

DRAFT AUGUST 5, 2025



**SPORTS & ENTERTAINMENT DISTRICT**  
**COMMUNITY ENGAGEMENT REPORT - JULY 2025**



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# Executive Summary

## City of San Antonio Sports & Entertainment District

The City of San Antonio (COSA), in collaboration with Able City (AC), completed a community outreach and engagement initiative to share updates on the developments and proposed funding mechanisms of the Sports & Entertainment District. Community engagement activities spanned all 10 City Council districts and occurred over an eight-week period, resulting in the participation of more than 1,400 residents and over 2,147 survey responses.

Although the project remains in its early planning stages, the purpose of this outreach was twofold: to present a preliminary overview of the proposed district and to listen to residents' ideas and concern. Insights gathered through this process can inform future decisions by the City Manager's Office and the Mayor and City Council, helping to ensure that the district reflects the values and priorities of those who participated. The engagement approach was intentionally designed to be inclusive, interactive, and iterative.

Community engagement activities included a range of formats designed to ensure broad participation:

1. A 2-Day Community Planning Workshops - held June 24th – July 9th
  - Focus Groups on Housing, Transportation, Community & Public Space, and Local Business.
  - Community Forums featuring hands-on mapping exercises and the solicitation of participants' "Top 3 Big Ideas" for the district.
  - Open House Studios that offered one-on-one discussions with engagement leads and review of guiding principles and exhibits shaped by the previous day's exercise.
2. A poll was conducted at each workshop to capture immediate resident input on key priorities by asking the question "If you had to give 1 million dollars toward any city need, what would it be?"
3. A Q&A session where residents' questions were collected on cards and answered at the community engagement workshops in Districts 1, 6, 8, and 9.
4. Additional stakeholder meetings were held across the city with various groups to gather their perspectives on how a sports and entertainment district could benefit our city.

5. AC worked very closely with COSA's Office of Communications & Engagement and Talk Strategy to ensure public outreach and to explain the purpose, benefits and funding mechanisms for the Sports and Entertainment District. In addition, a city-wide survey was administered in both English and Spanish. The survey gave an opportunity for residents to engage in the process of whether or not they could attend the in person events. Paper versions were distributed at all community engagement workshops, in addition, an electronic version was available on COSA's SASpeakup and [SA.gov/sportsdistrict](http://SA.gov/sportsdistrict) websites. The survey received over 2,147 responses to date.

## This report is organized into the following six chapters:

1. Sports and Entertainment Background, History, and Purpose and Goals of Community Engagement
2. Community Engagement Plan Overview
3. What We Heard - Poll Results
4. Community Engagement Forums - City Council Districts 1 thru 10
5. What We heard - Citywide Guiding Principals
6. Appendices (pending)

## What We Heard: Citywide Guiding Principles

### Community Engagement and Measurable Outcomes

- 1) Commit to ongoing, clear communication with community using various channels for widespread access.
- 2) Continue community engagement as components of the District are realized, and incorporate feedback into decision-making around facility development, park and neighborhood improvements, and transportation solutions.
- 3) Negotiate community benefits based on community priorities and ensure oversight through binding agreements with clear commitments and measurable, enforceable outcomes.

### Preserving Housing and Protecting Neighborhoods

- 4) Ensure the District is a respectful neighbor by minimizing and mitigating disruption, maintaining local access to neighborhoods and businesses, and establishing consistent channels for communication regarding upcoming events and logistics.
- 5) Protect legacy residents from displacement by investing in anti-displacement tools and preserving existing housing around the District.
- 6) Evaluate and mitigate construction impacts at every phase to minimize disruption to residents, businesses, and visitors.
- 7) Protect surrounding neighborhoods from noise, traffic overflow, parking



pressure, and unsafe crossings through collaborative operational planning and programs with consistent enforcement.

#### **Access, Mobility, and Congestion Relief**

8) Manage event-day traffic with strategies that include shuttles, park-and-ride, and transit, and use marketing and technology to communicate options and pricing with residents and visitors.

9) Provide affordable, accessible parking solutions with better signage, wayfinding, and smart technology, and use shuttles, trolleys, or other micro-mobility to connect parking to key locations in the District.

10) Improve last-mile connections and create safe, comfortable routes for non-vehicular travel between neighborhoods, downtown, and the District.

#### **Open Space and Daily Life**

11) Design public spaces for the local community first, with family-friendly amenities, shade, water features, public restrooms, hydration stations, lighting, and active edges.

12) Expand on Hemisfair's success by designing parks, plazas, and other public spaces to feel safe and inviting—regardless of whether events are taking place.

13) Design buildings that are intentionally connected to adjacent parks and open spaces with active, inviting entrances instead of blank walls.

14) Promote environmental resilience, cleaner air, and long-term sustainability in design and construction of the District.

#### **Arts and Culture**

15) Celebrate and uplift San Antonio's local culture through public art and partnerships with local artists and integrate permanent spaces for performances and cultural programming throughout the District.

16) Preserve and restore historic buildings and ensure that new development complements cultural identity.

#### **Local Business and Hiring**

17) Prioritize local businesses over large chains to ensure District offerings reflect and support the San Antonio community.

18) Support small vendors and micro-entrepreneurs by reducing permitting barriers and creating dedicated opportunities for participation.

19) Invest in job training and local hiring practices to ensure the District's economic success benefits San Antonians directly.

20) Protect small business in and around the district from disruption caused by construction through clear and consistent communication, wayfinding, and traffic plans, and consider financial assistance if construction goes beyond a reasonable timeframe.

#### **Inclusive, Equitable Access**

21) Maintain affordable pricing for events, amenities, and parking for locals, and offer discounted or subsidized options to ensure inclusive participation.

22) Design the District, including public spaces, facilities, and transportation systems, for access by people of all ages and abilities.

23) Expand both deeply affordable and workforce housing options near the District that are connected by reliable transit and provide access to jobs and daily needs.



### What We Heard: Poll Question Responses

Results from the in-person poll question “If you had to give 1 million dollars toward any city need, what would it be?” are shown below. Note that there are two separate Poll results, as feedback from the City led to a change in the poll question that gave residents more responses to choose from. The 1st version includes results from Districts 2, 4, 5, and 7. The second version, with more responses includes Districts 1, 2 (Additional Meeting), 3, 6, 8, 9, and 10.

Version 1	
Completed by Districts 2, 4, 5, and 7	
Response	Percentage
Increased Affordable Housing	28%
More Parks and Open Space	5%
Education	16%
Infrastructure	28%
Other	23%
Total No. of Responses	114

Version 2	
Districts 1, 2 (Additional Meeting), 3, 6, 8, 9, and 10	
Response	Percentage
Homelessness	12%
Affordable Housing	20%
Early Childhood Education	9%
Economic and Workforce Development	21%
Parks and Community Space	8%
Transportation	13%
Animal Care Services	3%
Mental Health Services	5%
Another Area	10%
Total Responses	281

Thanks to the many residents, community groups, business leaders, Mayor and Councilmembers, and City staff who participated in and supported this effort, the input collected through this process reflects a wide range of perspectives and offers valuable guidance on how the Sports & Entertainment District can reflect community priorities. This report is intended to be a practical resource—one that City staff, elected officials, and community members can continue to reference as future decisions are made and engagement continues. The ideas



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We ♥ our  
MEMBERS



1 BACKGROUND



## **BACKGROUND**

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# San Antonio Downtown Sports and Entertainment District Background

## What is a Sports & Entertainment District?

A Sports & Entertainment District is a designated area within a city that combines sports venues, entertainment facilities, retail spaces, restaurants, and residential areas into a unified, vibrant hub. It is designed to attract both locals and tourists by offering a wide range of accessible activities and experiences, including attending sports events, concerts, dining, shopping, and participating in various recreational and cultural activities.

## Why Create a District?

Creating a unified district, rather than isolated projects, offers several benefits:

- Unified branding that amplifies identity.
- Integrated mobility that enhances access.
- Shared infrastructure that reduces cost. In contrast, isolated projects can lead to individual branding efforts, isolated mobility planning, and separate cost burdens.
- Community Access

## Key Components & Facilities

### Hemisfair District

San Antonio's Sports & Entertainment District is an expansion and acceleration of the Hemisfair District. After a robust community engagement process, the mayor and city council adopted the Hemisfair Master Plan in 2012. The Master Plan called for three distinct parks surrounded by mixed-use development. The proposed Sports & Entertainment District builds upon the adopted Hemisfair Master Plan and is in alignment with the plan, while adding new sports and entertainment facilities like a new convention center hotel, an event venue, and a new arena for the Spurs.

### Public Spaces

Public and community space will remain the foundation of Hemisfair and the proposed Sports And Entertainment District. Public and community space enhances accessibility and will continue to be the home for important community events like: Dia de los Muertos, Diwali, Jazz Alive and more.

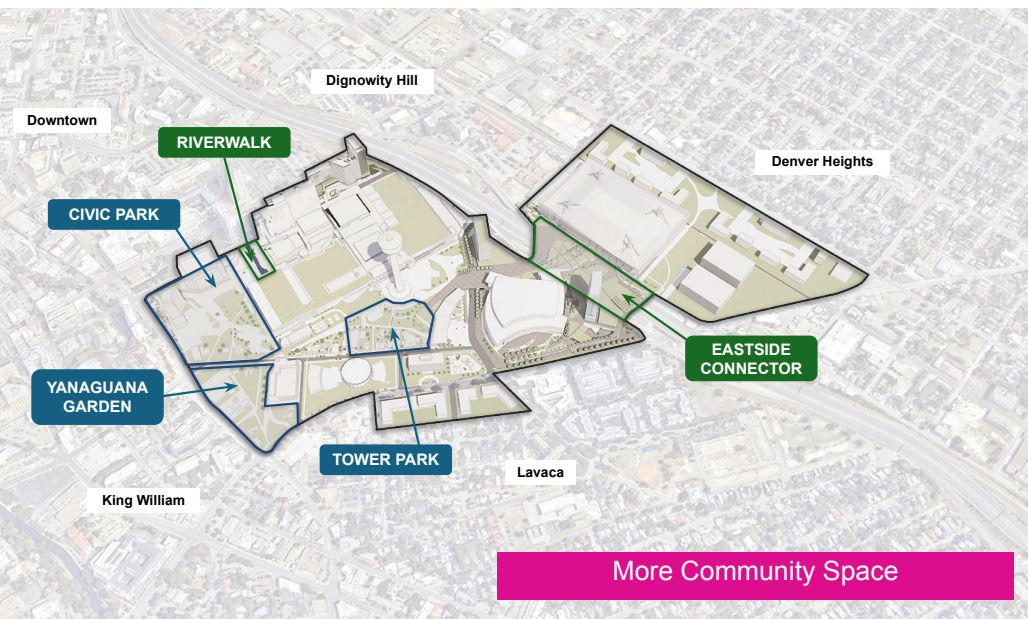
- Yanaguana Garden: Opened in 2015 and is also frequently used by families.
- Civic Park: Recently completed and is a vibrant gathering place for the community.
- Tower Park: The third and final park identified in the Hemisfair Master Plan, located near the base of the Tower of the Americas.

It will be a community-focused park with natural landscapes, picnic areas, and inclusive fitness opportunities.

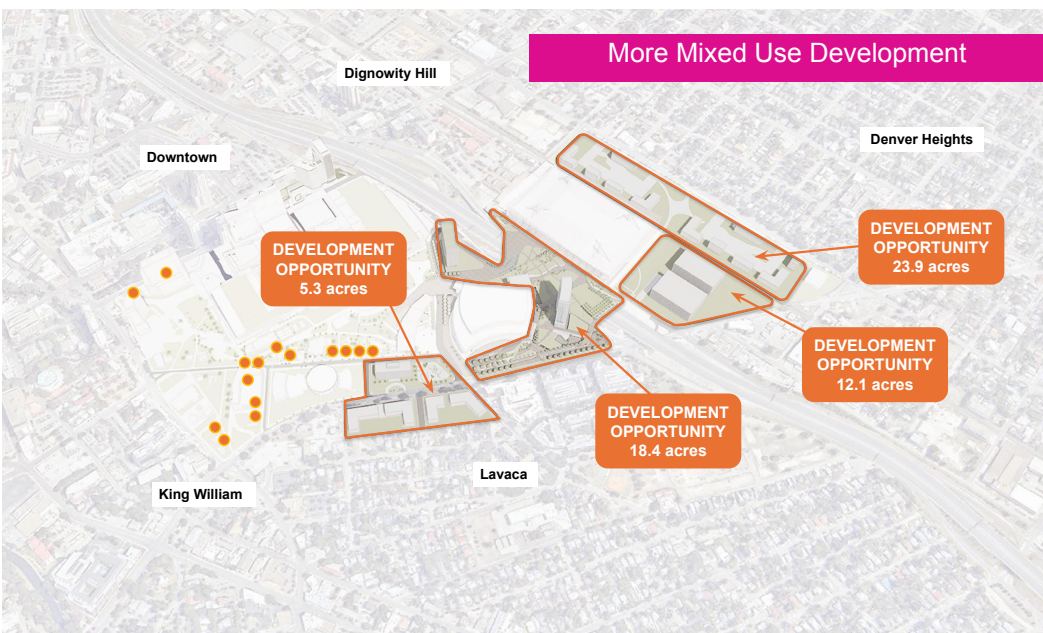
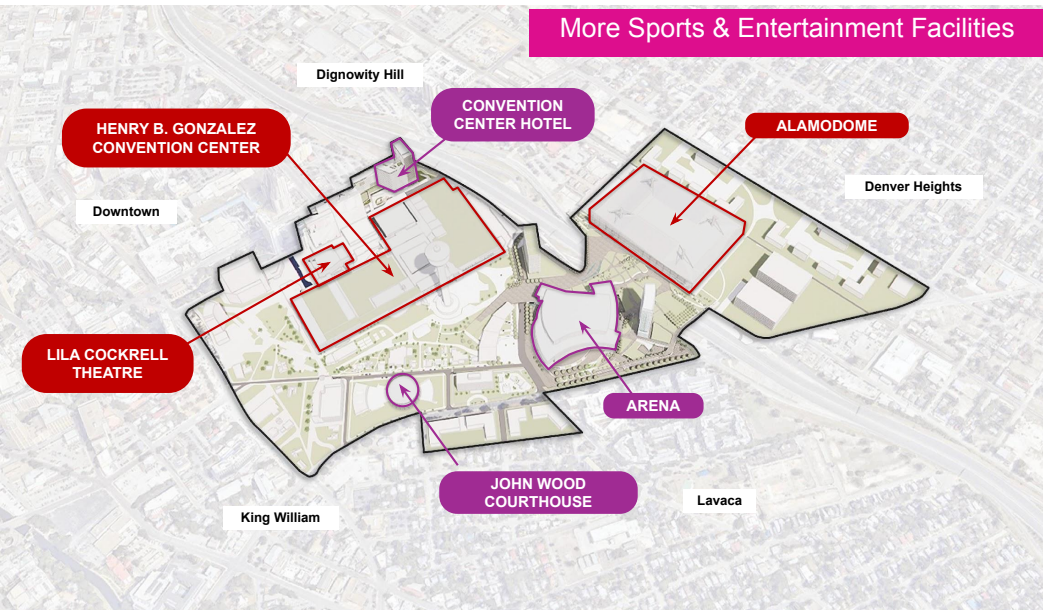
- Riverwalk: Currently passes beneath the Convention Center and offers an opportunity to rethink its connection with Hemisfair.
- East-side Connector: Solutions are being studied to better connect the east side to downtown, potentially including street-level improvements and a land bridge spanning IH-37.

### Facilities

- The plan leverages important sports and entertainment facilities, like the:
- Henry B. Gonzalez Convention Center: Annually brings thousands of people to the city, generating significant economic impact. Its last expansion was in 2018, with plans for a future 200,000 SF exhibit hall expansion, meeting rooms, and a new ballroom to allow hosting two large, independent events simultaneously.
- Lila Cockrell Theatre: A 2,300-seat performing arts venue owned by the City of San Antonio.
- Alamodome: A 65,000-seat multi-purpose stadium opened in 1993, ranking as the 3rd largest indoor stadium in Texas.







- It hosts major concerts, events, family attractions, and sporting events like UTSA Football games, Valero Alamo Bowl, and NCAA Final Four: The Valero Alamo Bowl has a \$70M economic impact for the city, and the Final Four brings a \$450M+ impact to San Antonio. There is an opportunity to modernize the facility for the next 30 years.

**Convention Center Hotel:** A proposed new hotel that could add another 1,000 rooms downtown to support the Convention Center. This is necessary to be able to support 2 conventions going in simultaneous.

**John Wood Courthouse:** Originally the Confluence Theater for the 1968 Worlds Fair, it will be converted back to an event venue, potentially accommodating around 5,000 seats for concerts, community gatherings, and general sessions.

**Arena:** Opportunity for a new NBA arena for the San Antonio Spurs. It would hold approximately 18,000–20,000 fans, offering an improved fan experience that is inclusive of everyone, regardless of having a ticket to the Spurs game.

### Mixed-Use Development

The district presents expanded opportunities for mixed-use development, building on the Hemisfair Master Plan's vision for compatible growth around parks. Approximately 60 acres have been identified for potential mixed-use development.

Development could include a mix of housing, offices, hotels, restaurants, and retail, with an emphasis on supporting local businesses.

# Infrastructure

The current transportation system cannot support the Alamodome when the event in the Alamodome exceed 15,000 attendees. The system in place today is almost the same system that was in place when the Alamodome opened in 1994. The metro area population of San Antonio was \$1.2 million in 1994 versus today's population of 2.5 million (macrorends. net). Improvements to the system have not kept up with population growth and as a result attendees to the events at the Alamodome experience traffic wait times in their vehicle up to 90 minutes. Such congestions has made important assets like the Robert Thompson Transit Center inoperable because buses cannot access the center due to the traffic congestion. Transportation system improvements must be made to ensure the Alamodome remains an economic driver for the community. If transportation system improvements are not made, the arena cannot happen because the arena will be dependent on the same transportation system. The following improvements are necessary:

## Traffic

- Signal Improvements: 15 signal improvements that may include timing changes, lane modifications, and restriping.
- Street Improvements: Design

Cesar Chavez to enhance pedestrian safety, facilitate public transit, improve traffic flow, and fosters noise mitigation for the surrounding neighborhoods.

- Single Point Urban Interchange (SPUI): Reconstruct the intersection at IH37 and Cesar Chavez to improve traffic flow by 60%.
- On-Ramps: New Freeway ramps to IH37 to include one ramp at Montana Street for northbound access and once connecting to a new parking garage at the Alamodome in what is currently known as Lot A.

## Pedestrian

- Pedestrian Bridge: A potential east side connection, which could also be a large deck park.
- Sidewalks and Crosswalks: Improve sidewalks and crosswalks in and around the district.
- Neighborhood Improvements: Improve walkability within the neighborhoods and to the district.

## Transit and Micro-Mobility

- Park and Ride: Enhance Park and Ride opportunities and leverage the proposed Silver and Green Lines and our express bus lines to increase these opportunities.
- Micro-Mobility: Employ micro-mobility solutions to move visitors between parking areas and venues.



- Signal Improvements
- Pedestrian Bridge
- Street Improvements
- SPUI
- On -Ramp
- Garage

## Parking

- Build a 2,500-space parking garage on Lot A of the Alamomome, which currently has around 700 parking spaces.
- Leverage existing privately owned parking facilities to meet demand for event parking.
- Technology: Employ technology to: increase the purchase of parking in advance of events; communicate reminders, wayfinding, and other important information; and facilitate the development of event traffic plans.

# Funding

## Facility Funding Sources

Funding for the facilities will be paid for by tourists that stay in hotels and pay the Hotel Occupancy Tax, Project financing zone developers that develop projects in the Hemisfair Tax Increment Reinvestment Zone and pay ground leases and city property taxes, private sector, and the San Antonio Spurs.

## Hotel Occupancy Tax and Project Finance Zone

The Hotel Occupancy Tax (HOT) rate for San Antonio is 16.75% of the room bill. The rate is similar in other Texas cities and is capped at 17% by State law. The primary legal requirement for the use of HOT is that the expenditure must be used to directly enhance and promote tourism AND the convention and hotel industry. The 16.75% is distributed to three separate taxing entities:

- City of San Antonio's HOT rate is 9% of which 2% must be used for convention center expansion and another 7% must support expenditures tied to tourism.
- Bexar County's rate is 1.75% is for facilities and improvements that support tourism.
- The State of Texas' HOT rate is 6% and must be used to promote tourism and the convention and hotel industry throughout Texas. Recently, the State of Texas authorized a bill that allows the State to rebate the incremental HOT revenue and



incremental state revenues that include sales tax revenue, mixed beverage sales tax revenues, and mixed beverage gross receipts revenue resulting from a hotel that is within a 3-mile radius of a qualified project, referred to as the Project Financing Zone (PFZ), and use the funds to support the qualified project or projects. In 2025, the Mayor and City Council established the 3-mile PFZ around the convention center complex that includes the Henry B Gonzalez Convention Center, Alamodome, and the proposed Spurs Arena.

### Developer Property Taxes and Ground Leases

The Hemisfair Tax Increment Reinvestment Zone (TIRZ) was established by the Mayor and City Council in 2017. As a result, any property taxes resulting from new development within the TIRZ go into a Tax Increment Fund (TIF) to support economic development in Hemisfair. The proposed Sports and Entertainment District overlays with some of the Hemisfair TIRZ. The mixed-use development in the proposed Sports and Entertainment District will not receive tax abatements or tax exemptions and will pay property taxes. The property taxes collected by the City and deposited into the TIF will support projects in Hemisfair and the proposed Sports and Entertainment District. Additionally, developers will be required to pay a ground lease

for any property that is developed. This revenue will also support economic development in Hemisfair and the Sports and Entertainment District.

### San Antonio Spurs

The San Antonio Spurs will contribute funding for the proposed new arena through facility lease payments grantees on revenues from new development and a team contribution.

### Private Funding

Naming rights, tax credits, and private equity investments will help fund some of the proposed facilities in the Sports and Entertainment District.

### Facility Funding Plans

Paying for the Sports & Entertainment Facilities

Project	Tourists	Developers	Spurs	Private Corporations
	Hotel Occupancy Tax, Project Finance Zone, Venue Tax	Ad Valorem Taxes and Ground Leases paid by the Developers	Facility Lease and Team Contribution	Private Equity, Tax Credits, Naming Rights, etc
Convention Center Expansion	✓			
Spurs Arena	✓	✓	✓	✓
Alamodome	✓			✓
Wood Courthouse	✓			✓
Convention Center Hotel				✓

### Henry B Gonzalez Convention Center

The Convention Center expansion is the priority project. The expansion is approximately \$750 million and will be funded by the Hotel Occupancy Tax (HOT) and the PFZ. Specifically, the City's 2% for expansion and some of the 7%. The State's 6% HOT is also a source of funding for the project. The Project Financing Zone that was established by the Mayor and City Council in May 2025 included the Convention Center. The State will rebate their incremental HOT and sales tax from a hotel property in the zone and some of this rebate will be used to support the Convention Center project.

### Convention Center Hotel

The proposed Convention Center Hotel would not come online until 2033 or 2034. The proposed Convention Center Hotel would not come online until 2033 or 2034. A financing plan for the hotel will be developed and presented once the project proceeds with feasibility studies in 2028 to 2030. It is anticipated that it will be funded with a significant amount of private funding.

### Alamodome

The Alamodome is over 30 years old. It is the only event venue in San Antonio that can accommodate the Valero Alamo Bowl, NCAA Final Four, and any concert with 20,000 attendees. It is a vital asset to San Antonio.

Improvements to the Alamodome will be phased. Phase 1 is more immediate and includes approximately \$100 million in improvements needed to remain competitive. Phase 2 will be a major renovation to allow the City to secure large event rotations and pursue more events. However, Phase 2 is anticipated to begin in 2035, based on the availability of funding from the City's Hotel Occupancy Tax and the PFZ, Hot Bond 2% for expansion and some of the 7% will be help fund both phases along with the PFZ and potential private funds.

### John Wood Courthouse Restoration (Event Venue)

The restoration of the John Wood Courthouse and its conversion into a 5,000-seat event venue will be a public private partnership. Some of the City HOT maybe used to fund the renovation. But the majority is anticipated to come from State and Federal tax credits, naming rights, and a private partner. The total cost for the project is \$100 million to \$150 million.

### Spurs Arena

The arena is estimated to cost between \$1.3 billion and \$1.5 billion. The San Antonio Spurs are expected to help fund the arena. Bexar County would contribute to the arena project with funding from the venue tax, if approved by the voters. The County's venue tax is currently comprised of a 1.75% HOT and a 5.0% motor vehicle rental tax (MVRT). It is anticipated that Bexar County Commissioner's Court will call for a November 2025 venue tax election and it may include an increase in the venue HOT rate from 1.75% to 2.0%. The City would contribute to the arena through utilizing the arena rent paid by the Spurs, ground leases for private development, property taxes within the Hemisfair Tax Increment Reinvestment Zone (TIRZ), new development guaranteed by the Spurs and/or their developer, and the PFZ.

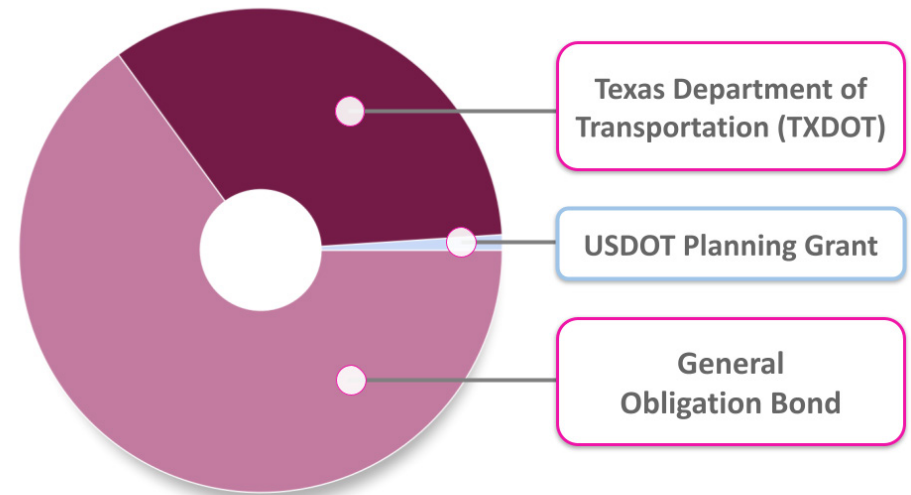
### Infrastructure Funding Plan

Funding for the infrastructure improvements is proposed to come from the following sources:

- TXDOT: \$117 million to \$130 million
- United States Department of Transportation: \$3 million for planning
- General Obligation Bond: \$220 million to \$250 million

The proposed \$220 million to \$250 million for the General Obligation Bond requires voter approval, and would fund the initial phase of vehicular and pedestrian improvements.

The Mayor and City Council will consider if and when a General Obligation Bond for Transportation System Improvements for the Alamodome go on a ballot for voter consideration.





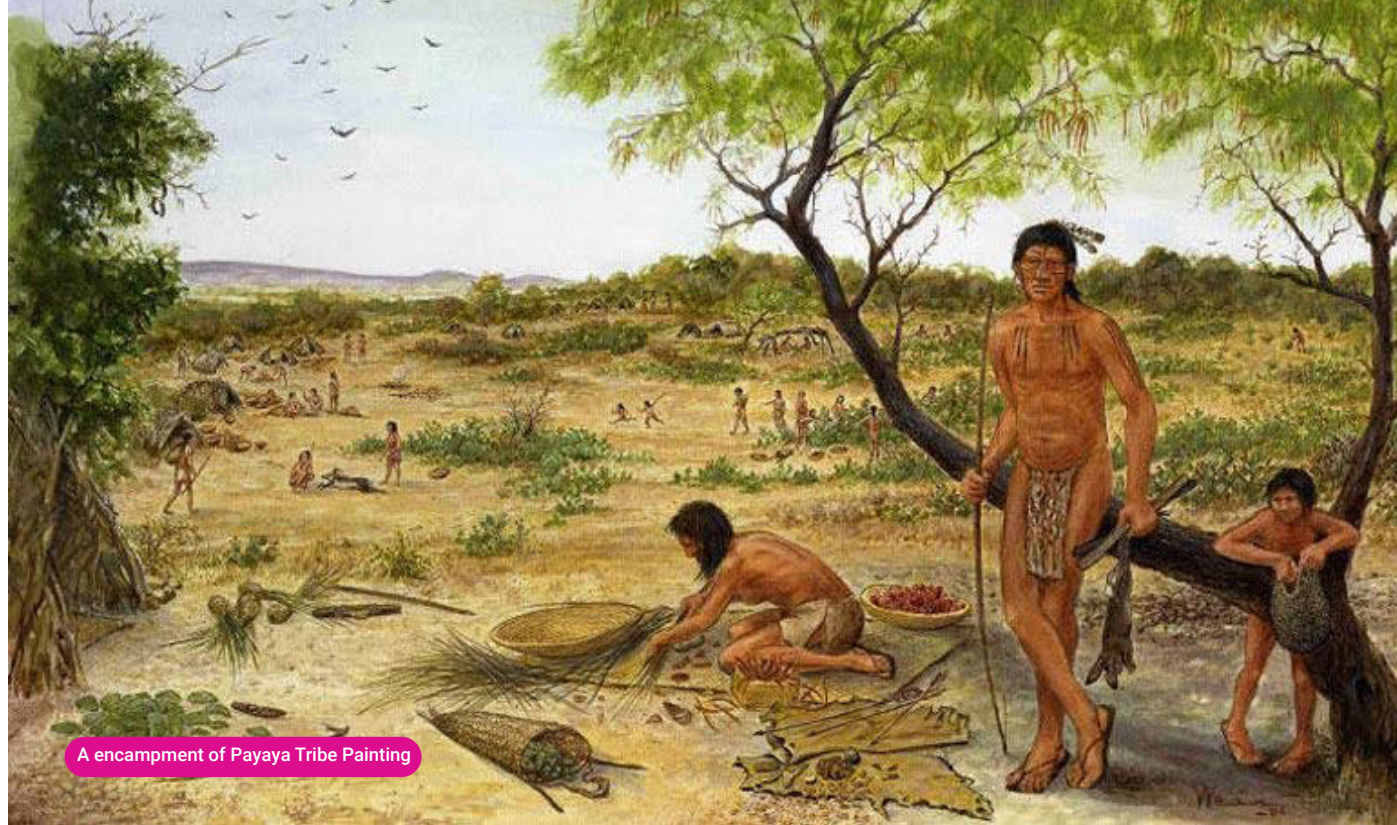
# History

## Hemisfair: History and Culture

The 96-acre site now known as Hemisfair has long been central to San Antonio's evolving history. Originally inhabited by the Payaya tribe, the land later supported agriculture for the Alamo Mission through the Acequia Madre de Valero—remnants of which still exist within Hemisfair today.

By the 19th century, the area developed into “Germantown,” a historically significant neighborhood that grew to include over 300 buildings homes, businesses, churches, and a synagogue spanning from the Spanish colonial period through the early 20th century. While largely settled by German immigrants (hence the name), Germantown was part of a broader multicultural community that included Mexican Americans, African Americans, and European immigrants. In preparation for HemisFair '68, the city undertook a major urban renewal project.

Approximately 96 acres of downtown, including Germantown, were acquired, cleared, or altered—displacing over 2,000 people, many of whom were working-class or low-income residents.



A encampment of Payaya Tribe Painting



The Longini-Hermann House, 1810





## HemisFair '68

In 1968, twenty-four of the area's historic buildings were preserved and incorporated into HemisFair '68, the first international exposition held in the American Southwest. Celebrating San Antonio's 250th anniversary, the fair adopted the theme "The Confluence of Civilizations in the Americas," honoring the city's layered cultural past while looking toward the future. It was the first world's fair to purposefully integrate historic architecture into its master plan, setting a precedent for preservation-minded urban development.

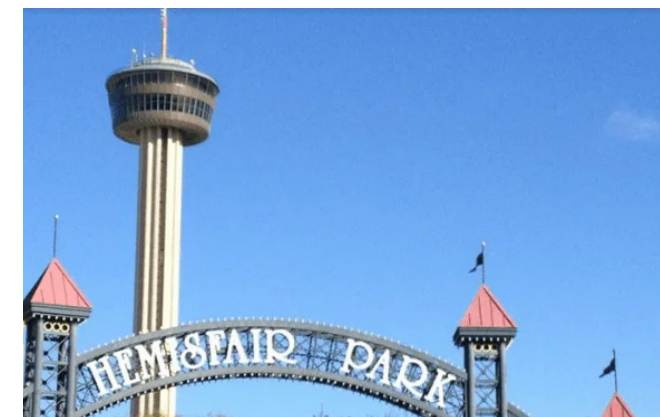
The original plan, spearheaded by the HemisFair Park Area Redevelopment Corporation, blended exhibition spaces with heritage buildings and public plazas. This vision continued to evolve, and in 2015, the City of San Antonio (COSA) officially renamed the site simply Hemisfair, designating it as an urban parks district encompassing Yanaguana Garden, Civic Park, and Tower Park.



Hemisfair 68 mini-monorail



Lila Cockrell Thater





## Hemisfair 2012 Master Plan

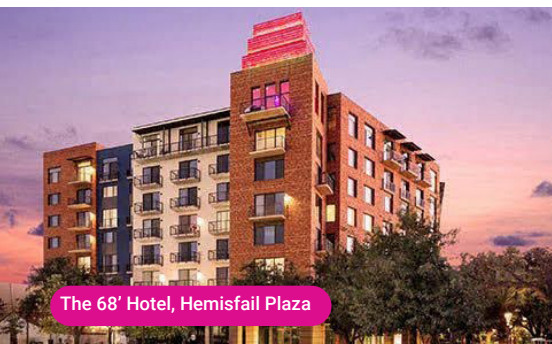
In 2011, COSA initiated a new master plan for Hemisfair, launching with a public engagement campaign that involved stakeholders and community members throughout the planning process. Adopted in February 2012, the plan sought to reconnect Hemisfair with its surrounding neighborhoods and the River Walk while promoting a mix of residential, commercial, and cultural uses. A key priority was the adaptive reuse of the district's historic structures.

The first major public space completed under the plan was Yanaguana Garden, followed by the opening of Civic Park. The plan also spurred significant developments including the Phase I expansion of the Henry B. González Convention Center, the construction of mixed-income housing known as "The '68," and the Monarch Hotel, which is currently under construction.

Numerous dining and retail businesses have helped activate the area, many housed in historic buildings. These include Künstler Tap Haus, Re:Rooted 210 Urban Winery, Bombay Bicycle Club, Revolución Coffee + Juice, Paletería San Antonio, and Dough Pizzeria Napoletana.



Hemisfair Park Area Master Plan, which was officially approved by the San Antonio City Council on February 9, 2012



The 68' Hotel, Hemisfair Plaza



Hemisfair Yanaguana Garden



The Monarch Hotel



## Arts and Culture

Hemisfair has long celebrated San Antonio's rich and vibrant culture—beginning with the 1968 World's Fair and continuing today through murals, mosaics, and sculptures that reflect recurring themes of water, the environment, and local history.

In addition to permanent installations, COSA hosts “Art in the Park,” a program dedicated to civic art, cultural programming, and community engagement. Held in Yanaguana Garden, the program features live music, artist-led workshops, and collaborative art-making activities for children and adults.

Civic Park also hosts a wide range of events, including concerts, community gatherings, and annual festivals that celebrate San Antonio's cultural diversity—such as Día de los Muertos, Diwali, and Fiesta.



Día de los muertos celebration



Festival of lights - DiwaliSA



Hemisfair Canopy - Hemisfair



## The San Antonio Spurs

One of HemisFair's original structures was the HemisFair Arena, the first home of the San Antonio Spurs.

Originally known as the Dallas Chaparrals of the American Basketball Association (ABA), the team was purchased by a group of San Antonio businessmen and relocated to the city in 1973, where they were renamed the Spurs.

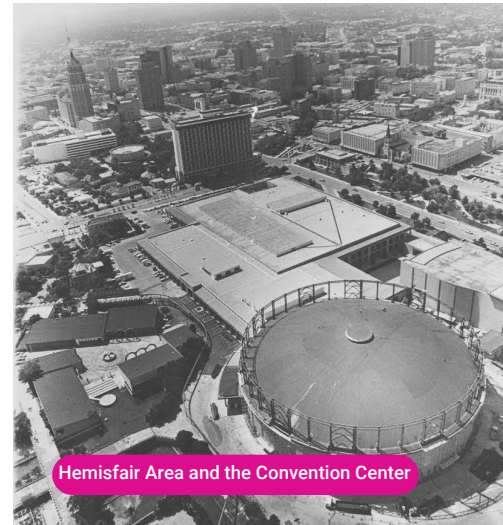
The Spurs became one of four ABA teams to merge with the National Basketball Association (NBA), and they played their first two decades at HemisFair Arena before moving to the Alamodome from 1993 to 2002.



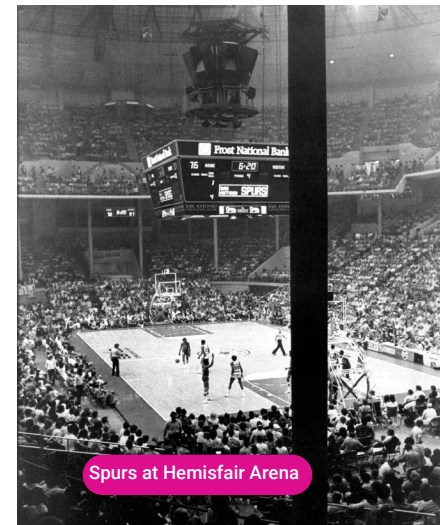
HemisFair Arena - SACCA



The Coyote and Red McCombs -1972



HemisFair Area and the Convention Center



Spurs at HemisFair Arena

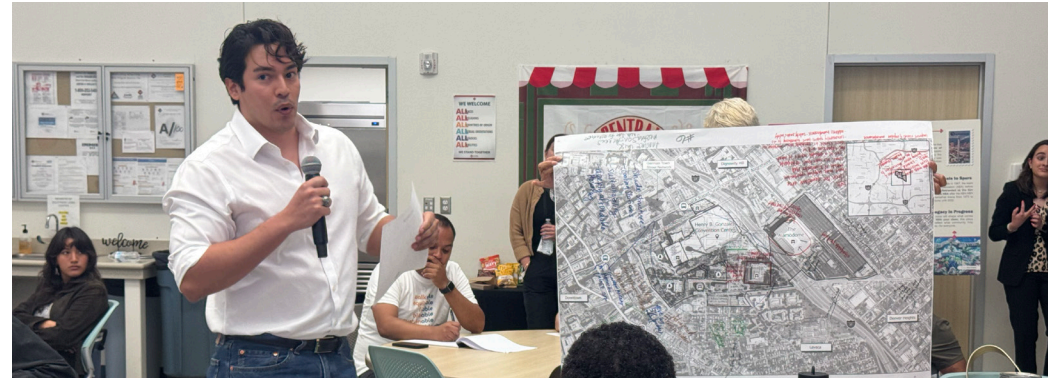


# Purpose of Engagement

The City of San Antonio recognizes that the development of a successful and inclusive Sports & Entertainment District depends on direct input from the people it is intended to serve. As this effort remains in its earliest stages, community engagement is essential to ensure that the design and development of the district reflects community priorities and long-term neighborhood values.

Engaging residents now enables the City to build a district that enhances public life, celebrates local culture, and delivers broad-based benefits.

The engagement process is designed to be inclusive, accessible, and iterative, enabling residents to both learn about the scope and funding of the project and directly shape its direction. Community voices—gathered through forums, focus groups, surveys, and open houses—are integral to the project's formation and evaluation.





# Goals of Engagement

This engagement effort represents a rare and timely opportunity to partner with the people of San Antonio in shaping a Sports and Entertainment District that is inclusive, visionary, and grounded in community values.

At its heart, this work is about co-creating a future that reflects the aspirations of residents across the city, ensuring that decisions about urban investment, infrastructure, and place-making are informed by those who will live, work, and gather in the District.

Our primary aim is to foster a transparent and equitable planning process—one that centers community voices, builds public trust, and generates authentic ownership. We intend to create inclusive opportunities for input across all council districts, with particular attention to communities that have historically been left out of planning conversations.



Through this engagement effort, the City and its partners aim to:

1

**Provide transparency - inform residents about the project's goals, funding, and timeline**

2

**Establish a set of guiding principles that reflect community values and aspirations**

3

**Create open channels for communication and feedback**

4

**Identify community priorities for housing, transportation, local businesses, and public space**

5

**Ensure the planning process centers equity, accessibility, and long-term community impact.**



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2

# COMMUNITY ENGAGEMENT PLAN OVERVIEW





## **COMMUNITY ENGAGEMENT PLAN OVERVIEW**

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Two-day workshops

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- b. Community Forum
- c. Guiding Principles Open House

#### **Additional Forums**

- a. D8, D4, D2, Youth

#### **Stakeholder meetings**

#### **Survey**

#### **Outreach**

- a. News Release
- b. Social Media



# Engagement types

## 1. Two-day workshops

Ten two-day community planning workshops were scheduled across each of San Antonio's ten council districts in June and July 2025. Each workshop was designed to serve as a consistent, open, and inclusive space for community dialogue, information sharing, and collaborative planning.

### What:

Each two-day session featured a combination of roundtable discussions, topic-specific focus groups, hands-on activities, and an open house exhibition of key planning ideas.

### Why:

These workshops created opportunities for two-way dialogue, encouraged shared learning, and allowed residents to offer location-specific insight into how the Sports & Entertainment District might serve the broader city.

### How:

Sessions were facilitated by City staff and Able City, with translation services and accessibility accommodations provided. Participants were welcome to drop in at any time during the two days.

### The format included:

#### Day 1

- Housing Focus Group (1:30–2:30 p.m.)
- Transportation Focus Group (3–4 p.m.)
- Community Forum & Mapping Exercise (6–8 p.m.)

#### Day 2

- Guiding Principles Open House (12–7 p.m.)
- Public Community Space Focus Group (1:30–2:30 p.m.)
- Local Business Focus Group (3–4 p.m.)

Workshops were hosted at trusted community spaces such as recreation centers, senior centers, and libraries.





## 1.a. Four Focus Groups

Four topic-specific focus groups were integrated into each two-day workshop, providing participants with the opportunity to explore specific areas of interest in greater depth:

**1 Housing:** Residents discussed affordability, types of desired housing and how housing can support a mixed-use, community-centered district

**2 Transportation:** Participants considered street design, pedestrian safety, multimodal access, and event-day mobility.

**3 Local Business:** Community members shared ideas about how the district could support small businesses, workforce development, and local entrepreneurship.

**4 Public Community Space:** Input focused on the design and function of parks, plazas, and gathering spaces within the district.

Each focus group was held with facilitators who presented on the topic and guided conversations using prompt questions and visual aids to help participants articulate goals and their insights. Dedicated note-takers captured what residents were saying and asking at each focus group.





## 1.b. Community Forum

The evening community forum provided an opportunity for residents to hear directly from City officials and planners. The forum began with a presentation of a Sports & Entertainment District Overview. The overview was followed by a hands-on mapping activity inviting residents to share specific ideas and proposals for the district's development, helping to surface local knowledge and spark creative problem solving. Residents shared their thoughts, and ideas using a map of the Sports & Entertainment District area to facilitate the discussion. At each table, City of San Antonio & Able City Staff guided conversations by asking questions like:

**What are your favorite places downtown and why?**

**What's missing from downtown?**

**What should definitely not be done?**

**If you had a magic wand, what would you add?**

**What kind of activities should we plan for?**

**What should the District look like?**

From this discussion, each table collaborated to write their “3 Big Ideas” on a sheet of paper. These big ideas convey the main points discussed at each table. Each table selected a resident to represent the group and present their 3 Big Ideas to community members.

In response to feedback from San Antonio's newly elected mayor, Gina Ortiz Jones, a Question & Answer session was added to the agenda beginning in the third week of district workshops. This format was implemented during the community forums held in Districts 1, 6, 8, and 9, as well as during additional forums in Districts 2 and 8. At these events, residents were invited to submit written questions on cards at the start of the forum. During the presentation, staff sorted and grouped similar questions. After the presentation, staff responded to the most frequently raised questions in a live Q&A session.



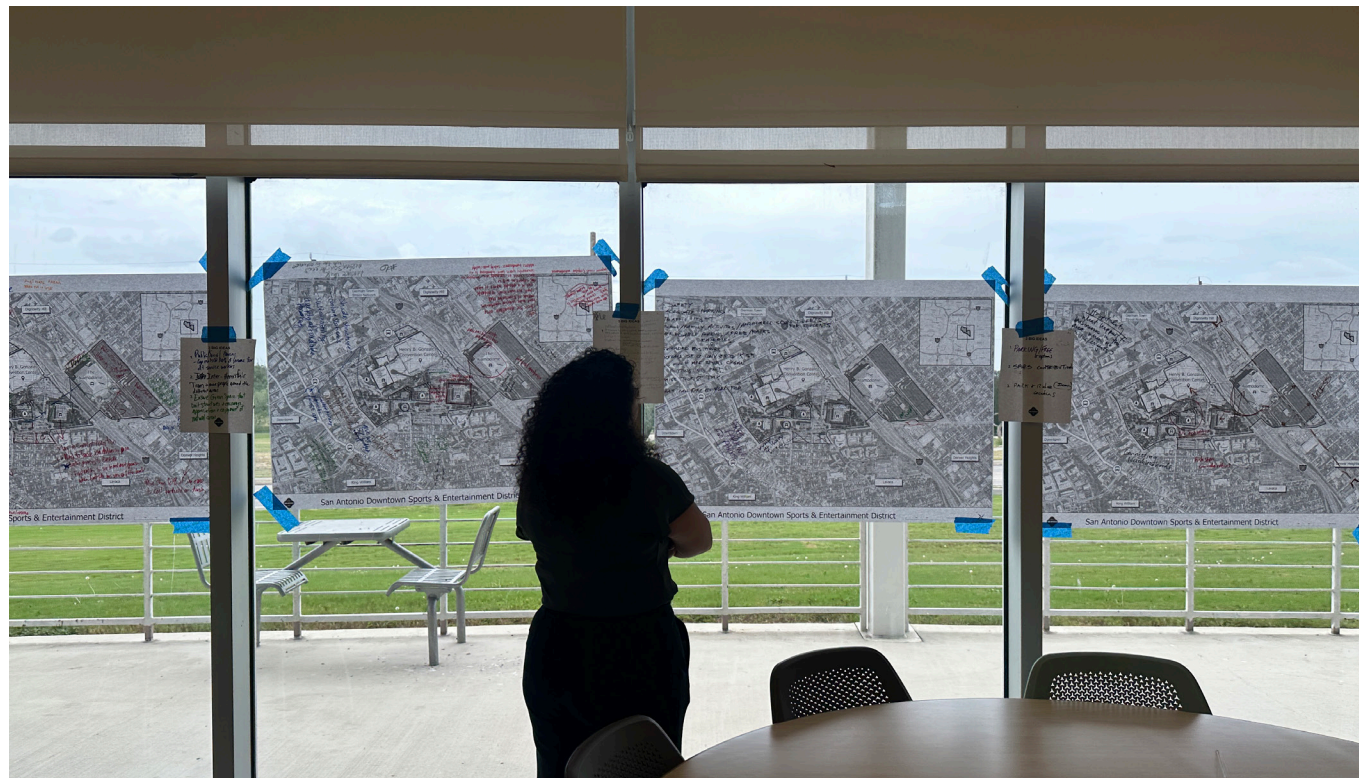
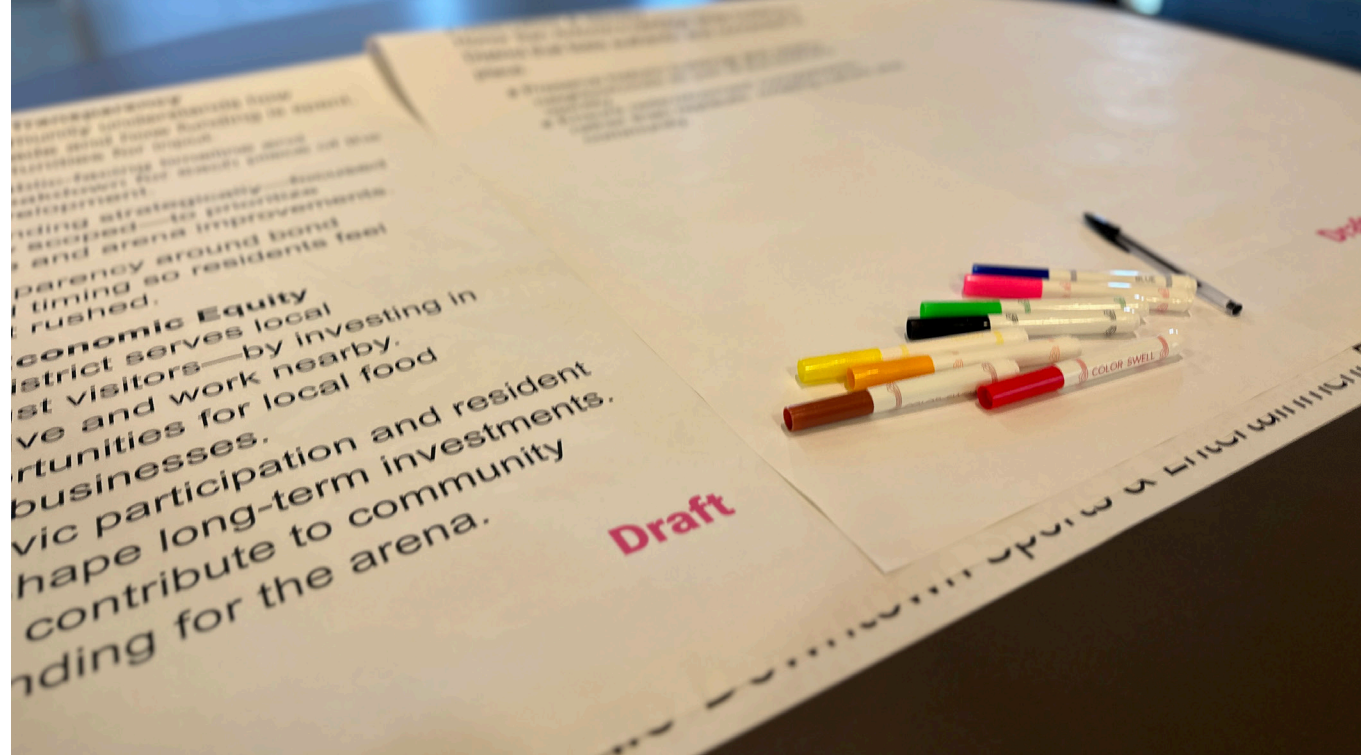


## 1.c. Guiding Principles Open House

Held on the second day of each workshop, the Guiding Principles Open House featured a Draft of the Guiding Principles that were formulated during the previous night's community forum.

This open house provided attendees with the opportunity to mark up the draft guiding principles, and add what might have been missed. The open house also provided residents with the opportunity to talk one-on-one with planning staff and provide their input. Here residents could learn about the project as well. Input gathered during these sessions helped shape the final guiding principles that will inform future decisions made by the City Council.

Overall, the open house allowed residents to review each table's maps and 3 Big Ideas from the previous night, offer feedback, and have one-on-one conversations with project team members. The Open House format ensured that residents could engage on their own time and terms, supporting a drop-in model of participation.





## 2. Additional Forums

### 2.a. D8, D4, D2, Youth

#### District 4 Meeting with Neighborhood Leaders Blue Skies of East San Antonio July 10, 2025

Despite extensive outreach by the City and Council Office, the District 4 Community Planning Workshop saw low attendance. In response, Council member Mungia gathered neighborhood leaders for a separate forum where they learned about the project and shared feedback.

The following is a summary of the questions asked and topics discussed at this meeting.

At this meeting, City of San Antonio (COSA) representatives presented information on the proposed Sports & Entertainment District Project and addressed questions from District 4 residents and neighborhood leaders. The discussion centered on key themes including equitable investment, transportation access, neighborhood impact, and downtown aesthetics.

#### Key Themes:

##### Equity in Funding and Benefits:

Several participants expressed interest in how the project would benefit District 4. The Councilman noted that although certain tax revenues such as Hotel Occupancy Tax (HOT), Venue

Tax, and Project Finance Zones (PFZ) cannot be allocated to District 4, efforts are being made to ensure the district receives its fair share in the upcoming bond cycle. Residents also wanted to know about whether future funding would include affordable housing.

##### Transportation and Connectivity:

Attendees asked about transportation improvements, including the inclusion of ride share stations and the potential for light rail. COSA confirmed ride share stations would be integrated into the project and acknowledged that light rail would require further public discussion and voter input. The need for improved transit options in District 4, including better ride share and mass transit services, was emphasized. The land bridge project, which could enhance connectivity, is currently in the planning stage.

##### Housing Investment:

Questions were raised about the inclusion of affordable housing in the next bond. COSA representatives indicated a desire to incorporate housing initiatives and noted that much of the 2022 bond funding has already been allocated to rehabs, homelessness services, and new housing. There was also discussion of how the proposed project could unlock additional funding opportunities for housing and other community needs.

##### Neighborhood and Business Impacts:

Residents asked about noise mitigation and support for small businesses during the construction phase. COSA responded that neighborhood funding would be explored to address these issues.

##### Parking and Event Access:

Questions included whether the City would consider free or discounted parking for events, and how drop-off access near the Alamodome could be improved for patrons paying premium rates.

##### Downtown Appearance and Appeal:

One participant shared disappointment in the current state of downtown and encouraged efforts to improve its overall appearance and appeal.

Overall, residents conveyed a desire for transparency, equitable investment, and consideration of District 4's needs in relation to the broader Sports & Entertainment District Project. The discussion highlighted the importance of inclusive planning that considers neighborhood impacts, transportation access, and long-term benefits for local communities.





## 2. Additional Forums

### 2.a. D8, D4, D2, Youth

#### Youth Forum Project Cowork July 10, 2025

To reach the youth demographic of San Antonio, a community forum was held targeting college-age students. There were a total of 19 attendees at this forum. A presentation was given by the City of San Antonio to provide an overview of the project. This was followed by a hands-on mapping activity led by staff table facilitators. Each table completed a list of three Big Ideas and presented them to the group.

#### Key Things Discussed

Participants expressed that affordable parking is currently lacking in the downtown area, making it difficult for them to access and enjoy the spaces they love. Many identified the Pearl and the Riverwalk as their favorite downtown destinations, with others also highlighting the Quarry and La Villita as notable places they enjoy visiting.

One of the major items shared was the ongoing road construction happening without public awareness or sufficient communication. Attendees felt that such activities should not take place without notifying the public in advance, as it disrupts accessibility and contributes to frustration.

When asked what they would wish for if they had a “magic wand,” participants overwhelmingly said they would want free or more affordable parking downtown. Events like Fiesta were mentioned as important activities that should be prioritized in future planning efforts.

One group proposed the concept of a “Fusion Zone”, meaning the public space that serves as connective tissue between the facilities in the District. The participant described the District as a coalescing of several distinct atmospheres—Hemisfair catering to local families, Southtown attracting a younger crowd, and La Villita appealing to visitors. A Fusion Zone would blend the energy and character of all three, offering a more dynamic, inclusive space for everyone.

Another participant pointed out that the area where the Riverwalk meets Hemisfair feels underwhelming and suggested it needs to be “whelmed”—in other words, enhanced to live up to its potential as a key junction in the downtown experience.

A creative idea for a mobile app was also discussed. The proposed app, named “210,” would serve as a hub for downtown information—highlighting available parking for events, sharing event details, and enabling coordination among the various entities hosting activities downtown. A key feature would be a rideshare component, allowing users

headed to the same event to connect and reduce the number of vehicles traveling downtown.

Finally, participants noted that the Sports & Entertainment District would benefit from more community-driven initiatives, similar to those found at the Pearl. They envisioned a district that hosts farmers markets, artisan and vendor fairs, yoga sessions, local music performances, and other events led by community members and small businesses.

#### Three Big Ideas

##### Table 1:

- “210” App – Navigation, transportation, events, transparency, safety, and cross-collaboration with VIA.
- Community-driven initiatives.
- Reasonable parking – Parking pass/subscription, affordable, visible, regulated.

##### Table 2:

- Alternative transportation.
- More greenery for the purpose of shade.
- Connection by river emphasis.

##### Table 3:

- Affordable parking and more parking garages to help the pedestrian experience.
- Exposure to local businesses and cultural events with free entertainment.
- Policy funding and change zoning codes.

##### Table 4:

- Greenery and nature.
- Community engagement activities.
- Sustainable affordable housing.



Tab 2- CE Plan overview |28



## 2. Additional Forums

### 2.a. D8, D4, D2, Youth

#### District 2 Community Meeting Wheatley Heights Sports Complex | July 19, 2025

A separate meeting was held for District 2 residents which focused on development of the Eastside, under the context of the Spurs' planned departure of the Frost Center in 2032.

The City of San Antonio (COSA) presented an overview of the proposed Sports & Entertainment District, followed by a Q&A session. While the intent was to conduct facilitated table discussions about future development on the east side, meeting attendees voiced a preference for additional Q&A with a passed microphone.

The meeting closed with small discussions at the tables, where facilitators asked residents questions like: "What is missing from the East Side today?" and "What one thing would improve your quality of life"? Residents living in Denver Heights, Dignowity, Government Hill, and surrounding areas talked about a wide range of topics focused on neighborhood stability, equity, transparency, and the need for community-centered investment.

## Key Themes

### Trust, Accountability, and Transparency

Residents emphasized that promises made to the East Side have not consistently been fulfilled. A recurring theme was the need for clear, written commitments from the City and developers to ensure that community benefits are protected through all phases of planning and redevelopment. Suggestions included appointing a dedicated Project Manager to report directly to the City Manager's Office and implementing a finalized Community Benefits Agreement. Many asked for itemized budgets and more transparency regarding programs like land banking.

### Equitable Economic Development and Land Use

Participants expressed a strong desire for investment in small, local businesses—especially those owned by residents. The community advocated for revitalization along corridors like Houston and Commerce Streets, and for development that reflects the needs of current residents. There was interest in repurposing underutilized parcels, such as the Willow Springs Trailhead, for community-serving uses. Several attendees noted that while the Willow Springs Golf Course is a valued green space, it currently serves a limited segment of the population. Residents wanted to know what is being done to entice development and businesses

providing necessary services in the East Side.

Some residents also voiced the need for businesses to demonstrate a genuine stake in the community. The idea of an "accumulation of owners" was interpreted as a call for diverse and locally invested business ownership.

### Housing Stability and Displacement Prevention

Housing Affordability and Accessibility was a frequent topic brought up by residents. Residents stressed the need for title assistance programs to help longtime homeowners qualify for home repair funding. Residents also expressed that vulnerable properties must be protected and that any new housing development includes safeguards against displacement. Short-term rentals (Airbnbs) were highlighted as a growing challenge in the area, contributing to housing instability.

### Infrastructure, Transportation, and Accessibility

Transportation access and traffic safety were consistently brought up. Attendees noted the lack of protected bus stops, limited transit options, and disruptive industrial and rail traffic. Traffic safety, especially around schools and residential streets, was mentioned as a barrier to accessing downtown and the future Sports & Entertainment District. Several residents asked about neighborhood-

only parking programs due to spillover from events. There was general support for rail transit, though acknowledged as a broader, citywide conversation.

### Public Safety and City Services

Participants called for improved code enforcement. Residents noted that they feel safe in their community because they know their neighbors and that they feel unsafe with more police presence. A primary concern expressed by long-standing residents—many of whom are people of color—was the impact of increased police presence on their sense of safety and belonging. Residents shared that newer community members sometimes call law enforcement in situations that result in the disproportionate targeting or harassment of long-time residents based on race or appearance. Similarly, participants noted that unhoused individuals in the





area are often well-known to long-time residents and do not pose a threat, underscoring that the community has a deep understanding of its own dynamics and needs. These residents noted that their local safety officer is not always a helpful resource, as they have limited availability. One resident commented that police officers used to be more community-minded because they knew the residents. There were also requests for fewer temporary or permanent homeless shelters and health facilities in the East Side, with the sentiment that the area is already over-saturated with such services.

### **Community Voice and Cultural Identity**

There was a strong sentiment that East Side residents understand the needs of their own neighborhoods and should play a central role in shaping redevelopment efforts. The desire for consistent engagement and respect for lived experience was clearly stated. Community members also encouraged institutions like the Spurs to increase their presence in the area and host more accessible, walkable events for local fans within the East-side neighborhoods.

### **Resident Priorities and Desired Improvements**

- When asked what would most improve quality of life, residents named:
- Improved traffic flow and safer pedestrian infrastructure
- Completion of nearby construction projects
- Better grocery store options and everyday amenities
- Assistance for legacy homeowners to maintain and upgrade properties
- Increased neighborhood-oriented development

### **Overall Support with Conditions**

While there was general support for the proposed Sports & Entertainment District, residents emphasized that support is conditional on the project delivering tangible, direct benefits to East Side neighborhoods. Attendees requested that COSA post answers to community questions, share plans that span political transitions, and include contingency strategies to protect local investment if the project exceeds budget expectations. The meeting reflected deep-rooted concerns and a clear vision from District 2 residents for inclusive, equitable development that uplifts long-term community members and addresses longstanding needs.





## 2. Additional Forums

### 2.a. D8, D4, D2, Youth

#### District 8 Community Meeting San Antonio Board of Realtors, 9110 I-10 #1, July 22, 2025

A separate meeting was held for District 8 residents at the request of Councilmember Meza Gonzalez, who wanted to ensure her district had an additional opportunity to engage with the proposed Sports & Entertainment District.

At this meeting the City of San Antonio (COSA) presented an overview of the proposed development followed by a Q&A session. Residents were invited to submit questions using comment cards or to ask them directly during the session. Residents raised questions about fiscal responsibility, public safety, housing affordability, and equitable access. The following is a summary of the questions asked and comments shared.

#### Key Themes

##### Equity and Community Benefits

Attendees emphasized the importance of ensuring that the benefits of the proposed district reach all San Antonio residents, not just those in proximity to the new development. Residents wanted to know that marginalized communities would have equal

access to amenities, employment opportunities, and public spaces. Residents asked how existing vendors would be protected and how future public areas would be equipped with basic necessities such as shade, water, and emergency services. Questions were also raised about the role of the Spurs in financially contributing to the project and the expectation for a long-term lease agreement.

##### Infrastructure, Traffic, and Construction Impact

Residents expressed unease about how the new development might worsen existing traffic congestion and reduce emergency access. Residents asked for more detail on strategies for mitigating parking shortages and disruptions related to construction. The relocation of San Antonio Water System's downtown cooling plant emerged as a specific point of interest, with residents asking about timeline, cost, and neighborhood impacts.

##### Public Transit and Connectivity

Several participants expressed interest in enhanced transit options and questioned how the development would connect to existing transportation infrastructure. There was support for expanded rapid transit and trail connections to ensure

the district is accessible without increasing dependence on personal vehicles. Some asked why existing infrastructure, such as walkways under the highway, couldn't be prioritized over more expensive alternatives like the land bridge.

