



## CIVIC IMPROVEMENT COMMISSION

Thursday, June 10, 2021 – 7:30 PM  
VIA ZOOM Telecommunication

**NOTE:** To protect our constituents, City officials, and City staff, the City request all members of the public follow the guidance of the California Department of Health Services' and the County of Santa Clara Health Officer Order, to help control the spread of COVID-19. Additional information regarding COVID-19 is available on the City's website at [campbellca.gov](http://campbellca.gov).

This Regular Meeting will be conducted via telecommunication and is compliant with the provisions of the Brown Act and the Governor's Executive Order N-29-20.

This Regular Meeting will not be physically open to the public. The Commission meeting, its members and participants, will meet via ZOOM from remote locations.

Those members of the public wishing to participate, are asked to register in advance at: [https://us02web.zoom.us/webinar/register/WN\\_DNaF2eA4SQq1i-ItZR-NWg](https://us02web.zoom.us/webinar/register/WN_DNaF2eA4SQq1i-ItZR-NWg)

Public Comment for the Civic Improvement Commission meetings will be accepted via email at [cmoffice@campbellca.gov](mailto:cmoffice@campbellca.gov) prior to the start of the meeting. Written comments will be posted on the website and distributed to the Commission. If you choose to email your comments, please indicate in the subject line "FOR PUBLIC COMMENT" and indicate the agenda item.

The following Commissioners of the Civic Improvement Commission are listed to permit them, to appear electronically, or telephonically at the Regular Meeting of the Civic Improvement Commission on Thursday, June 10, 2021: Chairperson Kaufman, Commissioners Brachman, Fields, Dooley, Hoffman, and Yoshikawa.

### Regular Meeting Agenda

#### A. Call to Order, Roll Call

#### B. Approval of Minutes

1. Regular Meeting – May 13, 2021\*

#### C. Communications

1. STACC Letter of Appreciation
2. Moreland West Letter of Appreciation

#### D. Oral Requests



## CIVIC IMPROVEMENT COMMISSION

Thursday, June 10, 2021 – 7:30 PM  
VIA ZOOM Telecommunication

### E. Reports from Representatives

1. Kerry Perkins, Senior Museum Specialist
  - a. Historical Museum and Ainsley House Report\*
2. Tina Wong-Erling, Senior Services Supervisor
  - a. Adult Center Update\*

### F. Reports from Staff

1. Margarita Mendoza, Staff Liaison
  - a. Neighborhood Association Assistance Grants Update

### G. New Business

1. New Public Street Name\*
2. Capture Campbell – Timing and Subcommittee Assignment
3. Temporary Library Location Tour
4. Summer Meeting Schedule – Cancelling July or August Meeting

### H. Good of the Game

### I. Subcommittee Report

1. Campbell Cares
2. Neighborhood Association Assistance Grants
3. Explore Art

### J. Adjourn

\* Indicates written attachment and is available upon request by contacting Diana Johnson at 408-866-2125 or by email [dianaj@campbellca.gov](mailto:dianaj@campbellca.gov)

\*\*\*\*\*

*Pursuant to the Executive Order, and in compliance with the Americans with Disabilities Act (ADA), if you need assistance to participate in the Civic Improvement Commission meeting, please contact Margarita Mendoza in the City Manager's Office at 408-866-2182 or by e-mail [margaritam@campbellca.gov](mailto:margaritam@campbellca.gov)*



## CITY OF CAMPBELL - CIVIC IMPROVEMENT COMMISSION

CAMPBELL, CALIFORNIA

Thursday, May 13, 2021 – 7:30 pm

### REGULAR MEETING MINUTES

This Civic Improvement Commission meeting was conducted pursuant to the Governor's Executive Order N-29-20.

This meeting was recorded and can be viewed in its entirety at:  
<https://www.youtube.com/user/CityofCampbell/videos>

#### CALL TO ORDER

The Civic Improvement Commission convened at its regular meeting time at 7:30 pm on May 13, 2021, via telecommunication.

