

# APPENDIX B - CUPERTINO COMMUNITY CONGRESS SUMMARY REPORT

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## Introduction

As the City of Cupertino prepares to update its General Plan, community residents came together to consider, discuss and make recommendations on potential policy directions or strategies that preserve and enhance the City's environmental, residential, and commercial assets while improving the quality of life for those who live and work here. The directions presented in this report resulted from community participation and will guide and inform the City in updating the General Plan and implementing it over time.

This document summarizes the Community Congress that took place on May 3, 2002 at the De Anza College Campus Center. It describes the activities and purpose of the event and documents community feedback on a set of potential strategies proposed by the City and presented at the Congress for public review.

## Overview of the Objectives of the Congress

In preparing for the Congress, staff from various City departments created a list of potential strategies pertaining to eight different areas related to Cupertino's growth and development, community character, transportation and natural resources, including the following topic areas:

- Walk-Ability, Bike-Ability and Trails
- Neighborhoods
- Circulation
- Environmental Resources / Sustainability
- Development Nodes
- Commercial and Office Development
- Housing
- Open Space and Parks

Congress attendees expressed their opinions on the potential strategies along a spectrum ranging from strong agreement to strong disagreement. Possible pros and cons were listed next to each potential strategy, that is, the implications or trade-offs that could be associated with the implementation of each. The idea behind these potential strategies was to provide a structured yet wide range of options participants could consider, as well as their benefits and costs. Participants voted using sticky dots indicating their level of agreement on the strategies shown on each poster, organized by the topics listed above. The dots were later tallied and are summarized in this report.

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## The General Plan Update

The General Plan is a statement of goals, policies, and programs that guides Cupertino's long-range development. It is an expression of our community's vision and priorities and provides a sense of direction. California state law requires each city to adopt a General Plan. Cupertino adopted its General Plan in 1993. It encompasses a set of long-range goals for the City's physical and social development—goals that best meet the needs of its residents. The Plan contains five elements: land use—community character, housing, transportation, environmental resources and public health and safety. It embodies a vision for the City, stating: "The General Plan foresees a future for Cupertino in which our growth is carefully managed, thus maintaining and enhancing our quality of life, protecting our natural heritage and ensuring long-term economic vitality."<sup>1</sup>

The City initiated a series of planning events in early 2002 that will culminate in the formulation of a General Plan Update later this year, that echoes the collective vision of the citizens of Cupertino and responds to contemporary demands and issues. Therefore, the Update is an important step in maintaining a strong, safe, and prosperous City.

## Congress

The Community Congress began at three o'clock in the afternoon of May 3, 2002, at De Anza College and lasted until approximately eight o'clock that evening. Nearly 200 participants attended. The event began with an open house in which attendees circulated freely to review the different issue stations and become acquainted with the policy areas and potential strategies listed on the charts. Participants were given "topic cards" and received stickers on visiting each of the eight stations. Completed cards were then returned and entered into a drawing that occurred at the end of the evening.

The Congress officially commenced with welcoming remarks from Mayor Richard Lowenthal. Steve Piasecki, the City's Director of Community Development, gave an overview of the General Plan Update and stressed the importance of community participation in its creation. Doug Suisman of Suisman Urban Design then presented a Powerpoint slide show and talk entitled "Building Community and Creating a Sense of Place," which examined some of the concepts and history of community planning and placed them in the context of Cupertino's history, current assets, opportunities and challenges. Doug Suisman stressed that if residents want high quality "places" where people can gather and comfortably interact then the community must balance the needs of roads, referred to as "paths," in relation to "place." The presentation was followed by a preview of the evening's activities by Carolyn Verheyen of Moore Iacofano Goltsman, Inc. (MIG), who briefed participants with instructions for the upcoming dot exercise, small group sessions and final reporting of group conclusions.

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<sup>1</sup> City of Cupertino website [www.cupertino.org](http://www.cupertino.org)

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## **The Dot Exercise and Small Group Sessions**

The dot exercise collected and gauged input on potential strategies to be incorporated into the General Plan Update. Participants were given one dot for each strategy with which to cast their opinion. They placed the dots according to their level of agreement or disagreement with each strategy. The exercise encouraged participants to analyze and “weigh in” on optional policy directions as well as to generate a tally of support for each of the identified areas, a collective memory of the event and results to guide future policy.

Following the dot exercise, participants broke into two, hour-long, small group sessions on the eight issue areas and discussed the results of the dot exercise and suggested new strategies that should be considered in the overall General Plan Update process. Participants chose which issue groups to attend based on their personal interests. Each small group was supported by a representative of the City, to record remarks on large flip charts and a representative from MIG, to facilitate the discussion. The City representatives also helped clarify questions and concerns on the specifics of the potential strategies.

During the first part of the small group sessions, participants discussed policy strategies and interpreted the results of the dot exercise. The discussion was focused on the potential strategies and the reasons why they received or did not receive support. Participants also proposed new and revised strategies. Participant input was recorded and is listed later in this report.

This general discussion was then transitioned into a more specific group task: Participants were asked to generate “One Bold Step,” a concrete and straightforward action that could be implemented as a practical step in the direction agreed upon by the groups. It could be short or long-term in nature. Because the groups had to debate and compromise on the issues, the Bold Steps were not necessarily a full group consensus but rather a single, discrete recommendation for action to the City. The groups were assigned to formulate a Bold Step, write it as a large poster and nominate a group representative to present it to the Congress as a whole.

The first and second small group sessions were separated by a dinner for all participants.

At the conclusion of the small group sessions, the entire Congress reassembled and each of the sixteen small groups sent its representatives to present the Bold Steps. Representatives were given the floor and microphone and used creativity and humor to present their groups’ ideas to the audience. The Bold Steps were all received with applause. The night concluded on this note of optimism and a feeling that everyone had participated actively in discussion, deliberation and imagining an even better future for Cupertino. A drawing was held and winners were awarded prizes for their involvement.

The Congress concluded with final remarks by the City Council on next steps in the creation of the General Plan Update.

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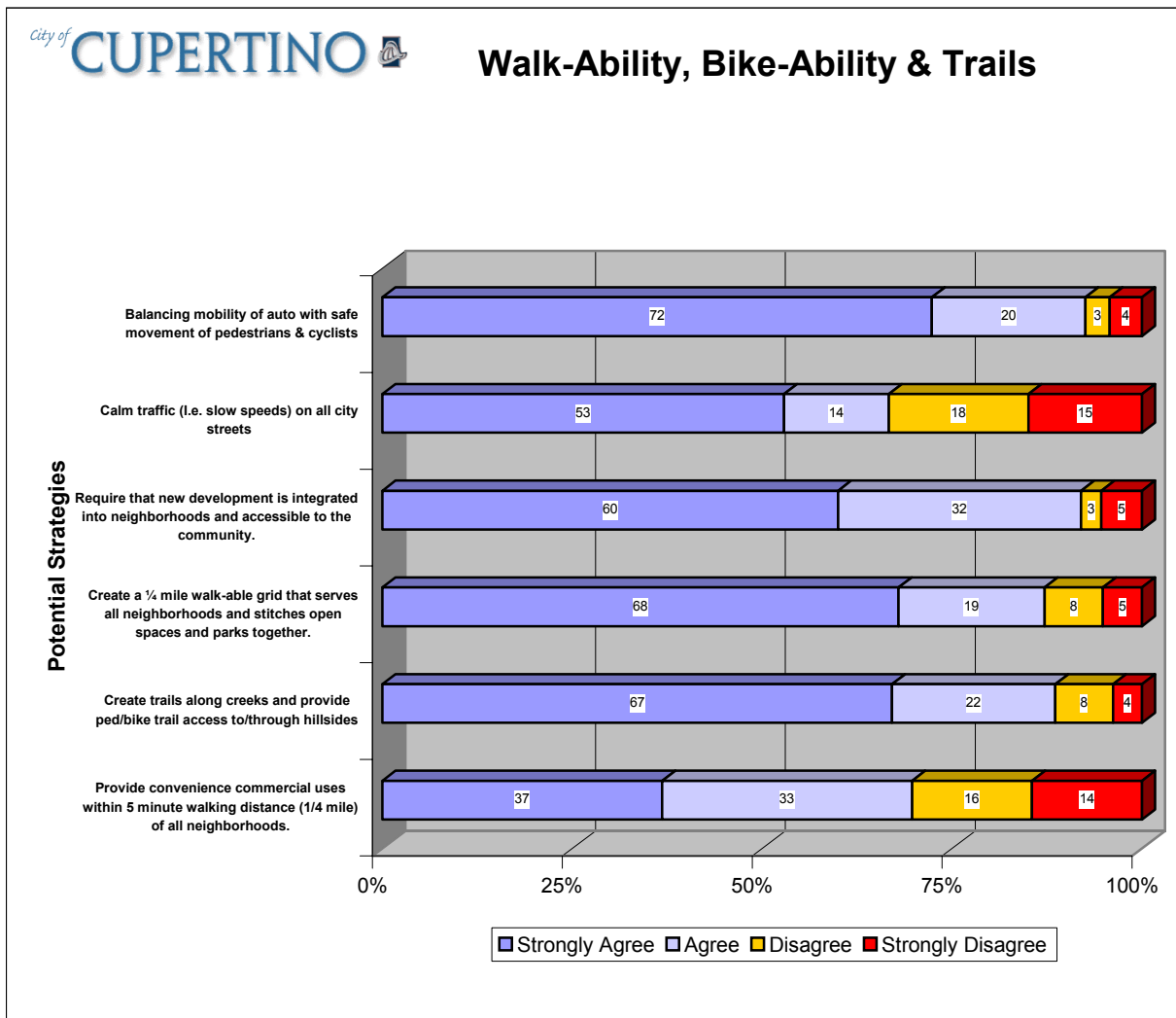
## Report Organization

