



LAND ROVER BUILDING > COMMUNITY MARKETPLACE
VISION & CONCEPT REVIEW
12/10/2019

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- 03 Site Opportunities & Constraints
- 04 What it is/ What it isn't
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PROJECT TARGETS

Vision

A clear picture of where you are going and where you want to be

- VIBRANT
- COMMUNITY HUB
- UNIQUE PROJECT
- COMMUNITY IDENTITY
- VERSATILE

Human Goals

How this change can positively impact Town and Public behavior or culture

- GATHERING SPACE
- MULTI-GENERATIONAL
- PRIDE OF SPACE

Technical Goals

Aspirational infrastructure improvements to better support anticipated needs

- SYSTEM ADEQUATE
- TV'S
- VERSATILITY
- SMALL → LARGE
- SCREENING
- WIFI
- GAS/WATERS FOR TEST KITCHEN

Business Goals

How does this new environment need to support businesses or run as a business

- ROTATING TAPROOM
- SMALL PRIVATE COMPONENT
- OPEN TO PUBLIC "ALL TIME"
- POSSIBLE SMALL SCALE SPACE THAT IS FLEXIBLE TO PRIVATE
- PARTIAL SUBSIDIZATION WHAT IT LOOKS LIKE TBD
- FLEX STAFF \$ COMMUNITY \$ TRUSTEE PERSPECTIVE

New Building Opportunity & Constraints

- INDOOR/OUTDOOR
- FRONT OF HOUSE / B.O.H ORGANIZATIONS
- LOTS OF GARAGE DOORS
- BEST USE WITHIN EXISTING SPACE

SUPERIOR POSITIONING & CULTURE



KIDS/ FUTURES



**HIPPIE/YUPPIE MIX
PIECE OF PERSONALITY
THAT MAKES IT HOME**



LIBRARY



FOOD/ RESTAURANTS



BIKES/ACTIVE



**PROGRAMMING
HOW TO DO/USE IT?**



HANDS/DIRTY-INTERACTIVE



OPEN PATHS



**PARTY/PLAY/ RECREATE
HERE (NOW OR GO AWAY)**

THIS COMMUNITY MARKET: EXPERIENCE

How We Do It

Connection with the Town

- Events **(WEDDING > GRAD > MEETINGS)**
- Group-focused
- An everyone space
- **PROGRAMMING**
- **THEATER (MONITORS) MOVIES, PRESENTATIONS**
- **FAMILY- ORIENTED PROGRAMMING**
- **CHILD LITERACY COMPONENT (STORY TELLING)**
- **SENIOR PROGRAMMING "ACTIVE ADULTS"**

Integration with Local

- Showcase local art
- Showcase local music
- Showcase local product
- **REVOLVING TAPROOM**
- **FOOD TRUCKS**
- **"GUEST NIGHT" FOR RESTAURANTS**
-
-

Macro Perspective

- Always evolving
- Eye towards the market
- National presence
- **EXCELLENCE**
-
-
-

DESIGN DRIVERS

NATURE

Forming
Living
Intuitive
Natural
Carved
Light
Comfortable

EXPLORATION

Adventurous
Dynamic
Active
Modern
Energetic
Impactful
Engaging
Durable

COMMUNITY

Healthy
Exploration
Resourceful
Responsible
Environmental
Quality
Utility
Efficiency
Innovation

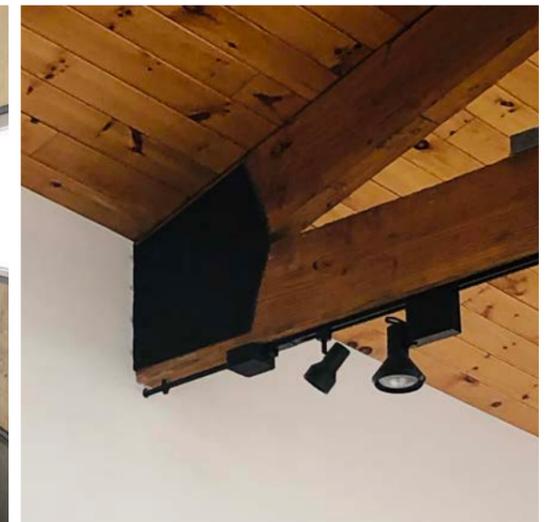
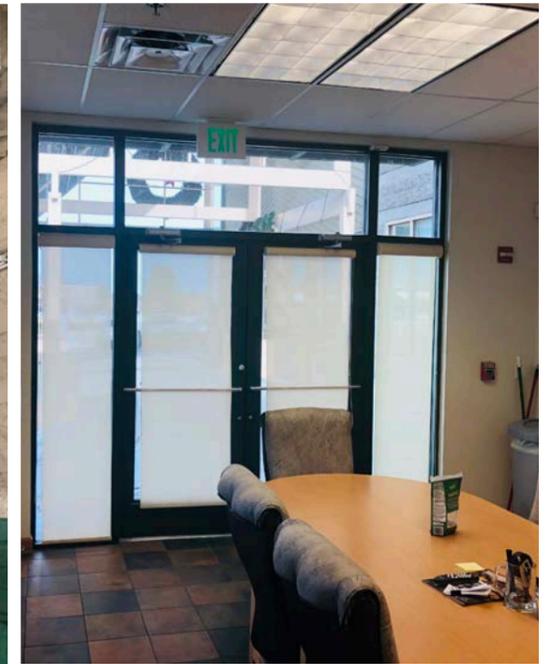
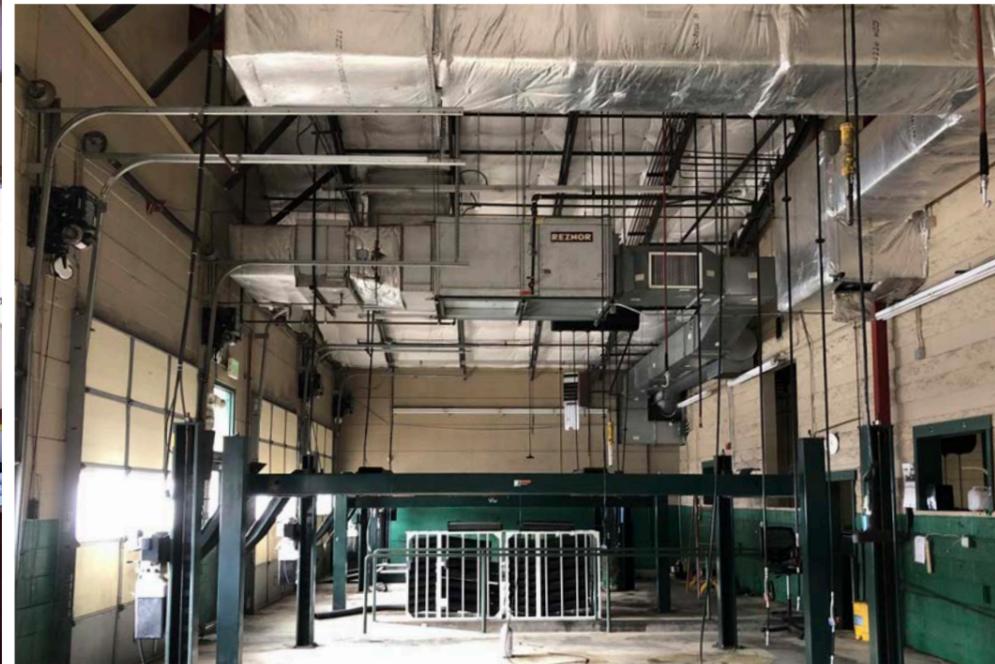
EXISTING BUILDING OPPORTUNITIES

