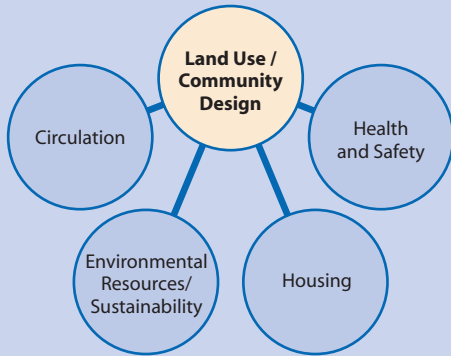


Section 2

Land Use/Community Design



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INTRODUCTION

The Land Use/ Community Design element is the keystone of the General Plan. It unifies the other elements of the General Plan by providing an overall policy context. It deals with the central issues of growth and the quality of the community, and helps define the desired balance among the social, environmental and economic costs and benefits associated with growth.

Most of the Guiding Principles as described in the Community Vision are manifested in this element. The arrangement and type of land uses determine community identity and character. They determine how and where people interact, and how much they enjoy living and working in their community. The land use element policies will help Cupertino evolve into a more integrated, walkable, cohesive community with an identifiable center and well-defined edges. The underlying form of the community is well suited to accomplishing the objectives of enhancing the existing neighborhoods, while developing a more integrated and vibrant development pattern.

Some of the factors that must be included in achieving the desired community character are: the preservation of its natural setting, maintenance and improvement of its attractive residential neighborhoods, the creation of lively public places, the provision of quality public services and facilities, the integration and connection of different land uses, the vitality of business and manufacturing, and the maintenance of a strong tax base for government and school operations.



Regional Location

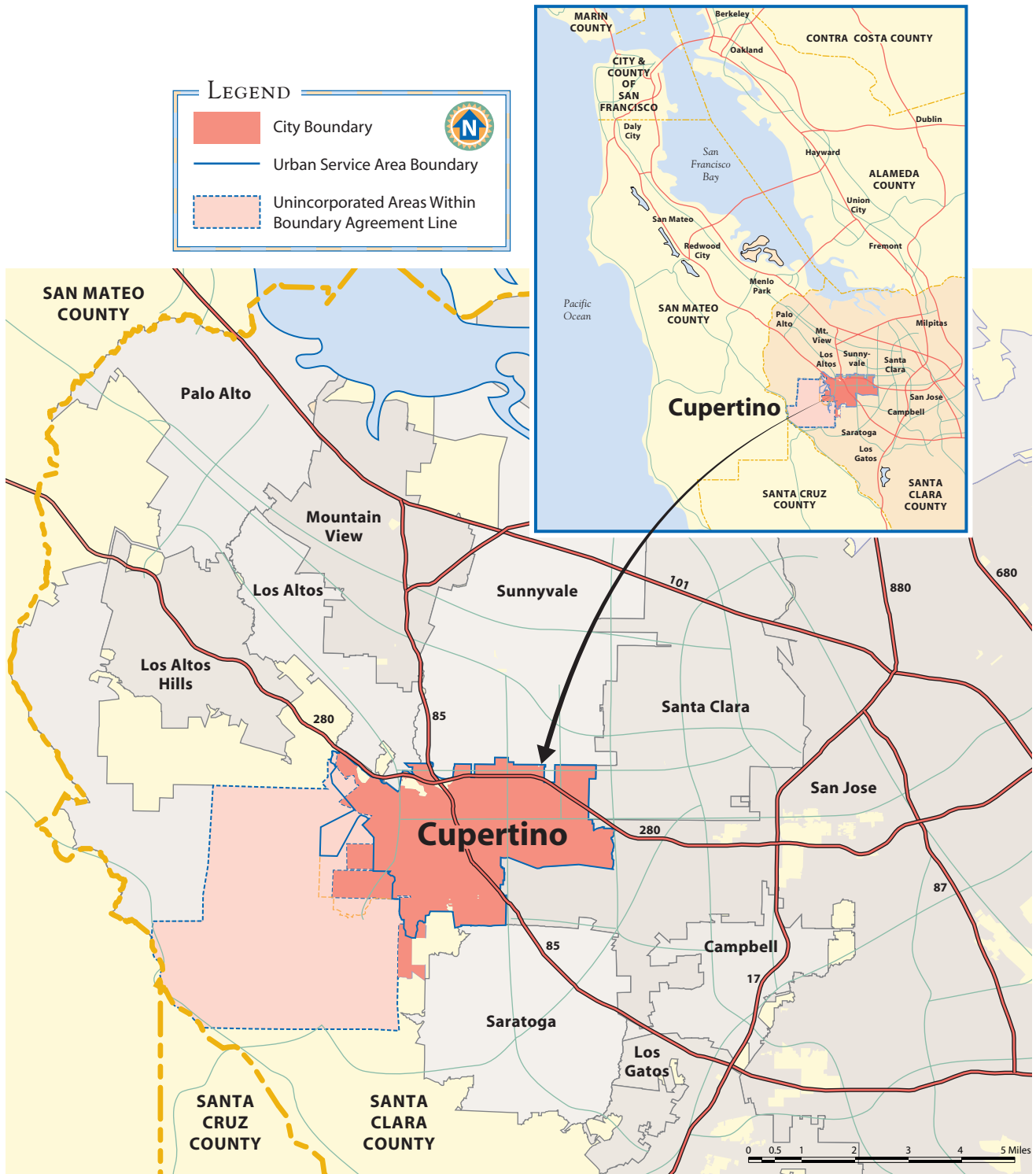


Figure 2-A. Cupertino Regional Location1



PLANNING CONTEXT

Development History

Cupertino was incorporated in 1955 and grew from a lightly settled agricultural community of 2,500 people into a suburban community during Silicon Valley's expansion in subsequent decades. Cupertino was a desirable place to live because of its attractive natural setting and close proximity to employment centers and major transportation thoroughfares. Since incorporation, Cupertino also developed an excellent public education system, quality public parks and facilities, popular shopping destinations, and an efficient street system. More recently, Cupertino has introduced compact urban development in the City Center and at Vallco Park and has gained a reputation for high quality corporate campuses and headquarters buildings.

Land Use Pattern

Cupertino's land use pattern is built on a conventional suburban model with predominantly single-family residential subdivisions and land uses with distinctive commercial and employment centers areas separated from the surrounding residential areas. The development pattern is influenced by topography. Starting with the western foothills, the predominant land use is semi-rural, with steep terrain, larger residential lots and an abundance of native and non-native vegetation. There are few multi-lane streets and sidewalks are intermittent. From Stevens Creek to Highway 85, the pattern is more suburban. The residential neighborhoods have a more uniform pattern. The residential lots are smaller and there is a patchwork of nonresidential sites: schools, small retail and office centers, and a small industrial park. East of Highway 85 the land use pattern

becomes more urban in character. De Anza College, as well as retail, hotel, office and industrial buildings, are located along major transportation corridors. While the predominant housing type remains suburban-style, single family residences, there are an increasing number of multi-story buildings, including higher density apartments.

Transportation Pattern

The suburban pattern forces most residents and workers to rely on their automobiles for their daily activities. Cupertino has responded by creating an automobile-based land use and transportation system. Building sites were designed for the convenience of the automobile, with buildings set back far from the street and ample parking in the front. Streets were widened to accommodate larger volumes of automobile traffic to the detriment of other forms of transportation, including public transit, bicycling and walking. This transportation pattern isolates residents socially from interaction with their neighbors. The City seeks to modify this pattern of development that isolates residents and impedes the building of a cohesive community. The City seeks to decrease reliance on private automobiles as the sole means of transportation and increase opportunities for frequent interactions among its residents, workers and visitors.

CUPERTINO COMMUNITY FORM

Communities and neighborhoods must have centers and edges to enhance their distinctive character. The Community Form Diagram, Figure 2-B, defines distinct planning areas, transportation and trail corridors, and the edges of the City. The diagram iden-



tifies the extent of the urban edge and where the transitions occur to the suburban and semi-rural development patterns.

Urban Centers

The Community Form diagram defines the primary employment and activity centers in North De Anza, City Center and Vallco Park and the retail commercial centers in the Vallco Fashion Mall and the Crossroads Area. These concentrated areas selectively combine higher density residential uses with commercial uses. Housing built along major boulevards offers opportunities to add a greater variety of housing types that have not been historically built in Cupertino. Reserving land for additional housing will add vitality to these corridors, place the security of “eyes and ears” on the street, shorten commutes and support existing businesses. These centers will be connected by lower-intensity, mixed use retail, office and residential developments along Stevens Creek and South De Anza Boulevards.



A COHESIVE, CONNECTED COMMUNITY WITH A DISTINCTIVE CENTER AND AN IDENTIFIABLE EDGE

► **Policy 2-1: Concentrated Development in Urban Centers**

Concentrate development in urban nodes and selectively include housing with office and commercial uses where appropriate in designated centers.

Strategy:

Mixed use. Consider mixed-use devel-

opment in the selectively designated urban centers.

► **Policy 2-2: Connections Between Centers and the Community**

Provide strong connections between the employment and commercial centers to the surrounding community.

Strategies:

1. **Neighborhood connections.** Enhance pedestrian and bicycle connections to surrounding neighborhoods in new development.
2. **Public access.** Provide pedestrian and bicycle paths through new projects to enhance public access to and through the development.

The “Crossroads” shopping district is proposed to be the centerpiece of the urban nodes. It is located at the historic core of town and consists of specialty shops, grocery stores, convenience stores and dining establishments that form a strong base for a central focal point. The Crossroads Area Streetscape Plan allows new buildings to be close to the street, with wide sidewalks to accommodate pedestrians. It calls for on-street parking to buffer pedestrians from traffic impacts, outdoor dining, attractive street furniture, and landmark elements at the Stevens Creek Boulevard/De Anza Boulevard intersection to create an attractive, walk-able shopping district.

► **Policy 2-3: Crossroads Area Streetscape Plan**

Create a vibrant shopping village in the Crossroads area, where commercial and roadway design encourage pedestrian activity.



Community Form

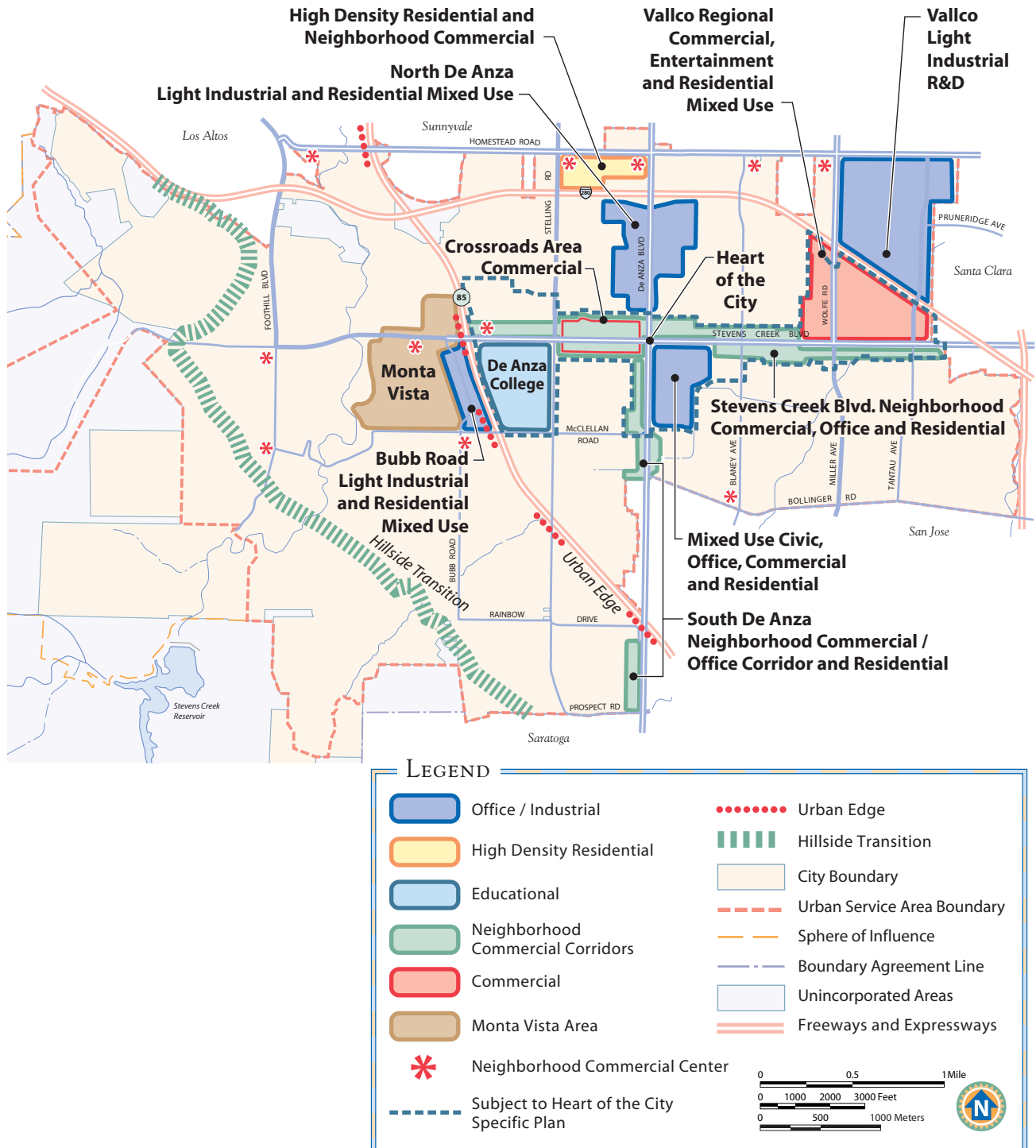


Figure 2-B. Community Form.



Strategies:

1

SEE POLICY 2-28,
CROSSROADS
AREA

1

1. **Conformance to Plan.** Require development along Stevens Creek Boulevard between approximately Stelling Road and De Anza Boulevard to conform to the Crossroads Area Streetscape Plan.
2. **De Anza Boulevard/Stevens Creek Boulevard Landmark.** Secure landscape easements from properties at the intersection of De Anza Boulevard and Stevens Creek Boulevard for construction of a future landmark, which may include open space, landscaping and other design elements at the corners. Reserve a permanent landscape easement as a condition of development at all four corners of the intersection to allow the construction of a future landmark, excluding the southeast corner of the Stevens Creek/De Anza Boulevard intersection. Land at the southeast corner will be an open space area and gathering place.

2

SEE POLICY 4-3 IN
THE CIRCULATION
ELEMENT

2

2. By reshaping the built environment and the transportation system to fulfill the land use goals and diagram, the City can begin to attract residents to central, public spaces. The City-centered form of development will encourage activity, attractive public uses and a pedestrian-friendly environment.

**Policy 2-4: Active Spaces**

Encourage active, publicly oriented land uses to locate in the urban centers.

Strategies:

3

THE COMMUNITY
DEVELOPMENT
SECTION PROVIDES
STRATEGIES TO
IMPLEMENT THIS
POLICY

1. **Active Commercial Uses.** Recruit active commercial uses such as restaurants, cafes, bookstores, commercial entertainment uses and movie theaters to locate within the Vallco or Crossroads planning areas.

2. **Zoning Incentives.** Provide zoning incentives such as greater flexibility on the allowable floor area ratio and setbacks for these preferred commercial uses.
3. **“Sense of Place.”** In order to create a “sense of place,” require development plans to incorporate elements that are oriented toward pedestrian-scaled outdoor uses along major boulevards, including parks, plazas, seating areas, outdoor dining and public art.
4. **Public Areas.** Ensure that public areas are attractive and designed to meet the open space and recreational needs of surrounding areas.

Neighborhoods

Planning for the unique aspects of neighborhoods and connecting neighborhoods to each other are important General Plan principles. Neighborhoods are the building blocks of community form. They should include a definable edge (e.g., major streets, creeks) and a center, usually comprised of a neighborhood school or park. The surrounding land uses exist to enhance and support the neighborhoods with services, jobs, schools and shopping. These services should be within walking distance to decrease reliance on the automobile. At the same time, neighborhoods must be protected from incompatible development and undesirable traffic impacts.

**Policy 2-5: Distinct Neighborhoods**

3

3. Plan for neighborhoods that have distinctive edges, an identifiable center and safe pedestrian and bicycle access to surrounding uses.



Policy 2-6: Neighborhood Protection

Protect residential neighborhoods from noise, traffic, light and visually intrusive effects from more intense developments with adequate buffering setbacks, landscaping, walls, activity, limitations, site design and other appropriate measures.

Strategy:

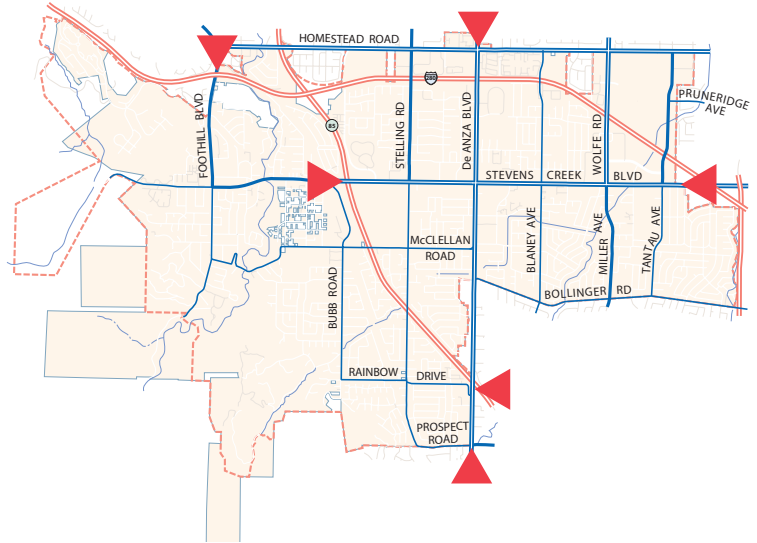
Create zoning or specific plans that reduce incompatibilities between new development and existing residential neighborhoods: daylight planes, minimum setback standards, landscape screening, acoustical analysis, location and orientation of service areas away from residential uses and limitations on hours of operation.

Circulation

1 Community form includes the circulation system that connects people internally and externally. Highway 85 defines the edge between the urban areas and the suburban and semi-rural areas. Opportunities will be pursued to reduce road width and number of lanes on roads that cross from urban to rural areas. Landscaping will be more informal, with trees and shrubs becoming more dominant and closer to the street. The circulation system will be balanced so that automobile traffic does not overwhelm other forms of transportation.

Policy 2-7: Defined and Balanced Circulation System

Define the circulation system as a hierarchy of street widths from urban to rural areas. Balance the roadway system between automobile and pedestrian/bicycle needs.



City Gateways

Gateways are important in creating a memorable impression of a city, often using formal elements, such as buildings, arches, fountains, banners, signage, special lighting, landscaping and public art. Gateways may also be dramatic without constructed devices, and are not always found at the city limits. For example, the street over-crossing at Lawrence Expressway and Stevens Creek Boulevard is a definite gateway to the east edge of Cupertino, even though it is not located in Cupertino.

