

**A Study of Urban Redevelopment of the Broadway Area in
San Antonio, Texas from 2009-2019**

by

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LIST OF FIGURES

Figure	Page
1. Opening Day.....	2
2. Pearl Aerial.....	3
3. Pearl Map.....	4
4. Hemisfair Map.....	6
5. OP Mitchell Motors.....	8
6. Hughes Plumbing Supply.....	8
7. Pontiac Dealership.....	9
8. Iron Mountain.....	9
9. Fiesta Parade Map.....	11
10. Pearl End of Prohibition.....	13
11. Texas City Map.....	23
12. Aragon and Romula.....	25
13. San Antonio River Great Bend.....	26
14. Farmer's Market.....	25
15. Tamale Festival.....	29
16. Ghost town.....	31
17. 1221 Post Construction.....	31
18. 1221 Storefront.....	32
19. Broadway Study Map.....	35
20. Pearl Map.....	36
21. Before and After.....	41

LIST OF TABLES

Table	Page
1. Classification Table.....	38
2. Breakdown of categories, by year.....	40
3. Bar graph of data.....	40

TABLE OF CONTENTS

	Page
LIST OF TABLES.....	iii
LIST OF FIGURES.....	ii
CHAPTER	
I. INTRODUCTION.....	1
II. BACKGROUND.....	5
Broadway.....	7
The Pearl.....	12
III. PURPOSE STATEMENT AND RESEARCH QUESTIONS.....	14
IV. LITERATURE REVIEW.....	15
Retail Based Development.....	15
Urban Renewal.....	17
A Case Study in Urban Renewal: Gateway Center.....	18
Adaptive Reuse.....	19
V. RESEARCH METHODS.....	22
Site and Situation.....	22
The Redevelopment of the Pearl Brewery.....	27
Broadway Redevelopment.....	29
Methods.....	32
Analysis.....	34

VI. RESULTS.....	37
Data and Analysis.....	37
VII. CONCLUSION.....	40
WORKS CITED.....	44

CHAPTER I

INTRODUCTION

In May, 2009 the Museum Reach, also called “The Urban Segment” of the San Antonio River, opened with much fanfare. As part of the San Antonio River Improvement Project (SARIP), this extended the River Walk by 1.3 miles north of the downtown region, adding a lock and dam from the famous river barges to the revitalized Pearl and many stops in between (Figure 1). The project added many flood controls, hike and bike paths, outdoor art displays, and native vegetation (San Antonio River Authority 2017). Along with the recreational features, what made this once neglected unique segment of the river is the redevelopment of the once famous brewery, The Pearl.

The Pearl Brewery operated for nearly 116 years, and with the final closure in 2001, the twenty-two acres (Figure 2) were purchased by a local investment firm, Silver Ventures (Poling 2002). Christopher “Kit” Goldsbury, the Chief Executive Officer and driving force behind the rehabilitation of the former brewery made the decision to retain complete control of the entire site including all buildings and streets (Gamble and Heyda 2016). Following Goldsbury’s vision of a mixed-use development would focus on locally owned restaurants, shops, and future living spaces, and at the same time would maintain much of the historical aspects of many buildings (Figure 3) while adding newer and, environmental friendly features (2016).

Following the openings of the redeveloped Pearl and Museum Reach, a long unattended project located at 1221 Broadway was restarted in 2010 after almost five years of neglect. Within one year of receiving a large loan, the building, now christened the 1221 Broadway Lofts, opened with 268 residential units and multiple businesses on the first floor (Hiller 2010). With the success of 1221 Broadway, other redevelopment projects quickly followed. Approximately

2,250 residential units were under construction as of 2013 (Lucio 2013). Plans included new developments on Broadway and at The Pearl, clearly illustrating that rapid revitalization was taking hold.



Figure 1. Opening day, San Antonio River Improvement Project. Brooklyn Avenue Lock and Dam. Photo by Laura Gunnells.



Figure 2. Aerial photograph of the Pearl Site, 2009. Red Wing Aerial Photography.

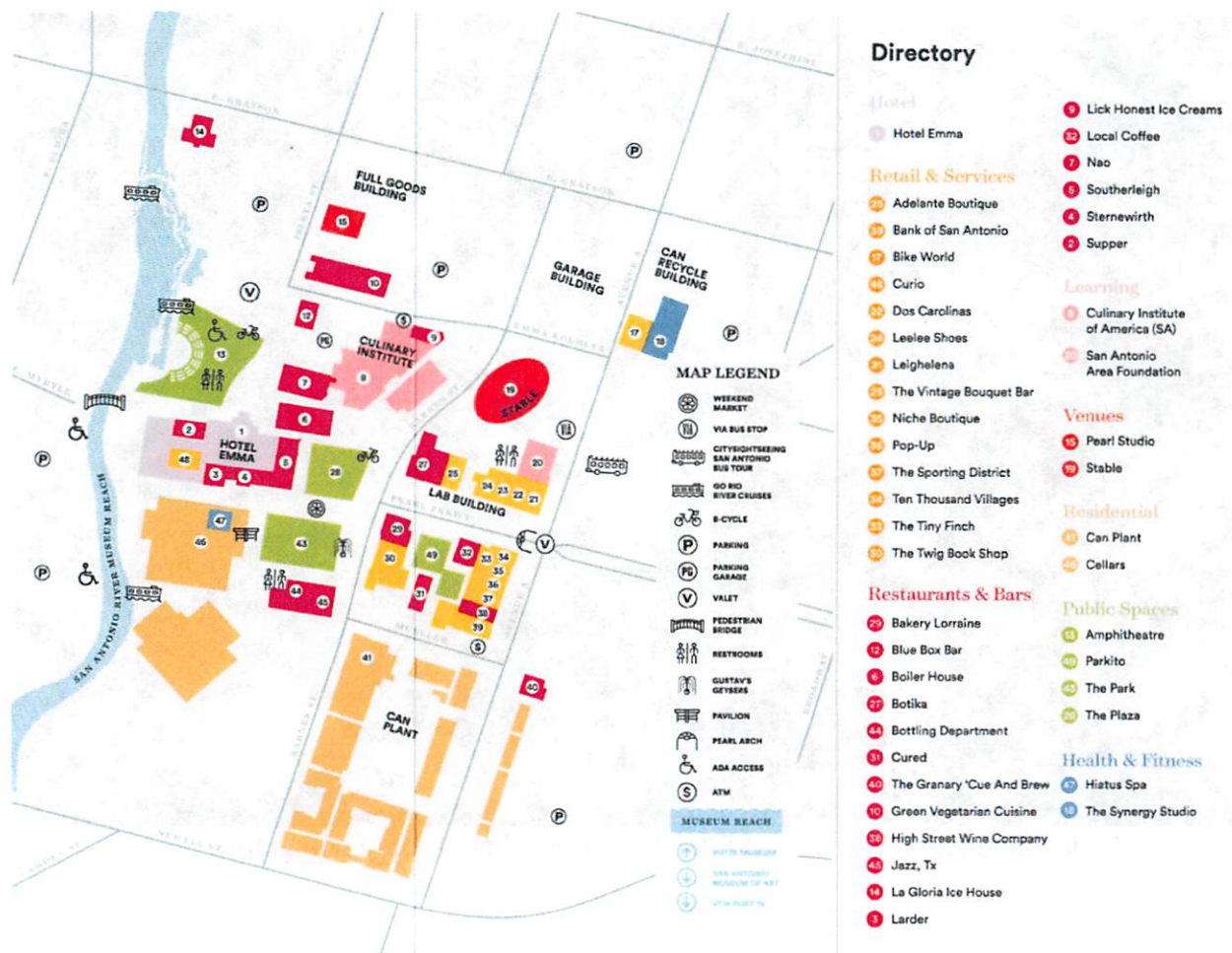


Figure 3. Current (2019) Map of the Pearl site. <https://atpearl.com/about>

CHAPTER II

BACKGROUND

San Antonio has always been a tourist destination. Attractions include the Alamo, the various San Antonio Missions (declared a United Nations Educational, Scientific, and Cultural Organization World Heritage Site in 2015), multiple museums, and of course, the Riverwalk. According to the San Antonio Chamber of Commerce, the Alamo and Riverwalk are two of the most popular visitor destinations in the state of Texas.

It could be argued that the World's Fair in 1968, known locally as HemisFair '68, truly put San Antonio on the map as a world class vacation and convention destination (Figure 4). The Fair was designed originally to not only celebrate the city's 250th anniversary, but also bring attention to the City of San Antonio beyond its well-known military town reputation (Duane 2010). While the Fair itself actually lost money, the city gained a convention center (named HemisFair Arena where the San Antonio Spurs played and many music acts performed until the Alamodome was built), an extension of the downtown River Walk, multiple hotels and restaurants, and buildings that would be later transformed into the Institute for Texan Cultures and the Federal Courthouse. The long-term effects of HemisFair '68 can still be felt today, and when Kelly Air Force Base was closed (as part of the Base Realignment and Closure) the vibrant tourist industry became the city's largest source of income (Holmsley 2003).

