# DELL AVENUE AREA PLAN

City of Campbell

Public Review Draft - June 22, 2015

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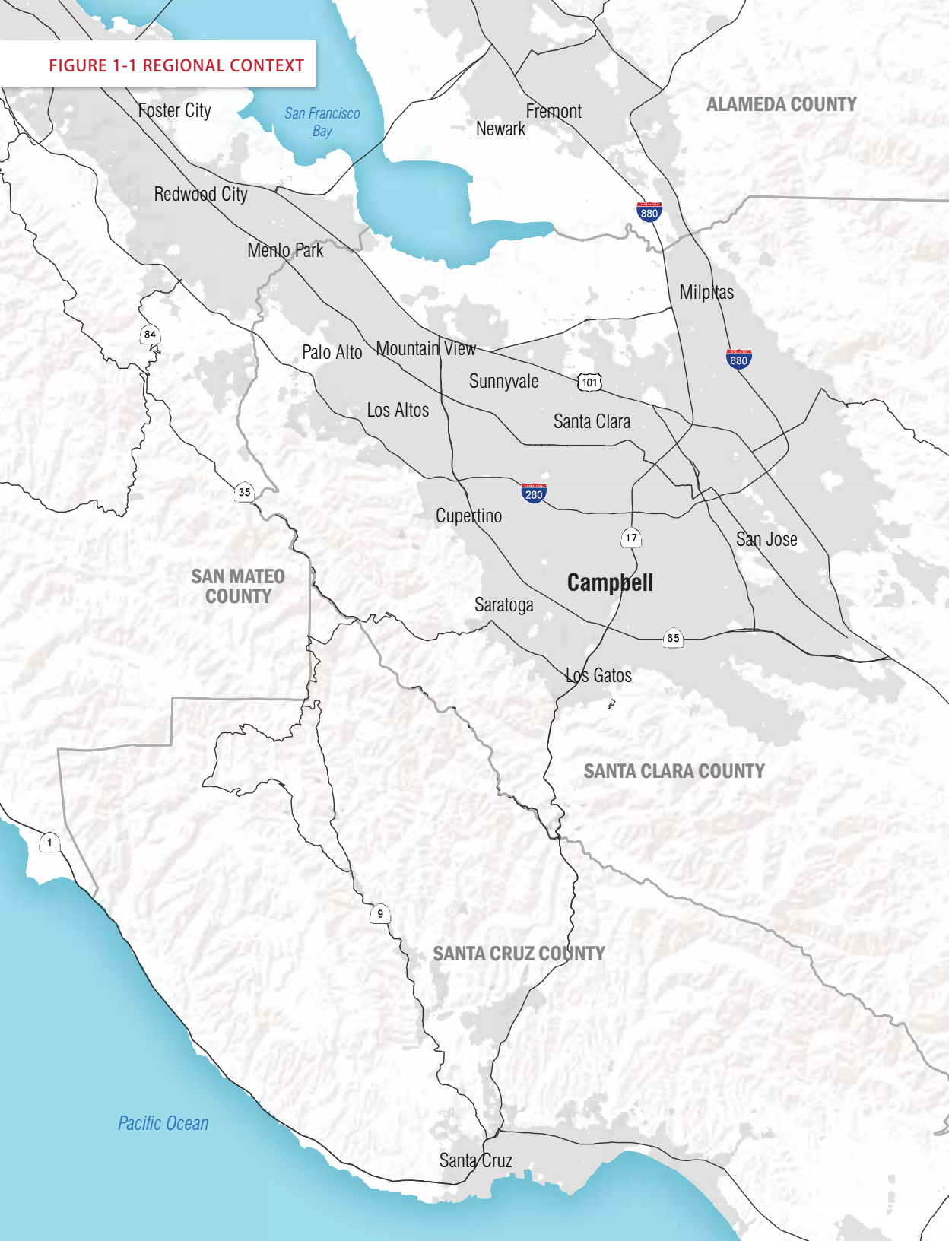
# 1 INTRODUCTION

The Dell Avenue Area Plan (DAAP) is the result of a collaborative effort between the City of Campbell, community members, and interested stakeholders to transform one of the last remaining industrial districts of the city into a dynamic technology-based employment center. Based on an initial set of goals developed by the Campbell City Council, the City worked to develop a vision for the area and create a framework from which new development can take place, while establishing context-sensitive transitions to neighboring residential areas and existing open space.

Over the past decade, communities along the Bay Area's southern Peninsula and South Bay region have undertaken strategic planning efforts to retain and attract high tech businesses in response to significant growth in the technology sector. Much of the new development that has accommodated technology-based real estate demand has occurred through the redevelopment of older industrial and office districts with modern technology campuses and innovation centers. The growth in this sector also creates a competition among cities and property owners seeking to retain existing businesses that seek to expand their operations. As such, the Campbell City Council recognized that it must be proactive in facilitating the development of quality workspace options to retain companies that currently call Campbell home and attract new and expanding businesses from elsewhere.

In 2011, Campbell's City Council Economic Development Subcommittee established a conceptual vision for the City to become more competitive in the region by retaining and attracting high-tech companies. The City Council focused on Dell Avenue as the site because it is already functioning as a tech park to some degree, it is already home to several tech companies, there are clear opportunities for development intensification, and the area has excellent transportation access. In a work session, which included profes-

FIGURE 1-1 REGIONAL CONTEXT




sionals from the real estate sector, the City Council generated a series of goals that served as the starting place for the DAAP:

- A dense business-to-business ecosystem
- Reduced regulatory barriers to redevelopment
- Increases in allowed floor area ratios for desired development
- Increases in allowed building heights for desired development
- Land use diversification, including tech-supportive retail and businesses services
- Street improvements
- Improved connections
- Eventual integration of the Dell Avenue area with a planned light rail station near Hacienda Avenue and Winchester Boulevard

In response to these goals, the DAAP establishes a clear vision and framework for the creation of a 21st Century innovation-oriented office district. The recommendations and requirements included in this Plan are all geared toward accommodating development and amenities attractive to high-tech employers and employees, while also providing community benefits.

## Regional Setting

As shown in Figure 1-1, Campbell is located in the heart of Silicon Valley just south of San Jose and Santa Clara, and just north of Los Gatos. It is about 50 miles south of San Francisco along Highway 101 and 45 miles south of Oakland on Interstate 880. Campbell is about 25 miles north from Santa Cruz via Highway 17. The city occupies about 6 square miles.

## Local Setting

Campbell is bounded to the north, east, and northwest by San Jose, to the south by Los Gatos, and to the southwest by Saratoga, as shown in Figure 1-2. Highway 17 provides regional access to Campbell and traverses the city alongside Los Gatos Creek, running generally north to south. Downtown Campbell, the civic center, and the Pruneyard Shopping Center occupy areas in the northern portions of the city. Winchester Boulevard is a major corridor, providing local north-south access. The Santa Clara Valley Transportation Authority (VTA) operates a light rail transit service, connecting San Jose to Campbell with three stops in the city.

The Plan Area is uniquely situated at the southern tip of Campbell, nestled between major transportation corridors and open space. This location provides easy access to transportation corridors and connections. Winchester Boulevard connects the Plan Area directly to Downtown Campbell and the rest of the city.

## Plan Area and Immediate Surroundings

As shown in Figure 1-3, the Plan Area comprises approximately 113 acres that is generally bounded by Winchester Boulevard (including parcels fronting the west side of Winchester Boulevard) at the west, Hacienda Avenue at the north, Dell Avenue at the east, and Knowles Drive to the south.

The Plan Area includes parcels on both sides of each street with the exception of Knowles Drive where only the parcels fronting the north side of the street are within the Plan Area. Knowles

Campbell City Limits
Plan Area Boundary

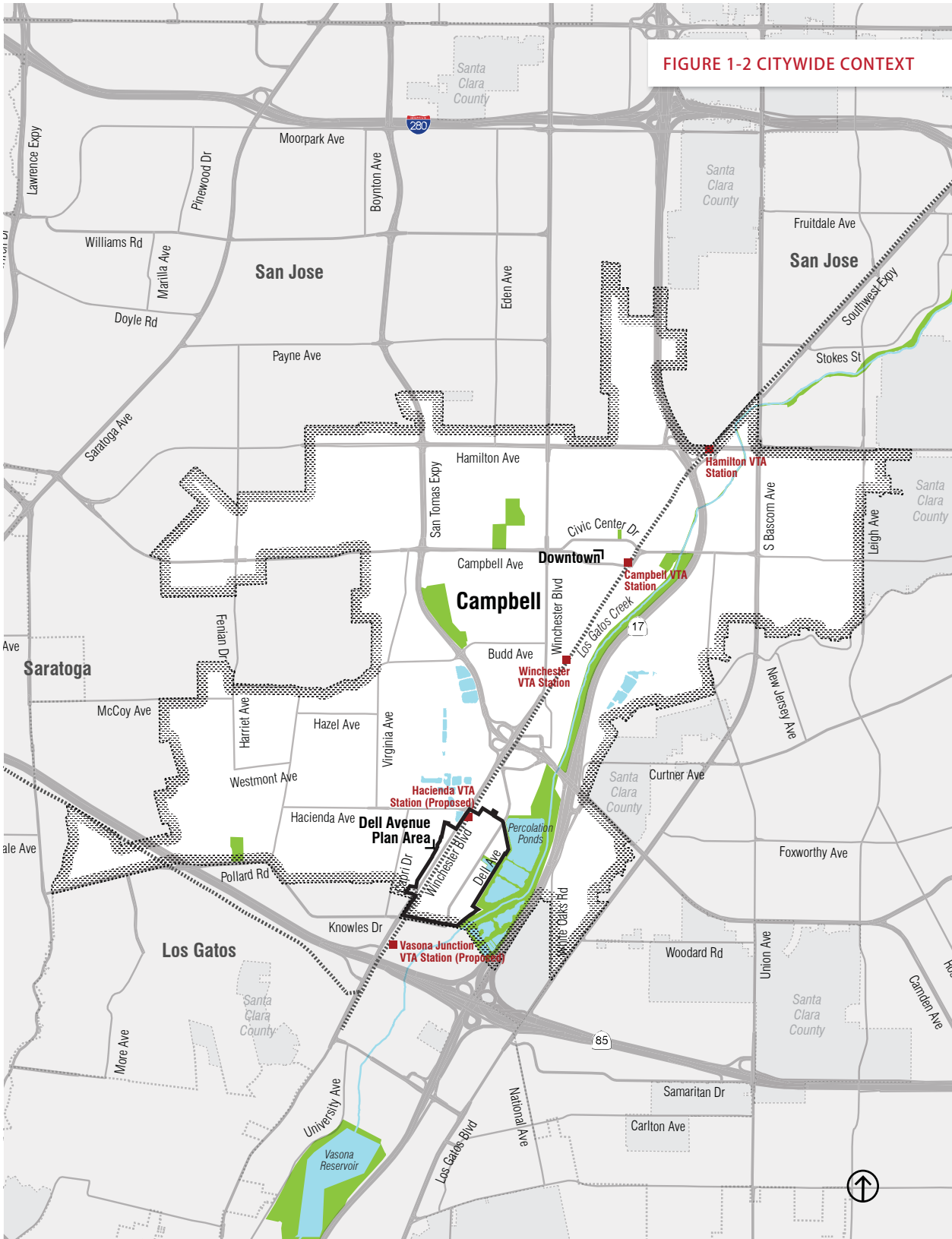
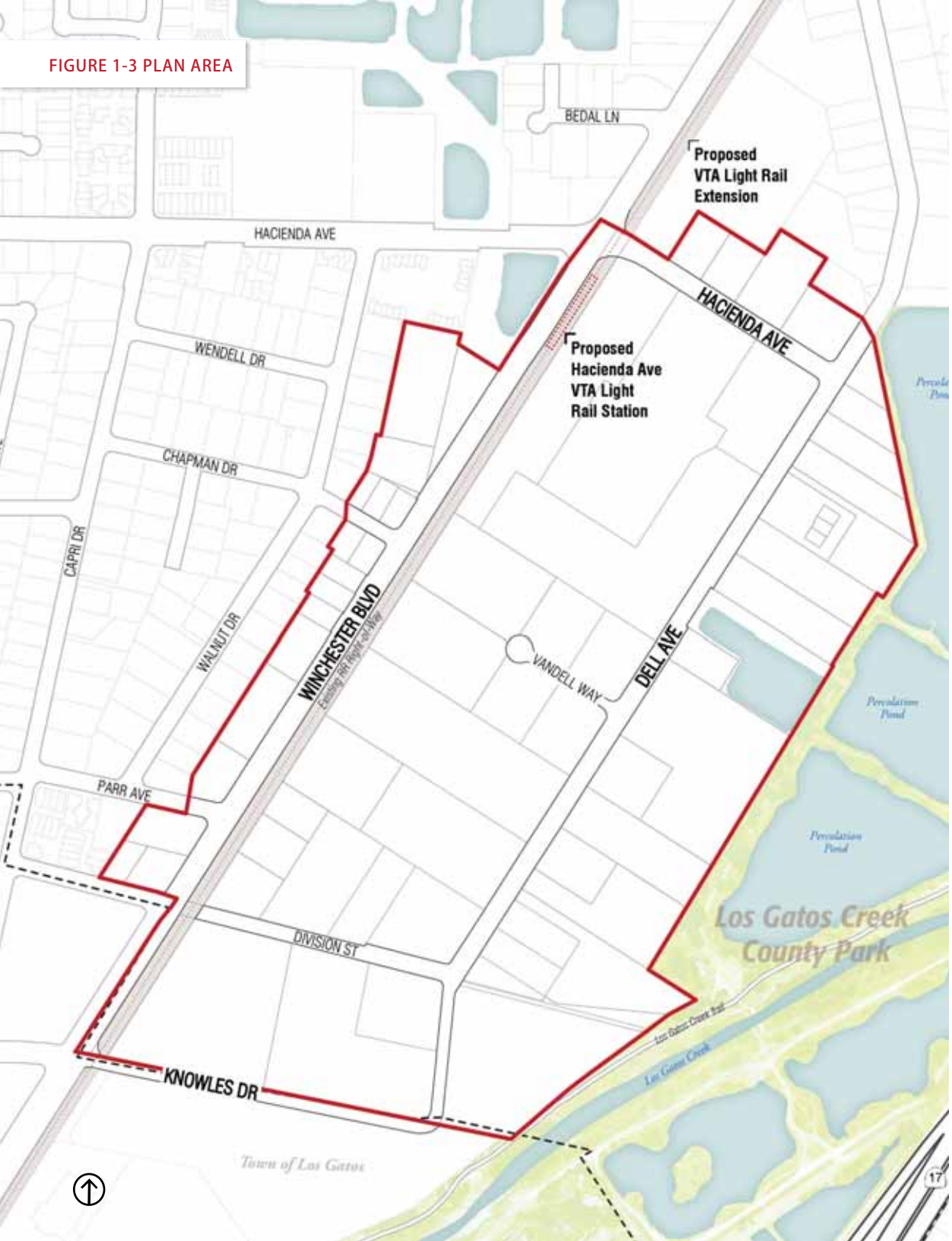



FIGURE 1-2 CITYWIDE CONTEXT

FIGURE 1-3 PLAN AREA




Drive represents the dividing line between Campbell and Los Gatos at the southern boundary of the Plan Area. The San Tomas neighborhood is located to the west of the Plan Area. To the east, the Santa Clary Valley Water District (SCVWD) percolation ponds, the Los Gatos Creek Park/Trail and Highway 17 separate the Plan Area from residential neighborhoods to the east.

## Plan Purpose

The DAAP will serve as the guiding document for all future private development, alterations to existing uses, and public improvements undertaken within the Plan Area. All future projects should be reviewed for consistency with the overall vision, goals, policies, and regulations in the DAAP.

## Planning Process

The City of Campbell developed the DAAP through a community and stakeholder engagement process designed to define a vision for Dell Avenue.

### Stakeholder Meetings

Planning consultants hosted interviews with a select group of Dell Avenue stakeholders to identify key issues and opportunities for the Plan Area as perceived by people with specific interests and experience in the area. Stakeholders included property owners, Plan Area business owners, members of the Chamber of Commerce, and local service providers. These stakeholders discussed the positive features of Dell Avenue and voiced concerns and desires for the future of the area.

Plan Area
City Limits

## Public Meetings

The DAAP process included several opportunities for community members to provide input and feedback.

### *Community Workshop*

The City hosted a community workshop in December 2013 to report the existing conditions findings, provide a general overview of the project's scope and purposes, and present and solicit input on three conceptual land use/design alternatives. Community members, City staff, and stakeholders worked together in small groups to discuss the alternatives, and ultimately map out their preferred vision for the Plan Area. Each small group was asked to choose one alternative as the starting point and add new ideas as they saw fit. After the small group session, a representative from each group summarized their group's ideas to the other workshop participants.

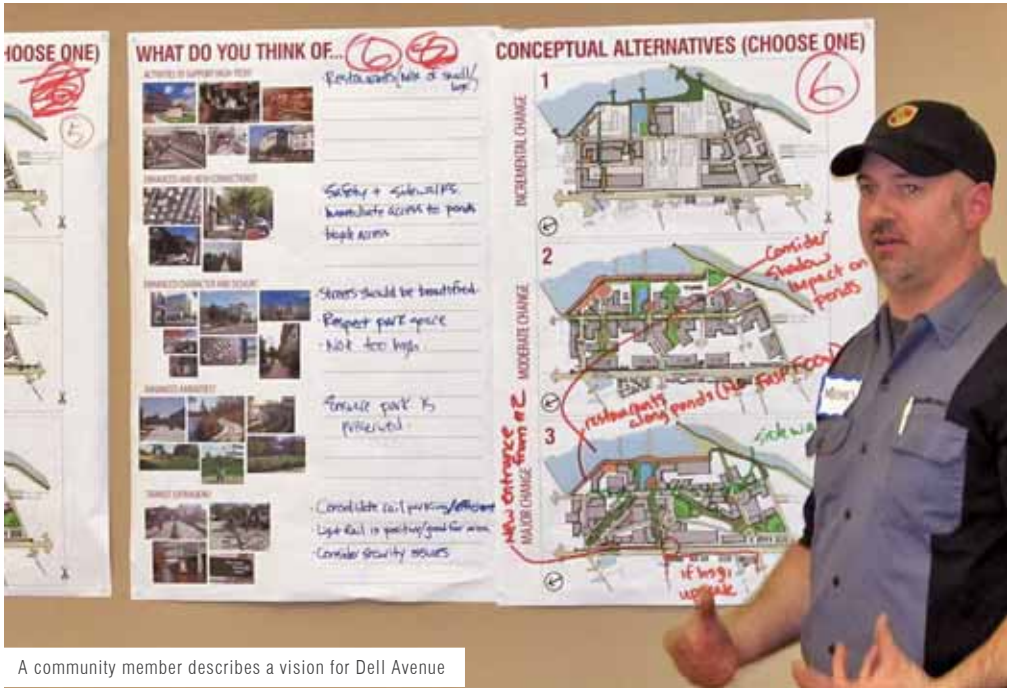
### *City Council Study Session*

The City and consultant team drew from the feedback received at the community workshop described above to create a preferred vision for Dell Avenue, which was presented to the City Council in a special study session in February 2014. The consultant also presented draft land use regulations and development standards. The session gave the public and City Council an opportunity to see what the community process had revealed and invited their feedback on the project. The City Council provided valuable feedback and requested minor adjustments, and directed the City staff and the consultant move forward with refining the preliminary work into a Draft Area Plan.

### *Scoping Meeting (Planning Commission)*

A Scoping Meeting was held for the environmental review process associated with the DAAP at a Planning Commission Meeting on September 9, 2014. Although this meeting was primarily intended to focus on comments related to the environmental review that would be undertaken for the Plan, community members were also invited to comment about the content of the Area Plan. For some community members in attendance, the Scoping Meeting represented their first input on the Area Plan.

Community Workshop for the DAAP




A community member describes a vision for Dell Avenue

As part of the Community Workshop, participants reviewed and refined three land use/design alternatives (shown here).

### *Adoption Hearings*

In the summer of 2015, the City began the process of review and refinement of the DAAP. The City released the Plan along with the Environment Impact Report (EIR) in June of 2015 for a 45-day review period, where public agencies, the community, and other interested parties can submit comments. It is anticipated that several meetings and hearings may be required to review and consider revisions to the DAAP. Hearings at the Planning Commission and City Council will be required in order to certify the EIR and approve the Plan.

### Advisory Committee (AC)

An Advisory Committee was formed early in the process to provide guidance on what should be included in the Area Plan to promote the retention and attraction of high tech businesses to Dell Avenue. The Advisory Committee included a variety of select stakeholders and field experts, including property owners, high tech business owners, and regionally based high tech real estate professionals.

## The Plan Area Today

This section provides a brief overview of the current land use patterns, physical character, and circulation system in the Plan Area. For more details, please refer to the Existing Conditions Memorandum published in October 2013.

### Existing Land Uses

Existing land use patterns in the Plan Area are geographically separated by Winchester Boulevard. Uses east of Winchester Boulevard generally consist of non-manufacturing light industrial and office-related uses, such as automobile services, printers, machine shops, medical and contracting offices, research & development, informational technology, and bio-technology. Other uses include service commercial, such as fitness centers, catering, and an indoor farming company. Uses west of Winchester Boulevard consist mostly of auto-oriented service uses, with a few single-family residential parcels. A large parcel near the northern end of the Plan Area is the corporate headquarters for Barracuda Networks, Inc., a large information technology company.

## Built Character

### *General Character*

Although comprised of many different small and large buildings of varying architecture, the Plan Area exhibits a distinctly light industrial character that was prevalent in typical office and light industrial parks in the Bay Area built during the 1970s. For the most part, buildings are utilitarian in character, with construction and detail that emphasizes their industrial, research and development, warehousing, and office functions. Buildings are generally one- to two-stories tall, and exhibit minimal architectural detailing and fenestration. Virtually all buildings are set back from the street and buffered from public streets by landscaping or surface parking. There is generally a high proportion of surface asphalt parking area to building footprint area, demonstrating an inefficient development pattern. Buildings fronting the west side of Winchester Boulevard in the Plan Area are generally auto-oriented and auto-serving businesses. Most buildings are set back from the street by parking areas, and are single story, with a low average height of 10 to 15 feet.

### *Block Patterns*

The Plan Area consists of large blocks, resulting from the small number of public streets and the limited vehicular access points. Winchester Boulevard, Hacienda Avenue, Dell Avenue, and Division Street form a superblock with a north-south length of well over 2,000 feet (the length of almost seven football fields), with Vandell Way providing access to a dead end in the interior of the block. Plan Area parcels east of Dell Avenue form another long block of over 2,000 feet between Dell Avenue and Los Gatos Creek Park. In the southwest portion of the Plan Area, Division Street, Dell Avenue, Winchester Boulevard, and Knowles Drive form a slightly smaller, but still large, block, however Division Street does not connect directly to Winchester Boulevard.

Percolation pond

Dell Avenue roadway conditions are catered to vehicles

Winchester Boulevard

### *Street Character*

The four major streets in the Plan Area are Dell Avenue, Winchester Boulevard, Hacienda Avenue, and Knowles Drive. Winchester Boulevard is a minor arterial running along the western boundary of the Plan Area. It consists of a 6-foot wide sidewalk on the west side and two through lanes in each direction with a consistent center turn lane. The Union Pacific Railroad (UPRR)/VTA railroad right-of-way runs parallel to the east side of Winchester Boulevard, limiting pedestrian facilities to the east side of the street. The train tracks are set back about 20 feet from the curb and are buffered from the street by a consistent row of Italian Cypress trees.

Dell Avenue intersects Hacienda Avenue near the northern boundary of the Plan Area and extends south through the area to Knowles Drive. Dell Avenue has one through lane and a parking lane on each side. Parking is intermittently permitted along Dell Avenue, and becomes prohibited in the southern portion. Tall evergreens intermittently line the street on private property, providing a pleasant driving experience and leafy character. However, sidewalks are rare along Dell Avenue. The street provides an assortment of makeshift unpaved sidewalks, landscaping and shrubbery, grass lawns, driveways, and surface parking at the edge of the curb.

Hacienda Avenue is the northern entry point to the Plan Area from Winchester Boulevard. The street is a wide two-lane road with parallel parking on both sides. Sidewalks are intermittent except for continuous 7-foot-wide sidewalks along the Vasona Technology Park. Mature shade trees line the street, mostly planted within landscaped setbacks on private property.

Knowles Drive is the southern boundary of the Plan Area and is the dividing boundary between Campbell and Los Gatos. The street right-of-way is entirely under control of the Town of Los Gatos and provides a single travel lane in either direction with parallel parking only permitted on the south side.

Vandell Way and Division Streets each provide local access to private development, but do not serve as "Through Streets." Division Street provides has one through lane on each side of the street and parking on just the north side. Sidewalks are only provided on the north side. Vandell Way provides one through lane in each direction, with no parallel parking or sidewalks.

## Connectivity

### *Vehicular Connectivity*

Three streets, Hacienda Avenue, Dell Avenue, and Knowles Drive, connect to effectively create a single loop road that provides vehicular access to the Plan Area east of Winchester Boulevard. Access to each building in the Plan Area is only available through these routes since Winchester Boulevard does not provide any direct access into the Plan Area, except via Hacienda Avenue and Knowles Drive.

### *Pedestrian and Bicycle Connectivity*

Formal pedestrian connectivity is limited due to sidewalks being intermittent in the Plan Area. Additionally, the existing street and block patterns create a circuitous circulation system, making it challenging to get around on foot. Just east of the Plan Area, the Los Gatos Creek Trail runs through Los Gatos Creek Park. This multi-use trail, well used by walkers and bicyclists, is accessible from the Plan Area at three points and connects to Los Gatos to the south and Downtown Campbell to the north. Sidewalks provide north-south circulation along Winchester Boulevard on the street's west side.

### *Transit Connectivity*

Transit service in the Plan Area is provided by VTA bus service via three local routes. VTA light rail is currently only available at the Winchester Transit Center, which is approximately one mile north of the Plan Area. However, the proposed Vasona Corridor light rail extension is expected to bring VTA light rail service directly to the Plan Area, with a station near the Hacienda Avenue/Winchester Boulevard intersection planned for the long-term.

## Santa Clara Valley Water District (SCVWD) Operations and Los Gatos Creek Park

### *SCVWD Operations*

The SCVWD's Upper Page Distribution System, a piped and open channel system which conveys water from Los Gatos Creek to the Page Recharge System at Hacienda Avenue, spans areas adjacent, within, and through the Plan Area. This includes a settling basin located on the east side of Dell Avenue in the Plan Area. The Camden Recharge system consists of three percolation ponds located just east of the Plan Area on SCVWD property. The ponds' primary purpose is to recharge groundwater so water can be extracted from the ground for drinking purposes.

The function and operations of the groundwater recharge ponds plays a critical infrastructural role and in some cases must be drained for maintenance purposes. As such it should be noted that the ponds' primary purpose is utilitarian in nature and the ponds' function as an amenity must remain secondary. Given this, it is important to note that future development and public improvements adjacent to the ponds will need to ensure that vegetation and built elements do not conflict with these operations.

#### *Los Gatos Creek Park*

The Santa Clara County Parks Department leases land from the SCVWD in order to provide the Los Gatos Creek Park and associated amenities. In addition to providing space for the Los Gatos Creek Trail, The Los Gatos Creek Park offers several amenities to users, including fly casting practice ponds, picnic areas, a dog park, and walking trails. The Park serves as a regional amenity, a local amenity for Campbell residents, and a nearby amenity for current businesses and employees in the Plan Area.

## Planning Context

The following is a brief description of the regulatory and policy documents relevant to the DAAP.

### General Plan

#### *Land Use Element*

The City of Campbell General Plan, adopted in 2001, designates almost the entire Plan Area east of Winchester Boulevard as Research & Development, except for three parcels that are designated Open Space. The General Plan stipulates the Research & Development designation as one that "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." Parcels fronting the west side of Winchester Boulevard are almost entirely designated General Commercial. The General Plan defines the General Commercial use as one that "permits commercial uses that need exposure to high volumes of automobile traffic or access to transit corridors."

