



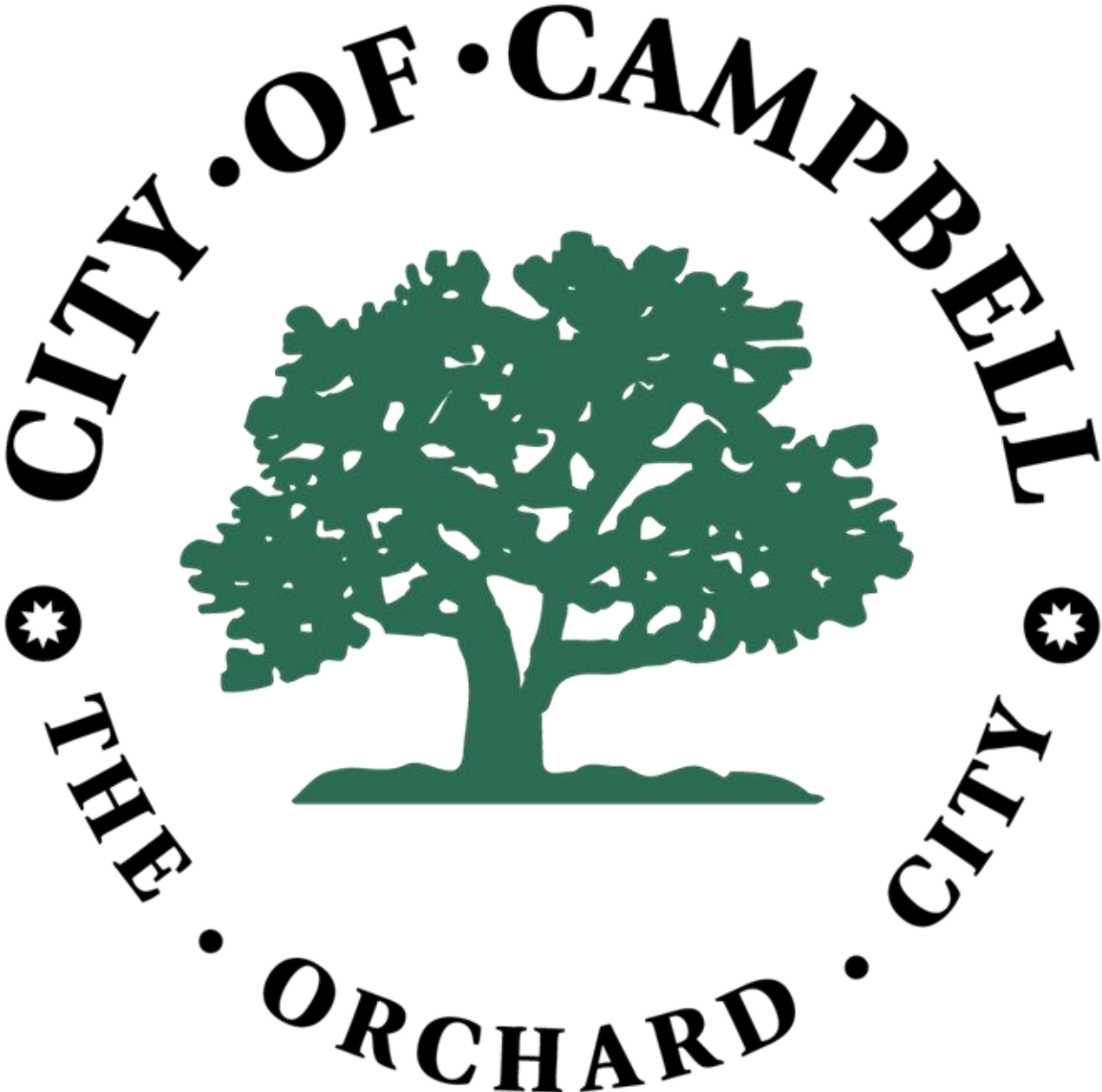
San Francisco

Technical Assistance Panel (TAP)

Campbell, California
SEPTEMBER 15-16, 2025



Thank you





THE MISSION OF THE URBAN LAND INSTITUTE

Shape the future of the built environment for transformative impact in communities worldwide

MISSION COMMITMENTS

CONNECT active, passionate, diverse members through the foremost global network of interdisciplinary professionals

