



City of San Antonio

Agenda Memorandum

File Number: 15-4127

Agenda Item Number: 19.

Agenda Date: 8/6/2015

In Control: City Council A Session

DEPARTMENT: Center City Development and Operations

DEPARTMENT HEAD: Lori Houston

COUNCIL DISTRICTS IMPACTED: Council District 1

SUBJECT:

Renaming HemisFair Park to Hemisfair

SUMMARY:

This ordinance authorizes the renaming of HemisFair Park to Hemisfair in Council District 1.

BACKGROUND INFORMATION:

City Council approved the Hemisfair Master Plan in February 2012 to restore connectivity and revitalize the area into a vibrant, urban district with multiple uses. The area is scheduled to be redeveloped and revitalized from its current state as the site of the official 1968 World's Fair to a district with multiple uses. This redevelopment includes the reestablishment of a neighborhood and tripling park land from 6.2 acres to 18.468 acres. With this transformation, the area deserves a name befitting its expanded use. Yanaguana Garden, an interactive play and recreational environment for all ages, is under construction and slated to open later this year. Additionally, four local businesses are anticipated to open in January 2016 to activate the park and create food and beverage opportunities for visitors and San Antonio residents. HemisFair Park remains a City-owned facility and is variously referred to as HemisFair Park, HemisFair Plaza, Hemisfair, and HemisFair. Simplifying the name to "Hemisfair" acknowledges its historical significance while simultaneously acknowledging its progressive vision for the future.

Staff followed the process established by the City's "Naming of City Facilities and Streets" ordinance. A renaming committee comprised of Richard Rosen with Magik Theater, Maria Martinez with Marriott Plaza San Antonio, Drew Hicks with Hemisfair Park Area Redevelopment Corporation and Lori Houston of the Center

City Development & Operations Department held a public hearing to solicit feedback on the proposed renaming.

The public hearing was held on June 29, 2015 at 6:00 pm. Over 50 letters of invitation to the public hearing were sent to all property owners and tenants within 200 feet of the site. Additionally, a public notice was posted in the San Antonio Express News on June 13, 2015, in accordance with City Code. The committee voted in favor of approving the name change from HemisFair Park to Hemisfair.

ISSUE:

This ordinance authorizes the renaming of HemisFair Park to Hemisfair. This action is consistent with the City's "Naming of City Facilities and Streets" ordinance.

ALTERNATIVES:

The City Council may elect to not rename HemisFair Park to Hemisfair. HemisFair Park will continue to be referred to officially as HemisFair Park.

FISCAL IMPACT:

There is no fiscal impact associated with renaming the facility.

RECOMMENDATION:

In accordance with the committee's recommendation, staff recommends renaming the City facility from HemisFair Park to Hemisfair.