

A series of seven vertical bars of varying heights and colors: purple, light purple, olive green, light green, light blue, orange, and dark orange.

Zona Cultural

Urban Design and Street Concept Design

April 13th, 2017

1. Overall Process
2. Overall Vision
3. Overarching Framework
 - Neighborhood Character
 - Streets Hierarchy
4. Streetscape Designs at San Pedro Creek
 - At San Pedro Creek (Martin, Houston, Commerce, Market, etc)
 - Other (Santa Rosa, San Saba, etc)

Project Team



Planning Process

TASK 1

Existing Conditions Analysis & Preliminary Visioning

Review existing
plans

Stakeholder
interviews

Charrettes

Existing
conditions
summary



TASK 2

Concept Plan

Overall Urban Design
Plan Drawing

Prototypical street
sections

Streetscape concepts

Working session with
stakeholders



TASK 3

Final Layout Plan

Design development
of streetscape
elements

Street layouts (
Conceptual ACAD
drawings)

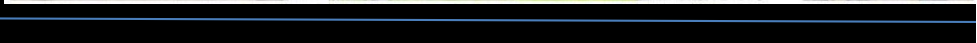
Cost estimates

Concept Plan report

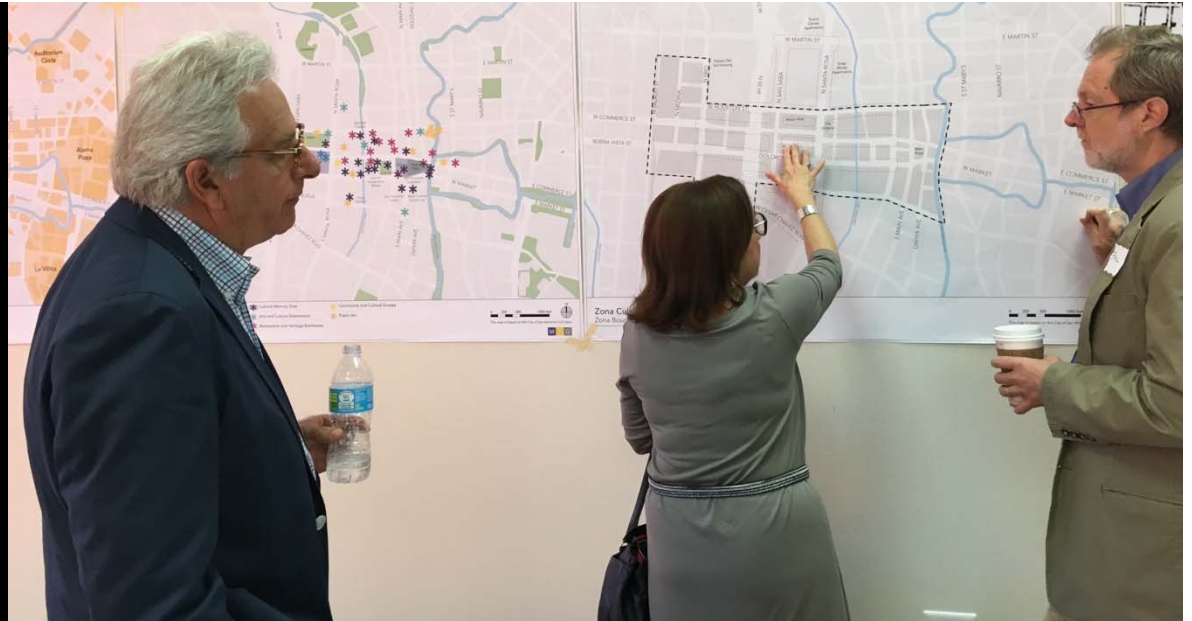
Past and Concurrent Plans

1. Historic Civic Center Master Plan (1993)
2. Downtown Neighborhood Plan (1999)
3. Downtown Transportation Study (2012)
4. Zona Cultural Design Workshops (2014)
5. Bond Measure Streetscape Projects
6. West Commerce Street Corridor Plan
7. San Pedro Creek
8. Other

San Pedro Creek



Planning Process



This map of downtown San Antonio, Texas, illustrates the River Walk and surrounding urban areas. The River Walk is depicted as a blue line flowing through the city. The map is color-coded: orange for historic areas, grey for modern areas, and blue for the River Walk. Key landmarks and streets are labeled. The River Walk flows from the top right, through the center, and down the right side. Major streets include N Main Ave, N Santa Rosa, N San Saba, N Erio, N Medina, N Salado St, W Commerce St, W Houston St, W Market, W Nueva, W Cesar Chavez Blvd, S Main Ave, and S Santa Rosa. Neighborhoods labeled include Ursuline, Auditorium Circle, Cattleman Square, Main/Military Plaza, Alamo Plaza, La Villita, Hemisfair, and Arsenal. The map also shows the San Antonio River and the Alamo Creek.

The Vision for Zona Cultural

MUSIC | FOOD | CULTURE | ARTS | EDUCATION

Zona Cultural is a **crossroads** of culture, commerce and community; a **destination** celebrating the **story of San Antonio** through music, food, culture, education and the arts.

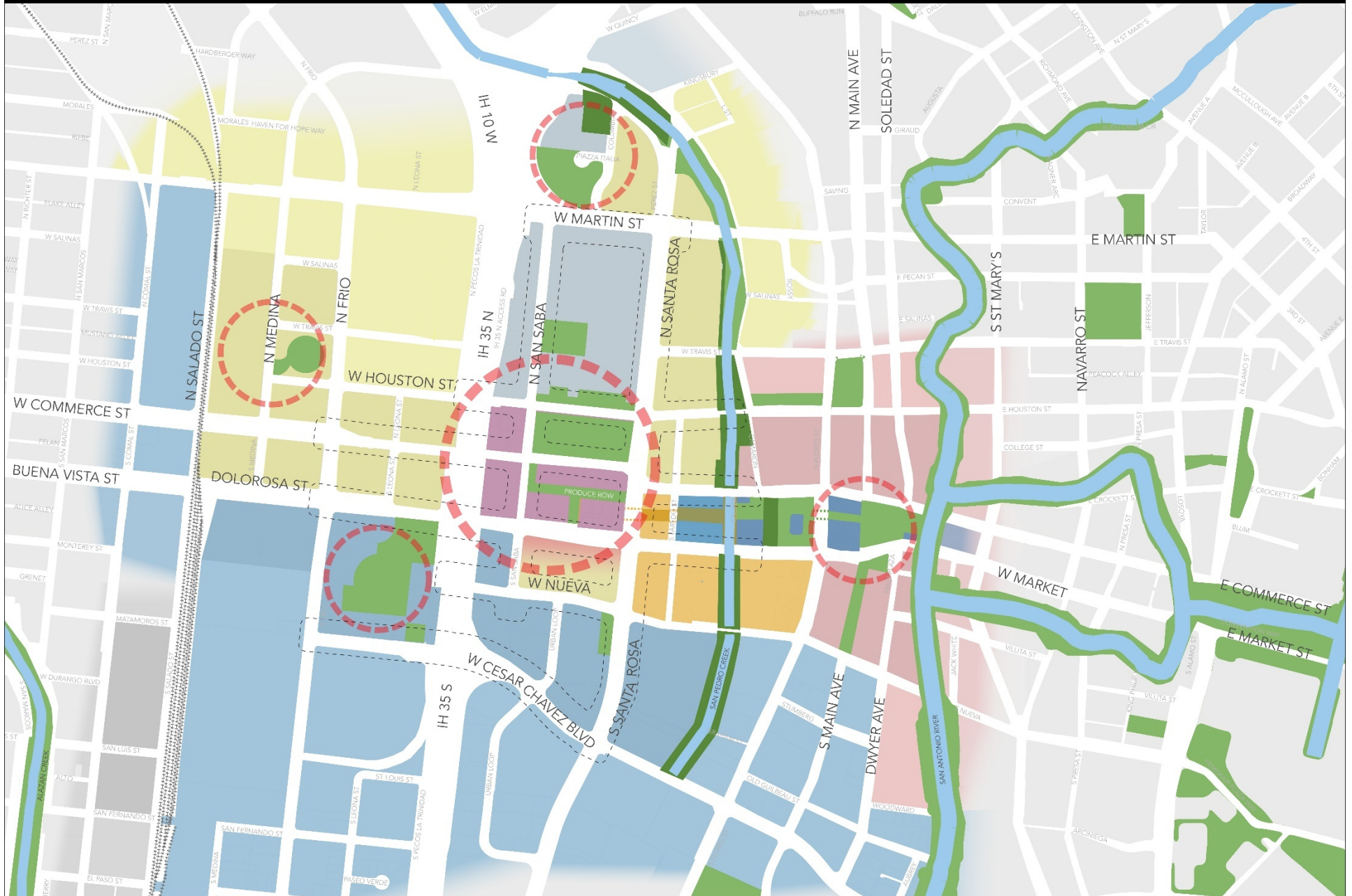
A series of seven vertical bars of varying widths and colors: purple, light purple, olive green, light green, light blue, orange, and dark orange.

Zona Cultural

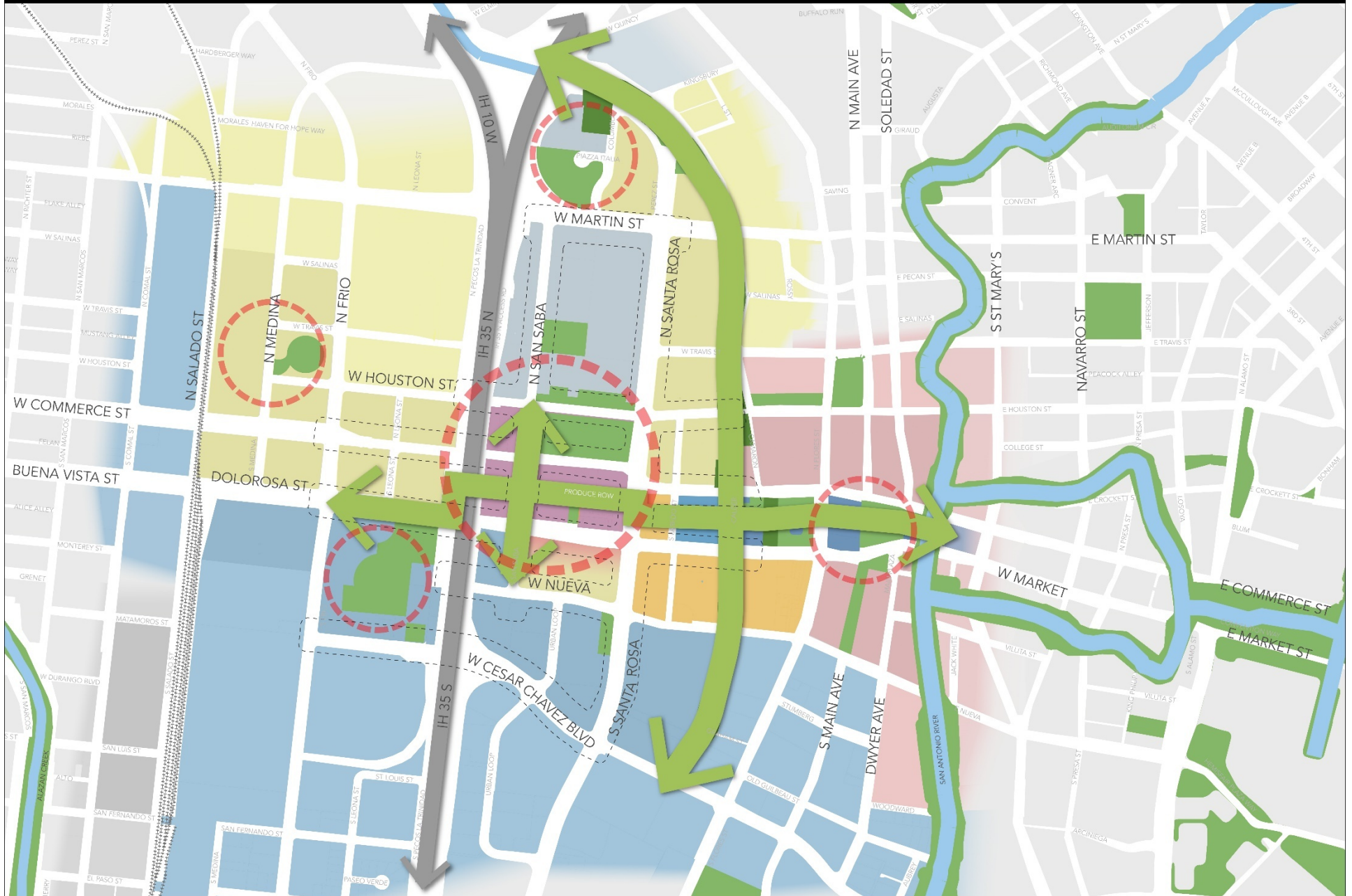
Urban Design Framework

This map shows a section of San Antonio, Texas, centered around the San Antonio River. The river flows from the top left towards the bottom right, with several bridges crossing it. Major streets include N Main Ave, W Market, E Commerce St, and E Market St. Other streets shown are N Salado St, W Commerce St, Buena Vista St, Dolorosa St, W Houston St, W Nueva, W Cesar Chavez Blvd, S Main Ave, Dwyer Ave, and S Flores St. The map also shows the San Antonio Zoo, the San Antonio River Walk, and the San Antonio Zoo. The map is oriented with North at the top.