The remainder of this report summarizes the information generated at the Congress. In order to preserve the conceptual sequence in which the ideas were voted on and discussed, the information is presented by issue area. First, a summary chart of the dot exercise is shown for each issue area. Each chart contains the various potential strategies as proposed by the City on the large charts. In order to summarize and easily compare the data, the dot tallies were converted to percentages and the neutral votes were excluded. Therefore, the numbers appearing in the bar charts represent the *percentages* of people who either: 1) Strongly Agree, 2) Agree, 3) Disagree or 4) Strongly Disagree with each strategy. In analyzing the charts, it is important to take into account the *level* of agreement or disagreement and consider why this might have been the case. The “Post-It Note” comments from the dot boards are listed directly under the dot exercise tally.

Each small group session began with general discussion on the topic and ultimately culminated in the formation of the Bold Step statements. The comments that were recorded on the flip charts appear below for each group, followed by the groups’ respective Bold Steps. The single “Bold Step” is highlighted in yellow. Two of the written comments did not address any of the subject areas but instead focused on the organization of the congress. These comments are listed below:

- ❖ Well organized, but nothing for seniors. I think you want me to move out of Cupertino so you can get more tax \$\$ for stupid things.
- ❖ Make sure people who live, rent, and/or own a business (not employees) to these meetings only. They actually own and work in person there. (Not people who own property and live somewhere else) The people who live here are the heart of Cupertino.

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**“Sticky-Note” comments from the Walk-Ability, Bike-Ability & Trails Dot Board:**

- ❖ Need to make bicyclists feel safe – so people with get out of their cars.
- ❖ More pedestrian crosswalks. Should have a pedestrian controlled stoplight.
- ❖ Do not force owners to sell or donate land & lose their privacy.
- ❖ ½ of a mile is adequate.
- ❖ Need a pedestrian light at Hyde and Bollinger. The Safeway is not really nice to go to because of the traffic.
- ❖ Reduce width of “neighborhood arteries” like Columbus Avenue to slow traffic.
- ❖ Speed bumps! Horrid in neighborhoods.
- ❖ Well-designed speed bumps are good. Not big, bumpy ones.

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## Walk-Ability, Bike-Ability & Trails

### Group 1

- Add policy to fill in sidewalk gaps – cutback landscaping, lights “flicker”.
- Soften convenience commercial policy
- Create “true” bike lanes
- Some neighbors don’t want connections to parks
- Ped/bike as viable as the car
- Too much development resulting in neighborhood traffic
- Make safe to cross
- Need safer crosswalks
- Need more pedestrian overpasses
- Residential streets are too wide
- Narrow streets like SCB
- People speed in neighborhoods
- Make Stevens Canyon Road bikeable
- Narrow travel lanes and reduce speed limits
- Shorten distance between stops
- Need better enforcement that favors ped/bikers
- Ped/r/w city/ped only crosswalks (San Mateo)
- Orange posts @ stop intersections
- Traffic signals @ school hours
- Traffic speed machines
- Ped Island @ Sedgwick School
- More bus routes to encourage walking
- Need signage for peds
- SCB more walkable thru design

#### One Bold Step

*Connect entire city for walking and biking. Making pedestrian / cycling as viable as the automobile.  
Demonstrate the viability of this goal by completing one trail that connects several major destinations.*

### Group 2

- Have to slow traffic down
- Do one trail that goes somewhere
- SCB/DAB is “harrowing”
- Add no r/t on red
- Encourage parents to let kids walk to school
- Need continuous trails
- Design Rec. trails to they don’t attract cars
- Stevens Canyon Road needs to be fixed
- Connect to hills/library etc.
- LGCT is positive asset to neighbors

#### One Bold Step

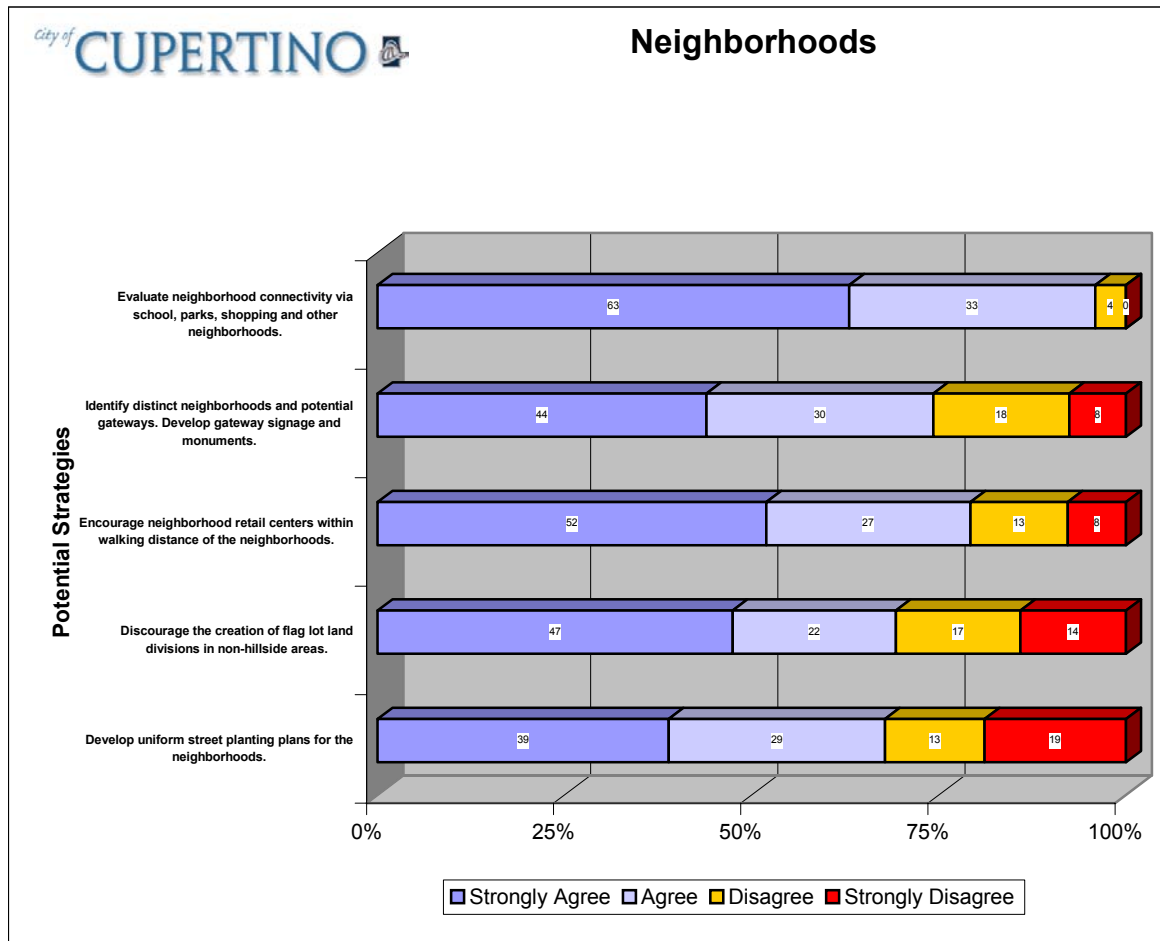
*Connect paths to places by completing ASAP a demonstration project utilizing creeks and trails connecting two focal points in the city.*

