

CITY OF CAMPBELL

**STREETSCAPE
STANDARDS**

Streetscape Standards

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STREETSCAPE

Campbell's community image is created in large part by the major image streets, which pass through the City. The image streets, including Hamilton Avenue, Bascom Avenue and Winchester Boulevard, and parts of West Campbell Avenue, are wide commercial avenues with varying streetscape treatments and building setbacks. They give Campbell much of its character, are some of its strongest elements of community form and delineate many of its districts. Most major image streets in Campbell lack a cohesive and consistent image. Instead, the streets have inconsistent street treatment. The streets are auto-dominated and not pedestrian friendly. The strongest consistent image is asphalt.

Based on the desired community image developed in the 1991 Community Design Study, the City Council and Planning Commission have been requiring the installation of an upgraded streetscape treatment along major streets. Some developments that have installed the streetscape include Hamilton Plaza, Home Depot, Kirkwood Plaza, Campbell Gateway Square and Campbell Plaza.

In the preparation of the Standards, various components of the streetscape system, such as land use, traffic movements, building setbacks, on and off-street parking, existing sidewalk type and existing plant materials were studied. The resulting Streetscape Standards provide the requirements to achieve consistent streetscape treatments along the specified streets. Implementation of the streetscape treatments will primarily be the result of private development efforts, however, public projects will also be subject to these standards.

The Interim Streetscape Standards were adopted by the City Council on August 3, 1993, and they will be effective until the final streetscape standards are adopted with this General Plan Update.

The Streetscape Standards were developed to ensure consistency in the streetscape treatment along Campbell's major streets. The "streetscape" refers to the land directly adjacent to the street in both private and public ownership. The Standards establish the required design and materials for sidewalks and landscaping.

The Streetscape Standards intend to:

- Provide a consistent streetscape treatment along major streets that utilizes street trees as a strong component in design.
- Enhance Campbell's identity and community image.
- Improve the pedestrian environment along Campbell's major streets.
- Screen parking areas by providing landscaping between the street and the parking lots.

The Streetscape Standards are not intended to replace the existing landscaping requirements listed in Chapter 21.57 of the City's Municipal Code. Instead, the two shall be used in tandem.