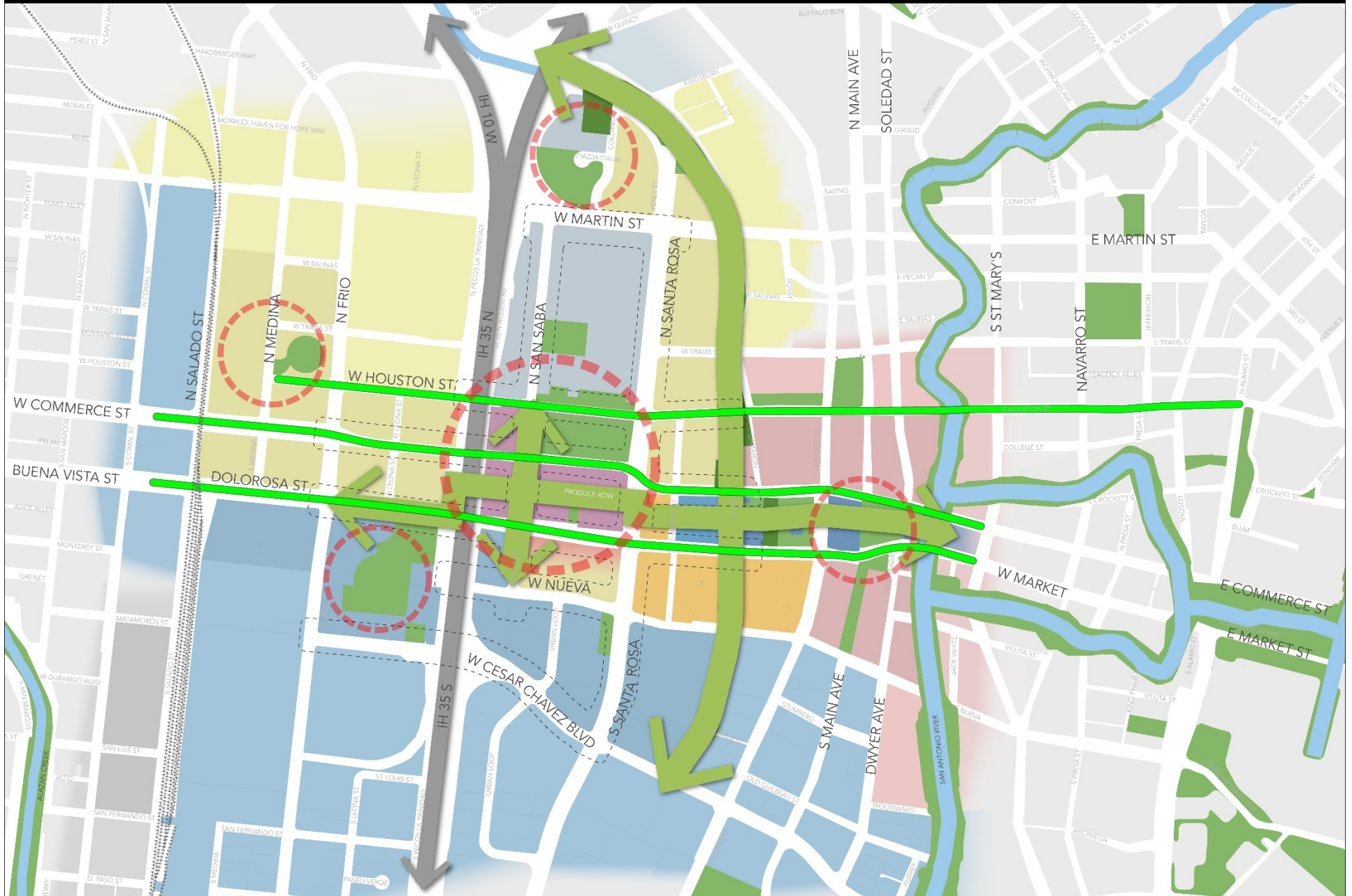
Interconnected Neighborhoods



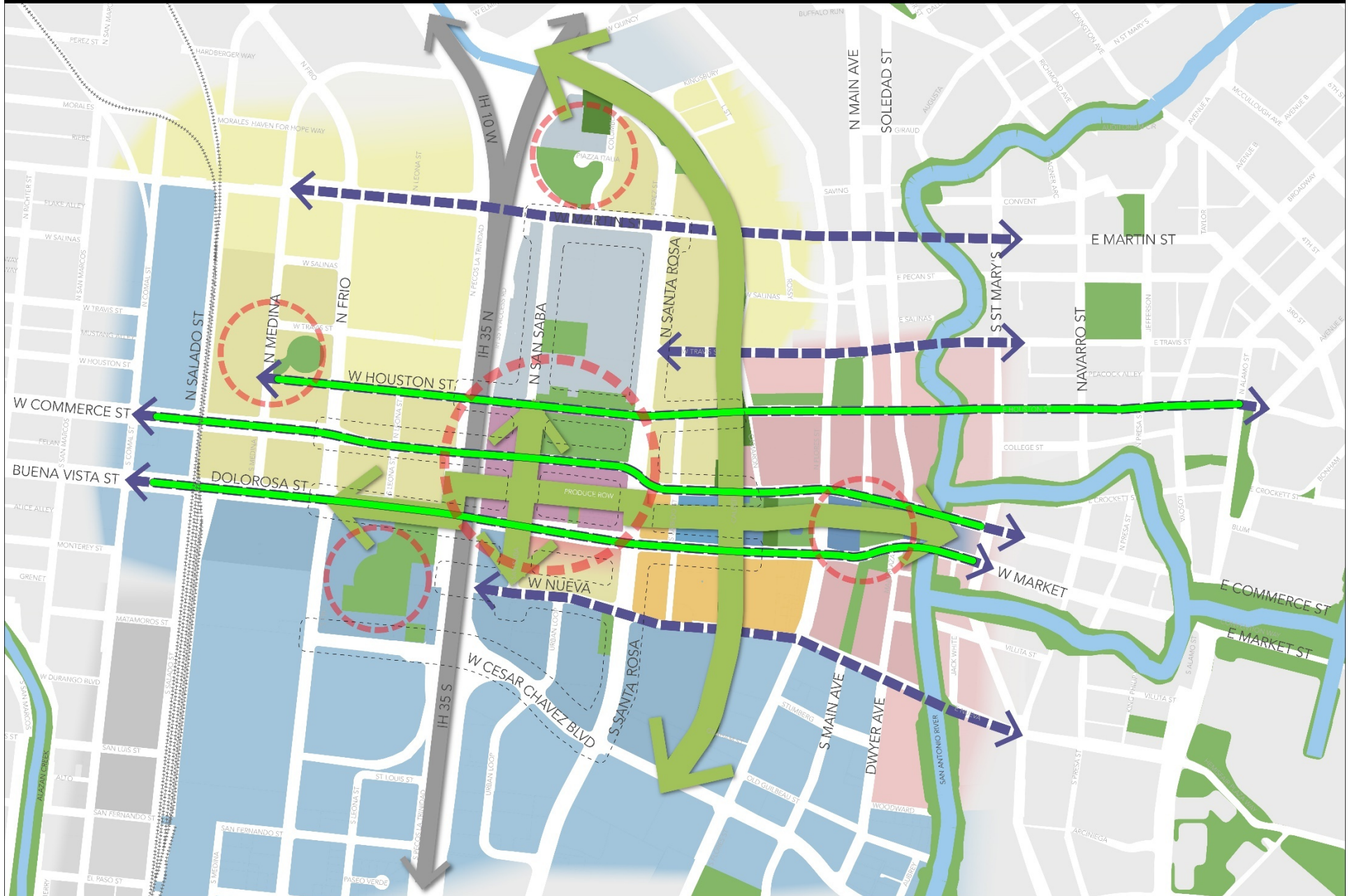
Green Spine



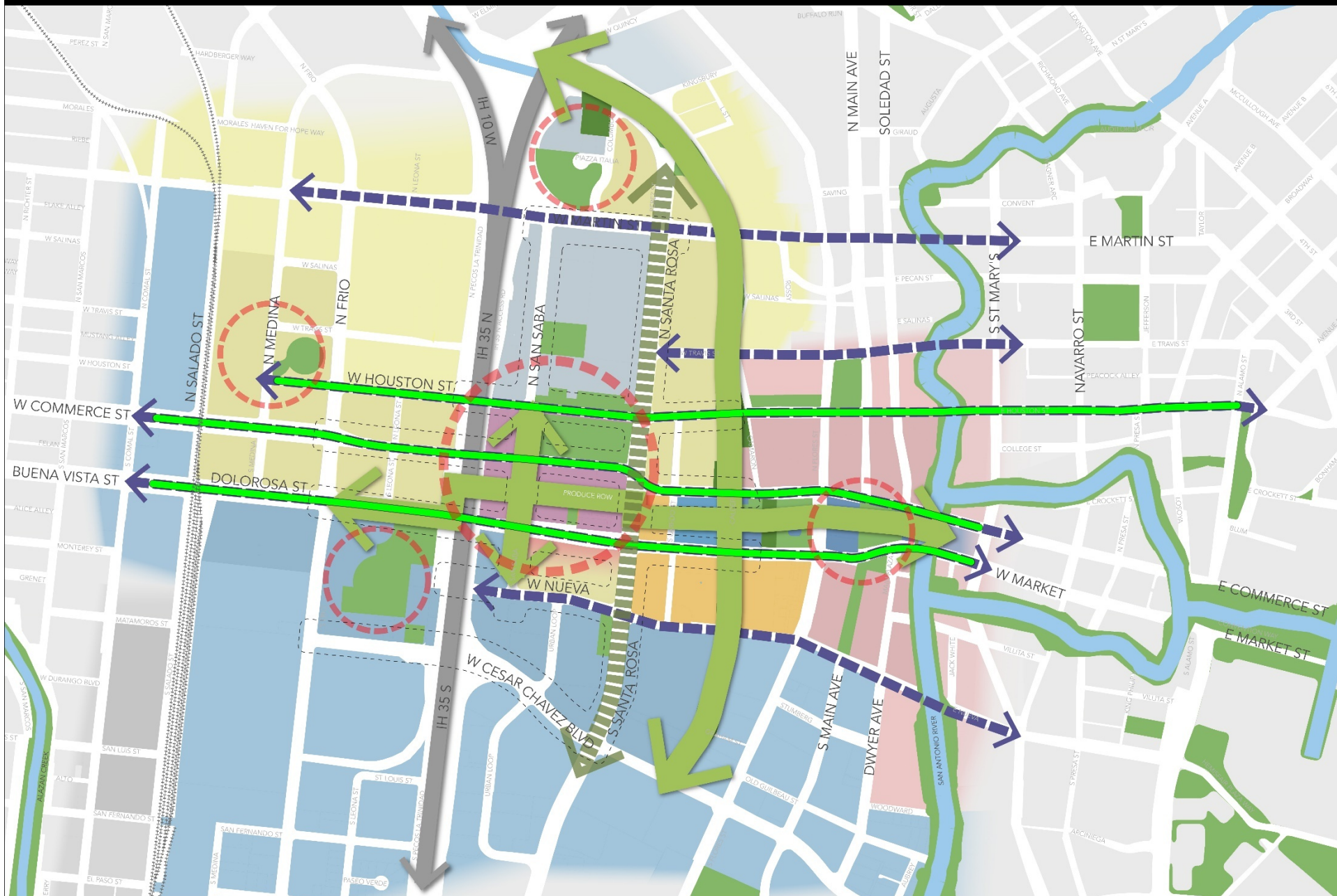
Pedestrian Green Connections



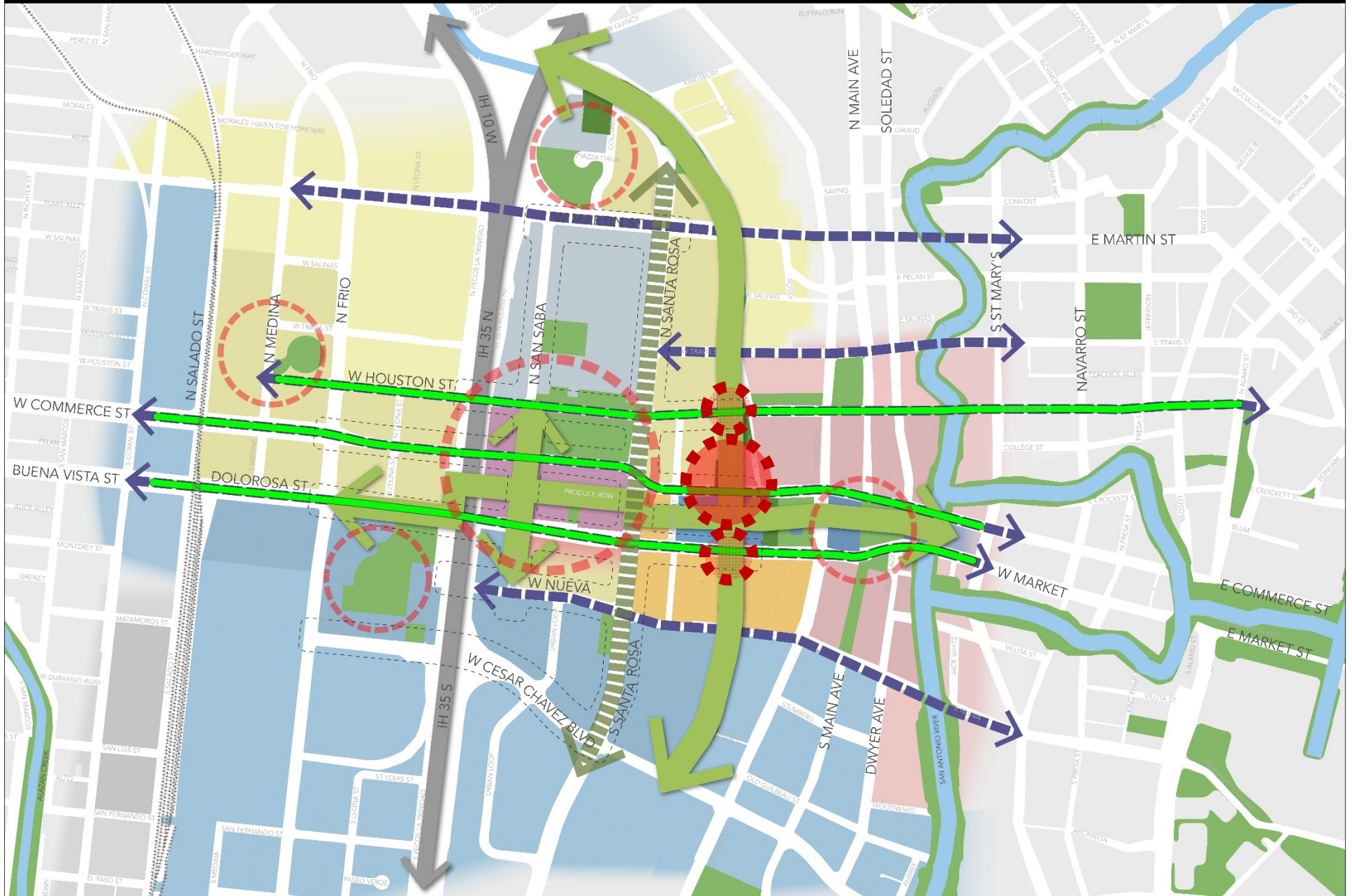
East West Streetscape Connections: Major and Minor



North South Connections: Santa Rosa



Streetscape Connections at San Pedro Creek