INSPIRE best practices for equitable and sustainable land use through content, education, convening, mentoring, and knowledge sharing

LEAD in solving community and real estate challenges through applied collective global experience and philanthropic engagement

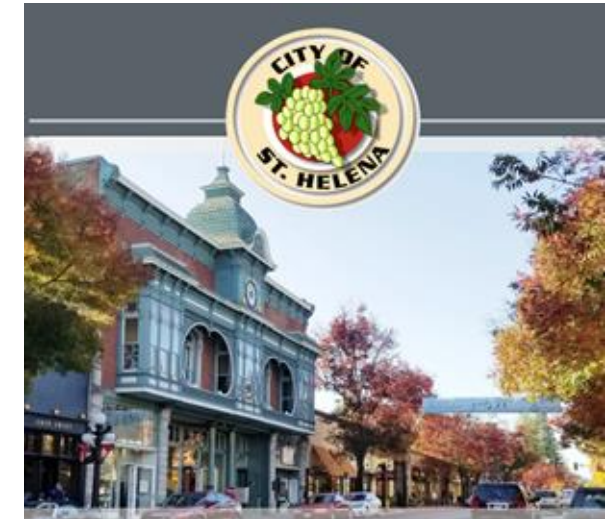
Technical Assistance Panel (TAP) Program

Provides independent, objective, candid advice on important land use and real estate issues

Highly focused and intensive process

- Months of prep by City staff
- Engagement by panelists for at least one month prior
- Two-day on-site engagement

40 TAPs conducted throughout the Bay Area since 2006



The Panel

Nell Selander, Director, City of South San Francisco (TAP Chair)

Mariana Ricker, Associate Principal, SWA Group (TAP Vice Chair)



Patricia Centeno, Principal, BAR Architects & Interiors

Ron Golem, RG Urban Advisors, prior VTA TOD and economics consultant

Katia Kamangar, Principal, Kamangar Consulting, LLC

Abby Thorne-Lyman, Director of Base Reuse and Economic Development, City of Alameda

Nitzayah Schiller, Studio Manager, SWA Group (TAP Writer)

Problem Statement & Study Area

The corridor between the Downtown and Pruneyard currently lacks a cohesive identity and walkable connectivity, creating a physical and experiential gap between two of Campbell's most vibrant activity centers... its current condition does not reflect the City's goals for fostering a small-town atmosphere, community identity, or economic vitality as envisioned in the 2040 General Plan and 2024 Economic Development Plan.



TAP Questions

- **Land Use & Market Alignment.** What is the right mix of housing, commercial uses, and public spaces to attract private investment in today's market, and how can zoning, incentives, or partnerships be shaped to advance community goals?
- **Catalyst Sites.** Which underutilized or transitional sites in the corridor present the greatest opportunity for catalytic redevelopment, and how can the City help unlock their potential through strategic investment or collaboration?
- **Mobility & Public Realm.** What near-term, achievable infrastructure and streetscape improvements would support a more cohesive and walkable connection between the Pruneyard and Downtown?
- **Corridor-Wide Integration.** Are there improvements or policies that could benefit the corridor as a whole—including both the Downtown and the Pruneyard—as interconnected anchors, and how might coordinated strategies enhance the vitality of the entire area?
- **Financial Viability and Implementation.** What funding tools, regional grant opportunities, or financing mechanisms could the City pursue to support implementation of corridor improvements?



WHAT WE LEARNED

City Briefing

TAP comes on the heels of years of planning and accomplishments.

Vision remains the same - create a vibrant, walkable, and unified destination that bridges The Pruneyard and Downtown.