IMAGE STREETS

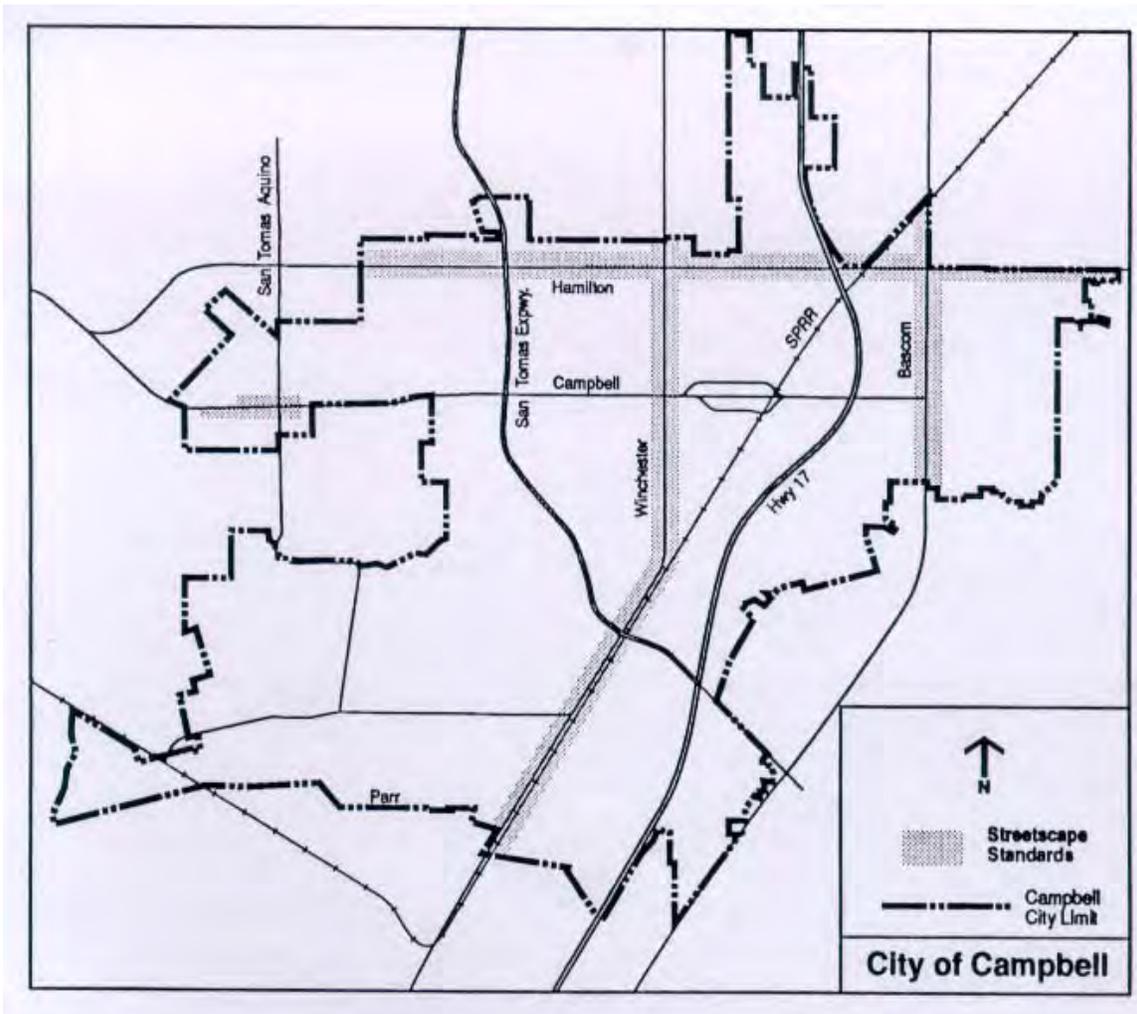
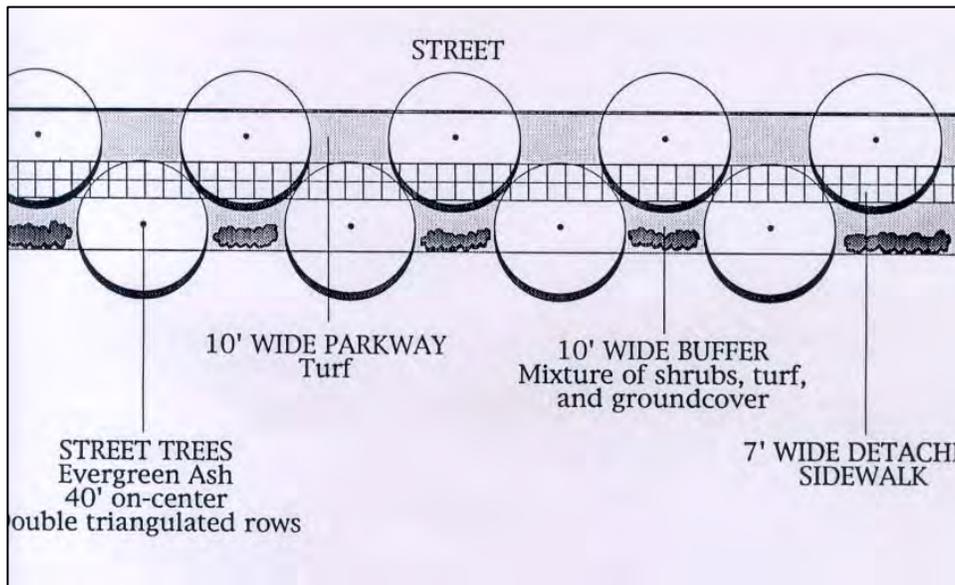
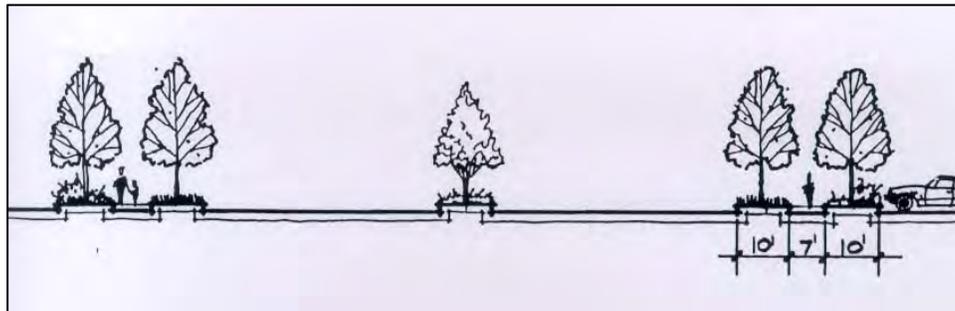