- Entry / Access
- Garage Doors
- Parking
- Outdoor Amenities
- Street Presence

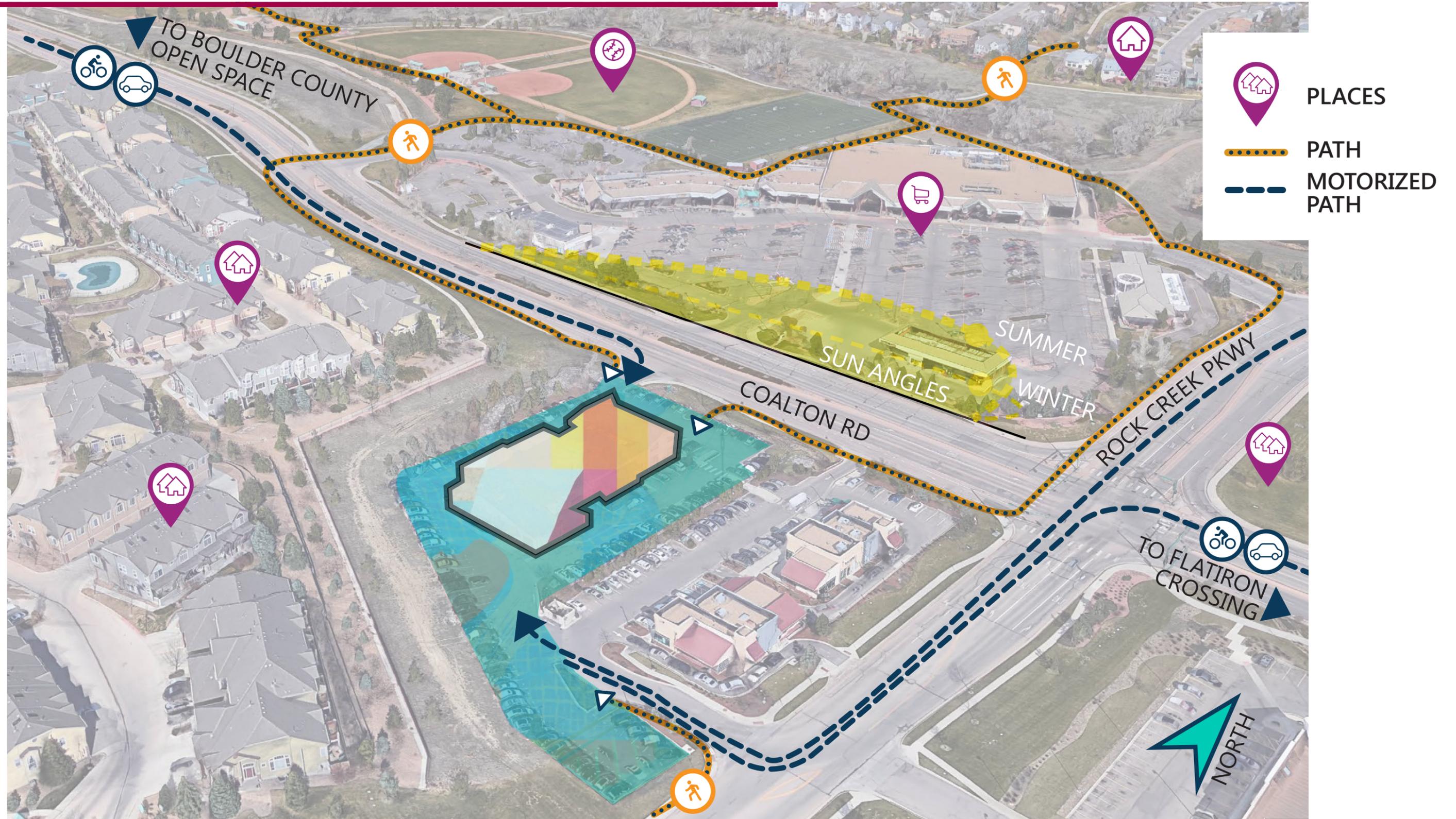


EXISTING INTERIOR OPPORTUNITIES

- Volume of Space
- Existing Equipment
- Natural Materials
- Daylight
- Unique Connections



SITE ANALYSIS



IS

Open and minimalistic
Light and clean
Modern but comfortable
Natural/ Longevity
Collaborative
Open and airy
Textural
Relaxed
Creative
Engaging
Professional

ISN'T

Dark/Moody
Over the Top
Uncomfortable
Kitschy
Too Comfortable - Unproductive
Goofy
Extravagant
Cold
Edgy

PROGRAM OPPORTUNITIES

Community's Suggested uses:

	RFP	Superior Shared Space Finding	Superior Indoor Facilities Report 2014 w/ranking
1	Co-Working	Co-Working	
2	Library Services	Library Services	Library Services (2)
3	Community Meetings	Community Gathering	Meeting Facilities (160 peop dividable) (9)
4	Study Rooms		Study rooms (20)
5	Events	Events	Events (13)
6	Teen & Senior Space	Non-athletic Youths Seniors	Teen & Senior Space (7 & 11)
7	Makers Space	Workshops	
8	Staff Offices		
9	Performance Spaces	Performance Spaces Amphiteatre	Performance Spaces (13)
10	Audio Visual Production Studios		
11	Teaching Kitchen & Commercial	Kitchen	
12	F&B COMPONENT THAT	Brewery/bar w/Kids area	
13	IS EITHER UNIQUE OR	Restaurant & Retailers	
14	LOCAL SUPPORTIVE	Petting Zoo	
15			Fitness (1) Exercise (4)
16	?SCHOOL (PRESCHOOL)		Indoor Rec/Playground (10)
17	PLAYGROUND		Classrooms (25 people) (17)
18			Babysitting (18)
19			Game Room (19)
20			
21			
22			

