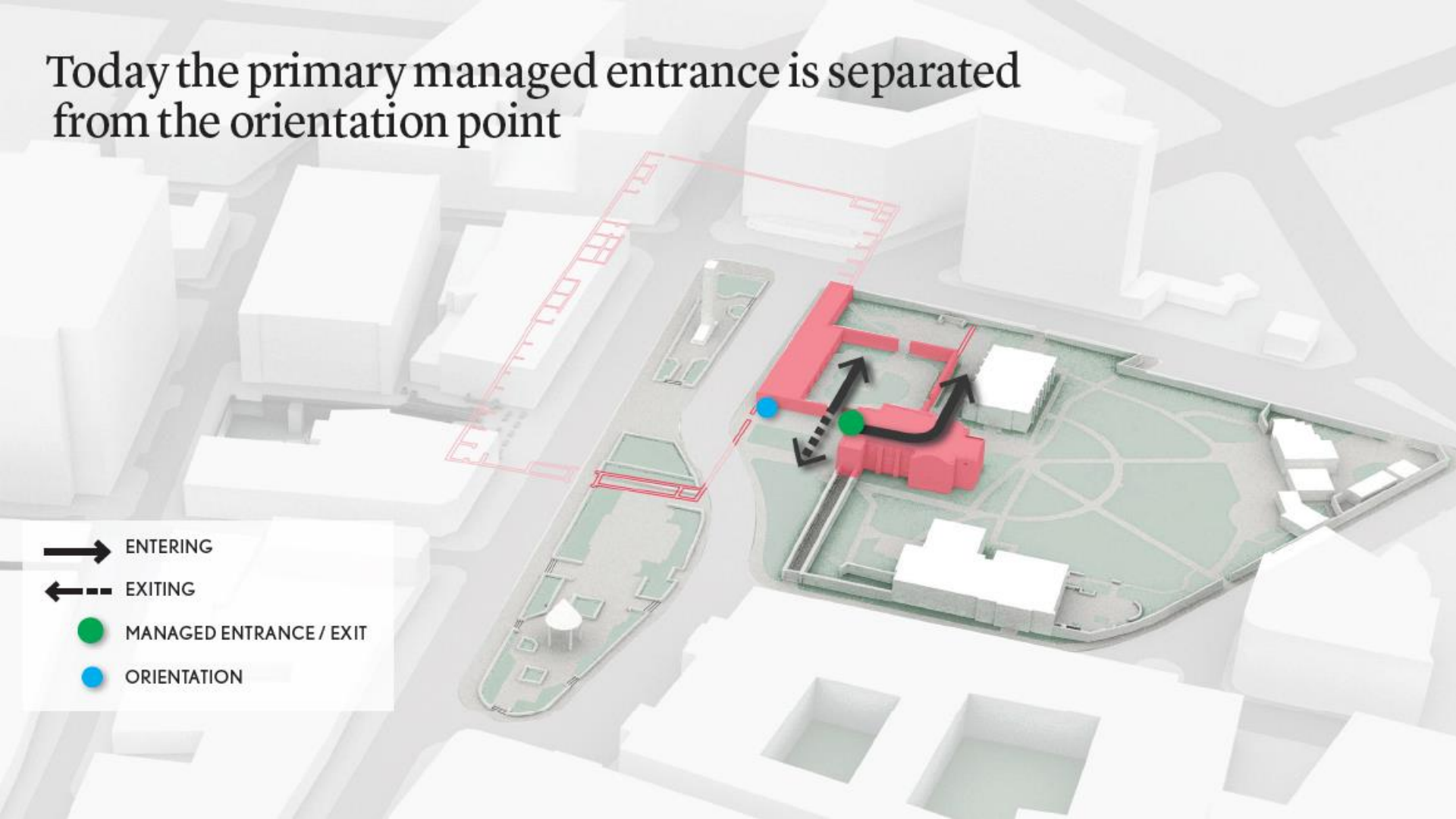
WHY?

