



# ENVISION CAMPBELL

## AGENDA

**General Plan Advisory Committee Meeting #12**

**6:00 p.m. May 23, 2019**

**Orchard City Banquet Hall (located at the Campbell Community Center, 1 W. Campbell Avenue, Campbell, California)**

1. Call to Order
2. Roll call
3. City staff announcements
4. Consultant presentation on recent work completed
5. Consultant presentation on Land Use Map concepts
6. Public Comment
7. GPAC discussion of Land Use Map
8. Summary of next steps in the process
9. Adjournment



# ENVISION CAMPBELL

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TO: Campbell General Plan Advisory Committee (GPAC)

FROM: Ben Ritchie, De Novo Planning Group

SUBJECT: General Plan Advisory Committee Meeting #12  
(Land Use Map Finalization, Part 1 of 2)

DATE: May 23, 2019

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## **INTRODUCTION**

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Welcome back!

A lot has happened on the General Plan Update since the GPAC last met in November 2017. This memo provides a quick overview of what has occurred since the last meeting, what the plan is for moving forward, and what each GPAC member should do to prepare for the upcoming meeting.

The purpose of this next meeting is to revisit and finalize the Preferred General Plan Land Use Map.

## **NOTABLE TASKS SINCE THE LAST GPAC MEETING**

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### **Land Use Alternatives Report: January 2018**

This report provides a summary of community and City leadership input related to land use changes and four land use map alternatives that focus on key opportunity areas within Campbell. Each alternative is quantitatively and qualitatively analyzed to determine potential growth effects and the alternative's consistency with the community's vision. ([link to Land Use Alternatives Report](#))

### **Community Workshop Series: Jan-Mar 2018**

A series of five public workshops have been held at different locations throughout Campbell. These workshops provided an opportunity to update the community on the status of the General Plan Update, review the Land Use Map concepts that have been developed, answer community questions, and receive community input on a wide range of General Plan topics and issues, particularly land use.

### **Community Workshop Summary Report: April 2018**

This report summarizes the public participation and input received during the General Plan Update outreach activities conducted from January 22, 2018 through March 22, 2018. ([link to Community Workshop Summary Report](#))

### **City Council Land Use Map Study Session: June 18, 2018**

The City Council held a special study session to review the Land Use Map and provide input on the primary land use themes that emerged from the Land Use Alternatives Report and the Community Workshop Series. While the Council did provide some feedback and direction, the Land Use Map was not finalized during this meeting.

### **Joint GPAC/Council Meeting: January 29, 2019**

Most of you attended this joint meeting. The following list summarizes the actionable items that were agreed upon during the January 29<sup>th</sup> joint meeting:

- Revise the format of future GPAC meetings to allow structured opportunities for the public to provide oral comments during GPAC meetings.
- Staff to continue to provide opportunities to the public to provide written comments to the GPAC, which will be shared with GPAC members at subsequent meetings.
- Staff to video tape future GPAC meetings in order to provide a public record of items discussed during GPAC meetings. These videos will be posted to the Envision Campbell website. Please refer to the following link which contains the January 29, 2019 joint meeting video ([video link](#)).
- Staff and the consultant team to conduct a vision and goal-setting session with City Council to establish Council priorities that should be addressed as work on the Land Use Map continues (this occurred on April 16, 2019. More info below).
- Re-convene the GPAC to works towards finalization of the Preferred Land Use Map.

It should be clarified that the City has always allowed the public's ability to send letters to the City regarding the update process. These letters have been forwarded to the Consultant for inclusion in GPAC meeting discussions. In addition, the letters have been accessible to the GPAC and the public. Please refer to the following link where the letters have been saved for public/GPAC review since June 23, 2017. ([link to public letters](#))

### **City Council Goal Setting: April 16, 2019**

The City Council conducted a public hearing to discuss big-picture land use goals and the path forward towards completion of the General Plan Update. Meeting summary notes are included as Attachment A to this memo. Video of the full discussion can be viewed [HERE](#)

## **GPAC PREPARATION FOR THE MAY 23<sup>RD</sup> MEETING**

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The purpose of the next GPAC meeting is to conduct the first of two planned meetings to refine and finalize the Draft Land Use Map. The GPAC has already discussed the Land Use Map, but has not had the benefit of reviewing the Land Use Alternatives Report or the Community Workshop Summary Report.

This next meeting will provide an opportunity for a more in-depth discussion of the primary mapping concepts that have evolved since the GPAC last met.

The Land Use Alternatives Report identifies multiple potential growth scenarios for Campbell. All of the Alternatives were developed with the following common themes in mind:

- Existing residential areas should be preserved and protected.
- Downtown Campbell should continue to serve as the cultural and entertainment “heart” of the city.
- All existing parks and open space lands shall be preserved and protected.
- Very few vacant parcels exist within Campbell. As such, new growth and development would occur in the form of expansions/ additions to existing buildings and redevelopment/ reconstruction of existing properties (likely at higher densities and intensities compared to what currently exists).