EXPERIENCE MOOD-SET

Conceptual Imagery



DESIGN EXPRESSIONS

First Impressions

Engaging

Textured

Welcoming

Artistic

Bold

Inspiring

Flexible

Impressive

Local



DESIGN EXPRESSIONS

Co-Work & Library Spaces

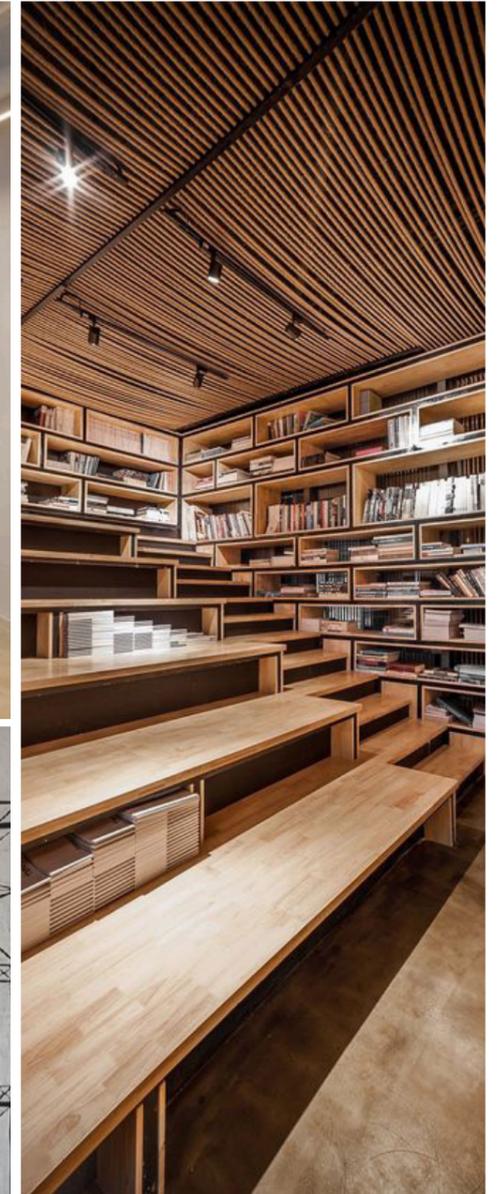
Expression

