

North Vallco Master Plan - Phase I

Working Toward A Vision for the North Vallco District of the City of Cupertino

Cupertino, CA

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I. ORIENTATION

This report contains the results of a series of community conversations held in anticipation of significant near term changes likely to affect North Vallco's highly valued industries, their neighbors and the larger community.

THE NORTH VALLCO STUDY AREA

The North Vallco Study Area is a primarily built-out area of the City that is not easily recognizable as a cohesive district, but that is distinguished very clearly by its edges. The Study Area - see Figure 1.1 Study Area Location Map - comprises the 240 acres that are bounded along their northern edge by Homestead Road; its eastern edge is defined by the properties that line the eastern frontage of Tantau Road; it is bounded to the south by I-280; and it is bounded to the West by all of the development between Wolfe Road and the single-family neighborhood to the west. All of the northern and eastern boundaries and most of the western boundary of the Study Area are also the boundaries of the City of Cupertino.

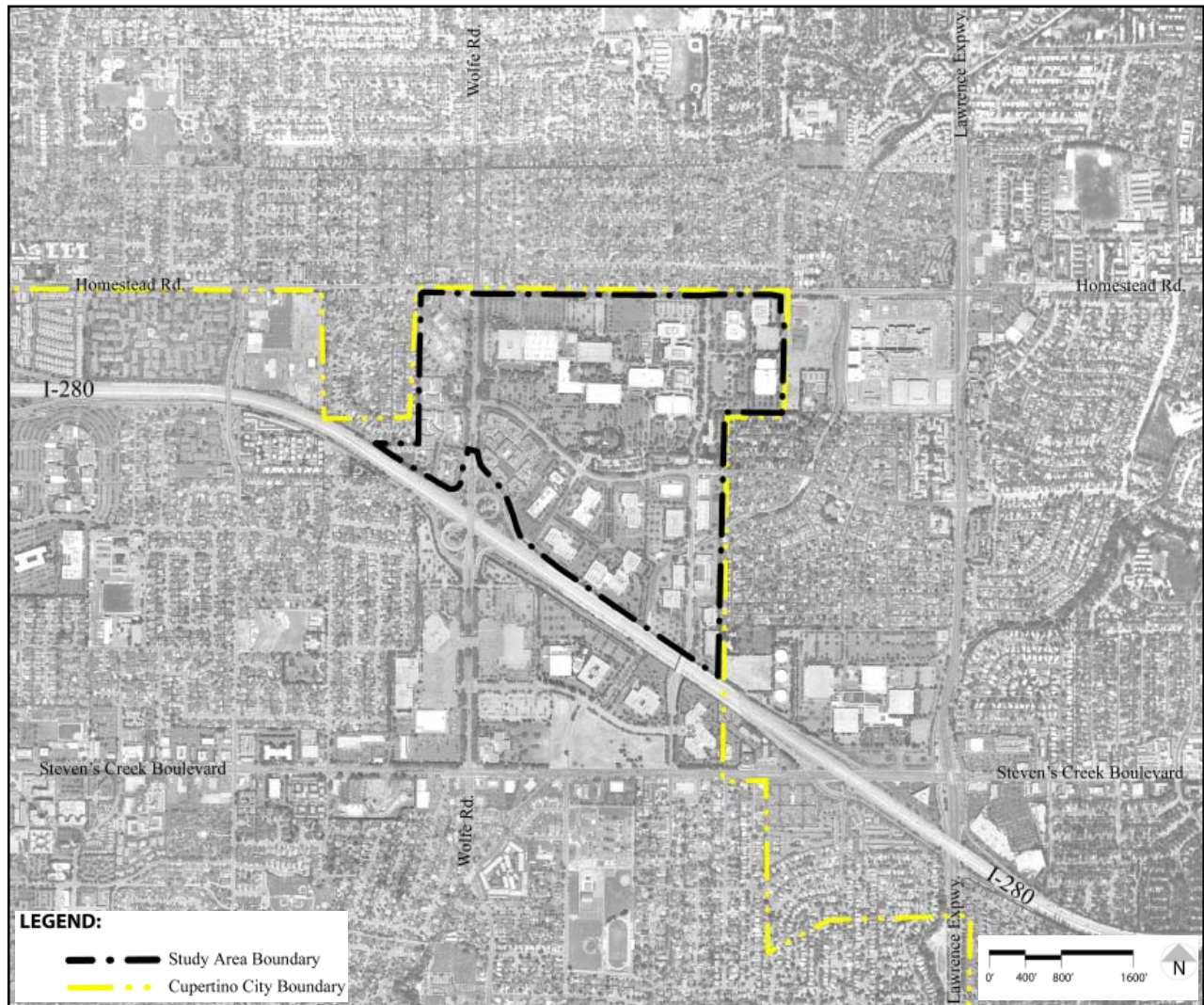


Figure 1.1 Study Area Location Map

By far the largest property owners of the study area are Apple Inc. and HP. Apple has recently purchased most of the southern portion of the study area which is understood to be intended for a new campus that will ultimately involve redeveloping some or all of the property currently under the company's ownership.

The Study Area is identified in the City's recently updated General Plan as a "Special Center" intended to be retained as an employment center with lodging and neighborhood commercial uses. General plan policies allow the primary employment uses to be complemented with some lodging, housing, as well as permitting some overall intensification. The segment of Calabazas Creek that runs through the Study Area is intended to be improved as part of the Calabazas Creek Trail.

Physical conditions existing in North Vallco at the time of this Study are detailed in Appendix A: Starting Point - Existing Conditions.

COMMUNITY INTENT

Major portions of the North Vallco Study Area are likely to change in the short term. The community highly values the current and potential industries located in North Vallco. This preliminary visioning exercise is intended to explore potential benefits to those industries, to the North Vallco "workplace district," and to the larger community that might be derived from some advance thinking and a more collaborative approach to planning for change in the district.

THE PLANNING PROCESS

The Planning Process for this first phase of the planning effort for the North Vallco district was organized around a series of community workshops and North Vallco Study Committee working sessions. The process was supported by a Project Core Team that included members of the Community Development Department, the Public Works Department the Chairman of the Planning Commission, and consultants.

Prior to initiating community discussion, City Staff and consultants contacted representatives of Apple Inc. and HP – the primary property owners and employers in the district – to explore opportunities for collaboration and to engage in initial discussion regarding the planning effort.

Three community workshops open to the general public were held initially and were followed by four working sessions in which the North Vallco Study Committee reviewed community workshop comments, additional information provided by City Staff and project

