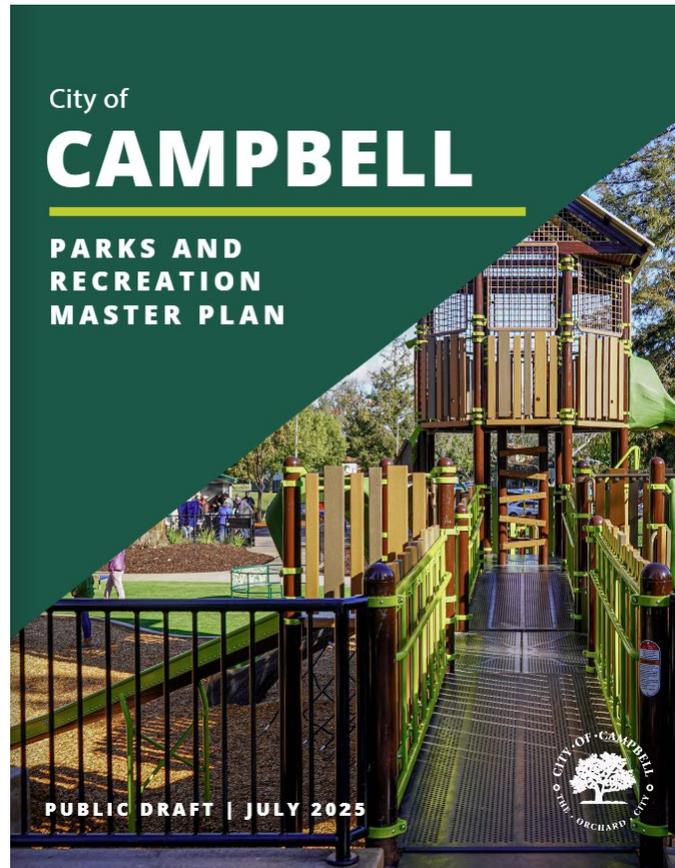




Campbell Parks and Recreation Master Plan

Tuesday, September 16, 2025

Master Plan Purpose



- » **Establish the first-ever long-range plan for the Campbell parks and recreation system**
- » **Identify system-wide needs and address park condition and access**
- » **Outline goals and policies grounded in community values and needs**
- » **Recommend specific improvements to parks, recreation facilities, and trails**
- » **Highlight actions to address priority initiatives**
- » **Serve as a guide for future decision-making, investments, projects, and programs**

