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Imagine a world class historic site that tells the whole story of the Alamo.
AUTHENTICITY

UNDERSTANDING
REVERENCE
The Alamo lies at the heart of San Antonio civic life.

But today the experience of the Alamo is compromised.

It is neither a welcoming urban plaza nor a powerful historic site.
The Alamo Plan transforms the Alamo experience—creating an expansive civic plaza and a powerful cultural destination.
I was very uncomfortable with the never ending parade of screaming preachers outside the gates. They were just abusive. . .

I don’t understand why people have to be assaulted with this.

Why can’t this be controlled?
The Alamo today is riddled with distractions...
Activities threaten sensitive structures & ignore hidden stories
Alamo Plaza’s small scale, lack of shade, and its many curbs and planters limit its capacity to function as a great civic space.
The Alamo Today

HISTORIC SITE

ALAMO PLAZA
The Alamo Plan

ALAMO PLAZA

HISTORIC SITE
Today the city obscures layers of Alamo history.
Today the Alamo Site occupies only a fraction of the Mission Footprint.
The Alamo Plan reveals the Mission’s West and North Walls. The Historic Site expands by 60%.
The Alamo Museum and Visitor Center will exhibit the Phil Collins collection in world class galleries and includes a state-of-the-art theater and ground-floor public amenities.
Alamo Plaza will be an expansive, shaded pedestrian zone for gathering, public expression, and events.
The Alamo Plan
The Alamo Plan realizes the Alamo Vision and Guiding Principles*

*Adopted by the city of San Antonio in December, 2014
Alamo Vision Statement #1

Engage local residents and visitors in ways to personally connect to the Alamo area experience.
Tell the story of the Battle of the Alamo and its impact on the Republic of Texas, City of San Antonio, State of Texas, the United States, and the international community.
Include and interpret the diverse cultures that contributed to the story of the Alamo area through meaningful and memorable experiences for visitors.
Alamo Vision Statement #4
Tell the in-depth history of the Alamo area to the present day as a tribute to all who lived, fought, and died there.
The Plan returns the Plaza to its place at the heart of civic life, and realizes key goals of the Alamo Guiding Principles*

*Adopted by the city of San Antonio in December, 2014
Alamo Guiding Principle

Enhance connectivity and wayfinding to the river, neighborhoods, La Villita, the cathedral, and the other Plazas
Alamo Guiding Principle
Create a premier Visitor Experience through physical space and interpretation
Embrace intellectual, experiential and physical accessibility
The Alamo Plan transforms the visitor experience to tell the whole story right where history happened, while protecting and restoring critical artifacts.
Understand authentic archaeology and burial sites
Discover 300 years of history

- **A** NORTHERN WALL
- **B** TRAVIS SCULPTURE
- **C** CASTAÑEDA HOUSE
- **D** TREVÍÑO HOUSE
- **E** ALAMO MUSEUM
- **F** ACEQUIA
- **G** GUN BATTERY
- **H** MISSION GATE
- **I** 18 POUNDER + LOSOYA HOUSE
- **J** PRIEST’S GARDEN
- **K** MEXICAN POSITIONS
- **L** CENOTAPH
- **M** BURIAL GROUNDS
- **N** LONG BARRACKS
- **O** TEXTILE WORKSHOP
- **P** CONVENTO
- **Q** CHURCH
- **R** CIVIL RIGHTS STORY
- **S** ACEQUIA
- **T** MEXICAN CAVALRY POSITIONS
- **U** PALISADE / CROCKETT POST
- **V** BURIAL GROUNDS
- **W** LIVING HISTORY

**Labels:**
- **MISSION DE VALERO**
- **BATTLE OF THE ALAMO / TEXAS REVOLUTION**
- **ALAMO POST BATTLE**
Respect sensitive ground

NATIVE AMERICAN BONE TEMPERED CERAMICS
Honor sacred burial grounds
1724

Jan. 22.   POLICARPIO, an infant child, a Xarame Indian. Father Francisco Hidalgo said the last rites and signed the book.

Feb. 6.    HERNANDEZ, Brigida, legitimate daughter of Francisco Hernandez and Maria de Guadalupe Longoria. Father Francisco Hidalgo said the last rites and signed the book.

Jan. 2.    VICENTE, an adult Indian of this mission. Father Hidalgo said the last rites and signed the book.

