

AN ORDINANCE      **2012-02-09-0084**

**APPROVING THE HEMISFAIR PARK AREA MASTER PLAN.**

\*      \*      \*      \*      \*

**WHEREAS**, since its creation in August 2009, the HemisFair Park Area Redevelopment Corporation (HPARC) has focused its efforts on the development and implementation of a master plan for the HemisFair Park area; and

**WHEREAS**, in September 2010, HPARC selected Johnson Fain, Inc. to develop the plan which has been completed and incorporates HPARC's guiding principles which address connectivity, development, balance, preservation, and sustainability and includes ideas that resulted from the public outreach efforts; and

**WHEREAS**, the Master Plan has been endorsed by the Conservation Society and the American Institute of Architects and neighborhood associations representing the Lavaca and Dignowity Hill neighborhoods and approved by the Planning Commission at its January 6, 2012 meeting;  
**NOW THEREFORE:**

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

**SECTION 1.** The HemisFair Park Area Master Plan prepared by Johnson Fain, Inc. is hereby approved.

**SECTION 2.** This Ordinance shall take effect immediately upon passage by eight (8) affirmative votes; otherwise it shall be effective ten (10) days after its passage.

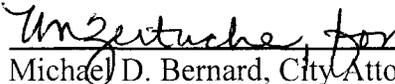
**PASSED AND APPROVED** this 9<sup>th</sup> day of February, 2012.

  
M A Y O R  
Julián Castro

**ATTEST:**

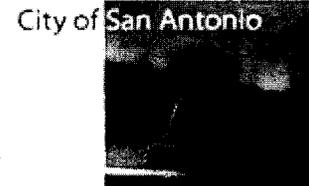
  
\_\_\_\_\_  
Leticia M. Vacek, City Clerk

**APPROVED AS TO FORM:**

  
\_\_\_\_\_  
Michael D. Bernard, City Attorney



Request for  
**COUNCIL**  
 ACTION



## Agenda Voting Results - 4

<b>Name:</b>	4						
<b>Date:</b>	02/09/2012						
<b>Time:</b>	09:50:23 AM						
<b>Vote Type:</b>	Motion to Approve						
<b>Description:</b>	An Ordinance approving the HemisFair Park Area Master Plan. [Pat DiGiovanni, Deputy City Manager; Mark Brodeur, Director, Center City Development]						
<b>Result:</b>	Passed						
Voter	Group	Not Present	Yea	Nay	Abstain	Motion	Second
Julián Castro	Mayor		x				
Diego Bernal	District 1	x					
Ivy R. Taylor	District 2		x				
Leticia Ozuna	District 3		x				
Rey Saldaña	District 4		x				
David Medina Jr.	District 5		x				
Ray Lopez	District 6		x				x
Cris Medina	District 7		x				
W. Reed Williams	District 8		x			x	
Elisa Chan	District 9		x				
Carlton Soules	District 10		x				



# HemisFair Redevelopment



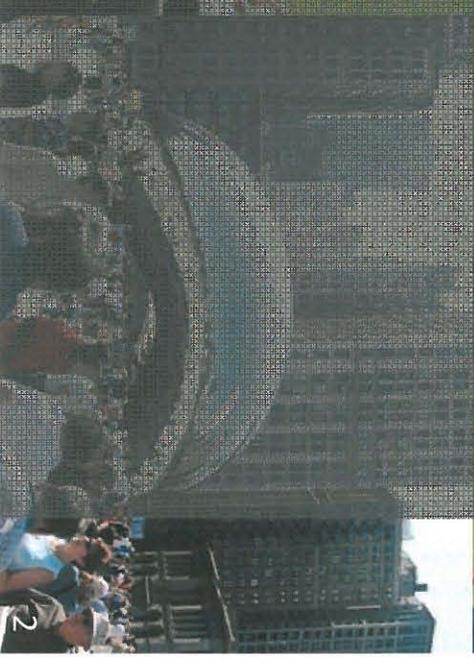
SA2020 envisions San Antonio as a **Great City** by 2020