E. Campbell Avenue Master Plan



E. Campbell Avenue Improvement Project



Campbell Portals Under HWY 17



Transportation Improvement Plan

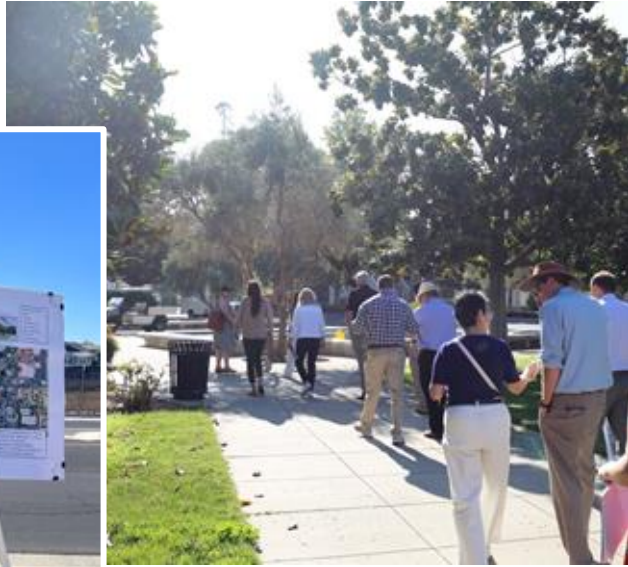


Campbell General Plan 2040



Housing Element

Site Tour



A CORRIDOR WITH CONSTRAINTS



Stakeholder Interviews

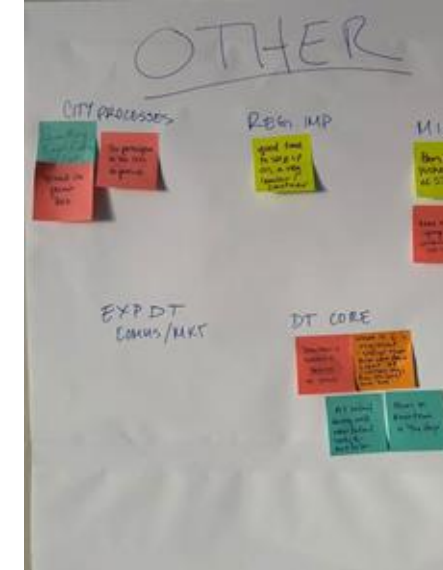
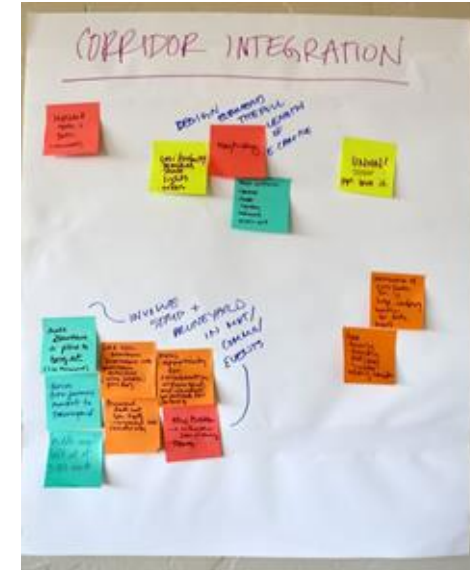
- **Business Owners**
- **Developers**
- **Downtown Residents**
- **Property Owners**
- **Brokers**
- **City Council**
- **Planning Commission**
- **Youth Commission**
- **Valley Transit Authority**

Stakeholders Interviewed

- **Mayor Sergio Lopez**, City of Campbell
- **Vice Mayor Dan Furtado**, City of Campbell
- **Cullen Bowen**, Lloyd Square
- **Geoff Bradley**, M-Group
- **Ashley Bridgnell**, Youth Commissioner
- **Brent Van Brocklin**, VTA
- **Adam Buchbinder**, Planning Commissioner
- **Gary Fields**, Regency Centers
- **John Gaylord**, Civil Engineering Associates
- **Karen Hall**, Campbell Liquors & Deli
- **Alan Hicks**, Greylands & Spout House
- **Casey Holt**, PSAI Realty Partners
- **Don Imwalle**, Imwalle Development
- **Ken Johnson**, Campbell Chamber
- **Jana Levic**, Balloonatics
- **Jennifer Levy**, Regency Centers
- **Ian Lin**, VTA
- **Jeremy Lui**, Cresleigh Homes
- **Jeff Melton**, Homeowner's Association
- **Sean O'Carroll**, Econic
- **Dan Orloff**, Pruneyard Cinemas
- **Christina G. Philip**, VTA
- **John Pringle**, Acquity
- **John Razumich**, Imwalle Development
- **Scott Rees**, Downtown Neighborhood Assoc.
- **Sue Salvador**, Rage Salon Owner
- **Amy Taylor**, Downtown Campbell Business Assn.
- **Brent Van Brocklin**, VTA
- **Ardie Zahedani**, Anton Capital