Chairperson Kaufman stated that the Civic Improvement Commission Meeting was conducted pursuant to provisions of the Brown Act and an Executive Order issued by the Governor to facilitate teleconferencing to reduce the risk of COVID-19 transmission at public meetings.

#### ROLL CALL:

Chair Kaufman called the meeting to order at 7:30 pm

#### PRESENT:

Chair Kaufman. Commissioners: Hoffman, Chase, Yoshikawa and Fields

Staff Liaison, Margarita Mendoza, Recording Secretary Diana Johnson

#### ABSENT:

Commissioner Bracher and Dooley

#### APPROVAL OF MINUTES:

M/S: Hoffman/Yoshikawa

To approve the Civic Improvement Commission Regular Meeting Minutes for the Thursday, April 8, 2021 meeting.

The motion was approved by the following vote: Chair Kaufman.  
Commissioners: Hoffman, Chase, Yoshikawa and Fields

#### ABSENT:

Dooley and Bracher

#### ABSTAIN:

None

#### ANNOUNCEMENT:

None

#### COMMUNICATIONS:

None

#### ORAL REQUESTS:

None

REPORTS FROM REPRESENTATIVES:

County Library Report: Jennifer Weeks, County Librarian, provided the May 2021 Santa Clara County Librarian Report. A written copy of this report was included as an attachment to the agenda.

Campbell Library Report: Campbell Community Librarian Peggy Tomasso highlighted the Campbell Library events and programming for the month of May. A written copy of this report was included as an attachment to the agenda.

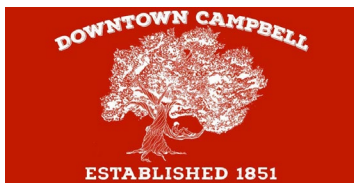
REPORTS FROM STAFF: NONE.

City Update: Ms. Mendoza reported on the following items:

- FY 21/22 proposed budget has been posted. There is a virtual community workshop from 6-8 pm on Thursday, May 20. The posted agenda for this meeting will include the link for public comments.
- City Hall reopening. In connection with Santa Clara County and the State's move to a less restrictive tier, the City of Campbell anticipates reopening to the public in August. Therefore, the Civic Improvement Commission can potentially hold their August 12 meeting in person at the dais.
- CIC vacancy. Two Civic Improvement Commission terms will expire in August. Applications for these positions will open May 24. New Commissioners will be onboarded and can potentially begin in September. More information to come.

NEW BUSINESS:

Public Art – Mural: Stephen Rose, Senior Planner from the Planning Division, thanked the Commission for the opportunity to speak about the new mural located in the downtown area at the southeast corner of south E. Campbell Avenue and First Street. Stephen provided a memo to the Commission which outlined the recommendations, background and discussion of the mural project. John Razumich and artist Lila Gemellos provided a brief history of the four renderings.



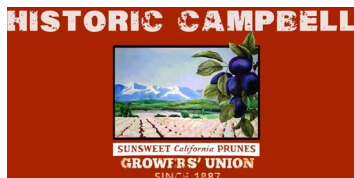
Design # One



Design # Two



Design # Three



Design # Four

Commissioner Comments:

Following review and discussion of the four renderings, the CIC agreed that Design #2 was the preferred mural.

The CIC provided the following comments for Design #2:

- This design has both historic and modern elements and would show well from Campbell Avenue.
- The mural should have proper placement and lighting on building to provide a vantage point at ground level for visualization.

Commissioner Hoffman suggested a tour of the location at later date.

M/S: Yoshikawa/Fields To approve the preferred design approach for the mural at 276 Campbell Avenue.

The motion was approved by the following vote: Chair Kaufman.  
Commissioners: Hoffman, Chase, Yoshikawa and Fields

ABSENT: Bracher and Dooley

Commissioner Fields asked about the schedule or timeframe. Mr. Razumich indicated that the mural should take form in the next 30 days and be completed sometime in July.

