

October 11, 2007

Community Design Laboratory

Mission:

*The Texas Tech University **Community Design Laboratory** is dedicated to the provision of planning, design, and development services to communities that includes the participation of practitioners, educators, students, and individuals and organizations from all aspects of community life.*

The Community Design Laboratory (CDL) of the Texas Tech University College of Architecture is committed to:

- Promoting sustainable community-based design through participatory planning.
- Advancing research, education, and best practices in community design, regional architecture and planning, and affordable housing.
- Providing leadership and aid to traditionally under-served rural and small town communities through assessment, collaborative planning, and technical assistance.
- Strengthening and maintaining the quality of life for communities within the State of Texas and Eastern New Mexico

Since 1995, the Community Design Laboratory (CDL) of Texas Tech University's College of Architecture has completed over 50 projects that involve affordable housing, downtown redevelopment initiatives, educational and governmental facilities, community centers, and community planning.

The laboratory is made up of a group of faculty members whose area of expertise and research focuses on community design and development initiatives. The projects are structured to meet the needs of organizations, local communities and other regional planning initiatives. Students participate in the production of the products and services provided to the client community/organization. This allows the students to gain professional experience within an academic setting.



- Housing

The Community Design Laboratory focuses on the following:

- Downtown Redevelopment
- Community and Regional Planning
- Architectural Design
- Historic Preservation

Our "Service Community"

The CDL provides design and planning services to governmental agencies, community based groups, non-profit organizations, community development and economic development corporations to facilitate the incubation of projects in preparation for funding opportunities and the securing of professional services.

To View CDL Projects and file a Request for Assistance form see: www.arch.ttu.edu/cdl/home.html

Requests for assistance are evaluated by the CDL committee three times a year (May, August and December). Projects are selected on compatibility with the CDL Mission Statement and the capacity of the CDL to accomplish the project goals. Project fees for CDL work are based on:

- Time commitments of faculty, graduate assistants and consultants
- Reimbursable expenses such as travel, printing and supplies
- Administrative costs

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Presentation:

Visualization Supported Community Based Design

-MaryAlice Torres-MacDonald, Associate Professor of Architecture



Co-author: Proceedings of the Association for Community Design 2005 Conference: "Visualization Supported Community Based", (co-authored with Associate Professor Ben Shacklette, AIA, drawings by Pavilina Ilieva, research assistant). The Association for Community Design is an international network of individuals, organizations, and institutions committed to increasing the capacity of design and planning professionals to better serve communities. This paper addresses the use of visualization techniques to promote design implementation through a case study project in Canyon, Texas.

ABSTRACT

Visualization is a key component in the various phases of project design development and can be critical in the implementation process. Community participants engage the new design and potential change in a variety of ways; therefore, a variety of visualization media can be utilized to enhance the participatory process. This paper delineates a comprehensive community assistance effort to renovate the historic courthouse, and make substantial streetscape improvements surrounding the courthouse square in Canyon, Texas. The process merges traditional methods, such as the hand built model and presentation boards, with computer generated imaging, insuring community involvement and support across the broadest range possible. Communication is a vital component of community based design and the techniques presented represent an effort to provide a comprehensive method for improving community awareness, increasing feedback, and generating a consensus of support necessary to approve and fund the project. Electronic media can be used to facilitate maximum inclusiveness through accessible website design and online access, self-playing video attainable on DVD and downloadable from the internet, and onsite displays in key locations throughout the community.

INTRODUCTION

Across the High Plains Region of West Texas, many small communities face a crisis in economic and social development brought about by dwindling profits from agricultural production, the loss of traditional employment opportunities, and the resulting decline in rural population and services. Statewide, the population of Texas is expected to increase by 16 percent to over 24 million by the year 2010. In the High Plains Region, the projected population increase for the same period is estimated at 8 percent from 781,000 to 842,000. Growing at half the rate of the state average, the High Plains Region of Texas, consisting of 41 counties bordering Eastern New Mexico and the Oklahoma Panhandle, will experience slower economic growth at an annual rate of 2.4 percent.¹ A consistent concern throughout this region is the decline of the traditional downtown center prompting revitalization initiatives to strengthen the economic viability and cultural stability of the traditional "main street", the historic downtown core, and the courthouse square.