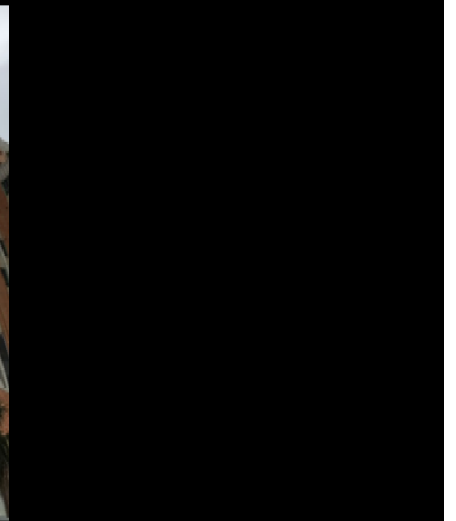


A series of seven vertical bars of varying widths and colors: purple, light purple, olive green, light green, light blue, orange, and dark orange.

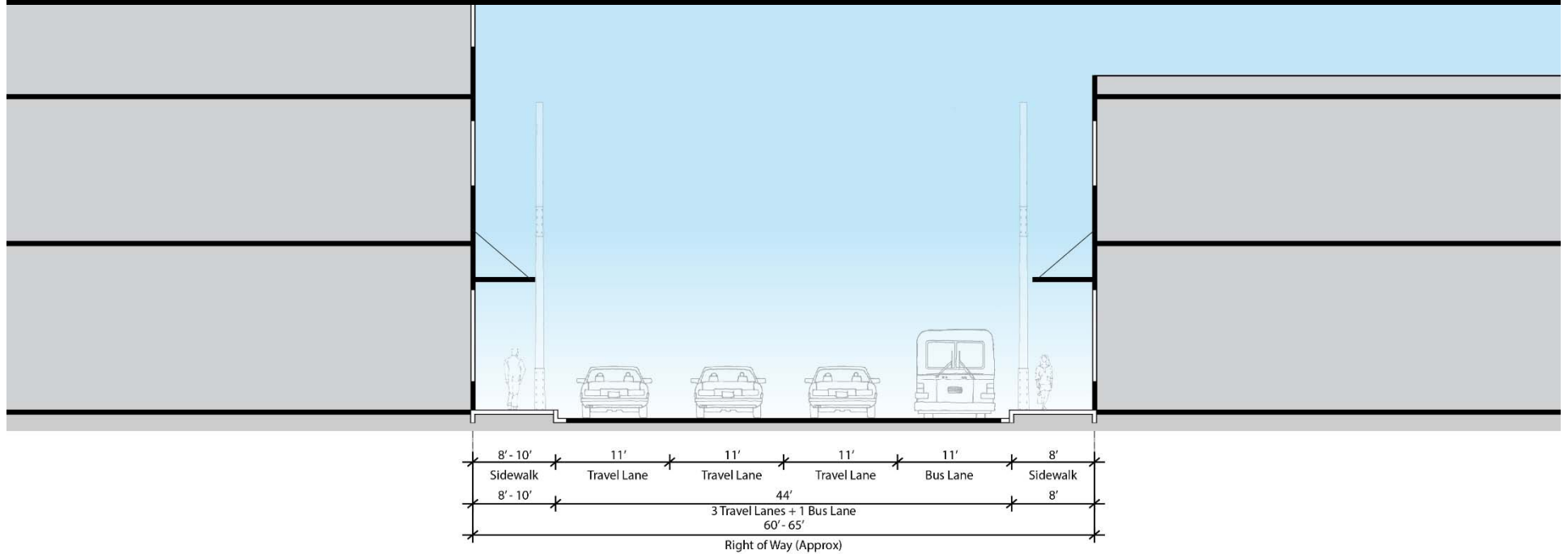
Zona Cultural

Conceptual Street Sections

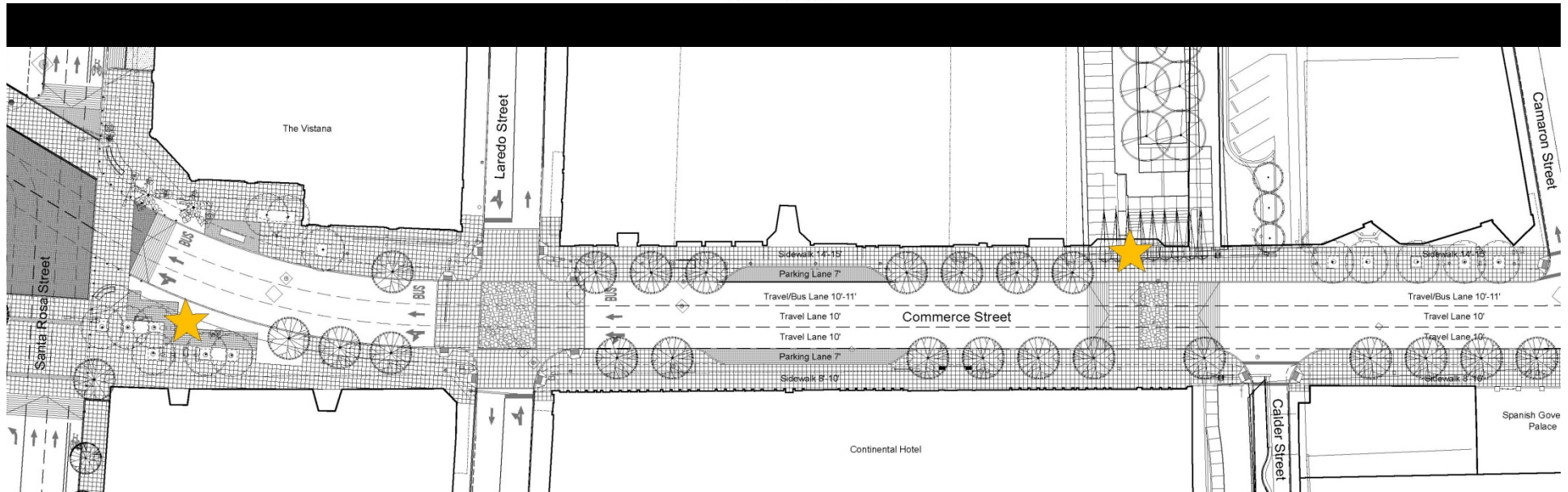
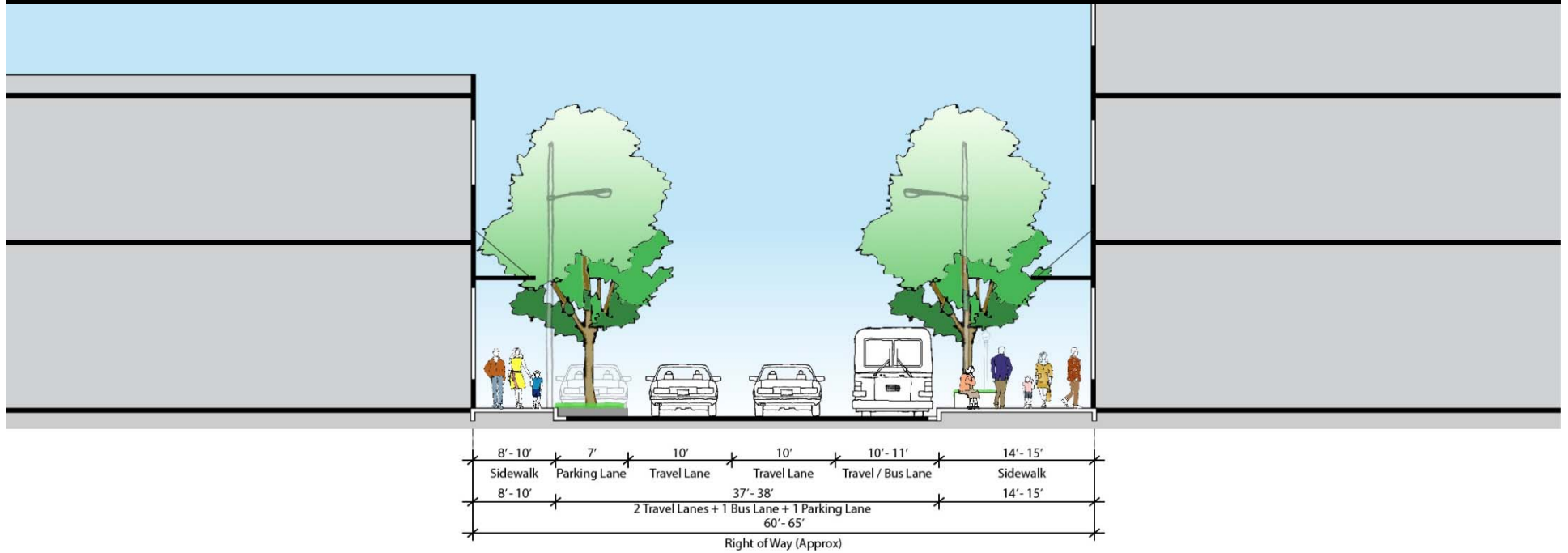
Commerce St - Existing