- Enable orientation and the full experience of the open air museum during museum hours

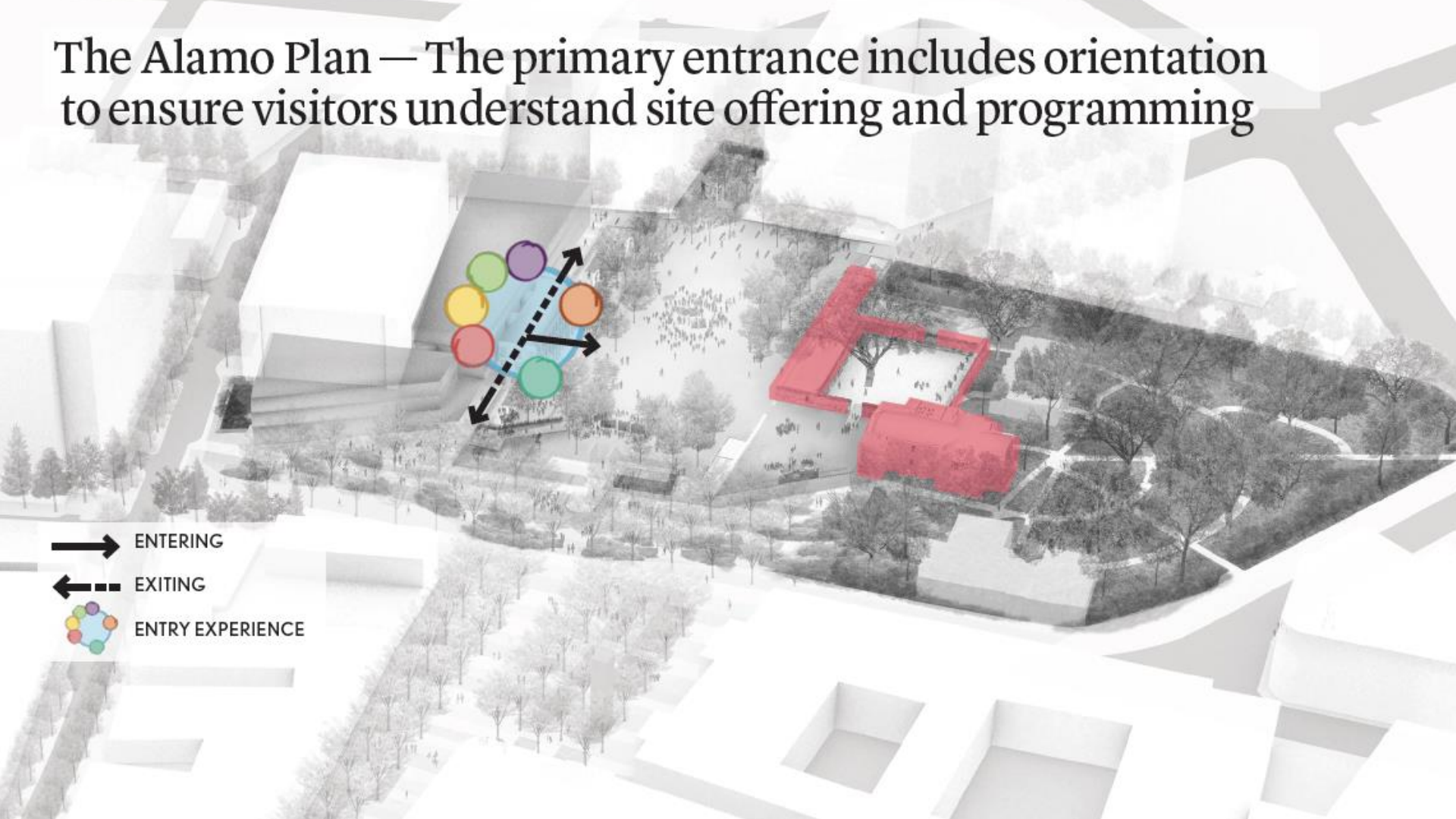
AND…

- Public access 24/7
- Entry will be encouraged for maximum visitor experience
- 2 more points of entry during museum hours
- Plaza, gift shop and Alamo Church and Long Barrack are accessed free and open during museum hours
- 6 points of entry when museum is closed