Canyon, Texas, population 13,000, is located on Interstate 27, just south of Amarillo and has been the county seat for Randall County since 1889. The existing Randall County Courthouse was completed in 1909 and apart from tow later additions and the demolition of the original clock tower, is architecturally intact and can be restored to its original historical accuracy. The Community Design Laboratory at Texas Tech University assisted the City of Canyon by developing a schematic master plan that would address the restoration of the courthouse and surrounding features, and provide new amenities for the downtown area enhancing the environment for future business development needs. Community support was critical for this project as a substantial portion of the funding was to come from an upcoming election for a 4B sales tax² increase. In order for the community to support the 4B increase item on the voting agenda it was necessary to get the message out to a large portion of the local population using a variety of effective marketing media.

MASTER STREETScape PLAN AND COURTHOUSE RESTORATION

“Generally speaking, lost spaces are the undesirable urban areas that are in need of redesign – antispaces, making no positive contribution to the surroundings or users. They are ill defined, without measurable boundaries, and fail to connect elements in a coherent way. On the other hand, they offer tremendous opportunities to the designer for urban redevelopment and creative infill and for rediscovering the many hidden resources in our cities.”³

Today the existing courthouse building has two additions at the north and south end of the building. The perimeter of the block has been modified to accommodate a 360 degree parking lot that creates a vehicle dominated boundary between the courthouse and the surrounding square. Two parking lots have been carved into the courthouse lawn at the east and west quadrants respectively. The master streetscape plan was developed to address the courthouse square in Canyon and is comprised of two distinct components. The first being the courthouse block, including the courthouse building and adjacent lawn, trees, perimeter parking and sidewalks. The second component is the surrounding courthouse square formed by all four surrounding streets and sidewalks, the affronting buildings opposite the courthouse block, and the addition of new street improvement items including benches and trash receptacles, paving surfaces at corner cross walks, landscaping, and ADA (American’s with Disabilities Act) compliant ramps. Also addressed were main entrances and gateways along major highways into the city of Canyon. The courthouse restoration plan would be included in the proposal to help secure and implement a 4.3 million dollar restoration of the Randall County Courthouse through the Texas Historic Courthouse Preservation Program.

DESIGN VISUALIZATION

Visualization is a key component in the various phases of project design development and can be critical in the implementation process. The strategy used in this project was to recognize the various ways in which the community would see firsthand the proposed changes to determine the best means for conveying these changes.



“One reason that cities and towns routinely fail at creating active social environments is that the community is not involved in establishing a vision for the place from the outset. Instead, officials, designers and planners use a project-based approach, whereby they deem what is wrong with a street, park or other public space, and make the necessary “improvements” without truly consulting the community in what they might want to see or do there. On the other hand, a community-based approach involves a broad cross-section of residents and other local leaders in defining the project from the start. This not only provides a prime opportunity to gather local knowledge and ideas for creating a successful place, but it also fosters the natural stewardship, in-kind donations and partnerships that contribute to that success.”⁴

Ways of Seeing

It can be said that there are essentially two ways that people experience seeing a proposed architectural design. The first is to actually see a hand built model or a traditional board presentation on display in a public place. The viewing potential across the community in general may be limited by time and space. The second way people experience seeing is through transferable items that reproduce information into formats that can be seen in a variety of situations and through several types of media. There are two basic distinctions that were made here, the first being persons with access to a computer and/or DVD player, and the second group are persons who have neither. In the later case printed handouts and physical viewing boards and models are essential components. Persons with electronic capabilities presented a wider and more complex range of participants. These participants include both persons promoting the new design, such as city officials and community organizations, and the target audience. Two areas of engagement were defined:

1. Physically viewable model and board presentation. Downloadable images and video from the City of Canyon website and a self-playing DVD/CD playable on computer or DVD player.



