

NOTES FROM POST-ITS SUBMITTED AT STATIONS AND ON HANDOUTS – Updated 4/6/18

1/2 Design/Vision Comments

- 1 forward looking vision should be an inclusive and diverse community
- 1.2 Cupertino already has character
- 1.2 Vallco lasted about 35 years the new Vallco will not last 100 years. Get real.
- 1.3 There needs to be more arts and culture center that will establish it as the center of Cupertino
- 1.3 Vallco is not a history site
- 1.3 when we said history we met the agricultural history of that area. The WWII memories of the Valley of Hearts Delight!
- 2.1 disagree. Need retail! City Hall stays where City Hall is now
- 2.2 ensure center of area is for bikes and pedestrians only for walkability
- 2.2 isolate parking spaces from the center. This made Main Street unattractive
- 2.2 make sure that Vallco project reinforces general accessibility, accessible pathways for people of all abilities
- 2.3 Disagree
- 2.4 preserve/enhance/include the large trees throughout design
- Depends on what the iconic landmark looks like
- Destination retail experiences– shopping, dining, recreating
- Existing conditions should look at County and regional context, not only broader city context
- Follow the general play (by law)
- Function over bravado
- Functionality and futility is more important than having iconic appearance, but it should still be nice.
- Heart and soul a bit too vague. Civic center that fills some of that. Main Street was also sold as a downtown. I agree that it should be certified at the highest level of sustainability
- How about a maker center?
- Keep cars out of center – no parking in center of site and no roads
- Less deference to the past to make sure we do the best for the future
- More nature and natural areas
- Move City Hall!
- No “in lieu” fees for housing or open space!
- Only biking and walking on surface. All cars out of sight in garage
- Open/green space needs to be specified- no “in lieu fees”
- People want retail such as Great Mall
- Please don't make the buildings all steel and glass like 19800, they all look to drown in industrial a couple of architectural design
- Protect trees and plants more
- Public art is good but very subjective. City needs to vote on which to accept

- Public art is important but should be made by Cupertino artists
- Seemed like the Hills project checks all of these boxes yet percentage of citizens didn't like it
- The neighborhood will have more heart and soul is a lot of people can call it home
- The words “iconic” and “wow factor” often translate to glass. Use “bird safe” and “integrate nature” instead.
- Vallco shopping district is supposed to be a shopping district
- Vallco is already historical. It was built in the 1970s. How are you going to know what people want 60 years from now?
- Walkability means not having large on-site ground level parking and roads crisscrossing the site (Main Street)
- We didn't vote on public art as a guiding principle it's important but not a core item. I vote “strongly disagree”
- We have heard this on all major projects proposed in the past and it is a sell job
- We need civic gathering places
- We need more support of art in Cupertino but art that fits within the community and not to avant-garde

1/2 Design/Vision New Ideas

- Add: Cupertino thrives and is important to regional vitality (builds revenue, provides service points like transit)
- Why are leases so high and expensive? It's forcing places to close. Lower lease rate to encourage retail.
- Vallco should complement and fill in the gap missing from our Cupertino city, i.e. shopping, retail, entertainment, community center, parks, community senior center
- Build a brand new city hall and library- “Vallco” City Center
- Provide enough parking spaces
- Form-based? WTF? Function is critical because different uses have different consequences. An office of any other color is still in office.
- No luxury hotel. Need affordable hotel!
- Consider park/open space adjacent to neighborhood. Remove perimeter road.
- Guiding principles must include nature, habitat
- How about a nice public running track like this schools have because can't use school tracks when school is in session
- Walking paths that connect through Vallco not just on the site itself
- Don't try too hard at design. Might be a maintenance burden. Mike scare voter like the green roof idea.
- Nice landscaping, flowers, trees, bushes etc. Fruit trees for fruit for food pantry.
- Community garden space
- Walkability should consider weather protection from rain and sun
- Prioritize nature not just public art