The Plan at a Glance

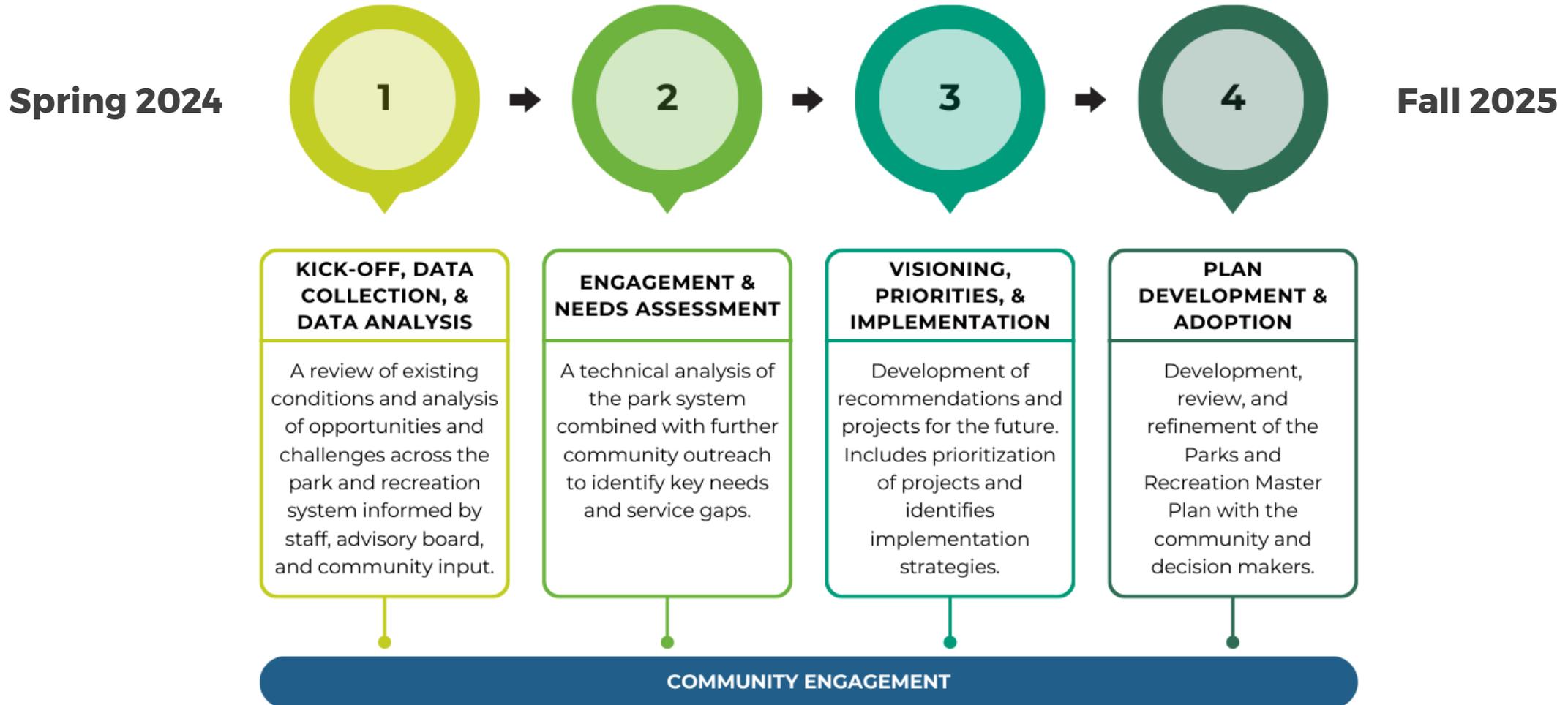
Chapters

- 1. Introduction**
- 2. Existing System**
- 3. Community Profile, Priorities, & Needs**
- 4. Systemwide Recommendations**
- 5. Site Recommendations**
- 6. Action & Implementation**

Appendices

- A. City of Campbell Parks, Trails and Recreation Facilities Inventory**
- B. Park Condition Assessment**
- C. Health Equity Assessment**
- D. Capital Improvement Project List**
- E. Action Plan**

The Planning Process



Engagement By the Numbers

11

CITY LEADERS
INTERVIEWED

1,050

RESPONSES TO THE
COMMUNITY-WIDE
QUESTIONNAIRE

400

STATISTICALLY
VALID SURVEY
RESPONSES

1

YOUTH FOCUS
GROUP

568

COMMUNITY
PRIORITIZATION
SURVEY RESPONSES

100+

INTERACTIONS AT
NINE DIFFERENT
POP-UP
OUTREACH EVENTS

2

COMMUNITY
WORKSHOPS

MANY

SOCIAL MEDIA
POSTS & EMAIL
CONTACTS

Plan Chapters



Chapter 1

Introduction

- » **Introduces the Parks and Recreation Master Plan (PRMP)**
- » **Summarizes the planning process**
- » **Identifies related or influential planning efforts**
- » **Recognizes City vision and direction for parks and recreation planning**
- » **Highlights values and benefits of parks**



Chapter 2

Existing System

- » **Describes how Campbell fits into a larger, regional recreation system**
- » **Introduces the park classification system**
- » **Identifies key amenities, facilities, programs, and services**

PARK SYSTEM STATUS REPORT

At-a-Glance Metrics

- » **15** park sites
- » **77** total park acres
- » **228** assets (facilities and amenities)

- 6** Soccer Fields
- 3** Diamond Fields
- 4** Basketball Courts
- 4** Tennis Courts
- 7** Playgrounds
- 6** Parks with Group Picnic Areas
- 2** Splash Pads or Spray Grounds
- 1** Track
- 1** Community Garden
- 1** Skatepark
- 1** Performing Arts Theatre
- 1** Outdoor Pool
- 1** Community Center

Chapter 2

Existing System

- » Summarizes how Campbell delivers recreation programs and demographics and interests served
- » Distinguishes departmental staffing and responsibilities
 - » Maintenance
 - » Operations
 - » Programming



