



TABLE OF CONTENTS

Background _____	4
<i>Study Area Boundary Map</i> _____	5
Introduction _____	6
Vision _____	8
<i>Central Business District Map</i> _____	9
Goals, Policies & Strategies _____	10
<i>Land Use</i> _____	10
<i>Design Guidelines</i> _____	16
<i>Circulation, Parking & Transportation</i> _____	20



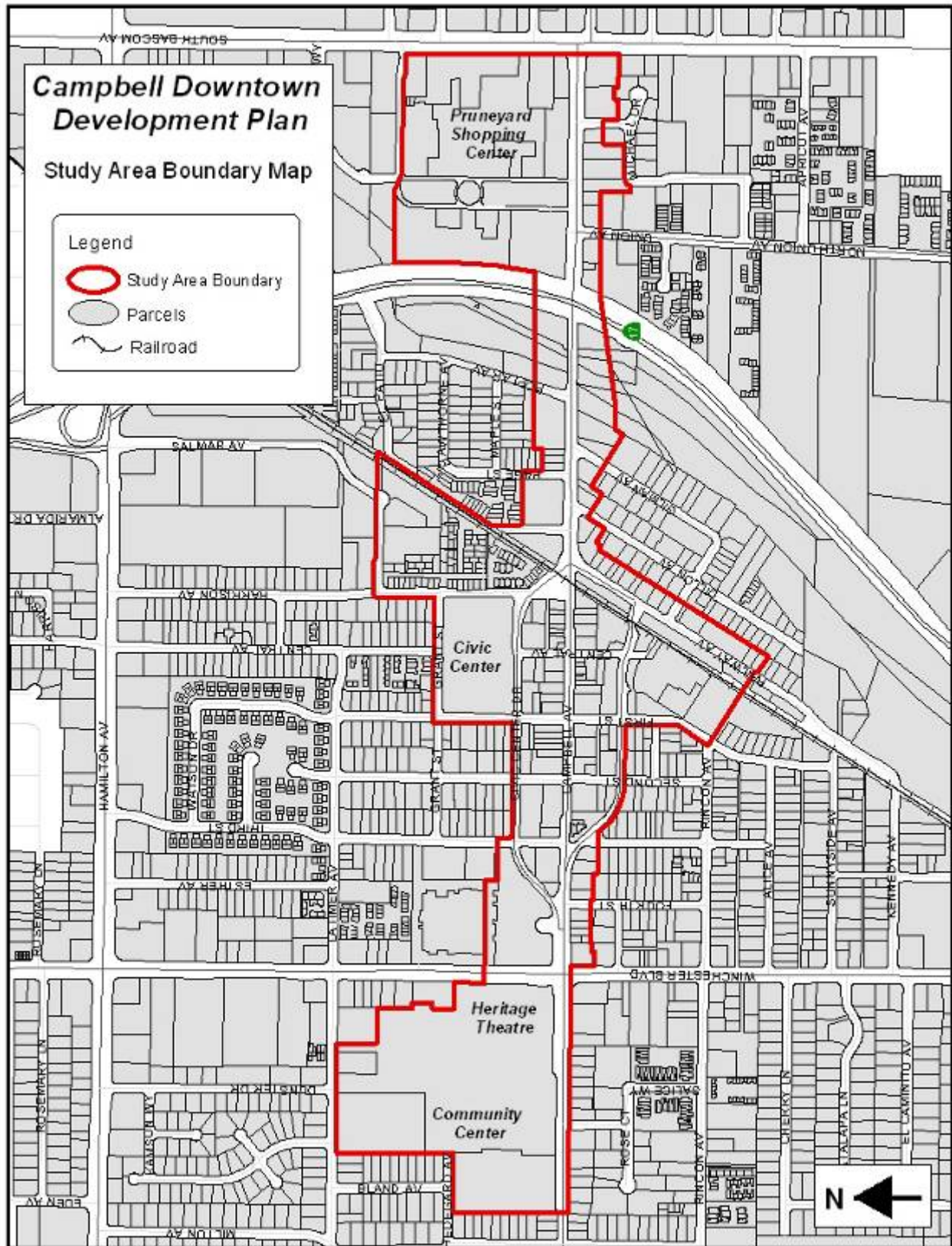
BACKGROUND

The Downtown is the birth place of Campbell. Established in the late 1800's as an agricultural community, Campbell was one of the largest processed fruit exporters in the country. The City incorporated in 1952, and by that time the Downtown was firmly established as the commercial, civic and cultural center of the City. Since the 1970's, the Downtown core has been defined as the area along East Campbell Avenue bound by the loop streets, Civic Center Drive and Orchard City Drive. Historically, this stretch of East Campbell Avenue, especially between Second Street and the light rail tracks, has provided a full range of retail and commercial services and has been the heart of the city. In the late 1960's and 1970's, the area declined in importance due to the closure of the fruit packing plants and the rise of strip commercial developments along Hamilton Avenue, Bascom Avenue and Winchester Boulevard. The following years saw suburban malls and suburban neighborhoods replace fruit orchards. Retail shopping patterns changed throughout the Santa Clara Valley leading to the demise of the central business district in traditional downtowns such as Campbell.

The Central Campbell Redevelopment Project Area was created in 1983 with the primary goal of reestablishing the Downtown as the City's vibrant core. One of the first major steps in the redevelopment process was to develop a Downtown Revitalization Plan. In 1988, the Campbell Downtown Development Plan was completed as a result of one and a half years of study and discussion of various planning and revitalization issues. The Downtown Plan helped form policy as it relates to density, building form, historic preservation, infrastructure and parking; and, direct the growth and development of the Downtown.

