

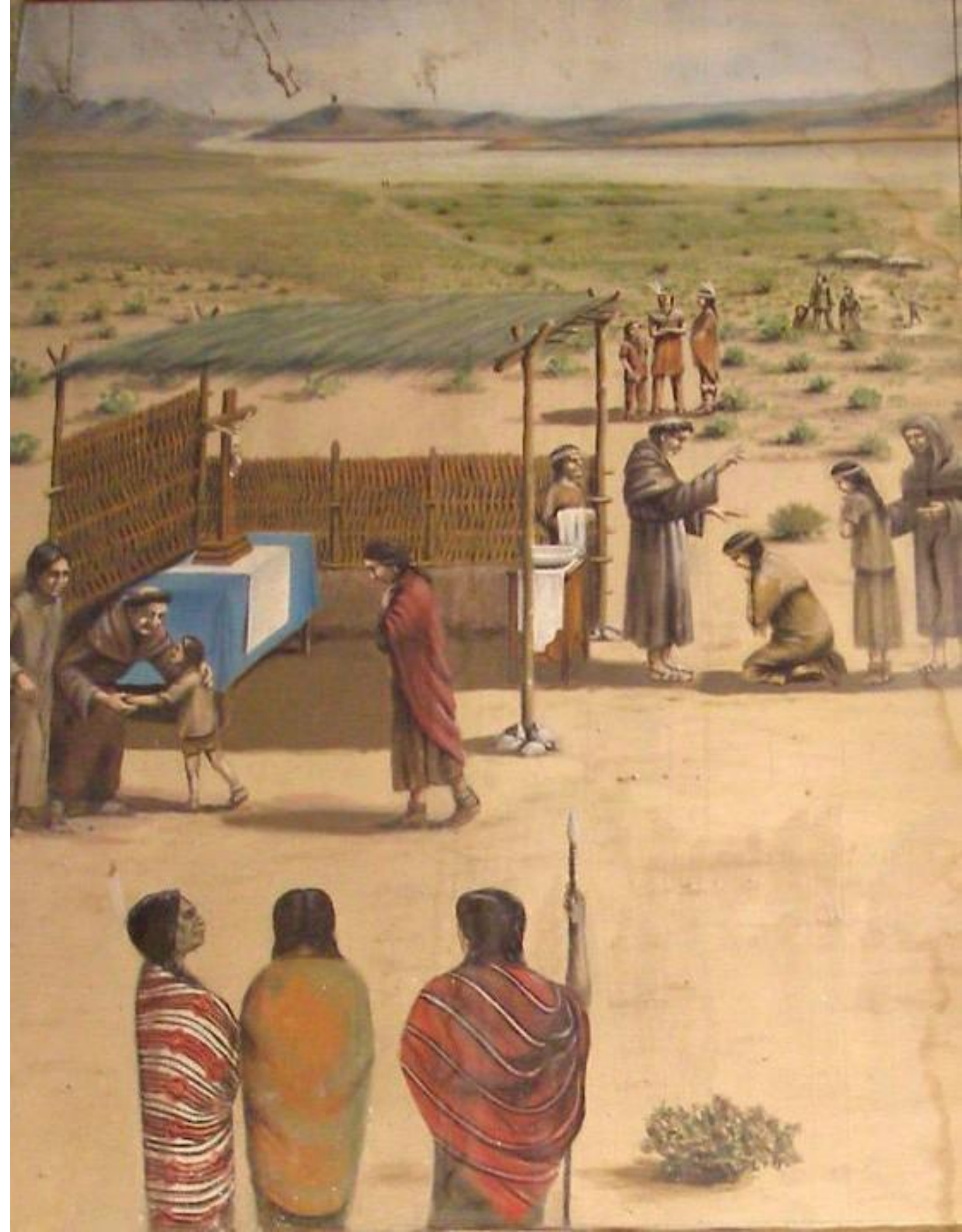
THE ALAMO

Alamo Plan Update | May 30, 2022

THE MISSION OF REMEMBERING

Developing an interpretive plan for the Alamo represents an unparalleled chance to explore one of world's most recognized and celebrated historical sites. This plan provides the opportunity to:

- *Create* a world-class Museum and Visitor Center to tell the history of the site, including the world's largest exhibition on the Texas Revolution.
- *Embrace* the stories of the many peoples – indigenous, colonial, revolutionary – who have been a part of the history of this site.
- *Recapture* the original mission site and the battlefield footprint.
- *Preserve* the fragile 300-year old Church and Long Barracks.



PRIMARY INTERPRETIVE TOPICS

INDIGENOUS NATIVE AMERICAN GROUPS

How did the region's indigenous inhabitants live? Why did they settle here? How did they interact with other Native American groups? How did the arrival of Europeans in the New World affect them?



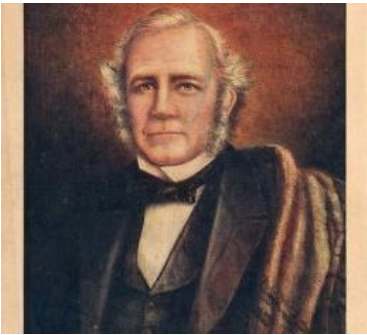
SPANISH COLONIAL SETTLEMENT

Why was the Alamo Mission built here? How was it connected to other missions? Who were the missionaries? What did they do and how did they interact with Native Americans? Who were the other settlers who arrived during this period? What was the role of slavery? Why did the mission cease and how did the site become a military outpost? What other kinds of Spanish settlements were in the region?



INDEPENDENCE AND REVOLUTION

Why did Mexico become independent from Spain? What different groups of Mexicans, slaves and freedmen, Tejanos, Texians, and Americans lived in Texas at this time? How did American settlers come into the region and what was their impact? What was the role of slavery in the region? Why did tensions grow with the Mexican government? What did the different groups living in Texas want? How did the Texas Revolution begin? How did Mexico respond?



BATTLE OF THE ALAMO

What was the strategic significance of the Alamo? Who were the Texian defenders who occupied the site and how did they prepare for its defense? Who were the Mexican forces on the opposing side? What happened during the battle? What was the outcome and what impact did it have on the Texas Revolution?



FROM RUIN TO MEMORIAL

What happened to the Alamo site after the battle? How did Texas achieve independence and later become part of the United States? What did the U.S. Army do at the site? What happened to the site as the City of San Antonio developed around it? How did the Alamo become a symbol of Texas? How has the battle been portrayed in popular culture and how has it become a globally recognized landmark?



EXTERIOR SITE

EXTERIOR SITE

DRAFT DISTRICT MASTER PLAN



Losoya Street

Lower Paseo

Hyatt Parking
Garage

Upper Paseo

Visitor Center +
Museum

Hotel Gibbs

Alamo Promenade

Shops at
Rivercenter

Plaza de Valero

Alamo
Plaza

Cenotaph
Memorial

N Alamo Street

Long Barrack

Federal
Building

Church

Education
Building

Event
Building

Menger
Hotel

Alamo Gardens

Emily
Morgan
Hotel

Avenue E

E Travis Street

Collections
Building

3rd Street

Bonham

E Crockett Street

Blum Street

E Crockett Street

E Houston Street

Commerce Street

ALAMO PROMENADE

Visitors feel as though they are moving through time, following the footsteps of the many peoples who have followed this same pathway for centuries

DESIGN GOALS

- Build anticipation for visitors as they approach South Gate
- Provide historical context prior to arrival at fort perimeter
- Create a new level of reverence for the site
- Pose questions that will help immerse visitors in the story

INTERPRETIVE OPPORTUNITIES

1. Welcome to the Alamo Site

This area orients visitors to the Alamo, explains its status as a UNESCO World Heritage Site and begins introducing the variety of stories and perspectives they will encounter during their visit, giving a sense of definition and orientation.

