TM [8/6/2015]
Item No. 19.

**AN ORDINANCE** 2015-08-06-0646

**AUTHORIZING THE RENAMING OF HEMISFAIR PARK IN CITY COUNCIL DISTRICT 1 TO HEMISFAIR.**

* * * * *

**WHEREAS**, City Council approved the Hemisfair Master Plan in February of 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 and with this transformation, the area deserves a name befitting its expanded use; and

**WHEREAS**, 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; and

**WHEREAS**, Staff followed the process established by the City's "Naming of City Facilities and Streets" Ordinance. A renaming committee held a public hearing to solicit feedback on the proposed renaming on June 29, 2015 and subsequently voted in favor of approving the name change from HemisFair Park to Hemisfair. **NOW THEREFORE,**

**BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF SAN ANTONIO:**

**SECTION 1.** HemisFair Park is hereby renamed Hemisfair. The various park/wayfinding signs are hereby authorized to be replaced in order to reflect the new designation.

**SECTION 2.** There is no fiscal impact regarding this item.

**SECTION 3**. This Ordinance is effective immediately upon receipt of eight affirmative votes; otherwise, it is effective 10 days after passage.

**PASSED AND APPROVED** this 6th day of August, 2015.

Ivy R. Taylor

**M A Y O R**
Ivy R. Taylor

**Attest:**

Leticia M. Vacek, City Clerk

**Approved As To Form:**

Martha G. Sepeda, Acting City Attorney

| | |
|---|---|
| **Agenda Item:** | **19** |
| **Date:** | 08/06/2015 |
| **Time:** | 11:46:06 AM |
| **Vote Type:** | Motion to Approve |
| **Description:** | An Ordinance authorizing the renaming of HemisFair Park in Council District 1 to Hemisfair. [Lori Houston, Assistant City Manager and Acting Director, Center City Development & Operations Department] |
| **Result:** | Passed |

| Voter | Group | Not Present | Yea | Nay | Abstain | Motion | Second |
|---|---|---|---|---|---|---|---|
| Ivy R. Taylor | Mayor | | x | | | | |
| Roberto C. Treviño | District 1 | | x | | | x | |
| Alan Warrick | District 2 | | x | | | | |
| Rebecca Viagran | District 3 | | x | | | | x |
| Rey Saldaña | District 4 | | x | | | | |
| Shirley Gonzales | District 5 | | x | | | | |
| Ray Lopez | District 6 | | x | | | | |
| Cris Medina | District 7 | | x | | | | |
| Ron Nirenberg | District 8 | | x | | | | |
| Joe Krier | District 9 | | x | | | | |
| Michael Gallagher | District 10 | | x | | | | |

# Hemisfair

Renaming + Branding

ITEM #19

## "HemisFair Park"

- Today, the area is known variously as **HemisFair, HemisFair Park, Hemisfair Plaza, Hemisfair**
- The redevelopment is not a continuation of the 1968 World's Fair
- Hemisfair will be more than a park, it's becoming an urban parks **district**
- There will be three parks at Hemisfair:
  Yanaguana Garden, Civic Park and Tower Park

**... "Hemisfair" has familiarity & equity in San Antonio!**

## Hemisfair

- Simplified
- Recognizes the legacy, but marks a shift
- Easy to render and to read

**... a small change, but an important one**

## Hemisfair's Mission

Hemisfair is **an urban district** with multiple parks, residences, and local businesses.

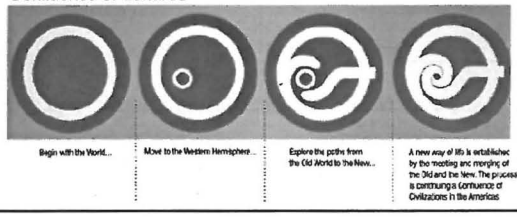
Hemisfair is becoming sustainable, self-funded and filled with events **authentic to San Antonio**.

Hemisfair will be our **vibrant gathering place** for everything from a day with friends to the city's biggest celebrations.

## An Updated Brand for an Updated Space

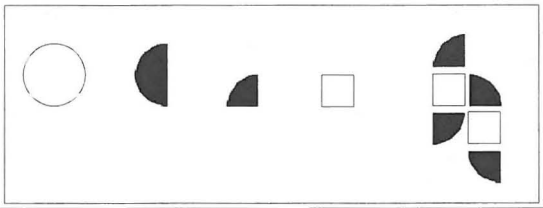
- 1968 logo was created by moving to the western hemisphere, and exploring the confluence of cultures:

Confluence of Cultures



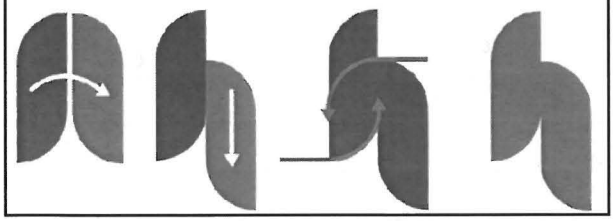

## Same Process, Contemporary Result

Started with the world, moved to the western hemisphere, and then used this geometry to expand

