



# *City Council Agenda*

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

---

## **CAMPBELL CITY COUNCIL STUDY SESSION**

**Tuesday, July 19, 2016 - 6:30 p.m.  
Council Chamber – 70 N. First Street**

**NOTE: No action may be taken on a matter under Study Session other than direction to staff to further review or prepare a report. Any proposed action regarding items on a Study Session must be agendized for a future Regular or Special City Council meeting.**

### **CALL TO ORDER, ROLL CALL**

### **NEW BUSINESS**

**1. Envision Campbell General Plan Update with Consultants**

Recommended Action: Conduct Study Session and provide direction to staff.

### **PUBLIC COMMENT**

### **ADJOURN**

\*\*\*\*\*

**MEMORANDUM****City of Campbell**

**To:** City Council **Date:** July 19, 2016

**From:** Ben Ritchie, De Novo Planning Group (General Plan Update Consultant)

**Via:** Mark Linder, City Manager *ML*  
Paul Kermoyan, Community Development Director *PK*

**Subject:** Study Session – General Plan Update Council Kickoff Meeting

**OVERVIEW**

De Novo Planning Group, and our team of subconsultants, have initiated work on a comprehensive update to the City's General Plan. This effort also includes the preparation of a stand-alone Climate Action Plan, the preparation of an Environmental Impact Report (EIR), and updates to the City's Zoning Code. The overall work program is scheduled to be completed in approximately two years.

This memo provides a concise overview of our work program, describes the role of the General Plan Advisory Committee (GPAC), identifies the extensive opportunities for community involvement and public outreach, summarizes tasks that have been completed or are currently underway, and tasks that are pending for the coming months.

This information will be presented in a brief presentation to Council at the July 19<sup>th</sup> hearing, and the Council is invited to provide input to the project team regarding key issues, challenges, or concerns that should be addressed as part of the General Plan Update.

Purpose of the General Plan Update

The General Plan Update is intended to address the following key components:

- Define a long-term vision for future growth within the City over the next 20 years
- Reflect the goals and values of the community
- Build on recent City planning efforts
- Include extensive public outreach and community participation
- Balance growth, conservation, and quality of life

## WORK PROGRAM SUMMARY

Several documents will be prepared and published throughout the course of this project. These include:

- ***Existing Conditions Report:*** This report will establish the baseline conditions for the General Plan Update, and will document development patterns, land uses, natural resources, utilities, infrastructure, public services, economic and fiscal conditions, environmental constraints, regulatory requirements, and recent City planning efforts.
- ***Issues and Opportunities Report:*** This report will include a summary of the public outreach efforts, identification of community values and concerns, descriptions of areas of focus for goal and policy development, and the identification of key concerns and potential solutions.
- ***Land Use Alternatives Report:*** This report will provide a summary of community and City leadership input related to land use changes and three-to-four land use map alternatives. Each alternative will be qualitatively analyzed to determine potential growth effects and the alternative's consistency with the community's vision. This document will serve as the primary tool to aid the City in determining the appropriate growth and land use intensity for the General Plan Update.
- ***Draft General Plan:*** The General Plan Update will address changes to state law, assess the condition of the City, and provide changes or adjustments necessary to realize the current vision of resident and stakeholders for the City. The 2001 Campbell General Plan will be thoroughly reviewed to determine components that should be carried forward and to identify areas where new goals and policies are needed to address the community's desires. The General Plan will include the following stand-alone elements:
  - Land Use
  - Housing (already adopted by the City and not a part of this work program)
  - Circulation
  - Noise
  - Safety
  - Conservation and Open Space
  - Economic and Fiscal Sustainability
  - Community Services and Facilities
  - Community Health and Wellness
  - Sustainability
  - Implementation

- **Final General Plan:** Following extensive input from the GPAC, community, Planning Commission, various City boards and commissions, and the City Council, the General Plan will be finalized for adoption by the City Council.
- **Climate Action Plan:** The Climate Action Plan (CAP) will guide future efforts within the City towards the achievement of cost effective greenhouse gas (GHG) emissions reductions. The CAP will provide a means for integrating the City's climate change planning efforts and development review requirements for GHGs into the City's updated General Plan.
- **Zoning Code Update:** The Zoning Code update will focus on changes to the existing Code identified by staff, input provided by the GPAC, changes in applicable State law since the last Code was prepared, and identification of changes required to ensure the Code is consistent with the General Plan Update. The resulting product will be a Zoning Code that is well organized and provides clear and understandable guidance to City residents, staff, and elected officials.
- **Environmental Impact Report (EIR):** A program-level EIR will be prepared. The EIR will address the range of potential impacts associated with adoption of the General Plan, adoption of the Climate Action Plan, and adoption of the Zoning Code Update. The EIR would also serve as a tiering document for future greenhouse gas and climate change impact analyses, as provided for in Section 15183.5 of the CEQA Guidelines.