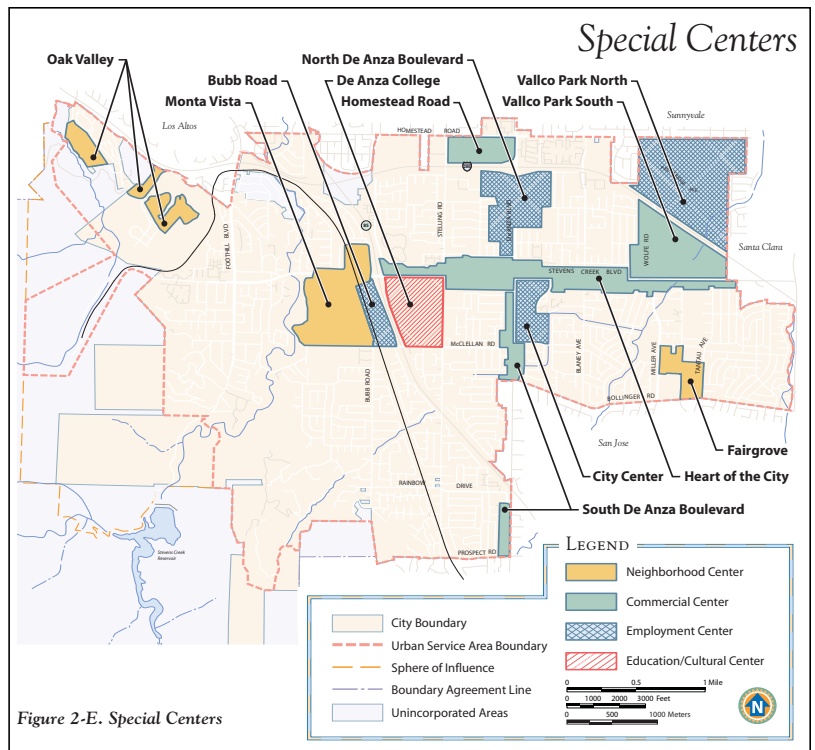


Figure 2-E. Special Centers

Figure 1.2 The North Vallco Study Area is identified in the General Plan as a "Special Center."



A segment of Calabazas Creek runs through the Study Area.

consultants, and discussed and developed the ideas presented in the subsequent chapters of this report. Overall, discussion ranged over a wide variety of issues related to planning North Vallco, with varying degrees of consensus and disagreement.

Changes to the composition of each workshop's participants augured against consensus on all issues, but there was sufficient consistency of information to make the discussions quite valuable to the preparation of Phase One recommendations, both as a bellwether of the larger community and to brainstorm ideas. Support for Apple and HP was a major theme in both community workshops and Study Committee working sessions. Housing and traffic impacts were primary concerns. Participants in the first workshop expressed strong opposition to adding residential units, whereas various participants in the third expressed significant support to consider permitting some housing in North Vallco. Adding new public facilities for the community and compatible development adjacent to close-by residential neighborhoods were notions that received fairly consistent support.

II. PRINCIPLES / ISSUES TO ADDRESS

GUIDING FUTURE GROWTH AND CHANGE IN NORTH VALLCO

As change occurs in the North Vallco District, consideration of the following Principles is considered a key to maximizing the effectiveness of the district in meeting the needs of the precious industries located there, and to insuring that new development contributes to the creation of a beautiful and functional city district.

OVERVIEW OF THE PRINCIPLES

1. “Win-win” Partnership Planning
2. Workplace Core
3. Convenient Services
4. Settings for Interaction
5. Walkability/Connectivity
6. District Identity & Visibility
7. Sustainability
8. Efficient Land Utilization
9. Protection of Adjacent Neighborhoods
10. Minimization of Traffic Impacts
11. Consideration of Housing

THE PRINCIPLES IN DETAIL

1. ***“Win-win” Partnership Planning. Partner with Apple and HP in the planning and development of the North Vallco District.***

Apple and HP are highly valued members of the Cupertino community – both as major employers and tax revenue generators for the City, as well as being the primary property owners and stakeholders in the current core of this “workplace district.” To maximize the value of all new private and public investments in North Vallco for the benefit of Apple and HP, planning and development should proceed in a collaborative process organized whenever the City, Apple or HP contemplate significant change in the district. This collaborative process should also involve Cupertino Village and other North Vallco stakeholders as appropriate.

The collaborative planning process should always focus on achieving “win/win” outcomes - i.e., mutually beneficial results - for private and public interests.

2. ***Workplace Core. Protect and Enhance North Vallco’s Existing Industrial Base***

- 2.1. *Core Land Use.* Retain the existing tech industry “workplace” - more specifically: office, office/research & development - land uses at the core of the district.
- 2.2. *Security.* Recognize Apple and HP’s physical and intellectual security needs.
- 2.3. *Workplace District Competitive Edge.* Collaboratively plan changes in the district that guide its transition to a “Twenty-first Century Workplace” that will provide the features and characteristics that will support Apple and HP, bolster North Vallco’s competitive position in the region - focusing particularly on the attraction of North Vallco to future occupants, and to the industry’s most sought-after employees (see Principles 3 and 4, below).

3. Convenient Services. Encourage the provision and access to needed services convenient to Apple and HP executives, employees, and guests - and to potential future occupants of the core of this workplace district -including lunch places, fine dining, hotels, local-serving retail and services, and child care.

3.1. *Market Driven Development.* Retail and services development should be market-driven and consistent with other nearby retail and services. Avoid plans that require uses in locations for which there is no market demand.

3.2. *Easy Walking Distance.* Accommodate investment in convenient services within easy walking distance of company employees.

3.3. *Enhance connections* to existing centers featuring retail and services (see Principle 5, below).

4. Settings for Interaction. Attract “Knowledge Workers” by incentivizing the provision of an engaging and vital working environment. Attract knowledge workers who work in North Vallco by clustering the business and personal services mentioned above within walking distance “that stimulate interaction among people, including places to eat and drink conference and meeting facilities, recreation space and facilities, parks and plazas, business service centers.”¹

4.1. *Public accessibility.* Convenience retail & services should also be available to the whole workplace district and to the larger community.

4.2. *Clustering.* Convenience retail and services are primarily composed of a compact cluster of ground level activity-generating uses such as cafes, restaurants and services.

4.3. *Public Space.* Convenience retail & services are organized around public spaces that provide settings for interaction, such as plazas, greens, campuses, promenades, and pedestrian-oriented streets.

4.4. *Central Location.* To serve as the heart of the workplace neighborhood, a cluster of business and personal services should be pedestrian-friendly and easily accessible to the workplace core.

4.5. *Comprehensive Planning.* Create incentives that encourage the planning of cohesive workplace environments and campuses rather than piecemeal design.



A Compact Cluster of Ground Level Activity-Generation Uses.



Convenience Retail and Services can be Combined with Public Spaces that Provided Settings for Interaction and that Complement Private and Semi-Private Work Spaces.

1 See “Linking the New Economy to the Livable Community” by Collaborative Economics.

5. Walkability/Connectivity. Consistent with company security requirements (see Principle 2.2, above), plan new development patterns and amenities to facilitate walkability and convenient connections in the study area and to adjacent areas.

5.1. *Multi-modal Connectivity.* Provide connectivity for all modes, pedestrian and vehicular – including automobile, bicycle, shuttle and Segway.

5.2. *Intra-district Connectivity.* Enhance connections to development outside the district, especially Cupertino Village and Cupertino Square. Encourage the provision of facilities that provide connectivity between Apple campuses, and between North Vallco and City Center/Crossroads and De Anza College.

5.3. *Creek trail access.* Work with Apple and Water District staff to explore the possibility of trail access along Calabazas Creek, while evaluating flood protection, security and liability issues.

5.4. *Pedestrian Scale Blocks.* Encourage clustered patterns of development as opposed to individual buildings surrounded by large parking lots.



Providing connectivity for all modes of transportation is an essential aspect of the workplace of the 21st Century.

6. District Identity and Visibility. Work with Apple, HP, Cupertino Village and other North Vallco stakeholders to create a distinctive identity for the district.

6.1. *Gateways and Landmarks.* Consider gateway features, landmarks, and/or distinctive landscaping positioned at particularly visible locations and at appropriate scale that call attention to district entrances and entrances to company compounds that express the character of the city and district.



Strategically positioned new buildings can be designed as dramatic gateways into the district or into a company campus or compound.



