



**SAVE THE DATE**

**World Heritage Area Open House**  
**When:** Saturday, September 30, 2017; 9am - 11am  
**Where:** Stinson Airport, 8535 Mission Rd.

For more information, call 210-207-2111, or email [WorldHeritage@SanAntonio.gov](mailto:WorldHeritage@SanAntonio.gov).

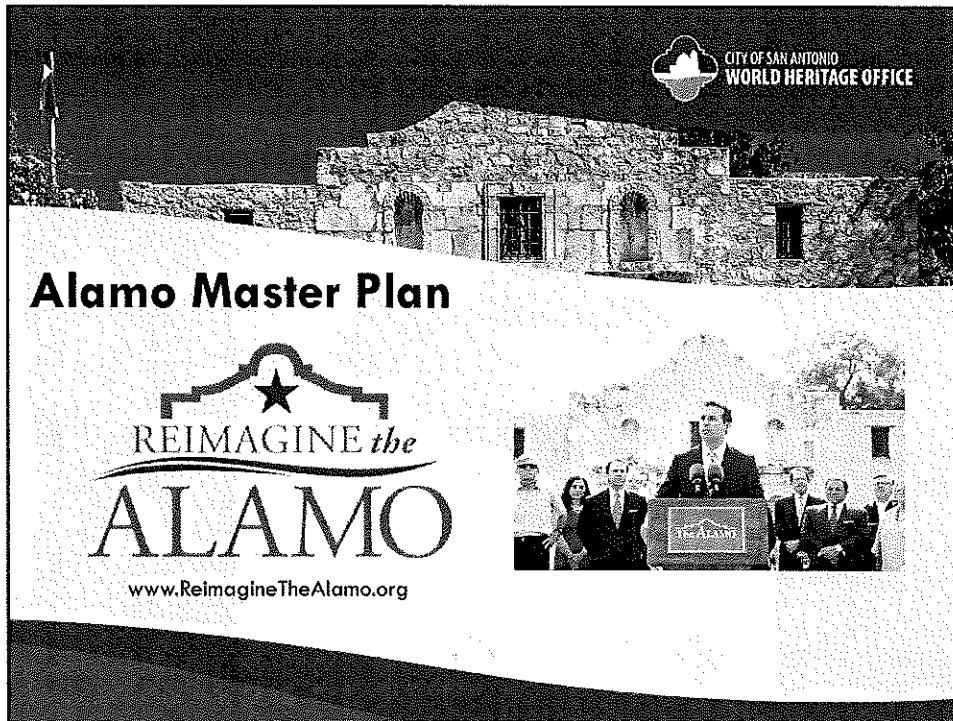
 **CITY OF SAN ANTONIO**  
Robert J. Wagner  
Mayor  
2017-2021

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**WORLD HERITAGE OFFICE**



## World Heritage Work Plan

 <p><b>Infrastructure</b></p>	 <p><b>Transportation</b></p>	 <p><b>Beautification</b></p>	 <p><b>Wayfinding</b></p>
 <p><b>Small Business</b></p>	 <p><b>Marketing</b></p>	 <p><b>Land Use</b></p>	 <p><b>Alamo Master Plan</b></p>