##### Housing Affordability and Displacement Prevention

Residents voiced apprehension over the affordability of housing in the face of rising costs citywide. Attendees asked what protections would be put in place to prevent displacement of existing residents, and how the city plans to manage the growing number of short-term rentals within neighborhoods.

##### Funding, Timeline, and Transparency

A key concern for many attendees was the project's funding, particularly in light of the city's projected budget deficit. The residents requested more information about funding sources, including any potential tax implications or bond measures. Overall, there was strong support for greater transparency, with asks for detailed documents, district-level summaries of community input.

##### Residents Priorities and Desired Improvements

When asked about their key concerns, District 8 residents named:

- Transparency around the project budget and long-term funding strategy
- Improvements to transit systems and pedestrian connectivity
- Stronger protections for housing affordability
- Clear commitments to equitable access to district amenities
- Continued access to community input and neighborhood-specific engagement

While some residents expressed interest in the development, that interest was largely conditional. Many emphasized that support depends on the city's ability to address critical questions around funding, displacement, public safety and equitable access. The meeting highlighted a desire for clarity, accountability and proactive communication as the city continues its planning process for the Sports & Entertainment District.



### 3. Stakeholder Meetings

#### Overview

Stakeholder groups represents residents, local businesses, nonprofit organizations, public agencies, and other parties who contribute to or are influenced by the development of the proposed Sports & Entertainment District. Stakeholder meetings occurred between June 30 and are still ongoing. A total of 12 stakeholders groups have been consulted to date. They have involved a variety of community, labor, tourism, and professional organizations. The format of these meetings consisted of a round table discussion and key items discussed included transportation, accessibility, hospitality support, infrastructure funding, and equitable community benefits.

#### Stakeholder Meetings To Date

- Unite Here (Labor Union)
- San Antonio Hotel & Lodging Association (SAHLA)
- Valero Alamo Bowl
- San Antonio Visitor Alliance
- Real Estate / Engineers / Architects Focus Group
- Hemisfair Major Events Organizers (Dia de los Muertos)
- Disability Access Advisory Committee (DAAC)
- Urban Land Institute (ULI)
- Texas Restaurant Association
- San Antonio Parks Foundation
- VelocityTX, SAGE, and LISC

#### Summary of Meeting Topics and Feedback

##### Community Engagement and Communication

Stakeholders emphasized the importance of open, ongoing communication throughout the planning process. Unite Here, representing labor interests, requested to remain involved as developer discussions progress and expressed a desire for the City to facilitate direct engagement with hotel and entertainment developers. VelocityTX and SAGE proposed establishment of an eastside district dedicated to growing capacity for community-based economic development. Stakeholders recommended communication tools such as centralized web portals, email updates, breakroom flyers, and fact sheets to keep employees and the public informed.

##### Hospitality and Workforce Support

Hospitality organizations such as San Antonio Hotel & Lodging Association (SAHLA) and the SA Visitor Alliance identified workforce mobility, infrastructure, and job quality as top areas of interest. The Texas Restaurant Association cited the importance of variety in restaurant offerings, including food types, price points, and size, as well as the affordability of leaseable space. Recommendations included establishing year-round programming and supporting workforce access through improved transportation services such as circulators, trolleys, and discounted parking. Stakeholders also advocated for amenities like shaded rest areas, indoor dining, and accessible public spaces that enhance both the visitor and employee experience. Upward mobility in the hospitality sector and increased wages was seen as essential for long-term economic sustainability.

##### Transportation, Parking, and Accessibility

Transportation access was a major topic across meetings. Participants cited insufficient transit coverage, limited parking access, and a lack of inclusive infrastructure for individuals with disabilities. Recommendations included expanding VIA routes, introducing direct shuttle services to the Alamodome, and using apps to provide real-time parking data and pre-paid parking systems. The Disability Access Advisory Committee noted gaps in ADA compliance, especially in private parking lots, and called for better signage, more accessible restrooms with adult changing stations, and improved elevator maintenance in garages.



### **Alamodome Improvements and Event Coordination**

Multiple stakeholders emphasized the importance of timely investments in the Alamodome to ensure its continued competitiveness for national events. Organizations such as the Valero Alamo Bowl expressed concerns over the proposed 2035 start date for upgrades, viewing it as a potential barrier to securing long-term commitments for major events like the NCAA Final Four. Interest was also shown in exploring an owner-operator model and enhancing coordination between Alamodome events and surrounding venues.

### **Land Use, Infrastructure, and Funding Transparency**

Stakeholders in the engineering, architecture, and real estate sectors raised questions about the scope of bond-funded improvements and the potential separation of infrastructure and arena funding. Many called for a clear list of proposed improvements and better messaging to emphasize the broader community benefits of the project. Concerns were raised about traffic mitigation in nearby neighborhoods, and participants encouraged the integration of tools such as real-time parking data and pre-paid parking passes during ticket sales.

### **Public Space Design and Cultural Programming**

Hemisfair partners emphasized the need for thoughtful design that balances the park's unique identity with its integration into the larger district. Barriers to larger event hosting, including circulation challenges and limited support infrastructure, were noted. The San Antonio Parks Foundation noted that transportation and parking are some of the biggest challenges for large events, though the systematic solutions are largely outside of event planners realm of control. Stakeholders recommended improving event logistics, exploring an affordable circulator that is easy to use, expanding mixed-use development around the park, and reviving community festivals such as Taco Fest and La Semana Alegre to drive consistent year-round programming.

### **Accessibility and Inclusive Design**

The Disability Access Advisory Committee provided detailed recommendations to ensure inclusive design throughout the district. They noted that current accessible parking is too far from venues, rideshare zones and scooters are often unusable, and signage and restrooms fail to meet ADA standards. Stakeholders called for real-time wayfinding technology, more accessible restrooms with changing stations, and consistent enforcement of parking regulations. The committee urged planners to avoid the mistakes seen on the Riverwalk and to prioritize accessibility in every phase of project development.



## 4. Survey

A digital and bilingual community survey was launched in June 2025 to coincide with the kickoff of the citywide Community Planning Workshops.

The survey ensures an opportunity for individuals to engage meaningfully in the process whether or not they can attend in-person events.

Paper versions of the survey were provided to individuals at every workshop throughout the two days, in each district.

The survey was also accessible online via the City's SASpeakUp platform and the dedicated website, [SA.gov/sportsdistrict](https://www.surveymonkey.com/r/sportsdistrict), to ensure even broader community participation.

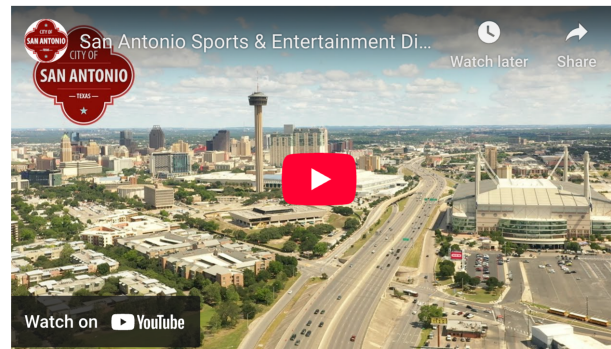
### Survey Goals:

- 1 Gather feedback on residents' expectations for the district;
- 2 Assess community needs and priorities across housing, mobility, local economy, and public space;
- 3 Identify shared values to inform the development of guiding principles;
- 4 Ensure participation from a broad cross-section of the city, including historically underrepresented voices.

<https://www.surveymonkey.com/r/sportsdistrict>

### Sports and Entertainment District Community Survey

The City of San Antonio seeks your input on the Sports and Entertainment District. First, **watch the video below** on the Sports & Entertainment District, then take the survey.



\* 1. Did you watch the video?

- ☐ Yes
- ☐ No

Next



# Outreach

## 1. News Release

Raising awareness and helping drive participation in the downtown Sports & Entertainment District Community Planning Workshops required a comprehensive, multi-channel outreach plan. A total of 63 meetings throughout the city were conducted between June and July. (This includes each focus group meeting and community forum held at all ten council districts, stakeholder meetings, and additional meetings held with community members.)

This effort involved close coordination with City council district offices and the City's Communications team to ensure direct outreach to constituents, as well as neighborhood associations and key community stakeholders – including Chambers of Commerce, Hemisfair major events organizers, Unite Here, SA Hotel and Lodging Association, SA Visitor Alliance, and others – to help distribute meeting information effectively.

An extensive communications tool kit was developed and shared with internal City departments and City Council districts, as well as external stakeholders giving them all the information needed to help promote the Community Planning Workshops.

These items included social media graphics that were general and district-specific, social media content/copy, printed and digital fliers, direct mail and news releases/requests for coverage.

Outreach efforts began two weeks prior to the workshops to ensure the community had ample notice. Communications were shared via multiple platforms including:

### Email

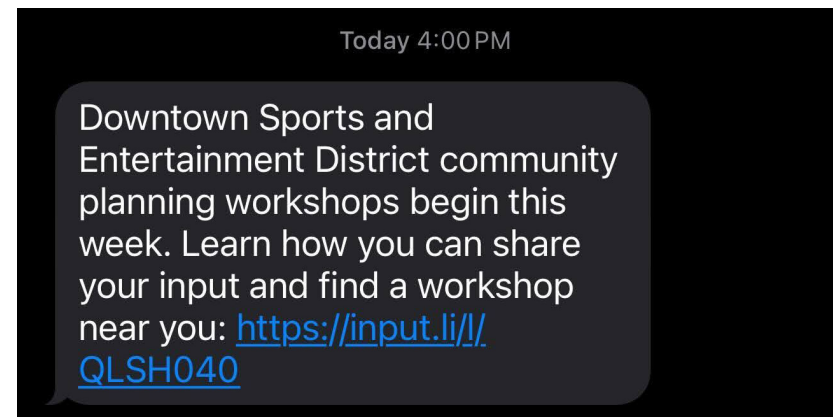
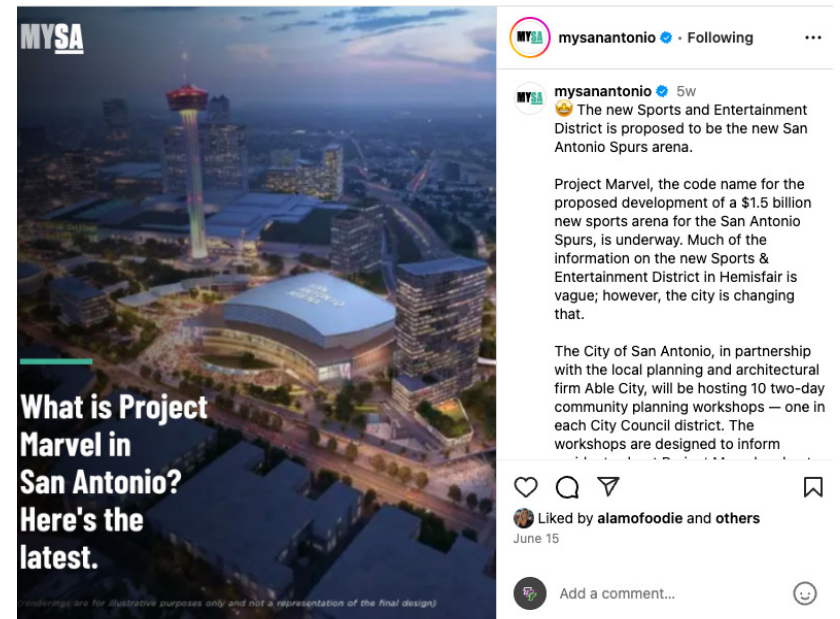
- Social media (COSA channels, district-specific channels and partner organizations)
- Text messaging through COSA
- Digital fliers via email
- Door-to-door outreach
- Direct mail

In addition to the use of SASpeakUp, a project web page - [SA.gov/SportsDistrict](http://SA.gov/SportsDistrict) - was launched to support the planning process and serve as a central hub for sharing updates and community engagement materials.

An initial news release announcing the full meeting schedule and detailing each district's meeting was distributed two weeks prior to the first round of community meetings. Coverage appeared in media outlets, including KSAT, FOX, KENS-TV, WOAI-TV, Texas Public Radio, San Antonio Express-News, San Antonio Report, Community Impact, among others. Multiple Requests for Coverage

were also sent to remind newsrooms of upcoming meetings, including workshop dates, times and locations.

Approximately 23 news stories about the project ran during this time.





## 2. Social Media

### Outreach Overview –

#### Community-Planning Workshops

Between mid-May and late July the City of San Antonio (COSA) orchestrated a multi-channel campaign—amplified by council districts, partner agencies, news outlets, and neighborhood organizations—to drive residents to the Sports & Entertainment District Community-Planning Workshops in all ten council districts. Key elements included.

#### Messaging Themes

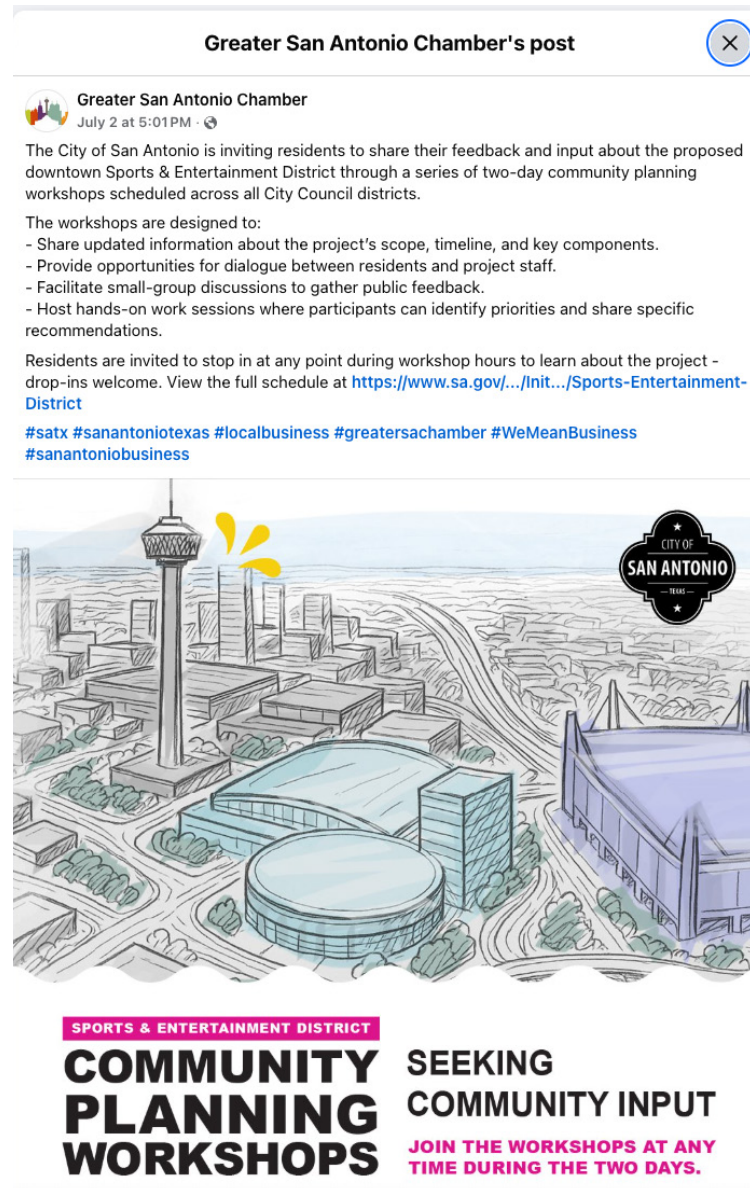
“Seeking Community Input” – Emphasized two-day workshop format, drop-in flexibility, and Spanish translation availability.

“Nothing moves forward without a benefits plan” – Reiterated by Council offices to frame workshops as prerequisite for Council action.


“Build the future with us” – Future-forward visuals (sketch overlay of arena, Tower of the Americas) underscored generational impact.

#### Reach & Early Indicators

- 35 distinct social-media creatives posted by COSA; 60 + cumulative posts with partner shares
- Approximately 110 participants per workshop (in-room), with more than 1,100 comment cards submitted city-wide





 **City Council District 3 is at City Council District 3.**  
June 30 at 8:38 PM · San Antonio · 🌐

Thank you to all of the District 3 Residents for joining the City of San Antonio on the exciting development of the Downtown Sports & Entertainment District!

Make sure you check out the workshops throughout the city-Scheduled for June 30 and July 1 in Council Districts 3 and 10. These two-day events, in collaboration with planning and architectural firm Able City, aim to gather valuable feedback from residents.

Participants will have the chance to engage in meaningful discussions with project coordinators, share ideas, and learn about the project's scope, funding, and potential impact. Don't miss this opportunity to ensure your voice is heard in shaping the future of our community!



👍👏 8

3 comments





**SPORTS & ENTERTAINMENT DISTRICT**

# SEEKING COMMUNITY INPUT

**DISTRICT 6**  
JULY 8-9  
Danner Parks & Recreation Headquarters  
5800 Historic Old Hwy. 90 W, 78227

**JOIN THE WORKSHOPS AT ANY TIME DURING THE TWO DAYS.**

 **cosa\_d6** · Follow  
District 6, City Of San Antonio, Texas, USA

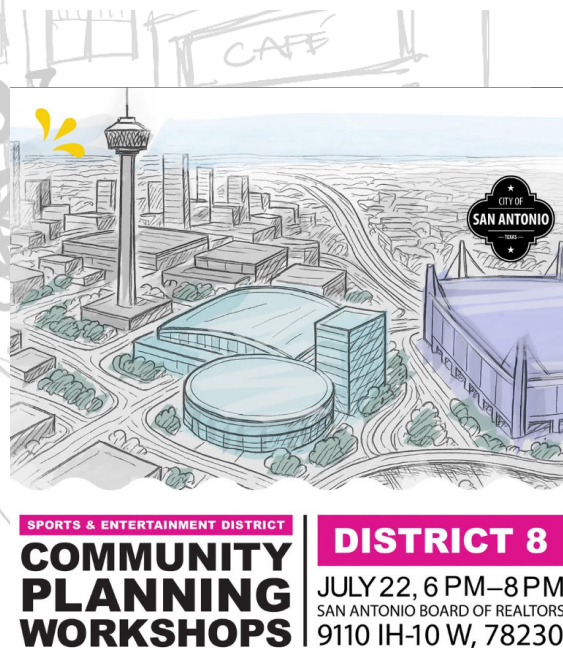
 **cosa\_d6** 2w  
The City of San Antonio invites District 6 residents to attend community workshops for the proposed Sports & Entertainment District. Provide feedback, join discussions & engage with city staff. Full Schedule: [SA.gov/SportsDistrict](https://sa.gov/SportsDistrict)

**No comments yet.**

Start the conversation.

👍👏🔖  
Liked by [lalowires](#) and others  
July 7

 Add a comment...



**SPORTS & ENTERTAINMENT DISTRICT**

# COMMUNITY PLANNING WORKSHOPS

**DISTRICT 8**  
JULY 22, 6 PM-8 PM  
SAN ANTONIO BOARD OF REALTORS  
9110 IH-10 W, 78230

 **cosa\_cd8** · Follow

 **cosa\_cd8** !!! Special Pop-Up Workshop: TOMORROW, July 22 !!!

District 8 is invited to a special pop-up workshop for the Sports & Entertainment District hosted by the City of San Antonio. This pop-up workshop offers another chance to discuss the proposed district and share feedback on behalf of our neighborhoods.


📍 San Antonio Board of Realtors: 9110 IH-10 W, 78230  
🕒 Tuesday, July 22 | 6-8 PM  
⚠️ Space is limited and RSVP is required.

If you live in District 8 and are interested in attending, please fill out our form by visiting the link in my bio.

Let's keep the conversation going and ensure our community has a voice at the table.

1d

👍👏🔖  
Liked by [judgesaenz](#) and others  
1 day ago

 Add a comment...



**Project Marvel Update:**  
Community Engagement  
Plan Announcement

**DISTRICT 1**  
Cosaída de San Antonio

**cosa\_cd1** • Follow  
Original audio

**cosa\_cd1** 8w  
Big news, District 1! We're kicking off Phase 1 of community engagement for the proposed Sports & Entertainment District 🎉

The City has partnered with Able City to host public design workshops, focus groups, and stakeholder meetings this June and July—and I'll be right there with you to ensure your voices are heard loud and clear.

Let me be clear: nothing will move forward without a concrete community benefits plan in place. This means real accountability and real impact for the people who live, work, and dream here.

Let's shape a future that works for all of

Liked by **reneforthestreets** and others  
May 22

Add a comment...

**cosagov** • Follow

**cosagov** 4d  
District 2 residents are invited to a new community workshop this weekend to learn more about the proposed Sports & Entertainment District, ask questions, and share ideas. We're also looking for your input on future opportunities around the Frost Center. This meeting will include expanded table work sessions and an inclusive space for additional conversation with project coordinators, stakeholders, and City staff.

Saturday, July 19 | 10 a.m. - 12 noon | Wheatley Heights Sports Complex (200 Noblewood Dr. 78220)

#SATX #District2 #CommunityConversation

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4 days ago

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KSTX  
Here & Now

NEXT UP: 3:00

KCTI-AM/FM is off-air due to damage from a lightning strike. We are working to restore service as quickly as possible.

Government/Politics

## Project Marvel community planning workshops begin in San Antonio

Texas Public Radio | By Josh Peck  
Published June 24, 2025 at 6:49 AM CDT



Courtesy image / City Of San Antonio

Spurs Arena located in the center of artist rendering of Project Marvel, a proposed sports entertainment district downtown

**councilwomantericastillo** and **cosa\_cd5**

**councilwomantericastillo** 3w  
The first Sports and Entertainment District Input meeting for District 5 is today! Join us anytime until 8pm tonight or Noon-4 tomorrow at Progreso Hall located at 1313 Guadalupe.

We want to hear your feedback! If you're not able to attend please call our office to provide your input at 210-207-0960. Comments from social media will not be considered in the feedback process.

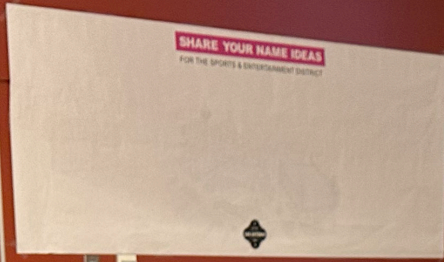
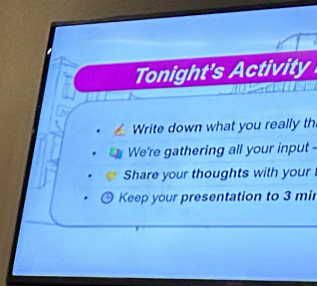
**SEEKING COMMUNITY INPUT**

**DISTRICT 5**  
JUNE 24-25  
Progreso Hall  
1313 Guadalupe St., #200, 78207  
JOIN THE WORKSHOPS AT ANY TIME DURING THE TWO DAYS.

Liked by **marystefany.1** and others  
June 24



DRAFT



3

WHAT WE HEARD



**\*PRELIMINARY POLL  
RESULTS**

*If you had to give one million dollars toward any city need, what would it be?*

As part of the community forum experience, participants were also invited to respond to a separate survey question focused on funding priorities. The question—"If you had to give one million dollars toward any city need, what would it be?"—was designed to capture individual perspectives on how public resources should be allocated. This poll served as an additional tool to help identify community priorities and values, complementing the feedback gathered through discussions and mapping activities during the forums.

DRAFT



Affordable Housing

43%



Economic and Workforce Development

42%



Transportation

28%



Homelessness

24%



Another Area

22%



Parks and Community Space

21%



Early Childhood Education

18%



Mental Health Services

13%



Animal Care Services

4%



DRAFT



4

DISTRICT SUB-REPORTS (1-10)



**DISTRICT 1**  
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Open house

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Poll Question Results

**1**  
**DISTRICT**



## Basic Information

# 1 DISTRICT

Housing Focus Group: 45

Transportation Focus Group: 50

Public & Community Space Focus Group: 34

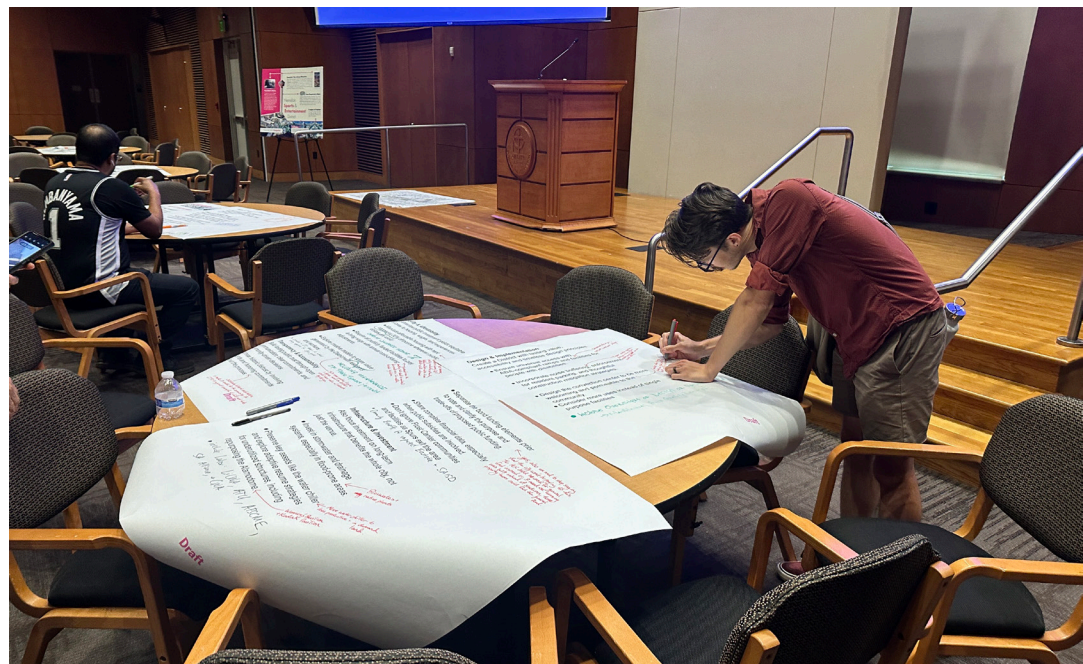
Local Business Focus Group: 45

Community Forum: 123

Guiding Principles Open House: 20

**Total Engagements: 317\***

\*This figure reflects individual participation across all focus groups and events. Each engagement represents a person's time and contribution to a specific session, following best-practice methods for inclusive public input tracking.





# Focus Groups

## Housing

The Housing Focus Group discussion reflected a mix of optimism, concern, and skepticism as participants weighed the potential impacts of a new Sports and Entertainment District. Attendees spoke to the need for affordability, balanced and investment, while raising questions about how such a development could affect existing residents and the broader community.

### Affordability and Displacement

Participants voiced significant concerns about whether new housing tied to the district would truly meet the needs of lower-income residents and workforce families. Several attendees emphasized the importance of deeply affordable and mixed-income housing to serve those earning \$40–50k annually, particularly people who work in and around the district. Residents stressed that housing plans must include preservation strategies and land banking to protect existing communities, as well as safeguards to prevent displacement.

The threat of gentrification was a recurring theme, with calls to explore fixed-rate tax structures or other protections to keep low-income homeowners from being pushed out. Some questioned whether the benefits would extend to District 2, especially in light of what they described as under-delivered revitalization promises made during the construction of the Frost Bank Center. SAWS and CPS infrastructure costs might impact household utility rates in surrounding neighborhoods.

### Transparency and Community Benefit

There was a strong call for transparency in both the planning and financial processes. Several participants questioned the sources of funding, and project staff responded with the estimated cost ranges cited in prior City Council presentations, including \$750 million use of a General Obligation Bond (GOB), and asked whether the arena and district could move forward if such funding were not approved. Others urged the City and the Spurs to openly share how revenue from the district would be used and whether it would support community needs beyond the immediate development.

Attendees underscored that any deal should not solely serve the Spurs but also

create opportunities for local business leaders and the broader community. They stressed the importance of ensuring that the district serves as a space for residents—not just tourists—and balances economic goals with neighborhood needs, which the City of San Antonio supported through the Houston Street TIRZ.

Participants also asked whether the District plan was a done deal, whether alternate ideas like an “innovation park” or a “tech center” could be explored, and whether a Sports District was the best use of the property.

### Mixed-Income and Workforce Housing

While there was general agreement on the potential benefits of mixed-use and mixed-income housing, residents questioned the scale of development and whether identified sites would make a meaningful impact. Suggestions included committing more robust gap financing, with one participant recommending a \$30 million allocation specifically for deeply affordable housing. Attendees emphasized that surrounding businesses would only thrive if affordable housing options were built nearby to sustain a local workforce.

### Broader Social and Economic Impacts

Beyond housing, participants raised broader questions about systemic inequities and community priorities. Several attendees asked how the district could benefit education, address San Antonio’s legacy of segregation, and create long-term opportunities for lower-income families. There were also questions about whether the Spurs would open restaurants, shops, or other amenities within the district—and whether those profits would cycle back into the community.

Attendees highlighted the need to make the district a true community asset, with a mix of incomes and uses, rather than a development focused solely on tourism or outside investors. They urged the City to balance economic growth with a commitment to existing residents and to ensure that new investment delivers tangible, equitable benefits for all.



# Focus Groups

## Transportation

Participants in the Transportation Focus Group offered thoughtful, direct, and wide-ranging input on how mobility, urban design, and infrastructure will intersect with the proposed Sports & Entertainment District. Across the board, residents raised issues of access, equity, cost, and consistency. Transportation strategy must serve not only visitors to the district but also the communities that live around it.

### Affordability, Access, and Public Transit Expansion

Many participants framed transportation as an economic issue, beginning with the fundamental barrier of parking costs. One participant observed that the cost of parking often discourages people from going downtown. Others pointed to examples from cities like Houston, where rail systems run through downtown and allow people to move without relying on cars. This comparison led to questions about whether San Antonio could explore similar models, including whether the city might consider using active freight lines—given that the infrastructure already connects to Randolph—as a way to expand mobility options.

Residents emphasized the need for expanded public transit that extends beyond temporary solutions. One participant noted that having the ability to take public transportation downtown on a regular basis would be highly beneficial, rather than limiting Park and Ride options to event nights. Others underscored the importance of extending Park and Ride hours, as current schedules often do not accommodate late-night event attendees.

Participants also called for innovation and practicality in addressing congestion. Suggestions included dedicated bus lanes during game days, direct garage access from highways, and better use of technology, such as linking event tickets to parking or providing real-time parking information. Still, questions were raised about feasibility, including how the city would successfully shift a large number of parking spaces off the highway system.

### Neighborhood Impact and Infrastructure Gaps

Those living near the proposed district stressed the need for careful planning to avoid unintended consequences. One participant highlighted the significant impact on residents in the Lavaca area, describing long detours to get home

during major events and frequent closures of freeway ramps that disrupt daily life. Others recalled that during the Final Four, neighborhood streets were overtaken by visitor parking, though they noted that enforcement was improved. Sidewalks were another recurring topic—both their absence and their importance. Residents pointed out the lack of sidewalks near existing arenas as well as in other neighborhoods that would benefit from them. Others emphasized that pedestrian safety and walkability should be built into the plan from the outset, including strategies to prioritize pedestrian commuting on both event and non-event days.

Noise mitigation was also raised, with one suggestion being the use of tree barriers around the district. Participants asked for greater clarity on infrastructure projects such as the land bridge, including how it will function, where it begins and ends, and who it is intended to serve.

### Designing for Integration, Not Isolation

Participants expressed a desire for the arena to be integrated into the surrounding urban fabric, rather than separated by extensive parking or disconnected from local neighborhoods. One participant stressed the importance of the arena being part of the urban design and cautioned that too much parking could undermine that goal. There was broad agreement that a walkable, mixed-use district could activate downtown and support local businesses. Another resident commented that bringing the arena downtown could increase foot traffic and help strengthen local businesses.

Some participants also expressed concern based on past experiences, pointing to the Frost Bank Center as an example of a missed opportunity. One participant noted that its design created an isolated feel that did not integrate well with the East Side community. Another warned that the Frost Bank Center had negative impacts on local businesses and urged the city to be cautious to avoid repeating similar mistakes with the new arena.

### Accountability and Long-Term Public Value

Underlying many of the questions was the issue of taxpayer investment. Some participants questioned why taxpayers are responsible for funding these types of projects. Others questioned about the long-term sustainability of the investment, wondering if the community would face the cost of another arena in the future. One participant summarized the sentiment by questioning how many arenas the city could sustain before losing its professional team.



There were also calls for clear benefits to surrounding neighborhoods. Residents asked what lessons from past development would be applied to prevent displacement and ensure equitable investment, particularly referencing previous challenges on the East Side. Many participants emphasized the need for transparent and consistent communication throughout the process.

Some questioned the format of public outreach itself, noting that requiring attendance at multiple events to provide feedback can be burdensome. Suggestions were made to create a more streamlined or centralized process for gathering community input.

### **Shared Vision, Shared Responsibility**

Ultimately, participants agreed that the district has potential if designed with care. Some noted that the project could help bring more residents into the downtown area and strengthen the city's overall population growth. However, this optimism was balanced with the recognition that the district's success will depend on building trust and ensuring that benefits extend beyond the venues to the surrounding communities.

## **Focus Groups**

### **Community & Public Space**

In the focus group on public and community space, participants raised important questions and offered wide-ranging insights about how open spaces should function within the proposed Sports & Entertainment District. While there was appreciation for the beauty and ambition of some existing improvements, the conversation reflected about who benefits, what is being prioritized, and how surrounding neighborhoods can be better integrated into the plan. Participants also emphasized the importance of transparency, long-term accountability, and ensuring meaningful community benefit.

### **Public Space Must Serve More Than Events**

Participants expressed that public space within the proposed district is being conceptualized in a way that focuses too heavily on events and venues rather than the daily needs and experiences of residents. Some questioned whether Hemisfair should be the primary public space under discussion, noting that it is not a regular destination for most residents outside of occasional events. Others questioned the logic of concentrating density and investment in Hemisfair when adjacent areas, such as St. Paul Square and Denver Heights, remain underutilized and could benefit from attention and infrastructure.

Concerns were also raised about how public spaces would function alongside large crowds. One participant, referencing the scale of Spurs games, questioned how open spaces would realistically accommodate tens of thousands of attendees while still serving as neighborhood amenities. Suggestions included developing surrounding land with community-focused infrastructure such as lighting, walkways, shade, and safety features to ensure usability beyond event days.

### **Equity in Design, Investment, and Access**

Equity emerged as a recurring theme throughout the discussion. Several participants pointed out that neighborhoods outside of Hemisfair continue to lack basic infrastructure, such as sidewalks, despite the city's repeated investments in stadiums and large-scale venues. Others expressed the needs of everyday residents were being overshadowed by the focus on professional sports and event tourism.





The issue of displacement was also raised, particularly in relation to the Alamodome area, with questions about how new development might impact surrounding communities and existing jobs. Participants also asked for more clarity on how financing tools such as the Project Finance Zone (PFZ) and Tax Increment Reinvestment Zone (TIRZ) would deliver public benefit versus serving private interests.

### **Community Priorities vs. Commercial Interests**

Participants expressed that much of the conversation appeared to prioritize retaining the Spurs rather than centering the needs of the community. Some questioned the framing of the ballot initiative, expressing apprehension that it was being designed to imply unanimous community support. There were also questions about the return on investment for average residents, including whether public funds would translate into tangible benefits for local communities. Many emphasized that any investment should uplift local culture and existing institutions. Suggestions included incentivizing the return of local restaurants lost during the pandemic and creating opportunities for homegrown businesses and artists to shape the district's identity.

### **Connectivity, Mobility, and Civic Integration**

Participants highlighted the importance of improving physical and social connections. Some questioned whether large-scale infrastructure projects like the land bridge would meaningfully connect communities or simply link venues. There were calls to focus on more practical, people-centered solutions, such as enhancing underpasses for pedestrians and investing in improved sidewalks. Transportation access also emerged as a critical issue, with participants emphasizing the need for expanded and potentially free downtown transit options. Some suggested a continuously running trolley or shuttle service to make downtown zones more accessible, especially outside of event times. Improved wayfinding and better signage were also noted as priorities to make the downtown area more welcoming and navigable.

### **Public Amenities and Long-Term Commitment**

Participants stressed the importance of basic amenities such as bathrooms, water stations, shade structures, and cooling features to ensure public spaces are functional for everyday use. There were also questions about the long-term durability of key infrastructure, underscoring the need for investments that can serve the community for decades.

## **Focus Groups**

### **Local Business**

Community members in the local business focus group shared perspectives on shaping the Sports & Entertainment District in a way that supports a vibrant, inclusive, and livable downtown rooted in local culture and daily activity rather than solely tourism or event-driven commerce.

### **Vision for Business and Daily Use**

A recurring theme was the desire for businesses that serve everyday needs. Participants advocated for small-scale, neighborhood-oriented retail such as bakeries, flower shops, pharmacies, gyms, and other locally owned establishments, emphasizing a preference for avoiding large national chains. There were also calls to fill gaps in basic services, including gas stations, convenience stores, auto repair shops, and amenities for pet owners such as dog parks. Suggestions included expanding bike rental options to improve downtown mobility and creating tools like kiosks to help occasional transit users navigate VIA's system more easily.

Affordability and accessibility emerged as key concerns. Some participants described being forced to relocate businesses out of downtown due to rising rental rates and expressed worry that new attractions would create a district that thrives only during major events. Others noted the need to create a 24/7 district where businesses can sustain activity outside of conventions and Spurs games, with some current downtown business owners sharing that weekday business is inconsistent.

### **Culture, Families, and Local Identity**

Participants emphasized the importance of ensuring the district reflects and celebrates San Antonio's culture. Suggestions included incorporating family-friendly amenities, outdoor art, and spaces that highlight local artists and businesses. Some raised that a heavy focus on sports could result in nightlife and bar-centric development that might discourage families from spending time in the district.

Recurring community events such as First Friday and Second Saturday were highlighted as successful models that bring people downtown and were



suggested as inspiration for ongoing programming in the new district.

### **Parking, Connectivity, and Placemaking**

Participants suggested leveraging underused assets such as the Alamodome parking areas and connecting them to downtown destinations via shuttles. Others stressed the need to improve pedestrian connections between key landmarks, such as strengthening the link between the River Walk and Hemisfair.

Examples like the Pearl were referenced as models for strong placemaking, with participants advocating for human-scale design, shaded walkways, and open spaces that engage pedestrians.

### **Small Business Support, Construction Anxiety, and Equity**

Participants stressed the importance of prioritizing local small businesses in contracts and ensuring workforce development opportunities for nearby residents. The idea of a community benefits agreement was raised as a way to guarantee a minimum level of local business inclusion.

There was also concern about mitigating the impacts of construction, with participants referencing past disruptions to business corridors and stressing the need for clear communication and support throughout the process. Others highlighted the importance of creating incubator spaces, reducing barriers to entry for small businesses, and ensuring that the district maintains a healthy mix of vendors without oversaturating or displacing existing enterprises.

### **Safety and Cleanliness**

Safety was highlighted both in terms of event management and day-to-day activity. Participants suggested expanding visible policing and bike patrols while also addressing homelessness through supportive services that balance safety and compassion.

### **Governance, and Trust**

Questions around governance and funding reflected broader concerns about transparency. Some participants expressed skepticism about the framing of tax dollars and questioned whether visitor taxes (such as hotel and rental car fees) were truly disconnected from broader public funds. Others highlighted the need for sustained funding strategies to ensure the long-term success of spaces like Hemisfair and the broader district.

Across the discussion, participants emphasized creating a district that prioritizes local businesses, fosters steady daily activity, and reflects San Antonio's cultural identity. There was a shared sentiment that the district's success should not rely solely on professional sports but on building a consistent, community-centered economic ecosystem.





# Community Forum

## 1. 3 Big Ideas District 1

### Table 1

- More Surface Parking
- Make convention center penetrable and make powerful community benefit agreement
- Create neighborhood feel

### Table 2

- During events, pedestrianize E Ceaser Chavez (allow Buses) and S Alamo
- Activation Zones surrounding stadium- people need to be there even when there is not a game

### Table 3

- Better connectivity and better experience for pedestrians
- Street oriented transit/ development
- Experience across all income levels

### Table 4

- Housing topic- affordable housing and kid friendly places
- Green spaces
- All feel welcome

### Table 5

- Need for parking
- Accountability from frost bank center
- Love around the culture

### Table 6

- Separate the bond vote
- Lack of financial data
- Why do a bond? Bond has other uses

### Table 7

- Keep water chiller
- Creation of adequate noise buffering
- Enforcement division for parking and noise- resident parking permits

### Table 8

- Any housing with any degree of public funding in S&E District must have rents capped at 30% of income to serve the workers
- Any facilities with public funding must pay a living wage with annual cost of living adjustment
- Keeping promises- small / local businesses inclusion

### Table 9

- Distrust/ concerns with process
- Retrofitting/ updating/ re-purposing Alamodome
- Affordable housing/ affordable leases

### Table 10

- Connectivity/ Walkability
- Green space for cleaner air
- Larger land bridge

### Table 11

- All feel welcome
- Build access ramps for wheel chairs
- Park and ride for special events
- Use buildings that are not usable for parking lots

### Table 12

- Free activities
- Constructions mitigation
- Larger funding plan

### Table 13

- Safety & Walkability access to facilities
- Organizations in districts not left behind
- Connectivity to east side and the rest of downtown

### Table 14

- No to affordable housing
- No transparency on T.I.R.Z.S
- Deception and communication to the public on the meetings



## 1. 3 Big Ideas District 1 - Visual Cluster



The word cloud displayed here synthesizes the most frequently mentioned themes gathered during the “3 Big Ideas” sessions of each district’s Community Forum. This visual representation offers a quick, intuitive overview of the collective voice of residents—highlighting the words and priorities that surfaced most often during table discussions.



## 2. District 1 Draft Principals and Feedback

### Connectivity & Walkability

Ensure seamless design, safe, and equitable movement across the District and into surrounding communities

- Improve walkability and access to facilities, with enhanced pedestrian infrastructure and connectivity to the East side and downtown.
- Activate streetscapes and prioritize street-oriented development that supports public life beyond events.
- Expand transit options, including rail, park-and-ride services, and better pedestrian experiences during events.
- Create a more connected experience through multimodal links and the pedestrianization of E Cesar Chávez Blvd. and S. Alamo St.

### Green Space & Public Access

Design inclusive, open spaces that serve as year-round destinations for all San Antonians.

- Prioritize free, public-friendly amenities like green spaces, kid-friendly areas, and large-scale projects like the land bridge.
- Encourage healthier environments with more vegetation, cleaner air, and

accessible public recreation.

- Ensure activation zones around the stadium that draw people even when no events are happening.

### Equity & Affordability

Guarantee public investment yields equitable access to housing, wages, and experiences.

- Mandate affordable housing with rent capped at 30% of income wherever public dollars are used.
- Require / Incentivize all publicly funded facilities to pay a living wage with annual cost-of-living adjustments.
- Explore creative models to share value generated by the District with residents and workers.

### Transparency & Accountability

Build lasting public trust through open communication, clear commitments, and community-driven decisions.

- Address historic distrust by involving residents and honoring commitments throughout the process.
- Separate the bond funding elements prior to vote and clarify the purpose and trade-offs of

proposed public funding.

- Share complete financial data, especially when public subsidies are involved.
- Don't ignore the communities around the Frost Bank Center as the Spurs exit the area.

### Infrastructure & Investment

Also focus investment on long-term infrastructure that benefits the whole city, not just the venue.

- Invest in storm-water and drainage systems, especially in flood-prone areas.
- Preserve key assets like the water chiller and explore adaptive reuse strategies for underutilized structures, including repurposing the Alamodome.

### Design & Implementation

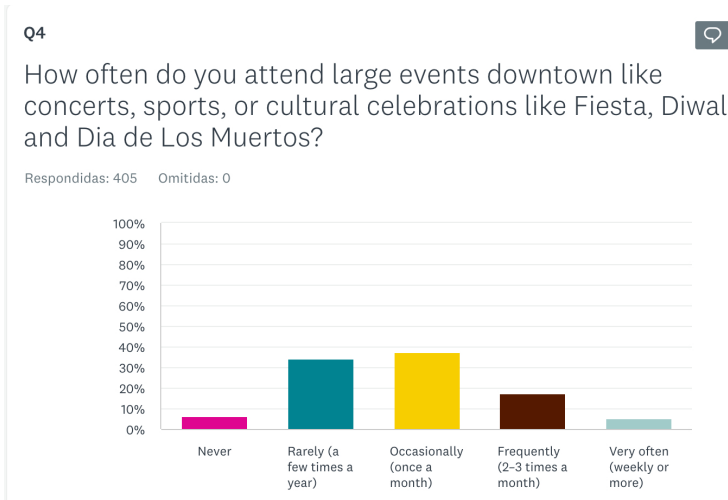
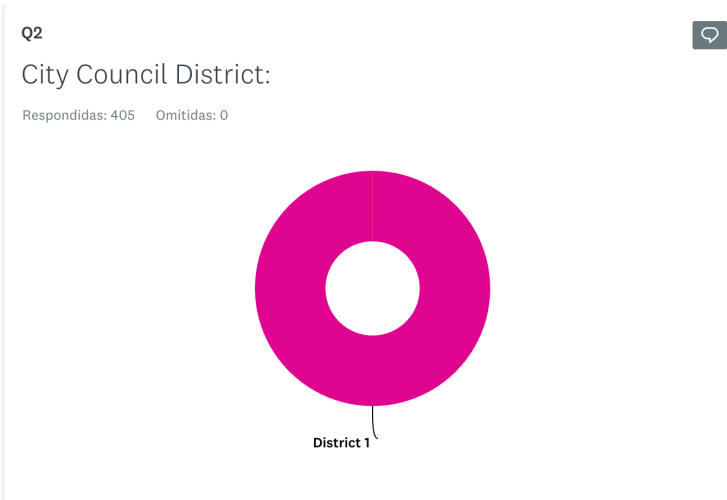
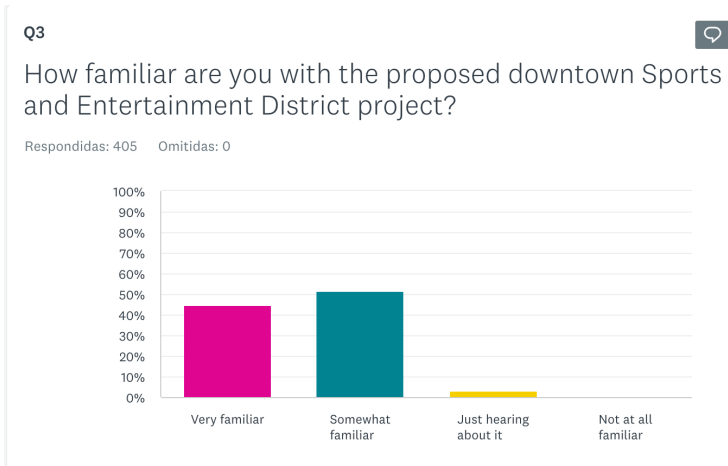
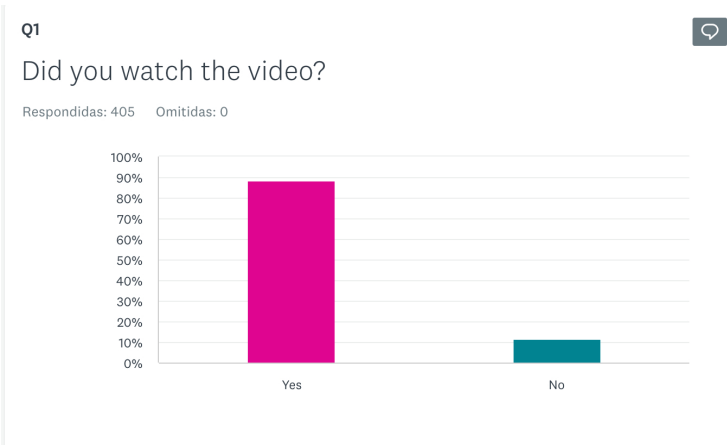
Create a District with lasting value, accessibility and timeless design principles.

- Ensure universal access with ADA-compliant ramps and facilities for people with disabilities.
- Incorporate noise buffering, enforcement for resident parking, and thoughtful construction mitigation strategies.

- Design the convection center to be more welcoming and permeable to the community.
- Consider more uses instead of single purpose facilities



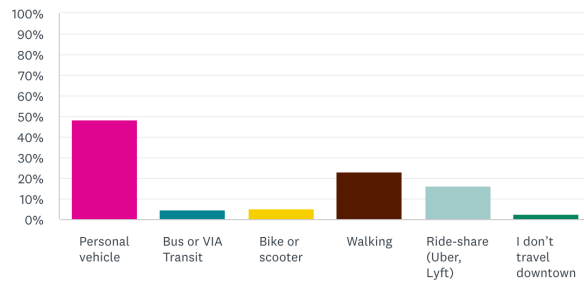
# Survey Results District 1



Q5

How do you usually travel to downtown San Antonio for large events? (Select your primary mode)

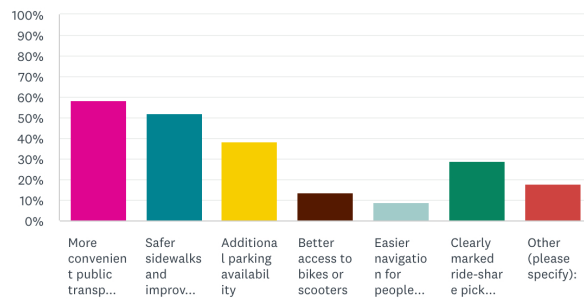
Respondidas: 405 Omitidas: 0



Q6

What would make it easier or more enjoyable for you to travel to events or Spurs games in the Sports & Entertainment District? (Select up to three)

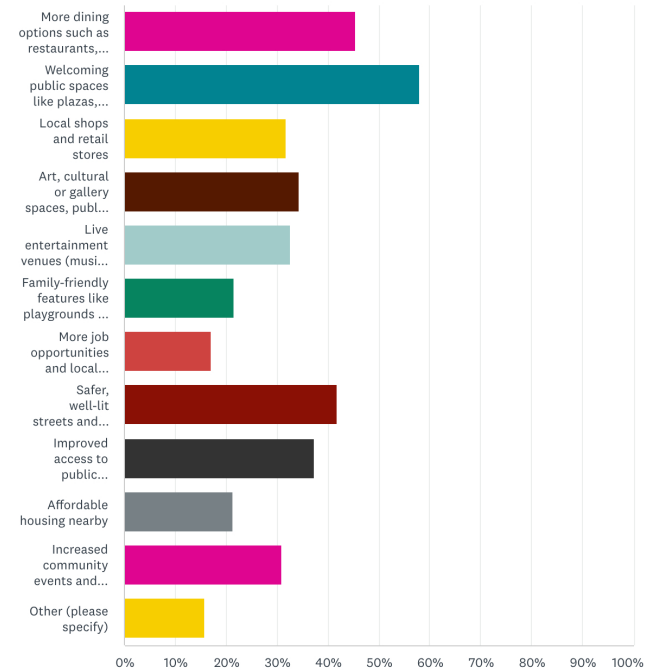
Respondidas: 405 Omitidas: 0



Q7

What types of amenities would enhance your overall experience when visiting the Sports and Entertainment District? (Select up to five)

Respondidas: 405 Omitidas: 0



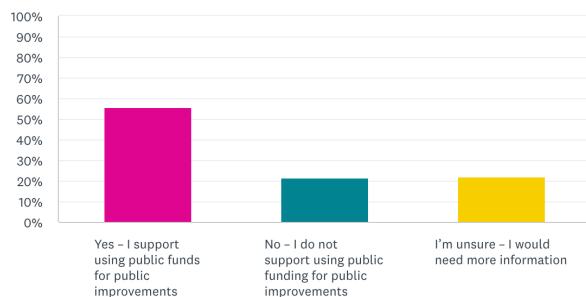


Q8



No property taxes from general tax payers will be used to build the Spurs Arena. However, would you support the use of City bonds to improve traffic, walkability, and pedestrian safety for Sports and Entertainment District if the San Antonio residents were to vote on the City bonds?

Respondidas: 405 Omitidas: 0

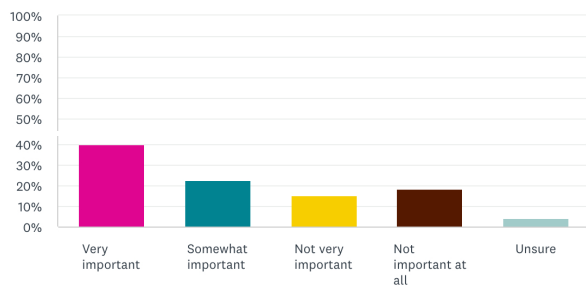


Q9



How important is it that the Sports and Entertainment District includes nearby affordable housing options?

Respondidas: 405 Omitidas: 0

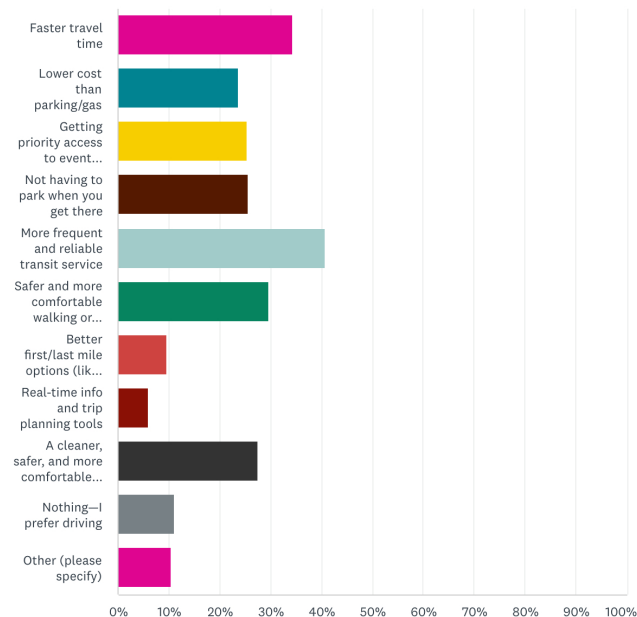


Q10



What factor would make you consider using something other than a personal vehicle to get to downtown San Antonio? (Select up to three)

Respondidas: 405 Omitidas: 0

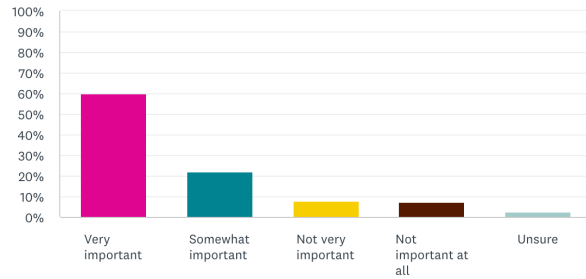


Q11



How important are the Spurs to San Antonio culture?

Respondidas: 405 Omitidas: 0

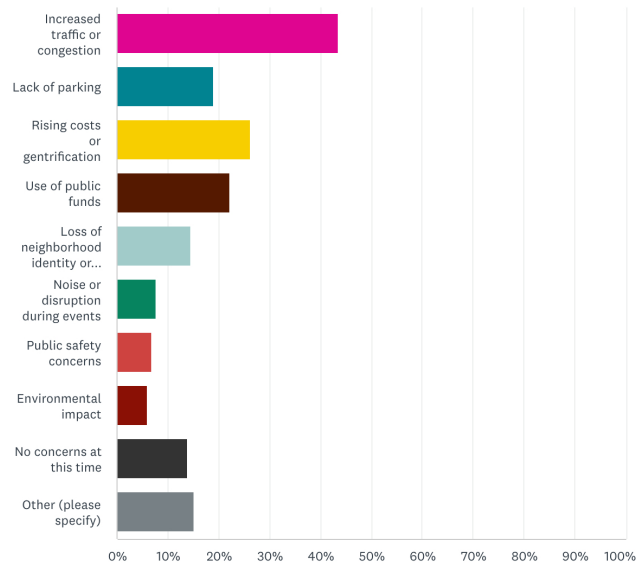


Q12



What concerns, if any, do you have about this proposal or changes to the Sports and Entertainment District? (Select up to two)

Respondidas: 405 Omitidas: 0

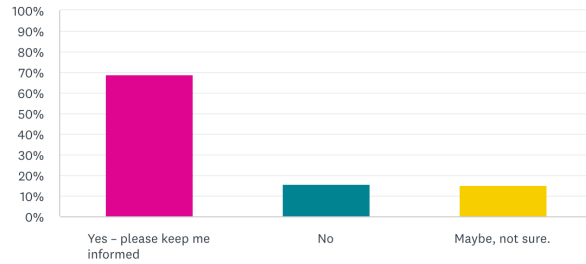




Q13

Would you like to stay involved or get updates about public meetings and planning activities?

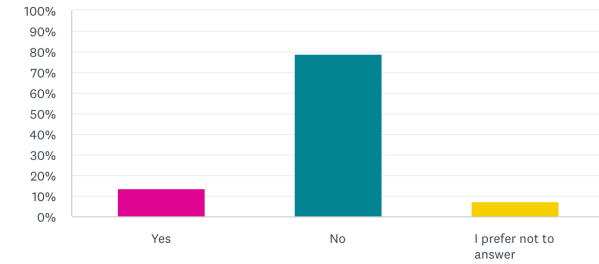
Respondidas: 405 Omitidas: 0



Q16

Living with a disability or other chronic medical condition:

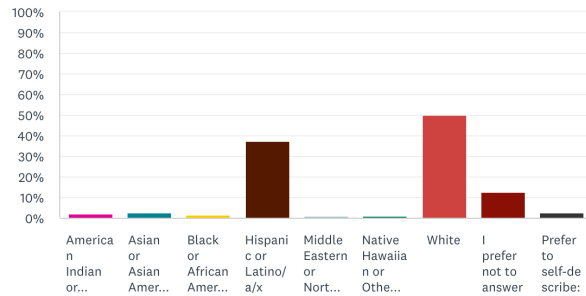
Respondidas: 348 Omitidas: 57



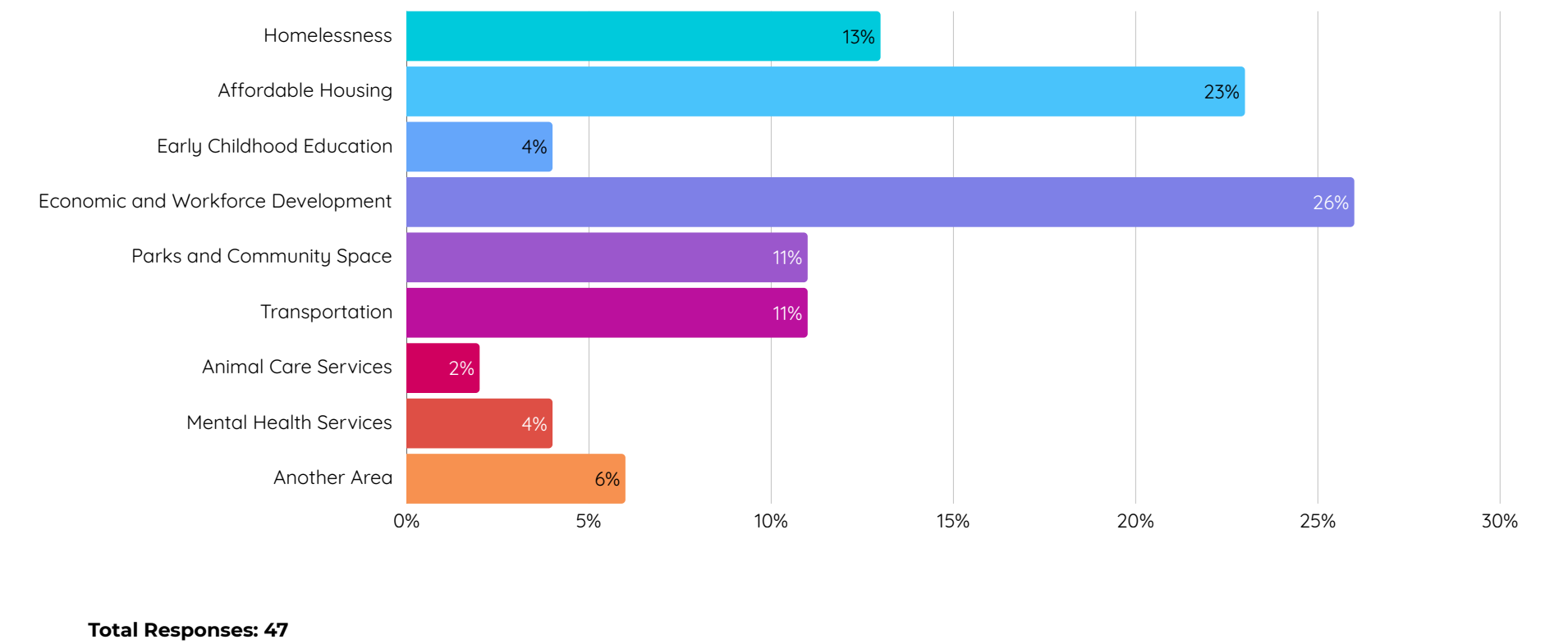
Q15

Race/Ethnicity (select all that apply):

Respondidas: 347 Omitidas: 58



# Poll Question Results District 1





**DISTRICT 2**  
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Poll Question Results

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DISTRICT

## Basic Information

# 2

DISTRICT

Housing Focus Group: 39

Transportation Focus Group: 47

Public & Community Space Focus Group: 39

Local Business Focus Group: 43

Community Forum: 57

Guiding Principles Open House: 12

**Total Engagements: 237\***

\*This figure reflects individual participation across all focus groups and events. Each engagement represents a person's time and contribution to a specific session, following best-practice methods for inclusive public input tracking.





# Focus Groups

## Housing and Transportation

The Housing and Transportation Focus Groups at District 2 naturally overlapped, as residents carried their conversations from the Housing session into the later Transportation session. What follows is a narrative capturing this extended discussion from the first day of the workshop, which touched on both Housing and Transportation, along with other related themes raised by District 2 residents.

### Housing and Affordability

A major theme raised was the risk of gentrification and the potential displacement of long-standing residents, particularly in the Denver Heights and Dignowity Hill neighborhoods. Residents questioned how the initiative would affect nearby developments, such as the 100 Labor Opportunity Home apartments, and were told there would be no direct impact. However, questions remained about how to address the rising cost of living and property taxes. Several residents noted that even with a so-called living wage, many families are priced out of their communities.

Residents were interested in the type of housing proposed and where it would be located. Participants emphasized the need for deeply affordable, mixed-use, and workforce housing. Some questioned whether the proposed housing would actually meet these needs, and whether it would be available to people earning \$40,000–50,000 annually.

Participants also highlighted the importance of rehabilitation of existing housing stock, not just new construction. Programs like Under One Roof and major and minor rehabilitation efforts were referenced, but several residents expressed that the scale and requirements of these programs are inadequate. Attendees voiced skepticism about whether such programs could meet the needs of seniors, disabled residents, and families already struggling with tax increases and home maintenance.