What We Heard

traffic permitting
services shade
bikes deli "housing means wallets"
gyms housing music venue
parking small town
trees retail all ages
comfortable sidewalks
fitness outdoorsy



A Revised Vision for E. Campbell Avenue





LAND USE & MARKET ALIGNMENT

Housing, Housing, & More Housing

- **Identified as a Priority Development Area**
- **State laws:**
 - SB330 - Housing Crisis Act
 - AB130 - streamlines CEQA for infill areas
 - State Density Bonus Law
 - SB79 - TOD Upzoning
 - SB423 - ministerial approval if qualify
- **City maintains control through objective design standards**

Market Realities at Different Densities

- **Definite segments in density that relate to cost and feasibility**
 - 20-25 units/acre: 3-story townhomes
 - 30-35 units/acre: garden-style apartments - *no longer typical product*
 - 40-60 units/acre: *"no man's lands"*
 - 75-120 units/acre: up to 6-8 stories; 100 dwelling units/acre expected in this study area
 - 9+ stories: mid-rise; concrete



Housing Strategy

- **Housing** as the predominant land use
 - 100 dwelling units per acre is expected
- **Good design and objective standards key**
 - Large street trees
 - Wide sidewalks
 - Stepping down in back
- **Active ground floor uses**
 - Be selective and strategic where
 - Can include retail, but also more flexible uses such as services
 - Community rooms
 - Fitness rooms, lobbies, and other common areas







CATALYST SITES

Catalyst Site Densities

1 CAMPBELL LIQUOR SITE

Approximately 1.0 acres
High-density mixed use
34-45 du/ac = **34-45 units**
75-100 du/ac = **75-100 units**

*including Foote Ave potential street vacation

2 LLOYD SQUARE

1.4 acres
High-density mixed-use
34-45 du/ac = **48-63 units**
75-100 du/ac = **105-140 units**

3 GREYLANDS

1.6 acres
High-density mixed-use
34-45 du/ac = **55-72 units**
75-100 du/ac = **120-160 units**

4 PRUNEYARD

0.5 acres
High-density mixed-use
57-75 du/ac = **29-38 units**
100 du/ac = **50 units**



5 CRESLEIGH HOMES

1 acre
100 du/ac = **99 units**

6 CANNERY PLACE

3.4 acres (1.88 residential)
108 du/ac = **205 units**

Catalyst Sites



The Campbell Liquor Store Site

- Neighborhood services development
- Desire to vacate Foote Ave
- Approx. 1 acre site (with vacated Foote Ave)
- Opportunity for approx. 50-75 units
- Active use public plaza at the intersection of Foote St. and Campbell Ave.



Bay Meadows San Mateo, - BAR Architects & Interiors

Catalyst Sites



Greylands Professional Offices Park

- 1.6 acres; approx. 30,000 sf of offices
- Large surface parking facing E. Campbell
- Under-utilized site
- Potential opportunity of 75-120 units
- Reduce retail requirement or offer other commercial opportunities
- Awareness of low-density neighborhood on north side of property.