Chapter 3

Community Profile, Priorities, & Needs

**Parks as
Community Spaces**

**Continued
Maintenance and
Investment in
Popular and High-
Use Sites**

**Removal of Barriers
to Park or
Recreation Facility
Use**

**Importance of
Maintenance and
Continued
Improvements**

**Prioritizing Comfort,
Safety, and
Sustainability**

**Enhancements at
the Campbell
Community Center**

**Expanded
Programming for All
Ages and
Backgrounds**

**More Youth and
Teen Opportunities**

**Adding Community
Celebrations
through Events**

**Increasing Equity
and Access to Parks
and Programs**

**Implementing
Quick Wins and
Visible Change**

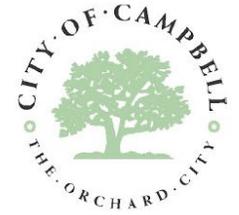
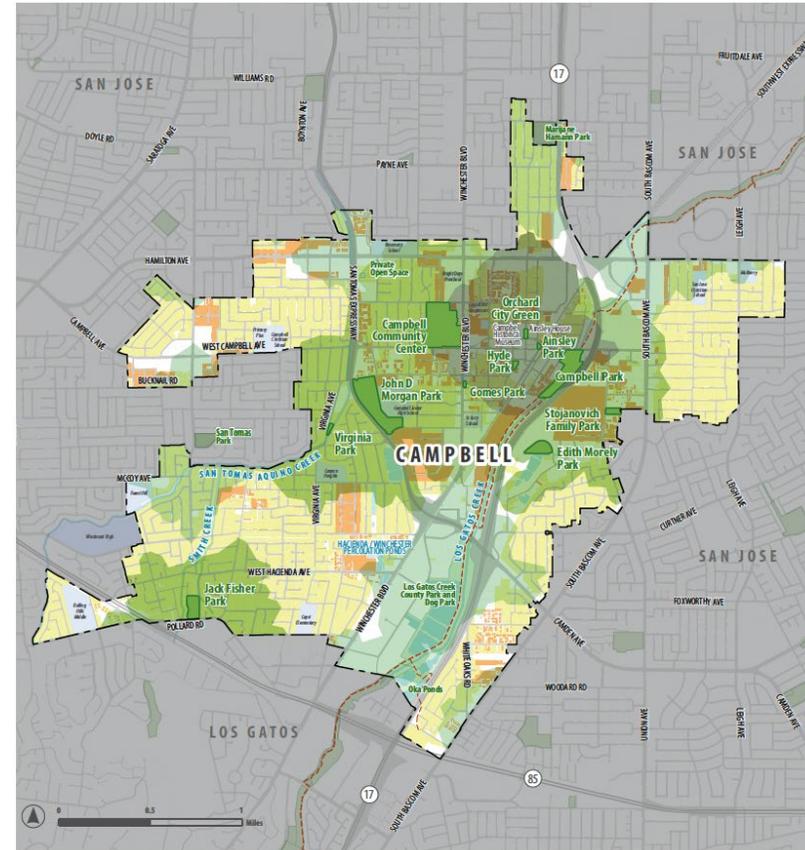
**Balanced Scale and
Impact of Projects**

**Improved
Communication and
Outreach**

**Advancing Active
Transportation and
Connectivity**

Chapter 3 Community Profile, Priorities, & Needs

- » **Describes community profile and identifies trends**
- » **Maps access to parks in Campbell**
- » **Includes health equity mapping to highlight existing conditions and disparities**
- » **Identifies needs for:**
 - » **Recreation facilities**
 - » **Programming**
 - » **Maintenance and Operations**
 - » **Specific Sites**



- Park Facilities**
 - Campbell Parks
 - Other Parks¹
- Areas Within a 10-Minute Walk**
 - Within a 10-Minute Walk of City of Campbell Parks
 - Within a 10-Minute Walk of City Special Use Facilities
 - Within a 10-Minute Walk of Other Parks
- Basemap Features**
 - Creeks
 - Railroad
 - Single Family Land Use
 - Multifamily Land Use
 - Schools
 - Percolation Ponds

¹ This layer represents park facilities across multiple jurisdictions, including the City of Los Gatos Park Facilities, City of San Jose Park Facilities, Santa Clara County Parks, and designated Private Open Space areas.

Chapter 4

Systemwide Recommendations



Parks and Facilities:
Addresses the distribution, design, development, and user experience of parks and recreation facilities.



Maintenance, Deferred Maintenance, and Operations: Focuses on sustaining safe, clean, and functional spaces through preventive and routine care, repairs, staffing, and asset management.



Recreation Programs, Activities, and Events:
Aims to strengthen the quality, accessibility, and diversity of recreation opportunities and community events.