1 SEE POLICY 4-6 IN THE CIRCULATION ELEMENT

Policy 2-8: Distinctive Community Gateways

Provide distinctive community gateways at major entry points that create a unique community identity for Cupertino.

Strategies:

1. **Gateway Plan.** Develop a gateway plan for the City’s entry points. Identify locations and design guidelines for the gateway features.



Planning Area

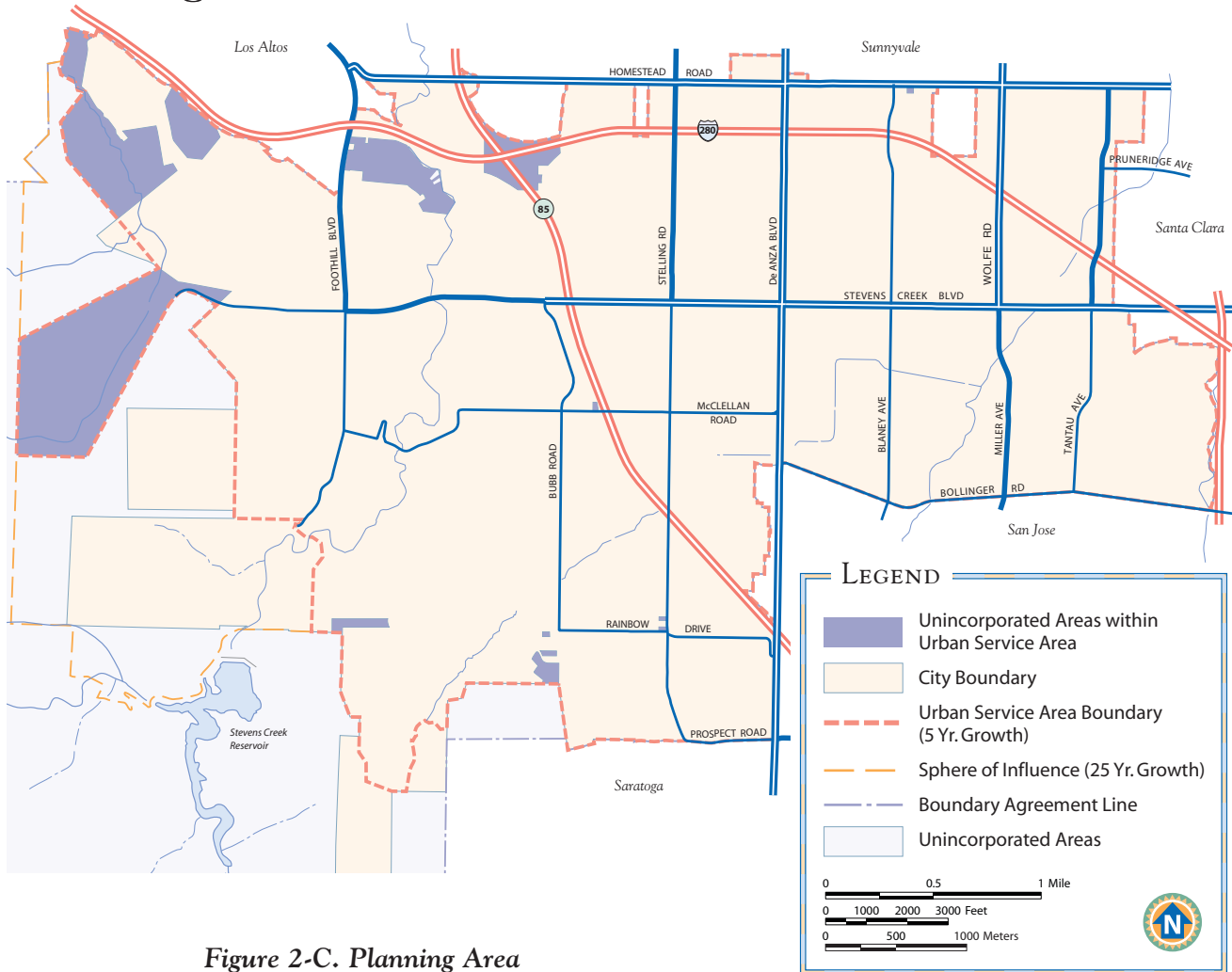


Figure 2-C. Planning Area

2. **Landscaping Treatment.** Accentuate the edges with landscaping and road patterns that announce entry into a different space.
3. **New Development.** Review properties next to community entry points when they are developed or redeveloped for opportunities to reflect the gateway concept.

Urban Service Area

The City must focus its resources and energies on places where its residents already live, work, shop and play. The City desires to grow for the next 20 years within its existing urban service area. The City’s long-term growth boundary defines the area where the City intends to expand its services over the next 20 to 30 years. Thus the current urban service area boundary is coterminous with the City’s long-term growth boundary. This



does not preclude opportunities for the City to adjust its boundaries with adjacent cities where it is desirable to create logical community form. For the year 2020 timeframe, the amount of land in Cupertino will remain essentially the same except for additions resulting from the annexation of small, unincorporated islands and potential boundary realignments with abutting cities in valley floor locations.



A COMPACT COMMUNITY BOUNDARY THAT ALLOWS EFFICIENT DELIVERY OF MUNICIPAL SERVICES

▶ **Policy 2-9: Long Term Growth Boundary**

Allow modification of the long-term growth boundary only in conjunction with a comprehensive review of the city's General Plan.

▶ **Policy 2-10: Urban Areas**

Focus City resources in urbanized areas where the City has previously agreed to provide services.

▶ **Policy 2-11: Urban Service Area Expansion**

Work with Los Altos, San Jose and Sunnyvale, as appropriate, to create boundaries that define logical municipal service areas.

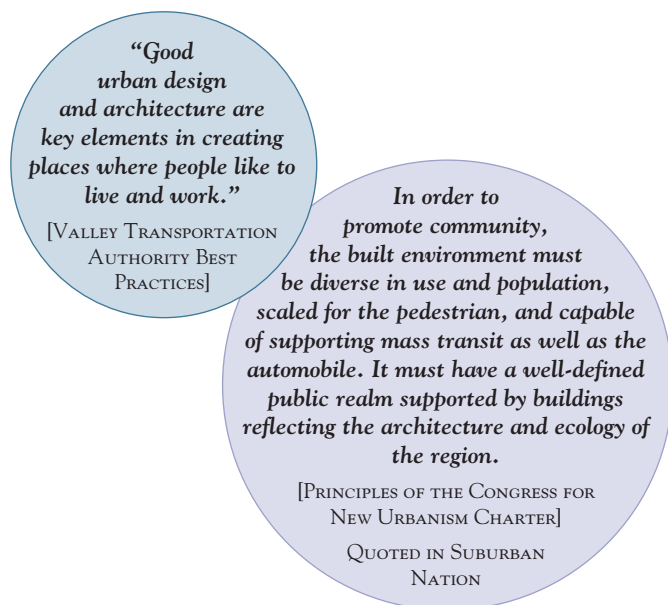
Strategy

Tax-Sharing Agreements. Consider entering into tax-sharing agreements with adjacent jurisdictions in order to facilitate desired boundary realignments.

▶ **Policy 2-12: Annexation of Small, Unincorporated Islands**

Actively pursue the annexation of unincorporated properties within the City's urban service area, including the Creston neighborhoods, which will be annexed on a parcel-by-parcel basis with new development. Other remaining small, unincorporated islands will be annexed as determined by the City Council.

COMMUNITY DESIGN



The previous Community Form section of this Element outlines the urban design strategy for the City. The following section provides more specific direction to implement the community's design themes. Past planning encouraged development of attractive but separate uses that discourage interaction. As the city matures, design policies promote buildings and spaces that invite people into the public realm, stitch different parts of the community together and instill a sense of civic identity.



Building Form

Development must convey a community image of well-designed buildings and active public spaces. The size, color, material and design of buildings—and the placement on their sites—result in a cumulative design statement that shapes the image of the community. Building form refers not only to the mass and bulk of buildings, but the relationship of buildings to each other. Cupertino's existing building form reflects policies that direct greater intensity to the high activity areas, provide for plazas and outdoor areas and respect Cupertino's neighbors by reducing building scale from larger to smaller buildings. City-wide standards and policies are described below, while specific development standards for different areas in Cupertino are described in the Community Development section of this element.



A HIGH SENSE OF IDENTITY AND CONNECTIVITY

► **Policy 2-13: Urban Building Forms**

Concentrate urban building forms in Vallco Park, City Center and Crossroads/Heart of the City planning areas.

Strategies:

1. **Maximum Building Heights and Setback Ratios.** The maximum height and setback ratios for new buildings in various planning areas are specified in Figure 2-D. Cupertino's taller buildings are allowed in the commercial, office and industrial areas. The height at the edges of these areas is reduced when adjacent to residential or other low-intensity uses. Setback ratios are established to assure that the desired relationship of buildings to the street is achieved.

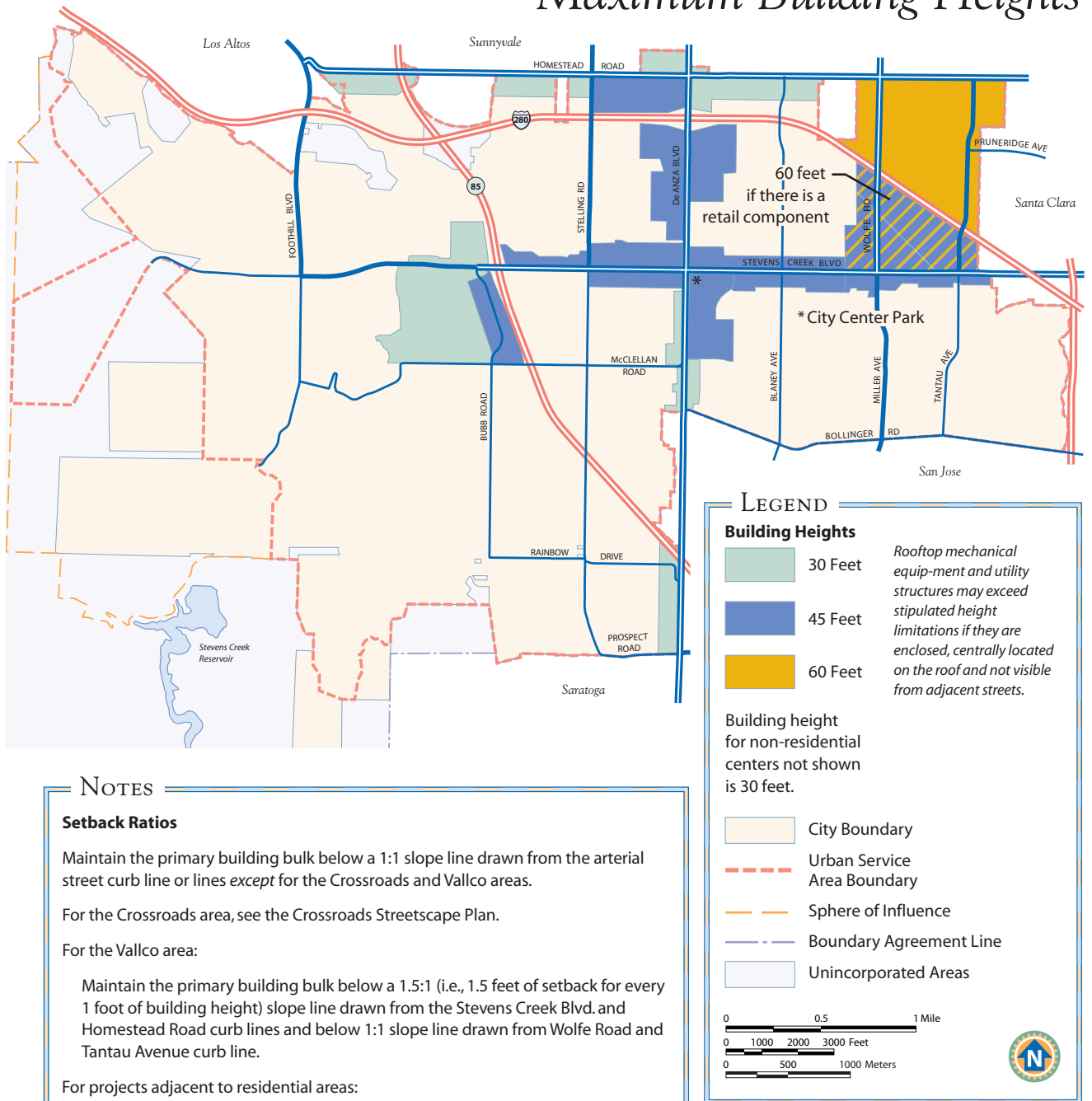
2. **Multiple-Story Buildings and Residential Districts.** Allow construction of multiple-story buildings in Vallco Park, North De Anza Boulevard, City Center, Crossroads and the Heart of the City if it is found that nearby residential districts will not suffer from privacy intrusion or be overwhelmed by the scale of a building or group of buildings.
3. **Cohesiveness of Buildings.** Ensure that the scale and interrelationships of new and old development complement each other. If the project has many buildings, they should be grouped to create a feeling of spatial unity.
4. **Changes in Building Scale.** Avoid abrupt changes in building scale. A gradual transition between low-rise to mid-rise buildings should be achieved by using the low-rise buildings at the edge of the project site. Consider the relationship of building scale on both sides of a street.
5. **Multi-Family Residential Floor Area Ratios.** Ensure that the floor area ratios of multi-family residential developments are compatible with similar buildings in the surrounding area. Include a mix of unit types and sizes, and avoid a preponderance of excessively large units.
6. **Ordinance Revision.** Revise the Planned Development and R-3 ordinances to reflect the intent of Strategy 5.

Building and Site Design

Cupertino has long-standing policies that reflect an interest in high-quality and interesting building design. While the City has a mix of architectural styles, certain areas,



Maximum Building Heights



NOTES

Setback Ratios

Maintain the primary building bulk below a 1:1 slope line drawn from the arterial street curb line or lines *except* for the Crossroads and Vallco areas.

For the Crossroads area, see the Crossroads Streetscape Plan.

For the Vallco area:

Maintain the primary building bulk below a 1.5:1 (i.e., 1.5 feet of setback for every 1 foot of building height) slope line drawn from the Stevens Creek Blvd. and Homestead Road curb lines and below 1:1 slope line drawn from Wolfe Road and Tantau Avenue curb line.

For projects adjacent to residential areas:

Heights and setbacks adjacent to residential areas will be determined during project review.

Figure 2-D. Maximum Building Heights.



Building and Site Design
 New urbanism calls for towns to develop in the appropriate style of their surroundings, while respecting their neighbors.
 [THE CONGRESS FOR NEW URBANISM]

such as Monta Vista and the Heart of the City, have distinct design guidelines. More recently, as interest has increased in creating pedestrian friendly environments, building styles are encouraged that frame the street and are inviting to the surrounding area. An overriding concern is the visual context of the proposed buildings, which should not overwhelm neighboring buildings.



Policy 2-14: Attractive Building and Site Design

Emphasize attractive building and site design during the development review process by giving careful attention to building scale, mass and placement, architecture, materials, landscaping, screening of equipment and loading areas, and related design considerations.

Strategies:

- 1. Sensitive Design and Site Planning.** Encourage sensitive design and site planning that avoids monotonous and monolithic buildings through the City’s development review process. Design and site planning techniques should include articulation and segmentation of the wall and roof planes, pedestrian-scaled building details, visual openings

in the wall plane, smaller building footprints, appropriate building and story setbacks and hierarchical landscaping.

- 2. High Quality Architecture and Materials.** Set high standards for architectural quality by requiring use of natural materials, particularly as accents, and authentic architectural detailing, such as real balconies and window trim.
- 3. Parking Placement in New Development.** Place parking out of sight, behind or underneath buildings. Review the design of the below-level parking facilities with the City’s police agency to minimize crime potential.
- 4. Development Review.** In the City’s development review process for major projects, require computer simulated modeling and photo montage of development proposals and architectural review by City staff or a consulting architect.
- 5. Design Guidelines.** Utilize existing design guidelines, such as Heart of the City and Monta Vista, in reviewing development projects. Update the guidelines or create guidelines for additional areas if needed to achieve a cohesive design concept. Cupertino’s residential stock is largely single family; 70% in the year 2000. Even so, the number of multi-family units increased by over 1,500 units between 1990 and 2000, with three notable new apartment complexes comprising most of those units. Seventy-

Excellent design can make a dense neighborhood feel livable and open
 [THE CONGRESS FOR NEW URBANISM]



five percent of the residential units allowed under build-out of the General Plan are multi-family, due to the emphasis on infill, mixed-use development. Clearly attractive multi-family design is critical to maintaining a high-quality living environment.

6. **View Preservation.** Devise and implement a policy to encourage developers to limit building heights in order to preserve hillside views throughout the City.

► **Policy 2-15: Multi-Family Residential Design**

Maintain a superior living environment for multi-family dwellings.

Strategies:

1. **Relationship to Street.** Relate building entrances to the street, utilizing porches or stoops.
2. **Provision of Outdoor Areas.** Provide outdoor areas, both passive and active, and generous landscaping to enhance the surroundings for multifamily residents. Allow public access to the common outdoor areas whenever possible.

The approach to single family residential design has evolved in recent years from quantitative control of floor area ratio and setback regulations to qualitative control over design, including hearings before the Design Review Committee. Design regulations and guidelines are in place that require design review of larger, two-story residences; applicants must demonstrate that their proposals blend well into the neighborhood. Numerous requirements for reducing second story wall heights and breaking up wall planes are included, as well.



- 2 The distinct architectural design of one neighborhood, Fairgrove, is recognized for its unique Eichler architecture; special development regulations and guidelines were adopted for this neighborhood. Several other neighborhoods have chosen to protect their single story styles by requiring use permits if second stories are desired. Additional improvements to single family residential design control may be needed to further enhance neighborhood compatibility and quality, such as reducing the visual impact of garages.

► **Policy 2-16: Single-Family Residential Design**

Preserve the character of residential neighborhoods by requiring new development to be compatible with the existing neighborhood.

Strategies:

1. **Design Regulations and Guidelines.** Ensure that design regulations and guidelines address the size, style, materials of new construction and the relationship of the proposed changes to the existing neighborhood, including privacy impacts. Consider amendments to the regulations and guidelines if additional measures are needed to ensure attractive and compatible designs.

1 APARTMENT PROJECTS MAY RECEIVE PARK CREDIT FOR PROVIDING SIGNIFICANT ON-SITE OPEN SPACE. SEE CHAPTER 18.24 OF THE CUPERTINO MUNICIPAL CODE. SEE ALSO POLICY 2-80 REGARDING PROVISION OF PARK AND RECREATION SPACE IN THE URBAN CORE AREAS.

