

Table 0 Notes

What are the opportunities and challenges in and around the Vallco Mall site?

Opportunities

- Vallco is the only large site available for Cupertino to have a major retail/shopping/entertainment/fitness center for a fast growing city whose populations is like to double in 20-40 years
- Other sites are blocks divided by streets. Vallco is ideal site for an innovative design as one complete site. Don't divide it up by boring streets like any other downtown.
- Squatting on precious space
- Great location convenient to freeway
- Untapped potential for housing, transportation and community space
- Cupertino has no real down town. Let's make Vallco our new downtown.
- We need a new 'landmark' for Cupertino. Apple space ship is one. Vallco can be another one to make a 'pair' with it.
- Most valuable real estate on Pacific Rim
- New Heart and soul of Cupertino
- Needs public space for people not cars
- Potentially dense housing location to offset worker influx
- Close to Apple Park
- Community gathering place where its enjoyable for everyone to spend an afternoon. And a whole family. But not on the rooftop.
- Prime placement within Cupertino for public transportation hub.

Challenges

- The most precious site at Vallco was 'dead' for decades. Time to do something with it.
- Eye-sore Could be transformed into something beautiful
- Wasted space
- Reduce freeway congestion. Transfer people in Airspace between Vallco-Apple
- Lack of public transportation
- Wolfe-road between the two lots- is a two-lane road. Effectively, traffic sucks.
- Need system of transportation to and from center. Current streets not adequate. Transportation hurts.
- Workers driving in from cheaper areas is causing traffic during rush hour.
- Too much traffic in current transportation hub
- The site is somewhat near (<15 min) tons of office space a few other malls
- 2 miles from both Apple campuses (ie ideally situated for housing to reduce congestion)
- The site doesn't seem to have demand for retail so the mall was abandoned.
- No local shopping
- Deserted. Not many store can spend my money
- Vallco is nearly deserted (ie not generating tax revenues)
- Dying retail/failed mall
- Not open to community

What is your vision for the future of the Vallco site?

- Central meeting space accessible for all
- Mixed-use
- People walking from their homes to the local farmers market then meeting at the neighborhood coffee shop all without using a car
- Mixed-use like Santana Row
- People living without cars with low carbon footprint

Table 0 Notes Continued

- Pedestrian/bike friendly
- Bike access prioritized over autos
- Pedestrian only zone, don't mix auto with people like Main Street today
- World class wonderful plaza
- Must be accessible to all community
- Open spaces, restaurants, coffee shops located on top of building. Vary roof line with public spaces for a view of surrounding hills
- See a new downtown Vallco a new complex with wow factor
- Dense, boisterous, tall apartment buildings
- Kids using the ice rink
- People of all ages gather at Vallco
- Best shopping and technical hub, unique architecture and art, trees
- Visual symmetrical look
- Buildings that do not block the views of the mountains but complement it-narrow building, not a huge block of buildings
- Diverse people of all classes, Rich and poor all living and enjoying the space together, raising families in their own homes, walking to shops and walking to work and no one has to drive or leave the city or have to share housing with five others
- Tall apartment complex with small retail and food on ground floor
- BMR housing
- No ugly garages are parking lots, no underground ones either
- BMR housing to enable service workers to live in Cupertino to mitigate traffic
- A place where regular people can afford to live and teachers, store clerks, service workers, young people
- Protection of sea of wonderful suburbia drawing in congestion
- Clean public transportation hub. If cars, use garage to save space
- Light rail point where Vallco meets Wolfe. Routes to Apple Park, Main St., Cupertino and Infinite loop
- Public park with lots of green space so people and pets can roam around
- Beautiful with vistas
- To see a structure can be put on Architecture Digest cover story. People say wow.
- Central meeting space accessible for all
- People walking from their homes to the local farmers market then meeting at the neighborhood coffee shop all without using a car
- Mixed-use like Santana Row

Table 1 Notes

What are the opportunities and challenges in and around the Vallco Mall site?

Opportunities

- Potential for mixed use
- Dead space
- Crime rates increasing
- Single use
- Need revitalization
- Lack of landscape/green
- Missing trails, gardens, plants
- No housing for seniors and local workers
- Lack different levels and affordable housing
- Community disagreement
- Adjacent neighbors

Challenges

- Housing: seniors, locals, millennials, different BMR land
- Create lively area
- Traffic bottleneck in all directions
- Chance to be recognized landmark
- Centrally located
- Entertainment, shops, restaurants, services
- Create green spaces
- Walkable/bikeable
- Open spaces that attract all kinds of families
- Enough retail
- Great location

What is your vision for the future of the Vallco site?

- Futuristic design
- People: the place you think of when you think of Cupertino. Young/old, families, professionals, diversity, local workers
- Food, entertainment, retails, shops, health services
- Bart station
- Public transportation network
- Port for futuristic transportation (smart) sophisticated
- Connectedness: walk/bike/auto
- Green: open space/park, trails, connected gardens, trees, plants, sustainable, renewable (beat Apple)

Table 1 Map

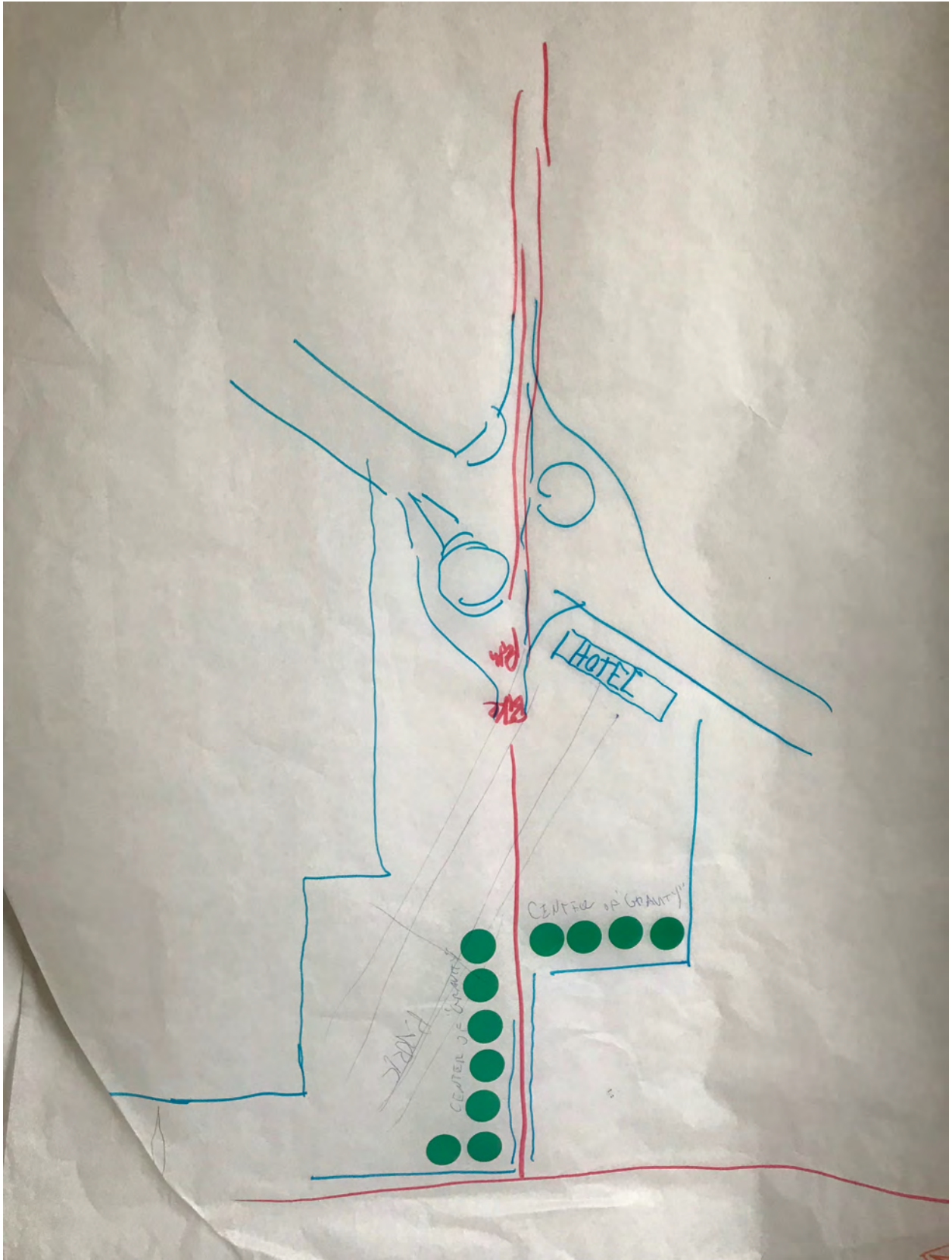


Table 2 Notes

What are the opportunities and challenges in and around the Vallco Mall site?

Opportunities

- Vallco is heart of Cupertino, next to main street
- Vallco is close to Apple which is our innovation center
- Vallco is close to freeways
- Vallco is a cross roads
- Opportunity for excellence
- Close to freeways
- Close and have city center
- Next to freeway and good access

Challenges

- Empty unused space
- Was a major shopping centers
- Retain trees and walkable space
- Empty eyesore and time to do something
- Was once retail center of Cupertino
- Wolfe Rd is a major commute corridor
- Public right of way should be retained as they are now
- Modern/ shopping mall

What is your vision for the future of the Vallco site?

