



**CITY OF CAMPBELL**  
**Planning Commission Minutes**

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6:30 P.M.

TUESDAY

SEPTEMBER 14, 2021  
REMOTE ON-LINE ZOOM MEETING

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The Planning Commission meeting on September 14, 2021, was called to order at 6:30 p.m.

**ROLL CALL**

Commissioners Present: Chair: Maggie Ostrowski  
Vice Chair: Stuart Ching  
Commissioner: Adam Buchbinder  
Commissioner: Matt Kamkar  
Commissioner: Michael Krey  
Commissioner: Andrew Rivlin  
Commissioner: Alan Zisser

Commissioners Absent: None

Staff Present: Community Development  
Director: Rob Eastwood  
Senior Planner: Stephen Rose  
City Attorney: William Seligmann  
Recording Secretary: Corinne Shinn

**COMMUNICATIONS/AGENDA MODIFICATIONS OR POSTPONEMENTS**

None

## **ORAL REQUESTS**

Raj Pallela, Campbell Resident:

- Asked the City to reconsider the existing neighborhood plans, especially the San Tomas Area Neighborhood Plan (STANP).
- Stated that they tend to be culturally biased. They don't allow people to include aspects of their culture into their home design.
- Supported having more flexibility in architecture.
- Pointed out that currently within STANP, there are no circular entries allowed.

## **PUBLIC HEARINGS**

None

## **STUDY SESSION**

Chair Ostrowski read Agenda Item No. 1 into the record as follows:

1. The purpose of this Study Session is to provide the Planning Commission an opportunity to review and comment on the **Administrative Draft of the Envision Campbell General Plan** and recommended changes identified by staff. Staff will provide an update as to process to date and overview of next steps. Feedback provided by the Planning Commission will be considered by the City Council on September 29, 2021.

Mr. Rob Eastwood, Community Development Director provided an introduction as follows:

- Admitted that it is not a small document that we have given you. The GP Update has been multi-year process.
- Added that just recently, Council approved the staff proposal to combine this General Plan Update together with the Housing Element.
- Stated that the feedback provided by the Commission will be valuable to the process when presented to the City Council.
- Reiterated that there is a lot to take in and digest.
- Explained that staff has tried to frame how the time for this Study Session is best framed. We have broken the discussion into three parts.
  - Overall process and relations that equate to context.
  - Critical items – including Land Use issues and the Environmental Review Process impacts.
  - More important topics with staff feedback.

Mr. Stephen Rose, Senior Planner, provided the staff report as follows:

- Said that the Commission has been provided with the Administrative Draft of the General Plan.
- Stated that tonight's Study Session's purpose is to provide the first opportunity to review and provide feedback.
- Explained that the Land Use map and FAR (Floor Area Ratios) are the key priorities. They can include number of trip counts and intensity.

- Added that there is time for more refinements to the policies.
- Reported that M-Group Planning is contracted to work on the Housing Element. A member of their team is in attendance as an observer this evening.
- Listed other important components as the development of Objective Standards and creation of an Economic Development Plan Update.
- Reported that tonight's Study Session will be a working presentation. There will be stops in the presentation to solicit feedback from the Commission.
- Listed four topics:
  - Schedule for the General Plan moving forward.
  - Work Plan Items.
  - Critical Items (Land Use Map, FAR, etc.).
  - Policy Discussion – 11 Sections with five (5) prioritized as follows:
    - Land Use
    - Transportation
    - Community Design
    - Economic Development
    - Conservation & Open Space
- Cautioned that this will likely be a pretty rapid-fire meeting.
- Suggested a prompt discussion and that the Commission avoid the topics specific to the Housing Element including RENA, which will be covered at a later date
- Added that the Commissioner should also avoid spending time tonight on the discussion of typos, grammar and/or wording issues for another day.
- Asked if there were any questions to this point.

Chair Ostrowski said she had concerns about meeting format but with the outline staff has provided, those concerns are resolved. Thanked Planner Stephen Rose for outlining the discussion format for the PC.

Commissioner Buchbinder asked if the subject of "Homelessness" is part of the Housing Element.

Planner Stephen Rose said that there is some overlap with other elements. There is an opportunity to work on policy development.

Vice Chair Ching reported that in 2018, the GPAC had conducted numerous workshops. He asked if the GPAC continues to meet regularly.

Planner Stephen Rose;

- Explained that GPAC was an advisory committee with a very broad brush of membership from the community. They conducted 18 meetings and two joint sessions with Council.
- Stated that GPAC reviewed the GP element by element and policy by policy.
- Added that during the GPAC process, staff took a lessor role to allow the public representatives to drive the discussion.

Commissioner Zisser said he had reviewed the agenda and the draft General Plan. He asked if there is a way for him to understand where changes to date have occurred.

Planner Stephen Rose:

- Explained that this is a “repeal and replace” document.
- Advised that so much change has occurred that it would be difficult if not impossible to follow the track of the changes.
- Stated that a lot has been dropped.

Commissioner Zisser said he thought that a lot was missing. He will consider it as a new document.