2. Indigenous Inhabitants

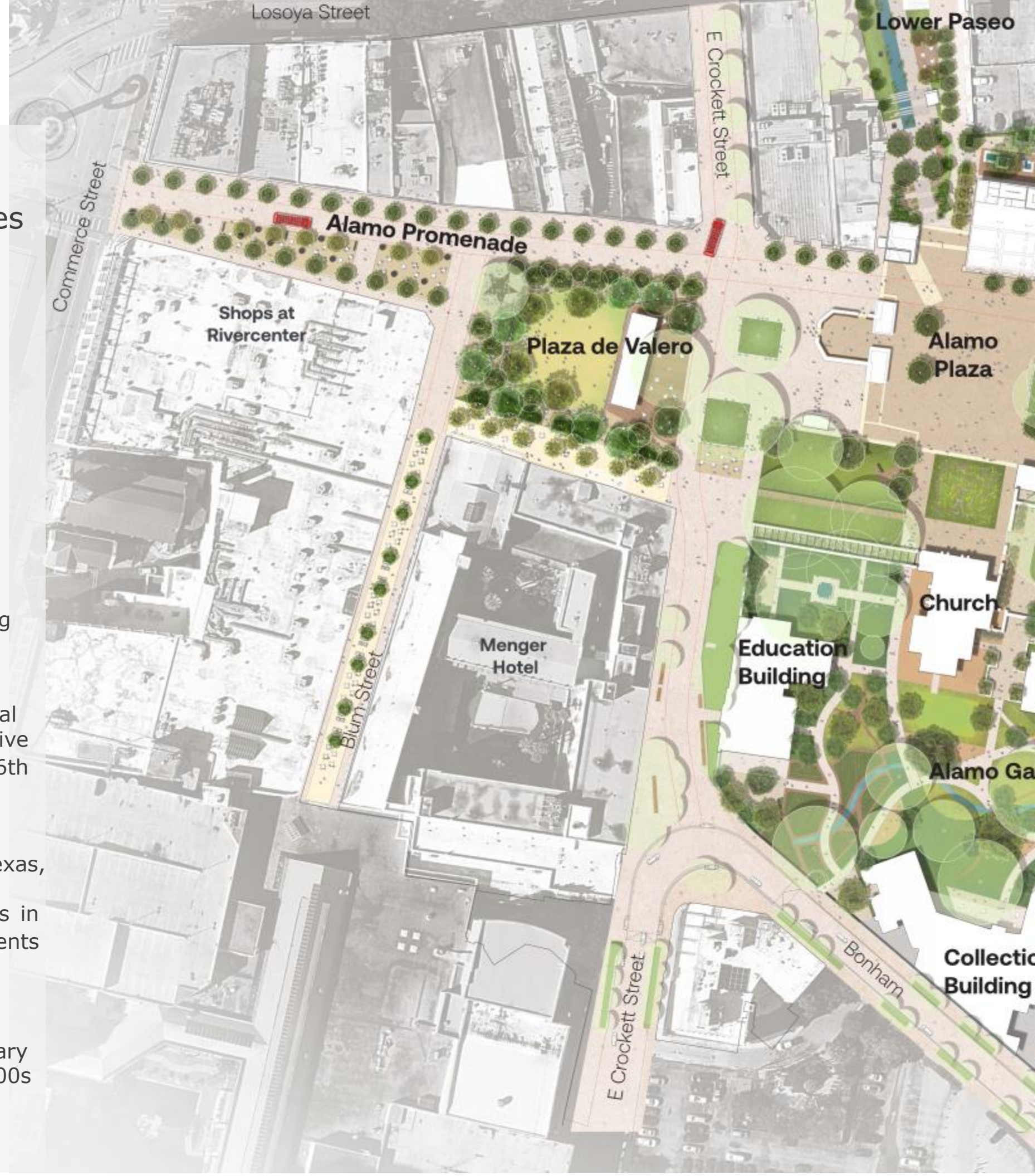
Zones along the promenade explore the story of the region's original inhabitants, how they lived, their relations with other Native American groups, and how the arrival of Europeans in the 16th century affected their way of life.

3. Missionaries

Visitors will learn about the arrival of Spanish missionaries in Texas, the creation of the Mission San Antonio de Valero and other missions in the early 1700s, and the establishment of other Spanish settlements in the region.

4. Soldiers and Settlers


Interpretive displays explore the development of the site as a military outpost and the development of Tejano communities in the late 1700s and early 1800s.



MISSION GATE/ LUNETTE

Establishing the southern entrance to the fort through selective paving materials and interpretive graphics will mark the transition to a more reflective and contemplative zone, conveying a sense of reverence for the events that took place here. The fort lunette is represented with an inlaid paver stone pattern while a dimensional recreated section of 1836 South Gate becomes an entry passage into Alamo Plaza.

1. Cannons placed in historic context
2. Wayfinding orients visitors to the site
3. Recreated section of Mission Gate entry



Alamo Plaza prioritizes the historic footprint in the setting of a high-quality urban space. The landscape emphasizes sustainable practices that support human comfort and longevity.

PALISADE

The Palisade was an important fortification during the Battle of the Alamo that protected the area immediately in front of the Church. Most historians agree this was where David Crockett and his fellow Tennesseans were positioned during the battle. A recreated section of the original palisade has been placed along the southeast edge of the fort complete with a replicated "Four Pounder" cannon and carriage.

1. Cannon placed in historic context
2. Interpretive panels orient visitors to the site
3. Recreated section of the Palisade



SOUTHWEST CORNER 1836 FORT

An elevated platform with elevator access offers visitors a unique vantage point, highlighting where the first warning shots were fired on Mexican troops. Added interpretation around the excavation zones will help focus attention on the historic boundaries of the Alamo and highlight ongoing research programs at the site.

1. Raised platform simulating the southwest corner of the fort
2. Graphic interpretation of excavation zones and Losoya House
3. 18 Pounder ramp via virtual reality on Alamo App





THE CHURCH

The iconic Alamo Mission Church offers an opportunity to create a zone of remembrance and reverence.

DESIGN GOALS

- Create a quiet moment for reflection while preserving the historic character of the church

INTERPRETIVE OPPORTUNITIES

1. Campo Santo burial site
2. Baptistry
3. Nave
4. Transept
5. Sacristy
6. Altar (this area also used as cannon position during 1836 battle)
7. Added roof and distinctive shape of Alamo parapet (added by U.S. Army in 1840s/50s)

CONSIDERATIONS

- In order to maintain the authenticity of the church, much of the story of the church and its conservation may be best told in the permanent Visitor Center & Museum, ideally in a position from which visitors can see the church exterior from within the gallery. A 3D model of the church in the gallery can offer visitors a closer look
- Digital/augmented reality is also an option but could disrupt from the reverential tone of the space

THE CHURCH

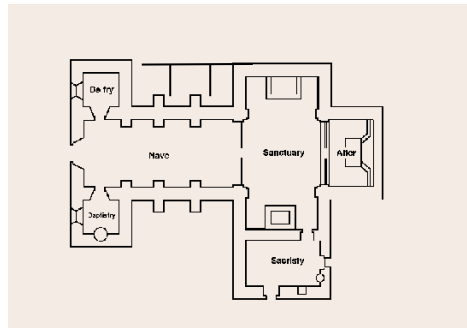
Adding interpretive experiences while maintaining a reverential tone



Existing church



Artifact displays



REFLECTION
Creating spaces for quiet moments of reflection and contemplation.



Alamo fresco research



Original church parapet



Then and now



Recreate original finishes



Living history

LONG BARRACK ENHANCEMENT

A digital/AR expression of the original scale of the building will help visitors better understand the historic height and shape of the long barrack.



