

# Appendix A: Activity #1 Visioning Exercise

ACTIVITY #1: VISIONING EXERCISE WORKSHOP 1 JANUARY 22, 2018

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## **Results:**

### **Community Input (Community Assets):**

- *Small compact downtown with great theater to draw people into our town.*
- *Downtown Pruneyard shopping district*
- *Light rail expand*
- *Parks*
- *Trails*
- *Library*
- *Small town “feeling”*
- *Historic vibe*
- *Vibrant downtown*
- *Slower growth*
- *Less construction*
- *Less traffic*
- *Heritage theater*
- *Feel of downtown*
- *Campbell recreation department*
- *Parks and creek*
- *Downtown Campbell*
- *Pruneyard*
- *Active downtown*
- *Small town and friendly atmosphere*
- *Access/transportation location to boundary cities*
- *Safety*
- *Vibrant downtown*
- *Community based public library*
- *Quick response from police department*
- *Clean streets*
- *Small town feel*
- *Strong neighborhoods*
- *Responsive city services to needs*
- *Library*
- *Business district on Campbell Ave.*
- *Community*
- *Downtown Campbell preservation*
- *Campbell community center*
- *Maintain close knit community*
- *Rural community*
- *Small town*

- *Lack of population density*
- *Library*
- *City hall*
- *Police station*
- *Los Gatos Creek*
- *Small town feel and architecture*
- *Nature*
- *Small town feel*
- *Safe community*
- *Active downtown schools that parents are proud of*
- *Walkability*
- *Multi-generation living keeps people here*
- *Small town feel*
- *Neighborhoods*
- *Police force adequate and responsive*
- *Theater that draws folks to our town*
- *A great community spirit with wonderful chamber and volunteers*
- *Parks*
- *Creeks*
- *The rural aspect i.e. no sidewalks*
- *Light rail*
- *History*
- *Location*
- *Small town*
- *Open space*
- *Good quality of life*
- *Affordability*
- *Diversity*
- *Diversity*
- *Small town feel*
- *Services: parks, recreation, library*

**Community Input (Community Challenges):**

- *Traffic/traffic lights*
- *How to take care of homeless*
- *Have better schools*
- *Availability of low-cost housing for teachers*
- *Traffic*
- *Homeless*
- *Traffic congestion*
- *Board members seem to care about what businesses go up in Campbell as long as they get the revenue*

- *Lack of public transit*
- *Traffic*
- *Mixed use housing*
- *Open space*
- *Traffic mitigation as surrounding cities/companies grow in Campbell*
- *Traffic/mass transit no infrastructure*
- *Housing-high-rises, high density housing*
- *Traffic*
- *Not enough green space*
- *Growth is not being well done*
- *Too much driving, too car dependent*
- *Aging population, isolation of older folks*
- *Housing is too expensive*
- *Traffic flow*
- *Limiting bars and restaurants downtown*
- *Encouraging retail*
- *Traffic, traffic, traffic*
- *Housing vs homelessness*
- *Crime*
- *Public transit*
- *Need more community gardens*
- *Bikes*
- *Traffic*
- *Limited arts and entertainment choices*
- *Land locked with limited development space*
- *Traffic*
- *Better long term thinking*
- *BART*
- *Traffic, traffic, traffic, and more traffic*
- *Attracting appropriate revenue generating businesses*
- *Protecting and improving downtown*
- *Size*
- *Location*
- *Beauty*
- *Maintaining small town feel*
- *Not overloading high density housing*
- *Conservation/use of water*
- *Run-down areas, Bascom, Dell, lack of major businesses*
- *Schools*
- *Affordable housing*
- *Over development*
- *Excessive city costs*
- *Too much traffic*
- *Pricing out youth and working class*

- *Transportation*
- *Density increasing*
- *Sustainability*
- *Housing*
- *Public transit*
- *Lack of area to build out, so we need to be careful what we put on each spot*
- *Too many \$\$ retirement and health costs to pay for in future*
- *Quick growth*
- *A detailed policy addressing drive-thru's on busy corridors*
- *More housing diversity*
- *Pedestrian friendly*
- *Growth*
- *Losing identity*
- *Congestion/traffic*
- *Development pressure*
- *Loss of open space*
- *Traffic*
- *Keeping high density housing down*
- *Bringing new tech businesses*
- *Public transportation*
- *Managing growth*
- *Bringing in companies*
- *Housing/traffic on Hamilton*
- *Pedestrian focus (accessibility)*
- *Affects to quality of life, impacts traffic and schools*
- *Regulations need to be updated same as surrounding cities*
- *Traffic and safety issues, crime is too high*

**Community Input (Community Vision):**

- *Downtown and tourism – bring in visitors, boost*
- *Bringing tech companies*
- *Limit over commercialization by chain stores*
- *Add more living spaces*
- *Avoid Bay Area bland with the architecture*
- *Better schools*
- *Sensitive designed new developments*
- *Not over development of main transportation corridors 17/Hamilton interchange*
- *Small town preservation*
- *Community building*
- *Affordability*
- *Rules and regulations in place for traffic, housing, and growth.*

- *Crime and safety improvements*
- *Smart growth not highest income*
- *Housing for teachers and others in the workforce who provide necessary services*
- *A safe family friendly community*
- *Fiber optic internet*
- *High density housing*
- *City owned utility services (like City of Santa Clara)*
- *A city that doesn't become gridlock with traffic*
- *A city that offers sufficient low cost*
- *Anyone on the board should be a resident of Campbell*
- *More diversity*
- *Integrated transportation*
- *Collect standardized data for better assessment of progress*
- *More schools*
- *Better library/civic center*
- *Now police station*
- *Bikeable/walkable*
- *Improved/expanded parks*
- *Less traffic impact*
- *Bird safe design*
- *Protect the creeks with setbacks and daylighting*
- *Re-oak the town*
- *Balance quality of life w/growth*
- *Public art/culture*
- *Strong cohesive neighborhoods*
- *Regional cooperation*
- *Public art*
- *Use of technology*
- *More buses, trains, bikes (fewer parking lots)*
- *More housing where we can walk to stores/medical/schools*
- *More types of housing for all ages*
- *Trails and parks*
- *Public affordable easily accessible transportation*
- *Affordable housing*
- *Safety i.e. crime control*
- *Better community interchanges*
- *Less city government*
- *Less consultants*
- *High density living buildings*
- *Slow growth*
- *Traffic*
- *Bike and public transportation throughout the community*
- *More community gardens*
- *Marijuana dispensary*

- *Protecting open space*
- *Effective access to residential and business community*
- *A recognized center of arts*
- *More technology focused industry and business*
- *More retail downtown maybe a big box store*
- *More large businesses like Los Gatos has like Netflix to keep tax revenues*
- *VTA stations – we have 3! Connect to BART, attract google (maybe?)*
- *More community services*
- *Have more housing for the elderly*

**Results:**

**Community Input (Community Assets):**

- *Small town, family oriented feel of Campbell*
- *Historic buildings and landmarks*
- *Outdoor restaurants downtown*
- *Highway and VTA connections*
- *Big lot sizes*
- *Campbell Community Center*
- *Farmers market*
- *Downtown*
- *Old homes*
- *Farmers market*
- *Central location in county*
- *Parks and the Los Gatos creek trail*
- *Unique, cozy, lively downtown*
- *Farmers market and downtown development*
- *Improvements at Pruneyard & pedestrian access under 17 overpass*
- *Creek trail*
- *Keep downtown as is – no new growth*
- *Small town feel*
- *Theater at Safeway*
- *Good parks-trails*
- *Safe*
- *Downtown is nice, clean*
- *Downtown charm*
- *Safe neighborhoods*
- *Strong police*
- *Variety of land uses*
- *Decent historical structure inventory*
- *Nice smaller town feel*
- *Community services*
- *Pruneyard*
- *Downtown Campbell*
- *Campbell community center recreation*
- *Friendly responsive police*
- *Campbell heritage theater*
- *Campbell community center*
- *Downtown area*
- *Variety of public events, farmers market, holiday festivals, music etc.*
- *Campbell Park*