Ways of Making

“At first sight it seems that there is not a link between what is considered part of our past inheritance and what, for the majority of us, is a future vision. The architecture of the past, based on pen-and-ink representation, and computer-generated world of the present, made of brilliant colored pixels, are centuries apart and seem to represent two completely different universes. Both valuable in their own time, but with nothing in common. This is not true; the history of architectural presentation is a gradual step-by-step development in thinking and technology starting with perspective and arriving most recently at virtual reality (VR).”⁵

Contemporary digital art makes it possible to create highly realistic images in several desktop programs that can produce two-dimensional images and can create three-dimensional modeling, enabling the designer to work in three-dimensional space, and to create video animation sequences in computer-generated environments. Products such as Adobe Photoshop are high powered image editing programs capable of modifying images, and merging existing image views with digitally created images. This technology is becoming widespread and it affords one remarkable advantage; viewers can see photorealistic images of the “before” and “after” conditions making a compelling and convincing visual argument in favor of the new design improvements. Three dimensional modeling programs allow the creation of perspective views that can be aligned to “fit” into the existing photograph. Once the model is positioned in the correct camera view, a two dimensional picture can be made and digitally pasted into the existing image, creating a highly realistic view that allows consideration of the design within a virtual context.

The completion of still images formed the foundation for the graphic component of the design presentation. The next step was to produce an eleven minute self-contained video playable on computer or DVD player, that could be distributed by hand, or through the internet. This video was created according to the following criteria:

1. The video combined a moving sequence of pictures, drawings, plans and text synced with a voice track narrative of the project including background music. This production begins with an overview of Canyon, states the need for the proposed design, and concludes with a series of before and after scenes using the still images. The video was designed to effectively communicate all aspects of the project, anticipating questions and concerns from the community. The run time of the video is eleven minutes, allowing enough length to go into detail on critical issues, and to adequately present the new design proposal so as to make a lasting impression on the viewer.
2. The video must be playable by the widest range of people possible, considering a myriad of movie players and machine types used by the consumer. In today’s market there are several different movie formats available on personal computers. AVI, MPEG, and RealPlayer are three common movie playing programs found in numerous versions using a multitude of codes that decode data and enable playing of the movie on the specific computer. A movie in one format may not play on another machine using a different system. Many versions of different players will not recognize later versions, and some will not play sound correctly or stream images clearly. The solution to this problem was to use Macromedia Flash to construct the final version of the video. Flash can be recorded on a disc that can be played on almost all machines, and can be downloaded from the internet with a self-loading autorun.exe program that essentially loads the Flash player on the computer when opening the DVD/CD, and proceeds to play the movies from the disk, requiring no manual interface by the user. A limitation to this method is that Flash does not allow the user to stop, rewind, or fast forward the video. This limitation is outweighed by the guaranteed rate of success using the “load disk and automatic play” capability of the Macromedia format. Time and budget restraints determined that the video would have to be produced in a cost effective manner. This entire production was produced in-house by the Community Design Laboratory staff, using either software licensed to Texas Tech University, or using free downloadable software available on the internet. A particular feature of computer generated imaging is the option of creating three dimensional animations of space, allowing the viewer to move through constructed environments. This requires a considerable amount of time and technology to achieve and although compelling to view, this process would have exceeded the budget. To address this constraint, an alternative method was used that achieved an effective level of communication. After the three dimensional models of the courthouse and supporting elements were modeled and rendered, two dimensional pictures were taken and merged into the existing panoramic shots. In the Flash program, these panoramic shots were re-filmed in video panning across the view and at times zooming into detail shots and close-ups. This effect kept the still images from becoming static in the video, and allowed the eye to follow movement of the camera across the image similar to the actual experience of real film.

CONCLUSION

The digital techniques described in this paper do not represent the dramatic breakthrough in technology, nor do they demonstrate the latest developments in software. In fact, photo editing programs like Adobe Photoshop, three dimensional modeling and rendering programs such as 3D Studio Max, and movie creating programs similar to Macromedia Flash have been in widespread use for years. The skill and knowledge required to produce the images and video product exist throughout the graphic design and production industry. Promotional video production has become an everyday tool to a large segment of the community development effort nationwide, not to mention society as a whole. The purpose for this paper is to demonstrate how the total marketing product, the video, board presentation, and replica model, were created and packaged to provide Canyon, Texas with an affordable method from improving community awareness, increasing feedback, and generating a consensus of support to approve and fund the project.

