



CITY OF CAMPBELL
Community Development Department

May 16, 2016

NOTICE OF PUBLIC HEARING
Historic Preservation Board

Notice is hereby given that the Historic Preservation Board of the City of Campbell has set the time of 4:00 p.m., or shortly thereafter, on Wednesday, **May 25, 2016**, in the City Hall Council Chambers, 70 North First Street, Campbell, California, for a Public Hearing to consider the application of Mr. Brice Colton on behalf of Habitec Architecture and Design for a Modification (PLN2016-73) to previously approved Planned Development Permits (PD84-02, PD84-05, PD90-01 and M92-11) to allow the exterior remodel of an existing building that is listed on the City's Historic Resource Inventory (George Hyde Co. Sunsweet Growers) as well as associated on-site and off-site improvements and a Tree Removal Permit (PLN2016-154) to allow the removal of protected tree(s) on property located at **300 & 307 Orchard City Drive** (previously 93 S. Central Avenue) in the P-D (Planned Development) Zoning District. Staff is recommending that a Negative Declaration be adopted for this project.

Interested persons may appear and be heard at this hearing. Please be advised that if you challenge the nature of the above project in court, you may be limited to raising only those issues you or someone else raised at the Public Hearing described in this Notice, or in written correspondence delivered to the City of Campbell Historic Preservation Board at, or prior to, the Public Hearing. Questions may be addressed to the Community Development Department at (408) 866-2140.

In compliance with the Americans with Disabilities Act, listening assistive devices are available for all meetings held in the Council Chambers. If you require accommodation, please contact the Community Development Department at (408) 866-2140, at least one week in advance of the meeting.

HISTORIC PRESERVATION BOARD
CITY OF CAMPBELL
CINDY MCCORMICK
SECRETARY

PLEASE NOTE: When calling about this Notice,
please refer to: **HPB – 300 & 307 Orchard City Drive**

Project Location Map

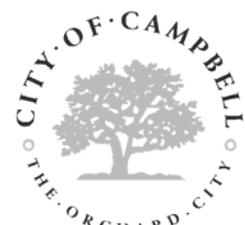
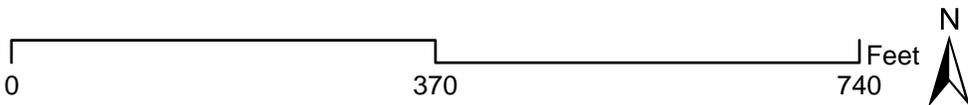


Project Location: 300 & 307 Orchard City Drive

Application Type: Modification

Planning File No.: PLN2016-73

Description: To allow a renovation of the Water Tower Plaza including a historic resource (George E. Hyde/Sunsweet Growers).



