



ENVISION CAMPBELL

Notice of Availability for the Envision Campbell General Plan and Housing Element Update Environmental Impact Report

Date: September 12, 2022

To: State Clearinghouse, Stakeholder Agencies, Organizations and Interested Parties

Subject: Notice of Availability of an Environmental Impact Report for the Envision Campbell General Plan and Housing Element Update

Project Title: Envision Campbell General Plan and Housing Element Update

Project Location: All lands within the City of Campbell

Comment Period: September 12, 2022 to October 28, 2022.

The Draft EIR and additional Project documents and information are available at the City of Campbell, Community Development Department (Planning Division) located at City Hall 70 N. First St. Campbell, CA 95008, and on-line at: <https://www.campbellca.gov/163/Planning>, and through the Project website: campbell.generalplan.org.

For questions regarding this notice, please contact Stephen Rose, Senior Planner at (408) 866-2142, or by email: stephenr@campbellca.gov

Provision of Comments: Members of the public and other interested agencies and individuals are invited to provide comments on the General Plan Update and Draft EIR. All Comments in response to this notice must be submitted in writing at the address below, or via email, by the close of the 45-day review period, which is 5:00 PM on October 28, 2022:

Stephen Rose, Senior Planner
City Hall 70 N. First St.
Campbell, CA 95008
Email: stephenr@campbellca.gov

Project Location and Setting

As shown on Figure 1, the City of Campbell is located south of the San Francisco Bay in Santa Clara County. The city has a rich startup employment base with a diverse population, quality schools, conveniently-located neighborhood parks, and a variety of retail options and entertainment options in its historic and vibrant Downtown. The city is served by Valley Transportation Authority (VTA) light rail stations (Hamilton, Campbell, and Winchester stations in Campbell, and the Bascom station immediately northeast of city limits). The city is accessed by Highway State Route 17, which runs north/south and bisects the city and runs roughly parallel to

Los Gatos Creek, and Highway State Route 85 that runs roughly east–west and cuts through the southwest corner of the city. Campbell is bordered on the east and north by San Jose, on the south by Los Gatos, and on the west by a small portion of Saratoga. The project’s regional location is shown in Figure 1.

The Planning Area is the geographic area for which the Plan provides a framework for long-term plans for growth, and resource conservation. State law requires the Plan to include all territory within Campbell’s incorporated area as well as "any land outside its boundaries which in the planning agency's judgment bears relation to its planning" (California Government Code Section 65300). The Planning Area, as shown in Figure 2, includes the entire city limits (approximately 3,060.65 acres).

PROJECT DESCRIPTION

The City of Campbell is preparing a comprehensive update to its existing General Plan, including the Housing Element (collectively referred to as the General Plan). The updated Campbell General Plan is expected to be adopted in late 2022 or early 2023, and will guide the City’s development and conservation through land use objectives and policy guidance. The Plan is intended to be an expression of the community’s vision for the City and Planning Area and constitutes the policy and regulatory framework by which future development projects will be reviewed and public improvements will be implemented. The Housing Element portion of the General Plan addresses the City’s obligations and programs for the provision of its fair share of housing in California. The City will implement the Plan by requiring development, infrastructure improvements, and other projects to be consistent with its policies and by implementing the actions included in the Plan.

State law requires the City to adopt a comprehensive, long-term general plan for the physical development of its planning area. The Plan must include land use, circulation, housing, conservation, open space, noise, and safety elements, as specified in Government Code Section 65302, to the extent that the issues identified by State law exist in the City’s planning area.

The Campbell General Plan will include a comprehensive set of goals, policies, and actions (implementation measures), as well as a revised Land Use Map (Figure 2).

A goal in the Plan is the broadest statement of community values. It is a generalized ideal which provides a sense of direction for action with a vision of desired future conditions. The essence of the Plan is contained within its policies. Policies are statements which further refine the goals, and guide the course of action the City must take to achieve the goals in the Plan. It is important to note that policies are guides for decision makers, not decisions themselves. Action items are steps or actions the City should take to implement the Plan. The Implementation Element identifies the responsible entity and timing for each Action item.