Eleanor Apartments, Milpita - KTG



15FT 2IN



PUBLIC REALM & MOBILITY

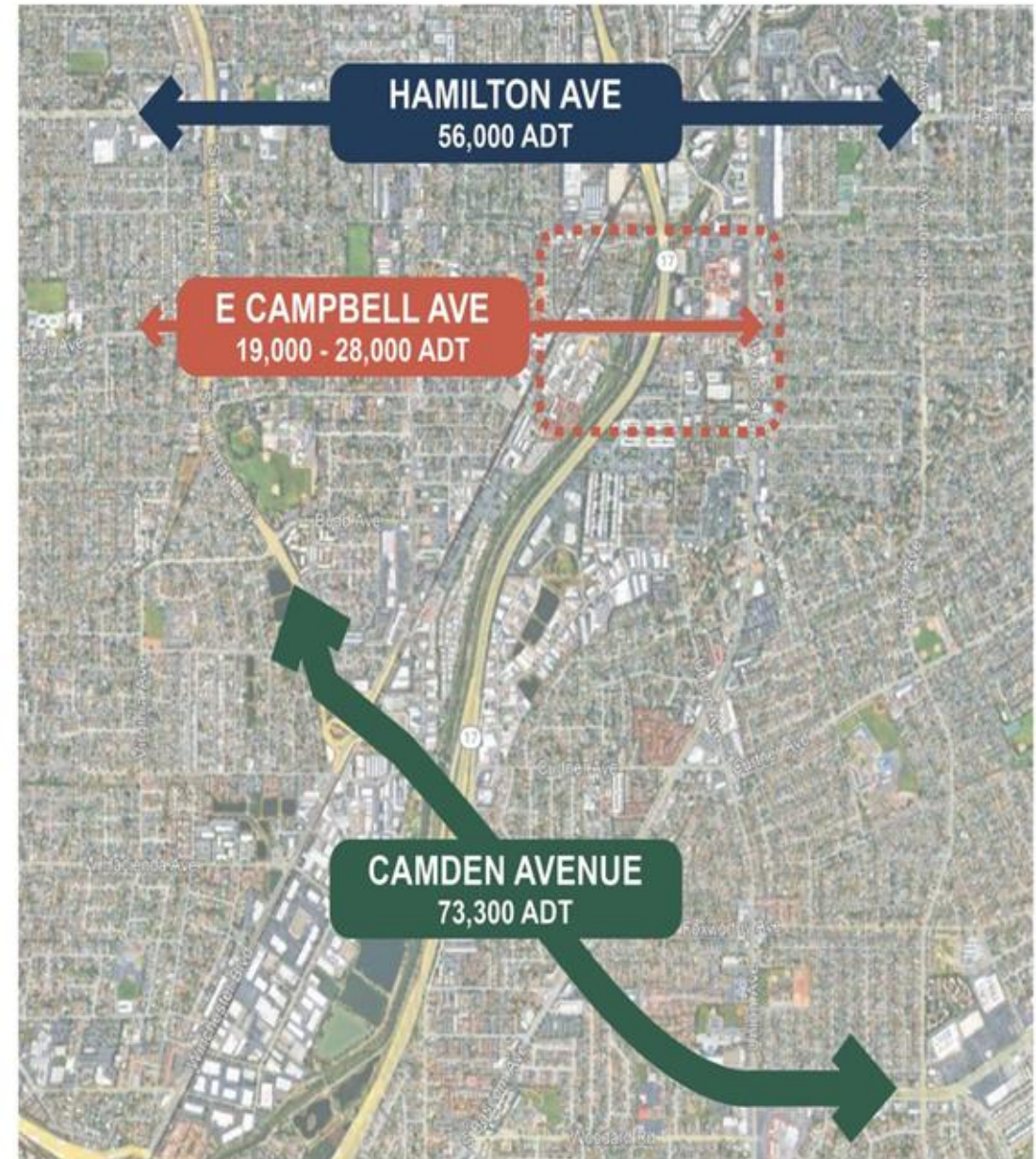
Multi-Modal East-West Corridor

Identify the respective role of each of the three east-west connecting routes

Treating East Campbell Avenue as a regional thoroughfare is detrimental to connecting Pruneyard to Downtown

Case for multi-modal role instead...

- Identified in the 2018 TIP
- Direct connection from Downtown to regional trail system



Three-Pronged Strategy

Supporting pedestrians and bicyclists on East Campbell Avenue is key to the connection between Pruneyard and Downtown.

