



City Council Agenda

City of Campbell, 70 North First Street, Campbell, California

SPECIAL MEETING OF THE CAMPBELL CITY COUNCIL

Friday, February 2, 2018 - 9:00 a.m. – 3:00 p.m.
Campbell Community Center
Orchard City Banquet Hall
One W. Campbell Ave., Campbell, CA 95008

CITY COUNCIL STRATEGIC PRIORITIES SESSION

CALL TO ORDER, ROLL CALL

1. Introduction /Overview of Workshop
2. Public Comment
3. Discussion on Working and Governing Effectively as a Council
4. Discussion on Working with Staff
5. Review of 2017 Priorities
6. Discussion on 2018 Priorities
7. Summary and Next Steps

ADJOURN

Attachment: FY17-18 City Council Strategic Priorities Update



**City of Campbell
City Council Priorities
Adopted February 3, 2017**

(Carryover items from 2016 priorities are **highlighted in yellow**)

| Strategic Objectives | Council Adopted Priorities | Comments by Council Members | Status |
|----------------------|---------------------------------|---|--|
| Financial Stability | | Revenue Sources -As part of budget process – consider potential revenue sources. 1. Sales tax, TOT, property tax, State/County/Fed, sales tax measure, Measure’s A & B, and land sale. 2. Self-sustaining – Recreation - (Theatre, Community Center, Museum and Ainsley house). -Community Development (Planning, affordable housing impact fees, Economic Development, Building). 3. Bringing new business while preserving our character. 4. More diversity. 5. Keep small businesses. | <ul style="list-style-type: none"> • Additional revenue sources include funds from SB 1(Road Repair and Accountability Act) which provided \$245,000 in FY 17 and \$731,000 in FY 18; and \$797,000 annually in Measure B funds. • Review process to evaluate mix of uses downtown – City Council Ad Hoc Committee formed in August 2017. <ul style="list-style-type: none"> ○ Additional discussion to be scheduled. • City Council approved an increase in the Economic Fluctuation Reserve (October 2017). • Began negotiating phase out of retiree health benefits. • Approved Economic Development Plan (November 2017). |
| | | Expenditures-As part of ongoing budget process - consider city processes for efficiency. 1. City-wide review to evaluate processes and staffing resources to ensure we are efficient. 2. Personnel (long-term cost of retirement), facilities (long- term cost), parks, equipment, CIP, Public Safety, City Manager, City Clerk and City Attorney offices. | |
| | | Reserves-CIP, Building Maintenance and facility replacement. | |
| Community Stability | Civic Center Master Plan | 1. Library, Police and City Hall. 2. Complete financing for Phase I. 3. Ongoing budget discussion. | <ul style="list-style-type: none"> • September 5, 2017 Study Session – Council direction to return with specific information regarding funding options. |



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| Community Stability (cont.) | | | <ul style="list-style-type: none"> • October 17, 2017 Study Session – Council direction to return to Council with more information regarding a parcel and split parcel tax measure. • November 21, 2017 Council Meeting Council authorized staff to contract with firms to assist with polling and public information outreach regarding a potential ballot measure to fund Civic Center facilities. |
| | <ul style="list-style-type: none"> • General Plan Update | <ol style="list-style-type: none"> 1. Specific Plans – MTC/ABAG. 2. Water, garbage, waste/recycling, roads, parks/open space. 3. Quantify the Council's role for this year. Should have some idea of the priority of what we want to change and what we want to leave alone with respect to the previous GP to the new GP. 4. How does State legislation affect the City's specific plan process and/or create a need to for specific plans? | <p>GPAC Meetings</p> <ul style="list-style-type: none"> ➤ 9 meetings held since Feb. 2017 <p>Council Updates</p> <ul style="list-style-type: none"> ➤ May 16, 2017 ➤ September 5, 2017 <p>Upcoming Neighborhood Workshops</p> <ul style="list-style-type: none"> ➤ January 22, 2018 ➤ January 29, 2018 ➤ February 5, 2018 ➤ February 12, 2018 ➤ March 5, 2018 |
| | <p>Specific Plans</p> <ul style="list-style-type: none"> • What Areas May Require Specific Plans? | <ol style="list-style-type: none"> 1. Do not let Bascom Ave. deteriorate into what we see now further north in San Jose on Bascom Ave. 2. Address uses for major parcels such as the Shell Gas Station and Hickory Pit Restaurant locations. 3. Consider the potential of more multi-family or rental housing (maybe part of GP review) | <ul style="list-style-type: none"> • October 3, 2017: Study Session, Consensus of the Council to wait to determine whether additional plans are necessary until the land use alternatives are prepared by the General Plan Consultant. |



