



**CITY OF SAN ANTONIO  
OFFICE OF THE CITY COUNCIL  
COUNCIL CONSIDERATION REQUEST**

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2022 SEP 08 PM 12:20:28

TO: Mayor and City Council  
 FROM: Councilman Manny Pelaez, District 8  
 COPIES TO: Erik Walsh, City Manager; Debbie Racca-Sittre, City Clerk; Andy Segovia, City Attorney; John Peterek, Assistant to the City Manager; Emily McGinn, Assistant to City Council  
 SUBJECT: Silk Road Cultural Corridor on Wurzbach Road in District 8  
 DATE: September 6, 2022

Issue Proposed for Consideration

I request your support for the inclusion of the following item on the agenda of the earliest available meeting of the Governance Committee and subsequent approval by the full City Council:

- 1) Creation of a Cultural Corridor program that can be implemented throughout San Antonio’s zones of cultural significance, and;
- 2) Creation of a Cultural Corridor pilot along a select area of Wurzbach Road in District 8. The pilot would designate a portion of Wurzbach Road as the *Silk Road Cultural Corridor* in recognition and celebration of the Middle Eastern, African, and Asian cultural traditions and communities which make this corridor unique. The pilot would include placement of wayfinding signage, display of culturally relevant public art, and planning of public events along Wurzbach Road between Fredericksburg Road and NW Military Highway.

What This is Not: The proposed Cultural Corridor pilot program would NOT require the replacement of a road’s name. In the case of Wurzbach Road, mailing addresses would not change and “Wurzbach”, a name of historical importance, would remain undisturbed.

Brief Background

San Antonio is uniquely defined by its multicultural influences and origins and it hosts several corridors that are renowned for their cultural imprint in the form of retail, restaurants, arts, and entertainment. While San Antonio features several city-designated historic districts and State-designated cultural districts, it does not have a program that designates prominent corridors through signage and collaborates with local businesses to better reflect and enhance their cultural qualities.

District 8 is the most demographically diverse district in San Antonio. Census data shows that two of the three census tracts with the highest percentage of Asian families in Bexar County long



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both sides of Wurzbach Road west of I-10. The corridor of Wurzbach Road from NW Military Highway to Fredericksburg Road is known for its abundance of iconic Mediterranean, North African, Chinese, Japanese, and Indian cuisine and retail establishments.

Many large employers in the area (eg. USAA and Medical Center hospitals) have hired high numbers of professionals hailing from Silk Road countries. Furthermore, this corridor also hosts the Center for Refugee Services and the surrounding area hosts San Antonio’s largest community of resettled refugees. The surrounding area also features multiple churches and temples representing the diverse Silk Road faith traditions.

Geographic placemaking has been established as a local economic development priority for the use of American Rescue Plan Act (ARPA) dedicated to small business support. The implementation of these geographic placemaking strategies will coincide with the completion of the City’s Economic Development Department’s Strategic Planning Initiative.

As geographic placemaking has been established as an economic development priority and our city is committed to reflecting the heritage and culture of our diverse and inclusive community, it would be impactful to develop a cultural corridor program that utilizes placemaking initiatives to signpost culturally significant qualities of select corridors to the neighbors of San Antonio and the millions of visitors that explore our city annually.

**Without changing the names of any existing roadways**, the proposed Silk Road District on Wurzbach Road can be the first in a series of successful city programs that elevate areas in our community that are defined by a distinct cultural imprint.

For these reasons, I request your support.

Submitted for Council consideration by:

Councilman Manny Pelaez, District 8

Supporting Councilmembers’ Signatures (4 only)

District

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