

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 seems 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
- Tell 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

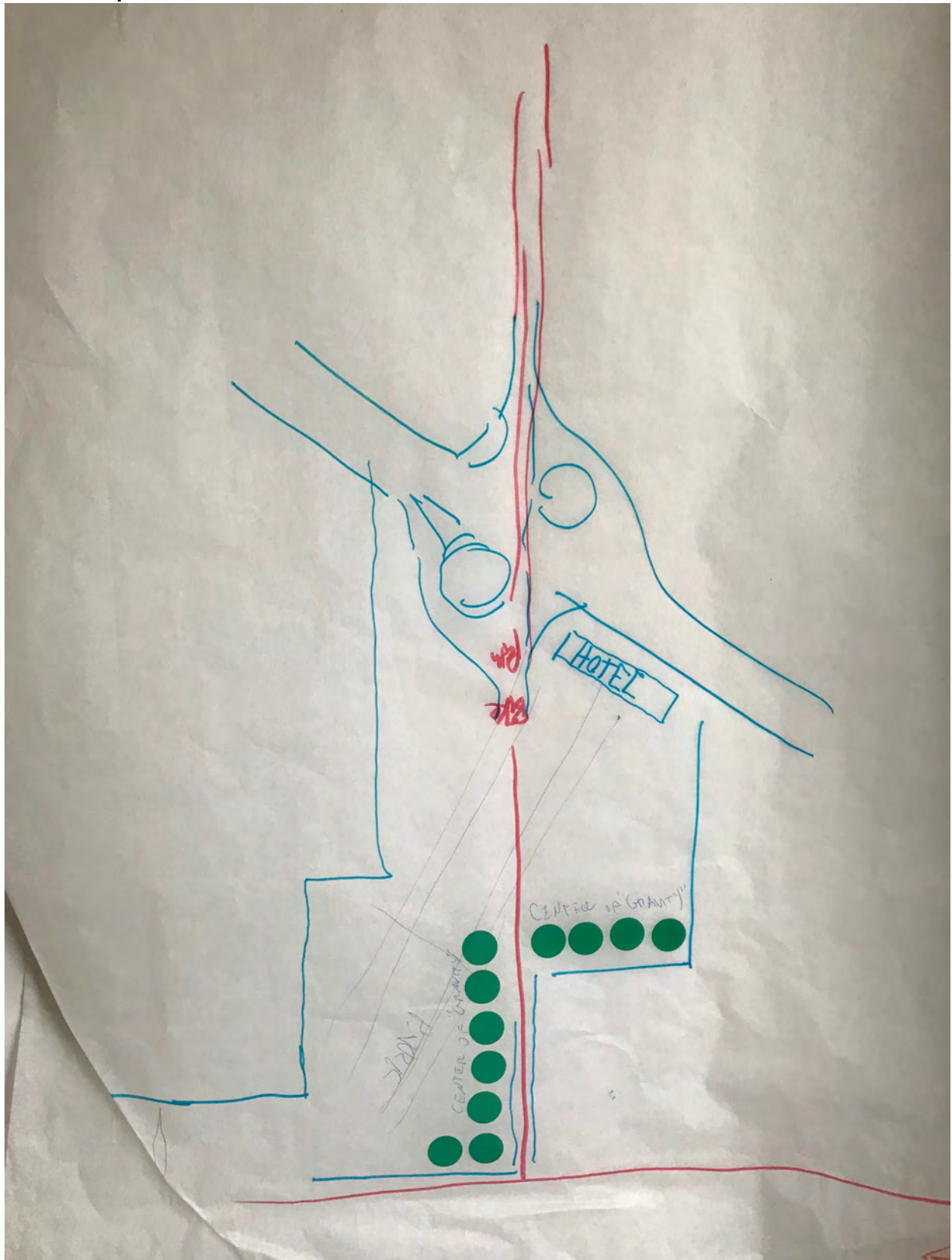


Table 2 Notes

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

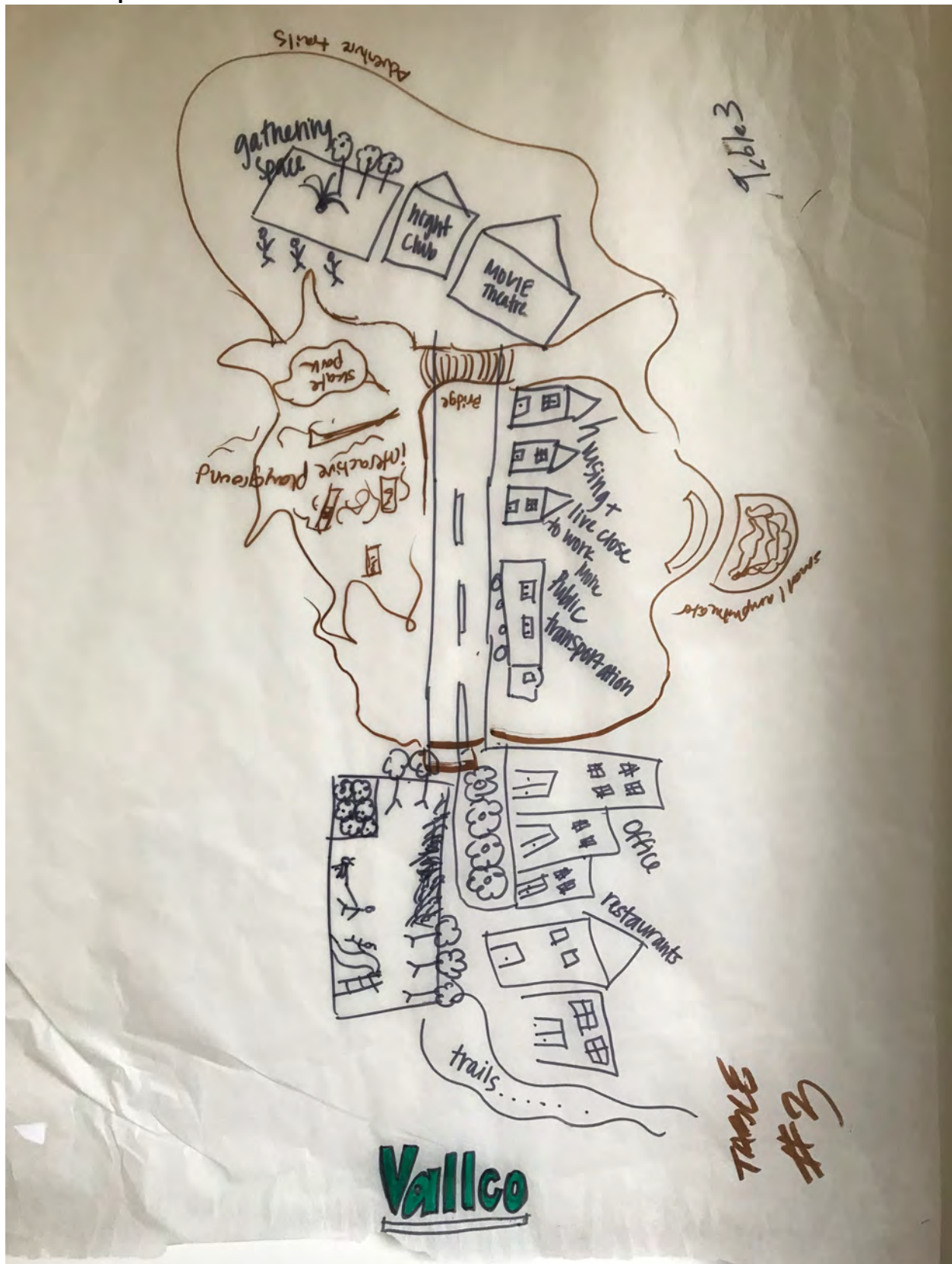


Table 3 Maps

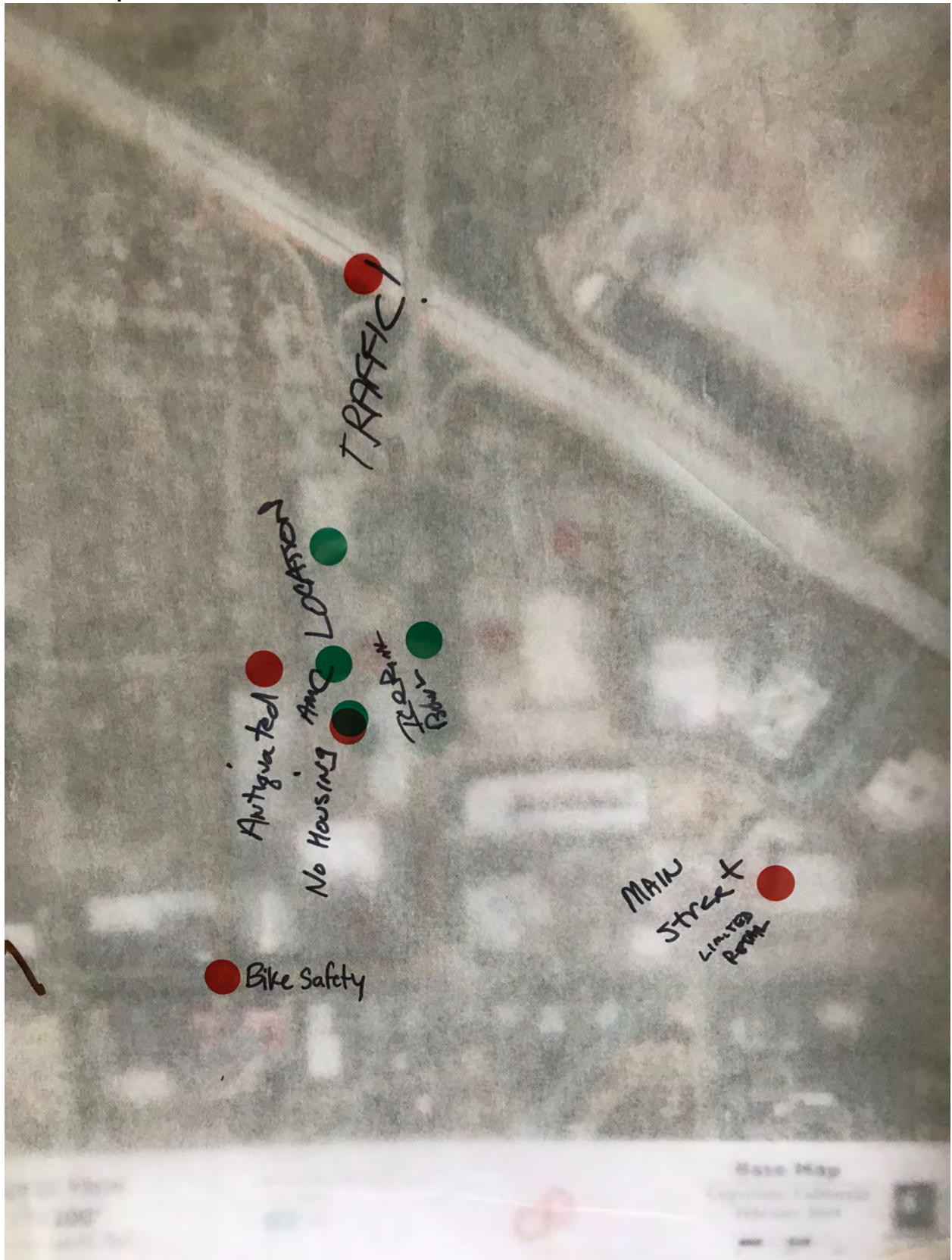


Table 4

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

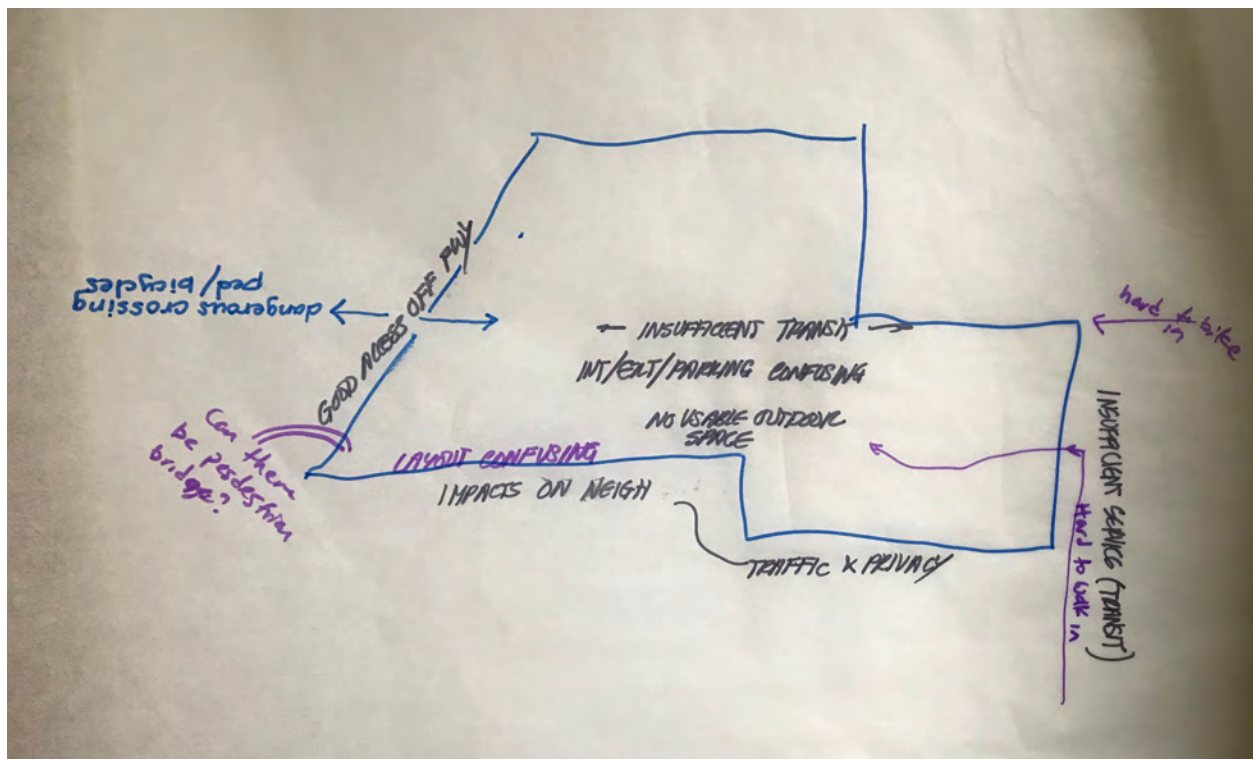