General Plan Elements

The Campbell General Plan will include a comprehensive set of goals, policies, and actions (implementation measures), as well as a revised Land Use Map (Figure 2). The State requires that the General Plan contain seven mandatory elements: Land Use, Circulation, Housing, Open Space,

Noise, Safety, and Conservation, as well as address issues related to climate change, resiliency planning, and environmental justice, either as separate Elements or as components of the required Element framework. The Campbell General Plan will include all of the State-mandated elements, as well as optional elements and issue areas, including Community Design, Community Services and Facilities, Economic and Fiscal Sustainability, Community Health and Wellness, and Sustainability.

- The **Land Use Element** designates the general distribution and intensity of residential, commercial, industrial, mixed-use, open space, public/semi-public, and other categories of public and private land uses. The Land Use Element includes the Land Use Map, which identifies land use designations for each parcel in the city limits and Planning Area (Figure 2).
- The **Community Design Element** identifies high-level community design objectives for the City of Campbell, including the relationship between the public and private realm, streetscapes, best site planning practices, and placemaking strategies.
- The **Transportation Element** correlates closely with the Land Use Element, and identifies the general locations and extent of existing and proposed major thoroughfares, transportation routes, and alternative transportation facilities necessary to support a multi-modal transportation system. This element is intended to facilitate mobility of people and goods throughout Campbell by a variety of transportation modes, including bicycle, pedestrian, and transit opportunities.
- The **Housing Element** plans for housing to meet the needs of all segments of the community and addresses state requirements. The current revision to the Housing Element covers the 2023-2031 planning period.
- The **Conservation and Open Space Element** addresses conservation topics including: development and use of natural resources, open space, riparian environments, native plant and animal species, soils, cultural/historical resources, air quality, and alternative energy. It also details objectives and measures for preserving open space for natural resources and the managed production of resources.
- The **Economic and Fiscal Sustainability Elements** Provide tools and strategies to strengthen and diversify the local economy and ensures the City maintains adequate revenues to provide quality public services. These elements seek to sustain and diversify the city's economy, recognizing the importance of supporting existing and local businesses while broadening and expanding the employment base and economic opportunities within the city.

- The **Safety Element** addresses a variety of natural and human-related hazards such as fires, geologic hazards, as well as hazardous materials, and contains goals and policies aimed at reducing risk associated with these hazards.
- The **Noise Element** addresses noise-generating and noise-sensitive uses such as residences and schools. This element also addresses the required topics related to noise, including standards and policies to protect the community from the harmful and annoying effects of exposure to excessive noise levels. This element includes strategies to reduce land use conflicts that may result in exposure to unacceptable noise levels.
- The **Community Services and Facilities Element** establishes policies and programs that address the following public services and facilities: police services; fire protection services; schools; civic, library, and other community facilities; water supplies, sewer services, storm drainage infrastructure, and solid waste disposal. While not specifically required by State law for inclusion in the General Plan, the Community Services and Facilities Element is a critical component in meeting the infrastructure and utility services needs of businesses and residents. This element also ensures adequate planning for park and recreation services and facilities.
- The **Community Health and Wellness Element** acknowledges the profound effects of the built environment on travel choices, access to food, levels of physical activity, and exposure to risk from accidents or pollution. The Element addresses the topics of active living, healthy lifestyles, environmental justice, and community building.
- The **Sustainability Element** identifies measures that balance resource supply and consumption to develop in harmony with the environment to ensure current residents and future generations to have continued access to resources. The General Plan's policies and actions support the principle of sustainability. Creating and maintaining a sustainable community requires integrating sustainable principles into the City's everyday actions and future policy decisions, while adapting to changing environmental conditions, new technologies, and staying informed of innovations and current best practices.