“At present, the typical community rarely participates in the creation of its architecture. Social alienation and inhuman environments are a common condition of our urban life. After participating in design, people claim a share in its success and are reminded of it daily for years. People grow to feel at one with the community when its architecture reflects their share values. Participation in design counters alienation.”¹⁶

In July of 2003, a request for proposal was published. The intent was to secure the service of an architect to create a master streetscape plan of the area surrounding the 1909 Randall County Courthouse, 4th Avenue and 23rd Street, essentially the designated Main Street District. The recommendations for design changes to the downtown were the result of multiple community meetings such as the Texas Main Street Resource Team Visit, the Trans Texas Alliance Pedestrian Workshop, two separate town hall meetings and numerous avenues for public input. The Request for Proposal resulted in the submittal of approximately six proposals from firms for services. The professional service bids ranged from \$42,000 to \$60,000 for design concept only. Professional video production companies in the region would charge \$6,000 to \$10,000 to make the eleven minute Canyon video. It is at this point that many potential projects fail to proceed. The Community Design Laboratory initially focused its efforts on assisting the city in the re-evaluation of the design process as an effort to enable the project to eventually move forward to implementation. The Laboratory was able to develop the design and produce all the deliverable promotional items for less than \$10,000. Combining the design process with the design promotion streamlined the transition from concept development to final design implementation, and saved both time and money for Canyon had they opted to enlist separate services for design and marketing.

The Community Design Laboratory at Texas Tech University recognizes the need in the West Texas region for an affordable alternative to design and presentation services. This project represents an effort to provide community assistance within a narrow threshold of available resources. The use of photorealistic processes such as those addressed in this paper are credited by the City of Canyon with the development of convincing and positive use for the community's tax revenues resulting in the passage of the 4B sales tax with over 75% approval. Furthermore, the use of this approach to community design enhanced communication with the public allowing broader participation and consensus building.

*"Process-oriented design translates human needs into achievable plans compared to traditional design which is often product oriented and devoted to institutional or corporate goals."*⁷

This process brought together the best of both approaches maximizing the results for the community. The Design presentation, the replica model, the promotional video, and the presentation boards and handouts, are currently being used to raise funds for the restoration of the 1909 Randall County Courthouse. By its sheer inclusive nature, the community based design approach, complemented by the use of computer visualization techniques, bridged communication barriers which previously existed in the city of Canyon.

Many communities of America today, particularly those disadvantaged by modest resources, cannot move forward to the securing of professional design services without the assistance of community design and development organizations supported through colleges and universities. The success of the Canyon, Texas project presented in this paper emphasizes how innovative partnerships in community design can benefit society.

¹Carole Keeton Rylander, *Coordinated Strategic Plan for Fiscal Years 2003-2008* (Texas State Data Center, 2002)

² Under section 4B of the development Corporation Act of 1979, article 5190.6 of the Revised Civil Statutes (the "Act"), an eligible city may collect sales and use tax, if approved by the city's voters, to be used by a city-created industrial development corporation to fund authorized projects. Office of the Attorney General Website, <http://www.oag.state.tx.us> In 1991, the 73rd Legislature added Section 4B to Article 5190.6 allowing greater flexibility in the use of revenues. This generally allows for those expenditures eligible under 4A, as well as the funding of projects that contribute to the quality of life in the community, such as park-related facilities, professional and amateur sports and athletic facilities, tourism and entertainment facilities, affordable housing and other improvements or facilities to promote new or expanded business enterprises. The use was further expanded in the 76th Legislature. City of Oakpoint, Texas Website, <http://www.oakpointexas.com/chap5economicdevelopment.pdf>, p.4.

³Roger Trancik, *Finding Lost Space* (Van Nostrand Reinhold, 1986):4.

⁴Projects for Public Spaces Health and Community Design (Article) Community Based Planning and Health Website http://www.pps.org/info/placemakingtools/issuepapers/health_community

⁵Daniela Bertol *Designing Digital Space: An Architect's Guide to Virtual Reality*, (John Wiley & Sons, 1996): Introduction, XIX

⁶Stanley King, *Co-Design: A Process of Design Participation* (Van Nostrand Reinhold, 1989):3.

⁷Mark Francis, 1983. *Community Design*. *Journal of Architectural Education*. 3:14-9.

