CAMPBELL, NEW YORK MASTER PLAN

CREATING A NEW COMMUNITY IDENITIY THROUGH ARTISTIC EXPRESSION

URBAN DESIGN STUDIO
DECEMBER 6, 2013

Alfred State
SUNY College of Technology

ARC
APPALACHIAN REGIONAL COMMISSION

WHAT IS THE URBAN DESIGN STUDIO?

The Urban Design Studio focuses on the design of buildings and places in an urban setting to explore the principles of architectural design, planning and technology and bridge the gap between architectural theory and practice.

Instructors: William Dean, AIA, and Jeff Johnston

PRIOR TO ALFRED STATE COLLEGE INVOLVEMENT

- **August 1999 –** Flood Mitigation Action Plan, Town of Erwin and Town of Campbell
- **June 2007** – Meads Creek Watershed Strategic Action Plan
- **June 2009** – Interstate 86/99 Corridor Study, Prepared by Peter J. Smith & Company, Inc.
- **August 2013** – Town of Campbell Final Draft Comprehensive Plan, Prepared by Hunt Engineers, Architects and Land Surveyors, PC

ALFRED STATE COLLEGE INVOLVEMENT

- **September 13** – Students visit Campbell, NY, to gather information for a *Site Analysis Report*
- **September 21** – Students, village officials, and residents brainstorm ideas at *Hamlet of Campbell Design Workshop*
- **October 11** – Two teams of students present initial concepts to village officials and design consultants
- **October 28** – Students present final *Master Plans* to residents, village officials, and local design professionals
- **November 26** – Public presentation of student work to the residents of the Hamlet of Campbell

NEXT STEPS

- **December 6** – Student work goes on exhibit at the Rochester Regional Community Design Center

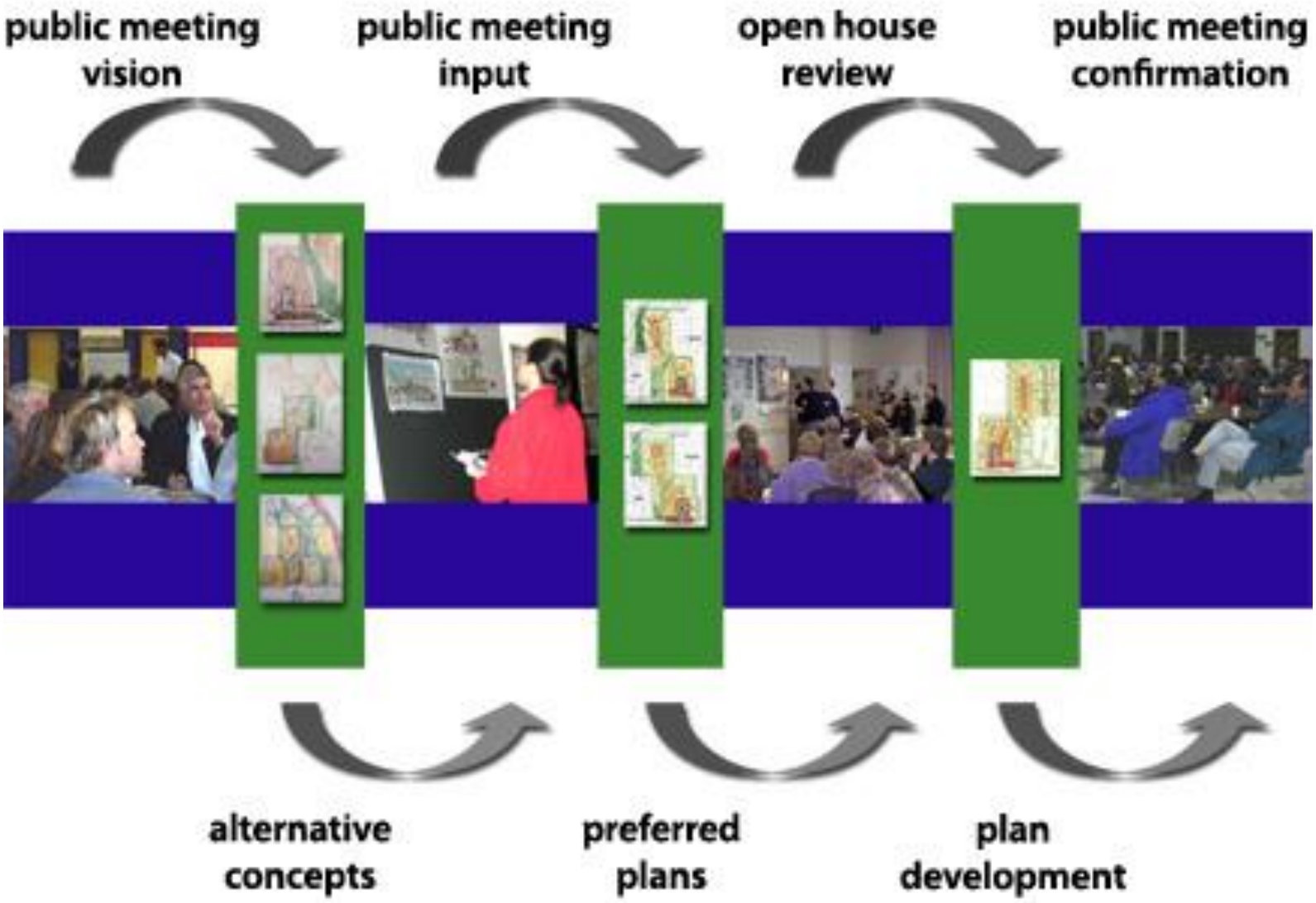
- **January 2013** – Continue working with village officials to refine ideas and develop workable design proposals to obtain funding for implementation

