

40+ years
BUILDING COMMUNITIES

able.city

Architecture • Community Engagement
Planning • Economic Development

In collaboration with:



*SAGE Community Conversation
Public Market Complex Feasibility Study*

6.17.26

SAGE Public Market Complex

Agenda

COMMUNITY PRESENTATION

- Introduction
- Project Context & Background
- Community Engagement
- Site Selection
- What are the next steps
- Activity

Our Shared Vision

An Integrated
approach



Project Team



MARIO A. PEÑA
PRINCIPAL IN CHARGE



VIVIANA FRANK
ECONOMIC
DEVELOPMENT



MARIELA VALDIVIA
STUDIO HEAD



SAMUEL HAAS
STUDIO HEAD



ALFONSO CAMACHO
PROJECT MANAGER



SABRINA LÓPEZ
COMMUNITY ENGAGEMENT



TRAVIS JAMES
VP | ECONOMIST
PROJECT LEAD



Background

Beginning of efforts

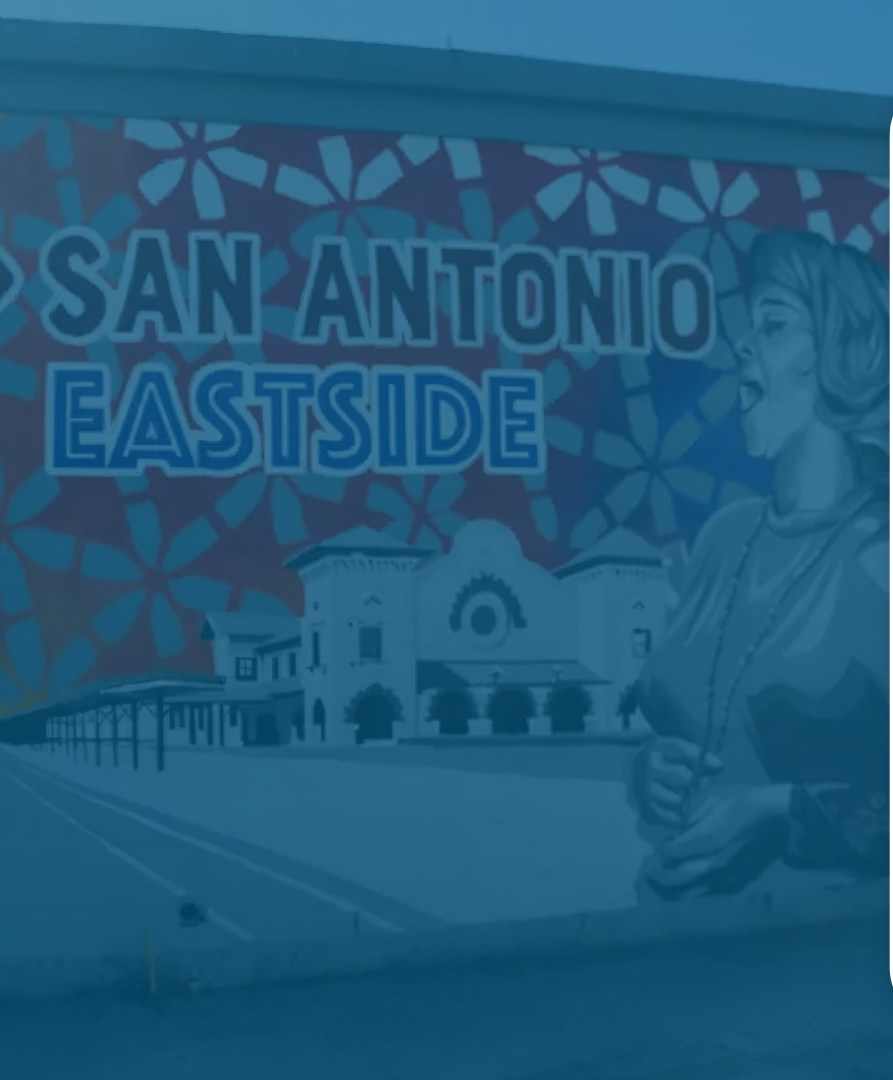
- In 2024, the United States Department of Health and Human Services (“HHS”) awarded SAGE a Community Economic Development (CED) planning award

When did this **start**?

- in 2025, SAGE identified a need to conduct a market demand and feasibility study

**Getting
Started**





Begin by Understanding the Eastside

- **Acknowledgement of Past Efforts**
- **Closing the Gaps That Matter**
- **A Place That Feels Like Home**
- **An Anchor for What's Next**
- **For the Eastside, By the Eastside**

WHAT IS A

**PUBLIC
MARKET**

COMPLEX?

- A place that brings many vendors together in one location for easy shopping and dining.
- A social space where people can gather, eat, and enjoy entertainment.



350+ Total Interactions

158 Survey Responses

7 Pop-ups

6 One-on-ones

3 Focus Groups

**Community
Engagement**





Tank's Pizza Pop-up



St. Paul Square Pop-up



Focus Group - Velocity Tx



Focus Group - Dakota



CultureFest Pop-up



Fiesta East Pop-Up

The background image shows two women sitting at a long table in a meeting room. The woman on the left is wearing a blue shirt and a gold chain, and the woman on the right is wearing a yellow jacket. They are both looking at a document on the table. The room has white walls, a white ceiling with a grid pattern, and a white door in the background. There is a red 'EXIT' sign above the door and a digital clock showing '10:17'. The table has several water bottles, a cup, and some papers on it.

What we heard

- **Local Businesses**
- **Celebrate Black Culture**
- **Intentionality**
- **Third Space**
- **Connectivity**
- **Outdoor Gathering**
- **Diverse Food**

A woman with dreadlocks, wearing a light blue button-down shirt and large red earrings, stands in profile facing right. She is positioned in front of a wall covered with various posters and signs. One poster on the left says "SOMEONE LIKE Mike". Another poster below it shows a person at a desk. To the right, a sign partially reads "TANK'S". Further right, a sign says "FLY OUR F" and "SUPPORT OUR T".

**What we
heard**

**What on the eastside deserves
more spotlight?**

**“The amazing history,
people, local owned, local
talent.”**

**“Locally owned
businesses. Community
gardens. Public transit”**

What does the eastside have that we need more of?

"Town and Community Spirit!"

“More support and infrastructure for micro entrepreneurs, community and family-friendly music/food venues”

