

Summer Workshop (July 2023)

“Design for Culture in San Marcos, TX.”

The City of San Marcos recently completed a series of strategic plans designed to highlight and enhance the city’s cultural heritage, including the Arts Master Plan, and the Open Space (Greenways) Master Plan. But what each individual plan lacks is a cohesive strategy to combine shared elements and magnify overall impact. Participants in this workshop explored how cities in the region connect their cultural heritage and arts legacy to safe pedestrian and micro-mobility infrastructure using “culture trails.” Initial research was presented, and concept feedback was collected, at parks and public areas across downtown.

SCHEDULE

June 4/5 UCamp

June 5 KICK OFF: Panelists
SUSTAINABLE TXST: Campus tour

June 6 TRAIL EXPERIENCE: San Antonio field research
Research Findings
What worked / what did not work?

June 7 San Marcos: ART + CULTURE INVENTORY
San Marcos research: CALABOOSE + CENTRO
THE HIGH LINE NYC: film screening

June 8 JOB TO BE DONE
HOW MIGHT WE: Statements
PERSONA: exercise

June 9 FEEDBACK: Stelos#2 co-hort (guest critique)
PROTOTYPE: your value proposition's visual 3D transformation
PREP: final presentations for San Marcos community

June 10 San Marcos Community PRESENTATIONS + PINING CEREMONY

HAVE FUN.

Campus Walk



Kick Off Panel

Claudia Röschmann

*Professor + Associate Director
for Design Innovation (MARC) at
Texas State University*



Claudia Röschmann is a Professor in the Communication Design program in the School of Art and Design and Associate Director for Entrepreneurship in the Materials Applications Research Center (MARC). She was head of the Communication Design program from 2014 to 2020, and as graduate advisor directed the MFA program from 2010 to 2020. She brings 20+ years of international design experience and strategic entrepreneurial thinking to the university where she teaches human-centered design and design entrepreneurship. She also serves as the founder of the Design for America studio on campus, and is the co-founder of the 1 Million Cups Greater San Marcos TX community. Claudia gets very excited about international and cross-disciplinary projects, and speaks at conferences about design thinking and digitally engaged learning. Originally from Germany, she moved to New York in the 90s to work for Vignelli Associates before moving to Austin with her husband, where she runs ROESCHMANNdesign, a design studio focused on brand experiences for non-profit clients. Claudia loves to travel (preferably by sailboat, bike or foot) so she can spend time in bookstores and museums, while exploring other cultures.

Peter Tschirhart

*Associate Dean in the Honors
College at Texas State University*



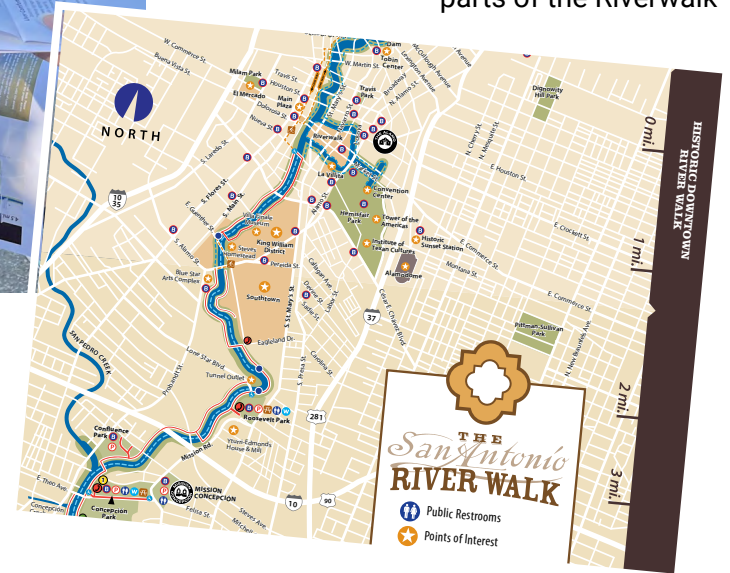
Peter is passionate about the use of active- and project-based learning and has encouraged their curricular and co-curricular use at Texas State. His passion for learning by doing—and through experience—emerged thanks in part to his own training as a musician (B.M. Rice University; Ph.D. University of Virginia). His experience with musical improvisation, and his research into experimental music notation, lead Peter almost naturally to the d.school at Stanford University, where he received training in design-thinking and human-centered design as part of the 2017 cohort of the Teaching and Learning Studio. At TXST, Peter has found many novel applications of human-centered design as a pedagogy: from University Seminars, to Honors Thesis design. Outside of work, Peter is a member of the current San Marcos Comprehensive Planning Committee and an active member of MoveSM. As a runner and “everyday” bicyclist, Peter spends many hours exploring the streets, sidewalks, and multi-use pathways of San Marcos.

