



El Mercado Zona Cultural | San Antonio

peopleplaces



Today's Conversation

- **Context**
- **Vision for Zona Cultural**
- **Revitalization Plan**
- **Opportunities**
- **Organization**
- **Next Steps**



Context



“San Antonio is the capitol of what America is becoming.”

- San Antonio Express-News

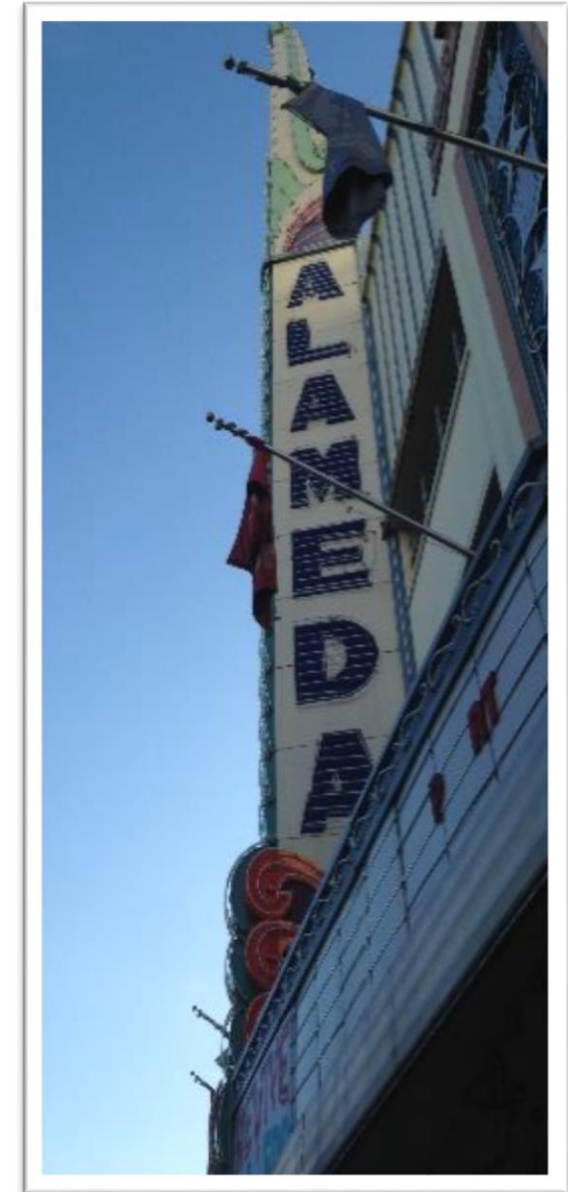
Why Zona Cultural... and WHY NOW?

- A family and its vision...generations in the making...
- A helping hand from the City to build momentum
 - City Council designates Zona as a cultural district (*Spring 2014*)
- Centro San Antonio and neighborhood stakeholders chip in to lead the effort
- Texas Commission on the Arts (TCA) lends its support
 - TCA designates Zona as a cultural district (*Fall 2015*)
- Building a road to success – The Zona Cultural Revitalization Plan

