

## CITYWIDE GOALS AND POLICIES

### Balanced Community

The City seeks to balance future growth and development in order create a more complete community. This includes ensuring a mix of land uses that support economic, social and cultural goals in order to preserve and enhance Cupertino's great quality of life.

#### GOAL LU-1

CREATE A BALANCED COMMUNITY WITH A MIX OF LAND USES THAT SUPPORTS THRIVING BUSINESSES, ALL MODES OF TRANSPORTATION, COMPLETE NEIGHBORHOODS AND A HEALTHY COMMUNITY

#### Policy LU-1.1: Land Use and Transportation

Focus higher land use intensities and densities within a half-mile of public transit service, and along major corridors.

#### Policy LU-1.2: Development Allocation

Maintain and update the development allocation table (**Table LU-1**) to ensure that the allocations for various land uses adequately meet city goals.

#### Strategy LU-1.2.1: Planning Area Allocations.

Development allocations are assigned for various Planning Areas. However, some flexibility may be allowed for transferring allocations among Planning Areas provided no significant environmental impacts are identified beyond those already studied in the Environmental Impact Report (EIR) for Community Vision 2040.

# COMMUNITY VISION 2040

City of Cupertino

**TABLE LU-1  
CITYWIDE DEVELOPMENT ALLOCATION BETWEEN 2014-2040**

	Commercial (s.f.)			Office (s.f.)			Hotel (rooms)			Residential (units)		
	Current Built (Dec 10, 2014)	Buildout	Available	Current Built (Dec 10, 2014)	Buildout	Available	Current Built (Dec 10, 2014)	Buildout	Available	Current Built (Dec 10, 2014)	Buildout	Available
Heart of the City	1,351,730	2,145,000	793,270	2,447,500	2,464,613	17,113	404	526	122	1,336	1,805	469
Vallco Shopping District**	1,207,774	1,207,774	-	-	2,000,000	2,000,000	148	339	191	-	389	389
Homestead	291,408	291,408	-	69,550	69,550	-	126	126	-	600	750	150
N. De Anza	56,708	56,708	-	2,081,021	2,081,021	-	123	123	-	49	146	97
N. Vallco	133,147	133,147	-	3,069,676	3,069,676	-	315	315	-	554	1,154	600
S. De Anza	352,283	352,283	-	130,708	130,708	-	-	-	-	6	6	-
Bubb	-	-	-	444,753	444,753	-	-	-	-	-	-	-
Monta Vista Village	94,051	99,698	5,647	443,140	456,735	13,595	-	-	-	828	878	50
Other	144,964	144,964	-	119,896	119,896	-	-	-	-	18,039	18,166	127
Major Employers	-	-	-	109,935	633,053	523,118	-	-	-	-	-	-
Citywide	3,632,065	4,430,982	798,917	8,916,179	11,470,005	2,553,826	1,116	1,429	313	21,412	23,294	1,882

\*\* Buildout totals for Office and Residential allocation within the Vallco Shopping District are contingent upon a Specific Plan being adopted for this area by May 31, 2018. If a Specific Plan is not adopted by that date, City will consider the removal of the Office and Residential allocations for Vallco Shopping District. See the Housing Element (Chapter 4) for additional information and requirements within the Vallco Shopping District.

**Strategy LU-1.2.2: Major Employers.** Reserve a development allocation for major companies with sales office and corporate headquarters in Cupertino. Prioritize expansion of office space for existing major companies. New office development must demonstrate that the development positively contributes to the fiscal well-being of the city.

**Strategy LU-1.2.3: Unused Development Allocation.**

Unused development allocations may be re-assigned to the citywide allocation table per Planning Area, when development agreements and development permits expire.

**Strategy LU-1.2.4: Neighborhood Allocation.** Allocate residential units in neighborhoods through the building permit process unless subdivision or development applications are required.

### **Policy LU-1.3: Community Benefits Program**

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At the discretion of the City Council, additional heights over the base height standard in gateways and nodes may be approved up to the maximum heights as shown in the General Plan Community Form Diagram (**Figure LU-1** of the General Plan) in conformance with the Community Benefits Program.

**Strategy LU-1.3.1: Amendment.** Update the General Plan, Zoning Code and applicable Specific and Conceptual Plans to codify the provisions of the Community Benefit Program.

**Strategy LU-1.3.2: Retail Component.** The retail component in the Community Benefit Program shall be the predominant use along the ground floor street frontage (for public or private streets), and shall be of sufficient depth and height to create a viable retail space(s).

**Strategy LU-1.3.3: Development Agreement.** Offers of Community Benefit must be above and beyond project design elements and on-site or off-site contributions required as part of project environmental mitigations

or Federal, State or local requirements as part of the standard entitlement process. The details and conditions of the Community Benefit will be achieved through the Community Benefits Program and will be formalized through a Development Agreement.

## **Policy LU-1.4: Land Use in all Citywide Mixed-Use Districts**

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Encourage land uses that support the activity and character of mixed-use districts and economic goals.

### **Strategy LU-1.4.1: Commercial and Residential Uses.**

Review the placement of commercial and residential uses based on the following criteria:

1. All mixed-use areas with commercial zoning will require retail as a substantial component. The North De Anza Special Area is an exception.
2. All mixed-use residential projects should be designed on the "mixed-use village" concept discussed earlier in this Element.
3. On sites with a mixed-use residential designation, residential is a permitted use only on Housing Element sites and in the Monta Vista Village Special Area.
4. Conditional use permits will be required on mixed-use Housing Element sites that propose units above the allocation in the Housing Element, and on non-Housing Element mixed-use sites.

**Strategy LU-1.4.2: Public and Quasi-Public Uses.** Review the placement of public and quasi-public activities in limited areas in mixed-use commercial and office zones when the following criteria are met:

1. The proposed use is generally in keeping with the goals for the Planning Area, has similar patterns of traffic,

population or circulation of uses with the area and does not disrupt the operations of existing uses.

2. The building form is similar to buildings in the area (commercial or office forms). In commercial areas, the building should maintain a commercial interface by providing retail activity, storefront appearance or other design considerations in keeping with the goals of the Planning Area.

**Policy LU-1.5: Parcel Assembly**

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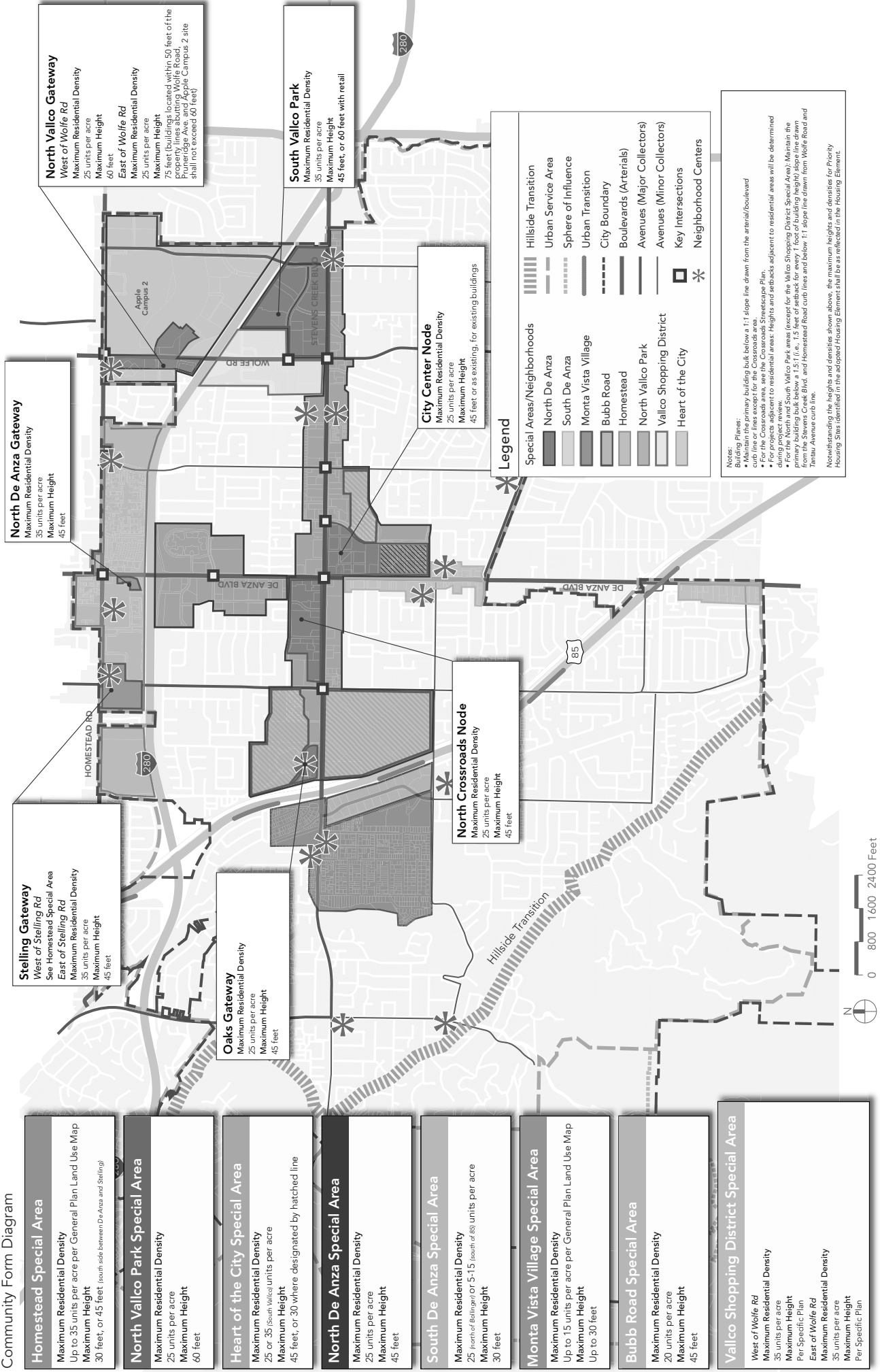
Encourage parcel assembly and discourage parcelization to ensure that infill development meets City standards and provides adequate buffers to neighborhoods.

**Policy LU-1.6: Community Health through Land Use**

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Promote community health through land use and design.

Figure LU-1  
Community Form Diagram



### Mixed-Use Urban Villages

Many of the City's Housing Element sites are located in major corridors to reduce traffic and environmental impacts and preserve neighborhoods (**Figure LU-1**). Housing Element sites, which are further identified and defined in the Housing Element, represent the City's priority for residential development. Residential uses on sites with mixed-use zoning should be designed on the "mixed-use village" concept discussed in below.

1. **Parcel assembly.** Parcel assembly of the site is required. Further parcelization is highly discouraged in order to preserve the site for redevelopment in the future.
2. **Plan for Complete Redevelopment.** A plan for complete redevelopment of the site is required in order to ensure that the site can meet development standards and provide appropriate buffers.
3. **"Mixed-Use Village" layout.** An internal street grid with streets and alleys using "transect planning" (appropriate street and building types for each area), that is pedestrian-oriented, connects to existing streets, and creates walkable urban blocks for buildings and open space.
4. **Uses.** Include a substantial viable, retail component. Retail and active uses such as restaurants, outdoor dining, and entries are required along the ground floor of main street frontages. Mix of units for young professionals, couples and/or active seniors who like to live in an active "mixed-use village" environment. Office uses, if allowed, should provide active uses on the ground floor street frontage, including restaurants, entries, lobbies, etc.
5. **Open space.** Open space in the form of a central town square with additional plazas and "greens" for community gathering spaces, public art, and community events. The locations and sizes will depend on the size of the site.
6. **Architecture and urban design.** Buildings should have high-quality, pedestrian-oriented architecture, and an emphasis on aesthetics, human scale, and creating a sense of place.
7. **Parking.** Parking in surface lots shall be located to the side or rear of buildings. Underground parking under buildings is preferred. Above grade structures shall not be located along major street frontages. In cases, where above-grade structures are allowed along internal street frontages, they shall be lined with retail, entries and active uses on the ground floor. All parking structures should be designed to be architecturally compatible with a high-quality "town center" environment.
8. **Neighborhood buffers.** Setbacks, landscaping and/or building transitions to buffer abutting single-family residential areas.

### Neighborhood Commercial Centers

Neighborhood Commercial Centers serve adjacent neighborhoods and provide shopping and gathering places for residents. Retaining and enhancing neighborhood centers within and adjacent to neighborhoods throughout Cupertino supports the City's goals for walkability, sustainability and creating gathering places for people. **Figure LU-1** shows the location of the Neighborhood Commercial Centers in Cupertino. The Guiding Principles of sustainability and health in Community Vision 2040 support the retention and enhancement of neighborhood centers throughout the community, and providing pedestrian and bike connections to them from neighborhoods. Mixed-residential use may be considered if it promotes revitalization of retail uses, creation of new gathering spaces, and parcel assembly. Housing Element sites represent the City's priority for residential development. Residential uses should be designed on the "mixed-use village" concept discussed in this Element.



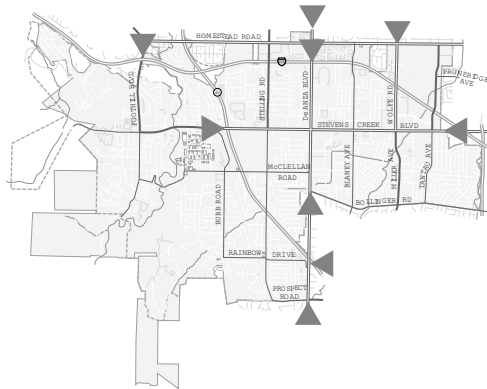


Figure LU-2: Gateways

## Community Identity

The City will seek to promote community identity and design consistency through the development review process and infrastructure master plans.

### GOAL LU-2

ENSURE THAT BUILDINGS, SIDEWALKS, STREETS AND PUBLIC SPACES ARE COORDINATED TO ENHANCE COMMUNITY IDENTITY AND CHARACTER

### Policy LU-2.1: Gateways

Implement a gateway plan for the city's entry points (**Figure LU-2**) and identify locations and design guidelines for gateway features. Look for opportunities to reflect the gateway concept when properties adjacent to defined gateways are redeveloped.

### Policy LU-2.2: Pedestrian-Oriented Public Spaces

Require developments to incorporate pedestrian-scaled elements along the street and within the development such as parks, plazas, active uses along the street, active uses, entries, outdoor dining and public art.

## Site and Building Design

The City will seek to ensure that the site and building design of new projects enhance the public realm (e.g., streets, parks, plazas and open space areas) and that there is a focus on integrating connections to adjacent neighborhoods, where appropriate.

**GOAL LU-3**  
ENSURE THAT PROJECT SITE  
PLANNING AND BUILDING DESIGN  
ENHANCE THE PUBLIC REALM  
AND INTEGRATE WITH ADJACENT  
NEIGHBORHOODS

### Policy LU-3.1: Site Planning

Ensure that project sites are planned appropriately to create a network of connected internal streets that improve pedestrian and bicycle access, provide public open space and building layouts that support city goals related to streetscape character for various Planning Areas and corridors.

### Policy LU-3.2: Building Heights and Setback Ratios

Maximum heights and setback ratios are specified in **Figure LU-1**. As indicated in the figure, taller heights are focused on major corridors, gateways and nodes. Setback ratios are established to ensure that the desired relationship of buildings to the street is achieved. Where additional heights above the base height are allowed, the Community Benefits Program provides direction on requirements and the process of how additional height may be allocated.

## **Policy LU-3.3: Building Design**

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Ensure that building layouts and design are compatible with the surrounding environment and enhance the streetscape and pedestrian activity.

**Strategy LU-3.3.1: Attractive Design.** Emphasize attractive building and site design by paying careful attention to building scale, mass, placement, architecture, materials, landscaping, screening of equipment, loading areas, signage and other design considerations.

**Strategy LU-3.3.2: Mass and Scale.** Ensure that the scale and interrelationships of new and old development complement each other. Buildings should be grouped to create a feeling of spatial unity.

**Strategy LU-3.3.3: Transitions.** Buildings should be designed to avoid abrupt transitions with existing development, whether they are adjacent or across the street. Consider reduced heights, buffers and/or landscaping to transition to residential and/or low-intensity uses in order to reduce visual and privacy impacts.

**Strategy LU-3.3.4: Compatibility.** Ensure that the floor area ratios of multi-family residential developments are compatible with buildings in the surrounding area. Include a mix of unit types and avoid excessively large units.

**Strategy LU-3.3.5: Building Location.** Encourage building location and entries closer to the street while meeting appropriate landscaping and setback requirements.

**Strategy LU-3.3.6: Architecture and Articulation.** Promote high-quality architecture, appropriate building articulation and use of special materials and architectural detailing to enhance visual interest.

**Strategy LU-3.3.7: Street Interface.** Ensure development enhances pedestrian activity by providing active uses along

a majority of the building frontage facing the street. Mixed-use development should include retail, restaurant, outdoor dining, main entries, etc. Residential development should include main entrances, lobbies, front stoops and porches, open space and other similar features.

**Strategy LU-3.3.8: Drive-up Services.** Allow drive-up service facilities only when adequate circulation, parking, noise control, architectural features and landscaping are compatible with the expectations of the Planning Area, and when residential areas are visually buffered. Prohibit drive-up services in areas where pedestrian-oriented activity and design are highly encouraged, such as Heart of the City, North De Anza Boulevard, Monta Vista Village and neighborhood centers.