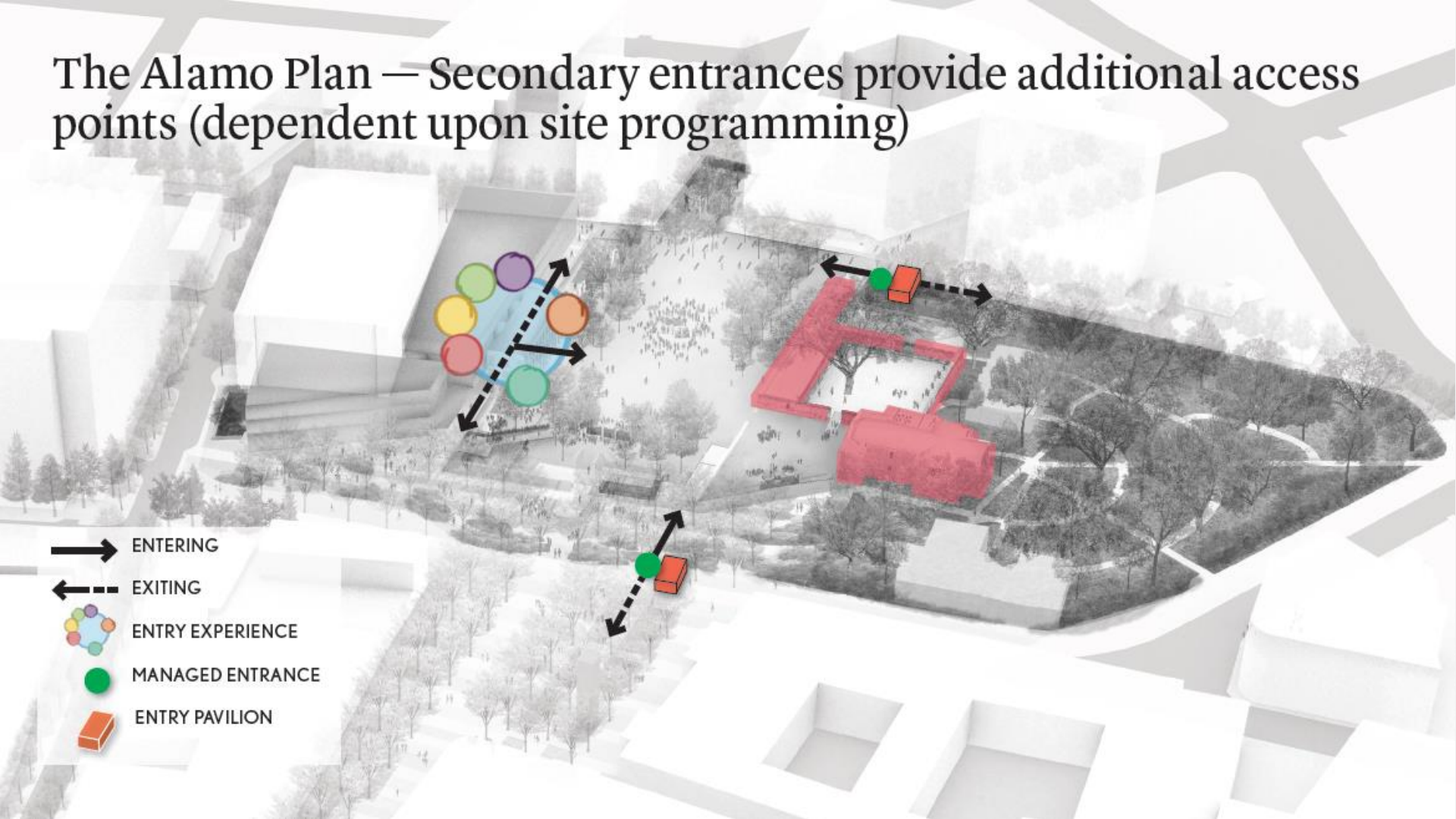
# Today the primary managed entrance is separated from the orientation point