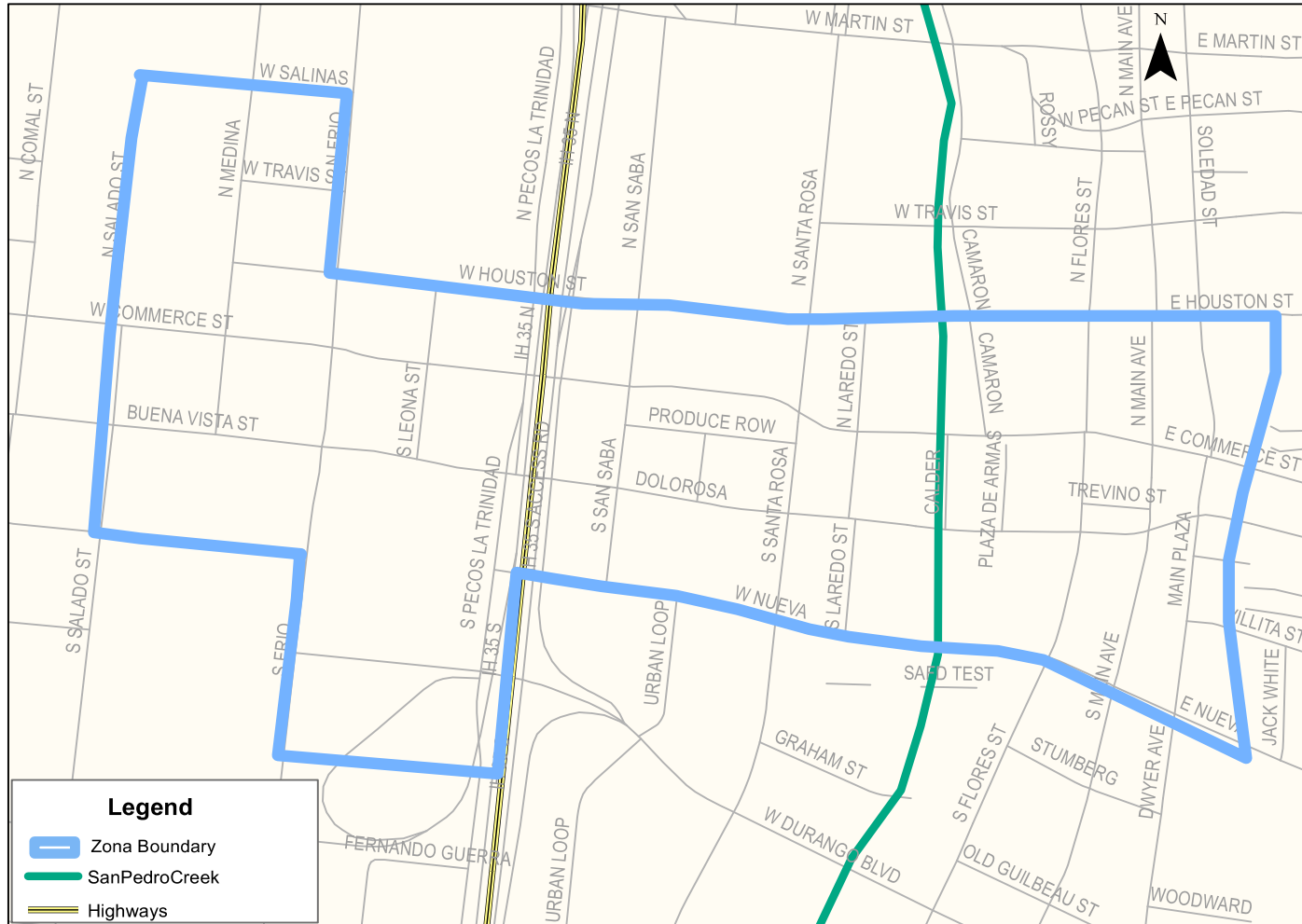


Bringing Zona Cultural back to life...

- Despite a rich history and a location in the heart of the City, **Zona Cultural has struggled to find its voice and capitalize on its unique position.**
- **Why?**
 - Lacks a clear identity and focus
 - Physical connections both into and within Zona are difficult to navigate and lack aesthetic appeal.
 - The offer is focused on the anchors of Market Square and Main Plaza – what lies between and beyond is lacking
- **So what is the answer?**
 - A clear and well-proclaimed storyline... and an actionable strategy to:
 - Address the district's challenges
 - Leverage its tremendous potential



Zona Cultural



0 0.05 0.1 0.2 Miles





Left:
Market Square

Below:
An original “Chili Queen”

