



ALAZAN LOFTS RENAMING

YOUR EVENT WILL START SHORTLY



PLEASE MUTE
YOUR MIC



COMMENTS IN
THE CHAT BOX

Naming Session for Alazan Lofts

Conducted by  **CREATIVE
CIVILIZATION**
Advertising • Marketing • Public Relations

for the  **SAHA** | SAN ANTONIO
HOUSING AUTHORITY
Opportunity Lives Here

4.29.2020

Session Agenda

- ▶ Welcome & Introductions – Lorraine Robles, SAHA
 - SAHA, NRP Group, Creative Civilization, Benavides Studio
- ▶ Meeting Purpose & Goals
- ▶ About the Development
- ▶ Naming Approach and Process
- ▶ Branding and Naming Experience
- ▶ Process and Participation

Meeting Purpose and Goals

- ▶ To exchange ideas of what you want to name SAHA's new housing development located at S. Colorado and El Paso streets, with the working name of Alazan Lofts

About the Development

5

- ▶ Features
- ▶ Amenities
- ▶ Proposed Timeline

LEGEND

-  BUILDING A (4-STORY) - 48 DWELLING UNITS
-  BUILDING A (3-STORY) - 16 DWELLING UNITS
-  BUILDING B1 (2-STORY) - 12 DWELLING UNITS
-  BUILDING B2 (2-STORY) - 12 DWELLING UNITS
-  COMMUNITY CENTER (1ST FLOOR)