Organizers



Field research tackling cultural trails in San Antonio

Following along parts of the Riverwalk



Field Trip San Antonio



Field research tackling history in San Marcos



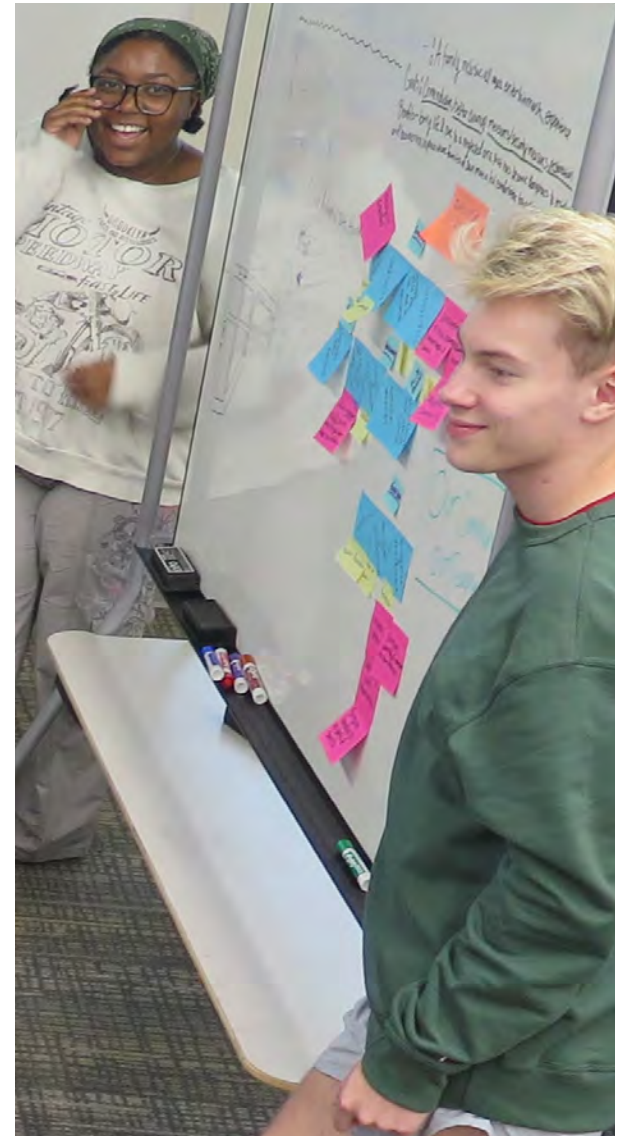
Organizing findings back on campus



Community research



Each team prepared a presentation of their research findings from the week



Research findings



Stelos cohort #2 students giving feedback on research



Feedback



Students presenting to the San Marcos community



Public Presentations



Things that worked

In San Antonio

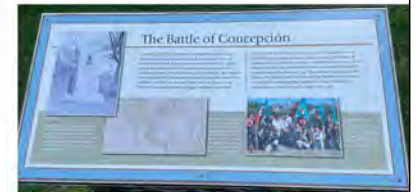
- Incorporated locals
- Infrastructure that was useful and eye catching
- Native plants along the trail and river
- Amount of signage



Things that didn't work

In San Antonio

- Inconsistency
 - Shade
 - Restrooms
 - Litter
- Not eye catching signage



Outcome



Things that aren't working

In San Marcos

- Crosswalks
- Ending trails
- Simple landscaping
- Unpaved sidewalks



Things that have potential

In San Marcos

- Parks
- Historical Restoration
- Highlighting 'natural beauty'



Outcome (continued)

DEFINING A CULTURE TRAIL

Celebrating our natural beauty and spreading it to the 'underdeveloped' spaces around San Marcos

Working with the Discovery Center could be a step in the right direction.



TURNING THIS....



