



CITY OF CAMPBELL
Community Development Department

NOTICE OF PREPARATION (NOP)

Dell Avenue Area Plan

NOTICE is hereby given that a **NOTICE OF PREPARATION (NOP)** to solicit public comments and input on the environmental impacts of the Dell Avenue Area Plan has been issued on July 16, 2014. The Dell Avenue Area Plan will define a vision for an approximately 100-acre area between the Los Gatos Creek Park and Winchester Boulevard in south Campbell. The Area Plan will also define permitted land uses, create development standards for new buildings in the area, and recommend potential public improvements for streets or other areas.

City of Campbell Notice of Preparation for Environmental Impact Report for the Dell Avenue Area Plan.

Project Location: Campbell, CA.

Lead Agency: City of Campbell.

Members of the Public are invited to provide comments in writing as to the scope and content of the EIR. Due to the time limits mandated by State law, responses must be sent at the earliest possible date, but no later than the close of the 30-day Notice of Preparation (NOP) review period, which runs from July 16 to August 14, 2014. Comments should be submitted in writing to:

Paul Kermoyan, Community Development Director
Community Development Department
City of Campbell
70 North 1st Street
Campbell, CA 95008

The NOP, including a description of the proposed Area Plan, is available at the Community Development Department and at the following website:

<http://www.ci.campbell.ca.us/492/Dell-Avenue-Area-Plan>

If you have any questions please contact Paul Kermoyan at 408-8662140 or at paulk@cityofcampbell.com

Paul Kermoyan
Community Development Director

Notice of Preparation

Notice of Preparation

To: State Clearinghouse From: Paul Kermoyan, City of Campbell Community Development
P.O. Box 3044 70 North First Street
Sacramento, CA 95812-3044 Campbell, CA 95008

Subject: Notice of Preparation of a Draft Environmental Impact Report

The City of Campbell will be the Lead Agency and will prepare an Environmental Impact Report for the project identified below. We need to know the views of your agency as to the scope and content of the environmental information which is germane to your agency's statutory responsibilities in connection with the proposed project. Your agency will need to use the EIR prepared by our agency when considering your permit or other approval for the project.

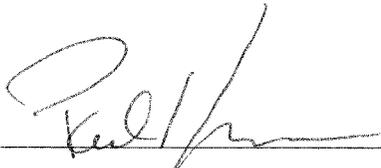
The project description, location, and the potential environmental effects are contained in the attached materials. A copy of the Initial Study (is is not) attached.

Due to the time limits mandated by State law, your response must be sent at the earliest possible date but not later than 30 days after receipt of this notice.

Please send your response to Paul Kermoyan at the address shown above. We will need the name for a contact person in your agency.

Project Title: Dell Avenue Area Plan

Project Applicant, if any: City of Campbell

Date 7/2/14 Signature 
Title Community Development Director
Telephone 408-866-2140

Reference: California Code of Regulations, Title 14, (CEQA Guidelines) Sections 15082(a), 15103, 15375.

Notice of Completion & Environmental Document Transmittal

Mail to: State Clearinghouse, P.O. Box 3044, Sacramento, CA 95812-3044 (916) 445-0613
 For Hand Delivery: Street Address: 1400 Tenth Street, Sacramento, CA 95814

SCH #

Project Title: Dell Avenue Area Plan

Lead Agency: City of Campbell Contact Person: Paul Kermoyan
 Mailing Address: 70 North First Street Phone: (408) 866-2140
 City: Campbell Zip: 95008 County: Santa Clara

Project Location: County: Santa Clara City/Nearest Community: Campbell
 Cross Streets: Dell Avenue between Hacienda Avenue and Knowles Drive Zip Code: 95008
 Longitude/Latitude (degrees, minutes and seconds): _____ ° _____' _____" N / _____ ° _____' _____" W Total Acres: 113
 Assessor's Parcel No.: _____ Section: _____ Twp.: _____ Range: _____ Base: _____
 Within 2 Miles: State Hwy #: 17, 85 Waterways: Los Gatos Creek, Vasona Reservoir
 Airports: _____ Railways: UP Schools: numerous