General Plan Objectives:

The following objectives were identified for the proposed update to the General Plan:

1. Reflect the current goals and vision expressed by city residents, businesses, decision-makers, and other stakeholders;
2. Address issues and concerns identified by city residents, businesses, decision-makers, and other stakeholders;
3. Capitalize on Campbell's location within the Silicon Valley to provide high tech jobs that enable Campbell to be a live/work community while maintaining Campbell's small town community identity;
4. Protect and enhance Campbell community character, and sense of community;
5. Ensure Campbell remains a safe, vibrant, and family-friendly community;
6. Proactively plan for and accommodate local and regional growth in a balanced and sustainable manner, with an emphasis on maintaining Campbell's unique character;
7. Provide a range of high-quality housing options, including housing resources and programs that comply with State Planning Law;
8. Attract and retain businesses and industries that provide high-quality and high-paying jobs;
9. Continue to maintain and improve multimodal transportation opportunities;
10. Maintain strong fiscal sustainability and continue to provide efficient and adequate public services;
11. Support and enhance Campbell's small business community to sustain a vibrant city with a strong downtown core and community identity;
12. Emphasize sustainability and environmental stewardship in future planning decisions
13. Address new requirements of State law;
14. Address emerging transportation, housing, and employment trends;
15. Promote alternative transportation and community connectivity; and
16. Encourage mixed use corridors that promote vibrant commercial and residential areas.

Proposed General Plan Land Use Designations

The following describes the proposed land use designations for the Proposed General Plan Land Use Map (Figure 2.).

Residential Land Use Designations:

Low-Density Residential (LDR 4.5): This designation generally consists of single-family homes and accessory dwelling units, and uses in support of, and comparable to, such land uses. Allowable Density: Less than 4.5 units per gross acre.

Low-Density Residential (LDR 5.5): This designation generally consists of single-family homes and accessory dwelling units, in support of, and comparable to, such land uses.

Allowable Density: Less than 5.5 dwelling units per gross acre.

Low-Density Residential (LDR 7.5): This designation generally consists of single-family homes and accessory dwelling units and uses in support of, and comparable to, such land uses.

Allowable Density: Less than 7.5 dwelling units per gross acre.

Low-Medium Density Residential (LMDR): This designation generally consists of duplexes, apartment buildings, and uses in support of, and comparable to, such land uses.

Allowable Density: 8 to 16 dwelling units per gross acre.

Medium Density Residential (MDR): This designation generally consists of duplexes, apartment buildings, and uses in support of, and comparable to, such land uses. This designation is typically applied to transition areas between lower-density neighborhoods and higher-density developments or commercial areas.

Allowable Density: 18 to 25 dwelling units per gross acre.

Medium-High Density Residential (MHDR): This designation generally consists of duplexes, apartment buildings, and uses in support of, and comparable to, such land uses. This designation is typically applied to areas away from major commercial intersections.

Allowable Density: 26 to 33 dwelling units per gross acre.

High Density Residential (HDR): This designation generally consists of apartment buildings, and uses in support of, and comparable to, such land uses. This designation is typically applied to sites along Class I, or Class II arterial roadways that abut lower-density neighborhoods.

Allowable Density: Up to 45 dwelling units per gross acre.

Mobile Home Park (MHP): This designation generally consists of mobile homes, modular homes, and uses in support of, and comparable to, such land uses. The MHP designation discourages the conversion of existing mobile home parks to other uses.

Allowable Density: 8 to 16 dwelling units per gross acre.

Commercial/Office Designations:

Neighborhood Commercial (NC): This designation generally consists of small-scale, lower intensity commercial and office uses that are compatible with surrounding neighborhoods. This land use is intended to encourage the location of commercial uses at major intersections in residential areas which are designed to encourage convenient pedestrian and bicycle travel to and from surrounding neighborhoods. The architecture of the buildings should be compatible to the neighborhood.

Allowable FAR: 1.0.

General Commercial (GC): This designation generally consists of commercial uses that need exposure to high volumes of automobile traffic or access to transit corridors. Most of the land in

Campbell with a General Commercial land use designation is located along both sides of Bascom and Hamilton Avenues and parts of Winchester Boulevard. Commercial development in these areas is highly visible, hence the placement and scale of buildings is especially important to the community image.

Allowable FAR: 1.0.

Professional Office (PO): This designation generally consists of administrative, professional, and research office uses and instruction for personal and/or professional enrichment.

Allowable FAR: 1.0.

