

AN ORDINANCE **53299**

DESIGNATING THE BOUNDARIES FOR THE EXTENSION
OF THE ALAMO PLAZA/PASEO DEL RIO NBR COMMERCIAL
AREA.

* * * * *

WHEREAS, the purpose of the Neighborhood Business Revitalization Program, jointly sponsored by SBA, HUD, and EDA is to assist San Antonio in Industrial Job Development and Neighborhood Commercial Revitalization; and

WHEREAS, Ordinance #51723 of January 17, 1980 extended the Alamo Plaza/Paseo del Rio NBR area to include the area bounded by Houston Street on the north, E. Commerce on the South, Broadway on the East, and Navarro Street on the West; and

WHEREAS, an extension of the NBR area could greatly add to the impact on the current NBR investment in the area further enhancing Alamo Plaza, the Riverwalk, and the heart of the Central Business District: NOW THEREFORE:

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

SECTION 1. The extension of the Alamo Plaza/Paseo del Rio NBR area to include the area designated in yellow on Attachment I is approved.

SECTION 2. This new area and the area extended pursuant to Ordinance No. 51723, approved by City Council on January 17, 1980 designated on Attachment II are both eligible for SBA 502, SBA 503, HUD 108, and HUD 312 funds immediately and EDA RLF funds in 90 days from the date of this Ordinance provided the projects requesting funds meet current requirements of the respective programs.

PASSED AND APPROVED this 22nd day of January, 1981.
1980.

Lila Cockell

M A Y O R

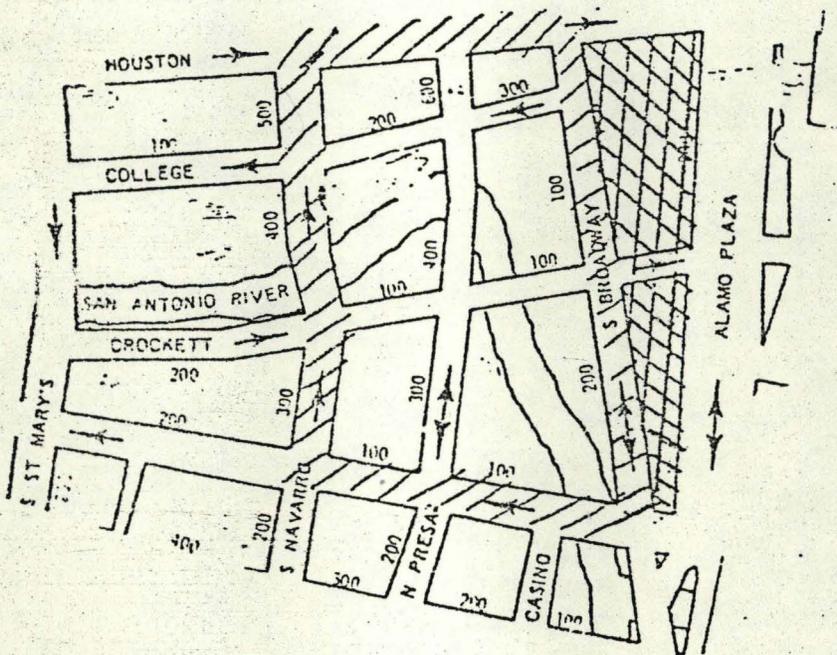
ATTEST: *Norma S. Rodriguez*
City Clerk

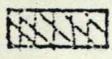
APPROVED AS TO FORM: *for Tom Finley*
CITY ATTORNEY

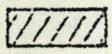
81-03

APPROVED

ALAMO PLAZA/PASEO DEL RIO NBR EXTENSION AREA



 Alamo Plaza/Paseo del Rio NBR Area

 Proposed Extension Area





Business development at the local level is now being advanced by Economic Development Administration, Small Business Administration and Department of Housing and Urban Development - through the Neighborhood Business Development Program in 25 pilot cities around the nation. San Antonio is one of these cities.