Resilience and Sustainability: Promotes environmentally responsible practices, conservation efforts, and adaptation to climate change.



Administration, Management, and Communication:
Enhances internal processes, community outreach, long-term planning, and external partnerships.

Chapter 5

Site Recommendations



50 RENOVATION & RENEWAL

These projects repair, update, or replace amenities, facilities, landscaping, or other features.



39 FACILITY ADDITIONS OR ENHANCEMENTS

These projects add a new amenity or facility to an existing park.



2 PARK EXPANSION & DEVELOPMENT

These projects include acquisition, development, and partnerships to provide parks and trails at five sites.

Chapter 6

Action & Implementation

“**Approximately \$51.5 million in capital funding is needed to implement all 91 capital recommendations in the Parks and Recreation Master Plan. Most of this cost is for improvements to existing parks and facilities (\$39.9 million), while approximately \$11.5 million is needed for the development of new parks and trails, including parks through partnership in the unserved gap areas and a potential new trail corridor.**

Planning-level costs:

- » **Capital Costs** that represent one-time costs to acquire, develop, build, renovate, repair, or replace park infrastructure and features.
- » **Maintenance Costs** that represent annual recurring costs for routine and preventative maintenance, irrigation, and services.

Chapter 6

Action & Implementation

Three implementation timeframes:

- » **Short-Term: Projects implemented the first 0-5 years following PRMP adoption.**
- » **Mid-Term: Projects implemented in the next 6-10 years following PRMP adoption.**
- » **Long-Term: Projects that would be implemented more than 11 years following PRMP adoption, unless additional funding is identified.**

14

projects are identified as short-term

31

projects are identified as mid-term

46

projects are identified as long-term

Chapter 6

Action & Implementation

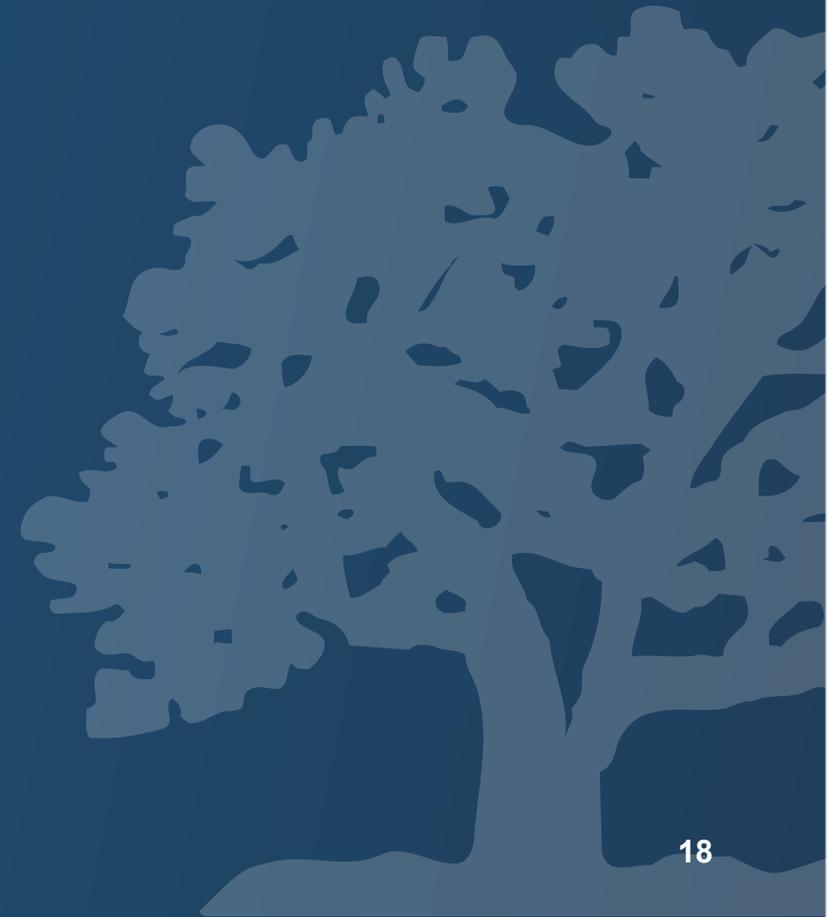
Prioritization Tool:

- » **Step 1: Alignment with Community Values**
- » **Step 2: Alignment with Desired Recreation and Visitor Experience**
- » **Step 3: Alignment with Feasibility and Impact Goals**