**Great Cities** have **Great Downtowns**

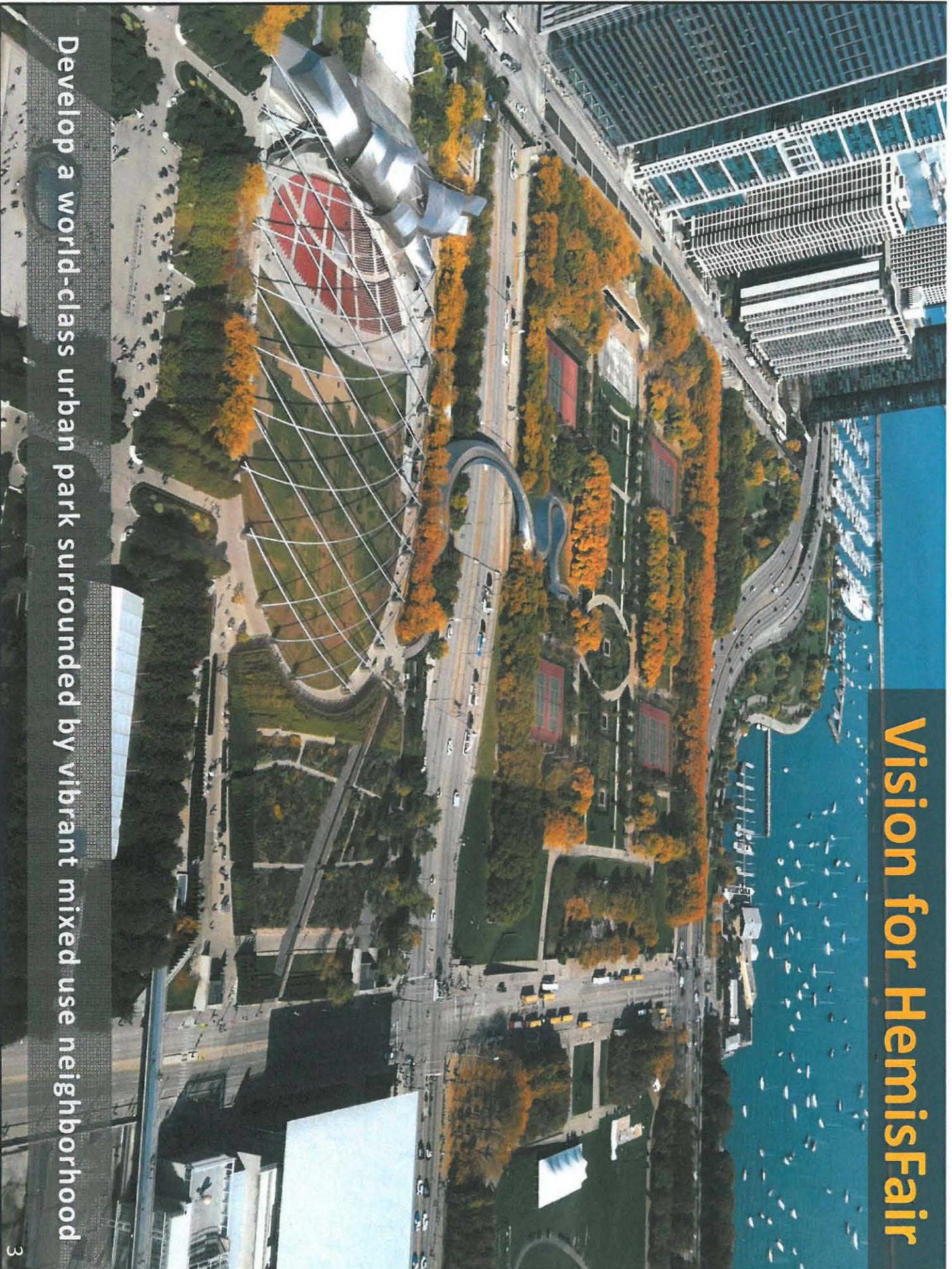
**Great Downtowns** have **Great Urban Parks**