Community Development Department
Planning Division

THE CANNERY

AT 300 ORCHARD

SITE & BUILDING IMPROVEMENTS



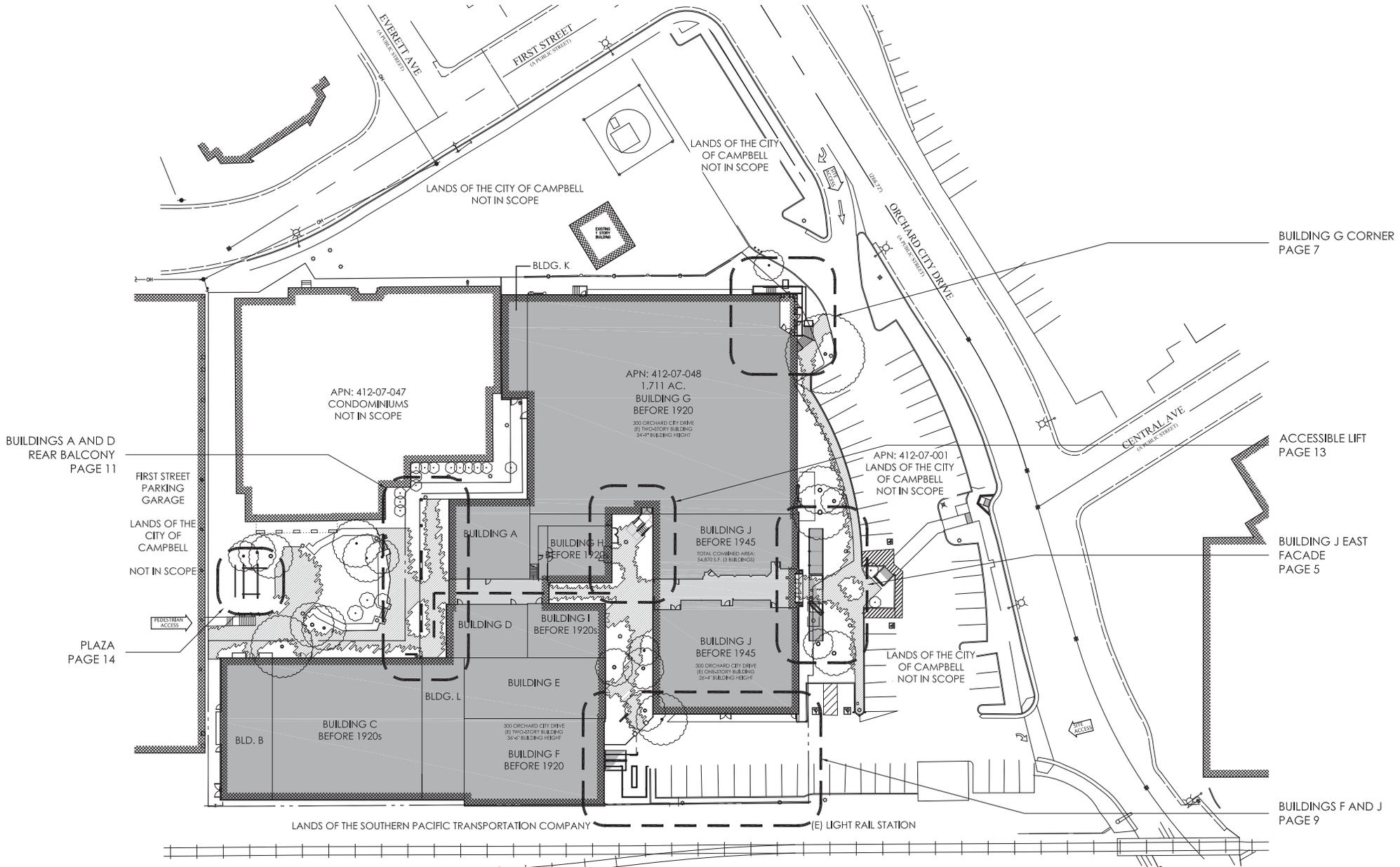
A PLANNING SUBMITTAL FOR:
THE CANNERY AT WATER TOWER PLAZA
SITE AND BUILDING EXTERIOR IMPROVEMENTS
300 ORCHARD CITY DRIVE
(FORMERLY 93 CENTRAL AVENUE)
CAMPBELL, CALIFORNIA 95008