- Racial and economic diversity
- Shopping and entertainment center
- Lots of young families living in housing on Vallco site
- Most of the people who live there walk or bike to nearby places of employment
- Presence of children and grand children while accommodating seniors
- Place where residents will go to meet for activities, charitable events
- 2 or 3 story retail
- Mixed use, including commercial, retail and housing
- Outside parks and inside community center together
- Integrated park space next to housing
- 90% of cars would be self-driving
- Small electric shuttle buses
- Place with no cars
- Need for housing and multi-gen housing
- Gathering places: parks, community center, senior center, entertainment center
- Walkable/bikeable places
- Solar, recycled water
- On-site water and run-off go back into aquifer

Table 3 Notes

What are the opportunities and challenges in and around the Vallco Mall site?

Opportunities

- Showcase/possibility
- Showcase/possibility
- Main St-build on what we have
- Apple on the other side-let's make it something we are proud of
- Upscale retail/housing/Santana Row
- AMC Cupertino
- Ice rink/bowl/family-oriented entertainment
- Traffic and congestion and safety
- Empty and a waste
- Traffic concerns
- Buses and bike safety
- Antiquated blight
- No housing
- Lack of specified retail
- Lacks sense of place/personality
- Neighborhood privacy
- Just office space

Challenges

What is your vision for the future of the Vallco site?

- Eco-friendly
- Entertainment destination: art, park, dining
- More options for transit-more bus routes/stops
- Upscale mixed housing/retail-Santana row-like
- Mixed retail/hospitality/flex space/residential/office
- Setbacks/more open space between buildings
- Park outdoor community space
- Well integrated with freeway and traffic
- Attraction to corporate function
- Flow with Main St.
- Permanent art park that is more accessible
- Gateway
- Dining

Table 3 Maps

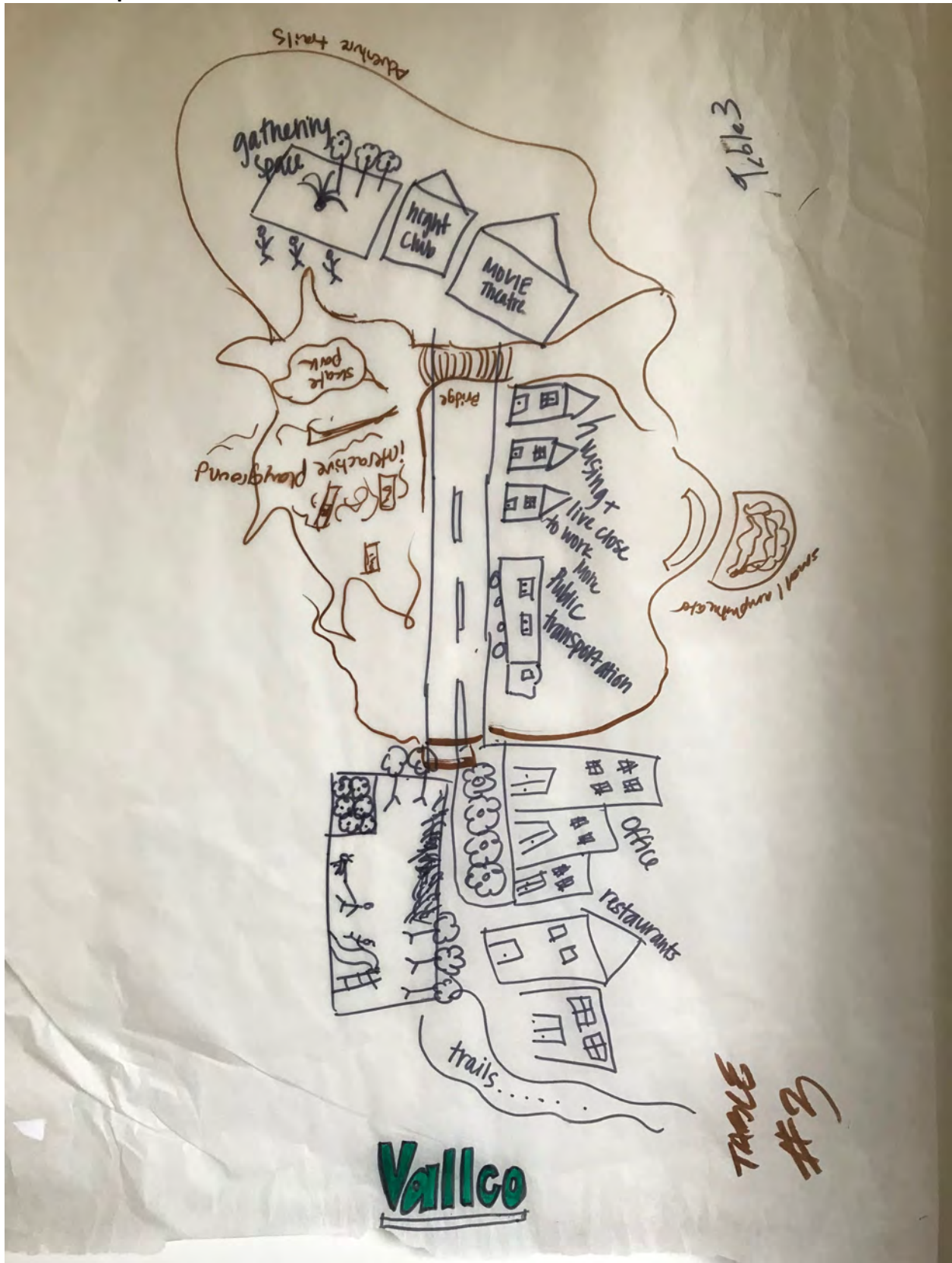


Table 3 Maps

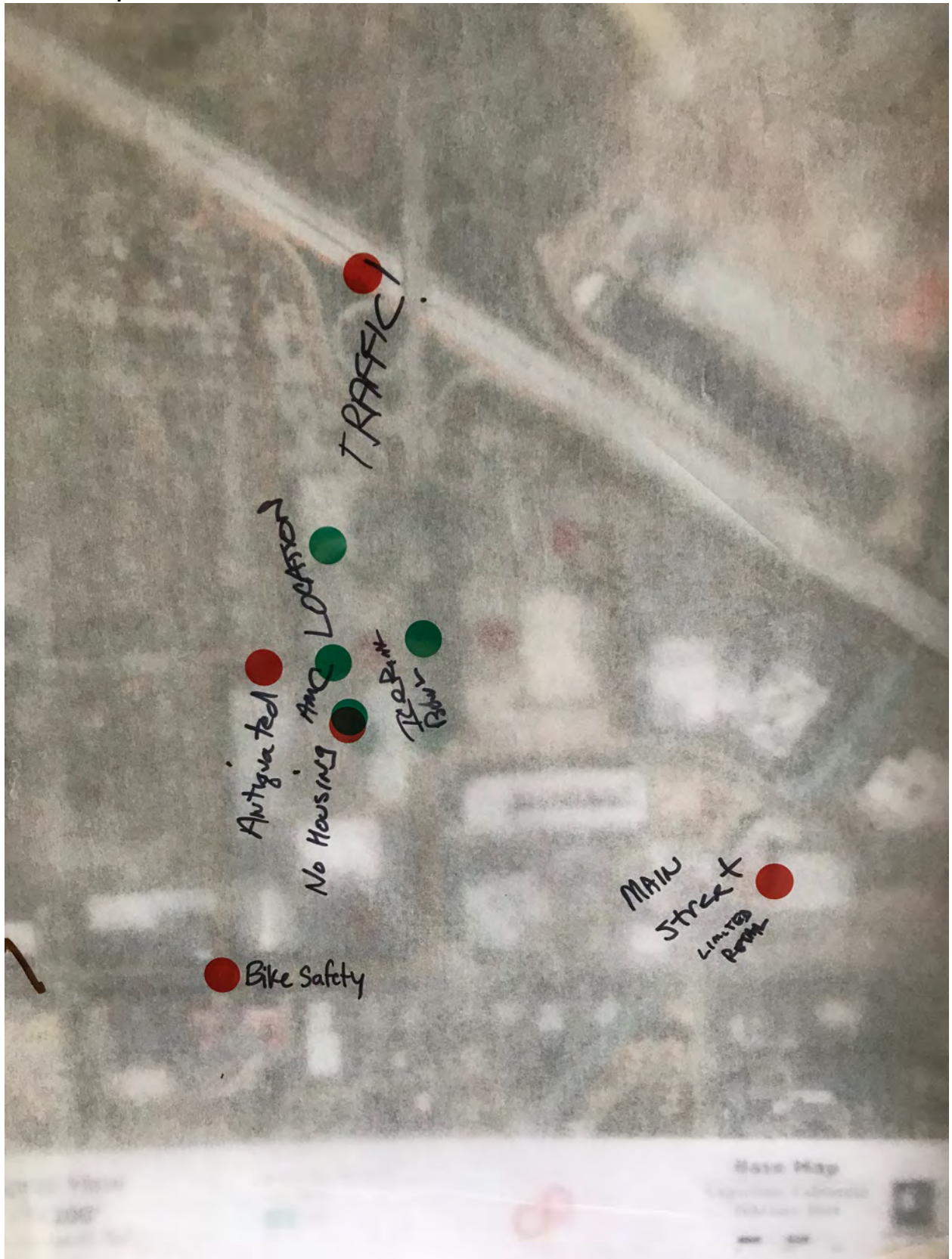


Table 4

What are the opportunities and challenges in and around the Vallco Mall site?