Industrial Designations:

Light Industrial (LI): This designation generally consists of wide range of light manufacturing, industrial processing, general service, warehousing, storage and distribution uses. This designation is intended to provide for, and protect, industrial uses in the community. Nuisance-causing industries, such as those producing substantial amounts of hazardous waste, odor, dust, other pollutants, or excessive noise levels are not permitted. Ancillary uses that support light industrial developments including, cafés, office supply retailers, service commercial uses, etc., may be conditionally allowed onsite as a minor use associated with a primary light industrial use.

Allowable FAR: 1.0.

Research and Development (R&D): This designation generally consists of campus-like environments for corporate headquarters, research and development facilities and offices. The R&D designation also accommodates uses such as incubator-research facilities, testing, packaging, publishing and printing. The designation aims to attract new firms and high quality local jobs and enables existing firms to grow and expand operations within Campbell.

Allowable FAR: 1.0.

Mixed-Use Designations:

Central Commercial (CC): This designation generally consists of shopping, service, and entertainment uses within a pedestrian oriented urban environment. Building forms should edge the street and should include pedestrian-oriented commercial uses on the ground floor with either office or residential uses on upper floors. Residential units within this land use designation are restricted to upper floors and residential-only projects are not permitted within this land use designation.

Allowable Density: 26 to 33 dwelling units per gross acre. Allowable FAR: 1.25.

Commercial/ Light Industrial (C/LI): This designation generally consists of commercial uses as provided for by the General Commercial (GC) land use designation and industrial uses as provided for by the Light Industrial (LI) land use designation.

Allowable FAR: 1.0.

Office/Low-Medium Density Residential (LMDR/O): This designation generally consists of office uses as provided for by the Professional Office (P-O) land use designation and/or residential uses as provided for by the Low-Medium Density Residential (LMDR) land use designation. This designation is intended to serve as a transitional buffer between the more intense uses located in Downtown, and the surrounding low density residential uses.

Allowable Density: 8 to 16 dwelling units per gross acre.

Allowable FAR: 1.0.

Residential/Commercial/Prof. Office (RCPO): This designation generally consists of residential land uses as provided for by the Medium-High Density Residential (MHDR) land use designation, commercial uses as provided for by the General Commercial (GC) land use designation, and office uses as provided for by the Professional Office (P-O) land use designation. Mixed-use residential projects are encouraged within this designation but not required.

Allowable Density: 26 to 33 dwelling units per gross acre.

Allowable FAR: 1.0.

Neighborhood Mixed-Use (N-MU): This designation generally consists of commercial land uses as provided for by the Neighborhood Commercial (NC) land use designation and residential uses as provided for by the Medium Density Residential (MDR) land use designation. Mixed-use residential projects are encouraged within this designation but not required.

Allowable Density: 18 to 25 dwelling units per gross acre.

Allowable FAR: 1.0.

Medium-High Density Mixed Use (MHDR-MU): This designation generally consists of residential uses as provided for by the Medium-High Density Residential (MHDR) land use designation and commercial uses as provided for by the General Commercial (GC) land use designation. Mixed-use residential projects are encouraged within this designation but not required.

Allowable Density: 26 to 33 dwelling units per gross acre.

Allowable FAR: 1.0.

High-Density Mixed-Use (HD-MU): This designation generally consists of residential uses as provided for by the High Density Residential (HDR) land use designation and commercial uses as provided for by the General Commercial (GC) land use designation. Mixed-use residential projects are encouraged within this designation but not required.

Allowable Density: Up to 45 dwelling units per gross acre.

Allowable FAR: 1.0.

Commercial-Corridor Mixed-Use (CC-MU): This designation generally consists of higher-density residential, and mixed-use development that is generally located along Class I and Class II Arterial Roadways, such as Bascom Avenue, Hamilton Avenue, Winchester Boulevard, and parts of Campbell Avenue. Mixed-use residential projects are strongly encouraged within this designation but are not required.

Allowable Density: Up to 60 dwelling units per gross acre.

Allowable FAR: 1.0.

Transit-Oriented Mixed-Use (TO-MU): This designation generally consists of very high density commercial, residential, and mixed-use development within walking distance of high quality transit service such as light rail. Mixed-use residential projects are strongly encouraged within this designation but are not required.

Allowable Density: Up to 75 dwelling units per gross acre.