**Strategy LU-3.3.9: Specific and Conceptual Plans.**

Maintain and update Specific/Conceptual plans and design guidelines for Special Areas such as Heart of the City, Crossroads, Homestead Corridor, Vallco Shopping District, North and South De Anza corridors and Monta Vista Village.

**Strategy LU-3.3.10: Entrances.** In multi-family projects where residential uses may front on streets, require pedestrian-scaled elements such as entries, stoops and porches along the street.

**Policy LU-3.4: Parking**

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In surface lots, parking arrangements should be based on the successful operation of buildings; however, parking to the side or rear of buildings is desirable. No visible garages shall be permitted along the street frontage. Above grade structures shall not be located along street frontages and shall be lined with active uses on the ground floor on internal street frontages. Subsurface/deck parking is allowed provided it is adequately screened from the street and/or adjacent residential development.

## Streetscape Design

The City will seek to improve streetscapes throughout Cupertino with attractive landscaping, and complete and safe sidewalks.

### GOAL LU-4

PROMOTE THE UNIQUE CHARACTER OF PLANNING AREAS AND THE GOALS FOR COMMUNITY CHARACTER, CONNECTIVITY AND COMPLETE STREETS IN STREETSCAPE DESIGN

#### Policy LU-4.1: Street and Sidewalks

Ensure that the design of streets, sidewalks and pedestrian and bicycle amenities are consistent with the vision for each Planning Area and Complete Streets policies.

#### Policy LU-4.2: Street Trees and Landscaping

Ensure that tree planting and landscaping along streets visually enhances the streetscape and is consistent for the vision for each Planning Area (Special Areas and Neighborhoods):

1. Maximize street tree planting along arterial street frontages between buildings and/or parking lots.
2. Provide enhanced landscaping at the corners of all arterial intersections.
3. Enhance major arterials and connectors with landscaped medians to enhance their visual character and serve as traffic calming devices.
4. Develop uniform tree planting plans for arterials, connectors and neighborhood streets consistent with the vision for the Planning Area.

5. Landscape urban areas with formal planting arrangements.
6. Provide a transition to rural and semi-rural areas in the city, generally west of Highway 85, with informal planting.

### Connectivity

The City will ensure that employment centers and neighborhoods have access to desired and convenient amenities, such as local retail and services.

#### GOAL LU-5

ENSURE THAT EMPLOYMENT  
CENTERS AND NEIGHBORHOODS  
HAVE ACCESS TO LOCAL RETAIL  
AND SERVICES WITHIN WALKING OR  
BICYCLING DISTANCE

#### Policy LU-5.1: Neighborhood Centers

Retain and enhance local neighborhood shopping centers and improve pedestrian and bicycle access to neighborhoods to improve access to goods and services.

#### Policy LU-5.2: Mixed-Use Villages

Where housing is allowed along major corridors or neighborhood commercial areas, development should promote mixed-use villages with active ground-floor uses and public space. The development should help create an inviting pedestrian environment and activity center that can serve adjoining neighborhoods and businesses.

## Policy LU-5.3: Enhance Connections

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Look for opportunities to enhance publicly-accessible pedestrian and bicycle connections with new development or redevelopment.

## Historic Preservation

Cupertino has a rich and varied cultural history; however, only a few historic buildings and resources are preserved today. The City seeks to encourage preservation of these precious historic resources and encourage their enhancement in the future.

### GOAL LU-6 PRESERVE AND PROTECT THE CITY'S HISTORIC AND CULTURAL RESOURCES

## Policy LU-6.1: Historic Preservation

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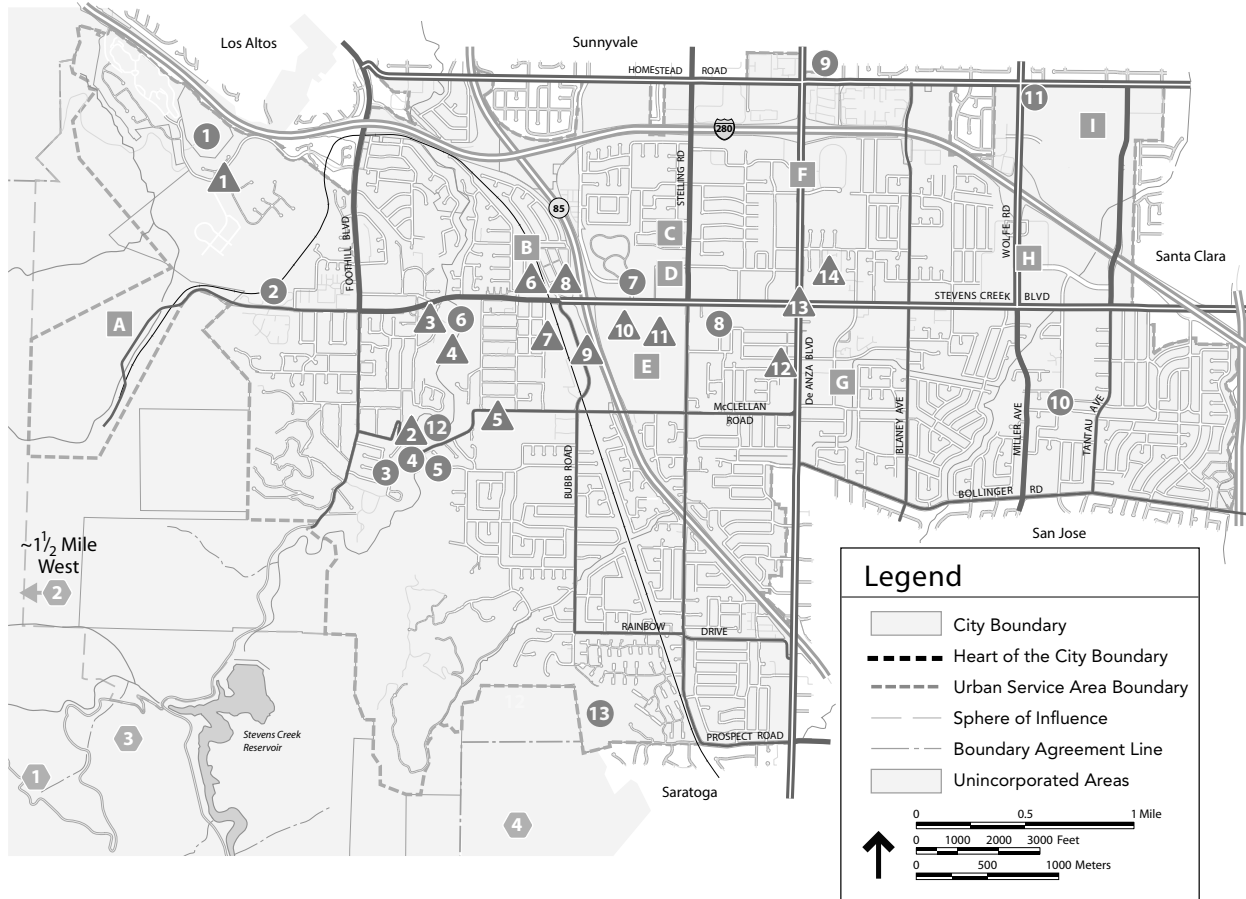
Maintain and update an inventory of historically significant structures and sites in order to protect resources and promote awareness of the city's history in the following four categories: Historic Sites, Commemorative Sites, Community Landmarks and Historic Mention Sites (**Figure LU-5**).

## Policy LU-6.2: Historic Sites

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Projects on Historic Sites shall meet the Secretary of Interior Standards for Treatment of Historic Properties.

Figure LU-5  
Historic Resources



### Historic Sites

- 1 Maryknoll Seminary
- 2 Snyder Hammond House
- 3 De La Vega Tack House
- 4 Baer Blacksmith
- 5 Enoch J. Parrish Tank House
- 6 Nathan Hall Tank House
- 7 Gazebo Trim
- 8 Union Church of Cupertino
- 9 Old Collins School
- 10 Miller House
- 11 Glendenning Barn
- 12 McClellan Ranch Barn
- 13 Seven Springs Ranch

### Commemorative Sites

- 1 De Anza Knoll
- 2 Doyle Winery "Cupertino Wine Company"
- 3 Stockmeir Farmhouse
- 4 Elisha Stephens Place
- 5 Arroyo De San Joseph Cupertino
- 6 Hazel Goldstone Variety Store
- 7 Woelffel Cannery
- 8 Engles Grocery "Paul and Eddie's"
- 9 Apple One Building
- 10 Baldwin Winery
- 11 Le Petit Trianon and Guest Cottages
- 12 Interim City Hall
- 13 City of Cupertino Crossroads
- 14 St. Joseph's Church

### Community Landmarks

- A Hanson Permanente
- B Monta Vista Neighborhood
- C Cupertino Historical Museum
- D Memorial Park, Community Center, Sports Complex
- E De Anza College
- F De Anza Industrial Park
- G Cupertino Civic Center
- H Vallco Shopping District
- I Vallco Industrial Park

### Sites of Historic Mention

(outside city jurisdiction)

- 1 Montebello School, 1892
- 2 Perrone Ranch Stone Cellar, now part of Ridge Vineyards
- 3 Picchetti Brothers Winery and Ranch
- 4 Woodhills Estate



## **Policy LU-6.3: Historic Sites, Commemorative Sites and Community Landmarks**

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Projects on Historic Sites, Commemorative Sites and Community Landmarks shall provide a plaque, reader board and/or other educational tools on the site to explain the historic significance of the resource. The plaque shall include the city seal, name of resource, date it was built, a written description and photograph. The plaque shall be placed in a location where the public can view the information.

## **Policy LU-6.4: Public Access**

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Coordinate with property owners of public and quasi-public sites to allow public access of Historic and Commemorative Sites to foster public awareness and education. Private property owners will be highly encouraged, but not required, to provide public access to Historic and Commemorative Sites.

## **Policy LU-6.5: Historic Mention Sites**

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These are sites outside the City's jurisdiction that have contributed to the City's history. Work with agencies that have jurisdiction over the historical resource to encourage adaptive reuse and rehabilitation and provide public access and plaques to foster public awareness and education.

## **Policy LU-6.6: Incentives for Preservation of Historic Resources**

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Utilize a variety of techniques to serve as incentives to foster the preservation and rehabilitation of Historic Resources including:

1. Allow flexible interpretation of the zoning ordinance not essential to public health and safety. This could

include land use, parking requirements and/or setback requirements.

2. Use the California Historical Building Codes standards for rehabilitation of historic structures.
3. Tax rebates (Milles Act or Local tax rebates).
4. Financial incentives such as grants/loans to assist rehabilitation efforts.

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**Policy LU-6.7: Heritage Trees**

Protect and maintain the city's heritage trees in a healthy state.

**Strategy LU-6.7.1: Heritage Tree List.** Establish and periodically revise a heritage tree list that includes trees of importance to the community.

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**Policy LU-6.8: Cultural Resources**

Promote education related to the city's history through public art in public and private developments.

# COMMUNITY VISION 2040

City of Cupertino

## Historic Sites



*Baer Blacksmith 22221  
McClellan Road – McClellan  
Ranch Park*



*Snyder Hammond House  
22961 Stevens Creek Blvd.*



*Old Collins School  
20441 Homestead Road -  
Cupertino De Oro Club*



*McClellan Ranch Barn  
22221 McClellan Rd*



*Gazebo Trim  
Mary & Stevens Creek Blvd. –  
Memorial Park*



*Glendenning Barn  
10955 N Tantau Avenue –  
Hewlett Packard*



*Maryknoll Seminary  
2300 Cristo Rey Drive*



*Seven Springs Ranch  
11801 Dorothy Anne Way*



*Nathan Hall Tank House  
22100 Stevens Creek Blvd.*



*Miller House  
10518 Phil Place*



*Union Church of Cupertino  
20900 Stevens Creek  
Boulevard*



*Enoch J. Parrish Tank House  
22221 McClellan Road –  
McClellan Ranch Park*



*De La Vega Tack House  
Rancho Deep Cliff Club House*

### Commemorative Sites



*Elisha Stephens Place  
22100 Stevens Creek  
Boulevard – Existing Plaque*



*De Anza Knoll  
Off of Cristo Rey Drive*



*Doyle Winery  
“Cupertino Wine Company”  
Visible from McClellan  
Ranch Park (no photo  
available)*



*Interim City Hall  
10321 South De Anza  
Boulevard*



*Le Petit Trianon and  
Guest Cottages  
1250 Stevens Creek Boulevard  
– Foothill-De Anza  
Community College,  
Listed on the National Register  
of Historic Places*



*St. Josephs Church  
10110 North de Anza  
Boulevard*



*Stocklmeir Farm House  
22120 Stevens Creek Road*



*Woelffel Cannery  
10120 Imperial Avenue –  
Demolished*



*Apple One Building  
10240 Bubb Road*



*Arroyo De San Joseph Cupertino  
21840 McClellan Road –  
Monta Vista High School,  
State of California Historical  
Landmark #800*



*The Crossroads  
Intersection at Stevens Creek  
Boulevard and De Anza  
Boulevard*

# COMMUNITY VISION 2040

City of Cupertino

## Commemorative Sites (continued)



*Baldwin Winery  
1250 Stevens Creek Boulevard  
– Foothill-De Anza  
Community College*



*Engles Grocery  
"Paul and Eddie's"  
1619 Stevens Creek Boulevard*



*Hazel Goldstone Variety Store  
21700 Stevens Creek  
Boulevard*

## Sites of Historic Mention



*Perrone Ranch Stone Cellar:  
Ridge Vineyards  
17100 Montebello Road –  
Mid-Peninsula Regional Open  
Space District*



*Picchetti Brothers Winery  
13100 Montebello Road –  
Mid-Peninsula Regional Open  
Space District*



*Montebello School  
15101 Montebello Road*



*Woodhills Estate  
Cupertino/Saratoga Hills,  
End of Prospect Road –  
Mid-Peninsula Regional  
Open Space District, National  
Register of Historic Places*

## Arts and Culture

Cupertino history and diversity provides a rich background for community art and culture. The City seeks to encourage support public art and the arts community through development.

### GOAL LU-7

PROMOTE A CIVIC ENVIRONMENT WHERE THE ARTS EXPRESS AN INNOVATIVE SPIRIT, CULTURAL DIVERSITY AND INSPIRE COMMUNITY PARTICIPATION

#### Policy LU-7.1: Public Art

Stimulate opportunities for the arts through development and cooperation with agencies and the business community.

##### Strategy LU-7.1.1: Public Art Ordinance

Maintain and update an ordinance requiring public art in public as well as private projects of a certain size.

**Strategy LU-7.1.2: Gateways.** Promote placement of visible artwork in gateways to the city.

**Strategy LU-7.1.3: Artist Workspace.** Encourage the development of artist workspace, such as live/work units, in appropriate location in the city.

*Note: see the Recreation and Community Services Element for policies related to programming.*

## Economic Development and Fiscal Stability

The City will seek to identify strategies and programs that support and retain local businesses, attract new businesses and investment, and ensure the long-term fiscal health of the City.

### GOAL LU-8

MAINTAIN A FISCALLY SUSTAINABLE CITY GOVERNMENT THAT PRESERVES AND ENHANCES THE QUALITY OF LIFE FOR ITS RESIDENTS, WORKERS AND VISITORS

#### Policy LU-8.1: Fiscal Health

Maintain and improve the City's long-term fiscal health.

#### Policy LU-8.2: Land Use

Encourage land uses that generate City revenue.

**Strategy LU-8.2.1: Fiscal Impacts.** Evaluate fiscal impacts of converting office/commercial uses residential use, while ensuring that the city meets regional housing requirements.

#### Policy LU-8.3: Incentives for Reinvestment

Provide incentives for reinvestment in existing, older commercial areas.

**Strategy LU-8.3.1: Mixed-use.** Consider mixed-use (office, commercial, residential) in certain commercial areas to encourage reinvestment and revitalization of sales-tax producing uses, when reviewing sites for regional housing requirements.

**Strategy LU-8.3.2: Shared or Reduced Parking.** Consider shared or reduced parking, where appropriate as incentives to construct new commercial and mixed-use development,

while increasing opportunities for other modes of transportation.

**Strategy LU-8.3.3: Infrastructure and Streetscape**

**Improvements.** Consider infrastructure and streetscape improvements in areas, such as the Crossroads or South Vallco area to encourage redevelopment as a pedestrian-oriented area that meets community design goals.

**Strategy LU-8.3.4: High Sales-Tax Producing Retail Uses.**

Consider locations for high sales-tax producing retail uses (such as life-style and hybrid commodity-specialty centers) provided the development is compatible with the surrounding area in terms of building scale and traffic.

**Policy LU-8.4: Property Acquisition**

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Maximize revenue from City-owned land and resources, and ensure that the City's land acquisition strategy is balanced with revenues.

**Policy LU-8.5: Efficient Operations**

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Plan land use and design projects to allow the City to maintain efficient operations in the delivery of services including, community centers, parks, roads, and storm drainage, and other infrastructure.



## GOAL LU-9

PROMOTE A STRONG LOCAL  
ECONOMY THAT ATTRACTS AND  
RETAINS A VARIETY OF BUSINESSES

### Policy LU-9.1: Cooperation with Business

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Establish and maintain a cooperative relationship with the business community to support innovation and take advantage of economic development opportunities.

#### **Strategy LU-9.1.1: Economic Development Strategy Plan.**

Create and periodically update an Economic Development Strategy Plan in order to ensure the City's long-term fiscal health and stability and to make Cupertino an attractive place to live, work and play.