Document Type:

CEQA: NOP Draft EIR NEPA: NOI Other: Joint Document
 Early Cons Supplement/Subsequent EIR EA Final Document
 Neg Dec (Prior SCH No.) _____ Draft EIS Other: _____
 Mit Neg Dec Other: _____ FONSI _____

Local Action Type:

General Plan Update Specific Plan Rezone Annexation
 General Plan Amendment Master Plan Prezone Redevelopment
 General Plan Element Planned Unit Development Use Permit Coastal Permit
 Community Plan Site Plan Land Division (Subdivision, etc.) Other: Area Plan

Development Type:

Residential: Units 300 Acres _____
 Office: Sq.ft. 2,292,000 Acres _____ Employees _____ Transportation: Type _____
 Commercial: Sq.ft. 20,000 Acres _____ Employees _____ Mining: Mineral _____
 Industrial: Sq.ft. -148,000 Acres _____ Employees _____ Power: Type _____ MW _____
 Educational: _____ Waste Treatment: Type _____ MGD _____
 Recreational: _____ Hazardous Waste: Type _____
 Water Facilities: Type _____ MGD _____ Other: _____

Project Issues Discussed in Document:

Aesthetic/Visual Fiscal Recreation/Parks Vegetation
 Agricultural Land Flood Plain/Flooding Schools/Universities Water Quality
 Air Quality Forest Land/Fire Hazard Septic Systems Water Supply/Groundwater
 Archeological/Historical Geologic/Seismic Sewer Capacity Wetland/Riparian
 Biological Resources Minerals Soil Erosion/Compaction/Grading Growth Inducement
 Coastal Zone Noise Solid Waste Land Use
 Drainage/Absorption Population/Housing Balance Toxic/Hazardous Cumulative Effects
 Economic/Jobs Public Services/Facilities Traffic/Circulation Other: GHG Emissions

Present Land Use/Zoning/General Plan Designation:

Research & Development, General Commercial, Open Space

Project Description: (please use a separate page if necessary)
 See attached pages

Note: The State Clearinghouse will assign identification numbers for all new projects. If a SCH number already exists for a project (e.g. Notice of Preparation or previous draft document) please fill in.

Reviewing Agencies Checklist

Lead Agencies may recommend State Clearinghouse distribution by marking agencies below with an "X". If you have already sent your document to the agency please denote that with an "S".