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| Community Stability (cont.) | <ul style="list-style-type: none"> • Campbell Village Area Plan | <ol style="list-style-type: none"> 1. Draft text amendment to be reviewed by Planning Commission then to City Council in March 2017. 2. Improvements and funding to be reviewed. | <p style="text-align: center;">Completed</p> <ul style="list-style-type: none"> • June 20, 2017 – City Council amended site and architectural review section. • August 7, 2017 – Adopted Plan. • November 7, 2017 – Amended Plan-restored accessory structure setbacks. |
| | <p>Housing</p> <ul style="list-style-type: none"> • Consider Housing Impact Fees | <ol style="list-style-type: none"> 1. State legislation. 2. Impact fees | <ul style="list-style-type: none"> • During the FY 17/18 budget setting process there was consensus of the Council that the broader subject of impact fees in general should be discussed. Staff to schedule discussion of this item in Spring 2018. |
| | | Sustainability-Climate Action Plan. | <ul style="list-style-type: none"> • To be included as part of the General Plan update process. SVCE may also assist in the baseline development |
| | | <p>Zoning and Ordinances.</p> <ol style="list-style-type: none"> 1. Review current needs. 2. Consider permitting dancing and live entertainment in appropriate settings. 3. Explore outdoor seating and outdoor patios. | <ul style="list-style-type: none"> • Historic Preservation Ordinance to be discussed on Feb. 6. • Accessory Dwelling Unit Ordinance draft scheduled for discussion at an upcoming City Council meeting. |
| | <p>Public Safety</p> <ul style="list-style-type: none"> • Traffic Calming | <ol style="list-style-type: none"> 1. Slow down traffic (like Civic Center Drive traffic dividing downtown and City Hall). 2. Crime, drugs, gangs and marijuana. 3. Draft traffic calming policy to be presented to the Council March 2017. | <p style="text-align: center;">Completed</p> <ul style="list-style-type: none"> • July 18, 2017 – City Council adopted a neighborhood traffic calming policy and process. |



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| Community Stability (cont.) | | 4. Signal at Gilman Ave and Paige Street- Should consider design needs in budget (\$60k for design?) for developer to design as part of Del Grande property development | |
| | <ul style="list-style-type: none"> • LED Streetlights Upgrade | 1. Informal bids on streetlight fixtures are due February 6, 2017. 2. Budget discussion on whether to fund future phases. | Completed <ul style="list-style-type: none"> • October 2017: 557 streetlight fixtures were converted to LED's. Phase II project is complete. |
| | Transportation <ul style="list-style-type: none"> • Consider Filling Public Transportation Gaps | 1. Traffic impact fees. | <ul style="list-style-type: none"> • Staff to schedule discussion of this item in Spring 2018. |
| | <ul style="list-style-type: none"> • San Tomas Aquino Creek Trail | Data, community feedback to be presented to PRC in February 2017. Conceptual plan presented to PRC in March 2017. | <ul style="list-style-type: none"> • June 20, 2017: Council discussion. Staff to return to Council in 2018. |
| | <ul style="list-style-type: none"> • Bicycle Transportation | Second phase of downtown bike rack installations in spring 2017. Development review –internal policies and procedures 1. Development review by staff. 2. SARC and Planning Commission review process. 3. Discourse along the process. | <ul style="list-style-type: none"> • January 16, 2018: Council to discuss item. • Review of process improvements is underway. Three primary goals: a) Compliance with recent legislation; b) Improve staff coordination and efficiency; and c) Streamline process. |
| Community Engagement | | 1. Public meetings. 2. Council meeting - 5 minute introductory comments by Council. 3. Start meetings at 7 PM? 4. Community Meetings. | <ul style="list-style-type: none"> • Began to be more strategic about when to conduct a Study Session versus issuing an Informational Memorandum. • Streamed/Televised Study Sessions. |