Opportunities

- Convenient E-W access- bus/transit/car
- Wolfe-crucial n/s artery with potential for multi-modal transit (necessary)
- Good access of highway 280 but interior confusing (parking)

Challenges

- Site hard to walk into
- Good access of highway 280 but interior confusing (parking)
- Confusing interior/exterior layout
- Not enough transit and funding reduces further
- Impacts on neighbors-privacy and traffic
- Dangerous biking/walking environment
- No usable outdoor space
- Housing near freeway can be problem

What is your vision for the future of the Vallco site?

- x2 Retail/entertainment/public gathering/fitness and rec center
- More intimate/green spaces-not hard feel
- Housing dynamism- Workers, Active seniors move out of SF homes
- Housing for teachers (schools) Firefighters/affordable and service workers
- Integrates electric free public transit (environment-friendly)
- Environment-friendly project (high quality)
- Includes housing for families and room-mate groups (2-3 bedroom units)
- Flat/usable open space on ground
- Walkable/bikeable/multi-modal access. Complete streets and internal
- Open space-consider how it's used- provide shade, etc.
- Discourages driving-make it easy and safe to walk/bike/transit

Table 4 Maps

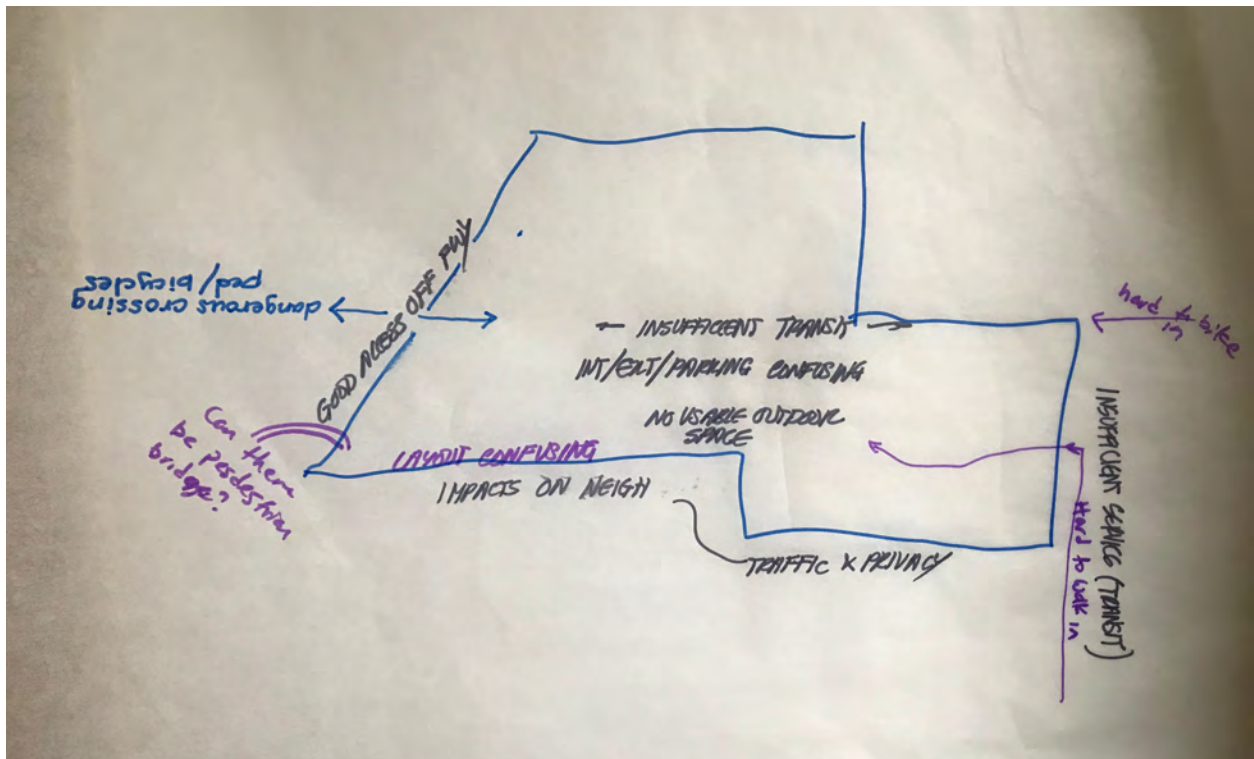
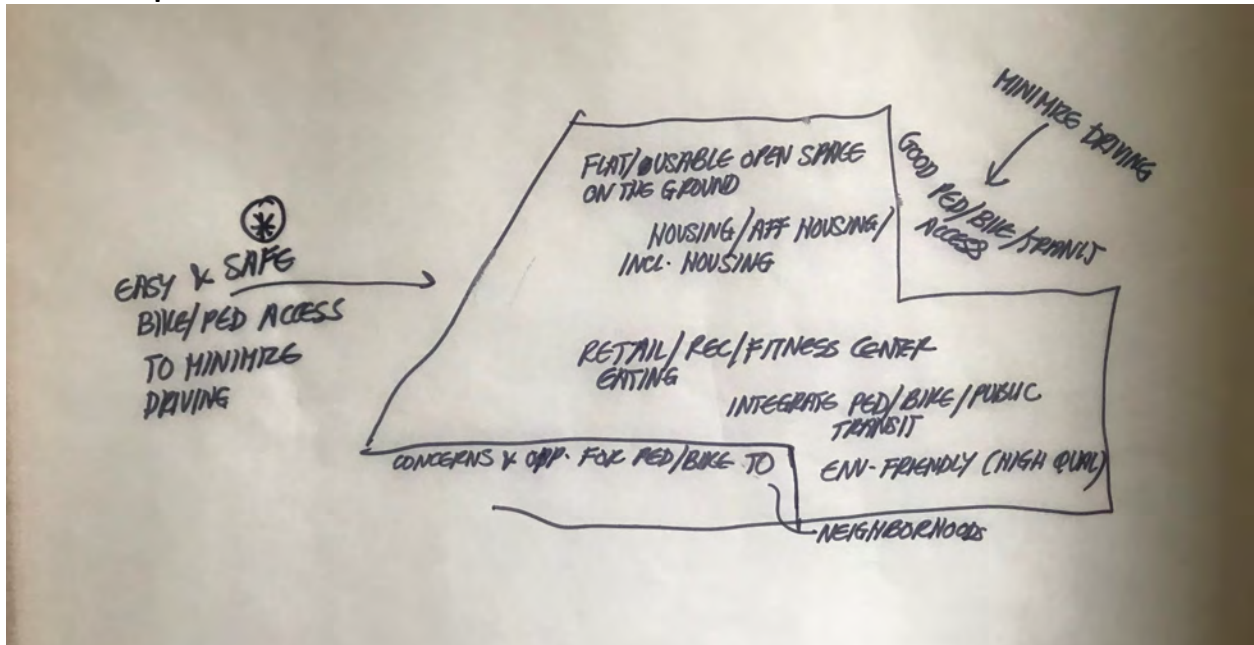


Table 5 Notes

What are the opportunities and challenges in and around the Vallco Mall site?

Opportunities

- Central location near transportation corridors
- Near employers
- Valuable recreation opportunities
- Opportunity for housing
- Near Apple
- Industrial/residential neighbors
- Central location, location between multiple cities
- Community center opportunity

Challenges

- Abandoned site
- Wolfe Road splits the site
- Increased housing costs in region
- Not currently pedestrian/bicycle friendly
- No consensus from public on what to do
- Dead retail

What is your vision for the future of the Vallco site?

- Bike-ability
- Walkable
- Alleviate traffic
- Mixed housing (age, income, etc)
- Parks/green space
- Entertainment venues
- Self-contained region (housing, green space, retail)
- Air taxi landing!
- Car-free transit-rail, trails, bus, self-driving
- Car-free transit-ped, bus, bike, etc.
- Mixed-use: housing, retail, income, venues, age
- Entertainment: recreation, parks, theaters, 'sense of space', gathering place, place making

