

Cupertino Housing Survey For Cupertino Residents

Draft Webpage Introduction/Explanation

The 2014 General Plan Amendments related to development at seven study areas, priority housing sites and text amendments to policies and strategies were presented to the City Council in December 2014, after an 18-month public engagement process. The City Council adopted amendments related to the Housing Element, amendments related to development at the Vallco Shopping District Special Area and other updates to General Plan policies and strategies. The Council further directed staff to conduct additional public outreach on a proposed Community Benefits Program policy, before considering additional development potential at the remaining six study areas.

As part of the outreach development of a Community Benefits policy, which included meeting with residents and property owners, an online survey was conducted in early 2015. In May 2015, based on public input, and policy and legal advice, the City Council acted by making no changes to the development potential at the remaining study sites and adopting a resolution establishing general plan amendment authorization procedures. The resolution establishes a process by which applicants may propose projects that require general plan amendments, and any voluntary community amenities, prior to the Council authorizing staff to conduct any environmental or other review on the proposed project.

The current survey, based on the 2015 survey, is being made available to the public to understand current views regarding development potential identified in the City's General Plan and community benefits.

City Data And Important Information

- Number of residents in Cupertino, 2019

- Number of residential housing units in Cupertino, 2019

- Owner occupied

- Apartments

- Jobs to housing ratio, 2019

- Current park space and open space in Cupertino, 2019, acres

- Important Documents

- General Plan

- Heart Of The City

- Municipal Code

Cupertino's current BMR (Below Market Rate Housing) requirement is for all developments with 6 or more units, 15% must be BRM.

Survey Questions

Part 1 – Housing Density, Below Market Rate Units, Mixed Use

Q 1. Which of the following best describes you? (select all that apply)

- a. I am a resident of Cupertino
- b. I work/study in Cupertino
- c. I own a business in Cupertino
- d. I own property in Cupertino
- e. I am/represent a developer
- f. Other

Q2. How did you first hear about the General Plan Amendment project? (select one)

- a. Postcard in the mail
- b. Project newsletter
- c. Email from the City of Cupertino
- d. Newspaper article
- e. From a neighbor/friend
- f. Other

Q3. Referring to the pictures below, and realizing that economic pressures are pushing for higher density, what is your preferred density of housing?



a. 20 units per acre



b. 25 units per acre



c. 35 units per acre

Q4. If the BMR percentage was increased to 20% and/or the BMR level was to be Very Low and Extremely Low, what density would you be willing to accept?



a. 20 units per acre

b. 25 units per acre

c. 35 units per acre

Q5. If retail space were to be included so that it is a Mixed Use development what level of Mixed Use do you support?



a. 50% Retail, 50% Housing b. 10% Retail, 90% Housing, Mo Den c. 10% Retail, 90% Housing, HighDensity

Q6. What density of housing do you support for the BRM units?

- a. 0% - 0/20 units per apartment complex
- b. 10% - 3/30 units per apartment complex
- c. 20% - 8/40 units per apartment complex
- d. 30% - 15/50 units per apartment complex

Q7. The Cupertino General Plan recommends adding 3 acres of Park and Open Space for each additional 1000 residents. Do you

- a. support maintaining this requirement
- b. support relaxing it to 1 acre per 1000 residents
- c. support removing it for projects that have a park within ½ mile

Q8. Which of the topics is most important to you?

- a. Below Market Rate Housing
- b. Traffic
- c. School impacts
- d. Density
- e. Mixed Use
- f. Park Space and Open Space

Q9. Should developers have the option of paying an in-lieu fee in place of supplying BMR units?

- a. Yes
- b. No
- c. I don't understand the question
- d. I prefer not to answer the question

Q10. Are you concerned that projects adding office space will be putting more demand on our housing supply, increasing rents and adding competition for the available housing?

- e. Yes
- f. No
- g. I don't understand the question
- h. I prefer not to answer the question

Part 2 - Building Heights within Nodes and Gateways

Q11. In general, are there areas in Cupertino where increased heights would be acceptable?