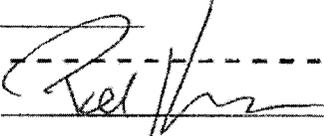
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|---|---|
| <input type="checkbox"/> Air Resources Board | <input type="checkbox"/> Office of Historic Preservation |
| <input type="checkbox"/> Boating & Waterways, Department of | <input type="checkbox"/> Office of Public School Construction |
| <input type="checkbox"/> California Emergency Management Agency | <input type="checkbox"/> Parks & Recreation, Department of |
| <input type="checkbox"/> California Highway Patrol | <input type="checkbox"/> Pesticide Regulation, Department of |
| <input checked="" type="checkbox"/> Caltrans District #4 | <input checked="" type="checkbox"/> Public Utilities Commission |
| <input type="checkbox"/> Caltrans Division of Aeronautics | <input checked="" type="checkbox"/> Regional WQCB #2 |
| <input type="checkbox"/> Caltrans Planning | <input type="checkbox"/> Resources Agency |
| <input type="checkbox"/> Central Valley Flood Protection Board | <input type="checkbox"/> Resources Recycling and Recovery, Department of |
| <input type="checkbox"/> Coachella Valley Mtns. Conservancy | <input type="checkbox"/> S.F. Bay Conservation & Development Comm. |
| <input type="checkbox"/> Coastal Commission | <input type="checkbox"/> San Gabriel & Lower L.A. Rivers & Mtns. Conservancy |
| <input type="checkbox"/> Colorado River Board | <input type="checkbox"/> San Joaquin River Conservancy |
| <input type="checkbox"/> Conservation, Department of | <input type="checkbox"/> Santa Monica Mtns. Conservancy |
| <input type="checkbox"/> Corrections, Department of | <input type="checkbox"/> State Lands Commission |
| <input type="checkbox"/> Delta Protection Commission | <input type="checkbox"/> SWRCB: Clean Water Grants |
| <input type="checkbox"/> Education, Department of | <input type="checkbox"/> SWRCB: Water Quality |
| <input type="checkbox"/> Energy Commission | <input type="checkbox"/> SWRCB: Water Rights |
| <input checked="" type="checkbox"/> Fish & Game Region #3 | <input type="checkbox"/> Tahoe Regional Planning Agency |
| <input type="checkbox"/> Food & Agriculture, Department of | <input checked="" type="checkbox"/> Toxic Substances Control, Department of |
| <input type="checkbox"/> Forestry and Fire Protection, Department of | <input type="checkbox"/> Water Resources, Department of |
| <input type="checkbox"/> General Services, Department of | <small>Bay Area Air Quality Management District, SF Bay Regional Water Quality Control Board, Metropolitan Transportation Commission, Association of Bay Area Governments, Santa Clara Valley Transportation Authority, Santa Clara Valley Water District</small> |
| <input type="checkbox"/> Health Services, Department of | <input checked="" type="checkbox"/> Other: <u>Valley Water District</u> |
| <input type="checkbox"/> Housing & Community Development | <input checked="" type="checkbox"/> Other: <u>City of Los Gatos, City of San Jose, Santa Clara County</u> |
| <input checked="" type="checkbox"/> Native American Heritage Commission | |

Local Public Review Period (to be filled in by lead agency)

Starting Date 7/16/2014 Ending Date 8/14/2014

Lead Agency (Complete if applicable):

Consulting Firm: <u>PlaceWorks</u>	Applicant: <u>Paul Kermoyan</u>
Address: <u>1625 Shattuck Avenue, Ste 300</u>	Address: <u>70 North First Street</u>
City/State/Zip: <u>Berkeley, CA 94709</u>	City/State/Zip: <u>Campbell, CA 95008</u>
Contact: <u>Brad Johnson</u>	Phone: <u>408-866-2140</u>
Phone: <u>510-848-3815</u>	

Signature of Lead Agency Representative:  Date: 7/2/14

Authority cited: Section 21083, Public Resources Code. Reference: Section 21161, Public Resources Code.



MEMORANDUM

DATE July 3, 2014
TO Paul Kermoyan
City of Campbell
FROM Bruce Brubaker, Brad Johnson
RE Dell Avenue Area Plan Project Description

This memorandum provides the project description for the Notice of Preparation (NOP) for the Dell Avenue Area Plan Environmental Impact Report (EIR).

1. Project Description and objectives

The City of Campbell has undertaken an effort to develop the Dell Avenue Area Plan (DAAP) and supporting Environmental Impact Report.

The City of Campbell is shown within its broader regional context in Figure 1. As shown in Figure 2, the Plan Area comprises approximately 113 acres near the southern tip of Campbell, nestled between major transportation corridors and open space. The Plan Area is just west of Los Gatos Creek and the Santa Clara Valley Water District's percolation ponds. As shown in Figure 3, the Plan Area is generally bounded by Winchester Boulevard (including parcels on the west side of the street) at the west, Hacienda Avenue at the north, Dell Avenue at the east, and Knowles Drive to the south.

An EIR will be prepared to analyze the potential impacts of adopting and implementing the DAAP for the Plan Area, along with potential General Plan and Zoning Ordinance amendments. The basic objective of the DAAP, previously established by the Campbell City Council, is to transform the area into a modern, technology sector-based employment district that is competitive in the Silicon Valley. As such, all of the DAAP's aims and objectives are to support and provide a framework for this vision, while also balancing the community's preferences. The DAAP will seek to accomplish the additional following objectives:

- Define the vision of the future of the Plan Area that is in line with the City's main goal of achieving an attractive tech-based work district.
- Designate land uses compatible with the overall vision of a technology-based office district and disallow uses that are a barrier to achieving this vision.