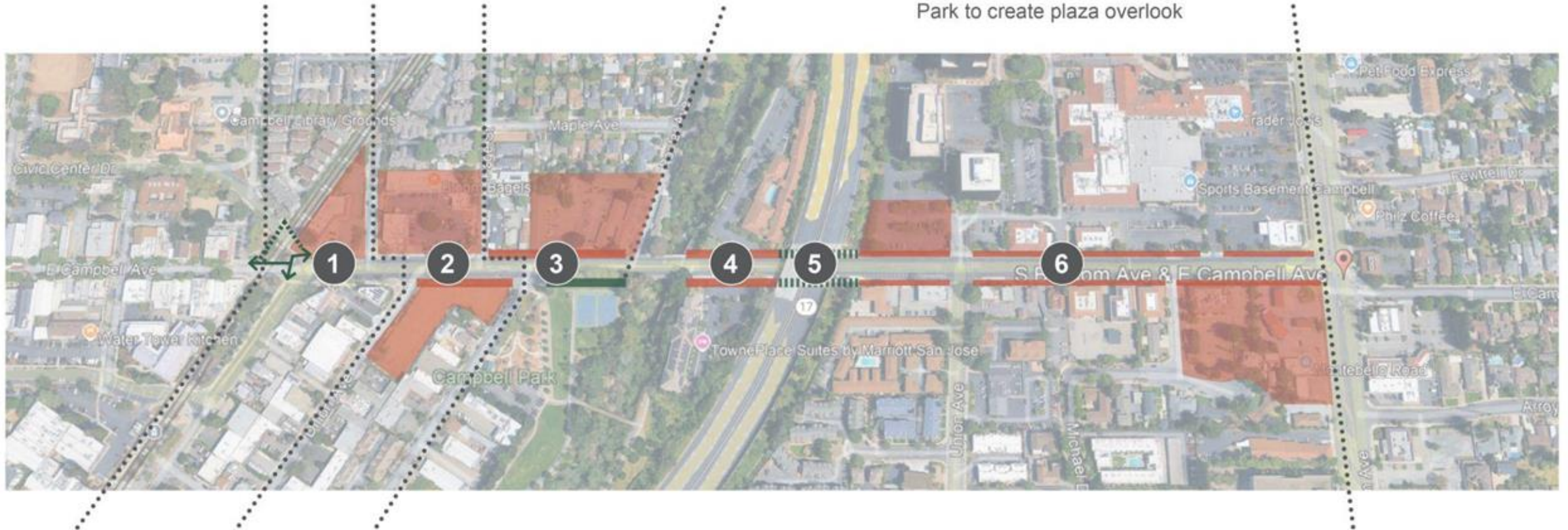
- 1. Improve “public realm”** with wide sidewalks and enhanced pedestrian comfort.
- 2. Expand bicycle infrastructure** on East Campbell Avenue as part of citywide multi-modal network.
- 3. Study road diet** and potential traffic calming strategies.

Public Realm Improvements

1 RAILWAY - DILLON/FOOTE
Complete crossing improvements
at Railway on north side

2 DILLON/FOOTE - PAGE
16'-0" wide sidewalk with the
Cresleigh Project

3 PAGE - POPLAR
16'-0" wide sidewalk with future
Greylands redevelopment
Expanded sidewalk at Campbell
Park to create plaza overlook



4 POPLAR - HWY 17
16'-0" wide sidewalk on both sides
with future hotel improvements

5 HWY 17 UNDERPASS
Expand on successful portals
project with additional lighting
and art for safety

6 HWY 17 - BASCOM
10'-0" wide sidewalk on both sides
with Cannery Place project and future
Pruneyard redevelopment

Wide Sidewalks Transform Experience



vs.