**Strategy LU-9.1.2: Partnerships.** Create partnerships between the City and other public and private organizations to promote the development of innovative technology and businesses in the community and facilitate growth and infrastructure improvements that benefits residents and businesses.

**Strategy LU-9.1.3: Economic Development and Business Retention.** Encourage new businesses and retain existing businesses that provide local shopping and services, add to municipal revenues, contribute to economic vitality and enhance the City's physical environment.

**Strategy LU-9.1.4: Regulations.** Periodically review and update land use and zoning requirements for retail, commercial and office development in order to attract high-quality sales-tax producing businesses and services, while adapting to the fast-changing retail, commercial and office environment.

**Strategy LU-9.1.5: Incubator Work Space.** Encourage the development of flexible and affordable incubator work space for start-ups and new and emerging technologies.

**Strategy LU-9.1.6: Development Review.** Provide efficient and timely review of development proposals, while maintaining quality standards in accordance with city codes. Look for a solution-based approach to problems while being responsive to community concerns and promote positive communication among parties.

### **Policy LU-9.2: Work Environment**

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Encourage the design of projects to take into account the well-being and health of employees and the fast-changing work environment.

**Strategy LU-9.2.1: Local Amenities.** Encourage office development to locate in areas where workers can walk or bike to services such as shopping and restaurants, and to provide walking and bicycling connections to services.

**Strategy LU-9.2.2: Workplace Policies.** Encourage public and private employers to provide workplace policies that enhance and improve the health and well-being of their employees.

## Regional Cooperation and Coordination

The City will work with regional agencies to coordinate with regional plans and address community priorities by participating in the planning process.

### GOAL LU-10 PROMOTE EFFECTIVE COORDINATION WITH REGIONAL AND LOCAL AGENCIES ON PLANNING ISSUES

#### Policy LU-10.1: Regional Decisions

Coordinate with regional and local agencies on planning, transportation, economic development and sustainability issues to ensure that the decisions improve fiscal health and the quality of life for Cupertino residents and businesses.

#### Policy LU-10.2: Regional Planning Coordination

Review regional planning documents prior to making decisions at the local level.

#### Policy LU-10.3: Neighboring Jurisdictions

Collaborate with neighboring jurisdictions on issues of mutual interest.

#### Policy LU-10.4: Urban Service Area

Work with neighboring jurisdictions to create boundaries that are defined by logical municipal service areas.

**Strategy LU-10.4.1: Tax-sharing agreements.** Consider entering into tax-sharing agreements with adjacent jurisdictions in order to facilitate desired boundary realignments.

**Policy LU-10.5: Annexation**

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Actively pursue the annexation of unincorporated properties within the City's urban service area, including the Creston neighborhoods, which will be annexed on a parcel-by-parcel basis with new development. Other remaining unincorporated islands will be annexed as determined by the City Council.

**Access to Community Facilities and Services**

The City will seek to improve connectivity and access to public facilities and services, including De Anza College.

**GOAL LU-11**  
MAINTAIN AND ENHANCE  
COMMUNITY ACCESS TO LIBRARY  
AND SCHOOL SERVICES PROVIDED  
BY OTHER AGENCIES

**Policy LU-11.1: Connectivity**

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Create pedestrian and bicycle access between new developments and community facilities. Review existing neighborhood circulation to improve safety and access for students to walk and bike to schools, parks, and community facilities such as the library.

**Policy LU-11.2: De Anza College**

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Allow land uses not traditionally considered part of a college to be built at De Anza College, provided such uses integrate the campus into the community, provide facilities and services not offered in the City and/or alleviate impacts created by the college.

## Hillsides

The City seeks to establish clear hillside policy in order to provide for the realistic use of privately-owned hillside lands, while preserving natural and aesthetic features.

### GOAL LU-12

PRESERVE AND PROTECT THE CITY'S  
HILLSIDE NATURAL HABITAT AND  
AESTHETIC VALUES

#### Policy LU-12.1: Land Use Regulations

Establish and maintain building and development standards for hillsides that ensure hillside protection.

##### **Strategy LU-12.1.1: Ordinance and development review.**

Through building regulations and development review, limit development on ridgelines, hazardous geological areas and steep slopes. Control colors and materials and minimize the illumination of outdoor lighting. Reduce visible building mass with measures including, stepping structures down the hillside, following natural contours, and limiting the height and mass of the wall plane facing the valley floor.

**Strategy LU-12.1.2: Slope-density formula.** Apply a slope-density formula to very low intensity residential development in the hillsides. Density shall be calculated based on the foothill modified, foothill modified ½ acre and the 5-20 acre slope density formula. Actual lot sizes and development areas will be determined through zoning ordinances, clustering and identification of significant natural features and geological constraints.

**Strategy LU-12.1.3: 1976 General Plan-Previously designated Very Low Density: Semi-Rural 5-acre.** Properties previously designated Very Low-Density Residential: Semi-Rural 5-acre per the 1976 General Plan may be subdivided

utilizing that formula. Properties that have already been since subdivided in conformance with the above designation have no further subdivision potential for residential purposes.

**Strategy LU-12.1.4: Existing lots in Foothill Modified and Foothill Modified 1/2-acre Slope density designations.**

Require discretionary review with a hillside exception for hillside or R1 properties if development is proposed on substandard parcels on slopes per the R1 and RHS zoning.

**Policy LU-12.2: Clustering Subdivisions**

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Cluster lots in major subdivisions and encourage clustering in minor subdivisions, for projects in the 5-20-acre slope density designation. Reserve 90 percent of the land in private open space to protect the unique characteristics of the hillsides from adverse environmental impacts. Keep the open space areas contiguous as much as possible.

**Policy LU-12.3: Rural Improvement Standards in Hillside Areas**

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Require rural improvement standards in hillside areas to preserve the rural character of the hillsides. Improvement standards should balance the need to furnish adequate utility and emergency services against the

**Strategy LU-12.3.1: Grading.** Follow natural land contours and avoid mass of grading of sites during construction, especially in flood hazard or geologically sensitive areas. Grading hillside sites into large, flat areas shall be avoided.

**Strategy LU-12.3.2: Roads.** Roads should be narrowed to avoid harming trees and streambeds.

**Strategy LU-12.3.3: Trees.** Retain significant specimen trees, especially when they grow in groves or clusters and integrate them into the developed site.

## **Policy LU-12.4: Hillside Views**

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The Montebello foothills at the south and west boundary of the valley floor provide a scenic backdrop, adding to the City's scale and variety. While it is not possible to guarantee an unobstructed view of the hills from every vantage point, an attempt should be made to allow views of the foothills from public gathering places.

**Strategy LU-12.4.1: Views from Public Facilities.** Design public facilities, particularly open spaces, so they include views of the foothills or other nearby natural features, and plan hillside developments to minimize visual and other impacts on adjacent public open space.

**Strategy LU-12.4.2: Developments near Public Space.** Located private driveways and building sites as far as possible from property boundaries adjoining public open space preserves and parks to enhance the natural open space character and protect plant and animal habitat.

## **Policy LU-12.5: Development in the County Jurisdiction**

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Development in the County, particularly if located near Cupertino's hillsides and urban fringe area, should consider the goals and policies in Community Vision 2040.

**Strategy LU-12.5.1: County Development.** Development in these areas should be compatible with Cupertino's hillside policies of low-intensity residential, agricultural or open space uses. Preservation of the natural environment, clustering sites to minimize impact and dedication of open space are encouraged. Visual impacts, access, traffic and other impacts, and service demands should be assessed in consultation with Cupertino's goals and policies.

## PLANNING AREA GOALS AND POLICIES

As outlined in the Planning Areas chapter, Community Vision 2040 organizes the city into 21 distinct Planning Areas, divided into two categories: (1) Special Areas that are expected to transition over the life of the General Plan and (2) Neighborhoods where future changes are expected to be minimal. The following goals, policies and strategies are specific to the Planning Areas and provide guidance for future change in accordance with the community vision.

**Figure LU-1** shows maximum heights and residential densities allowed in each Special Area.



*The City Council may grant height increases above the maximum base height standard in certain areas if a project includes community benefits*



## Special Areas

Special Areas are located along major mixed-use corridors and nodes that have access to a variety of different forms of transportation. Future growth in Cupertino will be focused in these areas to manage growth while minimizing traffic, greenhouse gas and health impacts on the community. The discussion for each Special Area outlines goals, policies and strategies related to land use, building form, streetscape, connectivity, open space, landscaping, and the urban/rural ecosystem in order to help implement the community vision for these areas.

## Heart of the City Special Area

The Heart of the City will remain the core commercial corridor in Cupertino, with a series of commercial and mixed-use centers and a focus on creating a walkable, bikeable boulevard that can support transit. General goals, policies and strategies will apply throughout the entire area; while more specific goals, policies and strategies for each sub-area are designed to address their individual settings and characteristics.

### GOAL LU-13

ENSURE A COHESIVE, LANDSCAPED BOULEVARD THAT SUPPORTS ALL MODES OF TRANSPORTATION, LINKS ITS DISTINCT AND ACTIVE COMMERCIAL AND MIXED-USE SUB-AREAS AND NODES, AND CREATES A HIGH-QUALITY, DISTINCT COMMUNITY IMAGE AND A VIBRANT HEART FOR CUPERTINO

#### Policy LU-13.1: Heart of the City Specific Plan

The Heart of the City Specific Plan provides design standards and guidelines for this area, which promote a cohesive, landscaped boulevard that links its distinct sub-areas and is accessible to all modes of transportation.

#### Policy LU-13.2: Redevelopment

Encourage older properties along the boulevard to be redeveloped and enhanced. Allow more intense development only in nodes and gateways as indicated in the Community Form Diagram (**Figure LU-1**).

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## Policy LU-13.3: Parcel Assembly

Encourage the assembly of parcels to foster new development projects that can provide high-quality development with adequate buffers for neighborhoods.

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## Policy LU-13.4: Neighborhood Centers and Activity Areas

A majority of the commercial development allocation should be devoted to rehabilitating neighborhood centers and major activity centers with a focus on creating pedestrian-oriented, walkable and bikeable areas with inviting community gathering places. Land uses between the activity centers should help focus and support activity in the centers. Neighborhood centers should be retrofitted and redeveloped using the “neighborhood concept” discussed earlier in this Element.

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## Policy LU-13.5: Land Use

The Heart of the City area allows a mix of retail, commercial, office and residential uses. Specific uses are provided in the Heart of the City Specific Plan. See **Figure LU-1** for residential densities and criteria.

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## Policy LU-13.6: Building Form

Buildings should be high-quality, with pedestrian-oriented and active uses along the street.

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## Policy LU-13.7: Streetscape and Connectivity

Create a walkable and bikeable boulevard with active uses and a distinct image for each subarea.

**Strategy LU-13.7.1: Streetscape.** Provide active uses along the street frontage, bike lanes, sidewalks that support pedestrian-oriented activity, improved pedestrian crossings at street intersections, and attractive transit facilities (e.g., bus stops, benches, etc.).

**Strategy LU-13.7.2: Street trees and landscaping.** Create a cohesive visual image with street tree plantings along the corridor, but with distinct tree types for each sub-area to support its distinct character and function.

**Strategy LU-13.7.3: Connectivity.** Properties with a block should be inter-connected with shared access drives. Provide pedestrian paths to enhance public access to and through the development. New development, particularly on corner lots, should provide pedestrian and bicycle improvements along side streets to enhance connections to surrounding neighborhoods.

**Strategy LU-13.7.4: Traffic calming.** Evaluate options on Stevens Creek Boulevard to improve the pedestrian environment by proactively managing speed limits, enforcement, and traffic signal synchronization.

#### **Policy LU-13.7: Neighborhood buffers.**

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Consider buffers such as setbacks, landscaping and/or building transitions to buffer abutting single-family residential areas from visual and noise impacts.

### **West Stevens Creek Boulevard Subarea**

**GOAL LU-14**  
CREATE A PUBLIC AND CIVIC  
GATEWAY SUPPORTED BY MIXED-  
COMMERCIAL AND RESIDENTIAL  
USES

#### **Policy LU-14.1: Land Use**

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Primary land uses include quasi-public/public facilities, with supporting mixed commercial/residential uses.

## **Policy LU-14.2: Streetscape**

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Street tree planting that supports an active, pedestrian-oriented environment. Street tree planting should provide a connection with the adjacent foothills with trees such as oaks.

## **Policy LU-14.3: Gateway Concept**

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Buildings should be high-quality in keeping with the gateway character of the area. Projects should provide or contribute towards gateway signs and landscaping.

## **Policy LU-14.4: De Anza College Node**

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Buildings should be designed to fit into the surroundings with pedestrian-orientation. Externalizing activities by providing cafeterias, bookstores and plazas along the street and near corners is encouraged.

## **Policy LU-14.5: Oaks Gateway Node**

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This is a gateway retail and shopping node. New residential and office uses, if allowed, should be designed on the “mixed-use village” concept discussed earlier in this Element.

## **Policy LU-14.6: Community Recreation Node**

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Contribute to the high-quality streetscape with trees, sidewalks, building and site design, and active uses such as main entries, lobbies or similar features along the street to reinforce pedestrian orientation.

## Crossroads Subarea

### GOAL LU-15

CREATE AN ACTIVE, PEDESTRIAN-ORIENTED SHOPPING DISTRICT WITH VIBRANT RETAIL USES AND ENTRIES ALONG THE STREET, OUTDOOR DINING AND PLAZAS OR PUBLIC GATHERING SPACES

#### Policy LU-15.1: Crossroads Streetscape Plan

Create a streetscape plan for the Crossroads Subarea that provides design standards and guidelines for an attractive, walkable, vibrant shopping village, where commercial and roadway design encourage pedestrian activity. The plan will include the following elements:

1. Land use plan specifying the type, intensity and arrangement of land uses to promote pedestrian and business activity.
2. Streetscape plan that provides for an attractive pedestrian streetscape.
3. Design guidelines that foster pedestrian activity and a sense of place.

**Strategy LU-15.1.1: Uses.** Include in this subarea primary uses such as retail, office and commercial. Ground floor uses shall have active retail uses with storefronts. Commercial office and office uses may be allowed on upper levels. In the case of deep lots, buildings along the street should provide retail and buildings in the back may be developed with allowed uses. See **Figure LU-1** for residential densities and criteria.

**Strategy LU-15.1.2: Streetscape.** Primary ground-floor entrances shall face the street. The streetscape shall consist of wide pedestrian sidewalks with inviting street furniture, street trees, pedestrian-scaled lighting with banners, small plazas, art/water features, pedestrian crosswalks with special paving, and other elements identified in the Crossroads Streetscape Plan.

**Strategy LU-15.1.3: Building form.** Buildings should be moderately-scaled with high-quality, pedestrian-oriented scaled, active uses along the street. Buildings in the North Crossroads node may have taller heights per the Community Form Diagram (**Figure LU-1**).

**Strategy LU-15.1.4: Shared parking.** Require shared parking and access arrangements throughout the area, with overall parking standards reflecting the shared parking.

**Strategy LU-15.1.5: De Anza Boulevard/Stevens Creek Boulevard landmark.** Secure landscape easements from properties at the intersection of De Anza Stevens Creek Boulevards for construction of a future landmark. The landmark may include open space, landscaping and other design elements at the corners. Land at the southeast corner will remain a publicly accessible park.

## City Center Subarea

### GOAL LU-16

MAINTAIN A MIXED-USE AND CIVIC DISTRICT THAT WILL ENHANCE COMMUNITY IDENTITY AND ACTIVITY, AND SUPPORT THE CROSSROADS SUBAREA

#### Policy LU-16.1: City Center Node

Establish the City Center Node as a moderately-scaled, medium-density mixed-use office, hotel, retail and residential area, with an integrated network of streets and open space.

**Strategy LU-16.1.1: Uses.** A mix of uses including, office, hotel, retail, residential and civic uses. The ground floor of buildings along the street should be activated with pedestrian-oriented, active uses including retail, restaurants, and entries. See **Figure LU-1** for residential densities and criteria.

**Strategy LU-16.1.2: Connectivity.** New development should improve the connectivity within the block and with surrounding streets, including connections to the Crossroads Subarea.

**Strategy LU-16.1.3: Building form.** Buildings should be moderately-scaled to transition from existing taller buildings to the scale of the surrounding area. Additional heights may be approved in specific areas by the City Council as part of the Community Benefits Program and per heights allowed in the Community Form Diagram (**Figure LU-1**). Taller buildings should provide appropriate transitions to fit into the surrounding area.



**Strategy LU-16.1.4: Gateway concept.** Buildings should be designed with high-quality architecture and landscaping befitting the gateway character of the site.

**Strategy LU-16.1.5: Open space.** A publicly-accessible park shall be retained at the southeast corner of Stevens Creek and De Anza Boulevard and shall include public art, seating areas and plazas for retail and restaurant uses along the ground floor of adjacent buildings.

## **Policy LU-16.2: Civic Center Node**

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Create a civic heart for Cupertino that enables community building by providing community facilities, meeting and gathering spaces, public art, and space for recreation and community events.

## **Central Stevens Creek Boulevard Subarea**

**GOAL LU-17**  
RETAIN AND ENHANCE AS A  
WALKABLE, BIKEABLE, COMMERCIAL  
MIXED-USE BOULEVARD WITH  
NEIGHBORHOOD CENTERS, OFFICE  
AND LIMITED RESIDENTIAL USES

## **Policy LU-17.1: Land Use**

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Allow a mix of uses including commercial, retail, commercial office and limited residential uses. The ground floor of buildings along the street should be activated with pedestrian-oriented, active uses including retail, restaurants, entries, etc. Neighborhood centers shall be remodeled or redeveloped using the “neighborhood center” format described earlier in this Element. See **Figure LU-1** for residential densities and criteria.