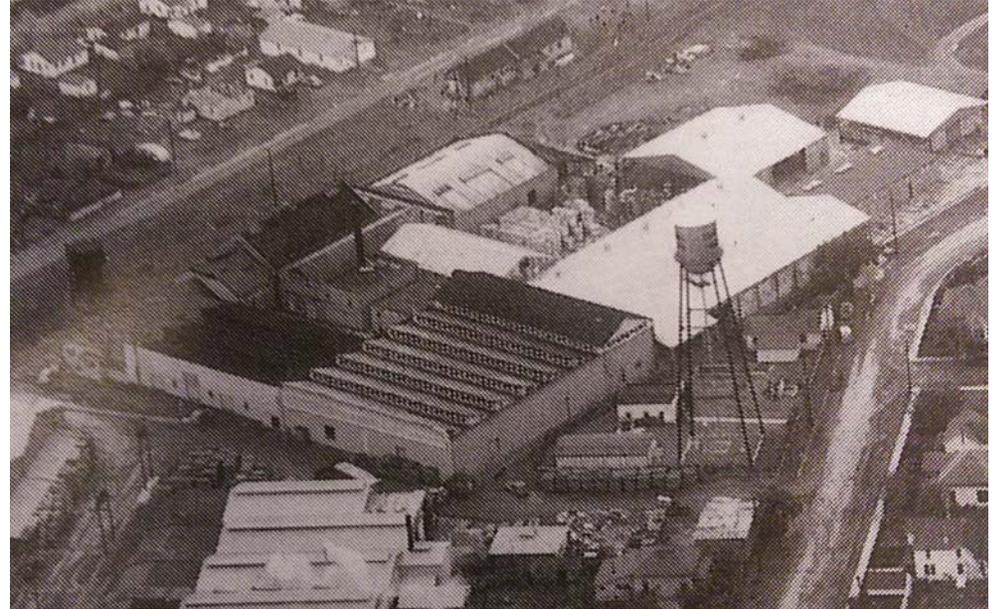
Our proposal for The Cannery, currently known as Water Tower Plaza, is not a historical restoration, but rather a contemporary update of this historical resource, with sensitivity to the memorable elements of the past and the future, and attracts new tenants looking for an atmosphere with more character than many modern buildings offer. We believe that a rejuvenation to elevate The Cannery to a competitive, high-quality, and business-oriented office center is consistent with the City of Campbell's objectives for the downtown core, and with the direction of today's economy.

This project has operated under many names and for many purposes, including the Campbell Fruit Growers' Union, the George E. Hyde Company, the California Prune and Apricot Growers' Association, The Factory, and Water Tower Plaza. Of these historic periods, the George E. Hyde Company and Water Tower Plaza are the most visible today. Most of the existing buildings were constructed during the Hyde era, and the current landscape, window treatments, and paint colors date to the Water Tower Plaza remodel of the 1980s.

As will be shown on the following pages, our proposal is to remove many of the non-historic elements added during the Water Tower Plaza era, restore iconic Hyde-era architectural features where feasible, and introduce new architectural features that respect the site's industrial past to create an attractive office center. New flexible amenities also offer a prosperous and innovative atmosphere which invites and accommodates today's workforce.

We selected the George E. Hyde and Company era as our inspirational platform because this period echoes the same progressiveness, vibrancy, and prosperity that we seek to return to the Cannery, characteristics needed in a competitive office center. George Hyde's cannery is a defining piece of Campbell's architecture and history, and we believe that our improvements will continue that legacy as the Cannery enters its second century.