- Create multimodal travel options in a concerted effort to reduce driving dependency and enhance the overall walkability of and access to the Plan Area.
- Create goals and policies intended to facilitate achievement of the vision
- Create development standards for the form and physical design of new development within the Plan Area.
- Provide recommendations for circulation and infrastructure improvements required to support future buildout of the Plan Area, including recommendations for accommodating a potential light rail station within the Plan Area.
- Provide an implementation strategy for achieving the goals in the DAAP and putting the policies in the DAAP into action.

2. Development Potential

The DAAP would permit a mix of R&D/light industrial, office, residential, retail, civic, and park/trail uses within the Plan Area. Table 1 shows development estimates for the Plan Area. It is assumed that development would occur over the course of the next 20 to 30 years. The rate and timeframe for development within the Plan Area are subject to variation based on market demands.

TABLE 1: ESTIMATED DEVELOPMENT CHANGE

	Gross New	Existing to be Removed	Net Change
Office	2,850,000 sf	558,000 sf	2,292,000 sf
Research & Development/Light Industrial	350,000 sf	498,000 sf	-148,000 sf
Retail & Services	72,000 sf	52,000 sf	20,000 sf
Residential*	300 units	n/a	300 units

*Residential would only be allowed on the west side of Winchester Boulevard

3. Circulation Analysis

A complete assessment of the existing and proposed circulation system will occur as part of the DAAP EIR process. The following intersections will be studied:

1. Camden Avenue/White Oaks Road-Curtner Avenue
2. San Tomas Expressway/SR 17 Southbound Ramps
3. East Sunnyoaks Avenue/Dell Avenue



4. Winchester Boulevard/West Sunnyoaks Avenue
5. Winchester Boulevard/Hacienda Avenue
6. Hacienda Avenue/Dell Avenue
7. Winchester Boulevard/Knowles Drive
8. Winchester Boulevard/SR 85 Northbound Ramps
9. Winchester Boulevard/SR 85 Southbound Ramps
10. Winchester Boulevard/Lark Avenue
11. Lark Avenue/SR 17 Southbound Ramps
12. Lark Avenue/SR 17 Northbound Ramps
13. Lark Avenue/Los Gatos Boulevard
14. San Tomas Expressway/Hamilton Avenue
15. San Tomas Expressway/Campbell Avenue
16. S. Bascom Avenue/Curtner Avenue
17. S. Bascom Avenue/Camden Avenue
18. S. Bascom Avenue/SR 85 Northbound Ramps
19. Los Gatos Boulevard/SR 85 Southbound Ramps
20. Los Gatos Boulevard/Samaritan Drive
21. Santa Cruz Avenue/Los Gatos-Saratoga Road
22. Winchester Boulevard/ Wimbledon Drive
23. Winchester Boulevard/Daves Avenue
24. Winchester Boulevard/Albright Way
25. Blossom Hill Road/Santa Cruz Avenue-Winchester Boulevard
26. Los Gatos Boulevard/Los Gatos-Saratoga Road
27. Los Gatos-Saratoga Road/University Avenue
28. Santa Cruz Avenue/Main Street

4. Other Public Agency Approvals

The Area Plan will become effective upon adoption by the Campbell City Council. The Planning Commission and other decision-making bodies will review the Area Plan and make recommendations to the City Council. While other agencies may be consulted during the Area Plan process, their approval is not required for Plan adoption. However, subsequent development under the Area Plan may require approval of State, federal and



responsible trustee agencies that may rely on the programmatic EIR for decisions in their area of expertise.

5. Environmental Factors Potentially Affected

The project could potentially affect the following environmental factors:

- Aesthetics
- Agriculture and Forestry Resources
- Air Quality
- Biological Resources
- Cultural Resources
- Geology/Soils
- Greenhouse Gas Emissions
- Hazards and Hazardous Materials
- Hydrology/Water Quality
- Land Use/Planning
- Mineral Resources
- Noise
- Population/Housing
- Public Services
- Recreation
- Transportation/Traffic
- Utilities/ Service Systems

Each of these factors will be addressed in the EIR.

