

3. Scenarios – Create different scenarios including physical place and planning, phasing, and funding
 - a) Go to City Council decide which ultimate scenario will become the Master Plan
- C. Demographic and Community Characteristics Data Review - See Powerpoint Presentation
 1. Geography
 2. Demographics
 - a) On track with growth projections
 3. Tapestry Segmentation
 - a) Socioeconomic profiles paint a picture of groups of people within Campbell

III. Vision Statement

- A. Review of Vision Statement Process
 1. Talked to Core Team first to ask why people live here, what draws them here, what keeps them here, and what key concepts frame a future vision for the Civic Center Master Plan
 - a) Ranked resulting words and phrases by perceived importance
 2. See Word Cloud and Word List
 3. Community Members will write a draft vision statement
 - a) The final Vision Statement will come with further input from the public
 - b) Tonight, Community Members will craft and read out our Vision Statements in teams
- B. Vision Statement Exercise
 1. Small Group Discussion
 - a) Divide into 6 small groups and create a “So That” statement – What do you want, So That you can create what? What do you not want to lose, So That you can maintain what?
 - b) Broke into small groups for activity
 2. Large Group Presentation
 - a) Reconvened from small groups and shared each team’s outcome
 - b) Team 1 Vision Summary
 - Library
 - Place to study
 - Community resource / meeting place
 - City Hall
 - Efficiency for public
 - Use technology for services – remote access
 - Reflect downtown’s historic element
 - Improve parking downtown
 - Pedestrian friendly
 - Integrate Ainsley house – keep as is
 - Consider history museum
 - Veteran’s memorial – keep olive tree
 - Keep ambiance of history + outdoor space/Orchard Green, connection to downtown
 - Campbell history
 - Orchard green
 - Ainsley
 - Connect/improve parking
 - Consider pedestrians + bike friendly
 - People feel welcome and are drawn in, and the Civic Center is harmonious with downtown
 - Parking Centralized and efficient for events and library use
 - Consider museum content and connection to library

- Consider Community Center – relation and distance from Civic Center
 - Draft Vision Statement: “Keep an ambiance of history, outdoor space, improve parking efficiency so that people are drawn in, feel welcome, and the Civic Center is connected to downtown.”
- c) Team 2 Vision Summary:
- Differentiate Campbell from other cities
 - Orchard history makes Campbell unique
 - “Tree City USA”
 - Agricultural
 - Historical, tied to the past
 - Maintain traditional feel to architecture
 - Like the historic architecture
 - Like architect William Weeks’ style
 - Should look like a civic center (not like San Jose)
 - Distinctive, proud civic feel
 - Cupola / dome
 - Family oriented and family friendly
 - Consider the different purposes and uses
 - Convenient
 - Question – how to address diverse uses
 - Buildings look like they belong together (doesn’t mean they look the same)
 - Classic architecture never goes out of style
 - Walkable and bikeable
 - Answer the need
 - Maintain designated buildings
 - Better land use
 - Shared use to maximize value (parking for example)
 - Concern about mixing police with other civic services (children vs. criminals)
 - Outdoor/open facilities that allow for large gatherings
 - Use land and resources better
 - Open outdoor space
 - Don’t lose summer concerts
 - Residential neighborhood context
 - Historic architecture
 - Warm
 - Inviting
 - Welcoming
 - View of hills
 - Outdoor space to hang out / gather
 - Connect to raw nature
 - Manicured green = civic
 - Appreciate the old growth trees on site
 - Police department relocating? What it serves, solutions, diverse uses, move police off site
- d) Team 3 Vision Summary:
- Currently: Ainsley house (history), Orchard City Green, Veteran’s Memorial, Campbell Historical Museum, City Hall, Library, Police
 - Source of community pride
 - Walkable, bike storage/racks