#### *Transportation Element*

The following are General Plan designations for streets within the Plan Area:

- Winchester Boulevard: Class II Arterial.
- Dell Avenue, Hacienda Avenue, and Knowles Drive: Commercial/Industrial Collector.
- Division Street and Vandell Way: Local Street.

Additionally, the General Plan designates Winchester Boulevard, Hacienda Avenue, Dell Avenue, and Knowles Drive as Bike Routes within the Plan Area. Bike Routes are roadways recommended for use by bicycles by sharing the road with vehicles. Bike routes are typically identified with signs or road surface markings.

### Zoning

Almost the entire portion of the Plan Area east of Winchester Boulevard is zoned Controlled Manufacturing (C-M) zoning district. The City's Municipal Code defines the C-M district as one that is "intended to provide a stable environment conducive to the development and protection of specialized manufacturing, packaging, printing, publishing, testing, and research and development with associated administrative office facilities often providing a campus-like environment as a corporate headquarters." Plan Area parcels along the west side of Winchester Boulevard are zoned General Commercial (C-2).

### San Tomas Area Neighborhood Plan (STANP)

Last amended in 2000, the STANP provides a framework for development in the San Tomas area, west of Winchester Boulevard and the DAAP. The document focuses on ensuring the low-density residential quality of the neighborhood with standards and guidelines relating to setbacks, massing, and lot sizes. Although some parcels in the DAAP are contained within the STANP boundaries, the STANP provides no specific policies regarding commercially-zoned parcels or parcels directly fronting Winchester Boulevard, since the focus of the STANP is on preserving the existing residential character of the San Tomas neighborhood.

### Winchester Boulevard Master Plan

The Winchester Boulevard Master Plan provides standards and guidance for roadway, streetscape, and development design along Winchester Boulevard between Rosemary Lane and Camden Avenue, approximately two-thirds of a mile north of the Plan Area. Although the Master Plan does not apply to the DAAP area, it provides a precedent for creating a vibrant mixed-use corridor in the city applicable to the Winchester Boulevard segment within the Plan Area.

### Santa Clara Valley Transportation Authority

***Countywide Bicycle Plan***

Adopted by VTA in 2008, the Countywide Bicycle Plan guides the development of major bicycle facilities by identifying Cross County Bicycle Corridors of countywide significance. Cross County Bicycle Corridors are intended to provide continuous connections throughout the county and to adjacent counties. The Plan designates Winchester Boulevard within the Plan Area as part of the Calabazas Creek/Winchester Corridor.

***Vasona Corridor Light Rail Transit Extension Project and Supplemental Environmental Impact Report (SEIR)***

The Vasona Light Rail Extension Project is a planned 1.6-mile extension of the existing Mountain View to Winchester line. The 1.6-mile extension would start at the Winchester Station in Campbell and continue within the VTA right-of-way to Los Gatos, including a new light rail station near the Hacienda Avenue/Winchester Boulevard intersection. According to Supplemental Environmental Impact Report/Environmental Assessment for the Vasona Corridor Light Rail Transit Extension Project, the potential station would require right-of-way acquisition from Vasona Technology Park and a net loss of 45 parking spaces on the site.

### Guidelines and Standards for Development Near Streams

The City of Campbell, along with other Santa Clara County jurisdictions, adopted Guidelines and Standards for Development Near Streams prepared by the SCVWD. The Guidelines and Standards provide direction on what features new development near existing streams should include to ensure protection of these important natural resources. Guidelines include stipulations for setbacks from streams, including Los Gatos Creek, which runs nearby the Plan Area.

### Los Gatos Creek County Park Master Plan

Adopted in 2002 by the Santa Clara County Parks & Recreation Department, the Los Gatos Creek Master Plan proposes various improvements to the Park, including trails and picnic tables and other forms of recreation along the eastern edge of the Plan Area. The Plan seeks to provide facilities for recreation, improve safety, protect the natural character of the area, and enhance the Park's identity. Many of the Plan's proposals have already been constructed, such as new programmed recreation and picnic areas just northeast of the Dell Avenue Plan Area.

## Zoning Code Consistency

A new DAAP Zone has been created in the Campbell Zoning Ordinance as part of adoption of this Area Plan. The DAAP Zone will refer users to this Dell Avenue Area Plan for zoning requirements. For any requirements not specifically addressed in this Dell Avenue Area Plan, new development must follow the requirements of the existing Campbell Zoning Ordinance.

## Plan Contents

The Dell Avenue Area Plan is organized into the following sections that follow this Introduction:

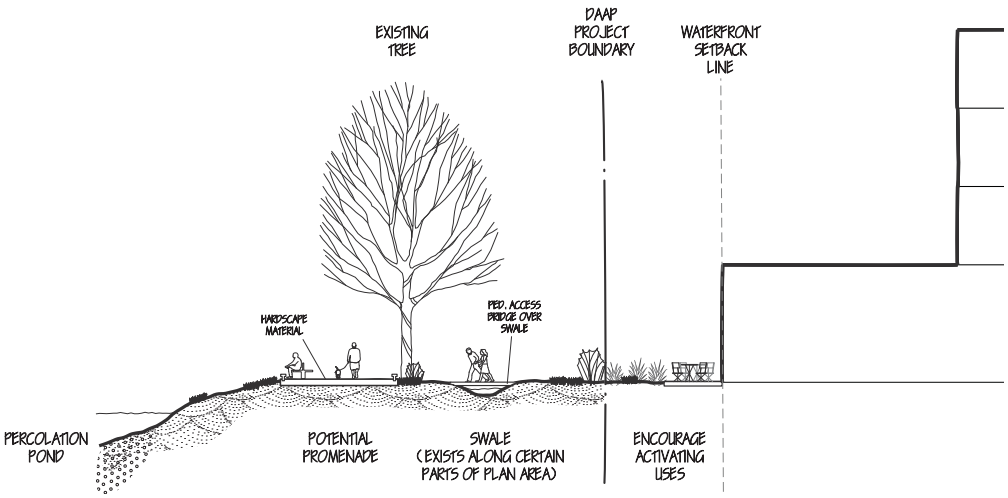
- **Chapter Two: Vision** provides the overall vision and tells the "story" of the Area Plan and the individual design, land use, and circulation concepts that will bring the vision to life.
- **Chapter Three: Land Use and Development Standards** includes the framework for which the Plan's Vision can take place, including land use regulations, development and streetscape standards, development incentives, and other requirements.
- **Chapter Four: Implementation** discusses implementation strategies, including actions developers and the City can utilize to leverage funding, partnerships, and other resources to ensure the Plan becomes a reality.
- **Appendix A: Design Guidelines** provides guidelines for new, private development in the Plan Area.
- **Appendix B: Winchester Boulevard Master Plan Design Guidelines** includes specific design guidelines from the Master Plan that are applicable to Plan Area parcels west of Winchester Boulevard.

# 2

# VISION

In the year 2040, Dell Avenue will be known throughout the region as a modern, high-tech employment center. Dell Avenue's success will bolster the City's competitiveness in the Silicon Valley region as the City retains and attracts innovation-oriented businesses. But Dell Avenue will be more than just a high-tech office park. Dell Avenue will be a place where cutting-edge technology companies and employees exist harmoniously with Los Gatos Creek Park and take advantage of Campbell's unique downtown and the city's other amenities. Well-designed office buildings that exhibit high-quality architecture will sit among active streets, sustainably designed and landscaped open spaces, and pedestrian pathways. Roads will be safely shared between cars, bicyclists, and pedestrians. Buildings will have attractive and welcoming ground floors that contribute to active streetscapes and provide social and dining opportunities. Publicly accessible pathways will be provided through new development in a pedestrian and bicycle system that is accented by plazas and open spaces. Connections from new private development and public streets to Los Gatos Creek Park and the planned VTA light rail station will drive the way that employees and residents move throughout the area. Just across Winchester Boulevard, new buildings with ground-floor shops and restaurants, and upper floor apartments and condominiums will create an attractive and active urban edge along Winchester Boulevard while sensitively transitioning in scale to the San Tomas neighborhood to the west. Ground-floor shops and restaurants on Winchester Boulevard will serve both high-tech employees and nearby residents, while upper-floor apartments and condominiums will create housing opportunities for tech workers and others.

Tech Employees Networking




Conceptual promenade and waterfront development

Based on the vision described above, this chapter provides goals for the area's future and proposes a series of concepts to achieve these goals.

## DAAP Goals

Future development and public improvements in the Plan Area should seek to achieve the following goals.

### A High-Tech and Innovation Oriented Business District

Encourage the efficient use of land use through sustainable development patterns, a mixture of uses, and development intensities that support transit and walking. Ensure uses are compatible with and support a high-tech office environment and discourage the continuance of existing uses that are not consistent with this character. Provide opportunities for small start-ups and incubator businesses within the larger workplace infrastructure. Rehabilitate and improve existing buildings and create avenues for independent cafes and restaurants to operate. The notion of "technology" should be apparent through stunning architecture and a memorable urban environment.

### Enhanced Open Space and Improved Open Space Access

Orient and design development to interact with existing ponds and creekside natural areas at Los Gatos Creek Park. Enhance existing trails and create new connections between the Plan Area and Los Gatos Creek Park. Carefully create a central public space around the existing water recharge facility, pending study and coordination with the Santa Clara Valley Water District (SCVWD). Infuse the Plan Area with smaller, functional open spaces in new development that provide places to rest, recreate, and gather. Seek to protect and enhance the natural character of the creek by allowing solar access, creating landscaped building edges, and using appropriate building materials. Transition buildings downward in height as they approach the waterfront.

## An Integrated Network of Multimodal Connections

Enhance existing roadways with sidewalks and pedestrian amenities, and create new pedestrian, bicycle, and vehicular facilities to improve connectivity. Create clear, safe, and direct pathways to the proposed VTA light rail station, and integrate it into the larger pedestrian network.

## Environmental and Economic Sustainability

Encourage new development and public improvements that incorporate green design and stormwater management features to reduce stormwater runoff into existing streams and preserve existing infrastructure. Ensure new buildings incorporate sustainable features in their design, including appliances requiring limited water and energy usage and building design that takes advantage of solar access and incorporates reused materials where possible. Encourage new development that will attract strong and growing businesses to Campbell, whose employees will contribute to the local economy, stimulate business, and strengthen the City's economic stance in the region.

## Improved Design and Character

Balance modern development styles with the small-town feel of Campbell. Incorporate and protect cherished amenities, including views and open spaces. Create memorable streets, gateways, nodes, plazas, and other new places for gathering and leisure activity. Consider special architectural elements and enhanced landscaping at key locations.

A street accommodating bicycles and motorists

Pleasant and comfortable pedestrian accommodations

Well-designed and useable open space

Lifestyle amenities such as cafes help to enliven a high-tech neighborhood

Well-designed residential uses can help give the Winchester corridor identity

## Sensitivity to Existing Businesses

Provide a framework for which new high-tech development can exist harmoniously with existing businesses. Adapt land uses that are inclusive of and that accommodate businesses of traditional sectors and formats. Protect and enhance the physical layout and functionality of existing businesses through protective design standards that are focused on better placemaking and quality of life for current and future employees.

## Enhanced Lifestyle and Vitality

Provide amenities and places of activity, commerce, and trade that support a high-tech workplace culture. Ensure these amenities, such as restaurants, cafes, workout and spa facilities, childcare, markets, bars, and recreational uses, are also beneficial to the wider community, bringing an after-work-hours energy to the area.

## Context-Sensitive Mixed-Use Residential Opportunities

Support high-quality housing in mixed-use formats (retail and residential) on the west side of Winchester Boulevard, which will create an employment-to-housing synergy and enhance the overall character of the street. Encourage ground-floor commercial uses along Winchester Boulevard to support high-tech industry, and provide neighborhood-serving uses that also cater to the needs of adjoining neighborhoods. Ensure that upper-floor residential uses transition in scale toward the San Tomas neighborhood to the west.

## Increased Private Investment

Align policies, strategies, and City processes to remove barriers to private investment, leverage funding, and increase the support for positive change at the Dell Avenue area.

## DAAP Concepts

The following land use, urban design, circulation, and streetscape concepts are intended to achieve the vision and goals described above. Figure 2-1 shows how the following concepts are spatially related to each other and the surrounding environment. The following pages discuss land use and urban design concepts.

FIGURE 2-1 DAAP VISION CONCEPTUAL DIAGRAM

Core Tech Uses will be housed in well-designed office buildings that accommodate supportive retail uses

Tech companies utilize office space creatively

Tech office incorporating signature, creative arcitecture

## Land Use Concept

The following land uses together represent the land use concept for the Dell Avenue area. These uses are envisioned to work in concert with and complement each other. Following are definitions of land uses that are envisioned in the Plan Area.

***Core Tech Uses*** will comprise the bulk of the Plan Area and give it much of its identity. Core Tech Uses include professional offices that are geared directly toward the tech industry, and specifically those related to the innovation and product development for electronics, software, and web solutions for consumers and businesses, development of mobile devices and software, social media companies and startups, data processing and web hosting, online retail, information systems, and research & development that is supportive of these uses.

Core Tech Uses will accomplish these main objectives:

- Attract a workforce and resident population with a high disposable income that supports local businesses and creates demand for new services.
- Generate reinvestment and benefits for Dell Avenue and residents in the surrounding area, such as new sidewalks and additional amenities.

*Potential Key Locations:*
*Large and/or consolidated parcels fronting the south side of Hacienda Avenue, Dell Avenue, Vandell Way, Division Street, and the north side of Knowles Drive.*

***Core Tech Complementary Uses*** are uses that are not explicitly related to the tech industry, but that include professional offices that have similar physical attributes to desired Core Tech uses. Core Tech Complementary Uses are allowed on a limited basis so as not to overshadow the goal of retaining and attracting high-tech businesses and may include professional services, such as professional consultants, engineering and design firms, and financial, insurance and real estate related companies. Similarly, biotechnology, scientific labs, and healthcare facilities, along with technology component manufacturing or technology product assembly at a small scale, are appropriate on a limited basis.

Core Tech Complementary Uses will accomplish these main objectives:

- Retain and promote uses that are complementary to the overall vision for a tech-oriented business park.
- Provide flexibility to respond to future market forces
- Add to the overall identity of Dell Avenue as a modern, knowledge and service-oriented hub by diversifying the business mix.

*Potential Key Locations:*
*As part of larger developments anchored by Core Tech Uses or as stand-alone office uses in smaller development fronting Hacienda Avenue, Dell Avenue, Vandell Way, Division Street, and the north side of Knowles Drive.*

Design, medical, and other types of consultant firms utilize office space similar to tech companies

New tech office development should be designed to be flexible

Fitness centers are highly desired employee amenities

Services and everyday conveniences should be provided

***Service and Support Uses*** are critical land uses that support the activities of Core Tech Uses and Core Tech Complementary Uses, but that are subservient to the foremost goal of retaining and attracting high-tech businesses to the Dell Avenue area. Service and Support Uses will include the amenities necessary to support, attract, and retain both high-tech employers and employees by providing opportunities to efficiently attend to day-to-day personal and social needs close to their place of work. Service and Support Uses include restaurants, cafes and coffee shops, convenience stores (as ancillary uses at a limited scale), childcare facilities, salons, dry cleaners, bars, small retail shops, exercise facilities (as ancillary uses at a limited scale), and other similar uses. Service and Support Uses that accommodate business needs of Core Tech Uses must also be accommodated. These uses include printing and shipping services, hotels, travel agencies, and other uses serving critical business needs. Service and Support Uses should be located within larger Class A office buildings as independent tenants, or as ground-floor uses below residential on the west side of Winchester Boulevard.

Service and Support Uses will accomplish these main objectives:

- Promote and support the innovation and knowledge sector by providing conveniences and places to meet with co-workers and friends.
- Provide conveniences and "hangout spots" for potential new residential uses in the Plan Area and surrounding neighbors.
- Reduce the need to drive by locating services nearby employment.

*Potential Key Locations:*

*Street-facing ground-floor spaces in larger Core Tech developments or other buildings on smaller parcels facing Dell Avenue, or as part of mixed-use projects along Winchester Boulevard.*

***Waterfront Uses*** are specialized uses, such as food and drink establishments, that are encouraged for buildings fronting or orienting to the Los Gatos Creek Park areas. The DAAP envisions a lively active waterfront edge populated by employees and visitors. Waterfront Uses should be located within larger Class A office buildings or in stand-alone buildings in proximity to and fronting the Park.

Waterfront Uses will accomplish these main objectives:

- Activate and highlight the park to capitalize on this amenity.
- Improve the physical transition between the natural and built environment that currently exists.
- Promote the Dell Avenue area as a lifestyle destination within Campbell.
- Attract workers, business, and Campbell residents.

Waterfront cafes will promote Dell Avenue as a destination within Campbell

Waterfront active uses help to transition buildings to the park

*Potential key locations:*
*At locations directly adjacent to Los Gatos Creek Park.*

Housing above ground-floor retail

Housing along Winchester Boulevard will help to beautify the corridor

***Employee Housing*** will provide options for employees to live close to their office. Since housing proximity is a key factor for tech companies looking to locate or expand in Silicon Valley, it is important that the Plan Area provide for housing opportunities where appropriate. High-density residential uses above ground-floor retail in mixed-use buildings should be supported in the Plan Area on the west side of Winchester Boulevard. This location responds to the current practice of encouraging mixed use (commercial/residential) on Winchester Boulevard in the city. A variety of residential unit types should be encouraged, including for-sale condominiums and rental apartments. Varying unit sizes should also be encouraged, including the accommodation of a significant percentage of smaller studios and 1-bedrooms for young singles and couples. Specific requirements for dwelling unit mix are identified in Chapter 3.

Employee Housing will accomplish these main objectives:

- Develop a symbiotic relationship with commercial land uses by providing a convenient location for worker residency.
- Increase the local market demand for new retail and service uses.
- Provide a visual gateway and sense of place in the Plan Area along Winchester Boulevard.

*Potential key locations:*
*Strictly along the west side of Winchester Boulevard.*

## Urban Design Concept

This section describes a series of urban design concepts for the Plan Area. The concepts in this section are intended to achieve a safe, multimodal, and attractive physical environment in the Plan Area that optimizes the experience for pedestrians, bicyclists, and motorists. The land uses described in the previous section should be housed in a physical environment that is memorable and functional, and that demonstrates a clear articulation of forms, intensities, open spaces, and connections that will attract new and expanding tech tenants.

### *Building Orientation and Form*

*Increased Height and Intensity*

The Plan Area should be developed with new, taller buildings east of Winchester Boulevard. Taller buildings with large floorplates that can accommodate high employment densities and workspace design flexibility that will provide important to high-tech tenants. New buildings like this will transform the area from one- to two-story bulky buildings to four- to five-story well-designed buildings that include upper-story modulation with more nuanced and varied massing. Four- to five-story buildings will frame public streets and public and private open spaces, providing interaction between pedestrians, ground-floor commercial spaces, and office workers.

*Dell Avenue Focus*

Dell Avenue, the area's main thoroughfare for activity, circulation, and commerce, should exhibit a specialized character that is distinguished from other streets in the Plan Area. The streetscape elements in the public right-of-way and the edges of private development along Dell Avenue should contribute to the establishment of a multimodal street with increased setbacks that allow for the integration of unique landscape design and plaza elements. The street's right-of-way should be reconfigured to accommodate wider sidewalks, parking bays, and bioswales for stormwater management. Development should provide grand building entrances and generous open space along Dell Avenue, including plazas, patios, and landscaped areas. Businesses catering to tech employees, such as restaurants, cafes, and other services, should be located within the ground floor of new office buildings and should face Dell Avenue to help activate the street.

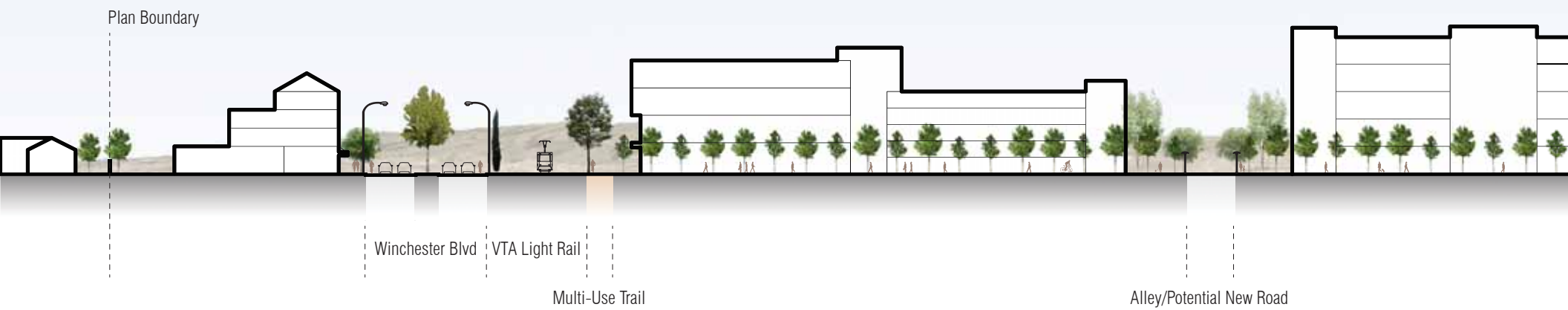
Sidewalks and generous setbacks provide a wide public realm

Buildings along the creek and ponds should have design elements and uses that foster interaction with the natural environment

*Interaction with Los Gatos Creek Park and Percolation Ponds*

The DAAP envisions the creek and pond areas as a key aesthetic and recreational feature for the Dell Avenue area, while still recognizing their utilitarian function. Pedestrian and bicycle access to this special resource should be improved and considered in future building and site design. Along the eastern Plan Area boundary, buildings will include upper-floor stepbacks and setbacks that respect the naturalistic quality of the creek, while including opportunities for plazas, overlooks, balconies, pedestrian pathways, and other features that foster interaction with the Park. New tech offices and buildings are also encouraged to develop restaurants and cafes, and other activating uses along the Park, provided that these uses do not interfere with functional ability of the percolation ponds.

FIGURE 2-2 CONCEPTUAL MULTI-USE PATH SECTION (PART I)




A conceptual section looking north shows how a pedestrian pathway can be developed in unison with private development to provide complete access from one side of the Plan Area to the other

## *Connections*

*Connections Through Blocks*

The existing block pattern inhibits connectivity because blocks are large and east-west access is only accommodated by Knowles Drive and Hacienda Avenue. As the Dell Avenue area redevelops, new development projects and significant site reconfigurations should seek to establish publicly accessible, privately maintained multi-use (pedestrian and bicycle) paths that facilitate connections to and from Dell Avenue. In addition, new development should incorporate north-south connections linking to the primary east-west connections. New connections will serve several purposes, including breaking up blocks into a more pedestrian-friendly scale, highlighting new architecture by creating open spaces between structures, facilitating pedestrian and bicycle connectivity, connecting key Dell Avenue destinations in a single network, and creating view corridors to better connect Dell Avenue visually to Los Gatos Creek Park. Figure 2-2 shows a cross section of how new connections through development can conceptually provide direct access through the site between the railroad tracks and Los Gatos Creek Park.

FIGURE 2-2 CONCEPTUAL MULTI-USE PATH SECTION (PART II)

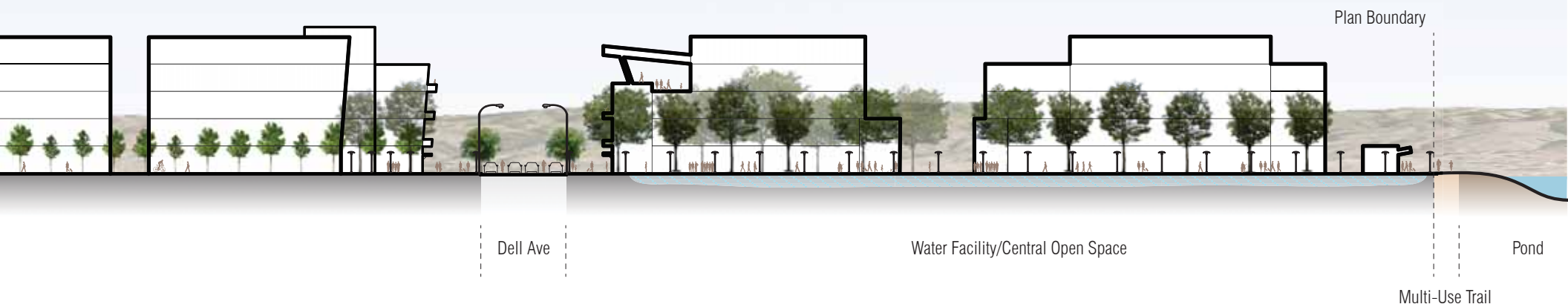
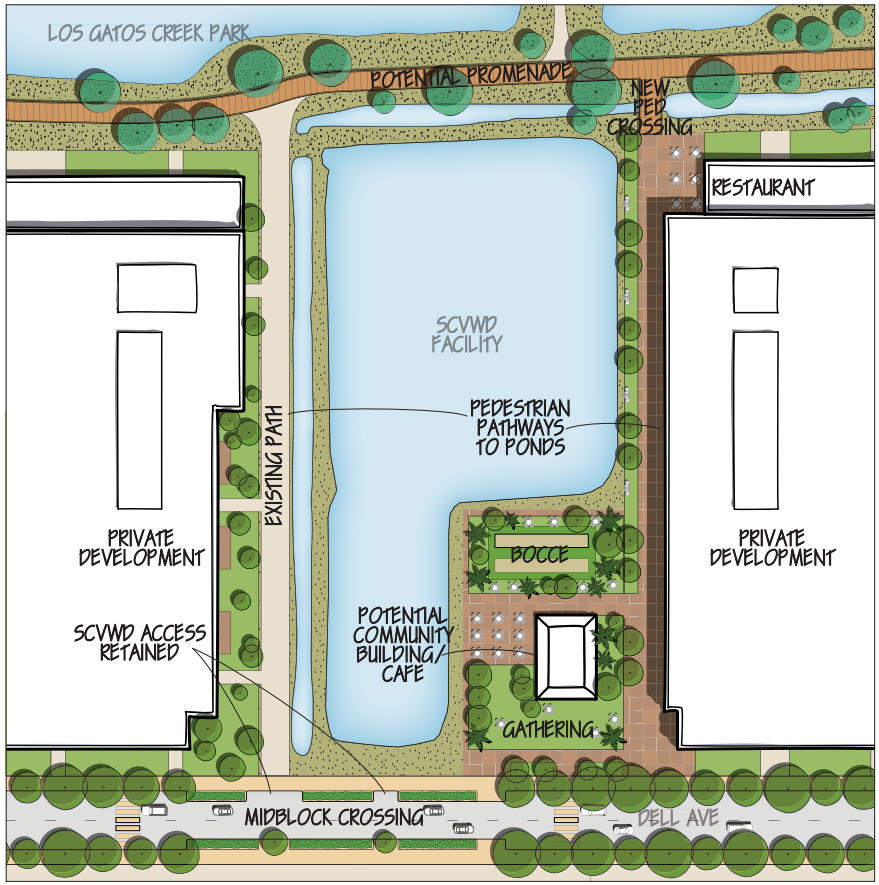


FIGURE 2-3
CONCEPTUAL
OPEN SPACE




*Prioritized Access to Rail and Ponds*

Access to the planned light rail station at Winchester Boulevard and Hacienda Avenue and Los Gatos Creek Park should be prioritized in all future development and public improvements. Building setbacks along the existing railroad right-of-way will allow for the establishment of a north-south trail, providing direct station access. Site design of new development along the ponds will similarly emphasize access to and along Los Gatos Creek Park at specified locations. Existing paths to the Park will be enhanced and at least one new publicly accessible, privately maintained pedestrian/bicycle connection to the Park will be established in coordination with new development.