**HemisFair's** redevelopment will help position

San Antonio as the **Great City** envisioned in SA2020



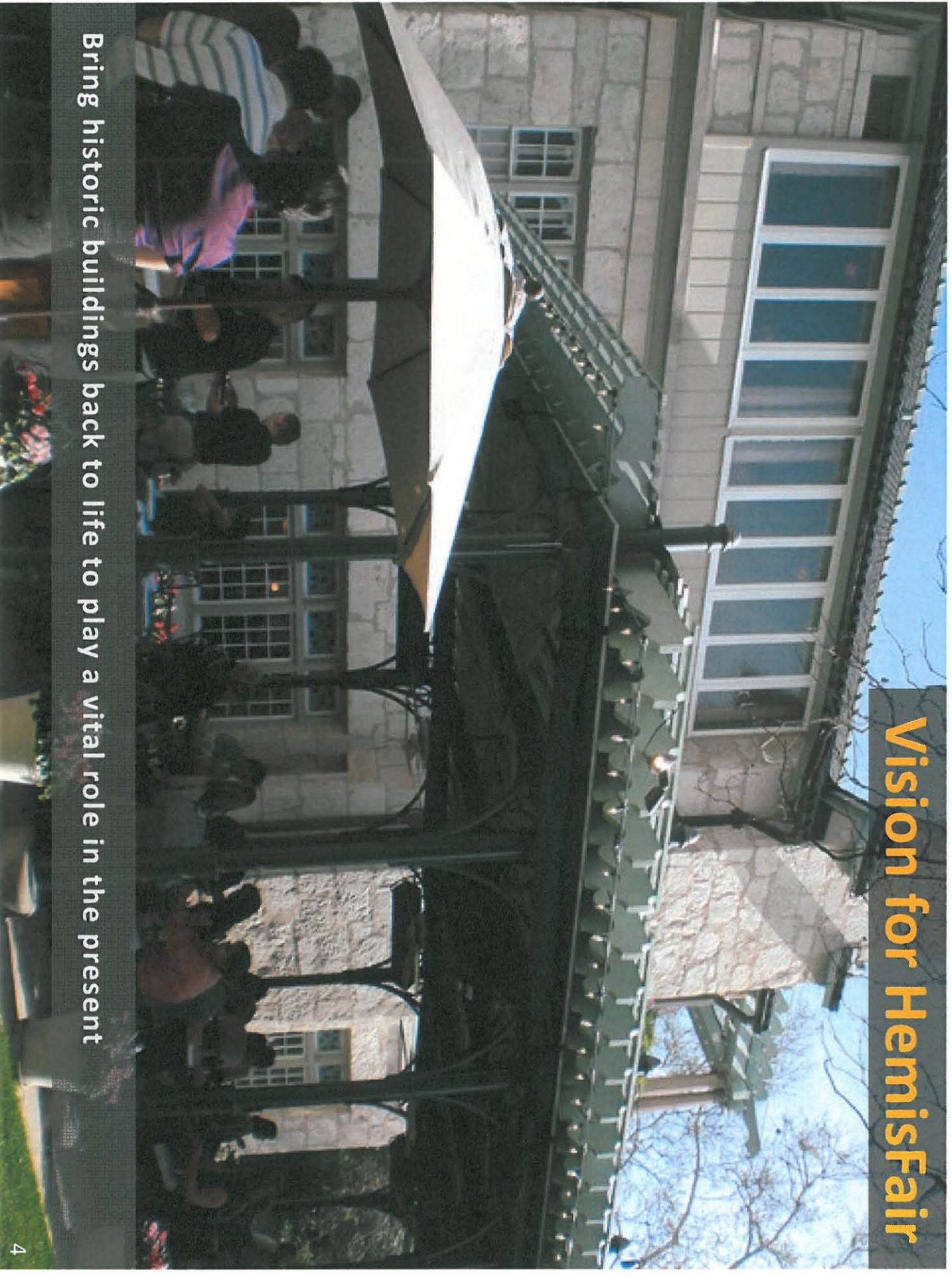
# Vision for HemisFair



Develop a world-class urban park surrounded by vibrant mixed use neighborhood

# Vision for HemisFair

Bring historic buildings back to life to play a vital role in the present



# Vision for HemisFair



Reconnect the park to the surrounding neighborhoods

