

**CITY OF SAN ANTONIO
PLANNING DEPARTMENT
CITY COUNCIL AGENDA MEMORANDUM**

TO: Mayor and City Council

FROM: Emil R. Moncivais, AICP, AIA, Director, Planning Department

SUBJECT: Resolution authorizing acceptance of the Avenida Guadalupe Urban Land Institute (ULI) Report and staff presentation of the recommendations (City Council District 5)

DATE: June 16, 2005

SUMMARY AND RECOMMENDATIONS

This resolution will authorize the acceptance of an Urban Land Institute (ULI) Advisory Services Report, Avenida Guadalupe, as completion of the agreement between the City of San Antonio and the ULI, to develop a concept plan and recommend marketing and development strategies for the Guadalupe Street corridor, between South Frio Street and South Hamilton Avenue.

Staff recommends acceptance of this report.

BACKGROUND INFORMATION

During recent decades, the City of San Antonio has experienced significant residential and commercial growth in the central business district. However, limited investment on the near west side, with the exception of the area around the Guadalupe Cultural Arts Center and Avenida Guadalupe Oficinas, has resulted in a decline of economic opportunity and standard of living conditions, although the rich history of the area continues to be celebrated and provides a great opportunity for a vision of future prosperity.

A number of studies and plans, including the Downtown Neighborhood Plan, adopted by the City Council in May 1999 and the Downtown Housing Study, developed through the Downtown Alliance, have indicated that there are opportunities for new residential and commercial development in the downtown area. As a market segment in close proximity to the downtown area, the panel targeted these opportunities for evaluation of appropriateness to the culture of the near west side, around the Guadalupe Street corridor.

The Urban Land Institute Advisory Panel visit was requested to address a comprehensive approach for determining residential and commercial market potential and development strategies, in an effort to revitalize the neighborhood and encourage economic growth, while protecting the unique quality of the neighborhood and the character of the streetscape. In

addition, a broader perspective noting whether planning and economic development can begin to address the myriad of social issues in the area, was also to be addressed.

The ULI is an independent organization established in 1936 that consists of individuals involved in all phases of land development. The organization conducts research and interprets current land trends in relation to the changing economic, social and civic needs of our society and disseminates pertinent information leading to the best and most efficient use and development of land.

ULI was entrusted to prepare a concept plan for the study area with emphasis on the Guadalupe Street Corridor as it is poised for economic development, and its focus as a neighborhood commercial district with a focus on the arts. In addition, ULI was tasked to recommend incremental implementation strategies linking the developments to existing generators and their relationship to a phased growth plan.

ULI maintains an Advisory Services Department “for the purpose of benefiting the general public through improved planning and utilization of urban land.” As part of their service, ULI:

- ◆ Provided a panel of 8 persons who collectively have a varied and broad experience and knowledge applicable to the particular issues to be considered. They included:
 - Rick Dishnica, *The Dishnica Company, LLC - Point Richmond, CA*
 - Guillermo M. Aguilar, *AIA, Aguilar & Associates - Dana Point, CA*
 - Anish Kumar, *AIA, AICP, Hillier - Philadelphia, PA*
 - Mary B. Miller, *Downtown Norfolk Council - Norfolk, VA*
 - Susan. Southon, *Strategic Planning Services - Broomfield Hills, MI & New Orleans, LA*
 - Cesar Garcia-Pons, *EDAW Inc. - Miami Beach, FL*
 - Nathan Watson, *Watson Developments - New Orleans, LA*
 - Walter Winus, Jr., *Integra Winus Realty Analysts, Inc. - Phoenix, AZ*
- ◆ Arranged for the panel to visit San Antonio during February 6-11, to study the issues, and consulted with over 70 public and private officials and other stakeholders and community citizens familiar with the issues. The panel schedule included the following:
 - *February 6 – Arrival and orientation*
 - *February 7 – Briefing and tour of the study area*
 - *February 8 – Interviews with key stakeholders*
 - *February 9, 10 – Report preparation by panelists*
 - *February 11 – Panel presentation and departure*
- ◆ Prepared its reports, conclusions, and recommendations that were orally presented to the City, interviewees and community citizens, at the close of the on-site assignment.
- ◆ Provided the City with a written report of the study, its conclusions and recommendations. The strategies identified in the report include the following:
 - Identification of land assembly and relocation opportunities, to effect the offering of public lands to private developers.