Transitional

Flexible

Multi-Use

Rooms
Within Rooms



DESIGN EXPRESSIONS

Community & Lounge Spaces

Social

Sophisticated

Multifunction

Community

Natural

Comfortable



DESIGN EXPRESSIONS

Youth & Maker Spaces

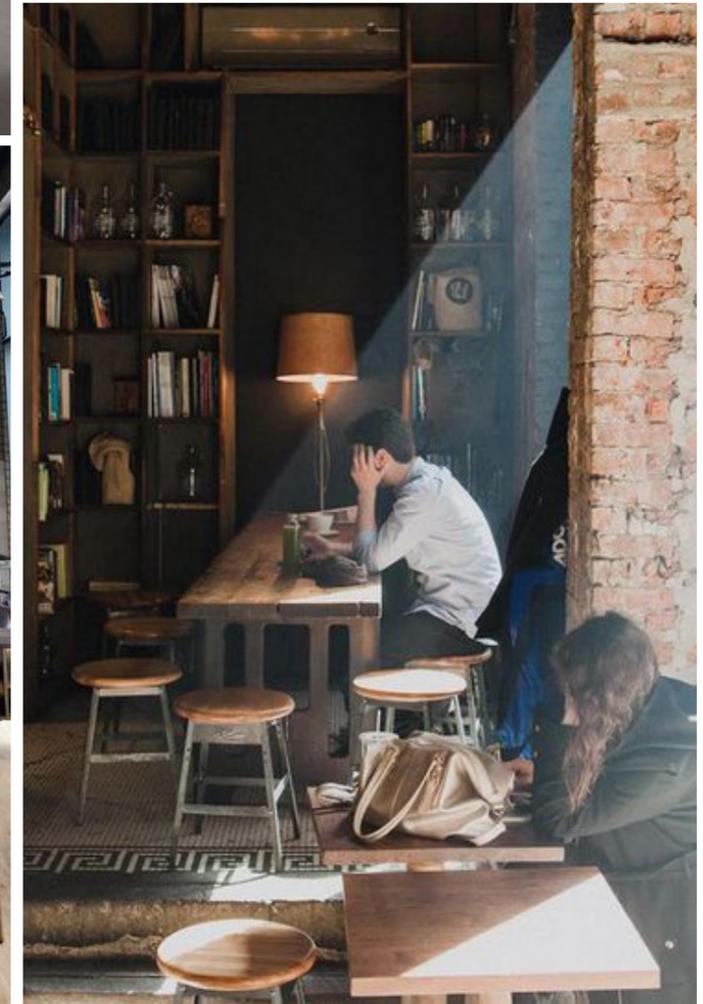
Social