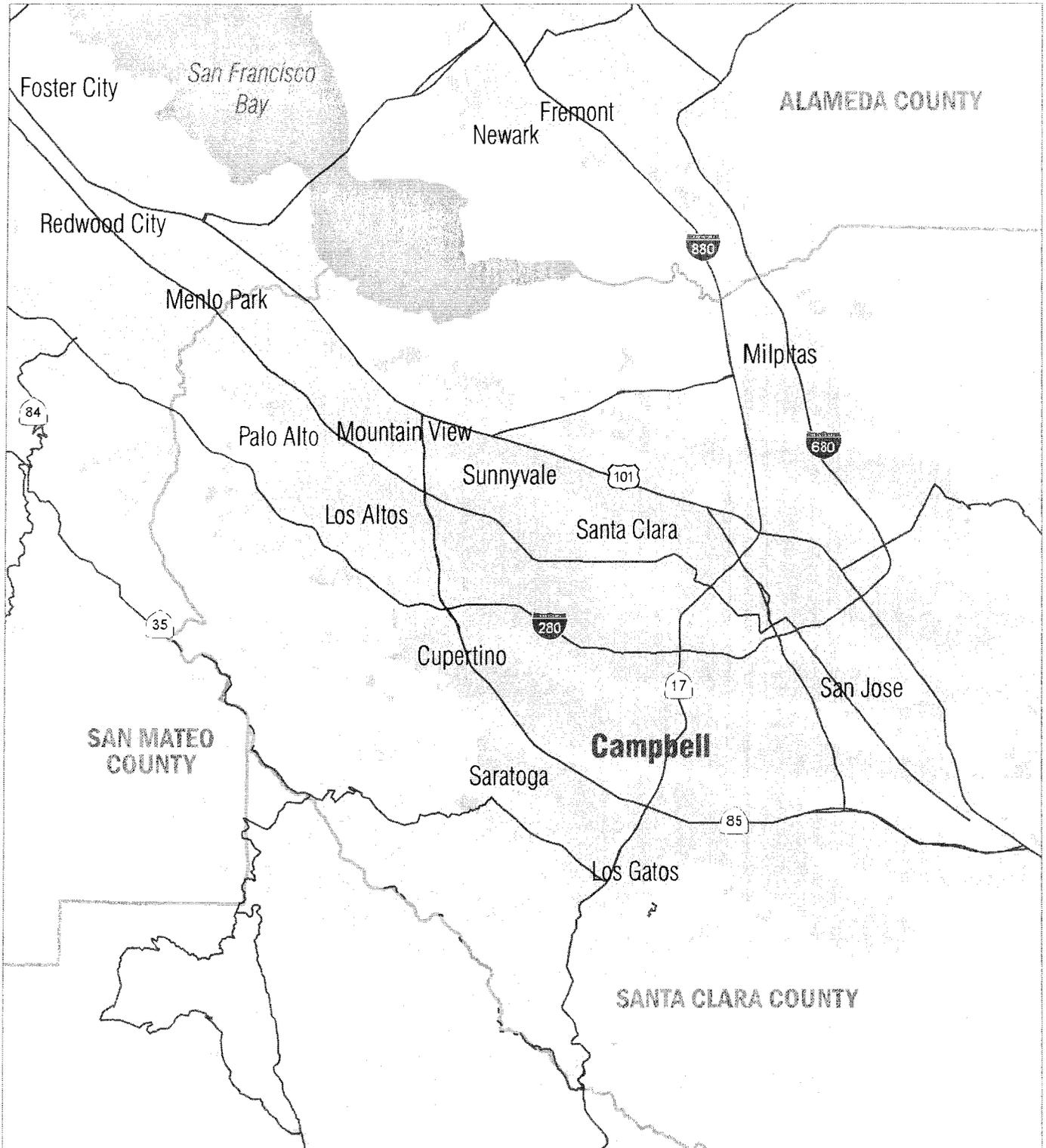


Figure 1
Regional Context