LONG BARRACK/CONVENTO AND CAVALRY COURTYARDS

Capturing multiple stories relating to the same space



Existing barrack



Historic illustration



Mission life



Historic images

RECREATED SPACES
Creating immersive experiences that help visitors connect with the past.



Wayfinding



Artifact displays



Augmented reality

EXHIBITION HALL AND COLLECTIONS BUILDING

Opening Fall of 2022



Exhibition Hall and Collections Building
Entrance Lobby with Commissioned Art Piece



FIRST FLOOR EXHIBIT SPACE



PHIL COLLINS' DIORAMA WITH NARRATION



PHIL COLLINS' DIORAMA WITH NARRATION



SECOND FLOOR EXHIBIT SPACE



VISITORS THROUGH THE YEARS



VISITORS THROUGH THE YEARS



PAPER DOCUMENTS ON DISPLAY



INTERACTIVE EXHIBIT FEATURING KEY ARTIFACTS FROM THE COLLECTION



ROOFTOP TERRACE OVERLOOKING THE HISTORIC CHURCH AND GARDENS



EDUCATION CENTER

Conceptual Studies

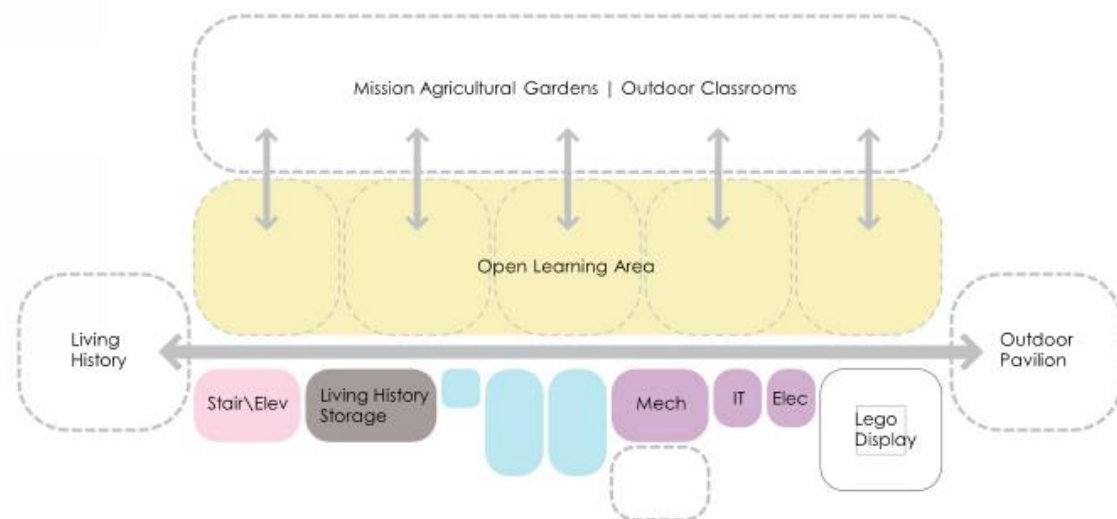
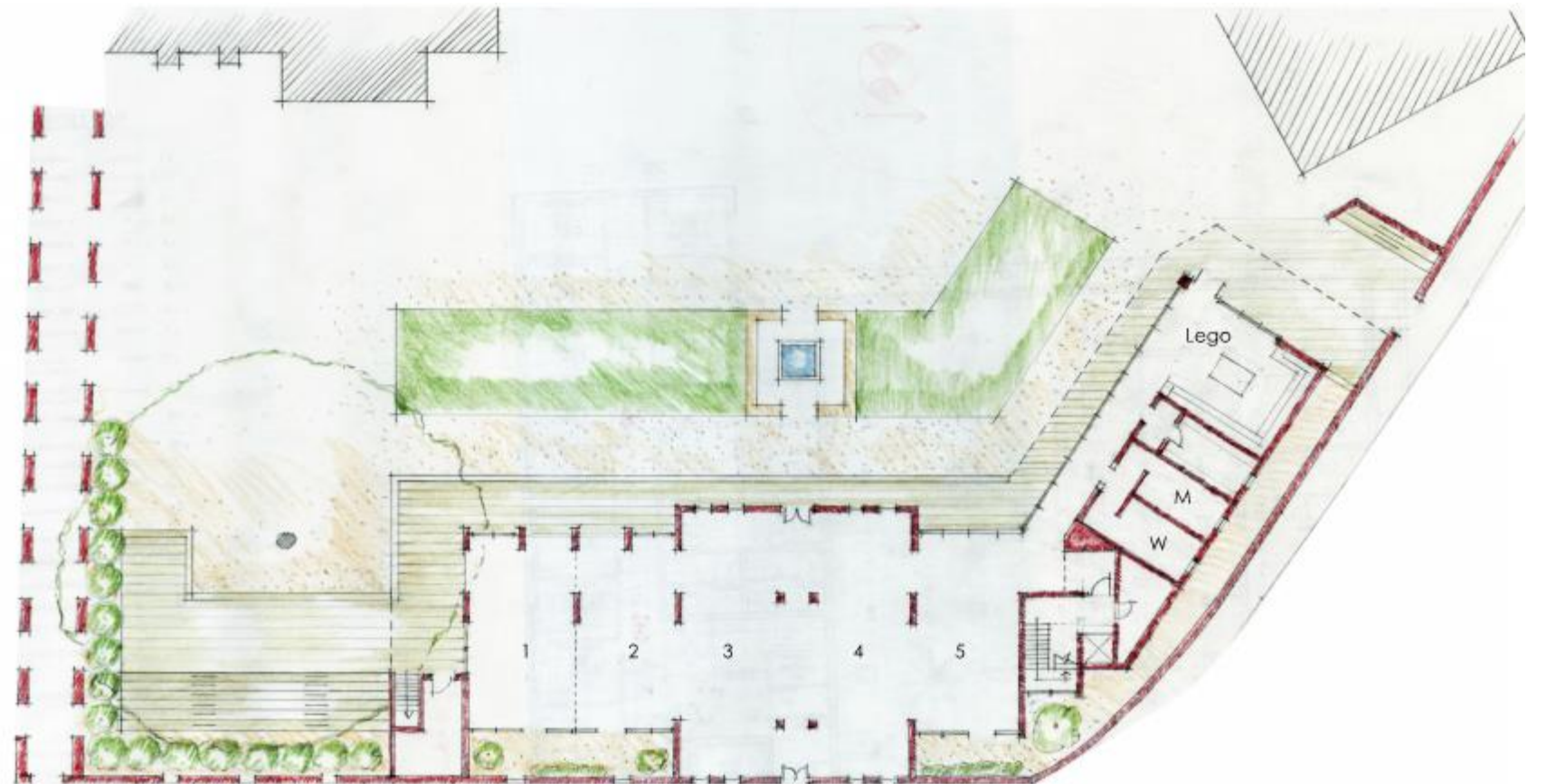
Situated in the Alamo Gardens, the Alamo Hall/Annex offers an opportunity to accommodate educational programming, research, and visiting lectures.