The Land Use Alternatives Report identifies four different potential growth scenarios for Campbell. Rather than focusing on which alternative is “best,” it is recommended that the GPAC focus on the primary mapping concepts presented in the various Alternatives (refer to the Figure at end of this memo). These include:

- 1) **Intensification along Hamilton and Bascom Avenues** to create a more walkable environment that supports a range of retail, office, and residential uses. Development intensities similar to Downtown would be allowed, with the FAR increasing to 1.25 and residential units allowed at densities up to 27 units/acre. This concept is presented in greater detail on Figure 2-3 of the Land Use Alternatives Report.
- 2) **Transit-Oriented Development near existing VTA Light Rail Stations** to create additional mixed use commercial and housing opportunities within ¼ mile of light rail stations. This would help promote transit ridership, consistent with Plan Bay Area 2040’s “Transit Neighborhood” objectives. These areas would transition to residential/commercial mixed-use areas that accommodate housing at up to 45 units/acre and commercial/office FARs up to 1.0.
- 3) **Research and Development Intensification.** Nearly all of the City’s R&D designated land is located in the Dell Avenue area. This concept would retain this land use designation, but would allow for notable increases in FAR (building intensity, size, and height). The current maximum FAR in the R&D areas is 0.4. This concept would allow for increases in FAR in the range of 0.75 to 1.25, as depicted in greater detail on Figures 2-3 and 2-4 of the Land Use Alternatives Report. Should the

City feel that employment growth needs to keep pace with residential growth<sup>1</sup>, the City may need to consider increasing the supply of available new office and industrial/flex "workspace" in order to provide adequate high-quality employment opportunities for local residents and area workers. Based on existing residential and employment growth trends, there may be a demand for up to 600,000 square feet of new office and industrial flex space in Campbell by 2040. Section 4.2 of the Issues and Opportunities Report provides more information on this topic.

All of the mapping concepts described above were presented to the community for input and consideration. Community input was received at the five neighborhood workshops, and also through an interactive online "storymap" tool. Public responses to these concepts is summarized in the April 2018 Workshop Summary Report.

## **READING MATERIALS**

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Prior to the next GPAC meeting, please review the following materials:

1. **Land Use Alternatives Report.** Available online [HERE](#)
2. **Community Workshop Summary Report.** Available online [HERE](#) (note: the report appendices are available at the following site: <https://campbell.generalplan.org/content/documents-maps>)
3. **Public Comment Letters.** Available online here (at bottom of page):

<https://campbell.generalplan.org/content/documents-maps>

As the GPAC is aware, it is critical that each member come to the next meeting having read the materials identified in this memo and having prepared and organized thoughts, comments, and questions related to these topics. Please direct any questions regarding the assigned reading materials or the issues to be discussed during this next GPAC meeting to Paul Kermoyan, Community Development Director. Paul can be reached by phone at: 408-866-2141, or by email at: [paulk@cityofcampbell.com](mailto:paulk@cityofcampbell.com).

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<sup>1</sup> Campbell currently has a jobs-to-housing ratio of approximately 1.7:1. Meaning that there are 1.7 jobs for every housing unit in the City (30,568 jobs and 17,793 housing units, as of 2016). The largest employment sector in Campbell is retail trade (15% of total jobs). *Source: Ca. Department of Finance, 2016, and ESRI Business Analyst, 2016.* See Sections 1.2 and 1.3 of the Existing Conditions Report for more information.





# ENVISION CAMPBELL

**SUBJECT: CITY COUNCIL SUMMARY NOTES FROM APRIL 16, 2019**

## **INTRODUCTION**

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The following provides an annotated summary of the direction and feedback received from the City Council during the April 16, 2019 General Plan Update hearing item. This summary is not an exhaustive documentation of all comments provided by Council, but rather, summarizes actionable items directed by Council and key direction with respect to policy and land uses.

The Council was asked to provide direction and guidance on the big-picture goals and priorities guiding the General Plan Update, direction on how and where housing and jobs-generating land uses should be distributed on the Land Use Map, and direction regarding how the GPAC should proceed with the General Plan Update.

## **COUNCIL FEEDBACK AND DIRECTION**

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- The Council directed that the GPAC's size and composition should remain as-is, and that the GPAC should reconvene and continue its work on the General Plan Update.
- The Council agreed that the GPAC should be empowered to develop a Draft Land Use Map and Draft General Plan, which should then be brought back to the Council for review and discussion.
- The Council stated that the GPAC should be empowered to come up with creative and forward-thinking planning solutions that stretch the City beyond current practices and comfort levels in order to find solutions to key challenges, such as the provision of housing for a range of income levels.
- The Council generally agreed that the big-picture Vision, Challenges, and Assets that have been guiding the General Plan Update are appropriate. Councilmember Landry provided written revisions to some the language pertaining to Vision.
- The Council agreed that new housing, particularly low-income and multifamily housing, should be equitably distributed throughout the City, with an emphasis near transit facilities and key arterial roadways (such as Hamilton, Bascom, Campbell, and Winchester). The Council also stated that development intensities should not be so great as to "canyon-ize" these corridors with tall buildings that are out of scale for this community.
- The Council agreed that established residential neighborhoods should be protected.

- The Council directed that new growth and housing should occur as infill development and that key opportunity areas or sites should be prioritized for new development.
- The Council directed that the General Plan should incorporate creative solutions to increase housing choice and housing density, such as live/work units, incentives for construction of smaller units, tiny houses, co-housing, etc. The Council encouraged the GPAC to “think outside of the box.”
- The Council suggested that the General Plan should retain flexibility in terms of land uses which can respond to market demand. Flexible mixed use was cited as an example.
- The Council expressed support for attracting new high-wage employment opportunities, but did not provide concrete direction as to whether or not densities within the R&D areas (such as Dell Ave.) should be increased.
- The Council indicated that the GPAC should carefully consider the type and location of new retail development.
- The Council emphasized the importance of good placemaking and the creation of balanced neighborhoods.
- The Council noted that there are likely several policy approaches in the existing General Plan that are still very useful and valid, and that the existing Plan should be carefully reviewed to retain what is working.
- The Council noted that the State General Plan Guidelines are a very useful resource that the GPAC should review and consider.
- The Council noted the importance of considering development plans and patterns in areas of San Jose adjacent to the City.

*A full video transcript of this hearing item can be viewed [HERE](#). (item 9)*