Commerce St - Existing



Commerce St - Proposed



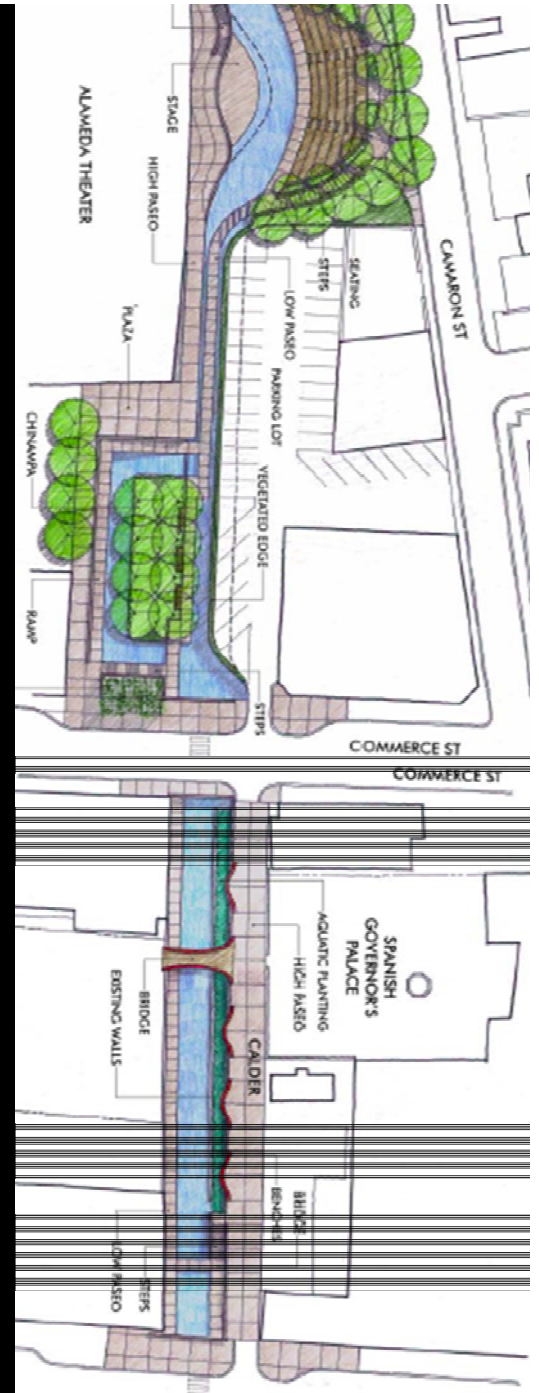
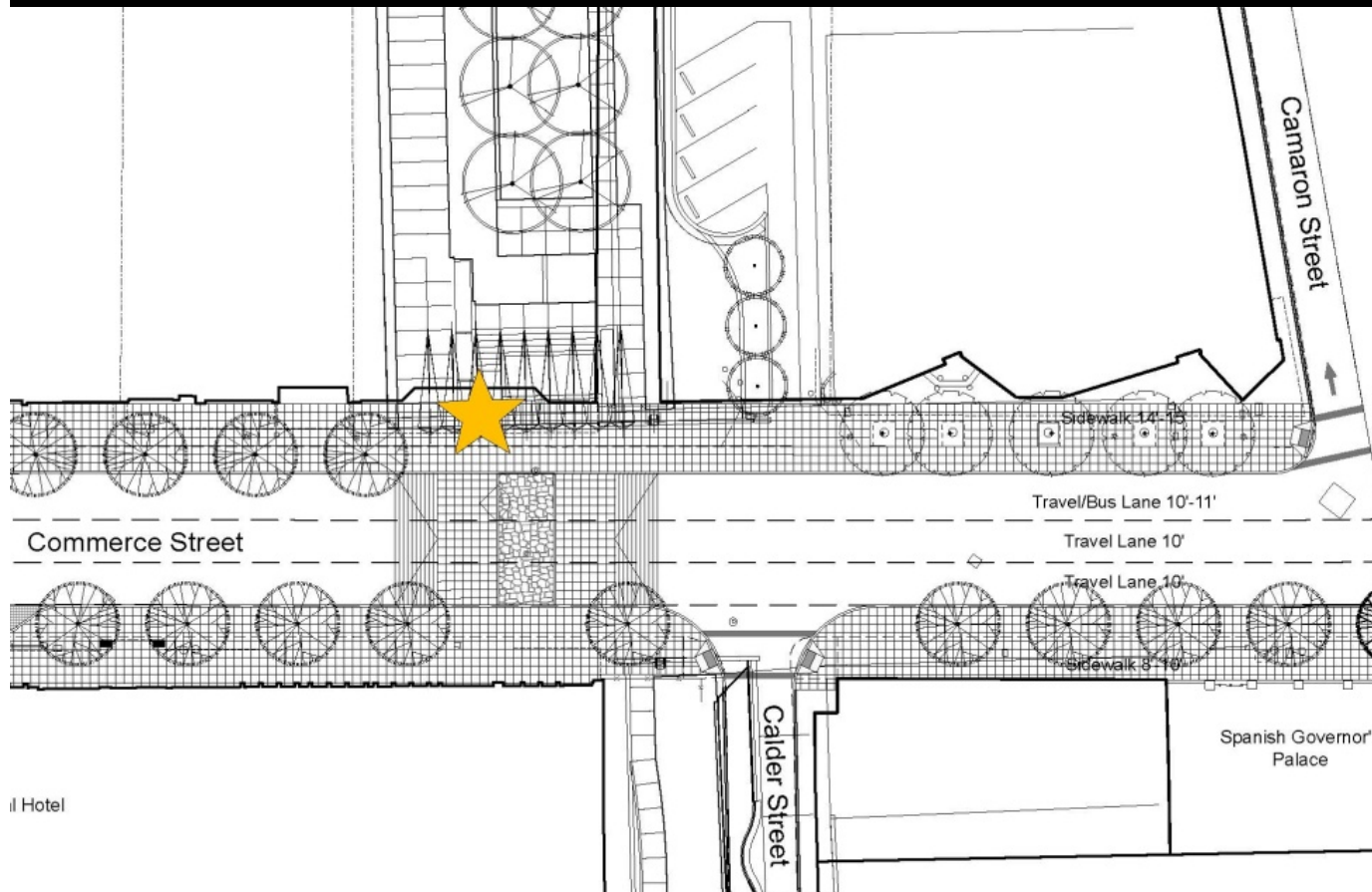
Commerce St (Between Santa Rosa & Creek) – Existing



Commerce St (Between Santa Rosa & Creek) – Proposed



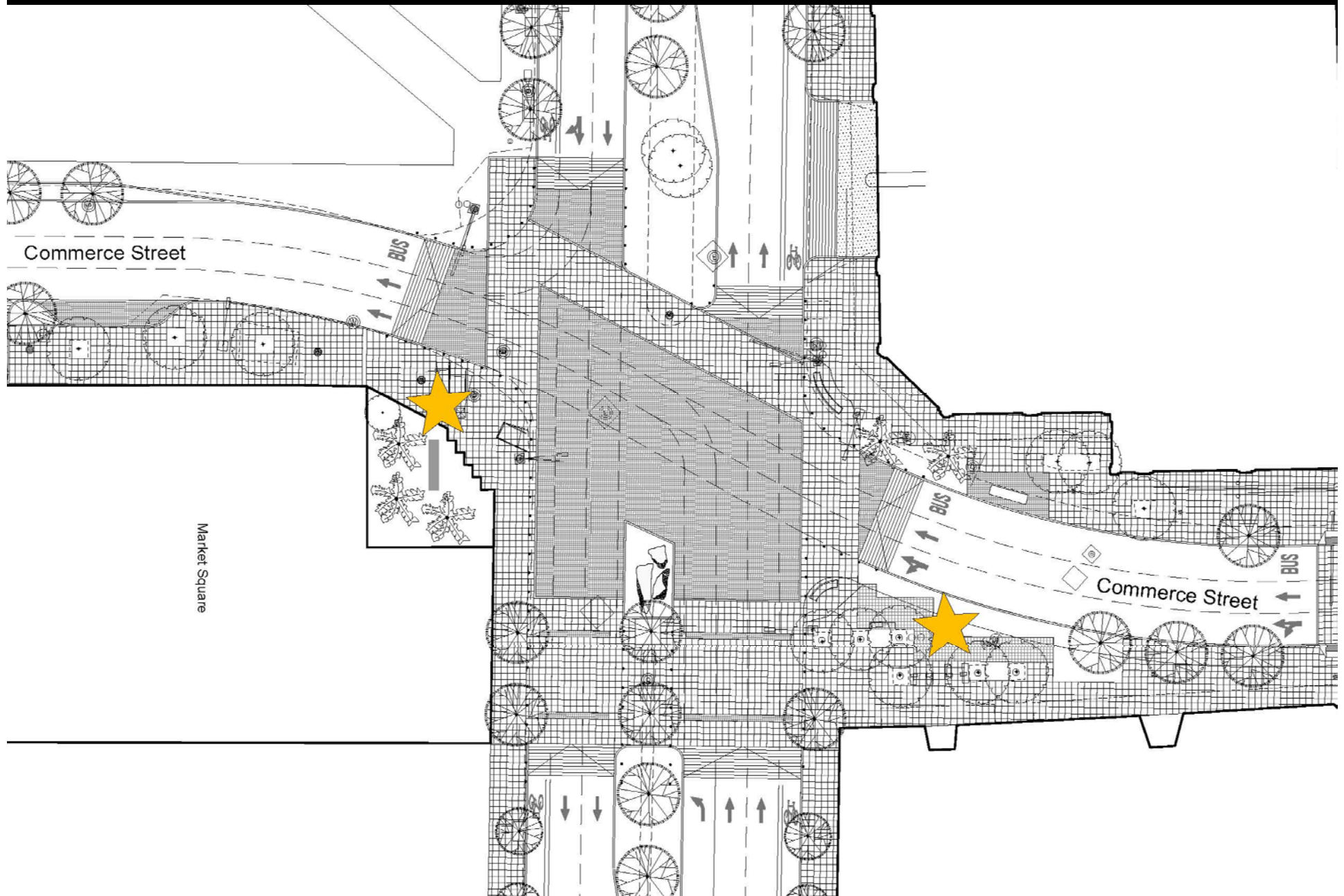
Commerce St (At San Pedro Creek) – Proposed