What we heard

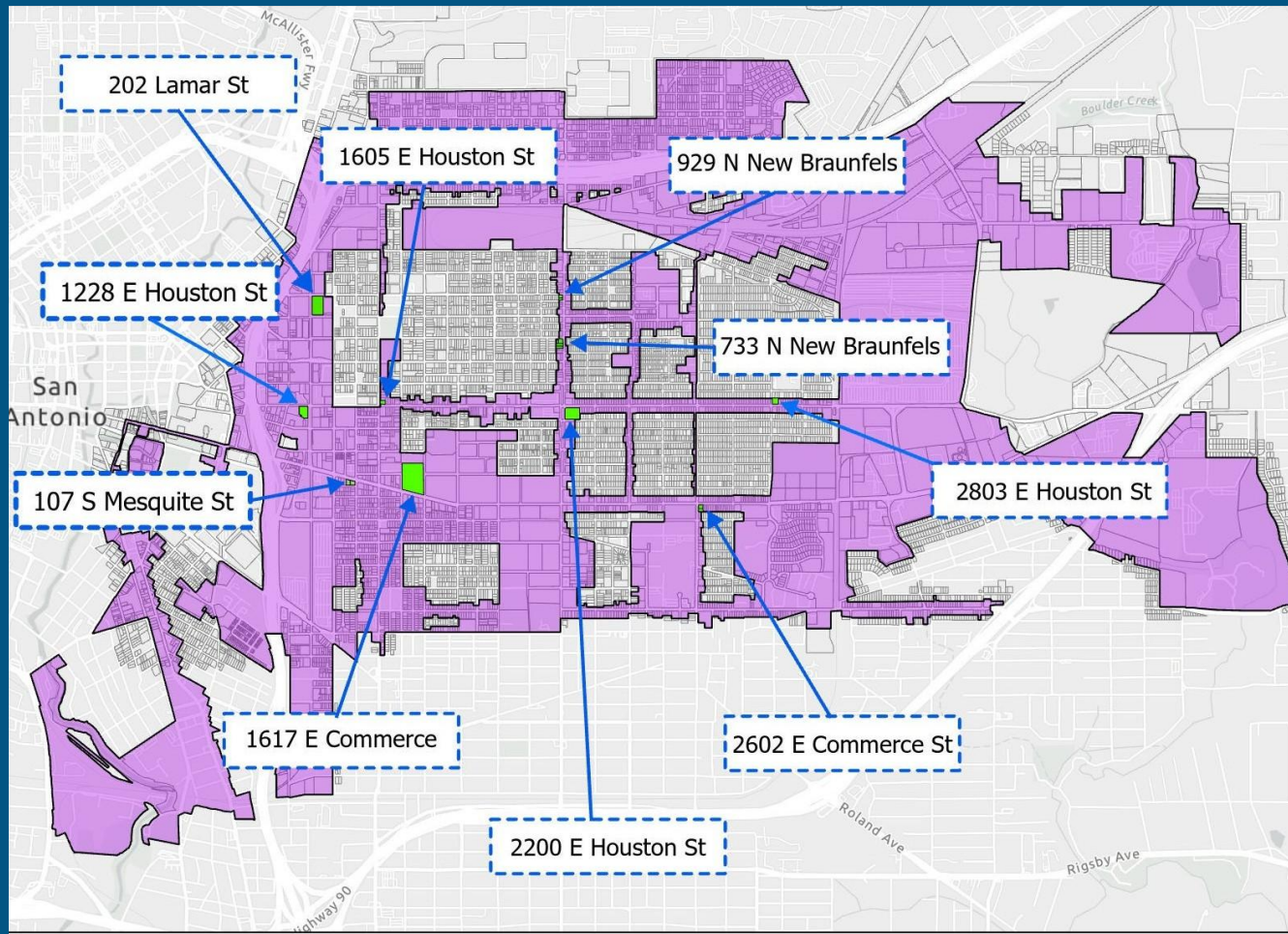


Site Selection

Within SAGE service
Boundary

Within TIRZ No.11



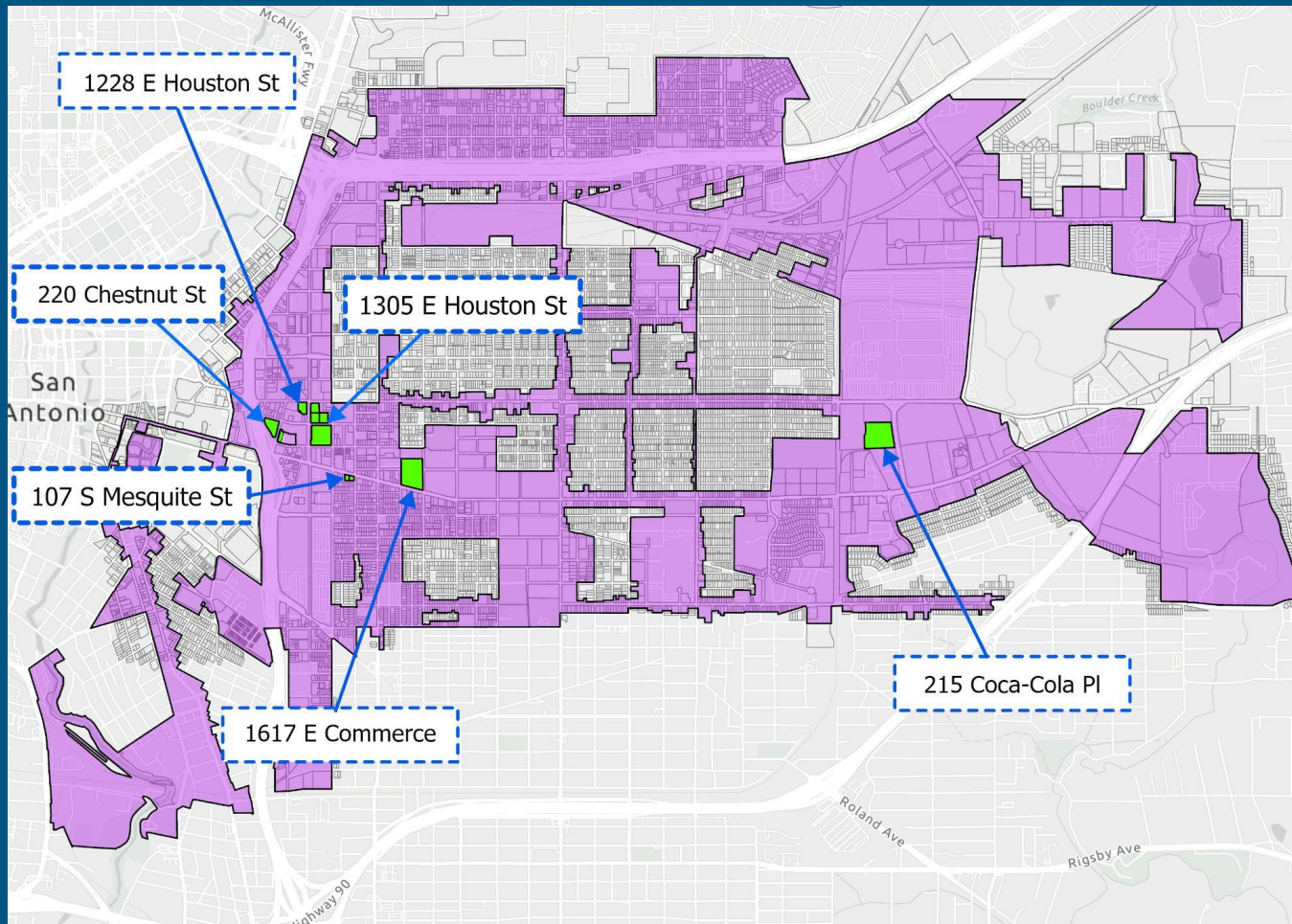


Public Market Complex Feasibility Study

Past Planning Efforts



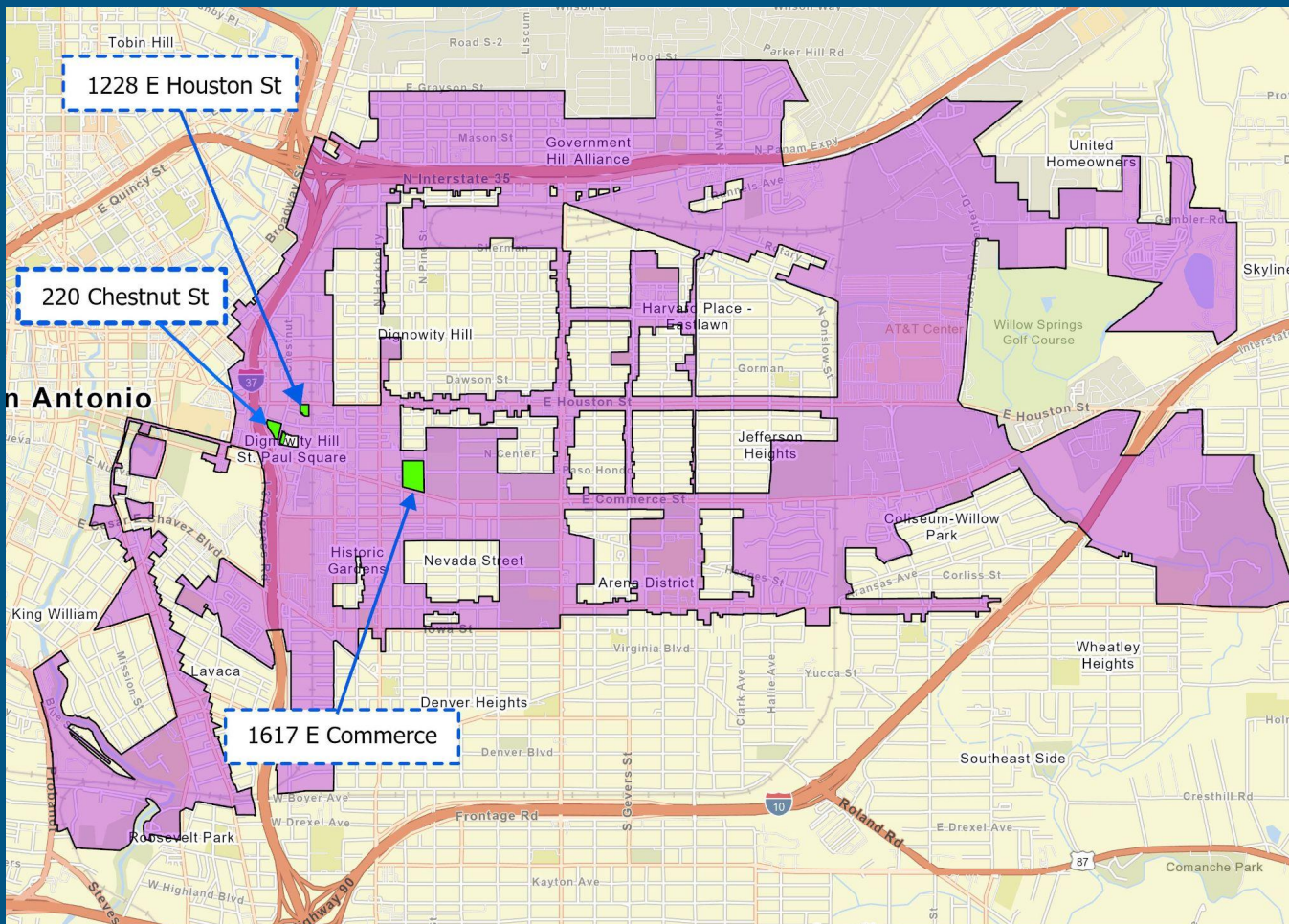
POTENTIAL SITES within TIRZ #11



1. 1228 E Houston
2. 220 Chestnut ST
3. 107 S Mesquite
4. 1617 E Commerce
5. 1305 E Houston
6. 215 Coca-Cola Pl

POTENTIAL SITES within TIRZ #11

1. 1617 E Commerce
2. 1228 E Houston
3. 220 Chestnut ST



The Hugo

— 1226 E HOUSTON



- Historic site
- (2) Parcels
- Size: 0.9 Acres

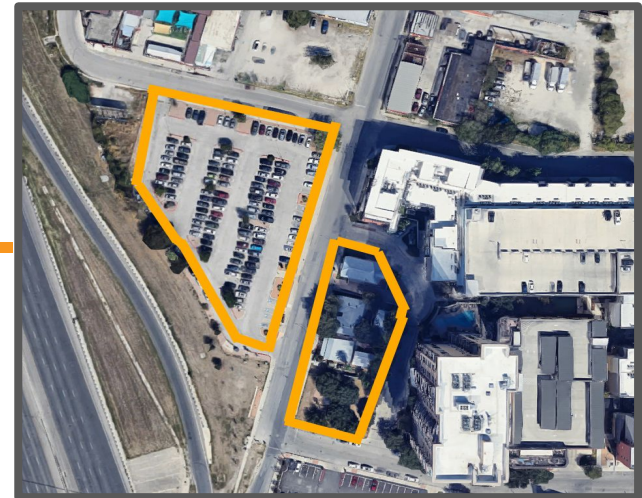


220 Chestnut

SAGE's current office



- Historic site
- (2) Parcels
- Parking lot and open space area



1617 E COMMERCE —

The Friedrich building



- Historic site
- (3) stories
- Along E Commerce



Feasibility Study



Provides outline of process, site selection, data collection and recommendations

RANKING SITES BASED ON:

- **Connectivity**
- **Due Diligence**
- **Cost**
- **Program Alignment**
- **Market Consideration**
- **Community Impact**

Matrix Totals			Scoring			Aggregated Score Numbers		
			Ellis Alley	The Hugo	Friedrich Bldg	Ellis Alley	The Hugo	Friedrich Bldg
Category	Score	Weight						
Connectivity	1 - Lowest 2 - Middle 3 - Highest	16%	3	2	1	30	27	25
Due Diligence	1 - Lowest 2 - Middle 3 - Highest	11%	1	3	2	8	11	10
Cost	3 - Lowest 2 - Middle 1 - Highest	13%	3	1	2	16	22	18
Program Alignment	1 - Lowest 2 - Middle 3 - Highest	17%	2	1	3	33	30	44
Market Considerations	1 - Lowest 2 - Middle 3 - Highest	20%	1	3	2	48	59	55
Community Impact/Benefit	1 - Lowest 2 - Middle 3 - Highest	22%	1	2	3	25	31	33
Total		100%	11	12	13	135	149	152
Weighted Avgs.			1.76	2.01	2.22	28.73	32.40	33.43