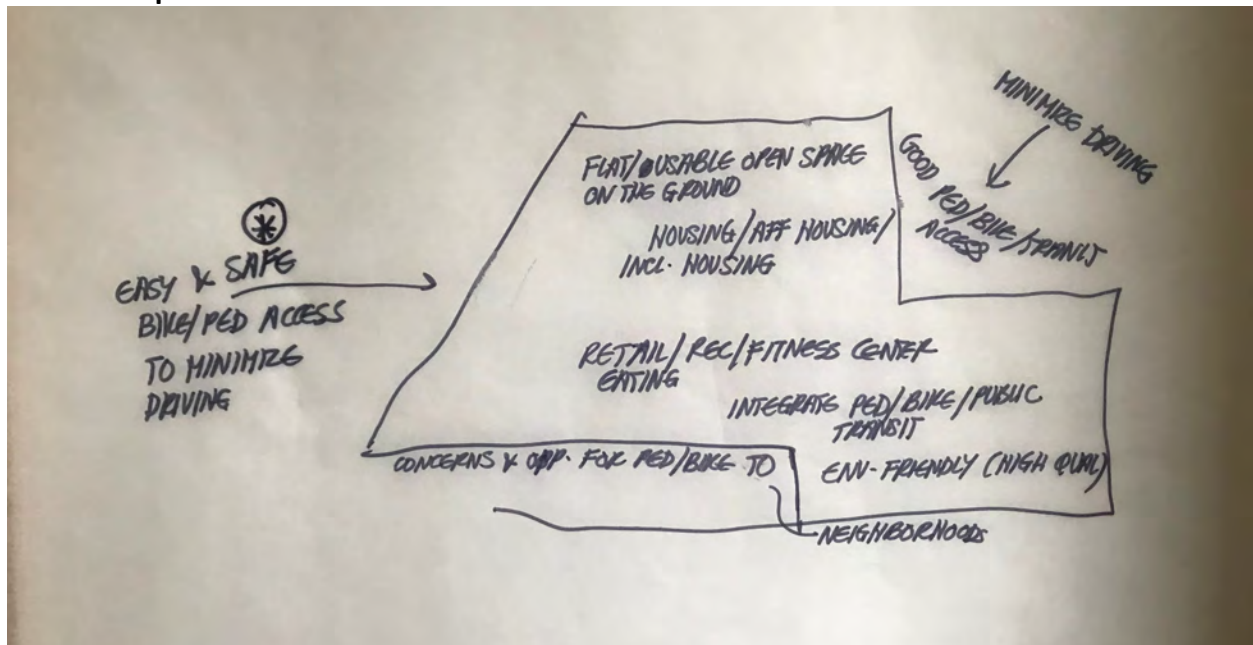


Table 5 Notes

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

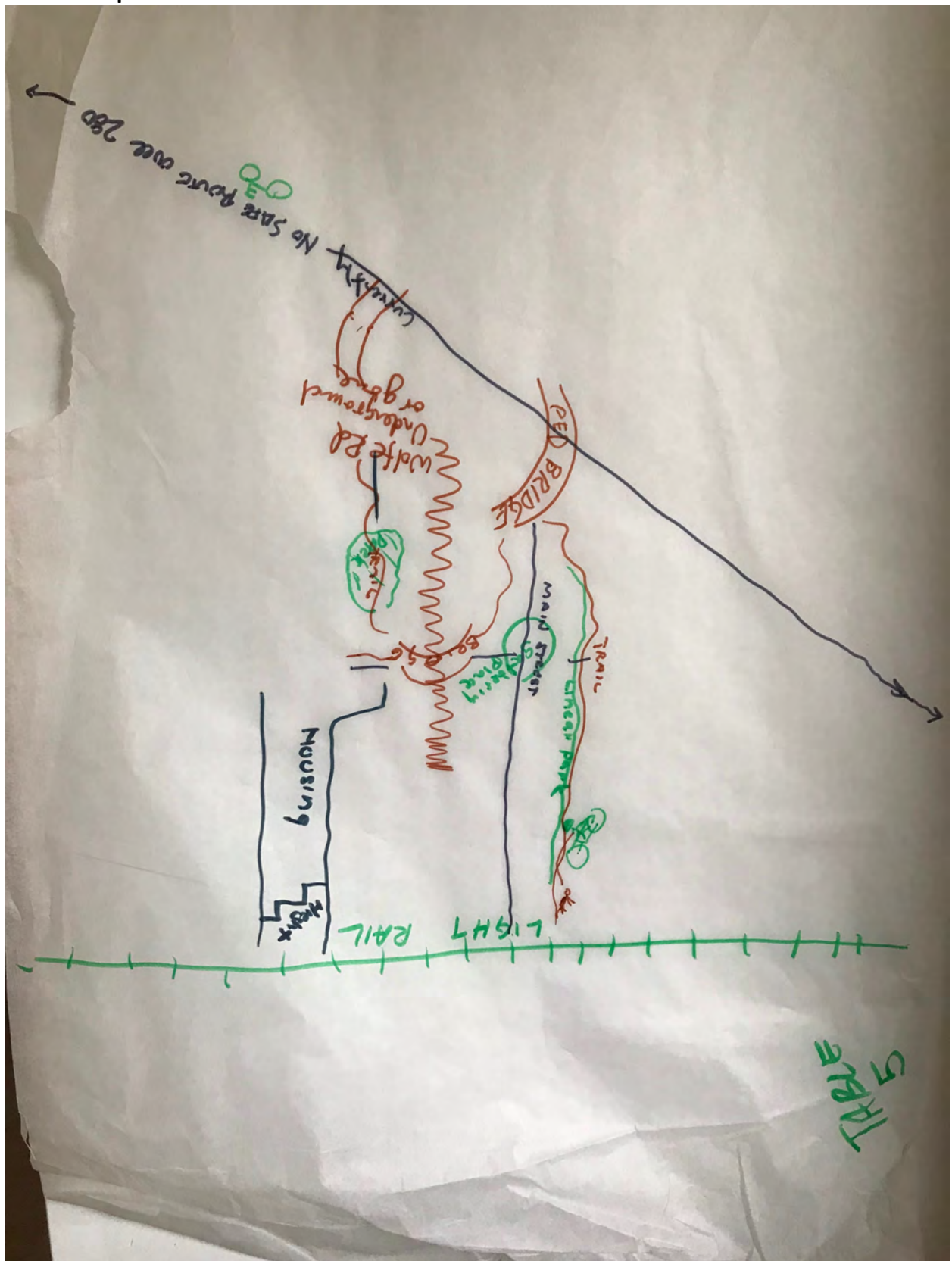


Table 6 Notes

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

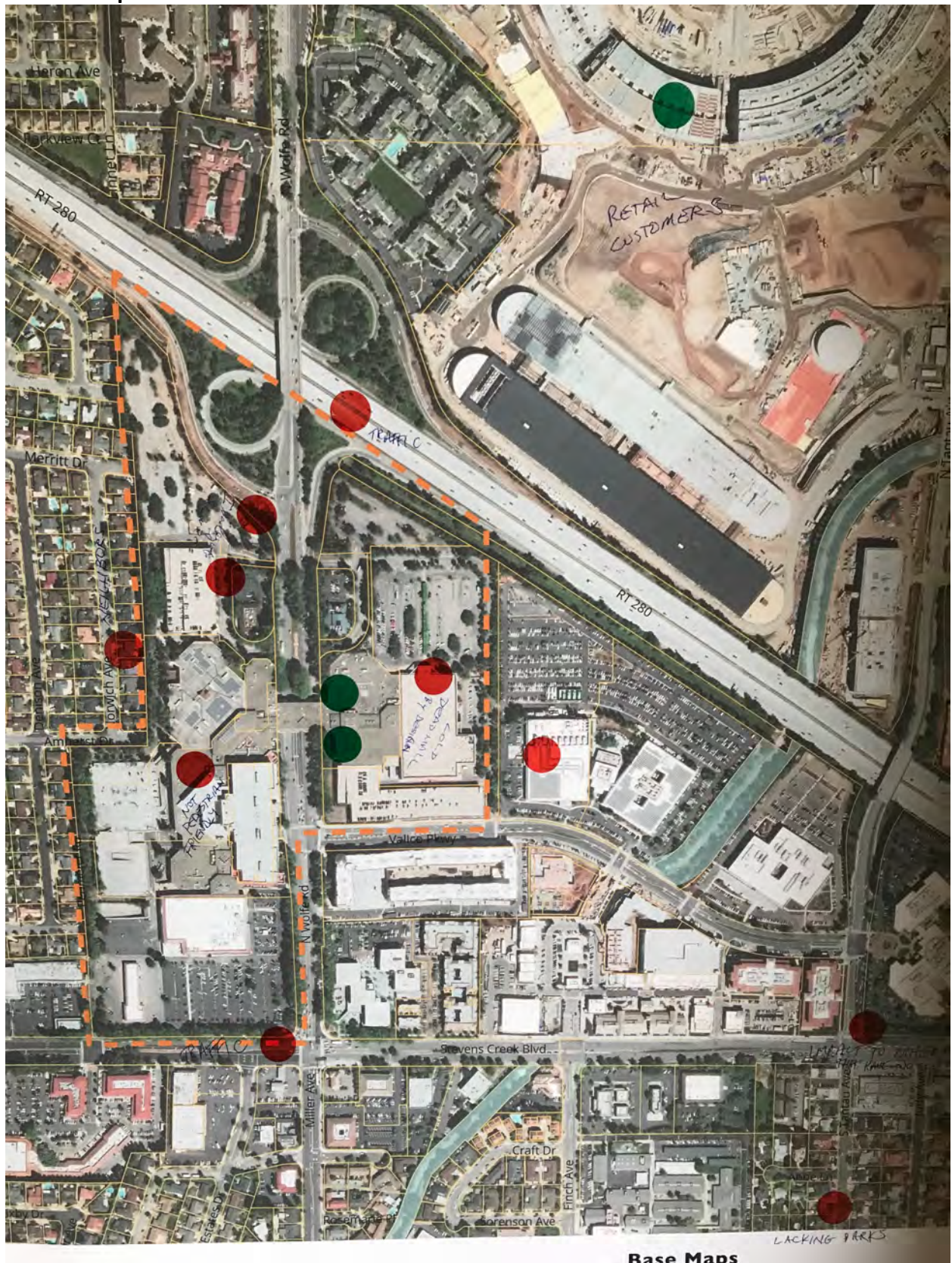
Challenges

- 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



Hand-drawn site plan for a community center. The plan shows a building layout with various rooms and outdoor areas. Key features include:

- Retail** (bottom center)
- Community center** (right side)
 - child care center
 - enclaved + open
- Library** (top right)
- Higher level** (middle right)
 - Finger by
 - Finger by
- Lower level** (middle left)
 - Finger by
 - Finger by
- Sun shine** (top right)
- Trees everywhere** (top center)
- Ground level** (top left)
 - Trees + plants
- 25' MAX** (top left)
- 30' MAX** (middle left)
- FREE** (middle left)
- FREE + small** (middle left)
- Medical + service** (middle left)
- decrease in height** (middle left)
- as trans out** (middle left)
- 20' MAX** (bottom left)
- generous set backs all around** (bottom left)

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

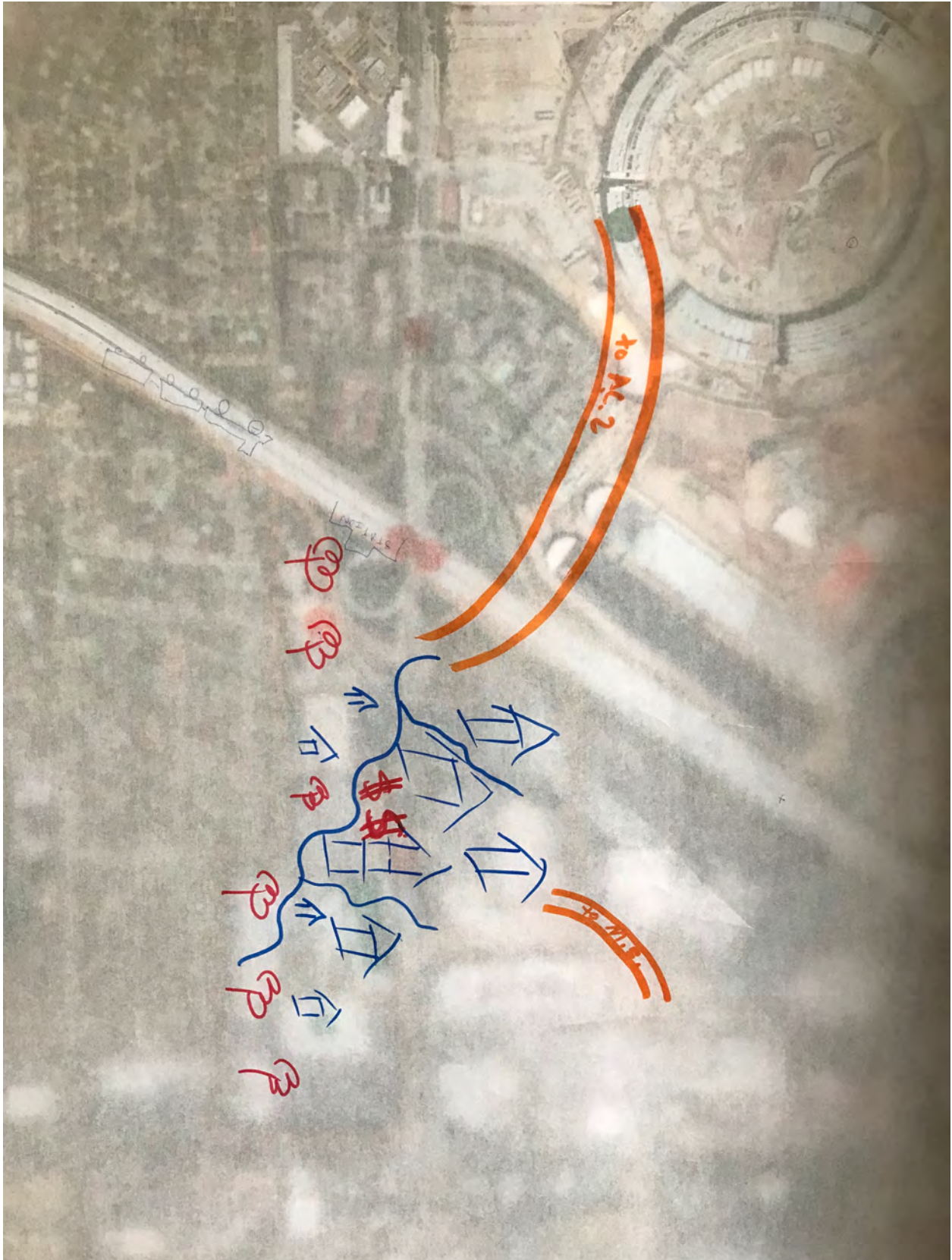
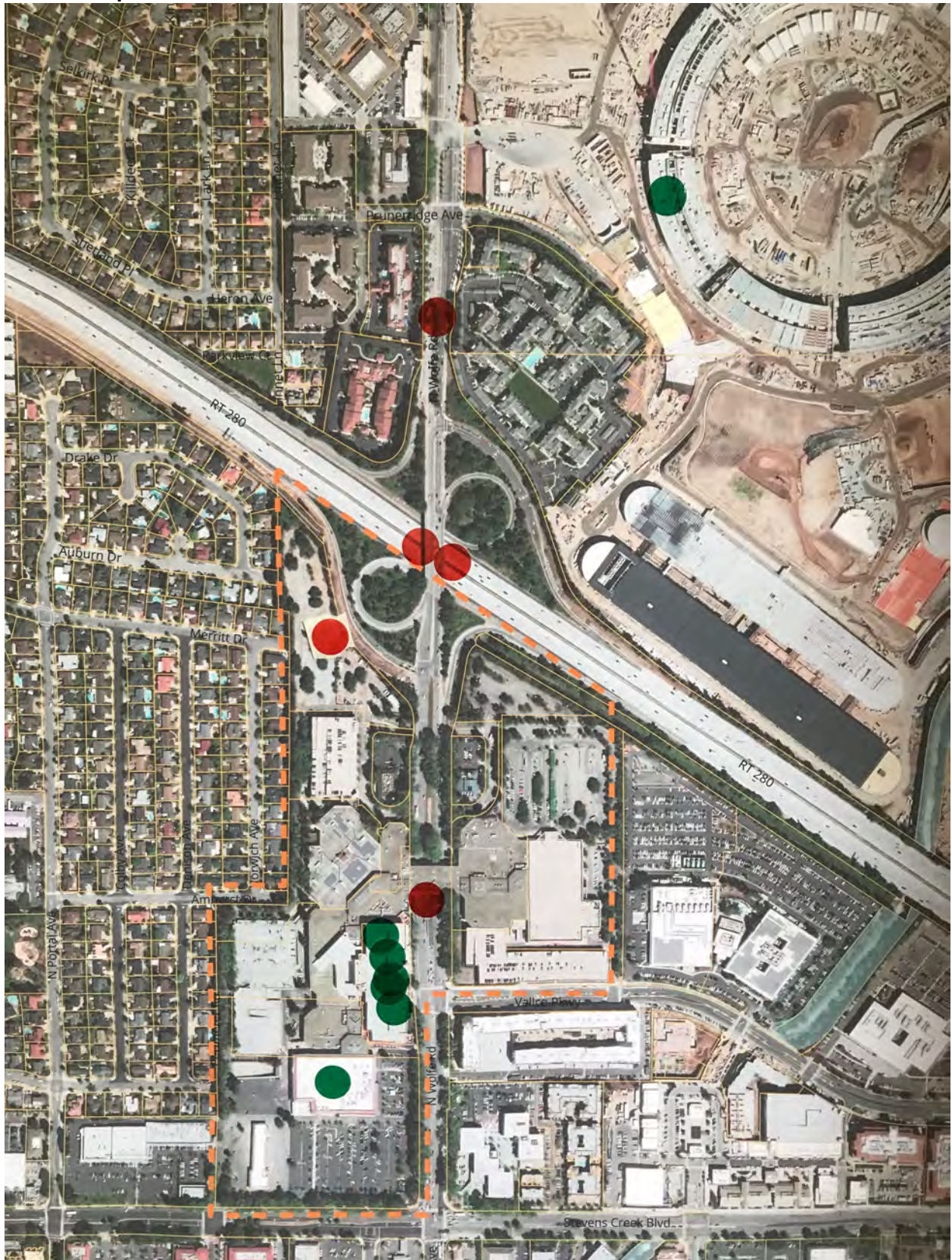