Planner Stephen Rose:

- Discussed the schedule and how we got to this point.
- Reported that the schedule has been compressed as the Housing Element has a hard deadline of January 2023.
- Added that the CEQA process starts early in 2022.
- Stated that tonight’s focus is solely on the General Plan. Another session will occur in October. Council will get it November.
- Advised that for any policies that may require further study, further analysis can follow adoption.
- Listed the PC’s requested Work Plan items:
  - FAR
  - Parking Standards
  - ADU Amnesty (active Work Plan item)
  - In-Lieu Fees
  - Affordable Housing Assistance
- Reported that the Preferred Land Use Map is relatively status quo.
- Said that the topic of a Hamilton Avenue Specific Plan is to be determined.
- Listed changes:
  - Hamilton Avenue Corridor – from General Commercial to Residential/Commercial/Professional Office.
  - Bascom Avenue Corridor – from General Commercial to Neighborhood Commercial.
  - Camden & Winchester – from General Commercial to Neighborhood Commercial
  - South of Campbell Avenue – Commercial/High Density Residential (CMHDR) to Residential/Commercial/Professional Office (RCPO).
- Asked the Commission if there are any other Land Use changes warranted?

Chair Ostrowski asked what the major difference is between General Commercial and Neighborhood Commercial.

Planner Stephen Rose replied, less density.

Chair Ostrowski asked if Neighborhood Commercial allows drive-thru restaurants.

Planner Stephen Rose replied no.

Commissioner Rivlin asked how the boundaries were arrive at.

Planner Stephen Rose:

- Advised that the GPAC considered that at length.
- Asked if the PC agrees with the limits or should they be moved further out?

Commissioner Rivlin said he has some thoughts and thinks a few key elements have been missed.

Planner Stephen Rose said that is the point for tonight's meeting to get that Commission feedback.

Commissioner Rivlin said he has a list of questions but will defer to Chair Ostrowski as to when best to ask them.

Chair Ostrowski suggested five minutes per Commissioner to start.

Commissioner Rivlin:

- Said that the Hamilton Avenue Specific Plan Overlay should encompass the entire area. It serves as the entry point into Campbell.
- Stated that others that make sense to expand include Bascom.
- Admitted there are questions as relating to Winchester Boulevard.

Planner Stephen Rose:

- Reported that NOCA (North of Campbell Avenue) and the Hamilton Avenue Specific Plan share common boundaries,
- Stated that area plan boundaries are an important discussion point. The area is zoned General Commercial right now.

Commissioner Rivlin:

- Said that the North Hamilton Zone could use massaging/refinement.
- Stated he was taken aback that Dell Avenue area has no adjustments.
- Asked if it was excluded for any reason?

Planner Stephen Rose:

- Said the current C-M (Controlled Manufacturing) is proposed for change to R&D (Research & Development).
- Explained that the intent/idea for an R&D land use is to create new development ideas. It would include increasing FAR from its current .4 upwards to 1.0 up to 1.5.
- Stated this was raised by staff.

Commissioner Buchbinder:

- Stated that it seems the change from GC to NC is reducing commercial capacity. Is that generally true? Are we losing commercial capacity?

Planner Stephen Rose:

- Said it is not reducing the number of commercial sites. Some General Commercial sites would switch to a Mixed-Use designation.

- Agreed that going from General Commercial (GC) to Neighborhood Commercial (NC) does represent an intensity change.
- Said that the Hamilton Avenue Overlay will go from General Commercial (GC) to Mixed Use (MU).
- Stated that the Fry's site with a mixed-use designation would result in loss of some of its commercial uses of that area.
- Added that also applies to the former Elephant Bar site.

Commissioner Buchbinder:

- Suggested keeping the General Commercial.
- Pointed out that the Transportation Plan calls for the VTA extension to Hacienda.
- Said it is important to make it easier to develop around the Light Rail.
- Questioned the extent of the influence of the General Plan over the next 20 to 30 years.

Planner Stephen Rose:

- Said it could be updated.
- Added it is a long-term visioning document. A 2050 visioning document.
- Said it is a document to get us there.

Commissioner Buchbinder:

- Pointed out that between 1960 and 1990, Campbell has tripled in size.
- Said he gets the sense that there are not enough changes to the GP.
- Stated it might get us to where we need to get to now, but not to where we need to get to by 2040 or 2050.

Director Rob Eastwood:

- Reminded the PC that Campbell needs to create 3,000 new housing units per its RHNA assignment.

Commissioner Buchbinder suggested redoing the Land Use map.

Vice Chair Ching:

- Stated his agreement with Commissioner Rivlin about the Salmar area. It makes sense.
- Said we need a contiguous area to allow larger residential/mixed-use development.
- Added that without, we are underutilizing the potential for that area.
- Pointed out that allowing higher buildings allows for more open space area to serve those sites.

Chair Ostrowski cautioned that FAR is the second topic of discussion.

Commissioner Krey asked if Dell equates to FAR question. Is R&D (Research & Development) going to be the land use or keep it CM (Controlled Manufacturing)?

Planner Stephen Rose replied R&D.

Commissioner Krey referenced the Camden & Winchester Corridors. Will they allow Mixed-Use with Residential?

Planner Stephen Rose replied no.

Commissioner Krey:

- Said he agreed with the other Commissioners in terms of the Salmar area.
- Asked if the rest of Hamilton is part of a Specific Plan?