Neighborhood Association Assistance Grants: A summary of the applications for FY 21/22 CIC Neighborhood Assistance Grant Awards was presented to the Commission and attached to the May agenda.

Following the review and discussion of the applications, the Commission provided the following recommendation for each of the applicants for FY 21/22.

Funding Recommendations:

Towne 38 Community Association:	\$500
Sant Tomas Area Community Coalition (STACC):	\$325
Downtown Campbell Neighborhood Association:	\$500

Commissioner Yoshikawa acknowledged the applicants and welcomed Towne 38.

Ms. Mendoza noted that Towne 38 Community Association does have a Home Owner Association (HOA) and that the current Neighborhood Association Assistance Grant Program Policy lists "HOA's" as ineligible applicants. Ms. Mendoza provided clarification that Town 38 Community Association is applying as a separate entity from the HOA.

There were no additional comments or questions from the CIC.

M/S: Yoshikawa/Fields A motion to approve the Neighborhood Association Assistance Grant program for the following amounts: Towne 38 Community Association \$500; Sant Tomas Area Community Coalition \$325; Downtown Campbell Neighborhood Association \$500.

The motion was approved by the following vote: Chair Kaufman.  
Commissioners: Hoffman, Chase, Yoshikawa and Fields

ABSENT:

Bracher and Dooley

Explore Art: Commissioner Fields and Chair Kaufman presented a PowerPoint presentation of the 2021 Project Plan, which included:

1. Mural Program
2. Neighborhood & City Monument Signs Pilot
3. Sidewalk Art Contest
4. Stories for Solidarity Panel Exhibit

There were no further comments or questions from the CIC regarding the proposed projects.

Ms. Mendoza reported back to the CIC regarding the following:

Sidewalk contest: General requirement to keep non water discharge from the storm drains. Encouraged working with the Public Works Department to identify mitigation efforts. Some suggestions are: Temporarily blocking storm drain entrances and diverting water into landscaping.

Donations are tax deductible.

Donations are accepted through Rally.org. Can accept credit card donations.

Proposed projects should provide a clear "Scope of Work"

Commissioner Yoshikawa reported that the Chamber of Commerce has extended an invite for a luncheon in August to support the projects from the Explore Art subcommittee.

Commissioner Fields thanked Margarita for her assistance and being an advocate for the Commission.

Chair Kaufman called for a Motion for the CIC to approve the Explore Art proposals to include: the Mural Program, Neighborhood & City Monument Signs Pilot, Sidewalk Art Contest and Stories for Solidarity Panel Exhibit.

M/S: Kaufman/Chase

A motion to move forward with the four projects outlined by the Explore Art Subcommittee and to update as needed per City discussion.

The motion was approved by the following vote: Chair Kaufman.  
Commissioners: Hoffman, Chase, Yoshikawa and Fields.

ABSENT:

Bracher and Dooley

GOOD OF THE GAME (Ideas and events of what is happening in Campbell): None.

Commissioner Chase announced her resignation from the CIC, effective immediately, due to her work schedule and thanked the Commission for the opportunity. The Commissioners also thanked Commissioner Chase for her work and support.

Commissioner Yoshikawa announced that National Night Out events are planned for August and October.

COMMISSIONER/SUBCOMMITTEE REPORTS:

Campbell Cares: Commissioner Hoffman reported that the subcommittee is looking at various projects and ideas. A possible rock painting project wherein inspirational quotes are painted on rocks at Campbell park and planted throughout the city. Possible partnership with the Youth Commission to piggyback on their Instagram and FaceBook accounts to promote Campbell Cares projects towards youth.

Commissioner Yoshikawa asked the CIC regarding moving forward with the Capture Campbell project. Commissioner Fields suggested that the Commission waylay this. Commissioner Hoffman indicated that it would be easier to launch next year as students will be back in school.