TOP-LEFT: BUILDINGS G AND J EAST FACADE

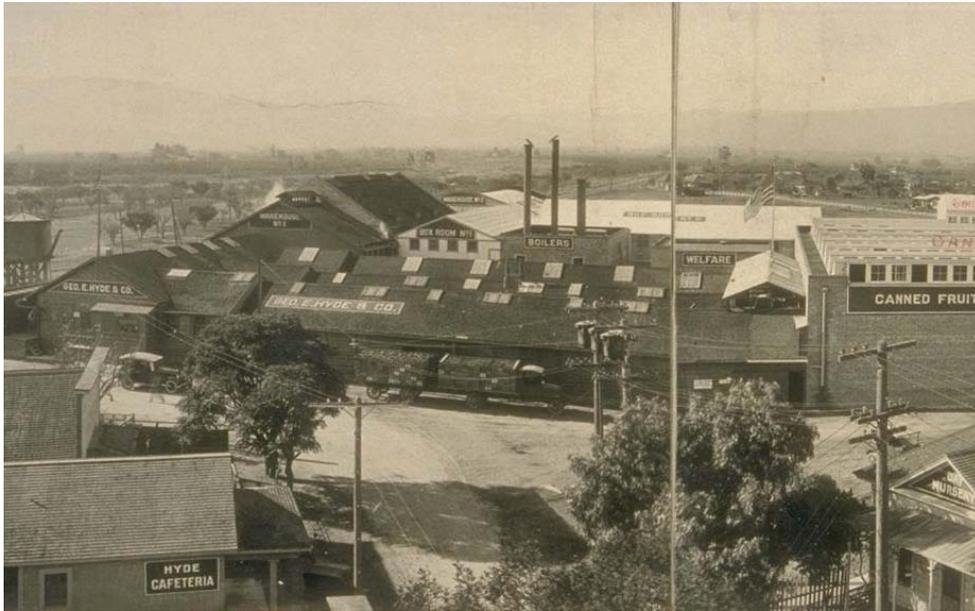
- From the August 1921 edition of the magazine *Canning Age*
- Building G (brick building at right)
- Original structure that was later replaced with Building J (wood building at left)

TOP-RIGHT: AERIAL FROM NORTH

- Aerial photo taken in 1945, showing all cannery buildings that exist in the present day
- Condominiums, parking structure, and parking lot not yet built
- Redwood trees not yet planted
- Additional buildings south of Building J and east of Building F (left side of this photo) no longer exist

BOTTOM-LEFT: BUILDINGS G AND J EAST FACADE

- Photo taken after the mid-1970s remodel and before the mid-1980s remodel
- Building J has wood siding (at left)
- Building G original clerestory windows still open (at right)



BUILDING J EAST FACADE

TOP-LEFT: Photo from between 1909 and 1931

- Building J not original Hyde building
- Original buildings replaced by 1945

TOP-RIGHT: Current photo

- Work from 1980s remodel will be removed, including:
 - Green fabric awnings
 - Stucco bands
 - Arched entry
- Historic plaque in front of building J will be relocated to the building facade

BOTTOM-LEFT: Proposed rendering

- Enlarged opening to breezeway with new industrial sash-style windows and brick frame
- Corrugated metal feature wall, light gray
- Corrugated metal cornice, dark gray
- Structural steel awnings, dark gray

LANDSCAPE

- Redwoods and other trees will remain
- Landscape replaced with drought-tolerant vegetation
- Hardscape replaced with linear concrete pavers



BUILDING J EAST FACADE AT NIGHT



BUILDING G CORNER

TOP-LEFT: Photo from between 1909 and 1931

- Building G is an original Hyde building from before 1920
- Original clerestory windows still exist, but are hidden behind a stucco band

TOP-RIGHT: Current photo

- Work from 1980s remodel will be removed, including:
 - Green fabric awnings
 - Stucco bands
- Clerestory windows will be re-opened
- Corner entry will remain with modifications

BOTTOM-LEFT: Proposed rendering

- Corrugated metal awning, light gray
- Industrial sash-style windows
- Patio corner squared off with new guardrails
- Signage is placeholder and will be designed by signage consultant

LANDSCAPE

- Redwoods and other trees will remain
- Landscape replaced with drought-tolerant vegetation
- Hardscape replaced with linear concrete pavers





BUILDINGS F AND J

TOP-LEFT: Photo from between 1909 and 1931

- Building F (background, with “HYDE & CO.” sign) is an original Hyde Cannery structure
- Other buildings have since been demolished and replaced with Building J and a parking lot
- Freight cars are stopped on the train tracks now used by the VTA

TOP-RIGHT: Current photo

- Work from 1980s remodel will be removed, including:
 - Green fabric awnings
 - Guardrails
 - Stucco bands
 - Brick planters

BOTTOM-LEFT: Proposed rendering

- Steel awnings
- Signage is placeholder and will be designed by signage consultant
- Corrugated metal cornice, dark gray
- VTA station is not in scope and not shown

LANDSCAPE

- Redwoods and other trees will remain
- Landscape replaced with drought-tolerant vegetation
- Fence between buildings F and J updated
- Guardrails at building F ramp and stairs updated





BUILDINGS A, D, AND L REAR BALCONY AND ARCADE

Please see aerial photos on previous pages for historic imagery of Buildings A, D, and L. These three buildings were most likely built prior to 1920.

TOP-LEFT: Original wood structure with paint removed

TOP-RIGHT: Current photo

- Work from 1980s remodel will be removed, including:
- Green fabric awnings
- Paint over original wood structure
- Balcony guardrail will be removed and replaced
- Brick planters adjacent to buildings

BOTTOM-LEFT: Proposed rendering

- Corrugated metal on buildings A and D roof screen and on building L facade
- Industrial sash-style windows
- Existing wood-framed balcony will be seismically upgraded with steel per structural drawings
- Balcony will receive new guardrails and shade pergola

LANDSCAPE

- Redwoods and other city-protected trees will remain
- Two olive trees that drop fruit on accessible paths will be removed
- Landscape replaced with drought-tolerant vegetation
- Hardscape replaced with linear concrete pavers





ACCESSIBLE LIFT

LEFT: Current photo

- Work from 1980s remodel will be removed, including:
- Green fabric awnings
- Brick planters
- Non-ADA-compliant ramp

TOP-RIGHT: Proposed rendering

- Stairs, landing, and guardrails
- ADA-compliant lift

LANDSCAPE

- Redwoods and other city-protected trees will remain
- Landscape replaced with drought-tolerant vegetation
- Hardscape replaced with linear concrete pavers
- Light fixtures relocated as required to provide accessible path of travel



PLAZA

TOP-LEFT: Current photo

- Work from 1980s remodel will be removed, including:
- Green fabric awnings

BOTTOM-LEFT: Proposed rendering

- New wood shade pergola and screen walls
- New outdoor furniture

LANDSCAPE

- Redwoods and other city-protected trees will remain
- Landscape replaced with drought-tolerant vegetation
- Hardscape replaced with linear concrete pavers
- Central brick terrace, planters, and grass will remain



