



UNION PLAZA REVITALIZATION STRATEGY:

Design Guidelines Update



UP



Strategy Overview

1. PRELIMINARY ASSESSMENT
2. BRANDING & IDENTITY
3. DOWNTOWN PROJECT INTEGRATION
4. UNION PLAZA ARCHITECTURAL & DESIGN GUIDELINES | REVIEW PROCESS

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A detailed architectural rendering of a large, multi-story brick building, identified as Union Plaza, at dusk. The building has a classic architectural style with a decorative cornice and numerous windows, many of which are illuminated from within, casting a warm glow. The sky is a mix of deep blue and orange from the setting or rising sun. In the foreground, there are silhouettes of trees and people walking, suggesting a pedestrian-friendly environment.

GOALS:

UNION PLAZA REVITALIZATION & ongoing studies/efforts:

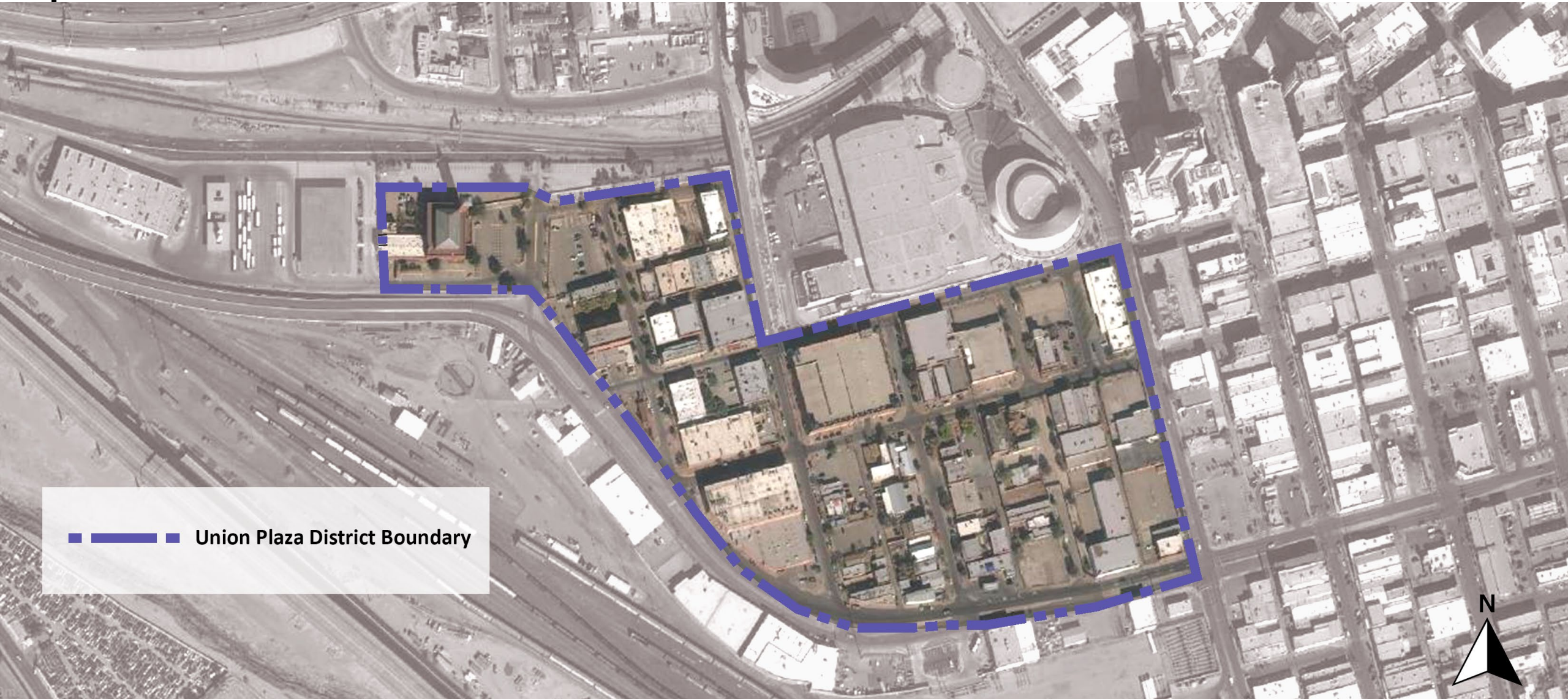
- Supports infill development and increased density w/ **uptown downtown plan & infill policy**
- Promotes connectivity/walkability between downtown neighborhoods w/ **downtown street tree plan & alley activation**
- Leverages **existing investments and economic development programs** to continue growth and revitalization

