

Campus Strategic Vision:

Creative Innovation Watershed

VISION, like the watershed originating in the Sangre de Cristo mountain, feeds the surrounding ecosystems. A new infusion of cultural and entrepreneurial energy flows into the campus to hydrate life and nourish symbiotic relationships to support a thriving reservoir of creative talent, sustaining the drivers of cultural innovation.

An ecological watershed determines the directional flow of water, both above and below the ground; where systems of precipitation flow from the sky to the mountains, feeding the headwaters and aquifers that support a rich community of species along its course. **Water is transformative in time and space.** *Water is fluid:* it infiltrates at the molecular level sparking life, regenerating malnourished landscapes. *Water is conductive:* it carries energy and new material as it meanders and pools through the watershed. *Water is Replenishing:* Water hydrates and is recharged through cycles supported by the landforms and life forms that contain it.

Water is the ecological and cultural currency that enables economic and environmental regeneration and is the system most appropriate to emulate in developing the Campus Strategic Vision. Applying the watershed approach to campus development leverages existing assets while cultivating a deep, phased implementation strategy- where ecological, economic and cultural components are of equal significance.

A Creative Innovation Watershed Strategy

A Creative Innovation Watershed strategy activates the campus as a **“confluence” for creative flow and innovation.** The eco-cultural principle strategies are: Infiltrate, Meander, and Replenish. The **Infiltrate** principle guides the short-term development of the campus, focusing on actions that can be implemented immediately to conserve water and resuscitate dormant land, open the campus to new users, support existing assets, facilitate entrepreneurship, and activate the space in every season. The **Meander** principle deepens diverse activity on-site, focusing on affordable housing, experiential education, and creating a cultural entrepreneurial nexus on campus while implementing stacked function water harvesting, soil building practices and connections to existing transportation networks. The long-term principle **Replenish**, focuses on cultivating a living culture on-site: creating a new creative center where residents can live, work, make, learn, and play.

Phase One: Infiltrate

1-2 years - Open campus to surroundings systems, generate enthusiasm, and activate the space.

In ecology, water permeates dry earth to hydrate the soil and spark life. The Infiltrate phase uses this principle to infuse the insular campus with flexible and immediate solutions that will begin to open the campus to new visitors, activate campus assets, generate new activities, and lay the groundwork for further regenerative development of the site.

Networks and partnerships with local cultural, institutional, and entrepreneurial organizations, as well as the development of public/private partnerships are essential to this phase. Existing buildings are repurposed for community use, providing housing, maker spaces, co-working and business incubations, art studios and recreation. An additional part of the Infiltrate strategy is to capture and recycle onsite greywater to support a sustainable community greenspace and help the city meet water conservation goals. In this phase, the **Reservoir**, the

former campus mall, becomes a gathering place for the campus with pop-up activities, placemaking strategies, community festivals and ephemeral art, using rain gardens to irrigate and enhance the landscape.

Phase Two: Meander

3-4 years. Generate spaces + activities to linger, reside, learn, and grow.

In ecology, the meander in a river creates an ecological *edge effect* in which overlapping ecosystems create a greater number of mutually beneficial relationships between species and elements at the edge. The bends and curves circulate and slow intake of materials, nutrients, and organisms -- harnessing them in an *energy net* - a center of creative density.

The Meander strategy references this principle by layering diverse uses, creative partnerships, and learning experiences on the campus. The Meander phase focuses on the Campus's connection to the larger Santa Fe context, offering the community vibrant public spaces, a live-work environment, entrepreneurial development, and the tools and resources to support innovation. During this phase, the Campus will operate as a creative knowledge center, attracting locals, children, families, elders, and visitors for a diversity of activities. Activities converge that are centered around: food, creative expression, experimentation, higher learning, enterprise and great public space. Sophisticated green infrastructure is integrated iteratively to create a regenerative demonstration campus that collects, stores, and reuses water harvested onsite. This allows for the creation of more open space, parks, multi-use paths and connective recreational and culinary programming with established organizations. Furthermore, formal transportation connections can be created during this phase to improve access to the campus and surrounding neighborhoods. In this phase, the **Reservoir** becomes home to more permanent programs, and a new area, the **Tributary**, offers a flexible space for festivals, gatherings, and community events.

Phase Three: Replenish

5+ years. Build on existing and new to nourish a long-term, resilient, dynamic future.

In ecology, a regenerative landscape is defined by productivity, diversity, resilience and the ability to adapt to future disturbances. The natural infrastructure supports the regeneration of the water cycle and the success of supported ecosystems. The Replenish strategy emulates this principal by looking at the long-term establishment of new City center that is self-sustaining, creative, productive, innovative, and dynamic. The Replenish phase focuses on the development a functional mix of temporary and permanent living, learning, and doing opportunities, as well as shared creative resources. As a new City center, the campus will host a diverse mix of cultural and entrepreneurial anchor tenants. As the campus evolves, it will begin to embody designated City goals including the redevelopment of the St. Michael's corridor and Midtown District. In the Replenish stage, successful pop-ups and incubator businesses transform into permanent economic development opportunities that catalyze additional development of the Midtown District. The campus hosts uses for the life stages of cultural and economic development, giving a reason for people of all ages, at all stages of their career, to return to the campus. This phase nurtures the emergence of **Springs**, clusters of small, flex space fed by on site programs and ensuring continuous new energy and activity on the site.

Organizations and institutions that are initiated, fostered and grown throughout the three phases include:

- SFCC - sustainability center, culinary arts, fine arts + industrial arts
- SFBI
- Youthworks
- Maker Space Santa Fe
- SF Chamber of Commerce
- Schools - elementary, junior + high schools (especially those within 1 mile) and universities (UNM, Highlands, NM State Extension)
- Meow Wolf
- New Mexico Film Office
- La Familia
- Green industry/water conservation professionals
- Mixing Bowl ABQ
- Santa Fe MIX
- WESST

- SCORE
- City Arts Commission
- Reunity Resources (compost)