## East Stevens Creek Boulevard Subarea

### GOAL LU-18

CREATE A WALKABLE, BIKEABLE MIXED-USE BOULEVARD WITH PEDESTRIAN-ORIENTED REGIONAL AND NEIGHBORHOOD COMMERCIAL, RETAIL, HOTEL AND OFFICE USES

#### Policy LU-18.1: Land Use

Allow regional commercial with retail, commercial, office and hotels as the primary uses, with residential mixed-use as a supporting use. Retail, restaurant and other active uses are highly encouraged on the ground floor facing the street. In case of office complexes, active uses such as entries, lobbies or plazas should be provided on the ground floor along the street. Neighborhood centers shall be remodeled or redeveloped using the “neighborhood center” format described earlier in this Element. See **Figure LU-1** for residential densities and criteria.

#### Policy LU-18.2 South Vallco

Retain and enhance the South Vallco area as a mixed-use retail, office and residential district with a pedestrian-oriented, downtown atmosphere.

**Strategy LU-18.2.1: Uses.** Encourage a mix of retail, commercial, office, residential and hotel uses. Provide active retail uses on the ground floor facing the street or outdoor pedestrian corridor with connections to adjacent development. Office sites to the north of Vallco Parkway are encouraged to provide retail uses. However, if retail is not provided, office sites should provide entries and active uses along the street frontage.

**Strategy LU-18.2.2: Vallco Parkway.** Vallco Parkway is envisioned as a parkway with bike lanes, wide sidewalks, street-trees and on-street parking. The street will connect to a future street grid in the Vallco Shopping District.

## Vallco Shopping District Special Area

The City envisions a complete redevelopment of the existing Vallco Fashion Mall into a vibrant mixed-use “town center” that is a focal point for regional visitors and the community. This new Vallco Shopping District will become a destination for shopping, dining and entertainment in the Santa Clara Valley.

### GOAL LU-19

CREATE A DISTINCT AND MEMORABLE MIXED-USE “TOWN CENTER” THAT IS A REGIONAL DESTINATION AND A FOCAL POINT FOR THE COMMUNITY

## Policy LU-19.1: Specific Plan

Create a Vallco Shopping District Specific Plan prior to any development on the site that lays out the land uses, design standards and guidelines, and infrastructure improvements required. The Specific Plan will be based on the following strategies:

**Strategy LU-19.1.1: Master Developer.** Redevelopment will require a master developer in order remove the obstacles to the development of a cohesive district with the highest levels of urban design.

**Strategy LU-19.1.2: Parcel assembly.** Parcel assembly and a plan for complete redevelopment of the site is required prior to adding residential and office uses. Parcelization is highly discouraged in order to preserve the site for redevelopment in the future.

**Strategy LU-19.1.3: Complete Redevelopment.** The “town center” plan should be based on complete redevelopment of the site in order to ensure that the site can be planned to carry out the community vision.

**Strategy LU-19.1.4: Land use.** The following uses are allowed on the site (see **Figure LU-1** for residential densities and criteria):

1. Retail: High-performing retail, restaurant and entertainment uses. Maintain a minimum of 600,000 square feet of retail that provide a good source of sales tax for the City. Entertainment uses may be included but shall consist of no more than 30 percent of retail uses.
2. Hotel: Encourage a business class hotel with conference center and active uses including main entrances, lobbies, retail and restaurants on the ground floor.
3. Residential: Allow residential on upper floors with retail and active uses on the ground floor. Encourage a mix of units for young professionals, couples and/or active seniors who like to live in an active “town center” environment.
4. Office: Encourage high-quality office space arranged in a pedestrian-oriented street grid with active uses on the ground floor, publicly-accessible streets and plazas/green space.

**Strategy LU-19.1.5: “Town Center” layout.** Create streets and blocks laid out using “transect planning” (appropriate street and building types for each area), which includes a discernible center and edges, public space at center, high quality public realm, and land uses appropriate to the street and building typology.

**Strategy LU-19.1.6: Connectivity.** Provide a newly configured complete street grid hierarchy of streets, boulevards

and alleys that is pedestrian-oriented, connects to existing streets, and creates walkable urban blocks for buildings and open space. It should also incorporate transit facilities, provide connections to other transit nodes and coordinate with the potential expansion of Wolfe Road bridge over Interstate 280 to continue the walkable, bikeable boulevard concept along Wolfe Road. The project should also contribute towards a study and improvements to a potential Interstate 280 trail along the drainage channel south of the freeway and provide pedestrian and bicycle connections from the project sites to the trail.

**Strategy LU-19.1.7: Existing streets.** Improve Stevens Creek Boulevard and Wolfe Road to become more bike and pedestrian-friendly with bike lanes, wide sidewalks, street trees, improved pedestrian intersections to accommodate the connections to Rosebowl and Main Street.

**Strategy LU-19.1.8: Open space.** Open space in the form of a central town square on the west and east sides of the district interspersed with plazas and “greens” that create community gathering spaces, locations for public art, and event space for community events.

**Strategy LU-19.1.9: Building form.** Buildings should have high-quality architecture, and an emphasis on aesthetics, human scale, and create a sense of place. Additional heights may be approved in specific areas by the City Council as part of the Community Benefits Program and per heights allowed in the Community Form Diagram (**Figure LU-1**). Taller buildings should provide appropriate transitions to fit into the surrounding area.

**Strategy LU-19.1.10: Gateway character.** High-quality buildings with architecture and materials befitting the gateway character of the site. The project should provide gateway signage and treatment.

**Strategy LU-19.1.11: Phasing plan.** A phasing plan that lays out the timing of infrastructure, open space and land use improvements that ensures that elements desired by the community are included in early phases.

**Strategy LU-19.1.12: Parking.** Parking in surface lots shall be located to the side or rear of buildings. Underground parking beneath buildings is preferred. Above grade structures shall not be located along major street frontages. In cases, where above-grade structures are allowed along internal street frontages, they shall be lined with retail, entries and active uses on the ground floor. All parking structures should be designed to be architecturally compatible with a high-quality “town center” environment.

**Strategy LU-19.1.13: Trees.** Retain trees along the Interstate 280, Wolfe Road and Stevens Creek Boulevard to the extent feasible, when new development are proposed.

**Strategy LU-19.1.14: Neighborhood buffers.** Consider buffers such as setbacks, landscaping and/or building transitions to buffer abutting single-family residential areas from visual and noise impacts.

## **North Vallco Park Special Area**

The North Vallco Park Special Area is envisioned to become a sustainable, office and campus environment surrounded by a mix of connected, high-quality, pedestrian-oriented retail, hotels and residential uses. Taller buildings could be built at gateway nodes close to Interstate 280.

### **GOAL LU-20**

SUPPORT A SUSTAINABLE CAMPUS ENVIRONMENT THAT IS SERVED BY A MIX OF PEDESTRIAN-ORIENTED RETAIL AND COMMERCIAL USES IN A WALKABLE AND BIKEABLE ENVIRONMENT

#### **Policy LU-20.1: Land Use**

This area is a major employment node with office, and research and development uses. Retail and hotel uses are allowed on the west side of Wolfe Road. Redevelopment of the retail site at the corner of Wolfe and Homestead Roads should be based on the neighborhood center concept. Retail uses are not required on the Hamptons site. See **Figure LU-1** for residential densities and criteria.

#### **Policy LU-20.2: Streetscape and Connectivity**

Future roadway improvements on Wolfe Road, Homestead Road and Tantau Avenue should be coordinated with planned improvements to improve pedestrian, bike and transit connections. Streetscape improvements will enhance the pedestrian environment with street trees, attractive bus shelters and street furniture. The campus site should provide an attractive landscaped edge along the street. Future improvements to the Wolfe Road bridge should be coordinated to preserve the vision for this area.

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**Policy LU-20.3: Building Form**

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Buildings in the retail and hotel area should provide active, pedestrian-oriented uses along the street. Buildings should transition to fit the scale of the surrounding area. Additional heights may be approved in specific areas by the City Council as part of the Community Benefits Program and per heights allowed in the Community Form Diagram (**Figure LU-1**). Taller buildings should provide appropriate transitions to fit into the surrounding area. In addition to the height limits established in the Community Form Diagram, buildings abutting the campus shall incorporate appropriate setbacks, landscaped buffering, and building height transitions to minimize privacy and security impacts.

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**Policy LU-20.4: Community Amenities**

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Pedestrian-oriented retail and hotel development will support a diverse population of workers and residents in the area. Trail routes, and alternate trail routes to address security and privacy concerns of major employers, shall be developed to provide pedestrian and bicycle connections to other destinations.

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**Policy LU-20.5: Gateway Concept**

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Building and landscape design should be of high quality and reflect the fact that this area is a gateway into Cupertino from Interstate 280 and points north. The project should provide gateway signage and treatment.

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**Policy LU-20.6: Neighborhood Buffers**

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Provide building transitions, setbacks and/or landscaping to buffer development from adjoining single-family residential uses.



## **North De Anza Special Area**

The North De Anza Special Area is expected to remain an employment node. Its designation as a Priority Development Area (PDA) and the availability of restaurants and services in the Heart of the City Special Area opens opportunities to locate higher density office uses along the corridor with connections to Stevens Creek Boulevard in a pedestrian and bicycle-oriented format. The streets in this area are envisioned to work as a walkable, bikeable grid that enhance connections for school children and residents from the Garden Gate neighborhood to Lawson Middle School and other services on the east side.

### **GOAL LU-21**

MAINTAIN AN EMPLOYMENT NODE SERVED BY A MIX OF PEDESTRIAN-ORIENTED RETAIL, COMMERCIAL AND HOTEL USES IN A WALKABLE AND BIKEABLE ENVIRONMENT

### **Policy LU-21.1: Conceptual Plan**

Amend the North De Anza Conceptual Plan to create a cohesive set of land use and streetscape regulations and guidelines for the North De Anza area.

### **Policy LU-21.2: Land Use**

Primarily office, and research and development uses supplemented with limited commercial and residential uses. See **Figure LU-1** for residential densities and criteria.

### **Policy LU-21.3: Streetscape and Connectivity**

North De Anza is envisioned as a walkable, bikeable boulevard with wide sidewalks with street trees and roadway

improvements for bike lanes and pedestrian crossings. Pedestrian and bike improvements and enhanced pedestrian crossings are also envisioned along other streets in this area to create an interconnected grid. Such improvements will also improve school routes from the Garden Gate neighborhood to Lawson school to the east and provide access to transit routes.

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**Policy LU-21.4: Building Design**

Locate buildings along the street with parking areas to the rear. Break up massing of large office buildings along the street with pedestrian scaled elements and locate building entries and active uses along the street frontage to improve the pedestrian character of the area. Mixed-use buildings should include entries, active uses and gathering spaces along the street.

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**Policy LU-21.5: Gateway Concept**

Building and landscape design should be of high quality and reflect the fact that this area is a gateway into Cupertino from Interstate 280 and points north.

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**Policy LU-21.6: Neighborhood Buffer**

Provide building transitions, setbacks and/or landscaping to buffer development from adjoining single-family residential uses.

## **South De Anza Special Area**

The South De Anza Special Area will remain a predominantly general commercial area with supporting existing mixed residential uses with neighborhood centers providing services to neighborhoods and nodes. The policies in this area are intended to encourage parcel assembly to resolve the fragmented and narrow lot pattern, promote active retail and service uses, bike and pedestrian friendly improvements, and connectivity to adjacent neighborhoods.

### **GOAL LU-22**

MAINTAIN A COMMERCIAL BOULEVARD WITH NEIGHBORHOOD CENTERS, COMMERCIAL OFFICE AND RESIDENTIAL USES THAT PROVIDE SERVICES AND GATHERING SPACES FOR THE COMMUNITY IN A WALKABLE AND BIKEABLE ENVIRONMENT

### **Policy LU-22-1: Conceptual Plan**

Create a conceptual plan that combines the existing South De Anza and Sunnyvale-Saratoga Conceptual Plans to create a cohesive set of land use and streetscape regulations and guidelines for the South De Anza area.

### **Policy LU-22.2: Land Use**

General commercial and retail uses with limited commercial office, office and residential uses. Neighborhood centers should be redeveloped in the “neighborhood center” format discussed in this Element. See **Figure LU-1** for residential densities and criteria.

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**Policy LU-22.3: Parcel Assembly**

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Highly encourage assembly of parcels to resolve the fragmented and narrow lot pattern and encourage high-quality development with adequate buffers for neighborhoods.

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**Policy LU-22.4: Streetscape and Connectivity**

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South De Anza is envisioned as a walkable, bikeable boulevard with sidewalks, street trees and roadway improvements for bike lanes and pedestrian crossings. Side streets are also envisioned with pedestrian and bicycle improvements to ensure walkable connections from adjacent neighborhoods.

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**Policy LU-22.5: Shared Access**

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Since South De Anza is a heavily traveled route, properties in the same block should be connected with auto and pedestrian access through shared access easements to reduce impacts on the corridor.

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**Policy LU-22.6: Building Design**

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Located buildings and commercial pads along the street with parking areas to the side and rear. Provide pedestrian-scaled elements and active uses including retail, restaurants, and entries along the street. Outdoor plaza and activity areas can be located along the street with sidewalk and street trees to buffer them from through traffic.

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**Policy LU-22.7: Gateway Concept**

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Building and landscape design should be of high quality and reflect the fact that this area has gateways from Highway 85 and at the southern and eastern borders of Cupertino.

## **Policy LU-22.8: Neighborhood Buffer**

Provide building transitions, setbacks and/or landscaping to buffer development from adjoining single-family residential uses.

## **Homestead Special Area**

The Homestead Special Area will continue to be a predominantly mixed-use retail commercial area with residential uses and neighborhood centers providing services to local residents. Bike and pedestrian improvements to the roadways in this area will provide better connections for residents and workers to access services. Tree-lined streets and sidewalks will provide an inviting environment and will link existing and new uses.

### **GOAL LU-23**

RETAIN A COMMERCIAL AND RESIDENTIAL BOULEVARD THAT FORMS A GATEWAY INTO CUPERTINO WITH NEIGHBORHOOD CENTERS, COMMERCIAL OFFICE AND RESIDENTIAL USES THAT PROVIDE SERVICES AND GATHERING SPACES FOR THE COMMUNITY IN A WALKABLE AND BIKEABLE ENVIRONMENT

## **Policy LU-23.1: Conceptual Plan**

Create a conceptual plan for the Homestead corridor Special Area with a cohesive set of land use and streetscape regulations and guidelines for the South De Anza area.

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**Policy LU-23.2: Land Use**

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Primarily retail, commercial and residential uses, with some limited quasi-public use. Redevelopment of neighborhood centers should be based on the “neighborhood center” concept discussed earlier in this element. See **Figure LU-1** for residential densities and criteria.

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**Policy LU-23.3: Connectivity**

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Homestead Road is envisioned to become a boulevard with bike and pedestrian improvements and new bicycle and pedestrian crossings at De Anza Boulevard, Blaney Avenue, Wolfe Road, and Tantau Avenue. This will provide better access for people moving east/west through the city north of Interstate 280, linking neighborhoods in the western part of the city with Homestead High School, Homestead Square Shopping Center and Apple Campus 2 to the east.

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**Policy LU-23.4: Building Design**

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Buildings will be located closer to the street with parking mostly to the side and rear. In the case of larger sites, large buildings may be placed behind parking; however a substantial portion of the front of the site should be lined with active uses such as retail/restaurant pads, and plazas. Buildings should include pedestrian-oriented elements with entries, retail, lobbies, and active uses along the street. Parking areas along the street will be screened with street trees. Residential buildings will provide stoops and porches along the street and side streets. Additional heights may be approved in specific areas by the City Council as part of the Community Benefits Program and per heights allowed in the Community Form Diagram (**Figure LU-1**). Taller buildings should provide appropriate transitions to fit into the surrounding area.

## **Policy LU-23.5: Gateway Concept**

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Building and landscape design should be of high quality and reflect the fact that this area is a gateway into the northern part of Cupertino.

## **Policy LU-23.6: Neighborhood Buffer**

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Provide building transitions, setbacks and/or landscaping to buffer development from adjoining single-family residential uses.

## **Bubb Road Special Area**

The Bubb Road Special Area is envisioned to become a tree-lined avenue that is bike and pedestrian friendly with an improved public and internal street grid, since it is a well-traveled route by school children from the northern and eastern sections of the city to the tri-school area to the south, and increased foot traffic from workers in the area.

### **GOAL LU-24**

MAINTAIN AN EMPLOYMENT AREA WITH LIGHT-INDUSTRIAL, AND RESEARCH AND DEVELOPMENT USES IN A WALKABLE AND BIKEABLE ENVIRONMENT THAT CONNECTS TO SURROUNDING NODES AND SERVICES

## **Policy LU-24.1: Land Use**

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Allowed uses in the Bubb Road Special Area will consist of those described in the ML-RC ordinance with limited commercial and residential uses.

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**Policy LU-24.2: Streetscape and Connectivity**

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Bubb Road is envisioned as a walkable, bikeable corridor with sidewalks, street trees and roadway improvements for bike lanes and pedestrian crossings. Pedestrian and bike improvements and enhanced pedestrian crossings are also envisioned along other streets in this area to create an interconnected grid. Such improvements will also improve routes from the northern and eastern neighborhood to the tri-school area, parks and services and reduce impacts caused by to school and employment traffic.