### Development and Equity

Several residents voiced concerns about the influence of outside developers, particularly those from Austin or Washington D.C., who they said are purchasing properties and converting them to short-term rentals. They linked this trend to a broader concern: the erosion of community wealth and opportunity. The fear of eminent domain was mentioned, as well as frustration with code enforcement that accelerates demolitions, resulting in vacant lots that sit undeveloped or are sold off to private interests.

Participants urged city leaders to prioritize investment in affordable housing, public safety, and essential services—like grocery stores and ADA-compliant infrastructure—over new entertainment venues. One attendee questioned the justification for a new facility when “we already have enough parks and convention opportunities,” and others asked why alternatives like innovation or tech hubs weren’t being considered.

There were multiple calls for the community to be included in leadership and decision-making processes. Attendees stressed the need for inclusion in planning, implementation, and benefit-sharing, including compensation and embedded roles for local residents and organizations. Some advocated for specific models of equity, like using zip codes to identify residents eligible for direct benefits (e.g., free parking). A lack of trust in previous commitments—such as unfulfilled promises during the Frost Bank Stadium development—was cited as a reason for skepticism.

# Focus Groups

## Transportation and Infrastructure

Participants pointed to existing challenges, including the limited reach and reliability of public transit, ADA accessibility issues, and insufficient infrastructure for pedestrians and cyclists. Attendees requested improvements such as better-marked bike lanes, bike parking near venues, residential parking permits, and more shaded and cooled bus stops. The need for a downtown circulatory bus, dedicated ride-share lanes, and more integrated connections between destinations was emphasized.

Residents also talked about how traffic would be managed during events. Attendees noted that venues like the Alamodome already contribute to traffic problems. Residents questioned how new development would affect the roads, especially given existing conditions on streets approaching neighborhoods like Dignowity Hill. They also raised the issue of railroad crossings and delays, calling for collaboration with the Federal Railroad Administration.

Suggestions included infrastructure-first approaches, such as completing street improvements before other phases of the development. There was interest in revitalization over expansion—bringing benefits to existing residents rather than focusing solely on attracting new visitors or tourists.

### Community Inclusion and Trust

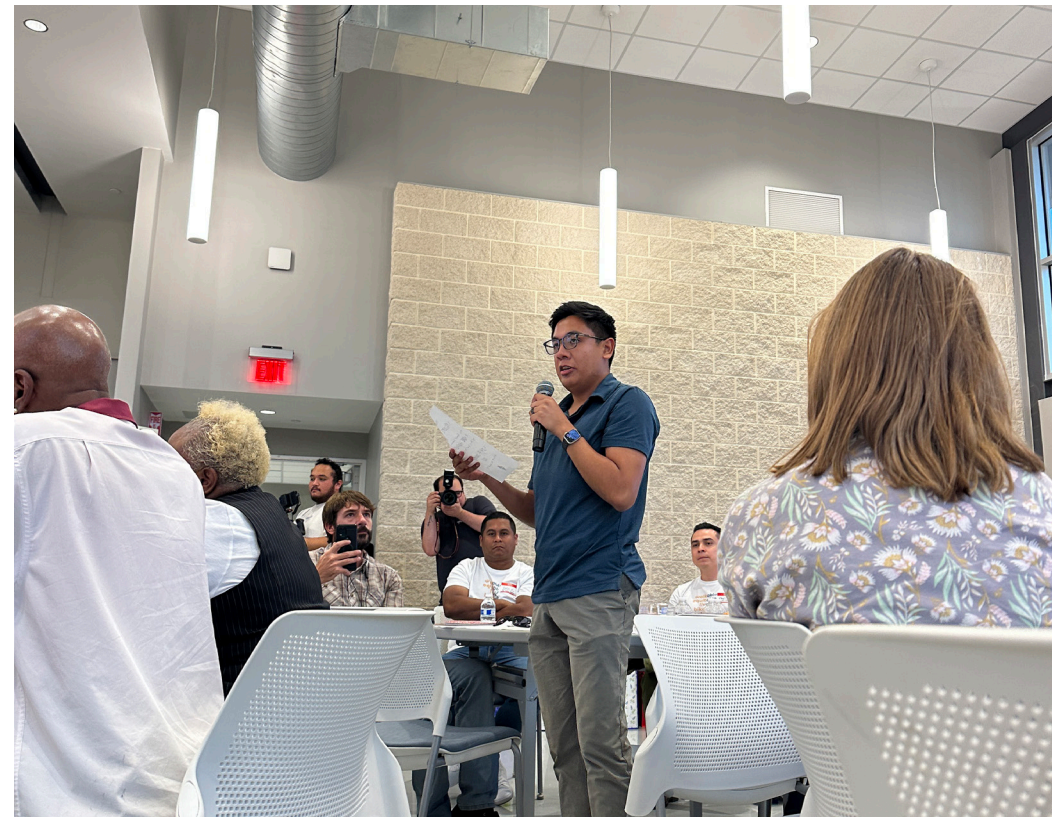
Across all topics, residents called for earlier and more effective communication from the City. Multiple attendees said that meeting notifications came too late or were scheduled at inconvenient times, limiting meaningful participation. Suggestions for outreach included using mailers, community newspapers such as La Prensa and The Observer, and door-to-door engagement with hangers.

Some participants wanted to know about the motivations behind the project and noted that the district seemed oriented toward outside investors and entertainment profits, rather than community priorities. As one attendee said, “We don’t need another facility—they want it. It’s all about investors building something to earn more money.”

Attendees asked for more clarity on the financing structure, including how local

and state tax incentives, bonds, and private investments would be used. There were questions about the roles of the Spurs and their investors, and whether profits from the district would benefit the surrounding community.

Overall, participants shared strong concerns about affordability, equity, infrastructure, and transparency. They want to see investments that prioritize the needs of current residents—particularly those most at risk of displacement—and called for development that reflects community vision rather than investor interests. There was a clear desire for revitalization that maintains neighborhood character and affordability, not gentrification or displacement. Housing, infrastructure, safety, and inclusive governance were cited as essential components to any successful district initiative.





# Focus Groups

## Community & Public Space

### Public Investment & Developer Incentives

A recurring concern among District 2 residents was the perception that development projects too often prioritize developers' interests over community benefit. "The City always gives developers tax breaks, not the community," one participant remarked, expressing frustration that tax incentives are extended to private developers while local neighborhoods continue to face underinvestment. Residents were clear: future investment must be tied to real and visible benefits for the community, not just economic growth on paper.

### Convention Center Expansion & Data

Participants questioned the rationale behind the proposed expansion of the convention center. Several asked for more information on how often current conventions are reaching capacity, how much revenue is truly being lost, and how the \$700 million figure for lost revenue is being calculated. They requested transparency around who is collecting and analyzing this data—whether it's an internal City process or conducted by third-party experts. One resident asked plainly, "Is this data publicly available?" The lack of clarity led to broader skepticism about whether the expansion is truly necessary or simply a justification for further downtown development.

### Safety, Security & Pedestrian Infrastructure

Residents asked if freeway barriers or traffic protections—like those in place in other cities—would be integrated into this plan. The conversation also highlighted the lack of basic infrastructure, such as shaded sidewalks and cooling at bus stops. "It gets dangerously hot and there's no place to rest or cool off," said one participant. Residents emphasized that design should be intentional and human-scaled, ensuring that walkability isn't an afterthought.

### Parking & Event Impacts on Neighborhoods

Parking congestion caused by event traffic remains a significant issue, particularly for neighborhoods like Denver Heights. Residents requested that parking be planned in a way that reduces spillover into residential streets. They asked whether posted signage and designated event parking would be implemented to protect neighborhood access. Questions were also raised about the number of

new parking spaces being proposed and whether the garages would be shared with nearby businesses.

### Process, Timeline & Public Accountability

Residents asked if a comprehensive master plan exists and, if so, why it hasn't been publicly released. They called for a detailed timeline of implementation phases and emphasized the need for open, ongoing dialogue with the community. "The website is lacking," one resident noted, adding that important details about the project's scope and timeline have not been accessible. There was a strong request for the City and its partners to remain transparent and accountable throughout all phases of development.

### Financing Mechanisms & Fiscal Responsibility

Participants asked detailed questions about how the Sports & Entertainment District would be funded. There was confusion about the use of the General Obligation Bond (GOB), Project Finance Zones (PFZ), and the reallocation of Tax Increment Reinvestment Zone (TIRZ) funds. Several asked how much debt remains from prior bonds and whether the City's financial strategy was sustainable. Some questioned the legality and equity of redirecting TIRZ funding from Midtown to the new district, suggesting that the mechanisms being used require greater public scrutiny and transparency.

### Housing, Displacement & Land Use

Concerns about housing and displacement were central to the conversation. Residents asked whether the new development would result in the acquisition or demolition of homes, and whether any supports—such as grants or assistance—would be provided to affected families. The prospect of gentrification and increased property values raised fears of displacement for long-term residents. Participants also stressed the need for a range of housing options. As one participant emphasized, "There is a need for affordable and also mixed use or workforce housing." Another added, "There should be a mix of multiple incomes to live in this area—not just for those with high incomes."

### Amenities, Services & Walkability

Beyond event-focused development, participants expressed a desire for everyday amenities within the district—such as clinics, childcare centers, dentists, grocery stores, and other services. Residents want the area to be active throughout the week, not just on game days. The vision included plazas where games could be viewed without a ticket, walkable streets with local shops and dining, and investments that invite community use at all hours. There was particular interest in public-facing features like open spaces and screens that bring the event

experience to a wider group.

### **Transit, Train Station & Regional Connectivity**

Transportation access and regional connectivity were major themes. Residents questioned why the train station was not more central to the development plan, given its potential to reduce congestion and bring visitors directly into the district. There was widespread support for reactivating train service—particularly for game-day or event use—as a means to support walkability, reduce reliance on cars, and link the district to other parts of the city. “The train station would encourage people to walk around and explore the shops,” one resident noted.

### **Zoning, Density & East Side Integration**

Residents expressed concern about existing zoning allowances and how the new development would shape neighborhood density. Some noted that quadplexes are already permitted in the area, and wondered how site plans and future zoning changes would be handled. There was also concern that the East Side could be visually and economically excluded from the new investment unless intentional design choices are made. “Let’s spread the love,” said one participant, referring to signage, shade, and retail that should stretch across the I-37 corridor and into East Side neighborhoods. Another added that the success of the project hinges on investment beyond the core area: “The only way this project will work is if the City focuses on Hackberry Road up to St. Paul’s Church and out to I-37, including St. Paul Square.”

### **Community Benefit Agreements & Long-Term Trust**

Many participants urged the City and its partners to make their commitments legally binding through written community benefit agreements. There was a shared frustration that prior promises had not been fulfilled—such as with the unfinished Frost Center or prior revitalization plans that had stalled. Without formal accountability, participants feared this project could follow the same path. Residents asked for long-term commitments to local hiring, community-serving businesses, and ongoing investment in nearby neighborhoods—not just a one-time infusion of funds or attention.





# Focus Groups

## Local Business

### Small Business Support and Incentives

Participants raised repeated concerns about the role of small businesses in the future district. There were ongoing questions about whether tax abatements, rent subsidies, or advertising incentives would be available to help small businesses establish a foothold in the area. Some called for tiered or scaled approaches, suggesting that smaller businesses require more assistance than larger ones to survive and grow.

Residents emphasized the need for direct opportunities in contracting and leasing. Some pointed to models like Tony G's at the airport, which benefited from a structured Request for Proposals (RFP) process. They argued that the same level of intentionality should be applied to the Sports & Entertainment District, ensuring that local businesses—especially from historically excluded communities—have a fair chance at access.

There was a shared sense that small businesses were not currently centered in the planning process. “Where are the small businesses in conversation with this plan? They’re not in this room,” one participant said, noting a disconnect between decision-makers and those who would be most affected. Others expressed frustration with cyclical discussions and a lack of follow-through on prior promises, saying the community had been through similar situations before with little to show for it.

Participants urged the City to look at existing data or initiate studies that analyze the long-term impacts of small business incentives. Suggestions included fixed rent arrangements and multi-year guarantees as a way to stabilize businesses and protect them from rapid gentrification or market volatility.

Some emphasized a regional approach, encouraging outreach to notable businesses across San Antonio and beyond. There was interest in featuring iconic food and cultural vendors—such as those recognized in publications like Texas Monthly—to reflect the diversity and vibrancy of the area and make the district more attractive to visitors.

### Parking Infrastructure and Risk Management

Parking was viewed as a persistent challenge, with focus on the long-term costs and responsibility for new garage construction. Participants questioned whether parking structures would be funded through public-private partnerships and whether residents would ultimately bear the financial burden.

The risk of relying on the private sector for parking investments was seen as high. Several residents recommended that the municipal government take the lead in managing parking to prevent excessive fees, expressing frustration at past experiences where event parking ranged from \$50 to \$100. Others were concerned about parking scams during events, such as unauthorized towing, and called for stronger protections and clearer enforcement mechanisms.

Residents suggested alternatives, including light rail and rideshare programs, to minimize the need for costly parking infrastructure. A few recommended bundling parking with event tickets to reduce confusion and prevent price gouging. One participant referenced other cities like Boston, where transit is integrated with the sports experience: “You can go to the game then eat on the train.”

### Transit, Workforce, and District Access

Public transportation was again described as underdeveloped and critical to the success of the district. Attendees cited existing models where worker shuttles, such as those used by the Hyatt hotel, proved effective. These systems were seen as necessary for supporting workers who cannot afford to live near the district or do not own a vehicle.

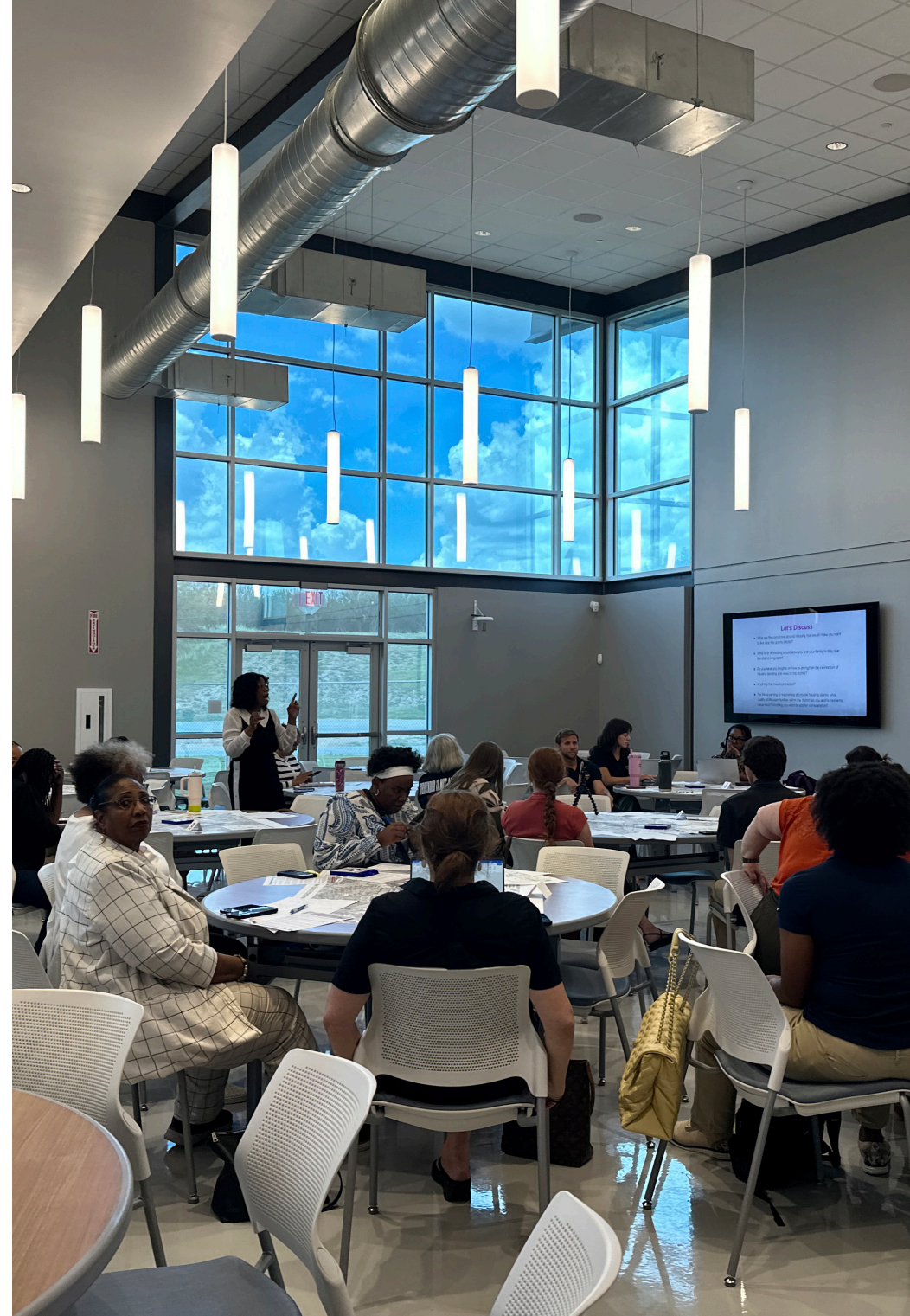
Light rail options were strongly endorsed. Participants pointed out that fixed rail systems avoid the delays and wear of traditional road-based transit, like potholes or red lights, and would help reduce the number of cars entering the district. One suggestion was a rail line extending from Alamo Stadium to Brook City, serving both daily commuters and event attendees.

Participants linked transit and workforce development, encouraging the City to invest in training programs for residents to support district operations. Doing so, they said, would ensure that the economic benefits of the district reach people living nearby. “If you work on developing a pool of people, they will enhance the district,” one person noted, framing local workers as vital assets.

## Economic Inclusion and District Identity

Throughout the discussion, there was a clear desire for the Sports & Entertainment District to maintain a strong local identity. Many warned against the overrepresentation of national chains or large corporate entities. Instead, they favored a district that elevates local restaurants, culturally relevant businesses, and homegrown talent.

There were suggestions to create business incubators and to subsidize overhead costs—such as healthcare and livable wages—for small business tenants. One participant recalled a comment from a family member: “Can’t find good help because I can’t afford to pay for healthcare.” This anecdote illustrated how the economic viability of small businesses is tied to larger systems of support, and why the district must offer more than just physical space to succeed. Participants consistently emphasized that the district must serve both visitors and residents. They expressed hope that through the right support systems, the district could become a place where local entrepreneurs thrive, workers are supported, and the cultural character of the East Side is preserved and uplifted.





# Community Forum

## 1. 3 Big Ideas District 2

### Table 1

- Parks and walking trails on the East side
- Prioritizing infrastructure improvements over big projects
- Promoting local businesses in downtown

### Table 2

- Lots of safe parking
- Look like The Pearl, La Cantera
- Keep the historical feel of the building

### Table 3

- “Please do not litter” signs and enough garbage bins
- Security and homeless awareness- emergency call stations etc.
- Parking availability, call to reserve parking- free parking for disabled

### Table 4

- Ensuring small business survive in the new space
- Affordable housing in surrounding neighborhoods
- Better transportation to get to downtown

### Table 5

- People vs. community
- Safety and connectivity
- Transportation

### Table 6

- Downtown train system & bus grid system
- Infrastructure connectivity from neighborhoods to districts
- Local business district next to Alamo ome

### Table 7

- More activities do residents to do for free and less paying for events

### Table 8

- Advocating funding and making sure there’s absolutely no opportunities for failed opportunities
- Connectivity
- Maintaining Cultural integrity

### Table 9

- Shuttle & circulation around perimeter of the district
- Multiple connections across 281
- Permanent small stage for local artist to perform

### Table 10

- Relocate land bridge
- More housing
- 24/7 community uses

### Table 11

- Community basketball court around the New arena (Spurs theme)
- Connection to the trail system
- Tailgate section for spurs game days/ alamo bowl and fan shop

### Table 12

- Neighborhood land bridge
- Reuse SAISD properties
- Concern on how do we move people in the worst case scenario of events in ALL venues?

### Table 13

- Investing in this District is critical to keeping San Antonio a lively and competitive tourist destination which fuels our city
- Create/ sustain affordable housing , particularly Denver heights and dignouity hills.
- Confidence in parking is the current issue for non downtown residents coming to enjoy this

### Table 14

- Return on investment to existing community residents, direct local economic development of the community infrastructure, developing empty lots, drainage, better public transportation, grocery stores and schools
- Developers need to be good neighbors, who are the private developers? How are there going to be guarantees for residents
- Affordable housing and displacement of existing residents

## 1. 3 Big Ideas District 2 - Visual Cluster

The word cloud displayed here synthesizes the most frequently mentioned themes gathered during the “3 Big Ideas” sessions of each district’s Community Forum. This visual representation offers a quick, intuitive overview of the collective voice of residents—highlighting the words and priorities that surfaced most often during table discussions.



## 2. Guiding Principles - District 2

### Community Engagement & Inclusion

- Conduct a formal process that integrates community members from all neighborhoods, particularly those within the PFZ, into the planning process
- Funding and planning processes will be transparent.

### Housing & Neighborhood Preservation

- Create and sustain affordable housing utilizing existing structures.
- No displacement of existing residents; support efforts to bring the community back.

### Local Economy & Business

- Prioritize and promote local businesses over large chains in District development with accountability from local incubators.
- Invest in the existing community, including local businesses and grocery stores.
- Incentivize development of businesses that provide necessary services like healthcare, child care, and grocery stores, and to be developed in a way that promotes

walkability.

### Infrastructure & Connectivity

- Prioritize infrastructure improvements over large projects.
- Improve mass transit options:
  - Rail, bus, and shuttle circulators around the District.
- Establish a Land Bridge / Eastside Connector that effectively connects neighborhoods to downtown.
- Increase connectivity across highways from the Eastside into downtown and the Sports & Entertainment District.
- Provide safe walkable and bikeable connections to and from downtown for the East Side, including over the railroad tracks.
- Implement an parking solution for visitors to downtown that is affordable and utilizes existing parking lots, like the Alamadome.

### Event & Facility Management

- The Sports and Entertainment District should be accessible and inclusive for all.
  - Offer free and affordable activities for residents that are also marketed to residents on the radio, and other

local platforms used by residents.

- Ensure dedicated neighborhood access during large events.
  - Residents should not be locked in or out during events when all venues are in use.
- The Sports and Entertainment District and its facilities (e.g., the Alamodome and future developments) should be good neighbors to surrounding residents and families.

### Arts & Culture

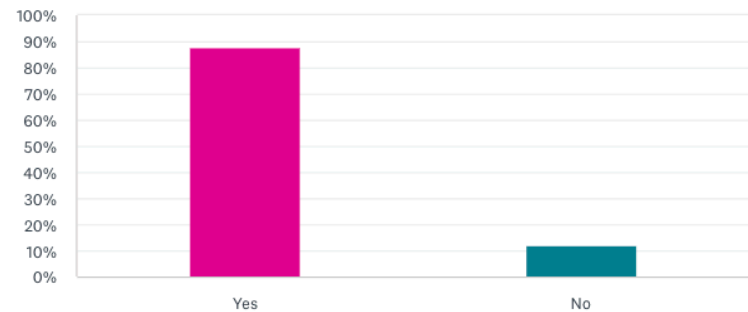
- Include a permanent small stage for local artists to perform.
- Create small event spaces to support local arts and culture.
- Maintain cultural integrity in all development efforts.

# Survey Results District 2

Q1

Did you watch the video?

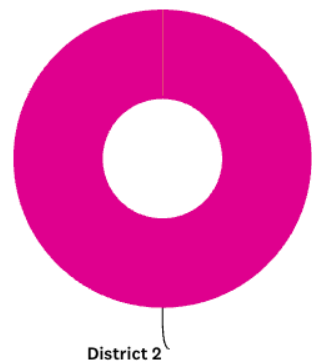
Answered: 211 Skipped: 0



Q2

City Council District:

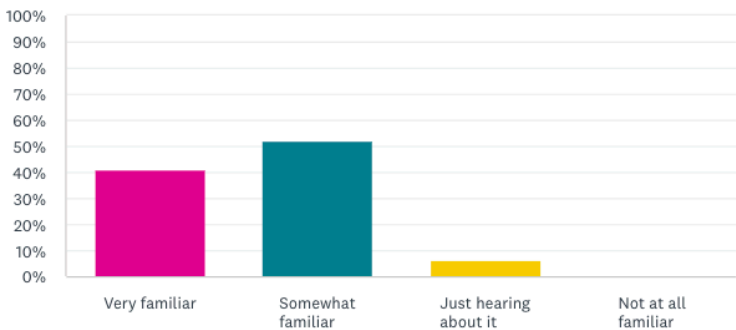
Answered: 211 Skipped: 0



Q3

How familiar are you with the proposed downtown Sports and Entertainment District project?

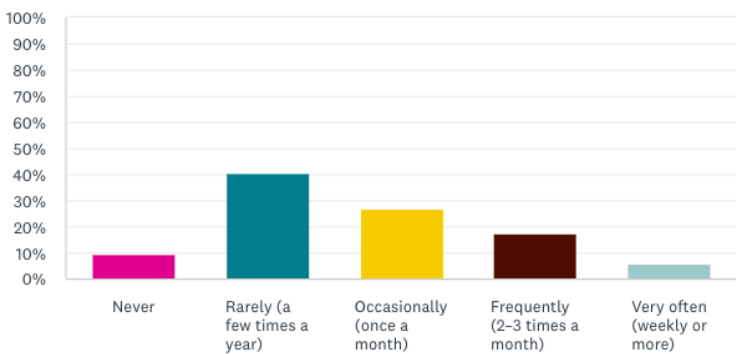
Answered: 211 Skipped: 0



Q4

How often do you attend large events downtown like concerts, sports, or cultural celebrations like Fiesta, Diwali, and Dia de Los Muertos?

Answered: 211 Skipped: 0

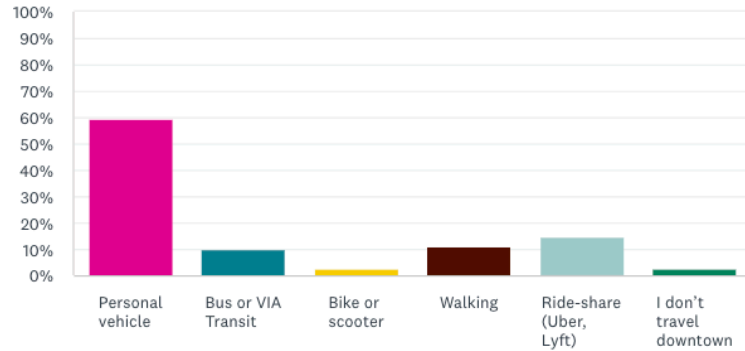




Q5

How do you usually travel to downtown San Antonio for large events? (Select your primary mode)

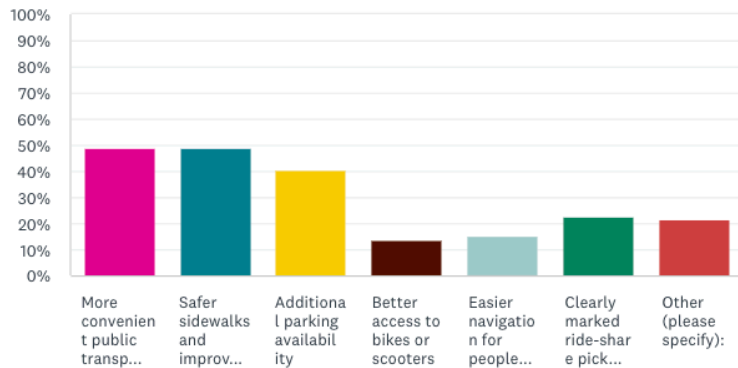
Answered: 211 Skipped: 0



Q6

What would make it easier or more enjoyable for you to travel to events or Spurs games in the Sports & Entertainment District? (Select up to three)

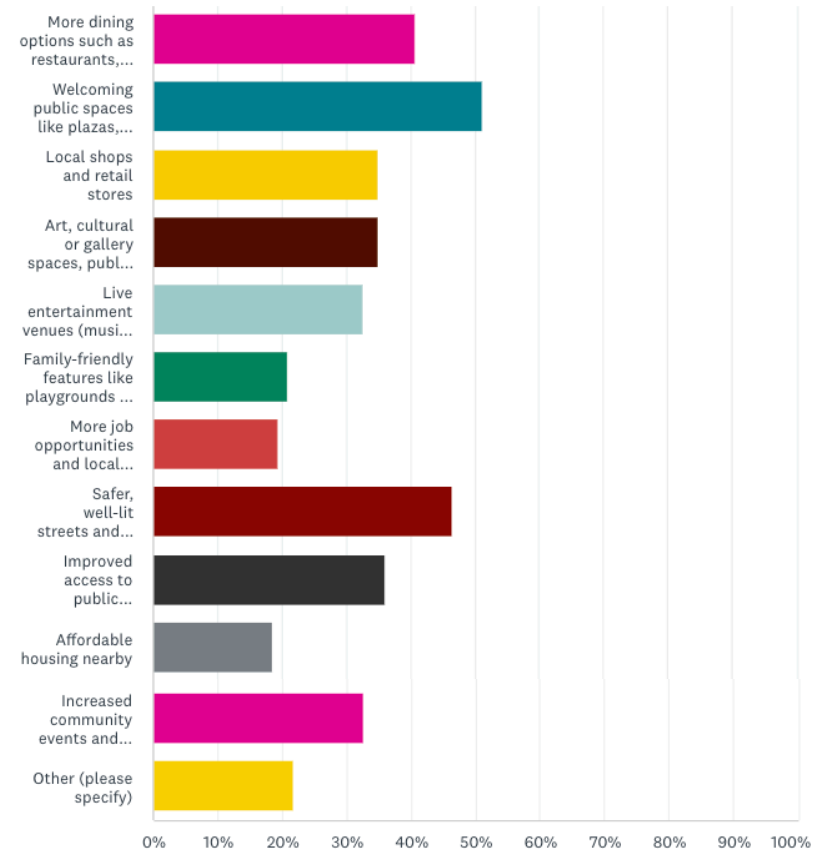
Answered: 211 Skipped: 0



Q7

What types of amenities would enhance your overall experience when visiting the Sports and Entertainment District? (Select up to five)

Answered: 211 Skipped: 0

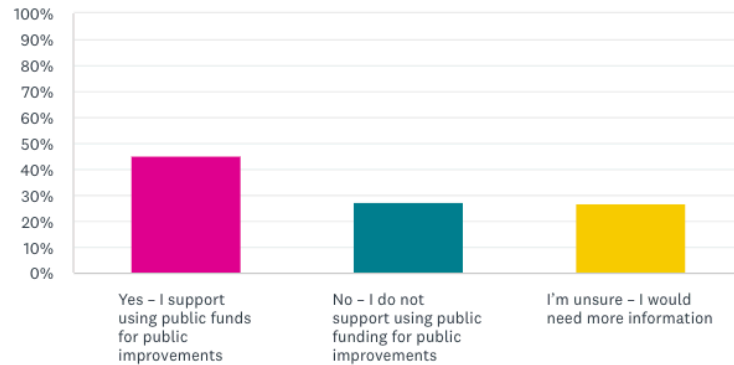


Q8



No property taxes from general tax payers will be used to build the Spurs Arena. However, would you support the use of City bonds to improve traffic, walkability, and pedestrian safety for Sports and Entertainment District if the San Antonio residents were to vote on the City bonds?

Answered: 211 Skipped: 0

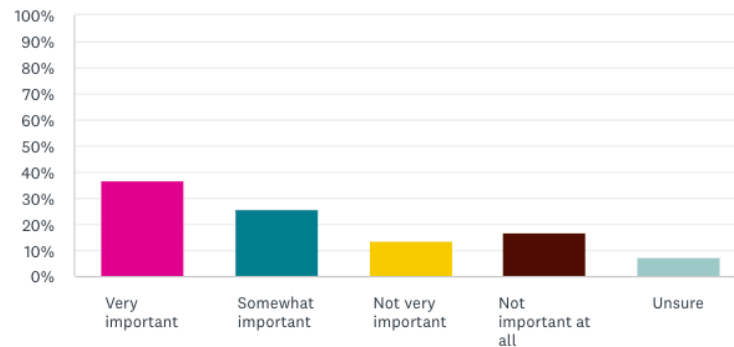


Q9



How important is it that the Sports and Entertainment District includes nearby affordable housing options?

Answered: 211 Skipped: 0

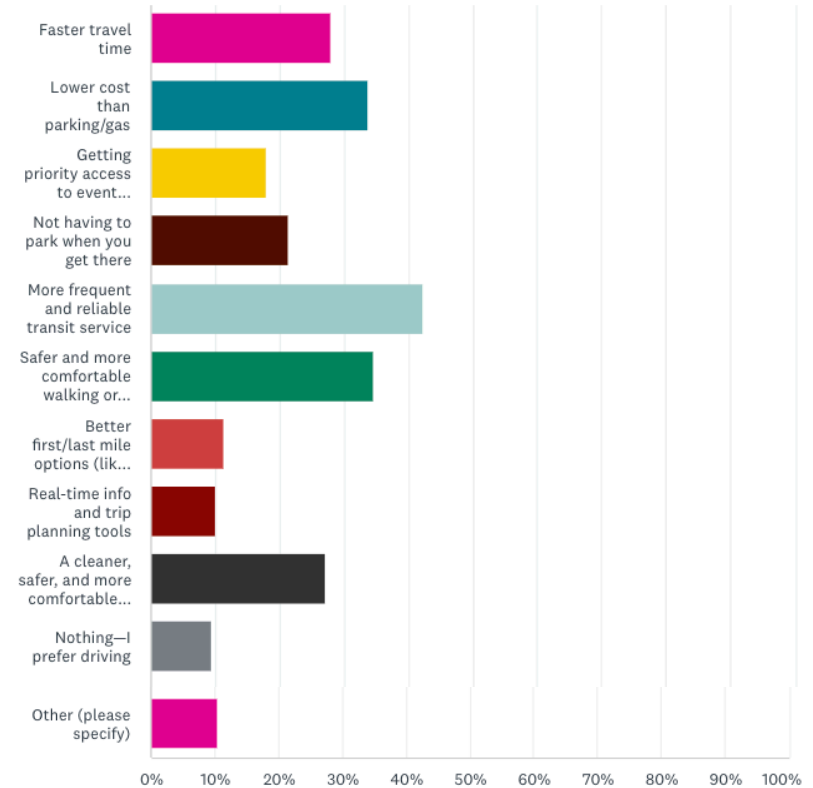


Q10



What factor would make you consider using something other than a personal vehicle to get to downtown San Antonio? (Select up to three)

Answered: 211 Skipped: 0

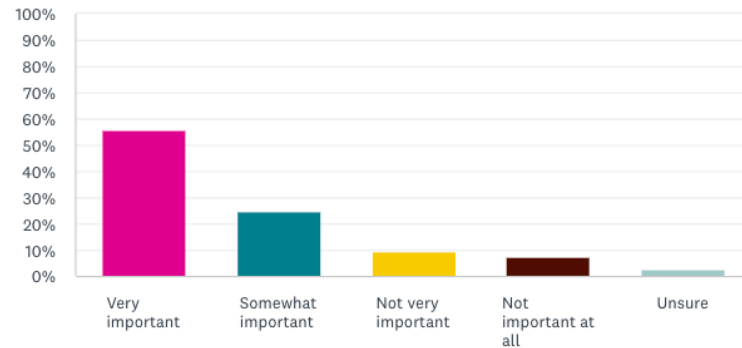




Q11

How important are the Spurs to San Antonio culture?

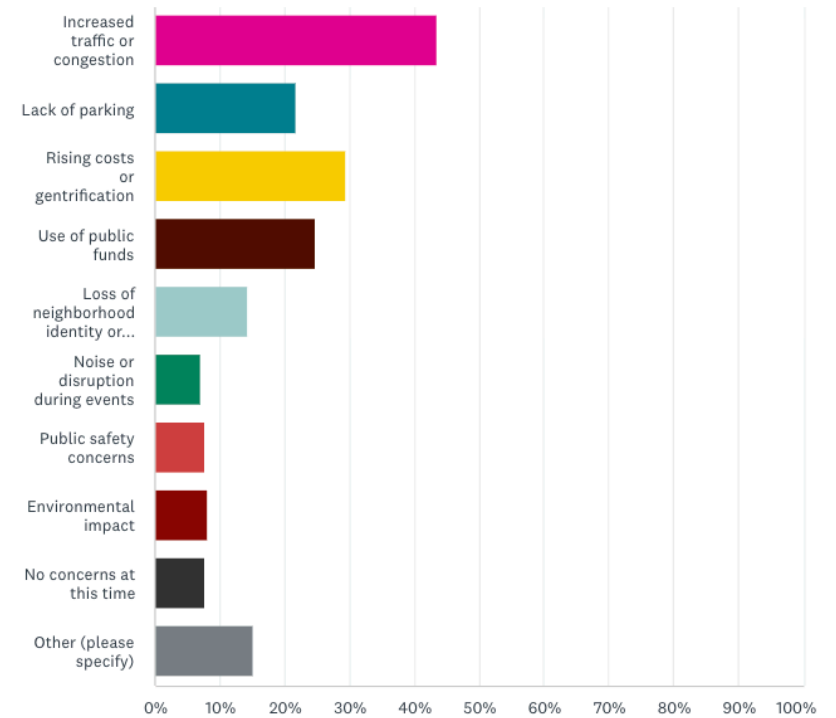
Answered: 211 Skipped: 0



Q12

What concerns, if any, do you have about this proposal or changes to the Sports and Entertainment District? (Select up to two)

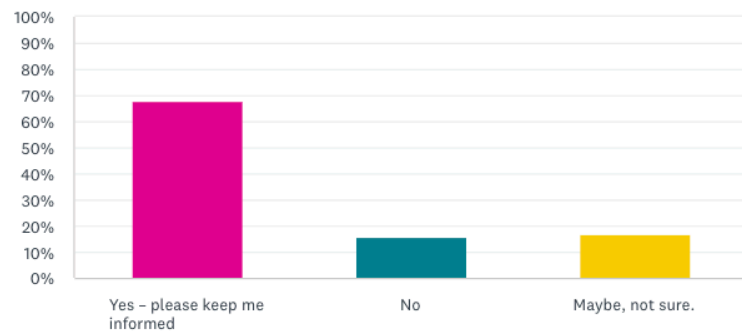
Answered: 211 Skipped: 0



Q13

Would you like to stay involved or get updates about public meetings and planning activities?

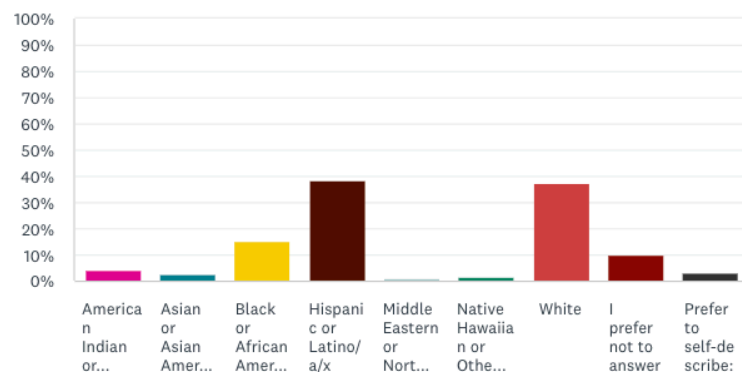
Answered: 211 Skipped: 0



Q15

Race/Ethnicity (select all that apply):

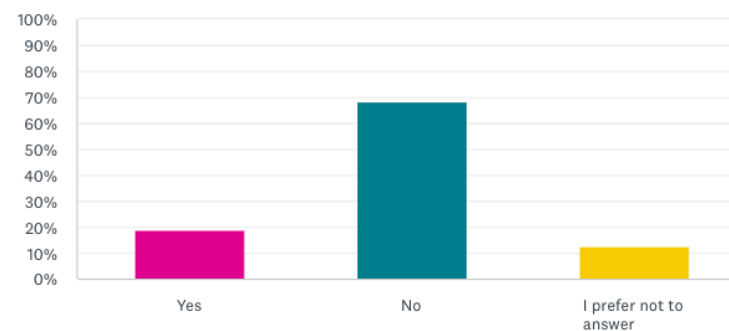
Answered: 191 Skipped: 20



Q16

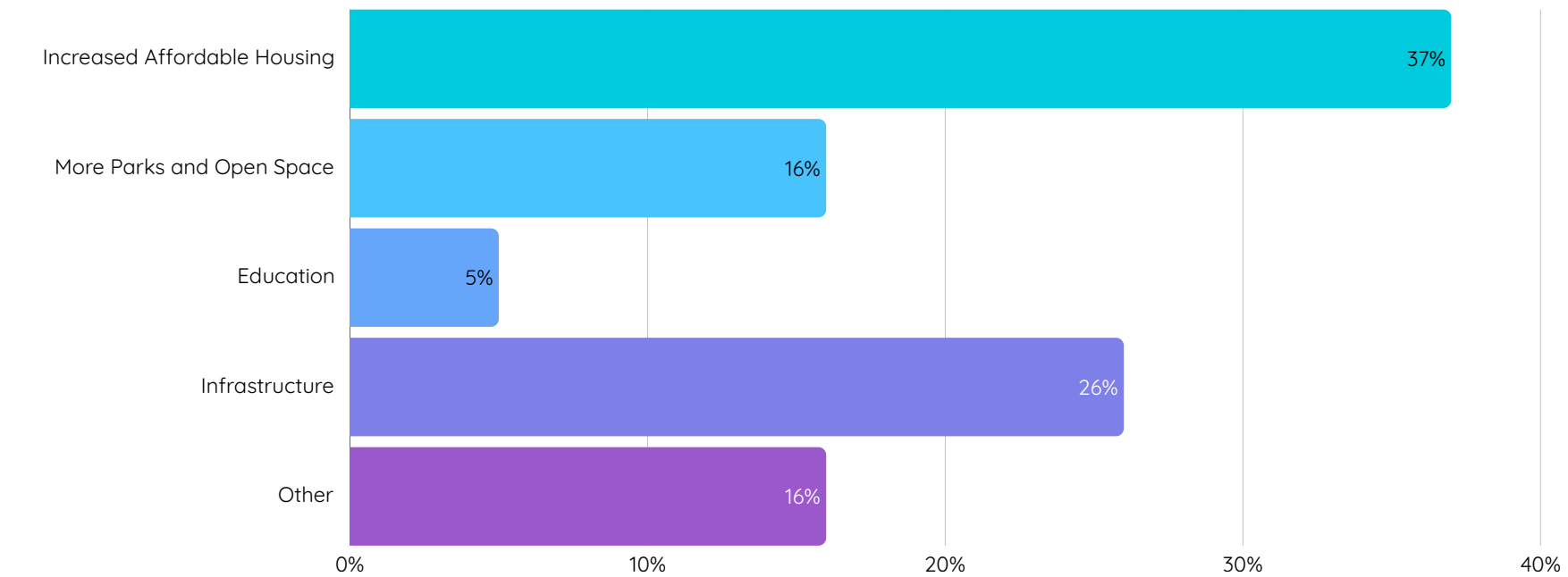
Living with a disability or other chronic medical condition:

Answered: 190 Skipped: 21





# Poll Question Results District 2



Total Responses: 19

**DISTRICT 3**  
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Basic Information

Meeting summaries

Focus Groups

Community Forum

Open house

Survey Results

Poll Question Results





## Basic Information

3 DISTRICT

Housing Focus Group: 15

Transportation Focus Group: 18

Public & Community Space Focus Group: 16

Local Business Focus Group: 16

Community Forum: 27

Guiding Principles Open House: 1

**Total Engagements: 93**

\*This figure reflects individual participation across all focus groups and events. Each engagement represents a person's time and contribution to a specific session, following best-practice methods for inclusive public input tracking.





# Focus Groups

## Public & Community Space

In District 3's focus group on public and community spaces, participants questioned the overall priorities of the proposed Sports & Entertainment District and raised questions about the long-term public benefit of the project. While some appreciated the conceptual renderings and ambition behind the initiative, others viewed the proposal as disconnected from the lived realities of the surrounding neighborhoods.

Many senior participants expressed that the project did not seem designed for them. Some felt the district prioritized a younger demographic, with one participant stating that the design appears tailored to people in their 20s and 30s, rather than seniors or families. Participants emphasized the need for public investment to first address pressing issues such as homelessness, deteriorating sidewalks, lack of restroom facilities, and inadequate shaded and accessible spaces. Public safety was cited as a major concern, particularly around free events and nighttime departures near Hemisfair and downtown areas.

There were repeated calls to increase public restrooms, drinking water access, shaded areas, and spaces for phone charging especially near transit stops and bus stations. Several raised the issue of broken sidewalks that make walking difficult for seniors, as well as the lack of cultural art and historical markers around Hemisfair that reflect the city's heritage.

Public transit infrastructure was widely seen as insufficient. Community members cited long wait times, lack of accessible drop-off points, and inadequate shelter from weather. Requests included expanding Park & Ride options, improving The Americans with Disabilities Act (ADA) compliant connections near the railroad tracks, and operational improvements for bus and shuttle service during events. One resident suggested connecting sidewalks directly to the proposed land bridge, allowing seamless pedestrian access to the Alamodome and convention center.

There was also strong support for increasing access to community events like Diwali, Día de los Muertos, and Fiesta through shuttles from senior centers. Yanaguana Park was repeatedly mentioned as a positive example of design and activation, with support for expanding similar programming and experiences elsewhere in the district.

Throughout the session, there was a consistent theme: public space should serve residents as much as it serves tourism. Participants urged the City to ensure that physical infrastructure improvements be grounded in accessibility, safety, and long-term inclusivity.





# Focus Groups

## Transportation

In the transportation-focused discussion, participants expressed frustration with the city's infrastructure, access, and the prioritization of private interests over public needs. There was strong agreement that the City of San Antonio must resolve longstanding issues with ADA accessibility before pursuing any further development related to the Sports & Entertainment District.

Numerous residents referenced recurring ADA violations and unsafe pedestrian conditions across the downtown and District 3 area. Participants called for immediate compliance with ADA standards, improved access across railroad tracks, and upgrades to aging and broken sidewalks. The lack of shaded pathways and poor lighting was also identified as a major deterrent to safe mobility, particularly for elderly residents and those attending events on foot or using public transit.

Transit accessibility was another central theme. VIA bus service was described as inconvenient and under-resourced, particularly during large events. Residents shared that many bus stops lacked weather protection, and some required long walks from drop-off points to the actual event entrances. There were questions about why private shuttles are allowed front-door access to arenas while public transit users are not given the same benefit. Several also proposed conducting a city-led survey of transit use among hospitality workers to better tailor services to those who rely on them daily.

Attendees criticized inflated parking prices at nearby lots and questioned the fairness of the Spurs profiting from these fees while offering little benefit to the community. There were also questions about whether the city receives any portion of new parking revenue and if parking structures would be available to residents year-round or only during events.

The construction phase also drew attention. Residents asked how traffic would be managed during ongoing construction, and whether side streets (especially those around Cherry Street) would be closed without proper warning. Suggestions included using signage to notify neighborhoods in advance and establishing a permit system for construction crews to avoid overflow into residential streets. Some residents recommended expanding Park & Ride to locations like McCreless and Brooks, and making the facilities more weather-protected and user-friendly. Others proposed bold ideas such as using solar-powered benches, adding underground garages topped with green space, and creating walkable connections between destinations instead of relying solely on a land bridge.

Above all, participants called for transparency around tax impacts, bond structures, and ownership of development land. They urged the City of San Antonio to clearly communicate which tax increases apply to residents versus tourists and to ensure that any future investments in mobility are truly inclusive and community-driven.



# Focus Groups

## Housing

Housing concerns centered on equity, affordability, and long-term protections for vulnerable communities. Participants emphasized that before any new construction occurs, there must be a commitment to preserve and support existing housing stock and small businesses, especially those near the Alamodome and areas under pressure from the I-10 expansion.

Residents highlighted that development pressures from both highway expansion and arena projects put neighborhoods at risk. There were demands for transparency from TxDOT and City of San Antonio regarding any demolitions or buyouts. Attendees questioned whether current studies or safeguards were in place to understand the full implications of such growth.

The city's existing efforts such as funding affordable housing, nonprofit rehabilitation, and support for seniors and people experiencing homelessness were acknowledged, but many participants said they were not enough. Attendees called for an expanded commitment, including another housing bond and revenue-sharing mechanisms that could direct a portion of profits from district-related activities back into housing support.

There was also deep skepticism about whether the Spurs and associated private entities were giving back to the community. One participant noted that, while COSA makes infrastructure and land available, "The Spurs are making money, not the city." Others called for agreements that ensure public revenue, especially from parking, merchandise, and arena events are reinvested in affordable housing and community infrastructure.

Residents emphasized that housing policy should serve a full range of

demographics and incomes. Several noted that existing service workers in the downtown area were being priced out, and urged the city to ensure housing is available near places of employment and well-served by public transportation. Concerns were also raised about short-term rentals and the lack of regulatory enforcement. Participants worried that an unchecked proliferation of short-term units would only accelerate displacement and housing scarcity.

Above all, the focus group called for the City of San Antonio to center its housing strategy on preventing displacement, ensuring long-term affordability, and supporting those who make the city's economy function.





# Focus Groups

## Local Business

The business focus group reflected about equity, affordability, and cultural preservation in the proposed district. Participants stressed the importance of prioritizing local vendors over large chains in the retail and food components of the development. There was apprehension that high build-out costs and rent prices would marginalize small business owners, particularly those selling low-cost, everyday items.

Calls were made for a dedicated food court or plaza that accommodates food trucks and grab-and-go options, offering affordable meals for both locals and downtown workers. One participant emphasized the value of having a space where a \$2 raspa remains \$2, rather than being marked up for tourists. There was also support for a loyalty or discount program for San Antonio residents, similar to the 10% discount already offered by some local establishments. Attendees advocated for clear protocols on vendor selection, loading/unloading hours, and vendor access to festival or arena spaces. Questions were raised about who determines which vendors are selected and whether small or mobile vendors (like coffee or ice cream carts) would have access to downtown locations like Hemisfair.

The issue of wages was central. Residents stressed that many workers in the area are not paid a livable wage and recommended a city-backed formula for wage standards tied to business incentives. Several suggested that the city survey VIA transit users to better understand the workforce's commuting challenges and housing needs. The lack of affordable housing near downtown was seen as a barrier to maintaining a stable workforce and providing quality service to visitors. There was also a strong push to support more than just restaurants and retail. Residents recommended expanding the mix of uses to include service-based businesses like optometrists, veterinarians, and doctors' offices, creating a more livable and complete community.

Concerns about event logistics and construction were echoed throughout the conversation. Participants emphasized the need for better signage, neighborhood notification systems, and dedicated parking for construction crews to avoid spillover into residential streets. There were suggestions for using solar panels at VIA bus stops to power lighting and device charging, creating safer and more functional infrastructure.

Overall, residents called for an inclusive district that balances tourism with everyday needs, and protects the character and viability of San Antonio's local business community.



# Community Forum

## 1. 3 Big Ideas District 3

### Table 1

- Transportation-bus access to front of the venue
- Who is this for? Ensure community benefit
- Community fund- % of spurs profit going to community

### Table 2

- Public/ social housing- cap rent at 30% of income for service workers
- Inter-hemisfar transportation
- Ensure green space that limit structures and encourage appreciation and enjoyment of natural areas

### Table 3

- Cultural infrastructure
- Profit sharing
- Sustainability - How long will the arena last?

### Table 4

- School partnerships
- Mobility
- Accessibility

### Table 5

- 90% of population are disabled yet only 20% disabled parking spaces are available around the city
- More affordable parking garages are needed
- Protection to the east side business

### Table 6

- Monorail
- Utilize under bridge
- Accessibility for Ubers, taxis and lift

### Table 7

- Free parking options
- Spurs contribution
- Park and ride (increase locations)

### Table 8

- Hospitality
- Access for all
- Connect neighborhoods



## 1. 3 Big Ideas District 3 - Visual Cluster



## Community Priorities at a Glance

The word cloud displayed here synthesizes the most frequently mentioned themes gathered during the “3 Big Ideas” sessions of each district’s Community Forum. This visual representation offers a quick, intuitive overview of the collective voice of residents—highlighting the words and priorities that surfaced most often during table discussions.

## District 3 Draft Principals and Feedback

### **Affordability & Accessibility**

Ensure the District remains accessible to all San Antonians—economically, physically, and socially.

- Keep events, amenities, and parking affordable.
- Provide opportunities for small, women-, and minority-owned businesses to participate.
- Ensure housing and spaces within the District support affordability for workers and residents.
- Maintain ADA accessibility throughout the District.

### **Transportation & Mobility**

Expand and improve transportation options to make accessing the District easy, safe, and convenient.

- Increase transit routes and drop-off options that connect directly to key destinations.
- Explore innovative transportation solutions and strengthen neighborhood connections.
- Improve clarity and visibility of wayfinding for all transportation modes.

### **Community Benefits & Equity**

Ensure that investments in the District deliver long-term benefits to surrounding communities.

- Establish a Community Benefits Agreement with local input.
- Support local businesses and prioritize protections against displacement.
- Explore creative models to share value generated by the District with residents and workers.

### **Public Space & Environment**

Design open, green, and flexible public spaces that support community health and well-being.

- Integrate shade, water features, and sustainable infrastructure.
- Promote year-round use of public spaces beyond large events.
- Plan for environmental resilience and long-term sustainability.

### **Arts, Culture & Activation**

Reflect and celebrate local culture while keeping the District active and welcoming year-round.

- Uplift local arts and culture through integrated programming and design.
- Create partnerships that bring educational and cultural opportunities to the community.
- Ensure the District remains lively and beneficial outside of event times.

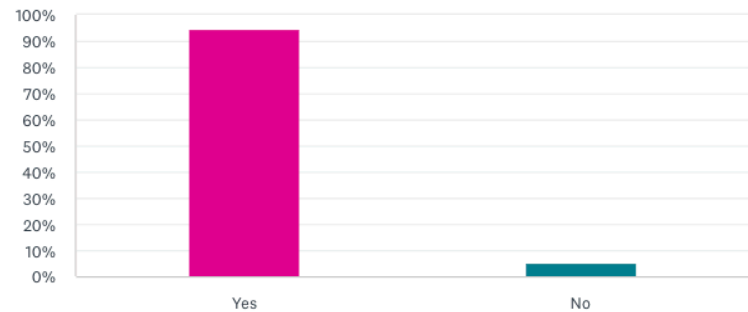


# Survey Results District 3

Q1

Did you watch the video?

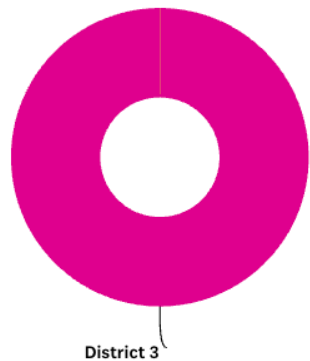
Answered: 91 Skipped: 0



Q2

City Council District:

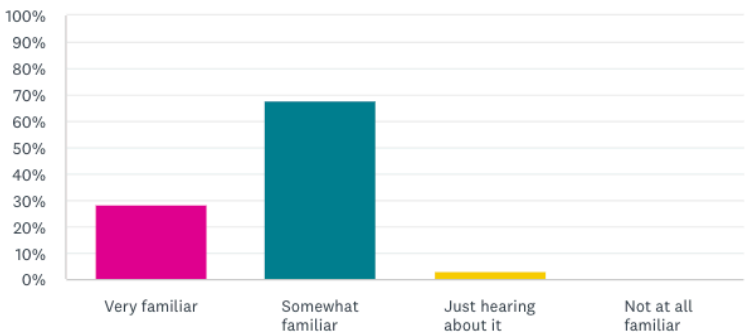
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Q3

How familiar are you with the proposed downtown Sports and Entertainment District project?

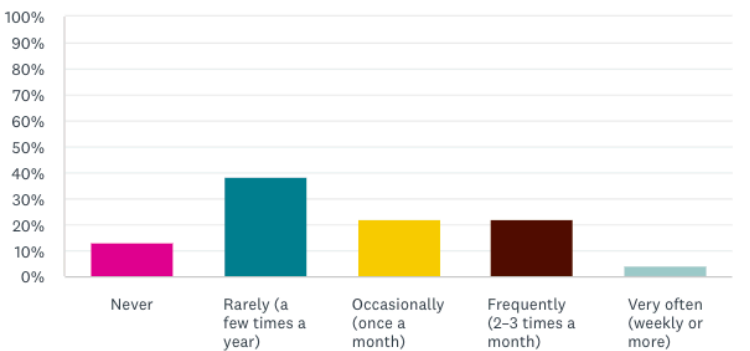
Answered: 91 Skipped: 0



Q4

How often do you attend large events downtown like concerts, sports, or cultural celebrations like Fiesta, Diwali, and Dia de Los Muertos?

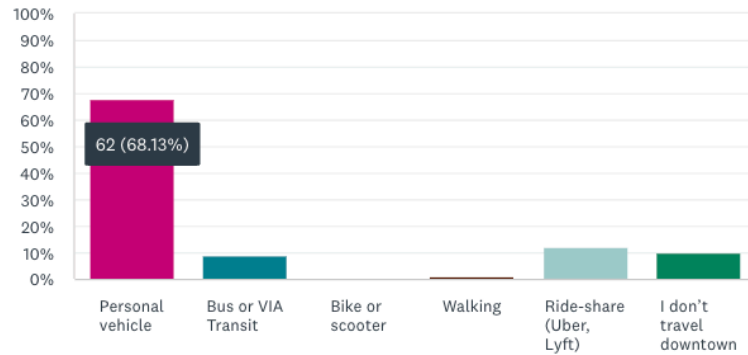
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Q5

How do you usually travel to downtown San Antonio for large events? (Select your primary mode)

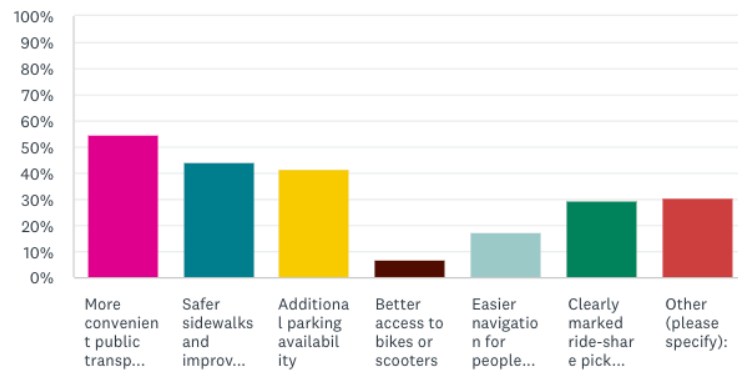
Answered: 91 Skipped: 0



Q6

What would make it easier or more enjoyable for you to travel to events or Spurs games in the Sports & Entertainment District? (Select up to three)

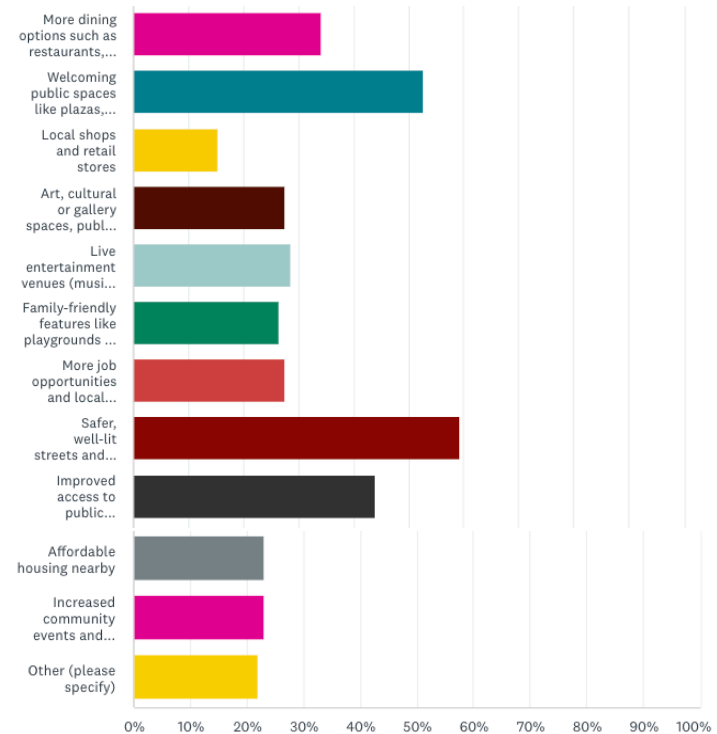
Answered: 91 Skipped: 0



Q7

What types of amenities would enhance your overall experience when visiting the Sports and Entertainment District? (Select up to five)

Answered: 91 Skipped: 0



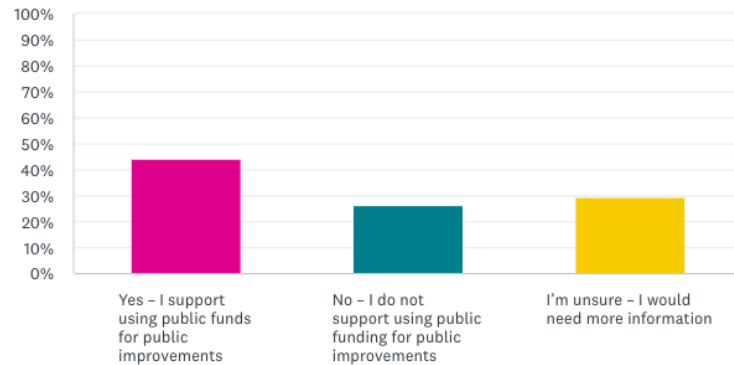


Q8



No property taxes from general tax payers will be used to build the Spurs Arena. However, would you support the use of City bonds to improve traffic, walkability, and pedestrian safety for Sports and Entertainment District if the San Antonio residents were to vote on the City bonds?

