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MARKET
MSQUARE
EL MERCADO

SAN ANTONIO, TEXAS

A joint project of the City of San Antonio, the San Antonio Development Agency and private citizens.

THE MARKET IS COMING AGAIN

EL MERCADO VUELVE OTRA VEZ

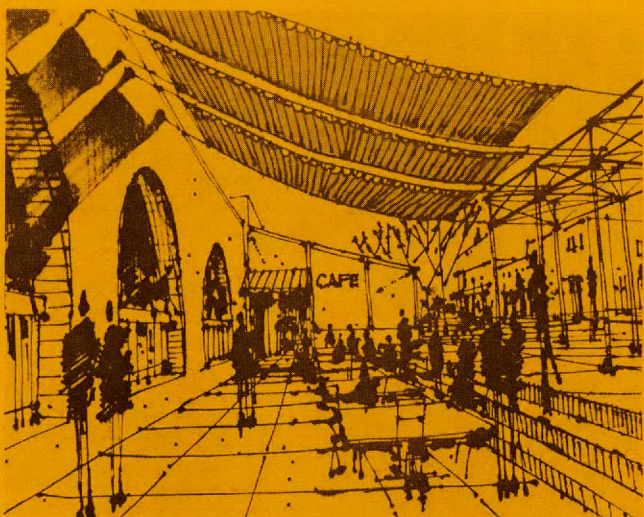


One of the most exciting "people places" in the Southwest is being developed in the old public market place of downtown San Antonio.

And it isn't just a dream. It's happening now.

In fact, the City of San Antonio and the San Antonio Development Agency are pulling out all the stops to complete the market projects in time for the 1976 Bicentennial celebration.

Now known as Market Square, the area is being revitalized by construction of a new Farmers Market with rooftop parking, renovation of the Old Market House and Market House Annex, the conversion of Produce Row and Concho St. into landscaped pedestrian avenues, major repairs of adjoining streets, rehabilitation of existing businesses in the market area and extensive redevelopment of adjacent Milam Park.



OLD MAIN MARKET -- *The architect's drawing above shows the eastern end of the old main market house after refurbishing is completed. At right is Produce Row after conversion into a landscaped walkway.*

The redevelopment and revitalization of Market Square is part of the Rosa Verde Urban Renewal Project which encompasses 82 acres of downtown San Antonio, and is bounded by Dolorosa and Buena Vista streets on the south, IH-35 on the west, Camaron St. and IH-35 on the north and Camaron St. and Military Plaza on the east. In addition to Market Square, the total project involves major repairs to streets, renovation of public parks, development of downtown housing, expansion of the Santa Rosa Medical Center and making land available for the construction of related medical facilities and professional office space.

Identity Retained

The Market Square area - generally bounded by IH-35, Houston, Buena Vista St. and Santa Rosa Blvd. - has retained its geographical identity throughout more than a century of changes in downtown San Antonio. Very early city directories called the market area Presidio Plaza and basically described the street boundaries the same as today except for a small strip on Pecos St. now occupied by the IH-35 expressway.

Near the turn of the century the portion of the site between Santa Rosa Blvd. and San Saba St. was known as Paschal Square after George Paschal, mayor of San Antonio in 1893-94, who died while in office. The remainder of the site, between San Saba and Pecos, was known as Hay Market Plaza.

The first important market house built on present-day Market Square was an imposing structure designed by architect Alfred Giles. This two-story towered building was completed in 1900 by L.P. Boetler at a cost of \$45,000. A small landscaped

plaza and fountain were located on the east side of the market house.

In the early 1920's the site east of the market house, where the small park had been located, was used to construct the Market House Annex.

In the middle 1930's the Giles market was demolished to make way for what is now known as the Old Market House, which was constructed under the National Industrial Recovery Act.

For many years, the area thrived as the main market place for the majority of San Antonio residents. However, the boom of suburbia with its built-in shopping areas and the construction of a larger produce terminal on Zarzamora St. took its toll on the market. It ceased being the center of activity it once was.