2 THE EICHLER GUIDELINES PROVIDE DIRECTION ON SUCH BUILDING FEATURES AS ROOF MATERIALS AND COLORS.



1
SEE POLICY 4-7 IN
THE CIRCULATION
ELEMENT

2. **Design Review Committee.** Maintain the Design Review Committee to review larger proposed homes and homes requiring exceptions to the regulations.
3. **Transition Neighborhoods.** Recognize that some neighborhoods are in transition, and added flexibility for new residences will be considered.


Streetscape and Transitions

Cupertino's streets heavily influence the City's form and the lifestyles of people who live here. Streets can form neighborhood boundaries and add to the sense of community, but they can also compartmentalize and cut off other areas, causing isolation. Streets become barriers when they are difficult to cross or do not offer a sense of protection from vehicular traffic, thus closing off one neighborhood from another. According to studies, speed, even more than the volume of traffic, greatly influences the activities of people who live nearby. To help create streetscapes that promote the General Plan themes of connectivity and walkability, streets must be landscaped and framed with buildings to provide beauty and interest.

If there is one thing that reduces the livability of most postwar suburbs, it is the fact that streets do not feel like pleasant, shared spaces. In new urbanism, streets are safe, comfortable, interesting places for people to walk and meet. Buildings open onto sidewalks, rather than parking. Windows and doors facing the sidewalk make streets safer, and more interesting, for everyone.

[THE CONGRESS FOR NEW URBANISM]

Policy 2-17: Streetscape Design

-  1 Consider unique streetscape choices for different parts of Cupertino.

Strategies:

1. **Street-oriented Building Design.** Orient commercial buildings to the street by placing them toward the front of properties. Orient residential buildings to the street by providing entries and stoops fronting the street.
2. **Sidewalk Locations and Widths.** Determine appropriate sidewalk locations and widths. In the Crossroads area, sidewalks should be located next to the curb, and should be wide enough to accommodate a concentration of pedestrians. In the neighborhoods, sidewalks should be separated by a landscape strip from the curb, in most cases, and be of standard width.
3. **Medians.** Enhance major streets with landscaped medians to beautify the streets and serve as traffic calming devices.
4. **Street Trees.** Maximize tree landscaping along arterial street frontages between buildings and/or parking lots and their adjacent street curb lines consistent with land use visibility requirements.
5. **Intersection Landscaping.** Provide substantial landscaping at all arterial intersection corners.
6. **Neighborhood Trees.** Develop uniform tree planting selections for neighborhoods.
7. **Street Signs.** When replacement is required, install new street signs at major



intersections that promote Cupertino community identity, such as using the morion logo on the sign. Retain the standard font size of the street name to ensure readability.

► Policy 2-18: Context of Streetscape Landscaping

In public and private landscaping projects subject to City review, select landscaping designs that reflect the development context.

Strategies:

1. **Urban Landscape.** Landscape urbanized areas with formal arrangements of ornamental plants.
2. **Rural Landscape.** Provide a transition to a more rural landscape on Homestead Road west of Highway 85, Stevens Creek Boulevard west of Highway 85 and De Anza Boulevard south of Highway 85. Landscape rural and semi-rural areas informally with native plantings.

COMMUNITY DEVELOPMENT

The Community Form section of the Land Use Element and Figure 2-B described the overall physical structure of Cupertino. The Community Development section describes how growth potential is allocated to different areas of the City, in terms of square footage and height. The type of development, that is, commercial, office and residential, and other design requirements, are also described. How the City allocates growth through the General Plan is critical in determining the type of community Cupertino will be in the future. New housing, retail, office and industrial growth directed by the City to specific areas with specific intensities

can contribute to building a more balanced and satisfying community for its residents.

Balancing Land Uses

Cupertino historically has more jobs than housing. When this imbalance is multiplied many fold by adjacent cities, there are regional consequences that include high local housing costs, residential sprawl into outlying areas, congestion of the transportation system and increased air pollution. The General Plan’s development allocation policies will improve the jobs/housing balance by increasing potential housing units and decreasing non-residential square footage.



THRIVING, BALANCED COMMUNITY

► Policy 2-19: Jobs/Housing Balance

Strive for a more balanced ratio of jobs and housing units.

Strategies:

1. **Housing and Mixed Use.** Allocate housing or mixed-use development on certain commercial, office and industrial sites, consistent with long-term City revenue projections (See Policy 2-38 Economic Development Plan).
2. **Housing Impact.** Since the quality of Cupertino schools (elementary and high school) is a primary asset of the City, care shall be taken to ensure any new housing will not adversely impact these systems.

Whenever and wherever societies have flourished and prospered, creative and workable cities have been at the core.
[JANE JACOBS]



Allocating Development Potential

Development activity should be controlled so that private development fulfills City goals and priorities. There is a finite amount of new development that can take place before traffic levels exceed the City's desired transportation level of service. Full "build-out" is not an urgent goal. The uncommitted development potential from properties that are not "built-out" should be reserved to meet future City development needs and overall goals. On a case-by-case basis, the City may allocate development potential to private developments based on the community benefits the project would provide. The remaining uncommitted development potential will be allocated as shown in the Development Allocation Table. Further adjustments to these allocations may be necessary to ensure that the City's economic needs and goals are met. Citywide development potential is calculated by summing the development potential from each of the City's areas. Each area has unique development concepts applied to it to determine its potential. Individual properties are assigned base development potential, but most property owners will need to apply for additional allocations to develop their properties.

Policy 2-20: Diversity of Land Use

Maintain a city structure of Neighborhoods, Commercial areas, Employment areas and Education/ Cultural areas. Provide sufficient development opportunities for these areas in order to enhance their distinct character and functions, while maintaining the desired transportation levels of service.

Strategies:

1. **Citywide Development Allocation.** Allocate new development citywide in accordance with Table 2-A Development Allocation.

2. **Neighborhood Allocation.** Allocate neighborhood residential units through the building permit process unless subdivision or planned unit development applications are required.
3. **Major companies.** Prioritize expansion of office space for existing major companies in Cupertino. Retain a pool of 150,000 square feet to be drawn down by companies with Cupertino sales offices and corporate headquarters. New office development must demonstrate that the development positively contributes to the fiscal well being of the City.
4. **Flexible Allocations.** Allow flexibility among the allocations assigned to each geographical area. Allocations may be redistributed from one geographical area to another if necessary and if no significant environmental impacts, particularly traffic, are identified.
5. **Allocation Review.** Review allocations of the development priorities periodically to ensure that the development priorities meet City needs and goals.
6. **Development Agreements.** Unused development potential committed in development agreements may be reallocated following the expiration of each development agreement, after a public hearing.

Neighborhoods and Non-Residential Centers

NEIGHBORHOODS

Many of Cupertino's residential neighborhoods are distinct enclaves, such as Garden Gate, Linda Vista, Monta Vista,



Table 2-A. Development Allocation.

	Commercial (sq. ft.)		Office (sq. ft.)		Hotel (rooms)		Residential (DU)	
	2010 Built	Buildout	2010 Built	Buildout	2010 Built	Buildout	2010 Built	Buildout
Neighborhood								
Monta Vista	92,387	99,698	431,153	456,210	-	-	828	902
Oak Valley	-	-	-	-	-	-	178	178
Fairgrove	-	-	-	-	-	-	220	220
Other Areas	-	-	-	-	-	-	17,620	17,776
Commercial Centers								
*Heart of the City	1,408,093	1,476,115	510,531	521,987	122	-	262	570
Vallco Park South	1,507,189	1,902,546	708,057	708,057	250	764	471	711
Homestead Road	193,678	193,678	69,550	69,550	126	126	600	784
Other Areas	497,247	495,415	268,735	250,604	-	-	6	306
Employment Centers								
N DeAnza Blvd.	36,657	51,372	2,181,021	2,266,206	138	-	49	146
City Center	64,144	79,011	1,050,227	1,050,227	224	224	556	656
Vallco Park North	133,147	133,147	2,981,930	3,069,676	315	315	554	851
Bubb Road	-	-	428,645	444,435	-	-	-	94
Other Areas	-	-	-	-	-	-	-	100
Major Employers	-	-	-	633,053	-	-	-	-
Citywide	3,932,542	4,430,982	8,629,849	9,470,005	1,175	1,429	21,344	23,294

*Development allocations in the Heart of the City area are net of the Vallco Park South and City Center sub areas

Rancho Rinconada and Oak Valley. Factors that contribute to their distinct character are architectural style, density or street boundaries. These and all neighborhoods must be planned carefully to be sure that residents live safely and comfortably, that they have access to shopping and recreation and that their property investment is reasonably protected.

Neighborhood planning is affected by different neighborhood characteristics. Multi-family or mixed-use neighborhoods may have easy access to shopping and transit; single-family neighborhoods may be more isolated from services. Homes in most

neighborhoods have suburban, one-and two-story architectural styles, while others have chosen to retain a single-story appearance or unique architectural features. Planning for neighborhoods should consider proximity and connections to necessary services, and setting design standards for private property and public rights of way that reflect the character of the surrounding area.

Neighborhoods must offer housing opportunities to meet a spectrum of lifestyle needs. Cupertino encourages a variety of housing types, as demonstrated in the housing element of the General Plan. Mixed



residential and commercial uses are especially encouraged, since they provide more affordable housing and offer residents easy access to shopping and work. Ample housing must be available to Cupertino employees to assure that housing prices and locations are within reach.

While several neighborhoods have planning procedures in place, others require identification of and planning for special needs.



Fairgrove neighborhood residents celebrating their new identification sign

► **Policy 2-21: Unique Neighborhood Character**

Identify neighborhoods that have an architectural style, historical background or location that contribute to a unique neighborhood, and develop plans that preserve and enhance their unique qualities.

Strategies:

1. **Neighborhood Plans.** Initiate or respond to requests to create Council approval for any budgeting needed to prepare the plans.
2. **Neighborhood Zoning.** Respond to requests from neighborhood groups to develop zoning regulations to address their interest in preserving neighbor-

hood character, such as single story homes or distinctive architecture.

3. **Merriman-Santa Lucia Neighborhood.** Allow legally constructed duplexes to remain in the area bounded by Santa Lucia Road, Alcalde Road and Foothill Boulevard.

► **Policy 2-22: Neighborhood Street Planning**

Develop pedestrian-friendly street environments in each neighborhood that help create neighborhood identity, improve safety, increase opportunities for social interaction and connections to shopping, schools, recreation and other destinations.

Strategies:

1. **Circulation Patterns.** Evaluate neighborhood circulation patterns and eliminate pedestrian barriers.
2. **Public Facilities.** Evaluate existing and planned public facilities, such as schools and parks, to improve pedestrian access.
3. **Street Trees.** Develop uniform street tree planting plans for each neighborhood.
4. **Neighborhood Entries.** Define neighborhood entries through architecture, landscaping or land forms appropriate to the formal or rural character of the neighborhood. Vehicular electronic gates should generally be discouraged, because they isolate developments from the community.
5. **Street Requirements.** Determine if special street widths, sidewalk requirements or light fixtures are desirable for any neighborhoods.

1
SEE CHAPTER
16.28 OF THE
CUPERTINO
MUNICIPAL CODE
REGARDING FENCE
EXCEPTIONS FOR
VEHICULAR ELEC-
TRONIC SECURITY
GATES.



Special Centers

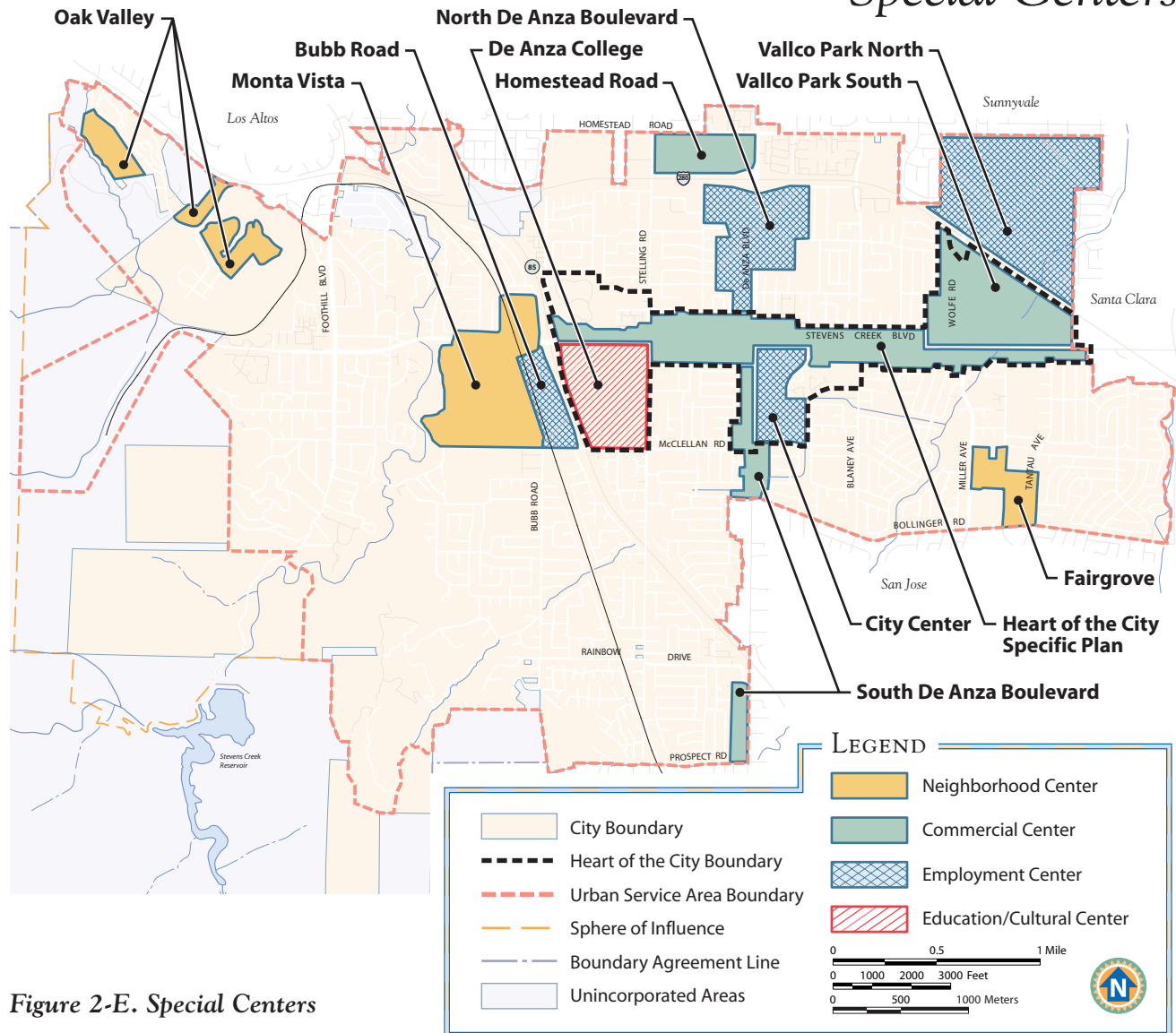


Figure 2-E. Special Centers

► Policy 2-23: Compatibility of Lot Sizes

Ensure that zoning, subdivision and lot line adjustment requests related to lot size or lot design consider the need to preserve neighborhood lot patterns.

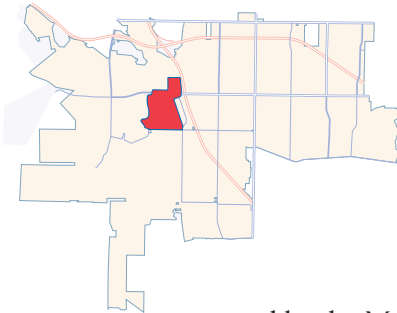
Strategies:

1. **Minimum Lot Size.** Increase the minimum lot size if the proposed new lot size is smaller than and not compatible with the surrounding neighborhood.
2. **Flag Lots.** Create flag lots in proposed subdivisions when they are the only reasonable alternative that integrates with the lot pattern in the neighborhood.



Monta Vista

Three neighborhoods have special plans in place. The first is the Monta Vista neighborhood, serving since the late 1800’s as an attractive farming, and second home community, and emerging into Cupertino’s primary neighborhood of historical interest. It consists of both commercial and residential uses. Monta Vista’s commercial area is governed by the Monta Vista Design Guidelines. The Guidelines provide a cohesive approach to architecture, landscaping and public improvements for that portion of the Monta Vista area. Additional planning is proposed to update the Guidelines and address the whole area.



Policy 2-24: Monta Vista

Retain and enhance Monta Vista as a residential, commercial and industrial node, with adequate pedestrian and bicycle access. The commercial district should serve as a neighborhood commercial center for Monta Vista and its adjoining neighborhoods. Mixed-use with residential is encouraged. The industrial area should be retained to provide small-scale light industrial and service industrial opportunities, while remaining compatible with the surrounding residential and commercial uses.



Development Intensity. Development intensity shall be determined in conjunction with specific development review.

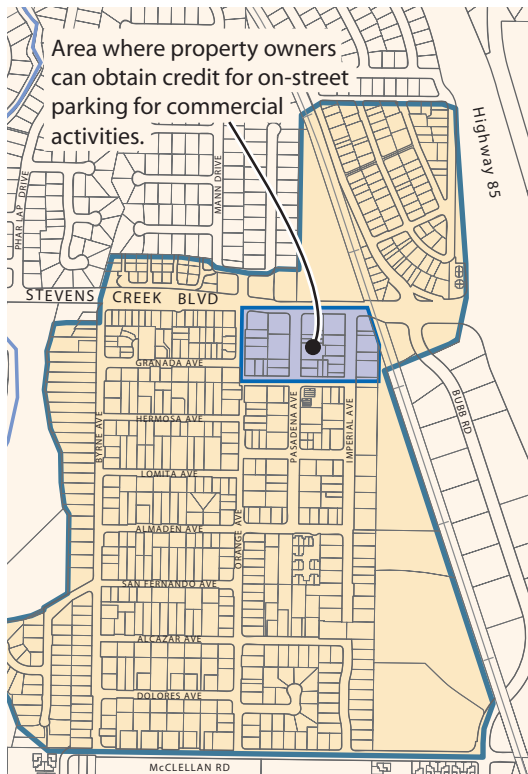
Residential: Up to 12 units per acre.

Commercial (sq. ft.)	
2010 Built	92,387
Buildout	99,698
Office (sq. ft.)	
2010 Built	431,153
Buildout	456,210
Hotel (rooms)	
2010 Built	-
Buildout 2010	-
Residential (DU)	
2010 Built	828
Buildout	902

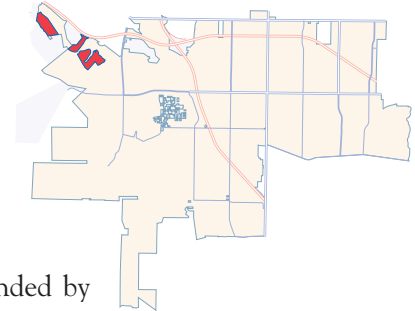
Design Elements:

- 1. Interconnected Access.** Individual properties shall have interconnected pedestrian and vehicle access and shared parking.
- 2. Parking.** Commercial properties or commercial portions of properties may rely on public parking on Pasadena and Imperial Avenues to meet their off-street parking needs within the area bounded by Granada Avenue, Stevens Creek Boulevard, Orange Avenue and the Union Pacific right of way (see figure at left).
- 3. Storefront Appearance.** Commercial and office buildings shall include a storefront appearance to the public street, and shall not be separated from the public sidewalk by extensive landscaping or changes in elevation. Office building buildings shall be designed to accommodate future entrances from the sidewalk for future retail uses.





the property, and public parkland is designated on 145 acres. Development was directed away from steep slopes, view sheds, riparian corridors and areas of tree cover. Architectural styles were approved that complement the natural setting.



