

**“A Vision for Sustainability and Growth
in Campbell, New York”**

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Name of Project: Campbell, New York Master Plan Grant Period: February 1, 2013 – June 30, 2014

Grantee Name: Alfred State College Project Director: Professor Craig Clark

Description of Project:

In Fall 2013, instructors in the Architecture and Design Department's senior Urban Design Studio selected the Steuben County Hamlet of Campbell, New York, as the subject for a semester-long master planning project. Working individually and in small groups, twenty-three students researched and documented the subject area and completed a site analysis for each of the two studios which included a visual survey of the defined physical characteristics that represent Urban Design Excellence and Design Linkages within the community. The reports also took into consideration conversations with area residents and local officials that outlined the municipality's strengths, weaknesses, opportunities and threats.

The information generated during these initial efforts was used as a point of departure to illustrate and explain a positive vision for sustainability and growth of Campbell through community engagement. Students attended public meetings intended to identify sites within the community which are underutilized, have future development potential, or are being promoted for future development by local officials. A community design workshop was also used to generate conceptual ideas for future development. Each studio then completed a conceptual master plan focused on visualizing suggestions for appropriate development three, five and ten years in the future. The two master plans included action items for implementation and were presented publicly by the students to community residents.

Activities:

1. Students were assigned a project to document and research individually as part of a Master Plan. This phase included the documentation (places), research (sources), and presentation (ideas) of the assigned *project* as part of a coordinated studio effort.
2. Students visited Campbell on September 13 and had interviews with several members of the Town Board and other municipal employees and residents including David Tennant, Town Supervisor, Alicia Jamison, Secretary to the Supervisor, Sandra Austin, Town Clerk, Marvin Rathmel, Code Enforcement Official, and Lorraine Loomis-Konig, Town Historian. Also present to offer her expertise was Nicolette Barber, Planner at Hunt Architects, Engineers, and Land Surveyors who prepared the town's comprehensive plan. The students had the opportunity to walk around the hamlet area, and tour several historic buildings key to the revitalization effort as well as municipal buildings and the local library.

3. Following the site visit, each studio group worked together to refine and coordinate the collected information into a seamless Site Analysis of Campbell. Students presented this information to the faculty and each other on September 27 and included additional research of the site and the project that graphically addressed the following questions:
- What districts or neighborhoods exist within the community and what positive neighborhood context (or other man-made features) can be drawn upon for inspiration in the future design development of the area? Is there neighborhood context that should not be taken into consideration?
 - What are the most compelling aspects of the community location, demographics and history (up to present day) that might influence future design decisions? Are there any social, economic and/or cultural factors that should be taken into consideration?
 - What is the development density of the community, the mix of building/land uses, and the relationship of both to surrounding municipalities in the area?
 - How would you describe the community connectivity relative to residences, basic commercial services, and vehicular/pedestrian access between the two?
 - What natural, physical features in the community, including quality open space, should be taken into consideration?
 - How do the sun patterns, wind direction and overall climate affect the community at different times of day and at different times of year? Does this differ from the nearest large city?
 - How do vehicles (public and private) and pedestrians circulate around, on and through the community? What options exist for public transportation and parking? What is the condition of the existing infrastructure in support of walking, cycling, public transportation, social interaction and recreation? How accessible is the community in terms of universal design?
 - What sensory experiences (sights, sounds, smells, tastes and textures) are unique to the community and might be drawn upon for inspiration during design? What is the perception of the community in terms of safety and security?
 - How might local municipal regulations (i.e. planning, zoning, etc.) affect the physical characteristics of future municipal/district/neighborhood development? Is the information available in a user-friendly format?
 - Are there any locally, nationally or internationally recognized precedents or similar interventions that can be studied as examples of urban design excellence at a similar scale?
4. The students participated in a design workshop with local municipal officials and interested residents at Campbell Town Hall on September 28 to generate ideas for future development. The workshop was initiated by Alfred State faculty and organized by the town. Students and residents were divided into groups to walk the hamlet area, brainstorm ideas and begin the visualization process. At the end of the day each group presented their work for discussion.



5. Based on a review of the site analysis information and ideas generated during the design workshop, the initial master planning concepts were presented at Alfred State's new Student Leadership Center on October 11. The audience included students and faculty along as David Tennant, Town Supervisor, and Nicolette Barber, Planner at Hunt Architects, Engineers, and Land Surveyors who provided feedback to the students.



6. On October 28, students presented the final master plans to a jury of peers, faculty, and community residents in the Alfred State design studios. In addition to the faculty, guest critics included Alicia Jamison, Secretary to the Campbell Town Supervisor, Architect Charlie Woodcock, Landscape Architect Dean Hackett, and Planner Nicolette Barber from Hunt Architects, Engineers, and Land Surveyors.



7. At the conclusion of the project, student work was placed on display at the Rochester Regional Community Design Center gallery, and then re-presented to a larger group of residents at the Campbell Town Hall on November 20.



8. The presentation in Washington DC, in December 2013, was a highlight of this community based project.

Project Outcomes:

A successful community partnership was developed with the Town of Campbell through the development of a master plan for the community.

1. This project developed a partnership between the Steuben County Town of Campbell, NY, and Alfred State in serving the Appalachian area of New York State. The project was presented to the elected officials in November 2013.
2. This project served as a model for creating sustainable communities in Steuben County by capitalizing on their assets through Master Planning.
3. This project is consistent with the goals of the ARC strategic plan developing a plan for the sustainability of Campbell.
4. This project developed a network of students and faculty across the region who may continue research and service partnerships beyond the current project – expanding this project to include grant-based funding for future classes using the master plans developed.
5. This project developed leadership and civic engagement opportunities among students involved in the project by working with the local and rural communities.
6. Working through the Appalachian Regional Commission (ARC) and being allowed to present at the conference in Washington DC, exposed the students to other communities and how the ARC integrates in other communities.
7. The project enhanced the ability for the Campbell community to further develop avenues to obtain funding for improvement to the community using the master plan.

This project and other such planning projects were shared with Southern Tier Central (STC) at their annual Regional leadership Conference in April 2014.

Problems Encountered:

Participation by the public officials and business owners of Bath was excellent, but town and village resident participation was relatively weak.

The Hamlet of Campbell is located within a flood plain which presented significant design challenges for the students involved.

Program Continuation and Sustainability:

This specific project in Campbell is complete. However, the Town Supervisor has indicated the desire to carry some of the student ideas forward in the near future.

Next year the Urban Design Studio will select another municipality in Steuben County to assist with a community visualization study.

Conclusions and Recommendations:

The project has been a success for both Alfred State students and the residents of Campbell. The public officials involved with the Campbell plan have expressed that they will be using the student work as a stepping stone to more detailed project exploration, and for pursuing grants to achieve some of the objectives set forth in the project. We expect that architecturally-related student engagement activities in this area of Steuben County will be ongoing for the next year or two. Professor William Dean committed 50% of his time in the fall semester design studio class for this project which is well in excess of the of the required total match of \$1,500, which fulfills the committed cost share for Alfred State College