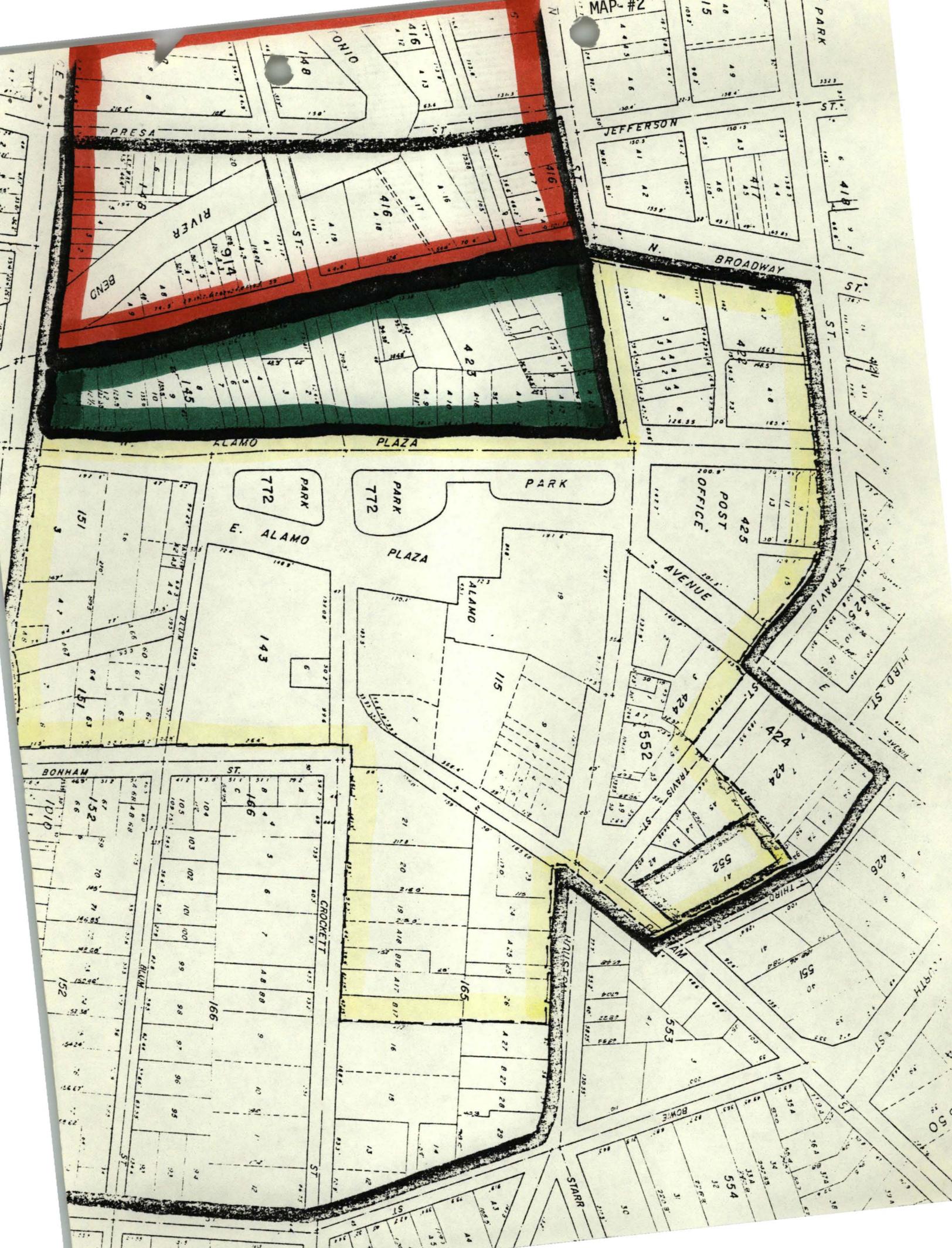
WMA has two key areas:
 • Areas with very promising available land parcels and but no industry and incentives to attract, retain and expand the use of the industry that supports them.
 • Areas with existing and potential industry to stimulate commercial development in certain strategic areas. Target neighborhoods are located on the basis of economic prospects, active local leadership, local tax status and their ability to achieve measurable impact.