- *Small town feel where neighbors care for each other, where city police and fire come to Little League opening day. Where you see neighbors at the farmers market.*
- *Trails*
- *Farmers Market*
- *Downtown*
- *Quality of life*
- *Support for community oriented events*
- *Public parks and recreation*
- *Small town community*
- *Community center*
- *Downtown shops and restaurants*
- *Downtown*
- *Parks and open-space*
- *Community center*
- *Small town atmosphere*
- *Activities for both citizens and communities near Campbell*
- *History of Campbell preserved*
- *Rural character*
- *Walkability*
- *Charm*
- *Small town environment*
- *Small town feel*
- *Small town*
- *Atmosphere in gov't, community ctr*
- *Responsive city gov't w/o too much bureaucracy*
- *Theater near Safeway*
- *Parks and recreation*
- *Small town feel*
- *Responsive government*
- *Approachable City staff, PD, fire, etc.*
- *Diverse population with a range of economic opportunities*
- *Library*
- *Restaurants and shops*
- *Farmers market*
- *Cute homes in downtown*
- *Downtown*
- *Campbell Park*
- *Low crime*
- *Community Center*
- *Campbell Park and river walk*
- *Good public education*
- *Good schools*
- *Small town feel*
- *Good police and fire protection*



- *Traffic control*
- *Downtown history*
- *Parks-open space*
- *Small town feel*
- *Creek access/trail*
- *Walkability downtown Pruneyard*
- *Community Center skate park, John D. Morgan Park*
- *Small community feel*
- *Downtown*
- *Small-town feel*
- *Schools*
- *Nice neighborhoods*
- *Great downtown area*
- *Small town feel*
- *Old buildings downtown and residential*
- *Light rail and train*
- *Good street lighting*
- *Small town feel*
- *Small town feel*
- *Community feel*
- *Location*
- *Walkability*
- *Beautiful houses*
- *Kid friendly*
- *Safety*
- *Downtown is walkable with east access to public transportation*
- *Small town feel*
- *Easy access to stores*
- *Los Gatos Creek Park*
- *Limit growth*
- *Smallish town feel*
- *Preserve open spaces*
- *Great community*
- *Small town atmosphere*
- *Affordable housing (at one time ago)*
- *Community Center*
- *Parks-open-space*
- *Roadways*
- *Close to San Jose Attractions*
- *Heritage Theater*
- *Great schools*
- *Parks-open-space*
- *Community Spirit, events and hometown feel*
- *Downtown lively including Farmers Market*

- *Transit VTA-Light-rail*
- *Small town feel*
- *City 6 commons*
- *Small town feel*
- *Comminute Center*
- *Parks*
- *Vibrant Downtown for shopping*
- *Library Facilities*
- *Lots of space for public parks for multiple uses*
- *Walkability*
- *Small town feeling*
- *Good services*
- *Good schools*
- *Farmers Market*
- *Downtown Campbell*
- *Family-oriented*
- *Diverse housing examples*
- *Established and diverse businesses*
- *Community activities*
- *Safe community*
- *Access to other communities*
- *Small town identity*
- *Variety of services*
- *Campbell Park*
- *Los Gatos Creek Trail*
- *Access to other cities and areas*
- *Downtown*
- *Safe neighborhoods*
- *Central location*
- *Light-rail connection to DT San Jose*
- *Well maintained parks*
- *Downtown*
- *Small town feel with community events and a vibrant downtown*
- *Social services, community center and library*
- *Clean safe and quiet*
- *Vibrant downtown surrounded by livable neighborhoods*
- *Walkable downtown area*
- *Open-space water and trees*
- *Family-oriented*
- *Unique history and buildings that are valued*
- *Downtown*
- *Light-rail and bus*
- *Frequent transit*
- *Robust community and services*

### **Community Input (Community Challenges):**

- *Slow down rapid growth of high density building projects*
- *Traffic*
- *Quite approving zoning projects that don't fit in with neighborhoods*
- *Overly ambitious growth and development*
- *Quality of life*
- *Overcrowding / traffic*
- *Lack of safe bike routes*
- *Traffic with more condos and apartments*
- *Jobs locally*
- *Public transportation*
- *Integrating neighborhoods with neighboring cities*
- *How to preserve out historic structures*
- *Traffic congestion*
- *Crime*
- *Involvement by citizens to reduce greenhouse gases*
- *Housing for young people and old also*
- *Make sure not every lot has a huge building on it*
- *Parks-open-space*
- *Keep hometown feel*
- *Traffic*
- *Transportation and roads haven't kept up buildings*
- *Crime has increased substantially this past year in our residential area*
- *Homelessness – we need more affordable housing*
- *To preserve rural character with reasonable redevelopment*
- *To not take the high tech neighboring cities lead*
- *To manage traffic with redevelopment*
- *How to control growth while allowing future development*
- *Cleanliness in neighborhoods*
- *Traffic*
- *Homelessness*
- *Traffic on Hamilton*
- *Affordable housing*
- *Homelessness*
- *Traffic mitigation*
- *Address questionable inappropriate zoning*
- *Improved schools*
- *Population increases, traffic congestion, parking, public transit, safer bike lanes*
- *Homeless*
- *Traffic*
- *Traffic flow and congestion*
- *Alternative travel bike, ped, transit*

- Schools
- Balance of restaurants and retail businesses (more retail needed)
- Continuing development and not stagnating but staying open and economically indecisive
- Accepting and growth with more racial and cultural diversity
- Working with other agencies and cities to deal with auto traffic
- Housing is expensive
- Traffic worsening
- Jack in the box is everywhere
- Housing limit building
- Lack of open-spaces
- Too much development
- Population growth \*traffic)
- Housing density increases
- Loss of open-space
- Affordability
- Traffic
- Maintain Streets
- Better housing
- Better freeway access
- More jobs by large employers
- Parking'
- Traffic
- Affordable housing
- Affordability
- Parks-open-space
- Built out and no more room
- Traffic congestion
- Affordable housing
- Vibrant economy without overbuilding high-rise and high density
- Traffic
- Housing
- Variety of food options (why so many Jack in the Boxes?)
- Traffic noise and parking
- Maintaining our sense of uniqueness
- Keep it family-oriented
- Housing Campbell ave traffic
- Traffic
- Traffic
- Business diversity
- Affordable housing
- Housing enough and affordable)
- Empty storefronts

- *Traffic patterns and choice (eg steak shake however brief caused quite a traffic changer in Campbell ave)*
- *Keeping identity*
- *Crime*
- *Appropriate businesses adjoining private housing*
- *Zoning laws*
- *Traffic cost of housing*
- *Provide growth in commercial (restaurants etc.) to match growth of population*
- *Gangs and crime*
- *Improving homes with support of city*
- *Affordable housing*
- *Crime/protection good public education*
- *Traffic*
- *Dense population*
- *Parking*
- *Don't like some of the new housing*
- *Traffic*
- *Crime*
- *Housing*
- *Senior and retire housing*
- *Affordable housing for normal families*
- *Auto traffic not enough ways to get around without a car*
- *Traffic mitigation*
- *Crime prevention*
- *Infrastructure upkeep*
- *Traffic congestion*
- *Lack of effective mass transportation*
- *Too many fast food restaurants*
- *Small town environment*
- *Congestion and traffic*
- *Slow growth, fewer high rise*
- *Supporting a range of people (i.e. socioeconomically) to live and work so we can have teachers, service industry employees, and construction workers alongside tech'y people*
- *Bike lanes and deterioration*
- *Traffic*
- *Disparate GP and Zoning densities for some housing in the block boundaries in backyards*
- *Poorly developed bike facility network*
- *Downtown drinking*
- *Downtown business loss and turnover*
- *Growth needs to be sensible and well thought through*
- *Change zoning so don't need to take applicants for inappropriate companies, restaurants etc*
- *Traffic needs to be thought through thoroughly*