I. PRELIMINARY ASSESSMENT:

Detailed inventory of existing
buildings and conditions



UNION PLAZA DISTRICT BOUNDARY MAP



— Union Plaza District Boundary



UNDERSTANDING CURRENT CONDITIONS, REDEVELOPMENT AND NEED IN THE DISTRICT

Complete:

1. Building permit assessment
2. Incentive Application Assessment
3. Occupancy and availability assessment
4. Public Engagement Summary
 - Property Owner / A&E roundtable
 - Identify building code challenges
 - Financing and Investment issues

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2. BRANDING & IDENTITY

District boundary & Design
Development standards



CRAFTING A VISION FOR THE DEVELOPMENT OF THE UNION PLAZA DISTRICT:

Branding: Traditional Neighborhood Development

- Neighborhood-scaled amenities
- Office and residential
- Family-oriented entertainment
- Equitable development
 - Pocket parks
 - Lighting, accessibility, & pedestrian infrastructure
 - Access to mass transit
 - Free Wi-Fi



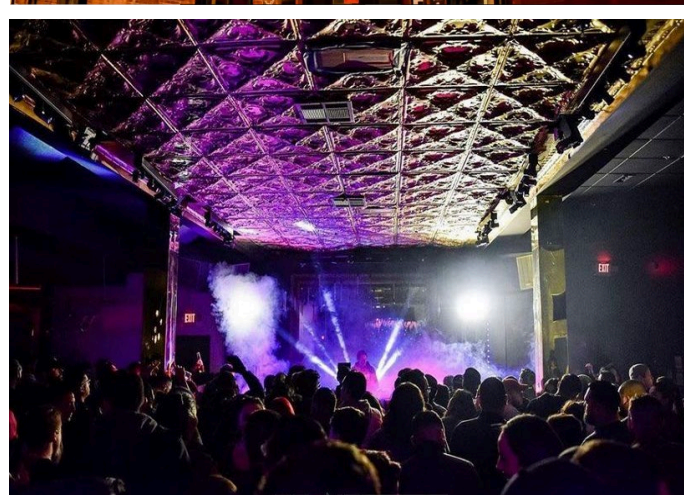
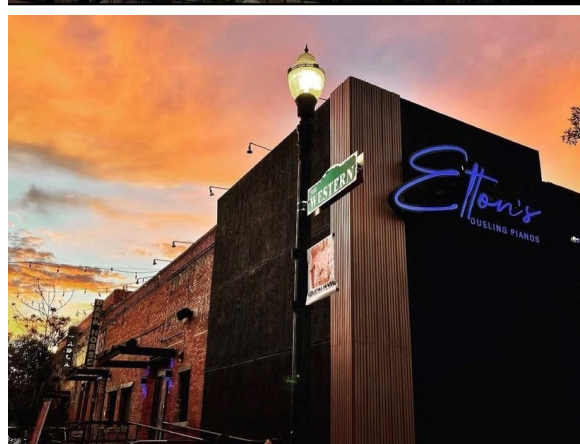
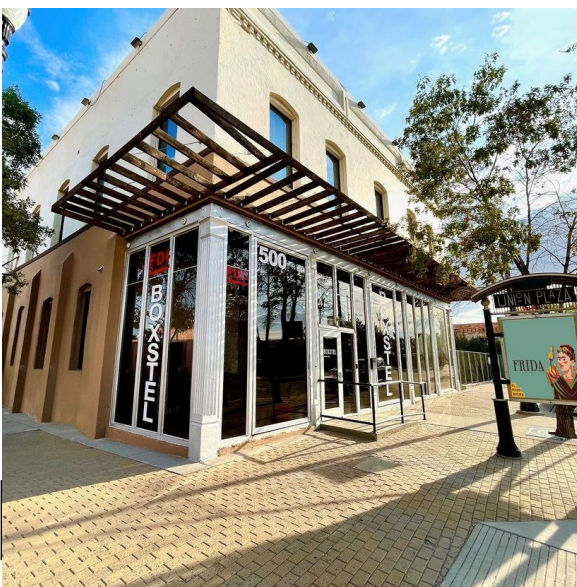
Wayfinding and Urban Design Guidelines

- Defined Union Plaza Design District edges
- Tie in to Paisano Corridor
- Clear identity and sense of place



ADAPTIVE REUSE FOR THE ON-GOING REDEVELOPMENT OF THE UNION PLAZA DISTRICT:

Existing buildings can be adapted for a wide range of uses



3. DOWNTOWN PROJECT INTEGRATION

Intersection with Convention facilities
& other downtown projects to extend
open public space, neighborhoods and
amenities to residents and visitors

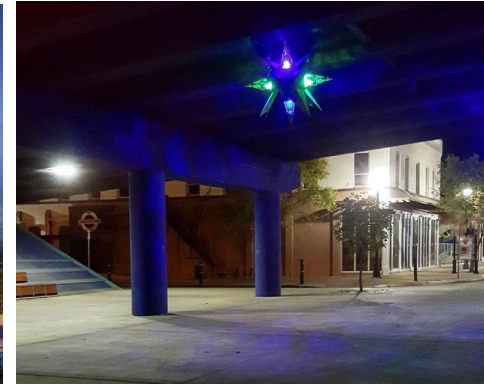
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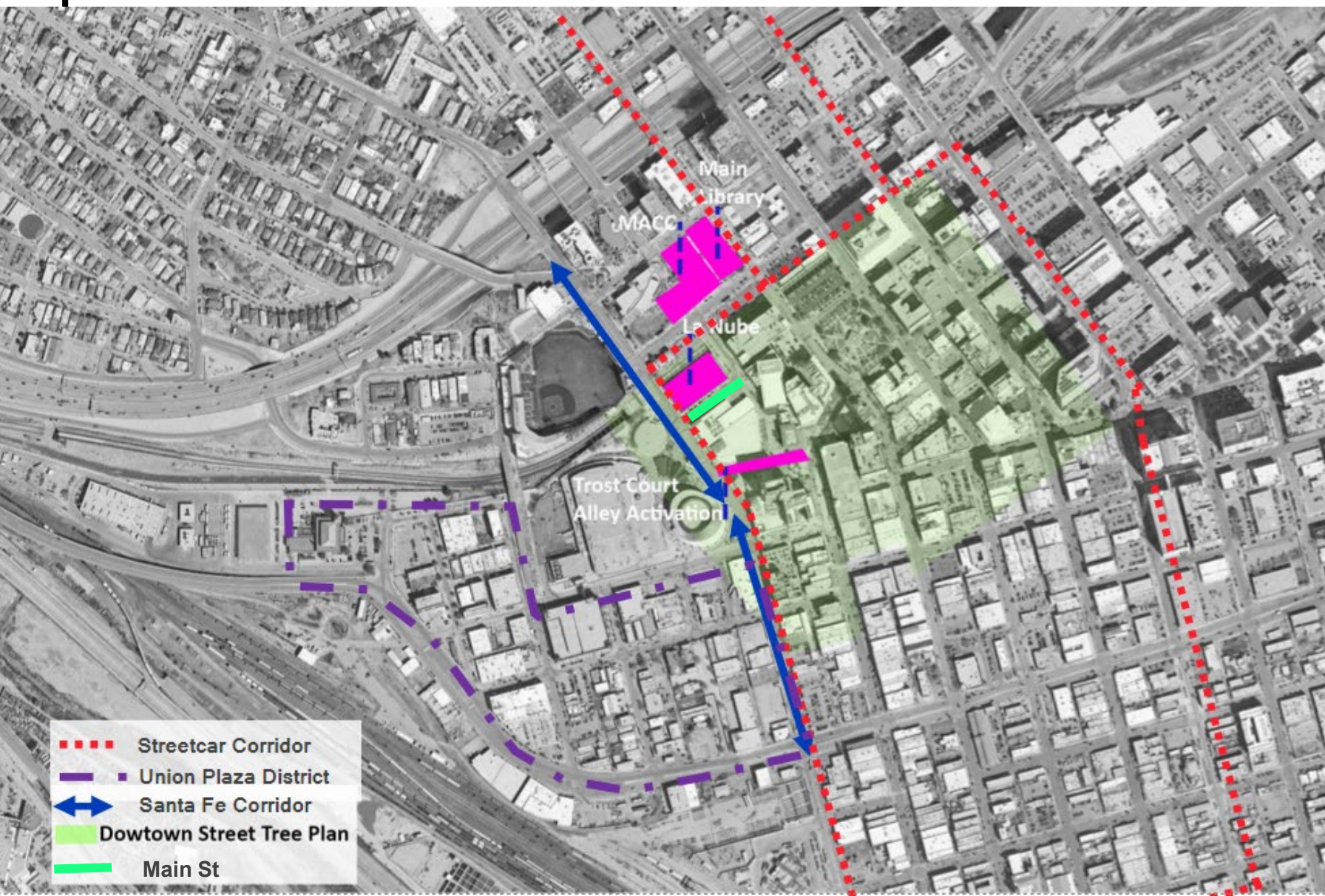
DOWNTOWN PROJECT INTEGRATION