## Open Space

*Open Space Network*

A network of publicly accessible parks, plazas, and pedestrian paths constructed and maintained by private development will provide useable and functional open space in the Plan Area. Parks should be designed to be universally accessible and employ a variety of programming features, including seating areas, public art, attractive landscaping features, recreational features, special paving, and other unique elements. Open spaces should incorporate low impact development and stormwater management features that increase sustainability and minimize surface rainwater runoff.

*Central Open Space*

SCVWD operates a desilting basin on a 1.7 acre parcel in the Plan Area on the east side of Dell Avenue. The DAAP envisions that a new "Central Open Space" will be developed around this critical infrastructure component that will serve as a central gathering space for employees and residents at Dell Avenue. Formal gathering areas, a café or community building, and light recreational or passive open space components could be developed on the parcel immediately south of the desilting basin adjacent to Dell Avenue. The Central Open Space could also incorporate enhanced and new connections to Los Gatos Creek Park. A conceptual plan for development of the Central Open Space is shown in Figure 2-3. Achievement of this concept will require coordination between property owners, future developers, SCVWD, Santa Clara County Parks Department, and City staff to ensure that the functionality of the desilting basin and maintenance access is not

compromised by adjacent improvements. It is envisioned that the Central Open Space will be developed in conjunction with a larger development project to be completed on the parcels just south of the proposed Central Open Space. In exchange for the development of a the Central Open Space, development of the property to the south would be afforded additional development potential on the development site through an incentive program described in Chapter 3 of this Area Plan. In addition to increases in height, new development on the parcel to the south could calculate maximum development potential based on the sum of the areas of the Central Open Space parcel and the parcels to the south.

*Los Gatos Creek Park Promenade*

The DAAP envisions that the existing dirt surface service road and trail immediately east of the Plan Area along the ponds will be improved with more permanent materials and landscape features to create a north-south Promenade at the Plan Area's eastern edge. The Waterfront Promenade will help accentuate the Los Gatos Creek Park amenity, provide a more finished amenity easily accessed by employees, and establish a transition from the Park to the more urban character of new development. It is envisioned that the existing dirt path will be resurfaced with more compact decomposed granite or potentially some type of paved surface, and may include special signage and landscaping features on the Plan Area side of the Promenade. Creation of the Waterfront Promenade will need to preserve SCVWD's ability to maintain and operate their percolation facilities and the desilting pond, and must not be designed with landscape elements that may result in negative impacts on the ponds' water quality.

Clearly signed and paved access to a waterfront

Pocket open spaces and pathways connecting to create usable open spaces

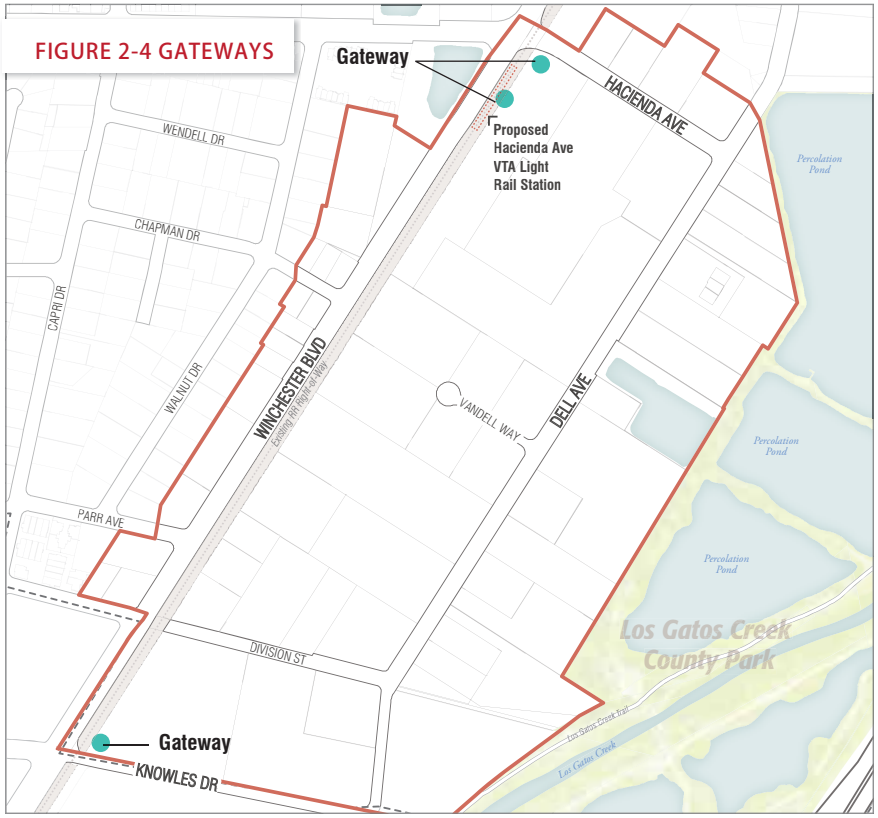
Strong corner building features and special landscaping are good gateway features

Gateways should incorporate plazas to announce entry

## *Gateways and Character*

*Strengthen Winchester Boulevard and Create Entryways*

Gateway features announcing the presence of the Dell Avenue area should be established along Winchester Boulevard in private development and public improvements. Private development should provide special features at Hacienda Avenue and Knowles Drive to announce entry to the Dell Avenue area, as well as at the planned VTA light rail station upon its construction. Gateway features could be established through a variety of methods, including special corner building features, landscape treatments, public art, entry signage, or other similar elements. Proposed gateway locations are shown in Figure 2-4. Installation of a landscaped median on Winchester Boulevard, which could also potentially include gateway signage or special landscaping, is also proposed to highlight the presence of Dell Avenue.



## Circulation Concept

The existing circulation network in the Plan Area should be improved to provide interconnectivity for all modes. This section describes improvements to increase pedestrian, bicycle, transit, and vehicular connectivity. For a more detailed analysis of future traffic conditions and proposed vehicular improvements, please refer to the Dell Avenue Area Plan Draft Environmental Impact Report.

### *Pedestrian Circulation*

Pedestrian-friendly design and facilities should be integrated into all aspects of physical planning, public improvements, and private development to ensure that the Dell Avenue area is a walkable office district. Features and materials used for streetscape and intersection improvements should be consistent throughout the Plan Area and should be sustainably designed and constructed. This section describes the pedestrian improvements proposed for the Plan Area.

*Wider and Complete Sidewalks*

As shown in Figure 2-5, all streets in the Plan Area should be either improved with widened sidewalks or completely new sidewalks in places where gaps currently exist.

- **Sidewalk widening** on Winchester Boulevard along the west side of the street will extend the pedestrian realm and provide a safer and more comfortable environment for pedestrians, bus shelters, and other features. Development setbacks should be utilized to expand the visual and functional width for pedestrians as new mixed use projects develop.

FIGURE 2-5 CIRCULATION CONCEPT PLAN

- **New sidewalks** are envisioned on Hacienda Avenue, Dell Avenue, Vandell Way, Division Street, and the north side of Knowles Drive. The sidewalk system should be established throughout the Plan Area to eliminate existing gaps. Sidewalks should be wide enough to accommodate pedestrians, shade trees in tree wells, and furniture and landscaping features, as well as ensure ADA accessibility. More detailed pedestrian circulation recommendations for each street are provided in the next chapter.

*Railway Multi-use Path*

In order to facilitate improved north-south pedestrian and bicycle travel in the Plan Area, a separated multi-use path along the east side of the railway should be provided. This path will provide connections from the proposed VTA light rail station to other developments in the Plan Area through intersecting streets and pedestrian pathways. The Railway Multi-use Path should be provided with enough width to safely accommodate bicycle and pedestrian flow. The Path should be separated from the UPRR right-of-way with attractive fencing or landscaping to discourage pedestrians and bicyclist interaction with the tracks. Specific design details for this feature are provided in Chapter 3.

*Multi-use and Pedestrian Pathways*

As discussed above, multi-use (bike and pedestrian) and pedestrian pathways are proposed to augment sidewalks along public rights-of-way. Figure 2-5 shows preferred locations for new pedestrian pathways through private development. East-west multi-use and pedestrian pathways that lead people from the Railway Multi-use Path to Dell Avenue and Dell Avenue to the Park should be prioritized, but pedestrian and multi-use pathways are encouraged on all development sites and in north-south directions as well.

Pedestrian pathways will provide a complete pedestrian system

Conceptual rendering of a pedestrian pathway utilizing high-quality materials and landscaping to provide a pleasant connection and places to rest

An improved intersection with crosswalk markings, landscaping, pedestrian lighting, and bulbouts

Bulbouts help shorten crossing distances

Clear wayfinding

*Improved Crossings*

Intersection improvements, including curb ramps, high-visibility crosswalks, curb extensions where feasible, special paving, and other features intended to improve pedestrian safety, are recommended for the following intersections:

- Winchester Boulevard/ Hacienda Avenue
- Winchester Boulevard/ Knowles Drive
- Hacienda Avenue/ Dell Avenue
- Division Street/Dell Avenue
- Knowles Drive/ Dell Avenue

Additionally, new mid-block crossings with pedestrian bulb-outs should be added adjacent to pedestrian pathways and other intermittent locations to provide crossing opportunities on long blocks. Special safety features, such as in-ground lighting, signage, and other precautionary measures should be included to alert vehicles of mid-block crossings.

*Pedestrian Landscaping and Street Trees*

Streets and pathways will be lined with trees where feasible and appropriate to beautify the district and provide pedestrian comfort and shade. On public streets, street trees should be provided in tree wells at the edge of the sidewalks. Additional recommendations related to streetscape and street trees are provided in the next chapter.

*Signage/Wayfinding*

As a critical mass of tech companies move in and the area develops with more services, an integrated wayfinding system should be designed and installed to reflect a unified theme for Dell Avenue and facilitate critical pedestrian connections to amenities and other destinations. A wayfinding system that includes branding and identity components, such as destination markers and maps showing companies and services, would help to establish Dell Avenue as a modern tech campus.

### *Bicycle Circulation*

Bicycle travel will be prioritized in the Dell Avenue area, as shown in Figure 2-6. Regional and local connections to the site will be strengthened by improved facilities on Winchester Boulevard and Dell Avenue, as well as connections and signage leading to Los Gatos Creek Trail. Additionally, the new north-south Railway Multi-use Path will provide unimpeded bicycle mobility through the site. East-west connections will focus on getting bicyclists through the Plan Area and to regional trails in the east.

*Proposed Facilities*

- **Class I Bicycle Paths,** or fully-dedicated, off-street facility separated from vehicular traffic is envisioned in the form of a multi-use path along the east side of the railroad tracks throughout the Plan Area.
- **Class II Bicycle Lanes,** or striped bicycle lanes dedicated for bicycle travel within roadways, are envisioned on Winchester Boulevard and Hacienda Avenue. Bicycle lanes on Winchester Boulevard connect the area to the rest of the city, while lanes on Hacienda Avenue connects Winchester Boulevard to regional trails in Los Gatos Creek Park.
- **Class III Bicycle Routes,** or a street that is specifically designated as a shared route for bicycles and vehicles, are envisioned for Dell Avenue, Knowles Drive, Division Street, and any potential new streets. Class III Bicycle Routes should include enhanced "sharrows" in the Dell Avenue area, with brightly marked shared lane markings prominently featured in the travel lane. Sharrows are bicycle symbols painted on the roadway surface that alert vehicles to the presence of bicycles.

FIGURE 2-6 BICYCLE FACILITIES

Class III Bicycle Route, or Sharrow, with markings in the center of the travel lane

A Class I multi-use path along a railroad right of way (source: Marin County Bicycle Coalition)

*Bicycle Parking and Amenities*

In order to further encourage bicycling as a key method of transportation, private development should provide ample bicycle facilities, including racks, lockers, and bicycle-friendly facilities such as shower facilities. Bicycle racks may become more appropriate within public rights-of-way or at critical public nodes as the Plan Area redevelops and demand for bicycle parking facilities increases.

## Transit and Shuttles

*VTA Light Rail*

If VTA plans are realized, the Plan Area will be served by a light rail station at Hacienda Avenue and Winchester Boulevard, with the platform built within existing rail right-of-way on the east side of Winchester Boulevard. If this occurs, the Plan Area will be directly connected by rail to other Silicon Valley communities such as San Jose, Santa Clara, and Mountain View. The DAAP fully supports the establishment of the light rail station to increase multimodal access and increase the attractiveness of Dell Avenue for high-tech employers and employees.

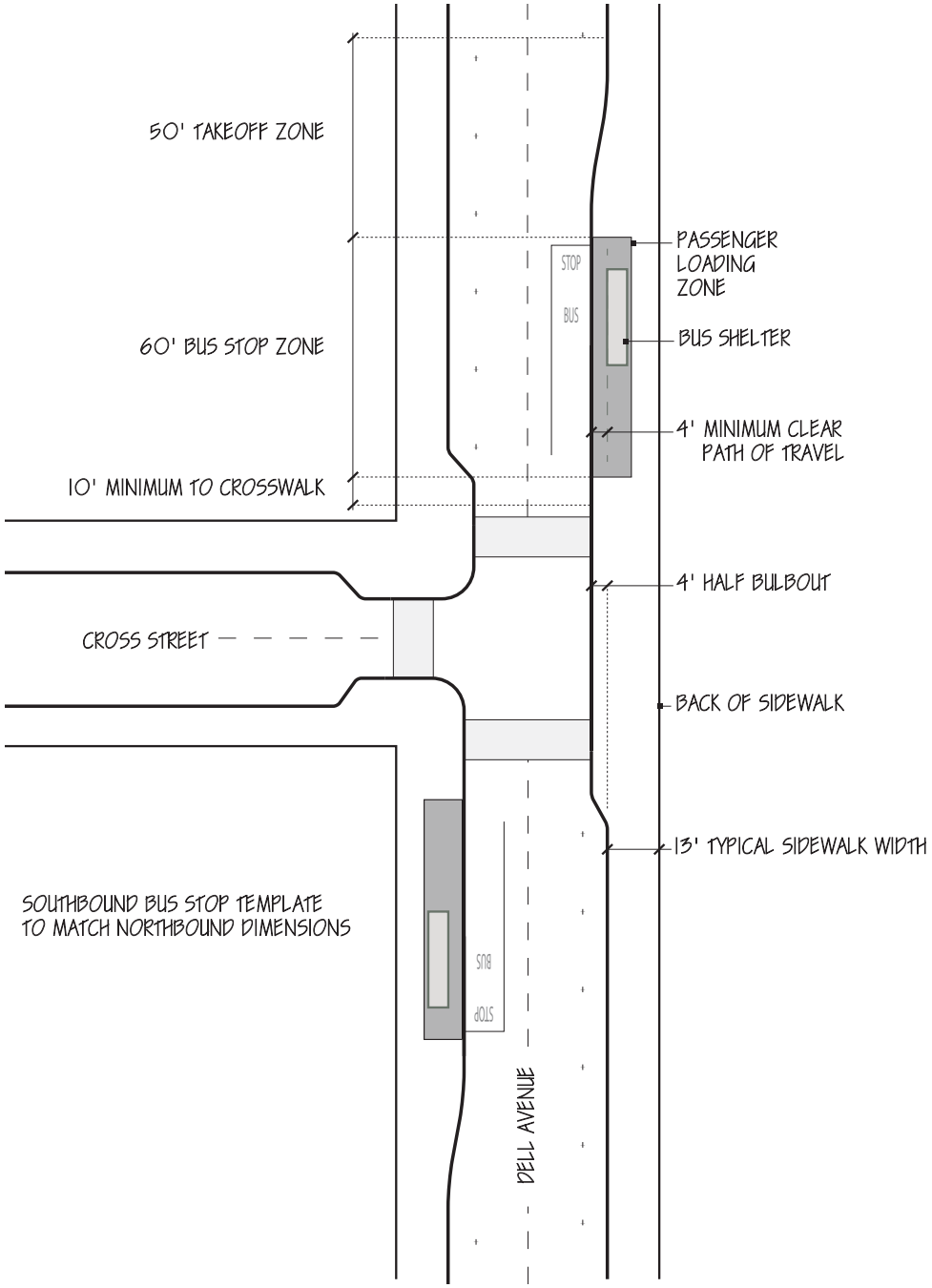
*VTA Buses*

VTA's current bus service near the Plan Area will continue to provide transit service for the Dell Avenue area for the immediate future. As the development proposed by the Area Plan occurs, the City should monitor demand and work with VTA to determine if a bus route providing direct access to the interior portions of the Plan Area along Dell Avenue should be established. The DAAP supports transit access expansion if warranted. Figure 2-7 below provides a template for an acceptable bus stop design along Dell Avenue should bus service be provided.

*Shuttles*

In the short term in the absence of light rail or direct bus service, employers in the Plan Area are encouraged to work together to establish a shuttle system that provides service to the Winchester Transit Center, where light rail service is currently provided. Ideal locations for shuttle stops would be along Dell Avenue near Vandell Way, halfway between Dell Avenue and Winchester Boulevard on Knowles Drive, and halfway between Dell Avenue and Winchester Boulevard on Hacienda Avenue.

FIGURE 2-7 DELL AVENUE BUS STOP TEMPLATE



### *Vehicular Circulation*

Vehicular travel will still be essential in Dell Avenue with implementation of this Plan, but its physical and visual dominance of the area will be greatly reduced.

*Minimized Lane Widths*

Travel lanes on Winchester Boulevard, Dell Avenue, Hacienda Street, Division Street, and Vandell Way should be minimized to the extent feasible in order to accommodate wider sidewalks, bike facilities, and traffic calming features. Minimal lane widths will also help to slow vehicular speeds.

*Intersection Improvements*

Intersections should be improved as necessary to accommodate increased traffic demand resulting from growth anticipated in the DAAP. New development will increase the numbers of people driving to and from the area, thereby triggering the need to expand existing intersections to accommodate heavier traffic loads. Traffic signals should be installed at the following intersections:

- **Dell Avenue/Hacienda Drive.**
- **Dell Avenue/Sunnyoakes Drive.**

Additional improvements for intersections are discussed in the Traffic section of the EIR.

*Potential New Streets*

As shown in Figure 2-5, a potential new street is proposed between Division Street and Hacienda Avenue connecting Winchester Boulevard and Dell Avenue. A new connection to Winchester Boulevard at this location along with a signalization would likely reduce delays at the Winchester Boulevard/Knowles Drive and Winchester Boulevard/Hacienda Avenue intersections and would also provide a more reasonable block structure in the Plan Area. While it would create benefits, a new road at this location would require construction of a new at-grade crossing of the railroad tracks. The construction of new at-grade vehicular crossings are challenging for many reasons, so further study and coordination with other agencies will be required to determine if the benefit of this improvement would outweigh associated costs and concerns. Specifically, the following items should be considered for an at-grade crossing:

- **Show feasibility and need for the crossing**
- **Identify constraints to a grade-separated crossing**
- **Show that other existing crossings are not sufficient**
- **Determine estimated usage**
- **Coordinate with stakeholders affected by the potential crossing, including UPRR**
- **Determine in coordination with the California Public Utilities Commission an agreement regarding future maintenance**

*Potential Elimination of Vandell Way and Division Street as Public Streets*

Depending on the design of new private development near Division Street and Vandell Way, it may be appropriate to consider elimination or relocation of these public streets. It should be noted that elimination of Division Street as part of a future development project will need to continue to provide for pedestrian access to the proposed Railway Multi-use Path. Elimination or relocation of these roadways or transfer to private control and maintenance would require cooperation of owners of properties currently depending on Division Street for access.

### *Parking Recommendations*

All new development in the Plan Area will adhere to City standards to ensure that adequate parking is provided. Core Tech professional offices should follow the parking standards for professional offices in the City standards. If future projects change tenants, the future tenants will be required to accommodate the parking needs of their employees on-site or demonstrate how, through the use of Transportation Demand Management (TDM) programs, parking needs can be reduced.

### *Electric Vehicle Parking Stations*

New development projects are encouraged to provide electronic vehicle (EV) charging stations for use by employees and residents in non-residential and residential projects, respectively. This practice is in keeping with Bay Area Air Quality Management District guidelines aimed at reducing greenhouse gases (GHGs).

## Streetscape Concept

The Dell Avenue area will be a neighborhood of interconnected streets consisting of unifying streetscape elements. To accomplish this, the DAAP includes recommendations for appropriate lane widths, sidewalk widths, bicycle facilities, and other elements. Streetscape improvements, likely to be carried out in individual segments, should seek to establish strong pedestrian and bicycle facilities that promote multimodal circulation. Streetscape elements should be uniform in character in order to provide a consistent Dell Avenue style that helps to create a unique identify for the Plan Area. For example, similar colored pavements, crosswalk painting, curb extensions, textures, and other elements should be used. Consistency in character and design is most important on Dell Avenue, Hacienda Avenue, and Knowles Drive, since these streets will be critical in defining the public image of Dell Avenue. More detailed streetscape improvement recommendations are provided in Chapter 3.

Stormwater planters, which help to manage rainwater runoff, are proposed along Dell Avenue.

# 3

# LAND USE & DEVELOPMENT STANDARDS

This chapter provides land use regulations and development standards for all new development in the Plan Area. The regulations and standards in this chapter are intended to result in a built environment that helps to retain and attract high-tech uses. The requirements are also intended to facilitate an attractive, high-quality built environment and multimodal transportation network that is sensitive to its surroundings.

The development regulations in this chapter only apply within the Dell Avenue Plan Area. All new development and selected changes to land uses or structures must adhere to the provisions of this chapter. For zoning requirements or other regulations not expressly stated in this chapter, new development should refer to the Campbell Municipal Code. Where conflicts exist between development regulations in this chapter and the Campbell Municipal Code, the Dell Avenue Area Plan will be the ruling regulatory document.

This Chapter contains the following sections:

- DAAP Districts
- Permitted Uses by District
- Site Design and Building Standards
- Special DAAP-Waterfront Standards
- Special DAAP-Central Standards
- Special DAAP-West Standards
- Development Incentives for Core Tech Uses
    - Building Height Bonus
    - Administrative Site and Architectural Review
- DAAP Use Permit Process
    - Administrative Use Permits
    - Conditional Use Permits
- Nonconforming Uses and Structures Restrictions
- Streetscape Standards and Setback Character

## DAAP Districts

As shown in Figure 3-1, the Plan Area is divided into three distinct districts. Each district presents unique development opportunities and constraints that necessitate tailored regulations.

The ***DAAP-West District*** is intended to accommodate mixed-use buildings with ground-floor retail spaces facing Winchester Boulevard and upper-floor apartments and condominiums that transition appropriately to adjacent single-family neighborhoods to the west. The DAAP applies the goals, principles, and standards for mixed-use development outlined in the Winchester Boulevard Master Plan to the segment of Winchester Boulevard inside the Dell Avenue Plan Area. The standards outlined for the parcels in this District are therefore generally consistent with Winchester Boulevard Master Plan.

The ***DAAP-Central District*** is intended to primarily accommodate high-tech uses in new Class A office buildings at maximized building heights that incorporate business and retail service uses within ground-floor spaces focused along Dell Avenue. New development in this District is expected to contribute to the establishment of a pedestrian and bicycle circulation system that connects the future VTA light rail station and proposed Railway Multi-use Path with Dell Avenue.

The ***DAAP-Waterfront District*** is intended to primarily accommodate high-tech uses in new Class A office buildings at maximized heights that incorporates business and retail services uses within ground-floor spaces focused along Dell Avenue, but transition downward in scale and intensity at the Plan Area's border with Los Gatos Creek Park. The DAAP-Waterfront District is also intended to accommodate new restaurants and other active uses that orient toward Los Gatos Creek Park.

FIGURE 3-1 LAND USE DISTRICTS

## Permitted Uses

Table 3-1 shows the uses that are permitted (P) in each district, including those that require a Conditional Use Permit (C) or an Administrative Use Permit (AUP). The required processes for Conditional (C) and Administrative (AUP) uses are described later in the chapter.

TABLE 3-1 ALLOWED LAND USES

| Office and Research and Development | DAAP-Waterfront | DAAP-Central | DAAP-West |
|---|---|---|---|
| Core Tech Professional Offices * | P | P | P(2) |
| Core Tech Research and Development Facilities * (used for exclusive manufacturing or assembly in support of Core Tech Offices) | AUP | AUP | |
| Professional Offices | AUP | AUP | AUP |
| Biotechnology/Scientific Labs | AUP | AUP | |
| Medical Offices | C | C | |
| Research and Development Facilities | C | C | |
| **Retail Services** | | | |
| Restaurants and Cafes | P(1) | P(1) | P(2) |
| Convenience Markets/Stores (no greater than 4,000 square feet) | AUP(1) | AUP(1) | P(2) |
| Bars | C(1)(3) | C(1)(3) | C(2)(3) |
| Salons/Barber Shops | P(1) | P(1) | P(2) |
| Banks and Financial Services | P(1) | P(1) | P(2) |
| Childcare Facilities | C(1) | C(1) | C(2) |
| Commercial Health/Fitness Centers (no greater than 4,000 square feet) | P(1)(3) | P(1)(3) | P(2) |
| Dry Cleaning Facilities | P(1)(3) | P(1)(3) | P(2)(3) |

* Core Tech uses are defined in Chapter 2 of this Area Plan. The Community Development Director may determine that additional uses not expressly mentioned in Chapter 2 qualify as a Core Tech use, provided that the uses are substantially similar in nature, and not specifically identified as belonging to another use designation.

(1) Only allowed as an ancillary use within a mixed-use project.

(2) Only allowed on ground floor.

(3) No more than one is allowed within a single development project.

TABLE 3-1 ALLOWED LAND USES (CONTINUED)

| Business Services | DAAP-Waterfront | DAAP-Central | DAAP-West |
|---|---|---|---|
| Printing and Publishing Services (no greater than 4,000 square feet) | P(1) | P(1) | P(2) |
| Shipping Services (no greater than 4,000 square feet) | P(1) | P(1) | P(2) |
| Office Supply Sales (no greater than 4,000 square feet) | P(1) | P(1) | P(2) |
| Computers and Electronics Sales and Services (no greater than 4,000 square feet) | P(1) | P(1) | P(2) |
| Hotels | | | C |
| Catering Services (must provide retail service) | P(1) | P(1) | P(1) |
| Travel Agencies | P(1) | P(1) | P(1) |
| Employment Services | P(1) | P(1) | P(1) |
| **Commercial and Manufacturing** | | | |
| Food and Beverage Product Manufacturing (must provide retail, restaurant, or "tasting room" component; manufacturing component cannot be greater than 10,000 square feet.) | P(1) | P(1) | |
| Core Tech Product Assembly (no more than 30,000 total square feet and provided as a larger Core Tech office development) | P | P | |
| Core Tech Component Manufacturing (no more than 30,000 total square feet and provided as a larger Core Tech office development) | P | P | |
| Pharmaceuticals Manufacturing | C | C | |
| **Public Facilities** | | | |
| Libraries | C | C | C |
| Post Office (no greater than 6,000 square feet) | P(1) | P(1) | P(2) |

(1) Only allowed as an ancillary use within a mixed-use project.
(2) Only allowed on ground floor.

TABLE 3-1 ALLOWED LAND USES (CONTINUED)

| Residential | DAAP-Waterfront | DAAP-Central | DAAP-West |
|---|---|---|---|
| Multi-family Residential | | | P(4)(5) |
| Townhomes | | | P(4) |
| **Infrastructure** | | | |
| Light Rail and Transit Facilities | P | P | P |
| Park 'n' Ride Facilities | C | C | C |
| Wireless Telecommunications Facilities | C | C | C |

(4) No more than one commercial fitness center is allowed within a single development project.

(5) Residential portions of mixed-use projects shall provide a minimum of 50 percent of dwelling units as 1-bedrooms or studios.