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**Policy LU-24.3: Building and Site Design**

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Locate buildings along the street with parking areas to the rear. Break up massing of large office buildings along the street with pedestrian-scaled elements and locate building entries and active uses along the street frontage to improve the pedestrian character of the area.

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**Policy LU-24.4: Compatibility of Use**

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The compatibility of non-industrial uses with industrial uses must be considered when reviewing new development.

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**Policy LU-24.5: Neighborhood Buffers**

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New industrial uses should provide building transitions, setbacks and landscaping to provide a buffer for adjoining low-intensity residential uses.



## Monta Vista Village

The Monta Vista Village Special Area is envisioned to be retained as a small town, pedestrian-oriented mixed-use area within Cupertino. As incremental change occurs, the City will identify opportunities to enhance the areas uses that are consistent with the small town character.

### GOAL LU-25

RETAIN AND ENHANCE MONTA VISTA VILLAGE'S SMALL TOWN CHARACTER AS A PEDESTRIAN-ORIENTED, SMALL SCALE, MIXED-USE RESIDENTIAL, NEIGHBORHOOD COMMERCIAL AND INDUSTRIAL AREA

#### Policy LU-25.1: Conceptual Plan

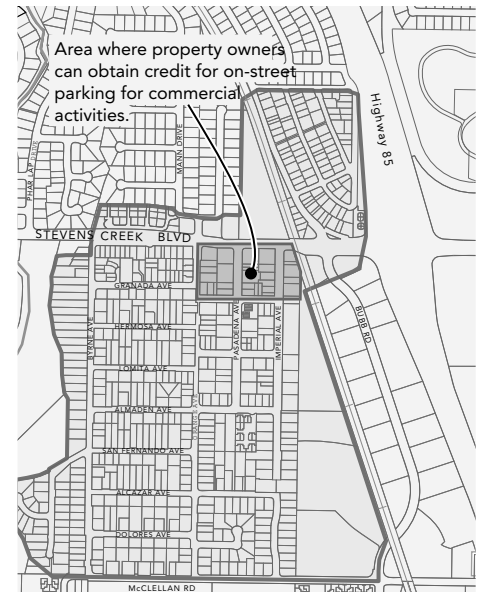
Continue to govern Monta Vista's commercial area through the Monta Vista Design Guidelines. The guidelines provide direction for architecture, landscaping and public improvements. Create a Monta Vista Village Conceptual Plan to with a cohesive set of updated regulations and guidelines for this area.

#### Policy LU-25.2: Land Use

Encourage the commercial district to serve as a neighborhood commercial center for Monta Vista Village and its adjoining neighborhoods. Mixed-use with residential is encouraged. The industrial area should be retained to provide small-scale light industrial and service industrial opportunities, while remaining compatible with the surrounding residential and commercial uses. See **Figure LU-1** for residential densities and criteria.

Encourage buildings to be designed in a way that promotes the small-scale, older and mixed-use character of the area. Buildings should be located along the street with pedestrian-scale architecture and retail and active uses on the ground floor. Parking should be located to the rear.

**Strategy LU-25.3.2: Parking.** Commercial properties or commercial portions of properties may rely on public parking on Pasadena and Imperial Avenues to meet their off-site parking needs within the area bounded by Granada Avenue, Stevens Creek Boulevard, Orange Avenue and the Union Pacific right-of-way (see diagram to the right).



Maintain Monta Vista Village as a walkable, bikeable mixed-use neighborhood with sidewalks, street trees and roadway improvements for bike lanes and sidewalks with routes to the tri-school area. Automobile, pedestrian and bicycle improvements are envisioned along other streets in this area to create an interconnected grid and with new development to remove street blockages and promote a network of streets. On-street parking is encouraged. Roadway and sidewalk improvements will also improve school routes from the northern neighborhoods to the tri-school area.

**Strategy LU-25.4.1: Interconnected access.** Individual properties shall have interconnected pedestrian and vehicle access and shared parking.

**Strategy LU-25.4.2. Residential streets.** Residential street improvements may have a semi-rural appearance based on the Municipal Code requirements. Safe routes to school streets, or any others designated by the City Council shall be required to have sidewalks and street trees.

## Other Non-Residential/Mixed-Use Special Areas

In addition to the major mixed-use corridors described above, other Non-Residential/Mixed-Use Areas are located throughout the city. These include the following: west side of Stevens Canyon Road across from McClellan Road; intersection of Foothill Boulevard and Stevens Creek Boulevard; Homestead Road near Foothill Boulevard; northwest corner of Bollinger Road and Blaney Avenue; and all other non-residential properties not referenced in an identified Special Area.

These areas are envisioned as neighborhood centers that serve as shopping, services and gathering places for adjacent neighborhoods in a pedestrian-oriented environment that encourages pedestrian and bicycle access.

### GOAL LU-26

RETAIN COMMERCIAL AREAS  
ADJACENT TO NEIGHBORHOODS  
AND RETROFIT OR ENCOURAGE  
REDEVELOPMENT AS  
NEIGHBORHOOD CENTERS IN A  
PEDESTRIAN-ORIENTED AND BIKE-  
FRIENDLY ENVIRONMENT

### Policy LU-26.1: Land Use

Retrofit or redevelop neighborhood centers using the “neighborhood center” concept discussed earlier in this

Element. Areas that are not designated as “neighborhood centers” are encouraged to provide commercial uses with active uses such as entries, lobbies, seating areas or retail along the street. See **Figure LU-1** for residential densities and criteria.

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**Policy LU-26.2: Building and Site Design**

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Encourage buildings to be designed in a pedestrian-oriented format. Buildings should be located along the street with pedestrian-scale architecture and retail and active uses on the ground floor. Parking should be located to the sides or rear. Buildings may be one to two stories in height. In some instances where taller heights are allowed, buildings may be three stories in height.

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**Policy LU-26.3: Street Design and Connectivity**

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Create neighborhood centers that are walkable, bikeable areas with sidewalks, street trees and roadway improvements for bike lanes and sidewalks to provide connections to the neighborhoods that they serve.

---

**Policy LU-26.4: Neighborhood Buffers**

---

Encourage projects to include building transitions, setbacks and landscaping to provide a buffer for adjoining low-intensity residential uses.

## Neighborhoods

The City has many neighborhoods, each with its own distinctive character and setting. These neighborhoods play a vital role in supporting Cupertino's great quality of life. Neighborhood goals and policies help preserve and enhance the quality of life by protecting neighborhood character and improving walking and biking connections to parks, schools and services. Neighborhoods typically offer a variety of housing choices to meet a spectrum of community needs. The following general goal, policies and strategies apply to all neighborhoods in the city.

**GOAL LU-27**  
PRESERVE NEIGHBORHOOD  
CHARACTER AND ENHANCE  
CONNECTIVITY TO NEARBY  
SERVICES TO CREATE COMPLETE  
NEIGHBORHOODS

### Policy LU-27.1: Compatibility

Ensure that new development within and adjacent to residential neighborhoods is compatible with neighborhood character.

**Strategy LU-27.1.1: Regulations.** Maintain and update design regulations and guidelines for single-family development that address neighborhood compatibility and visual and privacy impacts.

**Strategy LU-27.1.2: Neighborhood Guidelines.** Identify neighborhoods that have a unique architectural style, historical background or location and develop plans that preserve and enhance their character. Support special zoning or design guidelines (e.g., the Fairgrove Eichler neighborhood) and single-story overlay zones in neighborhoods, where there is strong neighborhood support.

**Strategy LU-27.1.3: Flexibility.** When neighborhoods are in transition, add flexibility for requirements for new development that acknowledge the transition while continuing to respect the existing neighborhood.

**Strategy LU-27.1.4: Late Night Uses.** Discourage late-evening entertainment activities such as night-clubs in commercial areas where parcels are especially narrow, abut single-family residential development, and cannot adequately provide visual and noise buffers.

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**Policy LU-27.2: Relationship to the Street**

Ensure that new development in and adjacent to neighborhoods improve the walkability of neighborhoods by providing inviting entries, stoops and porches along the street frontage, compatible building design and reducing visual impacts of garages.

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**Policies LU-27.3: Entries.**

Define neighborhood entries through architecture, or landscaping appropriate to the character of the neighborhood. Gates are discouraged because they isolate developments from the community.

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**Policy LU-27.4: Connections.**

Support pedestrian and bicycling improvements that improve access with neighborhoods to parks, schools and local retail, and between neighborhoods. Support traffic calming measures rather than blocking the street to reduce traffic impacts on neighborhoods.

---

**Policy LU-27.5: Streets.**

Determine appropriate street widths, bike lane, sidewalk and streetlight design to define the unique character of neighborhoods, where appropriate.

**Policy LU-27.6. Multi-family Residential Design.** Maintain an attractive, livable environment for multi-family dwellings.

**Strategy LU-27.6.1: Provide Active and Passive Outdoor Areas in Multi-Family Residential Development.** Allow public access to the common outdoor areas wherever possible.

**Strategy LU-27.6.2: Ordinance Updates.** Update the Planned Development (residential) and R-3 ordinances to achieve the policies and strategies applicable to multi-family development in neighborhoods.

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### **Policy LU-27.6: Compatibility of Lots**

Ensure that zoning, subdivision and lot-line adjustment requests related to lot size or lot design consider the need to preserve neighborhood lot patterns.

**Strategy LU-27.6.1: Lot Size.** Ensure that subdivision and lot-line adjustment requests respect the neighborhood lot size patterns. Consider revisions to lot size requirements if the neighborhood lot pattern is different from the zoning requirements.

**Strategy LU-27.6.2: Flag Lots.** Allow flag lots only in cases where they are the sole alternative to integrate subdivisions with the surrounding neighborhood.

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### **Policy LU-27.7: Protection**

Protect residential neighborhoods from noise, traffic, light and visually intrusive effects from more intense development with landscape buffers, site design, setbacks and other appropriate measures.

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### **Policy LU-27.8: Amenities and Services**

Improve equitable distribution of community amenities such as parks and access to shopping within walking and bicycling distance of neighborhoods.

## Inspiration Heights Neighborhood

The Inspiration Heights neighborhood will continue to be a low-intensity and hillside residential area. Future development should consider preservation of hillsides, riparian corridors, and plant and animal wildlife habitat through sensitive site and building design. This area has developments that were annexed from the county. Legal, non-conforming uses and buildings in such areas are granted additional flexibility.

### GOAL LU-28

RETAIN INSPIRATION HEIGHTS AS A  
LOW-INTENSITY RESIDENTIAL AREA  
IN A NATURAL, HILLSIDE SETTING

#### Policy LU-28.1: Connectivity

Improve bicycle and pedestrian environment along Foothill Boulevard and Stevens Canyon Road to improve neighborhood connectivity to services as well for hikers and bikers accessing natural open space areas in the vicinity.

#### Policy LU-28.2: Merriman-Santa Lucia Neighborhood

Allow legal, non-conforming duplexes to remain in the area bounded by Santa Lucia Road, Alcalde Road and Foothill Boulevard.



## Oak Valley Neighborhood

### **GOAL LU-29**

RETAIN AND ENHANCE THE  
OAK VALLEY AS A UNIQUE  
NEIGHBORHOOD SURROUNDED  
BY NATURAL HILLSIDE AREAS AND  
PRIVATE AND PUBLIC SPACE

#### **Policy LU-29.1: Development Intensity**

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Require development intensity for the single-family Oak Valley neighborhood to be consistent with the development agreement that includes the use permit and other approvals. The development agreement describes development areas, intensity and styles of development, public park dedication, tree protection, access and historic preservation. The theme of the approvals is to balance development with environmental protection by clustering development, setting it back from sensitive environmental areas and preserving large areas as permanent open space.

#### **Policy LU-29.2: Design Elements**

---

Require buildings to reflect the natural hillside setting as required in residential hillside zones with traditional architectural styles and natural materials and colors. Larger building elements should be scaled to respect the existing development in the surrounding area.

## Fairgrove Neighborhood

### **GOAL LU-30**

PRESERVE THE UNIQUE CHARACTER  
OF THE EICHLER HOMES IN THE  
FAIRGROVE NEIGHBORHOOD

#### **Policy LU-30.1: Development Standards**

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Require all new construction to conform to the R1-e zoning (Single-Family Residential–Eichler).

#### **Policy LU-30.2: Design Guidelines**

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Encourage residents to incorporate the design guidelines illustrated in the Eichler Design Guidelines.

## **GOALS AND POLICIES**

### **Regional Coordination**

Regional transportation and land use decisions affect the operation of the transportation network in Cupertino. A key consideration of the General Plan is for the City to participate in regional planning initiatives in order to coordinate local improvements with regional initiatives, advocate for Cupertino's needs, and take advantage of programs that can support Cupertino's transportation infrastructure.

#### **GOAL M-1**

ACTIVELY PARTICIPATE IN REGIONAL  
PLANNING PROCESSES TO  
COORDINATE LOCAL PLANNING  
AND TO ADVOCATE FOR DECISIONS  
THAT MEET AND COMPLEMENT THE  
NEEDS OF CUPERTINO

#### **Policy M-1.1: Regional Transportation Planning**

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Participate in regional transportation planning processes to develop programs consistent with the goals and policies of Cupertino's General Plan. Work with neighboring cities to address regional transportation and land use issues of mutual interest.

#### **Policy M-1.2: Transportation Impact Analysis**

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Participate in the development of new multi-modal analysis methods and impact thresholds as required by Senate Bill 743.

#### **Policy M-1.3: Regional Trail Development**

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Continue to plan and provide for a comprehensive system of trails and pathways consistent with regional systems,

including the Bay Trail, Stevens Creek Corridor and Ridge Trail.

## **Complete Streets**

Complete Streets policies encourage the design of streets that respond to the needs of all members of the community, balance different modes of transportation, promote the health and well-being of the community, and support environmental sustainability.

**GOAL M-2**  
PROMOTE IMPROVEMENTS  
TO CITY STREETS THAT  
SAFELY ACCOMMODATE ALL  
TRANSPORTATION MODES AND  
PERSONS OF ALL ABILITIES

### **Policy M-2.1: Street Design**

Adopt and maintain street design standards to optimize mobility for all transportation modes including automobiles, walking, bicycling and transit.

### **Policy M-2.2: Adjacent Land Use**

Design roadway alignments, lane widths, medians, parking and bicycle lanes, and sidewalks to complement adjacent-land uses to keep with the aesthetic vision of the Planning Area. Improvement standards shall also consider the urban, suburban and rural environments found within the city.

#### **Strategy M-2.2.1: Rural Road Improvement Standards.**

Consider candidate rural roads and develop specific street improvement standards that preserve the rural character of these streets. Rural roads would typically feature natural landscaping, no sidewalks and narrow unpaved shoulders.

### **Strategy M-2.2.2: Semi-Rural Road Improvement**

**Standards.** Consider candidate semi-rural roads where curb and gutter improvements, and no sidewalks, are appropriate.

### **Strategy M-2.2.3: Urban Road Improvement Standards.**

Develop urban improvement standards for arterials such as Stevens Creek and De Anza Boulevards. In these areas, standards may include wide sidewalks, tree wells, seating, bike racks and appropriate street furniture.

### **Policy M-2.3: Connectivity**

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Promote pedestrian and bicycle improvements that improve connectivity between planning areas, neighborhoods and services, and foster a sense of community.

### **Policy M-2.4: Community Impacts**

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Reduce traffic impacts and support alternative modes of transportation in neighborhoods and around schools, parks and community facilities rather than constructing barriers to mobility. Do not close streets unless there is a demonstrated safety or over-whelming through traffic problem and there are no acceptable alternatives since street closures move the problem from one street to another.

### **Policy M-2.5: Public Accessibility**

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Ensure all new public and private streets are publicly accessible to improve walkability and reduce impacts on existing streets.

## **Walkability and Bikeability**

Walkability and bikeability policies encourage a livable, healthy, sustainable and connected city with a safe and comfortable pedestrian network among its various neighborhoods, parks, trails, employment centers, community facilities, neighborhood centers and commercial centers.

### **GOAL M-3** **SUPPORT A SAFE PEDESTRIAN AND** **BICYCLE STREET NETWORK FOR** **PEOPLE OF ALL AGES AND ABILITIES**

#### **Policy M-3.1: Bicycle and Pedestrian Master Plan**

Adopt and maintain a Bicycle and Pedestrian master plan, which outlines policies and improvements to streets, extension of trails, and pathways to create a safe way for people of all ages to bike and walk on a daily basis, and as shown in **Figure M-1**.

#### **Policy M-3.2: Development**

Require new development and redevelopment to increase connectivity through direct and safe pedestrian connections to public amenities, neighborhoods, shopping and employment destinations throughout the city.

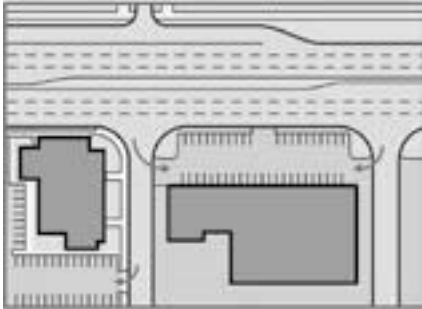
#### **Policy M-3.3: Pedestrian and Bicycle Crossings**

Enhance pedestrian and bicycle crossings and pathways at key locations across physical barriers such as creeks, highways and road barriers.