Policy 2-25: Oak Valley

Retain and enhance Oak Valley as a unique neighborhood surrounded by natural hillside areas and private and public open space.

Development Intensity. Development intensity is governed by a development agreement that includes the use permit and other approvals. These approvals describe develop-

- 4. **Residential Streets.** Residential street improvements shall maintain a semi-rural appearance, except that Safe Routes to School streets, or any others so designated by the City Council, shall have sidewalks.
- 5. **Monta Vista Design Guidelines.** Evaluate the Monta Vista Design Guidelines to determine if revisions are needed to the architectural and circulation specifications.

Building Heights. Maximum height of 30 feet

Oak Valley

The Oak Valley neighborhood was developed in the late 1990's as a single family neighborhood in a natural area. It is nearly surrounded by Santa Clara County Park and Mid-peninsula Regional Open Space lands. The 178 homes are clustered on 67 acres of



ment areas, intensity and styles of development, public park dedication, tree protection, access and historic preservation. The theme of the approvals is to balance development with environmental protection by clustering development, setting it back from sensitive environmental areas and preserving large areas in permanent open space.

Residential (DU)

2010 Built	178
Buildout	178

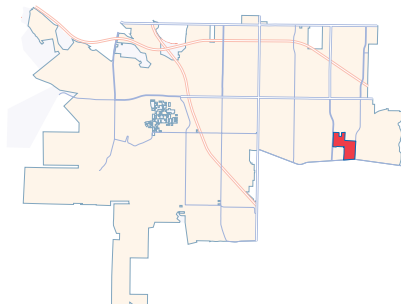


1
SEE 2-DA-97,
1-GPA-93,
6-U-97, 4-TM-97
AND 5-Z-97

Design Elements. Residences are required to reflect traditional architectural styles and use of natural materials. 1

Fairgrove

The Fairgrove neighborhood is located in eastern Cupertino, and consists of a group of 220 Eichler homes built in the early 1960's.



The area has maintained a consistent Eichler architectural style. In collaboration with the Fairgrove neighborhood, the R1-e – Single Family Eichler zoning was adopted. The zoning includes regulations that govern set-

backs, roof slope, materials and other unique Eichler features. Eichler Design Guidelines were also adopted, which property owners use voluntarily to preserve the Eichler style while remodeling their homes.

► **Policy 2-26: Fairgrove**

Preserve the unique character of the Eichler homes in the Fairgrove neighborhood.

Development Intensity: Require all new construction to conform to the R1e zoning (Eichler Development Regulations)

1
SEE CHAPTER
19.28.040 OF
THE CUPERTINO
MUNICIPAL
CODE AND THE
EICHLER DESIGN
GUIDE-LINES FOR
THE FAIRGROVE
NEIGHBORHOOD.

Residential (DU)	
2010 Built	220
Buildout	220

Design Guidelines. Encourage residents to incorporate the design guidelines illustrated in the Eichler Design Guidelines prepared for the Fairgrove neighborhood. 1

Other Areas

The remaining neighborhoods are areas that are not planned as unique neighborhoods

at this time and are not mixed-use zoning areas. Development intensity is determined by existing zoning and land use designations.

Residential (DU)

2010 Built	17,620
Buildout	17,776

COMMERCIAL CENTERS

Commercial areas in the City offer a variety of goods and services directly to residents in the neighborhoods or the larger region. Vallco Park and the Crossroads Area are the primary, concentrated commercial areas. General Plan allocations for other commercial areas are for local-serving commercial needs. Commercial/residential mixed-use is encouraged in all commercial areas if the residential units provide an incentive for retail development and the resulting development is financially beneficial to Cupertino. Active commercial uses, such as bookstores, coffee shops, restaurants, office supply, furniture and electronic stores are encouraged to locate in Cupertino.

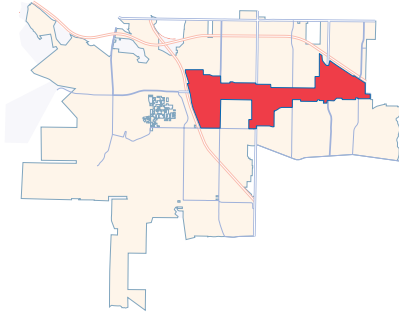
Heart of the City

► **Policy 2-27: Heart of the City**

Create a positive and memorable image along Stevens Creek Boulevard of mixed use development, enhanced activity nodes, and safe and efficient circulation and access for all modes of transportation.

Development Activities: A majority of the commercial development allocation should be devoted to enhancing activity in the major activity centers. Mixed commercial and residential development may be allowed if the residential units provide an incentive to develop retail use, if the development is well designed, financially beneficial to





Cupertino, provides community amenities and is pedestrian-oriented. Land uses between the activity centers should help focus and support activity in the centers. See Policy 2-29 for development activities in these areas.

Development Intensity: Below is the development allocation for the entire Heart of the City area. See Policies 2-28 and 2-29 for development intensity in the Heart of the City sub-areas.

Residential Buildout: Table 2A

Commercial (sq. ft.)	
2010 Built	1,408,093
Buildout	1,476,115
Office (sq. ft.)	
2010 Built	510,531
Buildout	521,987
Hotel (rooms)	
2010 Built	122
Buildout 2010	-
Residential (DU)	
2010 Built	262
Buildout	570

Design Elements: The Heart of the City Specific Plan shall provide design standards and guidelines for this area. They promote a cohesive, landscaped streetscape that links the major activity centers.

Building Heights: See sub-areas.

Strategies

1. **Traffic Calming.** Evaluate options on Stevens Creek Boulevard to improve the pedestrian environment by proactively managing speed limits, their manual and automated enforcement, and traffic signal synchrony.

Crossroads Area

► **Policy 2-28: Crossroads Area**

Create an active, pedestrian-oriented shopping district along Stevens Creek Boulevard, between De Anza Boulevard and Stelling Road.



Development Activities: Development along Stevens Creek Boulevard shall have retail uses with storefronts on the ground level. Commercial office uses may be allowed on the second level. Limited residential uses are allowed.

Development Intensity: Development intensity shall be determined in conjunction with specific development review.

Residential buildout: Up to 25 units per acre.



Design Elements: Primary ground-floor entrances shall face the street. The streetscape shall consist of wide pedestrian sidewalks with inviting street furniture, street trees, pedestrian-scaled lights with banners, small plazas, art/water features, pedestrian crosswalks with special paving, and other elements identified in the Crossroads Area Streetscape Plan. Designs should include entry features at the Stelling Road/Stevens Creek Boulevard and De Anza/Stevens Creek Boulevard intersections to mark the Crossroads area. A landmark feature shall be provided at City Center Park at the Stevens Creek and De Anza Boulevard intersection to mark the center of the city.

Building Heights: Maximum of 45 feet.

Strategies:

1. Crossroads Area Streetscape Plan.

Prepare a specific plan for Stevens Creek Boulevard between De Anza Boulevard and Stelling Road, with the objective of creating a unique streetscape and shopping district. The Crossroads area presents a unique pedestrian-oriented activity center, which will be a positive and memorable gathering place for Cupertino citizens and visitors. The plan shall include the following elements:

- A land use plan specifying the type, intensity and arrangement of land uses to promote pedestrian and business activity.
- A design plan that provides for an attractive pedestrian streetscape.

The design plan shall contain guidelines that foster pedestrian activity and create a sense of arrival.

2. **Shared Parking.** Require shared parking agreements throughout the area, with overall parking standards reduced to reflect shared parking. In surface lots, parking arrangements should be based on the successful operation of buildings; however, parking to the side or rear of buildings is desirable. No visible garages shall be permitted along Stevens Creek Boulevard. Above grade structures shall not be located along street frontages and shall be lined with active uses on the ground floor. Subsurface/deck parking is allowed provided it is adequately screened from Stevens Creek Boulevard adjacent residential developments.
3. **Commercial-office Uses.** Allow commercial-office uses above ground level retail to be drawn from the commercial allocation for the area.

Stevens Creek Boulevard

► **Policy 2-29: Stevens Creek Boulevard**

Retain and enhance Stevens Creek Boulevard as a mixed commercial, office and residential corridor connecting De Anza College, Crossroads, City Center and Vallco Fashion Mall. This corridor extends from Highway 85 to the eastern city limits and is split into three segments: “West,” “Central” and “East.” The Crossroads Planning Area is between the Western and Central sections of the Stevens Creek Boulevard Planning Area.

Development Activities: The Stevens Creek Planning area includes the “Heart of the City” development standards and guidelines. Residential or office developments shall be considered in mid-block parcels. Parcels on or near intersections shall have a neighborhood commercial component. Project-specific development allocations will be determined on a case-by-case basis.



1. **West Stevens Creek Boulevard (from Highway 85 to Stelling Road):** This area includes the Oaks Shopping Center and the De Anza Community College campus. New development in this area should incorporate mixed commercial/residential uses.
2. **Central Stevens Creek Boulevard (from De Anza Boulevard east to Portal Avenue):** New development shall consist of commercial/commercial office uses on the first floor. Office uses are permitted on the second floor. Residential and residential mixed uses are allowed.
3. **East Stevens Creek Boulevard (from Portal Avenue to eastern City limits):** New development shall consist of commercial/commercial offices uses on the first floor. Office uses are permitted on the second floor. Residential and residential mixed uses are allowed.

Development Intensity: Development intensity shall be determined in conjunction with specific development review. Mixed commercial and residential development may be allowed if the residential units provide an incentive to develop retail use, if the development is well designed, financially beneficial to Cupertino, provides community amenities and is pedestrian-oriented.

Residential: Up to 25 dwelling units per acre.

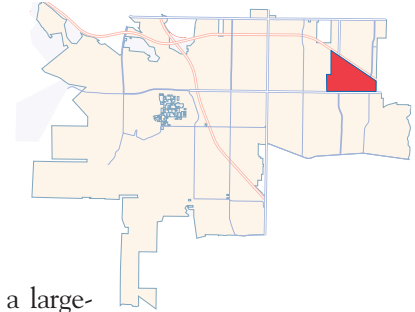
Design Elements: Buildings shall have a front setback of 35 feet as defined in the Heart of the City Specific Plan. In surface lots, parking arrangements should be based on the successful operation of buildings; however, parking to the side or rear of buildings is desirable. No visible garages shall be permitted along Stevens Creek Boulevard. Subsurface/deck parking is allowed provided it is adequately screened from Stevens Creek Boulevard or adjacent residential developments.

Building Heights: Maximum height of 45 feet.

Vallco Park South

Policy 2-30: Vallco Park South

Retain and enhance Vallco Park South as a large-scale commercial area that is a regional commercial (including hotel), office and entertainment center with supporting residential development.



Strategies

1. **Vallco Parkway.** Continue the Vallco Parkway streetscape, which was approved as part of the Vallco Rosebowl mixed-use development, along the entire Parkway.

Development Activities: A regional shopping mall and office and industrial buildings are the main features of this area. Hotels are also allowed in the Vallco Park area. Daytime and nighttime regional entertainment activities, such as a movie theatre complex, are highly encouraged in the mall area. As part of the development agreement, office and industrial uses are also allowed. The precise mix of land uses shall be determined via a master plan and an approved use permit.

The City has formed a redevelopment project area encompassing the regional mall properties. The redevelopment area allows for most of the funds derived from the “tax increment financing” to go to the redevelopment area. “Tax increment” refers to the amount of the property tax value increase above the property tax value at the time of the redevelopment area approval.





The regional mall site has a development agreement with the City to allow an additional 535,000 sq. ft. of commercial area above the 1,110,700 sq. ft. of space, which existed on July 1, 1991. The development agreement expires in 2006. This area can be used as additional commercial, office, industrial and/or hotel building space. The development agreement ties many of the mall's future development activities to the regulations and policies in effect at the time of its adoption.

Development Intensity: Development intensity shall be determined in conjunction with specific development review. Mixed commercial and residential development may be allowed if the residential units provide an incentive to develop retail use, if the development is well designed, financially beneficial to Cupertino, provides community amenities and is pedestrian-oriented.

Residential: Up to 35 units per acre.

Commercial (sq. ft.)	
2010 Built	1,507,189
Buildout	1,902,546

Office (sq. ft.)	
2010 Built	708,057
Buildout	708,057
Hotel (rooms)	
2010 Built	250
Buildout 2010	764
Residential (DU)	
2010 Built	471
Buildout	711

Design Elements: To better integrate the shopping mall with the surrounding community, encourage any new retail development to provide outdoor shopping experiences in continuity with the present indoor shopping. New office development should also be pedestrian-oriented. To achieve this, proposed projects should:

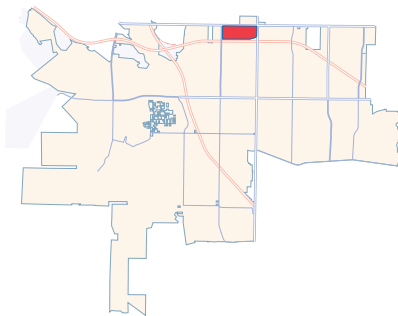
- 1. Parking Services:** Avoid parking structures along the Stevens Creek Boulevard frontage, and minimize the height and bulk of parking structures visible from public streets.
- 2. Linkages:** Develop pedestrian linkages between the industrial park and the regional mall.
- 3. Active Retail:** Provide active retail uses facing the street or outdoor pedestrian corridor with connections to the interior mall area, residences and industrial park.
- 4. Barrier-free Parking:** Design parking areas relatively free of pedestrian barriers and shopping islands.
- 5. Street Presence:** Site buildings to create a strong street presence. Buildings facing the street shall be designed in consideration of the scale of the buildings across the street.



- 6. **Development Next to Residential Areas:** Reduce heights and increase setbacks for new development proposed adjacent to residential areas.
- 7. **Pedestrian Amenities:** Include pedestrian amenities: landscaping, furniture, lighting, fountains, canopies, special paving materials and other features to enhance pedestrian activity.
- 8. **Trees:** Retain the trees along the I-280 frontage, Wolfe Road and Stevens Creek Boulevard as much as possible when new development is proposed.

Building Heights: Maximum of 60 feet if there is a retail component and 45 feet if not.

Homestead Road



► Policy 2-31: Homestead Road

Create an integrated, mixed-use commercial and housing village along Homestead Road, consisting of three integrated areas. Each area will be master planned, with special attention to the interconnectivity of these areas.

Development Activities: A commercial area will be located at the southeast corner of Homestead Road and Stelling Road. Residential uses are encouraged along with the commercial component. A medium-density residential area will be located in the mid-block area between the two commercial areas. The residential area will include a new public park.

Development Intensity: Development intensity shall be determined in conjunction with specific development review. Mixed commercial and residential development may be allowed if the residential units provide an incentive to develop retail use, if the development is well designed, financially beneficial to Cupertino, provides community amenities and is pedestrian-oriented.

Commercial (sq. ft.)	
2010 Built	193,678
Buildout	193,678
Office (sq. ft.)	
2010 Built	69,550
Buildout	69,550
Hotel (rooms)	
2010 Built	126
Buildout 2010	126
Residential (DU)	
2010 Built	600
Buildout	784

Design Elements: Buildings facing the street shall consider the scale of the buildings across the street.

Building Heights: Maximum height of 45 feet

Strategy

Develop a conceptual plan for the Homestead Road Planning Area.

Remainder Of Neighborhood Commercial Areas

► Policy 2-32: Remainder of Neighborhood Commercial Areas.

Retain and enhance neighborhood commercial areas, which provide goods



and services to neighborhood residents and visitors. These areas include:

- South De Anza Boulevard.
- West side of Stevens Canyon Road across from McClellan Road.
- Intersection of Foothill Boulevard and Stevens Creek Boulevard.
- Homestead Road near Foothill Boulevard.
- Northwest corner of Bollinger Road and Blaney Avenue.
- Southeast corner of Homestead Road and Blaney Avenue.
- North side of Stevens Creek Boulevard between Highway 85 and Mary Avenue.
- All other non-residential properties not referenced in an identified commercial area.

Development Activities: Developments are encouraged to include a neighborhood commercial presence along the street. Developments may be occupied solely by neighborhood commercial or residential uses, but not solely by office, commercial-office or general commercial uses. Buildings may be one or two stories in height, to be determined on a case-by-case basis. Ground-level uses near the street must be neighborhood commercial uses with a traditional storefront appearance. Second-level areas may be commercial office or residential. Residential uses should be used as a buffer between commercial uses and neighboring low-density residential properties. Landscaping may be used as a buffer in smaller developments.

Development Intensity: Development intensity shall be determined in conjunction with specific development review. Mixed commercial and residential development may be allowed if the residential units provide an incentive to develop retail use, if the development is well designed, financially beneficial to Cupertino, provides community amenities and is pedestrian-oriented.

Residential: Residential density is dependent on the neighborhood context, with a maximum density of 15 dwelling units per gross acre.

Commercial (sq. ft.)	
2010 Built	497,247
Buildout	495,415
Office (sq. ft.)	
2010 Built	268,735
Buildout	250,604
Hotel (rooms)	
2010 Built	-
Buildout 2010	-
Residential (DU)	
2010 Built	6
Buildout	306

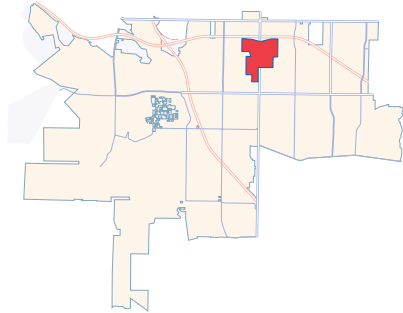
Strategy

Neighborhood Commercial Zoning. Develop a Neighborhood Commercial Zoning Ordinance that defines the uses and development regulations for this zone. Rezone appropriate areas to this zoning district.



Employment Centers

North De Anza Boulevard



► Policy 2-33: North De Anza Boulevard

Maintain and enhance North De Anza Boulevard as a regional employment center with supporting commercial and residential land uses.

Development Activities: Office, industrial, research and development with supporting commercial and residential uses.

Development Intensity: Development intensity shall be determined in conjunction with specific development review. Mixed commercial and residential development may be allowed if the residential units provide an incentive to develop retail use, if the development is well designed, financially beneficial to Cupertino, provides community amenities and is pedestrian-oriented. The Apple Computer campus shall not have a residential component.

Residential Buildout: Table 2A

Residential: Up to 25 dwelling units per gross acre.

