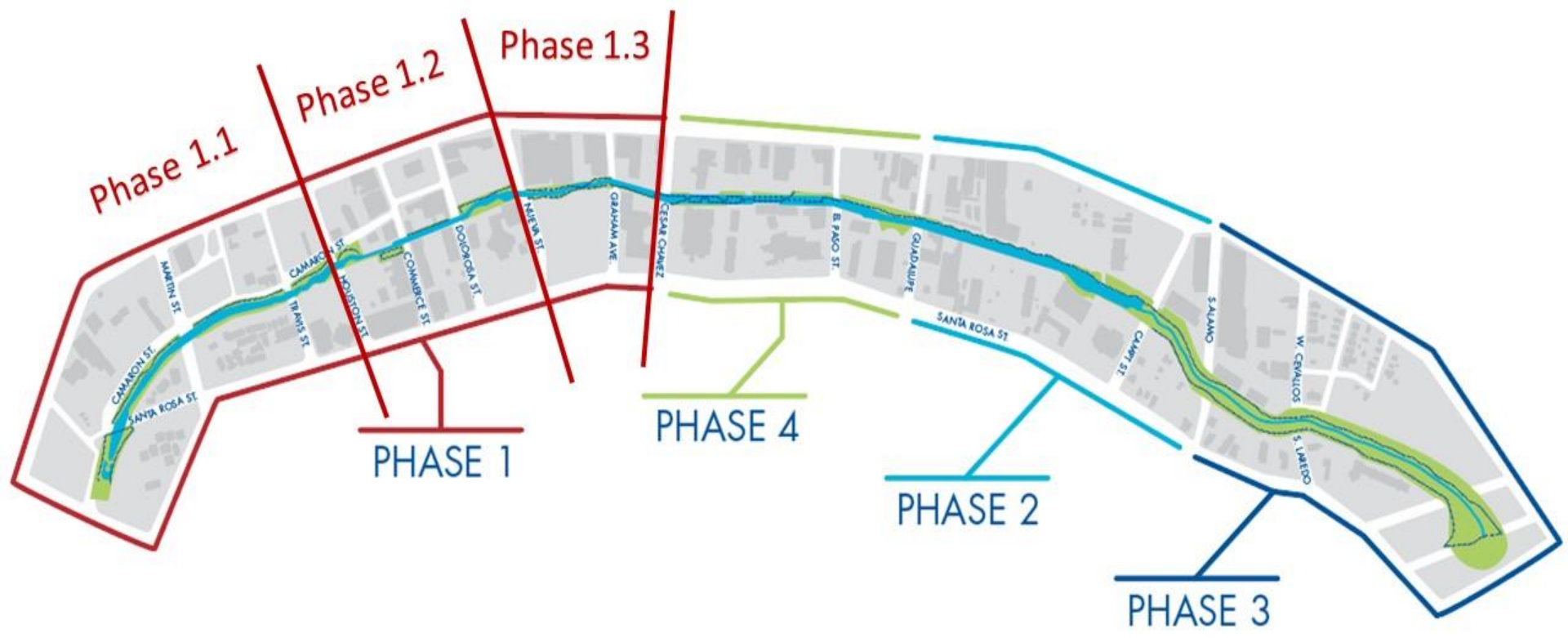




**San Pedro Creek**

**improvements project**

**CONNECTING COMMUNITIES**





# CONSTRUCTION UPDATE



# Phase 1.1 Construction Update

- Sundt-Davila JV on schedule to complete construction of Phase 1.1 by May 5, 2018
- Flagstone in manantial area
- Limestone for 12 generation benches and in pools
- Landscaping in Santa Rosa to Martin block
- Travis Gatehouse concrete poured
- Arsenal pump station work ongoing





































System  
1100.0071











# Phase 1.2 Construction Update

- Early Work Package 11
  - Former Dollar General building demolition to begin February 19
  - Utility relocations ongoing
- Early Work Package 12
  - Demolition and heavy civil work to begin in March
- Full construction projected to begin in late summer or early fall





# DESIGN UPDATE



# Phase 1.2 Design Update

- Design team working towards 90% submittal on February 28
  - Focus on Houston to Commerce block
    - Water wall feature
    - Entertainment plaza
- 100% design submittal due May 31
- Coordination with SDJV ongoing



# Partner Coordination

- Commissioners Court
  - Jan 30: Approval of O&M Agreement between Bexar County, The City of San Antonio, and the San Antonio River Authority
- City Council
  - Feb 8: Approval of Temporary Construction Easements
- SARA Board
  - Jan 17: Approval of budget amendment for Work Packages 11 & 12



# Partner Coordination

- Executive Committee
  - David Smith, County Manager, Bexar County
  - Lori Houston, Assistant City Manager, City of San Antonio
  - Mike Frisbie, Director, Transportation and Capital Improvements, City of San Antonio
  - Suzanne Scott, General Manager, San Antonio River Authority
- Feb 9: Regular Monthly Meeting





# **SAN PEDRO CREEK ARTS**

## Program Update



# WORD ART



- Word Art installed
- Investigating paint infill





# TILE MURALS

- All five murals are in production
- Studio visit February 20-21
- Installation begins in March



**Tile Artisans**  
DIGITAL IMAGING, LLC

KILN FIRED  
TILE MURALS



# PROGRAMMING

- Calendar of events
  - Regular tours (Art and History)
  - Temporary art installations
  - Site appropriate events
- Arts & Culture Alliance meeting – March 13
  - Partnerships with local arts organizations
  - Sponsorship and grant opportunities





# QUESTIONS & COMMENTS





# **San Pedro Creek Culture Park**

## Marketing Overview

# From a Project...





# To a Culture Park.



- The circular motion is inspired by the manantial – the spring at the birthplace of Bexar County 300 years ago.
- The sun is a symbol for life.
- The blue color represents that this Culture Park is inspired by water.



# San Antonio Culture Park

## Marketing Message Timeline

- **Phase 1 – April 5 – May 5**
  - Teaser, countdown to opening, and storytelling about what the Culture Park is, the opening, and all it offers visitors
  - Primary audience, San Antonio & Bexar County
- **Phase 2 – May 5 and beyond**
  - “Now open” messaging to local community, continue storytelling





# San Antonio Culture Park

## Marketing Objectives

- To tell the story of San Pedro Creek's transformation into a culture park.
- To tell the story of San Pedro Creek flowing with culture, art and nature.
- To tell the story of the purpose behind San Pedro Creek (i.e. flood control, water quality, etc.).
- To generate excitement and intrigue about the San Pedro Creek Culture Park – the newest “destination” in downtown SA



# San Antonio Culture Park

## Marketing Story Told Through Multi-Layered Approach:

- Public relations
- Social Media
  - Facebook ads/content (videos, animation, etc.)
  - Instagram storytelling
  - Twitter “news” updates and factoids
- Digital
  - Sponsored articles/video, YouTube, Display Ads (HTML 5)
  - Establish/enhance digital search presence (i.e. Google maps, YELP, Wikipedia, TripAdvisor, etc.)
- Community Blog
- Print ads
- Website and Mobile APP