Special free-standing gateway landmark features could be positioned to call attention to a gateway to the city and district.

6.2. *Landscaping.* Preserve the mature, well maintained trees already present in the district as much as possible; continue to add landscaping that meets sustainability principles (see below) and that provides a flattering image for the district.

6.3. *Public Art.* Encourage the incorporation of public art into the design of buildings, company landscaping, and into the design of public places in the district.

7. ***Sustainability.*** New development should be encouraged to comprehensively utilize the knowledge and technology available throughout the planning, design, and construction process to help achieve sustainability through energy efficiency and resource conservation.

8. ***Efficient Land Utilization.*** Developable land is a rapidly diminishing resource In Silicon Valley and new development in the study area should use the land efficiently and wisely.

8.1. *Efficient parking.* Encourage the provision of parking either in above-ground or in underground parking structures or in parking lots configured to accommodate future transition to structured parking.

8.2. *Minimize building footprint.* Substantial new development increments should be encouraged to provide multiple story structures that minimize building footprint and maximize available land for future development. Taller buildings should be kept to the center of the district to avoid impacting adjacent neighborhoods. Overall, new development should avoid the reproduction of the pattern of single low-rise buildings surrounded by large surface parking lots.

8.3. *Plan Intensification.* Plan for the possibility of intensification – including for potential infrastructure requirements of intensification – over the long-term. Insure that new development does not unduly restrict options for intensification should that become desirable over time as property values increase and available land becomes increasingly scarce to accommodate industry needs.



Bridges over the freeway might be improved to provide dramatic entrances and enhanced connections to the district.

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- 8.4. *Usage of temporarily undeveloped property.* Where appropriate and consistent with company security, confidentiality, and liability, encourage the creation of usable private and public open spaces on undeveloped land.
- 8.5. *Address Superfund site.* Given the importance of using all land in the district efficiently, begin the process of exploration of superfund site long term clean-up and potential ultimate readiness for development.
- 9. *Protection of Adjacent Neighborhoods.* Planning for new development should respect the interests of adjacent residential neighborhoods.**
- 9.1. *Traffic.* New development should include planning that discourages cut-through traffic in adjacent neighborhoods.
- 9.2. *Visibility.* Respect the privacy of pre-existing residential development by avoiding the placement of the tallest new structures along the other periphery of the workplace core. In particular, new workplace development across from homes lining Homestead should retain deep landscaped setbacks that minimize views of commercial development from those pre-existing homes.
- 9.3. *Compatible Adjacent Uses.* New development should respect existing residential neighborhoods. In particular, new development backing up to homes behind development along Tantau should be scaled and disposed to minimize impacts on those adjacent residential properties.
- 9.4. *Transition Zones.* Where appropriate, transition zones should be considered to help buffer adjacent single family neighborhoods.
- 9.5. *Noise.* New development must be planned to buffer adjacent homes from potential noise impacts.
- 10. *Minimization of Traffic Impacts.* As change occurs, organize new development to minimize congestion in this part of the City. Plan short-term development in a forward-looking manner, e.g., in a way that improves the integration of land use, development form and transportation infrastructure.**
- 11. *Consideration of Residential Uses.* Residential development is an important community issue on which individuals within the community have differing views. As development of the study area proceeds, the issue of residential development should be addressed in a constructive manner that seeks to come to community consensus on the appropriateness of additional residential development in the area.**

APPENDIX A: STARTING POINT – EXISTING CONDITIONS

CONTEXT: THE CITY OF CUPERTINO

Cupertino is a unique and diverse community. It is a destination city for families seeking excellence in education, professional development and civic pride. Cupertino elementary schools are in the top 5% of the state. One of our high schools was recently rated in the top 100 in the country. Our community college has been ranked among the best in the country as well. We are a high tech community and home to Apple Inc. and in the near proximity of HP, CISCO, SUN and Google among others. We are surrounded by outstanding universities such as Stanford, Santa Clara, San Jose State and Berkeley. We are a combination of high tech companies and a bedroom community.

We have the best and brightest of high tech engineers and scientists from around the world living here. With respect to ethnicity, we are one of the most culturally diverse communities anywhere. We have parks for hiking, picnicking, and recreation. We have one of the best micro-climates in the country. In short, we have a great place to live.

- Summary provided by Dr. Wendell Stephens, Member, North Vallco Study Committee.

CONTEXT: ACCESS TO REGIONAL INFRASTRUCTURE

The North Vallco Study Area is favored with a geographically central location in Santa Clara County, providing convenient (and essential) industry access to the places that drive innovation such as universities, corporate headquarters, and centers of venture capital.