- a. Near freeways
- b. Appropriately setback from single family neighborhoods
- c. Near office parks
- d. Near public transportation
- e. All of the above
- f. None of the above
- g. I don't understand the question
- h. Other

SC + DeAnza

Q12. Which height(s) do you feel are most appropriate for the ~~Stelling~~ Gateway? (select one)

- a. Option A: up to 45 feet (3-4 stories)
- b. Option B: up to 60 feet (4-5 stories)
- c. None of the above
- d. I don't understand the question
- e. Other

Stelling Gateway — OPTION A



10950 N. Stelling Road, 45 feet
15 foot setback with a 1:1 building plane



Example Residential Mixed-Use, Approx. 45 feet

Stelling Gateway — OPTION B



Q13. Which height(s) do you feel are most appropriate for the North De Anza Gateway? (select one)

- a. Option A: up to 45 feet (3-5 stories)
- b. Option B: up to 95 feet (6-7 stories)
- c. Option C: up to 145 feet (10-11 stories)
- d. None of the above
- e. I don't understand the question
- f. Other

North De Anza Gateway — OPTION A



11083 N. De Anza Blvd., 45 feet
35 foot setback with a 1:1 building plane



Aloft Hotel, 45 feet

North De Anza Gateway — OPTION B



11083 N. De Anza Blvd., 95 feet
35 foot setback with a 1:1 building plane



Example Mixed-Use, Approx. 95 feet

North De Anza Gateway — OPTION C



11083 N. De Anza Blvd., 145 feet
35 foot setback with a 1:1 building plane



Example Hotel, Approx. 145 feet

Q14. Which height(s) do you feel are most appropriate for the North De Anza Special Area? (select one)

- a. Option A: up to 45 feet (3-4 stories)
- b. Option B: up to 60 feet (4-5 stories)
- c. Option C: up to 75 feet (5 stories)
- d. None of the above
- e. I don't understand the question
- f. Other

North De Anza Special Area — OPTION A



10495 N. De Anza Blvd., 45 feet
35 foot setback with a 1:1 building plane



Example Office, 43 feet

North De Anza Special Area — OPTION B



10495 N. De Anza Blvd., 60 feet
35 foot setback with a 1:1 building plane



Apple Campus 1, 60 feet

North De Anza Special Area — OPTION C



10495 N. De Anza Blvd., 75 feet
35 foot setback with a 1:1 building plane



Seagate, 69 feet

Q15. Which height(s) do you feel are most appropriate for the North Vallco Gateway? (select one)

- a. Option A: up to 60 feet (4-5 stories)
- b. Option B: up to 95 feet (6-7 stories)
- c. Option C: up to 130 feet (8-9 stories)
- d. None of the above
- e. I don't understand the question
- f. Other