DESIGN GOALS

- A learning space focused on keeping Alamo history alive
- A home for educators, researchers, and fellows to work and study

OPPORTUNITIES

1. A space for guest lectures
2. Classrooms for both children and adults to study archaeology, conservation, history, etc.
3. A handful of offices for education and living history team
4. An open cubicle workspace for interns and future Alamo Fellows who want to come here to study
5. A small studio that could be used to film pieces for distance learning opportunities



Education Center
Outdoor Learning Pavilion



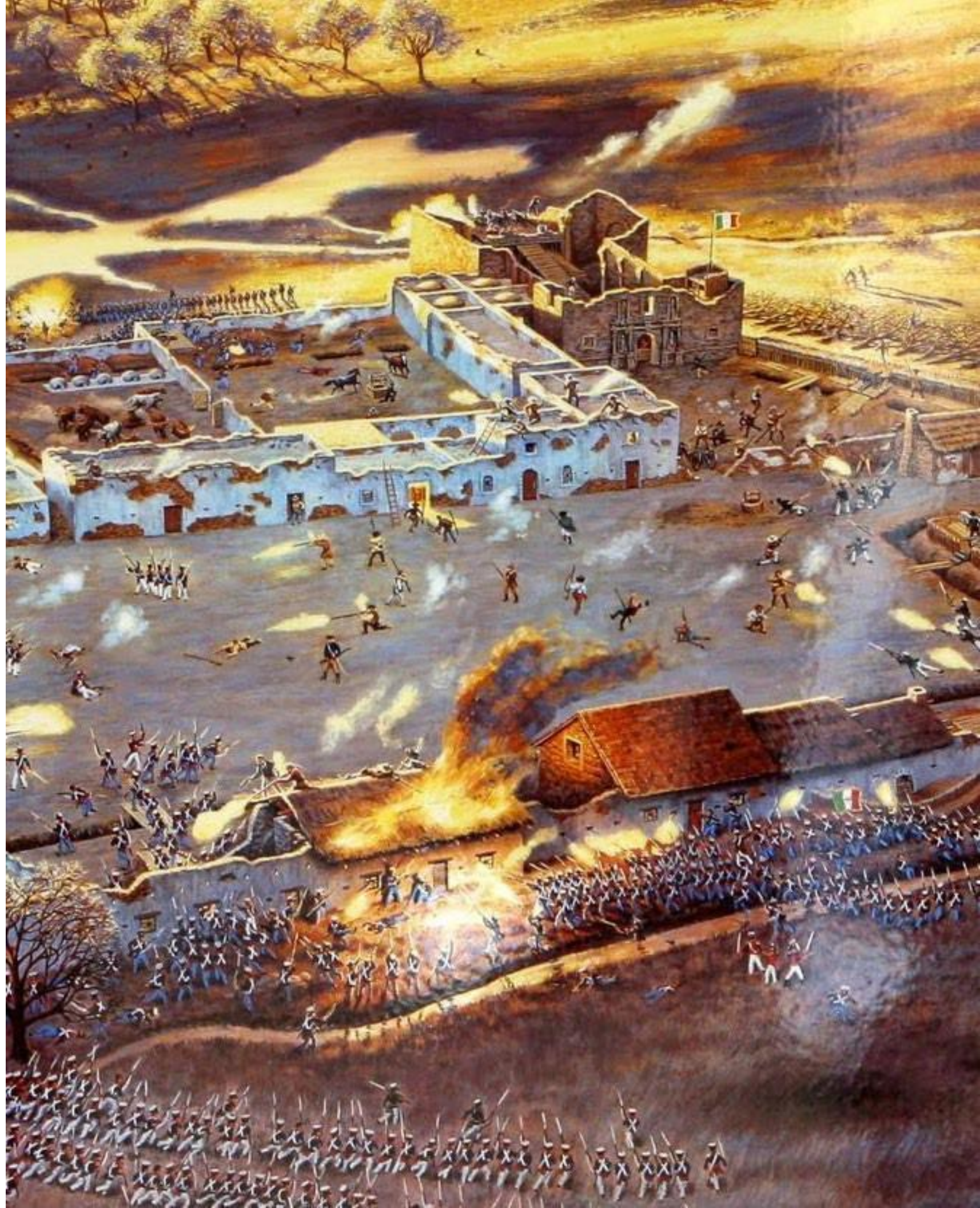
VISITOR CENTER & MUSEUM

Preliminary Design

The new proposed Visitor Center & Museum presents an opportunity to provide visitors with a more comprehensive picture of the Alamo's historical importance.

While the stirring events of the Battle of the Alamo will be the emotional heart of the visitor experience, the Visitor Center & Museum can address the complete story of the site from the first indigenous inhabitants up through the present day. We envision creating an experience that both engages and informs. We want to provide visitors with a variety of perspectives, capturing stories from all peoples who have been connected to the site.

A central goal of the exhibits will be to provide visitors with a contextual understanding that allows them to better appreciate the significance of this historical site. We want to encourage visitors to explore the grounds with a sense of walking in the footsteps of all those who have come before them: Coahuiltecan peoples and Spanish missionaries, Tejano natives and American settlers, soldiers in Santa Anna's army and Alamo defenders. Our aim is to leave visitors, whether they are local residents or traveling tourists, with a thirst to learn more about the mix of cultures and peoples who have come together to make Texas what it is today.



VISITOR CENTER & MUSEUM

The renovated Crockett Block provides an ideal location for creating a world-class Visitor Center & Museum that complements the site without intruding on its historic footprint. The entrance to the Center is directly tied to the Plaza, allowing easy orientation for visitors approaching the site from any direction. As with the exterior walls and ramparts outside in the Plaza, distinctive flooring can be used to mark the

lines of the fort's 1836 western wall that runs through the lobby. The exhibit galleries and connecting bridges between floors offer commanding views across the Plaza to the church. Converting the block to a museum will create 32,000 square feet of optimal exhibit space, with additional room for temporary exhibits and traveling shows available in the new Exhibitions Hall and Collections Building as well.



THE LOBBY

As visitors enter the lobby, a floor treatment continuing from the exterior outlines the western wall of the 1836 fort. Looking east out the entrance doors visitors can see the Alamo Church and begin to appreciate the original footprint of the fort. To the south are the preserved original limestone walls of the Crockett Building with new openings to accommodate visitor circulation to the exhibit galleries.



CIVIL RIGHTS IN SAN ANTONIO

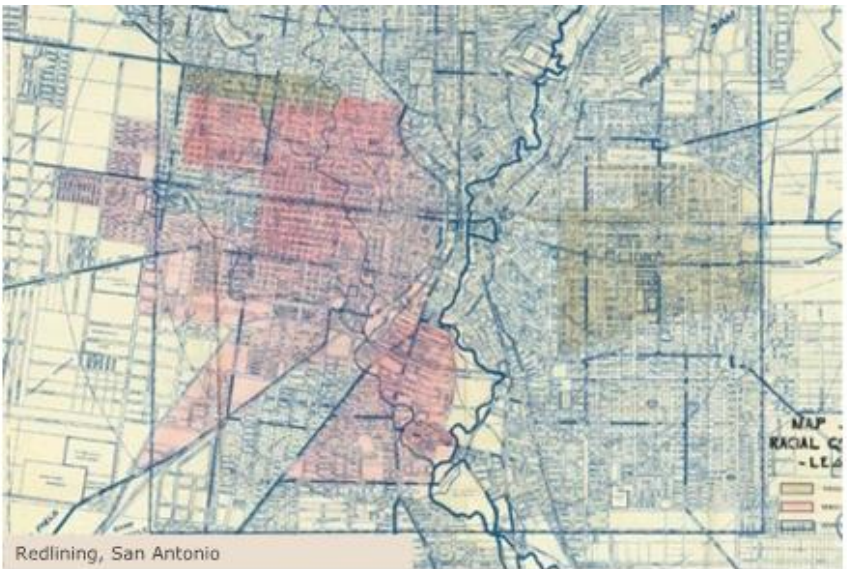
Woolworth Exhibit

The inclusion of the Woolworth Building as part of the Visitor Center & Museum complex provides an opportunity to highlight a landmark moment in San Antonio’s struggle for civil rights. The 1960 protests targeting lunch counters at Woolworth’s and other downtown stores marked a key turning point in the city’s desegregation movement.