POTENTIAL SITES within TIRZ #11

1. 1617 E Commerce
2. 1228 E Houston
3. 220 Chestnut ST

1617 E COMMERCE —

The Friedrich building



- 68,158 sq ft building
- 0.4 Acres
- Along E Commerce

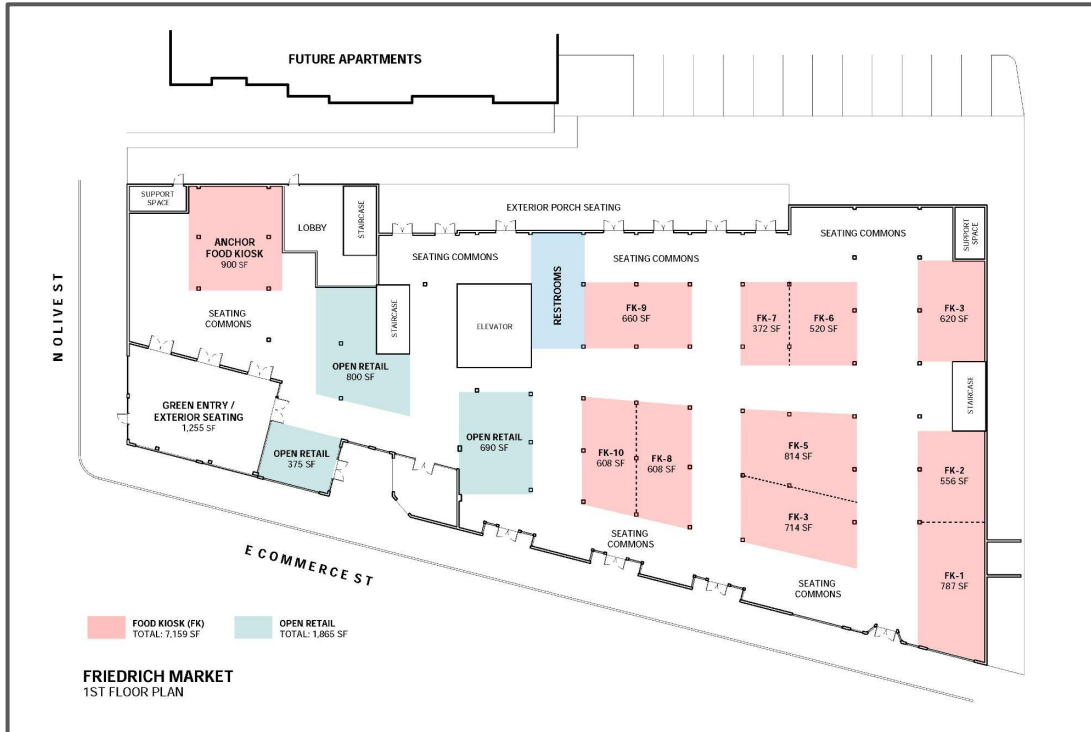


1617 E COMMERCE

The Friedrich building

1st Floor

- (10) Vendor Kiosks
- Open seating
- Open retail



1617 E COMMERCE

The Friedrich building

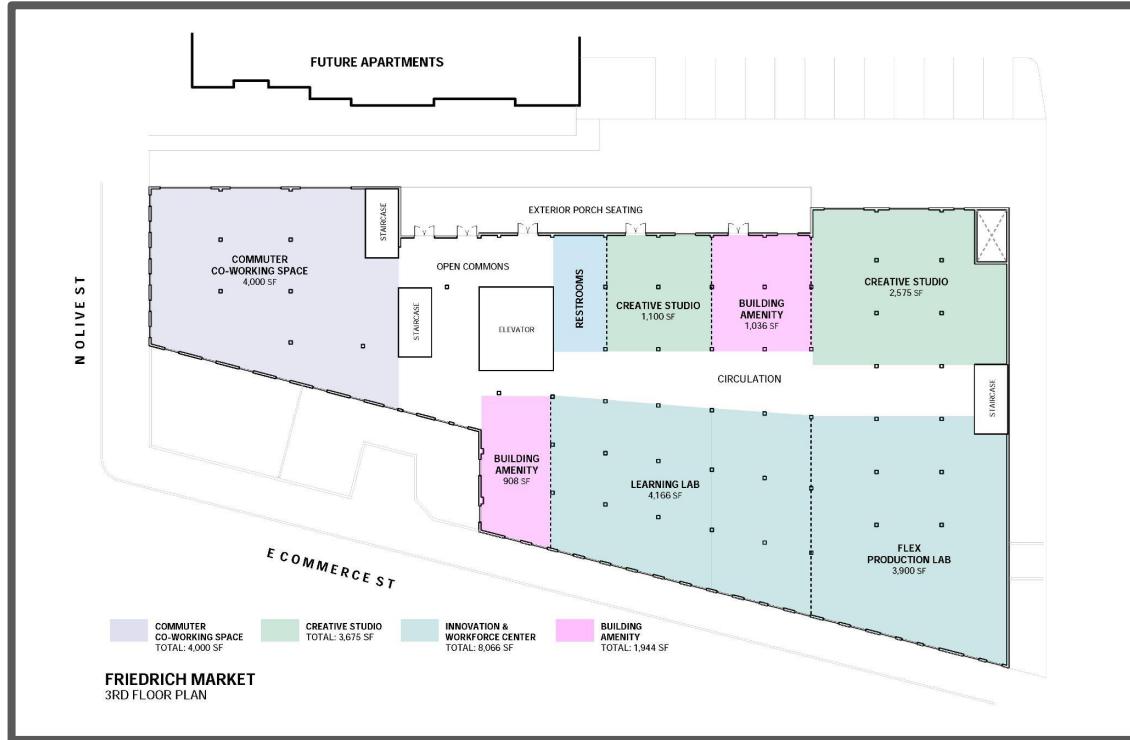
2nd Floor

- Office space
- Event space
- Building amenity



1617 E COMMERCE

The Friedrich building



3rd Floor

- Commuter Co-working space
- Flex production space
- Creative Studio space

1617 E COMMERCE —

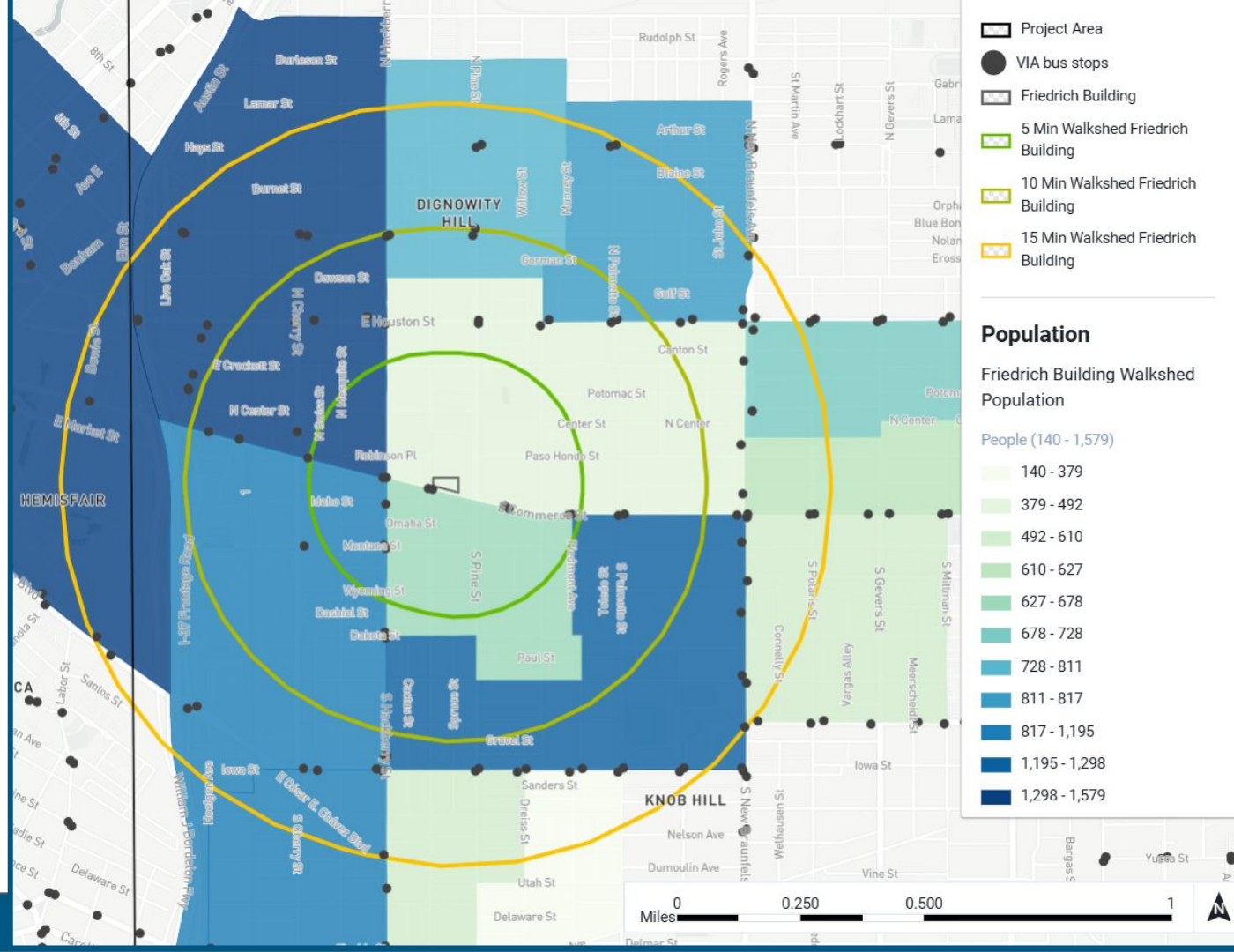
The Friedrich building

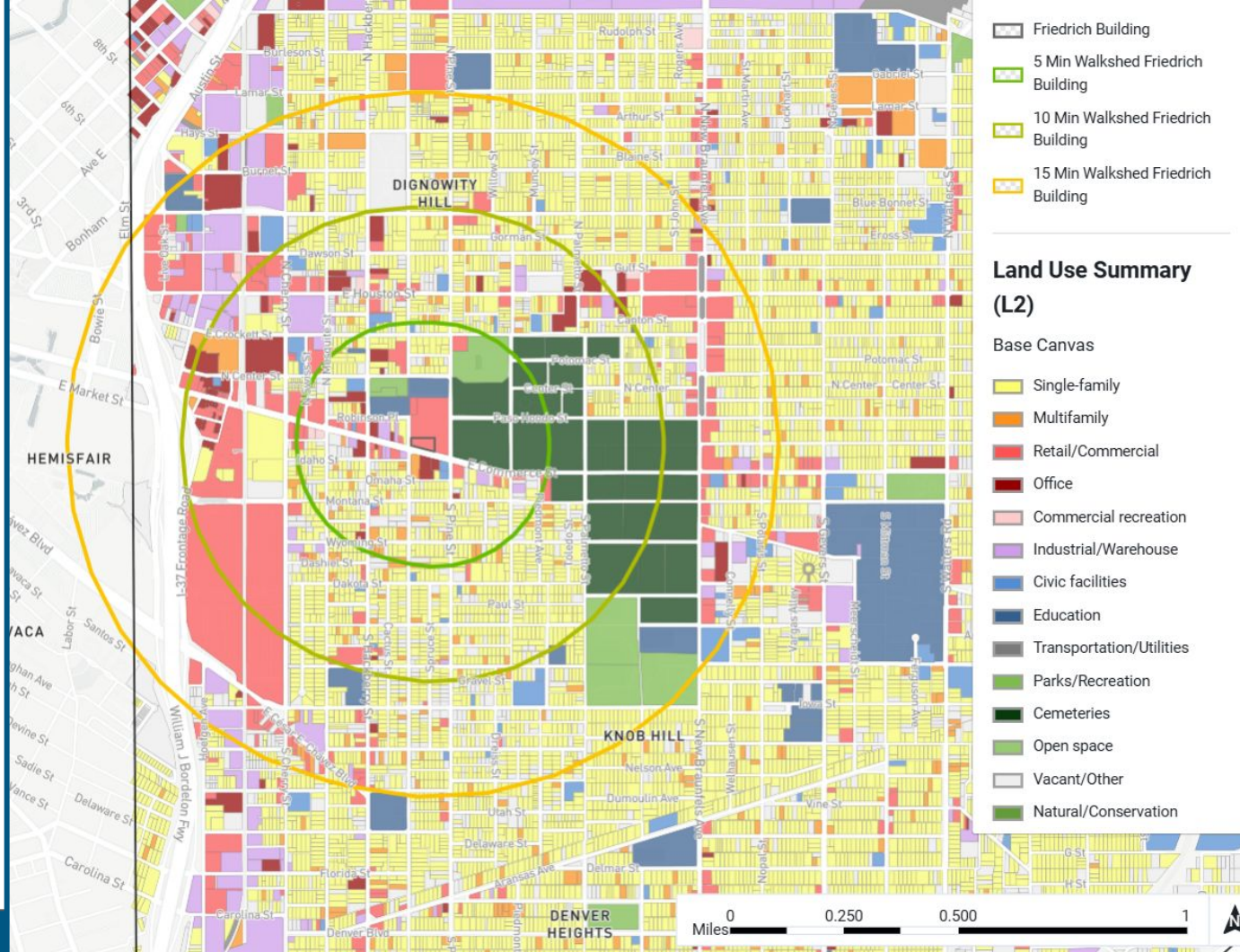


1617 E COMMERCE

The Friedrich building







1617 E COMMERCE

The Friedrich building



Recommended Site

- Ranked highest for:
 - Program Alignment
 - Community Impact/Benefit
- **Potential Catalytic Gateway** development