Table 7 Maps



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

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

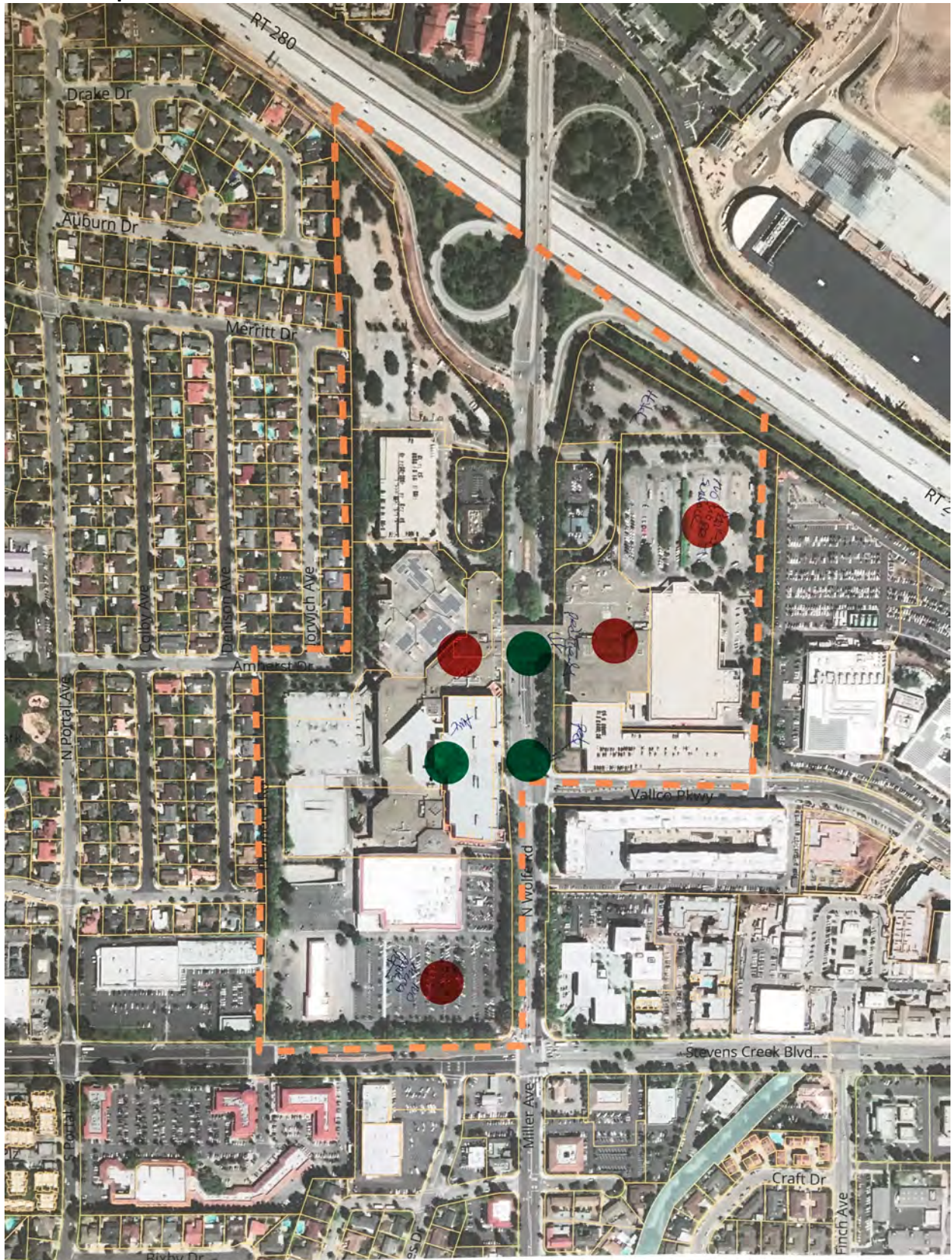


Table 8 Maps



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



Table 9 Maps

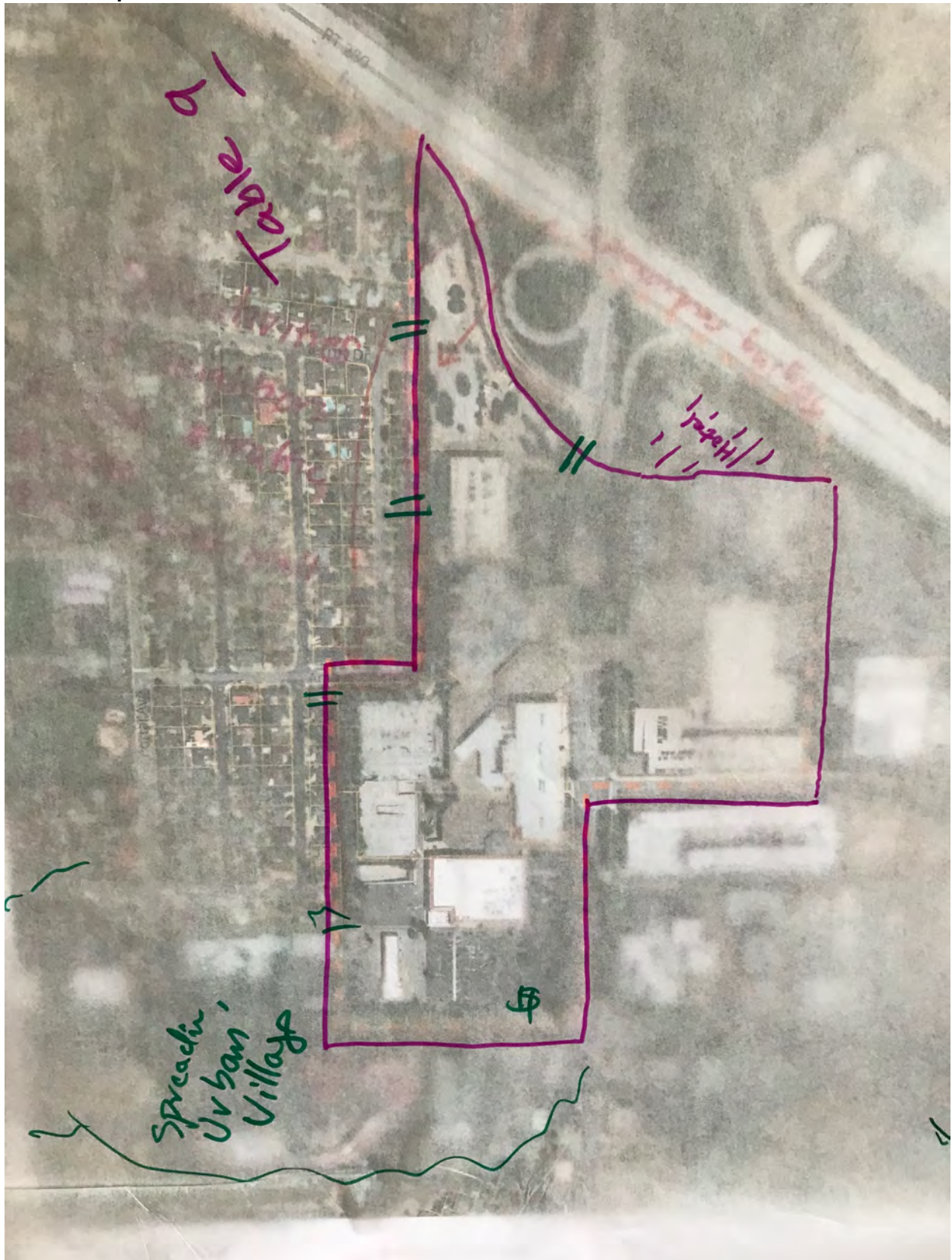


Table 10 Notes

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 outpatient medical facility
- Large parks for soccer etc./open space
- Community space
- Underground people mover terminal/transit center