#### BOLD STEPS

- Access out of “dead-end” neighborhood
- Utilize creeks/RR
- Point “A” to “B” demo project
- Utility & recreation
- Complete all sidewalks
- “Walk Cupertino” campaign net walk
- Speeding enforcement
- One trail that works**
- Walkable/bikeable around schools
- Connect entire city (walk & bike)
- Peds/bikes as viable as auto
- Street festival to close Stevens Creek Blvd. or De Anza Blvd. each year
- No right on red at major intersections

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### “Sticky-Note” comments from the Neighborhoods Dot Board:

- ❖ Encourage cyberspace connectivity for neighborhoods.
- ❖ A major grocery store. (Neighborhood)

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## Neighborhoods

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### Group 1

#### NEIGHBORHOOD CONNECTIVITY

- Improve connections to places
  - Easy physical access to schools, parks, Senior Center, Nimby issues
  - Need sidewalks on Stelling throughout city. Some areas don't want sidewalks
  - Hard to get on Bubb Road in the morning (school traffic)
  - Hard to get on McClellan Road in the morning (school traffic)
  - Crosswalks for children (Vai & Bubb)
  - Need police at school when it opens
  - Safety for kids (fast cars)
  - Why don't kids walk to school?
  - Only 1 child per car
  - Does resident parking permit zone conflict w/ school traffic
  - Kennedy has great connections
  - Railroad conflicts with school traffic?
  - Magnet school a major problem?
  - Increase safety for bicyclists
  - Barrier at Pacifica not needed
  - RR as a bike/ped. Path
  - HWY 85/RR big barriers
  - Orange Avenue major ped. Route – “no sidewalks”
  - McClellan Road near from De Anza – Byrne needs sidewalks
- Uniform street planting
  - Different street trees looks bad
  - Afraid street trees – (lead to) sidewalks
  - Unique neighborhood identity
  - Maintenance problems w/ certain trees (roots)
  - Neighbors (disagreement on point) need to choose tree – weigh pros & cons, look at long-term growth
  - Should replacement trees be the same as the rest?
  - Problem with overgrown shrubs

#### BOLD STEPS

- People should replace cars in the community: people>cars
- Neighbors should define their neighborhoods
- Enhance differences between neighborhood identities
  - Different light standards
  - Monuments?
- Respect neighborhood wishes/neighborhood planning by neighbors
- Realign San Jose/Cupertino boundaries to include W. San Jose
- Can neighborhoods work together? Cooperation
- RR row as a bike/ped path

#### **One Bold Step**

***Empower neighborhood  
decision-making!!***



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## Neighborhoods

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### Group 2

#### NEIGHBORHOOD CONNECTIVITY

- ❑ Connections to schools
  - Improve kid/ped safety
- ❑ Parents blocking driveways/congestion (streets – parking lots during school time)
  - Faria (option Portal) – Miller
  - Monta Vista
  - Portal
  - Kennedy
- ❑ Have to be in a car – can't walk to anything
  - Need closer proximity to services. Bank, store, dentist, library, etc.
- ❑ Can we reduce traffic?
- ❑ Ped. Signal timing needs to be lonnnngerrrr....
- ❑ Alternative transportation to popular destinations. Shuttle, Jitney, etc., public trans (fee & free)
- ❑ Neighborhood retail centers
  - Within walking distance ¼ mile?
  - Seniors cannot walk distances
  - Mixed-use a good use of land
  - Profitable to build neighborhood retail?
  - Traffic regulations preventing retail development
- ❑ Street tree planting
  - Damage to sidewalks – Liquid Ambers
  - Uniformity okay, but shouldn't damage improvements
  - Existing street tree program good
    - Choices with range
    - Not a single tree
  - Trees vs. smooth sidewalks
  - Graph dots to gage agreement (strongly agree/agree) vs. disagreement (disagree/strongly disagree)
- ❑ Neighborhood identity
  - Identity strong already – don't need to spend money
  - Concern it would divide City

#### BOLD STEPS

- ❑ Leave us alone
- ❑ Steady as she goes
- ❑ Address school traffic issue – children's safety
- ❑ Monster homes need to be controlled
- ❑ City needs to be pre-active in enforcement
- ❑ **Encourage neighborly communication & cooperation**
- ❑ Beautify, increase safety, reduce vehicle traffic offer attractive transportation alternatives
- ❑ Publicize Neighborhood Watch & Emergency Preparedness in Cupertino Scene

#### **One Bold Step**

***Encourage neighborly  
communication and  
cooperation!!***

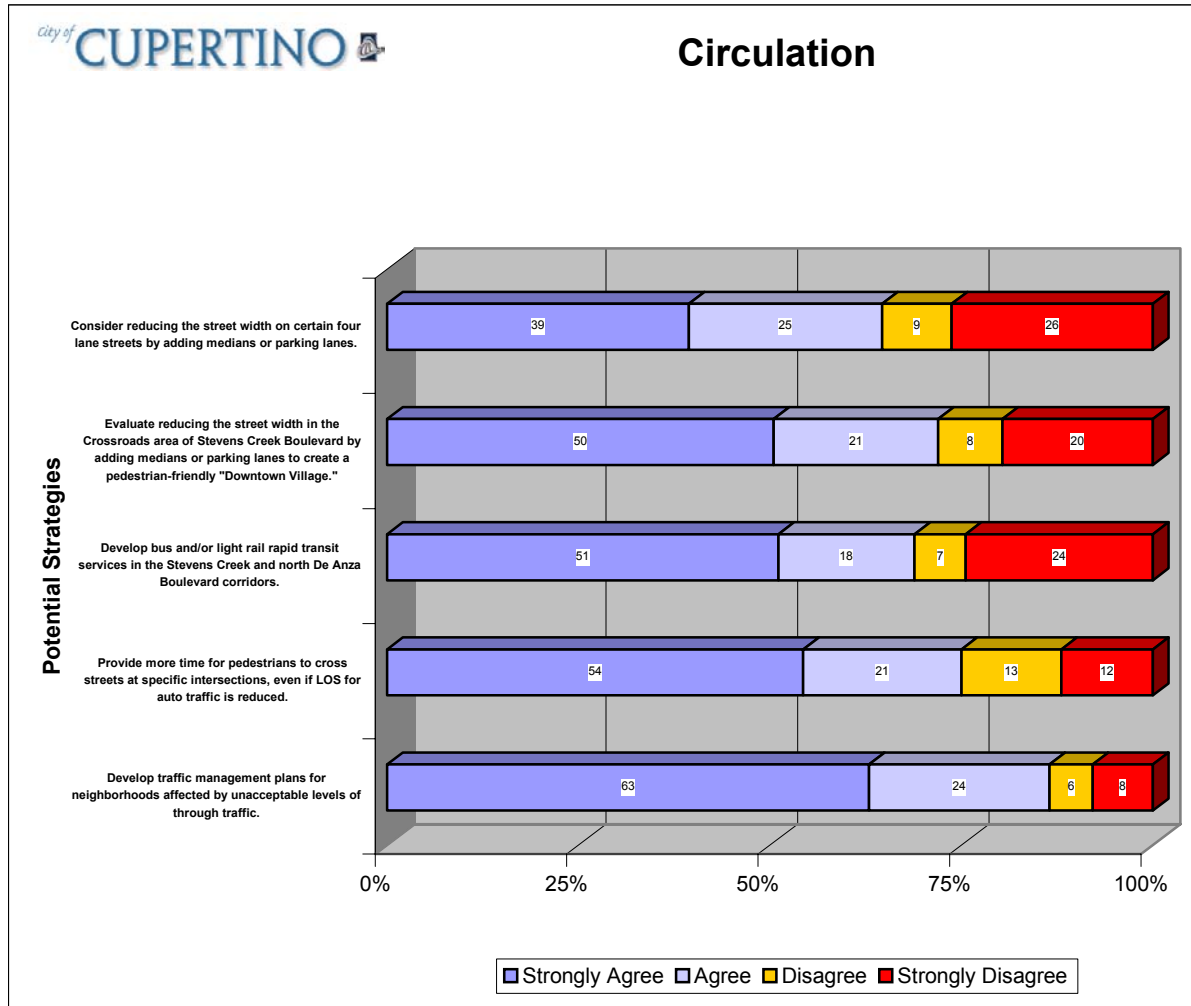
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**“Sticky –Note” comments from the Circulation Dot Board:**

