

TRANSMITTED VIA EMAIL

April 10, 2019

Honorable Mayor Waterman and Members of the City Council
 City of Campbell
 70 N. First Street
 Campbell, CA 95008

Dear Mayor Waterman, Vice Mayor Landry, and Councilmembers Bybee, Gibbons, and Resnikoff:

Re: April 16, 2019 City Council General Plan Update Goal Setting Session

On behalf of SV@Home and our members we write today to thank the Council for their continued work towards a General Plan Update that addresses the housing needs of the community and plans for the future of Campbell. This update will shape how Campbell will develop over the next 20 years, and offers a tremendous opportunity for proactive 21st Century planning.

The General Plan Update is an opportunity to address planning approaches that are not working and make changes for the future. Moving forward, Campbell must do more to make affordable homes a reality—currently there are 10 low wage workers employed in the City for every one affordable unit. The recent Housing Element Annual Report reconfirmed that the City is falling short of its existing affordable housing development goals. The General Plan can be used to enhance and reinforce existing city policies that encourage affordable housing development, including the Inclusionary Housing Ordinance and the Density Bonus program.

Goal 1: Plan for between 2,500-3,500 additional housing units to support anticipated growth and future housing obligations during the planning period. This range represents the minimum housing obligations the City should expect through the multiple Housing Element cycles that are covered under this General Plan period. While this is just a minimum and does not address the amount of housing needed to address the unmet need that currently exists, this commitment would put Campbell on a track to respond to growing needs for housing.

Goal 2: Plan for diverse new housing opportunities throughout Campbell to increase development feasibility. While the city does not directly build housing, where the city chooses to plan housing impacts whether housing gets built. Funneling new housing development to a limited area in the City decreases flexibility and capacity to respond quickly to factors that impact the feasibility of development. Creating new housing

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development opportunities throughout Campbell allows the City to be more responsive to shifts in the market that may occur over the planning period.

Goal 3: Use housing as a tool to support other City goals and priorities. Through the existing General Plan process, the community has expressed concerns about increased traffic, preservation of existing single family neighborhoods, and the health of auto-focused commercial corridors. Planning for housing does not need to be in conflict with other city priorities, and can support other goals and priorities of the city and region.

Goal 3a: Encourage transit ridership through higher density housing- Higher density housing near transit creates more viable transit networks, helping to reduce traffic congestion. Planning for dense housing near transit creates real opportunities for affordable housing development through the inclusionary housing ordinance and development opportunities that can benefit from the density bonus program.

Goal 3b: Create transitional densities between single family neighborhoods and higher density multi-family developments. Transitional densities re-introduce housing types that are often affordable to middle income households, contribute to RHNA obligations, and help to preserve existing neighborhood character.

Goal 3c: Revitalize commercial corridors into pedestrian friendly spaces. Creating mixed use spaces contributes to decreased single occupancy vehicle trips by locating housing opportunities near businesses. In addition, diversifying uses in a single area contributes to long term health and viability of neighborhoods within the city, while providing opportunities to integrate affordable housing.

The city can be a leader in planning for Campbell's future housing needs. We urge you to set ambitious goals for housing as part of the General Plan process.

Sincerely,



Leslye Corsiglia
Executive Director