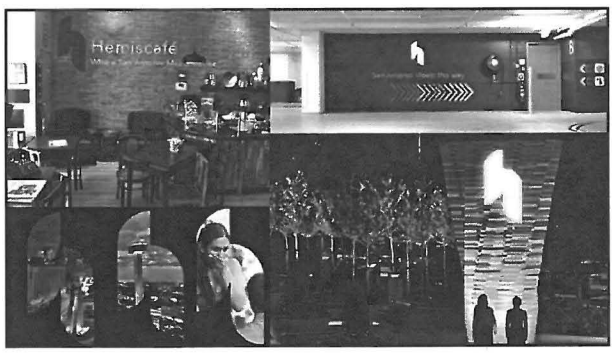


## A new logo is born

- "Confluence" swirl is implied, rather than literal
- The meeting of different shapes as equals, a coming together of two halves
- Resulting logo mirrors an "h"



## Logo and Standards


Hemiscafé

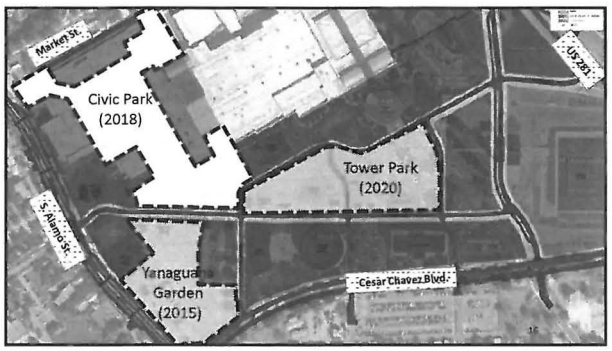
Where San Antonio Meets

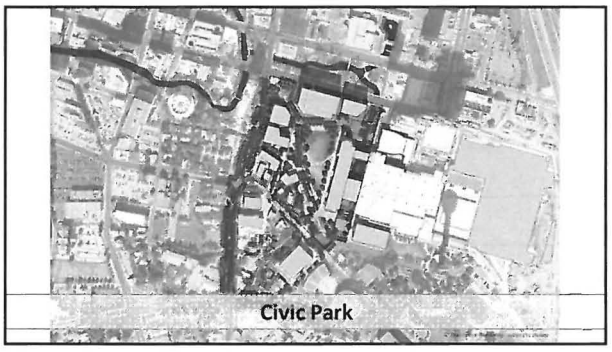
## Vision

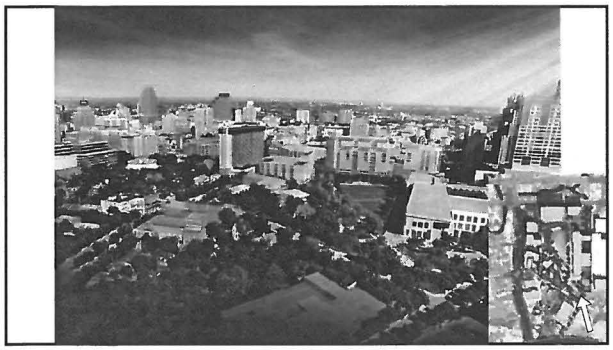
- Create a series of **urban parks** surrounded by a vibrant, walkable neighborhood
- Bring **historic homes** back to life
- Become a central **gathering space** & hub for arts and culture
- **Reconnect** parks to surrounding neighborhoods
- Make Hemisfair **a place for locals**

## Expected Timeline

- **2009:** HPARC established to manage and oversee redevelopment at Hemisfair
- **February 2012**: Hemisfair Master Plan approved by Council
- **May 2012:** voters approve $30M for parks, historic preservation and streets
- **December 2014:** Council creates
  - Hemisfair Park Public Facilities Corporation
  - Master Lease and Master Agreement
- **October 2015**: Yanaguana Garden opens
- **2018:** Civic Park and City's Tricentennial celebration
- **2020:** Tower Park and Complete redevelopment


Market St.
Civic Park
(2018)
Tower Park
(2020)
US 281
S. Alamo St.
Yanagua
Garden
(2015)
Cesar Chavez Blvd.


Civic Park



## Renaming Process

- Renaming Committee
  - Richard Rosen, Magik Theatre
  - Maria Martinez, Marriott Plaza San Antonio
  - Drew Hicks, Hemisfair Park Area Redevelopment Corporation
  - Lori Houston, City of San Antonio
- Public hearing held on June 29, 2015
- 50+ invitation letters sent to neighboring property owners and tenants
- Public notice posted in SA Express-News per City Code

## Recommendation

- Based on public and stakeholder input at public hearing the renaming committee voted unanimously in favor of changing the name from HemisFair Park to Hemisfair
- This recommendation will have no fiscal impact on the City's operating funds
- City Staff recommends the renaming of HemisFair Park to Hemisfair

Where San Antonio Meets