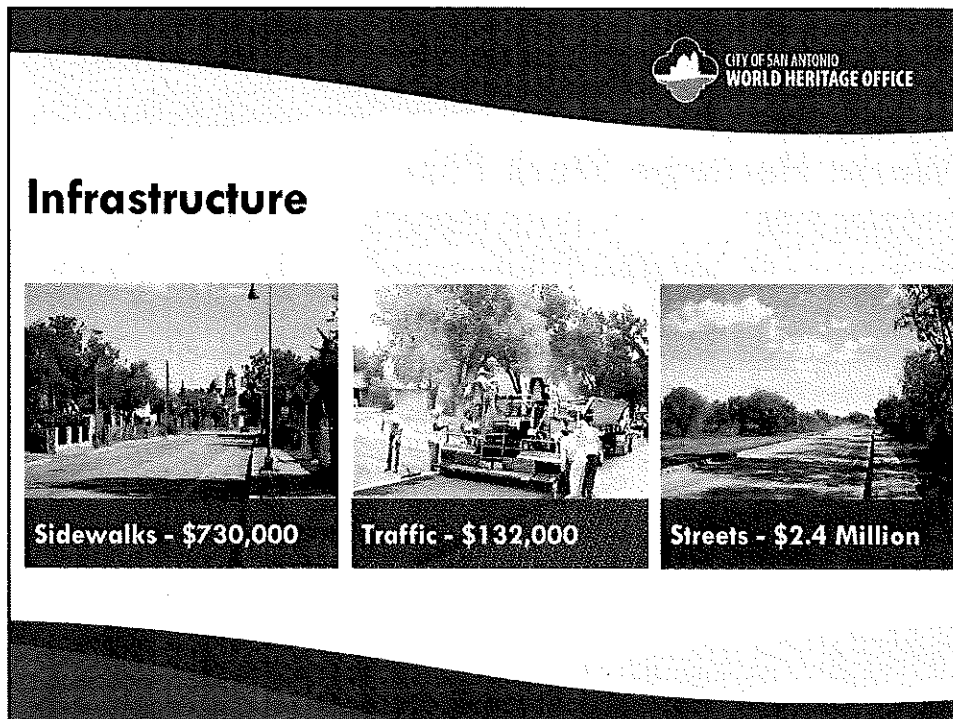



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# Alamo Master Plan


REIMAGINE *the*  
**ALAMO**

[www.ReimagineTheAlamo.org](http://www.ReimagineTheAlamo.org)




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# Infrastructure



Sidewalks - \$730,000



Traffic - \$132,000



Streets - \$2.4 Million

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**Street, Bridges & Sidewalks**  
\$25 Million

**Trail Signage & Wayfinding**  
\$5 Million

**Cultural Arts Center**  
\$5 Million

**Park & Land Acquisition**  
\$2.25 Million

**PROPOSED 2017-2022**

# BOND


## PROGRAM

City of San Antonio


**\$37 Million**

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## Infrastructure - Roosevelt




**Enhanced Streetscape** - Enhance and beautify the streetscape along the Roosevelt Corridor.




**Traffic Signals** - Upgrade traffic signals and signage throughout the corridor to improve safety and traffic flow.




**Signage & Wayfinding** - Install new signage and wayfinding systems to improve navigation and wayfinding throughout the corridor.




**ROOSEVELT CORRIDOR IMPROVEMENTS**



**Landscaping** - Enhance and beautify the streetscape along the Roosevelt Corridor.

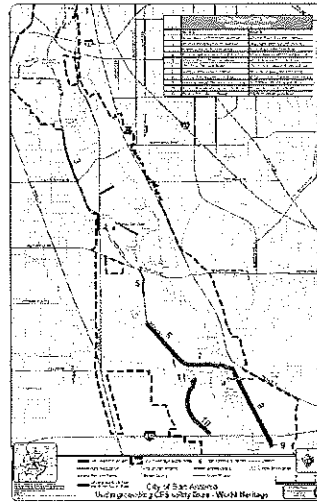


**Parkway Development** - Enhance and beautify the streetscape along the Roosevelt Corridor.

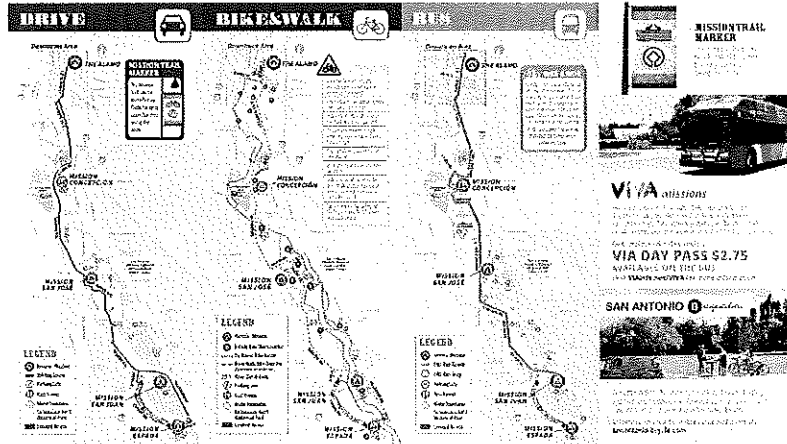


**Urban Environment** - Enhance and beautify the streetscape along the Roosevelt Corridor.


# Infrastructure – Utility Undergrounding



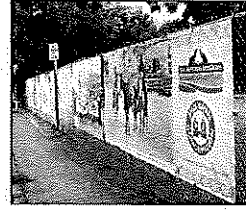
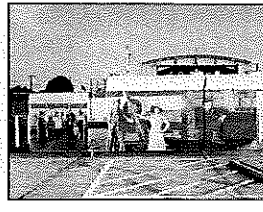
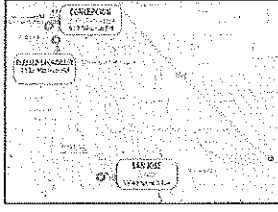
# Transportation