Planner Stephen Rose replied no, it is not.

Commissioner Krey:

- Said that in terms of Hamilton Avenue, we need to figure out how many residential units we can get with what we are proposing with our Land Use Map.

Planner Stephen Rose reminded that we are currently tabling any Housing Element discussion to another meeting.

Commissioner Zisser:

- Referenced the Hamilton Avenue Overlay.
- Asked if that is what it will be or will it change?

Planner Stephen Rose said it is currently depicted but will be studied further for change.

Commissioner Zisser:

- Asked if it might be higher density residential with commercial.
- Questioned the differences between General Commercial and Neighborhood Commercial uses. Does that eliminate higher-density mixed-use?

Planner Stephen Rose clarified that neither General Commercial nor Neighborhood Commercial allows for residential development.

Commissioner Zisser:

- Supported reinforcing the Salmar Avenue Area to better tie it into the Downtown.
- Stated his agreement with the comments of the other Commissioners on that.

Planner Stephen Rose said it would change from its current General Commercial to a Mixed-Use designation.

Commissioner Kamkar:

- Said he agrees with almost everything.
- Said it is more serious if we need to intensify development.
- Pointed out that Campbell's 3,000 RHNA allocation is a lot of units.
- Added that those units should be spread throughout the City.
- Suggested that areas with highway/mass transit access should have more concentration.
- Agreed that a FAR of 1.0 is too low. He is open to higher floor counts.
- Stated that with more floors, the base for a building gets smaller with more open space.

- Suggested that one such area overlooked is the Southeast Area. That includes White Oaks Road, Redding Road and Shelley Avenue. That is an area with opportunities for intensified development with the right development.
- Recounted that one development built four units when eight could likely have been placed there. That was a lost opportunity for four more housing units.

Commissioner Buchbinder:

- Suggested the General Commercial and Neighborhood Commercial designations be a less intense transition.
- Recommended allowing first floor commercial with a couple of stories of residential above it
- Supported an increase in FAR for General Commercial for development of first floor commercial with residential above.

Chair Ostrowski:

- Stated that the Commission has provided great comments.
- Added that includes the desire for higher density along the Winchester Light Rail Station.
- Said that it is important to invest and enhance that particular location.
- Mentioned that it appears an attendee is raising his hand to speak.

Director Rob Eastman:

- Said that as this is a Study Session, this is not yet the time for public comment, but the meeting can be opened up later to accommodate that public feedback.
- Stated that some great and thoughtful feedback is being provided by the PC.

Chair Ostrowski asked if staff has received enough feedback on the Land Use Map.

Planner Stephen Rose:

- Replied yes.
- Added that it is clear there are lots of questions about the General Commercial and Neighborhood Commercial designations.
- He displayed a table of Neighborhood Commercial uses.

Chair Ostrowski:

- Said that it seems that Neighborhood Commercial is intended to be less intense uses that are serving the surrounding neighborhood and causing less impact to adjacent residential.

Commissioner Rivlin:

- Asked for clarification on definition of Mixed-Use land use.
- Inquired if P-D is currently the only non-residential zoning designation that allows for inclusion of residential units.

Planner Stephen Rose said that currently the only zoning to allow for mixed-use developments is P-D (Planned Development) or C-PD (Condominium/Planned Development).

**DISCUSSION ON FLOOR AREA RATIO (FAR)**

Planner Stephen Rose:

- Advised that the term FAR represents “Floor-to-area ratio.”
- Added it reflects building intensities.
- Reminded that the PC had included the topic on its proposed work plan submitted to Council.
- Cautioned that it is critical to complete the environmental review, which will anticipate build-out impacts on traffic and air quality, etc.
- Stated that density is a whole different conversation.

**BUILDING INTENSITY - COMPARISONS**

Planner Stephen Rose:

- Said that Professional Office (PO); Neighborhood Commercial (NC) and General Commercial (GC) each has a .4 FAR standard.
- Stated that with the proposed change from Controlled Manufacturing (CM) to Research & Development (R&D) the FAR is proposed to become 1.0.
- Added that there may be exceptions allow to go up to 1.5 if there are traffic reduction measures implemented.
- Offered some comparisons with City of Milpitas, that has recently adopted their updated General Plan.
  - Neighborhood Commercial went up from a .35 FAR to a .75 FAR.
  - Very High Density/Mixed Use went from 1.5 (non-residential) FAR to a 2.5 FAR for Mixed Use.
  - Industrial Park Zoning (MP) went from .5 to 1.0 FAR.
  - BPRD (Business Park Research & Development) went up to a maximum 2.5 FAR.
- Listed the staff recommendations as follows:
  - Identify broad land use designations/locations warranting FAR increases.
  - Identify specific land uses and or activities that warrant focused review (i.e., Hotel).
  - Director staff to conduct a survey of the business community consisting of property owners, realtors, and brokers) to solicit feedback to be presented at upcoming hearings. This outreach will help identify where we should focus.

Chair Ostrowski opened the hearing for public comment.