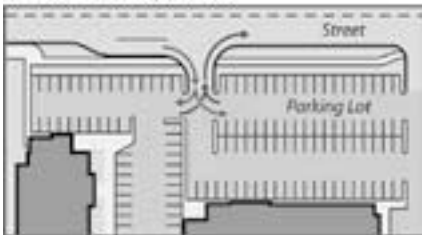
#### **Policy M-3.4: Street Widths**

Preserve and enhance citywide pedestrian and bike connectivity by limiting street widening purely for automobiles as a means of improving traffic flow.

Direct Access from Secondary Streets



Shared Driveway Access



## Policy M-3.5: Curb Cuts

Minimize the number and the width of driveway openings.

**Strategy M-3.5.1: Shared Driveway Access.** Encourage property owners to use shared driveway access and interconnected roads within blocks, where feasible. Require driveway access closures, consolidations or both when a site is remodeled or redeveloped.

## Strategy M-3.5.2: Direct Access from Secondary Streets.

Encourage property with frontages on major and secondary streets to provide direct access to driveways from the secondary street.

## Policy M-3.6: Safe Spaces for Pedestrians

Require parking lots to include clearly defined paths for pedestrians to provide a safe path to building entrances.

## Policy M-3.7: Capital Improvement Program

Plan for improvements to pedestrian and bicycle facilities and eliminate gaps along the network pedestrian and bicycle as part of the City's Capital Improvement Program.

## Policy M-3.8: Bicycle Parking

Require new development to provide public and private bicycle parking.

## Policy M-3.9: Outreach

Actively engage the community in promoting walking and bicycling through education, encouragement and outreach on improvement projects and programs.

## Policy M-3.10: Quarry Operations

Continue enforcement of truck traffic speeds from Stevens Creek and the Lehigh Cement Plant on Stevens Canyon Road, and Stevens Creek and Foothill Boulevards.

## **Transit**

Transit policies encourage planning and coordination of regional and local transit services, both public and private, to accommodate diverse community needs and to make transit a safe, comfortable and efficient option.

### **GOAL M-4** **PROMOTE LOCAL AND REGIONAL** **TRANSIT THAT IS EFFICIENT,** **FREQUENT AND CONVENIENT AND** **REDUCES TRAFFIC IMPACTS**

#### **Policy M-4.1: Transit Agencies**

Coordinate with VTA and to improve transportation service, infrastructure and access in the city, and to connect to transportation facilities such as Caltrain and VTA light rail stations.

#### **Policy M-4.2: Local Transportation Services**

Create or partner with transit providers, employers, educational institutions, and major commercial entities to minimize gaps within local transportation services.

#### **Policy M-4.3: Connecting Major Special Areas**

Identify and implement new or enhanced transit services to connect major Special Areas including De Anza College, North Vallco Park, North De Anza, South Vallco Park, Crossroads, City Center and Civic Center.

#### **Policy M-4.4: Transit Facilities with New Development**

Work with VTA and/or major developments to ensure all new development projects include amenities to support



public transit including bus stop shelters, space for transit vehicles as appropriate and attractive amenities such as trash receptacles, seating and lighting.

### **Policy M-4.5: Access to Transit Services**

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Support right-of-way design and amenities consistent with local transit goals to improve transit as a viable alternative to driving.

### **Policy M-4.6: Bus and Shuttle Programs**

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Work with large regional employers and private commuter bus/shuttle programs to provide safe pick-up, drop-off, and park and rides in order to reduce single occupancy vehicle trips.

### **Safe Routes to Schools**

Safe routes to schools policies protect the safety of school children and promote health, environmental sustainability and social interaction. They leverage local, regional and national Safe Routes to Schools Program resources to support increased walking and bicycling to schools.

**GOAL M-5**  
ENSURE SAFE AND EFFICIENT  
PEDESTRIAN AND BICYCLE ACCESS  
TO SCHOOLS WHILE WORKING  
TO REDUCE SCHOOL-RELATED  
CONGESTION

**Policy M-5.1: Safe Routes to Schools**

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Promote Safe Routes to Schools programs for all schools serving the city.

**Strategy M-5.1.1. Coordination with School Districts.**

Coordinate with the School Districts to develop plans and programs that encourage car/van-pooling, stagger hours of adjacent schools, establish drop-off locations, and encourage walking and bicycling to school.

**Strategy M-5.1.2. Teen Commission.** Encourage the Teen Commission to work with schools to encourage year-round programs to incentivize walking and biking to school.

**Policy M-5.2: Prioritizing Projects**

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Ensure that bicycle and pedestrian safety improvements include projects to enhance safe accessibility to schools.

**Policy M-5.3: Connections to Trails**

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Connect schools to the citywide trail system.

**Policy M-5.4: Education**

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Support education programs that promote safe walking and bicycling to schools.

### Vehicle Parking

Vehicle parking policies encourage efficient and adequate parking, avoid negative effects on the pedestrian environment or surrounding neighborhoods, and support the City's goals for Complete Streets, walkability, bikeability and effective transit.

#### **GOAL M-6**

PROMOTE INNOVATIVE STRATEGIES  
TO PROVIDE EFFICIENT AND  
ADEQUATE VEHICLE PARKING

#### **Policy M-6.1: Parking Codes**

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Maintain efficient and updated parking standards to ensure that development provides adequate parking, both on-street and off-street depending on the characteristics of the development, while also reducing reliance on the automobile.

#### **Policy M-6.2: Off-Street Parking**

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Ensure new off-street parking is properly designed and efficiently used.

## **Transportation Impact Analysis**

Transportation Impact Analysis policies enable effective, informed transportation planning by using a more balanced system of indicators, data and monitoring to evaluate the city's multi-modal transportation system and optimize travel by all transportation modes.

### **GOAL M-7**

REVIEW AND UPDATE TIA POLICIES AND GUIDELINES THAT ALLOW FOR ADEQUATE CONSIDERATION FOR ALL MODES OF TRANSPORTATION INCLUDING AUTOMOBILES, WALKING, BICYCLING AND TRANSIT

#### **Policy M-7.1: Multi-Modal Transportation Impact Analysis**

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Follow guidelines set by the VTA related to transportation impact analyses, while conforming to State goals for multi-modal performance targets.

#### **Policy M-7.2: Protected Intersections**

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Consider adopting a Protected Intersection policy which would identify intersections where improvements would not be considered which would degrade levels of service for non-vehicular modes of transportation. Potential locations include intersections in Priority Development Areas (PDAs) and other areas where non-vehicular transportation is a key consideration.

### Greenhouse Gas Emissions and Air Quality

Greenhouse gas emissions and air quality policies in this Element work in tandem with other General Plan policies to reduce municipal and community-wide greenhouse gas emissions and improve air quality throughout Cupertino.

#### **GOAL M-8**

PROMOTE POLICIES TO HELP  
ACHIEVE STATE, REGIONAL  
AND LOCAL AIR QUALITY AND  
GREENHOUSE GAS EMISSION  
REDUCTION TARGETS

#### **Policy M-8.1: Greenhouse Gas Emissions**

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Promote transportation policies that help to reduce greenhouse gas emissions.

#### **Policy M-8.2: Land Use**

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Support development and transportation improvements that help reduce greenhouse gas emissions by reducing per capita Vehicle Miles Traveled (VMT).

#### **Policy M-8.3: Transportation System Management (TSM) Programs**

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Employ TSM strategies to improve efficiency of the transportation infrastructure including strategic right-of-way improvements, intelligent transportation systems and optimization of signal timing to coordinate traffic flow.

**Policy M-8.4: Transportation Demand Management (TDM) Programs**

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Require large employers to develop and maintain TDM programs to reduce vehicle trips generated by their employees and develop a tracking method to monitor results.

**Policy M-8.5: Design of New Developments**

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Encourage new commercial developments to provide shared office facilities, cafeterias, daycare facilities, lunchrooms, showers, bicycle parking, home offices, shuttle buses to transit facilities and other amenities that encourage the use of transit, bicycling or walking as commute modes to work. Provide pedestrian pathways and orient buildings to the street to encourage pedestrian activity.

**Policy M-8.6: Alternative Fuel Charging Stations**

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Develop a city-wide strategy to encourage the construction of a network of public and private alternative fuel vehicle charging/fueling stations.

## Roadway System Efficiency

Roadway system efficiency policies make effective use of roadway capacity by encouraging strategic roadway improvements and complementary policies promoting transit, walking, bicycling and complete streets.

### GOAL M-9

PROMOTE EFFECTIVE AND EFFICIENT  
USE OF THE CITY'S TRANSPORTATION  
NETWORK AND SERVICES

#### Policy M-9.1: Efficient Automobile Infrastructure

Strive to maximize the efficiency of existing infrastructure by locating appropriate land uses along roadways and retrofitting streets to be accessible for all modes of transportation.

#### Policy M-9.2: Reduced Travel Demand

Synchronization of Traffic Signals. Enhance the synchronization of traffic signals on major streets to improve traffic flow and reduce congestion.

#### Policy M-9.3: Street Width

Except as required by environmental review for new developments, limit widening of streets as a means of improving traffic efficiency and focus instead on operational improvements to preserve community character.

**Strategy M-9.3.1. Wolfe Road Overcrossing.** Consider alternate designs for the Wolfe Road/I-280 Interchange (e.g., from partial cloverleaf design to diamond design) when evaluating the need to widen the freeway overcrossing.

**Strategy M-9.3.2. Streetscape Design.** When reviewing the widening of an existing street, consider the aesthetic vision of the Planning Area and incorporate to the extent feasible appropriate landscaping and pedestrian/bicycle amenities.

## **Transportation Infrastructure**

Transportation infrastructure policies promote safe, attractive and well-maintained facilities for walking, bicycling, transit and automobiles.

### **GOAL M-10**

ENSURE THAT THE CITY'S  
TRANSPORTATION INFRASTRUCTURE  
IS WELL-MAINTAINED FOR ALL  
MODES OF TRANSPORTATION AND  
THAT PROJECTS ARE PRIORITIZED ON  
THEIR ABILITY TO MEET THE CITY'S  
MOBILITY GOALS

### **Policy M-10.1: Transportation Improvement Plan**

Develop and implement an updated citywide transportation improvement plan necessary to accommodate vehicular, pedestrian and bicycle transportation improvements to meet the City's needs.

### **Policy M-10.2: Transportation Impact Fee**

Ensure sustainable funding levels for the Transportation Improvement Plan by enacting a transportation impact fee for new development.



### **Policy M-10.3: Multi-Modal Improvements**

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Integrate the financing, design and construction of pedestrian and bicycle facilities with street projects. Build pedestrian and bicycle improvements at the same time as improvements for vehicular circulation.

### **Policy M-10.4: Roadway Maintenance Funding**

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Identify and secure new funding sources to fund the ongoing routine maintenance of roadways.

evaluating all aspects of new development; mobility and infrastructure improvements; building design and operation; streetscapes and landscaping; and citywide land use planning.

- 4. Community Involvement.** The City will encourage community participation in the planning and implementation of sustainability-related programs.

## GOALS AND POLICIES

### Planning and Regional Coordination

The City seeks to coordinate its local sustainability and greenhouse gas reduction planning efforts with Federal, State and regional plans and programs to ensure a consistent, integrated and efficient approach to a sustainable future.

#### GOAL ES-1

ENSURE A SUSTAINABLE FUTURE FOR THE CITY OF CUPERTINO

#### Policy ES-1.1: Principles of Sustainability

Incorporate the principles of sustainability into Cupertino's planning, infrastructure and development process in order to improve the environment, reduce greenhouse gas emissions and meet the needs of the community without compromising the needs of future generations.

**Strategy ES-1.1.1:** Climate Action Plan (CAP). Adopt, implement and maintain a Climate Action Plan to attain greenhouse gas emission targets consistent with state law and regional requirements. This qualified greenhouse gas emissions reduction plan, by BAAQMD's definition, will allow for future project CEQA streamlining and will identify measures to:

- Reduce energy use through conservation and efficiency;
- Reduce fossil fuel use through multi-modal and alternative transportation;
- Maximize use of and, where feasible, install renewable energy resources;
- Increase citywide water conservation and recycled water use;
- Accelerate Resource Recovery through expanded recycling, composting, extended producer responsibility and procurement practices; and
- Promote and incentivize each of those efforts to maximize community participation and impacts;
- Integrate multiple benefits of green infrastructure with climate resiliency and adaptation.

**Strategy ES-1.1.2: CAP and Sustainability Strategies**

**Implementation.** Periodically review and report on the effectiveness of the measures outlined in the CAP and the strategies in this Element. Institutionalize sustainability by developing a methodology to ensure all environmental, social and lifecycle costs are considered in project, program, policy and budget decisions.

**Strategy ES-1.1.3: Climate Adaptation and Resiliency.**

Conduct a climate vulnerability assessment and set preparedness goals and strategies to safeguard human health and community assets susceptible to the impacts of a changing climate (i.e. increased drought, wildfires, flooding). Incorporate these critical forecasting tools and directives into all relevant Incorporate these into all relevant plans, including the Emergency Preparedness Plan, Local Hazard Mitigation Plan, Dam Failure Plan, Climate Action Plan, Watershed Protection Plan, and Energy Assuredness Plan.

## **Policy ES-1.2: Regional Growth and Transportation Coordination**

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Coordinate with local and regional agencies to prepare updates to regional growth plans and strategies, including the Regional Housing Allocation Needs Allocation (RHNA), One Bay Area Plan, Regional Transportation Plan (RTP) and Sustainable Communities Strategy (SCS).

**Strategy ES-1.2.1: Local Plan Consistency with Regional Plans.** Update and maintain local plans and strategies so they are consistent with One Bay Area Plan to qualify for State transportation and project CEQA streamlining.

## **Energy Sustainability**

Since energy consumption is the largest contributor to GHG emissions, the City seeks to conserve energy to reach state and regional emissions targets.

## **GOAL ES-2** **PROMOTE CONSERVATION OF** **ENERGY RESOURCES**

## **Policy ES-2.1: Conservation and Efficient Use of Energy Resources**

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Encourage the maximum feasible conservation and efficient use of electrical power and natural gas resources for new and existing residences, businesses, industrial and public uses.

**Strategy ES-2.1.1: Coordination.** Continue to evaluate, and revise as necessary, applicable City plans, codes and procedures for inclusion of Federal, State and regional requirements and conservation targets.

**Strategy ES-2.1.2: Comprehensive Energy Management.** Prepare and implement a comprehensive energy

management plan for all applicable municipal facilities and equipment to achieve the energy goals established in the City's Climate Action Plan. Track the City's energy use and report findings as part of the Climate Action Plan reporting schedule. Embed this plan into the City's Environmentally Preferable Procurement Policy to ensure measures are achieved through all future procurement and construction practices.

**Strategy ES-2.1.3: Energy Efficient Replacements.**

Continue to use life cycle cost analysis to identify City assets for replacement with more energy efficient technology. Utilize available tools to benchmark and showcase city energy efficiency achievements (i.e. EPA Portfolio Manager, statewide Green Business Program).

**Strategy ES-2.1.4: Incentive Program.** Consider incentive programs for projects that exceed mandatory requirements and promote incentives from state, county and federal governments for improving energy efficiency and expanding renewable energy installations.

**Strategy ES-2.1.5: Urban Forest.** Encourage the inclusion of additional shade trees, vegetated stormwater treatment and landscaping to reduce the "heat island effect" in development projects.

**Strategy ES-2.1.6: Alternate Energy Sources.** Promote and increase the use of alternate and renewable energy resources for the entire community through effective policies, programs and incentives.

**Strategy ES-2.1.7: Energy Cogeneration Systems.**

Encourage the use of energy cogeneration systems through the provision of an awareness program targeting the larger commercial and industrial users and public facilities.

**Strategy ES-2.1.8: Energy Audits and Financing.** Continue to offer and leverage regional partners' programs to conduct energy audits and/or subvention programs for homes, commercial, industrial and city facilities, and recommend improvements that lead to energy and cost savings opportunities for participants and encourage adoption of alternative energy technologies. Encourage energy audits to include emerging online and application-based energy analytics and diagnostic tools. Share residential and commercial energy efficiency and renewable energy financing tools through outreach events and civic media assets.

**Strategy ES-2.1.9: Energy Efficient Transportation Modes.** Continue to encourage fuel-efficient transportation modes such as alternative fuel vehicles, driverless vehicles, public transit, car and van-pooling, community and regional shuttle systems, car and bike sharing programs, safe routes to schools, commuter benefits, and pedestrian and bicycle paths through infrastructure investment, development incentives, and community education.

**Strategy ES-2.1.10: Community Choice Energy.** Collaborate with regional partners to evaluate feasibility for development of a Community Choice Energy.

## Sustainable Buildings

The City seeks to improve building efficiency from planning, construction and operations to help improve indoor air quality and conserve materials and natural resources.

## GOAL ES-3 IMPROVE BUILDING EFFICIENCY

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**Policy ES -3.1: Green Building Design**

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Set standards for the design and construction of energy and resource conserving/efficient building.

**Strategy ES-3.1.1: Green Building Program.** Periodically review and revise the City's Green Building ordinance to ensure alignment with CALGreen requirements for all major private and public projects that ensure reduction in energy and water use for new development through site selection and building design.

**Strategy ES-3.1.2: Staff Training.** Continue to train appropriate City staff in the design principles, costs and benefits of sustainable building and landscape design. Encourage City staff to attend external trainings on these topics and attain relevant program certifications (e.g., Green Point Rater, LEED Accredited Professional).