- *Traffic congestion*
- *Increase quality of schools and education*
- *Affordable housing*
- *Fast food*
- *We done need any more growth. If the city has a hard time balancing the budget maybe they should look at the salaries and retirements they are giving their employee. Don't overload us with this because its just for the revenue they bring in.*
- *Increase in petty crime at our homes*
- *Safe infrastructure for cyclists*
- *Continued residential growth that helps stabilize housing costs*
- *Plenty of empty or dilapidated commercial and residential lots not maximizing space*
- *Affordable housing*
- *Balancing housing density with land use and EIR*
- *Sufficient housing*
- *Traffic and parking (not just downtown)*
- *Balance high density housing with other factors including schools*
- *Change from LOS to VMT metric*
- *Housing costs*
- *Safe walkable neighborhoods (street design)*
- *Parking to support density of residential and businesses*
- *Dense buildings close to our transportation hubs*
- *Keeping community involved in our government*
- *Housing*
- *Jobs*
- *Traffic*
- *Jobs much growth, Campbell is sort of a bedroom community*
- *Please do not bring in any more fast food*
- *Lack of services / volunteer opportunities/learning opportunities for teens 13-17 during the schools year and summer.*

**Community Input (Community Vision):**

- *Improving access to better public transportation*
- *More diversity of businesses in downtown*
- *New library*
- *Bascom Ave 6 lanes to 4 lanes with bike and pedestrian space*
- *Relieve traffic*
- *New library*
- *New library*
- *Public transit*
- *Safe walking and biking lanes*
- *Improve pedestrian and bike access routes throughout the city*
- *Relieve traffic congestion*
- *Beautify Bascom Ave*
- *Preserve the character of the community*

- *Expand the downtown by closing Campbell Ave between 3<sup>rd</sup> and Central from traffic permanently*
- *Involvement of citizens to reduce crime*
- *Activities for citizens all ages*
- *Prevent lot splits in LDR*
- *A light rail that has better/more options/ lines across Silicon Valley*
- *Public transportation options*
- *Community entertainment (eg. Theater, sports)*
- *Food options*
- *A city with more parks, open-space, and trails.*
- *To not overdevelop*
- *To not adopt the current sameness of development – maintain unique*
- *Diversity*
- *Strong infrastructure for telecommunications*
- *Integrated mass transit*
- *Moving light industrial to other uses*
- *More mixed use buildings near downtown*
- *Improving quality of life for all*
- *Connecting downtown with Pruneyard*
- *Community identity*
- *Modern bicycle infrastructure (protected bike lanes etc.)*
- *Improvements for library and police station with options for community use*
- *Lower housing costs for residents*
- *Campbell recognized as a center for performing and other arts*
- *Effective mass transportation linking to other parts of Bay Area (not bike lanes)*
- *Vibrant active downtown*
- *Good schools*
- *Great parks*
- *Community activities*
- *Easily accessible and affordable transportation*
- *Housing to meet all economic needs and levels*
- *Crime controlled w/ activities and patrol*
- *Better traffic flow*
- *Public transportation*
- *Allow downtown homes. min size for SFH. There is a lot of inconsistency in current lot size and zoning min of 6k*
- *Better traffic flow*
- *Preserved green space*
- *Mitigate traffic and congestion*
- *Maintain low-rise community*
- *Provide affordable housing to low/median income residents*
- *More parks*
- *Require high density units and provide lots of underground parking (at least 2 per unit)*
- *New library*

- *Maintain upkeep of roads*
- *Housing*
- *Improved aces to Campbell downtown*
- *Improved light rail more trains and hours*
- *Parking for mass transit*
- *To keep the Campbell small with the same flavor of what it had in the 60s when Campbell was not San Jose*
- *The parking*
- *Streets without potholes*
- *More trees in industrial areas*
- *Pruneyard remodel*
- *Hamilton VTA safely connected to north Campbell*
- *More housing*
- *Permit parking on streets and no overnight parking w/o permit*
- *Public art*
- *More open-spaces*
- *Limit development industrial/housing*
- *Public art*
- *Additional park space*
- *Preservation of city history and buildings*
- *A plan to reduce cut-through traffic in neighborhoods*
- *Library remodel*
- *Continued education and great schools*
- *Coordinated effort between city and school district, private schools, non-profits, chamber of commerce to offer services/volunteer opportunities /job skills development and exploration for teens 13-17 years old*
- *More community entertainment opportunities*
- *Increase in public transportation options*
- *More variety of restaurants*
- *Better bike/ped access across or under HWY 17 at Camden/San Tomas*
- *Bike lanes on Campbell and Hamilton Ave end to end*
- *Fix/widen Los Gatos Creek Trail*
- *Synchronize traffic lights*
- *Visual beauty by putting more underground utilities*
- *More bike leans on roads*
- *Provide services for older population – transportation*
- *Jobs for our young*
- *Parks and trails whenever wherever possible*
- *Clearly defined areas for development that is complementing to out uniqueness*
- *Change the GP and Zoning designations for parcels on the south side of Sunnyside Ave to Medium Density Residential to make the block consistently planned and zoned*
- *Signal warrant study at 1<sup>st</sup> and Campbell Ave*
- *Aggressive bike network comprehensive and cutting edge*
- *Greater housing mix*



- *Better street circulation*
- *Some tech HQs*
- *More housing*
- *Better playgrounds diverse local shops*
- *Implementation of a historic preservation district in the downtown core*
- *Slower growth*
- *Fewer high rises*
- *Less commercial growth*
- *Good schools*
- *New police station*
- *New library*
- *Remodeled City Hall*
- *Improve and implement safe bike travel*
- *Improved transit*
- *New PD*
- *New library*
- *Foot bridge Latimer Ave across STEX*
- *Maintained small-town atmosphere*
- *Between tracks and freeway incorporated into downtown*
- *Another/more parking structures near downtown*
- *Safe walking from one side of town to the other*
- *More housing near transit*
- *Community shuttle give another option to driving*
- *Re-engineered street corners – take away protruding corners*
- *Tourism as a large draw for visitors*
- *Affordable housing*
- *Sensible growth that doesn't affect traffic such as an in-n-out on Hamilton*
- *More police*
- *An environmentally friendly community – solar, electric charging etc.*
- *Keep family friendly feel*
- *Keep small town feel*
- *Keep small town feeling*
- *Need more companies like Netflix etc. not fast food*
- *Need better zoning and land use*
- *Need a planning commission that understands traffic, density etc.*
- *Regularly monitored neighborhoods for trash, vehicles*
- *Street corners- take away the protruding corners*
- *Higher transit mode share*
- *Planning for jobs/resident growth through dense, transit focused areas, and reduce traffic through transit*
- *A pedestrian mall close Campbell Ave in downtown to car traffic*
- *Safe small town feel w/urban density and growth*
- *Safe, convenient to transit neighborhood that connects to the Bat Area*
- *People that care for Campbell, not just throw in an business just because of revenue*