Table 10 Maps



Table 10 Maps

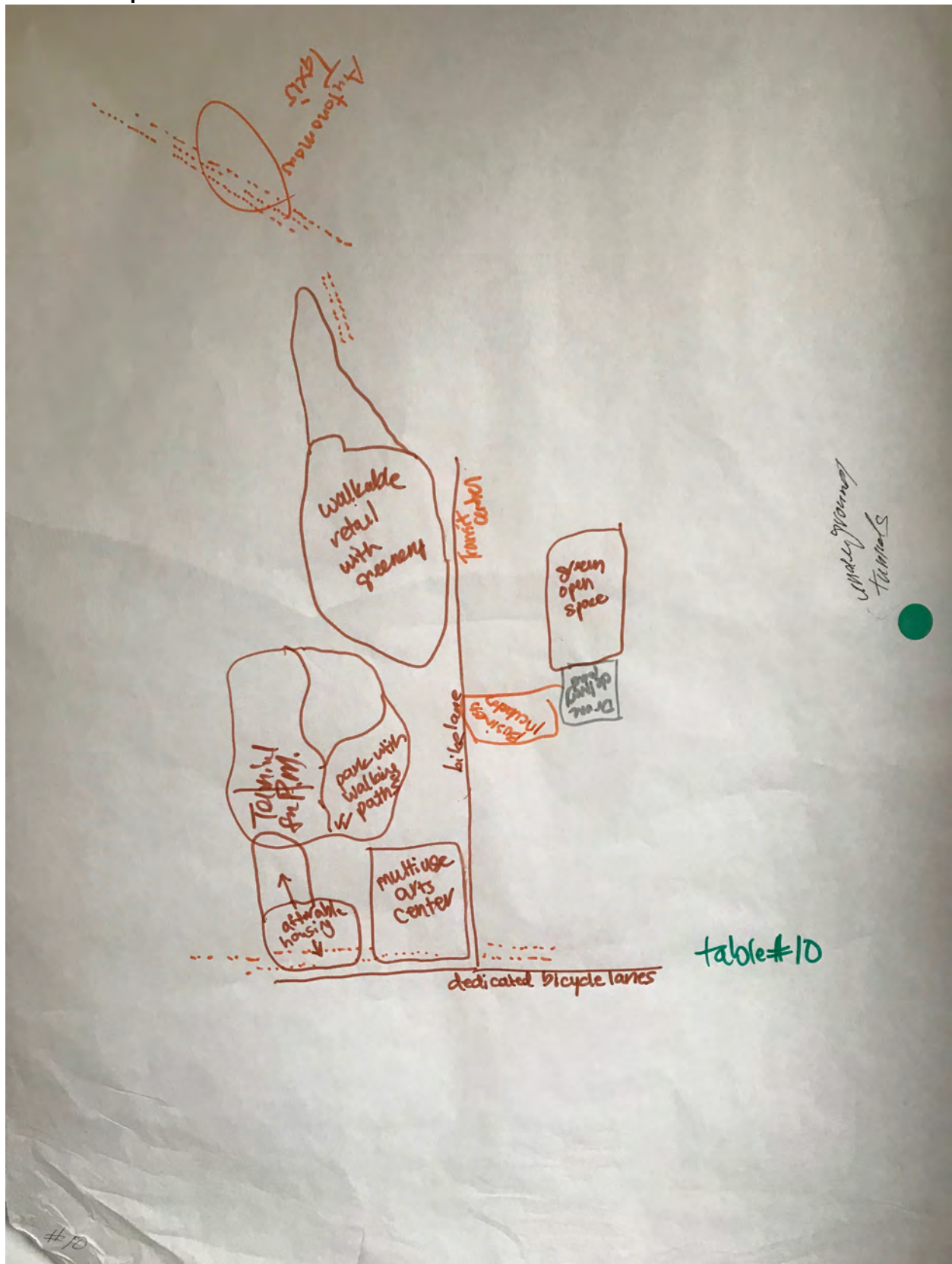


Table 11 Notes

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



// 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

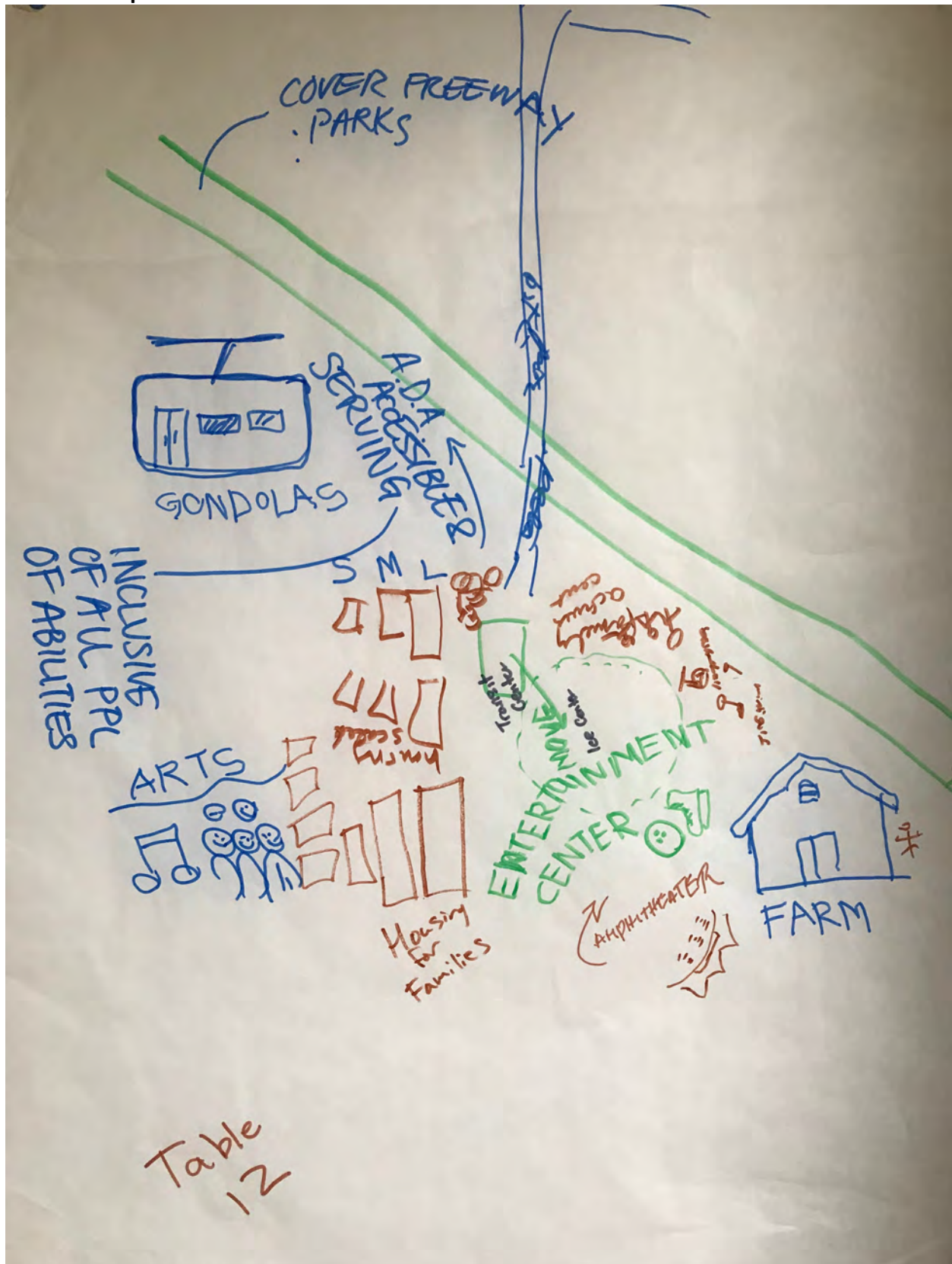


Table 13 Notes

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

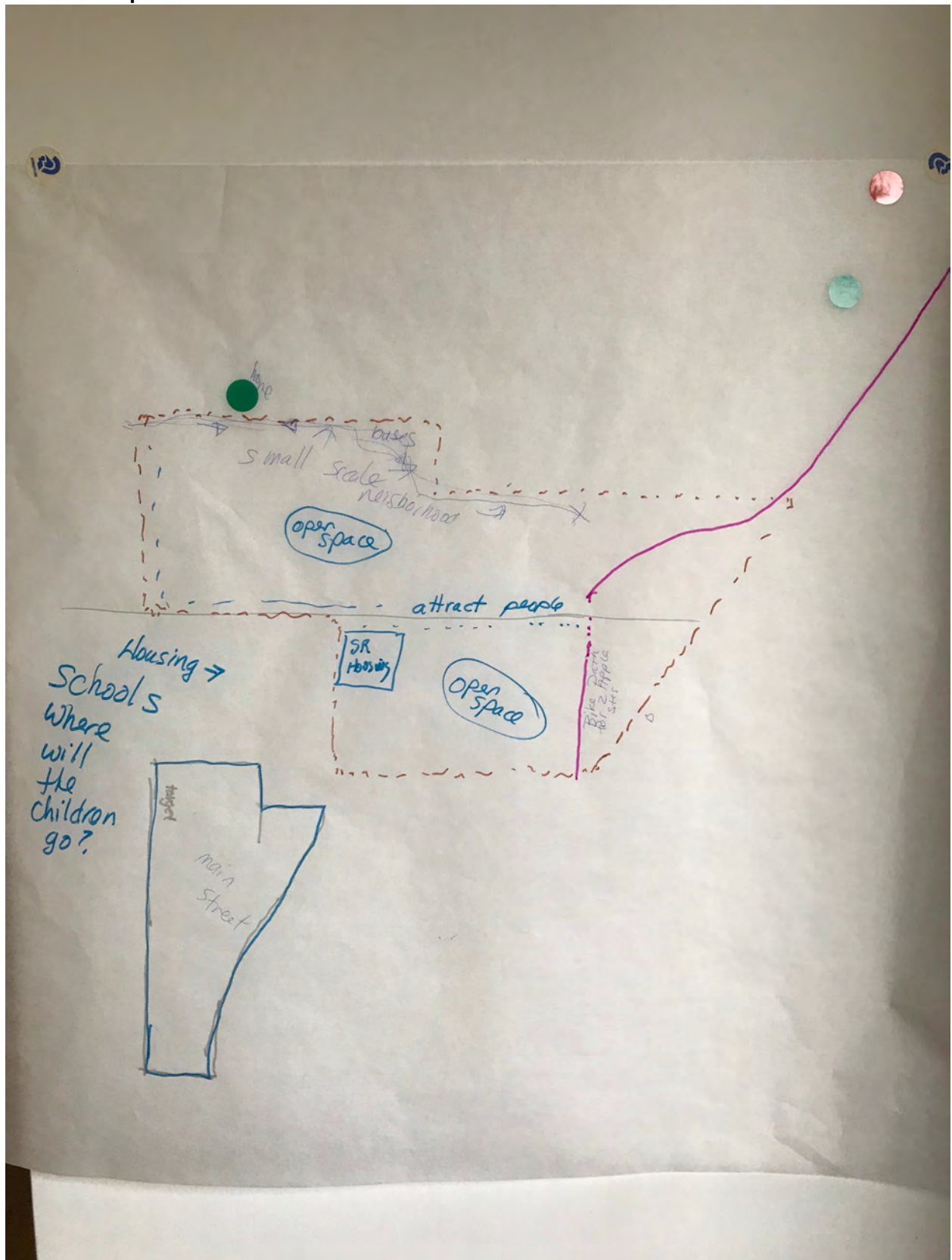


Table 14 Notes

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

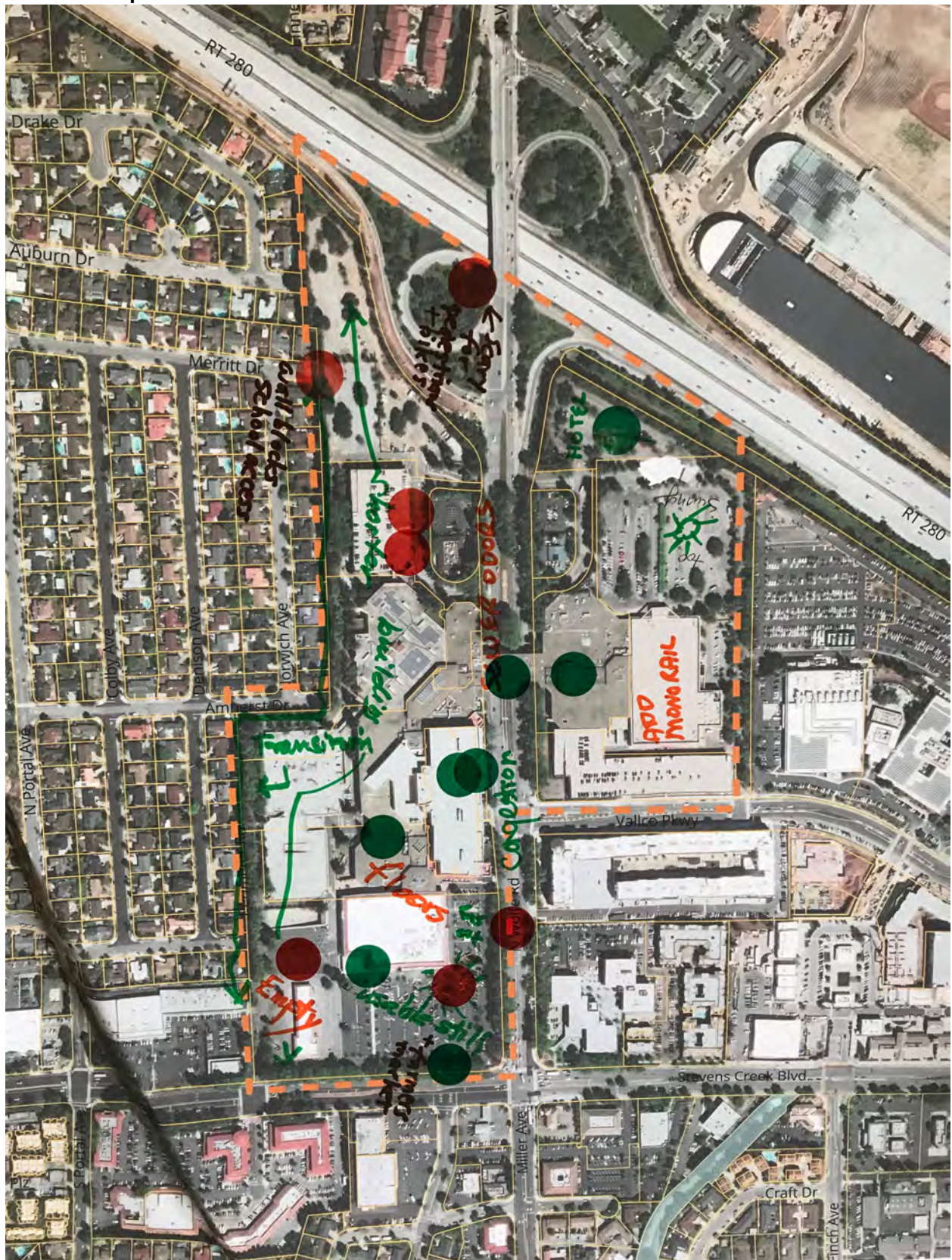


Table 15 Maps





February 6, 2018 Group Interviews

Issues, Comments, Concerns:

Retail

- No place to shop in Cupertino.
- People want a place to shop and gather along with retail
- Need retail for sales tax revenue, not housing
- Retail needed to avoid long drives for everyday functions - keep it to Hills level; big malls already there at Valley Fair, Stanford, Santana Row, etc. - so keep shopping retail, more local, not big.
- Experiential retail is what sells now. This is what people drive to - Don Weden was on speaker series, was kicked off - statistics to prove future demographic changes.
- Shops will fail if stacked.
- Need a good amount of retail so City can keep the tax base
- Needs local-serving services and offices, like in a town center.
- Minimal commercial business space needed. We are over-supplied w/retail and commercial.
- Retail isn't coming back in traditional sense; only old people go to grocery store, so retail has to change.
- Things are changing so fast in our society that we don't know what retail should look like- buying online. Need vision for new modern retail experience- we don't know what to ask for
- Feel like we have enough retail. Valley Fair expanding constantly.
- Many restaurants are closing in the area, Island, Life Kitchen both closed
- We have too much retail- sick of same shops over and over
- Create entry-level jobs. Capitalize off of the CHS kids.
- If Valley Fair can work, why not Vallco?
- Retail is a complex, challenging problem
- When Vallco closed, they still had 1.2 million sf retail operating. So - it was profitable when they closed it. They had stable customers, and 9212 report proves it - sales have been steady when adjusted to inflation. In the 2008-2009 economic downturn they remained stable even in economic crisis.
- Valley fair is so close- we don't need to be that close to a shopping mall
- Retail need regular local shoppers but people from Cupertino are frugal- lowest national credit card balances.
- Fun to imagine what should be built there, but demographics will decide what kind of retail - need better retail manager.
- Retail - no big stores, no Costco – only neighborhood stores.
- Retail will be successful if Vallco has the only 'small shops' retail in region.
- Wants similar gym with enough parking. 600k retail will be used by region.
- Underground parking w/grocery