- ❖ Bury highest density through traffic underground.
- ❖ Where is the survey that people will walk? They don't now.
- ❖ Challenge the premise that “Downtown Village” should be a the Crossroads.
- ❖ Would like to see a lot of pedestrian overpasses.
- ❖ Each neighborhood problem is unique and should be dealt with a special solution.
- ❖ Reduce width of “neighborhood arteries” like Columbus Avenue to slow traffic.

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## Circulation

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### Group 1

#### NEIGHBORHOODS LEVEL OF TRAFFIC

- Need to look at neighborhood traffic with cut thru traffic
- School traffic to get there from other areas
- Safety because of illegal parking other alt. to driving in children**
- Too much traffic around schools. How is it measured to come w/ solution
- Diversion lanes w/island. Drop off for school off road
- Traffic situation should be reported

#### REDUCE #OF LANES ON 4 LANES

\* Bollinger Road & Homestead Rd

- Balance road use to be equal for ped/bike & veh.
- Take an 8 lane to 6 lane does make cozy street
- Con - neighborhood traffic increase
- Public transportation from other cities need to improve. Cut through community. Needs to stop at nodes to shop or dine
- Depress De Anza under SCB - commute traffic
- How many ped. will use the area? Things are spread out too far. Not feasible to walk.
- Growth – need to look at how to mix use and keep balance keep level of service but be ped friendly
- De Anza College – more parking on street would cause huge traffic issues of movement
- Re-visit the public transportation viability
- Higher density will put more stress on environment and create more congestion. Don't allow higher density
- No land to build on
- Flow model – need to look at breaking it into pass through traffic and neighborhood traffic
- Increase of students at De Anza will effect traffic
- Slow growth will push people out of the area and require people to commute farther.
- Time is valuable people may not want to stop in Cup to shop or dine
- Work with other cities to handle the traffic issues
- How long will we add lanes to handle additional traffic
- Cut through traffic still a problem/not using HWY 85
- NO DOWNTOWN – Cannot walk comfortably because of traffic. No meeting destinations. What will it take to improve this round-about at De Anza & SCB
- Intra-City vs. Inter-City traffic values**

#### **One Bold Step**

***Addressing intra-city vs.  
inter-city circulation!***

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## Circulation

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### Group 2

#### LANE REDUCTION

- If reducing lanes then we need to gain from it. Larger parkway slow travel lanes for businesses
- SCB is more the inter street
- De Anza is only access to HWY 280 & HWY 85 – reduction will be restrictive to access hwy
- Cannot do just one thing without a ripple effect
- City Center or Down Town needs to be started now
- De Anza moves traffic to other cities
- Street too unfriendly to want to walk – not enough going on even if streets are reduced
- Why do we want to change?
- Need to create an enviro to keep people in City and attract them
- Multi-phase develop and restrict traffic
- Shuttles to help move people from Vallco to Oaks, etc., - need to route around to residential areas – FREE SOLAR**
- To reduce lanes very costly, what if you did the reduction and no one came? We have looked at before.

#### LIGHT RAIL SYSTEM

Down SCB – General Plan

- Cheap means of transportation they work
- Busses – free – at least one line

#### TIME FOR PED. CROSSING

- Change times to help ped. get across as needed if possible
- May cause longer wait but may get people out of car
- Install countdown timer to tell ped remaining time to cross
- Mary @ SCB changes that were made were not ped friendly but to benefit cars
- City does not seem serious about ped friendly
- We have removed some destinations ie: SCB @ Blaney
- Need to have the places to go to make us want to walk
- Avg. person will not walk 2miles one way
- Forcing the choking of traffic to get ped will force into neighborhood
- Depress SCB
- Ped overcrossing De Anza & SCB
- School traffic - need a strategy to handle this problem, encourage bike use
- School busses – where did they go?
- Children should walk – Safety
- Busses to expensive and parents will not pay
- District parking – centralize then bus
- Need to re-survey parent about bussing
- Bus pollution increases with more busses
- Pollution due to traffic sitting longer at signals
- School zones – people will travel longer distances to get around the congestion

**One Bold Step**

***Focus on Intra-city circulation***

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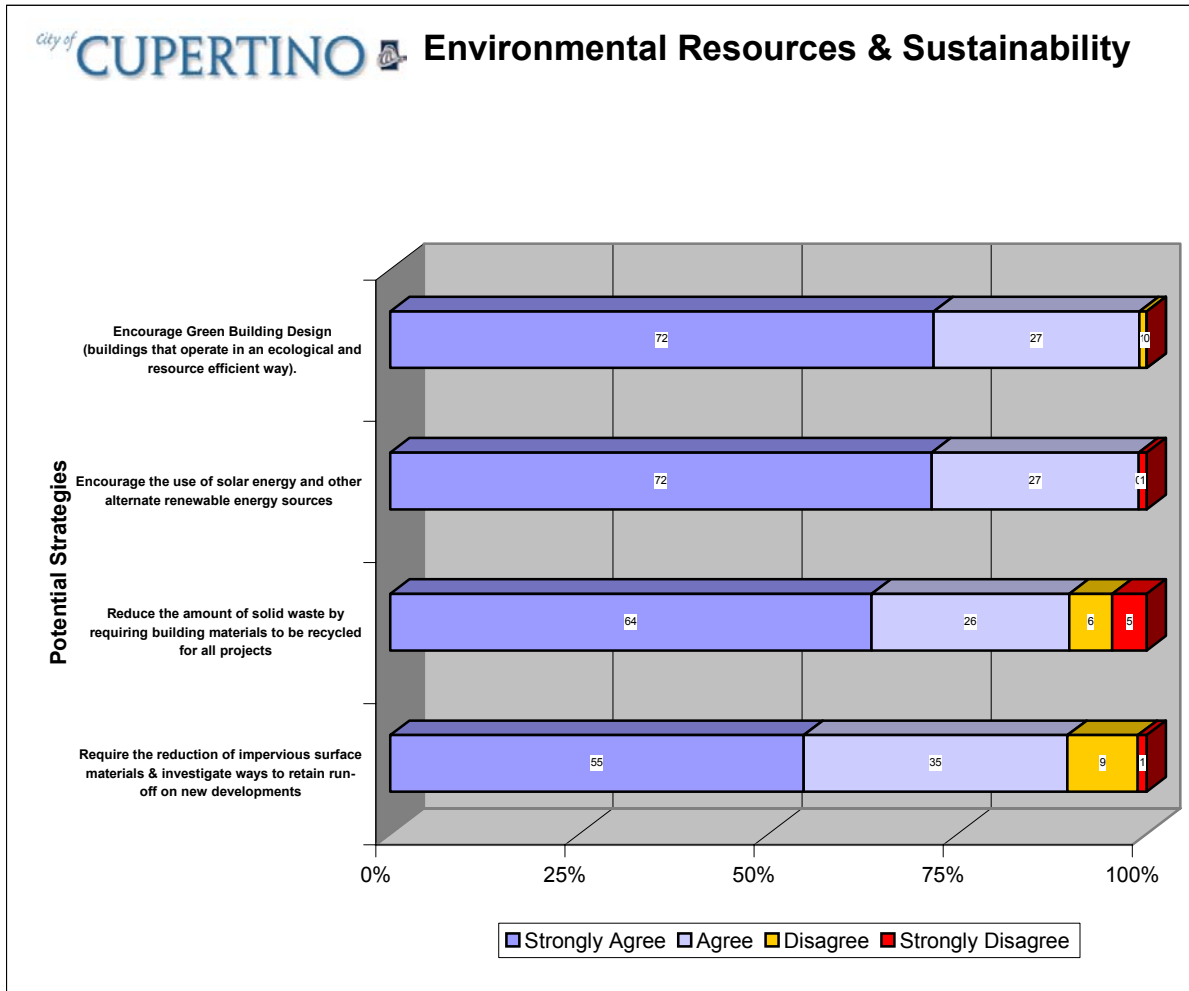
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- Look at City as a “blank slate” for when “Big One” happens that we can rebuild the city the way we want if planned in advance
- Our roads are for Cupertino and not for travel thru. Don’t focus on getting people thru town.