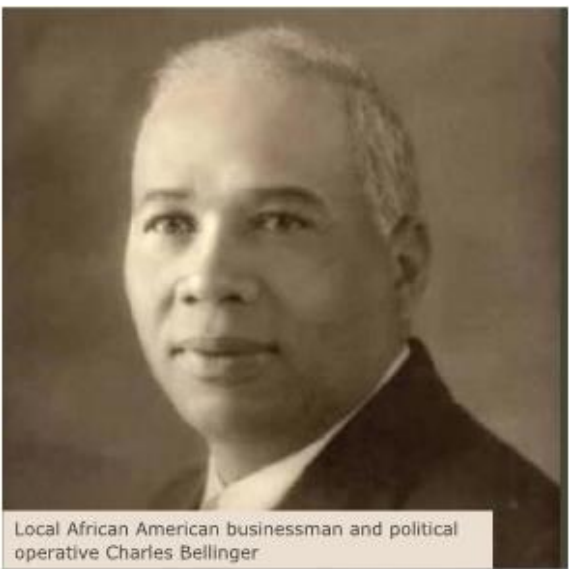
Exhibits will explore these events within the context of the larger civil rights movement in the city, throughout Texas, and across the country as a whole.



Woolworth, San Antonio



Redlining, San Antonio



Local African American businessman and political operative Charles Bellinger



Protest at City Hall on June 12, 1963



Kress Store on Houston Street

4D THEATER

The 4D theater will provide visitors with a unique experience only available at the Visitor Center & Museum. The film will engage all the senses. Visitors will feel the rumble of cannon fire and smell the gunpowder smoke. Three-dimensional scenery elements will provide an additional immersive layer as the coordinated film projection brings visitors into the heart of the battle.

A cavity in front of the screen extending to the basement will allow these elements to change during the film to provide visitors with different perspectives. At one moment they may feel that they are standing on walls, watching the Mexican forces arrive. At another, they may be part of the advancing army, seeing the entrenched defenders in the distance.

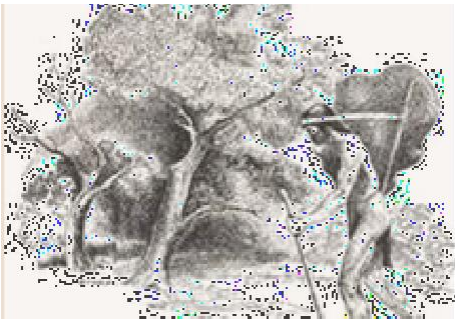


INDIGENOUS ERA / EARLY CONTACT GALLERY

This gallery provides an introduction to the indigenous inhabitants of the site and explores how their life changed with the appearance of the first Spanish explorers and settlers. The exhibits will examine the long story of human activity in the region, emphasizing that its history did not begin with the creation of missions like San Antonio de Valero, although the arrival of Spanish missionaries did begin a pattern of cultural exchange that continues up to the present day.



Diverse viewpoints



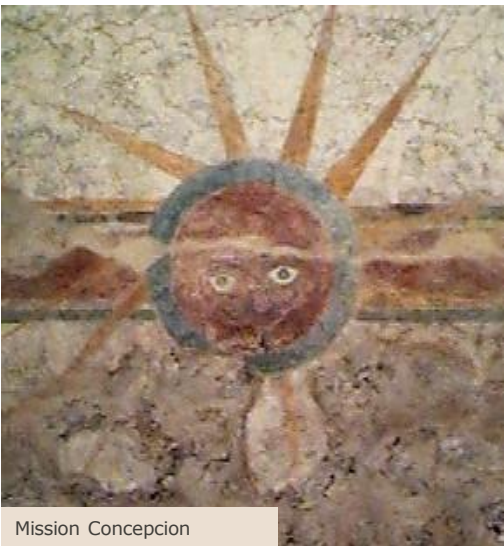
Media overlays



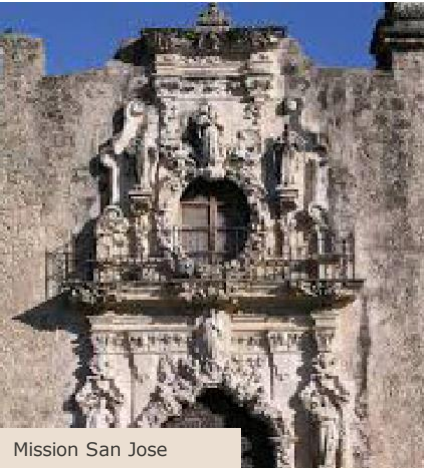
Passage through time



Individual stories



Mission Concepcion



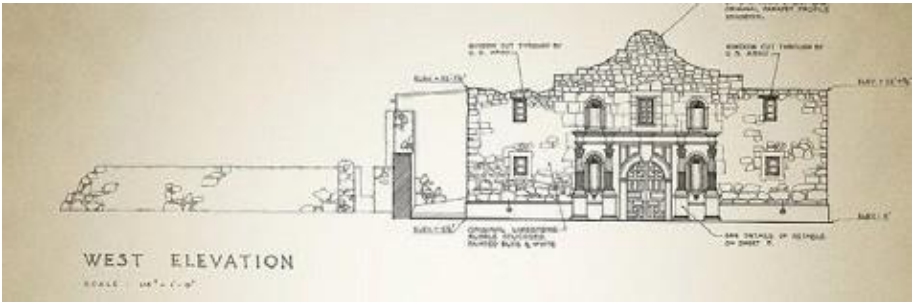
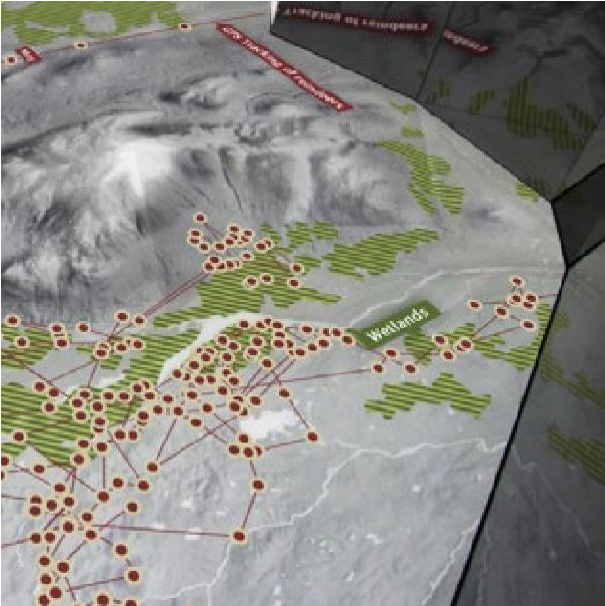
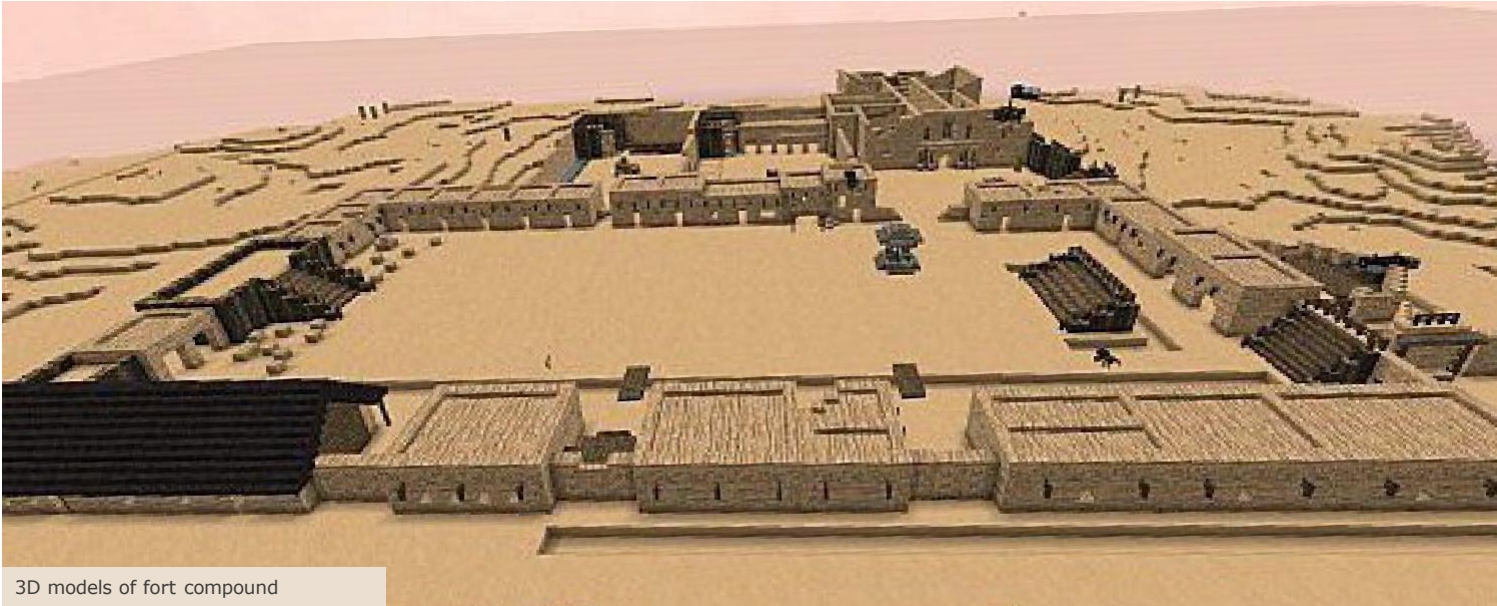
Mission San Jose