The Past Revitalized

When that section of the city containing the market area was approved as an urban renewal project by the City Council, one of the first elements to be included in the overall plan was the revitalization of the market.

In August 1973, the San Antonio Development Agency began the first phase of renovation on the Old Market House located just east of San Saba St. This

project provided the building with electrical rewiring, new plumbing, a new roof, repaired windows, exterior paint and distinctive signs.

Once the center for produce sales, the Market House will become the focal point for the display and sale of curios, handicrafts and specialty items in the tradition of the major markets of Mexico. It also will feature sidewalk food and dining facilities plus other types of retail food shops.

While the new Farmers Market is being constructed by the City, the San Antonio Development Agency is doing the major renovation work required to convert the Old Market House to its new use.

Within the building, individual shop stalls will be created by modular partitions which will be movable to allow changes in the size of the shops whenever necessary. In addition, all utilities are to be installed under the floor to eliminate unsightly overhanging wires.

Another part of the \$1,040,393 rehabilitation project is the construction of a walkway over San Saba St. connecting the roof-top parking area of the Farmers Market to a mezzanine outside the Old Market House overlooking Produce Row. Access from Produce Row to the walkway will be provided by both a stairway and an elevator.

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PRODUCE ROW -- Elevated walkways, Produce Row as a pedestrian mall and the elevator tower are seen in this architect's drawing. The scene shows Produce Row, looking west. The refurbished old main market house is at the right and the new Farmers Market at the end of the street.

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Produce Row and Concho St. will be transformed into pedestrian walkways through landscaping, benches, ivy arbors and a fountain. Visitors will even find a raspa stand located near the Old Market House.

Commercial buildings on and near Produce Row as well as others throughout the Market Square District are scheduled to be rehabilitated to enhance their unique blend of Texas and Victorian architecture.

During the construction and renovation period, produce merchants will be doing business as usual in a temporary market building at the corner of Concho and Buena Vista streets. The popular MiTierra Restaurant and Bakery and other Produce Row businesses also will remain open and accessible to the public.

In addition, the large group of merchants who sell Mexican curios and specialty items will remain in the

Market House Annex until the renovation of the Old Market House is completed.

Ultimately, the Market House Annex will be rehabilitated for additional shop space or for use as Market Square's cultural and entertainment center.

New Farmers Market

The new Farmers Market, being constructed by the City of San Antonio at a cost of \$1.4 million, is located between Commerce and Buena Vista streets with the IH-35 expressway on the west and San Saba St. on the east, and is considered one of the key factors in the complete redevelopment of the market area.

The street level of the Farmers Market will encompass 10,000 feet of stall rental space. In addition to the permanent stall spaces, approximately half of the 106 parking spaces on this level will be reserved for the produce vendors who make sales directly from their trucks.

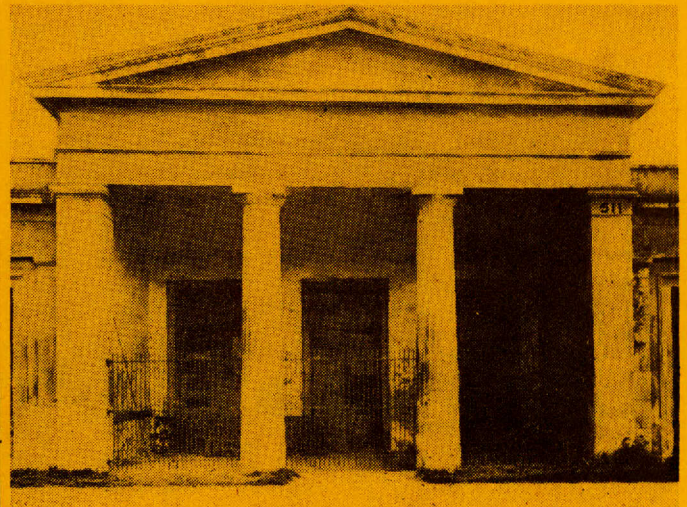
Approximately 50 parking spaces will be available for Farmers Market customers inside the building at street level and an additional 177 public parking spaces will be available on the roof of the Farmers Market.