Table 5 Map

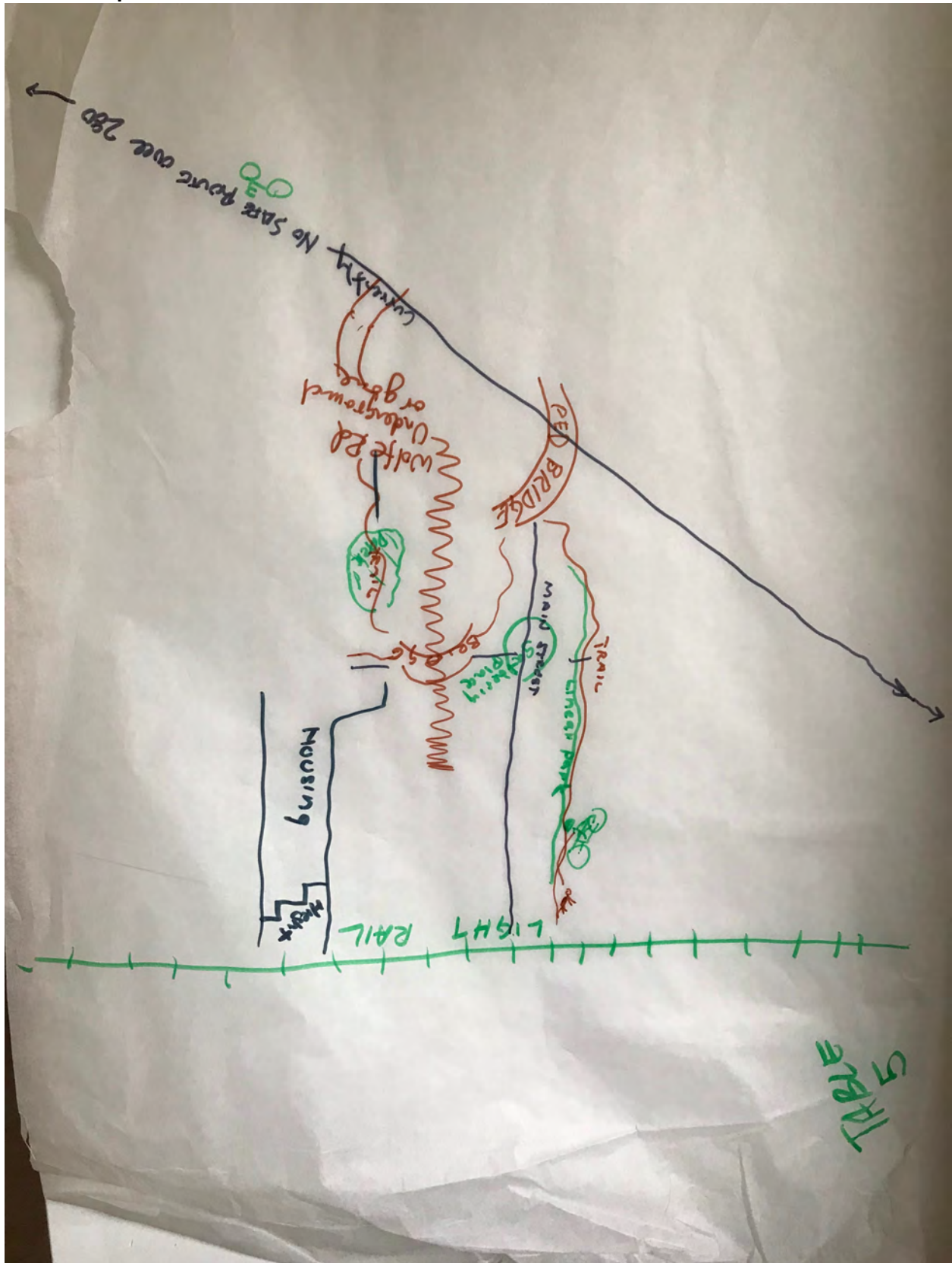


Table 6 Notes

What are the opportunities and challenges in and around the Vallco Mall site?

Opportunities

- Shopping
- Medical facility
- Affordable housing
- Gathering place
- Near large employer (lots of potential retail customers)
- Cinema
- Bowling alley
- Ice rink
- Good family activities
- Lots of history as a cool place
- Close to existing retail
- Lots of parking
- Buildings that could be used

Challenges

- Cold dead mall by design
- Vacant retail spaces
- Site on perimeter of sewer system
- Pollution from highway
- No more office
- No more housing than 800 units
- Site =park-starved area of city
- Not pedestrian friendly
- Traffic bottleneck in all directions
- Super fund site
- Adjacent to residential neighborhoods
- Site near city borders where don't have control over developments in neighboring cities (very dense)
- Not community uses

What is your vision for the future of the Vallco site?

- Diversity of residents-ethnicity and income
- Retail or housing
- Housing-low profile, all types
- Retail destination-keep tax \$\$
- No office
- Library
- Public meeting space
- Schools, local retail, parks, affordable housing
- Open space
- Trees, gardens, safe, non-toxic(from underground pollution)
- Low-noise
- Place for families of all ages
- Childcare-low cost
- Walkable
- Height transitions: 4 story buildings max-no higher, 2- story near residential neighborhood, 35' set back from Stevens Creek, Wolfe