# **San Antonio Culture Park**

## Creative Platform & “Inspiration Boards”

**Platform: A Culture Park *Flowing with Purpose***

**Brand Story Themes: *Culture, Art, Nature***

***Culture = San Pedro Creek History***

***Art = Public Art Offerings***

***Nature = Ecosystem, Water Quality, Flood Control***





SAN  
PEDRO  
CREEK  
CULTURE PARK

FROM  
PURPOSE  
FLOWS  
NATURE

PURPOSE  
MEETS  
NATURE







SAN  
PEDRO  
CREEK  
CULTURE PARK

FROM  
PURPOSE  
FLOWS  
ART



# PURPOSE MEETS ART



SAN  
PEDRO  
CREEK  
CULTURE PARK

FROM  
PURPOSE  
FLOWS  
CULTURE

# PURPOSE MEETS CULTURE



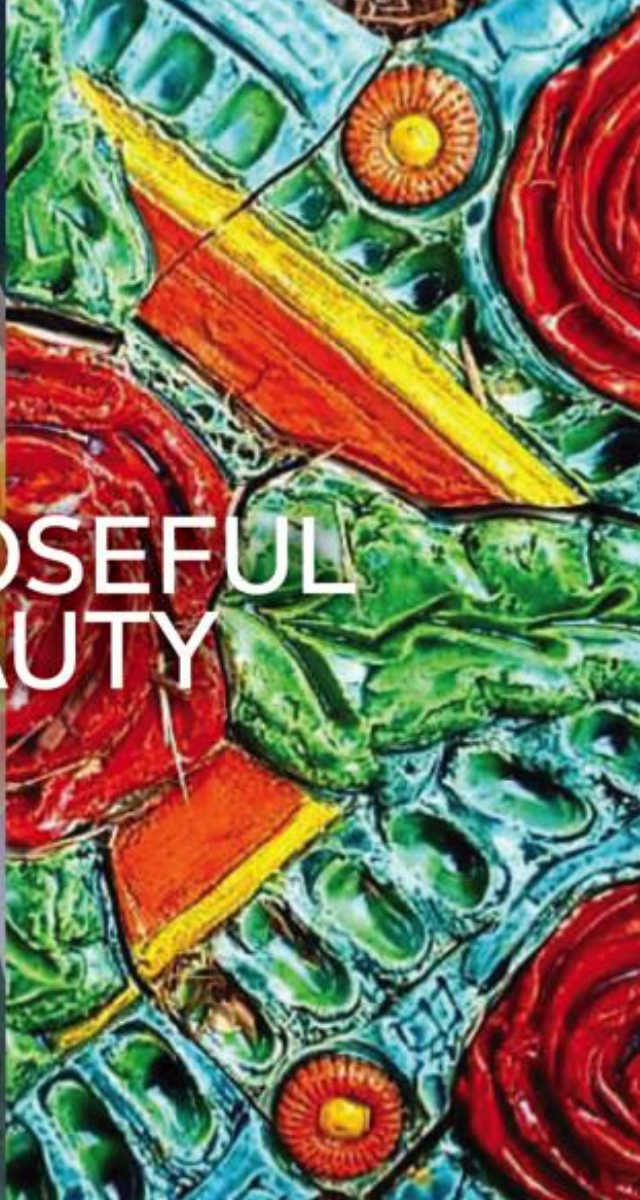




SAN  
PEDRO  
CREEK  
CULTURE PARK

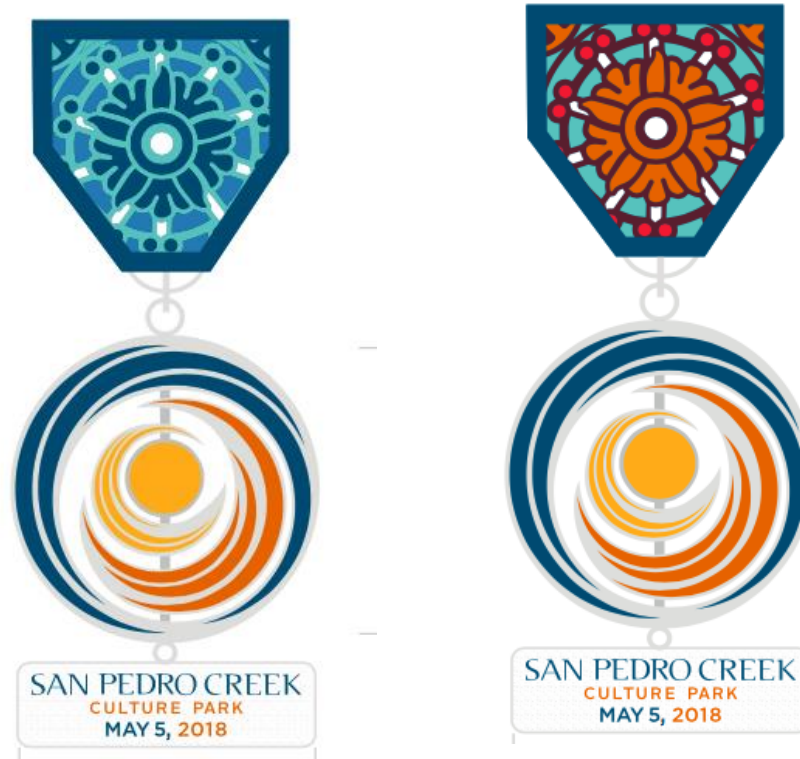
FROM  
PURPOSE  
FLOWS  
ART

# PURPOSEFUL BEAUTY



# Key SPC Culture Park Marketing Elements

## Commemorative Fiesta Medal







News & Announcements

**MAY 5** Grand Opening Commemoration  
Time 11 a.m. - 3 p.m.

Join us for a day of celebration and commemoration at the site of San Antonio's birthplace. We'll have live music, art, and more. The event is free and open to all. For more information, visit [www.spculturepark.com](http://www.spculturepark.com).



# SAN PEDRO CREEK CULTURE PARK WEBSITE

## Flowing with Purpose

### A living and breathing park

Come learn about the magnificent history of the creek and soak in the sights and sounds of the city's vibrant culture while strolling along the banks of a beautifully restored linear park. The past flows to the future in one sacred site teeming with inspired art, splendid paseos, iconic pavilions, places of respite, and cultural reflections.

### Safety for our city

The San Pedro Creek Culture Park, located northwest of downtown San Antonio not far from The Alamo, exemplifies beauty with purpose, as it serves as vital storm water infrastructure for a growing downtown. In addition to safely conveying flood waters, low impact design elements are improving water quality and natural habitat. The creek is now a catalyst for economic development and extends the city's extensive network of linear greenways connecting neighborhoods and enhancing our quality of life.

### A monument to the transformation of San Antonio

At the site of San Antonio's birthplace, we honor culture, art and nature as a tribute to our ancestors and look to the future of our vibrant community. Experience the evolution of San Antonio in the place where it all began.