Answered: 91 Skipped: 0

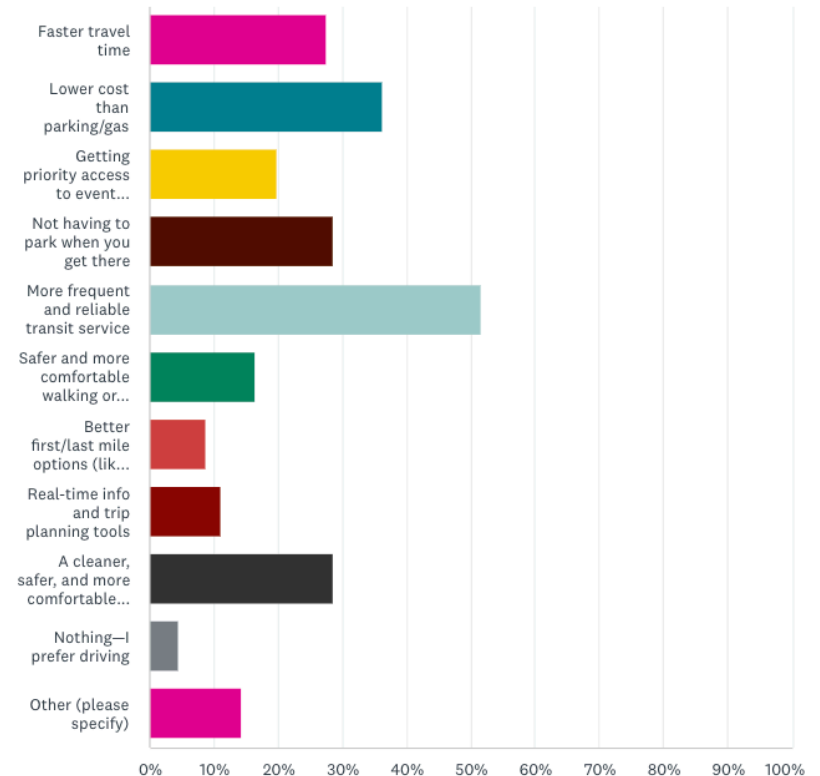


Q10



What factor would make you consider using something other than a personal vehicle to get to downtown San Antonio? (Select up to three)

Answered: 91 Skipped: 0

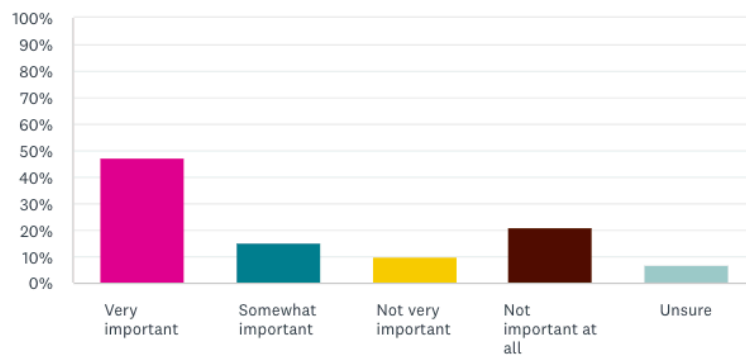


Q9



How important is it that the Sports and Entertainment District includes nearby affordable housing options?

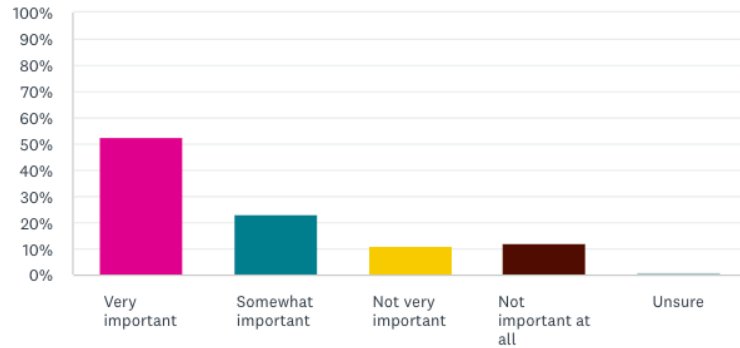
Answered: 91 Skipped: 0



Q11

How important are the Spurs to San Antonio culture?

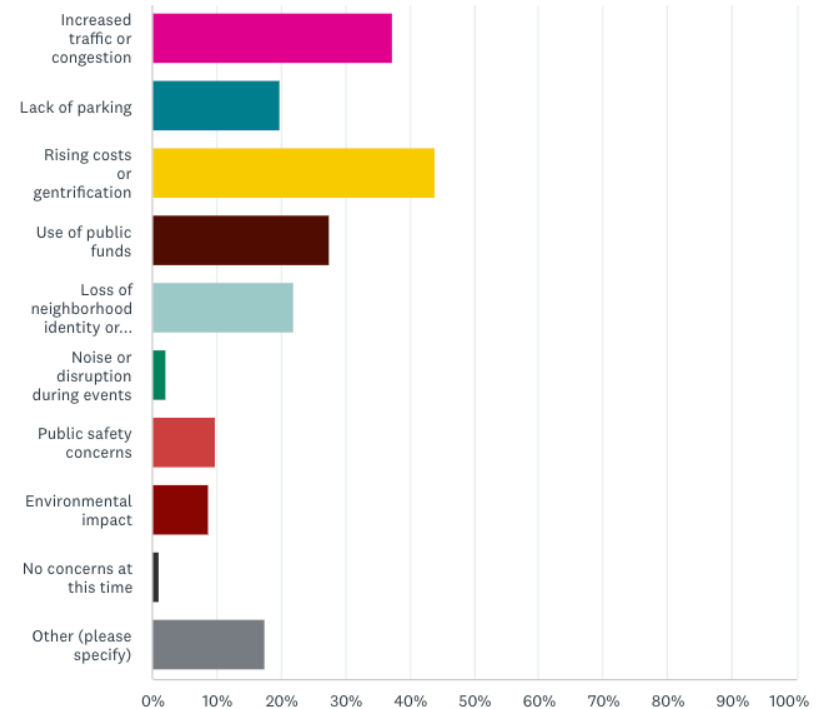
Answered: 91 Skipped: 0



Q12

What concerns, if any, do you have about this proposal or changes to the Sports and Entertainment District? (Select up to two)

Answered: 91 Skipped: 0

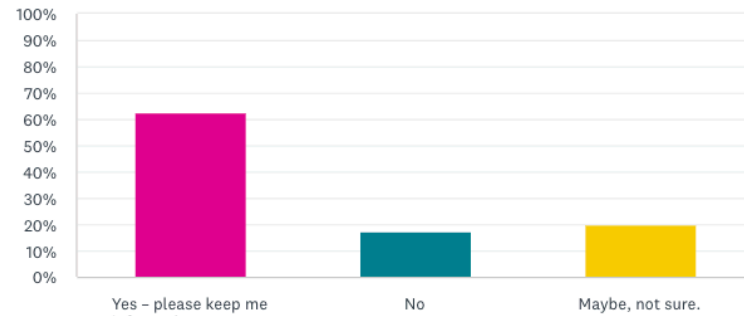




Q13

Would you like to stay involved or get updates about public meetings and planning activities?

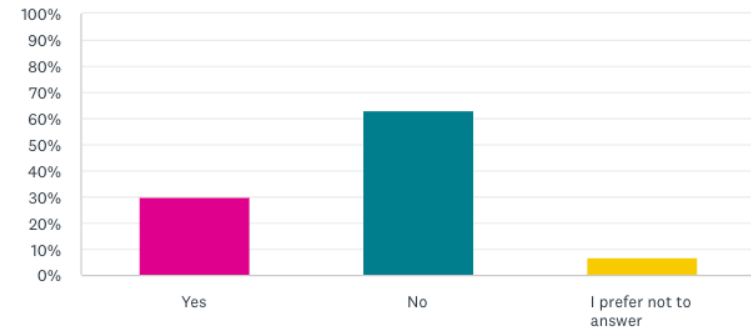
Answered: 91 Skipped: 0



Q16

Living with a disability or other chronic medical condition:

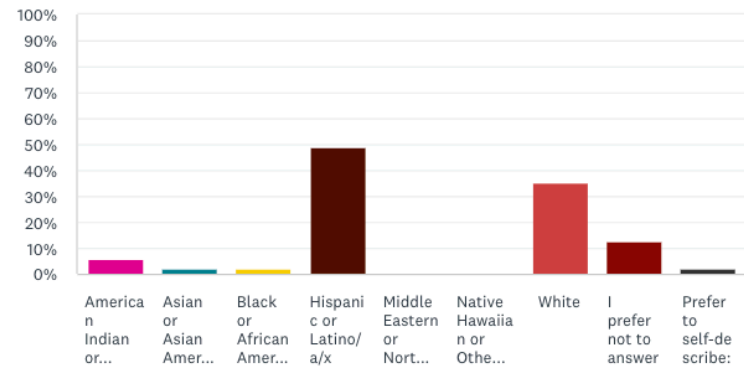
Answered: 87 Skipped: 4



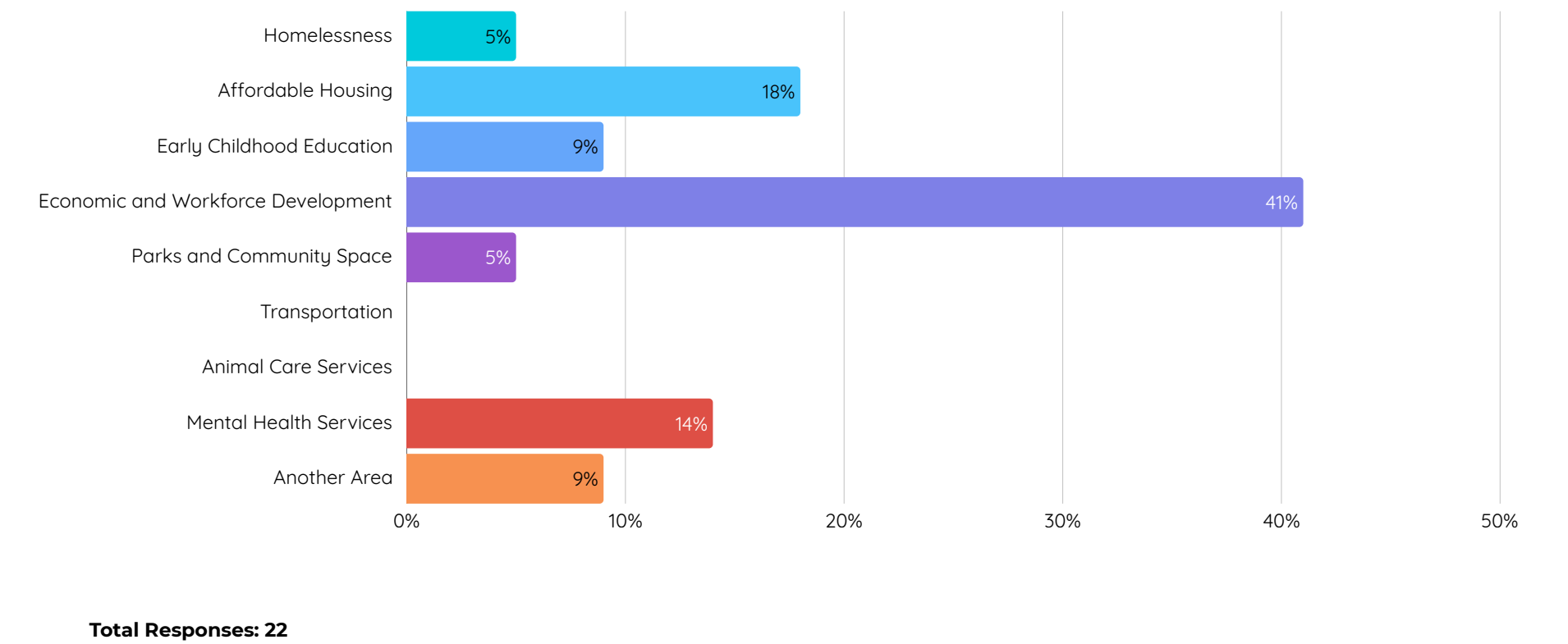
Q15

Race/Ethnicity (select all that apply):

Answered: 88 Skipped: 3



# Poll Question Results District 3





**DISTRICT 4**  
[Table of Contents](#)

Basic Information

Meeting summaries

Focus Groups

Community Forum

Open house

Survey Results

Poll Question Results

**4**  
**DISTRICT**

## Basic Information

4 DISTRICT

Housing Focus Group: 9  
Transportation Focus Group: 6  
Public & Community Space Focus Group: 3  
Local Business Focus Group: 2  
Community Forum: 6  
Guiding Principles Open House: 1

**Total Engagements: 27\***

\*This figure reflects individual participation across all focus groups and events. Each engagement represents a person's time and contribution to a specific session, following best-practice methods for inclusive public input tracking.





# Focus Groups

## Public & Community Space

There were 3 participants in the Public & Community Space discussion at District 4. The conversation reflected both personal connections to Hemisfair and critical observations about access, safety, and the character of future development. Residents expressed appreciation for the cultural and family-centered experiences the area has provided in the past while voicing concerns about transportation barriers, pedestrian safety, and maintaining a sense of authenticity as redevelopment moves forward.

### Accessibility and Safety

Residents repeatedly raised transportation as a significant barrier to accessing downtown and Hemisfair. One resident, who lives near SeaWorld, described a two-and-a-half-hour bus ride to reach downtown, emphasizing that “it doesn’t matter what is in the district” because the lack of direct transit access makes it “not worth the hassle.” The same resident also highlighted the high cost of ride-hailing services and suggested reviving trolleys or improving public transit routes to make downtown more accessible.

Although residents agreed the area is “walkable,” they emphasized that poorly lit streets, missing sidewalks, and lack of security make it unsafe for pedestrians, especially at night. The intersection of Cesar Chavez and I-37 was cited as particularly dangerous for both pedestrians and cyclists, with sidewalks described as too narrow and the area lacking safe bike infrastructure. A resident also mentioned that during events they feel safer walking because of visible police presence, highlighting that the current sense of safety is event-dependent rather than built into everyday infrastructure.

Suggestions included better wayfinding, additional lighting, and pedestrian crossings at key locations such as Houston Street, the north side of the Alamodome, and Florida/Carolina. There was also a suggestion for dedicated neighborhood access trails to better connect residents during events.

### Call for Authentic, Cultural, and Family-Oriented Experiences

Residents spoke fondly of Hemisfair’s past programming, recalling live music, mariachi performances, and cultural events as experiences that gave the space personal and community significance. One participant noted, “My 10-year-old brings me here,” tying her visits to family experiences and cultural connection. There was a strong desire to preserve and expand these types of community-

driven activities rather than over-commercializing the district.

The conversation included suggestions for pedestrian-only areas inspired by places like San Fernando Cathedral, with residents emphasizing that such spaces must remain accessible to people with mobility challenges. Another resident stressed the need to maintain the Magik Theater at its current location, highlighting its value as a cultural anchor. Plans to rehabilitate the theater and make it ADA accessible were viewed positively.

A specific idea for supporting local food culture: residents suggested creating restaurants and bars with game-viewing areas and unique food options so people can gather outside the stadium but still participate in major events.

### Equity, Connectivity, and Design

Participants emphasized the importance of connecting the district to surrounding neighborhoods, noting that investment should not be concentrated solely within Hemisfair but also extend to adjacent communities. One resident described the need for land bridges and trails that “connect communities and the park, not just the arenas,” reinforcing the desire for development that strengthens neighborhood cohesion. Additionally, one participant proposed a visionary—though acknowledged as unlikely—idea to remove most of I-37 through downtown to create a more walkable corridor and address longstanding connectivity issues around the Alamodome.

Design consistency and neighborhood integration were recurring themes. Residents urged that the district’s style fit the existing community fabric and be easy to navigate through cohesive wayfinding. A COSA representative recommended including “Hemisfair” in the district’s name to honor its historical significance and strong local identity, a suggestion that resonated with the participants.

### Food Access

Food access was raised as a challenge for downtown residents and visitors. One participant described staying downtown for a week and struggling to find fresh food outside of restaurant options. A request for a farmers market or similar event to address the food desert issue was brought up.

### Overview

The discussion reflected a strong attachment to Hemisfair as a cultural and family-centered space, coupled with a desire to address structural barriers and ensure equitable, authentic development that strengthens connections between the district and its surrounding neighborhoods.

# Focus Groups

## Transportation

Transportation conversations centered on multimodal connectivity, safety, and the role of transit in supporting equitable development. While some participants praised recent improvements, many expressed doubts about the system's ability to support a growing district, especially for low-income residents and those without reliable car access.

### Calls for Multimodal and Human-Scaled Infrastructure

There was strong interest in reducing dependency on personal vehicles through expanded VIA service, safe bike and pedestrian routes, and strategic parking reductions. One community member commented, "No more parking lots, make it more accessible to scooters, bikes, and VIA Park & Rides." Others pointed out the inefficiencies in the current system. "Stone Oak Park & Ride takes double the time as commuting by car," one person said, while another noted a perception that "VIA is unsafe" among some parts of the city.

### Desire for Integrated, Efficient Options

Residents called for a complete, interconnected system that includes reliable shuttles, better-designed drop-off zones, and options like electric bikes and scooters. Interest in the proposed Green and Silver VIA lines was tempered by concerns about long completion timelines (2027–2028). Some participants advocated for underground parking or consolidated garages to reduce surface lots and improve aesthetics. The concept of a pedestrian bridge sparked mixed reactions for those who saw it as a critical connection; others felt that resources would be better spent fixing sidewalks under existing crossings like Cesar Chavez.

## Equity and Community Benefit

A recurring question was whether surrounding neighborhoods would benefit from the investment. "It looks like there is a wall surrounding the area," one participant noted, reflecting a fear that connectivity improvements would serve venues more than residents. There was strong support for the Complete Streets model, with calls to prioritize people over cars. "It's not the right kind of walkable," one resident remarked, highlighting dark, unsafe routes and the absence of clear wayfinding.

### Technology, Coordination, and Safety

Discussions also touched on innovative tools and coordination efforts, including drone monitoring and SAPD-VIA collaboration during events. But residents emphasized the need for consistency. Concerns included confusing bus stop locations, excessive stops along key routes, and lack of visible promotion for transportation services. One participant recalled a past VIA advertising campaign and suggested that similar efforts are needed to reduce stigma and increase adoption. Others expressed interest in future rail service, describing San Antonio as a city "still voting against rail" despite growing demand.





# Focus Groups

## Housing

Housing discussions were deeply grounded in concerns about affordability, accessibility, and the long-term impact of development on San Antonio's most vulnerable residents. Participants offered pointed critiques of current policy frameworks and expressed a strong desire to see meaningful reinvestment in neighborhoods rather than displacement under the guise of revitalization.

### A Clear Need for Accessible and Affordable Housing

Participants consistently named affordability and accessibility as top priorities. Seniors and residents with disabilities were frequently mentioned as populations in need of attention. "Seniors kind of get shoved into affordable housing conversations," one housing commissioner stated, emphasizing the scarcity of options and the need for quality, accessible housing that matches the needs of aging residents. Another participant spoke about the importance of walkability: "One neighborhood lets me walk to everything such as the doctor, HEB and church. The other doesn't."

### Frustration Over Displacement and Unequal Investment

Some participants questioned whether new investment downtown would displace existing residents or neglect other areas entirely. One person described the development plan as "all for the billionaires," reflecting skepticism about the long-term benefits to existing communities. Others were more specific: "Soapworks is going to be closed down. That's some of the only affordable housing in the area." Residents voiced concern that neighborhoods on the East, West, and South sides would continue to be overlooked, even as investment flowed into already thriving areas.

### Process and Communication

Frustration with the City's outreach efforts was a recurring theme. One attendee said she almost gave up finding the meeting after going "around and around" the campus, pointing to limited signage and access. Others suggested that the meetings felt designed to limit public participation, with important sessions held during work hours and minimal promotion. "It feels like it was set up so nobody could show up," one resident stated. This lack of visibility fed a broader sentiment that public input wasn't taken seriously.

### Preservation and Infrastructure Before New Development

Participants urged the City to preserve existing housing and improve neighborhood infrastructure before pursuing new construction. Residents brought up flooding, storm-water drainage, and crumbling infrastructure repeatedly. "We're not in the third world, there's no reason people should lose their lives to flooding in San Antonio," said one participant. Others called for funding to prioritize urgent needs, including clean-up efforts along highways and increased maintenance in underserved neighborhoods.

### Desire for Mixed-Use and Workforce Housing

Despite these critiques, there was interest in thoughtful, well-integrated housing options. Residents supported mixed-use developments that incorporate housing above commercial uses and offer proximity to transit, medical services, and jobs. The Ready to Work program and coordination with workforce development were cited as steps in the right direction, but concerns remained about the mismatch between housing prices and available wages.

# Focus Groups

## Local Business

Conversations about business development centered on creating a district that supports everyday needs, celebrates local culture, and avoids the pitfalls of overly commercialized or event-driven planning. While participants recognized the potential for economic growth, they voiced concerns about displacement, transparency, and the risk of homogenizing downtown.

### Business Relocation vs. Net Growth

Participants expressed apprehension that new businesses in the district would be relocations rather than additions, potentially resulting in “zero net economic gain.” There were concerns that concentrating business activity could lead to oversaturation in the core while draining vitality from other neighborhoods. As one note captured, there was fear that new businesses would “steal customers” from existing areas, weakening the broader ecosystem.

### A Vision Rooted in Local Culture and Daily Life

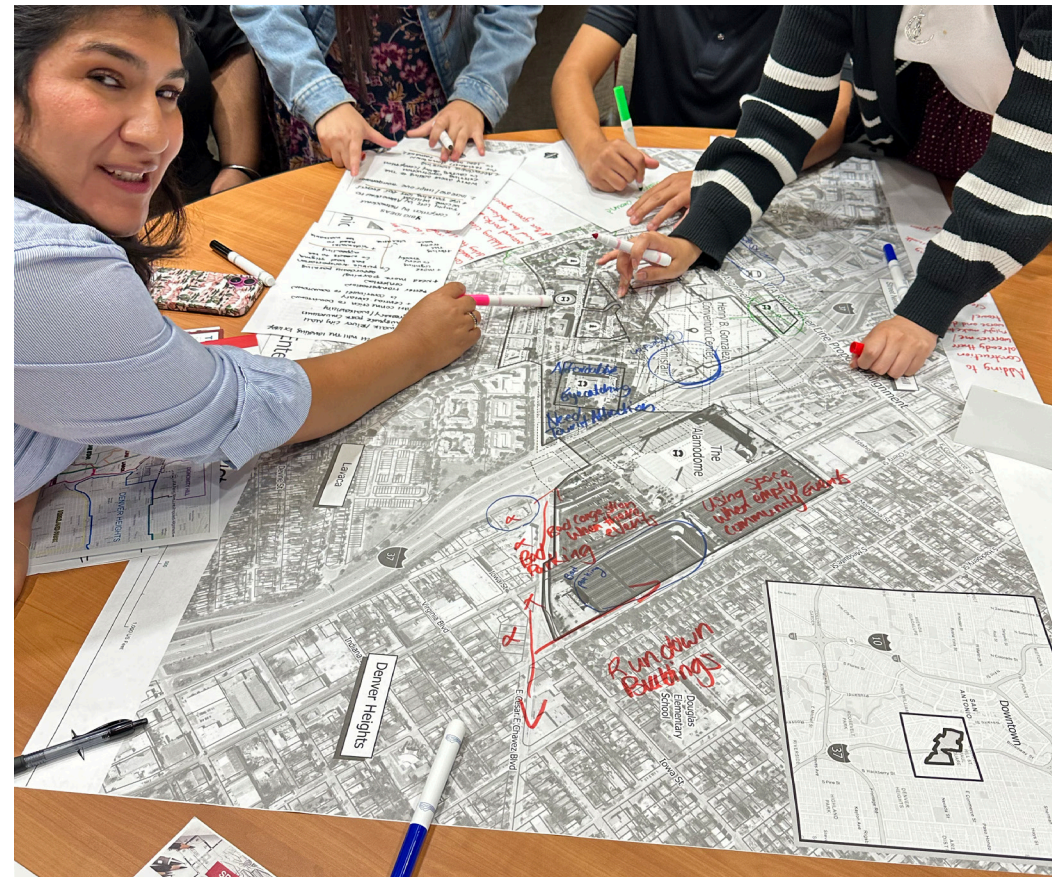
Rather than big-box stores or national chains, residents advocated for a mix of businesses that serve locals: family-friendly entertainment, pop-ups, curated vendor markets, food trucks, and hands-on retail. Examples included flea market-style setups, rotating vendor spaces, and cafes with public Wi-Fi and seating. Participants emphasized support for homegrown talent and women’s sports, with one suggestion calling for interactive basketball-themed spaces before and after games.

### Support for Startups and Entrepreneurial Flexibility

There was widespread support for creating low-cost, flexible spaces for entrepreneurs, including incubation zones and open-access vendor markets. Participants encouraged the City to reduce restrictions and foster innovation. The importance of diversity and inclusion in vendor selection was also raised. While vendors in the arena are selected through a formal RFP process, residents pushed for greater transparency, public-facing documentation, and community advisory input to ensure equitable access for local businesses.

## Building Trust Through Communication and Programming

Trust and transparency remained recurring themes throughout the discussion. Some felt previous downtown development efforts had excluded key voices and called for earlier engagement with communities like Southtown and Brackenridge Park. Residents also supported robust programming and pre/post-game activations, including concerts and markets designed for all age groups. “We need reassurance from the City,” one business owner noted, referencing prior experiences with construction delays and disruptions. Ensuring that businesses can survive beyond events emerged as a shared priority.





# Community Forum

## 1. 3 Big Ideas District 4

### Table 1

- Empty lots by Alamadome to become utilized and use parking lots for events increase / improve transportation
- Worry about adding to the existing construction that is causing delay and congestion
- Affordable housing for residents downtown- low income families
- 

### Table 2

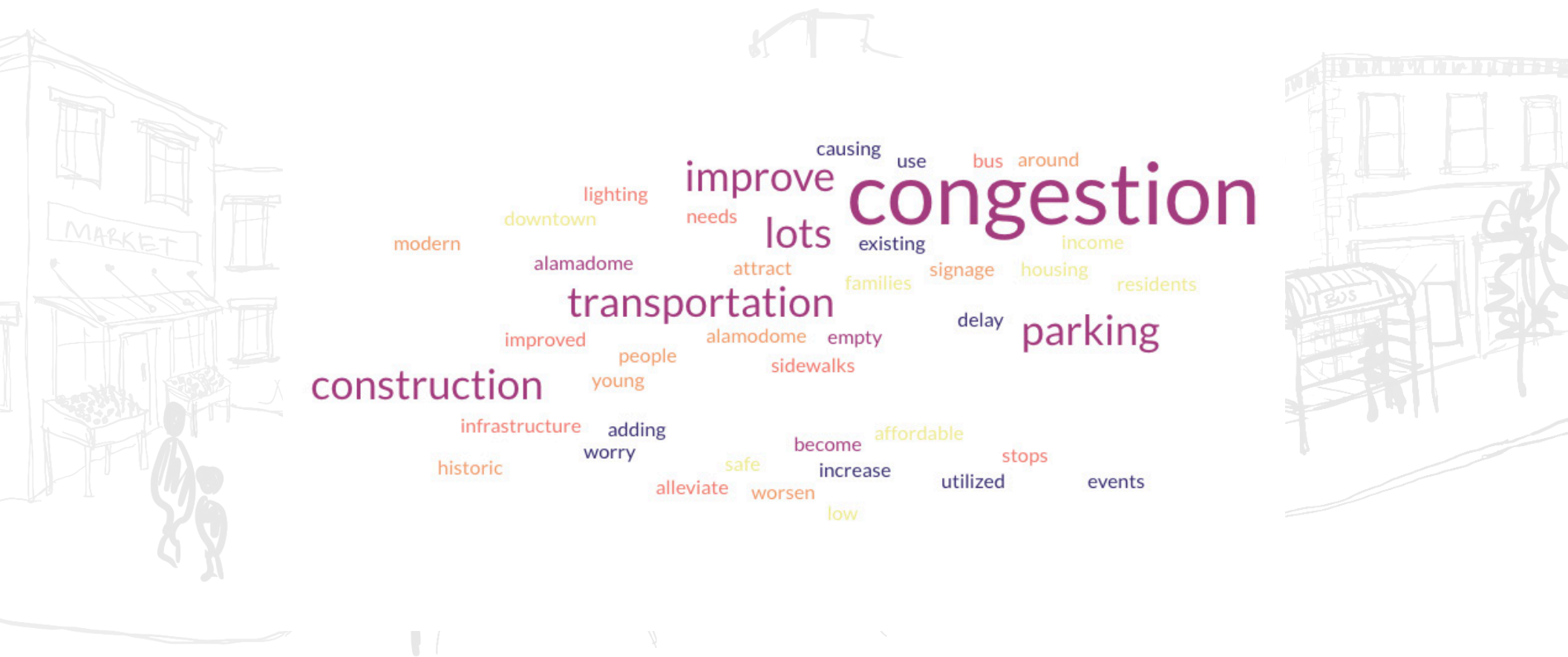
- Safe parking and signage
- Modern and historic
- Attract young people

### Table 3

- Congestion around Alamodome- more construction will worsen congestion
- Transportation needs to be improved to alleviate congestion
- Improve infrastructure, lighting, sidewalks, and bus stops

# Community Forum

## 1. 3 Big Ideas District 4 - Visual Cluster



### Community Priorities at a Glance

The word cloud displayed here synthesizes the most frequently mentioned themes gathered during the “3 Big Ideas” sessions of each district’s Community Forum. This visual representation offers a quick, intuitive overview of the collective voice of residents—highlighting the words and priorities that surfaced most often during table discussions.



## District 4 Draft Principals and Feedback

### Parking and Access

- Ensure affordable, safe, and accessible parking for all.
- Use vacant lots for events and city-owned parking.
- Address the pricing of parking – make it accessible for low-income residents.
- Improve signage and wayfinding throughout the district.

### Historic Preservation and Character

- Preserve historic buildings and protect cultural landmarks.
- Balance new development with the historic character of downtown.
- Maintain the authentic and historic feel of the area.
- Avoid “Vegas-ification” of downtown (e.g., oversized screens, flashy architecture).

### Youth and Family Engagement

- Create attractions and programming that engage local youth and families.
- Include entertainment, arts, sports, and cultural activities year-round.
- Design spaces that appeal to young people and support intergenerational use.

### Parks and Public Space

- Increase green spaces and enhance walkability throughout the district.
- Add water features, shade, and landscaping for public comfort.
- Provide hydration stations and resting areas.
- Invest in beautification and walking trails in underserved areas like Districts 2, 4, and 5.

### Traffic and Construction Impacts

- Address traffic and congestion concerns near the Alamodome.
- Minimize disruption to local residents during construction.
- Improve traffic flow and access for surrounding neighborhoods.

### Public Transportation and Mobility

- Enhance public transit options and reliability.
- Increase the number of bus routes and frequency.
- Reduce stigma of public transportation by improving quality and appeal.
- Bring back the trolley system to serve the entertainment district.
- Invest in new mobility tech (e.g., electric trolleys, shuttle services).
- Ensure transportation improvements support

affordable housing corridors (e.g., Green and Silver Lines).

- Integrate public transit with workforce housing and essential services (groceries, healthcare, schools).

### Walkability and Infrastructure

- Improve street-level infrastructure.
- More lighting in “shady” areas to increase safety.
- Invest in sidewalk improvements and bike lanes.
- Ensure accessibility for all abilities.
- Address stormwater and drainage infrastructure to protect homes from flooding.
- Invest in basic infrastructure in previously neglected areas (e.g., around old Spurs stadium, Soapworks).

### Support for Local Economy and Vendors

- Support local businesses and micro-entrepreneurs:
- Food vendors, food trucks, artists, family-run businesses.
- Make permitting easier for small local vendors and stands.
- Ensure the district’s success lifts the local economy.
- Redirect investment to support

small businesses in under-resourced neighborhoods.

### Housing and Anti-Displacement

- Prioritize affordable housing and protect long-term residents.
- Build housing that is affordable for low-income families downtown.
- Prevent displacement and rising taxes.
- Create an anti-displacement fund for legacy residents.
- Preserve existing affordable housing stock (e.g., Soapworks, Cherry Commerce).
- Ensure new developments funded by housing bonds include deeply affordable units (e.g., 30% AMI).
- Support accessible housing for seniors and people with disabilities.
- Promote mixed-use developments to create self-sustaining communities (e.g., housing above retail).
- Locate housing near VIA bus lines, healthy groceries, and medical services.
- Increase transparency and equity in housing bond distribution.

### **Community Engagement and Communication**

- Coordinate with the community on development decisions.
- Hold public meetings and neighborhood forums.
- Reach out beyond social media: door knocking, mailers, local orgs.
- Partner with neighborhood associations.
- Improve meeting accessibility with signage, clear directions, and visibility (e.g., balloons, arrows).
- Avoid holding public meetings during work hours to allow working-class residents to participate.
- Ensure residents from underserved districts are actively included in decision-making.

### **Local Hiring and Construction**

- Use local labor and contractors to build the district.
- Ensure construction jobs benefit local residents.

### **Citywide Equity in Investment**

- Improve infrastructure beyond just the entertainment area.
- Consider flood-prone areas, I-35, and underserved neighborhoods.
- Invest equitably across the city.

### **Stadium and Facility Upgrades**

- Upgrade stadium and event facilities.
- Better seating, bigger screens, modern amenities.
- Accessible entrances and facilities for all.

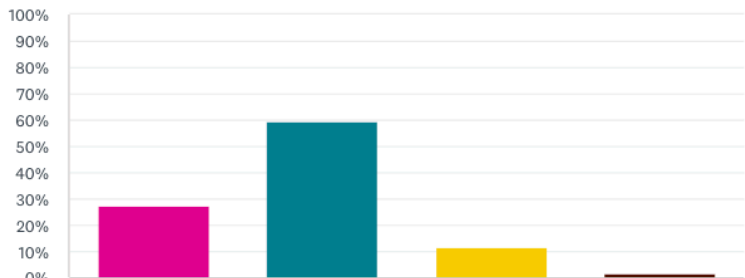


# Survey Results District 4

Q3

How familiar are you with the proposed downtown Sports and Entertainment District project?

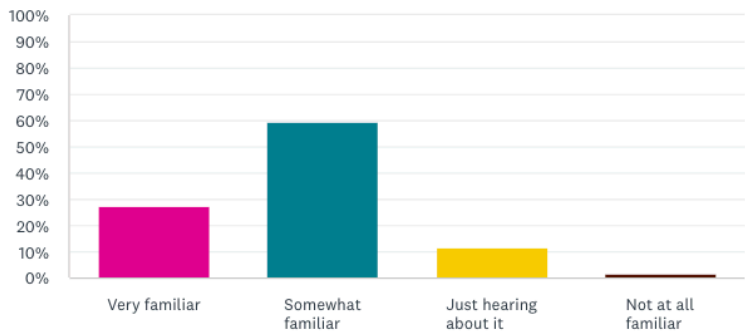
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Q3

How familiar are you with the proposed downtown Sports and Entertainment District project?

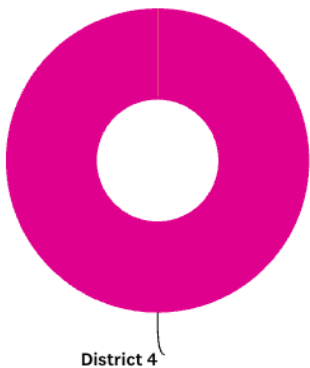
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Q2

City Council District:

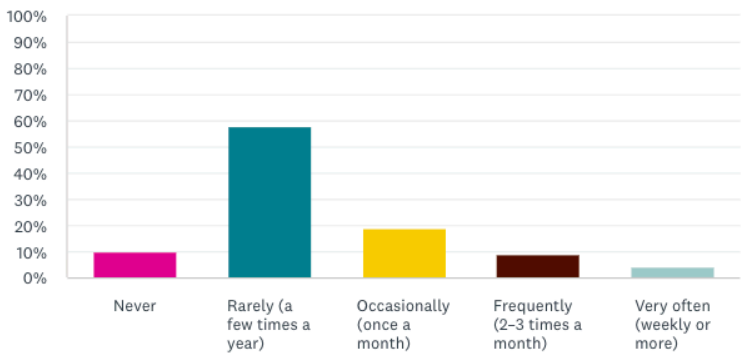
Answered: 69 Skipped: 0



Q4

How often do you attend large events downtown like concerts, sports, or cultural celebrations like Fiesta, Diwali, and Dia de Los Muertos?

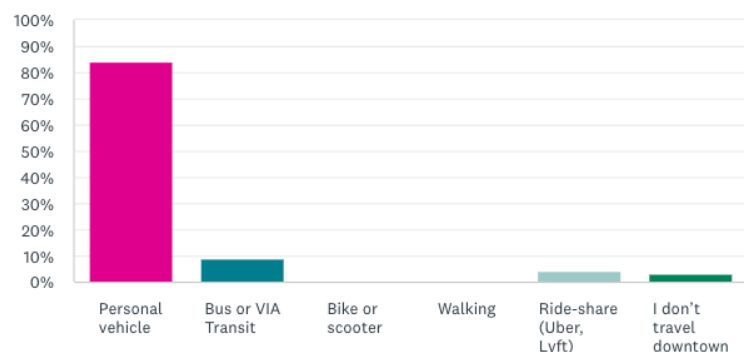
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Q5

How do you usually travel to downtown San Antonio for large events? (Select your primary mode)

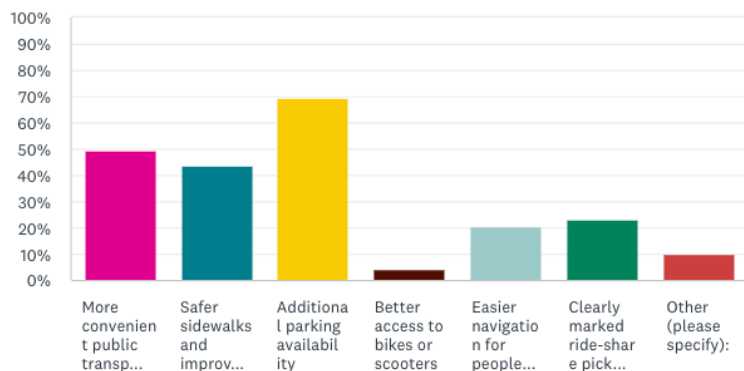
Answered: 69 Skipped: 0



Q6

What would make it easier or more enjoyable for you to travel to events or Spurs games in the Sports & Entertainment District? (Select up to three)

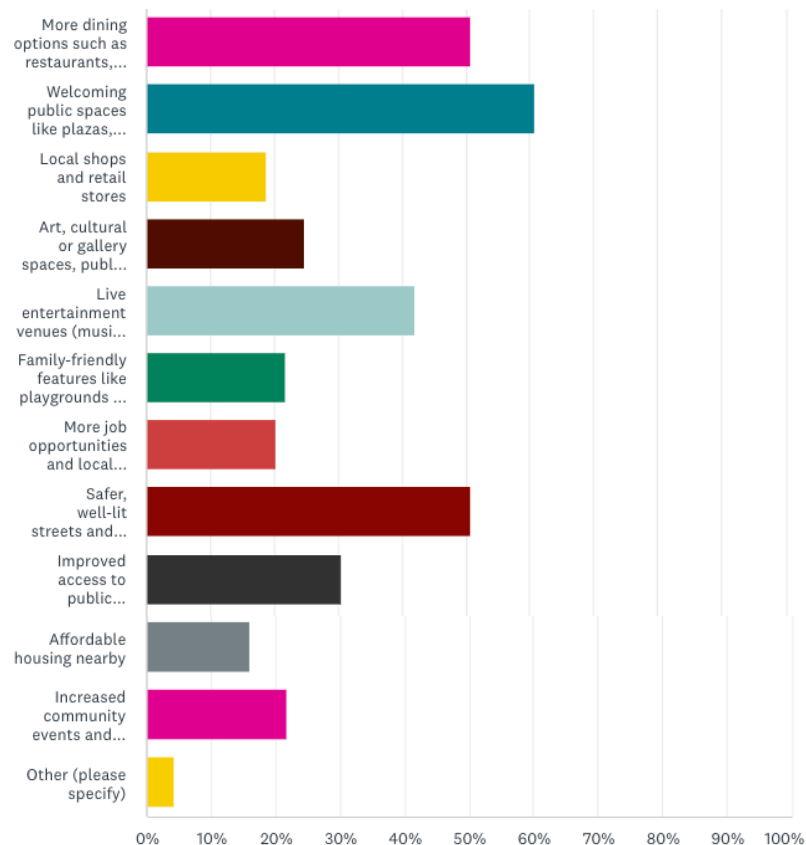
Answered: 69 Skipped: 0



Q7

What types of amenities would enhance your overall experience when visiting the Sports and Entertainment District? (Select up to five)

Answered: 69 Skipped: 0

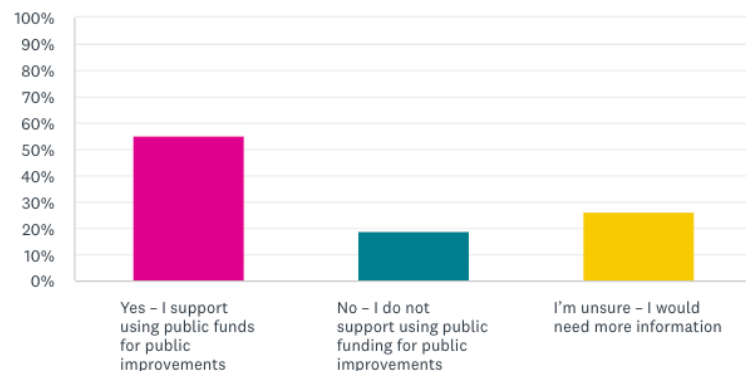




Q8

No property taxes from general tax payers will be used to build the Spurs Arena. However, would you support the use of City bonds to improve traffic, walkability, and pedestrian safety for Sports and Entertainment District if the San Antonio residents were to vote on the City bonds?

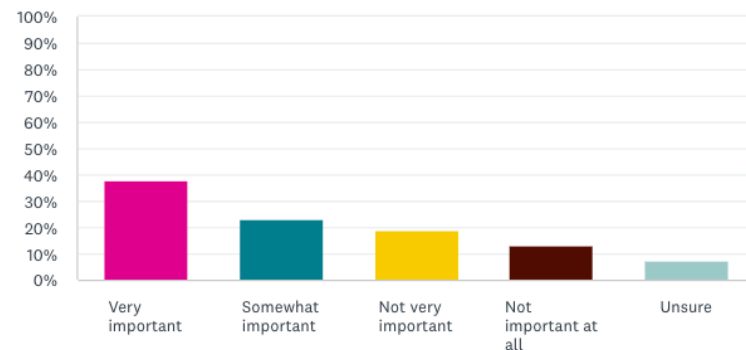
Answered: 69 Skipped: 0



Q9

How important is it that the Sports and Entertainment District includes nearby affordable housing options?

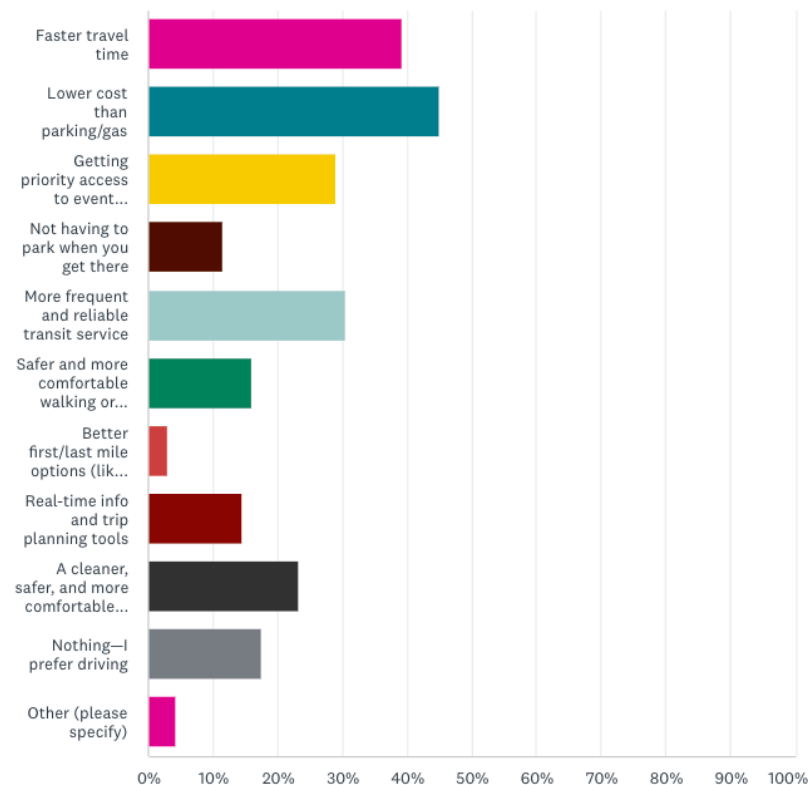
Answered: 69 Skipped: 0



Q10

What factor would make you consider using something other than a personal vehicle to get to downtown San Antonio? (Select up to three)

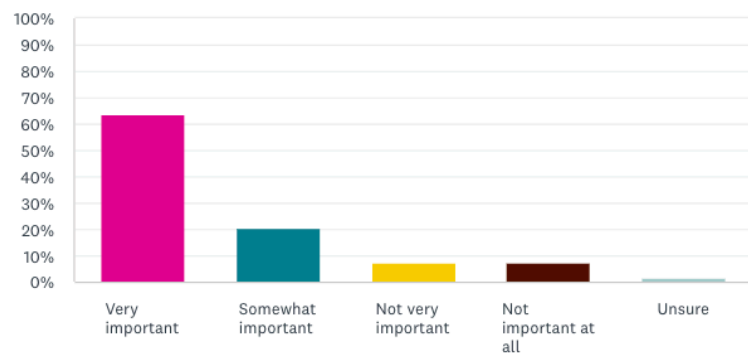
Answered: 69 Skipped: 0



Q11

How important are the Spurs to San Antonio culture?

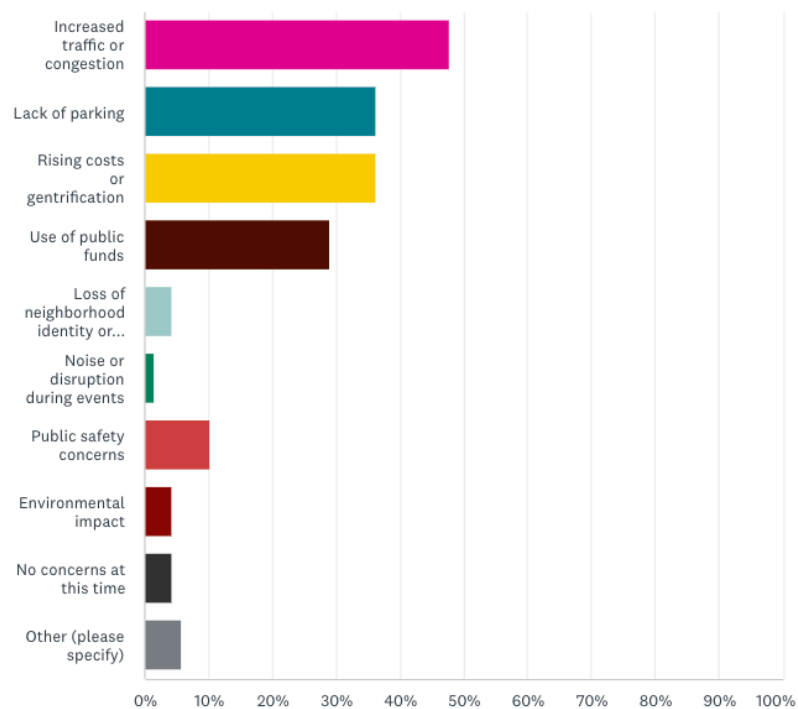
Answered: 69 Skipped: 0



Q12

What concerns, if any, do you have about this proposal or changes to the Sports and Entertainment District? (Select up to two)

Answered: 69 Skipped: 0

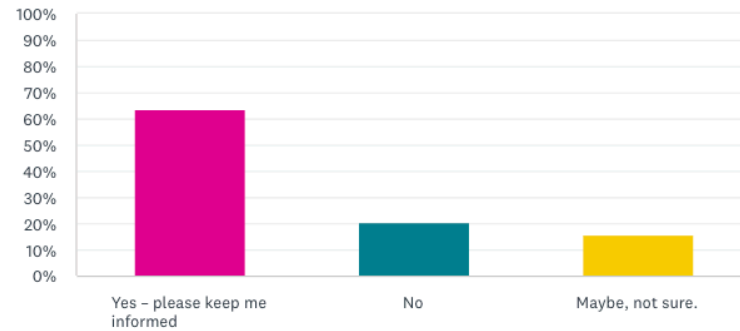




Q13

Would you like to stay involved or get updates about public meetings and planning activities?

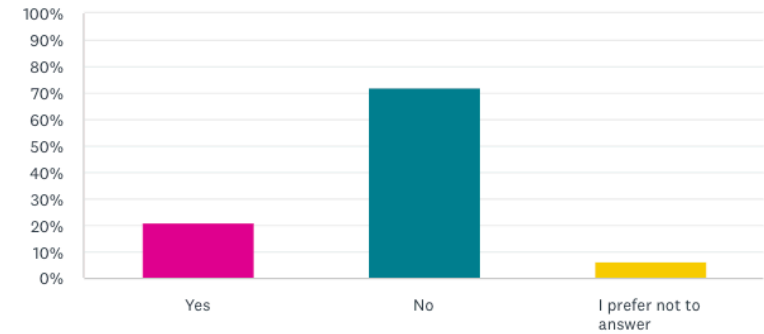
Answered: 69 Skipped: 0



Q16

Living with a disability or other chronic medical condition:

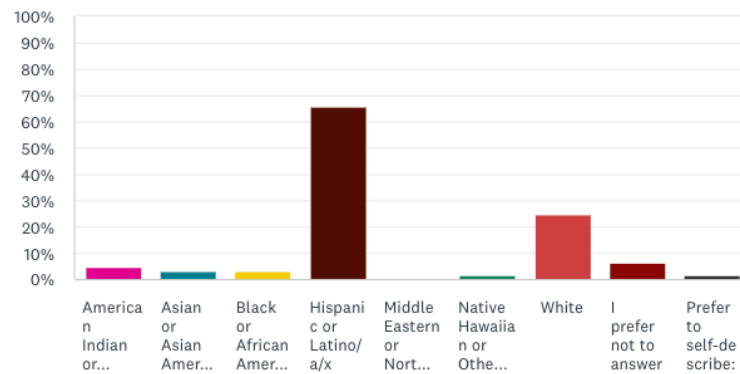
Answered: 61 Skipped: 8



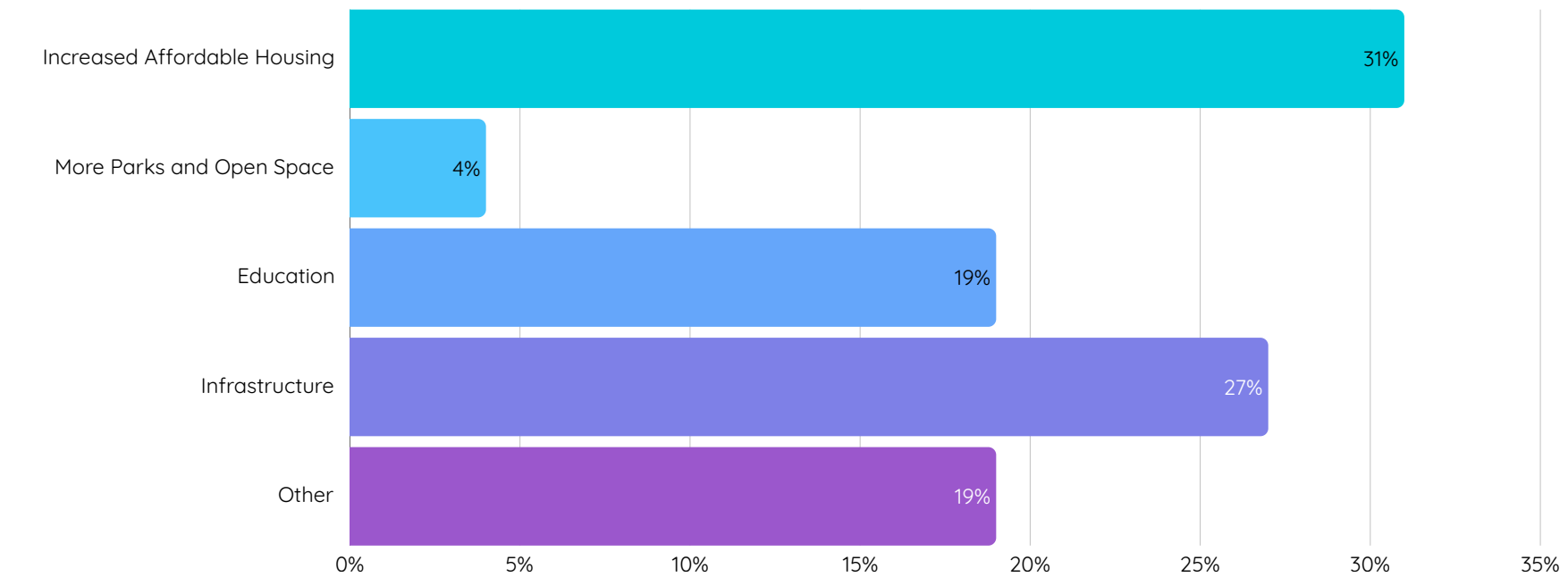
Q15

Race/Ethnicity (select all that apply):

Answered: 61 Skipped: 8



# Poll Question Results District 4



Total Responses: 26



**DISTRICT 5**  
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Basic Information

Meeting summaries

Focus Groups

Community Forum

Open house

Survey Results

Poll Question Results



## Basic Information

5 DISTRICT

Housing Focus Group: 24

Transportation Focus Group: 20

Public & Community Space Focus Group: 16

Local Business Focus Group: 10

Community Forum: 61

Guiding Principles Open House: 3

**Total Engagements: 134\***

\*This figure reflects individual participation across all focus groups and events. Each engagement represents a person's time and contribution to a specific session, following best-practice methods for inclusive public input tracking.





# Focus Groups

## Housing Focus Group

In a focused discussion on housing, District 5 residents raised significant concerns about how the proposed Sports & Entertainment District could affect the people, neighborhoods, and priorities of San Antonio. The conversation reflected deep skepticism about the motivations behind the project and called for greater clarity, transparency, and alignment with broader community goals.

### Unclear Rationale for a New Arena

Several participants questioned the foundational need for a new arena. “What’s wrong with the other arenas that are currently within San Antonio?” one resident asked. There was confusion about why the Spurs would consider leaving the current facility and what the broader implications would be. The community sought more detailed information about the team’s intentions and how such a move would benefit or burden San Antonians. Some pointed out that while the Spurs have long been a fixture in the city, their presence has not necessarily translated into meaningful community support.

### Economic Priorities and Funding

A key focus was how funding for the proposed arena might impact other community priorities—particularly housing, arts, and nonprofit services. Participants questioned whether funding streams such as the Affordable Housing Bond or Infrastructure Bond were connected to the stadium proposal. Council representatives were asked to clarify whether these would appear as separate ballot items or be bundled together. As one participant noted, “A 10-year housing plan needs to be part of this conversation.”

The perception that public resources could be redirected toward a sports facility rather than pressing community needs was voiced repeatedly. “The solution is to have more affordable housing,” said Araceli Herrera of Domésticas Unidas. “Do not help us with renter assistance. Make more projects for us, not for millionaires. We don’t want the working community to pay for this project.” Others worried that funding for the arts and local nonprofits would be diminished to accommodate the arena’s budget.

### Displacement and Housing Impacts

The issue of displacement emerged as a strong theme, particularly in relation to renters and neighborhoods adjacent to the proposed site. Residents asked whether any homes would be removed—specifically in areas such as the Lavaca neighborhood, located south of Hemisfair. Concerns were also raised about limited access to renter assistance, with some noting that aid is currently only available to those already facing eviction and distributed on a first-come, first-served basis. Many questioned whether this approach adequately protects vulnerable residents from the potential ripple effects of large-scale development.

The conversation also returned to previous housing commitments. One resident asked how many projects the San Antonio Housing Authority had delivered using funds from the \$150 million housing bond. A city representative responded that approximately 5,000 new affordable units had been built, along with repairs and renovations to existing stock. However, questions remained about whether this level of output matched the scale of need—and whether future projects would face new competition for resources due to the proposed arena.

### Environmental and Cultural Impact

Environmental concerns about the Sports & Entertainment District were also expressed. Some participants referenced the Staples Center in Los Angeles as a cautionary tale, suggesting that a similar large-scale entertainment project could worsen local conditions rather than improve them. There were questions about how the proposed district would align with existing city-wide goals, including sustainability and environmental resilience.

The potential diversion of resources away from the arts emerged as a key cultural issue. Several residents pointed to a growing gap between public investments in high-profile development and ongoing support for local creative institutions. The impact on nonprofits was also raised, with some questioning whether operational funding would be reduced to finance the arena.

### Communication, and Representation

Throughout the dialogue, there was a strong call for better communication particularly around the proposed community benefits agreement. Residents felt that information about such agreements had not been made accessible to the public, despite their importance to ensuring equity and accountability. Others criticized the lack of translators during past focus groups, noting that meaningful participation from non-English-speaking residents was hindered. This gap in communication contributed to broader concerns about who was being invited into the conversation and whose voices were truly being heard.

Some participants expressed a deep lack of trust in the process. They shared that many in their networks were unlikely to vote on the bond at all—not out of apathy, but because they fundamentally did not support the project and felt excluded from its vision.

### Looking Ahead

The discussion reflected an urgent call for the city to re-center its priorities on the needs of residents, particularly in areas of housing, economic equity, and environmental health. The sentiment was clear: development should not come at the cost of community well-being. As one resident asked plainly, “How is this project helping the city meet the goals it already says it wants to meet?”

Residents called for greater transparency around public financing, clearer communication on potential displacement, and a realignment of resources toward infrastructure and services that benefit the broader community—not just special interests.



## Focus Groups

### Transportation Focus Group

During District 5's Transportation Focus Group, residents voiced strong concerns about the current state and future direction of transit planning within the context of the proposed Sports & Entertainment District. The conversation reflected long-standing frustrations with access, communication, and priorities, alongside a shared desire to ensure that public transit works for the people who rely on it most. Participants emphasized that improvements must address daily realities and not only respond to the anticipated needs of visitors or event-goers.

#### Equity, Access, and Meeting Daily Needs

A recurring theme throughout the discussion was the gap between transit planning and the lived experience of regular riders. Participants described challenges that disproportionately affect those with limited mobility, no access to smartphones, or disabilities. One resident shared that most of their travel happens within a four-block radius and asked how services could better support those with restricted physical capacity. Others pointed out the lack of bus stop amenities, with several shelters and benches removed. One participant shared, “People are now leaning on streetlights for shade.”

Questions were raised about decisions that appear to prioritize aesthetics or control over basic utility. Residents cited instances where bus stop infrastructure was removed to deter unhoused individuals, but the result was a reduction in comfort and dignity for all riders. “We used to have more amenities than we do now,” one resident noted.

The broader question of fare equity also surfaced. Several residents asked why buses were not free, especially given VIA's nonprofit status. One resident suggested that public transportation should be seen as a core public service, stating, “VIA just needs to do better.”

#### System Efficiency, Investment, and Community Voice

Many participants were interested in the structure and efficiency of the current VIA system, including how service decisions are made and who is involved. There were calls to ensure that any advisory councils or feedback mechanisms include the voices of actual riders. “Are you getting feedback from people who



actually use the bus?” one asked. The issue of timing and data collection was also raised. Residents shared that transit surveys were being conducted during non-peak hours, missing key insight from early morning commuters. One suggestion was to collect data from 6 to 8 AM, when more people are actively using the service.

VIA personnel responded with updates about service improvements, including a shift toward shorter wait times and the introduction of Advanced Rapid Transit (ART) lines. They also stated a goal to bring wait times closer to 15–20 minutes across the network in the coming years. VIA emphasized that they are focused on creating a system where riders are not “chasing the bus,” but moving efficiently from stop to destination.

Still, several residents questioned whether the needs of downtown workers and everyday transit users were being prioritized. There was concern that big events already strain transit services, and that the Sports & Entertainment District could exacerbate this pressure. “Bus routes already get diverted during major events. People who have nothing to do with those events are still affected.”

**Parking, Shuttle Access, and Long-Term Planning**

Parking and shuttle access were discussed as key components of any successful district plan. Residents called for more creative solutions to enter and exit the area, including expanded Park & Ride options and frequent shuttle service to and from major venues like the Alamodome. Others pointed to examples in other cities—such as a free metro bus system in Fort Worth—and asked why San Antonio could not implement something similar.

A recurring frustration was the lack of integration across different transit tools and systems. Residents suggested the development of a single app to coordinate all available transportation options. There was also interest in understanding who determines parking costs in downtown and around the Alamodome, and how pricing might affect accessibility.

**Community Benefits and Representation**

The conversation returned frequently to the idea of a Community Benefits Agreement and what that could look like for this project. Residents wanted more transparency around how funds are allocated and whether the community plays a role in setting priorities. One person asked, “How is the pie built where everyone can get from it? What’s the size of the profit and how is it being shared with this neighborhood?”

**Looking Ahead**  
In closing, participants emphasized the need for a long-term, coordinated, and community-centered approach to mobility planning—one that does not begin and end with the Sports & Entertainment District. The conversation reflected a desire for thoughtful investment, consistent communication, and a transportation system that serves the full diversity of San Antonio’s residents.



# Focus Groups

## Public & Community Space

In District 5's Public & Community Space Focus Group, community members expressed strong views about how these areas should serve and reflect San Antonio residents, especially those in surrounding neighborhoods. The discussion reflected a desire for accessible, affordable, and culturally grounded experiences at Hemisfair and throughout the proposed Sports & Entertainment District. Participants shared memories of how the park has functioned in the past, raised concerns about current challenges, and offered clear suggestions for ensuring that public spaces are welcoming and equitable.

### Affordability and Everyday Use

Many residents described Hemisfair as a community space that serves daily needs and should continue to do so. Some noted that before other green spaces were developed in surrounding neighborhoods, Hemisfair was a playground for the community. That history, they said, should guide future planning. There was concern that rising costs—particularly for parking and food—were pushing residents away. One participant noted they visit only when free parking is available on weekends, adding, “We bring our own food because everything is expensive.”

Others emphasized the need for more affordable retail and dining options. Events were seen as an important part of drawing people in, but residents said they often do not receive information in advance. One participant said, “I would go if there were more free events, but we are not told what’s coming up.”

### Design, Safety, and Accessibility

Improving connectivity between Hemisfair and adjacent neighborhoods was identified as a key priority. Residents spoke about ongoing construction, lack of shade, and high temperatures creating an environment that feels unsafe or uncomfortable to walk through. Participants asked how these conditions would be addressed before new projects introduce additional stressors. One resident stated, “It’s a heat island. There is not a lot of shade.” Another added, “I do not feel safe going to Hemisfair Park.”

Improved lighting, more visible public safety personnel, and better wayfinding

were frequently mentioned as priorities. Some cited Centro staff as a strong example of what visible public assistance could look like. Others stressed the need for these interventions not just within Hemisfair but along the full path from surrounding neighborhoods and transportation areas.

### Cultural Expression and Community Representation

Residents called for the space to reflect the culture of San Antonio and to support local artists and artisans. Suggestions included the addition of public art, more green space, and a visible role for local creative talent. One participant asked directly, “Is Muertos Fest for honoring our loved ones, or for vendors to make money?” While the City clarified that Muertos Fest is a free event intended to honor the community, participants emphasized that future events should be shaped in ways that reinforce community ownership.

Some residents expressed that tourists are being prioritized over locals. While acknowledging that tourists may shop at vendor events, several participants said residents are more likely to attend if they feel represented. One participant stated, “Hemisfair must always remain affordable for the community.”