Fun

Multifunction

Community

Unique



DESIGN EXPRESSIONS

Performance & Meeting Spaces

Flexible

Light & Bright

Music-Oriented

Tiered

Open

Operable



DESIGN EXPRESSIONS

Teaching Kitchen

Social

Fun

Multifunction

Community

Unique



DESIGN EXPRESSIONS

F&B Bars/Dining

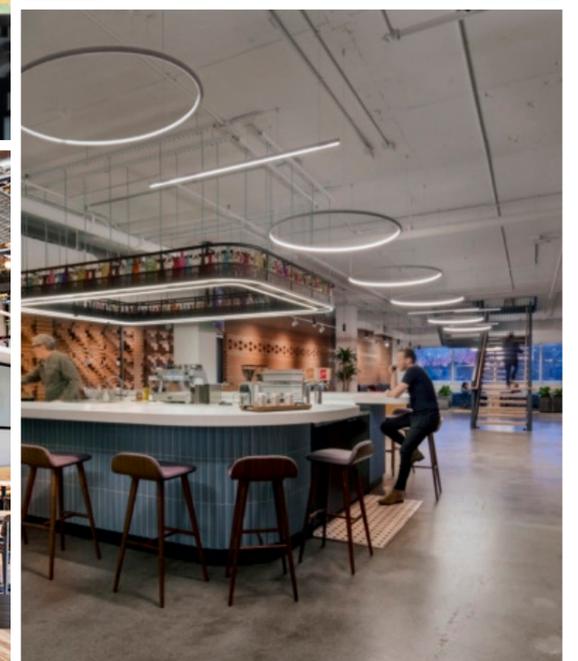
Functional

Simple

Textural

Open

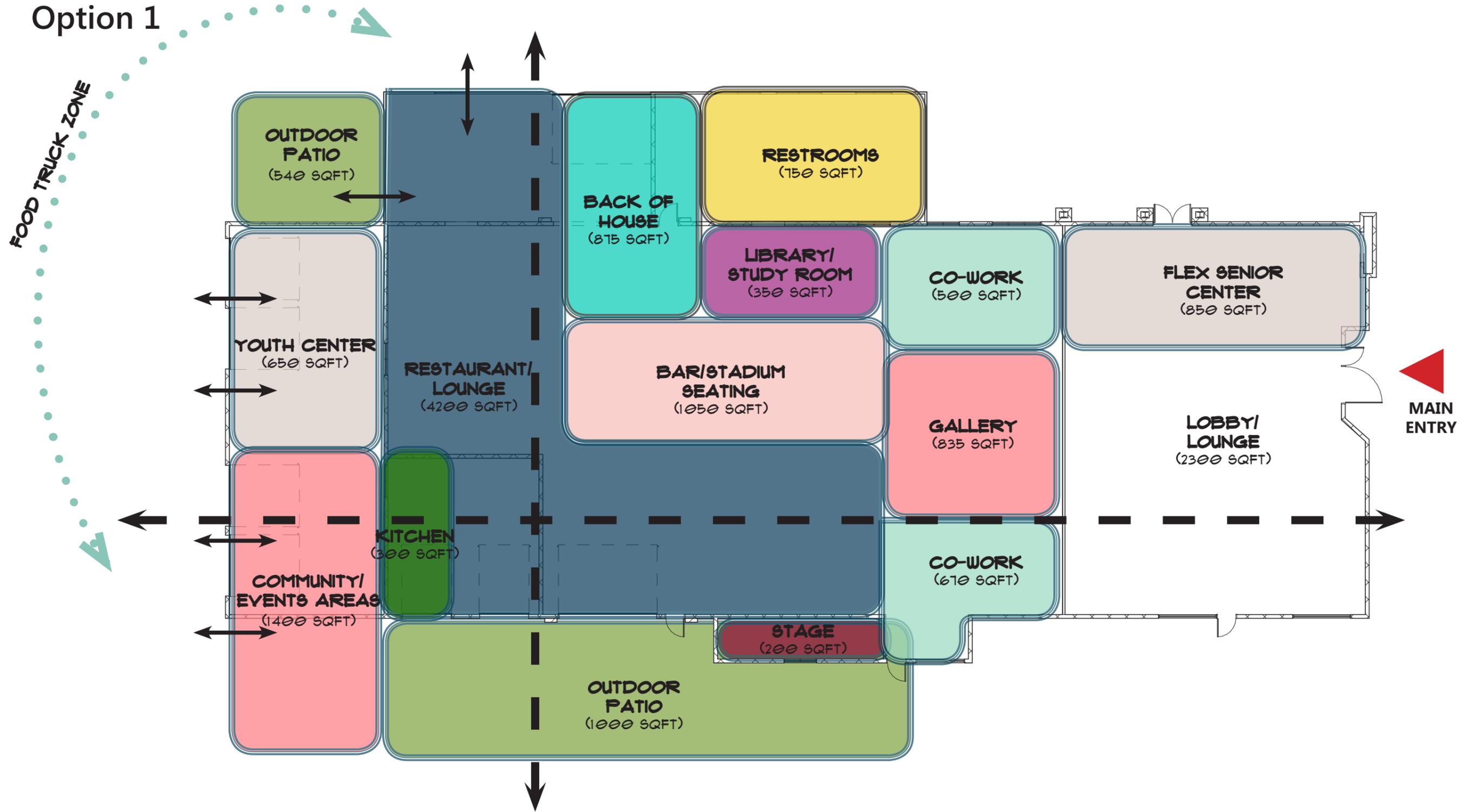
Natural



PROGRAMMING OPTION 1

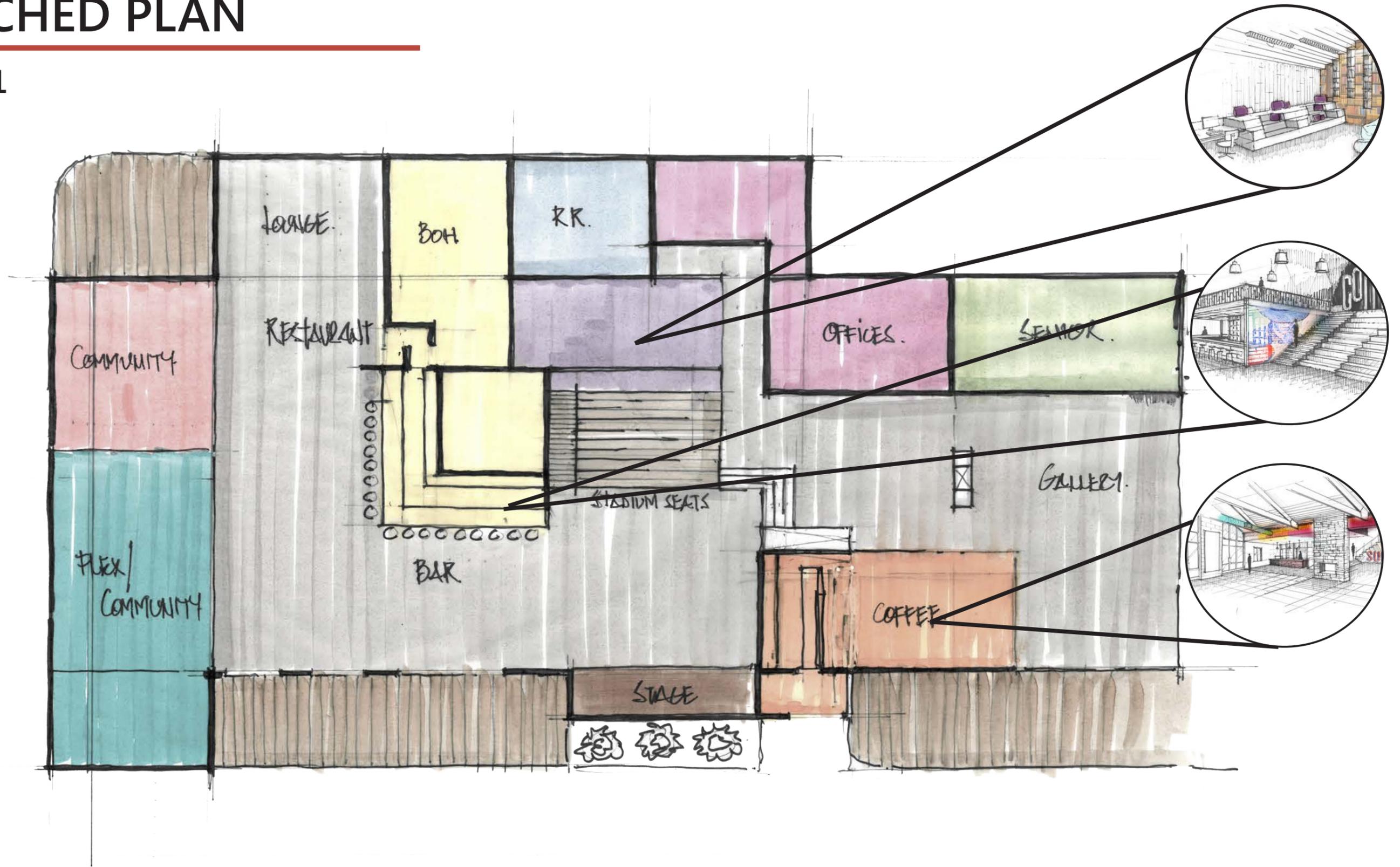
PROGRAMMING PLAN

Option 1



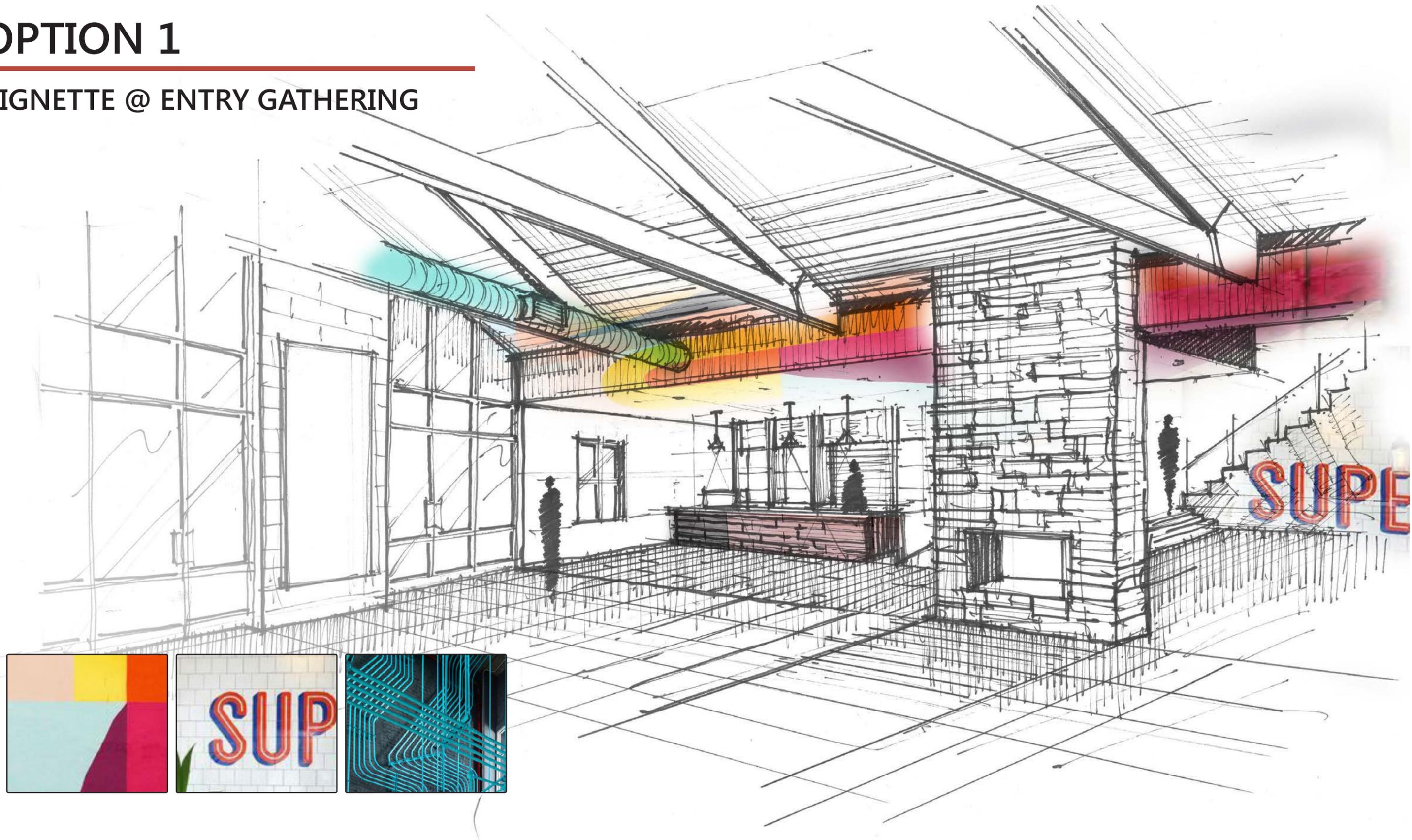