- Historical
 - Heart of downtown
 - Destination
 - Educational destination as well
 - Serve public needs
 - Meeting place
 - Educational destination
 - Safe place for kids / families
 - Better signage for access
 - Minimal impact to existing neighborhood
 - Adequate parking
 - Traffic pattern impact
 - Pedestrian safety
 - Supports green/alternative transportation
 - Adult care services
 - Child care services
 - Main concepts:
 - Be connected to the community
 - Show Campbell's history
 - Provide continuing education
 - Maintaining the feeling and spaces present now
 - Provide community outdoor space
 - Accommodate both adults and children with services on site
 - Draft Vision Statement: "A Civic Center in the heart of downtown that focuses on community, history, and education so that it is a destination and serves people of all ages"
- e) Team 4 Vision Summary:
- Heart, history – Big on maintaining history and expanding its heart
 - Continuing education – drawn back
 - Continuing its education for young people
 - Space for younger
 - Gathering and outdoor spaces
 - Outdoor space in library
 - Different needs
 - Preserve green
 - Expansive and far-sighted
 - Long lasting building
 - Scale of 2-15 stories
 - Encourage civic engagement and involvement
 - Small town aspect – maintain
 - No unsightly features visible
 - Parking underground
 - Native, drought resistant planting
 - Good place to work
 - Unpretentious / humility
 - Safety
 - Innovative design
 - Complementary to environment and context
 - Not too much concrete
 - Flows, efficient, workable, functional, bicycle friendly

- Navigate services efficiently
 - Adequate parking for multiple functions
 - Veteran's Memorial
 - Sacred ground
 - Historical fire station
 - History
 - Integrated/ shared use of resources
 - Walkable, bikeable
 - Dog friendly in areas
 - Sustainable, common sense
 - Sensitive with materials (heat, glare)
- f) Team 5 Vision Summary:
- Alignment to entries of downtown
 - More open space
 - More community use
 - Activate space
 - Accessibility – everyone is welcome.
 - Easy to come in, easy to search for resources
 - Stagnant now – should flow into downtown
 - Better internal and external flow
 - Underground parking to expand green space / open space while increasing/hiding parking and integrated to downtown

So that:

- Support new technologies – show up other cities with new technology
 - More technology so it should be more contemporary
 - Strengthen community
 - Gathering both indoors and outdoors
 - Protect library parking from other events / places – use library card for parking
 - Shared parking when not in use
 - Enough staff or efficiently run to have services open more hours
 - Neighborhood service for police services
 - Sense of place-making
 - Café / food in Civic Center, free Wi-Fi
 - Fountain, art, sense of “nice place to be”
 - Do not like feeling of going to police department downstairs
 - Not efficient flow
 - Gives feeling of dread – dark
 - Bring into the light
 - Preservation of Ainsley House
 - Could be moved or protected
 - Veteran's Memorial – integrated, moved, and protected
 - Older larger trees shows landscape history
 - Preserve older trees
- g) Team 6 Vision Summary:
Confirm:
- Accessible
 - Indoor / outdoor gathering
 - Flexibility to accommodate additional growth

- Long term vision
- Inviting
- Layout is important
- Functional/ practical
- People more important than buildings

Add:

- Convenient
- Family and people oriented
- Sitting places
- Comfortable
- Parking available
- Trees
- Flow / space
- Not working – parking all day

Summary:

- Accessible – available, convenient
 - Indoor – outdoor gathering space
 - Not feeling rushed along, like Barnes and Noble
 - Don't want to leave, come and stay
- People and family oriented
 - Events
 - After hours movies
 - Sitting areas
- Design to be the Civic Center for the next 50 years
 - Long term use
- Available parking
 - Not a favorite thing to deal with
 - Want parking at library to be available
 - Campbell doesn't regulate much
 - Don't want people parked at library all day
- Flow of space, lighting – library and police
- Functional and practical
- People are the more important than buildings – provide trees and green space

IV. Civic Center Service Priorities Discussion

- A. Neighbor Interviews Exercise
1. Talk to your neighbor about what you want to be able to do at the Civic Center that you can't do well now.
 2. What should be the key aspects of the future Civic Center from a service perspective? What might it feel like 8 years from now, or sooner? What services do you hope you can get?
 3. Broke into pairs or small groups for discussion.
- B. Large Group Discussion – Individual volunteers shared additional thoughts
1. As time passes we will become more high-tech space. Everything will be online. There won't be a need to go to the police station in person. It should include Civic services but also have the museum, Ainsley House, and Veterans memorial so that it is not only functional but also experiential.
 2. The Chamber of Commerce should be at the Civic Center as well. This way new visitors can become oriented with maps and services.
 3. Police department should be moved off site someplace else close by but not at the Civic Center site. There should be better signage. Maybe provide a concierge service on site to orient people.