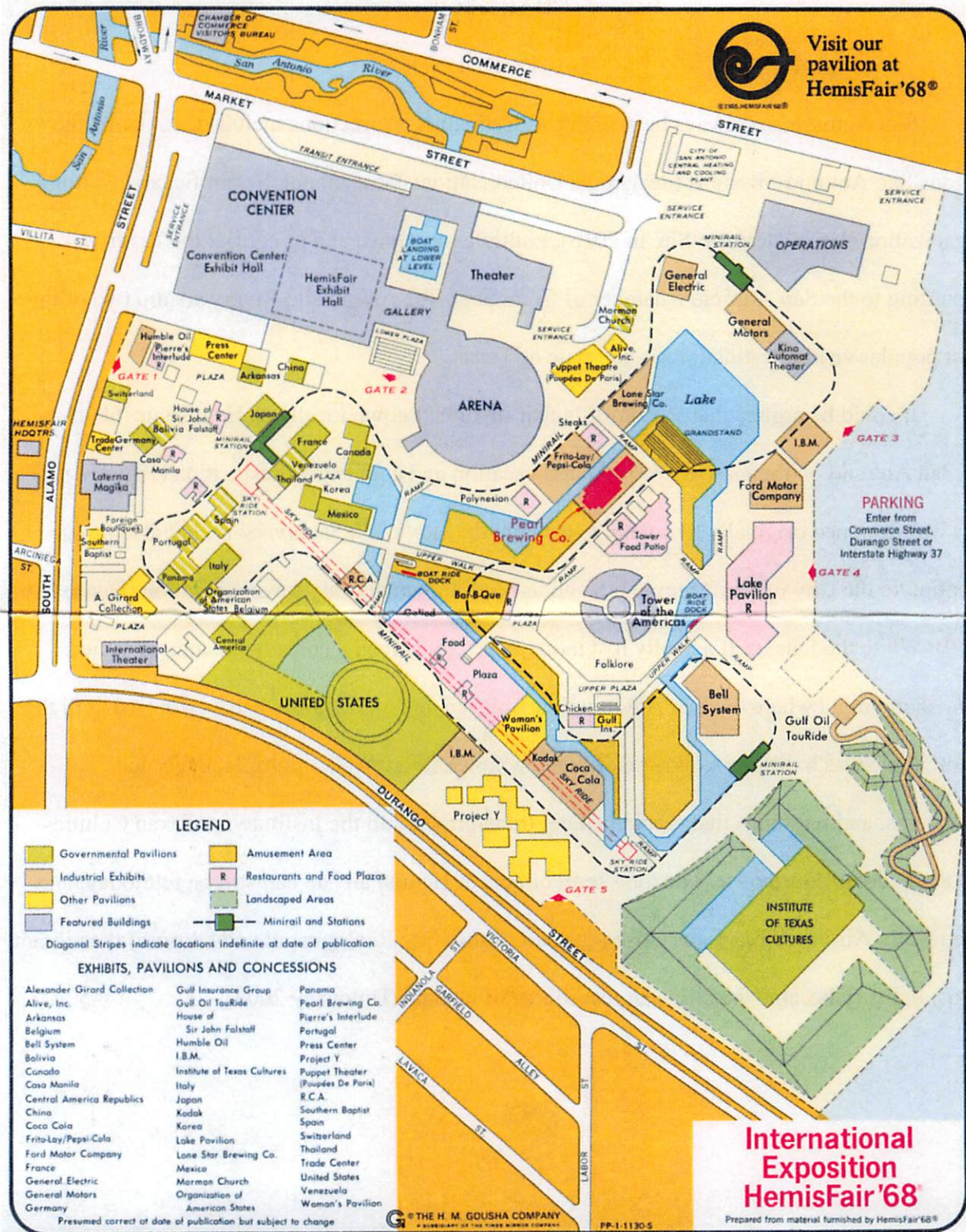


Figure 4. HemisFair '68 map.

BROADWAY

In a casual conversation with Tom Shelton, one of the curators at the Institute for Texan Cultures (ITC), he vividly recalled growing up in San Antonio during the 1950's and 1960's. He clearly remembers that car dealerships would have a parade of the new model cars every year down Broadway to build excitement in the buying public. A photograph from the 1950's (Figure 5) illustrates one of the many auto dealerships, O.P. Mitchell Motors that dominated Broadway during this time period onward into the 1960s. However, this type of business began to steadily decline in the mid 1960s, culminating in their near extinction after the completion of Loop 410 in 1967 (Hemphill 2017). The Federal Highway Act of 1956 began an era of national highway construction, including San Antonio (U.S. Department of Transportation). For (then) President D. Eisenhower, it was a matter of national security following World War II. San Antonio, with many military installations, building roads was a priority (Miller 2004). With new highways, came new businesses. Businessman and former Mayor Charles Beckett, saw an opportunity on the growing Northside and opened his Handy Andy grocery store off of brand new Loop 410 (Wolff 1997). With Handy Andy growing, a shopping mall being constructed, the auto dealerships, wanting to take advantage buying inexpensive land, followed. The previously mentioned auto dealership, O.P. Mitchell Motors would house Hughes Plumbing Supply in a few years and then a vacant lot (Figure 6). Another auto dealership, which had been actively selling Pontiac cars since the 1930s (Figure 7), is presently occupied by Iron Mountain, a data service center (Figure 8). It can be surmised from this brief anecdotal and observational data that Broadway has always been evolving and changing, adapting to a metropolitan shift in demographics and economics.



Figure 5. O.P Mitchell Motors. Zintgraff Studios, Negative 908-3. Institute for Texan Cultures, University of Texas Special Collections.



Figure 6. Hughes Plumbing Supply, 1100 block Broadway. Former location of the Dodge Dealership. Photo by Thor Gunnells, 2017.



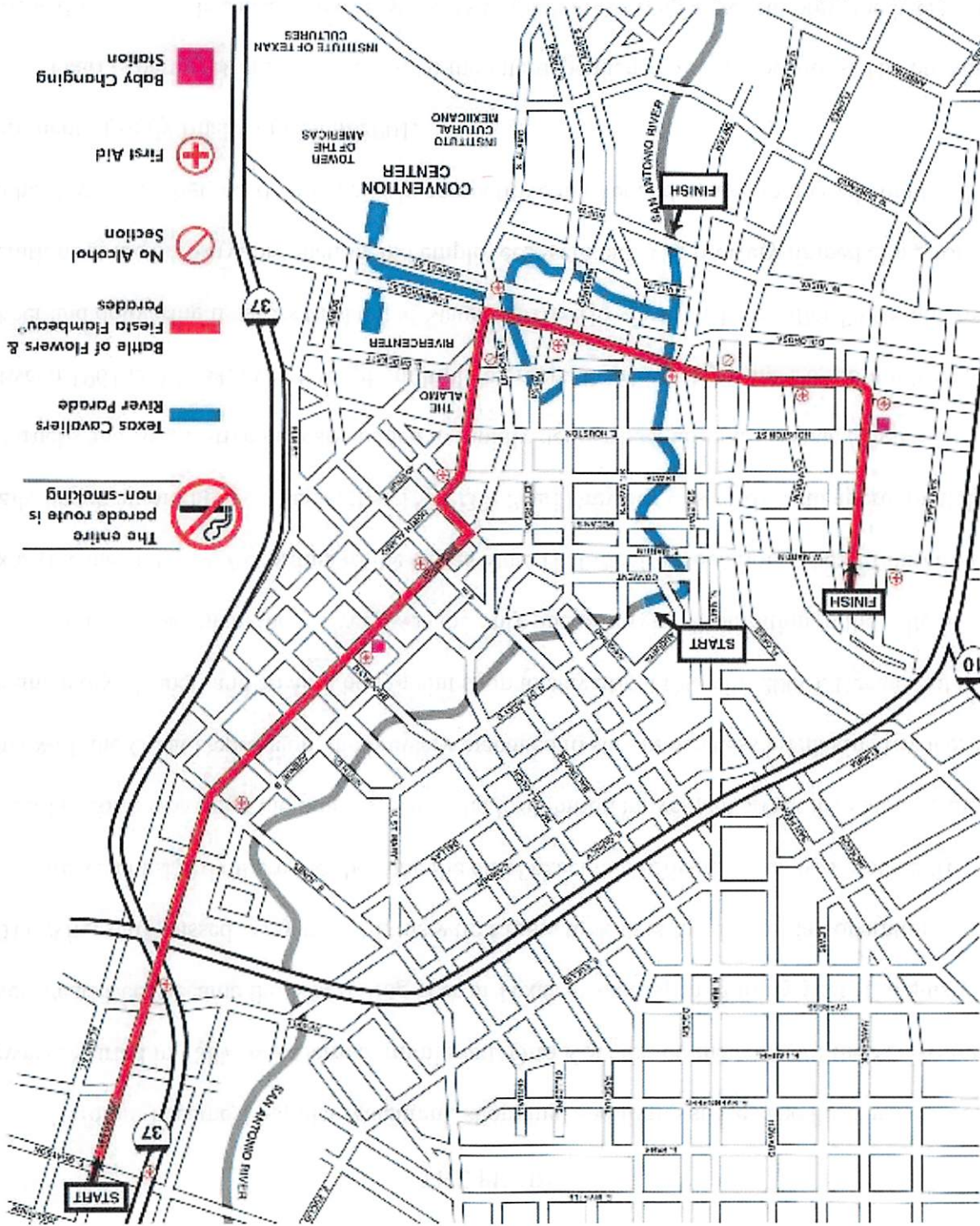
Figure 7. Pontiac dealership, 1935. Zintgraff Studios, Negative 273. Institute for Texan Cultures, University of Texas Special Collections.