\* Neighborhood names are preliminary and subject to change

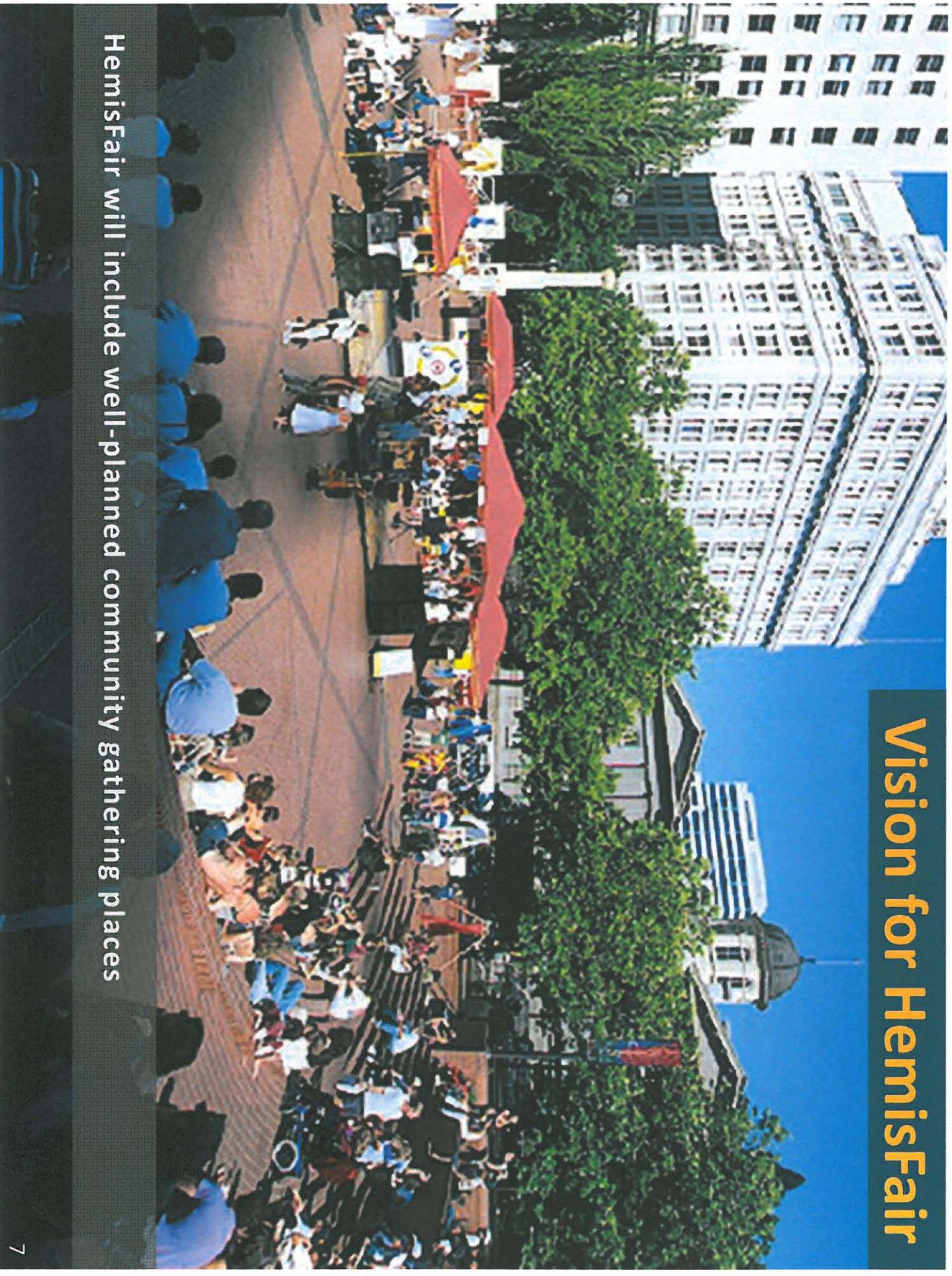
# Vision for HemisFair



Accessible neighborhood parks that unify the city

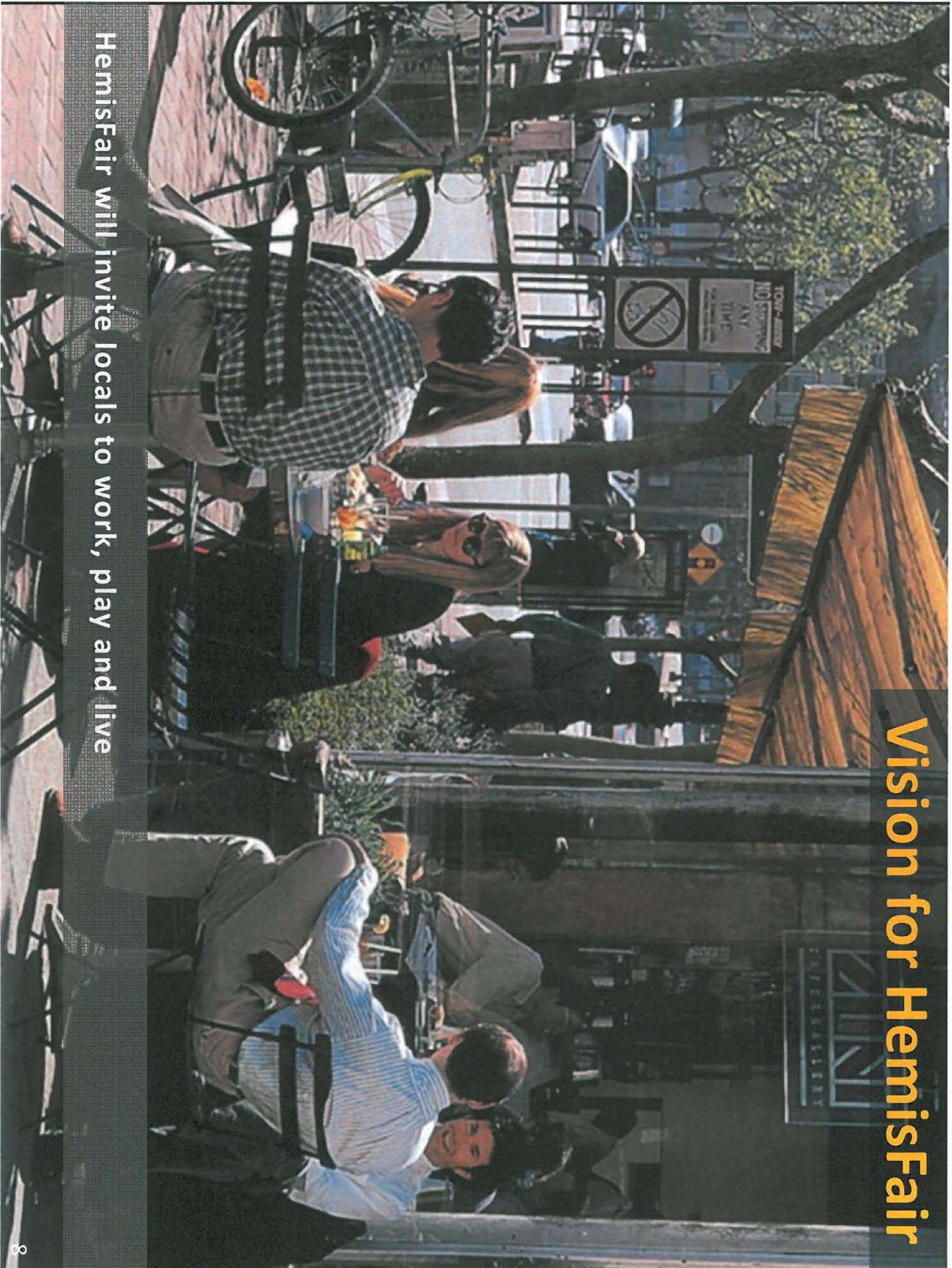
# Vision for HemisFair

HemisFair will include well-planned community gathering places



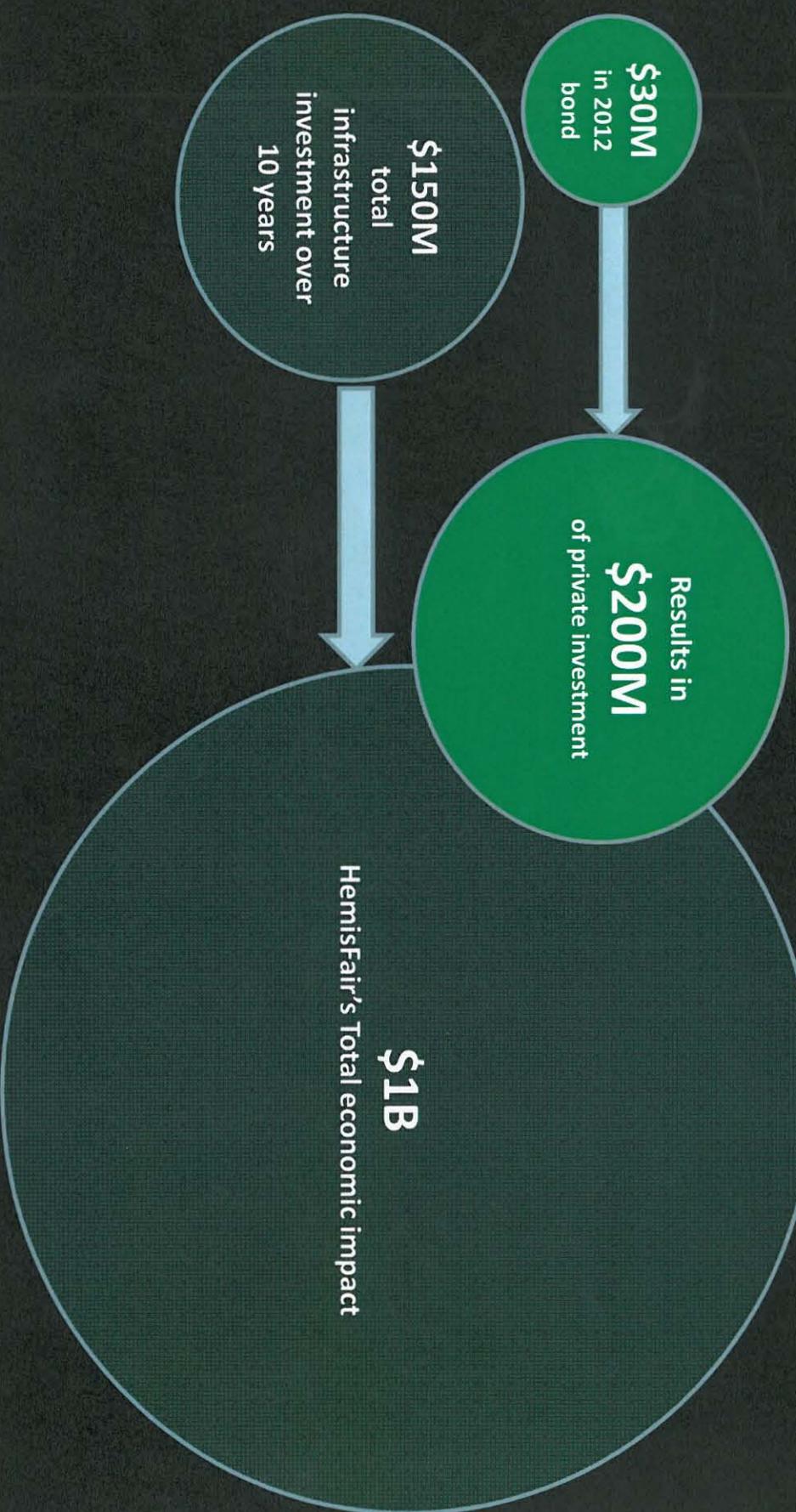
# Vision for HemisFair

HemisFair will invite locals to work, play and live



