

## February 6, 2018 Group Interviews

### Issues, Comments, Concerns:

#### Retail

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

## Housing

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

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

### **Office**

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

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

### **Schools**

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

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

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

### **Transportation/Traffic**

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

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

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

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

### **Development/Financing**

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

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

### **Politics/Context**

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

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

### **Parks/Open Space**

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

### **Programming**

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

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

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

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

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

### **Process**

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

### **Community Involvement**

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

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

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

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

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

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

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

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

### **What did you DISLIKE about the Sandhill "Hills of Valco" plan?**

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

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