**Results:**

**Community Input (Community Assets):**

- *Community events*
- *Thriving downtown*
- *People who care about Campbell*
- *Fun walkable downtown (finally)*
- *Central location*
- *Community center*
- *Small town in the Silicon Valley*
- *Charming residential community*
- *Parks, creek, and the LG trail*
- *Quality city council and planning committee*
- *Community center developed in former high school campus*
- *Open spaces (parks and trails)*
- *Green open-space*
- *Farmers markets*
- *Community building events*
- *Library access, and resources*
- *Parks, and other community facilities*
- *Civic inclusiveness*
- *Central location*
- *Community*
- *Small town feel*
- *Wildlife habitat (Los Gatos Creek)*
- *Land use mix*
- *Community center*
- *Open space (Los Gatos Creek, Parks)*
- *Downtown Campbell still feels like a small town and has historic buildings*
- *Community center*
- *Community center*
- *Community activities*
- *Library*
- *Parks*
- *Water tower*
- *Creek trail*
- *Public parks/open-spaces*
- *Parks/open-space along Los Gatos Creek*
- *Heritage Theater and community Center*
- *Downtown/Library area with activities for the community*
- *Heritage theater*

- *Sense of small town community*
- *General Campbell is a safe community for pedestrians*
- *Do not preserve old small run down homes that are not economical to improve or preserve*
- *Quiet neighborhoods*
- *Low crime*
- *Walkable downtown*
- *Compact*
- *walkable*
- *downtown Campbell*
- *new library*
- *historic resources*
- *theater*
- *historic buildings*
- *parks*
- *small town atmosphere*
- *excellent library*
- *diverse downtown shops*
- *downtown/small-town*
- *parks*
- *creek-trail*
- *historic buildings*
- *Ainsley House*
- *Volunteer organizations*
- *Campbell water-tower*
- *Creek-trail*
- *Community Center, Heritage Theater*
- *Parks/rec*
- *Small town community*
- *Family friendly community*
- *Vibrant commercial center to continue*
- *Small town feel – limit height of buildings*
- *Small town feeling*
- *Security*
- *Proprety values*
- *Old buildings in downtown have character*
- *Campbell community center and activities*
- *Parcourse trail, open-space, perc-ponds*
- *Businesses such as Netflix within boundaries*
- *Small town feel*
- *Community events*
- *Parks recreation pace*
- *Theater*
- *Community spirit*

- *Not to be like San Jose*
- *Keep small-town feeling, community feeling*
- *Walkable downtown*
- *Nice parks*
- *Parks, green areas*
- *Community gardens*
- *Farmers market*
- *Vibrant downtown*
- *Light industrial areas*
- *Parks/creek trail*
- *Downtown*
- *Small town atmosphere*
- *Campbell water-tower (keep buildings from obstructing)*
- *Parks and public spaces*
- *Vibrant walkable downtown*
- *Diverse population*
- *Small town feel*
- *Nice downtown*
- *Good schools*
- *Vibrant downtown*
- *Parks*
- *Downtown single and double story buildings*
- *Los Gatos Creek-trail*
- *Attracts great businesses in downtown*
- *Active connected community parks*
- *Open space*
- *Small-town feel*
- *Small town atmosphere*
- *Variety of different areas w/different draws*
- *Walkability*
- *Campbell community center*
- *Open-space and parks*
- *Walkability*
- *Small community feel*

**Community Input (Community Challenges):**

- *To maintain small town feeling*
- *To not intensify to the max*
- *To maintain walkability, more parks*
- *Affordable housing (not developer pricing)*
- *Walkable city*
- *Protecting, preserving trees / traffic from outside*

- *Traffic at Hamilton and 17*
- *Over building*
- *Destroying historical buildings*
- *Density*
- *Abandoned / vacant buildings*
- *Slow permitting process for new businesses*
- *Increase in number of apartment buildings*
- *Lack of housing*
- *Traffic*
- *Office space*
- *Parking in general*
- *Parking for handicap on street and not just in parking garages*
- *Traffic*
- *Traffic and circulation*
- *Increased densities*
- *Increased housing*
- *Who and what are we?*
- *High density housing*
- *High-rise blocking view of iconic water-tower*
- *Transitioning from small-town*
- *Surrounded by other cities so people drive through beyond city control*
- *Affordable housing*
- *Lack of affordable housing*
- *See more homelessness*
- *Traffic density*
- *High density for population increases*
- *Traffic public transit*
- *Traffic*
- *Density*
- *Crime control*
- *Reasonable housing*
- *Better roads*
- *Better schools*
- *Social/human conscious business employers*
- *Traffic and transportation*
- *Safety and slowing down traffic of out residential streets*
- *Slow driving vehicles trips to supermarkets, trips to medical facilities*
- *Housing*
- *Public transportation*
- *Traffic*
- *Traffic density*
- *Traffic movement (stop light coordination)*
- *Cumulative parking space*
- *More parking, council keeps waiving min pkg spaces so horrible to park*

- *Rush hour traffic already horrible*
- *Traffic and circulation*
- *Homeless issues*
- *Parking for downtown without tearing down our original buildings*
- *Homeless people at San Tomas and under pass*
- *Dilapidated commercial on Camden*
- *Businesses need enough parking*
- *Transportation alternatives*
- *NIMBYs*
- *Affordable housing*
- *Parking*
- *Traffic*
- *Improve the old library – updating*
- *Support health and wellness through improved bike and pedestrian access*
- *Housing availability and cost*
- *Traffic and parking*
- *Homelessness*
- *More updated city library*
- *Response from city staff*
- *Traffic*
- *Housing*
- *Transportation*
- *Lack of parking*
- *Too much traffic*
- *Growth in the infrastructure to support the growth in housing*
- *Hard to walk where there is no sidewalks*
- *Bike trails/lanes just disappear near downtown*
- *Traffic*
- *Keeping small town feel*
- *Traffic*
- *Traffic flow and congestion*
- *Housing needs*
- *Parking*
- *Parking and traffic*
- *Violence (shooting yesterday on Winchester)*
- *Drug use*
- *Burglaries*
- *Too many bars*
- *Not enough grocery stores*
- *Traffic*
- *Security*
- *Congestion*
- *Aging civic center*
- *Parking lack of*

- *Community center aging*
- *Building too much*
- *Traffic*
- *Pace of new businesses / difficulty for new businesses in opening stores*
- *Attracting and retaining young business professionals*
- *Staying unique compared all other small towns with DTs*
- *Traffic, volumes increasing, roads need repair, pedestrian safety*
- *Housing and homelessness, increasing cost of living giving rise to increase in homelessness*
- *Environment , want to reduce impact of growth on wildlife*
- *Provide safe walking pedestrian facilities throughout the city, find funding from current transit TOT*
- *Attracted more tech startups, new residents, employers and employees*
- *Increasing revenue to keep it above expenses (based on projections)*
- *Build the city to be able to keep with the changing nature of Silicon Valley and the greater Bay Area to not be left behind*

**Community Input (Community Vision):**

- *More diverse*
- *More walkable*
- *More open-space*
- *Open-space*
- *Community programs*
- *Keep a unique feel to downtown*
- *More pedestrian/bike routes*
- *Satellite community locations*
- *Reduction in on/off ramp traffic*
- *Public transportation affordable housing*
- *Keeping open-space*
- *More rehab of criminals and addicts*
- *Build neighborhoods with tiny homes and varied size properties all next to each other*
- *Build/set aside affordable housing so out children can live here*
- *More police*
- *If it's not broken don't fit it*
- *More open-space*
- *Keep improving public transportation*
- *Fix roads*
- *New library current one is crumbling*
- *Reduced traffic and better road surfaces (pot holes not being corrected)*
- *Reduced level of homelessness*
- *Keep the small-town community*
- *Transportation alternatives to North-County jobs*
- *End to homelessness*