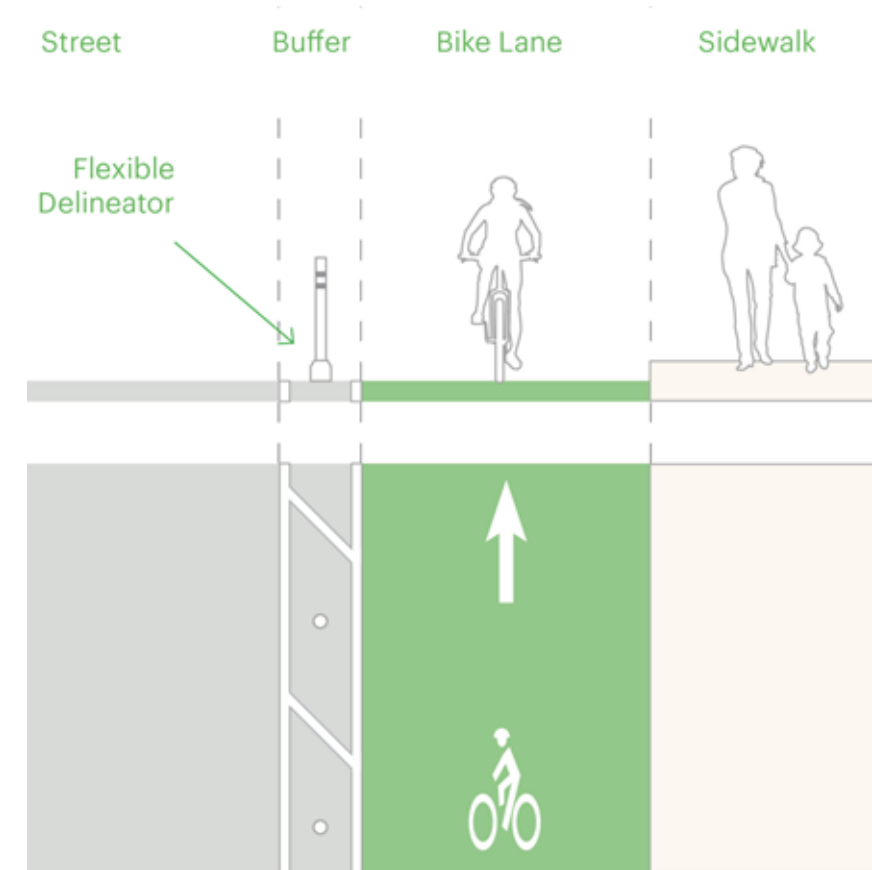
Expand Bicycle Infrastructure

Defined as high stress in the 2018 TIP, the existing bike lanes and sharrows **are insufficient to provide comfortable, safe biking on the corridor**

Bikes should be separated from cars

- Minimum - Class II Bike Lane
- Ideal - Class IV Separated Bikeway

While widened sidewalks can largely be achieved through redevelopment, **existing right-of-way will need to be reallocated to accommodate bikes.**