In 1996, the Plan was updated to take into account changing conditions and a revised vision for public parking, density and scale. Also, light rail was being planned for the Downtown that would bring new opportunities. Since 1996, considerable progress has been made in the redevelopment of the Downtown that includes new commercial buildings, destination retail businesses and new restaurants. Blighted properties have been redeveloped into new residential homes, mixed use development and a new public parking structure. Gross sales generated in the Downtown has grown annually from approximately \$3 million in 1990, to over \$26 million in 2006.

Moving forward, the City looks to build on that progress and help bring the Downtown into the 21st century, while preserving its historic character, and working to position it in the competitive marketplace that is Silicon Valley.



Study Area Boundary Map



INTRODUCTION

The purpose of this document is to provide a vision for Downtown Campbell and a framework for the physical development, business development and preservation of the Historic Downtown. Since the first Development Plan was adopted over 18 years ago, a number of identified revitalization projects have been completed under the guidance of the Redevelopment Agency and the City. These major projects include:

- Underground Utilities: The undergrounding of utilities on East Campbell Avenue;
- Streetscape Improvements: The construction of a \$2.5 million streetscape improvement project which enhanced the Downtown with attractive landscaping, hardscape, lighting and traffic improvements;
- Ainsley House Relocation: The relocation of the historical Ainsley House to the Civic Center Compels to serve as a community focal point;