**Strategy ES-3.1.3: Green Buildings Informational**

**Seminars.** Conduct and/or participate in Green Building informational seminars and workshops for members of the design and construction industry, land development, real estate sales, lending institutions, landscaping and design, the building maintenance industry and prospective project applicants.

**Strategy ES-3.1.4: Green Building Demonstration.**

Pursue municipal facility retrofits, through a Green Capital Improvement Program (CIP), and new construction projects that exceed CalGreen and achieve third-party certification criteria (i.e. LEED, Living Building Challenge, Zero Net Energy) as a means of creating demonstration spaces for developer and community enrichment.

## GOAL ES-4 MAINTAIN HEALTHY AIR QUALITY LEVELS

### Air Quality

The City seeks to identify ways to improve air quality in order to reduce emissions and improve overall community health.

#### Policy ES-4.1: New Development

Minimize the air quality impacts of new development projects and air quality impacts that affect new development.

**Strategy ES-4.1.1: Toxic Air Contaminants.** Continue to review projects for potential generation of toxic air contaminants at the time of approval and confer with Bay Area Air Quality Management District on controls needed if impacts are uncertain.

**Strategy ES-4.1.2: Dust Control.** Continue to require water application to non-polluting dust control measures during demolition and the duration of the construction period.

**Strategy ES-4.1.3: Planning.** Ensure that land use and transportation plans support air quality goals.

#### Policy ES-4.2: Existing Development

Minimize the air quality impacts of existing development.

**Strategy ES-4.2.1: Public Education Program.** Establish a citywide public education program providing information on ways to reduce and control emissions; and continue to provide information about alternative commutes, carpooling and restricting exacerbating activities on "Spare the Air" high-emissions days.



**Strategy ES-4.2.2: Home Occupations.** Review and consider expanding the allowable home occupations in residentially zoned properties to reduce the need to commute to work.

**Strategy ES-4.2.3: Urban Forest.** Review and enhance the City's tree planting and landscaping program and requirements for private development to reduce air pollution levels.

**Strategy ES-4.2.4: Fuel-efficient Vehicles and Use.**

Prioritize the purchase, replacement and ongoing use of fuel-efficient and low polluting City fleet vehicles. Update applicable policies and programs to require life cycle cost analyses and include alternative fueling infrastructure review and related funding allocations. Update the Vehicle Use Policy and pursue fleet management best practices to support fuel conservation, scheduled maintenance and fleet fuel tracking. Pursue available grant funding to offset the cost of implementing these programs.

**Strategy ES-4.2.5: Point Sources of Emissions.** Continue to seek the cooperation of the BAAQMD to monitor emissions from identified point sources that impact the community. In addition, for sources not within the regulatory jurisdiction of the City, seek cooperation from the applicable regulatory authority to encourage reduction of emissions and dust from the point source.

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**Policy ES-4.3: Use of Open Fires and Fireplaces**

Discourage high pollution fireplace use.

**Strategy ES-4.3.1: Education.** Continue to make BAAQMD literature on reducing pollution from fireplace use available.

**Strategy ES-4.3.2: Fireplaces.** Continue to prohibit new wood-burning fireplaces, except EPA certified wood stoves as allowed by the Building Code.

## GOAL ES-5

### PROTECT THE CITY'S URBAN AND RURAL ECOSYSTEMS

#### Urban and Rural Ecosystems

Protecting Cupertino's natural and urban ecosystems supports the City commitment to protect ecosystems and improve sustainability.

#### Policy ES-5.1: Urban Ecosystem

Manage the public and private development to ensure the protection and enhancement of its urban ecosystem.

**Strategy ES-5.1.1: Urban Forest.** Ensure that the City's tree planting, landscaping and open space policies enhance the urban ecosystem by encouraging medians, pedestrian-crossing curb-extensions planting that is native, drought-tolerant, treats stormwater and enhances urban plant, aquatic and animal resources.

**Strategy ES-5.1.2: Built Environment.** Ensure that sustainable landscaping design is incorporated in the development of City facilities, parks and private projects with the inclusion of measures such as tree protection, stormwater treatment and planting of native, drought tolerant landscaping that is beneficial to the environment.

#### Policy ES-5.2: Development near Sensitive Areas

Encourage the clustering of new development away from sensitive areas such as riparian corridors, wildlife habitat and corridors, public open space preserves and ridgelines. New developments in these areas must have a harmonious landscaping plan approved prior to development.

**Strategy ES-5.2.1: Riparian Corridor Protection.** Require the protection of riparian corridors through the development approval process.

### **Policy ES-5.3: Landscaping in and near Natural Vegetation**

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Preserve and enhance existing natural vegetation, landscape features and open space when new development is proposed within existing natural areas. When development is proposed near natural vegetation, encourage the landscaping to be consistent with the palate of vegetation found in the natural vegetation.

**Strategy ES-5.3.1: Native Plants.** Continue to emphasize the planting of native, drought tolerant, pest resistant, non-invasive, climate appropriate plants and ground covers, particularly for erosion control and to prevent disturbance of the natural terrain

**Strategy ES-5.3.2: Hillsides.** Minimize lawn area in the hillsides.

### **Policy ES-5.4: Hillside Wildlife Migration**

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Confine fencing on hillside property to the area around a building, rather than around an entire site, to allow for migration of wild animals.

### **Policy ES-5.5: Recreation and Natural Vegetation**

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Limit recreation in natural areas to activities compatible with preserving natural vegetation, such as hiking, horseback riding, mountain biking and camping.

## **Policy ES-5.6: Recreation and Wildlife**

Provide open space linkages within and between properties for both recreational and wildlife activities, most specifically for the benefit of wildlife that is threatened, endangered or designated as species of special concern.

### **Strategy ES-5.6.1: Creek and Water Course**

**Identification.** Require identification of creeks and water courses on site plans and require that they be protected from adjacent development.

**Strategy ES-5.6.2: Trail Easements.** Consider requiring easements for trail linkages if analysis determines that they are needed.

## **Mineral Resources**

The City seeks to minimize the impacts of mineral resource operations on the community.

## **GOAL ES-6**

### **MINIMIZE IMPACTS OF AVAILABLE MINERAL RESOURCES**

## **Policy ES-6.1: Mineral Resource Areas**

Cooperatively work with Santa Clara County to ensure that plans for restoration and mining operations at Lehigh Hanson and Stevens Creek quarries consider environmental impacts and mitigations.

**Strategy ES-6.1.1: Public Participation.** Encourage the Santa Clara County to engage with the affected neighborhoods when considering changes to restoration plans and mineral extraction activity.

**Strategy ES-6.1.2: Recreation in Depleted Mining Areas.** Consider designating abandoned quarries for passive recreation to enhance plant and wildlife habitat and rehabilitate the land.

## Water

The City seeks to ensure that current and future water supplies are adequate by reducing water demand and protecting sources of water.

### **GOAL ES-7** ENSURE PROTECTION AND EFFICIENT USE OF WATER RESOURCES

#### **Policy ES-7.1: Natural Water Bodies and Drainage Systems**

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In public and private development, use low impact development (LID) principles to mimic natural hydrology, minimize grading and protect or restore natural drainage systems.

##### **Strategy ES-7.1.1: Public and Private Development Plans.**

Continue to require topographical information; identification of creeks, streams and drainage areas; and grading plans with development proposals.

#### **Policy ES-7.2: Reduction of Impervious Surfaces**

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Minimize stormwater runoff and erosion impacts resulting from development and use low impact development (LID) designs to treat stormwater or recharge groundwater

**Strategy ES-7.2.1: Lot Coverage.** Consider updating lot coverage requirements to include paved surfaces such as driveways and on-grade impervious patios to incentivize the construction of pervious surfaces.

##### **Strategy ES-7.2.2: Pervious Walkways and Driveways.**

Encourage the use of pervious materials for walkways and driveways. If used on public or quasi-public

property, mobility and access for the disabled should take precedence.

**Strategy ES-7.2.3: Maximize Infiltration.** Minimize impervious surface areas, and maximize on-site filtration and the use of on-site retention facilities.

## **Policy ES-7.3: Pollution and Flow Impacts**

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Ensure that surface and groundwater quality impacts are reduced through development review and volunteer efforts.

**Strategy ES-7.3.1: Development Review.** Require LID designs such as vegetated stormwater treatment systems and green infrastructure to mitigate pollutant loads and flows.

**Strategy ES-7.3.2: Creek Clean Up.** Encourage volunteer organizations to help clean creek beds to reduce pollution and help return waterways to their natural state.

## **Policy ES-7.4: Watershed Based Planning**

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Review long-term plans and development projects to ensure good stewardship of watersheds.

**Strategy ES-7.4.1: Storm Drainage Master Plan.** Develop and maintain a Storm Drainage Master Plan which identifies facilities needed to prevent “10-year” event street flooding and “100-year” event structure flooding and integrate green infrastructure to meet water quality protection needs in a cost effective manner.

**Strategy ES-7.4.2: Watershed Management Plans.** Work with other agencies to develop broader Watershed Management Plans to model the City’s hydrology.

**Strategy ES-7.4.3: Development.** Review development plans to ensure that projects are examined in the context of impacts on the entire watershed.

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**Policy ES-7.5: Groundwater Recharge Sites**

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Support the Santa Clara Valley Water District efforts to find and develop groundwater recharge sites within Cupertino and provide public recreation where possible.

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**Policy ES-7.6: Other Water Sources**

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Encourage the research of other water sources, including water reclamation.

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**Policy ES-7.7: Industrial Water Recycling**

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Encourage industrial projects, in cooperation with the Cupertino Sanitary District, to have long-term conservation measures, including recycling equipment for manufacturing and water supplies in the plant.

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**Policy ES-7.8: Natural Water Courses**

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Retain and restore creek beds, riparian corridors, water-courses and associated vegetation in their natural state to protect wildlife habitat and recreation potential and assist in groundwater percolation. Encourage land acquisition or dedication of such areas.

**Strategy ES-7.8.1: Inter-Agency Coordination.** Work with the Santa Clara Valley Water District and other relevant regional agencies to enhance riparian corridors and provide adequate flood control by use of flow increase mitigation measures.

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**Policy ES-7.9: Inter-Agency Coordination for Water Conservation**

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Continue to coordinate citywide water conservation and regional water supply problem solving efforts with the Santa Clara Valley Water District (SCVWD), San Jose Water Company and California Water Company.

**Strategy ES-7.9.1: Water Conservation Measures.**

Implement the mandatory water conservation measures and encourage the implementation of voluntary water conservation measures from the City's water retailers and SCVWD, in times of drought.

**Policy ES-7.10: Public Education Regarding Resource Conservation**

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Provide public information regarding resource conservation.

**Strategy ES-7.10.1: Outreach.** Continue to send educational information and notices to households and businesses with water prohibitions, water allocations and conservation tips. Continue to offer featured articles in the Cupertino Scene and Cupertino Courier. Consider providing Public Service Announcements on the City's Channel and Cupertino Radio.

**Strategy ES-7.10.2: Demonstration Gardens.** Consider including water-wise demonstration gardens in some parks where feasible as they are re-landscaped or improved using drought tolerant native and non-invasive, and non-native plants.

**Policy ES-7.11: Water Conservation and Demand Reduction Measures**

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Promote efficient use of water throughout the City in order to meet State and regional water use reduction targets.

**Strategy ES-7.11.1: Urban Water Management Plan.**

Collaborate with water retailers serving the City in the preparation of their Urban Water Management Plan, including water conservation strategies and programs.

**Strategy ES-7.11.2: Water Conservation Standards.**

Comply with State water conservation standards by either adopting the State standards or alternate standards that are equally efficient.



**Strategy ES-7.11.3: Recycled Water System.** Continue to work with water retailers to promote and expand the availability of recycled water in the City for public and private use.

**Strategy ES-7.11.4: Recycled Water in Projects.**

Encourage and promote the use of recycled water in public and private buildings, open space and streetscape planting.

**Strategy ES-7.11.5: On-site Recycled Water.** Encourage on-site water recycling including rainwater harvesting and gray water use.

**Strategy ES-7.11.6: Water Conservation Programs.**

Benchmark and continue to track the City's public and private municipal water use to ensure ongoing accountability and as a means of informing prioritization of future agency water conservation projects.

**Strategy ES-7.11.7: Green Business Certification and Water Conservation.** Continue to support the City's Green Business Certification goals of long-term water conservation within City facilities, vegetated stormwater infiltration systems, parks and medians, including installation of low-flow toilets and showers, parks, installation of automatic shut-off valves in lavatories and sinks and water efficient outdoor irrigation.

## GOALS AND POLICIES

The goals and policies in this section provide guidance on how the City can continue to serve the needs of the community through the growth and change in the horizon of Community Vision 2040.

### Parks and Open Space

Parks and open space policies outline acquisition, development, distribution, access and maintenance of parkland in Cupertino in order to ensure that all residents enjoy easy access to these areas.

#### GOAL RPC-1

CREATE A FULL RANGE OF PARK AND RECREATIONAL RESOURCES AND PRESERVE NATURAL RESOURCES

#### Policy RPC-1.1: Parks and Recreation Master Plan

Prepare a citywide Parks and Recreation Master Plan that outlines policies and strategies to plan for the communities open space and recreational needs.

##### Strategy RPC-1.1.1: Stevens Creek Corridor Master Plan.

Prepare a master plan for the park and open space corridor along Stevens Creek including McClellan Ranch, McClellan Ranch West, Blackberry Farm, the Blackberry Farm golf course, Stocklmeir and Blesch properties and the Nathan Hall Tank House area. The plan should address a fiscally sustainable strategy that allows year-round community use of the park system, while preserving the areas natural resources and addressing neighborhood issues including connectivity and buffers.

**Strategy RPC-1.1.2: Civic Center Master Plan.** Prepare a master plan that addresses the needs of the elements in

the Civic Center area including City Hall, Community Hall, Library Field, Library programming, function and meeting space and community gathering space and parking needs.

## **Policy RPC-1.2: Parkland Standards.**

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Continue to implement a parkland acquisition and implementation program that provides a minimum of three acres per 1,000 residents.

**Strategy RPC-1.2.1: Park Size.** Require target for parks based on function and activity supported as part of the Parks and Recreation Master Plan. While the preferred size for most neighborhood parks is about 3.5 acres for flexibility of use, smaller size parks may be considered based on opportunities and circumstances.

**Strategy RPC-1.2.2: Amend Parkland Standard.** Explore increasing the parkland standard to five acres per 1,000 residents as part of the citywide Parks and Recreation Master Plan.

## **Policy RPC-1.3: Capital Improvement Program (CIP)**

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Ensure that CIP projects reflect the goals and policies identified in Community Vision 2040, establishing a criteria for ranking CIP proposals for the highest and best selection of community projects.

**GOAL RPC-2**

DISTRIBUTE PARKS AND OPEN SPACE  
THROUGHOUT THE COMMUNITY  
AND PROVIDE SERVICES, AND  
SAFE AND EASY ACCESS, TO ALL  
RESIDENTS AND WORKERS

**Policy RPC-2.1: Parkland Acquisition**

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The City's parkland acquisition strategy should be based upon three broad objectives:

- Distributing parks equitably throughout the City;
- Connecting and providing access by providing paths, improved pedestrian and bike connectivity and signage; and
- Retaining and restoring creeks and other natural open space areas.

**Strategy RPC-2.1.1: Dedication of Parkland.** New developments, in areas where parkland deficiencies have been identified, should be required to dedicate parkland rather than paying in-lieu fees.

**Strategy RPC-2.1.2: Public Use of School Sites.** Zone all public school sites for public use to allow for the public to use sites, when not in use by schools, through shared arrangements.

**Strategy RPC-2.1.3: Acquisition of Surplus Properties.** Explore acquisition of surplus school and agency properties for parkland. Take advantage of the Naylor Act to purchase surplus school sites.

## Policy RPC-2.2: Private Open Space and Recreation Facilities

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Encourage the continued existence and profitability of private open space and recreation facilities through incentives and development controls.

**Strategy RPC-2.2.1: Existing Facilities.** Encourage the continued existence of private recreational facilities through land use zoning and incentives.

**Strategy RPC-2.2.2: New Facilities.** Require major developments to incorporate private open space and recreational facilities, and seek their cooperation in making the spaces publicly-accessible.

- Where feasible, ensure park space is publicly-accessible (as opposed to private space).
- Encourage active areas to serve community needs. However, a combination of active and passive areas can be provided based on the setting.
- Integrate park facilities into the surroundings.
- If public parkland is not dedicated, require park fees based on a formula that considers the extent to which the publicly-accessible facilities meet community need.

## Policy RPC-2.3: Parkland Distribution

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Strive for an equitable distribution of parks and recreational facilities throughout the city. Park acquisition should be based on the following priority list. Accessibility to parks should be a component of the acquisition plan.

- **High Priority:** Parks in neighborhoods or areas that have few or no park and recreational areas.
- **Medium Priority:** Parks in neighborhoods that have other agency facilities such as school fields and district facilities, but no City parks.

- **Low Priority:** Neighborhoods and areas that have park and recreational areas which may be slightly less than the adopted City's parkland standard.
- **Private Development:** Consider pocket parks in new and renovated projects to provide opportunities for publicly-accessible park areas.

#### Policy RPC-2.4: Connectivity and Access

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Ensure that each home is within a half-mile walk of a neighborhood park or community park with neighborhood facilities; ensure that walking and biking routes are reasonably free of physical barriers, including streets with heavy traffic; provide pedestrian links between parks, wherever possible; and provide adequate directional and site signage to identify public parks.