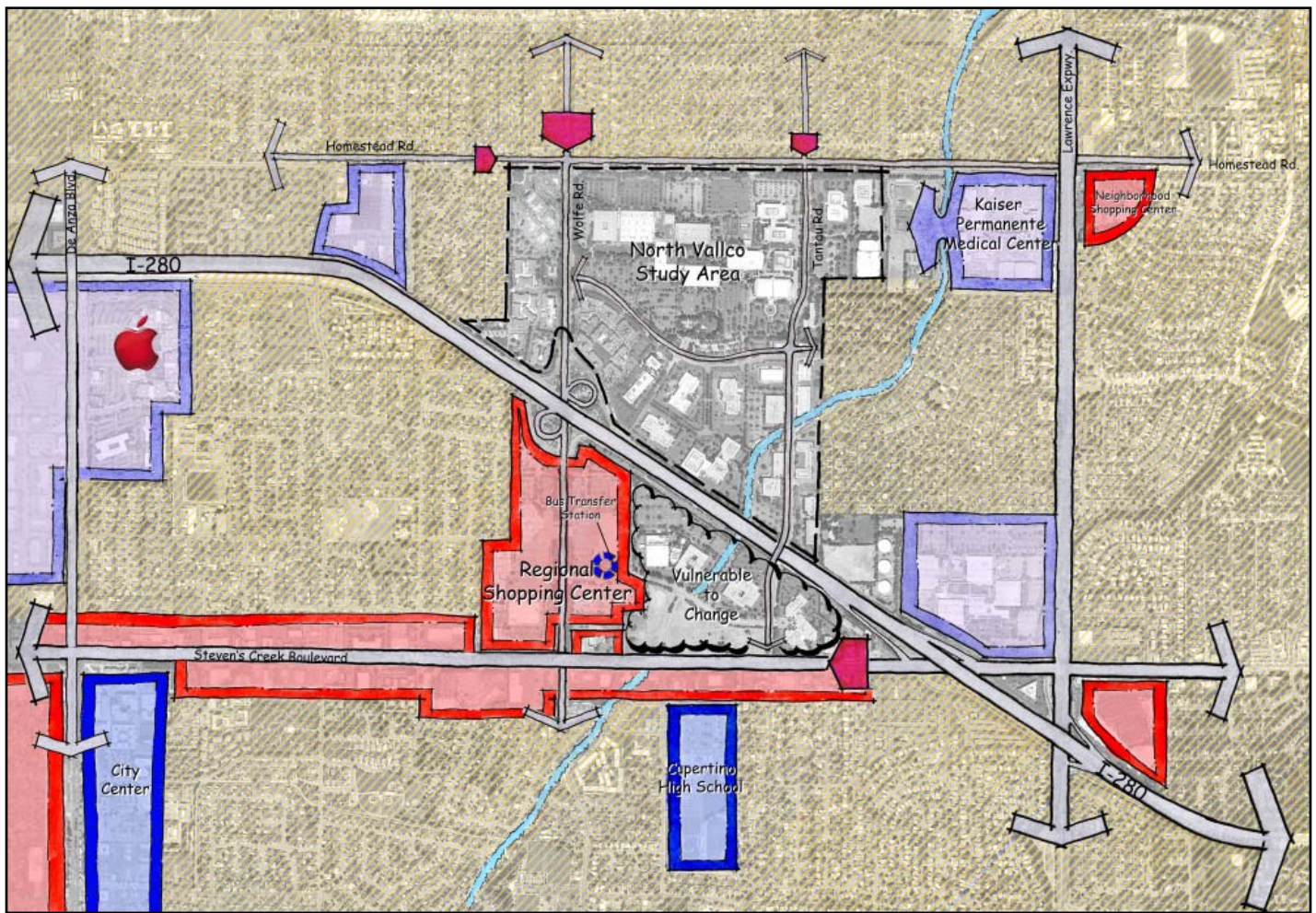
Figure A.1 Regional Context

The Study Area has excellent access to the regional highway infrastructure due to its positioning at a primary I-280 interchange. However the Study Area is currently disadvantageously positioned with regard to existing regional mass-transit corridors such as Caltrain, Santa Clara Valley Transit Authority (VTA) Light Rail, and ACE - see Figure A.1: Regional Context.

IMMEDIATE CONTEXT: NORTH VALLCO ENVIRONS

As illustrated in Figure A.2 – Site Context, below, the North Vallco Study Area is across I-280 from South Vallco, which is dominated by the recently renovated Cupertino Square shopping center (formerly Vallco Fashion Park). The North Vallco Study Area combines with South Vallco to compose a “rectangle of development” distinguished less by its internal cohesion than by its vivid contrast with the single family neighborhoods that surround it.

The North Vallco Study Area is in close proximity to a new Kaiser Permanente medical center, and in reasonably close proximity to the city’s second-largest employment center (North Vallco is the largest by acreage) just to the west along I-280 that includes Apple’s prestigious Infinite Loop Headquarters. A variety of medium-sized properties containing or potentially containing employment development both within and outside of city jurisdiction are located in close proximity to North Vallco. The Study Area is also within a very short drive of the City Center district.



- LEGEND:**
- █ - Potential City/Site Gateway Treatment
 - █ - Workplace
 - █ - Residential
 - █ - Retail
 - █ - Civic

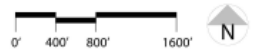


Figure A.2 Site Context

EXISTING DEVELOPMENT

There are currently over two and a half million square feet of occupied and unoccupied office, and office research & development buildings that provide by far the dominant land use in the North Vallco Study Area (see Figure A.3: Existing Development, below). This “workplace core” is complemented by medical offices in the northeastern corner of the site, and by multi-family residential (about 550 units) and lodging (about 315 rooms) development clustered loosely around the intersection of Wolfe Road and Pruneridge Avenue. In the northwestern corner, Cupertino Village provides both the workplace district and surrounding neighborhoods with a supermarket-anchored neighborhood shopping center consisting of about 125,000 square foot of shops and eateries (currently under new ownership with plans for expansion). A church occupies the farthest northwestern corner of the Study Area. In the farthest southwestern corner of the Study Area, a privately owned green space is positioned between single family homes and I-280.