Commerce St (At San Pedro Creek) – Proposed



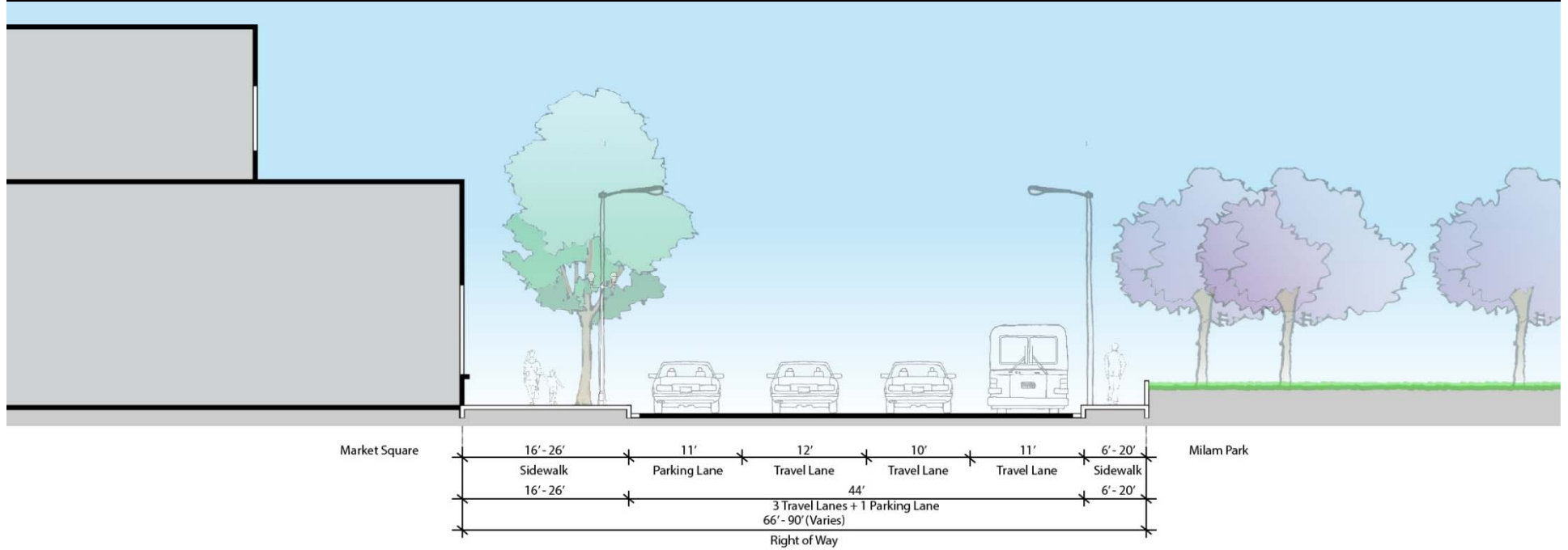
Commerce St (At Santa Rosa) – Proposed



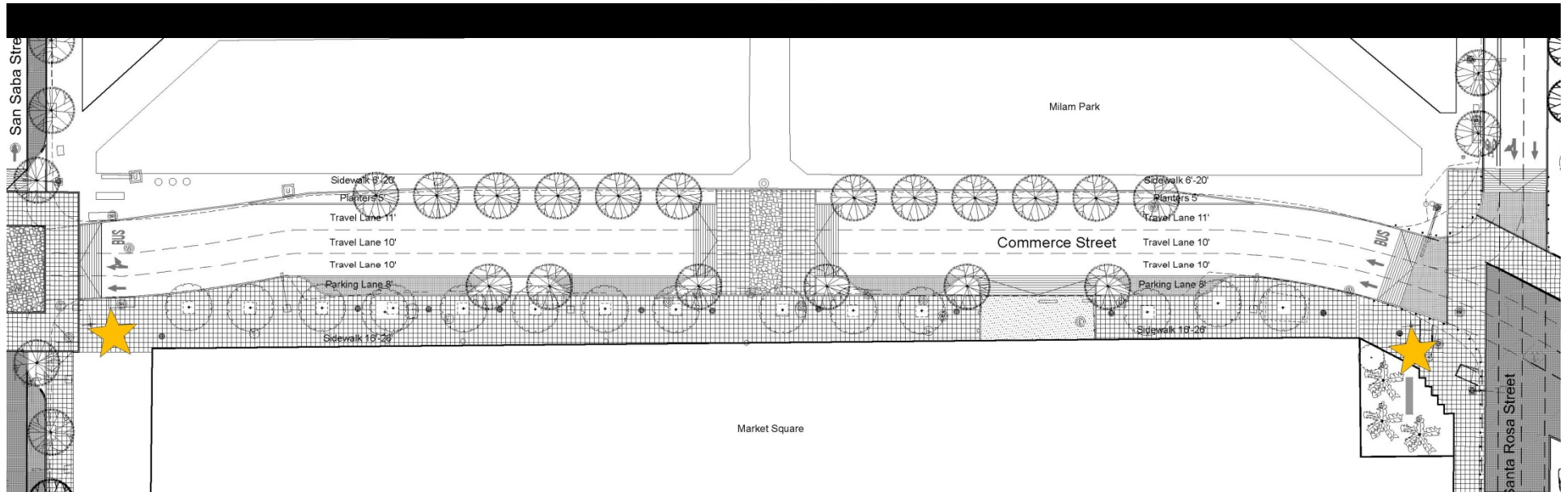
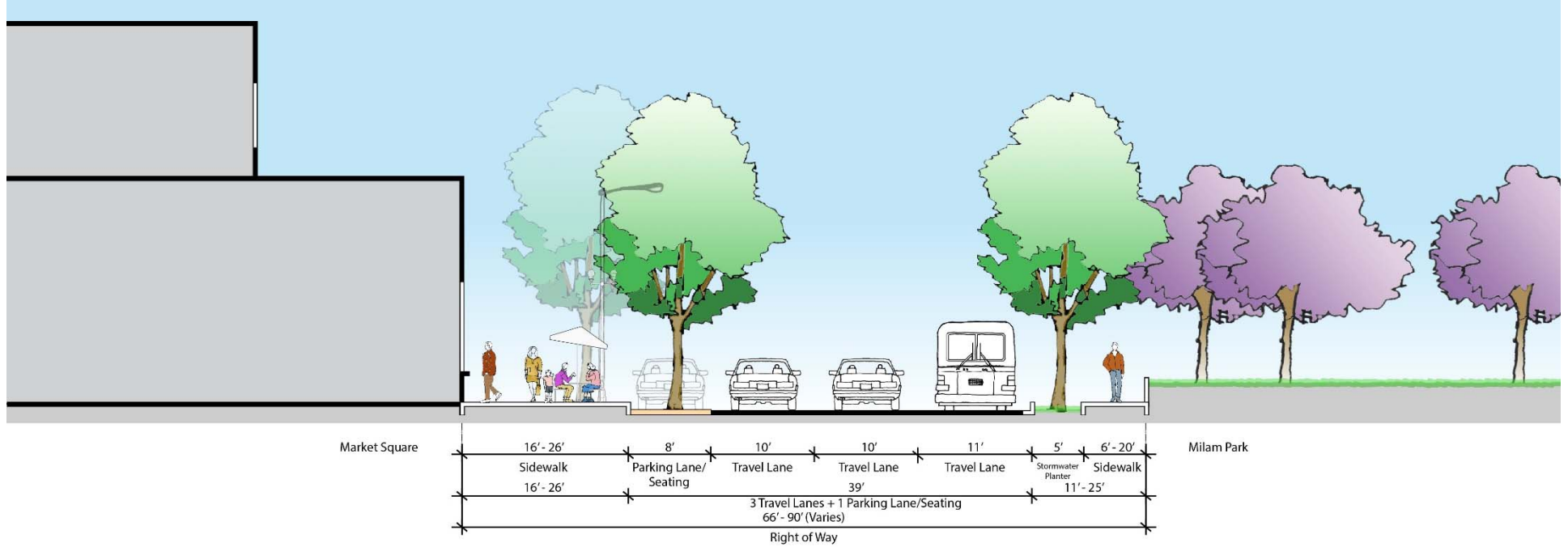
Commerce St (At Santa Rosa) – Proposed



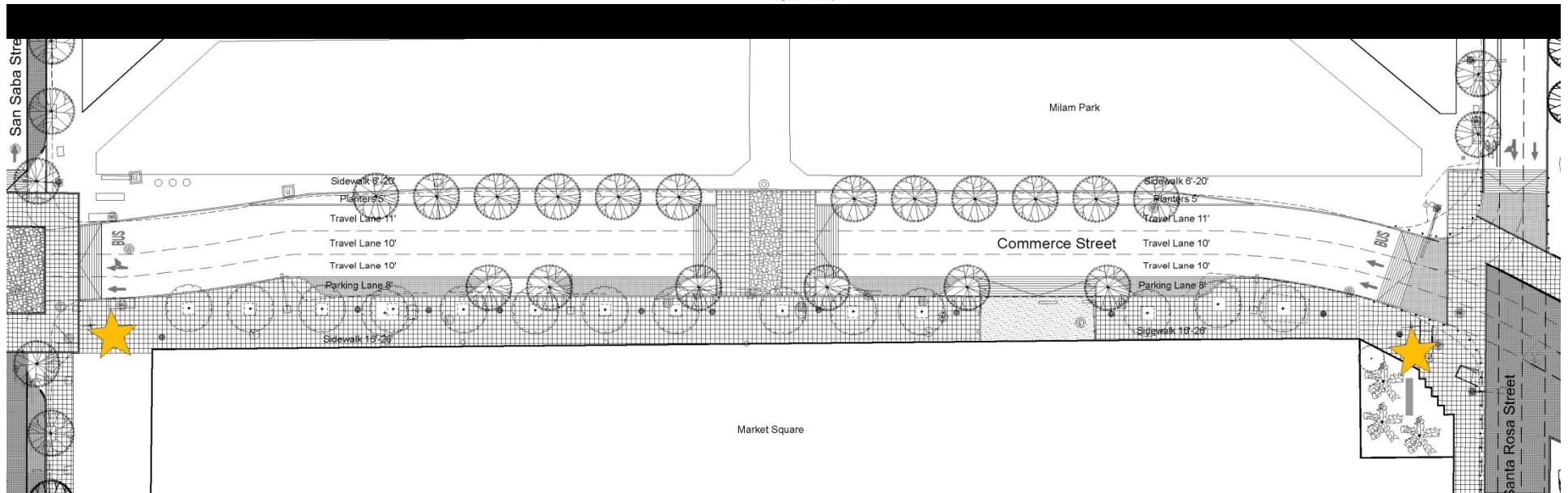
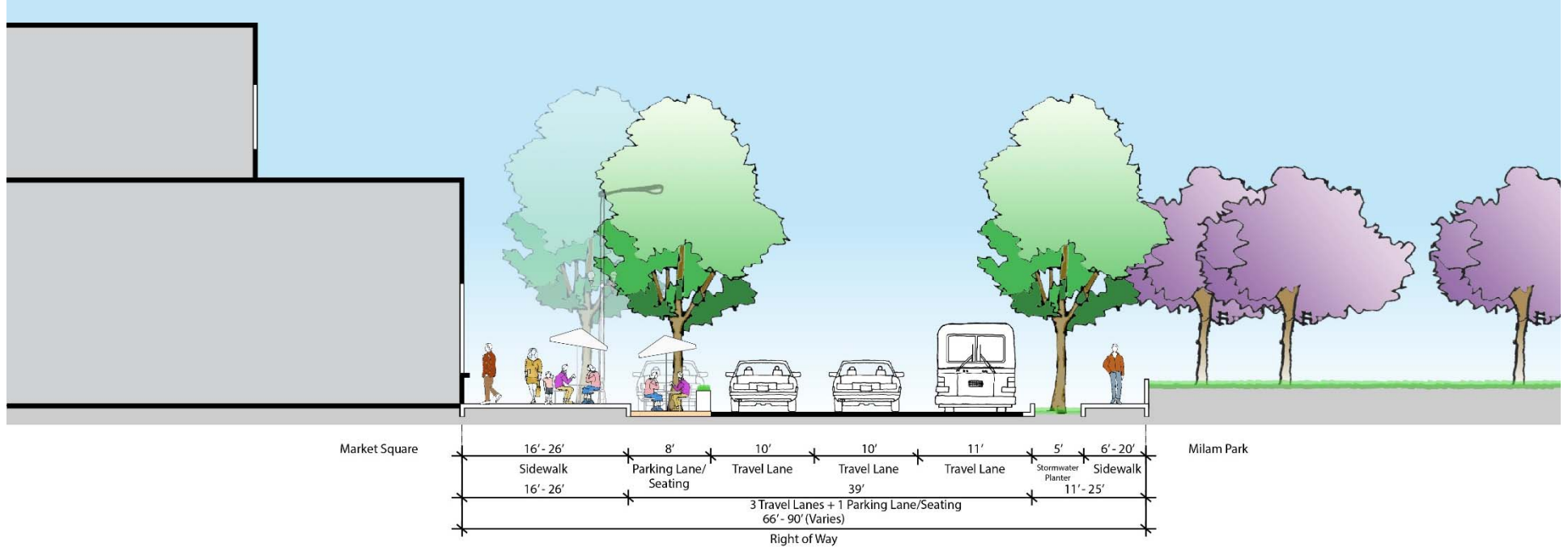
Commerce St (Between Santa Rosa & San Saba) – Existing