3 Community Values/Overarching Comments

- 3.2 should not just be high end of businesses, more affordable housing
- 3.2 be more specific as to what areas of support can be provided for folks of different backgrounds and experiences (expand definition)
- 3.2 name more specifics: ethnicity, income, age, ability, gender/sexuality, diversity, homeowner/renter status
- Ensure a diverse group is part of the decision-making process
- Diversity/yes. We could use another “Anglo/Western” ?? market. Many of my Indian and Chinese neighbor lament the loss of Lucky’s.
- As Cupertino only met 11% of 2007-2014 RHNA goals for new ELI and VLI housing, Vallco shout big number of these rental homes
- Especially support income diversity!
- Please insert this statement from the General Plan as one guiding principle: "This new Vallco Shopping District will become a destination for shopping, dining and entertainment in the Santa Clara Valley" to replace the principle #3 Diversity.”
- Avoiding the big elephant in the room won't make it go away. Changing the name of the area from Vallco Shopping District to Vallco Special Area won't change the fact that the area is zoned as R(General Commercial) and R(Regional Shopping) today.
- How could people participate in the process if they don't know the requirements in the General Plan for this project?
- How could people provide informed comments if the current allocation and land uses are not listed?
- Diversity is certainly important in workplace and other places. Diversity in views, ethnicity, income, age etc makes us a stronger society. I am all for diversity. However, as one of the 6 Guiding Principles of designing a development project? It seems to be out of place. Perhaps, it could be included as a sub-item under "Program" maybe.
- Remember this will be for the children and future residents! Don't need to stick to current society’s needs

4 Program Comments

- 4.1 and 4.8. I would disrupt the City’s jobs : housing ratio much ore toward housing
- 4.1 current job to housing ratio is not good. Not enough housing right now
- 4.1 please disrupt the jobs : housing ratio towards much more housing
- 4.1 what the balance? There is no balance
- 4.1, 4.3, 4.8 not important, 4.4, 4.5, 4.6, 4.7 important, 4.2, 4.4, 4.9 will work itself out
- 4.1, 4.4 “does not disrupt balance in cities current jobs to housing ratio” wow this may be an accomplishment, Cupertino has not produced enough housing that is affordable to very and extremely low income residents. Cupertino only met 11% of Association of Bay Area Government’s 2007-2014 goals, producing only 38 of 341 needed homes/units.
- 4.2 all of Valco housing children will go to Sedgwick Elementary and Cupertino High School. Is this good?
- 4.2 Schools (the city and state) need to step up. This is not up to the project.
- 4.2 schools- the city/state are to provide enough school spots for kids

- 4.3 prioritize local businesses over large chains and corporations
- 4.4 highlight the need for lower affordability levels and extremely low income and very low income
- 4.4 housing is affordable if you can pay for it. If you can't pay for it then this housing is subsidized. Housing is not affordable in Cupertino. Housing is affordable in Fresno: 2,500 sf house w/3car garage on 1/2 acre lot for \$450,000 in nice neighborhood
- 4.4 reduce size of apartments to create more housing (micro apartments)
- 4.4 subsidies needed. Housing affordability doesn't exist without them. We'll city provide ground lease for \$1?
- 4.4 Will the project impact increase in rent specifically for Single people who live in Cupertino? Provide affordable housing for those struggling with yearly rent increases. Will there ever be a freeze in rent?
- 4.4 Without more ELI and VLI housing, homelessness only gets worse. Cupertino needs to help out!
- 4.6 not all public employees should be able to get housing at Vallco
- 4.6 not all public employees since number of affordable housing is limited
- 4.6 this reduces traffic too
- 4.7 include the housing needs of service workers and low-wage workers
- 4.7 Must make distinction between tech workers and lower pay grade service workers.
- 4.7 only within the constraints of agreed upon maximum number of units and we need BMR and should not have to accept thousands of the market rate unit in order to get it. Maintain quality of life– low rise, low density, low congestion low pollution, low strain on the water supply
- 4.8 what balance? Some office yes, but housing please
- 4.9 Community still wants theaters. Wish it wasn't left out of question
- 4.10 Great opportunity for a performing arts Center
- 4.10 I would delete City Hal from Vallco amenities. I am good with the rest. Civiv Center in current more central location is peachy.
- 4.10 presumes the city will buy the land, which seems infeasible
- 4.10 public and cultural amenities should be provided by the city!
- 4.10 segregate cultural amenities-theater, art facilities from civic-City Hall, etc.
- 4.10 what are the public/cultural amenities that are in high need?
- 4.11 must be accessible and affordable/no-cost activities
- 4.11 the skating rink and bowling alley should stay
- "disrupt" is unclear. Could mean change for better or worse
- Also need extremely low income units in any affordable senior housing projects. These set aside would be for people who because of their developmental disability age early, i.e in there 40s and 50s long before age 62. Many will get Alzheimer's starting early.
- Amenities are important, historical amenities are not! Build the right things for the future but you don't need vestiges like the skating rink
- Build some housing and office to keep the same ratio
- Correct to the current jobs/housing imbalance. We must do better than maintaining the current level of shortage!