Image Streets include Hamilton Avenue, Bascom Avenue, Winchester Boulevard and parts of West Campbell Avenue.

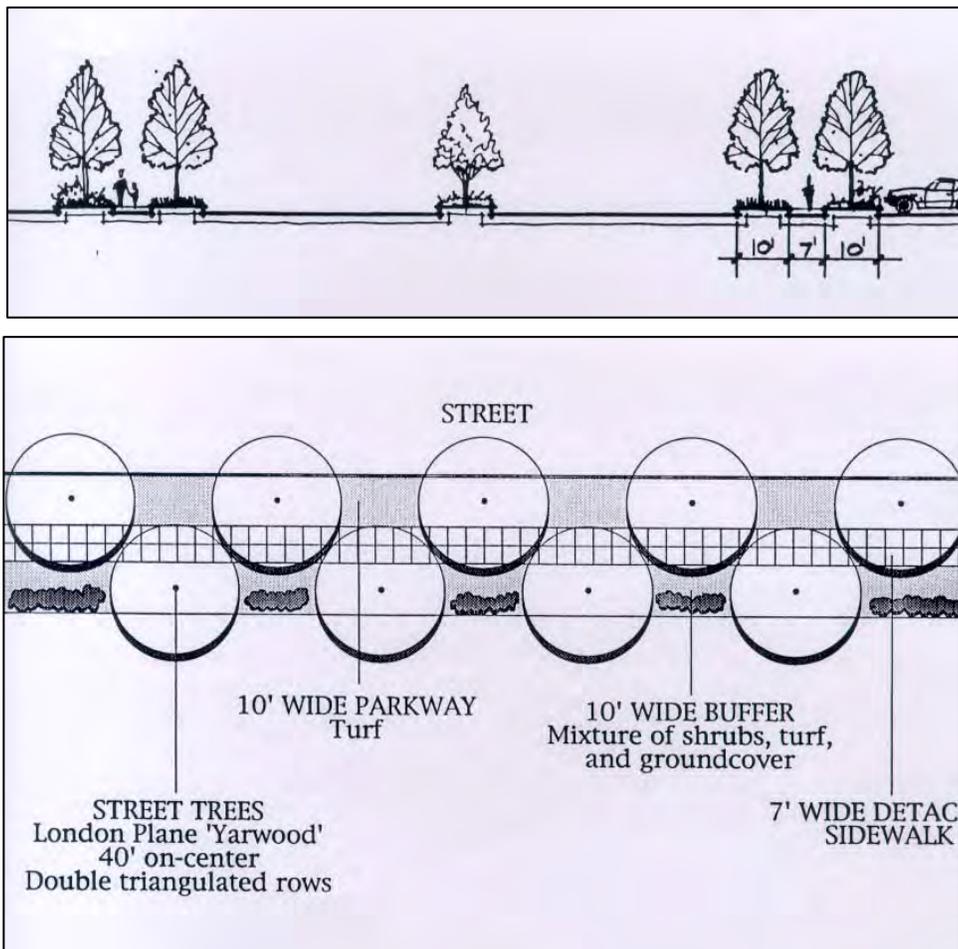
Hamilton Avenue

- Concept: Parkway Concept
- Dimensions: 10' wide landscaped parkway; 7' wide sidewalk; 10' wide landscaped buffer
- Street Tree: Evergreen Ash – *Fraxinus uhdei*
- Tree Spacing: Double triangulated row planted 40' on center where possible. There shall be one tree planted per 40 linear feet of frontage in both landscaped strips.
- Parkway: An approved drought resistant variety of turf shall be planted in the parkway strip.
- Buffer: The buffer shall be planted with a mixture of turf, groundcover and shrubs. The back portion of the buffer shall be planted with shrubs or hedges to screen parked cars.
- Dedication: The property owner shall dedicate the necessary land to the City of Campbell in order to incorporate the parkway strip and sidewalk into the public right of way.