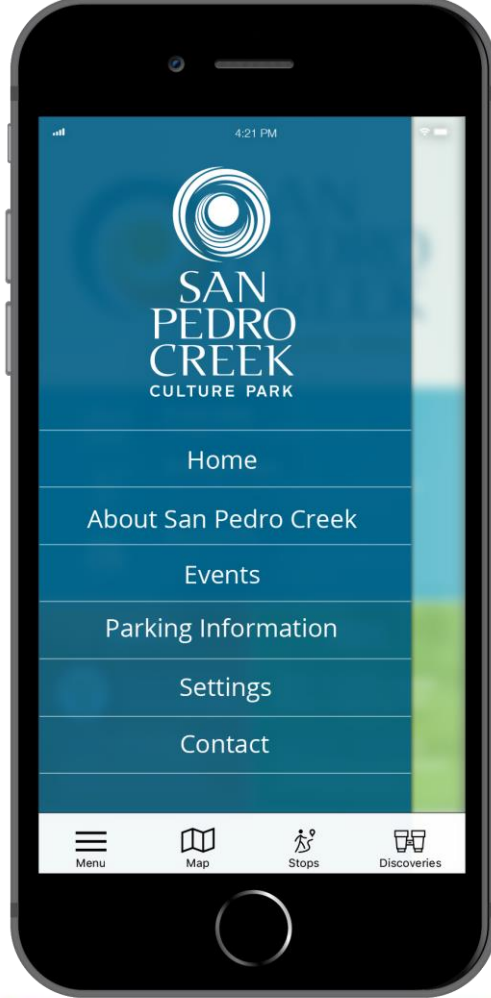
### Welcome to San Pedro Creek Culture Park

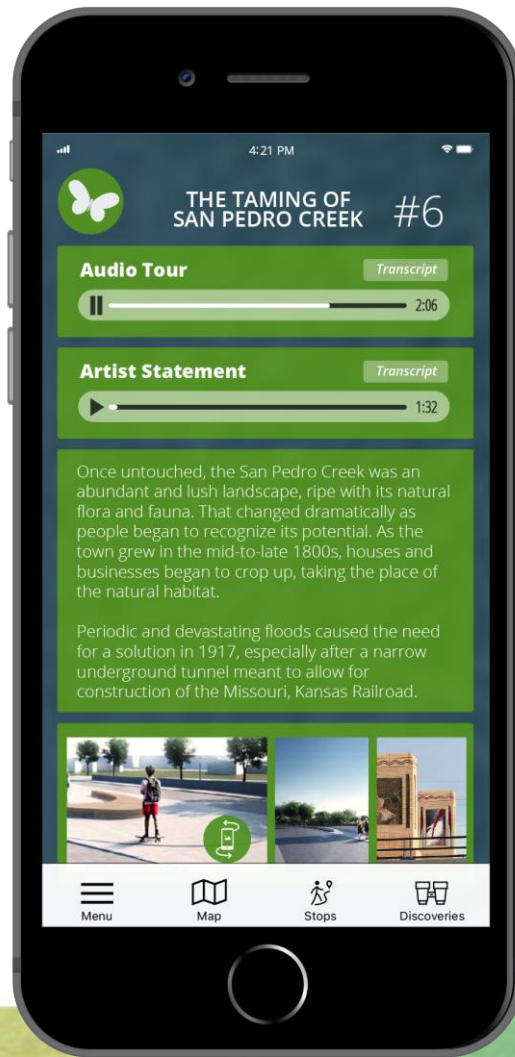
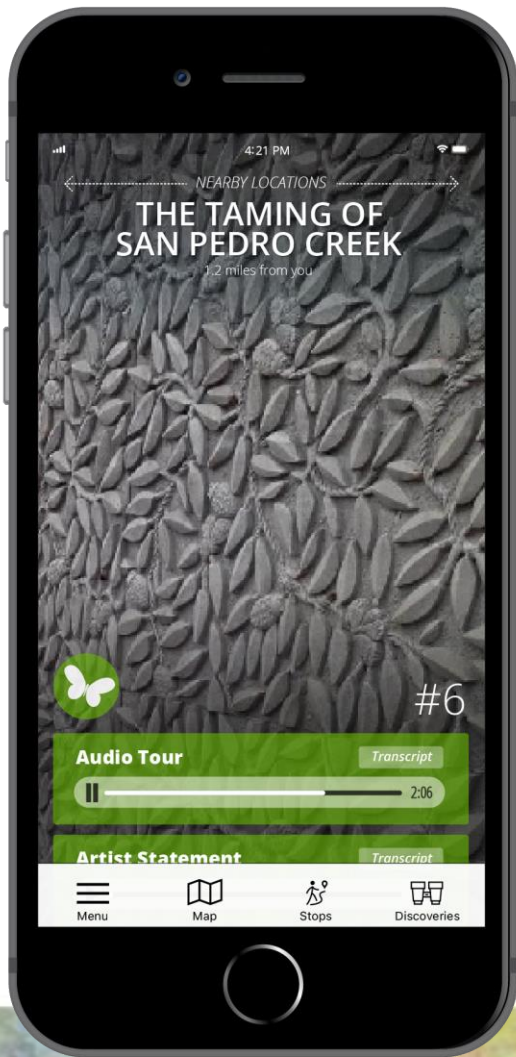