Neighborhood Association Assistance Grant: This item was previously discussed in the minutes there were no further comments.

Explore Art: This item was previously discussed in the minutes there were no further comments.

Chair Kaufman adjourned the Civic Improvement Commission meeting at 9:23 pm.

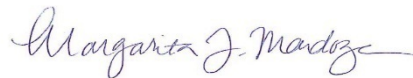
The next Regular Meeting of the Civic Improvement Commission is scheduled via telecommunication for Thursday, June 10, 2021 at 7:30 pm and conducted pursuant to the Governor's Executive Order N-29-20.

Respectfully submitted,



---

Diana Johnson, Recording Secretary



---

Margarita Mendoza, Staff Liaison



## San Tomas Area Community Coalition

P.O. Box 320663  
Los Gatos CA 95032

408.410.6528 phone  
info@staccna.org  
<http://staccna.org>

Diana Johnson  
City Manager's Office  
70 North First Street | Campbell, CA 95008  
408-866-2125  
[dianaj@cityofcampbell.com](mailto:dianaj@cityofcampbell.com)

May 22, 2021

Dear Diana and Review Board:

Subject: Neighborhood Assistance Grant

Thank you for creating this opportunity for neighborhood associations and community groups to receive much needed funding. As past recipients we can tell you from experience how much this Grant has contributed to our community outreach.

The San Tomas Area Community Coalition (STACC), exists as an organization dedicated to enhancing the quality of life for residents within the boundaries of the San Tomas Area and neighboring communities. It serves as a means of communication between members and governmental bodies on issues that affect their interests. STACC also fosters neighborly good fellowship among the residents of San Tomas and neighboring areas. STACC promotes and defends the unique character of the San Tomas neighborhood as outlined in the San Tomas Area Neighborhood Plan (STANP), as well as the small town atmosphere of the City of Campbell overall.

This generous GRANT is helping STACC to resume in person functions by maintaining our event and meeting insurance.

Attached, please find the receipt showing our renewal of our annual insurance.

Thank you very much.

Yours truly

Audrey Kiehtreiber, President



Campbell Civic Improvement Commission

c/o Diana Johnson

May 31, 2021

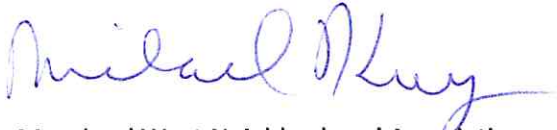
Dear Civic Improvement Commission:

This letter serves as the Grant Expense Report for the Moreland West Neighborhood Association. Our NA received a very generous Neighborhood Association Assistance Grant from the CIC last year for \$370. As we stated at the time, we sought the grant to create and order signs that we will be using to advertise our Association meetings.

The Covid pandemic slowed our efforts. Enclosed is a copy of our receipts for our 20 neighborhood signs, a photo of a sign and a check for the \$31 we did not spend for this project. Our total expenses for the project came to \$339.

We thank the CIC and the city of Campbell very much.

Michael Krey



Moreland West Neighborhood Association



## Civic Improvement Commission / Museum Report June 2021

### Reopening Museum Tours

- Working on reopening Museums by July
- Ainsley House will be reservation only
- Hours for all Museums and Museum Store will be adjusted due to lack of staffing and volunteers.

### Continuing Online Engagement Programs:

All Programs posted for registration at: [campbellmuseums.com/shop](http://campbellmuseums.com/shop)

- **History at Home:**
  - one Friday/ per month
  - \$10/Zoom link
    - June 18: Historian Jerrie Beard from Marshall Gold State Historic Park: **History of the California Gold Rush**
    - July 23: Tim Thomas, Historian and Volunteer for the Presidio of Monterey: **The Spanish Military history of the Presidio of Monterey**
    - August 27: Richard Hansen, Museum of the City of San Francisco: **The Great 1906 SF Earthquake**
    - September 17: Historian John Martini: **Alcatraz Island, 200 years on the Rock.**
    - October 22: TBD
- **Membership Monday:**
  - One Monday/ Month
  - Free for Museum Members
  - \$10/ general public Zoom link
    - July 12: **The History and Happenings at the Mineta San Jose International Airport**
    - Aug 9: Dr. Paul Lynam: **History of the James Lick Observatory**
    - September 13: Basim Jaber: **The History of the Mt. Umunhum Almaden Air Force Station**