SKETCHED PLAN

Option 1



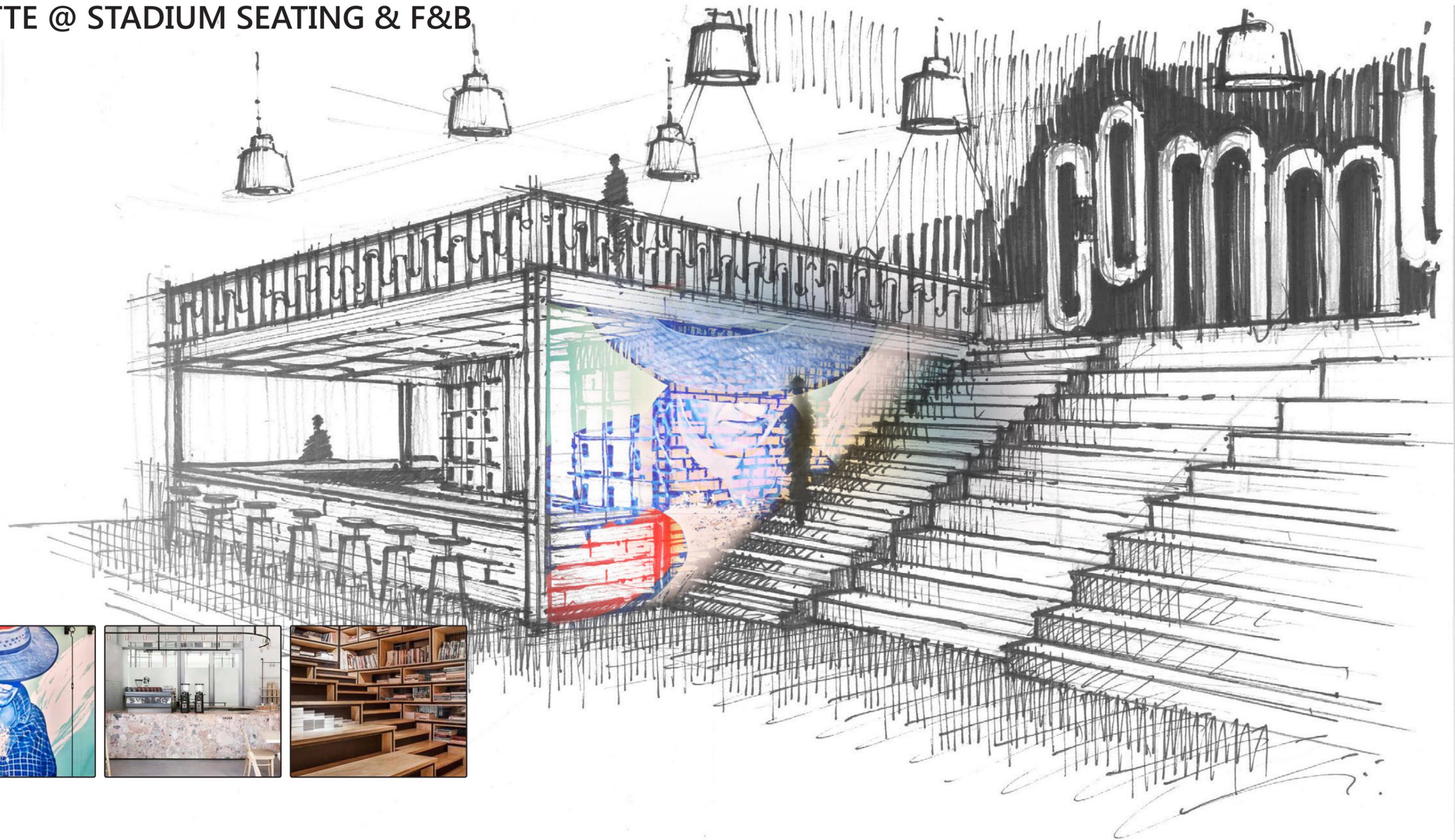
OPTION 1

VIGNETTE @ ENTRY GATHERING



OPTION 1

VIGNETTE @ STADIUM SEATING & F&B



OPTION 1

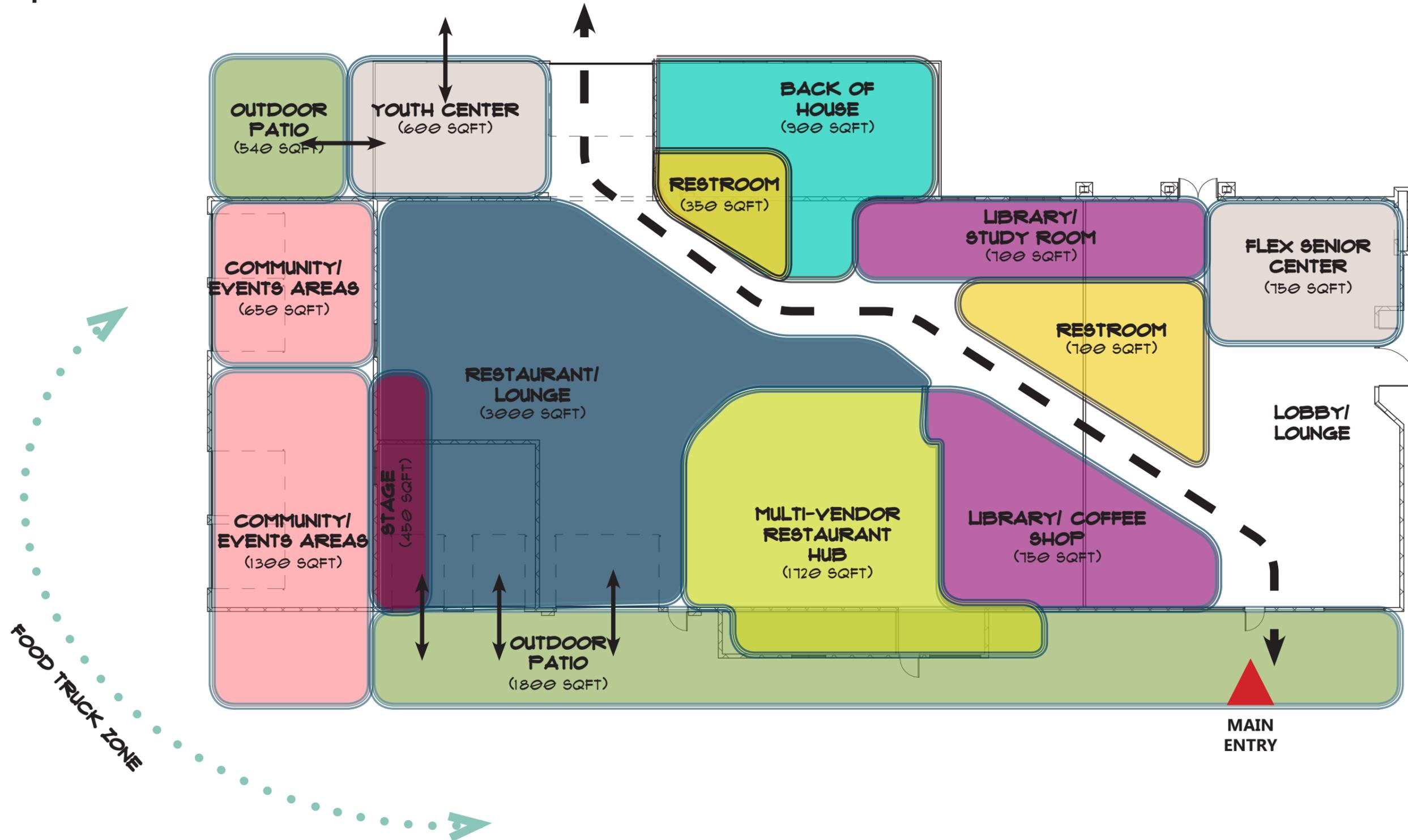
VIGNETTE @ LIBRARY AREA



PROGRAMMING OPTION 2