Create access/connectivity to unique outdoor spaces connecting facilities continuing the pedestrian pathway theme with projects such as:

- Union Plaza; Architectural Design Guidelines
- Downtown Street Tree Master Plan
- Main St. Streetscape Improvements
- ROW Café Program
- Alley Activation
- DT + UT, and Surrounding Neighborhoods Plan
- Museum Campus
- Southwest University Park
- San Jacinto Plaza
- Santa Fe Corridor
- Strategic Plan

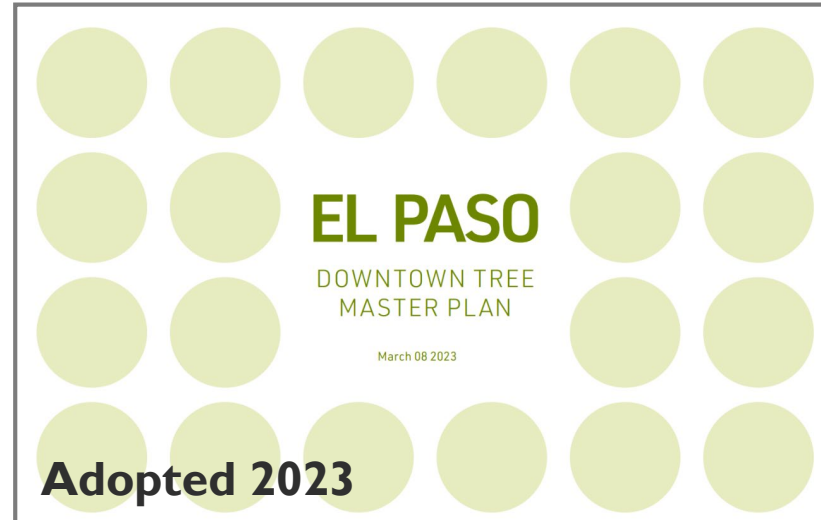
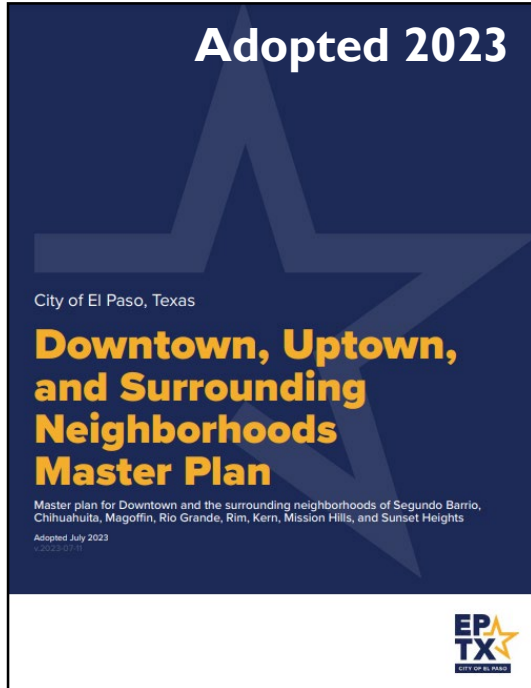