## Site Design and Building Standards

This section provides site design and building standards applicable to all new development in the Dell Avenue area. General development standards are shown in Table 3-2 below. Table 3-3 provides setback standards. Building and site standards are shown in Table 3-4. Additional "Special District Standards" follow the General Development Standards. Core Tech Uses discussed in this section are defined in Chapter 2 of this Area Plan. Maximum FARs and residential densities listed below shall both be applied exclusive of one another to mixed-use developments that incorporate retail and residential uses.

| TABLE 3-2 DEVELOPMENT STANDARDS | DAAP-Waterfront | DAAP-Central | DAAP-West |
|---|---|---|---|
| **Maximum Height** | 60′ or 4 stories* | 60′ or 4 stories* | 45′ or 3 stories** |
| **Minimum Height** | 2 stories*** | 2 stories | 2 stories |
| **Minimum Ground Floor Height (Floor-to-Floor)** | 14′ | 14′ | 15′ |
| **Maximum FAR** | 1.5 | 1.5 | 1.5 |
| **Maximum Residential Density** | N/A | N/A | 27 du/ac**** |
| **Minimum Non-Residential Parking*****| Per City Zoning Code Chapter 21.28 | Per City Zoning Code Chapter 21.28 | Per City Zoning Code Chapter 21.28 |
| **Minimum Hotel Parking** | N/A | N/A | Per City Zoning Code Chapter 21.28 |
| **Minimum Residential Parking** | N/A | N/A | Per City Zoning Code Chapter 21.28 |

* See below for height incentives that would increase maximum allowed building height to 75 feet.

** Special height requirements for development west of Winchester Boulevard and adjacent to existing residential neighborhoods are discussed in the following sections.

*** Except for new single-story structures that are allowed within the 75-foot Waterfront Setback Zone discussed in the following section, provided the Community Development Director determines that the proposed use and building design activates the waterfront.

**** Density bonus may allow greater densities than 27 dwelling units per acre pursuant to Chapter 21.20 of the Campbell Municipal Code.

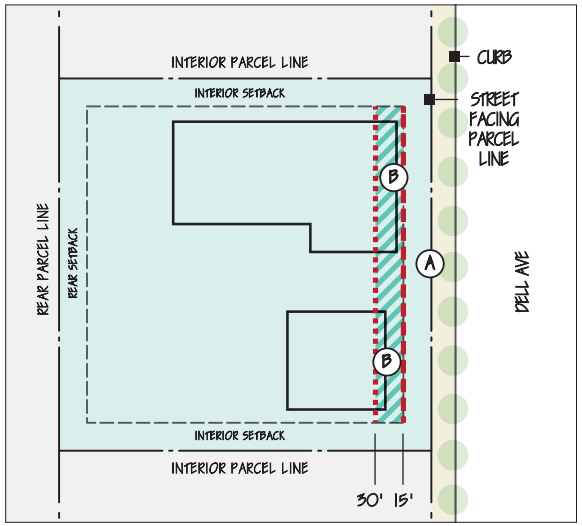
***** If new developments demonstrate that they can incorporate a combination of the Transit Demand Management (TDM) measures and programs, or other mechanisms such that parking demand is reduced, a reduction of the required parking commensurate with the reduced demand shall be available in accordance with the parking modification provisions in Chapter 21.28 of the Campbell Municipal Code. If any of the uses on the property subsequently change after the initial approval, the new users will be required to accommodate the parking needs of their employees on-site.

| TABLE 3-3 SETBACK STANDARDS | DAAP-Waterfront | DAAP-Central | DAAP-West |
|---|---|---|---|
| **Minimum Setbacks (Maximum Setbacks)** | | | |
| Dell Avenue | 15 feet (30 feet maximum) | 15 feet (30 feet maximum) | N/A |
| Hacienda Avenue | N/A | 10 feet (20 feet maximum) | N/A |
| Division Street | N/A | 10 feet | 5 feet |
| Knowles Drive | N/A | 10 feet (20 feet maximum) | N/A |
| Winchester Boulevard | N/A | N/A | 5 feet |
| Vandell Way | N/A | 10 feet | N/A |
| Parr Avenue | N/A | N/A | 5 feet |
| Chapman Drive | N/A | N/A | 5 feet |
| Future Publicly Accessible Access Roads | 10 feet | 10 feet | 10 feet |
| **Build-To Zone for Dell Avenue, Hacienda Avenue, Knowles Drive, and Potential New Street** (Connecting Dell Avenue to Winchester Boulevard)* | Street-facing building facades shall be sited within the Build-To Zone for a minimum of 60 percent of the street-facing parcel line (15'-30' for Dell Avenue) | Street-facing building facades shall be sited within the Build-To Zone for a minimum of 60 percent of the street-facing parcel line (15'-30' for Dell Avenue, 10'-20' for Hacienda Avenue, Knowles Drive, and Potential New Street) | N/A |
| **Minimum Interior Setbacks (Includes Rear or Interior Side) **** | 15 feet | 15 feet | Rear: 8 feet<br>Interior Side: 5 feet |

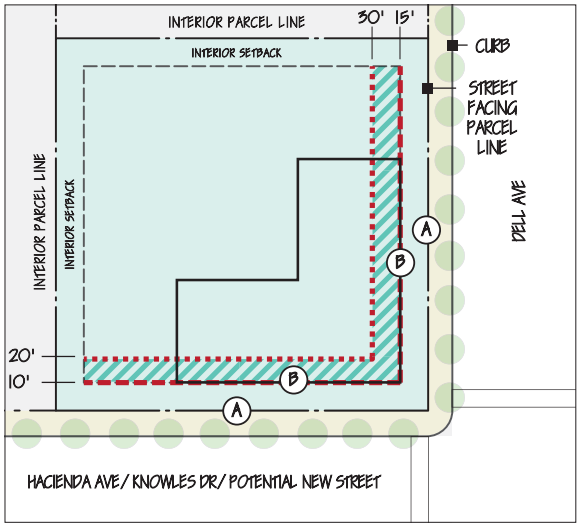
* See Figure 3-2. Provided that a project is in compliance with required Build-To Zones, secondary buildings can be placed on the site to the rear of the front buildings. If the primary façade(s) of a development project are not long enough to satisfy the Build-To Zone requirement for a given street frontage, the Community Development Director can lower the required percentage. In no circumstances are surface parking lots allowed in the Build-To Zone. For projects that front Dell Avenue and also Hacienda Avenue, Knowles Drive, or Potential New Street, and where façade(s) are not long enough to satisfy the Build-To Zone requirements for both streets, Dell Avenue shall be prioritized. For project sites that are not in full compliance with Build-To Zone requirements, future expansions and new buildings must be constructed in compliance with applicable Build-To Zone requirements prior to adding buildings to the interior of a site.

** See special standards and requirements for each district in the following section.

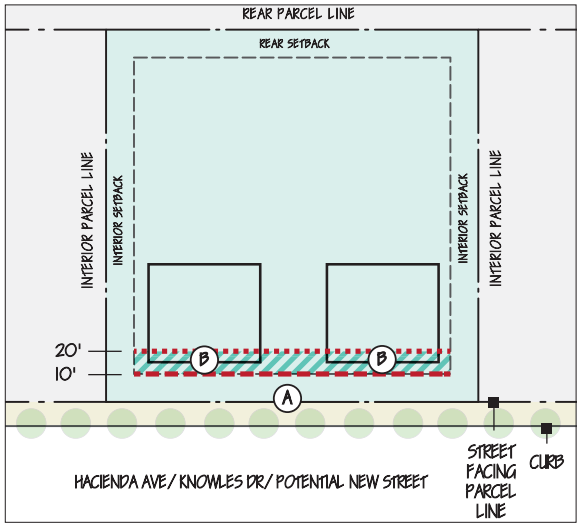
## FIGURE 3-2 BUILD-TO ZONE (DELL AVE, HACIENDA AVE, KNOWLES DR, OR POTENTIAL NEW STREET)




Dell Avenue interior parcel




Dell Avenue corner parcel (intersecting with Hacienda Avenue/Knowles Drive/ Potential New Street




Hacienda Avenue/Knowles Drive/Potential New Street interior parcel

--- MINIMUM FRONT SETBACK LINE

----- MAXIMUM FRONT SETBACK LINE

BUILD-TO ZONE

(A) STREET-FACING PARCEL LINE (DELL AVE, HACIENDA AVE, OR KNOWLES DR)

(B) STREET-FACING BUILDING FACADES SHALL BE PERMITTED TO OCCUR IN A VARIETY OF CONFIGURATIONS, PROVIDED THAT THE COLLECTIVE LENGTH OCCUPIES A MINIMUM OF 60% OF THE STREET-FACING PARCEL LINE.

| TABLE 3-4 BUILDING AND SITE STANDARDS | DAAP-Waterfront | DAAP-Central | DAAP-West |
|---|---|---|---|
| **Building Coverage, Open Space, and Landscaping** | | | |
| Maximum Building Coverage | 80% | 80% | 80% |
| Minimum Required Open Area (Landscape and Hardscape Areas)* | 20% | 20% | 20% |
| Parking Lot Landscaping** | 25 square feet per parking space | 25 square feet per parking space | 25 square feet per parking space |

* Paved surfaces shall not exceed 10 percent of overall site area.

** Parking lots with 25 parking spots or less are exempt from this requirement.

## Special DAAP-Waterfront Standards

The following standards apply to parcels in the DAAP-Waterfront District.

### Minimum Building Height Exception

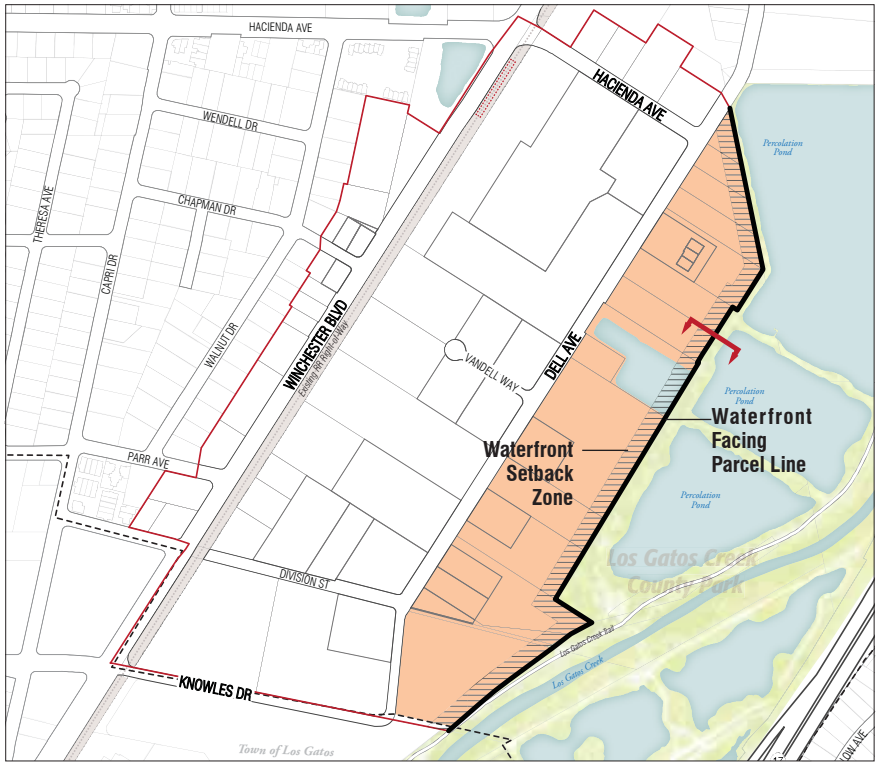
In the DAAP-Waterfront District, all new buildings must be a minimum of two stories tall. However, new single-story structures are allowed within the 75-foot Waterfront Setback Zone discussed below (Waterfront Transition Standards) provided the Community Development Director determines that the proposed use and building design activates the waterfront.

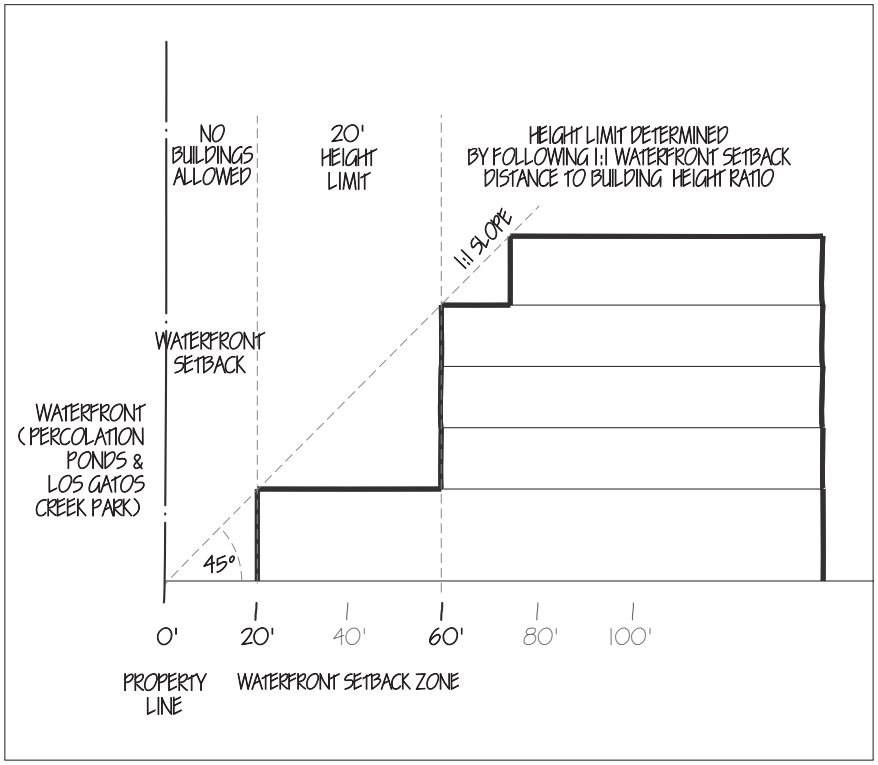
### Waterfront Transition Standards (along Los Gatos Creek Park)

As illustrated in Figure 3-3, special Waterfront Transition Standards are required:

- No buildings shall be permitted within the 20-foot Waterfront Setback area.
- Building heights shall be limited to a maximum of 20 feet when placed between 20 feet and 60 feet of the Waterfront Facing Parcel Line. Roof deck railings, flag poles, plantings, patio umbrellas or other similar structures shall be allowed above the 20-foot maximum provided that no additional floor area is provided above the 20-foot maximum.
- Building heights shall not exceed a 1:1 ratio of distance from the Waterfront Facing Parcel Line to building height.

FIGURE 3-3 WATERFRONT TRANSITION STANDARDS



## Required East-West Multi-Use Path

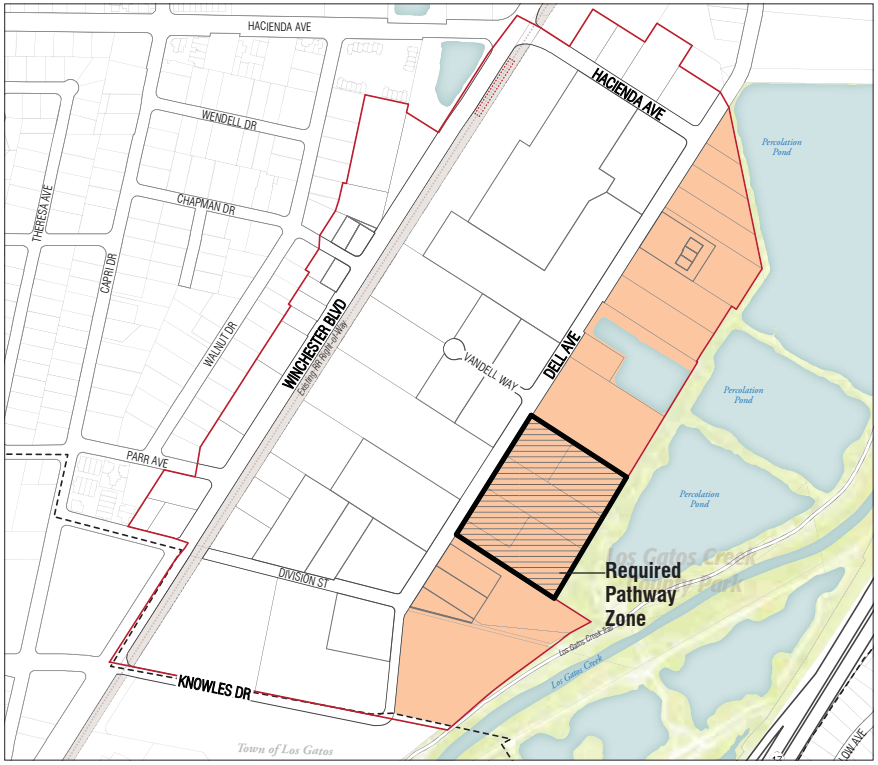
New development must provide a multi-use path between Dell Avenue and the Los Gatos Creek Park if located within the Required Pathway Zone shown on Figure 3-4. The path must include at least one publicly accessible and ADA compliant pedestrian crossing from the Plan Area to Los Gatos Creek Park across the engineered ditch just east of the Plan Area boundary. If a project does not control adequate area to construct a path, sufficient side setbacks should be provided and maintained such that the setback may later be used to facilitate the completion of a path. If a full path is later established at an alternative location within the Required Pathway Zone, the interior side setback area can be used for landscaping, parking or other purposes.

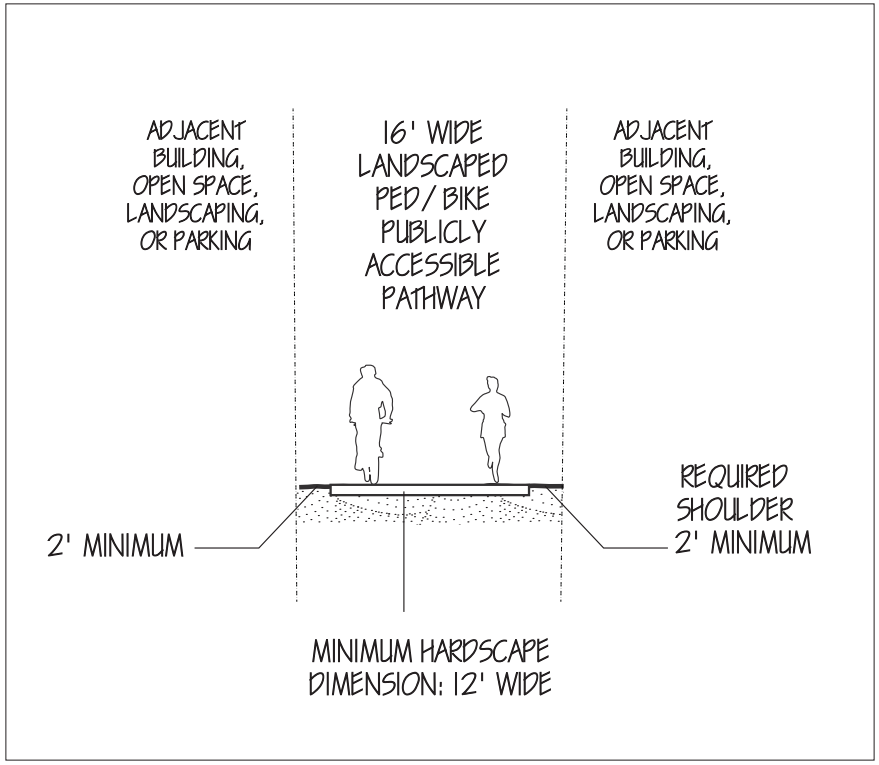
As illustrated in Figure 3-4, the path shall be consistent with the following standards:

- Shall include a minimum hardscape width of 12 feet to accommodate pedestrians and bicycles
- Shall be adequately protected and designed to avoid vehicular conflicts
- Shall be clearly marked and signed at intersections with public streets
- Shall be buffered from adjacent buildings, open spaces, or parking areas on either side by a 2-foot landscaped "shoulder"

The provision of this path is considered a condition of approval for the first development project that can feasibly provide a fully connected path in the Required Pathway Zone as determined by the Community Development Director.

FIGURE 3-4 REQUIRED PATHWAY ZONE



## Special DAAP-Central Standards

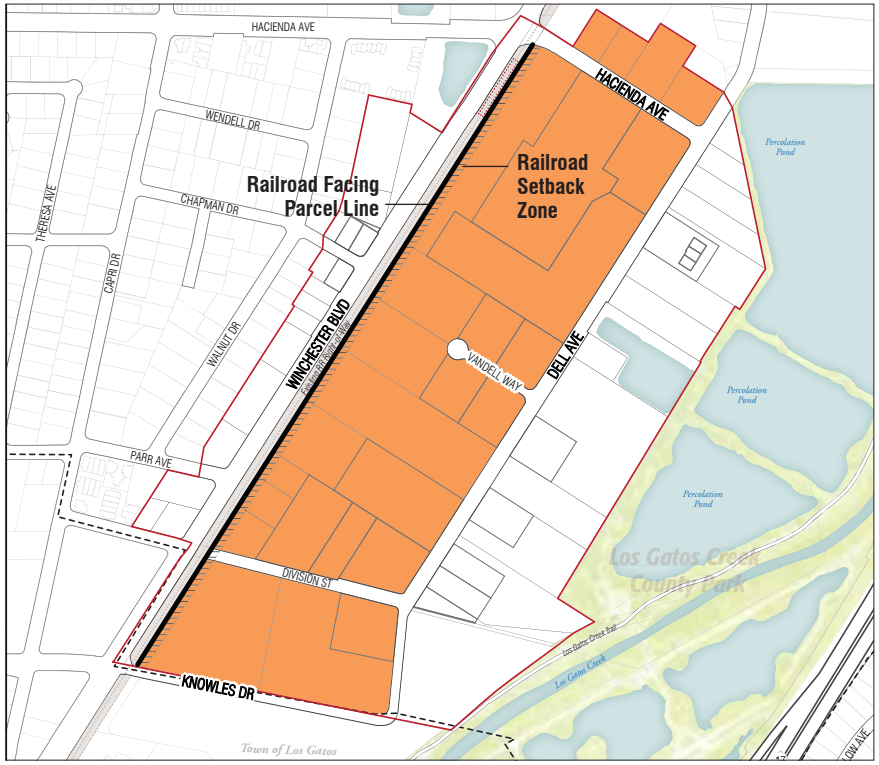
The following standards apply to parcels in the DAAP-Central District.

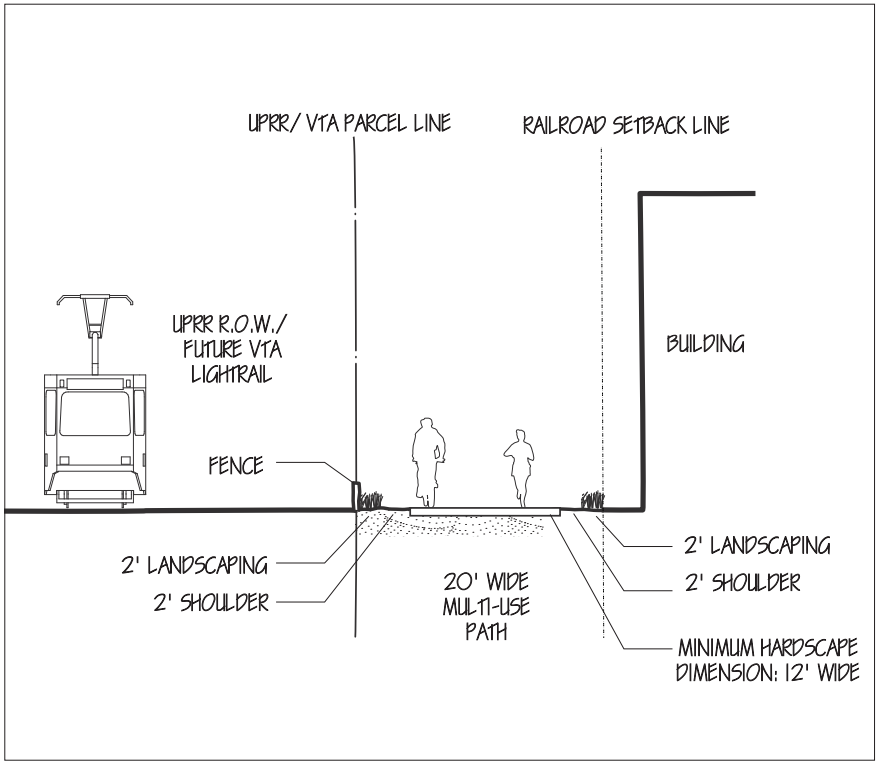
### Railroad Setback Requirement

As shown in Figure 3-5, new development on properties adjacent to the Railroad Facing Parcel Line shall set back all new structures a minimum of 20 feet from this line to provide the Railway Multi-Use Path described in Chapter 2. Private development shall initially maintain the setback in preparation for construction of a multi-use path. As illustrated in Figure 3-5, the path shall be consistent with the following standards:

- Shall include a minimum hardscape width of 12 feet to accommodate pedestrians and bicycles
- Shall be clearly marked and signed at intersections with public streets and connections with Required East-West Multi-Use Paths
- Shall be buffered from the Railroad Facing Parcel Line with fencing, landscaping, and shoulders consistent with Figure 3-5
- Shall provide low level lighting to illuminate the Railway Multi-use Path during early nighttime commute hours

FIGURE 3-5 RAILROAD SETBACK ZONE



## Required East-West Multi-Use Paths

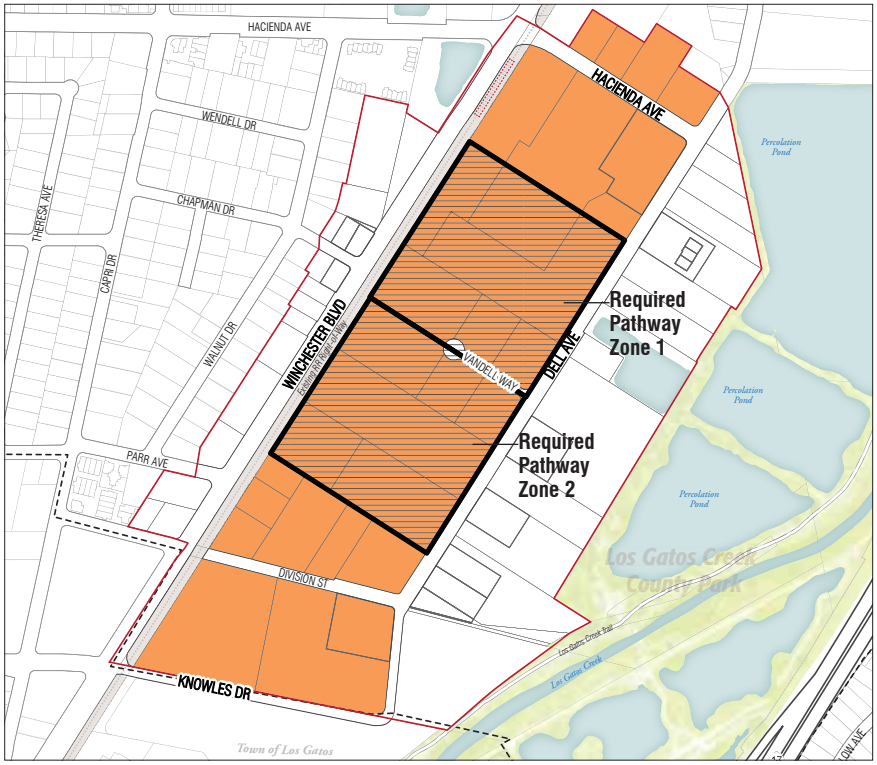
New development must provide a pedestrian path between the proposed Railway Multi-Use Path and Dell Avenue if located within a Required Pathway Zone shown on Figure 3-6. The path must include at least one publicly accessible and ADA compliant connection to both the Railway Multi-Use Path and Dell Avenue. If a project does not control adequate area to construct a path, sufficient side setbacks should be provided and maintained such that a setback may later be used to facilitate the completion of a path. If a full path is later established at an alternative location within the Required Pathway Zone, the interior side setback area can be used for landscaping, parking or other purposes.