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**“Sticky-Note” comments from the Environmental Resources/ Sustainability Dot Board:**

- ❖ Address pesticide use, especially in parks.
- ❖ Should encourage conservation. Should encourage efficient night lighting that doesn't light up the sky.
- ❖ “All” is a bad word. You can consume more resources in recycling than you save.
- ❖ Never say “all”.
- ❖ Should make it easier to return deposit bottles and cans.
- ❖ An agency to report water wasters after there is enormous wasted water in streets.

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## Environmental Resources / Sustainability

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### Group 1

#### GREEN BUILDING

- Loss of energy
- Greenhouse effect
- Cost of energy
- Healthier to work in
- Cost is down in the long run
- Enhance public info on G.B./seminars
  - Energy efficiency
  - Pesticides
  - Buildings

#### SOLAR

- Sell back energy – revenue
- Rebates in bills

#### One Bold Step

*Put solar panels on the new library!!  
And passive solar*

#### SOLID WASTE/RECYCLING BUILDING MATERIAL

- Large scale food waste collection for composting
- Putting solar on new library**
- Cover the whole penn. W/ geodesic dome
- Recycling/reuse of historically significant building materials
- Permit fee rebates for recycling of demo waste like San Jose

#### One Bold Step

- *Put solar panels on the new library!!*
- *And Passive Solar*

#### ADDRESS PESTICIDE USE

- Public education on this
- Reduce pesticide use on public places/parks/landscaping/horticulture w/ respect to allergens

### Group 2

#### GREEN BUILDING

- Less pollution
- Natural resources benefits
- Water conservation
- Less smog/better indoor/outdoor air

#### SOLAR

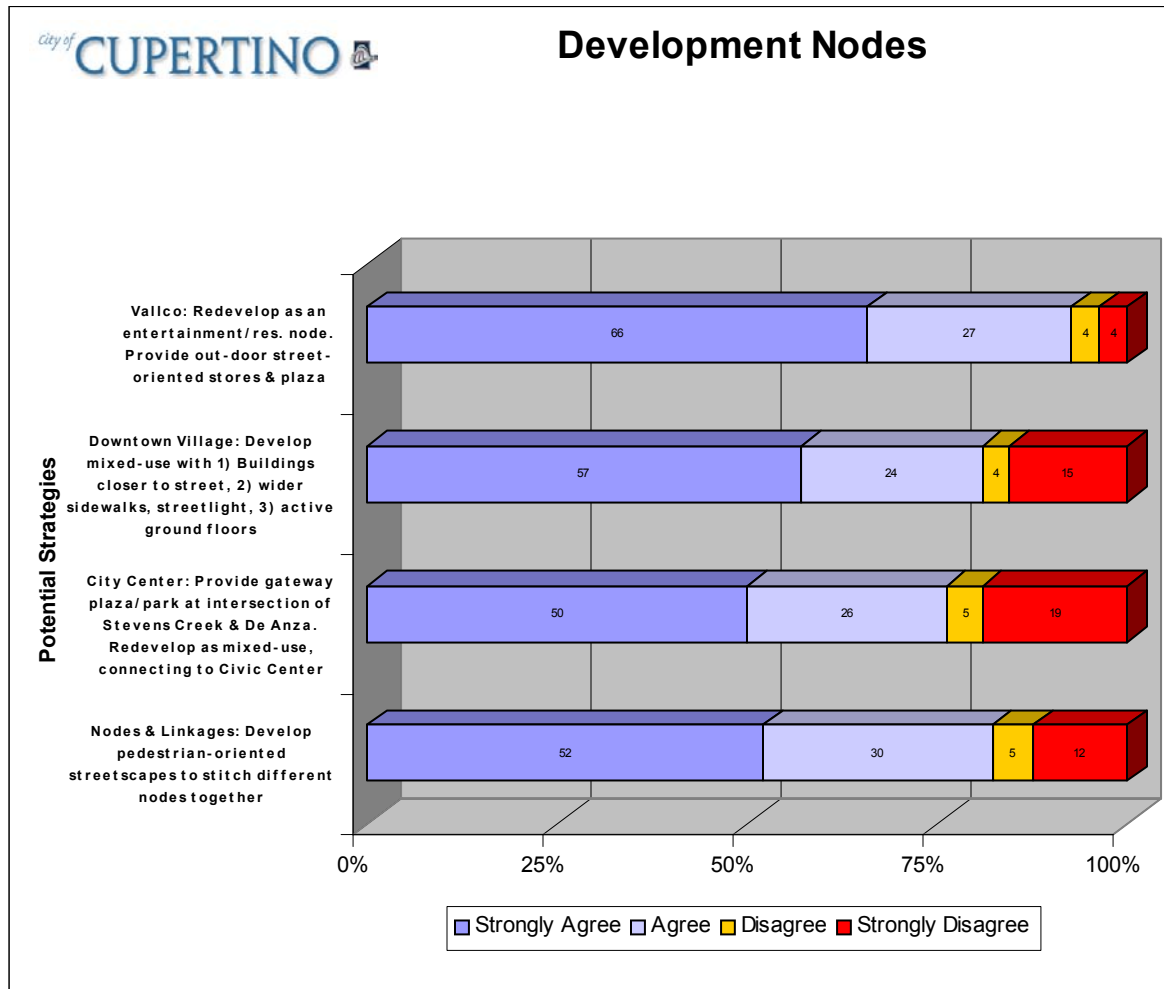
- Cost savings
- Natural resources conservation
- Always there

#### BOLD

- Partnership with De Anza
- All new public buildings (new library) shall install env. Best prac.**
- Public/private incentives for utilizing env. Best practices
- New library as show case for green building design & renewable energy tech.**



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**“Sticky-Note” comments from the Development Nodes Dot Board:**

- ❖ Something must be done. The City loses sales tax revenues. Vallco is easier to access than Hwy 280, so it really should be more desirable.
- ❖ What is the height on all buildings? (Downtown Village)
- ❖ (Downtown Village) Yes, but not necessarily at the Crossroads. (De Anza Boulevard & Stevens Creek Boulevard)
- ❖ Needs to be a real walking environment. Not just more buildings closer to the street. Sidewalks big enough for outside cafes and restaurant seating.
- ❖ Mention was made of entertainment at Vallco. One concern I have is the cost. However, I have an idea – make the entertainment be relatively cheap to produce and be unique. Make it a comedy club and/or improv. club.