4. Provide movie nights. Move either the library or police station off site. Provide coffee at the library with sitting areas so that people can become comfortable on site. Create an environment where events can be hosted to bring additional special events to the site. Include kitchens and Wi-Fi to provide to special events.
5. Make it a destination with picnic tables, benches. Should be able to visit for services but also enjoy.
6. Need a pocket park incorporated for kids and families but also to help incorporate the neighborhood into the Civic Center.
7. Regarding police – we do not want to banish them to the city boundaries. It is important to have a presence to bring the community together. The ideal visit in 10 years should be what it is today – walk in to go to planning department, public works, city managers. Should be a welcome environment for the people of the community. Buildings and structure should reflect this.
8. Community room is current library is not well marked. Library needs to be bigger. Should be able to walk around site and park and go to a concert while on a library visit. There should be well lit underground parking.
9. There should be an info booth to help navigate, a coffee stand, and updated signs. Should be able to enjoy the library and community events but also want more collaboration between City Hall, the library, and Ainsley house. Ainsley house should have better accessibility.
10. Should look at the library and how it fits into the Civic Center and how it can connect to the community in an open and inviting way. City Hall as well.
11. This has not been said yet this evening – safety. We should feel safe wandering anywhere in the city like we do now.

V. Context and Character Definition Exercises

A. Context

1. There are identical posters located around the room with images of downtown and the area around the Civic Center. We will break into group and look at the images. If there is an image you do not believe reflects the Civic Center context of downtown and Campbell, put a red dot on it. Each group should identify words to describe the context of downtown and the Civic Center site.

B. Character

1. We want to be able to understand the character of the future Civic Center because it will help define how the massing fits together as we think about the building on the site. It will also help put together a cost model in the future.
2. At each group's table there is a set of images postcards. What images should we think of when imaging the character of Campbell? Pick images and explain why you picked the card.
 - a) There are 3 categories of images: Outdoor Environment / Landscape, Material, Scale / Form / Style
 - b) Answer to a question: These do not adhere to current planning. The images do not reflect this and instead center on character. Tonight is about focused on the concept of character for the future Civic Center

C. Broke into small groups for Context and Character Definition exercises.

D. Large Group Discussion – Context

1. Team 1



- a) High rise building is out of character for Campbell due to both style and form
- b) Faux historical façades do not add to Campbell character

2. Team 2



- a) Historical Context
- b) No Multi-level Parking Above Ground

3. Team 3



- a) Likes
 - (1) Craftsmen Style, 1920s style, Considerate of Surroundings, Integrity, Community, Outdoor space, Gatherings, Timeless, Historic, Walking Corridor, Culture as cornerstone, Preserving the architecture/orchards/art of a culture, Old town feel, Spanish missionary, New architecture which blends with period architecture- modest, Well-Scaled, Have building tell history, Orchard – physical or suggested
- b) Dislikes
 - (1) Too modern, strip mall look, outdated, Del Grande Property
- c) Summary
 - (1) Appreciate a scale and style which relates to the people
 - (2) A modern take on a traditional feel is okay, but nothing too modern or outdated. New buildings should blend in with the more historic ones
 - (3) Orchards are a big part of Campbell history and should continue to be represented either physically or through nonphysical suggestion

4. Team 4



- a) Context
 - (1) Love smaller craftsmen/Spanish style buildings
 - (2) Many newer buildings are trying to imitate style without being able to reproduce the great feeling
 - (3) Forms that are more historic are good
 - (4) Skyscraper is too tall and modern and does not fit the context of Campbell