Raj Pallela, Campbell Resident:

- Stated that drive-thru restaurant services are a convenience for parents with small children.
- Questioned, “If not located on busy streets, where else should they be allowed?”
- Thanked Commissioner Buchbinder for bringing it up.
- Said that there is opportunity to reshape a lot of neighborhoods in Campbell.
- Stated that the plan is not sufficient for today let alone for the year 2050
- Pointed out that his kids will be his age by 2050.

Murali Kakulapati, Campbell Resident:

- Said that with this new General Plan we will be building for our next generation.
- Stated his agreement with the comments made by Raj Pallela just before him.
- Advised that Dell Avenue and Winchester Boulevard are great opportunities.
- Suggested specified land use designations for mixed-use development.
- Said that mixed-use developments allow people to walk to entertainment and shopping instead of driving somewhere to accomplish those tasks.
- Opined that sufficient lot coverage is important.
- Pointed out that asphaltting common areas is not useful in terms of percolation of water into the ground.
- Said that underground parking is good to consider.
- Agreed that the mixed-use zoning needs to be spread throughout Campbell rather than to be concentrated in limited areas.

Chair Ostrowski closed the hearing for public comment

Commissioner Zisser:

- Stated that the bigger the FAR, the bigger the building. It means more people and less parking.
- Advised that he is not opposed to higher FARs.
- Opined that the existing .4 FAR is low for certain types of commercial or mixed-uses.
- Asked for FAR examples for existing larger developments. Perhaps the one at San Tomas Expressway & Winchester. Perhaps the hotel located near the Hamilton Light Rail Station.

Planner Stephen Rose:

- Admitted he does not have that data handy at this time.
- Stated that he could research and provide this requested information later in this meeting.
- Reminded that we count the FAR for all non-residential space but not for residential units locate above.
- Stated that parking garages and underground parking are not counted against FAR.
- Concluded he would conduct the research requested as the discussion continued.

Commissioner Zisser:

- Said he was imagining the Fry's site for a possible hotel.
- Asked how big a hotel could go there based on the size of that lot.
- Questioned whether it would be attractive to a developer to build a hotel there.

Planner Stephen Rose:

- Provided some rough data about the larger development put in at 675 Creekside Way.
  - 172,000 square feet of office space.
  - Five story building.
  - Maximum building height 77 feet but 86 feet with roof-mounted mechanical equipment included.

## Vice Chair Ching:

- Pointed out that increases in housing density brings with it increases in population density.
- Said he could support increased FARs for taller buildings in exchange for more green open space.
- Supported an increased FAR for R&D zoning.
- Stated that increased green open space helps increase quality of life for its residents and reduce the need for cars.

## Chair Ostrowski:

- Stated her agreement with the increased FAR for Mixed-Use Commercial development.
- Pointed out that another benefit of the Dell Avenue area is the fact it is so close to the Los Gatos Creek Trail.
- Said that whether residential or R&D, there are increased opportunities for getting in or out of that area.
- Forecasted that peoples' desire to drive will likely decrease in the future.
- Stated that this area is innovating and leading the world. Including businesses such as Tesla and Apple.
- Stated that the Dell Avenue area is connected to Winchester Boulevard, Highways 17 an 85 and the Los Gatos Creek Trail.
- Concluded that we should think creatively about what we can do.

## Vice Chair Ching:

- Suggested the option of non-car corridors to help people learn how to reduce their dependence on cars.
- Stated they have an opportunity to have mini-Central Campbells in other areas of the City.

## Chair Ostrowski:

- Pointed out that lots of comments have been made about the STANP area.
- Stated that people are living differently than when the STANP was developed.

## Commissioner Kamkar:

- Agreed with Chair Ostrowski.
- Said we are currently planning for the next 30 years and be ready for that.
- Stated that in 20 to 30 years, people may not have garages but instead subscribe to car services. Saving the cost of maintaining and insuring a car.
- Suggested that we should allow for the possibility of getting there in 30 years.

## Commissioner Krey:

- Stated that there have been some great comments that offer food for thought
- Supported the concept of incentives to allow for the increase in FAR.
- Suggested more mixed-use projects with commercial on the ground floor.
- Questioned how that might come about. Perhaps with mid-rise buildings of four to six stories.
- Said that Dell Avenue is the place for companies to expand.
- Stated that he envisions corporate headquarters/campuses there.

- Opined those mixed-use developments will allow us to get more much-needed residential units together with retail and office uses.

Commissioner Buchbinder:

- Agreed that .4 FAR is very low for commercial especially.
- Pointed out with that you cannot build on half of your parcel.
- Questioned where that .4 FAR standard came from.

Planner Stephen Rose:

- Said that there is a great deal of flex built into them.
- Gave as a recent example, the Trojan Self Storage Facility on McGlincy Lane that secured a 1.26 FAR with a Light Industrial (M-1) zoned site.

Commissioner Buchbinder:

- Said that self-storage facility is located close to where he lives.
- Said that it is hard to build what you want and provide the currently required parking. Campbell's parking standards are difficult to meet.
- Stated that the existing discretion undermines the rules of law. It makes it impossible to plan.
- Reported that Boulder, Colorado, has a minimum and maximum FAR standard per district. There are opportunities for bonus FAR with project enhancements.
- Advised that commercial real estate is both expensive and there is not enough of it available.