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## Development Nodes

### Group 1

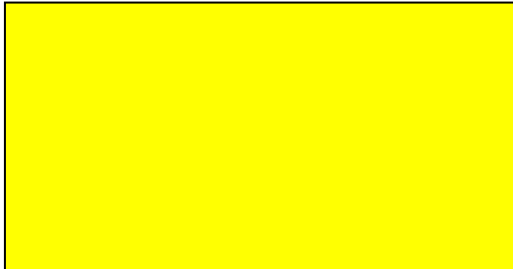
- Walkable Stevens Creek corridor connecting new & old centers
  - Identifiable
  - Sense of place
  - Pedestrian Friendly
  - Transit friendly
  - New building/bus.
  - Street Enclosure

#### VALLCO

- Is this practical since it is privately owned
- Strong vision to influence Vallco
- Residential may not fit – traffic & services
- Restaurants/movies will add life
- Residential will add life
- Tax incentives to convert dream to reality
- Totally different/unique to compete with Valley Fair
- Include HP/Compaq in dev. Plan
- Concentrate our “center” in Vallco – pedestrian place
- Concerned about entertainment
  - Has not succeeded in other areas

#### DOWNTOWN VILLAGE

- Love town center idea
- Perfect location – center
- Have existing retail – build on
- Keep traffic through
- Not as big as Vallco – better place
- 
- Would like a place PA/LG to “hang out”.
- Expensive to change building formats
- Divert traffic around & make it ped/bike friendly
- Stevens Creek can’t be diverted



#### CITY CENTER – Park

- Can’t be achieved because too much development already
- New developments should maintain the quality so people keep coming
- Should have uses that ‘finish the puzzle’

#### NODES & LINKAGES

- Light rail on SCB – median connecting to SJ/Caltrain
- Shared parking bet. uses. Keep parking free corporate lots
- 

#### BOLD STEPS

- Tear down Vallco & start fresh
- Light rail
- Connect our centers for residents, bikes & peds. (SCB – De Anza/Oaks, Target, Vallco)
- Create a sense of unique place (beautiful, walkable, restaurants, benches, more trees)
- Markers on Ped. Paths – miles walked and calories burned
- Places - destination (microbrewery)
- Residential w/ mixed use
- Connect continuous businesses
- New businesses – bookstores

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- ❑ Have something to look at

## Development Nodes

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### Group 2

#### VALLCO

- ❑ Better department stores as anchors to compete
- ❑ Look at city's needs when redeveloping Vallco
- ❑ Make Cupertino a destination to spend \$\$ - conf/restaurants
- ❑ Place to "hang out"/walk
- ❑ Currently "user-hostile" change
- ❑ Develop more residential since location is not conducive to downtown
- ❑ Revitalize w/ entertainment & compete with Valley Fair. Build on current
- ❑ Family-friendly
- ❑ Use current infrastructure
- ❑ Redevelopment areas gives city more influence – use it
- ❑ Use city resources aggressive to create a place it wants
- ❑ Opportunity to provide affordable housing – dense 5-6 stories
- ❑ Of access to freeways
- ❑ Tear down – put IKEA
- ❑ Consider HP/Compaq when redeveloping Vallco

#### DOWNTOWN VILLAGE

- ❑ Encourage ex. & new businesses/bookstores/shoemaker
- ❑ Don't take lanes or bring buildings close – create traffic prob.
- ❑ SCB – not the place
- ❑ Don't concentrate on Vallco – create centers that are connected
- ❑ Oaks is a good location – downtown
- ❑ Already thought of – rejected. Don't try again – will create hodge podge
- ❑ Need model of any area that would fit
- ❑ Need to expand SCB
- ❑ Need 2-3 stories – don't over build
- ❑ Strolling bridges to walk above streets
- ❑ Could create "bad development"
- ❑ Already have "Cupertino Village" – enhance

#### CITY CENTER – Park

- ❑ Open space w/ happy sculpture
- ❑ Apricot/cherry trees – orchard idea
- ❑ Too much traffic for usable park

#### TOWN CENTER

- ❑ Notice entire city for meetings

#### LINKAGES

- ❑ No connections – too much traffic
- ❑ Need too much critical mass to be successful – not Cupertino
- ❑ Oaks – Great location – MGM PKT, sports center/De Anza
- ❑ Town Center/Civic Center better location
- ❑ Use money (to reduce lanes) & get book store instead
- ❑ Provide enjoyable ped/bike routes
- ❑ Walk anywhere safely/seamlessly
- ❑ Distinguish type of work neighborhoods & connect trails

#### **One Bold Step**

**Walkable!! *Stevens Creek Boulevard--  
Connecting new and old City centers***

- ***Identifiable***
- ***Sense of place***
- ***Pedestrian friendly***
- ***Transit (light rail) friendly***
- ***New businesses***
- ***Built to edge, street encl.***

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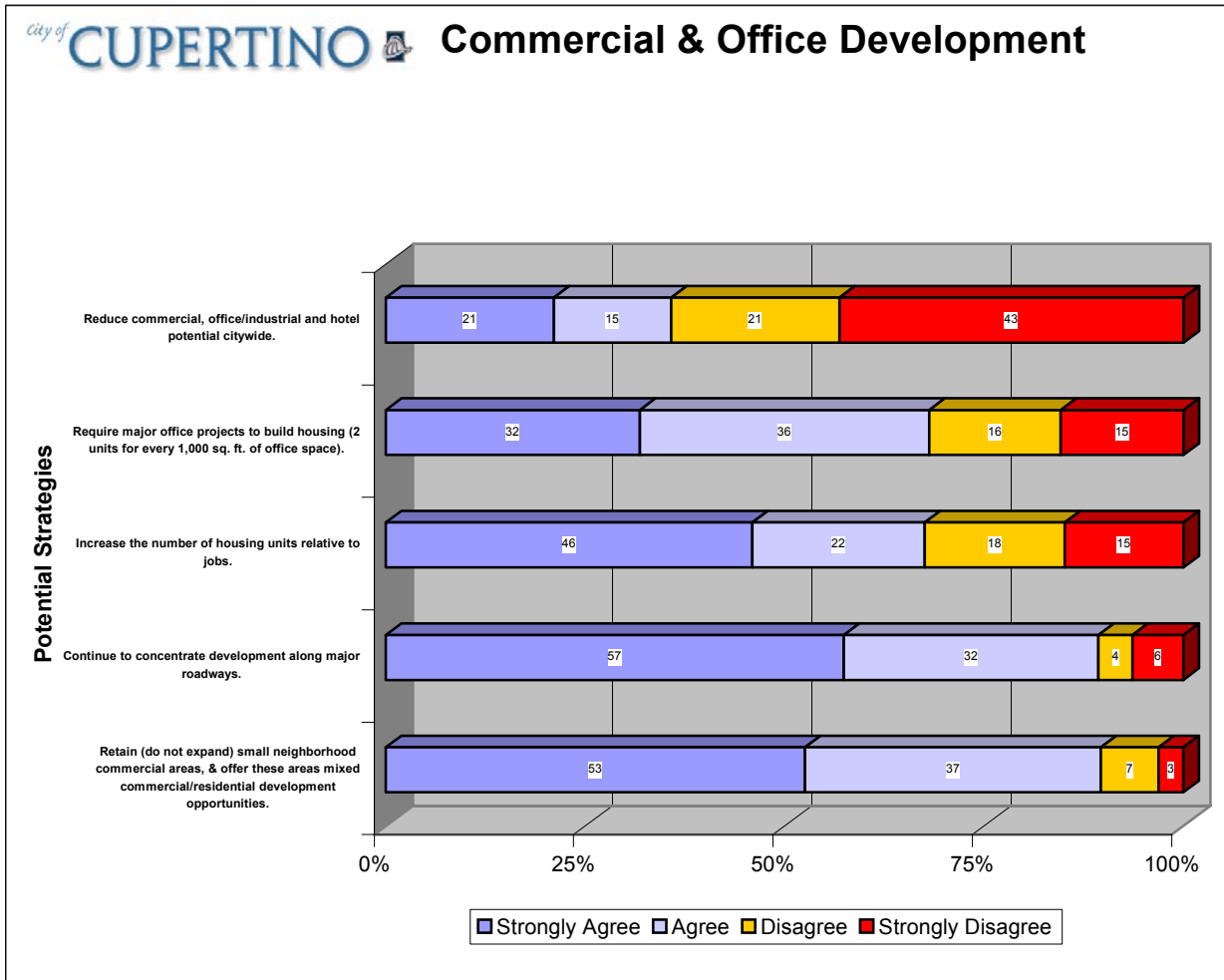
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- Trails to hillsides, consider horse/bikes etc.