## Mobile APP - Interactive





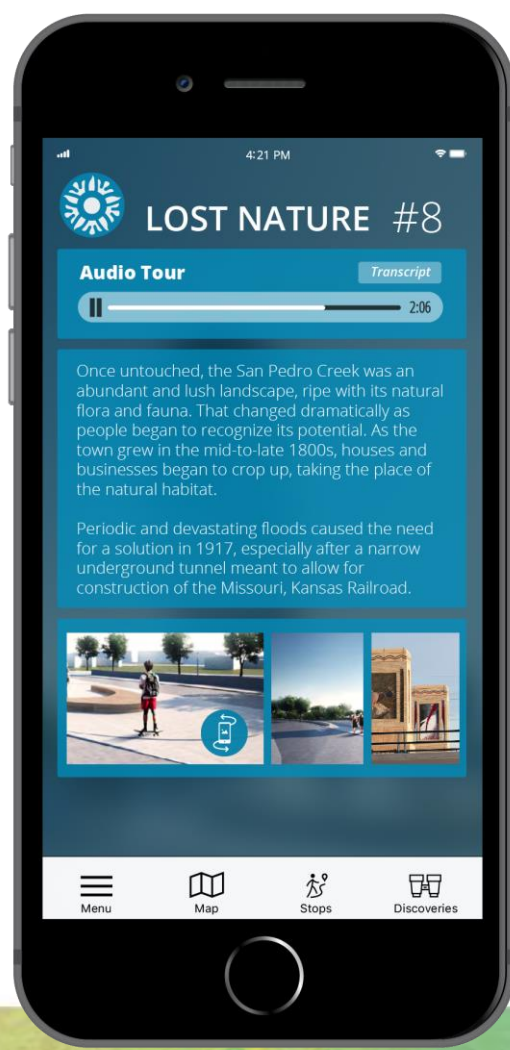




# Nature Audio Tour

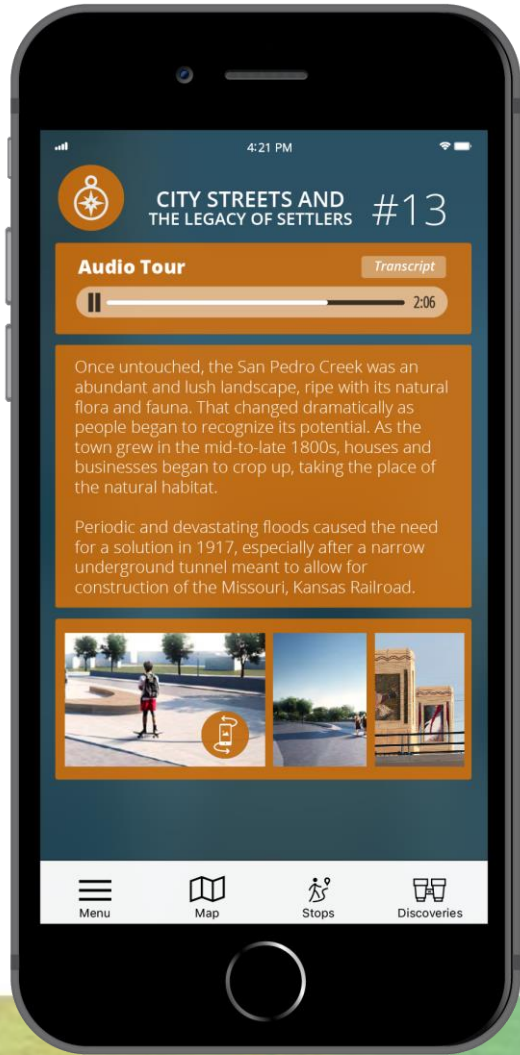
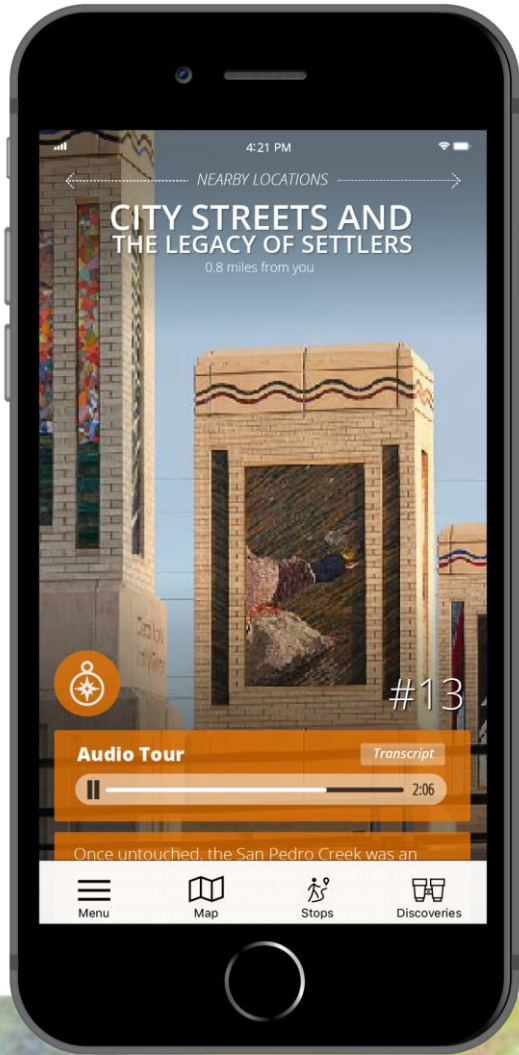






# Art Audio Tour





# Culture Audio Tour







## Discoveries



### Art

Craft a photo collage!



### Nature

Complete a scavenger hunt!



### Culture

Test your knowledge with trivia!



Menu



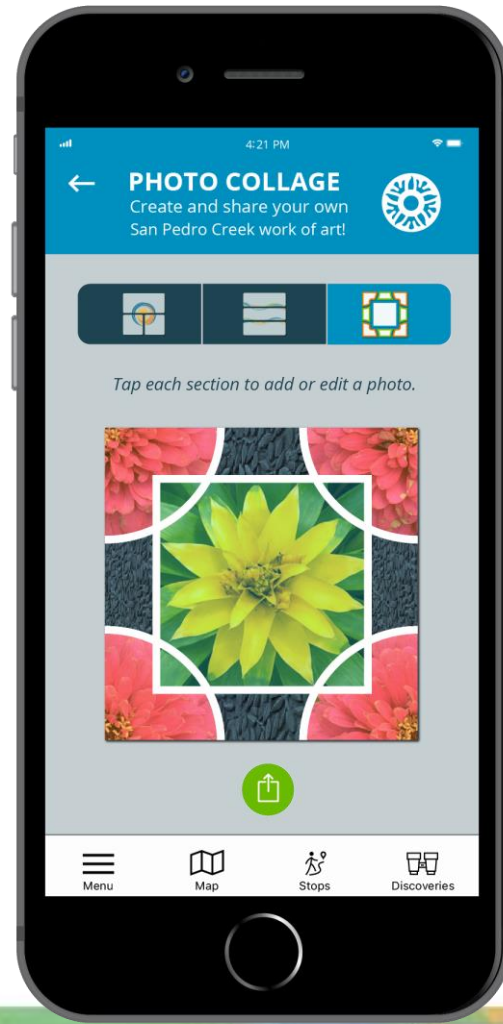
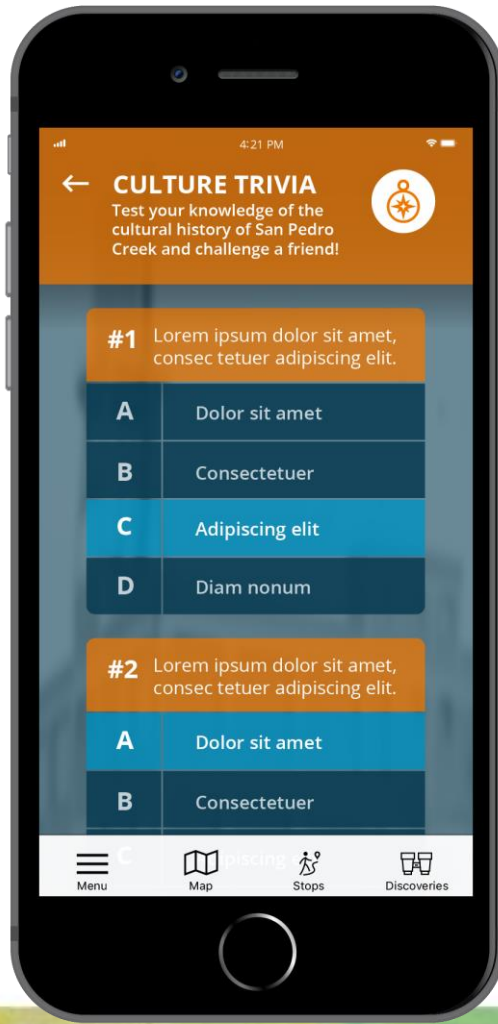
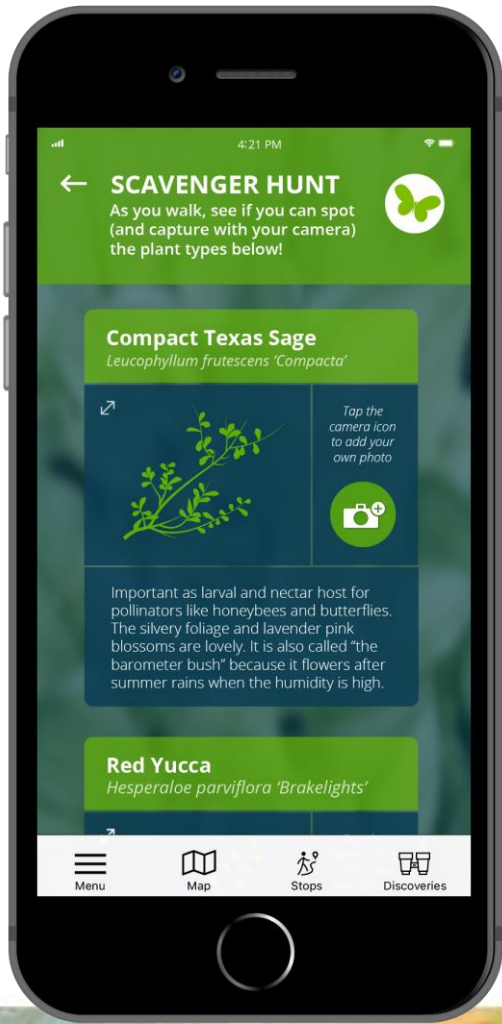
Map