DOWNTOWN PROJECT INTEGRATION MAP



DOWNTOWN PROJECT INTEGRATION

Union Plaza District Boundary: Capital Improvement Planning Efforts



4. UNION PLAZA ARCHITECTURAL & DESIGN GUIDELINES

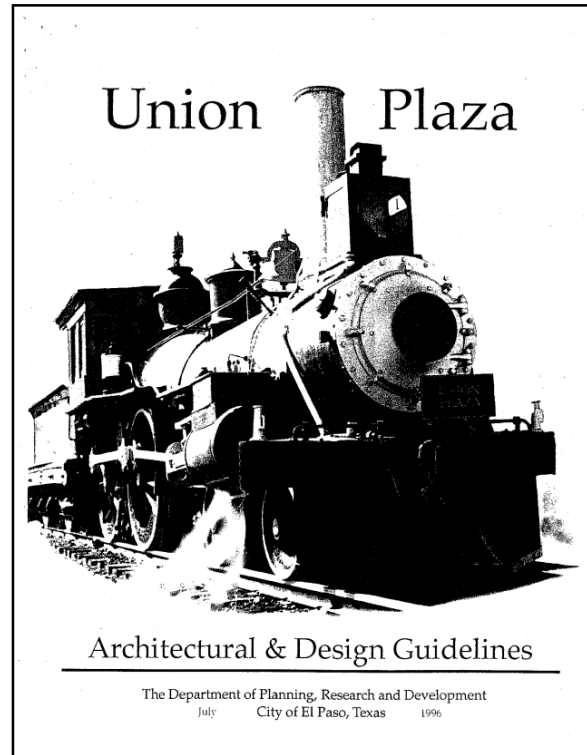
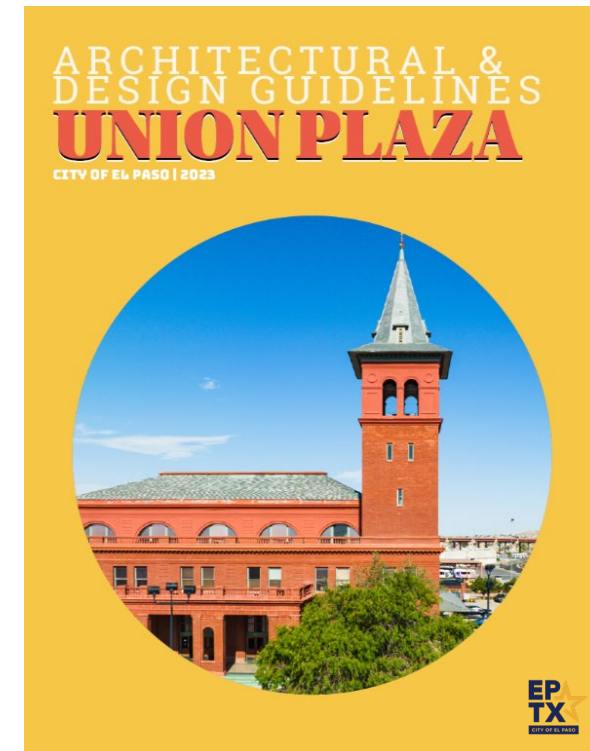
Review Process & Handbook

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UNION PLAZA :ARCHITECTURAL & DESIGN GUIDELINES

The primary purpose of these guidelines is to preserve the general character of Union Plaza. This document lists recommendations for site development, building form, architectural character to assure that new development contributes to our Downtown urban design goals and is compatible with the character of the existing Union Plaza district.

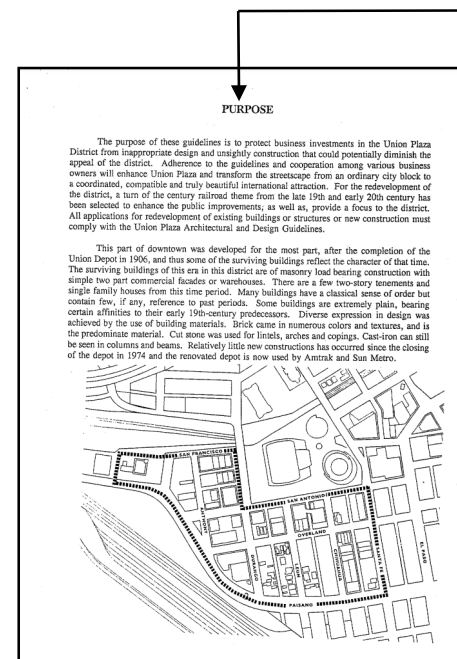
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UNION PLAZA :ARCHITECTURAL & DESIGN GUIDELINES

Updated UP Handbook Objectives

- **Adaption to Changing Needs:** New allowed permissible uses within the district, the architectural guidelines should adapt to accommodate these shifts while preserving the district's character.
- **Preservation of Cultural Heritage:** Updating the handbook ensures that the guidelines and standards for preserving the heritage remain current and effective.
- **Legal and Regulatory Compliance:** Updated handbook ensures that the guidelines align with the latest building codes, zoning regulations and other legal requirements.
- **Streamlined Process:** Making guidelines accessible and application/review process user-friendly.
- **Emerging New Technologies:** New construction materials, building techniques and best practices.

UP HANDBOOK



BEFORE

AFTER

STAFF RECOMMENDATIONS

- Adoption of the Union Plaza Architectural & Design Guidelines Handbook 2023

UNION PLAZA & DOWNTOWN REVITALIZATION:

- The handbook will streamline the design and construction process by providing clear, current and reliable information
- It ensures that guidelines and standards remain relevant and effective in the face of changing needs, regulations, and advancements in preservation practices

THANK YOU Q&A
