

Summer Workshop (July 2024)

“Design an Active Alley in San Marcos, Texas.”

Drawing on human-centered design research conducted by prior Stelos Scholar cohorts, the 2024 cohort this summer was tasked with designing an active alley in downtown San Marcos, TX. The goal is to create a place that is not only physically accessible to all people, regardless of mobility or age, but also inviting and engaging—with a dose of “Wow!” The alley to be designed design may encourage interaction through thoughtfully-incorporated elements such as seating, art installations, and interactive features that foster social connections. It could also be a hub for shared experiences, where the community gathers for events, performances, or films. After collecting community feedback on August 3, designs will be finalized to develop a full prototype alley that will be installed, in collaboration with the City of San Marcos, during the spring of 2025, with funding provided by the Allstate Foundation.



STELO S
SCHOLARS

Summer Workshop 2024

- Day 1: Team Building
- Day 2: Team Building + Design Sprint
- Day 3: Team Building + Activity
- Day 4: Explore San Antonio
- Day 5: Ideation + Explore San Marcos
- Day 6: Prototype + Test + Define
- Day 7: Present

Have fun + make an impact.



Leaving for UCamp Sunday



...and so it begins...

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



Enjoying outdoors
Sunday through Tuesday



Prototyping
exercise



UCamp Team Building



Students observing + interviewing at the Pearl



Field Trip San Antonio



Lisa Arceneaux, PE, CISEC, SPESC
EAEnvironmental Co
San Marcos Green Alley Initiative

Sarah Simpson, RA, LEED GA
Architect - Colospace Architecture & Urban
San Marcos Green Alley Initiative

Introduction City of San Marcos



Walking SM + Alleys



Ideation + Prototypes



Feedback + Critique #1



Feedback + Critique #2



Active alley project San Marcos 2024

Team »Alley Cats«

How might we invite community engagement by showcasing local artistry?

Many alleys sit unused in San Marcos, which will soon begin to change. The idea behind an “active alley” is to maximize the utilization of the space. While many alleys are used for trash pickup or material delivery, there is room for imagination. The goal is to make the alley connecting University Dr and Hutchinson St multifunctional and welcoming to community socialization. We aim to achieve this through highlighting the talents residing in San Marcos. Adding seasonal artwork, planter benches, safe lighting, and interactive elements is a small but impactful way to revitalize the space.

Ideas

Planter Benches: multi-functional seating & planters

Interactive Art: fill in drawings with chalk

Tables: tables with ADA seating available & shade

Lighting: illumination of the alley @ night

Artisan Markets: pop-ups for local businesses

Artwork Displays: art from local artists



Students: Allison Havard, Abbey Mitchell, Stephanie Small

Outcome #1

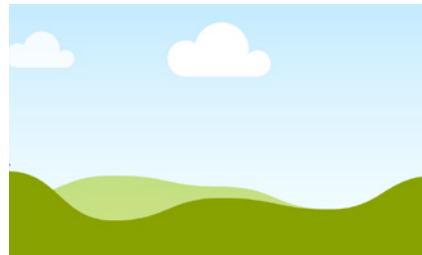


Active Alley Project San Marcos 2024

Team City Girls

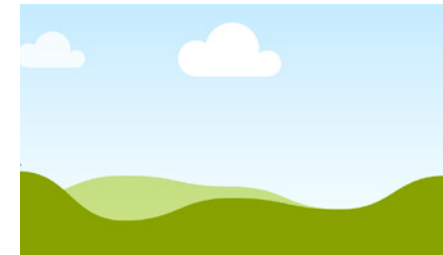
How might we create an interactive space for children in downtown San Marcos?

Our project enhances an existing, underutilized urban space through accessible play, heat mitigation, and diverse seating to integrate families into the downtown community.



Mobility Hub at 214 E Hutchinson St

- Mermaid splash zone
- Small playground equipment
- Colorful shading elements
- Transform current parking spots into family seating
- Native flowers and plants



Mockup of planned improvements

Connor Lopez | Jimena Rodriguez | Sierra Stage

For questions, comments, or suggestions, please email sierrastage@txstate.edu

Outcome #2



Active Alley Project: San Marcos 2024 Team » Purple Pearls «

How might we transform a parking lot into a space for people of all ages?



In order to make San Marcos more age inclusive, we propose reimagining of an unused space for activities of all kinds. For example, movie nights once a week, local musicians showcasing their talents, picnic tables for people to eat their lunch, shade, lawn games, a splash pad, community activities that have no minimum or maximum age, and a place for people to just exist without having to spend money. It's a place for kids and adults alike, to be with others.



Outcome #3

Students:
Nikola Markovic, Kameryn Schwertner, Christin White



Active alley project San Marcos 2024 Team »Urban Mermaids«



How might we reimagine the alleyways of San Marcos to be a site where residents and Texas State students come together?



Interactive features- train for seating, sensory garden, sensory table, greenery and repurposed planters, movable elements on new mural

Creative amenities- lighting, shade, and seating- dangling lights, lights for perimeter on ground, movable seats, wooden swing, tables with Tic Tac Toe and chess/checker outlines, pergola with vines and plants for shade held in with wooden slates on edges of alley walls

Accessibility- bike rack, flat surface, activities for all ages, clear signage- archway in entrance and exit, clear labels for features, and gardens, permanent closure of alley to cars- safety and freedom of movement in alley

Students: Jocelyn Auxier, Mariam Medina,
Madi Roberts

Outcome #4

The 2024 Stelos Scholars Design Sprint was made possible with substantial support and encouragement from our colleagues and friends at the TXST Honors College, the TXST Materials Applications Research Center (MARC), the City of San Marcos, the Allstate Foundation, and many other people and organizations.



Thank you to
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Sarah Simpson
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Ross Brunetti



Thank you + Partners