*NACTO Urban Bikeway
Design Guide*

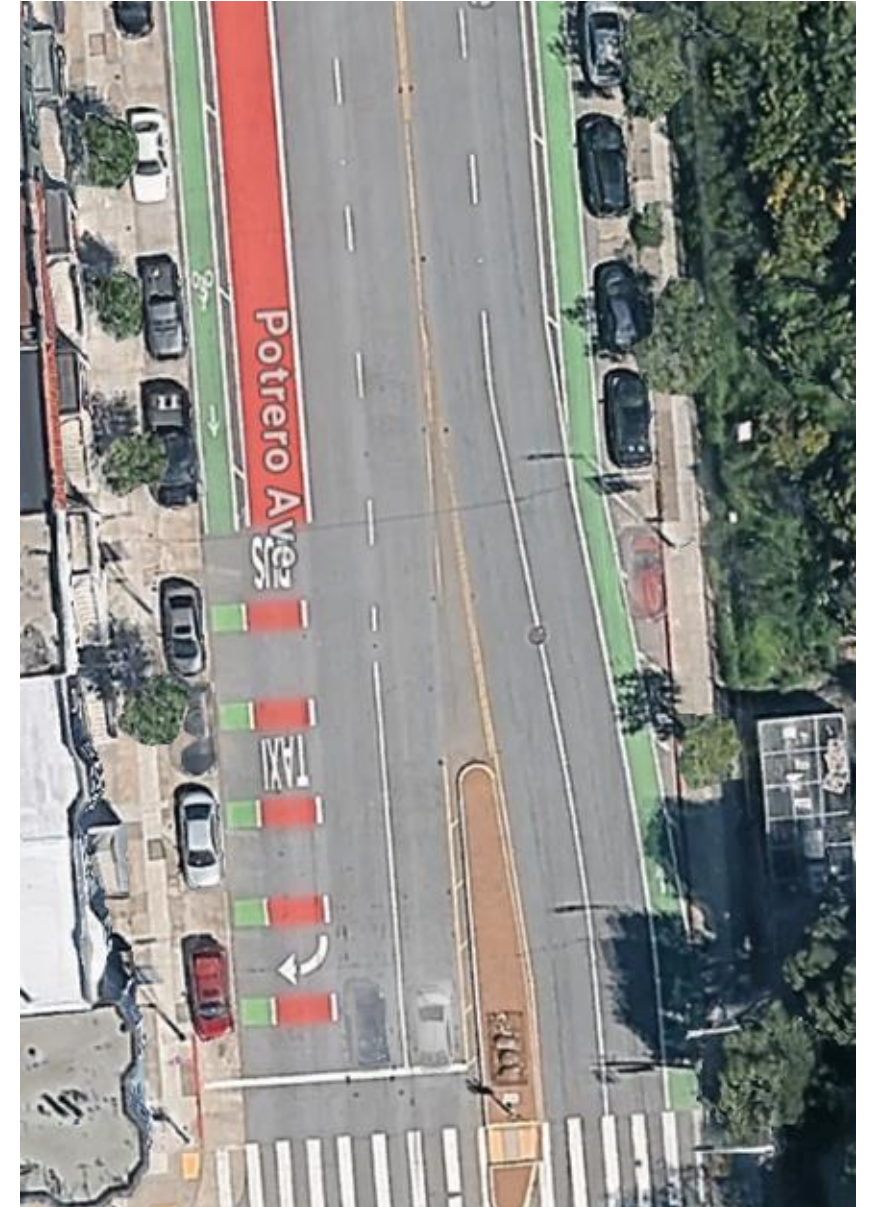
Road Diet for Traffic Calming

Slower traffic improves pedestrian and bicycle experience and is therefore beneficial to local businesses and supports street activation

Road diet study should consider...

- Limit lane widths to 10-12 feet
- Bulb outs and other design improvements that slow traffic
 - ex. *chicanes* create curves in road and encourage drivers to slow
- Additional signal at Page Street (proposed)

A chicane on Potrero Ave. in San Francisco creates curvature in the road



Leverage Current Planning Projects

Multi-Modal Study:

- Prioritize East Campbell Avenue to serve as a connection from Downtown to regional network of Los Gatos Creek Trail
- Further study of right of way realignments to evaluate feasibility of a separated bike lane

Plan Line Study:

- Leverage negotiations with developers to include increased sidewalk width
- Explore road diet alternatives - narrow lanes, reduced speeds, chicanes

A photograph of a brick building with a mural that says 'LOVE' in large, colorful letters. Below the mural, it says 'FROM HISTORIC DOWNTOWN CAMPBELL'. In the foreground, there are green street signs for 'First St' and 'E. Campbell Ave', and a red octagonal 'STOP' sign. A large tree with green leaves and pink flowers is on the right side of the image.

LOVE

FROM HISTORIC DOWNTOWN CAMPBELL

First St

E. Campbell Ave

STOP

**FUNDING &
IMPLEMENTATION**

Multiple Options To Address the Funding Challenge

- Projects to **leverage funding sources**:
 - Affordable housing for **AHSC** and **IIG** for public infrastructure
 - Bike and ped projects coordination with **VTA**
 - MTC Transit-Oriented Communities projects for **OBAG** funds
- **Enhanced Infrastructure Financing District** to capture long-term value for South of Campbell Avenue (SOCA) blocks
- **City assets** - look at targeted disposition of right-of-way to support redevelopment, generate revenues - e.g. Foote Avenue
- Look at adding **developer fees**, contributions consistent with feasibility

Start with Quick Wins: Faster, Lower Cost Items

- **Include all businesses** between Downtown and the Pruneyard in communications, marketing, and events
- **Revise East Campbell Avenue bike sharrows** to better highlight that the right-hand lane is shared by cars and bikes
- **CA-17 undercrossing portals safety enhancements:** signage on video; kiosk for emergency communication; monitor to show video recording

Tee Up More Mid-Term Efforts

- **Wayfinding plan** with new identity and signage for corridor integration
- **Cresleigh frontage and curb realignment** with development
- **Multi-modal improvements** with moderate cost on **East Campbell from Railroad Avenue to Bascom Avenue**
- **New BID/PBID entity** and program based on study recommendations

Set the Stage for Long-Term Efforts

- **Comprehensive design elements** along the length of the East Campbell Avenue corridor from Winchester to Bascom Avenues
- Identify site and partner with **affordable housing project** to obtain **AHSC** and/or **IIG** funds, make public realm improvements
- Foote Avenue or other **right of way disposition** to adjacent owners to catalyze redevelopment of adjacent properties

Building the Next Generation of Success

- **A lifestyle district** today that is a regional mixed-use destination
- **Add housing** to attract the next generation of residents, customers
- **Biking and walking improvements** for Millennials, Gen Z: the majority of the workforce, new residents
- **New mixed-use developments** to offer spaces for a range of uses, enhance corridor attractiveness
- **Branding and wayfinding** to build the corridor's identity and enhance its character and competitiveness





“...challenged many of my assumptions and in some cases, changed my mind about the area..”

- Mayor Sergio Lopez, City of Campbell