Allowable FAR: 1.0.

Public/Recreational Designations:

Institutional (I): This designation generally consists of civic, social service, educational, cultural or charitable uses operated by a government or private agency serving the public. Institutional uses can include facilities owned or operated by a private organization, such as a private school or religious organization, as well as facilities owned or operated by a public entity, such as public buildings and grounds, public schools, and government offices.

Open Space (OS): This designation generally consists of public parks and identifies areas for waterways, sensitive habitat, groundwater recharge areas, creek corridors, and trails. Development in these areas shall be limited to such buildings and structures that support the uses described above. Examples of acceptable buildings and structures may include park facilities, restrooms, trails, signage, and utilities infrastructure.

Table 1 below summarizes and compares land use designations under the Existing and Proposed General Plan Land Use Map.

Table 1: Proposed and Existing General Plan – Acreage by Land Use Designation

General Plan Land Use	Proposed GP (Acres)	Existing GP (Acres)	Change (Acres)
Commercial, Office, and Industrial			
Commercial/Light Industrial (C/LI)	24.42	24.42	0.00
Central Commercial (CC)	37.53	59.46	-21.93
General Commercial (GC)	98.08	195.57	-97.49
Neighborhood Commercial (NC)	49.30	34.30	15.00
Light Industrial (LI)	104.86	104.86	0.00
Professional Office (P-O)	33.55	36.05	-2.50
Research and Development (R&D)	85.49	102.89	-17.39
Residential			
Low Density Residential <4.5 (LDR 4.5)	142.40	144.00	-1.60
Low Density Residential <5.5 (LDR 5.5)	211.25	211.25	0.00
Low Density Residential <7.5 (LDR 7.5)	1039.87	1042.27	-2.41
Low-Medium Density Residential (LMDR)	161.99	162.95	-0.95
Medium Density Residential (MDR)	191.28	184.48	6.80
High Density Residential (HDR)	170.54	177.75	-7.21
Mobile Home Park (MHP)	29.66	29.66	0.00
Mixed-Use			
Office/Low-Medium Density Residential (LMDR/O)	4.16	4.16	0.00
Commercial/High-Medium Density Residential (MHDR/C)	0.00	16.37	-16.37
Commercial/Prof. Office/Residential (RCPO)	57.11	54.96	2.15
Commercial-Corridor Mixed-Use (CC-MU)	60.03	0.00	60.03
High Density Mixed-Use (HD-MU)	20.58	0.00	20.58
Medium-High Density Mixed-Use (MHDR-MU)	27.20	0.00	27.20
Neighborhood Mixed-Use (N-MU)	8.12	0.00	8.12
Transit-Oriented Mixed-Use (TO-MU)	44.75	0.00	44.75
Limited Development Public/Quasi Public and ROW Uses			
Institutional (I)	155.66	166.57	-10.91
Open Space (OS)	263.61	269.48	-5.87
Right-of-Way Parcels	39.22	39.22	0.00
Total Acres	3,060.65	3,060.65	0

SOURCE: CITY CAMPBELL GIS DATASET, DE NOVO PLANNING GROUP 2022.

Growth Projections

While no specific development projects are proposed as part of the Campbell General Plan Update, the General Plan will accommodate future growth in Campbell, including new businesses, expansion of existing businesses, and new residential uses. The buildout analysis assumes an approximate 20-year horizon, and 2040 is assumed to be the buildout year of the General Plan.

Table 2 below summarizes the range of new growth, including residential units, and non-residential square footage that could occur upon full buildout of the proposed General Plan. It is noted that there are very few vacant parcels in Campbell. As such, most of the new growth projected through General Plan buildout would occur as existing developed parcels redevelop with new or modified uses over time. The projections shown in the table below represent good-faith estimates of growth that could potentially occur following adoption of the General Plan.

Consistent with the Proposed General Plan Land Use Map (Figure 2), future growth would largely be focused near transit stations, transit corridors, in existing and proposed areas of multifamily and mixed-use development, and in existing business-serving areas. As shown in Table 2 buildout of the General Plan could yield a total of up to 26,224 housing units, a population of 64,929 people, 12,724,055 square feet of non-residential building square footage, and 36,908 jobs within the Planning Area. As shown in Table 2, this represents development growth over existing conditions of up to 8,863 new dwelling units, 22,203 people, 2,633,721 square feet of new non-residential building square footage and 6,194 new jobs.