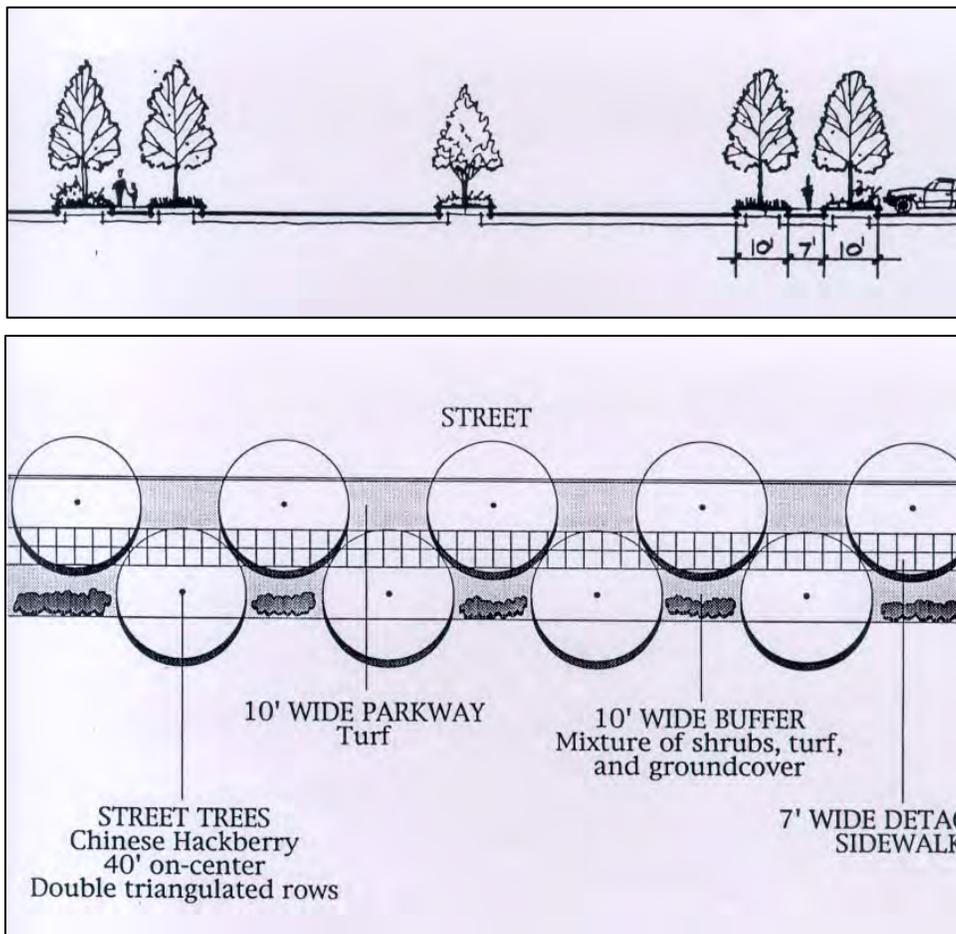
Bascom Avenue

- Concept: Parkway Concept
- Dimensions: 10' wide landscaped parkway; 7' wide sidewalk; 10' wide landscaped buffer
- Street Tree: London Plane - Yarwood - *Platanus acerifolia* - High branch form
- Tree Spacing: Double triangulated row planted 40' on center where possible. There shall be one tree planted per 40 linear feet of frontage in both landscaped strips.
- Parkway: An approved drought resistant variety of turf shall be planted in the parkway strip.
- Buffer: The buffer shall be planted with a mixture of turf, groundcover and shrubs. The back portion of the buffer shall be planted with shrubs or hedges to screen parked cars.
- Dedication: The property owner shall dedicate the necessary land to the City of Campbell in order to incorporate the parkway strip and sidewalk strip and sidewalk into the public right of way.