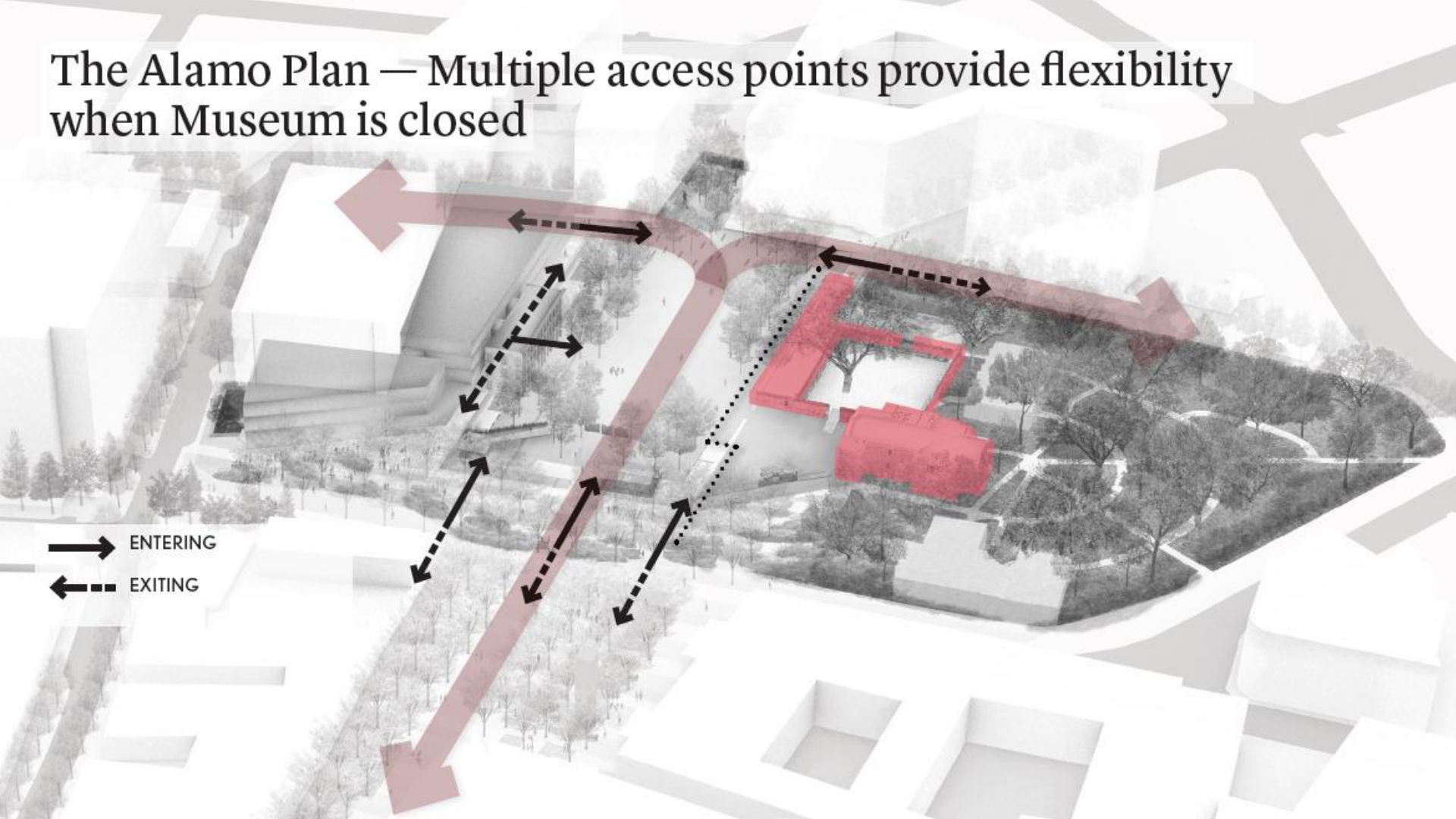
# The Alamo Plan — The primary entrance includes orientation to ensure visitors understand site offering and programming



# The Alamo Plan — Secondary entrances provide additional access points (dependent upon site programming)



# The Alamo Plan — Multiple access points provide flexibility when Museum is closed



# Assess the adaptive reuse potential for Crockett, Palace and Woolworth Buildings

- Assess each building individually according to Federal criteria.
- Document the integrity of interior and exterior features.
- Evaluate each building's significance at a world, national, state, and local level.
  - Historic
  - Cultural