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## Beautification – Photo Banners

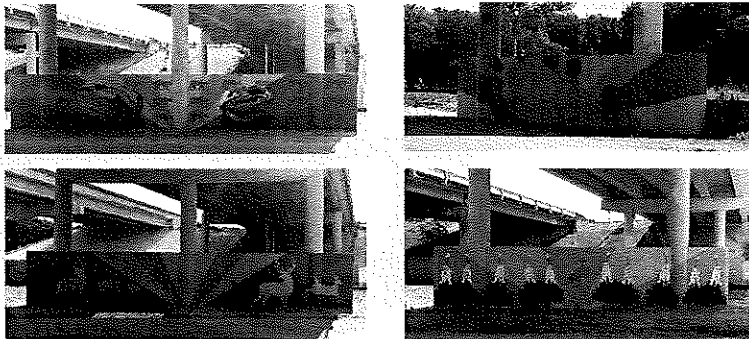




## Beautification – Stinson Mural



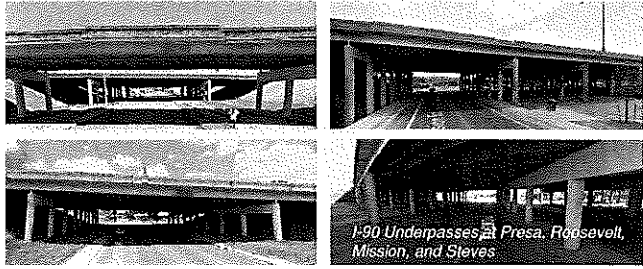
## Beautification - Villamain Murals



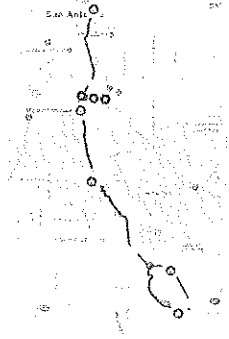


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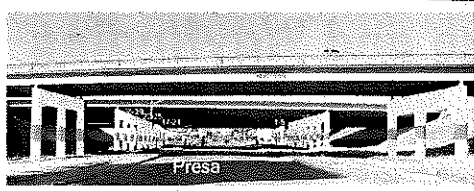

## Beautification - US 90 at Mission, Steves, Presa and Roosevelt Murals



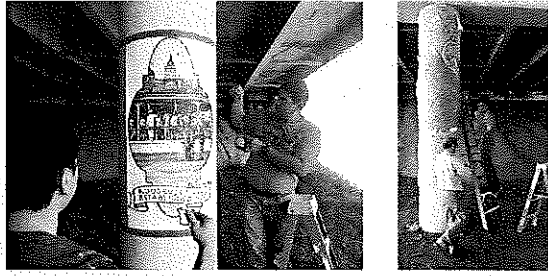
I-90 Underpasses at Presa, Roosevelt, Mission, and Steves



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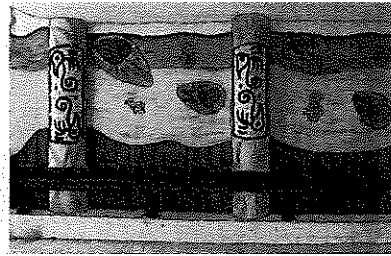


Presa





## Beautification - Mission Parkway at SE Military Drive Mural



## Signage and Wayfinding

- 615 Signs along the River Walk
- 349 City wayfinding signs
- 55 B-Cycle stations
- 14 TxDOT signs



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## Small Business Development