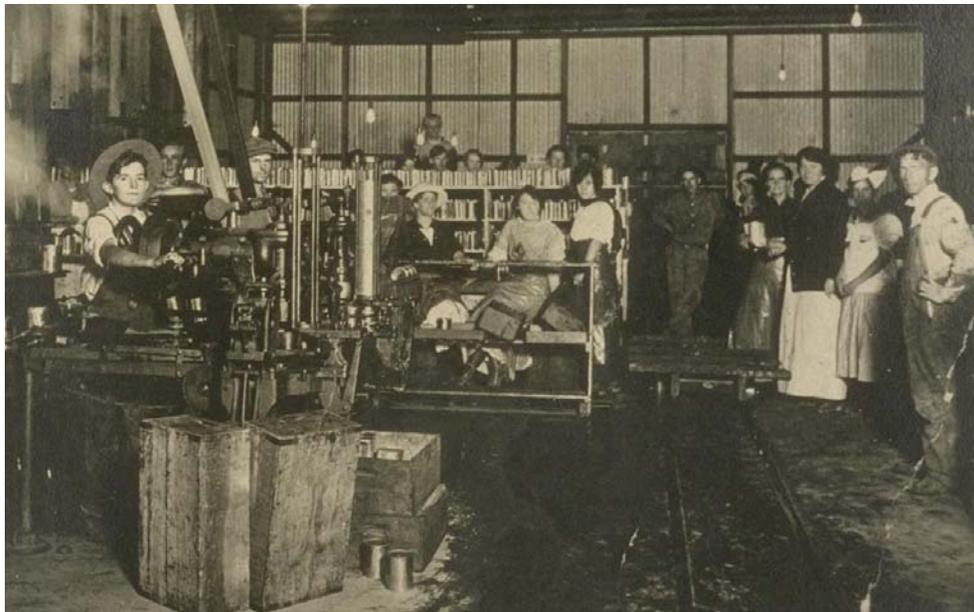
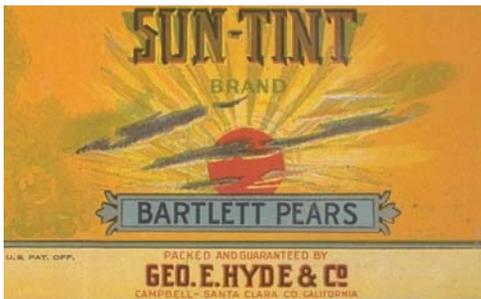
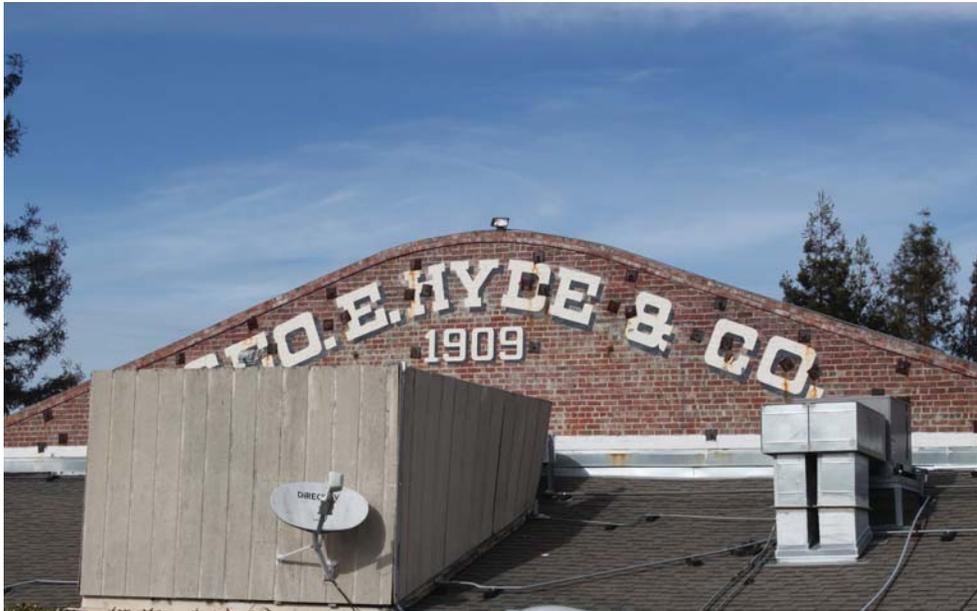
OVERALL FRONT ELEVATION ALONG ORCHARD CITY DRIVE
Street trees not shown for clarity but will remain



CHARACTER INSPIRATION IMAGES

Left-to-right, top-to bottom:

- Linear pavers and shrubs in New York's High Line park
- New signage painted on the historic Edward McGovern Tobacco Warehouse
- Corrugated metal, brick, and industrial sash windows
- Modern landscaping, brick, and industrial sash windows
- Steel cable guardrails



HYDE CANNERY IMAGES

Left-to-right, top-to bottom:

- Sign painted on Building C
- Photo dated 1920, Building G interior
- Peach and pear can labels
- Photo dated 1915, corrugated metal wall in background



DE 6370 Charcoal Smudge



DE6366 Silver Spoon



DE5118 BBQ



SW 7007 Ceiling Bright White



Sanded red cedar stained with Weatherwood



Rough red cedar stained with Weatherwood

MATERIAL PALETTE

Left-to-right, top-to bottom:

- Paint swatches
- Corrugated metal, timber, and brick currently on site
- Corrugated metal and painted structural steel
- Brick currently on site
- Corrugated metal currently on site
- Painted structural steel
- Stained wood guardrails