Overall goal of the program is to stimulate private development and to allow new or existing commercial and economic development activity within the local area.

Two things are needed in every best area planning and implementation:
 In each designated WMA area, San Antonio links specific plans for developing that area with incentives of a regulatory character to the city, state and federal government. We require that a strong well organized, professional association be formed in the WMA program to reach its maximum effectiveness. **WHY MONEY?** Private business investment in any given area, if it is to be an effective force in that area, must be there.

In San Antonio, the City Council has designated three WMA areas:

- **ALAMO PLAZA** - a downtown area centered on the Alamo Plaza, bounded by Plaza in front, the North Commerce Street on the east, Alamo Square on the west and South Commerce Street on the south.
- **DR. PAUL'S SQUARE** - a new downtown area bounded on the north by Center Street, on the south by Republic Street, on the east by Republic Street and Southern Pacific Railroad tracks, and on the west by Interstate Highway 37.
- **AVENIDA GUADALUPE** - a new downtown area bounded by El Paso Street on the north, Colima Street on the south, South Texas Street on the east and South Texas Street on the west.
- **SOUTH BACKBERRY STREET** - a southern area bounded by River Street on the north and by Service Avenue on the south.
- **MAIN AVENUE** - a new downtown, southern area bounded by Cypress Street on the north and French Place on the south.



ONIO

PRESA

RIVER BEND

JEFFERSON

N. BROADWAY

ALAMO PLAZA

PARK 772

PARK 772

PARK

E. ALAMO

PLAZA

ALAMO

POST OFFICE 425

AVENUE

TRAVIS ST.

THIRD ST.

BONHAM

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JEFFERSON

BROADWAY

ALAMO

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AVENUE

E. ALAMO

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1010	152	67	104	105	103	102	101	100	99	98	97	96	95	94