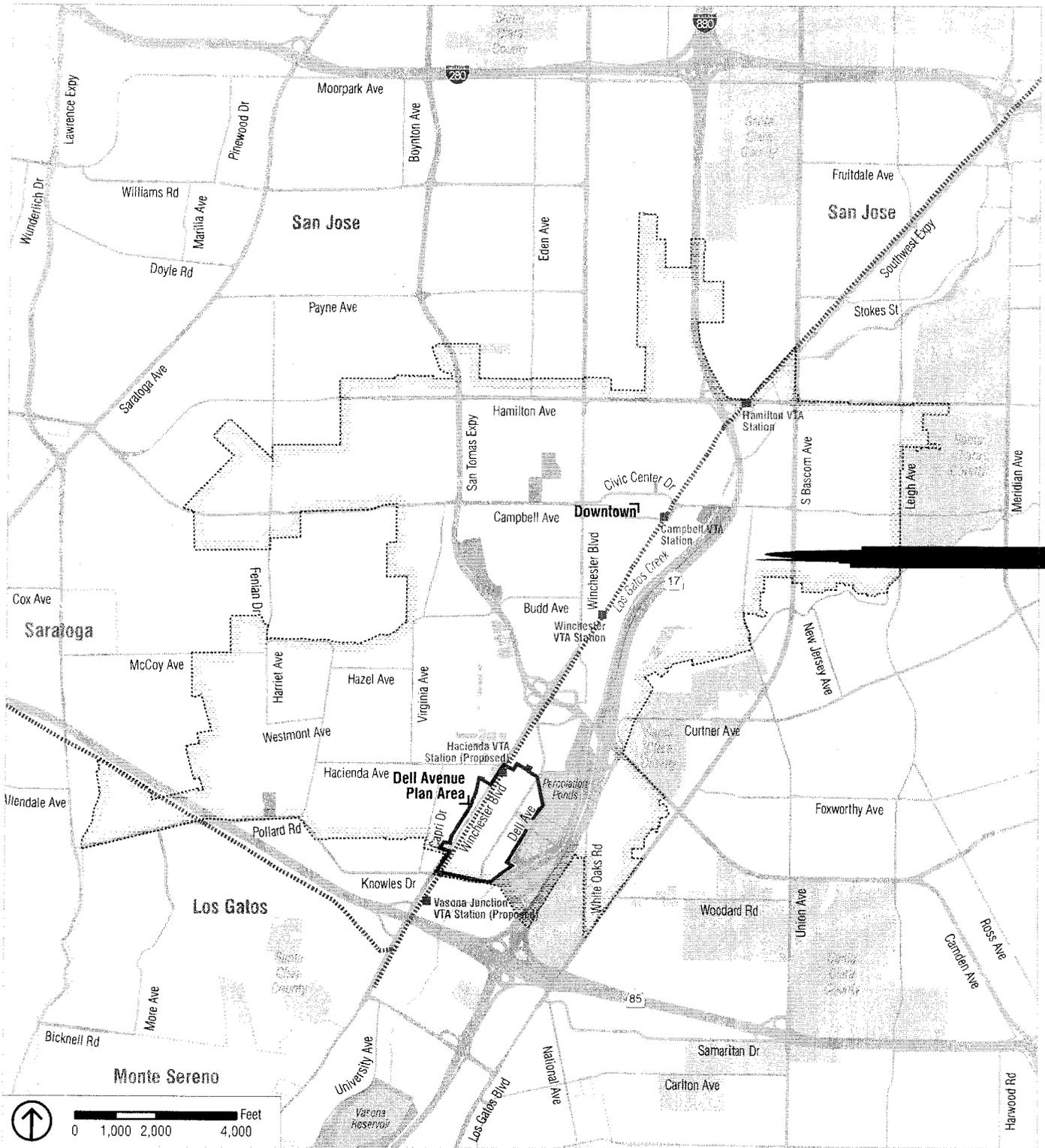
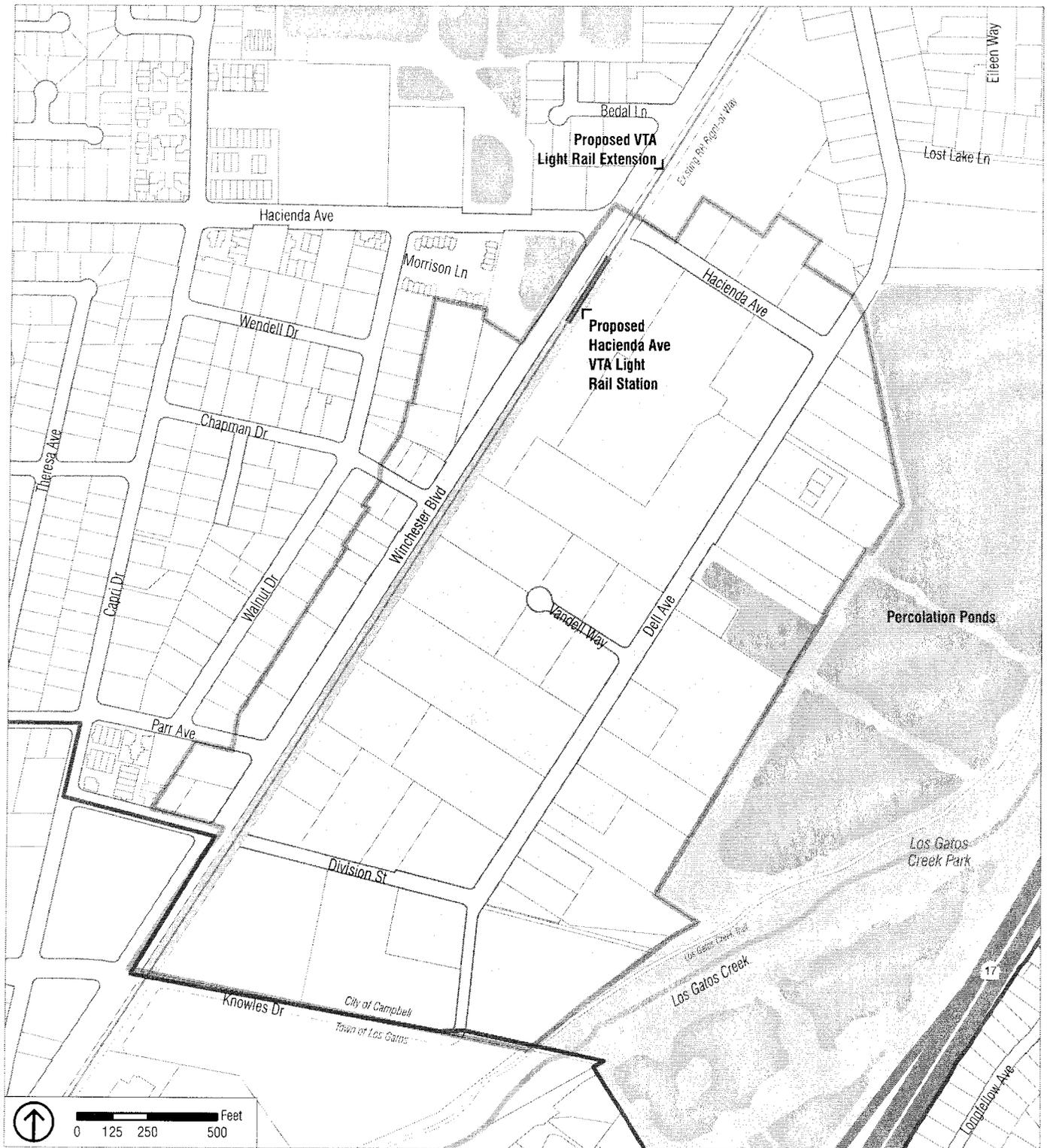


Figure 2
Citywide Context



 Plan Area

Figure 3
Plan Area