Projects



Phelps Avenue Project -Littlefield, Texas

With a population of 6,000 residents Littlefield is struggling with the prospect of widespread vacancy and neglect in the Phelps Avenue district, the core of Littlefield's historic downtown. The new design emphasizes the rediscovery of downtown Littlefield through community initiated projects that include the development of a heritage park, a recognizable gateway announcing the downtown area to passing motorists that now tend to bypass the area, and the location of a veteran memorial in a newly created civic plaza area. The plaza area accentuates the cohesion of the county courthouse, library, and city government as a town center. The design links the future prosperity of the downtown area to increased densification and concentrated investment in key landmarks and public nodes that will instill a new relevance to the existing context as a desirable and profitable place for new growth and reinvestment.

Client:

City of Littlefield, Texas

Project Manager/

Principal Investigator:

Ben K. Shacklette, AIA

Design Team:

Todd Curry, Cory Weeks, Michael Milano, Jeremy Pearce, Becky Gilbert, Mat Enslin, Aaron Briggs, Scott Barnhill

Downtown Redevelopment Study -Borger, Texas

Concern for the economic future of the downtown area along Main Street initiated the collaboration of the Borger Economic Development Corporation, community organizations, and the Community Design Laboratory. The community expressed the need for a vision of the downtown area that encouraged new investment promoting architectural and cultural themes consistent with core historic buildings built between the years 1925-45. The result of this study was the development of architectural designs demonstrating the benefit of returning existing facades to their original conditions, and how adaptive use schemes can be both practically achieved, and simultaneously compatible with historic architectural form and detail

Client:

Borger Economic Development Corporation, 2002

Project Manager/Principal Investigator:

Ben K. Shacklette, AIA

Design Team:

Kyle Cocker, Ed McGee, Dana Williams, Derek Webb



Center for Business Economic and Workforce Development – Texas Tech University

Working in collaboration with the Texas Tech Office of Economic Development the CDS developed a design solution for a 75,000 sq. ft. building on the

TTU campus to serve as the focal point of Texas Tech University's regional business and economic development programs. The purpose of this new facility is to integrate regional workforce development with University programs, and to promote commercialization of University research and technologies. Key issues identified in the programming process and addressed in the design are the use of architectural technology to support sustainable building and growth practices, and facility planning to promote intellectual partnerships through multiple patterns of user interaction organized around common spaces for collaborative engagement.

The project was first introduced as a student assignment in Arch 5605, spring semester 2002. The students interviewed several user groups to identify specific spatial needs and configurations completing a facility design for further client review and study. Based on this initial design the project has been refined and modeled in computer media in subsequent semesters as a funded CDS research/design project. Research focus was the advancement of design problem solving in a virtual environment integrating multiple digital media formats. The results of this research are demonstrated in a seven minute movie presentation of the final design using voice, music, animated computer video, and still graphics.



Women Airforce Service Pilots World War II Museum –Sweetwater, Texas

The CDL assisted the WASP WWII Museum organization in the development of a vision for a national museum. The museum organization was in need of a clear vision to present to the WASP at their national conference to solidify support and commitments to the project. The Museum organization completed an initial discovery and exploration of ideas phase with Professor John White, AIA in a service learning studio within the College of Architecture. Following the service learning studio, the CDL worked with the Museum organization in preparation of a Request for Proposal (RFP) to identify a professional partner to team with Texas Tech University to bridge the student/client ideas with the grounded expertise of the professional firm. This process is referred to by the CDL as “incubating” the project.

Incubating is the process of guiding the client through pre-design to articulate goals and create a vision that can be used in fundraising and stakeholder building. It can often take two to three years before these projects are in the position of becoming real projects for the private sector. The process of creating the vision included an initial on-site session of the design team with the client to establish a mission statement for the project, clarify client goals and to analyze and document the site. The major design concepts were made during a subsequent one day design charrette. A design charrette brings the client group and design team together to brainstorm and share ideas in regard to the project.