- Construction of affordable to market rate quality housing to allow residents the opportunity to “move up” within the same neighborhood, and provide base for increase retail services.
- Address public infrastructure improvements - drainage, flooding and circulation - into and within study area.
- Attention to nodal development at S. Brazos and S. Zarzamora Streets, concentrating on appropriate scale and design of commercial and residential development.
- Provision for stronger linkages to the employment and educational centers of UTSA and the University Center for Community Health/Texas Diabetes Center.
- Enhance the area’s cultural and historic assets, and establish a cultural district.

The report identifies a goal to build upon the area’s historic and cultural resources. As more people are accommodated in better housing, accompanied by new businesses and additional services and employment opportunities, a better standard of living and improved physical environment will become available to the existing population and attract new investment in the area.

POLICY ANALYSIS

In May 1997, the City adopted the *Master Plan Policies*. Approval of this agreement and development of the concept plan for the east side area is consistent with the following goals of the *Master Plan Policies*:

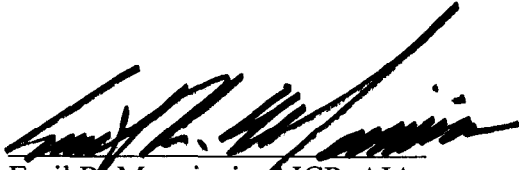
- Preserve, protect and enhance the integrity, economic viability, and livability of San Antonio’s neighborhoods.
- Encourage development of the downtown area as a complete neighborhood to enhance its image to both visitors and residents.

FISCAL IMPACT

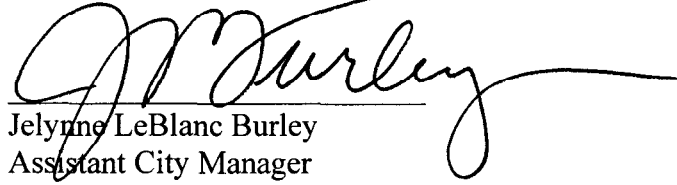
The total cost of the services performed by ULI will be \$110,000. The first and second installments, totaling \$105,000 were paid in accordance with the Agreement executed by the City. The final installment of \$5,000 is scheduled for payment upon receipt of this final report. Funds were budgeted during the FY 2004 budget process for this service.

COORDINATION

This item has been coordinated with the City Manager's Office and the City Council District 5 Office.



Emil R. Moncivais, AICP, AIA
Director, Planning Department



Jelynn LeBlanc Burley
Assistant City Manager



J. Rolando Bono
Interim City Manager

A RESOLUTION

AUTHORIZING THE ACCEPTANCE OF THE URBAN LAND INSTITUTE (ULI) ADVISORY SERVICES PANEL REPORT FOR AVENIDA GUADALUPE, THAT RECOMMENDS MARKETING AND DEVELOPMENT STRATEGIES FOR THE GUADALUPE STREET CORRIDOR, BETWEEN SOUTH FRIO STREET AND SOUTH HAMILTON AVENUE.

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WHEREAS, On January 13, 2005, the San Antonio City Council approved an ordinance authorizing an Advisory Services Agreement between the City of San Antonio and the Urban Land Institute (ULI); and

WHEREAS, during February 6-11 of 2005 the ULI Advisory Services Program provided a chairperson and seven member panel onsite to study the Guadalupe Street corridor between South Frio Street and South Hamilton Avenue; and

WHEREAS, the ULI has provided the City of San Antonio with the final required report for Avenida Guadalupe that identifies its conclusions and recommendations for the area; **NOW THEREFORE**,

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

Section 1. The Interim City Manager or his designee is hereby directed to accept the Urban Land Institute (ULI) report for Avenida Guadalupe and provide the report and its conclusions/recommendations available to other Departments thereby enabling all City Departments to use the ULI report as a guide for future development in the Avenida Guadalupe corridor study area.

Section 2. The Avenida Guadalupe report is attached as Exhibit "A" hereto and incorporated herein for all purposes.

Section 3. This resolution shall take effect on the 26th day of June 2005.

PASSED AND APPROVED this the 16th day of June 2005.

M A Y O R

ATTEST:

City Clerk

APPROVED AS TO FORM: _____

City Attorney