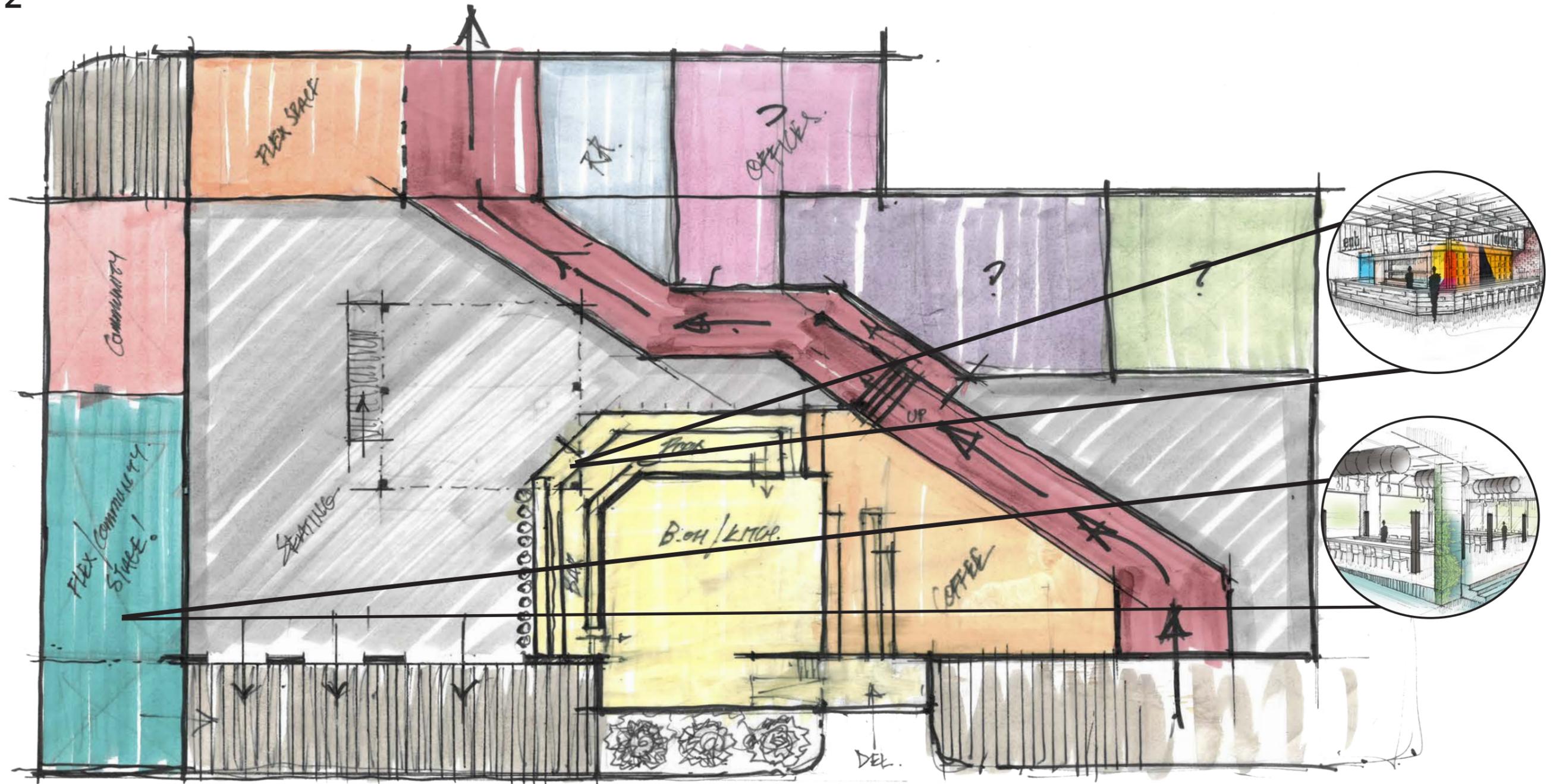
PROGRAMMING PLAN

Option 2



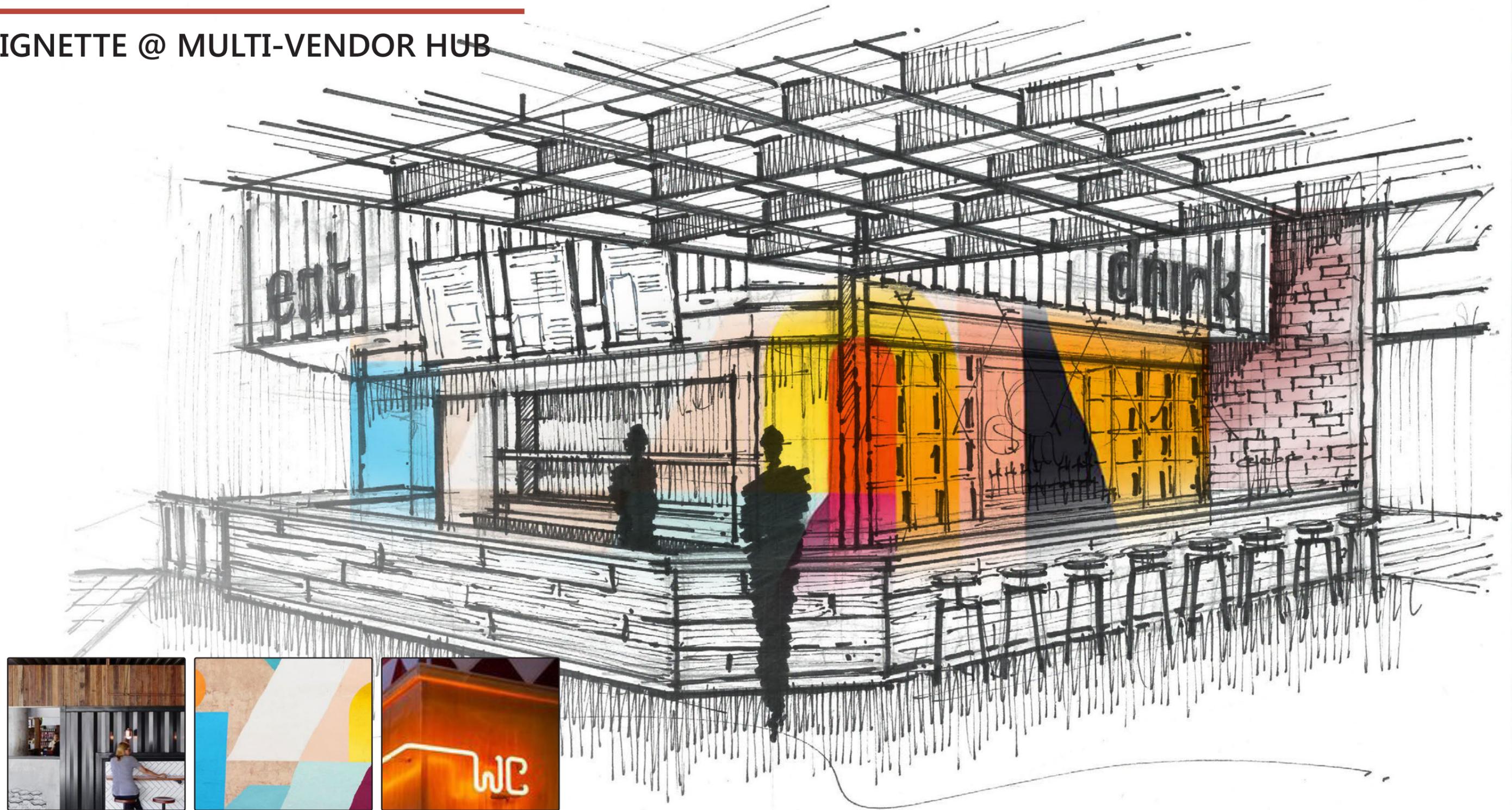
SKETCHED PLAN

Option 2



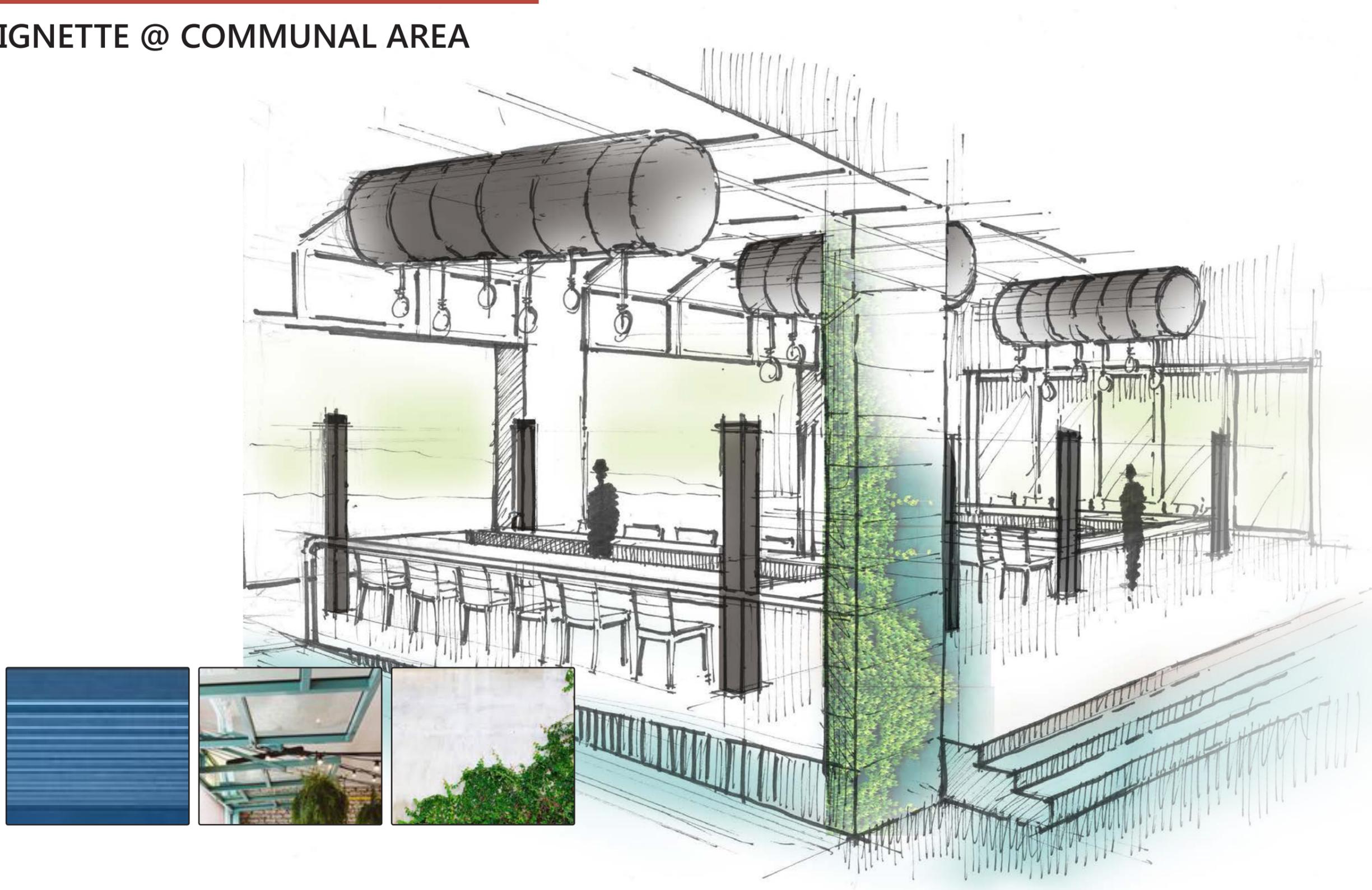
OPTION 2

VIGNETTE @ MULTI-VENDOR HUB



OPTION 2

VIGNETTE @ COMMUNAL AREA



THANK YOU.