Potential Funding Tools:

- » **Measure K Sales Tax Increase**
- » **Park Development Impact Fees**
- » **Community Facilities Districts**
- » **General Obligation Bonds**
- » **Revenue Bonds**
- » **Additional Grants**
- » **Increased Rates for Assessment Districts**
- » **Development Agreements**
- » **Partnerships**
- » **Sponsorships, Donations, and Foundations**

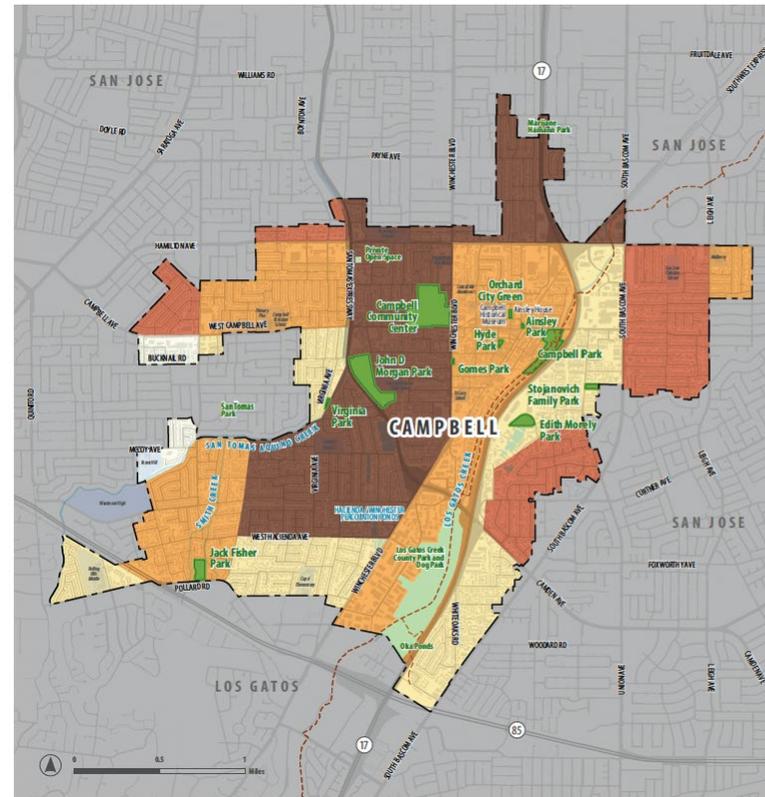
Appendices



Appendix C Healthy Equity Assessment

Self-reported data by census tract for:

- » **Mental Health Burden**
- » **Chronic Disease Burden**
- » **Physical Inactivity**
- » **Disability Prevalence**



Chronic Disease Burden by Census Tract¹

- Lower Prevalence
- Slightly Lower Prevalence
- Moderate Prevalence
- Slightly Higher Prevalence
- Higher Prevalence

Campbell Park and Recreation Facilities

- Campbell Parks
- Los Gatos Creek Trail

Park and Recreation Facilities Provided by Others

- Other Park Facilities

Basemap Features

- Creeks
- Railroad
- Schools
- Percolation Ponds

¹ Health data from the CDC's Behavioral Risk Factor Surveillance System (BRFSS) is used to calculate the chronic disease burden by census tract. The data is presented in this map as a visual representation of the data. It is not intended to be used for clinical or public health purposes. The data is presented in this map as a visual representation of the data. It is not intended to be used for clinical or public health purposes. The data is presented in this map as a visual representation of the data. It is not intended to be used for clinical or public health purposes.

Appendix D Capital Improvement Project List

Appendix D provides the complete Capital Improvement Plan (CIP), along with the planning level costs and average annual maintenance costs at each site once new projects are implemented at existing sites.