Figure 8. Iron Mountain, 930 Broadway. Former location of the Pontiac Dealership. Photo by Thor Gunnells, 2017.

Although the auto dealerships practically disappeared, San Antonio's penchant for yearly parades down Broadway Street has remained. Presently, there are two parades that use Broadway as a route during the weeklong celebration known as Fiesta. The first parade in 1891, The Battle of Flowers, was to honor the heroes of the Alamo and the Battle of San Jacinto and is the largest parade entirely run by women (Fiesta San Antonio 2018). The first Fiesta Flambeau Parade was held in 1948, and just as the name indicates, the floats are illuminated; it is held at night and uses the same Broadway route (Figure 9). According to a study by the Fiesta San Antonio Commission, all of the parades and other related events brought an impressive \$858.8 million dollars into the economy and attracted 2,512,489 attendees to the celebrations (2017). Many things make Fiesta special; it is truly the "Party with a Purpose". It fuels not only millions of dollars into the local economy, but according to the Fiesta Commission, the various events surrounding the parade in supporting various civic-minded groups throughout the year (Fiesta San Antonio). It could be argued that the parades, the easy access to downtown, the restaurants and shops at the Pearl, and the San Antonio River, make this section of Broadway extremely attractive to developers now and for years to come.

Figure 9. Map of Fiesta Battle of Flowers Parade. Map courtesy of the City of San Antonio. The longest section of the parade using Broadway is highlighted in red. The Broadway section begins at Grayson Street and ends at Commerce Street.



THE PEARL

Before it became a popular restaurant, shopping, and living space, The Pearl was a beer brewery. Started in 1887 by a German immigrant, Otto Koehler, on the banks of the San Antonio River, Pearl Beer became the best selling beer in Texas in short span of thirty years (Dingus 2001). After Otto passed away in 1914, his wife Emma took over the day-to-day operations at the brewery, and shortly thereafter became the chief executive officer, which was practically unheard of for a woman at the time. By 1920 the Prohibition movement swept the country, and along with the Great Depression, the brewery managed to stay in business by making dry ice, opening a dry cleaner, and an auto body paint shop to stay afloat (Nowlin 2000). Because of Emma's business acumen, the brewery was the only one to survive Prohibition in the state of Texas (Hennech 2010). According to the Texas State Historical Association, when Prohibition finally ended at midnight on September 15, 1933, Pearl Brewery was ready with approximately 100 trucks and twenty-five boxcars loaded to rapidly deliver beer around the state (Figure 10). Between 1961 and 1984, even through multiple mergers, Pearl was brewing 1.8 million barrels of beer and delivering it across the United States (2010). However, in 1985, after Pabst took over operations at the brewery, production and employees were cut. The brewery limped along for another few years, but faced with a highly competitive market and unable to upgrade outdated equipment; it sadly finally closed in 2001.

Pearl is part of Broadway because of the interdependence of both locations. The brewery is located where it is because of the easy access to the San Antonio River (to brew the beer) and to Broadway as a means of transportation. It could be argued that with the brewery closing and the loss of the car dealerships, this area stood to become truly blighted. With Goldsbury making a commitment to redeveloping the Pearl and the 1221 Broadway apartment complex, alongside

the San Antonio River Improvement Project created a new, beautiful place for locals and tourists alike.

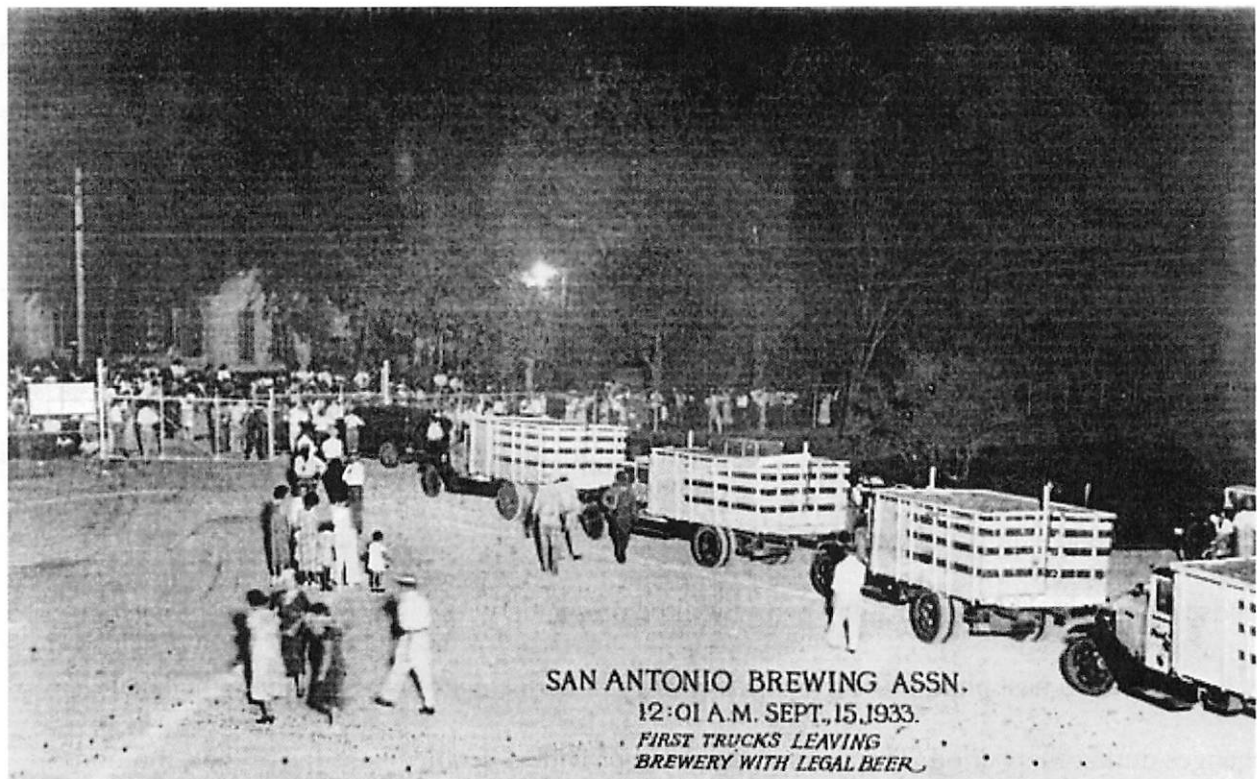


Figure 10. End of Prohibition. Photo Silver Ventures.

CHAPTER III

PURPOSE STATEMENT AND RESEARCH QUESTIONS

Rapid redevelopment is currently changing the urban landscape at a rapid pace. An assessment of these changes is lacking and is warranted given the longstanding historical and evolving economic values of the midtown urban landscape and the unique character of San Antonio, Texas. How has the recent redevelopment of the San Antonio River Museum Reach, including construction around the Pearl Brewery development and Broadway, changed the urban landscape of midtown San Antonio for the better?

The purpose of this research is to outline the urban landscape changes related the redevelopment of the midtown San Antonio River Museum Reach by illustrating the evolution in commercial, residential, and public features during a given time period focusing on a study area of Broadway between Brooklyn Avenue and Grayson Street. The Pearl redevelopment is representative of the changes seen in many current urban landscapes, which signal a shift from the outdated and stale to the modern and vibrant. Descriptions of the unique character of the landscape prior to the formal study period will be presented with visualizations of these changes, with current and past photographic evidence, and a historical narrative describing the landscape changes during this period. This examination will provide a detailed baseline of the conditions prior to redevelopment and enable ongoing assessment of changes in the urban environment. This study also has the potential to add to the scholarship on the geographic implications of urban redevelopment in general. If one envisions the Pearl and Broadway redevelopments as essentially a springboard to and harbinger of future economic growth, it then becomes evident San Antonio is on the verge of a significant revitalization of this study area and potentially other parts of the city as a whole.

CHAPTER IV

LITERATURE REVIEW

In recent studies of urban renewal, literature on the United States is lacking. Most published works tend to be Eurocentric, focusing on cities like Turin, Italy, Berlin, Germany, and Istanbul, Turkey. In the United States, the literature is divided between historical redevelopment and based redevelopment. Among academic research publications, the terms “urban renewal” and “urban revitalization” are used interchangeably. The purpose of this literature review is to examine both cases of redevelopment as it relates to The Pearl (retail and historical) and the Broadway corridor (urban renewal) in San Antonio, Texas.

Retail-based Redevelopment

During the 1950’s and the 1960’s, people moved from the city centers into the suburbs. Due to falling property values and failing businesses, many big city mayors and leaders pushed for redevelopment (West and Orr 2003). The idea of downtown redevelopment was multifaceted; its purpose was not only to jump-start businesses, but also to create a sense of community pride. Spurred by the launch of the environmental movement in the 1970’s, and with concerns of traffic congestion and subsequent loss of park space due to sprawling suburban malls, many urban areas began to form public-private partnerships supported through financing with the Urban Action Grants and Community Development Programs (2003).

In 1983, a study on retail revitalization conducted by Black, Howland, and Rogel for the Urban Land Institute concluded, “many downtowns have an opportunity for retail revitalization. The attitudes of mainstream retailers, shopping center development and lenders toward downtown investments have undergone significant alterations in recent years under the influence of changing market conditions and demonstrated success of a variety of pioneering projects.”