SITE PLAN



Original Plan



PLEASE VOTE ON COLOR SCHEME

AT: saha.org/westside



01

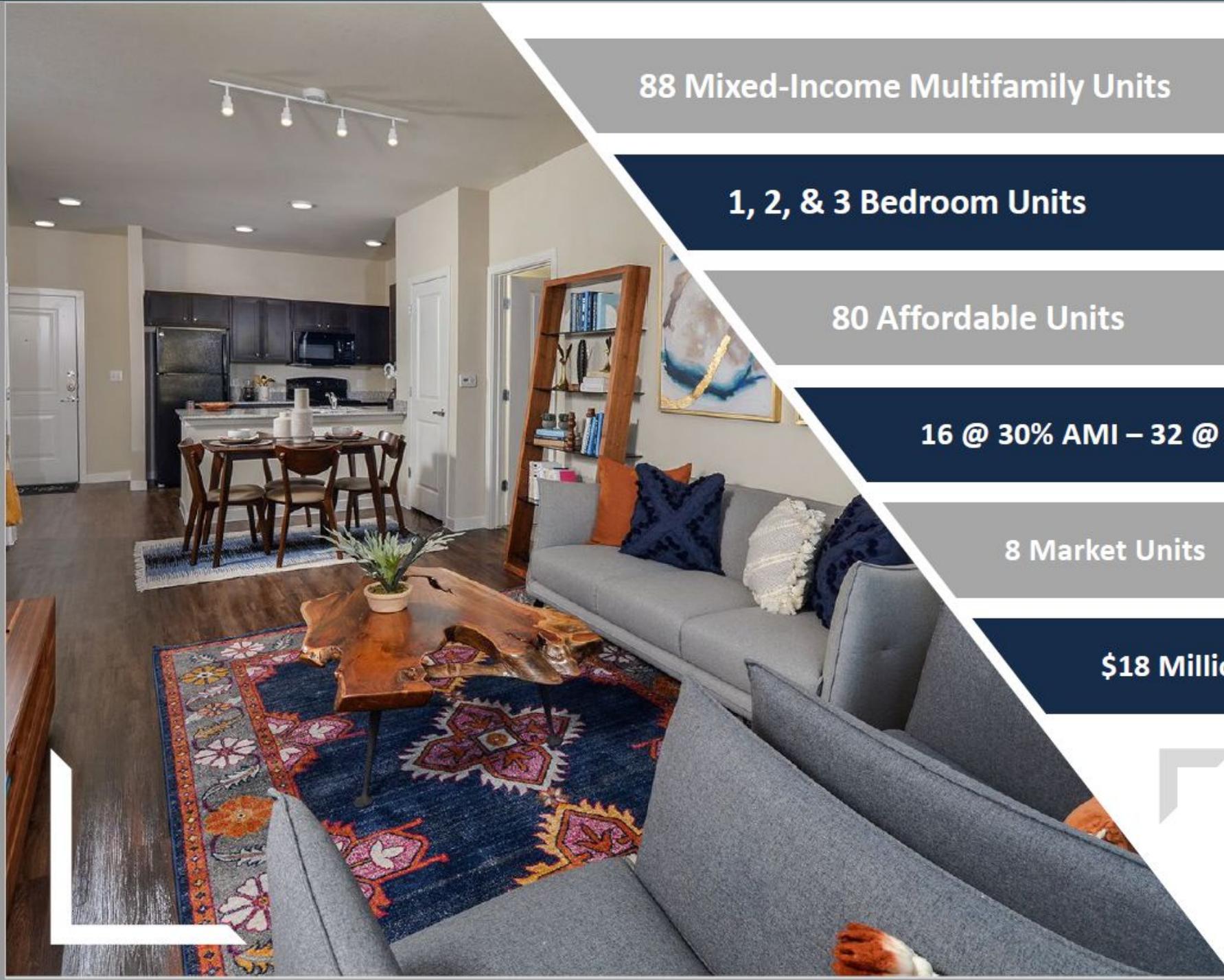
option

02

option

03

option



88 Mixed-Income Multifamily Units

1, 2, & 3 Bedroom Units

80 Affordable Units

16 @ 30% AMI – 32 @ 50% AMI – 32 @ 60% AMI

8 Market Units

\$18 Million Total Development Costs

**MODERN AFFORDABLE
LIVING**

TIMELINE



Alazan Lofts Public Art Proposal

By Local Artist, Andy Benavides, and students of Brackenridge Elementary School

Proposed Title: *Recuerdos*

Proposed Location: Facility Entrance/Lobby



Recuerdos is intended to capture a time for the children of the Alazan neighborhood to revisit in the future.

The proposed community art display will be created working with Brackenridge Elementary's Fourth Graders. Brackenridge Elementary is the closest school to the new development and this age group is emotionally aware and will understand the scope of the art piece.



Naming Approach and Process

11

Gisela Girard & Al Aguilar

Creative Civilization
An Aguilar/Girard Agency

SAHA Branding/Naming Experience

12

- ▶ HemisView Village
- ▶ Sutton Oaks
- ▶ East Meadows

Process and Participation

13

- ▶ GOTTODOS
- ▶ Naming Ideas / Names for Consideration
- ▶ Participant Preferences
- ▶ Next Steps

GOTTODOS

GOTTODOS

15

- ▶ PROUD
- ▶ HISTORY
- ▶ FUTURE
- ▶ NEW
- ▶ RESPECT
- ▶ MEMORABLE
- ▶ LIKEABLE
- ▶ CULTURE
- ▶ UNIQUE

AND ...

Naming Ideas

Names for Consideration

Names for Consideration

18

Brazos Pointe

Names for Consideration

One Alazan

Names for Consideration

20

Las Terrazas

Names for Consideration

21

The Alazanes

Names for Consideration

22

Los Arbolitos

Names for Consideration

23

The Legacy at Alazan

Names for Consideration

24

Los Encinos

Names for Consideration

25

Sonrisas at Alazan

Names for Consideration

26

Villas de Familia

Names for Consideration

27

The Heritage at Alazan

Names for Consideration

28

Balbuena Gardens

Names for Consideration

29

La Cultura at Alazan

Names for Consideration

30

Brazos Pointe

One Alazan

Las Terrazas

The Alazanes

Los Arbolitos

The Legacy at Alazan

Los Encinos

Sonrisas at Alazan

Villas de Familia

The Heritage at Alazan

Balbuena Gardens

La Cultura at Alazan

Participant Preferences

Next Steps

THANK YOU!