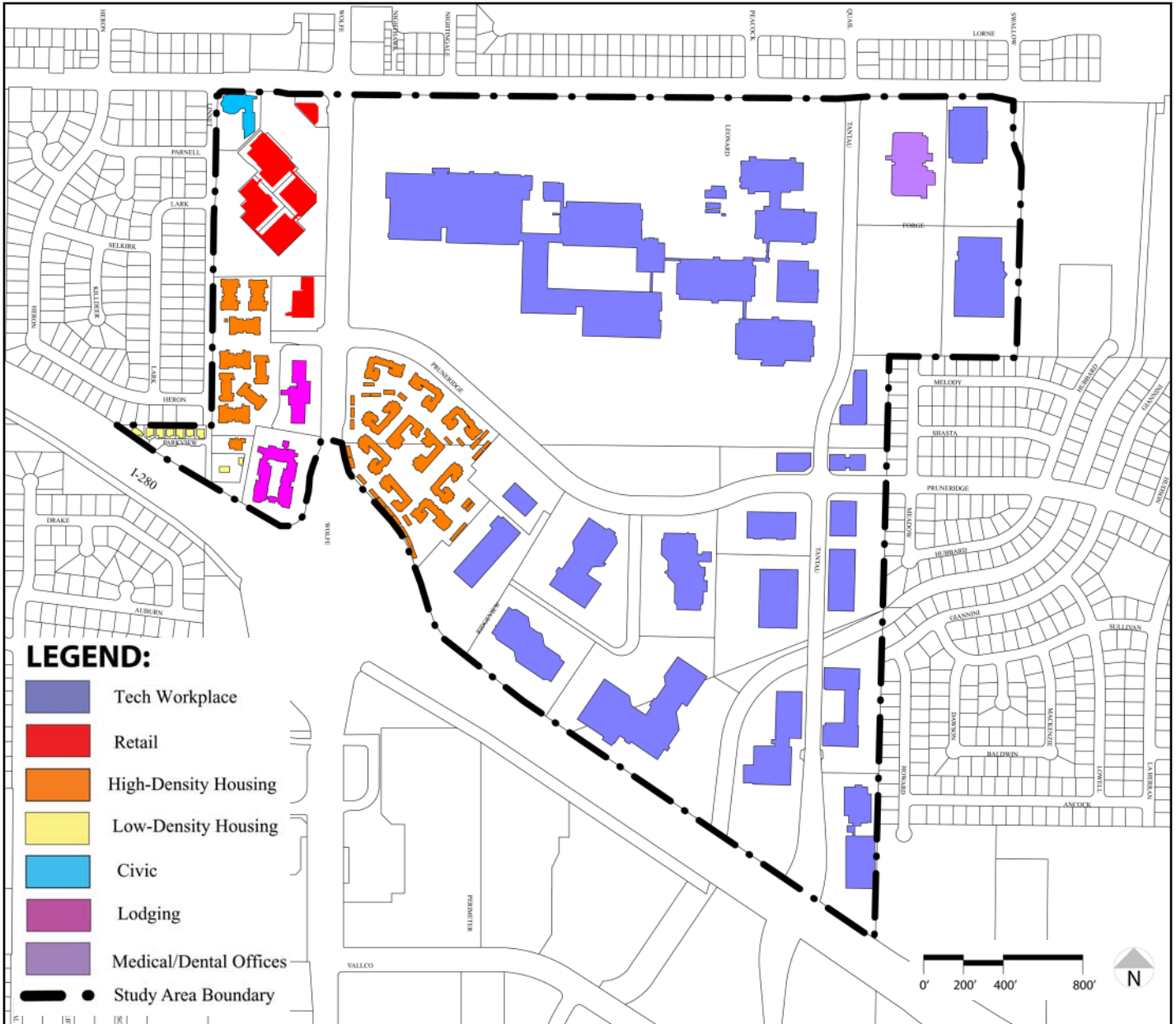


Figure A.3 Existing Development

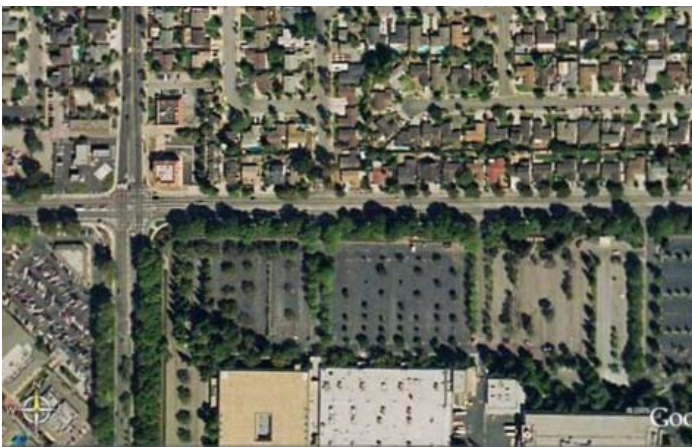
URBAN DESIGN

The workplace development that dominates the character of the district is first generation business park development that dates back to the 1960s when land in Santa Clara County was significantly less expensive, and when it was believed that the densities of employment centers should be kept very low. Buildings are separated by significant distances that are primarily covered with surface parking creating an environment that is suited primarily to circulation in automobiles. This pattern of development is clearly illustrated in Figure A.4: Pattern of Existing Development, below. Residential, lodging and shopping center development are similarly characterized by buildings set back from the public sidewalks and surrounded primarily by surface parking.



Figure A.4 Pattern of Existing Development

The edges of most of the workplace development feature deep landscaped setbacks. Deep setbacks along the northern portion of the workplace core provide a landscaped buffer from the single family homes across Homestead Road from the HP campus. Along the eastern side of Tantau Road, buildings of similar size and mass face toward the roadway, forming a somewhat unified one-sided boulevard composition. Commercial development along the eastern side of Tantau directly abuts detached single family development to the east.



Deep setbacks along the northern portion of the workplace provide a landscaped buffer across from the single family homes across Homestead Road.



Buildings along the eastern side of Tantau back up against detached single family homes.

Both the primarily HP campus that dominates the northern half of the site, and The Hamptons residential development feature central semi-private green spaces. The district's only public green (as opposed to green landscaping, which is not meant to accommodate activity) is located in the center of the Cupertino Village shopping center. None of these green spaces are connected to each other or to other public or semi-public spaces in the district.



There is a Well Used Public Green Space in the Center of Cupertino Village.

VISUAL CHARACTER AND IDENTITY

The most visible portions of the North Vallco district are the wide arterials - Wolfe Road, Homestead Road, Pruneridge Avenue, and Tantau Avenue - and the treatment of the private development lining their edges. For the most part, the thoroughfares are richly landscaped with well maintained plant materials that have achieved substantial maturity. Dramatic formal arrangements of mature street trees buffer most sidewalks from moving traffic and provide shade and amenity for pedestrians and bicyclists. Identical street furnishings, similarly wide arterial treatments, large scale plantings and the absence of visible buildings make many segments of the four primary arterials somewhat difficult to distinguish one from another. The visibility of uniformly sited buildings along Tantau provides a distinctive imagery in comparison.



Primary arterials are richly landscaped and well maintained, but can be difficult to distinguish from each other.

Entrances to the city and to the district feature a number of understated markers and/or landscape treatments.

Similarly, within the workplace core, mature, very well maintained landscaping is the most noticeable feature along with surface parking lots and buildings of interchangeable design.



Existing on-site amenities are characterized by dramatic stands of mature, very well maintained planting arrangements and allées of trees.



Entrances to the city and to the district feature a number of understated markers and/or landscape treatments.

VULNERABILITY TO CHANGE

Various existing conditions and recent transactions involving real estate in the study area would seem to indicate that major portions of the North Vallco District are likely to change in the short term. Apple Inc. has very recently purchased a large part of the southern portion of the district, with the presumed intent of redeveloping all or most of the property for a new Apple campus. Currently there are vacant buildings along Tantau Avenue. The HP property dominating the largest portion of the district is perhaps the oldest facility in the wide range of HP properties, and one of the oldest in the Silicon Valley, making it a likely candidate for some level of change in the not too distant future (no specific plans have been made public and there is no reason to believe that any are being developed at this time). Cupertino Village has recently been purchased and the new owners have expressed the desire to intensify the site during Study Committee Working Session.



There are vacant buildings along Tantau Avenue.

PROPERTY OWNERSHIP AND CONTROL

Apple Inc. and HP together own virtually the entire workplace core that makes up the vast majority of the district - see Figure A.5 : Property Ownership and Control, below (during the course of this Study, Apple purchased the property along the eastern frontage of Tantau south of Calabazas Creek, adding to the size of their current holdings). All other increments of property ownership and control are significantly smaller, and are held by various owners, as indicated in the diagram below.