Stops

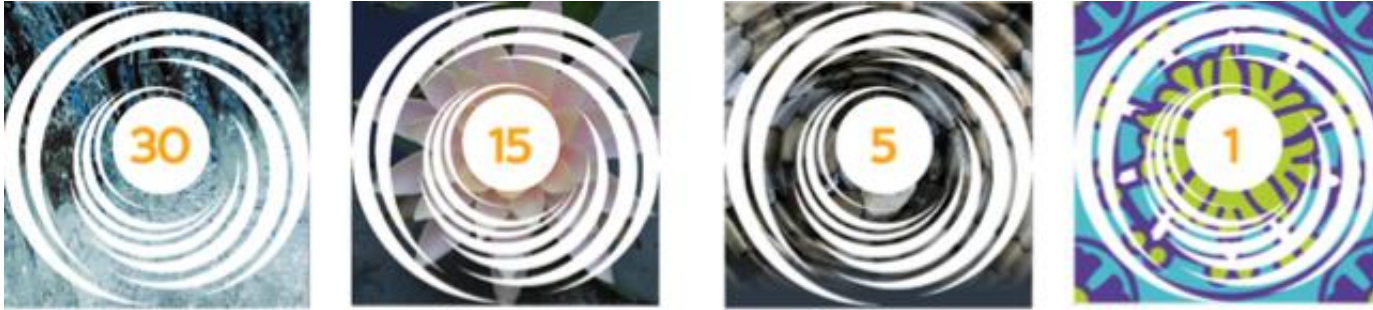


Discoveries



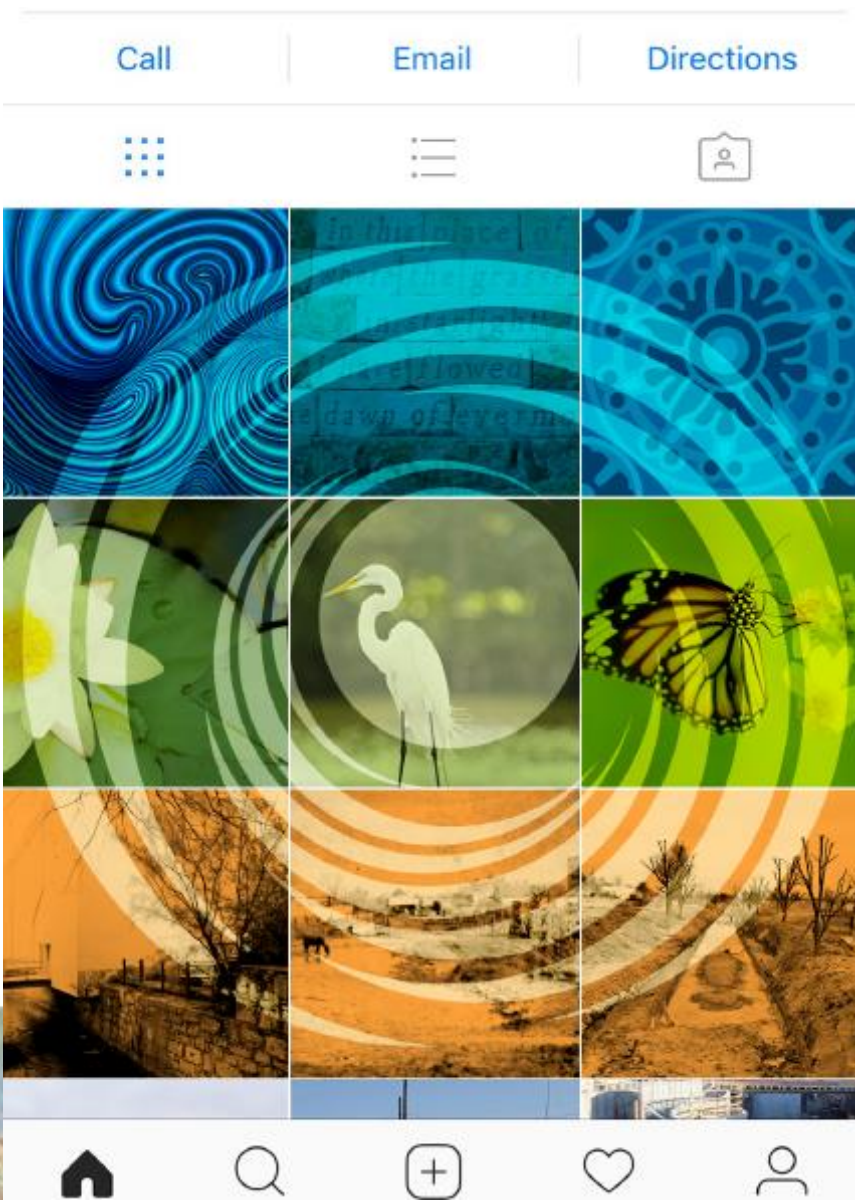


# Countdown to Transition – Marketing Overview



- **April 5 at 11 a.m.** – Countdown to Transition News Conference
  - Reveal logo
  - Announce new website
  - Extensive social media pre-promotion (i.e. countdown, videos, etc.)
  - Paid media program begins
- Extensive editorial calendar with each week, tease out sections (culture, art, nature), with fourth week focused on grand opening message.
- May 1 – Launch mobile APP
- Build excitement among select industry tours (i.e. tourism, chambers, influencers, etc.)





# Instagram Takeover Example

*Imagery shown is For  
Positioning Only –  
Photography will be actual  
Creek images.*





# Westside Creeks Restoration Oversight Committee Meeting



## Linear Creekway Trails and Elmendorf Lake Park

Jamie Taylor

December 19, 2017

# Draft Schematic



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PARKS & RECREATION



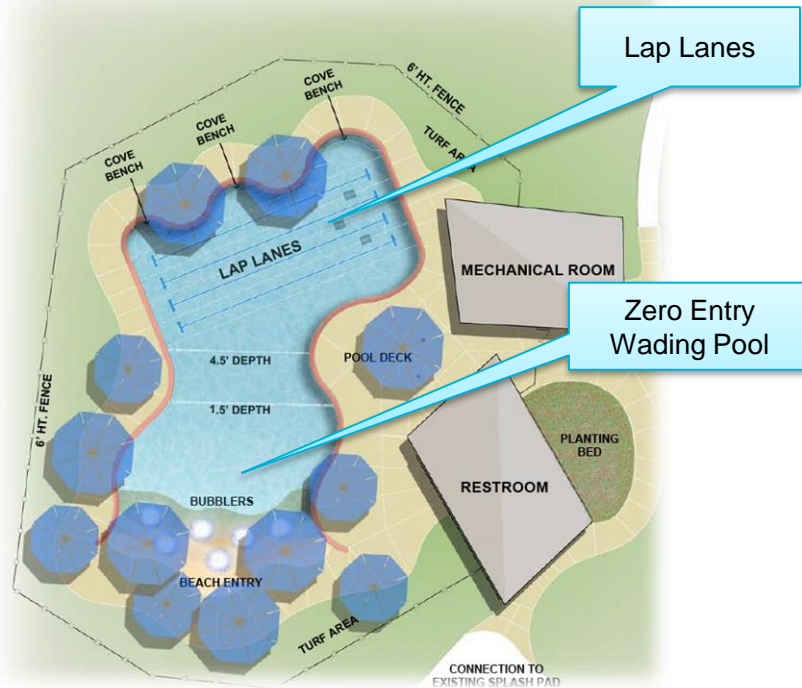
SAN ANTONIO  
RIVER AUTHORITY  
Leaders in Watershed Solutions