- b) Civic Center
 - (1) Should move away from current Civic Center style
 - (2) Like the overall feeling of Campbell, but not necessarily for a Civic Center

5. Team 5



- a) Pruneyard is not the context of downtown
- b) Concrete buildings – no
- c) Agricultural character
- d) Do not care for current civic center architecture
- e) Light rail is too bleak
- f) Keep Campbell as a small downtown

6. Team 6



- a) Many building try to replicate the older architecture but it does not work
- b) VTA tracks and current Civic Center do not fit heritage

E. Large Group Discussion – Character

1. Outdoor Environment and Landscape



Team 1 – Paths, Green, Brick, scale of materials, New building in a small space, Historic feel with modern building
Team 3 – Trees
Team 4 – Shade, Not overly landscaped, straight paths, Not too much grass
Team 6 – Likes



Team 1 – Outdoor gathering space, Shady
Team 2 – Green, Garden, Playful, Inviting
Team 5 – Provides shade and cover, Natural Setting
Team 6 – Likes



Team 2 – Playful, Inviting
Team 6 – Water elements (For aesthetics and not play, interactive or a pond)



Team 1 – Nice Covered Walkway
Team 3 – Sculptural, seating integrated into landscape
Team 6 – Seat wall meanders with landscape



Team 3 – Good signage, Outward facing, Seating



Team 1 – Transitional space for Civic Center (maybe to downtown)
Team 4 – Trees Dominate, Building Recesses
Team 6 – Likes



Team 3 – Modern, Not too modern, Sleek, Indoor / Outdoor



Team 3 – Too much concrete



Team 3 – Dislike: Stark, Modern, Bunker



Team 3 – Style, Could accommodate varied activities/functions
Team 5 – Shaded, Large open hardscape, California style, Arches open to large space
Team 6 – Likes



Team 1 – Sunny, Multifunctional Use, Windows
Team 4 – Open space integration
Team 5 – Open space, Alive



Team 1 – Balconies and outdoor space,



Team 6 – Seating, Gathering (layout), Dislike concrete surface



Team 6 – Likes



Team 1 – Mixture of concrete building space and green

Outdoor Environment and Landscape Additional Notes

- Team 1: Trees – Mission building and trees are warm and welcoming, should be bicycle and pedestrian friendly, connection to downtown
- Team 2: Needs walkways and benches, Heritage Theater is pretty and historic,
- Team 3: Well-lit at night, sensitive use of stucco in combination with other materials, design that is adaptable and not too avant garde
- Team 5: Large circular area for gathering, More native plants, Keep Trees,
- Team 6: Fruit trees / orchard – real or not, Avoid steps and uneven terrain, Like seating areas that are sensitive to overall layout, Strategically placed picnic areas, No concrete pads

2. Materials



Team 2 – Stucco, Clay tile roof, Classic
Team 5 – Likes
Team 6 – Likes



Team 1 – Wouldn't mind if all buildings looked like Ainsley House
Team 2 – Warmth, Stucco
Team 6 – Likes



Team 1 – Green roof
Team 3 – Natural materials, Wood, Stone
Team 4 – Play off orchard and colors around us, Natural organic materials, Green
Roof is good but might not work for Campbell



Team 3 – Stucco with brick, Scale, Elements



Team 2 – Glass / lots of lights, Like lighting, Accent lighting, Solid and Traditional



Team 5 – Likes



Team 6 – Likes



Team 5 – Likes



Team 1 – Windows, Scale, Walkways, Trees
Team 5 – Likes
Team 6 – Likes



Team 5 – Likes



Team 5 – Likes



Team 6 – Likes



Team 1 – Likes Scale, Materials
Team 3 – Dislikes warehouse feel / not interesting enough



Team 4 – Natural materials, Orchards and hills



Team 1 – Historic feel but modern
Team 5 - Likes



Team 6 – Likes



Team 6 – Likes



Team 5 – Likes

Material Additional Notes:

- Team 2: Dislike things that are too modern, Like clay tile and classic feel like Ainsley House
- Team 3: Generally like Brick, Well lit, Stucco used in a sensitive and not overwhelming way, Red tiles, Dislike anything too modern
- Team 5: Likes rounded shapes, Well lit at night, Natural light, Reflective of CC, Natural Materials
- Team 6: Dislikes concrete and glass. Likes Stone / slate, Brick, Wood, Adobe, Water element, Terra cotta (roof), Limited metal, Glass okay if next to the right materials

3. Style, Form, and Scale



Team 1 – Tie in building with greenery and places to sit
Team 6 – Likes



Team 5 – Historical Context
Team 6 – Likes



Team 5 – Public building Scale



Team 1 – New looking building in a small space



Team 1 – Like shape and brick



Team 1 – Feels warm and welcoming
Team 2 – Solid, Traditional, Dislike Spanish style
Team 4 - Clay tile roof, Traditional form, Style / form / scale
Team 5 – Arcade reflects origins, Warm colored paving
Team 6 – Likes



- Team 1 – Similar to community center, Spanish style appeals, Not commercial look
- Team 2 – Tower or dome, Civic Element
- Team 3 – Old / new style, A little modern is good
- Team 5 – Like a lantern



- Team 1 – Like windows
- Team 2 – Tower or dome, Civic Element
- Team 3 – Window shape
- Team 6 – Likes



- Team 1 – Like elevation in small space and greenery
- Team 2 – Open, Windows, Stone
- Team 3 – Well lit, Varied Materials, Inviting
- Team 6 – Likes



- Team 3 – Similar style to Campbell, Design is adaptable



- Team 3 – Like general style, Roof profile seem as both liked and disliked within group
- Team 6 – Likes



- Team 4 – Plays off hills, Wood feel, Solar power potential, Natural lighting, Picnic table



Team 4 – Integrates well with current Campbell, Clay tile roof, Traditional form



Team 4 – Two story form, Indoor / outdoor space, Balcony
Team 6 – Likes



Team 4 – Style



Team 5 – Clean lines, simple materiality, Open and incorporated, Like that it looks modern



Team 5 – Historical context



Team 6 – Likes



Team 6 – Likes



Team 6 – Likes



Team 6 – Likes



Team 6 – Likes



Team 6 – Likes signage

Style, Form, and Scale Additional Notes:

- Team 1: Group members had variation in preference from more modern and slightly large to brick or mission style
- Team 2: Civic element like tower or dome is good
- Team 4: Civic monumental form is good,
- Team 5: Open to and incorporate large communal space, Rounded shapes, Well lit, Natural lighting, Classical style, Wrap around public space without being a duplication of the architecture
- Team 6: Open and inviting, Tower effect – Beacon, Night lighting, Covered areas / walkways, Similarity to community center, California heritage – Spanish / Mission (capture but not replicate), Angular brick is too modern, courtyard, 3 stories above ground, Can have benefits after hours if it is done right, Good night lighting. Wished there was more like San Juan Batista, Modesto 40 years ago – historic and agricultural

VI. Feedback on Forum

- A. What worked well and what could be improved?
 - 1. Could have provided more historic images
 - 2. It was structured in a way that guided us well. We were able to be let go and were not confined too much
 - 3. ABA - There was a lot of diversity of ideas. There were good ideas that were inspirational and a good amount of alignment between people's direction.
- B. How did you hear about the forum?
 - 1. Public notification
 - 2. Next Door
 - 3. Newspapers
 - 4. Campbell Patch
- C. Next steps - Other Opportunities for Input
 - 1. Council Study Session May 6th, 6 pm start
 - 2. Council Meeting (regular session) June 3rd, 7:30 pm start
 - 3. Community Survey, through March 25
 - a) www.surveymonkey.com/s/CampbellCivicCenter
 - b) Link will be on City website and Facebook
 - c) Answer to question: You do not need to be a resident to take the survey
 - d) Minutes and Power Point will be available online
 - e) Post link on Next Door