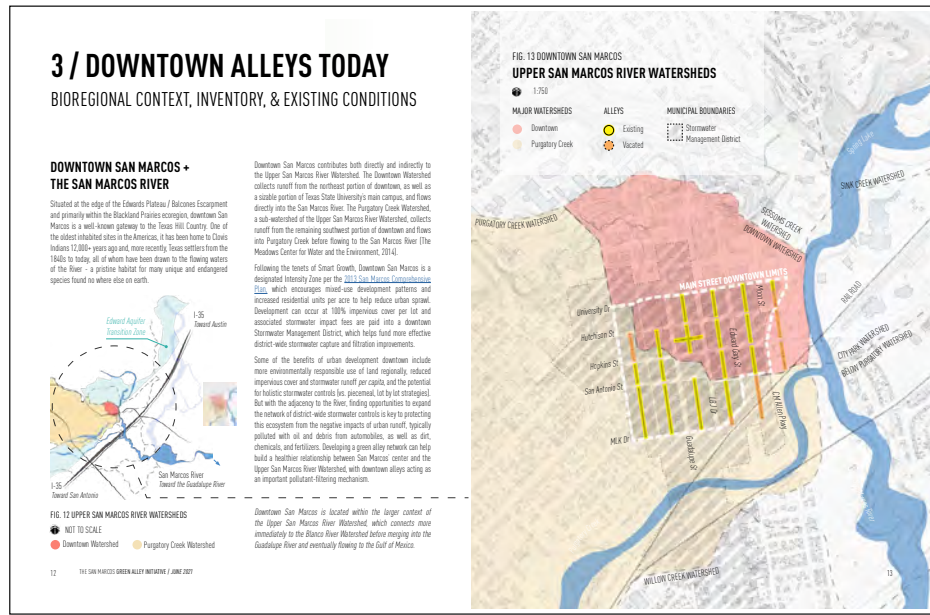
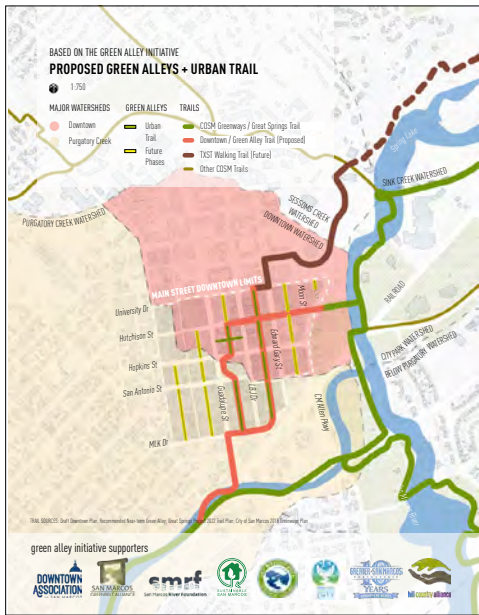
Simple landscaping, little diversity, and no shade.

....INTO SOMETHING MORE LIKE THIS!



Lots of diversity, shade, and unique landscaping

Outcome (continued)



Texas Resilient Streets and Greenways

storymaps.arcgis.com/stories/76c657...

Exploring sustainable infrastructure in Texas cities.

Dr. Billy Fields & GTS Consultant Eliot Mettenbreink
May 17, 2023

Austin, Texas | San Marcos, Texas | Dallas, Texas | San Antonio, Texas | Houston, Texas

Increasingly, cities around Texas are being designed to work with nature to solve complex environmental challenges. Community leaders are discovering that the most cost effective and impactful solutions to problems like flooding, heat stress, and community livability often involve efforts to maintain, enhance, and extend natural systems like green space and the rivers, creeks, and ponds through our communities. These green and blue infrastructure systems are being piloted in Texas communities and increasingly point to a new pathway forward for managing flooding, heat, and community livability.

The Texas Resilient Streets and Greenways Asset Management project involves...

SMTX Downtown Arts Overview

- Mini Mural: Cupid, Cat Pie, Rat Love by Rene Perez
- 78666 Postcard not City mural by David Perez
- "Legend Has It" historic tour stop
- Mini Mural: Blue Heron with Butts by Rene Perez
- A Mighty Heart by Navien Shakil
- "Legend Has It" historic tour stop
- Mini Mural by Morgan Egan
- Mermaid March statue Liquid Metal by Darrin Woods
- Mermaid March statue Mermaid Playground by Malachy McKinney
- Mobility Hub El Movimiento Es Vida by Dawn Wood
- Dive into the Divine by Morgan Egan
- "Legend Has It" historic tour stop
- Imagine Alley not City mural curated by David Perez
- The Crossroads Memorial by Aaron Hussey
- Ticket Timeline by Jessica Botello & Amy Hall
Mini Mural: Rattlesnake and Bobcat by Rene Perez
- Mermaid March statue Oh for a Muse of Fire by April Layman

QR codes: bit.ly/SMTXArtTour, bit.ly/MermaidMap

SAN MARCOS VisitSanMarcos.com

Improve Hutchison River Approach

Relocate Chamber Bldg / improved Bioretention & Park

Enhance Festival & Park Space / Reduce Impervious Cover

Relocate Parks & Rec Dept. / New Landscape Art Beacon

San Marcos Cultural Trail w. Material Wayfinding

Gateway Park

Multi-use pathway

Dedicated Bike Path & Pedestrian Path

pedestrians + cycling + green infrastructure + material palette + wayfinding

DOWNTOWN ↔ RIVER & PARKS ↔ CIVIC AMENITY

PROPOSED CULTURAL EAST-WEST CONNECTIVITY TRAIL CONCEPT + PLAZA PARK CONVERGENCE

Aspirations

View site [here](#)