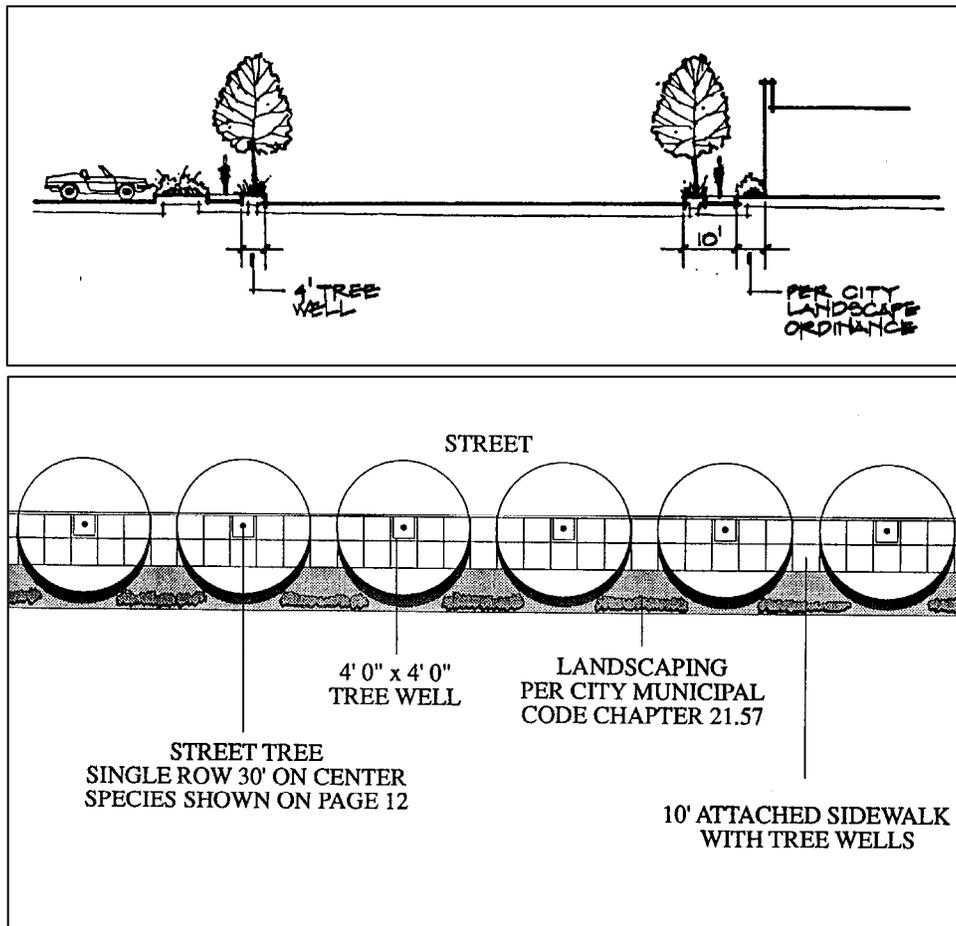
West Campbell Avenue

- Concept: Parkway Concept
- Dimensions: 10' wide landscaped parkway; 7' wide sidewalk; 10' wide landscaped buffer
- Street Tree: Chinese Hackberry – Celtis saneness
- Tree Spacing: Double triangulated row planted 40' on center where possible. There shall be one tree planted per 40 linear feet of frontage in both landscaped strips.
- Parkway: An approved drought resistant variety of turf shall be planted in the parkway strip.
- Buffer: The buffer shall be planted with a mixture of turf, groundcover and shrubs. The back portion of the buffer shall be planted with shrubs or hedges to screen parked cars.
- Dedication: The property owner shall dedicate the necessary land to the City of Campbell in order to incorporate the parkway strip and sidewalk strip and sidewalk into the public right of way.