# Assess opportunities for reuse, including how to connect multiple floor plates

# Alamo Brand Perception Research by PGAV Destinations, H2R Market Research June 2018

| % Agree/Strongly Agree With Statements | Overall | Texas Prospects | San Antonio Prospects | Feeder Market Prospects | Hispanic Prospects |
|---|---|---|---|---|---|
| Create a more reverent space around The Alamo where the public can fully understand the historic core and context of the site. | 73%, 23%, 4% | 75%, 22%, 4% | 72%, 23%, 6% | 69%, 29%, 3% | 77%, 19%, 5% |
| Provide more trees and shade on the site. | 73%, 24%, 3% | 75%, 22%, 3% | 75%, 20%, 4% | 67%, 31%, 3% | 76%, 20%, 4% |
| Reclaim and delineate the footprint of the original Alamo mission and battlefield site. | 69%, 26%, 5% | 70%, 25%, 5% | 67%, 27%, 6% | 62%, 32%, 6% | 69%, 26%, 6% |
| Add a state-of-the-art museum that includes the Phil Collins collection of Alamo artifacts along with other collections, interactive exhibits, and theaters about The Alamo story. | 68%, 28%, 5% | 70%, 26%, 4% | 70%, 25%, 5% | 58%, 38%, 4% | 70%, 25%, 5% |
| Close streets near The Alamo church so the plaza in front of the church is for pedestrians only. | 67%, 26%, 7% | 68%, 25%, 7% | 59%, 26%, 15% | 63%, 33%, 4% | 66%, 25%, 9% |
| Repair/restore The Alamo Cenotaph, add names of missing Defenders, relocate the Cenotaph to a prominent location outside the historic mission footprint, visible from the Church. | 63%, 31%, 6% | 66%, 28%, 6% | 62%, 28%, 9% | 54%, 42%, 5% | 66%, 27%, 8% |
| Remove commercial activities like Ripley's and Tomb Raider from the historic core around The Alamo church. | 50%, 33%, 17% | 51%, 32%, 17% | 44%, 33%, 23% | 50%, 38%, 12% | 41%, 33%, 26% |
| Give The Alamo a real entrance with a wow factor. | 46%, 32%, 22% | 48%, 30%, 22% | 51%, 26%, 23% | 38%, 41%, 21% | 54%, 26%, 20% |

Green font = Agreed
Yellow font = Neutral
Red font = Disagree

Q39: The Alamo.org wants to know what you think of specific design elements being considered to preserve The Alamo and improve the experience of visiting. Please indicate the degree to which you agree or disagree with each statement.

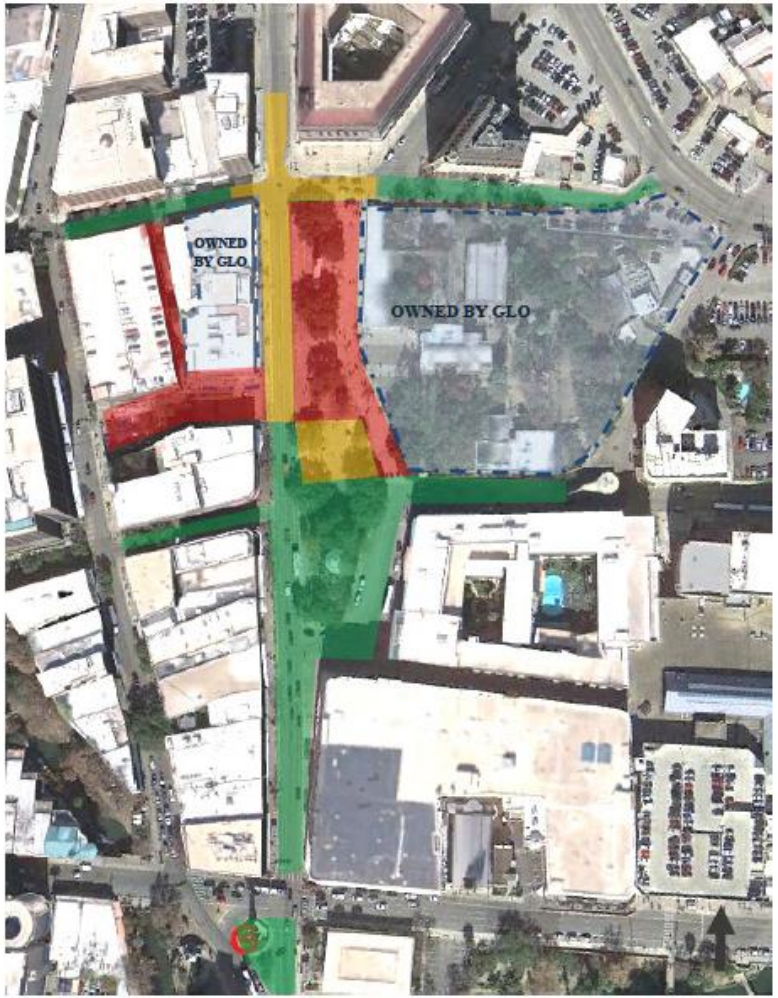


RESPONDENT BASE: ALL RESPONDENTS | N=2,068

# Alamo Citizens Advisory Committee

August 30, 2018

- Close streets to vehicular traffic 100%
- Develop a new parade route that honors the complete history 100%
- Relocate Cenotaph within Alamo Plaza 100%
- Encourage formal point of entry 92%
- Assess adaptive reuse potential of Crockett, Palace, and Woolworth Buildings 96%
- Site plan and framework 100%
- Master lease agreement 100%