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# APPENDIX B - CUPERTINO COMMUNITY CONGRESS SUMMARY REPORT

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**“Sticky-Note” comments from the Commercial & Office Development Dot Board:**

- ❖ Consider connecting existing commercial to mixed-use or high density residential with preference for affordable housing with teacher/police/fire department priority.
- ❖ Whatever you do, make sure there is enough parking – perhaps underground.
- ❖ De-annex land. Give land north of 280 to Sunnyvale, Santa Clara, San Jose or county.
- ❖ Specific # of housing?? Need individual evaluation.
- ❖ How high will buildings be?

# APPENDIX B - CUPERTINO COMMUNITY CONGRESS SUMMARY REPORT

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## Commercial & Office Development

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### Group 1

#### RETAIN, DO NOT EXPAND NEIGH. COM

- What is a small neighborhood?
- Keep small businesses
- Mixed-use – retail & residential
- Strike a good balance
- Potentially have employees live above
- Want to expand retail – consider mixed for vacant land

#### REDUCE DEV. POTENTIAL

- Maintain or slightly increased – NOT reduce
- Improve existing dev., take of what we have
- Balance – don't be a bedroom comm.
- Hotel w/ conf. Centers boost small restaurants

#### BOLD STEPS

- Balanced growth (Commercial, office, residential)
- Vallco park – live up to potential (make it a park)
- Homes then offices
- Create destination
- Density needed to get critical mass

#### KEEP DEV. ON MAJOR ROADS

- Could attract light rail
- Keep out of neighborhood
- Light rail – employment, not stopping

#### One Bold Step

*Create a destination in partnership with all stake holders while maximizing the potential of current resources-balanced growth*

- Build housing over retail – vertical mixed
- Make unique shops – something they can't get elsewhere – identity
- Max potential of current comm. prop.
- Partnership – City & Business
- Public & Private Partnership

### Group 2

#### RETAIN, DO NOT EXPAND NEIGH. COM

- Support mixed use
- Ties community to existing areas
- Tough to get loans (home purchase). Rental units, not ownership

#### DEV. ON MAJOR ROADS

- Market takes care of it
- Focus on Stevens Creek
- Focus on Vallco area
- Reduce dev potential
  - o RDA makes \$ - focus there
- Office tied to housing
  - o Bad to mix too much res w/ non-res.
  - o Convert office to res.
- Don't lock into J/H ratio

#### One Bold Step

#### *Building Community*

*Promote Incentives for Mixed Use in Commercial Development*

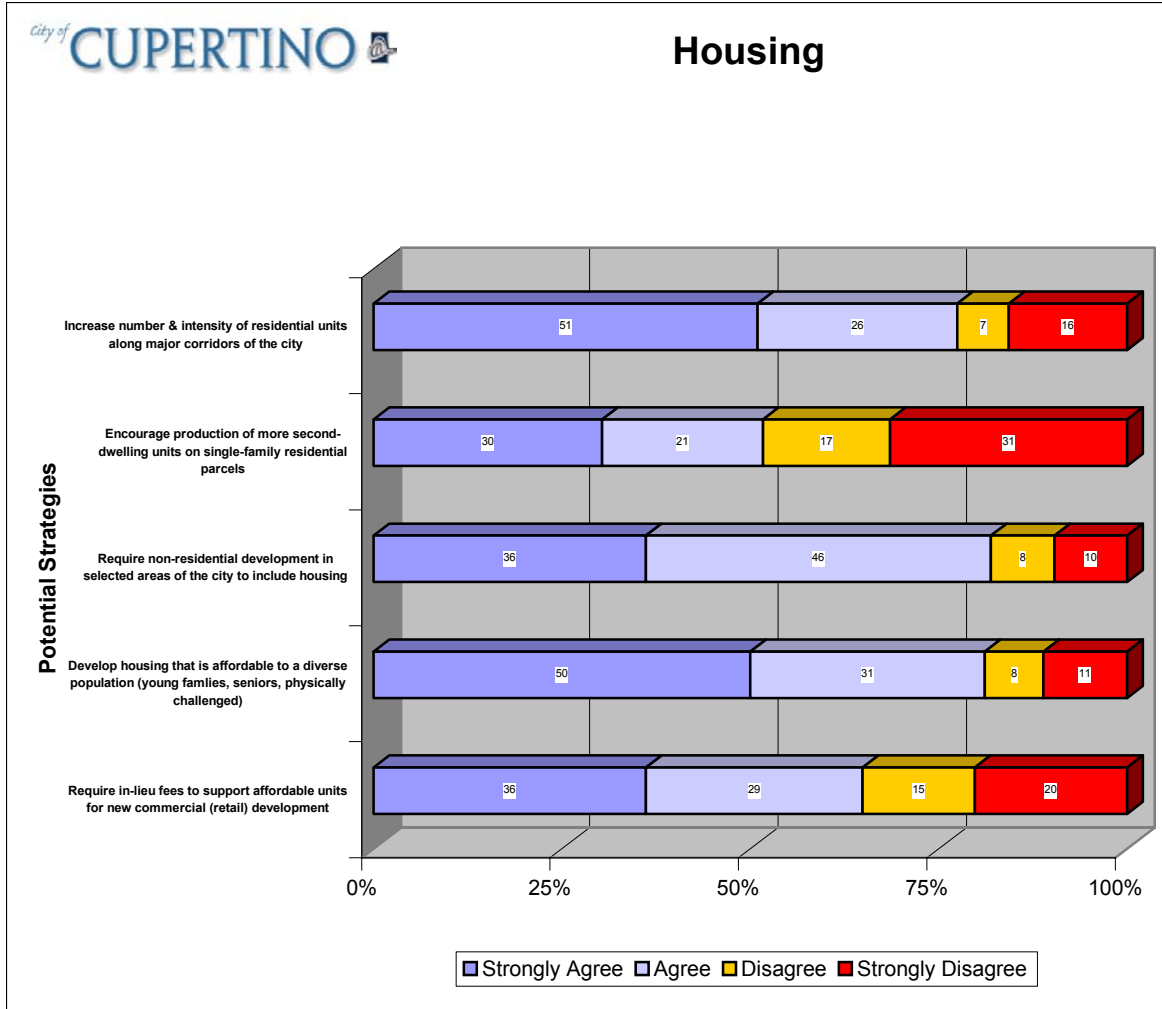
#### BOLD STEPS

- Build diverse community
- Commercial services near jobs
- Mixed use
- \$ incentive – private/public win win situation
- Flexibility
- Build community
- Promote inc. for mixed use in com

# APPENDIX B - CUPERTINO COMMUNITY CONGRESS SUMMARY REPORT

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- ❑ In-lieu fees instead of new units



### Additional comments from the Housing Dot Board:

- ❖ Affordable housing should be located in walkable, high-density areas.

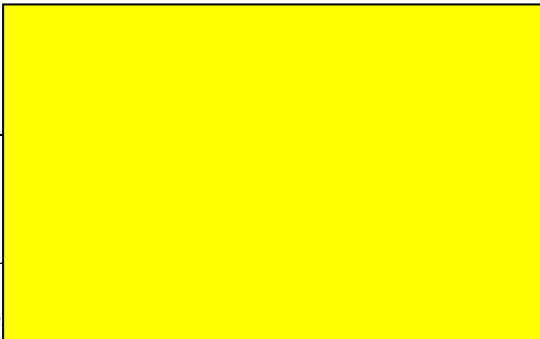
# APPENDIX B - CUPERTINO COMMUNITY CONGRESS SUMMARY REPORT

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## Housing

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### Group 1

- Mixed use tied to Downtown Village
  - Design is not important
    - o Not too high
  - Traffic may increase
  - Quality of life – environmental concerns
  - Smaller units more affordable
  - Schools impacted by more units
  - Teachers need housing in community
  - Some housing for public service employees
  - Cluster new housing together
    - o Does not increase density in neighborhoods
  - Short-term Vallco w/ low & very-low housing w/ entertainment center
  - More zoning code enforcement
    - o More proactive
  - Afraid of looking too much like Los Angeles/Santa Monica
  - Long-term: Hanson/Kaiser site for housing w/ variety of housing choices
- Developers have fewer rules
  - Second units may impact neighborhoods negatively
  - Traffic and parking
  - Redevelop Vallco as mixed-use w/ res.
  - Add units to Hanson/Kaiser site
  - Variety of housing choices needed
  - Co-housing
- 