The new Farmers Market is being designed to pro-

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OPEN-AIR MARKET -- San Antonio farmers of about 40 years ago are shown displaying their produce on the site where the new Farmers Market is now under construction. The old tin shed was constructed on this site at a later date. The market house in the background was located on the present site of the main market house constructed in 1938.



SAN ANTONIO MARKETS OF THE PAST -- TOP PHOTO: Before the turn of the century and before the construction of City Hall, Military Plaza was a favored location for produce vendors to set up their carts. **PHOTO, LOWER LEFT:** The first market house on present-day Market Square, designed by architect Alfred Giles, was completed in late December, 1900. This structure was replaced in 1938 by the municipal market house which is currently in use. **PHOTO, LOWER RIGHT:** This old city market house, formerly at 511 West Market St. just east of Main Plaza, was completed in 1861. This building has been gone for many years, but a replica of the Grecian-style facade now serves as the entrance to San Antonio Little Theater in San Pedro Park.

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vide a total of 70,000 square feet of space. This compares with 38,000 square feet which was available for produce sales in the Old Market House.

To insure full utilization of the new Farmers Market, the San Antonio Department of Market and Parking will conduct a comprehensive program of market development with area farmers. A Junior Farmer program is also being planned.

Farmers Market planning also includes use of the facility for entertainment and recreational activities. During the evening hours, on weekends and during slow seasons for produce, the building will be made available for attractions such as flea markets, art exhibits, dances, concerts and other functions.

Some of these events have already become part of the new Market Square spirit and atmosphere.

In December 1972, while renovation and construction activities were still in the planning stage, the first annual Fiesta Navidena was held in the Old Market House under the sponsorship of the City of San Antonio, San Antonio Development Agency and merchants of the market area. The week-long public

Christmas festival included food booths, entertainment and a flea market and basically was held to get people interested in the market again.

The response to Fiesta Navidena was overwhelming. Three to five thousand persons a night visited the Old Market House and participated in the festivities. Fiesta Navidena '73 was just as successful and an even bigger Fiesta Navidena '75 housed in new facilities is being planned since, by December, the new Farmers Market and renovated Old Market House are scheduled to be completed. (The Christmas event was not held in 1974 due to the construction and renovation activities.)