- Stands as the strongest long-term public benefit and programming site.

Project Timeline

January
2026

Feb–March
2026

April
2026

May
2026

May – June
2026

Project Kick-Off

Review of Plans

Identifying Sites
Community context

Collect & Review Data

CE Plan

Tour of sites
Gathering existing
conditions, trends.
Crafting CE Plan

Community Engagement Execution

1 on 1's
Focus Groups
Community Survey

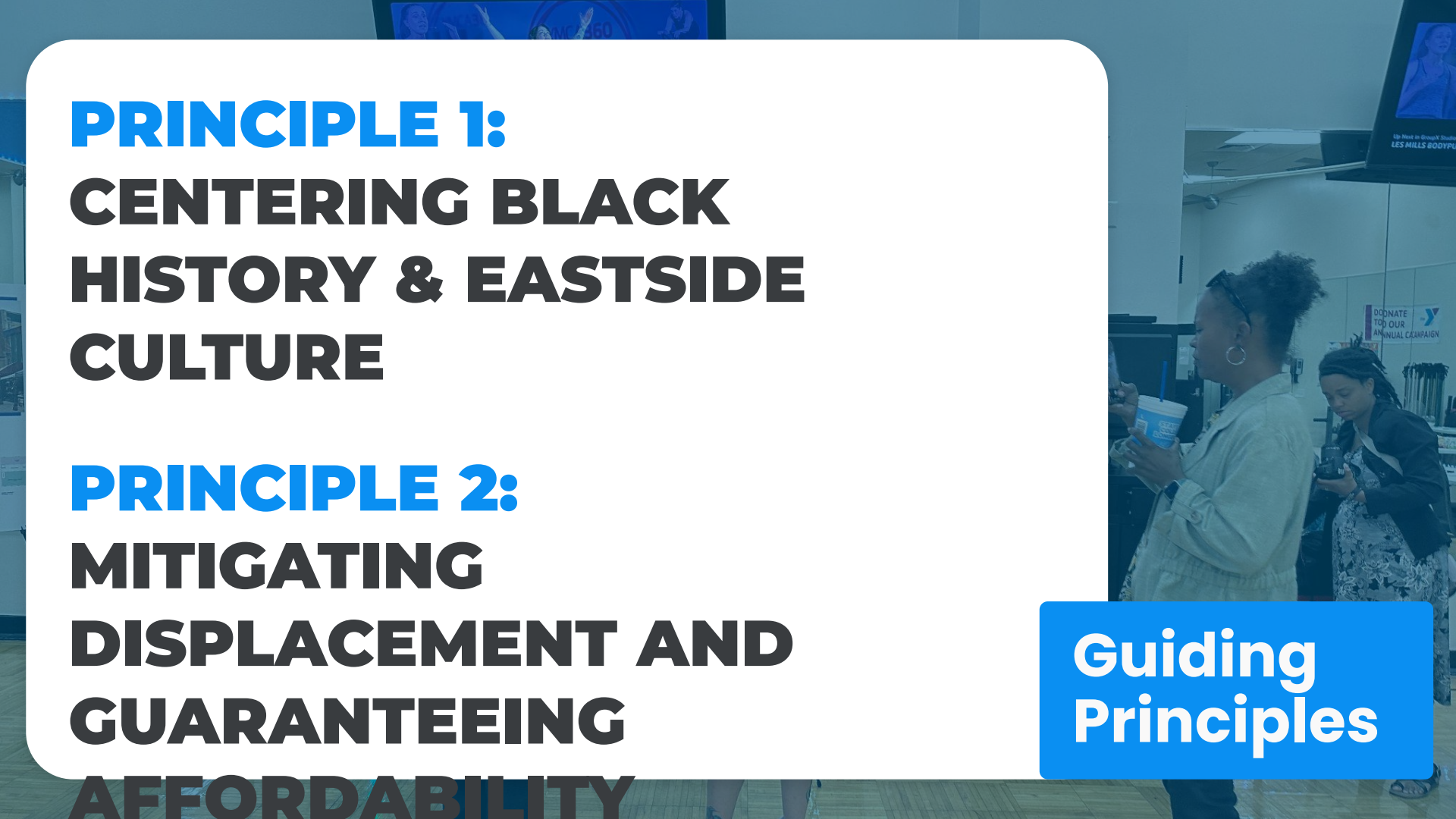
Analysis & Test Fit

Define Guiding
Principles
Gaps/Needs
Site Test Fits
Report Drafting

CE Part II

Final Report & Implementation Playbook

Community
Presentation
Finalize Plan

The background image shows a community event. On the left, a large white rounded rectangle contains text. On the right, two women are standing; one is holding a blue cup. In the background, there are posters, including one for 'LES MILLS BODYPUMP' and another that says 'DONATE TO OUR ANNUAL CAMPAIGN'.