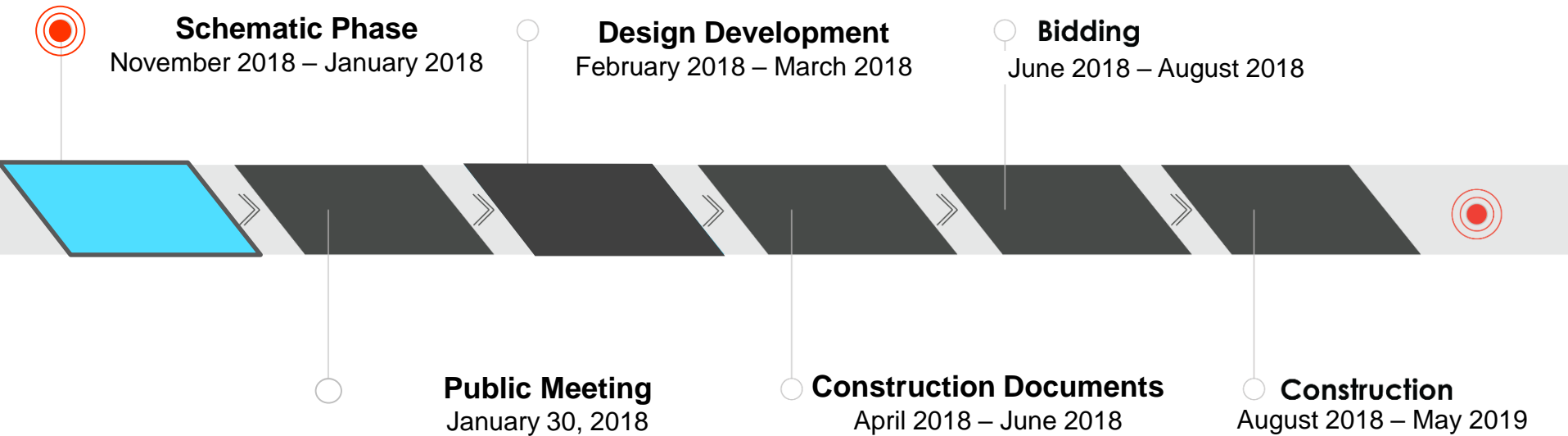
# Elmendorf Lake Park Pool Improvements



- Funded by the City of San Antonio through the 2017 Bond Program Funding
- Managed by the San Antonio River Authority
- Schematic features zero entry wading pool
- Swimming area with four 25m lap lanes
- Restrooms with changing stalls
- Seating areas around pool



# Elmendorf Pool Schedule



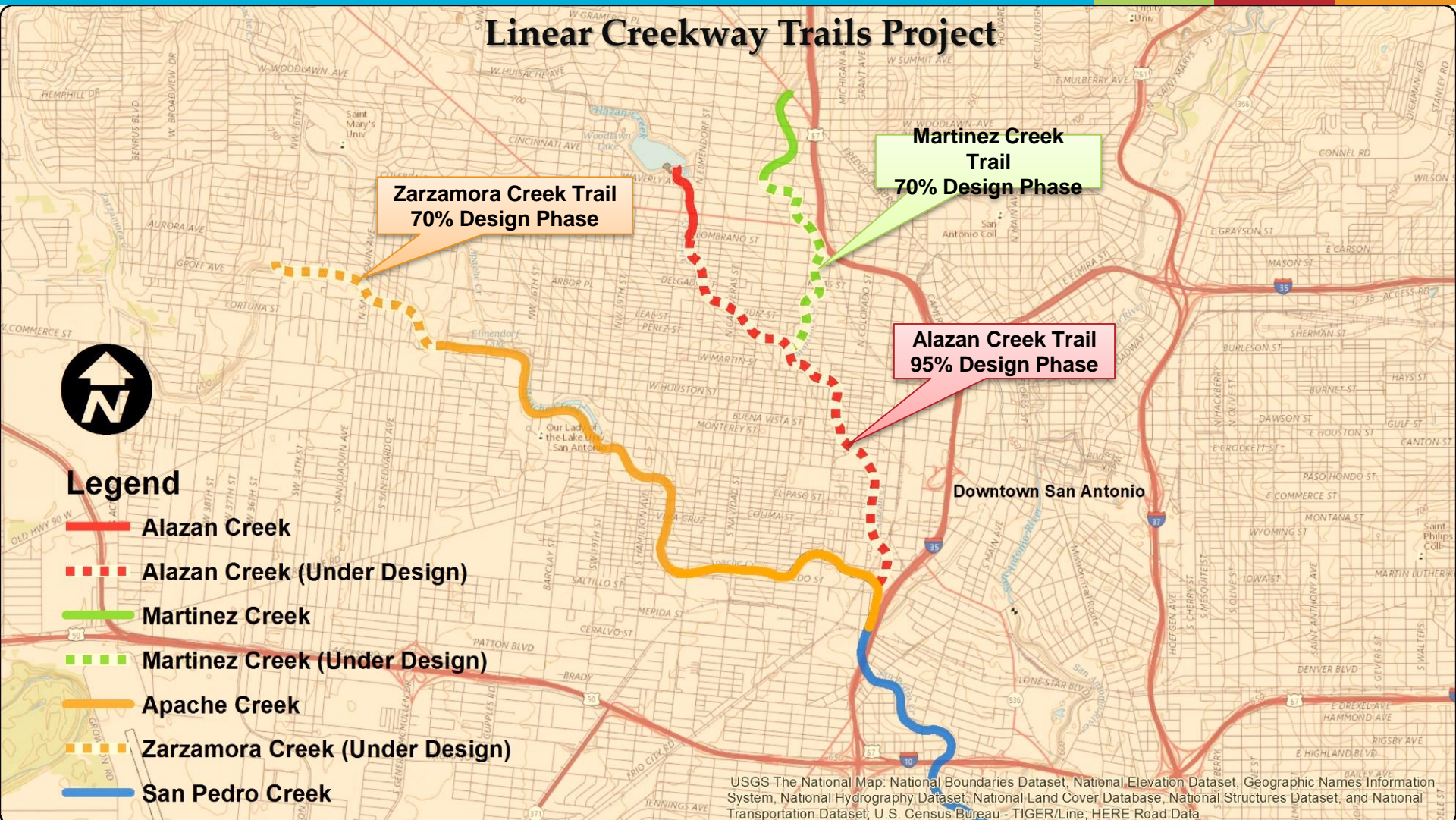
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# Linear Creekway Trails Project