North Vallco Gateway — OPTION A

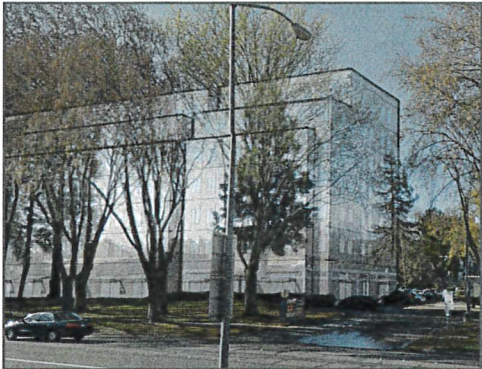


11040 N. Wolfe Road, 60 feet
55 foot setback with a 1:1 building plane

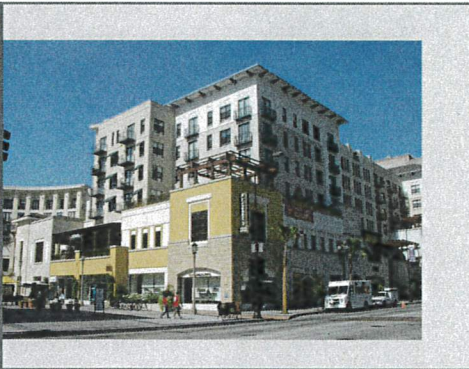


Hilton Garden Inn, 60 feet

North Vallco Gateway — OPTION B

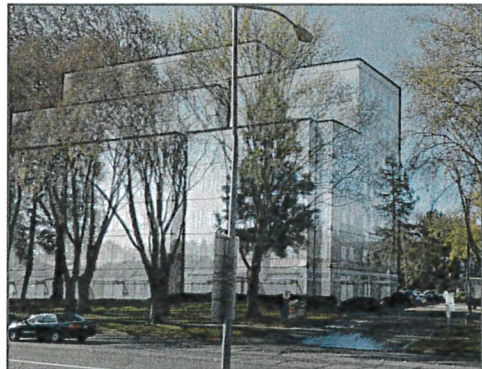


11040 N. Wolfe Road, 95 feet
55 foot setback with a 1:1 building plane



Example Mixed-Use, Approx. 95 feet

North Vallco Gateway — OPTION C



11040 N. Wolfe Road, 130 feet
55 foot setback with a 1:1 building plane

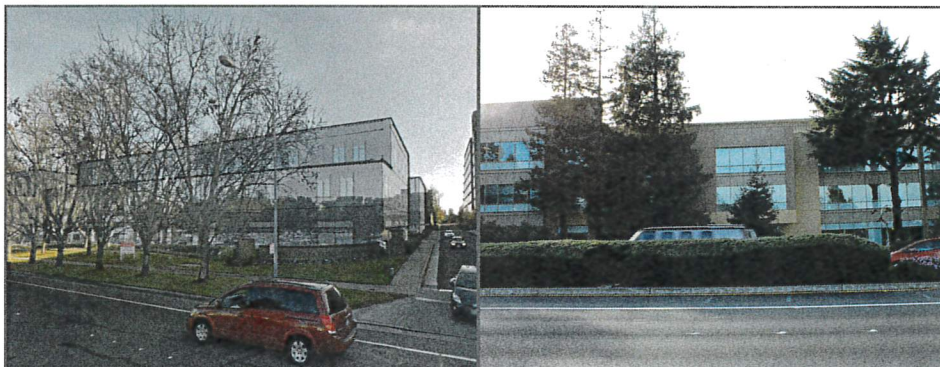


Example Hotel, 120 feet

Q16. Which height(s) do you feel are most appropriate for the City Center Node? (select one)

- a. Option A: up to 45 (3-4 stories)
- b. Option B: up to 90 feet (6-7 stories)
- c. Option C: up to 110 feet (9-10 stories)
- d. None of the above
- e. I don't the question
- f. Other

City Center Node — OPTION A



20400 Stevens Creek Blvd., 45 feet
50 foot setback with a 1:1 building plane

Example Office, 43 feet

City Center Node — OPTION B



20400 Stevens Creek Blvd., 90 feet
50 foot setback with a 1:1 building plane

400 Castro Street, 90 feet

City Center Node — OPTION C



20400 Stevens Creek Blvd., 110 feet
50 foot setback with a 1:1 building plane

Example Office Mixed-Use, Approx. 110 feet

Q17. Which height(s) do you feel are most appropriate for the North Crossroads Node? (select one)

- a. Option A: up to 45 feet (3-4 stories)
- b. Option B: up to 60 feet (4-5 stories)
- c. Option C: up to 75 feet (5-6 stories)
- d. None of the above
- e. Other