# Economic Impact

Urban parks can generate 6.67X return on infrastructure investment\*



\*Per analysis by HR&A Advisors of urban parks including Fountain Square, Discovery Green, Campus Martius, Market Square, The High Line and Millennium

# Master Plan Highlights



**The Civic Park will ignite vibrant mixed-use in every direction**

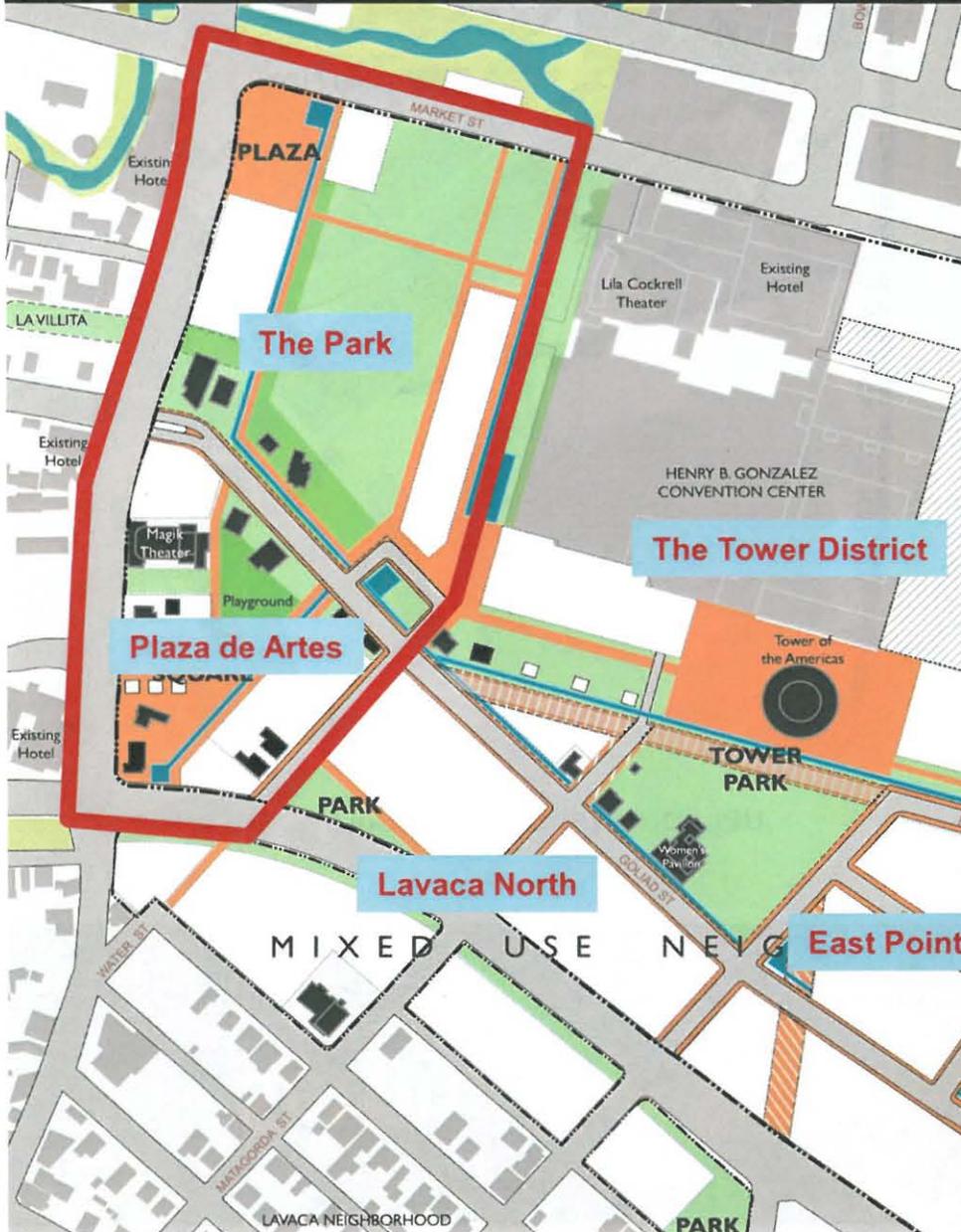
**The plan incorporates park, festival, cultural and educational venues**