- Create a senior living community that keep our seniors in Cupertino
- Create greater diversity of housing to meet a broader scope of need
- Create more housing to increase % of people living and working in Cupertino
- Design/vision is too vague. Housing portion is too vague too. Without specific number no way to vote. No new zoning to Vallco!
- Do not move City Hall
- Do not need input for non-residents of Cupertino.
- Don't let only our neighbors build offices
- Don't sacrifice a great design for old-school measures of balance
- Don't think it's feasible to accommodate all income levels in this small city. Cupertino is not economically diverse. Housing should be focused on people who already live/work/study here, particularly boomers who want to downsize so we can get families with kids into family homes.
- Don't move City Hall
- Education is an important factor in Cupertino. Double the size of the current one for children as well as adults and seniors to enjoy.
- Great job, Opticos! Way to go
- Heart of the City on Stevens Creek Boulevard and Wolfe road need to be maintained and respected.
- Housing for all, not just cherry picked groups
- I don't think the trees are sacred. They appear to be overgrown fast growers. I remember when they were planted and grew fast.
- I feel our city can't support a lot more housing
- If it is possible to work with AMC towards having them returned, that would be ideal
- Impartiality definitely was skewed
- Improve the jobs to housing ratio
- In order for retail to work we must use it
- Include non-subsidized housing
- Is a affordable housing for rent or purchase? Will they stay in affordable category for ever-can they be sold at market rate in the future?
- It sounds great to have a variety of uses but is it actually feasible to have a space that can host a large wedding with retail, housing, entertainment, civic uses, etc.? Maybe if they are in separate buildings it'll be possible but not sure
- Jobs to housing must be balanced. It's not an option
- Jobs to housing ratio should change because we need more housing as opposed to more jobs
- Keep City Hall where it is!
- Keep the Vallco as the shopping center, not office or housing. Maintain existing amenities (skating rink, trees, bowling)
- Keep Vallco as retail center for Cupertino
- Large gym with easy parking

- Live and work in Cupertino is a false topic. Life changes, no one can say for sure he/she will work in Cupertino forever. People move when job requires it.
- Majority of development should retail/entertainment
- Majority should be retail, entertainment
- Need extremely affordable units set for people with developmental disabilities.
- Need to include comments from non-Cupertino residents. Project impacts the region, not just Cupertino residents.
- Need to make sure four range affordable
- Need to make sure movie theaters are reestablished at Vallco as they are an important part of community family entertainment.
- Need to make sure trees along perimeter Rd., Wolfe and Stevens Creek Boulevard remain.
- No office! Office puts pressure on housing we do not have
- No office. Office overbuild is root of high house prices and traffic
- People live in Cupertino and may work in the city and outside the city at different times. No one has a job for life anymore
- Performing arts Center will draw folks from outside to Cupertino restaurants
- Please clarify if affordable is below market rate. \$880k is BMR in Cupertino yet not affordable.
- Please include bird friendly/safe building design, native gardens, enhance Saratoga Creek
- Provide good number of housing for teachers, staff of public agencies
- Public amenities should be provided by the city-theater, etc. Why is this even being mentioned?
- Retail so that we don't have to drive to other cities. Reduce greenhouse emissions
- Retail that serves area residents not just those who live in or work near the site
- Retail to capture in lost sales tax to other cities
- Retail. 16 miles to great mall. Sick of driving my tax dollars to Milpitas
- Schools are under enrolled and face closures so concerned that more housing would adversely affect schools is not valid
- Should do more then just assess and monitor impacts on schools, traffic and infrastructure
- The current traffic situation is already too bad for current residents. No more houses should be built anymore.
- theater, for community events such as a wedding, cultural shows
- There is enough retail in this service area. Vallco should not be retail only. We desperately need more housing and the council already designated Vallco as a housing site
- This process is grossly biased for housing
- Unable to vote- need to eliminate out of town comments. Waste of time.
- Valco area schools are full

- Vallco loses “priority housing site” on 5/31/18. After 5/31/18, Vallco housing is in addition to RHNA allocations!
- Vallco needs adequate parking
- Voting and not accurate– not able to vote on various topics
- We are ready to have a City Hall
- We enjoy going to Stanford Shopping Center and avoid Valley Fair. Would not like area to be dominated by offices but mixed.
- We have a serious housing shortage. We need to disrupt the traditionally calculated jobs to housing ratio
- We have too much office now. That is our ratio problem now. Do not add office
- We heard how much retail, hotel and office has been added to the city and the county but we didn’t hear how much housing has been added. I think we’ll see a pattern of adding more office, retail, hotel but adding very little housing.
- We need lots of housing for all income levels
- We need office space to make development economically viable
- Went 91% of workers are from outside of Cupertino, how many are Apple employees? Do we do all the work which in the end is for Apple?
- What is current jobs : housing ratio?
- When 20% of people live and work in Cupertino, how many of them are Apple employees who rent in Cupertino? The statistics can be skewed easily. If yes, then it is lottery instead of housing.
- Why only one question tied to retail in program category?
- The General Plan allocation for retail space is a minimum of 600,000 square feet and up to 1,200,000 square feet.
- The NOP attempts to misinform people by only mentioning the minimum for retail allocation, while using the maximum limits for office and residential allocation. This feels manipulative.