Client:

National WASP WWII Museum

Project Manager/Principal

Investigator:

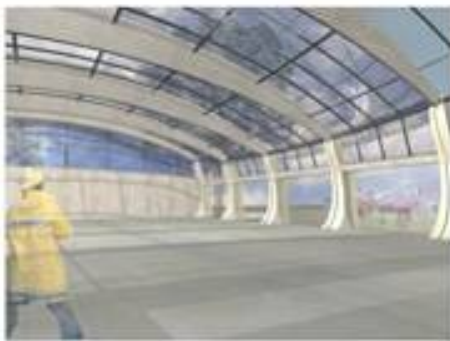
*David A. Driskill, AIA, Associate
Professor*

Design Team:

Texas Tech University:

*Ben Shacklette, AIA, Associate
Professor, Stan Robertson, AIA,
Assistant Professor, Chris Snowden, Graduate Assistant, SeNeM
Cennetoglu, Graduate Assistant*

Overland Partners Inc: Richard Archer, FAIA, Scott Carpenter, AIA



New Fire Station –Levelland, Texas

The project required the programming and design of a 20,000 square foot fire station incorporating a community information center. Special attention was given to site selection, site design, and architectural design. Currently the Levelland Fire Department is seeking grants and awards to help fund this new facility. In an effort to generate sustained interest throughout the community the CDL proposed several designs by individual students to test program requirements and study possible facility sizes and configurations. A central goal of this study was to generate community and user input throughout the design process emphasizing the importance of community participation.

Client:

Levelland Fire Department

Project Manager/Principal

Investigator:

Ben K. Shacklette, AIA

Design Team:

Scott Barnhill, Joshua Dennis, Justin Marshall, Grace McClure, Whitney Blackwelder, David Wood

Presentation:

A New Community Plaza and Outdoor Performance Facility for Snyder, Texas

Ben K. Shacklette, AIA, Associate Professor of Architecture



Snyder, Texas is the county seat for Scurry County, located at the center of the West Texas Triangle roughly 90 miles south of Lubbock, 80 miles north of Midland, and 80 east of Abilene. Founded in 1883, Snyder has a population of 10,700 and Scurry County claims over 2,000 active oil wells. On the 28th of February 2003 a three alarm fire destroyed two buildings on the west side of the courthouse square. Realizing that it was unlikely that new commercial buildings would be built in the wake of the fire, the city gained control of the property and consequently formed a partnership between city government, the chamber of commerce, and Texas Tech University to study alternative uses for the devastated site. Like many small communities, Snyder has no local architecture firms and limited resources for traditional planning services. The Community Design Laboratory, a research and service initiative of the College of Architecture at Texas Tech University, regularly engages small communities throughout the High Plains region of West Texas, providing design and community development

resources.

The first phase of this study began as a service learning project in a senior design studio that focuses on student interaction with regional communities. Service learning has become a significant feature in higher education, promoting a flexible pedagogy, breaking away from the traditional classroom environment. Service learning is “a course-based, credit-bearing, educational experience in which students (a) participate in an organized service activity that meets identified community needs and (b) reflect on the service activity in such a way as to gain further understanding of the course content, a broader appreciation of the discipline, and an enhanced sense of civic responsibility”. In preparation for final concept realization, the studio was designed to be the point of initial contact between the university and the community. The design studio, consisting of five students, would first meet with a committee of Snyder community stakeholders and civic representatives to listen to ideas and concerns for the vacant site resulting from the fire. The major consensus from this meeting was a community space that would augment the public space adjacent to the title. The second phase of the study was to develop a program for the project that included input from the community at large. To engage the general community and civic activists a charrette was held in the community theater lobby, located on the courthouse square. The charrette was advertised locally and was open to the entire community. The student/faculty design team devised a method to elicit interaction that included multiple copies of various line drawings of the existing site including a plan, and several perspective views, both eye level and aerial. During the charrette each student set-up at a different desk and

interacted with the various attendees. The community participants were asked to fill out a questionnaire form aimed determining community opinion about possible uses for the site, and those in attendance were also invited to sketch on the base drawings, or give verbal input to the student representative who would in turn sketch the ideas presented by the individual community participants.

The result of the questionnaire survey indicated that when asked "What should be developed in the vacant area that would benefit the community?" Three types of uses emerged: 25% preferred Seating and gathering areas, 27% said a covered performance stage, and 16% wanted covered areas for public events. When asked "Why is the park project important to Snyder?" those responding were almost evenly divided into four groups choosing civic pride, place for events, improve community interaction, and economic development. Further insight was gained through the sketching exercises producing a record of ideas that resulted from community and student interaction. Following the charrette the student/faculty design team interpreted this data to produce six schemes that were reviewed by the community design committee in a design development meeting, and a final review attended by fifty persons, many of the same that attended the charrette. Each student was asked to keep a project journal that delineated the development of the project through to completion.