Spanish soldier

MISSION ERA GALLERY

This gallery explores the evolution of the Alamo Mission site throughout the 18th century. The physical transformation of the Mission compound provides a lens for examining the relationship between local inhabitants and the Spanish missionaries and soldiers.



MEXICAN RULE AND THE TEXAS REVOLUTION GALLERY

Exhibits in this gallery provide a backdrop for the Battle of the Alamo by examining competing visions for Texas that emerged in the first decades of the 19th century. Visitors will explore the perspectives of various groups in the region and understand how the battle represents a far more complex story than American settlers confronting Mexican soldiers.

Other exhibits will examine the site's strategic place within the context of the first phase of the Texas Revolution, including: the early conventions at San Felipe de Austin, the first shots fired at the Battle of Gonzales, victories at Goliad and B  xar, and the arrival of new Mexican forces commanded by General Antonio L  pez de Santa Anna that crossed into Texas in early 1836.



Santa Anna



Tejanos



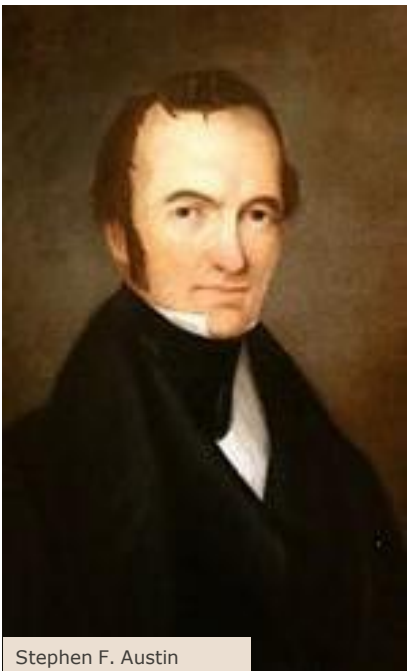
Virtual books



Agustin Viesca y Montes



Diagrammatic maps



Stephen F. Austin



Extensive artifact displays



Early Texian settlers

BATTLE OF THE ALAMO GALLERY

Using a mix of exhibit techniques will cater to differing visitor learning styles, age groups, and interests.



Immersive environments



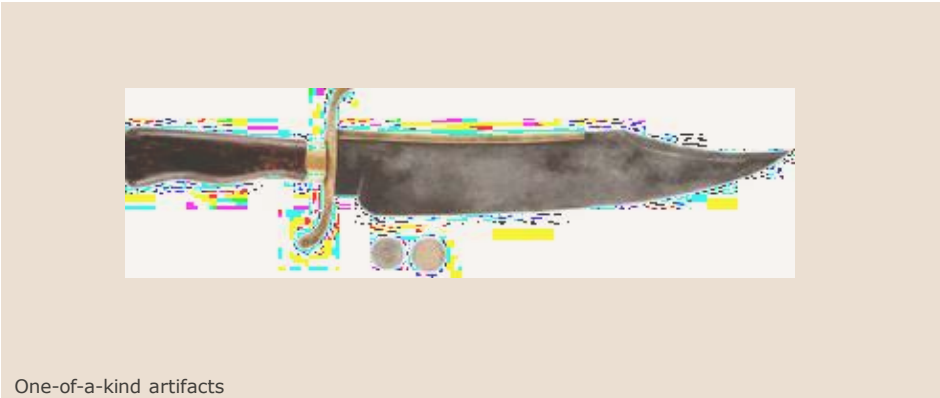
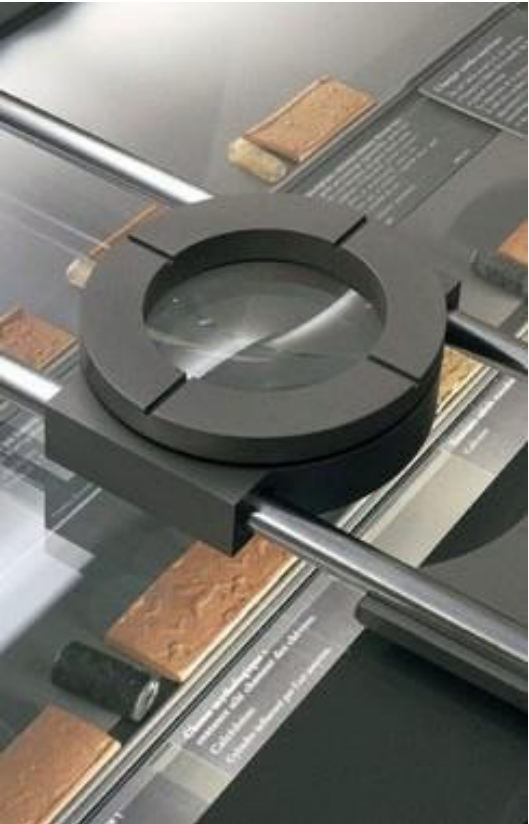
3D interactive displays