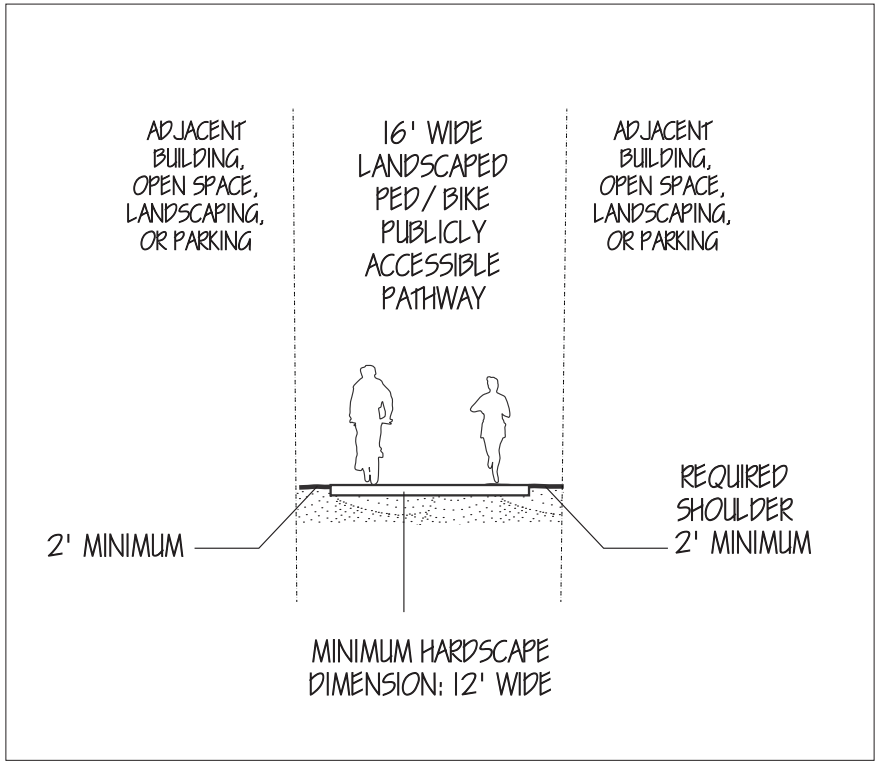
As illustrated in Figure 3-6, the path shall be consistent with the following standards:

- Shall include a minimum hardscape width of 12 feet to accommodate pedestrians and bicycles
- Shall be adequately protected and designed to avoid vehicular conflicts
- Shall be clearly marked and signed at intersections with public streets
- Shall be buffered from buildings and parking areas with a minimum of 2 feet of landscaping

The provision of this path is considered a condition of approval for the first development project that can feasibly provide a fully connected path in the Required Pathway Zone as determined by the Community Development Director.

**FIGURE 3-6 REQUIRED PATHWAY ZONE**



## Special DAAP-West Standards

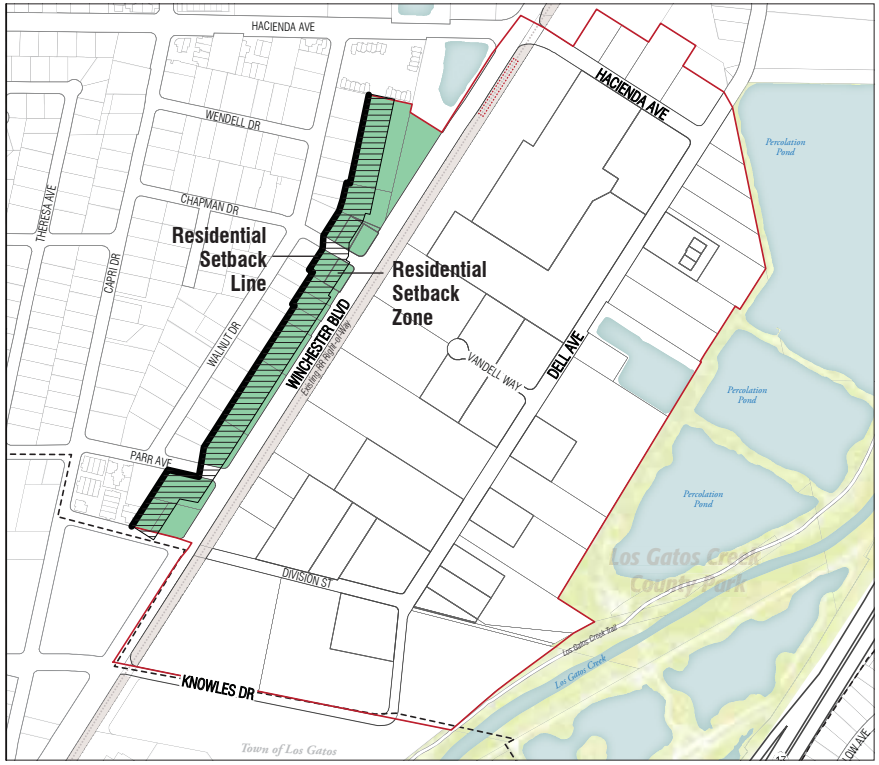
The following standards apply to parcels in the DAAP-West District.

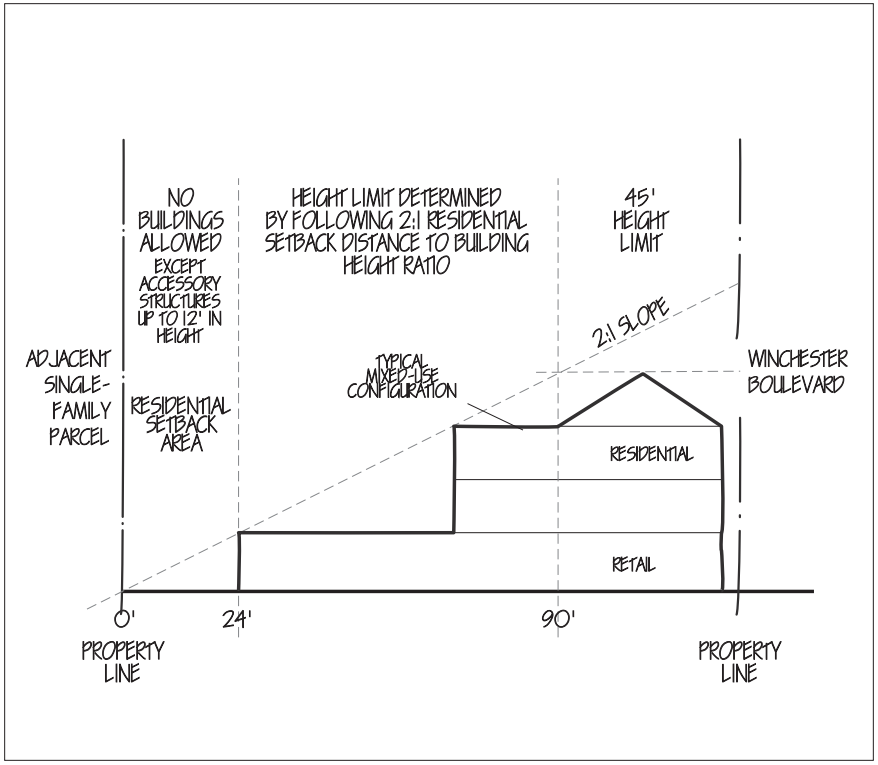
### Neighborhood Transition Standards

As illustrated in Figure 3-7, development on parcels in the DAAP-West District shall adhere to special development requirements to ensure adequate downward transition in development scale to adjacent single-family residential development:

- No buildings, with the exception of accessory structures (such as trash enclosures or bicycle storage) limited to a maximum of 12 feet in height, shall be permitted in the 24-foot Residential Setback area.
- No commercial or retail activity shall be permitted in the 24-foot neighborhood setback area with the exception of parking, access, storage, or loading.
- Building heights shall follow a "wedding-cake" model in Figure 3-7 by locating taller building elements along the street frontage.
- Future development must maintain a 2:1 ratio of distance from the Residential Setback Line (Residential Setback Distance) to building height, with the exception of accessory structures as stated above.

FIGURE 3-7 NEIGHBORHOOD TRANSITION STANDARDS



## Development Incentives for Core Tech Uses

This section describes development incentives available for Core Tech development projects. Core Tech Uses are defined in Chapter 2 of this Area Plan.

### Building Height Bonus

In the DAAP-Waterfront and DAAP-Central Districts, an increase in maximum allowable height to 75 feet or 5 stories is allowed for projects that provide one of the amenities listed below.

- A publicly accessible open space (as defined below), such as a programmed park, plaza, open space, amphitheater, or other outdoor amenity of 7,000 square feet or greater associated with a new Core Tech development project. Target locations and criteria for publicly accessible open spaces are provided below.
- A waterfront-facing retail project built along the edge of Los Gatos Creek Park within the DAAP-Waterfront District and within the Waterfront Setback Zone as part of a larger Core Tech development project.
- Renovation of an existing building (including single-story buildings) to accommodate a tech-oriented incubator space as part of a larger Core Tech development project.
- Consolidation and development of two or more parcels under separate ownership for a Core Tech development project. Final development site shall result in a minimum increase of 50 percent of the size of the largest of the parcels being consolidated.

#### *Priority Amenity*

The Community Development Director shall prioritize public open space amenities over other amenities to establish up to three public open spaces of 7,000 square feet or greater within the Plan Area. Priority locations are as follows:

- A central location on Dell Avenue (preferably on the parcel identified for the proposed "Central Open Space" in Chapter 2)
- A location within 200 feet of the Dell Avenue/Hacienda Avenue intersection
- A location within 200 feet of the Dell Avenue/Knowles Drive intersection

#### *Exceptions*

Please note that development projects which design and construct the entire length of the Railway Multi-use Path from Hacienda Avenue to Knowles Drive and/or the required East-West Multi-use Paths from the Railway Multi-Use Path to Dell Avenue identified above shall be permitted to build projects up to 75 feet in height without providing one of the amenities listed above. Easements, dedications, and publicly accessible open spaces provided as incentives shall be included in the calculation of overall maximum FAR.

#### *Definition of Publicly Accessible Open Space*

Publicly accessible open spaces are defined as follows for the Dell Avenue area:

- Public open spaces are defined as programmed, usable, and accessible open spaces that are visually and architecturally distinct from a larger site design with a minimum dimension of 10,000 square feet.
- The public open space requirement may be fulfilled within setbacks; however; if the open space is placed within the front setback, it must be at least 20 feet deep as measured from the direction of the street-adjacent parcel line.
- Public open space may be a combination of both hardscape and landscape where neither component may exceed 70 percent of the total makeup.
- Public open spaces must include a combination of shade trees, benches, pedestrian lighting, and small plazas.

### Administrative Site and Architectural Review

Permitted Core Tech development projects are eligible for Administrative Site and Architectural Review. Administrative Site and Architectural Review procedures are per the provisions of Chapter 21.42 of the Campbell Zoning Ordinance. Core Tech development projects shall be determined by the Community Development Director based on the definition provided in Chapter 2.

## DAAP Use Permit Process

The following describes the process required for uses requiring Administrative Use and Conditional Use Permits.

### Administrative Use Permit Process

This section describes the process by which a use requiring an Administrative Use Permit in Table 3-1 above will be reviewed and approved in the Plan Area. Administrative Use Permits are required for uses that do not precisely qualify as a Core Tech Use as defined in Chapter 2 of this Area Plan, but that do not detract from the professional office character desired for the area. For these uses, the Community Development Director is the approval authority. The process for Administrative Use Permit approval must be consistent with the Administrative Decision Process outlined in Chapter 21.71 of the Campbell Municipal Code and should also follow the provisions below.

#### *Application Filing, Process, and Review*

- Filing. An application for an Administrative Use Permit shall be filed with the Community Development Department in compliance with Chapter 21.38 (Application Filing, Processing and Fees).
- Contents. The application shall be accompanied by detailed and fully dimensioned site plans, and/or any other data/materials identified in the Community Development Department handout for Conditional Use Permit applications.
- Applicant's Responsibility. It is the responsibility of the applicant to establish evidence in support of the findings required by Section 21.46.040 (Findings and Decision) below.
- Project Review Procedures. Following receipt of a completed application, the Community Development Director shall make an investigation of the facts bearing on the case to provide the information necessary for action, consistent with the purpose of this chapter.

#### *Findings and Decision*

An Administrative Use Permit shall be approved, with or without conditions, only if the Community Development Director first finds that:

- The proposed use is allowed within the applicable DAAP District with Administrative Use Permit approval, and complies with all other applicable provisions of the DAAP and the Campbell Municipal Code;
- The proposed use is consistent with the General Plan;
- The proposed site is adequate in terms of size and shape to accommodate the fences and walls, landscaping, parking and loading facilities, yards, and other development features required in order to integrate the use with uses in the surrounding area;
- The proposed site is adequately served by streets of sufficient capacity to carry the kind and quantity of traffic the use would be expected to generate;
- The design, location, size, and operating characteristics of the proposed use are compatible with the existing and future land uses on-site and in the vicinity of the subject property; and
- The establishment, maintenance, or operation of the proposed use at the location proposed will not be detrimental to the comfort, health, morals, peace, safety, or general welfare of persons residing or working in the neighborhood of the proposed use, or be detrimental or injurious to property and improvements in the neighborhood or to the general welfare of the city.

#### *Conditions and Time Limits*

The Community Development Director may take the following actions in approving an application:

- Impose Conditions of Approval. The Community Development Director may impose conditions of approval, as deemed reasonable and necessary under the circumstances, to carry out the intent of this Dell Avenue Area Plan and the Campbell Municipal Code.

- Impose Time Limits. The Community Development Director may impose time limits within which the conditions of approval shall be fulfilled and the proposed development started or completed.
- Valid 10 days. The decision shall become valid ten days following the date of approval in compliance with Campbell Municipal Code Chapter 21.56, (Permit Implementation, Time Limits, and Extensions) unless appealed, in compliance with Campbell Municipal Code Chapter 21.62 (Appeals).

#### *Notification of Decision*

- Written Notification to Applicant. Written notification of the decision of the Community Development Director shall be provided to the applicant following a decision pursuant to Section 21.42 of the Campbell Municipal Code.
- Notification Shall Include Conditions and Time Limits. In the case of approval, the notification shall include all conditions and time limits imposed by the Community Development Director.

#### *Post Decision Procedures*

The procedures relating to appeals, changes, expiration, performance guarantees, and revocation that are identified in Article 5 (Zoning Code Administration) and those identified in Chapter 21.56 (Permit Implementation, Time Limits, and Extensions) shall apply following the decision.

### Conditional Use Permit Process

Uses requiring a Conditional Use Permit in the Dell Avenue area shall follow the requirements for Conditional Use Permits as described in Chapter 21.46 of the Campbell Municipal Code.

## Nonconforming Uses and Structures

Special restrictions for nonconforming uses and structures in the DAAP-Central and DAAP-Waterfront Districts are described below. Nonconforming uses and structures in these Districts within the Plan Area shall be subject to the following provisions, which in some cases are more restrictive than restrictions for nonconforming uses identified in Chapter 21.58 of the Campbell Municipal Code. Changes to nonconforming uses and structures are also subject to requirements in this section. Wherever a conflict exists between restrictions required by Chapter 21.58 of the Campbell Municipal Code and the Dell Avenue Area Plan, the provisions in the Dell Avenue Area Plan shall apply.

### Nonconforming Uses

#### *Change in Use*

A nonconforming use can only be changed to a Permitted Use as shown in Table 3-1. Nonconforming uses and structures cannot be changed to another nonconforming use or structure, regardless of whether the proposed use is deemed to be of lesser intensity.

#### *Discontinued Use*

A nonconforming use that is abandoned, discontinued, or has ceased operations for a continuous period of at least 180 days shall not be re-established on the site and further use of the structure or parcel shall comply with all of the regulations of the Dell Avenue Area Plan and all other applicable provisions of the City's Zoning Code. Intent to resume a nonconforming use shall not confer the right to do so.

#### *Evidence of Abandonment*

Evidence of abandonment shall include, but is not limited to, the actual removal of equipment, furniture, machinery, structures, or other components of the nonconforming use, the turning-off of the previously connected utilities, or where there are no business receipts/records available to provide evidence that the use is in continual operation.

#### *Notice and Appeal*

Upon determination of a discontinuance based on the evidence of abandonment, the Community Development Director shall send a notice by certified mail to the owner as shown on assessor's tax roll and post a notice on the property, stating the property's loss of nonconforming status. The property owner may appeal the determination of discontinuance within 30 days of the notice. Within 60 days of the receipt of an appeal, the City Council shall hold a public hearing to determine the nonconforming status of the property.

## Nonconforming Structures

### *Purpose*

This section is intended to limit the number and extent of nonconforming structures by prohibiting their being altered, enlarged, or moved, and by prohibiting their restoration after destruction. Eventually, all nonconforming structures are to be altered or eliminated to conform to all applicable provisions of this Dell Avenue Area Plan and the Campbell Zoning Code, with the exception of single-story structures being used as tech-related incubator space.

### *Continuation of Structure*

A nonconforming structure, lawfully constructed before the enactment of rezoning, reclassification, or change of regulations may be continued only in compliance with the provisions of this chapter.

### *Maintenance and Repairs*

Except as otherwise provided in this chapter, a nonconforming structure may be maintained and repaired provided no structural alterations are made except those required by law or ordinance. Repairs and maintenance include repainting, roof repairs, utility panel upgrades, and other similar alterations.

Repairs or alterations otherwise required by law shall be allowed. Reconstruction required to reinforce unreinforced masonry structures or to comply with building code requirements shall be allowed without the cost limitations identified under "Reconstruction after damage or destruction" below; provided the retrofitting and code compliance are limited exclusively to compliance with earthquake safety standards and other applicable building code requirements, including the applicable provisions of state law (e.g., Title 24, California Code of Regulations).

### *Additions, Enlargements, and Moving*

A nonconforming structure shall not be added to or enlarged in any manner, except if the structure is retained as part of a larger development project on the same parcel which is consistent with the DAAP's vision; all other requirements of this Area Plan being met, including allowable uses and development standards.

No nonconforming structure shall be moved in whole or in part to any other location on the parcel unless every portion of the structure is made to conform to all applicable provisions of this Dell Avenue Area Plan or the Campbell Municipal Code.

### *Reconstruction After Damage or Destruction*

A nonconforming structure that is involuntarily damaged or partially destroyed by earthquake, fire, flood, wind, or other calamity or act of God or the public enemy, clearly beyond the control of the property owner, may be reconstructed in compliance with the building code, only as follows:

- Cost does not exceed 75 percent. A nonconforming structure which is involuntarily damaged or partially destroyed to the extent that the cost of restoration does not exceed 75 percent of the cost of construction of a comparable new structure (as determined by the building official) may be restored or reconstructed; provided, the restoration is started within twelve months of the date of damage, and the restoration is completed within twelve months thereafter;
- Cost exceeds 75 percent. In the event the cost to repair the damage or destruction exceeds 75 percent of the cost of construction of a comparable new structure (as determined by the building official) no repairs or reconstruction shall be made unless every portion of the structure is made to conform to all applicable provisions of this Dell Avenue Area Plan and the Campbell Municipal Code

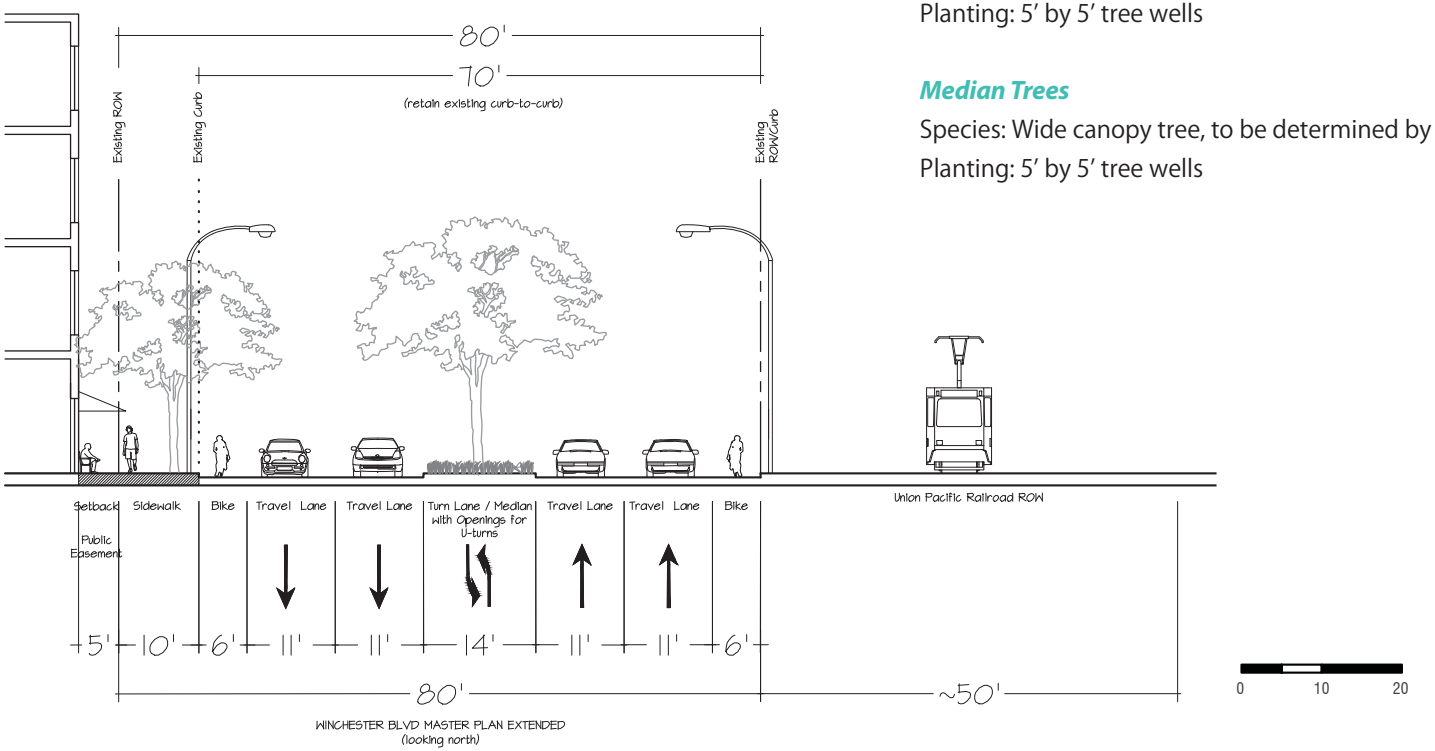
### *Core Tech Uses Moving Into Nonconforming Structures*

In the event that a Core Tech Use moves into a nonconforming structure, the structure shall be allowed to continue as a nonconforming structure until such time that a use other than a Core Tech Use is proposed to occupy the structure.

## Streetscape Standards and Setback Character

The Plan Area's image will be created in large part by the character of its streets. To this end, this section establishes standards for streetscape improvements in the Plan Area. Standards are provided for existing streets and potential new streets. Streetscape improvements in the Plan Area shall be triggered per the criteria identified in the Streetscape Standards in Appendix A2 of the Campbell General Plan. Specifications not identified below should defer to the Streetscape Standards in the General Plan. The specific details of new streetscape improvements will require further site specific study as the Plan Area redevelops so these standards should be viewed as a starting point or guide for future physical improvements. In some cases additional dedication of private property along roadways will be required to achieve the streetscape standards identified below.

The character of required setbacks desired along specific roadways is also provided below.




### Winchester Boulevard

Winchester Boulevard will be improved following closely the recommendation of the Winchester Boulevard Master Plan, which strives to create a vibrant mixed-use, pedestrian-oriented street, lined with ground-level businesses in the north part of the corridor. Bringing this idea to the southern part within the Plan Area, Winchester Boulevard will have wide sidewalks and setback requirements for new development, creating an even wider pedestrian realm. Travel widths will be narrowed to accommodate bicycle lanes and a tree-lined center median.

#### *Setback Character*

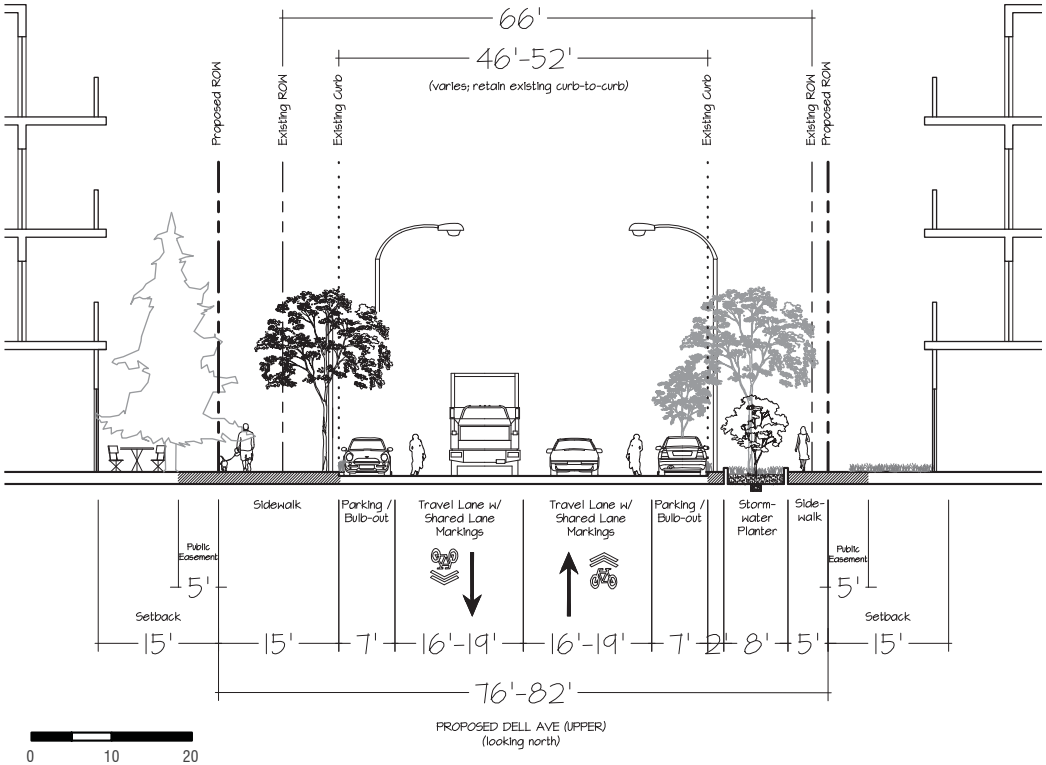
The 5-foot setback area should be used to extend the hardscape public sidewalk width to 15 feet.

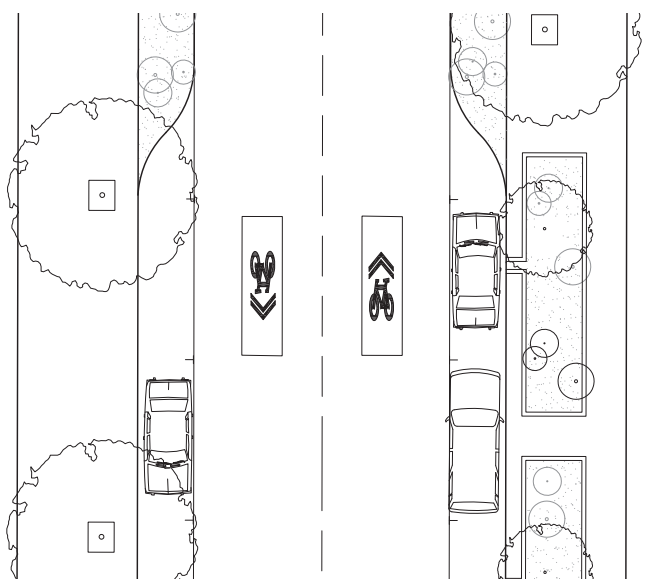
#### *Street Trees*

Species: Wide canopy tree, to be determined by Public Works Director
Desired Spacing: 40' on center
Planting: 5' by 5' tree wells

#### *Median Trees*

Species: Wide canopy tree, to be determined by Public Works Director
Planting: 5' by 5' tree wells



## Dell Avenue (between Division and Hacienda)

Dell Avenue, between Division Street and Hacienda Avenue, will incorporate considerable pedestrian elements, including wide 15-foot sidewalks, to reinforce walkability, but will retain wide travel widths to accommodate share space for cars and bicycles. Other larger vehicles may wish to use Dell Avenue, such as buses and employment shuttles, an increasingly used alternative of tech companies. At major intersections and mid-block crossings, Dell Avenue will include curb extensions and wide sidewalks to incorporate landscaped swales for stormwater management and additional furnishings for pedestrians. Stormwater planters within the sidewalk at certain locations will provide additional landscaping and stormwater management opportunities.