Housing

- Low income housing- need people working in city at all income levels. People drive an hour or two to get here.
- Multi-family housing does not pay fair share of parcel taxes for schools
- 389 units is ok but should be ownership homes to create a sense of community
- Need a mix of housing and office to not dig deeper hole to compensate in future projects (too much office this time that would require more housing for next project)
- Cupertino needs no new housing, no office. Low cost housing has been provided.
- Marina and Hamptons projects have extremely low affordable units (approved projects)
- Create diverse housing options (from micro units to 3 BR) - create substantial affordability
- Tax laws make it hard for people to move. Slow turnover limits housing stock, makes it hard for families to buy a home.
- Major need for affordable housing- less than 1% who apply get affordable housing
- Public/private partnership for affordable housing?
- If catering to Apple, apartments will be make this anti-community 'company town' - walled off gated area.
- Housing is needed for service workers
- Micro units or whatever is possible to solve affordable housing problem, make it for-profit to make it practical; embrace housing, integrate with Main Street, porous design.
- Housing for active empty-nesters
- Housing very important now especially after Apple campus, SB-35. Constructing only condos will be a disaster; we'll end up with small units with no parking.
- New proposed proposition 65 will make it easier for seniors to move out of their homes, making room for new families
- Want to shift to housing; it will be enough to drive financials. We do not need more office, except what is needed to finance retail. Nowhere to move, if you want to downsize.
- Housing needs to be more varied
- Issues w/schools, fire, traffic with adding too much new housing too fast
- Frustrated about housing situation. City needs to meet our own goals for affordable housing.
- We haven't made much progress on affordable housing
- Vallco needs to not be able to buy their way out of affordable housing- very few undeveloped properties left to solve the problem
- Mixed income living will be good for future.
- Insane housing prices and need to take collective action

- Want affordable housing of all levels
- Multi-family higher density housing vs. suburban history.
- People who work here will want to live in new housing so traffic won't increase
- No other sites and public will for affordable housing in Cupertino- we are way behind in meeting affordable housing goals
- Address w/public education that affordable housing doesn't mean increased crime
- 750k sq ft office is ok
- Differently-abled need extremely low affordable housing
- City needs to get backbone and stand up against developers and office projects-ruining community if we don't meet housing needs
- Quantity of homelessness is heartbreaking. No place for them to live. Needs to be addressed vs. current nimbyism about affordable housing
- Minimum 15% affordable housing ratio but need a number w/nod to how far behind Cupertino is in meeting goals
- Teachers need a place to live
- What does affordable housing mean in this context?
- Lottery factor - prop taxes capital gains has had huge impact on housing costs.
- Want to see 389 housing for ownership. Mixed use will not work in Cupertino - suburban location.
- Housing. Entry-level housing and graduated levels
- BMR housing-where does money come from, who is paying for it?
- Really want affordable housing now to increase, if the developer can give money to schools they why not more affordable housing?
- We don't have transit infrastructure for more housing.
- Not concerned about adding housing, especially affordable housing for younger people
- Sky-high costs housing costs are preventing young families and young people from moving to (or back to) Cupertino and its environs
- J/H ratio in Cupertino is 1.29 - lowest in Santa Clara; less jobs than neighboring cities, including Apple.
- How can office space create educational and career opportunities for our kids?

Office

- More office means we're not doing our share of housing
- Please no offices, only generates more traffic
- Office space all locked up by Apple, need small business space in Cupertino.
- Need office that provide services to people who live nearby
- Why add more office?
- No problem w/office- it provides jobs for local residents. Office worker doesn't cause more traffic than shoppers. Traffic impact not bigger for office than retail.
- If more office, need same ratio of more housing.

- Need diversity of companies in town. What if something happens to Apple?
- We have a lot of office space here. Cupertino has done its share.
- Long-term office leases not easy.
- Like neighborhood service type offices (such as medical), allowed uses need to be defined more clearly.
- A viable project will need office
- In favor of 2 mil+ sf of office similar to Santa Clara Square. Ideally it could be someone other than Apple to diversify the business climate within the city.
- Need office but 2mil sf too much
- Minimum amount of office is needed, it will generate profit and revenue - will allow better amenities, better construction, such as the green roof.

Schools

- Schools are overcrowded in adjacent neighborhood
- Declining school enrollment because cost of housing so high.
- Whatever goes in for housing make sure schools aren't going to be negatively impacted
- Need a clear story about impact on Cupertino High
- Education isn't talked about as much as it used to be. If families can't live here the schools will decline. Already seeing declining enrollment.
- Cupertino needs more schools.
- Schools are still a draw, whether or not people can live here. More people are renting to be in school district even though they can't afford to buy.
- Declining school enrollment across district. Will lose 500 students this year. Losing money.
- More housing is not going to affect school enrollment w/current decline in enrollment
- School enrollment reducing to the point that teachers may get fired; impact fees are simply not enough to build additional spaces if needed. Right now there is capacity in schools.
- Schools, city losing money, not enough students, losing money from state
- A lot of strong education has to do w/extra tutoring and outside education, not just what is happening in schools.
- Lynnbrook school enrollment is declining, elementary school enrollments are declining in general, perhaps we need a vocational school
- Look at CUSD website - Jan 2018 - video recording, annual report. Projected to lose 400 kids over next few years, lost similar number in previous years - root causes: no houses for people to buy + families can't afford to live here.
- Regnart Elementary losing enrollment
- Amenities for high school - safe hang-out place for high school - Teen Center.
- School enrollment reducing is misrepresentation of facts
- School board member – facts being misrepresented - declining schools are on west side. Schools on this side of city near Vallco are overflowing. Numbers are

wrong, student generation rate is higher than neighboring cities.
Misrepresentation of data.

- Don't buy the idea that housing hurts schools
- Teachers leaving because they can't afford to live here

Transportation/Traffic

- Traffic huge issue in this community, no more slow traffic windows. Problem from surrounding cities since enclosed by other cities. Effect of San Jose building up to edges of Cupertino- don't have control.
- Don't get too dense- concerns about traffic and parking
- People living west of the site are afraid they will be cut through
- Walkable/bikeable environment- get people out of cars
- Nobody walks in Cupertino, need cycling, walking, Google has a community shuttle for community
- Bike connectivity
- Get more specific and creative about innovative transportation solutions that prevent/eliminate congestion
- Disagree with light rail - people don't use it right now, lowest fare-box recovery.
- Address traffic issues from preexisting office space before adding more office
- Construction will bring noise and also freeway noise; a big sound wall will be great - less noise, more privacy.
- Connectivity will destroy the adjacent quiet neighborhood.
- Intersections are being terribly impacted - N Wolfe & Vallco Parkway, N Wolfe & Miller.
- Transportation is a regional problem, they have been promising to bring BART to San Jose for 40 years
- Neighbors close to the south wall are concerned about opening the wall, it will flood their streets with parkers and traffic
- Want bikes but doesn't support bike lanes
- Need flow across entire project site. Current buildings are constricting flow to surrounding properties. Need connectivity to surrounding neighborhoods.
- Density at Vallco would create potential for transit center.
- Center things around pedestrian not just cars
- Need more busses, smaller busses in neighborhoods, active bus routes and other transit if possible
- Don't have history of transit here. People are married to their cars. Nobody rides the bus.
- BRT fails too.
- Have a big project vision - autonomous taxis and other futuristic ideas.
- Is there a shuttle bus up and down Stevens Creek Blvd that residents and business people can take to Vallco/Main Street instead of uber or driving in individual cars?
- In 20 years from now – new mobility solutions will be needed.

- No space on Stevens Creek for light rail.
- A lot of anxiety can be reduced by addressing traffic impacts of big vision
- Emphasize public transportation
- Bike share for Vallco area
- Public campaign to increase alternate modes of transportation
- Want a Bikeable environment
- Bike lane from Apple to Vallco
- Better pedestrian routes needed
- Dental clients are leaving because of traffic in Cupertino.
- Consider connectivity to planned AC1 to AC2 bike route
- Try doing something to take cars off the road. Could this be required for a period of time funded by developer?
- Were promised LOS at intersections won't drop beyond D, they dropped to F in General Plan EIR. Disingenuous that they are using old data.
- Traffic will be studied too late. Impact of Apple will be profound. 80% of 35,000 workers go outside Cupertino to work - congestion.
- Look at how the future of transportation will impact development. Build for the future, not the past. Private car ownership will be very different in 5-10 year, when the Vallco project is just opening and making its place in the Valley
- Look at creating a ramp across the freeway to the north side of 280 (near Apple Park)
- Reduce parking substantially
- Traditional thinking needs to be changed on traffic problem. Public transportation not a solution. Housing and jobs are not close together. We have a good balance of housing and jobs but majority of residents commute out and many commute in to work. Why are jobs so far away from housing? If we didn't have a traffic issue we wouldn't have a housing issue- its' all about impact. Need to reduce driving- walkable neighborhoods to neutralize driving.
- Closeness to work is not a priority for many people.
- Make it easy to get in and out and it will be used more
- Future transportation - need to build thinking ahead. Parking spaces are too expensive. We are technology center in region – need to be bold. Maybe even a ramp connecting to Apple campus.
- Wide sidewalks to walk/bike around on (think Memorial Park)**Design**
- Human scale very important, connectivity very important; walkability very important.
- Not much historic fabric. But future architecture could tie into agricultural background - mimic agricultural roots; use of farm aesthetic. Also - Mexican-Spanish aesthetic. Now architecture is just chrome and glass.
- Urban agriculture - embrace as a historical element.
- Architectural style - a lot of Cupertino's residents have vacations with grandparents from India and China - ask older community what they'd like; how they use public space, architectural elements that make them feel comfortable.

Future vision/ desired end result - Diversity with capital D - ethnic, income, architecture, ages, trees, everything. Health - trees, active lifestyle, culture (all lead to health). Livability and aging in place = walkable communities.

- More in line w/modern architecture. Looks like any other suburban city. Apple campus is a start. Start looking more distinctive, more like Silicon Valley.
- Focus on placemaking. Project for Public Spaces - pps.org - is a great resource

Development/Financing

- Developers aren't in business of giving free lunch for BMR. We will pay for it in another way- taxes, bonds, etc.
- Safeguards need to be in the new plan that what we plan for/agree on is going to happen
- Deed restrictions keep landlords from making as much on rent as they want so developers won't agree to deed restrictions (service use, etc.)
- Worry about private rights of developer. Citizens can give input but developer has some rights to make choices.
- City Council in Dec 2014 did not approve 2 mill sf office. It was pushed through in a hidden way as a last-minute change. No evidence of corruption. Planning Commission may be ok; but City Council is influenced by Sandhill. Significant donations to current council members - indirect payoffs. The day after the city approved General Plan 2 mill sf office amendment, there is a 'good job' email from Sandhill to City.
- Speed and ease of development will be key.
- Get rid of myth that affordable housing is substandard housing
- Everyone here wants affordable housing until it affects them- they want it until it causes any potential inconvenience- not near me, no impact on my daily life.
- Fair ROI to developer is allowed
- Sandhill didn't build what was approved for Main Street project. Lost community benefit on Main Street. It's not bad but tangible community benefits got squeezed out in build out process.
- Question developer trustworthiness- Main Street promises weren't realized
- Oct 13 2014 - letter from Sandhill to city threatening that project has to have minimum 2 million SF office to be viable; threatening when they hadn't even completely acquired the complete ownership of the site - sent letter on same day as PC meeting. Hidden in CC meeting the next day. City Council bought by Sandhill. All calculations done to maximize profit to developer.
- I'd like the city to be transparent about the financial balance between housing and revenue generating businesses. Do we have a sustainable balance now? How would any Vallco plan affect the economic sustainability of the city?
- People want the developer to not just build a school but to fund operations, but how legally?
- Insist that BMR units are developed and green space instead of taking fee. Don't defer requirement.