Downtown redevelopment is not always successful, however, and a case in point is New Haven, Connecticut. Edward Logue, the development administrator of New Haven from 1954-1961, along with Mayor Richard Lee, had a shared vision to make New Haven a “model city” (Cohen 1983). The purpose of the Model Cities program was to create a comprehensive housing solution to the address issues of urban poverty; instead, the money was spent on many frivolous projects (Frieden and Kaplan 1975). In 1965, Logue and Lee applied for and received more federal money per capita than any other city in the United States (Rae 2003, 324). The newly formed New Haven Redevelopment Corporation razed a neighborhood occupied by an established but low income population in order to build premium apartments and a road to bring visitors directly into the city center (Cohen 1983). The developers also demolished the businesses of small retailers in the area with almost no plan for them to continue operation during the construction phase. The merchants formed a grass-roots organization to in an attempt to resist the redevelopment (1983). However, this action was not enough, and the change continued happening despite their effort. After 10 years of construction and legal battles, the Chapel Square Mall of New Haven finally opened.

Logue and Lee did not consider a few vitally important factors: First, residents used their expensive new freeway to commute from the suburbs into the central business district for work and back to the suburbs to shop instead of spending their money in the expensive new mall. Second, the shopping base of New Haven retail preferred local and regional stores over the national chains that dominated Chapel Hill Mall. Finally, the changing demographics of the city meant the poor, along with racially diverse people, had no reason to shop at the mall (1983). The Chapel Hill Mall was finally closed in 1993 as the last retail store Macy’s finally moved out. As this lesson proves, “for societies to survive and grow (they), society must reinvent them” (Hatch

2012). Sometimes the visions and wishes of redevelopment differ greatly in comparison to the actual growth and transformation of societies in the real world.

It is important to remember at this juncture, “A long standing urban design principle is that successful public spaces (streets, parks, squares) manifest vitality; and this vitality depends on how successful the transaction of activities is (including businesses) and how strong its social networks are” (Beltran 2015). For any neighborhood revitalization to be successful, businesses need to create a balance between economic development and inviting places for diverse groups of people. A study conducted by Mehta and Bosson, based on urban sociologist Ray Oldenburg’s Third Place theory, defined a third place as, “a user of a business who also lives in the neighborhood, and is also a resident” (2009). The study areas (Pearl and the Broadway Corridor) meet these criteria, for both serve as places with attractive amenities drawing in local residents and tourists alike. Finally, in terms of development, neighborhood revitalization like the one seen in this study can open up markets to new investment (Jacobus and Chapple 2009).

Urban Renewal

It is generally agreed that urban renewal has had three historical phases. The first generation was commonly known as the era of the bulldozer (Carmon 1999). In the US, areas that were declared “slums” were cleared (the bulldozer approach) for shopping centers and office buildings. This was accomplished by public authorities providing the money for demolitions and private investors furnishing the money for new buildings (Majoer 2015). As a result of the first phase of planning, and in response to the bulldozer approach, focus began to shift to the second generation. This practice was highlighted by neighborhood rehabilitation with an eye toward relieving social problems (Carmon 1999). During this period, President Lyndon B. Johnson created the “Great Society” programs, which included “The War on Poverty” with the intention

of providing relief for the less advantaged. Also during this time, the Department of Housing and Urban Development was created, which in turn spawned the “Model Cities” program (Frieden and Kaplan 1975). As previously mentioned, the program ultimately failed the people it intended to help. Carmon’s third generation included “revitalization, especially in city centers--a businesslike approach emphasizing economic development.” It was this third generation that successfully spurred public-private partnerships (1999). Sagalyn noted that the public-private partnership has been a source of conflicts of interests which both sides tend to ignore (1990).

A Case Study in Urban Redevelopment: Gateway Center: The Bronx, New York

For 60 years West Haven, a small district in the Bronx, laid abandoned (Rolston 2012). This once bustling industrial center previously included factories, warehouses, an iron works known for casting the framework for the US Capitol Dome, various breweries, and a monument sculptor credited with creating the iconic “Library Lions,” which presently sit in front of the New York Public Library. Occupied initially by mostly German immigrants, social life in West Haven had thrived for decades. People would routinely gather at beer halls, parks, and entertainment venues (2012). In spite of a lively social life and a booming industry, West Haven suffered from a spiritless aesthetic: unappealing architecture, a landfill at the shore line, multiple rail lines, and a prison. By the 1950’s, this once vibrant industrial enclave became all but abandoned, an eyesore, and one of the poorest neighborhoods in New York City (2012).

In 2006, a real estate development company, Related Companies, along with the Bronx Overall Economic Development Corporation, formed a public-private partnership creating a Community Benefits Agreement (CBA), generating a proposal to build the Gateway Center at the Bronx Terminal Market (2012). The New York City Council unanimously agreed to support

the Gateway project with the hopes that the redevelopment would spill over into other similarly blighted and abandoned neighborhoods. Like most projects of this magnitude, it contained multiple, ambitious phases. The plan included rezoning parcels of land, transportation improvements (including various street closures and road enhancements), demolition of distressed buildings to be replaced by modern structures, and finally, other badly needed urban infrastructure repairs.

After seven long years of planning, demolition, and construction, Gateway opened to the public. In place of the once forgotten area, parks, retail, and infrastructure upgrades dramatically transformed this blighted space into a popular destination. Additionally, the project added 2,800 parking spaces and a pedestrian bridge leading to the subway, which brought people to the nearby Yankee Stadium, successfully providing an important revenue stream to New Haven. The recently added green space and the freshly cleared landfill also yielded environmental benefits, both physical and psychological, for employees and visitors alike, all the while supporting a local, sustainable ecology (2012). The Gateway project proved that it was possible to transform a once industrial and abandoned area into a profitable and appealing space for locals and tourists. Gateway was chosen because of its similarities to Pearl, in which, how a former industrial and blighted area, can have a potential of redeployment and become a valued place. Reusing and upgrading existing structures at Gateway celebrated the immigrants that formed the community for the current inhabitants (2002).

Adaptive Reuse

Adaptive reuse is generally defined as, “taking an existing property and repurposing it for it an entirely different use” (Goodman-Shortall 2016). Historical buildings are important for local communities, as they represent a unique period of time, and adaptive reuse is one way to

preserve this history. When a building is repurposed for a new use, one factor to consider is maintaining the characteristics of the building while adding contemporary features to the structure (Mısırlısoy and Günçe 2016). The concept of adaptive reuse really began to take hold during the 1960's and the 1970's when developers realized demolishing a building that could be saved and adapted did not make sense financially or environmentally (2016). The Pearl's aim from the beginning was to build sustainability into the community. Because San Antonio depends on the Edwards Aquifer for the city's drinking water, the environment is always at the forefront and center of planning. Pearl, as part of their adaptive reuse, planted native trees and grasses, installed xeriscaping, a water reuse and catchment system, and fitted buildings with solar panels, among other improvements (Gamble and Heyda 2016). The idea was to maintain the historical and cultural aspects of buildings, while modernizing them for the 21st century.

In the United States, Ghirardelli Square in San Francisco is considered the first adaptive reuse project (Ghirardelli Square 2017). Once a chocolate factory, the industrial building was sold in the 1960's out of concern for the property being needlessly demolished. A group of civically minded business people purchased the property, envisioning future shops, parks, apartments, and restaurants. Lawrence Halprin, the landscape designer for the project, is widely regarded as one of the leaders in adaptive reuse (Isenberg). His vision for Ghirardelli Square was to create, "the best revitalized urban space in the county" (Ghirardelli Square, History). Upon completion in 1964, Ghirardelli Square was heralded as a success and has continued to be a popular local and tourist destination even to this day. Until his death in 2009, Halprin continued his work with adaptive reuse and landscape design including such notable projects as Seattle's Freeway Park and Portland's Open Space, among many others (Goodman 2015). Clearly, the preservation and revitalization of an area should include important historical structures as part of

the overall plan.

On the surface, the redevelopment at The Pearl seems an ideal fit for adaptive reuse and an excellent venue to showcase sustainable environmental and historical concerns; however, this is simply not the case. Since so much of the previous literature relies upon Eurocentric modeling and situations specific to the area for which they apply, none of this precisely mimics the geographic location of The Pearl. San Antonio, Texas has a unique urban, historic, and geographic landscape that resists the simple application of urban renewal principles. The area itself has shown troubling signs of demographic fluctuation, financial instability, and industrial abandonment, which make its future as the jewel of revitalization a questionable gambit at best. These considerations must be taken into account and the applicable gaps filled in to ensure the best possible outcome for The Pearl and for San Antonio itself. More targeted research is warranted to ensure this precious urban resource remains successful and hopefully sidesteps the pitfalls that doomed so many similar projects in the past.