Table 2: Growth Projections - Proposed Land Use Map

	Population	Dwelling Units	Non-Residential Square Feet	Jobs	Jobs per Housing Unit
Existing Conditions					
	42,726	17,400	10,090,334	30,568	1.76
New Growth Potential					
Existing General Plan	4,123	1,640	2,098,014	4,633	2.83
Proposed General Plan	22,203	8,824*	2,633,721	6,194	0.70
Total Growth: Existing Plus New Growth Potential					
Existing General Plan	46,849	19,040	12,188,348	35,199	1.85
Proposed General Plan	64,929	26,224	12,724,055	36,762	1.40

SOURCES: CITY CAMPBELL GIS DATASET, DE NOVO PLANNING GROUP 2022. Santa Clara County Assessor 2017; California Department of Finance 2017; U.S Census ONTHEMAP; ESRI 2017,

*NOTE: APPROXIMATELY 6,644 NEW DWELLING UNITS ARE ASSUMED TO BE ACCOMMODATED UNDER THE PROPOSED HOUSING ELEMENT OPPORTUNITY SITES, AND THE ADDITIONAL 2,180 NEW DWELLING UNITS ARE ASSUMED TO OCCUR AS NEW DEVELOPMENT AND REDEVELOPMENT THROUGHOUT THE BALANCE OF THE CITY.

Growth projections should not be considered a prediction for growth, as the actual amount of development that will occur throughout the planning horizon of the General Plan is based on many factors outside of the City's control. Actual future development would depend on future real estate and labor market conditions, property owner preferences and decisions, site-specific constraints, land turnover, and other factors. Additionally, new development and growth are

largely dictated by existing development conditions. Very few communities in California actually develop to the full potential allowed in their respective General Plans during the planning horizon.

Program EIR Analysis

The City, as the Lead Agency under the California Environmental Quality Act (CEQA), has prepared a Program EIR for the Campbell General Plan Update in accordance with the CEQA Guidelines (Guidelines), relevant case law, and City procedures.

Project Approvals:

The updated Campbell General Plan will be presented to the Planning Commission for review and recommendation and to the City Council for comment, review, and consideration for adoption. The City Council has the sole discretionary authority to approve and adopt the Campbell General Plan. In order to approve the proposed project, the City Council would consider the following actions:

- Certification of the General Plan EIR;
- Adoption of required CEQA findings for the above action; and
- Approval and Adoption of the General Plan Update.