PRINCIPLE 1: **CENTERING BLACK HISTORY & EASTSIDE CULTURE**

PRINCIPLE 2: **MITIGATING DISPLACEMENT AND GUARANTEEING AFFORDABILITY**

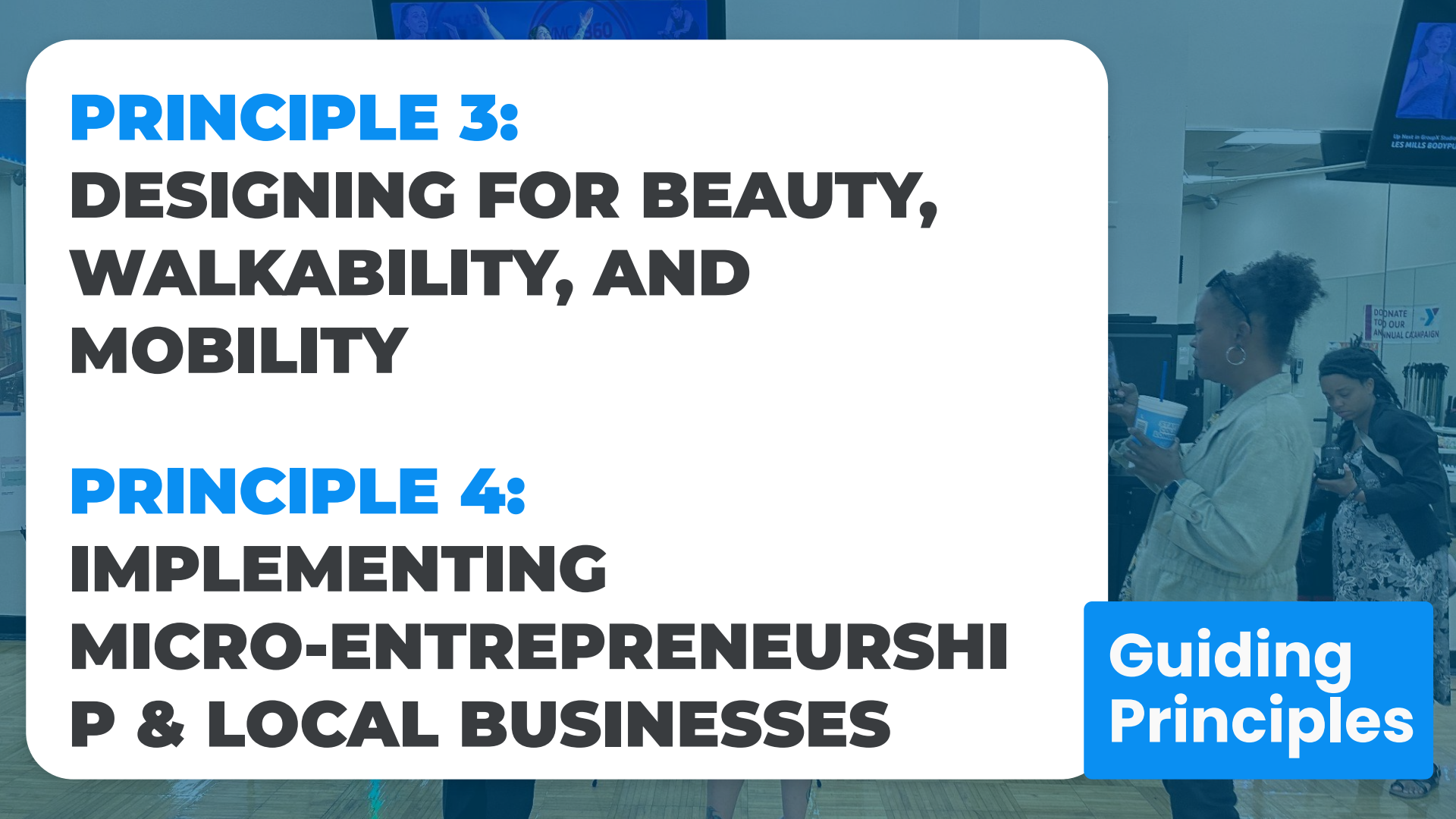
**Guiding
Principles**

PRINCIPLE 3:

**DESIGNING FOR BEAUTY,
WALKABILITY, AND
MOBILITY**

PRINCIPLE 4:

**IMPLEMENTING
MICRO-ENTREPRENEURSHIP
& LOCAL BUSINESSES**

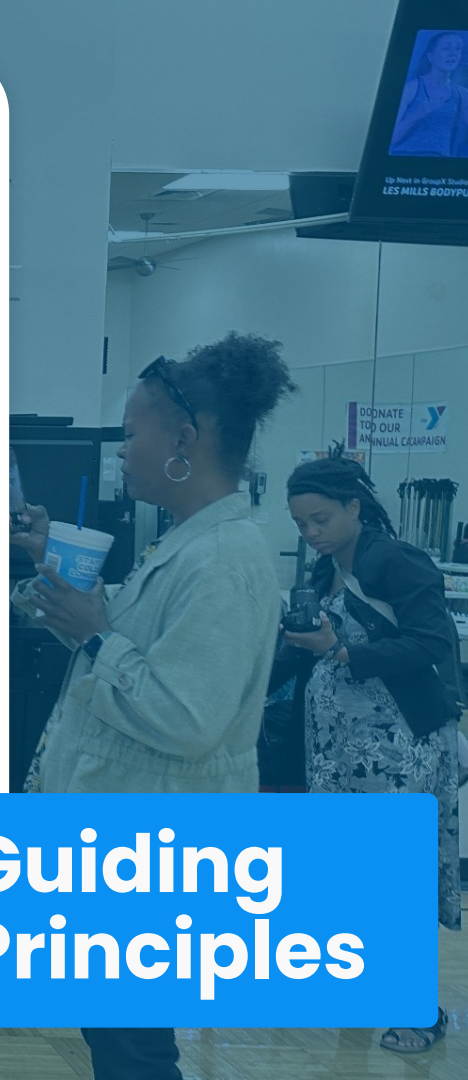
The background image shows a community event. In the foreground, two women are standing; one is holding a blue cup and the other is looking at a phone. In the background, there are posters on a wall, including one for 'LES MILLS BODYPU' and another for 'DONATE TO OUR ANNUAL CAMPAIGN'.

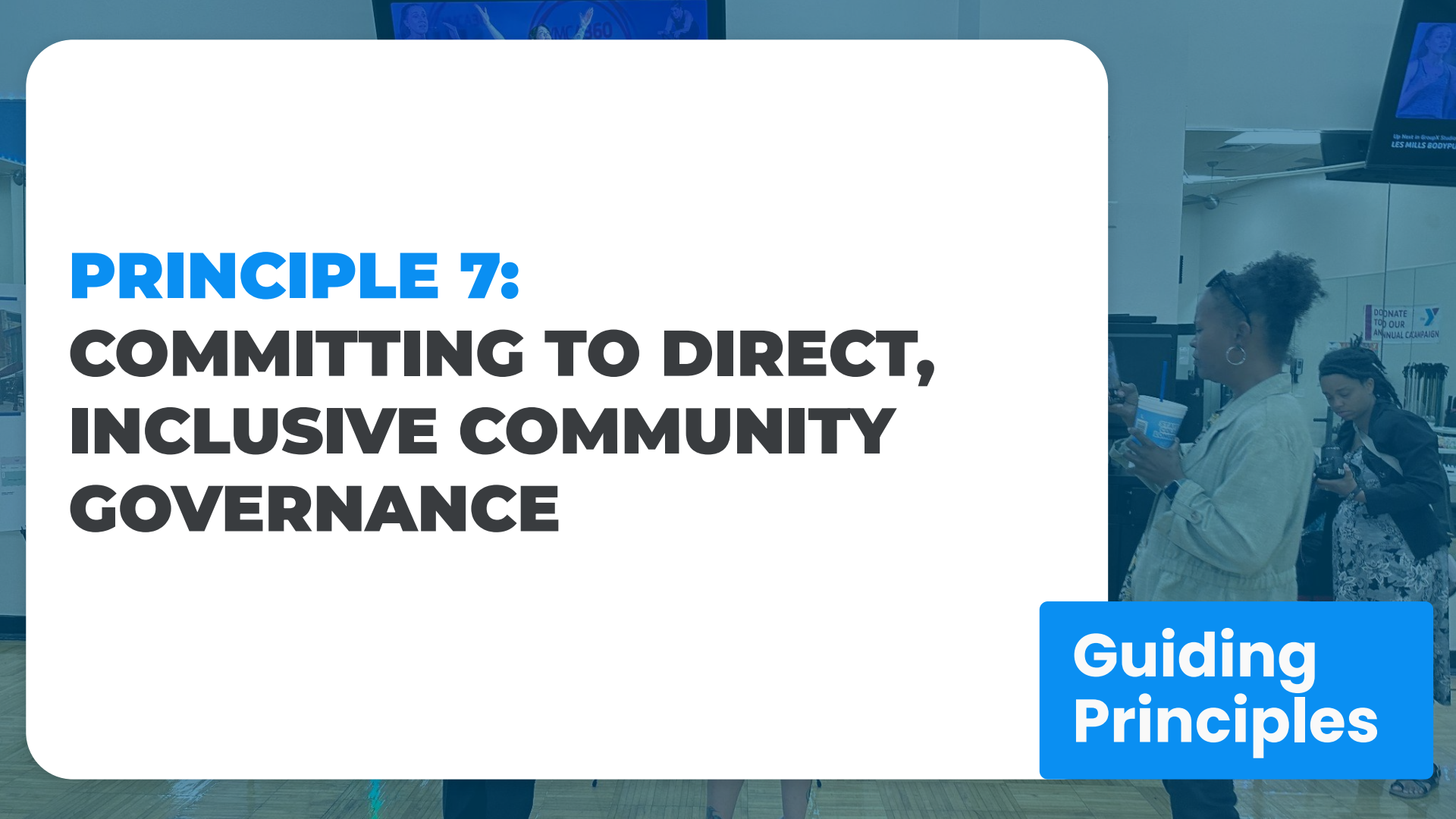
**Guiding
Principles**

PRINCIPLE 5:
**PRIORITIZING FOOD
JUSTICE, HEALTHCARE,
AND EDUCATION**

PRINCIPLE 6:
**DESIGNING A WELCOMING,
COLLABORATIVE “THIRD
SPACE”**

**Guiding
Principles**



The background image shows a community event. On the left, a large white rounded rectangle contains the title text. To the right, two women are visible; one is holding a blue cup. In the background, there are digital screens displaying various images, including a person's face and a sign that says 'DONATE TO OUR ANNUAL CAMPAIGN'.