Artifacts as storytellers



Balance collections and story



One-of-a-kind artifacts



Enhanced artifact displays

BATTLE OF THE ALAMO GALLERY

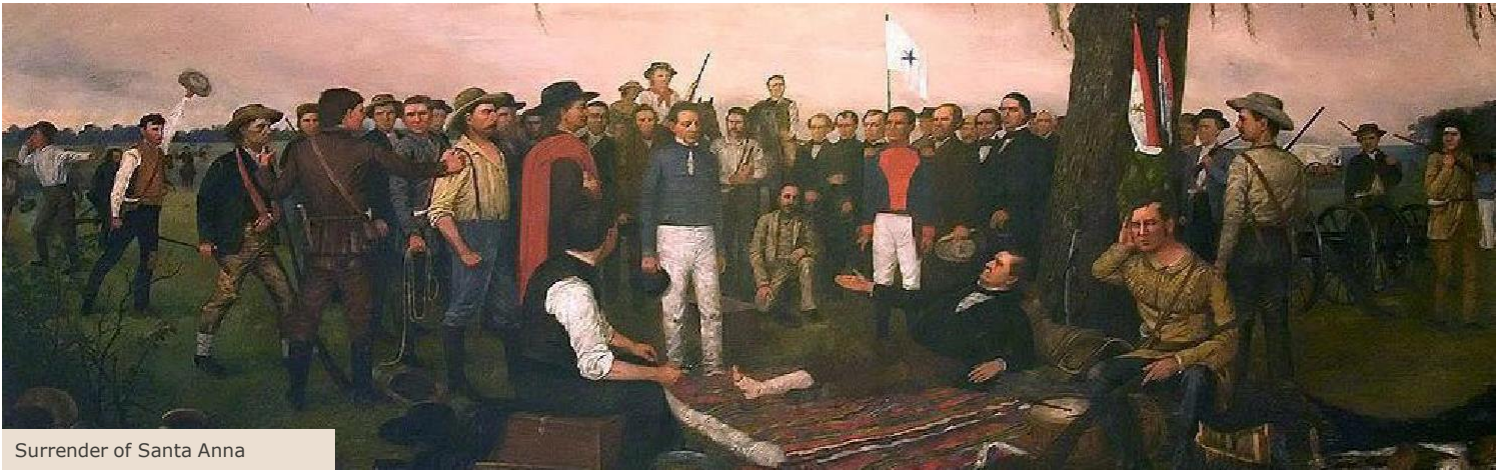
This gallery walks visitors through the stirring events of the battle itself. Visitors can explore and relive key moments of battle through the lens of personal accounts from the individuals involved, including combatants on both sides as well as civilians caught up in the fighting. A large scale interactive map will guide visitors through key events linked to actual locations they can explore in person on the site. Wherever possible, displays of real artifacts will reinforce the sense of authenticity.



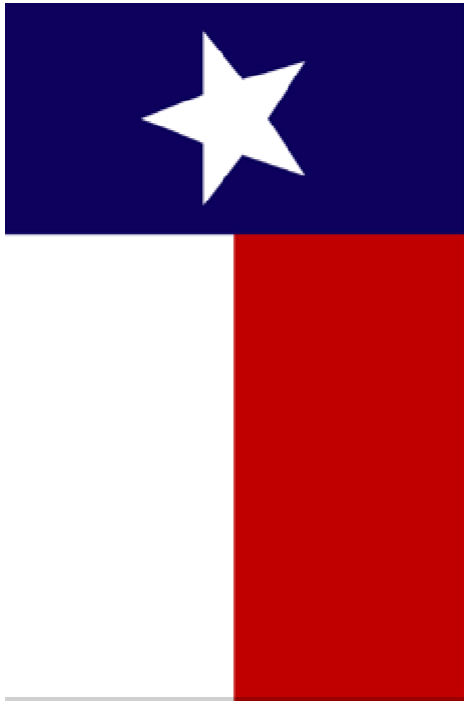
FROM RUIN TO MEMORIAL GALLERY

This gallery explores the aftermath of the battle and its longer-term impact for Texas. Visitors will explore how the Alamo helped rally support for the Texas Revolution, with exhibits examining key events such as: the Texas Declaration of Independence at Washington-on-the-Brazos, defeats at Goliad and Coleto Creek, and the final victory at San Jacinto.

Other exhibits will document the story of the Republic of Texas, the union with the United States, and Texas's role as a gateway to continued westward expansion that helped shape the country as we know it today. Artifacts and personal stories can help illustrate the Alamo's emerging role as a rallying cry and a symbol of Texan identity reflecting American ideals of sacrifice and service in the name of liberty.



Surrender of Santa Anna



Sam Houston



Texas statehood



Battle of San Jacinto



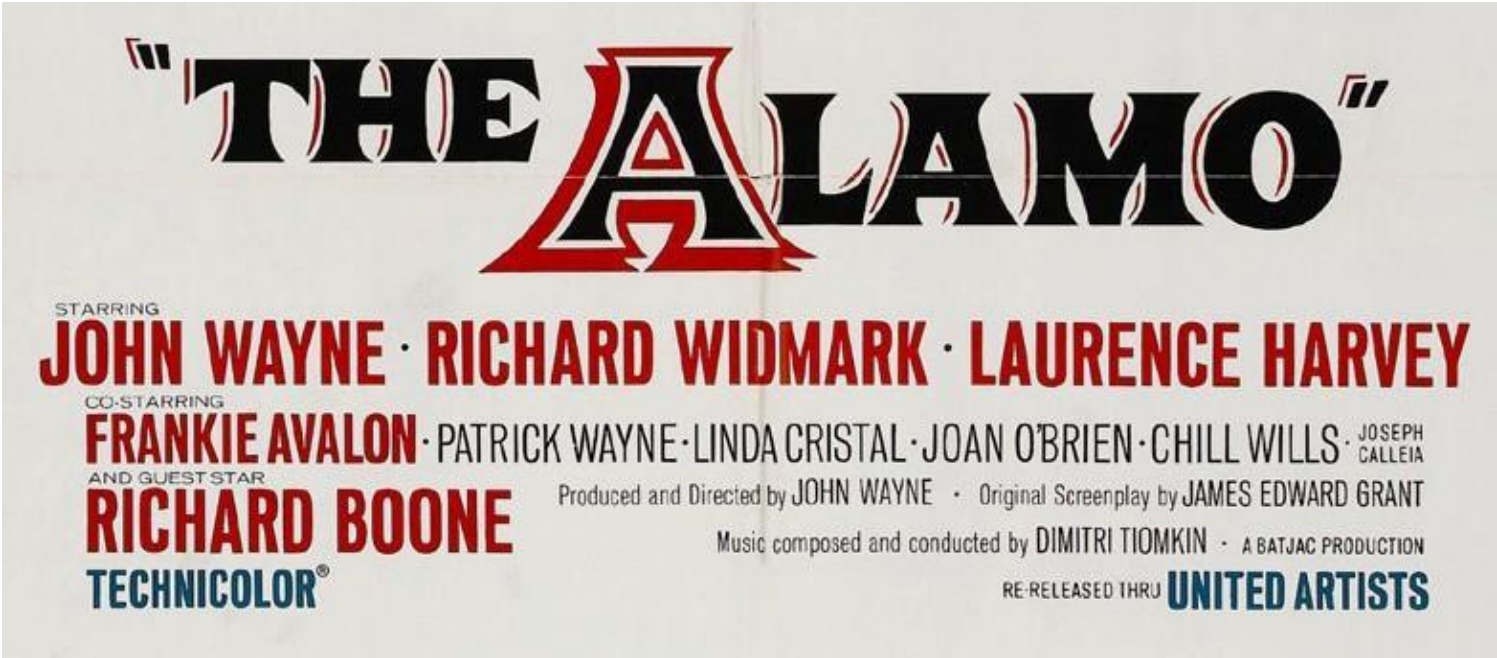
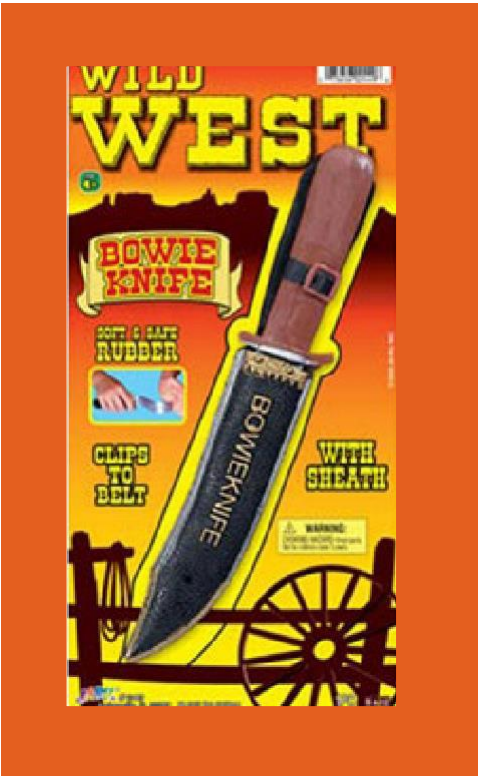
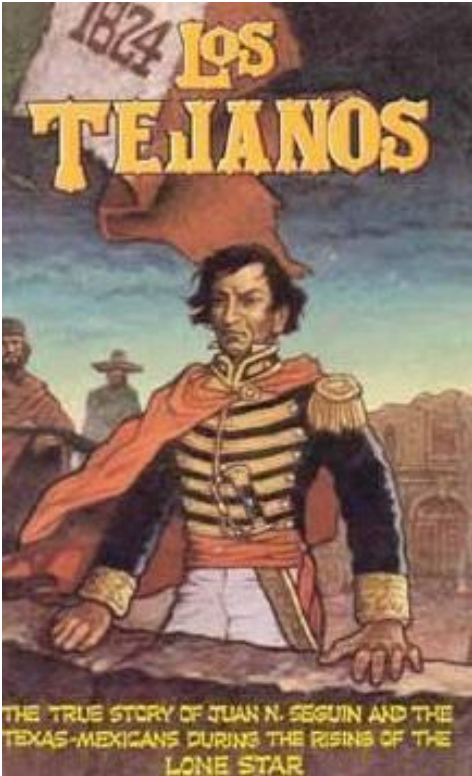
Immersion and media