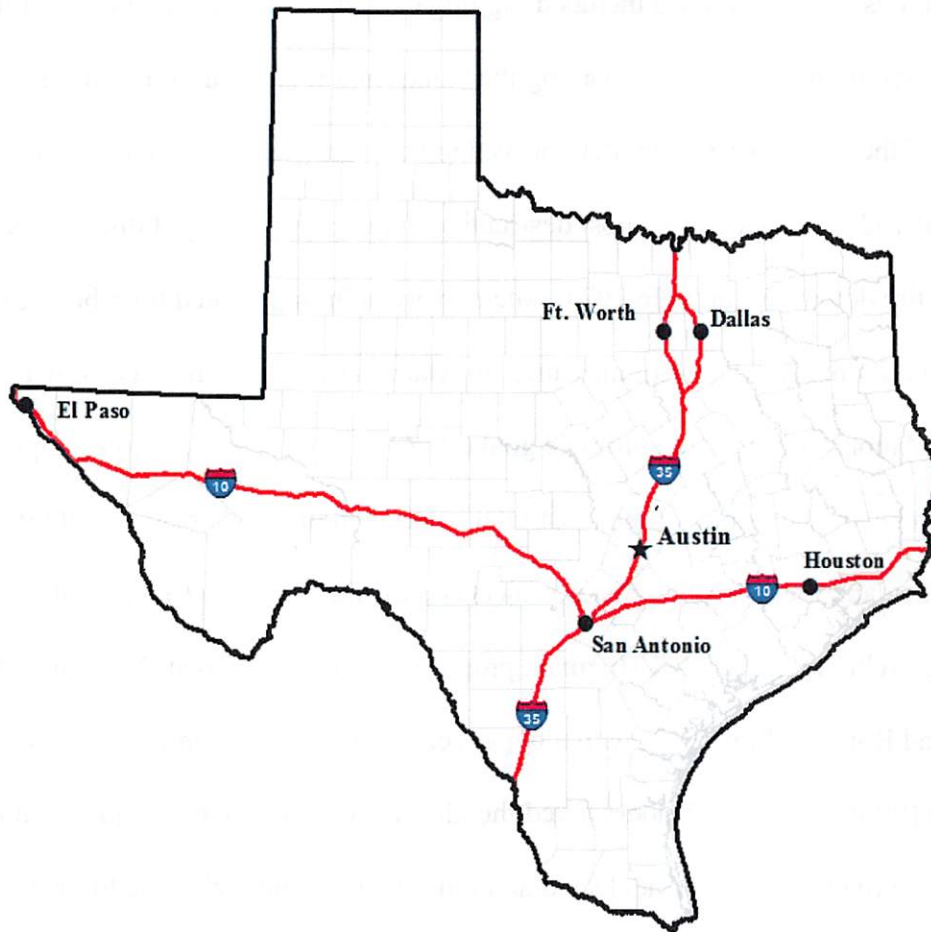
CHAPTER V

Research Methods

Site and Situation

San Antonio, Texas is located in South-Central Texas along the Interstate 35 (I-35) corridor. The city is 456 square miles and includes three counties, Bexar, Medina, and Comal (COSA 2016). Due to the city's location along the corridor, there is easy access to other growing cities like New Braunfels, San Marcos, and Austin. (Figure 11) According to the United States Census Bureau (2016), San Antonio has a population of 1,492,510 residents and is the seventh largest in the nation, ranking after Dallas and (but above Houston) in Texas with an impressive 12.44 percent rise in population. The climate in San Antonio is humid-subtropical, with high humidity, hot summers, and relatively mild winters (Roldan 2015). San Antonio also lies along the Balcones Escarpment which causes orographic lifting from the Gulf of Mexico and has found devastating flooding in the region on occasion (2015).

Major Texas Cities



1 in = 114 miles



Figure 11: Major cities map. Data provided by Texas Department of Transportation.

Due to its location between the Great Plains and the Gulf Coast Plain, San Antonio (along with New Braunfels, San Marcos, and Austin) is referred to as “Flash-Flood Alley” (Miller 2004). After a devastating flood in 1921, city leaders and engineers suggested many solutions to prevent recurring floods. Proposed plans included digging cut-off channels, lining parts of the river with concrete, removing the vegetation along the banks, and finally, draining and filling the “Great Bend.” All of these proposals ultimately proved to be impractical or too costly (Fisher 1996). The Flood of 1921 was one of the most destructive in the city’s history, killing 50 people and flooding the entire downtown area. In 1924, voters overwhelmingly voted for a bond to build a dam, along with additional flood control measures on Alazan and San Pedro Creeks, with controlling the San Antonio River as the ultimate goal (1996). The Olmos Dam was completed in 1927, and easily can be argued as one of the most vital projects in the city’s history (1996). After the completion of the dam, there were no major projects on the San Antonio River for three years; until a young architect, Robert RR Hugman, proposed to turn the “Great Bend” into the Shops of Aragon and Romula (Figure 12) with a bypass channel for flood control measures to protect downtown (1996). Many city leaders loved the idea, as prior to Hugman’s proposal that particular reach of the river was mostly neglected and ignored. Unfortunately, due to the Great Depression, these plans were put on hold until 1939 when a Works Progress Administration

Figure 12. The Shops of Aragon and Romula. Photographer and date unknown. Courtesy of texastrailroundup.com

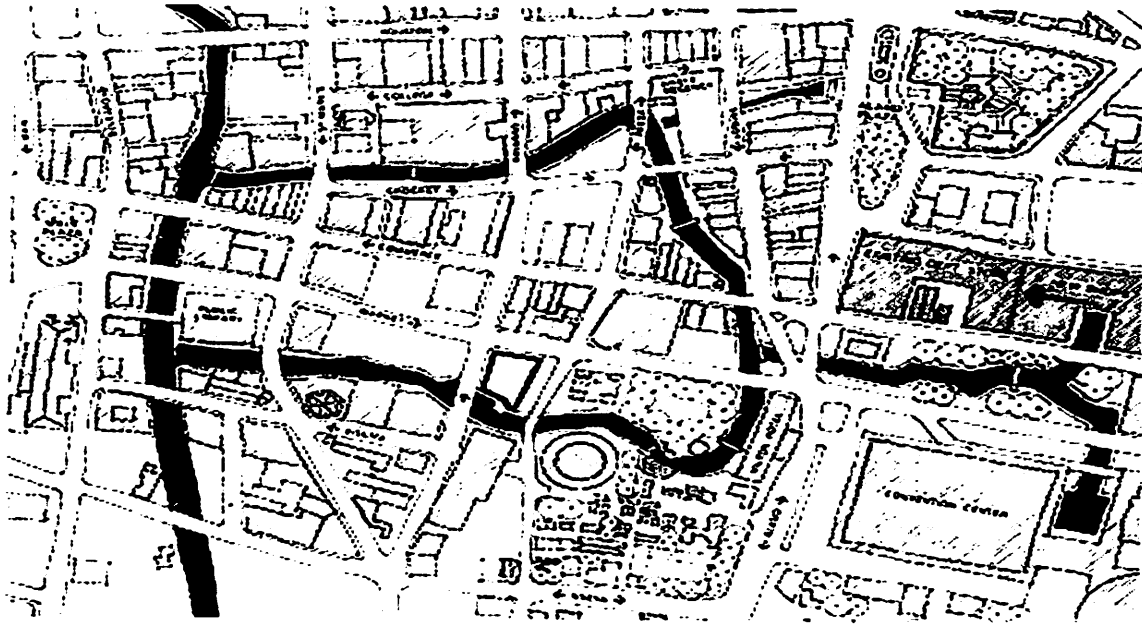


Figure 13. The “Great Bend” and the original man made that connected the ends of the channel, adding flood gates. Map courtesy of University of California-Berkley E-books collection, 1982-2004. California Digital Library.

The Redevelopment of the Pearl Brewery

In April 2001, after 116 years in operation, Pearl Brewery closed its doors for the last time. Managing to survive the Great Depression, multiple layoffs, employee strikes, and poor business deals, the brewery could not in the end modernize its equipment to keep pace with bigger, corporate breweries (Polling 2001). The final owner of the building, Pabst, the fourth largest brewer in the United States, made the fateful decision to shut down and move production to Fort Worth, Texas to keep the Pearl brand profitable (2001).

In 1998, the San Antonio River Oversight Committee was formed to plan, design and fund what would eventually become the San Antonio River Improvement Project (Wolff 2008). The original plan had three distinct sections: the Mission Reach, the Museum Reach, and the Eagleland Segment (2008). The main issue facing the overall vision for this area in 1998, however, was basically a lack of money, and as a result the project was tabled for several years.

It took nearly eight years to secure funding for the Museum Reach segment. Necessary funding came through finally due to a bond issue proposed by former San Antonio Mayor Phil Hardberger, born of his frustration with how slowly the project was moving. Construction on this segment of the river broke ground in May 2007, and improvements included widening the river for flood control, building sidewalks, planting vegetation, and engineering a lock and dam so the city's famous boats could ferry locals and tourists upstream (2008).

In 2002, a local investment firm purchased the former Pearl Brewery site and began to rehabilitate it. Judge Nelson Wolff and his wife, Tracy, met with the owner of Silver Ventures, Christopher "Kit" Goldsbury, for a tour of the construction in 2005. Goldsbury announced his vision for the former brewery, "We want to build a European style urban village that will include gardens and plazas surrounded by performing arts venues, restaurants, educational institutions,

and seven hundred residential units” (Wolff 2008). The Museum Reach opened in May 2009, extending the River Walk 1.3 miles north of the established downtown area, giving river barge and sidewalk access to The Pearl (San Antonio River Authority 2017). Since the opening of the Museum Reach, The Pearl has become a popular gathering spot for locals and visitors alike. Along with the numerous restaurants, well-appointed apartments, and local shops, there is a recurring weekend Farmers Market (Figure 14), an annual Tamale Festival (Figure 15), outdoor concerts, and other special events throughout the year (Pearl 2017).