There was support for formalizing a community agreement to ensure that a percentage of vendor opportunities go to small businesses from the West, East, and South sides. Others called for better integration with cultural institutions like the Latino Bookstore, Guadalupe Cultural Center, and Carver Center. Several participants suggested that connecting Hemisfair to these sites—via shuttles or the Silver Line—could bring more visitors to both the park and the surrounding cultural landscape. One participant added, “We need to show off these gems to the local community.”

### Activation and Long-Term Engagement

Participants discussed how the space could remain active even when no ticketed events are taking place. There were questions about how the Silver Line will connect people to specific destinations within Hemisfair, with concerns raised about walking distances between transit stops and event locations. Participants asked that shaded pathways be prioritized in any mobility plan.

The conversation also included broader questions about planning boundaries and priorities. Some asked what geographic radius is being used when designing surfaces and improvements around Hemisfair. Others called for ongoing feedback about what services the community wants to see and how cultural programming can be consistently supported.



Throughout the dialogue, participants expressed a desire for Hemisfair and the larger Sports & Entertainment District to remain rooted in the values, needs, and identities of the communities closest to it. Residents called for inclusive design, clear communication, and policies that ensure affordability and cultural authenticity. The sentiment was clear: Hemisfair should not be shaped solely by the demands of visitors or events, but by the daily life and long-term well-being of San Antonians.



## Focus Groups

### Local Business Focus Group

Community members in District 5 engaged in a focused discussion on how the proposed Sports & Entertainment District can better support local businesses, artisans, and entrepreneurs while protecting the character and accessibility of the area for everyday San Antonians. The conversation emphasized affordability, resilience, cultural authenticity, and proactive planning to avoid unintended consequences that could displace existing businesses or exclude community participation.

#### Support for Local Business Growth and Visibility

Participants affirmed that the district should prioritize the growth and presence of local businesses, citing successful examples like Box St. All Day, which evolved from a food truck to a brick-and-mortar restaurant at Hemisfair. Residents described a desire for similar opportunities to be extended to other small businesses, particularly in food and retail, to create a district that feels authentic and draws locals in—not just visitors.

Community members encouraged the City to lift up San Antonio's culinary and cultural identity by intentionally investing in businesses that originate locally and serve everyday needs. "Draw more locals with local food," one said, reflecting a common sentiment that authenticity and accessibility go hand-in-hand.

#### Equity Through Affordable Access and Structural Protections

Affordability was central to the conversation, particularly with respect to retail rent and the long-term viability of small businesses. Participants asked how the City would ensure that existing businesses are protected, especially during construction. Referring to years of construction disruption around Hemisfair, one participant emphasized the importance of preparing before major work begins: "Put processes in place to keep our street operational."

Participants suggested creating a resilient rent structure that can withstand disruptions like construction or economic downturns. Some advocated for the City to play a stronger role in setting expectations around leasing, proposing a unified management or leasing structure that would establish and enforce guidelines in support of locally owned business retention. There was a call for



this structure to prioritize authenticity and ensure that new developments reflect “puro San Antonio,” encouraging residents to support these spaces even when events are not taking place.

### **Vendor Inclusion, Micro-Enterprise, and Permanent Opportunities**

Residents asked that vendors, artisans, and self-employed creators be recognized as small businesses and not excluded from formal economic opportunities within the district. Several voiced the need for permanent or semi-permanent spaces for these micro-entrepreneurs beyond temporary pop-up events. Participants suggested a shared marketplace model that would allow local vendors to operate year-round, thereby stabilizing their income and deepening their connection to the district.

The discussion included questions about qualification and access: What would vendors have to do in order to participate? Could a minimum percentage of retail space be legally reserved for local businesses? Participants emphasized that if public funding is involved, a community benefits agreement should outline specific commitments to local vendor inclusion, hiring, and small business incubation.

### **Governance and Ownership Questions**

Ownership and control over future development emerged as critical issues.

Participants asked who would own the buildings in the district and how decisions about leasing and curation would be made. Some expressed that the absence of clear governance mechanisms could allow large or national businesses to displace local ones over time. One suggestion was to appoint a development entity or leasing office to manage the area holistically and according to principles that preserve local character.

There were also questions about incentives, including whether property tax revenue or housing bond funding was being connected to this project. While some participants noted that there were no incentives currently planned for developers, others asked if this also applied to affordable housing, which they saw as a potential safeguard against exclusivity.

### **Programming, Parking, and Transportation Connectivity**

To keep the area from becoming overly corporate or exclusionary, residents proposed programming and leasing models that center community life. Participants called for sustained investment in multimodal transportation and parking, particularly near the Alamodome. Suggestions included new parking

infrastructure, ride-share drop-off zones, and improved shuttle services that could serve both visitors and local residents. Transportation, they said, would play a key role in ensuring the area is accessible, welcoming, and economically viable for those who live and work nearby.

### **A District That Reflects the Community**

Throughout the conversation, there was a clear call for a district that reflects San Antonio's culture and economy—not one that relies solely on outside investment or event-driven business. Participants asked the City to be intentional in protecting and promoting small businesses, artists, and vendors. They advocated for long-term commitments that go beyond pop-up markets and major events, building instead a daily rhythm of activity and commerce rooted in the community. The vision was of a district shaped not only by investment, but by identity—one where affordability, opportunity, and authenticity are central to its future.





# Community Forum

## 1. 3 Big Ideas District 5

### Table 1

- Pedestrian loop
- Civic art
- Housing

### Table 2

- Increase affordable housing
- Keep historical look of downtown
- Transparency what businesses are involved

### Table 3

- Clear explanation and breakdown for public
- Connectivity to/ from silver line
- Community benefits agreement - How do we extract positives and investment for the community with this?

### Table 4

- Affordability-housing
- Data-informed decision making
- Infrastructure

### Table 5

- Disable accessibility parking lot only for disabled parking
- How will it be decided on small truck vendors to sell/ business vendors
- More important issues, where money can be used to improve lives in San Antonio

### Table 6

- Culture defines SA and should be represented
- Infrastructure and basic needs for our city/ should not just 37-it should go city wide
- Create an anti-displacement fund for residents- include deeply affordable housing

### Table 7

- More mobility options
- Green spaces and Green building
- Deeply affordable housing and community space

### Table 8

- Assessment of permitting for locals to own business
- Preservation-trees,homes,heritage businesses,residents and affordable housing
- Public space-shaded, free, safe
- 

### Table 9

- Bridge and 37 to not disturb neighborhoods
- Green parks with street sculptures to represent culture of SA
- Women's engagement

### Table 10

- Better transportation system downtown
- Education - partnerships, scholarships and support local are/ music
- Green spaces - for events

## 1. 3 Big Ideas District 5 - Visual Cluster



The word cloud displayed here synthesizes the most frequently mentioned themes gathered during the “3 Big Ideas” sessions of each district’s Community Forum. This visual representation offers a quick, intuitive overview of the collective voice of residents—highlighting the words and priorities that surfaced most often during table discussions.



## District 5 Draft Principals and Feedback

### Equitable Engagement & Transparent Communication

- Commit to ongoing, clear communication with the public, including timely information about key decisions like ballot measures.
- Use diverse outreach methods—door-knocking, neighborhood associations, in-person events—to reach those not on social media.
- Conduct a study to understand the most effective ways to reach different communities.
- Negotiate a Community Benefits Agreement (CBA) with residents and local stakeholders at the table. Any investment should only move forward if the District delivers real benefits to the city's most underserved residents.

### Housing Stability & Anti-Displacement

- Support affordable housing within and around the District.
- Protect legacy residents from rising property taxes through an anti-displacement fund and related policies.

### Economic Opportunity for Local Residents

- Ensure the District's growth supports local businesses—

especially small, family-run vendors, food trucks, “toldos,” and generational restaurants.

- Remove unnecessary permitting barriers for local entrepreneurs to participate.
- Prioritize local contractors and workforce for construction and infrastructure projects.

### Culture, Arts & Historic Preservation

- Celebrate and uplift San Antonio's local culture through public art, performances, and partnerships with local artists.
- Preserve and restore historic buildings and maintain the authentic architectural character of downtown.
- Ensure there is funding in the City budget allocated for Public Arts.

### Public Spaces for Community Use

- Design family-friendly spaces and year-round activities—not just for event days.
- Create public amenities for youth, including open spaces to practice sports.
- Increase green space and improve shade, lighting, and sidewalk connectivity to make walking safer and more inviting.

### Mobility & Accessibility

- Improve transit access and frequency for workers and visitors alike, including shuttles, electric trolleys, and expanded bus lines.
- Invest in mobility technology and infrastructure to improve accessibility to all facilities, including parking and ADA-compliant paths.

### Holistic Citywide Investment

- Balance investment within the District with broader city needs, including I-35, flood-prone areas, and underserved neighborhoods.
- Ensure infrastructure upgrades benefit the entire city, not just the immediate area around I-37.

### Enhanced Facilities & Amenities

- Modernize stadiums and venues with upgraded seating, screens, and visitor amenities to match the District's vision of quality.

### Community Safety & Support

- Include facilities like shelters for people experiencing homelessness and women affected by domestic violence as part of the District's inclusive approach.

### Data-Informed & Inclusive Planning

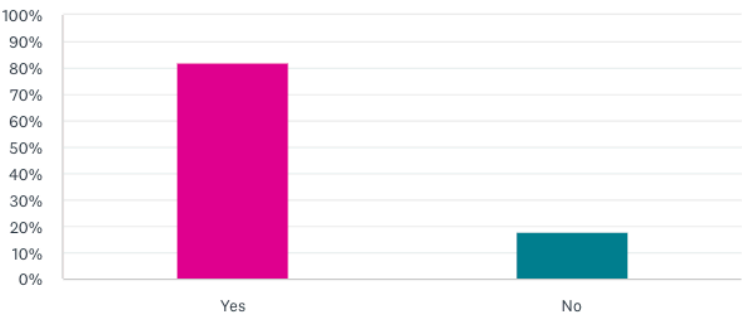
- Make decisions based on data, community input, and equity-centered outcomes to ensure long-term success for all San Antonians.

# Survey Results District 5

Q1

Did you watch the video?

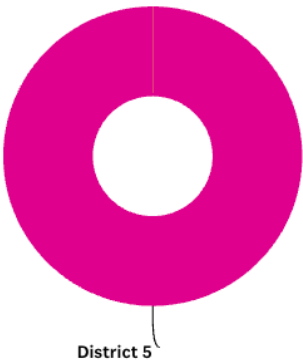
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Q2

City Council District:

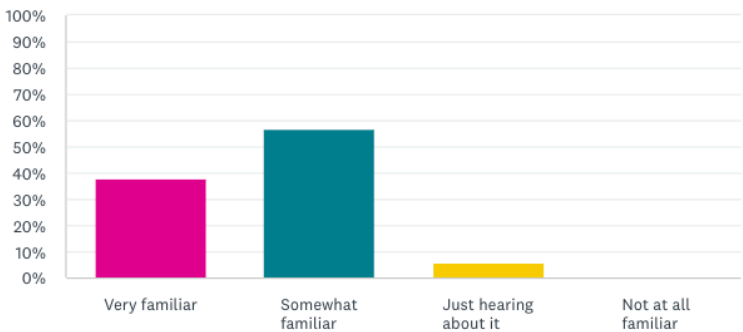
Answered: 106 Skipped: 0



Q3

How familiar are you with the proposed downtown Sports and Entertainment District project?

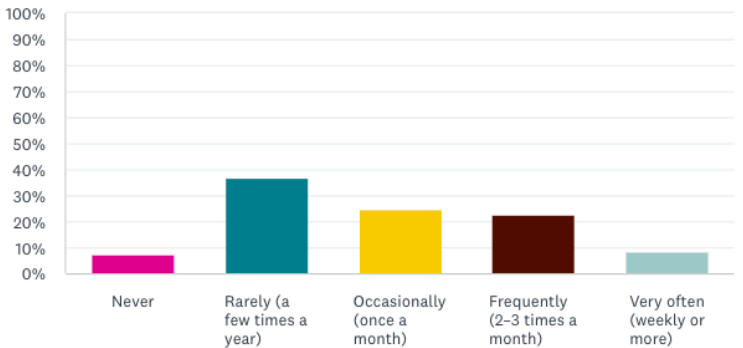
Answered: 106 Skipped: 0



Q4

How often do you attend large events downtown like concerts, sports, or cultural celebrations like Fiesta, Diwali, and Dia de Los Muertos?

Answered: 106 Skipped: 0

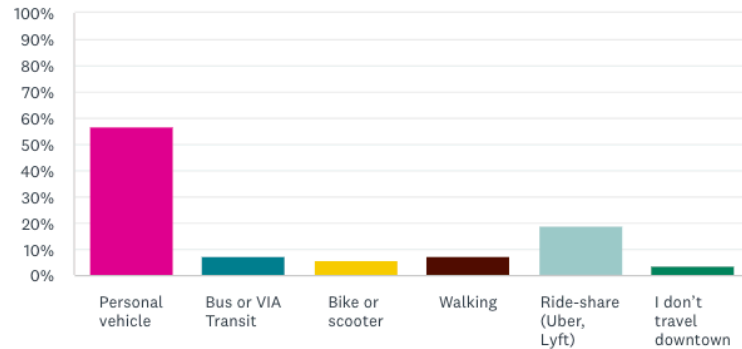




Q5

How do you usually travel to downtown San Antonio for large events? (Select your primary mode)

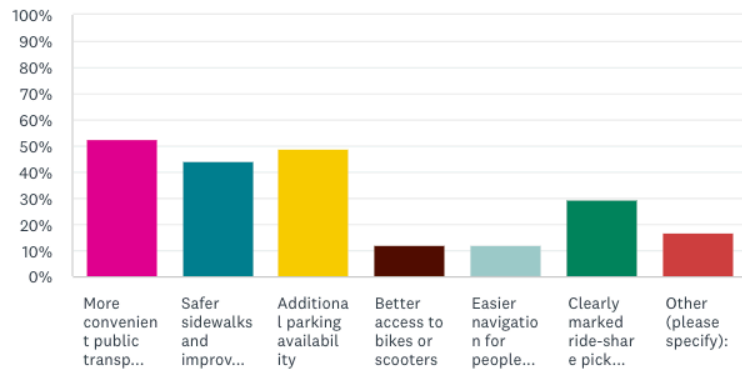
Answered: 106 Skipped: 0



Q6

What would make it easier or more enjoyable for you to travel to events or Spurs games in the Sports & Entertainment District? (Select up to three)

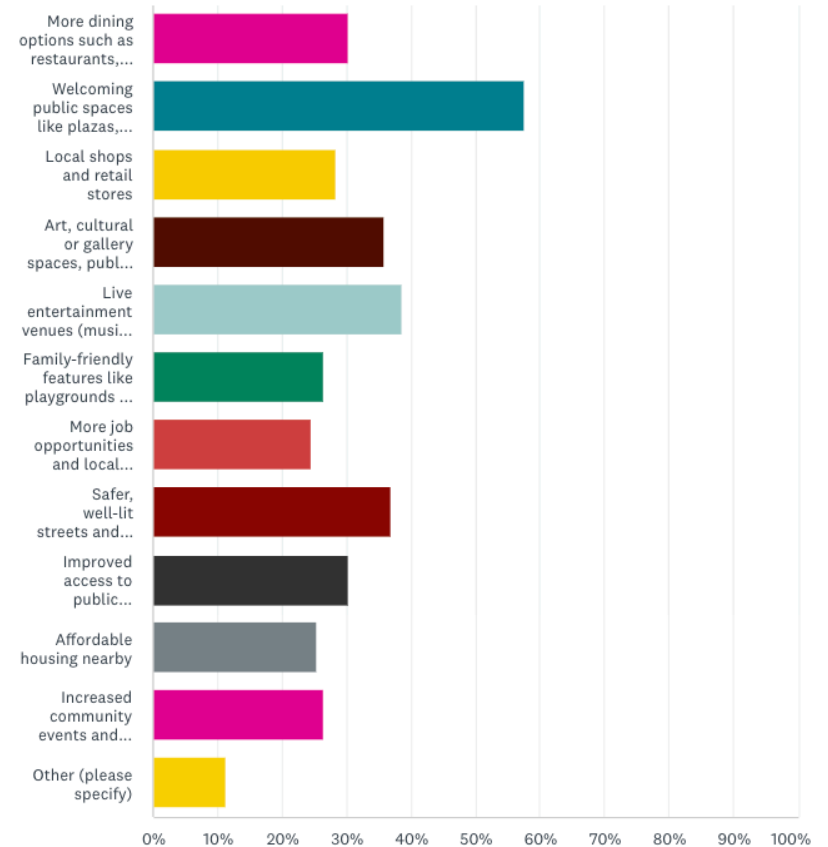
Answered: 106 Skipped: 0



Q7

What types of amenities would enhance your overall experience when visiting the Sports and Entertainment District? (Select up to five)

Answered: 106 Skipped: 0

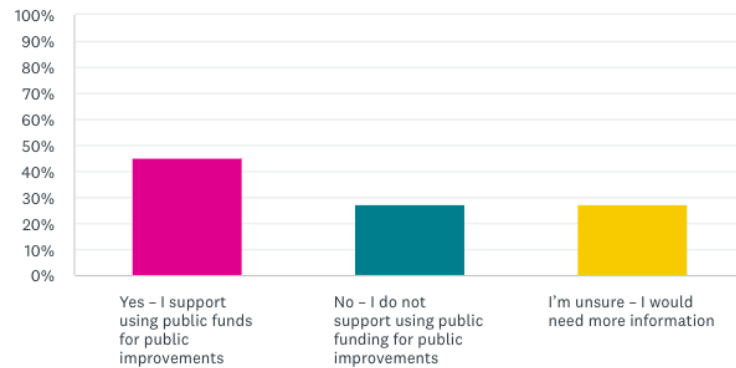


Q8



No property taxes from general tax payers will be used to build the Spurs Arena. However, would you support the use of City bonds to improve traffic, walkability, and pedestrian safety for Sports and Entertainment District if the San Antonio residents were to vote on the City bonds?

Answered: 106 Skipped: 0

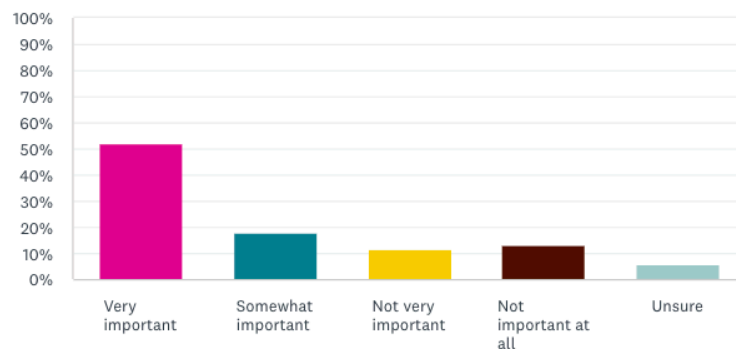


Q9



How important is it that the Sports and Entertainment District includes nearby affordable housing options?

Answered: 106 Skipped: 0

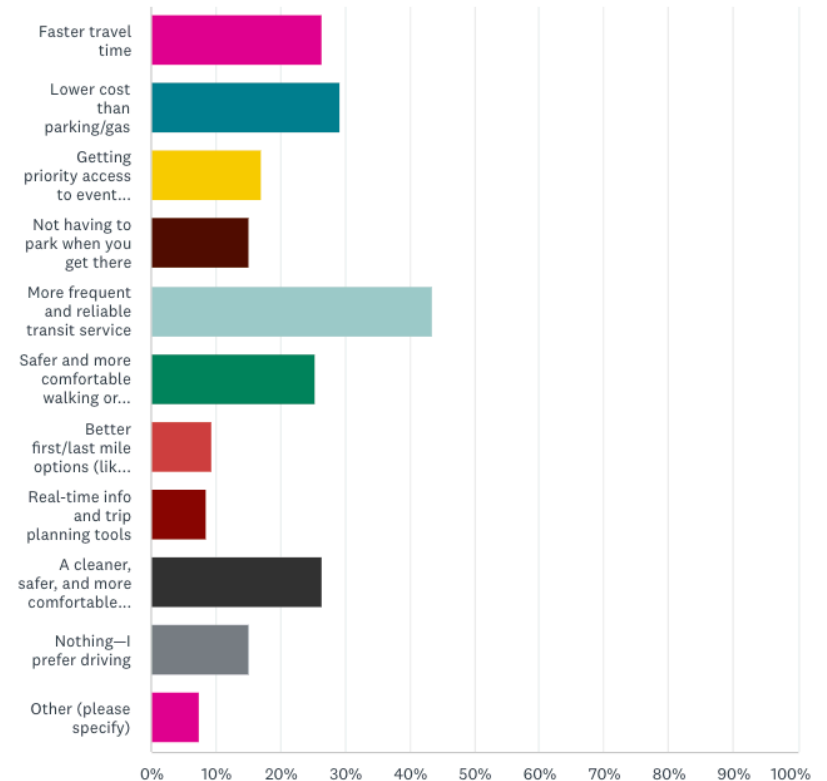


Q10



What factor would make you consider using something other than a personal vehicle to get to downtown San Antonio? (Select up to three)

Answered: 106 Skipped: 0

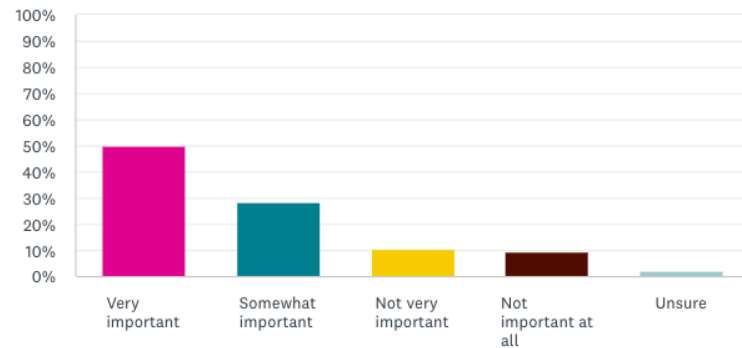




Q11

How important are the Spurs to San Antonio culture?

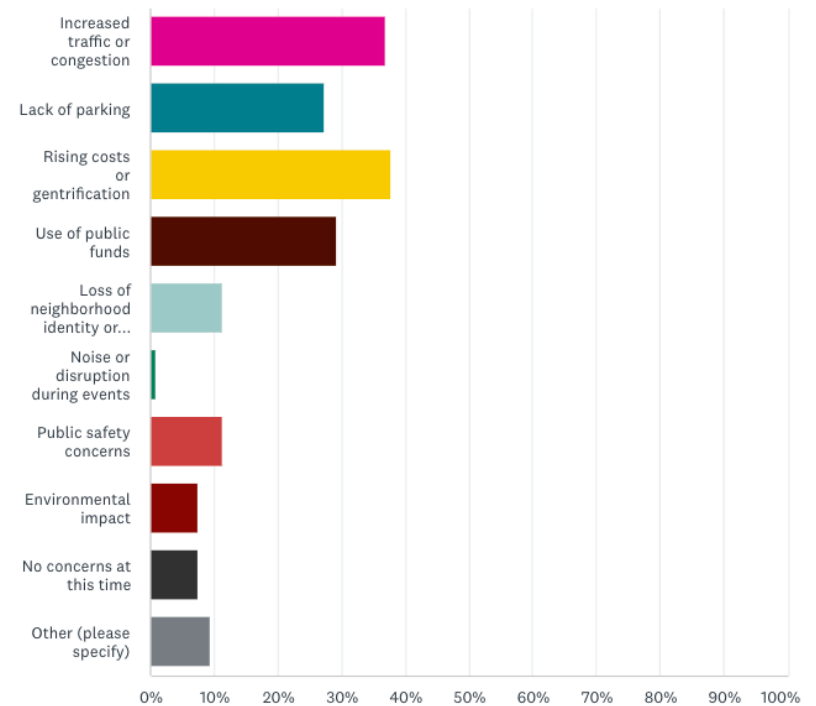
Answered: 106 Skipped: 0



Q12

What concerns, if any, do you have about this proposal or changes to the Sports and Entertainment District? (Select up to two)

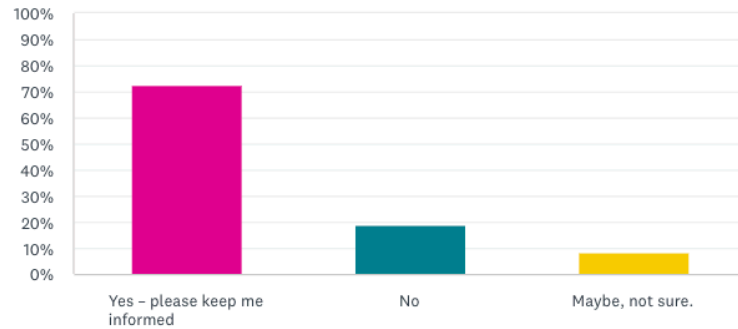
Answered: 106 Skipped: 0



Q13

Would you like to stay involved or get updates about public meetings and planning activities?

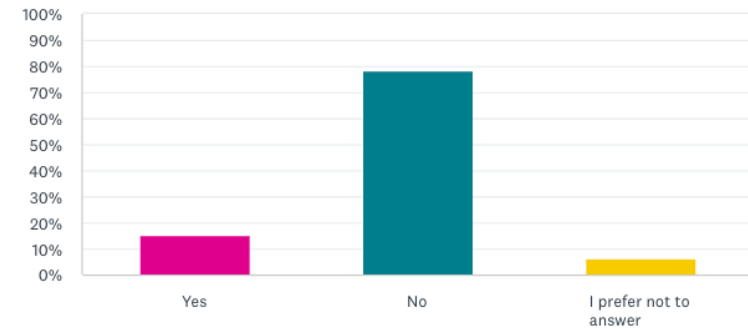
Answered: 106 Skipped: 0



Q16

Living with a disability or other chronic medical condition:

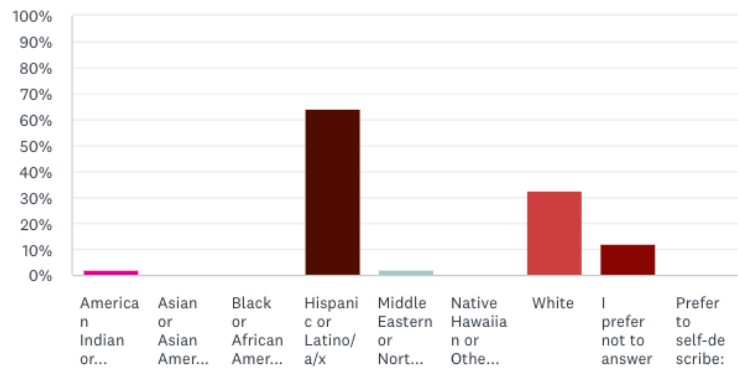
Answered: 92 Skipped: 14



Q15

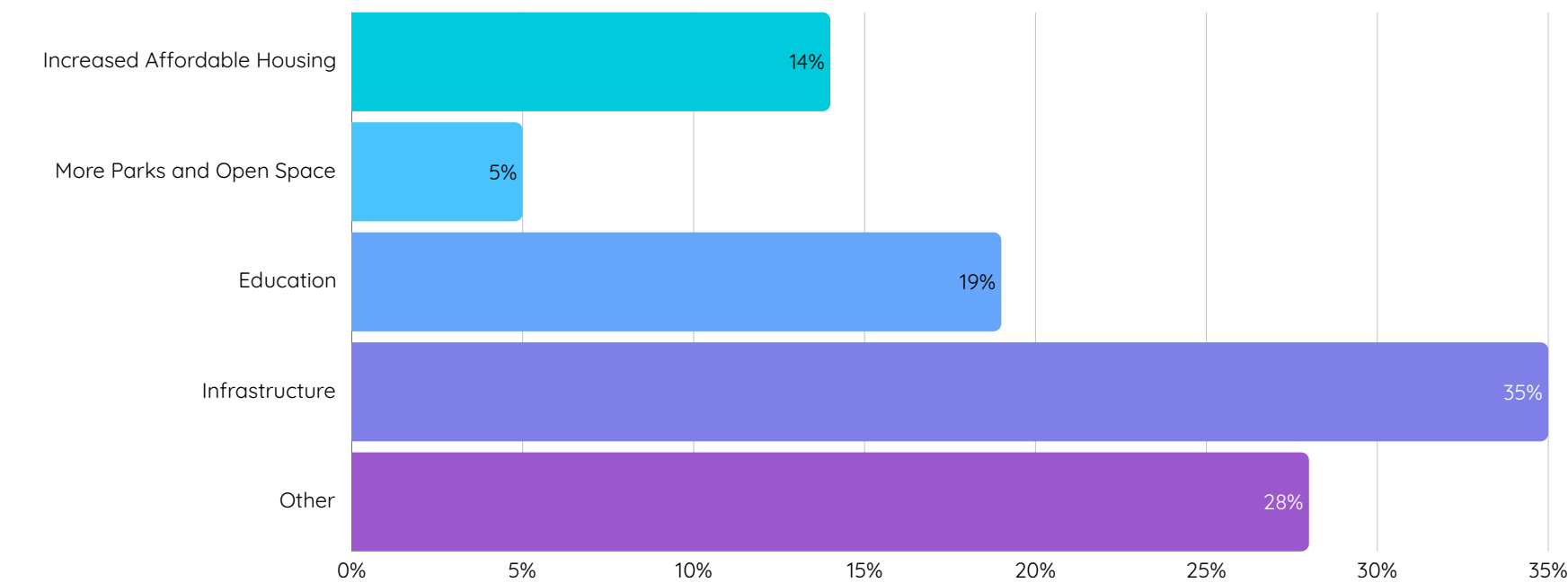
Race/Ethnicity (select all that apply):

Answered: 92 Skipped: 14





# Poll Question Results District 5



Total Responses: 43

**DISTRICT 6**  
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Community Forum

Open house

Survey Results

Poll Question Results



## Basic Information

6 DISTRICT

Housing Focus Group: 7

Transportation Focus Group: 14

Community Forum: 24

Public & Community Space Focus Group: 2

Local Business: 1

Open House: 2

**Total Engagements: 50\***

\*This figure reflects individual participation across all focus groups and events. Each engagement represents a person's time and contribution to a specific session, following best-practice methods for inclusive public input tracking.





# Focus Groups

## Housing Focus Group

In this session focused on housing, District 6 community members voiced a wide range of concerns and aspirations related to the integration of affordable housing within the proposed Sports & Entertainment District. While there was general interest in creating inclusive downtown living opportunities, participants raised persistent questions about equity, long-term planning, community protections, and the legacy of previous developments.

### **Affordable Housing Must Be Broadly Accessible and Thoughtfully Located**

Participants discussed the possibility of incorporating housing near the Alamodome, including whether existing parking lots could be repurposed for affordable developments. Some participants were open to the idea but cautioned against concentrating affordable housing in just one location. They emphasized that housing strategies should not be isolated to a single part of the city, but distributed more evenly across neighborhoods to avoid stigmatization and ensure broader access.

Clarification was also requested about the populations being prioritized. There was strong support for focusing on the lowest-income residents—those who face the greatest challenges accessing quality housing. Several expressed that many community members want to live downtown but are priced out of current offerings. Existing lofts and high-end units were described as unattainable for working families.

### **Learning from Past Development and Displacement**

A number of participants reflected on historical instances of displacement tied to large-scale development, including projects near the Missions stadium, Soap Factory Apartments, and Victoria Courts. Some questioned the long-term success of past investments and whether promised community benefits had fully materialized. There was skepticism that, once major entertainment venues are built, commitments to affordable housing and support services become sidelined or diminished.

The City's planning and management of such projects was also a topic of discussion. Examples like delays and dissatisfaction surrounding the Soap

Factory and St. Mary's Street projects were cited as evidence of poor coordination and inadequate foresight. Some questioned whether decision-makers fully understand or prioritize the needs of local communities.

### **Integrating Housing with Workforce Development**

Many advocated for a more holistic approach to housing—one that includes pathways to employment and education. Participants emphasized the importance of connecting affordable housing initiatives with job training, life skills programs, and workforce placement services. Several expressed interest in mixed-use developments that combine housing with training centers and employment resources. This integrated model, they said, would better support long-term self-sufficiency and community resilience.

### **Barriers to Access and the Role of Trust**

Participants pointed to common barriers that prevent residents from accessing existing housing programs. A lack of credit history, equity, or collateral often disqualifies those most in need. There was also concern that eligibility processes for housing trust programs remain inaccessible or overly rigid. Discussion referenced broader systemic issues—such as infrastructure gaps, limited public transit, and insufficient social services—that further constrain housing access. In this context, there was interest in tools like community land trusts, which allow income-qualified buyers to purchase homes on leased land, maintaining long-term affordability. Permanent supportive housing models were also discussed, with a focus on pairing shelter with life skills and workforce development services, particularly for unhoused individuals.

### **Geographic Equity and Community Identity**

Participants questioned whether affordable housing efforts would extend beyond the Alamo Dome area. Many expressed a desire for balanced investment that benefits additional districts—particularly District 6—and a concern that current planning may focus too heavily on sports-related development. Residents underscored the importance of prioritizing local needs such as homelessness services, education, and cultural preservation. There was a shared belief that development should be rooted in the city's historic character and should not be defined solely by entertainment or tourism.

Mixed-use developments were viewed as one potential solution. These would support a 24/7 environment downtown by combining residential, commercial, and recreational uses—thereby activating the area beyond event-driven activity and fostering a stronger sense of place.

### **Mobility and Accessibility as Foundations for Equity**

Transportation was identified as a key factor in successful housing integration. Participants emphasized that buses alone may not meet the needs of all residents, particularly those with disabilities. One example cited was a model from Oahu, where parking is placed at the edge of downtown, connected to the urban core by a reliable, affordable transit option. Such approaches were seen as necessary to ensure that housing, education, and employment opportunities are truly accessible to all.

### **Financing and Decision-Making**

Residents raised questions about funding sources for proposed developments, including who would repay bonds and whether taxpayers would be affected. Clarification was sought around land ownership, developer involvement, and how revenue generated from the district would be reinvested in the broader community. Many expressed that transparency was essential, particularly around financing, governance, and long-term stewardship of public assets.

### **Community Use of Space and Lifelong Learning**

Participants expressed a strong desire for community spaces to remain available and flexible—used not only for events, but also for education, cultural programming, and everyday community gatherings. They called for programs that offer financial literacy and life skills education, particularly for young people and vulnerable residents.

In their view, the long-term value of the district should be measured by community benefit—not just commercial success. Investment in education, arts, and workforce development was seen as critical to creating a future that supports local families and nurtures the city's identity.

### **Looking Ahead: Centering Community in Every Phase**

Throughout the dialogue, participants underscored the need for clear planning, consistent follow-through, and authentic engagement. Many stressed the importance of ongoing community input and data tracking to ensure accountability over time. Residents were united in calling for a district that reflects and responds to the lived realities of San Antonians—one that centers housing, equity, and culture as fundamental parts of the vision, not afterthoughts.

## **Focus Groups**

### **Transportation Focus Group**

In this focus group on Transportation in District 6, participants voiced serious concerns and offered constructive ideas on how the Sports & Entertainment District could better serve residents through expanded transportation options, improved parking infrastructure, and increased accessibility. Questions reflected a desire for greater transparency around funding, stronger support for equity and mobility, and a commitment to protecting San Antonio's cultural identity amidst growth.

#### **Parking Cost, Quality, and Capacity**

A dominant theme throughout the conversation was dissatisfaction with the current state of parking downtown. Residents expressed frustration at the high cost—often ranging from \$25–\$35 for two hours—and the inconvenience of having to re-park when visiting multiple destinations. Several shared that poor lighting, broken elevators, and minimal customer service in existing garages made the experience especially difficult for seniors and individuals with disabilities. Participants questioned whether the estimated 6,000 new parking spaces would be sufficient when multiple venues host events simultaneously. Others asked how these garages would be maintained and whether the city would consider owning and operating parking facilities to ensure affordability. There were also requests for pricing regulations, ADA-friendly access, and more options for short-term local use, such as discounted rates for multi-stop visits.

#### **Last-Mile Mobility and Multimodal Solutions**

Several residents advocated for transportation strategies that address the “last mile” between parking and destinations, particularly in extreme heat. Proposals included shaded shuttle routes, trolleys, and a revival of older systems like gondolas. Others asked whether the city was exploring international precedents, such as Hawaii's Skycab monorail or South Korea's “Climate Companion Rest Areas”—small public cooling pods with air conditioning, charging ports, and misting fans.

Participants encouraged the city to incorporate more micro-mobility options, noting that the limited number of e-bikes and scooters made short-distance travel difficult. One resident noted that only 22 e-bikes were currently available.

### Accessibility, Equity, and District Reach

Participants often emphasized the importance of accessibility for seniors and residents with limited mobility. Many found it difficult to park close to venues and navigate long distances on foot. Suggestions included creating priority zones for accessible drop-off and parking, as well as investing in transportation tailored to seniors.

Equity also emerged in discussions about affordability—not just for housing, but also for accessing the district itself. Participants asked whether parking would be made more affordable, and whether discount programs could be created for local residents. One proposal included bundling event tickets with parking and shuttle passes to reduce total costs.

Some asked how the planned VIA expansions—such as the Silver Line—would extend to areas like District 6 and beyond. Others wanted to know how the proposed rapid bus lanes would avoid traffic congestion and whether additional public transit methods, including a monorail, were under consideration.

### Funding

Residents sought clarity on how the district would be funded, repeatedly asking how debt service would differ from property taxes and who would be responsible for ongoing maintenance. Several questioned whether hotel taxes, project finance zones, and contributions from developers and the Spurs would be sufficient.

When asked who would pay for upkeep, city staff explained that surrounding roads would be maintained by the city and highways by TxDOT. Yet many participants still called for a clear breakdown of contributions from each stakeholder—including the Spurs—and whether any financial burden would ultimately fall on residents.

### Cultural Identity and Community Benefit

The proposed demolition of the Institute of Texan Cultures was raised as an example of a broader shift away from San Antonio's historic identity. Participants warned against a district that centers on the Spurs at the expense of the city's character, calling for stronger commitments to integrating local culture into the design.

Others emphasized the need to ensure that future district investments return value to San Antonio residents. One participant questioned the Spurs' current control over concessions and parking, asking whether revenue-sharing models could be developed to include local businesses.

### Looking Ahead

Overall, participants called for better transit solutions, more equitable access, and greater transparency in how decisions are made. From heat-resilient infrastructure to bundled mobility passes, the conversation made clear that convenience, affordability, and cultural integrity must all be central to the future Sports & Entertainment District.





# Focus Groups

## Public & Community Space

In this session at District 6, the two residents who attended raised thoughtful questions about the funding structure, long-term maintenance, and potential impacts of the proposed Sports & Entertainment District. The conversation touched on topics beyond public and community space, reflecting a desire for transparency, equitable investment, and community-first planning that ensures public spaces serve residents every day—not just during major events.

### Funding and Bond Clarity

Residents at this meeting were interested in how the Project Financing Zone (PFZ) functions and how it differs from traditional city funding. City representatives explained that under the PFZ, state hotel and sales tax revenues generated within a three-mile radius will be reinvested into the district. These funds are not drawn from local property taxes and are designated to support infrastructure and facilities within the zone. Even so, residents requested clearer public communication. They asked for bond language that is easy to understand, explicitly detailing what is being funded and confirming that the proposed bond relates only to infrastructure—such as streets, pedestrian access, and green space—not to the sports venues themselves.

Questions about future maintenance also surfaced. One resident asked, “Are we going to need renovations to the Alamodome every 30 years?” The city clarified that ongoing Alamodome improvements are primarily funded through the Hotel Occupancy Tax (HOT), not local taxes. Even so, residents suggested that a long-term maintenance plan be shared publicly to prevent future surprises and reinforce trust.

### Green Space, Convention Growth, and Public Use

The expansion of the Convention Center was discussed as a means of increasing San Antonio’s capacity to host two major conferences simultaneously, which could lead to increased hotel revenue and a more active downtown. Residents welcomed this potential but emphasized that the district should also benefit the community outside of event days. Ideas included creating flexible green space that could host small concerts, local markets, or casual outdoor activities. These types of amenities were seen as critical for making the area feel like a

neighborhood—not just a venue corridor.

### Protecting Neighborhoods and Ensuring Public Benefit

The issue of displacement was raised directly. Residents asked whether the district would lead to homeowners being forced out of their neighborhoods. The city responded that no homeowner displacement is planned and that it will pursue partnerships with landowners to acquire land for parking and other infrastructure needs—avoiding eminent domain or forced relocation.

Questions were also raised about rising property values over time. Residents called for safeguards, such as property tax freezes for longtime residents or affordable housing set-asides, to ensure the benefits of the district don’t come at the expense of nearby communities.

### Parking, Access, and Infrastructure Needs

The residents focused on how parking could be better managed for the surrounding community. Suggestions included allowing nearby residents to reserve parking in advance for events, which could reduce congestion and the frustration of circling for a spot. There was also interest in learning from other cities—such as Dallas’ Klyde Warren Park—which have implemented land bridges and event-friendly park designs that blend infrastructure and green space. Residents encouraged the city to study these models and adapt lessons to San Antonio’s unique context.

The importance of emergency and health infrastructure was also brought up. One of the residents asked whether small urgent care clinics or EMS stations would be located in or near the district, especially to serve visitors during large events.

### Looking Ahead

The residents at this meeting made it clear that while there is openness to investment, there is also a need for firm commitments and accessible communication. They want to know what exactly is being funded, how it will be maintained, and how everyday people—not just event-goers or tourists—will benefit. With clear answers and community-centered design, residents expressed hope that the district could serve as a model for inclusive, long-term planning.

# Focus Groups

## Local Business Focus Group

One community member attended the Local Business Focus Group in District 6. The conversation centered on creating stronger pathways for small, locally owned businesses to participate in major events and the broader downtown economy.

### Barriers to Local Participation

The resident highlighted a major disconnect between large-scale events and community inclusion, citing the NCAA tournament as an example where all vendors were from out of state and no local businesses were involved. They emphasized the importance of ensuring that San Antonio's small businesses are given opportunities to participate in these high-visibility moments. Suggestions included using local media outlets and networks to better communicate opportunities to the community and actively recruiting local vendors to create a more authentic experience for visitors.

### Procurement Challenges and Certification Barriers

A significant portion of the conversation focused on the hurdles small businesses face in engaging with city-led opportunities. The resident noted that many businesses avoid working with the city due to complex procurement requirements and a certification process that is often perceived as burdensome, particularly for minority-owned businesses. They questioned whether there could be adjustments to the certification process or more flexibility, pointing to examples such as CPS Energy, which allows self-identification for vendors instead of requiring formal certification.

### Building Capacity and Support for Small Businesses

The discussion explored how to build capacity for small business owners to succeed beyond just gaining access to opportunities. The resident emphasized the importance of providing support in areas such as financial literacy and human resources, helping business owners manage growth and understand long-term sustainability. They observed that while resources exist, the challenge lies in bridging the gap to ensure businesses know about and can effectively use those supports.

### Training and Accessibility Gaps

The resident shared that current online workshops are not reaching all business owners effectively, noting that some lack comfort or access to technology-based training. They described attending a marketing class on social media video production where the majority of participants were from Dallas and Austin, suggesting that San Antonio's small business community might need more targeted, hands-on programs. The resident suggested supplementing online training with in-person sessions to better meet the needs of local entrepreneurs.

### Cultural Inclusion and Minority Business Engagement

The conversation also touched on the importance of involving more minority communities in providing feedback to organizations that design business support programs. The resident emphasized that direct input from these communities is essential to ensure programs are relevant, equitable, and tailored to their realities.



# Community Forum

## 1. 3 Big Ideas District 6

### Table 1

- Separate infrastructure bond
- Gentrification= tax freeze (property)
- Lack of funding from tourism drop

### Table 2

- Oppose tax paying fund
- Public restroom
- More parking located closer to arena

### Table 3

- Why don't the spurs know what the developers contribute? Who are the developers?
- We need drainage infrastructure- so far behind around the city
- Spurs commitment=to build and maintain-not a one time donation

### Table 4

- Transportation before construction on any facilities
- The city pledges to use equal resources on things that would benefit residents
- We don't want it

### Table 5

- Disable accessibility parking lot  
Most cities with major league sports have "districts" that is a place where people can hang out, more than a "district".  
Connectivity with the baseball stadium and spurs stadium
- Community space around the arena site to be used by residents during spurs events and other events at arena site
- Cost vs. community benefits- jobs for each district, workforce development

### Table 6

- Provide and prioritize senior services
- Senior rates for pricing

### Table 7

- Green space/ affordable housing
- Community benefit agreement- how do we hold them accountable
- Educational and historic



## 1. 3 Big Ideas District 6 - Visual Cluster



The word cloud displayed here synthesizes the most frequently mentioned themes gathered during the “3 Big Ideas” sessions of each district’s Community Forum. This visual representation offers a quick, intuitive overview of the collective voice of residents—highlighting the words and priorities that surfaced most often during table discussions.

## District 6 Draft Principals and Feedback

### **Equitable Engagement & Transparent Communication**

- Commit to ongoing, clear communication with the public, including timely information about key decisions like ballot measures and dates.
- Provide transparency regarding the Spurs' financial contribution to the Arena and clarify about who will be responsible for ongoing maintenance.
- Negotiate a Community Benefits Agreement (CBA) with input from residents and local stakeholders. Any investment should only proceed if the District delivers tangible benefits to San Antonio's most underserved communities.
- Maintain transparency with the community on matters of land ownership, control, and developer partnerships.
- Reinvest funds generated from developments within the San Antonio community.
- Separate the infrastructure bond from the Arena project to ensure clear accountability and funding priorities.

### **Affordable Housing**

- Support affordable housing for low-income individuals and permanent supportive housing for the homeless.

- 
- Distribute affordable housing projects across multiple neighborhoods, rather than concentrating them within the District.
- Implement measures to prevent displacement and gentrification.

### **Economic Opportunity for Local Residents**

- Ensure the District's development supports and includes local businesses.
- Establish educational and job training opportunities—such as a hotel management school—to help ensure jobs created in the District stay local.
- Encourage mixed-use developments that include housing, commercial spaces, job training centers, and employment resources.

### **Culture & Arts**

- Invest in cultural spaces that celebrate and elevate San Antonio's local culture.

### **Public Spaces for Community Use**

- Design family-friendly spaces around the Arena that can be used by residents year-round — not just on event days.
- Create educational spaces and

programs for youth, with a focus on local history.

- Include public restroom facilities.
- Increase green space and improve shade, lighting, and sidewalk connectivity to improve walkability and safety.

### **Mobility & Accessibility**

- Prioritize the construction and coordination of infrastructure and transportation improvements before opening new facilities.
- Improve transit access and frequency for both workers and visitors, including shuttles, electric trolleys, and expanded bus lines.
- Invest in accessible infrastructure, including adequate parking and ADA-compliant pathways.
- Maintain and improve existing city parking lots and garages, particularly those near the Arena site.

### **Affordability within the District**

- Make event and parking ticket prices more accessible for local residents.
- Prioritize the inclusion of affordable, locally-owned businesses in the District.

### **Holistic Citywide Investment**

- Balance investments in the District with the broader needs of the city, including flood-prone areas and underserved neighborhoods.
- Ensure that infrastructure upgrades provide benefits citywide, not just near I-37.

### **Repurpose Existing Buildings**

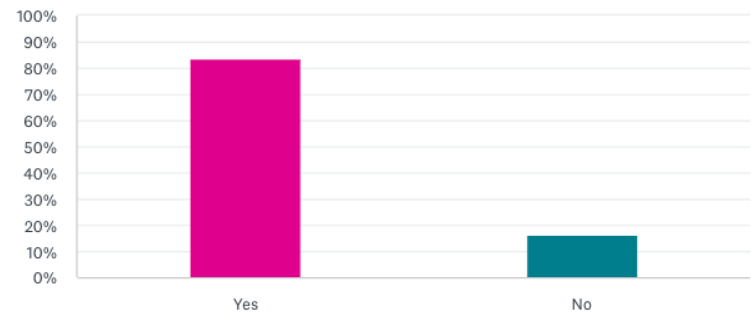
- Repurpose the current Spurs stadium for cultural or educational use to serve the broader community.

# Survey Results District 6

Q1

Did you watch the video?

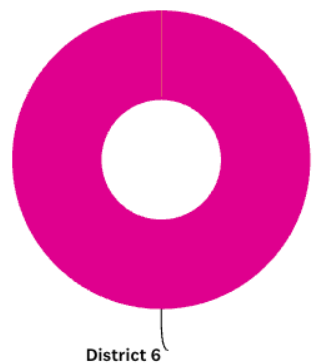
Answered: 124 Skipped: 0



Q2

City Council District:

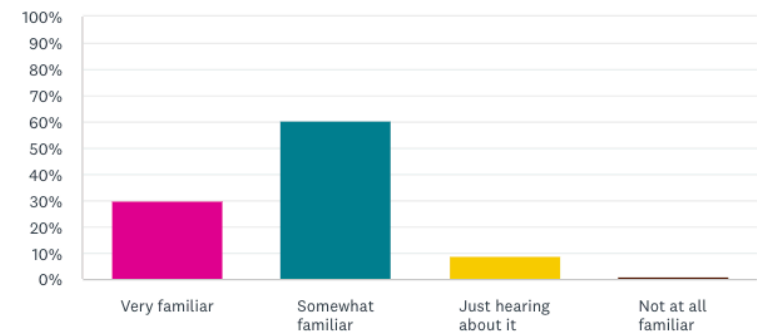
Answered: 124 Skipped: 0



Q3

How familiar are you with the proposed downtown Sports and Entertainment District project?

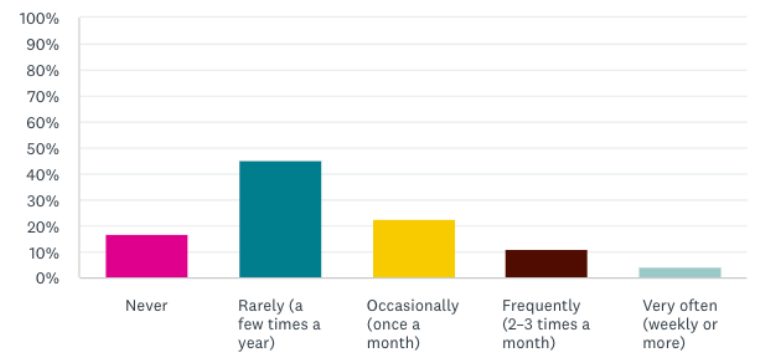
Answered: 124 Skipped: 0



Q4

How often do you attend large events downtown like concerts, sports, or cultural celebrations like Fiesta, Diwali, and Dia de Los Muertos?

Answered: 124 Skipped: 0

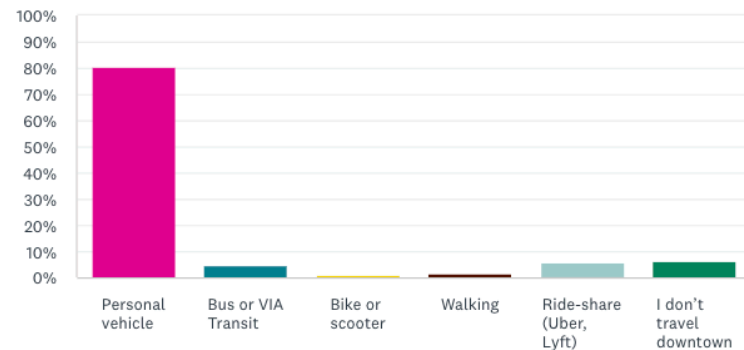




Q5

How do you usually travel to downtown San Antonio for large events? (Select your primary mode)

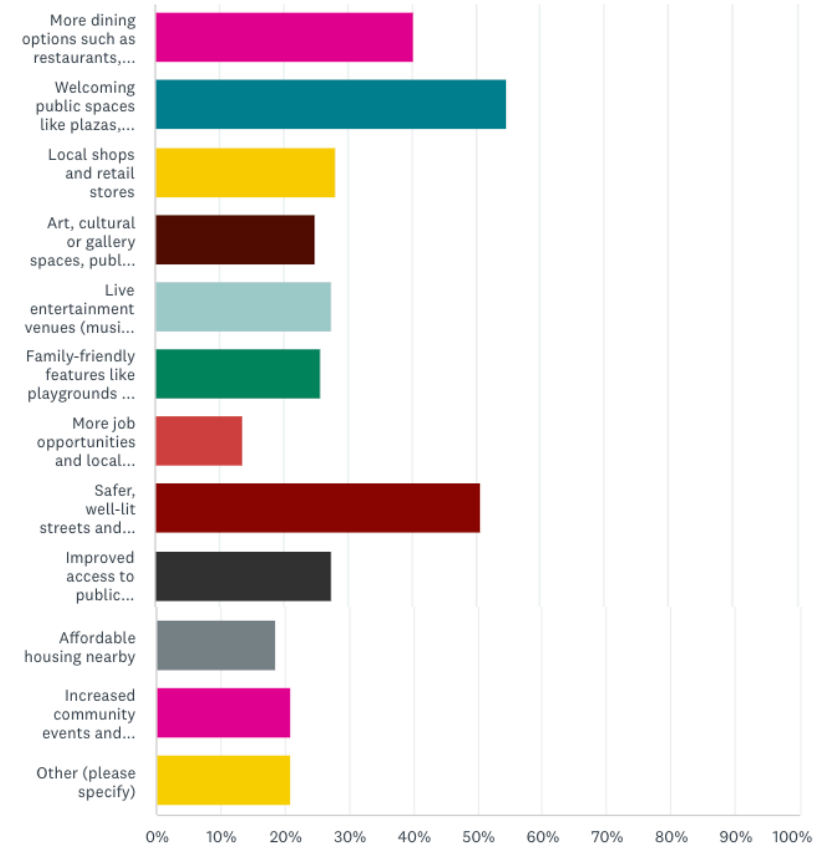
Answered: 124 Skipped: 0



Q7

What types of amenities would enhance your overall experience when visiting the Sports and Entertainment District? (Select up to five)

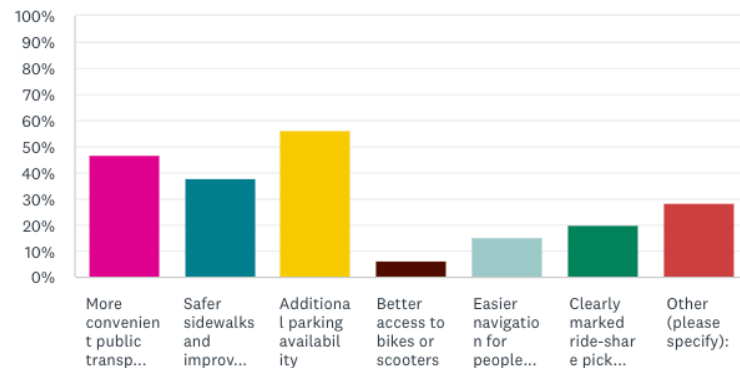
Answered: 124 Skipped: 0



Q6

What would make it easier or more enjoyable for you to travel to events or Spurs games in the Sports & Entertainment District? (Select up to three)

Answered: 124 Skipped: 0

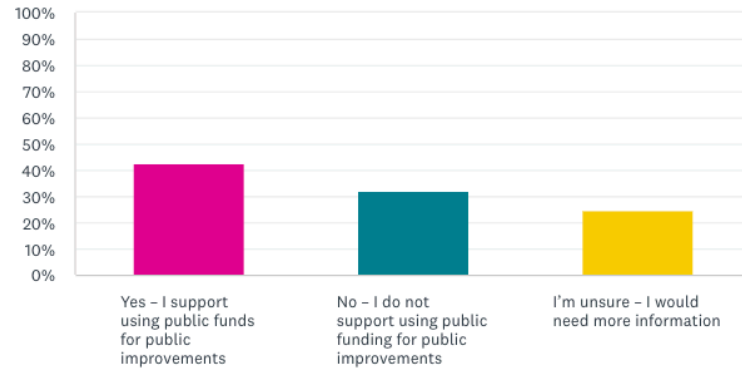


Q8



No property taxes from general tax payers will be used to build the Spurs Arena. However, would you support the use of City bonds to improve traffic, walkability, and pedestrian safety for Sports and Entertainment District if the San Antonio residents were to vote on the City bonds?

Answered: 124 Skipped: 0

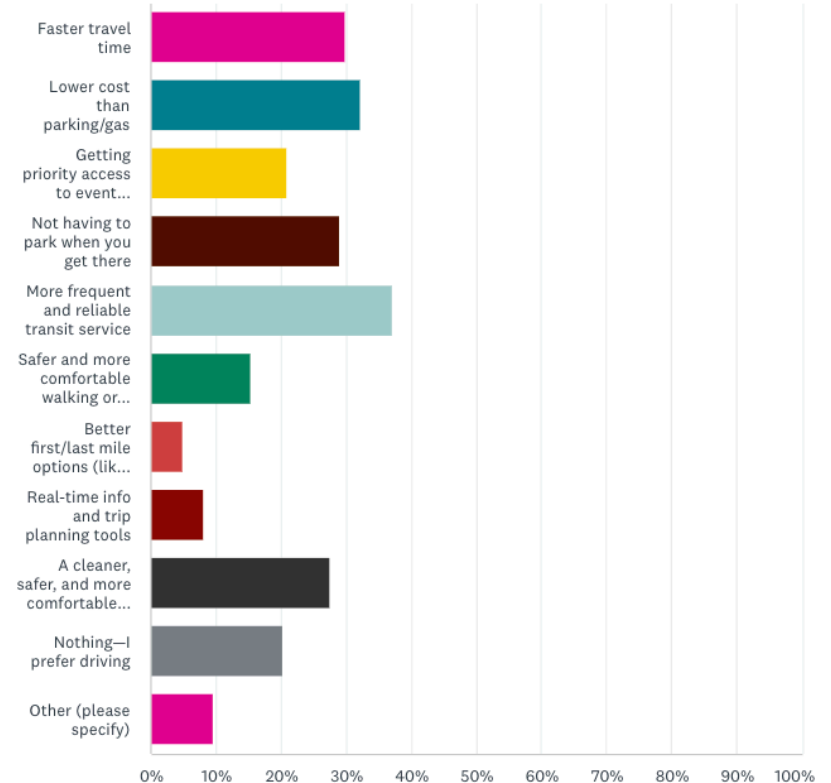


Q10



What factor would make you consider using something other than a personal vehicle to get to downtown San Antonio? (Select up to three)

Answered: 124 Skipped: 0

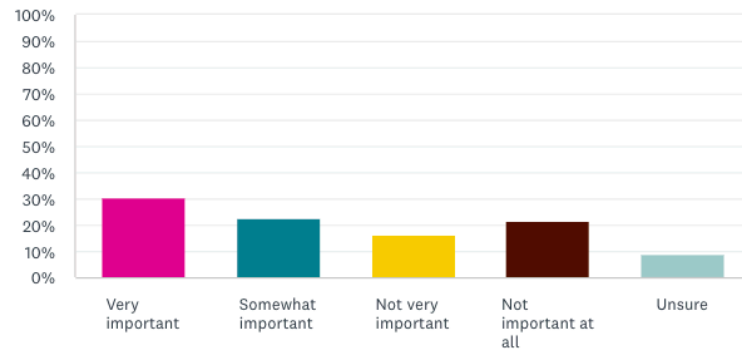


Q9



How important is it that the Sports and Entertainment District includes nearby affordable housing options?

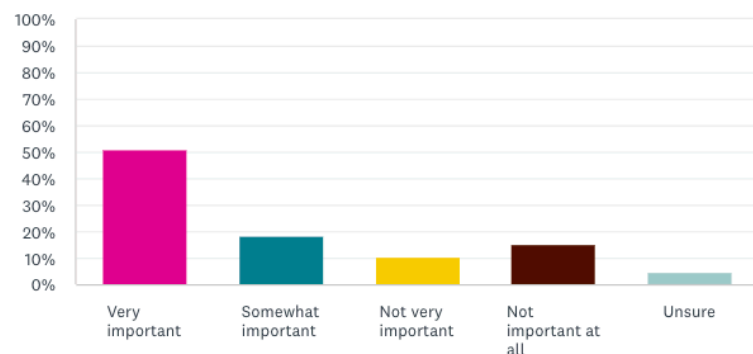
Answered: 124 Skipped: 0



Q11

How important are the Spurs to San Antonio culture?

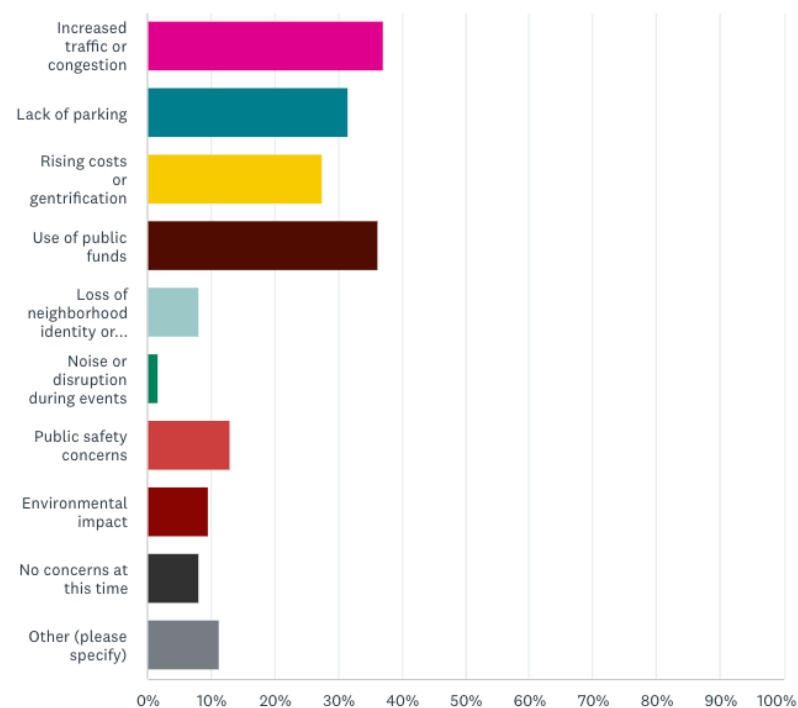
Answered: 124 Skipped: 0



Q12

What concerns, if any, do you have about this proposal or changes to the Sports and Entertainment District? (Select up to two)

Answered: 124 Skipped: 0

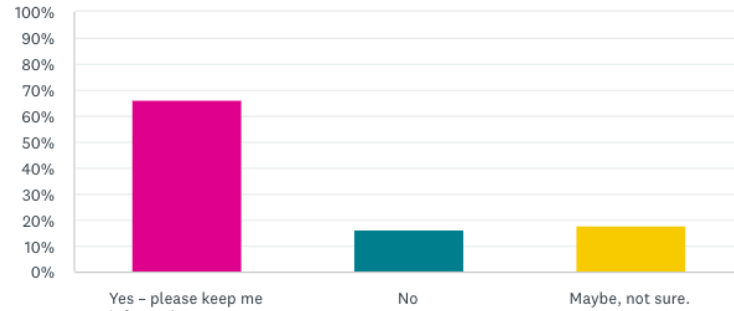




Q13

Would you like to stay involved or get updates about public meetings and planning activities?