Table 6 Maps

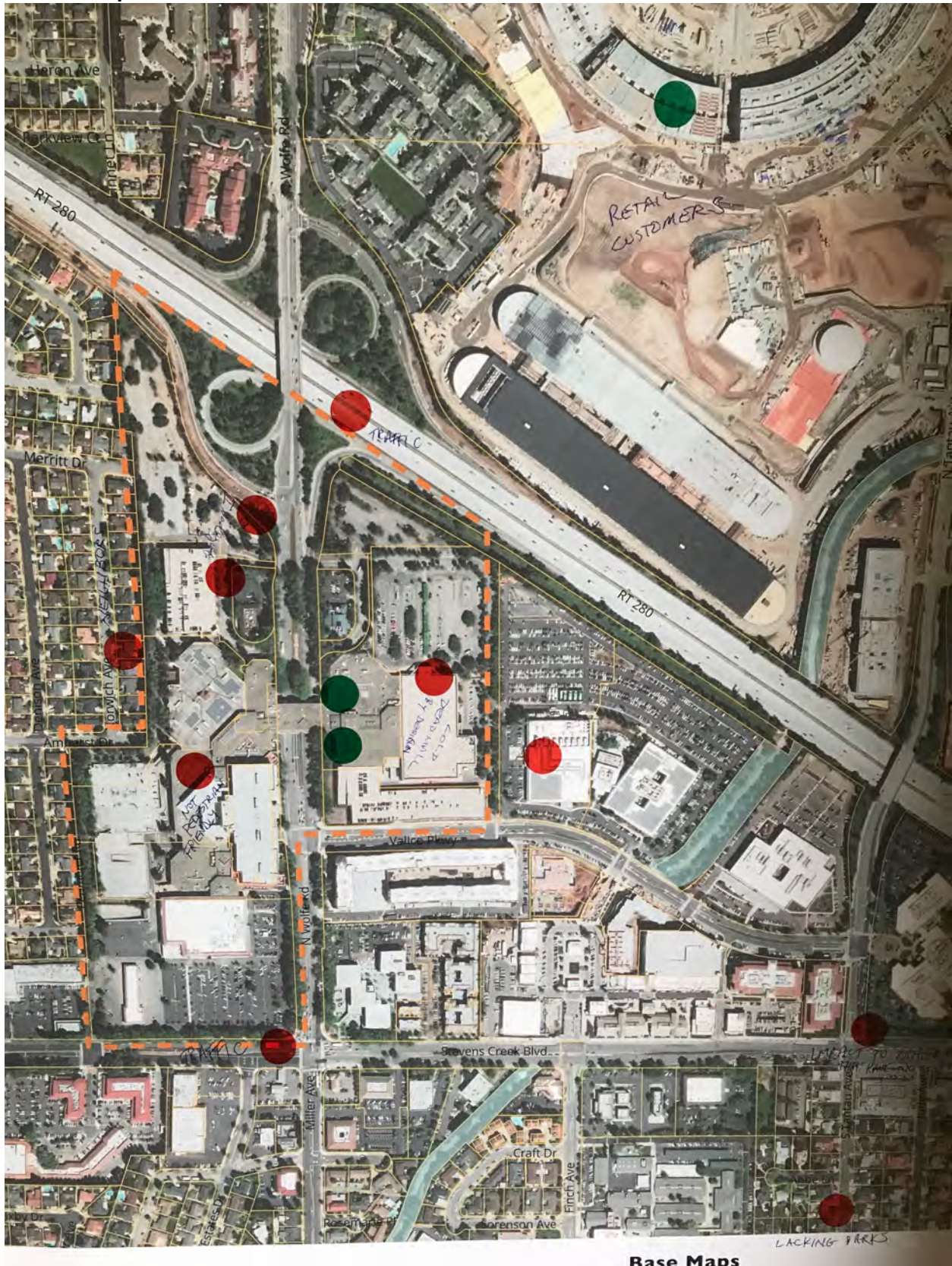


Table 6 Maps

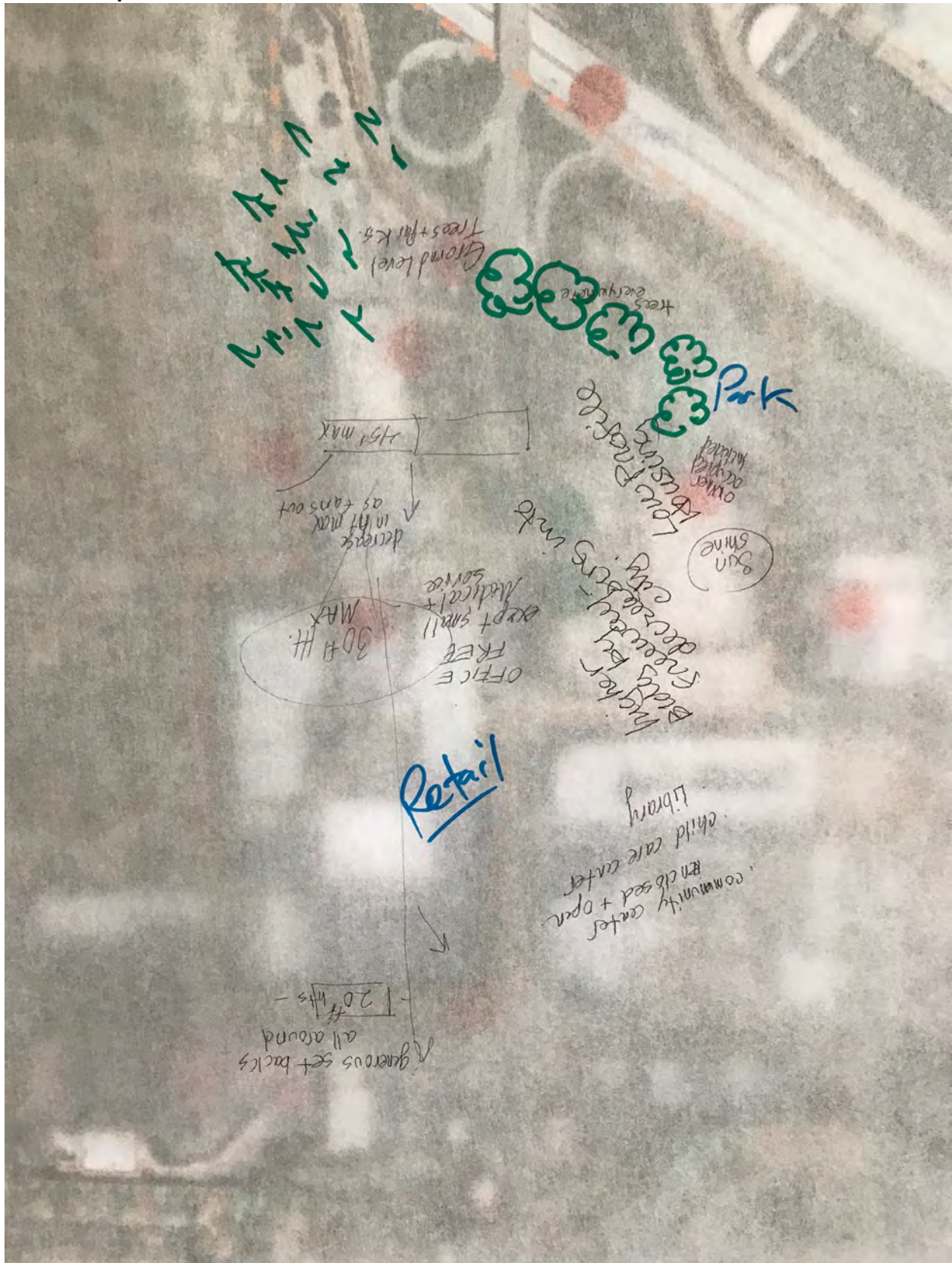


Table 7 Notes

What are the opportunities and challenges in and around the Vallco Mall site?

Opportunities

- Proximity to schools
- Close to freeway
- Close to Cupertino High School
- Large piece of property
- Possibility for downtown city center
- Un-reassessed property tax
- Mixed use
- Bay health club
- Good road access
- Opportunity to innovate
- Great for open space
- Opportunity for revenue
- Low height construction
- Quiet

Challenges

- Vacant
- High traffic area
- Traffic bottleneck in all directions
- Awkward piece of land
- Lack of access to mass transit
- Ghost town

What is your vision for the future of the Vallco site?

- Really good restaurants
- Vibrant Community
- Affordable housing-so hourly workers can live here
- People work and live here
- No housing
- Thriving local economy
- Walkability and bikeability-all ages and states
- Aerial tramway to Apple
- Mass transportation
- Trees, outdoor plants, Green!
- No traffic or less traffic
- Community gather-Europe Café-Paris
- Water features
- Indoor and outdoor spaces for children and adults to explore and play
- Stunning 'classical' architecture (not boxy)
- Bike trails (mountain)
- No high rises
- World class life long educational system
- Accessible parks
- Multiple heights
- Community 'maker' space

Table 7 Maps

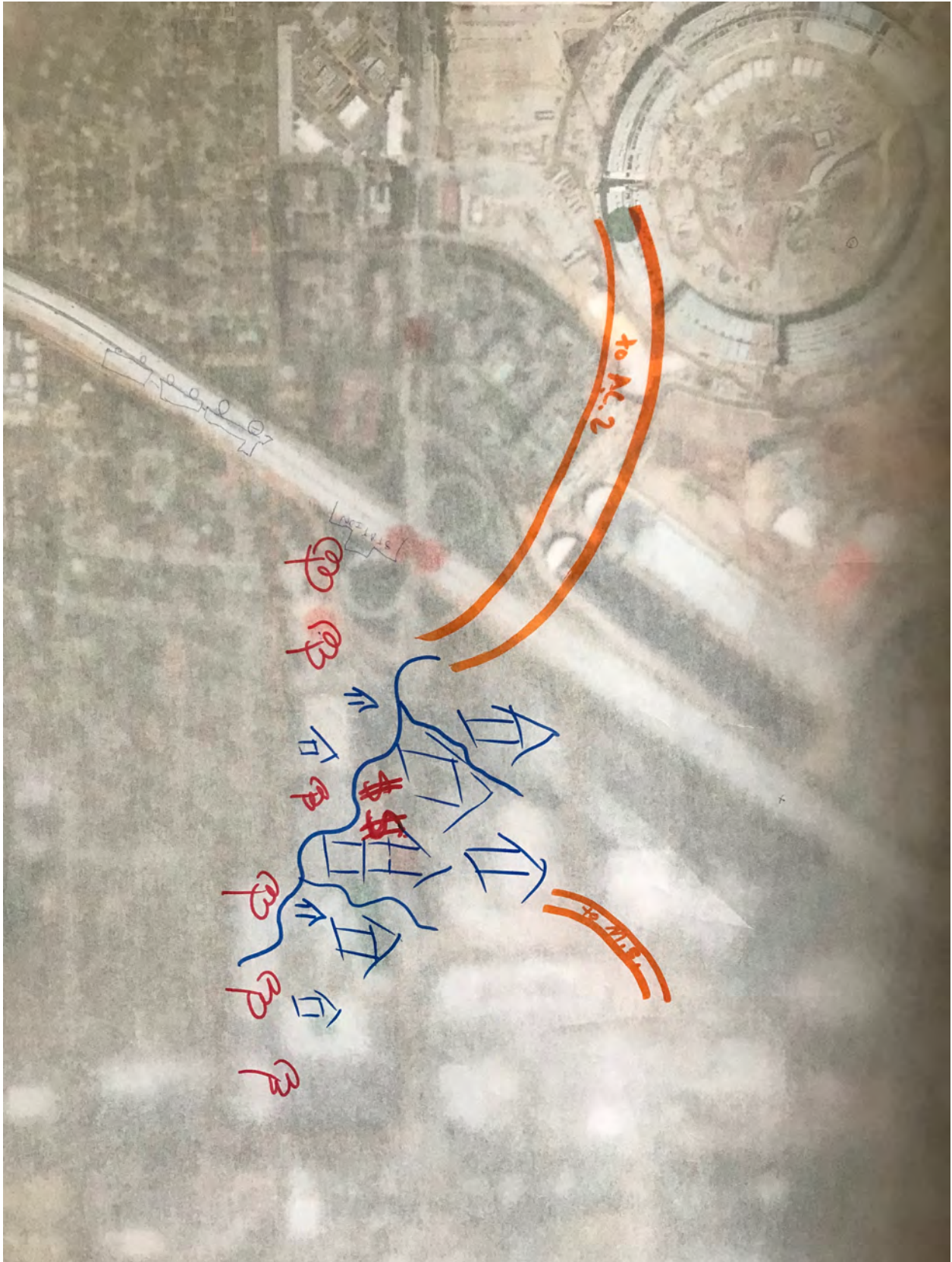


Table 7 Maps



Table 8 Notes

What are the opportunities and challenges in and around the Vallco Mall site?

Opportunities

- Near Apple for 12K employees
- No longer in prime
- Near Cupertino Main Street
- Fantastic location-freeway etc.
- Game changing opportunity for community to reinvent itself
- No longer great retail have to drive out of time
- Incredible opportunity for community
- Most significant opportunity for Cupertino
- Opportunity to create jobs (used to have jobs there)
- Used to have child care
- AMC theater
- Pedestrian Bridge (ped connections great)
- Keep Wolfe Road open, do not narrow

Challenges

- Unattractive site
- Unproductive for several years
- No change should be made to Wolfe
- Tensions in community regarding change in use
- No longer serves community
- Dead sears parking lot
- Dead JCP parking lot
- More ped connectivity (aerial and Vallco parkway and Wolfe)

What is your vision for the future of the Vallco site?

- Ped/bike connection over I280 on far east of site to AC2
- Underground Wolfe Road. Expands site
- Diverse housing types including: affordable housing for people with developmental disabilities, assisted senior housing (affordable), housing for millennials
- Put Wolfe over ground (fly over)
- Narrow streets, underground, ground level for people, no parking and no cars
- Good shopping
- Open space, landscaping
- Good setbacks from open space so it is usable, attractive
- Pleasant place to walk around, charming
- Do not want Main St. experience
- Transit center on SCB
- Publicly accessible electric trolley in the area at grade (cars underground)
- Community center

