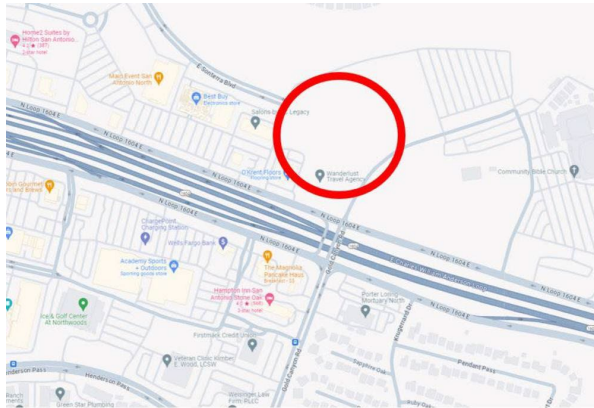


Sonterra-Gold Canyon Public Art Opportunity

Date of Final Report: August 12, 2024

Arts & Culture Project Manager: Alyssa Franklin

Project Location: Sonterra Blvd & Gold Canyon Rd (*roundabout to be constructed*)



Funding source: 2022-2027 Bond

Public Art Scope: Design, fabrication, and installation of an outdoor sculpture.



Goal of Engagement: Identify theme to be explored in the artwork's design.

Survey Dates: June 10 - August 5, 2024

Total Responses: 133

Marketing Strategy: The Department of Arts & Culture utilized social media outlets, email, and flyer mailers distributed to area businesses and District 9 neighborhood associations. Staff tabled in-person at nearby Encino Library to distribute online and paper bilingual surveys along with meeting with stakeholders. Additionally, the survey was shared with the District 9 City Council office to heighten constituent reach and in the Department of Arts & Culture's digital newsletter.

Target Audience: District 9 residents and businesses, area visitors, and the broader San Antonio community.

Results: The top theme chosen was *"Deep in the heart of Texas: Hill Country stories and memories"*

Question 2 asked:

“When you think of the theme you selected for Question 1, what comes to mind? Do you have a memory or story related to your selected theme that you would like to share?”

There were 74 responses to this question. The Department of Arts & Culture created summarized groupings of the responses to help better categorize them. The responses are broken into the sections with the summarized subcategories. The total results are included for each.

San Antonio & Hill Country History & Cultures: 23 responses

Bluebonnets & Nature: 16 responses

Family Memories: 15 responses

Other: 10 responses

Growth/Change of the Area: 6 responses

Ranching & Cattle: 4 responses

Question 3 asked respondents to share anything the artist should know. There were 46 responses to this question. The Department of Arts & Culture created summarized groupings of the responses to help better categorize them. The responses are broken into the sections with the summarized subcategories. The total results are included for each.

Artistic Suggestions: 16 responses

- *Artistic Style (Realistic preferred over Abstract)—4*
- *Bright Color Palette—5*
- *Other Artistic Suggestions—7*

Nature Themes: 13 responses

Local History & Cultures: 9 responses

Families & Children: 3 responses

Other: 9 responses

Project Timeline:

Milestone	Completion Date
Project Initiation	March 2024
Community Engagement	August 2024
Artist Selection	Fall 2024
Design	Fall 2025
Fabrication & Installation	Fall 2026

Attachments:

- A. SASpeakUp Dynamic Report

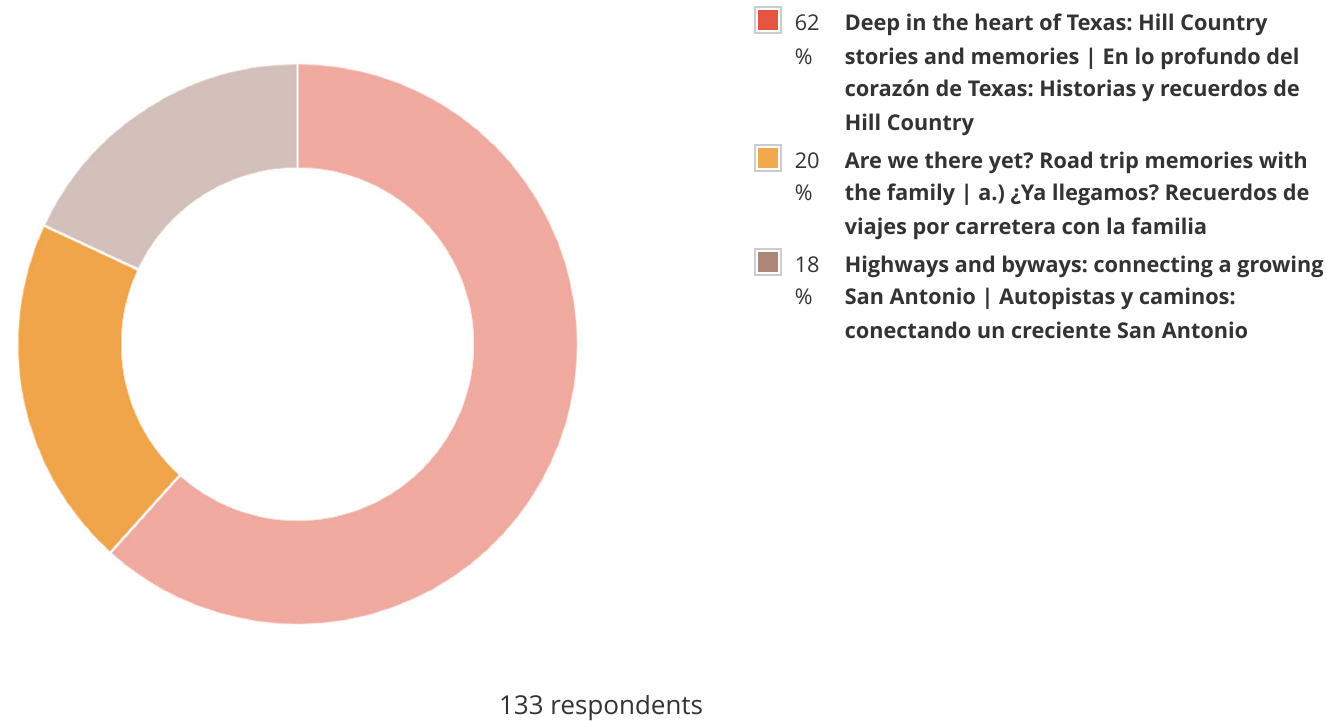
Note: Pages 10-16 included personal information and have been removed.

Department of Arts & Culture: Sonterra-Gold Canyon

Project Engagement

VIEWS	PARTICIPANTS	RESPONSES	COMMENTS
597	140	748	332

* 1. Please select the subject matter you would most like to see explored in the design of the artwork. (Pick one) | Por favor, seleccione el tema que más le gustaría ver explorado en el diseño de la obra de arte. (Elija uno)



2. When you think of the theme you selected for Question 1, what comes to mind? Do you have a memory or story related to your selected theme that you would like to share? | Cuando piensa en el tema que seleccionó en la Pregunta 1, ¿qué le viene a la mente? ¿Tiene algún recuerdo o historia relacionada con su tema seleccionado que le gustaría compartir?

We love all the adventures SA has to offer.
4 days ago

Small rural towns
4 days ago

I wouldn't say that I have a story that connects with my answer, but, I love the way the San Antonio landscape has so much diversity within itself. It's some places hilly some places rocky some places and just overall interesting and diverse.

6 days ago

My childhood memories are of visiting my grandparents in Bulverde at the old homestead. My grandparents had 24 grandchildren. Needless to say, we had so many adventures outside on their property. We were free to explore and use our imaginations. The homestead is still standing.

10 days ago

Bluebonnets along the highway and rustic cabins

12 days ago

When I was a kid and I would always ask "are we there yet" every 5 minutes and my parents would say that we would be there soon but there would actually be like 3 hours left of the roadtrip

13 days ago

I lived on a hill in Leander TX back in the late nineties and early twenties. It was just beautiful.

13 days ago

Something that representa Texas

14 days ago

When we first moved to San Antonio, we were outside of the city limits and it was easy to get around. Now, there is a lot more traffic in this area because of its popularity. We should show the growth and interconnectivity to the rest of the city.

17 days ago

wine country, good times with friends and family

17 days ago

Nothing comes to mind. I think paying for art work at the expense of improving more roads is ridiculous. Our roads need re-striping for safety. Why are so many lane paint stripes faded as to be not visible during rain? Funding?

17 days ago

I moved here in 2018 for work and haven't left. I have heard several stories of people moving here and not leaving.

18 days ago

Memories of road trips and great food of the younger days.

21 days ago

The Texas revolution and settlers in the surrounding area.

21 days ago

Blue bonnets, HEB, and floating the river ha!

21 days ago

As a child traveling with my parents, "Are we there yet?" probably both amused and annoyed my parents! :) Now, my husband is the recipient to that question.

22 days ago

Geography, scenery, natural landscape & wildlife.

22 days ago

No

23 days ago

When i think of memories of the hill country i think of how this rugged land was tamed and sculpted by the native peoples such as the Coahuiltecans, Lipan Apaches, Tonkawa, and the Comanches. I also think of the the Mexican and Texians that fought for control of the land.

