

City of Campbell Objective Standards Project

What is this Project?

The City of Campbell is undertaking a planning effort to create objective standards for all residential projects that respect and build upon Campbell's unique character and distinctive neighborhoods. As part of this effort, the City is also addressing procedures related to residential design review and permitting. The City is undertaking this project to conform with recent State law that require local jurisdictions to adopt objective standards and to streamline the review and permitting processes for housing development.

While these laws typically pertain to multi-family housing (2+ units), the City of Campbell will adopt objective standards for all housing projects, to both facilitate context-appropriate, high-quality design and to bring consistency and clarity to the project review and permitting processes.

Project Overview

This project is anticipated to take about 12 months, starting in 2020 and ending in the 2021.

The major steps in the process are as follows:



What are Objective Standards and Design Guidelines?

Objective Standards

State law defines objective standards as those that "involve no personal or subjective judgement by a public official and are uniformly verifiable by reference to an external and uniform benchmark or criterion available and knowable by both the development applicant and public official prior to submittal." Objective standards are often quantifiable. Examples include:

- Blank walls (without doors and windows) of more than 20 linear feet are prohibited along any street facing façade.
- A minimum one-foot offset is required for any wall plane that exceeds 30 feet in length.

Design Guidelines

Design guidelines are subjective regulations that require interpretation or are non-quantifiable. Examples include:

- Be consistent with the neighborhood character.
- Use durable materials.

Campbell's Regulating Documents for Residential Projects

The City relies on several regulatory documents – the City's Zoning Code, Area Plans, and Residential Design Guidelines – to address the character of new residential development, including infill projects and additions to existing homes.

While the Zoning Code mostly contains objective development standards, the Area Plans and Residential Design Guidelines incorporate both development standards and design guidelines for building character, such as building massing, articulation, and materials. The Area Plans regulate development within a specific area or district, while Residential Design Guidelines, in most cases, apply to development outside the Area Plan boundaries. As a part of this project, design guidelines will be revised to be design standards which are objective, incorporating both text and graphics to illustrate the standards clearly and consistently.

Which Documents are Being Updated?

Area Plans

- Campbell Village Area Neighborhood Plan
- Downtown Development Plan
- East Campbell Avenue Master Plan
- North of Campbell Avenue Plan (NOCA)
- San Tomas Area Neighborhood Plan
- South of Campbell Avenue Plan (SOCA)
- Winchester Boulevard Master Plan

Residential Guidelines

- Design Guidelines for Single-Family Homes
- Design Guidelines for Additions to Single-Family Homes
- Design Guidelines for Low-Medium Density Residential

Relevant Chapters of the Zoning Code

- 21.12.030 P-D (Planned Development)
- 21.23 Accessory Dwelling Units
- 21.30.030 Administrative Procedures
- Title 21, Article 4 - Land Use/ Development Procedures
- CMC 21.72 Definitions

Opportunities for Community Engagement

Learn more about this project:

- **Check out the project web page** at www.ci.campbell.ca.us/1174/Objective-Standards which contains the latest information on project status, background studies, and project documents
- **Join upcoming webinars/public workshops** for project updates and providing feedback
- **Participate in surveys** regarding major issues and public concerns
- **Attend periodic meetings and hearings** with the Planning Commission and City Council



Questions? Contact:

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