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| Community Engagement (cont.) | | 5. Continue to televise study sessions. | |
| | | Web page and social media policies should continue to be part of budget process . | As part of the budget approval process, City Council authorized a Communications and Public Engagement Coordinator position. |
| | | Continue to Increase City involvement in holiday events and continue to develop new, fun ways for Campbell residents to participate in events (i.e. pumpkin decorating and growing contest for children). | City continues to participate in downtown holiday events such as Creepy Crawley; Oktoberfest; Spring egg hunt and parade. |
| | <ul style="list-style-type: none"> • Public Art Expansion | Statue proposal to be reviewed by CIC in February 2017, City Council to consider in spring 2017. | <p>Completed</p> <ul style="list-style-type: none"> • June 6, 2017 – Council adopted the Public Art Policy. |
| | <ul style="list-style-type: none"> • Development of Community Beautification Grant Program | Pilot program approved in February 2017 to support beautification projects sponsored by neighborhood groups, small businesses and non-profit organizations. | <p>Completed</p> <ul style="list-style-type: none"> • September 14, 2017 – CIC approved five applications for a total of \$14,382. |

MEMORANDUM



City of Campbell
City Clerk's Office

To: Honorable Mayor and City Council

Date: February 1, 2017

From: Wendy Wood, City Clerk

Via: Brian Loventhal, City Manager

Subject: Desk Item – E-mail from Nicole Montojo

An e-mail was received from Nicole Montojo as part of the public record in regards to the City Council Strategic Priorities Session.

Attached are the e-mails for your consideration.

Wendy Wood

Subject: FW: SV@Home Letter re: 2/2 Council Strategic Priorities Session
Attachments: SVH_Campbell 2018 Priorities.pdf

From: Nicole Montojo [<mailto:nicole@siliconvalleyathome.org>]
Sent: Thursday, February 01, 2018 4:47 PM
To: Paul Resnikoff; Rich Waterman; Jeffrey Cristina; Liz Gibbons; Susan M. Landry
Cc: Paul Kermoyan; Cindy McCormick; Web Distribution City Clerk; Pilar Lorenzana; Mathew Reed; Leslye Corsiglia
Subject: SV@Home Letter re: 2/2 Council Strategic Priorities Session

Dear Mayor Resnikoff, Vice Mayor Waterman, and Councilmembers Cristina, Gibbons, and Landry:

On behalf of SV@Home (Silicon Valley at Home), I respectfully submit the attached comment letter regarding tomorrow's City Council Strategic Priorities Session. Thank you for the opportunity to provide our input.

Sincerely,

Nicole Montojo
Policy Associate
SV@Home
nicole@svathome.org
(408) 780-4758

sv@home

[SV@Home has a new website!](#)

Check out the [Resource Hub](#) for all your housing data needs.

TRANSMITTED VIA EMAIL

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Leslye Corsiglia
Executive Director

February 1, 2018

Honorable Mayor Resnikoff and Members of the City Council
City of Campbell
70 N. First Street
Campbell, CA 95008

Re: February 2, 2018 City Council Strategic Priorities Session

Dear Mayor Resnikoff, Vice Mayor Waterman, and Councilmembers Cristina, Gibbons, and Landry:

On behalf of our members, we thank you for your leadership and ongoing commitment to addressing our region's affordability challenges. We write today to convey our support for your work and offer our recommendations regarding actions that the City of Campbell can prioritize in 2018 to strengthen its long-standing efforts to provide affordable housing for its community.