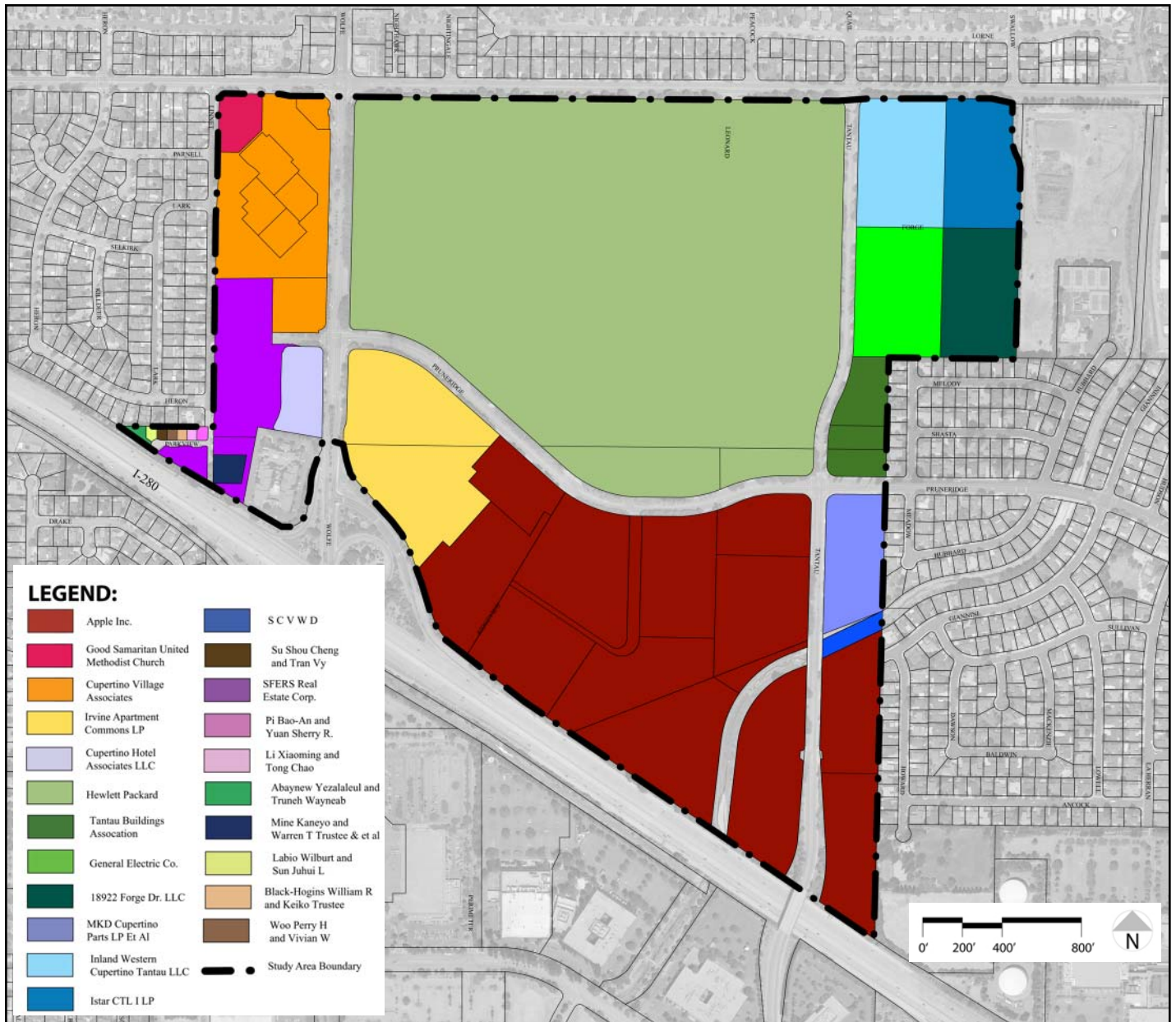


Figure A.5 Property Ownership and Control

Pattern of Streets and Blocks

Existing development in North Vallco is composed entirely of superblocks. The scale exceeds the typical distances most people are willing to walk, especially during lunchtime and to and from shops, offices and homes. There are no through-streets anywhere along Pruneridge Avenue between Wolfe Road and Tantau Avenue, a distance of over two thousand feet. Future development should consider providing more through-streets to Pruneridge, Wolfe and Tantau to foster walking and bicycling between in-district destinations.



Existing development in North Vallco is composed entirely of superblocks.

APPENDIX B: COMMUNITY WORKSHOPS

The Planning Process for this first phase of the North Vallco Master Plan was organized around a series of community workshops and steering committee working sessions. Three community workshops were held as part of this first phase, as follows:

January 25, 2007: Community Workshop 1

March 8, 2007: Community Workshop 2

April 2, 2007: Community Workshop 3

Note: At the beginning of this Study, there was a pending proposal for a new residential development for the property along the eastern frontage of Tantau Avenue, between Calabazas Creek and I-280. During the course of the project, the residential development proposal was withdrawn. Subsequent to the withdrawal of that proposal, but after the third Community Workshop was held, Apple Inc. completed purchase of that property, adding to their holdings in North Vallco.



The following is a summary of workshop content and comments received from participants at each of the workshops.

COMMUNITY WORKSHOP #1

Date held: January 25, 2007

Workshop Agenda:

- Welcome and Introduction

Ms. Christine Mallery, North Vallco Study Committee

- Presentation: Opportunities for Refreshing N Vallco: The City, The Site, and the Changing American Workplace.

Michael Freedman, Freedman Tung & Bottomley

Note: A copy of the PowerPoint exhibits used in this presentation are available on the City's website.

- Discussion, Feedback and Comment.

Summary of Participant Comments

Regarding the Prospective Uses of the Study Area:

Tech Park

- The tech park makes Cupertino complete
- North Vallco is a Tech Park and should be retained as a tech park (x 4)

Retail / Activity Center

- Create a small city retail area
- Desire for “a hub where we can walk and shop and exchange ideas.”
- Create community gathering places without intensifying
- Go back to the old town concept with housing above stores – an urban destination.
- Mixed use – desirable

Housing

- The Condos are just as good as the single family homes in the area
- Find some affordable housing, more diverse and age appropriate, emphasis on needs of older households (x2)
- No new housing except for single family (x4)
- Just having retail and industry is not a “complete dream.” Housing is needed.

Recreation and Open Space

- Retain visual prominence of landscaping and trees (x2)
- Concentrate on recreation – rec centers and fields
- Jogging path – child care
- “lots of public park” good – accessible, not just green space

Other ideas (parts of the vision)

- School transportation transfer site
- Jogging path
- Increased safety (bike cops, foot patrol)
- A new elementary school
- A trauma center, more specifically some care facilities for seniors
- A “world class” child care facility
- Opportunity for light rail
- Become a leader with green development, solar requirements, recycling
- Create high density to save land, encourage transit and public transportation

Concerns about Impacts

- Traffic congestion – bad (just as bad at lunch) (x6)
- School district crowding – bad (x2)
- Competition w/City Center
- Acceptability of mixed use and density increase is based on ability to handle traffic
- Privacy impacts of concern to those in single family homes surrounding the site to the north, east and west, including residents of other cities, who should be involved. Need to create buffer between residential and

office uses; need to create buffer between medium density and single family housing

- Environmental concerns relating to landscaping
- Site is now nice and quiet on the weekends

Other Comments and Questions

- What will be the impact of people getting older yet still being in the workforce?
- Why doesn't the Golden Triangle model work anymore?
- Is greater density appropriate, is Cupertino going to become a big city?
- What degree of influence do community members actually have?
- What is the status of South Vallco?
- Where do the people who live on site currently work?
- What is vulnerable and likely to change?
- "Are we going to become a big city like San Francisco or is Cupertino going to stay the way it is?"

COMMUNITY WORKSHOP #2

Date held: March 8, 2007

Workshop Agenda:

- Welcome and Introductions
Ms. Christine Mallery, North Vallco Study Committee
- Presentation: Envisioning the Future District: Preliminary Concepts.
Michael Freedman, Freedman Tung & Bottomley
Note: A copy of the PowerPoint exhibits used in this presentation are available on the City's website.
- General Discussion, Feedback and Comment.
- N Vallco Study Committee Questions to Participants, Feedback and Comment to Consultant Team.
- Next Steps; Adjourn.

Primary Exhibits Displayed for Participant Response: The illustrations on the following pages (see Figures A.1, A.2 and A.3) were presented as preliminary responses to comments received at Workshop #1.