Figure 14. Saturday Farmer's Market at Pearl. Photo by Thor Gunnells.

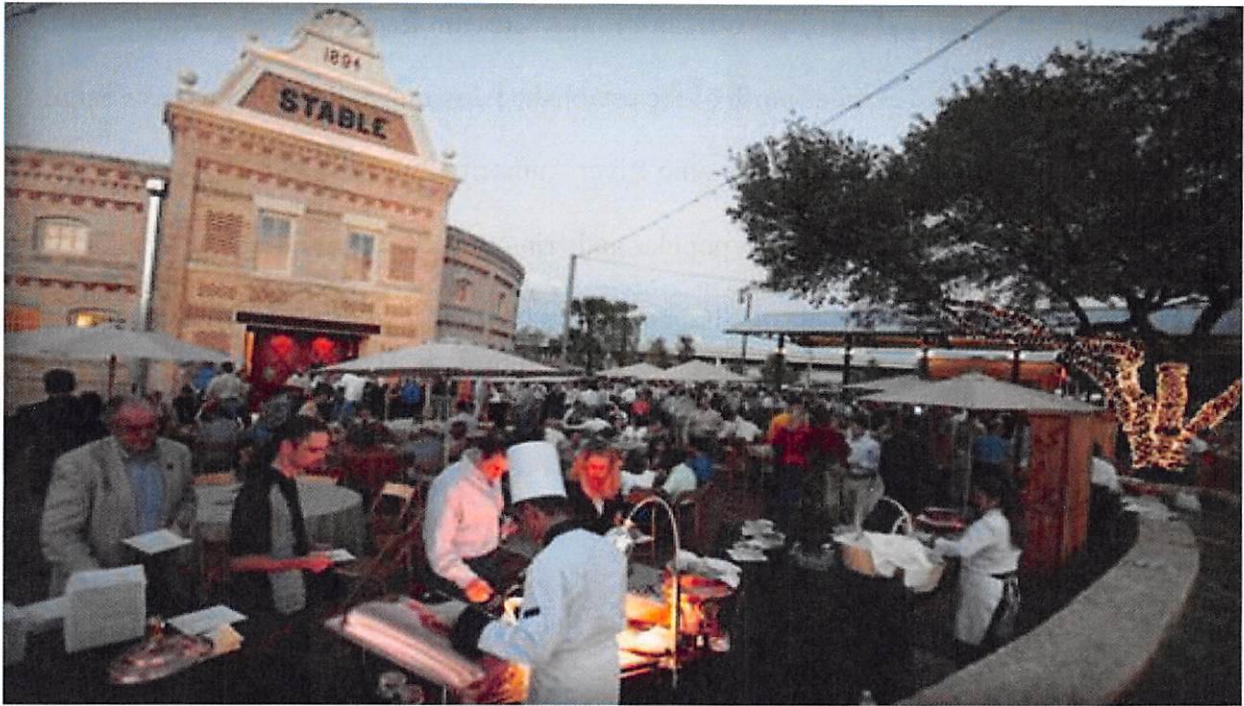


Figure 15. Tamale Fest. Photographer unknown. Photo provided by Silver Ventures.

Broadway Redevelopment

The redevelopment of Broadway officially started with the 1221 Broadway building. The building, referred to disparagingly by locals as, “Ghost town,” was a failed construction project that began and abruptly ended in 2004 (Welch 2008). It was a gigantic eyesore, a gathering place for the homeless, and clearly visible from two major highways, so naturally the city leaders and new developers wanted to change that (Figure 16).

In October 2010, after years of multiple lawsuits and stalled negotiations, a local development firm secured the property with a loan and construction began immediately (Hiller 2010). The project envisioned a mixed use development, including 268 residential units, a parking garage, office space, various shops, and restaurants (2010). In the same article, former Deputy City Manager, Pat DiGiovanni, is quoted as saying, “This is a wonderful opportunity to see that property revitalize.” With additional labor, improved planning, and a fresh infusion of capital, the 4.5 acre property was eventually completed by 2011 (Figure 17). The 1221

Broadway complex became the cornerstone of a rapidly changing area and led the way for other projects to follow (Figure 18).

The second large mixed use development, The Rivera, began in 2014 on the grounds of a former Dodge automobile dealership (Dimmick 2015). The City of San Antonio, recognizing the innovative nature of this construction, gave the project tax rebates and waivers for sustainable and urban design principles (2015). The developers were required to build and maintain a separate bike lane, to widen the sidewalk to create a more pedestrian friendly area, and to make other notable changes to improve the property and its impact on the neighborhood. The Rivera added 302 residential units to the local community as a result of its construction. The housing and retail market keeps growing at a steady rate around Broadway without any sign of a downturn. These two developments are just the start of what should be a bright future for this and many other areas of San Antonio.



Figure 16 . “Ghost town” before redevelopment, approximately 2009. Photo by Laura Gunnells.



Figure 17. 1221 Broadway after redevelopment. Photo by Thor Gunnells.



Figure 18. 1221 Broadway storefront advertising future developments, circa 2010. Photo by Megan Gunnells.

Methods

This project adopts mostly qualitative methods, use of existing and created maps, informal interviews, and personal observations. Maps were created using Geographic Information Systems based on existing datasets from the City of San Antonio, Bexar County Geographic Information Systems, and Texas Natural Resource Information System. Additionally, employees at The University of Texas at San Antonio (UTSA) Institute of Texan Cultures (ITC) and the City of San Antonio Public Library (SAPL) Texana Desk provided a wealth of information and research assistance.

Geographic Information Systems (GIS) is a collection of hardware, software, data, and

people (Price 2010). One of the most important components of GIS maps is the various layers, which consists of points, lines, polygons, and sometimes elevation data. Unlike paper maps, GIS maps are dynamic, so every point, line, and polygon has information attached to it in an attribute table. An attribute table can contain whatever the map creator deems useful, including latitudes and longitudes, zip codes, census data, and elevations.

Repeated ground photography is a process of attempting to retake photographs of a place, using the same angle, during the same season the original photos were taken. This process occurs two ways: one is taking an older photograph, figuring out where it was taken originally and repeating the process; the second method is taking photographs of the same thing over a period of time to show changes. Both processes are time consuming and can be inaccurate. Finding a benchmark, such as a tree, can be hard if the tree has been cut down or if the façade of a building has been replaced or modernized. Even timing, weather, or seasonal issues can occur during a repeat photography project and can be problematic; if too much time has elapsed or the area has changed too drastically, the photographs might look “too different” for adequate use as repeated images.

According to their website, Polk City Directories was published in 1870 (2019). The directories were originally created in Detroit as a way for automobile makers to market themselves. Over the years, the directories expanded to include other businesses with addresses and spreading across the country (2019). City directories are popular with armchair genealogists and other social scientist as they provide a relatively easy way to trace past property ownership over the years. For the purposes of this study, the Polk City Directory was used to show how business and residences in study area (from Brooklyn Avenue to East Grayson) has changed over time. However, the directories are not perfect; first, it is a self-reporting system and second,

addresses change over time.

The interview portion of this project was the most difficult. Unreturned emails and phone calls were a common occurrence. For example, after many failed attempts at contact, an employee of The Pearl emailed multiple PowerPoint files, but all had very little to no context and therefore were virtually unusable. The staff at UTSA's ITC and the SAPL's Texana desk helpfully provided newspaper articles, vintage photographs, and personal anecdotes. Finally, the San Antonio Current and the San Antonio Express News provided much background information and facts that could not be obtained through mere interviews alone. Interviews were conducted in a very informal manner.

Analysis

Data was obtained from the Polk City Directories (San Antonio) for five year intervals from the years 1960 through 2015. The City Directories began publishing in 1870 with the commitment to bring community information together in one easy to use location. For the purpose of this evaluation, the City Directory was used for gathering data in the study area. The data was divided into eight categories and separated by the time period. The simple classifications are as follows: automotive, housing/property owner, multi-family housing, vacant, financial, restaurant, recreational, and retail.

For the sake of simplicity, the study area has been divided into two separate areas. First, is Broadway (Figure 19), which is demarcated by Brooklyn Avenue to the south (as the Riverwalk extends from downtown) to the northern boundary of Grayson. The Pearl is connected to Broadway by Pearl Parkway and Grayson (Figure 20).