May 6.    JUAN Antonio, a Xarame Indian, son of Roque, a Xarame Indian and Maria Antonia; Payaya Indian. Father F. Hidalgo said the last rites and signed the book.

May 8.    GARZA, Juan Joseph de la, child of Christobal de la Garza and Antonia Guerra. Father F. Hidalgo said the last rites and signed the book.

May 24.   MARIA, a Pamaya Indian, married to Antonio, a Pamaya Indian. Father F. Hidalgo said the last rites and signed the book.

May 28.   VALDEZ, Rosa Nicolasa, legitimate daughter of Capitan Nicolas Valdes and Nicolasa Jimenes. Father F. Hidalgo said the last rites and signed the book.

May ?     FLOREN, legitimate son of the fiscal? The rest of the information too faded to read. Father Francisco Hidalgo said the last rites and signed the book.

Aug. 27.  MIGUEL, a Payaya Indian, married to Francisca Xaviela, a Xarame Indian. He died “peña que se le bino a la cabesa”, where they made the adobe. Father Joseph Gonzales said the last rites and signed the book.
Honor sacred burial grounds

1724, August 27.
MIGUEL, a Payaya indian.
Married to Francisca Xaviera, a Xarame indian.
He died where they made the adobe.

1725, August 10
ROSELA CANTU, aged 5.
Daughter of Francisco Cantu, a soldier of the presidio of San Antonio.
Explore open-air exhibits

PALISADE

BURIAL GROUNDS

WEST WALL

18 POUNDER AND LOSOYA HOUSE

SOUTH GATE

TEXTILE WORKSHOP
Take part in living history
Alamo Guiding Principle

The 1836 Battle of the Alamo, the most widely recognized event, provides an opportunity to tell the entire history of the Alamo area.
Alamo Guiding Principle

Create a premier Visitor Experience through physical space and interpretation
Alamo Guiding Principle

Embrace the continuum of history to foster understanding and healing
Alamo Guiding Principle

Balance scholarship, historical context, folklore and myth to provide an engaging visitor experience
Alamo Guiding Principle

Preservation and interpretation based on historical and archaeological evidence
MISSION WALL FOUNDATION
BELOW GLASS

Alamo Guiding Principle
Preservation and interpretation based on historical and archaeological evidence

ACTIVE ARCHAEOLOGICAL EXCAVATION
The Alamo Experience

EXPERIENCE LIVING HISTORY

EXPLORE MISSION STORIES

TRACE HISTORICAL ROOTS

UNDERSTAND DIVERSE PERSPECTIVES

HONOR LIVES LOST

SEE EXCAVATIONS IN ACTION
Discussion and responses to public feedback

Questions from our public meetings:
Why should access to the site be managed during museum hours?
To enable orientation and the full experience of the open air museum.
“Museums care for their resources in trust for the public.

It is incumbent upon them to ensure the safety of their staff, visitors and neighbors, maintain their buildings and grounds, and minimize risk to the collections that they preserve for future generations.

Conscious, proactive identification of the risks that could potentially harm people and collections, and appropriate allocation of resources to reduce these risks are vital to museum management.”
San Antionio Missions World Heritage Site — The National Park Service manages public expression to preserve resources and protect visitor experience

— Designated areas for demonstrations

— Permits for groups 25+

“Locations may be designated as available for demonstrations under this section, and for the sale or distribution of printed matter under 2.52, only if these activities would not unreasonably impair the atmosphere of peace and tranquility maintained in wilderness, natural, historic, or commemorative zones”
Precedents for active site management

INDEPENDENCE HALL, PA
9.5 ACRES

ROMAN FORUM, ROME
82 ACRES
Independence Hall—Separate managed entrances and exits require repeated queuing and security checks
Roman Forum
Multiple managed entrances and exits
Precedents for Orientation & Information
George Washington’s Mount Vernon
Ford Orientation Center at George Washington’s Mount Vernon

- 1,100,000 Annual Visitors
- Mansion Tours
- Garden Tours
- Theater
- Animals & Living History
- Memorials and Burial Grounds
- Education Programs
- Museum & Education Center
Gettysburg National Military Park
Gettysburg National Military Park Museum and Visitors Center

— 1,900,000 Annual Visitors

— Battlefield Tours

— Theater

— Living History

— Cemetery Tours

— Education Programs

— Museum & Visitor Center
The Alamo Today
The Alamo Today — Visitors research findings

— 1,700,000 Church visitors

— More than 1/2 of visitors have never been before

— Majority of visitors did no pre-visit planning

— Less than 1/3 of all visitors had any awareness of the Alamo as a Mission

— More than ½ of visitors were still looking for orientation and introduction inside the Church
The Alamo Plan Entry Experience

FULFILL GUEST FUNCTIONAL NEEDS
Bathrooms, strollers, etc...