Table 8 Maps

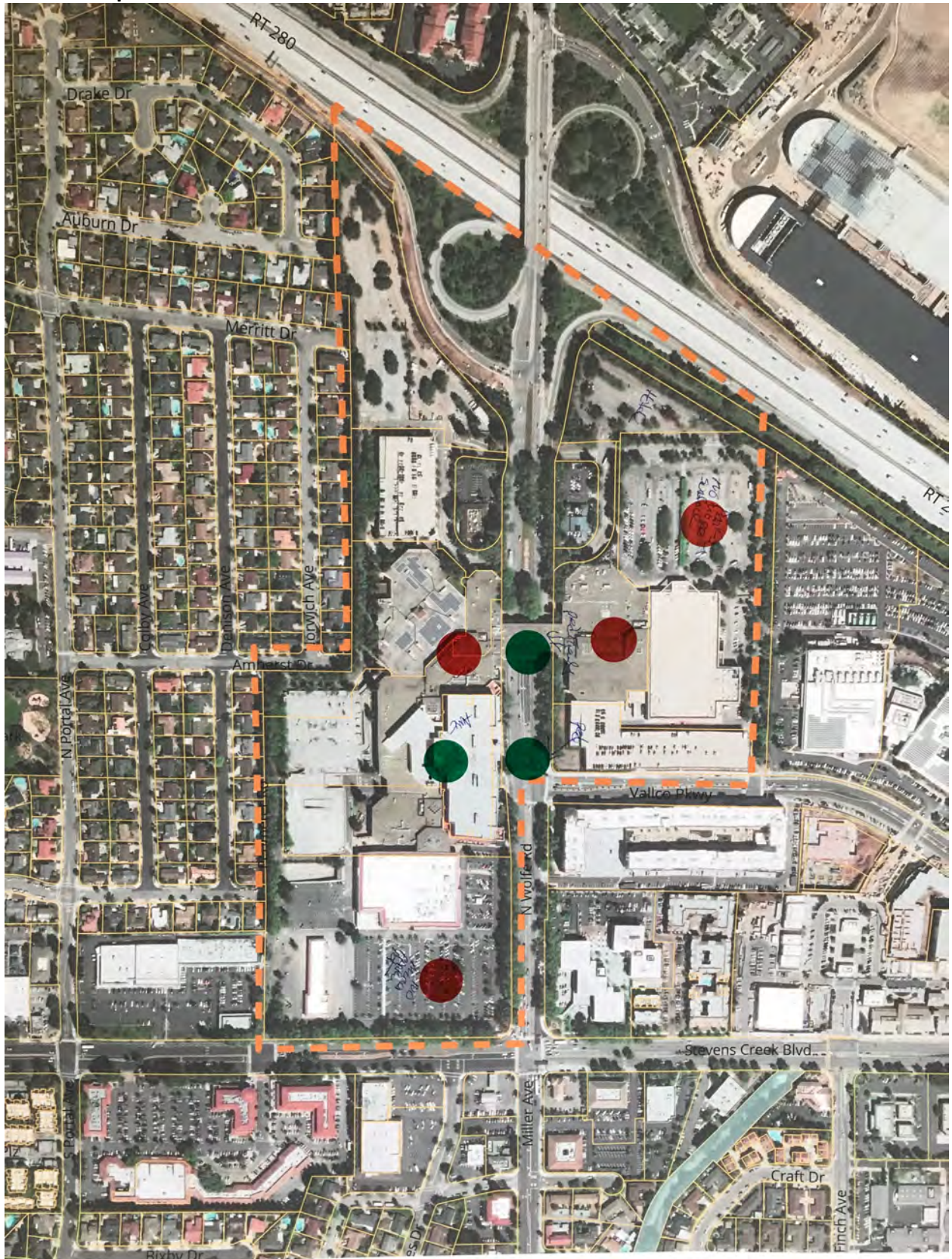


Table 8 Maps



Table 9 Notes

What are the opportunities and challenges in and around the Vallco Mall site?

Opportunities

- Next to one of the most famous modernist structures in world
- Catalyst to re-invigorate the rest of Stevens Creek location-central to Silicon Valley
- Ice rink is well used
- Next to largest corporation in the world
- Former vibrant community
- Was economic driver in city
- Lots of room for potential
- Heart of Silicon Valley
- Is there hazardous waste on the site?

Challenges

- Eyesore at center of community
- Unappealing
- Eyesore-not a way to welcome people to Cupertino
- Neighbors to west sensitive to traffic noise
- Neighbors love their wall
- Dead zone
- Empty, blighted eyesore
- Controversial
- Has entertainment only
- Dying redwoods
- Dead zone in the center of the community
- Ghost town, used to be place to go
- Retail mode past prime
- Windowless zombie habitat in the heart of Silicon Valley

What is your vision for the future of the Vallco site?

- Affordable housing-rent and own
- Hills of Vallco
- Urban village spreads down Stevens Creek
- Transit-walking, biking path
- Multi-use entertainment, retail, senior housing work
- Vertical forest
- Green space with local native plants
- Underground parking
- Green roof
- Medical-PAMF center with helicopter pad.
- Walking corridors through wall to connect neighborhood to property
- Open spaces
- Community spaces with art and shade
- Community theater
- Multi-age housing
- Variety of housing-rent and own, senior and other
- Gathering place
- Park over 280
- Economic engine