**Mixed income residential development can be accommodated**

**Street life allows retail and commercial activity**

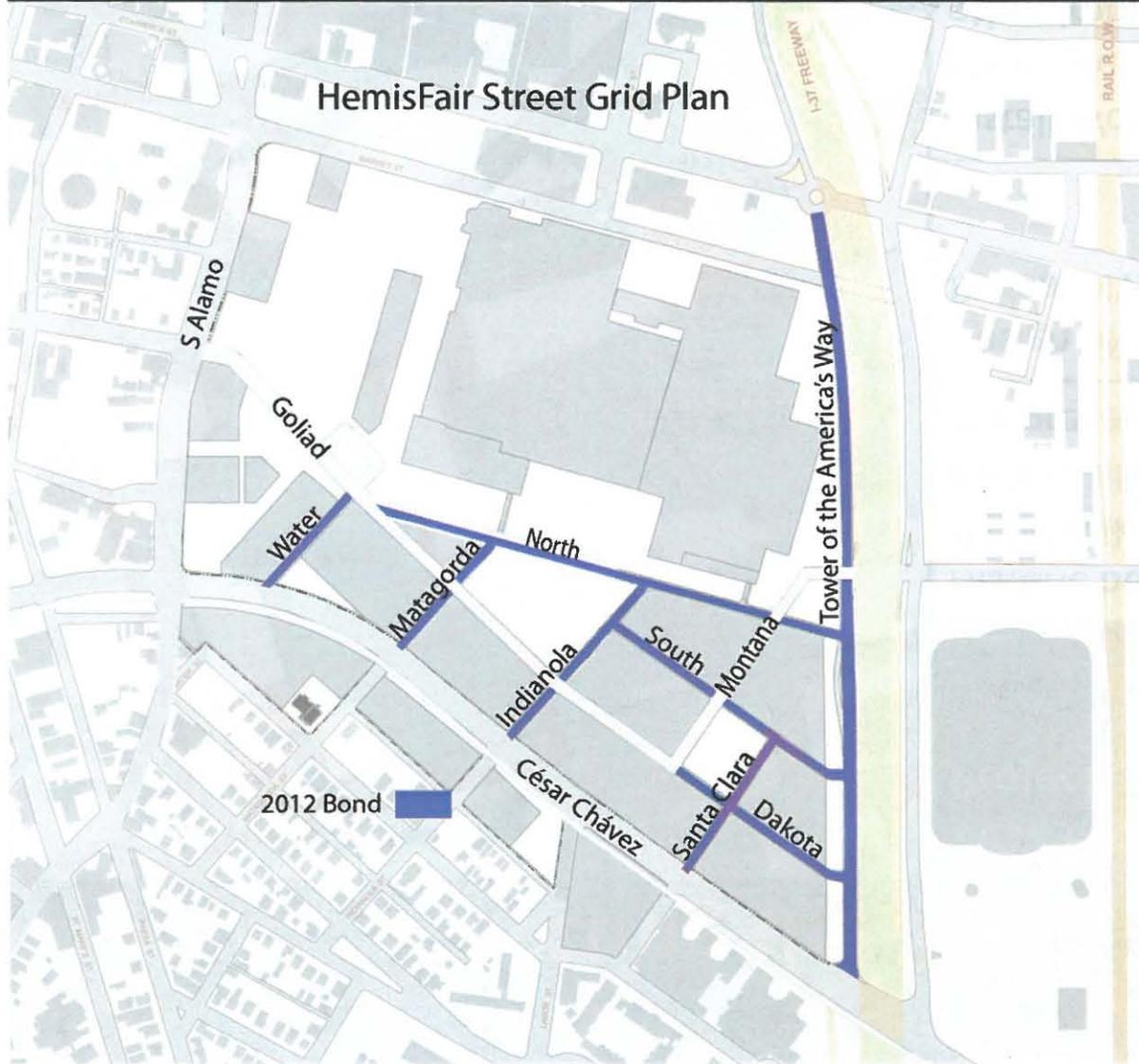
**Historic street grid reinstatement frames the parks and forms developable parcels**

