

MEMORANDUM



City of Campbell
City Manager's Department

To: Honorable Mayor and City Council

Date: August 20, 2013

From: Mark L. Linder, City Manager

A handwritten signature in black ink, appearing to read 'ML' with a flourish, positioned over the printed name 'Mark L. Linder'.

Subject: City Council Study Session:
Civic Center Master Plan

BACKGROUND

At its June 4 meeting, the City Council approved its Council Strategic Plan and Priorities for FY 2013/14. As part of the exercise, the City Council identified an updated Civic Center Master Plan as an "A" priority for the current fiscal year.

The purpose of the August 20 Study Session is to review a proposed process and time table to develop a master plan and to receive Council feedback and staff direction.

The current Civic Center buildings, City Hall and the Library, were opened in 1971 and 1975, respectively. There have been two facility studies completed since that time. The first was a Library Needs Assessment in 2007 and was completed in anticipation of potential state bond funds for library construction. The findings and recommendations in the Needs Assessment were the culmination of work analyzing existing library space and patron usage, conducting community and focus group meetings, interviewing pertinent City and library administrative staff, and analyzing Campbell's present and future population and demographics.

The second study resulted in the preparation of the Campbell Civic Center East Master Plan, completed in November 2008. This study focused on Civic Center East which included the Library, Museum/Ainsley House, parking, and the Heritage Orchard. The Master Plan included the project background, planning process and program assessment, site and program recommendations, development strategies and guiding principles. The Master Plan program recommendations identified the need for a new library (45,000 sq. ft.), a display shed for the exhibit of large museum artifacts, a Heritage Orchard, parking, and Ainsley House improvements.

Due to limited financial resources, the Civic Center East Master Plan was not implemented. However, community interest in a new Library facility remains high. Members of the Civic Improvement Commission have urged the City Council to consider building a new Library facility, given the building's age and volume of patron usage from not only Campbell residents, but non-Campbell residents as well. The Campbell Library is the oldest library facility in the County Library system. Most cities in the County have either a new library or have extensively remodeled their existing one within the last ten years.

While the City built and owns the Library building, the Santa Clara County Library System operates the Library. The Library facility also contains the City of Campbell's EOC (Emergency Operations Center).

At its May 3, 2013 Strategic Planning and Priority setting session, the City Council indicated that a new Civic Center Master Plan, including Civic Center West (City Hall) and Civic Center East (Library) should be developed. The Council deemed this new Master Plan a high priority. Council officially ratified its FY 2013/14 Strategic Plan and Priorities on June 4, 2013.

Subsequent to Council's action, staff contracted with the firm of Anderson Brule Architects to explore, identify and evaluate options to complete modest renovations for the existing City Hall facility now and what a new Civic Center Master Plan process should include.

DISCUSSION

Staff is moving forward to complete these modest cosmetic enhancements and workplace efficiencies to the current City Hall and includes, but is not limited to, new lobby carpeting, lighting enhancements, interior paint, and work station improvement.

Staff will present a proposed process for Council consideration at the August 20, 2013 Study Session and seek direction from Council on next steps.

The development of a new Civic Center Master plan builds on the work completed in 2008, but would encompass the entire Civic Center. The Master Plan could take up to two years to complete and would include the following components:

- Custom Process Plan
- Developing a Vision
- Community Needs Assessment
- Existing Facilities Assessment
- Benchmarking of other Municipalities with Similar Facilities
- Master Plan Development with scenarios, conceptual plans, and rendered perspectives
- Guiding Principles
- Development Strategies
- Site and Building Recommendations
- Parking Recommendations
- Cost Modeling
- Implementation Phasing Plan

The Community Needs Assessment component would include:

- Written Surveys and Questionnaires
- Facilitated Focus Groups, Interviews, and Charrette

The Master Plan process would also include developing and evaluating financing options for a new Library and a new City Hall.

Assuming Council approval, the next step would be the preparation and issuance of a Request for Proposals (RFP) for consultant services to guide the above components to include the completion of a draft Civic Center Master Plan. Council would hold Study Sessions to review and discuss the results of the Community Needs Assessment, financing options, possible design scenarios, and facility renderings.

The goal of this project is to have a groundbreaking ceremony within five years, or by FY 2018/19.

DIRECTION REQUESTED FROM THE CITY COUNCIL:

- Is the scope of the project appropriate?
- Do the Master Plan components seem appropriate?
- Are there any components which the Council would like to add or remove from the Community Needs Assessment?
- Is there Council consensus to direct staff to develop and issue an RFP for consultant services related to the desired Civic Center Master Plan?
- Does Council support the groundbreaking date goal?