

MONTA VISTA DESIGN GUIDELINES

Monta Vista Design Guidelines

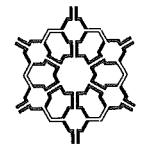
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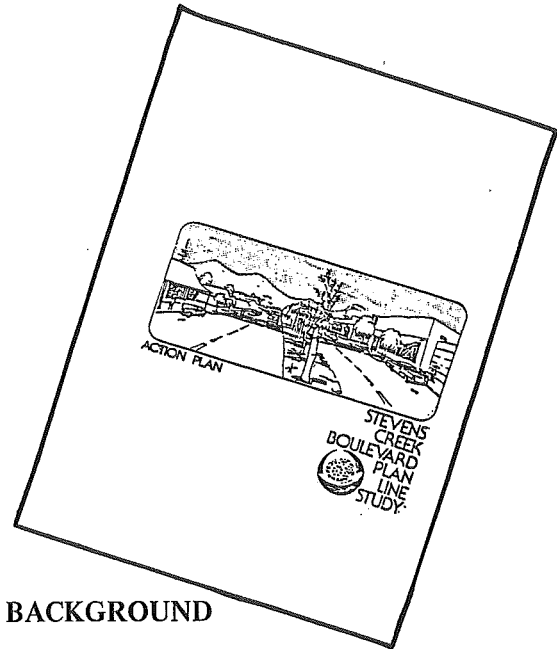


Monta Vista Design Guidelines

1. Description

The Monta Vista Design Guidelines refine and implement the policies of the Cupertino General Plan and the Stevens Creek Boulevard Plan Line (Monta Vista Specific Plan) by outlining building design details, landscaping treatment, signage and public improvement details for the Monta Vista Commercial Area. The guidelines describe in outline format the responsibility of property owners and applicants presenting new development proposals, redevelopment proposals (including change of sign face), and public improvement activity.

The applicant's architect, designer, or sign professional is expected to address in written or graphic form all of the applicable points outlined below in conjunction with an application submittal. The section on implementation outlines activities which will trigger improvement requirements, or conformance with the standards. In some cases, changes in land use activity may trigger one or more of the other improvements related to landscaping, public improvements, signage improvements, etc.



BACKGROUND

Monta Vista Specific Plan (Stevens Creek Boulevard Plan Line - Action Plan) Adopted February 21, 1978

Development Activity and Sign Change Requests

City Investments in Public Improvements

- Water Lines
- Railroad Crossing/Landscaping
- Rehabilitation of Residential Structures

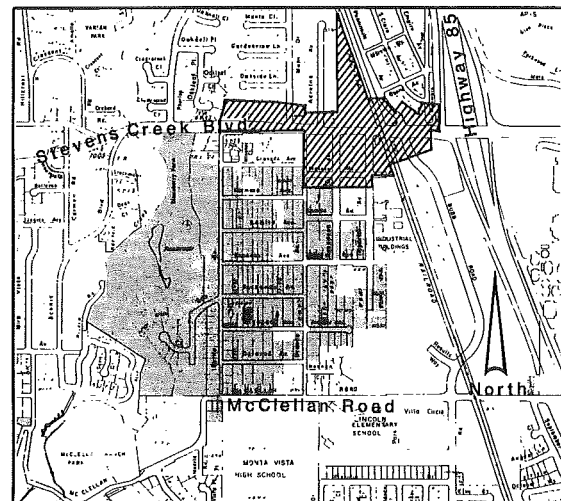
2. Location


Monta Vista Commercial Area
"Downtown Monta Vista"

- North and South sides of Stevens Creek Boulevard from the Southern Pacific Railroad right-of-way to Byrne Avenue (West edge of the Monta Vista Hardware Center) and;
- From Stevens Creek Boulevard South to Granada Avenue and for Orange Avenue to the Southern Pacific Railroad right-of-way

Area East of Southern Pacific Railroad right-of-way (SPRR)

- North and south side of Stevens Creek Boulevard from the SPRR to Highway 85



 MONTA VISTA COMMERCIAL AREA

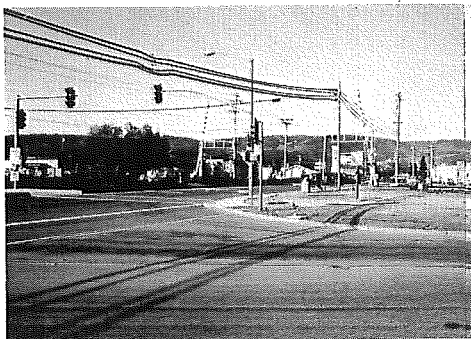
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3. Objectives

- DESIGN CONTINUITY
- AESTHETICS
- FUNCTION AND SAFETY
- ENHANCE AS A NEIGHBORHOOD SHOPPING DISTRICT
- EMPHASIZE PEDESTRIAN ORIENTATION
- ENCOURAGE "VILLAGE" ATMOSPHERE
- CREATE A VISUALLY DISTINCTIVE AND UNIFYING THEME
- EMPHASIZE HIGHLY DEFINED BOUNDARIES
- RECTIFY SITE, LANDSCAPING AND STREET DEFICIENCIES

4. Problem Statement

- INCONSISTENT DESIGN TREATMENT
- MONOTONY OF MATERIALS
- LACK OF LANDSCAPING
- ABANDONED BUILDINGS/BLIGHT
- SUBSTANDARD LOT SIZE
- INADEQUATE PUBLIC FACILITIES
- LACK OF PUBLIC IMPROVEMENTS
- EXCESSIVE AND INAPPROPRIATE SIGNAGE (1)
- LACK OF PRIVATE INVESTMENT (2)
- OVERHEAD UTILITY LINES (3)



KEY:

