The City of Campbell

General Plan

Adopted November 6, 2001

Land Use and Transportation Element Update Adopted August 19, 2014

Housing Element Adopted February 17, 2015

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Introduction and Overview

REGIONAL LOCATION

Nestled in the midst of Silicon Valley, Campbell has retained the charm of yesteryear while embracing the future. Unique historic buildings rest comfortably alongside efficient high-tech structures, successfully blending tradition with progress. Residents enjoy beautiful natural surroundings, well maintained parks and trails and proximity to work environments – all within the atmosphere of a small, friendly town.

For those who choose to live or work in Campbell, the advantages abound. Chief among them is its central location. With easy access to most of the valley's major freeways, this charming city offers the best of all worlds to its residential and business communities.

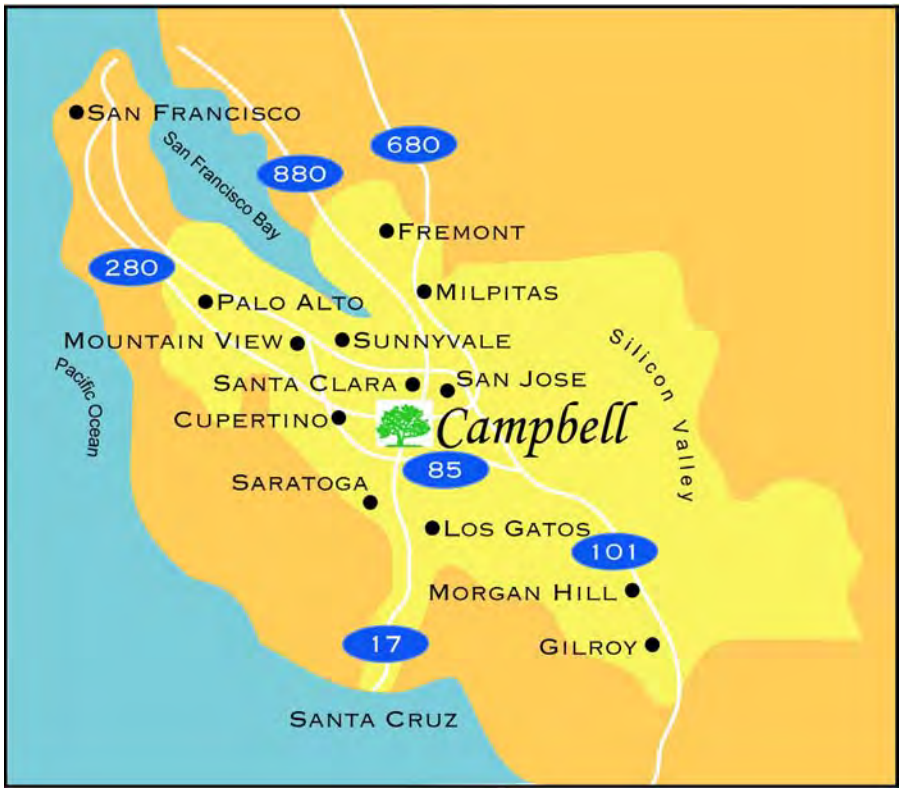


Figure I-1: Regional Location Map

As shown in Figure I-1, the City of Campbell is located approximately 50 miles south of San Francisco in Santa Clara County, one of the nine Counties that make up the region known as the San Francisco Bay Area. The City occupies over six square miles of relatively flat land that slopes gently toward the south end of the San Francisco Bay. Campbell is bounded on the north, east and west by the City of San Jose and on the south by the Town of Los Gatos. A small portion of Campbell's southwestern boundary is adjacent to the City of Saratoga. The residents of Campbell have views of the Sierra Azules to the east and Santa Cruz Mountains to the southwest.

CAMPBELL: A CAPSULE HISTORY

The City of Campbell takes its name from Benjamin Campbell, an early landowner, rancher and farmer of the area. From 1885 to 1888, Benjamin Campbell served as the first Postmaster from his home, which was located on Campbell Avenue between what is today First and Second Streets. On his land was the "flag stop" on the railroad from Santa Clara to Santa Cruz. In 1886, several buildings were constructed on the Campbell property including a train depot known as "Campbell Station" and a town hall for social gatherings. In 1888, the first residential lot in the first subdivision of Campbell's

property was sold. Campbell had a fire department and newspaper by 1895, grammar school by 1888, and a high school by 1900.

Campbell's ideal location in the Santa Clara Valley, dubbed the "Valley of Heart's Delight" because of its rich agricultural soils, made it a home to many of the world's largest fruit drying grounds and some of the finest canneries. Campbell became known as the "Orchard City" in the very beginning of its history as most of the land within the area was devoted to agricultural use, primarily orchards. In 1887, the first use of the land for industrial purposes was the development of one of the largest drying grounds in the world. The drying grounds had been built adjacent to the tracks south of the depot. The dried crops included prunes, apricots, plums and apples.

John Colpitts Ainsley founded the J.C. Ainsley Packing Company in Campbell, which was one of the finest canneries in California. The packing company was a vital part of the Campbell community, which operated from 1893 until 1933 when Mr. Ainsley sold the cannery to the Drew Canning Company. Other big company names in Campbell's fruit canning and drying business include the George A. Fleming Company, Frank Buxton's Fruit Drying Works, George E. Hyde and Company, The Orchard City Canning Company, Campbell Horticultural Association, Campbell Fruit Growers' Union, Campbell Farmers Union Packing Company and the California Prune and Apricot Growers Association that marketed fruit under the famous brand name of Sunsweet. [1]

By the time the city was incorporated, on March 28, 1952, there was a well-established downtown center and many of the orchards, which gave Campbell its "Orchard City" nickname, were being replaced by housing, commerce and industry. Today, agriculture is practically non-existent as an industry in Campbell. Campbell prides itself for being a well-balanced community in the center of booming "Silicon Valley." It has a variety of housing options and has many technology firms and professional offices, providing Campbell with a balance of housing and jobs.

Campbell is a General Law City with a five-member Council including a rotating Mayor's position.

THE CITY OF CAMPBELL'S VISION

The development of the City of Campbell's Community Vision Statement was an important outcome from the City's Strategic Planning process and the Community Satisfaction Survey. A ***vision*** articulates a destination toward which the City should aim and a future that, in important ways, is more desirable than the present. The Vision Statement has been paramount in the development of Campbell's General Plan Goals, Objectives and Strategies.

[1] Jeanette Watson, Campbell the Orchard City, 1989.

Strategic Planning

The Campbell Vision

Campbell will remain a friendly community and develop a stronger sense of identity, characterized by the active involvement of its citizens and businesses in all aspects of community life.

It will be a safer, more well-balanced small town with connected neighborhoods set in an attractive and comfortable environment. Campbell City government will be increasingly fiscally self-reliant, provide more effective basic municipal services and foster regional cooperation and local partnerships.

In 1993 and 1994, the City of Campbell went through a coordinated planning process that examined the state of the community in terms of seven strategic planning elements: Land Use, Financial Health, Transportation, Public Safety, Community Services/Recreation, Open Space/Cultural/Historical and Environmental Programs (The Community Participation Element was added in 1999). The City identified a community vision and established long-term strategic goals and objectives. Throughout the process, members of the City's advisory commissions and boards participated with other community members to provide input at every stage of strategic planning efforts. The results of the strategic planning process provided a clearly articulated "blueprint" of the future desired by the Campbell community and a guide for the General Plan update. The Strategic Plan is reviewed annually. The long-term vision, goals and objectives have remained relevant and meaningful and have required only minor modification.

Community Survey

In 1997, a community satisfaction survey was conducted as a means to give decision makers an indication of residents' thoughts, issues and concerns regarding the City of Campbell. Researchers found that 90% of respondents were satisfied with the job the City of Campbell was doing to provide City services. Police, fire and emergency medical services were ranked highest in importance among the selection of City services included in the survey. Almost two-thirds of respondents noted "small community," "good location," or "quiet" when identifying the best thing about living in Campbell. "Traffic" was the most frequent response to the question regarding the worst thing about living in Campbell, being cited by 18% of respondents. Notably, 26% of respondents did not find a "worst thing" about living in Campbell.

A second Community Satisfaction Survey was conducted in the Fall of 1999. The results of the survey did not vary significantly from the earlier one.

GENERAL PLAN PURPOSE

The purpose of a city's General Plan is to guide decisions regarding physical growth and development, provision of public services and facilities, and conservation and enhancement of natural resources. Therefore, Campbell's General Plan:

- Outlines a vision of long-range physical and economic development and resource conservation that reflects the aspirations of the community;
- Provides strategies that will allow this vision to be accomplished;
- Establishes a foundation upon which the City Council and Commissions can base policy decisions and a basis for judging whether specific development proposals and public projects are in harmony with community desires;
- Allows City departments, other public agencies, and private developers to design projects that will enhance the character of the community, preserve and enhance critical environmental resources, and minimize hazards;
- Provides the basis for establishing and setting priorities for detailed plans and implementing programs, such as the Zoning Ordinance, specific plans, and the Capital Improvement Program; and
- Addresses the issue of land availability to meet the City's economic development objectives, the need for housing in the community, and State law requirements for Campbell to accept its "fair share" of the regional housing needs.

Campbell General Plan: Visionary and Realistic

The General Plan sets a vision for the city, but it is not merely a compendium of ideas and wish lists. Broad objectives such as "quality of life" and "community character" are meaningful only when translated into tangible, feasible actions. Thus, while each element of the General Plan articulates long-term goals, it also includes action-oriented policies that outline concrete and achievable steps to attain these goals. The General Plan is comprehensive and long-range in scope. It will be used on an on-going basis, because many City regulations, requirements, and actions are required by State law to be consistent with the General Plan. Since the Plan is general, there will be circumstances and instances when detailed studies are necessary before policies can be implemented.

NEED FOR GENERAL PLAN UPDATE

General plans typically look out 20 years in the future and are revised every five to ten years. Most of the City's General Plan Elements were adopted ten years ago or more. Campbell's first General Plan was adopted in 1960 and revised in 1968. Revised Land Use and Circulation Elements were adopted in 1983 and were amended in 1990, 1991 and 1993. Conservation and Scenic Highways Elements were adopted in 1972. In 1975, the Seismic, Safety and Noise Elements were adopted. The Air Quality Element was adopted in 1987, the Open Space Element was adopted in 1990 and the latest Housing Element was adopted in 1992. Although the community vision and goals for Campbell haven't changed significantly since the adoption of the first General Plan, some fine-tuning must be made to reflect current population, community conditions and State requirements.

AMENDMENTS TO THE GENERAL PLAN

As the City's guide for development, the General Plan is the heart of the planning process. It is intended to be a living document and, as such, will be subject to more site-specific and comprehensive amendments over time. Amendments also may be needed from time to time to conform to State or Federal law passed after adoption, and to eliminate or modify policies that may become obsolete or unrealistic due to changed conditions (such as completion of a task or project, development of a site, or adoption of an ordinance or plan). State law limits the number of times a jurisdiction can amend its general plan. Generally, no jurisdiction can amend any mandatory element of its general plan more than four times in one year, although each amendment may include more than one change to the general plan. This restriction, however, does not apply to amendments to:

- Optional elements
- Allow development of affordable housing; or
- Comply with a court decision

Periodic Review

The City will undertake a periodic review of the General Plan, to determine how well the General Plan has performed, that is, whether policies related to development and conservation have been effective. This review will include:

- Analysis of the effectiveness of implementation strategies initiated to carry out the General Plan; and
- Review of growth trends since General Plan adoption

As part of the review, a target date for a comprehensive update of the General Plan will be established. A report summarizing City staff's findings and recommendations will be circulated for public comment and then presented to the Planning Commission. The Planning Commission will review the report and make a recommendation to the City Council. The Planning commission and the City Council also will hear comments on the report at duly noticed public hearings.

GENERAL PLAN REQUIREMENTS

State law requires each California City and county to prepare a general plan. A general plan is defined as a "comprehensive, long-term general plan for the physical development of the county or city, and any land outside its boundaries, which in the planning agency's judgment, bears relation to its planning." State requirements call for general plans that "comprise an integrated, internally consistent and compatible statement of policies for the adopting agency."

While they allow considerable flexibility, State planning laws do establish some requirements for the issues that general plans must address. The California Government code establishes both the content of general plans and rules for their adoption and subsequent amendment. Together, State law and judicial decisions establish three overall guidelines for general plans.

- The general plan must be comprehensive. This requirement has two aspects. First, the general plan must be geographically comprehensive. That is, it must apply throughout the entire incorporated area and it should include other areas

that the City determines are relevant to its planning. Second, the general plan must address the full range of issues that affects the city's physical development.

- The general plan must be internally consistent. This requirement means that the general plan must fully integrate its separate parts and relate them to each other without conflict. "Horizontal" consistency applies as much to figures and diagrams as to the general plan text. It also applies to data and analysis as well as policies. All adopted portions of the general plan, whether required by State law or not, have equal legal weight. None may supersede another, so the general plan must resolve conflicts among the provisions of each element.
- The general plan must be long-range. Because anticipated development will affect the city and the people who live or work there for years to come, State law requires every general plan to take a long-term perspective.

Correspondence to Required Elements

The General Plan includes the seven elements required by State law – Land Use, Circulation, Open Space, Conservation, Safety, Noise, and Housing. The required Land Use and Circulation Elements have been combined into the Land Use and Transportation Element and the Noise Element has been integrated into the Conservation and Natural Resources Element. Table I-1 shows how the Campbell General Plan elements correspond to State required elements.

Table I-1: Correspondence Between Required Elements and Campbell General Plan Elements

Required Element	*Campbell General Plan Element*
Land Use	Land Use and Transportation
Circulation	Land Use and Transportation
Open Space	Open Space, Parks and Public Facilities
Conservation	Conservation and Natural Resources
Safety	Health and Safety
Noise	Conservation and Natural Resources
Housing	Housing

DOCUMENTS THAT IMPLEMENT THE GENERAL PLAN

There are many documents that support and implement the goals and policies of the General Plan. Ordinances and documents the City must update or prepare upon adoption of the General Plan include:

Zoning Code

Land uses indicated on the General Plan Land Use Map are implemented by regulations found in the Zoning chapter of the Municipal Code (Title 21). To clarify the relationship between these two documents, the term *General Plan* is used for the policy document that is basically conceptual, providing the broad framework for land uses within the City. The term *Zoning Code* refers to organized and codified legal regulations that are very specific and detailed. Zoning provides a legal mechanism for local government regulation of the land uses described in the General Plan Land Use Map.

In addition to providing specific regulations related to minimum lot size, building heights, setbacks, lot coverage, etc., for each zoning district, the Zoning Code also lists the uses that would be acceptable or could be considered in each district, as well as those that would be considered unacceptable. For some uses, further regulations are established. For example, floor area ratios (FARs) have been established in the C-3 Zone and residential zones in the San Tomas Area to respond to specific concerns about land use intensity in these districts. Zoning regulations designate the process to be used when a permit must be applied for in order to consider approval of a particular land use in a district. A table illustrating the relationship of the Campbell General Plan land use categories with zoning categories is located in Appendix B.

Special Area and Redevelopment Plans

The City approved several major land use plans, which include the North of Campbell Avenue (NOCA) Plan, The South of Campbell Avenue (SOCA) Plan, the Downtown Neighborhoods Plan and the San Tomas Area Neighborhood Plan (STANP). The City has established a redevelopment project area for the downtown area with an extended area to the southeast. In redevelopment areas, the property tax increment from new development is reinvested into the redevelopment area, whether through public improvements, economic development strategies, or other measures. All of these plans oversee the redevelopment, or more extensive development, of their respective planning areas. These plans act as powerful tools for implementing the goals and policies of the General Plan through the regulation of density, height and other design standards. Each of the plans listed above can be found in Appendix A.

Subdivision Code

A subdivision is any division of land for the purpose of sale, lease or finance. The State of California Subdivision Map Act (Government Code § 66410) regulates subdivisions throughout the state. The goals of the Subdivision Map Act are as follows:

- To encourage orderly community development by providing for the regulation and control of the design and improvement of a subdivision with proper consideration of its relationship to adjoining areas.

- To ensure that areas within the subdivision that are dedicated for public purposes will be properly improved by the subdivider so that they will not become an undue burden on the community.
- To protect the public and individual transferees from fraud and exploitation.

The Map Act allows cities some flexibility in the processing of subdivisions. Campbell controls this process through the subdivision regulations in the Municipal Code (Title 20). These regulations ensure that minimum requirements are adopted for the protection of the public health, safety and welfare; and that the subdivision includes adequate community improvements, municipal services and other public facilities. Campbell's subdivision provisions support the Subdivision Map Act and, in so doing, also support implementation of the City's General Plan.

Capital Budget and Capital Improvement Plan

Within Campbell, the General Plan serves as the foundation of the entire City's planning and budgetary actions and it forms the basis of the Capital Budget. The City's Capital Improvement Plan (CIP) is both a short and long-range plan for acquisition, improvement and/or renovation of City assets. The first year of the CIP is adopted with the Operating Budget and appropriations are approved only for the first year. The remaining six years of the seven-year CIP function as a project planning and budgeting tool. The CIP is not a static document and while the "out years" are important for planning purposes, the CIP is reviewed and updated each year. City goals and priorities evolve, or are fine tuned, and financing assumptions change over time. These changes result in modifications to the City's CIP, such as adjustments to the timing of particular projects or removal from the CIP, if a funding source cannot reasonably be identified or if City priorities have changed.

Conditional Approval for Development

The City's development requirements for some developments are approved subject to "conditions of approval." Such conditions apply to projects whether or not they require environmental review per the California Environmental Quality Act. Typical conditions of approval for a development application may include the installation of street improvements and trees. The requirements must be in direct proportion to the type and amount of development.

Streetscape Standards

Campbell's community image is created in large part by the major image streets that pass through the city. The streets, including Hamilton Avenue, Bascom Avenue, Winchester Boulevard, and the commercial portion of West Campbell Avenue near the San Tomas Expressway interchange, are wide commercial avenues with varying streetscape treatments and building setbacks. These streets give Campbell much of its character, and some of its strongest elements of community form, and delineate many of its districts. The Streetscape Standards were developed in 1993 to ensure consistency in the streetscape treatment on these major streets. The "streetscape" refers to the land directly adjacent to the street in both private and public ownership. The Standards establish the required design and materials for sidewalks, trees and landscaping.

Design Guidelines

The City of Campbell has Design Guidelines for Single Family Homes, for Low-Medium Density Residential Projects and for new development in the San Tomas Area. The City developed these documents to improve the overall image and aesthetic quality of Campbell. Used in conjunction with the Zoning Code, the Design Guidelines help guide and inform the public about the desired site and building design in Campbell. Drawn from the goals and policies of the General Plan, the Design Guidelines serve as effective tools to direct site and building design issues.

Regional Transportation Plans

The Santa Clara Valley Transportation Authority (VTA) is the designated Congestion Management Agency (CMA) in Santa Clara County. The VTA produces two planning documents that affect the implementation of Campbell's General Plan. The Congestion Management Program (CMP) is a biennial document that sets performance standards for regional roadway, transit and other transportation modes. The CMP also contains requirements for promoting alternative transportation uses consistent with air pollution control measures. In addition to the CMP, the VTA has a long-term planning document, which is updated about every three to four years: the VTP2020 Plan is the VTA's most recent version of this planning document. The CMP and VTP2020 Plans serve as tools for maintaining service levels and initiating capital improvements for major roadways and transit, supporting the City's General Plan goals.

Countywide Deficiency Plan

Local agencies are not able to affect large-scale improvements on freeways, expressways and state roadways that are not owned or controlled by them. This situation led to State legislation that Congestion Management Agencies prepare Countywide Deficiency Plans for such regionally controlled facilities. Part of the legislation defines deficiency planning and includes the identification of ways to address local impacts on regional transportation systems. Deficiency planning will allow development to continue to occur while addressing, on a larger scale, regional impacts. The VTA, acting as the Congestion Management Agency, has identified needed capital improvements and the funding for these improvements over time.

Environmental Documents

New and existing developments and uses are subject to Federal, State and local standards and requirements for protecting the environment. Requirements and standards for clean air, clean water, noise and solid waste are outlined in the Conservation and Natural Resources Element of the City of Campbell's General Plan. Sites or uses that have the potential for more serious and immediate environmental impacts, such as hazardous materials spills, are required by law under the "Tanner Act" to comply with emergency planning programs and requirements. These requirements are outlined in the Health and Safety Element of the City of Campbell General Plan.

CEQA is the acronym for the California Environmental Quality Act. It encourages the protection of all aspects of the physical environment. The CEQA review process analyzes proposed developments for their potential impacts on the physical environment. CEQA requires identification of mitigation measures to reduce or eliminate negative

impacts. For example, some traffic mitigation measures may require the construction of new streets or turn-lane improvements, while other measures may mandate bicycle facilities or trip reduction programs. The most common traffic mitigation measures require improvements to roadways and intersections to reduce congestion and traffic delays.

GENERAL PLAN PREPARATION PROCESS

Task Force

In 1998 the City Council authorized an update of the Campbell General Plan and appointed an 11-member task force to help develop the revisions. The Task Force was comprised of two City Council members and two members from each of the City's boards and commissions, as well as active members of the community at large. Many members of the Task Force have been active community members for many years, and provided insight to Campbell's issues and history. The Task Force met approximately once a month for a two-year period to discuss a wide variety of issues.

The Task Force provided direction to staff in the idea formation and production of the General Plan.

In addition to the Task Force, Campbell's General Plan was developed through a cooperative effort among citizens, the City Council, the Planning Commission, the Parks and Recreation Commission, the Historic Preservation Board, the Civic Improvement Commission and the Bicycle Advisory Committee.

GENERAL PLAN ORGANIZATION

Chapter Organization

The City of Campbell General Plan is organized into the following chapters:

1. **Introduction and Overview.** This includes General Plan vision and themes, State requirements, and requirements for General Plan monitoring, review and amendments.

2. **Land Use and Transportation.** This Element provides the physical framework for development and circulation in the City. It establishes policies related to the location and intensity of new development, citywide land use policies, future street and bikeway improvements, and addresses alternative transportation modes and parking.
3. **Open Space, Parks, and Public Facilities.** This Element outlines policies and standards relating to regional and local open space, parks and recreational facilities, and public facilities, including schools, water and wastewater.
4. **Health and Safety.** This Element addresses the risks posed by seismic and geologic hazards, flooding, as well as other topics, including hazardous materials, and emergency management.
5. **Conservation and Natural Resources.** This Element outlines policies relating to water quality, air quality, noise and historic and archaeological resources.
6. **Housing.** This Element focuses on housing availability and affordability according to State requirements.

General Plan Themes

Several themes for the General Plan were identified and considered by the General Plan Task Force, based on a recent community satisfaction survey and the strategic planning process. These themes form the basis of goals and policies throughout each chapter of the document.

- A safe, clean, comfortable and healthy environment
- A physically connected and involved community with a strong sense of identity
- Attractive residential neighborhoods and business districts
- Friendly, small-town atmosphere
- Fiscally self-reliant City government with effective basic municipal services

General Plan Structure

Each element of the General Plan is introduced by brief background information that establishes the policy context. This background material is neither a comprehensive statement of existing conditions nor does it contain any adopted policy, except where specifically stated otherwise. This background information is followed by goals and policies:

- *Goals.* Goals are general statements of values or aspirations held by the community. Because goal statements are general in nature they tend to have broad community support, and are not typically controversial.
- *Policies.* Policies are more precise expressions regarding how a particular goal will be interpreted or implemented.

- *Strategies:* Strategies are an action, activity or program carried out in response to an adopted policy to achieve a specific goal.

Policy Numbering System

Policies in the General Plan are organized using a two-part numbering system that is intended to give each goal and policy a distinct, easily referenced number. The first part refers to the element, and the second refers to the specific goal or policy. The first part is represented by the abbreviated initials of the element (such as LUT for Land Use and Transportation). For the second part, goals are represented by a number and policies by a secondary number. Thus, the first goal in the Health and Safety Element is HS-1, the first policy is HS-1.1, and the first strategy is HS-1.1a.

Land Use and Transportation

INTRODUCTION

Campbell has an ideal layout, with a traditional Downtown in the heart of the city, a natural creekside trail used by pedestrians and bicyclists both recreationally and for commuting, a beautiful collection of parks, a community center on a historic campus, a mix of housing types and a variety of shopping facilities that are accessible to neighborhoods and employment centers. Campbell enjoys a nearly perfect balance between the number of jobs and workers within its borders. Campbell's attractive living environment is enhanced by its central location in the Bay Area, and extensive regional transportation network including the Vasona Light Rail. Regional mobility is important because Campbell's location affords residents, visitors and employers convenient access to all parts of the Silicon Valley and the San Francisco and Monterey Bay Areas. Several freeways serve Campbell for regional mobility including: Highway 17 (which is the southern extension of Interstate 880), Highway 85 to the south and Interstate 280 to the north. These highways provide excellent north-south and east-west regional automobile access. Campbell has only a few arterials throughout the City to handle peak hour traffic. Difficulties arise as some commuters use residential streets during peak commuter periods in efforts to bypass freeway or arterial traffic.

The Land Use and Transportation Element outlines the community's aspirations and vision for maintaining the ideal layout of the physical environment, while integrating new development sensibly into the existing fabric of the community. The function and physical appearance of streets and buildings within Campbell shapes the image of the city and reflects its community pride and values. The Land Use and Transportation Element identifies goals, policies and strategies that define preferred land uses and development standards that will enhance the function and physical appearance of the community, accentuate Campbell's traditional small town environment and provide greater accessibility and mobility through a multi-modal circulation system that is balanced, safe, convenient, and available to all users including pedestrians, bicyclists, those with disabilities, and transit users within and between Campbell's neighborhoods and community facilities.

The goals, strategies and policies encourage well-landscaped, attractive and functional development, connected through a network of transportation alternatives that tie the community together, ideally resulting in an overall reduction of automobile traffic, carbon emissions and land use conflicts. The goals and policies are intended to promote and implement alternative transportation options while ensuring that appropriate levels of automobile traffic occur on the streets for which they were designed; and that traffic resulting from commercial and industrial development does not adversely infringe upon residential neighborhoods.

The Land Use and Transportation Element also encourages integration of traffic calming techniques in areas not intended for faster through traffic. At the same time, this Element seeks to enhance mobility by working with neighboring cities and the Valley

Transportation Authority to implement and operate facilities of regional significance, such as arterials and expressways as well as regional public transit. The Element identifies goals and policies that will enhance Campbell as a quality place to live, work and play.

The Land Use and Transportation goals and policies harmonize with the community vision and community goals, which are to encourage a safe, clean, comfortable and healthy environment; a physically connected and involved community with a strong sense of identity; attractive residential neighborhoods and business districts; a friendly, small-town atmosphere; and a fiscally self-reliant City government with effective basic municipal services.

The Land Use and Transportation Element lays out a vision of the distribution, location, and intensity of all land uses, and the transportation network for moving people, goods and services within the city – not just what they are now, but what they will be in the future. This Element satisfies the State requirement for both the Land Use and Circulation Elements. The Land Use and Transportation Element will focus on:

- Population characteristics
- Land Use (Land Use Diagram, Land Use Categories)
- Transportation (Roadways, roadway maintenance, the Neighborhood Traffic Management Program, Complete Streets policies and practices, Street Lighting, Parking, Traffic Volumes, Bicycle and Pedestrian Transportation, Public Transit, and disabled access)
- Community Design (Neighborhoods, Gateways/Boundaries, Streets and Public Improvements, Historic and Cultural Resources, Land Use Compatibility, Amenities, Open Space and Community Linkages, Access to Development, and Building and Site Design)
- Area Plans (Pruneyard/Creekside Commercial District, North of Campbell Avenue, South of Campbell Avenue, San Tomas Area Neighborhood, Campbell Redevelopment Area, Downtown, Downtown Neighborhoods)
- Goals, Policies, and Strategies(Regional, City-Wide and Neighborhoods)

POPULATION

Campbell's population has grown steadily over the past three decades. When Campbell incorporated in 1952, the population was approximately 7,800. By 1970, the City's population doubled. During the early 1980s, the City annexed land in the San Tomas neighborhood, and by the 1990 U.S. Census, the population count for the City of Campbell was 36,048. The 2000 U.S. Census population count is 38,138.

The proposed General Plan at buildout would accommodate a population level of approximately 41,825, or 9.7 percent over 2000 levels, as shown in Table LUT-1: Historic and Projected Population. This population increase would be generated from the potential increase of 1,600 housing units, concentrated mainly on mixed-use redevelopment sites along light rail transit corridors and infill development.

Table LUT-1:
Historic and Projected Population

	1980	*1990*	*2000*	*2020*[1]
Population	26,910	36,048	38,138	41,946
Percent Increase		34%	5.8%	10 %

1. Assuming the development of 1,600 housing units at 2.38 persons per household by 2020. The population could vary depending on the actual number of persons per household.

Source: U.S. Census, California Department of Finance.

Non-residential building space in Campbell will increase nine percent from an estimated 10.2 million square feet to nearly 11.2 million square feet, as shown in Table LUT-2: General Plan Buildout Projections for Non-Residential Floor Space. This results from application of average assumed densities and floor area ratios (shown in Appendix B) to vacant sites and areas with potential redevelopment/intensification opportunities.

Table LUT-2:
General Plan Buildout Projections for Non-Residential Floor Space

Land Use	*Existing (sq. ft.)*	*Projected Net New Building Area at General Plan Buildout (sq. ft.)*	*Total (sq. ft.)*
Auto-related	413,011	(115,223)	297,788
Retail/Restaurant/Hotel	2,813,528	167,392	2,980,920
Industrial	2,529,444	(64,888)	2,464,556
Prof. Office	3,002,303	986,924	3,989,227
Parking Structures	419,500	-	419,500
Quasi-Public	1,058,072	(34,116)	1,023,956
Total	**10,235,857**	**940,089**	**11,175,946**

The time at which full development ("buildout") will occur is not specified in or anticipated by the Plan; Therefore, the levels of "buildout population" may be reached in a 15-25 year period. Designation of a site for a certain use does not necessarily mean that the site will be built/redeveloped with the designated use over the next 8-10 years, the horizon of the Plan.

LAND USE

Campbell is a predominantly built-out community. Many believe there is little room for growth or change in the physical environment due to the scarcity of vacant land. However, land use is dynamic and change is constant from within and without. Guiding change in an effort to maintain the quality of life in Campbell is a challenge. In making land use decisions, the City's decision makers must consider which land uses will best serve the public interest, while allowing property owners reasonable property use. Maintaining this balance has always been a primary function of land use planning.

Land for the development of homes has become scarce within the City. As a result of increasing demand for homes in the City and the Santa Clara Valley as a whole, the City is feeling the pressure to develop the maximum number of units on each site. The character of some neighborhoods has been affected by this intensification trend, and as a

result, the land use category of some neighborhoods has been changed to a lower density to reflect the existing housing types. Conversely, some neighborhoods have been identified as areas where density can increase due to factors such as proximity to light-rail. In those areas the land use category on the General Plan Diagram has intensified.

As the City has limited resources in terms of vacant land, there are no plans to locate solid and liquid waste disposal, including hazardous waste facilities, within the City of Campbell boundaries. The City participates with Santa Clara County and the cities within Santa Clara County to site solid and hazardous waste facilities in appropriate locations where they will not pose nuisance and health threats to the population, and where the potential for groundwater contamination and air pollution is minimized. See the Health and Safety Element and the Conservation and Natural Resources Element for more information.

Some land within the City of Campbell is located in special flood hazard areas. The land adjacent to the Los Gatos Creek, San Tomas Aquino Creek and Smith Creek may be designated as "Areas of 100-year flood" by the Federal Emergency Management Agency. In areas with flood potential, the City ensures that new construction meets State and local standards for construction as mandated by the Uniform Building Code. For more information on Flooding, see the Health and Safety Element.

The Land Use Diagram

Campbell's General Plan Land Use and Transportation Diagram is a graphic representation of the policies set forth in the Land Use and Transportation Element. The Diagram has the following major land use categories:

- Residential
- Industrial
- Commercial/Office
- Public/Government Facilities
- Mixed-use and Special Planning Areas

Each of these categories is divided into subcategories, based on density and land use type. The various land use categories are applied to geographic land areas within the community, to indicate which land uses the City believes will be the most appropriate at that location.

Figure LUT-1a: Total Existing Building Floor Area by Land Use

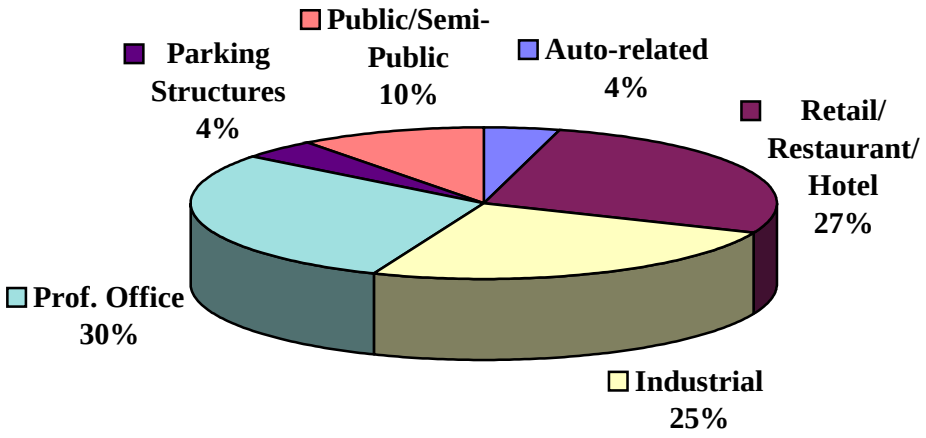
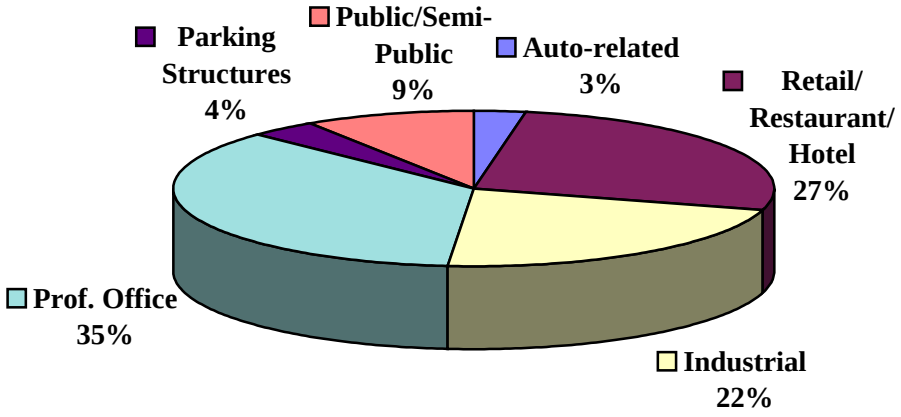


Figure LUT-1b: Total Projected Building Floor Area by Land Use at Full Buildout of the General Plan



Land Use Categories

Residential Development

The quality and livability of existing residential neighborhoods are often intangible elements, but they are important to community life. The General Plan focuses on enhancing neighborhood character, attracting quality development and providing opportunities for neighborhood interaction. The compatibility of residential development is determined by such factors as housing density, lot size, lot configuration, building scale and type, and building design. It is a goal of the City to maintain a variety of residential land use options. The various residential designations are as follows:

Low-Density Residential (Less than 3.5 units per gross acre): Development at this density is most often in the form of single-family detached homes on large lots (typically 10,000 square-foot lots or larger). The allowable density of less than 3.5 units per acre results in a population of approximately one to nine persons per acre.

Low-Density Residential (Less than 4.5 units per gross acre): This designation also provides for detached single-family homes on larger lots (typically 8,000 to 9,000 square- foot lots). The allowable density of less than 4.5 units per acre results in a population of approximately one to 11 persons per acre.

Low-Density Residential (Less than six units per gross acre): This designation provides for detached single-family homes (on lots that are typically 6,000 square feet). The allowable density of less than 6 units per acre results in a population of approximately one to 15 people per acre.

Low-Medium Density Residential: The low-medium density residential category permits a range of 6 to 13 dwelling units per gross acre. Developments at this density consist generally of duplexes, small apartment buildings, and small lot single-family detached homes when the PD (Planned Development) Zoning Designation is utilized. The allowable density of 6-13 units per acre results in a population of approximately 15 to 32 persons per acre.

Medium Density Residential: The medium density residential classification on the land use plan permits a range of 14 to 20 units per gross acre, which results in a population of approximately 35 to 49 persons per acre. Historically, new development at this density has been in the form of apartments, condominiums and townhouses.

High Density Residential: The high density residential category permits from 21 to 27 units per gross acre. Developments at this density consist generally of apartments and condominiums, and similar types of residential uses. The allowable density of 21 to 27 units per acre results in a population of approximately 52 to 67 persons per acre.

Mobile Home Park: The Mobile Home Park category was created to discourage the conversion of several functioning mobile home parks to other uses, since mobile home parks have traditionally provided low-to-moderate income housing for Campbell residents. The allowable density is 6 to 13 units per gross acre, which results in a population of approximately 15 to 32 persons per acre.

Commercial Development

Commercial designations have a broad range of uses. Retail and service business, professional offices, banks, restaurants, and similar types of uses are allowed in commercial zones. Floor Area Ratios (FARs) in Commercial designations vary by Special Project Area. Special Project Areas are discussed beginning on page LUT-32.

The visual quality of commercial streets is enhanced when buildings form a street-wall, by extending them along the street. Through good design, commercial building placement and scale can enhance the image of the community. Visual quality is also improved through appropriate and complementary building scale, which means the relationship of new development to existing buildings.

In Campbell there are four commercial designations as follows:

> Central Commercial: The Central Commercial designation is used for the heart of Campbell including parts of Campbell and Winchester Avenues in Downtown Campbell. This area is intended to provide shopping, services and entertainment within a pedestrian oriented, urban environment. Building forms in this designation edge the street and should include retail commercial uses on the ground floor with either office or residential uses on the second and third floors. For more information on the Downtown area, refer to the Downtown Area Plan in Appendix A.
>
> General Commercial: This category permits commercial uses that need exposure to high volumes of automobile traffic or access to transit corridors. Most of the land in Campbell that is designated for General Commercial is located along both sides of Bascom and Hamilton Avenues and parts of Winchester Boulevard. Commercial development in these areas is highly visible, hence the placement and scale of buildings is especially important to the community image.

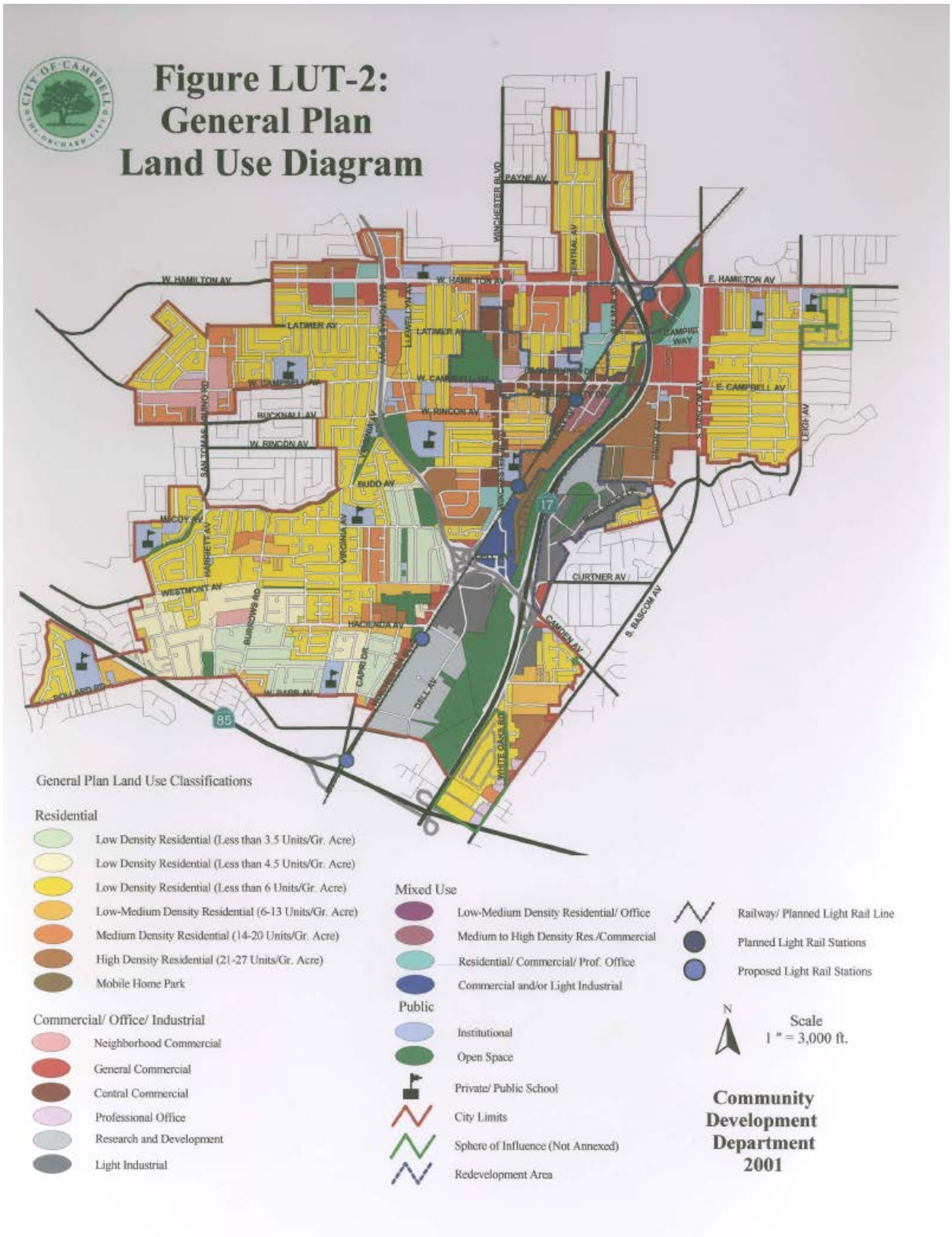


Figure LUT-2:
General Plan
Land Use Diagram
CITY OF CAMPBELL
HOME OF ORCHARD CITY
W. HAMILTON AV
E. HAMILTON AV
PAYNE AV
WINCHESTER BLVD
LATIMER AV
W. CAMPBELL AV
E. CAMPBELL AV
BUCKNALL AV
W. RINCON AV
BUDD AV
MCCOY AV
HARRIETT AV
WESTMONT AV
BURBANK RD
HACIENDA AV
CAPRI DR
DELL AV
CURTNER AV
CAMDEN AV
S. BASCOM AV
LEIGH AV
SAN TOMAS AQUINO RD
VIRGINIA AV
LLEWELLYN AV
CAMPIST WAY
WHITE OAKS RD
17
85
General Plan Land Use Classifications
Residential
Low Density Residential (Less than 3.5 Units/Gr. Acre)
Low Density Residential (Less than 4.5 Units/Gr. Acre)
Low Density Residential (Less than 6 Units/Gr. Acre)
Low-Medium Density Residential (6-13 Units/Gr. Acre)
Medium Density Residential (14-20 Units/Gr. Acre)
High Density Residential (21-27 Units/Gr. Acre)
Mobile Home Park
Commercial/ Office/ Industrial
Neighborhood Commercial
General Commercial
Central Commercial
Professional Office
Research and Development
Light Industrial
Mixed Use
Low-Medium Density Residential/ Office
Medium to High Density Res./Commercial
Residential/ Commercial/ Prof. Office
Commercial and/or Light Industrial
Public
Institutional
Open Space
Private/ Public School
City Limits
Sphere of Influence (Not Annexed)
Redevelopment Area
Railway/ Planned Light Rail Line
Planned Light Rail Stations
Proposed Light Rail Stations
N
Scale
1 " = 3,000 ft.
Community
Development
Department
2001

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The building forms should typically frame the street, with parking lots either behind or under the building. Auto related uses, such as auto repair, are not allowed to locate in the General Commercial areas.

Neighborhood Commercial: The Neighborhood Commercial category is designed to encourage the location of commercial uses at major intersections in residential areas. Neighborhood Commercial uses accommodate small-scale, lower intensity commercial and office uses that provide goods and services to the adjacent residential neighborhood and are accessible by automobile, bicycle, transit, and by foot. Neighborhood Commercial areas should be designed to encourage convenient pedestrian and bicycle travel to and from surrounding neighborhoods. The architecture of the buildings should be compatible to the neighborhood. Grocery stores, pharmacies, restaurants, laundries and personal services are examples of neighborhood commercial uses.

Professional Office: The Professional Office land use designation permits administrative, professional and research uses that may provide a customer service or be more corporate in nature. Office uses are dispersed throughout the City, since they are permitted in most non-residential zoning districts. Because office uses generally have a less intense impact on adjacent land uses than other commercial uses, they often provide a buffer between residential and commercial or industrial uses. Location and design of office developments should include proximity to transit lines and connections to light rail as well as bicycle routes.

Mixed-Use

Within the City of Campbell, there are several areas where a mix of uses is encouraged. Adding residential development along some of the City's commercial corridors will create activity along the street, provide a variety of housing types near work and shopping, and enhance public safety. This strategy ensures safer, more viable commercial areas with the mixed-use residents providing around the clock "eyes and ears" for greater safety and helping to ensure the viability of the commercial uses. Also, mixed-use development should be located next to sidewalks or landscape setback areas adjacent to the public street to enhance visibility, pedestrian and bicycle access and interaction with the commercial uses. The maximum floor area ratios (FAR) are contained in specific land use policies for each project area. Residential densities will not be counted against the allowable FAR to provide incentive to developers to construct housing near employment centers and public transit.

Several of the areas designated for Mixed-Use Development are part of Area Plans such as the North of Campbell Avenue Area Plan (NOCA) and South of Campbell Avenue Area Plan (SOCA) which are within one-half mile of either the Downtown Campbell or Winchester light rail stations. Development Standards will be created for many of the mixed-use designations listed below.

The General Plan contains four categories of mixed land uses:

Low-Medium Density Residential and/or Professional Office: This designation occurs primarily near Downtown, where there is a need for office uses to buffer

the single- family homes from commercial impacts. Many parcels designated with the Low-Medium Density Residential and/or Professional Office category have homes that are on the Historic Inventory. These homes may be converted to office use, however the character of the historic homes and the single-family residential neighborhood should be maintained.

Medium to High Density Residential and/or Commercial: This Land Use Designation occurs near Downtown, in the South of Campbell Avenue Area (SOCA). These parcels primarily front Railway Avenue, Dillon Avenue and Gilman Avenue and are zoned higher densities purposefully near the Light Rail to encourage residents to get out of their cars and use public transit. The General Plan identifies these parcels for commercial or a mix of uses, promoting commercial on the ground floor and residential above, similar to the uses along Campbell Avenue in Downtown Campbell. The SOCA plan identifies maximum floor area ratios and minimum lot sizes for this area.

Residential / Commercial / Professional Office: There are several areas within the City with this designation including the NOCA area, several parcels on Hamilton Avenue west of San Tomas Expressway and areas along the Vasona Light Rail line. The Residential / Commercial / Professional Office Designation is intended to provide a residential component to traditional commercial and/or professional office uses. The intent of this designation is to maintain the commercial and office uses on the ground floor, with residential on the upper floors. Development standards will be created for these areas regarding minimum lot coverage and floor ratio requirements. The Development standards will also ensure quality site design (e.g. encouraging building placement toward the street edge and parking in the rear or underneath).

Commercial and/or Light Industrial: This area is located on Old Camden Avenue, southeast of Winchester Boulevard, in the SOCA planning area. The Commercial and/or Light Industrial designation is intended for service commercial type uses. Auto repair facilities and similar uses are encouraged to locate in this area.

Industrial Development

Industrial development in Campbell is located primarily along Dell Avenue, the McGlincey Lane area and Old Camden Avenue. Uses in Campbell's industrial areas include research and development, small start-up companies, warehouses, and auto repair. Buildings vary in size and appearance. Nearly all of Campbell's industrial land is built-out. The City seeks to upgrade the function and appearance of these industrial areas by encouraging high quality development. The City maintains two industrial designations as follows:

Research and Development: This designation accommodates campus-like environments for corporate headquarters, research and development facilities and offices. The Research and Development designation accommodates uses such as incubator-research facilities, testing, packaging, publishing and printing.

Light Industrial: This designation is intended to provide and protect industrial lands for a wide range of light manufacturing, industrial processing, general

service, warehousing, storage and distribution and service commercial uses, such as automobile repair facilities. Industries producing substantial amounts of hazardous waste or odor and other pollutants are not permitted. Businesses serving commercial uses such as food services or office supply would be allowed as ancillary uses, subject to appropriate standards.

Institutional

The General Plan provides for civic, social service, educational, cultural or charitable uses operated by a government or private agency serving the public under the category of *Institutional*. The term institutional can include facilities owned or operated by a private organization, such as a private school or religious organization, as well as facilities owned or operated by a public entity, such as public buildings and grounds.

The City operates a variety of facilities for its citizens, including the Civic Center complex, the Community Center, Adult Center, and the Campbell Historical Museum. More information on these facilities can be found in the Open Space, Parks and Public Facilities Element of the General Plan.

Open Space

This designation provides for a variety of uses of land that include areas of natural resources, recreation and areas of enjoyment of scenic beauty, such as parks, creeks and trails. Historically, Campbell contained large expansive open space in the form of orchard land. Today, however, there is no land devoted to commercial agriculture, though non-commercial agricultural uses are allowed in areas designated for residential and open space land uses. More information on Open Space can be found in the Open Space, Parks and Public Facilities Element of the General Plan.

TRANSPORTATION

The object of a community circulation system is to provide its users safe, efficient and convenient navigation of the transportation system, regardless of the mode of transportation. The Complete Streets Act of 2008 requires cities to accommodate safe and convenient travel for all users including bicyclists, pedestrians, transit users, and people of all ages and abilities to reduce automobile traffic congestion and greenhouse gas emissions, while enhancing recreational and healthier alternatives for travel. For purposes of this document, travel is defined as moving people, goods, and services by means of multiple modes of transportation including motorized vehicles, public transit, bicycle, walking and wheel chair. The roadway system is the foundation for moving people, goods and services within and through Campbell. Its right-of-way provides the opportunities for growing and enhancing mobility options while “leveling the playing field” when it comes to providing bicycle, pedestrian and transit opportunities. Transportation is a complex web of travel modes, operators, and behaviors. Historically, traffic and transportation policy has emphasized the convenience and priority of the automobile. However, recent State and regional land use policy has emphasized the need to stress alternative modes of transportation in its efforts to alleviate traffic congestion and improve air quality. The transportation component of this Element is intent on establishing policy that will integrate pedestrian, bicycle, auto, and public transit into a

unified system that balances all modes of transportation for all users in a convenient, safe and effective manner.

In planning a transportation network, the street system provides the framework for organizing the various modes of travel and establishing a blue print for how that system will be used. The City's inventory of streets is classified based on capacity and intended purpose under the appropriate transportation mode which is designed in a safe, efficient and convenient manner. Table LUT-3 categorizes the City's street system.

Table LUT-3: Transportation Network Classifications

Category	*Function*
Freeways	Freeways are designed to be high-speed, high-capacity facilities with limited access and grade separations at cross streets. The primary function of freeways is to provide high mobility for regional and countywide motorized travel. Freeways are designed, operated, and maintained by the State of California. Both Highways 17 and 85 traverse Campbell.
Expressway	Expressways are major divided arterials with access limited primarily to grade separations and at-grade intersections. The purpose of expressways is to serve countywide trips. Expressways are generally designed, operated, and maintained by the County of Santa Clara. San Tomas Expressway, the only expressway in Campbell, is also used for bus transit and bike travel. Bike use is available in both the northbound and southbound directions. The expressway is not used for pedestrian travel, except for access to transit stops.
Arterial	Arterials are major multi-lane streets that primarily function to serve through traffic for inter-city and intra-city trips. Arterials also provide access to adjacent properties. Both bike routes and bike lanes can be found on arterials along with ADA accessible pedestrian sidewalks for access to commercial services. • Class I arterials generally have little on-street parking and serve major bus routes such as Hamilton and Bascom Avenues. • Class II arterials generally have on-street parking and serve major bus routes such as Campbell Avenue and Winchester Boulevard.

Collector	Collectors are low- to medium-speed two-lane or multi-lane streets that serve to collect and channel local traffic to arterials and to distribute arterial traffic onto local streets. Collectors provide mobility and land access via driveways and on-street parking. Collectors serve bus routes, bicyclists and pedestrians and provide transit opportunities. • Commercial/Industrial Collectors have adjacent commercial and industrial land uses. • Residential Collectors serve the residential neighborhood they penetrate.
Local Access	Local streets are low-speed two-lane streets that provide direct access to abutting land uses. Local streets provide the lowest level of mobility and usually serve no bus routes. Local streets are used for bicycle and pedestrian circulation connecting neighborhoods with services and recreational amenities.
Private Lane	Private streets are low-speed access streets that provide direct access to properties within a particular subdivision or development. Private streets are maintained and operated by Home Owners Associations or individual private landowners.
Bike Path	Bike Paths are paved facilities that are physically separated from roadways used by motor vehicles by space or a physical barrier and are designated for bicycle use. The Los Gatos Creek Trail falls in this category. (Class I)
Bike Lanes	Bike Lanes are lanes on the outside edge of roadways reserved for the exclusive use of bicycles, so designated with special signing and pavement markings. (Class II)
Bike Routes	Bike Routes are roadways recommended for use by bicyclists and often connect roadways with bike lanes and bike paths. Bike routes are designated with signs. (Class III)

Pedestrian Mobility

The City of Campbell prides itself on its small town character and its unique sense of place. This is reflected best in the downtown core and its surrounding neighborhoods. The lifestyle and ambiance of the downtown area is a slice of traditional "Americana" where locals often stroll to their favorite downtown restaurant, summer concert series or neighborhood park. What is conspicuously distinctive about a district like the downtown is the convenience and enjoyment of being able to walk to destinations and services. Having a safe and convenient network of pedestrian routes encourages community

interaction, health and minimizing the use of motorized vehicles which tend to isolate a community while contributing to traffic congestion and carbon emissions.

The City has extended this formula to areas outside the downtown core, including the use of bulb-outs, pedestrian level street lighting, wide sidewalks and pedestrian-oriented development as exemplified in the East Campbell Avenue Master Plan and the Winchester Boulevard Master Plan. These area plans promote the extension of pedestrian oriented development and infrastructure throughout the Priority Development Area (PDA) where pedestrian connections to services and transit stations serve as a foundation for development.

While some industrial areas and older commercial areas lack acceptable pedestrian connectivity, the City is looking to further the ideals of pedestrian circulation throughout the City and its neighborhoods as opportunities arise in the development review process as well as the City's annual Capital Improvement Program (CIP). Through development policies and a proactive CIP process, existing neighborhoods and districts can be retrofitted with pedestrian paths of travel to improve connections and safety for school children, older adults, and residents wanting to access services, parks and transit stations.

Goals and policies have been developed that encourage pedestrian connections throughout the City, by encouraging connected, interesting site design. As Special Area Plans are developed, they will need to be reviewed to ensure their policies are consistent with Complete Streets strategies as well.

Bicycle Mobility

Since the City is only six and a half square miles in area and geographically flat, traversing the City of Campbell by way of bicycle is an available transportation option for most. The City's goals are to provide a network of bike lanes, routes and paths within its street system to encourage and serve a broad range of bicycle abilities. The City has in place a Bicycle and Pedestrian Advisory Committee that advises the City Council on bicycle mobility policy. The City employs over 30 miles of bike routes and lanes, and the Los Gatos Creek Trail provides a Class 1 bike path for both commuters and recreational use through the City. The City is committed to developing a comprehensive bicycle transportation network linking existing and planned regional networks in order to expand the breadth of opportunities for bicycle users.

Bicycle facilities include bike paths, bike lanes and bike routes:

- Bike Paths are paved facilities that are physically separated from roadways used by motor vehicles by space or a physical barrier and are designated for bicycle use.
- Bike Lanes are lanes on the outside edge of roadways reserved for the exclusive use of bicycles, so designated with special signing and pavement markings.
- Bike Routes are roadways recommended for use by bicycles and often connect roadways with bike lanes and bike paths. Bike routes are designated with signs.

Figure LUT-4 depicts the locations of the existing and proposed bike lanes, bike paths and routes. There are links between Campbell bikeways and bikeways in the neighboring cities of San Jose, Los Gatos and Saratoga. Santa Clara County allows bicycles on all expressways including San Tomas Expressway. The Los Gatos Creek Trail provides a

north-south connection linking Campbell to San Jose to the north and Los Gatos to the south.

Public Transit

In order to provide mobility to the greater region, Campbell must have a transportation system that provides choices for multiple methods of travel that are available to all facets of the community with good connectivity to all destination points, both within the City and beyond. This mobility will be enhanced by a variety of methods including the extension of local and regional public transit serving as an essential component of a comprehensive transportation system by providing an affordable alternative to the automobile, and reducing traffic congestion and carbon emissions. The City of Campbell enjoys three light rail stations along the Vasona Light Rail Corridor, including stations at Hamilton Avenue, Downtown Campbell and Winchester Boulevard. Additionally, the City has access to extended bus service, and para-transit for the elderly and disabled, all operated by the Santa Clara Valley Transportation Authority (VTA).

These regional measures will be linked to and coordinated with the City's existing circulation system so that Campbell's residents and business community will have excellent mobility both within the City and to destinations beyond. The challenge in providing this mobility will be protecting the heart of the community and its internal connectivity by breaking physical impediments and barriers such as those posed by freeways and expressways, with connective elements such as trails and over crossings. The Land Use and Transportation goals and policies will identify strategies to encourage a greater range of transportation options that are widely used by making them safer, more accessible and more efficient.

Figure LUT-3
Roadway Classifications Diagram

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Roadway Maintenance

The City maintains or contracts maintenance of all improved public streets, associated signs and striping. The City uses a Pavement Management System to identify and prioritize major preventive and corrective maintenance needs. All City streets are surveyed and rated on a biennial basis. Maintenance needs are identified by measuring observed pavement conditions against a City standard for system-wide average pavement surface conditions and standards establishing road repair strategies with the condition rating for individual street segments. Depending on the rating of a specific street, differing repair approaches ranging from patching to reconstruction may be required. Larger resurfacing jobs are usually contracted out to private contractors, with City crews' primarily handling preventive maintenance such as crack sealing and filling potholes.

Street, roadside area, parking district, walkway and bike path cleaning are ongoing City services. Street cleaning of Downtown streets occurs twice per week. Arterials are cleaned once a week and other improved streets are cleaned two times a month, in addition to an as-needed or requested basis.

The Neighborhood Traffic Management Program

The Neighborhood Traffic Management Program (NTMP) is essentially a set of guidelines by which the public and City staff can work together to improve neighborhood livability by managing speeding and cut-through traffic on residential streets. The NTMP develops procedures for addressing neighborhood traffic issues, defines what speeds and cut-through traffic volumes are considered excessive, and creates a toolbox of acceptable neighborhood traffic calming strategies for managing traffic speeds and volumes.

Street Lighting

The City maintains an extensive system of streetlights for the purpose of pedestrian and vehicle way lighting and to reduce the likelihood of crime. City owned lights on arterials and in city-owned parking lots are routinely surveyed for maintenance needs. The City also monitors new lighting technologies and circuiting techniques to reduce energy and maintenance costs.

Parking

The City regulates parking on City streets and maintains several public parking lots. Most residential streets have no parking restrictions, however some street parking spaces in Downtown have time limitations. All parking on City-owned lots and streets is currently free. The City imposes minimum on-site parking requirements for private development, and more lenient standards for businesses in Downtown due to the ability to share parking. Parking standards for new or expanded development projects are defined in the Campbell Municipal Code. These standards are occasionally modified in response to new or changed conditions, such as new land use types or changing parking demands. The City's parking standards are comparable to other jurisdictions.

In the 1970s, large cannery/warehouse buildings in Downtown were converted to office uses, creating additional parking demand as a result of the intensification of the use. A municipal bond was issued to build a parking structure for these large office and commercial buildings in Downtown to satisfy parking demand caused by the conversions.

Since that time, parking demand in the Downtown area has been increasing as other shops, restaurants, and offices continue to intensify and become more popular. In 1999 the City provided 95 new parking spaces along Civic Center Drive and Orchard City Drive to ease parking demand. In 2002, a 300 space public parking structure was built in the downtown. The Downtown Development Plan (Appendix A) outlines goals and policies for providing adequate parking in Downtown, maximizing the use of existing and future parking resources and encourages the joint utilization of parking. The City is continually looking for creative ways to increase the supply of parking due to increased demand in the Downtown area.

The City's adoption of the California Green Building Standards in 2011 includes requirements for both short and long term bicycle parking in new developments. The City has also provided public bike racks in the Central Commercial District where pedestrian and bicycle travel is most prevalent. Future public works projects within the Priority Development Area will examine the need for new or additional public bike racks.

Traffic Volumes

Campbell's Land Use and Transportation Plan control the intensity of development, based on the capacity of the street network to carry traffic, incorporating measures that protect the heart of the community and residential areas from through traffic. The term "traffic carrying capacity" is subjective. Its definition is based on the desired maximum road width and number of travel lanes and the "level of service." Level of service is a measurement that determines the level of traffic congestion on a given roadway (for a more complete description of traffic technical criteria and terminology, please refer to the Technical Appendices). The General Plan links existing and future land use activities with the existing and future street improvements, and other transportation systems, so that an acceptable level of service can be provided to the residents and businesses of Campbell.

Figure LUT-4: Bicycle System

N

Scale
1" = 3,000 ft.

Bicycle System
- Bike Lane
- Bike Route
- Bike Paths/ Trails
- Proposed Bike Routes
- Proposed Bike Paths/ Trails
- City Limits

Campbell Community Development Department 2001

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COMMUNITY DESIGN

Campbell contains many community assets and activity areas that enhance the City's distinctive character and sense of place. These elements, such as commercial corridors, residential neighborhoods, natural and historical resources, and public improvements, provide opportunities for community pride and an enhanced quality of life. Campbell's central position in the Valley provides both excellent accessibility and beautiful views of the surrounding hillsides.

In 1991, Campbell's Community Design Study was prepared, which identified the major components of community form that is comprised of the existing and desired character of the City. The Study also identified the role and characteristics of the various components of community form as well as appropriate design strategies to enhance the City's image. In general, the design strategies of the Community Design Plan seek to encourage high quality development, which integrate the goals of the City as a whole. Many of the ideas presented in the Community Design study are presented in this section.

This section discusses the enhancement of the overall community life and character through the strengthening of neighborhoods and by the use of gateways, streetscapes, historic and cultural resources, interrelationships of land uses, multi-modal linkages and access, and building and site design. The Community Form Diagram illustrates the essential components of community form that make Campbell such a special place to live.

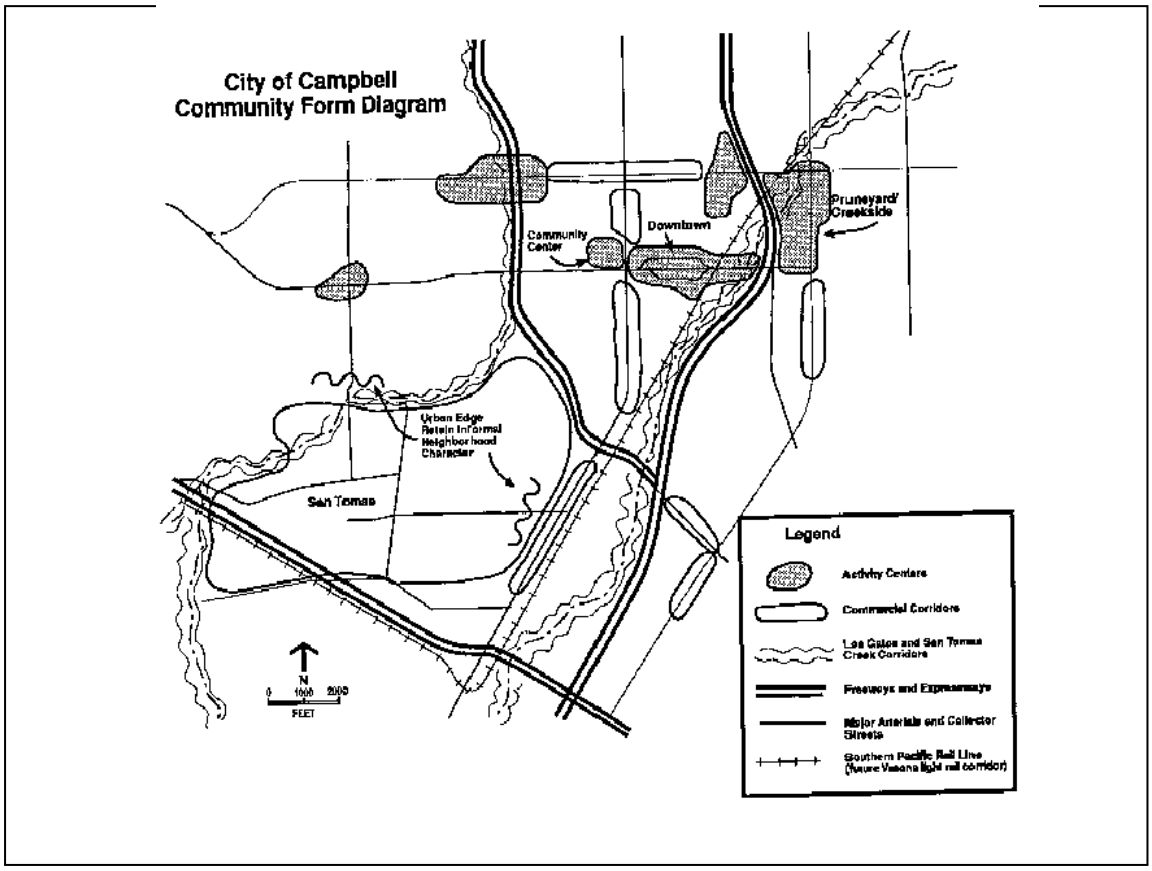

Figure LUT-5: Campbell Community Form Diagram

Priority Development Area

In 2007, the City established a Priority Development Area (PDA) under the regional planning initiative called FOCUS implemented by the Association of Bay Area Governments (ABAG). FOCUS is intended to further the development of self sustaining communities by bringing housing closer to public transit and services in order to reduce automobile traffic resulting in lower greenhouse gas emissions and improved air quality. The City identified the Central Campbell Redevelopment Project Area as a PDA that includes the area in and around the downtown. This area is planned for higher density residential and mixed use development in proximity to public transportation and services and will be the focus for the City's higher density development.

Neighborhoods

Campbell has a variety of residential, commercial, industrial and mixed-use areas that have evolved into special, identifiable neighborhoods. Figure LUT-6 illustrates the location of Campbell's neighborhoods, and Table LUT-2 shows the land uses distribution in each of Campbell's neighborhoods.

Neighborhoods are the building blocks of the community. Thus, neighborhood integrity is the heart of community character. A neighborhood should have a central focal point that serves as a place for gathering and interaction. Neighborhoods should offer residents a range of recreational, commercial, religious and educational opportunities. Neighborhoods should also be bicycle and pedestrian friendly. Walkable, bikable, and accessible neighborhoods are tree lined, safe, have pedestrian and bicycle connections with surrounding neighborhoods and nearby shopping facilities and offer a comfortable walking and bicycling environment with ready access to public transportation.

Issues that affect neighborhood integrity include the proximity of residential and nonresidential uses (incompatible land use), loss of connectivity to other neighborhoods, poor site design, lack of adequate public facilities and lack of identity.

Goals, policies and strategies in the Land Use and Transportation Element promote the enhancement of Campbell's neighborhoods.

Figure LUT-6: Campbell Neighborhoods

N

Scale
1" = 3,000 ft.

Neighborhood Boundaries

Campbell Community Development Department 2001

Table LUT-4: General Plan Land Use Acreage by Neighborhood

Land Use Designation	*Central Camp-bell*	*Creekside/ Campisi*	*Dell*	*East Camp-bell*	*McGlincey*	*North Camp-bell*	*Pruneyard*	*San Tomas*	*Union*	*West Camp-bell*	*White Oaks*	*Sphere of Influence*	*Total*
Residential[1]													
Low Density (< 3 DU/GA)								140.7					140.7
Low Density (< 4.5 DU/GA)								132.0				1.7	133.7
Low Density (< 6 DU/GA)	171.9			173.4		71.6		298.4	9.8	189.9	28.7	75.7	1,019.4
Low-Med. Density (6-13 DU/GA)	43.9			5.2		8.6		57.0	3.3	11.5	28.0		157.5
Medium Density (14-20 DU/G A)	99.6			3.9		6.0		29.2	1.4	42.0		3.1	185.2
High Density (21-27 DU/GA)	54.6					6.7		8.2	75.5	14.0	16.9		175.9
Mobile Home Park	16.9								10.0				26.9
Commercial													
Central Commercial	64.6												64.6
General Commercial	45.0	22.7		24.1	4.0	18.5	25.1	14.3	11.1	18.0	3.1		185.9
Neighborhood Commercial								9.2		34.7			43.9
Professional Office	11.9			7.7		1.9		1.0	1.2	4.5	2.9	7.2	38.3
Industrial													
Research and Development			89.8		18.8								108.6
Light Industrial			40.3		54.1						10.2		104.6
Institutional													
Institutional	72.8	2.8		15.4				62.0	1.5	15.9	0.3		170.7
Open Space													
Open Space	85.0	16.7	106.1		13.0			47.3					268.1
Mixed-use													
Low-Med Density Residential/ Office	4.1												4.1
Medium to High Density Residential/ Commercial	17.4												17.4
Residential/ Commercial/ Prof. Office	30.9	18.6								10.0			59.5
Commercial and/or Light Industrial	25.2												25.2
Total	**743.8**	**60.8**	**236.2**	**229.7**	**89.9**	**113.3**	**25.1**	**799.3**	**113.8**	**340.5**	**90.1**	**87.7**	**2,930.2**

1. DU/GA = dwelling units per gross acre

Source: Community Development Department, December 2001

Gateways / City Boundaries

Gateways and Boundaries are the primary locations where people enter and leave the city. Gateways provide initial impressions of Campbell and convey a "sense of arrival." Currently the City is lacking Gateways at its boundaries and to most of its districts and neighborhoods.

This General Plan Update encourages Gateways at the city boundaries on major streets and intersections and at entries to special districts, such as Downtown.

Gateways should be appealing and distinctive, evoking a positive city or district image. Gateways can be identified through special architecture, landscape, and artwork. Uniform signs for the city's gateways can also help define the city's boundaries.

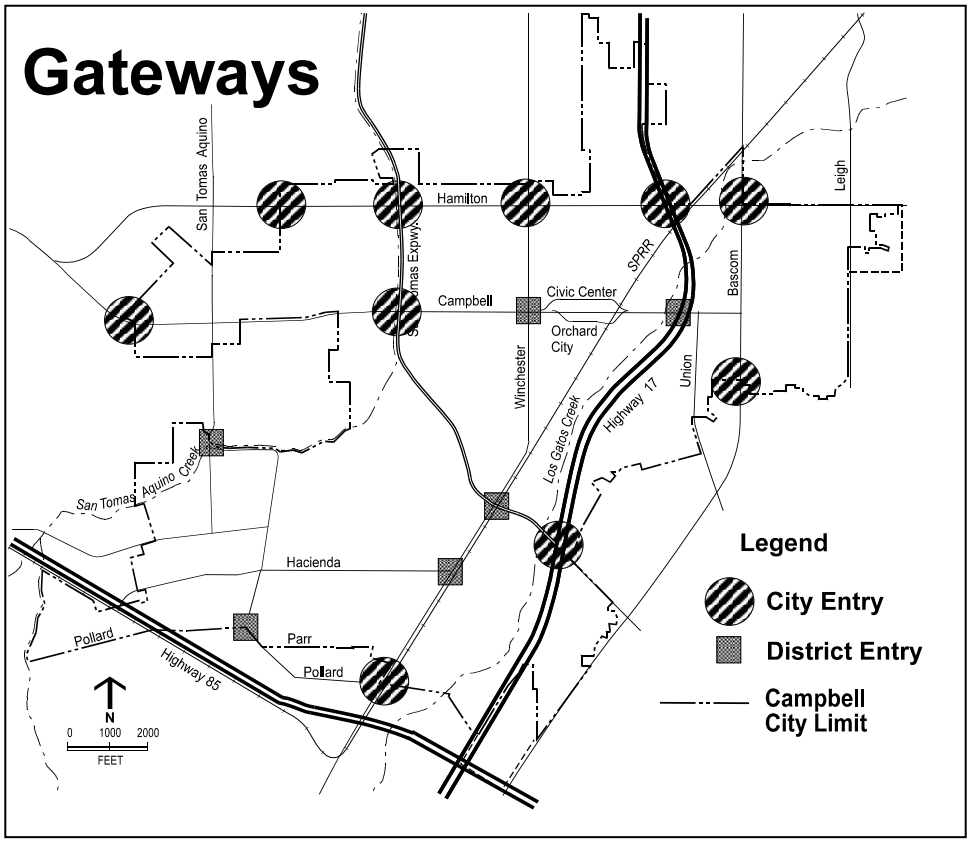

Figure LUT-7: Gateways

A city's boundaries define the municipal service area and determine the efficiency of municipal service delivery. The City has several areas that have illogical boundaries such as the intrusion of San Jose at the west edge of the city (also known as the Cherry Lane neighborhood) and the portion of San Jose that is south of San Tomas Aquino Creek near southwestern Campbell. Another illogical boundary occurs west of Bascom Avenue between Apricot Avenue and Camden Avenue. Illogical boundaries undermine the sense of a cohesive community and reduce the efficiency of local service delivery. Boundary adjustments to create logical boundaries and service areas may be pursued with neighboring jurisdictions.

Street Appearance and Public Improvements

The appearance and function of streets, freeways, and public improvements impact the image of the City and the service levels and function of the street system. Campbell's arterial streets and freeways include Hamilton Avenue, Bascom Avenue, Camden Avenue, Winchester Boulevard, Campbell Avenue, Pollard Road, Highway 17, and San Tomas Expressway. Public improvements include streets, sidewalks, bike lanes, medians, parkways, drainage and flood control facilities, street trees, street lighting and traffic signals. Examples of public utilities include telephone services and electrical transformers. Consistent and attractive street improvements, landscape treatments, screening or undergrounding of public utilities enhance the appearance and function of streets.

Many of Campbell's streets have varying streetscape improvements and building setbacks. For example, the City inherited a partially developed area with a varied set of street standards or no improvements when it incorporated the San Tomas Neighborhood in the mid-1980s. In some cases, a street may be developed with two or three different improvement standards including various curb types or no curbs, sidewalks or no sidewalks, street lights or no lights, misaligned curbs, varying street widths and streets that are not aligned at intersections. Variable street improvements can be unattractive, confusing to pedestrians, bicyclists and motorists, and in some cases costly to maintain. The policies in the San Tomas Area Neighborhood Plan (found in Appendix A) establish a strategy to correct these inconsistencies by requiring adherence to consistent standards and attempting to achieve compatibility as new development or redevelopment occurs.

In addition to maintaining street improvements, the City's Streetscape Standards identify the need for attractively landscaped parkways and safe sidewalks along major commercial streets. Adjacent development, their employees and customers benefit from safe and attractive public improvements. Accordingly, property owners and developers are responsible for installing and maintaining boulevard landscaping within the adjacent public right of way. In 1991, Campbell identified several streets that are located at important gateways to the City. Interim Streetscape Standards were adopted for these streets in 1993, and the final Streetscape Standards adopted in 2001. The streetscape has been installed on many segments of the identified streets (Winchester Boulevard, Bascom Avenue, Hamilton Avenue, and West Campbell Avenue), including Hamilton Plaza, Home Depot, Kirkwood Plaza, Campbell Gateway Square, Campbell Plaza and the Pruneyard. The streetscape has significantly enhanced Campbell's image as a quality small town.

Landscaping adjacent to the freeways and expressway enhances the image of adjacent private development and improves the image of the City. Currently the landscaping along the freeways and San Tomas Expressway are stark and visually unappealing. The City will work with adjacent property owners and public agencies, including the Santa Clara Valley Water District, Santa Clara County, City of San Jose and the California Department of Transportation, to determine how to provide attractive landscape treatments on regional roadways.

Maintaining public streets will continue to be a challenge into the next century. Shrinking revenue sources and added traffic increase the burden of maintaining streets.

Campbell will seek strategies to ensure that new development, including significantly improved properties, upgrade public improvements and travel ways adjacent to their property.

Historic and Cultural Resources

Preservation of Campbell's historic and culturally significant resources promotes community identity, enhances the quality of life and preserves a quality small town feeling. The historic area of Campbell is primarily located in or near the Downtown area. Older homes, like those in the Alice Avenue Historic District, and buildings such as the Community Center, Heritage Village, the Ainsley House, and the Water Tower in Hyde Park are important reminders of the past and contribute significantly to Campbell's sense of place. The City maintains an inventory of the City's historic buildings, structures and districts and notes the City's cultural resources.

Historic structures and cultural resources are more likely to be preserved and maintained if they have an economically viable use. Rehabilitation is the repair or improvement of historic buildings that enables them to be used for their original purpose or adapted to a new use. Sensitive improvements and additions complement the scale, massing, and architectural character of historic buildings and the surrounding neighborhood. Sensitive improvements and additions respect the historic qualities of older buildings and allow them to remain prominent elements in the community.

An example of the preservation of a historic structure is the restoration of the City's Heritage Theatre at the Campbell Community Center (formerly the Campbell High School campus). Built in 1938, the theatre was formerly an integral part of the community where music, drama, dance and chorale events were presented for 40 years at the Campbell High School Auditorium. The Friends of the Heritage Theatre came together in the spirit of a quality small town, and have hosted fundraisers and applied for and received grants to restore the theatre.

The City will seek to expand properties within the Historic Overlay District where a neighborhood's integrity has been kept intact by preserving and remodeling buildings sensitively. For example, the City will study the residential neighborhoods directly north and south of Downtown for possible addition of the Historic Overlay District designation on the Zoning Map, where appropriate.

Land Use Compatibility

The regulation of land use is intended to promote land use compatibility. Land use incompatibility will result if development standards do not adequately address conflicts between different land use types. Incompatibility can occur when noise, traffic, parking, fumes or mechanical vibration disturbs adjacent uses. Incompatible land uses may occur where residential homes are adjacent to non-residential uses (such as commercial or industrial) or significantly higher density residential uses. Land uses typically incompatible with residential uses include, automobile and truck repair shops, late night and early morning uses, fast food establishments, and entertainment establishments such as nightclubs, bars, dance clubs, video arcade and liquor establishments. Limiting their number, controlling their locations and hours or methods of operation, or otherwise

restricting their development or expansion can mitigate the negative effects of incompatible uses.

Another type of potential incompatible use within a commercial neighborhood is a single-purpose building. Single-purpose buildings have a greater likelihood of remaining vacant through changing economic times. In particular, buildings specifically designed for self-storage limit the flexibility and types of future uses. Commercial buildings should be flexibly designed to accommodate a variety of tenant types and to ensure they remain viable and contribute to the success and vitality of the surrounding commercial or industrial district. A key element in retaining flexibility is the provision of sufficient parking, landscaping and an enhanced street appearance.

Amenities, Open Space and Community Linkages

Open space and creeks provide recreational opportunities and visual relief. Residents and workers viewing the open space from adjacent development provide a measure of safety and security for users of the open space and the adjacent neighborhood. Development can act like walls and block views and access to public and private amenities. Accordingly, buildings and structures should not back up to amenities but should orient to them. Face to face orientation will maximize exposure and enhance security. High activity areas such as plazas, ~~and~~ pedestrian walkways and bike routes can also be used to connect projects to these amenities. For example, a residential complex or a research and development building may face a plaza that is situated adjacent to the Los Gatos Creek Trail. The plaza's interface between the buildings and the trail provides a physical and spatial connection to the openness of the Creek and provides an amenity for the building's occupants.

Some neighborhoods are separated from adjacent development by major roadways or natural barriers. Examples of neighborhoods that are isolated from adjacent neighborhoods include the White Oaks neighborhood, which is separated from the rest of Campbell by Hwy 17 and the San Tomas Neighborhood, which is separated from Central Campbell by the San Tomas Expressway. These roads and barriers isolate neighborhoods from each other, lessening the overall sense of community. To enhance the sense of community, residents need opportunities to interact. Opportunities for interaction increase when neighborhoods are linked together through the use of bridges, trails, pedestrian and bike paths, continuous streetscape and other methods. With such connections, residents of now-separated neighborhoods will increasingly feel they are part of the larger Campbell community.

Access to Development

The number and size of entrances and exits from the roadway can affect the efficiency and safety of roadways. For example, an expressway has a limited number of driveways and intersections, which allows traffic to travel freely without slowing for cars turning into driveways. Large numbers of driveways on busy streets allow drivers to enter and exit travel lanes indiscriminately, which disrupts the flow of traffic and increases the potential for collisions. In order to minimize traffic disruptions on arterial roadways, the General Plan encourages site design that consolidates driveways.

In addition, numerous, small, disconnected parking lots are inefficient and force customers back into the public street when they desire to travel between adjacent sites, which disrupts the flow of traffic and causes safety concerns. The General Plan encourages shared parking facilities between non-residential uses to limit the need to enter roadways to go to adjacent sites. Efficient parking lot design incorporates sufficient queuing by installing parking spaces that are setback sufficiently from the driveways, which limits the conflicts with motorists entering or leaving the site.

Building and Site Design

New developments, especially "infill" projects (i.e. new development that primarily takes place by remodeling existing buildings or by removing an existing structure to accommodate a new structure), require careful attention to building scale, architectural design, landscaping, and placement and screening of loading areas and mechanical equipment. With proper encouragement and direction, new development can have a positive affect on surrounding development and enhance the quality of life for residents, employees, and visitors to Campbell.

The General Plan encourages new developments, including major remodels, which are designed to complement existing development. New development and improvements can be compatible with surrounding development if careful attention is paid to scale, materials, colors, building height and form, and design details. Franchise establishments sometimes employ a generic "corporate architecture" that is garish and repetitive. Corporate architecture is more difficult to blend with existing development, does not accommodate other commercial land uses easily and becomes dated quickly. Therefore, corporate architecture is discouraged. The General Plan encourages high quality building designs that are architecturally attractive and are compatible with or enhance the surrounding development.

Pedestrian Friendly Development

New development and redevelopment can be designed to enhance the pedestrian experience. Buildings that provide human scale are visually interesting and oriented to the pedestrian. Such buildings engage the pedestrian at ground level, at entryways, and along street frontages by using interesting building designs, quality materials, interesting display windows, recessed openings, awnings, canopies and entrance features.

Building Placement at Intersections

Major intersections are often the first and most lasting impression of the community. Street intersections create focal points that can enhance or detract from the image of a community. This highly visible position deserves special design consideration. Well-designed buildings that frame intersections help define a space and reduce the expanse of asphalt. Incorporating prominent entries, windows, design details, and landscape oriented to the intersection creates "a sense of place." Well-designed and strategically placed buildings can provide a more positive image of the community.

Parking Areas

After parking the car, every motorist becomes a pedestrian. Parking areas should be visually attractive and accommodate vehicles and pedestrians in a pleasant, well-landscaped environment. Parking lots should incorporate a pedestrian walkway system

that connects buildings, parking areas, and street sidewalks in a comprehensive and easily understood manner. The pedestrian system needs to be designed to serve the interior and the periphery of large parking areas. Parking areas that have little or no landscape, or that front the street are unattractive and unpleasant for the pedestrian and the motorist. Design features that enhance pedestrian ways include special paving or markings, trellis structures, and special landscape treatment.

Lot Consolidation

The lot pattern in some areas of the City is small and fragmented, which compromises the ability to accommodate coordinated development. Odd configurations and small lots also make quality development difficult or infeasible to achieve. In these instances, adjacent parcels should be consolidated. Consolidation will provide logical building sites and promote coordinated development. It will address issues of economy of scale, and foster consistency and compatibility of development. The SOCA and NOCA plans (located in Appendix A) allow density bonuses as an incentive for lot consolidation.

AREA PLANS AND SPECIAL PROJECT AREAS

Several areas of the city are unique in ways that require special consideration. These "Special Project Areas" include land use and development policies specific to these areas. These Special Project Areas include:

- Pruneyard / Creekside Commercial District
- North of Campbell Avenue (NOCA)
- South of Campbell Avenue (SOCA)
- San Tomas Area Neighborhood Plan (STANP)
- Redevelopment Project Area
- Downtown Campbell
- Downtown Neighborhood

Pruneyard/Creekside Commercial District

Bascom Avenue, Highway 17, Hamilton Avenue and Campbell Avenue bound the Pruneyard/Creekside Area.

The Pruneyard/Creekside Area is a major employment and commercial district featuring the Pruneyard shopping center and office towers, numerous offices, commercial activities and the Hamilton Station of the Vasona Light Rail line. The Los Gatos Creek Trail is a major amenity, which should be maintained as a naturalistic parkway landscaped with native vegetation to complement the mixed-use environment planned for the area. The Aloha Apartments separate the Pruneyard from the remainder of the area. However, the extension of Campisi Way will relieve traffic impact of development and will link the area together. The Pruneyard and the offices on Creekside Way will serve as the area's "anchors" attracting people to the area both during the daytime and evening. The area along the west side of Bascom Avenue between Hamilton Avenue and Campisi Way is envisioned as a mixed-use area with residential or office over commercial, which differs from the previous General Plan designation for the area of Commercial only. Residents and workers of this area will be able to walk to the Hamilton Avenue light rail station and to the Pruneyard. The objective of the Pruneyard/Creekside Commercial District is to obtain an active, connected space with a mixture of commercial, office, residential,

entertainment and recreational uses functioning as a community and regional focal point. It is anticipated that the City will prepare an Area Plan for the Pruneyard/Creekside Area to help guide development.

North of Campbell Avenue (NOCA)

NOCA is located adjacent to the Downtown business district and the Civic Center, which includes the Library and City Hall. The area encompasses those properties north of the intersection of Civic Center Drive and the Vasona Light Rail Line and extends north to several parcels adjacent to Salmar Avenue within the City's PDA.

The NOCA is envisioned as a mixed-use area that supports revitalization of the Downtown and provides additional housing in proximity to Downtown shopping and public transit. This area was historically a residential area that converted to industrial uses. The NOCA policies are intended to guide redevelopment of the area. The objective for the area is to have a mix of medium density residential (up to 20 units per gross acre), office and retail commercial uses functioning as an attractive gateway and complementing Downtown commercial activity. Ideally, the urban context of the area lends itself more towards alternative forms of transportation and less dependence on automobile travel for accessing services and entertainment. Due to the proximity to single-family residential, retail and commercial uses in the area should be low impact in nature (e.g. operate during the daytime hours, not generate noise, vibration, or a large amount of traffic). The NOCA plan can be found in Appendix A of this General Plan.

South of Campbell Avenue (SOCA)

The SOCA is located between Highway 17 to the east, the Vasona Light Rail Line to the west, East Campbell Avenue to the north, and the San Tomas Expressway to the south. Also included is the triangular area at the western edge of the site bounded by Kennedy Avenue and Industrial Street and the Vasona Light Rail Line.

The SOCA, also located within the City's PDA, is transitioning from a mixture of residential uses and small industrial uses to a commercial/residential mixed-use area that supports and complements Downtown Campbell. The General Plan supports revitalization of the area and the addition of new higher density residential uses to provide additional housing opportunities in close proximity to Downtown, the Los Gatos Creek Trail and along the Vasona Light Rail Corridor. The objective for SOCA is to revitalize Downtown commercial and recreational areas and provide housing opportunities closer to services. The intention of the plan is to transition industrial uses to cleaner, non-offensive uses. Any use in the SOCA area that emits dust, fumes, glare, heat, noise, odor, variations or other disturbances is prohibited from the SOCA area. The SOCA plan can be found in Appendix A of this General Plan.

San Tomas Area Neighborhood Plan (STANP)

The San Tomas Area consists of 1.5 square miles located in the southwest corner of the City. The San Tomas Area is bordered by Winchester Boulevard and the San Tomas Expressway to the east, San Tomas Aquino Creek and the City Limit's to the north, and the City Limit to the west and south.

Most of the San Tomas Area developed in the 1940s and 1950s and was incorporated into the City of Campbell in the 1980s. It retains a semi-rural, country character with various

sized lots and neighborhoods that have varying or no streetscape improvements (street lights, curbs, gutters and sidewalks). The STANP establishes specific policies to preserve the unique character of the San Tomas Area and serves as a resource guide for building or remodeling in the San Tomas Area. The STANP clearly defines the streets that are to receive improvements and which streets remain without. The STANP can be found in Appendix A of this General Plan.

Campbell Redevelopment Area

The Central Campbell Redevelopment Project Area was created in 1983. The Area encompasses 360 acres in and around Downtown Campbell and the McGlincey Lane area. The major purpose of the Project Area is to eliminate blight and to revitalize the central core of the City. Specific goals include restoring Downtown Campbell to its historic role as the symbolic, cultural, functional, and economic focal point of the city and to retain the historic character of Downtown through preservation and rehabilitation.

Downtown

Downtown Campbell, known sometimes as "Historic Downtown Campbell," has traditionally been centered on East Campbell Avenue in the area between Winchester Boulevard and the Vasona light rail tracks. Downtown has expanded eastward to include the rest of Campbell Avenue to the Pruneyard, and west to include the Community Center.

Downtown Campbell is the historic, cultural, and civic center of the City. It is the location of numerous community resources and landmarks, including City Hall, Orchard City Green, the Ainsley House, and Hyde Park. Historically, Downtown provided a full range of retail and commercial services. In the late 1960s and 1970s, the area declined in importance and vitality as the City's retail focus. The loop streets (Civic Center Drive and Orchard City Drive) were also installed at that time. The City resisted the efforts to eliminate the small shops and storefronts Downtown in exchange for large shopping centers that take up the whole Downtown, as was the case in other cities in Santa Clara Valley. The City was able to retain the historic buildings and development pattern set by the City's founders, which preserves the small town connectedness that a traditional Downtown brings to a community. The objective for Downtown is to have a vibrant community oriented Downtown that serves as the retail, commercial, cultural and historic center of the city.

The Downtown Development Plan was prepared to outline and implement a specific redevelopment program for the Downtown. The Plan contains goals and policies for the Downtown, addressing land use and development strategies, circulation, parking, urban design, implementation and funding. The Downtown Development Plan can be found in Appendix A.

Downtown Neighborhoods

The Downtown residential neighborhoods encompass approximately 100 acres of land area located north and south of the Downtown loop streets (Civic Center Drive and Orchard City Drive). The area is bounded by Winchester Boulevard to the west, Hamilton Avenue to the north and the Union Pacific Railway to the south and east.

Campbell's traditional commercial Downtown is surrounded by other residential neighborhoods that reflect a "small town" style and pattern of development reminiscent of development occurring in the late 1800s and early 1900s. These neighborhoods provide complementary development patterns and styles that are consistent with the desired character of the Downtown commercial area.

The "small town" character of Downtown Campbell can be maintained by encouraging the preservation of important historical resources, promoting the improvement of important historical resources, promoting the improvement of existing properties (residential and commercial) and encouraging new development compatible in scale with the highest standards of traditional Downtown development.

It is anticipated that the City will prepare a Downtown Neighborhood Plan including design guidelines to help guide development. In addition to a Downtown Neighborhood Plan, the Downtown Neighborhood will be studied for the possibility of identifying and designating areas within the Neighborhood as Historic Districts or Conservation Areas, where appropriate.

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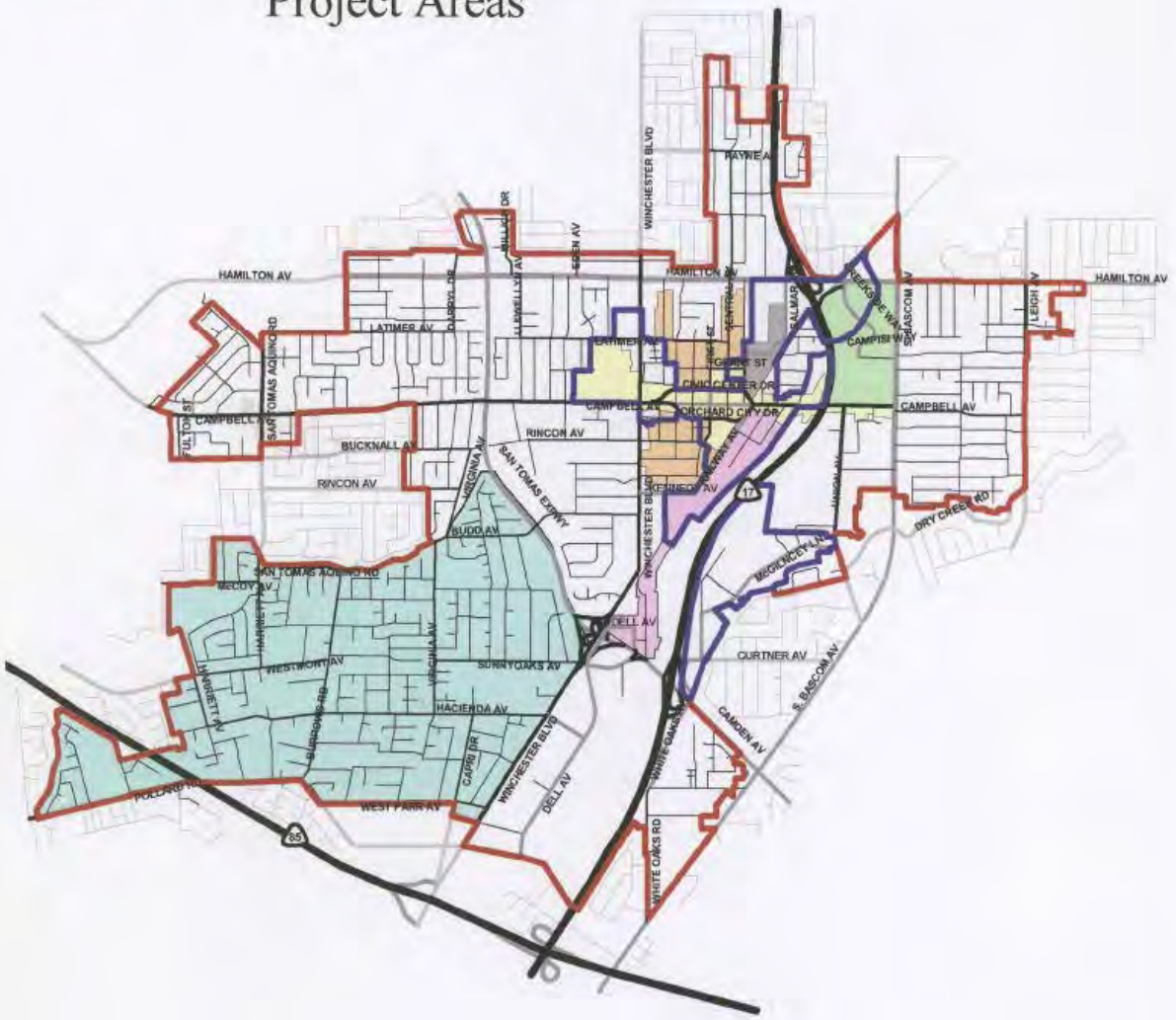
Figure LUT-8: Campbell Special Project Areas



Downtown
Downtown Neighborhoods
North of Campbell Avenue (NOCA)
South of Campbell Avenue (SOCA)
Pruneyard/ Creekside Commercial District
San Tomas Area
Redevelopment Area
City Limits

N

Scale
1" = 3,000 ft.

Campbell Community Development Department 2001

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GOALS, POLICIES, AND STRATEGIES

The General Plan acknowledges a regional context for local decisions; how local decisions affect regional facilities and how continued regional growth affects the City's plans for the future. Within its borders, the City has the ability to execute policies and strategies. But Campbell is one of many cities in the region. The City is limited in its ability to influence travel demand that is generated outside of the City limits. Regional agencies are advocating and establishing procedures to foster consistent land use and transportation policies and prioritize funding for capital projects. City policy needs to consider and often conform to regional policies in order to qualify for state and federal funding.

The discussion of city-wide issues in this plan concentrates on characteristics that help define Campbell and addresses the specific needs of Campbell. The Goals, Policies and Strategies in the Land Use and Transportation Element concentrate on how the City can provide and ensure coordinated land use and transportation planning in the region, while still promoting a balanced and functional circulation system that satisfies the needs of all users including bicyclists, pedestrians, transit users and persons with disabilities. This section includes strategies for enhancing the City's image by reinforcing positive neighborhood design elements, enhancing neighborhood and district gateways, strengthening the city's streetscape, preserving historic and cultural resources and promoting good building and site design, as well as its functionality by improving all modes of transportation options.

Land Use and Transportation

Goal LUT-1: Coordinated land use and transportation planning in the region.

Policy LUT-1.1: Decisions That Affect Campbell: Advocate the City's interests to regional agencies that make land use and transportation system decisions that affect Campbell.

Strategy LUT-1.1a: Intergovernmental Activities: Participate in intergovernmental activities related to regional and sub-regional land use and transportation planning in order to advance the City's interests.

Policy LUT-1.2: Regional Land Use and Transportation Planning: Promote integrated and coordinated regional land use and transportation planning.

Strategy LUT-1.2a: Transit Planning Coordination: Support the efforts of the Santa Clara Valley Transportation Authority, the Metropolitan Transportation Commission and other agencies to coordinate transit planning and transit services for the South Bay and the entire Bay Area.

Strategy LUT-1.2b: Regional Transit Programs: Actively participate with regional transportation agencies to promote programs such as the Congestion Management Program, Countywide Deficiency Plan, and other regional transit programs.

Strategy LUT-1.2c: Regional Vehicle Emissions, Noise and Fuel Consumption Reduction: Support Federal, State, and local legislation to reduce motor vehicle emissions, noise, and fuel consumption in the region.

Policy LUT-1.3: Transportation Needs: Plan for the regional transportation needs of the community.

Strategy LUT-1.3a: Statewide Bullet Train: Support the development of a high speed, statewide bullet train.

Strategy LUT-1.3b: Rail System That Encircles The San Francisco Bay: Support plans for a quiet, fast, rail system that encircles the San Francisco Bay for intra-county and transbay transit systems, such as Bay Area Rapid Transit (BART), that links Campbell to the rest of Santa Clara County and adjoining counties.

Strategy LUT-1.3c: Vasona Light Rail: Support the construction of the entire Vasona Light Rail Line.

Strategy LUT-1.3d: Regional Off-Road Bicycle and Pedestrian Paths: Cooperate with surrounding communities and other agencies to establish and maintain off-road bicycle and pedestrian paths and trails utilizing creek, utility, and railroad right-of-way that are safe, convenient and visible for commuting and recreational use.

Policy LUT-1.4: Regional Traffic Management: Lead and participate in initiatives and functions to manage regional traffic and to reduce congestion on area roadways.

Strategy LUT 1.4a: Alternative Work Habits: Encourage a decrease of transportation system demand by encouraging alternative work habits such as home occupations, high-speed internet access, bicycling, and live-work units.

Strategy LUT-1.4b: High Occupancy Vehicle (HOV) Lanes: Support the addition of new traffic lanes to exclusive bus and HOV lanes on freeways and expressways, where appropriate.

Strategy LUT-1.4c: Freeway Information Systems: Support the application of emerging freeway information, monitoring, and control systems that provide driver assistance and system efficiency (e.g. technology that diverts traffic flow to alternative routes).

Strategy LUT-1.4d: Through Traffic on Arterials: Design and maintain regional arterial streets to efficiently accommodate through traffic.

Policy LUT-1.5: Land Use Planning and the Regional Transportation System: Support land use planning that complements the regional transportation system.

Strategy LUT-1.5a: Transit-Oriented Developments: Encourage transit-oriented developments including employment centers such as office and research and development facilities and the city's highest density residential projects by coordinating the location, intensity, and mix of land uses with transportation resources, such as Light Rail.

Strategy LUT-1.5b: Joint Development: Facilitate joint development and use of land at Light Rail stations.

Strategy LUT-1.5c: New Redevelopment Districts: Evaluate the potential for creating new redevelopment districts, including around Light Rail stations.

Strategy LUT-1.5d: Higher Floor Area Ratios (FARs): Develop provisions for allowing higher FARs in new projects that provide a mix of uses, maintain a jobs/housing balance or are located within proximity to Light Rail.

Strategy LUT-1.5e: Shuttle Services: Encourage major employers to develop shuttle services connecting employment areas with multi-modal or regional transit facilities and business districts.

Strategy LUT-1.5f: Transportation Impact Mitigation: Require appropriate mitigation measures for new

development that impacts the transportation system. Evaluate the establishment of a Complete Streets Impact fee policy to be imposed on new development and applied toward improving the City's multimodal transportation system.

Goal LUT-2: To achieve a safe, balanced and functional multi-modal transportation network that accommodates all users.

Policy LUT-2.1: Multi-modal Transportation: Develop and implement a multi-modal transportation network that balances transportation options aimed at reducing automobile traffic and greenhouse gas emissions while promoting healthier travel alternatives for all users

Strategy LUT-2.1a: Bicycle Plan: Update the Bicycle Plan to achieve a network that eliminates gaps and creates a safe and convenient system that connects bicyclists at all levels to services, recreation and employment.

Strategy LUT-2.1b: Bicycle Plan Implementation: Use the development review process and the Capital Improvement Program to identify opportunities to implement bicycle connections, parking, storage and other related improvements

Strategy LUT-2.1c: Bicycle Facilities: Require adequate and secure bicycle facilities at employment centers, activity centers, and residential projects.

Strategy LUT-2.1d: Bicycle and Pedestrian Advisory Committee: Provide continuing education to Committee members on Complete Streets best practices and policies.

Strategy LUT-2.1e: Public Bicycle Parking: Provide adequate public bike parking facilities throughout the City and provide bike lockers, showers and changing facilities at government buildings for use by employees. Work with VTA to provide a bike station at the downtown light rail station.

Strategy LUT-2.1f Private Bicycle Parking Standards: Maintain bicycle parking standards and guidelines for parking and storage of bicycles in private development.

Strategy LUT-2.1g: Pedestrian and Bicycle Connections: Identify physical barriers at key locations and make improvements to enhance those connections.

Strategy LUT-2.1h: Pedestrian Plan: Develop and implement a pedestrian plan that is safe, convenient and functional creating a network connecting neighborhoods with services, recreation, transit and employment centers and consistent with the City's ADA Implementation Plan.

Strategy LUT-2.1i: Street Design and Improvements: Design streets and sidewalks so as to provide a comfortable, accessible and safe pedestrian experience.

Strategy LUT-2.1j: Street Widening: Street widening is generally discouraged except to mitigate traffic safety and roadway capacity concerns. When a street widening is considered, the safety and quality of service to pedestrians and bicyclists should be routinely evaluated.

Strategy LUT-2.1k: Private Development: Developers will be required to make public improvements related to their project to improve and enhance bicycle, pedestrian and transit opportunities consistent with City policy.

Strategy LUT-2.1l: Public Transit: Coordinate with regional transportation agencies including VTA and the Metropolitan Transportation Commission (MTC) to improve public transportation service and promote public transit as a viable alternative to driving, particularly within the Priority Development Areas (PDA).

Strategy LUT-2.1m Transit Schedule Integration: Support the integration of light-rail, bus, and shuttle schedules and multi-modal transit stations to

reduce the loss of time associated with using public transportation.

Strategy LUT-2.1n: Reduced Fare or Voucher Systems: Support transit agencies in implementing or continuing reduced fare or no fare voucher systems for populations in need.

Strategy LUT-2.1o: Access to Transit: Improve access to both bus and light rail transit stations when evaluating opportunities with new development proposals and capital improvement projects.

Strategy LUT-2-1p: Transit Stations and Stops: In cooperation with VTA, evaluate transit-waiting environments to improve convenience and comfort.

Strategy LUT-2.1q: Transportation Demand Management (TDM): For new employment centers require TDM site design measures including carpool and van pool parking, bicycle storage, and discounted public transit programs.

Strategy LUT-2.1r: Safe Routes to Schools: Promote and support Safe Routes to Schools policies and programs for all schools serving Campbell including safe and convenient walking and bicycle connections.

Strategy LUT-2.1s: Street Design Standards: Amend the City's Street Design Standards to reflect General Plan complete street policies.

Policy LUT-2.2: Roadway Efficiency: Plan and manage the multi-modal street system efficiently to ensure the system effectively moves people, goods and services.

Strategy LUT-2.2a: Roadways for a Variety of Users: Design roadway space for a variety of users, including motor vehicles, transit vehicles, bicycles, and pedestrians when constructing or modifying roadways.

Strategy LUT-2.2b: Street Capacity: Avoid increases in street capacity unless necessary to provide right-of-way for transportation alternatives.

Strategy LUT-2.2c: Truck Movements: Regulate truck movements in a manner that balances the efficient movement of goods with the small town character of Campbell's street system.

Strategy LUT-2.2d: Slow Traffic in Downtown: Evaluate slowing traffic in the Downtown area by reducing through traffic lanes and trading the area for improved turning lanes, landscaping and bicycle lanes and consider conversion of one-way streets to two-way travel.

Strategy LUT-2.2e: Cut-Through Traffic: Discourage cut-through traffic in residential neighborhoods by improving the operation of arterials and collectors.

Policy LUT-2.3: Roadway and Intersection Disruption Minimization: Minimize traffic disruptions along arterial roadways and major intersections.

Strategy LUT-2.3a: Intersection Level of Service: To the extent possible, maintain level of service (LOS) on designated intersections consistent with the Santa Clara County Congestion Management Plan.

Strategy LUT-2.3b: Operation and Performance of Streets: Monitor the operation and performance of street systems.

Strategy LUT-2.3c: Roadway and Intersection Capacities: Assess improvements to increase roadway and intersection capacities for alternative modes of transportation.

Strategy LUT-2.3d: Winchester Boulevard: Evaluate alternative methods to reduce speed on Winchester Boulevard, including boulevard treatments such as bulb-outs or on-street parking and encourage north-south transit on the Highway 17 Freeway and San Tomas Expressway.

Policy LUT-2.4: Jobs and Housing Balance: Maintain Campbell's balance of jobs and housing units to encourage residents to work in Campbell, and to limit the impact on the regional transportation system.

Strategy LUT-2.4a: Full Range of Land Uses: Provide for a full range of land uses within the City, and for

mixed-uses within specific development projects.

Goal LUT-3: Options in ownership and rental housing in terms of style, size, and density that contribute positively to the surrounding neighborhood.

Policy LUT-3.1: Variety of Residential Densities: Provide land use categories for and maintenance of a variety of residential densities to offer existing and future residents of all income levels, age groups and special needs sufficient opportunities and choices for locating in Campbell.

Strategy LUT-3.1a: Consistency with Housing Element: Ensure consistency with the City's Housing Element including ensuring that there is adequate land designated to meet Housing goals.

Strategy LUT-3.1b: Variety of Residential Densities: Permit and maintain a variety of residential densities, including:

- Low Density (less than 3.5 units per gr. acre)
- Low Density (less than 4.5 units per gr. acre)
- Low Density (less than 6 units per gr. acre)
- Low-Medium Density (6-13 units per gr. acre)
- Medium Density Residential (14-20 units per gr. acre)
- High Density Residential (21-27 units per gr. acre)

Strategy LUT-3.1c: High Density Residential: Allow higher residential densities in the North of Campbell Area (NOCA), South of Campbell Area (SOCA), and areas near the Light Rail stations as an incentive to redevelop older, less intensive uses (see individual plans for allowed densities) accessible to public transit.

Community Design

Goal LUT-4: A community that has a strong identity, community image and "sense of place."

Policy LUT-4: Campbell Community Design Study: Ensure projects comply with the recommendations of the Campbell Community Design Study.

Neighborhoods

Goal LUT-5: Preservation and enhancement of the quality character and land use patterns that support the neighborhood concept.

Policy LUT-5.1: Neighborhood Integrity: Recognize that the City is composed of residential, industrial and commercial neighborhoods, each with its own individual character; and allow change consistent with reinforcing positive neighborhood values, while protecting the integrity of the city's neighborhoods.

Policy LUT-5.2: Residential Neighborhoods: Maintain safe, attractive, pedestrian friendly residential neighborhoods with identifiable centers and consistent development patterns and a range of public and private services.

Strategy LUT-5.2a: Neighborhood Compatibility: Promote new residential development and substantial additions that are designed to maintain and support the existing character and development pattern of the surrounding neighborhood, especially in historic neighborhoods and neighborhoods with consistent design characteristics.

Strategy LUT-5.2b: Residential Design Guidelines: Adopt design guidelines for new construction and remodeling of all residential structures. Design guidelines should include provisions for height, bulk, setbacks and garage placement so that new construction is compatible with existing neighborhood patterns.

Strategy LUT-5.2c: Neighborhood Focal Point: Assist neighborhoods to retain schools or incorporate open space features as a central focal point and give priority to park acquisition from surplus school sites in neighborhoods where the site is the only open space feature. For details refer to the

Open Space, Parks and Public Facilities Element.

Strategy LUT-5.2d: Density Change Criteria: In considering changes to residential densities, employ criteria such as compatibility with the residential surroundings, privacy, noise, and changes in traffic levels on neighboring streets and major thoroughfares.

Strategy LUT-5.2e: Reduction of Development Intensity: Development intensity may be reduced below the minimum on the land use diagram to ensure the compatibility of development with its surroundings or due to site constraints such as lot size or natural features.

Strategy LUT-5.2f: Attractive, Healthy and Safe Neighborhoods: Enforce the Municipal Code to maintain safe housing, provide rodent control, reduce blight and protect residences from pollution.

Policy LUT-5.3: Variety of Commercial and Office Uses: Maintain a variety of attractive and convenient commercial and office uses that provide needed goods, services and entertainment.

Strategy LUT-5.3a: Commercial Design Guidelines: Establish commercial and mixed-use design guidelines to ensure attractive and functional buildings and site design, and to ensure compatibility with adjacent land uses.

Strategy LUT-5.3b: Minimal Setbacks: Design commercial and office buildings city-wide to have minimal setbacks from the sidewalk except to allow for pedestrian oriented features such as plazas, recessed entryways, and wider sidewalks for outdoor cafes. Discourage parking areas between the public right-of-way and the front façade of the building.

Strategy LUT-5.3c: Revitalization of Shopping Centers: Encourage the maintenance and revitalization of commercial shopping centers.

Strategy LUT-5.3d: Commercial Centers: Review the design, use and upgrading of commercial centers via the discretionary permit process, and ensure that

conditions of approval are adopted that require businesses to be well kept and operated in a way that limit impacts to adjacent uses.

Strategy LUT-5.3e: Alternative Shopping Opportunities: Encourage farmers' markets, community and cultural events in the Downtown commercial area that provide alternative shopping opportunities and community interaction.

Strategy LUT-5.3f: Redevelopment: Facilitate redevelopment opportunities that further revitalization efforts in the Downtown commercial area.

Strategy LUT-5.3g: Day and Evening Activities: Encourage restaurant and specialty retail uses in the Downtown commercial area that will foster a balance of day and evening activity.

Strategy LUT-5.3h: Parking and Circulation: Provide adequate parking and encourage circulation patterns to serve commercial districts so as to discourage commercial traffic into adjacent residential zones.

Strategy LUT-5.3i: Mixed-Use in Commercial Districts: Consider revising the Zoning Ordinance to include standards for mixed-use development (residential and/or office above ground floor retail) in commercial districts.

Strategy LUT-5.3j: Winchester Boulevard Plan: Develop an Area Plan for Winchester Boulevard. The Area Plan should address specific boundaries, mix of uses, street amenities, landscaping, building and site design.

Strategy LUT-5.3k: Auto Services: Restrict auto related uses to minor auto services (e.g. oil changers and auto parts stores) on major streets that define Campbell's image. These "image" streets are defined in the Streetscape Standards located in Appendix A.

Policy LUT-5.4: Industrial Neighborhoods: Safeguard industry's ability to operate effectively, by limiting the establishment of incompatible uses in industrial neighborhoods and encouraging compatible uses.

Strategy LUT-5.4a: Auto-Repair: Amend the Zoning Ordinance to restrict auto-repair uses to industrial areas, not including Research and Development.

Strategy LUT-5.4b: Residential Adjacent to Industrial: Amend Area Plans and Zoning Ordinances to ensure that conflicts between residential and industrial uses are minimized.

Strategy LUT-5.4c: Redevelopment: Facilitate redevelopment opportunities in the McGlincey Lane area.

Policy LUT-5.5: Industrial Diversity: Promote a variety of industrial use opportunities that maintain diversified services and a diversified economic base.

Strategy LUT-5.5a: Services in Industrial Areas: Encourage convenient retail and commercial services (restaurants and hotels) in industrial areas to support businesses, their customers and their employees.

Strategy LUT-5.5b: Incubator Businesses: Maintain industrial space for small start-up and incubator businesses.

Strategy LUT-5.5c: Floor Area Ratio (FAR) Guidelines: Develop guidelines for Industrial designated land use, including a provision that allows higher FARs for larger parcels that encourage research and development uses in the Dell and McGlincey neighborhoods.

Policy LUT-5.6: Industrial Impact: Reduce the impact of existing industrial uses on adjacent residences, schools, and other sensitive uses.

Strategy LUT-5.6a: Performance Standards: Develop performance standards to mitigate negative impacts on adjacent uses that surround industrial areas, including noise, light and vibration.

Strategy LUT-5.6b Visual Barriers: Reduce the visual impact of excessive lighting and glare, mechanical equipment, trash enclosures, outdoor storage and loading docks.

Strategy LUT-5.6c Physical Buffers: Provide landscaped buffers, sidewalks and equipment screening to provide a visual and noise-abating buffer between uses.

Policy LUT-5.7: Industrial Areas: Industrial development should have functional and safe vehicular, bicycle and pedestrian circulation, good site and architectural design, be sensitive to surrounding uses, connect to public transit, and be energy efficient. New projects should contribute to the positive character of industrial areas and the overall image of the City.

Strategy LUT-5.7a: Industrial Design Guidelines: Develop Industrial Design Guidelines with specific policies including, but not limited to the following:

- Require varied, high-quality, finished construction materials such as glass, stucco, plaster, or brick. No exposed concrete block or flat sheet metal.
- Enhance the street frontage of a building with landscaping and an emphasis on the office portion of the building.
- Orient service activities such as loading docks to the rear of the site.

Strategy LUT-5.7b: Amenities in Industrial Areas: Amend Zoning Ordinance to provide appropriate amenities for employees in industrial areas, such as outdoor eating areas and walkways.

Strategy LUT-5.7c: Screening: Screen the service portion of industrial buildings such as outdoor storage, trash enclosures and loading areas, especially those adjacent to roadways or public amenities, with extensive landscaping and architectural treatments.

Strategy LUT-5.7d: Auto Repair Facility Design: Promote the design of auto repair facilities that provide sufficient screened vehicle staging areas that are independent from the parking required for customers, employees and loading.

Policy LUT-5.8: Non-Conforming Uses: Encourage non-conforming properties to redevelop as conforming uses.

Strategy LUT-5.8a: Methods to Encourage Redevelopment of Non-conforming Uses: Study methods to encourage non-conforming properties to

redevelop as conforming uses, including the possibility of an amortization program.

Gateways / City Boundaries

Goal LUT-6: Strong and identifiable City boundaries that provide a sense of arrival into the City and its districts to reinforce Campbell's quality small town image.

Policy LUT-6.1: Entries to the City and Special Districts: Identify entries to the city and special districts (Downtown, San Tomas Neighborhood, and others) with special features.

Strategy LUT-6.1a: Identification Signs: Install city identification signs including distinctive landscaping and lighting or other markers at community gateways to signify entry.

Strategy LUT-6.1b: Landmark Gateway Buildings: Anchor gateway intersections with landmark buildings that incorporate distinctive architectural character. Orient landmark buildings to face and frame the corners of intersections.

Strategy LUT-6.1c: Gateway Intersections: Develop major gateway intersections such as Highway 17 / Hamilton Avenue and San Tomas Expressway / Winchester Boulevard with signage, lighting and abundant landscaping, using tall trees and under-planting.

Policy LUT-6.2: Logical Boundaries: Strive to provide logical boundaries and municipal service areas.

Strategy LUT-6.2a: Logical Boundaries: Work with adjacent cities and affected neighborhoods to provide logical boundaries and service areas through boundary adjustments in the neighborhood east of San Tomas Aquino Road between Campbell Avenue and the San Tomas Aquino Creek, the neighborhood west of Bascom Avenue between Apricot Way and Camden Avenue, and the neighborhood south of San Tomas Aquino Creek near the southwestern portion of the City and other areas where appropriate.

Strategy LUT-6.2b: Annexation Of Unincorporated Areas: Pursue annexation of unincorporated areas within the City's Sphere of Influence, where appropriate.

Strategy LUT-6.2c: Service Delivery: Coordinate service delivery across boundaries and on shared facilities with the appropriate local or state agency.

Street Appearance and Public Improvements

Goal LUT-7: Attractive, well-maintained and safe streets, public improvements and utilities.

Policy LUT-7.1: Road Maintenance: Maintain and repair roads.

Strategy LUT-7.1a: Pavement Management System: Assess street conditions and prioritize repair needs balancing the needs of the community using input from the City's Pavement Management System.

Strategy LUT-7.1b: Roadway Repair And Maintenance: Conduct roadway repair and routine maintenance as necessary.

Policy LUT-7.2: Public Utilities and Improvements: Provide a comprehensive network of sidewalks, public utilities and multi-modal improvements that are safe, attractive, efficient, well maintained and accessible for pedestrians, bicyclists and motorists.

Strategy LUT-7.2a: Public Improvements Installation: Develop and adopt an ordinance ensuring that property owners of new, infill and substantial remodeling development projects install, upgrade or repair street and public improvements adjacent to the subject property, where and when appropriate.

Strategy LUT-7.2b: Public Improvements Design: Design public improvements to meet safety, accessibility and aesthetic guidelines. Consider adopting an "Art in Public Places" program.

Strategy LUT-7.2c: Undergrounding of Utilities: Adopt an ordinance for ensuring that certain utilities, such as electricity (including main overhead lines), cable and communications facilities, are placed underground along the street

frontage (boundary lines) and from the street to the new structures (service drops) for new projects, and for substantial remodeling projects.

Strategy LUT-7.2d: Public Utility Screening: Develop and adopt an ordinance ensuring that certain public utilities (such as utility control boxes) are screened from view by using a combination of easements, undergrounding, screen walls and landscaping to deter graffiti and to hide unattractive equipment, where practical.

Strategy LUT-7.2e: Anti-Graffiti Programs: Participate in anti-graffiti programs that remove graffiti from buildings, signs, structures and utilities, as quickly as possible.

Strategy LUT-7.2f: Excess Right-of-Way: Consider vacating excess right-of-way to property owners when the vacation conforms to the City's Standards for street improvements.

Strategy LUT-7.2g: Landscaped and Tree Lined Streets: Provide attractive, user friendly, tree-lined streets and install creative landscaping in street improvement projects, where feasible.

Strategy LUT-7.2h: Consistent Right-of-Way Treatment: Design consistent right-of-way treatment on individual streets.

Strategy LUT-7.2i: Narrow Local Streets: Create pedestrian-friendly local streets that are narrow enough to be easily crossed by pedestrians.

Strategy LUT-7.2j: Sidewalks: Inventory sidewalks and develop a program to address filling the gaps. Design sidewalks that are separated from the automobile travel way, on arterial streets. Sidewalks along other streets should be consistent with the neighborhood.

Strategy LUT-7.2k: Multi-Use Trails: Design multi-use trails that are wide enough to accommodate safe two-way passage for bikes and bike trailers.

Strategy LUT-7.2l: Street Trees: Where sidewalks are directly adjacent to curbs and no planting strip exists, explore ways to add planting pockets with street trees and water efficient

landscaping to increase shade and reduce the apparent width of wide streets.

Strategy LUT-7.2m: Clearance on Walkways: Provide adequate clearances on walkways for pedestrians on the public right-of-way.

Strategy LUT-7.2n: Consistency with Plans: Ensure that new development and substantial remodeling projects are consistent with Specific Plans, Area Plans, City Standard Details and adopted Streetscape Standards to create cohesive design.

Strategy LUT-7.2o: Utility Cuts and Trenching: Limit unnecessary utility cuts and trenching in the public right of way and promote coordinated installation between multiple utility providers.

Policy LUT-7.3: Transportation Safety: Make safety a priority of citywide transportation design and planning.

Strategy LUT-7.3a: Intersection Design: Incorporate pedestrian and bicycle features and auto safety components in intersection design and improvement projects, such as curb cuts to accommodate bicycle trailers, bicycle crossing buttons at traffic signals, appropriately designed bulbouts to shorten pedestrian crossings but still facilitating bicyclists, and bicycle sensors at major intersections. Develop a comprehensive policy incorporating strategies that facilitate the movement of pedestrians and bicyclists through intersections that includes periodic safety risk evaluations and corresponding safety measures.

Strategy LUT-7.3b: Street Lighting: Install, maintain, and repair city-wide street lighting as needed (some Area Plans have specific lighting standards) Encourage the use of new energy efficient lighting technologies.

Strategy LUT-7.3c: Traffic Control Devices: Ensure traffic control devices function properly.

Strategy LUT-7.3d: Child Safety: Consider the safety and comfort of school children in street

modification projects that affect school travel routes.

Strategy LUT-7.3e: Speed Limits: Enforce speed limits and other traffic laws, especially in residential areas, to the extent that resources are available.

Strategy LUT-7.3f: Traffic Calming Measures: Consider implementation of traffic calming measures to ensure safe and reasonable speeds in residential neighborhoods consistent with the City's adopted neighborhood traffic management program.

Strategy LUT-7.3g Trail Safety and Access: Enforce Speed limits and park rules while maintaining access points to the Los Gatos Creek Trail to ensure a safe environment for all users.

Historic and Cultural Resources

Goal LUT-8: Preservation of historic buildings, districts and cultural resources.

Policy LUT-8.1: Historic Buildings, Landmarks and Districts and Cultural Resources: Preserve, rehabilitate or restore the City's historic buildings, landmarks, districts and cultural resources and retain the architectural integrity of established building patterns within historic residential neighborhoods to preserve the cultural heritage of the community.

Strategy LUT-8.1a: Update Historic Resource Inventory: Review the City's neighborhoods for consideration of adding significant structures, landmarks, trees or district status to the Historic Resource inventory on a regular basis, and update the list accordingly.

Strategy LUT-8.1b: Historic Design Guidelines: Adopt guidelines to ensure that improvements and additions to historic buildings are compatible with existing historic architecture and conform to historically established building forms, character and setbacks of the neighborhood.

Strategy LUT-8.1c: Adaptive Re-Use: Encourage adaptive re-use of and incorporation of the city's

historic buildings and structures for new development projects, when feasible.

Strategy LUT-8.1d: Historic Building Materials Ordinance: Adopt an ordinance that requires that historic building materials be salvaged and/or recycled.

Strategy LUT-8.1e: Historic Preservation Awareness: Promote public awareness of historic preservation through informational publications and programs.

Strategy LUT-8.1f: State Historical Building Code: Adopt the use of the State Historical Building Code for designated historic buildings.

Strategy LUT-8.1g: Certified Local Government Status: Attain Certified Local Government Status of the Historic Preservation Ordinance.

Strategy LUT-8.1h: Historic Preservation Incentives: Develop incentives to encourage preservation and restoration including allowing the use of appropriate historic Building and Fire Codes and leniency on certain standard development requirements.

Strategy LUT-8.1i: Altering or Demolishing Historic Resources: Establish procedures, including identifying alternatives, for proposals that significantly alter or demolish historic resources.

Strategy LUT-8.1j: Heritage Theater: Support efforts to restore the Heritage Theater.

Land Use Compatibility

Goal LUT-9: A compatible land use pattern citywide.

Policy LUT-9.1: Land Use Pattern: Establish a compatible land use pattern citywide.

Strategy LUT-9.1a: Land Use Conflict Minimization: Amend the General Plan and Zoning map to minimize conflicts between land uses when identified.

Strategy LUT-9.1b: Land Use Review: Review the types of land uses allowed in the City's zoning districts and revise, where appropriate, to assure greater compatibility.

Strategy LUT-9.1c: Land Use Objectives and Redevelopment Plans: Permit only those uses that are compatible with land use objectives and redevelopment plans.

Strategy LUT-9.1d: Land Use Limits and Controls: Amend the Zoning Ordinance to establish limits and controls regarding operating hours for uses that are incompatible with adjoining residential dues to noise, traffic or other disturbances.

Policy LUT-9.2: General Plan and Zoning Consistency: Maintain consistency between the General Plan and the Zoning Ordinance.

Strategy LUT-9.2a: Zoning Ordinance Revisions: Revise the Zoning Ordinance and Map to be consistent with the City's General Plan Land Use Diagram.

Policy LUT-9.3: Design and Planning Compatibility: Promote high quality, creative design and site planning that is compatible with surrounding development, public spaces and natural resources.

Strategy LUT-9.3a: Public Input: Incorporate public input into the preparation, update and adoption of land use policies, design guidelines, regulations and engineering specifications that ensure high quality development and reflect community and neighborhood values.

Strategy LUT-9.3b: Review of Zoning Requirements: Undertake a comprehensive review of zoning requirements to identify additional site development and architectural standards that should be required.

Strategy LUT-9.3c: Simplify Zoning Code: Use illustrations and develop methods for simplifying the Zoning Code to promote well-designed projects.

Strategy LUT-9.3d: Building Design: Design buildings to revitalize streets and public spaces by orienting the building to the street, including human scale details and massing that engages the pedestrian.

Strategy LUT-9.3e: Building Materials: Encourage the use of long-lasting, high quality building materials on all buildings to ensure the long-term quality of the built environment.

Strategy LUT-9.3f: Development Orientation: Orient new development toward public and private amenities or open space, in particular:

- Orient front entrances, living/office area and windows toward the amenity or open space.
- Orient high activity areas such as outdoor dining areas and plazas, and major pedestrian routes toward the amenity or open space.

Strategy LUT-9.3g: Pedestrian Amenities: Incorporate pedestrian amenities such as plazas, landscaped areas with seating, pedestrian walkways into new developments.

Strategy LUT-9.3h: Art in Private Development: Consider implementing an "Art in Private Development" program to provide for the visual arts within commercial, industrial and multiple-family residential projects.

Strategy LUT-9.3i: Master Plan of Phased Sites: Ensure developers of phased multi-building complexes provide a master plan demonstrating how the entire site will be developed.

Strategy LUT-9.3j: Landmark Preservation: Encourage preservation of existing landmark features on buildings and on building sites.

Strategy LUT-9.3k: Screening Guidelines: Create guidelines for ensuring that visual and noise impacts of storage, loading areas and mechanical equipment are minimized, which may include provisions for larger setbacks, screening, walls, substantial landscaping, acoustic materials, equipment usage and building modifications.

Strategy LUT-9.3l: Wireless Telecommunication Facilities: Minimize the visual impact of wireless telecommunication facilities by designing them as an integral architectural feature to a structure.

Strategy LUT-9.3m: Location of Service Areas: Locate parking areas, truck loading areas, drive-through lanes and drive-through windows away from streets, out of immediate public view, while minimizing land use conflicts and traffic impacts.

Strategy LUT-9.3n: Signs: Revise the Zoning Code or develop guidelines that ensure high quality, attractive

signs that are appropriate for each Zoning District.

Strategy LUT-9.3o: Single-Purpose Buildings: Discourage the development of single-purpose buildings (i.e. self-storage facilities).

Strategy LUT-9.3p: Site Lighting Guidelines: Ensure that lighting does not create glare and overflow on adjacent properties by developing standards and guidelines that are incorporated into the Zoning Ordinance.

Amenities, Open Space and Community Linkages

Goal LUT-10: Landscaping, natural resources and amenities that are visible and accessible to the public.

Policy LUT-10.1: Landscaping: Encourage the retention and planting of landscaping to enhance the natural and built environment.

Strategy LUT-10.1a: Natural Feature Retention: Encourage site design that incorporates or otherwise retains natural features such as mature trees, terrain, vegetation, wildlife and creeks.

Strategy LUT-10.1b: Landscape Standards: Revise the Landscape and Tree Protection Ordinance to require enhanced landscaping standards, including standards for providing a variety of species, sizes and adequate number of trees, shrubs and drought-tolerant planting.

Strategy LUT-10.1 c: Outdoor Common Areas: Encourage well-designed and landscaped outdoor common areas for eating, relaxing, or recreation for new projects, and if feasible, when buildings are remodeled or expanded. When possible, the common outdoor areas should adjoin natural features.

Strategy LUT-10.1d: Drought-Tolerant Plant List: Maintain a list of drought-tolerant plants for public distribution.

Strategy LUT-10.1e: Parking Lot Screening: Plant landscaping or build decorative walls at the interior and perimeter of parking areas as a visual screen.

Policy LUT-10.2: Roadway Landscaping: Landscape public roadways to define the character of districts and neighborhoods.

Strategy LUT- 10.2a: Streetscape Standards: Implement Streetscape Standards with landscaped boulevard treatment on arterial streets, and

implement the installation of street trees per the Standard Street Improvements.

Strategy LUT-10.2b: Expressway and Freeway Landscaping: Work with appropriate agencies and developers of new development adjacent to Highway 17, Highway 85 and San Tomas Expressway to provide landscaping along the sides of the freeway or expressway and within the medians that are adjacent to the new development.

Strategy LUT-10.2c: Landscaping in the Public Right-of-Way: Adopt an ordinance requiring developers to install and maintain landscaping within the public right-of-way adjacent to the developed property.

Strategy LUT-10.2d: Landscaping as a Theme: Use similar types of trees and landscaping to create a theme within districts or neighborhoods. Medians should also be used to create a theme to distinguish major thoroughfares and prominent streets.

Goal LUT-11: A physically connected, efficient community with safe access and linkages throughout the city for a variety of transportation modes and users.

Policy LUT-11.1: Physically Connected Transportation Infrastructure: Strive to achieve physically connected transportation infrastructure.

Strategy LUT-11.1a: Dead-End Streets: Connect dead-end streets with pedestrian and bicycle paths in new developments and in existing neighborhoods where so desired by residents.

Strategy LUT-11.1b: Downtown Alleyways: Evaluate enhancing Downtown alleyways for pedestrian use. Require the improvement of alleys adjacent to properties when the site is redeveloped or the use is intensified.

Strategy LUT-11.1c: Bicycle Facility Identification: Identify bicycle lane, route and trail information on signs along the appropriate roadways and pathways and identify each on the City's bicycle system map.

Strategy LUT-11.1d: Bicycle and Pedestrian Connections in Development: Encourage new or redeveloping projects to provide logical

bicycle and pedestrian connections on site, between parking areas, buildings, and street sidewalks and to existing or planned public right-of-way facilities and encourage pedestrian passages between street-front sidewalks and rear-lot parking areas. Ensure that the bicycle and pedestrian connections interface safely.

Strategy LUT-11.1e: Bicycle and Pedestrian Connections Between Neighborhoods: Facilitate the construction of connected pedestrian and bicycle facilities (e.g. bridges, pathways, sidewalks and bike lanes) between and within neighborhoods that are attractive, well-lit, comfortable, tree lined and safe, especially within one-half mile of major activity centers, schools and parks.

Strategy LUT-11.1f: Bicycle Lanes and Paths: Incorporate bicycle lanes and paths into the City's standard street details and designated street improvement projects in the Capital Improvement Program, where feasible.

Strategy LUT-11.1g: Americans with Disabilities Act (ADA): Address the needs of people with disabilities and comply with the requirements of the ADA during the planning and implementation of transportation and parking improvement projects.

Strategy LUT-11.1h: New Transportation Facilities: Ensure that new transportation facilities will be provided or constructed so as not to create new barriers or other impediments to neighborhood connectivity.

Strategy LUT-11.1i: Roadway Completion: Extend arterial and collector roadways, where feasible, to complete logical connections through and between neighborhoods.

Policy LUT-11.2: Services Within Walking Distance: Encourage neighborhood services within walking distance of residential uses.

Strategy LUT-11.2a: Services Within Walking Distance: Encourage neighborhood serving commercial and quasi-public uses, such as

churches, schools, and meeting halls to locate within walking distance of residential uses.

Access to Development

Goal LUT-12: Minimal traffic disruptions along commercial corridors and arterial roadways, and coordinated development of independent sites.

Strategy LUT-12.1a: Shared Driveways, Access and Parking: Modify the zoning ordinance to encourage owners of non-single family residential and mixed-use properties to consolidate driveways, enter into access easements and share parking with neighboring properties, especially where uses have hours of peak parking demand that are different from each other.

Strategy LUT-12.1b: Driveways: Ensure that driveways are a sufficient distance from intersections.

Strategy LUT-12.1c: Parking Lot Design: Design parking lots to minimize impacts on the street system by providing adequate sized driveways, sufficient queuing and efficient circulation.

Strong Economy

Goal LUT-13: Strong and stable sources of City revenues while promoting an appropriate balance of land uses and a high quality of life in the City.

Policy LUT-13.1: Variety of Uses: Attract and maintain a variety of uses that create an economic balance within the City while maintaining a balance with other community land use needs, such as housing and open space, and while providing high quality services to the community.

Strategy LUT-13.1a: Hotels: Attract major hotels to Campbell as a convenience for local residents and businesses, as well as a tax generator for the community.

Strategy LUT-13.1b: Business Retention and Attraction: Develop programs to retain and attract businesses that meet the shopping and service needs of Campbell residents.

Strategy LUT-13.1c: Fiscal Effects of Land Use: Evaluate the fiscal effects of different land uses on City revenues and services.

Strategy LUT-13.1d: Cost Saving Measures and City Services: Continue to put cost-saving measures into effect, while maintaining and improving the quality of City services.

Policy LUT-13.2: Business and Activity Centers: Enhance the accessibility of Campbell's business and activity centers.

Strategy LUT-13.2a: Downtown Parking: Provide sufficient parking in the Downtown area to address long-term (employee) and short-term (customer) parking.

Strategy LUT-13.2b: Downtown Parking Efficiency: Encourage parking strategies in the Downtown area that maximize the efficient use of parking.

Strategy LUT-13.2c: Identifiable Access: Ensure safe, easily-identifiable access to commercial and retail centers.

Strategy LUT-13.2d: Large Retailers on Hamilton Avenue: Encourage large retailers to locate along Hamilton Avenue and Bascom Avenue by maintaining large parcels, encouraging lot consolidation, and discouraging parcel adjustments that reduce lot sizes.

Area Plans and Special Project Areas

Pruneyard / Creekside Commercial District

Goal LUT-14: The Pruneyard/ Creekside Area as an active, connected "urban village" with a mixture of commercial, office, residential, entertainment and recreational uses functioning as a community and regional focal point.

Policy LUT-14.1: Area Plan: Develop an Area Plan for the Pruneyard / Creekside Commercial District.

Policy LUT-14.2: Development Intensities: Allow higher development intensities within the Pruneyard / Creekside area.

Strategy LUT-14.2a: Maximum Height: Allow new buildings and redeveloped buildings to develop at the maximum height in the Pruneyard/Creekside Area, subject to traffic and environmental constraints.

Strategy LUT-14.2b: Floor Area Ratio (FAR): Allow a maximum FAR of 2.0 for new development or redevelopment within the Pruneyard/Creekside Area.

Policy LUT-14.3: Physically Connected: Encourage new development in the Pruneyard/Creekside Area that is physically connected to existing development and oriented towards the creek trail with appropriate setbacks, and that provides logical connections and access to the creek trail.

Strategy LUT-14.3a: Campisi Way Extension: Encourage logical connections and accessibility by requiring developers to participate in the extension of Campisi Way to the Pruneyard site.

Strategy LUT-14.3b: Property Coordination: Encourage property owners to coordinate with each other in resolving parking, circulation and traffic system improvements.

Strategy LUT-14.3c: Development along Los Gatos Creek: Ensure that new projects or remodeling projects adjacent to the Los Gatos Creek participate in developing the creek as a landscaped parkway and extend the landscape theme into creekside developments to enhance exposure to the creek, provide passive recreation (seating areas) and integrate the creek and new development.

Strategy LUT-14.3d: Links to Los Gatos Creek: Ensure that new development provides visual and pedestrian and bicycle linkages with Los Gatos Creek.

Strategy LUT-14.3e: Landscape and Signage: Work with property owners to develop a consolidated landscape and signage theme to be developed to improve the area's image as a special and unique place.

Policy LUT-14.4: Parcel Consolidation: Encourage the consolidation of properties to obtain more logical building sites and coordinated development opportunities in the Pruneyard/Creekside Area.

Strategy LUT-14.4a: Floor Area Ratio: Allow sites of greater than 3 acres to maximize densities of up to 2.0 FAR for non-residential uses and up to a maximum residential density of 27 units per gross acre. Project densities on parcels of smaller size will be reduced on a sliding scale as indicated below:

Minimum Acres	Maximum FAR	Allowable Density Range
Up to .99	.30	Up to 8 du/acre
1.0 to 1.99	.50	8 to 16
2.0 to 2.99	1.0	8 to 21
3.0 and above	2.0	8 to 27

Strategy LUT-14.4b: Parcel Consolidation: Consolidated or larger parcels will also be permitted to mix residential and non-residential uses up to the maximum densities allowed.

Strategy LUT-14.4c: Density Bonus: A density bonus of up to 25% may be permitted for projects which provide below market rate housing or housing which meets a special community-wide need such as housing for the disabled or housing for the elderly.

Strategy LUT-14.4d: Parking Facilities: Joint use of parking facilities may be utilized with mixed-use development formats on larger parcels.

Policy LUT-14.5: Building Orientation: Orient buildings toward public streets. New buildings on corner lots should frame the intersection through the use of reduced setbacks where necessary for access, facades that incorporate prominent entries, windows, design details and landscaping.

Strategy LUT-14.5a: Residential Entries: Orient entries to residential units along a public street.

Strategy LUT-14.5b: Non-residential Entries: Orient entries of non-residential developments toward the public street and provide street-level windows and glass front display bays for all street-level office and retail.

Strategy LUT-14.5c: Parking Lots: Encourage parking lots at the side of or rear of, or below buildings. Parking lots are strongly discouraged between buildings and the sidewalk.

Policy LUT-14.6: Mixed Residential and Non-residential Uses: Allow residential uses that are mixed whether horizontally or vertically with non-residential uses.

Strategy LUT-14.6a: Building Heights: Locate taller buildings toward Highway 17 and the center of the

Pruneyard/Creekside area. Building heights should be reduced as building forms approach Hamilton Avenue, Bascom Avenue, Campbell Avenue and the Creek Trail.

Strategy LUT-14.6b: Ground Floor Retail Uses: Ensure ground floor retail uses on Bascom and Hamilton Avenues, with vibrant street level elevations.

Strategy LUT-14.6c: Decorative Features: Development projects should incorporate decorative features including plazas that incorporate amenities such as public art, special paving, tile, and fountains.

NOCA

Goal LUT-15: Mixed residential, office and retail commercial area functioning as an attractive gateway and complementing Downtown commercial activity (see NOCA plan in Appendix A).

Policy LUT-15.1: Parcel Consolidation: Encourage property owners to combine parcels into larger building sites to accommodate quality mixed-use developments.

Strategy LUT-15.1a: Allowable FAR: Allowable density for non-residential uses is up to 1.0 floor area ratio (FAR).

Strategy LUT-15.1b: Allowable Density: Allow residential development up to a maximum density of 20 units per gross acre, which will not be counted against the allowable floor area ratio.

Strategy LUT-15.1c: Allowable Density: Allow sites of greater than 3 acres to maximize densities of up to 2.0 FAR for non-residential uses and up to a maximum residential density of 27 units per gross acre. Project densities on parcels of smaller size will be reduced on a sliding scale as indicated below:

Minimum Acres	Maximum FAR	Allowable Density Range
Up to .99	.30	Up to 8 du/acre
1.0 to 1.99	.60	8 to 13
2.0 to 2.99	1.0	8 to 20

Strategy LUT-15.1d: Density Bonus: Allow a density bonus of up to 25% for projects that provide below market rate housing or housing that meets a special community-wide need (e.g. Disabled or the elderly).

Strategy LUT-15.1e: Shared Parking: Encourage the joint use of parking where there is a mixed-use development format on larger parcels.

Policy LUT-15.2: Residential facing Harrison Avenue: Ensure that developments that front Harrison Avenue are residential and in a format compatible with existing residential development on Harrison Avenue and surrounding the Civic Center.

Strategy LUT-15.2a: Density on Harrison Avenue: Ensure single-family residential densities up to 13 dwelling units per gross acre on development facing Harrison Avenue.

Strategy LUT-15.2b: Land Use: Allow the rear portions of properties fronting on Harrison Avenue to be developed with residential, office, commercial, or mixed-uses otherwise permitted in NOCA provided such development will not adversely impact adjacent uses.

Policy LUT-15.3: Building Orientation: Orient buildings to a public street.

Strategy LUT-15.3a: Residential Entries: Locate building entries facing the streets for all residential units located along a public street.

Strategy LUT-15.3b: Non-Residential Entries: Ensure that all non-residential developments are required to orient identifiable entryways toward public streets and provide street-level windows and glass front display bays for all street-level office and retail.

Strategy LUT-15.3c: Corner-Building Placement: Ensure that new buildings on corner lots frame the intersection through the use of minimal setbacks, facades that incorporate prominent entries, windows, design details and landscaping.

Strategy LUT-15.3d: Parking Lots: Ensure that parking lots are at the side of, rear of, or below buildings.

Parking lots should not be permitted between the buildings and the sidewalk.

SOCA

Goal LUT-16: Revitalize Downtown commercial, industrial and recreational areas and provide housing opportunities.

Policy LUT-16.1: Land Use: Allow commercial, industrial and / or residential land uses in accordance with the adopted plan for each sub-area (see SOCA plan in Appendix A).

Strategy LUT-16.1a: Floor Area Ratio (FAR): Allow a FAR of up to .50, except hotel/motel uses as allowed in the Expressway Commercial Area, in accordance with the SOCA plan.

Policy LUT-16.2: Building Orientation: Orient buildings to a public street.

Strategy LUT-16.2a: Residential Entries: Locate building entries facing the streets for all residential units located along a public street.

Strategy LUT-16.2b: Non-Residential Entries: Ensure that all non-residential developments are required to orient identifiable entryways toward public streets and provide street-level windows and glass front display bays for all street-level office and retail.

Strategy LUT-16.2c: Visibility: Ensure that Residential projects are designed to provide visibility into the core of the project where the project adjoins streets or the Los Gatos Creek Trail. Public parking for trail users is encouraged.

Policy LUT-16.3: Building and Site Design: Encourage high quality building and site design in the SOCA Area.

Strategy LUT-16.3a: Screening: Design and Landscape screen structures within SOCA area to minimize the perceived mass of the building as viewed from the Los Gatos Creek Trail and to enhance the project's appearance as viewed from Highway 17.

Strategy LUT-16.3b: Access to Los Gatos Creek Trail: Ensure the provision of public pedestrian/bicycle access points to the Los Gatos Creek Trail for new development and redevelopment in the SOCA Area.

Policy LUT-16.4: Circulation: Encourage logical circulation patterns.

Strategy LUT-16.4a: Roadway Extensions: Evaluate requiring new developments to contribute toward extending Dillon Avenue to Railway Avenue and relocation of the extension of Dell Avenue to improve circulation, provide emergency vehicle access, and to integrate projects in the SOCA area.

Policy LUT-16.5: Public Improvements: Encourage logical public improvements throughout the SOCA area.

Strategy LUT-16.5a: Public Improvements: Ensure that project applicants participate in SOCA area-wide improvements, as specified in conditions of approval.

Strategy LUT-16.5b: Light Rail: Encourage the completion of the Vasona Light Rail extension on the Union Pacific Railroad right-of-way, including resident and employee serving Light Rail stations in the SOCA area.

San Tomas Area Neighborhood Plan

Goal LUT-17: Preserve the informal neighborhood character, low-density residential areas and reduce auto traffic.

Policy LUT-17.1: San Tomas Area Neighborhood Plan (STANP): Comply with the requirements of the STANP (see plan in Appendix A).

Strategy LUT-17.1a: Lot Sizes: Ensure that new development and renovation provides low-density residential development and encourage larger than minimum lot sizes.

Strategy LUT-17.1b: Landscaping: Ensure that new developments provide new tree planting, shrubs, greenery and other landscaping materials, and preserve existing trees and shrubs.

Strategy LUT-17.1c: General Plan/Zoning Amendments: Ensure that new General Plan or Zoning amendments of property equal the predominant General Plan and/or Zoning designations of parcels contiguous to, or directly across a public right-of-way from the subject site.

Campbell Redevelopment Area

Goal LUT-18: Revitalization of the Central Campbell Redevelopment Project Area.

Policy LUT-18.1: Redevelopment Plan: Ensure that new development within the Redevelopment Project Area is consistent with the Redevelopment Plan.

Downtown

Goal LUT-19: A vibrant community oriented Downtown that serves as the retail, service commercial, cultural and historic center of the city.

Policy LUT-19.1: Campbell Downtown Development Plan: Ensure that new development within the Downtown Area complies with the requirements of the Campbell Downtown Development Plan (see plan in Attachment A).

Strategy LUT-19.1a: Mix of Uses: Encourage a compatible mix of uses (i.e. professional offices, services and retail uses) with ground floor retail uses.

Strategy LUT-19.1b: Pedestrian-Orientation: Reinforce East Campbell Avenue as a pedestrian-oriented retail street.

Strategy LUT-19.1c: Regulations and Standards: Examine current planning regulations and standards periodically of Downtown Campbell and areas adjacent to Downtown to ensure that proposed development will complement and enhance Downtown vitality.

Downtown Neighborhoods

Goal LUT-20: Traditional neighborhoods and home designs that complement Historic Downtown Campbell.

Policy LUT-20.1: Compatibility: Ensure that new residential developments are designed to blend with existing building forms and be predominantly detached single-family units, as appropriate.

Strategy LUT-20.1a: Detached Units: Ensure that development or redevelopment projects with more than 2 units consist of detached units with one and two-story building elements, when located in a predominantly single-family residential neighborhood. Ensure residential unit entries face the public street.

Strategy LUT-20.1b: Building Patterns: Ensure that new development is designed to blend in with the existing building patterns of the neighborhood. For example, if the majority of the garages on the street are at the rear of the site, the new building should be designed to accommodate a rear garage.

Strategy LUT-20.1c: Downtown Neighborhoods Plan: Develop a Downtown Neighborhoods Plan that includes design guidelines that will help guide quality development.

Strategy LUT-20.1d: Residential Conservation: Prepare a study that identifies areas within the Downtown Neighborhoods that should be considered as being designated as a historic district, conservation district or other similar plan to preserve the character and context of downtown neighborhoods. Adopt the results of the study, where appropriate (in the form of a district or plan).

Strategy LUT-20.1e: Administrative Approval of Planned Development Permits: Evaluate the feasibility of administrative approval for Planned Development Permits for development projects in single-family residential Planned Development Zoning Districts that meet the design guidelines.

Policy LUT-20.2: Residential Character: Ensure that non-residential developments are designed to blend with the surrounding residential character and scale.

Strategy LUT-20.2a: Residential Character of Non-Residential Buildings/Uses: Ensure that properties designated for non-residential uses, such as offices on properties surrounding the Civic Center, retain the residential character and scale of development characteristic of the surrounding residential neighborhood. The development is to provide sufficient on-site parking, and landscape screening to minimize the commercial appearance of the use.

Open Space, Parks and Public Facilities

Open space, parks and public facilities in the City provide opportunities for a wide variety of active and passive recreation, organized activities and classes, education public services and social gatherings. A broad range of open space, park land and public facilities exist in Campbell — ranging from the Orchard City Green in the Downtown to the Los Gatos Regional Creek Trail that runs through the entire City.

The Open Space, Parks and Public Facilities Element of the General Plan includes goals, policies and strategies relating to regional and local open space, parks and public facilities. This Element meets the State requirement for the Open Space Element and serves to guide the comprehensive and long-range conservation of open space land. This Element also sets forth one optional element – the Public Facilities Element.

Open Space land is defined by State Law as any parcel or area of land or water which is essentially unimproved and devoted to an open space use and is also designated in a local, regional or State plan as open space for statutorily recognized open space purposes. The terms *essentially unimproved* are not defined by State law. For the purposes of this Element of the General Plan, essentially unimproved land includes outdoor park and recreation facilities, school grounds, outdoor athletic facilities, trails and other amenities intended to enhance the use and enjoyment of outdoor resources. Within the City of Campbell, open space land consists primarily of City and Santa Clara County parks and recreation facilities, school recreation facilities (i.e. sports fields), regional groundwater recharge facilities and creek corridors.

This Element emphasizes the provision of adequate open space, parks and public facilities and services to meet the needs of the residents of Campbell. Parks, schools and other public facilities play an integral part in creating a sense of community.

The City seeks to provide high-quality public services and facilities to its residents, businesses and visitors in a manner that maintains the small town character of Campbell. The City also strives to work effectively with other regional service providers and will continually look for opportunities to improve efficiency.

OVERVIEW

The Open Space, Parks and Public Facilities Element goals, policies and strategies serve to help achieve the community vision and community goals that were identified by the Campbell community through the Strategic Planning process. These goals are included in the Introduction.

Open space, parks and public facilities in Campbell that are safe, clean and comfortable will attract residents of all ages and become places that they will want to visit and use regularly. The City's open space, parks and public facilities, especially multi-use pathways and trails, are major contributors to the physical connection of Campbell and provide linkages between residences, schools and commercial and employment centers. They are a focal point for community involvement and are well-known landmarks that

provide a sense of community identity and pride. These parks and facilities increase the attractiveness of the City's residential neighborhoods and business districts with their well-maintained landscaping, modern play equipment and recreation facilities and comfortable outdoor furniture. These facilities contribute to the City's friendly, small town atmosphere by providing a destination where local residents can meet, visit and enjoy a wide variety of activities together. They are an important part of what makes Campbell a desirable place to live or work.

The Open Space, Parks and Public Facilities Element seeks to provide a variety of open space land in the City including public, private, passive and active open space. When implemented, the Element will accomplish the following objectives:

- Strive to provide three acres of open space, park land and recreational facilities and one acre of school open space and recreational facilities per 1,000 residents in the City;
- Strive to provide open space, parks, or recreation facilities within comfortable walking distance (one-half mile) of all City residents;
- Maintain and modernize existing open space, parks and public facilities;
- Offer a wide variety of Recreation and Community Service programs;
- Require ample open space and recreational areas within all types of residential developments;
- Provide substantial landscaped pathways and medians along major streets;
- Provide adequate well-maintained and efficient community facilities, including libraries and schools;
- Provide high-quality public services to residents and businesses; and,
- Provide properly functioning and efficient sewer and wastewater treatment facilities and storm drainage systems.

This Element maintains the existing standard of three acres of open space, park land and recreational facilities and one acre of school open space and recreational facilities for every 1,000 residents that was set in the 1990 Open Space Element. The City will also strive to provide open space, parks and recreational facilities with one-half mile of all residents. This provision is made with the recognition that the City's ability to provide these facilities may be limited since the City is largely built out and has only small pockets of vacant or underutilized land. In some neighborhoods, there are no practical and affordable options to acquire new open space or parks or recreational facilities; however, the City will explore opportunities for acquiring new open space, parks or recreational facilities as opportunities arise. Several of the strategies contained in this element originated from the Open Space Implementation Plan, which was adopted in December 1993. These strategies constitute an "action program" of specific techniques the City intends to use in implementing its open space element. The Open Space Special Zoning is one of the main tools to do this.

Given the limitation for acquisition of new parkland, this Element places a high importance on the maintenance, modernization and renovation of existing open space, park and recreation facilities to ensure that they are efficiently utilized and keep pace with the evolving recreational demands of the community. The City will focus on

improving existing unimproved open space lands within the City, such as the Santa Clara Valley Water District Groundwater Recharge Facilities. If improved and fully accessible, these facilities would complement the City's open space, park and recreation resources by providing unique amenities and special facilities. This Element includes policies to increase regional coordination of park and open space improvements and renovations, establish joint use agreements with regional agencies to open public access to existing closed-access facilities and prioritize acquisition of surplus agency land if it becomes available.

OPEN SPACE, PARKS AND RECREATION FACILITIES

Open Space, Park Land and Recreation Facilities Inventory

Campbell currently contains over 250 total acres of fully accessible usable open space, parks and recreation facilities which includes City parks and special facilities, the County park and trail, Campbell Union School District facilities, one Santa Clara Valley Water District groundwater recharge facility that is improved and open to the public and one private open space area that provided a credit towards the City's park impact fee and dedication requirement. In this section, regional open space land, park land and recreation facilities are discussed first, City lands and facilities are discussed second, school open space and recreation facilities are discussed third and the distribution of lands and facilities within the City's Neighborhoods is discussed last.

Regional Open Spaces, Parks and Recreation Facilities

County Park Lands

The City of Campbell is fortunate to have both a Santa Clara County Park and a multiple-use County Creek Trail within its boundaries. The County regional park and trail includes a total of 53.8 acres in the City, of which 52.8 acres is usable open space, as shown in Table OSP-1. The Los Gatos Creek County Park is a ten-acre park. Casting ponds within the park are available for fly and plug casting. This park is currently in need of renovations and the City has set aside funding in its current CIP for a Park Master Plan that will be jointly prepared by the City and Santa Clara County.

A second unique County resource in Campbell is the Los Gatos Creek Trail. The multiple-use trail, which totals fourteen miles in length and runs through three cities, is an important link in the regional trail and park system. The trail stretches over three miles through Campbell. This trail attracts a large number of pedestrians, hikers, bicyclists and nature lovers. It connects to the 151-acre Vasona County Park in Los Gatos to the south and extends northward to Leigh Avenue in San Jose. In the future, the trail will extend to the Guadalupe River Park in downtown San Jose and will eventually link with the San Francisco Bay Trail. This trail is an excellent example of interagency cooperation and planning.

Santa Clara Valley Water District Groundwater Recharge Facilities

Six Santa Clara Valley Water District groundwater recharge facilities are also located in the City. These areas are shown in Figure OSP-1: Regional Open Space, Parks and Recreational Facilities. The Santa Clara Valley Water District owns and maintains 122.4 acres of groundwater recharge facilities located within the City. Water held in the

groundwater recharge ponds seeps or "percolates" through the earth's layers under it reaches underground aquifers. Although the facility adjacent to the Los Gatos County Creek Trail is open for public use, the other five groundwater recharge facilities in the City are not currently available for public use or access. The City has set aside over $280,000 in its current CIP for the improvement of the Hacienda Avenue Recharge Facility in 2003 that will add landscaping around the ponds, create a "demonstration pond" and provide pedestrian access from the adjoining residential neighborhoods to the southern pond through a joint use agreement. The City recently completed on the construction of a path around one of the ponds at the McGlincey Groundwater Recharge Facility adjacent to the new Edith Morley Park.

The path at Edith Moreley Park allows visitors to stroll around the Groundwater Recharge Facility

Table OSP-1: Existing Regional Open Space, Parks and Recreation Facilities

Park or Facility Name	*Acreage*	
	Gross Area	*Usable Open Space*
Los Gatos Creek County Trail	43.8	43.8
Los Gatos Creek County Park	10.0	9.0
Subtotal	**53.8**	**52.8**
Santa Clara Valley Water District Groundwater Recharge Facilities[1]	122.4	89.7
Total	**176.2**	**142.5**

1. The 89.7 acres of usable open space is adjacent to the Los Gatos County Creek Trail and includes a segment of the trail.

Santa Clara County Open Space Authority

In 1993, Campbell joined the Santa Clara County Open Space Authority (SCCOSA). The SCCOSA consists of seven elected Directors and a fifteen-member Citizens Advisory Committee. The Authority encompasses all areas in Santa Clara County except those that

are currently within the jurisdiction of the Mid-Peninsula Open Space District. The Authority has the power to acquire property and create assessment districts to fund the acquisition of and development of support facilities at open space property. Funding for the Authority is derived from a benefit assessment district on property within the Authority's boundaries. A portion of the assessment revenues is reserved for use by participating jurisdictions to supplement their open space acquisition and development efforts. The City may apply for the use of these funds for specific open space projects in the City.

City Facilities

The City owns and maintains a variety of open space, parks and recreation facilities. Parks provide facilities for athletic, community and social events and are valuable community resources that are used regularly by residents. These facilities include athletic fields, basketball courts, play equipment, tot lots, water play features, horseshoe pits, BBQ grills and picnic areas which can accommodate groups up to 150 people. In 1985, the City purchased the Campbell High School and rehabilitated it into the 165,000 square-foot Campbell Community Center, which contains several recreational facilities, including a gymnasium, pool, the Campbell Adult Center, a weight room and cardio center, meeting rooms, locker rooms and showers, athletic fields and a track. These parks and facilities are shown in Figure OSP-2: City of Campbell Open Space, Parks and Recreational Facilities.

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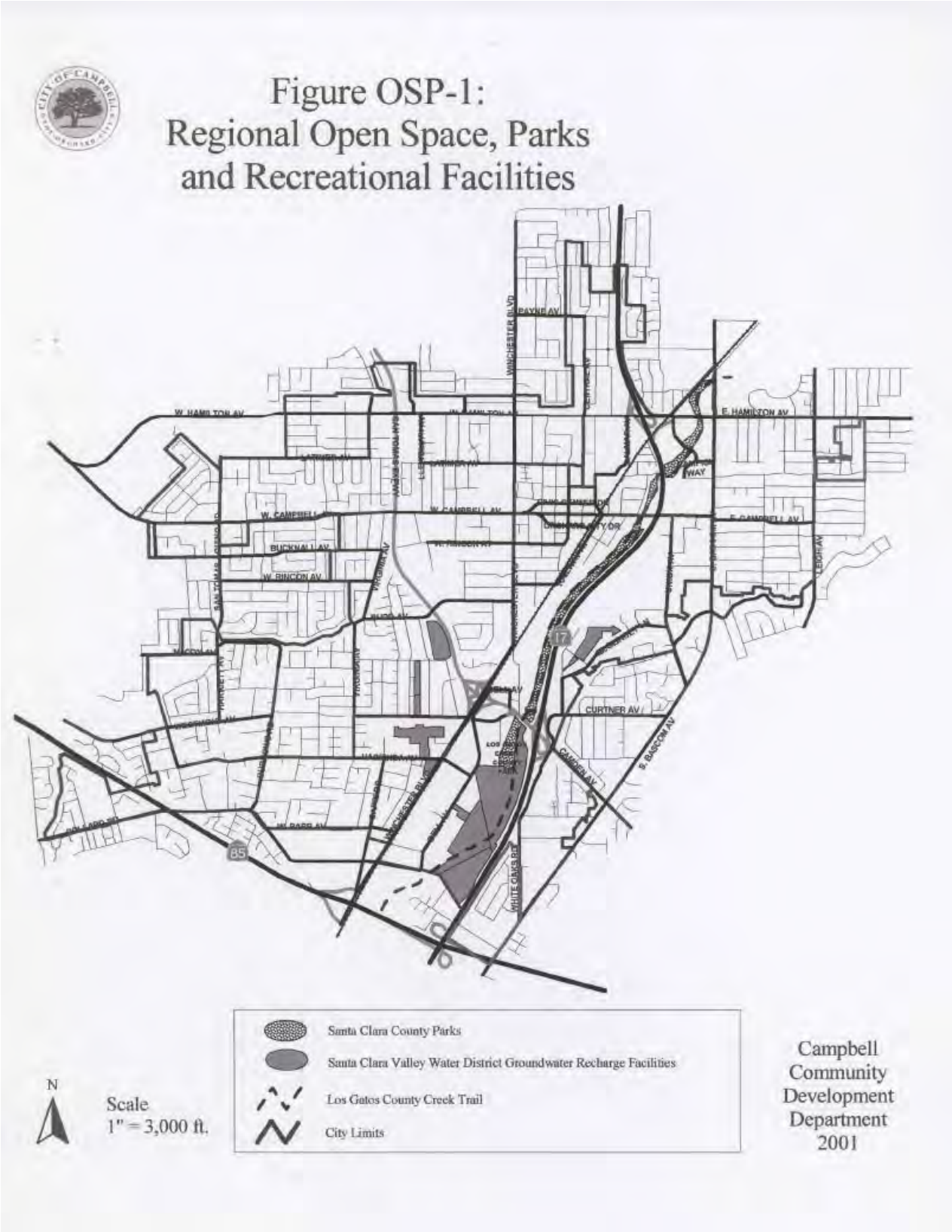
Figure OSP-1:
Regional Open Space, Parks and Recreational Facilities
W. HAMILTON AV
E. HAMILTON AV
W. CAMPBELL AV
E. CAMPBELL AV
BUCKNALL AV
W. RINCON AV
CURTNER AV
S. BASCOM AV
WHITE OAKS RD
LEIGH AV
17
85
Santa Clara County Parks
Santa Clara Valley Water District Groundwater Recharge Facilities
Los Gatos County Creek Trail
City Limits
N
Scale
1" = 3,000 ft.
Campbell Community Development Department 2001

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The City recently completed major renovations to Virginia, John Morgan and Campbell Parks that were specified in the current *Park Improvement Implementation Plan*. A variety of new amenities for all ages were installed at these parks, including new play areas and equipment, swings, safety fencing, benches, lit basketball courts, wider paths, grass volleyball areas and water play areas. Landscaping was also replaced or added at the parks.

The City's newest park is Edith Morley Park, a four-acre park near the Campbell Technology Park off McGlincey Lane. The park includes a community garden with 39 plots, native plant and wildflower areas, picnic tables, water features and pathways. The park is adjacent to 2.2 acres of groundwater recharge ponds and public access is provided through a joint use agreement with the Water District.

Park Types

The City's parks, open space and recreation facilities include several types of parks and recreation facilities. The Campbell Municipal Code defines a park as any land held by a public entity, which is open to the public for recreation activities. The types of parks include:

- *Community Parks.* Community Parks are designed and maintained to serve the entire community. Amenities may include sports facilities, including basketball courts, ball fields, swimming pools, recreation buildings and other special use facilities. Additional amenities may include meeting rooms, gymnasiums, locker rooms and group picnic areas.
- *Neighborhood Parks*. Neighborhood parks are intended primarily to serve a small portion of the City and are usually within a comfortable walking and biking distance from residences. They may contain amenities such as children playgrounds, picnic facilities, natural/landscaped areas and multi-use open fields.
- *Passive Parks*. Passive Parks are small play areas and landscaped open spaces less than an acre in size. They are designed to provide recreation and aesthetic benefit, primarily in areas of high population density or commercial areas with high pedestrian use. Amenities may include children's playgrounds, plazas, turf, picnic areas, benches and special features.

Table OSP-2: City-owned Open Space, Parks and Recreation Facilities

Park or Facility Name	*Acreage*	
	Gross Area	*Usable Open Space*
Community Parks		
Campbell Community Center[1]	28.8	11.2
Campbell Park[2]	4.9	4.9
Edith Morley Park[3]	6.2	6.2
John D. Morgan Park[4]	29.8	29.8
Subtotal	**69.7**	**52.1**
Neighborhood Parks		
Jack Fischer Park	4.1	4.1
Virginia Park[5]	0.4	0.4
Subtotal	**4.5**	**4.5**
Passive Parks		
Ainsley Park	0.1	0.1
Gomes Park	0.1	0.1
Hyde Park	0.3	0.3
Orchard City Green	0.8	0.8
Subtotal	**1.3**	**1.3**
Special Open Space Facilities		
Campbell Historical Museum	1.6	0.6
Campbell Civic Center	4.5	1.2
Subtotal	**6.1**	**1.8**
Total Acreage, City-owned Parks	**75.5**	**57.9**
Total Acreage, All City-owned Facilities	**81.6**	**59.7**

1. Includes Latimer Avenue church parcel (not yet developed into usable open space).
2. Includes 1.44 acres owned by Santa Clara County but developed as part of Campbell Park.
3. Includes 2.2 acres of SCVWD groundwater recharge facility land that is adjacent to the park and developed with pathways.
4. Includes 5.6 acres of Campbell School District land covered by a joint use and maintenance agreement with the City that is not included in the School District open space count in Table OSP-3
5. Includes 0.14 acres owned by the Santa Clara Valley Water District that is accessible under a Joint Use Agreement.

Figure OSP-2: City of Campbell Open Space, Parks and Recreational Facilities

N

Scale
1" = 3,000 ft.

City of Campbell Open Space, Parks and Recreation Facilities

City Limits

Campbell Community Development Department 2001

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Recreation and Community Services

The Campbell Recreation and Community Services Department provides and facilitates a variety of activities and programs which serve the needs of the City's residents and employees. Programs for youth include summer day and sports camp programs, dance, sailing, tennis, ice skating, gymnastics and martial arts instruction and special facilities such as the Temporary Skatepark Facility. Adult programs also include organized sports leagues, as well as fitness and dance instruction and health, wellness and computer classes. Mature adults may participate in a variety of arts, exercise and group activities at the Campbell Adult Center.

School Open Space and Recreation Facilities

The Campbell Union School District (CUSD) owns and maintains seven schools within the City limits. The Moreland School District owns one school in the City limits, Coventry School, which is currently closed and leased to a private school. One of the CUSD's schools, Dover, is also currently closed and leased to several private schools.

In December 1999, the City Council approved the Facilities Improvement and Joint Use Agreement with the Campbell Union School District. This Agreement covers eight schools- Castlemont, Rosemary, Dover, Hazelwood, Capri, Forest Hill, Campbell Middle and Rolling Hills Middle – but Castlemont School is not located within the City limits. The seven sites within the City contain a total of 88 acres, of which approximately 51 acres is usable open space – consisting of playing fields, ball courts, playgrounds and miscellaneous facilities that are available for use by youth sports groups and the public through the Facilities Improvement and Joint Use Agreement. This Agreement provides access to valuable resources that complement the City's neighborhood parks and recreational facilities. Local recreational leagues using school facilities include Campbell Little League, Campbell Bobby Sox and West Valley Soccer Club. See Figure OSP-3: School Open Space, Recreation Facilities and District Boundaries for the location of these sites.

The City has agreed to pay the District for improvements, including field improvements at Dover, Hazelwood and Castlemont and construction of a new rest room facility at Rosemary. Other improvements and renovations will be completed depending on availability of funds. The District will pay all costs of maintenance, operation and repair of improved facilities. The agreement has a five-year term, which is renewable for additional (unlimited) five-year terms upon mutual agreement. The City Recreation and Community Services Department has agreed to coordinate and monitor reserved community use of the District facilities.

Although school populations are currently increasing, it is possible that the Campbell Union or the Moreland School Districts may consider disposing of more surplus school sites in the future. The Naylor Act (Education Code § 17485- 17500) requires school districts to first offer to sell or lease surplus school property that consists of land which is used for school playground, playing fields, or other outdoor recreation purposes or open space land particularly suited for recreational purposes. This area must not exceed 30 percent of the total surplus school acreage and there must be no other available publicly owned land in the vicinity of the school site that is adequate to meet the existing and

foreseeable need for useable open space and recreational facilities. These lands may be sold to the City at a price that may be below the fair market value of the land. Although the exact percentage below the market rate may vary from site to site, the purchase cost must be at least 25 percent of the fair market value of the land.

Table OSP-3: School Open Space and Recreation Facilities

School Name	*Existing Acreage*	
	Gross Area	*Usable Open Space*
Campbell Union School District		
Campbell Middle	14.4	6.1
Capri	9.5	4.3
Dover[1]	9.3	6.3
Forest Hill	13.0	8.0
Hazelwood	10.0	5.8
Rolling Hills Middle	20.0	12.9
Rosemary	12.0	8.0
Subtotal	**88.2**	**51.4**
Moreland School District		
Coventry School[2]	9.3	-
Total Acreage	**97.5**	**51.4**

1. Dover is currently leased to private schools but the school open space is available for public use under the Facilities Improvement and Joint Use Agreement.
2. Coventry School is currently leased to a private school. No portion is available for public use.

Privately Owned Open Space and Recreation Facilities

Privately owned open space supplements other park and recreation facilities in the City; however, access is usually limited to residents of the development or private members. These facilities include small tot lots in large residential developments and apartment complexes, swimming pools, cabana swim clubs, church playground facilities and outdoor eating areas. Two of the City's privately owned open space and recreation facilities are included in Table OSP-4; however, specific area calculations are not available for most resources. New residential projects may be eligible for up to a 50 percent credit off the park impact fees if they include specific types of on-site park amenities that will meet the needs of future residents. These amenities must cover at least an acre and are thus only likely to be included in large projects. Smaller projects may include smaller open space areas but will not be eligible for credit towards required park impact fees.

Table OSP-4: Privately Owned Open Space and Recreation Facilities

Facility Name	*Existing Acreage*	
	Gross Area	*Usable Open Space*
Canyon Creek Open Space	1.1	1.1
Cherry Blossom Park[1]	0.4	0.4
Total	**1.5**	**1.5**

1. Cherry Blossom Park was not counted towards the Park Land Dedication Requirement for the subdivision in which is located because of its small size and limited amenities.

Distribution of Parks and Open Space in City Neighborhoods

Ideally, all residents of Campbell should have access to a park facility within a reasonable walking distance of their residence. The City's policy is to strive to provide a park or school open space and recreational facility within a one-half mile (a 10-15 minute walk) of all residents. The current half-mile radii around the City's usable open space, parks and recreation facilities are shown in Figure OSP-4. Parks and schools located outside the City limits are shown on the Diagram since residents who live close to these publicly-accessible facilities use them.

As Table OSP-5 shows, several neighborhoods have a need for additional open space, parks and recreation facilities. However, some facilities are close to neighborhood boundaries and are used by residents in adjoining neighborhoods. This table should be compared to Figure OSP-4 to determine the areas of greatest need for additional parks or recreation facilities.

Table OSP-5: Park and School Usable Open Space and Recreation Facilities by Neighborhood

Neighborhood[1]	*County Parks and Recreational Facilities*	*City Open Space, Parks and Recreation Facilities*	*Campbell Union School District Open Space*	*Total Acreage*
Central Campbell	31.8	49	14.1	94.9
East Campbell			6.3	6.3
North Campbell				
West Campbell				
Creekside/ Campisi	10.8			10.8
Dell	10.2			10.2
McGlincey		6.2		6.2
Pruneyard				
San Tomas		4.5	31.0	35.5
Union				
White Oaks				
Total	**52.8**	**59.7**	**51.4**	**163.9**

1. See Figure LUT-6: Campbell Neighborhoods

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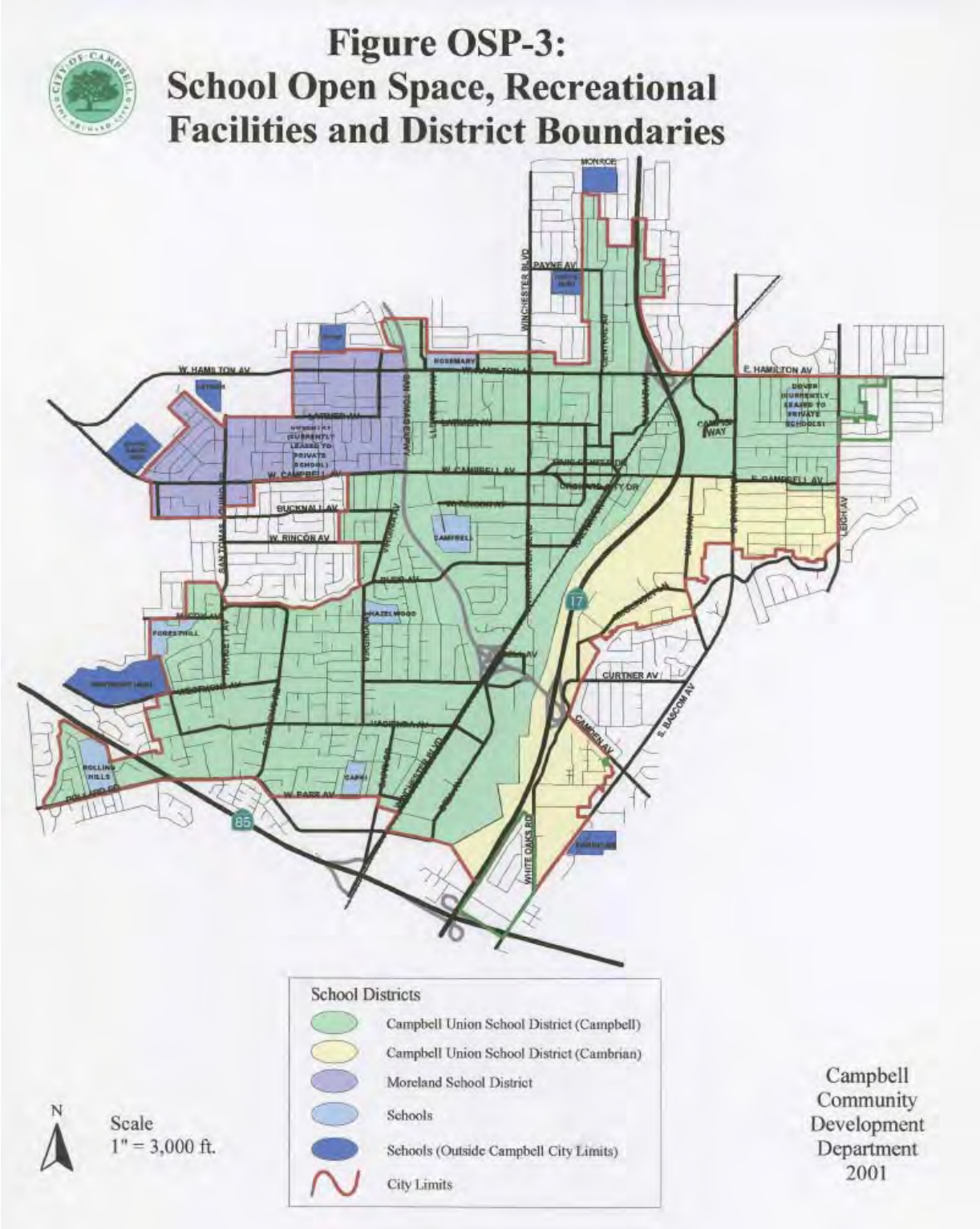
Figure OSP-3:
School Open Space, Recreational Facilities and District Boundaries
MONROE
PAYNE AV
WINCHESTER BLVD
W. HAMILTON AV
E. HAMILTON AV
ROSEMARY
DOVER (CURRENTLY LEASED TO PRIVATE SCHOOLS)
W. CAMPBELL AV
E. CAMPBELL AV
BUCKNALL AV
W. RINCON AV
CAMPBELL
SAN TOMAS
VIRGINIA AV
HAZELWOOD
FORESTHILL
CURTNER AV
S. BASCOM AV
CAMDEN AV
ROLLING HILLS
W. PARR AV
WHITE OAKS RD
LEIGH AV
17
85
School Districts
Campbell Union School District (Campbell)
Campbell Union School District (Cambrian)
Moreland School District
Schools
Schools (Outside Campbell City Limits)
City Limits
N
Scale
1" = 3,000 ft.
Campbell
Community
Development
Department
2001

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Open Space, Parks and Recreation Facilities Standard

Existing Acreage Per 1,000 Residents

The adequacy of existing open space, parks and recreation facilities can be measured through a service standard that specifies the usable park or school open space acreage required to serve a given number of residents. City and County-owned usable open space, parks and recreation facilities and Campbell Union School District usable open space total 3.93 acres per 1,000 residents, as shown in Table OSP-6. Only these types of open space, parks and recreation facilities are included in calculating the ratio per 1,000 residents; public facilities that are not publicly-accessible are excluded. In addition, private open space that was given credit towards the Park Impact Fee and Subdivision Dedication Requirement is included.

Table OSP-6 also shows the ratio of improved and unimproved usable open space which totals 6.29 acres per 1,000 residents. This ratio is a significant increase over the ratio of improved usable open space since it includes the 89.7-acre SCVWD groundwater recharge facility that is adjacent to the Los Gatos County Creek Trail.

Table OSP-6: Existing Improved and Unimproved Usable Open Space, Park and Recreation Facility Acreage Per Thousand Residents

	Improved Usable Open Space Acreage	*Improved Usable Open Space Acreage Per 1,000 Residents*[1]	*Improved and Unimproved Usable Open Space Acreage*[2]	*Improved and Unimproved Usable Open Space Acreage Per 1,000 Residents*
City Open Space, Parks and Recreation Facilities[3]	57.9	1.52	57.9	1.52
County and SCVWD Open Space, Parks and Recreation Facilities	52.8	1.38	142.5	3.74
Campbell Union School District Open Space[4]	38.1	1.00	38.1	1.00
Canyon Creek Private Open Space[5]	1.1	.03	1.1	.03
Total	**149.9**	**3.93**	**239.6**	**6.29**

1. Based on a population of 38,138 (U.S. Census April 2001)
2. Unimproved open space acreage includes the 89.7-acre SCVWD Groundwater Recharge Facility adjacent to the Los Gatos County Creek Trail and a segment of the trail.
3. Excludes City-owned Special Open Space Facilities, since these do not qualify as neighborhood or community park or recreation facilities under the Quimby Act.
4. The acreage of school open space is a maximum of the set standard, one acre per 1,000 residents, or 38.1 acres, although the total acreage of school open space exceeds this amount.
5. Although this open space is not available for public use, the acreage was used as a partial credit towards the Park Impact Fee and Park Land Dedication Requirement for the development project.

Although there are no State standards for parks, the Quimby Act (Government Code § 66477) allows local jurisdictions to establish standards, at a maximum of three (3) acres per 1,000 residents and to require residential subdivisions to provide land or in-lieu fees for developing new or rehabilitating existing neighborhood and community parks of the City, county, or local public agency or recreation facilities to serve the subdivision.

The City has set the open space standard at three acres of open space, park land and recreational facilities and one acre of school open space and recreational facilities for every 1,000 residents.

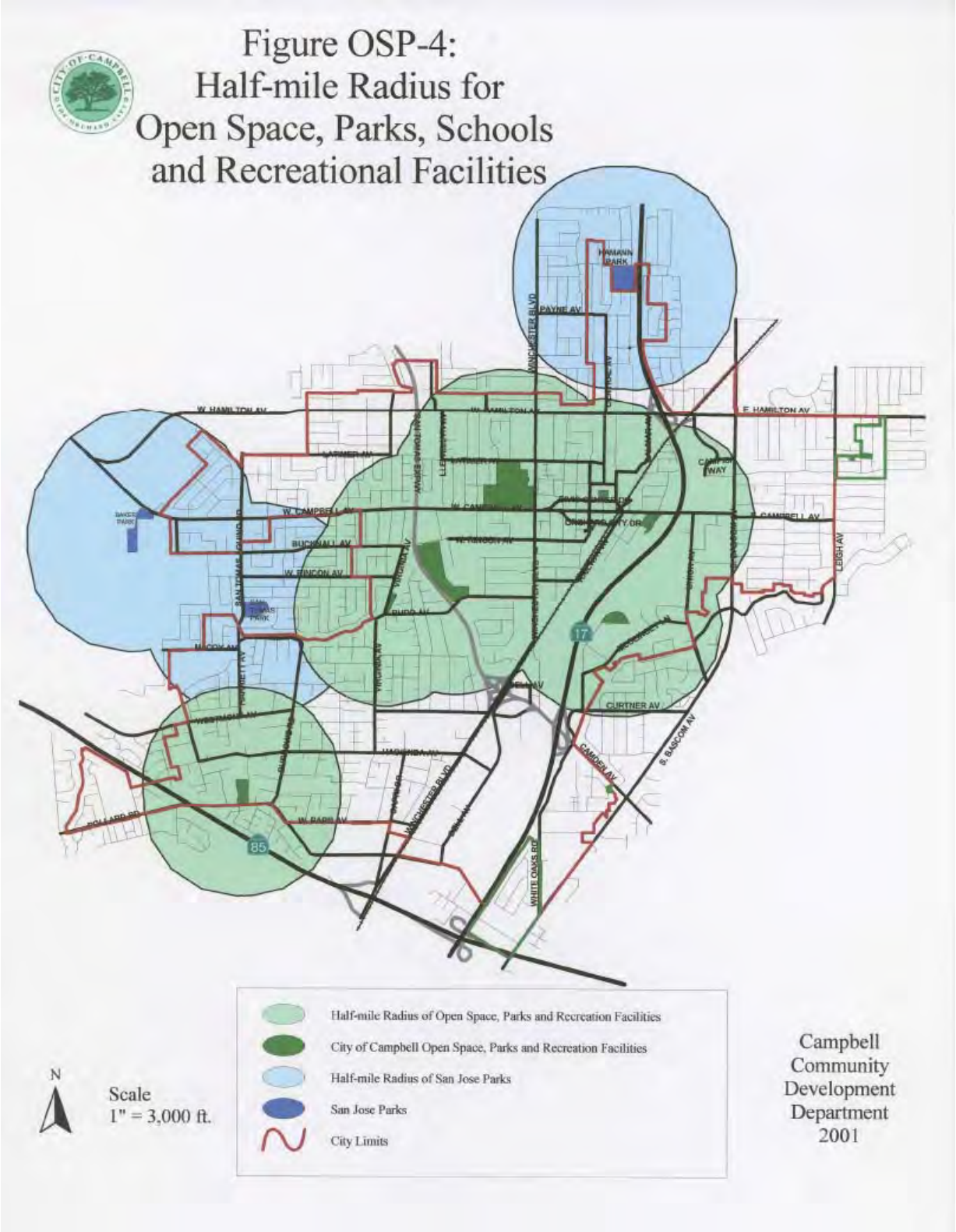
Figure OSP-4:
Half-mile Radius for
Open Space, Parks, Schools
and Recreational Facilities
HAMANN PARK
PAYNE AV
W. HAMILTON AV
E. HAMILTON AV
W. CAMPBELL AV
E. CAMPBELL AV
BUCKNALL AV
W. TINCON AV
RUDD AV
CURTNER AV
S. BASCOM AV
CAMDEN AV
W. RUDD AV
WHITE OAKS RD
LEIGH AV
17
85
Half-mile Radius of Open Space, Parks and Recreation Facilities
City of Campbell Open Space, Parks and Recreation Facilities
Half-mile Radius of San Jose Parks
San Jose Parks
City Limits
N
Scale
1" = 3,000 ft.
Campbell
Community
Development
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2001

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Under the Quimby Act (Government Code § 66477), the City of Campbell currently requires all new residential subdivisions to dedicate land or pay an in-lieu fee for the acquisition of new park facilities. However, the Quimby Act does not authorize charging such fees to developments which do not require a subdivision. In 1990, the City Council adopted a Park Impact Fees and Park Land Dedication Developments Ordinance, establishing a supplemental development fee that is assessed at a standard of four acres per one thousand persons and is required for approval of residential development projects that do not require a subdivision.

The need for additional open space, park land and recreation facilities is projected to be 14 acres at build-out with the projected buildout population of 41,946, as shown in Table OSP-7.

Table OSP-7: Buildout Open Space Demand

	Standard (acres per 1,000 residents)	*Total Acres Desired at Buildout*[1]	*Existing Improved Usable Open Space Acreage*[2]	*Total Improved Acres Needed at Buildout*
Community and Neighborhood Parks	3.0	125.8	111.8	14.0
School Open Space	1.0	41.9	51.4	0
Total	**4.0**	**167.7**	**163.2**	**14.0**

1. The projected population at buildout is 41,946, which is based on the total addition of 1,600 housing units at buildout and assuming 2.38 persons per household at buildout. This is the total population based on 100 percent occupancy of housing units, which is the method used to assess in-lieu fee or land dedication requirements under the Quimby Act.
2. Includes the improved usable open space acreage at City Parks, County Parks and Canyon Creek (since it was partial credit towards the Park Impact Fee and Park Land Dedication Requirement for the development project).

1990 OPEN SPACE ELEMENT AND CURRENT PLANS

The City's 1990 Open Space Element lead to the adoption of an *Open Space Element Implementation Plan* and a *Park Improvement Implementation Plan* and the amendment of the Park Impact Fees and Park Land Dedication Subdivisions Ordinance and the adoption of a Park Impact Fees and Park Land Dedication Developments Ordinance to secure additional funding for the acquisition and renovation of open space, park land and recreation facilities.

Open Space Implementation Plan

In 1993, The City adopted the *Final Open Space Implementation Plan*. This Plan identified an implementation strategy that prioritized the use of the Naylor Act and cooperative agreements with other public agencies and the initiation of discussions with the school districts and the Santa Clara Valley Water District for the joint use of their property. The Plan also directed preparation of a *Surplus School Site Plan*, which covered the San Tomas School (developed into Jack Fisher Park) and the Coventry School (now leased to a private school) sites.

Park Improvement Implementation Plan

The City adopted a *Park Improvement Implementation Plan* in 1997. This Plan included the funding sources and renovation concepts for John D. Morgan, Campbell and Virginia Parks.

Park and Open Space Funding

The costs for acquiring, developing and maintaining neighborhood and community parks increase every year. Specific cost estimates are not included herein since they would be outdated within a short period after adoption of the General Plan. The main source of funding for the acquisition and development of park and open space facilities is the Park Impact Fee Fund. The Fund grows in proportion to the amount of residential subdivisions and development in the City.

The City may consider a number of funding mechanisms to supplement the Park Impact Fee funds. These include:

- Redevelopment Tax Increment Funds for open space, parks and recreation facilities within the redevelopment project area;
- General Fund monies;
- Recreation Facilities User Fees;
- General obligation bonds;
- Capital Improvement Funds; and
- Special taxes.

Purchase of surplus school sites through the Naylor Act can significantly reduce the cost of acquiring additional park and recreation land. The park costs can further be reduced by continuing the Facilities Improvement and Joint Use Agreement with the Campbell Union School District and by contributing to joint development projects with other agencies.

The Lighting and Landscape District funds are currently used to finance street lighting, sidewalks and ground maintenance and may also be used to finance expansion of existing parks and the creation of new parks.

In the existing *Capital Improvement Plan*, three million dollars in Park Impact Fees and $434,000 from the Winchester Drive-In Proceeds are set aside for park acquisition and development for the seven-year period between 2000 and 2007.

Table OSP-8: Current Capital Improvement Plan Park Projects, 2000-07

Project	*Total*
Park Acquisition and Development	$3,434,000
Community Center Parking Lot and Stadium Improvements	$300,000
Groundwater Recharge Pond Improvements	$262,500
Total	**$3,996,500**

Non-City Funds

Campbell has been able to obtain State grant and bond money in the past to pay for park and open space projects. The Santa Clara County Open Space Authority has a 20 percent funding program for urban park projects that may include land acquisition, site development and/ or restoration and related direct capital costs. While it is difficult to predict when those funds will be available, the City should continue to pursue such sources when possible.

PUBLIC FACILITIES

City Hall

The Campbell City Hall is located in the downtown of the City near the Orchard City Green and Library. City Hall houses all the City departments, including the Police Department.

Special Facilities

The City, with the assistance of the Friends of the Heritage Theatre, plans to restore the Heritage Theater in the Community Center complex to provide a facility for local cultural events and productions. The restoration project is expected to cost approximately 8.5 million dollars. Once restored, the Theatre will fulfill a critical need for performance space in the region.

The City's Historical Museum and Ainsley House provide interpretive programs and exhibits for the community and educational groups.

Library Facilities

The Campbell Public Library at the Civic Center is one of nine Santa Clara County Community Libraries. Current circulation at the library is 12.79 books checked-out per City resident annually. The library features an on-line catalog and 24-hour phone renewal service for reading materials. Branch library facilities also include a bookmobile that stops at schools and children's centers, retirement homes, parks and community centers. The Library conducts programs for school, preschool and daycare groups as well as other types of groups, such as scouts or adult groups wanting talks on certain kinds of books or resources. In addition, there is a meeting room that is available to qualified groups for a small fee.

PUBLIC SCHOOLS

Three school districts operate in Campbell: the Campbell Union School District, the Moreland School District and the Campbell Union High School District (See Figure OSP-3).

The Campbell Union School District operates nine elementary, three middle schools and a charter school. The district encompasses Campbell, Los Gatos, Santa Clara, Monte Sereno, San Jose and portions of unincorporated Santa Clara County. The District also owns Dover School in Campbell, which is currently leased to three private schools. In 1998, 5,033 students attended the elementary schools and 2,874 students went to the middle schools.

The Moreland School District maintains seven elementary and two middle schools. In 1998, 4,632 students attended schools in the District.

The Campbell Union High School District operates five high schools (Branham, Del Mar, Leigh, Prospect and Westmont) and one alternative education high school (Blackford). The District serves Campbell, San Jose, Los Gatos, Santa Clara, Saratoga and unincorporated portions of Santa Clara County. As of October 1999, there were 7,394 students in the Campbell Union High School District.

SEWER, STORM DRAINAGE AND WASTEWATER

The West Valley Sanitation District provides sanitary sewer collection services to approximately 110,000 persons residing in Campbell, Los Gatos, Monte Sereno, Saratoga and portions of the County. The District sewer collection system consists of 494 miles of pipeline, most of which lie beneath public rights-of-way. The system includes 315 miles of main and trunk sewers and 179 miles of sewer laterals, with about 100 miles of sewer pipelines in Campbell. More than half the connections in Campbell are single-family residences and about five percent are commercial and industrial properties. The type of sewer connection by jurisdiction are included in Table OSP-9: Sewer Connection Distribution by Jurisdiction.

Table OSP-9: Sewer Connection Distribution by Jurisdiction

	Single Family Dwellings	*Multi-family Dwellings*	*Commercial and Industrial*	*Total Connections*	*Total Population Served*
Campbell	8,656	6,635	877	16,168	38,900
Los Gatos	8,121	3,214	707	12,042	31,440
Monte Sereno	1,151	18	5	1,174	3,400
Saratoga	7,692	257	166	8,115	21,820
Unincorporated County	4,999	390	147	5,536	14,640
Total Connections	**30,619**	**10,514**	**1,902**	**43,035**	**110,200**

Source: West Valley Sanitation District, Annual Report: FY 1998-1999.

The Sanitation District contracts with the San Jose/Santa Clara Water Pollution Control Plant for wastewater treatment and disposal. Located in north San Jose, the plant treats wastewater from local municipalities and sanitation districts and discharges the treated wastewater into San Francisco Bay. The Sanitation District accounts for about 10 percent of plant treatment capacity. The District's current allocation is 13 million gallons per day.

Wastewater measurement in fiscal year 1998-99 showed the District flow to the plant at 10.5 million gallons per day, of which Campbell is estimated to contribute about three million gallons per day. Because only 1,600 housing units are projected to be added at buildout, sufficient capacity exists in the collection pipeline system and wastewater

treatment plant to ensure continued adequate sewerage services to Campbell for the foreseeable future.

The District initiated a Septic System Abandonment Program to encourage property owners in the urbanized areas of the district to abandon their septic systems and connect to the public sewers. Under this program, the District designs and constructs the main and lateral sewers in neighborhoods where residents have expressed interest in obtaining public sewer service. The District also offers ten-year financing to property owners who connect to sewers which have already been installed. This program is beneficial to many City residents who use septic systems.

Storm Drainage

The City operates and maintains a storm water drainage system and coordinates with surrounding jurisdictions and Santa Clara County to provide regional storm drainage for the Santa Clara Valley area. Drainage improvements are planned to enable additional development while preventing flooding. The drainage system consists of a series of inlets and pipes that channel storm runoff to various percolation ponds and Los Gatos and San Tomas Aquino creeks, which discharge into San Francisco Bay. Some of the City's storm drain system currently discharges into several groundwater recharge facilities; however, the City is working to reroute this discharge into the creeks.

As Campbell is almost built-out, runoff pollution is a significant concern, especially since samples taken from the South San Francisco Bay in 1997 identified copper, nickel, mercury, silver and selenium as "pollutant metals of concern." Since the City has few undeveloped areas where storm water can percolate into the ground, a large amount of storm runoff can occur. Runoff may contain pollutants including heavy metals, oil and grease, automobile discharge, household chemicals, pesticides and fertilizers.

In 1997, the Santa Clara Valley Water District, Santa Clara County and its 13 cities produced an *Urban Runoff Management Plan* establishing measures to reduce runoff pollution. Implementation of the plan is expected to reduce significantly the volume of runoff pollutants and hazardous materials entering local watercourses.

National Pollutant Discharge Elimination System

During and following heavy rains, materials discharged into a storm drain are carried directly to surface and ocean water. Because of the adverse effect of these discharges, the Clean Water Act requires that communities and industries obtain National Pollutant Discharge Elimination System (NPDES) permits to discharge storm water to urban storm sewer systems. The EPA also requires permits for storm water runoff from eleven different categories of industrial activities. These industrial activities include certain manufacturing facilities, wastewater treatment plants, hazardous waste treatment plants, hazardous waste treatment storage and disposal facilities and construction activities where there is a land disturbance of five acres or more.

The City is required under the Clean Water Act to obtain a NPDES municipal stormwater permit. Campbell's municipal stormwater permit is shared with the 13 cities of Santa Clara Valley, the County of Santa Clara and the Santa Clara Valley Water District who have joined together to create the Santa Clara Valley Urban Runoff Pollution Prevention Program. The overarching purpose of the program is to protect the beneficial uses of

watersheds of the Santa Clara Valley and the South Bay, with an emphasis on pollution prevention and integrated watershed management. This program includes pollution control measure activities which reduce or eliminate pollutants in storm water to the maximum extent practicable. The keystone of this program is the *Storm Water Management Plan*. This Plan was first developed in 1991 and is updated every five years. It focuses on desired results, such as reductions in specific priority pollutants and heavy metal concentrations in the Valley's streams and loadings to the South Bay as well as initiation of a comprehensive watershed management approach to pollutant reduction and resource protection.

GOALS, POLICIES AND STRATEGIES

The City-wide goals, policies and strategies in this Element concentrates on how Campbell will provide open space, parks and public facilities to meet the diverse needs of its residents. Policies also address the provision of open space or recreational facilities in new residential and non-residential development projects and the addition of amenities, such as landscaping and street trees, to enhance the City's streets as open space and recreation assets.

Open Space, Parks and Recreation Facilities

Goal OSP-1: Regional open space, parks and recreation facilities that are useful, attractive, well maintained and accessible to Campbell residents

Policy OSP-1.1: Regional Open Space, Parks and Recreation Facilities: Support efforts to enhance, enlarge and provide public access to regional open space, parks and recreation facilities to meet the needs of Campbell residents.

Strategy OSP-1.1a: Santa Clara County Parks and Trails: Work with Santa Clara County and the Santa Clara Valley Water District to renovate and improve access to the Los Gatos Creek Trail and Los Gatos County Park

Strategy OSP-1.1b: Santa Clara Valley Water District: Work with the Santa Clara Valley Water District to provide public access and improvements to the Groundwater Recharge Facilities in the City and explore the possibility of a multiple-use recreational trail along San Tomas Aquino Creek.

Strategy OSP-1.1c: Santa Clara County Open Space Authority Acquisition Plan: Advocate that the Santa Clara County Open Space Authority include potential Campbell sites into its Acquisition Plan.

Policy OSP-1.2: Regional Public Agency Lands: Utilize appropriately located surplus public agency lands for open space, parks and recreation facilities as they become available.

Strategy OSP-1.2a: Surplus Public Agency Land Acquisition: Acquire surplus public agency lands for open space uses where available if economically feasible

Policy OSP-1.3: Facilities Improvement, Maintenance and Use Agreements with Regional Agencies: Utilize a variety of techniques to increase, preserve or maintain regional open space facilities such as facilities improvement, joint maintenance or use agreements.

Strategy OSP-1.3a: Facilities Improvement, Maintenance and Use Agreements: Enter into facilities improvement, maintenance and use agreements with the County of Santa Clara, the Santa Clara Valley Water District and other public agencies to improve, maintain and increase access to these open space, park lands and facilities.

Goal OSP-2: Provide and maintain attractive, safe, clean and comfortable open space, park land and recreational facilities and programs for maximum community use, benefit and enjoyment.

Policy OSP-2.1: Park Standard: Strive to provide three acres of open space, park land and recreational facilities and one acre of school open space and recreational facilities for every 1,000 residents.

Strategy OSP-2.1a: Park Acquisition and Development Budget: Coordinate the budget for parks acquisition and development with the development of the *Capital Improvement Plan*.

Policy OSP-2.2: Maintain and Renovate Existing Open Space, Park and Recreation Facilities: Maintain and renovate existing open space, park and recreation facilities to improve their usefulness, safety and appearance.

Strategy OSP-2.2a: Park Improvement Implementation Plan: Update the *Park Improvement Implementation Plan* as necessary

Strategy OSP-2.2b: Park Improvement Budget: Coordinate the budget for park improvement projects with the development of the *Capital Improvement Plan*.

Strategy OSP-2.2c: School Recreation Facilities: Participate in joint renovation and improvement projects with the Campbell Union School District to improve school recreation facilities for joint use.

Strategy OSP-2.2d: Outside Funding: Seek out and aggressively pursue all forms of federal, State, County, Santa Clara Open Space Authority, private foundation and endowment funding to assist in the acquisition, development and programming of park and recreation facilities.

Policy OSP-2.3: Efficient Utilization: Ensure efficient utilization of open space and recreational facilities.

Strategy OSP-2.3a: Park Utilization: Complete an analysis of open space, park and recreation facilities utilization in conjunction with the Park Needs Assessment and identify future park improvements or additional facilities in the *Park Improvement Implementation Plan* that would increase efficient park and recreation facilities utilization.

Policy OSP-2.4: Maintenance Funding: Ensure that City financial resources will be available to operate and maintain open space and park sites prior to their acquisition or improvement.

Strategy OSP-2.4a: Lighting and Landscape District: Consider utilizing Lighting and Landscape District funds to maintain park sites.

Policy OSP-2.5: Park Design: Design safe and accessible open space, parks and recreation facilities.

Strategy OSP-2.5a: Design Features: Require the incorporation of design features to increase the safety and accessibility of new or remodeled open space, parks and recreation facilities.

Strategy OSP-2.5b: Art in the Parks: Consider adopting an "Art in the Parks" program to incorporate design guidelines and public art as part of any improvements.

Policy OSP-2.6: Campbell Residents and Employees: Give priority to citizens who live or work in Campbell for enrollment in programs and for the use of City facilities.

Strategy OSP-2.6a: Priority Enrollment: Continue to offer priority enrollment for Campbell residents

for impacted Campbell Recreation and Community Services classes and programs.

Strategy OSP-2.6b: Priority Reservations: Continue to offer first priority for reservations to Campbell residents and groups for recreational facilities.

Policy OSP-2.7: Youth Sports: Support the continuing operation of existing non-profit, youth sports groups, to the maximum extent possible.

Strategy OSP-2.7a: Sports Organizations: Work with coalitions of sports organizations to define mutually compatible facility needs and mechanisms for the development, construction, operation and maintenance of these sports facilities.

Policy OSP-2.8: Naylor Act: Utilize the City's Naylor Act rights to acquire surplus school land that is currently used for school playground, playing field, or other outdoor recreational purposes.

Strategy OSP-2.8a: Surplus School Property Plan: Update the *Surplus School Property Plan* that designate the sites for which the City intends to exercise its Naylor Act rights. If the City intends to purchase a portion of a school site, the Plan should specify the amount of land to be purchased and the proposed funding source(s). The plan should be updated as available sites change.

Strategy OSP-2.8b: Maximize Land Acquisition: Acquire the maximum allowed school open space land at the below market rate cost.

Policy OSP-2.9: Work with School Districts: Continue to cooperate with affected school districts to optimize the provision of open space on school sites identified for sale or lease, while considering the needs of the City and school districts.

Strategy OSP-2.9a: Disposition Agreements: Pursue agreements with local school districts regarding the disposition of school sites. The agreements may include provisions on the location and timing of sites to be disposed. The City should investigate the feasibility of granting transfers of development rights and/or

density bonuses to obtain open space facilities.

Policy OSP-2.10: Recreation and Community Services: Provide a wide variety of Recreation and Community Services programs to meet the diverse needs of Campbell residents as a means of improving their quality of life.

Strategy OSP-2.10a: Provision of Recreation and Community Services programs: Continue to support, provide and promote Recreation and Community Services programs, including special interest classes, to meet the recreational needs of the community.

Strategy OSP-2.10b: Community Involvement in Program Planning: Provide opportunities for community involvement in evaluating and programming recreational programs and services.

Strategy OSP-2.10c: Adult Center: Continue to provide specialized programs, services and resources to Campbell's mature population at the Campbell Adult Center.

Goal OSP-3: Ensure that new development provides and/or contributes toward additional open space, parks and recreational facilities.

Policy OSP-3.1: Standards for Residential Projects: Ensure the provision of private open space or recreational facilities in residential projects.

Strategy OSP-3.1a: Multi-family Units Ordinance: Adopt a townhouse, condominium and apartment ordinance that contains standards for private open space, play areas and recreation facilities based on the anticipated households size.

Strategy OSP-3.1b: Large Lot Zoning Districts: Retain provisions in the Zoning Code for residential parcels greater than the 6,000 square-foot minimum.

Policy OSP-3.2: Park Impact Fees: Continue to require new residential development to pay park impact fees to use for the acquisition and development of park land and recreational facilities.

Strategy OSP-3.2a: Park Impact Fees: Utilize park impact fees for the acquisition and development of parks and recreation facilities.

Policy OSP-3.3: Update Fees: Ensure that park development fees are periodically updated to accurately reflect the costs of park and recreation facility acquisition and development.

Strategy OSP-3.3a: Update Fees: Update the City's Park Impact Fees periodically to keep pace with park and recreation facility acquisition and development costs and demographic changes.

Policy OSP-3.4: Variety of Techniques: Utilize a variety of techniques to increase, preserve or maintain open space facilities in conjunction with development projects.

Strategy OSP-3.4a: Joint Use Agreements with Private Parties: Explore opportunities for Joint Use Agreements with private parties to provide public use of open space, park, or recreational facilities.

Strategy OSP-3.4b: Density Bonuses: Explore opportunities for providing density bonuses as an incentive to provide additional open space or recreation facilities in conjunction with a development project.

Strategy OSP-3.4c: Retention of Existing Private Open Space and Recreation Facilities: Explore incentives to encourage the retention of existing private open space and recreation facilities.

Policy OSP-3.5: Non-residential Open Space: Require open space and/or recreational facilities in major non-residential projects.

Strategy OSP-3.5a: Standards for Non-residential Projects: Establish standards and/or incentives for the provision private open space areas and/or recreational facilities in conjunction with significant non- residential projects

Strategy OSP-3.5b: Non-residential Park Impact Fee: Evaluate the appropriateness of a non-residential (for example, commercial or industrial uses) Park Impact Fee.

Goal OSP-4: Ensure that City streets function as open space and recreation assets in addition to their function as transportation corridors.

Policy OSP-4.1: Street Trees: Encourage planting and retention of street trees in landscaped street medians and along City streets.

Strategy OSP-4.1a: Street Tree Preservation: Enforce the City's street tree preservation ordinance.

Strategy OSP-4.1b: Street Tree Planting and Maintenance: Establish and maintain agreements with civic and community groups to plant and maintain street trees.

Policy OSP-4.2: Median Landscaping: Consider construction of landscaped medians on major City streets, where feasible.

Strategy OSP-4.2a: Medians Master Plan: Develop a master plan for landscaped medians on appropriate streets.

Policy OSP-4.3: Local Street Design: Design local streets not only to accommodate traffic, but also to serve as attractive and safe pedestrian and bicycle routes.

Strategy OSP-4.3a: Landscaped Areas: Provide significant landscaped areas, such as tree planting strips adjacent to the curb and between the street and sidewalk, along major arterials.

Strategy OSP-4.3b: Landscape Guidelines: Prepare landscape guidelines for development along arterial streets to enhance aesthetics and visual open space. The guidelines should include standards on landscape setbacks, plant materials, street trees, street furniture, sculptural elements and landscape themes.

Strategy OSP-4.3c: Streetscape Standards: Continue to implement the City's Streetscape Standards and update as necessary.

Policy OSP-4.4: Pedestrian and Bike Routes: Provide pedestrian and bike routes that link residential areas to open space, parks and recreation facilities to create a physically connected community.

Strategy OSP-4.4a: Continuous and Interconnected Routes: Require pedestrian and bike routes to be continuous and interconnected, where feasible.

Strategy OSP-4.4b: Access Points: Require multiple designated access points into bikeways and pedestrian routes to minimize conflict with pedestrian and traffic circulation.

Goal OSP-5: Attractive, well-maintained open space, park land and recreational facilities that are distributed throughout the City's neighborhoods.

Policy OSP-5.1: Prioritization: Prioritize acquisition and development of open space sites in neighborhoods which are deficient in open space and park acreage.

Strategy OSP-5.1a: Criteria for Acquisition: Evaluate open space, park and recreation facility acquisition opportunities as they become available using available funding, size of parcel and geographic location. Sites located in neighborhoods without adequate open space, parks or recreation facilities are highly desirable. This criteria should be updated as necessary. Additional criteria may include the following:

- Visibility to the public;
- Access;
- Site security;
- Optimization of existing resources;
- Maintenance costs;
- Availability for purchase or development;
- Service to Campbell residents;
- Financial feasibility;
- Proximity to open space in adjacent communities;
- Support for existing youth sports groups; and
- Partnership opportunities with other agencies or organizations.

Strategy OSP-5.1b: Acquisition Program: Update the open space acquisition program of the *Open Space Implementation Plan* that establishes neighborhoods with a high priority for acquisition of open space.

Strategy OSP-5.1c: Park Needs Assessment: Conduct an assessment of the City's open space, park and recreational needs that provides information on the types of open space, parks and recreation facilities that are needed in Campbell. The assessment should be used to guide operations, acquisition and improvement of new and existing parks. The assessment should be conducted at least once every five years and coordinated with the *Park Improvement Implementation Plan*.

Policy OSP-5.2: Access Standard: Strive to provide open space, parks or recreation facilities within one-half mile radii of all City residents.

Strategy OSP-5.2a: Open Space, Parks and Recreation Facilities Acquisition: Prioritize acquisition of open space, parks and recreation facilities in areas that do not currently have park land within a one-half mile, as shown in Figure OSP-4.

Public Facilities and Services

Goal OSP-6: Provide efficient and high-quality community services and facilities to meet the needs of City residents.

Policy OSP-6.1: Community Services: Ensure the delivery of efficient and high-quality City services.

Strategy OSP-6.1a: Coordination with Surrounding Jurisdictions: Cooperate with neighboring jurisdictions in providing municipal services where economies of scale are possible.

Strategy OSP-6.1b: Efficient and High-quality Customer Service: Explore the use of new techniques and processes to improve the efficiency and quality of service provided by City departments.

Strategy OSP-6.1c: Information Accessibility: Include information and provide on-line services on the City's website and telephone line to provide a 24-hour virtual City Hall.

Strategy OSP-6.1d: Changing Community Needs: Recognize and respond to the changing needs of the community for City services such as recreation programs, education and permits,

as well as usage of City facilities such as the Community Center and City Hall.

Policy OSP-6.2: Community Facilities: Ensure functional, attractive and well-maintained community facilities that serve Campbell's residents.

Strategy OSP-6.2a: New or Renovated Facilities: Design, construct or renovate facilities to ensure adaptability for changing community needs and on-going use.

Strategy OSP-6.2b: Aging Facilities: Renovate and modernize aging facilities to improve their usefulness and appearance and to maximize their potential life and avoid the high cost of deferred maintenance.

Strategy OSP-6.2c: Improvement Plans: Develop and implement long-term improvement plans for the maintenance, enhancement or restoration of City facilities, including the Community Center Master Plan. Consider creating design requirements of integrating public art into architectural and landscape enhancements.

Strategy OSP-6.2d: Accessible Facilities: Modernize City facilities to provide full accessibility to all residents and visitors, including those with disabilities.

Policy OSP-6.3: Public Spaces and Amenities for Community Gatherings: Ensure safe, convenient and attractive public spaces and amenities for community gatherings and activities.

Strategy OSP-6.3a: Features and Maintenance of Pubic Spaces and Amenities: Encourage community gatherings and individual use of public spaces and amenities by providing attractive landscaping, outdoor furniture, recycling and trash facilities and adequate maintenance of the facilities.

Strategy OSP-6.3b: Lighting: Ensure that all public spaces and amenities are sufficiently lighted to create a safe environment for nighttime gatherings, activities and pedestrian travel.

Goal OSP-7: Ensure adequate access to quality library facilities.

Policy OSP-7.1: Library Facilities: Ensure that library facilities offer City residents adequate opportunity to obtain knowledge and information.

Strategy OSP-7.1a: Provision of Library Facilities: Coordinate with the Santa Clara County Library System to provide adequate library facilities.

Strategy OSP-7.1b: Library Outreach Services: Encourage the Santa Clara County Library System and/or other appropriate agencies to provide library outreach services for seniors and the disabled who cannot visit library facilities.

Strategy OSP-7.1c: Funding Sources: Coordinate with the Santa Clara County Library System to provide funding for library facilities and activities, examining other potential funding sources, including County, State, federal and corporate and private contributions.

Public Schools

Goal OSP-8: Provide high-quality educational facilities and services for all students.

Policy OSP-8.1: Education: Support efforts by the Campbell Union and Moreland School Districts to maintain and enhance existing educational opportunities.

Strategy OSP-8.1a: Public Participation: Encourage public participation to help determine how best to utilize school impact fees.

Strategy OSP-8.1b: Coordination With School Districts: Coordinate with the school districts to address ways to prevent and avoid overcrowding of schools and to meet future educational needs.

Strategy OSP-8.1c: Needs of Youth: Work with the school districts and local service organizations to address the needs of all youth.

Sewer, Storm Drainage and Wastewater

Goal OSP-9: Properly functioning storm drainage system.

Policy OSP-9.1: Drainage Facilities: Ensure that drainage facilities convey storm runoff without polluting local watercourses.

Strategy OSP-9.1a: Storm Drain Fees: Collect adequate fees to provide for maintenance of storm drainage facilities.

Strategy OSP-9.1b: Regional Storm Drainage Facilities: Cooperate with surrounding jurisdictions and Santa Clara County to provide adequate regional storm drainage facilities.

Strategy OSP-9.1c: Urban Runoff Management Plan: Implement *Urban Runoff Management Plan* standards and programs to ensure to the maximum extent practicable that receiving waters and ground water recharge basins are not polluted.

Strategy OSP-9.1d: New Construction: Require new construction to utilize site preparation, grading and foundation designs that provide erosion control to prevent sedimentation and contamination of streams.

Strategy OSP-9.1e: Postconstruction Pollution Control Measures: Require new construction projects to include postconstruction pollution control measures in site designs to prevent pollution.

Policy OSP-9.2: NPDES: Comply with the federal Clean Water Act requirements for National Pollutant Discharge Elimination System permits

Strategy OSP-9.2a: Storm Water Management Plan: Work with the Santa Clara Valley Urban Runoff Pollution Prevention Program to implement the *Storm Water Management Plan*.

Strategy OSP-9.2b: West Valley Clean Water Program: Implement the Work Plan for the West Valley Cities, including implementing Campbell's *Storm Water Pollution Prevention Plan* and Best Management Practices.

Goal OSP-10: Ensure efficient sewer and wastewater treatment.

Policy OSP-10.1: Sewer And Wastewater Facilities: Ensure that sewer and wastewater facilities meet the needs of Campbell's residents.

Strategy OSP-10.1a: West Valley Sanitation District: Continue to participate in the West Valley Sanitation District to provide sanitary sewer collection services for the City.

Strategy OSP-10.1b: Adequate Sewage Treatment Capacity: Ensure that new growth does not exceed the availability of adequate sewage treatment capacity or predate the presence of necessary infrastructure.

Strategy OSP-10.1c: Monitoring And Maintenance Of Infrastructure: Coordinate with the West Valley Sanitation District to provide for the monitoring and maintenance of existing wastewater collection infrastructure.

Strategy OSP-10.1d: Existing Septic Tanks: Encourage existing septic tank users to connect to sanitary sewer systems and explore methods to require all existing septic tank users to convert to sanitary sewer systems.

Health and Safety

The Health and Safety Element identifies methods and resources for minimizing death, injury, property and environmental damage and economic and social disturbance resulting from natural and human-induced hazards. State law requires the Health and Safety Element to focus on fire, safety, flooding and seismic and geologic hazards. In addition to the State requirements, this Health and Safety Element also addresses police and fire services, aircraft overflight and hazardous materials and waste.

The City's role in ensuring public safety involves both daily operations and emergency preparedness. Tailoring public services to community needs is important to maintaining a high quality of life for Campbell residents. For example, because the presence of police officers in neighborhoods is vital to instilling a feeling of safety, the City controls and manages that service directly, while fire services are more efficiently provided by contract with Santa Clara County Fire Department.

Disaster preparation requires considering how potential hazards may be exacerbated by human alteration of the natural environment. Natural hazards that may affect the City include earthquakes and floods; human-induced hazards include fire, hazardous material storage and dam failure. Many health and safety risks associated with development can be avoided through the recognition of potential hazards and the application of appropriate mitigation measures. Implementing the goals and policies in this Element will help prepare the residents and workers in Campbell for potential catastrophes and allow the City to develop in ways that minimize public exposure to hazards.

In anticipation of both minor and major potential emergencies, the City conducts emergency preparation educational programs, drills and volunteer training. The City staffs and trains public safety officers to respond to potential emergencies and coordinate with neighboring cities, Santa Clara County and other agencies. The City works to ensure that recovery programs will run smoothly in the event of a disaster. These efforts include risk assessment and maintenance of critical facilities.

To minimize the impacts of hazards, City development regulations require structures to be built to withstand potential earthquakes, fires and/or flooding. The City strives to minimize public exposure to hazardous materials through strict regulation of local industries that utilize, store and transport such material. The City also provides public information regarding household hazardous waste and collection services.

EMERGENCY PREPAREDNESS

Campbell has adopted an *Emergency Plan* to help manage the local response to emergencies that could affect the City, in accordance with Government Code Section 8607, which aims to establish a uniform framework of emergency preparation and response Statewide. The primary goal of the *Emergency Plan* is to guide local decision-makers and emergency personnel in handling emergencies in Campbell, consistent with the State requirements and in coordination with other State and local agencies and plans. The Plan emphasizes preparedness in advance of emergencies and development of appropriate and timely responses to emergencies when they occur. The *Emergency Plan*:

- Establishes a framework for organizing and managing emergency response;
- Provides policies, responsibilities and procedures to protect persons, property and the environment; and,
- Sets forth concepts and procedures for field response, Emergency Operations Center activities and disaster recovery.

The Plan distinguishes three levels of emergencies:

Level I A minor incident that can be handled by available local agencies and resources.

Level II A moderate-to-severe emergency that may require regional or Statewide mutual aid to supplement local resources. A Local Emergency proclamation is likely and a State of Emergency may be proclaimed.

Level III A major disaster in which local resources are overwhelmed and extensive State and/or federal assistance is required. Local Emergency and State of Emergency proclamations are likely and a Presidential Declaration of Emergency or Major Disaster may be requested.

The range of risks addressed by the *Emergency Plan* include (but are not limited to) civil disorder, dam failure, earthquake, fire, flood, hazardous materials spill, large scale (multi-casualty) traffic accidents, severe weather and terrorism. For each of these hazards, the Plan assigns potential risk (high, medium or low) and severity, along with the appropriate level of response. The Plan also contains a mutual aid agreement that establishes responsibilities at the operational (local), regional and State levels.

Roadways identified for evacuation routes include Hamilton Avenue, Bascom Avenue, Winchester Boulevard, Campbell Avenue, Highway 17 and the San Tomas Expressway. These streets have been identified as potential evacuation routes as they have been identified as routes for emergency vehicle signal preemption or are part of the "Silicon Valley Smart Corridor Project," a cooperative effort of 10 local agencies to address recurring and incident related congestion on the Highway 17/Interstate 880 Corridor.

These routes are designated because they would allow for the greatest amount of vehicular traffic. They will be evaluated as needed, and modified if they are found to be deficient. The approval authority for the designation of these routes the City's Director of Emergency Services. In an event that these routes are closed or impacted by the subject disaster, the Director of Emergency Services or an on-scene Incident Commander have the authority of designate new evacuation routes to bypass the closed roadways. The Santa Clara County Fire Department, the Santa Clara County Emergency Medical Services Agency, as well as other emergency services organizations will be notified of these evacuation routes via operable telecommunications systems. Police officers will also post the routes at the time of evacuation to ensure that they are visible to the public.

In September 2000, the City and the San Jose State University Foundation entered into a Memorandum of Understanding regarding a collaboration for disaster mitigation. This collaboration, which also includes the cities of San Jose and Sunnyvale, the Santa Clara County Emergency Preparedness Council, businesses and other non-profit organizations, aims to reduce the effects of and improve the economic recovery from natural disasters through more practical prevention efforts and more integrated responses. The

Collaborative will complete essential tasks such as assessing the benefits of new technology in risk reduction and emergency preparedness and recovery, providing professional development and training and developing cost-effective plans to reduce the effects of disaster.

Critical Facilities

Critical facilities provide emergency assistance after a major disaster. They include police and fire stations, schools, hospitals and evacuation routes. The Campbell Emergency Operations Center (EOC) is located at the Civic Center Complex. The City also has a mobile EOC. Both the EOC and the mobile EOC have the capability to link to the Statewide agency computer network.

PUBLIC SAFETY

Police

The Campbell Police Department operates from the Main Police Facility at City Hall. The Police Department also has a Neighborhood Police Center that is used for a public information center and drop-in point for on-duty police officers. The Department conducts a variety of policing and education programs, in addition to providing law enforcement, patrol and investigation services. In the case of a large-scale emergency, the Department abides by the terms of a mutual aid agreement with surrounding communities to share police resources.

The Police Department employs 46 officers and 17 administrative employees. The Department maintains performance standards for response times, attempting to arrive at emergency scenes within five minutes of dispatch 95 percent of the time and at non-emergency scenes within 20 minutes of dispatch 90 percent of the time.

Property-related incidents (the majority of reported crime in Campbell) are expected to increase as population grows, as are vandalism and general gang activity. Locally high traffic volumes are anticipated to continue to produce frequent citations and accidents.

The Police Department runs the Neighborhood Watch law enforcement program. In addition, officers that are not responding to service calls patrol Special Enforcement Areas to address specific community problems. The Department runs a Drug Resistance Education Program (DARE) at local elementary schools and additional programs for at-risk youth have been implemented. Officers spend increasingly more time making contact with the public in shopping centers, parks and neighborhoods not only to enhance enforcement, but also to engage in proactive information sharing.

The Department employs current communication and information technologies and operates modern, well-maintained vehicles and equipment. A number of capital improvements are proposed in the future to help increase efficiency, including extensive remodeling of facilities.

Fire and Emergency Services

Since 1993, the City has contracted with Santa Clara County Fire Department for fire and emergency medical services. The Fire Department operates two stations and a training facility in Campbell, with 20 of its 275 personnel in the City. The distance between these

stations and most of the City is less than 1.5 miles, the optimum maximum distance for emergency response.

In addition to fire protection, the Department undertakes fire prevention and public education programs, including earthquake preparedness, CPR training and first aid. The Department responds to vehicle accidents, calls for rescue and hazardous materials incidents. All engine companies provide paramedic service, attempting to achieve response times of five minutes or less. The Department also offers hazardous material and premises inspections for businesses. The City also benefits from the depth of resources available through County Fire Department's regional system.

The City presents a wide range of fire risks, including high-rise structures, multi-story apartment buildings and hazardous materials storage and use. Still, fires comprise an increasingly smaller portion of Department workload (only about 6%), as older buildings are replaced with newer, more fire-resistant structures. Fires in grass/brush areas and single family homes together account for about one-quarter of fire responses. Vehicle fires are the most common fire type, but emergency medical aid, including at traffic accidents, comprises the majority of Department calls.

The City helps to minimize fire hazards by regulating building construction and site planning through the Zoning Ordinance, the California Fire Code and the California Building Code. Many new businesses and residences have been equipped with fire sprinklers and detection systems. Annual inspections by the County Fire Department and the City help ensure compliance with fire protection standards. Water supply for fire suppression is provided by the San Jose Water Company, which owns and operates the water distribution system serving the City.

GEOLOGIC AND SEISMIC HAZARDS

Campbell is subject to the effects of earthquakes due to its location at the tectonic boundary between the Pacific and North American Plates. The movement of these plates leads to the accumulation of strain energy in the crustal rocks of the Bay Area. The release of strain energy by the sudden movement of a fault creates earthquakes. Several active faults in the Bay Area region create a high likelihood of future seismic events affecting Campbell. Recognition of the likelihood of these events and preparation for the potential effects of them is necessary to reduce the potential damage to life and property.

On the basis of research conducted since the 1989 Loma Prieta earthquake, the United States Geological Survey[2] (USGS) and other scientists conclude that there is a seventy percent (±10%) probability of at least one magnitude 6.7 or greater quake, capable of causing widespread damage, striking the San Francisco Bay Area region before 2030, as shown in Table HS-1. There is a 21% chance of one magnitude 6.7 or greater earthquake created by the San Andreas Fault before the year 2030 (see Figure HS-3). The probability of at least one smaller (magnitude 6.0 to 6.7) earthquake in the Bay Area before 2030 is estimated to be at least eighty percent. Earthquake probabilities are based on balancing the continual motions of the plates that make up the Earth's outer shell with the slip on faults, which occurs primarily during earthquakes. To determine Bay Area region

[2] U.S. Geological Survey Open File Report 99-517: Earthquake Probabilities in the San Francisco Bay Area 2000-2030: A Summary of Findings. http://geopubs.wr.usgs.gov/open-file/of99-517/

earthquake probabilities, the USGS Working Group gathered new data, developed analytical tools and debated a wide variety of interpretations about how future earthquakes may occur.

The San Andreas Fault, the Hayward-Rodgers Creek Fault and the Calaveras Fault pose the greatest earthquake threat, because they have high quake odds and run through the Santa Clara Valley region's urban core. However, there are also smaller faults located closer to Campbell that also have the potential to cause earthquakes.

The San Andreas Fault zone to the southwest in the Santa Cruz Mountains has been the source of several large earthquakes in California, including the 1989 Loma Prieta earthquake. The San Andreas Fault is located just eleven kilometers from the Campbell City Hall and is a 1997 Uniform Building Code Type A Fault (UBC Table 16-U). The Maximum Magnitude is 7.9 moment magnitude. The geologic slip rate is 17 (+/- 3) mm per year. The possible shaking intensity of a moment magnitude 7.2 earthquake on the Peninsula- Golden Gate segment of the San Andreas Fault is shown in Figure HS-1.

Table HS-1: Probability of At Least One Magnitude 6.7 or Greater Earthquake Before 2030

Fault system	*Probability*
San Gregorio	0.10
San Andreas	0.21
Hayward-Rodgers Creek	0.32
Calaveras	0.18
Concord-Green Valley	0.06
Greenville	0.06
Mount Diablo	0.04
Background	0.09
Regional Aggregate	**0.70**

Source: U.S. Geological Survey Open File Report 99-517: Earthquake Probabilities in the San Francisco Bay Area 2000-2030: A Summary of Findings

The Hayward-Calaveras fault system to the east in the Diablo Mountain has the potential to cause earthquakes that could affect Campbell. The possible shaking intensity of a moment magnitude 6.9 earthquake on the Southern Hayward Fault is shown in Figure HS-2. This figure projects strong ground shaking within the City of Campbell.

The Shannon-Monte Vista Fault extends through southwestern Campbell, as shown in Figure HS-4. This fault runs a length of 53 (+/- 5) km and has a Maximum Magnitude of 6.8 moment magnitude. The slip rate is measured at 0.4 (+/- 0.3 mm/year). It is a UBC Table 16-U Type C Fault.

The Sargent-Berrocal Fault System is located to the south of Campbell in Los Gatos. This fault has a Maximum Magnitude of 6.8 moment magnitude. The geologic slip rate is 3.0 (+/- 1.5) mm per year. It is a UBC Table 16-U Type B Fault.

There are no Alquist-Priolo earthquake fault zones in the City of Campbell.

Figure HS-1: Shaking Intensity of a Peninsula-Golden Gate San Andreas Quake Magnitude 7.2

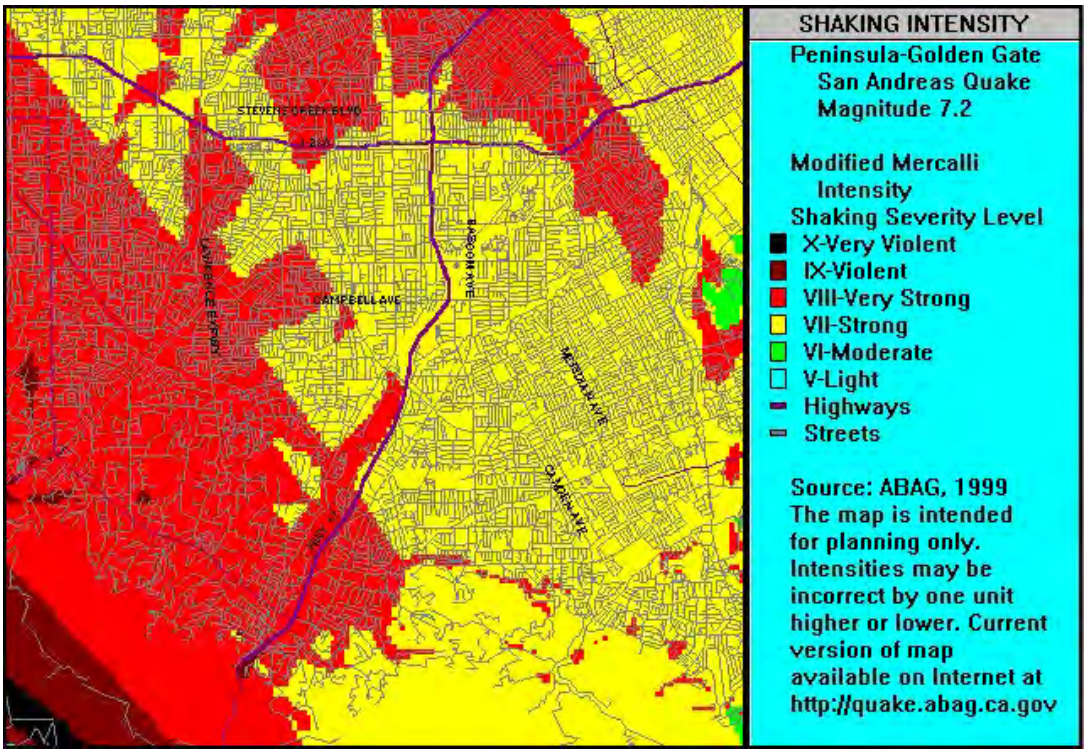

Figure HS-2: Shaking Intensity of a Southern Hayward Earthquake Magnitude 6.9

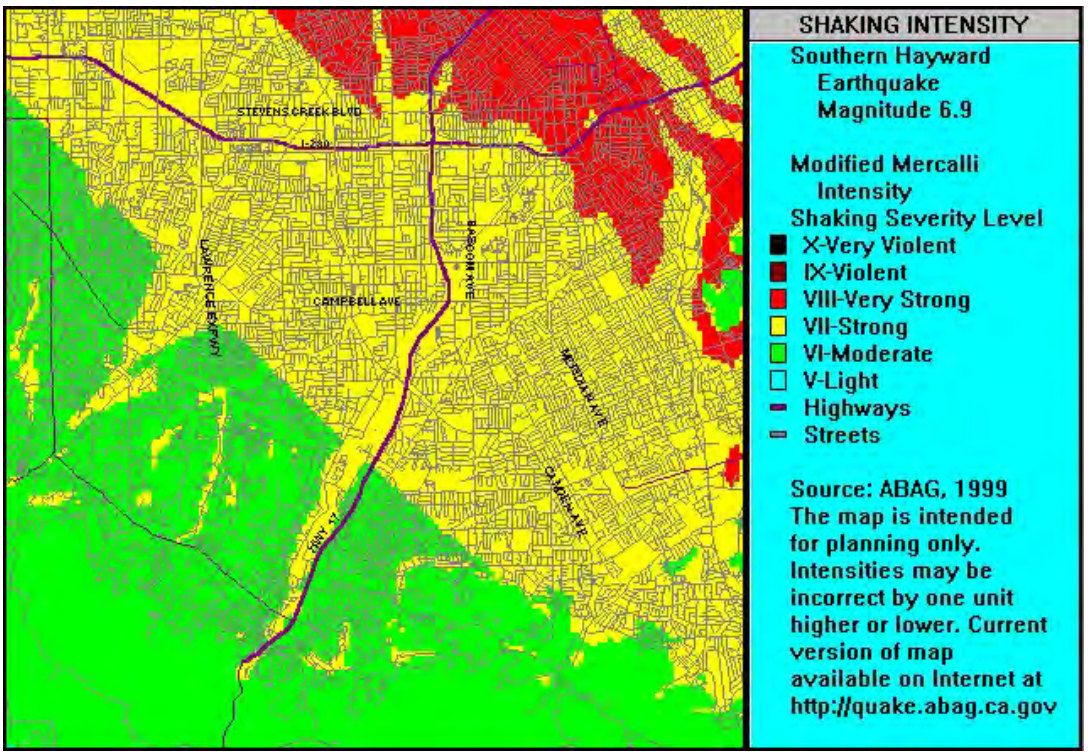

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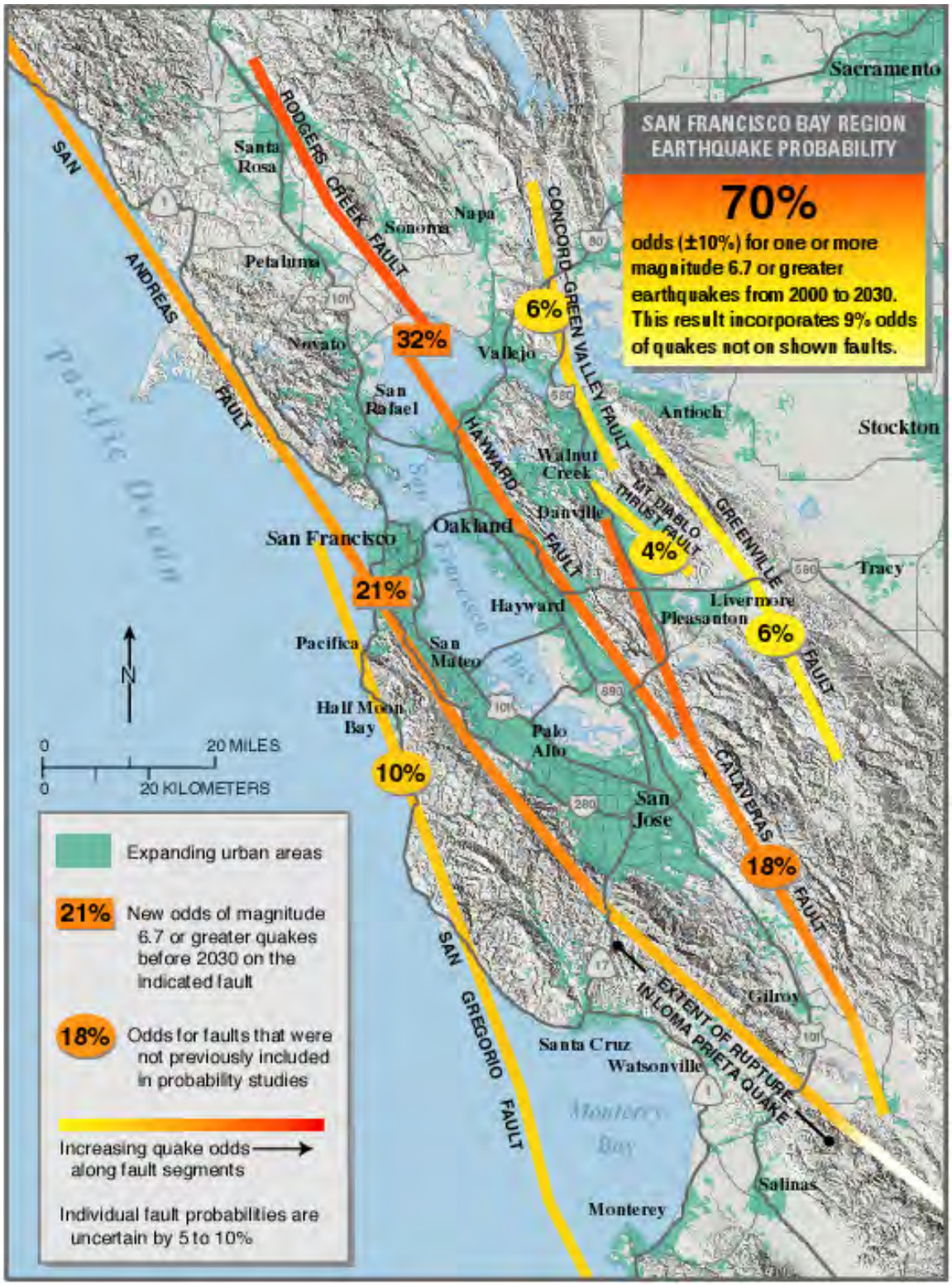
Figure HS-3: San Francisco Bay Region Earthquake Probability



Source: U.S. Geological Survey Fact Sheet152-99: Major Quake Likely to Strike Between 2000 and 2030. *http://geopubs.wr.usgs.gov/fact-sheet/fs152-99/*

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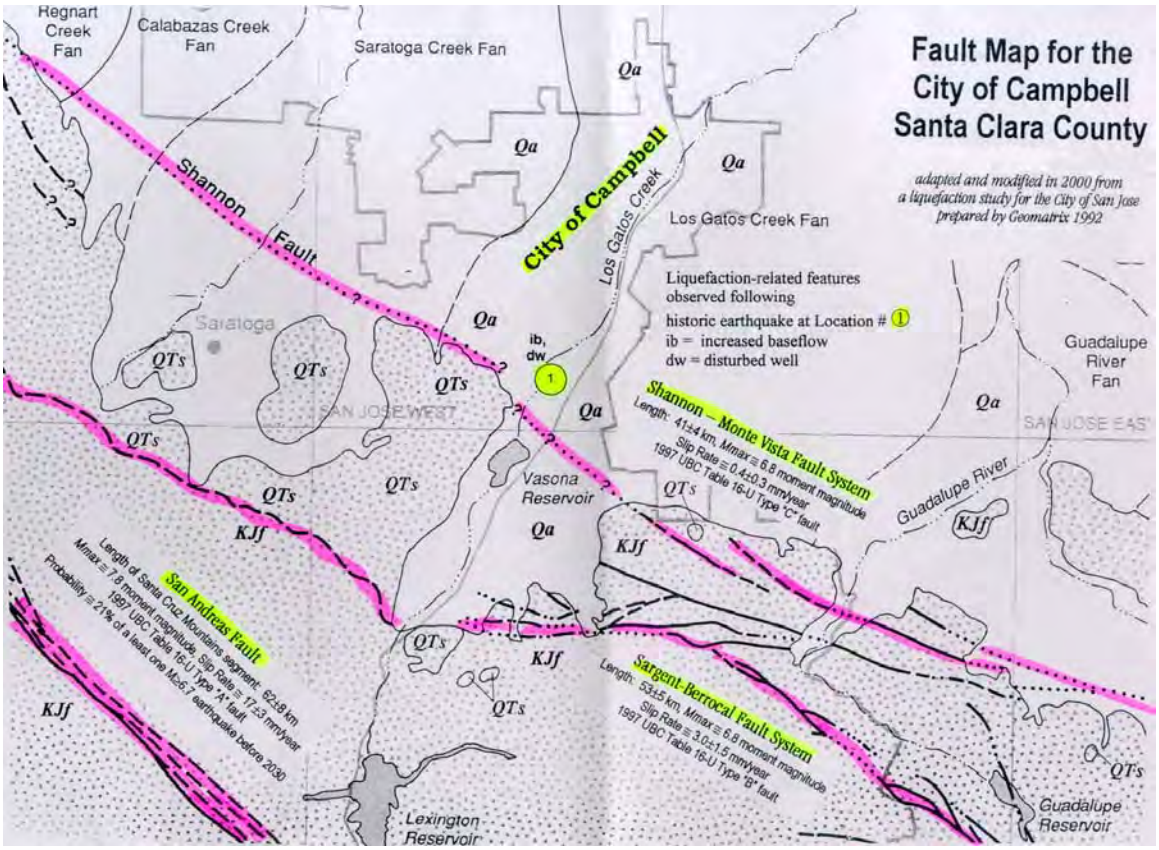
Figure HS-4: Faults Within and Near the City of Campbell



Source: California Division of Mines and Geology

The design basis earthquake ground motion for commercial and residential structures in the City of Campbell[3] is a Peak Ground Acceleration (PGA) of 0.64g[4], as shown in Figure HS-5. This correlates with a Modified Mercalli Intensity of VIII to IX, which is a severe level of perceived shaking and moderate to heavy damage potential. There is a 10 percent chance of exceedance in 50 years and a statistical return period of 475 years[5].

The upper-bound earthquake ground motion for public schools, hospitals and essential services buildings (for example, City Hall and Fire Stations) in the City of Campbell is a Peak Ground Acceleration of 0.80g. This correlates with a Modified Mercalli Intensity of IX, which is a violent level of perceived shaking and heavy damage potential. There is a ten percent chance of exceedance in 100 years and a statistical return period of 949 years[6].

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[3] Site coordinates for City of Campbell City Hall computed from USGS San Jose West 7½-minute Quadrangle Latitude: 37.288º North Longitude: 121.943º West

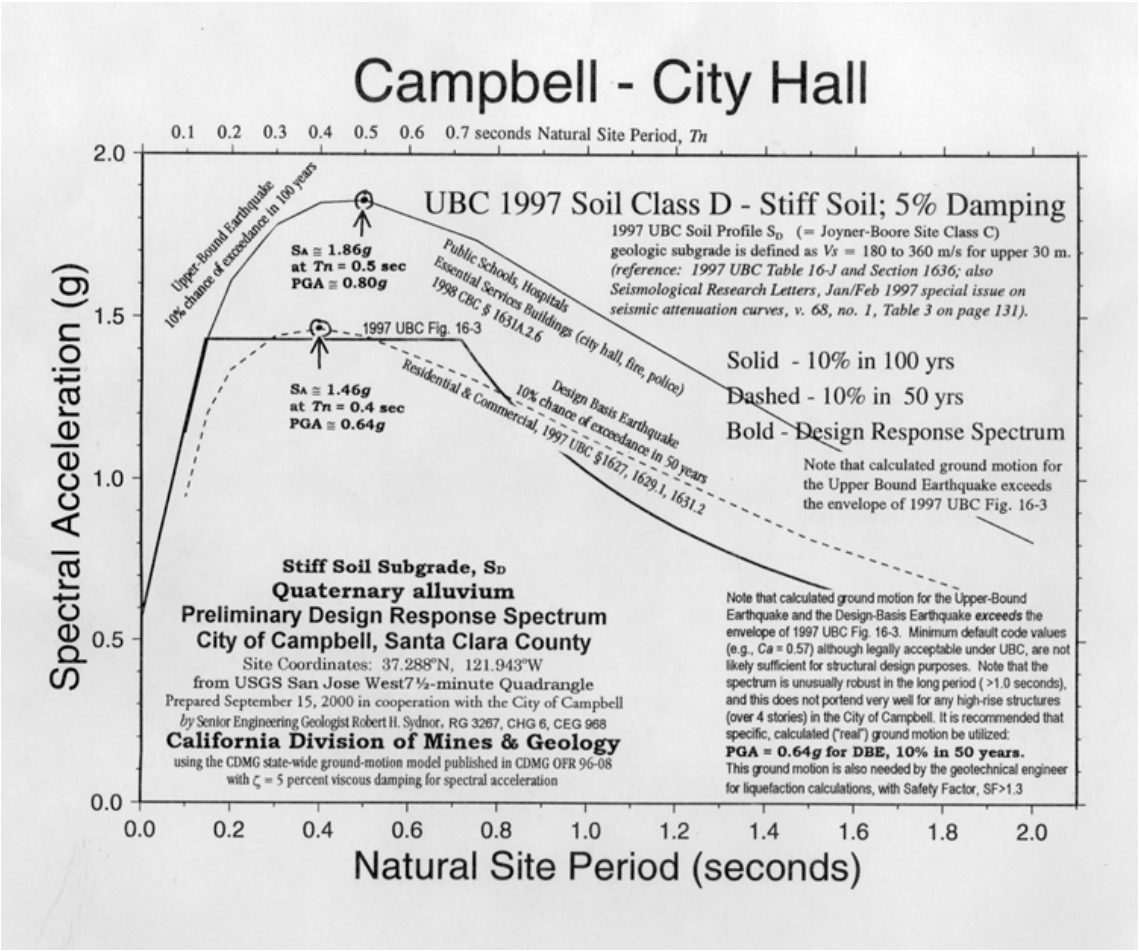
[4] California Division of Mines & Geology, Robert Sydnor, September 15, 2000

[5] 1997 Uniform Building Code §1627, §1629 and §1631.2

[6] 1998 California Building Code §1631A.2.6 and 1998 California Building Standards Administrative Code §7-111

These calculations are based on the geologic subgrade classification of alluvium (Type S_D stiff soil) from Table 16-J of 1997 UBC and are applicable only to the City of Campbell. This seismic hazards analysis was calculated using detailed geologic information about the City.

Figure HS-5: City of Campbell Spectral Diagram



Source: California Division of Mines and Geology

The geologic formations in the City of Campbell range in age from Holocene to Pleistocene. Approximately 85 percent of the City is underlain by Holocene alluvial fan deposits. These deposits have a low susceptibility to liquefaction. There is a small occurrence of Pleistocene fluvial terrace deposits in the southwestern portion of the City. These terraces grade to Pleistocene alluvial fan surfaces. Holocene Fluvial deposits are located along the narrow channel of the Los Gatos Creek and the percolation basins south of Camden Avenue. These deposits overlie alluvial sediments of Pliocene to Pleistocene age and interfinger with alluvial fan and estuarine sediments of Holocene age. They have a moderate susceptibility to liquefaction and lateral spreading.

Table HS-2: Relationships Between Peak Ground Acceleration, Peak Ground Velocity and Modified Mercalli Intensity in the City of Campbell

Perceived Shaking	Not Felt	Weak	Light	Moderate	Strong	Very Strong	Severe	Violent	Extreme
Damage Potential	None	None	None	Very Light	Light	Moderate	Moderate to Heavy	Heavy	Very Heavy
Peak Acceleration (*g* = gravity)	<0.0017 *g*	0.0017 *g* – 0.014*g*	0.014g – 0.039*g*	0.039*g* – 0.092*g*	0.092 *g* – 0.18*g*	0.18*g* – 0.34*g*	0.34*g* – 0.65*g*	0.65*g* – 1.24*g*	> 1.24*g*
Peak Velocity (cm/sec)	< 0.1	0.1 to 1.1	1.1 to 3.4	3.4 to 8.1	8.1 to 16	16 to 31	31 to 60	60 to 116	>116
Modified Mercalli Intensity	I	II-III	IV	V	VI	VII	VIII	IX	X

Source: EERI Earthquake Spectra, vol. 15, no. 3, August 1999, pages 557-564 Earthquake Engineering Research Institute, Oakland, CA *www.eeri.org*

These earthquake probabilities place an urgency on the City and all Bay Area communities to continue preparing for earthquakes. Earthquakes can produce significant damage over localized areas, particularly if they occur in a heavily urbanized area. Although earthquakes can inflict damage at to buildings and infrastructure at a considerable distance, shaking will be very intense near the fault rupture. Less likely damage results include dam failure and associated flooding.

Within Campbell, earthquake damage to structures can be caused by ground rupture, near-field effects, liquefaction and ground shaking. Damage associated with ground rupture is normally confined to roads, buildings and utilities within a narrow band along a fault. The primary earthquake hazards are groundshaking (acceleration of surface material) and liquefaction (sudden loss of soil strength due to the upward migration of groundwater as a result of groundshaking). Liquefaction in Campbell is most likely to occur in the areas with fine-grained alluvial soils.

Unreinforced masonry buildings are extremely susceptible to groundshaking. The 1989 City Unreinforced Masonry Ordinance established a mitigation program for ten potentially hazardous buildings identified in the City (see Table HS-3). Engineering analyses have been conducted on many of these and subsequent structural strengthening has taken place on one of the buildings (415 E. Campbell Avenue).

Table HS-3: Unreinforced Masonry Buildings, 1990

Address	*Use*
340 / 350 East Campbell Avenue	Office / drafting
354 East Campbell Avenue	Retail / sports
360 East Campbell Avenue	Retail / nail care
381 East Campbell Avenue	Office
384 / 394 East Campbell Avenue	Retail / restaurant
400 East Campbell Avenue	Theater
409 / 415 East Campbell Avenue	Office / retail
412 / 416 East Campbell Avenue	Retail / computers
226 Railway	Office
2096 S. Winchester	Retail / motorcycles

Source: City of Campbell, Emergency Plan, revised 1997.

Minimizing seismic risk begins with requiring new construction and remodels to incorporate engineering features to strengthen the building to be able to withstand severe groundshaking. The next line of defense is proper emergency planning to help minimize loss of life and property and speed recovery when an earthquake occurs.

The 1990 Seismic Hazards Mapping Act and related regulations establish a Statewide minimum public safety standard for mitigation of earthquake hazards. This means that the minimum level of mitigation for a project should reduce the risk of ground failure during an earthquake to a level that does not cause the collapse of buildings for human occupancy, but in most cases, not to a level of no ground failure at all. The Seismic Hazards Mapping Act mandates that the City must regulate certain development projects within the designated Seismic Hazards Zones and withhold development permits for sites within the Zones until geologic or soils investigations are conducted and appropriate mitigation measures are incorporated into development plans.

The Seismic Hazards Mapping Act requires the State Geologist to prepare Seismic Hazard Zone Maps. This Map is currently being developed for the City of Campbell (San Jose West USGS Quad) using a combination of historic records, field observations and computer-mapping technology. The Map will identify areas where, prior to retrofitting, reconstruction, or construction of new structures, the City should take extra precautions to minimize exposure to potential future strong ground shaking. These precautions include requiring conduct geologic investigations to identify and mitigate the seismic hazards prior to development.

FIRE HAZARDS

Campbell may be affected by vehicle, structural and brush fires that can threaten life and property. Vehicle fires, the most common, tend to occur in conjunction with traffic accidents. Brush fires may occur due to natural or human causes on vacant lots where accumulation of weeds has increased the fuel load. Structural fires, most likely in buildings constructed prior to the advent of modern building codes, comprise an increasingly smaller percentage fire activity in Campbell because many new buildings are equipped with fire protection features such as alarm systems and sprinklers.

The Uniform Fire Code identifies fire flow requirements and fire protection systems based on the type of construction and occupancy and size of the building. The fire flow for typical office or Research and Development buildings ranges from approximately 2,250 gallons per minute at 20 psi residual pressure to 5,500 gallons per minute at 20 psi residual pressure. The inclusion of automatic fire sprinkler systems may result in adjusted fire flow requirements. Fire vehicle access roads are typically required to be paved all weather surfaces, have a minimum unobstructed width of 20 to 30 feet, a vertical clearance of at least 13 feet 6 inches and a maximum slope of 15 percent. The current distribution system should be adequate to meet the water flow requirements in the event of a multi-structure fire in the City.

The Santa Clara County Fire Department responds to fire and medical emergencies in communities and unincorporated areas throughout the County. The Department operates 16 fire stations and employs 275 fire personnel, including two stations and 20 employees in Campbell. All staffed engine companies have Advanced Life Support/Paramedic capability. Response time within the City is generally five minutes or less. The Department also conducts a number of fire prevention and public education programs and conducts periodic inspections to ensure compliance with fire protection standards.

FLOODING

A flood is a temporary increase in water flow that overtops the banks of a river, stream, or drainage channel to inundate adjacent areas not normally covered by water. Only a very small portion of Campbell is subject to flooding, as noted on maps issued by the Federal Emergency Management Agency (see Figure HS-6).

Although natural factors such as overgrown brush and trees in creek channels can obstruct water flow and increase flood damage, development poses the highest potential to increase the magnitude and frequency of flooding. Campbell is primarily a suburban community with few undeveloped areas where storm water can percolate into the ground. Additional paving is expected to further reduce infiltration and increase surface runoff.

Localized flooding may also occur in low spots or where infrastructure is unable to accommodate peak flows during a storm event. In most cases, localized flooding dissipates quickly after heavy rain ceases. There are some streets in the San Tomas Area Neighborhood (see Appendix A), annexed into the City in the 1970s, that have a rural character with no curb, gutter or paving, which precludes installation of storm drain facilities. Although some nuisance flooding results, the City anticipates preserving the rural character of the area.

The City operates and maintains a storm water drainage system and cooperates with surrounding jurisdictions and Santa Clara County to provide regional storm drainage. The City drainage system consists of a series of inlets and underground pipes that collect storm water runoff for conveyance to Los Gatos and San Tomas Aquino creeks, which drain into San Francisco Bay. The Santa Clara Valley Water District owns and maintains 85 acres of groundwater recharge facilities along Los Gatos Creek within the City that recharge groundwater basins.

Dam failure could result from earthquake activity. Less catastrophic effects could also result from a landslide into a relatively full reservoir. Dam failure can cause injury, loss of life and property damage due to flooding, inundation, erosion, debris and sediment deposition, disabling of infrastructure and interruption of services. Health hazards from sewage release may also result. The City lies within the inundation zone for several dams, as shown in Table HS-4. Failure of one or more of these dams could adversely affect the City as water spreads out over the valley floor and with the static pressure on structures from standing water once flow subsides.

Table HS-4: Dam Failure Hazards

Name	*Size*	*Owner*	*Waterway Flooded*
Austrian Dam	6,200 acre feet	San Jose Water Works	Los Gatos Creek
Lenihan Dam	21,430 acre feet	Santa Clara Valley Water District	Los Gatos Creek
Rinconada Treatment Plant Reservoir	46 acre feet	Santa Clara Valley Water District	Smith Creek
Stevens Creek Dam	4,000 acre feet	Santa Clara Valley Water District	Stevens Creek
Vasona Dam	660 acre feet	Santa Clara Valley Water District	Los Gatos Creek

Source: City of Campbell, Emergency Plan, revised 1997.

AIRCRAFT OVERFLIGHT

Hazards associated with aircraft overflight are principally related to the risk of accident and to noise levels along primary San Jose International Airport and San Francisco International Airport paths. These hazards are addressed in each of the Airport's Master Plans. Both Master Plans also show noise contours and hazard zones extending north and south at the end of each runway. During inclement weather, the San Jose and San Francisco airport flight patterns are shifted over Campbell and increase the risk of aircraft accidents in the City as well as the amount of aircraft overflight noise. The airport Master Plans propose to change flight patterns to increase the frequency of overflight in the City. The City will advocate reducing the amount of overflight.

HAZARDOUS MATERIALS AND WASTE

Waste is defined as hazardous if its quantity, concentration, physiochemical or infectious properties may:

- Increase mortality or produce irreversible or incapacitating illness, or
- Pose a substantial present or potential hazard to human health or the environment when improperly treated, stored, transported, disposed, or otherwise managed.

Some businesses and industrial activities in the City are involved in the transport, storage, or use of toxic or hazardous materials that pose a potential safety hazard in the event of unintentional exposure, leak, fire or accident. Some hazardous materials are byproducts of industrial processes. Residents in Campbell also generate household hazardous wastes such as waste oil, paint, solvents, cleaners, pesticides and glue.

The City of Campbell participates in the implementation of the 1991 Santa Clara County *Hazardous Waste Management Plan*. The Plan establishes the framework for hazardous waste management efforts, including goals and policies relating to hazardous waste generation, management, reduction, facilities siting and transport. The overall goal of the Plan is to protect public health, safety and the environment by reducing the generation of hazardous waste. The Plan may be updated periodically.

State Assembly Bill 2707 requires each city to characterize and quantify its household waste stream and develop plans for safe collection, recycling, treatment and disposal of household hazardous wastes. The 1992 Campbell Household Hazardous Waste Element seeks to:

- Provide residents access to convenient household hazardous waste collection services;
- Expand curbside motor oil collection programs to include all single and multi-family homes;
- Minimize disposal of collected wastes through distribution of reusable materials and recycling;
- Improve monitoring and evaluation of household hazardous waste programs;
- Limit improper disposal of hazardous waste at solid waste landfills by continuing State-mandated hazardous waste exclusion programs;
- Increase efficiency and effectiveness of waste collection services and public education by coordinating programs with other jurisdictions and agencies whenever feasible;
- Decrease potential short- and long-term liability risks by monitoring environmental compliance records and proof of insurance of contract waste haulers and contract treatment, storage and disposal activities; and,
- Increase source reduction options for residents by supporting legislative efforts aimed at promoting development of safer products and safer waste management methods.

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Figure HS-6:
100-year Flood Zones
W. HAMILTON AV
E. HAMILTON AV
W. CAMPBELL AV
E. CAMPBELL AV
BUCKNALL AV
W. RINCON AV
PAYNE AV
WINCHESTER BLVD
CURTNER AV
E. BASCOM AV
LEIGH AV
WHITE OAKS RD
W. BARR AV
DOLLARD RD
Areas of 100-year Flood
City Limits
N
Scale
1" = 3,000 ft.
Campbell
Community
Development
Department
2001

GOALS, POLICIES AND STRATEGIES

Emergency Preparedness

Goal HS-1: A feeling of safety in the community.

Policy HS-1.1: Disaster Recovery: Adequately prepare for, respond to and recover from disasters.

Strategy HS-1.1a: Emergency-planning Funding: Provide funding for fire and police services to ensure preparedness of response teams and implementation of emergency response plans.

Strategy HS-1.1b: Emergency Operations: Coordinate among City departments to ensure that emergency operations will comply with the Standardized Emergency Management System.

Strategy HS-1.1c: Permit Streamlining: Streamline any permitting necessary for emergency repair work.

Strategy HS-1.1d: Employee Training: Train City employees in Emergency Operations Center procedures.

Strategy HS-1.1e: Geographic information System: Study the possibility of maintaining and updating a database for safety related information in a geographic information system (GIS) format that would provide mapping and parcel information for more efficient emergency response.

Strategy HS-1.1f: Adequate Access: Require adequate access for emergency vehicles, including minimum street width and vertical clearance. The Uniform Fire Code currently sets the minimum street width at 20 feet. Larger buildings may require a minimum width of 30 feet.

Policy HS-1.2: Disaster Education and Organization: Educate and organize people to respond appropriately to disasters.

Strategy HS-1.2a: Danger Avoidance: Encourage the community schools to teach children how to avoid dangerous situations and behave during an emergency.

Strategy HS-1.2b: Emergency Outreach: Help coordinate efforts of organizations within the City that provide emergency outreach and education programs to the region. Work with these organizations to develop an information release program to educate residents about the potential for natural disasters in the City. Focus on preparedness for particularly susceptible groups, including through youth organizations, senior care facilities and agencies involved with disabled persons.

Strategy HS-1.2c: Emergency Assistance Programs: Provide venues for Red Cross programs that train volunteers to assist police, fire and civil defense personnel during and after a major disaster.

Strategy HS-1.2d: Emergency Preparedness Drills: Participate in the annual countywide emergency preparedness drill.

Strategy HS-1.2e: Emergency Plan: Update the City's *Emergency Plan* regularly.

Strategy HS-1.2f: Program Promotion: Promote programs that inform the general public and businesses about emergency preparedness and disaster response procedures.

Policy HS-1.3: Risk Reduction: Coordinate with other agencies and the public to reduce the risks of disasters.

Strategy HS-1.3a: Inter-Agency Coordination: Coordinate emergency preparedness, response, recovery and mitigation activities with Santa Clara County, surrounding cities, service agencies, voluntary organizations and State and federal agencies.

Strategy HS-1.3b: Public Information Officer: Designate and train a City staff member designated as a Public Information Officer, whose duties will include meeting regularly with media liaisons and providing information during emergencies.

Strategy HS-1.3c: Impact Determination on Roadways and Facilities: Work with Caltrans to determine the potential impact of earthquake and flood

emergencies on its facilities and roadways and update evacuation plans as necessary.

Strategy HS-1.3d: Information Sharing: Work with Santa Clara County and other government, academic and private organizations to obtain new data that can be used for emergency preparedness and response and share information with other nearby jurisdictions and private and public organizations.

Policy HS-1.4: Critical Facilities: Ensure that critical facilities keep pace with technological improvements and demand.

Strategy HS-1.4a: Update Critical Facilities: Maintain and upgrade critical facilities in anticipation of the need for disaster response.

Strategy HS-1.4b: Disaster Assistance: Provide planning, engineering and funding assistance to agencies and organizations involved in disaster recovery.

Strategy HS-1.4c: Proper Siting of Emergency Response Facilities: Ensure that siting of critical emergency response facilities such as hospitals, fire stations, police offices and substations, dispatch centers and other emergency service facilities and utilities have minimal exposure to flooding, seismic and geologic hazards, fires and explosions.

Public Safety

Goal HS-2: Adequate, efficient and high quality police, fire and emergency services.

Policy HS-2.1: Police Facilities and Personnel: Provide police facilities and personnel that meet citizens' needs and ensure a safe and secure environment for people and property.

Strategy HS-2.1a: Adequate Personnel: Ensure an adequate number of police personnel to meet department performance standards for responding to emergency and non-emergency calls.

Strategy HS-2.1b: Department Evaluations: Ensure adequacy of police services by conducting periodic department evaluations using measures including response time and other incident data.

Strategy HS-2.1c: 911 Services: Provide efficient 911 services (emergency phone calls) to minimize incident response time.

Strategy HS-2.1d: 311 Services: Consider providing 311 services (non-emergency phone calls) as a means to improve service and maintain the effectiveness of the 911 system.

Strategy HS-2.1e: County Emergency Operations Center Coordination: Coordinate activities with the County Emergency Operations Center to increase efficiency and minimize duplication of efforts.

Policy HS-2.2: Elimination of Crime: Work cooperatively to eliminate the causes of crime.

Strategy HS-2.2a: Youth Support Programs: Encourage and support programs for youth to help curb possible juvenile crime and gang activity.

Strategy HS-2.2b: Crime Watch Programs: Support existing programs such as Neighborhood Watch and Drug Resistance Education (DARE) and encourage expanded or new programs that focus on the elimination of crime, such as anti-graffiti programs.

Strategy HS-2.2c: Inter-jurisdictional Cooperation: Cooperate with neighboring cities and County and regional agencies to address crime issues that cross jurisdictional boundaries.

Policy HS-2.3: Fire and Emergency Medical Services: Ensure that fire and emergency medical services meet existing and future demand.

Strategy HS-2.3a: Fire and Emergency Services: Ensure adequate and efficient fire and emergency services.

Strategy HS-2.3b: County Fire Department Evaluations: Ensure adequacy of fire and emergency services by participating in County Fire Department evaluations.

Strategy HS-2.3c: Hazardous Material Inspections: Coordinate with the County Fire Department to provide hazardous material inspections for businesses.

Strategy HS-2.3d: Annual County Fire Department Inspections: Coordinate with the County Fire Department to provide annual inspections to ensure that commercial, industrial and multiple-family uses comply with fire and building codes.

Strategy HS-2.3e: 911 Dispatch Service Coordination: Coordinate 911 dispatch service with the County Fire Department to help speed fire and emergency response time.

Strategy HS-2.3f San Jose Water Company Delivery System: Support San Jose Water Company efforts to remedy deficiencies in the water delivery system to ensure adequate fire-suppression flows.

Policy HS-2.4: Fire Safety: Promote fire safety through education and building design.

Strategy HS-2.4a: Vegetation Fire Hazards: Encourage programs that reduce the hazards of flammable vegetation.

Geologic and Seismic Hazards

Goal HS-3: Minimize impacts from natural and human-induced hazards.

Policy HS-3.1: Construction-related Risk Reduction: Reduce construction-related risks.

Strategy HS-3.1a: Building and Fire Code Requirements: Require all new construction, including public facilities, to be built according to the most recent Building and Fire Codes.

Strategy HS-3.1b: Non-conforming Structures: Identify structures not conforming with current earthquake, fire or flood standards and require compliance through programs such as structural rehabilitation, occupancy reduction and demolition or reconstruction.

Strategy HS-3.1c: State and Federal Funds and Programs: Advocate expansion of State and federal relocation assistance funds and programs to aid persons and businesses displaced from hazardous buildings.

Policy HS-3.2: Seismic Risk Reduction: Minimize the potential damage to buildings, humans and property from geologic and seismic hazards, including ground shaking, liquefaction and fault rupture.

Strategy HS-3.2a: Building Code Compliance: Require new development, remodels and redevelopment to comply with Uniform Building Code and California Building Code provisions regarding engineering and geotechnical analysis in order to minimize risk to the safety of occupants due to geologic and seismic hazards.

Strategy HS-3.2b: Excavation, Grading and Filling Requirements: Review and update City requirements for excavation, grading and filling to ensure they incorporate current and best available practices, standards and technology.

Strategy HS-3.2c: Abatement of Dangerous Buildings: Implement a Uniform Building Code section regarding abatement of dangerous buildings to address older buildings that may be at risk from geologic and seismic hazards.

Strategy HS-3.2d: Retrofitting Structures: Explore and pursue funding sources to assist in retrofitting non-earthquake-safe structures, such as non-reinforced masonry buildings.

Strategy HS-3.2e: Earthquake Risk and Preparedness Information: Distribute materials informing the public of earthquake risks and ways to reduce them and support information programs that address earthquake preparedness.

Strategy HS-3.2f: Compliance with Seismic Hazards Mapping Act: Require projects within Seismic Hazard Zones to comply with the provisions of the Seismic Hazards Map Act.

Strategy HS-3.2g: Recognition of Seismic and Geologic Hazards in the Zoning Code: Revise the Zoning Code to recognize and address geologic and seismic hazards, including criteria for approval of a project within Seismic Hazard Zones, guidelines for

evaluating seismic hazards and recommending mitigation measures and content of the geotechnical report.

Strategy HS-3.2h: Posting of Potential Hazards Associated with Unreinforced Masonry Buildings. Require that all URM structures within the City be posted with signs informing the public of the potential hazards associated with occupancy of these buildings. Property owners are responsible for implementing and maintaining such signage.

Fire Safety

Goal HS-4: Reduced risk to life and property from fires.

Policy HS-4.1: Reduction of Fire Hazards: Regulate land use and development to diminish fire hazards.

Strategy HS-4.1a: Santa Clara County Fire Department Project Review: Ensure that all proposals for new development are reviewed by the Santa Clara County Fire Department for compliance with fire and life safety standards.

Strategy HS-4.1b: Building Fire Protection Measures: Ensure that all existing and new buildings incorporate adequate fire protection measures to reduce the potential loss of life and property in accordance with State and local codes and ordinances.

Strategy HS-4.1c: Public Awareness of Fire Hazards: Promote increased public awareness of local fire hazards.

Strategy HS-4.1d: Smoke Detectors: Encourage and promote installation of smoke detectors in existing residences and commercial facilities constructed prior to the requirement for such installation.

Strategy HS-4.1e: Fire Sprinkler Requirements: Require fire sprinklers in accordance with codes and ordinances recommended by the Santa Clara County Fire Department.

Strategy HS-4.1f: Appropriate Response Times: Work with the Santa Clara County Fire Department to

maintain appropriate response times within the City for fire, medical and other related emergencies.

Strategy HS-4.1g: Public Awareness of Fire Safety: Promote increased public awareness regarding fire safety and flammable and/or hazardous materials.

Flooding

Goal HS-5: Protection of lives and property from flood hazards.

Policy HS-5.1: Flood Regulations: Enforce flood regulations during the development review process.

Strategy HS-5.1a: FEMA Requirements: Implement Federal Emergency Management Agency requirements regarding construction in Flood Hazard areas designated on the Flood Insurance Rate Maps.

Strategy HS-5.1b: Flood Hazards Review: Evaluate potential flood hazards prior to approval of development projects and require any necessary measures to ensure that proposed projects provide adequate protection from flood hazards.

Aircraft Overflight

Goal HS-6: Protection from aircraft-related risks.

Policy HS-6.1: Aircraft Overflight Hazards and New Development: Ensure that new development does not create potential hazards associated with aircraft overflight.

Strategy HS-6.1a: Hazards from New Developments: Work with the City of San Jose and Santa Clara County to ensure that new development does not create aircraft safety hazards such as direct or reflective light sources, smoke, electrical interference, hazardous chemicals, or fuel storage in violation of adopted safety standards.

Strategy HS-6.1b: Compliance with Airport Plans: Ensure that development within the City complies with applicable provisions of the San Jose Airport Land Use Plan.

Policy HS-6.2: Noise and Safety Impacts: Protect Campbell residents from noise and safety impacts associated with airport overflights.

Strategy HS-6.2a: Protection From Noise and Safety Impacts: Work with the Federal Aviation Administration, San Jose International Airport, San Francisco International Airport, adjoining communities and other applicable organizations to protect Campbell residents from noise and safety impacts associated with airport overflights.

Strategy HS-6.2b: Airport Master Plans: Advocate that the San Jose and San Francisco International Airports address the impact associated with increased overflight in the City in their Master Plans.

Hazardous Materials and Waste

Goal HS-7: Minimal exposure to hazardous materials.

Policy HS-7.1: Hazardous Materials Storage, Use and Transport: Ensure that storage, use and transport of hazardous materials are regulated properly.

Strategy HS-7.1a: Hazardous Materials: Require storage, use and transport of hazardous materials to comply with local, State and federal safety standards.

Strategy HS-7.1b: Hazardous Materials and Development Project Review: Review all proposed development projects that manufacture, use or transport hazardous materials for compliance with the County *Hazardous Waste Management Plan*.

Strategy HS-7.1c: Storage and Processing of Hazardous Materials: Require new industries that store and process hazardous materials to provide a buffer zone along property boundaries sufficient to protect public safety and natural resources. The adequacy of the buffer zone shall be determined by the City in consultation with other agencies responsible for the management of hazardous materials.

Strategy HS-7.1d: Hazardous Materials Emergency Response Plan: Require any business that handles hazardous material to prepare an appropriate emergency response plan, including a transportation plan for using City streets to transport hazardous materials.

Strategy HS-7.1e: Inappropriate Sites: Identify sites that are inappropriate for hazardous materials storage and use.

Strategy HS-7.1f: Hazardous Materials Emergency Response: Work with other agencies to help ensure adequate response capability for hazardous materials emergencies.

Strategy HS-71g: Development Projects Involving Potential Historical Hazardous Materials Use. Require that applications for discretionary development projects that will involve a change in land use (i.e., from industrial to commercial or residential) provide detailed information regarding potential historical hazardous materials use, including soil and/or groundwater sampling results, if warranted.

Goal HS-8: Safe and proper disposal of hazardous waste.

Policy HS-8.1: Disposal of Hazardous Waste: Prevent unsafe or illegal disposal of hazardous waste.

Strategy HS-8.1a: Hazardous Waste Facilities Near Residences or Schools: Discourage the development of residences or schools near known hazardous waste disposal or handling facilities.

Strategy HS-8.1b: Information About Hazardous Waste: Provide the public and industry with information needed to make informed decisions regarding the recycling, treatment, disposal and other management of hazardous wastes.

Strategy HS-8.1c: County Hazardous Waste Plan and Element: Work with appropriate regional agencies to implement the *County Hazardous Waste Management Plan* and the City Household Hazardous Waste Element.

Strategy HS-8.1d: Development Projects Involving Hazardous Materials: Require that applications for discretionary development projects that will generate, use or store hazardous materials or provide detailed information regarding waste reduction, recycling and storage.

Conservation and Natural Resources

The Conservation and Natural Resources Element includes goals, policies and strategies that address the City's historic resources, biological resources, water resources, waste management and recycling, noise and air quality. This Element satisfies the State requirement for both the Conservation and Noise Elements.

The focus of this Element's goals, policies and strategies is to conserve and enhance the City's cultural and natural resources that help define the community. Although regulatory authority over these resources is shared with several local, State and federal agencies, the City itself has a significant influence over these resources through its land use and development policies. Campbell seeks to make a positive contribution to regional conservation efforts through recycling to extend the life of area landfills, conserving water, recharging groundwater supplies, improving regional air quality and reducing the adverse impacts of noise.

The natural ecosystem in Campbell has undergone significant changes during its history of urbanization. Since virtually the entire City area is urbanized, the protection and enhancement of the City's existing natural resources such as trees and creek corridors is important. Other conservation issues within the City, including minimizing water usage, improving air quality and promoting source reduction and recycling efforts, are addressed through the efforts of various federal, State, regional and local government agencies. These entities work jointly, as well as individually, to improve conservation through legislation, regulation, planning, policy-making, education and a variety of programs. In order to fulfill legislative requirements, the City cooperates with regional agencies including the Santa Clara Valley Water District, the Bay Area Air Quality Management District and the West Valley Solid Waste Management Board.

With anticipated development and redevelopment, the City will focus on maintaining efficient service levels for provision of water and solid waste services.

HISTORIC RESOURCES

Campbell has a rich history of farms, orchards, canneries, packing plants and the railroad that is conveyed to its current citizens through community groups, the Historic Preservation Board, the Campbell Historical Museum and the Ainsley House. Traditional events like Early Settler's Day and the Prunefestival provide chances to convey the community's sense of identity and activities like the annual tea and spring clean-up help instill local residents with pride in their City.

The 1996 *Campbell Downtown Development Plan* (see Appendix A) aims to restore and protect the City's historic character, buildings and landmarks, including the Hyde Cannery (1887), Farley Building (1895), Grammar School (1922), Water Tower (1928) and Los Gatos Creek Bridge (1942).

The City's Historic Preservation Ordinance designates a historic overlay zoning district for the purpose of identifying, preserving and enhancing structures, natural features, sites

and areas within the City that have historic, architectural, archaeological, cultural and/or aesthetic significance. The Historic Preservation Board oversees the provisions of the Historic Preservation Ordinance and recommends measures to implement historic preservation to the City Council and City commissions.

Currently the Alice Avenue area is the City's only multi-parcel Historic Overlay District. The Alice Avenue homes were constructed for fruit canners and packers around the turn of the century. The City is currently updating its inventory of historic resources, many of which are single family residences near the historic downtown core. The City may also consider designating additional Historic Districts. Policies addressing this are included in the Land Use and Transportation Element.

BIOLOGICAL RESOURCES

Although native vegetation in the City was eliminated decades ago for ranching and orchards, much of Campbell provides habitat for wildlife species commonly associated with suburban areas. The riparian vegetation along Los Gatos and San Tomas Aquino Creeks supports a greater variety of animal wildlife species than the developed area of the City and they provide a corridor for wildlife movement. The creek corridors provide habitat for a number of mammals, reptiles, amphibians and introduced fish species. Trees along these creeks provide cover, feeding and nesting sites for a variety of birds.

There are currently no rare, threatened, endangered or sensitive animals, plants or natural communities within the City limits, according to the California Department of Fish and Game's Natural Diversity Database. However, the absence of any special status species from this Database does not necessarily mean that there is no chance that they may be found in the City, only that no occurrence data is currently entered into the Database. However, since Campbell is a very urbanized environment, it is not likely that there are any unrecorded species in the City.

Trees

Although historically referred to as the "Orchard City", Campbell currently contains no agricultural land. However, the City maintains approximately 1,000 trees on major arterials and median islands and approximately 9,000 trees on residential streets. These trees enhance the City's identity, community image and sense of place by adding a natural element to the urban environment. The City has been a designated "Tree City USA" for the past eighteen years, which is a national recognition for the City's urban and community forestry programs. This program is sponsored by the National Arbor Day Foundation in cooperation with the USDA Forest Service and the National Association of State Foresters. The City met specific standards to attain this designation, which include the adoption of a Tree Protection Ordinance and the observance and proclamation of an annual Arbor Day Celebration.

WATER RESOURCES

Protection of water quality and the provision of adequate water resources is critical for the health and quality of life of Campbell residents and employees. Water quality is a regional issue that is regulated at the county, State and federal levels.

Water Supply

The regional wholesale supplier of water to the South Bay Area is the Santa Clara Valley Water District (SCVWD), which derives water from local, recycled and imported supplies.

Less than half of the District's water is supplied by local rainfall and groundwater. The rainwater is stored in ten local reservoirs and some of it is transferred to the District's Groundwater Recharge Facilities. The District owns more than 30 groundwater recharge facilities, six of which are located in Campbell. These facilities percolate both local and imported water into the groundwater aquifer. The average yearly surface flow that can be captured and diverted to reservoirs, treatment plants or the groundwater basin is about 101,000 acre-feet per year; natural recharge into the groundwater basin adds another 112,000 acre-feet. During critical dry periods these amounts average only 59,000 acre-feet and 74,000 acre-feet, respectively.

Four municipal water pollution control plants are located in Santa Clara Valley that develop recycled water for outdoor irrigation use. Approximately 5,000 acre-feet of recycled water is currently produced from these plants and used for landscape irrigation in the County. Approximately 20,000 acre-feet per year of non-potable recycled water could be developed throughout the County by the year 2020. Currently, the SCVWD does not supply recycled water to retailers in the City or have any projects or plans for supplying water to retailers in the City.

Most of the District's imported water comes to the County from the Sierra Nevada mountains via the Sacramento/San Joaquin Delta. This imported water is delivered by the State Water Project and the federal Central Valley Project. The Santa Clara Valley Water District Supply is shown in the table below. Figure CNR-1 shows the District's supply map.

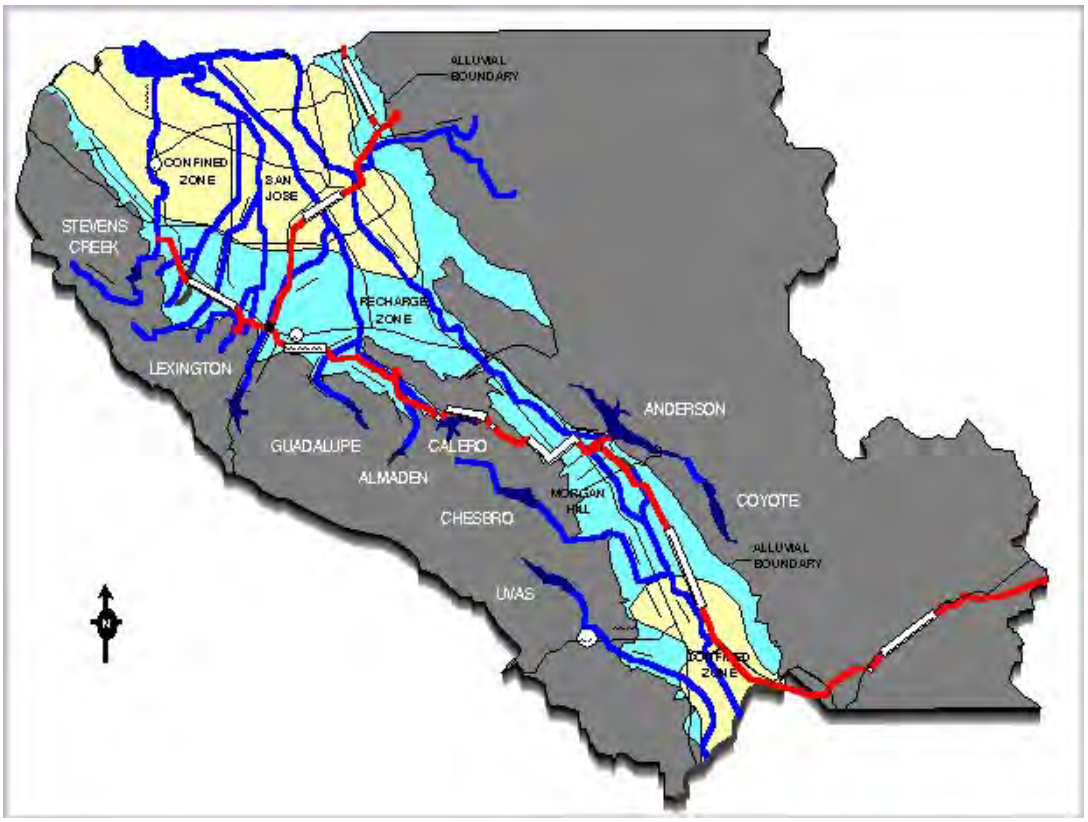
Table CNR-1: Santa Clara Valley Water District Water Supply Sources

Supply Type	*Wet Weather (Acre-feet)*	*Long-Term Average*[1] *(Acre-feet)*	*Critical Dry Weather (Acre-feet)*
Local Supplies			
Surface Water Yield	155,000	101,000	59,000
Natural Groundwater Recharge	225,000	112,000	74,000
Drawn Out of Local Storage	0	0	40,000
Recycled Water			
Water Pollution Control Plants	14,400	14,400	14,400
Imported Supplies			
State Water Project	100,000	74,000	47,000
Federal Central Valley Project	152,500	125,000	110,000
Total	**646,900**	**426,400**	**344,400**

1. Average supply between 1922-1990

Source: Santa Clara Valley Water District, Integrated Water Resources Plan, January 1997

Figure CNR-1: Santa Clara Valley Water District Water Supply Diagram



Source: Santa Clara Valley Water District

Most of the District's imported water and some local water is delivered to the District's three water treatment plants, where it is purified before being delivered to the local water retailer, the San Jose Water Company (SJWC). The SJWC supplies Campbell with a blend of water that is primarily from the SCVWD but also from local wells. The SCVWD water is treated with Chloramine and the well water is chlorinated for effective disinfection as required by the EPA and State DOHS guidelines. San Jose Water Company does not add fluoride to its drinking water. However, fluoride does occur naturally at very low levels (less than 0.2 parts per million) in the water. The SJWC operates a regional distribution system that supplies water for domestic use and fire suppression.

Water deliveries from the SJWC to all its customers (including Campbell) have averaged between 125,000 and 129,000 acre-feet over the past several years; SJWC does not assign water allocations to individual jurisdictions that it serves. Over 183,00 residential accounts comprise approximately 60 percent of the SJWC water deliveries, with businesses comprising an additional 30 percent of SJWC deliveries.

Water Conservation

A safe, reliable water supply is essential to the health and well-being of a community. Although water demand varies with the nature and intensity of land use, population continues to grow while water supply resources remain relatively constant. Therefore, it is essential to implement conservation measures to ensure an adequate water supply in the future.

The SCVWD's *Integrated Water Resources Plan* includes measures for residential, commercial, governmental and industrial water conservation and management. The District is also permitted to require the installation of water-saving devices, such as low-flow showerheads or ultra-low-flush toilets and to charge higher fees for higher water usage. Additional water conservation measures include high-efficiency irrigation systems, automated controllers, water efficient landscape design, air-cooled drinking fountains, cooling tower modifications and proper landscape maintenance practices. In accordance with the Water Conservation in Landscaping Act, the City has adopted Water Efficient Landscaping Guidelines for drought-tolerant landscaping to help minimize water demand.

The San Jose Water Company provides residential water audits free of charge. Trained SJWC specialists will check residential sprinkler system, faucets, toilets and other parts of the water system and suggest repairs or improvements that residents can perform. The Company provides free water-saving devices such as low-flow shower heads and faucet aerators to customers. Businesses may also request free large turf water audits and commercial or industrial water audits.

Water Demand

Many factors that affect water demand are difficult to predict. For example, weather patterns fluctuate, development and growth patterns vary from projections and conservation programs save either more or less water then projected. Increased urbanization in Santa Clara County over the last few decades has resulted in increased urban and suburban water demand, but decreased agricultural water demand.

The Water District developed *the Integrated Water Resources Plan* in 1997. The Plan is a flexible, long-range water supply plan. In forecasting the projected water demand expected in the County through 2020, the IWRP used a range of demand. This range allows the District to develop flexible water resource strategies that can be refined over time in response to actual conditions. The demand range accounted for demographic changes and water conservation savings. The projected demand for 2020 is between 350,000 acre-feet at the low end and 500,000 acre-feet at the high end. The lower end of the range is based on 1991 water-use data, which reflect drought and recession-related behaviors. The higher end is based on pre-drought, pre-recession water use records. Strategies developed during the IWRP process were designed to meet high-end demand; the preferred strategy is designed to meet a range of demands up to 500,000 acre-feet.

If Santa Clara County enjoyed only average to wet years from now to the year 2020, current water supplies could probably meet demand. But droughts are common in California and it is likely that one will occur during the next twenty years. In future severe droughts the County could experience a water supply shortfall of up to 100,000

acre-feet, according to District projections. The District has identified strategies to meet this shortfall, including water banking, non-potable recycling, demand management and long-term transfers.

Water Recycling

The *Integrated Water Resources Plan* estimates that the County uses approximately 2,000 acre-feet of recycled water per year for irrigating landscaping and crops. In 1993 the County adopted a policy to encourage development of non-potable recycling projects to supplement the existing water and replace demand met by Water District supplies.

Water Quality

SJWC tests its water supplies for over 100 different contaminants and prepares an Annual Quality Report describing the water's compliance with all California and Federal water quality standards. The SJWC water met all applicable drinking water standards in 1999. For most standards, there are no detectable contaminants at all - the water is so pure that the required test apparatus cannot measure any contaminant present in the sample.

Regional Regulation

Point sources of water pollution are regulated through the National Pollutant Discharge Elimination System (NPDES) permit process. Permits are required for all publicly operated treatment plants and for specific operations or sites that generate surface-water runoff in urban areas. The permits specify the discharge limits for certain pollutants and require specific industries to pre-treat the pollutants that they discharge into treatment plants.

For the purposes of administering NPDES, the State Water Resources Control Board has oversight of nine Regional Water Pollution Control Boards located in each of the major California watersheds. The Boards have primary responsibility for administration, investigation and enforcement of the state's pollution abatement program. The Boards may regulate any discharge of wastewaters including process, cleaning, cooling, or other waters coming from a facility, or other wastes. These include discharges directly to surface waters, to storm drains, to the ground surface or to groundwater. Campbell is under the jurisdiction of the San Francisco Bay Regional Water Quality Control Board. The local permits and *Storm Water Management Plan* are discussed in the Open Space, Parks and Public Facilities Element.

WASTE MANAGEMENT AND RECYCLING

The City contracts with Green Valley Disposal Company and the Guadalupe Rubbish Disposal Company for the disposal of municipal solid wastes. Waste Management, the largest solid waste company in North America, purchased the Green Valley Disposal Company in the summer of 1999. Waste Management provides collection, transfer, landfill, recycling and waste-to-energy services to customers throughout the nation. The Green Valley Disposal Company collects all of the City’s solid wastes and delivers them to the 115-acre Guadalupe Landfill, which is owned and operated by Guadalupe Rubbish Disposal Company. The Guadalupe Landfill is a Class III Landfill that accepts only residential, commercial, industrial and demolition wastes. The Guadalupe Landfill is expected to reach capacity and close in 2013.

Solid Waste

The City's agreements with Green Valley Disposal Company and Guadalupe Rubbish Disposal Company for the disposal of municipal solid wastes extend through 2007. When City wastes were last studied in 1991, about 39 percent came from homes, 22 percent from businesses and 37 percent from industry.

The California Integrated Waste Management Act of 1989 requires cities and counties to establish a local plan to cut the volume of solid waste disposed to 50 percent by 2000. In 1992, the City adopted a Source Reduction and Recycling Element, which identifies waste diversion opportunities and programs. In 1999, the City was diverting roughly 41 percent of its solid waste from the landfill. The City is considering additional measures to meet the mandate, including adoption of a Construction and Demolition Debris Recycling Ordinance.

City waste diversion measures include source reduction, recycling, composting and yard waste programs. Source reduction prevents creation of solid waste by diminishing the amount of a product used and/or by prolonging the useful life of a product. Diversion through source reduction may reduce landfill disposal by 20 percent.

NOISE

The Noise Element is a required element of the General Plan. Included here as a portion of the Conservation and Natural Resources Element, it identifies and evaluates noise problems in Campbell and includes policies to ensure that future land use decisions minimize adverse noise impacts to the fullest extent possible.

Noise is commonly defined as a sound or series of sounds that are irritating, intrusive and disruptive to daily activities. Sound becomes unwanted when it interferes with normal activities, when it causes actual physical harm, or when it has adverse effects on health. Noise sources occur in two forms: point sources, such as stationary mechanical equipment, a water recycling plant, or individual motor vehicles; and line sources, such as roadways with large numbers of point sources (motor vehicles).

Transportation corridors traversing the City are its primary noise sources, especially Highways 17 and 85 and the San Tomas Expressway. The Land Use and Transportation Element addresses noise issues in its discussion of land use compatibility. Consistent with those elements, a goal of the Natural Resources and Conservation Element is to sustain and improve quality of life in Campbell by minimizing noise impacts in the community.

Policies and strategies in this Element address existing noise issues and ways of reducing noise generation associated with new development and redevelopment, which produce both short-term impacts during construction and long-term operational impacts, such as traffic. A primary way of reducing the potential for noise impacts is to ensure separation between noise-sensitive uses, such as residences, schools and churches and noise generators, such as manufacturing businesses and major transportation corridors. However since such incompatibilities already exist, measures should be taken to minimize noise impacts. These include site planning, design and construction methods that absorb or deflect sound.

Noise levels are reported as measurements over a given period of time in order to account for variations in noise exposure. Noise levels also account for different degrees of noise sensitivity during the day and night. The Community Noise Equivalent Level (CNEL) and Day-Night Noise Level (Ldn) reflect noise exposure over and average day with weighting to account for the sensitivity to day and night time noise. The CNEL is the reference level for State noise law and is used to describe noise levels for major continuous noise sources, such as traffic and aircraft noise. Noise impacts on the existing and future land uses within the City would primarily occur as a result of traffic volumes on the adjacent and nearby roadways. The future contours for major roadways within the City are identified in Table CNR-2 and shown in Figure CNR-2: Traffic-Related Noise Conditions Under General Plan Buildout.

Table CNR-2: Traffic-Related Noise Conditions at General Plan Buildout

Roadway Segment	*Projected ADT*	*Centerline to 70 dBA CNEL (ft)*	*Centerline to 65 dBA CNEL (ft)*	*Centerline to 60 dBA CNEL (ft)*
San Tomas Expy between Hamilton and Campbell	62,867	144	303	650
San Tomas Expy between Winchester and SR 17	94,400	187	397	851
Hamilton Ave between Creekside and Bascom	72,267	158	332	713
Hamilton Ave between Eden and Winchester	42,933	114	236	504
Campbell Ave between Union and Bascom	27,667	61	123	260
Campbell Ave between Milton and Winchester	26,333	59	119	252
Bascom Ave between Campisi and Hamilton	57,333	136	286	611
Bascom Ave between Apricot and Campbell	42,533	114	235	501
Union Ave between Apricot and Campbell	18,333	<50[1]	93	198
Winchester Blvd between Latimer and Campbell	29,800	63	129	273
Winchester Blvd between Sunnyoaks and Hacienda	43,333	79	164	350
Winchester Blvd between Hacienda and Chapman	26,200	59	118	251
Camden Avenue between Curtner and Bascom	76,067	163	344	737

1. Traffic noise within 50 feet of roadway centerline requires detailed site-specific analysis.

Source: Fehr and Peers Associates and LSA Associates Inc, 2001.

Figure CNR-2: Traffic-Related Noise Conditions Under General Plan Buildout
W. HAMILTON AV
E. HAMILTON AV
W. CAMPBELL AV
CAMPBELL AV
BUCKNALL AV
W. RINCON AV
CURTNER AV
S. BASCOM AV
W. BASS AV
WINCHESTER BLVD
PAYNE AV
LEIGH AV
17
85
60 CNEL
65 CNEL
70 CNEL
City Limits
CNEL is the Community Noise Equivalent Level
N
Scale
1" = 3,000 ft.
Campbell Community Development Department 2001

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AIR QUALITY

While air quality is largely a regional issue, local activities and policies and land use decisions can help protect air quality. The protection of air quality is vital to the overall health of the environment and residents of Campbell.

Under the federal Clean Air Act, the U.S. Environmental Protection Agency establishes national air quality standards for six criteria air pollutants, including ozone, carbon monoxide, nitrogen dioxide, sulfur dioxide, lead and particulates finer than 10 microns (PM-10). The California Air Resources Board has established State ambient air quality standards that are generally more stringent that the corresponding federal standards. The EPA classifies air basis as either "attainment" or "nonattainment" for the national standards. The State also classifies basins with respect to the achievement of State standards.

The State is divided into 15 air basins. Campbell is located within the southern region of the San Francisco Bay Area air basin. Air quality in the basin is monitored by the Bay Area Air Quality Management District (BAAQMD). The BAAQMD also developed and administers the 1991 *Bay Area Clean Air Plan*. This Plan was developed to address the nonattainment status of the Bay Area with respect to the State ozone standard with the goal of improving air quality through tighter industry controls, cleaner fuels and combustion in cars and trucks and increased commute alternatives. The *Bay Area Clean Air Plan* has been updated twice, in 1994 and 1997.

Although air quality has improved greatly in California over the last decade, the Bay Area air basin is still classified as nonattainment for State standards for ozone and particulate matter and as nonattainment for the national ozone standard. Two monitoring stations near Campbell – in Los Gatos and in San Jose at 935 Piedmont Road – rank in the top five sites with the highest measured ozone concentrations in the entire Bay Area basin.

The BAAQMD air quality monitoring station closest to Campbell that monitors all air pollutants is on 4th Street in San Jose. The air pollutant summary for the San Jose 4th Street monitoring station is included in Table CNR-2.

Table CNR-3: San Jose Air Pollutant Summary, 1997-1999, 4th Street Monitoring Station

Pollutant	*Standard*[1]	*Monitoring Data by Year* *1997*	*1998*	*1999*
Ozone				
Highest 1-hour average, ppm[2]	0.09	0.094	0.147	0.109
Number of Days Above Standard		0	4	3
Carbon Monoxide				
Highest 8-hour average, ppm	9.0	6.11	6.27	6.28
Number of Days Above Standard		0	0	0
Nitrogen Dioxide				
Highest 1-hour average, ppm	0.25 ppm	0.118	0.083	0.128
Number of Days Above Standard		0	0	0
Particulate Matter (PM-10)				
Highest 24-hour average, μg/m^3	50	78.0	92.0	114.4
Number of Days Above Standard, Calculated[4]		18	18	30

1. State standard, not to be exceeded
2. ppm = parts per million
3. μg/m = micrograms per cubic meter
4. Calculated days are the estimated number of days that a measurement would have been greater than the level of the standard had measurements been collected every day. The number of days above the standard is not necessarily the number of violations of the standard for the year.

Source: California Environmental Protection Agency, Air Resources Board, California Air Quality Data, 1997, 1998 and 1999.

As shown in Table CNR-2, the two pollutants that exceed the standards several days a year and pose the greatest air quality problems are ozone and particulate matter.

The primary source of air pollutants in Campbell is motor vehicle emissions. Some light industrial uses generate other emissions. Automobiles are expected to remain the primary source of air quality impacts because few work site destinations exist in Campbell. Most emissions are generated by travel to, from and through the City. The largest fraction of photochemical smog is ozone. In the Bay Area, more than 50 percent of the reactive organic gases and nitrogen oxides that create photochemical smog comes from cars and trucks. The major effects of photochemical smog are aggravation of respiratory diseases, eye irritation, visibility reduction and vegetation damage. On-road vehicles make up only three percent of the PM-10 emissions source. Over 85 percent of PM-10 comes from area-wide sources, such as dust from unpaved roads and agricultural operations, residential wood burning and industrial sources.

The City is responsible for implementing certain transportation control measures outlined in the BAAQMD *Clean Air Plan*. Projects in Campbell are assessed based on the 1996 BAAQMD CEQA Guidelines that were designed to assist local governments and

consultants in preparing the air quality sections of environmental documents for projects subject to the CEQA. Specifically, the City assesses air quality impacts, requires mitigation of potential impacts with permit conditions and monitors and enforces implementation of such mitigation.

GOALS, POLICIES AND STRATEGIES

Historic Resources

Goal CNR-1: A high level of community participation in historic preservation efforts to build a strong sense of community identity.

Policy CNR-1.1: Historic Resource Preservation: Ensure that the City and its citizens preserve historic resources as much as possible.

Strategy CNR-1.1a: Historic Resources Inventory: Maintain and update an inventory of historic resources for use in evaluating development proposals and determining if sites or buildings are of local, State or federal significance.

Strategy CNR-1.1b: Archaeological Resources: In accordance with CEQA and the State Public Resources Code, require the discontinuation of all work in the immediate vicinity and the preparation of a resource mitigation plan and monitoring program by a licensed archaeologist if archaeological resources are found on any sites within the City.

Strategy CNR-1.1c: Information Distribution: Inform citizens of ways to become involved with preservation efforts, such as including information in the City's quarterly newsletter and website.

Strategy CNR-1.1d: Community Programs and Activities: Co-sponsor after-school and other youth programs at the Campbell Historical Museum involving historic programs, beautification and other community enhancement activities.

Goal CNR-2: Enhanced pride in the City's heritage.

Policy CNR-2.1: Historic and Cultural Activities: Support historic and cultural activities and opportunities in the community.

Strategy CNR-2.1a: Special Events: Maintain and enhance a pedestrian-friendly atmosphere for special events such as the Early Settler's Day, Prunefestival, Oktoberfest, Farmer's Market and street fairs by closing streets to motor vehicles where feasible.

Strategy CNR-2.1b: Historic Amenities: Use amenities such as signs and historical lighting in key public

access areas. Consider incorporating public art to reflect historical elements.

Biological Resources

Goal CNR-3: Protect and maintain animal and plant species and supporting habitats within Campbell.

Policy CNR-3.1: Riparian Corridor Preservation: Preserve the aesthetic and habitat value of riparian corridors.

Strategy CNR-3.1a: Development Near Riparian Corridors: Cooperate with State, federal and local agencies to ensure that development does not cause significant adverse impacts to existing riparian corridors.

Strategy CNR-3.1b: Santa Clara Valley Water District Activities: Work with Santa Clara Valley Water District to restrict future fencing, piping and channelization of creeks when flood control and public safety can be achieved through measures that preserve the natural environmental and habitat of riparian corridors.

Strategy CNR-3.1c: Native Species Planting: Encourage the Santa Clara Valley Water District, County Parks Department, City, developers and private property owners to plant and maintain native trees and plants and replace invasive, non-native species with native ones along creek corridors.

Strategy CNR-3.1d: Removal of Invasive Species: Institute an on-going program to remove invasive plant species and harmful insects from ecologically sensitive areas, primarily by means other than application of herbicides and pesticides.

Strategy CNR-3.1e: Concrete-lined Channels: Coordinate efforts with the Water District to revert some existing concrete-lined channels to more natural alternatives such as levees.

Strategy CNR-3.1f: Grading Ordinance: Develop and implement a Grading Ordinance that requires the use of erosion and sediment control measures and minimizes grading and vegetation removal near creeks to ensure that the creeks are

protected from reduction in bank stability, erosion, downstream sedimentation and flooding.

Strategy CNR-3.1g: Restrict Access of Domesticated Animals: Work with Santa Clara County and Santa Clara Valley Water District to restrict access of domesticated animals around wildlife habitat and along riparian corridors.

Strategy CNR-3.1h: New Sidewalks: Align new sidewalks around existing trees to avoid adverse impacts.

Goal CNR-4: Healthy, attractive and well-maintained trees in the City.

Policy CNR-4.1: Tree Planting: Plant additional trees to maintain and enhance the City's suburban forest.

Strategy CNR-4.1a: City Tree Maintenance: Allocate sufficient funds in the annual budget to maintain the City's trees.

Strategy CNR-4.1b: Diseased or Dying Street Trees: Replace diseased or dying street trees.

Strategy CNR-4.1c: Landscaping Ordinance: As part of the update of the Zoning Code, review and update the landscaping and landscape maintenance standards for new development and significant remodels.

Strategy CNR-4.1d: Tree Planting Standards: Develop tree planting standards for new development and significant remodels, including residential development.

Water Resources

Goal CNR-5: Promote high-quality drinking, surface and ground water Citywide.

Policy CNR-5.1: Water Quality Enhancement: Enhance the quality of surface water and groundwater resources and prevent their contamination

Strategy CNR-5.1a: Regional Water Quality Control Board: Comply with the Regional Water Quality Control Board's regulations and standards to maintain and improve water quality.

Strategy CNR-5.1b: San Jose Water Company Delivery Lines: Encourage the San Jose Water Company to

repair and upgrade delivery lines as appropriate.

Strategy CNR-5.1c: Public Education: Educate and inform the public about the importance of a clean water supply and safe alternatives to toxics for home and garden use.

Strategy CNR-5.1d: Sediment Removal from Creeks: Work with Santa Clara Valley Water District on sediment management for the creeks.

Strategy CNR-5.1e: Dumping into Waterways: Work with the Santa Clara Valley Water District to protect surface water quality by prohibiting the dumping of toxic chemical substances, debris and refuse in and near water ways and storm drains and adding signs with this information near these areas.

Strategy CNR-5.1f: Toxic Chemical Substances Use and Disposal: Work with other agencies to prepare and disseminate information about the potentially harmful effects of toxic chemical substances, including information about proper disposal and safe alternatives to home and garden use.

Strategy CNR-5.1g: Dry Wells: Encourage filling of dry wells.

Goal CNR-6: Encourage local participation in water conservation efforts to ensure a positive contribution to regional water conservation.

Policy CNR-6.1: Water Conservation: Encourage residents and businesses to conserve water.

Strategy CNR-6.1a: Residential Water Use Reduction: Encourage a reduction in residential water usage through plumbing retrofits with ultra-low-flush toilets, leak detection and repair and other programs offered through the San Jose Water Company and/or the Santa Clara Valley Water District.

Strategy CNR-6.1b: Water Conservation Programs: Encourage water conservation programs for commercial, industrial and institutional uses offered through the San Jose Water Company and/or the Santa Clara Valley Water District.

Strategy CNR-6.1c: Water Use Reduction: Encourage efforts to reduce landscape water usage through landscape irrigation audits, water-efficient landscape awards program and landscape conservation programs offered through San Jose Water Company and/or the Santa Clara Valley Water District.

Strategy CNR-6.1d: Public Information: Provide public information and school education programs including "water-wise" demonstration gardens, seasonal reminders in utility bills and free literature regarding water conservation.

Strategy CNR-6.1e: Water Efficient Landscaping Guidelines: Require new development and remodels to follow the City's Water Efficient Landscaping Guidelines.

Strategy CNR-6.1f: City Water Conservation Program: Adopt and implement a comprehensive water conservation program to encourage efficient water use by City employees and other users of City facilities.

Goal CNR-7: Increased water recycling.

Policy CNR-7.1: Water Recycling: Take part in and promote water recycling efforts.

Strategy CNR-7.1a: Non-potable Water Infrastructure: Encourage the installation of infrastructure within the City for the use of reclaimed water for non-potable uses.

Strategy CNR-7.1b: Water Recycling: Work with the Santa Clara Valley Water District in water recycling efforts.

Waste Management and Recycling

Goal CNR-8: Reduce the generation of solid waste volume throughout the City.

Policy CNR-8.1: Solid Waste Collection: Ensure adequate solid waste collection services for present and future residents and businesses.

Strategy CNR-8.1a: Solid Waste Collection: Provide adequate solid waste collection for businesses and residences in accordance with State law.

Goal CNR-9: Maximize source reduction and recycling to reduce the amount of solid waste sent to the landfill and extend the life of the landfill.

Policy CNR-9.1: Source Reduction and Recycling Efforts: Participate in source reduction and recycling efforts.

Strategy CNR-9.1a: Reduced Solid Waste Disposal Volume: Reduce solid waste disposal volume to meet the State-mandated level through source reduction, recycling, composting and yard waste programs.

Strategy CNR-9.1b: Integrated Waste Management Act of 1989: Fully implement the California Integrated Waste Management Act of 1989.

Strategy CNR-9.1c: City Source Reduction and Recycling: Encourage source reduction and recycling throughout City offices and operations.

Strategy CNR-9.1d: Public Funding Sources: Pursue public funding sources, such as grants to reduce fiscal impacts of continued implementation of recycling programs.

Strategy CNR-9.1e: New Diversion Programs: Develop and implement new diversion programs including source reduction, recycling, composting and yard waste programs.

Strategy CNR-9.1f: Educational Materials: Assist in the development and distribution of educational materials regarding source reduction and recycling for schools.

Strategy CNR-9.1g: Public Education: Support public education efforts by distributing materials describing options for disposal of construction and demolition debris, home composting and residential yard waste collection.

Strategy CNR-9.1h: Household Waste Collections: Sponsor scheduled household waste collections.

Strategy CNR-9.1i: Construction and Demolition Debris Recycling Ordinance: Develop and implement a Construction and Demolition Debris Recycling Ordinance.

Strategy CNR-9.1j: Garbage Removal Ordinance: Develop and implement an ordinance to require the removal of garbage cans from the curb 24

hours after service, prohibit the placement of the cans on the curb no more than 24 hours before service and require the screening of garbage cans.

Noise

Goal CNR-10: Protect the community, especially sensitive noise receptors such as schools, hospitals and senior facilities, from excessive noise.

Policy CNR-10.1: Noise Reduction: Reduce noise levels at the source.

Strategy CNR-10.1a: Noise Ordinance: Adopt and strictly enforce a Noise Ordinance that establishes noise standards for various noise-sensitive land uses and for all Zoning Districts.

Strategy CNR-10.1b: Minimization of Noise Exposure and Generation: Encourage practices and technologies that minimize noise exposure and noise generation in new development and redevelopment.

Strategy CNR-10.1c: Noise and New Development: Evaluate the potential for noise pollution and ways to reduce noise impacts when reviewing development proposals.

Noise from Stationary Sources: New residential development shall conform to a stationary source noise exposure standard of 65 dBA for exterior noise levels and 45 dBA for interior noise levels. Acoustical studies shall be required for all new noise-sensitive projects that may be affected by existing noise from stationary sources. Where existing stationary noise sources exceed the City's noise standards, mitigation measures shall be implemented to reduce noise exposure to or below the allowable levels of the Noise Ordinance.

Traffic-Related Noise: New residential development shall conform to a traffic-related noise exposure standard of 60 dBA CNEL for outdoor noise in noise-sensitive outdoor activity areas and 45 dBA CNEL for indoor noise. New development, which does not and cannot be made to conform to this standard shall not be permitted. Acoustical studies, describing how the

exterior and interior noise standards will be met, shall be required for all new residential developments with a noise exposure greater than 60 dBA CNEL. The studies should also satisfy the requirements set forth in Title 24, part 2, of the California Administrative Code, Noise Insulation Standards, for multiple-family attached residential projects, hotels, motels, etc., regulated by Title 24. Table CNR-2: Traffic-Related Noise Conditions at General Plan Buildout should be used as the basis to initially identify areas with potential excessive noise exposure.

Strategy CNR-10.1d: Noise Mitigation Measures: Review and require noise mitigation measures for development projects, including setbacks between uses, earth berms, sound walls, landscaping and site design that shields noise-sensitive uses with non-sensitive structures such as parking lots, utility areas and garages, or orients buildings to shield outdoor spaces from noise sources.

Strategy CNR-10.1e: Construction Noise Mitigation: Require mitigation measures during construction, including limits on operating times of noise-producing activities (including vehicles).

Strategy CNR-10.1f: Sound Walls: In cases where sound walls are used as mitigation, they should be encouraged to help create an attractive setting with features such as setbacks, changes in alignment, detail and texture, pedestrian access (if appropriate) and landscaping.

Strategy CNR 10.1g: Expansion of Bay Area Airports: Participate in public forums regarding expansion of Bay Area Airports, including San Jose Airport and San Francisco International Airport, to ensure that future activities do not increase noise levels in Campbell.

Strategy CNR 10.1h: Helicopter Noise Reduction: Undertake measures to limit helicopter overflight noise in the City.

Strategy CNR-10.1i: Vehicle Noise Reduction: Employ roadway design, traffic signalization, reduced speed limits and other traffic management techniques to reduce noise caused by speed or acceleration of vehicles.

Strategy CNR-10.1j: Truck Traffic Limits: Limit commercial, industrial and construction truck traffic in residential areas.

Strategy CNR-10.1k: Vasona Light Rail: Work with VTA to identify potential noise impacts resulting from the planned Vasona Light Rail and develop adequate mitigation measures to reduce significant adverse impacts on residents and businesses.

Air Quality

Goal CNR-11: Work toward improving air quality and meeting all federal and State ambient air quality standards

Policy CNR-11.1: Air Quality Impacts: Reduce adverse air quality impacts of City operations.

Strategy CNR-11.1a: Alternative Vehicles: Consider use of alternative fuel vehicles or electric vehicles for City use.

Policy CNR-11.2: Effects of Development on Air Quality: Use the City's development review process and the California Environmental Quality Act to evaluate and mitigate the local and cumulative effects of new development on air quality

Strategy CNR-11.2a: Vehicle Trip Reduction Measures: Consider requiring vehicle trip reduction measures for new development.

Strategy CNR-11.2b: Vehicle Pollution Reduction: Encourage improvements such as bus turnouts and synchronized traffic signals for new development to reduce excessive vehicle emissions caused by idling.

Strategy CNR-11.2c: Clean-burning Fireplaces and Wood Stoves: Consider an ordinance that requires the installation of clean-burning fireplaces and wood stoves in new residences and significantly remodeled residences.

Strategy CNR-11.2d: Construction Dust Control: Require dust control measures, including those included in the Santa Clara Valley Non-point Pollution Control Program, during construction.

Strategy CNR-11.2e: Buffering or Mitigation Requirements: Require adequate buffering or other mitigation of all potential air pollutant sources, including commercial and industrial emissions.

Policy CNR-11.3: Air Quality Improvement Programs: Support regional, State and federal programs to improve air quality.

Strategy CNR-11.3a: BAAQMD: Assist the BAAQMD in its efforts to achieve compliance with existing air quality regulations.

Strategy CNR-11.3b: Environmental Documents: Assess the adequacy of environmental documents for projects proposed in the City utilizing the thresholds established in the BAAQMD guidelines.

Goal CNR-12: Promote energy conservation in Campbell.

Policy CNR-12.1: Energy Consumption: Reduce City government energy consumption.

Strategy CNR-12.1a: Alternative Vehicles: Consider use of alternative fuel vehicles or electric vehicles for City use.

Strategy CNR-12.1b: Purchasing Decisions: Where feasible, the City should incorporate calculations of energy expenses into its purchasing decisions.

Strategy CNR-12.1c: Education and Information: Continue to provide education and information to City employees on energy saving opportunities.

Policy CNR-12.2: Advanced Energy Technology and Building Materials: Facilitate the use of advanced energy technology and building materials to create energy-efficient residences and buildings.

Strategy CNR-12.2a: Staff Training: Support staff training opportunities that focus on new

technologies, which promote energy conservation.

Policy CNR-12.3: Landscaping Requirements: Continue to enforce landscaping requirements that facilitate energy efficient use or conservation.

Strategy CNR-12.3a: Design of City Projects: Where feasible, design City projects with accompanying trees and other vegetation to minimize pavement, provide shade and reduce energy use.

Strategy CNR-12.3b: Energy Efficient Landscaping: Encourage energy efficient landscaping and preservation of existing shade trees on development sites.

SECTION 1 INTRODUCTION

Community Context

Incorporated in 1952, Campbell is a community of approximately 40,000 residents centrally located in Silicon Valley. Nearby communities include San Jose to the west, east and north, and Los Gatos and Saratoga to the south. From the mid-1850's, Campbell was primarily an agricultural production center, with fruits as its major crops. By 1950, however, croplands were beginning to be transformed into residential neighborhoods.

Campbell's population doubled during the 1960's, slowed down in the 1970's, and grew again in the 1980's. Between 1980 and 1990, the City's population increased by 33 percent, a level of growth unmatched by nearby communities. Since 1990, however, population growth has been limited in Campbell. Today, Campbell is a suburban and largely built-out community. However, many of the older strip commercial areas are showing signs of age and obsolescence. The City of Campbell has adopted a variety of special area plans to encourage revitalization efforts in these older commercial areas.

Campbell offers a mix of housing types, including single-family homes, townhomes, garden apartments, condominium developments, and live-work space. Of the approximately 16,000 housing units in the City, 58 percent are single-family homes, 40 percent are multi-family units, and two percent are mobile homes or other types of residential options. Housing costs are relatively high in Campbell, as is typical in the Bay Area and Silicon Valley in particular. In Campbell, the median price of a single-family home sold in 2013 had increased by 10 percent to $810,000 since 2008, while the market rate rents for two-bedroom apartments ranged from $1,595 to $2,845 per month.

Since the last Housing Element adopted in 2009, the City of Campbell has been very active in processing and approving numerous housing projects of all types. From January 2009 to December 2013, the City has approved or issued permits for 543 new housing units. This level of housing approval and production is equal to 61 percent of the City's total Regional Housing Needs Allocation (RHNA) of 892 units. Due to the economic downturn that began in 2007, not all of the approved projects have proceeded with construction, particularly since a strong economic recovery did not begin until 2012.

This progress to date on the current "fair share" housing goals represents a validation of the 2001 General Plan strategy to promote new in-fill mixed-use projects near transit corridors and within targeted revitalization areas. The City has also allowed development of new housing within established neighborhoods when consistent with adopted General Plan policies and zoning regulations.

Campbell has been proactive in developing and implementing innovative housing policies including:

- Adoption of an Inclusionary Zoning Ordinance;
- General Plan vision for Transit Oriented Development;

- Utilization of flexible parking requirements; and,
- Identification of Priority Development Areas as part of the Plan Bay Area process.

Like most communities in Silicon Valley, Campbell is home to employers in the high technology industry, however most employers are small to mid-size companies. As of 2007 (the most recent data available), Campbell had an employment base of approximately 20,650 jobs in about 1,450 businesses. Since that time the trends in local employment have shown an increase in the retail and service sectors with a corresponding decline of manufacturing and technology jobs. The City has been able to achieve a relative balance between jobs and housing, and strives to maintain this balance. According to the Association of Bay Area Governments (ABAG) Campbell had a jobs/employed residents ratio of 1.2, indicating that there is an almost equal number of employed residents and jobs within the City.

Housing affordability is a major issue in the Bay Area, with a significant number of households in the region that are overpaying for housing. The shortage of affordable housing particularly affects lower-income renters and first-time homebuyers, and has impacted the City's ability to maintain civic workforce occupations such as public safety workers and teachers. The City of Campbell has been active in promoting housing affordability through the City's Inclusionary Housing Ordinance requirements and Density Bonus provisions. The City also previously supported non-profit housing providers and first-time home buyers; however, since the dissolution of the Redevelopment Agency (RDA) in 2011, the City no longer administers these programs. As part of this Housing Element update, the City will look for additional means to expand the supply of affordable housing, including facilitating residential development in mixed-use and priority development areas and around light rail stations.

Campbell's quality residential neighborhoods, strong employment base, high level of public services, and well-regarded school system, all contribute to its attractiveness as a place to live. Over the next eight years, Campbell is faced with various important housing issues and challenges:

- Providing housing affordable to all segments of the population;
- Preserving the quality of the housing stock;
- Maintaining a balance between employment and housing opportunities; and
- Providing new types of housing in response to changing demographic trends.

This Housing Element provides policies and programs to address these and other related issues.

Relationship to the General Plan

The 2015-2023 Housing Element is one of the five elements of Campbell's comprehensive General Plan. The Plan consists of the following elements: Land Use and Transportation; Open Space, Parks and Public Facilities; Conservation and Natural Resources; Health and Safety; and Housing. The Housing Element builds upon the other General Plan Elements and is consistent with the policies set forth in those elements. For example, the Land Use and Transportation Element focuses residential growth along commercial corridors and around transit stations, and provides the basis for the residential sites inventory contained in the Housing Element. Whenever any Element of the General Plan is amended in the future, the Housing Element will be reviewed and modified, if necessary, to ensure continued consistency between elements.

Role of Housing Element

Every jurisdiction in California must have a General Plan and every General Plan must contain a Housing Element. While jurisdictions must review and revise all elements of their General Plan regularly to ensure that they remain up to date, State law is much more specific in regard to the schedule for updating the Housing Element. Recent changes in State Law allow Campbell's Housing Element to cover a period of eight-years extending from 2015 to 2023. Most other elements of the General Plan typically cover a 15 to 30-year planning horizon.

The 2015-2023 Housing Element identifies strategies and programs that focus on the following:

1) Preserving and improving housing and neighborhoods;
2) Assisting in the provision of affordable housing;
3) Minimizing governmental and other constraints to housing investment;
4) Promoting fair and equal housing opportunities; and
5) Providing adequate housing sites.

Organization of the Housing Element

The Complete Housing Element consists of four primary sections and the technical appendices which provide additional, and more detailed, information upon which the Housing Element is based. The four sections of the Element include the Introduction, Housing Needs Summary, Housing Resources, and the Housing Plan. The technical appendices provide supportive information on the Housing Needs Assessment, Governmental Constraints, Housing Element Accomplishments, and a detailed Inventory of the Opportunity Sites.

The Housing Element consists of the following major components:

- A summary of the City's existing and projected housing needs;
- An assessment of the land, financial and administrative resources available to address Campbell's housing needs; and
- A Housing Plan to address the City's identified housing needs, including housing goals, policies, and programs.
- The Technical Background Reports contain additional information on the following:
    - Housing Needs Assessment (Appendix A) describes and analyzes Campbell's population, household, and housing characteristics and trends;
    - Housing Constraints (Appendix B) assesses potential market, governmental, and other constraints to the development and affordability of housing;
    - Housing Accomplishments (Appendix C) evaluates the City's progress in implementing the housing programs established in the 2009 - 2014 Housing Element; and,

- Analysis of Opportunity Sites (Appendix D) which assesses the ability of the City to provide adequate sites to meet the Regional Housing Needs Assessment.

- Public Outreach Description (Appendix E) which highlights the techniques used to consult with the public.

Public Participation

Opportunities for residents to provide input on housing issues and recommend strategies are critical to the development of appropriate and effective programs to address Campbell's housing needs. In 2014, the City conducted two public workshops as an opportunity to gather community input for the Housing Element. The City promoted the workshops through advertisements in local newspapers, on the local government access television station, at the local library, and on the City's website. The City also directly mailed workshop information to local non-profit housing developers, mobile home parks, and BMR developers. Workshop participants included homeowners, renters, developers, local housing and social service providers, and City staff. Substantially more people attended the 2014 outreach meetings than attended the meetings for previous housing elements.

The first workshop in February 2014 focused on informing the residents about the housing needs for the City, and recording attendee's comments and answering their questions. Community comments focused on how the Housing Element would affect local development and individual property rights.

The second workshop, held two months later in April 2014, reviewed the existing policies and strategies as well as possible locations of future opportunity sites. The participants provided their feedback on the existing programs, where new housing should be located, and what new housing should look like in terms of densities and style. There was a substantial amount of agreement among the workshop participants on how future housing should be provided. The workshop participants felt that:

- Higher residential densities are more appropriate in the identified revitalization area in the Priority Development Area (PDAs) around the downtown and along Winchester Boulevard;

- New housing should be available for both owners and renters;

- Larger residential units (with 4 or more bedrooms) should be provided by more traditional single family detached styled units;

- More accessory dwelling units should be allowed; and

- Additional senior housing opportunities should be provided.

Following the community workshops, City staff conducted a public study session with the City Council in June 2014. The purpose of the workshop was to ask for the City Council's general direction on the appropriate policies and programs to address the community's identified housing needs in the context of local resources. During the Study Session, a number of residents addressed the City Council and encouraged the Council to keep the maximum residential density at 27 units per acre. As result of the presentation, public comments, and the Council discussion the City Council members who were present suggested that staff:

- Focus the Opportunity Sites in the PDA and around the VTA Stations;
- Consider different approaches to replace lost housing program resources; and
- Maintain the current maximum by-right residential density (27 units per acre), but review the possibility of allowing higher densities in certain circumstances.

Upon completion of the Draft Housing Element, the document will be reviewed by the Planning Commission, the City Council and the public. After approval, the draft Housing Element is sent to the State Department of Housing and Community Development (HCD) for review. After review, the Planning Commission and the City Council will hold public hearings. Comments received from HCD are required to be heard before those decision-making bodies. To ensure that all economic segments of the community can be involved throughout the process, notification of meeting on the Housing Element are published in the local newspaper in advance of each hearing, and copies of the Element are available for public review at City Hall, the Public Library, and on the City's website. Additional information on the public outreach process is included in Attachment E.

Data Sources

Various sources of information are used to prepare the Housing Element. Data from the 2010 Census on population and housing is used to a large extent in the Element. Although dated, the 2000 Census, and information from the American Community Strategies were also a good source of information. Several additional data sources were also used to update the community and demographic information including:

- Association of Bay Area Governments (ABAG) Housing Element Data Profiles (January 2014) and ABAG's Regional Housing Needs Determination (July, 2013) provides demographic projections and information on future housing needs;
- Population and demographic data is updated by the State Department of Finance, and school enrollment data from State Department of Education;
- Housing market information, such as home sales, rents, and vacancies, is updated through newspaper and internet rent surveys and DataQuick sales transactions;
- Public and non-profit agencies are consulted for data on special needs groups, the services available to them, and gaps in the system;
- Lending patterns for home purchase and home improvement loans are provided through the Home Mortgage Disclosure Act (HMDA) database.
- Major Employers are provided by the City of Campbell Finance Department;
- Comparative data for income levels of various groups is provided by the Comprehensive Housing Affordability Strategy, 2010;
- Information on Campbell's development standards are derived from the City's Zoning Ordinance;
- Property size and other Assessor's information provided by Santa Clara County Assessor's Office; and
- Information on Persons with Developmental Disabilities is provided by the California Department of Development Services and Department of Social Services.

SECTION 2 HOUSING NEEDS SUMMARY

Introduction

Habitat for Humanity Homes at Victor Avenue

In the 1940s, Campbell's fruit orchard heritage slowly began being replaced by housing subdivisions. Today, most of the new residential development in Campbell occurs on commercial property, designated for mixed-use.

The City of Campbell is committed to assuring the availability of adequate housing for all social and economic segments of the community. This section presents a summary of Campbell's existing and future housing needs as identified in the Housing Element Technical Report, Appendix A. Appendix A provides a more detailed analysis of local demographic, household, and housing characteristics and trends in an effort to determine the nature and extent of specific housing needs in Campbell.

Existing Housing Needs

The summary of existing housing needs is organized into four areas: housing availability, housing affordability, housing adequacy and special needs households. These housing needs are summarized in Table H-1.

Table H-1: Summary of Existing Housing Needs

Housing Availability		***Housing Affordability***	
Vacancy Rate[1]	4.6%	Overpaying Households[4]	6,605 (41%)
		Renter	3,380 (43%)
		Owner	3,225 (38%)
Housing Adequacy		***Special Needs Households/Persons***	
Substandard Housing Units[2]	900 (9%)	Households with Seniors	2,824 (17%)
Suitable for Rehabilitation	600 (6%)	Disabled Persons	2,857 (7%)
Need Replacement	300 (3%)	Persons with Developmental Disabilities	134 (<1%)
Overcrowded Households[5]	635 (4%)	Female-Headed Families	1,741 (11%)
Renter	460 (3%)	Large Households	1,283 (8%)
Owner	175 (1%)	Homeless Persons[3]	91 (<½%)

Sources: 2010 Census unless otherwise noted

[1] State Department of Finance 2014 – Population and Housing Estimates.

[2] Based on rehabilitation/replacement proportions from the 2001 Housing Elements for housing units over 30 years old.

[3] 2013 Santa Clara County Homeless Census

[4] Overpayment is defined as paying greater than 30% of gross income towards housing costs.

[5] Overcrowding is defined as greater than 1.01 persons per room, excluding kitchens, bathrooms, and hallways

Housing Availability

Campbell's 2010 housing stock consists of 16,950 housing units, of which 58 percent are single-family homes including attached, detached and condominium units, 40 percent are multi-family apartment units, including duplex and triplex units, and two percent are mobile homes and other types of residential accommodations. Residential growth during the 2000s was rather limited, with only about three percent of the housing stock built after 2000.

Vacancies indicate the demand and availability of housing. As is the case in most Silicon Valley communities, residential vacancy rates are fairly low in Campbell. According to 2014 State Department of Finance statistics, the City's overall vacancy rate was just 4.6 percent, close to the 5 percent ideal vacancy rate for rental units and the 3 percent ideal for ownership units.

During the one year period from January 2013 to December 2013, a total of 438 homes were sold in Campbell. Two-thirds of the recent home sales were single-family homes while one-third were condominium units. The median sales price for a single-family home in 2013 was $810,000, an increase of over 10% since 2008. In contrast, the median sale price for a condominium in 2013 was $515,000, virtually unchanged since 2008. However with the rebounding economy, the prices of condominiums are also expected to increase.

The rental market is comprised primarily of apartment units. Most of the apartment rental stock consists of one- and two-bedroom units. In January 2014, the median rents for the one-bedroom and two-bedroom units were $1,725 and $2,070, respectively. Very few three-bedroom rental units (either apartments or single family detached homes) are available, thus limiting the rental options for large family households.

Housing Affordability

The level of overpayment is commonly used as a measure of housing affordability. Overpayment is defined as spending more than 30 percent of gross household income on housing. By this standard, 43 percent of renters and 38 percent of homeowners in Campbell overpay for housing, similar to the overpayment rate countywide. Rental overpayment is particularly acute among senior households, with one-third of senior renters spending more than half their incomes on rent.

An assessment of the affordability of current market rents and housing prices in Campbell reveals the following. Citywide median rents are above the affordability level for the many lower income households, making it difficult for lower income occupations such as nursing aides, retail salespersons and childcare providers to rent in Campbell. For-sale housing prices in Campbell are beyond the reach of even moderate income households, impacting the ability of occupations such as school teachers, clergy, and computer support specialists to purchase housing where they work.

Home foreclosures, a major problem during and immediately after the Great Recession between 2007 and 2009, had a major impact on housing sales, with foreclosures comprising 40 percent of all housing re-sales in Santa Clara County. However, since the rebound of the regional economy after the Great Recession, the number of new home foreclosures has dropped substantially reducing the magnitude of the problem.

Housing Adequacy

A common measure of housing adequacy and quality is the age distribution of the housing stock. A general rule in the housing industry is that structures over 30 years typically begin to show signs of deterioration and often require reinvestment to maintain/upgrade their quality. Unless properly maintained, homes older than 50 years often require major renovations to remain in good working order. As of 2010, nearly 40 percent of housing units in Campbell were over 35 years old, and about 28 percent of Campbell's housing stock was constructed before 1960. Campbell's San Tomas neighborhood, located in the southwestern quadrant of the City, contains some of the City's older housing stock, with many homes in need of rehabilitation improvements.

As stated in the 2001 Housing Element, approximately nine percent of Campbell's housing stock was estimated to be in substandard condition, with six percent of units suitable for rehabilitation and three percent requiring replacement. Applying these same percentages to Campbell's current pre-1980 housing stock, an estimated 900 units in Campbell may be substandard. Of these units, 600 are estimated to be suitable for rehabilitation and up to 300 could require substantial rehabilitation or replacement. In addition to the aging of the housing stock, the 2010 Census identified 216 housing units that lacked either plumbing facilities or a complete kitchen.

The level of household overcrowding is another indicator of housing adequacy and quality. Overcrowding occurs when a household is too large for a particular housing unit. When overcrowding happens, it tends to accelerate the deterioration of homes. As of the 2010 Census, a total of 635 Campbell households, about 4% of all households, live in overcrowded conditions. Seventy-two percent of the overcrowded households are renters.

Special Needs Groups

Certain segments of the community may have particular difficulties in finding decent, affordable housing because of their special needs and circumstances. In Campbell, these special needs groups include the elderly, disabled persons, female-headed families with children, large households, and the homeless.

- ***Seniors*:** Seniors typically have special housing needs due to three concerns: limited/fixed income, higher health care costs, and physical limitations. According to the 2010 Census, 17 percent (2,824) of households in Campbell contain one or more persons age 65 years and older. Over 60 percent of the City's elderly households are homeowners. Because of physical and/or other limitations, senior homeowners may have difficulty in performing regular home maintenance or repair activities. Elderly renters also have significant housing needs. Nearly sixty percent of Campbell's elderly renter households overpay for housing, reflecting their limited income and the high costs of housing in Campbell.
- ***Persons with Disabilities:*** Physical and mental disabilities can hinder access to traditionally designed housing units (and other facilities) as well as potentially limit the ability to earn income. Disabilities refer to mental, physical, or health conditions that last over six months. The 2010 Census documented 2,857 persons over the age of five with a disability in Campbell, representing 8 percent of this population group.

- ***Persons with Developmental Disabilities:*** Persons aged 18 years and older with developmental disabilities require continuous assistance and constitute a special needs group. Development disabilities include mental retardation, cerebral palsy, epilepsy, and autism, as well as other disabling conditions found to be closely related to mental retardation (or that require treatment similar to individuals with mental retardation), but does not include other handicapping conditions that are solely physical in nature (though some developmentally disabled persons may also have physical disabilities). According to the State Department of Developmental Services there are 134 developmentally disabled persons over the age of 17 in Postal Code 95008 (which comprises most of the City of Campbell).

- ***Female-Headed Families with Children:*** Female-headed households with children require special consideration and assistance as a result of their greater need for affordable housing, accessible day care, health care, and other supportive services. According to the 2010 Census, Campbell is home to 1,741 female-headed households, of which 937 (or 55 percent) are with children under 18 years of age. These households are particularly vulnerable because these single parent households must balance the needs of their children with work responsibilities. Approximately 10 percent of female-headed families with children live in poverty, about three times the number of female-headed households without children under the age of 18.

- ***Large Households:*** Large households are defined as those with five or more members and typically consist of mostly families with children. Lower-income large households often live in overcrowded conditions because of the income limitations and the limited supply of affordable housing units with three or more bedrooms. Campbell is home to approximately 1,283 large households, of which nearly half are renter households (2010 Census). While there is an adequate supply of larger housing units, the affordability of these units for large families can be a problem and can lead to overcrowded conditions.

- ***Homeless:*** Homelessness continues to be one of most visible reminders of the pressing needs facing families and individuals in marginal economic, housing, and health conditions. This population consists of a wide range of persons and families suffering from domestic violence, mental illness, substance abuse, and joblessness among a number of other conditions. The 2013 Santa Clara county Homeless Census and Survey identified 91 homeless persons in Campbell. The closest homeless shelters are located outside of Campbell in the San Jose area.

Sustainable Community Strategy & Future Housing Needs

The primary objectives of the State's Regional Housing Need Allocation (RHNA) process are to increase the supply of housing and ensure that local governments consider housing needs for households at all income levels. The Association of Bay Area Governments (ABAG) is the regional agency that distributes the RHNA to the counties and cities. This process occurs in two steps. The first step is the allocation of the total number of units by each jurisdiction (i.e. each county and city). The second step in the process is to break out this total allocation into the four required income categories.

The Regional Housing Need Allocation process began in 2012 with the development of a process to integrate transportation and housing planning through a sustainable community strategy identified in Assembly Bill 375 (2008). AB 375, the *Sustainable Communities and Climate Protection Act of 2008* represents an effort to reduce green house gases emissions associated with motor vehicles by coordinating the location of new jobs, housing, and public transportation infrastructure. A key element

of the Act is the integration of jobs, housing, and transportation infrastructure through a regionally prepared Sustainable Community Strategy (SCS).

The SCS for the Bay Area was prepared by ABAG and the Metropolitan Transportation Commission and was approved in 2013; it identified Priority Development Areas (PDAs) where new housing growth and transportation infrastructure would be focused. This integration of transportation and housing planning resulted in a RHNA process based upon both a Sustainability Component and a Fair Share Component. Using the PDA framework from the SCS in the RHNA methodology promotes growth in sustainable locations and is a key to ensuring consistency between the two planning documents. Directing growth to infill locations is a key component of protecting agricultural and natural resources. This methodology also recognizes the multiple benefits for local communities and the region as a whole of encouraging housing, particularly affordable housing, in the neighborhoods near transit that local communities have identified as priorities for development and investment to create complete communities.

The Sustainability Component integrates the compact growth principles from the Bay Area Plan with the RHNA methodology. Following the land use distribution specified in the Plan Bay Area Sustainable Community Strategies (SCS) Plan which allocated new housing into PDAs and non-PDA areas, 70 percent of the total housing need was allocated based on growth in PDAs and the remaining 30 percent was allocated based on growth in non-PDA locations. The 70% in PDA goal is a regional target. Individual jurisdictions are not expected to provide 70 percent of the new housing in the PDAs.

The Fair Share Component allocates housing need based upon local community characteristics and past performance. All jurisdictions were assigned a minimum of 40 percent of their new housing units during the 2015-2023 period. This establishes a starting point or minimum threshold to ensure that all jurisdictions are planning for housing to accommodate at least a portion of the housing need generated by the population within that jurisdiction. This base allocation was then modified based upon a variety of fair share and equity factors. The Fair Share factors include the following:

- Upper Housing Threshold: If the SCS Plan projects growth in a jurisdiction's PDAs that meets or exceeds 110 percent of the jurisdiction's expected household formation growth, that jurisdiction is not assigned additional units. The expected household formation is used as an indicator of the demand for new housing to accommodate new families/households. This ensures that cities with PDAs are not overburdened.

- Fair Share Factors: The following three factors were applied to a jurisdiction's non-PDA growth:
    1. <u>Past RHNA (Jobs:Housing Balance) Performance</u>: Jurisdictions with a lower number of housing affordable to lower income households received a higher allocation.
    2. <u>Employment</u>: Jurisdictions with a higher number of existing jobs in non-PDA areas received a higher allocation.
    3. <u>Transit</u>: Jurisdictions with higher transit frequency and coverage receive a higher allocation.

The second step in the process is dividing this allocation into the four income categories defined by the State Department of Housing and Community Development. The income allocation portion of the RHNA method is designed to ensure that each jurisdiction in the Bay Area plans for housing for households of every income category. The income allocation method gives jurisdictions that have a relatively higher proportion of households in a certain income category a smaller allocation of housing units in that same

category. For example, jurisdictions that already supply a large amount of affordable housing receive lower affordable housing allocations. This promotes the state objective for reducing concentrations of poverty and increasing the mix of housing types among cities and counties equitably. The RHNA methodology for determining the number of units by income category is the same method that was used for the 2007-2014 RHNA. As a result of this process, Campbell's share of future regional housing needs is a total of 933 new units over the 2015-2023 planning period. The income categories of Campbell's future housing allocation are based upon the median County income and are presented below.

Table H-4. Regional Housing Need Allocation - City of Campbell between 2015 to 2023

Income Level	Percent of Area Median Income	Number of Units	Percent of Total
Very Low*	0 - 50%	253	27%
Low	51 - 80%	138	15%
Moderate	81 - 120%	151	16%
Above Moderate	Over 120%	391	42%
Total		933	100%

Source: Association of Bay Area Governments, Regional Housing Needs Allocation, July, 2013.

**An estimated half of Campbell's very low income housing needs (126 units) are for extremely low income households*

The Regional Housing Needs Allocation (RHNA) represents the minimum number of housing units each community is required to plan for by providing "adequate sites" through the general plan and shown on the zoning map. A summary of the potential sites is outlined in Section 4, Housing Resources. A detailed review of the potential opportunity sites is contained in Appendix D.

Accomplishments in Previous Housing Element Cycle

The 2009-2014 Housing Element contained 24 implementation programs to meet local housing needs and comply with State Law. Fourteen of the implementation program set out functions and activities that corresponded to typical local government activities, while two of the programs involved adoption of an ordinance. The remaining eight programs involved the funding and implementation of various ongoing housing activities and programs. A summary of the items not implemented during the proceeding Housing Element cycle is contained in Table H-2.

Table H-2: Summary of Housing Element Program Implementation

Completion Status	Number	Description of Implementation Program	Reason for Non-Completion
Implemented	19		
Partially Implemented	4	2.2b-One-time Rental Assistance Program	Program implemented during first half of Housing Element Period. No RDA funding after 2011 for implementation.
		3.1a-Affordable Housing Development	
		1.2a- Multi-Family Acquisition & Rehabilitation	No requests for assistance or project participation during the first half of Housing Element period. No RDA funding after 2011 for implementation.
		2.5b- Shared Housing Program	
Not Completed	1	3.2a–Amend the Inclusionary Housing Ordinance to provide more flexibility for targeting lower affordability groups	Because of staff reductions and turnover, the amendment was not initiated. Lower income affordability is still addressed with the existing Density Bonus program.

While the City did initiate programs identified in the 2009-2014 Housing Element at the beginning of the Housing Element cycle, the loss of the Redevelopment Agency Housing Set-a-side Funds and a locally controlled Community Development Block Grant (CDBG) program, combined with the economic downturn effectively prevented the active implementation of many housing programs. The loss of the Housing Set-a-side funding and reductions to the general fund resulted in the elimination of some City staff positions, which subsequently results in the City's inability to implement some 2009 Housing Element programs. All of the eight programs providing funding for housing-related programs are currently without a funding source.

The important exceptions include the planning and development related measures that are implemented by the Planning Division as part of its normal operations. Examples of these programs include: Program H-4.2a, Mixed-use Development; Program H-4.3a, Planned for Densities; Program H-5.1a, Density Bonus; and Program H-5.2a, Secondary Dwelling Units. All of these programs enabled Campbell to continue to approve new housing to meet Campbell's identified housing need. The three large affordable and/or senior housing projects that were either recently completed or will be completed in 2014 are examples of these ongoing efforts to provide additional housing.

Of the two ordinance amendments contained in the 2009 Housing Element, one was adopted. The Zoning Text Amendment to implement SB-2 and address other minor code modifications (Program H-5.3a) was adopted in 2014. Program H-3.2a to amend Campbell's Inclusionary Housing Provisions to provide greater flexibility in the required income categories was not completed. This item will be carried over into the 2015-2023 Housing Element for implementation within the next two years.

Table H-3 summarizes the quantified objectives contained in Campbell's 2009 – 2014 Housing Element and the City's progress in fulfilling these objectives. This information is based upon a review of residential building permits issued between January 2009 and December 2012 with the addition of other housing units that are currently under construction. Using the State's standard affordability density of 20 units per acre, most of the housing constructed in Campbell is potentially affordable for most income groups and have been allocated to the Low Income Category. However, because of national economic conditions,

only 61 percent of the RHNA was actually constructed. In addition, and as demonstrated below, Campbell did however actually met their rehabilitation and conservation goals.

Table H-3: Summary of Quantified Objectives

Income Level	New Construction		Rehabilitation		Conservation	
	Goal[1]	Progress	Goal[2]	Progress	Goal[3]	Progress
Very Low	199	32	14 – 34	61	234	234
Low	122	300	16 - 36		419	419
Moderate	158	67	-	-	-	-
Above Moderate	413	149	-	-	-	-
Totals	892	543	50	61	653	653

1. Reflects RHNA.
2. Reflects City assisted single-family rehabilitation.
3. Reflects Section 8 (234 households) and preservation of the at-risk units
4. The Extremely Low category is a component of the Very Low Income Category.

Also, Campbell's Below Market Rate Housing program resulted in the construction of 32 Very Low Income units between 2009 and 2013. According to building permit records, five Second Dwelling Units were also constructed. The five second units that were constructed have been allocated to the Moderate Income category. Additional information on the implementation of the 2009 -2014 Housing Element is contained in Appendix C.

SECTION 3 HOUSING RESOURCES

Introduction

A variety of resources are available for the development, rehabilitation, and preservation of housing in Campbell. This includes the City's ability to meets its share of regional housing needs through the General Plan and Zoning Ordinance, the inventory of available sites, the financial resources available to support the provision of affordable housing, and the administrative resources available to assist in implementing City housing programs.

General Plan

The 2001 Campbell General Plan provided a 20 to 25 year framework for the development of the City. The Campbell General Plan contains four elements, in addition to the Housing Element. These other Elements are Land Use & Transportation, Open Space, Parks & Public Facilities, Health & Safety, and Conservation & Natural Resources. The Land Use Map contains 19 land use categories identifying a wide range of residential, commercial, industrial, mixed-use, institutional and open space land uses. The land uses integrate with the Zoning Ordinance to identify a range of residential densities (regulated by residential densities) and non-residential development intensities (regulated by floor area ratio).

General Plan Policies and Strategies

Campbell's Land Use and Transportation Element establish various policies and strategies in support of housing development. Some of these policies and strategies include, but are not limited to, the following:

Policy LUT-1.5: **Land Use Planning and the Regional Transportation System:** Support land use planning that complements the regional transportation system.

Strategy LUT-1.5a: Transit-Oriented Developments: Encourage transit-oriented developments including employment centers such as office and research and development facilities and the City's highest density residential projects by coordinating the location, intensity and mix of land uses with transportation resources, such as Light Rail.

Strategy LUT-1.5d: Higher Floor Area Ratios (FARs): Develop provisions for allowing higher FARs in new projects that provide a mix of uses, maintain a jobs/housing balance or are located within proximity to Light Rail.

Policy LUT-3.1: **Variety of Residential Densities:** Provide land use categories for and maintenance of a variety of residential densities to offer existing and future residents of all income levels, age groups and special needs sufficient opportunities and choices for locating in Campbell.

Strategy LUT-3.1a: Consistency with Housing Element: Ensure consistency with the City's Housing Element including ensuring that there is adequate land designated to meet Housing goals.

Strategy LUT-3.1c: High Density Residential: Allow higher residential densities in the North of Campbell Area (NOCA), South of Campbell Area (SOCA), and areas near the Light Rail stations as an incentive to redevelop older, less intensive uses.

Policy LUT-5.3: **Variety of Commercial and Office Uses:** Maintain a variety of attractive and convenient commercial and office uses that provide needed goods, services and entertainment.

Strategy LUT-5.3i: Mixed-Use in Commercial Districts: Consider revising the Zoning Ordinance to include standards for mixed-use development (residential and/or office above ground floor retail) in commercial districts.

Policy LUT-14.6: **Mixed Residential and Non-residential Uses:** Allow residential uses that are mixed whether horizontally or vertically with non-residential uses.

In addition to these general policies, the General Plan contains policies related to a number of special plan areas within Campbell. These special planning areas include the Winchester Boulevard corridor, Pruneyard/Creekside area (which includes portions of Bascom/East Hamilton Avenue area), the North of Campbell Avenue (NOCA) Plan Area, the South of Campbell Avenue (SOCA) Plan Area, as well as the other residential areas surrounding the downtown. Higher residential and mixed-use developments are also encouraged in these areas. The City Council has also adopted other special master plans to facilitate mixed-use and residential development along the Winchester Boulevard corridor and East Campbell Avenue areas.

The stated intent of the General Plan mixed-use categories is to integrate residential uses with traditional commercial and/or professional office uses. In furtherance of this goal, residential uses are permitted at 27 dwelling units per acre in mixed-use zones, and the residential component is not counted against the allowable commercial Floor Area Ratio (FAR). In this way, sites currently occupied by commercial uses may be redeveloped with residential and commercial uses, improving the financial feasibility of projects.

The City also provides additional zoning incentives for the inclusion of residential uses in new mixed-use developments, such as reduced parking requirements, including shared parking between commercial and residential uses. A reduction in the required open space for the residential component may be granted where site characteristics preclude fulfillment of the entire open space requirement. This is discussed in more detail in Appendix B.

Since establishment of mixed-use zoning districts under the 2001 General Plan (as described in Strategy LUT 5.3i), development on mixed-use parcels has consisted entirely of residential uses or residential uses

with ground floor commercial. None of the mixed-use sites has been developed with an entirely commercial use.

Minimum Residential Density

Previous Housing Elements have contained provisions for a minimum residential density for each General Plan and Zoning designation. This requirement, identified as Policy H-4.3 in the 2009-2014 Housing Element encourages "*residential development that is proposed near existing light rail stations (within 1/4 mile radius) and/or within the boundaries of the Winchester Boulevard Plan and East Campbell Avenue plan areas, to achieve at least 75 percent of the maximum General Plan Land Use category densities.*" This provision is carried over into the 2015-2023 Housing Element and will facilitate the full development of the identified opportunity sites.

Zoning Ordinance Provisions

Residential Densities

The Zoning Ordinance and Map implements the development envisioned on the General Plan Land Use Plan. These policies, together with existing zoning regulations, establish the amount and distribution of land allocated for different uses within Campbell. As summarized below in Table H-5, the Land Use Element provides for six residential land use designations, a mobile home park designation, one commercial designation, and three mixed-use designations that allow for residential uses.

Table H-5: Land Use Categories Permitting Residential Use

General Plan Land Use Category	Zoning District(s)	Density (Units per Gross Acre)	Residential Type(s)
Low Density Residential	R-1	<6	Single-family detached homes on individual lots between 16,000 and 6,000 square feet
Low-Medium Density Residential	R-M, R-D, C-PD, P-D	6—13	Duplexes, multi-family, and townhomes. Small lot detached homes are allowed with P-D zoning.
Mobile Home Park	P-D	6—13	Mobile home parks
Medium Density Residential	R-2, C-PD, P-D	14—20	Townhomes, apartments, condominiums, or multi-family
High Density Residential	R-3, C-PD	21—27	Apartments or condominiums
Central Business District Commercial	C-3	No Standard*	Condominiums or apartments on the second and third floors
Low-Medium Density Residential or Office (Mixed-use)	P-D	6—13	Single-family homes on small lots, townhomes, multi-family
Medium to High Density Residential/ Commercial (Mixed-use)	P-D	14—27	Multiple-family housing on the upper floors above office/ commercial uses. Attached townhomes or condominiums in the South of Campbell Ave Specific Plan area.
Residential/ Commercial/ Professional Office (Mixed-use)	P-D	14—27	Multiple-family housing including condominiums or apartments on the upper floors above office or commercial uses.

Source: City of Campbell General Plan, February 2014.

* *Residential condominium and apartment units are allowed on the upper floors only within the C-3 Zoning District. No maximum density standard is provided per Section 21.10.060, C-3 (Central Business District) zoning district.*

Each of these land use designations has one or more zoning districts to implement their vision of the future. Each of these zones contains detailed (and often very specific) development criteria to guide their development. The maximum densities for the zones allowing residential land uses are summarized below.

- Single Family Detached Residential Zones – between 3 and 6 dwelling units per acre (depending on the specific zone).

- Smaller Lot Single Family/Duplex/Triplex Residential Zones – between 6 and 13 dwelling units per acre (depending on the specific zone)

- Multiple Family Condominium/Attached Residential Zones - between 14 and 27 dwelling units per acre (depending on the specific zone).

- Mixed-use/Planned Development Residential – up to 27 dwelling units per acre.

- Central Business District Commercial – no numeric standard, allowable residential units are determined by the design of the project on a case-by-case basis.

Secondary Dwelling Units

The City allows secondary dwelling units on 10,000 square foot sized lots for the development of secondary units, resulting in 1,000 properties being eligible for secondary dwelling units. Given their relatively limited size and historical rent levels, secondary units will most likely be occupied by lower-income residents, including the elderly, college students, and low-income wage earners. Secondary dwelling units require a ministerial zoning clearance usually involving just a zoning compliance sign-off on a building permit. Based on the level of secondary unit approval and development during the prior planning period, the City can reasonably anticipate between 8 and 16 additional secondary units during the current period, helping to address the needs of lower income renters.

Sites for Special Needs Housing

Consistent with the requirements of SB-2, the City allows emergency shelters by right in a portion of the M-1 Zone. The area is located just south of San Tomas Expressway between Winchester Boulevard and Los Gatos Creek. This location is centrally located in an area well served by transit and commercial services. Included in the ordinance are provisions to allow Single Room Occupancy (SRO) facilities within the R-3 High Density Residential Zoning District. The zoning ordinance also regulates transitional and supportive housing in the same manner as other residential uses in the equivalent zone. Additional information is provided in Appendix B.

Mixed-Use Development

Many areas in Campbell are zoned P-D (Planned Development). The P-D Zone allows for flexibility in development standards and requirements where optimum quantity and use of open space and exemplary building design are provided. Mixed-use development is also encouraged in these areas, allowing both residential and commercial uses on the same parcel. A key strategy of the City's General Plan is to integrate residential development along designated commercial corridors to create activity along the street, and provide a variety of housing types near work and shopping. This strategy ensures safer, more

viable commercial areas, with mixed-use residents helping to ensure the viability of the commercial uses. Residential uses are encouraged but not included in the calculation of the FAR. Campbell also allows for a shared parking reduction and a reduction in the required open space for the residential component. The City has approved several mixed-use projects since adoption of the prior Housing Element.

Housing Opportunity Site Inventory

A key component of any Housing Element is an assessment of whether or not a community can provide sufficient sites to accommodate their Regional Housing Need Allocation. This section summarizes the number of available opportunity sites and the relative affordability of these opportunity sites. As is demonstrated in this section, Campbell can accommodate both the number of units and appropriate levels of affordability specified in the RHNA. The City plans to fulfill its share of regional housing needs using a combination of the following methods by focusing (but not limiting) development in opportunity site areas, through the development of secondary dwelling units, and residential projects with development entitlements.

Housing Opportunity Site Availability

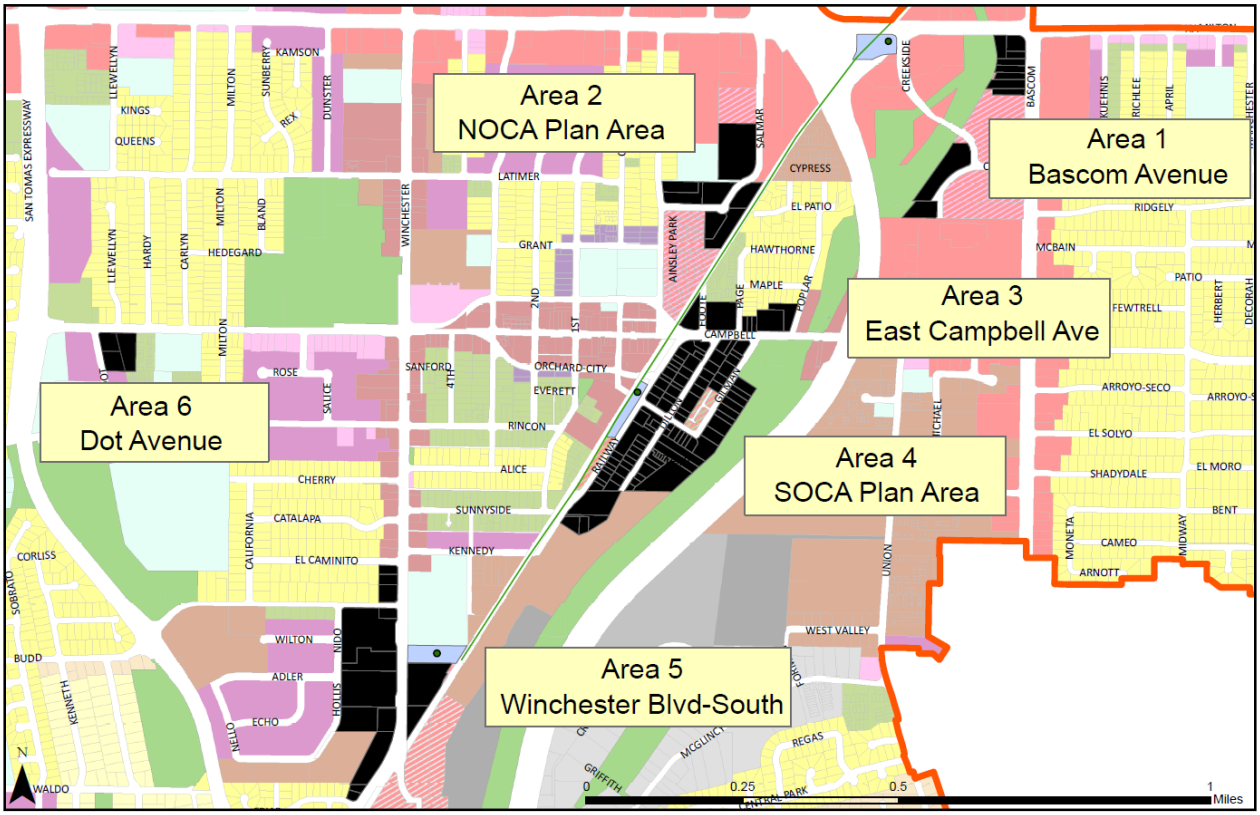
A detailed analysis of potential opportunity site areas was conducted during the preparation of the Housing Element. The focus of the site selection was the need to ensure that the objectives of the Housing Element were integrated with the other elements of the General Plan. The Land Use and Transportation Element of the General Plan has an objective of concentrating new residential development around the existing VTA transit stations and around the downtown (i.e. the designated Priority Development Area) to facilitate the redevelopment of areas with under-utilized sites and/or occupied with obsolete buildings, and to try to reduce traffic impacts. Five of the six Opportunity Site Areas meet this objective. The sixth Opportunity Site Area, the Dot Avenue area was also included since it represents one of the largest vacant residential sites in Campbell.

The initial screening process resulted in an extensive list of several hundred properties capable of accommodating over 2,000 new dwelling units. This preliminary list was presented at the Second Community Outreach Workshop held on April 29, 2014. Based upon the input from the community, six opportunity site areas were identified. The final list of Opportunity Sites capable of accommodating the RHNA for Campbell was then selected from within these areas. Each of the Opportunity Sites have the appropriate General Plan and Zoning designations to accommodate housing and have access to roads, water, sewer, electricity and/or natural gas, and telecommunication services. The individual Opportunity Site inventories are contained in Appendix D.

Housing Opportunity Site Areas

The locations of the six major opportunity site areas are depicted on Figure H-1 and are described below. A summary of the residential development potential for these opportunity site areas are shown in Table H-5. Adequate infrastructure including roads, water, sewer, electricity and/or natural gas, and telecommunication services are in place for the planned-for development for all of the Opportunity Site areas. A detailed assessment of each opportunity site is provided in Appendix D.

Figure H-1: Map of Opportunity Site Areas



1. ***Bascom Avenue Corridor Area***

   The Bascom Avenue Area is near the intersection of South Bascom Avenue and East Hamilton Avenue. This Area is located just north of the Pruneyard Area and is within a ¼ mile of the Hamilton VTA Light Rail Station. The General Plan Land Use Designation for the area allows Commercial/Professional Office/Residential land uses with densities up to 20 dwelling units per acre. Residential densities are not counted towards the floor area ratio calculations in mixed-use developments. During the previous Housing Element cycle, one opportunity site, located at 1677 South Bascom Avenue, was developed with 168 apartments as part of a mixed-use project.

2. ***North of Campbell Avenue Area Plan***

   The North of Campbell Avenue Area Plan (NOCA) opportunity area is located along Salmar Avenue between East Hamilton Avenue and Harrison Avenue. The NOCA area is located midway between the Hamilton Avenue and Downtown Campbell Light Rail Stations. The area is covered by the North of Campbell Avenue Area Plan. The purpose of the NOCA Plan is to encourage a combination of residential and commercial uses in a previously industrial area. The Zoning and General Plan designations support new residential and mixed-use development at the City's highest density range of 20 dwelling units per acre and Floor Area Ratios of up to 1.00. Residential densities are not counted towards the floor area ratio calculations in a mixed-use development. Much of the NOCA area has already been redeveloped both residentially (near the downtown) and commercially (near Hamilton Avenue).

3. ***East Campbell Avenue Master Plan Area***
   The East Campbell Avenue Master Plan Area extends from Downtown Campbell east to Los Gatos Creek along both sides of Campbell Avenue. This area serves as an important gateway to Downtown Campbell and creates a connection to the Prune Yard Shopping Center (a major 40-acre retail and office destination for the South Bay region). The City has adopted the East Campbell Avenue Master Plan to guide future development in this area. The Master Plan allows for residential densities up to 27 dwelling units per acre in a mixed-use style. This area is adjacent to the South of Campbell Avenue Area.

4. ***South of Campbell Avenue Area Plan***
   The South of Campbell Avenue Plan Area (SOCA) opportunity area is located between Railway Avenue and Los Gatos Creek and is covered by the South of Campbell Avenue Area Plan. The purpose of the SOCA Plan is to encourage a combination of residential and commercial uses in a previously industrial area. The Zoning and General Plan designations support new residential and mixed-use development at the City's highest density range of 27 du/ac and Floor Area Ratios of up to 1.00. Residential densities are not counted towards the floor area ratio calculations in a mixed-use development. Most of the SOCA area is located within ¼ mile of the Downtown Campbell Light Rail Station.

5. ***Winchester Boulevard Master Plan– South Area***
   The Winchester Boulevard corridor area is located along both sides of Winchester Boulevard from Hamilton Avenue to Camden Avenue. Campbell has adopted the Winchester Boulevard Master Plan Area to provide a framework for the redevelopment of the area. The Master Plan and General Plan designations support new residential and mixed-use development at the City's highest density range of 27 dwelling units per acre. This mile long corridor is divided into two subareas, for Housing Element purposes, at Campbell Avenue. The northern subarea includes locations around the Home Church center. The southern subarea includes the older highway oriented commercial south of Campbell Avenue and the newer shopping centers near the Winchester Light Rail Station. During the previous Housing Element cycle, one opportunity site located at 2041 through 2127 South Winchester Boulevard, was developed as a mixed-use project with 126 senior apartments and a 21-patient dementia care center as part of this mixed-use project.

6. ***Dot Avenue Properties***
   The Dot Avenue opportunity area is located at the intersection with West Campbell Avenue near San Tomas Expressway. The General Plan Land Use Designation for the area allows Medium Density Residential land uses which allow residential densities up to 20 dwelling units per acre. The site is largely vacant, occupied by a single family home and scattered agricultural uses. This site is not located within ½ mile of a VTA Light Rail Station.

Housing Opportunity Site Adequacy

Table H-6 contains a summary of the detailed opportunity site assessment contained in Appendix C. As demonstrated below, Campbell contains an adequate number of sites to accommodate the RHNA for the 2015 -2023 period. This estimated number of units for each area is calculated by multiplying the developable acreage by the maximum density by the practical density. The Developable Acreage is based upon the size for all of the opportunity sites within each area. The Maximum Density is based upon information obtained from the Campbell General Plan and Zoning Ordinance. For most sites is assumed to be 75% of the maximum density, except that for larger sites within ½ mile of a VTA Light Rail Station.

In these circumstances a realistic density of 90% of the maximum density is used. The 75% of the maximum density for 27 units per acre is 20.25 dwelling units per acre. The practical density for a site with a maximum density of 27 units per acre is 24.3 dwelling units per acre (90% of 27). These values are above the State's 20 du/ac threshold for unit affordability to all income levels in suburban settings.

Table H-6. Opportunity Site Area Summary

Opportunity Site Area	Developable Acreage	Maximum Density [1]	75% Density	Estimated Units [1]
Bascom Avenue Corridor	5.0	27 du/ac	20.25 du/ac	109
North of Campbell Avenue (NOCA) Area Plan	8.3	20 du/ac	15.0 du/ac	136
East Campbell Avenue Master Plan	5.2	27 du/ac	20.25 du/ac	116
South of Campbell Avenue (SOCA) Area Plan	19.8	27 du/ac	20.25 du/ac	419
Winchester Boulevard Master Plan – South Area[2]	17.3	27 du/ac	20.25 du/ac	350
Dot Avenue Properties	2.1	20 du/ac	15.0 du/ac	31
TOTAL UNITS	57.7			1,161

1. Does not include any additional density bonus units allowed by State Law and the Local Density Bonus ordinance for additional affordable units.
2. The northern and middle portions of the Winchester Boulevard Master Plan also contain possible residential sites but are not included in the inventory of opportunity sites since adequate sites have already been identified.

The conservative nature of these housing unit estimates within the Opportunity Site Areas is confirmed by an examination of newer residential projects in the Priority Development Area and surrounding core locations. Since the implementation of the 75% minimum density and mixed-use policies, examples of the newer residential projects include: Gateway (25 du/ac); Campbell Center (26 du/ac); Water Tower Lofts (27 du/ac); Onyx (27 du/ac); Gilman Cottages (27 du/ac); Creekside Commons (27 du/ac); and Merrill Gardens (34 du/ac with density bonus). This also demonstrates that Campbell's development standards have proven to be effective in allowing projects to achieve maximum densities, and given high land costs in the area, the majority of multi-family and mixed-use developments are built at or near maximum permitted densities.

Housing Opportunity Site Affordability

To evaluate the adequacy of the sites in terms of the income/affordability targets established by the RHNA, "default affordability densities" are used. Based upon its suburban location, Campbell's default affordability density is 20 dwelling units per acre (i.e. development at or above 20 units per acre is considered to be affordable to both very low and low income households). For moderate income households, based on several moderate income projects developed in the City, the City has chosen a threshold of 15 dwelling units per acre to reflect a reasonable density for achieving moderate income development.

Housing Element H-4.3, Planned For Densities, requires that residential development near the existing light rail stations and/or within the boundaries of the Winchester Boulevard Plan and East Campbell Avenue plan areas be developed within densities that are at least 75 percent of the maximum General Plan Land Use category densities. Using these criteria, residential projects on sites with General Plan and Zoning which allow maximum residential densities up to 27 units per acre are affordable for all income categories. In contrast, sites with maximum residential densities of 20 units per acre are affordable for only the Moderate and Above Moderate income categories. Sites with maximum residential densities of 13 units per acre or less are affordable by only those households in the Above Moderate income category.

Table H-7 demonstrates the potential affordability of the units identified in Table H-5. Campbell's policy to require at least 75% of the maximum density guarantees that, about 85% of the opportunity site units are affordable for all income categories. Only the NOCA Plan and Dot Avenue Areas, with maximum densities of 20 units per acre, are not considered affordable to the Very Low and Low Income categories. However, those two areas only account for 167 (or about 14%) of the 1,161 identified opportunity site units. All of the other Opportunity Site housing units can be used to meet the affordability provisions for all of the income categories.

Table H-7: Opportunity Site Housing Unit Affordability

Income Level	Total Unit Affordability (Number of Units)	RHNA Requirement (Number of Units)	Adequate Units Provided for RHNA
Very Low	253 units	253 units	Yes
Low	138 units	138 units	Yes
Moderate	151 units	151 units	Yes
Above Moderate	391 units	391 units	Yes
RHNA Total		933 units	Yes
Additional Potential Units	228 units[1]		
Total Units for all Opportunity Sites[2]	1,161 units		

1. Calculated by subtracting the City's designated Housing Need (933) from the number of units in the Opportunity Site inventory (1,161).
2. As identified in Appendix D.

The City will continue to encourage and facilitate production of affordable units on these sites through the policies and programs described in the Housing Plan located in Section 4.

Availability of Public Facilities and Services

As an urbanized community, Campbell has in place the necessary infrastructure to support additional residential development. All land designated for residential or mixed-use are served by sewer and water lines, streets, storm drains, telephone, electrical and gas lines. Pursuant to the 2001 General Plan Environmental Impact Report, there is adequate water and sewer capacity to serve future development. To ensure the availability and adequacy of public facilities and services for future development, the City, along with other providers of public services (e.g., water and sewer), will continue to carry out regular infrastructure improvements and upgrading.

Financial Resources

Due to the dissolution of the Redevelopment Agency (RDA) in 2012, Campbell has limited access to funding sources available for affordable housing activities. These funding sources include programs from local, state, federal and private resources. The loss of RDA funding has forced the elimination of a number of programs, including: Program 1.1a, Housing Rehabilitation Loans, Program 1.1b, Emergency Home Repair Grants, Program 2.2b, One time Rental Assistance, Program 2.3a, First time Homebuyer Assistance, and Program 3.1a, Affordable Housing Development Assistance.

The following section describes the two largest housing funding sources currently used in Campbell which are Section 8 rental assistance (controlled by the State and Federal governments) and the Housing Trust Fund of Santa Clara County (a private non-profit organization). Table H-8 also provides a more comprehensive inventory of potential funding sources.

Community Development Block Grant (CDBG) Funds

The CDBG program provides funds for a range of community development activities. Prior to the dissolution of the RDA, a small portion of the CDBG funds was historically spent on housing repair and rehabilitation as well as for non-profit service providers. However, since the dissolution of the RDA, the City was no longer able to provide these services, and these services are now provided to Campbell residents through Santa Clara County. Current use of CDBG funds has been used for targeted code enforcement in a low-income census tract area and to improve accessibility (sidewalk repair and curb cuts) in the City. Residents wanting to repair or rehabilitate their homes must apply to Santa Clara County to get access these programs.

Section 8 Rental Assistance

The Section 8 program or housing voucher program is a federal program that provides rental assistance to extremely low to very low-income persons in need of affordable housing. The Section 8 program offers a voucher that pays the difference between the payment standard (an exception to fair market rent) and what a tenant can afford to pay (e.g., 30% of their income). A voucher allows a tenant to choose housing that may cost above the payment standard, with the tenant paying the extra cost. The Santa Clara County Housing Authority administers the Section 8 program for most communities in the County, including Campbell. In 2014, approximately 190 Campbell households received Section 8 assistance from the Housing Authority.

Housing Trust Fund of Silicon Valley

Created in 2001 as the Housing Trust of Santa Clara County (HTFSV) is a non-profit 501(c)(3) community based organization created in 2000 through a cooperative effort of the private and public sectors, including the Housing Collaborative on Homelessness and Affordable Housing, the Silicon Valley Manufacturing Group, Santa Clara County, Community Foundation Silicon Valley, and all 15 Santa Clara towns and cities. The purpose of the Trust is to increase the supply of affordable housing in Santa Clara County within three program areas: first-time homebuyer assistance, multi-family rental housing development assistance, and support for local homeless assistance programs. Funds are available for acquisition, rehabilitation, new construction, predevelopment costs and supportive housing services. Since HTFSV's inception (as of March 2013) the HTFSV reported having raised $75 million in investment dollars, which it has been leveraged into $1.8 billion of investment in affordable housing.

One-Time Housing Program Funds

Statewide the 20% tax increment affordable housing set-aside funds were responsible for over $1 billion in direct funding for affordable housing. Historically these local funds were often used as seed money to leverage other sources of funding for affordable housing. With the dissolution of Redevelopment Agencies (RDA), the State of California deprived local jurisdictions of their largest and most significant source of local funding for affordable homes. In response to the loss of this housing program funding, a portion of those former tax increment funds (transferred to the State) was allocated back to local jurisdictions as both a one-time lump sum. Campbell received $950,000 in its Housing Trust Fund and $600,000 in "Boomerang Funds". In 2014 the City Council committed $250,000 of its Boomerang Funds to match Santa Clara County's $350,000 for a future, still to be determined, affordable housing project. Because of their one-time use only funding nature, these funding sources are not included in Table H-8 below.

Table H-8: Financial Resources Available for Housing Activities

Program Name	Description	Eligible Activities
1. Federal Programs		
Community Development Block Grant (CDBG)	Grants awarded to the County for housing and community development activities benefiting lower income households. City residents are eligible to receive funding through these countywide programs.	✓ Acquisition ✓ Rehabilitation ✓ Home Buyer Assistance ✓ Homeless Assistance ✓ Public Services ✓ Public Facilities
	Grants awarded to the City have been used for targeted code enforcement in low-income census tracts (to identify homes in need of rehabilitation) and to improve accessibility in the City.	✓ Rehabilitation ✓ Public Facilities
Home Investment Partnership Act (HOME)	Funding can be used to support a variety of County housing programs that the City can access for specific projects.	✓ New Construction ✓ Acquisition ✓ Rehabilitation ✓ Home Buyer Assistance ✓ Rental Assistance
Section 8 Rental Assistance Program	Rental assistance payments to owners of private market rate units on behalf of very low income tenants.	✓ Rental Assistance

Table H-8: Financial Resources Available for Housing Activities

Program Name	Description	Eligible Activities
Section 202	Grants to non-profit developers of supportive housing for the elderly.	✓ Acquisition ✓ Rehabilitation ✓ New Construction ✓ Rental Assistance
Section 811	Grants to non-profit developers of supportive housing for persons with disabilities, including group homes, independent living facilities and intermediate care facilities.	✓ Acquisition ✓ Rehabilitation ✓ New Construction ✓ Rental Assistance
2. State Programs		
Low-income Housing Tax Credit (LIHTC)	Tax credits are available to persons and corporations that invest in low-income rental housing. Proceeds from the sale are typically used to create additional housing.	✓ Construction of Housing
Multi-Family Housing Program (MHP)	Deferred payment loans to local governments and developers for new construction, rehabilitation and preservation of rental housing.	✓ New Construction ✓ Rehabilitation ✓ Preservation ✓ Conversion of nonresidential to rental
Multi-Family Housing Program –Supportive Housing	Deferred payment loans for rental housing with supportive services for the disabled who are homeless or at risk of homelessness.	✓ New Construction ✓ Rehabilitation ✓ Preservation ✓ Conversion of nonresidential to rental
Building Equity and Growth in Neighborhoods (BEGIN)	Grants to cities to provide down payment assistance to low and moderate income first-time homebuyers of new homes in projects with affordability enhanced by local regulatory incentives or barrier reductions.	✓ Homebuyer Assistance
CalHome	Grants to cities and non-profit developers to offer homebuyer assistance, including down payment assistance, acquisition, rehabilitation, and homebuyer counseling. Loans to developers for property acquisition, site development, predevelopment and construction period expenses for homeownership projects.	✓ Predevelopment, site development, site acquisition ✓ Rehabilitation ✓ Acquisition/rehab ✓ Down payment assistance ✓ Mortgage financing ✓ Homebuyer counseling
Transit-Oriented Development Housing Program	Low-interest loans are available as gap financing for rental housing developments that include affordable units and as mortgage assistance for homeownership developments. Grants to cities and transit agencies for infrastructure improvements to facilitate connections with transit stations.	✓ Capital improvements required for qualified housing developments ✓ Capital improvements enhancing pedestrian or bike access from qualified housing development to nearest transit station ✓ Land acquisition
Affordable Housing Innovation Fund	Funding for pilot programs to: provide quick site acquisition financing for the development or preservation of affordable housing; to help finance local housing trust funds; to increase homeownership opportunities for lower incomes households; and provide to pre-development funding to reduce insurance rates for CalHFA condominium projects.	✓ Land acquisition ✓ New construction
Infill Incentive Grant Program	Funding of public infrastructure (water, sewer, traffic, parks, site clean-up, etc) to facilitate infill housing development.	✓ Development of parks and open space ✓ Water, sewer or other utility service improvements ✓ Streets, roads, parking structures, transit linkages, and transit shelters ✓ Traffic mitigation features ✓ Sidewalks/streetscape improvements

Table H-8: Financial Resources Available for Housing Activities

Program Name	Description	Eligible Activities
CalHFA Residential Development Loan Program	Low interest, short term loans to local governments for affordable infill, owner-occupied housing developments.	✓ Site acquisition ✓ Pre-development costs
CalHFA Homebuyer's Down payment Assistance Program	CalHFA makes below market loans to first-time homebuyers of up to 3% of sales price. Program operates through participating lenders who originate loans for CalHFA.	✓ Homebuyer Assistance
3. Local Programs		
Below Market Rate Housing In Lieu Fee	Allows developers to pay for fractions of units while complying with program requirements.	✓ New Construction ✓ Rehabilitation ✓ Site Acquisition ✓ Preservation ✓ Homebuyer Assistance ✓ Homeless with Special Needs
4. Private Resources/Financing Programs		
Housing Trust Fund of Silicon Valley (HTFSV)	Non-profit community based organization created through the collaborative efforts of private and public sector organizations.	✓ Multi-family Rental Housing ✓ Homebuyer Assistance ✓ Homeless with Special Needs
Federal National Mortgage Association (Fannie Mae)	Fixed rate mortgages issued by private mortgage insurers.	✓ Home Buyer Assistance
	Mortgages that fund the purchase and rehabilitation of a home.	✓ Home Buyer Assistance ✓ Rehabilitation
	Low Down-Payment Mortgages for Single-Family Homes in under-served low-income and minority cities.	✓ Home Buyer Assistance
Federal Home Loan Bank Affordable Housing Program	Direct Subsidies to non-profit and for profit developers and public agencies for affordable low-income ownership and rental projects.	✓ New Construction

Administrative Resources

Described below are several non-profit agencies that have been involved or are interested in housing activities in Campbell. These agencies serve as resources in meeting the housing needs of the community. In particular, they are involved in the improvement of the housing stock, provision of affordable housing, and/or housing assistance to households in need.

Catholic Charities of Santa Clara County

Catholic Charities is a Countywide non-profit organization that offers various housing programs to assist persons with special needs, including single parents, the homeless, and those threatened with homelessness. Under its Shared Housing Program, Catholic Charities helps single parents with one or two small children find affordable rooms to rent in private homes. Charities Housing also helped Campbell preserve 100 units of affordable housing in the San Tomas Gardens Apartments (100 low income units) and the Maravilla Project (24 low and moderate income units). Catholic Charities Housing is taking over management responsibility for the three senior housing group homes formerly operated by Senior Housing Solutions.

Neighborhood Housing Services of Silicon Valley

NHSSV was incorporated in 1995 as a non-profit Community Development Organization by a group of local citizens with support from the City of San Jose Department of Housing. NHSSV's mission is "to promote community revitalization and economic stability by providing responsible homeownership and neighborhood services to low and moderate income families." HNSSV provides community assistance in the areas of homebuyer education, foreclosure intervention, first mortgage lending, down payment assistance, real estate sales, Below Market Rate (BMR) property administration, as well as community building and organizing. Neighborhood Housing Services currently provides mortgage loans and housing counseling services to low income households at the Maravilla housing project.

Mid-Peninsula Housing Coalition (MPHC)

Mid-Peninsula is an established regional non-profit organization involved in the development and acquisition and rehabilitation of affordable rental housing. MPHC also has two affiliated corporations that provide professional management services and on-site coordination of services to residents. Between 1970 and the end of 2013, MPHC has designed and built or acquired and rehabilitated almost 7,500 units of affordable housing throughout northern California. In addition, MPHC currently manages over 6,400 units throughout the nine county Bay Area region and works to preserve affordable housing units that are at risk of converting to market rate uses. Prior to the dissolution of the Redevelopment Agency, MPHC partnered with the Campbell Redevelopment Agency to acquire and rehabilitate 60 units at the Sharmon Palms neighborhood.

Habitat for Humanity Silicon Valley

Habitat for Humanity is a non-profit, faith-based organization dedicated to building affordable housing and rehabilitating homes for lower income families. Habitat builds and repairs homes with the help of volunteers and partner families. Habitat homes are sold to partner families at no profit with affordable, no-interest loans. Volunteers, churches, businesses, and other groups provide most of the labor for the homes. Government agencies or individuals usually donate land for new homes or write down the cost of the land. Incorporated in 1986, the Silicon Valley affiliate of Habitat for Humanity has built 38 homes and rehabilitated one home in Santa Clara County.

Rebuilding Together Silicon Valley

This non-profit agency continues to partner with the City of Campbell in providing rehabilitation of homes of very low income residents, in particular seniors and disabled so that they may live in warmth, safety, and independence. Rebuilding home repairs assists residents preserve affordable housing by making necessary repairs. Many of repairs deal with roof patching, new furnaces, upgrading wiring and plumbing, grab bars in the bathroom, new appliances, and stairs, railings and banisters, as well as making exterior improvements and removing trash and debris. In 2013, Rebuilding Together Silicon Valley completed 320 rehabilitation projects in the cities of San Jose, Santa Clara, Cupertino, Gilroy, Milpitas, Morgan Hill, Los Gatos, and Campbell.

San Andreas Regional Center

San Andreas Regional Center (SARC), which is located in Campbell, is a community-based, private nonprofit corporation serving individuals and their families who reside in Monterey, San Benito, Santa Clara, and Santa Cruz Counties. SARC is funded by the State of California to serve people with developmental disabilities as required by the Lanterman Developmental Disabilities Act. The Center reports that 78 percent of their clients with developmental disabilities live within the home of a parent or guardian. As these parents age and become more and more frail, their disabled adult children will require alternative housing options. The SARC works to identify community-based housing providers for persons living with a developmental disability; including licensed community care facilities and group homes; or supervised and subsidized apartment settings for persons able to live more independently.

Senior Housing Solutions

Senior Housing Solutions (SHS), formerly Project Match, is a Milpitas-based non-profit organization that offers affordable housing opportunities for seniors. Under its Group Residence Program, SHS provided affordable living spaces for seniors within a single-family home shared with 5 to 6 seniors. SHS currently manages units of affordable housing for seniors in San Jose, Santa Clara, Sunnyvale, Campbell, Saratoga, and Los Gatos. SHS is in the process of disbanding due to financial issues, the operation and management of the existing affordable living accommodations is in the process of being transferred to (Catholic) Charities Housing. The existing facilities in Campbell include three homes that provide affordable rental opportunities for 15 seniors.

Opportunities for Energy Conservation

Conventional building construction, use and demolition, as well as the manufacture of building materials have multiple impacts on our environment. In the United States, the building industry accounts for:

- 65 percent of electricity consumption
- 30 percent of greenhouse gas emissions
- 30 percent of raw materials use
- 30 percent of landfill waste
- 12 percent of potable water consumption

Energy Conservation Programs Offered through State and Federal Government

One of the primary goals behind establishing a green building program is to create a holistic, integrated design approach to green building. A green building program considers a broad range of issues including community and site design, energy efficiency, water conservation, resource-efficient material selection, indoor environmental quality, construction management, and building maintenance. The end result will be buildings that minimize the use of resources, are healthier for people, and reduce harm to the environment.

In 2004, the State of California adopted legislation requiring LEED (Leadership in Energy and Environmental Design) certification for new and renovated public buildings. Many local jurisdictions have not only adopted similar standards for their public buildings, but have also required LEED certification or

LEED equivalency for larger commercial and residential developments. LEED certification building standards are one piece of a coordinated green building program to promote energy and resource efficient buildings.

The City of Campbell is in compliance with State regulations to encourage "green" building techniques which illustrates Campbell's initiative to limit the environmental impact of municipal facilities, and also sets an example for the community at large. The requirements of the CalGreen Program are currently being implemented by the City. In addition, the recent building code amendments requiring increased energy efficiency have also been adopted by the City in February of 2014.

The City has adopted a Construction and Demolition Debris Ordinance that requires the diversion of 50 percent of construction waste in accordance with the mandate of the California Waste Management Act. Under the ordinance, contractors are required to recycle or reuse at least 50 percent of the construction and demolition debris waste tonnage from demolition projects greater than 500 square feet, and all renovations or additions to an existing structure or construction of a new structure, greater than 2,000 square feet or where the construction of the work exceeds $250,000, as determined by the Building Official.

Both the public and private sectors currently offer grants, refunds, and other funding for green building. In addition, developments built to green standards assist both the owners and tenants with energy and maintenance costs over time. The following presents a variety of ways in which Campbell can promote energy conservation and green building:

- ✓ Develop green (energy-efficient and environmentally-sensitive) building standards for public buildings.
- ✓ Provide incentives, such as expedited plan check, for private developments that are building green.
- ✓ Encourage higher densities and mixed-use development within walking distance of commercial and transit, thereby reducing vehicular trips and reducing greenhouse gas emissions.
- ✓ Promote financial resources available through the California Energy Commission for use of solar panels.
- ✓ Provide resource materials and training opportunities regarding green building and energy conservation.
- ✓ Ensure compliance with CalGreen building code requirements.

The State of California and the Federal government also have programs designed to increase energy efficiency and reduce energy costs for lower income families. Some of these programs include:

- **Weatherization Assistance Program** funded by the Department of Energy, is a program for delivering energy conservation services to low-income Californians (households with less than 60% of the median income). The Weatherization Assistance Program reduces the heating and cooling costs for low-income families by improving the energy efficiency of their homes and ensuring their health and safety. Among low-income households, the program focuses on those with elderly residents, individuals with disabilities, and families with children. This program is provided through the Sacred Heart Community Service organization based out of San Jose.

- **The Low-Income Home Energy Assistance Program (LIHEAP) Block Grant –** Funded by the Federal Department of Health and Human Services and provides two basic types of services. Eligible low-income persons (via local governmental and nonprofit organizations) can receive financial assistance to offset the costs of heating/cooling their dwellings, and/or have their dwellings weatherized to make them more energy efficient. This is accomplished through these three program components:

    - The Weatherization Program provides free weatherization services to improve the energy efficiency of homes, including attic insulation, weather-stripping, minor home repairs, and related energy conservation measures.

    - The Home Energy Assistance Program (HEAP) provides financial assistance to eligible households to offset the costs of heating and/or cooling dwellings.

    - The Energy Crisis Intervention Program (ECIP) provides payments for weather-related or energy-related emergencies.

Energy Conservation Programs Offered through Local Utilities

Pacific Gas & Electric (PG&E) provides both natural gas and electricity to residential consumers throughout Santa Clara County. The company provides a variety of energy conservation services for residents and also participates in several other energy assistance programs for lower-income households, which can help qualified homeowners and renters conserve energy and control electricity costs. In addition to supporting green building efforts, Campbell also supports energy conservation by advertising utility rebate programs and energy audits available through Pacific Gas and Electric, particularly connected to housing rehabilitation programs. Some of these programs include the following:

- **The California Alternate Rates for Energy (CARE) Program –** Provides a 20 percent monthly discount on gas and electric rates to income qualified households, certain non-profits, facilities housing agricultural employees, homeless shelters, hospices and other qualified non-profit group living facilities.

- **The Relief for Energy Assistance through Community Help (REACH) Program –** Provides one-time emergency energy assistance to low income customers who have no other way to pay their energy bill. REACH aims to assist those who are in jeopardy of losing their electricity services, particularly the elderly, disabled, sick, working poor, and the unemployed, who experience severe hardships and are unable to pay for their necessary energy needs. Customers who have experienced an uncontrollable or unforeseen hardship may receive an energy credit up to $200.

- **The Balanced Payment Plan (BPP) –** Designed to eliminate big swings in a customer's monthly payments by averaging energy costs over the year. On enrollment, PG&E averages the amount of energy used by the household in the past year to derive the monthly BPP amount. PG&E checks the household's account every four months to make sure that its estimated average is on target. If the household's energy use increases or decreases dramatically, PG&E will change the amount of monthly payment so that the household does not overpay or underpay too much over the course of a year.

- **The Family Electric Rate Assistance (FERA) Program** – PG&E's rate reduction program for large households of three or more people with low- to middle-income. It enables large low-income large households to receive a Tier 3 (131 percent to 200 percent of baseline) electric rate reduction on their PG&E bill every month.

- **Medical Baseline Allowance Program –** PG&E offers additional quantities of energy at the lowest (baseline) price for residential customers that have special medical or heating/cooling needs because of certain medical needs.

- **Energy Works Program/Energy Partners Program** - The Energy Works Program provides qualified low-income tenants free weatherization measures and energy-efficient appliances to reduce gas and electricity usage. In order to qualify for the program, a household's total annual gross income cannot exceed the income as set in the income guidelines (see http://www.hacsc.org/energy_works_program.htm). Households must receive gas and/or electricity from PG&E and must not have participated in the Energy Partners Program in the past 10 years.

- **PG&E's SmartAC™ Program** - This program offers a simple and convenient way to help prevent power interruptions. When customers sign up, PG&E installs a free SmartAC device that can slightly reduce the energy an air conditioner uses automatically in case of a state or local energy supply emergency. PG&E customers get $25 for signing up for the SmartAC™ program.

SECTION 4 HOUSING PLAN

Introduction

The foundations of implementing any Element of the General Plan are the goals and policies that bring a General Plan to life. The Housing Plan describes what Campbell will do to meet the City's requirements for encouraging the provision of housing.

Campbell's Housing Plan for addressing housing needs is organized according to the six housing issues and their associated goals.

Housing Issue	Housing Element Goal
• **Housing and Neighborhood Preservation**	*H-1. Maintain and enhance the quality of existing housing and residential neighborhoods in Campbell.*
• **Housing Affordability**	*H-2. Improve housing affordability for both renters and homeowners in Campbell.*
• **Housing Production**	*H-3. Encourage the production of housing affordable to a variety of household income levels.*
• **Provision of Adequate Residential Sites**	*H-4. Provide adequate housing sites through appropriate land use and zoning designations to accommodate the City's share of regional housing needs.*
• **Reduction of Governmental Constraints**	*H-5. Reduce the impact of potential governmental constraints on the maintenance, improvement and development of housing.*
• **Promotion of Equal Housing Opportunity**	*H-6. Promote equal opportunity for all residents to reside in the housing of their choice.*

Goals, Policies, and Programs

The goals and policies presented here are implemented through a series of housing strategies and programs. These housing strategies and programs outline the specific actions the City of Campbell will undertake to achieve the stated goals and policies. This Housing Plan is designed to be implemented with the City's current staffing and funding levels. If additional resources are available in the future Campbell will modify its housing program accordingly.

Goal H-1: ***Maintain and enhance the quality of existing housing and residential neighborhoods in Campbell.***

Policy H-1.1: **Property Maintenance**: Encourage property owners to maintain properties in sound condition.

Program H-1.1a: Housing Rehabilitation Loan Program: Work with Santa Clara County to ensure that Campbell residents have access to countywide housing programs.

Implementation Objective: The City will continue to inform residents about Countywide housing programs available, including the County's Housing Rehabilitation Loan Program.

Program H-1.1b: Code Enforcement: The City administers a Code Enforcement Program to preserve and maintain the livability and quality of neighborhoods. Code enforcement staff investigates violations of property maintenance standards as defined in the Municipal Code as well as other complaints. When violations are identified or cited, staff encourages property owners to make repairs or seek assistance through the rehabilitation assistance programs offered by the County or non-profit partners, if applicable. The City will also continue code enforcement activities aimed at identifying housing units in need of rehabilitation and repair, providing referrals to City rehabilitation staff.

Implementation Objective: The City will continue to administer the Code Enforcement Program. The Code Enforcement Officer will identify housing units (including ownership and rental units in single- and multi-family buildings) that could qualify for rehabilitation assistance.

Policy H-1.2: **Green Buildings**: Encourage the use of sustainable and green building design in new and existing housing.

Program H-1.2a: Green Buildings: The City is concerned about the continued availability of all resources for the development of affordable housing. The City of Campbell adopted the Green policies recommended by the Santa Clara County Cities Green Building

Collaborative (GBC) intended to promote climate protection strategies and regional reductions in greenhouse gas emissions including:

- ✓ Recognizing/adopting the LEED and GreenPoint Rated rating systems as a standard for green building evaluation;
- ✓ Completion of the "Green Checklist" as part of development applications, including remodels over 500 square feet; and
- ✓ LEED Silver certification for all new or renovated municipal buildings over 5,000 square feet.

Campbell promotes its Green Building Program on the homepage of the City's website, and provides an on-line version of its required Green Building Checklist. Furthermore, staff works closely with applicants early in the process to explain the City's Green Building goals and the long-term financial and environmental benefits of integrating sustainable features in project design. The City will strengthen its green building codes in accordance with the State's CalGreen building code.

Implementation Objective: Implement the State's CalGreen building codes to promote climate protection strategies. Promote green building and energy conservation on City website and through brochures.

Policy H-1.3: **Energy Efficiency**: Energy costs can reduce the affordability of housing for lower income households. The City will continue to promote programs and opportunities for improved energy efficiency and weatherization. To address energy conservation in existing buildings, Campbell's website promotes Pacific Gas and Electric utility assistance programs. These programs primarily serve extremely low and very low income households.

Program H-1.3a: Promote Energy Efficiency: Promote programs and activities that reduce residential energy usage in existing buildings. Campbell's website will promotes Pacific Gas and Electric utility assistance programs, programs offered through non-profit agencies and other related programs.

Implementation Objective: The City website will promote PG&E utility assistance programs, programs offered through non-profit agencies and other related programs. Information will also be provided at the Community Development Department public counter, library, and Community Center will also be provided.

Goal H-2: ***Improve housing affordability for both renters and homeowners in Campbell.***

Policy H-2.1: **Preservation of Affordable Housing**: Work with property owners, tenants and non-profit purchasers to facilitate the preservation of assisted rental housing.

Program H-2.1a: Preservation of Assisted Housing: As of 2014, the City has a total of 747 rent-restricted units in twelve developments in its jurisdiction. While none of these units is considered at high risk of conversion to market rate rents, two projects totaling 190 units are technically considered at-risk due to the need for continued renewals by the federal government of project-based Section 8 contracts. The City will take the following actions to facilitate long-term preservation of these units:

- ✓ Monitor the at-risk units by continuing to maintain close contact with property owners regarding their long-term plans for their properties.
- ✓ Participate in the preservation of at-risk units by providing financial and/or technical assistance (as may be available) to existing property owners and/or other organizations interested in purchasing and maintaining the properties should the owners be interested in selling.
- ✓ Conduct tenant education by:
  - Notifying tenants at least one year prior to potential conversion to market-rate housing.
  - Providing information regarding tenant rights and conversion procedures should an owner decide to convert his property to non-low-income use.
  - Offering tenants information regarding Section 8 rental subsidies and other available assistance through City and County agencies as well as non-profit organizations.

Implementation Objective: The City will maintain contact with the owners of the at-risk properties, and provide financial (if available) or other assistance as necessary to maintain the affordability of these at risk units.

Program H-2.1b: Preservation of Mobile Home Park Units: Continue to enforce the City's Rental Increase Dispute Resolution program for mobile home park units to maintain the availability and affordability of mobile home units in Campbell. The City recently entered into an agreement with the Timber Cove Mobile Home Park to maintain unit affordability.

Implementation Objective: Continue to implement the provisions of the ordinance to maintain the affordability of these units.

Program H-2.1c: Monitor Lower Income Household Displacement: As regional housing costs increase, lower income households may be forced to relocate (i.e. to be displaced) to find affordable housing. This can be caused either by landlords and investors seeking tenants that are able to pay higher rents or through the replacement of more affordable housing units with newer or more expensive market rate housing. The City will monitor issues associated with rising rental costs to try to maintain the availability and housing affordable to lower income households.

Implementation Objective: The City will monitor housing affordability in the community on an ongoing basis, will consider the impacts of new housing development on the existing supply of affordable housing throughout the development review process, and will consider possible strategies to address local displacement issues as they are identified.

Policy H-2.2: **Rental Assistance**: Support the provision of rental assistance to lower-income households.

Program H-2.2a: Section 8 Rental Assistance: The Section 8 Rental Assistance Program extends rental subsidies to very low-income households, including families, seniors, and the disabled. The Section 8 Program offers a voucher that pays the difference between the current fair market rent (FMR) and what a tenant can afford to pay (i.e., 30% of household income). The voucher allows a tenant to choose housing that cost above the payment standard, provided the tenant pays the extra cost. Approximately 300 Campbell residents currently receive Section 8 assistance. Given the significant gap between market rents and what very low income households can afford to pay for housing, Section 8 plays a critical role in allowing such households to remain in the community, and is a key program in addressing the needs of extremely low and very low income households.

Implementation Objective: Through the County Housing Authority, the City will continue to provide Section 8 rental assistance to extremely low to very low-income residents. The City will encourage landlords to register units with the Housing Authority.

Policy H-2.3: **Homeownership Opportunities**: Support the provision of homeownership assistance to lower- and moderate-income households.

Program H-2.3a: Mortgage Credit Certificate: The Mortgage Credit Certificate (MCC) program is a federal program that allows qualified first-time home-buyers to take an annual credit against federal income taxes of up to 15 percent of the annual interest paid on the applicant's mortgage. This enables homebuyers to have more income available to qualify for a mortgage loan and make the monthly mortgage payments. The

value of the MCC must be taken into consideration by the mortgage lender in underwriting the loan and may be used to adjust the borrower's federal income tax withholding. The MCC program has covenant restrictions to ensure the affordability of the participating homes for a period of 15 years. Eligible first time homebuyers may apply through their mortgage lenders to participate in this program.

Implementation Objective: The City will continue to provide information and promote the County MCC program. The City will also continue to make available brochures of housing programs available and provide information about the program on the City's web site.

Program H-2.3b: Foreclosure Prevention: While home foreclosures are not as prevalent in Campbell as in many other areas of the County, many residents are at-risk of defaulting on their mortgages and potentially losing their homes. Several area agencies provide foreclosure intervention counseling services, including Neighborhood Housing Services Silicon Valley, Project Sentinel, and/or Acorn Housing. The City will play an active role in promoting the services of these and other agencies to provide residents with the education and resources to help reduce foreclosures.

Implementation Objective: Promote available foreclosure counseling services through the City website and quarterly newsletters.

Policy H-2.4: Special Needs Housing: Assist in the provision of housing and supportive services to persons with special needs, including (but not limited to): seniors, single parents with children, persons with disabilities, the homeless, and those at risk of becoming homeless.

Program H-2.4a: Shared Housing Program: The City will continue to encourage and support the provision of shared housing opportunities in Campbell. Under a shared housing program, a home provider, a person who has a home to share, is matched with a home seeker, a person in search of a home to share.

Implementation Objective: Continue to provide (if available) assistance for shared housing services to single-parent households, and extremely low, very low and low income populations (if available).

Program H-2.4b: Homeless Assistance/Shelter Provisions: The City will continue to support area non-profit agencies that serve the homeless and those at risk of becoming homeless. These agencies offer emergency shelters, transitional housing facilities, housing assistance, food, clothing, and job referrals to persons in need.

Implementation Objective: The City will continue to provide support to area homeless shelter and service providers to serve extremely low and very low income populations (as resources are available).

Program H-2.4c: Physically Accessible Housing: Development of new housing can provide an opportunity to increase the limited supply of handicapped-accessible housing in Campbell. As part of new residential development projects, the City will work with developers to integrate physically accessible units in new developments.

Implementation Objective: The City will work with developers to increase the number of fully accessible housing units compliant with American with Disabilities Act (ADA) standards.

Program H-2.4d: Persons with Disabilities. Coordinate with other agencies and organizations, such as San Andreas Regional Center (SARC), Housing Choices Coalition, and Bay Area Housing Coalition, in meeting the needs of persons with disabilities.

Implementation Objective: (1) Work with San Andreas Regional Center to increase the availability of information on programs to assistance persons with disabilities. (2) Continue to provide support to area homeless shelters and service providers to serve extremely low and very low income populations (as resources are available). (3) Explore opportunities to assist in the provision of supportive housing opportunities for persons with disabilities.

Goal H-3: Encourage the provision of housing affordable to a variety of household income levels.

Policy H-3.1: **Inclusionary Housing**: Support the development of additional affordable housing by non-profit and for-profit developers through financial assistance and/or regulatory incentives. Ensure that new residential development in Campbell integrates units affordable to lower- and moderate-income households, or contributes funds to support affordable housing activities (when funding is available). Create additional levels of affordability within the Inclusionary Housing Ordinance in a way that does not create a governmental constraint to housing production.

Program H-3.1a: Inclusionary Housing Ordinance Implementation: Continue to implement the City-wide Inclusionary Housing Ordinance to require 15 percent affordable units within for-sale new residential projects of ten or more units. For-sale housing is currently required to provide 15 percent moderate units. Although the City's Inclusionary Housing Ordinance requires rental housing to provide 15 percent very low and low income units, with at least six percent very low income and nine percent of low/moderate income, the City's ability to enforce this

requirement has been overruled by 2009 Palmer vs. City of Los Angeles court case.

Implementation Objective: Continue to implement inclusionary housing requirements for all new projects as required by City Ordinance.

Program H-3.1b: Citywide Inclusionary Housing Ordinance Amendments: The City will also consider revisions to the Inclusionary Housing Ordinance to allow for case-by-case determination on the appropriate percentage of low and moderate income units within the 15 percent total requirement for for-sale unit projects. The goal is to consider providing for greater affordability levels in addition to the Moderate income units currently required.

Implementation Objective: Evaluate the appropriateness of amending the Inclusionary Housing Ordinance to provide more flexibility for targeting lower affordability levels and to ensure that the Inclusionary Housing Ordinance and the City's Density Bonus provisions are integrated in a manner consistent with State Law and recent court decisions. If updating the Ordinance is appropriate, complete the update within two years of the adoption of the Housing Element.

Goal H-4: Provide adequate housing sites through appropriate land use and zoning designations to accommodate the City's share of regional housing needs.

Policy H-4.1: **Residential Sites**: Assist developers in identifying sites suitable for residential and mixed-use development, and facilitate development through the provision of financial and regulatory incentives, as appropriate.

Program H-4.1a: Housing Opportunity Site Inventory: As part of the update to the Housing Element, a parcel-specific analysis of vacant and underutilized sites was conducted to identify Opportunity Sites for development within the planning period. The Opportunity Sites analysis identifies five areas that have adequate capacity to address Campbell's 2015-2023 housing production goals. In order to specifically encourage and facilitate development on these Opportunity Sites, the City will undertake the following actions:

- ✓ Contact property owners within the Opportunity Site Areas (during the Housing Element update process) to discuss the City's desire to develop housing in these areas and the availability of financial and regulatory development incentives.
- ✓ Allow for reductions in parking for properties within 1/4 mile of light rail.

- ✓ Post the Housing Element sites inventory on the City's website as a tool for developers, and provide as a handout at the public counter.
- ✓ Summarize the Planned Development (P-D) development standards, derived from applicable Area Plans and zoning districts, in the sites inventory to provide greater clarity to developers.
- ✓ Update on an annual basis in conjunction with the General Plan progress report.
- ✓ Provide technical assistance to property owners and developers, including assessor parcel data and information on density and design incentives.
- ✓ Assist developers in completing funding applications in support of development, and as appropriate, provide local funds and/or land as leverage if available.

Implementation Objective: Maintain an active listing of residential and mixed-use Opportunity Sites, and update annually. Where appropriate, provide regulatory concessions and financial assistance to encourage new housing development (when funding is available).

Policy H-4.2: **Mixed-Use Development**: Promote mixed-use development where housing is located near jobs, services, shopping, schools, and public transportation.

Program H-4.2a: Mixed-Use Development: The inclusion of residential uses in new mixed-use developments will be encouraged through the use of incentives such as reduced parking requirements, including shared parking between commercial and residential uses. Adding residential development along some of the City's commercial corridors will create activity along the street, provide a variety of housing types near work, shopping and transportation, and enhance public safety.

The City will ensure that residential development is included in the mixed-use projects on opportunity sites in order to address RHNA goals. Mixed-use development will be located next to sidewalks or landscape setback areas adjacent to the public street to enhance visibility, pedestrian access and interaction with the commercial uses. While maximum Floor Area Ratios (FARs) are contained in specific land use policies within each Master, Area or Specific Plan, residential units are not counted against the allowable FAR. Similarly, the commercial portion of the project does not count against the density of the residential portion. A reduction in the required open space for the residential component may be granted where site characteristics preclude fulfillment of the entire open space requirement. In this way, sites that are currently being occupied by

commercial uses may be redeveloped with residential and commercial uses, improving the financial feasibility of projects.

Implementation Objective: The City will continue to allow and promote residential uses in conjunction with commercial and/or office uses in mixed use developments. The City may provide financial, technical, and/or other assistance to facilitate mixed-use development along commercial corridors and around transit stations (when funding is available).

Policy H-4.3: **Planned For Densities**: To encourage the efficient and sustainable use of land, the City encourages residential development that is proposed near existing light rail stations (within 1/4 mile radius) and/or within the boundaries of the Winchester Boulevard Master Plan, East Campbell Avenue Master Plan, and all opportunity site areas, to achieve at least 75 percent of the maximum General Plan Land Use category densities.

Program H-4.3a: Achieve Target Densities. The City will work closely with property owners and developers to inform them of this policy and its purpose to encourage infill development, create pedestrian oriented areas, reduce vehicle miles travelled and improve air quality. Unique site circumstances relating to interface with adjoining residential properties will require a degree of flexibility as to the application of this policy to limit potential environmental impacts resulting from projects.

Implementation Objective: Inform developers of policy to strive to achieve at least 75% of General Plan density within specified areas. Review development proposals for residential and mixed-use projects to strive to achieve "planned-for" densities within the specified areas of this policy.

Goal H-5: ***Minimize the impact of potential governmental constraints on the maintenance, improvement and development of housing.***

Policy H-5.1: **Institutional Capacity**: Investigate options and opportunities for Campbell to restore the housing program staff resources to oversee the implementation of non-development-related the programs and activities. Some of the possible options to restore staff resources could include hiring additional City staff and/or partnering with other jurisdictions or non-profit organizations.

Program H-5.1a: Housing Program Staffing: Evaluate the feasibility of re-establishing a local housing program. The evaluation may include an evaluation of funding sources and partnership opportunities.

Implementation Objective: Initiate this evaluation within 24 months of the adoption of the Housing Element. Complete the evaluation process with 12 months of initiation.

Program H-5.1b: Affordable Housing Partnerships: Look for opportunities to partner with Santa Clara County, other cities, non-profit organizations, and for profit housing providers to preserve, rehabilitate, and construct affordable housing units in and around Campbell. For example, the City Council recently committed $250,000 as matching funds to a future affordable project with the Santa Clara County.

Implementation Objective: At least every two years, the City will continue to explore and evaluate opportunities to partner with non-profit organizations to rehabilitate, preserve or create affordable housing The City will also monitor and evaluate opportunities to apply for affordable housing grants in conjunction with its non-profit partners.

Policy H-5.2: **Regulatory Incentives**: Provide regulatory and/or financial incentives where appropriate to offset or reduce the costs of affordable housing development, including density bonuses and flexibility in site development standards.

Program H-5.2a: Density Bonus: In compliance with current State law, the City offers density bonuses and regulatory incentives/concessions to developers of affordable and/or senior housing in all residential zones. Applicants of residential projects of five or more units may apply for a density bonus and additional incentive(s) if the project provides for one of the following:

- ✓ 10 percent of the total units for lower income households; or
- ✓ 5 percent of the total units for very low income households; or
- ✓ A senior citizen housing development or mobilehome park that limits residency based on age requirements for housing for older persons; or
- ✓ 10 percent of the total dwelling units in a condominium for moderate income households.

As per State Law, the amount of density bonus varies according to the amount by which the percentage of affordable housing units exceeds the established minimum percentage, but generally ranges from 20 to 35 percent above the specified General Plan density.

In addition to the density bonus, eligible projects may receive one to three additional development incentives, depending on the proportion of affordable units and level of income targeted. The following development incentives may also be requested:

- ✓ A reduction in site development standards (e.g., setback and square footage requirements, and/or parking requirements) or architectural design requirements. At the request of the

developer, the City will permit a parking ratio (inclusive of handicapped and guest parking) of one space for 0-1 bedroom units, two spaces for 2-3 bedroom units, and 2½ spaces for four or more bedrooms.

- ✓ Approval of mixed-use zoning in conjunction with the housing project if nonresidential land uses would reduce the cost of individual units in the housing project, and the nonresidential land uses would be compatible with the housing project and adjoining development.
- ✓ Other regulatory incentives or concessions proposed by the permit applicant or the City that would result in identifiable cost reductions.

In addition, the City has approved the following set of concessions:

- ✓ Expedited processing pursuant to a mutually agreed upon schedule; and,
- ✓ Deferral of the collection of impact fees on market rate units until issuance of a certificate of occupancy.

Implementation Objective: The City will continue to offer density bonus and/or regulatory incentives/concessions to facilitate the development of affordable and/or senior housing. The City will advertise its density bonus provisions on its website, explain how density bonuses work in tandem with inclusionary requirements, and promote in discussions with prospective development applicants.

Program H-5.2b: Parking Standard Modifications: In addition to parking reductions available to affordable and senior housing projects under the City's density bonus ordinance, Campbell's Planning Commission has the authority to determine that certain circumstances warrant an adjustment to a project's parking requirements. Such circumstances include, but are not limited to, the proximity of a project to light rail stations, transit corridors, or major employment centers. The Commission may also allow for shared parking for mixed-use projects.

Implementation Objective: The City will continue to offer modified parking standards, on a case-by-case basis, as a way to facilitate development of projects with reduced parking demands.

Policy H-5.3: **Secondary Dwelling Units**: Provide for the infill of modestly priced rental housing by encouraging secondary units in residential neighborhoods.

Program H-5.3a: Secondary Dwelling Units: A secondary dwelling unit is a separate dwelling unit that provides complete, independent living facilities for one or more persons. It includes permanent provisions for living,

sleeping, cooking, eating, and sanitation on the same parcel as the primary unit is situated. Given the limited developable land remaining in Campbell, integrating secondary dwelling units in existing residential neighborhoods presents an opportunity for the City to accommodate needed rental housing. The development of secondary dwelling units is effective in dispersing affordable housing throughout the City and can provide housing to lower-income persons, including seniors and college students. Approximately 1,000 single-family parcels in Campbell are of sufficient size to add a secondary dwelling unit.

Implementation Objective: The City will facilitate the construction of new secondary dwelling units by making information available to the public.

Policy H-5.4: **Ordinance Updates**: Update the Municipal Code as needed to comply with changes to State Law and local conditions relating the housing production and affordability.

Program H-5.4a: Periodic Ordinance Amendments: Update the Municipal Code as needed to comply with changes to State Law and local conditions/needs.

Implementation Objective: Initiate and complete the amendment process to comply with the new requirements within 12 months of being notified of the requirement.

Promotion of Equal Housing Opportunity

Goal H-6: ***Promote equal opportunity for all residents to reside in the housing of their choice.***

Policy H-6.1: **Fair Housing**: Support the provision of fair housing services.

Program H-6.1a: Fair Housing Program: The City will continue to support programs that provide fair housing information and referral to Campbell residents. Project Sentinel, a non-profit organization, offers fair housing investigative and enforcement services in northern California, including Santa Clara County. The organization also conducts educational seminars for owners and managers of rental property, as well as free workshops for tenants to address rights and responsibilities. Project Sentinel receives funding from local cities and counties as well as the federal Department of Housing and Urban Development (HUD). The City of Campbell will continue to allocate a portion of its Business License Fees to support Project Sentinel and promote the services of the organization.

Implementation Objective: The City will coordinate with Project Sentinel to conduct training for Campbell rental property owners and managers to provide information on standard lease agreements, and

tools to address problem tenants within the parameters of fair housing law. The City will provide fair housing information through its website and through the Profile, a quarterly newsletter that goes out to all Campbell households. In addition, fair housing posters will be posted at City Hall, the community center, and the library.

Policy H-6.2: **Rights of Tenants and Landlords**: Assist in educating tenants and landlords, and settling disputes between the two parties.

Program H-6.2a: Rental Dispute Mediation Program: The purpose of the Rental Increase Dispute Resolution Ordinance is to permit landlords a fair and reasonable return on the value of their property while protecting tenants from excessive and unreasonable rent increases. The ordinance establishes a process for the resolution of tenant/landlord disputes concerning rent, housing services or proposed evictions. Under the ordinance, landlords must provide a 60-day written notice of the amount of a rent increase to tenants if the rent increase is 10 percent or higher.

Under the Rent Mediation Program, Campbell renters and rental property owners of four or more units participate in counseling, conciliation, and mediation regarding their rights and responsibilities under California tenant/landlord law. Participation in the program is mandatory, but the outcome is advisory.

Implementation Objective: The City will continue to enforce the Rental Increase Dispute Resolution Ordinance and offer a Rent Mediation Program. The City will continue to make program brochures available at the public counter and other public locations. The City will also continue to mail out to new rental property owners a packet of information regarding the City's Rent Mediation Program as well as contact information for tenant/landlord and fair housing services.

Policy H-6.3: **Housing Accessibility**: Address the special needs of persons with disabilities through provision of supportive housing, homeowner accessibility grants, and provision of reasonable accommodation procedures.

Program H-6.3a: Reasonable Accommodation: The City will monitor its reasonable accommodation procedure for its effectiveness and potential impacts on housing for persons with disabilities. For example, the City will evaluate factors used to determine a reasonable accommodation request such as: the potential benefit of the requested modification, and impact on surrounding uses listed in the City's zoning code to ensure they do not act as a constraint. The review will be conducted as part of the City's Housing Element Annual Report submitted to the State and will evaluate criteria such as:

- ✓ Number of requests approved
- ✓ Revisions to initial applications
- ✓ Number of requests declined
- ✓ Reasons for declining request

The City will evaluate potential revisions to its reasonable accommodation procedure as appropriate based on this annual evaluation.

Implementation Objective: (1) The City will provide annual monitoring to ensure the reasonable accommodation procedure does not act as a constraint on housing for persons with disabilities. The responsible agency for this program shall be the Community Development Department which will also mitigate identified constraints. This monitoring program shall submit its findings annually as part of the Housing Element Annual Report submitted to the State. (2) Within two years, the City will specifically evaluate the procedure's findings of approval and modify the Ordinance as appropriate to ensure its compliance with the requirements of State Law.

Extremely Low Income Households

Housing Element statutes also require an analysis of the needs of extremely low income (<30% AMI) households, and programs to assist in the creation of housing for this population. The Campbell Housing Element sets forth several programs that help to address the needs of Extremely Low Income households, including: Housing Rehabilitation Loan Program (Program H-1.1a); Preservation of Assisted Housing (Program H-2.1a); Section 8 Rental Assistance (Program H-2.2a); Shared Housing (Program H-2.5a); Homeless Assistance/Shelter Provisions (Program H-2.5b); and Reasonable Accommodation provisions (Program H-6.3a).

Implementation Program

A summary implementation program is provided below. Table H-9 specifies the actions, objectives, funding sources, and agency responsible for implementation for each program.

Table H-9: Housing Implementation Programs Summary

Housing Program	Program Goal	Key Objective(s)	Funding Source	Responsible Agency/ Department	Time-Frame
Goal 1 Housing and Neighborhood Conservation					
H-1.1a Housing Rehabilitation Loan Program	Facilitate home rehabilitation	The City will continue to inform residents about the County's Housing Rehabilitation Loan Program.	General Fund	Community Development	2015 to 2023

Table H-9: Housing Implementation Programs Summary

Housing Program	Program Goal	Key Objective(s)	Funding Source	Responsible Agency/ Department	Time-Frame
H-1.1b Code Enforcement	Ensure ongoing maintenance of housing stock	The City will continue to administer the Code Enforcement Program. The Code Enforcement Officer will identify housing units (including ownership and rental units in single- and multi-family buildings) that could qualify for rehabilitation assistance.	General Fund, CDBG	Community Development	2015 to 2023
H-1.2a Green Buildings	Promote energy conservation and sustainable design	Implement the State's CalGreen building codes to promote climate protection strategies. Promote green building and energy conservation on City website and through brochures.	General Fund	Community Development	2015 to 2023
H-1.3a Promote Energy Efficiency	Reduce energy usage in existing buildings	The City website will promote PG&E utility assistance programs, programs offered through non-profit agencies and other related programs. Information will also be provided at City facilities.	General Fund	Community Development	2015 to 2023
Goal 2 Housing Affordability					
H-2.1a Preservation of Assisted Housing	Preserve assisted housing stock	Monitor at-risk units. The City will maintain contact with the owners of the at-risk properties, and provide financial (if available) or other assistance as necessary to maintain the affordability of these at risk units.	General Fund	Community Development	Contact the owners of at-risk properties on an annual basis
H-2.1b Preservation of Mobile Home Park Units	Preserve mobile home park dwelling units	Continue to implement the provisions of the ordinance to maintain the affordability of these units.	General Fund	Community Development	2015-2023
H-2.1c Lower Income Household Displacement:	Monitor Lower Income Household Displacement:	Monitor housing affordability in the community on an ongoing basis, and consider possible strategies to address local displacement issues.	General Fund	Community Development	2015-2023
H-2.2a Section 8 Rental Assistance	Assist extremely low and very low-income households with rental payments	Through the County Housing Authority, the City will continue to provide Section 8 rental assistance to extremely low to very low-income residents. The City will encourage landlords to register units with the Housing Authority.	HUD Section 8	Community Development; County Housing Authority	Prepare and disseminate property owner information.
H-2.3a Mortgage Credit Certificate	Expand home-ownership opportunities	Continue to provide information and promote the MCC program. The City will also continue to make available brochures of housing programs available and provide information about the program on the City's website.	General Fund	Community Development	2015 to 2023

Table H-9: Housing Implementation Programs Summary

Housing Program	Program Goal	Key Objective(s)	Funding Source	Responsible Agency/ Department	Time-Frame
H-2.3b Foreclosure Prevention	Prevent home foreclosures	Promote available foreclosure counseling services through the City website and quarterly newsletters.	Business License Fees	Community Development	2015 to 2023
H-2.4a Shared Housing Program	Support the provision of shared housing opportunities	Continue to provide assistance for shared housing services to single-parent households, and extremely low, very low and low income populations (if available).	General Fund	Community Development	Contact cities and service agencies in 2015
H-2.4b Homeless Assistance/ Shelter Provisions	Coordinate efforts with Silicon Valley jurisdictions and service providers to assist the homeless	Continue to provide support to area homeless shelters and service providers to serve extremely low and very low income populations (as resources are available).	General Fund	Community Development; EHC; InnVision	2015 to 2023
H-2.4c Physically Accessible Housing	Work with developers to integrate physically accessible units into new development	The City will work with developers to increase the number of fully available accessible housing units compliant with American with Disabilities Act (ADA) standards.	General Fund	Community Development	2015 to 2023
H-2.4d Persons with Disabilities	Coordinate with other agencies and organizations, such as San Andreas Regional Center, Housing Choices Coalition, and Bay Area Housing Coalition, in meeting the needs of persons with disabilities	Work with SARC to make information available on the programs and assistance for persons with disabilities to the public through the City Website. Explore opportunities to assist in the provision of supportive housing opportunities for persons with disabilities	General Fund	Community Development	2015 to 2023
Goal 3 Housing Production					
H-3.1a Inclusionary Housing Ordinance Implementation	Increase affordable housing within market-rate developments	Continue to implement inclusionary housing ordinance requirements for all new projects as required by City Ordinance.	General Fund	Community Development	2015-20237
H-3.1b Citywide Inclusionary Housing Ordinance Amendments	Consider revisions to the Inclusionary Housing Ordinance to allow for case-by-case determination on the appropriate percentage of low and moderate income units	Evaluate the appropriateness of amending the Ordinance to provide more flexibility and to ensure that the Inclusionary Housing Ordinance and the City's Density Bonus provisions are integrated in a manner consistent with State Law and recent court decisions.	General Fund	Community Development	Code revisions to Planning Commission and City Council in 2016.
Goal 4 Provision of Adequate Housing Sites					
H-4.1a Housing Opportunity Site Inventory	Provide adequate sites to meet City's share of regional housing needs	Maintain active listing of Opportunity Sites; contact property owners; promote sites on website and update annually.	General Fund	Community Development	Update sites inventory as needed.

Table H-9: Housing Implementation Programs Summary

Housing Program	Program Goal	Key Objective(s)	Funding Source	Responsible Agency/ Department	Time-Frame
H-4.2a Mixed-Use Development	Encourage mixed -use projects by including residences in mixed-use projects	Continue to allow and promote residential uses in conjunction with commercial and/or office uses in mixed use developments.	General Fund	Community Development	2015 to 2023
H-4.3a Achieve Target Densities	Promote compact development by encouraging properties to develop to General Plan densities	Inform developers of policy to strive to achieve at least 75% of General Plan density within specified areas. Review development proposals for residential and mixed-use projects to strive to achieve "planned-for" densities.	General Fund	Community Development	2015 to 2023
Goal 5 Removal of Governmental Constraints					
H-5.1a Housing Program Staffing	Evaluate the feasibility of re-establishing a local housing program	Initiate this evaluation within 24 months. Complete evaluation process within 12 months.	General Fund	Community Development	2015 to 2017
H-5.1b Affordable Housing Partnerships	Look for opportunities to partner with other organizations to share limited funds to further affordable housing opportunities	Explore and evaluate opportunities to partner with non- profit organizations to rehabilitate, preserve, or create affordable housing. Monitor opportunities to apply for affordable housing grants.	General Fund, Housing Trust Fund	Community Development	At least every two years
H-5.2a Density Bonus	Provide density bonuses and other incentives to facilitate affordable housing development	Continue to offer density bonus and/or regulatory incentives/ concessions to facilitate the development of affordable and/or senior housing. Advertise density bonus provisions on the City website.	General Fund	Community Development	2015 to 2023
H-5.2b Parking Standard Modifications	Provide parking modifications to facilitate mixed-use and affordable housing development	Continue to offer modified parking standards, on a case-by-case basis, as a way to facilitate development of projects.	General Fund	Community Development	2015 to 2023
H-5.3a Secondary Dwelling Units	Facilitate development of secondary dwelling units	The City will facilitate the construction of new secondary dwelling units by making information available to the public.	General Fund	Community Development	2015 to 2023
H-5.4a Periodic Ordinance Amendments	Update the Municipal Code as needed to comply with changes to State Law and local conditions and needs	Initiate and complete the amendment process to comply with the new requirements within 12 months of being notified of the requirement.	General Fund	Community Development	2015 to 2023

Table H-9: Housing Implementation Programs Summary

Housing Program	Program Goal	Key Objective(s)	Funding Source	Responsible Agency/ Department	Time-Frame
Goal 6 Promotion of Equal Housing Opportunity					
H-6.1a Fair Housing Program	Further fair housing practices in Campbell	Advertise through City website and newsletter, and through Recreational pamphlet. Coordinate with Project Sentinel to conduct property manager training.	County, Business License Fees	Community Development; Project Sentinel	2015 to 2023
H-6.2a Rental Dispute Mediation Program	Assist in settling disputes/issues between tenants and landlords	The City will continue to enforce the Rental Increase Dispute Resolution Ordinance and offer a Rent Mediation Program. The City will continue to make program brochures available at the public counter and other public locations and mail to new rental property owners a packet of information regarding the City's Rent Mediation Program.	General Fund	Community Development; Project Sentinel	2015 to 2023
H-6.3a Reasonable Accommodation	Facilitate the provision of housing for the disabled population	Provide annual monitoring to ensure that the reasonable accommodation procedure does not act as a constraint on housing for persons with disabilities. Evaluate the existing ordinance to ensure its compliance with the requirements of State Law.	General Fund	Community Development	Submit Housing Element Annual Report each year to the State Conduct the evaluation in 2016. If needed, start amendment process by 2017.

Table H-10: Summary of Quantified Objectives 2015-2023

Income Level	New Construction Goal[1]	Rehabilitation Goal[2]	Conservation Goal[3]
Extremely Low	127	50	390
Very Low	126		
Low	138		
Moderate	151	-	-
Above Moderate	391	-	-
Totals	**933**	**50**	**390**

1. Reflects RHNA.
2. Programs relating to rehabilitation are operated by Santa Clara County.
3. Reflects Section 8 at-risk units.

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Appendix A1: Area Plans and Special Project Areas

NORTH OF CAMPBELL AVENUE AREA (NOCA)

SOUTH OF CAMPBELL AVENUE AREA (SOCA)

SAN TOMAS AREA NEIGHBORHOOD PLAN (STANP)

DOWNTOWN DEVELOPMENT POLICIES (OCT. 2006)

Appendix A2: Streetscape Standards

Appendix B: Relationship of the City of Campbell General Plan Land Use Categories with Zoning Categories

2015-2023 Housing Element Technical Appendices Report

APPENDIX A: HOUSING NEEDS ASSESSMENT

APPENDIX B: HOUSING CONSTRAINTS

APPENDIX C: HOUSING ACCOMPLISHMENTS

APPENDIX D: INVENTORY OF OPPORTUNITY SITES

APPENDIX E: PUBLIC OUTREACH DOCUMENTATION

North of Campbell Avenue Area (NOCA)

The NOCA Area is located northeast of downtown Campbell.

DEVELOPMENT POLICIES

Land Uses

Mixed residential, office and commercial/retail uses are encouraged throughout the area west of the railroad tracks.

Development Intensity

Allowable density for non-residential uses shall be a floor area ratio (FAR) of up to 1.0:1.

Residential development is allowed up to a maximum density of 20 units per gross acre, and will not be counted against the allowable floor area ratio.

Parcel Consolidation

Property owners are encouraged to consolidate property to provide more logical building sites and coordinated development formats.

Generally, sites of greater than three acres will be permitted to maximize densities under the development intensity standards referred above. Project densities on parcels of smaller size will be reduced on a sliding scale as indicated below:

ACRES	FAR
Up to .99	0.3
1.0 to 1.99	0.6
2.0 to 2.99	0.8
3.0	1.0

Consolidated or larger parcels will also be permitted to mix residential and non-residential uses up to the maximum densities allowed.

Joint use of parking facilities may be possible with mixed use development formats on larger parcels.

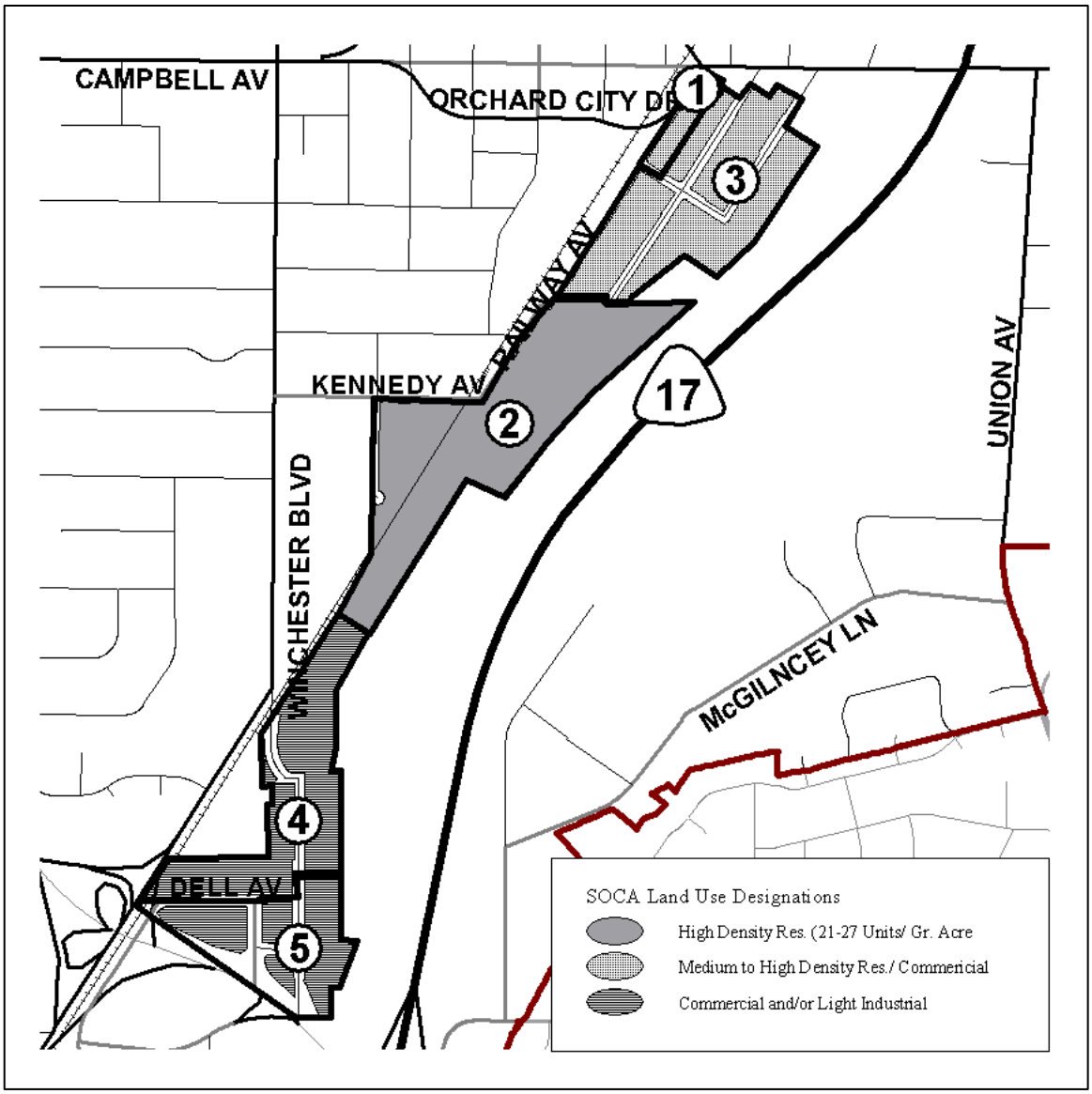
Traffic

Development proposals shall assess the impact of project traffic and will be responsible for mitigating traffic impacts.

Density

A density bonus of up to 25% may be permitted for projects which provide below market rate housing or housing which meets a special community-wide need such as housing for the handicapped or housing for the elderly.

South of Campbell Avenue Area (SOCA)



The SOCA Area is located southeast of downtown Campbell.

DEVELOPMENT POLICIES

Land Use

Sub-Area 1 (Railway Avenue)

The following land uses are allowed in this area:

- Commercial land uses as governed by Sections 21.26.020 and 21.26.030 of the C-3 (Downtown Business District) Ordinance with the clarification that office uses may be allowed on the ground floor without a use permit.
- Mixed-use development containing residential and commercial uses as permitted by Sections 21.26.020 and 21.26.030 of the C-3 (Downtown Business District) Ordinance.
- The maximum floor area ratio for uses in Area 1 is shown on the following chart. Modifications or additions to the floor area of buildings existing at the time of adoption of this policy may exceed the floor area ratios contained in the following chart with the approval of the Planning Commission. The modification shall not substantially reduce the potential of comprehensive redevelopment of the area.

Minimum Acreage	Minimum Lot Size	Maximum Floor Area Ratio
0.00 acres	0 sq. ft.	0.30
0.50	21,780	0.40
0.75	32,670	0.50

The allowable dwelling unit densities for residential projects are contained in the following chart.

Minimum Acreage	Minimum Lot Size	Allowable Density Range
0.50 acres	21,780 sq. ft.	12-16 DU/ACRE
1.00	43.560	12 to 20
1.25	54,450	12 to 24
1.50	65,340	12 to 27

Sub-Area 2 (High Density Residential)

The following land uses are allowed in this area:

- High density residential uses within the range of 21 to 27 dwelling units per gross acres are permitted in this area. Projects may consist of rental or ownership units.
- Projects must contain a minimum of 1.5 acres. Future applications for development of a portion of Area 2 containing less than five acres shall prepare a master plan delineating a conceptual development approach for the remainder of the Area. The intent is to ensure that the remainder of Area 2 can be developed in a logical, orderly manner. The City Council must accept the master plan prior to approval of a site specific project.
- The maximum height of all structures shall be 50 feet, excluding architectural features. Minor variations in the height limitation may be allowed by City

Council if the variations are found to enhance the architectural quality of the project.

- Modifications or additions to the floor area of buildings existing at the time of adoption of this policy may be allowed with the approval of the Planning Commission. The modification shall not substantially reduce the potential for comprehensive redevelopment of the area.

Sub-Area 3 (Dillon/Gilman)

The following land uses are allowed in this area:

- Commercial uses as governed by Sections 21.24.020 and 21.24.030 of the C-2 (General Commercial) Zoning Ordinance.
- Attached residential units.
- Mixed-use developments containing residential and commercial uses as permitted by Sections 21.26.020 and 21.26.030 of the C-3 (Downtown Business District) Ordinance.

The allowable dwelling unit densities for residential projects are contained in the following chart.

Minimum Acreage	Minimum Lot Size	Allowable Density Range
0.50 acres	21,780 sq. ft.	12-16 DU/ACRE
1.00	43.560	12 to 20
1.25	54,450	12 to 24
1.50	65,340	12 to 27

The maximum floor area ratio for industrial and commercial uses is shown on the following chart. Modifications or additions to the floor area of buildings existing at the time of adoption of this policy may exceed the floor area ratios contained in the following chart with the approval of the Planning Commission. The modification shall not substantially reduce the potential for comprehensive redevelopment of the area.

Minimum Acreage	Minimum Lot Size	Maximum Floor Area Ratio
0.00 acres	0 sq. ft.	0.20
0.46	20,000	0.25
0.69	30,000	0.30
1.03	45,000	0.35

Sub-Area 4 (Old Camden Ave.)

The following land uses area allowed in this area:

- Industrial uses as governed by Sections 21.32.020 and 21.32.030 of the M-1 (Light Industrial) Zoning Ordinance.
- Commercial uses as governed by Sections 21.24.020 and 21.24.030 of the C-2 (General Commercial) Zoning Ordinance.
- The maximum floor area ratio for uses in Area 4 is shown on the following chart. Modifications or additions to the floor area of buildings existing at the time of adoption of this policy may exceed the floor area ratios contained in the following chart with the approval of the Planning Commission. The modification shall not substantially reduce the potential for comprehensive redevelopment of the area.

Minimum Acreage	Minimum Lot Size	Maximum Floor Area Ratio
0.00 acres	0 sq. ft.	0.20
0.46	20,000	0.25
0.69	30,000	0.30
1.03	45,000	0.35

Sub-Area 5 (Expressway Commercial)

The following land uses are allowed in this area:

- Industrial uses as governed by Sections 21.32.020 and 21.32.030 of the M-1 (Light Industrial) Zoning Ordinance.
- Commercial uses as governed by Sections 21.24.020 and 21.24.030 of the C-2 (General Commercial) Zoning Ordinance.
- Expressway-oriented commercial uses such as hotels, motels and restaurants are strongly encouraged in this area. When approving new developments, which do not propose expressway-oriented commercial uses, the City shall adopt findings that the development does not preclude or hinder opportunities for a major expressway-oriented commercial project.
- Automobile repair uses are generally discouraged except where the site has previously been utilized for an automobile repair use and where the project will not be disruptive to the redevelopment of the Area.

The maximum floor area ratio for uses in Area 5, except for hotel/motel uses, is shown on the following chart. Modifications or additions to the floor area of buildings existing at the time of adoption of this policy may exceed the floor area ratios contained in the following chart with the approval of the Planning Commission. The modification shall not substantially reduce the potential for comprehensive redevelopment of the area.

Minimum Acreage	Minimum Lot Size	Maximum Floor Area Ratio
0.00 acres	0 sq. ft.	0.20
0.46	20,000	0.25

0.69	30,000	0.30
1.03	45,000	0.35

The maximum floor area ratio for hotel or motel uses shall be 1.0.

Density Bonus Policy

The City shall grant a density bonus for projects, which meet the requirements contained in the City's Density Bonus Ordinance.

Project Design

Residential Entries

Entries to residential units along a public street shall be oriented to the street.

Public Street Elevations

The public street elevation of residential projects should create a neighborhood appearance and provide visual interest by incorporating architectural elements such as porches, projecting eaves and overhangs, dormer elements, variation in building wall planes and roof elements and well-defined unit entries. The building design should provide a pedestrian scale, which reduces the perceived mass of the structures.

Visibility into Private Developments

Residential projects shall be designed to provide visibility into the core of the project where the project adjoins streets or the Los Gatos Creek Trail. Public parking for trail users should be provided where possible.

Building Mass along Los Gatos Creek

Structures adjoining the Los Gatos Creek Trail shall be designed to minimize the perceived mass of the building as viewed from the Trail and to enhance the project's appearance as viewed from Highway 17. The following techniques may be utilized to accomplish this objective:

- Minimize the width of building elevations facing the trail (eg: orient the side of the structure towards the trail).
- Provide movement and variation in building wall planes.
- Provide variation in roof elements.
- Step-back upper story elements away from the Creek Trail.
- Provide tree species with large, dense canopies to screen the structures.

Access to the Los Gatos Creek Trail

Additional public pedestrian/bicycle access points to the Los Gatos Creek Trail should be provided in the SOCA area. The City should evaluate future projects for opportunities to provide additional public access connections.

Trail Amenities

Projects adjacent to the Los Gatos Creek Trail shall provide trail amenities such as drinking fountains and benches along the trail for public use, as appropriate

Grading

Grading for projects in Area 2 should reflect and retain the natural topography of the site.

Parking

The City shall ensure that new projects provide adequate on-site parking to meet the project's parking demands. The City may require the submission of parking studies as necessary to document that project parking needs are fulfilled on-site. Shared parking arrangements may be considered for mixed use projects. The City shall require the necessary parking studies to ensure that adequate on-site parking is provided under the shared parking concept.

Structured Parking Facilities

Structured parking facilities shall be submerged to the maximum extent possible. Structured parking shall be architecturally treated to be consistent with the overall architectural design of the building.

Circulation

Dillon Ave. Extension

In Area 2, the roadway system should provide an extension of Dillon Avenue to improve circulation, provide emergency vehicle access and integrate projects in this area. Emergency vehicle access should be extended to the southern portions of Area 2. The feasibility and desirability of extending street access to the southern portions of Area 2 should be evaluated in conjunction with review of project proposals.

Dell Ave./Camden Ave.

In conjunction with new development in Area 5, safety improvements to the on and off-ramps from San Tomas Expressway to Dell Avenue should be evaluated. Consideration should be given to abandonment of the existing road linking Dell Avenue to Camden Avenue and construction of an extension of Dell Avenue easterly to Camden Avenue.

Landscaping

Street Tree Plan

The City shall develop a specific street tree plan for the SOCA area, which identifies the tree species that will be required along streets in the area. The City shall also develop a streetscape standard for Railway Avenue, including plant materials, pedestrian walks, pedestrian lighting and street furniture.

Views from Highway 17 and the Creek Trail

Landscaping shall be located to screen and filter views of buildings. Tree groves shall be provided along the eastern edge of Areas 2 and 3 to screen projects as viewed from Highway 17 and the Los Gatos Creek Trail.

Project Tree Types

Projects shall incorporate a mix of evergreen and deciduous tree types to provide tree screening throughout the year.

Fencing along Los Gatos Creek

Solid fencing is strongly discouraged along the Los Gatos Creek Trail. Applicants are encourage to use landscaping to define project boundaries along the Creek Trail frontage rather than fencing.

Naturalized Plant Materials

Naturalized plant species are encouraged immediately adjacent to the creek trail.

Public Improvements

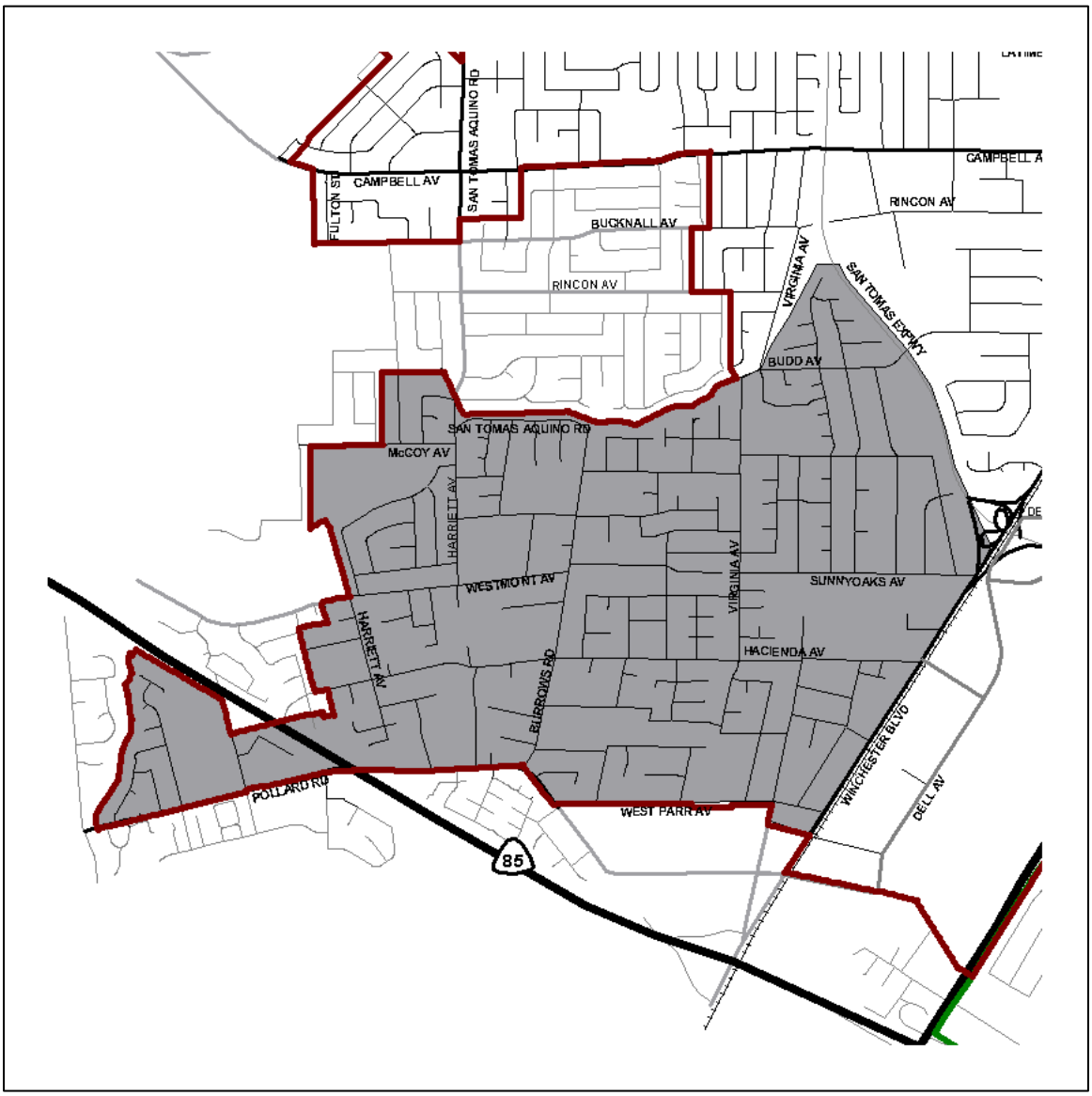
Area Wide Improvements

Project applicants shall be required to participate in SOCA area-wide improvements, as specified in conditions of approval.

Light Rail Transit

Light rail transit is strongly encouraged on the Southern Pacific Railroad right-of-way, including resident-serving light rail stations.

San Tomas Area Neighborhood Plan (STANP)



The San Tomas Area Neighborhood Plan is located on the southwest portion of Campbell.

City of Campbell
Community Development and Public Works Departments

SAN TOMAS AREA NEIGHBORHOOD PLAN

Campbell City Hall
70 N. First Street
Campbell, CA 95008
408.866.2140
www.ci.campbell.ca.us

Adopted by Resolution No. 8574
Effective December 16, 1993
Amended by Resolution No. 9633
Effective January 18, 2000

ACKNOWLEDGMENTS

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John Ashworth
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A - SAN TOMAS PUBLIC IMPROVEMENT PLAN

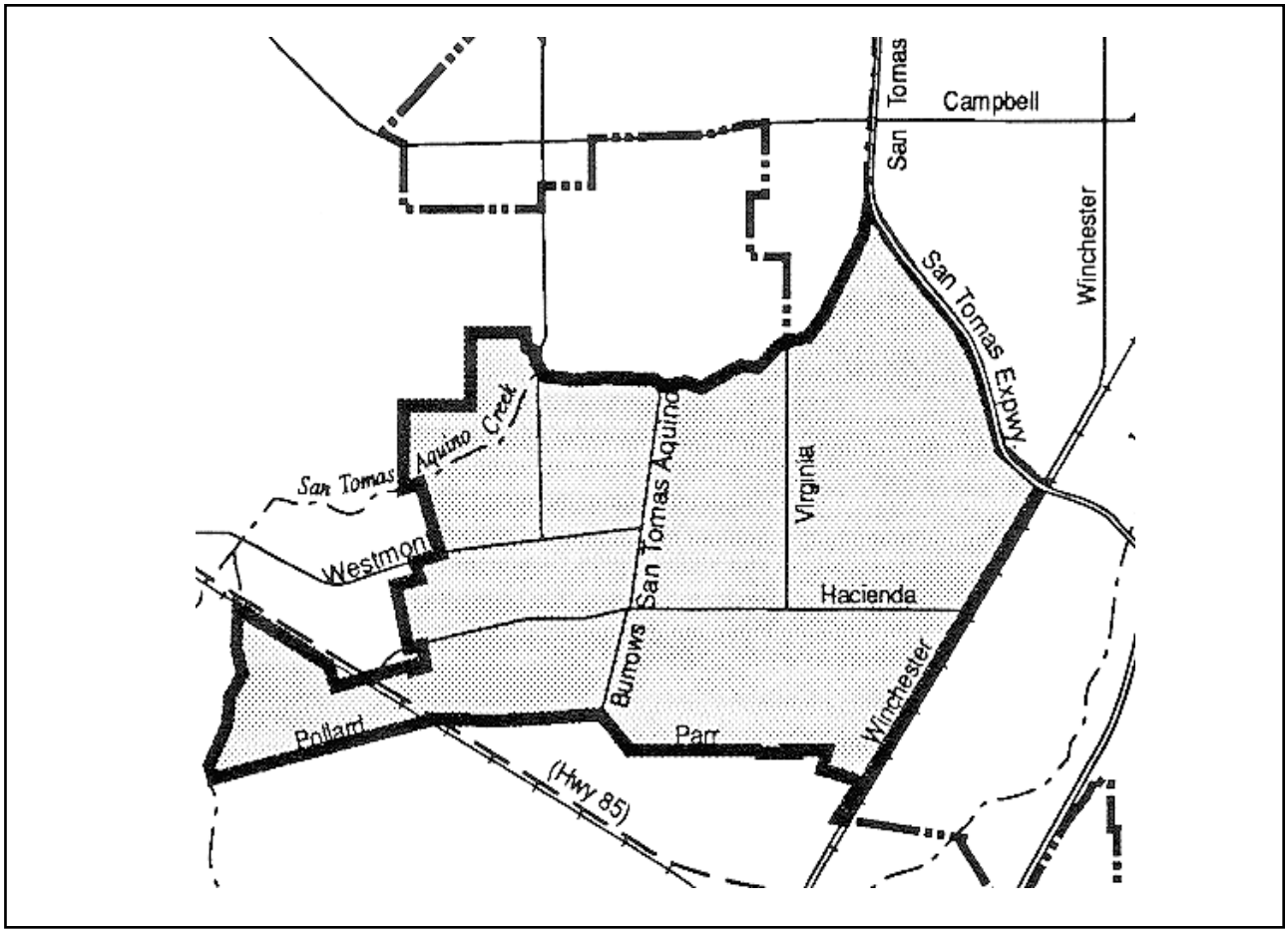
B - STREETS LISTED BY TYPE OF IMPROVEMENTS

INTRODUCTION

The purpose of the San Tomas Area Neighborhood Plan is to provide a coherent framework for development in the San Tomas Area. This document establishes land use and transportation policies for use in the San Tomas Area. The Plan serves several purposes. Most importantly it establishes specific policies to preserve the unique character of the San Tomas Area and enhance the quality of life for its residents. In addition, the Plan serves as an educational resource to guide building or remodeling in the San Tomas Area.

The San Tomas Area is a residential neighborhood equaling approximately 1-1/2 square miles located in the southwest portion of the City. The area is unique in that it retains a more informal character than other parts of Campbell, in part due to the large, often irregular lots and to the lack of standard curbs, gutters and sidewalks along its streets.

San Tomas Neighborhood



Since 1980, the City recognized the San Tomas Area as unique in terms of its rural character and has maintained a policy of:

1. Maintaining the area as low-density residential
2. Encouraging larger-than-minimum lot sizes
3. Encouraging the planting of trees, shrubs, greenery and other landscaping materials in new developments.
4. Preserving existing trees and shrubs
5. Considering alternate street improvements in appropriate areas

In 1991, the Campbell City Council authorized the San Tomas Study to review land use and transportation policies for the San Tomas Area. The Study responded to concerns raised by residents of the San Tomas Area over recent projects considered out of character with the area and concerns about increasing traffic in the neighborhood. The San Tomas Area Neighborhood Plan is the result of the San Tomas Study.

The Plan was developed after extensive public participation. Approximately 30 meetings were held in the nine month period between January 1993 and September 1993. The land use and transportation policies contained in the Plan were developed by residents of the San Tomas Area and City representatives through a series of neighborhood workshops.

The San Tomas Study began in January 1993 with a kick-off meeting which all residents and property owners of the San Tomas Area were invited to attend. At the kick-off meeting, the San Tomas Area was divided into four neighborhoods. Residents in each area selected seven representatives to serve on a neighborhood work group.

Work group members represented their neighborhood in meetings with staff to develop goals and suggested policies for their neighborhood. Meetings were held with residents in each neighborhood to allow them an opportunity to comment on the recommendations made by their neighborhood work group.

The goals developed by each neighborhood work group were then forwarded to the San Tomas Study Task Force which reconciled the various neighborhood policies and drafted the San Tomas Neighborhood Plan. The Task Force was comprised of the following representatives:

- Two members from each neighborhood work group
- Two members of the City Council
- Two members of the Planning Commission
- The City's Architectural Advisor

Upon completion of the draft plan, the San Tomas Task Force held an area-wide meeting where the plan was presented and discussed. Based on input from the area-wide meeting, the plan was modified and sent to the Planning Commission and City Council for public hearings.

In addition to extensive public participation, the Plan is noteworthy because it is Campbell's first neighborhood plan. The Plan recognizes the unique qualities of the San Tomas Area and serves as a blueprint for the concrete steps to be taken to preserve the neighborhood. As such, the San Tomas Area Neighborhood Plan may serve as model for other areas of the City.

In 1998, the City Council authorized a limited review of the San Tomas Plan focusing on street standards and minor additions to existing single family homes. Staff held several community meetings and surveyed residents regarding the two issues. The amendments where then scheduled for public hearings before the Planning Commission and City Council in late 1999 and early 2000.

LAND USE ISSUES

Goal Statement

These policies are intended to preserve the unique qualities of the San Tomas Area. New development and additions should respect and enhance the best aspects of the area. The San Tomas Area will remain a primarily low-density single family residential area.

Objectives

1. Ensure that the size of homes are in proportion to lot size.
2. New developments and additions to existing homes should be integrated with homes in the surrounding area.
3. Ensure that projects in planned developments zones are compatible with the surrounding area.
4. Use landscaping to enhance the rural characteristics of the area.
5. Establish criteria to determine larger than minimum lot size.

Land Use Policies

A. Relationship to Municipal Code

Development standards stated in Title 21 of the Campbell Municipal Code that are not specified in this section shall remain applicable. In the case of conflict between the San Tomas Neighborhood Plan and Title 21 of the Campbell Municipal Code, the standards contained herein shall prevail.

B. Setbacks

1. <u>Front Yard Setbacks</u>

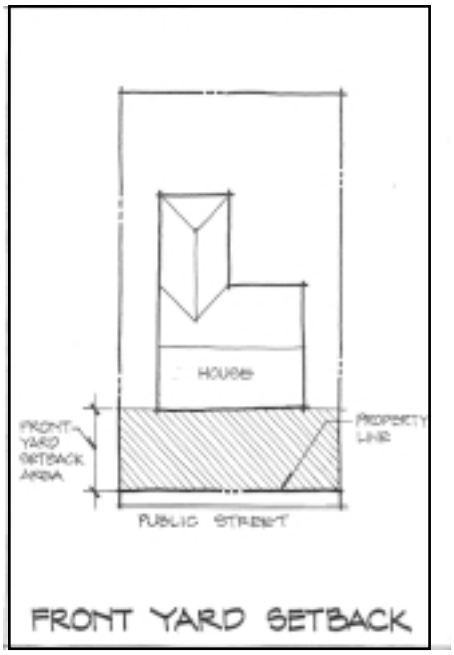
   The minimum front yard setback shall be shown on Page 5.

   Exceptions:

   a. The entrance to a garage or carport shall be no closer than 25’ to any public right-of-way.

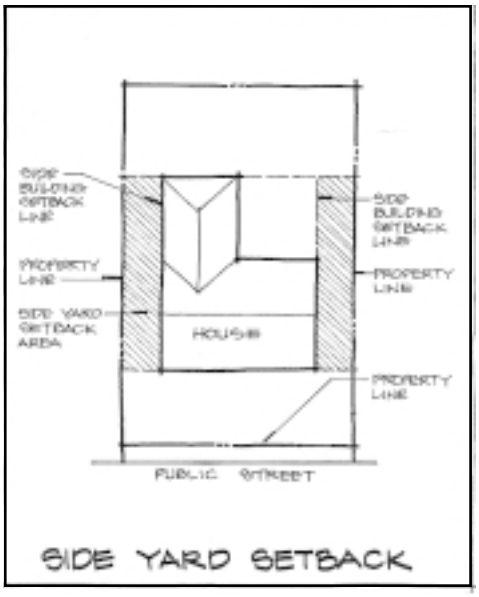
   b. A minimum street side yard setback of 12’ shall be provided on corner lots.

Zoning District	Setback
R-1-6	20’
R-1-8	20’
R-1-9	20’
R-1-10	25’
R-1-16	25’



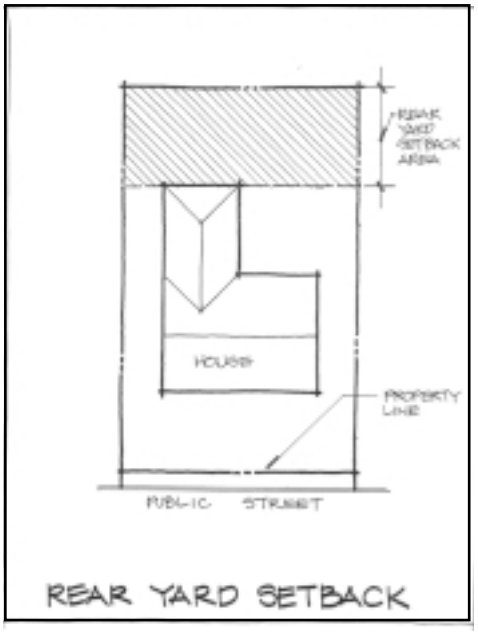
2. Side Yard Setbacks

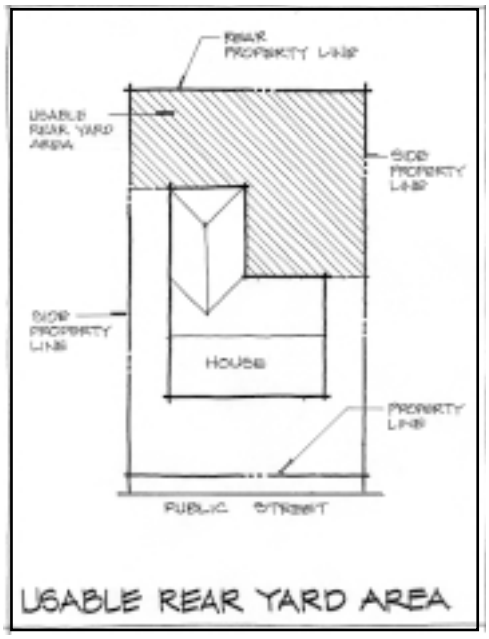
Zoning District	Setback
R-1-6	The greater of five feet, or one-half the height of the building wall adjacent to the property line.
R-1-8,9,10,16	a. At least one side yard shall be the greater of 10’ or sixty percent of the height of the building wall adjacent to the property line. b. The other side yard shall be the greater of eight feet or sixty percent of the height of the building wall adjacent to the property line. c. The side yard setbacks for legally created lots with a lot width less than 60’ shall be the greater of five five or one-half the height of the building wall adjacent to the property line.



3. Rear Yard Setbacks

Zoning District	Setback
R-1-6	a. 20’ b. 10’ where the useable rear yard area = 20 x Lot width. (For the purposes of this section, the useable rear yard area shall be defined as that area bounded by the rear building lines extended to the side lot lines and rear property line.)
R-1-8	20’
R-1-9	25’
R-1-10	25’
R-1-16	25’



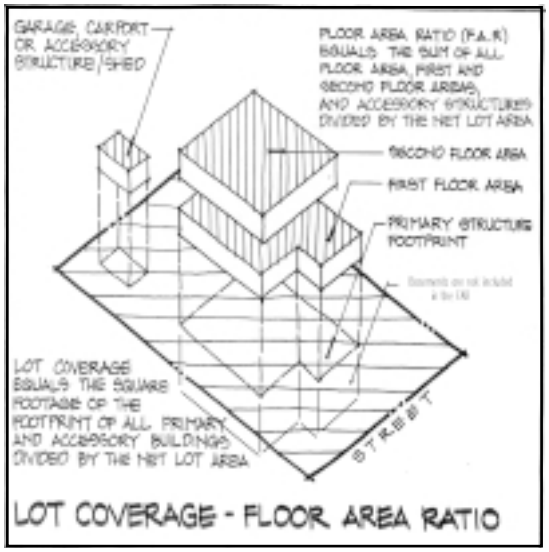


C. Building Coverage/Floor Area Ratio (FAR)

The maximum building coverage and FAR for a residential building with all its accessory buildings including private garages and carports shall be as shown below. The floor area contained within a basement with a ceiling height less than 2- feet above existing natural grade, is exempt from the FAR requirement.

Building coverage and FAR calculations shall be of the net lot area, excluding private streets, common areas or the stem of flag lots:

Zoning District	Building Coverage Ratio	Floor Area
R-1-6	40%	.45
R-1-8	35%	.45
R-1-9	35%	.45
R-1-10	35%	.45
R-1-16	35%	.45



Additions in excess of .45 FAR maybe added to existing single family homes when the following criteria are met:

1. The total building area does not exceed a .50 FAR
2. The home has been finaled for occupancy for at least one year
3. The property owner applies for site and architectural approval
4. The Planning Commission provides notice in accordance with the Municipal Code
5. The Planning Commission makes the following findings and approves the addition:
   a. the addition is a simple extension along existing building lines
   b. it complies with the STANP design guidelines
   c. it is compatible with the architecture of the existing home and the adjacent neighborhood
6. The lot area is less than 8,000 square feet.
7. A property with a net lot area of 8,000 to 8,999 square feet may add to an existing home, as long as the sum of all floor area of the home does not exceed 4,000 square feet regardless of the FAR.

D. Exceptions for Legal Non-Conforming Lots

1. The property owner of a legally created lot that does not meet the minimum lot size requirement for the district in which it is located (e.g. a 6,000 square foot lot located in an R-1-10 zoning district) is permitted an exception, as provided below, to the side and rear setbacks and lot coverage requirements.

2. The side and rear setbacks and lot coverage requirements for legal nonconforming lots shall be based on the standards of the zoning district in which the lot would be conforming (e.g. the setback and lot coverage requirement for a 6,000 square foot lot in an R-1-10 zoning district would be based on the standards for the R-1-6 zoning district.)

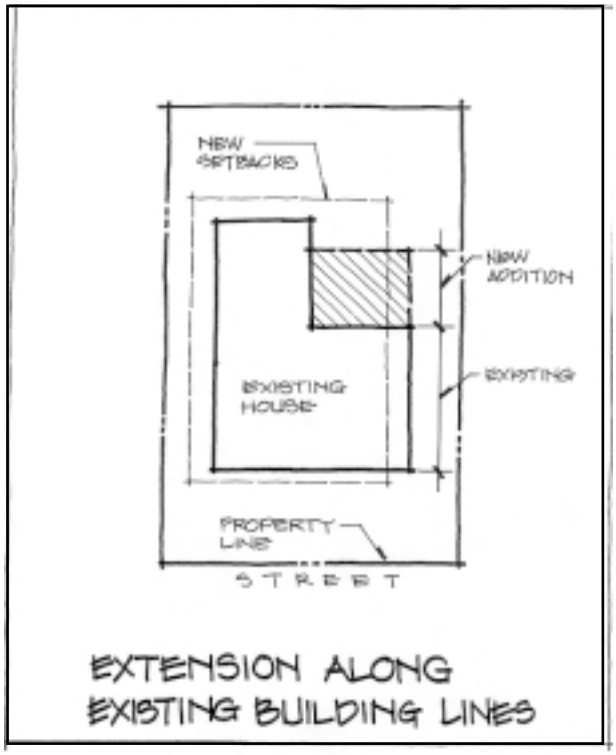
E. Extension Along Existing Building Lines

Additions to legally existing structures may be extended along the first floor of existing building lines even when the existing first floor setbacks do not meet the setback requirements for the San Tomas Area.

1. Extensions only apply to first story additions that are not detrimental to the public health, safety or general welfare of persons residing or working in the neighborhood (e.g. an addition in the front yard area along an existing building wall may not be placed in a manner that impairs pedestrian or vehicular safety.)

2. The extension may maintain existing setbacks but shall not further encroach into any required setback area.

3. All second story additions must comply with the standards for the San Tomas Area.



F. Maximum Building Height

The maximum height of a building shall be 28 and shall not exceed 2-1/2 stories measured from the adjacent natural grade.

G. Minimum Lot Width

1. The minimum width of all newly created parcels, except parcels on cul-de-sac bulbs, shall be as follows:

Zoning District	Minimum Lot Width
R-1-6	60’
R-1-8	70’
R-1-9	70’
R-1-10	80’
R-1-16	80’

2. The minimum lot width for all newly created parcels on the bulb of a cul-de-sac shall be 60 feet.

H. Front Yard Paving

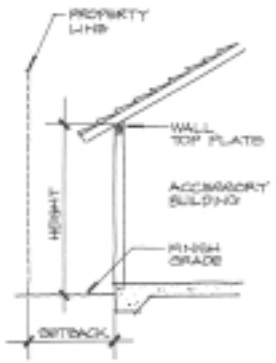
A minimum of 50% of the required front yard setback area must remain unpaved. Increases in the amount of allowable paving may be approved by the Community Development Director if necessary to provide safe ingress and egress from the site.

I. Accessory Buildings

Accessory buildings and detached private garages and carports, not exceeding one story nor 14 feet in height may be allowed as follows:

1. Setbacks for accessory buildings, including private garages and carports shall be five feet for buildings with a wall height of eight feet or less. The height may be increased by one foot for each additional 1-1/2 feet of setback up to a minimum of 14’, as described in the table below.

Wall Height	Setback
8’ to 9’	5.0’
9’ to 10’	6.5’
10’ to 11’	8.0’
11’ to 12’	9.5’
12’ to 13’	11.0’
13’ to 14’	12.5’
14’	14.0’



ACCESSORY BUILDING HEIGHT

2. Other than the standards specified in this Section, accessory buildings shall be developed in accordance with the requirements specified in Section 21.08.020.D of theCampbell Municipal Code.

J. Landscaping

1. All new developments shall be required to provide a minimum of one tree per 2,000 square feet of net lot area. Existing trees within the net lot area shall be included in the total. All new trees shall be planted within the net lot area.

2. All new development shall comply with the Water Efficient Landscape Guidelines, as adopted by the City Council, for retention of existing plant materials.

K. Site and Architectural Review

1. Construction of a building or structure on an undeveloped lot in an R-1-8, R-1-9, R-1-10 and R-1-16 Zoning District shall be permitted only after the project receives site and architectural approval by the Planning Commission. The requirements for site and architectural approval are set forth in Chapter 21.42 of the Campbell Municipal Code.

2. Construction of a building or structure on an undeveloped lot in an R-1-6 Zoning District and additions to existing structures in all single family residential zoning districts shall be permitted only after the project receives site and architectural approval by the Community Development Director, except additions to single family homes that exceed .45 FAR. Additions to single family homes in excess of a .45 FAR but are less than a .50 FAR require Site and Architectural approval by the Planning Commission.

3. All applications for new development shall include photographs of the subject site and properties on both sides of the street.

4. The following design criteria shall be used by applicants, City staff, the Planning Commission and the City Council to evaluate proposed new developments and additions to existing developments in the San Tomas Area.

   Intent

   The San Tomas Area has a distinct character from the rest of Campbell. The criteria contained in this section have been developed to protect and reinforce the desirable characteristics of

this area. The criteria are intended to provide guidance to applicants and consistency in design review.

The criteria apply basic design principles which are general in nature and reflect the major concerns of neighborhood compatibility and site planning, including the relationship of a home to its neighbors. In an existing neighborhood, such as the San Tomas Area, new development and additions to existing homes should have their own design integrity while incorporating some design elements and materials found in the neighborhood. These criteria are not intended to prescribe a specific style or design.

Compatibility

1. New homes and additions to existing homes should incorporate representative architectural features of homes in the San Tomas Area such as, shape, form, roof pitch, and materials. Architectural design features historically found in the San Tomas Area are described below. New projects should avoid abrupt changes that result from introducing radically different designs or sizes of structures.

   Some projects have utilized design features that are not commonly found in the area and are out of scale with surrounding homes. Special care must be used when introducing design features not commonly found in the area to ensure they are architecturally compatible with the surrounding neighborhood.

   Architectural features historically found in the San Tomas Area include the following:
   - Simple rectangular shaped forms
   - Simple rooflines: gabled or hipped
   - Shallow window fenestration
   - Visually light roof materials (composition, shingles)
   - Wood siding or stucco exteriors
   - One or two car garages (detached and attached)

   Features not commonly found in the area include:
   - Complex shapes
   - Complex rooflines
   - Tall two story entry ways or heavy columns
   - Complex window fenestration
   - Stucco with heavy moldings

2. Use exterior materials compatible with homes in the San Tomas Area.

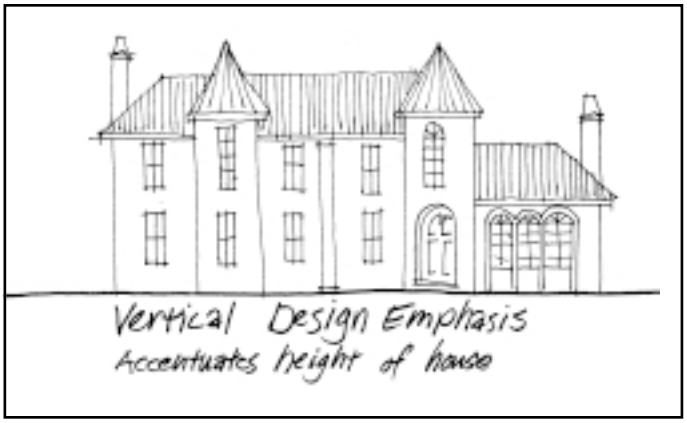
3. New homes and additions to existing homes should not be "walled-off" from adjacent homes as viewed from the street.

4. Front yard landscape similar to the adjacent home is encouraged.

Scale & Mass

Building scale refers to the proportional relationship of a structure in relation to objects next to it, such as other buildings or people. Building mass is the size of a structure.

1. The perceived scale and mass of new homes should be compatible with homes in the surrounding area. Minimize the use of design features that accentuates the size of new houses so that they do not appear significantly larger than the adjacent homes. This can be accomplished by minimizing the use of two story vertical deisgn elements such as turrets and two story entry ways, where possible, use one and a half story designs with dormers or partial two story designs.



Not Desirable

Desirable

2 The perceived scale and mass of a proposed addition to an existing home should be of a similar shape and form as those in the original house. The perceived scale and mass should also be compatible with homes in the surrounding area.

3. Architectural elements within the design of new homes and additions to existing homes should be in proportion to the overall home design.

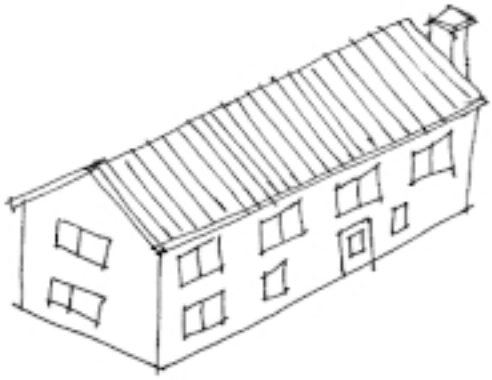
Surface Articulation (Changes within wall and roof planes)

1. The amount of wall and roof plane articulation should be similar to adjacent homes. Most of the homes in the area have simple geometric shapes and forms. The homes are usually comprised either of one or more rectangular shapes with gable or hipped roofs or with intersecting pitched roofs.

2. Design of homes should avoid long unarticulated wall and roof planes especially, on two story elevations.

   a. Changes within the wall and roof planes can be accomplished when one of the forms is setback several feet or when a gable end fronts the street, and through the use of porches that run across the front of the house.

   b. Changes within the wall and roof planes can also be accomplished through the textural use of materials. This is seen in the use of horizontal wood lap siding, wood trip around windows and doors and shingle textures on the roofs.



Long Unarticulated Massing

Articulated Massing

Building Orientation

1. New homes and additions to existing homes should be located on the lot in a similar manner as adjacent homes within the current setback requirements.

2. Garages should not dominate the front facade. To limit the prominence of garages, projects shall incorporate at lease one of the measures below. This section shall apply to new garages and additions to existing garages.

    a. Garages placed in front of the house should not exceed 50% of the linear front elevation with the remainder of the elevation devoted to living area or porch.
    b. Garages exceeding 50% of the linear front elevation shall either:
        (1) Recess the garage from the front wall of the house a minimum of five feet.
        (2) Provide an entry porch or trellis extending the front of the face of the garage.
    c. Orient the entry to the garage away fron the street.
    d. Other similar features as approved by the Community Development Director.

Exterior Design Variation

1. Exterior elevations should be significantly varied with a project. To accomplish this:
    a. No two idential elevations should be adjacent to one another nor directly across the street from one another, including mirror image elevations.
    b. No more than 25% of the homes on a block should have the same elevation.

2. Significant varied exterior elevations means substantial changes in the shape, mass, roofline, front entry treatment, window usage and materials that can be seen in the designs.

Grading

Most of the homes in the San Tomas Area have pad heights close to natural grade. To avoid accentuating the height of buildings and to ensure the privacy of existing adjacent homes, grading should be limited to the minimum amount necessary to provide adequate drainage.

Privacy Impacts

1. Most privacy impacts are due to the number, placement and size of second floor windows. To minimize adverse impacts on neighboring properties, carefully place windows (by studying sightlines) to avoid privacy impacts on neighboring backyards. Methods to accomplish this include, but are not limited to, the following:

   a. Use smaller windows to help minimize the perception of privacy invasion.
   b. Place sills up as high as possible in conformance with building codes.

2. If large windows are desired, plant non-deciduous trees in the sightline corridor to obscure views.

3. Second floor decks oriented toward the side and rear yards can be a source of privacy invasion to the backyards of adjacent homes. To avoid this:
   a. Minimize the size of decks.
   b. Use a solid wall instead of an open railing (especially towards the sideyards).

Integration of Additions with the Existing Home

1. Exterior materials of a proposed addition should match the existing home, unless the entire exterior is being replaced to match the new addition.

2. Integrate second story additions into the overall design of the house in order to avoid a "tacked on" appearance.

3. The design of the addition should be consistent with the original home. This means that materials and architectural elements are used in a consistent manner. The design of the home should also be visually compatible with the adjacent design.

4. The rooflines of the addition including roof slope should be consistent with the existing house, unless a steeper slope is needed to accommodate a one and a half story design.

5. New windows should either match the style, material and color of the original windows or the original windows should be replaced to match the ones used on the addition.

6. New window treatments should also be in keeping with the styles found in the adjacent homes.

L. General Plan/Zoning Amendments

The criteria below should be applied to amendments to change the General Plan and/or the Zoning Designation of parcel(s) in the San Tomas Area.

1. The proposed general plan and/or zoning designation should be at least equal to the predominate general plan and/or zoning designation of parcels contiguous to, or directly across a public right-of-way from the subject site.

2. Notwithstanding the above, existing parcels that are designated for single family residential develoment which are contiguous to other parcels designated for single family residential must remain designated for single family residential.

3. With the exception of parcels directly abutting Winchester Boulevard, no General Plan Amendment in the San Tomas Area should exceed the low-medium density classification of 6-13 units per acre.

4. In situations where no general plan and/or zoning designation is predominant, the Planning Commission and City Council shall determine the appropriate general plan and/or zoning designation based upon land use factors specific to the subject site. The factors to be considered include, but are not limited to, the following:

   - Compatibility with adjoining land uses
   - Privacy Impacts
   - Traffic
   - Noise

5. Notice of a public hearing for a General Plan and/or Zoning Amendment shall be as specified in Chapter 21.78 of the Campbell Municipal Code. In addition, a notice containing the time, place and general purpose of the hearing shall be placed at the project site at least 10 days prior to the meeting.

M. Planned Development Zones

The standards below shall apply to Planned Development (PD) projects in the San Tomas Area:

<u>Low Density Residential Projects (less than six units per acre)</u>

1. Low density residential projects in PD zones shall conform with the standards for single family development contained with this document and the Campbell Municipal Code, except that private local access streets shall be permitted when there is a home owner's association established to maintain them.

2. In addition to the parking requirements for single family homes specified in Section 21.50.50 of Campbell Municipal Code, low density residential PD projects shall provide shared guest parking totaling two spaces per unit. Spaces located in the driveways of the units shall not be included as guest parking.

3. The minimum lot size for low density residential projects in PD zones shall be at least equal to the predominant minimum lot size requirement of parcels contiguous to, or directly across a public right-of-way from the subject site.

   a. In situations where no minimum lot size requirement is predominant, the Planning Commission and City Council shall determine the appropriate minimum lot size based upon land use factors specific to the subject site.
   b. The minimum lot size shall not include the private local access street, common areas or open space areas.
   c. Common areas and open space areas are exempt from the minimum lot size requirements.

Low-Medium Density Projects (6-13 units per acre)

1. Low-Medium density developments in PD zones shall be compatible with the existing neighborhood. To integrate new projects with the neighborhood, low-medium density developments should conform to the following criteria:

   a. To the extent possible, the public street elevation of any unit or building group shall foster the appearance of single family residential design. The width of the individual units should be expressed architecturally on the exterior elevation.
   b. Building design shall contain traditional single family architectural elements. These elements may include, but are not limited to, defined entries, porches, projecting eaves and overhangs. The intent of this criteria is to provide a single-family residential scale and help reduce building mass.
   c. The entry way of units adjacent to a public street shall be oriented to the public street and should not be walled-off or inward oriented. The backs of units and privacy fences should not face public streets.
   d. The appearance of attached garages shall be minimized by incorporating the measures listed below, or other similar measures as approved by the Community Development Director:

      (1) Limit garage doors to no more than 50% of the linear front elevation of a unit or building group, with the remainder of the elevation devoted to living area or porch.

      (2) Garages which exceed 50% of the front elevation shall either:
         - Provide an entry porch with a porch roof or trellis extending in front of the face of the garage.
         - Recess the garage from the front wall of the house a minimum of five feet.

2. The maximum height for a low-medium density development shall be 28 feet and not exceed 2-1/2 stories.

3. Buildings shall be setback 15' from the property line of adjacent parcels and the public right-of-way, except that garages or carports shall be 25' from any public right-of-way.

TRANSPORTATION ISSUES

Goal Statement

The City should manage and develop the transportation system in the area to retain the rural character while providing for adequate traffic, pedestrian and bicycle circulation and safety. For local streets it is undesirable to introduce urban street standards in those neighborhoods that have remained rural.

Objectives

1. Maintain the rural appearance of the local streets in the San Tomas Area.
2. Take the minimum amount of right-of-way and provide only the minimum street widths necessary to maintain appropriate traffic function and safety.
3. Match the actual use of streets with their functional classification and also provide for a more uniform physical appearance along all streets.
4. Traffic through the area should be discouraged and routed via Winchester Boulevard, Pollard Road, Quito Road and Campbell Avenue.

Transportation Policies

A. Truck Routes

Truck routes in the San Tomas Area should be restricted to arterial routes and only those collectors where the predominant abutting land uses are commercial and industrial. This means that only Pollard Road and Winchester Boulevard are truck routes within the San Tomas Area and the Campbell Municipal Code should be changed accordingly.

B. Street Design Standard Implementation Policies

1. New Streets

All newly created streets shall be designed and built according to the San Tomas Public Improvement Plan and the corresponding City Standard details. New streets shall be improved with rolled curbs for improved drainage.

2. Existing Streets

Existing streets are required to be improved consistent with the San Tomas Street Improvement Plan (attached).

a. Any proposed new development located on those streets identified for street improvements would be required to dedicate right-of-way to the predominant dimension and construct the street to the predominant street width, install curb, gutters, sidewalks and street lights, as necessary.

3. Deferred Improvement Agreements

Deferred improvement agreements may be taken in lieu of installation of street improvements in the San Tomas Area, as determined by the City Engineer.

4. Removal of Existing Improvements

Property owners may apply for an encroachment permit to remove existing improvements that are not required under the San Tomas Street Improvement Plan. The property owner shall remove these improvements at their cost.

5. Return of Excess Right-of-Way

Property owners may request that any right-of-way no longer necessary under this policy be reverted to the property owner. The City's current procedures for vacation of excess right-of-way will apply.

6. Existing Deferred Street Improvement Agreements

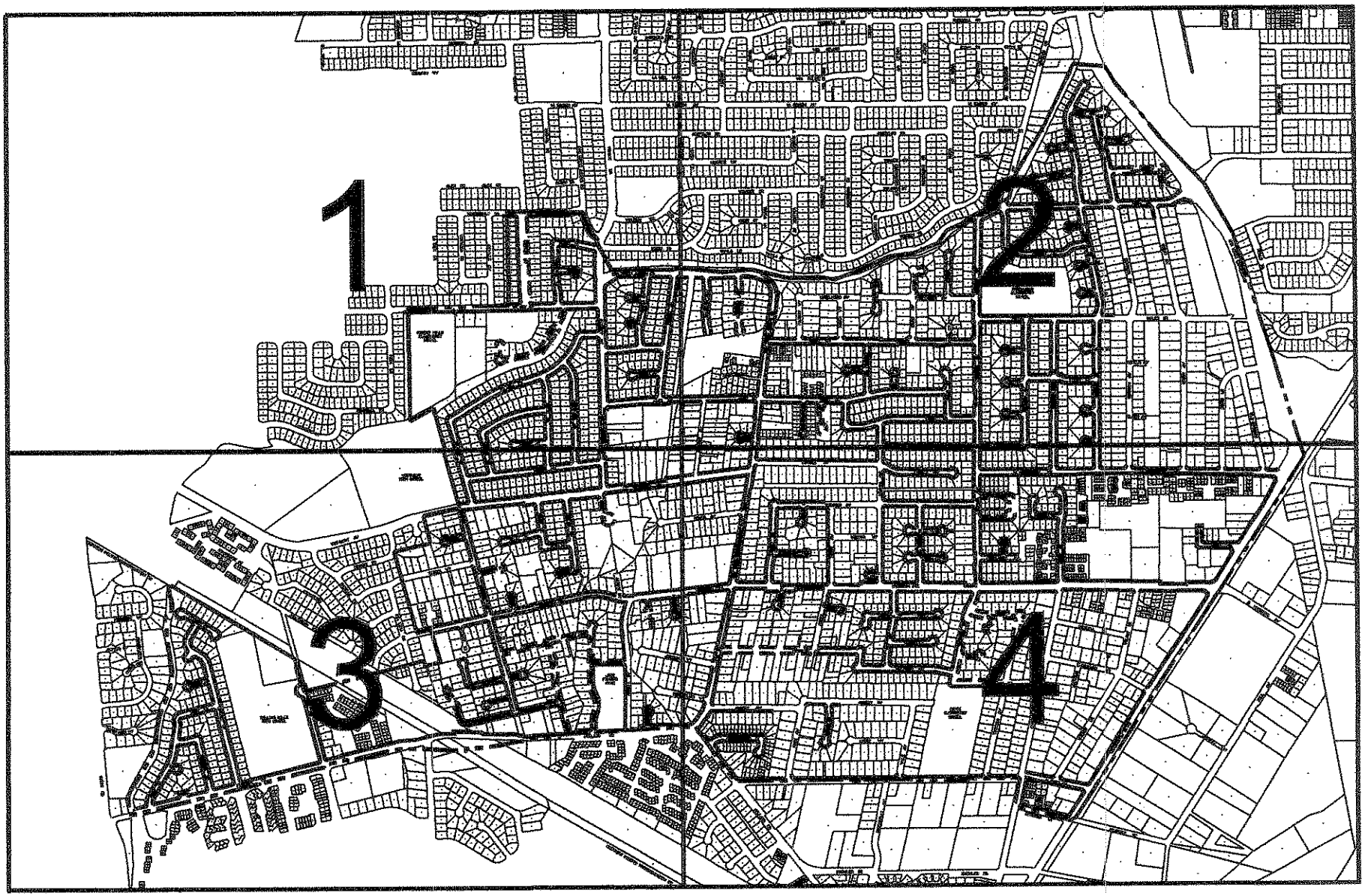
Previous practice has created a number of secured improvement agreements for properties which under the current San Tomas Policy will no longer be required. A notice of fulfillment of the agreement will be recorded and the securities returned.

7. Exceptions

All exceptions to the policies contained in this document shall be subject to review and approval by the City Council.

Appendix A
San Tomas Public Improvement Plan

SAN TOMAS PUBLIC IMPROVEMENT PLAN INDEX



SAN TOMAS PUBLIC IMPROVEMENT PLAN

Scale: 1" = 650'

Legend:

Curb, Gutter, Sidewalk, and Lighting

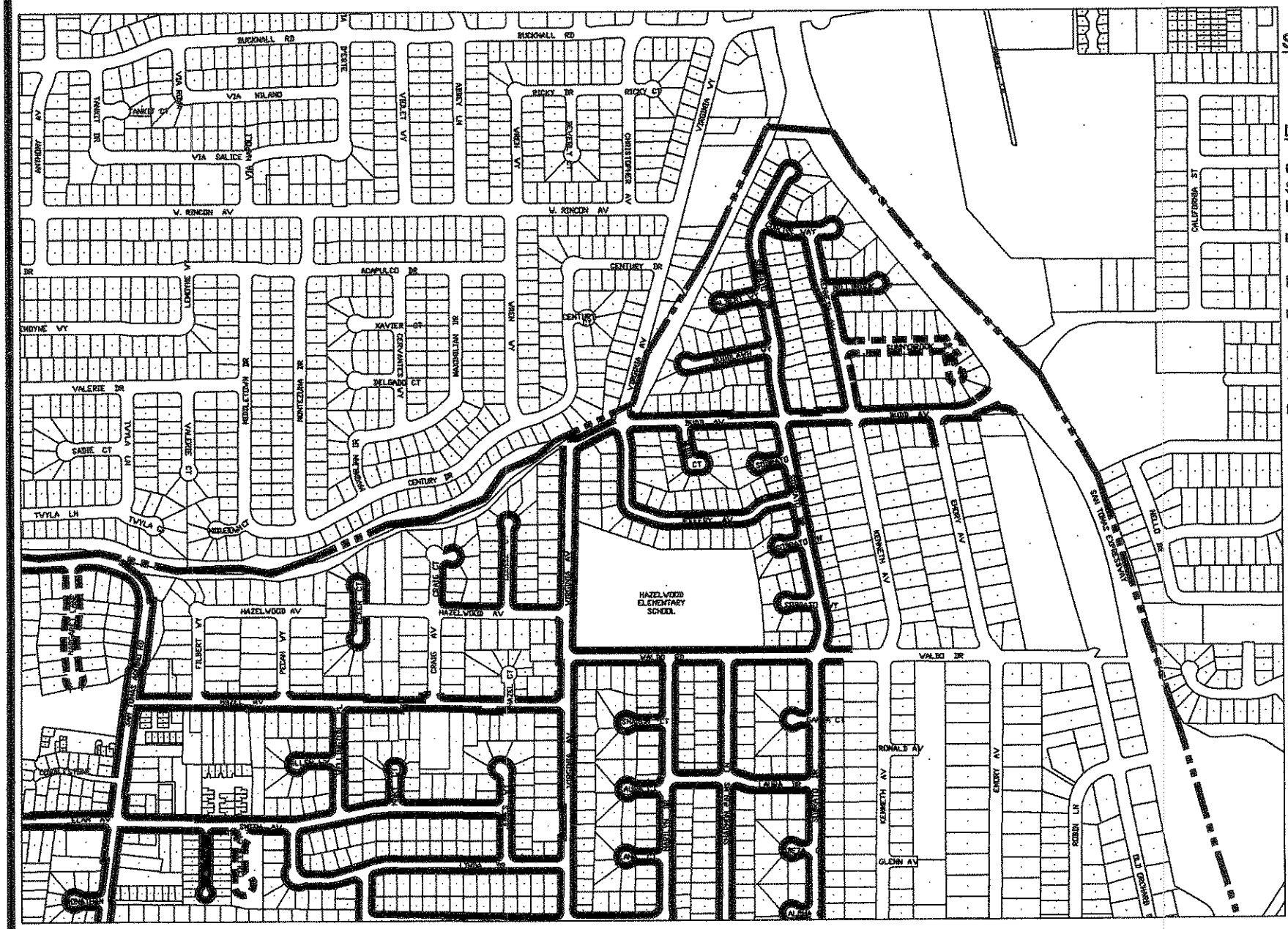
Rolled Curb

San Tomas Area Boundary

* Map represents type of improvements only - (actual location of improvements not accurately shown)

Adopted By City Council Jan. 18, 2000

SAN TOMAS PUBLIC IMPROVEMENT PLAN



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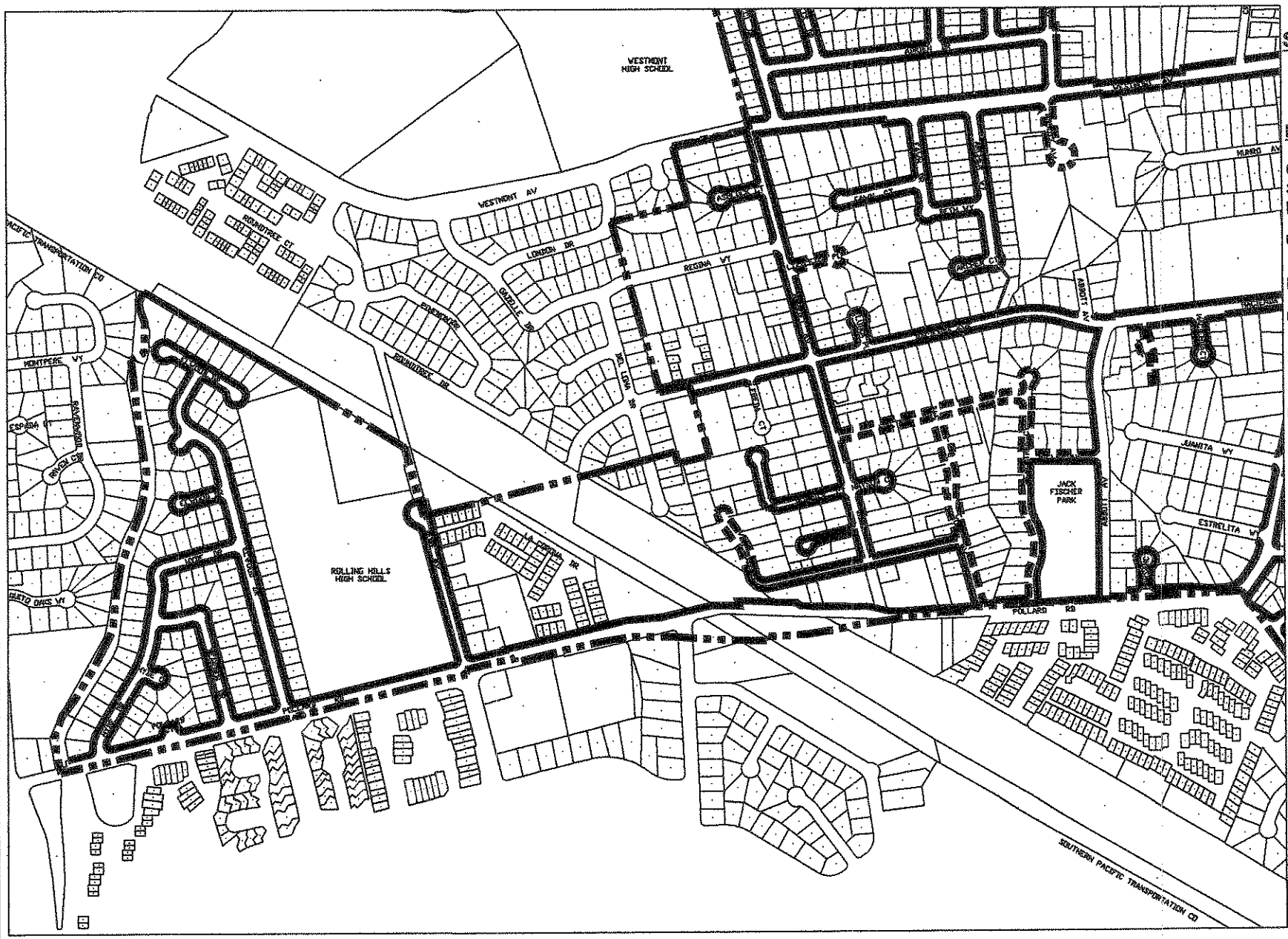

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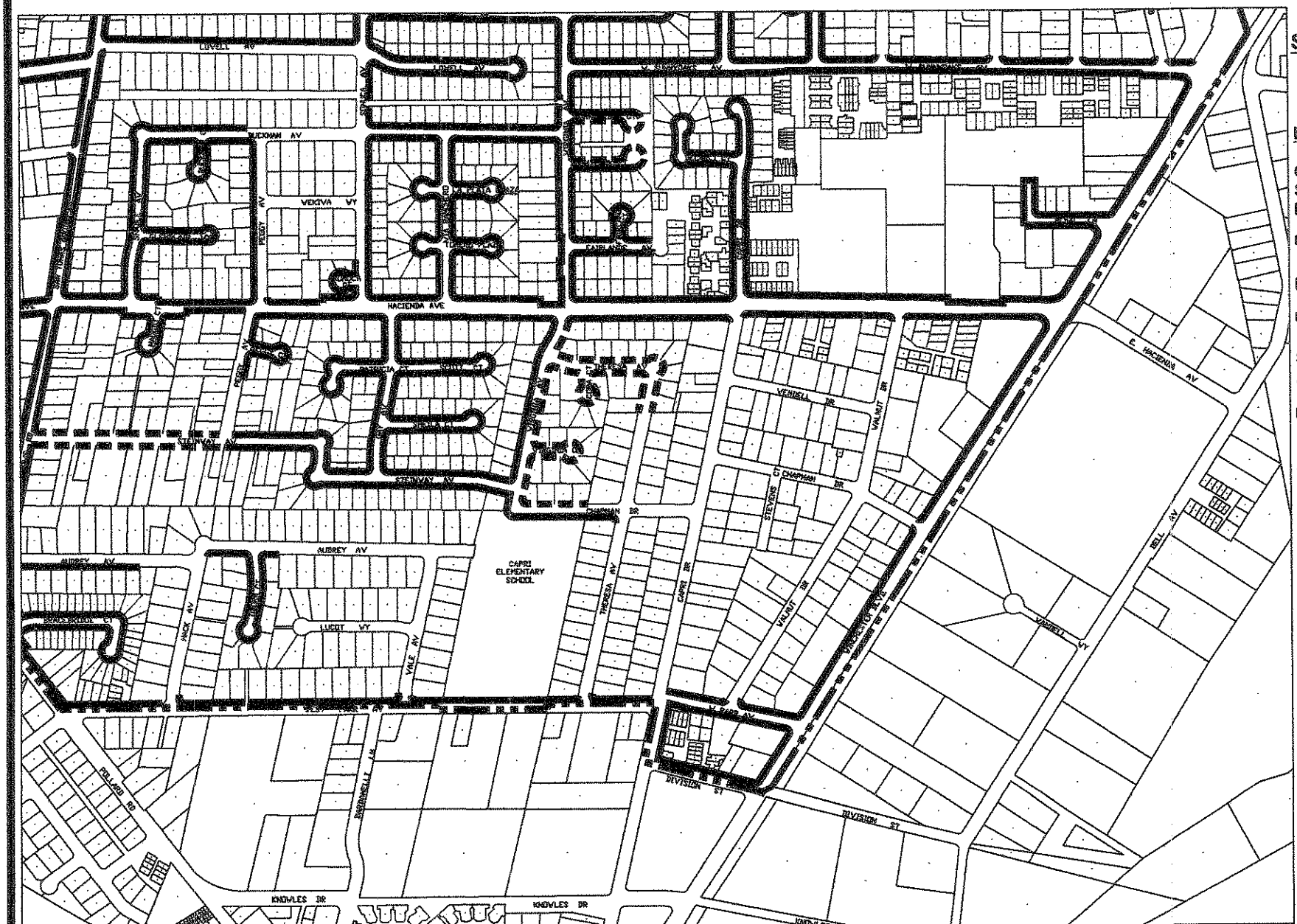

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Legend:

Curb, Gutter, Sidewalk, and Lighting

Rolled Curb

San Tomas Area Boundary

* Map represents type of improvements only - (actual location of improvements not accurately shown)

Adopted By City Council Jan. 18, 2000

Appendix B
Streets Listed by Type of Improvements

Streets Listed by Type of Improvements - Adopted by City Council Resolution 1/18/2000

(A) Streets or street segments that are fully or substantially improved with curb, gutter and/or sidewalk improvements; or with rolled curbs (infill lots will continue to require full improvements)

1 Adrien Drive
2 Albert Way
3 Allen Way
4 Alpha Court
5 Archer Court
6 Archer Way
7 Ashlock Court
8 Audrey Avenue (south side-from east of Oburn to Burrows)
9 Bearden Drive
10 Bedal Lane
11 Beta Court
12 Beth Way
13 Bracebridge Court
14 Bucknam Avenue (Peggy to Shadle and Sonuca to Virginia)
15 Bucknam Court
16 Budd Avenue
17 Budd Court
18 Buddlawn Way
19 Capri Drive (north of Hacienda)
20 Capri Drive (West Parr to Division)
21 Chapman Drive (south side from Capri School to Virginia)
22 Cobblestone (Private street)
23 Connie Drive
24 Cora Court
25 Corliss Way
26 Crockett Avenue (South of San Tomas Aquino Road)
27 Cullen Court
28 De Carli Court
29 Del Loma
30 Division
31 Ebbets Drive
32 Ecker Court
33 Elwood Drive
34 Fairland Court
35 Fairlands Avenue
36 Fawn Court
37 Fawn Drive
38 Gamma Court
39 Gay Avenue
40 Ginden Court
41 Ginden Drive
42 Glenblair Way
43 Gwen Drive
44 Hacienda Court
45 Hacienda Avenue (west of Harriett)
46 Harriet Avenue (North of Westmont)
47 Harriet Court
48 Hazel Court (Private)
49 Hyde Court
50 Hyde Drive
51 Inskip Drive
52 Inwood Drive
53 Inwood Court
54 Jeffery Avenue
55 Jonathan Court
56 Jones Way
57 Kara Way (private)
58 Keith Drive (west of San Tomas Aquino Road)
59 Kenneth Avenue (north of Budd Avenue)
60 La Corona Drive (private)
61 La Plata Plaza
62 Lamont Court
63 Lana Court
64 Laura Court
65 Laura Drive

(A) Streets or street segments that are fully or substantially improved with curb, gutter and/or sidewalk improvements; or with rolled curbs (infill lots will continue to require full improvements) -- continued

66 Linda Drive
67 Littleton Place)
68 Louise Court
69 Lovell Avenue-north side (between San Tomas Aquino and Sonuca)
70 Lovell Avenue (east of Sonuca)
71 Loyalton Drive
72 Luika Place
73 Maggio Court
74 Manton Court
75 Margaret Lane
76 Marilyn Drive
77 Marsan Court
78 Mary Court
79 Maysun Court
80 McCoy Avenue
81 Millbrook Court
82 Miller Avenue
83 More Avenue
84 Oburn Court
85 Parkhurst Drive
86 Patricia Court
87 Peachtree Court
88 Peggy Avenue (west side-north of Hacienda)
89 Peggy Court
90 Pollard Court
91 Robnick Court
92 Saffle Court (private)
93 Scott Court
94 Shadle Avenue
95 Sharmon Palms Lane
96 Sharon Court
97 Sheila Court
98 Silacci Drive
99 Smith Avenue
100 Smokey Court
101 Sobrato Court
102 Sobrato Lane
103 Sobrato Way
104 Sobrato Drive
105 Sonuca Ave (east side between Hacienda and Lovell)
106 Sonuca Court
107 Steinway Avenue (from 300 feet east of Peggy to Virginia)
108 Summerfield Drive
109 Sunnyarbor Court
110 Sunnyoaks Avenue
111 Sunnypark Court
112 Theresa Avenue (from 600 feet east of Virginia to West Parr Avenue)
113 Torero Plaza
114 Vanderbilt Drive (San Tomas Aquino to Weston)
115 Van Dusen Drive
116 Via Ranchero
117 Virginia Avenue (south of Hacienda)
118 Virginia Court
119 Waldo Road (west of Sobrato)
120 Wellington Place
121 Weston Drive (west side of street)
122 York Avenue (unimproved portion)

(B) Streets to remain with no curb, gutter and sidewalks*

1 Abbott (east side, south of Hacienda)
2 Abbott (between Westmont and Hacienda)
3 Audrey (unimproved portion from Hack to Capri School)
4 Audrey (unimproved portion northside between Hack and Burrows)
5 Bucknam (Peggy to Sonuca)
6 Capri Drive (Hacienda to West Parr)
7 Chapman Drive (between Winchester and Capri; and Capri to Theresa)

(B) Streets to remain with no curb, gutter and sidewalks* -- continued

8 Chapman Drive (from Theresa west to existing curb)
9 Craig Avenue (South of Hazelwood)
10 Craig Court (North of Hazelwood)
11 Crockett Avenue
12 Emory Avenue
13 Estrelita Way
14 Filbert Way
15 Freda Court
16 Glenn Avenue (off Kenneth)
17 Hack Avenue
18 Hazelwood (Adjacent to Filbert and Pecan)
19 Hazelwood (south and north side between Ecker and Virginia)
20 Juanita Way
21 Kenneth Avenue (Budd to Sunnyoaks)
22 Lovell Avenue (south side between San Tomas Aquino and Sonuca)
23 Lucot Way
24 Munro Avenue
25 Old Orchard Road
26 Pecan Way
27 Peggy Avenue-(east side north of Hacienda)
28 Peggy Avenue (south of Hacienda)
29 Regina Way
30 Robin Lane
31 Ronald Avenue (off Kenneth)
32 Sonuca Ave-(west side between Hacienda and Lovell)
33 Stevens Court
34 Sunnybrook Drive
35 Theresa Avenue (from 600 feet east of Virginia to West Parr Avenue)
36 Vale Avenue
37 Waldo Road (east of Sobrato)
38 Walnut Drive
39 Wekiva Way
40 Wendell Drive

(C) Higher Volume Streets that require full Curb, Gutter and Sidewalk improvements

1 Burrows Road
2 Elam Avenue
3 Hacienda Avenue (east of Harriett)
4 Hazel Avenue
5 Pollard Road
6 San Tomas Aquino Road
7 Virginia Avenue (north of Hacienda)
8 Westmont Avenue (between Westmont High School and San Tomas Aquino Road)
9 West Parr Drive
10 Winchester Boulevard

(D) Streets with Partial Improvements that require Curb, Gutter and Sidewalks to Provide More Consistent Improvements

1 Harriet Avenue (Between Westmont and Van Dusen)
2 Sonuca Avenue (between Lovell and Linda)
3 Steinway Avenue from Peggy Avenue to 300 feet east of Peggy
4 Weston Drive

(E)Streets that require rolled curbs for drainage purposes

1 Steinway Avenue from Burrows to Peggy
2 Walters Avenue
3 York Avenue (unimproved portion)

(F) Streets to be improved to provide safe pedestrian access to schools or parks

1 Abbott Avenue - west side, south of Hacienda (add sidewalks to existing rolled curb)
2 Chapman Drive-south side (from Theresa to Capri School) (add curb, gutter, sidewalks)

(G) New streets planned to serve possible future development

1 Abbott Extension (north of Hacienda)
2 Rollinghills Center
3 Elam and Harriet
4 Hacienda near Harriet

Notes * Some of these streets have intermittent improvements in front of some parcels. These owners would be given the option to remove these improvements at their own cost.

DOWNTOWN CAMPBELL DEVELOPMENT PLAN & STANDARDS

Prepared by:
City of Campbell Redevelopment Agency
City of Campbell Community Development Department
City of Campbell Public Works Department

Adopted: October 3, 2006

ACKNOWLEDGEMENTS

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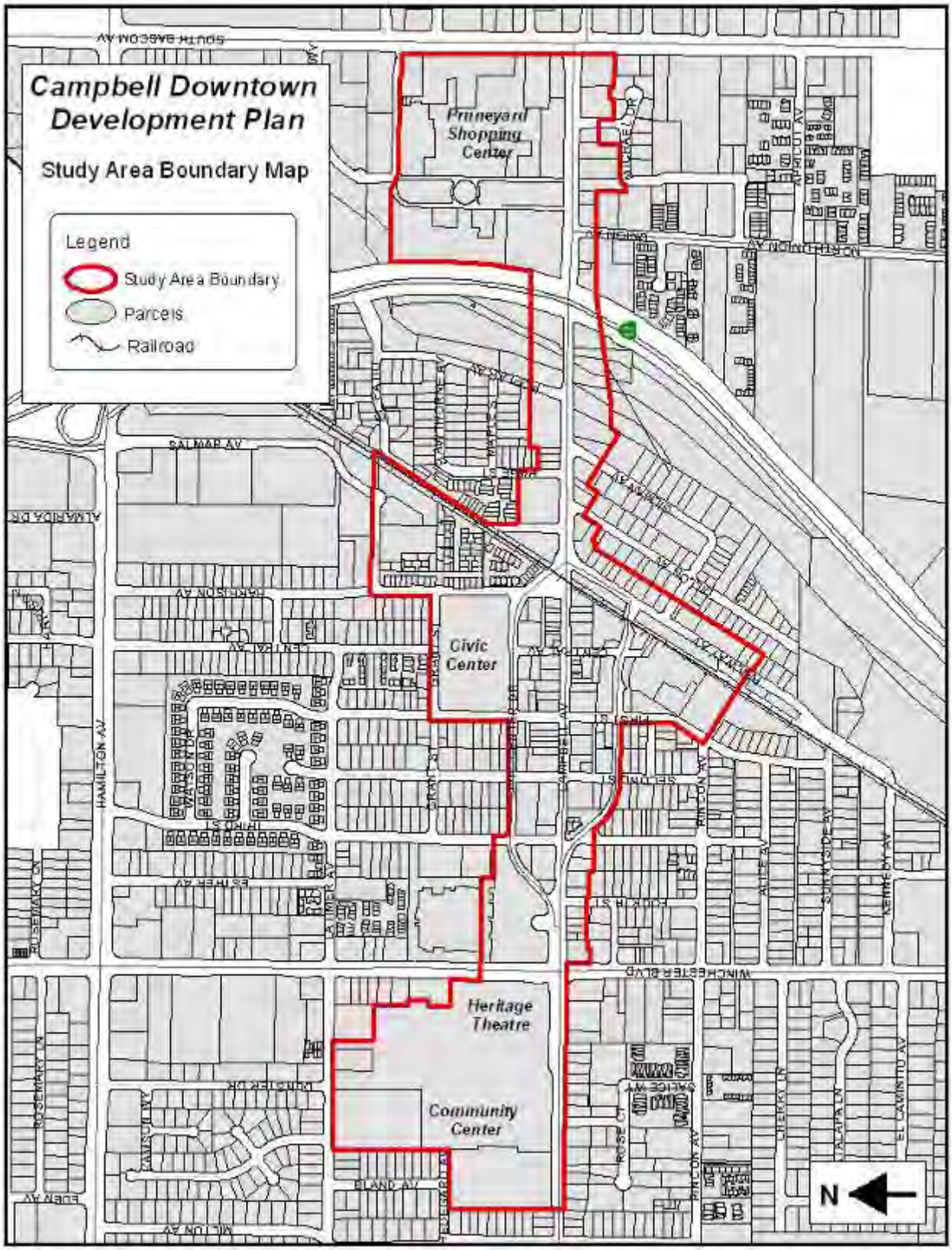
BACKGROUND

The Downtown is the birth place of Campbell. Established in the late 1800's as an agricultural community, Campbell was one of the largest processed fruit exporters in the country. The City incorporated in 1952, and by that time the Downtown was firmly established as the commercial, civic and cultural center of the City. Since the 1970's, the Downtown core has been defined as the area along East Campbell Avenue bound by the loop streets, Civic Center Drive and Orchard City Drive. Historically, this stretch of East Campbell Avenue, especially between Second Street and the light rail tracks, has provided a full range of retail and commercial services and has been the heart of the city. In the late 1960's and 1970's, the area declined in importance due to the closure of the fruit packing plants and the rise of strip commercial developments along Hamilton Avenue, Bascom Avenue and Winchester Boulevard. The following years saw suburban malls and suburban neighborhoods replace fruit orchards. Retail shopping patterns changed throughout the Santa Clara Valley leading to the demise of the central business district in traditional downtowns such as Campbell.

The Central Campbell Redevelopment Project Area was created in 1983 with the primary goal of reestablishing the Downtown as the City's vibrant core. One of the first major steps in the redevelopment process was to develop a Downtown Revitalization Plan. In 1988, the Campbell Downtown Development Plan was completed as a result of one and a half years of study and discussion of various planning and revitalization issues. The Downtown Plan helped form policy as it relates to density, building form, historic preservation, infrastructure and parking; and, direct the growth and development of the Downtown.

In 1996, the Plan was updated to take into account changing conditions and a revised vision for public parking, density and scale. Also, light rail was being planned for the Downtown that would bring new opportunities. Since 1996, considerable progress has been made in the redevelopment of the Downtown that includes new commercial buildings, destination retail businesses and new restaurants. Blighted properties have been redeveloped into new residential homes, mixed use development and a new public parking structure. Gross sales generated in the Downtown has grown annually from approximately $3 million in 1990, to over $26 million in 2006.

Moving forward, the City looks to build on that progress and help bring the Downtown into the 21st century, while preserving its historic character, and working to position it in the competitive marketplace that is Silicon Valley.



Study Area Boundary Map

INTRODUCTION

The purpose of this document is to provide a vision for Downtown Campbell and a framework for the physical development, business development and preservation of the Historic Downtown. Since the first Development Plan was adopted over 18 years ago, a number of identified revitalization projects have been completed under the guidance of the Redevelopment Agency and the City. These major projects include:

- Underground Utilities: The undergrounding of utilities on East Campbell Avenue;
- Streetscape Improvements: The construction of a $2.5 million streetscape improvement project which enhanced the Downtown with attractive landscaping, hardscape, lighting and traffic improvements;
- Ainsley House Relocation: The relocation of the historical Ainsley House to the Civic Center Compels to serve as a community focal point;

Ainsley House, Built 1925

- Traffic Enhancements: The conversion of East Campbell Avenue from one-way to two-way traffic to enhance retail accessibility;

- Public Parking: The addition of a 300 space parking structure and the addition of 100 parking spaces on the loop streets;

- Light Rail: Light rail connecting Downtown Campbell with Downtown San Jose and beyond;

Downtown Campbell Light Rail Station

- Mixed Use: The construction of a 50,000 square foot mixed use retail/residential project; and,

- Storefront Improvement Program: A storefront improvement program that has leveraged $150,000 to achieve approximately $500,000 worth of improvements to create attractive storefronts and restaurants.

This Plan Update looks to position the Downtown for success in the 21st Century, and to enhance its role as a community gathering place and the heart of the City.

VISION

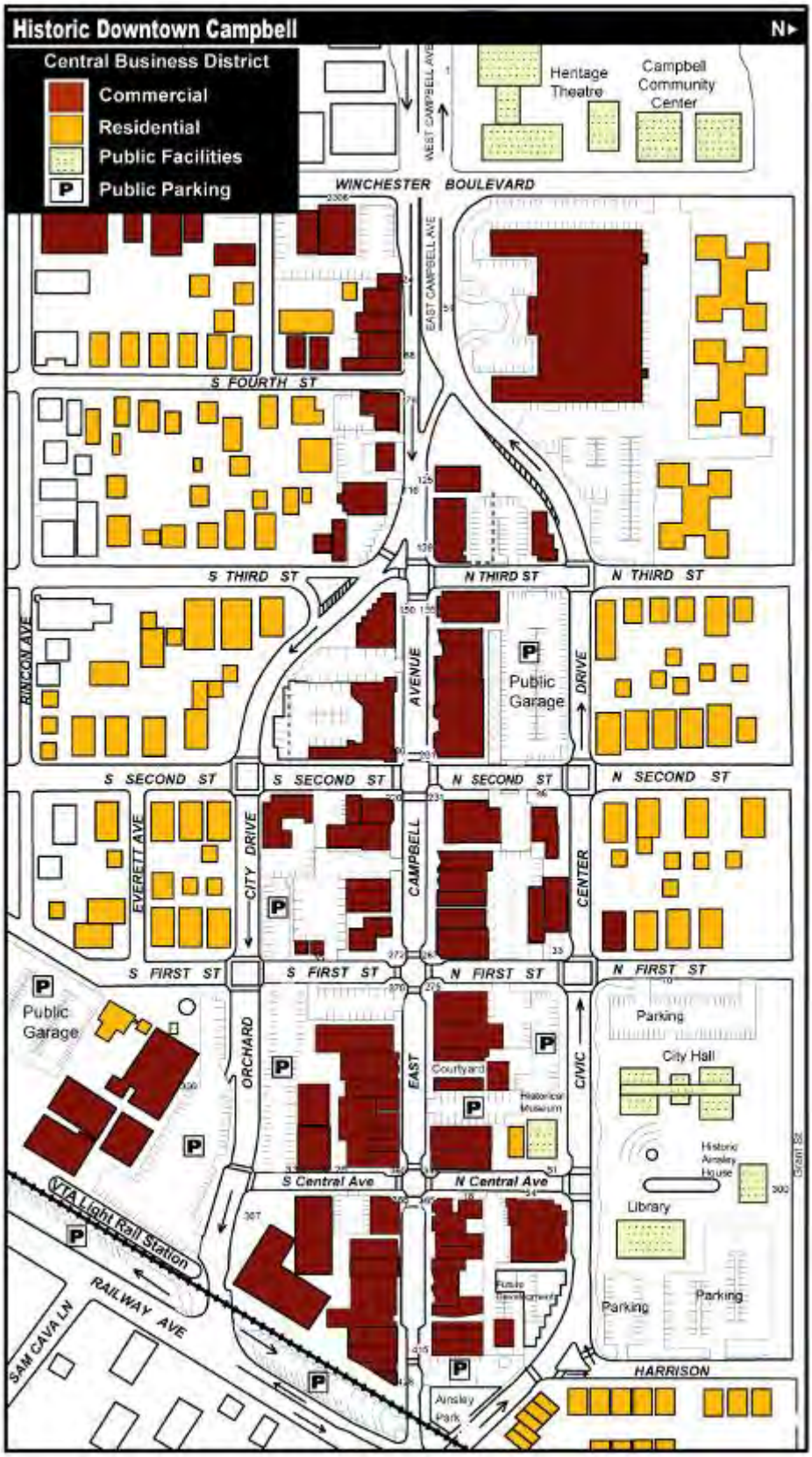
The vision for Downtown Campbell is to continue to reinforce its place as the center for community activity, cultural and civic events, and as a vibrant central business district. It is intended that the Downtown be an active, walkable central business district that attracts local residents and visitors to experience a variety of retail businesses and restaurants. The ground level along East Campbell Avenue is slated for retail and restaurant to provide a vibrant, pedestrian-oriented streetscape.

The Downtown is distinguished from other commercial districts by its scale, density, continuous pedestrian-oriented retail frontage, and the historic character. The new light rail connection from Campbell to San Jose and beyond presents opportunities to grow the Downtown with mixed use development that incorporates residential built close to commercial and transportation services. Having residential in the Downtown area is an essential ingredient to balancing day time and night time activities that support a thriving and vibrant central business district.

New development in the Downtown should look to take advantage of opportunities to create viable retail and/or mixed use buildings that contribute to the context and scale of the Downtown, while maintaining its small town scale. Architectural styles should complement the traditional context of the Downtown and avoid contemporary designs that may be more appropriate in larger urban centers.

Downtown Campbell is unique because of its small town, historic character. Furthering its growth while keeping its heritage intact will be accomplished through partnership between the City and its stakeholders. By implementing the Goals, Policies and Strategies outlined in this Plan, Downtown Campbell will continue to flourish as a vital and successful central business district.

Country Women's Club Building, Built 1923


Historic Downtown Campbell
N
Central Business District
Commercial
Residential
Public Facilities
Public Parking
Heritage Theatre
Campbell Community Center
WEST CAMPBELL AVE
WINCHESTER BOULEVARD
EAST CAMPBELL AVE
S FOURTH ST
S THIRD ST
N THIRD ST
N THIRD ST
RINCON AVE
AVENUE
Public Garage
DRIVE
S SECOND ST
S SECOND ST
N SECOND ST
N SECOND ST
EVERETT AVE
CITY DRIVE
CAMPBELL
CENTER
S FIRST ST
S FIRST ST
N FIRST ST
N FIRST ST
Public Garage
ORCHARD
EAST
Courtyard
CIVIC
Parking
City Hall
Historical Museum
Historic Ainsley House
S Central Ave
N Central Ave
Library
VTA Light Rail Station
RAILWAY AVE
SAM CAVA LN
Parking
Parking
HARRISON
Ainsley Park

GOALS, POLICIES AND STRATEGIES

LAND USE

Economic

Goal LU-1: To continue the development and revitalization of the Downtown area in a manner that positions it as a viable, self-sustaining commercial district in the competitive market place of Silicon Valley.

Policy LU-1.1: Development Potential: To maximize the development potential of property within the C-3 zone, particularly ground floor retail and restaurant space.

Strategy LU-1.1a: Encourage the development and redevelopment of property in the C-3 zone by developing land use strategies and incentives that create attractive, functional ground floor retail space along Campbell Avenue.

Strategy LU-1.1b Require new or converted retail space to include tall ceilings and expansive storefront windows to provide the appropriate setting for displaying and marketing retail merchandise.

175 – 201 East Campbell Avenue ~ Mixed Use Building, 2006 Under Construction

Goal LU-2: Work to develop and promote a variety of retail businesses and diversification of eating establishments that will help create a unique destination and identity for Downtown.

Policy LU-2.1: Ground Level Commercial: Develop and maintain the ground floor space along East Campbell Avenue between Third Street and the light rail tracks as a distinctive retail and restaurant experience with ground floor uses that are diverse and interesting and contribute strongly to a distinctive and unique shopping experience.

Strategy LU-2.1a: Restrict the use of ground floor commercial space along East Campbell Avenue to retail/restaurant uses.

La Pizzeria Outdoor Seating

Garofalo's Window Display

Cultural

Goal LU-3: To promote the Downtown as the civic and cultural center of activity for the community.

Policy LU-3.1: Public Events: Foster civic and community activities.

Strategy LU3.1a: Continue to plan and encourage civic and community activities such as the Farmer's Market, Boogie on the Bayou, the Oktoberfest and the Carol of Lights in the Downtown so as to engage the community, promote interaction and fellowship, and reinforce the Downtown as the civic and cultural center for the community.

Sunday Farmer's Market

Policy LU-3.2: Public Spaces: Provide attractive public gathering areas and spaces that are comfortable and desirable for the public to relax, interact and experience the Downtown.

Strategy LU-3.2a: Maintain and enhance the public spaces Downtown, including Ainsley Park and Hyde Park, in a manner that encourages public use and activity.

Historic Style Outdoor Furnishings

Ainsley Park, Public Art

Historic Design

Goal LU-4: To promote and assist the restoration and protection of the historic character and elements that embodies the Downtown and characterizes it as a unique place.

Policy LU-4.1: Downtown Character: Require new development to be sensitive to the unique character that defines Downtown Campbell.

Strategy LU-4.1a: The historic character of Downtown shall be preserved through the protection and restoration of its historic buildings and landmarks.

Strategy LU-4.1b*:* New development and construction shall be of the highest quality and shall be sensitive and representative of the traditional character and theme that is depicted in the landmark buildings Downtown.

Commemorative Sidewalk Plaques

Farley Building, Built 1895

Residential

Goal LU-5: To increase the residential presence Downtown to achieve an active "24 hour" downtown neighborhood.

Policy LU-5.1: Mixed Use Projects: Encourage property owners and developers to consider residential mixed use projects where appropriate, particularly east of the light rail tracks, to facilitate housing adjacent to mass transit and to help create a "24 hour" Downtown community.

125 East Campbell Avenue ~ Mixed Use Building

200 East Campbell Avenue ~ Downtown Nightlife

Physical Development

Goal LU-6: To promote and encourage development along the loop streets, and beyond.

Policy LU-6.1: Expansion of Downtown: Facilitate and encourage the evolution of the Downtown beyond the loop streets, eastward to the Hwy 17 overpass and westward to the Community Center, through public improvements, urban design and land use patterns that connect, both visually and physically this stretch of Campbell Avenue.

Strategy LU-6.1a: Expand the Downtown boundaries while maintaining a scale that is in keeping with the "small town" image identifiable in the community and create a comfortable experience for the pedestrian.

Density

Goal LU-7: To attain development densities that are urban in nature and representative of a traditional Downtown but remain in scale with the small town character and historic nature of the Downtown.

Policy LU-7.1: Urban/Small Town Densities: Downtown development should achieve densities and development patterns consistent with urban centers and central businesses districts, while maintaining a small town scale.

Strategy LU-7.1a*:* Maximum FAR shall be 1.25 unless findings are made by the Planning Commission that would allow an FAR up to 1.50.

Strategy LU-7.1b*:* Maximum building height shall not exceed 45 feet.

Strategy LU-7.1c*:* New buildings shall be in context with the height and scale of adjacent buildings.

Strategy LU-7.1d: New buildings shall maintain similar horizontal and vertical proportions with adjacent facades.

368 East Campbell Avenue

DESIGN GUIDELINES

Goal D-1: To unify the architectural character of Downtown creating a "main street" appearance while allowing design flexibility and individual expression within the context of a design pallet which creates a distinctive urban streetscape and an interesting pedestrian experience.

Policy D-1.1: Building Orientation and Layout: New development and major rehabilitation projects shall orient buildings on the street to create a continuous development pattern geared to the pedestrian.

Strategy D-1.1a: Buildings facing East Campbell Avenue shall be designed to maintain a consistent development pattern that promotes retail activity and an active pedestrian oriented environment.

Strategy D-1.1b: Entries to retail and service commercial uses shall be encouraged along pedestrian walkways.

Strategy D-1.1c: Large buildings may be divided into multiple store fronts or similarly scaled elements to complement the existing small property divisions.

Strategy D-1.1d: Multi-story building facades on Campbell Avenue are encouraged to increase the intensity of activity, and to define and add visual interest to the street.

Policy D-1.2: Building Articulation: Given the unique character of the Downtown district, new development and major rehabilitation projects shall incorporate the traditional architectural style, articulation and details that reflect the City's history and promote its future.

Strategy D-1.2a: Building elements which add scale and interest such as second-story bay windows, parapets, and cornices, are encouraged.

Strategy D-1.2b: Stucco, brick, tile and stone shall be the primary building materials on facades in the Downtown. Using a mix of these materials is recommended.

Strategy D-1.2c: A coordinated color scheme shall be developed for each new building or facade.

Strategy D-1.2d: Fabric awnings over windows and entries are encouraged.

Strategy D-1.2e: Large areas of blank walls without fenestration or other scale articulation facing pedestrian walkways shall be discouraged.

Window Detail ~
County Women's Club Building

Window Detail~
Bank of Campbell, Second Building

Ground-Level

Goal D-2: To create an attractive and pedestrian-oriented ground-level in the Downtown.

Policy D-2.1: Ground-Level Design Features: The Ground-Level in the Downtown shall include design features, such as consistent streetscape patterns, outdoor areas, display windows, and building articulation, which is attractive and pedestrian-oriented.

Strategy D-2.1a: Buildings facing East Campbell Avenue shall be designed to maintain a consistent development pattern that promotes retail activity and an active pedestrian-oriented environment. Recessed buildings, particularly on corner lots, may be allowed to provide for outdoor dining, public areas or design excellence determined to contribute to the overall benefit of the Downtown.

Strategy D-2.1b*:* Creative and attractive display windows shall be encouraged on the ground floor to enliven the pedestrian street environment.

Strategy D-2.1c: Open air dining areas shall be encouraged at street level facing onto East Campbell Avenue.

Strategy D-2.1d: Finished floor level elevation of commercial buildings should not exceed one foot above sidewalk level to assure a retail storefront that is functional and maximizes visibility to the pedestrian.

Strategy D-2.1e: Office uses along Campbell Avenue shall provide elements of visual interest along the street. Covered windows or shaded windows shall not be allowed, particularly on the ground floor.

Strategy D-2.1f: Attention to detail should be given to elevations that include a mix of finishing materials, façade ornamentation, lighting, flower boxes and storefront articulation that reinforces the attention given to the pedestrian.

267 East Campbell Avenue ~
Outdoor Seating Areas

Sign Design

Goal D-3: To develop a creative and attractive sign environment which allows for individual business identification within a cohesive framework that identifies the Downtown as a distinct district.

Policy D-3.1: Signs: Require quality sign design.

Strategy D-3.1a: Consider increasing the existing two foot allowance for the encroachment of awnings and projecting signs into the public right-of-way along Campbell Avenue.

Strategy D-3.1b: Develop special Downtown Design Guidelines for signs.

Municipal Lamp Post Banner

Multi-Tenant Coordinated Sign Program

Historic

Goal D-4: To retain and reinforce the historic context of the Downtown and build on the established framework that is characterized by its established historic landmarks.

Policy D-4.1: Historic Preservation and Redevelopment Compatibility: The small town character of Downtown Campbell shall be maintained by encouraging the preservation of important historic resources, promoting the improvement of existing properties and businesses, and encouraging new development compatible in design with existing and newly-approved development.

Strategy D-4.1a: Meet with developers and architects early in the design process to provide them with clear direction regarding the context of traditional architectural styles in the Downtown.

CIRCULATION, PARKING AND TRANSPORTATION

Vehicular & Pedestrian Circulation

Goal CPT-1: To improve vehicular and pedestrian circulation in the Downtown.

Policy CPT-1.1: Circulation Improvements: Circulation improvements shall be considered to enhance the perception of the Downtown beyond the loop streets.

Strategy CPT-1.1a: Evaluate the east entrance into the Downtown core to determine an alignment that facilitates traffic more efficiently into the Downtown via Campbell Avenue rather than traverse around the current layout that moves traffic around the Downtown via Civic Center Drive.

Strategy CPT-1.1b: Expand the boundaries of the Downtown beyond the loop streets through vehicular and pedestrian circulation.

Strategy CPT-1.1c: Improve pedestrian circulation along the stretch of East Campbell Avenue from the railroad tracks to Fourth Street, particularly on the east end of the Downtown core.

Strategy CPT-1.1d: Pedestrian connections shall be enhanced between the downtown and the Community Center on the west and the Los Gatos Creek Trail/Pruneyard Shopping Center on the east.

Policy CPT-1.2: Vehicular/Pedestrian Interface: Employ methods to decrease vehicular speeds along the loop streets and provide a pedestrian environment and downtown feel.

Strategy CPT-1.2a: Discourage new curb cuts and access drives on East Campbell Avenue between the light rail tracks and Third Street. With new development, existing curb cuts shall be reviewed with the intention of looking at alternative access points over time in order to provide comfortable pedestrian movement between shops and buildings.

Gateways

Goal CPT-2: To create attractive Gateways into the Downtown.

Policy CPT-2.1: Gateway Design: Develop and implement plans for the Downtown Gateways.

Strategy CPT-2.1a: The Salmar/Harrison Avenue entrance into Downtown from the north shall be enhanced with streetscape improvements including curbs, gutters, sidewalks, light fixtures and appropriate street trees and landscaping.

Strategy CPT-2.1b: A plan line shall be adopted establishing a streetscape improvement plan along East Campbell Avenue between Highway 17 overpass and the light rail tracks to provide an attractive entrance to the Downtown from the east and make the area more pedestrian friendly.

Strategy CPT-2.1c: Traffic design improvements shall be considered along East Campbell Avenue between Winchester Boulevard and Fourth Street that would provide on-street parking on the south side of East Campbell Avenue and distinguish the area as an entry into the Downtown from the west.

West Entrance Downtown Gateway Sign

Parking

Goal CPT-3: To provide adequate and accessible parking in the Downtown.

Policy CPT-3.1: Adequate Parking: Encourage the joint utilization of parking.

Strategy CPT-3.1a: Establish a policy for eligible developers or new business to pay a parking in-lieu fee to be deposited into a fund to develop new public parking.

Strategy CPT-3.1b: Develop a plan with the property/business owners to develop a parking management plan to maximize the use of existing parking. This may include the following:

- Encouraging business owners to have employees to park in long term parking spaces leaving the short term, and by definition, the more convenient parking spaces for customers.
- Continue to work with property owners to promote and facilitate the provision of shared parking facilities.

Policy CPT-3.2: Accessible Parking: Provide accessible parking in the Downtown.

Strategy CPT-3.2a: Maintain existing mid-block parking. New development and major additions to existing development shall provide access to mid-block parking where possible.

Strategy CPT-3.2b: Parking facilities or vehicular access to parking facilities from East Campbell Avenue should be avoided when possible and discouraged with new development.

Second Street Parking Garage

Transportation

Goal CPT-4: Reduce parking demand in the Downtown.

Policy CPT-4.1: Light Rail: Encourage the use of light rail and other mass transit alternatives, as well as bicycles to reduce parking demand.

Strategy CPT-4.1a: Encourage the use of light rail as a means of marketing the Downtown.

Strategy CPT-4.1b: Consider modifying parking regulations for the C-3 Zone.

Strategy CPT-4.1c: Work with the VTA to encourage the use of light rail for visitors, residents and workers into the Downtown.

Streetscape Standards

STREETSCAPE **A2-2**
IMAGE STREETS **A2-3**
Hamilton Avenue **A2-4**
Bascom Avenue **A2-5**
West Campbell Avenue **A2-6**
Winchester Boulevard **A2-7**
IMPLEMENTATION **A2-8**
Full Streetscape Treatment *A2-8*
Street Trees *A2-8*
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Timing *A2-8*
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TECHNICAL REQUIREMENTS **A2-9**
MAINTENANCE **A2-9**
PLANTING STANDARD **A2-10**

STREETSCAPE

Campbell's community image is created in large part by the major image streets, which pass through the City. The image streets, including Hamilton Avenue, Bascom Avenue and Winchester Boulevard, and parts of West Campbell Avenue, are wide commercial avenues with varying streetscape treatments and building setbacks. They give Campbell much of its character, are some of its strongest elements of community form and delineate many of its districts. Most major image streets in Campbell lack a cohesive and consistent image. Instead, the streets have inconsistent street treatment. The streets are auto-dominated and not pedestrian friendly. The strongest consistent image is asphalt.

Based on the desired community image developed in the 1991 Community Design Study, the City Council and Planning Commission have been requiring the installation of an upgraded streetscape treatment along major streets. Some developments that have installed the streetscape include Hamilton Plaza, Home Depot, Kirkwood Plaza, Campbell Gateway Square and Campbell Plaza.

In the preparation of the Standards, various components of the streetscape system, such as land use, traffic movements, building setbacks, on and off-street parking, existing sidewalk type and existing plant materials were studied. The resulting Streetscape Standards provide the requirements to achieve consistent streetscape treatments along the specified streets. Implementation of the streetscape treatments will primarily be the result of private development efforts, however, public projects will also be subject to these standards.

The Interim Streetscape Standards were adopted by the City Council on August 3, 1993, and they will be effective until the final streetscape standards are adopted with this General Plan Update.

The Streetscape Standards were developed to ensure consistency in the streetscape treatment along Campbell's major streets. The "streetscape" refers to the land directly adjacent to the street in both private and public ownership. The Standards establish the required design and materials for sidewalks and landscaping.

The Streetscape Standards intend to:

- Provide a consistent streetscape treatment along major streets that utilizes street trees as a strong component in design.
- Enhance Campbell's identity and community image.
- Improve the pedestrian environment along Campbell's major streets.
- Screen parking areas by providing landscaping between the street and the parking lots.

The Streetscape Standards are not intended to replace the existing landscaping requirements listed in Chapter 21.57 of the City's Municipal Code. Instead, the two shall be used in tandem.

IMAGE STREETS

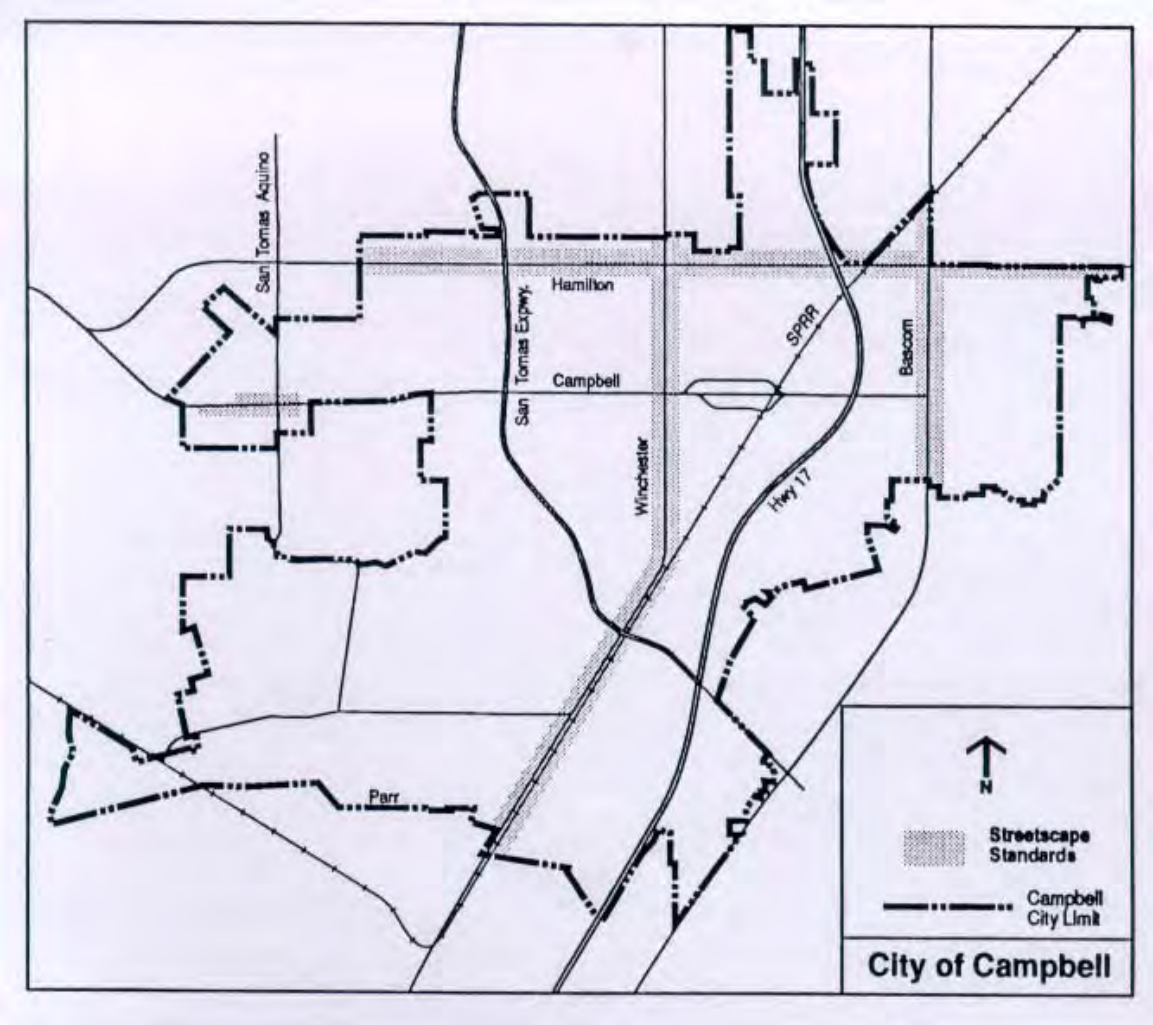
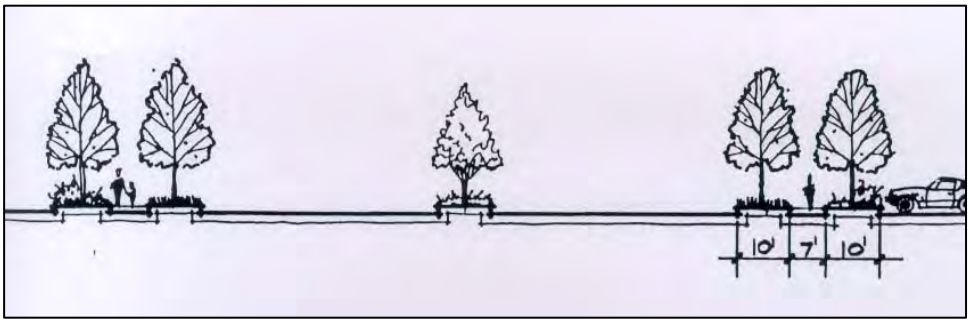
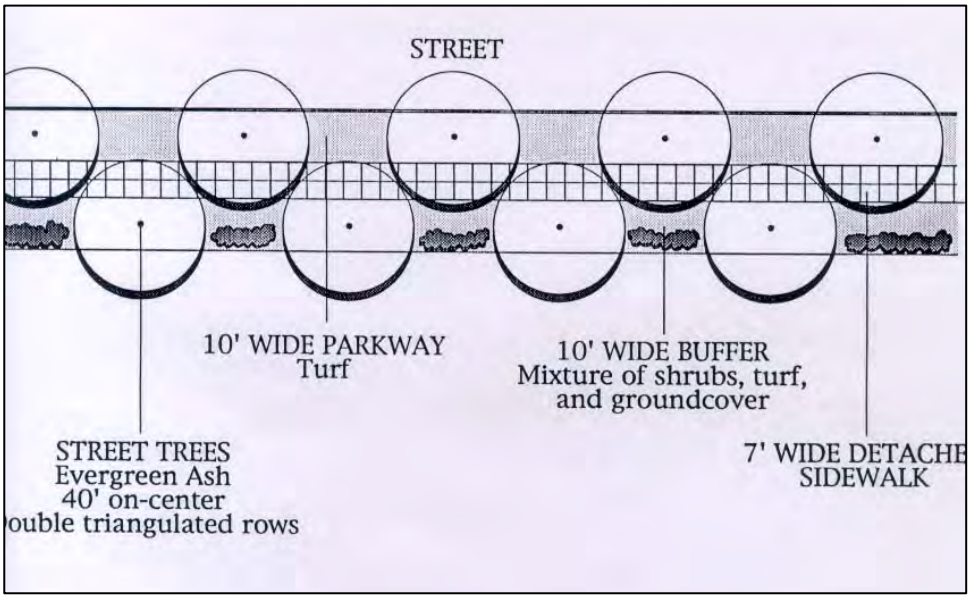


Image Streets include Hamilton Avenue, Bascom Avenue, Winchester Boulevard and parts of West Campbell Avenue.

Hamilton Avenue

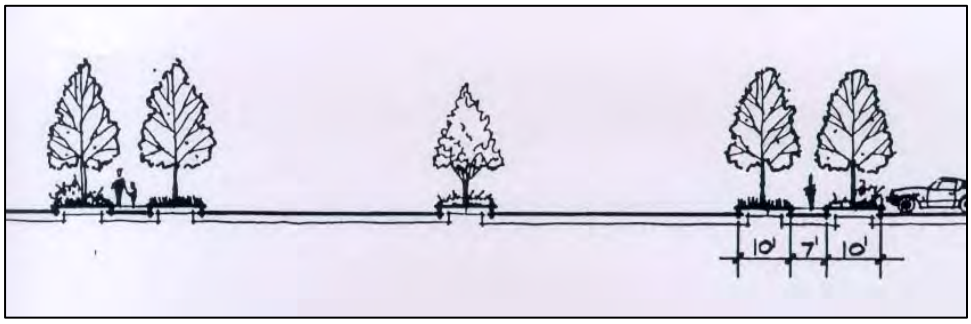
Concept:	Parkway Concept
Dimensions:	10’ wide landscaped parkway; 7’ wide sidewalk; 10’ wide landscaped buffer
Street Tree:	Evergreen Ash – Fraxinus uhdei
Tree Spacing:	Double triangulated row planted 40’ on center where possible. There shall be one tree planted per 40 linear feet of frontage in both landscaped strips.
Parkway:	An approved drought resistant variety of turf shall be planted in the parkway strip.
Buffer:	The buffer shall be planted with a mixture of turf, groundcover and shrubs. The back portion of the buffer shall be planted with shrubs or hedges to screen parked cars.
Dedication:	The property owner shall dedicate the necessary land to the City of Campbell in order to incorporate the parkway strip and sidewalk into the public right of way.

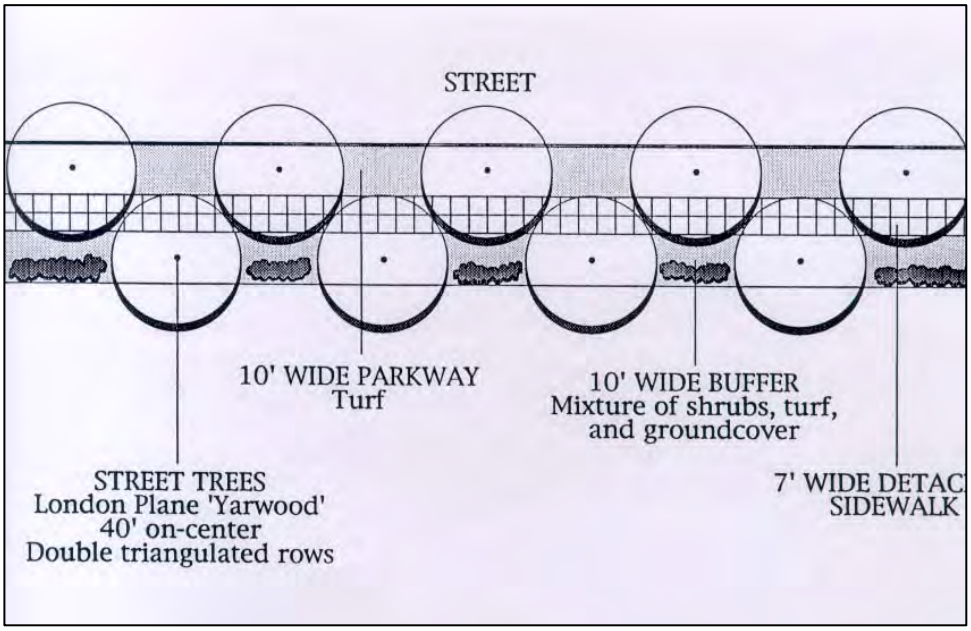




Bascom Avenue

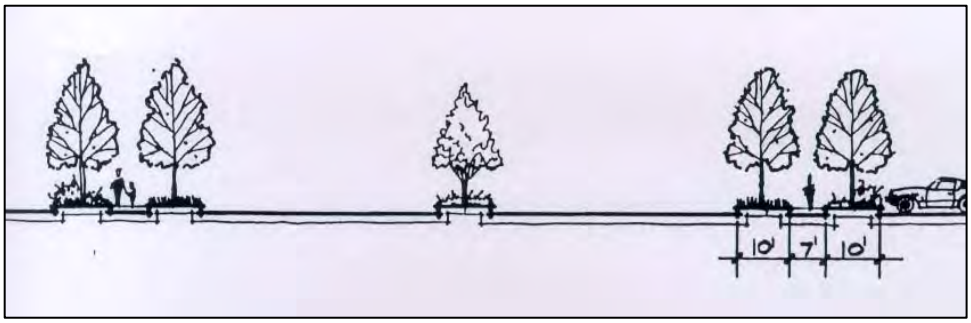
Concept:	Parkway Concept
Dimensions:	10’ wide landscaped parkway; 7’ wide sidewalk; 10’ wide landscaped buffer
Street Tree:	London Plane - Yarwood - Plantanus acerifolia - High branch form
Tree Spacing:	Double triangulated row planted 40’ on center where possible. There shall be one tree planted per 40 linear feet of frontage in both landscaped strips.
Parkway:	An approved drought resistant variety of turf shall be planted in the parkway strip.
Buffer:	The buffer shall be planted with a mixture of turf, groundcover and shrubs. The back portion of the buffer shall be planted with shrubs or hedges to screen parked cars.
Dedication:	The property owner shall dedicate the necessary land to the City of Campbell in order to incorporate the parkway strip and sidewalk strip and sidewalk into the public right of way.

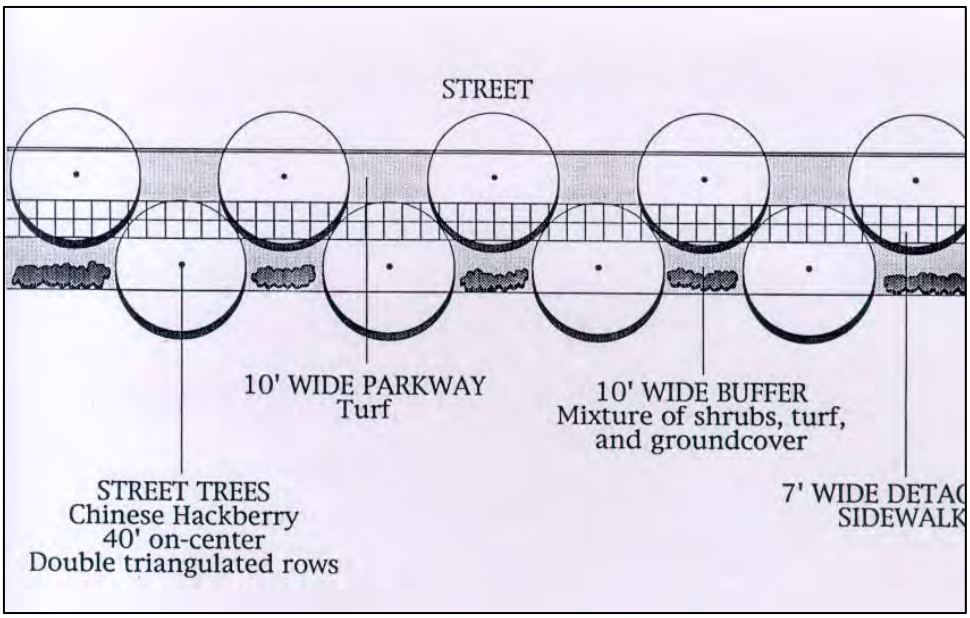




West Campbell Avenue

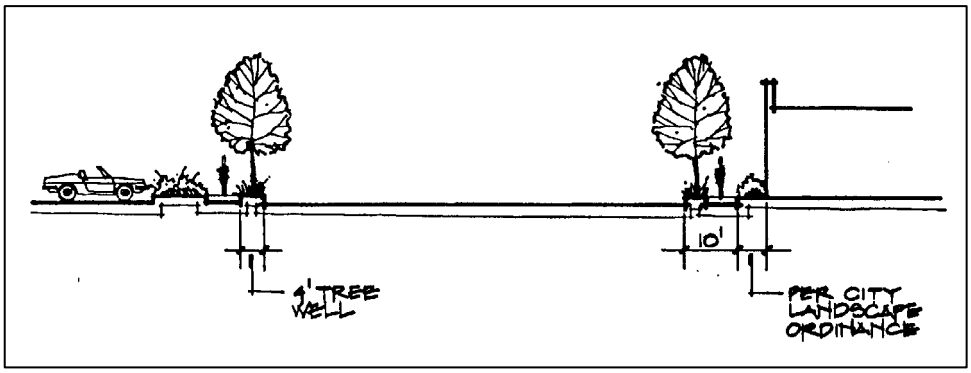
Concept:	Parkway Concept
Dimensions:	10’ wide landscaped parkway; 7’ wide sidewalk; 10’ wide landscaped buffer
Street Tree:	Chinese Hackberry – Celtis saneness
Tree Spacing:	Double triangulated row planted 40’ on center where possible. There shall be one tree planted per 40 linear feet of frontage in both landscaped strips.
Parkway:	An approved drought resistant variety of turf shall be planted in the parkway strip.
Buffer:	The buffer shall be planted with a mixture of turf, groundcover and shrubs. The back portion of the buffer shall be planted with shrubs or hedges to screen parked cars.
Dedication:	The property owner shall dedicate the necessary land to the City of Campbell in order to incorporate the parkway strip and sidewalk strip and sidewalk into the public right of way.

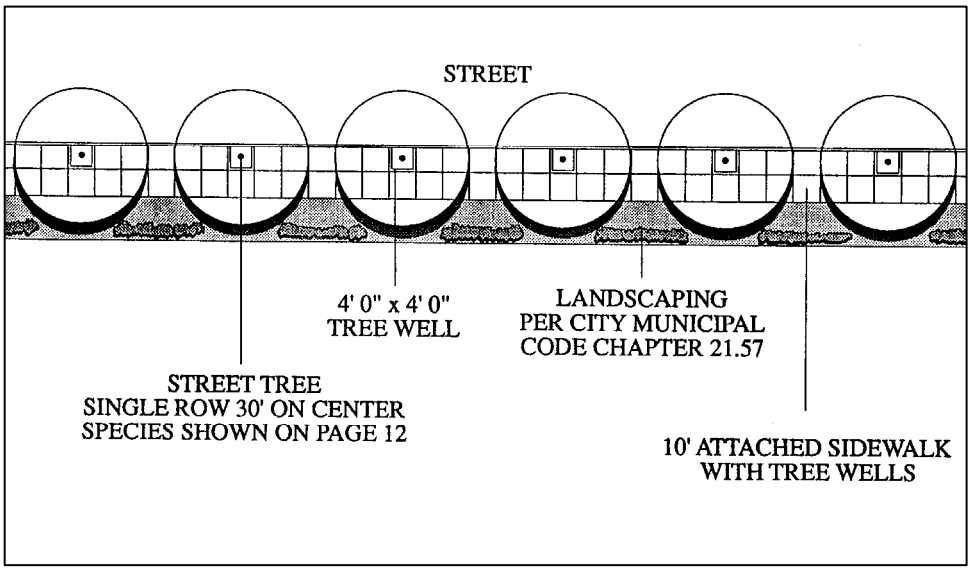




Winchester Boulevard

Concept:	Attached sidewalk with tree wells. Landscaping behind walk with shrubs to screen parking according to Campbell Municipal Code Chapter 21.57.
Dimensions:	10' wide sidewalk with tree wells adjacent to curb. Minimum 5'-8' landscaping behind sidewalk per Chapter 21.57 of the Campbell Municipal Code.
Street Tree:	*North of San Tomas Expressway:* Tulip Tree – Liriodendron tulipifera
	South of San Tomas Expressway: Chinese Pistache – Pistacia chinensis
Tree Spacing:	Single row, planted 30' on center. There shall be one tree planted per 30 linear feet of frontage.
Tree Wells:	4' x 4' except for wells for Tulip Trees which should be 4' deep and 5' wide.
Dedication:	The property owner shall dedicate the necessary land to the City of Campbell in order to incorporate sidewalk into the public right of way.





IMPLEMENTATION

Full Streetscape Treatment

The full streetscape treatment shall be required for the following projects:

- Projects which add 25% new square footage
- Projects which remodel 25% of existing square footage
- Projects which alter over 50% of the length of the façade

Street Trees

Street trees shall be required for the following projects:

- Projects which alter less than 50% of the façade
- Projects which add/alter less than 25% of the existing square footage

Exemptions

- Additions of non-leasable square footage not visible to the public and not exceeding 10% additional square footage shall be exempt from the Streetscape Standards.
- The Community Development Director shall have the authority to approve minor alterations to the Interim Streetscape Standards to accommodate unusual site or project-related conditions.

Timing

All projects shall install the streetscape treatment as a condition of approval with no deferred agreements.

Cumulative Development

All changes shall be cumulative from the date of adoption. A deed restriction shall be recorded to monitor the percentage of the structure that has been altered.

Definitions

Facade Alteration – A significant architectural modification which changes the character of the project, such as roofs and entryways, measured by linear feet. It shall not include modifications to storefronts solely to accommodate tenants, such as display windows or awnings, nor shall it include maintenance or repainting.

Remodel – Includes any rebuilding or structural alterations which change the supporting members of a building, such as bearing walls, columns, beams or girders or which alters the exterior appearance of the building. It shall not include interior tenant improvements or structural alterations solely to meet code.

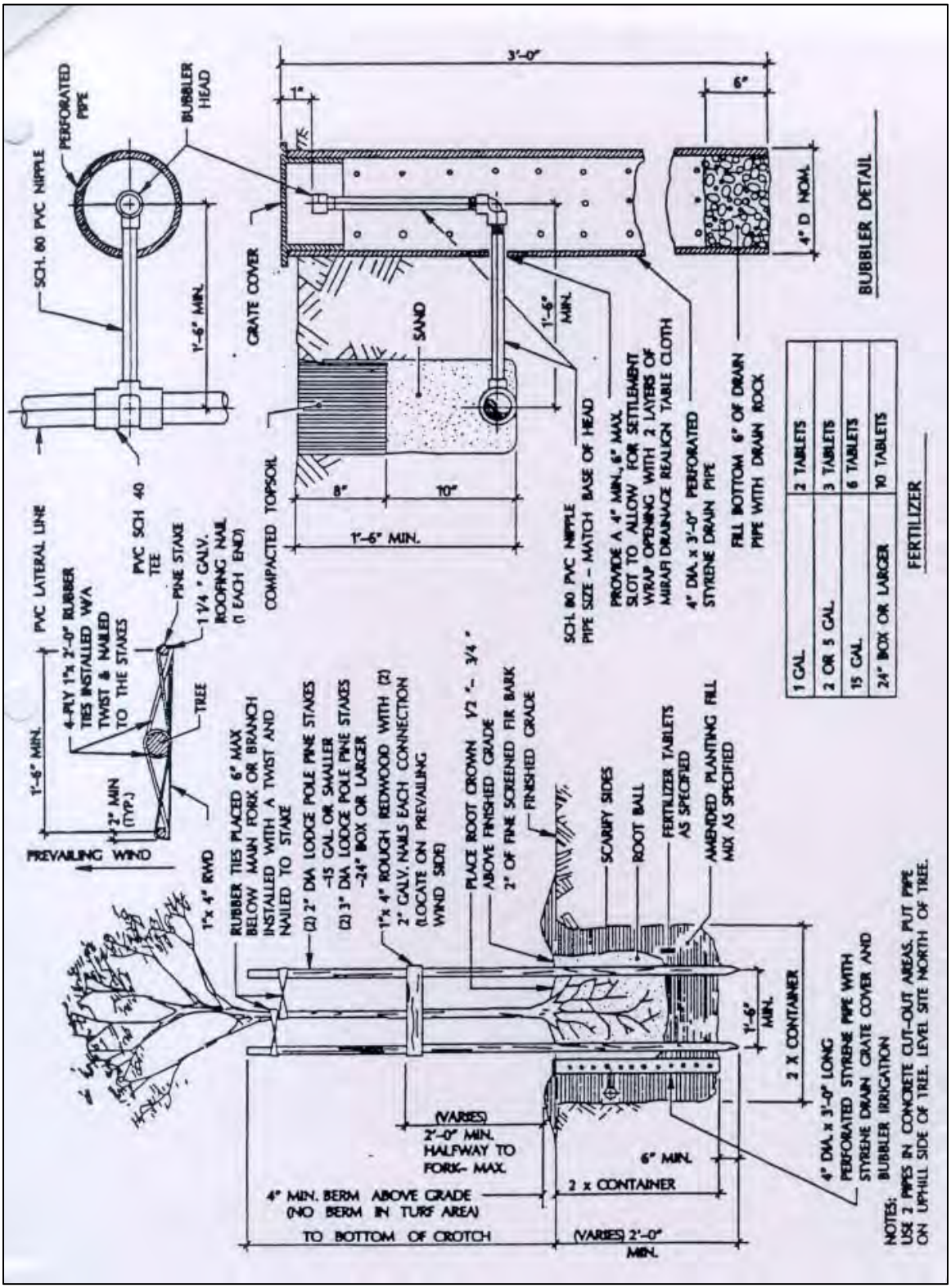
TECHNICAL REQUIREMENTS

1. Trees shall be planted according to the attached diagram or other City approved standard.
2. Tree size at the time of planting shall be a minimum of 15-gallon trees.
3. If new trees are replacing existing trees, larger sizes may be required by the Community Development Director.
4. Larger trees may be required by the Community Development Director if the project is determined to be a high visibility project based on location or frontage size.
5. When only street trees are required on Hamilton, Bascom and Campbell Avenues, they shall be planted in 4' x 4' tree wells, 40' on center. Should parkway treatment be required at a later date, these trees shall not be removed.
6. Deep watering bubbler irrigation systems shall be required for trees per attached diagram.
7. Root shields shall be required for all street trees.
8. Trees shall not be planted within a 40' distance from corner to preserve traffic visibility.
9. Trees shall not be planted within 15' from a driveway in the direction of on-coming traffic.
10. Transition areas shall be built according to City standard details.
11. Adjacent property owners shall be responsible for removing the transition area and extending landscaping and irrigation when they are required to install the streetscape treatment.
12. Bus stops and duckouts shall be built according to City standard details.
13. All utilities shall be located in the landscaped buffer behind the walk on streets with the parkway treatment. Utility boxes shall be screened with landscaping where possible.

MAINTENANCE

The sidewalks and landscaping within the required streetscape treatment shall be maintained fully by the property owner to City Standards.

PLANTING STANDARD



Appendix B:

Relationship of the City of Campbell General Plan Land Use Categories with Zoning Categories

General Plan Category	DENSITY/ INTENSITY[1]	ZONING CATEGORY
Residential		
Low Density Residential	(Less than 3.5 units per gross acre)	Single Family Residential District (R-1-16)[2] Single Family Residential District (R-1-10)[2]
Low Density Residential	(Less than 4.5 units per gross acre)	Single Family Residential District (R-1-8)[2] Single Family Residential District (R-1-9)[2]
Low Density Residential	(Less than 6 units per gross acre)	Single Family Residential District (R-1)
Low-Medium Density Residential	(6-13 units per gross acre)	Multiple Family Residential District (R-M) Two-Family Residential District (R-D)
Medium Density Residential	(14-20 units per gross acre)	Multiple Family Residential District (R-2)
High Density Residential	(21-27 units per gross acre)	Multiple Family Residential (R-3)
Mobile Home Park	(6 -13 units per gross acre)	Planned Development (PD)
Commercial / Office / Industrial		
Neighborhood Commercial	.40 FAR	Neighborhood Commercial (C-1)
General Commercial	.40 FAR	General Commercial (C-2)
Central Commercial	.40 FAR	Central Business District (C-3)
Professional Office	.40 FAR	Professional Office (P-O)
Research and Development	.40 FAR	Controlled Manufacturing (CM)
Light Industrial	.40 FAR	Light Industrial (M-1)
Mixed-Use		
Low-Medium Density Residential / Office	See Special Area Plan[5]	Planned Development (PD)[3]
Medium to High Density Residential / Commercial	See Special Area Plan[5]	Planned Development (PD)[3]
Residential / Commercial / Professional Office	See Special Area Plan[5]	Planned Development (PD)[3]
Commercial and/or Light Industrial	See Special Area Plan[5]	Planned Development (PD)[3]
Public		
Institutional	.40 FAR	Public Facilities (PF)
Open Space		
Open Space	.40 FAR	Open Space (OS)
Other Categories		
		Condominium-Planned Development (C-PD)[4]
		Combining Districts: Site and Architectural Review Area Historic District Overlay District

1. The General Plan establishes density/intensity standards for each use classification. Residential density is expressed as housing units per gross acre. Maximum permitted ratio of gross floor area to the site area (FAR) is specified for non-residential uses. FAR is a broad measure of building bulk that controls both visual prominence and traffic generation. Building area devoted to structured or covered parking is not included in FAR calculations for non-residential developments. However, parking garages are included in the FAR limitations for residential uses. Special Area Plan requirements supercede the above listed FARs. The Zoning Ordinance could provide specific exceptions to the FAR limitations for uses with low employment densities. The density/intensity standards do not imply that development projects will be approved at the maximum density or intensity specified for each use. Zoning regulations consistent with General Plan policies and/or site conditions may reduce development potential within the stated ranges.
2. San Tomas Area Neighborhood Plan (STANP) Categories
3. In addition to mixed-use areas, the PD designation may be considered in any neighborhood. See the San Tomas Area Neighborhood Plan for details for the San Tomas Neighborhood. The PD is a Zoning Designation that allows a degree of flexibility that is not available in other zones, so as to allow developments to create an optimum quantity and use of open space and good design. The PD allows uses that conform to the General Plan.
4. C-PD Zoning Designation is established to provide for the construction of new or conversion of older buildings into residential, industrial and commercial condominiums. The C-PD allows uses that conform to the General Plan.
5. Area plans may need to be developed for some mixed-use areas.

CITY OF CAMPBELL

2015 – 2023 HOUSING ELEMENT

TECHNICAL APPENDICES REPORT

PREPARED BY:

METROPOLITAN PLANNING GROUP

579 CYLDE AVE, MOUNTAIN VIEW, CA

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INTRODUCTION

This Housing Element Technical Appendices Report provides the detailed background information used in developing the Element's policies and programs for the 2015-2023 planning period. Providing the technical information in a separate report allows the City of Campbell to focus the Housing Element on housing strategies and solutions. The Technical Appendices Report consists of the following sections:

- Housing Needs Assessment (Appendix A), which describes and analyzes Campbell's population, household, and housing characteristics and trends;
- Housing Constraints (Appendix B), which assesses potential market, governmental, and other constraints to the development and affordability of housing;
- Housing Accomplishments (Appendix C), which evaluates the City's progress in implementing the housing programs established in the 2009 - 2014 Housing Element; and,
- Analysis of Opportunity Sites (Appendix D), which assesses the ability of the City to provide adequate sites to meet the Regional Housing Needs Assessment.
- Public Outreach (Appendix E), which provides additional information on the public outreach activities.

The Technical Appendices Report were prepared using various sources of information. The majority of the data is from the 2000 and 2010 Census on population and housing, as well as American Community Surveys between 2006 and 2011, and compares it to the corresponding data from Santa Clara County. In addition to data provided by the U.S. Census Bureau, information from the following sources has also been incorporated (where appropriate) into this information:

- Association of Bay Area Governments (ABAG) Housing Element Data Profiles (January 2014) and ABAG's Regional Housing Needs Determination (July, 2013) provides demographic projections and information on future housing needs;
- Population and demographic data is updated by the State Department of Finance, and school enrollment data from State Department of Education;
- Housing market information, such as home sales, rents, and vacancies, is updated through newspaper and internet rent surveys and DataQuick sales transactions;
- Public and non-profit agencies are consulted for data on special needs groups, the services available to them, and gaps in the system;
- Lending patterns for home purchase and home improvement loans are provided through the Home Mortgage Disclosure Act (HMDA) database.
- Major Employers are provided by the City of Campbell Finance Department;

- Comparative data for income levels of various groups is provided by the Comprehensive Housing Affordability Strategy, 2010;
- Information on Campbell's development standards are derived from the City's Zoning Ordinance;
- Property size and Assessors information provided by Santa Clara County Assessor's Office; and
- Information on Persons with Developmental Disabilities is provided by the California Department of Development Services and Department of Social Services.

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APPENDIX A. HOUSING NEEDS ASSESSMENT

This section of the Housing Element discusses the characteristics of the City's population and housing stock as a means of better understanding the nature and extent of unmet housing needs. Appendix A, the Housing Needs Assessment is comprised of the following components: (1) Demographic Profile; (2) Household Profile; (3) Housing Stock Characteristics; and (4) Regional Housing Needs.

1. Demographic Profile

The type and amount of housing needed in a community are largely determined by population growth and various demographic variables. Factors such as age, race/ethnicity, occupation, and income level combine to influence the type of housing needed and the ability to afford housing. This section addresses population, age, race/ethnicity and employment of Campbell's residents.

A. Population Trends

Table A-1 displays population growth trends for the City of Campbell from 1990-2010, and compares this growth to neighboring jurisdictions and the entire County of Santa Clara. As indicated below, the recession between 2007 and 2009 dramatically slowed the rate of population increase for most of the depicted jurisdictions. As the economy has improved, the rates of population growth have also increased. Much of the increase in population growth for most of the established cities has been from the redevelopment of existing sites into higher density residential projects.

Table A-1: Regional Population Growth Trends

Jurisdiction	1990	2000	2010	Percent Change by Decade	
				1990- 2000	2000-2010
Campbell	**36,048**	**38,138**	**39,349**	**6%**	**3%**
Los Gatos	27,357	28,592	29,413	5%	3%
San Jose	782,248	894,943	945,942	14%	6%
Santa Clara	93,613	102,361	116,468	9%	14%
Saratoga	28,061	29,843	29,926	6%	<1%
Santa Clara County	1,497,577	1,682,585	1,781,642	12%	6%

Sources: 1990, 2000, 2010 Census

According to the State Department of Finance, local populations have continued to increase since the 2010 Decennial Census. All of the Cities described in Table A-1 have shown continuing population growth through 2013. In 2013, according to the State Department of Finance, the population for the City of Campbell had increased to 40,404. If the current rates of growth for these cities continued from 2010 through 2020, the percent change in their populations would have ranged between 9 and 14 percent.

According to the Association of Bay Area Governments (ABAG), the population for the City of Campbell is expected to continue to increase through 2040. The estimated population in 2020 is 41,900, increasing to 48,100 in 2040. ABAG expects to see rates of change between 6.5 and 7.5 percent for each decade through 2040.

B. Age Characteristics

A community's housing needs are determined in part by the age characteristics of residents. Each age group has distinct lifestyles, family type and size, income levels, and housing preferences. As people move through each stage, their housing needs and preferences also change. As a result, evaluating the age characteristics of a community is important in addressing housing needs of residents.

Table A-2 below summarizes the age characteristics of Campbell residents between 1990 and 2010, and compares this with the County as a whole. For the most part, the population characteristics of the community have stayed fairly constant except for a decrease in the number of Young Adults and the corresponding increase in the number of Middle Age Adults. This appears to have occurred because of the aging in place by large numbers of Young Adults between 1990 and 2010. The Young Adult population (25 to 44) remains the largest segment (33%) of the City's population though the size of this group has steadily decreased since 1990. The next largest group is the Middle Age Adults (45-64) which comprised 28% of the population in 2010.

Table A-2: Age Distribution-City of Campbell

Age Groups	1990		2000		2010		Santa Clara County (2010)
	Persons	Percent	Persons	Percent	Persons	Percent	
Preschool (Ages 0-4)	2,584	7%	2,491	7%	2,584	7%	7%
School Age (5-17)	4,507	13%	5,728	15%	5,687	14%	17%
College Age (18-24)	3,799	11%	2,910	8%	2,982	8%	9%
Young Adults (25-44)	15,596	43%	15,346	40%	12,834	33%	31%
Middle Age Adults (45-64)	6,194	17%	7,960	21%	10,868	28%	25%
Senior Adults (65+)	3,368	9%	3,703	10%	4,394	11%	11%
TOTAL	**36,048**	**100%**	**38,138**	**100%**	**39,349**	**100%**	**100%**
Median Age	32.5		35.2		38.3		36.2.0

Sources: 1990, 2000, 2010 Census.

Like many communities nationwide, Campbell's population is aging. The City's median age increased from 32.5 years in 1990 to 38.3 years in 2010. During this same time the countywide median age increased from 32.0 to 36.2. This appears to correspond with the gradual increase in the number of Senior Adults (65+). This aging in place trend is expected to continue into the near future. Many seniors are homeowners and typically live in single-family homes, but may begin to consider trading down their larger homes for smaller dwellings as their children leave home. To remain in their homes, some seniors may also participate in home sharing programs.

Several trends could become apparent over the coming decade. Senior citizens can be expected to continue to comprise a growing segment of Campbell's population as the City's middle age "baby boomers" (45 to 64) age in place. Eventually, this pattern of aging in place will result in the recycling of existing neighborhoods as Young Adults move back into the areas vacated by the Senior Adults and start new families. Given this trend, there is a continued need to expand housing opportunities for seniors.

C. Race and Ethnicity

The Bay Area has been gradually changing in the racial and ethnic composition of its population. These changes have implications for housing needs to the extent that different groups may have different household characteristics, income levels, and cultural background that affect their need and preferences for housing.

Campbell, like many Bay Area communities, has also experienced gradual changes in the racial and ethnic composition of its population. The White group continues to comprise the largest race/ethnic group in Campbell at 58 percent, but this group's share of the population has decreased steadily over the past two decades, while the other race/ethnic groups grew noticeably both in size and proportion. This trend is reflected in both the Dicennial Census and local school enrollments.

Among the major race/ethnic groups, the largest percentage increase in population between 1990 and 2010 was attributable to Asians (representing 78% of the population growth between 1990 and 2000) and Hispanics (representing 64% of the population growth between 2000 and 2010). As shown inTable A-3, the Asian/Pacific Islander share of the population increased from 9 percent in 1990 to 16 percent in 2010. The Hispanic share grew from 11 percent to 18 percent. The number of residents in the "Other Race" category grew dramatically in large part because unlike prior Census efforts, the 2000 and 2010 Censuses allowed respondents to identify themselves as members of more than one racial group.[1]

Table A-3: Racial and Ethnic Composition–City of Campbell

Race/Ethnicity Group	1990		2000		2010		Santa Clara County (2010)
	Persons	Percent	Persons	Percent	Persons	Percent	
White	28,029	78%	25,168	66%	22,866	58%	35%
Hispanic	3,839	11%	5,083	13%	7,247	18%	27%
Asian/Pacific Islander	3,281	9%	5,430	14%	6,362	16%	32%
Black	677	2%	932	2%	1,109	3%	2%
Other Race	222	1%	1,525	4%	1,765	4%	3%
TOTAL	**36,048**	**100%**	**38,138**	**100%**	**39,349**	**100%**	**100%**

Sources: 1990, 2000, 2010 Census

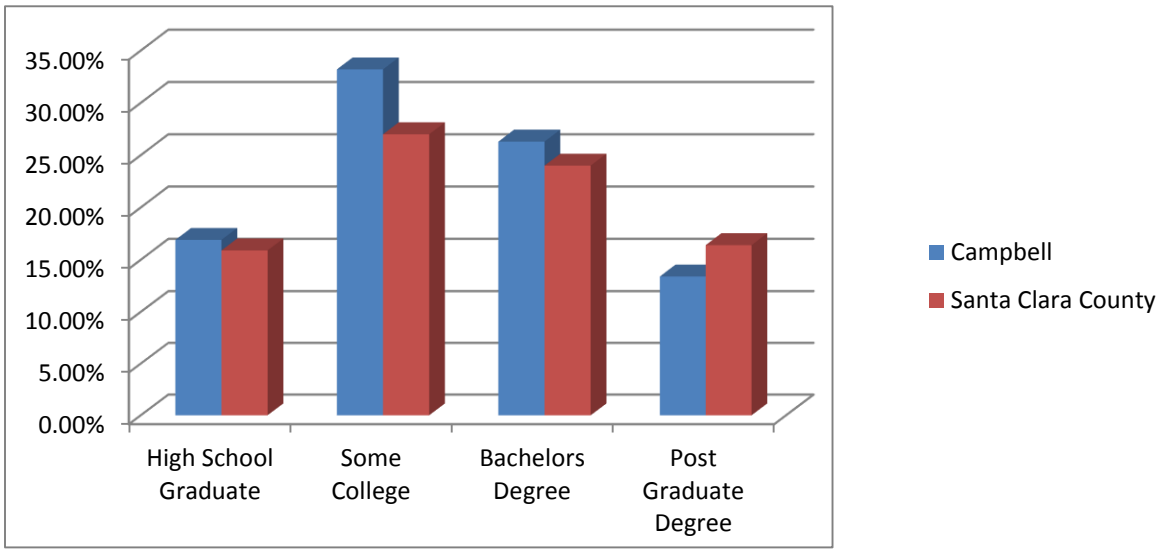
The student population in Campbell is diverse as well and reflects the demographic shift within the community. An examination of recent enrollment data for local schools in the Campbell Union Elementary that primarily serve the City of Campbell indicate that the traditional minority groups comprise the majority of the student population.[2] In academic year 2013/14, 54% of the student population are Hispanic, 25% White, 12% Asian and Pacific Islander, 4% Blacks or African American, and 5% were identified as an Other Race. This variation indicates that much of the older cohorts of the population are predominantly White while the younger cohorts of the population are more diverse and more representative of the current multi-ethnic California.

[1] For 2000, the "Other Race" category includes American Indians and Alaska Natives, and persons who identified themselves as "Some other race" and "Two or more races."
[2] Data was compiled from the Education Data Partnership website (*http://www.ed-data.k12.ca.us/*)

D. Education

Education and employment also have an important impact upon housing needs to the extent that different jobs and income levels determine the type and size of housing a household can afford. According to the 2010 Census, the educational level of Campbell residents is generally higher than that of the County as a whole. For instance, the percentage of residents over age 25 without a high school diploma is 10 percent in the City, compared to 16 percent Countywide. Similarly, Campbell has a higher percentage of residents with some college education and with a Bachelors Degree, though a smaller percentage of Post Graduate Degree holders. The educational attainment of Campbell residents and residents countywide are displayed in the Figure A-4.

Table A-4: Comparison of Educational Attainment



E. Employment Market

Table A-5 describes the types of occupations held by Campbell residents. As of 2010, three-quarters of residents were employed in either managerial/professional occupations (50%), or sales/technical/administrative occupations (26%). Relatively higher paying jobs are in both categories, except for certain sales positions, translating into higher incomes for the residents engaged in these activities. In contrast, there were noticeable declines in the number of residents engaged in the occupational categories of production/crafts/maintenance; and farming/ forestry/ fishing. The long term trend appears to be away from manufacturing and production and toward the professional and service sectors. Furthermore, the primary growth within the Sales, Technical and Administrative sectors has been in the technical and administrative areas.

Table A-5: Civilian Employment Profile-City of Campbell

Occupations of Residents	1990		2000		2010	
	Persons	Percent	Persons	Percent	Persons	Percent
Managerial / Professional	7,485	34%	10,951	50%	10,675	50%
Sales, Technical, Administrative	8,065	37%	5,417	25%	5,597	26%
Service Occupations	2,070	10%	2,243	10%	2,436	11%
Production/Crafts/Maintenance	2,408	11%	1,740	8%	1,300	6%
Operators, Fabricators, Labor	1,657	8%	1,400	6%	1,335	6%
Farming, Forestry, Fishing	131	1%	8	0%	83	<½%
Total	**21,816**	**100%**	**21,759**	**100%**	**21,426**	**100%**

Sources: 1990, 2000, 2010 Census.

The State Employment Development Department estimates that, as of November 2013, the labor force for the City of Campbell was 23,000. The unemployment rate for City residents was 5.3%, compared to a countywide unemployment rate of 6.2% and a statewide rate of 8.3%. Since the height of the recession in early 2009, the unemployment rates for the City, County, and State has fallen by 2.4%, 1.5%, and 0.8% respectively. The improved economy has the potential to improve many families access to affordable housing.

The economic base for the City of Campbell is founded on small to medium-sized businesses. The largest employers are shown in Table A-6. Of the twenty largest employers, eight are service businesses, five are retail oriented, and three are manufacturing or technology companies. The remaining businesses are a variety of medical, construction, or local governmental organizations. These 20 largest employers represent only less than 20% of all local jobs indicating that most local employers are primarily smaller sized businesses.

Future local job growth is anticipated to be somewhat limited. However the continued expansion of regional employment will likely result in increased demand for more affordable housing in Campbell.

Table A-6: Top 20 Employers-City of Campbell

Employer	Number of Employees
Barracuda Networks Inc	393
Safeway	274
Whole Foods	250
Fry's Electronics	229
Hunter Laboratories	200
Yousendit, Inc	200
Home Depot	189
Samma Technologies	182
Mohler, Nixon & Williams Accountancy	165
Moss Adams CPAs	161
City of Campbell	153
24/7 Customer Care	150
Senior Living Solutions	150
Kaiser Permanente Medical Group	145
Pacific Netsoft, Inc	138
Durham School Services	134
Chargepoint, Inc	120
On-Site.com	120
South Bay Senior Solutions	120
Kohl's	112

Source: City of Campbell, Finance Department, 2014.

According to the 2007 Economic Census (the most recent information available), there were approximately 20,652 jobs in Campbell in 1,452 workplaces. In 2007 the local economy was a combination of service/retail, professional, and manufacturing sectors. Since that time several of the larger manufacturing and information service businesses have either relocated or have gone out of business. As a result, the local economy is based primarily on the retail/service and professional sectors.

F. Jobs and Housing

The Jobs:Housing Ratio (or Jobs:Housing Balance) is a method used to indicate whether a community is "balanced" from a housing and employment perspective. A community is considered balanced when there are approximately an equal number of housing units and jobs (though the Jobs:Housing Ratio does not consider the quality of the jobs in terms of the household incomes or affordability). In regional planning programs, balancing jobs and housing is generally believed to reduce the amount of long distance commuting, as well as achieving a number of other related goals such as reducing traffic congestion on major freeways and arterials, improving regional air quality, and enhancing a community's economic base. Jobs and housing are considered to be balanced when there are an equal number of employed residents and jobs within a given area, with a ratio of approximately 1.0.

Table A-7 compares the Jobs:Housing ratio for Campbell and other selected local jurisdictions. The balance between jobs and housing is an important consideration in establishing housing production and affordability goals. Based on ABAG estimates for 2007, Campbell has a Jobs/Housing ratio of 1.3. This means that, within Campbell there are on average 1.3 jobs for each housing units. In comparison to many of the surrounding jurisdictions, Campbell is relatively balanced community with slightly more jobs than housing.

Table A-7: Jobs to Employed Residents Ratio

City	Jobs per Employed Residents Ratio
Campbell	***1.3***
Los Gatos	1.8
San Jose	0.8
Santa Clara	1.9
Saratoga	0.6
Santa Clara County	1.1

Sources: ABAG Projections, 2013

2. *Household Characteristics*

Household type and size, income levels, the presence of special needs populations, and other household characteristics determine the type of housing needed by residents. This section details the various household characteristics affecting housing needs.

A. Household Type

According to the 2010 Census, Campbell is home to 16,163 households, of which 60 percent are families. Families are comprised of married couple families with or without children as well as other family types, such as female-headed households with children. Non-families, including singles and other households, make up the other 40 percent of households in Campbell. Other households include residents in group homes, roommates, and other unrelated persons occupying the same housing unit. As was the case in 1990, singles comprised roughly 30 percent of all households in the City. The household type trends are shown in Table A-8.

Table A-8: Household Characteristics-City of Campbell

	1990		2000		2010	
Household Type	**Households**	**Percent**	**Households**	**Percent**	**Households**	**Percent**
Total Households	***15,312***	***100%***	***15,920***	***100%***	***16,163***	***100%***
Families	8,849	58%	9,121	57%	9,686	60%
With Children	(3,857)	(44%)	(4,452)	(49%)	(4,832)	(50%)
Without Children	(4,992)	(56%)	(4,669)	(51%)	(4,881)	(50%)
Singles	4,438	29%	4,846	30%	4,805	30%
Other	2,025	13%	1,953	12%	1,672	10%
Average Household Size	**2.35**		**2.38**		**2.42**	

Sources: 1990, 2000, 2010 Census.

The composition of households in Campbell remained relatively unchanged between 1990 and 2010. There are, however, two noteworthy trends. These trends are the increase in the number of families with children and the increase in the average persons per household since 1990. These trends reflect the growth in the number of families with children as well as an increase in the number of households "doubling up" to save on housing costs during the recent economic downturn commonly referred to as The Great Recession (2007-2009).

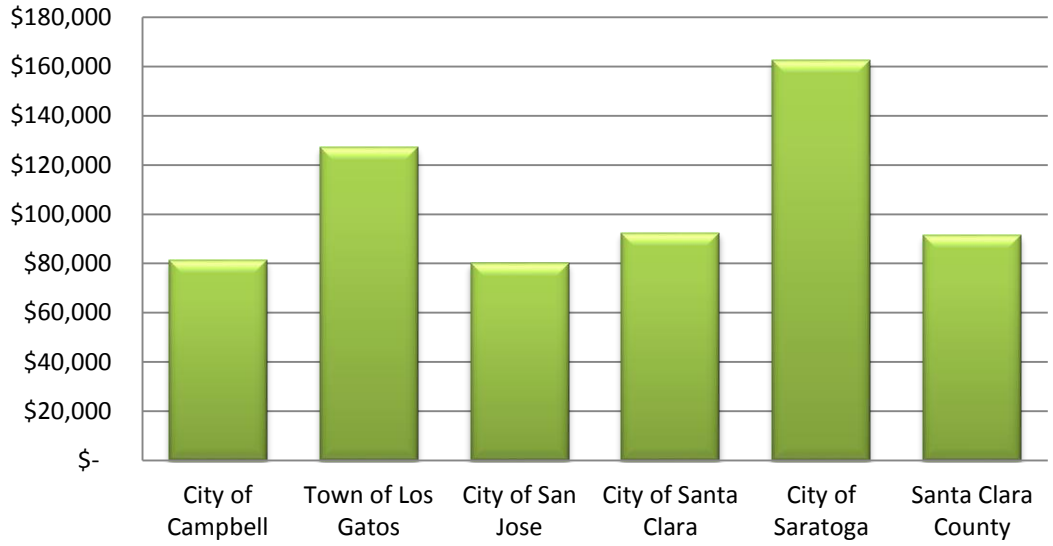
B. Household Income

Household income is the most important factor affecting housing opportunity, determining a household's ability to balance housing costs with other basic necessities of life. Income levels can vary considerably among households, based upon tenure, household type, location of residence, and/or race/ethnicity, among other factors.

Median Household Income

Based on the 2012 American Community Survey, the median annual household income of Campbell households was $81,108. As shown below, the median household income in Campbell was comparable to that in San Jose, and about 11% less than the median household income for Santa Clara County. The median household incomes for Campbell and several surrounding cities are shown in Figure A-9.

Figure A-9: Median Household Income



Source: 2012 American Community Survey

Income Definitions

The State and Federal government classify household income into several groupings based upon the relationship to the County Adjusted Median Income (AMI), adjusted for household size. The State of California utilizes the income groups presented in Table A-10. However, federal housing programs utilize slightly different income groupings and definitions with the highest income category beginning about 95 percent of the County AMI. For purposes of the Housing Element, the State income definitions are used throughout, except for the data that have been compiled by the Federal Department of Housing and Urban Development (HUD). When the Federal criteria are used, this fact will be specifically noted.

Table A-10: State Income Categories

Income Category	% Countywide Adjusted Median Income
Extremely Low	0-30% AMI
Very Low	0-50% AMI
Low	51-80% AMI
Moderate	81-120% AMI
Above Moderate	120%+ AMI

Source: Section 5000093 of the California Health and Safety Code

Households by Income Levels

According to information compiled for the Comprehensive Housing Affordability Strategy, 69% of the households in the City of Campbell are in the Moderate Income and Above Moderate Income categories. While the absolute number of these households has increased since 1990, the relative percentage of these higher income households has declined since 1990 (from 70.9% to 68.8%). The number of households by the four income categories is depicted in Table A-11.

Table A-11: Household Income Levels-City of Campbell

Income Level	1990		2000		2010	
	Households	Percent	Households	Percent	Households	Percent
Extremely Low Income (<30% AMI)	1,599	10%	1,636	10%	2,015	12%
Very Low Income (31-50% AMI)	1,513	10%	1,559	10%	1,680	10%
Low Income (51-80% AMI)	1,341	9%	1,629	10%	1,395	9%
Moderate Income and above (Greater than 80% AMI)	10,859	71%	11,089	70%	11,215	69%
Total	**15,312**	**100%**	**15,913**	**100%**	**16,305**	**100%**

Source: 2000, 2010 Comprehensive Housing Affordability Strategy, (http://socds.huduser.org/chas/reports).

This decrease in the Moderate Income and Above Moderate Income categories has been paired with a noticeable increase in the Extremely Low Income category. Between 1990 and 2010, the number of Extremely Low Income Households increase from 1,599 to 2,015. Of the nearly one thousand households added to City between 1990 and 2010, most of the growth occurred in either the Extremely Low or the Moderate Income and Above Moderate Income categories. This indicates that while much of the community is economically prosperous, there continues to be increased affordability issues for the Extremely Low Households.

Income by Household Tenure

Table A-12 shows the income level of Campbell residents by household tenure. A significantly higher percentage of renter households (51%) were in the lower income categories (with household incomes less 80% of the AMI) compared to residents who owned their homes (20%). In contrast, the 41% of rental households and 19% of owner households were in the lower incomes categories in 2010. The presence of approximately 2,500 extremely low and very low income renter households is of particular significance as market rents in Campbell exceed the level of affordability for these households.

Table A-12: Income by Owner / Renter Tenure in 2010-City of Campbell

Income Levels	Renters		Owners		Combined Total
	Households	Percent	Households	Percent	
Extremely Low Income (<30% AMI)	1,495	19%	520	6%	12%
Very Low Income (31-50% AMI)	1,030	13%	650	8%	10%
Low Income (51-80% AMI)	910	19%	485	6%	9%
Moderate Income and above (>80% AMI)	4,365	56%	6,850	81%	69%
Total	**7,800**	**100%**	**8,505**	**100%**	**100%**
Percent of Total Households	**48%**		**52%**		

Source: Comprehensive Housing Affordability Strategy, 2010.

The Comprehensive Housing Affordability Strategy identifies four conditions that create severe housing problems. These four conditions are: incomplete kitchen facilities, incomplete plumbing facilities, more than one and a half persons per room, and cost burdens of greater than 50% of the household income. According to the 2010 Census, less than 2% of the units had incomplete kitchen or plumbing features. This means that the vast majority of the housing issues identified in the Comprehensive Housing Affordability Strategy are related to the cost burden of housing and the number of persons living in the unit (which can also be an indicator of a higher cost burden for housing).

As described in Table A-13, 43% of renter households and 38% of owner households spend more than 30% of their income on housing costs each week, while 19% of renter households and 16% of owner households spend more than 50% of their income on housing in 2010. The high incidence of lower income renter households is of particular significance as market rents in Campbell exceed the level of affordability for lower income households, discussed in greater detail in the Housing Affordability Section of this Needs Assessment.

Table A-13: Housing Cost Burden by Tenure in 2010

Housing Cost Burden (as a Percentage of Income)	Renter Households		Owner Households		Total Households	
	Households	Percent	Households	Percent	Households	Percent
Less than 30%	4,340	56%	5,270	62%	9,610	59%
30% to 50%	1,870	24%	1,875	22%	3,745	23%
Greater than 50%	1,510	19%	1,350	16%	2,860	18%
Not Available	85	1%	10	0%	95	<1%
Total	**7,805**		**8,505**		**16,310**	**100%**
Percent of Total Households	48%		52%			

Source: ABAG, 2013

C. Special Needs Groups

Certain groups have greater difficulty in finding decent, affordable housing due to their special needs and/or circumstances. Special circumstances may be related to one's employment and income, disability, or household characteristics. As a result, certain segments of Campbell residents may be more likely to have lower-incomes, overpayment, over-crowding, or other housing problems. State Housing Element law identifies the following "special needs" groups: senior households, disabled persons, large families, female-headed households, families and persons in need of emergency shelter, and farm workers.

This section provides a detailed discussion of the housing needs of each particular group as well as the major programs and services available to address their housing and supportive services needs. Table A-14 summarizes the special needs populations in the City of Campbell.

Table A-14: Special Needs Groups

Special Needs Groups	Persons	Households	Percent*
Seniors (65+)	4,394		11%
With a disability	1,569		{36%}
Senior Households		2,824	17%
Renter		(1,055)	{37%}
Owner		(1,769)	{63%}
Seniors living alone		1,346	{47%}
Persons with Disability [1]	2,857		7%
Persons with Developmental Disabilities[2]	134		<1%
Large Households		1,283	8%
Renter		(602)	{47%}
Owner		(681)	{53%}
Female-headed Households		1,741	11%
With related children		(937)	{55%}
Farmworkers	83		<½%
Homeless [3]	91		<½%
Total Persons / Household	**39,349**	**16,163**	

Sources: 2010 Census (unless otherwise noted).
** Numbers in { } reflect the % of the special needs group, and not the % of the City Population / Households. For example, of the City's large households, 47% are renters and 53% are owners*
1. Disabled persons over the age of 5.
2. Persons over the age of 18 with developmental disabilities.
3. 2013 Santa Clara County Homeless Census and Survey.

Senior Households

Senior households typically have special housing needs due to three primary concerns – income, housing and health care costs, and physical disabilities. Seniors are typically on fixed incomes, therefore an increase in rents can have a considerable impact on extremely low income senior renters. Senior homeowners with extremely low incomes also face significant needs related to maintaining their homes.

According to the 2010 Census, seniors (age 65 and older) comprise 11 percent of the City's households. Some of the special needs of seniors are as follows:

- **Disabilities**: Of Campbell's senior population, 36 percent (1,569 persons) have a work disability and/or self-care or mobility limitation.
- **Limited Income**: Many seniors have limited income available for healthcare and other expenses. Because of their retired status, 57 percent of Campbell's senior households earn extremely low to very low-incomes (<50% AMI). An increase of about 7 percent since 2000.

- **Overpayment**: About half of Campbell's senior households spend more than one-third of their incomes on housing costs. This problem is particularly acute among renting senior households where nearly 60 percent of these households are comprised of lower income.

About two-thirds of elderly households in Campbell are homeowners. Because of physical and/or other limitations, senior homeowners may have difficulty in performing regular home maintenance or repair activities. Furthermore, the installation of grab bars and other assistance devices in the home may be needed. Also, nearly 47 percent of the City's senior households live alone. In the past there were programs to encourage home sharing and to extend the ability of seniors to remain in their homes. Unfortunately these programs are no longer provided due to funding cutbacks and limitations. Campbell is home to an estimated 1,055 senior renter households. Fifty-seven percent of Senior Households are in the Very Low and Low Income categories.

Through the Campbell Senior Center, which caters to seniors over the age of 50, the City also provides programs and services for seniors to facilitate social interaction and foster independence. Services include information and referrals, education classes, physical, leisure activities and social activities, transportation assistance and lunches. The Senior Center is a nutrition site under the Countywide Senior Nutrition Program, where congregate meals are made available to persons over the age of 60. There are two Meals on Wheels Programs serving residents in Campbell, one through the Council on Aging and the other through Health Trust Programs. These programs provide hot or ready meals for homebound seniors who have difficulty cooking or shopping for themselves. The Adult Center services also include providing a case manager who provides in-home, comprehensive social service assistance, to the City's isolated, low-income, at-risk elderly; employment/housing referrals and seasonal homeowners and renters' assistance.

Persons with Disabilities

A disability is defined as a long lasting condition that impairs an individual's mobility, ability to work, or ability to care for themselves. Persons with disabilities include those with physical, mental, or emotional issues that make it difficult to live without special assistance or attention. Persons with disabilities often have special housing needs because of their fixed income, the lack of accessible and affordable housing, and the higher living and health costs associated with their disability.

In 2011, a total of 2,857 persons with disabilities resided in Campbell, representing about eight percent of the City's population over the age of five. Of these persons with disabilities, approximately 38 percent of these residents are faced with mobility/self care limitations, 20 percent have physical limitations, and the remaining 42 percent have both sensory and mental disabilities. Of the City's senior population, over one-third has one or more types of disabilities.

The living arrangement of disabled persons depends on the severity of the disability. Many persons live at home in an independent fashion or with other family members. To maintain independent living, disabled persons may need assistance. This can include special housing design features for the disabled, income support for those who are unable to work, and in-home supportive services for persons with medical conditions among others. Accessible housing can also be provided via senior housing developments. Campbell has adopted Reasonable Accommodation procedures to facilitate zoning modifications for persons with disabilities.

The State of California Community Care Licensing Division identifies three adult residential facilities in Campbell that provide 24-hour non-medical care for adults ages 18-59 who are unable to provide for their own daily needs. The Silicon Valley Independent Living Center (SVILC) provides a variety of services to persons with disabilities in Santa Clara County. SVILC serves over 1,000 County residents annually. Services offered include: information and referral, vocational training and placement, residential training, legal and personal advocacy, peer and individual counseling, housing referrals, and personal assistance referrals and placement. To help its clients locate affordable, accessible housing, SVILC maintain a database of accessible and subsidized housing throughout Santa Clara County. Rental assistance through the County Housing Authority also helps disabled persons afford housing in Campbell. Transportation service for persons with disabilities is available through OUTREACH paratransit, a non-profit agency, operating as the ADA paratransit broker for the Valley Transportation Authority (VTA). OUTREACH is based on a reservation system with clients making reservations for trips one day to 14 days in advance. This service is provided with taxies or accessible vans.

Persons with Developmental Disabilities

A development disability is defined as a disabling condition that originated before an individual become 18 years old, and continues, or can be expected to continue, indefinitely, and constitutes a substantial disability for that individual. Developmental disabilities include mental retardation, cerebral palsy, epilepsy, and autism, as well as the disabling conditions found to be closely related to mental retardation (or that require treatment similar to individuals with mental retardation), but does not include other handicapping conditions that are solely physical in nature (though some developmentally disabled persons may also have physical disabilities).

According to the State Department of Developmental Services there are 134 developmentally disabled persons over the age of 17 in Postal Code 95008. Postal Code 95008 encompasses over 98% of the incorporated City and is representative of the City of Campbell as a whole. For all persons with developmental disabilities in Postal Code 95008, 71% live at home with a parent, family member or guardian, 13% live in community care facilities, while 10% live in an independent supported living facility. The remaining 6% have a variety of other less common living arrangements.

Many of the organizations that provide support to persons with disabilities also provide assistance to persons with developmental disabilities. According to the State Department of Social Services there are three Adult Residential Facilities for Persons with Special Care Needs in Postal Code 95008. These three facilities have a total capacity of 15 beds. The Zoning Ordinance allows in-home care facilities for less than 6 persons as a permitted use in all residential zones. In-home care facilities designed to accommodate up to 12 beds are allowed with a conditional use permit in all residential zones. Campbell has also adopted Reasonable Accommodation procedures that can also facilitate zoning modifications for the families and caretakers of persons with developmental disabilities.

Large Households

Large households are defined as having five or more members residing in the home. These households constitute a special needs group, because there is often a limited supply of adequately sized, affordable housing units in a community. In order to save for other basic necessities of food, clothing and medical care, it is common for lower-income large households to reside in smaller units, which frequently results in overcrowding. To accommodate larger households, units with three or more bedrooms are generally appropriate for large households. According to the 2010 Census, Campbell is home to 1,283 Large

Households, or about eight percent of all households. Fifty-three percent (681) of large households live in owner occupied units while 47 percent (602) of large households live in renter-occupied units.

Approximately 48 percent (7,811) of all housing units in Campbell have three or more bedrooms. While the total number of larger units appears to be adequate to accommodate large households, virtually all of the available units require at least Above Moderate Incomes to afford. According to the recent home and condominium sales (Table A-20), 88% of all units sold in 2013 had 3 or more bedrooms. However, the median sale price for a 3-bedroom home in Campbell in 2013 was $750,000, this equates to a minimum household income of over $165,000 per year to meet State's affordability criteria. This minimum household income is well above the median household income for Campbell residents.

Large households renting housing have a similar, though different, problem. In contrast, according to the recent rental survey (Table A-21), only 12% of the available for rent units had 3 or more bedrooms. However, with median rents for 3-bedroom apartments at $2,900 and median rents for 3-bedroom homes at $3,350 (when these larger units are available), the affordability of large rental units for even Moderate Income households remains an issue. Because of limited availability, combined with limited affordability, lower income large households will have difficulty finding housing in Campbell.

Female-headed Households

Female-headed households with children often require special consideration and assistance as a result of their greater need for affordable housing, accessible day care, health care, and other supportive services. Because of their relatively lower incomes and higher living expenses, such households usually have more limited opportunities for finding affordable, decent, and safe housing.

Campbell is home to 1,741 female-headed households, of which 54% have children under 18 years old. Of those households with children, 10% had incomes below poverty level. This is in contrast to the general population where only 3% had incomes below the poverty level and 9% of female-headed households without children had incomes below the poverty level. These households are a particularly vulnerable group because the household head must try to balance the needs of their children with work and other household responsibilities.

Homeless Persons

The 2013 Homeless Census and Survey for Santa Clara County were conducted on January 29 and 30, 2013. The 2013 Census and Survey involved two components: 1) a point-in-time count of unsheltered and sheltered homeless, and 2) one-on-one interviews with about 850 homeless. The comprehensive, two-day homeless count identified approximately 5,600 homeless people on the streets, and an additional 2,000 people in emergency shelters, transitional housing, and domestic violence shelters. Key findings of the homeless count and supplementary interviews include:

- 56 percent indicated they had been homeless for more than one year.
- Approximately half of those surveyed indicated that this was their first experience being homeless.
- About two-thirds of the homeless identified as male.
- Only 25 percent of the County's homeless lived in formal shelters or transitional housing.

- Over one-third of the County's homeless were living in vehicles and encampments and almost one-third were living on the street.
- 40 percent of survey respondents indicated the primary cause of their homelessness was due to the loss of a job and 17 percent indicating alcohol or drug use was the primary factor.
- About two-thirds of respondents indicated they were experiencing one or more disabling conditions with 35 percent reported experiencing some form of mental illness.

Within the City of Campbell, the 2013 Homeless Census and Survey identified 91 homeless people, a decrease of 12 persons from the 2011 Survey. Despite the recent decrease in the number of homeless individuals in Campbell, the total number of homeless persons has stayed relatively constant ranging between 90 and 105 individuals. All of the homeless individuals identified in the Survey were unsheltered because there are no homeless shelters within the City.

There are three major types of facilities that provide shelter for homeless individuals and families: emergency shelters, transitional housing, and permanent housing. These types of facilities are defined below:

- Emergency Shelter: provides overnight shelter and fulfills a client's basic needs (i.e. food, clothing, and medical care) either on-site or through off-site services. The permitted length of stay can vary from one day at a time to two months, depending upon whether the shelter is short-term or long-term.
- Transitional Housing: a residence that provides housing for up to two years. Residents of transitional housing are usually connected to rehabilitative services, including substance abuse and mental health care interventions, employment services, individual and group counseling and life skills training.
- Permanent Housing: refers to permanent housing that is affordable in the community or permanent and service-enriched permanent housing that is linked with on-going supportive services (on-site or off-site) and is designed to allow formerly homeless clients to live at the facility on an indefinite basis.

As a smaller city, Campbell does not have any permanent emergency shelters. Numerous regional service providers serve the homeless in the greater San Jose area. Homeless individuals identified in Campbell are usually referred to one of the emergency shelters located nearby.

As the Santa Clara County's largest provider of shelters and services for the homeless, EHC Home First provides emergency shelters, transitional and permanent housing and support services through a network of program locations throughout the County. InnVision operates four inns in San Jose, which provide to a variety of persons in need, including working men, women and children, and mentally ill persons. InnVision serves clients in Campbell based on the availability of space in the inns at San Jose. However, if there are no available spaces, clients get referred to any one of the 20 sites of InnVision, some of which are located outside of San Jose. As exhibited in Table A-15, EHC and InnVision provide a significant number of beds in transitional housing facilities and emergency shelters for the homeless.

Table A-15: Homeless Facilities/Providers in Nearby Areas

Facility	Beds	Clients	Location
Emergency Shelter			
Asian Americans for Community Involvement	12	Women with children	San Jose
City Team Rescue Mission	50	Single men	San Jose
Cold Weather Shelter (EHC)	125	Single men and women	Sunnyvale
Community Homeless Alliance Ministry	21	Single women and women with children	San Jose
Hospitality House, Salvation Army	22	Single men	San Jose
Sobrato House Youth Center (EHC)	10	Homeless and run-away youth	San Jose
San Jose Family Shelter	143	Families	San Jose
West Valley Community Services	15	Single men	Cupertino
Emergency Shelter/Transitional Housing			
InnVision – Commercial Street Inn, Community Inn, Julian Street Inn, and Montgomery Street Inns	212	Working men, women and children, and mentally ill men & women	San Jose
James Boccardo Reception Center (EHC)	370	Single adults and families (including veterans and migrant workers)	San Jose
Next Door – Women with Children	19	Women and children – victims of domestic violence	San Jose
Transitional Housing			
Bill Wilson Center	18	Families with children and youth	Sunnyvale
City Team Ministries	82	Single men and women	San Jose
St. Joseph's Cathedral, Social Ministry Office	45	Worker housing, men, women and children	San Jose
Salvation Army Hospitality House	46	Single men	San Jose
West Valley Community Services	22	Single men	Cupertino
InnVision – InnVision Villa	55	Single women	San Jose
YWCA – Villa Nueva	63	Women and children	San Jose
Permanent Housing			
Catholic Charities of San Jose	54	Single men and women	San Jose
Charities Housing Development Corp.	36	Single women and families with children	San Jose
InnVision – Alexander House, Sunset Square, and North Co	71	Single women and families with children	San Jose
Markham Terrace (EHC)	95	Men & women	San Jose
Pensione Esperanza SRO (Catholic Charities)	109	Men & women	San Jose
Sobrato House Youth Center	9 Apts	Youth	San Jose

Sources: Santa Clara County 2010-2015 Consolidated Plan; San Jose 2010-2015 Consolidated Plan.

Farmworkers

Farmworkers are traditionally defined as persons whose primary incomes are earned through seasonal agricultural labor. They have special housing needs because of their relatively low income and the unstable nature of their job (i.e. having to move throughout the year from one harvest to the next). According to the 2010 Census, there were 83 Campbell residents employed in farming, forestry, and fishing occupations. These individuals accounted for less than one percent of the City's total employed residents. Given that there are so few persons employed in agricultural-related industries, the City can address their specific housing needs through its overall housing programs.

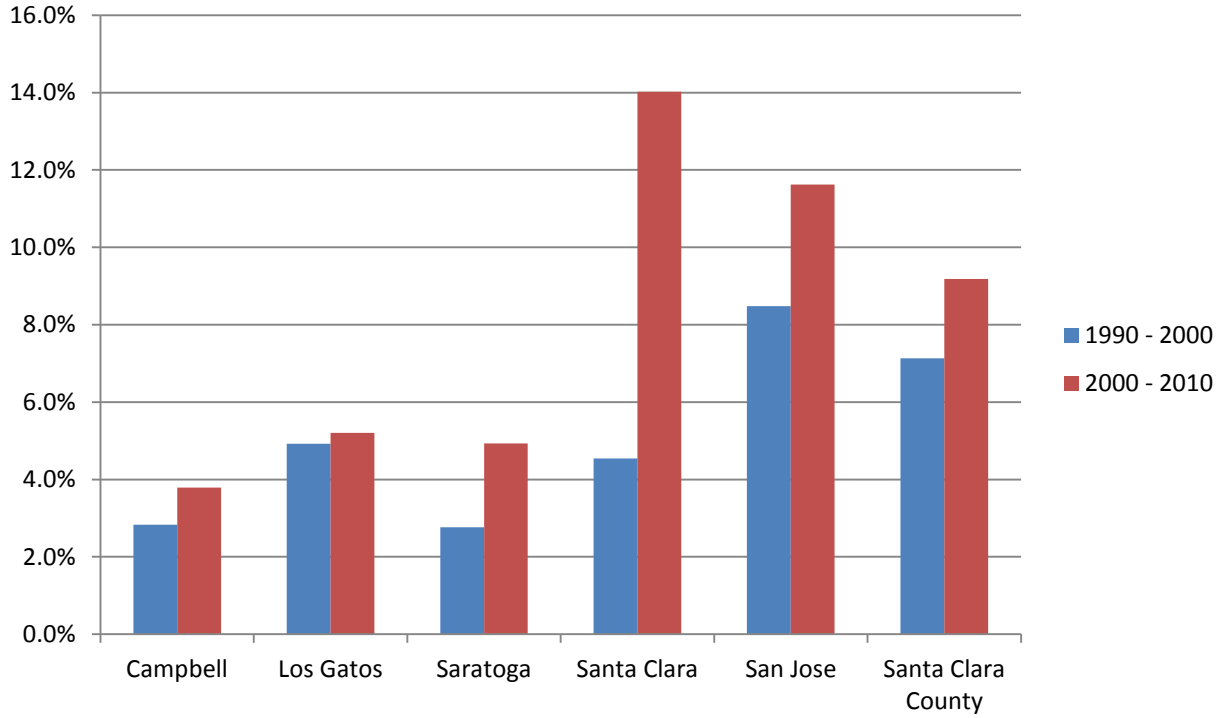
3. Housing Stock Characteristics

This section of the Housing Element addresses various housing characteristics and conditions that affect the well-being of City residents. Housing factors evaluated include the following: housing stock and growth, tenure and vacancy rates, age and condition, housing costs, and affordability, among others.

A. Housing Growth

As of January 2013, the State Department of Finance estimates identified 17,301 housing units in Campbell. Between 1990 and 2000, the City's housing stock increased by less than three percent, with an additional 3.8% increase from 2000-2010. Figure A-16 compares Campbell's housing growth during the past two decades with nearby communities and the County as a whole. As shown, housing growth levels in Campbell are similar to the comparably small-sized cities of Saratoga and Los Gatos. In contrast, the larger cities of San Jose and Santa Clara are where much of the housing growth has occurred in the recent decades.

Figure A-16: Housing Growth Trends – Percent Change Over Each Decade

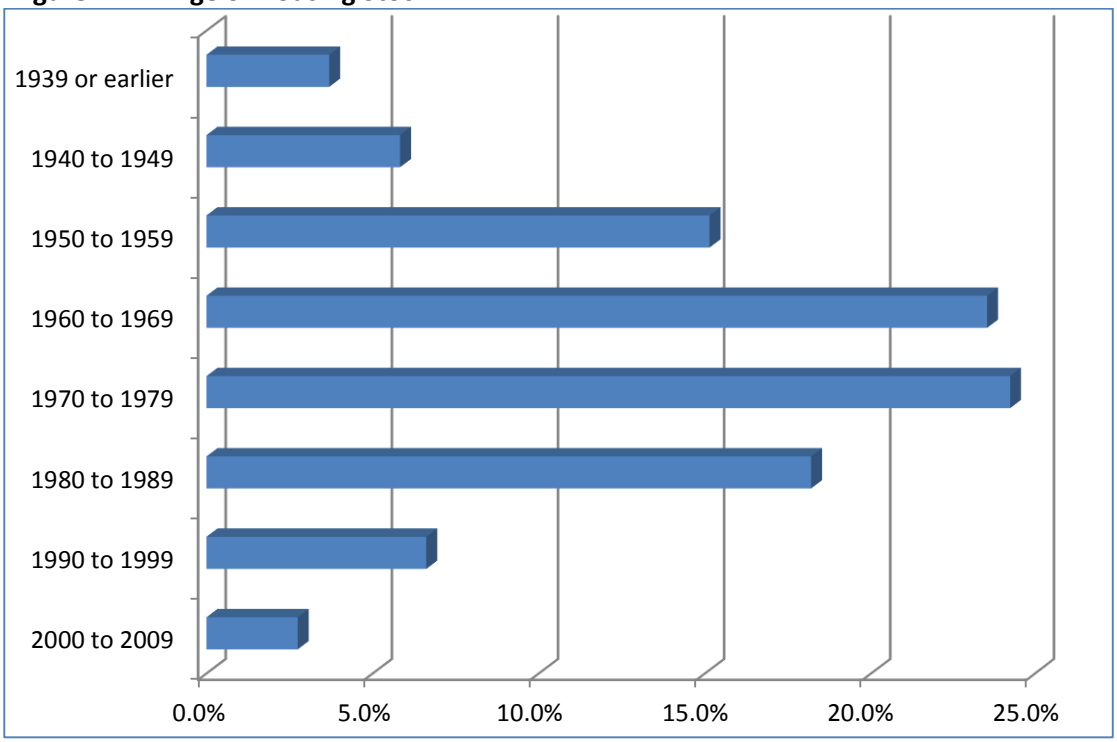


B. Housing Age and Condition

Housing age is an important indicator of housing condition within a community. Like any other tangible asset, housing is subject to gradual deterioration over time. If not properly and regularly maintained, housing can deteriorate and discourage reinvestment, depress neighboring property values and eventually impact the quality of life in a neighborhood. Thus maintaining and improving housing quality is an important goal for the City.

Figure A-17 provides a breakdown of the housing stock by the year built from the 2010 Census. As of 2010, 77 percent of housing units in Campbell are over 30 years old and 28 percent of the total housing stock is over 50 years old. A general rule in the housing industry is that structures older than 30 years begin to show signs of deterioration and require reinvestment to maintain their quality. Unless properly maintained, homes older than 50 years require major renovations to remain in good working order. Comprising the southwestern quadrant of the City, the San Tomas Area is one of the older neighborhoods in Campbell and has the greatest rehabilitation needs. In recent years, with the recovery of the economy, there has been an increase in owner reinvestment into some older homes in this area to address individual rehabilitation needs. This trend is expected to continue through the period of this Housing Element.

Figure A-17: Age of Housing Stock



The City administers a Code Enforcement program that aims to preserve and maintain the livability and quality of neighborhoods. The City received targeted CDBG funding for a code enforcement program in the identified low-income areas of the City. Code enforcement staff investigates violations of property maintenance standards as defined in the Municipal Code as well as other complaints.

C. Housing Type and Tenure

Table A-18 presents the mix of housing types in Campbell. Of the City's nearly 17,000 housing units in 2010, 58 percent were single-family homes (including attached and detached) and 40 percent were multi-family units. The City also contains over 300 mobile homes, comprising two percent of the City's housing. The vacancy rate in Campbell is currently estimated at 4.6%.

Table A-18: Housing Type

Housing Type	2000		2010	
	No. of Units	% of Total	No. of Units	% of Total
Single-Family	8,846	53%	9,852	58%
Detached	(6,863)	41%	(7,628)	45%
Attached	(1,983)	12%	(2,224)	13%
Multi Family	7,224	45%	6,782	40%
2-4 Units	(2,451)	14%	(2,018)	12%
5+ Units	(4,773)	31%	(4,764)	28%
Mobile Homes/Other	278	2%	316	2%
Total Units	**16,348**	**100%**	**16,950**	**100%**
Vacancy Rate	2.20%		4.64%	

Sources: Census 2000, State Department of Finance 2010 – Population and Housing Estimates

Note: The 2000 Census includes other units such as RV, Boat, Van etc within Mobile Home category

According to the Department of Finance, since 2010 Campbell has added 52 additional Single Family Detached Units and 27 Single Family Attached Units, or approximately 28 new units per year. This is a slightly slower rate of growth than was seen between 2000 and 2010, when an average of 60 new units were constructed each year. This slowdown in the construction of new housing is not unexpected since the lingering effects of The Great Recession halted new home construction between 2007 and 2010. As the economy continues to improve the number of new housing units is expected to return to their former levels. The most recent vacancy information provided by the Bureau of the Census identified a total of 426 vacant units in Campbell. Sixty percent of these units were identified as rental housing. The remaining units were identified as either seasonal, recreational, or occasional use properties.

Housing tenure refers to whether a housing unit is owned, rented or is vacant. Tenure is an important indicator of the housing climate of a community, reflecting the relative cost of housing opportunities, and the ability of residents to afford housing. Tenure also influences residential mobility, with owner units generally evidencing lower turnover rates than rental housing. The housing tenure trends since 1990 are depicted in Table A-19.

Table A-19: Housing Tenure – Occupied Units

Occupied Housing Units	1990		2000		2010		Santa Clara County 2010
	Units	Percent	Units	Percent	Units	Percent	
Owner	7,199	47%	7,748	48%	8,093	50%	58%
Renter	8,107	53%	8,242	52%	8,070	50%	42%
Total	**15,306**	**100%**	**15,990**	**100%**	**16,163**	**100%**	**100%**

Sources: 1990, 2000, 2010 Census.

According to the 2010 Census, a little over half of Campbell's housing units were owner occupied, a shift in the historic tenure pattern where more residential units were renter occupied versus owner occupied. However, the percent of ownership in Campbell is still less than the 58 percent ownership rate Countywide. This is most likely because much of the newer housing in Campbell has been higher density (and more commonly rental housing).

D. Housing Costs and Affordability

The cost of housing is directly related to extent of housing problems in a community. If housing costs are relatively high in comparison to household income, there will be a correspondingly higher prevalence of overpayment and overcrowding. This section summarizes the cost and affordability of the housing stock to Campbell residents.

Sales Survey

Table A-20 provides information on all sales of existing and new single-family homes and condominiums in Postal Code 95008 within the Campbell city limits during 2013. Postal Code 95008 encompasses over 98% of the incorporated City and is representative of the City of Campbell as a whole. The information summarized in Table A-20 also excludes several larger parcels that appeared to have been priced for future subdivision purposes.

A total of 292 single-family home sales were recorded during this period, with nearly 60 percent comprised of three bedroom units. Median sales prices ranged from $680,000 for two-bedroom units to $1,125,000 for five (or more) bedrooms with sale prices varying significantly based on location. The average age of the units sold were generally representative of the overall housing stock where most of the homes in Campbell were built between 1950 and 1989. Unit sizes were relatively modest, averaging only 1,730 square feet on typical 7,000 to 9,000 square foot residential lots. The overall median price for a home sold in 2013 was $810,000. This median priced unit had three bedrooms and was built in the 1960s. Single family homes in Campbell are generally not affordable to modest income households.

Table A-20: Survey of Recent Home and Condominium Sales Prices, January – December 2013

Number of Bedrooms	Units Sold	Price Range	Median Price	Average Unit Size*	Average Lot Size	Average Year Built
Single-Family Homes						
2	34	$215,000 - $1,075,000	$680,000	1,185 sq. ft.	8,560 sq. ft.	1942
3	167	$193,500 - $1,785,000	$750,000	1,531 sq. ft.	7,280 sq. ft.	1964
4	71	$208,000 - $1,870,000	$868,000	2,127 sq. ft.	8,570 sq. ft.	1968
5+	20	$233,500 - $1,653,000	$1,125,000	2,935 sq. ft.	10,040 sq. ft.	1978
Total	***292***	***$150,000 - $1,870,000***	***$810,000***	**1,732 sq. ft.**	**7,970 sq. ft.**	***1964***
Condominiums						
1	10	$275,000 - $460,000	$321,500	817 sq. ft.	--	1980
2	91	$265,000 - $725,000	$490,000	1,151 sq. ft.	--	1982
3	41	$206,000 - $795,000	$635,000	1,567 sq. ft.	--	1989
4	4	$590,000 - $810,000	$664,000#	1,554 sq. ft.	--	1973
Total	***146***	***$206,000 - $810,000***	***$515,000***	**1,256 sq. ft.**	--	***1981***

Source: Dataquick On-Line Real Estate Database: 1/1/13-12/30/13.

* Does not count the area of the garage.

Because of a small sample size the median price was not representative, so a mean value is used instead.

Approximately one-third of all units sold in Campbell during calendar year 2013 were condominiums. The median sales prices for condominiums ranged from $321,500 to $664,000 (for the one- and four-bedroom units, respectively), with an overall median price of $515,000. In comparison, median sale price for a condominium documented in Campbell's 2009 Housing Element was $505,000, indicating little increase

in sales prices over the past four to five years. Whereas the vast majority of single-family homes were three and four bedroom units, condominiums were predominately two and three-bedroom units, selling for significantly less than similarly sized single-family homes. Condominiums in Campbell are thus helping to fill a gap for smaller, less expensive ownership housing in the City and are generally affordable for Moderate Income households.

Rental Survey

Current rental housing costs in Campbell were obtained through a rent survey compiled from internet sources on January 13 and 27, 2014. Table A-21 enumerates the rental ranges, as well as the median rents, for apartment/townhome units, single family homes, and single rooms for rent in Campbell. This data was assembled from over 60 advertised rental reviewed during the second half of January 2014.

The median rents for apartment units in Campbell range from $1,400 for a studio, $1,725 for a one-bedroom unit, $2,070 for a two-bedroom unit, up to $2,900 for a three-bedroom unit. The most commonly available apartments have two bedrooms.

For the single family homes, the costs to rent a three bedroom single family home overlaps with the rental rates for the three bedroom apartments and townhouses. The monthly rental rates for single family homes range from $2,800 to nearly $4,000 per month. The majority of available single family homes are three-bedroom units with either one or two bathrooms. It is also interesting to note that while nearly half of all residential units in Campbell have three or more bedrooms, this category represents the least available type of rental housing with a pattern of longer tenure and less frequent turnover.

Table A-21: Survey of Vacant Rental Units

Unit Type & Bedrooms	Number Available	Rental Range	Median Rent
Rooms for Rent			
-	5	$675 - $1,620	$980
Apartments / Townhomes			
Studio	3	$1,250 - $1,645	$1,400
1	13	$1,495 - $2,205	$1,725
2	31	$1,595 - $2,845	$2,070
3	5	$2,100 - $3,555	$2,900
Single Family Homes			
2 & 3	5	$2,800 - $3,795	$3,350
4+	2	$3,200 - $3,995	$3,700

Sources: Padmapper.com, Trulio.com, Realtor.com, Zillow.com, & Bay4Rent.com on January 14, 2014 and January 27, 2014

Housing Affordability

Housing affordability can be inferred by comparing the cost of renting or owning a home in Campbell with the maximum affordable housing costs to households which earn different income levels. Taken together, this information can provide a picture of who can afford what size and type of housing as well as indicate the type of households that would likely experience overcrowding or overpayment.

Affordable Ownership Housing Cost

California Health and Safety Code (Section 50052.5) defines affordable owner housing costs as follows:

- Housing costs consist of mortgage debt service, homeowner association dues, insurance, utility allowance and property taxes.
- Affordable costs are up to 35 percent of the defined household income.

- Affordable costs for moderate income households are based on a standard of 110 percent of Area Median Income (AMI) for a household size equal to one more person than the number of bedrooms in the unit.

The federal Department of Housing and Urban Development (HUD) conducts annual household income surveys nationwide, including Santa Clara County, to determine the maximum affordable payments of different households and their eligibility for federal housing assistance. The 2013 median Income Limits for a four-person household in Santa Clara County is $116,050. Based on these definitions of income and affordable housing cost, Table A-22 presents the maximum affordable purchase price for moderate income households (110% AMI), and compares this with market sales prices for single-family homes and condominiums in Campbell as previously documented in Table A-20.

Table A-22: 2013 Maximum Affordable Housing Cost (Moderate Income), Santa Clara County

Moderate Income Affordable Housing Cost	1 Bedroom (2 persons)	2 Bedroom (3 persons)	3 Bedroom (4 persons)	4 Bedroom (5 persons)
Moderate Income Threshold (110% County Median)	$92,840	$104,500	$116,050	$125,290
Max. Income Towards Housing @ 35% Income	$32,500	$36,580	$40,620	$43,850
Max. Monthly Housing Cost	$2,710	$3,050	$3,385	$3,655
Less Ongoing Monthly Expenses:				
Utilities	($127)	($139)	($188)	($217)
Property Taxes (1.1% affordable hsg price)	($387)	($440)	($485)	($523)
Insurance	($85)	($100)	($115)	($130)
HOA Fees & Other	($180)	($180)	($180)	($180)
Monthly Income Available for Mortgage	$1,931	$2,191	$2,417	$2,605
Supportable Mortgage @ 4.5% interest	$381,000	$432,000	$477,000	$514,000
Homebuyer Down payment (10%)	$42,000	$48,000	$53,000	$57,000
Maximum Affordable Purchase Price	**$423,000**	**$480,000**	**$530,000**	**$571,000**
Campbell Median Single-Family Price	None Available	**$680,000**	**$750,000**	**$868,000**
Campbell Median Condominium Price	**$321,500**	**$490,000**	**$635,000**	**$664,000**

Source: Karen Warner Associates, 2014.
Utility costs based on 2013 Santa Clara County Housing Authority utility allowance schedule for attached units (assumes gas heating, cooking and water heating).

As illustrated, median single-family home prices in Campbell are well beyond the level of affordability for Moderate Income households. For example, the maximum affordable purchase price for a moderate income four person household is $530,000, whereas the median priced three bedroom home in Campbell is $750,000, an affordability gap of $220,000.

However, condominiums are still within close reach for households earning moderate incomes. As shown in Table A-22, the maximum affordable purchase price for a three person household is $480,000, whereas the median priced two-bedroom condominium in Campbell sells for $490,000, an affordability gap of just $10,000. However if housing costs continue to rise faster than the household incomes, these presently affordable condominium units will become less affordable over time. A first-time homebuyer program implemented by Santa Clara County can provide assistance to moderate income households to close this affordability gap.

Affordable Renter Housing Cost

California Health and Safety Code (Section 50053) defines affordable renter housing costs as follows:

- Housing costs include rent plus utilities paid for by the tenant.
- Affordable rent is up to 30 percent of the defined household income.
- Affordable rents are based on a standard of 50 percent of AMI for very low income households; 60 percent of AMI for low income households; and 110 percent AMI for moderate income households for a household size equal to one more person than the number of bedrooms in the unit.

Table A-23 presents the maximum affordable rents for very low, low and moderate income households by household size, and compares these income levels with median room and apartment rents in Campbell. For Very Low Income wage earners, there is little affordable rental housing in Campbell. Even the median price for individual rooms for rent exceeds the affordability levels for Very Low Income households. For Low Income households, while studio units are generally affordable, the larger the units size, the greater the affordability gap. This is a particular burden for Low Income families requiring units with two or more bedrooms. Apartment rents in Campbell are affordable to Moderate Income households regardless of the unit size.

Table A-23: 2013 Maximum Affordable Rents, Santa Clara County

Income Level[1]	Maximum Affordable Rent After Utilities Allowance[2]			
	Studio (1 person)	1 Bedroom (2 person)	2 Bedroom (3 person)	3 Bedroom (4 person)
Very Low Income	$845	$964	$1,085	$1,198
Low Income	$1,402	$1,600	$1,801	$1,995
Moderate Income	$2,132	$2,435	$2,739	$3,037
Campbell Median Apartment Rents	**$1,400**	**$1,725**	**$2,070**	**$2,900**

Source: Karen Warner Associates, 2014.

[1] Income levels based on State HCD published Income Limits for 2013.

[2] Utility costs based on 2013 Santa Clara County Housing Authority utility allowance schedule for low-rise multi-family units (gas heating, cooking and water heating; assumes monthly refuse service included in rent): $83 for studios, $97 for 1 bedrooms, $109 for 2 bedrooms, and $128 for 3 bedrooms.

E. Assisted Rental Housing

State Housing Element law requires an analysis of the potential for currently rent-restricted low income housing units to convert to market rate housing, and to propose programs to preserve or replace any units "at-risk" of conversion. This section presents an inventory of all assisted rental housing in Campbell, and evaluates those units at risk of conversion during the ten year, 2015-2025 planning period.

Assisted Housing Inventory

Table A-24 is an inventory of assisted rental housing projects in Campbell. A total of 747 assisted units are provided in twelve developments, including units assisted through a variety of federal and local government programs/funds. These programs include HUD Section 8, Section 221 and Section 236, CDBG, and the City's Inclusionary Housing requirement.

Table A-24: Inventory of Assisted Rental Housing

Project Name	Ownership	Total Units	Assisted Units	Household Type	Funding Source(s)	Affordability Period
Corinthian House	Non-Profit	104	36	Elderly & Disabled	Section 8; Section 221(d)(3)	Continual Renewal
Rincon Gardens	Housing Authority	200	198	Elderly & Disabled	Section 8	Continual Renewal
Wesley Manor	Non-Profit	156	156	Elderly & Disabled	Section 8	Continual Renewal
Sharmon Palms	Non-Profit	60	60	Family	RDA*	2063
Avalon Bay	For-Profit	348	70	Family & Elderly	RDA*	2026
Gateway	For-Profit	20	3	Family & Elderly	RDA*	2026
El Parador	For-Profit	125	124	Elderly & Disabled	Section 8	Continual Renewal
San Tomas Gardens	Non-Profit	100	94	Family	Section 236; Catholic Charities	2029
Downtown Mixed-Use	For-Profit	20	3	Family	Inclusionary Requirement	2062
Fairlands Court	Non-Profit	1	1 (5 seniors)	Elderly	CDBG; Section 8	Perpetuity
Pollard	Non-Profit	1	1 (5 seniors)	Elderly	RDA*; HOME; CDBG	Perpetuity
Llewellyn	Non-Profit	1	1 (5 seniors)	Elderly	CDBG	Perpetuity
TOTAL		**1,136**	**747**			

Source: Community Development Department, City of Campbell, 2014.
** Funded through the City RDA prior to its dissolution in 2012.*

At-Risk Projects

This section evaluates those lower income rental projects in Campbell at-risk of converting to market-rate uses prior to January 31, 2025. Of the 747 assisted units identified in Table A-24, 390 units in two projects are determined to be at low risk of conversion over the next ten year period: Corinthian House, Rincon Gardens and Wesley Manor. All of these projects maintain Section 8 project-based Housing Assistance Plan (HAP) contracts with HUD subject to periodic renewals. To maintain the existing affordable housing stock, the City must either preserve the existing assisted units or facilitate the development of new units. Depending on the circumstances of at-risk projects, different options may be used to preserve or replace the units. Preservation options can include transferring the project to non-profit ownership, providing rental assistance to tenants using non-federal funding sources, and/or purchasing affordability covenants.

In terms of replacement, the most direct option is the development of new assisted multi-family housing units. These options are described below.

- **Transfer of Ownership:** Transferring ownership of an at-risk project to a non-profit housing provider is generally one of the least costly ways to ensure that the at-risk units remain affordable for the long term. By transferring property ownership to a non-profit organization, low-income restrictions can be secured indefinitely and the project would become potentially eligible for a greater range of governmental assistance. This preservation option is, however, not applicable in Campbell because both at-risk projects are already owned by non-profit organizations. These projects are determined to be at "low" risk of conversion largely due to their non-profit status.

- **Rental Assistance:** If Section 8 rent subsidies are terminated at the federal level, rent subsidies using alternative State or local funding sources could be used to maintain affordability of the 390 at-risk units. Subsidies could be structured similar to the federal Section 8 program, where HUD pays the owners the difference between what tenants can afford to pay (30% of household income) and what HUD estimates as the Fair Market Rent (FMR) on the unit. The feasibility of this alternative depends upon the availability of non-federal funding sources necessary to make rent subsidies available and the willingness of property owners to accept rental vouchers if they can be provided.

  Table A-25 shows the total cost of subsidizing the rents at all at-risk units currently assisted through the Section 8 program. As indicated below, the total cost of providing rent subsidizes to all 190 at-risk units in Campbell (the difference between HUD Fair Market Rents and maximum affordable rents to Very Low Income households) is generally estimated at about $55,000 per month or $660,000 annually, translating to roughly $13 million over a 20-year period. Another way rent subsidies could be structured is as a rent buy-down. This would involve the City or County providing a one-time assistance loan to the property owner to cover the present value of the decrease in rents associated with the extended affordability term compared with market rents achievable on the units. This approach offers a benefit to the owner in that they receive cash upfront from the loan.

Table A-25: Rental Subsidies Required

Unit Size	Total Units*	2013 Voucher Payment Standard	Household Size	Very Low Income (50% AMI)	Affordable Cost	Monthly Per Unit Subsidy	Total Monthly Subsidy
0-bedroom	22	$1,135	1	$35,700	$892	$243	$5,346
1-bedroom	168	$1,315	2	$40,800	$1,020	$295	$49,560
Total	190						$54,906

**Corinthian House consists of 22 studio and 14 one-bedroom units. All 154 units in Wesley Manor are one-bedroom units.*

- **Acquisition or Construction of Replacement Units:** The construction or purchase of a replacement building is another option to replace at-risk units should they be converted to market-rate units. The cost of developing housing depends upon a variety of factors, including density, size of the units, location, land costs, and type of construction. Using a conservative estimate of total development costs of $250,000 per affordable housing unit, the cost to replace Campbell's 190 at-risk units can generally be estimated at approximately $48 million.

Cost Comparisons: Given their non-profit and public ownership, it is highly unlikely that either of the two "at risk" projects will convert to market-uses. Nevertheless, the above analysis attempts to estimate the cost of preserving the at-risk units under various options. In terms of cost effectiveness, 20 years' worth of rent subsidies ($13 million) is less expensive than the cost of new construction or the purchase of

replacement units ($48 million). However, long-term affordability of the units cannot be ensured through rent subsidies, unless it was structured as a one-time rent buy-down. The option of acquiring or developing 190 replacement units is very costly and constrained by a variety of factors, including limited purchase opportunities of large multi-family properties and the scarcity of land for new development. The best option to preserve the at-risk units thus appears to be the purchase of affordability covenants through a one-time rent buy-down.

Redevelopment Housing Program Funding

Because of the loss of Redevelopment Agency (RDA) funding in 2012, the City of Campbell no longer administers the federal Community Development Block Grant (CDBG) program. The loss of RDA funding forced the City to eliminate the position of Housing Program Coordinator, who also coordinated CDBG-funded programs. The part-time Housing Program Coordinator implemented many of the City's housing programs and functions and was partially funded by RDA and CDBG funds.

Since 2012, some of the functions and responsibilities of the Housing Program Coordinator were transferred to the City's Planning Division after the City turned over administration of the CDBG program to Santa Clara County (except for targeted code enforcement and capital improvements for pedestrian accessibility). Consequently Campbell no longer administers any of the CDBG Housing programs (though Campbell still administers the previously awarded RDA/CDBG funded loans). Even though the City no longer administers any of the housing activities funded through CDBG, Campbell residents still have access to rehabilitation and repair funding through Santa Clara County.

The City has not yet identified alternative funding sources for the activities previously funded by the RDA Housing Set Aside and CDBG programs.

4. Regional Housing Needs

State law requires all regional councils of governments, including the Association of Bay Area Governments (ABAG) to determine the existing and projected housing need for its region (Government Code Section 65580 et. seq.) and determine the portion allocated to each jurisdiction within the ABAG region. This is called the Regional Housing Needs Determination (RHND) process.

A. Existing Housing Needs

A continuing priority of communities is enhancing or maintaining their quality of life. A key measure of quality of life in a community is the extent of "housing problems." The federal Department of Housing and Urban Development (HUD) has developed an existing needs statement that details the number of households earning lower income, living in overcrowded conditions, or overpaying for housing. These housing problems are defined as follows:

- **Lower Income:** Refers to a household earning less than 80 percent of the median family income, as adjusted by family size. For a four-person household, the median income was $114,514 for Santa Clara County in 2011 (*American Community Survey, 2007-2011)*.
- **Overcrowding:** Refers to a housing unit which is occupied by more than one person per room, excluding kitchens, bathrooms, hallways, and porches, as defined by HUD.

- **Overpayment:** Refers to a household paying 30 percent or more of its gross income for rent (either mortgage or rent), including costs for utilities, property insurance, and real estate taxes, as defined by HUD.

Overcrowding

Overcrowding occurs when housing costs are so high relative to income that families double up to devote income to other basic needs of food and medical care. Overcrowding also tends to result in accelerated deterioration of homes, a shortage of street parking, and additional traffic. Therefore, maintaining a reasonable level of occupancy and alleviating overcrowding are critical to enhancing the quality of life in the community.

The Census defines overcrowding as an average of more than one person per room in a housing unit (excluding kitchens, porches, and hallways); severe overcrowding is defined as greater than 1.5 persons per room. The incidence of overcrowded housing is a general measure of whether there is an available supply of adequately sized housing units. Table A-26 shows the incidence of overcrowding in Campbell by tenure, as estimated by the Bureau of Census. The prevalence of overcrowding and overpayment is particularly higher among lower-income households, because they have less income for housing costs. Tables A-26 and A-27 document the prevalence of overcrowding and overpayment among all households in Campbell.

Table A-26: Overcrowded Households

Overcrowding	Households	Percent	Santa Clara County %
Owners			
Overcrowding	175	1%	2%
Severe Overcrowding	10	0%	<1%
Renters			
Overcrowding	460	3%	3%
Severe Overcrowding	70	<1%	2%
Total Overcrowding	**635**	**4%**	**7%**

Source: Source: U.S. Census Bureau, 2008-2012 American Community Survey
Note: Severe Overcrowding is a subset of Overcrowding

Since 2000, the percentage of overcrowded units has generally declined throughout Santa Clara County. For example, according to the 2000 Census there were over 1,200 overcrowded units in Campbell or about 8 percent of the housing stock. Santa Clara County experienced a more dramatic reduction in overcrowding during this same period, with a reduction from 14 percent to 7 percent. This change is mostly likely due to several factors including: the economic recovery that allowed some people to afford their own housing (rather than sharing with friends and family) and from people moving out of the region during the recession in search for work.

Overpayment

Housing overpayment refers to spending more than 30 percent of income on housing; severe overpayment is spending greater than 50 percent. As is the case in throughout the Bay Area, it is not uncommon to overpay for housing in Campbell. However, to the extent that overpayment is often disproportionately concentrated among the most vulnerable members of the community, maintaining a reasonable level of housing cost burden is an important contributor to quality of life. Table A-27 shows the incidence of overpayment in Campbell.

Table A-27: Housing Overpayment - Households

Overpayment	Households	Percent	Santa Clara County %
Owners			
Total Owner Units	8,505		
Overpayment *(>30% income on housing)*	3,234	38%	
Lower Income Household Overpayment	994	12%	14%
Severe Overpayment *(> 50% income on housing)*	1,359	16%	
Lower Income Household Overpayment	784	9%	10%
Renter			
Total Rental Units	7,805		
Overpayment *(> 30% income on housing)*	3,390	43%	
Lower Income Household Overpayment	2,590	33%	36%
Severe Overpayment *(> 50% income on housing)*	1,510	19%	
Lower Income Household Overpayment	1,455	19%	21%
Total Overpaying Households	**6,604**		

Source: ABAG, 2013 (from CHAS Data Sets Table S10708)
Notes: Percentage lower income overpayment reflects % of total lower income households spending > 30% income on housing.
Severe Overpayment is a subset of Overpayment

According to the most recent information on housing costs, 38 percent of homeowners and 43 percent of renters in Campbell were overpaying for housing, an increase from 2000 by 11 percent and 3 percent, respectively. The level of overpayment is similar to the amount of overpayment Countywide. In terms of overpayment for lower income households, this percentage also increased from 15 percent in 2000 to 19 percent in 2010. Severe overpayment impacts 19 percent of the City's renters as opposed to only 9 percent of owner households. In terms of lower income (<80% AMI) households, 994 of lower income homeowners and 2,590 lower income renters were faced with overpayment for housing in Campbell. Many of the lower income households also experience severe overpayments for housing.

B. Future Housing Needs

California's Housing Element law requires that each city and county develop local housing programs to meet its "fair share" of existing and future housing needs for all income groups, as determined by the jurisdiction's Council of Governments. This "fair share" allocation concept seeks to ensure that each jurisdiction accepts responsibility for the housing needs of not only its resident population, but also for the jurisdiction's projected share of regional housing growth across all income categories. Regional growth needs are defined as the number of units that would have to be added in each jurisdiction to accommodate the forecasted number of households, as well as the number of units that would have to be added to compensate for anticipated demolitions and changes to achieve an "ideal" vacancy rate.

In the Bay Area region, the agency responsible for assigning these regional housing needs to each jurisdiction is the Association of Bay Area Governments (ABAG). The regional growth allocation process begins with the State Department of Finance's projections of population and associated of housing demand for the planning period. ABAG is responsible for allocating the region's projected housing needs among its jurisdictions by income category. This is referred to as the Regional Housing Needs Allocation (RHNA) process. The RHNA represents the minimum number of housing units each community is required to provide "adequate sites" for through zoning and is one of the primary threshold criteria necessary to achieve State approval of the Housing Element.

In devising the formula for allocating the 187,990 units amongst jurisdictions, ABAG had to consider how each of these statutory factors could be incorporated into the mathematical equation. ABAG staff and members of the Housing Methodology Committee sought input from every jurisdiction in the Bay Area on the factors and how they could be used. The final allocation method adopted by ABAG's Executive Board includes factors related to housing and employment growth, and public transit.

As defined by the RHNA, Campbell's new construction need for the 2015-2023 time period has been established at 933 new units as distributed among the four income categories as shown in Table A-28. Through this Housing Element, the City will demonstrate the availability of adequate sites to accommodate these projected new units.

Table A-28: Regional Housing Needs Allocation 2014 -2022

Income Level	Percent of Area Median Income (AMI)	Units as per RHNA	Percent of Total RHNA
Very Low*	0-50%	253	27%
Low	51-80%	138	15%
Moderate	81-120%	151	16%
Above Moderate	120%+	391	42%
Total		**933**	**100%**

Source: Association of Bay Area Governments, Regional Housing Needs Allocation, July, 2013.

**An estimated half of Campbell's very low income housing needs (126 units) are for extremely low income households*

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APPENDIX B. HOUSING CONSTRAINTS

This section of the Housing Element discusses the characteristics of the City's population and housing stock as a means of better understanding the nature and extent of unmet housing needs. Appendix B, the Housing Needs Assessment is comprised of the following components: (1) Market Constraints; (2) Governmental Constraints; and (3) Environmental Constraints. The provision of adequate and affordable housing opportunities is an important goal of the City. However, there are a variety of factors that can encourage or constrain the development, maintenance, and improvement of the housing stock in Campbell. These include market mechanisms, government codes, and physical and environmental constraints. This section addresses the potential market, governmental, and environmental constraints in Campbell.

1. Market Constraints

Land costs, construction costs, and market financing contribute to the cost of housing reinvestment, and can potentially hinder the production of new affordable housing. Although many constraints are driven by market conditions, jurisdictions have some leverage in instituting policies and programs to addressing the constraints.

A. Development Costs

Construction costs vary widely according to the type of development, with multi-family housing generally less expensive to construct than single family homes. However, there is wide variation within each construction type depending on the size of unit and the number and quality of amenities provided, such as fireplaces, swimming pools, and interior fixtures among others. Land costs may vary depending on whether the site is vacant or has an existing use which must be removed.

Ways to reduce development costs include a reduction in amenities and the quality of building materials (above a minimum acceptability for health, safety, and adequate performance) which could, in theory, result in lower sales prices. In addition, prefabricated factory-built housing may provide for lower priced housing by reducing materials and labor costs. Another factor related to construction costs is the number of units built at one time. As the number increases, overall costs generally decrease as builders can benefit from economies of scale.

Another key component is the price of raw land and any necessary improvements. The diminishing supply of residential land combined with a high demand for such development keeps land cost high in cities across the Bay Area. One large lot vacant land sale occurred in 2013. A 2.6 acres parcel on Abbott Avenue sold for $4.1 million. The property is located in the R-1-9 Zone. An evaluation of the number of units that could be constructed on the site, based upon the need to extend Abbott Avenue across the property, varies from eight to ten units under the current zoning. The cost for this site was $36 per square foot or between $410,000 and $512,000 per unit.

B. Mortgage and Rehabilitation Financing

The availability of financing in a community depends on a number of factors, including the type of lending institutions active in the community, lending practices, rates and fees charged, laws and regulations governing financial institutions, and equal access to those institutions. Through analysis of Home Mortgage Disclosure Act (HMDA) data on the disposition of residential loan applications, an assessment can be made of the availability of residential financing within a community.

Chart B-1 summarizes HMDA data for both Campbell and Santa Clara County as a whole, providing information on the approval status of all home purchase and home improvement loan applications in 2012. Of the total of 530 applications for home purchase loans in Campbell, 81 percent were approved, 9 percent denied, and 10 percent withdrawn or incomplete. In comparison to the County-wide average, mortgage loan approval rates were slightly higher in Campbell (81%), than the County (78%). Approval rates for home improvement loans were however somewhat lower in Campbell than Santa Clara County as a whole, at 67 percent compared to 70 percent County-wide.

Chart B-1: Home Purchase and Improvement Loans - 2012

Loan Type	Number of Loan Applications in Campbell	% Loans Approved		% Loans Denied		% Loans Withdrawn/ Incomplete	
		Campbell	Santa Clara County	Campbell	Santa Clara County	Campbell	Santa Clara County
Home Purchase	530	81%	78%	9%	12%	10%	10%
Home Improvement	60	67%	70%	17%	20%	16%	10%

Source: Home Mortgage Disclosure Act (HMDA) data, 2012

Review of mortgage loan denial rates by census tract identifies one area in Campbell with a denial rate more than double the citywide average of 9 percent. Of the 65 applications for mortgage loans in Census Tract 5066.06, (located in northwest Campbell immediately west of the San Tomas Expressway), 19 percent (12 applications) were denied.

2. *Governmental Constraints*

Local policies and regulations can impact the price and availability of housing and in particular, the provision of affordable housing. Land use controls, site improvement requirements, fees and exactions, permit processing procedures, and various other issues may present constraints to the maintenance, development and improvement of housing. This section discusses potential governmental constraints in Campbell.

A. Land Use Controls

The Land Use Element of the General Plan sets forth the City's policies for guiding local development. These policies, together with existing zoning regulations, establish the amount and distribution of land allocated for different uses within Campbell. As summarized below in Table B-2, the Land Use Element provides for six residential land use designations, a mobile home park designation, one commercial designation, and three mixed-use designations that allow for residential uses. The Commercial/Light

Industrial mixed use area does not provide for residential units and has not been included in Table B-2.

Table B-2: Land Use Categories Permitting Residential Use

General Plan Land Use Category	Zoning District(s)	Density (Units per Gross Acre)	Residential Type(s)
Low Density Residential	R-1-10, R-1-16	<3.5	Single-family detached homes on large lots
Low Density Residential	R-1-8, R-1-9	<4.5	Single-family detached homes on large lots
Low Density Residential	R-1-6	<6	Single-family detached homes on average sized lots
Low-Medium Density Residential	R-M, R-D, C-PD, P-D	6—13	Duplexes, multi-family, and townhomes. Small lot single-family detached homes are allowed with the P-D zoning designation.
Medium Density Residential	R-2, C-PD, P-D	14—20	Townhomes, apartments, condominiums, or multi-family
High Density Residential	R-3, C-PD	21—27	Apartments or condominiums
Mobile Home Park	P-D	6—13	Mobile home parks (greater than 10 acres in size)
Central Business District Commercial	C-3	No Standard	Condominiums or apartments on the second and third floors
Low-Medium Density Residential or Office (Mixed Use)	P-D	6—13	Single-family homes on small lots, townhomes, multi-family
Medium to High Density Residential/ Commercial (Mixed Use)	P-D	14—27	Multiple-family housing on the upper floors above office/ commercial uses. Attached townhomes or condominiums in the South of Campbell Ave Specific Plan area.
Residential/ Commercial/ Professional Office (Mixed Use)	P-D	14—27	Multiple-family housing including condominiums or apartments on the upper floors above office or commercial uses.

Source: City of Campbell General Plan, February 2014.

B. Zoning Standards

The Campbell Zoning Ordinance, Title 21 of the Municipal Code, contains the primary development provisions that implement the development of private land under the General Plan (include the Housing Element).

Residential Development Standards

The City regulates the type, location, density, and scale of residential development primarily through the Zoning Code. Zoning regulations are designed to protect and promote the health, safety, and general welfare of residents as well as implement the policies of the City's General Plan. The Zoning Code also serves to preserve the character and integrity of existing neighborhoods. The Code sets forth the City's specific residential development standards, which are summarized in Table B-3.

Table B-3: Residential Development Standards

Zoning District		Maximum Density (du/ac)	Minimum Net Lot Area (sq. ft.)	Maximum Lot Coverage	Maximum Building Height (feet)
Single Family	R-1-6	6.0	6,000	40%	35
	R-1-8	4.5	8,000	40%	35
	R-1-9	4.5	9,000	40%	35
	R-1-10	3.5	10,000	40%	35
	R-1-16	3.5	16,000	40%	35
Two Family	R-M	13.0	6,000	40%	35
Multiple Family	R-D	13.0	6,000	40%	35
	R-2	20.0	6,000	40%	35
	R-3	27.0	6,000	40%	40
Condominium Planned Development	C-PD	27.0	NR	NR	NR
Planned Development	P-D	27.0	NR[1]	NR[1]	NR[1]

Source: City of Campbell Planning Division, February 2014
NR – No requirement in the Zoning Ordinance.
1. *The specific development standards are contained in special or master plan documents (e.g. North of Campbell Avenue Area Plan, South of Campbell Avenue Area Plan, East Campbell Avenue Master Plan, and Winchester Boulevard Master Plan).*

Parking Requirements

The City's parking requirement for residential districts varies by housing type and anticipated parking needs. The City calculates the parking requirements by unit type with one standard for Studio and One-Bedroom units and a slightly higher standard for 2 or more Bedroom units. Table B-4 below incorporates the new parking standards adopted in 2011 for Transit Oriented Developments and for Small Lot Single Family housing projects.

Table B-4: Parking Requirements

Housing Type	Parking Space Requirements per Unit		
	Covered	Uncovered	Total
Single-Family	1	1	2
Duplex	1	1	2
Small Lot Single Family	1	1.5	2.5
Multiple-Family:			
Studio or One-bedroom units	2	0.5	2.5
Two or more bedrooms units	2.5	0.5	3
Transit Oriented Development:			
Studio or One-bedroom units	1.5	0.5	2
Two or more bedrooms units	2	0.5	2.5

Source: City of Campbell Zoning Ordinance, February 2014.

The standard parking requirement for small lot single family projects is slightly higher than that for single-family homes because small lot single family developments commonly do not have private driveways or open street frontage for additional parking. The City has also found that the parking need for these projects is greater than those for apartments or other multiple-family uses because they are

often larger in size and have more bedrooms. Small lot single family projects commonly have more drivers per household than apartments, and consequently, often have more vehicles.

The City permits carports in lieu of garages for all housing units, which can serve to reduce development costs. Under the City's density bonus program, projects that provide affordable (below market rate) or senior housing may be eligible for a reduction in the parking requirements (per Zoning Code Section 21.28.050). Additionally, the Planning Commission has the authority to adjust the parking requirements for specific projects when they determine that there are circumstances that warrant an adjustment. These circumstances may include proximity to light rail stations, transit corridors, or major employment centers. The Planning Commission or City Council may also permit projects consisting of two diverse land uses (such as residential and commercial) to jointly occupy the same parking spaces when their parking demands occur at different times.

Examples of parking modifications/reductions approved by the City Council during the previous Housing Element cycle include:

- Bay West Development, 1677 S. Bascom Avenue, the Planning Commission approved the use of tandem parking spaces for nine of the 168 units in the project.
- Merrill Gardens, 2014 Winchester Boulevard, the City Council approved 54 parking spaces for 126 senior housing units.
- 651 West Hamilton Avenue, the Planning Commission approved a reduction in the amount of required parking of approximately 70 spaces (2.3 parking spaces per unit versus 3.0 parking spaces per unit).

Special Master Plan and Area Plans

Campbell has adopted numerous area plans. Most of these are located around the Downtown area and around the existing VTA light rail stations. The four master and area plans which contain most of the opportunity housing sites are discussed below.

The North of Campbell Avenue (NOCA) Area Plan is located north of the civic center and south of East Hamilton Avenue along Salmar Avenue. This Area Plan was developed to guide this area from primarily industrial land uses to small lot and single family residences. About half of the original plan area has been converted to residential uses. Residential densities up to 20 units per acre are envisioned in this area.

The East Campbell Avenue Master Plan is located along East Campbell Avenue between the Downtown and Highway 17. The goal of the Master Plan is to implement Land Use Policy 6.1, "Expansion of Downtown: Facilitate and encourage the evolution of the Downtown beyond the loop streets, eastward to the Hwy 17 overpass and westward to the Community Center, through public improvements, urban design and land use patterns that connect both visually and physically this stretch of Campbell Avenue." Residential densities up to 27 units per acre are envisioned in this area.

The South of Campbell Avenue (SOCA) Area Plan is located immediately south of the East Campbell Avenue Master Plan between Campbell Avenue on the north, San Tomas Expressway on the south, Los Gatos Creek on the east, and Railway Avenue (the current VTA light rail line) on the west. This Area Plan was developed to guide the redevelopment of this area from older single family residential mixed with commercial and industrial land uses toward more higher density residential density and office development near the VTA Downtown Campbell light rail station and Downtown Campbell. Residential densities up to 27 units per acre are envisioned in this area.

The Winchester Boulevard Master Plan runs along both sides of Winchester Boulevard. The purpose of this Master Plan The goal of the Master Plan is to transform Winchester Boulevard into a vibrant mixed-use, pedestrian-oriented street, lined with ground-level businesses with residential or office above. The plan also intends to facilitate the physical and visual connection to Downtown and Campbell Avenue, as well as help increase Central Campbell's walkability and livability by providing increased housing and shopping opportunities. Residential densities up to 27 units per acre are envisioned in this area.

Flexible Design Provisions

The City offers various mechanisms to provide relief from development standards that are typically required of all residential projects under the Zoning Code. These mechanisms include mixed-use development provisions and the density bonus program in conjunction with the P-D Zone.

Planned Development (P-D) Zone

The purpose of the P-D Zoning District is to provide a degree of flexibility that is not generally available in other zoning districts. The flexibility is intended to allow developments that are more consistent with site characteristics while creating an optimum quantity and use of open space and good design consistent with the underlying General Plan Land Use Designation and any adopted guidelines for the area. The P-D Zone also facilitates mixed-use development, development concessions, and modified parking standards. Most of the Area Plan and Master Plan areas are zoned P-D.

Mixed-Use Development

Within the City of Campbell, there are several areas where mixed use development is encouraged, both as residential and commercial uses combined on a single parcel, and as components of a single development. A key strategy of the City's General Plan is to integrate residential development along designated commercial corridors to create activity along the street, provide a variety of housing types near work and shopping, and enhance public safety. This strategy ensures safer, more viable commercial areas, with mixed-use residents helping to ensure the viability of the commercial uses. Mixed-use development is located next to sidewalks or landscape setback areas adjacent to the public street to enhance visibility, pedestrian access and interaction with the commercial uses.

The City's zoning ordinance provides several incentives to encourage mixed use. The allowable density of a mixed-use project is defined by the Floor Area Ratio (FAR) contained in specific land use policies within each Area or Specific Plan; residential uses are encouraged but not included in the calculation of the Floor Area Ratio. Campbell also allows for a shared parking reduction where two or more uses have distinct and differing peak parking usage periods. Furthermore, a reduction in the required open space for the residential component of a mixed-use project may be granted where the full amount of open space is unable to be accommodated due to the urban infill characteristics of the site. The City

has approved several mixed-use projects since adoption of the prior Housing Element. In addition, many of the previously approved projects that had been put on-hold because of The Great Recession of 2007-2009 are currently under development. The current City approved projects include the following:

- The Merrill Gardens Project (2041 – 2127 S. Winchester Blvd.) initially approved in 2007, slightly modified by 2011, and was completed in December of 2013 and is now occupied. This project consists of 126 total units including 99 senior market rate units, 27 non-age restricted apartments, and an Alzheimer's care unit. Of the 126 units, 19 very low income units are distributed throughout the project. The project also includes 18,000 square feet of retail space fronting Winchester Boulevard. The City Council approved several concessions including waiving the park fees for the affordable units.

- Bay West Development (1677 S. Bascom Ave) – The City approved this mixed-use project in 2012 at the maximum zoned density of 27 units per acre. The project provides 126 market rate apartments and 15,295 square feet of retail space fronting Hamilton Avenue. Campbell approved a density bonus project of 14 Below Market Rate units as part of this project.

Affordable Housing Density Bonus

The City of Campbell continues to offer density bonus incentives for the provision of affordable housing and routinely updates the Zoning Ordinance as program requirements change. These provisions were last amended in 2008 to incorporate recent changes to State Law. The density bonus provisions include both the additional density requirement and the development concession provisions. The Density Bonus provisions are contained in Chapter 21.20 of the Municipal Code and incorporate the requirements of Government Code Section 65915.

For incorporating any of the following items, a housing developer will receive a twenty percent density bonus above the density normally allowed by the Zoning Ordinance. To receive this density bonus a project must incorporate one of the following:

- Ten percent of the total units for lower income households; or
- Five percent of the total units for very low income households; or
- A senior citizen housing development (or mobile home park) that limits residency based on age requirements for housing for older persons.

In addition, by providing ten percent of the total units for moderate income households, an additional five percent density bonus is also available. The moderate income density bonus applies only to for sale units in a common interest development (as defined by Section 1351 of the California Civil Code). The amount of density bonus to which the applicant is entitled varies according to the amount by which the percentage of affordable housing units exceeds the minimum percentage established in this section, but generally ranges from 20 to 35 percent above the specified General Plan Residential Density. In addition to the density bonus, eligible projects may receive up to three additional development incentives, depending on the proportion of affordable units and level of income targeting.

Zoning Code Chapter 21.20 also includes provisions to allow development standard concessions for projects receiving a density bonus. The typical concessions/incentives that are offered include the following.

- A reduction in site development standards (e.g., setback and square footage requirements, and/or parking requirements) or architectural design requirements. At the request of the developer, the City will permit a parking ratio (inclusive of handicapped and guest parking) of one space for 0-1 bedroom units, two spaces for 2-3 bedroom units, and 2½ spaces for four or more bedrooms.
- Approval of mixed-use zoning in conjunction with the housing project if nonresidential land uses would reduce the cost of individual units in the housing project, and the nonresidential land uses would be compatible with the housing project and adjoining development.
- Other regulatory incentives or concessions proposed by the permit applicant or the City that would result in identifiable cost reductions. Examples include a reduction in the amount of required on-site parking, expedited processing pursuant to a mutually agreed upon schedule, and, the deferral of the collection of impact fees on market rate units until issuance of a certificate of occupancy.

The City advertises the availability of density bonus incentives on its website, and provides information to prospective residential applicants. The Merrill Gardens and Bay West Development projects were both granted an affordable housing density bonus of 35% for the incorporation of Very Low Income units into the projects.

Inclusionary Housing

Particularly since Campbell now requires 15 percent inclusionary units on a citywide basis, density bonuses offer a means of offsetting the cost of providing the required affordable units. Zoning Code Chapter 21.24 requires new residential projects with ten or more units to provide at least 15 percent of the total units for low and moderate income households at an affordable housing cost. Rental units are required to be made available to very low and low income households (minimum 40% to very low), while owner units are to be available to low and moderate income households. Previous regulatory agreements are recorded on inclusionary projects that require affordability for a period of 45 years for ownership units and 55 years for rental units.

The Inclusionary Housing Program originally addressed both rental and ownership units, however, due to a recent court case, the provisions which apply to rental units have been temporarily suspended.

As a means of providing flexibility in compliance with inclusionary requirements, the City allows the following alternatives to provision of on-site affordable units:

- Off-site construction of affordable units;
- Provision of rental units in for-sale projects (subject to Very Low and Low income affordability);
- Dedication of land sufficient to accommodate the required affordable units; or
- Payment of an in-lieu housing fee (for projects with densities at or below six units per acre). The current fees are $34.50 per square foot for ownership housing units and $21.50 for rental housing units.

Campbell's inclusionary ordinance also provides for a reduction or waiver of the inclusionary requirement if an applicant can show there is no reasonable relationship between the project and the requirement for affordable units, or if application of the inclusionary requirements represents a taking.

Since the adoption of the Ordinance, several larger projects have been required to provide affordable units. Examples include of these project include the senior housing project by Merrill Gardens on Winchester Boulevard and the Bay West Development on South Bascom Avenue. During this time many smaller projects, with less than 10 units, have been exempt from the ordinance. The City has not received negative feedback from developers of these larger projects in terms of affecting project viability. The ordinance is similar to surrounding cities and is generally accepted by the regional development community.

C. Provisions for a Variety of Housing

Housing element law specifies that jurisdictions must identify adequate sites to be made available through appropriate zoning and development standards to encourage the development of various types of housing for all economic segments of the population. This includes single-family homes, multi-family housing, factory-built housing, mobile homes, emergency shelters, supportive housing, and transitional housing. Table B-5 below summarizes housing types permitted within all residential and commercial zones. The Condominium-Planned Development (C-PD) is required for all projects proposing a condominium ownership project. Development under the C-PD Zone is processed using the P-D Zone development review processes.

Table B-5: Housing Types Permitted by Zone

Housing Type Permitted Uses	R-1	R-D	R-M	R-2	R-3	P-D	C-PD	C-3
Residential Uses								
Small Lot Single-Family (<6,000 sq. ft. lots)	Y	Y	Y	Y	Y	Y	-	-
Conventional Single-Family (>6,000 sq. ft. lots)	Y	Y	Y	Y	Y	Y	-	-
Planned Unit Developments	-	-	-	-	-	Y	-	-
Duplexes (2 attached units)	-	Y	Y	Y	Y	-	-	-
Second Units (with a single family dwelling)	Y	Y	Y	Y	Y	Y	-	-
Condominiums	-	-	-	-	-	-	Y	c
Mobile Home Parks (sites 10 acres or larger)	-	-	-	-	-	Y	-	-
Multiple-Family Residential Units			Y	Y	Y	Y	Y	c
Townhouses	-	-	-	-	-	Y	Y	-
Special Needs Housing								
Residential Care Facility (6 or less persons)	Y	Y	Y	Y	Y	Y	-	-
Residential Care Facility (7 or more persons)	c	c	c	c	c	c	c	c
Convalescent Hospital	-	c	c	c	c	c	c	c
Emergency Shelters[1]	-	-	c	c	c	c	c	-
Supportive Housing	Y	Y	Y	Y	Y	Y	-	-
Transitional Housing	Y	Y	Y	Y	Y	Y	-	-
Single Room Occupancy	-	-	-	-	c	c	-	-
Correctional Residential Facility	-	c	c	c	c	c	c	c
Boarding or Lodging House	-	-	c	c	c	-	-	-
On-Site Living Facility*	c	c	c	c	c	c	c	c

Y = Permitted
c = Conditionally Permitted

1. Emergency Shelters are also allowed in the C-1 and C-2 Zones with a conditional use permit, and in the M-1 Zone, either by right or with a conditional use permit, depending on the location.

** In conjunction with an approved conforming use for security and/or 24-hour service.*
Source: City of Campbell Zoning Code, February 2014.

Multi-Family Rental Housing

The City's Zoning Code provides for apartment (rental) developments in the R-M, R-2, R-3, and P-D Zoning Districts by-right, and with approval of a conditional use permit in the C-3 (Central Business District) Zone. Densities of up to 27 dwelling units per acre are permitted, with additional densities for affordable and senior housing. The General Plan also provides for high density residential on designated commercial corridors surrounding the Valley Transit Agency (VTA) Light Rail Stations at Downtown Campbell and at Winchester. The VTA light rail system allows easy access to the rest of the urbanized core of Santa Clara County.

Campbell's development standards have proven to be effective in allowing projects to achieve maximum densities. Given high land costs, the majority of multi-family and mixed use developments

in Campbell are built at or near maximum permitted densities. Recent examples include: Creekside Commons (27 du/acre with density bonus) and Merrill Gardens senior housing (34 du/acre with density bonus). These and other infill project examples demonstrate that the City's development standards have not served as a constraint to achieving maximum zoned densities.

Condominiums

Similar to many jurisdictions, Campbell's Zoning Code distinguishes between condominium (ownership) and multiple family (rental) housing. The C-PD (Condominium-Planned Development) zoning district provides for the construction of new condominiums, or conversion of existing rental housing into condominium ownership subject to a planned development permit. Condominiums are also conditionally permitted in the C-3 (Central Business District) Zone.

In order to provide maximum flexibility for projects and provide the city appropriate levels of discretion, large areas of the City are zoned Planned Development (P-D). This designation has proven over time to be an excellent vehicle for providing unique, custom tailored development solutions to generally small, heavily constrained in-fill sites. The City requires a zoning designation of Condominium Planned Development for condominium projects. This zoning requirement has not been a barrier to the approval of numerous condominium projects in the past.

Secondary Dwelling Units

The purpose of permitting additional living units in single-family districts is to allow more efficient use of the existing housing stock and infrastructure to provide the opportunity for the development of small rental housing units designed to meet the special housing needs of individuals and families, while preserving the integrity of single-family neighborhoods. Zoning Code Section 21.36.200 addresses the requirements for both attached and detached second units as an accessory use in Single Family (R-1) zoning districts. Campbell's Zoning Code contains the following standards for secondary dwelling units.

- The minimum lot size is at least 10,000 square foot.
- The maximum size is limited to 640 square feet, one bedroom and one-story in height, unless the lot is larger than 250% of the minimum required size in zone (when these size limitations for the units do not apply).
- In conjunction with the primary single-family dwelling, a total of four parking spaces are required, two of which shall be covered. Spaces may be allowed in tandem in a driveway of a two-car garage if the garage meets minimum setbacks and lot configuration precludes placement of parking areas elsewhere on the property.
- Must meet all of the applicable development standards of the zoning district (for example, setbacks, lot coverage, and floor area ratio);
- Required to be designed so that the appearance of the property remains that of a single-family residence (for example, the entrances to secondary dwelling units must not be visible from the street); and,
- A deed restriction is required that stipulates that only one of the two units on the property may be rented at any one time.

Campbell receives an average of 1 to 2 second unit applications annually with a total of 4 second units constructed between 2009 and 2013. Approximately one thousand Single Family zoned parcels in Campbell meet the minimum lot size requirement. This provides a significant additional capacity for second units.

Manufactured Housing/Mobile Homes

Section 65852.3 of the California Government Code requires jurisdictions to administratively allow manufactured homes on lots zoned for single-family dwellings if they meet certain standards. More specifically, the Government Code requires the following:

> *"Except with respect to architectural requirements, a city … shall only subject the manufactured home and the lot on which it is placed to the same development standards to which a conventional single-family residential dwelling on the same lot would be subject, including, but not limited to, building setback standards, side and rear yard requirements, standards for enclosures, access, and vehicle parking, aesthetic requirements, and minimum square footage requirements. Any architectural requirements imposed on the manufactured home structure itself, exclusive of any requirement for any and all additional enclosures, shall be limited to its roof overhang, roofing material, and siding material. These architectural requirements may be imposed on manufactured homes even if similar requirements are not imposed on conventional single-family residential dwellings. However, any architectural requirements for roofing and siding material shall not exceed those which would be required of conventional single-family dwellings constructed on the same lot. At the discretion of the local legislative body, the city or county may preclude installation of a manufactured home in zones specified in this section if more than 10 years have elapsed between the date of manufacture of the manufactured home and the date of the application for the issuance of a permit to install the manufactured home in the affected zone. In no case may a city, including a charter city, county, or city and county, apply any development standards that will have the effect of precluding manufactured homes from being installed as permanent residences."*

The City treats manufactured homes as simply another form of construction and does not apply any requirements to them other than what normally applies to new residential construction. A number of manufactured homes have gone through the normal design review process and been approved and built. Manufacture home on individual lots are allowed in the R-1 Single Family Zoning District.

Mobile Home Parks

Campbell permits mobile home parks in the P-D Zoning District on parcels with a Mobile Home Park General Plan land use designation. There are currently two mobile home parks in Campbell: Paseo de Palomas (106 units) and Timbercove Mobile Home Park (137 units).

Residential Care Homes and Residential Service Facilities

Campbell's Zoning Code defines Residential Care Homes as licensed facilities where care, services, or treatment is provided to persons living in a community residential setting. Residential Service Facilities are defined as a residential facility where the operator receives compensation for the provision of personal services, in addition to housing including protection, supervision, assistance, guidance, training, therapy, or other non-medical care. The Zoning Code distinguishes between small (six or fewer

occupants) and large (seven or more occupants) Residential Care Homes and Residential Service Facilities.

Section 1566.3 of the California Health and Safety Code requires residential facilities serving six or fewer persons to be considered a residential use of property for purposes of local zoning ordinances. No local agency can impose stricter zoning or building and safety standards on these residential facilities – such as a conditional use permit (CUP), zoning variance or other zoning clearance - than is required of a family dwelling of the same type in the same zone. The Campbell Zoning Code permits Residential Care Homes and Residential Service Facilities serving six or fewer persons by right in all residential zones (R-1, R-D, R-M, R-2, R-3, P-D), and does not subject such facilities to a use permit, building standard, or regulation not otherwise required of single-family homes in the same zone.

The Health and Safety Code further states that no local zoning ordinance can include residential facilities which serve six or fewer residents in the definition of a boarding house, rooming house, institution or home for the care of minors, the aged, or the mentally infirm, foster care home, guest home, rest home, sanitarium, mental hygiene home, or other similar term which implies that the residential facility is a business run for profit or differs in any way from a family dwelling. In compliance with the State statutes, the Campbell's Zoning Code provides the following separate definition for Rooming and Boarding Facilities, which are conditionally permitted in R-D, R-M, R-2 and R-3 zones:

> *"Rooming and Boarding houses means houses with individual bedrooms that are rented to between three to five persons for profit, whether or not meals are provided."*

Due to the unique characteristics of larger (more than six persons) residential care homes/facilities, most jurisdictions require a CUP to ensure neighborhood compatibility in the siting of these facilities. As indicated previously in Table B-5, the Campbell Zoning Code provides for Residential Care Homes and Service Facilities with more than six occupants in most all residential zone districts, subject to approval of a CUP by the Planning Commission. The required findings for approval of a CUP in Campbell are directed towards ensuring compatibility of the proposed use and not tied to the user, and therefore are not viewed as a constraint per se to the provision of residential care facilities.

The California courts have invalidated the following definition of "family" within jurisdictions Zoning Ordinances: (a) an individual, (b) two or more persons related by blood, marriage or adoption, or (c) a group of not more than a certain number of unrelated persons as a single housekeeping unit. Court rulings state that defining a family does not serve any legitimate or useful objective or purpose recognized under the zoning and land planning powers of the city, and therefore violates rights of privacy under the California Constitution. A zoning ordinance also cannot regulate residency by discrimination between biologically related and unrelated persons. In 2014, Campbell's Zoning Code was amended to redefine the term of "family". Family now means: *"an individual or group of persons living together who constitute a bona fide single housekeeping unit in a dwelling unit. "Family" shall not be construed to include a fraternity, sorority, club, or other group of persons occupying a hotel, lodging house, or institution of any kind."* The revised definition is now consistent with State and Federal law on the definition of family.

The previous definition of family (while not entirely consistent with the new definition) did not function to preclude residential care or other group housing from the City's residential zone districts, as evidenced by the State Community Care Licensing Division which identified three Adult Residential Facilities, three Adult Residential Facility for Persons with Special Health Care Needs, and fourteen Residential Care Facilities for the Elderly in Campbell.

Transitional and Supportive Housing

During the 2014 Zoning Ordinance amendment, Campbell provided specific definitions for supportive housing, transitional housing, and target population to comply with State Law. The new definitions area as follows:

- Transitional housing means "*buildings configured as rental housing development, but operated under program requirements that require the termination of assistance and recirculating of the assisted unit to another eligible program recipient at a predetermined future point in time that shall be no less than six months from the beginning of the assistance."*

- Supportive housing means *"housing with no limit on length of stay, that is occupied by the target population, and that is linked to an onsite or offsite service that assists the supportive housing resident in retaining the housing, improving his or her health status, and maximizing his or her ability to live and, when possible, work in the community."*

- Target population means *"persons with low incomes who have one or more disabilities, including mental illness, HIV or AIDS, substance abuse, or other chronic health condition, or individuals eligible for services provided pursuant to the Lanterman Developmental Disabilities Services Act (Division 4.5 (commencing with Section 4500) of the Welfare and Institutions Code) and may include, among other populations, adults, emancipated minors, families with children, elderly persons, young adults aging out of the foster care system, individuals exiting from institutional settings, veterans, and homeless people."*

Until recently, Zoning Code Section 21.36.230, included requirements for a conditional use permit as well as a 300 foot separation requirement between transitional facilities and another similar facility or single-family zoned parcel. However, in 2014 Transitional and Supportive Housing became permitted uses in all residential zoning districts (R-1, R-D, R-M, R-2, R-3, and P-D). This is also shown in Table B-5.

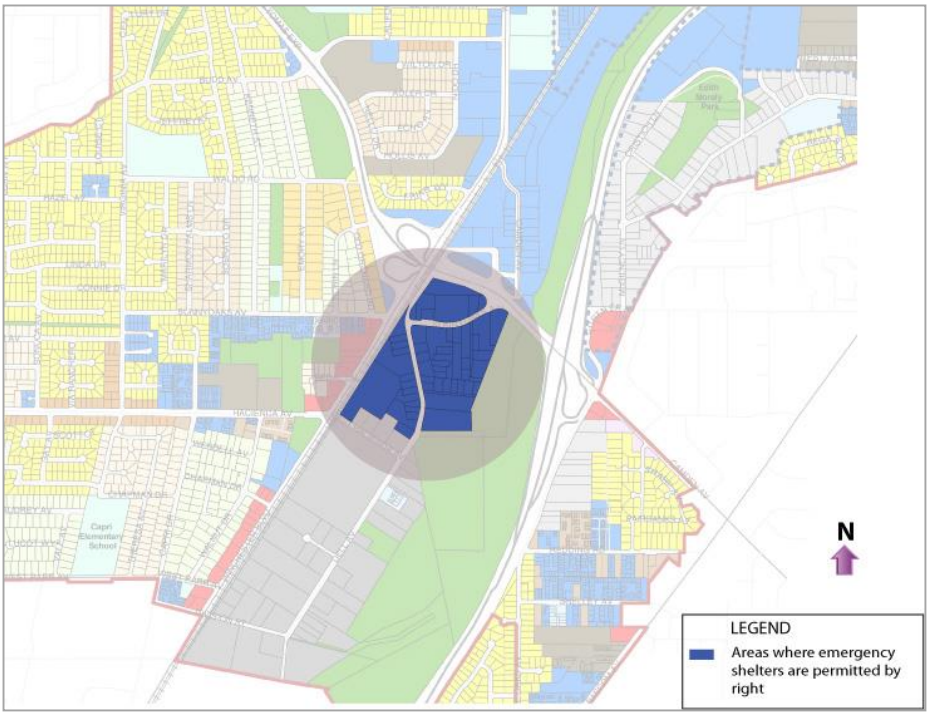
Emergency Shelters

State Law requires that local jurisdictions allow for emergency shelters. In compliance with SB 2, Campbell has reviewed its zoning districts and determined a portion of the M-1 Zoning District is best suited to be most conducive to house an emergency homeless shelter. The 2014 amendment defined Emergency Shelter as *"temporary housing with minimal supportive services for homeless persons that is limited to occupancy of six months or less by a homeless person. No individual or household may be denied emergency shelter because of an inability to pay."* Emergency Shelters are now allowed, without a conditional use permit, in a portion of the M-1 (Light Industrial) Zoning District bounded generally by Camden Avenue, Los Gatos Creek County Park, Hacienda Avenue and Winchester Boulevard.

This sub-area of the M-1 Zoning District provides for light industrial and commercial uses, and is located centrally within the city and has good proximity to transit (bus and light rail service). While there are a limited number of vacant parcels within the identified M-1-S Sub-area, a large number of properties are either underutilized or have existing structures which could potentially be suitable for conversion to shelter use. The Sub-area encompasses 53 parcels with an average lot size of approximately 33,000 sq. ft (0.75 acres).

The emergency shelter by-right area is shown on Figure B-1. Emergency shelters in other locations will still approval of a conditional use permit in accordance with Title 21 of the Campbell Municipal Code.

Figure B-1: Emergency Shelters as a Permitted Use



As discussed in the Homeless section of the Housing Needs Assessment, the 2013 Santa Clara Homeless Survey identified 91 homeless people in Campbell and there are currently no homeless shelters in the City. Pursuant to SB 2, jurisdictions with an unmet need for emergency shelters are now required to identify a zone(s) where emergency shelters will be allowed as a permitted use without a conditional use permit or other discretionary permit. The identified zone must have sufficient capacity to accommodate the shelter need, and at a minimum provide capacity for at least one year-round shelter. Permit processing, development and management standards for emergency shelters must be objective and facilitate the development of, or conversion to, emergency shelters.

Based on the 2013 estimate of Campbell's homeless population (91 persons), it appears that this area is suitable for this purpose and of adequate size to provide sufficient opportunities to meet this requirement. This area is depicted in Figure B-1.

Section 21.36.085 of the Municipal Code establishes the standards for emergency shelters. The development standards in the Emergency Shelter Sub-Area are the same as for all other development in the M-1 Zone. The operational standards for emergency shelters are outline below.

- Maximum number of beds. Shall be based upon the number of homeless persons identified in the current Santa Clara County Homeless Census and Survey (the 2013 Homeless Census identified ninety-one homeless persons in the City).

- On-site parking. The shelter shall provide for one (1) parking space for each three (3) beds. Parking modifications, authorized by Section 21.28.050 of the Zoning Code, are routinely used to reduce the parking requirements for affordable housing, high density residential, and mixed use projects. There are no restrictions on the types of land uses, including emergency shelters, that are eligible to receive parking modifications.

- Waiting and intake area. The shelter shall provide a private area to receive clients for waiting and intake.

- Length of stay. Residents may stay for thirty days. Extensions up to a total of one hundred eighty (180) days may be provided by the on-site manager if no alternative housing is available.

- Lighting. The shelter shall have adequate outdoor lighting for security purposes.

- Security. On-site security and security cameras shall be provided.

- On-site management. The shelter shall provide 24-hour, professional on-site management pursuant to a Management and Operation Plan approved by the City.

Single Room Occupancy (SRO)

Single Room Occupancy facilities are defined as "*a residential facility providing dwelling units where each unit has a minimum floor area of 150 square feet and a maximum floor area of 220 square feet, and are rented to a one- or two-person household. These dwelling units may have kitchen or bathroom facilities, and are provided for a weekly or monthly period of time, in exchange for an agreed payment of a fixed amount of money or other compensation based on the period of occupancy." SRO's* can provide an entry point into the housing market for extremely low income individuals, formerly homeless and disabled persons. Campbell has reviewed the City's zoning districts and determined that a portion of the R-3 zone is the most conducive to provision of SROs, either through new development or reuse of an existing building.

The City intends to conditionally allow SRO's in the R-3-S Multiple-Family Zone. This zoning district is the City's highest density residential zone and allows development up to 27 dwelling units per gross acre. This zoning district is distributed in areas throughout Campbell with the largest single area concentrated along Union Avenue on the eastern side of Campbell, in proximity to South Bascom Avenue. There are 92 parcels in the R-3 zone, with an average lot size of 48,000 sq. ft (1.1 acres), providing sufficient sites for SRO use.

Farm Employee Housing

The Census identifies fewer than one hundred Campbell residents employed in farming, fishing and forestry occupations, representing less than one percent of the City's labor force. No parcels in the City remain in agricultural use. Therefore, given the extremely limited presence of farmworkers in the community, the City has not identified a need for specialized farmworker housing beyond overall programs for housing affordability.

Accessibility Accommodations

Both the federal Fair Housing Act and the California Fair Employment and Housing Act impose an affirmative duty on local governments to make reasonable accommodations (i.e. modifications or exceptions) in their zoning and other land use regulations when such accommodations may be necessary to afford disabled persons an equal opportunity to use and enjoy a dwelling. For example, it may be a reasonable accommodation to allow covered ramps in the setbacks of properties that have already been developed to accommodate residents with mobility impairments.

It is the policy of the City of Campbell to provide reasonable accommodation for persons with disabilities seeking fair access to housing in the application of its zoning laws. In furtherance of this policy, Chapter 21.50 of the Zoning Code sets forth the process for making a request for reasonable accommodation. Campbell's process and findings for reasonable accommodation can be summarized as follows:

- The applicant is provided a form to identify the Zoning Code provision, regulation or policy from which accommodation is being requested, and to provide the basis for the claim and why the accommodation is necessary.
- The Community Development Director serves as the reviewing body for the request, unless the project for which the request is being made requires some other discretionary and use permit or approval.
- The following factors are considered in determining the reasonableness of a requested accommodation:
    - Special need created by the disability;
    - Potential benefit that can be accomplished by the requested modification;
    - Potential impact on surrounding uses;
    - Physical attributes of the property and structures;
    - Alternative accommodations which may provide an equivalent level of benefit;
    - In the case of a determination involving a single-family dwelling, whether the household would be considered a single housekeeping unit if it were not using special services that are required because of the disabilities of the residents.
    - Whether the requested accommodation would impose an undue financial or administrative burden on the city

The factors for consideration of a reasonable accommodation request do not serve as deterrents to housing accessibility. The "potential benefit" factor is a standard finding that is a restatement of the

City's policy that the granting of a reasonable accommodation is a benefit by definition as it facilitates providing fair access to housing. The "potential impact on surrounding uses" factor can be addressed, to the extent necessary, by evaluating alternative approaches to addressing the accessibility needs of the disabled to minimize the potential impact on the surrounding neighborhood.

Since adoption of the Reasonable Accommodation Ordinance in 2004, the City has had one request for a modification. The request involved a new market rate development which incorporated three affordable units pursuant to the City's inclusionary requirements. An income eligible applicant for one of the affordable units was physically disabled. The City approved the modification request through a ministerial process, and in addition provided funding to retrofit the affordable unit – including lowered countertops and a fully accessible bathroom.

D. Development Permit Procedures

The processing time needed to obtain development permits and required approvals varies depending on the scope of the project. Smaller projects typically require less time and larger projects more time. The City strives to keep its permit procedures streamlined and processing times minimal. The Planning Division is the lead agency in processing residential development applications and coordinates the processing of those applications with other City departments such as the Public Works Department and the Building Division of the Community Development Department.

Multi-family and Mixed-Use residential projects typically require some type of discretionary action. Projects with Planned Development (P-D) zoning designation require a P-D permit from the Planning Commission and City Council. Processing times for a P-D project take typically four to six months. This provision for P-D approvals is not a constraint on projects because the project usually requires other entitlements such as a parking adjustment, deviation from other development standards and/or subdivision map that would require public hearings. The requirement for a P-D approval for multi-family projects or mixed-use projects in P-D zoning districts allows for a case by case approach that can achieve maximum flexibility.

As residential neighborhoods in Campbell are nearly built-out, the majority of new residential development has been accommodated through mixed-use projects within the P-D Zoning District. The P-D mechanism allows for deviations in minimum lot size, lot coverage, building setbacks and building height standards.

Development certainty and predictability are provided through the General Plan, which clearly defines development scenarios for all areas zoned P-D. The General Plan Land Use Element provides for specific development types such as Central Commercial, Professional Office/Retail/Residential and describes mixed-use development as the preferred development type. These areas are described by the General Plan as follows:

- **Central Commercial:** This designation includes parts of Campbell and Winchester Avenues in Downtown Campbell and is intended to provide shopping, services and entertainment. It requires that the building forms in this designation edge the street, and should include retail commercial uses on the ground floor with either office or residential uses on the second and third floors.

- **Low-Medium Density Residential and/or Professional Office:** This designation occurs primarily near Downtown, where there is a need for office uses to buffer the single family homes from commercial impacts. Many parcels have homes that are on the Historic Inventory.

- **Medium to High Density Residential and/or Commercial:** This designation occurs near the Downtown in the South of Campbell Avenue (SOCA), where the General Plan identifies parcels for commercial or mixed use, promoting commercial on the ground floor, and residential uses above.

- **Residential/ Commercial/Professional Office:** This designation includes many areas in the City including the North of Campbell Avenue (NOCA), where the intention is to provide a residential component to traditional commercial and/or professional office uses. This designation also maintains commercial and office uses on the ground floor and residential uses on the upper floors.

Development standards are derived by two different sources for properties within the P-D zone. If the site is located in a Master Plan or Specific Plan area (e.g. for 11 of 17 opportunity sites) the development standards of the Master Plan are used as the starting point for the design and review of the P-D project. These Plans include the East Campbell Avenue Master Plan, the Winchester Boulevard Master Plan, and the South of Campbell Avenue (SOCA) and North of Campbell Avenue (NOCA) Area Plans. In areas where there is no Master Plan for an area (e.g. for 11 of 17 opportunity sites) development standards for the underlying zoning district are used. For example, projects in the Hamilton/STEX Area are evaluated using development standards of R-3, while those in the West Campbell Avenue Area use development standards of R-M, R-2, and R-3 Zones, depending on the site. Each of these zones has clear development standards that can be used while developing the project design.

However, because of the sufficient flexibility built into the P-D zone to resolve any project design challenges, the P-D zoning designation requires that specific findings be made, which focus on the exemplary architecture and high quality physical project design rather than simply the land use, and density or other numeric criteria. The review and approval of a P-D project are based upon considerations relating to site circulation, traffic congestion, and traffic safety; considerations related to landscaping; and considerations relating to structure and site lay-out.

These findings have allowed for a long track record of successful mixed-use projects including the Gateway mixed use (25 du/acre); Water Tower Lofts (27 du/acre); Onyx (27 du/acre); Campbell Center (26 du/acre); Gilman Cottages (27 du/acre); Creekside Commons (27 du/acre with a density bonus); and Merrill Gardens (34 du/acre with density bonus). These projects have all been approved by the City in a timely fashion (4 to 6 months typically) without impacting project feasibility.

Campbell's development process can be summarized in the following seven steps. All of these steps may not be necessary depending on the nature of a project. The first four steps in the development process are commonly referred to as the planning process, ending with project approval. Project construction and occupancy is addressed in the final three steps. The typical lengths of time for the planning process are shown in Table B-6.

- ***Preliminary Application:*** The preliminary application process is offered at minimal cost to applicants. The submitted plans are routed to all the applicable departments of the Development Review Committee for review and comment. The Development Review Committee consists of representatives from City Departments and the County Fire Department. Approximately three weeks after the application is submitted, the applicant is invited to meet with staff from the various departments to go over the comments, discuss any particular concerns, and explain any special requirements of the projects. This process can save developers time and money by addressing potential concerns at an early stage thereby avoiding delays later in the process.

- ***Application Submittal:*** The planning application submittal process is when a developer submits a development application, required fees, and application materials.

- ***Plan Review:*** After the application is received, it is routed through the Development Review Committee. A planner is assigned to serve as the developer's liaison helping to expedite the permit process and coordinating the department reviews. Individual departments assess the completeness of the application and prepare preliminary Conditions of Approval. A review of the environmental issues associated with the proposed project (as required by the California Environmental Quality Act) will also be completed at this time.

- ***Planning Commission/City Council Approval:*** If a project is determined to require discretionary action, it will be scheduled for the Site and Architectural Review Committee (if necessary) and Planning Commission meetings. Public Notice will be provided and all property owners within 300 feet of the project site will be notified by mail. In some instances (for example, Planned Development Permits), the project will require City Council approval. After projects receive approval by the Planning Commission there is a ten-day appeal period during which the project may be appealed to the City Council. The City Council decision is final.

- ***Plan Check:*** After the project receives any required approvals, the full plans may be submitted to the building division for plan check for building permits. The plans will be routed to the City's Public Works Department and Planning Division. The project planner will review the plans for conformance with the Zoning Code, any required Conditions of Approval, and with the plans approved by the Planning Commission or City Council. The building division will verify that all building, fire, mechanical, plumbing and electrical code requirements are fulfilled in compliance with the Uniform Building Code and other State requirements.

- ***Building Permit:*** After the project plans receive approval from the relevant departments, the building division issues a building permit. Construction can begin after this point. Regular inspections are required throughout the construction process. The final inspection requires clearance from all relevant City departments and the County Fire Department.

- ***Occupancy Permit:*** Once the final inspection is complete, the developer needs to secure an occupancy permit. If park impact fees are required, the remaining balance must be paid at this time. Buildings or structures cannot be used or occupied until the Building Official has issued a certificate of occupancy. The Table below shows the average processing time for typical residential development applications.

Table B-6: Average Time Frames for Development Applications

Application Type	Frequency of Hearings	Average Processing Time*
General Plan Amendment	4 times per year (per General Plan Element)	3-4 months
Zone Change	2 times per month	3-4 months
Planned Development Permit	2 times per month	4-6 months
Tentative Subdivision Map	2 times per month	2-3 months
Tentative Parcel Map	Administrative hearings are scheduled as needed	2-3 months
Conditional Use Permit	2 times per month	2-3 months
Site and Architectural Review Permit	2 times per month	3-4 months

Source: City of Campbell Planning Division, February 2014.

** Note: Processing times shown are averages and should not be used to assume that a specific project will be processed within this time period. The processing times apply to the first four phases of the development process.*

E. Fees and Exactions

The City of Campbell collects various fees from developments to cover the costs of processing permits and providing the necessary services and infrastructure related to new development projects. Fees levied by the City are comparable to those charged in surrounding communities and thus not considered a constraint to housing development. Table B-7 below summarizes the planning and development fees collected by the City.

Table B-7: Planning and Development Fees

Type of Fee	Activity	Fee Amount
Planning Division	*Parcels less than 1 Acre*	
	General Plan Amendment	$11,990
	Zone Change	$8,375
	Planned Development Permit*	$9,384
	EIR Review	Actual Cost + 20% Admin Overhead
	Parcels 1 to 5 acres	
	General Plan Amendment	$11,990
	Zone Change	$8,375
	Planned Development Permit*	$13,255
	EIR Review	Actual Cost + 20% Admin Overhead
	Parcels larger than 5 acres	
	General Plan Amendment	$11,990
	Zone Change	$8,375
	Planned Development Permit	$16,871
	EIR Review	Actual Cost + 20% Admin Overhead
	Other Fees	
	Tentative Parcel Map (4 lots or less)	$5,995
	Tentative Subdivision Map (5+ lots)	$8,870
	Site and Architectural: Single Family (per house)	$1,530
	Site and Architectural: 1 – 5,000 sq. ft.	$4,590
	Site and Architectural: 5,001 - 10,000 sq. ft.	$6,730
	Site and Architectural: < 10,000 sq. ft.	$9,620
	Administrative PD/Site & Architectural	$1,010
Building Division	Building Permit: Valuations up to $500,000	2.00% of sq. ft. cost
	Building Permit: Valuations above $500,000	1.66% of sq. ft. cost
	Plan Check Fee	33% of Building Permit Fee
	Electrical, Plumbing, Mechanical	$97 +$37
	Construction License Tax	$0.50 per square foot
	Roadway Maintenance	0.3% of Valuation
	General Plan Maintenance	8% of Building Permit
	Seismic Fee: Residential	.0001% of Valuation
	Seismic Fee: Others	.00021% of Valuation
Park Dedication In Lieu Fees	Low Density (Less than 6 units per acre)	$17,105/unit
	Low/Medium (6 to 13 units per acre)	$9,986/unit
	Medium (13 to 21 units per acre)	$7,023/unit
	High Density (21 to 27 units per acre) & Second Dwelling Units	$6,889/unit
Fire Department Review	Site and Architectural Approval	$91.00/hr
	Project Plan Review	$214.00
	Subdivisions	$143.00 + $10/lot

Source: City of Campbell Planning Division, February 2014.

As a means of assessing the cost that fees contribute to development in Campbell, the City has calculated the total Planning, Building, Public Works, and Non-City Agency fees associated with development of two different residential prototypes. The first prototype consists of two new single family residences, with parcel map on a lot with an existing single family residence. The building permit

related costs are based upon an estimated construction valuation of approximately $255,000 for a 1,900 square foot single family residence with a 400 square foot garage. The second prototype is a new four unit multi-family project. The construction valuation for the four-plex is estimated to be approximately $351,000 for four 800-square feet units. The building permit associated fees used in this evaluation were based upon recent building permits issued by the City of Campbell.

Table B-8: Typical City and Non-City Fees for Single and Multi-family Residences[1]

Application Fees by City Department	2 single-family residences with one existing residence on lot		4-unit multi-family project with credit of a single family residential home	
	Per Unit Cost	Total Cost	Per Unit Cost	Total Cost
Planning				
Planned Development Application Fee	$9,384	$9,384	$9,384	$9,384
Tentative Parcel Map	$5,995	$5,995	$5,995	$5,995
Park Impact Fee [3] (6 to 13 units per acre)	$9,986	$19,972	$9,986	$29,962
Public Works				
Final Parcel Map	$3,775 + $82 per parcel	$3,939	$3,775 + $82 per parcel	$4,103
Encroachment Permit	$377	$377	$377	$377
Storm Drain Area Fee (Multi-Family Residential)	$2,385/acre	$423	$2,385/acre	$5,546
Building				
Demolition Permit	Not applicable	$0	$257	$257
Building Permit Fee	2% of Valuation	$10,636	2% of Valuation	$7,170
Plan Check Fee	33% of Building Permit Fee	$4,023	33% of Building Permit Fee	$3,053
Electrical, Plumbing, Mechanical	$97 + $37 x number of permits	$804	$97 + $37 x number of permits	$980
Construction License Tax	$0.50 per square foot	$2,300	$0.50 per square foot	$1,600
Roadway Maintenance Fee	0.3% of Valuation	$1,524	0.3% of Valuation	$1,053
General Plan Maintenance Fee	8% of Building Permit	$812	8% of Building Permit	$562
Seismic Motion and CA Building Standards Commission Fees[2]	0.0001 of Valuation and 0.0021 of Valuation	$72	0.0001 of Valuation and 0.0021 of Valuation	$50
Non-City Agencies				
School District (Elementary)	$2.24 per sq. ft.	$8,512	$2.24 per sq. ft.	$7,168
School District (High School)	$0.79 per sq. ft.	$3,002	$0.79 per sq. ft.	$2,528
Sewer	$355 (Permit Fee) $8,155 (Connection); $1,288 (Capacity Fee)	$19,596	$355 (Permit Fee) $8,155 (Connection); $1,120 (Capacity Fee)	$38,520
Fire – Site and Architecture (Residential)	$91	$182	$91	$364
	Total	**$71,956**		**$80,152**
	Per Unit Cost	**$35,978**		**$20,038**

Source: City of Campbell, West Bay Sanitary District, Campbell Unified School District, Campbell High School District, Santa Clara County Fire District, March 2014

1. *The fees included here are typical fees, the exact fee amounts will vary based upon the precise location and nature of the project being permitted. In some cases, minor cost recovery fees have been added to simplify the presentation.*
2. *State Mandated fees.*
3. *Assumes no credit for private open space. Municipal Code Section 20.24.110 allows credits against the City's parkland dedication/in-lieu fee requirements for private open space amenities. These credits could further reduce these impact fee amounts.*

As indicated in Table B-8, average development fees for the prototypical single-family in-fill project was approximately $35,978 per unit while the cost for a small multi-family attached residential project was approximately $20,038 per unit. In 2008, a similar case study analysis indicated that the typical costs were about $32,000 and $24,000 per unit, respectively.

F. Building Codes and Enforcement

The City of Campbell has adopted the International Building Code of 2013, as amended by California's State Building Regulations (Title 24), which establishes standards and requires inspections at various stages of construction to ensure code compliance. The City's building code also requires new residential construction to comply with the federal American with Disabilities Act (ADA), which specifies a minimum percentage of dwelling units in new developments that must be fully accessible to the physically disabled. Although these standards and the time required for inspections increase housing production costs and may impact the viability of rehabilitation of older properties which are required to be brought up to current code standards, the intent of the codes is to provide structurally sound, safe, and energy-efficient housing.

The City administers a Code Enforcement Program that aims to preserve and maintain the livability and quality of neighborhoods. Code enforcement staff investigates violations of property maintenance standards as defined in the Municipal Code as well as other complaints. When violations are identified or cited, staff encourages property owners to seek assistance through the rehabilitation assistance programs offered by Campbell or by the County of Santa Clara.

G. Site Improvements

Developers of single-family residential tracts in the City are required to improve arterial and local streets; curbs, gutters, sidewalks; water lines; sewer; street lighting; and trees in the public right-of-way within and adjacent to a tract. These capital improvements are in most cases dedicated to the City or other agencies that are responsible for maintenance. Without improvement requirements, there are no other means of providing necessary infrastructure. Requirements for site improvements are at a level necessary to meet the City's costs and are necessary to protect health, safety, and welfare. The cost of these required improvements vary upon the width of property frontage. The developed portions of Campbell are already improved with necessary infrastructure, such as streets, electrical and water facilities. Depending on the project and the condition of the existing infrastructure, some projects may see a reduction in some site improvement costs. This reduction can help make some projects more affordable.

The Circulation Element of the City of Campbell's General Plan establishes the City's street width standards. Residential streets are required to have a standard 40 foot curb-to-curb width, with park strips and sidewalks. The City does allow reduced 36 foot street widths, although due to the impact on fire truck access, reduced street widths trigger fire sprinkler requirements in single-family homes. Most projects utilize private streets where the site constraints determine the specific street design.

The City has also allowed rolled curbs in situations where there is a reduced parkway/sidewalk width as a means of facilitating handicapped access for persons using the sidewalk. An example is the San

Tomas Area, a 1.5 square mile area in the southwest of the City governed by the San Tomas Area Neighborhood Plan. This Plan requires rolled curbs and no sidewalks on minor streets to create a semi-rural atmosphere, resulting in a reduced cost for off-site improvements.

3. Availability of Public Facilities and Services

As an urbanized community, Campbell has in place the necessary infrastructure to support additional residential development. All land designated for residential or mixed-use are served by sewer and water lines, streets, storm drains, telephone, electrical and gas lines. Public water supplies are provided by the San Jose Water Company and public sewer is provided by the West Valley Sanitation District. Natural gas and electricity is provided by Pacific Gas and Electric Company. Pursuant to the 2001 General Plan Environmental Impact Report, there is adequate water and sewer capacity to serve future development. To ensure the availability and adequacy of public facilities and services for future development, the City, along with other providers of public services (e.g., water and sewer), will continue to carry out regular infrastructure improvements and upgrading.

4. *Environmental Constraints*

Environmental constraints and hazards affect, in varying degrees, existing and future residential developments in Campbell. Discussed below are the major environmental hazards in the City. (More detailed discussion of environmental safety issues is provided in the Health and Safety Element of the General Plan)

A. Geologic and Seismic Hazards

Campbell is subject to the effects of earthquakes due to its location at the tectonic boundary between the Pacific and North American Plates. The movement of these plates leads to the accumulation of strain energy in the crustal rocks of the Bay Area. The release of strain energy by the sudden movement of a fault creates earthquakes. Several active faults in the Bay Area region create a high likelihood of future seismic events affecting Campbell. In particular, the San Andreas Fault, the Hayward-Rodgers Creek Fault and the Calaveras Fault pose the greatest earthquake threat because they have high quake odds and run through the Santa Clara Valley region's urban core.

Within Campbell, earthquake damage to structures can be caused by ground rupture, near-field effects, liquefaction and ground shaking. Damage associated with ground rupture is normally confined to roads, buildings and utilities within a narrow band along a fault. The primary earthquake hazards are ground shaking (acceleration of surface material) and liquefaction (sudden loss of soil strength due to the upward migration of groundwater as a result of ground shaking). Liquefaction in Campbell is most likely to occur in areas with fine-grained alluvial soils.

Unreinforced masonry buildings are extremely susceptible to ground shaking. The 1989 City Unreinforced Masonry Ordinance identified ten potentially hazardous buildings identified in the City. All of these buildings are non-residential structures.

B. Fire Hazards

Campbell may be affected by brush and structural fires that can threaten life and property. Brush fires may occur due to natural or human causes on vacant lots where accumulation of weeds has increased the fuel load. Structure fires are most likely in buildings constructed prior to the advent of modern building codes, which comprise an increasingly smaller share of fire activity in Campbell. Most new buildings are equipped with fire protection features such as alarm systems and sprinklers. Campbell is not located in or immediately adjacent to areas subject to the hazards associated with wild land fires.

C. Flood Hazards

A flood is a temporary increase in water flow that overtops the banks of a river, stream, or drainage channel to inundate adjacent areas not normally covered by water. Only a very small portion of Campbell is subject to flooding, according to maps issued by the Federal Emergency Management Agency (FEMA). Although natural factors such as overgrown brush and trees in creek channels can obstruct water flow and increase flood damage, development poses the highest potential to increase the magnitude and frequency of flooding. Campbell is primarily a suburban community with few undeveloped areas where storm water can percolate into the ground. Additional paving will further reduce infiltration and increase surface runoff. Localized flooding may also occur in low spots or where infrastructure is unable to accommodate peak flows during a storm event. In most cases, localized flooding dissipates quickly after heavy rain ceases. Many streets in the San Tomas neighborhood annexed into the City in the 1970s have a rural character with no curb, gutter or paving, which precludes installation of storm drain facilities. Although some nuisance flooding results, the City anticipates preserving the rural character of the area. No opportunity sites are located within the San Tomas neighborhood.

D. Impact of Environmental Constraints on Development

In summary, while Campbell is subject to the environmental constraints described above, the City's General Plan Health and Safety Element sets forth a series of actions to minimize these constraints. Campbell incorporates this knowledge of safety hazards into its land use planning and development review processes.

The residential opportunity sites identified in the Housing Element were all evaluated for their suitability for housing as part of the environmental impact report (EIR) on the City's 2001 General Plan. The EIR concluded that all the opportunity sites – many of which were newly designated for mixed use under the General Plan – were suitable for residential use and their development would not result in a significant environmental impact. Campbell's General Plan EIR is a program EIR which is based on the concept of "tiering", which means that as project proposals are made on specific sites, the need for additional environmental analysis will be determined. If a proposed project has the potential for impacts which exceed those discussed in the General Plan EIR, additional environmental analysis will be required at that time.

APPENDIX C. HOUSING ACCOMPLISHMENTS

This section of the Housing Element discusses the characteristics of the City's population and housing stock as a means of better understanding the nature and extent of unmet housing needs. Appendix C, the Housing Needs Assessment is comprised of the following components: (1) Evaluation of the Accomplishments under the Adopted Housing Element; and (2) Summary of the Quantified Objectives.

In order to develop an effective housing strategy for the 2015 to 2023 planning period, the City must assess the achievements of the existing housing programs. This assessment allows the City to determine the effectiveness and continued appropriateness of the existing programs and make necessary adjustments for the next eight years.

1. Evaluation of Accomplishments under the Adopted Housing Element

Under State Housing Element law, communities are required to assess the achievements under their adopted housing programs as part of the update to their housing elements. These results should be quantified where possible (e.g. the number of units that were rehabilitated), but may be qualitative where necessary (e.g. mitigation of governmental constraints). The results should then be compared with what was projected or planned in the earlier element. Where significant shortfalls exist between what was planned and what was achieved, the reasons for such differences must be discussed.

A. Housing Element Goals and Policies

Campbell's last Housing Element was adopted on August 27, 2009, and contained six goals that provided a foundation for a series of housing programs. The goals and related policies from the 2009—2014 Campbell Housing Element are as follows.

Goal H-1: *Maintain and enhance the quality of existing housing and residential neighborhoods in Campbell.*

Policy H-1.1 Property Maintenance: Encourage property owners to maintain properties in sound condition through the City's residential rehabilitation assistance programs and code enforcement efforts.

Policy H-1.2: Acquisition and Rehabilitation: Strengthen multi-family neighborhoods through partnership with non-profit housing providers in the acquisition and rehabilitation of older residential structures, and maintenance as long-term affordable housing.

Goal H-2: *Improve housing affordability for both renters and homeowners in Campbell.*[1]

Policy H-2.1: Preservation of Affordable Housing: Work with property owners, tenants and non-profit purchasers to facilitate the preservation of assisted rental housing.

[1] *There was no Policy H-2.4 in the 2009-2014 Element. Policy H-2.4 was originally included in the 2001 Housing Element but was not carried over into the 2009 document. The original numbering has been retained in this Appendix for continuity purposes.*

Policy H-2.2: Rental Assistance: Support the provision of rental assistance to lower-income households.

Policy H-2.3: Homeownership Opportunities: Support the provision of homeownership assistance to lower- and moderate-income households.

Policy H-2.5: Special Needs Housing: Assist in the provision of housing and supportive services to persons with special needs, including (but not limited to): seniors, single parents with children, persons with disabilities, the homeless, and those at risk of homelessness.

Goal H-3: *Encourage the provision of housing affordable to a variety of household income levels.*

Policy H-3.1: Housing Development: Support the development of additional affordable housing by non-profit and for-profit developers through financial assistance and/or regulatory incentives.

Policy H-3.2: Inclusionary Housing: Ensure that new residential development in Campbell integrates units affordable to lower- and moderate-income households, or contributes funds to support affordable housing activities. Create additional levels of affordability within the Inclusionary Housing ordinance in a way that does not create a governmental constraint to housing production.

Policy H-3.3: Green Building: Encourage the use of sustainable and green building design in new and existing housing.

Goal H-4: *Provide adequate housing sites through appropriate land use and zoning designations to accommodate the City's share of regional housing needs.*

Policy H-4.1: Residential Sites: Assist developers in identifying sites suitable for residential and mixed use development, and facilitate development through the provision of financial and regulatory incentives, as appropriate.

Policy H-4.2: Mixed-Use Development: Promote mixed-use development where housing is located near jobs, services, shopping, schools, and public transportation.

Policy H-4.3: Planned For Densities: Encourage the efficient and sustainable use of land through residential development near existing light rail stations (within 1/4 mile radius) and/or within the boundaries of the Winchester Boulevard Plan and East Campbell Avenue plan areas, achieve at least 75 percent of the maximum General Plan Land Use category densities.

Goal H-5: *Minimize the impact of potential governmental constraints on the maintenance, improvement and development of housing.*

Policy H-5.1: Regulatory Incentives: Provide regulatory and/or financial incentives where appropriate to offset or reduce the costs of affordable housing development, including density bonuses and flexibility in site development standards.

Policy H-5.2: Secondary Dwelling Units: Provide for the infill of modestly priced rental housing by encouraging secondary units in residential neighborhoods.

Policy H-5.3: Revise the City's Zoning Code: Clarify provisions for transitional and supportive housing, emergency shelters and Single Room Occupancy (SRO) facilities.

Goal H-6: *Promote equal opportunity for all residents to reside in the housing of their choice.*

Policy H-6.1: Fair Housing: Support the provision of fair housing services.

Policy H-6.2: Rights of Tenants and Landlords: Assist in educating tenants and landlords, and settling disputes between the two parties.

Policy H-6.3: Housing Accessibility: Address the special needs of persons with disabilities through provision of supportive housing, homeowner accessibility grants, and provision of reasonable accommodation procedures.

B. Housing Element Implementation Program Accomplishments

This section reviews the progress in implementing the housing programs since 2009, and their continued appropriateness for the 2015-2023 Housing Element. Table C-1 summarizes the City's housing program accomplishments since 2009 through 2013 and assesses the appropriateness of continuing the program.

Table C-1: Review of Accomplishments under 2009 - 2014 Housing Element

Policy H-1.1: Property Maintenance. Encourage property owners to maintain properties in sound condition through the City's residential rehabilitation assistance programs and code enforcement efforts.	
Program	**Accomplishments**
H-1.1a Housing Rehabilitation Loan Program Action: Provide financial assistance to owners of single-family homes and mobile homes who lack sufficient resources to make needed health and safety repairs. Assist 50 households over the 2009-2014 time period (10 extremely low, 35 very low, and 5 low income households).	Progress: Between 2009-2012, the City assisted a total 61 households for either rehab loans or repair grants. Beginning in mid-2012, the County of Santa Clara took on these responsibilities. No information is available concerning the County's subsequent implementation of these programs. Effectiveness: During its operation the City met overall housing rehabilitation and repair goals (approximately half way through the Housing Element cycle, approximately half the number of loans and grants had been issued). The programs are and have been effective in addressing health and safety repairs as well as some cosmetic repairs. Appropriateness: Given the ongoing need to maintain the City's aging housing stock, the need for these programs remains highly appropriate. However, the transfer of the program to the County means that fewer loans and grants may be available to City residents.
H-1.1b Emergency Home Repair Grant Program Action: Assist lower-income families and seniors in making repairs to correct urgent safety or health problems. Assist 50 households over the 2009-2014 time period (35 extremely low and 15 very low income households).	
H-1.1c Code Enforcement Program Action: Ensure ongoing maintenance of housing stock. Continue to implement current program, and establish annual goal for units that could qualify for rehabilitation assistance.	Progress: The City continues to maintain a Code Enforcement Program to ensure compliance with local land use and housing requirements. The current program relies on both proactive field surveys and reactive responses to public complaints. Between 2010 and 2013, the City's Code Enforcement Program did an average of 127 inspections per year (no information was available for 2009). Effectiveness: The Program has been effective at addressing housing condition issues. Appropriateness: The Program remains appropriate for the upcoming period.

Policy H-1.2: Acquisition and Rehabilitation Strengthen multi-family neighborhoods through partnership with non-profit housing providers in the acquisition and rehabilitation of older residential structures, and maintenance as long-term affordable housing.	
Program	**Accomplishments**
H-1.2a Multi-Family Acquisition and Rehabilitation Action: Assist non-profit housing corporations in identifying and acquiring deteriorating properties in need of rehabilitation. Provide financial assistance in acquisition and rehabilitation of targeted properties.	Progress: No requests for financial assistance for Multi-Family Acquisition and Rehabilitation were made to the City. No set-aside funds were used in this period for this program. Due to the elimination of RDA in 2012, no funds are currently available for this program. Effectiveness: No new acquisition/rehab projects were identified in the prior reporting period. Appropriateness: The program remains appropriate. However the loss of RDA set aside funds leaves the program without a specified funding source. If this program is continued in the future, the lack of identified local funding source(s) represents an obstacle to meeting this goal.

Policy H-2.1: Preservation of Affordable Housing Work with property owners, tenants and non-profit purchasers to facilitate the preservation of assisted rental housing.	
Program	**Accomplishments**
H-2.1a Preservation of Assisted Housing Action: Preserve 390 rental units at-risk of conversion. Monitor at-risk units, participate in preservation, conduct tenant education and support in location of alternate housing.	Progress: During the 2009 – 2014 period no affordable rental project was converted to market rate. The City continues to monitor at-risk units through the preparation of an Annual Housing Element Progress Report. Additionally, the City provided technical assistance to San Tomas Gardens and Rincon Gardens by facilitating tax credits to continue providing affordable units. The City provided financial assistance to Sharmon Palms through deferred low-interest, long-term loans to allow them to continue to provide affordable units. The City is currently working with Senior Housing Solutions to transfer ownership of 3 senior residences to Catholic Charities. No set-aside funds were used during this period for this program. Effectiveness: The program is very successful at preserving assisted rental housing. Appropriateness: Preservation of assisted rental housing remains highly appropriate. The Planning Department maintains a list of affordable housing projects, and it will be important for the City to continue to verify the status of the projects each year. Campbell does not anticipate the loss of any affordable units in the next cycle.

Policy H-2.2: Rental Assistance Support the provision of rental assistance to lower-income households.	
Program	**Accomplishments**
H-2.2a Section 8 Rental Assistance Action: Continue to provide Section 8 rental assistance in cooperation with the County to assist extremely low and very low income tenants.	Progress: The City encourages landlords to contact the Housing Authority for Section 8 rental assistance. Information on Section 8 rental assistance is available on the City's website. Housing Authority handouts have also been made available to interested parties. Effectiveness: The program is very successful in providing needed rental assistance in Campbell. Appropriateness: The program remains appropriate for the upcoming period.
H-2.2b One-time Rental Assistance Program Action: In partnership with Catholic Charities and Sacred Heart, and Redevelopment Agency to assist residents at risk of homelessness by providing one-time or temporary rental assistance	Progress: During this period, the City provided assistance through set-aside funds to approximately 160 households. During its operation the City met overall housing rehabilitation and repair goals - approximately half way through the Housing Element cycle, half the number of loans and grants had been issued. However, after the elimination of the Redevelopment Agency and the loss of CDBG funding, program funding has been eliminated. Effectiveness: The rental assistance program was effective in preventing homelessness from short-term financial difficulties. Appropriateness: The need for the program remains appropriate for the upcoming Housing Element cycle. However, no funding sources have been identified. If this program is continued in the future, the lack of identified local funding source(s) represents an obstacle to meeting this goal.

Policy H-2.3: Homeownership Opportunities Support the provision of homeownership assistance to lower- and moderate-income households.	
Program	**Accomplishments**
H-2.3a First Time Homebuyer Program Action: Assist in expanding home-ownership opportunities to moderate income households. Provide financial assistance to 50 households between 2009 and 2014.	Progress: Between 2009-2013, the City provided 14 loans for this program, prior to dissolution of RDA. The County of Santa Clara Office of Affordable Housing now provides First Time Homebuyer loans to Campbell residents as part of their County-wide program. The First Time Homebuyer Program was advertised on the City's website, and is still advertised on the City's website with information directing the public to contact other agencies that can assist with first time home buyer loans. Effectiveness: The loss of RDA funding limited the effectiveness of this program after 2011. Appropriateness: The program remains appropriate however the loss of RDA set aside funds leaves the program without a specified funding source. If this program is continued in the future, the lack of identified local funding source(s) represents an obstacle to meeting this goal.

Policy H-2.3: Homeownership Opportunities Support the provision of homeownership assistance to lower- and moderate-income households.	
Program	**Accomplishments**
H-2.3b Mortgage Credit Certificate Action: Promote the MCC Program through local realtors, on the City's website, and through the City's Housing Program brochure.	Progress: The City advertises the Mortgage Credit Certificate Program on the City's website directing the public to contact their lender. No MCC's were issued during the period of this Housing Element. Effectiveness: As long as Congress continues to approve funds for the MCC program, Santa Clara County will be eligible to receive them. Appropriateness: At $570,000, the maximum purchase prices for existing units under the MCC program could still apply in Campbell (although few new units would fall within the $630,000 maximum purchase price for new construction). While the MCC program remains appropriate, rather than a numeric goal, the City's objective will be to promote program availability.
H-2.3c Foreclosure Prevention Action: Promote the availability of foreclosure counseling services.	Progress: Between 2009-2013, the City provided foreclosure counseling services through Project Sentinel. Property owners were notified through the City newsletter, website and direct mailing. Effectiveness: This program was very effective in previous Housing Element cycles, however the loss of RDA funding means that no records were kept regarding this program. Appropriateness: The program remains appropriate for the upcoming period.