## **ROLE OF THE GENERAL PLAN ADVISORY COMMITTEE (GPAC)**

The GPAC will play a critical role in the development of the Draft General Plan, Land Use Map, and Draft Climate Action Plan. The GPAC will meet approximately 20 times over the course of the project. The GPAC's primary roles include:

- The establishment and articulation of the community's goals, vision, and priorities for the next 20 years.
- Providing input and guidance of the range of issues and topics covered in the General Plan and Climate Action Plan.
- Review and guidance on draft goals, policies, and action items developed for each General Plan element.
- Direction and input on the General Plan Land Use Map, including development location, density, and range of allowed land uses.
- Serving as community liaisons and project ambassadors in order to ensure that the General Plan reflects the needs and concerns of the entire community.

## **PUBLIC OUTREACH AND COMMUNITY INVOLVEMENT**

Extensive public outreach and opportunities for meaningful community involvement are the cornerstones of our work effort. The following provides a brief summary of some of the community outreach efforts that will be undertaken:

- ***Neighborhood Community Workshops:*** Through consultation with staff, we will identify five City areas/neighborhoods, and hold separate meetings within each area to identify community priorities for the General Plan Update, specific neighborhood concerns, and neighborhood land use preferences. These workshops will provide an opportunity for the public to contribute to the content of the General Plan, become more informed about the process and the additional opportunities to participate, and articulate key concerns or issues that should be addressed.
- ***GPAC Meetings:*** All GPAC meetings will be open to the public.
- ***Board, Commission, and Committee Meetings:*** These meetings will provide an opportunity for the Planning Commission, Historic Preservation Board, Parks and Rec Commission, Bike/Ped Committee, Civic Improvement Commission, Youth Commission and any other relevant boards, commissions and/or committee (as determined by the City), to provide input regarding General Plan content and priorities. These meetings will be open to the public.
- ***Joint City Council and Planning Commission Workshops:*** These workshops will provide an opportunity for the Planning Commission and City Council to review the work and policy direction provided by the GPAC, and to refine the General Plan and Land Use Map prior to completion of the Public Draft General Plan.
- ***Community-Wide Workshop:*** This workshop will provide an opportunity to present the Draft General Plan to the entire community and receive feedback and input.
- ***General Plan Website and Online Surveys:*** The website will provide regular updates regarding the status of the General Plan, identify the schedule of upcoming meetings, provide minutes and agendas for meetings, and serve as a library of General Plan documents. The website also includes links to the City's online community forum, "Contact Us" forms, and online survey and polling exercises. The General Plan Update website can be found online at:  

[campbell.generalplan.org](http://campbell.generalplan.org)
- ***Newsletters:*** The De Novo team will prepare periodic newsletters at key milestones during the project that identify the status of the General Plan Update process, provide information regarding upcoming meetings, describe key issues that have been resolved and/or are being raised for discussion, and provide information on how to participate in the process.

## **KEY TASKS THAT HAVE BEEN COMPLETED OR ARE UNDERWAY**

Since execution of the project contract, our team has undertaken the following:

- Conducted a project kickoff meeting with staff
- Completed project initiation tasks, including data collection, establishment of communication protocols, subconsultant work initiation, and work plan finalization
- Construction, design, and launch of the General Plan Update website ([campbell.generalplan.org](http://campbell.generalplan.org))
- Drafted sections and analysis for the Existing Conditions Report
- Data collection and project organization for the Climate Action Plan GHG baseline inventory
- Held the first meeting with the GPAC
  - The July 11, 2016 GPAC meeting provided an opportunity to introduce the consultant team and work program to the GPAC, establish protocols and procedures for GPAC meetings, articulate the role of the GPAC in the General Plan Update Process, answer questions, and gather input from the GPAC members regarding community vision, goals, and key priorities for the General Plan Update.

## **PENDING TASKS**

Over the next few months, our efforts will focus on completion of the Existing Conditions Report, publication of the first project newsletter, and additional meetings with the GPAC to establish the vision, key goals, and priorities for the General Plan Update. We will then proceed with development of the Issues and Opportunities Report, which will be a key resource for the GPAC during future meetings. Our team will also provide written monthly status reports to the City Council that will outline key tasks completed during the prior month, key project issues that have arisen, and tasks pending for the subsequent month.