- *Balanced education for all economic status*
- *Connectivity to Los Gatos Creek Trail*
- *Redevelop Camden*
- *Active yet quiet place*
- *Better law enforcement*
- *Homeless/what to do?*
- *More bike-able*
- *Pattern of traffic*
- *New housing to maintain small town feel in a big city*
- *Minimize high-rise development*
- *Friendly community activities and*
- *Tie in smaller areas eg. Downtown, Pruneyard, west Campbell so they work together. Bring factions together for the cause*
- *Better parking access*
- *Update the city library*
- *A town where community health and wellness are valued*
- *Update the library*
- *Keeping small town community attitude*
- *New library*
- *More museum space*
- *Safe environment*
- *Encourage greater participation in CERT, and support to build community*
- *More green open-space*
- *Public art*
- *More open-space*
- *Strong neighborhood identity*
- *More walkable*
- *Better transit*
- *High density housing*
- *Address challenges*
- *Expand assets*
- *Maintain quality of life*
- *Well integrated mass transit*
- *Mixed-use (retail/residential/business) with more density*
- *More diverse downtown businesses*
- *New library*
- *Wi-Fi infrastructure improvements*
- *Park upgrades*
- *To see same small town shops –retail, antique shops*
- *Retain small town feel*
- *Expand the walkability of downtown/Pruneyard*
- *Expand business parks near freeway entrances*
- *I don't want to see any high rise buildings*
- *Less industrial areas (re-zone for R&D/commercial)*



- *Rebuilt retail, residential, and commercial buildings*
- *Slightly more open space/parks*
- *Better roads and parking downtown*
- *Reduce traffic*
- *Create a walkable Campbell Ave between Bascom Ave and Winchester Blvd with lots of shops*
- *Less auto traffic*
- *Improved traffic flow*
- *Safe community to live in*
- *More funding for CERT drills and equipment*
- *More disabled parking and enforcement of same... soldiers, seniors, disables etc.*
- *More medical resources, have a Sutter /Kaiser clinic*
- *More green/open-space*
- *Value retention of areas with large residential lots*
- *Traffic/parking management*
- *Development of more residential areas/houses vs large apartment complexes*
- *Connection between downtown Campbell and Pruneyard*
- *Better investment in public schools in Campbell*
- *Traffic free downtown*

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ACTIVITY #1: VISIONING EXERCISE WORKSHOP 4 FEB 12, 2018

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**Results:**

**Community Input (Community Assets):**

- *Vibrant downtown small town vibe*
- *Quiet neighborhoods and safe*
- *Historic buildings*
- *Library*
- *Creek-trail*
- *Bicycle facilities not on street*
- *Residential neighborhoods*
- *Shopping close to residential*
- *Small-town feel*
- *Safe environment*
- *Small/personal businesses*
- *Walkable downtown*
- *School district quality*
- *Community / open-space*
- *Small-community feel*
- *Farmers-market*
- *Building height limits*
- *Good mix of single family and apartment homes*

- Walkable downtown, main drag good mix of restaurants and shops
- Light-rail station and bus connections
- Parks
- Downtown
- Strong identity
- Great parks
- Light-rail
- Wonderful downtown area
- Small town vibe
- Vibrant downtown
- Library branch
- I value that Campbell has been my home since 1960
- LG creek trail needs priority preservation in is not waterfront property
- Height building codes
- Quiet safe neighborhoods
- Historic buildings
- Open-space
- Downtown and farmers market
- Nature – creek-trail
- Dog-friendly areas i.e. parks
- Small community feeling
- Easy access to neighboring communities
- Farmers market and downtown
- Los Gatos Trail
- Rural feel of San Tomas Neighborhood
- Small-town feel
- Having an historic feel to downtown
- Parks/ponds
- Downtown Campbell
- Keep small-town feel
- Small biz makes a city work for the families
- I value John D. Morgan Park the most. It's nice and large and comprehensive for all ages.  
The community center and track are also nice
- Green space
- Engaged community
- Vibrant downtown
- Safety
- Transportation
- Keeping small town feel and have local businesses/no chains
- Small town atmosphere
- Friendly neighbors
- Community center
- Open space
- Neighborhoods

- *Commercial*
- *Civic center*
- *Community center*
- *City staff*
- *Campbell community ctr*
- *City parks*
- *Downtown*
- *LG Trail*
- *Downtown Campbell*
- *Soccer fields, baseball diamonds, parks*
- *Campbell Trail connecting to parks*
- *Downtown*
- *Small town atmosphere*
- *Water reservoirs*
- *Campbell trail*
- *Community feeling with downtown*
- *Small town atmosphere*
- *Greenspaces*
- *Friendly people*
- *Walkability of community including sidewalks and trails*
- *Bike friendly routes, pedestrian/bike overpasses and multi-use trails*
- *Park and open-space areas like Los Gatos Creek*
- *Strong neighborhoods, families and residents who take pride and actively participate in their community*
- *Open public spaces*
- *The Community Center*
- *Good transportation access*
- *Bike lanes*
- *Parks*
- *Quaint downtown*
- *Small town*
- *Small town feel*
- *Walkability*
- *Lively laid back culture*
- *Parks for kids*
- *Community center pool*
- *Smooth streets and walks*
- *Existing parking space ratio per home and biz or better*
- *Downtown*
- *Multi-cultural*
- *Diverse shops and use of land*
- *Citizen engagement*
- *Parks (dog park)*
- *Los Gatos Creek Trail*

- *Downtown strip*
- *Farmers market*
- *Small town feel*
- *Orchards, ranch homes*
- *Walkable low-density traditional neighborhoods*
- *Preserve all existing parks*
- *Educated demographic*
- *Walkable downtown*
- *sense of community identity*
- *small town atmosphere*
- *responsive police department*
- *small town community feel*
- *vibrant downtown*
- *great parks and public art*
- *small town atmosphere*
- *lovely downtown*
- *large lots*
- *downtown improvements*
- *historical landmarks*
- *creek trail*
- *growing downtown*
- *mountain views, no super large buildings blocking views*
- *location*
- *small town feel*
- *prosperity*
- *library*
- *walkability*
- *safety*
- *historic buildings including downtown*
- *small town feel*
- *not much traffic grid lock*
- *small businesses with large spectrum of services*
- *rural feel- open-space with neighborhoods*
- *friendliness – walk dog and get to know lots of neighbors*
- *safety – we all look out for each other*
- *weather*
- *community center*
- *downtown*
- *light-rail*
- *access to expressways and HW 17*
- *thriving local restaurants*
- *LG creek trail*
- *Parks*
- *People*

- *Sense of community*
- *Open-spaces and parks*
- *LG creek trail*
- *Great parks*
- *Small town*
- *Community involvement in issues – 2 ways don't just tell us*
- *Open-spaces owned by the city not public utilities*
- *Safety and enough personnel to carry out these jobs*
- *Open-space*
- *Small town feel*
- *Small town with character*
- *Hub of access – light rail, 85/17/San Tomas*
- *Creek trail*
- *Walkability*

**Community Input (Community Challenges):**

- *Inability to control regional actions*
- *Little developable space*
- *Traffic and noise*
- *Dell avenue plan overbuilt*
- *Lack of greenspace were in the bottom of the greenspace for cities in the valley*
- *Growth balanced with retaining small community atmosphere*
- *Parking at Campbell park*
- *Light rail extension*
- *Lack of housing*
- *Housing cost*
- *Traffic safety and congestion*
- *Noise level in congested areas*
- *Homeless population*
- *Winchester traffic*
- *Too fast growth*
- *How to keep the rural feeling while increasing housing*
- *Balance between high density and infrastructure (roads, utilities)*
- *Ability to challenge state mandates*
- *Ability to protect residences from high traffic commercial*
- *Loss of sense of community cohesion*
- *Greed – developers, property owner using residential properties with Air BnB*
- *Traffic growth*
- *Overgrowth*
- *Traffic*
- *Water*
- *Build extensively*
- *Renovate existing library*