Commerce St (Between Santa Rosa & San Saba) – Normal



Commerce St (Between Santa Rosa & San Saba) – Parking Lane Closure



Commerce St (Between Santa Rosa & San Saba) – Existing



Commerce St (Between Santa Rosa & San Saba) – Normal



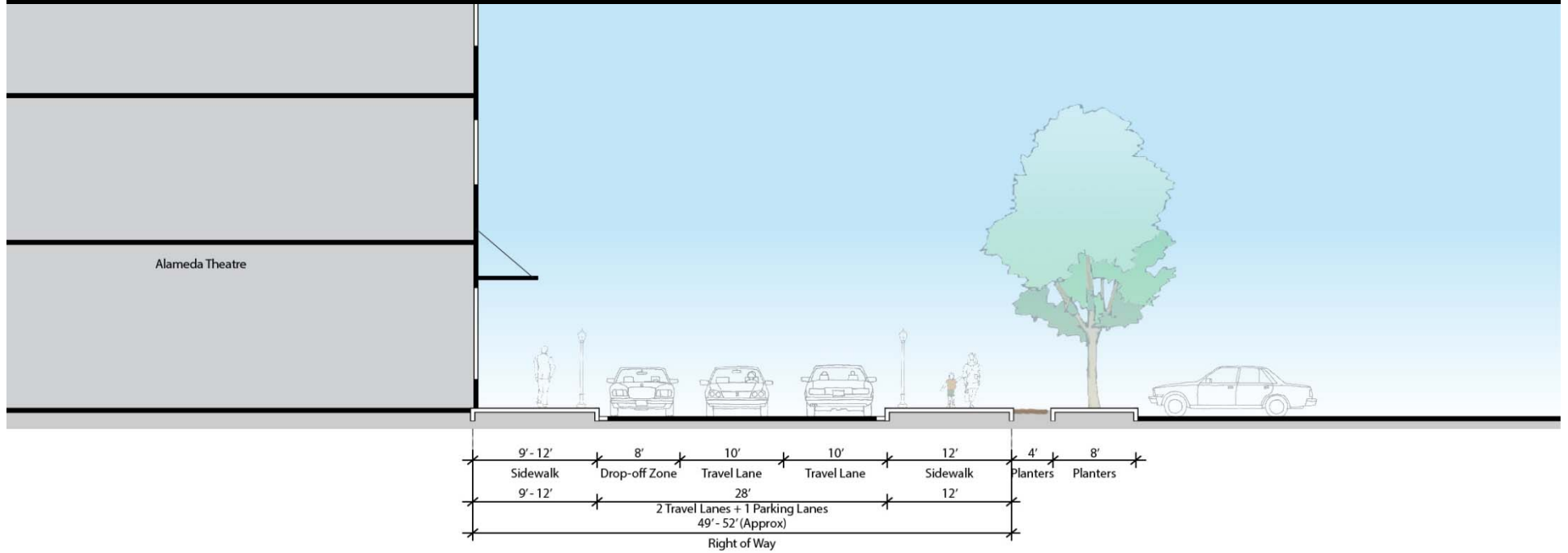
Commerce St (Between Santa Rosa & San Saba) – Parking Lane Closure



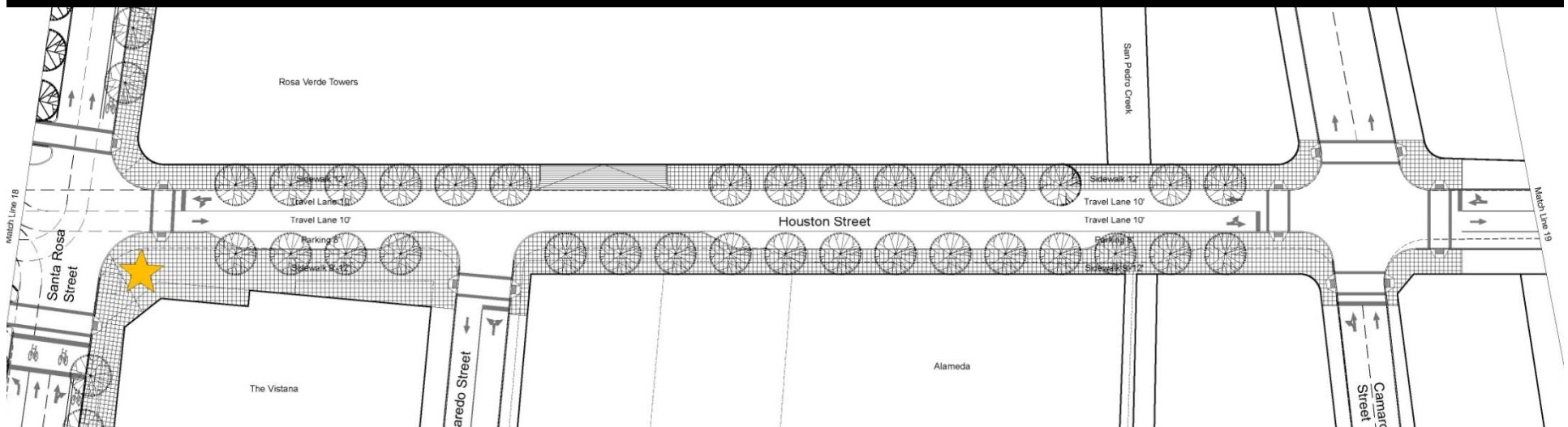
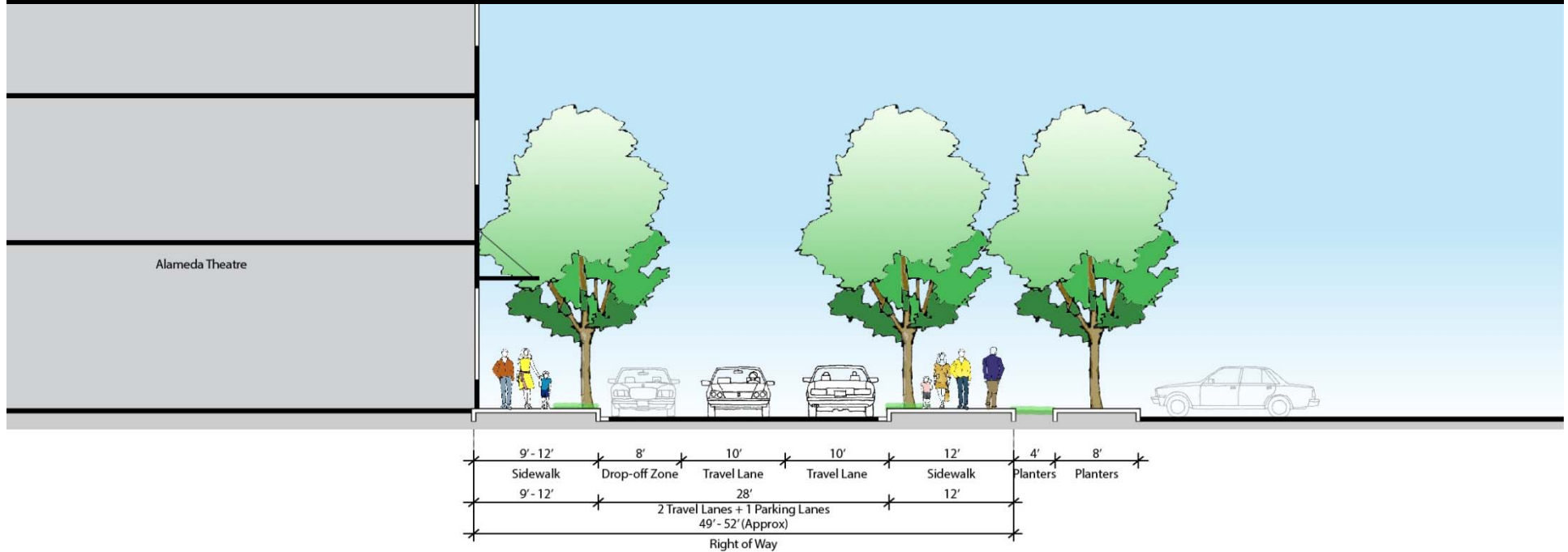
Commerce St (Between Santa Rosa & San Saba) – Festival Street



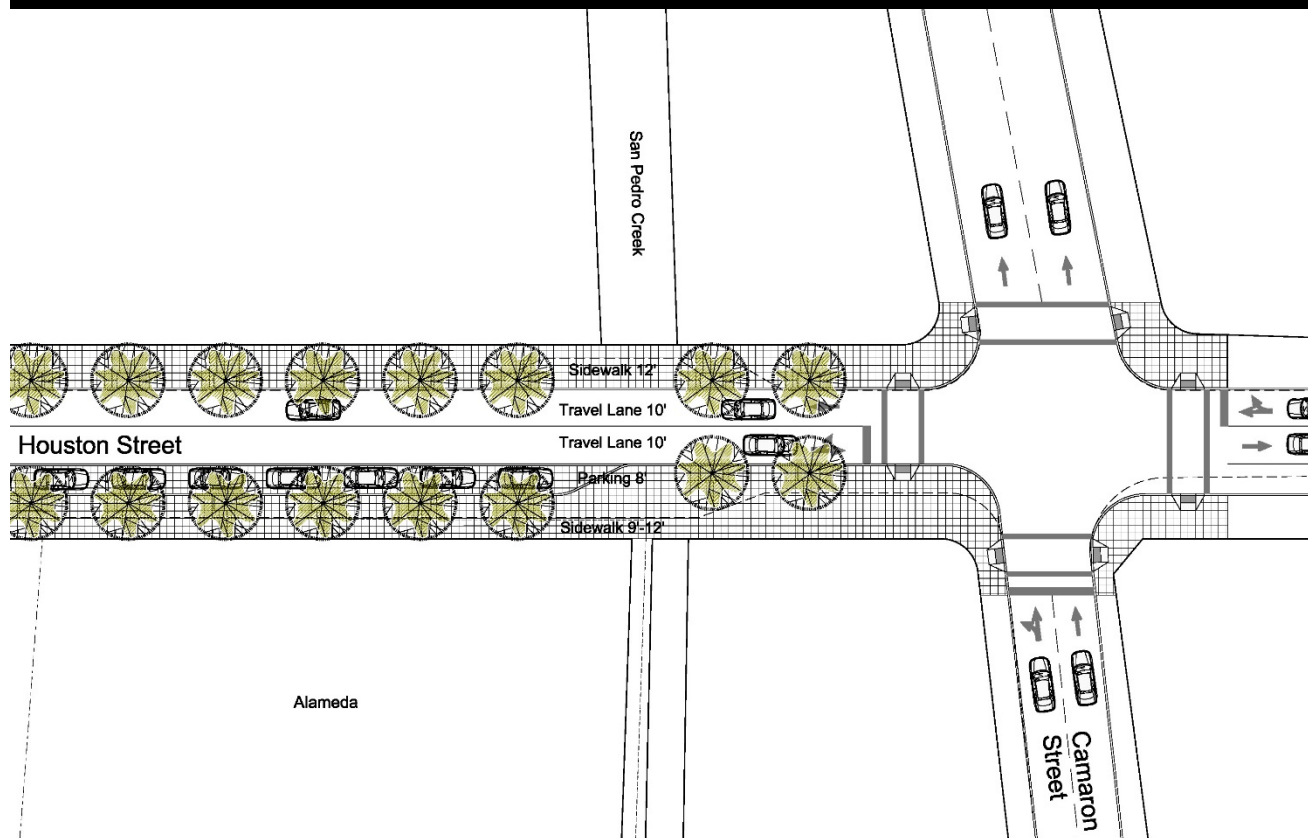
Houston St (Between Santa Rosa and Creek) – Existing



