



# City of San Antonio

## Agenda Memorandum

**File Number:**  
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**Agenda Item Number:** 2

**Agenda Date:** November 6, 2024

**In Control:** Planning and Community Development Committee

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**DEPARTMENT:** Office of the City Manager

**DEPARTMENT HEAD:** Erik Walsh, City Manager

**COUNCIL DISTRICTS IMPACTED:** Citywide

**SUBJECT:**

Briefing on the draft Downtown Strategic Plan.

**SUMMARY:**

This item is a briefing on the draft Downtown Strategic Plan that is funded by the City of San Antonio, Centro, and Visit San Antonio.

**BACKGROUND INFORMATION:**

The Strategic Framework Plan for the Center City was completed in December 2011. It was commissioned and funded by Centro San Antonio with support from the City, and was led by HR&A Advisors, Inc., with support by Alamo Architects and Ximenes & Associates, Inc. The final report summarized a series of recommendations to support the growth of the Center City in order to meet the goals set by the community in SA2020. The City then created the Center City Implementation Plan that helped identify the tools necessary to implement the Framework Plan

and it was adopted by City Council in 2012. These two plans were the road map for the “Decade of Downtown” and led to numerous successes in downtown.

- The Strategic Plan called for increased public investment in downtown and the Implementation Plan recommended the Bond Programs for 2012 and 2017 include substantial funding for downtown. The 2012 Bond Program included approximately \$100 million for downtown, and the 2017 Bond Program included approximately \$170 million for downtown.
- The Strategic Plan called for a Housing First Strategy and set a goal of 7,500 new housing units to the greater downtown area. The implementation plan recommended the development of an as of right incentive system to facilitate housing development. In 2012, City Council adopted the Center City Housing Incentive Policy. As a result, a total of 9,094 new housing units were added to the greater downtown area.
- The Implementation Plan also recommended a Placed Based Strategy for downtown. Through coordinated planning efforts with HPARC, Centro, UTSA, Market Square Tenants, and several other stakeholders, the City established a place-based approach for Zona Cultural/San Pedro Creek and Hemisfair/Alamo. These 2 areas represent a combined total of \$2.2 billion in investment.
- The Implementation Plan also recommended that the City create design guidelines and master plans for downtown. Since 2012, the City adopted design guidelines for downtown and adopted the Hemisfair Master Plan and the Downtown Regional Center Plan.

The City has partnered with Centro San Antonio and Visit San Antonio to develop a new Strategic Plan for downtown. The partners hired HR&A to develop the Downtown Strategic Plan.

#### **ISSUE:**

City, Centro, and Visit San Antonio is seeking feedback on the draft Downtown Strategic Framework Plan. HR&A staff will provide the Planning and Community Development Council Committee a presentation on the draft Downtown Strategic Plan.

The draft plan will emphasize the need for public improvements, activated space, and affordable housing.

#### **FISCAL IMPACT:**

The City contributed \$45,000 to the effort. The City funding will support the housing study component. Centro San Antonio contribution is \$255,000 and Visit San Antonio is also committing \$255,000 to the effort.

#### **ALTERNATIVES:**

For briefing purposes only.

#### **RECOMMENDATION:**

This item is for briefing purposes only. The feedback from the Planning and Community Development Committee will be considered for incorporation and the partners would like to proceed to City Council in a B Session for a briefing.