Ainsley House, Built 1925

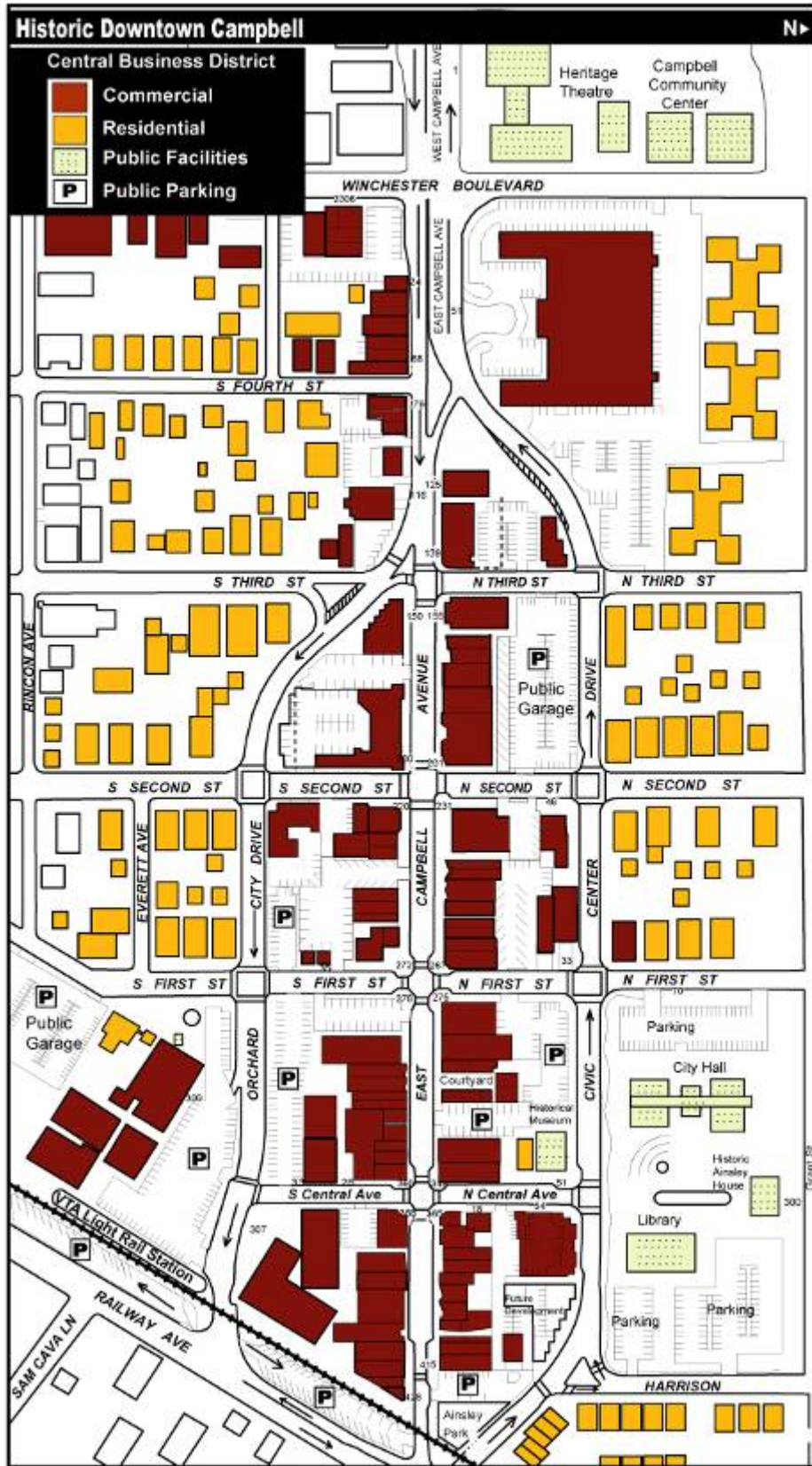
- **Traffic Enhancements:** The conversion of East Campbell Avenue from one-way to two-way traffic to enhance retail accessibility;
- **Public Parking:** The addition of a 300 space parking structure and the addition of 100 parking spaces on the loop streets;
- **Light Rail:** Light rail connecting Downtown Campbell with Downtown San Jose and beyond;



Downtown Campbell Light Rail Station

- **Mixed Use:** The construction of a 50,000 square foot mixed use retail/residential project; and,
- **Storefront Improvement Program:** A storefront improvement program that has leveraged \$150,000 to achieve approximately \$500,000 worth of improvements to create attractive storefronts and restaurants.

This Plan Update looks to position the Downtown for success in the 21st Century, and to enhance its role as a community gathering place and the heart of the City.



Historic Design

Goal LU-4: To promote and assist the restoration and protection of the historic character and elements that embodies the Downtown and characterizes it as a unique place.

Policy LU-4.1: Downtown Character: Require new development to be sensitive to the unique character that defines Downtown Campbell.

Strategy LU-4.1a: The historic character of Downtown shall be preserved through the protection and restoration of its historic buildings and landmarks.

Strategy LU-4.1b: New development and construction shall be of the highest quality and shall be sensitive and representative of the traditional character and theme that is depicted in the landmark buildings Downtown.



Commemorative Sidewalk Plaques



Farley Building, Built 1895

Residential

Goal LU-5: To increase the residential presence Downtown to achieve an active "24 hour" downtown neighborhood.