North Crossroads Node — OPTION A

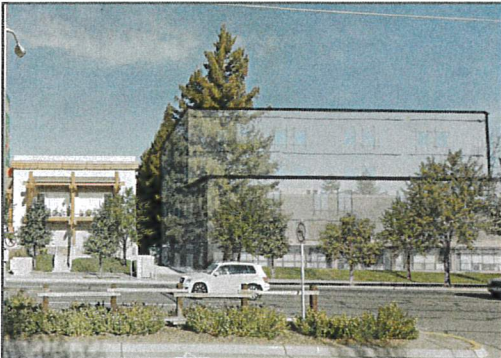


20873 Stevens Creek Blvd., 45 feet
35 foot setback with a 1:1 building plane



Example Office, 43 feet

North Crossroads Node — OPTION B

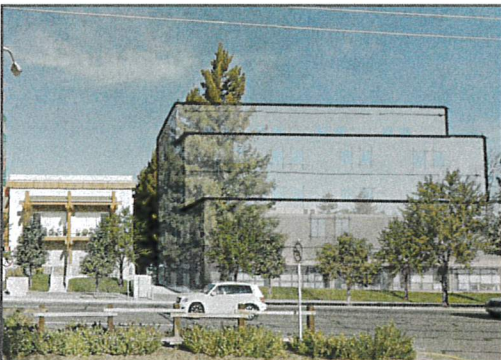


20873 Stevens Creek Blvd., 60 feet
35 foot setback with a 1:1 building plane



Main Street, 60 feet

North Crossroads Node — OPTION C



20873 Stevens Creek Blvd., 75 feet
35 foot setback with a 1:1 building plane



Seagate, 69 feet

Q18. Which height(s) do you feel are most appropriate for the Oaks Gateway? (select one)

- a. Option A: up to 45 feet (3-4 stories)
- b. Option B: up to 60 feet (4-5 stories)
- c. Option C: up to 75 feet (5-6 stories)
- d. None of the above
- e. I don't understand the question
- f. Other

Oaks Gateway — OPTION A



21255 Stevens Creek Blvd., 45 feet
70 foot setback with a 1:1 building plane



Example Residential Mixed-Use, Approx. 45 feet

Oaks Gateway — OPTION B



21255 Stevens Creek Blvd., 60 feet
70 foot setback with a 1:1 building plane

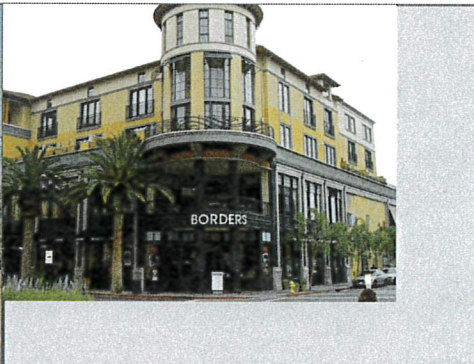


Example Residential Mixed-Use, Approx. 60 feet

Oaks Gateway — OPTION C



21255 Stevens Creek Blvd., 75 feet
70 foot setback with a 1:1 building plane



Example Residential Mixed-Use, Approx. 75 feet

Q19. Do you have any additional thoughts, ideas or comments about height limits within the Nodes and Gateways?

Q20. Which building plane do you prefer for the south side of Homestead Road, between Linnet Lane and Swallow Dr?

- a. I prefer a 1:1 building plane (similar to other areas in the City)
- b. I prefer a 1.5:1 building plane (current requirement)
- c. None of the above
- d. I don't understand the question
- e. I prefer not to answer the question

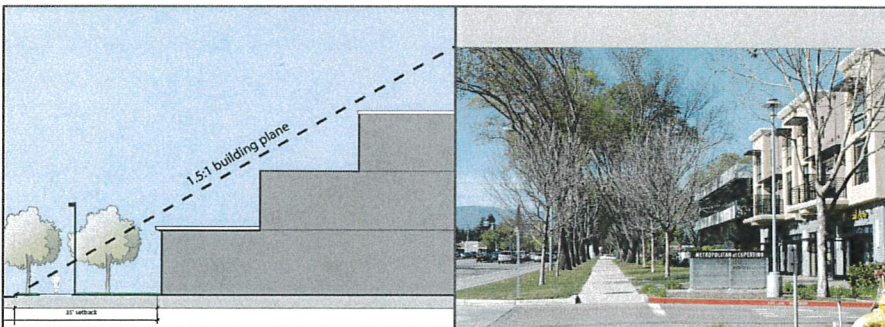
1:1 Building Plane



1:1 Building Plane Diagram

35 Foot Setback and 1:1 Building Plane Example

1.5:1 Building Plane



1.5:1 Building Plane Diagram

50 Foot Setback and 1.5:1 Building Plane Example

Q21. Which building plane do you prefer for the north side of Stevens Creek Boulevard, between Perimeter Road and Tantau Avenue?

