

Revised Guiding Principles 4/12/18

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. (Chapter 3 Land Use, Cupertino General Plan 2014-2020)

- Provide a vibrant retail environment that combines goods and entertainment for all ages
- Utilize innovative transportation solutions that:
 - Eliminate or reduce potential traffic impacts
 - Provide mobility choices and walkability, bikeability
 - Consider the future of mobility
- Provide parks, greens and plazas
- Include features that could benefit schools
- Provide housing choices for people of all incomes and abilities who live or work in Cupertino
- Provide robust public and cultural amenities – theaters, art facilities, civic buildings, skating rink, bowling