



City Council Agenda

City of Campbell, 70 N. First St., Campbell, California

NOTE: This City Council Special meeting will be conducted in person as well as telecommunication and is compliant with provisions of the Brown Act.

The City Council meeting will be live-streamed on Channel 26 (Xfinity) or Channel 88 (Direct TV), the City's website and on YouTube <https://www.youtube.com/user/CityofCampbell> for those who only wish to view the meeting.

Those members of the public wishing to provide public comment virtually are asked to register in advance at: <https://www.campbellca.gov/signup>. After registering, you will receive a confirmation email containing information about joining the meeting. Members of the public may attend the meeting in person at Campbell City Hall - Council Chambers.

Public comment will also be accepted via email at ClerksOffice@campbellca.gov until 12:00p.m. prior to the start of the meeting. Written comments will be posted on the website and distributed to the Council. If you choose to email your comments, please indicate in the subject line "FOR PUBLIC COMMENT" and indicate the item number.

STUDY SESSION OF THE CAMPBELL CITY COUNCIL

Tuesday, September 16, 2025 – 6:00 p.m.
City Hall Council Chamber – 70 N. First Street

CALL TO ORDER

ROLL CALL

PUBLIC COMMENT

NEW BUSINESS

1. **Urban Land Institute Technical Assistance Panel Presentation**
Recommended Action: That the City Council receive a presentation from the Urban Land Institute Technical Assistance Panel regarding the Campbell Avenue corridor between Downtown Campbell and The Pruneyard.

ADJOURN

IMPORTANT NOTICE: Materials related to an item on this agenda submitted to the City Council after distribution of the agenda packet are available for public inspection with the agenda packet in the lobby of City Clerk's Office, 70 N. First Street, Campbell, CA 95008, during normal business hours. These materials will also be available on the City website at <https://www.ci.campbell.ca.us/agendacenter> with the agenda packet following the last item of the agenda, subject to staff's ability to post the documents prior to the meeting. All documents not posted prior to the meeting will be posted the next business day.

In compliance with the Americans with Disabilities Act, listening assistive devices are available for all meetings held in the City Council Chambers. If you require accommodation, please contact the City Clerk's Office, (408) 866-2117, at least one week in advance of the meeting.



*City
Council
Report*

Item: 1
Category: NEW BUSINESS
Meeting Date: September 16, 2025

TITLE: Urban Land Institute Technical Assistance Panel Presentation

RECOMMENDED ACTION

That the City Council receive a presentation from the Urban Land Institute Technical Assistance Panel regarding the Campbell Avenue corridor between Downtown Campbell and The Pruneyard.

BACKGROUND

Downtown Campbell and The Pruneyard are both thriving, walkable destinations known throughout the South Bay. The short stretch of Campbell Avenue that connects them (“Campbell Avenue corridor”), however, is another story: this area has seen limited investment, offers an uneven pedestrian experience, and lacks a clear identity. Reinvigorating this corridor could enhance the experience for residents and visitors alike, while supporting the City of Campbell (City)’s economic development objectives and reinforcing the strength of its existing anchors.

In April 2024, the City Council approved the Campbell Economic Development Plan, which set priorities for strengthening Campbell’s economy over the short, medium, and long term. Among its Year 1 recommendations was addressing this part of the Campbell Avenue corridor through the Urban Land Institute’s Technical Assistance Panel program. The Urban Land Institute (ULI) is a nonprofit network of professionals in real estate, planning, design, and public policy. One of its advisory tools is the Technical Assistance Panel (TAP) program, where a small group of outside experts volunteer their time for a short, but intensive engagement with a public agency member seeking their evaluation and feedback on areas within the member’s jurisdiction that are in need of economic development.

In spring 2025, staff engaged with the San Francisco chapter of ULI to convene a TAP focused on the Campbell Avenue corridor. Over the next several months, City staff worked closely with ULI and the volunteer panelists to prepare a briefing book, provide background materials, and coordinate stakeholder outreach. The TAP is scheduled to carry out its work in Campbell on September 15-16, 2025. Over the course of two days, the panel members will participate in a walking tour, review background information prepared by staff, and interview a cross-section of property owners, business owners, residents, and other stakeholders. They will then collaborate to develop high-level recommendations, which will be presented to the City Council at this study session.

DISCUSSION

The panel's task is to look at the Campbell Avenue corridor between Downtown Campbell and The Pruneyard and explore how it could function more effectively as a connector and economic development driver. Today, this corridor lacks the cohesive identity and walkable experience found on either end. Investment has been slower to arrive, most buildings are oriented more toward parking than to the street, and the pedestrian environment and streetscape are inconsistent. The panel was asked to provide outside perspective on how the corridor might evolve to close that gap and better link two of the City's most active destinations. Specifically, the panel was asked to think about the following subject areas:

1. **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?
2. **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?
3. **Mobility and Public Realm.** What near-term, achievable infrastructure and streetscape improvements would support a more cohesive and walkable connection between The Pruneyard and Downtown Campbell?
4. **Financial Viability and Implementation.** What funding tools, regional grant opportunities, or financing mechanisms could the City pursue to support implementation of corridor improvements?
5. **Corridor-Wide Integration.** Are there improvements or policies that could benefit the corridor as a whole – including both Downtown Campbell and The Pruneyard – as interconnected anchors, and how might coordinated strategies enhance the vitality of the entire area?

NEXT STEPS

The findings to be presented at this study session are advisory and high-level in nature. The TAP process is designed to generate ideas and perspectives that can inform future City policy and business development and investment attraction efforts. A written report will follow in the coming weeks, and staff will review the panel's recommendations to determine how they may align with existing City workplans. Potential next steps could include incorporating ideas into future code updates, capital projects, and economic development initiatives, subject to City Council direction.

FISCAL IMPACT

There are no direct fiscal impacts associated with this item. Implementation of several of the TAP panel's recommendations could require the City to commit additional staffing and other services requiring ongoing funding. However, staff is not requesting any action or approval of the recommendations from the City Council at this time. Any recommendation would come back to City Council for consideration prior to committing staff or resources.

Nathan Donato-Weinstein

Prepared by:

Nathan Donato-Weinstein, Economic
Development Manager

Approved by:



Brian Loventhal, City Manager