## The Campbell Museums

- October 4: NASA Ames: ***Stratospheric Observatory for Infrared Astronomy or SOFIA mission*** (locating Water on the Moon and much more!!)
- **Social Media Engagement:**
  - YouTube:
    - **What's in the Box** museum history and collection videos
  - Facebook/ Instagram
    - Type Tuesday
    - Throwback Thursday

### **Collaboration with Campbell Unified School District:**

- Summer School Art Program:
  - Host Student art from Summer school program at the Carriage House and possibly City Hall Exhibit case.
  - Art displayed July-September
- CUSD Centennial Celebration:
  - Assist with Student lead exhibit designs
  - Install student exhibits based on Education Past, Present, Future at the Carriage House.
  - April 2022 Exhibit opening for Student exhibits/ in person event
  - Exhibit runs April-July

### **Future Exhibits:**

- Outdoor temporary exhibit at Historical Museum: Stories of Solidarity panels
  - Museum hosts site/ CIC leads exhibit
- Ohlone Muwekma exhibit inside the Historical Museum: fall/ winter 2021
  - 3 years into a 5 year loan.
- Seeking grant funding for Visitor Orientation exhibit at the Historical Museum
  - Goal is to interpret a more inclusive history.

### **Facility Updates:**

- Partial asbestos remediation at the Historical Museum
  - New flooring in part of the collection storage space
  - Staff restroom
  - Water leak/ flood lead to addition flooring installation
    - Back hallway

### **Ainsley Garden Events**

- Summer/ Fall Sunday Jazz Series
  - Aug-Nov
  - Waiting for County guidelines for capacity and if refreshments are an option.

### **Campbell Museum Foundation Board**

- The Campbell Museum Foundation Board refurbished the Carriage House Bridal Suite
- Donated \$5000 to cover part time staffing for Ainsley House weddings.
- New Membership system due to roll out in August.
  - User based with Membership logins
  - Membership fees will increase slightly
  - New opportunity for organizations to become members
  - New Event registrations

### **Recruiting for Volunteers:**

- Museum needs volunteers in the following areas to help support reopening and special events
  - Docents
  - Greeters/ Store Manager
  - Special Events
  - Garden
  - Museum Foundation
  - Museum Collections

# MEMORANDUM



City of Campbell  
City Manager's Office

**To:** Honorable City Council

**Date:** May 25, 2021

**From:** Margarita Mendoza, Civic Improvement Commission Liaison *mm*

**Via:** Brian Loventhal, City Manager *BL*

**Subject:** Neighborhood Association Assistance Grant Program – Towne 38 Community Association Eligibility

At its May 13 meeting, the Civic Improvement Commission (CIC) reviewed and awarded Neighborhood Association Assistance Grants (NAAG). Historically, the Commission has \$2,500 in funds to award to eligible applicants to the NAAG program each year. The table below summarizes the three applications received.

NEIGHBORHOOD	REQUEST	PROJECT
Downtown Campbell Neighborhood Association	<u>\$ 500 Total</u> Insurance - \$325 PO Box - \$146 Pie Giveaway \$650 Wreath Fundraiser - \$750 2021 Night Out - TBD	Liability Insurance, Post Office Box Rental, Annual Thanksgiving Pie Giveaway, Wreath Fundraiser, Neighborhood Night Out.
San Tomas Area Community Coalition (STACC)	\$ 325	Insurance for meetings and events.
Towne 38 Community Association	\$ 500	Community Safety Initiative: Funds will be used for community safety awareness and education (i.e., bike helmet decorating, safety-first info cards, fire and natural disaster expert talks, light apps + beverages, mailer distribution costs, etc.) and community safety initiative.