- a. I prefer a 1:1 building plane (similar to other areas in the City)
- b. I prefer a 1.5:1 building plane (current requirement)
- c. None of the above
- d. I don't understand the question
- e. I prefer not to answer the question

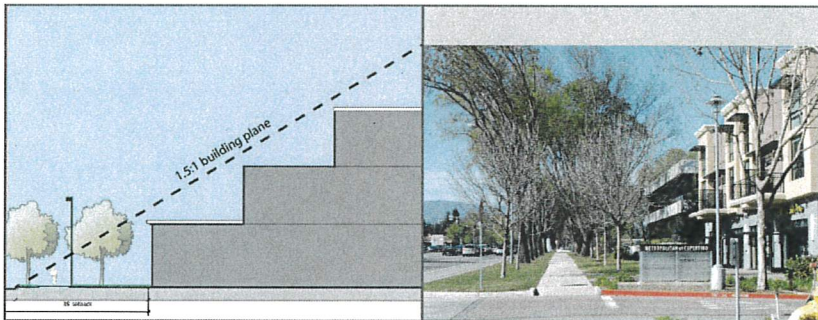
1:1 Building Plane



1:1 Building Plane Diagram

35 Foot Setback and 1:1 Building Plane Example

1.5:1 Building Plane



1.5:1 Building Plane Diagram

50 Foot Setback and 1.5:1 Building Plane Example

Q22. Do you have additional thoughts, ideas or comments about building planes along Cupertino's major streets?

Part 3 – Community Benefits For Additional Density

and or height

Q23. Do you think a Community Benefits program would be beneficial to the City and community?

- a. Yes
- b. No
- c. I don't understand the question
- d. I would prefer not to answer the question

Q24. Should the City require ground floor retail stores as a required component for any building requesting additional height under the Community Benefits Program?

- a. Yes
- b. No
- c. I don't understand the question
- d. I would prefer not to answer the question

Q25. Please rank the following categories of community benefits in order of preference.

- 1. Community services (e.g. teen center, library branch, etc.)
- 2. Transportation enhancements (e.g. sidewalks, bike lanes, trails, etc.)
- 3. Park/Recreation (e.g. acquisition, programming, enhancements, etc.)
- 4. In-lieu fee to City (e.g. contribution towards school improvements or affordable housing etc.)

Q26. Which parks and recreation amenities are the most needed in Cupertino and can be included in a community benefit program?

- a. Regional Parks and trails
- b. Neighborhood parks
- c. Organized sports courts/facilities
- d. Pocket parks/tot lots
- e. All of the above
- f. None of the above
- g. I don't understand the question
- h. I prefer not to answer the question

Q27. Which transportation amenities are the most needed in Cupertino and can be included in a community benefit program?

- a. A new community bus shuttle
- b. Better citywide traffic management
- c. More bike lanes
- d. More parking near stores
- e. Better sidewalks and crosswalks
- f. Trails
- g. All of the above
- h. None of the above
- i. I don't understand the question
- j. I prefer not to answer the question

Q28. Which community services are the most needed in Cupertino and can be included in a community benefit program?

- a. Public art center/Museums
- b. Recreation Center
- c. Library Branch
- d. Teen Center
- e. Senior Center
- f. All of the above
- g. None of the above
- h. I don't understand the question
- i. I prefer not to answer the question

Q29. Which of the following options could be included in a project as part of a community benefits program?

- a. Land set aside for uses such as a park or other public facility
- b. Providing building space in a project for a public facility such as space for a City program, school program, etc.
- c. All of the above
- d. None of the above
- e. I don't understand the question
- f. I prefer not to answer the question
- g. Other

Q30. Should developers have the option of paying an in-lieu fee for community Benefits?

- a. Yes
- b. No
- c. I don't understand the question
- d. I prefer not to answer the question

Q31. Do you have any additional thoughts, ideas or comments about the potential Community Benefits Program?