### Group 2

- Problem is low wages
  - Balance jobs & housing
  - Balance of schools, housing & parks
  - Residents can't afford to buy home today
  - Trade-off b/t housing & good quality of life
  - More housing ruins quality of life
  - Public service employee can live elsewhere
  - Limit growth
  - Public service employees are valuable
  - Scatter affordable units
  - Provide variety of housing choices
  - Job turnover with P/S employees
    - o Can't afford homes
  - Buy large homes & convert to 4-plexes, etc.
  - SCB/De Anza – integ. Mixed-use dev. W/ transit & aff. Hsg. With consideration to environ. & quality of life & needed infrastructure
- One Bold Step**

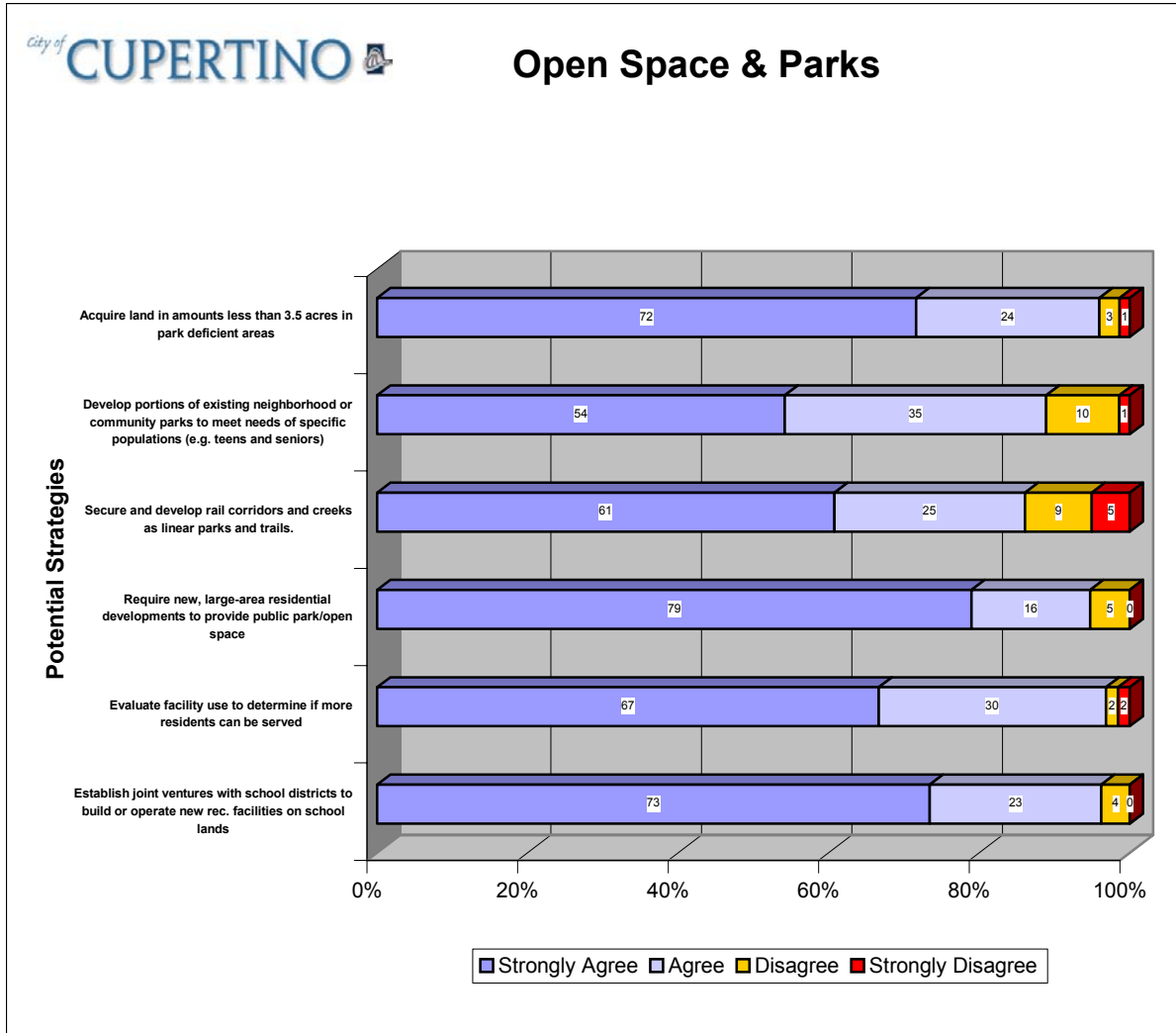
*Short-term : Develop Vallco with mixed-use including low and very low income housing with entertainment/mis. centers.*

*Long-term : Utilize the future Hanson/ Kaiser site to satisfy greater housing needs with variety of housing choices.*



# APPENDIX B - CUPERTINO COMMUNITY CONGRESS SUMMARY REPORT

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### Additional comments from the Open Space and Parks Dot Board:

- ❖ Small parks can be used for specific population services. Example: Teen Center. This may address the maintenance issue.
- ❖ Consult with teachers in plans. Let schools use the property during school hours and after for school activities.

# APPENDIX B - CUPERTINO COMMUNITY CONGRESS SUMMARY REPORT

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## Open Space and Parks

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### Group 1

- ❑ Everybody loves parks
  - People walk in parks
  - People use the parks
    - Meeting place
    - “Stage”
    - Memorial Park & other parks successful
- ❑ Require develop. to provide
  - Integrate open space into new developments
  - Increase density to preserve open space
- ❑ Buy open space w/o density
- ❑ Preserve natural areas
  - Wildlife corridors
  - Rec. trails in city
  - Wildlife in regional parks
  - Keep McClellan as a preserve
- ❑ Re-think exist. Parks to be more natural
  - Native landscaping
  - Environmental ed.
- ❑ Joint Venture w/ schools
  - Teach stewardship at schools
  - Teach leadership w/ park stewardships
  - Consult with teachers on planning
- ❑ Connect green space
  - Stevens Creek Trail
  - Saratoga Creek
  - Street trees

#### One Bold Step

***Go Native!***  
***(Park landscape, wildlife habitat,  
environmental education)***

# APPENDIX B - CUPERTINO COMMUNITY CONGRESS SUMMARY REPORT

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## Open Space and Parks

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### Group 2

- ❑ People support parks
  - They move here for: open space, schools, climate
  - Peace of mind
  - Parks for all age groups (Everybody)
- ❑ Require open space from developers or enough money
  - Most effective contribution
  - Add space at Biltmore
- ❑ Add space – more dispersed green space
- ❑ Parks for SR & young kids
  - Teens community need – neighborhood problem
- ❑ Teahouse in parks
  - Sister city garden
  - Library
- ❑ Multigenerational parks
  - Gym instead of Teen Center
  - Gym provides physical exercise & social interaction
- ❑ Joint Venture w/ schools
  - Community use off-hours
- ❑ Trails
  - Stevens Creek trail
- ❑ Need more land – not enough left
- ❑ Shuttle bus to parks on the hour
  - Extend bus service to parks /open space
- ❑ Walking routes
  - Map
  - Cross town trail
  - Streets more friendly
- ❑ Connections
  - BBF to McClellan
  - Stevens Creek Trail
  - Public transit connections
  - Cross town trail to public transit
- ❑ Community garden
  - Let people garden areas that are currently vacant
  - Add gardens to high density areas
  - Bamboo garden (classic Chinese garden)
- ❑ Joint venture/De Anza to create a beautiful park on campus
- ❑ More trees
- ❑ Parks in park def. Area
- ❑ Park concessions
  - In many parks
  - Bocce ball/horseshoes
  - Games like checkers
- ❑ Create the feeling of community in parks

#### One Bold Step

*Create community through parks  
Concessions!  
Gardens!  
Gathering!*

# APPENDIX B - CUPERTINO COMMUNITY CONGRESS SUMMARY REPORT

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- Welcome to Cupertino