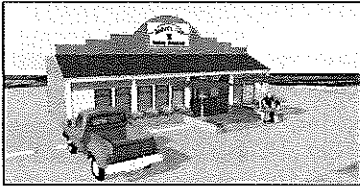
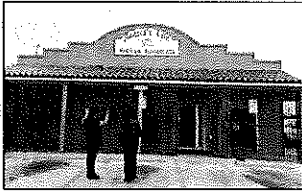
- Mobile Responsive Website to connect visitors to local businesses
- Installing free wifi at Mission Concepcion to facilitate use
- Coordinating with Smart Cities initiative



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## Small Business Development

- Operation Facelift
- World Heritage Business Preservation Policy and Program:
  - World Heritage Business Certification & Registry
  - Façade Improvement Matching Grants
  - Landscape, signage and parking lot improvement grants
  - Interior infrastructure loans
  - Education






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## Marketing & Outreach

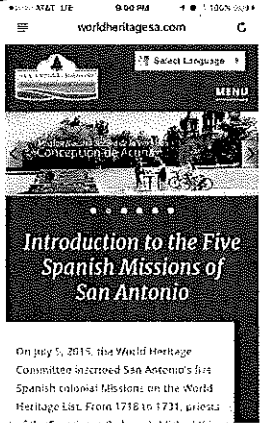
- Mobile Responsive Website
- World Heritage Neighborhood Leadership Academy
- World Heritage Ambassador
- World Heritage Festival
- Application to UNESCO Creative Cities Network



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## Marketing and Outreach – Mobile Responsive Website

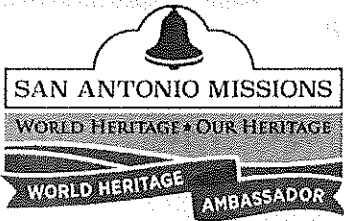
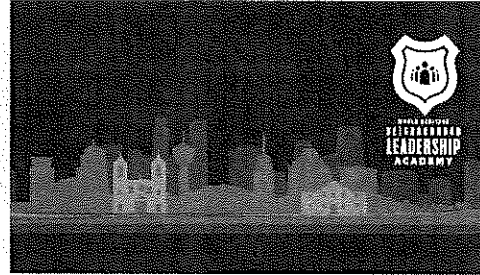
- Multiple Languages**
  - Points of Significant Cultural & Historical Interest
  - Recommended Routes
  - Social Media Platform Integration
- Event Listing**
  - Videos & Photos
- Audio Tours**



On July 5, 2015, the World Heritage Committee increased San Antonio's list of Spanish colonial Missions on the World Heritage List. From 1718 to 1731, priests



## Marketing & Outreach – World Heritage Neighborhood Leadership Academy



- Must be a Certified Tourism Ambassador
- Programs Launches – August 29th





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## Marketing and Outreach

- AACOG – 2016 Government Project of the Year
- Siclovía – World Heritage
- GoUNESCO – Make Heritage Fun
- UNESCO Cities of Creativity
- 7<sup>th</sup> America's Competitiveness Exchange
- San Antonio Tricentennial Summer Institute for Educators
- Organization of World Heritage Cities – International Student Film Competition
- Tours and Events – ICMA, Final Four, City of Houston Delegation, City Parks Alliance – Board of Director

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## Land Use – Mission Historic District

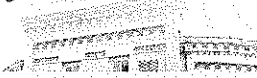
- Stakeholder Meetings scheduled for August 23 and 24
- Community Input at Office of Historic Preservation's Homeowner Fair – August 26



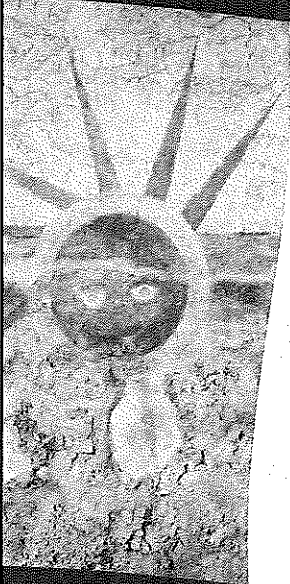
HISTORIC HOMEOWNER FAIR

Saturday, August 26 - Pearl Stable

#HHF2017



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## Land Use – Zoning

- Initiate rezoning process for properties within Land use Amendments
- Review key commercial Corridors
- Review Mission Protection Overlay District (MPOD)
- Launch September 30th

World Heritage Office Overview and Work Plan Update  
Arts, Culture and Heritage Council Committee

Colleen Swain, Director  
August 15, 2017



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