Authentic artifacts

LONG-TERM LEGACY GALLERY

Since 1836, the Battle of the Alamo has emerged as one of the most recognizable and iconic events in history. The story has been highlighted in Hollywood movies, portrayed in comic books, memorialized on TV, and helped inspire countless toys and games. This themed gallery would allow visitors to explore why the Alamo has become so deeply ingrained in pop culture and how this representation colors our understanding of these events today.



LASTING SIGNIFICANCE OF THE ALAMO

Rooftop Event Space & Cafe

The rooftop views from the observation deck offer a unique opportunity to create a truly memorable culminating experience. To the east, visitors can look down towards the church and Long Barrack to gather a comprehensive picture of the Alamo Mission compound and the layout of the perimeter walls. Views to the south highlight the proximity to the San Antonio River, the central importance of water to the Alamo Mission's story, and an opportunity to explore the

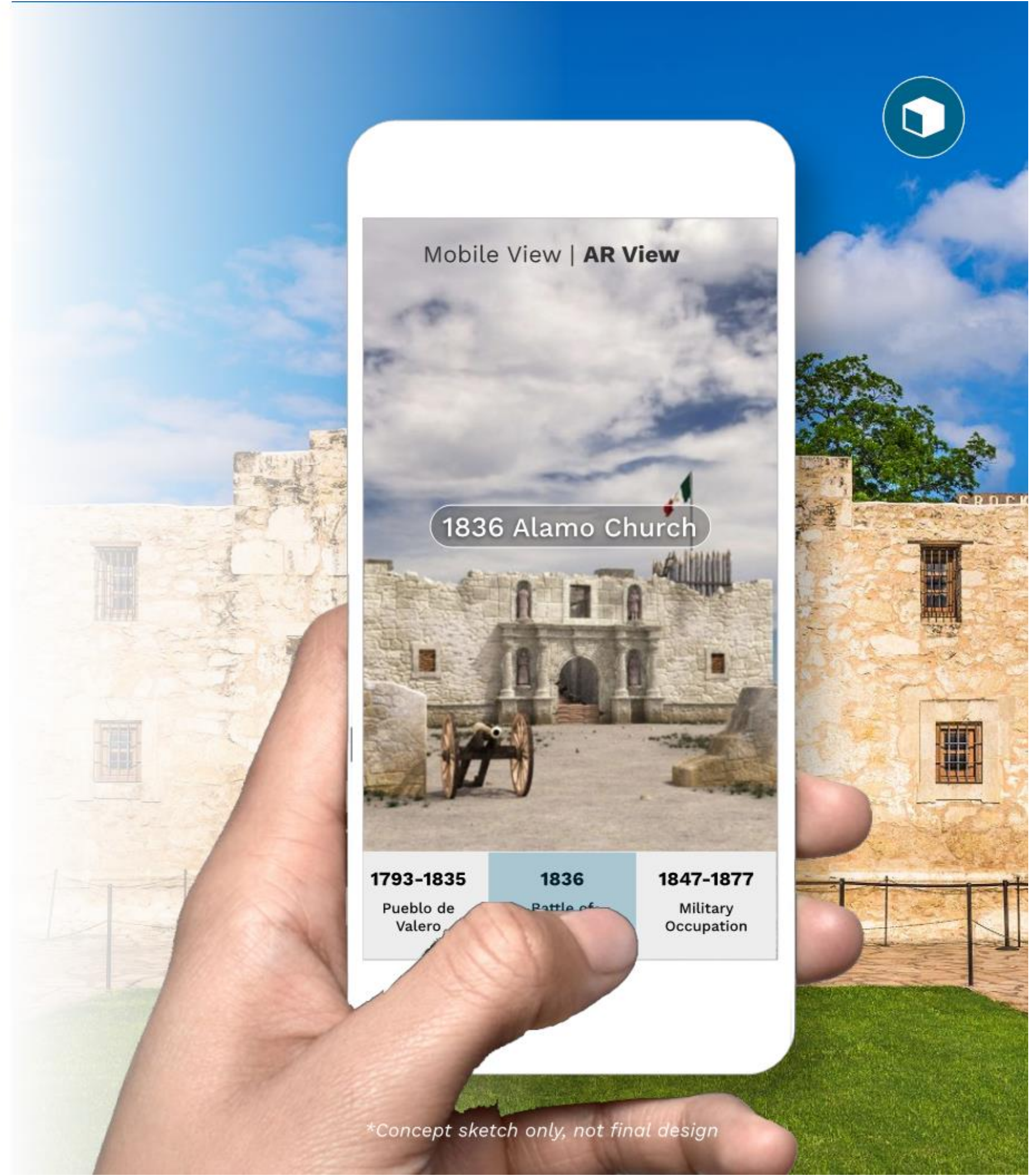
site's connections to other historically significant locations. To the north, visitors can see the Cenotaph, the enduring memorial to the spirit of sacrifice shown by the Alamo's defenders. Three-dimensional site models and interactive media displays can provide additional interpretation while still allowing this space to be used for revenue generating activities.



ALAMO APP

Virtual Reconstructions

- Visitors can transpose the historic footprint of the Alamo from different time periods onto present-day structures to visualize changes to the site over time.
- The view of period reconstruction would “match” where visitor is pointing phone.
- The entry points for these reconstructions will be the Primary POIs.
- Each period reconstruction could include a short intro to the history of the Alamo during that time period
- *(This is an expansion of the [blend-mode visualization](#) on the current website, but includes all significant eras, not just Battle)*



LOWER PASEO SCULPTURE TRAIL

Site Plan

Connecting the Alamo Plaza with the Riverwalk, the Sculpture Trail will celebrate key, historic figures in the evolution of the state of Texas.



LOWER PASEO SCULPTURE TRAIL

View from Alamo Plaza



PASEO SCULPTURE TRAIL

View from Hyatt Regency



The image shows the front facade of the Alamo mission building. It is a two-story adobe structure with a central arched entrance and several windows. The building is surrounded by a low stone wall and a paved area. The sky is overcast.

**"MORE THAN A SHRINE TO TEXAS VALOR,
MORE THAN A LANDMARK OF AMERICAN COURAGE, THE
ALAMO IS A MONUMENT TO HUMAN FREEDOM."**

PRESIDENT GERALD FORD, 1976