Chair Ostrowski:

- Said that there have been some good comments provided by the PC>
- Asked staff how much more the Commission should elaborate.
- Stated the need to have projects provide a benefit to the community, including open space, environmental sensitivity and helping to provide a quality of life in the area in which it is situated.

Director Rob Eastwood:

- Replied that the level and detail of PC comments provided is good.
- Said that a lot of concepts have been raised and it is evident most find that FAR standards need to go up. Currently, everything is discretionary and vague.
- Opined that Campbell has tended to use the Planned Development (P-D) zoning too much.
- Said that in terms of economic development efforts, our process is too hard. We need to make it easy.
- Reminded that other elements to reach that goal will include major code updates, clear and objective standards, and a push down authorization process.

Planner Stephen Rose:

- Reiterated the critical importance of starting the environmental review process to assess the impacts of the maximums proposed.
- Suggested the need to focus on those highest ratios to be studied in the environmental review process.

- Said we have an overall picture right now but need to assess just how much we are really taking about.

Chair Ostrowski:

- Said that the updates done by Milpitas were interesting.
- Pointed out that Milpitas has a Bart station, which makes a tremendous difference.

Commissioner Buchbinder:

- Stated his agreement with Chair Ostrowski.
- Said that he likes Milpitas' approach better.
- Referenced a book, Edge City, with the recommendation of reading it if interested.
- Reminded that SB478 is currently awaiting Governor's signature. With that, multi-family residential will have a minimum FAR of 1.0 FAR limit for 3-7-unit multi-family parcels and 125 for 8-20 unit parcels.
- Encouraged higher FAR standards for commercial uses.
- Suggested the usefulness of having smaller, low-intensity corner stores to serve nearby residents.
- Supported Vice Chair Ching's suggestion of car-free corridors.

Commissioner Rivlin:

- Said that today's discussion has been very refreshing in coming up with long-term goals for Campbell.
- Added that this GP will direct how the future of our City can go.
- Agreed that good feedback has been provided.
- Pointed out that the Google mixed-use project is not creating an isolating community.
- Said it is short-sighted to base FAR on a mixed-use designation or due to adjacencies of a Neighborhood Commercial site to residential.
- Pointed out that FAR standards are repeatedly visited based on the feelings of the day.
- Supported higher FAR levels like Milpitas has done.
- Suggested that increasing FAR for the Dell Avenue area will bring development in.

Chair Ostrowski said the PC has conducted a great discussion on FAR. Asked staff if there were any related topics on FAR?

Planner Stephen Rose replied no. The PC has touched on each of the categories.

Chair Ostrowski called for a five-minute break/intermission at 8:34 p.m.

Chair Ostrowski reconvened the meeting at 8:40 p.m.

## **POLICY DISCUSSION**

Planner Stephen Rose:

- Said that the Policy Discussion is the big picture over all to include:
  - Horizon
  - Goals/Policies/Actions

Chair Ostrowski:

- Said she could see the GP Update extending to 2040 more so than to 2050.
- Suggested having an external consultant look at that. The year 2050 is quite a lot further out. Things will be significantly different by that date.
- Stated that option requires more investigation.

Planner Stephen Rose:

- Said each item doesn't need to go in deep in terms of discussion
- Suggested the Commission be asked to vote via a show of hands on the options of 2040 versus 2050.

Chair Ostrowski said that sounds good. She asked for members to raise a hand for their preference for end date.

Commissioner Zisser suggested splitting the difference to go with 2045.

Commissioner Buchbinder agreed with Commissioner Zisser.

Chair Ostrowski said the count is five for 2040 and 2 for 2045.

Planner Stephen Rose raised the issue of **Goals/Policies/Actions**.

Chair Ostrowski asked the PC for raised hand if in support of the staff recommendation.

The vote was 6-1 to support the staff recommendation.

Planner Stephen Rose:

- Suggested that **references within the General Plan of any Assembly or Senate Bills** not be specifically included as they frequently change.
- Said that as to the issue of **Political Bias and Fairness**, it is important to avoid political bias and/or better to promote broader equity and fairness.

Planner Stephen Rose:

- Said that the next topic of discussion is **Maps and Graphics**.

Commissioner Rivlin asked staff who provides the maps and graphics. Is it the consultants or staff?

Planner Stephen Rose replied it is both consultants and staff.

Commissioner Rivlin stressed the need for these maps and graphics be uniform in style and quality

Commissioner Buchbinder:

- Said that there are three areas of bias as follows:
  - Bias for homeowners versus renters.
  - Bias against **homeless people**.

- Use of terms, such as “neighborhood character”. That term is used throughout the draft GP. It doesn’t mean anything.

Chair Ostrowski stated her agreement with Commissioner Buchbinder’s comments. We need to assure more objective standards and terms throughout the GP.

Commissioner Zisser:

- Agreed with the problem of using the term “neighborhood character.”
- Pointed out that the “goal” of the STANP has been historically about retaining the rural character of their neighborhood. That concept comes from the STANP.
- Advised that he has issues with the STANP in general. Subjective terminology needs to be eliminated from it

## **LAND USE**

Planner Stephen Rose:

- Stated that as to mixed-use zoning, staff strongly recommends folding in policies and strategies aimed at this objective in the General Plan.

