Attachment 2. Planning Commission Design Priorities Summary, per May 15, 2025 Meeting

1. **Sensitivity**. Create objective standards for multifamily development next to R1 single family neighborhoods, and/or additional context-based design standards.
2. **Greenery**. Promote landscaping and open space: Avoid creating concrete jungles. The urban forest is important for the city. Reduce heat islands and increase attractiveness of neighborhoods. Create a required hardscape to landscape ratio.
3. **Access to nature**: Every resident should be no more than a 5 minute walk from nature. Create pocket parks and parklets to bring nature close to all residents.
4. **Pedestrian Plazas**. Increase opportunities for pedestrian plazas that create a more vibrant city and strengthen business for local shops. Allow outdoor seating for restaurants and cafes.
5. **Rear façades**: Address the visual disjoint between the front of the building vs. the back. Ensure wrap-around designs for the benefit of rear and side neighbors.
6. **Front façades**. Pay specific attention to aesthetics and details of the front façade.
7. **Promote Privacy**. Focus on privacy standards. This will help differentiate Cupertino from other gentrified and densified cities as a city people want to be in. Include standards such as required offset windows.
8. **Welcoming access**. Ensure ground floor designs are welcoming and accessible and offer a sense of safety.
9. **Diverse products**. Don't focus entirely on townhomes. Develop standards for large and small projects to achieve the density required by the State.
10. **Support the transect**. Prioritize transect planning, with higher densities on corridors and decreasing densities in neighborhoods. Begin with a simple purpose statement about where development types are expected, in order to guide developers. Overly complex standards will only increase the changes of developers waiving them all.
11. **Learn from parking missteps**. Avoid failures in lack of parking seen in block-level multifamily and mixed-use projects like Montebello, Travigne and others.
12. **Retail and pedestrian activity**. Promote the survival of retail and pedestrian activity in larger projects. Main Street has retail and some housing, which is why

it works. "Token" retail with poor design will not work. Use ODS to promote walkability, with wider sidewalks, major trees, and a continuous network of wide sidewalks with frequent bench placement.

13. **Overall visual diversity**. Facilitate architecturally diverse and more attractive new development that is seamlessly integrated into neighborhoods, balances housing with green community gathering spaces, using mature trees and landscaping to create privacy.