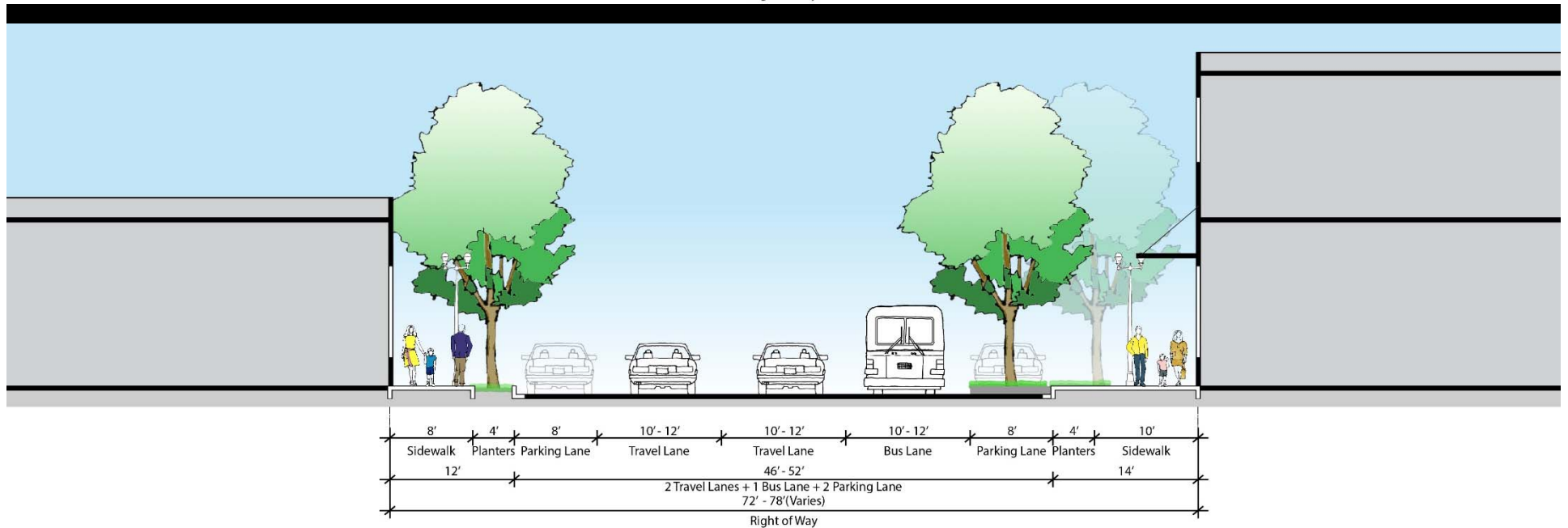
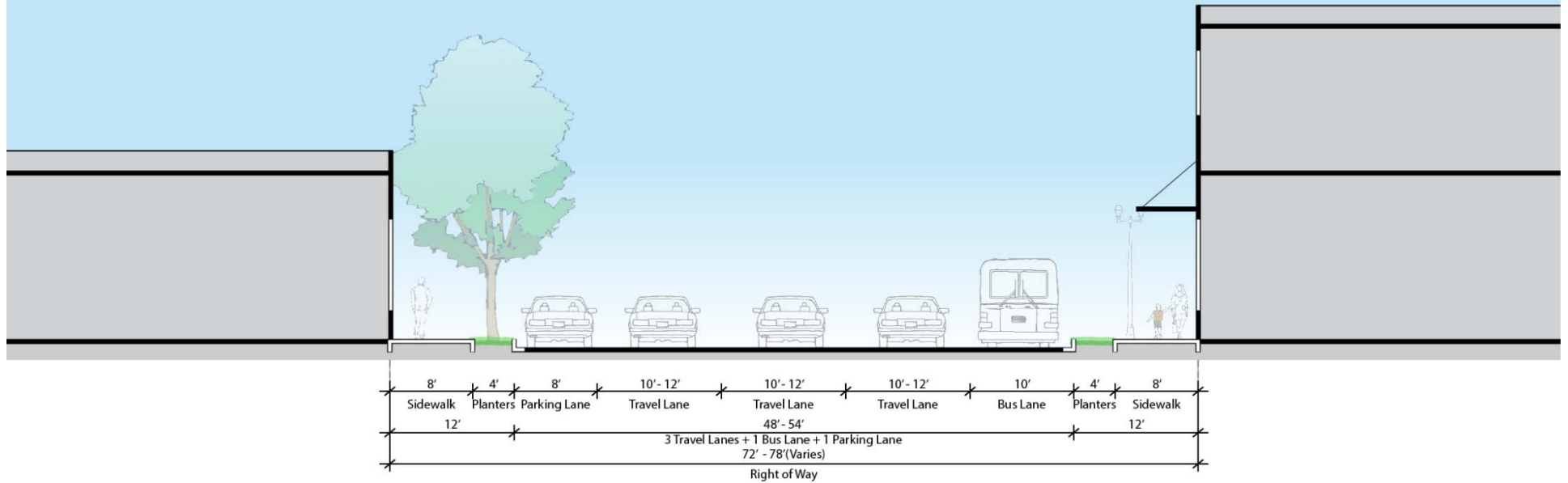
Houston St (Between Santa Rosa and Creek) – Proposed



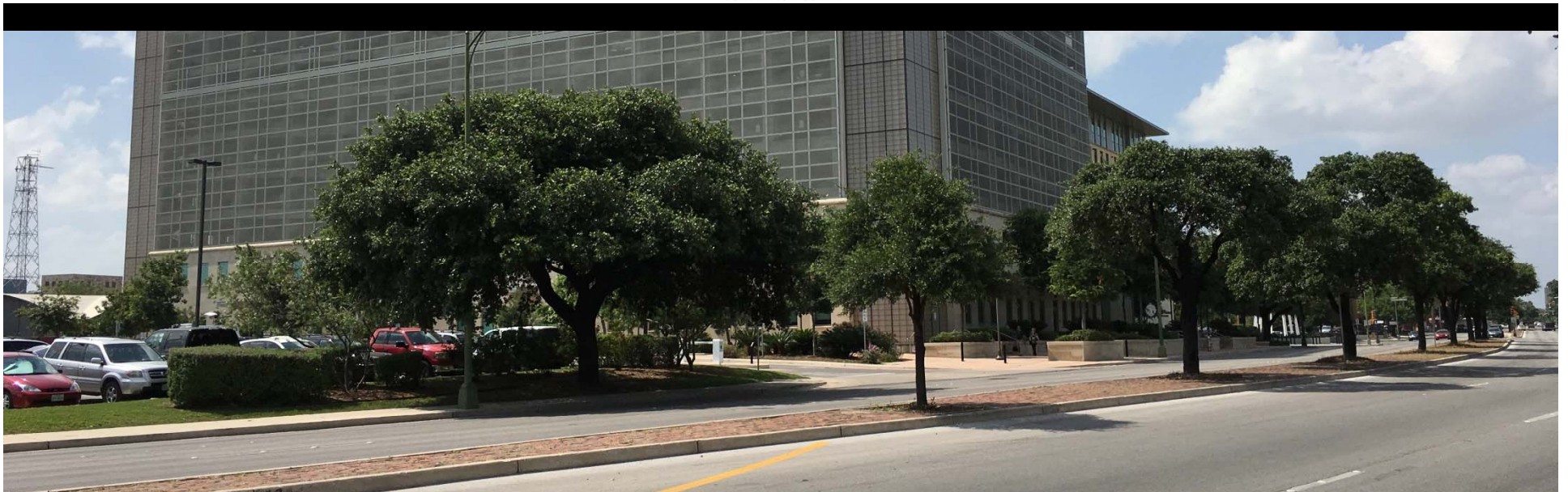
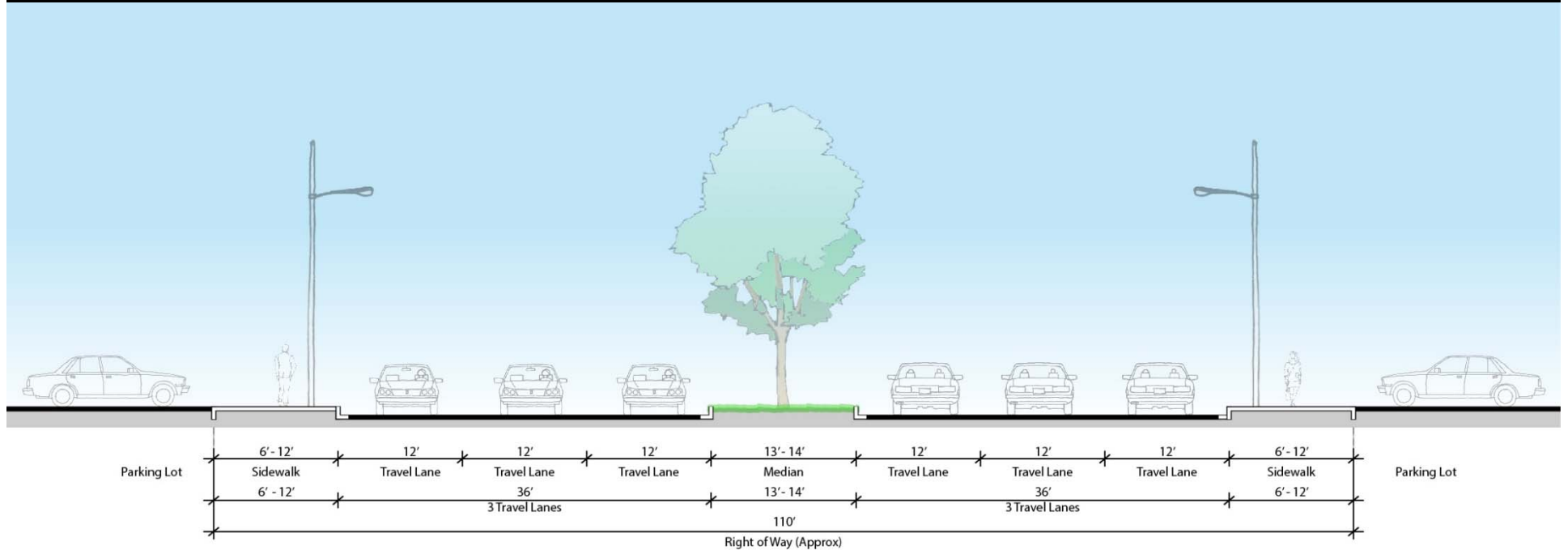
Houston St at San Pedro Creek



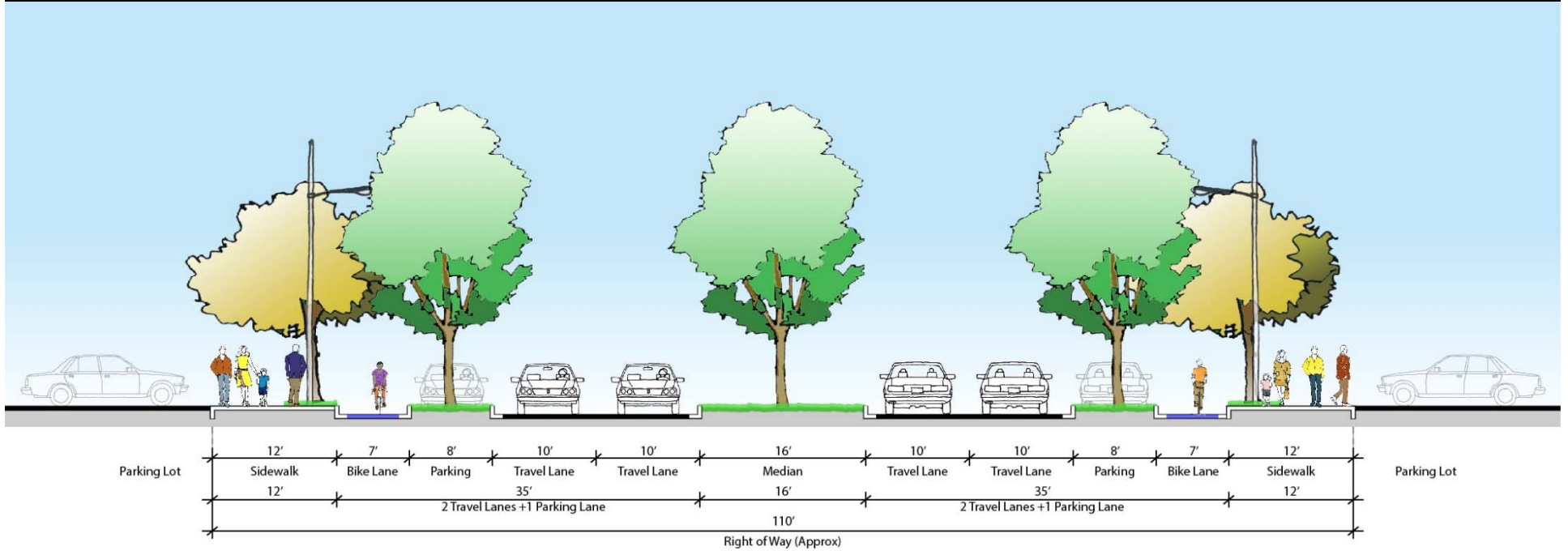
Dolorosa St (Between Santa Rosa & Creek)



Santa Rosa St (Between Cesar Chavez & Commerce) – Existing



Santa Rosa St (Between Cesar Chavez & Commerce)



