

GUIDING PRINCIPLES

The Guiding Principles provide additional detail about Cupertino's desired future necessary to fully articulate the ideas contained in the vision statement. Similarly, the Guiding Principles were developed based on extensive community input.



1 DEVELOP COHESIVE NEIGHBORHOODS

Ensure that all neighborhoods are safe, attractive and include convenient pedestrian and bicycle access to a “full-service” of local amenities such as parks, schools, community activity centers, trails, bicycle paths and shopping.



2 IMPROVE PUBLIC HEALTH AND SAFETY

Promote public health by increasing community-wide access to healthy foods; ensure an adequate amount of safe, well-designed parks, open space, trails and pathways; and improve safety by ensuring all areas of the community are protected from natural hazards and fully served by disaster planning and neighborhood watch programs, police, fire, paramedic and health services.



3 IMPROVE CONNECTIVITY

Create a well-connected and safe system of trails, pedestrian and bicycle paths, sidewalks and streets with traffic calming measures that weave the community together, enhance neighborhood pride and identity, and create access to interesting routes to different destinations.



4 ENHANCE MOBILITY

Ensure the efficient and safe movement of cars, trucks, transit, pedestrians, bicyclists and disabled persons throughout Cupertino in order to fully accommodate Cupertino's residents, workers, visitors and students of all ages and abilities. Streets, pedestrian paths and bike paths should comprise an integrated system of fully connected and interesting routes to all destinations.



5 ENSURE A BALANCED COMMUNITY

Offer residents a full range of housing choices necessary to accommodate the changing needs of a demographically and economically diverse population, while also providing a full range of support uses including regional and local shopping, education, employment, entertainment, recreation, and daily needs that are within easy walking distance.



6 SUPPORT VIBRANT AND MIXED-USE BUSINESSES

Ensure that Cupertino's major mixed-use corridors and commercial nodes are vibrant, successful, attractive, friendly and comfortable with inviting active pedestrian spaces and services that meet the daily needs of residents and workers.



7 ENSURE ATTRACTIVE COMMUNITY DESIGN

Ensure that buildings, landscapes, streets and parks are attractively designed and well maintained so they can complement the overall community fabric by framing streets and offering a variety of active, relaxing and intimate pedestrian spaces.



8 EMBRACE DIVERSITY

Celebrate Cupertino's diversity by offering a range of housing, shopping and community programs that meet the needs of the full spectrum of the community, while ensuring equal opportunities for all residents and workers regardless of age, cultural or physical differences.



9 SUPPORT EDUCATION

Preserve and support quality community education by partnering with local school districts, community colleges, libraries and other organizations to improve facilities and programs that enhance learning and expand community-wide access.



10 PRESERVE THE ENVIRONMENT

Preserve Cupertino's environment by enhancing or restoring creeks and hillsides to their natural state, limiting urban uses to existing urbanized areas, encouraging environmental protection, promoting sustainable design concepts, improving sustainable municipal operations, adapting to climate change, conserving energy resources and minimizing waste.



11 ENSURE FISCAL SELF RELIANCE

Maintain fiscal self-reliance in order to protect the City's ability to deliver essential, high-quality municipal services and facilities to the community.



12 ENSURE A RESPONSIVE GOVERNMENT

Continue to be a regional leader in accessible and transparent municipal government; promote community leadership and local partnerships with local and regional agencies; and remain flexible and responsive to changing community needs.