Broadway Study Area

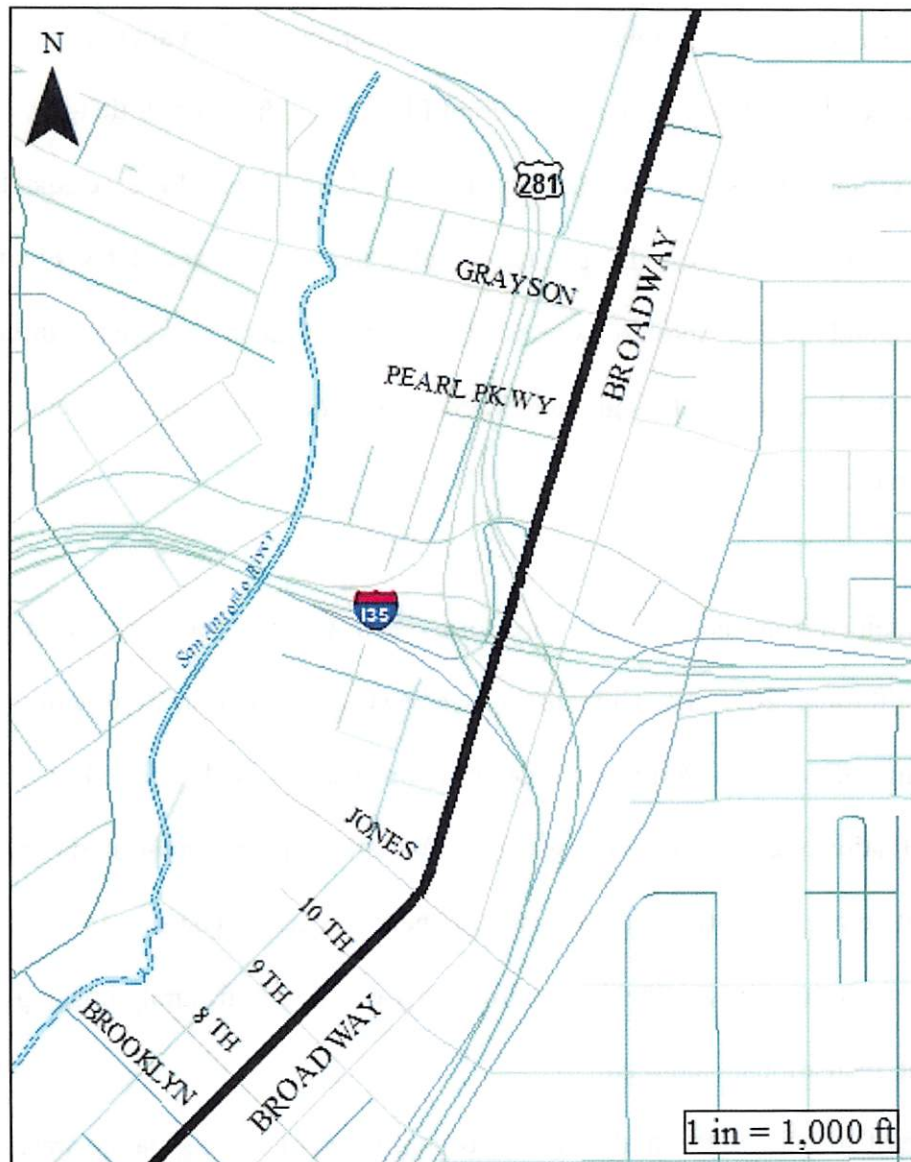


Figure 19. Broadway Map. The southern boundary is Brooklyn, the northern boundary is Grayson. Map data provided by Bexar County GIS, Texas Department of Transportation, and City of San Antonio GIS.

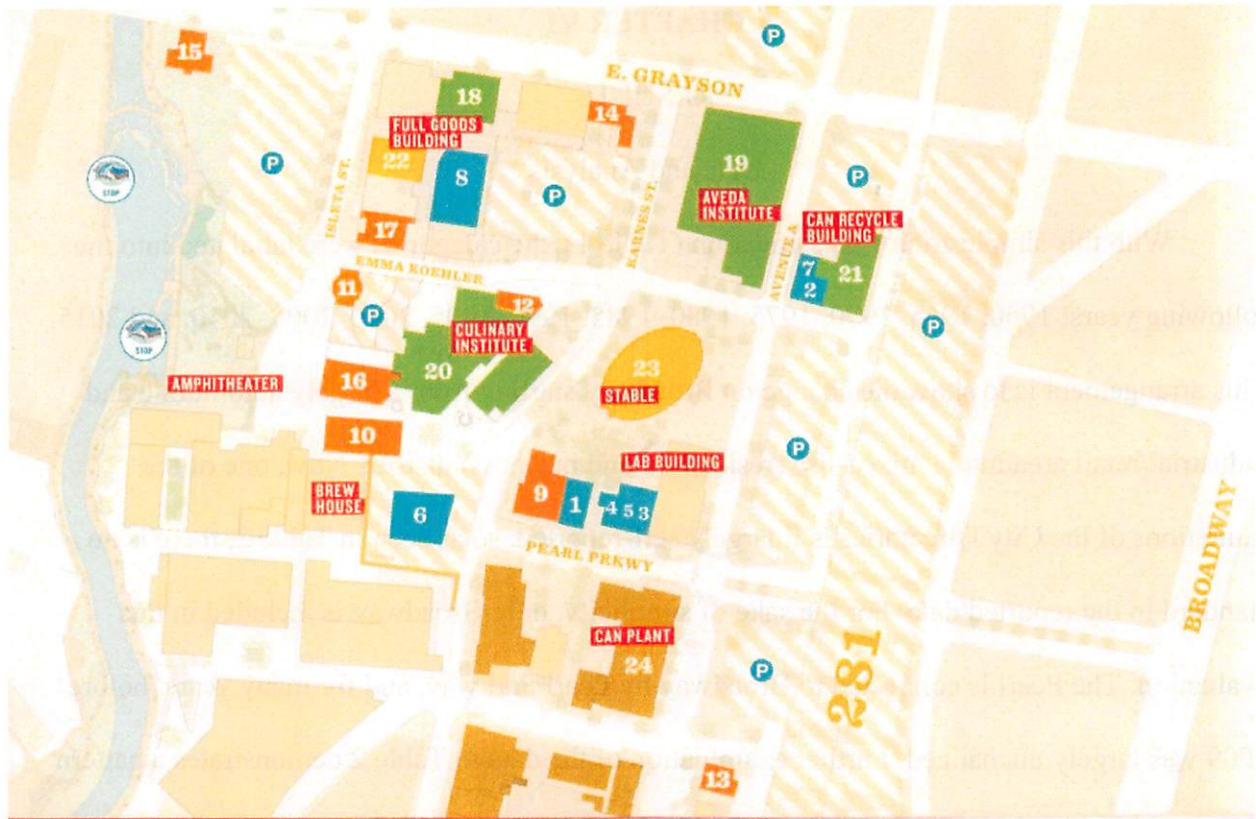


Figure 20. Pearl Map, showing Pearl Parkway and Grayson streets connecting to Broadway. 2013. Map by Pearl.

CHAPTER VI

RESULTS

Data and Analysis

With this simple zoning classification (Table 1), the categories were tabulated into the following years: 1960, 1965, 1970, 1975, 1980, 1985, 1990, 1995, 2000, 2005, 2010, and 2015. This arrangement is to show the change on Broadway starting from a largely automobile and industrial/retail area into a mixed-use (residential and business) district. Now, one of the limitations of the City Directories is it largely self-reported, so as seen in Table 2, there is no standard in the reported data. For the sake of simplicity, only Broadway is included in this evaluation. The Pearl is connected to Broadway by Pearl Parkway, and for many years, before 2009 was largely unchanged. Further examination of the data in Table 2 demonstrates a pattern of decreasing numbers of automotive related businesses, with an emphasis on automobile dealerships. While some of the other types of categories of businesses have slowly returned to the midtown Broadway area, the automobile dealerships never quite recovered.

The question is: why did the automobile dealerships abandon the midtown Broadway corridor? Prior to 1945, Broadway was a basic North-South route running through the developing downtown and the soon to be suburbs (Wolff 2008). With the development of both the national and state highway systems, the Northside of San Antonio began to grow during the 1950's and 1960's (7). One businessman, and City Councilman, Charles Becker developed the Wonderland Mall in 1961, with his Handy Andy grocery store as an anchor tenant at Interstate 10 and Loop 410. With the opening of the mall, shoppers began to travel to the newly forming suburbs in the Northside (Hemphill 2009). Another major moment in the development of the Northside began in 1966. With the blessing of businessmen and city leaders, construction of the

University of Texas Medical School (now the South Texas Medical Center) started, further pulling people and businesses from the midtown area. It can be surmised that with the investment in the Wonderland Mall and Medical Center, land along Loop 410 (and later Loop 1604), was inexpensive and abundant, and would be attractive to not only automobile dealers, but also to residents wanting to move to the suburbs.

Category	Description
Automotive	Anything to do with cars- dealerships (sales), parts, storage, and repair shops.
Property Owner	This is a simple combination of a name and address. With this category, it is non-specific. A name and an address, no indication of residential or commercial
Multi-Family Housing	Apartments and hotels, including duplexes and four-plexes. Each address is a single entry as opposed to counting each unit separately.
Vacant	Properties are recorded as vacant, including those labeled as, "non return".
Financial	Includes traditional banks, automotive financing, and life insurance.
Restaurant	All food and beverage establishments, including stand-alone bars.
Recreational	Parks, bowling alleys, watercraft, etcetera.
Retail	An all-embracing category with clothing shops, convenience stores, and stand-alone variety stores.

Table 1. Data separated by categories.

Following the trend, the residential development on Broadway will continue and the automobile dealerships will decline. As of May 2019, projects include office spaces, restaurants, multi-family living spaces, and other mixed-use developments (Acosta 2019). One of the planned office buildings is at 711 Broadway, coincidentally the former home of Cavender auto group. Under many brands, occupying several city blocks (approximately 6 acres total), for fifty years, the last dealership Cavender Cadillac relocated in 2017, to the Northside (Morton 2017).