Commercial (sq. ft.)	
2010 Built	36,657
Buildout	51,372



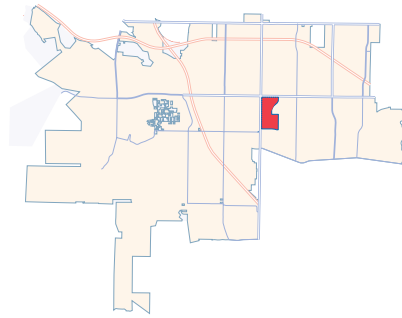
Office (sq. ft.)	
2010 Built	2,181,021
Buildout	2,266,206
Hotel (rooms)	
2010 Built	138
Buildout 2010	-
Residential (DU)	
2010 Built	49
Buildout	146

Design Elements: An extensive landscape setback next to De Anza Boulevard is required from Alves Drive to Route 280. The landscape area shall be complemented by landscaped medians and generous private landscaped areas. The 50-foot landscaped setback may be reduced according to project frontage size, scale and development type. Driveways and streets onto De Anza Boulevard shall be discouraged to avoid disrupting the continuity of landscaping and the flow of traffic. To strengthen the visual effect of this landscaped corridor, new buildings should be sited to frame the street and landscaping. Pedestrian features, such as company stores, outdoor seating and front entries are encouraged.

Building Heights: Maximum height of 45 feet.



City Center



► **Policy 2-34: City Center.**

Maintain and enhance City Center as a moderate-scale, medium density, mixed use district that will provide community identity and activity and will support retail uses in the Crossroads Area.

Development Activities: Office, housing, hotel, public facilities, stores, restaurants and mixed uses.

Development Intensity: Development intensity shall be determined in conjunction with specific development review. Mixed commercial and residential development may be allowed if the residential units provide an incentive to develop retail use, if the development is well designed, financially beneficial to Cupertino, provides community amenities and is pedestrian-oriented.

Commercial (sq. ft.)	
2010 Built	64,144
Buildout	79,011
Office (sq. ft.)	
2010 Built	1,050,227
Buildout	1,050,227
Hotel (rooms)	
2010 Built	224
Buildout 2010	224



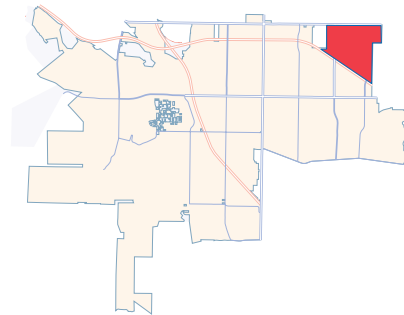
Residential (DU)

2010 Built	556
Buildout	656

Design Elements: Buildings are of varied form and height. A public park is located at the southeast corner of Stevens Creek and De Anza Boulevards, combining open space, landscaping, public art and retail uses that front the plaza. It will serve as a focal point for community identity and will include pedestrian connections to the Crossroads area.

Building Heights: Maximum height of 45 feet. Height exceptions have been granted to create a high activity node in this area. No further exceptions shall be granted.

Vallco Park North



► **Policy 2-35: Vallco Park North**

Retain Vallco Park North as an employment area of predominately office and light industrial activities, with neighborhood commercial uses.





Development Activities: Allowed uses consists of those described in the Industrial Park Zone. Future retail uses are a potential for this area. Retail and residential uses are allowed. Residential uses are allowed in selected areas.

Development Intensity: For properties in this area, the development intensity shall be determined in conjunction with specific development review.

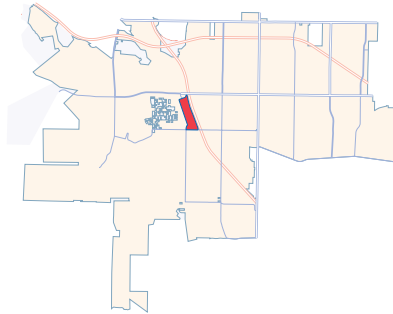
Residential: Up to 25 dwelling units per gross acre.

Commercial (sq. ft.)	
2010 Built	133,147
Buildout	133,147
Office (sq. ft.)	
2010 Built	2,981,930
Buildout	3,069,676

Hotel (rooms)	
2010 Built	315
Buildout 2010	315
Residential (DU)	
2010 Built	554
Buildout	851

Building Heights: Maximum height of 60 feet.

Bubb Road



Policy 2-36 Bubb Road

Retain the Bubb Road area primarily as a low-rise industrial and research and development area.

Development Activities: Allowed uses consist of those described in the West Valley Industrial Park ordinance. In addition, neighborhood commercial and residential uses are allowed. Compatibility of non-industrial uses with industrial uses must be considered when reviewing new development.

Development Intensity: Development intensity shall be determined in conjunction with specific development review.

Residential: Up to 20 dwelling units per gross acre.



Simulation of an industrial area that transitions to include commercial services, such as Bubb Road.



[CREDIT: JOINT VENTURE SILICON VALLEY; STEVE PRICE, URBAN ADVANTAGE]



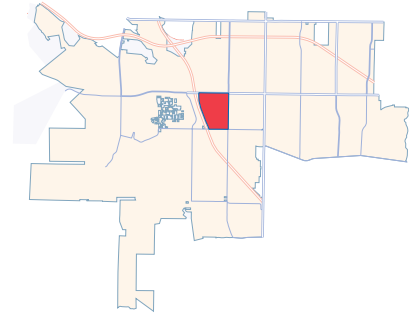
Commercial (sq. ft.)		
2010 Built		-
Buildout		-
Office (sq. ft.)		
2010 Built	428,645	
Buildout	444,435	
Hotel (rooms)		
2010 Built		-
Buildout 2010		-
Residential (DU)		
2010 Built		-
Buildout	94	

Design Elements: Local serving commercial is encouraged along the street frontage to provide services closer to employment centers and to encourage pedestrian activity.

Building Heights: Maximum height of 45 feet

EDUCATION/CULTURAL CENTER

De Anza College



Cupertino is home to De Anza College, an outstanding community college with 25,000 students in 2000. It is a valuable educational resource for students and a cultural resource for residents who utilize the performance and art activities of the College. De Anza College also provides a venue for bringing the community together for meetings and citywide celebrations. As De Anza College grows, opportunities will be sought to further integrate its activities into the community. A portion of the campus at the intersection of Stevens Creek Boulevard and Stelling Road is included in the Crossroads Plan, in hopes that small commercial activities could be located there. Housing on the De Anza site is encouraged to help meet student/staff housing needs. In addition, traffic mitigation measures are encouraged to address circulation and levels of service.

► Policy 2-37: De Anza College

Support De Anza College in its role as a valuable community resource, and seek opportunities to integrate future activities into the community.

Development Activities: Small commercial activities and housing are encouraged in addition to traditional college functions.



Design Elements: Building locations should minimize visual impacts on surrounding residential neighborhoods. Commercial activities should be considered along the street front as part of the Crossroads planning area. Circulation patterns should be designed to direct traffic away from residential neighborhoods.

ECONOMIC DEVELOPMENT

Cupertino enjoys a diverse economic environment that includes high technology headquarters and divisions, start-up companies, regional and local shopping centers and other valuable community services and stores, such as banks and restaurants. Development policies must take into account traffic, housing and community character impacts, as well as the economic health of the community, opportunities to revitalize older retail centers and provide for the growth of the City's business community. The economic benefits of development to Cupertino, such as sales, user and hotel taxes, must be considered in development policies to offset Cupertino's low percentage share of local property tax revenues.



**THRIVING AND DIVERSE BUSINESSES
THAT BRING ECONOMIC VITALITY TO THE
COMMUNITY, WHILE BALANCING HOUSING,
TRAFFIC AND COMMUNITY CHARACTER IMPACTS**

Citywide

Cupertino has multiple points of freeway access adjoining commercial centers (e.g. Vallco North and South, and The Oaks) capable of supporting regional shopping, entertainment, hotels, and other business-to-



business sales activities that can generate revenues for the city without adversely impacting local traffic congestion. Development policies shall reflect the long-term economic value of these centers to Cupertino.

► **Policy 2-38: Economic Development Plan**

Use an annual, 5-year revenue projection, forecast by revenue area, to correspond to Cupertino's current revenue analysis. Include a fiscal analysis of development applications comparing the development proposal with the annual economic development plan, including the fiscal impacts of the development on the city's projected 5-year revenue stream. Develop a proactive economic development strategy that links residential development to provision of revenue generating uses such as sales tax offices and retail uses. Create an economic development staff and budget.

Cupertino is interested in working with local companies and businesses to maintain a high quality community. City officials strive to be responsive to the needs of local businesses and seek opportunities for interaction with them.



▶ **Policy 2-39: Partnerships**

Encourage the private sector to participate in partnerships with nonprofit or public agencies to provide community benefits and services.

▶ **Policy 2-40: New Businesses and Business Retention**

Encourage new businesses and retain existing businesses that provide needed local services and municipal revenues, contribute to economic vitality and enhance the City's physical environment.

Strategy:

Collaboration with Business Community. Collaborate with the business community to facilitate growth, development and infrastructure improvements that benefit residents and businesses through the City's Economic Development Committee and other resources.

▶ **Policy-41: Maintain Streamlined Development Review and Building Permit Processes**

Provide efficient and timely review of development proposals, while maintaining quality standards in accordance with city codes. Look for solutions to problems, be responsive to community concerns, promote positive communications at all levels of review and provide analysis and advice to decision-makers to help them make informed decisions.

Office/Industrial Development

The Vallco Industrial Park, North De Anza Boulevard, City Center and West Valley Industrial Park employment areas contain most of Cupertino's office/industrial

development. Office/industrial areas have evolved into office/research and development, more than industrial. Apple Computer headquarters and the office/industrial facilities of Hewlett Packard are major office developments in Cupertino. The two office towers and the mid-rise office buildings at the intersection of Stevens Creek and De Anza Boulevards, and the smaller companies in the West Valley Industrial Park on Bubb Road, are other significant developments. Office/industrial development brings prestige and vitality to the City. However, consideration needs to be given to maximizing economic benefits to Cupertino, as well.

▶ **Policy 2-42: Revenue Analysis of Office Developments**

In reviewing office development proposals, encourage office uses and activities that generate significant revenues to the City, such as local sales offices, capturing point of sale internet transactions and business to business tax revenues. New office development exceeding 50,000 square feet shall be approved only if one of these or similar benefits are provided.

▶ **Policy 2-43: Conversion of Office/Industrial Uses to Residential**

Evaluate the economic impacts of converting office/industrial uses to residential uses.

▶ **Policy 2-44: Maintaining Cohesive Commercial Centers and Office Parks**

Cohesive commercial centers and office parks are necessary to maintain a healthy sales tax base for the city and to retain opportunities for existing businesses to expand in response to changing business trends. Cupertino's major retail commercial centers are



located at Vallco Fashion Park, The Marketplace and Portal Plaza centers, Cupertino Village, the Oaks and the Crossroads Commercial District; the office parks are located at Vallco (North of Highway 280), North De Anza Boulevard and Bubb Road.

Projects with residential or quasi-public components proposed to replace some or all of the existing industrial, office and commercial uses on a site in these areas will be evaluated on a case by case basis to determine if they are complementary to the overall business park or shopping center, or otherwise meet the criteria below. Two-thirds of the commercial/office square footage that is converted to residential uses shall be allocated to major employers (companies with Cupertino sales offices and corporate headquarters). The remainder of the square footage shall be allocated to the commercial or office pool in the subject area.

1. Integrate into the existing land use pattern by:
 - Continuing established land use patterns (e.g. commercial next to commercial or residential adjacent to residential)
 - Continuing patterns of building massing, setbacks and height
 - Establishing logical development patterns bounded by visible natural or man-made features such as a public or private road, creek, freeways etc.
2. Provide visible pedestrian/bicycle connections to and from existing uses.

3. Provide a visible and publicly accessible park/plaza or open space area.
4. Orient active building spaces to the public or private rights of way.
5. Provide superior building design with high quality natural materials and building architecture.
6. Demonstrate there are sufficient existing or supplemental local revenues to support municipal and school services needed to serve the development.
7. Show that the building is functionally obsolete in a market sense and cannot be reasonably redeveloped or marketed into a compatible use within the surrounding area, or show the existing building/use is no longer complementary to the larger commercial center or office park.
8. Show that the development can reasonably stand alone as a self-sufficient land use that is otherwise complementary to existing buildings and uses.
9. Show that the residential or quasi-public use provides an incentive to incorporate a significant component of commercial or office uses on the site.

Commercial Development

1 Cupertino's most significant commercial center is Vallco Fashion Park. Because of the economic decline of the Vallco Fashion Park, the City initiated a redevelopment project area there in 2000. Redevelopment funds will be used to foster the revitalization of this regional shopping center through mall expansion, infrastructure improvements, and economic development programs and provision of very low, low and moderate-income

1 THE VALLCO FASHION PARK COMMERCIAL CENTER (POLICY 2-30) PROVIDES ADDITIONAL DETAIL ON PROPOSED USES AND REGULATIONS FOR THE VALLCO FASHION PARK.



housing. Other significant commercial areas are along Stevens Creek Boulevard, including the Crossroads area and Monta Vista. While there has been some façade improvement in recent years, there has been no major reinvestment in the commercial centers in decades. Reinvestment is needed to upgrade or replace buildings and make other improvements so that these commercial areas are more competitive and better serve the community.

► **Policy 2-45: Vallco Redevelopment Area**

Facilitate redevelopment in the Vallco Redevelopment Area as a distinctive, regional shopping, residential and entertainment center, with hotel uses.

Strategy

Master Developer. Facilitate development by working with the property owner or a Master Developer.

► **Policy 2-46: Incentives for Reinvestment**

Provide incentives for reinvestment in the existing commercial areas.

Strategies:

1. **Mixed-use.** Consider mixed-use (office, commercial, residential) in certain commercial areas to provide more community identity, pedestrian activity and housing opportunities without marginalizing tax-revenue producing businesses.
2. **Shared or Reduced Parking.** Consider shared parking or reduced parking requirements as incentives to construct new commercial development without constructing unnecessary amounts of parking.

1
SEE HEART OF
THE CITY AREA.

3. **Streetscape Improvements.** Consider streetscape improvements to such areas as the Crossroads area to encourage redevelopment of the area as a pedestrian-oriented, mixed-use village and to contribute to housing or community design goals.

► **Policy 2-47: Big Box Development**

Consider approving big box development if it is compatible with the surrounding area in terms of building mass and traffic.

HILLSIDES

Cupertino's hillsides are an irreplaceable resource shared by the entire Santa Clara Valley. The hillsides provide important habitat for wildlife, watershed capacity to prevent flooding of urbanized areas, a wide vegetative belt that cleanses the air of pollutants, recreational opportunities for residents, and visual relief from sprawling development. Allowing low-intensity residential development in the foothills provides a realistic use of private hillside lands, while preserving important environmental, recreational and aesthetic values.



HILLSIDE PROTECTION

► **Policy 2-48: Hillside Development Standards**

Establish building and development standards for the hillsides that ensure hillside protection.

Strategies:

1. **Ordinance Regulations and Development Approvals.** Apply ordinance regulations and development approvals



that limit development on ridgelines, hazardous geological areas and steep slopes. Control colors and materials, and minimize the illumination of outdoor lighting. Reduce visible building mass through such means as stepping structures down the hillside, following the natural contours, and limiting the height and mass of the wall plane facing the valley floor.



2. Slope-density Formula. Apply a slope-density formula to very low intensity residential development in the hillsides. Density shall be calculated based on the foothill modified, foothill modified 1/2 acre and the 5-20 acre slope density formulae. Actual lot sizes and development areas will be determined through zoning ordinances, clustering and identification of significant natural features and geological constraints.

▶ Policy 2-49: Previously Designated Very Low Density: Semi-Rural 5-Acre

Allow certain hillside properties to develop using a previous General Plan Designation.

Strategy

Properties Designated in 1976 General Plan. Properties previously designated Very Low-Density Residential: Semi-Rural 5-Acre Slope Density Formula as described in the amendment to the 1976 General Plan concerning the land use element for the hillside area may be subdivided utilizing that formula. Properties previously subdivided in conformance with the Very Low-Density Residential: Semi-Rural 5-Acre Slope Density Formula have no further subdivision potential for residential purposes.

▶ Policy 2-50: Existing Legal Lots in Foothill Modified and Foothill Modified 1/2-acre Slope Density Designations

Require discretionary review of hillside or R1 properties if development is proposed on substandard parcels, on slopes greater than 30% or on any other areas where studies have determined the presence of health and safety problems.

Strategy

Exception Process. Review these development proposals through the exception process.

▶ Policy 2-51: Clustering Development in Subdivisions

Cluster lots in major subdivisions in the 5-20-acre slope density designation, and encourage clustering in minor subdivisions in the 5-20-acre slope density designation.

Strategy

Reserve 90% of the land in private open space to protect the unique characteristics of the hillsides from adverse environmental impacts. Keep the open space area contiguous as much as possible.



There will be some scarring from hillside development as roads, housing sites and public and private subdivision improvements are graded. So, improvement standards must balance the need to furnish adequate utility and emergency services against the need to protect the hillside, vegetation and animals. Roads should be narrowed to avoid harming trees and streambeds. Grading should be kept to a minimum by prohibiting mass grading for building sites and by allowing narrow driveways, instead of public streets, to serve more than one lot.

► **Policy 2-52: Rural Improvement Standards in Hillside Areas**

Require rural improvement standards in hillside areas to preserve the rural character of the hillsides.

Strategies:

1. **Mass Grading in New Construction.** Follow natural land contour and avoid mass grading in new construction, especially in flood hazard or hillside areas. Grading large, flat areas shall be avoided.
2. **Retaining Significant Trees.** Retain significant specimen trees, especially when they grow in groves or clusters, and integrate them into the developed site. The Montebello foothills at the south and west boundaries of the valley floor are a scenic backdrop to the City, adding to its sense of scale and variety of color. It's impossible to guarantee an unobstructed view of the hills from any vantage point, but people should be able to see the foothills from public gathering places.

► **Policy 2-53: Views for Public Facilities**

Design and lay out public facilities, particularly public open spaces, so they include views of the foothills or other

nearby natural features, and plan hillside developments to minimize visual and other impacts on adjacent public open space.

Strategy:

Development Near Public Open Space. Remove private driveways and building sites as far as possible from property boundaries located next to public open space preserves and parks to enhance the natural open space character and protect plants and animals.

Most of the hillsides in Cupertino's planning area are unincorporated and undeveloped, so County policies dictate their final land use. County policies provide for low-density residential, agricultural, park, open space and wildlife uses, as well as mineral resource extraction. Clustering and dedication of open space are required for residential development. Most policies are compatible with Cupertino's, except for those relating to expansion of mineral resource areas, which conflict with the City's hillside protection and compatible land use policies.

County development, particularly if located near Cupertino's urban fringe area, should consider Cupertino's General Plan. Visual impacts, road access, traffic impacts and other service demands should be assessed in consultation with Cupertino's plans and personnel.