### *Setback Character*

The 15-foot setback area along Dell Avenue should be used to provide a combination of hardscape and landscape areas. This area is appropriate for accommodating small plazas, outdoor seating areas associated with ground-floor retail uses, and landscaping features that incorporate drought tolerant plants and permeable surfaces. Where landscaping is provided in the setback, hardscape paths should provide access to building entries.

### *Street Trees*

Type: Medium canopy tree, to be determined by the Public Works Director
Desired Spacing: 40' on center
Planting: 5' by 5' tree wells

### *Stormwater Management*

Stormwater Planters: At certain locations alternating between either side of the street, to be determined where feasible, utilize stormwater planters for water treatment, infiltration, and/or flow retention, depending upon soils and hydrologic conditions.

### *Bulb-outs*

Locations: At corners, mid-block crossings, and for providing additional stormwater planters.
Desired Width: 6'
Desired Minimum Length: 20'

## Dell Avenue (north of Hacienda)

This section of Dell Avenue is intended to continue improved bicycle and pedestrian facilities north as it connects to areas north of the Plan Area. This portion of Dell Avenue will have buffered bicycle lanes and connect to nearby multi-use paths outside of the Plan Area.

### *Setback Character*

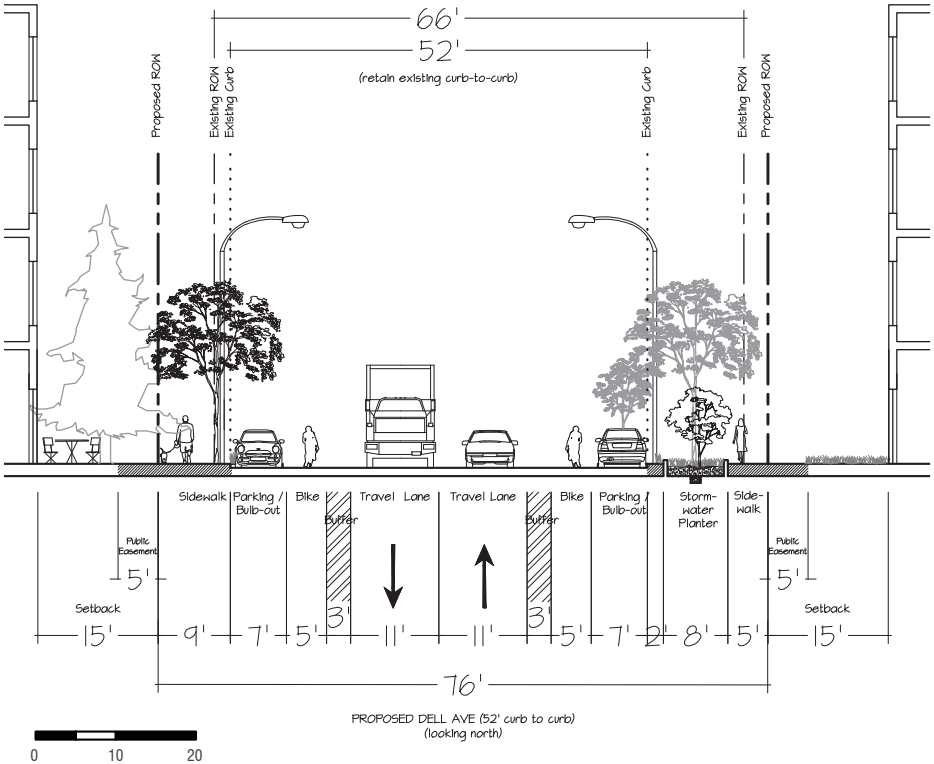
The 15-foot setback area along Dell Avenue should be used to provide a combination of hardscape and landscape areas, appropriate for accommodating small plazas, outdoor seating areas associated with ground-floor retail uses, and landscaping features that incorporate drought tolerant plants and permeable surfaces. Where landscaping is provided in the setback, hardscape paths should provide access to building entries.

### *Street Trees*

Type: Medium canopy tree, to be determined by the Public Works Director
Desired Spacing: 40' on center
Planting: 5' by 5' tree wells

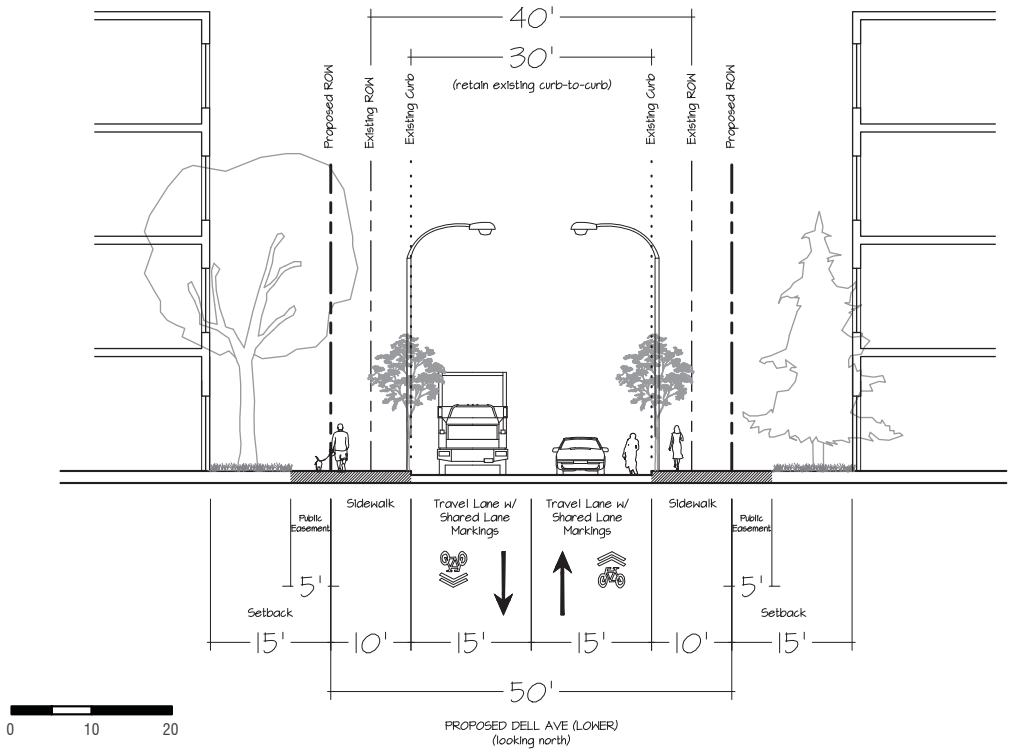
### *Stormwater Management*

Stormwater Planters: At certain locations, to be determined where feasible, utilize stormwater planters for water treatment, infiltration, and/or flow retention, depending upon soils and hydrologic conditions.



At appropriate locations, stormwater planters will provide stormwater management opportunities

Bulbouts at certain intersections will provide additional stormwater management opportunities




## Dell Avenue (south of Division)

This section of Dell Avenue is intended to further the character of the northern section to the extent feasible, while recognizing that a limited right-of-way provides constrains the provision of the north section's configuration. This portion of Dell Avenue will contain 10-foot sidewalks and shared travel and bicycle lanes.

### *Setback Character*

The 15-foot setback area along Dell Avenue should be used to provide a combination of hardscape and landscape areas. This area is appropriate for accommodating small plazas, outdoor seating areas associated with ground-floor retail uses, and landscaping features that incorporate drought tolerant plants and permeable surfaces. Where landscaping is provided in the setback, hardscape paths should provide access to building entries.

### *Street Trees*

Species: Small canopy deciduous tree to be determined by Public Works Director

Desired Spacing: 40' on center

Planting: 5' by 5' tree wells

## Hacienda Avenue

Hacienda Avenue will connect travelers to Dell Avenue from Winchester Boulevard. Travel lanes will be narrowed to accommodate buffered bicycle lanes to provide safe connection from Winchester Boulevard to Los Gatos Creek Trail. Hacienda Avenue's intersection with Dell Avenue will consist of curb extensions incorporating landscaped swales for stormwater management opportunities and additional furnishings for pedestrians.

### *Setback Character*

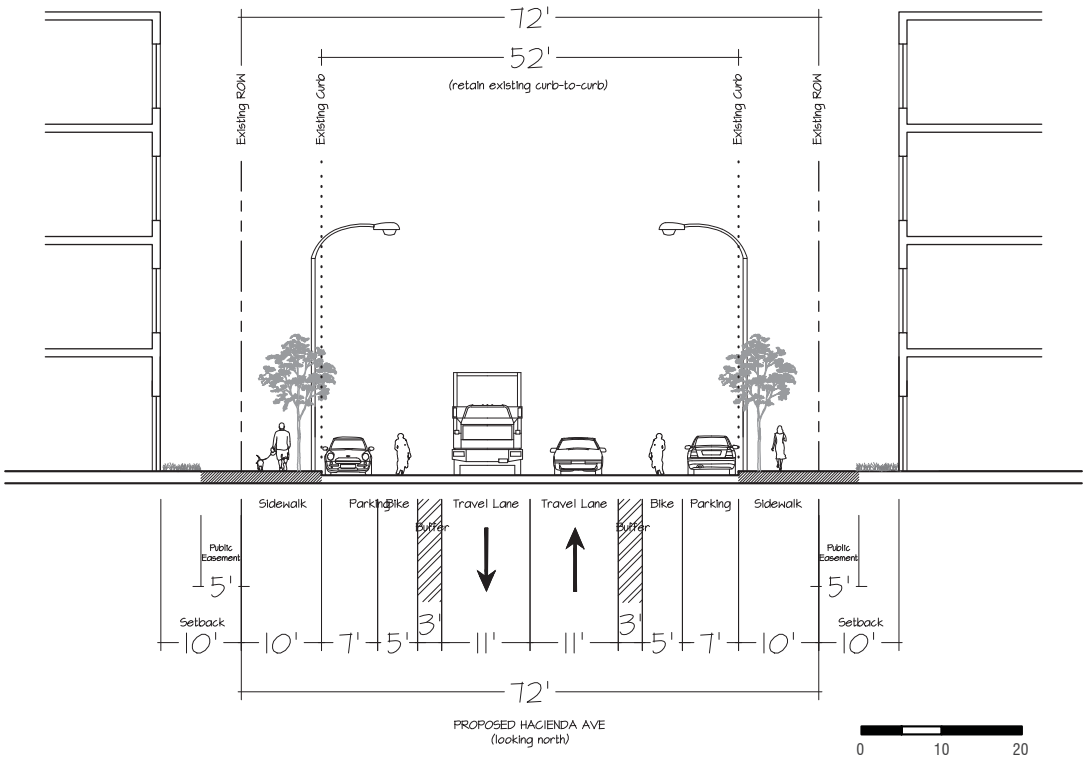
The 10-foot setback area along Hacienda Avenue is intended to be used primarily for landscaping, however hardscape areas should be provided to access entries and for special entry features, such as plazas.

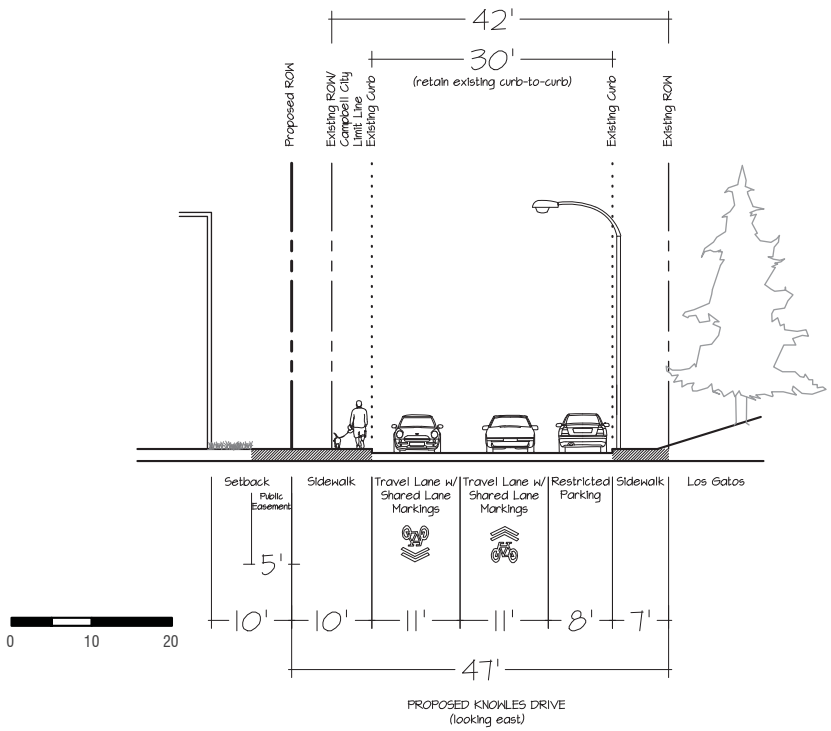
### *Street Trees*

Species: Medium canopy deciduous tree, to be determined by the Public Works Director

Desired Spacing: 40' on center

Planting: 5' by 5' tree wells






## Knowles Drive

Knowles Drive will continue to provide access into Dell Avenue from the southern approach via Winchester Bouelvard. A 10-foot sidewalk should be created on the north side of the street, without moving the curb or narrowing the roadway. Sharrow markings should also be provided for bicycles. While Knowles Drive will be a critical bicycle route to connect Winchester Boulevard to Los Gatos Creek Park.

It should be noted that the existing Knowles Drive right-of-way is located completely within the Town of Los Gatos and therefore any changes to the street should be coordinated with the Town.

### *Setback Character*

The 10-foot setback area along Knowles Drive is intended to be used primarily for landscaping, however hardscape areas should be provided to access entries and for special entry features, such as plazas.

### *Street Trees*

Species: Medium canopy deciduous tree, to be determined at the discretion of Public Works Director

Desired Spacing: 40' on center

Planting: 5' by 5' tree wells

## Division Street

Unless eliminated as part of private development as discussed, Division Street should provide access for pedestrians and bicyclists connecting from the proposed Railway Multi-use Path along the railroad to Dell Avenue. The street should consist of sidewalks and shade trees, and be restriped with prominent sharrow markings for bicyclists.

### *Setback Character*

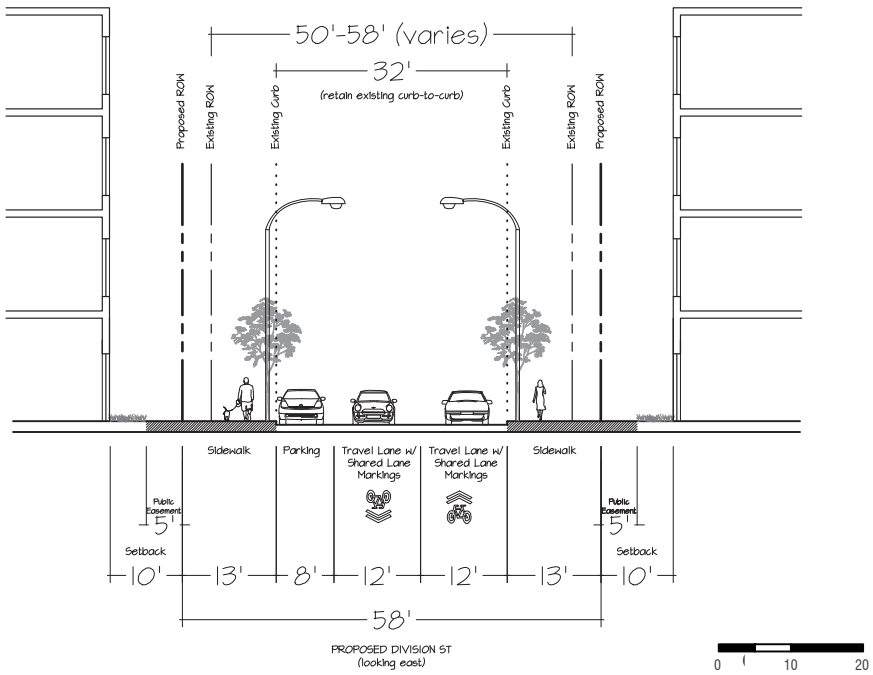
The 10-foot setback area along Division Street is intended to be used primarily for landscaping, however hardscape areas should be provided to access entries and for special entry features, such as plazas.

### *Street Trees*

Species: Small canopy deciduous tree, to be determined at the discretion of Public Works Director

Desired Spacing: 40' on center

Planting: 5' by 5' tree wells




## Vandell Way

Vandell Way should continue to provide access to the properties that currently rely on the roadway, unless it is eliminated or relocated as part of a larger development or circulation project. The street should include widened sidewalks, appropriate street lighting, and street trees.

### *Setback Character*

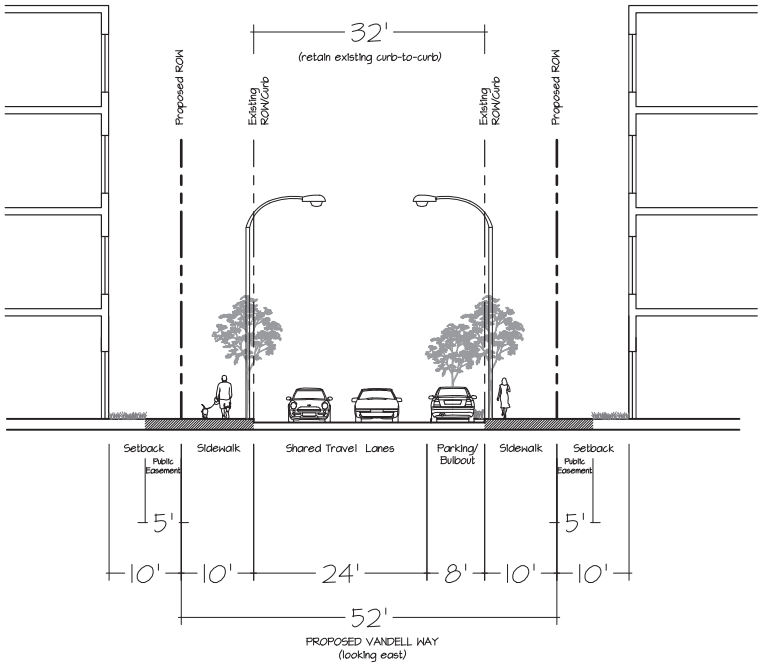
The 10-foot setback area along Vandell Way is intended to be used primarily for landscaping, however hardscape areas should be provided to access entries and for special entry features, such as plazas.

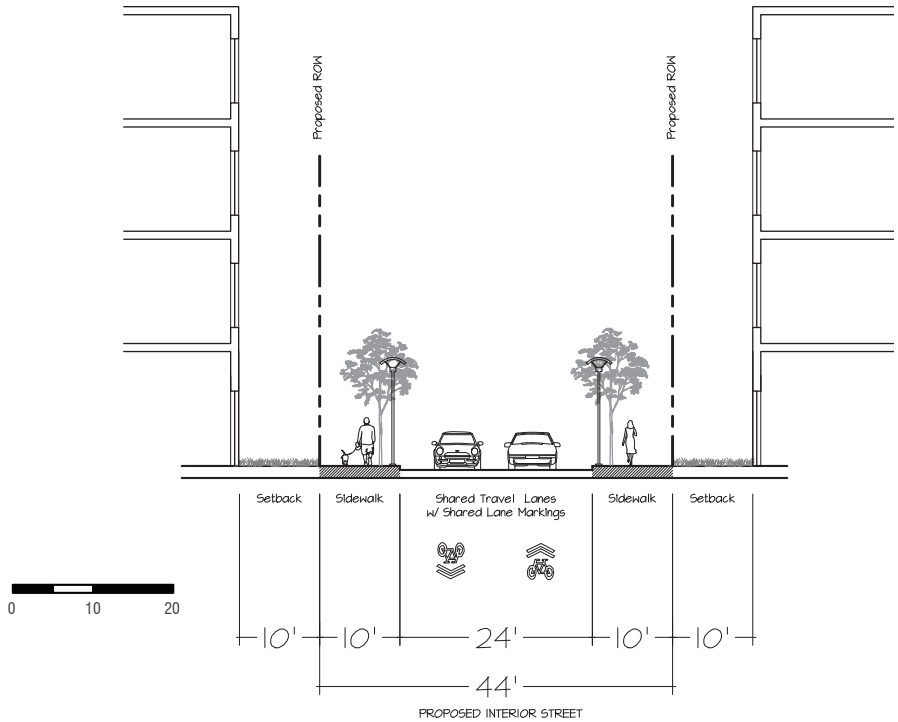
### *Street Trees*

Species: Small canopy deciduous tree, to be determined at the discretion of Public Works Director

Desired Spacing: 40' on center

Planting: 5' by 5' tree wells






## Future Publicly Accessible Access Roads

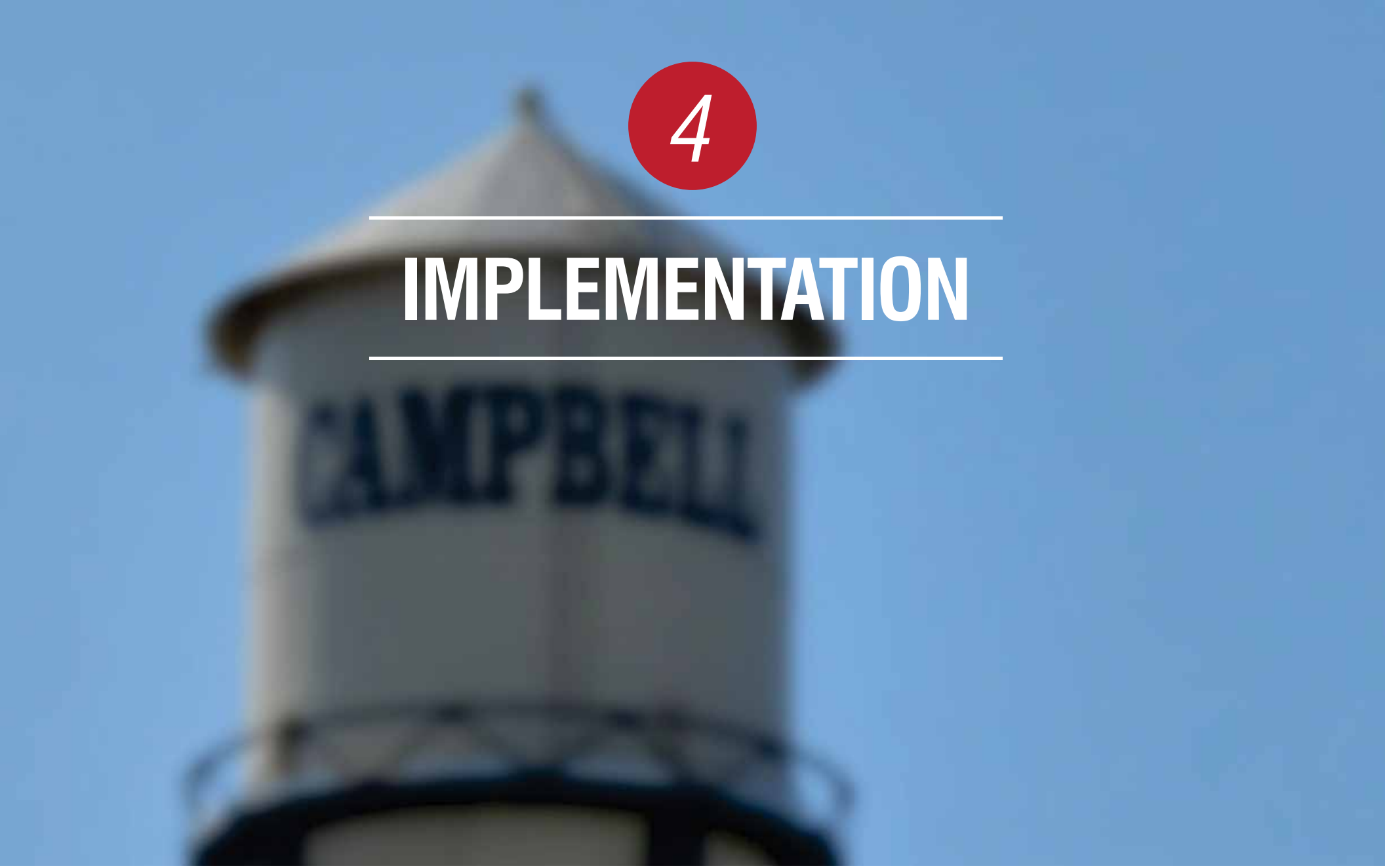
Developers may choose to include access roads as part of site designs. The following standards are intended to ensure that access roads function appropriately for vehicles and pedestrians. These access roads will be privately owned and maintained.

### *Street Trees*

Species: Small canopy deciduous tree, to be determined by Public Works Director

Desired Spacing: 40' on center

Planting: 5' by 5' tree wells




# 4

# IMPLEMENTATION

This chapter provides the program by which the DAAP will be implemented. It includes cost estimates for public street and intersection improvements and the identification of potential funding sources, as well as near-term initiatives for consideration by the City.

## Requirements for Adoption

The following technical steps must be completed in association with the adoption of the Dell Avenue Area Plan.

### General Plan Amendments

Adoption of the DAAP requires amendments to the General Plan to adopt land use designations that are consistent with the DAAP. Other General Plan amendments may include changes to the following General Plan maps:

- Figure LUT-2: General Plan Land Use Diagram
- Figure LUT-3: Roadway Classifications Diagram
- Figure LUT-4: Bicycle System
- Figure LUT-8: Campbell Special Project Areas
- San Tomas Area Neighborhood Plan (STANP) Amendment: Adoption of the Dell Avenue Area Plan requires an amendment to the San Tomas Area Neighborhood Plan to remove the area in the STANP that is also covered by the DAAP. Since the STANP is incorporated into the Campbell General Plan, these changes are part of the broader General Plan Amendment to ensure consistency between the General Plan and the DAAP.

All General Plan amendments must be adopted concurrently with the Area Plan.

### Zoning Amendment

Adoption of the DAAP requires an amendment to the City's Zoning Ordinance to create a new DAAP Zoning classification. This "DAAP Zone" will stipulate in the City's Zoning Code that zoning regulations that apply to the Plan Area are explained in the Dell Avenue Area Plan. Some requirements in the Citywide Zoning Ordinance will continue to apply to new development in the Plan Area, but if there are any conflicts between these two documents, the DAAP takes precedence. This amendment will be adopted concurrently with the Area Plan.

### California Environmental Quality Act Requirements

The Campbell City Council certified the Environmental Impact Report (EIR) for the Dell Avenue Area Plan on _____ __, 2015. The City's action to certify the EIR did not constitute approval of the DAAP. Rather, it indicates that the EIR has been completed in compliance with the California Environmental Quality Act (CEQA), and that the EIR was presented to and reviewed by the City's decision-makers and the public prior to Plan approval.

### Mitigation Monitoring Program and CEQA Findings

Public Resources Code Section 21081.6 requires that a "reporting or monitoring program be designed to ensure compliance during project implementation." The adopted program shall apply to changes made to the project or conditions of project approval in order to mitigate or avoid significant effects on the environment. The monitoring program provides a brief summary of the required mitigation for impacts attributable to the project, identifies the party responsible for monitoring the project's compliance with the mitigation measure, and identifies at what point or phase of the project the mitigation measure is to be completed.