CAMPBELL, NEW YORK

PROBLEM STATEMENT

The town of Campbell is located in the Southern Tier of New York, and is bisected by the Cohocton River. Due to its low elevation and proximity to the river, the entire hamlet of Campbell is situated in floodplain and is prone to frequent flooding, which limits developable land. Current residents are concerned about enhancing the quality of life for the existing population, and attracting new residents to help revitalize the community.

THE CHARRETTE PROCESS



THE CHARRETTE PROCESS

INTERIM CRITIQUE

PROGRAM STATEMENT

By creating new public spaces, pedestrian-friendly streets, and activating community involvement, Campbell will become a vibrant, inviting place to live. It will become an attractive place not only for current residents, but also for visitors and those looking to participate in the growth of an attractive, rural town. These interventions will help to delineate Campbell's vision statement outlined in the Town of Campbell Final Draft Comprehensive Plan.

CAMPBELL, NEW YORK

GATEWAY DISTRICT

GATEWAY DISTRICT

GATEWAY DISTRICT

GATEWAY DISTRICT

GATEWAY DISTRICT

GATEWAY DISTRICT

GATEWAY DISTRICT

DOWNTOWN HAMLET

DOWNTOWN HAMLET

DOWNTOWN HAMLET

DOWNTOWN HAMLET

DOWNTOWN HAMLET

DOWNTOWN HAMLET

DOWNTOWN HAMLET

UPTOWN HAMLET

UPTOWN HAMLET

UPTOWN HAMLET

UPTOWN HAMLET

UPTOWN HAMLET

UPTOWN HAMLET

UPTOWN HAMLET

COHOCTON RIVER

COHOCTON RIVER

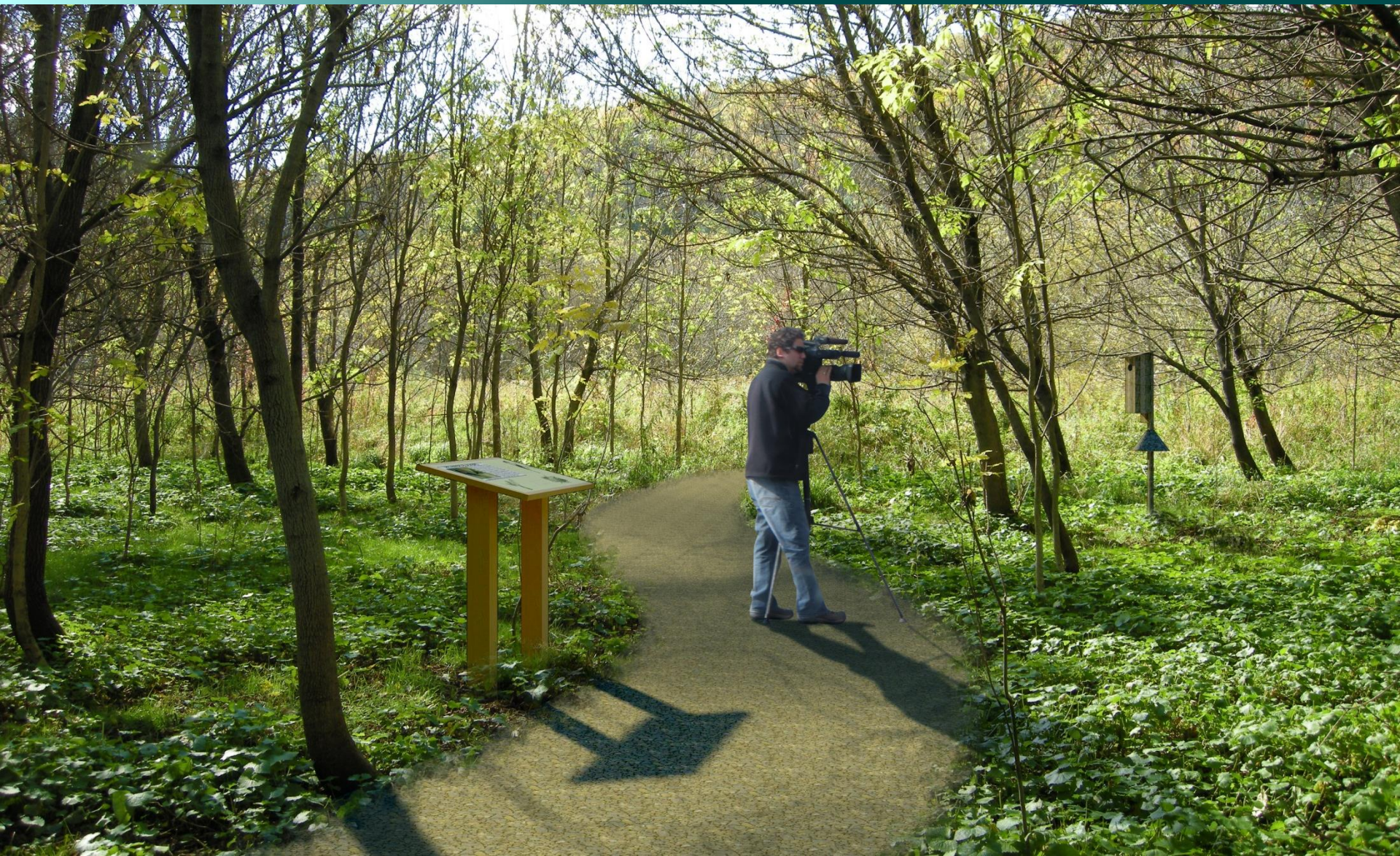
COHOCTON RIVER

COHOCTON RIVER

COHOCTON RIVER

COHOCTON RIVER

COHOCTON RIVER



FINAL MASTER PLANS STUDIO 408

PROFESSOR William Dean

FINAL MASTER PLANS STUDIO 415

PROFESSOR Jeffrey Johnston

PUBLIC PRESENTATION

PARTICIPATING STUDENTS

GATEWAY DISTRICT
Robert Elsaesser
David Palmer
Daniel Weimer

DOWNTOWN HAMLET
Joenette Cobb
Migdalia Colon
Andrew Oliver

UPTOWN HAMLET
Christopher Mansfield
Carl Standish III

COHOCTON RIVER
Tyler Fox
Jordan Friedman
Peter Hellier
Kurt Kruse