# Setting the Stage - Parks



2012 Proposed Bond Projects	Estimated Cost
Historic buildings, including the Magik Theatre, brought back to life to play vital role in the present.	\$ 5.4 Million
Design of World-class Civic Park at NW Corner	\$ 4.1 Million
Install World-Class Play Structure, Landscaping, and other improvements in Arts Plaza/Children's Square	\$ 5.5 Million
<b>2012 Bond TOTAL</b>	<b>\$ 15 Million</b>

# Setting the Stage – HemisFair Streets

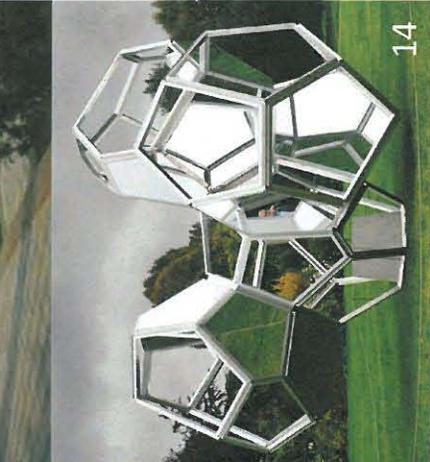
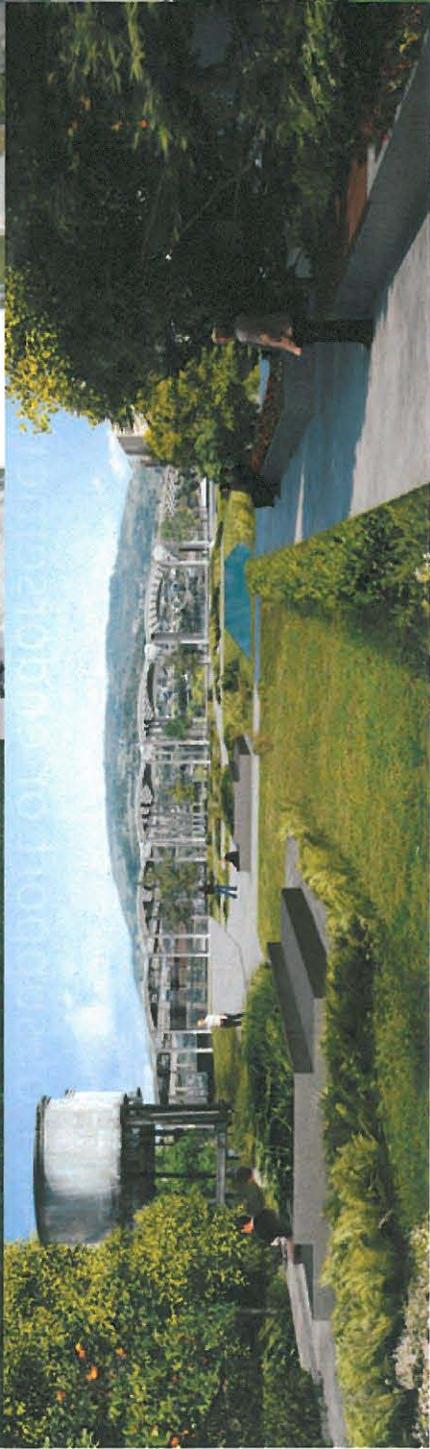
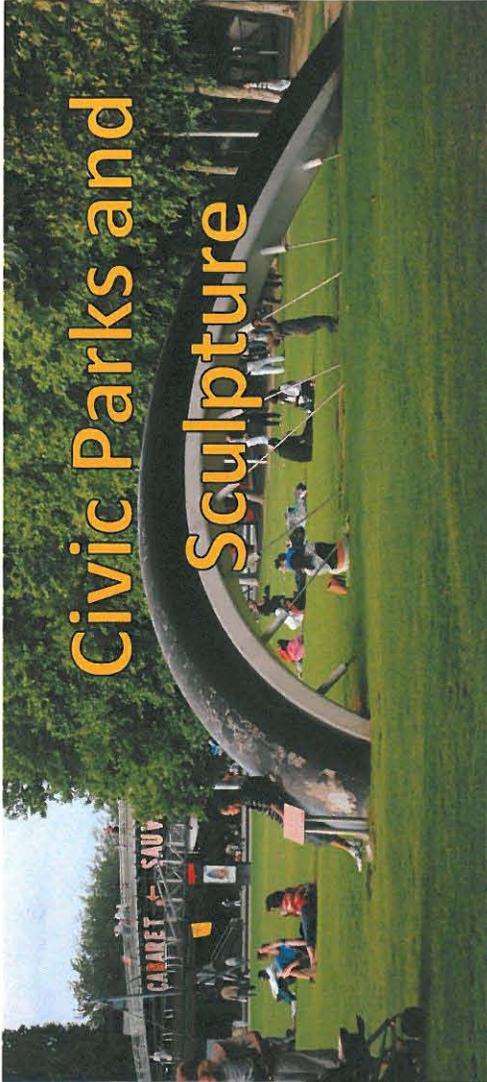