Commissioner Buchbinder asked if the Land Use Map would reflect “as-built” conditions.

Planner Stephen Rose replied to the extent feasible it will be as close to as currently developed so as not to create non-conformance. That will be reined in to the extent possible.

Chair Ostrowski:

- Stated the need for creative mixed-use zoning. It is important to best determine how not to leave large commercial parking lots unused on weekends. That is a waste of a resource that could serve more than one use.

Commissioner Matt Kamkar:

- Said he has two points he’d like to share.
- Stated that he sees mixed zoning differently from planned development. They are not the same.
- Suggested that PD zoning itself could be eliminated and find better ways to incentivize the landowner under a mixed zoning.
- Pointed out that it is important to intensify the use of property does not reduce it.
- Suggested eliminating the abuse of the P-D zoning.
- Conclude that we can “catch more flies with honey than with vinegar.”

Planner Stephen Rose:

- Said that he understands the concern a property owner would have with changes to the allowed uses of their property.
- Pointed out that under current P-D zoning, it is very detrimental to a property to process a change of use. One is required if a new use of a space is different from the last use of that space.

- Said that the proposed changes would offer more basic perimeters to make the land use more accessible and easier to use.

Planner Stephen Rose:

- Raised the topic of **Plan Boundaries.**
- Said that the boundaries overlap in some areas.
- Said those overlaps will be corrected as part of the GP process. This is a clean-up effort as seen by staff.
- By show of hands, this item was supported by the PC as recommended by staff.

Planner Stephen Rose;

- Raised the topic of **Central Business District.**
- By show of hands, this item was supported by the PC as recommended by staff.

Planner Stephen Rose:

- Raised the topic of **Hamilton Avenue Specific Plan Overlay.**
- By show of hands, this item was supported by the PC as recommended by staff.

Planner Stephen Rose:

- Raised the topic of **Dell Avenue Specific Plan Overlay.**
- By show of hands, this item was supported by the PC as recommended by staff.

Planner Stephen Rose:

- Raised the topic of **Research & Development Zoning.**
- Said that staff's recommendation is to replace the existing C-M (Controlled Manufacturing) designation with a R&D (Research & Development) designation.

Commissioner Rivlin:

- Asked how long it might take to create an overlay.
- Pointed out that if it should take years to do so, we will have to work with what we have for years.

Planner Stephen Rose said that is a policy discussion.

Commissioner Zisser:

- Asked staff to define what R&D means.

Planner Stephen Rose said we would look at the current C-M zoning and tailor it to higher level tech uses as well as a mix of uses.

Commissioner Zisser asked staff, "If Kaiser wanted to double their footprint at their current Hacienda location, would the change to R&D exclude them from doing so?"

Planner Stephen Rose:

- Replied that the R&D would offer a broader range of uses. The C-M designation allows medical, office and travel agencies.

- Assured that R&D is not any more limiting than is the C-M designation. It is just a new designation for Campbell.

Planner Stephen Rose:

- Raised the topic of **Drive-Thru Establishments**.
- Said the staff recommendation was to prohibit drive-thru restaurant services within a half-mile distance of a Light Rail Station.
- By show of hands, this item was supported by the PC as recommended by staff.

Chair Ostrowski:

- Said that drive-thru restaurant service does not fit in with that longer term goal to encourage use of mass transit in lieu of cars.
- Added it is in conflict with that goal and results in short trips in a car thus resulting in non-local traffic in this area.

Vice Chair Ching said he was for banning drive-thru restaurants completely.

Commissioner Zisser:

- Said he falls short of supporting a full banning of drive-thru restaurants.
- Pointed out that the City rejected two requests for sites adjacent to residential. Those two proposed locations were on busy streets (Hamilton and Bascom).
- Stated that he is strongly in favor of restricting drive-thru restaurants near/adjacent to residential neighborhoods.

Chair Ostrowski said that feedback from residents shows a clear groundswell for rejection. The community was opposed to drive-thru for In-N-Out and Chick-Fil-A.

Commissioner Kamkar:

- Said that he has difficulty supporting the limitation of drive-thru restaurants within a half-mile distance from a transit station. That is not the right standard if traffic numbers are the guiding light.
- Pointed out that the convenience of drive-thru service works quite well for parents with their kids in the car.

Chair Ostrowski pointed out the time and money invested by the two restaurants ultimately denied their drive thru.

Commissioner Krey:

- Stated that existing traffic concerns for those two busy streets, Hamilton @ Highway 17 and Bascom @ Hamilton is sufficient reason to restrict drive-thru restaurants in those two locations.
- Agreed that drive-thru works fine in some areas.
- Added that he is against a total ban on drive-thru restaurants.
- Suggested a Hamilton Overlay District as the traffic is a nightmare area there.

Commissioner Buchbinder:

- Admitted that he is comfortable banning drive-thru restaurants.

- Added that he is not against drive-thru services such as a pharmacy or ATMs.
- Suggested the need to consider establishing pedestrians-first versus car-first areas.
- Supported no new drive-thru restaurants be allowed.

Planner Stephen Rose said he has received sufficient feedback on drive-thru restaurants.

Commissioner Zisser pointed out that Winchester is also a fairly heavy traffic area. The bigger picture must be considered around all corridors.