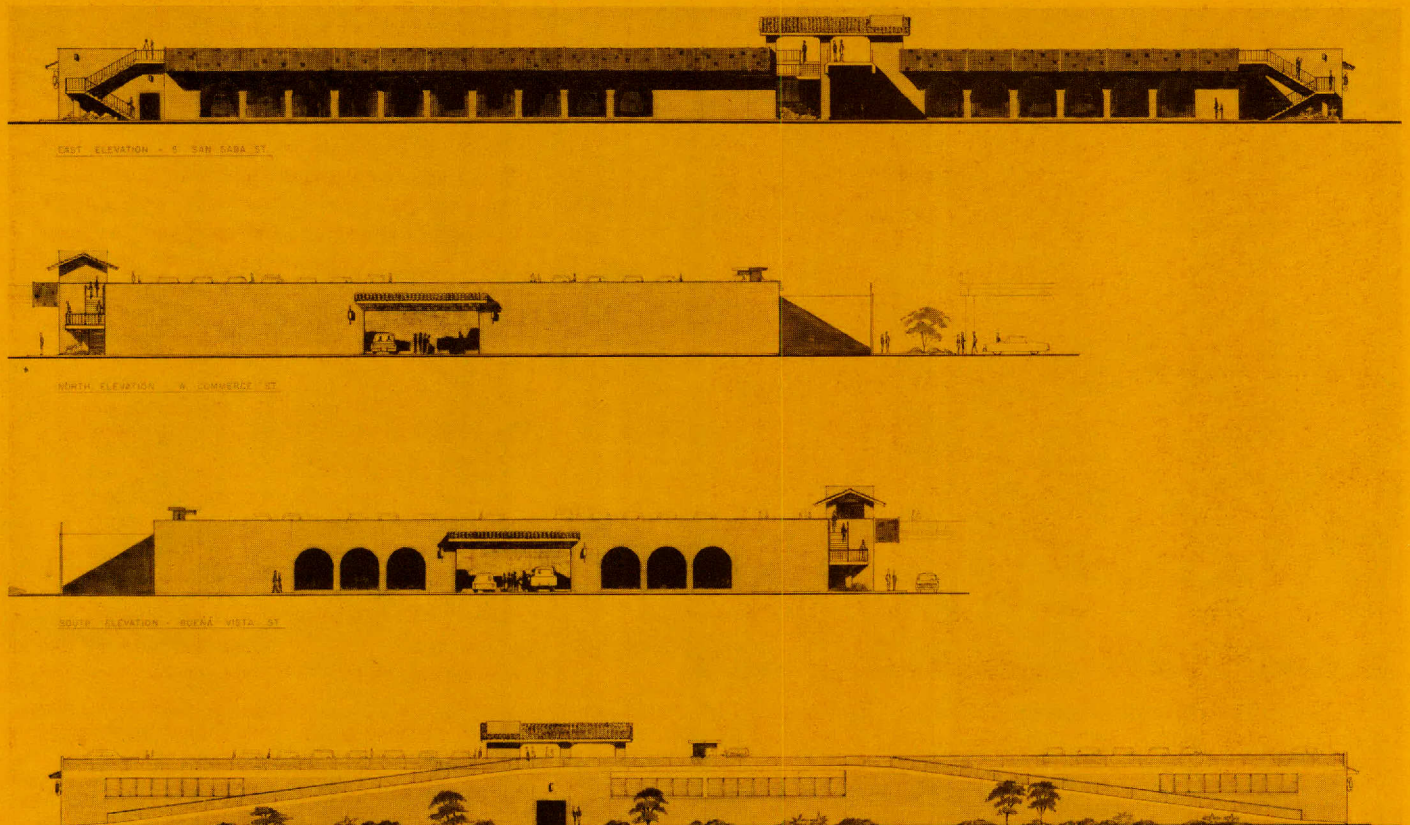
Other successful market events have been Sunday afternoon concerts sponsored jointly by the City of San Antonio and the San Antonio Symphony.

These together with other people-oriented events will make Market Square truly multi-dimensional.

Milam Park

Just north of the market buildings and facing Santa Rosa Medical Center on the Houston St. side is Milam Park. It is named for Ben Milam who was killed nearby on December 7, 1835, while fighting for Texas during the Seige of San Antonio.

The revitalization of Market Square includes a complete relandscaping of Milam Park with statues, fountains, trees and walkways dramatically enhanced by seasonal plantings of blue bonnets and other wildflowers.



NEW FARMERS MARKET -- Drawings show the four sides of the new Farmers Market now under construction. From top to bottom: east side as seen from San Saba St.; north side from Commerce St.; south side from Buena Vista St.; and west side from IH-35/IH-10 expressway. Ramps provide access to the parking deck.

The total revitalization of Market Square is expected to be completed by early 1976. By that time the City is expected to have the new Farmers Market ready for occupancy and the San Antonio Development Agency will have completed its work on the old main market building, Milam Park, adjoining streets and rehabilitation of commercial buildings.



SIDEWALK FLOWER STAND -- Shown above is a temporary flower shop on the sidewalk beside the old main market building. The market will provide much better facilities for this type of business when improvements are completed.



FIESTA NAVIDENA -- A pinata is broken at Fiesta Navidena, a Market Square Christmas activity first held in 1972. The week-long Christmas festival is being planned as an annual event in the revitalized market district.