Policy LU-5.1: Mixed Use Projects: Encourage property owners and developers to consider residential mixed use projects where appropriate, particularly east of the light rail tracks, to facilitate housing adjacent to mass transit and to help create a "24 hour" Downtown community.



125 East Campbell Avenue ~
Mixed Use Building



200 East Campbell Avenue ~
Downtown Nightlife

Physical Development

Goal LU-6: To promote and encourage development along the loop streets, and beyond.

Policy LU-6.1: Expansion of Downtown: Facilitate and encourage the evolution of the Downtown beyond the loop streets, eastward to the Hwy 17 overpass and westward to the Community Center, through public improvements, urban design and land use patterns that connect, both visually and physically this stretch of Campbell Avenue.

Strategy LU-6.1a: Expand the Downtown boundaries while maintaining a scale that is in keeping with the "small town" image identifiable in the community and create a comfortable experience for the pedestrian.

Density

Goal LU-7: To attain development densities that are urban in nature and representative of a traditional Downtown but remain in scale with the small town character and historic nature of the Downtown.

Policy LU-7.1: Urban/Small Town Densities: Downtown development should achieve densities and development patterns consistent with urban centers and central businesses districts, while maintaining a small town scale.

Strategy LU-7.1a: Maximum FAR shall be 1.25 unless findings are made by the Planning Commission that would allow an FAR up to 1.50.

Strategy LU-7.1b: Maximum building height shall not exceed 45 feet.

Strategy LU-7.1c: New buildings shall be in context with the height and scale of adjacent buildings.

Strategy LU-7.1d: New buildings shall maintain similar horizontal and vertical proportions with adjacent facades.



368 East Campbell Avenue

DESIGN GUIDELINES

Goal D-1: To unify the architectural character of Downtown creating a "main street" appearance while allowing design flexibility and individual expression within the context of a design pallet which creates a distinctive urban streetscape and an interesting pedestrian experience.

Policy D-1.1: Building Orientation and Layout: New development and major rehabilitation projects shall orient buildings on the street to create a continuous development pattern geared to the pedestrian.

Strategy D-1.1a: Buildings facing East Campbell Avenue shall be designed to maintain a consistent development pattern that promotes retail activity and an active pedestrian oriented environment.

Strategy D-1.1b: Entries to retail and service commercial uses shall be encouraged along pedestrian walkways.

Strategy D-1.1c: Large buildings may be divided into multiple store fronts or similarly scaled elements to complement the existing small property divisions.

Strategy D-1.1d: Multi-story building facades on Campbell Avenue are encouraged to increase the intensity of activity, and to define and add visual interest to the street.

Policy D-1.2: Building Articulation: Given the unique character of the Downtown district, new development and major rehabilitation projects shall incorporate the traditional architectural style, articulation and details that reflect the City's history and promote its future.

Strategy D-1.2a: Building elements which add scale and interest such as second-story bay windows, parapets, and cornices, are encouraged.

Strategy D-1.2b: Stucco, brick, tile and stone shall be the primary building materials on facades in the Downtown. Using a mix of these materials is recommended.

Strategy D-1.2c: A coordinated color scheme shall be developed for each new building or facade.

Strategy D-1.2d: Fabric awnings over windows and entries are encouraged.

- Strategy D-2.1b: Creative and attractive display windows shall be encouraged on the ground floor to enliven the pedestrian street environment.
- Strategy D-2.1c: Open air dining areas shall be encouraged at street level facing onto East Campbell Avenue.
- Strategy D-2.1d: Finished floor level elevation of commercial buildings should not exceed one foot above sidewalk level to assure a retail storefront that is functional and maximizes visibility to the pedestrian.
- Strategy D-2.1e: Office uses along Campbell Avenue shall provide elements of visual interest along the street. Covered windows or shaded windows shall not be allowed, particularly on the ground floor.
- Strategy D-2.1f: Attention to detail should be given to elevations that include a mix of finishing materials, façade ornamentation, lighting, flower boxes and storefront articulation that reinforces the attention given to the pedestrian.



*267 East Campbell Avenue ~
Outdoor Seating Areas*

Sign Design

- Goal D-3: To develop a creative and attractive sign environment which allows for individual business identification within a cohesive framework that identifies the Downtown as a distinct district.