Planner Stephen Rose said the Commission has made it clear that their concern is with drive-thru restaurants but not with drive up pharmacies or ATMs, which are more supportable. That is enough feedback.

### **PROHIBITED / INCENTIVIZED USES**

Chair Ostrowski suggested incentivizing parking structures.

Commissioner Kamkar:

- Said perhaps by incorporating a living roof on top of a parking structure.
- Added the need to consider long-term while not eliminating possibilities. We should give them a chance.
- Reiterated that he is against a blanket prohibition.

Vice Chair Ching stated that Commissioner Kamkar has made good points.

Commissioner Zisser:

- Asked about the Second Street Parking Garage and whether it is considered to be a detached garage structure.
- Requested clarification as to what exactly is a freestanding parking garage.

Chair Ostrowski stated that we need good and objective standards.

Planner Stephen Rose said he would look into that more.

Commissioner Buchbinder:

- Supported banning parking garages or requiring that instead parking be placed underground.
- Suggested simply requiring the provision of less parking moving forward than currently occurs.
- Stated that we have really high parking requirements. We should not require so people to building so much parking if we don't want them to make so much parking.

Commissioner Krey said he likes incentivizing and underground parking better than above-ground parking.

Commissioner Kamkar said that TDM reports for a project can help identify ways to lower trips to that site. If that occurs, the parking standards could be lowered for a project.

## **TRANSPORTATION**

1. **VTA Policy** – Create.
2. **Transportation Demand Management** – Establish threshold or give direction to traffic consultant (Fehr & Peers).
3. **Shuttle System** – Develop a community shuttle system. Staff recommends that potential funding sources be identified for this suggested shuttle system.

Commissioner Zisser:

- Opined that the least important route for a shuttle system is between Pruneyard and the Downtown. That is an easily walkable distance as they are just three blocks apart.
- Stated it would be more beneficial to bring people in from outside areas to the Downtown Campbell area. That makes more sense to me and would help reduce traffic in the area and corridors leading to it.

Vice Chair Ching said, in principle, that is a good idea. He added that perhaps charging for parking in the Downtown would serve as a funding source.

Chair Ostrowski said that a shuttle could be beneficial during the Downtown events. They can provide public transit from pick-up locations to the Downtown.

Commissioner Buchbinder:

- Pointed out that there is a VTA bus serving the area every 15 minutes.
- Questioned what routes VTA is not already running.
- Concluded that he doesn't see the benefit for have a shuttle service of our own.

Vice Chair Ching pointed out that the VTA Light Rail has been out of service for months now.

Commissioner Rivlin:

- Said he had supported shuttle systems in other communities.
- Added that he would not so much here in Campbell.
- Agreed that VTA does run through the City Center and along Winchester.
- Supported an evaluation of a potential shuttle but not a green light to build one.

Planner Stephen Rose pointed out that a lot of policies are really soft requiring either to evaluate or consider something. They can be wishy washy.

Commissioner Rivlin:

- Said that other cities offer paid Uber tickets to senior citizens or other groups.
- Agreed that the future of transit may change.

4. **Resident Parking Program** – Staff recommendation is to limit the creation of residential parking programs where such parking should not be prioritized (Downtown and near Light Rail).

Commissioner Kamar:

- Questioned whether those residents who complain of parking issues on their residential streets are actually utilizing their own garages for parking, which is the intention of providing a garage.

Chair Ostrowski agreed to the concept of limiting the creation of these permit parking programs.

Planner Stephen Rose:

- Said the prioritization is the Downtown environment.
- Advised that now, single-family residences can convert their garages into ADUs.

Chair Ostrowski asked for the raising of hands for those who support limiting resident parking programs.

Commissioner Zisser said he would support a very limited amount if at all.

Commissioner Ching:

- Advised that he could support residential parking programs as long as they pay for them.
- Added it might motivate people to clean out their garages, so they are available to park in.

Commissioner Kamkar asked if we are referring to all cars or just combustible. What about electric.

Commissioner Buchbinder:

- Stated that is a good question.
- Concluded that while electric creates fewer emissions, they still take up space to park.

Commissioner Krey:

- Said that he does not want to outright prohibit individual residential areas from making their pitch to the City for a resident parking program.
- Pointed out that there is a movement underway with some multi-family developments to rent out parking spaces for those who want one rather than issue parking per unit.

## **COMMUNITY DESIGN**

1. **Dedicated Element** – Staff recommendation is to fold this into section into the Land Use Section.
2. **Objective Standards / Policies** – Creation of objective development standards to facilitate mixed-use development and small-lot single-family development.

Commissioner Zisser asked staff what is best? What should be removed?

Planner Stephen Rose:

- Said that staff is leaving that open for PC to discuss and consider.
- Stated that this was a thought-provoking question for the PC to discuss. Whether or not it requires a dedicated element or not.

Commissioner Buchbinder:

- Stated that a lot of care and thought was put into this by the GPAC.
- Said that it should be in other places with objective and non-mandatory standards.

Commissioner Rivlin asked, “Why not enforce?”

Commissioner Buchbinder said that some are objective, but most are not.

Commissioner Rivlin supported removing non-objective content or rephrasing it to be objective.