Winchester Boulevard

- Concept: Attached sidewalk with tree wells. Landscaping behind walk with shrubs to screen parking according to Campbell Municipal Code Chapter 21.57.
- Dimensions: 10' wide sidewalk with tree wells adjacent to curb. Minimum 5'-8' landscaping behind sidewalk per Chapter 21.57 of the Campbell Municipal Code.
- Street Tree: North of San Tomas Expressway: Tulip Tree – Liriodendron tulipifera
South of San Tomas Expressway: Chinese Pistache – Pistacia chinensis
- Tree Spacing: Single row, planted 30' on center. There shall be one tree planted per 30 linear feet of frontage.
- Tree Wells: 4' x 4' except for wells for Tulip Trees which should be 4' deep and 5' wide.
- Dedication: The property owner shall dedicate the necessary land to the City of Campbell in order to incorporate sidewalk into the public right of way.



IMPLEMENTATION

Full Streetscape Treatment

The full streetscape treatment shall be required for the following projects:

- Projects which add 25% new square footage
- Projects which remodel 25% of existing square footage
- Projects which alter over 50% of the length of the façade

Street Trees

Street trees shall be required for the following projects:

- Projects which alter less than 50% of the façade
- Projects which add/alter less than 25% of the existing square footage

Exemptions

- Additions of non-leasable square footage not visible to the public and not exceeding 10% additional square footage shall be exempt from the Streetscape Standards.
- The Community Development Director shall have the authority to approve minor alterations to the Interim Streetscape Standards to accommodate unusual site or project-related conditions.

Timing

All projects shall install the streetscape treatment as a condition of approval with no deferred agreements.

Cumulative Development

All changes shall be cumulative from the date of adoption. A deed restriction shall be recorded to monitor the percentage of the structure that has been altered.

Definitions

Facade Alteration – A significant architectural modification which changes the character of the project, such as roofs and entryways, measured by linear feet. It shall not include modifications to storefronts solely to accommodate tenants, such as display windows or awnings, nor shall it include maintenance or repainting.

Remodel – Includes any rebuilding or structural alterations which change the supporting members of a building, such as bearing walls, columns, beams or girders or which alters the exterior appearance of the building. It shall not include interior tenant improvements or structural alterations solely to meet code.

TECHNICAL REQUIREMENTS

1. Trees shall be planted according to the attached diagram or other City approved standard.
2. Tree size at the time of planting shall be a minimum of 15-gallon trees.
3. If new trees are replacing existing trees, larger sizes may be required by the Community Development Director.
4. Larger trees may be required by the Community Development Director if the project is determined to be a high visibility project based on location or frontage size.
5. When only street trees are required on Hamilton, Bascom and Campbell Avenues, they shall be planted in 4' x 4' tree wells, 40' on center. Should parkway treatment be required at a later date, these trees shall not be removed.
6. Deep watering bubbler irrigation systems shall be required for trees per attached diagram.
7. Root shields shall be required for all street trees.
8. Trees shall not be planted within a 40' distance from corner to preserve traffic visibility.
9. Trees shall not be planted within 15' from a driveway in the direction of on-coming traffic.
10. Transition areas shall be built according to City standard details.
11. Adjacent property owners shall be responsible for removing the transition area and extending landscaping and irrigation when they are required to install the streetscape treatment.
12. Bus stops and duckouts shall be built according to City standard details.
13. All utilities shall be located in the landscaped buffer behind the walk on streets with the parkway treatment. Utility boxes shall be screened with landscaping where possible.

MAINTENANCE

The sidewalks and landscaping within the required streetscape treatment shall be maintained fully by the property owner to City Standards.

PLANTING STANDARD