FULFILL FUNCTIONAL NEEDS
Ticketing, security, etc...

BUILD AN EMOTIONAL ARC
Anticipation, Excitement, etc...
The Alamo Plan Entry Experience
The Alamo Plan Entry Experience
Today, the primary managed entrance is separated from the orientation point
The Plan’s primary entrance includes orientation to ensure visitors understand site offering and programming.
Secondary entrances provide additional access points (dependent upon site programming)
Multiple access points provide flexibility when Museum is closed
Why can’t the museum be in the Garden?
Because it would compromise visitor orientation and conflict with the protected view corridors of the church.
The Alamo Plan Museum Location — On the west edge
Museum Location — In the Garden (Houston Street)
Museum Location — In the Garden (Houston Street), conflicts with protected view shed
Museum Location — In the Garden (Bonham Street)
Museum Location — In the Garden (Bonham Street), conflicts with protected view shed
Museum Location — On the west edge
Museum Location — In the Garden

CHALLENGES:

- Visitor driven to approach front of church
- Ultimate reveal should be front of church
- Compromised arrival experience
- Reduced museum and theater penetration
- Confusing & wandering path of travel
Why can’t you retain the buildings on the west side of the site — the Crockett, Palace, and Woolworth buildings?
This needs further study, including historical analysis of the buildings and an assessment of adaptive reuse potential.
Retain multiple options until later in the design process
Assess the significance and integrity according to national standards

The Alamo is commissioning an independent report to:

— Assess each building individually against Federal criteria.

— Document the integrity of interior and exterior features.

— Describe how each building contributes to Alamo’s primary periods of significance.

— Evaluate each building’s significance at a world, national, state and local level.
Assess opportunities for reuse, including how to connect multiple floor plates

- Floor-plates are misaligned causing challenges to universal accessibility
- Floor-to-ceiling heights are lower than contemporary gallery standards
- Structural bays are smaller than contemporary standards
Assess opportunities for reuse, including how to connect multiple floor plates.
Parade Route

Why can’t the parade route be retained?
Because it reduces opportunities for telling the history of the site every other day of the year.
Parade route today — Alamo Plaza

— Bleacher seats = 2,700+
— Grandstand seats = 1,500+
— Total seats = 4,300+
— Walk to Church = 200 ft.
Maintaining today’s route disrupts the open air museum.
Parade re-route — Bonham > Alamo Plaza

— Maintains existing capacity;
  Reuses existing seating

— Total Seats + 70

— Walk to Church = + 30 ft.

←→ Follows historic route
  El camino real de los Tejas
Parade re-route — Bonham > Losoya Street

— Maintains existing capacity; Reuses existing seating

— Total seats + 90

— Walk to Church = + 80 ft.
Maintain connection to Church
Enrich the procession experience
The existing Pilgrimage route is maintained
Why does the cenotaph need to be relocated?
To clarify periods of historic significance,

To enable the full experience of the mission plaza, and

To provide a space of reverence and learning for the cenotaph.
Today’s location blocks key views
Relocation opens views and provides space for living history and programming
Today’s location blocks views, limits space for program and is at the wrong elevation for the lowered ground
Relocation enables space to experience the mission and battleground
The cenotaph is a 20th century commemorative monument

— Originally planned for location of current bandstand
Relocating the cenotaph clarifies periods of historic significance and is aligned with earlier plans for its location.

EXISTING CONDITIONS*
*bandstand @ 1935 proposed cenotaph location

INTERPRETIVE PLAN
The cenotaph requires repairs and restoration

The 2017 Alamo Master Plan proposes the following:

— Undertake a detailed laser scan of both the exterior and the interior of the structure to create an accurate set of “as-found” conditions.

— Carefully disassemble the structure and conserve all marble sections in a controlled environment.

— Provide a new structure [non-corrosive assembly instead of reinforced concrete]
The Cenotaph becomes the centerpiece of Alamo Plaza