► **Policy 2-54: Santa Clara County General Plan**

Hillside policies found in the Santa Clara County General Plan adopted in 1994 are included in the Cupertino General Plan by reference and are applicable to the unincorporated hillside area. These policies are incorporated because they



are consistent with hillside protection goals. If changes are proposed in the County plan that are inconsistent with the City's hillside protection goals, then the City should protest those changes as well as not incorporate them into the City's General Plan.

► **Policy 2-55: County Development**

County development, particularly if located near Cupertino's urban fringe area, should consider Cupertino's General Plan.



service them. It is thus crucial for the City to continue working with its school districts to maintain their current high quality.

PUBLIC SERVICES AND FACILITIES

An important part of Cupertino's quality of life is the high standard of public services and facilities enjoyed by residents and workers in Cupertino. This section discusses schools and the library. Other services and facilities—police, fire protection, utilities and waste disposal—are discussed in the Public Health and Safety Element of this Plan.

School Districts

Cupertino is served by excellent institutions of public education. Cupertino Union School District, Fremont Union High School District and Foothill-De Anza Community College District provide nationally acclaimed elementary, secondary and post-secondary education, respectively. This group of school districts is one of the primary attractions of Cupertino for home buyers, particularly families with school-age children. While the City is not directly involved in the provision of education, it does control growth and development that can affect schools by increasing student enrollment beyond the means of schools to

► **Policy 2-56: Planning for Schools**

Recognize the financial impact of increased development on the school districts' ability to provide staff and facilities. Work with the districts to assure that the continued excellence of school services can be provided prior to granting approval for new development.

► **Policy 2-57: Pedestrian Access**

Create pedestrian access between new subdivisions and school sites. Review existing neighborhood circulation plans to improve safety and access for pedestrians and bicyclists to school sites.

► **Policy 2-58: De Anza College**

Allow land uses not traditionally considered part of a college to be built at De Anza College. Such land uses should further integrate the campus into the community, provide facilities and services not offered in the city or alleviate impacts created by the college.



Library Services

Cupertino Library is another important community resource, with 54,326 Cupertino area residents holding library cards. The library is operated by the Santa Clara County Library under the Joint Powers Authority Agreement, and is funded through library-dedicated property taxes and City general fund revenues.

The original 24,000 sq. ft. library building on Torre Avenue was opened in 1971. In 1988, the building was remodeled to add 13,000 sq. ft. for a total building area of 37,000 sq. ft. Circulation (the number of items checked out) has increased each year since the library reopened in 1988.

Circulation has increased by over 1,000,000 items annually, an increase of 144% from 693,130 items circulated in fiscal year 1989-90 to 1,693,807 items circulated in fiscal year 2000-01. The number of annual visits to the library has increased over 60% in that same time, from 337,030 visits in 1989-90 to 540,983 visits in 2000-01.

The library collection has also outgrown the remodeled facility. In 1989-90 the collection numbered 211,947 items. In 2000-01 the collection numbers 312,614 items. Shelves are crowded; there are not enough seats, nor enough public access computers to meet public demand. Library staff has reorganized shelving, seating, and collections to make the most efficient use of space, and has provided new technology for enhanced service to the community. As a result of the need for improved



library services, a new library was approved by the Cupertino City Council, with the support of the Santa Clara County library staff.

▶ **Policy 2-59: Library Service Level**

Recognize that if the community desires a higher level of library service, cooperation between the County of Santa Clara and City of Cupertino in expanding library services and facilities is required.

▶ **Policy 2-60: Library Planning**

Integrate and coordinate any library facility planning into all applicable General Plan policies, such as transportation, pedestrian and bike trails.

▶ **Policy 2-61: Improving Library Service**

Encourage the library to continue to incorporate new technology to enhance service levels within the library system. Encourage the continued evolution of library collections and services to meet the needs of Cupertino residents of all ages, its richly diverse population and its local businesses.



HISTORIC AND CULTURAL RESOURCES

Historic Resources

Before European settlement, Native Americans resided in the area that is now Cupertino. The Ohlone Indians had lived in the Rancho San Antonio area for over 3,000 years. The area was first explored by Spanish soldiers when an expedition led by Colonel Juan Bautista de Anza passed through in March of 1776, and later was settled by numerous European immigrants who recognized the potential of the fertile land. They established farms and soon enjoyed a thriving agricultural economy.

The village of Cupertino sprang up at the crossroads of Saratoga-Sunnyvale Road (now De Anza Boulevard) and Stevens Creek Road. It was first known as West Side, but by 1898, the post office at the Crossroads needed a new name to distinguish it from other similarly named towns. John T. Doyle, a San Francisco lawyer and historian, had given the name Cupertino to his winery, in recognition of the name bestowed on the nearby creek by



Elisha Stephens, Cupertino's first settler

We set out from Arroyo de las Llagas at quarter to eight in the morning, and at four in the afternoon halted at the arroyo of San Joseph Cupertino...Along the way many Indians came out to us...
 [FONT'S COMPLETE DIARY OF THE SECOND ANZA EXPEDITION, MARCH 1776]

Petrus Font. In 1904, the name was applied to the Crossroads and to the post office when the Home Union Store incorporated under the name, The Cupertino Store, and moved to the northeast corner of the Crossroads.

Many of Cupertino's pioneer settlers planted grapes in the late 1800s. Vineyards and wineries proliferated on Montebello Ridge, on the lower foothills, and on the flat lands below.

As these orchards flourished the valley became known for a profusion of blossoms in spring. Many more people passed through the Cupertino area first by electric railway and later by car to view all the blossoms in the "Valley of Heart's Delight." Because of the electric railway, the Monta Vista area of Cupertino developed. Monta Vista was the name of its first housing tract.

In the late 1940's, Cupertino was swept up in Santa Clara Valley's postwar population explosion. Concerned by unplanned development, higher taxes and piecemeal annexation to adjacent cities, Cupertino's community leaders began a drive in 1954 for incorporation. Incorporation was approved in a September 27, 1955 election. Cupertino officially became Santa Clara County's 13th City on October 10, 1955. Today, Cupertino is part of a world-renowned high technology center, known as "Silicon Valley," and is home to several companies producing leading edge computers and software.

Historic properties show Cupertino's past. These sites remind residents of the colorful people who built and occupied them. Most of the historically significant properties are privately owned. Private owners and



City government can work together to maintain the historic value of these properties. A successful example of this cooperation is the rehabilitation of the De La Vega stable in the Rancho Deep Cliff residential subdivision. The “Tack House” was refurbished extensively inside but its exterior remains much the same. It is the 61-home community’s recreation center and meeting hall.



**PROTECTION OF HISTORICALLY AND
ARCHAEOLOGICALLY SIGNIFICANT STRUCTURES,
SITES AND ARTIFACTS**

▶ **Policy 2-62A: Historic Sites**

- Projects on Historic Sites shall meet the Secretary of the Interior’s Standards for Treatment of Historic Properties and provide a plaque, reader board and/or other educational tools on the site to explain the historic significance of the resource(s). The plaque shall include the city seal, name of resource, date it was built, a written description and photograph and shall be placed in a location where the public can view the information.
- For public and quasi-public sites, coordinate with property owner to allow public access of the historical site to foster public awareness and provide educational opportunities. For privately-owned sites, property owners would be encouraged, but in no way required, to provide access to the public.



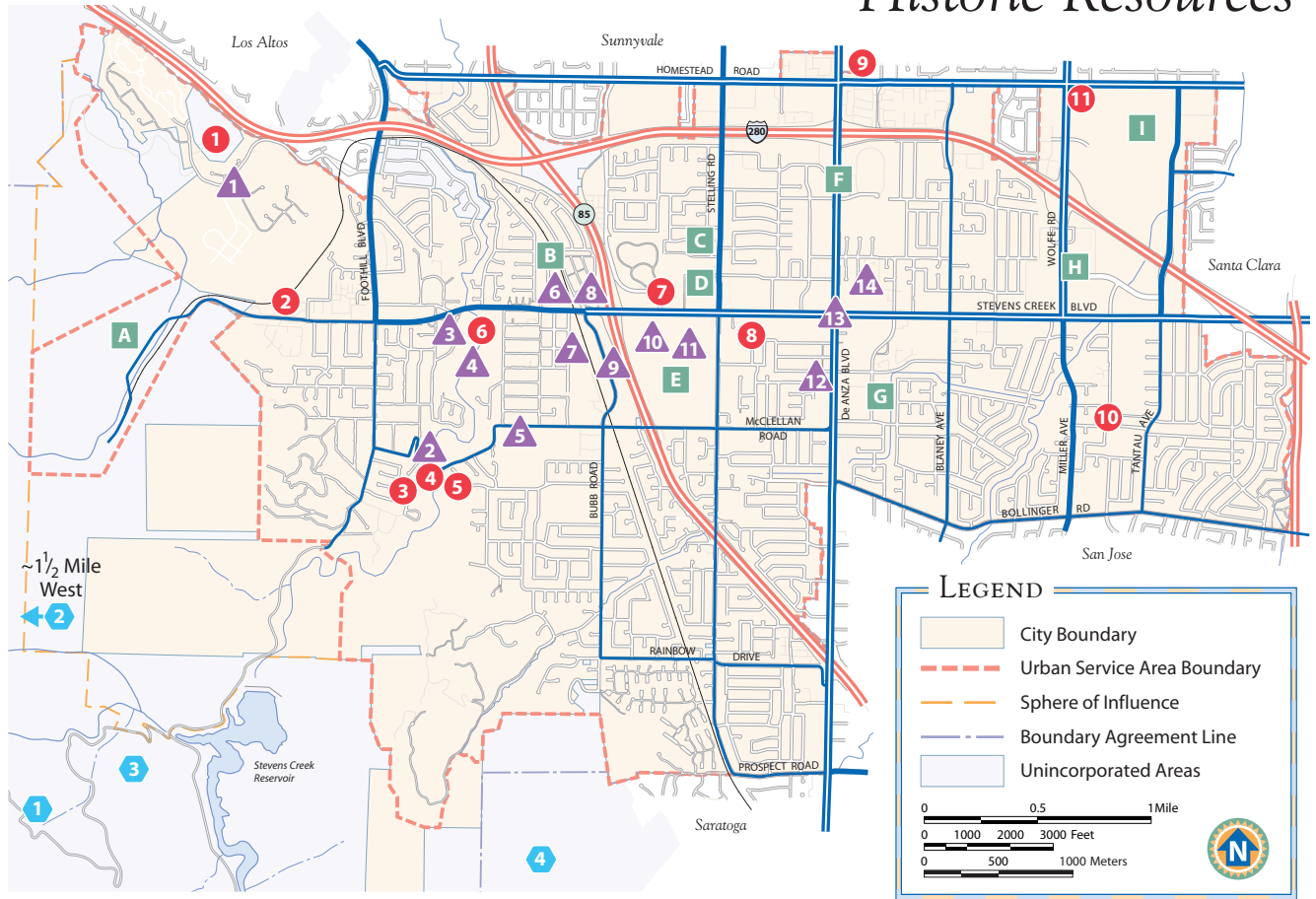
Cupertino De Oro Club

▶ **Policy 2-62B: Commemorative Sites**

- Projects on Commemorative Sites shall provide a plaque, reader board and/or other educational tool on the site to explain the historic significance of the resource. The plaque shall include the city seal, name of resource, date it was built, a written description and photograph and shall be placed in a location where the public can view the information.
- For public and quasi-public sites, coordinate with property owner to allow public access to the historical site to foster public awareness and provide educational opportunities. For privately-owned sites, property owners would be encouraged, but not in no way required, to provide access to the public.



Historic Resources



- ### HISTORIC SITES
- 1 Maryknoll Seminary
 - 2 Snyder Hammond House
 - 3 De La Vega Tack House
 - 4 Baer Blacksmith
 - 5 Enoch J. Parrish Tank House
 - 6 Nathan Hall Tank House
 - 7 Gazebo Trim
 - 8 Union Church of Cupertino
 - 9 Old Collins School
 - 10 Miller House
 - 11 Glendenning Barn

- ### COMMEMORATIVE SITES
- 1 De Anza Knoll
 - 2 Doyle Winery "Cupertino Wine Company"
 - 3 Stockmeir Farmhouse
 - 4 Elisha Stephens Place
 - 5 Arroyo De San Joseph Cupertino
 - 6 Hazel Goldstone Variety Store
 - 7 Woelffel Cannery
 - 8 Engles Grocery "Paul and Eddie's"
 - 9 Apple One Building
 - 10 Baldwin Winery
 - 11 Le Petit Trianon and Guest Cottages
 - 12 Interim City Hall
 - 13 City of Cupertino Crossroads
 - 14 St. Joseph's Church

- ### COMMUNITY LANDMARKS
- A Hanson Permanente
 - B Downtown Monta Vista
 - C Cupertino Historical Museum
 - D Memorial Park, Community Center, Sports Complex
 - E De Anza College
 - F De Anza Industrial Park
 - G Cupertino Civic Center
 - H Vallco Fashion Park
 - I Vallco Industrial Park

- ### SITES OF HISTORIC MENTION (OUTSIDE CITY JURISDICTION)
- 1 Montebello School, 1892
 - 2 Perrone Ranch Stone Cellar, now part of Ridge Vineyards
 - 3 Picchetti Brothers Winery and Ranch
 - 4 Woodhills Estate

Figure 2-G. Cupertino's Historic Resources (see Appendix on page 2-61)



▶ **Policy 2-62C: Community Landmarks**

Projects on Landmark Sites shall provide a plaque, reader board and/or other educational tools on the site to explain the historic significance of the resource. The plaque shall include the city seal, name of resource, date it was built, a written description and photograph and shall be placed in a location where the public can view the information.

▶ **Policy 2-62D: Historic Mention/ Interest Sites**

Encourage agencies that have jurisdiction over the historical resource to encourage rehabilitation of the resource and provide public access to foster public awareness and provide educational opportunities. These are sites outside the City's jurisdictions, but have contributed to the City's historic past.

▶ **Policy 2-62E: Incentives for Preservation of Historical Resources**

The City should utilize a variety of techniques to serve as incentives toward fostering the preservation and rehabilitation of Historic Sites including:

1. Allowing flexible interpretation of zoning ordinance not essential to public health and safety. This could include flexibility as to use, parking requirements and/or setback requirements.
2. Using the California Historical Building Code for rehabilitation of historic structures;
3. Tax rebates (Mills Act or Local tax rebates);
4. Financial incentives such as grants/loans to assist rehabilitation efforts.

▶ **Policy 2-62F: Recognizing Historical Resources**

An inventory of historically significant structures should be maintained and periodically updated in order to promote awareness of these community resources.

▶ **Policy 2-63: Archaeologically Sensitive Areas**

Protect archaeologically sensitive areas.

Strategy

Development Investigation. Require an investigation for development proposed in areas likely to be archaeologically sensitive, such as along stream courses and in oak groves, to determine if significant archaeological resources may be affected by the project. Also require appropriate mitigation measures in the project design.

▶ **Policy 2-64: Native American Burials**

Protect Native American burial sites.

Strategy

Upon discovery of such burials during construction, take action prescribed by State law, including stoppage of work in surrounding area, notification of appropriate authorities and reburial of remains in an appropriate manner.

▶ **Policy 2-65: Heritage Trees**

Protect and maintain heritage trees in a healthy state.

Strategy

Heritage Tree List. Establish and periodically revise a heritage tree list that includes trees of importance to the community.



Cultural Resources

Public art enhances Cupertino's image by giving it character and identity, and making it attractive to residents and visitors alike. It enhances a business's image by providing good public relations and good will within the community. The City intends to make public art a reality by promoting it in public and private development and by incorporating art works into future revitalization plans where possible.



A CIVIC ENVIRONMENT WHERE THE ARTS EXPRESS AN INNOVATIVE SPIRIT, CELEBRATE A RICH CULTURAL DIVERSITY AND INSPIRE INDIVIDUAL AND COMMUNITY PARTICIPATION

► **Policy 2-66: Public Arts**

Stimulate opportunities for the arts through cooperative relations between local business and the City.

Strategies:

1. **Ordinance.** Develop and adopt a One-Percent for Art ordinance, which requires public and private development to set aside .25% of their total project budget for on-site art, with a \$100,000 cap. Apply to projects 50,000 square feet and larger.
2. **Promote Art.** Promote visible artworks in public and private development and gateways to the City.
3. **Public Art Guidelines.** Follow Public Art guidelines to assure that the proposed public art is appropriately scaled and fits into the context of its surroundings.

- 4 **Artist Workspace.** Encourage the development of artist workspace, such as live/work units.

OPEN SPACE, PARKS AND TRAILS

Cupertino's open space policies and programs have guided the development of regional, community and neighborhood parks, playing fields and trails that are treasured resources to its residents. Residents and workers have numerous nearby choices for enjoying nature, hiking, golfing, playing tennis or soccer, working out or just playing. These activities build community by bringing people together in common gathering places and tying neighborhoods together through connecting trails.

Regional Resources

Several public agencies share the task of acquiring, maintaining, accessing and developing open space lands for the enjoyment of residents of Cupertino and its neighboring cities. Some of these public open space lands provide high or low-intensity recreation; some emphasize scenic beauty; others preserve vegetation or wildlife habitats; still others help control urban sprawl.

MIDPENINSULA REGIONAL OPEN SPACE DISTRICT

The Midpeninsula Regional Open Space District, created in 1972 by the County electorate, states that its mission is "to acquire and preserve a regional greenbelt of open space land in perpetuity; protect and restore the natural environment; and provide opportunities for ecologically sensitive public enjoyment and education." District lands in Cupertino are designated for



low intensity use to give long-term protection from encroaching urbanization. These lands are acquired according to four principal criteria: scenic preservation, preservation of unique sites, the guidance of urban form, and low intensity recreational opportunities. Guidance of urban form requires cooperation and coordination with Cupertino's planning efforts. Consequently, the District contacts jurisdictions when purchases are considered within their spheres of influence or boundary agreement areas.

The City has policies that encourage the Midpeninsula Regional Open Space District and the County Park System to complete phases of their programs and to buy certain properties it feels need to be owned by the public but still kept undisturbed. The City recognizes that fiscal constraints on regional, as well as local, park financing will affect park acquisition programs.

SANTA CLARA COUNTY

Most of the hillsides in Cupertino's planning area are unincorporated and undeveloped, so Santa Clara County's hillside policies and ordinances dictate their final land use. The County's General Plan calls for the hillside area to be preserved in an open condition with uses that support and enhance the rural character, which protect and promote wise use of natural resources, and which avoid or reduce the risks imposed by natural hazards found in these areas. Allowed uses include very low-density residential development, mineral extraction, agriculture, grazing and wildlife refuges, among others.

In 1997, as part of the review and approval by the City of Cupertino for partial development of the San Jose Diocese's St. Joseph's Seminary property, in the Cupertino foothills, the County was able to acquire 133

acres of open space lands at no cost, to add to its previous holdings in the area.