DISTRIBUTION

143, 151, 152, 153, 154, 155, 156, 157, 158, 159, 160, 161, 162, 163, 164, 165, 166, 167, 168, 169, 170, 171, 172, 173, 174, 175, 176, 177, 178, 179, 180, 181, 182, 183, 184, 185, 186, 187, 188, 189, 190, 191, 192, 193, 194, 195, 196, 197, 198, 199, 200, 201, 202, 203, 204, 205, 206, 207, 208, 209, 210, 211, 212, 213, 214, 215, 216, 217, 218, 219, 220, 221, 222, 223, 224, 225, 226, 227, 228, 229, 230, 231, 232, 233, 234, 235, 236, 237, 238, 239, 240, 241, 242, 243, 244, 245, 246, 247, 248, 249, 250, 251, 252, 253, 254, 255, 256, 257, 258, 259, 260, 261, 262, 263, 264, 265, 266, 267, 268, 269, 270, 271, 272, 273, 274, 275, 276, 277, 278, 279, 280, 281, 282, 283, 284, 285, 286, 287, 288, 289, 290, 291, 292, 293, 294, 295, 296, 297, 298, 299, 300, 301, 302, 303, 304, 305, 306, 307, 308, 309, 310, 311, 312, 313, 314, 315, 316, 317, 318, 319, 320, 321, 322, 323, 324, 325, 326, 327, 328, 329, 330, 331, 332, 333, 334, 335, 336, 337, 338, 339, 340, 341, 342, 343, 344, 345, 346, 347, 348, 349, 350, 351, 352, 353, 354, 355, 356, 357, 358, 359, 360, 361, 362, 363, 364, 365, 366, 367, 368, 369, 370, 371, 372, 373, 374, 375, 376, 377, 378, 379, 380, 381, 382, 383, 384, 385, 386, 387, 388, 389, 390, 391, 392, 393, 394, 395, 396, 397, 398, 399, 400, 401, 402, 403, 404, 405, 406, 407, 408, 409, 410, 411, 412, 413, 414, 415, 416, 417, 418, 419, 420, 421, 422, 423, 424, 425, 426, 427, 428, 429, 430, 431, 432, 433, 434, 435, 436, 437, 438, 439, 440, 441, 442, 443, 444, 445, 446, 447, 448, 449, 450, 451, 452, 453, 454, 455, 456, 457, 458, 459, 460, 461, 462, 463, 464, 465, 466, 467, 468, 469, 470, 471, 472, 473, 474, 475, 476, 477, 478, 479, 480, 481, 482, 483, 484, 485, 486, 487, 488, 489, 490, 491, 492, 493, 494, 495, 496, 497, 498, 499, 500, 501, 502, 503, 504, 505, 506, 507, 508, 509, 510, 511, 512, 513, 514, 515, 516, 517, 518, 519, 520, 521, 522, 523, 524, 525, 526, 527, 528, 529, 530, 531, 532, 533, 534, 535, 536, 537, 538, 539, 540, 541, 542, 543, 544, 545, 546, 547, 548, 549, 550, 551, 552, 553, 554, 555, 556, 557, 558, 559, 560, 561, 562, 563, 564, 565, 566, 567, 568, 569, 570, 571, 572, 573, 574, 575, 576, 577, 578, 579, 580, 581, 582, 583, 584, 585, 586, 587, 588, 589, 590, 591, 592, 593, 594, 595, 596, 597, 598, 599, 600, 601, 602, 603, 604, 605, 606, 607, 608, 609, 610, 611, 612, 613, 614, 615, 616, 617, 618, 619, 620, 621, 622, 623, 624, 625, 626, 627, 628, 629, 630, 631, 632, 633, 634, 635, 636, 637, 638, 639, 640, 641, 642, 643, 644, 645, 646, 647, 648, 649, 650, 651, 652, 653, 654, 655, 656, 657, 658, 659, 660, 661, 662, 663, 664, 665, 666, 667, 668, 669, 670, 671, 672, 673, 674, 675, 676, 677, 678, 679, 680, 681, 682, 683, 684, 685, 686, 687, 688, 689, 690, 691, 692, 693, 694, 695, 696, 697, 698, 699, 700, 701, 702, 703, 704, 705, 706, 707, 708, 709, 710, 711, 712, 713, 714, 715, 716, 717, 718, 719, 720, 721, 722, 723, 724, 725, 726, 727, 728, 729, 730, 731, 732, 733, 734, 735, 736, 737, 738, 739, 740, 741, 742, 743, 744, 745, 746, 747, 748, 749, 750, 751, 752, 753, 754, 755, 756, 757, 758, 759, 760, 761, 762, 763, 764, 765, 766, 767, 768, 769, 770, 771, 772, 773, 774, 775, 776, 777, 778, 779, 780, 781, 782, 783, 784, 785, 786, 787, 788, 789, 790, 791, 792, 793, 794, 795, 796, 797, 798, 799, 800, 801, 802, 803, 804, 805, 806, 807, 808, 809, 810, 811, 812, 813, 814, 815, 816, 817, 818, 819, 820, 821, 822, 823, 824, 825, 826, 827, 828, 829, 830, 831, 832, 833, 834, 835, 836, 837, 838, 839, 840, 841, 842, 843, 844, 845, 846, 847, 848, 849, 850, 851, 852, 853, 854, 855, 856, 857, 858, 859, 860, 861, 862, 863, 864, 865, 866, 867, 868, 869, 870, 871, 872, 873, 874, 875, 876, 877, 878, 879, 880, 881, 882, 883, 884, 885, 886, 887, 888, 889, 890, 891, 892, 893, 894, 895, 896, 897, 898, 899, 900, 901, 902, 903, 904, 905, 906, 907, 908, 909, 910, 911, 912, 913, 914, 915, 916, 917, 918, 919, 920, 921, 922, 923, 924, 925, 926, 927, 928, 929, 930, 931, 932, 933, 934, 935, 936, 937, 938, 939, 940, 941, 942, 943, 944, 945, 946, 947, 948, 949, 950, 951, 952, 953, 954, 955, 956, 957, 958, 959, 960, 961, 962, 963, 964, 965, 966, 967, 968, 969, 970, 971, 972, 973, 974, 975, 976, 977, 978, 979, 980, 981, 982, 983, 984, 985, 986, 987, 988, 989, 990, 991, 992, 993, 994, 995, 996, 997, 998, 999, 1000