24 days ago

Nope

24 days ago

I have fond memories as a child visiting Fredericksburg. My ancestors came over from Germany directly to Fredericksburg. I still as an adult enjoy visiting the area.

25 days ago

I'm new to San Antonio but love the history and culture. Would love to see more history and culture highlighted.

27 days ago

The beautiful Tx Hill country. San Antonio is the gateway to the Hill country

28 days ago

Backseat of a car playing on the game boy as a child, stops at gas stations, sunsets across the scenery, being carried inside after falling asleep in the car

28 days ago

Traveling Tx for family trips to the Coast, The Hill Country and beyond to many great places throughout the Great state of Texas

29 days ago

Our family's growth aligned with the road connectivity around San Antonio; I'm sure most families did too.

29 days ago

Texas Hill Country winery tours

29 days ago

Bluebonnets, long horn cattle, cowboys, the Alamo, etc

one month ago

Seeing a new city for the first time.

one month ago

Construction workers sitting down having a taco break

one month ago

I love quirky roadside attractions. I think they are fun and funny. Things like Cadillac Ranch, the Spam museum, world's largest prairie dog! We try to find some along the way during road trips.

one month ago

Wildflowers

one month ago

The symbols and their meanings in Texas- the yellow rose of Texas the determination of the Alamo!

one month ago

The history of San Antonio and the growth it has made.

one month ago

Playing roadtrip bingo, state license plate search, and the alphabet game (searching for each letter A-Z on signs) from the backseat of the car.

one month ago

San Antonio legacy

one month ago

Growing up in SA, surrounded by wildlife and intentional spaces for the protection of natural habitats.

one month ago

If I have to choose one at least it's family oriented. Not happy about my taxes being spent this way people need food not art

one month ago

Open fields of wildflowers, lots of hills and trees. I don't know a lot about the history of the area so anything historical would be nice for me.

one month ago

Laughter, car trips, snacks, music

one month ago

I have no story of my own that I want to share, but the multiple cultures of the area and celebrations that we have here are beautiful, like Fiesta, Folk Life festival, October Feat celebrations in Fredericksburg and New Braunfels are all wonderful!

one month ago

God, Country and Texas. Bluebonnets

one month ago

The accordion a symbol of the cultural mix Mexican between German residents.

one month ago

Many things come to mind, but my response is based on the nature of the intended art, sculpture. I would guess the sort of sculpture that would be created based on "road trip memories" or on "byways and highways connecting a growing SA" won't appeal to me.

one month ago

Longhorn cattle used to be ranches on the very ground this sculpture would be built on. Ranching would be cool.

one month ago

500+ years of history

one month ago

The outdoors, wildlife, bluebonnets, campfires. Summer nights under the stars. Where nature and people meet.

one month ago

I just feel like if you are at a place, you should feel connected to it or learn about it somehow. And I feel that memories and stories of residents and families is a beautiful way to make that connection and make it feel more personable

one month ago

I suggest we honor one of the early settlers of this area; John George Classen. Paula Allen, with the Express-News, had a write-up on him back on Sep 1, 2019. A statue of Classen or plaque would be a great idea.

one month ago

I believe if art or sculpture should be here it should represent cattle that wants grace on this land not that long ago I've lived in this area since 1981 when this was all cattle grazing land... With maybe some bluebonnets and wildflowers on the ground around cattle and some beautiful oak trees

one month ago

The area is a beautiful corner of the hill country, down in a creek bed, and the art should reflect that!

one month ago

Being born a Texan

one month ago

hills - rivers - peaches - pristine little towns in the hills - good food - art - theater - fairs and festivals

one month ago

We used Loop 1604 to get on I10 back in the late 1980's. One of our video recordings show Redland Road sign on the two lane Loop 1604. We never imagined that years later we would mov to the area

one month ago

Saving the aquifer - our legacy

one month ago

waste of money

one month ago

wildlife in the area and still exists in the creek/flood zone

one month ago

Wildflowers and pictures takers

one month ago

All about the beautiful sites and thjj in bags to do in the hill country

one month ago

History, what the land used to be, how this area used to be mostly land and over the years has turned into a sprawling area but still intersecting with nature/aquifer recharge zone

one month ago

These themes are cheesy and not related to the area that the art is going in. Can't we have something elegant that isn't pandering to tourism or cars.

one month ago

Stone Oaks development and how it went from mainly Sonterra to the thriving community it is today

one month ago

Horses or long horns in the meadow while looking out from the highway on family road trips

one month ago

Livestock or cattle themed. Not sure if cattle drives were a thing, but something related to that

one month ago

I think of the cultural background of those that settled the hill country.