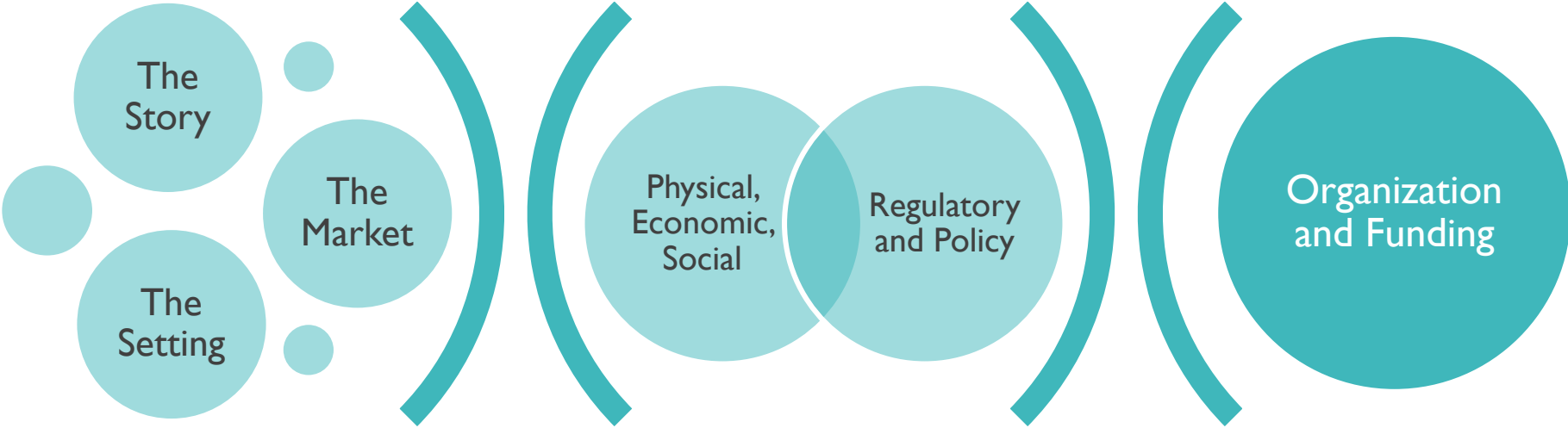


The Vision for Zona Cultural

MUSIC | **FOOD** | **CULTURE** | **ARTS**

Zona Cultural is a **crossroads** of culture, commerce and community; a **destination** celebrating the **story of San Antonio** through music, food, culture and the arts.

Goals of the El Mercado Zona Cultural Revitalization Plan



Establishing a Foundation to Understand Zona

Building a Plan to Revitalize Zona

A Long-Term Sustainable Strategy to Deliver the Plan

What do we gain by investing in Zona Cultural?

- **A refreshed, strengthened offer** – for the local community and visitors
- **Economic growth** – increased incomes, sales taxes, property values, visitor stays and spending
- **Leveraged City investments** – City, San Pedro Creek, Children's Hospital of San Antonio, Weston Urban, VIA, the Alameda, etc.)





Revitalization Plan Opportunities

Initial Recommendations

	QUICK WINS/SHORT-TERM	MEDIUM-TO LONG-TERM
Branding, Identity, Activation	<ul style="list-style-type: none"> • Establish the Name/Brand for Zona Cultural • Create Zona Website, Social Media 	<ul style="list-style-type: none"> • Zona Cultural Program of Events/Activation • Zona Cultural Marketing Strategy – Local, Regional, National
Economic Development	<ul style="list-style-type: none"> • Vacant Storefront Interventions – Pop-Ups and Art • Affordable Housing for Artists and Creatives (Artspace) 	<ul style="list-style-type: none"> • Zona Cultural Retail Study • Parking and Access Management
Connectivity and Public Realm	<ul style="list-style-type: none"> • Zona Cultural Public Art and Mural Program • Pop-Up Parks and Public Spaces • Wayfinding and Gateways 	<ul style="list-style-type: none"> • Improve Santa Rosa Avenue for Pedestrians and Cyclists • Future Capital Improvements
Planning and Policy	<ul style="list-style-type: none"> • Zona Cultural Design Guidelines • Site Specific Planning to Integrate Current/Future Developments • Address Homeless/Social Issues, Anti-Social Behavior and Day Laborer Issues 	<ul style="list-style-type: none"> • Utilize the Planned Downtown Neighborhood Plan to Support Appropriate Changes • Incentives to Encourage Appropriate Development
Market Square	<ul style="list-style-type: none"> • Reintroduce Fresh Food/Artisan Market • Expand Appropriate Programming to Areas Surrounding Market Square 	<ul style="list-style-type: none"> • Physical Improvements to Market Square

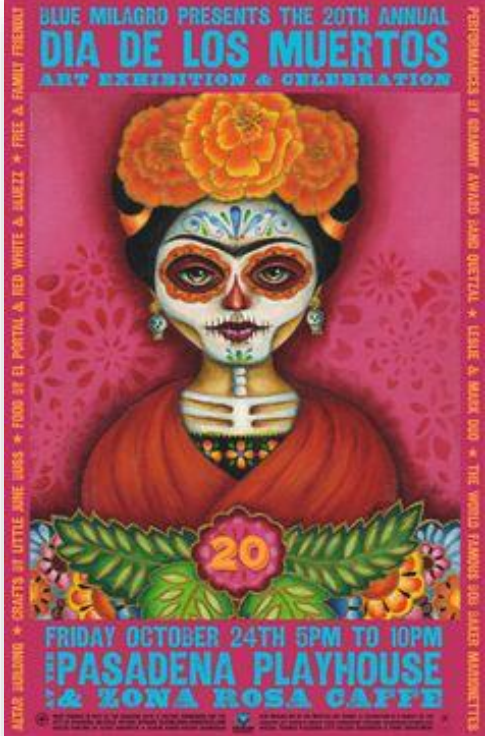
Branding, Identity and Activation



Left and Below:
Mexico City



Right:
Pasadena, CA



Far Right:
Denver, CO



Economic Development – Vacant Storefront Interventions



From
This:

To
This:



Economic Development – Affordable Housing for Creatives



**From
This:**



**To
This:**

Artspace Project – Loveland, CO

Connectivity and Public Realm – Public Art and Mural Program



**From
This:**



**To
This:**



Pop-Up Parks



Wayfinding & Gateways



ADDITIVE WAYFINDING



ADAPTIVE RE-USE



GROUND WAYFINDING



PAINTED SIGNS ON BUILDINGS



RIVER NORTH ART DISTRICT
WAYFINDING STRATEGY

INSPIRATION IMAGES

Planning and Policy – Design Guidelines

western architecture

commercial development: shaded walkways, brick facades with timber framing



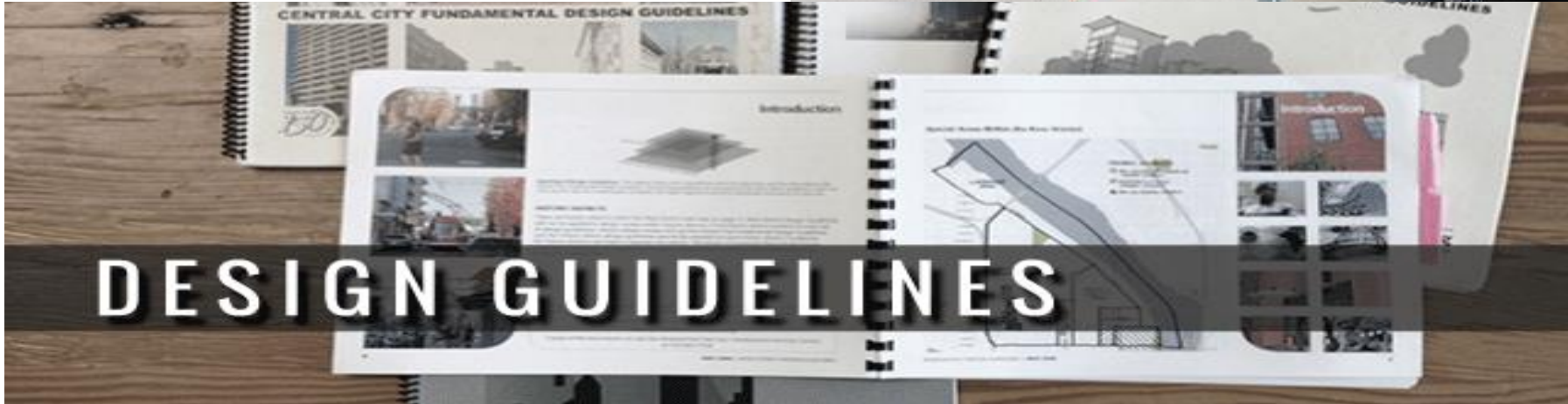
agrarian/railroad architecture

residential development: territorial, ranch and bungalow styles



heritage district design guidelines June 2011 / deutsch architecture group

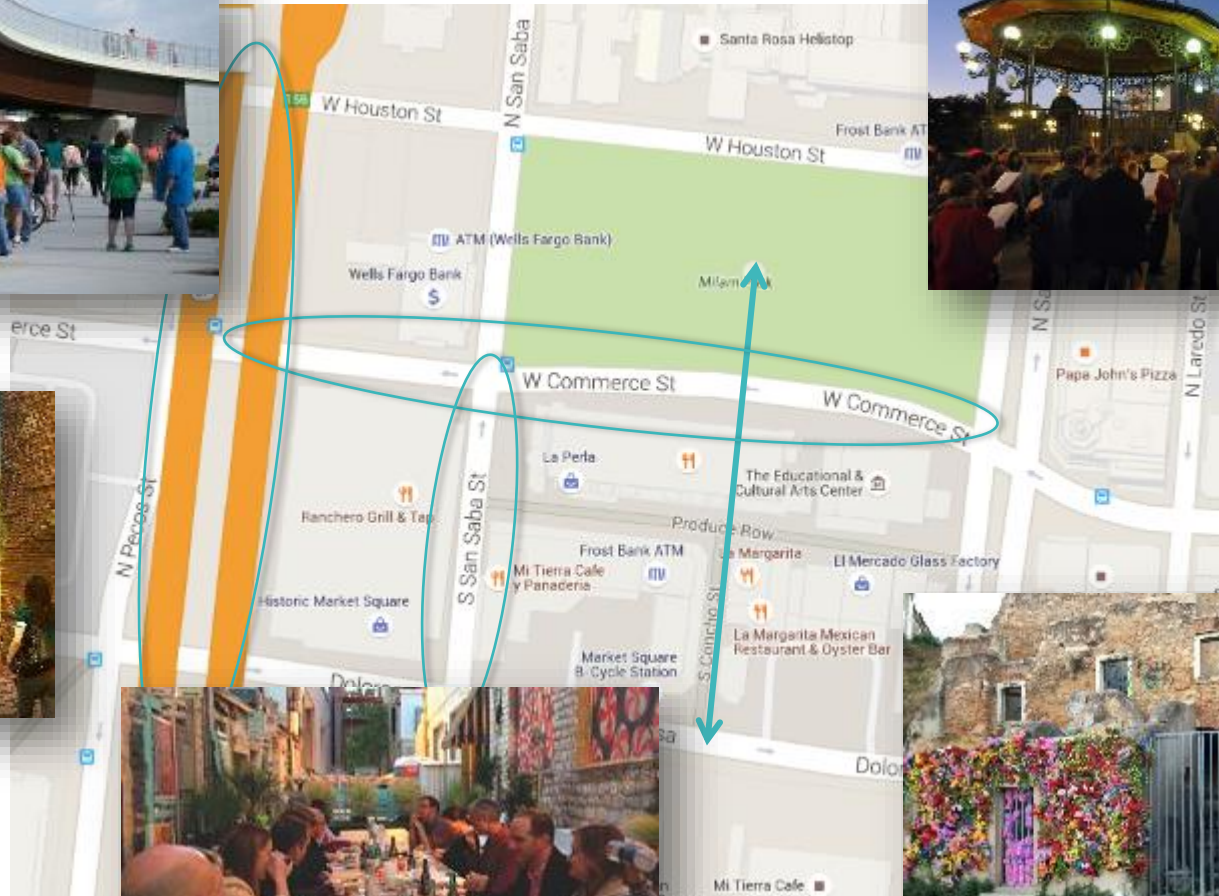
design themes



Market Square – Reintroduce Fresh Food/Artisan Market



Market Square – Expand Programming to Surrounding Areas



Physical Improvements to Market Square



The
CENTRAL MARKET
H. H. Tammen 1928

PRESS

COMING SPRING 2016





Organization

Managing Zona Cultural – A New 501(c)(3) Organization

Successful districts become that way when local stakeholders are empowered and engaged, and have the appropriate resources to plan multi-year programs

- **Role:**

- **To oversee Zona Cultural and facilitate implementation of the Zona Cultural Revitalization Plan**
- **Bring together civic, cultural and private sector partners to improve Zona Cultural as a whole.**
- **Access tax-deductible contributions and leverages those funds through grants, foundations**
- **Employ full-time Zona Cultural staff**

Who IS this new Zona Cultural Management Entity

- The Organization would be managed by an independent board of directors made up of a diverse mix of stakeholders and partners from within Zona Cultural, including:
 - Private property representatives
 - Small business representatives
 - Artists and creatives
 - Residential representatives
 - Institutional organization representatives (e.g. Children's Hospital, UTSA)
 - Cultural institutions representatives
 - Public sector representatives
 - Partner representatives
- 12-15 representatives comprising a diverse cross-section of the community
- Role would be to set yearly work plans and budgets and establish overarching policy direction for Zona Cultural.



So What Comes Next?

- **Centro SA will commit to doing the following:**
 - **Collaborate with public entities on future steps**
 - **Funding commitments**
 - **Endorsement + support for the plan**
 - **Establish Zona organization and governance**
 - **Move forward with Artspace, Branding, Website, Social Media**
- **Quick win projects prioritized**



“History doesn’t stop, but changes...”

- Daniel Arreola, Author



Thank you.

Pat DiGiovanni
President & CEO

With help from Jamie Licko, Centro, Inc.