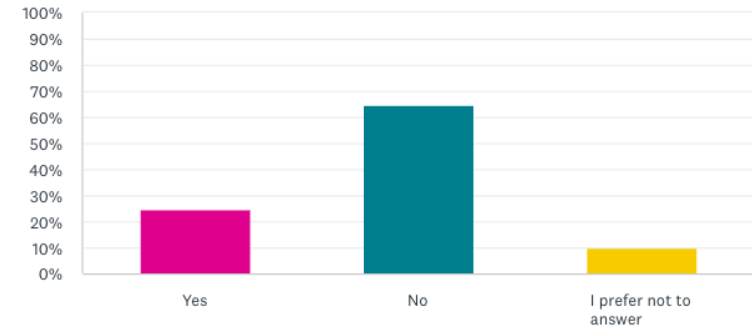
Answered: 124 Skipped: 0



Q16

Living with a disability or other chronic medical condition:

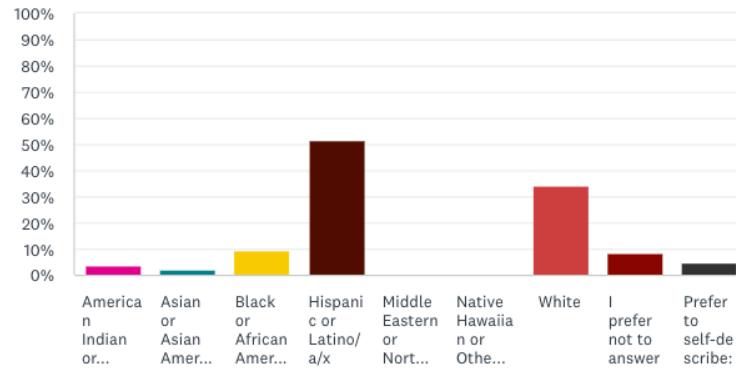
Answered: 108 Skipped: 16



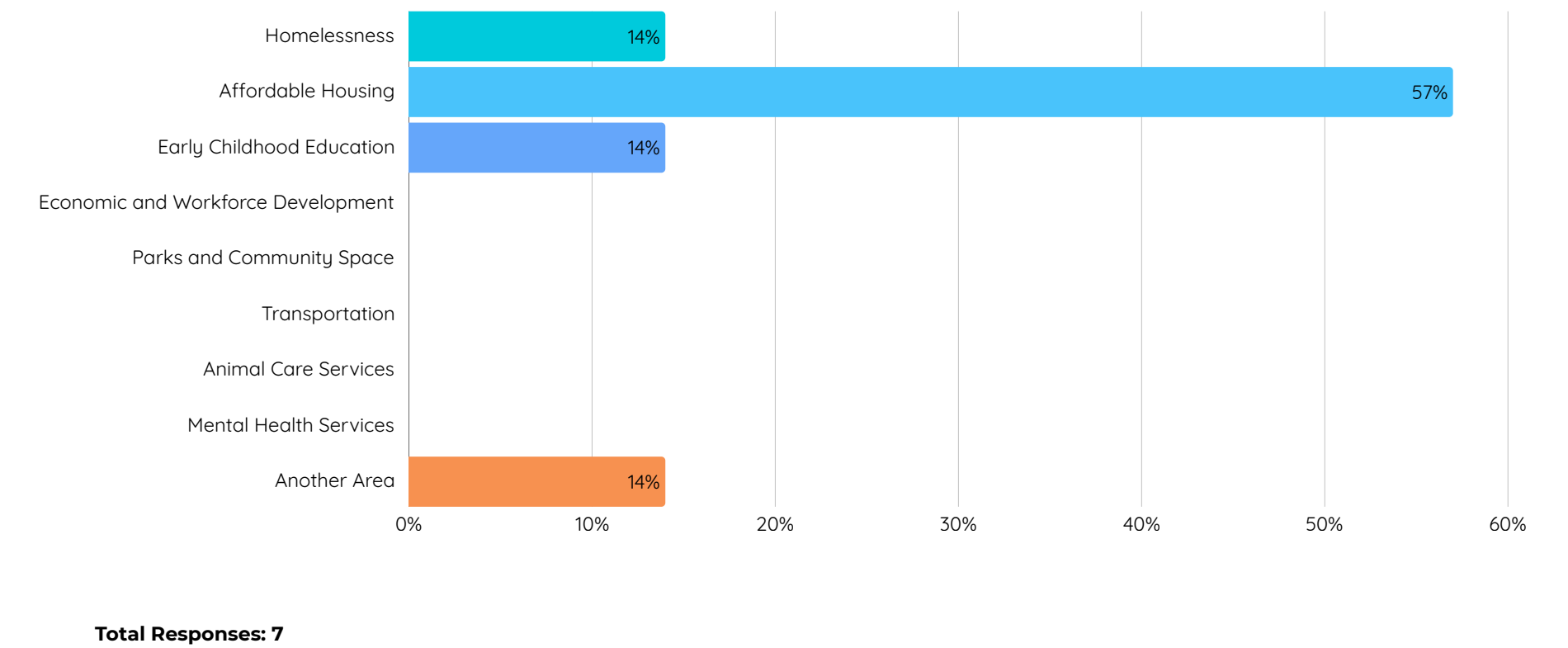
Q15

Race/Ethnicity (select all that apply):

Answered: 105 Skipped: 19



# Poll Question Results District 6



**DRAFT**

**DISTRICT 7**  
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**7**  
**DISTRICT**



## Basic Information

# 7

DISTRICT

Housing Focus Group: 15

Transportation Focus Group: 11

Community Forum: 29

Public & Community Space Focus Group: 14

Local Business: 5

Open House: 2

**Total Engagements: 76\***

\*This figure reflects individual participation across all focus groups and events. Each engagement represents a person's time and contribution to a specific session, following best-practice methods for inclusive public input tracking.





# Focus Groups

## Housing Focus Group

At District 7's Housing Focus Group, the discussion touched on displacement concerns, affordable housing needs, parking and safety in downtown, as well as environmental concerns.

### Displacement and Housing Affordability

Attendees expressed concerns about gentrification, referencing past developments that have caused displacement of generational homeowners. There was a clear call for the new development to focus on affordability for households earning 30-60% of Area Median Income (AMI), ensuring that neighborhoods are protected and residents are not displaced.

Residents suggested more investment in community land trusts and affordable housing initiatives, especially in east and westside neighborhoods. Additionally, residents shared worries about indirect displacement caused by rising property values, and noted a need for more affordable housing that is high-quality and reflects community needs. Calls were made for mixed-use projects that do not require demolition of existing homes and for clear communication of how feedback will be consolidated and shared with city leadership. Participants urged against short-term rentals and prioritizing hotels over housing, to preserve community stability.

### Transportation and Parking Challenges

Residents were skeptical about the effectiveness of transit options such as Bus Rapid Transit (BRT) or the Silver Line, noting that cars would remain the primary mode of transportation. Many expressed unease regarding the reduction of park-and-ride options and affordable parking near downtown. Suggestions included increasing public transportation availability, better parking infrastructure, and creating safe, solar-powered walkways.

### Safety, Homelessness, and Community Well-being

Residents shared they felt that downtown is unsafe due to crime and the visible homeless population, particularly in areas like Haven for Hope and Market Square. Participants stressed the need for affordable housing to address these systemic challenges and expressed that downtown should not be treated solely

as a tourist area but as a community that supports all residents.

### Environmental and Infrastructure Concerns

Community members inquired about plans to address air pollution, dust, and trash, and requested confirmation of environmental safeguards to protect water and air quality. The importance of integrating green spaces, parks, and sustainable design into the development was highlighted. Additionally, questions about infrastructure capacity—sewage, drainage, and utilities—were raised, underscoring the need for thorough planning to avoid negative impacts on existing neighborhoods.



# Focus Groups

## Transportation Focus Group

In District 7's Transportation Focus Group, community members shared their views on current transportation conditions and their impact on access and equity. The reliability of VIA bus services was a central issue, with residents noting delays, inadequate routes, and poor infrastructure such as the lack of restrooms and unsafe transfer stations. Over 35,000 residents depend on public transit, yet services often fall short of their needs. Specific challenges included criticized parking arrangements at the Alamo Dome and concerns about the planning around the new Green Line.

Residents highlighted a need for expanded micromobility options, improved safety measures including more transit officers, and better integration of transportation planning with affordable housing access. There was an emphasis on ensuring that transportation solutions support the everyday mobility of current residents, rather than solely catering to visitors or new developments.

### Needs and Goals

Attendees advocated for prioritizing housing for current residents, particularly targeting households earning between 30% and 60% of the Area Median Income (AMI), described as the "most affordable housing." Diverse housing typologies that accommodate multigenerational families, rentals, and universal design were deemed essential, alongside the preservation and expansion of green spaces. The inclusion of resources such as tax credits, public land, and land trusts—citing the West Side Land Trust as an example—was recommended to promote long-term affordability and community stability. Attendees emphasized the importance of keeping homeowners in their existing neighborhoods and proactively addressing both direct and indirect displacement pressures.

### Urban Planning, Infrastructure, and Development

Concerns were raised about the potential displacement effects of new developments, particularly linked to transit expansions like the Green and Silver Lines. Attendees noted that bond funding, including a \$150 million allocation, has not always been reinvested in the communities that generate the revenue, exacerbating disparities.

There was consensus that development priorities often favor developers over community needs. Environmental issues related to increased pollution from cars and the encroachment of infrastructure on residential areas were highlighted as important considerations. The persistence of historic issues such as floodplain risk and redlining, especially on the West Side, were also noted.

Recommendations included equitable infrastructure spending, investing in underserved districts, and ensuring accountability so that funds collected within a district benefit that district directly. Community members urged transparency and inclusion throughout bond processes.

### Equity, Voice, and Community Engagement

Barriers to meaningful community engagement were discussed, including the digital divide, inconvenient meeting times, and public input being solicited too late in planning processes or not acted upon. This has led to resident fatigue and skepticism regarding follow-through.

Equity issues persist, particularly on the historic West Side, where redlining and underinvestment continue to affect quality of life. Attendees emphasized the need to prioritize local voices early and often, incorporating universal access and walkability into designs, along with green infrastructure such as tree mitigation. Participants called for resident feedback to be captured and used meaningfully to shape policies and developments rather than serving as a formality.

### Displacement and Social Impact

Displacement was a paramount issue, with residents expressing fear of losing their homes and community stability. Homelessness and transit safety were linked as ongoing challenges. Reflections on past planning models revealed a pattern of repeating inequities over decades, without sufficient focus on local families.

Structural problems include slow municipal responses to displacement studies and the undermining of public interests by private speculation. Many noted a development focus on tourists and investors rather than residents.

Proposed solutions included policies addressing both immediate and long-term displacement impacts, reinvestment strategies that benefit the community, and support for hiring practices prioritizing local and minority workers.



# Focus Groups

## Public & Community Space

Attendees in District 7's Public & Community Space Focus Group had questions and comments about the Sports & Entertainment as a whole, and touched on various topics.

Attendees raised questions about the \$250 million bond, specifically regarding how funds for maintenance and any surplus would be allocated. There was a strong call for greater transparency and accessibility of project details online, including maps and reports, to ensure the community is fully informed. Concerns about flooding and drainage were emphasized, noting recent events that resulted in fatalities and stressing the need for infrastructure improvements within the bond's scope.

### Project Origins and Community Priorities

Several participants expressed skepticism about the project's origin, noting it was initiated by the City rather than the Spurs organization. This led to doubts about the project's focus, with concerns that tourism-driven developments may not serve the community's best interests. Comparisons to cities like Austin and Fort Worth highlighted a desire for developments that prioritize local benefit over tourism.

### Accessibility and Use of Public Spaces

Residents shared experiences with existing public spaces such as Hemisfair, valuing green spaces but noting accessibility challenges including the lack of public restrooms and effective wayfinding. The cost of event parking was cited as a barrier to community participation, alongside safety concerns related to event transportation and returning from events through crowded or unsafe areas.

Issues with public transit were highlighted, including limited hours of operation, inadequate bus stops, and pedestrian safety concerns near transit routes and railroad tracks. The need for better transportation integration with event planning and protection of residential areas was a key priority.

## Community Connection and Cultural Spaces

There was a sentiment of disconnection from public spaces, with some attendees feeling these areas no longer serve the community. The loss of affordable, culturally relevant venues was lamented, while the Mexican Consulate was noted as a rare example of community-focused space. Calls were made for more culturally significant uses rather than purely tourism-oriented development.

### Environmental and Equity Concerns

Environmental issues including urban heat, shade availability, tree mitigation, and noise and light pollution were raised. Attendees noted disparities in park maintenance and green infrastructure investment, particularly between Hemisfair and undeserved neighborhoods such as those on the West Side.

### Parking and Event Access

Inconsistent parking pricing and restrictions at Hemisfair and event venues were deterrents for attendance. Access to downtown and event sites was described as difficult and unsafe at times, with residents stressing the importance of affordable, convenient transportation options.

### Historical Preservation and Resident Impact

Frustration was expressed over displacement and the erosion of longstanding communities. Attendees referenced the original Hemisfair residents and voiced concerns about impacts on Lavaca residents, particularly from increased events and outdoor activities that could affect quality of life. Skepticism remained about the City's ability to balance commercial and residential needs as promised.

### Alternatives and Future Planning

Suggestions included considering renovation of existing venues like the Alamodome or locating new developments away from residential neighborhoods, citing New Orleans as a successful example. Residents emphasized the importance of transparent planning, equitable reinvestment, and ongoing community involvement.

# Focus Groups

## Local Business Focus Group

The District 7 discussion on Local Business highlighted concerns regarding the role of the Spurs and the development of multiple arenas in the city. One attendee expressed frustration over the city's repeated financial support of sports venues, questioning how many arenas should be publicly funded, and suggesting the Spurs should bear primary responsibility for financing. A proposal was raised to consider public ownership models, such as stock market shares, to reduce taxpayer burden. Priority for city resources, many felt, should focus on essential infrastructure like road repairs rather than new sports projects.

### Support for Local Commerce and Cultural Preservation

Attendees emphasized the importance of supporting local businesses, particularly in areas adjacent to development projects. Suggestions included establishing a food truck court to revive cultural food traditions once prevalent at Hemisfair, and providing security measures to protect small vendors. Some voiced worries about the Market Square area competing with larger venues, with calls for improved amenities such as air conditioning and better transportation access. The lack of investment west of the project area was seen as a notable oversight.

### Accessibility and Infrastructure Challenges

Wayfinding and connectivity between business districts were identified as challenges, with poor routes between Market Square and Hemisfair limiting accessibility. Transportation support, especially by VIA, was acknowledged but deemed insufficient. The community recommended greater attention to seamless access, rent control measures to protect local businesses, and the creation of incubator spaces to foster entrepreneurship. Collaboration with local institutions and nonprofits was encouraged to enhance capacity building and workforce development.

### Economic Sustainability and Equity

Risks of potential displacement of local businesses were raised by participants, drawing on examples from other cities such as Philadelphia and Seattle's Pearl District. There was a call for the district to provide a mix of commercial uses that serve both residents and tourists, with a focus on unique, long-term economic

development rather than short-term gains. Noise and trash pickup were also mentioned as possible nuisances affecting residents near commercial zones.

### Accountability in Funding

Questions were raised about the transparency of project costs, including the demolition of buildings for stadium development and future maintenance responsibilities. The Spurs' financial contribution to new projects was unclear to some, with speculation that public funds might cover the majority of expenses. Attendees expressed distrust towards the city and the mayor's office, voicing skepticism about whether public concerns would influence final decisions.

### Safety, Accessibility, and Inclusion

The need for safety measures and accessible transportation options was underscored, particularly for individuals with mobility challenges. Attendees noted that ADA compliance improvements for venues like the Alamodome should be prioritized. Bus service limitations and difficult access routes were highlighted as barriers to supporting local business patrons.

### Project Timeline and Community Engagement

There was a shared sense of impatience for clear outcomes from ongoing focus meetings and questions about the timeline for bond elections. Attendees requested guarantees that this would be the last stadium project funded by taxpayers, emphasizing the need to avoid repeating past mistakes of overpromising and underdelivering. Concerns about long-term maintenance costs and future tax burdens were prevalent, with calls for robust agreements to ensure financial and operational accountability.

### Cultural and Historical Preservation

Several participants lamented the loss of cultural and historical uses in development plans, advocating for the inclusion of diverse cultural institutions such as symphonies and community events that honor the city's heritage. They stressed the importance of envisioning a comprehensive Sports & Entertainment district that balances economic growth with cultural preservation and community benefit.

# Community Forum

## 1. 3 Big Ideas District 7

### Table 1

- Light rail around the entertainment center
- Maintain sustainability
- Separate lane for via rapid lanes

### Table 2

- Funding, contributions -timeline of the construction
- Infrastructure needs on land bridge and streets drainage
- Transportation

### Table 3

- Modernize Alamodome
- Culture center for SA history
- Transportation-tram/expand roads/walkways

### Table 4

- Put this scale of resources into other parts of the city that really need it
- It's a big bad idea

### Table 5

- Connection to the "historic" missions
- Transportation- this was mapped

out in the plans

- Safety- more open space, lighting d8
- 

### Table 6

- More parking with easy highway access
- Microbility- various ways to get people from remote parking to hemisphere and LA Valita facilities
- Similar to the rock- spurs plaza

### Table 7

- While the entertainment district would be great, take care of flooding issues around the city
- Affordable event pricing for citizens access to parking garages, not only for VIPs
- Build to accommodate for many years to come

### Table 8

- Fix roads that need fixing Babcock and st.Cloud



# Community Forum

## 1. 3 Big Ideas District 7 - Visual Cluster



### Community Priorities at a Glance

The word cloud displayed here synthesizes the most frequently mentioned themes gathered during the “3 Big Ideas” sessions of each district’s Community Forum. This visual representation offers a quick, intuitive overview of the collective voice of residents—highlighting the words and priorities that surfaced most often during table discussions.

## District 7 Draft Principals and Feedback

### Culture

- Stronger connection to the Historic Missions and other tourist attractions
- Create a Cultural Center for San Antonio history
- Consider branding strategies (like “The Rock” - Spurs Plaza)

### Transportation & Mobility:

- Expand transportation options, including:
  - Tram systems, intrapark mobility, and light rail
- Micromobility: connecting remote parking to venues
- Better infrastructure for walking and cycling
- Dedicated VIA Rapid lanes
- Improve street layout, bridges, and drainage

### Access & Parking

- More parking options with easy highway access
- Remote parking strategies with connectivity to key areas

### Funding & Equity

- Clarify funding sources, timelines, and city contributions (incl. HOT tax)
- Ensure investment equity: consider redirecting resources to

underserved areas

- Emphasize affordability (30–60% AMI) in development planning

### Safety & Public Space.

- Enhance lighting and open spaces
- Promote safety in numbers
  - Encourage pedestrian activity, especially in the evenings.
  - Design public spaces like plazas, parks, or walkways that are naturally populated.
- Activate streets with shops, lighting, housing, and events that keep areas busy.
- Reduce crime and negative behavior by increasing visibility and community presence.
- Focus on maintenance and sustainable upkeep.
  - Prioritize long-term maintenance and sustainable upkeep to ensure public spaces remain clean, safe, and functional over time.

### Facilities & Development

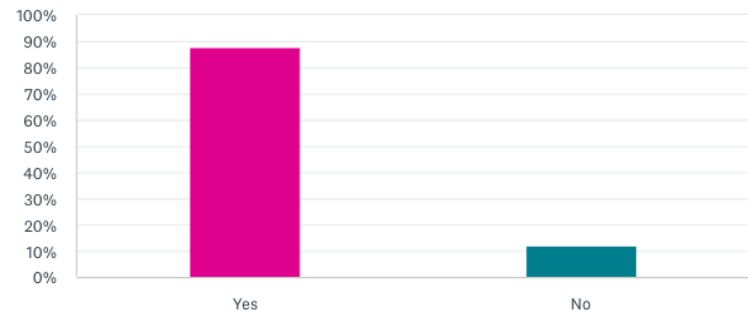
- Modernize the Alamodome
- Avoid facilities without purpose
- Avoid “build first, plan later” approaches

# Survey Results District 7

Q1

Did you watch the video?

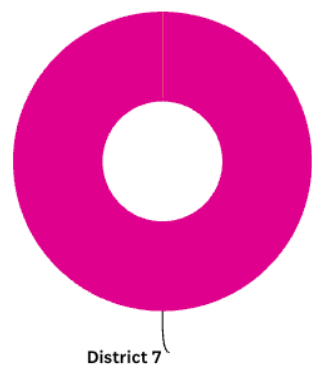
Answered: 138 Skipped: 0



Q2

City Council District:

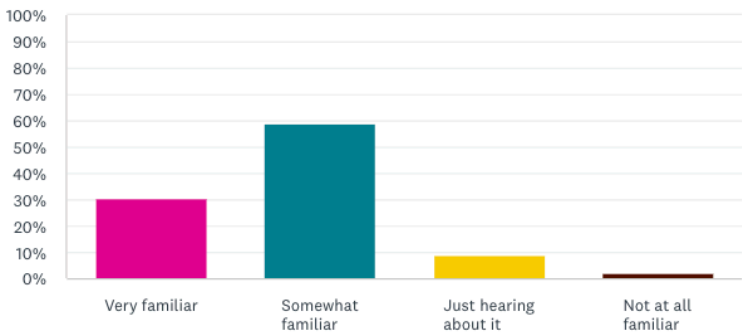
Answered: 138 Skipped: 0



Q3

How familiar are you with the proposed downtown Sports and Entertainment District project?

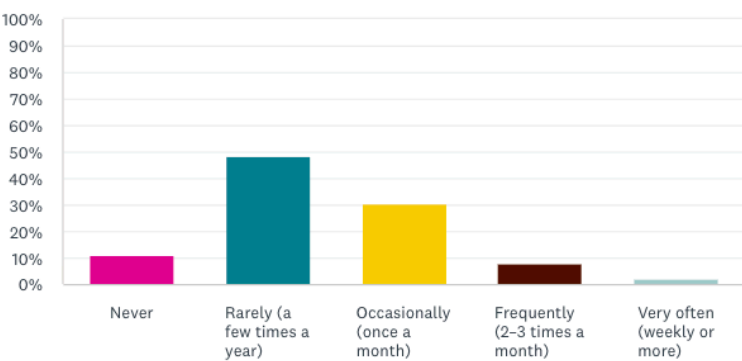
Answered: 138 Skipped: 0



Q4

How often do you attend large events downtown like concerts, sports, or cultural celebrations like Fiesta, Diwali, and Dia de Los Muertos?

Answered: 138 Skipped: 0

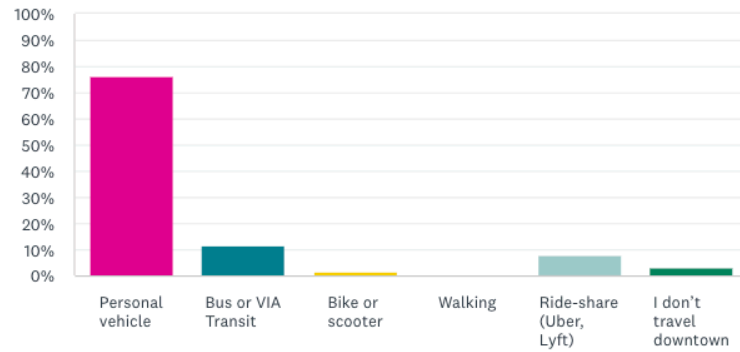




Q5

How do you usually travel to downtown San Antonio for large events? (Select your primary mode)

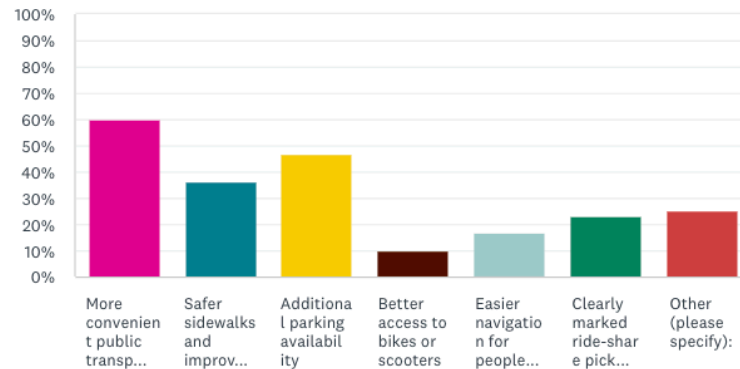
Answered: 138 Skipped: 0



Q6

What would make it easier or more enjoyable for you to travel to events or Spurs games in the Sports & Entertainment District? (Select up to three)

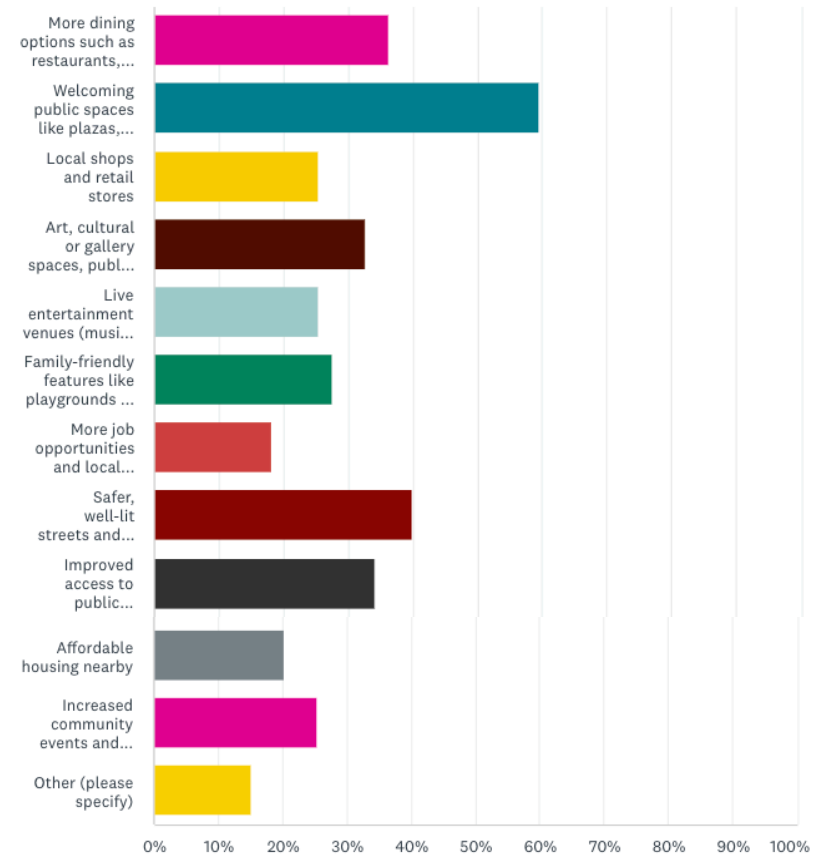
Answered: 138 Skipped: 0



Q7

What types of amenities would enhance your overall experience when visiting the Sports and Entertainment District? (Select up to five)

Answered: 138 Skipped: 0

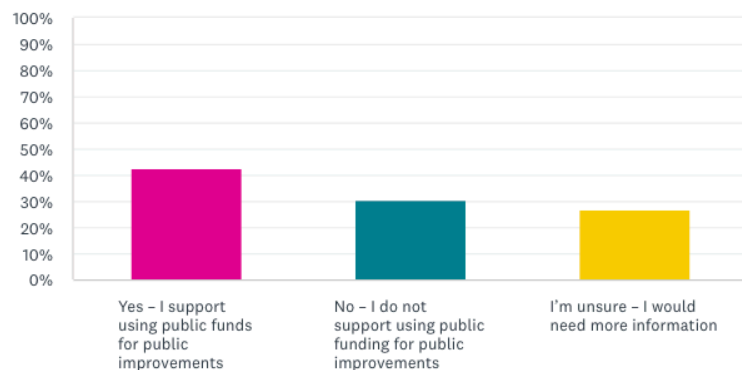


Q8



No property taxes from general tax payers will be used to build the Spurs Arena. However, would you support the use of City bonds to improve traffic, walkability, and pedestrian safety for Sports and Entertainment District if the San Antonio residents were to vote on the City bonds?

Answered: 138 Skipped: 0

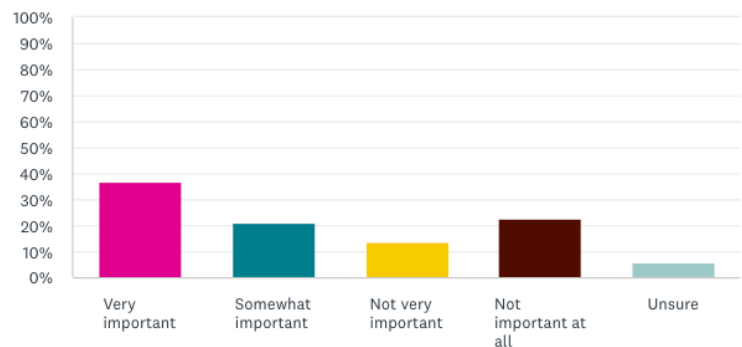


Q9



How important is it that the Sports and Entertainment District includes nearby affordable housing options?

Answered: 138 Skipped: 0

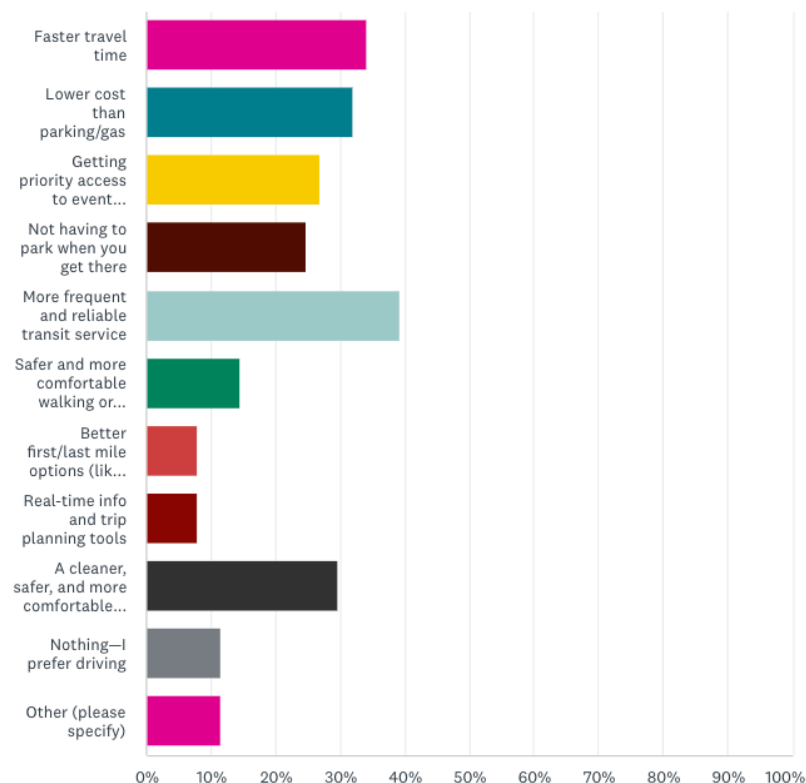


Q10



What factor would make you consider using something other than a personal vehicle to get to downtown San Antonio? (Select up to three)

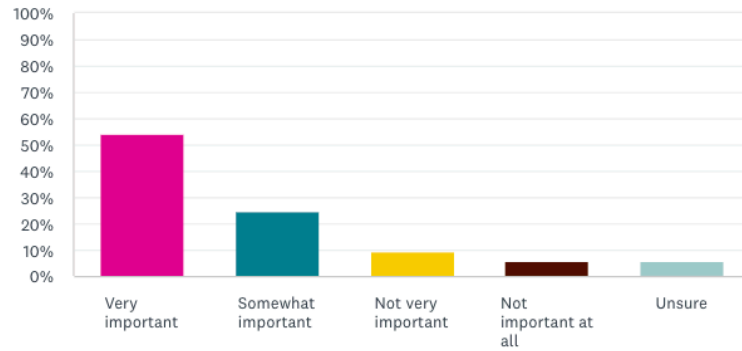
Answered: 138 Skipped: 0



Q11

How important are the Spurs to San Antonio culture?

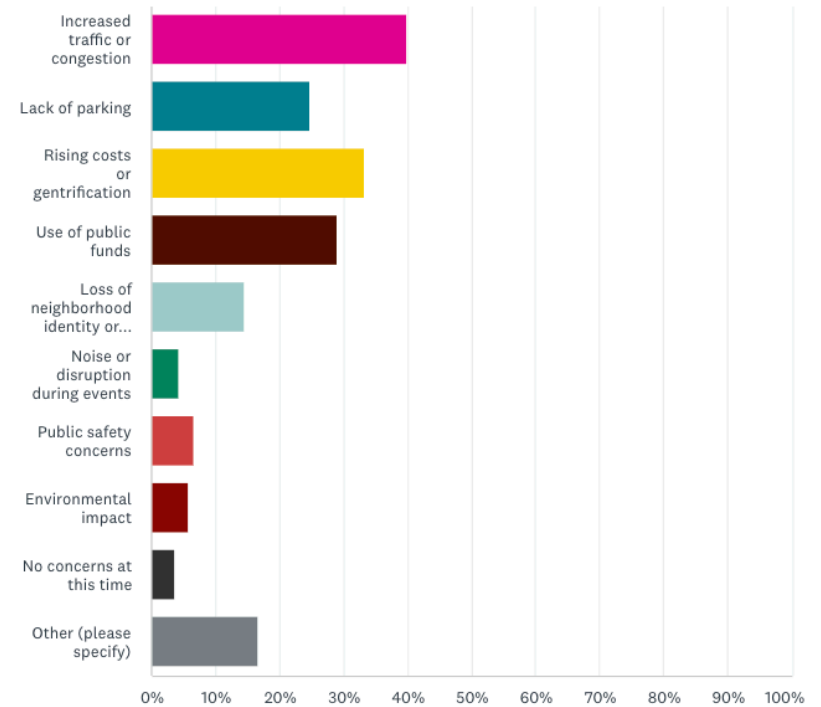
Answered: 138 Skipped: 0



Q12

What concerns, if any, do you have about this proposal or changes to the Sports and Entertainment District? (Select up to two)

Answered: 138 Skipped: 0

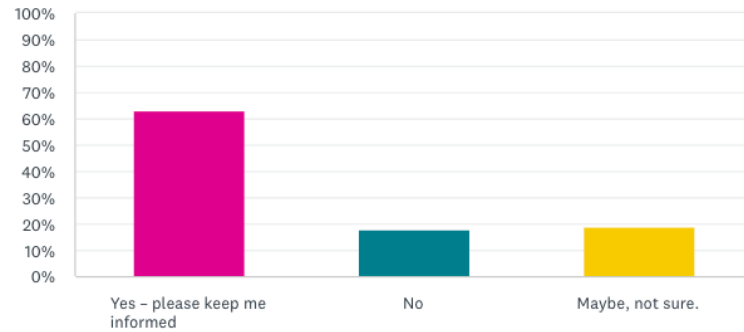




Q13

Would you like to stay involved or get updates about public meetings and planning activities?

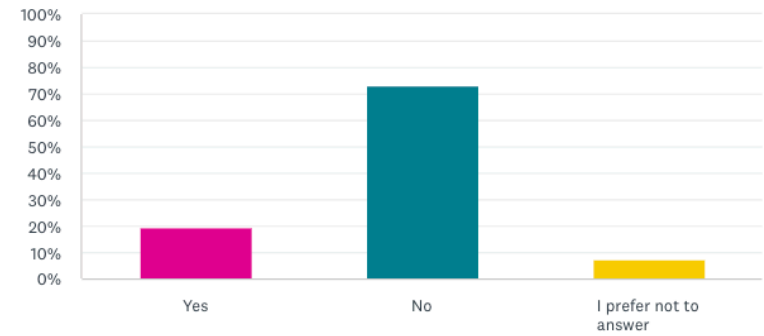
Answered: 138 Skipped: 0



Q16

Living with a disability or other chronic medical condition:

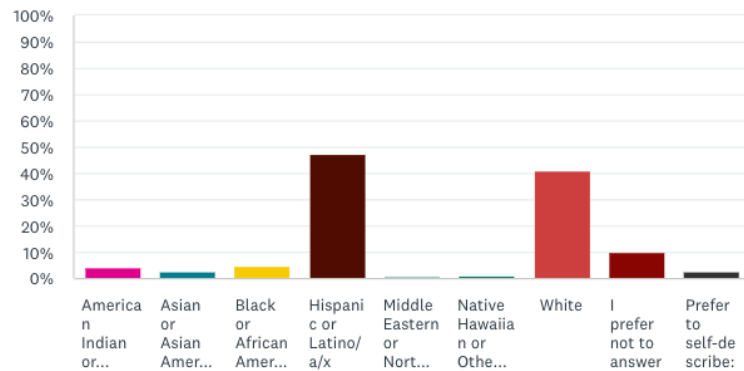
Answered: 119 Skipped: 19



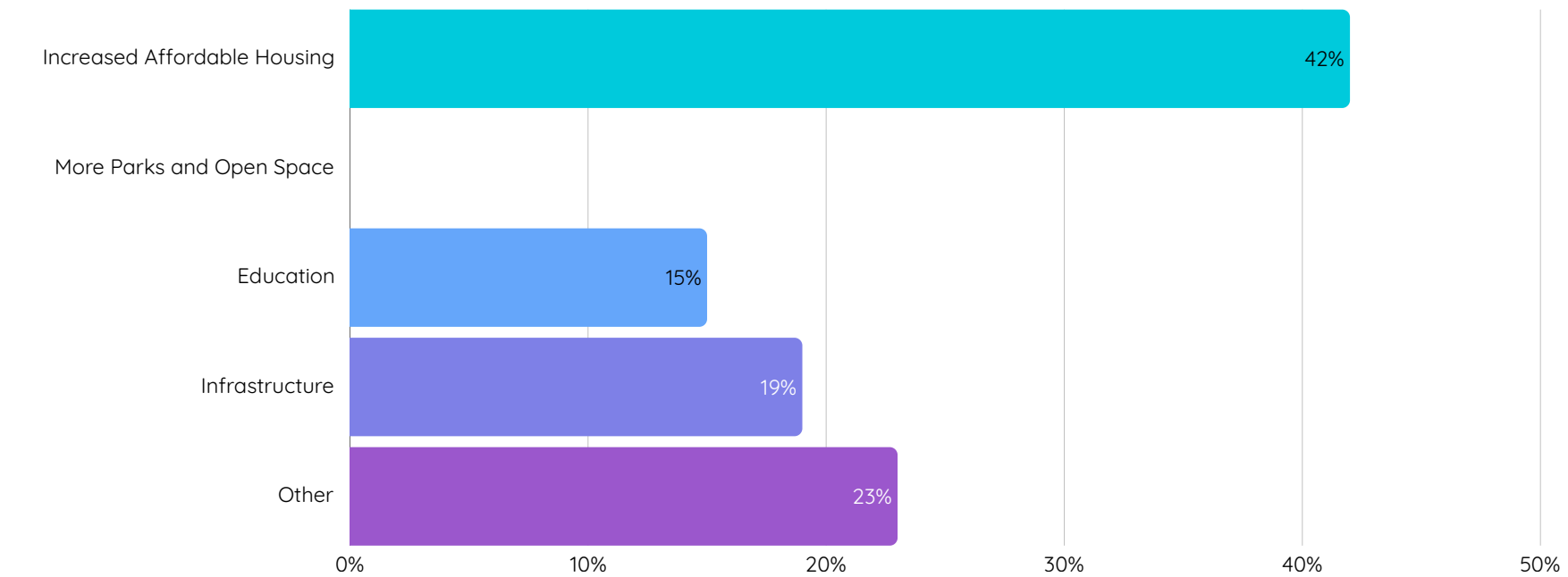
Q15

Race/Ethnicity (select all that apply):

Answered: 122 Skipped: 16



# Poll Question Results District 7



Total Responses: 26

**DISTRICT 8**  
[Table of Contents](#)

Basic Information

Meeting summaries

Focus Groups

Community Forum

Open house

Survey Results

Poll Question Results





## Basic Information

8 DISTRICT

Housing Focus Group: 15

Transportation Focus Group: 19

Community Forum: 35

Public & Community Space Focus Group: 10

Local Business: 13

Open House: 12

**Total Engagements: 109\***

\*This figure reflects individual participation across all focus groups and events. Each engagement represents a person's time and contribution to a specific session, following best-practice methods for inclusive public input tracking.





# Focus Groups

## Housing Focus Group

In District 8's Housing discussion, affordable housing emerged as a critical concern. Community members emphasized that any future development must integrate strategies to provide and preserve affordable, accessible, and sustainable housing. The sentiment was clear: housing is not secondary to economic development—it is foundational.

### Defining Affordability and Setting Expectations

Participants sought clarity around what qualifies as affordable housing, and what metrics should guide future planning. Residents wanted to know about the City's affordability targets for housing, especially as they relate to the Median Income Area (MIA). A commonly cited example was a family of three earning 30% of the area median income, or approximately \$24,000 annually. Attendees urged decision-makers to focus on people living at or below this income threshold and questioned whether enough housing at that level was being planned.

The importance of preservation was emphasized alongside new construction. Participants referenced past developments, such as Mission Trails Mobile Home Park, as examples where displacement occurred under the banner of progress. "We've made it hard for people to stay," one attendee remarked, describing how improvements along the riverfront were followed by the removal of residents deemed incompatible with new surroundings.

### Site Selection and Neighborhood Dynamics

Where affordable housing would be located was another key topic of discussion. Residents asked for a map of existing affordable housing to prevent duplication and better coordinate investments. One speaker referenced the La Vaca neighborhood as an example of underused land where Opportunity Home San Antonio (OHSA) owns parcels. Others noted that the area is already experiencing gentrification pressures.

It was suggested that future affordable housing align with public transit infrastructure, particularly along the Green Line. Still, questions remained about the feasibility of development in certain areas, and why large tracts of land—like those in La Vaca—remain undeveloped despite longstanding potential.

### Preservation, Accessibility, and Scale

Participants repeatedly emphasized that housing must be more than affordable—it must be accessible, age-friendly, and stable over the long term. Residents pointed to the lack of accessible housing and lengthy waiting periods that often leave individuals in prolonged uncertainty. There were calls to rehabilitate existing buildings, maintain current housing stock, and avoid displacement wherever possible.

Some advocated for a shift in thinking—from large, complex projects to smaller-scale developments that could be funded with a few million dollars and deliver measurable results. As one resident put it, "We need to start thinking smaller—something that's doable."

### Oversight, Financing, and Tax Impacts

The financing model for the district also prompted significant questions. Residents sought clarity on mechanisms like the Tax Increment Reinvestment Zone (TIRZ) and whether projected property tax increases would be reinvested equitably. The concern was that these tools might serve developers more than residents. There were repeated calls for strict oversight and transparency to ensure that rising land values do not lead to displacement or inflated tax burdens. "We can't give developers a free ride," one resident said, warning that unchecked development could undermine housing stability.

Questions were also raised about how bond funds are being allocated. Participants wanted to know whether upcoming bond cycles would include dedicated funding for land banking, mixed-income housing, and affordable housing incentives. The need for more inclusive public input was emphasized as future funding priorities are set.

### Short-Term Rentals and Market Pressure

Participants pointed to the growing number of short-term rentals as a factor worsening the housing shortage. Some noted that investors were purchasing small homes not for community living but for transient lodging. This trend was likened to challenges seen in cities like Waco, Texas. The City's current policy framework for managing short-term rental concentration was acknowledged, but many felt more stringent enforcement and policy updates were needed to prevent displacement and protect housing availability for residents.

### Human Costs of Displacement

Residents highlighted that displacement is not only a logistical challenge but also an emotional and social disruption. Moving someone from their home breaks more than just a lease—it breaks routines, networks, and the delicate systems families rely on, from childcare to transportation. One speaker noted

the significant emotional impact displacement has on an individual and/or family, underscoring the non-financial toll of involuntary relocation.

The City was acknowledged for its efforts in expanding the definition of displacement and requiring more detailed impact assessments from developers. However, several participants felt the process could be further strengthened by incorporating broader measures of socio-economic impact.

### **Housing and Workforce Stability**

The relationship between housing, wages, and workforce mobility was another recurring topic. Participants pointed out that when workers cannot afford to live near their jobs, local businesses suffer. One example cited was restaurants closing in far-flung areas like Stone Oak because workers could no longer afford the commute or found employment closer to home.

### **Looking Ahead**

There was wide consensus that affordable housing must be integrated into the district plan—not as an afterthought, but as a central component. Attendees asked whether future development downtown would require set-asides for affordable units, and whether city policy would mandate inclusionary housing practices.

The City's existing housing bond program and the work of the Housing Commission were acknowledged, including thousands of new units built for residents earning between 60% and 80% of the area median income. However, the need remains vast, with an estimated 28,000 units still required across San Antonio.

Above all, participants urged the City to remain vigilant, transparent, and responsive. Whether through better planning, more rigorous oversight, or genuine public engagement, the community made clear that any district development must prioritize human needs—starting with housing.





# Focus Groups

## Transportation Focus Group

The Transportation Focus Group brought community members together to discuss how mobility, parking, and infrastructure would impact the proposed long-term planning. Participants emphasized the need for practical, accessible transportation and parking solutions that manage event congestion, support reliable transit, and balance the needs of car drivers and pedestrians.

### Parking Supply, Tailgating, and Event Flow

A recurring topic was the proposed Alamodome parking garage and its impact on existing surface lots. Participants questioned how many spaces would be replaced and whether tailgating opportunities would be lost in the process. Some raised concerns about accessible parking, noting that current downtown ADA spaces are already scarce and difficult to use. Suggestions included widening standard spaces in the garage to better accommodate wheelchair users and considering the needs of an aging population.

Several participants voiced skepticism about whether the new garage would alleviate congestion, with some citing experiences of spending over two hours exiting existing facilities after large events. Others suggested exploring alternatives such as converting the John Woods Courthouse into additional parking space, though City staff noted its historic designation prevents demolition.

### Balancing Cars, Transit, and Ride Share

Participants worried that a dedicated bus lane could create a bottleneck when combined with ride-share drop-offs, resident access, and emergency vehicle movement. Many acknowledged that San Antonio's car-centric culture will make reducing vehicle demand challenging, with one noting that "Texas people will want to drive."

Despite this, there was strong interest in viable alternatives. Several participants expressed willingness to use a park-and-ride if it were convenient, safe, and reliable. They asked whether historical data existed on actual usage of Spurs or large-event park-and-ride services and requested more transparency about ridership numbers. VIA representatives explained that ticket sales and past event data help determine deployment levels but acknowledged that cultural adoption of mass transit remains limited.

### Accessibility and Micromobility

Accessibility was raised repeatedly, with participants emphasizing that all

solutions—whether micromobility hubs, downtown circulators, or shuttles—must be fully ADA-compliant. Several criticized past services such as the downtown trolley, calling for a redesigned system that is truly accessible to all.

Sidewalk conditions were also highlighted as a barrier. While one resident noted that there are plenty of side-walks downtown, there are also plenty of missing curb cuts, uneven pavement, and narrow paths that were described as "dangerous and hard to navigate," particularly for wheelchair users. Participants urged that any street or pedestrian improvements integrate accessibility features from the start.

### Cost, Technology, and Local Benefits

Questions about parking pricing were tied to equity and local access. Some suggested offering discounted pre-paid parking for San Antonio residents to encourage advance planning and reduce congestion. Others raised the need for real-time technology to guide drivers to available spaces or show average travel times using different options.

In addition to transportation logistics, participants voiced a broader desire to ensure that infrastructure investments create long-term public benefit. They called for clear coordination with TxDOT, more modeling of transportation flows for different event scenarios, and attention to future-proofing designs as technology and mobility patterns evolve.

### Comfort, Shade, and Public Space Integration

With San Antonio's climate in mind, participants stressed the importance of shaded routes and places to rest along walking paths, especially as the city's population ages. They urged that green space and pedestrian connections be designed not only for aesthetics but also for comfort and function during extreme heat.

### Trust and Next Steps

Underlying the discussion was a desire for transparency and accountability. Some participants worried that key decisions on parking and transit had already been made, while City representatives emphasized that the current plans serve as a baseline for community input. Participants urged continued dialogue and requested to see more detailed modeling and visualizations before final decisions are made.

Throughout the conversation, the group underscored the importance of designing a transportation and parking system that is inclusive, culturally realistic, and sustainable—one that serves both major events and the everyday life of San Antonio's.

# Focus Groups

## Public & Community Space

Residents continue to raise critical questions about access, infrastructure, equity, and transparency as plans for the Sports & Entertainment District evolve. While interest in the project remains high, questions persist about how public infrastructure will support the scale of development being proposed—and whether it will serve the needs of all San Antonians.

### Parking, Transit, and Traffic Flow

Community members emphasized that the fundamental challenge is access. Whether by car, rideshare, or public transit, getting in and out of the District remains difficult, particularly during major events. Several pointed to bottlenecks and congestion, noting that “ingress and egress of 6,500 people” can overwhelm the area well before an event starts.

The demand for parking remains central. Some questioned whether a new parking garage could realistically offset the loss of existing surface lots, and whether existing infrastructure—especially the roadways around the Alamodome—can handle increased traffic. “Without access and parking,” one participant remarked, “the project would fail.” Suggestions ranged from expanding dedicated garages to exploring structured underground parking, with calls for better modeling of future transportation flow to support planning.

Public transit, while acknowledged as important, was also described as limited and underutilized. Residents cited poor access to transit hubs, lack of parking near rapid transit options, and a general perception that public transit doesn’t meet their needs. “The whole narrative around public transit needs to change. We are way behind,” one participant said, pointing to successful models in other cities where walking, transit, and accessibility are well integrated with sports and entertainment venues.

There were calls for innovation, including bringing back accessible circulators, improving wayfinding through apps and AI, and leveraging ride-share infrastructure more intentionally. At the same time, others questioned why investments in infrastructure weren’t being prioritized over expanding the District itself.

### Connectivity and Safety

The proposed land bridge raised several practical and conceptual questions. Community members expressed wanting the bridge to connect the surrounding neighborhoods to downtown. People also wondered how a bridge could be built above a highway without slowing traffic. However, residents also noted that the current state of the area where the proposed land bridge would go is unsafe, especially in areas near the underpasses, which some described as uncomfortable or unsafe to traverse during late hours.

Residents drew comparisons to the Phil Hardberger Park bridge. A park representative present at the meeting noted that during its construction, efforts minimized disruptions by carefully managing lane closures. Residents asked the City to prioritize proactive communication throughout construction.

### Housing and Mixed Use

The question of whether housing belongs in an entertainment district surfaced repeatedly. Some saw it as a natural evolution: “It’s becoming the new norm,” one said, referencing examples from cities like Phoenix. Others expressed hesitation, citing concerns over affordability, displacement, and how such housing would be integrated with a space designed primarily for tourism and large events. One participant questioned whether AirBnB operators or outside developers were shaping the District’s priorities. There were calls to ensure housing remains accessible to working people, not just a revenue tool.

### Equity, Funding, and Public Benefit

There were doubts about the financial viability of the project without strong public investment in infrastructure, maintenance, and staffing. Some questioned whether it made sense to move forward when the City is facing a reported \$30 billion deficit.

Participants expressed frustration that daily needs are being overlooked. One resident voiced that the priority of the city should solely be focused on lifting people out of poverty and providing services for those that struggle on a daily basis to make ends meet. They pointed out the recent cuts in SNAP and Medicaid benefits and asked why more wasn’t being done to invest in food access, community gardens, and services for those who live in the area now. With the idea of implementing a community garden in the area, the resident responded with “it’s not enough”.

# Focus Groups

## Local Business Focus Group

The Local Business Focus Group in District 8 covered the challenges and opportunities related to transportation, parking, and accessibility within the proposed district. Participants highlighted the need for solutions that effectively support large events while maintaining everyday convenience for local residents and businesses.

### Existing Businesses and District Mapping

Participants stressed the need for a detailed map of existing businesses in and around the district. Understanding what currently operates there is critical to planning future development. Concerns were raised about new businesses potentially drawing customers away from local favorites like breweries and restaurants. Balancing local businesses with franchises was seen as important to enhance the district's overall appeal.

### Desired Activities and Audience

There was broad interest in activities that would attract visitors year-round, not just on event days. Drawing inspiration from successful districts such as the Pearl in San Antonio, Sacramento's Live District, and Nashville's entertainment areas, the community emphasized the importance of creating spaces that serve both locals and tourists. Retail, dining, and entertainment options that appeal to younger demographics were also noted as key to maintaining vibrancy.

### Tailgating and Parking Considerations

Tailgating remains a valued tradition, with many expressing apprehension about how redevelopment could affect it, especially regarding surface parking lots. The example of UT Austin, which accommodated tailgating through use of parks and street spaces, was suggested as a model for maintaining affordability and access for event attendees.

### Accessibility, Parking, and Transit Challenges

Attendees highlighted ongoing challenges with parking and access to district attractions, citing difficulty in getting to areas like the Pearl due to limited parking. Suggestions included increasing walkability with amenities such as grocery stores and farmers markets, along with affordable and free event programming

to ensure the district appeals to diverse economic groups.

### Integration of Student Life and Academic Resources

Questions arose about how nearby institutions, particularly UTSA, would influence district development. The need for student-focused amenities — including housing, transit connections, grocery options, medical services, and nightlife — was emphasized. Opportunities to create incubators for architecture and hospitality students were also discussed as ways to foster collaboration and economic growth.

### Affordability and Community Inclusion

Concerns about affordability were voiced, with participants urging that the district maintain a range of offerings accessible to all income levels. The group cautioned against creating a tourist-centric zone filled with souvenir shops, instead advocating for inclusive spaces that serve residents and visitors alike. Historic Preservation and Cultural Identity

The importance of preserving historic and cultural landmarks, such as the San Antonio Museum of Art and the Mexican Culture Plaza, was underscored. Maintaining these assets is seen as vital to protecting the district's unique character.





# Community Forum

## 1. 3 Big Ideas District 8

### Table 1

- Downtown connectivity
- Outlook activation
- Repurpose Alamodome parking lot

### Table 2

- Fund the arena - top priority
- Focus bond election only on district -narrow scope not just city wide
- Expand transportation options

### Table 3

- Create an experience that is safe and accessible
- Attract playoff games to set people down -tailgating
- Partner with existing business with parking -after work

### Table 4

- Porch watcher-how to get people into civic engagement
- When are we getting money figures with a timeline for each piece of the project
- Redevelopment of in place street structure-bike lanes, car lanes, bus lanes, etc

### Table 5

- Numbers for infrastructure bond by august 2025, whats the rush
- Spurs can build affordable housing complex
- AI for traffic control

### Table 6

- Shade
- Vertical parking with solar panels
- Green space>parking lot at Alamodome

### Table 7

- Choices for foods and sweets
- Special events
- Splash pads

### Table 8

- Parking and access to it
- Preserve historic buildings and neighborhoods
- What's the draw for locals

## 1. 3 Big Ideas District 8 - Visual Cluster



## Community Priorities at a Glance

The word cloud displayed here synthesizes the most frequently mentioned themes gathered during the “3 Big Ideas” sessions of each district’s Community Forum. This visual representation offers a quick, intuitive overview of the collective voice of residents—highlighting the words and priorities that surfaced most often during table discussions.

## District 8 Draft Principals and Feedback

### Transportation & Mobility

Make it easier to access and move around the District through a range of integrated, forward-looking mobility solutions.

- Expand transportation options—including bus, walking, and bike infrastructure
- Improve connectivity downtown and to the District.
- Improve street infrastructure with dedicated bike, car, and bus lanes
- Expand walkability and shade for a more comfortable pedestrian experience.
- Use technology to achieve smarter traffic and parking systems
- Coordinate with nearby businesses to expand event parking options

### Urban Design & Activation

Create a vibrant and welcoming District that encourages public life, celebrates local character, and offers experiences for all ages.

- Activate public spaces with outdoor events
- Splash pads, food and sweets vendors, and photo-worthy landmarks.
- Reimagine underused areas

like Alamodome parking lots for green space, tailgating, and recreation.

- Incorporate vertical parking structures
- Free up land for people-first spaces.
- Take inspiration from beloved places like Hemisfair to create a dynamic environment that serves both locals and tourists.

### Governance & Transparency

Ensure the community understands how decisions are made and how funding is spent, with clear opportunities for input.

- Provide a public-facing timeline and financing breakdown for each piece of the District's development.
- Use bond funding strategically—focused and narrowly scoped—to prioritize infrastructure and arena improvements.
- Ensure transparency around bond numbers and timing so residents feel informed, not rushed.

### Community & Economic Equity

Make sure the District serves local residents—not just visitors—by investing in the people who live and work nearby.

- Provide opportunities for local food vendors and businesses.
- Encourage civic participation and resident feedback to shape long-term investments.
- Spurs should contribute to community needs and funding for the arena.

### Preservation & Identity

Honor San Antonio's heritage while building a District that feels authentic and connected to place.

- Preserve historic buildings and nearby neighborhoods as part of the District's identity.
- Ensure redevelopment complements, rather than replaces, existing culture and community.

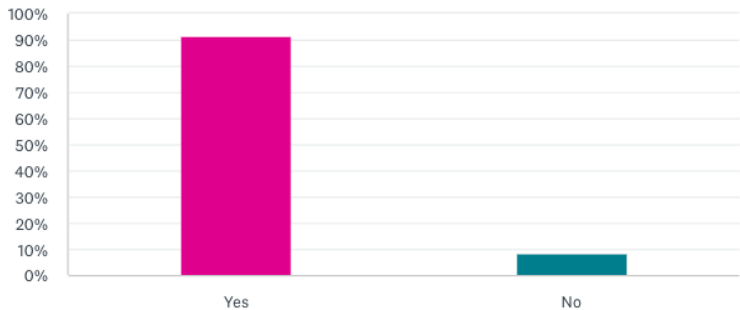


# Survey Results District 8

Q1

Did you watch the video?

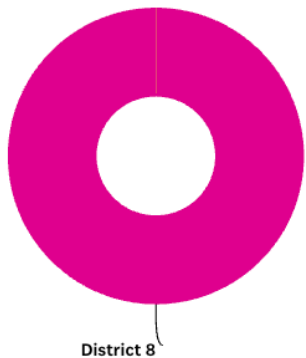
Answered: 151 Skipped: 0



Q2

City Council District:

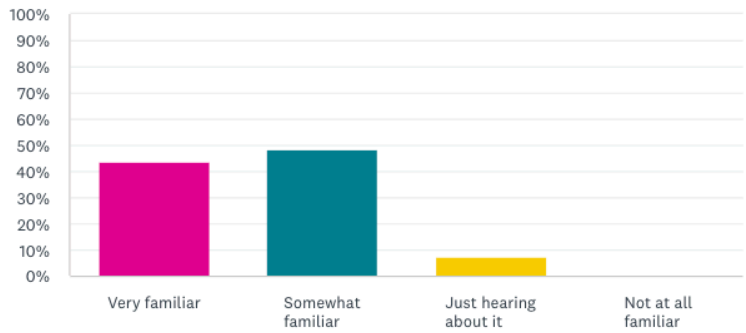
Answered: 151 Skipped: 0



Q3

How familiar are you with the proposed downtown Sports and Entertainment District project?

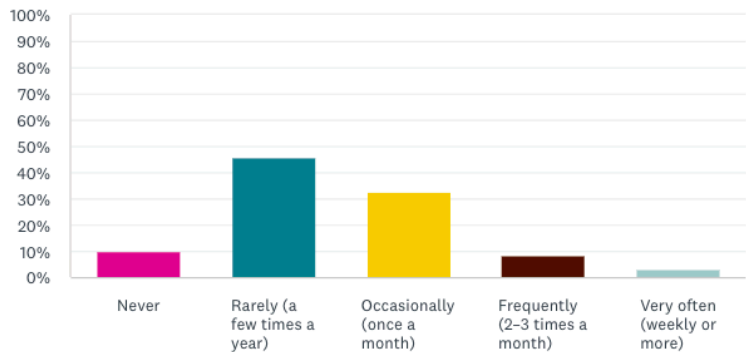
Answered: 151 Skipped: 0



Q4

How often do you attend large events downtown like concerts, sports, or cultural celebrations like Fiesta, Diwali, and Dia de Los Muertos?