Table 9 Maps

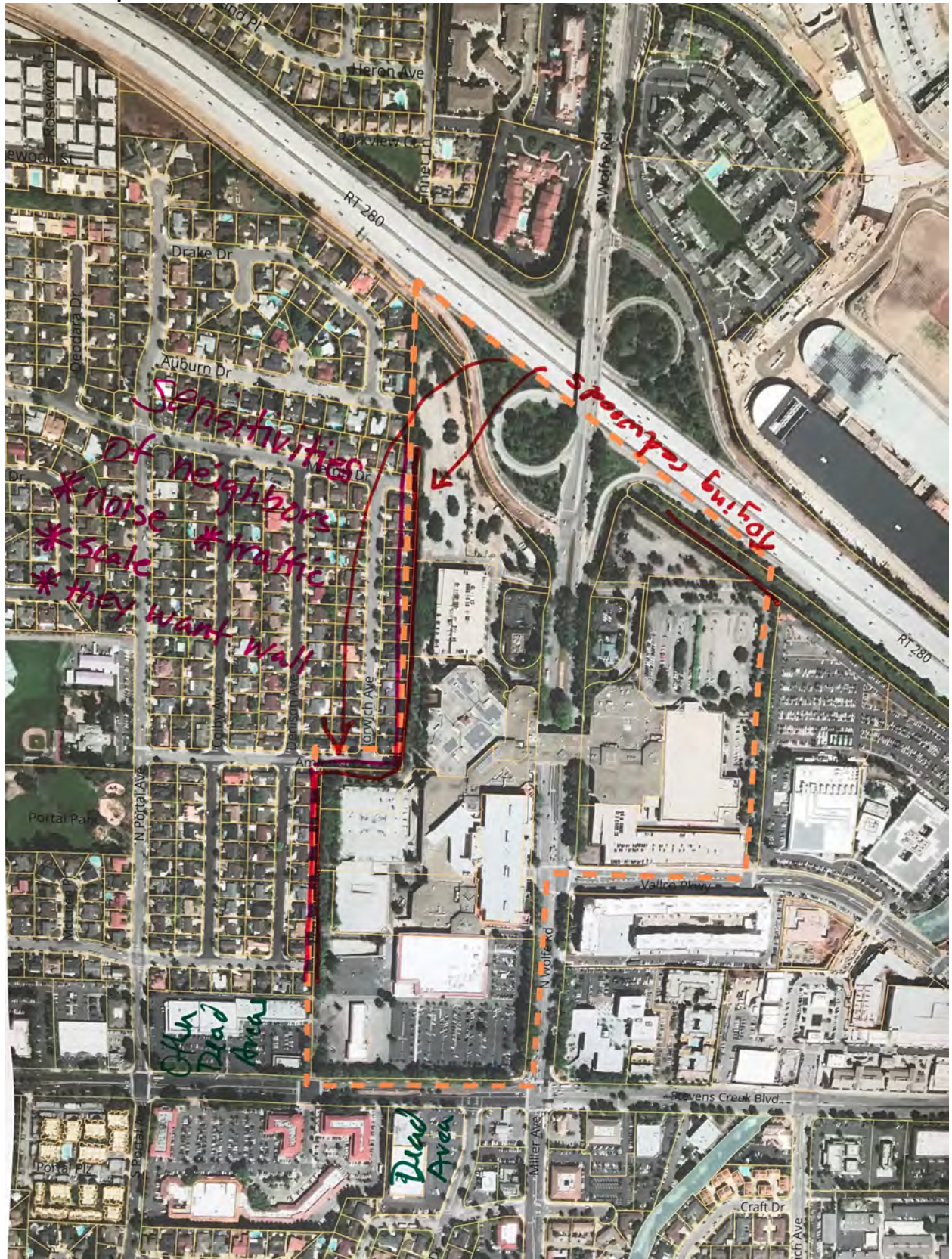


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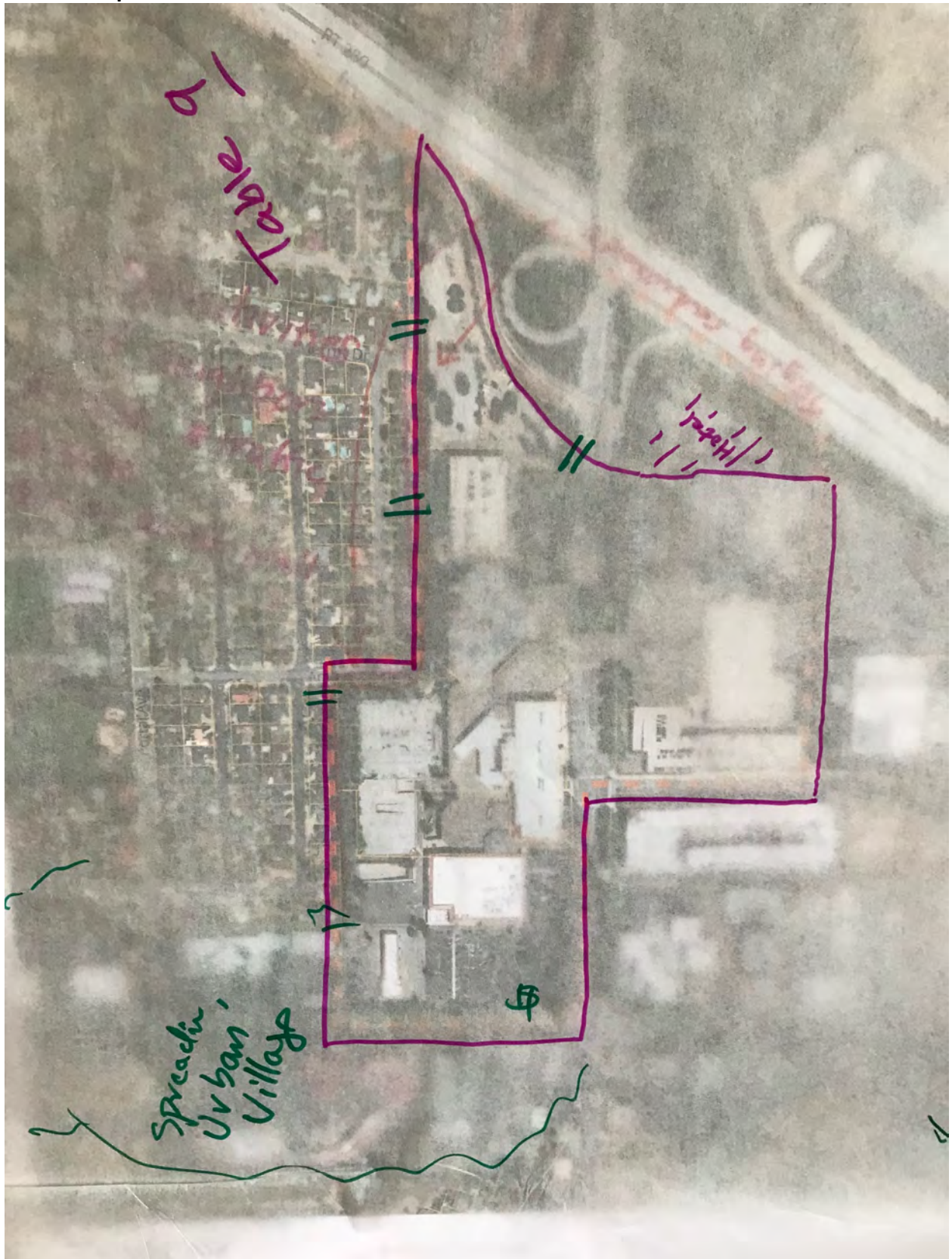


Table 10 Notes

What are the opportunities and challenges in and around the Vallco Mall site?

Opportunities

- Large area (58 acres)
- On a majorly visible intersection
- Nice movie theater
- Prime location close to Apple
- Opportunities for transit
- Valuable frontage on Stevens Creek
- Last major/rare opportunity for large retail space

Challenges

- Too much traffic congestion
- Site is one of only 3 interchanges from freeway to Cupertino
- Traffic bottleneck in all directions
- Current site is all concrete and very grim
- The only good business is the movie theater
- Lot of area wasted for dead retail-not meeting community needs
- Source of stationary air pollution
- Trees are not being maintained
- Ugly and smells bad

What is your vision for the future of the Vallco site?

- Street level green parks with long walking paths
- Dedicated bicycle paths
- Affordable housing for special needs adults
- Autonomous taxis
- Delivery drone landing pad
- State of the art out patient medical facility
- Large parks for soccer etc./open space
- Community space
- Underground people mover terminal/transit center

Table 10 Maps

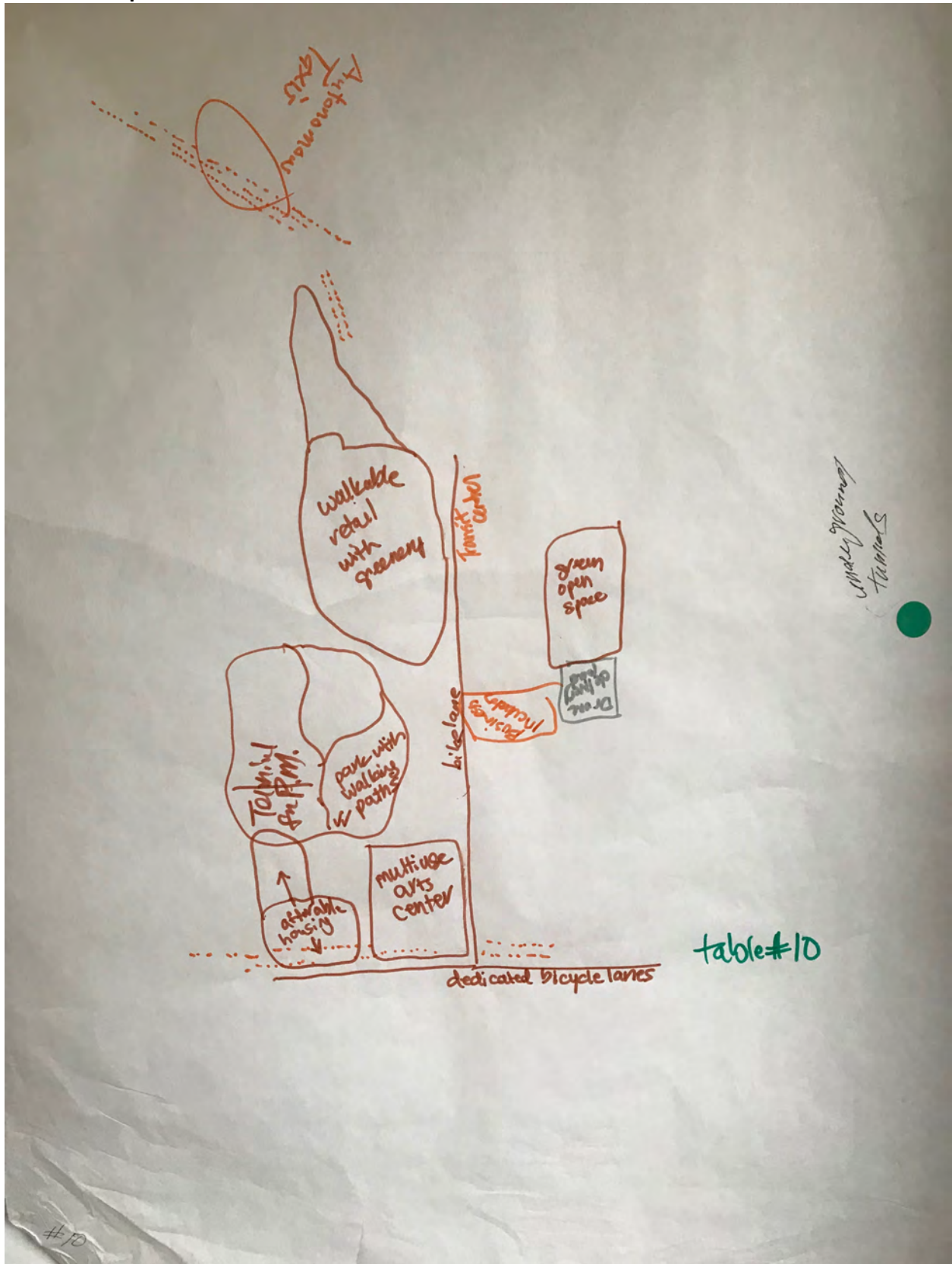


Table 11 Notes

What are the opportunities and challenges in and around the Vallco Mall site?

Opportunities

- Little traffic

Challenges

- Little impact on existing infrastructure
- Retail
- Affordable housing
- Housing for all income levels
- Park
- Theater
- Empty space
- Pleasing architecture
- Urban farm
- Green building

What is your vision for the future of the Vallco site?

- Park/open space/urban farm
- An ecovillage with native gardens and open spaces and children's gardens for all the resident and members of the community who visit
- Park and urban farm
- Vallco area with parks, trees, walking paths, etc
- All open space in beautiful condition-usable for all ages
- Open space
- Tranquil
- An ecovillage with a regenerative farm that provides most of the fruits and veggies for all residents
- I want to see Vallco area not too crowded and with smiling faces
- Fewer buildings than not
- An urban village that reduces CO2emissions for all people who live there by 86%
- Retail/commercial
- Some commercial with a largish motel with conferences/meeting space
- Mixed use
- Walk to shops/pedestrian zone street cafes
- Santana row with more retail-less housing
- Some housing-low profile
- Pleasing architecture
- More intention between diverse community
- Transit
- Rapid transport present to get to Cupertino and leave Cupertino
- Ease of getting around town (ie. convenient methods for all-maybe at no cost to riders
- Connection to Cupertino Main Street (ped and bike)
- Less traffic with no need for car ownership

Table 11 Map



Underground parking
alternative transportation

Table

Table 12 Notes

What are the opportunities and challenges in and around the Vallco Mall site?

Opportunities

- Large opportunity site in the city (housing)
- Prime location (freeway)
- Near major employment site
- Dead mall/dead space
- History (formerly viable mall)
- Major thoroughfare adjacent
- Build on current amenities nearby

Challenges

- Chance to impact better traffic patterns
- Live-work
- Potential to reduce congestion
- Opportunities for transit hub
- Retail
- Vacant room for improving amenities
- Community center-downtown potential
- Housing

What is your vision for the future of the Vallco site?