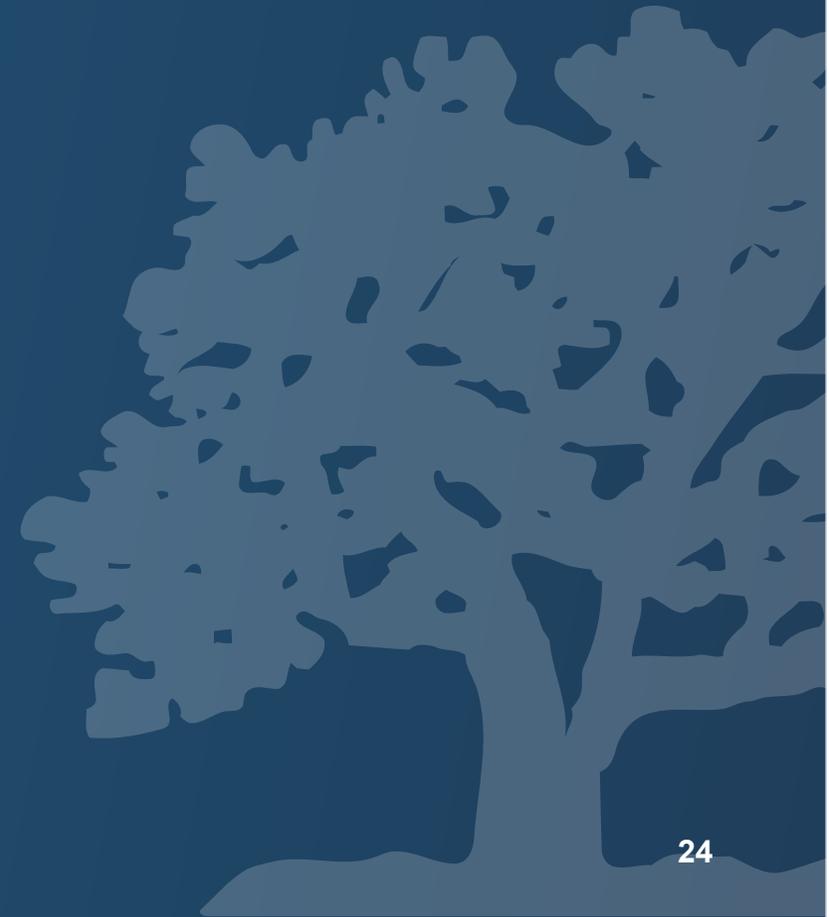
Site Name	Acres	Project Title	Recommendation Category	Project and Cost Are Defined in FY 2025 Capital Improvement Plan (CIP)	Total Planning Level Cost	Average Maintenance /Acre Applied to Park Acres	Planning Level Cost Assumptions and Notes
NEIGHBORHOOD PARKS							
Edith Morley Park	4				\$893,500	\$108,483	
		Restore Natural Areas	RENOVATION AND RENEWAL		\$250,000		
		Provide Interpretive Signage for Natural Areas	RENOVATION AND RENEWAL		\$7,500		Interpretive signage for environmental education at (3) natural planting areas
		Replace Damaged Game Table (1)	RENOVATION AND RENEWAL		\$2,500		
		Improve Central Picnic Area	RENOVATION AND RENEWAL		\$20,000		Replace (3) picnic tables add (2) BBQs; improve entry accessibility and surfacing
		Replace Trash Cans	RENOVATION AND RENEWAL		\$7,500		Costs assume replacement of at least 5 trash receptacles
		Provide Active Play Area	FACILITY ADDITIONS OR ENHANCEMENTS		\$600,000		Assumes the addition of a nature play area
		Provide Bike Racks (2)	FACILITY ADDITIONS OR ENHANCEMENTS		\$6,000		
Jack Fischer Park	4.2				\$1,637,000	\$113,907	
		Convert Northwest Lawn Area	RENOVATION AND RENEWAL		\$100,000		
		Enhance Natural Areas	RENOVATION AND RENEWAL		\$250,000		
		Provide Interpretive Signage for Natural Areas	RENOVATION AND RENEWAL		\$5,000		Interpretive signage for environmental education at (2) natural planting areas
		Repair Water Play Feature (Fountain) at Playground	RENOVATION AND RENEWAL		\$250,000		
		Renovate Splash Pad/Spray Ground	RENOVATION AND RENEWAL		\$1,000,000		
		Update Picnic Areas	RENOVATION AND RENEWAL		\$16,000		Includes (4) individual picnic tables
		Revitalize Public Art	RENOVATION AND RENEWAL		\$6,000		
		Provide Bike Racks (2)	FACILITY ADDITIONS OR ENHANCEMENTS		\$6,000		
		Provide Pest Waste Stations (2)	FACILITY ADDITIONS OR ENHANCEMENTS		\$4,000		
Stojanovich Family Park	1.3				\$378,500	\$35,257	
		Replace Interpretive Signage	RENOVATION AND RENEWAL		\$12,500		Replace (5) interpretive signs
		Renovate Existing Playground	RENOVATION AND RENEWAL		\$300,000		Replace existing play area and surfacing
		Replace Swing Set	RENOVATION AND RENEWAL		\$50,000		
		Update Picnic Areas	RENOVATION AND RENEWAL		\$16,000		Includes (4) individual picnic tables
Virginia Park	0.3				\$115,000	\$8,136	
		Landscape Improvements	RENOVATION AND RENEWAL	✓	\$110,000		
		Provide Bike Rack (1)	FACILITY ADDITIONS OR ENHANCEMENTS		\$3,000		
		Provide Pet Waste Station (1)	FACILITY ADDITIONS OR ENHANCEMENTS		\$2,000		