SANTA CLARA COUNTY PARKS PROGRAM

The Santa Clara County park program operates on a voter-approved measure in which a fixed portion of the property taxes are set aside from the General Fund to acquire and develop a regional park system. It emphasizes completing Upper Stevens Creek Park and its connection to Stevens Creek. Because the upper portions of Stevens Canyon are environmentally important, the County Parks and Recreation Department has made a commitment to purchase lands to connect these two parks. Another important County park that serves Cupertino residents is Rancho San Antonio County Park, south of I-280 and west of Foothill Boulevard.



A FULL RANGE OF PARK AND RECREATIONAL RESOURCES, FOR LINKING THE COMMUNITY, OUTDOOR RECREATION, PRESERVATION OF NATURAL RESOURCES AND PUBLIC HEALTH AND SAFETY

► **Policy 2-67: Stevens Creek Park**

The Santa Clara County Parks program should pursue the goal of connecting upper and lower Stevens Creek Parks. The County parks budget should pursue acquisition to the extent possible and emphasize passive park development in keeping with the pristine nature of the hillsides. Work to keep the watershed and storage basin properties of Stevens Creek.

► **Policy 2-68: Continuous Open Space**

Actively pursue inter-agency cooperation in acquiring properties near



the western planning area boundary to complete a continuous open space green belt along the lower foothills and to connect the open space to the trail system and the neighborhoods.

SANTA CLARA VALLEY WATER DISTRICT

The Santa Clara Valley Water District can help Cupertino carry out its open space policies by continuing its policy of cooperating with local government to fund access and restoration projects. It helped Cupertino prepare its natural flood plain policy for Stevens Creek between Stevens Creek Boulevard and the Stevens Creek reservoir and directly helped to buy open-space lands within McClellan Ranch Park. The Water District has a plan to partner with cities and the county to provide access to creekside trails and parks for recreational opportunities. This plan, the “Clean, Safe Creeks and Natural Flood Protection” plan, requires the Water District to incorporate trails, parks and recreational opportunities into existing or new flood protection projects.

Community Resources

The City of Cupertino’s main role in open-space planning, in the past, has been in developing neighborhood parks. In the future, in order to create a stronger sense of community, Cupertino needs to also develop and emphasize more community park facilities. Presently Memorial Park, which encompasses the Community and Senior Centers, is the only venue for community festivals, large group events and cultural programs. The development of new community recreational facilities, such as a skateboard park, community gym and teen center, have not been proposed for inclusion within neighborhood parks due to the intensity of use, noise and unacceptable traffic they would generate.



The Sports Center, 6.2 acres at Stevens Creek Boulevard and Stelling Road, was acquired as an extension of Memorial Park. It is one of the few City-owned sites appropriate for intensive recreational use, due to its location on major arterial streets, its proximity to public transit and its location in relationship to the Community and Senior Centers.

Blackberry Farm is a 33-acre park, open space and golf course facility along Stevens Creek Boulevard between Scenic Boulevard and Byrne Avenue that charges a per-person entry fee and is only open weekdays in the summer. The City is preparing a master plan for this facility in combination with the adjacent McClellan Ranch, Simms and Stockmeir properties. Council goals for the plan include accommodating year-around use, incorporating a trail system, minimizing neighborhood impacts and restoring Stevens Creek corridor.

The City’s master plan for this entire acreage is intended to convert the facilities from majority non-resident to majority resident use and will allow the inclusion of the acreage in the park inventory.

► **Policy 2-69: Future Use of Blackberry Farm**

Retain some form of revenue-generating potential at Blackberry Farm



(through the life of the municipal bond that financed its purchase) as the uses are transitioned from non-resident to resident use. Increase community park acreage, and consider the financial implications of this transition.

Strategy:

Blackberry Farm Master Plan. Prepare a master plan for Blackberry Farm, and solicit broad public participation.

▶ **Policy 2-70: Recreational Opportunities for Special Needs**

Provide more recreational opportunities for special needs groups, such as a Braille or fragrance park for the blind, and wholly accessible trails for the aging and/or disabled.

Private Open Space Resources

There are several private, open-space and recreational-activity businesses in Cupertino's planning area, including a golf course, riding stables and clubs offering tennis and swimming. They are valuable to the community because they provide services that are not traditionally provided by the public sector on City or regional parklands. Land use controls and incentives should be incorporated into public policy so these operations can continue. Private open space has been secured through the development review process. Several hillside subdivisions, as well as valley-floor apartment complexes, offer both natural and improved recreational facilities to their residents. Utility system power line corridors in the City's foothills are another category of privately controlled open space.

An example of public-private partnership for the joint use of private open space is

the approximately one-acre site at the southeast corner of Stevens Creek and De Anza Boulevards. Adjacent to a hotel and apartment complex, this privately owned area is available for public use.

▶ **Policy 2-71: Private Open Space and Recreational Facilities**

Encourage the continued existence and profitability of private open space and recreation facilities through incentives and development controls.

▶ **Policy 2-72: Public Use of Private Open Space**

Seek cooperation from private landowners for public use of private open space.

Trails

Trails and paths connect people to each other and to open space and park resources. They provide an alternative to driving from place to place. Promoting more trails and connectivity along creeks, hill-sides, and through neighborhoods is a major goal of the General Plan. Providing access to open space and parks is not completely dependent on trails. Sidewalks and streets can also connect pedestrians to their destinations. However, occasional barriers break the continuity. These need to be identified and corrected.

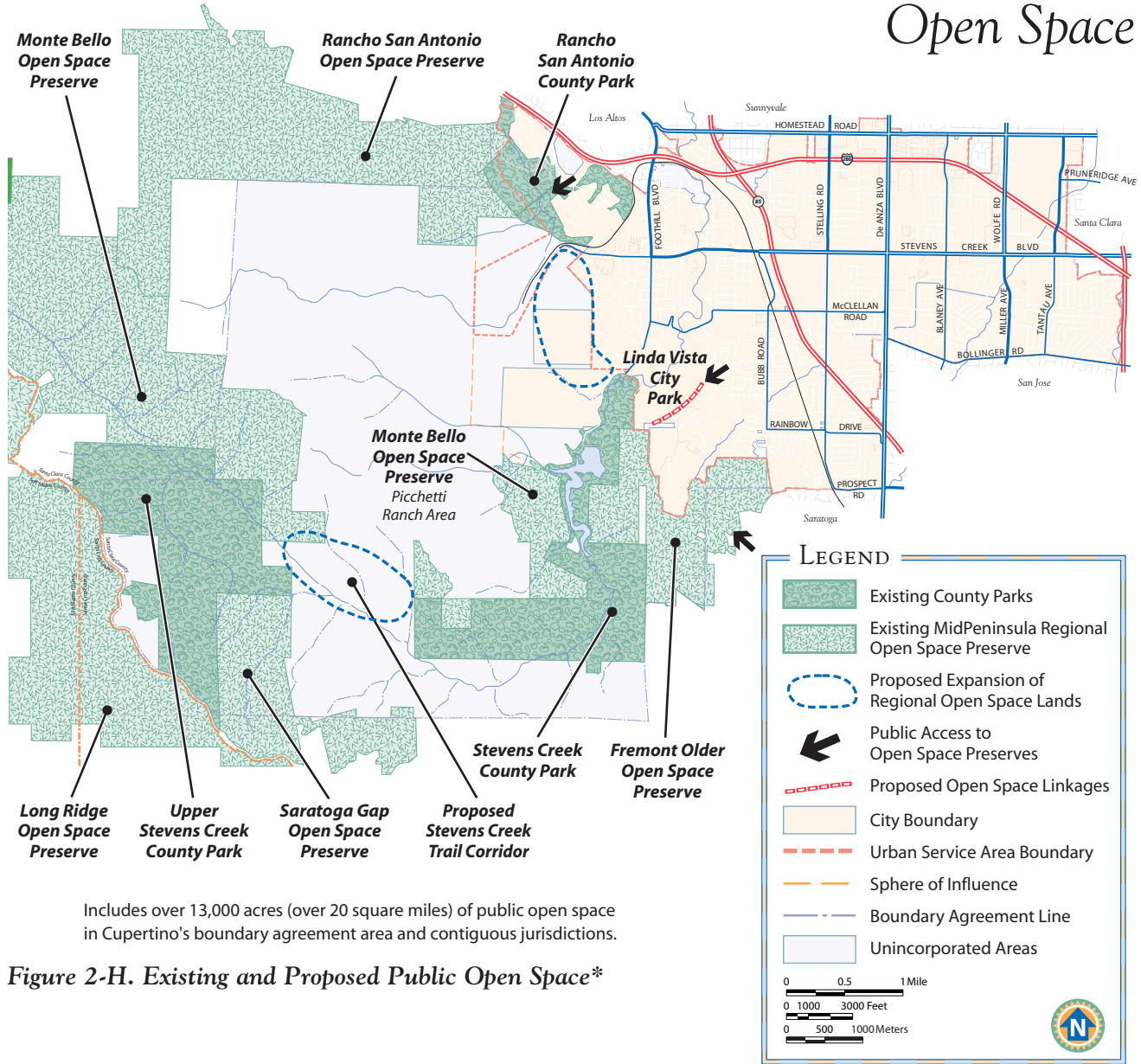
The status of the five major trail corridors is as follows:

1) STEVENS CREEK

The Stevens Creek Flood Plain is Cupertino's most prominent urban open space/trail resource. The land is designated for recreation and farming, with adjoining properties set aside for low-density residential use.



Open Space



Includes over 13,000 acres (over 20 square miles) of public open space in Cupertino's boundary agreement area and contiguous jurisdictions.

Figure 2-H. Existing and Proposed Public Open Space*

The Stevens Creek Trail plan retains the open space character of the Stevens Creek Flood Plain between the Stevens Creek reservoir and Stevens Creek Boulevard and offers historical significance relating to the Juan Bautista De Anza Trail designation.

Since the late 1950s, many jurisdictions have advocated a formal urban trail following Stevens Creek, extending from



Blackberry Farm



the San Francisco Bay to the Pacific Ocean. Cupertino's 1964, 1972 and 1993 General Plans have all proposed an ambitious plan to buy lands for this purpose. The City's acquisition of Linda Vista Park, McClellan Ranch, Blackberry Farm, and the Simms and Stocklmeir properties support these plans. The City's master plan for this 60-acre corridor will connect these properties into an urban trail/linear park.

The Stevens Creek Trail Feasibility study concluded that it is feasible to construct 7.7 miles of separated and on-street multi-use paths connecting Rancho San Antonio and Stevens Creek county parks. To complete the trail, a public trail easement through the 150-acre former quarry property south of Linda Vista Park will be established when the property is proposed for development and City review takes place. The former quarry haul road connects Linda Vista Park to McClellan Road. It is under the same ownership as the quarry and is necessary to link these properties. Full build out of the Stevens Creek trail is expected to take 10 to 15 years.

2) CALABAZAS CREEK

There is an opportunity for a trail along Calabazas Creek that would connect the Vallco planning area to Cupertino High School and Creekside Park. The Santa Clara Valley Water District's "Clean, Safe Creeks and Natural Flood Protection Plan" calls for identifying recreation opportunities along the Creek as part of the flood protection project.

3) SAN TOMAS-AQUINO/SARATOGA CREEK

Cupertino's section of the 12-mile San Tomas-Aquino Trail crosses into the City from Santa Clara on Pruneridge Avenue and extends to bicycle lanes on Bollinger Road, which forms the city limit between San Jose

and Cupertino. Trail planning and implementation involved the County, neighboring jurisdictions and the Santa Clara Valley Water District.

4) UNION PACIFIC RAILROAD

The 8.7-mile long proposed Union Pacific Rail Trail corridor extends through the cities of Cupertino, Saratoga, Campbell and the town of Los Gatos. The trail would link to the Los Gatos Creek Trail, connecting the two most heavily used parks in Santa Clara County, Rancho San Antonio County Park and Vasona County Park. A feasibility study found that this project is not feasible at this time. Acquisition of right-of-way or easements is anticipated when the Railroad goes out of service in 20 years. The corridor is designated as a proposed trail on the Trail Linkages diagram. Should the railroad corridor use change, provision for a continuous trail through the corridor must be included in the new use.

5) MARY AVENUE BICYCLE FOOTBRIDGE

The proposed Mary Avenue Bicycle Footbridge links the north side of I-280 to De Anza College, Memorial Park and the Oaks Shopping Center. It is consistent with the De Anza College Facilities Master Plan and the Cupertino Pedestrian Transportation Plan. Implementation is scheduled for the years 2004-2005.



Trail Linkages

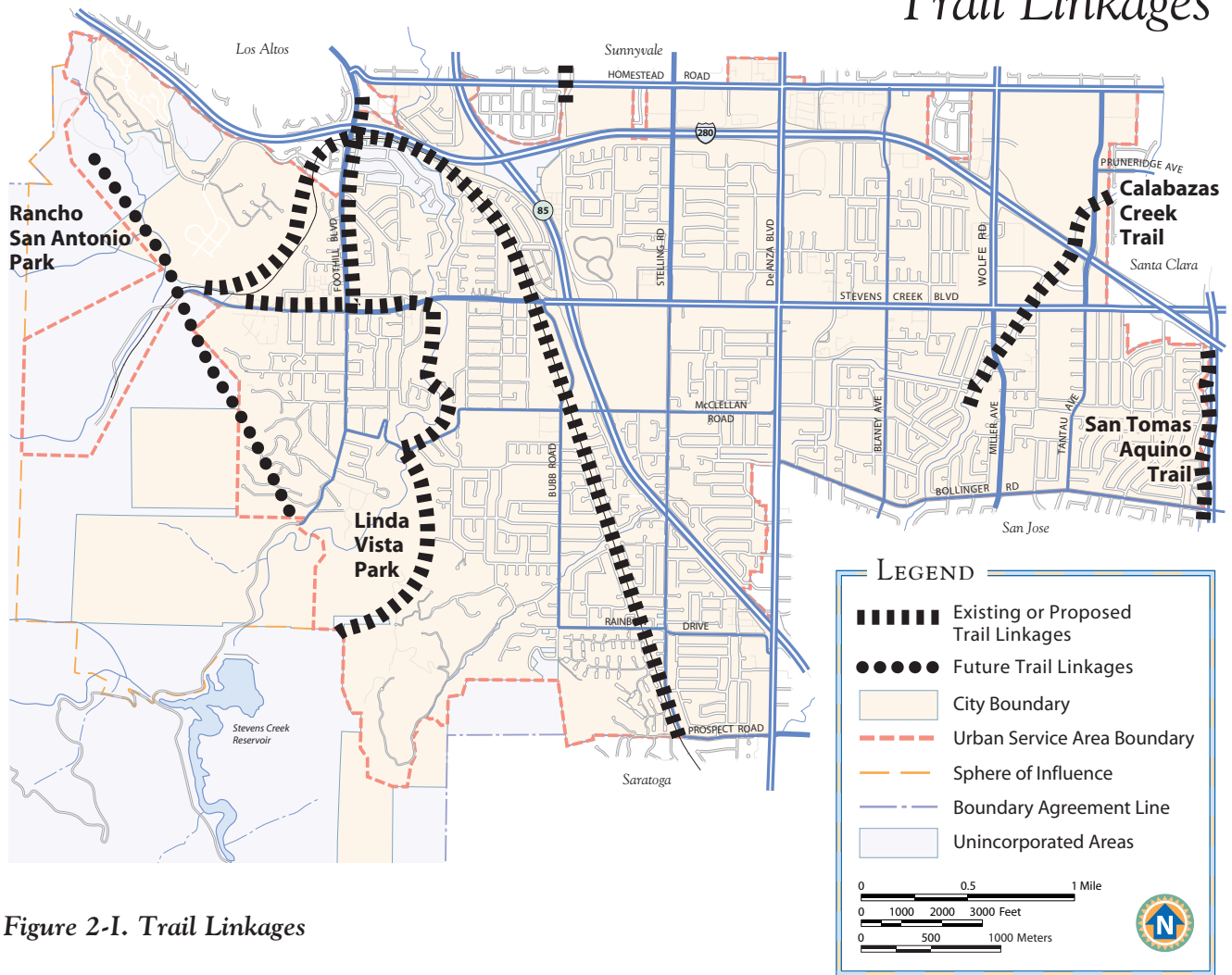


Figure 2-1. Trail Linkages

► Policy 2-73: Open Space and Trail Linkages

Dedicate or acquire open space lands and trail linkages to connect areas and provide for a more walkable community.

Strategies:

1. **Cupertino Pedestrian Transportation Plan.** Implement the recommendations of the Cupertino Pedestrian Transportation Plan to develop a City trail/

pedestrian linkage between major employment centers, the Heart of the City and major open space areas.

2. **Trail Projects.** Implement the trail projects described in this element. Evaluate any safety, security and privacy impacts and mitigations associated with trail development. Work with affected neighborhoods in locating trails.





Figure 2-J. Public Open Space in the Stevens Creek Flood Plain



3. **Dedicated Trails or Easements.** Require dedication or easements for trails, as well as their implementation, as part of the development process, where appropriate.
4. **Joint Use Agreement.** Establish a Joint Use Agreement with the Santa Clara Valley Water District that sets standards and implementation measures for creek trails.

Neighborhood And Community Parks

Cupertino’s most significant open space and park resources are neighborhood parks. They are essential to providing convenient recreational opportunities and attractive vistas for Cupertino’s families. Cupertino has aggressively pursued various types of community recreational resources. Private open space, trails, school playing fields and sports facilities offer a full-range of recreational choices. Escalating land costs and a reduction in local funding means the City must consider new ways to acquire parkland, such as long-term joint-use agreements and development dedications. The City should also reconsider the uses of all existing facilities, so as to provide more community-oriented parks. Cupertino’s neighborhood parks system serves the active and passive neighborhood and community parks recreation needs of its residents. Table 2-B lists the existing park and recreation acreage by area.

Accessibility

Some areas within neighborhoods are isolated by physical barriers, including land forms, freeways, railroad tracks, or streets with heavy traffic. Accessibility is a major



Table 2-B. Existing Park and Recreation Acreage by Area.