Downtown Campbell Neighborhood Association (DCNA) and San Tomas Area Community Coalition (STACC) and are known neighborhood associations to the CIC as both groups have applied for and received NAAG funding in prior years. The third applicant, Towne 38 Community Association, is a new applicant seeking funds to build a "Community Safety Initiative" to include residents along the new housing developments east of Railway Avenue such as 300 Railway, Madison Homes, and Towne 38 based on common safety concerns within their immediate geographic area.

Administration of the NAAG is defined in Council Policy 1.28 – Neighborhood Association Assistance Grant Program. The policy states that to meet eligibility requirements for consideration of a grant, organizations must:

- (a) Be an officially recognized neighborhood association with by-laws on file with the City Manager's Office and be an eligible applicant. Eligible applicants would be associations with boards of directors including treasurers

(b) Considerations will be made for prospective neighborhood associations and newly formed neighborhood associations that may not have established by-laws at the time of application. See Item “h” under “Eligible Applicants” for more details

(c) Propose and participate in one eligible activity project or event such as National Night Out

(d) Sign written agreement to comply with grant requirements

Based on these requirements in the policy, staff deemed the Towne 38 Community Association application eligible as defined in sections 1.28.3 (b) – (d). Below is Item (h) which further stipulates requirements for new groups:

(h) For neighborhood groups wishing to create new neighborhood associations, a one-year start-up period will exist to enable neighborhood associations to become established. New neighborhood groups will be given a year to comply with items one through four [(a)-(d)] with items five through seven [(e)-(g)] being standing requirements

The applicant for Towne 38 Community Association has been informed of the one-year start-up period to comply with requirements to be an officially recognized neighborhood. In accordance with the policy, a neighborhood association is defined as:

(a) ... a voluntarily organized group of residents or homeowners with defined boundaries within the City of Campbell that collaborates for the benefit of their neighborhood that is formally recognized by the City Council as advised by the City Manager’s Office and Civic Improvement Commission (CIC). Business owners or individuals who work, but do not reside within a neighborhood are not recognized as part of a neighborhood association

It is anticipated that in April 2022, the City Manager’s Office and the Civic Improvement Commission will advise the City Council on the compliance of Towne 38 Community Association in meeting the necessary conditions to be considered for neighborhood association recognition such as:

(a) A record of volunteer resident participation at association events and meetings such as sign-up sheets

(b) An open bank account in the organization’s name at the time of application

(c) A list of board members with addresses

(d) A copy of by-laws and / or minutes of last meeting

Failure to comply will result in this group not being eligible to apply for future NAAG grants. The NAAG policy does not address the issue of neighborhood geographic boundaries or if more than one association can cover the same geographical area. Although the City does list and show maps of known neighborhood associations, all information is self-reported by the associations and the City states that it cannot guarantee the accuracy of the information displayed on the page.

Attachment: Council Policy Section 1.28 Neighborhood Association Assistance Grant

# MEMORANDUM



City of Campbell  
Planning Division

**To:** Civic Improvement Commission  
**From:** Daniel Fama, Senior Planner  
**Via:** Brian Loventhal, City Manager  
**Subject:** New Public Street Name – Oak Tree Circle

**Date:** June 10, 2021

## RECOMMENDATION

Staff recommends that the Civic Improvement Commission take the following action:

1. **Make a Motion**, recommending that the City Council approve "Oak Tree Circle" as a new public street name.

## BACKGROUND

At its meeting of December 1, 2020, the City Council adopted Ordinance No. 2269 approving a Planned Development Permit for a 25-lot single-family residential subdivision located at [16179 E. Mozart Avenue](#). As a condition of this approval, the developer, Robson Homes, was obligated to name the new private street from the list of public street names developed by the Civic Improvement Commission (graphic, right). Robson Homes chose the name "Farmer Circle" the project.