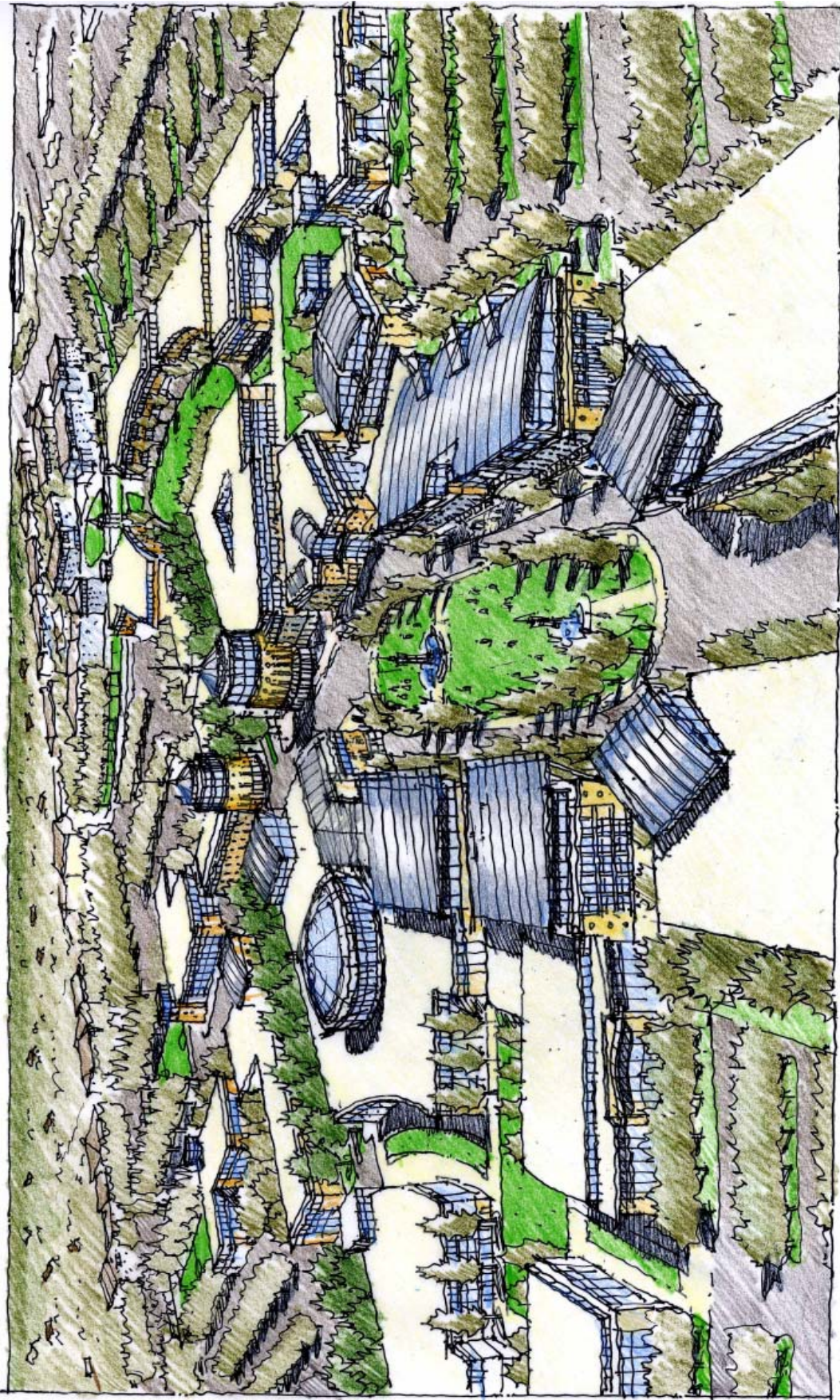


Figure A.1 Existing conditions are characterized by a diffuse pattern of development, with buildings separated by large surface parking lots.



Figure A.2 A rearrangement of the same amount of development as currently exists on the site, but in a clustered, walkable scaled pattern of development forming public spaces and a district “vital center.”

Figure A.3 “A Workplace District for the 21st Century”



Recorded Participant Comments

- If there are going to be residences built East of Tantau, then they should be 1 story, single family houses only.
- This person preferred the office only scenario that was presented.
- The surrounding communities need more schools and one should be built on the site.
- It was suggested that a possible school location would be on the East side of the HP property along Tantau.
- “Leave things alone, is a common opinion.”
- What is going to happen to/in Cupertino Village?
- A representative of the League of Women Voters approved of housing to be built onsite:
- “We will always speak for housing....that is appropriate for the site”.
- Not opposed to housing or office, but wouldn't want a “5-story concrete façade” across from the existing homes east of the site.
- Doesn't like housing on the east side of Tantau.
- Likes the concept of a Center on Pruneridge with retail and restaurants.
- Doesn't want Meadow Ave. (in subdivision east of Tantau) to connect with the street serving the offices to the north of the houses.
- Encourages public transit and bike paths.
- The city should consider a “no new traffic policy”.
- There is a lack of parks, schools in this part of the City.
- Doesn't recommend more commercial on the site if there will *not* be more housing built as well.
- More of the site's open space should be developed.
- Doesn't understand how FTB's proposal is an efficient use of land.
- The entire site is already of a walkable scale.
- Liked the concept.
- Cupertino is almost and could be an urban destination, and the FTB proposal seems like it would help achieve that goal.
- Concerned that this project is a way to eventually turn the entire site into housing, and sees the smaller blocks as a way of making this even easier.
- “This whole process is unnecessary....until Apple says what it wants.”
- 5 to 8 minutes is the longest optimal time it should take to get to a lunch destination.
- The site should have a walking track, some place/reason for people to get out and walk around.
- The big controversies here are the lack of room in schools and that there is too much traffic.

- “We need a school on this site!”
- Suggested putting the Center at Tantau and Pruneridge.
- Most companies want their workers to stay on the site during the day.
- Most companies also do not want the public wandering in and out of their property.
- Doesn’t want more housing, but since most cities in the region have a mandate to build more housing in any space that is available there may not be a choice.
- Putting sports facilities on the site is “ok”, but the area needs more parks (i.e. Memorial Park in Cupertino). However, the current location of the soccer fields is a logical location.
- The community must compromise on new housing and allow some to be built.
- Yes the site is of a walkable scale, but it time is the issue. The FTB design seems to be successful in addressing that concern.
- Thought that consolidation/clustering of office buildings was better than the current development pattern, but was still worried about a lack of recreation space.

Study Committee Member Comments – Included as an Agenda Item at the Conclusion of Community Workshop #2

Visions for the Calabazas Creek:

- -Should be naturalized
- -Concern over flooding
- -City Position is to eventually have a trail along the creek.

What should we (city/community) be concerned about in the future?

- -Need to ensure flexibility, and not be locked into one type of development.

General: Retail, parks will require a sacrifice.

Random comments from non-Study Committee member:

- Referring to a previous planning exercise by the city, Apple wants the smaller office spaces leftover after its move to remain office in order that its support companies can develop as well.
- -Apple is building a new campus in order to free up smaller random sites.
- -The city should not overbuild, but needs to find a happy medium in order to prevent excessive vacancies (in case of a .com bust situation)
- -The schemes presented by FTB “add vibrancy to intensity”.
- -What incentive does HP have in doing this project?
- -Yes, increased intensity in order to accommodate HP/Apple is ok.

- -Doesn't know what to think about the project because there isn't enough info to tell what will happen right now.
- -"In planning for success, we must anticipate more intensity."

Comments from general Community Workshop Participants:

- -The market is very strong in the area and can facilitate more growth
- -"Do not fear change."
- -People need to allow mixed use development.
- -Pruneridge IS a major travel corridor, and it may not be wise to narrow/slow it down.
- -There needs to be a representative of the local school district/s in attendance at these meetings in order to answer some important questions being raised.
- -Not as convinced that there needs to be a central gathering place (i.e. cafes) because HP/Apple will have their own amenities.
- -"I wish that more people from the community would attend [these meetings]"