Commissioner Buchbinder:

- Said that a lot can be made objective, but much cannot.
- Suggested fitting in objective standards into other elements.
- Added that the rest can be placed somewhere else but not as part of the General Plan.

Planner Stephen Rose reminded that work is underway on the development of objective standards via a consultant.

Commissioner Krey asked if new objective standards would be updated into the STANP.

Planner Stephen Rose replied that there is no plan to remove any of the plans.

Commissioner Krey pointed out that the STANP has relatively subjective standards.

## **ECONOMIC DEVELOPMENT**

1. **Effectiveness** – Staff strongly recommends including policies and actions that would help attract new businesses, etc.

Commissioner Buchbinder:

- pointed out that commercial rents are way too high. That is due to the fact that commercial space itself is too rare/limited.

2. **Performance Standards** – Staff strongly recommends inclusion of such policies to help attract new business to our community in areas that will be supported.

3. **Incentives** – Does this section identify adequate incentives for funding to support economic development in the community?

Commissioner Buchbinder:

- Said that two things have been raised. One is that commercial rents are high. The other is that getting employees is made difficult due to the cost of living here

- Admitted that he is not sure of the right actions here.

Planner Stephen Rose said that one option, the provision of more housing, will be discussed during the Housing Element meeting(s).

### **CONSERVATION & OPEN SPACE**

1. **Historic Resources** – Transfer of Development Rights (TDR) Program. Should this program include the preservation of historic resources? Staff's recommendation is yes.
2. **Reach Codes & Net Zero Energy** – Should this be expanded to include Reach Codes and Zero Net Energy policies? Staff's recommendation is yes.

### **OPEN DISCUSSION**

1. **Fiscal Sustainability** - Negative fiscal impacts
2. **Noise** – Vibration
3. **Community Health & Wellness** – Feedback has been solicited from the Santa Clara County Health Department.
4. **Sustainability** – Resources; Climate Adaption & Environmental Justice

Director Rob Eastwood asked if there is any topic the Commission wishes to raise.

Commissioner Kamkar:

- Pointed out that elder residents would find it difficult to reside within a multi-story building without benefit of an elevator.
- Stated the need for more open space.
- Suggested the benefit of a smaller footprint. The best way to achieve that is to go up higher and incorporate elevators.

Commissioner Zisser:

- Expressed support for safe streets.
- Pointed out that there is no mention of further traffic signals or stop signs. Why have those been left out?
- Advised that he is a fan of more stop signs when needed.
- Pointed out that a lot of the items in the Implementation Section are ongoing. Those ranked as "4's" are indicated with the term, "As funding permits."
- Suggested the consideration of a Public Art Plan
- Stated that if an item is indicated for "consideration", the timeframe for that consideration should be shorter. It should be more definitive on public art and not left to "when we get to it."
- Supported ways to help seniors and other groups needing support.

Vice Chair Ching:

- Said that on the topic of Sustainability, Campbell prides itself on being a Tree City.
- Pointed out that he sees a lot of trees in the community being cut down.
- Suggested an inventory of the trees.

- Said that perhaps as service could allow us to count and reach a baseline number of trees.
- Asked whether we may be planting the wrong trees.

Director Rob Eastwood:

- Said he would discuss an inventory of trees with the City's Arborist.

Commissioner Buchbinder:

- Said that noise includes rail vibrations and road/traffic noise.
- Pointed out that reducing traffic speeds also reduces noise.
- Suggested a ban on gas-powered lawn mowers and leaf blowers.
- Pointed out that many cities have already banned them.
- Stated that as to the issue of Community Health and Wellness, there remains the growing problem of homelessness.

Chair Ostrowski suggested consideration of the potential for noise impacts as drones are used more. Perhaps consider a decibel level and a vibration standard.

Planner Stephen Rose:

- Said that is not in the Noise Element. It is in the Land Use Element.
- Said that it appears there is interest in creating local policies to address the use of drones for deliveries, etc.
- Admitted that this issue may better fall to the FAA (Federal Aviation Administration).

Commissioner Zisser:

- Stated that Community Design is important along the Highways 17/ 85 intersection.
- Added that it should take consideration of corridors, pathways, and edges.
- Suggested adding San Tomas Expressway @ Winchester, Campbell, Hamilton, and Budd. These are entryways into the City. We need to make better entryways into our City.

Commissioner Krey said that the Gateway Projects should get some priority.

Chair Ostrowski said that the Commission has provided some great feedback. She asked Planner Stephen Rose if staff needs anything from the Commission tonight.

Planner Stephen Rose:

- Stated that the Commission has done a great job getting through a lot of material
- Advised that their meaningful feedback will be provided to Council for their meeting on September 29, 2021.
- Stated that the Commission will be changing gears here as the Housing Element is next. There is more to come.

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**COMMUNITY DEVELOPMENT DIRECTOR'S REPORT**

Director Rob Eastwood did not provide a report due to the lateness of the hour.

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**ADJOURNMENT**

The Planning Commission meeting adjourned at 10:45 p.m. to the next Regular Planning Commission Meeting on September 28, 2021, which will likely be conducted on Zoom.

PREPARED BY: Corinne Shinn, Recording Secretary