DISTRIBUTION

AVIATION	
BUDGET & RESEARCH	
BUILDING & ZONING	
CITY WATER BOARD	
CITIZEN ACTION & PUBLIC INFORMATION	
COMMERCIAL RECORDER	
CONVENTION BUREAU	
CONVENTION CENTER	
ECONOMIC & EMPLOYMENT DEVELOPMENT	1
EQUAL EMPLOYMENT OPPORTUNITY	
FINANCE DIRECTOR	
ASSESSOR	
CONTROLLER	
TREASURY DIVISION	
FINANCE - GRANT SECTION	1
INTERNAL AUDIT	
PROPERTY RECORDS	
FIRE CHIEF	
HEALTH DIRECTOR	
HEMISFAIR PLAZA	
HUMAN RESOURCES	
LEGAL - CITY ATTORNEY	
LIBRARY DIRECTOR	
MARKET SQUARE	
MUNICIPAL COURTS	
PARKS & RECREATION DEPT.	
PERSONNEL DIRECTOR	1
PLANNING	1
POLICE CHIEF	
PRESS ROOM	
PUBLIC WORKS DIRECTOR	
ENGINEERING DIVISION	
ENGINEERING - SEWERS	
RIGHT OF WAY & LAND ACQUISITION	
PURCHASING	
TRAFFIC & TRANSPORTATION	

ITEM NO. 44
 JAN 22 1981

MEETING OF THE CITY COUNCIL DATE: _____

MOTION BY: Webb SECONDED BY: Archer

ORD. NO. 53299 ZONING CASE _____

RESOL. _____ PETITION _____

COUNCIL MEMBER	ROLL CALL	AYE	NAY
HENRY G. CISNEROS PLACE 1		✓	
JOE WEBB PLACE 2		✓	
HELEN DUTMER PLACE 3		✓	
FRANK D. WING PLACE 4		✓	
BERNARDO EURESTE PLACE 5		absent	
BOB THOMPSON PLACE 6		✓	
JOE ALDERETE, JR. PLACE 7		✓	
GENE CANAVAN PLACE 8		✓	
VAN ARCHER PLACE 9		absent	
JOHN STEEN PLACE 10		✓	
LILA COCKRELL PLACE 11 (MAYOR)		✓	

Amends Ord. 51723

81-03

(3)

TO City Council Thru City Manager

FROM Narciso Cano, Director, Department of Economic & Employment Development

COPIES TO File

SUBJECT Boundaries of Alamo Plaza Neighborhood Business Revitalization Area

Date January 19, 1981

Summary

Staff recommends extending the Alamo Plaza Neighborhood Business Revitalization (NBR) Area's boundaries to include the area within the Alamo Plaza National Register District to the North, East, and South. The area shall be eligible for all NBR funds from the SBA 502, SBA 503, EDA Revolving Loan Fund (RLF), HUD 312, and HUD 108 programs, provided the project(s) can meet the current requirements of the respective programs.

Background

EDA has committed a \$1.625 million grant under the Public Works and Economic Development Act, Title IX, Revolving Loan Fund to be targeted as follows: \$1.3 million is committed for commercial loans in the Alamo Plaza NBR area, \$200,000 is committed for industrial loans to businesses within the corporate city limits, and \$125,000 is committed for commercial loans in the other four NBR areas (see map #1).