"NO COFFEE AFTER 8 A.M."

Public markets, both open-air and housed, have been a prominent part of the Alamo City. A commentary on these times past is provided by the following excerpts taken from "A History and Chronology: Public Markets in San Antonio" prepared by Martha Freeman for the San Antonio Development Agency.

- 1840 - On April 23, the City Council passed an ordinance establishing the location of San Antonio's first market house as the western-most or lower stone house commonly known as the principal Cuartel, believed to have been on the north side of Military Plaza.
- 1847 - In January a committee was appointed to study the expediency of erecting a Market House . . . and in March the bid of \$285 to build the Market House was accepted.
- 1848 - The Market Master's salary was set at \$50 per year.
- 1851 - Vending coffee became a market activity although venders could not sell coffee before 2 a.m. nor after 8 a.m.
- 1859 - No person was allowed to keep more than one stall in the Market House for selling meat and had to give a bond for the whole year for payment of the rent.
- 1864 - So few stalls were rented in the market that the position of Market Master was abolished and his duties were given to a policeman for additional pay of \$15 a month.
- 1866 - The Mayor was authorized to purchase lamps and kerosene necessary for lighting the market.
- 1867 - A petition from parties keeping vegetable stalls in the market asking to sell eggs and butter from their own hens and cows was accepted by the City Council.
- 1875 - Occupants of the markets were required to pay \$2.50 a month for gas lights when used.
- 1881 - The Mayor was authorized to hire a man to clean Main and Alamo markets after market hours for 50 cents per day.
- 1883 - The Mayor was advised to tell the Market Master to keep a book of brands and color of all cattle butchered in the city.
- 1892 - The City Council set the rental prices for various stalls: meat, \$12-\$16; coffee, \$10; and vegetables, \$4.50.
- 1893 - A citizen petition asking for the reestablishment of chili stands on Military Plaza was turned down since Hay Market was used for such purposes.
- 1904 - No markets were to be established for the sale of meat within six blocks of the City Market House.
- 1920 - Chili and tamale venders were permitted open market space west of the Market House from 5:30 - 12 p.m. in the winter and 6-12 p.m. in the summer.
- 1923 - Restaurant room in the market leased to Ng Ben who agreed to erect a lunch counter with stools and foot rails similar to and of the same grade and quality as those in use at the Gunter Hotel Coffee Room.
- 1924 - All occupants of the market required to keep the building, stalls and personal dress clean, with butchers required to wear clean white aprons and white caps. No tobacco chewing was allowed.

Market Square Symbol



Never-ending shape achieved with thick and curved lines. Friendly shape.

Design is formal, stable

Yet informal with the head of the bird facing to one side

Shape is enclosed to form a unit . . . BUT . . .

Open to give you a choice within



Square represents:

Permanence
Endurance
Stability
Steadfastness
Directness
Solid
Equality
a Park
a Plaza
an Open Area
Justness
Fairness
Directness

Square designed to echo the name — Market Square



Sun represents:

a New Beginning
a New Day
a New Start
Brightness
Cheerfulness
Light
Energy
Brilliance
Sparkle

Flower represents:

Freshness
Beauty
Being alive
Color
Blooming
an Appealing Gift
a Special Gift
Fragrance
a Flower Girl



Plant represents:

Growth
the harvest
produce vendors
food
leaves
parks
trees
leaves in the breeze

Parting of symbolic leaves indicates a welcome, an invitation to enter

Shape is associated with quality, trust, wealth



Bird represents

Peace
Harmony
Freedom
Goodness
Safety
Song
Gaiety
Openness

Bird symbol designed to be:
Decorative
Fancy
Like jewelry
Fun
Gift-like



Depth is represented in the overlapping shapes which allow you to look deep into the symbol

Movement is created by repeating similar shapes

Shape is intentionally designed to pick up design of logotype

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