PRINCIPLE 7: **COMMITTING TO DIRECT, INCLUSIVE COMMUNITY GOVERNANCE**

**Guiding
Principles**

WHAT IS NEXT?

SCAN HERE



1

**Visit our Public Market Complex
webpage!**

Scan the QR code below or go to:
<https://sagesa.org/public-marketing-complex/>



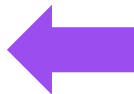
SCAN HERE



2

Subscribe to our newsletter!

Scan the QR code below or go to our website: <https://sagesa.org/>



WHAT IS NEXT?

3

Connect with us on Social Media!



@SAGESanAntonio



@sagesanantonio



@San Antonio for Growth on the Eastside



@SAGEforGrowthonTheEastside

WHAT IS NEXT?

4

Have general questions, comments, or feedback?

We'd love to hear from you!

Call: 210-248-9178

Email: communications@sagesa.org



Table Group Activity

1. **Prioritize the Guiding Principles**
2. **Brainstorm Implementation**



Architecture • Community Engagement
Planning • Economic Development

Able City Team

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Thank You!



6.17.26



How can this **move forward?**

What are some ways this can be implemented?

**Secure letters of interest from:
vendors, workforce partners,
cultural partners, and institutional
partners?**

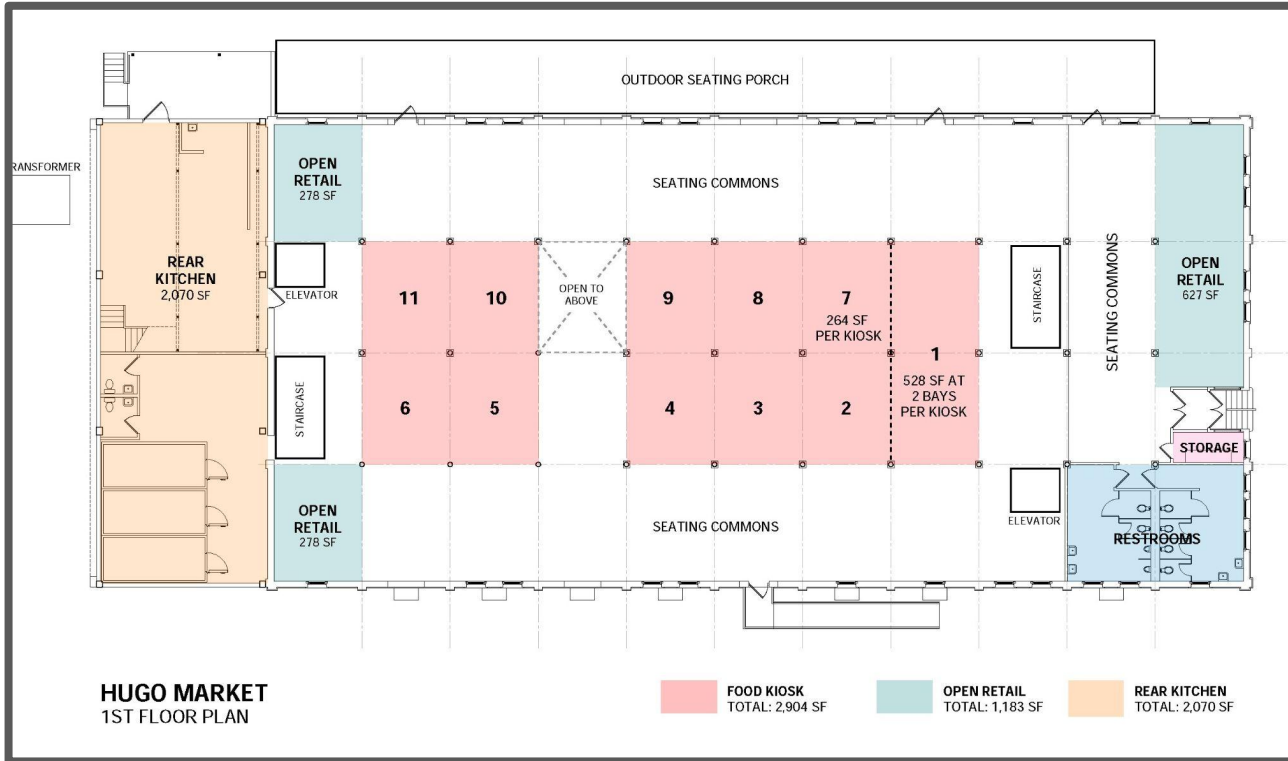
**Exploring Federal and State food
access, health equity, small
business, and community
development grants?**

WHAT IS NEXT?

1	2	3	4
Visit our Public Market Complex webpage! Scan the QR code below or go to: https://sagesa.org/public-marketing-complex/ 	Subscribe to our newsletter! Scan the QR code below or go to our website: https://sagesa.org/ 	Connect with us on Social Media!  @SAGESanAntonio  @sagesanantonio  @San Antonio for Growth on the Eastside  @@SAGEforGrowthonTheEastside	Have general questions, comments, or feedback? We'd love to hear from you! Call: 210-248-9178 Email: communications@sagesa.org

The Hugo (Former "Spaghetti Warehouse")

— 1226 E HOUSTON



1st Floor

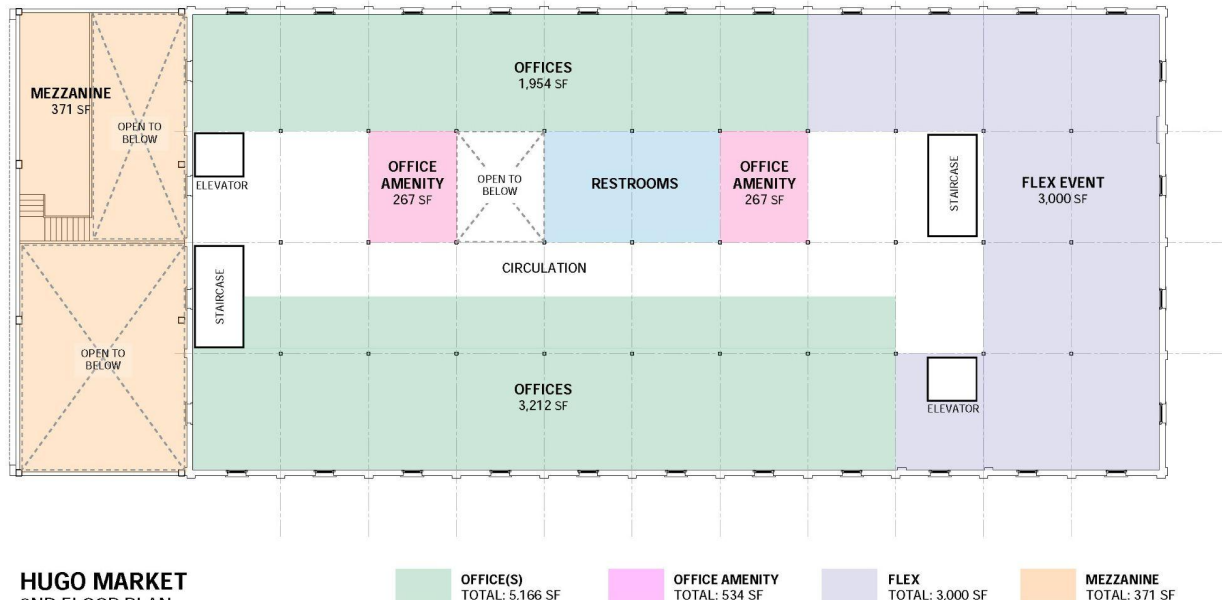
- (11) Vendor Kiosks
- Kitchen
- Open retail
- Outdoor seating

The Hugo (Former "Spaghetti Warehouse")