Currently, \$608,000 of the EDA RLF funds have been committed to the Alamo Plaza NBR area for the purchase and/or renovation of three buildings. Staff feels that as the Hyatt Regency project nears completion, building owners in the Alamo Plaza NBR area will be encouraged to begin renovation and that current local and national economic conditions have temporarily stagnated redevelopment in this area. Staff also feels that within 90 days, economic conditions will begin to stabilize and that the Alamo Plaza NBR area should be ready to begin restoration of their buildings.

On January 17, 1980 pursuant to Ordinance #51723, the City Council approved extending the boundaries of the Alamo Plaza NBR area to include the area between East Houston Street, East Commerce Street, Broadway Street, and Navarro Street so that this extended area would be eligible for SBA 502 program funds. Building owners in this area have been attempting to obtain funds through the SBA 502 program, but due to ownership structure or occupancy structure that does not meet SBA requirements, they have been unsuccessful; therefore, no restoration has begun in this extended area. By extending EDA RLF funds to the original area and to the proposed extended area, we can: (1) help building owners rehabilitate buildings that do not fit into current SBA criteria, either due to occupancy structure or ownership structure, and (2) hopefully spur the building owners to begin rehabilitating their buildings by creating competition for the funds. Extending the boundaries to include the area within the National Register District will include all the buildings that have a natural connection with the area. The Crockett Hotel at Crockett and Bonham Streets has committed to doing \$1 million of restoration in connection with the Tiendas del Rio Project. This rehabilitation could help influence the building owners in the rest

of the Alamo Plaza Area to restore their buildings.

The negative aspects that staff foresees are: (1) EDA RLF funds are very limited; and (2) plans for the Houston Street redevelopment are under study by Centro 21 and some of the businesses in the area would logically be included in a Houston Street project.

The Ginther-Davis Interest, which owns the Landmark Building, and Arthur (Hap) Veltman and Bernard Lifshutz, who own the Turnverein Building, requested that the extension of the Alamo Plaza/Paseo Del Rio NBR area boundaries include their buildings.

The Landmark Building

The Landmark Building is located on the corner of E. Houston and Avenue E across from the Alamo and the old U.S. Post Office. The 13-story building stands on the old wall of the Alamo. The building is being renovated as an office/residential complex.

Turnverein Building

The Turnverein Building is located on the corner of Bonham and Third Streets. It is a 4-story building holding approximately 35,000 sq. ft. and will be renovated as a restaurant/club operation. The building is now vacant but when completed will employ over 35 people and will represent a total investment in excess of \$600,000.

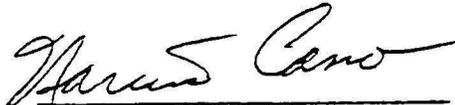
Financial Data

The expansion of the Alamo Plaza NBR area will not create any additional costs to the City. The expansion will make projects located within its boundaries potentially eligible for SBA 502, SBA 503, EDA RLF, HUD 108, and HUD 312 funds, provided the projects meet the current requirements of the respective programs and the requirements of the NBR program as outlined in Ordinance No. 50592, passed and approved by the City Council on April 5, 1979.

Conclusion and Recommendation

Staff recommends the extension of the Alamo Plaza NBR area boundaries to include the area within the Alamo Plaza National Register District for potential eligibility for SBA 502, SBA 503, HUD 108, and HUD 312 funds and the inclusion of the original extension for potential eligibility for SBA 503, HUD 108 and HUD 312 funds. (See map #2 attached). Staff additionally recommends that funds available through the EDA RLF be made available to the area including the National Register District and the extended area approved by City Council on January 17, 1980 in 90 days in order to: 1) allow staff to inform the building owners within the original Alamo Plaza boundaries that the EDA RLF funds will be extended to the surrounding area, 2) allow economic conditions to stabilize, and 3) allow the Hyatt Regency project to near completion.

Staff will make further presentation to City Council in the early part of February on the overall status of the existing NBR program and the impact of this program on San Antonio's Overall Economic Development Program.


Narciso Cano, Director
Department of Economic &
Employment Development

RECOMMENDATION APPROVED:


Thomas E. Huébner
City Manager

NC/VJ/cm
Attachments