- *Develop a comprehensive domestic violence program*
- *High density creating traffic and pollution, eliminating walkability*
- *Housing for all income ranges of residents*
- *Traffic and congestion on key arteries including streets like Winchester, Sunnyoaks, Hacienda, Hamilton, also hywy interchanges at Camden, Hamilton, San Tomas*
- *Car theft and other propety crime*
- *Trash on streets especially near apartments like Shannon Palms and near businesses like Safeway, 7-11, fast food, gas stations*
- *To have more parking spaces required when densities are increased for condos, Apts and businesses*
- *Planning and fixing the Safety of Winchester and Budd Ave, specifically the Safeway mall*
- *Traffic especially during commute times*
- *Improve air quality via traffic*
- *Keep higher buildings closer to downtown area*
- *Lack of street lights (partly)*
- *Income for the city*
- *Population growth*
- *Infrastructure*
- *Marijuana dispensaries augmentation*
- *Homelessness*
- *More parking downtown*
- *Lack of public transportation*
- *Affordable housing*
- *Traffic congestion*
- *Long commutes for many residents*
- *Parking*
- *Traffic*
- *Keeping businesses*
- *Winchester congestion*
- *Freeway backups*
- *Noise*
- *Parking*
- *Capitol infrastructure improvements*
- *New library*
- *New police station*
- *Traffic*
- *Maintaining infrastructure*
- *Public safety to meet increased population/density*
- *Next to San Jose*
- *Affordability*
- *Housing esp. low income*
- *Traffic/road conditions*
- *High speed internet reliability*
- *Traffic*

- *Air quality*
- *Keep trees/environment*
- *Keep/enhance small businesses that are not run out by high rents*
- *Traffic volume*
- *Traffic safety*
- *Lack of traffic enforcement*
- *Development takes too long*
- *Too many vacancies downtown*
- *Some areas/buildings run down*
- *Infrastructure seen better decades*
- *City sell out to developers*
- *Affordability*
- *Updating civic center – library and police*
- *Traffic calming*
- *More influence with Santa Clara County flood control*
- *Regional pressure to homogenize*
- *Manage growth*
- *Budget constraints*
- *Continue investing in emergency services*
- *Lack of open space*
- *Loss of historic structures*
- *Too much density*
- *In-n-out*
- *High density encroachment*
- *Traffic*
- *Housing costs*
- *Revenue for Campbell*
- *Safe neighborhoods (drugs, crime)*
- *Maintain and increase open space*
- *Preserve historic buildings*
- *Traffic , angry drivers, fast cars*
- *Many open storefronts*
- *Run down looking houses and buildings*
- *Development takes too long*
- *Too much unsupported growth (population)*
- *Affordable housing*
- *Traffic*
- *Water bills*
- *Traffic*
- *Parking downtown*
- *Too many similar restaurants in small foot print ex burgers*
- *Traffic*
- *Updating current utility infrastructure*
- *Limiting traffic growth*

- Homelessness
- Diversity - race, religion, culture, income, age
- Low income housing
- Affordability
- Commuter volume of traffic in evenings on Winchester between Campbell Ave and 85
- Housing too expensive
- Growth in Homelessness problem
- Old sewer piped and clean water
- Protecting homes from traffic due to fast food drive ins (no in-n-out)
- Homelessness
- Trash growth in in parks and neighborhoods
- Traffic flow from freeway
- Money
- Filling empty commercial buildings
- Traffic
- Intensification in too many ways height, FAR, under attack
- How to support modest growth
- Homelessness
- Graffiti
- Crime
- Schools lack high ratings
- Traffic and providing a safe alternative
- Making is safer and more attractive to bike to
- Cost of housing
- Unequal schools
- Traffic
- Building heights in compliance
- Traffic
- We have VTA and no one rides – I know I am a commuter on it
- Open space preservation
- Thoughtful planning not all greed
- Traffic congestion
- Traffic increased an population increases
- Can we come up with a plan make it so that parents don't have to drive their kids to school
- Balance places to work and traffic impacts
- Providing alternative transportation modes
- Keeping businesses in Campbell
- High density housing growth
- Petty crime
- Homeless population
- No more room for growth
- Increasing population
- Many land use decisions already made can't undo



- *Affordable housing (people can't afford to live in the city, developers decide the price but don't contribute)*
- *Protecting small businesses currently in the city*
- *More support for biking and non-auto transportation*
- *Bad shape of library*
- *VTA removing routes – Hacienda Ave*
- *Traffic it's horrendous on Winchester @ Hacienda and Camden*

**Community Input (Community Vision):**

- *Sense of community*
- *A place for people /families to call home*
- *Open space to recreate*
- *A larger new library*
- *Do not overdevelop*
- *Dell Ave Area limit to max of 3 floors*
- *A city which retains its traditional homes and neighborhoods with a balanced mix of housing, retail, and office*
- *Diversified opportunities*
- *Sense of community*
- *Balance of business w/residential*
- *Reduction of traffic with better public transportation*
- *Preservation of historical elements*
- *Robust downtown area w/good balance of types of restaurant retail*
- *Community gatherings to solidify neighbors*
- *Preserve open space*
- *Better public transportation*
- *Best public education*
- *Wouldn't it be nice to have all ne bodings to have underground parking*
- *Infrastructure – new buildings should incorporate grey water*
- *A city with no visible power lines*
- *Keep rural feel*
- *Contain building heights to preserve view*
- *Parking improvements downtown*
- *Balanced growth*
- *Small town community*
- *Balance of services including recreation amenities*
- *Balanced growth*
- *Sustainability*
- *Need more City Staff to match pop growth*
- *Continue this process regardless of cost constraints (quality assurance)*
- *A good balance of businesses to support the economy and quality of life*
- *Ensure good infrastructure is modernized (pipes etc)*
- *Maintain good roads*

- *Maintain good environment for small business*
- *Keep large scale buildings at a minimum*
- *Preserve small orchard city feel and thrive*
- *Additional walkability*
- *Improved schools*
- *Take cues from Palo Alto*
- *Small town human scale*
- *Keep available space for small businesses (i.e. Dell area)*
- *Do not turn Campbell into Sunnyvale or SOSF*
- *Maintain friendly spacious neighborhoods*
- *Provide more bicycle and Ped facilities*
- *More public transportation options*
- *Keeping City fiscally sound*
- *More green-space*
- *Modern library*
- *Better public transportation and support for non-auto transportation*
- *Low density buildings along Dell Ave*
- *More diverse shopping in downtown Campbell*
- *Cap of 4 stories on the buildings along Winchester*
- *Like it just the way it is*
- *Preserve the open space for quality of life*
- *Close Campbell Avenue inside the traffic loop, walking mall*
- *Higher density housing near light rail*
- *Install electric car charging at stations at every grocery store in Campbell*
- *Much better rapid transit*
- *Better maintenance of existing neighborhood streets*
- *Walkable*
- *Modern*
- *Safe*
- *Equal*
- *Do not overdevelop*
- *Stop building until you can fill the empty buildings that were build*
- *Keep Campbell's small town charm*
- *A renovated Campbell library*
- *Better street lighting*
- *More neighborhood watch programs*
- *Reduced crime*
- *Improved mass transit*
- *Maintain safe communities*
- *Clean neighborhoods*
- *Reduce homelessness*
- *Smart growth*
- *Open-space acquisition*
- *Develop Dell wisely*