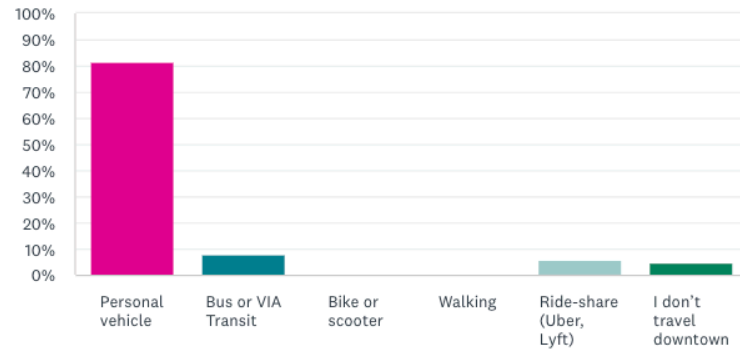
Answered: 151 Skipped: 0



Q5

How do you usually travel to downtown San Antonio for large events? (Select your primary mode)

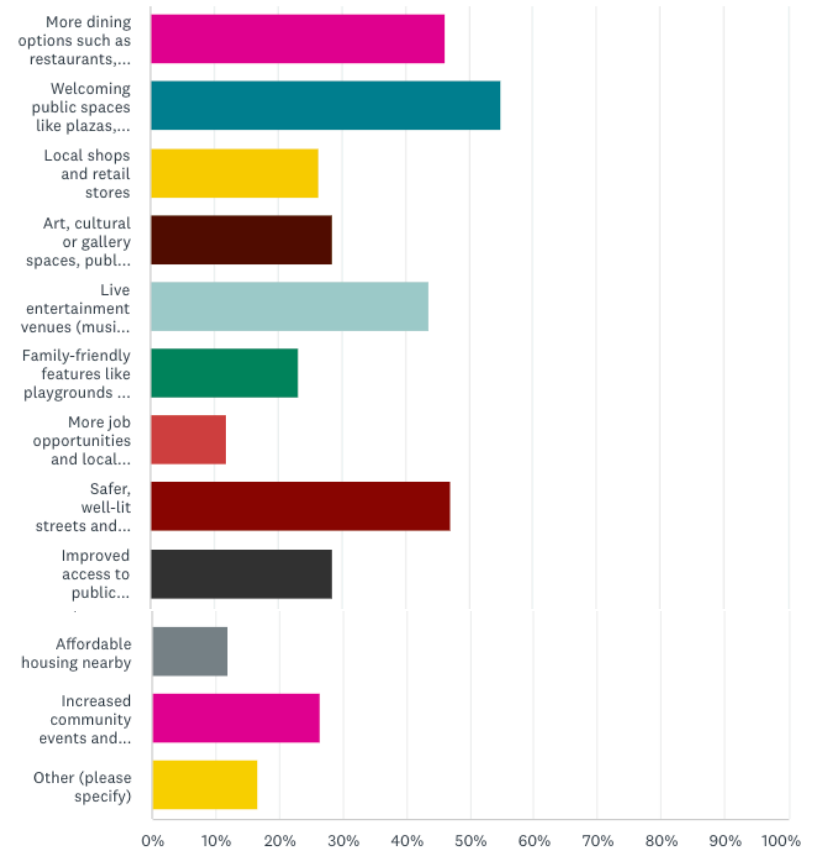
Answered: 151 Skipped: 0



Q7

What types of amenities would enhance your overall experience when visiting the Sports and Entertainment District? (Select up to five)

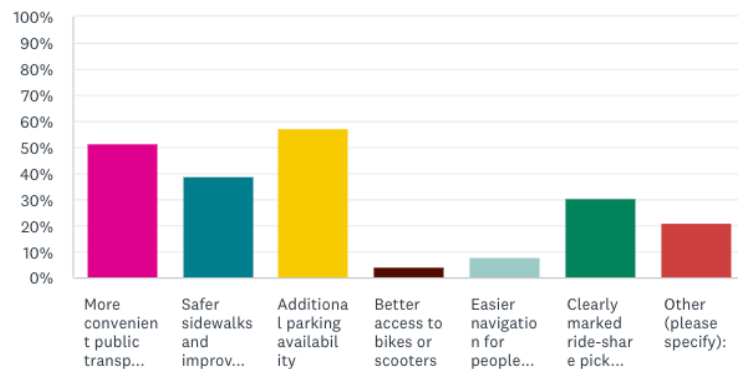
Answered: 151 Skipped: 0



Q6

What would make it easier or more enjoyable for you to travel to events or Spurs games in the Sports & Entertainment District? (Select up to three)

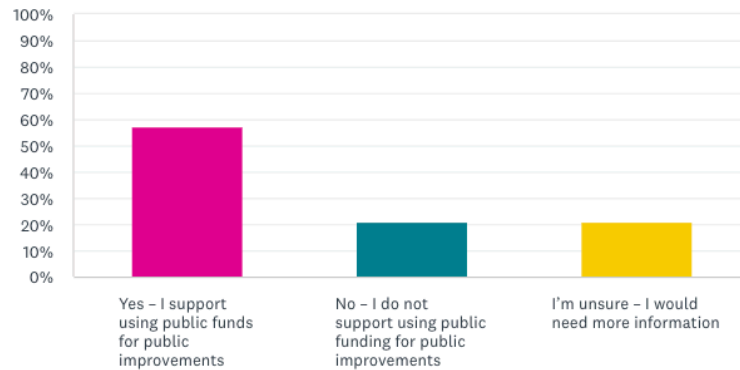
Answered: 151 Skipped: 0



Q8

No property taxes from general tax payers will be used to build the Spurs Arena. However, would you support the use of City bonds to improve traffic, walkability, and pedestrian safety for Sports and Entertainment District if the San Antonio residents were to vote on the City bonds?

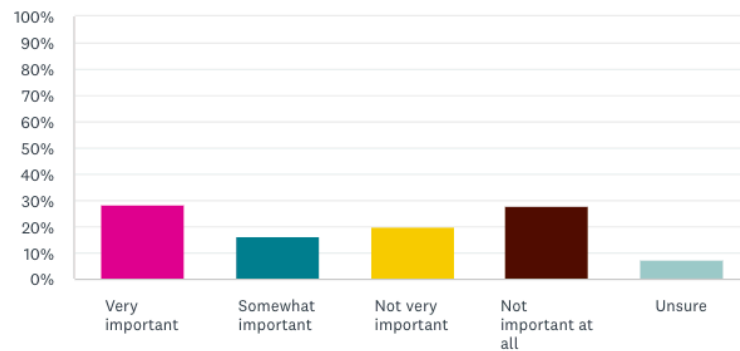
Answered: 151 Skipped: 0



Q9

How important is it that the Sports and Entertainment District includes nearby affordable housing options?

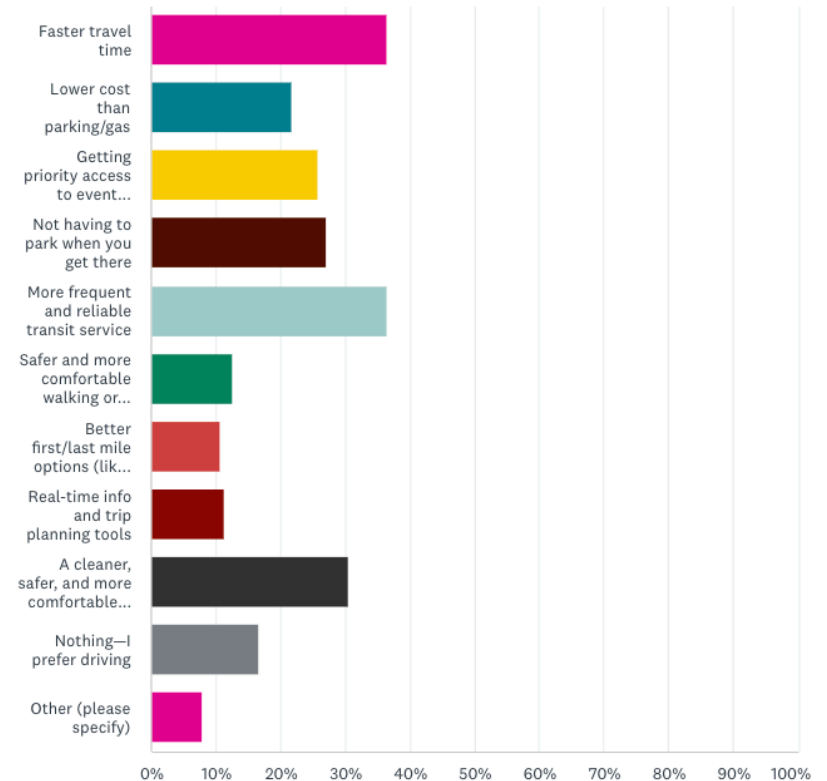
Answered: 151 Skipped: 0



Q10

What factor would make you consider using something other than a personal vehicle to get to downtown San Antonio? (Select up to three)

Answered: 151 Skipped: 0

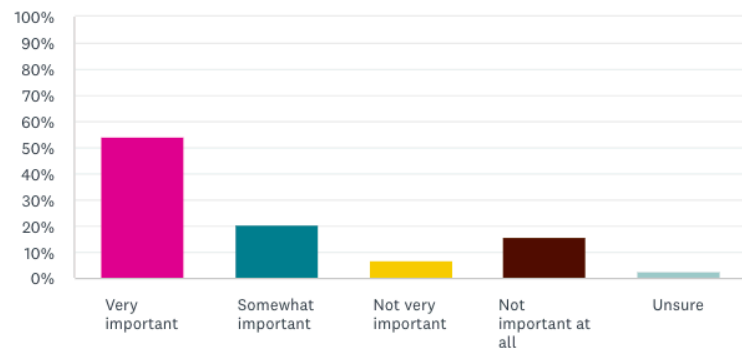




Q11

How important are the Spurs to San Antonio culture?

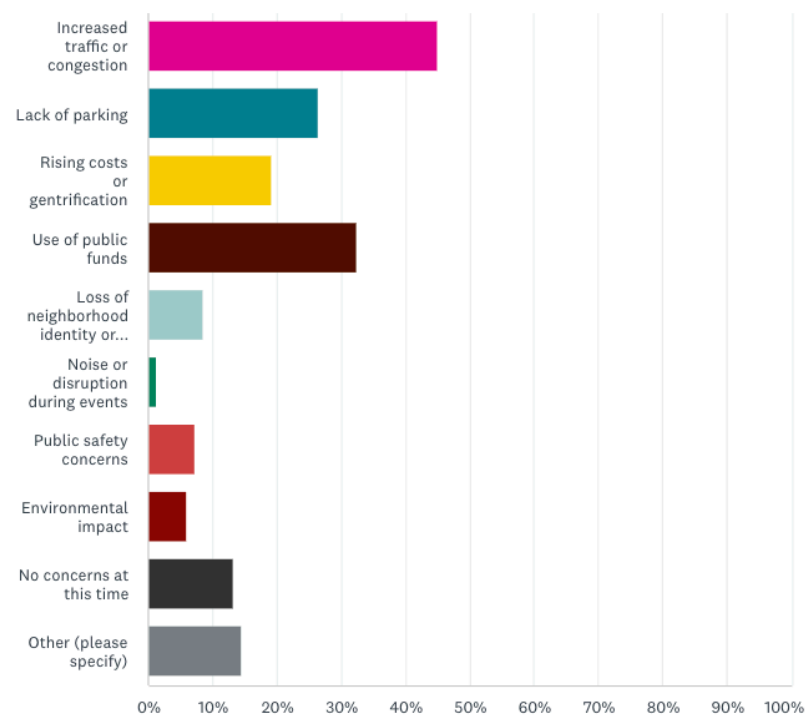
Answered: 151 Skipped: 0



Q12

What concerns, if any, do you have about this proposal or changes to the Sports and Entertainment District? (Select up to two)

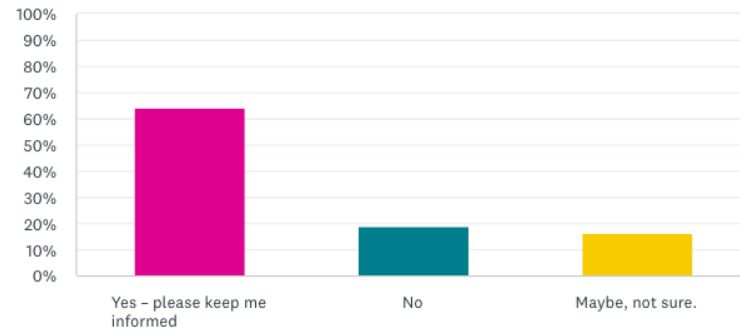
Answered: 151 Skipped: 0



Q13

Would you like to stay involved or get updates about public meetings and planning activities?

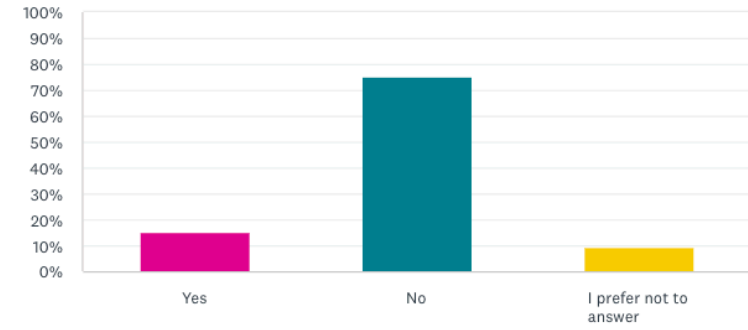
Answered: 151 Skipped: 0



Q16

Living with a disability or other chronic medical condition:

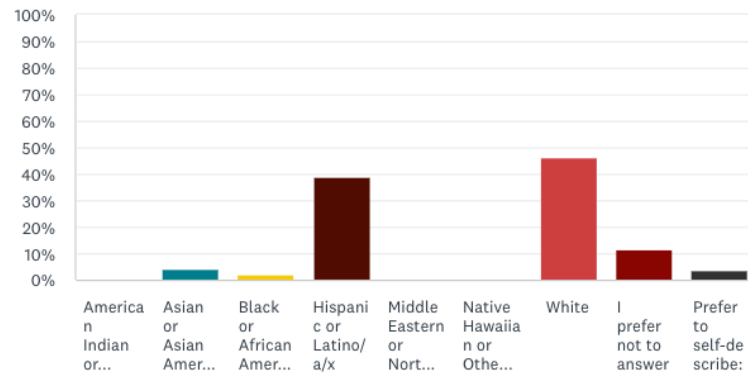
Answered: 137 Skipped: 14



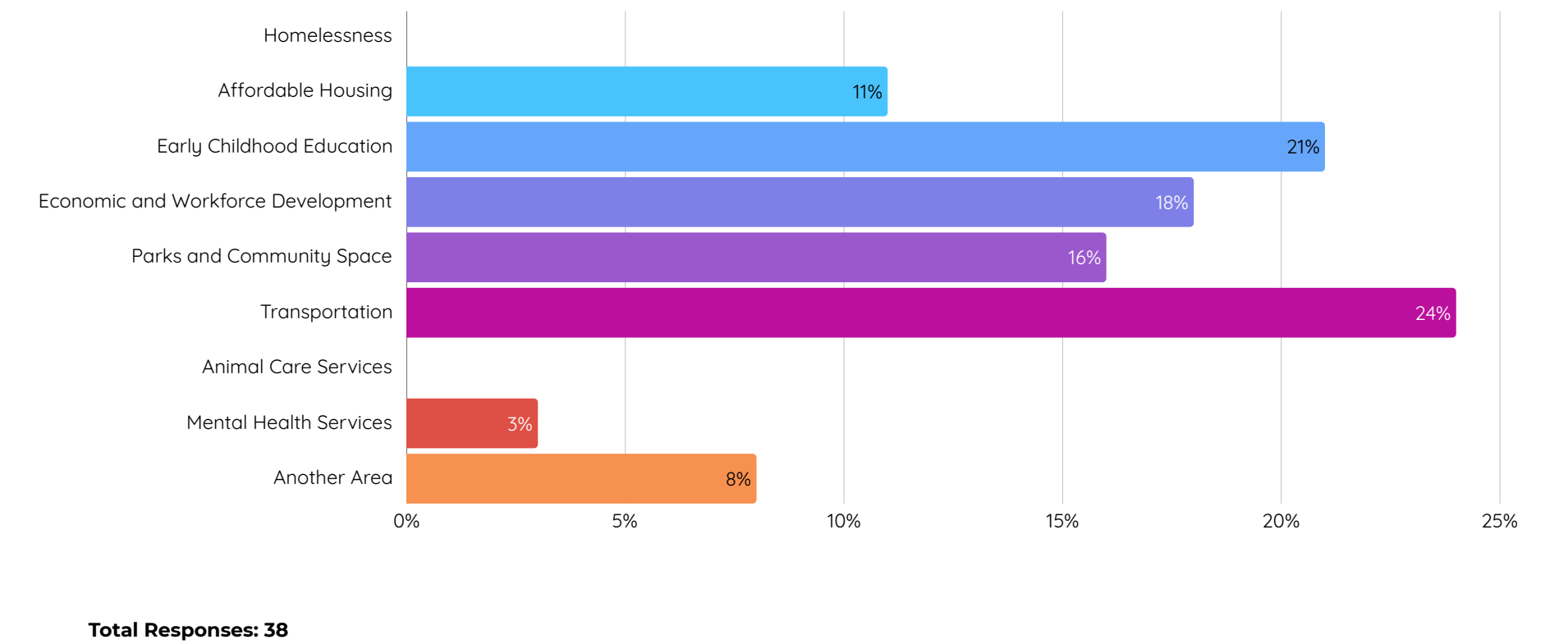
Q15

Race/Ethnicity (select all that apply):

Answered: 138 Skipped: 13



# Poll Question Results District 8





**DISTRICT 9**  
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Basic Information

Meeting summaries

Focus Groups

Community Forum

Open house

Survey Results

Poll Question Results



## Basic Information

9  
DISTRICT

Housing Focus Group: 22

Transportation Focus Group: 13

Community Forum: 45

Public & Community Space Focus Group: 14

Local Business: 9

Open House: 8

**Total Engagements: 111\***

\*This figure reflects individual participation across all focus groups and events. Each engagement represents a person's time and contribution to a specific session, following best-practice methods for inclusive public input tracking.





# Focus Groups

## Housing Focus Group

The District 9 Housing Focus Group discussion highlighted a mix of cautious support and apprehension about how proposed development would impact affordability, downtown livability, and existing residents. Participants called for clearer definitions, financial transparency, and a stronger commitment to protecting vulnerable households while ensuring downtown remains viable for a range of income levels.

### Housing, Affordability, and Financial Concerns

Participants raised significant questions about the type and affordability of housing being proposed in the Sports & Entertainment District. Many asked whether the housing would be low-cost or market-rate and called for a clear definition of “affordable housing,” including the Area Median Income (AMI) levels being considered. City staff shared targets tied to their 10-year strategic housing plan, which includes goals for 60% AMI (around \$50,000 for a family of three) and 30% AMI (around \$25,000 for a family of three). They also mentioned plans for Permanent Supportive Housing (PSH), mixed-income units, and market-rate developments. However, residents noted that brochures detailing AMI were not available during the meeting, contributing to ongoing confusion.

Concerns about accessibility and supply were prominent. The waitlist for affordable housing at 30–60% AMI currently has 60,000 applicants, yet some units remain vacant. Residents questioned when and how this issue would be evaluated, urging the City to prioritize those who have been waiting the longest. Several highlighted that Airbnbs, especially within a three-mile radius downtown, are generating significant income but are out of reach for working-class residents. The financial impact of the project on taxpayers was also a recurring topic. One resident questioned if San Antonio's tax revenue and tourist spending could sustain the project without burdening residents. Participants requested a breakdown of funding percentages and greater clarity on how debt would be managed. Some worried that heavy reliance on tax dollars could increase financial risk.

While there was support for additional downtown housing, including mixed-income developments and infill or vertical housing, skepticism remained. Some participants expressed doubts that the project would benefit working-

class residents, with one remarking that “it will be like the Pearl Area,” where affordability has been a persistent issue. Others opposed low-income housing downtown due to high parking costs and safety concerns.

### Use of Land, Development Priorities, and Mixed-Use

Residents called for more examples and visual references to illustrate what affordable and mixed-use housing might look like in the proposed district. Comparisons to cities such as Los Angeles, Austin, Oklahoma City, and Denver were requested to better understand potential outcomes.

Questions arose about the role and function of mixed-use development—who would use it, how it would operate, and what specific benefits it would deliver to residents. There was also a call for a clear project timeline and defined responsibilities, including who would oversee the project after construction.

Some suggested focusing development on the south side rather than concentrating new housing downtown, noting that downtown is already congested and, for some residents, no longer a place they visit. Others advocated for converting vacant office spaces into residential units or repurposing closed schools into housing to meet demand without overburdening existing neighborhoods.

### Parking, Transit, and Connectivity

Transportation challenges were a consistent theme. Participants pointed out the lack of sufficient bus service, stressing the need for better public transit and more park-and-ride options to make downtown accessible. High parking costs were viewed as a deterrent to both housing and visitation.

The proposed land bridge drew skepticism, with residents stating that it has not been implemented anywhere else and needs further study. They urged the City to ensure that a Landbridge in the area would connect neighborhoods rather than serve the Venues.

### Cultural Assets, Institutions, and Local Impact

The conversation also addressed the role of cultural and community institutions in the district. Support was voiced for places of worship, such as the Lutheran church across from La Villita, which attracts many visitors. Public-private partnerships for parking were seen as beneficial to supporting these institutions and maintaining accessibility.

Residents asked about the future of the Texas Cultural Institute, emphasizing the need to preserve cultural assets as part of the district's evolution.



### **Safety, Neighborhood Stability, and Equity**

A local coach highlighted issues of crime and gun violence, warning that these could deter tourism and undermine community trust. Others worried about the potential use of eminent domain, calling for written protections to safeguard citizens and taxpayers.

Equity was a recurring undercurrent. Several participants questioned whether the proposed development would deliver meaningful benefits to working-class residents or primarily serve special interests. They sought assurances that residents would not face additional debt and that protections would be in place to prevent displacement or negative impacts on surrounding neighborhoods.

### **Expectations, Trust, and Long-Term Accountability**

Throughout the discussion, participants expressed both hope and skepticism. Many said they are open to supporting development if promised outcomes—such as affordable housing, functional transit, and protections for residents—are delivered.

Residents requested concrete numbers, renderings, and clear comparisons to other cities to better understand what is being proposed. They also emphasized the importance of long-term accountability, asking who will take ownership of the project once it is complete and how success will be measured.

In all, the dialogue reflected a community seeking development that is transparent, equitable, and grounded in the realities of San Antonio's neighborhoods. Residents want planning that addresses daily needs, protects existing communities, and ensures that investments lead to lasting benefits for all.

## **Focus Groups**

### **Transportation Focus Group**

District 9's discussion on transportation reflected a mix of cautious support and strong concern about the level of public investment, the effectiveness of proposed strategies, and the potential long-term benefits to residents. Many participants questioned how the costs and responsibilities would be distributed, and whether the project's ambitions were aligned with the realities of San Antonio's existing infrastructure and financial constraints.

#### **Key Intersections and Event Impacts**

The intersection at César Chávez and South Alamo was described as heavily trafficked and difficult for pedestrians to navigate safely, especially in the evenings when visibility is poor. Participants supported a detailed study to address these conditions. Events like marathons were also flagged as disruptive to businesses downtown, with calls for better planning to minimize the impact of street closures on local operations.

#### **Spurs Redevelopment and Uncertainty**

The role of the Spurs project drew pointed questions. Some asked whether the team planned to move forward regardless of the bond and what would happen if the Spurs were to leave in the future. The level of city funding tied to this project remained a focal point, as participants tried to understand whether the bond was critical or if alternative funding strategies could be pursued.

#### **Parking, Transit, and Street Design**

Parking strategy was another area of debate. District 9 representatives noted that piecing together small lots was insufficient for venues that hold 65,000 people. One resident suggested that this was the time to pursue meaningful public transportation investments, and pointed to rail as a solution.

The city emphasized its focus on synchronizing traffic signals, widening sidewalks, and planting shade trees, citing the importance of improving pedestrian comfort during San Antonio's long hot season. At the same time, some cautioned against reducing vehicle lanes, arguing that main streets require at least two lanes in each direction to function effectively.

### VIA Updates and Public Transit Experience

VIA representatives outlined several projects in progress, including the Green Line from the airport to Steves Avenue (expected 2027) and the Silver Line from General McMullen to Frost Bank Center (expected 2029). These projects are planned to operate with frequent service, while the Better Bus Plan aims to improve existing routes to 30-minute headways. VIA Link, a rideshare service downtown priced at \$1.30, is also being expanded.

Despite these efforts, participants questioned the credibility of ridership projections and whether current metrics justified the investments. Some shared personal frustrations using VIA's trip planning tools, describing them as inefficient and difficult to navigate.

### Connectivity, Park & Ride, and Last-Mile Access

Residents called for more park-and-ride locations, particularly along the loops, to improve access to downtown. Suggestions included revamping existing facilities such as the Evans and 281 Park & Ride. The cost of last-mile travel was also a concern, with one participant sharing, "It costs me \$40 in Uber... if I could save that and not worry about driving home, that would be worth it."

### Equity, Affordability, and Community Benefit

Equity was a recurring theme, with participants warning against leaving behind those who already struggle to make ends meet. The affordability of both housing and transportation was linked to broader concerns about the types of jobs the project would create. "If you can't afford rent, you can't afford a car. You're going to depend on public transportation," One resident talked about the importance of providing good, reliable public transportation, as that would ensure that the

### Sports & Entertainment District is accessible for all income levels.

Participants also stressed that new jobs generated by the project should provide more than low wages tied to tourism. They urged the City to consider ways to reduce the costs associated with visiting and staying downtown, framing this as a meaningful community benefit.

### Looking Ahead: Trust and Accountability

Throughout the meeting, participants asked what other community benefits could be secured as part of this initiative. They encouraged city leaders to consider strategies that lower the cost of access, parking, and accommodations in order to make downtown an attractive destination for residents.

There was appreciation for ongoing planning efforts, but also a clear desire for transparency, strong coordination among agencies, and measurable commitments that will hold up over time. The City noted that all comments from the session would be forwarded to Council and that a Community Benefit Agreement is in development to address public feedback.

Participants were invited to continue contributing ideas at the evening's map-based workshop, where they could mark concerns and suggest improvements directly on the project area. The conversation underscored the community's insistence that investments be balanced, equitable, and responsive to the realities of daily life in San Antonio.



# Focus Groups

## Public & Community Space

This Public & Community Space focus group in District 9 revealed both appreciation for existing amenities and a desire for improvements that better serve residents and visitors alike. Most attendees said they visit downtown parks, though a few had not been in several years. The conversation emphasized accessibility, affordability, and the preservation of cultural identity as critical to shaping future investments.

### Accessibility, Parking, and Transit

Parking was identified as a persistent challenge. ADA parking remains limited, and residents questioned whether current options are affordable for locals. Suggestions included building additional multi-story garages, though concerns arose about where they could be located and who would bear the cost. Some recalled the convenience of VIA service at Stone Oak, describing it as easy and affordable, while noting that current Park and Go services are not viewed as practical.

Participants supported investments in public transportation, including the possibility of rail, but cautioned that long-term funding must be clarified. Dallas was cited as an example where rail exists but is reportedly underused, raising questions about viability. During Spurs games, park-and-ride services were previously available but are no longer offered, contributing to traffic and access issues. Narrow streets were mentioned as a barrier to reaching the existing 1,000-car garage. Many felt a revitalized park-and-ride system could alleviate these pressures.

### Walkability, Wayfinding, and Public Amenities

Improving the pedestrian experience was a recurring theme. Suggestions included solar-powered covered walkways and a master walkway across downtown that could be color-coded to symbolize neighborhood ownership and enhance wayfinding. Requests for better signage, additional bathrooms, and QR codes to help locate amenities reflected a desire for practical, user-friendly solutions.

## Cultural Integration and Educational Opportunities

Participants expressed a strong interest in celebrating local culture and history through downtown improvements. Ideas included creating an observatory or educational space that integrates Native American history and community representation. COSA staff noted that Yanaguana Park already includes some elements of historic storytelling, but participants asked for more visible and engaging features. They also encouraged collaborative artwork involving students and local artists to reflect San Antonio's identity.

Residents voice the importance of maintaining the area's historic character, with several emphasizing that future development must balance modernization with preservation. The removal of the Texan Cultural Center was cited as an example of how valued resources can disappear. COSA staff explained that the center has been relocated to the Frost Tower and that plans exist for a permanent structure near the Alamo, which would also include a parking garage.

### Infrastructure Needs and Funding Questions

The conversation repeatedly returned to infrastructure and the need for clear, transparent planning. Water, sewer, electricity, and solar were identified as critical components that must be addressed alongside parking and transportation. Some questioned how these improvements would impact SAWS and whether residents would ultimately bear the cost.

Attendees pressed for a master plan that prioritizes ADA access, wayfinding, and parking while considering the broader needs of those coming downtown. The question of how improvements would be funded—particularly whether property taxes would rise—remained unresolved. While the presenter said taxes would not increase, participants wanted a detailed explanation of how the project would be financed and how much money is required. They also asked who benefits financially from hotel-related improvements and whether these investments would serve the public as well as private interests.

### Safety, Tourism, and Neighborhood Impact

Some attendees felt that an increase in tourism could help revitalize the area, while others believed current crime levels discourage locals from visiting downtown. Expanded policing and security were identified as priorities, alongside neighborhood-level feedback to ensure improvements do not negatively impact nearby communities.



### Community Sentiment and Future Planning

Cautious support emerged for new development if it helps retain the Spurs and delivers on promises of broader community benefit. However, participants remained skeptical about transparency, citing the need for more information on the project's financial structure and long-term outcomes. Comparisons to other cities such as Dallas, Houston, and Austin highlighted a desire for San Antonio to think creatively and innovate while celebrating its culture and educating future generations.

The discussion concluded with a clear call for a comprehensive master plan that ties together parking, transit, cultural programming, and public amenities. The sentiment was that all considerations—from infrastructure to identity—must be addressed for downtown to become a space that works for everyone.



## Focus Groups

### Local Business Focus Group

The discussion on local business and community support within the proposed Sports and Entertainment District reflected a strong interest in creating spaces and opportunities that are dynamic, inclusive, and rooted in San Antonio's identity. Participants shared a vision that extends beyond entertainment, emphasizing innovation, entrepreneurship, and equitable access to resources.

#### Activating Underutilized Spaces

Participants encouraged the use of underutilized spaces, such as unbooked conference rooms and parking infrastructure, for purposes that benefit the community. Ideas included transforming these areas into business incubators, innovation labs, or event venues that are accessible to residents. One person noted the importance of avoiding investments in facilities “nobody’s using,” pointing to models where event spaces have been opened for public use. There was a call to leverage San Antonio's strengths, including its proximity to Austin and its standing as a leader in cybersecurity, to create an environment that fosters innovation.

#### Innovation and Future-Focused Opportunities

The concept of a “Sports and Entertainment Innovation District” was brought up at this discussion. Interest in programming that prepares youth for future industries, including technology, AI, and biotech was expressed. The need for hands-on learning opportunities that develop practical skills beyond traditional degrees was stressed. The vision was not only about attracting cutting-edge sectors but also about creating accelerators and training spaces that connect local talent with emerging opportunities.

#### Inclusion of Small Businesses

Ensuring that small businesses are part of the district's success was a recurring priority. Participants stressed that local vendors should have first access to event opportunities, such as parades or arena functions, and that spaces within the district should be reserved to support homegrown enterprises. They cautioned against development that disproportionately benefits hotels or national chains while leaving local entrepreneurs behind.

### **Flexible Business and Coworking Spaces**

There was support for creating shared meeting and conference spaces that downtown professionals and entrepreneurs could access. Flexible, coworking-style models were seen as valuable, particularly for those who need to meet with clients or city representatives but do not maintain offices downtown. These spaces were described as essential for supporting the city's growing base of independent workers and small business owners.

### **Local Branding and Identity**

Participants suggested a program to help visitors easily identify and support San Antonio-based businesses. A local symbol or decal could signal authenticity and encourage spending at locally owned establishments. This idea stemmed from the observation that when traveling, people often seek out local businesses, and similar cues could enhance the visitor experience in San Antonio.

### **Signage, Wayfinding, and Connectivity**

Wayfinding was highlighted as critical to connecting the district with surrounding neighborhoods, such as Southtown and the East Side. Participants called for signage systems that not only guide people through downtown but also promote exploration of nearby communities. Improved connectivity was seen as a way to strengthen both the district and its surrounding areas.

### **Transportation, Traffic, and Mobility**

Traffic congestion and inconsistent traffic light timing were noted as barriers to doing business downtown. Participants described the need to synchronize lights on major streets like Blanco, San Pedro, and West Avenue, explaining that this would reduce pollution, save time, and improve fuel efficiency. Traffic was described as a deterrent for those commuting from areas like Stone Oak, further underscoring the importance of accessible transit options.

### **Multigenerational Inclusion**

The conversation emphasized the need to include all age groups in the district's development. Seniors, in particular, were described as a population that often feels overlooked. One participant noted, "You're missing a huge population," referencing the daily activity at local senior centers as evidence of the demand for inclusive spaces and programming.

### **Economic Development and City Programs**

City staff shared information about existing programs to support small businesses, including the Small Business Economic Development Advocacy (SBEDA) program, partnerships with LiftFund for zero-interest loans, and initiatives like LaunchSA and mentor-protégé programs. The biotech sector's activity near the district was also noted. Participants saw value in using these existing models to shape programs within the district.

### **Office Trends and Commercial Space**

Participants observed that several firms with historic ties to downtown have relocated, though some would consider returning if conditions improved. Barriers to attracting and retaining businesses downtown included the lack of affordable dining options, service-oriented retail, and other daily conveniences for office workers. Houston's underground ecosystem was cited as an example of design that supports downtown office culture.

### **Housing and Office Conversions**

Questions were raised about whether the city is incentivizing the conversion of underused office buildings into housing. City staff confirmed that efforts are underway, though specifics were not provided during this session. The conversation suggested that adaptive reuse could play an important role in diversifying downtown housing and revitalizing underutilized spaces.

### **Looking Ahead: A District for Everyone**

Final reflections reinforced the desire to create a district that is inclusive, future-focused, and reflective of San Antonio's culture. Participants envisioned a space that supports innovation, economic opportunity, skill-building, and local pride across generations and industries. The recurring sentiment was clear: the district should be "something for everybody," balancing economic growth with community benefit and ensuring that local businesses and residents are active participants in its success.

# Community Forum

## 1. 3 Big Ideas District 9

### Table 1

- Parking at the Alamodome
- Repurpose of Thompson transit center
- Convention center expansion is important, hotel will come later with private money

### Table 2

- Safety, accessibility for attendees and workers, late night bus routes for workers and attendees
- Connecting the new sports entertainment center to other areas of interest, maybe via trolleys are ease of crosswalks
- Direct via ramps to highways to facilitate traffic flow

### Table 3

- Don't trust the city
- Commitment from spurs to stay in SA for 20 years?
- SA contracting is incompetent

### Table 4

- 50 % of the table is not for the sports and entertainment district and proposed green line-invest in parks instead

- Increase pedestrian safety especially around La Villita
- Increase public safety, less homelessness and crime

### Table 5

- Casino
- Feris wheel
- Garage deck with self driving cars

### Table 6

- Affordable housing units and not displacing people and place where workers can afford to live
- Low cost parking and better public transit -connecting to missions
- Ensure living wages for workers

### Table 7

- Access to bus and parking
- Honesty and transparency
- Continuity of parch beautifications

### Table 8

- Concentric circles of intervention. No crisp black line at boundaries of projects
- More physical connections between existing neighborhoods across I37. Don't leave them isolated
- Continued improvement of safety in downtown area

### Table 9

- More opportunities for accessible, free validated parking in the area that helps bring locals downtown-keep revenue local. Utilize existing infrastructure, and alienate physical limitations from those who would like to go avoiding but cant
- More eat and drink opportunities in the area that can withstand the capacity/influx of tourism and can support regular locals
- Utilizing features of successful local hotspots in the production of the compound to ensure safety.

### Table 10

- Cost to the taxpayers
- Keep it San Antonio
- Safety for pedestrians and public

### Table 11

- Physical space sufficient to accommodate people
- Parking sufficient
- How keep from out pricing locals



# Community Forum

## 1. 3 Big Ideas District 9 - Visual Cluster



### Community Priorities at a Glance

The word cloud displayed here synthesizes the most frequently mentioned themes gathered during the “3 Big Ideas” sessions of each district’s Community Forum. This visual representation offers a quick, intuitive overview of the collective voice of residents—highlighting the words and priorities that surfaced most often during table discussions.

## District 9 Draft Principals and Feedback

### **Equitable Engagement & Transparent Communication**

Promote transparent, consistent communication with the public to build trust and ensure residents are meaningfully involved in shaping the District's direction.

- Acknowledge diverse public perspectives and create more opportunities for early, inclusive engagement.
- Provide clear, accessible information about funding, responsibilities, and anticipated outcomes.
- Ensure accountability by communicating progress and following through on commitments.

### **Transportation & Connectivity**

Design a district that is well-connected, multimodal, and accessible to all users regardless of income or mobility.

- Balance parking, public transit, and pedestrian needs to support both event crowds and everyday users.
- Strengthen connections between neighborhoods, venues, and major city destinations.
- Prioritize ease of access for all modes—walking, transit, micro-

mobility, and vehicles.

### **Public Safety, Accessibility & Walkability**

- Ensure the District is welcoming and safe for residents, workers, and visitors alike.
- Invest in infrastructure that supports safe, comfortable movement day and night.
- Apply inclusive design standards that ensure accessibility for people of all abilities.
- Address safety concerns through a coordinated, compassionate approach.

### **Housing Stability & Affordability**

Promote policies that protect housing access for current residents and allow workers to live near where they work.

- Encourage the integration of affordable housing within and around the District.
- Avoid displacement by supporting affordability in both housing and commercial spaces.
- Reinforce a local-serving district that remains accessible to small businesses and community members.

### **Planning & Development Priorities**

Guide development with flexibility, long-term vision, and attention to public benefit.

- Embrace adaptable, future-ready infrastructure that can serve evolving community and event needs.
- Support mixed-use development that blends major venues with parks, open space, and community-serving uses.
- Promote planning that connects rather than fragments neighborhoods.

### **Community Safety & Support**

Foster a district that reflects shared responsibility for community well-being.

- Create safe, welcoming public spaces through thoughtful design and ongoing maintenance.
- Address social service needs—including support for those experiencing homelessness—as part of a holistic district vision.

### **Data-Informed & Inclusive Planning**

Use data and community input to guide decisions and measure success.

- Align project goals with measurable equity and access

outcomes.

- Maintain open feedback loops to ensure the plan responds to evolving community priorities.

### **Local Culture, Economy & Entertainment**

Root the District in San Antonio's unique identity and entrepreneurial spirit.

- Prioritize local businesses and cultural assets in both planning and activation.
- Encourage inclusive experiences that reflect the city's diversity and creativity.
- Ensure new attractions and amenities enhance—not replace—local character.

### **Trust & Governance**

Establish clear commitments and maintain public confidence through responsible leadership.

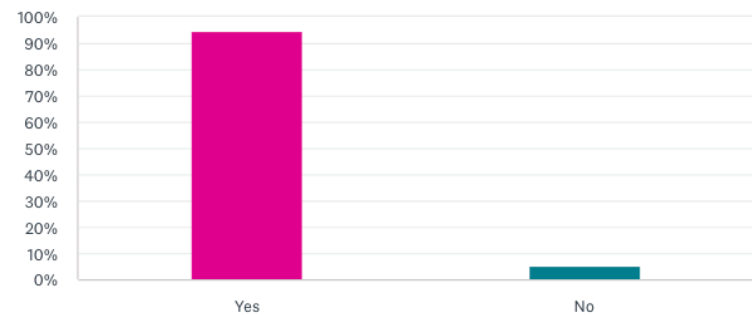
- Build lasting partnerships with private entities that prioritize community benefit.
- Set transparent expectations for timelines, delivery, and long-term stewardship.
- Strengthen public oversight and align implementation with community values.

# Survey Results District 9

Q1

Did you watch the video?

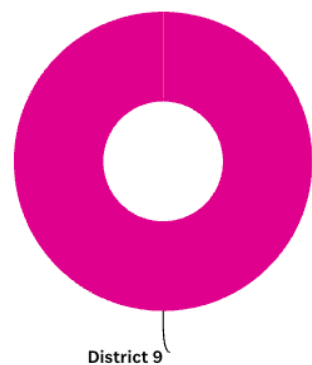
Answered: 185    Skipped: 0



Q2

City Council District:

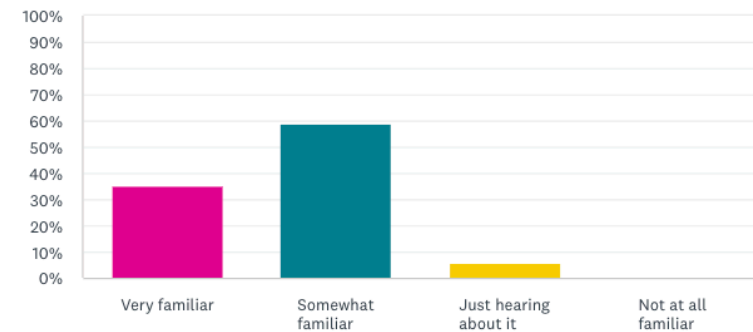
Answered: 185    Skipped: 0



Q3

How familiar are you with the proposed downtown Sports and Entertainment District project?

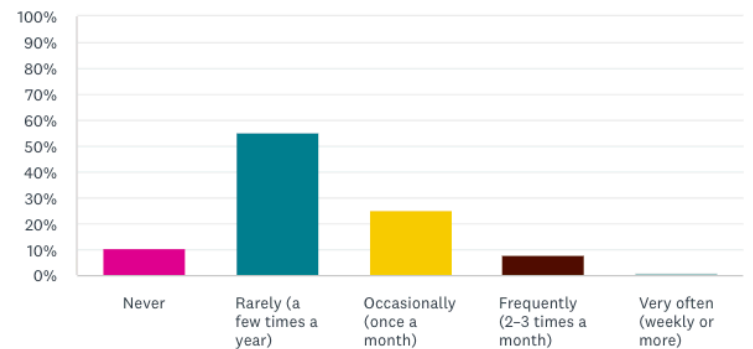
Answered: 185    Skipped: 0



Q4

How often do you attend large events downtown like concerts, sports, or cultural celebrations like Fiesta, Diwali, and Dia de Los Muertos?

Answered: 185    Skipped: 0

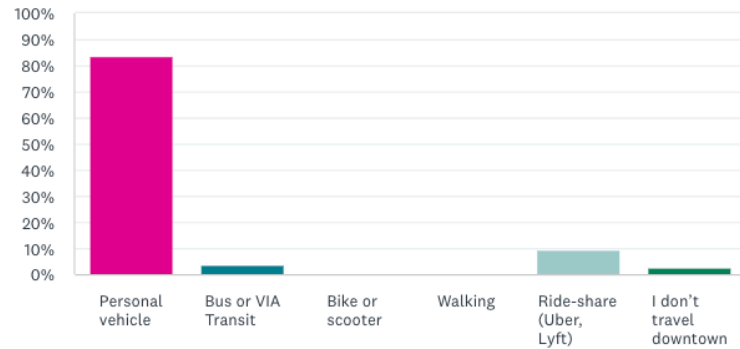




Q5

How do you usually travel to downtown San Antonio for large events? (Select your primary mode)

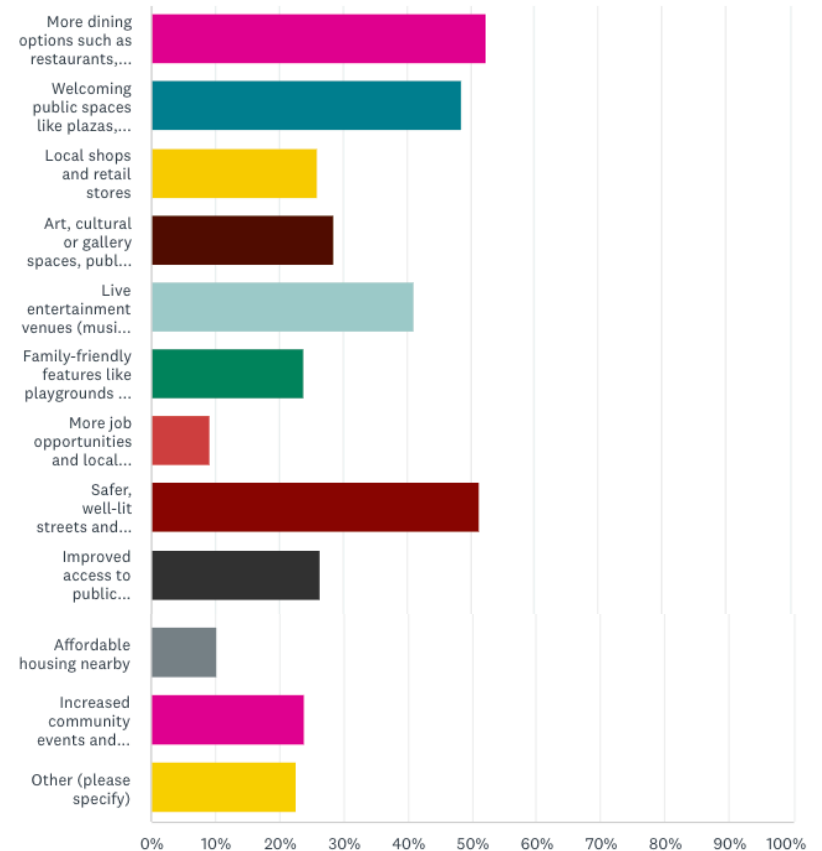
Answered: 185 Skipped: 0



Q7

What types of amenities would enhance your overall experience when visiting the Sports and Entertainment District? (Select up to five)

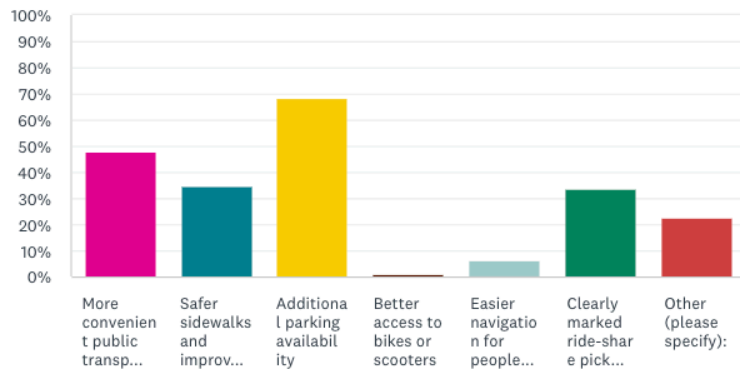
Answered: 185 Skipped: 0



Q6

What would make it easier or more enjoyable for you to travel to events or Spurs games in the Sports & Entertainment District? (Select up to three)

Answered: 185 Skipped: 0

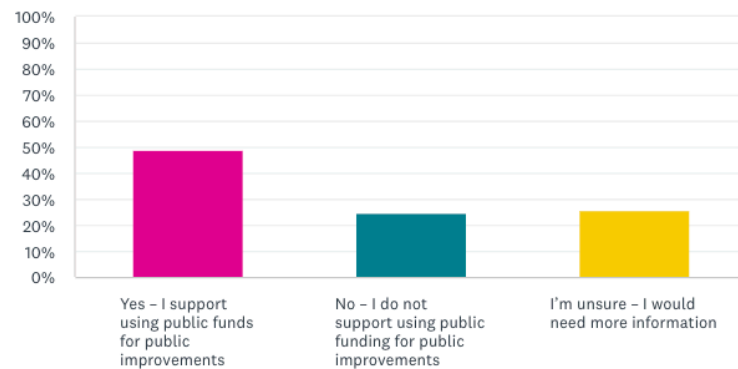


Q8



No property taxes from general tax payers will be used to build the Spurs Arena. However, would you support the use of City bonds to improve traffic, walkability, and pedestrian safety for Sports and Entertainment District if the San Antonio residents were to vote on the City bonds?

Answered: 185 Skipped: 0

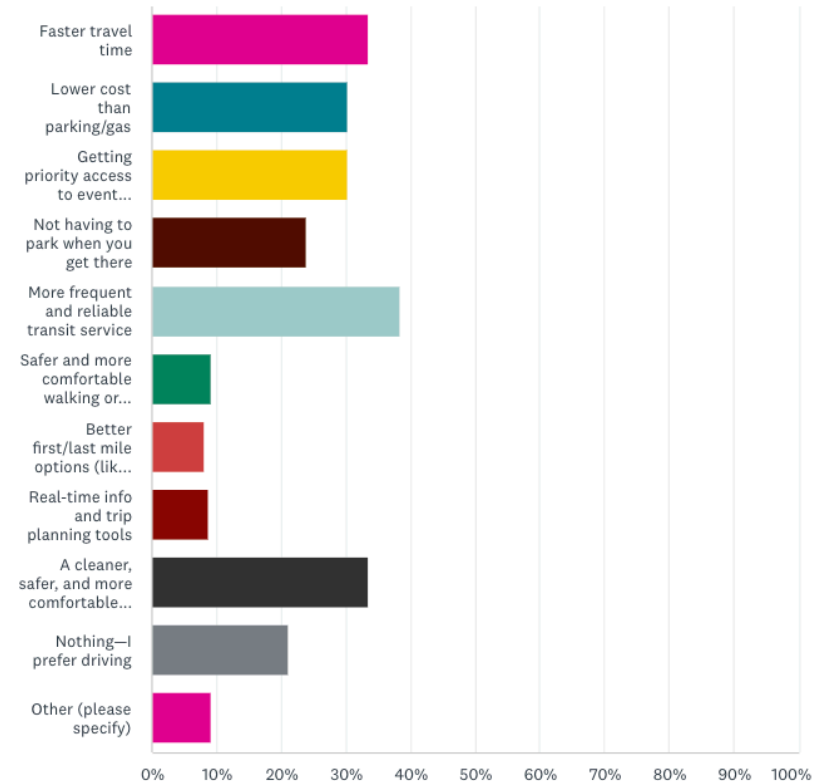


Q10



What factor would make you consider using something other than a personal vehicle to get to downtown San Antonio? (Select up to three)

Answered: 185 Skipped: 0

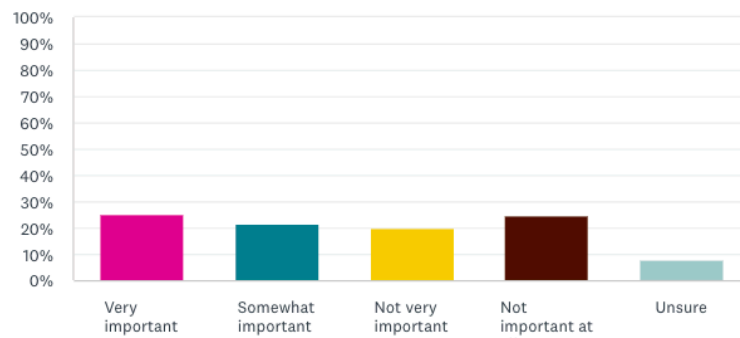


Q9



How important is it that the Sports and Entertainment District includes nearby affordable housing options?

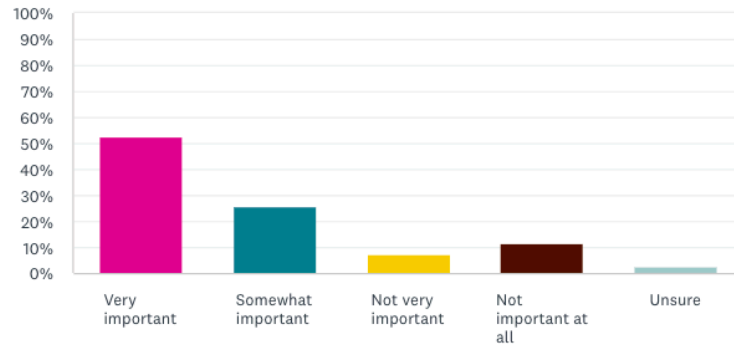
Answered: 185 Skipped: 0



Q11

How important are the Spurs to San Antonio culture?

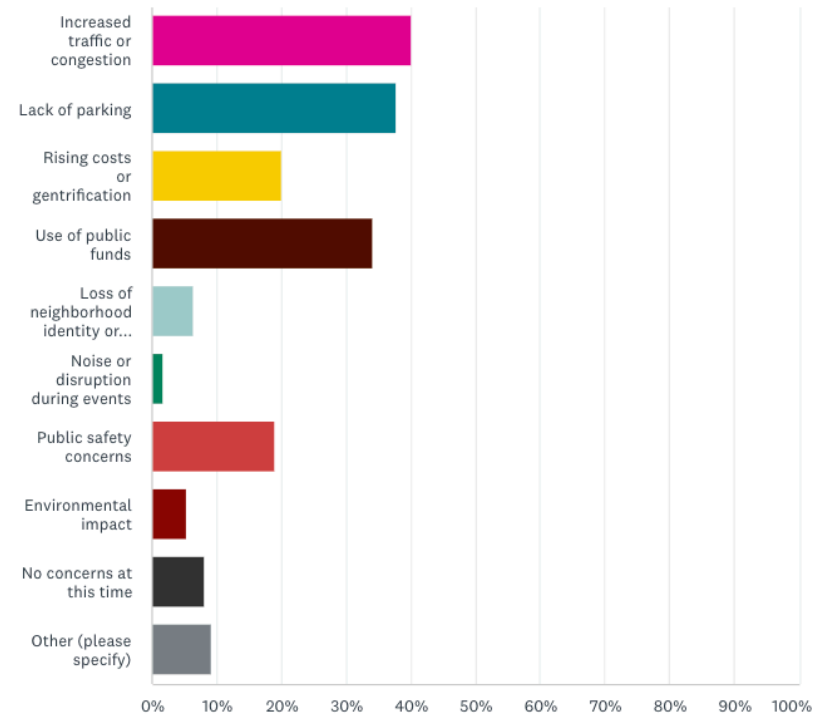
Answered: 185 Skipped: 0



Q12

What concerns, if any, do you have about this proposal or changes to the Sports and Entertainment District? (Select up to two)

Answered: 185 Skipped: 0

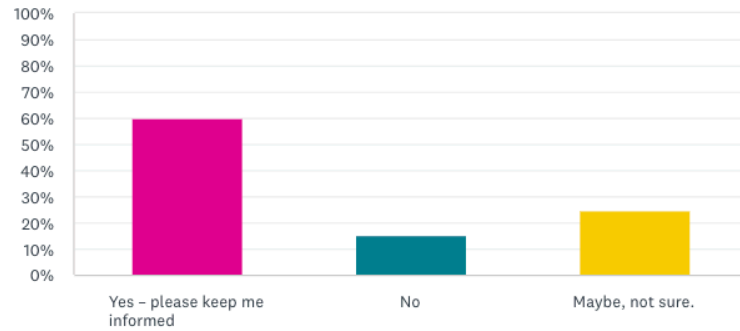




Q13

Would you like to stay involved or get updates about public meetings and planning activities?

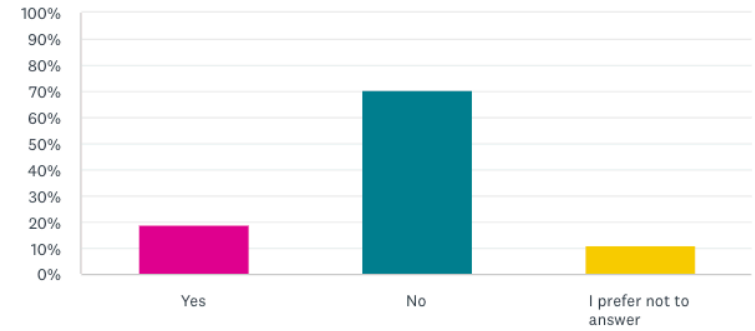
Answered: 185 Skipped: 0



Q16

Living with a disability or other chronic medical condition:

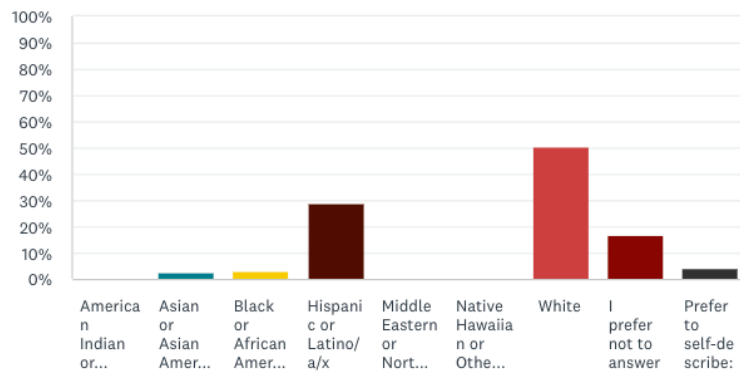
Answered: 176 Skipped: 9



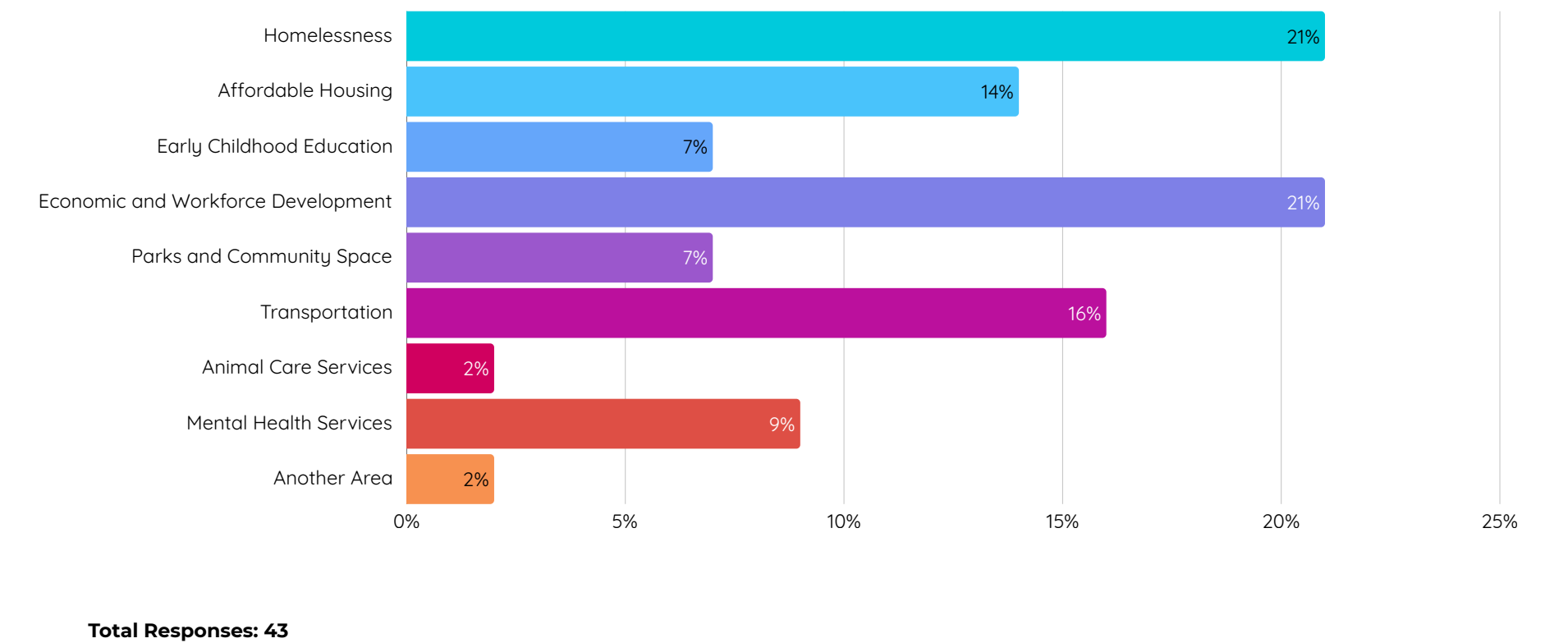
Q15

Race/Ethnicity (select all that apply):

Answered: 176 Skipped: 9



# Poll Question Results District 9



**DISTRICT 10**  
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Basic Information

Meeting summaries

Focus Groups

Community Forum

Open house

Survey Results

Poll Question Results

# 10

DISTRICT



## Basic Information

# 10

DISTRICT

Housing Focus Group: 20

Transportation Focus Group: 11

Community Forum: 112

Public & Community Space Focus Group: 20

Local Business: 17

Open House: 5

**Total Engagement: 185\***

\*This figure reflects individual participation across all focus groups and events. Each engagement represents a person's time and contribution to a specific session, following best-practice methods for inclusive public input tracking.



# Focus Groups

## Housing Focus Group

### Housing, Displacement, and Affordability

The conversation on housing within the proposed Sports and Entertainment District focused on gentrification, and need for deeply affordable options in the inner city. Participants voiced a sense of urgency, noting that displacement has already occurred, citing the example of the soap factory apartments where around 700 service industry workers were forced to relocate. Residents questioned how these issues are being addressed, asking where displaced people are expected to live and how those who work in the district will be supported.

Affordability was repeatedly tied to wages, with many emphasizing the need for housing that meets the realities of workforce salaries. Deeply affordable housing—targeted to households earning \$30,000 to \$40,000 annually—was identified as a significant gap. Workforce housing was also mentioned as important to consider in this project. Participants were clear that housing for the backbone of the service economy must be a priority, particularly as federal funding cuts to HUD programs and summer school meal programs create additional strain on vulnerable populations.

Concerns were raised about decisions that limit affordable housing opportunities, such as District 10's rejection of a housing proposal. Residents pointed out that opposition to affordable housing persists in many neighborhoods, which compounds the challenge of finding suitable housing solutions.

### Displacement

The topic of displacement carried a strong undercurrent throughout the meeting. Participants stated that displacement is already happening to many. Questions were raised about why the need for housing was not addressed sooner and how the City plans to prevent further displacement as new development takes shape. The City noted that displacement will not occur with this project and acknowledged that they are working on a Displacement Impact Study. Some expressed frustration over what they perceived as closed-door meetings, calling for greater transparency about how affordable housing needs will be fulfilled. Others questioned whether businesses involved in the development might return to ask for additional funding, emphasizing the need for clear commitments and

accountability.

### Housing Supply, Design, and Density

Several participants urged the City to build high-density housing to meet demand and preserve affordability before the area becomes more desirable and costs rise. There was criticism of single-story housing developments downtown, with calls to make better use of land currently allocated to parking. Residents suggested building mixed-use structures with residential units above parking, similar to models seen in Austin, and subdividing apartments to offer a variety of housing types within larger buildings.

Examples of preservation and intervention were highlighted, such as the Housing Trust stepping in to save the Robert E. Lee apartments—70 units for seniors with disabilities—keeping residents close to essential services like healthcare. Participants viewed such actions as critical to protecting vulnerable populations.

### Workforce Housing and Human Needs

The conversation consistently returned to the need to support those who work in the venues, restaurants, and hotels tied to the district. A lack of nearby housing and inadequate transportation options were described as major barriers to sustaining businesses and ensuring workers' well-being. One resident reflected, "If people can't work, play, and live in the same place, they're going to struggle." Restaurants were mentioned as examples of businesses failing because their workforce cannot afford to live nearby. Participants urged the City to think about human needs first, pointing to the connection between housing, transportation, and economic vitality.

### Homelessness and Public Perception

Participants noted an increasing visible presence of homelessness, with several sharing observations of large homeless populations downtown and in areas such as San Pedro near the airport. This was described as a citywide issue, not confined to the entertainment district. Some residents expressed discomfort visiting downtown due to safety concerns, while others stressed the need for strategies that address homelessness with dignity and effectiveness.

### Funding, Bonds, and Community Benefits

The discussion raised questions about how housing and infrastructure improvements will be funded. While the City pointed to the December 2021 Housing Policy and the May 2022 \$150 million housing bond, participants wanted more information on outcomes and future plans. The City reported that these efforts have produced around 5,000 affordable units, including 500 units for homeless housing, and are working to preserve existing homes. However,



many felt that the gap remains significant, particularly for deeply affordable and permanent supportive housing.

Participants suggested that thousands of affordable units need to be built and preserved now to prevent future shortages as the area becomes more desirable, particularly if the Spurs' success draws more development. They emphasized the importance of integrating housing goals with broader infrastructure needs, describing housing and transportation as inseparable.

The idea of a community benefits agreement surfaced, with residents asking how such agreements would be financed, who would decide on the benefits, and who would be included in decision-making. Others questioned why an economic impact study had not been completed earlier, expressing the need for this analysis before further community meetings.

### **Access to Information and Public Engagement**

Residents also stressed the need for better communication, noting that around 20 percent of citizens do not have internet access and therefore cannot easily access project updates. Neighborhood associations were identified as key channels for distributing information, but participants urged the City to ensure broader outreach.

Concerns were expressed about whether public comments will be fully reported and made available to the community. Attendees asked if the final report would be posted online and advocated for consistent transparency throughout the process.

### **Looking Ahead: Preservation and Equity**

The discussion concluded with a shared belief that everyone deserves a dignified place to live. Participants urged the City to preserve affordable housing now, build it at the scale required, and ensure that development supports—not displaces—the workforce and long-time residents. They called for a vision that balances economic growth with human needs, linking housing, transportation, and community benefits as essential elements of the district's future.