The reciprocal benefits to the community of Snyder were twofold. First, the process resulting from the student design project helped to connect the community to itself through organized interaction with the student team. *"At present, the typical community rarely participates in the creation of its architecture. Social alienation and inhuman environments are a common condition of our urban life. After participating in design, people claim a share in its success and are reminded of it daily for years. People grow to feel at one with the community when its architecture reflects their shared values. Participation in design counters alienations."* Secondly, the product of the studio design work was realistic computer based imagery that clearly communicated solutions that the community could collectively see and experience. At the conclusion of the student service learning project the Snyder community was more galvanized around the purposefulness of the proposed project, and were united around a clear physical understanding of the physical properties regarding the project space as a result the inherent conflict between process thinking and production visualization.

The second phase of the Snyder Project was to take the project into the realm of funded faculty research as the professional level. A recurrent theme, particularly in state funded universities, is what can be described as the necessity to self fund optional programs from faculty research, scholarship, and creative activity. Community design centers that emphasize scholarship through participatory or community-based design are becoming more common in schools of architecture and design. At Texas Tech, the College of Architecture has developed two avenues for community engagement. The first is the previously described service learning studio. The second avenue for outreach is the Community Design Laboratory, a branch of the Architecture Research and Design Center that supports historic preservation, advanced computer visualization, way finding, and community development studies. The completion of the service learning studio work for Snyder paved the way for the continuation of the infill project setting a new set of goals. The first task was to reevaluate the six student projects with the intention of synthesizing the most valuable attributes into a single design scheme. The original faculty member from the first phase continued on with the help of a research assistant proficient in high end computer modeling and animation skills. Upon reflection of the previous designs, the theme of a patriotic "pocket park" scheme evolved into a community plaza that would need to be a more active community place, as opposed to a more passive park space. Through the chamber of commerce, a special committee was selected from throughout the community that would resolve to facilitate the final design solution. Several key issues emerged from the second phase of discussion and conceptualization. The performance area advanced from a basic shading device into a fully developed performance stage with dressing rooms, and support facilities such as public restrooms, a concession booth, a covered colonnade for vending and exhibits, and lawn areas and water features were replaced by stepped amphitheater terracing at the stage, and hard paved areas throughout the plaza plan, incorporating salvaged street paving bricks in possession of the City of Snyder. The theme of the project will be Scurry County heritage and Snyder city history.

To facilitate community wide understanding and support for the project it became necessary to find a medium to communicate the design in a compelling and effective way. The method decided upon was a self-contained DVD movie that would explain the purpose of the design, and engage the imagination of the community through a digital animation of the proposed design. The video production is comprised of three parts, an introduction that frames the proposal and demonstrates a need for improvement, a fly-through/walk-through sequence generated from a detailed digital model of the

new design shown in actual context to adjacent buildings, and a summation that recaps the critical issues and gives the viewer information about how to support the project. Currently this project is in the fundraising stage.

Bringle, R., & Hatcher, J. (1995). A service learning curriculum for faculty. *The Michigan Journal of Community Service-Learning* 2, 112-122.

Stanley King, *Co-Design" A Process of Design Participation* (Van Nostrand Reinhold, 1989):3.

The Original Square Mile™

The essence of community is embodied within the Original Square Mile as surveyed and plated for a community of 3,000 to 4,000 people. This idea in America is represented in Williamsburg as surveyed and plated by Theodorick Bland in the 17th century¹. The Original Square Mile is the prevalent model for towns and cities throughout the State of Texas, especially the towns and county seats of West Texas. The Original Square Mile is once again the focus of planning and development strategies as our communities seek to re-center and consolidate with a focus on quality of life issues.

Original Square Mile™ Resource Teams:

The CDL custom built community resource teams based on the particular needs of the client. These teams provide professional expertise that enables the community to develop and implement local goals for design and planning. The resource team concept is based on the Original Square Mile™

RESEARCH and DESIGN Team



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Associate Professor, http://www.arch.ttu.edu/faculty/Benjamin_Shacklette



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