##### **Strategy RPC-2.4.1: Pedestrian and Bike Planning.**

Implement recommendations in the Bicycle and Pedestrian Plans to link employment and special areas, and neighborhood to services including parks, schools and neighborhood shopping.

**Strategy RPC-2.4.2: Signage.** Adopt and maintain a master signage plan for all public parks to ensure adequate and consistent signage is provided to identify public recreational areas.

#### Policy RPC-2.5: Range of Park Amenities

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Provide parks and recreational facilities for a variety of recreational activities.

**Strategy RPC-2.5.1: Special Needs.** Extend recreational opportunities for special needs groups (seniors, disabled, visually-challenged, etc.) by making improvements to existing facilities and trails.

**Strategy RPC-2.5.2: Recreational Facilities.** Explore the possibility of providing additional access to existing facilities such as gymnasiums, swimming pools and tennis courts.

## GOAL RPC-3

PRESERVE AND ENHANCE ACCESS  
TO PARKS THAT HAVE SIGNIFICANT  
NATURAL RESOURCES

### Policy RPC-3.1: Preservation of Natural Areas

Design parks to utilize natural features and the topography of the site in order to protect natural features and keep maintenance costs low.

**Strategy RPC-3.1.1: Native Planting.** Maximize the use of native plants and drought-tolerant planting.

**Strategy RPC-3.1.2: Natural Habitat.** Where possible, restore and provide access to creeks and riparian habitat.

**Strategy RPC-3.1.3: Nature Play Areas.** Where appropriate, consider establishing Nature Play Areas in lieu of the more conventional play equipment.

## GOAL RPC-4

INTEGRATE PARKS AND PUBLIC  
FACILITIES WITHIN NEIGHBORHOODS  
AND AREAS

### Policy RPC-4.1: Recreational Intensity

Design parks appropriately to address the facility and recreational programming required by each special area and neighborhood based on current and future plans for the areas.

### **Policy RPC-4.2: Park Safety**

Design parks to enhance public safety by providing visibility to the street and access for public safety responders.

### **Trails**

Trails policies encourage the provision of a system of linear connections along creeks, utility rights-of-way and other corridors in order to provide recreational opportunities, improve pedestrian and bicycle access throughout the city, improve safety, and preserve natural resources.

#### **GOAL RPC-5**

CREATE AN INTERCONNECTED  
SYSTEM OF MULTI-USE TRAILS AND  
PROVIDE SAFE PEDESTRIAN AND  
BICYCLE ACCESS THROUGH THE  
CITY AND CONNECTIONS TO LOCAL  
NODES AND DESTINATIONS

### **Policy RPC-5.1: Open Space and Trail Linkages**

Dedicate or acquire open space land along creeks and utility through regional cooperation, grants and private development review.

#### **Strategy RPC-5.1.1: Pedestrian and Bike Planning.**

Implement recommendations in the Bicycle and Pedestrian Plan that link trails and open space to neighborhoods and special areas.

**Strategy RPC-5.1.2: Trail Projects.** Implement trail projects described in this Element; evaluate any safety, security and privacy impacts and mitigations associated with trail development; and work with affected neighbors in locating trails to ensure that their concerns are appropriately addressed.



**Strategy RPC-5.1.3: Dedicated Trail Easements.** Require dedication or easements for trails, as well as their implementation, as part of the development review process, where appropriate.

**Strategy RPC-5.1.4: Joint Use Agreement.** Establish a Joint Use Agreement with the Santa Clara Valley Water District that allows cooperation on implementing the trail program with set standards and implementation measures for creek trails.

## **Policy RPC-5.2: Pedestrian and Bicycle Paths**

Develop a citywide network of pedestrian and bicycle pathways to connect employment centers, shopping areas and neighborhoods to services including parks, schools and neighborhood centers.

## **Recreation Programs and Services**

Recreation programs and services policies provide guidance for the implementation of programs that serve the changing and growing needs of the community in order to ensure an exceptional quality of life.

### **GOAL RPC-6**

CREATE AND MAINTAIN A BROAD  
RANGE OF RECREATION PROGRAMS  
AND SERVICES THAT MEET THE  
NEEDS OF A DIVERSE POPULATION

## **Policy RPC-6.1: Diverse Programs**

Ensure that the City continues to offer a wide range of programs to serve diverse populations of all ages and abilities.

**Policy RPC-6.2: Partnerships**

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Enhance the city's recreational programs through partnerships with other agencies and non-profit organizations.

**Policy RPC-6.3: Art and Culture**

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Utilize parks as locations of art and culture and to educate the community about the city's history, and explore the potential to use art in facilities and utilities when located in parks.

**GOAL RPC-7**

PROVIDE HIGH-QUALITY,  
FLEXIBLE AND WELL-MAINTAINED  
COMMUNITY FACILITIES THAT MEET  
THE CHANGING NEEDS OF THE  
COMMUNITY AND ARE A SOURCE OF  
COMMUNITY IDENTITY

**Policy RPC-7.1: Sustainable Design**

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Ensure that City facilities are sustainably designed to minimize impacts on the environment.

**Policy RPC-7.2: Flexibility**

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Design facilities to be flexible to address changing community needs.

**Policy RPC-7.3: Maintenance**

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Design facilities to reduce maintenance, and ensure that facilities are maintained and upgraded adequately.

## Community Services

Community services policies seek to enhance the quality of community services through partnerships and information sharing with providers.

### GOAL RPC-8 COOPERATE WITH SCHOOL DISTRICTS TO SHARE FACILITIES AND MEET COMMUNITY NEEDS

#### Policy RPC-8.1: School Districts

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Partner with school districts to allow community use of their sports fields and facilities.

**Strategy RPC-8.1.1: Shared Facilities.** Maintain and enhance arrangements with schools for the use of sports fields, theaters, meeting spaces and other facilities through maintenance agreements and other partnerships.

**Strategy RPC-8.1.2: School Expansion.** Encourage schools to meet their expansion needs without reducing the size of their sports fields.

**Strategy RPC-8.1.3: School Facility Needs.** Collaborate with schools on their facility needs through sharing of development information and partnerships through major development projects.



## GOAL INF-1

Ensure that the city's infrastructure is enhanced and maintained to support existing development and growth in a fiscally responsible manner

### CITYWIDE INFRASTRUCTURE

The City seeks to coordinate its municipal services with those of other service providers in order to build and maintain infrastructure that fully serves the current and future needs of the Cupertino community.

#### **POLICY INF-1.1: INFRASTRUCTURE PLANNING**

Upgrade and enhance the City's infrastructure through the City's Capital Improvement Program (CIP) and requirements for development.

##### **STRATEGIES:**

##### **INF-1.1.1: Capital Improvement Program.**

Ensure that CIP projects reflect the goals and policies identified in Community Vision 2040.

##### **INF-1.1.2: Design Capacity.**

Ensure that public infrastructure is designed to meet planned needs and to avoid the need for future upsizing. Maintain a balance between meeting future growth needs and over-sizing of infrastructure to avoid fiscal impacts or impacts to other goals.

##### **INF-1.1.3: Coordination.**

Require coordination of construction activity between various providers, particularly in City facilities and rights-of-way, to ensure that the community is not unnecessarily inconvenienced. Require that providers maintain adequate space for all utilities when planning and constructing their infrastructure.

#### **POLICY INF-1.2: MAINTENANCE**

Ensure that existing facilities are maintained to meet the community's needs.

### **POLICY INF-1.3: COORDINATION**

Coordinate with utility and service providers to ensure that their planning and operations meet the City's service standards and future growth.

### **POLICY INF-1.4: FUNDING**

Explore various strategies and opportunities to fund existing and future infrastructure needs.

#### **STRATEGIES:**

#### **INF-1.4.1: Existing Infrastructure.**

Require developers to expand or upgrade existing infrastructure to increase capacity, or pay their fair share, as appropriate.

#### **INF-1.4.2: Future Infrastructure Needs.**

For new infrastructure, require new development to pay its fair share of, or to extend or construct, improvements to accommodate growth without impacting service levels.

#### **INF-1.4.3: Economic Development.**

Prioritize funding of infrastructure to stimulate economic development and job creation in order to increase opportunities for municipal revenue.



## GOAL INF-2

Ensure that city rights-of-way are protected from incompatible uses and enhanced with sustainable features when possible

### RIGHTS-OF-WAY

The City will ensure that public, City-owned rights-of-way are protected in order to support future infrastructure needs and enhanced with sustainable features when possible, and that new infrastructure is placed underground as feasible.

#### **POLICY INF-2.1: MAINTENANCE**

Maintain the City's right-of-way and traffic operations systems.

#### **POLICY INF-2.2: MULTIMODAL SYSTEMS**

Ensure that City rights-of-way are planned for a variety of transportation alternatives including pedestrian, bicycle, automobile, as well as new technologies such as driverless cars, etc.

#### **POLICY INF-2.3: GREEN STREETS**

Explore the development of a "green streets" program to minimize stormwater runoff in City rights-of-way.

#### **POLICY INF-2.4: UNDERGROUNDING UTILITIES**

Explore undergrounding of utilities through providers, public projects, private development and agency funding programs and grants.

#### **STRATEGIES:**

**INF-2.4.1: Public and Provider Generated Projects.** Require undergrounding of all new infrastructure projects constructed by public agencies and providers. Work with providers to underground existing overhead lines.

#### **INF-2.4.2: Development.**

Require undergrounding of all utility lines in new developments and highly encourage undergrounding in remodels or redevelopment of major projects.

### **POLICY INF-2.5: RECYCLED WATER INFRASTRUCTURE**

Plan for citywide access to recycled water and encourage its use.

#### **STRATEGIES:**

##### **INF-2.5.1: Availability.**

Expand the availability of a recycled water system through public infrastructure projects and development review.

##### **INF-2.5.2: Use.**

Encourage private and public projects to incorporate the use of recycled water for landscaping and other uses.

##### **INF-2.5.3: City Facilities.**

Design and retrofit City buildings, facilities and landscaping to use recycled water, to the extent feasible.



## GOAL INF-3

Create a coordinated strategy to ensure a sustained supply of potable water through planning and conservation

### WATER

The City will seek to identify ways to improve water availability, access and quality in order to maintain the long-term health of the Cupertino water system.

#### **POLICY INF-3.1: COORDINATION WITH PROVIDERS**

Coordinate with water providers and agencies in their planning and infrastructure process to ensure that the City continues to have adequate supply for current needs and future growth.

#### **STRATEGY:**

##### **INF-3.1.1: Maintenance.**

Coordinate with providers to ensure that water and recycled water delivery systems are maintained in good condition.

#### **POLICY INF-3.2: REGIONAL COORDINATION**

Coordinate with State and regional agencies to ensure that policies and programs related to water provision and conservation meet City goals.

Note: additional water conservation policies are discussed in detail in the Environmental Resources and Sustainability Element.





## GOAL INF-4

Implement best practices in stormwater management to reduce demand on the stormwater network, reduce soil erosion, and reduce pollution into reservoirs and the Bay

### STORMWATER

The City will seek to implement best practices in stormwater management in order to reduce demand on the drainage system, and reduce sediment and pollution impacts on the Bay.

#### **POLICY INF-4.1: PLANNING AND MANAGEMENT**

Create plans and operational policies to develop and maintain an effective and efficient stormwater system.

##### **STRATEGIES:**

##### **INF-4.1.1: Management.**

Reduce the demand on storm drain capacity through implementation of programs that meet and even exceed on-site drainage requirements.

##### **INF-4.1.2: Infrastructure.**

Develop a Capital Improvement Program (CIP) for the City's storm drain infrastructure that meets the current and future needs of the community.

##### **INF-4.1.3: Maintenance.**

Ensure that City's storm drain infrastructure is appropriately maintained to reduce flood hazards through implementation of best practices.

#### **POLICY INF-4.2: FUNDING**

Develop permanent sources of funding storm water infrastructure construction and maintenance.

##### **STRATEGY:**

##### **INF-4.2.1: Ongoing Operations.**

Review other funding strategies to pay for the ongoing operations and maintenance of the storm drain system per State and regional requirements.

Note: additional policies that meet State and regional runoff reduction are described in the Environmental Resources and Sustainability Element.



## GOAL INF-5

Ensure that the city's wastewater system continues to meet current and future needs

### WASTEWATER

The City will ensure that there is adequate and well-maintained waste water capacity through infrastructure enhancements and policies that reduce impact on sanitary sewer system, and that pollution in reservoirs and the Bay is minimized.

#### **POLICY INF-5.1: INFRASTRUCTURE**

Ensure that the infrastructure plans for Cupertino's waste water system providers continue to meet the City's current and future needs.

#### **STRATEGIES:**

##### **INF-5.1.1: Coordination.**

Coordinate with the Cupertino Sanitary District on their Master Plan and the Sunnyvale Treatment Plant to develop a comprehensive capital improvement program to ensure adequate capacity for future development anticipated with General Plan buildout.

##### **INF-5.1.2: Development.**

Require developers to pay their fair share of costs for, or in some cases construct, infrastructure upgrades to ensure that service levels are met.

#### **POLICY INF-5.2: DEMAND**

Look for ways to reduce demand on the City's wastewater system through implementation of water conservation measures.



## GOAL INF-6

Encourage innovative technologies and communications systems that provide excellent services to businesses and residents

### TELECOMMUNICATIONS

The City will promote expansion of a citywide telecommunications system that provides excellent services to businesses and residents, and encourages innovative technologies for the future.

#### **POLICY INF-6.1: TELECOMMUNICATIONS MASTER PLAN**

Maintain and update a Telecommunications Master Plan with regulations and guidelines for wireless and emerging technologies.

#### **POLICY INF-6.2: COORDINATION**

Coordinate with providers to improve access and delivery of services to businesses and homes.

#### **STRATEGIES:**

##### **INF-6.2.1: Facility Upgrades.**

When possible, require service providers to upgrade existing facilities as part of permit or lease renewals. Encourage use of newer technologies that allow the facility components to be reduced in size or improve screening or camouflaging.

##### **INF-6.2.2: Improved Access.**

Work with providers to expand service to areas that are not served by telecommunications technologies.

**INF-6.2.3: City Facilities.**

Encourage leasing of City sites to expand access to telecommunications services. Develop standards for the incorporation of telecommunications systems and public use.

**INF-6.2.4: Agency and Private Facilities.**

Encourage the installation of communications infrastructure in facilities owned by other public agencies and private development.

**INF-6.2.5: Communications Infrastructure.**

Support the extension and access to telecommunications infrastructure such as fiber optic cables.

**POLICY INF-6.3: EMERGING TECHNOLOGIES**

Encourage new and innovative technologies and partner with providers to provide the community with access to these services.

**STRATEGY:****INF-6.3.1: Strategic Technology Plan.**

Create and update a Strategic Technology Plan for the City to improve service efficiency.



## GOAL INF-7

Ensure that the city meets and exceeds regulatory waste diversion goals by working with providers, businesses and residents

### SOLID WASTE

The City seeks to reduce solid waste and demands on landfills, reduce the release of toxins in the air (including greenhouse gas emissions) and improve community health.

#### **POLICY INF-7.1: PROVIDERS**

Coordinate with solid waste system providers to utilize the latest technology and best practices to encourage waste reduction and meet, and even, exceed State targets.

#### **POLICY INF-7.2: FACILITIES**

Ensure that public and private developments build new and on-site facilities and/or retrofit existing on-site facilities to meet the City's waste diversion requirements.

#### **POLICY INF-7.3: OPERATIONS**

Encourage public agencies and private property owners to design their operations to exceed regulatory waste diversion requirements.

#### **STRATEGY:**

##### **INF-7.3.1: City Facilities and Events.**

Design new City facilities and retrofit existing facilities and event venues with recycling and trash collection bins to facilitate easy disposal of recyclable and compostable waste by staff and the public.

#### **POLICY INF-7.4: PRODUCT STEWARDSHIP**

Per the City's Extended Producer Responsibility (EPR) policy, support statewide and regional EPR initiatives and legislation to reduce waste and toxins in products, processes and packaging.



## GOAL INF-8

Develop and enhance programs that reduce, reuse and recycle waste

### REDUCE, REUSE AND RECYCLE

The City seeks to find additional ways to promote reductions in waste generation and increases in reuse and recycling.

#### **POLICY INF-8.1: REDUCING WASTE**

Meet or exceed Federal, State and regional requirements for solid waste diversion through implementation of programs.

#### **STRATEGIES:**

##### **INF-8.1.1: Outreach.**

Conduct and enhance programs that promote waste reduction through partnerships with schools, institutions, businesses and homes.

##### **INF-8.1.2: Hazardous Waste.**

Work with providers and businesses to provide convenient hazardous and e-waste facilities for the community.

##### **INF-8.1.3: Preferential Purchasing.**

Maintain and update a City preferential purchasing policy to products that reduce packaging waste, greenhouse gas emissions, toxic contaminants and are reusable.

##### **INF-8.1.4: Reuse.**

Encourage reuse of materials and reusable products. Develop a program for reuse of materials and reusable products in City facilities and outreach programs for community-wide participation by promoting community-wide garage sales and online venues.

##### **INF-8.1.5: Collaboration.**

Collaborate with agencies and large businesses or projects to enhance opportunities for community-wide recycling, reuse and reduction programs.

**INF-8.1.6: Construction Waste.**

Encourage recycling and reuse of building materials during demolition and construction of City, agency and private projects.

**INF-8.1.7: Recycled Materials.**

Encourage the use of recycled materials and sustainably harvested materials in City, agency and private projects.