**Zaramora Creek Trail**  
70% Design Phase

**Martinez Creek Trail**  
70% Design Phase

**Alazan Creek Trail**  
95% Design Phase



## Legend

- Alazan Creek
- - - Alazan Creek (Under Design)
- Martinez Creek
- - - Martinez Creek (Under Design)
- Apache Creek
- - - Zaramora Creek (Under Design)
- San Pedro Creek

Downtown San Antonio

USGS The National Map: National Boundaries Dataset, National Elevation Dataset, Geographic Names Information System, National Hydrography Dataset, National Land Cover Database, National Structures Dataset, and National Transportation Dataset; U. S. Census Bureau - TIGER/Line; HERE Road Data



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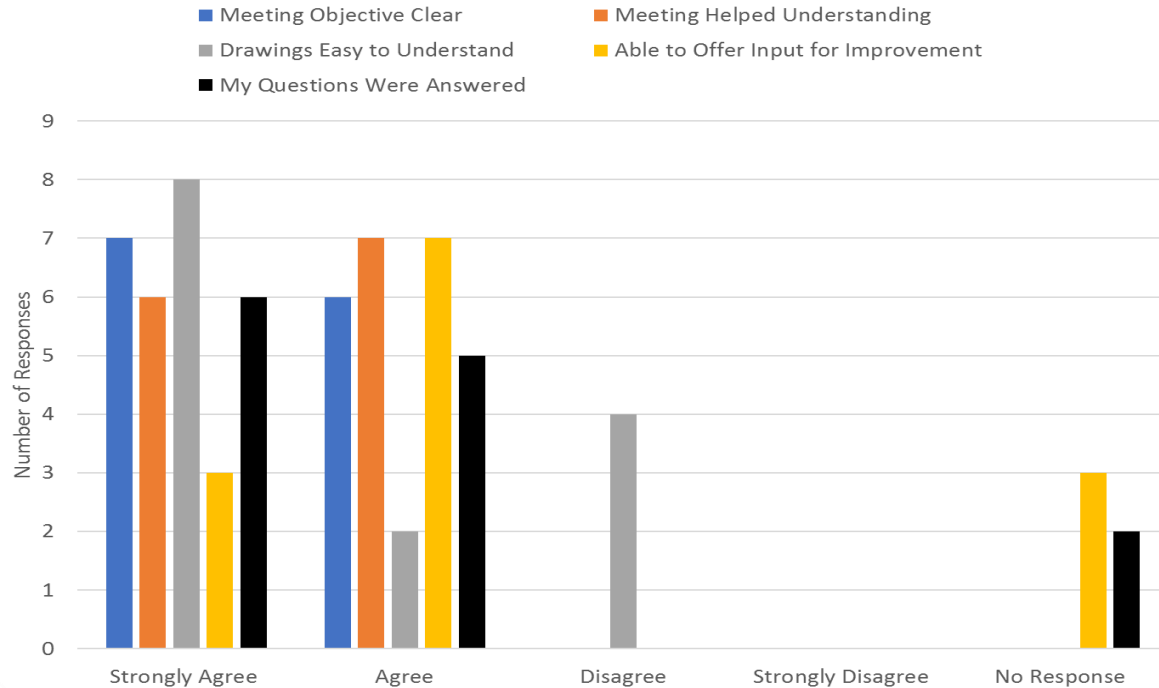
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# Public Comments – Alazan

Alazan Trail Comments - 66 Responses



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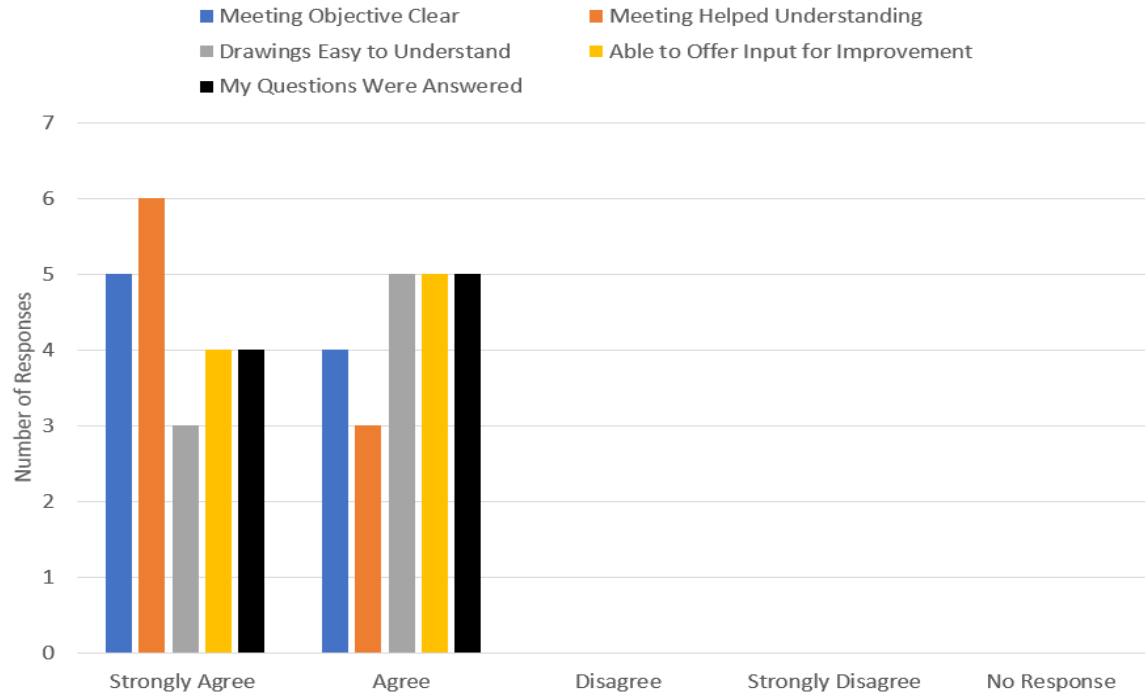


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# Public Comments - Martinez

Martinez Trail Comments - 44 Responses



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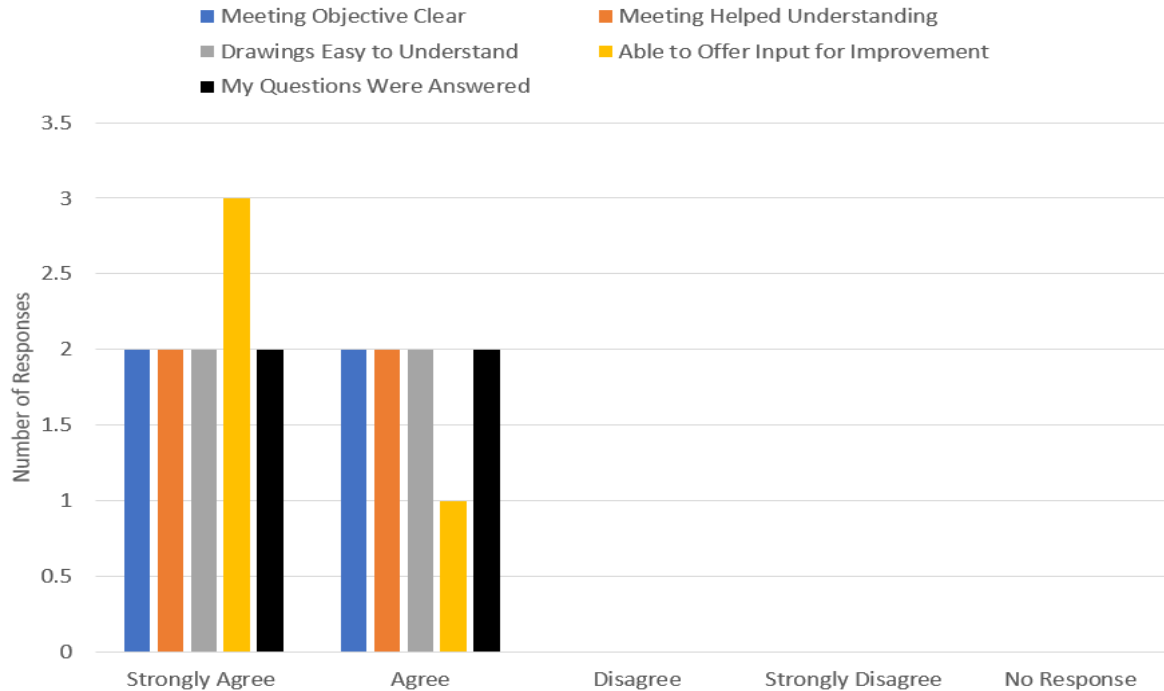
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# Public Comments - Zarzamora

