



City of San Antonio

Agenda Memorandum

File Number:18-2663

Agenda Item Number: 2.

Agenda Date: 4/4/2018

In Control: City Council B Session

DEPARTMENT: City Manager's Office

DEPARTMENT HEAD: Lori Houston, Assistant City Manager

COUNCIL DISTRICTS IMPACTED: City-Wide

SUBJECT:

Alamo Master Plan Update

SUMMARY:

A briefing on the Alamo Master Plan and Implementation Strategy.

BACKGROUND INFORMATION:

On October 15, 2015, City Council executed a cooperative agreement among the Texas General Land Office (GLO), Alamo Endowment Board, and the City of San Antonio regarding the Joint Master Plan for the Alamo Historic District and the Alamo Complex. The Agreement outlines the roles and responsibilities of each party as well as the management and oversight structure for the master plan's development and adoption. The Agreement created a six member Management Committee that includes two representatives from each entity. City Manager Sheryl Sculley and Councilmember Roberto Treviño represent the City of San Antonio.

The Management Committee selected Preservation Design Partnership (PDP) to lead the Alamo master planning process. From March 2016 to May 2017, the Management Committee and PDP conducted extensive community outreach to ensure that the Alamo's many stakeholders had ample opportunity to share ideas. They presented to City Council's B Session, hosted five public meetings, and met with community stakeholders.

On May 11, 2017, City Council unanimously approved the Alamo Master Plan, which consists of five key concepts:

1. Restoration of the Church and Long Barrack.

2. Delineation of the historic footprint.
3. Recapture the Historic Mission Plaza and create a sense of reverence and respect on the historic battlefield.
4. Repurpose the Crockett Block, Woolworth and Palace buildings into a world-class visitor center and museum that tells the story of the Battle of the Alamo and over 300 years of layered history.
5. Create a sense of arrival to the site and enhance connectivity between the site and other public spaces.

In December 2017 the Management Committee announced the selection of PGAV Destinations to lead development of the Comprehensive Interpretive Plan and design of Alamo Plaza. The team also includes Reed-Hilderbrand landscape architects and Cultural Innovations museum and cultural heritage consultants. The team will build on the Master Plan's five key concepts to develop an interpretive plan for the Alamo site and museum and design for Alamo Plaza and surrounding areas.

The Cooperative Agreement identified the Vision and Guiding Principles developed by the Alamo Citizen Advisory Committee as the foundation for the Master Plan. The Alamo Citizen Advisory Committee includes 10 members appointed by the Mayor, 10 members appointed by the City Council member, and 6 members appointed by the State. The Alamo Citizen Advisory Committee will continue to provide feedback on the Comprehensive Interpretive Plan.

The Alamo Master Plan proposes to reimagine the Alamo experience by recapturing the historic footprint of the mission, reclaiming the plaza to create a sense of reverence and respect, building a world-class visitor center and museum, creating a sense of arrival, and reinforcing connections to the rest of downtown San Antonio. The Texas Legislature approved \$31.5 million in 2015 and \$75 million in 2017 for the restoration of the Alamo and redevelopment of the surrounding area. The City adopted Fiscal Year 2016 capital budget included \$17 million for the redevelopment of the Alamo Plaza and surrounding area. The 2017 bond program includes approximately \$21 million for construction of facilities in support of Alamo area improvements and street improvements identified in the Joint Master Plan. The Alamo Endowment is committed to raising private funds for implementation.

ISSUE:

The Master Plan reimagines the Alamo experience through the restoration of the Alamo complex, development of a world class visitor center and museum, interpretation of the site's diverse and expansive history, and creation of a sense of place and reverence.

The Alamo Management Committee is developing a Comprehensive Interpretive Plan for the Alamo site and museum and the design of Alamo Plaza. The purpose of this briefing is to provide a high level overview of the approved master plan and outline the timeline and next steps. Members of the design team will also be present. The design team will return at a future council meeting to present design concepts for comment.

ALTERNATIVES:

This item is for briefing purposes only.

FISCAL IMPACT:

This item is for briefing purposes only. However, the City adopted Fiscal Year 2016 capital budget included \$17 million for the redevelopment of the Alamo Plaza and surrounding area. Additionally, the 2017 bond

program includes approximately \$21 million for construction of facilities in support of Alamo area improvements and street improvements identified in the Joint Master Plan. These funding commitments along with the Texas Legislature and Alamo Endowment's contributions will allow for immediate implementation of certain components of the master plan.

RECOMMENDATION:

This item is for briefing purposes only.