Policy H-2.5: Special Needs Housing Assist in the provision of housing and supportive services to persons with special needs, including (but not limited to): seniors, single parents with children, persons with disabilities, the homeless, and those at risk of homelessness.	
Program	**Accomplishments**
H-2.5a Shared Housing Program Action: Support provision of shared housing opportunities offered through outside agencies. Continue to fund and advertise program.	Progress: Based on the Great Recession, no shared housing programs were established for seniors or single-parents. Effectiveness: The program has been effective and the City anticipated the continuation of this program through Catholic Charities shared housing program. Appropriateness: The program remains appropriate for single parent households and seniors. However, there is no funding for this activity and long agency with the resources to provide this service. If this program is continued in the future, the lack of identified local funding source(s) represents an obstacle to the continuation of this program.
H-2.5b Homeless Assistance/ Shelter Provisions Action: Coordinate efforts with Silicon Valley jurisdictions and service providers to assist the homeless.	Progress: The City continues to refer homeless persons and families needing assistance to organizations that provide these services and continues to participate in regional activities and programs. Effectiveness: The program has been somewhat effective at bringing homeless persons in contact with support and assistance organizations in the county. Appropriateness: The 2013 Homeless Census and Survey indicated that there are 91 homeless persons in Campbell. As a result, the program remains appropriate for the upcoming period.

Policy H-3.1: Housing Development Support the development of additional affordable housing by non-profit and for-profit developers through financial assistance and/or regulatory incentives.	
Program	**Accomplishments**
H-3.1a Affordable Housing Development Action: Grant land write-downs, regulatory incentives, and/or direct assistance to support development of affordable housing for families, seniors and special needs populations. The City's Redevelopment Agency will partner with affordable housing developers to integrate extremely low income units into new rental developments.	Progress: City staff continues to meet with developers for potential affordable housing sites. City provided financial assistance for 511 - 555 W. Campbell Avenue for development of 16 low, and 8 very low affordable units. The elimination of the Redevelopment Agency in 2012 has limited the ability of the City to financially assist in additional affordable housing projects. Effectiveness: Despite limited financial resources, the City was successful in facilitating several affordable housing projects through a combination of financial and regulatory tools. Appropriateness: Providing financial and regulatory support for affordable housing remains critical to addressing the City's housing needs. Future programs will not have the powers and resources previously utilized by the Redevelopment Agency. If this program is continued in the future, the lack of identified local funding source(s) represents an obstacle to the continuation of this program.

Policy H-3.2: Inclusionary Housing Ensure that new residential development in Campbell integrates units affordable to lower- and moderate-income households, or contributes funds to support affordable housing activities. Create additional levels of affordability within the Inclusionary Housing ordinance in a way that does not create a governmental constraint to housing production.	
Program	**Accomplishments**
H-3.2a Citywide Inclusionary Housing Ordinance Action: Amend the Inclusionary Housing ordinance to provide more flexibility for targeting lower affordability levels.	Progress: In 2006 the City adopted an Inclusionary Ordinance requiring 15% affordability citywide. Rental projects are required to provide low and very low income units (Min. 40% very low), and ownership projects are required to provide low and moderate income units. The Ordinance also included provisions for in-lieu fees. The City continues to implement the program. Due to the recession and staff turn-over, the ordinance has not been updated. Effectiveness: The inclusionary ordinance has been effective in integrating affordable units within market rate developments. Two projects have taken advantage of density bonus incentives in conjunction with fulfilling inclusionary requirements. Appropriateness: The inclusionary ordinance remains appropriate to continue in the next Housing Element cycle.

Policy H-3.3: Green Building Encourage the use of sustainable and green building design in new and existing housing.	
Program	**Accomplishments**
H-3.3a Green Building Action: The City is concerned about the continued availability of all resources for the development of affordable housing. The City of Campbell has adopted three Green policies as recommended by the Santa Clara County Cities Green Building Collaborative (GBC), intended to promote climate protection strategies and regional reductions in greenhouse gas emissions. GBC's three near term policy recommendations, adopted by Campbell include the following: • Recognizing/adopting the LEED and GreenPoint Rated rating systems as a standard for green building evaluation; • Completion of the "Green Checklist" as part of development applications, including remodels over 500 square feet; and • LEED Silver certification for all new or renovated municipal buildings over 5,000 square feet.	Progress: The City implements these requirements as part of the planning/entitlement and building permit phases and requires the completion of the "green checklist" for retrofits and new development. In 2010, additional green building measures were added to the City's Green Building Ordinance including requiring CalGreen mandatory on all residential units, and on all non-residential remodels and tenant improvements meeting particular conditions. The City also provided the Green Building requirements on the City's website. In February 2014, the City adopted the California Green Building Code Standards to ensure that new development follows the State requirements to promote green buildings. Effectiveness: The Program has resulted in new residential projects being built to a "greener" standard. Appropriateness: The Program remains appropriate for the upcoming Housing Element cycle.

Policy H-4.1: Residential Sites Assist developers in identifying sites suitable for residential and mixed use development, and facilitate development through the provision of financial and regulatory incentives, as appropriate.	
Program	**Accomplishments**
H-4.1a Housing Opportunity Sites Action: As part of the update to the Housing Element, a parcel-specific analysis of vacant and underutilized sites was conducted to identify Opportunity Sites for development within the planning period. The Opportunity Sites analysis identifies 18 sites that have adequate capacity to address Campbell's 2009-2014 housing production goals. In order to specifically encourage and facilitate development on these Opportunity Sites, the City will undertake the following actions: • Contact property owners within the Opportunity Sites to discuss the City's desire to develop housing in these areas and the availability of financial and regulatory development incentives. • Allow for reductions in parking for properties within 1/4 mile of a VTA light rail station. • Post the Housing Element sites inventory on the City's website as a tool for developers, and provide as a handout at the public counter. • Describe P-D development standards, derived from applicable Area Plans and comparable zoning districts, in sites inventory to provide greater clarity to developers. • Update on an annual basis in conjunction with the General Plan progress report. • Provide technical assistance to property owners and developers in support of lot consolidation, including assessor parcel data and information on density and design incentives. • Assist developers in completing funding applications in support of development, and as appropriate, provide local funds and/or land as leverage.	Progress: City maintains an active list of opportunity sites, contacts property owners, promotes sites on the City's website, and updates sites as needed. The City has consistently implemented the majority of these provisions into Campbell's development review and public information processes. There are two provisions that have not been consistently implemented area the General Plan program report, which were not prepared in a timely manner in recent years due to budget cuts and staff turnover, and providing local funds for development as a result of the loss of the Redevelopment Agency in 2012. The loss of Redevelopment Agency funding combined with the effects of the Great Recession significantly reduced the ability of the City to provide financial support to residential projects. Effectiveness: Higher density residential development has occurred (or is currently underway) on five of the 18 Opportunity Site Areas and parking two parking reductions were approved. These projects resulted in the development of 31 additional affordable units. The Planned Development (P-D) Zone continues to facilitate flexible development that accommodates higher density residential development. Appropriateness: Many of these activities continue to be appropriate during the upcoming Housing element cycle.

Policy H-4.2: Mixed-Use Development Promote mixed-use development where housing is located near jobs, services, shopping, schools, and public transportation.	
Program	**Accomplishments**
H-4.2a Mixed-Use Development Action: The City will ensure that residential development is included in the mixed-use projects on opportunity sites in order to address RHNA goals. Mixed-use development will be located next to sidewalks or landscape setback areas adjacent to the public street to enhance visibility, pedestrian access and interaction with the commercial uses. The maximum floor area ratios (FAR) are contained in specific land use policies within each Area or Specific Plan. Residential densities are not counted against the allowable FAR.	Progress: The City has also implemented mixed use development principles in several projects approved during the 2009-2014 Housing Element Cycle. The Merrill Gardens senior housing development, Bay West, and Riverside Plaza projects all contained both commercial and residential uses in a mixed use context. Additionally, the parking ordinance was amended in 2011 to accommodate shared parking between commercial and residential uses to accommodate the parking needs for mixed-use developments. Effectiveness: Four of the five higher density projects on the 18 Opportunity Site Areas incorporated mixed use principles into their designs. (The single Opportunity Site project, a small lot single family in-fill project, was not located in an area where a mixed use development was viable or appropriate.) This program has been very effective in encouraging mixed-use development. Appropriateness: This action statement is still appropriate to facilitate mixed-use projects.

Policy H-4.3: Planned For Densities Encourage the efficient and sustainable use of land through residential development near existing light rail stations (within 1/4 mile radius) and/or within the boundaries of the Winchester Boulevard Plan and East Campbell Avenue plan areas, to achieve at least 75 percent of the maximum General Plan Land Use category densities.	
Program	**Accomplishments**
H-4.3a Planned for Densities Action: To encourage the efficient and sustainable use of land, the City encourages residential development that is proposed near existing light rail stations (within 1/4 mile radius) and/or within the boundaries of the Winchester Boulevard Plan and East Campbell Avenue plan areas, to achieve at least 75 percent of the maximum General Plan Land Use category densities. The City will review development proposals to strive to achieve the "planned for" densities.	Progress: City staff has been active to inform developers to develop at the higher end of permitted densities. The Planning Department informs applicants of Council policy that projects need to be constructed with a density at least 75% of the maximum allowable density. Effectiveness: The policy has been effective at obtaining higher residential densities in recently projects. Appropriateness: This policy is effective at creating higher density projects with more dwelling units and should be continued.

Policy H-5.1: Regulatory Incentives Provide regulatory and/or financial incentives where appropriate to offset or reduce the costs of affordable housing development, including density bonuses and flexibility in site development standards.	
Program	**Accomplishments**
H-5.1a Density Bonus Action: Continue to offer density bonus and/or other regulatory incentives/ concessions to facilitate affordable and senior housing; advertise program availability. In compliance with current State law, the City offers density bonuses and regulatory incentives/ concessions to developers of affordable and/or senior housing in all residential zones. Applicants of residential projects of five or more units may apply for a density bonus and additional development incentive(s) if the project provides for one of the following: • 10 percent of the total units for lower income households; or • 5 percent of the total units for very low income households; or • A senior citizen housing development or mobile home park that limits residency based on age requirements for housing for older persons; or • 10 percent of the total dwelling units in a condominium for moderate income households.	Progress: In 2008, the Density Bonus Ordinance was updated to be consistent with state law. The City includes information on the City's website regarding density bonus program. During the planning period, the Merrill Gardens and Bay West projects were granted affordable housing density bonuses. Effectiveness: The City advertises the availability of density bonus incentives on its website, and provides information to prospective residential applicants. Appropriateness: Based upon local experience, density bonuses offer a means of offsetting the cost of providing additional affordable units.

Policy H-5.2: Secondary Dwelling Units Provide for the infill of modestly priced rental housing by encouraging secondary units in residential neighborhoods	
Program	**Accomplishments**
H-5.2a Secondary Dwelling Units Action: Facilitate the construction of new second units. The City will facilitate the construction of new second units by making information available to the public.	Progress: Between 2009-2013, nine secondary dwelling unit permits were approved. However, only 4 were constructed and obtained final occupancy certificates. Some of the remaining permits have expired while one is currently in plan check. Effectiveness: With an average of 2 secondary dwelling unit applications annually, this program has been effective in provided needed rental housing. Appropriateness: This program should be continued.

Policy H-5.3: Revised Zoning Code Revise the City's Zoning Code to clarify provisions for transitional and supportive housing, emergency shelters and Single Room Occupancy (SRO) facilities.	
Program	**Accomplishments**
H-5.3a Zoning Text Amendments Action: Amend Zoning Code as part of the Governmental Constraints analysis for the Housing Element update and pursuant to new requirements under SB 2, several revisions to the Campbell Zoning Code have been identified as appropriate to better facilitate the provision of a variety of housing types. These zoning revisions include: • Specifically list manufactured housing as a permitted use within the R-1 zone, subject to architectural requirements within the parameters of State law. • Revise the current zoning definition of "family" consistent with state and federal fair housing laws. • Add single room occupancy (SRO) facilities within the Code's definition section, and conditionally allow them within the R-3-S zone. • Eliminate the CUP and spacing requirements for transitional housing in residential zones. • Identify emergency shelters as a permitted use in that portion of the M-1 zone bounded generally by Camden Avenue, Los Gatos Creek County Park, Hacienda Avenue and Winchester Boulevard.	Progress: The City is in the process of amending the Municipal Code to address these issues. City Council adoption of these items is expected in September of 2014, completing this program. Effectiveness: Amendment the Municipal Code is an effective method to deal with changes to State Planning and Zoning Law. Appropriateness: Periodic amendments of the Municipal Code and General Plan to comply with changes in legal requirements are expected to continue.

Policy H-6.1: Fair Housing Support the provision of fair housing services.	
Program	**Accomplishments**
H-6.1a Fair Housing Program Action: Through the County, continue to financially support Project Sentinel and promote the organization's fair housing services through dissemination of brochures.	Progress: The City continues to refer Fair Housing complaints to Project Sentinel. Effectiveness: This program has proven to be very effective in educating rental property owners and defending discrimination cases. Appropriateness: This program is still appropriate and will continue to receive funds from Santa Clara County to provide services to all non-entitlement cities, including Campbell.

Policy H-6.2:Right of Tenants and Landlords Assist in educating tenants and landlords, and settling disputes between the two parties.	
Program	**Accomplishments**
H-6.2a Rent Mediation Program Action: Continue to enforce the Rental Increase Dispute Resolution Ordinance and offer the Rent Mediation Program as a means of settling disputes/issues between tenants and landlords; advertise program availability.	Progress: Tenant and landlord conciliations and mediations continue to occur as needed. The City contracts through Project Sentinel to provide assistance in settling disputes/issues between landlord and tenants. The City and Project Sentinel both provide brochures, and the City provides information on the City website on how to contact Project Sentinel. Effectiveness: This program is very effective and has a historic track record of resolving over 90% of cases. Appropriateness: This service continues to be appropriate and is funded through the City's business license fees paid by apartment owners.

Policy H-6.3: Housing Accessibility Address the special needs of persons with disabilities through provision of supportive housing, homeowner accessibility grants, and provision of reasonable accommodation procedures.	
Program	**Accomplishments**
H-6.3a Reasonable Accommodation Action: The City will monitor its reasonable accommodation procedure for its effectiveness and potential impacts on housing for persons with disabilities.	Progress: The City receives less than one request per year (on average). The City annually provides monitoring by submitting the Annual Housing Element progress report. Effectiveness: This program has resulted in appropriate accommodations in housing for the disabled. Appropriateness: This program continues to be appropriate.

2. Summary of Quantified Objectives

Table C-2 summarizes the quantified objectives contained in Campbell's 2009 – 2014 Housing Element, and compares the City's progress in fulfilling these objectives. This summary is based upon actual building permits from 2009 -2013 with the addition of residential units currently under construction.

As illustrated in Table C-2, based on review of residential building permits issued between January 2009 and December 2012, the City fulfilled 61 percent of its total regional housing construction needs as indicated by RHNA. This is based upon the standard of project building at densities greater than 20 units per acre that are potentially affordable by most income groups. This is demonstrated by the large number of Low Income-affordable housing that was constructed during the period. However, housing production during this period was adversely effected by The Great Recession. In recent years the amount of housing production has increased to pre-recession level.

Table C-2: Summary of Quantified Objectives

Income Level	New Construction		Rehabilitation		Conservation	
	Goal[1]	Progress	Goal[2]	Progress	Goal[3]	Progress
Very Low	199	32	14 – 34	61	234	234
Low	122	300	16 - 36		419	419
Moderate	158	67	-	-	-	
Above Moderate	413	149	-	-	-	
Totals	**892**	**543**	**50**	**61**	**653**	**653**

1. Reflects RHNA.
2. Reflects City assisted single-family rehabilitation.
3. Reflects Section 8 (234 households) and preservation of the at-risk units.

The City and its Redevelopment Agency facilitated development of several affordable and mixed income projects during the planning period. The City's Below Market Rate Housing program resulted in the construction of 32 Very Low Income units. In addition five secondary dwelling units were also constructed and are shown in the Moderate Income category.

Rent levels for second units can be approximated by looking at rents for one-bedroom apartments, which average around $1,725 in Campbell, compared to a low income rent threshold of $1,600 for a one-bedroom unit and $2,435 for moderate income households.

In terms of housing rehabilitation, the City provided assistance to 61 single-family homeowners, fulfilling its goal to assist 50 households prior to the loss of the RDA and CDBG funding.

APPENDIX D. INVENTORY OF OPPORTUNITY SITES

1. Introduction

Appendix D contains a detailed opportunity sites analysis of specific sites that has been prepared to demonstrate that an adequate inventory of vacant and underutilized land with appropriate general plan and zoning designations currently exists to meet the City of Campbell's Regional Housing Need Allocation (RHNA) requirements. The following table provides a parcel-specific detailed analysis of the various Opportunity Sites for the City of Campbell, suitable for development within the 2015-2023 planning period.

2. Local Setting

Campbell is a substantially built out City with very few vacant properties. In the context of this discussion, "built-out" means the existence of a structure or an active use on virtually all properties in Campbell. In addition, many of the currently vacant sites were also once occupied by a structure. Consequently, virtually all new development involves the removal of existing structures and the re-use or redevelopment of a site. This condition has not prevented the development of new housing in Campbell and is the common practice in substantially built-out urban areas.

3. Opportunity Sites

A. Methodology

The identification of potential sites was based upon several criteria. A detailed analysis of potential opportunity site areas was conducted during the preparation of the Housing Element. The focus of the site selection was the need to ensure that the objectives of the Housing Element were integrated with the other elements of the General Plan. The Land Use and Transportation Element of the General Plan has an objective of concentrating new residential development around the existing VTA transit stations and around the downtown (i.e. the designated Priority Development Area) to facilitate the redevelopment of areas with under-utilized sites and/or occupied with obsolete buildings, and to try to reduce traffic impacts. Five of the six Opportunity Site Areas meet this objective. The sixth Opportunity Site Area, the Dot Avenue area was also included since it represents one of the largest vacant residential sites in Campbell.

If this initial screening process had not succeeded in identifying adequate opportunity sites, then other lower priority areas (e.g. more remote to transit, etc.) would have been included. Each of the Opportunity Sites have the appropriate General Plan and Zoning designations to accommodate housing and have access to roads, water, sewer, electricity and/or natural gas, and telecommunication services.

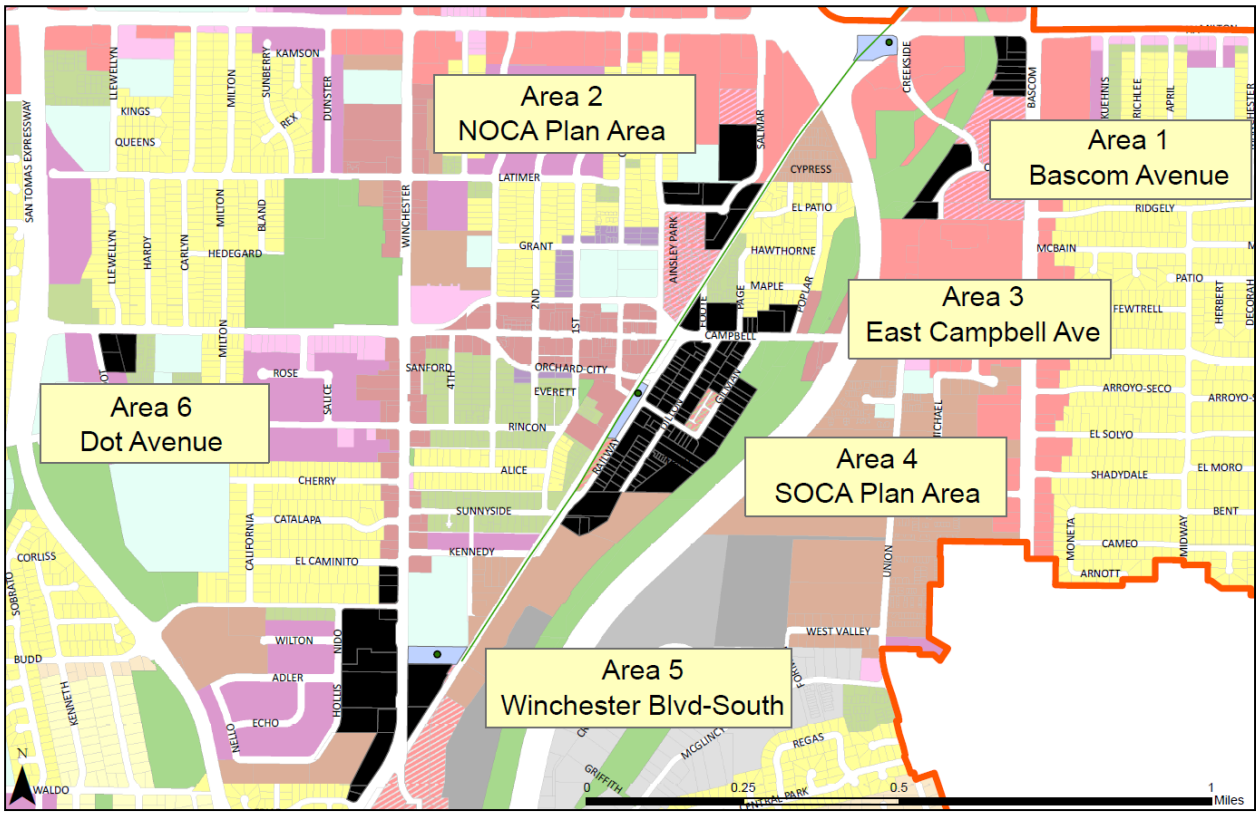
Several opportunity site areas from the 2009-2014 Housing Element were removed from consideration in the 2015-2023 Element. Much of the 2009 Area 2 (West Campbell Avenue), 2009 Area 4 (East Campbell Avenue), and 2009 Area 6a (NOCA) were removed from the list of sites because many of the areas have already been developed with new higher density housing or with revitalized commercial development. The remaining vacant sites in these areas (NOCA, East Campbell Avenue, and Dot Avenue) are still on the

list of opportunity sites. The northern and central portions of the Winchester Boulevard corridor were also removed since these previously developed sites were more remote from the transit stations and because the City was able to meet its RHNA requirements with higher priority sites located closer to transit.

B. Opportunity Site Areas

Using the criteria discussed above, six Opportunity Site Areas were identified by the City. Most of the Opportunity Sites Areas are located in and around the Priority Development Area and/or are within one-half mile of a VTA Station. Most of the identified Opportunity Site Areas have a realistic potential for mixed use development and many correspond to actual master or area plan boundaries intended to facilitate the development of mixed use projects. The exceptions are the Bascom Avenue Corridor, Dot Avenue, and West Hamilton Avenue Areas which are grouped geographically. The general locations for the Opportunity Site Areas are depicted in Figure D-1.

Figure D-1. Opportunity Site Areas



The six general opportunity site areas are described below and summarized in Table D-1.

- **Area 1** is the Bascom Avenue Corridor is located near the intersection with E. Hamilton Avenue and includes property along Campisi Way. This area is located in close proximity to the Hamilton VTA Light Rail Station. Number of Sites - 9, Total Area – 5.01 acres, Estimated Residential Yield - 109 units.

- **Area 2** consists of the remaining non-residentially developed properties within the North of Campbell Avenue (NOCA) Area Plan. These sites are generally located along Salmar Avenue south of Hamilton Avenue. This area is near the Hamilton VTA Station. Number of Sites 7, Total Area – 8.30 acres, Estimated Residential Yield- 136 units.

- **Area 3** is located east of Downtown Campbell and includes both the north and south sides of East Campbell Avenue. This area is within the East Campbell Avenue Master Plan area and is near the Downtown Campbell VTA Station. Number of Sites 13, Total Area – 5.16 acres, Estimated Residential Yield- 116 units.

- **Area 4** is southeast of Downtown Campbell along Railway, Dillon and Gilman Avenues in the South of Campbell Avenue (SOCA) Area Plan. This area is near the Downtown Campbell VTA Station. Number of Sites 81, Total Area – 19.76 acres, Estimated Residential Yield- 419 units.

- **Area 5** is along Winchester Boulevard south of El Caminito and Kennedy Avenues within the Winchester Boulevard Master Plan. This area is in close proximity to the Winchester VTA Station. Number of Sites 14, Total Area –17.34 acres, Estimated Residential Yield - 407 units.

- **Area 6** is located at the intersection of Dot and West Campbell Avenue. This area located about ¾ of a mile from the Downtown Campbell and Winchester VTA Stations. Number of Sites 3, Total Area – 2.08 acres, Estimated Residential Yield - 31 units.

4. Inventory of Opportunity Areas & Sites

The inventory of opportunity sites is included in Table D-2. The inventory identifies the location, land use, general plan and zoning designations, and the development potential of each site. Most of the sites are created by the consolidation of adjacent smaller parcels to create suitable-sized development sites. The probable development potential of each site is based upon the size and shape of the consolidated sites. An explanation of each column label is provided below.

Site ID	A unique Housing Element site identification number to facilitate the quick identification of each potential opportunity site.
Address/APN	The street address (if available) and the Assessor's Parcel Number used by the Santa Clara County Assessor's Office. Not all parcels have street addresses.
Application Status	Description of any existing development entitlement applications. For most sites there is no activity.
Existing Use	General land use activity type, as determined by a site inspection.
Building Condition	The condition of the building ranging from Poor, Fair to Good. Largely based on the age/life expectancy of the building.
General Plan Designation	As shown on the current General Plan Land Use Map.
Zoning	As shown on the current City Zoning Map.
Site Size	The size of the project site in acres. In most cases lots have not been consolidated into larger areas unless a single ownership is known or a proposal for development has been applied for or approved.
Realistic Units	The site size multiplied by the Useable Density. This does not include any units allowed under the local Density Bonus Program.
Useable Density	A conservative density estimate based upon the following assumptions: Minimum Density Assumption: 75% of maximum density based upon the requirements of the Housing Element. Enhanced Density Assumption: 90% of the maximum density for larger regularly-shaped parcels.
Description/Comments	An additional description or information about the site that may be relevant or important in any future development consideration.
Development Standards	Floor Area Ratio, density, and building setback standards as determined by the Zoning Ordinance or the Area/Master Plan (as applicable).

While it is the intention of the City to make every effort to encourage and enable the development of housing for all income categories, it is important to note that the unit estimates contained in Appendix D cannot be construed as a guarantee of actual buildable density. There are a number of factors that will ultimately determine the site density including the following:

- The size and shape of the actual project site;
- The characteristics of the actual project design;
- Site constraints that cannot be determined until specific feasibility and engineering studies have been completed, such as soil stability, slopes, street dedication, frontage requirements, and vehicular access;
- Site specific land use compatibility issues; and,
- Environmental impact issues and mitigation measures identified during the CEQA compliance process.

The inventory identifies the potential for 1,161 additional units based upon the existing General Plan and Zoning Designations. Of these units, 1,008 result from the development of properties that allow residential densities in excess of 20 units per acre and are potentially affordable for all income categories. A summary of the Opportunity Site Areas is provided in Table D-1 below.

Table D-1: Summary of Opportunity Site Areas

Opportunity Site Areas	Opportunity Site Area Size	Estimated Total Units	Is 75% Density over 20.0 du/ac?
Bascom Avenue Corridor	5.0 Acres	109	Yes
NOCA Area Plan	8.3 Acres	136	No*
East Campbell Avenue Master Plan	5.2 Acres	116	Yes
SOCA Area Plan	19.8 Acres	419	Yes
Winchester Blvd Master Plan –South	17.3 Acres	350	Yes
Dot Avenue Properties	2.1 Acres	31	No*
TOTAL	**57.7 Acres**	**1,161**	

* The Maximum Density in these areas is 20 units per acre. As a result the 75% density is 15 du/ac, the 90% density would be 18 du/ac.

Note: All properties identified have utilities in place (water, sewer, electricity, gas, and telecommunications).

Table D-2: Inventory of Opportunity Sites, City of Campbell

Site ID	Address/APN	Application Status	Existing Use	Building Condition	General Plan Designation	Zoning	Site Size	Realistic Units	Usable Density (DU/Ac)	Description/ Comments	GP Policies/ Specific Plans / Area Plans	Development Standards
AREA 1 – BASCOM AVENUE CORRIDOR AREA												
1-1	980 E. Hamilton Ave APN=28802009	No Application Filed	Retail	Fair	Commercial, Medium-High Density Res	P-D	0.41	8	20.25	Automotive use. May require lot consolidation.	GP GOAL LUT-14: *The Pruneyard/Creekside Area as an active, connected "urban village" with a mixture of commercial, office, residential, entertainment and recreational uses functioning as a community and regional focal point.* Orient residential units along public street parking to side, rear, or underground. Taller buildings should orient toward Hwy 17 with heights reduced as building forms approach Hamilton Ave. Ground floor retail along Bascom Avenue and Hamilton Ave with vibrant street levels. FAR does not include residential units Integrate development with the Los Gatos Creek Trail.	FAR: Up to 2.0 Density: Up to27 units per acre
1-2	990 E. Hamilton Ave APN=28802028	No Application Filed	Retail and Service	Good	Commercial, Medium-High Density Res	P-D	0.47	10	20.25	Corner retail location. May require lot consolidation.		
1-3	1627 S. Bascom Ave. APN=28802007	No Application Filed	Retail and Service	Fair	Commercial/ Prof Office/ Residential	P-D	0.23	5	20.25	Small underutilized parcel, may require lot consolidation.		
1-4	1639 S. Bascom Ave. APN=28802008	No Application Filed	Retail and Service	Poor	Commercial/ Prof Office/ Residential	P-D	0.31	6	20.25	Small underutilized parcel, may require lot consolidation.		
1-5	1645 S. Bascom Ave. APN=28802009	No Application Filed	Retail, Office, and Service	Poor	Commercial/ Prof Office/ Residential	P-D	0.34	7	20.25	Small underutilized parcel, may require lot consolidation.		
1-6	1657 S. Bascom Ave. APN=28802018	No Application Filed	Retail and Service	Fair	Commercial/ Prof Office/ Residential	P-D	0.35	7	20.25	Small underutilized parcel, may require lot consolidation.		
1-7	1661-1665 S. Bascom Ave. APN=28802011	No Application Filed	Retail, Office, and Service	Fair	Commercial/ Prof Office/ Residential	P-D	0.55	11	20.25	Small underutilized parcel, may require lot consolidation.		
1-8	1667 S. Bascom Ave. APN=28802012	No Application Filed	Retail and Service (car wash)	Fair	Commercial/ Prof Office/ Residential	P-D	0.32	6	20.25	Small underutilized parcel, may require lot consolidation.		
1-9	980 Campisi Ave APN=28803017	No Application Filed	Office	Good	Commercial/ Prof Office/ Residential	P-D	2.03	49	24.0	Large lot adjacent to Los Gatos Creek.		

Table D-2: Inventory of Opportunity Sites, City of Campbell

Site ID	Address/APN	Application Status	Existing Use	Building Condition	General Plan Designation	Zoning	Site Size	Realistic Units	Usable Density (DU/Ac)	Description/ Comments	GP Policies/ Specific Plans / Area Plans	Development Standards
AREA 2 -NORTH OF CAMPBELL AVE AREA PLAN												
2-1	509 Salmar Ave APN=27933047	No Application filed	Public Storage Facility	Poor	Comm./Prof. Office/ Res.	P-D	3.42	62	18.0	Underdeveloped property in close proximity to downtown area near VTA Station and freeways.	GP GOAL LUT 15-*North of Campbell Avenue Area, Mixed residential, office and retail commercial area functioning as an attractive gateway and complementing Downtown commercial activity.* Commercial, office, and attached residential uses allowed. Density and FAR based on lot size to encourage lot consolidation Residential floor area is not counted against FAR. Locate building entries facing the streets for all residential units located along a public street	<u>North of Campbell Avenue Plan Area.</u> FAR: Up to 1.0 Density: Up to 20 du/ac Flexible development standards. Reduced joint use parking allowed for mixed use projects.
2-2	479-485 Salmar Ave. APN=27933007	No Application filed	Office, home improvement showroom	Poor	Comm./Prof. Office/Res.	P-D	0.94	14	15.0	Non conforming industrial uses in the downtown area near VTA Station and freeways.		
2-3	423-425 Salmar Ave APN=27933008	No Application filed	Home improvement and landscape maintenance	Poor	Comm./ Prof. Office/ Res.	P-D	0.77	12	15.0	Non conforming industrial uses in the downtown area near VTA Station and freeways.		
2-4	210-230 Harrison Ave APN=27933009	No Application filed	Retail and office	Fair	Comm./ Prof. Office/ Res.	P-D	0.66	10	15.0	Non conforming industrial uses in the downtown area near VTA Station and freeways.		
2-5	500-510 Salmar Ave. APN=27942016	No Application filed	Industrial (Turf Supply)	Poor	Comm./Prof. Office/Res.	P-D	1.08	16	15.0	Non conforming industrial uses in the downtown near VTA Station and freeways. Built in 1945.		
2-6	494 Salmar Ave. APN=27942011	No Application filed	Office	Good	Comm./Prof. Office/Res.	P-D	0.64	10	15.0	Non conforming use in the downtown area near VTA Station and freeways.		
2-7	536 Salmar Ave APN=27932006	No Application filed	Industrial, warehouse	Fair	Comm./Prof. Office/Res.	P-D	0.79	12	15.0	Non conforming Industrial uses in the downtown area near VTA Station and freeways. Built in 1971. (Also addressed as 535 Salmar Avenue)		

Table D-2: Inventory of Opportunity Sites, City of Campbell

Site ID	Address/APN	Application Status	Existing Use	Building Condition	General Plan Designation	Zoning	Site Size	Realistic Units	Usable Density (DU/Ac)	Description/ Comments	GP Policies/ Specific Plans / Area Plans	Development Standards
AREA 3 -EAST CAMPBELL AVENUE MASTER PLAN AREA												
3-1	471 E. Campbell Ave APN=29443055	No Application Filed	Retail and Service	Fair	Central Commercial	P-D	0.66	13	20.25	Auto oriented shopping center adjacent to the downtown and near the Downtown Campbell VTA Station. Site has limited lot consolidation potential and is triangular in shape.	Mixed Use projects facing E. Campbell Avenue must have commercial on ground floor with residential on upper floors. Development should emphasis on small-scale, pedestrian-oriented commercial uses, including specialty retail, restaurants, local/neighborhood services. Locate parking at the rear or below buildings. No new surface parking along E. Campbell Avenue. Ensure adequate building setbacks to accommodate outdoor seating. Residential floor area is not counted against FAR	<u>East Campbell Avenue Master Plan.</u> FAR: Up to 1.5 Density: Up to27 du/ac Height 45 ft./4 Stories Front setback 0 ft. Side setback 0 ft. Rear setback varies by location Ground floor finished ceiling ht - 15 ft.
3-2	56 Foote St APN=27943020	No Application Filed	Retail, service and office	Good	Central Commercial	P-D	1.41	34	24.3	Auto oriented shopping center adjacent to the downtown and near the VTA Station.		
3-3	565 E. Campbell Ave APN=27946050	No Application Filed	Retail and Service	Poor	Central Commercial	P-D	0.13	3	20.25	Small underutilized parcel, may require lot consolidation. Near VTA Station.		
3-4	573 E. Campbell Ave APN=27946049	No Application Filed	Office	Fair	Central Commercial	P-D	0.11	2	20.25	Small underutilized parcel, may require lot consolidation. Near VTA Station.		
3-5	579 E. Campbell Ave APN=27946048	No Application Filed	Office	Poor	Central Commercial	P-D	0.12	2	20.25	Small underutilized parcel, may require lot consolidation. Near VTA Station.		
3-6	621 E. Campbell Ave. APN=27946011	No Application Filed	Offices	Fair	Central Commercial	P-D	1.57	38	24.3	Under developed low rise office complex built in 1957, Near VTA Station. Under a single ownership.		
3-7	621 E. Campbell Ave. APN=27946012	No Application Filed	Offices	Fair	Central Commercial	P-D						
3-8	476 E. Campbell Ave APN=41209065	No Application Filed	Offices	Fair	Central Commercial	P-D	0.19	4	20.25	Small underutilized parcel, may require lot consolidation. Near VTA Station.		
3-9	486 E. Campbell Ave APN=41209065	No Application Filed	Offices	Fair	Central Commercial	P-D	0.31	6	20.25	Small underutilized parcel, may require lot consolidation. Near VTA Station.		

Table D-2: Inventory of Opportunity Sites, City of Campbell												
Site ID	Address/APN	Application Status	Existing Use	Building Condition	General Plan Designation	Zoning	Site Size	Realistic Units	Usable Density (DU/Ac)	Description/ Comments	GP Policies/ Specific Plans / Area Plans	Development Standards
3-10	35 Dillon Ave APN=41209013	No Application Filed	Single Family Residential	Fair	Commercial, Medium-High Density Res	P-D	0.09	2	20.25	Small underutilized parcel, may require lot consolidation. Near VTA Station.	(See preceding page)	(See preceding page)
3-11	530-540 E. Campbell Ave. APN=27946029	No Application Filed	Retail	Poor	Central Commercial	P-D	0.57	12	20.25	Blighted buildings in a prime location within the East Campbell Avenue Master Plan. Under a single ownership. Near VTA Station.		
3-12	558 E. Campbell Ave. APN=27946030	No Application Filed	Vacant	Poor	Central Commercial	P-D						
3-13	566 E. Campbell Ave. APN=27946031	No Application Filed	Automotive repair and machining	Poor	Central Commercial	P-D						

Table D-2: Inventory of Opportunity Sites, City of Campbell												
Site ID	Address/APN	Application Status	Existing Use	Building Condition	General Plan Designation	Zoning	Site Size	Realistic Units	Usable Density (DU/Ac)	Description/ Comments	GP Policies/ Specific Plans / Area Plans	Development Standards
AREA 4 –SOUTH OF CAMPBELL AVENUE (SOCA) AREA PLAN												
4-1	20 Railway Ave APN=41209009	No Application Filed	Retail	Fair	Commercial, Medium-High Density Res	P-D	0.18	4	20.25	Small underutilized parcel, would require lot consolidation. Near VTA Station.	GP GOAL LUT-16: *Revitalize Downtown commercial, industrial, and recreational areas and provide housing opportunities.* Mixed Use projects should have commercial on ground floor with residential on upper floors. Density based on lot size (Larger lots equal greater density up to 27 DU/Ac). Residential entries should be oriented toward the street. Lots must be a minimum of 1.5 acre for residential development to encourage lot consolidation.	<u>SOCA Area Plan-Sub Area 1</u> Commercial, industrial and attached residential uses allowed similar to Central Business District (C-3) zone. FAR: Up to 0.5 Density: Up to 27 du/ac Flexible development standards.
4-2	36 Railway Ave APN=41209008	No Application Filed	Office	Poor	Commercial, Medium-High Density Res	P-D	0.10	2	20.25	Small underutilized parcel, would require lot consolidation. Near VTA Station.		
4-3	40 Railway Ave APN=41209007	No Application Filed	Outside Storage	N/A	Commercial, Medium-High Density Res	P-D	0.10	2	20.25	Small underutilized parcel, would require lot consolidation. Near VTA Station.		
4-4	48 Railway Ave APN=41209006	No Application Filed	Single Family Residential	Poor	Commercial, Medium-High Density Res	P-D	0.08	2	20.25	Small underutilized parcel, would require lot consolidation. Near VTA Station.		
4-5	64 Railway Ave APN=41209005	No Application Filed	Automotive Repair	Poor	Commercial, Medium-High Density Res	P-D	0.18	4	20.25	Building located in the rear of the property. Small underutilized parcel, would require lot consolidation. Near VTA Station.		
4-6	70 Railway Ave APN=41209004	No Application Filed	Single Family Residential	Poor	Commercial, Medium-High Density Res	P-D	0.09	2	20.25	Small underutilized parcel, would require lot consolidation. Near VTA Station.		
4-7	86 Railway Ave APN=41209003	No Application Filed	Service	Fair	Commercial, Medium-High Density Res	P-D	0.21	4	20.25	Building located in the rear of the property with parking in front. Small underutilized parcel, would require lot consolidation. Near VTA Station.		
4-8	90 Railway Ave APN=41209002	No Application Filed	Office	Fair	Commercial, Medium-High Density Res	P-D	0.18	4	20.25	Small underutilized parcel, would require lot consolidation. Near VTA Station.		
4-9	116 Railway Ave APN=41209001	No Application Filed	Automotive Repair	Fair	Commercial, Medium-High Density Res	P-D	0.18	4	20.25	Small underutilized parcel, would require lot consolidation. Near VTA Station.		

Table D-2: Inventory of Opportunity Sites, City of Campbell												
Site ID	Address/APN	Application Status	Existing Use	Building Condition	General Plan Designation	Zoning	Site Size	Realistic Units	Usable Density (DU/Ac)	Description/ Comments	GP Policies/ Specific Plans / Area Plans	Development Standards
4-10	61 Dillon Ave APN=41209014	No Application Filed	Self Storage	Poor	Commercial, Medium-High Density Res	P-D	0.31	6	20.25	Underutilized parcel, would require lot consolidation. Near VTA Station.	(See preceding page)	SOCA Area Plan- Sub Area 3 Commercial, industrial and attached residential uses allowed similar to Central Business District (C-3) zone. FAR: Up to 0.5 Density: Up to 27 du/ac Flexible development standards.
4-11	75 Dillon Ave APN=41209015	No Application Filed	Service and warehouse	Poor	Commercial, Medium-High Density Res	P-D	0.18	4	20.25	Small underutilized parcel, would require lot consolidation. Near VTA Station.		
4-12	89 Dillon Ave APN=41209016	No Application Filed	Office and warehouse	Poor	Commercial, Medium-High Density Res	P-D	0.21	4	20.25	Small underutilized parcel, would require lot consolidation. Near VTA Station.		
4-13	103 Dillon Ave APN=41209017	No Application Filed	Automotive repair	Poor	Commercial, Medium-High Density Res	P-D	0.09	2	20.25	Small underutilized parcel, would require lot consolidation. Near VTA Station.		
4-14	111 Dillon Ave APN=41209018	No Application Filed	Automotive repair	Poor	Commercial, Medium-High Density Res	P-D	0.21	4	20.25	Small underutilized parcel, would require lot consolidation. Near VTA Station.		
4-15	131 Dillon Ave APN=41209019	No Application Filed	Automotive repair	Poor	Commercial, Medium-High Density Res	P-D	0.14	3	20.25	Small underutilized parcel, would require lot consolidation. Near VTA Station.		
4-17	139-145 Dillon Ave APN=41209020	No Application Filed	Residential and Office	Poor	Commercial, Medium-High Density Res	P-D	0.25	5	20.25	Underutilized parcel, would require lot consolidation. Near VTA Station.		
4-18	24 Dillon Ave APN=41209028	No Application Filed	Vacant/vehicle storage	N/A	Commercial, Medium-High Density Res	P-D	0.30	6	20.25	Underutilized parcel, would require lot consolidation. Near VTA Station.		
4-19	34 Dillon Ave APN=41209027	No Application Filed	Single Family Residential	Poor	Commercial, Medium-High Density Res	P-D	0.22	4	20.25	Small underutilized parcel, would require lot consolidation. Near VTA Station.		
4-20	60 Dillon Ave APN=41209026	No Application Filed	Warehouse	Poor	Commercial, Medium-High Density Res	P-D	0.20	4	20.25	Small underutilized parcel, would require lot consolidation. Near VTA Station.		

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Site ID	Address/APN	Application Status	Existing Use	Building Condition	General Plan Designation	Zoning	Site Size	Realistic Units	Usable Density (DU/Ac)	Description/ Comments	GP Policies/ Specific Plans / Area Plans	Development Standards
4-21	74 Dillon Ave APN=41209025	No Application Filed	Vacant Warehouse	Poor	Commercial, Medium-High Density Res	P-D	0.19	4	20.25	Small underutilized parcel, would require lot consolidation. Near VTA Station.	(See preceding page)	(See preceding page)
4-22	88 Dillon Ave APN=41209024	No Application Filed	Service	Poor	Commercial, Medium-High Density Res	P-D	0.20	4	20.25	Small underutilized parcel, would require lot consolidation. Near VTA Station.		
4-23	126 Dillon Ave APN=41209023	No Application Filed	Office and warehouse	Poor	Commercial, Medium-High Density Res	P-D	0.39	8	20.25	Underutilized parcel, would require lot consolidation. Near VTA Station.		
4-24	132 Dillon Ave APN=41209022	No Application Filed	Automotive Repair	Poor	Commercial, Medium-High Density Res	P-D	0.13	3	20.25	Small underutilized parcel, would require lot consolidation. Near VTA Station.		
4-25	457 Sam Cava Ln APN=41209057	No Application Filed	Vacant	Poor	Commercial, Medium-High Density Res	P-D	0.13	3	20.25	Small underutilized parcel, would require lot consolidation. Near VTA Station.		
4-26	57 Gilman Ave APN=41209032	No Application Filed	Single Family Residential	Poor	Commercial, Medium-High Density Res	P-D	0.09	2	20.25	Small underutilized parcel, would require lot consolidation. Near VTA Station.		
4-27	63 Gilman Ave APN=41209033	No Application Filed	Single Family Residential	Fair	Commercial, Medium-High Density Res	P-D	0.19	4	20.25	Small underutilized parcel, would require lot consolidation. Near VTA Station.		
4-28	71-79 Gilman Ave APN=41209034	No Application Filed	Warehouse	Poor	Commercial, Medium-High Density Res	P-D	0.29	6	20.25	Underutilized parcel, would require lot consolidation. Near VTA Station.		
4-29	85 Gilman Ave APN=41209035	No Application Filed	Industrial	Poor	Commercial, Medium-High Density Res	P-D	0.18	4	20.25	Small underutilized parcel, would require lot consolidation. Near VTA Station.		
4-30	101 Gilman Ave APN=41209036	No Application Filed	Industrial	Poor	Commercial, Medium-High Density Res	P-D	0.18	4	20.25	Small underutilized parcel, would require lot consolidation. Near VTA Station.		

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4-31	80 Gilman Ave APN=412090044	No Application Filed	Office and warehouse	Fair	Commercial, Medium-High Density Res	P-D	0.35	7	20.25	Underutilized parcel, would require lot consolidation. Near VTA Station.	(See preceding page)	(See preceding page)
4-32	90 Gilman Ave APN=412090043	No Application Filed	Vacant	Poor	Commercial, Medium-High Density Res	P-D	0.21	4	20.25	Small underutilized parcel, would require lot consolidation. Near VTA Station.		
4-33	100 Gilman Ave APN=412090042	No Application Filed	Office and warehouse	Poor	Commercial, Medium-High Density Res	P-D	0.27	5	20.25	Underutilized parcel, would require lot consolidation. Near VTA Station.		
4-34	132 Gilman Ave APN=412090041	No Application Filed	Office and equipment storage	Poor	Commercial, Medium-High Density Res	P-D	0.28	6	20.25	Underutilized parcel, would require lot consolidation. Near VTA Station.		
4-35	136 Gilman Ave APN=412090040	No Application Filed	Equipment Storage	Poor	Commercial, Medium-High Density Res	P-D	0.28	6	20.25	Underutilized parcel, would require lot consolidation. Near VTA Station.		
4-36	140 Gilman Ave APN=412090058	No Application Filed	Warehouse and outside storage	Poor	Commercial, Medium-High Density Res	P-D	0.21	4	20.25	Small underutilized parcel, would require lot consolidation. Near VTA Station.		
4-37	150-164 Gilman Ave APN=412080048	No Application Filed	Service, office and warehouse	Fair	Commercial, Medium-High Density Res	P-D	0.48	10	20.25	Underutilized parcel, would require lot consolidation. Near VTA Station.		
4-38	176 Gilman Ave APN=412080047	No Application Filed	Warehouse	Poor	Commercial, Medium-High Density Res	P-D	0.39	8	20.25	Underutilized parcel, would require lot consolidation. Near VTA Station.		
4-39	188 Gilman Ave APN=412080046	Pre-App Review Completed in 2014, d	Industrial and warehouse	Poor	Commercial, Medium-High Density Res	P-D	0.62	15	24.3	Underutilized parcel, would benefit form a lot consolidation. Near VTA Station. The 2014 Pre-application review project included five other parcels.		
4-40	500 Sam Cava Ln APN=41208045	No Application Filed	Single Family Residential	Poor	Commercial, Medium-High Density Res	P-D	0.19	4	20.25	Small underutilized parcel, would require lot consolidation. Near VTA Station.		
4-41	488 Sam Cava Ln APN=41208044	No Application Filed	Single Family Residential	Poor	Commercial, Medium-High Density Res	P-D	0.09	2	20.25	Small underutilized parcel, would require lot consolidation. Near VTA Station.		

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Site ID	Address/APN	Application Status	Existing Use	Building Condition	General Plan Designation	Zoning	Site Size	Realistic Units	Usable Density (DU/Ac)	Description/ Comments	GP Policies/ Specific Plans / Area Plans	Development Standards
4-42	482 Sam Cava Ln APN=41208043	No Application Filed	Single Family Residential	Poor	Commercial, Medium-High Density Res	P-D	0.10	2	20.25	Small underutilized parcel, would require lot consolidation. Near VTA Station.	(See preceding page)	(See preceding page)
4-43	472 Sam Cava Ln APN=41208042	No Application Filed	Single Family Residential	Poor	Commercial, Medium-High Density Res	P-D	0.10	2	20.25	Small underutilized parcel, would require lot consolidation. Near VTA Station.		
4-44	466 Sam Cava Ln APN=41208041	No Application Filed	Single Family Residential	Poor	Commercial, Medium-High Density Res	P-D	0.16	3	20.25	Small underutilized parcel, would require lot consolidation. Near VTA Station.		
4-45	180 Dillon Ave APN=41208040	No Application Filed	Parking Lot	N/A	Commercial, Medium-High Density Res	P-D	0.14	3	20.25	Small underutilized parcel, would require lot consolidation. Separate lot for the parking lot. Near VTA Station.		
4-46	180 Dillon Ave APN=41208039	No Application Filed	Retail	Fair	Commercial, Medium-High Density Res	P-D						
4-44	186 Dillon Ave APN=41208038	Pre-App Review Completed in 2014	Manufacturing and warehouse	Fair	Commercial, Medium-High Density Res	P-D	0.66	16	24.3	Long, thin and underutilized parcel, would benefit from a lot consolidation. Near VTA Station.		
4-45	190 Dillon Ave APN=41208037	Pre-App Review Filed in 2014	Office and warehouse	Poor	Commercial, Medium-High Density Res	P-D	0.70	17	24.3	Long, thin and underutilized parcel, would benefit from a lot consolidation. Near VTA Station.		
4-46	200 Dillon Ave APNs=41208049 41208050 41208051 41208052 41208053	No Application Filed	Industrial, warehouse	Fair	Commercial, Medium-High Density Res	P-D	0.37	7	20.25	Industrial Condominium. Parcel would require lot consolidation. Near VTA Station.		
4-47	230 Dillon Ave. APN=41208034	Pre-App Review Filed in 2014	Vehicle storage yard	Vacant	Commercial, Medium-High Density Res	P-D	0.14	3	24.3	Small underutilized parcel, would require lot consolidation. Near VTA Station.		
4-48	240 Dillon Ave APN=41208033	No Application Filed	Office and Warehouse	Poor	Commercial, Medium-High Density Res	P-D	0.27	5	20.25	Small underutilized parcel, would require lot consolidation. Near VTA Station.		

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Site ID	Address/APN	Application Status	Existing Use	Building Condition	General Plan Designation	Zoning	Site Size	Realistic Units	Usable Density (DU/Ac)	Description/ Comments	GP Policies/ Specific Plans / Area Plans	Development Standards
4-49	260 Dillon Ave APN=41208032	No Application Filed	Warehouse	Poor	Commercial, Medium-High Density Res	P-D	0.10	2	20.25	Small underutilized parcel, would require lot consolidation. Near VTA Station.	(See preceding page)	(See preceding page)
4-50	272 Dillon Ave APN=41208031	No Application Filed	Single Family Residential	Fair	Commercial, Medium-High Density Res	P-D	0.09	2	20.25	Small underutilized parcel, would require lot consolidation. Near VTA Station.		
4-51	280 Dillon Ave APN=41208030.	Pre-App Review Filed in 2014	Vacant	N/A	Commercial, Medium-High Density Res	P-D	0.08	2	24.3	Small underutilized parcel, would require lot consolidation. Near VTA Station.		
4-52	(No Address) APN=41208035	Pre-App Review Filed in 2014	Vacant	N/A	High Density Residential	P-D	1.66	40	24.3	Underutilized parcel, could from an associated lot consolidation. Near VTA Station.		
4-53	293 Dillon Ave APN=41208028	No Application Filed	Industrial	Fair	Commercial, Medium-High Density Res	P-D	0.20	4	20.25	Small underutilized parcel, may require lot consolidation. Near VTA Station.		
4-54	279 Dillon Ave APN=41208027	No Application Filed	Automotive Repair	Poor	Commercial, Medium-High Density Res	P-D	0.19	4	20.25	Small underutilized parcel, would require lot consolidation. Near VTA Station.		
4-55	265 Dillon Ave APN=41208067	No Application Filed	Office and warehouse	Poor	Commercial, Medium-High Density Res	P-D	0.19	4	20.25	Small underutilized parcel, would require lot consolidation. Near VTA Station.		
4-56	255 Dillon Ave APN=41208024	No Application Filed	Outside storage	N/A	Commercial, Medium-High Density Res	P-D	0.13	3	20.25	Small underutilized parcel, would require lot consolidation. Near VTA Station.		
4-57	243 Dillon Ave APN=41208023	No Application Filed	Vacant	N/A	Commercial, Medium-High Density Res	P-D	0.13	3	20.25	Small underutilized parcel, would require lot consolidation. Near VTA Station.		
4-58	235 Dillon Ave APN=41208022	No Application Filed	Single Family Residential	Fair	Commercial, Medium-High Density Res	P-D	0.13	3	20.25	Small underutilized parcel, would require lot consolidation. Near VTA Station.		

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4-59	227 Dillon Ave APN=41208021	No Application Filed	Single Family Residential	Fair	Commercial, Medium-High Density Res	P-D	0.12	2	20.25	Small underutilized parcel, would require lot consolidation. Near VTA Station.	(See preceding page)	(See preceding page)
4-60	219 Dillon Ave APN=41208020	No Application Filed	Single Family Residential	Fair	Commercial, Medium-High Density Res	P-D	0.12	2	20.25	Small underutilized parcel, would require lot consolidation. Near VTA Station.		
4-61	213 Dillon Ave APN=41208019	No Application Filed	Single Family Residential	Fair	Commercial, Medium-High Density Res	P-D	0.12	2	20.25	Small underutilized parcel, would require lot consolidation. Near VTA Station.		
4-62	191 Dillon Ave APN=41208018	No Application Filed	Industrial	Poor	Commercial, Medium-High Density Res	P-D	0.08	2	20.25	Small underutilized parcel, would require lot consolidation. Near VTA Station.		
4-63	183 Dillon Ave APN=41208017	No Application Filed	Single Family Residential	Fair	Commercial, Medium-High Density Res	P-D	0.10	2	20.25	Small underutilized parcel, would require lot consolidation. Near VTA Station.		
4-64	426 Sam Cava Ln APN=41208068	No Application Filed	Warehouse	Good	Commercial, Medium-High Density Res	P-D	0.29	6	20.25	Small underutilized parcel, would require lot consolidation. Near VTA Station.		
4-65	138 Railway Ave APN=41208069	No Application Filed	Retail and warehouse	Fair	Commercial, Medium-High Density Res	P-D	0.26	5	20.25	Small underutilized parcel, would require lot consolidation. Near VTA Station.		
4-66	202 Railway Ave APN=41208063	No Application Filed	Church and Daycare	Poor	Commercial, Medium-High Density Res	P-D	0.93	19	20.25	Small underutilized parcel, could benefit from a require lot consolidation. Near VTA Station.		
4-67	208 Railway Ave APN=41208066	No Application Filed	Outside Storage	Poor	Commercial, Medium-High Density Res	P-D	0.13	3	20.25	Small underutilized parcel, would require lot consolidation. Near VTA Station.		
4-68	216 Railway Ave APN=41208057	No Application Filed	Single Family Residential	Poor	Commercial, Medium-High Density Res	P-D	0.13	3	20.25	Small underutilized parcel, would require lot consolidation. Near VTA Station.		

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4-69	226 Railway Ave APN=41208056	No Application Filed	Vacant	Poor	Commercial, Medium-High Density Res	P-D	0.09	2	20.25	Small underutilized parcel, would require lot consolidation. Near VTA Station.	(See preceding page)	(See preceding page)
4-70	232 Railway Ave APN=41208006	No Application Filed	Outside Storage	Poor	Commercial, Medium-High Density Res	P-D	0.09	2	20.25	Small underutilized parcel, would require lot consolidation. Near VTA Station.		
4-71	238 Railway Ave APN=41208054	No Application Filed	Outside Storage	N/A	Commercial, Medium-High Density Res	P-D	0.18	4	20.25	Small underutilized parcel, would require lot consolidation. Near VTA Station.		
4-72	264 Railway Ave APN=41208062	No Application Filed	Outside Storage	N/a	Commercial, Medium-High Density Res	P-D	0.09	2	20.25	Small underutilized parcel, would require lot consolidation. Near VTA Station.		
4-73	264 Railway Ave APN=41208061	No Application Filed	Retail and Outside Storage	Poor	Commercial, Medium-High Density Res	P-D	0.17	3	20.25	Small underutilized parcel, would require lot consolidation. Near VTA Station.		
4-74	300 Railway Ave APN=41208065	No Application Filed	Automotive Repair	Poor	High Density Residential	P-D	1.56	32	20.25	Larger parcel near VTA Station. Site development would benefit from lot consolidation.		South of Campbell Avenue Area Plan – Sub Area 2 Density: Up to 27 du/ac Flexible development standards. Reduced joint use parking allowed for mixed use projects. FAR: Up to 0.5 Density: Up to 27 du/ac Building Height: 50 ft.
4-75	310 Railway Ave APN=41203007	No Application Filed	Vacant and Outside Storage	Poor	High Density Residential	P-D	0.40	8	20.25	Small underutilized parcel, would require lot consolidation. Near VTA Station.		
4-76	320 Railway Ave APN=41203006	No Application Filed	Vacant and Outside Storage	Poor	High Density Residential	P-D	0.25	5	20.25	Small underutilized parcel, would require lot consolidation. Near VTA Station.		
4-77	328 Railway Ave APN=41203005	No Application Filed	Single Family Residential and Vacant	Poor	High Density Residential	P-D	0.36	7	20.25	Small underutilized parcel, would require lot consolidation. Near VTA Station.		

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Site ID	Address/APN	Application Status	Existing Use	Building Condition	General Plan Designation	Zoning	Site Size	Realistic Units	Usable Density (DU/Ac)	Description/ Comments	GP Policies/ Specific Plans / Area Plans	Development Standards
AREA 5 – WINCHESTER BLVD MASTER PLAN – SOUTH												
5-1	2295 Winchester Blvd APN=30534004	No Application Filed	Vacant	N/A	Central Commercial	P-D	0.28	6	20.25	Small underutilized parcel, would require lot consolidation. Near a VTA Station.	"Neighborhood Commercial Boulevard" policies, to promote a land use mix that is more oriented to and more sensitive to adjacent neighborhood areas. First floor commercial space is required. Proposed public improvements focus on storefront district-type street amenities.	Winchester Blvd Master Plan, Area 2 120 ft. max building frontage Max. Height - 45 ft./3 stories Front/street side 5 ft. Rear setback 8 ft. min. (2:1 stepped)
5-2	2305 Winchester Blvd APN=30534005	No Application Filed	Vacant	N/A	Central Commercial	P-D	0.30	6	20.25	Small underutilized parcel, would require lot consolidation. Near a VTA Station.		
5-3	2325 Winchester Blvd APN=30534006	No Application Filed	Retail and restaurant	Poor	Central Commercial	P-D	0.54	11	20.25	Small underutilized parcel, would require lot consolidation. Near a VTA Station.		
5-4	2345 Winchester Blvd APN=30536011	No Application Filed	Retail, service and restaurant	Poor	Central Commercial	P-D	0.30	7	24.3	Part of a large multi-tenant shopping center. Near a VTA Station.	"Mixed-Use/Civic Boulevard" policies: where parcel size and street frontage conditions are generally consistent. These policies promote a mixed-use development pattern that includes a combination of "freestanding" office, residential and commercial development. Side setbacks, a frontage landscape strip (allowed by the lack of curbside parking), and, over time, installation of a central landscaped median island will combine to create an open, "green" character for these areas.	Winchester Boulevard Master Plan, Area 1 200 ft. max building frontage Ground floor finished ceiling ht of 15 ft. FAR: 1.5 (exclusive of residential uses) Max. Ht - 55 ft./4 stories; (min. of two stories) Front 15 ft. recommended (7 ft. minimum) Side setback 10 ft. Street side setback 0 ft.
5-5	2365 Winchester Blvd APN=30536012	No Application Filed	Retail and service	Fair	Central Commercial	P-D	3.80	91	24.3	Part of a large multi-tenant shopping center. Near a VTA Station.		
5-6	2375 Winchester Blvd APN=30536013	No Application Filed	Retail and service	Fair	Central Commercial	P-D	1.56	37	24.3	Part of a large multi-tenant shopping center. Near a VTA Station.		
5-7	2415 Winchester Blvd APN=30536008	No Application Filed	Retail and service	Fair	Commercial/ Prof Office/ Residential	P-D	3.26	78	24.3	Part of a large multi-tenant shopping center. Near a VTA Station.		
5-8	2507 Winchester Blvd APN=30536004	No Application Filed	Retail and service	Fair	Commercial/ Prof Office/ Residential	P-D	1.56	37	24.3	Part of a large multi-tenant shopping center. Near a VTA Station.		
5-9	2523 Winchester Blvd APN=30536005	No Application Filed	Retail and service	Fair	Commercial/ Prof Office/ Residential	P-D	0.69	17	24.3	Part of a large multi-tenant shopping center. Near a VTA Station.		
5-10	2525-2565 Winchester Blvd APN=30539050	No Application Filed	Automotive repair complex	Poor	Commercial/ Prof Office/ Residential	P-D	1.72	41	24.3	Campbell Plaza Automotive Repair Center. Near a VTA Station.		

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5-11	2585 Winchester Blvd APN=30539007	No Application Filed	Single Family Residential	Fair	Commercial/ Prof Office/ Residential	P-D	0.18	4	20.25	Small site would benefit from a lot consolidation. Near a VTA Station.	Main entrance facing Winchester or Campbell Avenue.	
5-12	2585 Winchester Blvd APN=30539008	No Application Filed	Single Family Residential	Fair	Commercial/ Prof Office/ Residential	P-D	0.16	3	20.25	Small site would benefit from a lot consolidation. Could provide secondary access to adjacent opportunity sites. Near a VTA Station.		
5-13	2460 Winchester Blvd APN=41202032	No Application Filed	Retail Nursery	Poor	Commercial/ Prof Office/ Residential	P-D	2.38	6	24.3	Summer Winds Nursery Underutilized site adjacent to the Winchester VTA Station.		
5-14	2470 Winchester Blvd APN=41202001	No Application Filed	Office	Fair	Commercial/ Prof Office/ Residential	P-D	0.61	6	20.25	Site is triangular and would benefit from a lot consolidation with the adjacent site. Near a VTA Station.		

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AREA 6 – DOT AVENUE PROPERTIES												
6-1	464 W Campbell Ave APN=30530007	No Application Filed	Single Family Home	Poor	Medium Density Residential	P-D	0.95	14	15.0	Small underutilized parcel. Single ownership would facilitate lot consolidation.	There are no specific policy or criteria in the General Plan that apply exclusively to this area. As a result, the standard citywide provisions apply.	Projects are evaluated on a case-by-case basis to achieve the minimum residential density.
6-2	No Address APN=305300006	No Application Filed	Vacant	N/A	Medium Density Residential	P-D	0.53	8	15.0	Small underutilized parcel. Single ownership would facilitate lot consolidation.		
6-3	No Address APN=305300005	No Application Filed	Vacant	N/A	Medium Density Residential l	P-D	0.60	9	15.0	Small underutilized parcel. Single ownership would facilitate lot consolidation.		

APPENDIX E. PUBLIC OUTREACH DOCUMENTATION

This section of the Housing Element provides documentation of the City's outreach and public participation activities related to the development of the 2015-2023 Housing Element. The following activities are documented in this Appendix.

A. City Website Information on Housing Element

B. First Community Outreach Meeting – February 10, 2104

   1. Meeting Notice
   2. Distribution and Mailing List
   3. Images of Meeting

C. Second Community Outreach Meeting– April 29, 2014

   1. Meeting Notice
   2. Added Distribution List Names (from the First Outreach Meeting)
   3. Non-Profit Housing Association Website
   4. Campbell Express Website Announcement
   5. Image of Preferred Housing Location "Dot Exercise" Results
   6. Image of Sample Preferred Housing Type Survey

D. Images of City Council Study Session – June 17, 2014

A summary of the results of the various meetings listed above are included in the body of the Housing Element.

A. City Website

ur community - connect to news, events and information you care about. View more information...

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Zoning and Land Use

Dell Avenue Area Plan

Housing Element

Planning Commission

Tree Protection

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Housing Element

Welcome to the City of Campbell's Housing Element webpage! The City is currently in the beginning stages of initiating the 2015 – 2023 Housing Element Update that is mandated by California law to adequately address the existing and future housing supply and needs of all people within the community at all income levels.

Community Meetings

The Community Development Department held two community meetings, on February 10th and April 29th, to discuss the 2015 – 2023 Housing Element Update. The presentations from these meetings are available below:

- February 10, 2014
- April 29, 2014

What Is a Housing Element?

The Housing Element is one of seven mandated elements of a local General Plan that is required to be routinely updated, and contains a variety of information relative to the community's housing needs, and proposed goals, policies and programs to achieve these needs.

The Housing Element also identifies the City of Campbell's Regional Housing Needs Assessment (RHNA), which is the process identifying the allocation of housing units that the City of Campbell must accommodate in its Housing Element in accordance with state requirements. Based upon the RHNA, for this upcoming housing element cycle, the City of Campbell must accommodate 933 new units at four affordability levels, which include 253 very low income units, 138 low income units, 151 moderate income units and 391 above moderate income units.

Background Information

On June 18, 2013, a City Council study session was held at which time the Director of Community Development presented information explaining the City's obligation to prepare a Housing Element update for the 2015 -2023 cycle as a state-mandated requirement. Please feel free to view this staff report for further information.

On July 16, 2013, the City Council authorized the City Manager to execute a contract with the M-Group for the preparation of the Housing Element update. Please feel free to view this staff report for further information.

To view the current 2009 – 2014 Housing Element, you may click onto this link.

Contact Information

Please feel free to contact Aki Honda Snelling, Planning Manager, at (408) 866-2140 or by email at planning@cityofcampbell.com for information on the City's Housing Element process

THE ORCHARD CITY

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The City of Campbell 70 N. First St. • Campbell, CA 95008 • Ph: (408) 866-2100

B. First Community Outreach Meeting – February 10, 2014

1. Invitation flyer (sent by regular mail or by e-mail) and printed in the local newspaper, the Campbell Express on January 29, 2014.

CITY OF CAMPBELL
Community Development Department

YOU'RE INVITED TO A COMMUNITY MEETING
ON THE HOUSING ELEMENT UPDATE

WHAT IS A HOUSING ELEMENT? Every city in the State of California has a Housing Element as a part of its General Plan. It maps out a community's plan on how to adequately address the existing and future housing supply and needs of all people within the community at all income levels. The cycle for this update is known as the 2015 - 2023 Housing Element Update

PLEASE JOIN US FOR AN INTRODUCTORY MEETING TO HEAR INFORMATION ABOUT:

- ✓ What is the 2015 – 2023 Housing Element Update
- ✓ What are some of the identified housing needs in Campbell
- ✓ How you can be involved in the process
- ✓ What is the schedule/timing for the Update

MONDAY, FEBRUARY 10, 2014, AT 6:30 P.M.

Campbell City Hall, Council Chambers
70 N. First Street
Campbell, California 95008

Questions can be directed to Aki Honda Snelling, Planning Manager at (408) 866-2140 or planning@cityofcampbell.com

Please contact the above if you'd like to be included on future noticing as work on this Housing Element continues throughout 2014 to ensure that you receive the meeting notices for the Housing Element Update as scheduled.

70 North First Street - Campbell, California 95008-1423 - TEL 408.866.2140 - FAX 408.871-5140 - TDD 408.866-2790

2. Mailing List

AARP, Marilyn Clough, President Campbell Chapter

Affordable Housing Advocates

Aki Snelling

Al Bito

Barry Swanson Builders, Josh Burroughs

Bicycle Advisory Committee

Bridge Housing, Cynthia A .Parker

Building Board of Appeals

CAANET, Joshua Howard

Cambrian School District, Dr. Deborah Blow

Cambrian School District, Wendy Corkery

Campbell Chamber, Dave Perry

Campbell Chamber of Commerce

Campbell Community Center Neighborhood Association, Tim Grabau

Campbell Union HSD, Gaylene Hinkle

Campbell Union HSD, Patrick Gaffney

Campbell Union School District, Dr. Eric Andrew

Campbell Union School District, Ruth Smith

Campbell Village Neighborhood Assn, Lisa Harmer

Catholic Charities of SCC, Margaret Williams

Catholic Charities of SCC, Marlene Siebert

Charities Housing, Kathy Robinson

City Ventures, Phil Kerr

Civic Improvement Commission

Corinthian House Campbell

Council Members

Cypress Group, Steve Schultz

David Downs

David Duran

DT Campbell Neigh Assn, MaryanneYoshikawa

Eden Housing, Linda Mandolini

EHC LifeBuilders

First Housing, Jeff Oberdorfer

Metropolitan Planning Group, Geoff Bradley

Habitat for Humanity East Bay Silicon Valley, Nataie Monk

Habitat for Humanity East Bay-Silicon Valley, Meg Fitts

Habitat for Humanity East Bay-Silicon Valley, Michele Choi

HACSC, Aleli Sangalang

Hamann Park Neigh Assn, Vince Navarra

HBANC, Crisand Giles

Historic Preservation Board

Housing Choices Coalition, Jan Stokley

IVSN, Karae Lisle

Joanne Fairbanks

John Hawkings

Joint Venture, Russell Hancock

Joni Steele

Law Foundation of SCC, Alison Brunner

Law Foundation of SCC, Christina Lum

Law Foundation of SCC, Melissa Morris

League of Women Voters, Roberta Hollimon

Legal Aid Society, Mara Zlotoff

Liz Gibbons

LWVC, Jennifer Waggoner

Marc Scheurer

Mark Fisher

Merrill Gardens, Cathey – General Manager

MidPen Housing, Matt Lewis

MidPen Housing, Matthew Franklin

MidPen Housing, Jan Lindenthal

MidPen Housing, Peter Villareal

Mike Torres

NEXTDOOR.COM, via Al Bito

NHSSV, Matthew Huerta

Non-Profit Housing Assn of N CA - Pilar Lorenzana-Campo

Opportunity Fund, Liz Givens

Organization of Special Needs Families, Sandra James

Outreach and Escort, Kathryn Heatley

Parks and Recreation Commission

Planning Commission

Planning Division

Project Sentinel, Andy Van Deursen

Prometheus REG, Jackie Safier

Pruneyard-Dry Creek Neigh Assn, Jane Harmer

Rebuilding Together Silicon Valley

Rebuilding Together-Silicon Valley, Bev Jackson

Rental Increase Fact Finding Committee

Richard Herrera, SCC Vets

Robson Homes, Mark Robson

San Tomas Neigh Assn, Jackie Wyckoff

Santa Clara Family Health Foundation, Kathleen King

SARC / Tom Yetter

SCC Assn of Realtors, Jessica Epstein

SCC Council of Churches, Rev Margo Tenold

Senior Adults Legal Assistance, Georgia Bacil

Senior Housing Solutions

Sharon Teeter

Silicon Valley Leadership Group, Bena Chang

Step Up SV, Almaz Negash

Suzette Rios-Scheurer

SVLG, Shiloh Ballard

Timber Cove HOA, Bud Souza

United Way Silicon Valley, Carole Hutton

Westley Manor

William Seligmann

YWCS Silicon Valley – Support, Sandy Davis

3. Images of First Community Outreach (Question & Answer) Meeting

C. *Second Community Outreach Meeting – February 10, 2014*

1. *Invitation flyer (sent by regular mail or e-mail as appropriate) and printed in the local newspaper, the Campbell Express on April 16, 2014.*

CITY OF CAMPBELL
Community Development Department

YOU'RE INVITED TO THE 2ND COMMUNITY MEETING
ON THE CITY'S HOUSING ELEMENT UPDATE

WHAT IS A HOUSING ELEMENT? Every city in the State of California has a Housing Element as a part of its General Plan. It maps out a community's plan on how to adequately address the existing and future housing supply and needs of all people within the community at all income levels. The cycle for this update is known as the 2015 - 2023 Housing Element Update

Topics of Discussion

- ✓ Brief summary of the Housing Element Update requirements and process
- ✓ Overview of the first community meeting on February 10, 2014
- ✓ Review of potential opportunity sites and proposed Housing Program activities
- ✓ Discussion of next steps and how the community can get involved

TUESDAY, APRIL 29, 2014, AT 6:30 P.M.

Orchard City Banquet Hall
Campbell Community Center
1 W. Campbell Avenue
Campbell, California 95008

Questions can be directed to Aki Honda Snelling, Planning Manager at (408) 866-2140 or planning@cityofcampbell.com

Please contact the above if you'd like to receive future noticing as work on this Housing Element continues throughout 2014 to ensure that you know about any future Housing Element Update meetings as they are scheduled.

70 North First Street - Campbell, California 95008-1423 - TEL 408.866.2140 - FAX 408.871-5140 - TDD 408.866-2790

2. *Community Outreach Meeting Mailing List – Names Added after First Meeting*

Ardie Zahedani

Barbara Derbyshire

David Snyder

Eric Bracher

Greg Hoque

Jo-Ann Ash Fairbanks

John Razumich

Lillie Richard

Liz Gibbons

Mark Linder

Mark Shorett

Mary Jo Gorney-Moreno

Natalie Monk - Habitat for Humanity

P. Sausedo

Renee Schiavone, Campbell Patch

Sally Howe, Campbell Express

Therese Piccolo for Robert Hicks

Vivek Bansal

Vivian Bracher

3. Non-Profit Housing Association Website

NPH
NON-PROFIT HOUSING ASSOCIATION OF NORTHERN CALIFORNIA

DONATE

GET INVOLVED | EVENTS+TRAINING | RESOURCES | POLICY+ADVOCACY | ABOUT NPH

EVENTS+TRAINING

- FALL CONFERENCE
- LEADERSHIP AWARDS
- BROWN BAG WORKSHOPS
- CALENDAR

LEADERSHIP AWARDS

Stay tuned!

MORE EVENTS

Thu Jul-10 12:00 pm - 1:00 pm
Housing Advocacy Network

Thu Jul-10 1:30 pm - 3:30 pm
Regional Housing Element Working Group

Thu Aug-07 1:30 pm - 3:30 pm
Regional Housing Element Working Group

Thu Sep-04 1:30 pm - 3:30 pm
Regional Housing Element Working Group

Thu Oct-02 1:30 pm - 3:30 pm
Regional Housing Element Working Group

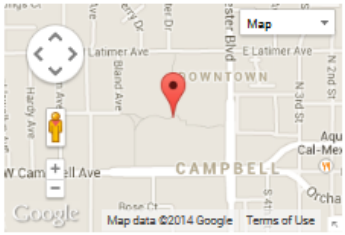
Thu Nov-06 1:30 pm - 3:30 pm
Regional Housing Element Working Group

Thu Dec-04 1:30 pm - 3:30 pm
Regional Housing Element Working Group

CITY OF CAMPBELL COMMUNITY MEETING

EVENT DETAILS

- **Start:** 29 April 2014 6:30 pm
- **End:** 29 April 2014 8:30 pm
- **Venue:** Orchard City Banquet Hall



What is a housing element?

Every city in the state of California has a Housing Element as a part of its General Plan. It maps out its community's plan on how to adequately address the existing and future housing supply and needs of all people within the community at all income levels. The cycle for this update is know as the 2015 -2023 Housing Element Update.

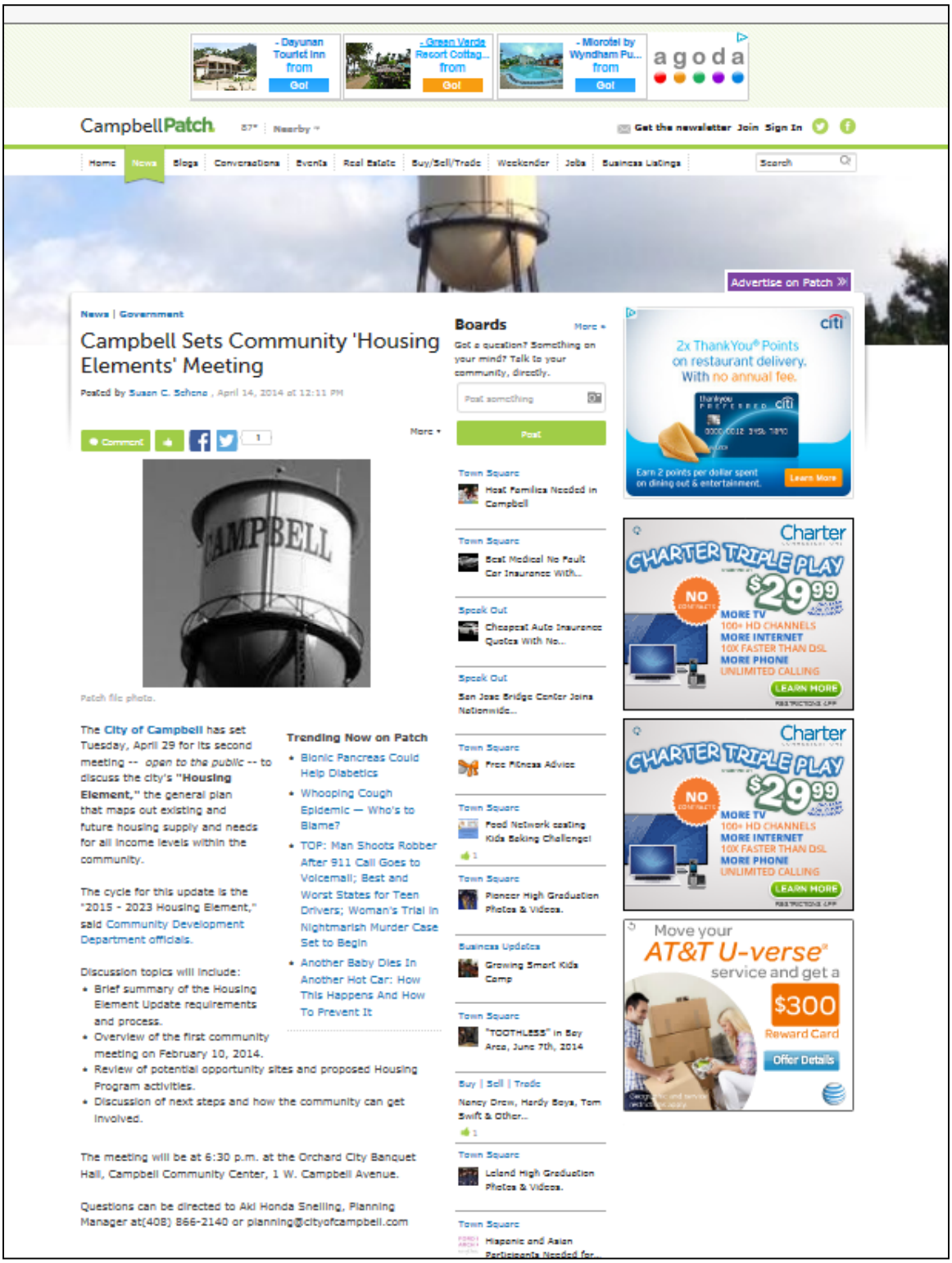
Topics of Discussion

- Brief summary of the Housing Element Update requirements and process
- Overview of the first community meeting on February 10, 2014
- Review of potential opportunity sites and proposed Housing Program activities
- Discussion of next steps and how the community can get involved

For any questions please contact Aki Honda Snelling at planning@cityofcampbell.org or via phone at (408) 866-2140.

CONTACT US | PRIVACY POLICY+TERMS OF USE

4. *Local On-line Newspaper Website*



CampbellPatch

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News | Government

Campbell Sets Community 'Housing Elements' Meeting

Posted by Susan C. Schena , April 14, 2014 at 12:11 PM

Patch file photo.

The City of Campbell has set Tuesday, April 29 for its second meeting -- *open to the public* -- to discuss the city's "**Housing Element,**" the general plan that maps out existing and future housing supply and needs for all income levels within the community.

The cycle for this update is the "2015 - 2023 Housing Element," said Community Development Department officials.

Discussion topics will include:

- Brief summary of the Housing Element Update requirements and process.
- Overview of the first community meeting on February 10, 2014.
- Review of potential opportunity sites and proposed Housing Program activities.
- Discussion of next steps and how the community can get involved.

The meeting will be at 6:30 p.m. at the Orchard City Banquet Hall, Campbell Community Center, 1 W. Campbell Avenue.

Questions can be directed to Aki Honda Snelling, Planning Manager at(408) 866-2140 or planning@cityofcampbell.com

Trending Now on Patch

- Bionic Pancreas Could Help Diabetics
- Whooping Cough Epidemic — Who's to Blame?
- TOP: Man Shoots Robber After 911 Call Goes to Voicemail; Best and Worst States for Teen Drivers; Woman's Trial in Nightmarish Murder Case Set to Begin
- Another Baby Dies In Another Hot Car: How This Happens And How To Prevent It

Boards

Got a question? Something on your mind? Talk to your community, directly.

Post something

Post

Town Square — Host Families Needed in Campbell

Town Square — Best Medical No Fault Car Insurance With...

Speak Out — Cheapest Auto Insurance Quotes With No...

Speak Out — San Jose Bridge Center Joins Nationwide...

Town Square — Free Mincas Advice

Town Square — Food Network casting Kids Baking Challenge!

Town Square — Pioneer High Graduation Photos & Videos.

Business Updates — Growing Smart Kids Camp

Town Square — "TOOTHLESS" in Bay Area, June 7th, 2014

Buy | Sell | Trade — Nancy Drew, Hardy Boys, Tom Swift & Other...

Town Square — Leland High Graduation Photos & Videos.

Town Square — Hispanic and Asian Participants Needed for...

agoda

citi — 2x ThankYou® Points on restaurant delivery. With no annual fee. Earn 2 points per dollar spent on dining out & entertainment. Learn More

Charter — CHARTER TRIPLE PLAY $29.99 NO CONTRACT MORE TV 100+ HD CHANNELS MORE INTERNET 10X FASTER THAN DSL MORE PHONE UNLIMITED CALLING LEARN MORE

Charter — CHARTER TRIPLE PLAY $29.99 NO CONTRACT MORE TV 100+ HD CHANNELS MORE INTERNET 10X FASTER THAN DSL MORE PHONE UNLIMITED CALLING LEARN MORE

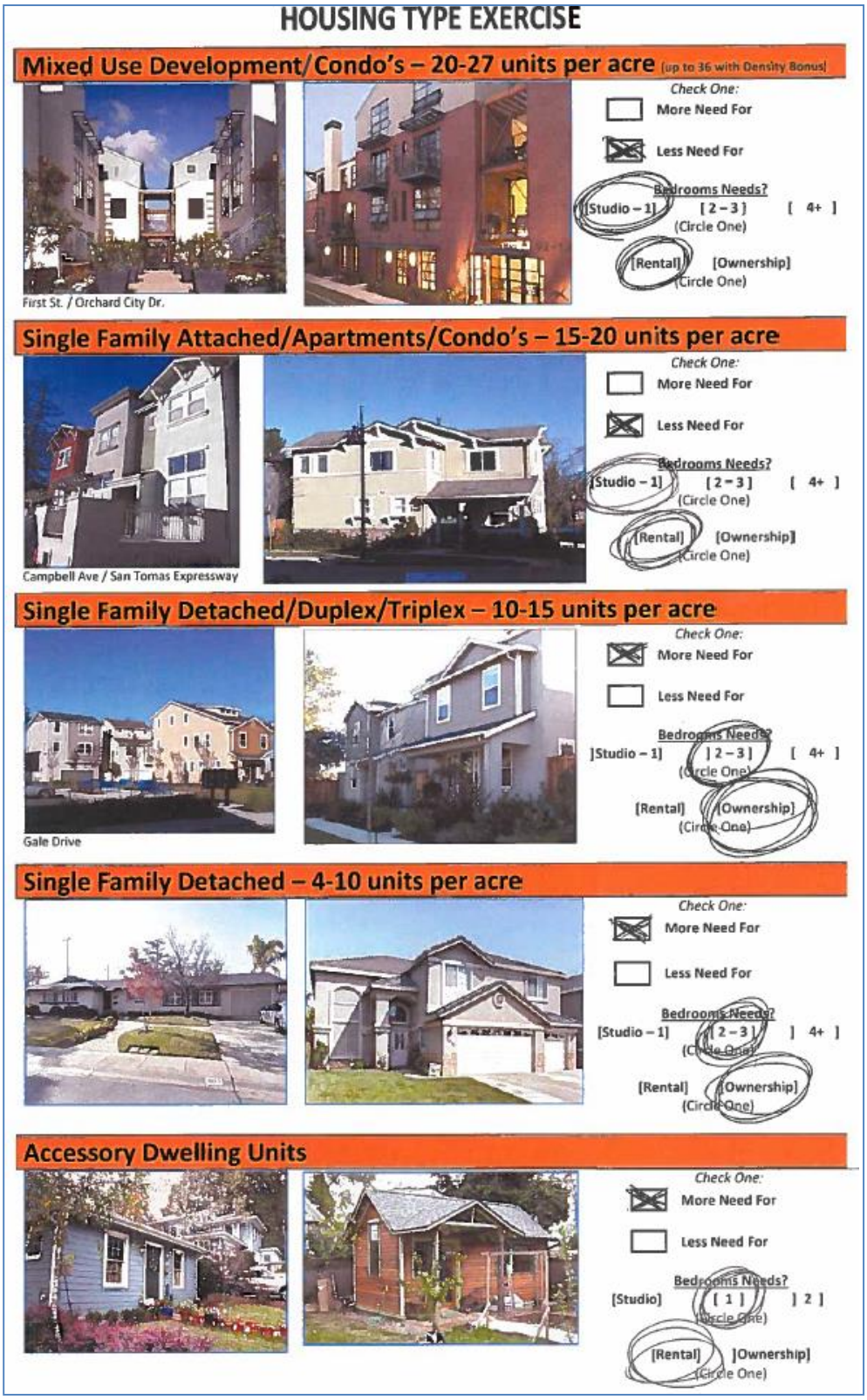
Move your AT&T U-verse® service and get a $300 Reward Card. Offer Details

5. Results of Housing Location Preference "Dot Exercise"

Green Dots – Preferred YES Locations Red Dots – Preferred NO Locations

Light Blue	*Bascom Avenue Corridor*
Violet	*NOCA Area Plan*
Orange	*East Campbell Avenue Master Plan*
Blue	*SOCA Area Plan*
Pink	*Union Avenue Area*
Red	*Upper/North Winchester Blvd Master Plan*
Gold	*Lower/Southern Winchester Blvd Master Plan*
Purple	*Dot Avenue Area*
Green	*West Hamilton Avenue Area*

6. *Results of Housing Type Preference Survey (Sample of Complete Survey)*



HOUSING TYPE EXERCISE

Mixed Use Development/Condo's – 20-27 units per acre (up to 36 with Density Bonus)

First St. / Orchard City Dr.

Check One:
[ ] More Need For
[X] Less Need For

Bedrooms Needs?
[Studio – 1] [2 – 3] [4+]
(Circle One)

[Rental] [Ownership]
(Circle One)

Single Family Attached/Apartments/Condo's – 15-20 units per acre

Campbell Ave / San Tomas Expressway

Check One:
[ ] More Need For
[X] Less Need For

Bedrooms Needs?
[Studio – 1] [2 – 3] [4+]
(Circle One)

[Rental] [Ownership]
(Circle One)

Single Family Detached/Duplex/Triplex – 10-15 units per acre

Gale Drive

Check One:
[X] More Need For
[ ] Less Need For

Bedrooms Needs?
[Studio – 1] [2 – 3] [4+]
(Circle One)

[Rental] [Ownership]
(Circle One)

Single Family Detached – 4-10 units per acre

Check One:
[X] More Need For
[ ] Less Need For

Bedrooms Needs?
[Studio – 1] [2 – 3] [4+]
(Circle One)

[Rental] [Ownership]
(Circle One)

Accessory Dwelling Units

Check One:
[X] More Need For
[ ] Less Need For

Bedrooms Needs?
[Studio] [1] [2]
(Circle One)

[Rental] [Ownership]
(Circle One)

D. Images from City Council Study Session – June 17, 2014

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Glossary

100-Year Flood. That flood event that has a one-percent chance of occurrence in any one year.

Acre, Gross. Area of a site calculated to the centerline of bounding streets and other public rights-of-way.

Acre, Net. The portion of a site that can actually be built upon. Not included in the net acreage of a site are public or private road rights-of-way, public open space, and flood ways.

Ambient Conditions. Initial background concentration sensed/measured at a monitoring/sampling site, as in air quality or noise.

Aquifer. A natural underground formation that is saturated with water, and from which water can be withdrawn.

Arterial. A street whose primary function is to carry high-speed through-traffic in a continuous route across an area.

Attainment Area. An area determined to have met federal or State air quality standards, as defined in the federal Clean Air Act or the California Clean Air Act. An area may be an attainment area for one pollutant and a non-attainment area for others.

Auto-oriented Uses. Land uses designed to accommodate customers who use autos to travel to the site, including automobile sales and service, building supplies and materials and drive-up or drive-through uses.

Bike Lanes. Lanes on the outside edge of roadways reserved for the exclusive use of bicycles, so designated with special signing and pavement markings.

Buildout. That level of development characterized by full occupancy of all developable sites in accordance with the General Plan; the maximum probable level of development envisioned by the General Plan under specified assumptions about densities and intensities. Buildout does not necessarily assume parcels are developed at maximum allowable intensities.

Capital Improvement Plan (CIP). The multi-year scheduling of public physical improvements based on studies of fiscal resources available and the choice of specific improvements to be constructed.

Carbon Monoxide (CO). A colorless, odorless gas formed by the incomplete combustion of fuels, which is toxic because of its tendency to reduce the oxygen-carrying capacity of the blood.

Collector. A street that connects arterials with local streets and provide access and circulation within neighborhoods.

Curb Cut. The opening along the curb line at which point vehicles or other wheeled forms of transportation may enter or leave the roadway. Curb cuts are essential at street corners for wheelchair users.

Day-Night Average Sound Level (Ldn). The A-weighted average sound level in decibels during a 24-hour period with a 10 dB weighing applied to nighttime sound levels (10 p.m. to 7 a.m.). This exposure method is similar to the CNEL, but deletes the

additional weight given in that measurement to noise during the evening time period (7 p.m. to 10 p.m.).

Decibel (dB). A unit used to express the relative intensity of a sound as it is heard by the human ear. The decibel measuring scale is logarithmic. Zero (0 dB) on the scale is the lowest sound level that a normal ear can detect under very quiet ("laboratory") conditions and is referred to as the "threshold" of human hearing. On the logarithmic scale, 10 decibels are 10 times more intense, 20 decibels are 100 times more intense, and 30 decibels are 1,000 times more intense than 1 decibel.

Easement. A right given by the owner of land to another party for specific limited use of that land. An easement may be acquired by a government through dedication when the purchase of an entire interest in the property may be too expensive or unnecessary.

Equivalent Noise Level (Leq). A single-number representation of the fluctuating sound level in decibels over a specified period of time. It is a sound-energy average of the fluctuating level.

Fault. A fracture in the earth's crust forming a boundary between rock masses that have shifted. An active fault is a fault that has moved recently and which is likely to again. An inactive fault is a fault which shows no evidence of movement in recent geologic time and little potential for movement.

Floor Area, Gross. The total horizontal area in square feet of all floors within the exterior walls of a building, but not including the area of unroofed inner courts or shaft enclosures.

Floor Area Ratio (FAR). The ratio between gross floor area of structures on a site and gross site area. Thus, a building with a floor area of 100,000 square feet on a 50,000 square-foot lot will have a FAR of 2.0.

Groundwater. Water under the earth's surface, often confined to aquifers capable of supplying wells and springs.

Groundwater Recharge. The natural process of infiltration and percolation of rainwater from land areas or streams through permeable soils into water-holding rocks that provide underground storage (i.e. aquifers).

Habitat. The natural environment of a plant or animal.

Hazardous Material. A material or form of energy that could cause injury or illness to persons, livestock, or the natural environment.

Hazardous Waste. Waste which requires special handling to avoid illness or injury to persons or damage to property. Includes, but is not limited to, inorganic mineral acids of sulfur, fluorine, chlorine, nitrogen, chromium, phosphorous, selenium and arsenic and their common salts; lead, nickel, and mercury and their inorganic salts or metallo-organic derivatives; coal, tar acids such as phenol and cresols and their salts; and all radioactive materials.

Household. An occupied housing unit.

Hydrocarbons (HC). Gases emitted from incomplete combustion of gasoline and from evaporation of petroleum fuels, representing unburned and wasted fuel.

Impervious Surface. Any material which reduces or prevents absorption of water into land.

Infill. The development of new housing or other buildings on scattered vacant lots in a built-up area or on new building parcels created by permitted lot splits.

Infiltration. The introduction of underground water, such as groundwater, into wastewater collection systems. Infiltration results in increased wastewater flow levels.

Infrastructure. Permanent utility installations, including roads, water supply lines, sewage collection pipes, and power and communications lines.

Jobs-Employed Residents Balance. Total jobs divided by total employed residents (i.e. people who live in the area, but may work anywhere). A ratio of 1.0 typically indicates a balance. A ratio greater than 1.0 indicates a net in-commute; less than 1.0 indicates a net out-commute.

Level of Service (LOS). A qualitative measure of the effect of traffic flow factors such as special travel time, interruptions, freedom to maneuver, driver comfort, and convenience, and indirectly, safety and operating cost. Levels of service are usually described by a letter rating system of A through F, with LOS A indicating stable traffic flow with little or no delays and LOS F indicating excessive delays and jammed traffic conditions.

Liquefaction. A sudden large decrease in the shearing resistance of a cohesionless soil, caused by a collapse of the structure by shock or strain, and associated with a sudden but temporary increase of the pore fluid pressure.

Neighborhood Shopping Centers. A small retail center with up to 120,000 square feet of space on an 8-12 acre site serving a trading area population of 5,000 to 15,000. The principal tenant typically is a supermarket.

Nitrogen Dioxide (NO_2). A reddish brown gas that is a byproduct of the combustion process and is a key to the ozone production process.

Nitrogen Oxides (NOx). Chemical compounds containing nitrogen and oxygen; reacts with volatile organic compounds, in the presence of heat and sunlight to form ozone. It is also a major precursor to acid rain.

Ozone. A compound consisting of three oxygen atoms, that is the primary constituent of smog. It is formed through chemical reactions in the atmosphere involving volatile organic compounds, nitrogen oxides, and sunlight. Ozone can initiate damage to the lungs as well as damage to trees, crops, and materials. There is a natural layer of ozone in the upper atmosphere, which shields the earth from harmful ultraviolet radiation.

PM-10. The current standard for measuring the amount of solid or liquid matter suspended in the atmosphere ("particulate matter including dust"). Refers to the amount of particulate matter over 10 micrometers in diameter. The smaller PM-10 particles penetrate to the deeper portions of the lung, affecting sensitive population groups such as children and people with respiratory diseases.

Peak Hour. The busiest one-hour period for traffic during a 24-hour period. The PM peak hour is the busiest one hour period of traffic during the evening commute period. The AM peak hour is the busiest one hour period during the morning commute.

Pedestrian-oriented Development. Development designed with an emphasis on the street sidewalk and on pedestrian access to the building, rather than an auto access and parking areas.

Point Source. A source of pollutants which may be traced to a discrete point of emission.

Precursor. A chemical compound that leads to the formation of a pollutant. Reactive organic gases and nitrogen oxides are precursors of photochemical oxidants.

Rare Species. A condition in which a species or subspecies, although not currently threatened with extinction, exists in such small numbers throughout its range that it may be endangered if the quality of its environment worsens.

Response Time. The amount of time for an emergency service response, measured from the time of the distress call until arrival on the scene.

Retention Area. A pond, pool, lagoon, or basin used for the storage of water runoff.

Right-of-Way. A continuous strip of land reserved for or actually occupied by a road, crosswalk, railroad, electric transmission lines, oil or gas pipeline, water line, sanitary storm sewer or other similar use.

Riparian. Pertaining to the bank of a natural course of water, whether seasonal or annual. Riparian habitat is defined by the surrounding vegetation or presence of known wildlife movement pathways; it borders or surrounds a waterway.

Sedimentation. Process by which material suspended in water is deposited in a body of water.

Sensitive Receptors. Persons or land users that are most sensitive to negative effects of air pollutants. Persons who are sensitive receptors include children, the elderly, the acutely ill, and the chronically ill. The term "sensitive receptors" can also refer to the land use categories where these people live or spend a significant amount of time. Such areas include residences, schools, playgrounds, child-care centers, hospitals, retirement homes, and convalescent homes.

Siltation. The process of silt deposition. Silt is a loose sedimentary material composed of finely divided particles of soil or rock, often carried in cloudy suspension in water.

Solid Waste. Unwanted or discarded material, including garbage, with insufficient liquid content to be free flowing.

Sphere of Influence (SOI). The ultimate service area of the City of Rohnert Park as established by Sonoma County LAFCO.

Stationary Source. A source of air pollution that is not mobile, such as a heating plant or an exhaust stack from a laboratory.

Sulfur Dioxide (SO_2). A heavy, pungent, colorless air pollutant formed primarily by the combustion of fossil fuels. It is a respiratory irritant, especially for asthmatics and is the major precursor to the formation of acid rain.

Threatened Species, California. A species of animal or plant is endangered when its survival and reproduction in the wild are in immediate jeopardy form one or more causes, including loss of habitat, change in habitat, over-exploitation, predation, competition, disease, or other factors: or when although not presently threatened with extinction, the species is existing in such small numbers that it may become endangered if its environment worsens. A species of animal or plant shall be presumed to be rare or endangered as it is listed in: Sections 670.2 or 670.5, Title 14, California Code of Regulations; or Title 50, Code of Federal Regulations Sections 17.11 or 17.12 pursuant to the Federal Endangered Species Act as rare, threatened, or endangered.

Threatened Species, Federal. A species which is likely to become an endangered species within the foreseeable future throughout all or a significant portion of its range.

Threshold of Significance. The established and identifiable quantitative, qualitative, or performance levels of environmental effect beyond which environmental impacts are considered to be significant. Thresholds of significance are based on current City policy and other normally-accepted standards for environmental review.

TOT. Transient Occupancy Tax. Levied on those staying in overnight facilities such as hotels, to help defray provision of City services related to the occupancy.

Trip Generation. The number of vehicle trip ends associated with (i.e., produced by) a particular land use or traffic study site. A trip end is defined as a single vehicle movement. Roundtrips consist of two trip ends.

Transportation Demand Management (TDM). Measures designed to reduce demand for automobile trips, typically focused on peak-periods.

Transportation Systems Management (TSM). Measures designed to reduce peak-period auto traffic by making a more efficient use of existing resources, and emphasizing transit, signal coordination, ridesharing, and non-automobile alternatives. TDM is a subset of TSM.

Vehicle Miles Traveled (VMT). A measure of both the volume and extent of motor vehicle operation; the total number of vehicle miles traveled within a specified geographical area (whether the entire country or a smaller area) over a given period of time.

Viewshed. The geographic area visible from a fixed point.

Volatile Organic Compounds (VOCs). A group of chemicals that react in the atmosphere with nitrogen oxides in the presence of heat and sunlight to form ozone: does not include methane and other compounds determined by EPA to have negligible photochemical reactivity. Examples of VOCs include gasoline fumes and oil-based paints.

Volume-to-Capacity Ratio (V/C). **In reference to public services or transportation, ratio of peak hour use to capacit**