Street Name	Estimated Cost
Dakota	\$0.7 Million
North	\$3.0 Million
South	\$1.5 Million
Tower of the Americas Way	\$6.0 Million
Indianola	\$1.2 Million
Matagorda	\$1.0 Million
Santa Clara	\$1.0 Million
Water	\$0.6 Million
<b>2012 Bond TOTAL</b>	<b>\$ 15 Million</b>

## Support

- Planning Commission approved the master plan
- Letter of support or endorsement from HDRC, Conservation Society, Lavaca, King William, Dignowity Hill, Denver Heights, Downtown Alliance, Downtown Residents Association and more
- Three work sessions with 1000+ community members representing every zip code in the City
- 200+ presentations to community and professional organizations representing 5000+
- Streets and Parks Bond Committees recommendation

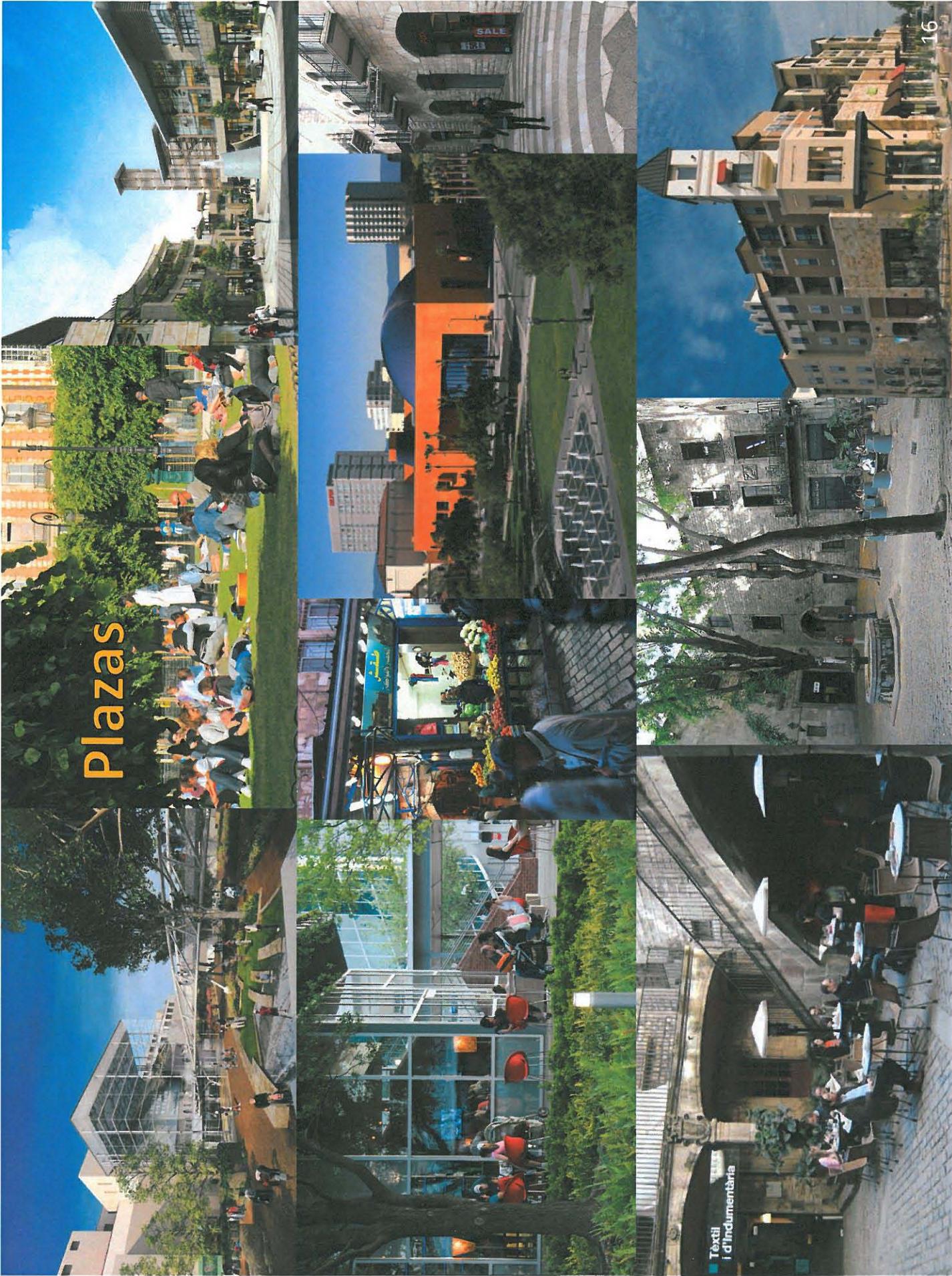
# Civic Parks and Sculpture



# Play Structures, Acequia and Water Features



# Plazas



## Conclusion

- HemisFair's redevelopment will rival impact of 1968 World's Fair
- HemisFair's redevelopment will serve and attract the entire community
- The location of the park is in the heart of the city and will have positive spillover effects on the surrounding area and the community
- The city's commitment of resources is essential to make this project a reality – starting with this bond request
- **Recommendation:**  
**Approve the HemisFair Park Area Master Plan**