Zarzamora Trail Comments - 20 Responses



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# Alazan Creek Trail - Summary of Comments

Comment	Number
Water for pets	2
Need for restrooms	5
Water and shade	2
Outreach efforts	2
Use simplified map	2
Show bike lanes	1
Interactive presentation	1
Trail material	1
Lighting	1
Safety	4
Pedestrian Crossing	1
Historic marker	1
Trailhead/Street Connections	2
Neighborhood gardens	1



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# Martinez Creek Trail - Summary of Comments

Comment	Number
Traffic Signs	2
Trees/Shade	2
Drinking Fountains/Delay	1
Illegal Dumping	1
Pedestrian Crossing	3
VIA routes/Commuting	2
Lighting	1
Crime	1



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# Zarzamora Creek Trail - Summary of Comments

Comment	Number
Lighting	1
Traffic Signs	3
Expansion of Trailway	3
Illegal Dumping	2
B-Cycle	2
Adopt-a-Trail	1
Creek Name (Zarzamora/Apache)	1
Homeless Population	1
Street Connections	2
Shade Structure/Trees	3
Esmeralda/36th Dangerous	1



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# Top 3 Comments

- Providing Amenities [Seating, Water, Shade and Restrooms] (15)
- Crime and Pedestrian Safety (10)
- Signs (7)



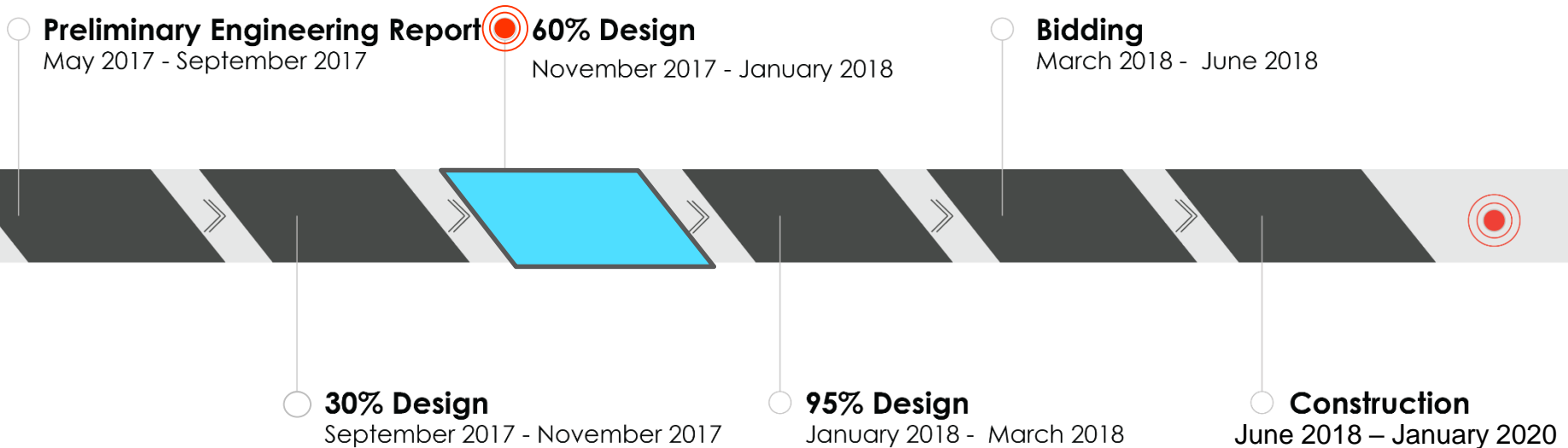
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# Alazan Creek Trail Schedule



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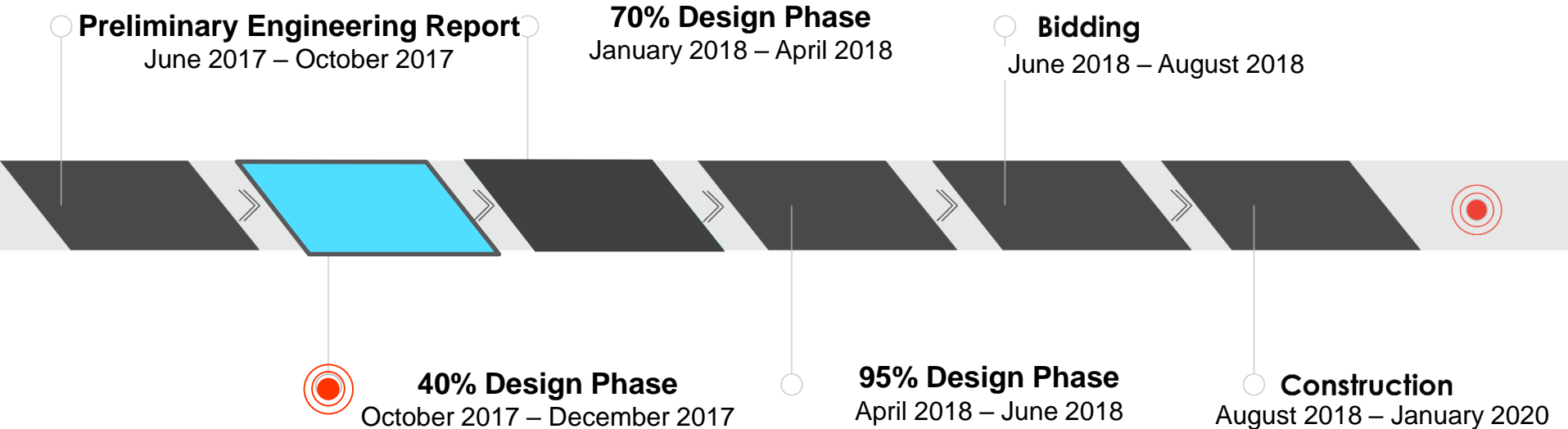


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# Martinez Creek Trail Schedule



# Summary

- All projects are on schedule
- 40% design package due for Martinez and Zarzamora due 12/20/2017
- First public meeting for Martinez Creek Trail on 1/18/2018
- First public meeting for Elmendorf Pool on 1/30/2018
- First public meeting for Zarzamora Creek Trail on 2/6/2018
- Second public meeting for Alazan Creek Trail in March 2018



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# Questions?



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