- The developer changed Mowry Road project and Sunnyvale- City should have known developer's questionable past
- Developer actually did OK with Whole Foods and Cupertino Village
- Developer did a bait and switch on Main Street re Senior Housing,
- Some amount of retail and restaurant is necessary to get support. Wants something new that developer will do, something financially viable. Wants to see pedestrian-oriented development, tie in with Main Street.
- An economically viable project
- Need to diversify our tax base

Politics/Context

- People are concerned about all the construction of the past few years
- Not good to become too dependent on one company, such as Apple
- Fear of density in Cupertino.
- The orchards left a long time ago, so people need to change viewpoint.
- Planning Commission quite cohesive, so is Parks & Rec but City Council has issues.
- No trust in Sandhill. Violations in Main Street still happening. They are very disingenuous. Requested public records; emails revealed collusion - solid evidence that there is enough that is going against community. Was accidentally replied to (reply-all) by Peter Pau of Sandhill – revealed an attitude of entitlement.
- There are other struggling properties in area. Can't plan Vallco in a vacuum. Does the vision extend to nearby properties?
- Rumor that Apple has made internal decision not to locate any more employees in Cupertino. No longer looking here for employee housing affordability.
- Corruption in process - no trust in city.
- Tension has started rising after Apple development - fears of overcrowding in schools, transportation, etc.
- Construction fatigue in community
- City Council needs to listen to local small businesses and residents.
- Confusion between Measures C and D - many people voted no in confusion.
- Don't like development by ballot. Not pro C or D but anti both- not because of content but problem with process.
- Major issue that we don't have consensus on affordable housing - Mayor's state of the city speech is problematic. Need consensus to change conversation more broadly across community.
- Historically, neighbors have complained about affordable housing
- NIMBYism huge here. History of major opposition to affordable housing- due to schools, traffic.
- Glad C and D failed. Council needs to take charge and not leave it to a vote
- Community scared that new Apple office will cause total gridlock

- People are burned by all of the Apple construction- people need break from construction even though they were not against Vallco project
- Mall operator did not update or invest in mall to changing demographic - decline by design.
- Look at Don Weden for insight on this region and the growth over the next 15 years
- Housing and office - what we can tolerate to get other stuff. Wants truth to come out about what people actually want today - situation has changed - office versus housing theory.

Parks/Open Space

- Community space to hang out- currently hang out outside library
- Parks and recreation needed. Local parks. City isn't programming parks so that people want to use them.
- Want a space to be without spending money, good for teens
- Want entire space available to open space
- Third space to hang out- plaza or other open space
- Involve city as ongoing partner in programming public spaces
- Lots of free greenspace (urban oasis)

Programming

- Trees are a common denominator. Apple campus will have 9000 trees but from zones that will withstand climate change. We need to be forward-thinking in the same way.
- The new library at City Hall is trying to expand within current location – they want to be embedded in the community. Suggestion: include other cultural functions, non-profit organizations, etc to form part of larger integrated library/public amenities system - all can coordinate with each other better by sharing a physical space. Older people could volunteer, interact with younger people; would be easy to organize after-school teen activities. In other words - use existing resources.
- 40% voters have voted for retail-only with 45 feet height limit - Measure C – so plan should stick to general plan prior to Vallco allocations.
- Quality of life- space needed for library, not enough parking at city hall
- Need a performing arts center/theater.
- Need more places for seniors to congregate. Senior center doesn't have enough to offer seniors.
- Don't have anything addressing fine arts and culture in this area. Do something w/culture and fine arts in this community for students. Open air theater. Need to leave a legacy for our children. Have something unique this community can be proud of.
- Areas for leisure, culture, relaxation, time and space to relax- sustain higher quality of life

- Part of new community there should be seniors- won't have impact on schools or congestion. Stable population who will become a community- public safety and crime standpoint.
- Not worried about building height but want to maintain floor to land ratio. Open space will attract people so it won't be a dead area. Plan for whole site to make more attractive to citizen and attract business.
- Create an extraordinary public realm
- New forward-thinking uses: virtual reality theater, rock climbing gym.
- that the City of Santa Clara has already engaged).
- Cupertino needs to support the arts, we need a community theater, it doesn't have to be big, 365 seats are fine
- Community spaces can change a city- people of different ages can interact and engage each other
- Want quality restaurants-people go to Palo Alto and Mountain View
- Community downtown needed, want community gathering space
- Need enough parking, entrances and exits, walking
- Keep theater, ice rink and bowling alley
- Memorial for indigenous recognition and reclamation.
- There should be green roofs on all buildings, but they should be designed to match California's ecology (not grass, still plants though.)
- Want something that will draw people in
- Ice rink may need to be subsidized as a recreational benefit in order to have this operation exist in a new development. City may need to discuss cost with rink owner and developer.
- Embrace the area's innovation and technology. Most of the advanced technology being deployed all over the country and the world is developed here. Embrace that.
- Look to future- expand view of what is traditional commercial/retail- showroom, internet order and pick up, self driving cars, charging stations
- Integrate with Main Street
- Focus on people, create substantial density, preserve open spaces/public spaces by going taller
- Idea for a theater/dance hall on site
- Entertainment uses
- Connectivity, gathering space, identity, get people out of cars.
- Need towers at Vallco - height to conserve land for parkland.
- Quality of life – needs amenities such as Palo Alto Children's Theatre. Some education needed to promote art.
- Wants something like the Milan vertical forest; a tapering tower, won't cause shadows, a stunning landmark - rooftop restaurant, expensive but what Cupertino needs. Other inspiration: Mile high tower (FLW), a park bridge.
- Need a little of everything so it becomes self-sustaining.
- Need childcare for local employees

- Dedication to public art
- Would be good to have sustainable wow factor- lifeblood of area- not novelty.
- In favor of proper development - no need for housing, no need for office - convert to retail and open space, community amenities.
- We can build a landmark for a hundred years. Create the sense of history that is currently lacking.
- Performing arts center. 50 artists live in Cupertino, the Cupertino Fine Arts Commission has been around for 50 years, but no gallery or exhibition space in Cupertino.
- Wants park, housing, to get the community involved. Project can provide an endowment for civic functions.
- Community sharing, to come together in ways we normally cannot do.
- Supports mixed use, office, retail, housing. Office is an important element - residents don't need it but developer profits only from office, gets higher tax revenue to city.
- Want to be proud of it- good place- do the right thing for housing and open space
- Community space; a hall for weddings, performances, exhibitions, other activities, multi-purpose; nothing cultural existing in Cupertino.
- Santana Row attractive; thought Main Street would be like that but reality not very appealing. Maybe they can improve that area as part of this project. Make it a nice downtown similar to Los Altos, Los Gatos.
- Housing is key. Retail is changing, we need to embrace changing business models. Has to be a developer-friendly solution.
- Wanted to punch hole in wall to go to Macys. Who owns the wall? They just got solar panels - 1200 kw, now paying \$10 instead of \$600. Don't want shading.
- public realm should be key driver - something the community embraces, not something they have to put up with.
- Personal garden getting ruined by city allowing more water permits. If we don't have water we should not have more people - maybe plan should have recycled water - if designed at initial stages, won't be very expensive. Much more expensive for retrofitting - check proposal for black water pipe near El Camino (Apple using it for watering).
- No impact on schools, traffic – keep neighborhoods the way they are. Keep tax dollars in Cupertino.
- Mostly retail, some housing, more BMR the better, support people/city supporting BMR
- Core group of people who live there- make it a village where people are home and live, shop, spend time. Needs to be big enough (main street is a glorified strip mall)- what does it take to really live there.
- Provide heart and soul, sense of community. Need all elements to keep it alive
- Provide civic space- gathering space- like Santana Row
- Very expensive for city to do earthquake retrofit in current location of City Hall

(currently unsafe), they can move to new Vallco site; save 20 million dollars – freed up space can have the expanded library with other functions – will be a win-win.

- Vallco was the place to go- we want people to come here and spend money

Process

- It takes 90 meetings before a design can be successful – example of Santa Cruz downtown.
- Reassure people to provide solutions - educate them with slides. Show pictures of places where such things are happening - no one understands a plan, show visuals of what the future places can be like.
- Show lots of slides, images, visual preference survey.
- Skepticism within community- is this process Sandhill v2
- Vallco Hills plan didn't go along with the Cupertino general plan- mistrust from community
- Design will change but the process was why Measure D failed; we must follow process.
- Fear of change here. Infrastructure needs to be built. Lots of meetings; people must understand that there needs to be compromise.
- How can we speed this up? We have Vallco plan, good design; but now best way to save time and money - modify Vallco plan rather than start from scratch.
- All segments of community should have easy access to the process- interpreters for immigrants- Chinese, Japanese, Korean
- Specific Plan that was formulated last time was not with community focus.
- In Main Street project process - 6 persons given half an hour to give feedback, no one got a chance to voice concerns.

Community Involvement

- Is the data we are collecting relevant? People came from as far as south San Jose to meeting. Makes data not relevant to people of Cupertino.
- More data needed from people who live nearby to assess changes to quality of life.
- Consider viewpoints of people who work here but don't live here
- Space will be used by broader community outside of Cupertino so they should have involvement
- Need to track who is at meetings
- Need feedback from neighbors around site as well as those who work nearby
- People were sent here to public meetings for political means from outside of community who aren't otherwise stakeholders here
- Interested in all points of view- not just those who live here but those who are interested in whats happening here. Willing to listen to all people w/open mind and creative ideas. Need to mine people for creative ideas.
- Want to hear from people who don't come to these events

- Half the city was out of the loop on what was happening at Vallco so a lot of people voted “no” on both referenda
- What is phasing approach to protect residential neighborhoods - privacy. Want a taller wall. Got a letter from city - graffiti on sound wall. Made the residents pay for it - 3 times.
- Engage renter population, rhetoric of “home-owner community”
- Renters make up a significant part of our community
- YIMBY groups coming to Cupertino outreach, disrupting and misrepresenting opinions.

Who isn't in the room? Who else should we be talking to?

- Chinese community – may not come to meetings – must go to them, especially older folks.
- Senior affordable house- Charity's Housing
- School district- people say they haven't been connected
- Service clubs- Rotary, Lions, Kiwanis
- Homeschooling and homeschooling advocacy groups- out in community during business hours
- HOA associations should be involved, board members.
- High School Democrats of Cupertino
- Do something at deAnza
- Need to get into high schools
- Incentives for students- have to take government as a senior- teacher incentive of extra credit for attending Charrette
- Bring food truck to school- free food
- Do something at library- publicize
- Get booth/table outside of library
- Apple employees
- Ask people to put survey on Nextdoor
- Sandhill should go door to door at this stage of project like they did
- People of color have own social media apps- ask to distribute
- India Currents free monthly magazine
- Racial communities- Black and Latino
- Engage service workers- retail and restaurants
- Block leaders
- Arrange for block party and give more input so people feel that they have had their say
- People in Sunnyvale would love to be included but haven't been asked
- Certain geographic areas where others have a right to say
- San Jose neighborhood
- Young people
- People who come here to work - what would draw you in more?

- Ask teachers how whatever is build affects their classrooms
- Students who come back home- millennials living w/parents

What did you LIKE about the Sandhill “Hills of Vallco” plan?