For the last couple of years the Community Development Department has been requiring the use of this list for new private streets in order to create more consistency between the naming of private and public streets. Previous to this, developers were allowed to name the new private street however they wished so long as the name was found suitable by the Police Department (for communication purposes).

1. Abalone
2. Boxcar
3. Caboose
4. Dreamland
<del>5. Farmer</del>
6. Frontier
7. Gooseberry
8. Harvester
<del>9. Hickory</del>
10. Locomotive
11. Mercury
12. Planter
13. Platform
<del>14. Trailblazer</del>
15. Wagon

## DISCUSSION

Robson Homes is requesting a new public street name, "Oak Tree Circle," be approved by the City for use in the Mozart Avenue project (reference **Attachment 1** – Request Letter) in-lieu of "Farmer Circle". Pursuant to City Council Policy 7.12 - Naming of Public and Private Streets (reference **Attachment 2**), an interested party may make a request for a new street name to the Civic Improvement Commission who shall make a recommendation for approval or denial to the City Council.

Staff has no objection to the proposed name in that it does not conflict with any City policy or ordinance. The name has also been cleared for use by Police Department communications staff.

Attachments:

Attachment A – Request Letter

Attachment B – City Council Policy 7.12



# ROBSON HOMES

May 19, 2021

Daniel Fama  
Planning Department  
City of Campbell  
70 N. First Street  
Campbell, CA 95008

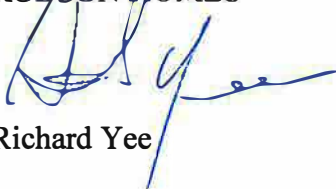
**RE: PLN2019-148  
16179 E MOZART AVENUE  
STREET NAME CHANGE REQUEST**

Dear Daniel,

I am writing to request a change to the City assigned private street name for our new residential subdivision from "Farmer Circle" to "Oak Tree Circle". The requested name better reflects the history of the site which was formerly an orchard with prominent oak trees. More importantly, the name pays tribute to these prominent oaks that we preserved and featured in our site design. "Oak Tree Circle" is fitting with the City of Campbell, and is an ideal street name for the new residential neighborhood.

Thank you for your time and consideration.

Sincerely,  
ROBSON HOMES



Richard Yee

7.12 Naming Public and Private Streets

A. Proposed names for new public streets and proposals for renaming existing public streets shall be submitted to the Civic Improvement Commission for review and recommendation, then forwarded to the City Council for approval.

B. No public street shall be named or renamed without having been approved as described in (A).

C. The City Council may, from time to time, request the Civic Improvement Commission to prepare a standing list of potential street names.

D. It is the intent of the City Council that this activity not add cost or delay to the development process. To that end:

1. There shall be no fee for submission of street naming proposal.
2. The Community Development Director shall cause all land development permit applicants to be informed of the above requirement on a timely basis.

E. The Community Development Director, or his designate, shall review and process all requests for private street names. The initiation of such requests shall be by a majority of the property owners on the private street or driveway and shall be reviewed by the appropriate communications or safety personnel.

7.13 Bascom Avenue Policy Statement: Commercial uses may be permitted for a general depth of 300 feet only when such developments front to Bascom Avenue and adhere to the following conditions:

A. Zone changes shall be made only when required to assure development within the framework of this policy statement.

B. When existing buildings are to be removed and the property is to be redeveloped, the developer shall be encouraged to gather a large enough parcel of land to provide integration with other existing and proposed developments rather than redevelop small individual lots which have no relationship to surrounding properties.

C. Encouragement shall be given to architectural and landscaping design which achieves identification, unification, and enhances appearance. Every effort shall be made to design new developments so they will not detract from or cause deterioration of future or existing developments. The design of access shall be controlled so as to reduce traffic hazards and provide a free flow of traffic from street to abutting properties.

D. The Council and Planning Commission shall retain such controls as are