	1960	1965	1970	1975	1980	1985	1990	1995	2000	2005	2010	2015
Automotive	36	32	22	21	25	19	17	15	7	5	2	2
Property Owner	9	9	5	8	5	8	7	3	12	8	7	11
Multi-Family Housing	4	2	1	0	0	0	0	0	0	3	3	2
Vacant	20	10	10	8	2	5	2	0	4	3	0	0
Financial	7	4	4	5	4	0	2	1	4	6	5	6
Restaurant	8	6	5	4	4	3	2	2	1	2	4	5
Recreational	4	4	3	2	1	2	2	1	2	1	1	1
Retail	39	38	32	22	24	24	28	23	24	24	17	19
Total	127	105	82	70	65	61	60	45	54	52	39	46

Table 2. A table displaying data by year and category of the Broadway study area.

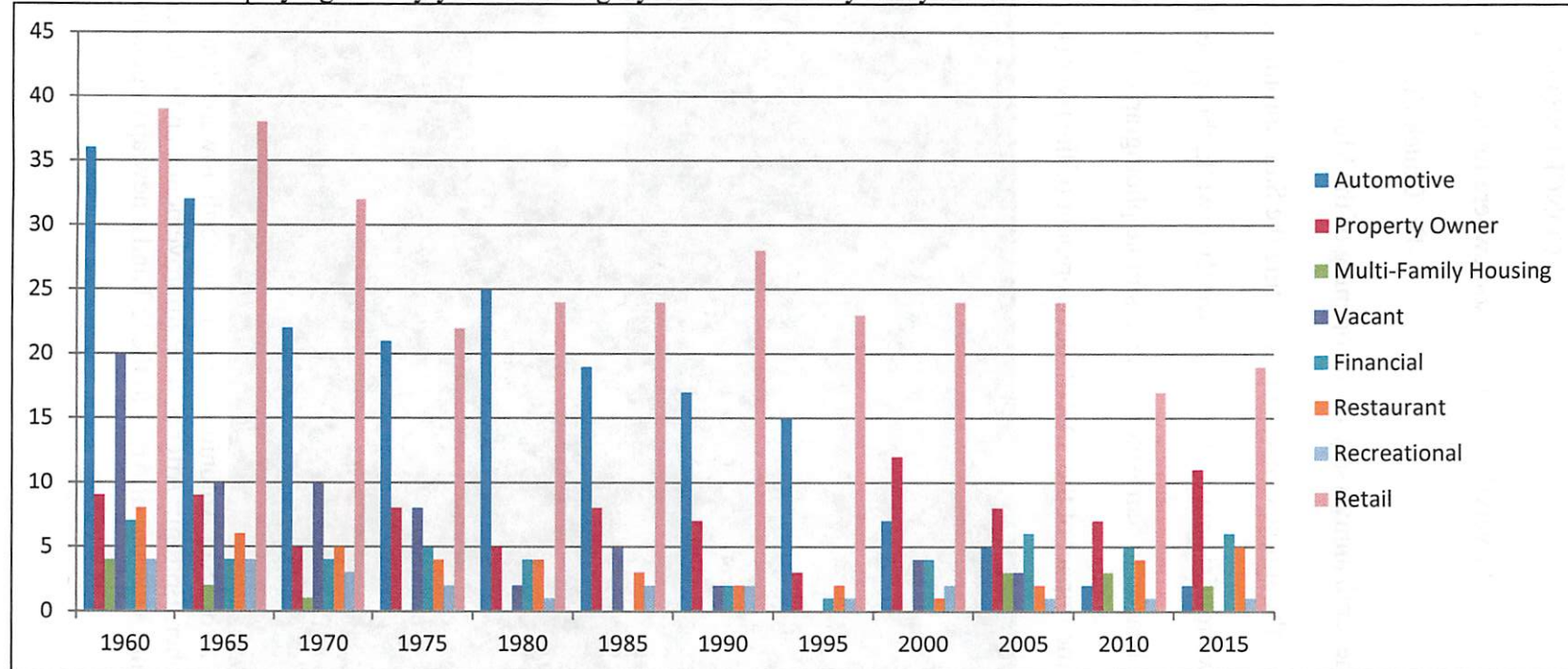


Table 3. Bar graph of the relevant data.

CHAPTER VII

CONCLUSIONS

“Everything happens somewhere for a reason and with consequences.”

-Dr. Chuck Ziehr

The tenth anniversary of the opening of the Museum Reach (and Pearl) occurred in May 2019. From the simple concept of extending the San Antonio River almost two miles north of the well-known tourist area of the downtown Riverwalk, this space has become a vibrant and economic beacon to San Antonio. Two simple photographs, taken years apart, demonstrate one aspect of the impact of the SARIP: development of the river (Figure 20).

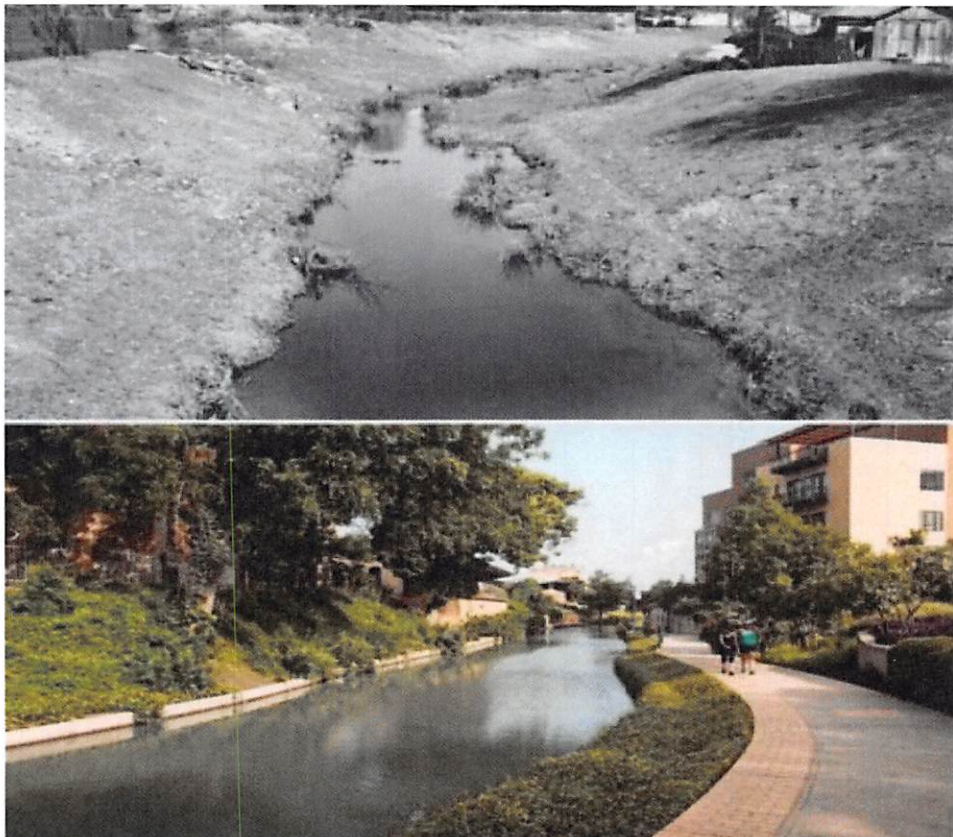


Figure 21 . Top: San Antonio River, facing north, toward Pearl. Unknown date and photographer. Bottom: After SARIP improvements, and redevelopment of the river banks. The San Antonio Museum of Art is to the left and a new apartment complex is shown on the right.

It could be suggested that the redevelopment of the north channel of the San Antonio River, along with the Pearl, and to a lesser extent 1221 Broadway kicked off the development boom in a prosperous and robust area. From the opening day the Pearl has been a gathering place for locals and to a lesser extent, tourists alike. Weekly farmer's markets, in addition to many special events, the area has continued to be a popular gathering place. Along with living spaces, restaurants, and other commercial purposes, the former industrial site has become its own neighborhood within the downtown area.

With the revival of the Pearl Brewery and the San Antonio River, along with environmental enhancements, the adjacent Broadway area became an attractive location for investors. Broadway, once a place of many automobile-centric businesses, the area has been transformed into a bustling region of activity that continues to expand. With a "housing first" approach, first outlined in the SA2020 plan, with a vision of limiting suburban sprawl, Broadway (along with Pearl) is fulfilling that goal (SA2020). The redevelopment of Broadway and the Pearl have added approximately two thousand housing units between 2009 and 2019, with more being constructed and an eye on future growth (Beidiger 2019).

Urban renewal projects have been around for decades, with varying degrees of success. It could be suggested with some proficient evidence that the successful redevelopment of the Pearl location also guided the interest in midtown Broadway. In the years since the opening of Pearl, and 1221 Broadway, the adjacent area has exploded with growth. At the start of the redevelopment, this area of Broadway known as more of an abandoned industrial site, not a desirable place go to, much less live (Biediger 2017). With a much needed investment of capital, the area has experienced a rebirth. The general area has grown into approximately two billion dollars in redevelopment along with new construction projects. Between 2009 and 2019,

approximately three thousand new housing units were created, along with millions of square feet of office and retail space. With the extension and improvements of San Antonio Riverwalk and the redevelopment the Pearl (from an abandoned industrial site), encompassing the area along Broadway has created a popular and distinctive neighborhood.

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