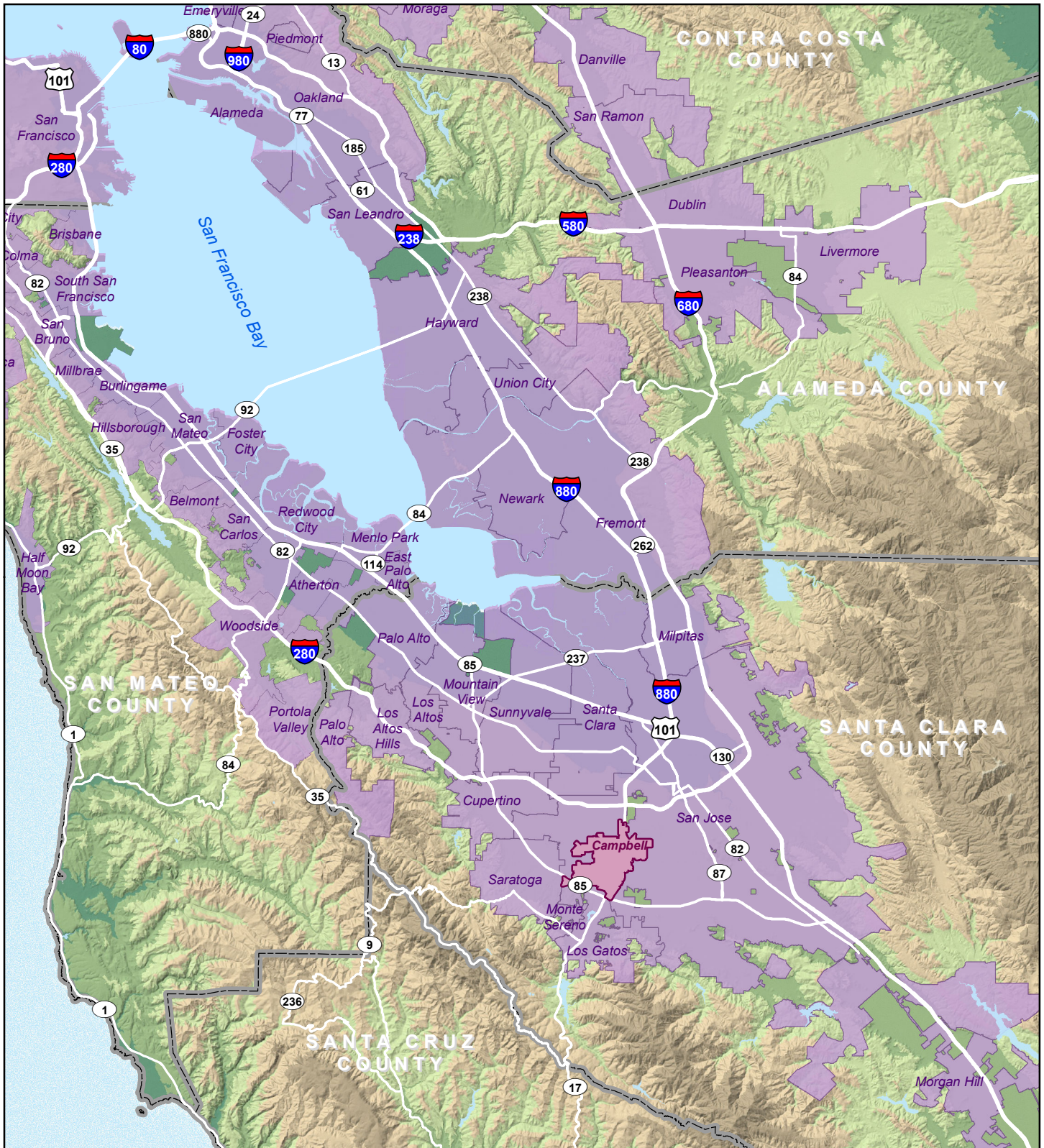
Subsequent Uses of the EIR

The EIR will provide a review of environmental effects associated with implementation of the proposed General Plan, consistent with the requirements established by CEQA Guidelines Section 15168. When considering approval of subsequent activities under the proposed General Plan, the City of Campbell would utilize the EIR as the basis in determining potential environmental effects and the appropriate level of environmental review, if any, of a subsequent activity, consistent with the requirements of CEQA Guidelines Sections 15183 and 15162. Projects or activities successive to this EIR may include, but are not limited to, the following:




- Approval and funding of major projects and capital improvements;
- Future adoption of a Precise Plan, Planned Unit Development, or Master Plan approvals;
- Revision to the Campbell Zoning Ordinance;
- Development plan approvals, such as tentative subdivision maps, variances, conditional use permits, and other land use permits;
- Development Agreements;
- Property rezoning consistent with the General Plan;
- Permit issuances and other approvals necessary for public and private development projects; and
- Issuance of permits and other approvals necessary for implementation of the General Plan.

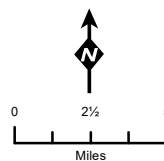
Significant Environmental Impacts

The Draft EIR identifies significant environmental impacts related to the following environmental topics: Air Quality, Climate Change and GHG, Cumulative Climate Change and GHG, Transportation and Circulation, and Cumulative Transportation and Circulation.