## **Focus Groups**

### **Transportation Focus Group**

#### **Transportation, Accessibility, and Event Mobility**

The conversation on transportation and access to the proposed Sports and Entertainment District reflected a mix of frustration, creative ideas, and a strong desire for improvements that go beyond event days. Participants expressed that mobility planning must consider daily life, integrate multiple modes of travel, and ensure safe and equitable access for everyone.

#### **Parking, Flow, and Event Traffic**

Parking emerged as one of the most pressing concerns. Attendees described long exit times from garages like Tobin and Prospect Center, often leading them to leave games early to avoid congestion. The experience at major events, such as the USAA Christmas party and Spurs games, was cited as chaotic, with some reporting it took nearly two hours to arrive and park. Residents questioned how thousands of cars could be accommodated at the new venue and urged planners to consider the flow of traffic both into and out of the area.

There was skepticism about whether a 2,500-car garage would be sufficient, with questions about who would own and manage it, and how accessible parking for people with disabilities would be guaranteed. Several emphasized that accessible spaces must be nearby and easy to reach. Others pointed out that existing garage designs contribute to bottlenecks, and more exit options from highways like I-37 are needed to disperse traffic safely.

#### **Public Transit and Alternative Solutions**

Public transit was widely discussed, with mixed reactions to VIA's current services. Some noted positive experiences with Green Line infrastructure and described it as an underused asset that should be celebrated and expanded. Others were critical, citing incidents where buses failed to run on key nights, such as during major events. The park-and-ride at Crossroads was described as the only viable option, yet many felt it was insufficient to meet demand.

Participants urged the City to incentivize transit use, with ideas ranging from a free, continuously running circulator shuttle to improved park-and-ride options located closer to residents on the South Side. Some noted that everyone wants



to drive their own car to avoid waiting on transit schedules, suggesting that making transit more convenient and reliable could help shift behavior.

The use of existing freight rail lines, similar to Austin FC's use of CapMetro, was proposed as a way to move large crowds efficiently. Residents asked whether the Alamodome or Union Pacific lines could be leveraged for event service through negotiated agreements.

### **Micromobility, Cycling, and Complete Streets**

The discussion highlighted concerns about the lack of consideration for bicycles in the current infrastructure plans. One resident said they were "very disappointed" that bikes were not mentioned in the presentation. Participants urged the City to incorporate its existing bike implementation plan and to treat cycling as a distinct mode of mobility rather than folding it into micromobility categories.

Several noted that San Antonio has earned high marks for its complete streets policy, yet the reality for cyclists remains unsafe. "Complete streets don't guarantee safety for bike riders," one participant said, pointing to the difficulty of mixing heavy vehicle traffic with bicycles. There was a call for protected bike lanes and infrastructure that supports cycling not only during events but as part of everyday transportation.

Micromobility, including scooters, was also discussed as a tool to reduce congestion. Participants recommended designated, safe parking areas for scooters and bikes to prevent clutter and improve usability.

### **Accessibility and Inclusion**

Accessibility for people with disabilities was emphasized as an essential consideration. A disabled veteran shared that he was unsure whether he could even make it to the meeting due to uncertainty about handicap parking availability. The importance of clear information, adequate spaces, and easy access to venues was underscored. Residents insisted that this population not be overlooked in planning.

### **Future Transit Ideas and Innovation**

Ideas for innovative solutions surfaced throughout the meeting. Some suggested river taxis or gondolas as unique ways to move people and add character to the area. Others asked whether a monorail or elevated system could be implemented to remove congestion from streets and freeways. While some acknowledged opposition to rail in the past, there was recognition that long-term solutions may require bold thinking.

### **Looking Ahead: Mobility Beyond Events**

Participants consistently stressed that transportation infrastructure must be designed for more than just event days. "Think about infrastructure all the time, not just during the events," one resident said. There was agreement that the district's success will depend on a combination of reliable transit, safe streets for all modes, and traffic management strategies that reduce bottlenecks and frustration.

The conversation closed with a call to integrate existing resources, celebrate successful services, and plan for a system that moves people safely, efficiently, and equitably. Residents expressed hope that solutions will balance the needs of drivers, transit riders, cyclists, and pedestrians while improving the overall experience of accessing downtown.



# Focus Groups

## Public & Community Space

This meeting on public and community space in District 10 reflected both cautious optimism and deep concern about how this redevelopment will impact the community. Participants shared insights on funding, public space, business development, housing, and connectivity, emphasizing the need for decisions that prioritize local benefit and long-term equity.

### Funding and Financial Outlook

Residents expressed interest in understanding how the proposed bond package, estimated between \$220 million and \$250 million, compares to previous city bonds and whether such large investments would recur every five years. Many wanted to know if this bond would be bundled with other city needs, such as roads, drainage, housing, and parks.

While private funding is expected to play a significant role, participants emphasized the need for transparency in how public funds would be used. Several residents questioned whether financial commitments would remain fixed or if additional funding requests would emerge later in the process.

### Public Spaces and Community Access

The meeting underscored the community's desire for public spaces that are inclusive, accessible, and welcoming year-round. Residents praised elements like Yanaguana Garden, designed for "pre-K to gray," and Civic Park, which offers open areas for festivals and gatherings. They stressed the importance of enhancing these spaces with cultural events, seasonal festivals, and affordable amenities.

A recurring theme was affordability and access. Participants encouraged the City to provide free or low-cost parking, particularly for families traveling from other parts of San Antonio, and to consider incentives or discounts for Bexar County residents. One participant stated, "This park should be for everyone — not privatized or made exclusive."

### Business Development and Local Identity

There was a strong call to support local small businesses rather than national chains. Attendees envisioned a mix of neighborhood-oriented services — coffee shops, bookstores, barbershops, and ice cream parlors — that thrive on daily activity rather than just event crowds.

Barriers to small business participation were discussed, including high renovation costs for historic buildings, the need for rent subsidies, and the lack of affordable housing nearby. Participants noted that successful businesses will depend on a consistent local customer base, not only visitors. As one person put it, "If we want successful small businesses here, we need residents nearby and people visiting every day — not just on weekends."

### Housing and Affordability

Housing concerns were a major part of the discussion. Residents voiced that affordable and workforce housing near the district is essential to sustaining both businesses and community life. Without it, employees may be forced to live far from their workplaces, weakening the connection between the district and its workforce.

Some attendees referenced past developments where gentrification displaced long-time residents, pointing to the need for early action to preserve affordability. There was strong support for deeply affordable housing, serving households earning around \$40,000 annually, to ensure that those who work in the area can also live there.

### Connectivity, Transportation, and Parking

Transportation emerged as another critical issue. East Side residents noted they feel disconnected from the Hemisfair area, while others raised concerns about the lack of clear signage and safe pedestrian connections from surrounding neighborhoods. Parking costs and availability were repeatedly identified as barriers, with fears of spillover parking into residential areas.

Participants encouraged the City to strengthen public transit links, improve walkability, and integrate existing infrastructure wherever possible. River taxi services, improved connections to the River Walk, and better ADA accessibility were suggested to make downtown more navigable.

### **River Walk Integration and Activation**

The River Walk's current lack of connection to Hemisfair was seen as a missed opportunity. Residents supported expanding river access and improving wayfinding to encourage movement between city landmarks. They also called for improvements to areas like the grotto, which currently feels deserted and unsafe.

Suggestions included activating underused areas with programming, enhancing safety features, and ensuring shaded, comfortable environments that encourage people to stay longer.

### **Equity, Culture, and Community Experience**

Equity was a thread throughout the conversation. Attendees urged the City to ensure that spaces within the district remain affordable and welcoming to all, avoiding exclusivity. They advocated for cultural programming, public art, and wellness-oriented spaces to make the district a place where San Antonians from all backgrounds feel a sense of ownership.

Families expressed the need for alternatives to costly attractions, requesting spaces for recreation, fitness classes, and cultural gatherings. Many felt the district should reflect the values and identity of San Antonio rather than catering primarily to tourists.

### **Outstanding Questions and Next Steps**

Residents asked how long-term planning would ensure equity in green space beyond the Hemisfair district and whether future convention center expansion would affect Civic Park. Others questioned how design could encourage longer visits and whether local discounts could promote repeat use.

Participants also requested greater clarity on how the project's benefits would be distributed and who would have a seat at the table in shaping agreements that impact the community.

### **Looking Forward**

The dialogue made clear that while there is excitement about the potential for Project Marvel, there is also a strong demand for transparency, accountability, and inclusive planning. The community's vision centers on a district that balances development with affordability, supports local businesses, and creates spaces where residents — not just visitors — can thrive.

## **Focus Groups**

### **Local Business Focus Group**

This District 10 discussion on local businesses reflected both excitement for the potential of the proposed Sports and Entertainment District and concern about how to sustain existing businesses during construction and beyond. Participants expressed that the district should not only draw visitors but also strengthen the local economy by supporting businesses that serve residents and reflect San Antonio's culture.

### **Business Opportunities and Mixed-Use Development**

Participants discussed the availability of 60 acres for mixed-use development, noting the opportunity to create a diverse mix of businesses that attract both locals and visitors. Many expressed interest in restaurant and entertainment options similar to Texas Live! in Frisco, which combines sports, dining, and nightlife. They envisioned spaces where people could linger after games and concerts while traffic dissipates, rather than leaving downtown immediately.

There was a strong desire for the district to host a range of businesses that are locally owned and culturally grounded. Participants suggested avoiding an over-reliance on national franchises and instead celebrating San Antonio's identity through adaptive reuse of existing spaces and support for homegrown enterprises.

### **Downtown Identity and Visitor Experience**

Attendees shared the perception that downtown is designed more for tourist than for residents. Businesses along the River Walk were noted as closing at an alarming rate, leading to fears that the area could lose its vibrancy. Participants urged the City to create incentives that would keep existing businesses downtown, attract new ones, and encourage expansion to the River Walk.

Others noted that the area should feel welcoming to residents from across the city, not only those who live downtown. They stressed the importance of connecting the district to surrounding neighborhoods and ensuring that businesses benefit from both local and visitor traffic.

### **Construction Impacts and Communication**



Construction impacts were a recurring theme. Residents worried that prolonged construction, could deter locals from visiting downtown and harm businesses. There was agreement that the City must be proactive in communicating closures, detours, and timelines to business owners so they can prepare. One participant pointed to the positive example of communication during the Final Four, when advance emails about street closures helped businesses plan effectively. Participants suggested leveraging existing organizations such as Business SA and the Visitors Alliance to distribute updates. They also called for the City to give businesses at least six months' notice before major disruptions.

The conversation highlighted the need for incentives to support small businesses, both during construction and in the long term. Participants noted that while tourism is important, local customers sustain businesses year-round. "Locals are what is going to get us through to the next event," one person said. There was interest in strategies to reignite local love for downtown, including stronger promotion of small businesses through digital campaigns, partnerships, and discount programs.

Ideas such as a digital passport offering discounts and showcasing local businesses were proposed to encourage residents to explore downtown and support neighborhood establishments.

### **Connectivity, Parking, and Accessibility**

Accessibility and parking remain critical factors for business success. Many pointed out that parking is expensive and sometimes feels unsafe, particularly near attractions like Legoland. Locals often choose to avoid downtown because of these challenges. Participants stressed the need for additional parking garages, improved signage, and better coordination between parking facilities and public transit.

While some supported expanded VIA services, others said many families still prefer to drive, especially those with children. One parent remarked, "I'd rather listen to kids with Moana in the car than drag them on a bus." This underscored the importance of balancing investments in public transportation with parking options that meet the needs of diverse users.

### **Housing as a Foundation for Business Success**

Participants emphasized that affordable and workforce housing near the district is essential to sustaining local businesses. Without nearby housing, service industry workers face long commutes or are priced out of the area, making it difficult for businesses to retain staff. Some noted that areas like the Pearl have experienced similar challenges, eventually leading to the development of workforce apartments.

There were calls to prioritize high-density residential development and to preserve affordability as the area becomes more desirable. Attendees expressed concern that without these measures, the district could face workforce shortages and rising costs that undermine its success.

### **Programming and Activation**

To create a lively environment throughout the day, participants recommended a mix of family-friendly businesses, cultural programming, and activities that extend beyond nightlife. Candy shops, interactive experiences, and retail that appeals to all ages were mentioned as ways to attract families.

There was also enthusiasm for reimagining parts of the River Walk, particularly the area near the convention center, to improve access and make it more active. Ideas included expanding the river pathway, enhancing safety, and even establishing water taxis as an additional transportation mode.

### **Perceptions of Safety and Placemaking**

Safety was a consistent concern, particularly in less active areas such as the grotto. Participants noted that these spaces feel deserted, lack breezes or shade, and are uninviting to single pedestrians. They emphasized that successful placemaking must create environments that feel safe, comfortable, and well-used at all times of day.

### **Looking Ahead: A Balanced District**

The conversation reflected cautious optimism about the district's potential to revitalize downtown and benefit local businesses. Participants agreed that success will depend on balancing tourism with community needs, minimizing disruptions during construction, and building infrastructure that supports both accessibility and economic opportunity.

As one participant summarized, the goal is to create a district that residents and visitors alike can enjoy, where businesses thrive not only during events but every day.

# Community Forum

## 1. 3 Big Ideas District 10

### Table 1

- Increase SAPD presence
- ADA accessible ramps etc
- Traffic and parking affordability

### Table 2

- Free and accessible and increase options to buy tickets
- Shuttle to take people throughout the district that is accessible for all abilities
- Increase parking (affordable)

### Table 3

- Rail at Alamodome- move and shut down during events
- Pre existing pedestrians parking no need for land bridge
- Expand river walk for all venues

### Table 4

- If going through effort to have all these phase 1 meetings put it on the ballot now
- Park type of development with local discounts and park and ride access to locals
- Affordable housing and parking out of the box

### Table 5

- Council and residents need to think about funding of this project. Investing in other priorities
- Support locally owned businesses
- Transportation improvement

### Table 6

- Spurs and developers carry the obligation and how its getting paid
- Transportation congestion/ parking infrastructure
- Deeply affordable housing

### Table 7

- How long is it going to take to build all of these things
- Commitment
- Shuttles running all day

### Table 8

- Mobility
- Infrastructure upgrades
- More details on demographics -attendance, cars in and out, affordability for different AMI ranges

### Table 9

- Cost sharing back to residents
- More affordable to attend games/ events
- Let the Spurs move to Austin. We will have more parking space downtown
- 

### Table 10

- Pedestrian safety-traffic lanes, bike lanes
- Parking -use existing space
- Infrastructure

### Table 11

- parking - park and ride underground parking
- Save space and build up
- No drive zones

### Table 12

- Transportation systems and parking
- ingress/egress off/on
- VIA rapid transit monorail people moving sidewalks

### Table 13

- Parking-parking garage at alamodome- parking apps for all downtown
- Improve pedestrian access and safety
- Add trees and green space

### Table 14

- Emphasize the importance of San Antonio, culture and history -don't lose it in the upgrade
- Emphasize the importance of tourist travel beyond downtown
- Affordable housing and homeless shelters

### Table 15

- Make improvements to Alamodome/I-37 a priority- connect to Hemisfair
- Improve parking downtown
- Accountability and commitment from spurs
- 

### Table 16

- Offside parking garages with silver/green line pick up drop off
- Extend River-walk to the base or arena and provide river taxi "shuttles" and more river from development
- Convert Alamodome parking into pedestrian parking

## 1. 3 Big Ideas District 10 - Visual Cluster



The word cloud displayed here synthesizes the most frequently mentioned themes gathered during the “3 Big Ideas” sessions of each district’s Community Forum. This visual representation offers a quick, intuitive overview of the collective voice of residents—highlighting the words and priorities that surfaced most often during table discussions.



## District 10 Draft Principals and Feedback

### Transportation & Mobility

Make it easier and safer to access the District through a range of well-coordinated transportation options.

- Expand parking variety—including ADA, offsite, and residential options—with better payment and reservation systems.
- Improve last-mile connections with microtransit, shuttles, and multimodal options like rail, monorail, and walkways.
- Enhance pedestrian and micromobility infrastructure, prioritizing accessibility and safety for all users.
- Alleviate congestion with smarter traffic planning and targeted event-day strategies.
- Use technology like integrated apps and coordinated systems to streamline mobility and wayfinding.

### Accessibility & Affordability

Ensure access to the District is equitable across income levels and physical abilities.

- Prioritize ADA compliance throughout the District, including transport and public spaces.
- Offer affordable and discounted

access options, especially for people with disabilities and low-income residents.

- Include a range of housing types—particularly deeply affordable units and shelter options.
- Provide local incentives such as discounts, raffles, or subsidized tickets to ensure broader participation.

### Public Safety & Accountability

Design a secure and transparent District where the public feels safe, and stakeholders remain accountable.

- Invest in visible safety measures, including emergency call stations and protected pedestrian infrastructure.
- Incorporate strategies for compassionate engagement with unhoused individuals.
- Ensure financial accountability and enforce commitments through binding agreements with developers and the Spurs.
- Align investments with broader community priorities, including flood resilience and infrastructure.

### Urban Design & Placemaking

Build a place that reflects San Antonio's character while encouraging exploration and connection.

- Preserve historic architecture and cultural identity while enhancing public space design.
- Take inspiration from beloved local districts with walkable paths, green areas, and place-based design.
- Expand and reimagine the Riverwalk as a connector across the District.
- Prioritize car-free environments that invite discovery and support small business activity.

### Community & Economic Development

Generate lasting economic benefits for residents and local businesses.

- Create meaningful opportunities for locally owned businesses to thrive.
- Encourage local participation through targeted promotions, incentives, and accessible transportation options.
- Explore creative ways for residents to invest in or benefit from the District's success.

- Ensure value generated by the District is shared equitably with the surrounding community.

### Governance & Long-Term Stewardship

Clarify how the District will be managed and funded with transparent oversight and community trust.

- Define clear leadership and long-term management responsibilities.
- Ensure public understanding of funding priorities and how they align with citywide needs.
- Require shared responsibility from all major stakeholders, including the Spurs and developers.
- Establish transparent timelines, decision points, and opportunities for community input.

### Infrastructure & Implementation

Prioritize infrastructure improvements that serve both the District and the broader city.

- Invest in roads, sidewalks, drainage, and connectivity improvements—especially around I-37 and Hemisfair.
- Learn from best practices in other cities while tailoring solutions to

San Antonio's needs.

- Provide clarity around phasing, construction timelines, and what is essential versus optional.

### **Data-Informed Planning**

Base decisions on clear, accessible data and ongoing public dialogue.

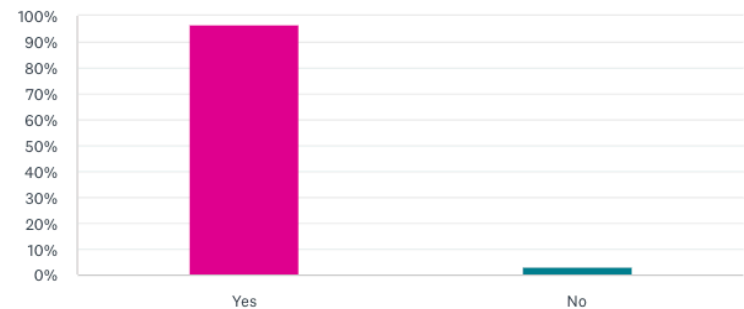
- Share information on demographics, attendance patterns, and transportation needs.
- Use data to evaluate potential impacts and measure success over time.
- Ensure transparency so residents can stay informed and involved.

# Survey Results District 10

Q1

Did you watch the video?

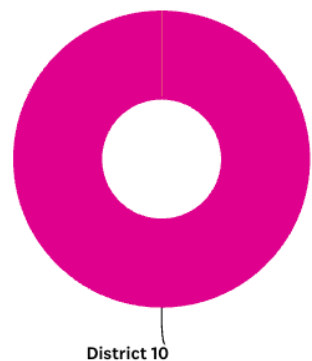
Answered: 148 Skipped: 0



Q2

City Council District:

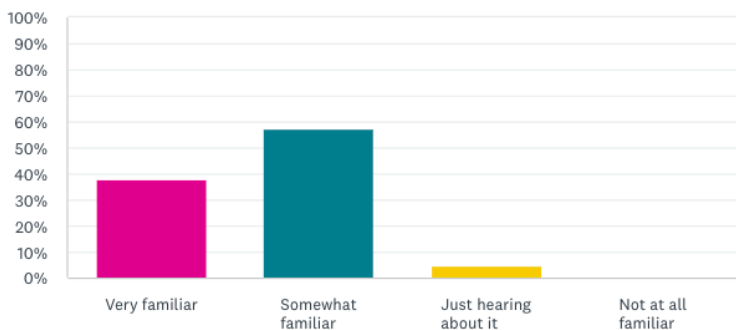
Answered: 148 Skipped: 0



Q3

How familiar are you with the proposed downtown Sports and Entertainment District project?

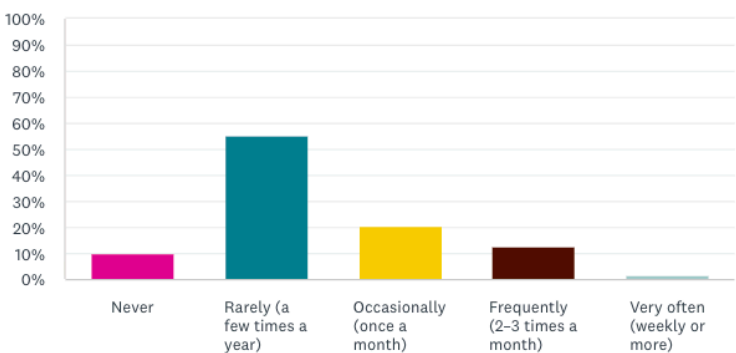
Answered: 148 Skipped: 0



Q4

How often do you attend large events downtown like concerts, sports, or cultural celebrations like Fiesta, Diwali, and Dia de Los Muertos?

Answered: 148 Skipped: 0

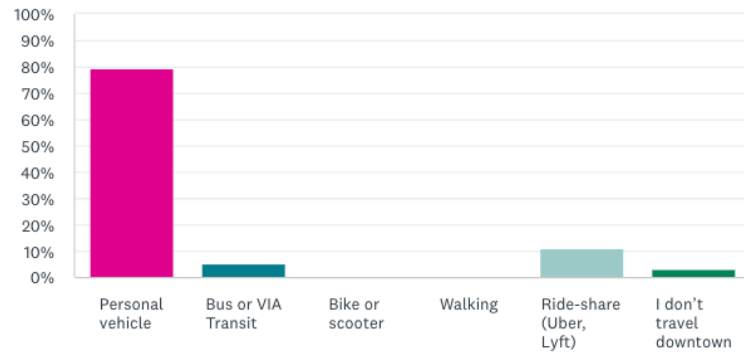




Q5

How do you usually travel to downtown San Antonio for large events? (Select your primary mode)

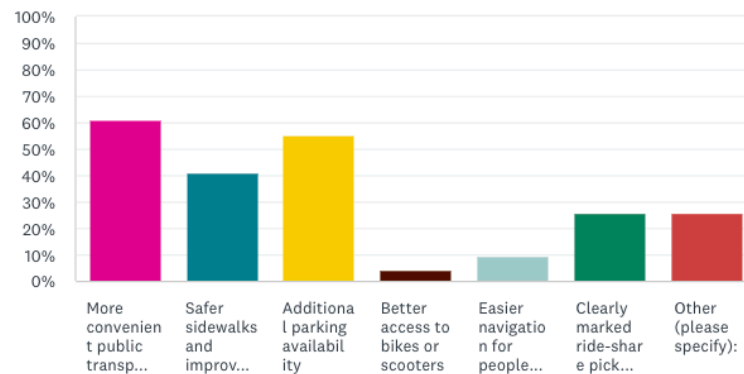
Answered: 148 Skipped: 0



Q6

What would make it easier or more enjoyable for you to travel to events or Spurs games in the Sports & Entertainment District? (Select up to three)

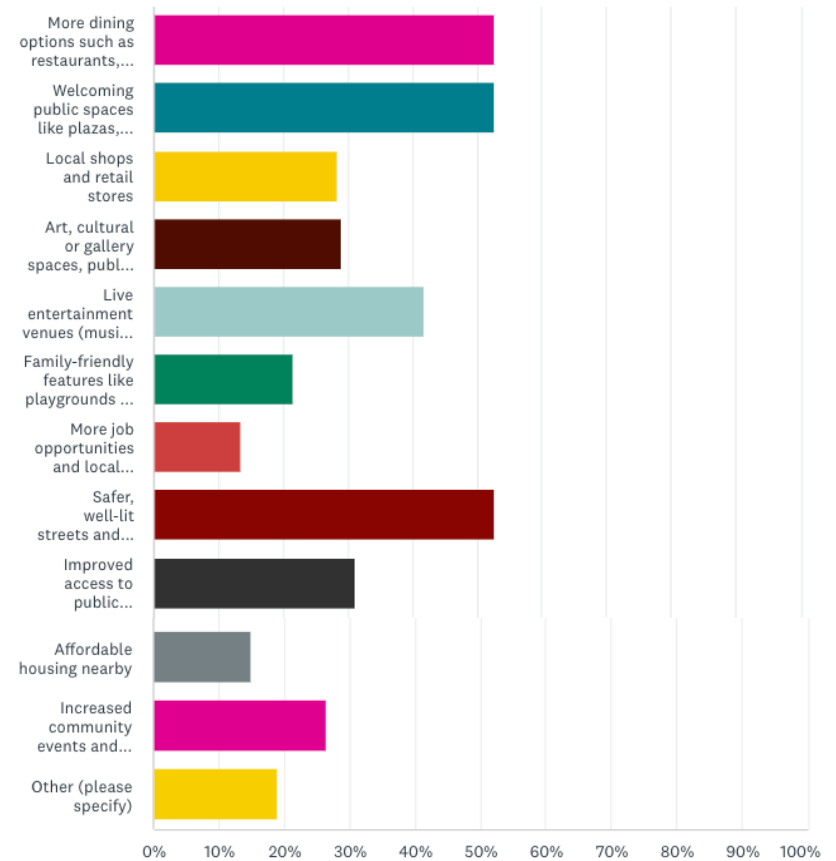
Answered: 148 Skipped: 0



Q7

What types of amenities would enhance your overall experience when visiting the Sports and Entertainment District? (Select up to five)

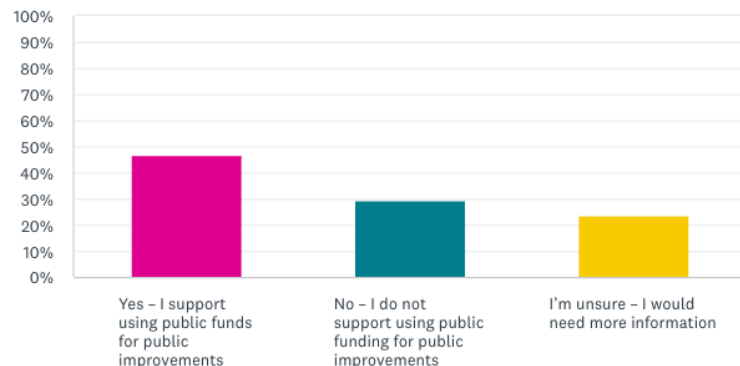
Answered: 148 Skipped: 0



Q8

No property taxes from general tax payers will be used to build the Spurs Arena. However, would you support the use of City bonds to improve traffic, walkability, and pedestrian safety for Sports and Entertainment District if the San Antonio residents were to vote on the City bonds?

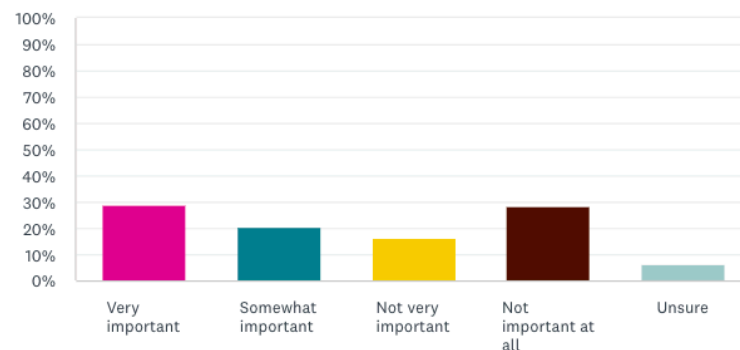
Answered: 148 Skipped: 0



Q9

How important is it that the Sports and Entertainment District includes nearby affordable housing options?

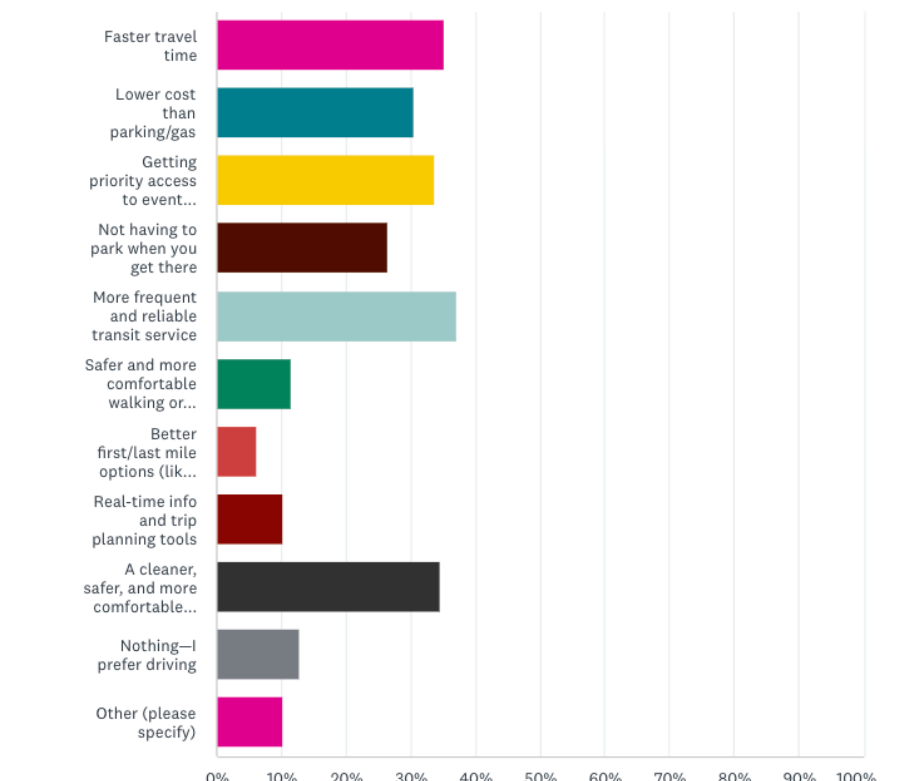
Answered: 148 Skipped: 0



Q10

What factor would make you consider using something other than a personal vehicle to get to downtown San Antonio? (Select up to three)

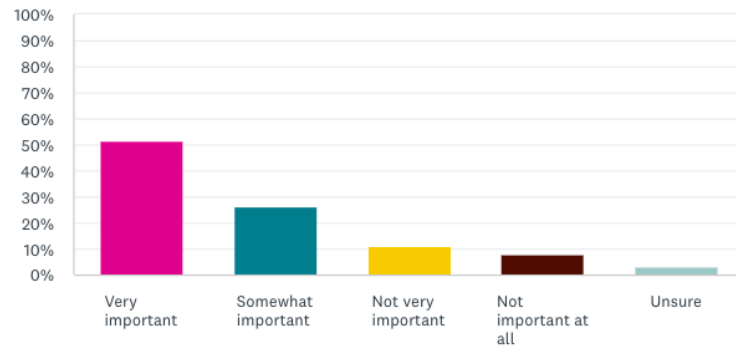
Answered: 148 Skipped: 0



Q11

How important are the Spurs to San Antonio culture?

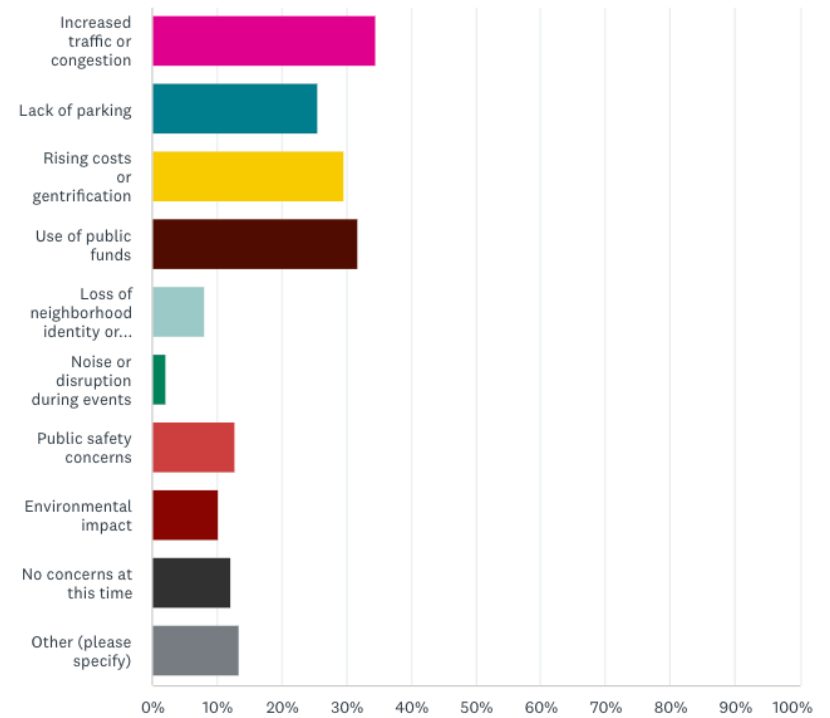
Answered: 148 Skipped: 0



Q12

What concerns, if any, do you have about this proposal or changes to the Sports and Entertainment District? (Select up to two)

Answered: 148 Skipped: 0

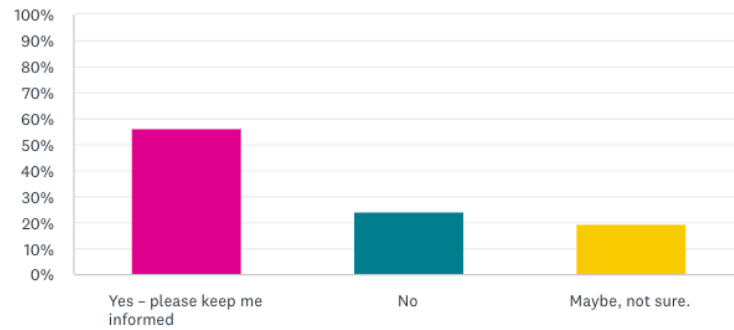




Q13

Would you like to stay involved or get updates about public meetings and planning activities?

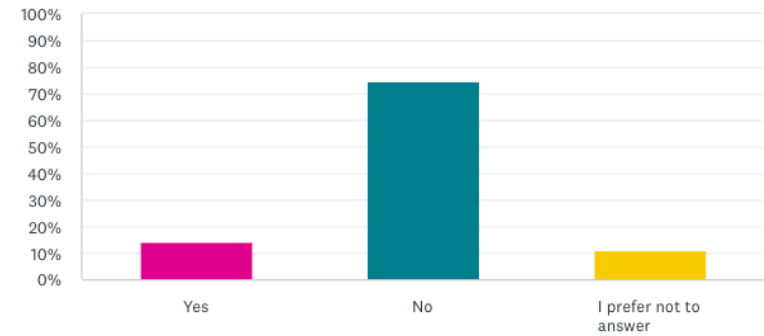
Answered: 148 Skipped: 0



Q16

Living with a disability or other chronic medical condition:

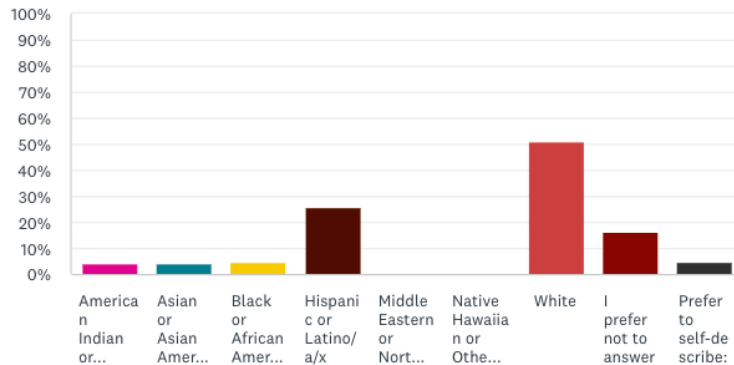
Answered: 139 Skipped: 9



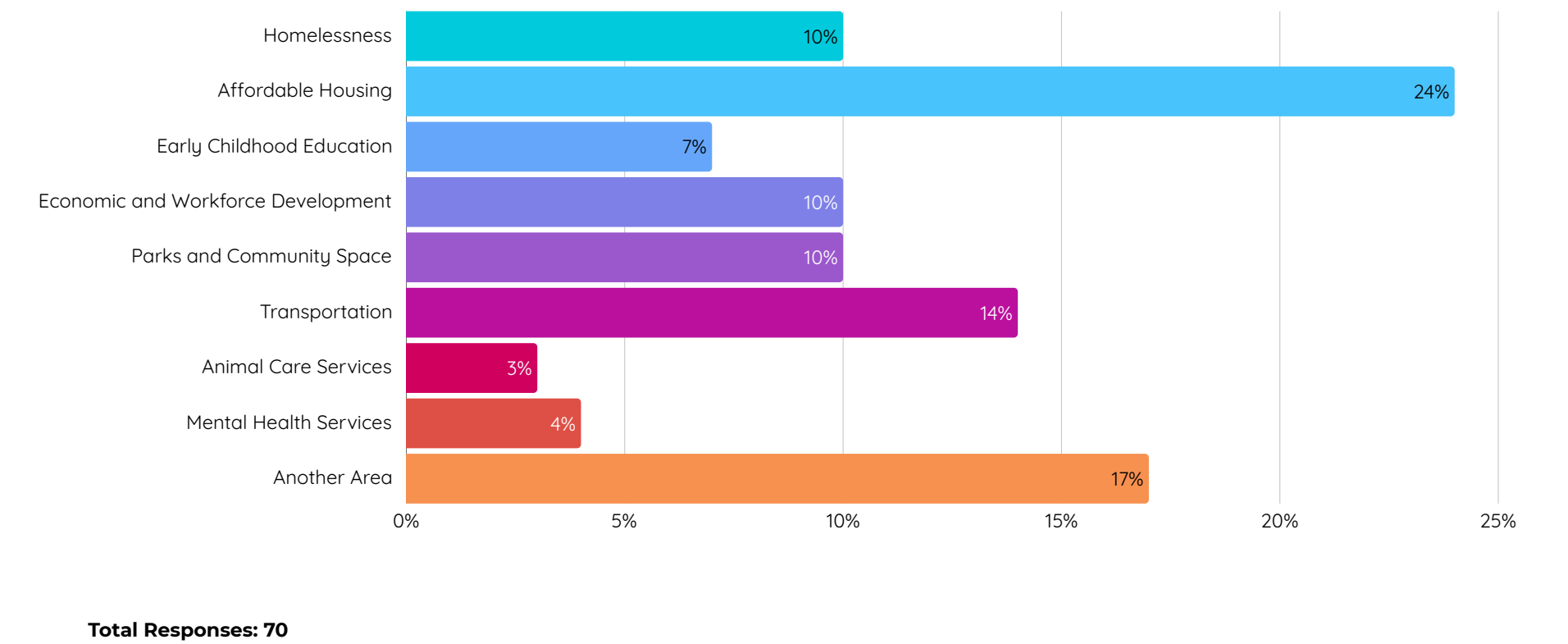
Q15

Race/Ethnicity (select all that apply):

Answered: 141 Skipped: 7



# Poll Question Results District 10







5

WHAT WE HEARD - CITY WIDE



**BACKGROUND**  
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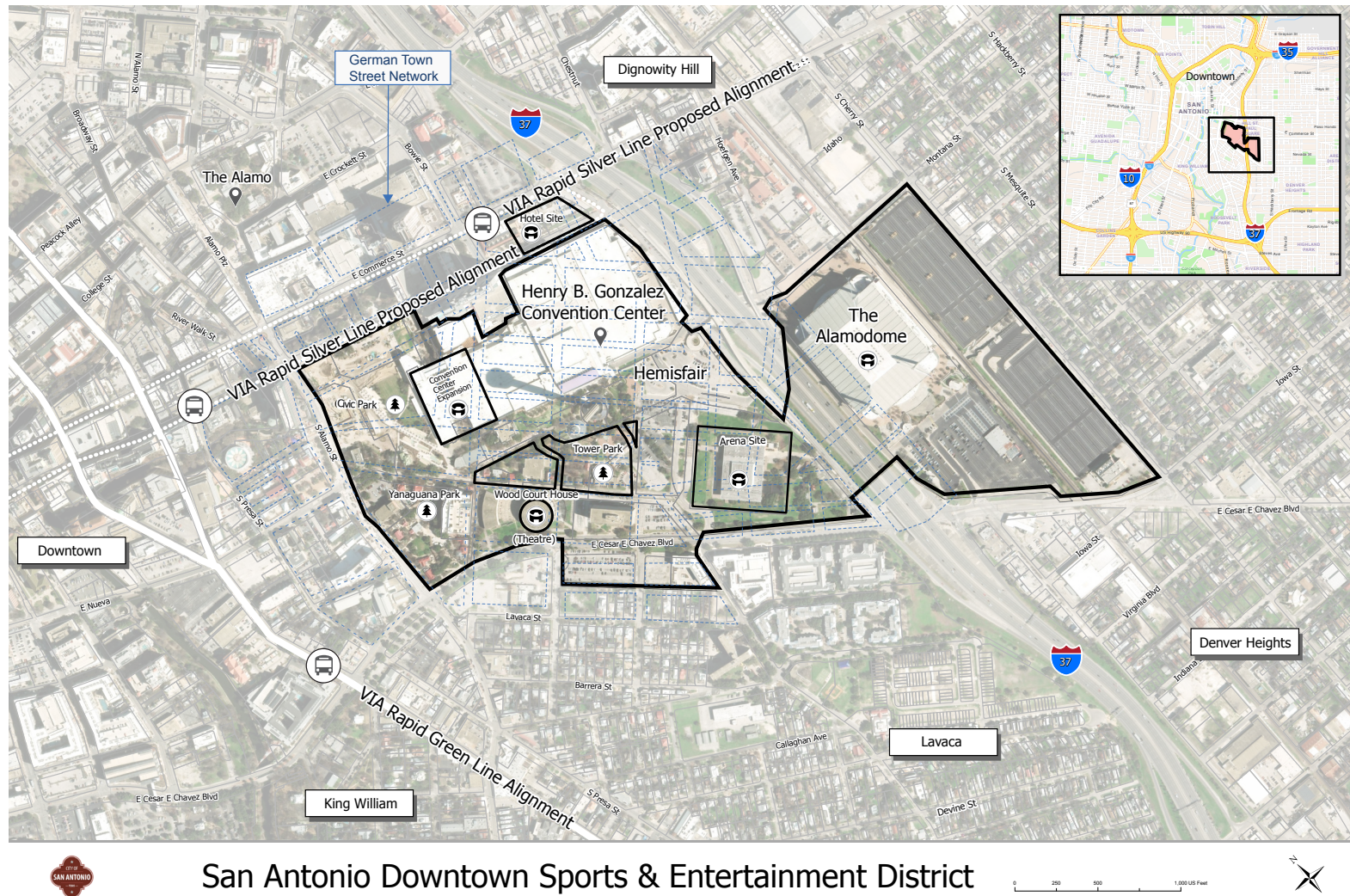
**Synthesis map (diagrams from mapping activities)**

**City-wide Guiding Principles**

**City-wide Survey Results**

# Synthesis map

A citywide synthesis map will be included in the final version of this report to reflect the many ideas and concerns shared by community members across all districts. Drawn directly from annotated maps created during public charrettes, the synthesis will highlight opportunities for stronger connections, civic spaces, cultural anchors, mobility improvements, and areas where residents expressed caution or care. While that composite map is still in development, this section acknowledges its role as a visual summary of the community's spatial priorities—helping to illustrate how local insight is informing the larger planning conversation.



# City-wide Guiding Principles

## What we Heard: Citywide Guiding Principles

### Community Engagement and Measurable Outcomes

- 1) Commit to ongoing, clear communication with community using various channels for widespread access.
- 2) Continue community engagement as components of the District are realized, and incorporate feedback into decision-making around facility development, park and neighborhood improvements, and transportation solutions.
- 3) Negotiate community benefits based on community priorities and ensure oversight through binding agreements with clear commitments and measurable, enforceable outcomes.

### Preserving Housing and Protecting Neighborhoods

- 4) Ensure the District is a respectful neighbor by minimizing and mitigating disruption, maintaining local access to neighborhoods and businesses, and establishing consistent channels for communication regarding upcoming events and logistics.
- 5) Protect legacy residents from displacement by investing in anti-displacement tools and preserving existing housing around the District.
- 6) Evaluate and mitigate construction impacts at every phase to minimize disruption to residents, businesses, and visitors.
- 7) Protect surrounding neighborhoods from noise, traffic overflow, parking pressure, and unsafe crossings through collaborative operational planning and programs with consistent enforcement.

### Access, Mobility, and Congestion Relief

- 8) Manage event-day traffic with strategies that include shuttles, park-and-ride, and transit, and use marketing and technology to communicate options and pricing with residents and visitors.
- 9) Provide affordable, accessible parking solutions with better signage, wayfinding, and smart technology, and use shuttles, trolleys, or other micro-mobility to connect parking to key locations in the District.
- 10) Improve last-mile connections and create safe, comfortable routes for non-vehicular travel between neighborhoods, downtown, and the District.

### Open Space and Daily Life

- 11) Design public spaces for the local community first, with family-friendly amenities, shade, water features, public restrooms, hydration stations, lighting, and active edges.
- 12) Expand on Hemisfair's success by designing parks, plazas, and other public spaces to feel safe and inviting—regardless of whether events are taking place.
- 13) Design buildings that are intentionally connected to adjacent parks and open spaces with active, inviting entrances instead of blank walls.
- 14) Promote environmental resilience, cleaner air, and long-term sustainability in design and construction of the District.

### Arts and Culture

- 15) Celebrate and uplift San Antonio's local culture through public art and partnerships with local artists and integrate permanent spaces for performances and cultural programming throughout the District.
- 16) Preserve and restore historic buildings and ensure that new development complements cultural identity.

### Local Business and Hiring

- 17) Prioritize local businesses over large chains to ensure District offerings reflect and support the San Antonio community.
- 18) Support small vendors and micro-entrepreneurs by reducing permitting barriers and creating dedicated opportunities for participation.
- 19) Invest in job training and local hiring practices to ensure the District's economic success benefits San Antonians directly.
- 20) Protect small business in and around the district from disruption caused by construction through clear and consistent communication, wayfinding, and traffic plans, and consider financial assistance if construction goes beyond a reasonable timeframe.

### Inclusive, Equitable Access

- 21) Maintain affordable pricing for events, amenities, and parking for locals, and offer discounted or subsidized options to ensure inclusive participation.
- 22) Design the District, including public spaces, facilities, and transportation systems, for access by people of all ages and abilities.
- 23) Expand both deeply affordable and workforce housing options near the



District that are connected by reliable transit and provide access to jobs and daily needs.

### What we Heard: Poll Question Responses

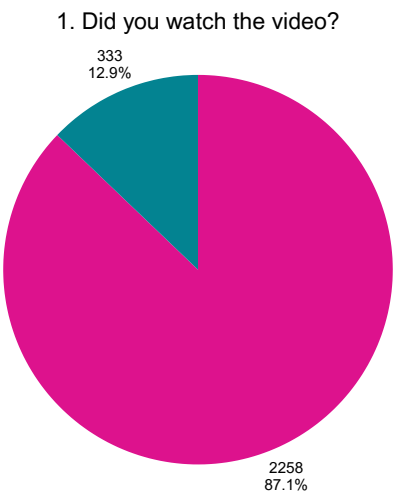
Results from the in-person poll question “If you had to give 1 million dollars toward any city need, what would it be?” are shown below. Note that there are two separate Poll results, as feedback from the City led to a change in the poll question that gave residents more responses to choose from. The 1st version includes results from Districts 2, 4, 5, and 7. The second version, with more responses includes Districts 1, 2 (Additional Meeting), 3, 6, 8, 9, and 10.

Thanks to the many residents, community groups, business leaders, Mayor and Councilmembers, and City staff who participated in and supported this effort, the input collected through this process reflects a wide range of perspectives and offers valuable guidance on how the Sports & Entertainment District can reflect community priorities. This report is intended to be a practical resource—one that City staff, elected officials, and community members can continue to reference as future decisions are made and engagement continues. The ideas and principles outlined here are not endpoints, but starting points for deeper collaboration in the phases ahead.

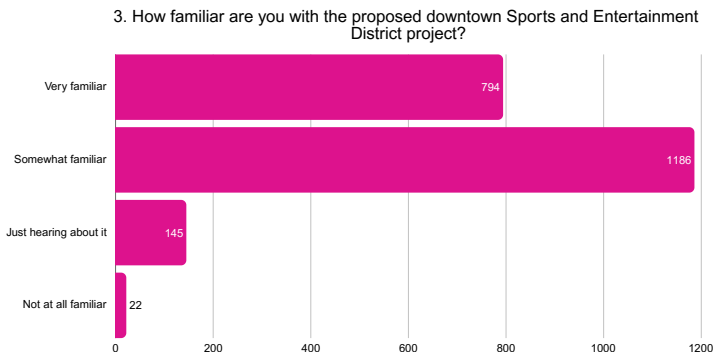
Version 1	
Completed by Districts 2, 4, 5, and 7	
Response	Percentage
Increased Affordable Housing	28%
More Parks and Open Space	5%
Education	16%
Infrastructure	28%
Other	23%
Total No. of Responses	114

Version 2	
Districts 1, 2 (Additional Meeting), 3, 6, 8, 9, and 10	
Response	Percentage
Homelessness	12%
Affordable Housing	20%
Early Childhood Education	9%
Economic and Workforce Development	21%
Parks and Community Space	8%
Transportation	13%
Animal Care Services	3%
Mental Health Services	5%
Another Area	10%
Total Responses	281

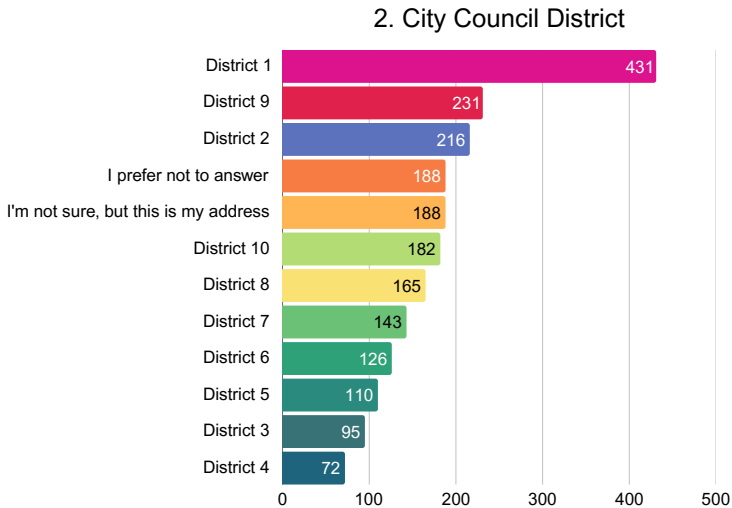
# City-wide Survey Results



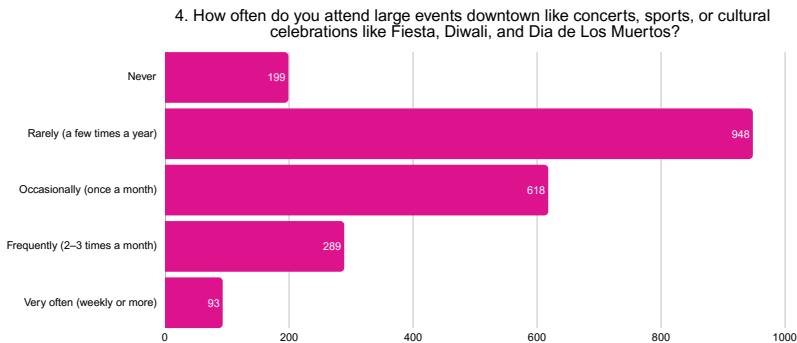
Nearly 90% of participants watched the explainer video—showing strong community interest and engagement in understanding the project.



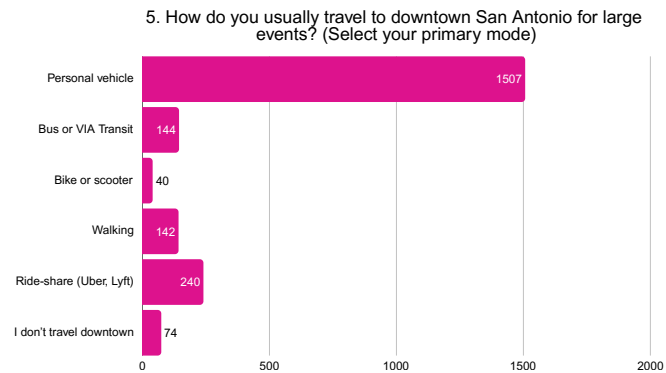
Over 2,147 respondents were already familiar with the project—demonstrating solid public awareness heading into engagement efforts.



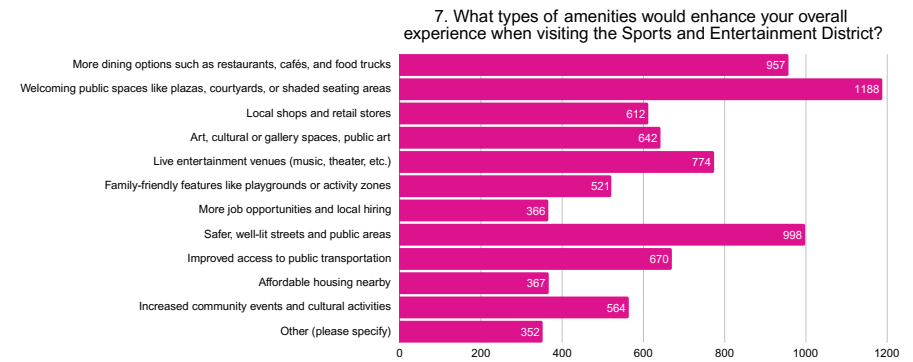
Every district was represented, with District 1 leading responses—highlighting citywide participation and broad geographic involvement.



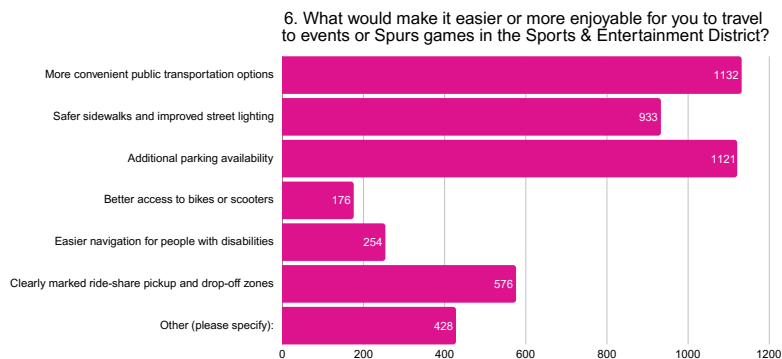
A majority of respondents attend downtown events at least occasionally—indicating that improving this area would impact many residents directly.



Most people rely on personal vehicles to reach downtown—underscoring the need for better multimodal and sustainable options.

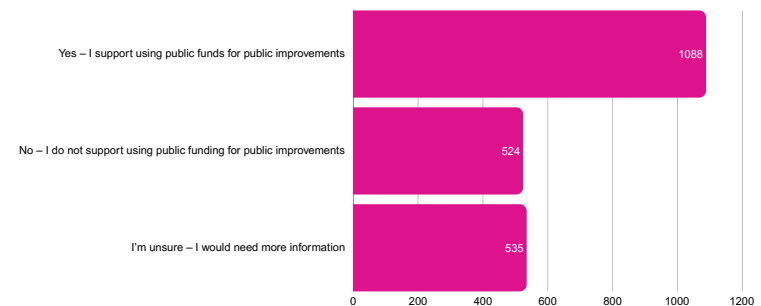


Public spaces, dining, safety, and local culture matter most—residents envision a vibrant, inclusive, and welcoming environment.



Convenient transit and safer pedestrian access top the list—pointing to an urgent needs for walkability and mobility upgrades.

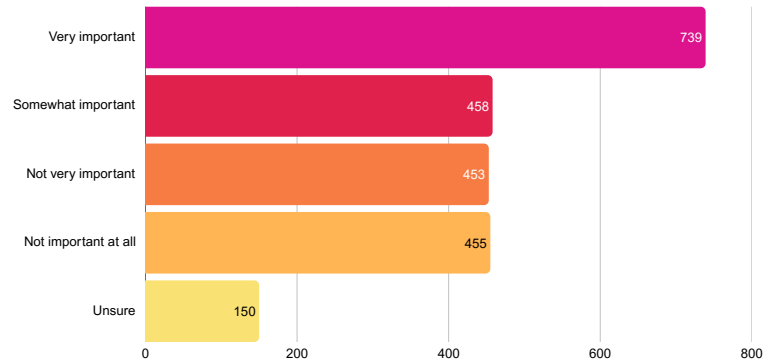
8. No property taxes from general tax payers will be used to build the Spurs Arena. However, would you support the use of City bonds to improve traffic, walkability, and pedestrian safety for Sports and Entertainment District if the San Antonio residents were to vote on the City bonds?



Twice as many support using City bonds for public improvements than oppose it—residents are open to investment in shared infrastructure.

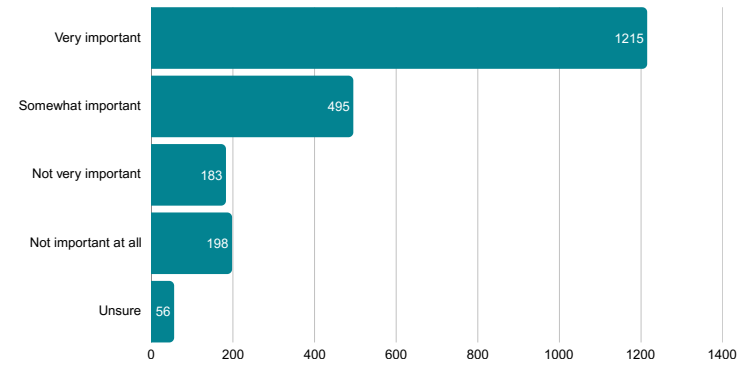


9. How important is it that the Sports and Entertainment District includes nearby affordable housing options?



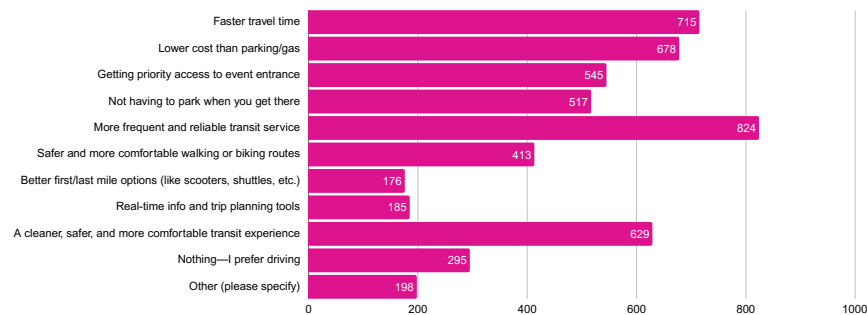
Affordable housing is seen as critical—with over 2,100 residents rating it as very or somewhat important to the project's success.

11. How important are the Spurs to San Antonio culture?



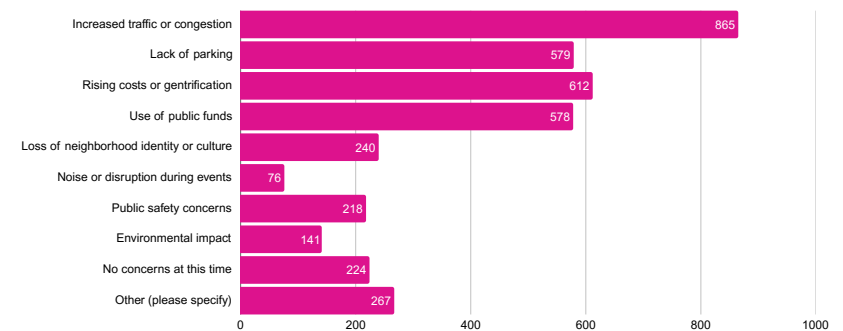
The Spurs are deeply woven into the city's identity—reinforcing the district's potential as a cultural and emotional anchor.

10. What factor would make you consider using something other than a personal vehicle to get to downtown San Antonio?

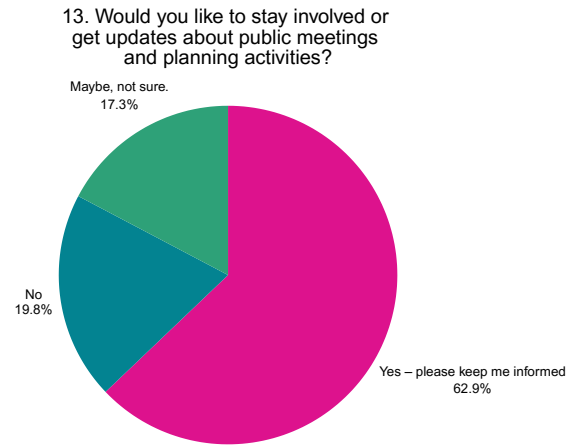


More frequent and reliable transit service topped the list of reasons residents would consider leaving their cars behind—showing a clear opportunity to invest in efficient, accessible, and people-first mobility solutions for downtown San Antonio

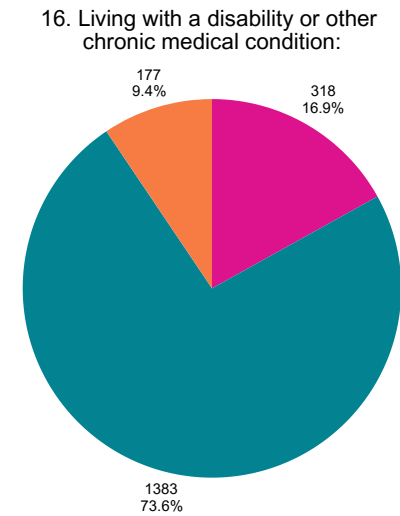
12. What concerns, if any, do you have about this proposal or changes to the Sports and Entertainment District?



Traffic, gentrification, and funding are top concerns—emphasizing the need for transparency and inclusive planning as the project advances.



Nearly two-thirds want ongoing updates—residents are eager to stay engaged and shape the district's future.



Over 1 in 4 respondents either live with a disability or chose not to disclose—accessibility must remain central in design decisions.



The survey reflected San Antonio's rich diversity—ensuring that input came from a wide range of cultural backgrounds.





# 6

## APPENDICES



**APPENDICES**  
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PENDING

- a. Sign-in sheets
- b. Maps
- c. Big 3 Ideas
- d. Focus Group Meeting Notes
- e. Poll Questions
- f. Q&A Cards