- *Strong policies that protect the environment and sustain what we have*
- *Developers need to meet our vision of ourselves not their vision for their biz plan*
- *Any new business create an equal number of housing units near the light rail only*
- *Don't expand commercial beyond downtown*
- *More beautiful buildings*
- *Style and sustainability considered*
- *Keep Campbell small and community oriented*
- *Better traffic patterns*
- *More revenues from businesses*
- *Maintain friendly neighborhood atmosphere*
- *Growth to provide housing and employment for young people in community*
- *Maintain quality of services like police, parks, library, community ctr*
- *Keep Campbell unique not another San Jose or Los Gatos*
- *Traffic calming speed humps*
- *Low income housing*
- *Retain rural character*
- *Be different from high tech*
- *Retain walkability*
- *Good education and family friendly*
- *Many shops and restaurants both local and not*
- *Connection between Pruneyard and Downtown Campbell*
- *Much like we have today, a healthy community that is not overly developed and crowded*
- *Keeping Campbell affordable*
- *Avoiding gridlock*
- *Promoting an active lifestyle i.e. through biking or walking to work and school, making it safe, and lowering the barrier to biking vs driving*
- *Better and safer biking lanes and paths*
- *More paths on main roads*
- *More bike paths*
- *Sidewalks*
- *Encourage people to walk/bike rather than drive by offering many local amenities*
- *Maintain open/green-space and encourage greater usage*
- *Robust transportation*
- *Financial sustainability*
- *A family town*
- *Better integrate the schools within the community (K-12)*
- *Grow the library while retaining its cozy culture (e.g. not like Saratoga)*
- *More greenways/corridors for walking/biking recreation*
- *More open space*
- *More variety of shops*
- *Cleaner sidewalks and less noise*
- *Regional integration*
- *Small town - neighborhood hubs around light rail all connected*

- *Integrated transit – safe bike paths, busses and trains timed up, more small neighborhood busses*
- *Expanded light rail*
- *Restriction of traffic*
- *Housing w/a vision close to parks and transportation*
- *Security cameras*
- *Reduced lot size for ADU's*
- *More public art*
- *Connected neighborhoods*
- *More open-space*
- *Increased police presence*
- *Less high density residential*
- *Clean up existing areas*
- *Better flow of traffic*
- *Balance of residential and commercial*
- *New library*
- *Expanded light rail and public transit*
- *Continued school improvement*
- *Grantee the culture continues to be a respectful place to live*

**Results:**

**Community Input (Community Assets):**

- *Central downtown including library, community center,*
- *Parks and nature areas including Campbell trail*
- *Green-spaces*
- *Small town*
- *Diversity*
- *How many asset support this community grow/adjust if loss/replace*
- *Small town feel w/central downtown*
- *Centralized walkable access to markets, restaurants, businesses*
- *Easy access to a well maintained creek trail with amenities*
- *Pedestrian friendly downtown*
- *Parks system*
- *Community center and city hall services*
- *Small town feel*
- *Downtown*
- *LG creek trail / park*
- *Downtown*
- *Recreation*
- *Pruneyard*
- *A smaller community feel – not too gentrified or affluent*
- *Close access to grocery and needs based shopping*
- *What little trees are left*
- *Community*
- *Pruneyard*
- *Downtown*
- *Maintain City services, namely police, fire*
- *Historic buildings*
- *Maintaining city services*
- *Library – I grew up in the library love its location in relation to the rest of the city, and I really don't want it to move to the community center*
- *Community art – lover and have been involved in many of downtowns art installations and they add a lot to the joy and vibrant-ness of downtown*
- *I value the downtown family aspect of Campbell , the variety of shops and restaurants, (no big brands), should be preserved*
- *Walkability*
- *Downtown*
- *Farmers market*
- *Community - small town feel*
- *Close proximity to freeways and public transportation*
- *A downtown where people come to shop, dine, and socialize*

- *Small town atmosphere*
- *Farmers market*
- *Community center activities*
- *Open-spaces*
- *Community resources (library, classes, art)*
- *Quality of life (small town)*
- *Downtown Campbell*
- *Public parks*
- *Farmers market*
- *Value downtown*
- *Value our too few parks, protect our parks from development*
- *Small town character*
- *Ability to talk to city hall, know police, no long lines*
- *Update community environment*
- *Downtown Campbell*
- *Community center*
- *Farmers market*
- *Small town feel*
- *Space for children to play*
- *Quietness*
- *Sense of community*
- *Walkability*
- *Neighborhood feel*
- *Unique character, downtown, Pruneyard, Los Gatos Trail, community center*
- *Community Center*
- *The communities overall feeling of friendliness and cooperation*
- *The fact that the library is so central to the city (right next to city hall)*
- *The number of parks / amount of greenery*
- *Small town feeling*
- *Downtown area improved a lot*
- *Recreational facilities and parks*
- *Farmers markets*
- *Sense of a real community, good people and the ability to voice our concerns to local government*
- *Discernable downtown district*
- *Los Gatos Trail*
- *Community center*
- *Downtown Campbell*
- *Campbell park*
- *Farmers market*
- *Small community feel within a larger metro area*
- *Ease of access to the greater Bay Area*
- *Great parks and recreation areas*

- *Maintain Campbell community center and all Campbell facilities available for resident use*
- *Strong sense of community (feels like small town even though it isn't)*
- *Super recreation programs'*
- *Fun dining options and bars*
- *Small town feel*
- *Vibrant downtown*
- *Parks, and lot Gatos Creek Trail*
- *Walkable city center*
- *Park space*
- *Approachable and responsive city government and officials*
- *Small city character*
- *Good socioeconomic make-up that draws good commercial*
- *Strong and vibrant downtown*
- *Parks*
- *Small markets like Nob-Hill*
- *City atmospheres*
- *Parks and trails*
- *Schools*
- *Downtown w/restaurants*
- *Family events*
- *Farmers market*
- *Campbell park, and access to Los Gatos Trail*
- *Small community feel*
- *Great downtown*
- *Community center*
- *Stable well managed community*
- *Balance of housing, recreation, retail, commercial*
- *Adequate power and water, sewage, disposal*
- *Small town vibrant community feel*
- *Parks and green-space*
- *Walkability – in neighborhoods, and downtown Campbell*
- *Sense of community*
- *Small town feel*
- *Services provided by city, community center, library*
- *Walkability*
- *Local merchant culture*
- *Green space*
- *Parks, and open-space areas*
- *Historic buildings*
- *Historic downtown*
- *Smaller town feel in an urban environment*
- *Community center*
- *Public activity areas*

- *Parks and trails*
- *Community center with a terrific theater*
- *Downtown district*
- *Parks, nature, maintaining quality and access*
- *Small town feel*
- *Light rail*
- *Dining and events downtown*
- *Walkability and access to the LG trail, and city parks*
- *Central location and access to freeways*
- *Community center and government availability*

**Community Input (Community Challenges):**

- *Housing prices*
- *Traffic*
- *Water pricing and availability*
- *Traffic*
- *Homeless population*
- *No in-n-out*
- *Roads can't handle the # of commuters*
- *Lack of diversity*
- *Not enough walkability*
- *Housing costs*
- *Traffic*
- *Increase jobs while managing growth*
- *Traffic*
- *Low scoring ranked public schools*
- *Lack of east/west traffic routes (congestion) caused by neighboring cities largely*
- *Lack of large technology businesses in the city*
- *Traffic and public parking*
- *Homeless people*
- *Affordable housing*
- *Traffic*
- *Not enough parking for new buildings*
- *Housing*
- *Parking in the city*
- *Traffic in many neighborhoods*
- *Traffic*
- *Access to light rail*
- *Homeless in creek*
- *Traffic*
- *Over-development*
- *Stop SB-827*
- *Traffic*
- *Open-space*