- Transit-oriented
 - Gondolas, trains, bike, pedestrian path
 - Transit center for connections
- Entertainment
 - Mini-golf course
 - Basketball
 - Expanded ice center/bowling
 - Arcade (video/games)
 - Amphitheater for summer time activities
 - Farmers market (Sunnyvale Murphy Ave)
 - Urban farm
- Art magnet school: performing arts (not just tech)
- Inclusive housing and spaces for all people
- Housing
- Tiered; scale to office/retail and single families
- Not just studio but good mix for families
- Freeway cap-like they have internationally
- Retail-affordable, small shops for residents to walk to

Table 12 Maps



Table 12 Maps



Table 13 Notes

What are the opportunities and challenges in and around the Vallco Mall site?

Opportunities

- One major retail center
- Gym-Bay Club
- Historic landmark
- The neighborhood is a quiet family area
- Love the theater and ice rink and bowling-things to do
- Show that Cupertino is a welcoming place
- Very close to major employment
- Site can intersect bike route from AC1 to AC2
- Last opportunity to do a great large project in a large area or open space
- Location
- Destination-shopping, activities
- Apprenticeship language incorporated in project
- Prevailing wages for construction workers
- Great location to house working families
- Community sports opportunity
- Large site with potential for a mixed-income and mixed -use community

Challenges

- Enough parking
- It has been a road-block for future community opportunities.
- Became an eyesore
- Dead mall
- Literally front yard eye sore
- Increase building height, but maintain the floor to land ratio to have more open space
- Too much traffic. Noisy buses already
- School where would children go to school?
- Community-housing
- Transportation-don't open wall

What is your vision for the future of the Vallco site?

- Schools for families
- Open spaces that attract all kinds of families
- Beautiful buildings with people out on the street walking
- Divide the site to several districts. Retail only area, housing only area
- Senior housing
- Room to relax
- Open Space-activated
- Spaces full of children playing
- Diverse community of people proud of their home
- Small and medium scale
- Gathering space for play, music, theater, engaging community
- For sale units (not just rentals)
- Beautiful buildings with people walking on street
- Centerpiece for Cupertino
- Bike lane
- Modern/futuristic shopping-internet pick up, displays

Table 13 Map

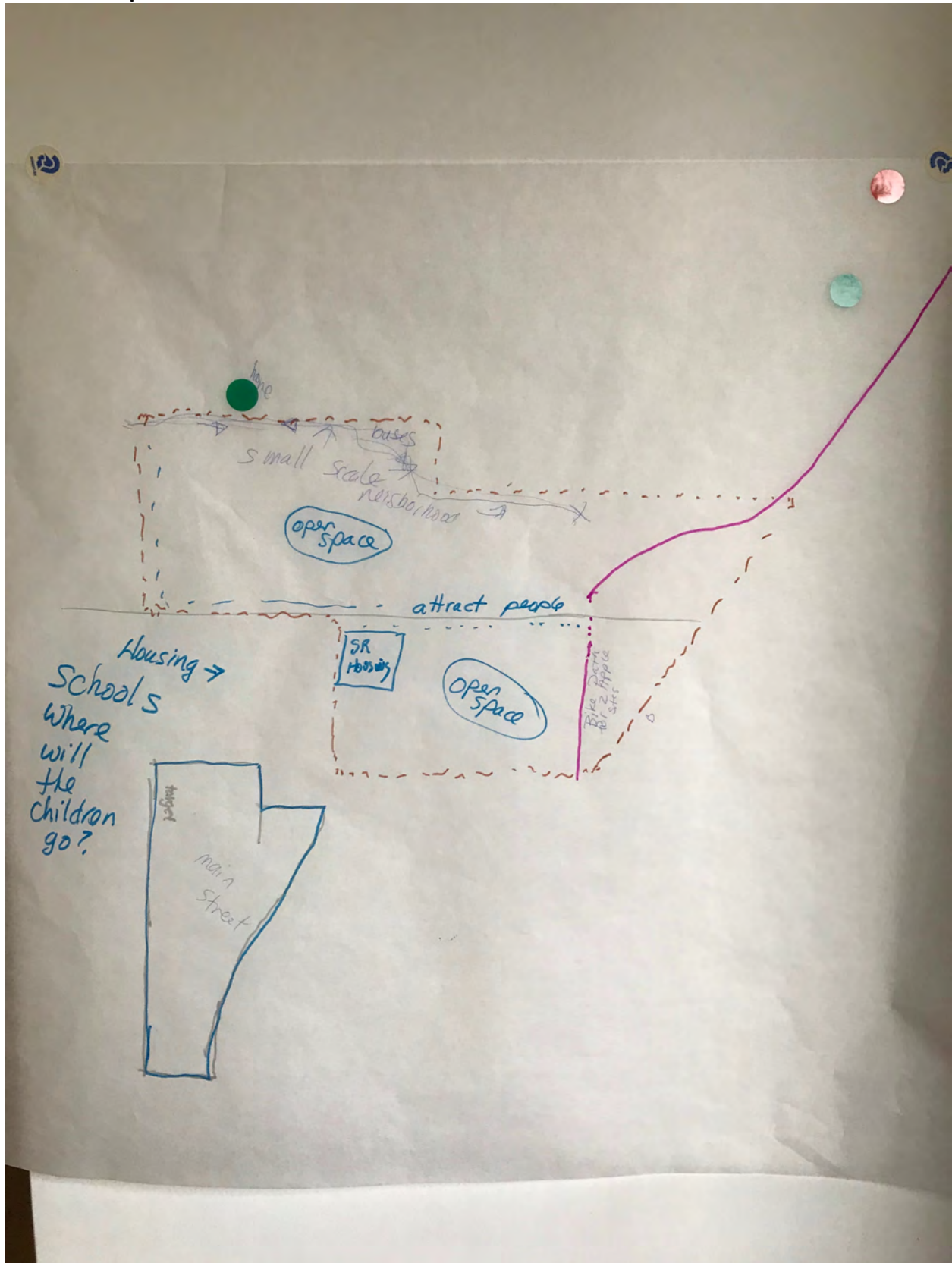


Table 14 Notes

What are the opportunities and challenges in and around the Vallco Mall site?

Opportunities

- Memories and historical value
- Recreational facilities and theater
- Walkability regardless of weather.
- Ideal destination -retail and entertainment-for Sunnyvale, Mt V, and other surrounding cities
- Health club, ice rink, movie theater
- Adjacent neighborhood likes wall separation without holes, city and developers promised to maintain.
- Close to Apple transit center
- Centrally located
- Centrally located
- Close to Apple transit center

Challenges

- Traffic bottleneck in all directions
- Subpar transit
- Big waste of space
- Not a lot of housing options-renters and young people
- Retail-lack
- Affordable housing
- Restaurant
- Not enough entertainment
- Impact on residential neighborhoods
- Impact of schools, traffic, livability-don't want downtown San Jose
- Loss of big retail stores

What is your vision for the future of the Vallco site?

- Retain walkability
- Entertainment
- Trees and greenery
- Condos (owner-occupied) and apartments, 2-3 stories high
- 3-5 stores
- Clothing stores, grocery, restaurants, hardware, retail and entertainment center
- No increased traffic
- Parkland and open space -view of the Hills
- Diverse community-age, economics, ethnicity, ability
- Community does not ignore housing/homeless crisis
- Community spread wealth across community
- Schools, local retail, parks, affordable housing
- Adequate parking
- Walkability and bikeability-all ages and states
- Traffic reduced by transit
- More efficient transit
- Apple has positive influence in Cupertino
- Open space for leisure
- Safety for walking
- Attractive gathering spot
- Inclusive diverse housing
- Entertainment and community services
- Open space and walkability\Lower traffic, better transportation options

Table 14 Map



February 5, 2018 Public Meeting Notes by Table – Vallco Specific Plan Project

Table 15 Notes

What are the opportunities and challenges in and around the Vallco Mall site?

Opportunities

- Existing uses-ice rink, movie theater
- Used to have farmers market
- Walk over Wolfe Rd nice

Challenges

- Neighborhood transitions-need to be considered
- Wolfe Rd-unsafe for pedestrians
- Parking lots-no shade. Very tough to find parking
- Traffic congestion
- Current mall-empty buildings, used to have wooden floors, barriers to pedestrian movement
- Wolfe Rd divides site
- Areas outside theater unpleasant

What is your vision for the future of the Vallco site?

- Transportation-transit
 - Transit center and BART Station at Wolfe and Stevens Creek (not on highway)
 - Traffic from highway and parking underground
 - Pedestrian Safety/public space
 - Wolfe Rd made safer for people and bikes, keep trees
 - Large usable public spaces-plazas
 - Stay within general plan
- Teen center, places for kids
- Retail and Entertainment
 - Want 'Santana Row' but for all price ranges
 - Outdoor mall and greenery and public space
 - Like Dillards-grocery shops, not just restaurants
- Housing
 - Mixed use but 4 stories max (like Main Street)
 - Stick to general plan
 - Affordable housing
 - Apartments above shops
 - New homes should mean new elementary school
- Parking underground

Table 15 Maps



friendly
walkable
walkable
students
gathering
theater
Vallco
park
transit
Cupertino
traffic
friendly
walkable
walkable
students
gathering
theater
park
transit
Cupertino
traffic
open-space
community
retail
office
affordable
housing
mixed use
residents
Santana
shopping
income
senior
Costco
height
green
roof
trees
plan
Apple
units
village
public place
gathering
urban
access
park
development
families
residential
hotel
stores
building
vibrant
destination
affordable
shopping
meeting
mall
transit
restaurants
developmental
medical
entertainment
disabilities
parking