## Public Improvements Cost Estimates

The DAAP identifies a series of public improvements to advance the overall vision, as well as mitigate development-related impacts. These improvements include intersection improvements and street reconfigurations to enhance traffic circulation, accommodate bicycle travel, and improve streetscapes, such as new sidewalks.

Table 4-1 lists public improvements at a total cost of approximately $12.1 million, based on constant 2015 dollars.

Examples of assumed streetscape improvement costs used in the cost estimates above include sidewalks, landscaping, curb and gutter, medians and bulbouts, roadway restriping, furnishings, lights, cobrahead relocation, and street trees.

| TABLE 4-1 PUBLIC IMPROVEMENTS COSTS | Cost |
|---|---|
| Streetscape Improvements | $9,300,000 |
| Traffic Improvements* | $2,400,000 |
| Waterfront Promenade | $400,000 |
| **Total** | **$12,100,000** |

* Includes installation of traffic signal at Hacienda Avenue/Dell Avenue and Dell Avenue/Sunnyoaks Avenue

Traffic improvement costs include the new traffic signals at the Dell Avenue/Hacienda Street intersection and the Dell Avenue/Sunnyoaks Avenue intersections. Promenade improvement costs include new decomposed granite paving for the multi-use path. All costs are order of magnitude estimates. An allowance has been made for electrical undergrounding of utilities: however, no infrastructure surveys were completed, and there may be other costs to address existing undergrounded utilities that may be impacted by improvements. Costs include a 20 percent soft cost and 20 percent contingency to account for site specifics that are not addressed in the order of magnitude costs.

### Equitable Financing Mechanisms

The costs mentioned above could be financed using a variety of sources and mechanisms, the most likely of which are described in more detail below. For larger public improvements benefitting all property owners in the Plan Area, financing mechanisms should be established to ensure that each property is responsible for their pro-rata share of costs. A given development's share of improvement costs could be established based on formulas to be developed. For example, property owners may be required to pay the costs of specific benefits based on the amount of land or square footage of a given development project, or perhaps by the relative benefit received by a given public improvement.

## Utility Infrastructure Improvements

### Water Supply and Distribution

Potable water is provided to Campbell by the San Jose Water Company (SJWC). SJWC's service area encompasses 139 square miles, including most of San Jose, most of Cupertino, the entire Cities of Campbell, Monte Sereno, Saratoga, the Town of Los Gatos, and parts of unincorporated Santa Clara County. SJWC obtains its water from three sources of potable supply: groundwater, imported treated surface water, and local surface water. Water is distributed to properties via a system of pipes, primarily located in existing street rights-of-way.

To estimate the demand for water at the build out of the Area Plan, the CalEEMod model was run to generate water use (see CEQA document for more details). The model used conservative default assumptions regarding water use, which lead to a high estimation of actual water demand for the Area Plan at buildout. The total increased water demand at buildout of the Area Plan is estimated to be 1.694 millions of gallons/day (mgd) (or 1,898 acre feet per year).

In the Plan Area, water is supplied to properties by a 12" main in Dell Avenue, as well as a parallel 6" main in Dell Avenue from Hacienda Avenue to Vandell Way. Based on a conversation with Jacob Walsh, P.E., of the San Jose Water Company on November 11, 2014, it appears that these mains provide sufficient pressure for both water use and fire flows, and there should not be a need for major area-wide improvements to the supply system.

Individual development projects will be responsible for connections to the water mains and other site specific requirements. Future developers must apply to the San Jose Water Company with project requirements for water use, as well as requirements for fire flow, from Santa Clara County, and pay a required deposit. SJWC will conduct engineering studies as required and provide a cost estimate to the developer. After a development agreement is created, SJWC will make the improvements and charge the cost of improvement at straight construction cost to the developer.

### Wastewater

Sewer service in Campbell and the Plan Area is comprised of a system of pipes and facilities owned and maintained by several entities, including private landowners, the City of Campbell, the West Valley Sanitation District (WVSD), and the San Jose/Santa Clara Water Pollution Control Plant (SJ/SCWPCP). The sewer pipes are owned and maintained by the WVSD, whose service area encompasses 28.4 square miles. Private landowners own and maintain on-site laterals that connect wastewater to laterals and sewer mains owned and operated by the WVSD. The sewer pipes typically run along City-owned rights-of-way.

The WVSD reportedly has 1.2 mgd available capacity for their customers, which will be allotted on a first-come first-serve basis. (Reference: Aki Snelling, Planning Manager, City of Campbell Community Development Department, email to Bruce Brubaker, Placeworks, September 25, 2013.)

Using the conservative CalEEMod default assumption that 100 percent of the net increase in indoor water demand for the Area Plan becomes wastewater, the estimated net increase in wastewater generation rate from the Area Plan at buildout will be 0.974309 mgd (see CEQA document for more details). This analysis is additionally conservative in that it is likely that less than 100 percent of potable water demand will become wastewater, and the estimated water demand itself does not account for future conservation measures that can be expected to reduce water demand.

According to Alan Kam, Senior Engineer at West Valley Sanitation District, the Plan Area is served by an existing 24" waste trunk line in Winchester Boulevard. A scheduled Capital Improvement Project will replace the Winchester Boulevard line with a new pipe in 2018, but will not upsize it. Other sewer lines in the Plan Area are located within Dell Avenue, Hacienda Avenue, Vandell Way, Division Street and Knowles Drive. These lines are scheduled for upgrading in a Capital Improvement Project in 2025. According to Alan Kam, the backbone infrastructure should be sufficient to meet the needs of the Plan Area. New development projects will be responsible for upgrading the local lines feeding the trunk lines in the Plan Area if necessary.

### Stormwater

The City of Campbell maintains a system of laterals and storm drain pipes that drain runoff into Los Gatos Creek and San Tomas Aquino Creek, which ultimately drain into San Francisco Bay. The storm drains in Campbell are designed to handle a 5-year storm event and the City collects fees from developers to defray the costs of constructing additional storm drain facilities. The Santa Clara Valley Water District provides regional storm drainage for the Santa Clara Valley and maintains the creeks through which rainwater runoff is channeled into San Francisco Bay. The SCVWD also owns and maintains 85 acres of groundwater recharge facilities along Los Gatos Creek within the City of Campbell that recharge the regional groundwater basin.

While an increase in impervious surfaces could result in an increase in stormwater runoff that could exceed the capacity of existing or planned stormwater drainage systems, the entire Plan Area is already developed, so it is highly unlikely that the Area Plan will result in an increase in impervious surfaces. Storm Drainage System Analysis (Reference: Storm Drainage System Analysis, Barrett Consulting Group, August 5, 1994) indicates that due to the City's existing storm drainage system being designed for the five-year storm, there are many existing deficiencies in meeting 10-year storm flows. However, the two major areas of concern from that report, the Leigh Avenue area between Hamilton Avenue and the City limits, and the Union Avenue area between Campbell Avenue and the southern City limits, are not in the proximity of the Dell Avenue Area Plan's boundary.

New development or redevelopment projects will be responsible for constructing adequately sized storm drainage systems to convey on-site stormwater runoff to existing storm drain facilities.

### Dry Utilities

Pacific Gas and Electric Company (PG&E) provides electricity and natural gas services to Santa Clara County, including the City of Campbell. PG&E is a publicly traded utility company which generates, purchases, and transmits energy under contract with the California Public Utilities Commission. PG&E owns and maintains above and below ground networks of electric and natural gas transmission and distribution facilities throughout the city. Both natural gas and electrical services are available throughout the Plan Area.

PG&E gas transmission pipeline systems serve approximately 4.2 million gas customers in northern and central California. The system is operated under an inspection and monitoring program. The system operates in real time on a 24-hour basis, and includes leak inspections, surveys, and patrols of the pipelines. A new program, the Pipeline 2020 Program, aims to modernize critical pipeline infrastructure, expand the use of automatic or remotely-operated shut-off valves, catalyze development of next-generation inspection technologies, develop industry-leading best practices, and enhance public safety partnerships with local communities, public officials, and first responders. The PG&E gas transmission pipeline nearest to the Plan Area is located beneath Winchester Boulevard.

Given the scale of the Dell Avenue Area Plan buildout over 25 years, it is possible that new electrical connections, switches and/or transformers might be required

to serve new structures and/or handle additional loads in the proposed Plan Area. In this case, PG&E will review needs on a project by project basis, and make improvements as necessary.

#### *Funding Utility Undergrounding*

The undergrounding of electrical utilities is envisioned as a part of the DAAP's vision for area wide improvements and beautification. The cost of PG&E undergrounding is anticipated to be paid for by developers or landowners, unless a source of public funding becomes newly available.

For large projects or developments, PG&E provides opportunities for developers to initiate the undergrounding process through their 20B program. Through this program, PG&E provides the undergrounding at a cost to the developer, less a credit for the equivalent of an overhead system. It is recommended that multiple property owners collaborate and apply through the 20B program at a single time in order to maximize efficiencies related to cost and design.

## Potential Funding Sources

The DAAP includes a range of public streetscape and roadway improvements at an estimated cost of $12.1 million, identified in Table 4-1. It will be incumbent on the City to pursue an array of funding sources and financing mechanisms to implement the necessary public improvements to achieve the vision in this Plan. These mechanisms are complex and are tied to many factors outside the control of the City of Campbell, including market and economic cycles, State and federal funding availability, etc. This precludes the ability to immediately establish a detailed timeline for development and related infrastructure improvements. Therefore, this funding review focuses on identifying the range of potential mechanisms available for delivering the major improvements necessary to realize the core elements of the Plan's vision.

### Development Impact Fees

Fees required by new development will provide funding to offset the costs of some of the improvements identified in the Dell Avenue Area Plan, such as intersection improvements for the Hacienda Avenue/Dell Avenue intersection to manage increased traffic from new development. The City should reconsider the current fee structures and potentially consider amendments to the fees if they are deemed inadequate. Any changes to the existing fee structures in the City or specifically in the Plan Area would require the completion of a nexus study.

### Developer Reimbursement Agreements

In some cases, a single developer may wish to construct projects that benefit more than their individual development. For example, a developer may wish to develop streetscape improvements on the side of the street adjacent to their property as well as the opposite side of the street. In such cases, the property owner or developer may agree, through a developer reimbursement agreement, to pay for the full cost of the offsite infrastructure improvement and be repaid as additional development occurs. In other words, the first developer could pay the upfront costs for improvements with subsequent developments reimbursing the initial costs borne by the first developer. The developer reimbursement agreement would stipulate the terms of such repayment.

If the cost of infrastructure improvements is to be repaid to a property owner, developer, or other entity that paid the upfront cost in an agreement between the City and a developer, the City may prohibit subsequent development under the Area Plan until the project applicant has paid the required infrastructure cost repayment fee in accordance with the terms of the developer reimbursement agreement.

### Assessment Districts

Assessment districts can finance the construction of public improvements on public property, public rights-of-way, and public easements. The public must pay for the portion of the improvements that provide general benefit to the public at large, but real property that receives a special benefit may be assessed for the costs, proportional to the level of benefit received. Assessment districts are intended to finance construction of physical improvements. They cannot pay for operations and maintenance, or additional services. If additional improvements are desired after an assessment district is established, the entire process is required for those additional improvements.

Assessment districts may be used to finance improvements in one of two general ways. The assessments may repay the City or an initial developer for the upfront costs of infrastructure. The City may also issue bonds pursuant to an assessment district and use the proceeds to fund the infrastructure improvements. The assessments could then be used to repay the bonds.

### Landscaping and Lighting Maintenance Districts

Landscaping and lighting maintenance districts (LLMD) can fund the construction of certain public improvements and the operation and maintenance of public improvements. LLMDs are authorized by the Landscaping and Lighting Act of 1972 (Streets and Highways Code section 22500 et seq.).

An LLMD requires an annual assessment process for any assessments other than previously approved assessments to pay previously approved and issued debt. The annual assessment process is similar to that used to establish assessment districts. An LLMD would be well suited to the operation and maintenance of parks and recreational and trail facilities within the Plan Area provided that there is property owner support.

### Community Facilities District

Community facilities districts (CFDs) can fund the planning, design, purchase, construction, expansion, improvement, or rehabilitation of capital facilities, defined as having a useful life of five or more years. CFDs can also fund the provision of a variety of public services, such as public safety, parks and recreation, schools, library and cultural facilities, landscape maintenance and lighting, flood control, and site remediation.

The Mello-Roos Community Facilities Act of 1982 (Government Code section 53311 et seq.) authorizes the establishment of CFDs. However, these districts are not assessment districts, as discussed in the previous section, and differ in several important ways. CFDs levy a special tax instead of a special assessment. This tax may be applied to the value of each property, rather than assessed based on the level of special benefit received. Because it is a special tax, a two-thirds majority vote is required to approve the levy of the special tax. Properties within the district do not have to be contiguous. Once a district is established, property owners would each receive a vote weighted by the acreage of their ownership.

## Next Steps

The City of Campbell should consider the following roadmap to aide in implementing the DAAP's concepts and goals to create a dynamic employment center in the Plan Area.

### Develop a Business Relocation Program

Consider development of a Displaced Business Relocation Program to assist existing Dell Avenue area businesses in locating to another part of the city. The goal of this program would be to retain Campbell businesses by helping owners succeed and grow at new Campbell locations by deferring or removing some of the costs associated with moving. The City's interest in providing this assistance is to retain commercial health and protect jobs in Campbell. The development of a program of this nature would need to include clear criteria for eligibility.

### Ensure Future Project Compliance with the DAAP

As discussed in Chapter 3 of the Area Plan, there are several regulations geared toward replacing existing light industrial and industrial uses with high-tech and high-tech-supportive uses. Enforcement of these regulations will require the City to monitor land uses and operations at in the Plan Area to ensure that the DAAP is being followed correctly. The City should consider the adoption of a monitoring system or incorporate the various regulations in the DAAP into the current compliance and established monitoring systems.

### Initiate More Detailed Streetscape Design Processes

As funding becomes available, the City should initiate a more detailed streetscape design process for Plan Area streets. This will likely include contracting for a consulting firm to conduct a more detailed streetscape design, including tree and planting species, furniture palettes, and pavement patterns for one or more streets in the Plan Area. After construction documents are prepared, the City can undergo a bid process to hire a contractor to construct the streetscape improvements.

### Initiate a Parking Management Plan

The City should consider creating a Dell Avenue Parking Management Plan in conjunction with developers to address parking challenges that could affect the Plan Area. The Program should explore in more detail the possibility of shared parking

between uses and develop a program by which this could take place. Furthermore, the Plan should include parking demand and car ownership reduction strategies, such as carsharing, subsidized transit, and unbundled residential parking. The Plan could include the creation of a Parking Management Program that would administer and operate private parking garages and on-street parking spaces as a shared system. The Program should seek to mitigate spillover parking in residential neighborhoods by reconsidering current on-street parking restrictions in the San Tomas area to the west of the Plan Area.

### Promote and Brand Dell Avenue

Dell Avenue should be branded as an emerging district for existing and new tech-oriented businesses. The branding should focus on marketing the attractiveness of Dell Avenue based on its comparative strengths to other potential locations, such as its proximity to open space and potential to connect to the VTA rail system.

#### *Marketing Collateral*

A unique branding suite should be developed that would include a logo, tagline, and other graphic material that would be used on flyers, signage, and other materials that would advertise the visions proposed in the Plan. Brochures, pamphlets, and electronic materials should be created to generate interest among developers and businesses about the progress and uniqueness of the DAAP and to show the City's commitment to the revitalization of the area. The City should consider creating new graphics, photo simulations, and renderings that visually communicate the possibility of Dell Avenue, such as scenes of buildings with nightlife and dining uses along the waterfront, a central open space set among modern office buildings, and green, sustainable development that integrates rail.

#### *Wayfinding*

A wayfinding system should be created in order to effectively and efficiently educate and guide travelers of paths, open spaces, and focal points in Dell Avenue. This wayfinding system would also help to brand and give the district a sense of place, especially at key gateways and intersections. The wayfinding system would incorporate branding strategies created for the marketing of Dell Avenue and would provide the streetscape with a unified feel. Functionally, the wayfinding system would provide motorists, bicyclists, and pedestrians direction through the site and to major companies, and to key open spaces and trails in the east.

### Coordinate with Business and Landowners

The City should continue to reach out to Plan Area landowners and businesses to educate them on the opportunities that the DAAP presents. The DAAP clearly states the vision for the area, but continued dialogue between the City and the private sector will be required to ensure successful implementation

### Prioritize Economic Development Efforts for Core Tech Businesses

The City should continue to prioritize economic development efforts and outreach initiatives aimed at retaining and attracting Core Tech businesses to Dell Avenue. This may include establishing relationships with existing local tech businesses and targeting new tech companies. This could include the development of an Economic Development Strategic Plan that would outline steps for City staff members to take to recruit and secure new businesses to the Dell Avenue area and could establish economic incentives for businesses wishing to relocate to Dell Avenue. The existing Campbell Economic Development Strategy could also be expanded to include targeted efforts for the Plan Area.

### Explore Implementation and Financing Strategies for Streetscape and Other Public Improvements

The City should take an active role in brokering agreements and relationships between multiple and interested property owners to finance the public improvements envisioned in the DAAP, in addition to the City's active role in securing funding sources necessary to implement this vision. The City should engage, encourage, and gather ready and able property owners to a critical mass such that capital improvement projects such as streetscape improvements may be funded early. One such way would be an Assessment District, where property owners would vote to tax themselves proportional to the level of benefit received. The advantage of exploring funding through interested property owners as opposed to public sources is that it would not be tied to factors such as market and economic cycles, funding availability, etc, and necessary public improvements could be funded on an established, expedited timeline.

# A

# DESIGN GUIDELINES

The Dell Avenue Area Plan Design Guidelines are intended to ensure new development contributes to an urban fabric rich in high-quality design. The guidelines emphasize two aspects: buildings and open spaces that support innovative, high technology-based developers and tenants, while adhering to a character that is appropriate for the City of Campbell. The design guidelines emphasize an active urban environment, dynamic buildings, flexible open space areas, and multimodal interconnectivity. The Dell Avenue design guidelines address non-residential development in the DAAP, unless noted otherwise. Residential development in the DAAP-West District should refer to the Winchester Boulevard Master Plan for design guidelines, which can be found as an excerpt in Appendix B of this Plan. Development Standards dictating requirements that must be followed are found in Chapter 3 of this Plan. These Design Guidelines, on the other hand, provide flexible guidance to architects and developers. Staff will review projects for consistency with these design guidelines to ensure that projects follow the intent of the guidelines.

## A. Site Design

Site design guidelines provided in this section encourage project applicants and design teams to consider Campbell's natural setting and resources. While these guidelines promote innovative design and individual expression, they also encourage new projects to be sensitive to existing development and Campbell's small-town character. The site design guidelines are intended to ensure the functional arrangement of new development and a positive contribution to the public realm. Development projects in the DAAP-West should refer to the design guidelines in the Winchester Boulevard Master Plan.

### 1. Orientation

1. Buildings should be oriented towards primary, public streets such as Dell Avenue, Hacienda Avenue, and Knowles Drive.
2. Building fronts on both streets and public open spaces should have a secondary orientation, with entries facing the open space.
3. Buildings in multi-building developments that are not adjacent to streets should provide or be oriented towards key features such as publicly accessible open spaces and plazas.
4. Orientation of service areas, blank walls, and other, less active elements, towards major public streets should be avoided.
5. Building design should incorporate solar angle and orientation to capture the benefits of passive or active solar access.
6. Buildings adjacent to open space should be sited with consideration given to solar access to minimize shadows and to maximize natural light during the daytime.
7. Buildings adjacent to open space should incorporate stepbacks and lowered height along open space edges to provide direct sunlight and solar access

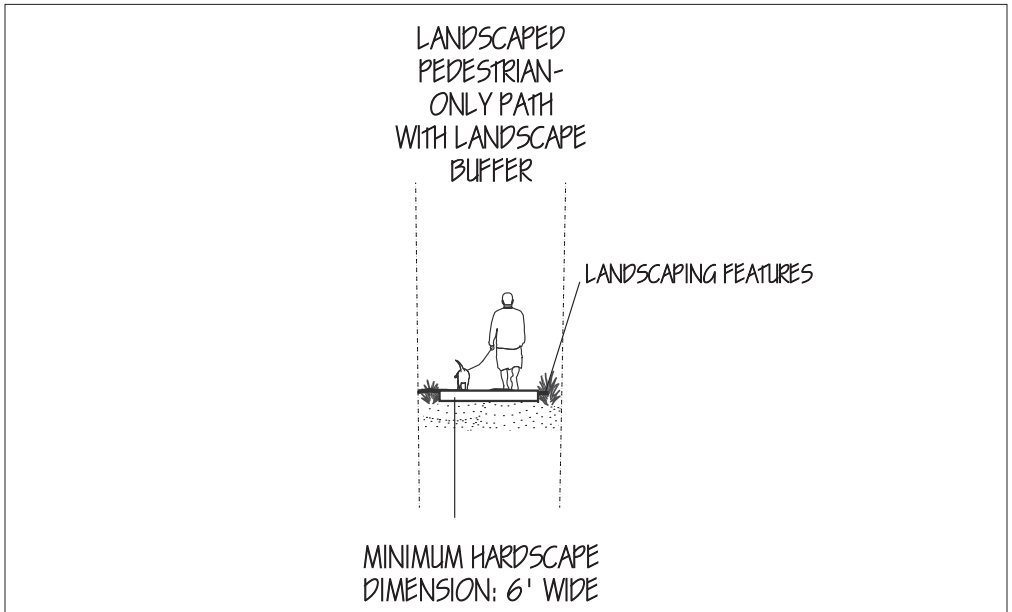
## 2. Placement and Framing

1. A comprehensive site planning approach, considering existing conditions, building placement, connectivity, location of open space and environmental factors, should be employed.
2. Site design should consider the relationship to neighboring buildings and natural factors such as solar orientation, passage of light and airflow, and prevailing wind patterns.
3. Building placement should create a consistent street edge and architectural rhythm along primary streets. Buildings should also help frame the public realm with quality landscaping, and architectural variation and interest.
4. Building placement and framing should protect patrons and pedestrians by dispersing winds, and avoiding accelerating drafts.
5. Design for multi-story buildings should consider variations in floor plate size and shape, and step-backs to circumvent the appearance of bulky forms. Designs should also mitigate the casting of excessive shadows.
6. Projects are encouraged to include active open spaces that reflect Campbell's character or heritage.

## 3. Access and Pedestrian Circulation

1. Breaks or interruptions on sidewalks for driveways from public streets should be limited in number and width to reduce conflicts with pedestrians.
2. Include safe, direct pedestrian connections within and around the site.
3. Pedestrian paths should be paved, unobstructed, include a minimum width of 6 feet, and connect to buildings, parking lots, open space, or landscaping.

Site design should incorporate active open spaces as focal points



Pedestrian circulation paths should include a minimum clear path of 6 feet

Building articulation and modulation, incorporating change in material

A two-story development with interesting roofline, materials, and rhythym

## B. Building Design and Architecture Character

The building design guidelines provided in this section are intended to promote interesting architecture that contributes positively to primary public areas, such as public open spaces, sidewalks, streets, parks, and other similar public spaces. The guidelines are also intended to encourage innovative building design and the creative use of materials to reflect the spirited and dynamic nature of the high-tech industry.

### 1. Building Design

#### *a. Building Articulation and Massing*

1. Building massing should include major breaks in facades and rooflines coupled with changes in building colors or materials. Courtyards, skylights, and atriums, are strongly encouraged as natural ventilation systems and solar design elements to supply light and air into interior spaces.
2. Building mass should be articulated with elements such as expressed facades, windows, balconies, parapets, loggias, entry features, prominent cornices and rooflines, and corner elements to reflect human scale.
3. Building massing should communicate a collection of suitably scaled structures instead of a monolithic and scale-less singular mass.
4. Multi-story buildings should provide vertical variation by using balconies, fenestration, and sunshades to create an interesting pattern of projections and recesses, light, and shadow. They should also delineate the difference between the lower, mid, and upper sections by applying step-backs, material changes, and/or changes in fenestration respective to the architectural style and aesthetic.

### *b. Ground Floors and Entries*

1. Active, ground-level uses should support and enhance the pedestrian environment.
2. Primary visitor entries should have direct at-grade access and be visually distinct from the building facade.
3. Entries should include architectural detailing such as recessed doorways, awnings, changes in color or materials, or inventive use of scale to signal prominence and identify entrances.
4. Entries should include a foyer or lobby that is inviting, well-lit, and secure.
5. At least 75% of the ground-floor façade should contain clear or lightly tinted windows to allow transparency and views of active interior spaces.
6. In general, building entries and lower levels should be given greater attention to detail and material quality to enhance the streetscape.

### *c. Windows*

1. Well-proportioned windows that contain crisp, narrow sight lines and precise horizontal and vertical alignments are strongly encouraged.
2. Windows should avoid the use of shades, opaque or obscured glass, displays, or other window treatments that compromise visibility into interior spaces in order to encourage interaction between outdoor and indoor areas. Window glazing should be non-reflective and provide a high degree of light transmittance in order to take advantage of solar heating and lighting.
3. Fixed or operable windows, if feasible, are acceptable.

A building encompassing many design elements including ground floor uses, windows, and interesting roofline

Balconies add to te public realm experience

Corner building incorporating a plaza with landscaping

### *d. Balconies*

1. Balconies in upper stories are encouraged to enhance user activity, serve as private open space, and provide "eyes on the street."
2. Balconies should convey the same aesthetics and architectural style as the building.
3. Roof decks, terraces, and other combinations of outdoor and indoor elements may serve as good alternatives to balconies.

### *e. Large Building Walls*

1. Blank walls should not be oriented towards and placed along public sidewalks.
2. Long walls should take advantage of the modern design aesthetic and apply attractive, visually interesting elements that emphasize plane linearity or draw strong perpendicular contrasts.
3. Murals, trellises, vines, and espaliers should be placed on large expanses of walls at the rear or sides of buildings to mitigate the building bulk and create visual interest.

### *f. Corner Zones*

1. Corner zones or significant intersections should include building features with special architectural elements such as diagonal walls, prominent artwork, enhanced landscaping, special rooftop elements, or step-backs.
2. Corner zones could be used to serve as landmarks or orientation points by incorporating vertical focal elements such as towers into the design.
3. Corner zones should include storefronts, entries, lobbies, courtyards, plazas, or public art provided by private development to help activate public streets, sidewalks and pedestrian pathways,

### *g. Frontages to Special Pedestrian Areas*[1]

1. Special pedestrian areas should be enlivened by transparent frontages at the ground floor to help establish an interesting pedestrian environment.
2. Active uses along the special pedestrian areas could include retail; building amenities such as balconies and lobbies; outdoor dining; community rooms; and yoga, health clubs, and recreation facilities.
3. Frontages to pedestrian areas should be expressed with façade treatments that are scaled for pedestrians.

### *h. Utilities*

1. All utilities, such as backflow prevention devices, groupings of meters, etc., should be located outside the public right-of-way within a building recess, utility room, or landscaped area and be fully screened from view of the public right-of-way.
2. Future utility needs, such as grease traps and exhaust chutes, should be integrated into initial building design.
3. A combination of elements should be used to screen utility, trash, and recycling areas, including solid masonry walls, berms, and landscaping.
4. Materials used on trash, recycling, utility, and mailbox enclosures and screens should be the same as or compatible with the primary building.
5. Drainage from adjoining roof and pavement should be diverted around trash and recycling areas.
6. Services and their appurtenances shall be screened from and shall not be located in required setback or landscaped areas.