# LEASE AGREEMENT WITH TEXAS GENERAL LAND OFFICE

- Parcel A (leased to GLO and managed by GLO)
- Parcel B (leased to GLO and managed by GLO)
- Right of way to be limited to pedestrian and emergency vehicular use only and used as open space (managed by the City)

# Lease Agreement

50 Year Term
(two 25-year extensions)

- Ensure that the Plaza area shall remain open, accessible, and free of charge to the public.
- Open two additional access/exit points during the Museum operating hours, if there is no Museum programming scheduled for the historic mission footprint or during times of high pedestrian activity.
- Open two additional access/exit points times specified in the contract that represent event days or days that we know will have high pedestrian flow.

# Lease Agreement

- Ensure that the design for the planned museum within the current footprint of the Crockett, Old Palace, and Woolworth buildings is reviewed by HDRC and approved by the THC.
- Ensure that Alamo Plan recognizes and interprets the historical significance of the Woolworth building in the Civil Rights movement.
- Provide high quality programming and services that enhances the historic and cultural significance of the site and tells all the stories of people and cultures that contributed to the history to include the Texian Tejano, and indigenous cultures.

# Lease Agreement

- Maintain an accessible schedule of public events and activities.
- The Alamo presently hosts over 100 military events per year. These accommodations will continue on the premises.
- Establish a process where educational or non-profit groups can request to hold events or activities within Alamo Plaza.
- Accommodate the Fiesta events traditionally held within Alamo Plaza and to reroute and reasonably accommodate for the traditions associated with the parades including the floral tributes in front of the Alamo Church.

# Planning Commission

October 10, 2018

- Restrict vehicular access to sections of Alamo Street, Alamo Plaza, Houston Street, Crockett Street, Blum Street
- Close sections of Alamo Street, Alamo Plaza, and Houston Street
- Ground Lease and Management Agreement between the City and GLO

# HDRC

October 10, 2018

- Conceptual approval of the Alamo Plaza design, alterations to the Paseo del Alamo, Maverick Walk, and Torch of Friendship areas to include connections to the River Walk.

- Final approval to dismantle, repair, and reassemble the Cenotaph in the Alamo Plaza at the approximate location of the existing bandstand.

# Texas Historical Commission

October 23, 2018

- Relocation of the Cenotaph
- Historic buildings owned by the GLO
- Briefing on October 23, 2018

# Codes, Regulations, and Review

Codes and Regulations

- Antiquities Code
- Texas Health and Safety Code
- Section 106 (if applicable)
- UDC (when applicable)

Review and/or approval

- HDRC (Plaza Design and Cenotaph Relocation)
- Texas Historical Commission (Historic Buildings, Church, and Long Barrack)

# Alamo Citizens Advisory Committee Moving Forward

- Continue to serve in advisory capacity to the Management Committee.
  - Delivery and support plan for street closures
  - Design Phase
  - Historic Building Assessment
  - Comprehensive Interpretive Plan
  - Programming
  - Others

# OCTOBER 18, 2018 CITY COUNCIL ACTION

- The closing, vacating and abandoning sections of right-of-way located on Alamo Street, Alamo Plaza, and Houston Street;
- Limiting sections of right-of-way located on Alamo Plaza, Alamo Street, Blum Street, Crockett Street, and E. Houston Street to pedestrian traffic and emergency vehicles;
- Approving a ground lease and management agreement with the Texas General Land Office for property located in the historic Alamo mission footprint and property required for the development and management of the proposed Alamo visitor center and museum; and
- Authorizing the negotiation and execution of all necessary documents related to the restoration and relocation of the Cenotaph within the Alamo Plaza area.

# Funding

- State of Texas - $106 million
- City of San Antonio - $38 million
- Alamo Endowment - $200 million +

# THE ALAMO PLAN

## OCTOBER 18, 2018