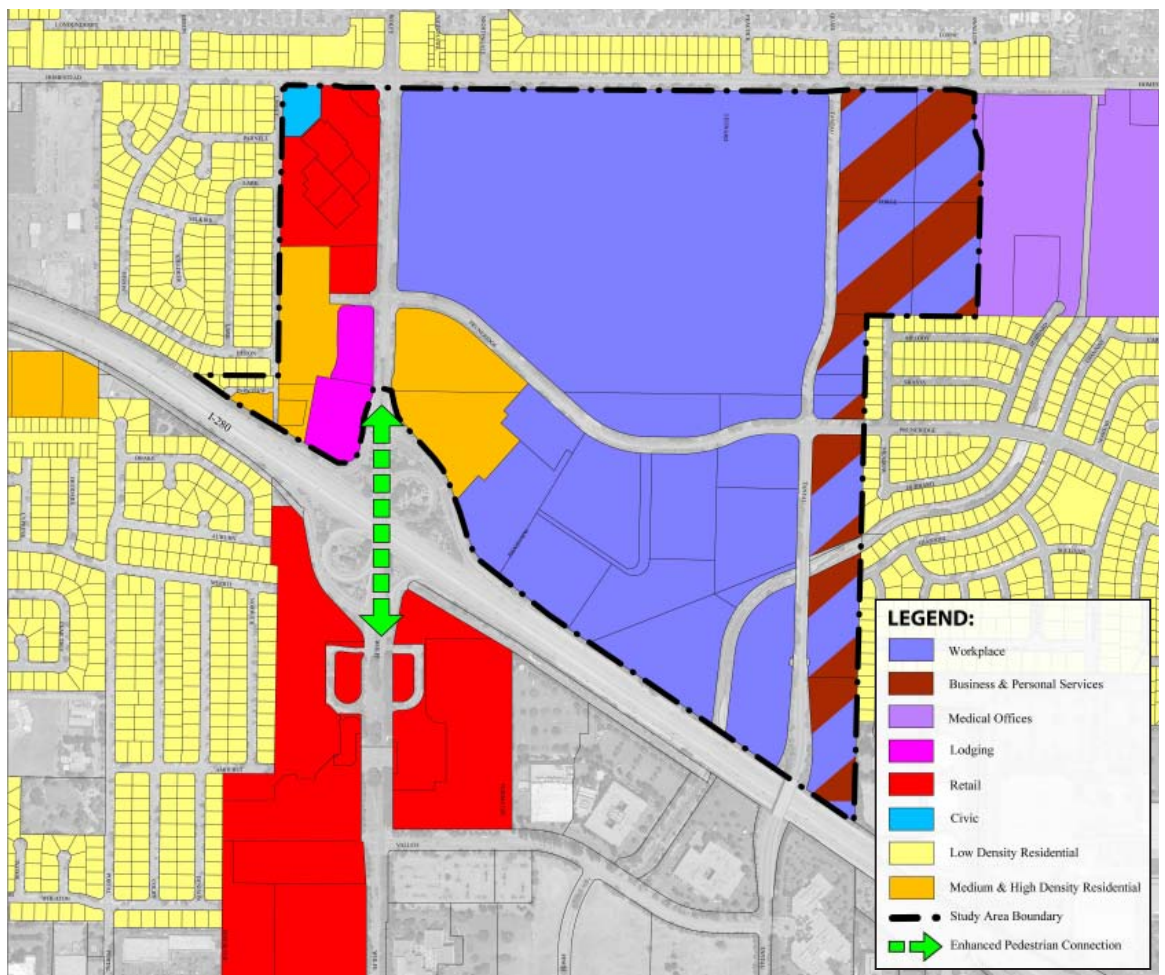


Figure A.4 Preliminary "Envisioned Future Land Use" diagram displayed for discussion in Community Workshop 3.

More Comments from non-steering committee members:

- -Doesn't see the attraction of having a central meeting place because there would not be anyone there at night, and no one from the rest of Cupertino is going to get in their car and drive across I-280 to get there.
- -Advocated putting housing and food/retail establishments in this location.
- -Thinks the process is guided more by Apple than anyone else, and doesn't think that HP will want to rearrange their site with out getting something in return

Desirable Features of Future District

- Physical & Intellectual Security
- Lunch places close by
- Fine Dining; Restaurants with private rooms
- Accommodations for the "best & brightest" who come here from all over the world: A Nice Hotel
- Beautiful campuses and buildings
- Urban lifestyle: places that appeal to employees in their 20s and early 30s
- High end shopping/eating/lingering place like Santa Row-type place
- Transportation – "Keep Cars off the Road"
- Cleaners and other personal and business services
- Day Care
- Make Wolfe Road more pedestrian friendly
- Plan for intensification over the long term

COMMUNITY WORKSHOP #3

Date held: April 2, 2007

Figure A.5 A list of "Desirable Features of the Future North Vallco District" presented for discussion at Community Workshop #3.

Primary Exhibits Displayed for Participant Response:

Exhibit 1 – Preliminary "Envisioned Land Use" diagram (see Figure A.4)

Exhibit 2 –List of "Desirable Features of Future North Vallco District" (see Figure A.5) as developed in the preceding North Vallco Steering Committee Working Session (see Appendix B, below).

Summary of Participant Comments

Regarding Prospective Uses for the Study Area:

Tech Park

- Embrace Apple/HP.
- We should be asking companies what they want – enhance other businesses & south Vallco.
- Recognize Apple's security interests; need security of intellectual products. HP and Apple need to be gated.
- HP/Apple don't want to share facilities.
- Possible long-term intensification.
- Likes H
- P buildings set back & tree lined walkways. HP is beautiful; people use it for walking.
- Feels safe at night walking along street – no Starbucks, etc.
- Crosswalk – mid-block on Wolfe.

Retail/Activity Center

- Apple would benefit from surrounding lunch places, fine dining, hotel, create an urban lifestyle that serves young employees.

-
- Like quiet weekends near corporations; services could be noisy.
 - Need services to walk to.

Housing

- League of Women Voters supports low/moderate income housing, scattered throughout the community
- Don't lose sight of who is living here, e.g., seniors.
- Housing should be accessible, no gates. Match the neighborhood.
- Be aware of how new development fits into the community. If housing makes sense here, be sure it reflects the community that is there.
- Condominiums are a good housing solution. Be sure they are well designed initially.

Recreation and Open Space

- Example of the Washington DC mall – lots of interaction, open area can be active.

Other Ideas:

- Daycare

Concerns about Impacts:

- Jobs/housing balance
- Schools
- Traffic. It would be nice if Apple employees didn't have to get into cars between campuses. Hope they make easy for employees to walk & bike, e.g., sidewalk on west side of overpass. Shuttle for lunchtime. Provide mobility choices. Make Wolfe Road pedestrian friendly.
- Need details on infrastructure, shuttles, solar effects on surrounding communities.
- Congestion will make their housing prices go down.

Other Comments:

- What is being done about the Superfund site?
- Intensification: quality development, don't degrade.
- Address the whole City.
- Large campuses don't build community; sea of cars. Consolidate cars so it doesn't look like a shopping center.

APPENDIX B: NORTH VALLCO STUDY COMMITTEE WORKING SESSIONS

In addition to the Community Workshops listed in Appendix A, the planning process was organized around a series of North Vallco Study Committee Working Sessions. Four working Sessions were held, as follows:

WORKING SESSION #1 - OCTOBER 19, 2007

Focus of Session: Review and discussion of the purposed of the North Vallco Study and the role of the Study Committee.

WORKING SESSION #2 - MARCH 28, 2007:

Focus of Session: Discussion and Development of Preliminary list of “Desirable Features of Future District” for subsequent discussion and review at the third community workshop.

Results of Working Session #2 – April 2, 2007:

List of Desirable Features of Future District

- Physical & Intellectual Security
- Lunch places close by
- Fine Dining; Restaurants with private rooms
- Accommodations for the best brightest who come here from all over the world: A Nice Hotel
- Beautiful campuses and buildings
- Urban lifestyle: places that appeal to employees in their 20s and early 30s
- High end shopping/eating/lingering place like Santa Row-type place
- Transportation – “Keep Cars off the Road”
- Cleaners and other personal and business services
- Day Care
- Make Wolfe Road more pedestrian friendly
- Plan for intensification over the long term

WORKING SESSION #3 - MAY 23, 2007

Focus of Session: Review of draft “Principles” to guide growth and change in North Vallco. This discussion formed the basis of Chapter V – Principles in this document.

WORKING SESSION #4 - JULY 23, 2007

Focus of Session: Review of draft North Vallco Master Plan – Phase I document and direction to City Staff and consultant team with regard to recommended modifications.

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