Legend

-  County Boundary
-  City Area
-  City of Campbell



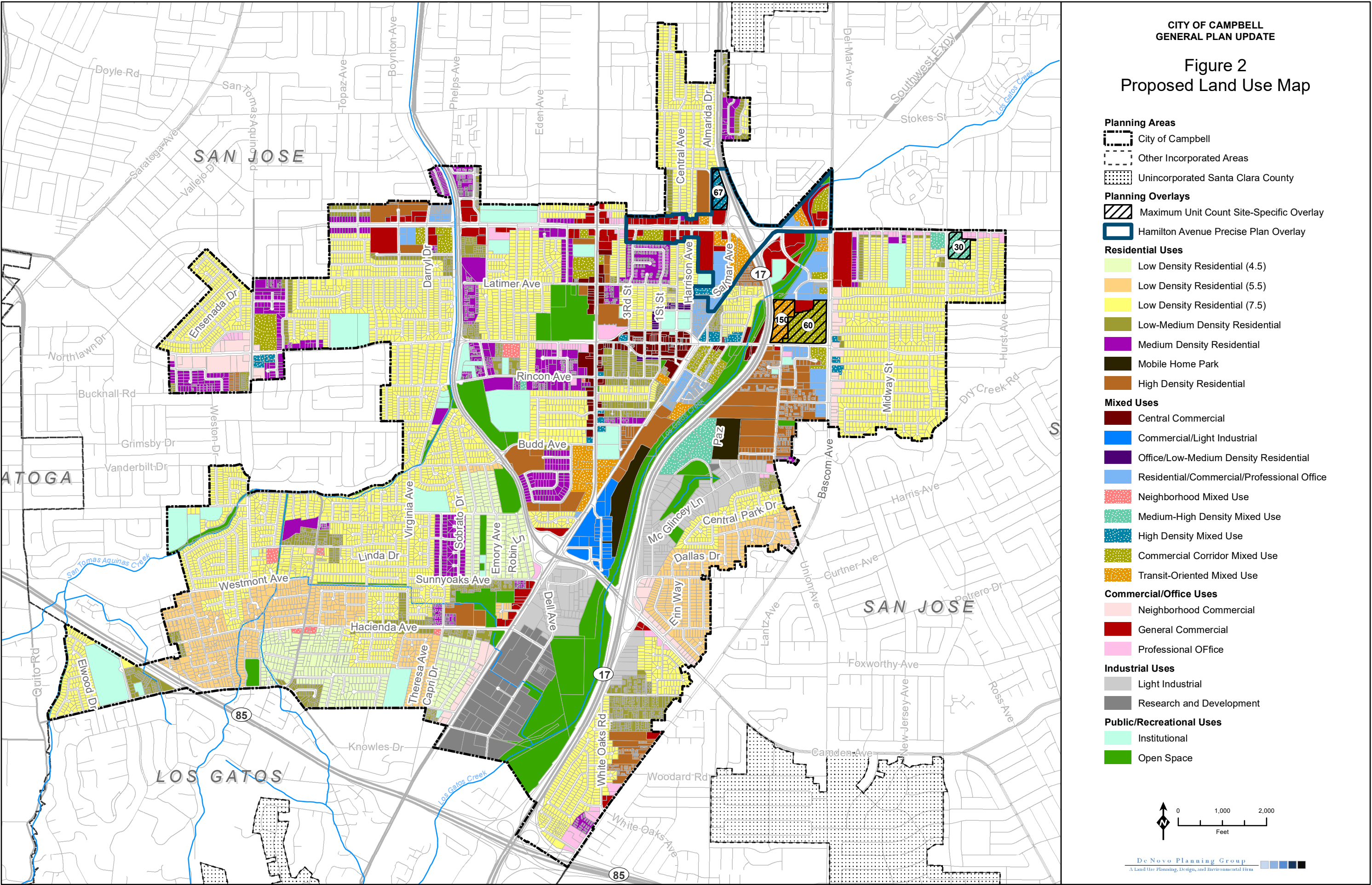
CITY OF CAMPBELL GENERAL PLAN UPDATE

Figure 1. Project Vicinity Map

Sources: CalAtlas; Santa Clara County; Santa Cruz County; Alameda County; Contra Costa County. Map date: March 9, 2020.

De Novo Planning Group
A Land Use Planning, Design, and Environmental Firm

Figure 2
Proposed Land Use Map



Sources: City of Campbell; Santa Clara County. Map date: March 15, 2022.