1 Railway, Pedestrian Paths, Waterfront

An active use wraps around the building to front onto an alleyway, creating a dynamic space

Development fronting onto a multi-use path

A building combining elements of lanscaping, natural materials, and interesting geometries

## 2. Architectural Character

### *a. Materials Palette*

1. Building material and color palette should reflect characteristics of modern architecture, while respecting Campbell's small-town, historic character. Faux architecture should be avoided.
2. Though buildings should create visual interest, they should avoid decorative moldings, elaborate trim, and other such ornamental detail. Instead, buildings design should use simple lines and well-executed joints.
3. Consider the creative application of traditional materials, such as wood and brick, as accent elements or secondary materials. When used, materials should reflect the local character and projects are encouraged to use local materials. Energy efficient and highly renewable materials are also encouraged.
4. Generous use of glass paneling and windows is encouraged to invite outdoor views and introduce natural light into deep interior spaces. Opaque, mirrored, and translucent glass should be avoided especially on active, ground-floor uses.
5. Building materials should be durable and high-quality to ensure adaptability and reuse over time.

### *b. Simple Building Shapes and Forms*

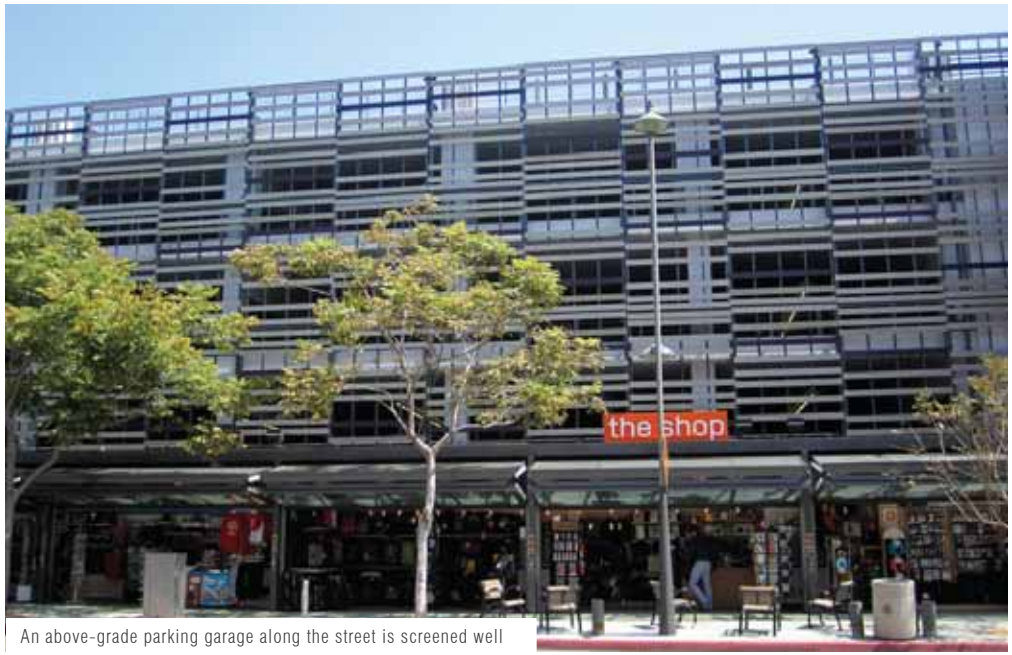
1. Simple geometries should be used to convey a design aesthetic that rejects heavy elements and instead uses only what is needed in an elegant and highly functional way.
2. Building design and materials should incorporate crisp, narrow sight lines and precise horizontal and vertical alignments.

### *c. Roofs and Rooflines*

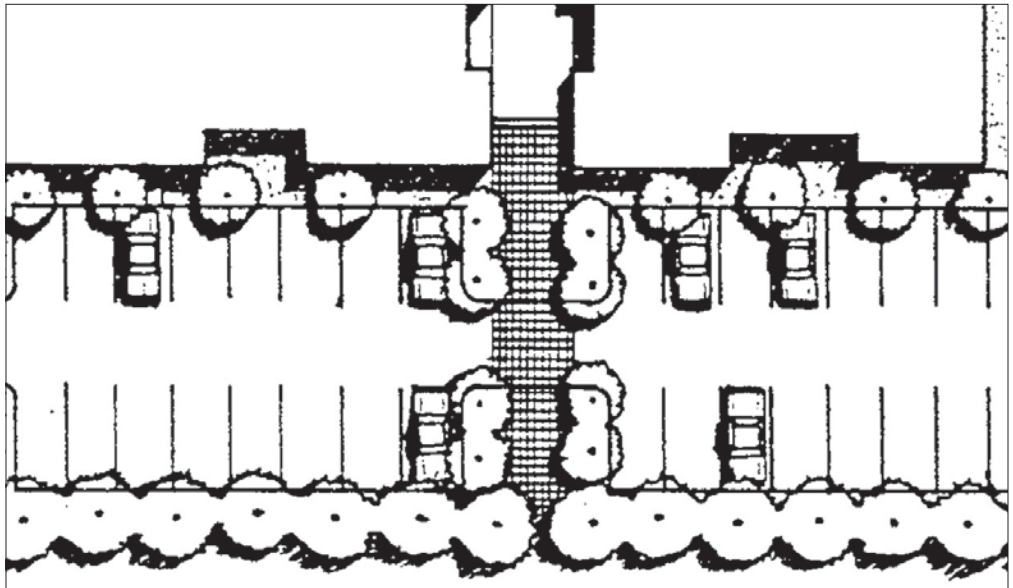
1. Buildings should apply a roof style that shares or complements the building's architectural character to enhance the overall value of the project/building design. Rooftops should use light-colored roofing and materials to help reduce heating and cooling loads and the urban heat-island effect.
2. A variety of roof planes are encouraged from building to building to break visual monotony. Varied roof designs should create a visually interesting skyline seen from the street and as well from above.
3. Mechanical equipment, telecommunication equipment, and other equipment located on rooftops should be well-screened and integrated into the building's architectural design.
4. Incorporating green technologies, such as green roofs, reflective surfaces, solar panels, and wind generators on roofs, is encouraged.
5. Roof access should be provided from the interior of the building. Exterior access to roofs using ladders is inappropriate and should be avoided.

Simple geometries and clean lines of a tech building

Dell Avenue buildings should incorporate naturalistic landscaping and materials



An above-grade parking garage along the street is screened well


Where allowed, surface parking adjacent to public sidewalks should be limited to a 75-foot depth or one double row of parking

## C. Circulation and Parking Design

The circulation and parking design guidelines provided in this section are supported by the vision of establishing a safe and activated public realm. In order to realize this vision, these guidelines focus on limiting the challenges parking poses to the built form by minimizing their presence and intersections with pedestrians. The following circulation and parking design guidelines are intended to help create a strong pedestrian-oriented and high-quality design character at Dell Avenue while recognizing realistic parking needs.

### 1. Parking

#### *a. Location*

1. Parking shall be concentrated away from primary streets, on the rear or side of building to minimize breaks in building frontage and avoid obstructing views of the building frontage. Instances where site constraints may preclude such parking placement, the concentration of parking shall be oriented towards the least significant adjacent street.
2. Surface parking shall not be located between buildings and Dell Avenue, Knowles Drive, and Hacienda Avenue. For other streets within the Plan Area, surface parking located adjacent to public streets shall be limited to a depth of 75 feet or one double row of surface parking.
3. Above- or below-grade parking structures are encouraged to maximize direct connections between the building entrance and street.
4. Above-grade parking structures shall be architecturally integrated with the building(s) they serve. The design and placement of above-grade parking structures should not create negative light and shadow impacts onto adjacent properties.
5. Given the Plan Area's intent to serve as an employment center, projects should consider shared parking arrangements.

### *b. Screening & Landscaping*

1. Projects shall minimize the visual presence of parking as well as the interaction between pedestrians and motorists.
2. Surface parking lots that are adjacent to streets shall be appropriately screened with low walls or fences and accompanied with varied landscaping to indicate a visual buffer. However, visibility into the parking facility shall be maintained.
3. Above-grade parking structure facades shall be screened on all sides using architectural elements or landscaping that is in concert with the building aesthetic.
4. Surface parking lots should provide one tree for every eight parking stalls/spaces to help mitigate the heat-island effect. Shade trees should be a minimum of 24-inch box in size. Please see Chapter 3 of the DAAP for specific parking lot landscaping requirements. Utilize reflective parking lot paint to minimize the heat island effect to the extent feasible.
5. Surface parking lots should incorporate stormwater management features, such as rain gardens, linear swales, and permeable paving.
6. Landscaping and landscape planters should be used to create a buffer between parking facilities and public rights-of-ways. Parking rows should be designed to include on-site drainage systems such as swales. Additionally, surface lots and parking lot landscaping should design and integrate stormwater management features as a site amenities.
7. Landscaping within parking areas should consist of drought-tolerant planting that requires minimal irrigation. The use of turf is discouraged in order to minimize surface stormwater runoff.

This garage uses innovative green wall landscaping for screening visual impacts

The visual impact of surface parking is mitagated by copious landscaping

Parking areas should have clear and paved pedestrian paths

### *c. Access Points*

1. Access to parking facilities should be limited to service streets, local streets, and mid-block alleys.
2. Parking design and location should consider the appropriate maneuvering space needed by service vehicles as well as traffic queuing.
3. Pedestrian pathways through parking facilities should be easily accessible and well-connected to adjoining buildings, streets, or open space areas.
4. Public access points and short-term visitor parking should be located near building entries to maximize convenience and direct entrance to buildings.
5. Drop-off areas should be allocated within parking facilities or designated along the curb to limit potential pedestrian and motorist conflict.
6. Offset travel aisles and dead-end aisles in surface parking areas should be avoided to help ensure safety, visibility, and non-restrictive traffic flow.
7. Elements, such as lighting and way-finding signage, should be incorporated to illuminate or emphasize access points and direct pedestrians, bicyclists, and motorists.

### *d. Garage Design*

1. Garages shall be fully integrated into the overall site design for the building(s) they serve. Garages should be treated with architectural elements, vertical plantings, or art installations to create visual interest and soften the visual weight of the structure.
2. Parking garages should have openings on each floor that adequately screen vehicles, yet provide a sense of transparency.
3. Garage facades should not reproduce the sloping condition of the interior frame. Instead, garage facades should reflect a modern aesthetic and use horizontal lines to differentiate and distinguish between levels.
4. Garage openings, entrance canopies, scuppers, downspouts, and metal railings should follow the aesthetic of the building theme.

### *e. Service and Trash*

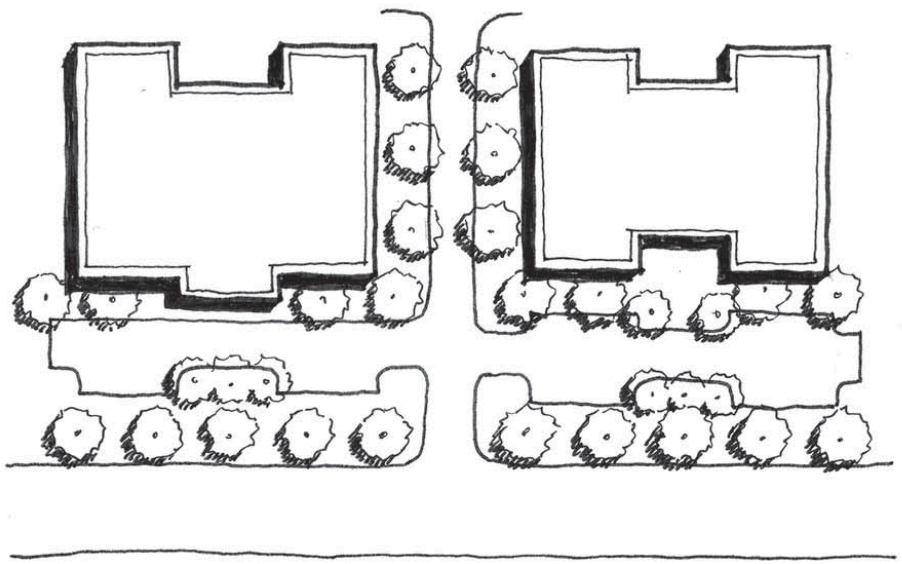
1. Service, delivery, and trash areas should be located on the sides or backs of buildings, away from public streets and pedestrian circulation.
2. Loading and service entrances should not interfere with pedestrian and vehicular movement on the site.
3. Where possible, service vehicle access should be provided through a common access point that is shared with other vehicles.
4. Trash enclosures shall be constructed of durable materials with a similar color, texture, roof style, and architectural detailing to the overall site and building design.

### *f. Bicycle Parking*

1. Bicycle parking should be secure and provided at strategic locations throughout the development.
2. Bicycle parking should be spaced to allow multiple cyclists to access, simultaneously, either side of the bike without the handle-bar conflict of adjacent bicycles.
3. Bicycle parking should be identifiable and convenient to the cyclist's destination. It should be located in high-traffic or active areas such as along adjacent streets or near building entries.
4. Given the active culture of high-tech employees, projects should consider providing bike stations/bikeshare docks where individuals can not only park bicycles, but also have the option of renting them.
5. Bicycle racks should use quality materials, but they should also be economical and require little maintenance. Where feasible, bicycle parking should be supported by signage and weather-protected structures.
6. Bike cages are encouraged to provide exclusive access and increased security.
7. Developments are encouraged to provide bike lockers and shower facilities to encourage bicycling.

Garages should have a minimal amount of entries

Clearly delineated multi-use paths provide separate and safe lanes



Adjoining properties should work together to minimize curb cuts for parking areas

## 2. Pedestrian Access

1. Safe, direct, and convenient pedestrian connections should be provided between buildings, open spaces, and parking areas.
2. Pedestrian access points and pathways should be enhanced with elements, such as landscaping, context-sensitive architectural features, public art, signs, and decorative paving to emphasize site access locations.
3. The light rail easement east of Winchester Boulevard and the UPRR tracks should serve as a public path and open space that increases the Plan Area connectivity. Development should define the easement's eastern edge to take advantage of the pedestrian/bicycle pathway as an informal extension of its interior space.
4. Well-designed wayfinding systems should be implemented into the building and site design to direct pedestrians to key connectors and connections. Pedestrian pathways should be well-lit and employ Crime Prevention through Environmental Design (CPTED) strategies to ensure safe nighttime conditions.

## 3. Vehicular Access

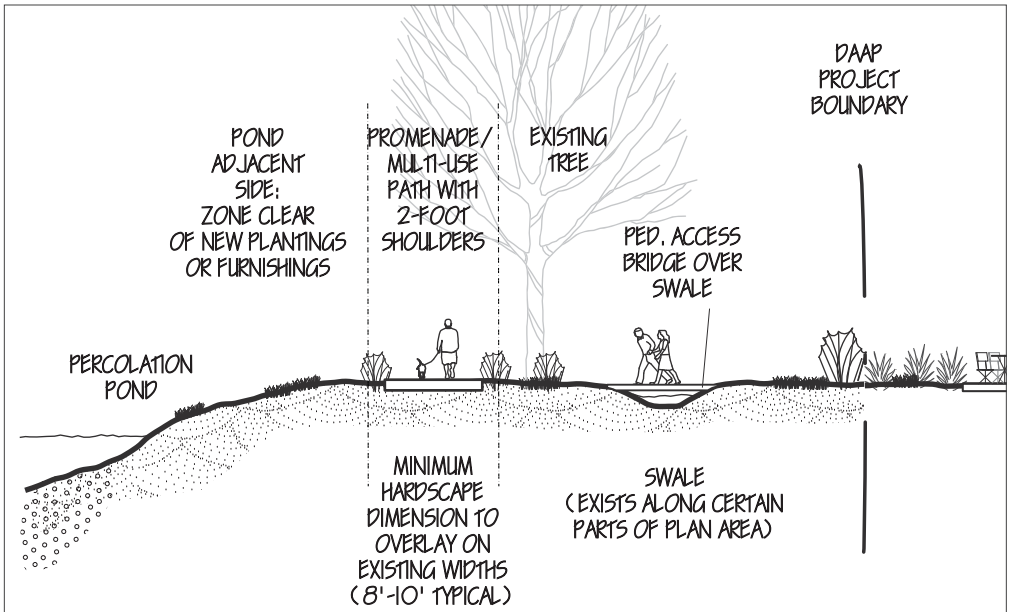
1. Vehicular access shall be designed to minimize conflicts between pedestrians, bicyclists, and motorists.
2. Internal circulation and driveways should be designed to accommodate peak demand without negatively affecting traffic flow and creating vehicle queuing onto adjacent streets or properties.
3. Generally, curb cuts and drive aisles should be limited, especially along arterials or collectors such as Dell Avenue. Curb cuts and drive aisles should be located on secondary streets to the extent feasible to minimize pedestrian and vehicular conflicts. Reciprocal access agreements between adjacent properties are encouraged.
4. Projects should provide unobstructed sight lines at corners and mid-

blocks to prevent any hindrance in visibility for vehicles exiting or entering the site and to reduce potential conflicts with other vehicles, bicycles, and pedestrians.

5. Vehicular entrance(s) and exit(s) should be clearly marked and their visibility should be free of any architectural or landscape obstructions. Multiple-lot developments are encouraged to enter into shared access agreements in order to minimize the number of overall driveways.

## 4. Promenade Multi-Use Path

1. With coordination with the Santa Clara Valley Water District, a continuous multi-use promenade should be provided over the existing trail immediately adjacent to the east of the DAAP area.
2. The promenade should utilize formal materials that are durable but that also have a naturalistic visual character, such as decomposed granite or similar.
3. Materials should be able to withstand the load of service vehicles on a regular basis.
4. The minimum hardscape width should follow the existing trail widths, with wider dimensions preferable if deemed feasible by the Water District, or if it is extended into private property.
5. No new tree plantings or other objects or structures are permitted between the promenade and the pond.
6. Site furnishings and/or resting areas should be located and coordinated at certain areas, in coordination with the Water District.



Conceptual Promenade guidelines

Active and flexible urban plaza

## D. Open Space and Landscape Design

### 1. Open Space

#### *a. Urban Plazas*

1. Urban plazas should be designed to be publicly accessible in order to help develop a well-connected network of pedestrian passageways and public open spaces. They should be sited near transit stations, office and mixed-use areas, or other high-visibility and trafficked areas.
2. Building corners adjacent to existing or proposed transit stations should include inviting elements, such as seating, water features, and landscaping, and provide public open space for transit users, residents, and visitors.
3. Urban plazas should serve as transition areas that provide pedestrian access between public spaces and private buildings. Projects are encouraged to incorporate courtyards and plazas to provide opportunities for public gatherings and outdoor activities.
4. Urban plazas should be designed to reflect the architectural style and elements of adjacent buildings and consider the transition to and between streetscape elements. Landscape elements in urban plazas should incorporate leading practices in sustainable design and water conservation.
5. Buildings should be arranged to create well-defined areas for urban plazas, green spaces, and pedestrian facilities. Urban plazas that include public amenity areas, art installations, and other elements to promote pedestrian activity are encouraged.

#### *b. Active and Flexible*

1. Active recreational amenities should provide activity options for various age groups and be designed to be multi-functional for different uses. Active spaces could include areas for physical activity, community gardens, and community gathering space. Projects are encouraged to incorporate useable green roofs as a form of active open space.

2. Active and flexible open space should consider integrating a variety of useable recreational spaces. This may include bocce ball courts, small sport courts, as well as passive areas.

3. Active and flexible open spaces should be incorporated into building and site design to maximize employee, resident, and visitor use.

4. Projects in key areas, such as Dell Avenue, are encouraged to incorporate programming their respective open spaces. Programming could include outdoor dining or public gathering areas, or other similar features.

5. Active and flexible open spaces should be strategically located and be visible to increase awareness and use.

### *c. Day and Night*

1. Open space should be designed for day and nighttime use and, as such, should include sufficient amounts of lighting to help ensure safety and comfort. Brightly lit night time open spaces, such as lighted ballfields, should be avoided to minimize glare and impacts on surrounding uses.

2. Open space should provide shaded and sun-lit areas to accommodate different hours and temperatures throughout the day. The use of trees, awnings, canopies, umbrellas, and other shading structures is strongly encouraged.

Open spaces should include active areas for recreational opportunities

Open spaces blending useable furnishings bring a livable element to the pedestrian realm

Communal, private open spaces are encouraged for Core Tech Uses

### *d. Private Open Space*

1. Common, private open spaces should be designed to physically and visually connect to public open spaces.
2. The Core Tech Uses intended for the Plan Area should include generous semi-public open space that is well-landscaped to provide employees, residents, and visitors a comfortable and attractive setting to enjoy the outdoors.
3. Private open space is encouraged to incorporate amenities such as seating, water features, drinking fountains, and provisions for bicyclists along public rights-of-way.
4. Projects are encouraged to provide private open space in the form of habitable roof tops to help reduce heating and cooling loads and the urban heat island effect.
5. Developments are encouraged to co-locate indoor recreational spaces with public open spaces, community facilities, or other civic uses.

## 2. Landscaping

### *a. Setbacks*

1. Trees and landscaping should be used in setbacks to enhance the pedestrian environment and serve as a buffer between motorists and pedestrians. Projects should use tree and plant species that are water-efficient and meet City standards.
2. Landscaping in setback areas along portions of building frontages is encouraged to include active and flexible open space.
3. Landscaping in setback areas should include plant species that are responsive to climate, existing species and planting patterns. Planting diversity is encouraged where it complements and does not detract from a prevailing planting theme or pattern.
4. Street trees may be used in setbacks to provide a visual frame to the street and soften the presence of the built form. Trees should be planted at intervals based on their mature canopy sizes. Where street trees are

planned along the sidewalk adjacent to a setback area, trees planned in the setback area should ensure that they are spaced appropriately so tree canopies do not interfere with one another.

### *b. Shade Trees*

1. Shade trees should be used to establish a consistent and coordinated planting scheme that enhances the aesthetic of the streetscape.
2. Trees and shrubs should be located and spaced to allow for mature and long-term growth of canopies and root spaces. Existing mature trees, such as redwoods, should be retained and incorporated into project site plan to the extent possible. Overpopulating development sites with trees is discouraged.
3. Trees should be easy to maintain, avoid sidewalk damage, and provide a wide canopy to shade the sidewalks and other impervious surfaces.
4. Projects should consider the seasonal shading created by trees and shrubs on southern and western-facing facades, especially when designing for public gathering areas like courtyards and plazas.
5. In order to maintain a safe level of vertical clearance, shade trees canopies should be trimmed to prevent obstruction from at least 8 feet above the sidewalk and 15 feet above the street.

### *c. Along Pedestrian Paths*

1. The selected plant species and design and placement of landscaping should provide for natural surveillance of pedestrian areas and should avoid the creation of hiding places.
2. Vines, espaliers, and potted plants should be used to provide walls, columns, texture, and color and to accentuate entryways, plazas, and paseos. Additionally, the use of trellises and awnings to provide shade is strongly encouraged.

Landscaping in setbacks can soften the built form and provide stormwater management opportunities

Trees provide shade during the day

Multi-use paths should include a minimum width of twelve feet

The perimeter of parking areas should be lined with trees

3. Trees should be used to create an intimate scale, enclose spaces, and frame views, but placement should also respect long-range views.
4. To facilitate pedestrian movement, a continuous, unobstructed path of travel, measuring at least 6 feet wide should be maintained for all pathways. Multi-use paths intended to accommodate pedestrians and bicyclists should measure a minimum of 12' in width. These pathways should be complemented with landscaping elements such as shrubs, planters, or similar landscape elements.
5. Use pedestrian pathways to connect less active outdoor spaces with more active uses. Patterned pathways can promote movement toward active features like the stairs and courtyards.
6. Projects are encouraged to creatively use landscaping elements to mark walking paths as part of a wayfinding system targeted to pedestrians.

### *d. Parking Lot*

1. Parking lots should include perimeter landscaping with trees unless located in a setback being saved for a required pedestrian path.
2. Stormwater detention features should be used to minimize runoff into streets and parking lots. Stormwater detention features may include drainage swales, rain gardens, and detention basins.
3. Projects should incorporate opportunities to harvest rainwater from building rooftops and other hard surfaces for landscape irrigation.
4. Parking lot trees and landscaping should be compatible with the local climate and landscape theme. The landscaping should also meet the Model Water Efficient Landscape Ordinance (WELO) requirements.

# B

# DAAP-WEST DESIGN GUIDELINES

## EXCERPTED FROM THE WINCHESTER BOULEVARD MASTER PLAN

The following design guidelines are selected from the Winchester Boulevard Master Plan (with minor modifications) and should be followed by new development in the DAAP-West District. These guidelines should be applied in addition to the standards in Chapter 3.

## Site Access

- Pedestrian Access – Every building and tenant space shall provide a main entrance directly adjacent to the sidewalk frontage. Entrances may need to be recessed in order to provide a consistent 2% maximum sidewalk cross-slope and flush entryway.
- Driveways/Curb Cuts – Minimize the number of driveways/curb cuts by development of shared parking lots where possible. Limit the number of driveways/curb cuts to a maximum of 1 two-way curb cut, or 2 one-way curb cuts per building.

## Service Areas and Access Drives

- Centralize and share service areas/access drives wherever possible.
- Service areas (including dumpsters and similar facilities) shall be accessed from side or rear parking areas, and shall be screened by architectural walls, fencing, and/or planting, as appropriate. Consider residential adjacencies when designing service areas/access drives.

## Parking

- Minimum Requirements: All new developments are subject to existing city parking requirements. Adjustments to parking requirements may be approved by the decision making body pursuant to CMC 21.28.050.
- No new surface parking shall be developed fronting Winchester Boulevard.
- Surface parking shall be permissible only in the rear of new developments.
- The rear of surface lots shall be screened with an attractive fence or wall that complements the material of the principal building. Walls or fences shall not exceed a height of 6 feet.
- All surface lots shall utilize trees or other landscaping to provide shade throughout the lot.
- Where rear parking lots are provided, access ways shall be well lit and landscaped.
- As most new development along Winchester Boulevard will be mixed-use, and some of it will be within ¼ mile of light-rail station—or both—there is a high likelihood that many projects will request a reduction in parking. The Planning Commission may consider reductions in parking on a case-by-case basis when it finds that: reduced parking is warranted either due to the mixed use nature of the development (which could accommodate shared parking), the development is within ¼ mile of light-rail station or for another supportable reason.

## Structured Parking

- Below grade parking is encouraged where feasible.
- Parking structures located on Winchester Boulevard should incorporate retail storefronts at the ground level along front-facing elevations to prevent the creation of "dead zones" along the street.
- Prohibit podium parking designs that would raise the groundfloor along the Winchester Boulevard frontage; frontage commercial space should be entered at-grade.

## Utilities

- Utility boxes and equipment shall be undergrounded to the extent feasible and practical.

## Ground Level Treatment

The ground level of buildings on Winchester Boulevard shall include design features, such as retail display windows and building articulation, which are attractive and pedestrian-oriented. Particular attention should be given to craftsmanship and detailing within the pedestrian's range of experience. The use of special storefront detailing, special materials, planters, outdoor seating, decorative pavers, flags and banners should be included to reinforce the pedestrian nature of the street.

Buildings facing Winchester Boulevard should be designed to maintain a development pattern that promotes 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 as determined to be of benefit to the overall Winchester Boulevard corridor.

## Façade Treatment and Massing

Consistent with the present scale and character of Downtown, large, uninterrupted expanses of horizontal and vertical wall surfaceshould be avoided. Large buildings should be divided into multiple storefronts or similarly scaled elements to complement smaller property divisions. Building facades should reflect relatively narrow increments of development (25' to 50') with variation in building planes. Eclectic rhythm shall be accomplished by varying the design of building fenestration and materials between buildings.

Corner parcels are encouraged to incorporate special features such as rounded or cut corners, special corner entrances, display windows, corner roof features, etc. Additionally, the massing of development should be designed to reflect the Downtown's diverse character and scale through variation in roofline, building plane and materials. Building elements that add scale and interest such as second-story bay windows, parapets, and cornices, are encouraged. Special attention to detail should be given to elevations that include a mix of finishing materials, façade ornamentation, lighting, flower boxes and/or storefront articulation.

Ground floor windows should be attractive, inviting, and enticing to passersby. Windows should be inset generously from the building wall to create shade and shadow detail. Retail establishments should utilize expansive storefront windows to provide the appropriate setting for displaying and marketing retail merchandise.

## Building Materials

Building materials should be of a high quality. A mix of materials is encouraged.