- World class architect, maybe too much office but realize developer needs to make money.
- Iconic
- Regional draw
- It as an interesting plan and visionary
- Developer talked about a space for Fremont High - an activity space for kids.
- Innovative, world class.
- Experiential place (retail)
- Creating a distinct identity is important.
- As a Vallco neighbor, wasn't concerned about parking though neighbors were.
- 2 mill sf = Empire State, could be landmark for Cupertino. Largest roof park could be cool - need to recognize that times have changed.
- Like green roofs
- Like design with open space
- Liked trails and green space, bike paths
- Had potential for huge revitalizing effort
- Liked modern landscape of retail, housing, entertainment
- Liked modern architecture
- Ambitions but not ostentatious
- Liked how it proposed a free shuttle to the shopping mall.
- Project was going to generate recycled water not just for site but also for community.
- Park was great idea, grocery store great too.
- Final proposal was great - if you need to get people to retail, it has to be different.
- Good design, would have been regional draw.
- Liked the project, traveled to Asia and saw the indoor super-malls, feels it would work here. Big fan of roof garden, vineyards.
- Sandhill offered a large grant for schools - very generous.
- Liked big public spaces, preserving ice rink, theaters, bowling - Cupertino needs activities for young folks and millennials.
- Liked integration with 19800 and Main Street but they didn't talk about it enough.
- Liked nonprofit center for space rental
- Recreation park
- Liked the ice rink
- We wanted it to be a community place
- Liked theater

- Liked that density was hidden in the middle
- Mixed use is right direction
- Liked traffic flow and community areas
- Against office at first but office is most profitable and allowed them to be more creative (green roofs)
- Sandhill needs to make money with development- this needs to pencil out or city will have to pay for it or it won't happen.
- This will be one of the three regional draws for central Santa Clara County (TriVillage - Valley Fair/Santana Row is the current one and City Place will come online over the next 5-10 years). This needs to be extraordinary. Silicon Valley is full of innovation and amazing technology. The area should hold itself to the level of excellence and extraordinary.

What did you DISLIKE about the Sandhill "Hills of Vallco" plan?

- Nothing would have benefited the community at large- we weren't asked what we wanted- built a lot of divisions in the community. Didn't take into account environment factors, inc. air, water, traffic.
- Original plan was novel to the point of tourist attraction. Felt overblown- too much attention to it rather than blend in w/Cupertino.
- Hills project assumed 1.5 children per unit, not real, people pack 4 children into apartments and condos to be in school district. Also assume 1.5 car/unit not realistic.
- Transit, bike lanes, bus routes need to be included- not a part of project, which made people angry
- Too much office without more housing
- Data didn't tally up - green roof too expensive, not feasible – it's a 'lawyer's heaven' for liability, structural problems, etc. Not satisfied with Sandhill's answers to technical questions. Found the legal clause that would have gotten Sandhill out of actually building the green roof.
- Need housing for all income levels.
- Traffic from Cupertino High would cause gridlock at certain times of day. Original plan didn't address any congestion that would have happened.
- Reduce office by half - get more housing; keep elements that are nice like green roof - save money and time.
- Streets were poorly designed. Millers Creek intersections should have been larger to avoid conflict. Traffic is only going to get worse.
- Would have liked more affordable housing and housing for people w/developmental disabilities
- Didn't address traffic and larger community impact from traffic- not explained, very fearful
- Not enough affordable housing for all income groups

- Lack of financial sustainability plan for green space- tax revenue vs. private development. Would parks and rec have to help w/maintenance? Didn't address that issue.
- Didn't address questions of possibility for community garden
- Was missing a mitigation plan for construction impact
- Maybe too much space if on ground level. No parking on ground level.
- Grass (green roofs) too water intensive
- Too light on housing.
- Want green spaces that match California's native flora
- Plan had too many cars through plan
- Few wanted to make the decision for most via referendum.
- Overdeveloped and overplanned- bad approach.
- Resentment that shopping was taken away
- Park too speculative, not sustainable
- Fear about traffic re: density
- 2 mil sf of office too much
- Need to clarify what office means- medical, small business, apple
- Never broke plan down into how they were going to use space. Ex. All office to Apple. No picture of what reality would be for people- most time on entertainment. Not enough detail.
- Wanted bike-ped bridge over 280.
- Supported Hills, but they should have gone through the normal process.
- Covering with garden was a waste – there are hiking options nearby within 2 miles.
- Traffic, schools, noise, pollution - side effects just like every project.
- Question viability of roof in earthquake zone

Charrette #1 Vallco Special Area Specific Plan
Community Feedback from the Charrette Studio and Closing Public Meeting
April 10-13, 2018

Transportation

- EV's
- TDM requiring 55% reduction in single occupant vehicle (like North Bay Shore in Mountain View)
- Ask Apple employees what kind of housing they would like at Vallco and build it
- Get Apple campus committees to 20%- the percent of employees who live in Cupertino
- Don
- T want more parking in residential neighborhood- it's a problem in San Jose
- Autonomous taxis
- Parking concern- condos will bring 2 cars with only space for 1
- Turn 1 freeway lane into light rail tracks
- Underground parking?
- If any innovative solutions need people in Cupertino area to change their behavior, it's impractical. If any innovative solution works, we won't be in worse traffic jam ever. Provide real solution or reduce density.
- Don't charge for parking. Encourage people who carpool discounts

Housing

- No housing within 1000' of I-280
- Air quality near I-280
- Below market or affordable housing
- Housing for all income levels, including extremely low
- Include extremely low income affordable housing with set asides for people with developmental disabilities
- Housing for low wage workers and VLI people- for sale and lease
- Not all affordable has to be in this project. Spread throughout city then we need less office to be feasible.
- Below market or affordable housing- low to moderate
- 55% residential not SB35 compliant
- 60% residential not SB35 compliant

Program

- Movie theater
- Primarily ground level parks and open spaces maintained by owner and annually monitored to ensure compliance
- No city hall
- More housing
- More housing, less parking
- Need performing arts center
- Where is the movie theater?
- True parks in complex, not strips
- Real/large park, like original park plan for Main Street

- Bakery, shoe stores, shopping for everyday clothing
- Non-ethnic restaurants like Soup Plantation
- Public indoor spaces for rainy days
- We need a good transit center, especially if doing BRT
- Need way more green and softscape than green paper represents on model
- Build enough housing to offset new jobs
- Include example w/a grocery store, pharmacy, acute care center
- Civic: 40,000 sf City Hall, 10,000 sf innovation, 5,000 sf non-profit space, 20,000 sf banquet hall
- All \$ stays at project- benefits
- Preserve office space that is not taken over by Apple
- Performing arts center with plenty of underground parking
- Museum?
- Underground theater, bowling, performing arts center
- More housing
- No office
- Owner maintains land with periodic reviews
- Make sure we have real retail and things to do
- Keep community benefits at Vallco- park, green, etc.
- Maximize open space, maximize density everywhere!
- Preserve jobs to housing ratio

Design

- Don't breach the wall
- Keep the wall intact
- Like non-rectangular street configuration
- Make a protected bike lane east/west of Wolfe
- No excuse to keep buildings short by freeway
- Make a cul-de-sac at Perimeter Road
- Protected bike walks for e-scooters, separation from pedestrians on Wolfe
- Put Wolfe on a road diet
- No cars in plaza area
- Please make a connected protected bike network throughout
- Need a there there place
- Prefer medium and small scale buildings
- Don't be shy, build it high!
- Bridges over Wolfe for pedestrians, dangerous corner
- Pedestrian bridge may but think about ground level crossing on Wolfe Rd. Underground?
- Pedestrian bridges over Wolfe
- More pedestrian and bike crossing.
- Keep height of buildings less than 6 stories
- Keep tallest buildings (office) east of Wolfe by 280
- Look at 250-300 units/acre densities
- Parking minimums will only make the buildings taller
- Make a protected bike lane north/south
- Like continuation of retail onto Vallco Parkway- better margin w/19800

- Green spaces need complexity integration- shrubs, flowers
- Continuation of retail across from 19800 on Vallco would be good
- Walkway on Wolfe (homage to current Vallco)
- Smaller rooftop park (as homage to the Hills)
- Park space on top, programs underground
- Keep integrity of existing neighborhood
- Remove two Road snippets going into wall. Opening wall defeats 280 bike path and creates parking problems in neighborhood
- Like idea of using underground creatively for activities not needing sunlight or windows with appealing entrances
- Public spaces for music festivals and art walk
- What about intimate public spaces?
- Too much glass is hazardous for Burch birds
- Wow factor = nature
- Consider including green walls on major vertical faces
- I like the green roof as opposed to green walls
- Green roofs and vertical gardens are great but the buildings must include bird safe design
- Green wall needs a lot of maintenance. Green roof better
- Green walls can also function as art
- Show what real high density can do for an area and the benefit of it
- Minimize lot size to protect from subdividing parcels
- Keep a sky bridge or pedestrian overpass
- Connect to Main Street
- TMA payment into the zoning for city shuttle
- Set a precedence for much taller buildings in Cupertino
- Sky bridge is almost a must to connect both sides of wolf and make the project more walkable
- Like greenery between buildings
- All look beautiful!
- Building plains need to begin no less than second story in multi-story building
- Add greenery on upper patio levels
- Mix of room profiles- mostly not flat
- Need depth articulation on verticals
- No need for flat glass modern building faces
- Strongly like non-rectangular grid layout- diagonals, curves, trapezoidal all interesting
- No opening through existing wall
- Remove roads going through wall
- Ground level open space
- Like ground level green belt through property
- Transit hub at Stevens Creek for BRT
- Minimize roads for cars within area- more emphasis on bike/ped
- Cladding in glass is dull. Buildings should have brick or masonry or at least stucco
- Heart of the City doesn't allow high rise next to Stevens Cree Blvd
- Smaller scale rules should apply to mass buildings
- Residential municipal code removed ability for straight up building years ago. Respect building plane for all development.

- Height can be beautiful. Have a mix of tall and small residential buildings so people can choose preference.
- Cupertino describes small as 2-4 stories, medium as 5-12, large as 13+. Use only small and medium and limit medium.
- Limit block scale buildings! Focus on house scale buildings
- Dedicate lanes for transit along Stevens Creek
- I like this height (of model scheme A) as opposed to 23-story buildings!
- Not too high near neighborhood
- Pedestrian/bicycle bridge over 280 to Apple parking lot area
- Pedestrian connection needed for residents
- Keep wall closed to prevent parking and traffic problems near schools and neighbors
- Breach the Perimeter wall for bike/ped connectivity
- Jogging trail around site
- Wall can't be opened because of covenants
- Keep and save trees
- Bike/ped portal through wall at Amherst
- Minimize building height near existing residential
- Make buildings very tall near freeway
- Bike path east of wall
- Keep existing trees on Perimeter
- Keep wall for security
- Add bike/pedestrian access through wall
- Like bike/ped trail along Perimeter Road
- Spaces like in scheme C are popular but feel like they don't get people to spend money like scheme A or B would.
- Curved road is naturally traffic calming
- Restaurants facing Stevens Creek
- Internal Square
- Retail and restaurants facing Stevens Creek
- Really liked all aspects in scheme A, including visual and performing art center
- **Edge Plaza:**
 - No city hall on private land. Please keep it at current location closer to center of city
 - Would rather have green space distributed, not all on west side. Maybe give space to plaza.
 - Lower height
 - A 3-acre piece is room to do a nice park
- **SB35 Equivalent**
 - Spread affordable housing throughout city so we can get more retail and less office
 - 55% residential not SB35 compliant
 - 60% residential not SB35 compliant
 - 54% residential not SB35 compliant
 - This is a perfectly reasonable proposal. Work with the developer or this will be what gets built.
 - Not what we asked for
 - Very frustrated- I feel ignored, played, abused- a tool.
 - General plan: Min 60,000 SF retail. Allow up to 389 units, 2 M SF office, 339 hotel rooms
 - Why not leave this as open space? (central civic square rendering)

- Bike trail on Main Street
- **Internal Square**
 - Can we pay for affordable housing with more market-rate housing, less office space?
 - More than 2400 housing units pay for more BMR
 - What happened to the transit hub idea?
- **Edge Plaza with Green**
 - Yes, more green. Yes, more height. I agree.
 - Do these need to be civic? Maybe adult school integrated instead of city hall.
 - A robust transit center is important. Picture needs cross-traffic on Wolfe and a light rail trolley going through.
 - I want to live on the top floor of this (rendering)
 - I love this view (rendering). Me too!
 -

Schools

- Students go to low enrollment schools, not more portables