Local jurisdictions need three tools to create opportunities for affordable housing: land, financial resources, and community will. There are three immediate actions that the Council can take to unlock these tools, and we encourage you to include these in your 2018 priorities. These actions, which are discussed in further detail below, include the following:

- Continue work on the Council's 2017 priority to consider housing impact fees – specifically, **commercial linkage fees** – to generate new local resources for affordable housing;
- Consider opportunities to create vibrant, complete neighborhoods by encouraging **transit-oriented and mixed-use development** that maximizes the use of land in areas that the City has prioritized for further growth; and
- Encourage more homeowners to build **accessory dwelling units (ADUs)** to expand the City's stock of moderate-income housing.

Establishing Commercial Linkage Fees: Because all forms of development generate a need for more affordable homes, it is critical that non-residential developments contribute to local jurisdictions' efforts to build more housing. The City's non-residential nexus analysis clearly shows this, concluding that of all of the retail/restaurant, hotel and warehouse worker households that will come to work in Campbell as the result of new non-residential development, over 90% will be below 120% of the area median income level. SV@Home thus strongly recommends that the City of Campbell establish a commercial linkage fee based on the 2016 countywide nexus study to requires non-residential developers to share the costs of housing their

local workforce. The revenue from these fees can be combined with housing in-lieu fees to increase the City's ability to pursue partnerships with nonprofit affordable housing developers to increase Campbell's stock of affordable housing.

Nearly all of Campbell's neighboring cities have taken action toward establishing Commercial Linkage Fees. For example, Santa Clara recently established fees as a follow up to the countywide nexus study, joining the cities of Cupertino, Mountain View, Palo Alto, and Sunnyvale in requiring non-residential developments to contribute to affordable housing. Other countywide nexus study participants, including Milpitas and Los Altos, are exploring adoption of these fees, and the San Jose City Council also recently voted to consider a Commercial Linkage Fee as part of its 2018 priorities.

Encouraging Transit-Oriented and Mixed-Use Development in Growth Areas: Through the General Plan Update, Campbell has the opportunity to move away from segregated land use patterns that generate traffic by allowing for multi-family and mixed-density residential uses near its light rail stations. In addition to allowing for this type of development, we recommend considering zoning changes to increase allowable densities near light rail stations as well as in multi-family zones to maximize housing opportunities in areas key growth areas. By integrating residential and commercial uses and expanding residential capacity near transit, the City can create complete communities where residents can easily access local goods and services, thus sustaining the local economy and contributing to the creation of vibrant neighborhoods. We encourage the City of Campbell to move forward with its General Plan Update process as quickly as possible while exploring additional options to expedite and adopt some of these zoning changes in 2018.

Encouraging the Creation of Accessory Dwelling Units: In addition to expanding housing options for Campbell's residents, ADUs provide a means for meeting the City's moderate-income RHNA goals by adding "hidden density" within the Town's existing land use patterns. In order to fully leverage ADUs as a policy solution, we recommend that the Council explore ways to ease barriers that prevent many homeowners from building ADUs, such as minimum lot size requirements and burdensome fees. Other cities have started to address these barriers; for example, Palo Alto and Sunnyvale recently reduced their minimum lot size requirements, and Mountain View and Santa Clara have eliminated such requirements. We also encourage the City to explore the legalization of existing unpermitted ADUs that can meet basic building, health and safety standards even if they are non-compliant with current planning codes.

Again, we thank you for your leadership and commitment to making Campbell more affordable to individuals and families from all walks of life. We appreciate the opportunity to provide our input and welcome further conversation with you about our recommendations. Thank you for your consideration.

Sincerely,



Pilar Lorenzana
Deputy Director