Appendix E Action Plan

The Action Plan identifies the phasing for all 91 projects in the PRMP Capital Improvement Plan.

Park Type	Site Name	Project Title	Implementation Timeframe	Critical to Maintain Use	Recommendation Category	Project and Cost Are Defined in FY 2025 Capital Improvement Plan (CIP)	Total Planning Level Cost	Notes
Special Use Site	Ainsley House	Assess Roof and Foundation	Short-term	✓	RENOVATION AND RENEWAL	✓	\$120,000	
Special Use Site	Ainsley House	Garden Patio Improvements	Short-term		RENOVATION AND RENEWAL	✓	\$110,000	
Citywide Park	Campbell Community Center	Renovate Skates Park	Short-term	P	RENOVATION AND RENEWAL	✓	\$420,000	Increased from \$220,000 included in '25 CIP
Citywide Park	Campbell Community Center	Renovate E Wing and Relocate Adult Center	Short-term		RENOVATION AND RENEWAL	✓	\$1,100,000	
Citywide Park	Campbell Community Center	Upgrade Restrooms	Short-term	✓	RENOVATION AND RENEWAL	✓	\$65,000	
				P				Based on 2024 cost estimate for enhanced option in 2017 Aquatics Facility Audit, unfunded in 2025 CIP, increased from \$5 million in 2025 CIP. Included all estimated \$12 million in short-term
Citywide Park	Campbell Community Center	Replace Pool and Pool Facilities	Short-term		RENOVATION AND RENEWAL	✓	\$12,000,000	
Citywide Park	Campbell Community Center	Create CCC Building Master Plan	Short-term		FACILITY ADDITIONS OR ENHANCEMENTS		\$300,000	
Citywide Park	John D. Morgan Park	Design and Renovate Northern Playground (Rincon Playground)	Short-term	F	RENOVATION AND RENEWAL	✓	\$1,000,000	
Citywide Park	John D. Morgan Park	Parking Lot Improvements	Short-term	F	RENOVATION AND RENEWAL	✓	\$240,000	Resurface and restripe all (3) parking lots
Citywide Park	John D. Morgan Park	Restroom Improvements (Budd)	Short-term	F	RENOVATION AND RENEWAL	✓	\$840,000	
							\$320,000	Assets assessed in park condition assessment individually and generally are in good condition, however noted lack of shade
Citywide Park	Los Gatos Creek Dog Park	Dog Park Renovation	Short-term		RENOVATION AND RENEWAL	✓		
Neighborhood Park	Virginia Park	Landscape Improvements	Short-term		RENOVATION AND RENEWAL	✓	\$110,000	
Greenways and Trails	Los Gatos Creek Trail	Pruneyard Creek Trail Extension	Short-term		FACILITY ADDITIONS OR ENHANCEMENTS	✓	\$250,000	
Systemwide		ADA Self-Evaluation Transition Plan Improvements	Short-term	✓	RENOVATION AND RENEWAL	✓	\$250,000	
						Subtotal	\$17,125,000	
Special Use Site	Campbell Historical Museum	Museum Warehouse Storage	Mid-term		RENOVATION AND RENEWAL	✓	\$94,000	Unfunded in 2025 CIP
Special Use Site	Orchard City Green	Add Bollards for Safety Improvements	Mid-term		FACILITY ADDITIONS OR ENHANCEMENTS	✓	\$1,000,000	Unfunded in 2025 CIP
				P				Moved to mid-term as site supports events and gathering and package improvements so as to not spread out small improvements across different phases
Special Use Site	Orchard City Green	Replace Drinking Fountain (1)	Mid-term		RENOVATION AND RENEWAL		\$10,000	
Special Use Site	Orchard City Green	Provide Bike Racks (2)	Mid-term		FACILITY ADDITIONS OR ENHANCEMENTS		\$6,000	Moved to mid-term as site supports events and gathering
Special Use Site	Orchard City Green	Provide Pet Waste Stations (2)	Mid-term		FACILITY ADDITIONS OR ENHANCEMENTS		\$4,000	Moved to mid-term as site supports events and gathering
Citywide Park	Campbell Community Center	Convert South Irrigated Lawn	Mid-term		FACILITY ADDITIONS OR ENHANCEMENTS	✓	\$100,000	Unfunded in 2025 CIP
Citywide Park	Campbell Community Center	Replace HVAC Controls	Mid-term	✓	RENOVATION AND RENEWAL	✓	\$360,000	Unfunded in 2025 CIP
Citywide Park	Campbell Community Center	Incorporate Shade Near Soccer Fields	Mid-term		FACILITY ADDITIONS OR ENHANCEMENTS		\$400,000	Cost is based on a medium shade/picnic shelter
Citywide Park	Campbell Community Center	Repare Hard-Surface Trail	Mid-term	P	RENOVATION AND RENEWAL		\$150,000	Assume repavement of 0.2 miles of trail
Citywide Park	Campbell Community Center	Improve Signage for Campus Wayfinding	Mid-term	✓	RENOVATION AND RENEWAL		\$10,000	
Citywide Park	Campbell Community Center	Enhance and Improve Auxiliary Gym, Dance Studio, and Spin/Cycling Room	Mid-term	✓	FACILITY ADDITIONS OR ENHANCEMENTS		\$6,600,000	Estimated at 11,000 SF of renovation
Citywide Park	John D. Morgan Park	Update Picnic Areas (11)	Mid-term	F	RENOVATION AND RENEWAL		\$156,000	Includes (39) individual picnic tables
Citywide Park	John D. Morgan Park	Repair and Replace Falling Lawn Irrigation for Efficiency	Mid-term	F	RENOVATION AND RENEWAL		\$300,000	
Citywide Park	John D. Morgan Park	Reduce Irrigated Lawn	Mid-term		RENOVATION AND RENEWAL		\$100,000	Replace portion of lawn with water-wise plantings
Citywide Park	John D. Morgan Park	Park Building	Mid-term	F	RENOVATION AND RENEWAL		\$823,500	Based on cost in 2024 Facility Condition Report