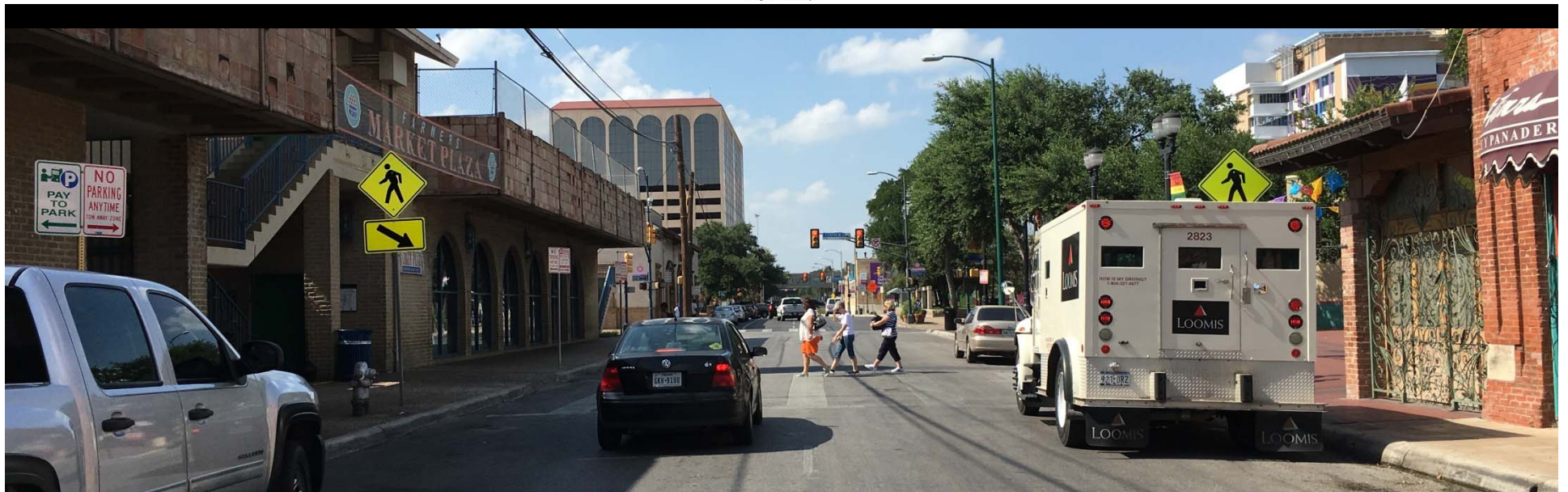
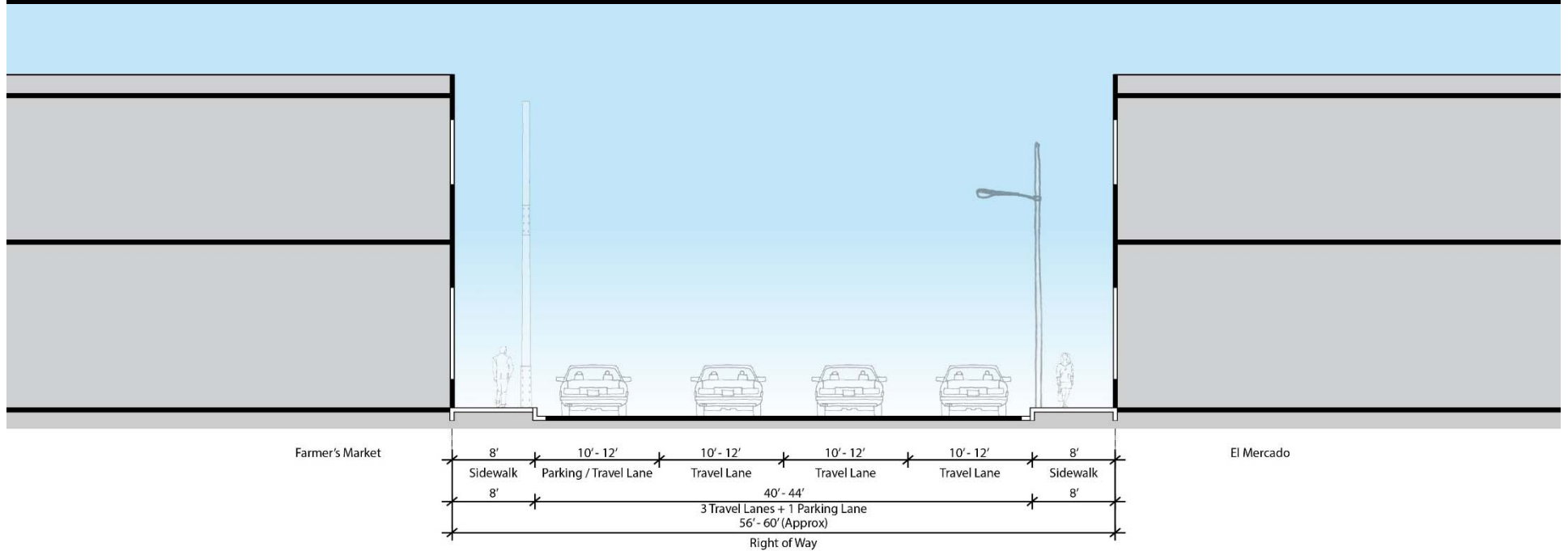
Santa Rosa St (Between Commerce & Cesar Chavez) – Existing



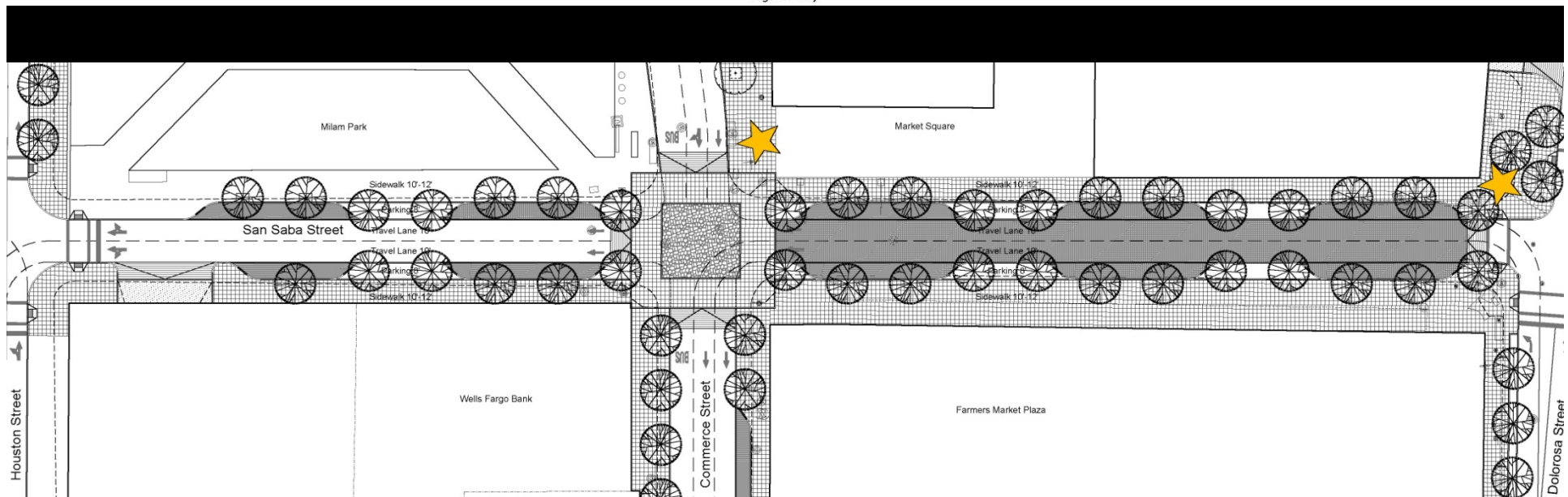
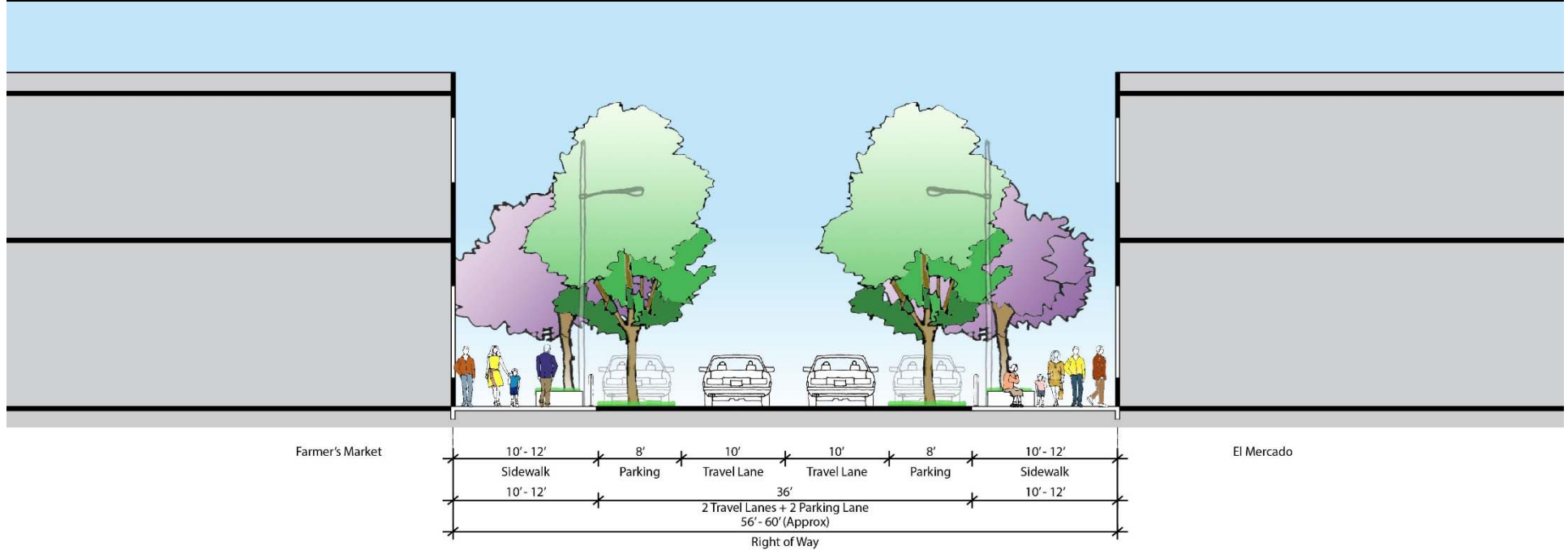
Santa Rosa St (Between Cesar Chavez & Commerce) – Proposed



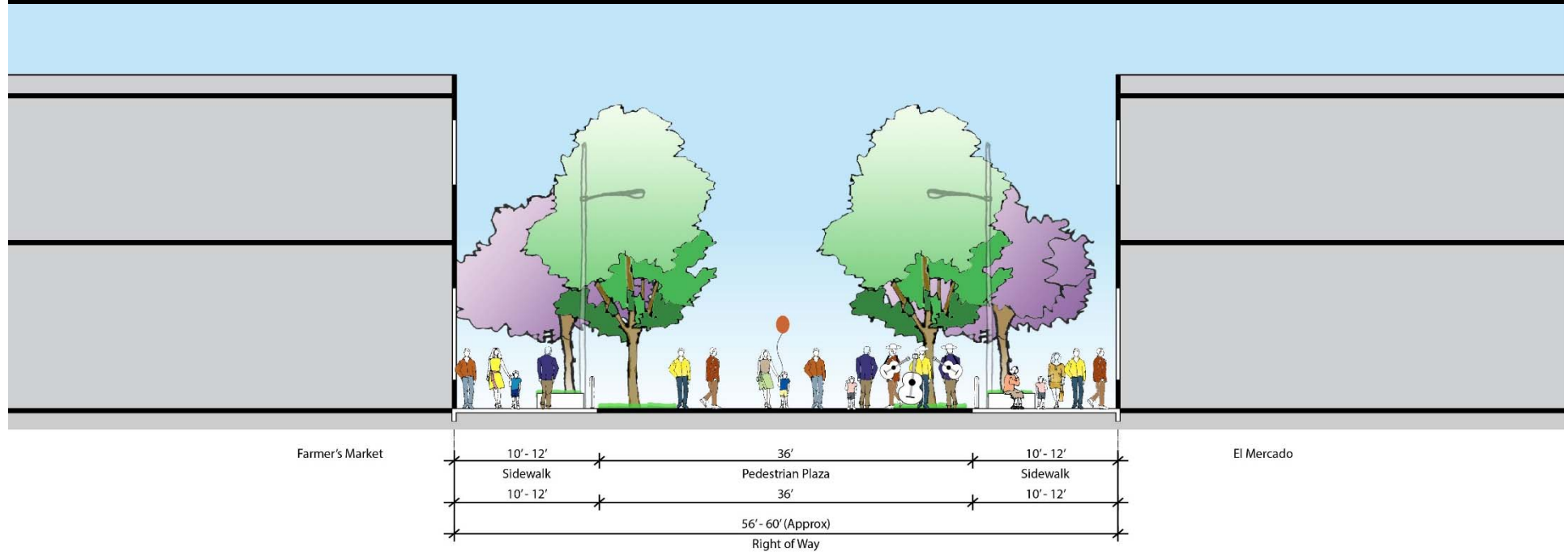
San Saba St (Nueva to Houston) - Existing



San Saba St (Nueva to Houston) – Proposed Open Festival Street



San Saba St (Nueva to Houston) – Proposed Closed Festival Street



San Saba St – Existing (South of Houston)



San Saba St – Proposed Open Festival Street



San Saba St – Proposed Closed Festival Street





A series of seven vertical bars of varying heights and colors: purple, light purple, olive green, light green, light blue, orange, and dark orange.

Zona Cultural

Urban Design and Street Concept Design

April 13th, 2017