one month ago

Bluebonnets along the highway.

one month ago

Traveling to and from Corpus with 4 kids I heard that question so many times we turned it into a game

one month ago

The song, deep in the heart of Texas. Stars, yellow rose, heart, Texas related things.

one month ago

That area used to be farmland so something that would be a tribute to its history would be nice.

one month ago

Bluebonnets and hill country

one month ago

A star with hands in the shape of a heart around it

one month ago

Trxas hill country memories, hills, tivers, lakes, bluebonnets

one month ago

I think of historic Texas and its people (around the time of the Alamo battle and after).

one month ago

Texas highways make me think of weekend trips with my family. We would take weekend day trips exploring Texas and the tell tale signs of the in-between areas of a city. The rolling fields grasses, of animals, and farm houses with windmills. The Texas skies and all the colors of the day celebrated.

2 months ago

3. We invite you to share anything you would like the artist to know before they begin design. | Le invitamos a compartir cualquier cosa que le gustaría que el artista supiera antes de comenzar el diseño.

Colorful would be amazing.

4 days ago

I'd like nature to be represented in the artwork.

10 days ago

Make it colorful and homey

13 days ago

Nothing inclusive, just something about Texas

14 days ago

I like the idea of something that's simple to break the chaos of driving on highly populated streets. I also like the idea of there being something great to look at from any angle given that it will be in the center of a roundabout.

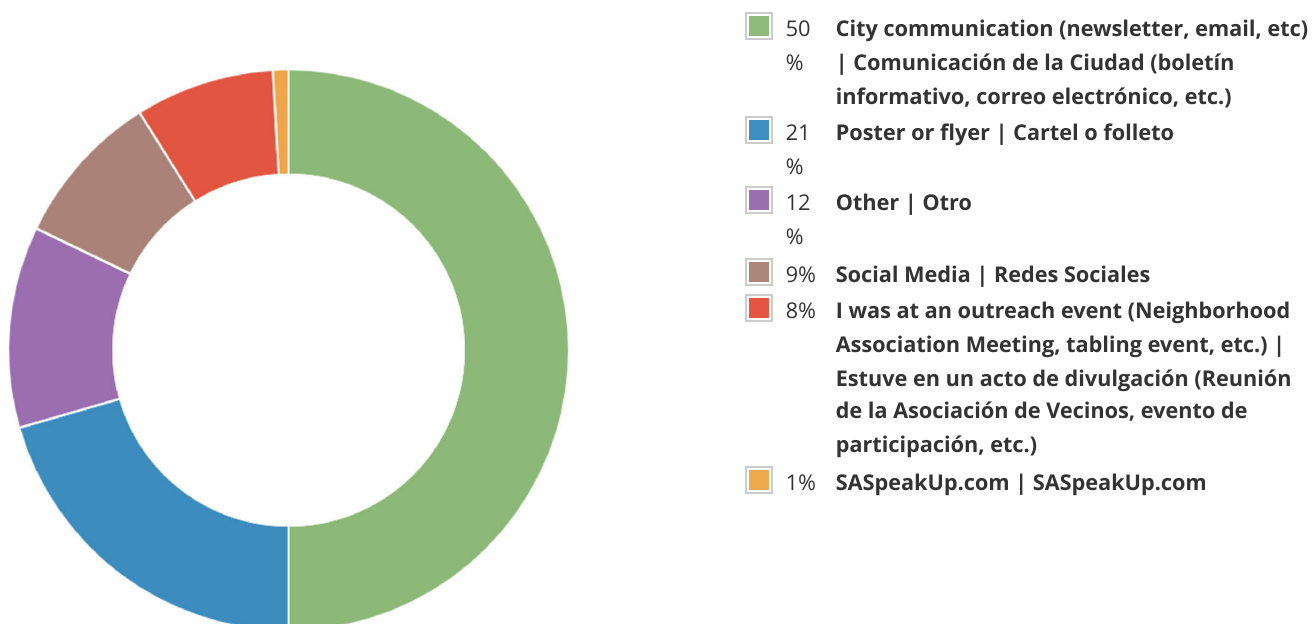
17 days ago

4. How do you interact with this area? (Select all that apply) | ¿Cómo interactúa con esta área? (Seleccione todo lo que corresponda)

90%	I live in the area. Vivo en el área.	103 ✓
45%	I use the nearby businesses. Utilizo los negocios cercanos.	51 ✓
16%	I work or go to school in the area. Trabajo o estudio en el área.	18 ✓
8%	Other Otro	9 ✓

114 Respondents

5. How did you learn about this survey? (Pick one) | ¿Cómo se enteró de esta encuesta? (Elija uno)



112 respondents