- *High density housing*
- *Abandon buildings on McGlincy*
- *Traffic on Hamilton*
- *Housing and rent – when new apartment buildings are available there're extremely expensive*
- *Addressing the affordable housing aspect is crucial*
- *Commercial blight on parts of Bascom*
- *Funding city center*
- *Increased planned housing arras*
- *Too much traffic*
- *Young families can't afford housing*
- *Density of developments*
- *Building structures that are attractive*
- *Tax revenue*
- *Weak schools*
- *Competing priorities w/limited resources*
- *Managing growth of large businesses*
- *Adding more housing that preserves small-town-feel*
- *Connecting neighborhoods*
- *Traffic east-west limited to Hamilton, Campbell, Camden*
- *Affordable housing*
- *Alternatives to cars - not many bike lanes*
- *Increasing traffic on roads*
- *Too much high density housing*
- *Parking at commercial areas*
- *Improve public transit to reduce auto density*
- *Attract small and medium business*
- *Interfacing with San Jose down Bascom*
- *Increasing population while maintaining services*
- *High density growth*
- *Homelessness*
- *Traffic*
- *Parking*
- *Too much housing (high-density) at once*
- *Personal propretty safety (burglaries, and package theft)*
- *Traffic and allowing pedestrians and bikes to be safe*
- *Low income housing is not geared toward seniors or disabled people, just more tech workers low income+ 124k not low enough*
- *Homeless*
- *Affordable housing*
- *Traffic*
- *How will the state mandate of denser housing in transit hub's affect the general plan*
- *Cost of housing*
- *Provide for electronic cars*

- *Traffic*
- *Noise*
- *Growth*
- *Street environment need more improvement*
- *Difficult statistic propriety/people live*
- *How to keep small town atmosphere*
- *Mitigate traffic congestion*
- *Affordable housing*
- *Housing near transit*
- *Traffic control*
- *Traffic in and around downtown exceptionally heavy*
- *High density housing has created unsafe streets relative to traffic patterns*
- *Congestion - traffic/parking*
- *Access/roads- condition of roads and rail, capacity of roads*
- *Noise – Hwy 17,local road, Pruneyard*
- *Growth managing development without negative environmental or community impacts*
- *Increased traffic*
- *Soaring propriety values – people can't afford to live here*
- *Diversity*
- *Growth population and traffic in a small finite area*
- *Growth in surrounding cities*
- *Congestion/traffic*
- *Diversity*
- *Affordability*
- *Traffic*
- *Housing*
- *Development*
- *Traffic*
- *Lack of parking*
- *Housing affordability*
- *Declining youth population*
- *NIMBYs*
- *Maintaining unique city identity*
- *Maintain fiscal responsible practices*
- *Ensure resilient practices and measures to withstand environmental issues such as climate change*
- *Keeping our community and historic feel in the face of extreme pressures from the state to overdevelop*
- *Maintain local review process*
- *Homeless is a challenge too*
- *Homeless people*
- *Using resources from businesses*
- *Industrial areas around new housing*
- *Amount of theft on streets (packages, car break-ins)*

- *Cost of housing*
- *Traffic*
- *Expanding the library, city hall, and police head-quarters w/o losing that wonderful section of downtown Campbell*
- *We are not protecting the environment under CEQA – most development is exempt due to infill, sadly this has allowed for development right on Los Gatos Creek – maintain CEQA no exemptions*
- *What are the changing demographics, and what does that mean for retail business development*
- *Traffic*
- *Pan handling*
- *Traffic on S. Winchester – Netflix, Barracuda, and general traffic is a nightmare need more freeway access*
- *Cost of living*
- *Maintaining small town feel despite growth*
- *Local business support*
- *Not enough youth involvement despite the youth commission*
- *Economic/ecological conservation while city is growth*
- *Growth business not preserving positive feel of Campbell*

**Community Input (Community Vision):**

- *Promote housing for, and build for all income levels*
- *Protected bike lanes throughout the whole city*
- *Fast and east connectivity to all transit modes*
- *Well planned mix-use w/affordable housing*
- *City hall w/integrated offices, library, and police services*
- *Less car traffic, more bike and pedestrian trail-ways*
- *Cleaner streets and waterways*
- *Small town feel*
- *Employment*
- *New city office, library, and police facility*
- *Transportation*
- *Infrastructure improvements*
- *Police force to support growth*
- *Downtown closed to traffic (farmers market) pedestrian only*
- *Don't grow too fast – maintain single family homes*
- *New library and pool*
- *Stores that are not part of national chains*
- *Preserve natural/environmental resources*
- *Preserve small town feel and avoid projects that will greatly increase traffic*

- *Bigger presences of Campbell park*
- *Improving of Campbell Middle School*
- *Expand/improve library*
- *More open spaces for Campbell residents to enjoy (besides outdoor seating in restaurants)*
- *An up to date dog park*
- *Better traffic flow during rush hour (mainly freeway exits)*
- *More open space*
- *Better transit options*
- *Managed growth (i.e. no big sudden developments like Santana Row)*
- *Maintain asset 1 sense of community*
- *Better traffic flow east-west*
- *Less reliant on cars*
- *Housing density/affordability by implementing states dual dwelling housing rules*
- *New library*
- *Small-town lifestyle in an urban country*
- *Easy access to recreation*
- *Balance of all age groups*
- *More walkability*
- *More boutique dining and bars*
- *Traffic control*
- *Walkable/bikeable routes*
- *More upgraded parks (conserved areas)*
- *Traffic mitigation in residential areas*
- *Some lower cost housing for those not in the tech industry*
- *Maintain greenspaces*
- *Small town feeling in downtown Campbell*
- *Make Campbell walkable and bike friendly*
- *No more building*
- *No section 8 rentals*
- *More attention to dangerous drivers*
- *Mass transit improvements*
- *Better schools*
- *Better paying jobs*
- *New library city hall*
- *New library city center*
- *No developing*
- *More three plans*
- *Environment friendly*
- *Comprehensive traffic plans*
- *Plan for Bascom Ave Businesses*
- *Sustainable plan for city services and safety (police, fire)*
- *Reduce density*
- *Reduce traffic*

- *New library*
- *New library*
- *Police station*
- *Safe routes to school*
- *Integration of technologies such as autonomous vehicle infrastructure*
- *Safe access to open space and recreation facilities*
- *Create identifiable borders and gateways into the city*
- *Stop eliminating light industrial area (i.e. Dell Ave, McGlincy)*
- *No more high density projects*
- *More parking available in downtown*
- *No high density near residential neighborhoods*
- *Provide parking for residents and commercial business*
- *Do not encroach and destroy Campbell residential neighbors*
- *Putting something usefull where the shake shack was*
- *Less traffic on Hamilton near the freeway*
- *More effective water conservation*
- *New library (sooner than 2040)*
- *Improve traffic flow, or remove bump-outs*
- *Increase parking in new building projects*
- *New city hall, police department and library*
- *Environmental responsible growth*
- *Better public transit*
- *Welcoming safe community*
- *Slow growth*
- *Smart public transportation*
- *ADA access hearing impaired environment area*
- *More parking*
- *Higher buildings to hold more housing and shops*
- *Change shady areas into useful parts of the community*
- *The library preserved and well funded*
- *The continuation of the farmers market*
- *More integration between teens/youth with the city and its decisions*
- *More green energy*
- *Using recycled water*
- *Maintain sense of community*
- *Walkable city and sidewalks*
- *Curb traffic*
- *Better transportation integration – light-rail, busses, bikes*
- *Retain/expand green-space*
- *Diversity – low income housing*
- *Beauty through gardens and landscape fountains*
- *Less high density housing*
- *More small business*
- *No high density employment*

- *Better development downtown*
- *Quality of life*
- *Maintaining and expanding existing library services*
- *High density housing to maintain walkability and affordability*
- *Increases light retail with housing eg small groceries, bakeries, coffee*
- *More sustainable buildings and transit*
- *Light-rail to Vasona*
- *Increase/maintain public green-space and public art*
- *Make it easy to add granny units (ADUs) on existing properties*
- *A free public transit loop*
- *Embrace bicycle transit*
- *A vibrant Campbell that maintains its small-town feel*
- *Avoid becoming a transient community where people live for a short time while they are working in high techy.*
- *Nurture small and med size businesses*
- *Preserving the limited open-space for park and recreation*
- *Traffic control and timing*
- *Smart-growth, ret maintaining the orchard city*