Public Review



Public Comments

- » **Draft Plan available for online review and comments for 3 weeks**
 - » **47 comments received**
- » **Draft Plan presented at Parks and Recreation Commission Meeting, September 3rd, 2025**
 - » **Additional comments received**



Public Comments

- » **Addressing full graphic pages to make the individual graphically information stand out more.**
- » **Adding National Register of Historic Places to the Ainsley House, Campbell Museum and Heritage Theatre.**
- » **Updating errors found on Table 2-2.**
- » **Rewording maintenance operational bullet regarding turf conversion to implementing capital projects related to parks and open space.**
- » **Changing the word burden to prevalence.**
- » **Updating Ainsley Garden Patio renovation to indicate grass turf to be changed to accessible patio space for year-round events.**
- » **Adding language throughout document related to adding additional planting that improves air quality and supports biodiversity.**



Commission Comments

- » **Providing systemwide recommendations for**
 - » **Connected and circular walking paths**
 - » **An additional sport court**
 - » **Additional interpretive signage in parks**
- » **Providing language to explore land development requirements in park deficient areas**
- » **Including Open Space Authority's local funding program as an existing funding option**
- » **Deleting the rose bush removal recommendation at Hyde Park**



Items to Note

- » **Changes to specific projects**
 - » **Recommendations listed for change are simply recommendations and the choice to move forward will be approved by City Council and will undergo a public process.**
 - » **Climate related issues are addressed in the City's climate action plan and are applied to projects as required.**
- » **Safe Access / improved bike and pedestrian in and around parks.**
 - » **The scope of the Master Plan did not include this component, as the City is addressing this issue through the multimodal transportation plan.**



Items to Note

» Terms

- » **Turf means natural grass turf not used for athletic purposes**
- » **Athletic fields are natural grass areas used for athletic purposes**
- » **Turf conversions mean transitioning natural grass turf areas that are not for sports to low water use plantings.**

» Budget

- » **The Master Plan is simply a plan that provides a roadmap for future planning. It is not a commitment of funds.**
- » **Projects are recommended when funding permits and are approved by the PRC and City Council on an annual basis.**