Area	Res Parks/ Open Space	Acr.	Neighborhood Parks	Acr.	Community Parks	Acr.	School	Acr.
A-1								
A-2					McClellan Ranch Blackberry Farm	18.7 33.0*		
B			Linda Vista	11.0			Monta Vista HS Kennedy Jr. HS Lincoln Elem. Regnart Elem.	10.0* 8.8 3.02 2.37
C								
E-1			Varian	6.3			Stevens Ck Elem.	2.05
E-2			Monta Vista	6.2				
F-1	Forge Apts	0.5*	Villa Serra	0.61			Homestead HS	10.0*
F-2					Memorial Sports Ctr.	27.8 6.2	Garden Gate Elem.	2.25
G			Sommerset Square	1.7				
H-1							Faria Elem.	2.68
H-2			Jollyman	12.0				
I-1	City Center Amphitheater	4.9*	Wilson Library Field	10.4 2.5	Cali Plaza** Civic Park** Library Plaza	1.0 0.5 1.0	Eaton Elem.	3.86
I-2			Creekside	13.0				
J-1							Cupertino HS	10.0*
J-2							Hyde Jr. HS Sedgewick Elem.	4.85 4.0*
K			Sterling Barnhart	0.51				
L-1								
L-2			Portal	3.8			Collins Elem. Portal Elem.	2.92* 1.71*
M	Hamptons Apts. Arioso Apts.	0.5* 0.5*						
N	Oak Valley (2)	0.94						
O								
P-1			Three Oaks	3.1				
P-2			Hoover	5.0				
Total by Park Type		0.94		76.12		55.2		29.88
Total All Types								161.02

* Not included in park acreage. ** Privately owned, public access.





consideration in neighborhood parks. Figure 2-L shows the neighborhoods and the 1/2 mile service area radius for neighborhood parks. The shaded service areas show physical barriers, such as freeways, railroad tracks or stream beds. The diagram does not show streets with heavy traffic. These busy streets may discourage some people, especially young children, from visiting nearby parks. The City of Cupertino shall continue its commitment to a responsive and attractive open space and park system by adhering to the following policies.

- ▶ **Policy 2-74: Park Acreage**
Provide parkland equal to a minimum of three acres for each 1,000 residents.
- ▶ **Policy 2-75: Park Walking Distance**
Ensure that each household is within a half-mile walk of a neighborhood park, or community park with neighborhood facilities, and that the route is reasonably free of physical barriers, including streets with heavy traffic. Wherever possible, provide pedestrian links between parks.

- ▶ **Policy 2-76: Park Variety**
Plan for park uses that provide for a variety of recreational activities.

- ▶ **Policy 2-77: Recreational Intensity**
Recognize the level of recreational intensity appropriate to each neighborhood park, so that future park planning can be based on the desired intensity of use.

- ▶ **Policy 2-78: Park Minimum Acreage**
Plan parks to be at least 3.5 acres for flexibility of use. The acquisition and development of parks less than 3.5 acres may be considered according to the following priorities:

High Priority - Designated neighborhoods that have no park or recreation areas.

Moderate Priority - Designated neighborhoods that have school grounds and no parkland.

Low Priority - Designated neighborhoods that have park or recreation areas less than three acres per 1,000 residents.

Accessibility of residents to parks should be considered in determining priorities. In addition, consider pocket parks in new and renovated commercial projects and new residential developments for respite and gathering places.

- ▶ **Policy 2-79: Park Design**
Design parks to utilize the natural features and topography of the site and to keep long-term maintenance costs low.



Strategies

1. **Native Plants** Maximize the use of native plants and minimize water use.
2. Where possible, open and restore covered creeks and riparian habitat.

▶ **Policy 2-80: Park Access and Visibility**

Parks shall be designed to enhance public safety by providing visibility to the street and access by public safety responders.

▶ **Policy 2-81: Acquisition of Surplus School Property**

A portion of developer fees shall be held in reserve for the possible acquisition of surplus school properties if they become available. The City should take advantage of the Naylor Act to purchase surplus school sites.

▶ **Policy 2-82: Park and Open Space Acquisition Program**

Develop the City's Park Acquisition Strategy, based upon the proposed parks as outlined in Table 2-C. The Park Acquisition Program is further based upon three broad acquisition objectives:

1. Complete the Parks Acquisition Program in those areas that are park deficient.
2. Maintain an adequate inventory of sports fields.
3. Retain creek sites and other natural open space areas.



▶ **Policy 2-83: Acquisition or Dedication of Additional Parklands:**

Additional parklands are identified and shall be acquired or dedicated in the Rancho Rinconada area and in the area north of I-280 near Stelling. Require dedication when significant new housing units are identified to meet State requirements.

The General Plan is a policy document that will be used yearly to help in preparing the updated Capital Improvement Program. The plan is subject to revisions depending upon the availability of City, County and State funds and any subsequent actions of the Cupertino Union School District regarding the disposition of surplus school sites.



► **Policy 2-84: School Playing Fields**

Preserve school playing fields for school and community recreational uses.

Strategies:

1. **School Expansion.** Encourage schools to meet their expansion needs by building upward instead of outward into recreation fields.
2. **School Parking Lots.** Encourage schools to seek alternate parking or transportation solutions, rather than building new parking lots that infringe on playing fields.

Implementation

Cupertino will not have sufficient funds to buy enough parkland to meet the minimum standard of three acres for each 1,000 residents in all neighborhoods. Table 2-C shows the park and open space acreage proposed by area. An acquisition strategy that stretches limited funds by using school sites, expanding and revising existing park uses, taking advantage of State and other funds, and park dedication requirements for major new developments will be based upon these needs.

► **Policy 2-85: New Residential Development in Urban Core Areas**

Provide park and recreational space and facilities for new residential development in the urban core. The need for dedication of public parkland and the provision of private recreational space and facilities shall be determined when a master plan is submitted for the development, based on the following criteria:

1. Where feasible, public park space, as opposed to private, should be provided. Active park areas are encouraged that will serve the community need. Passive areas are acceptable, when appropriate to an urban setting. Features could include paths, benches, water features, picnic tables, public art, trees and gardens. They should be oriented toward the street or an activity area where it is easily accessible to the public. Passive areas deemed inaccessible or unlikely to be used by the public should not be credited toward park dedication. Providing public trail connections may be given partial credit toward park dedication.
2. Where feasible, public park and recreational facilities should be provided for those who live and work in Cupertino.
3. New residential developments should be encouraged to blend their recreational facilities into the community at large.
4. Park fees should be collected based on a formula that considers the extent to which the public and/or private park space and facilities meet the park need.

► **Policy 2-86: Recreational Facilities**

Recognize the public benefits derived from facilities such as gymnasiums, swimming pools and/or tennis courts and work to provide these facilities as the use of school facilities is maximized.



Table 2-C. Proposed Park and Open Space Acreage Acquisition by Area.

Area	Exist. Park Acres	Potential Park Lands		Description/Comments
		Neighborhood Park	Community Park	
A-1				
A-2	18.70 33.00*		5.59 33.00	Reuse Blackberry Farm for Community Park
B	25.19			
C				
E-1	8.35			
E-2	6.20			
F-1		3.5		
F-2	36.25			Memorial Park contains Neighborhood Facilities
G	1.70			
H-1	2.68			
H-2	12.00			
I-1	19.26			
I-2	13.00			
J-1				Neighborhood Park
J-2	4.85			
K	0.51	2.99		Neighborhood Park
L-1				Neighborhood Park
L-2	3.80			
M	0.75	2.75		Neighborhood Park
N	0.94			
O				
P-1	3.10			
P-2	5.00			
Total Exist Park Lands	158.52			
Total Prop. Park Lands		10.5	38.59	
Total All Park Lands	162.02	49.09		211.11

*Not included in park acreage



Park Areas

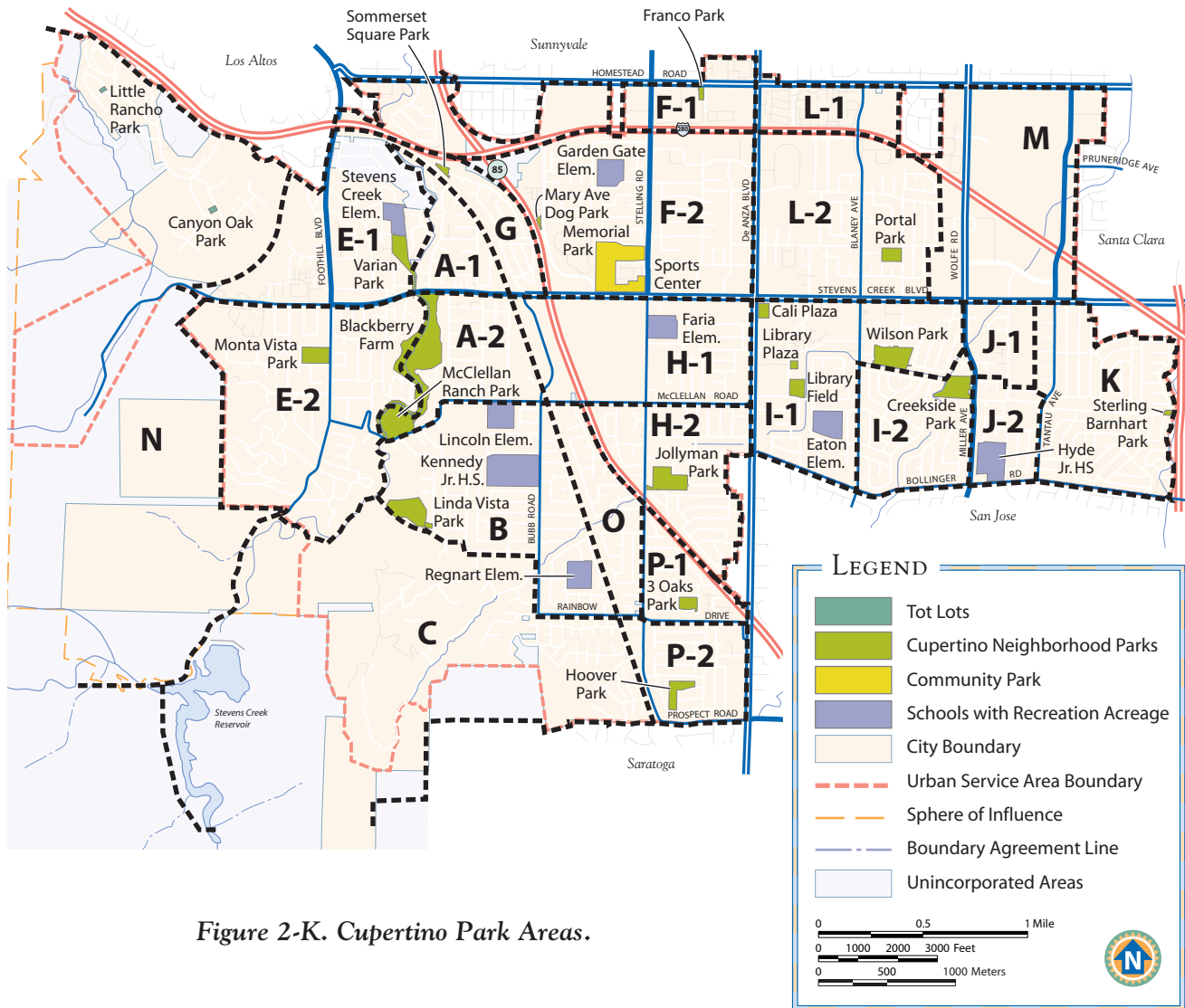


Figure 2-K. Cupertino Park Areas.

GENERAL POLICIES

Policy 2-87: Boundaries Between Land Uses

Base boundaries between land use classifications upon lot lines of established land use activities, public streets, and constructed or natural physical barriers or a combination of any of these. Show the precise boundary on the zoning map.

Policy 2-88: Residential Density Ranges on the Map

Recognize that residential density ranges on the General Plan Map and its legend shows the desired development intensity for a general area. The actual gross dwelling-unit density may be slightly different if the properties reflect the general development character of neighboring properties.



▶ **Policy 2-89: Public and Quasi-Public Activities**

Allow public and quasi-public activities in commercial or office land use categories with zoning and use permit review based on the following criteria:

1. The proposed project must have similar building forms, population, traffic, noise and infrastructure impacts as the existing land use categories.
2. The proposed project must maintain a commercial interface in commercial designations by offering retail activities, creating a storefront appearance or other design or use options that are similar to commercial activities.

Strategy:

Commercial ordinance. Amend the commercial zoning ordinance to allow public and quasi-public activities as conditional uses.

▶ **Policy 2-90: Closed School Site Use**

Designate all public school sites for public use. Sites may be used for quasi-public or institutional activities or both, or for housing. The dwelling unit intensity and development pattern shall reflect the character of the surrounding residential districts. The future of unused school sites shall also reflect the City's park acquisition program in the Open Space and Trails section of this element.

▶ **Policy 2-91: New Drive-Up Services**

Permit new drive-up service facilities for commercial, industrial or institutional use only when adequate circulation, parking, noise control, architecture features, and landscaping are compatible with the visual character of the surrounding uses and residential areas are adequately buffered. Prohibit drive-up services in the Crossroads. Further evaluate any proposed drive-up services site for conformance with other goals and policies of the Plan.

▶ **Policy 2-92: Late-Evening Entertainment Activities**

Discourage late-evening entertainment activities such as cocktail lounges, recreational facilities and theaters in the relatively narrow depth of Stevens Creek Boulevard and De Anza Boulevard properties where they abut low-density residential properties. Allow late-evening entertainment activities in the Downtown Village and Vallco Park and other large properties that are isolated from residential districts.



Park Access

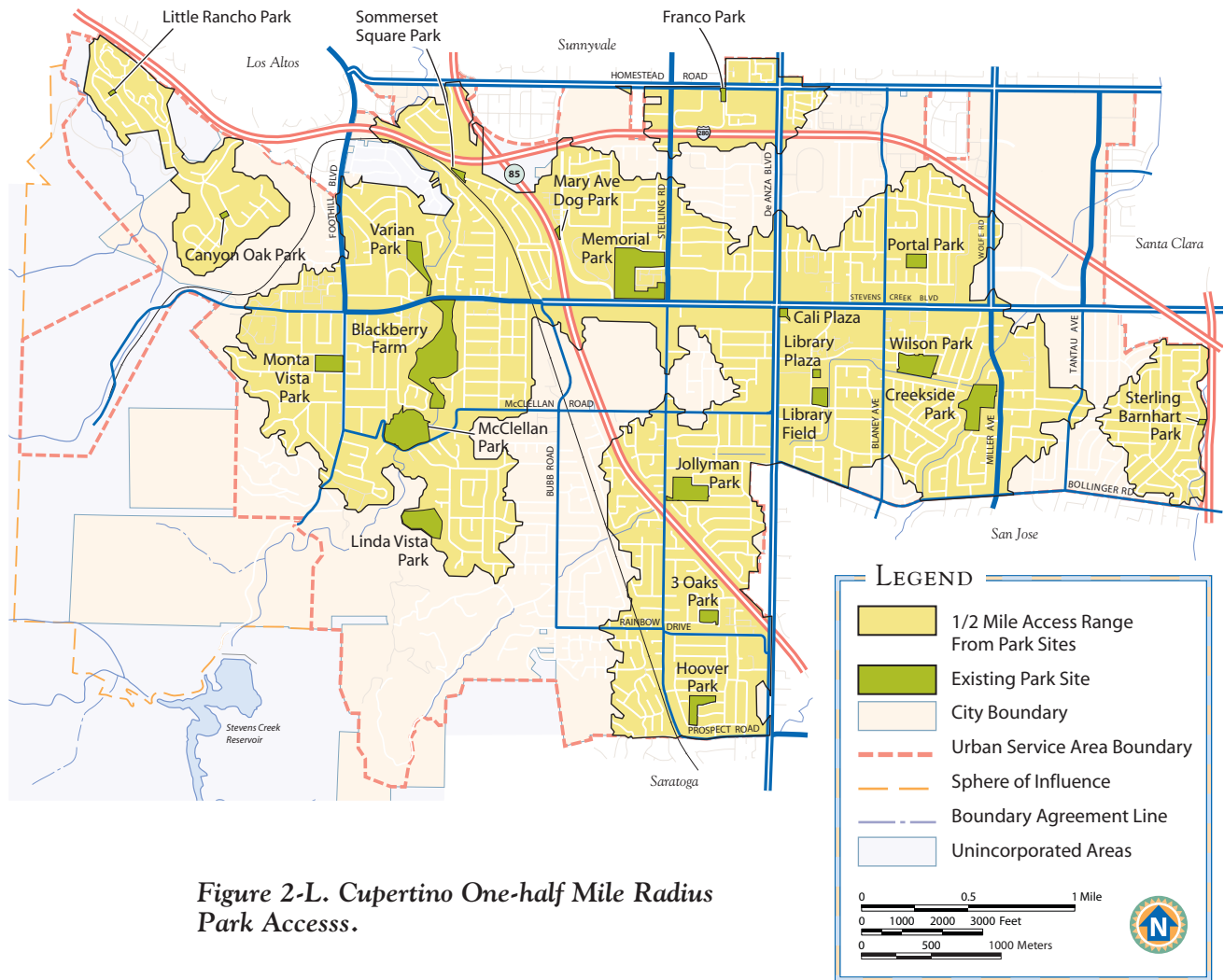


Figure 2-L. Cupertino One-half Mile Radius Park Access.



APPENDIX, HISTORIC RESOURCES PHOTOS – Historic Sites



Baer Blacksmith
22221 McClellan Road –
McClellan Ranch Park



Snyder Hammond House
22961 Stevens Creek Boulevard



Old Collins School
20441 Homestead Rd -
Cupertino De Oro Club



Gazebo Trim
Mary & Stevens Creek Blvd. –
Memorial Parkf



Glendenning Barn
10955 N Tantau Avenue –
Hewlett Packard



Maryknoll Seminary
2300 Cristo Rey Drive†



Nathan Hall Tank House
22100 Stevens Creek Blvd.(



Miller House
10518 Phil Place



Union Church of Cupertino
20900 Stevens Creek Boulevard



Enoch J. Parrish Tank House
22221 McClellan Road –
McClellan Ranch Park



De La Vega Tack House
Rancho Deep Cliff Club House



Commemorative Sites



Elisha Stephens Place
22100 Stevens Creek Boulevard – Existing Plaque



Le Petit Trianon and Guest Cottages
1250 Stevens Creek Boulevard – Foothill-De Anza Community College, Listed on the National Register of Historic Places



Woelffel Cannery
10120 Imperial Avenue – demolished



De Anza Knoll
Off of Cristo Rey Drive



St. Josephs Church
10110 North de Anza Boulevard†



Apple One Building
10240 Bubb Road



Doyle Winery
“Cupertino Wine Company”
Visible from McClellan Ranch Park
(No photo available)



Arroyo De San Joseph Cupertino
21840 McClellan Road – Monta Vista High School, State of California
Historical Landmark #800



Stocklmeir Farm House
22120 Stevens Creek Road



The Crossroads
Intersection at Stevens Creek Boulevard and De Anza Boulevard





Baldwin Winery
1250 Stevens Creek Boulevard –
Foothill-De Anza
Community College
(No photo available)



**Engles Grocery
"Paul and Eddie's"**
21619 Stevens Creek Boulevard



Hazel Goldstone Variety Store
21700 Stevens Creek Boulevard

Historic Mentioned Sites



**Perrone Ranch Stone Cellar:
Ridge Vineyards**
17100 Montebello Road –
Mid-Peninsula Regional Open
Space DistrictJ



Picchetti Brothers Winery
13100 Montebello Road –
Mid-Peninsula Regional Open
Space District



Woodhills Estate
Cupertino/Saratoga Hills,
End of Prospect Road –
Mid-Peninsula Regional Open
Space District, National Register
of Historic Places



Montebello School
15101 Montebello Road