— 1226 E HOUSTON

2nd Floor

- Office space
- Flex event
- Office amenity



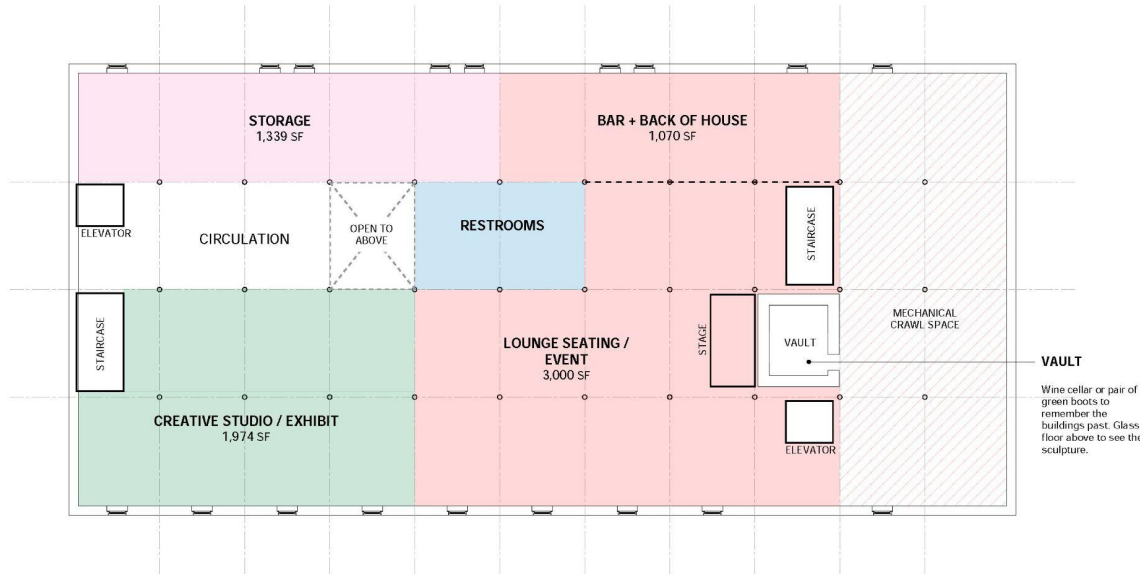
HUGO MARKET
2ND FLOOR PLAN

The Hugo (Former "Spaghetti Warehouse")

— 1226 E HOUSTON

Basement

- Storage
- Studio/Exhibit space
- Event space



HUGO MARKET
BASEMENT PLAN

CREATIVE STUDIO TOTAL: 3,168 SF	FLEX EVENT TOTAL: 4,070 SF	STORAGE TOTAL: 1,339 SF
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The Hugo (Former "Spaghetti Warehouse")

— 1226 E HOUSTON



The Hugo (Former “Spaghetti Warehouse”)

— 1226 E HOUSTON



The Hugo

— 1226 E HOUSTON



- 2-story 29,000 sq ft building
- Excess parking
- Size: 0.4 Acres



220 Chestnut —

SAGE's current office



- Existing Ellis Alley buildings
- Proposed buildings



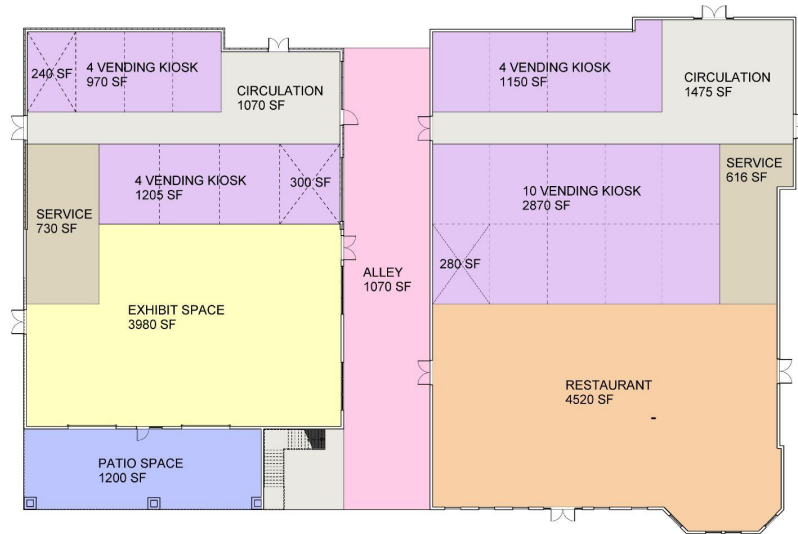
220 Chestnut —

SAGE's current office



220 Chestnut

SAGE's current office



AREA LEGEND	
CIRCULATION	
EXHIBIT SPACE	
OFFICE / FLEX	
RESTAURANT	
SERVICE	
TERRACE SPACE	
VENDING / KIOSK	
PATIO SPACE	
SHARED ALLEY	

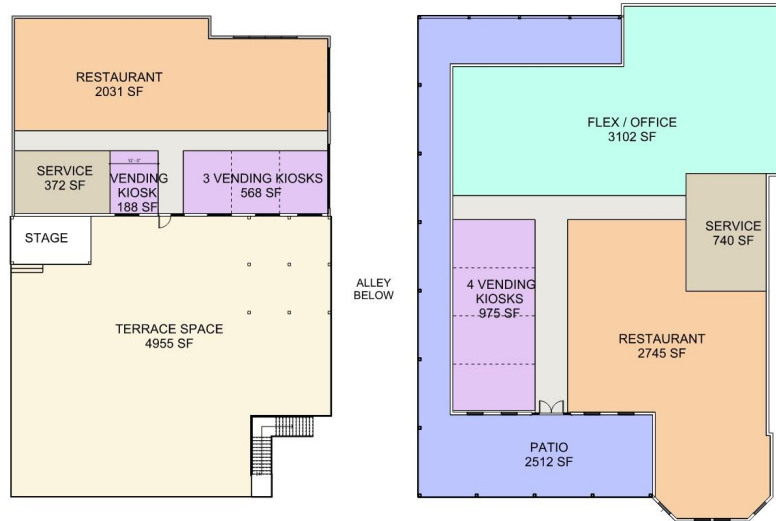
NEW BUILDING - FIRST FLOOR PLAN

1st Floor

- (2) new buildings
- (22) Vendor kiosks
- Exhibit space
- Restaurant
- Service space

220 Chestnut

SAGE's current office



AREA LEGEND	
CIRCULATION	
EXHIBIT SPACE	
OFFICE / FLEX	
RESTAURANT	
SERVICE	
TERRACE SPACE	
VENDING / KIOSK	
PATIO SPACE	
SHARED ALLEY	

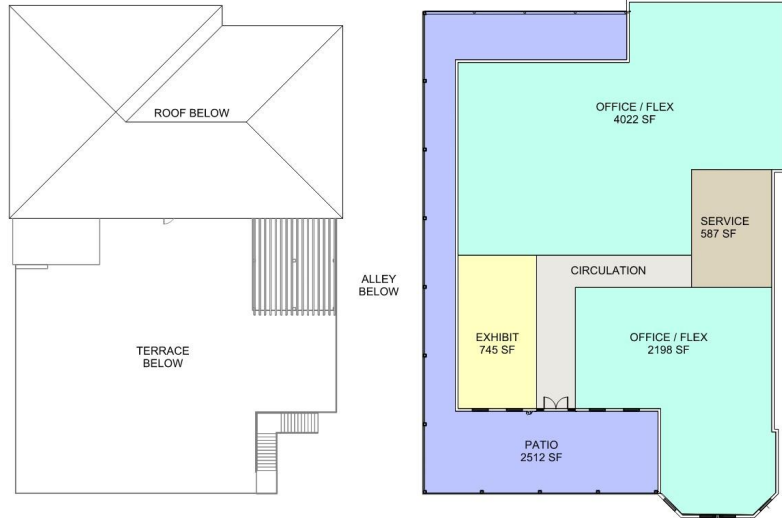
NEW BUILDING - SECOND FLOOR PLAN

2nd Floor

- Flex/Office
- (8) Vendor kiosks
- (2) Restaurant
- Terrace space

220 Chestnut

SAGE's current office



AREA LEGEND	
	CIRCULATION
	EXHIBIT SPACE
	OFFICE / FLEX
	RESTAURANT
	SERVICE
	TERRACE SPACE
	VENDING / KIOSK
	PATIO SPACE
	SHARED ALLEY

NEW BUILDING - THIRD FLOOR PLAN
1/8" = 1'-0"

3rd Floor

- Flex office
- Service space
- Exhibit space
- Patio

Our Shared Vision

**An Integrated
approach**

**Sustainable, community-led
marketplace where the Eastside
community can shop, gather, and
thrive**

**Connected
Neighborhoods**

**Gathering &
Working
Places**

**Employment
Business
Opportunities**

**Community
informed**