4 Program New Ideas

- Maker studio
- Improve job/housing ratio
- Places to sit. Tables
- Please provide parkland and restore Saratoga Creek
- Sound proof rooms for people to practice musical instruments, for those of us who live in apartments
- Studio spaces for artists and it has to be affordable. Artists don't have a lot of money.
- Very small affordable apartments, low cost, ultra high density. Thousands of them for millennials
- Need more than 50% retail as a shopping district
- We need shopping, retail, coffee, restaurants similar to Los Altos and the Santana Row
- No million dollar houses. One bedroom apartments should be less then \$2000 dollars a month, even less than \$1500 dollars a month and even less than \$1000 dollars a month

- Program must include “preserve and integrate nature”
- Please give back 100% of our shopping malls, not just a few stores
- Safe security guards
- Outdoor lighting so it safe
- Limit office space and don't make it just a plain building. If it has office space make the building unique
- Cupertino already has disproportionate number of housing and office building units. Cupertino residents needs shopping, retail, entertainment, parks
- Since the weather is mostly nice, I want to see European style outside seating at restaurants, beer garden?
- Costco
- No 300 foot studios or even smaller. No tiny apartments!
- No \$5,000/mo 1,756 SF apartments with one bedroom!
- Yearly Octoberfest?
- How about a fitness-parkour?
- I want to movie theater back!
- Nice bocce courts- not crude concrete ones
- How about a snowboard facility? They have them outside in England for summer use.
- Lunar new year of event
- Green, sustainable buildings, water, solar, LEED
- Basketball court
- No City Hall- will look like collusion
- Should include restaurant
- Place to roller skate and have roller skate hockey
- Swimming pool
- Final plan should go to voters
- Treat people equally to gain reputation
- Have a lots of trees, flowers, bushes, nice landscaping
- What about the skateboard park? A BMX bike park?
- Retail, restaurant, AMC
- Need adequate parking!
- No offices
- Playgrounds or older kids-not just toddlers
- How about accessing Measure A funds and including supportive housing for homeless!
- There should be very low income housing. Affordable may not be low enough for very low income people. Needs BMR and the rents need to be less than \$1000 dollars for a one bedroom

5 Mobility/Circulation Comments

- 5 all these items should really be heavily put on the city with the developer as the stakeholder. This city is The one that has the power to plan for the city and region

- Cupertino high school has overflow, cannot afford houses around there, cannot accept more students
- 5.1 eliminating versus reducing traffic are somewhat mutually exclusive. Think we want to keep traffic flowing, don't think it's feasible to eliminate traffic
- 5.1 reduce potential traffic impacts. Provide safe closed path passage along/across Wolfe for pedestrians and cyclists
- 5.1 How is this realistic?
- 5.3 consider the future of mobility. Be specific! "Consider" is not an observable action or outcome.
- 5.3 Bring bike share as an option
- Shuttles around the city to connect to the transportation hub at the edge of Vallco
- Conform to the individuals with disabilities. More elevators, keeps space open and uncluttered
- Provide adequate parking to not impact surrounding areas
- Would be nice to have a local shuttling so seniors can get around a revived Vallco without having to move
- No residential or office buildings that will compete with rush hour traffic adding traffic nightmare to existing traffic jam
- Prioritized accessibility, affordability of transportation
- Civic involvement. Who are valid stakeholders? This process doesn't define an doesn't ensure. A flawed process yields flawed results. Rework!
- Put strong effort in integrating and bolstering public transportation
- How does one consider mobility's future?
- Personally believe the parking is dead with self driving. Cupertino should have built VTA light rail but that sounds impossible by now. Sad.
- Vallco is an important opportunity to be a transit hub, want to combine density and destination
- I presume mobility includes seniors and those with disabilities using bicycles and electric wheelchairs
- The future form of transportation does not matter as long as people need to physically to show up at Cupertino from traffic point of view, it may reduce the requirement for parking yet in terms of vehicle per hour no material impact what so ever
- Don't use imagination to plan. Bus and transit take years to implement
- These are city/regional problems. This city should work on the transportation plan
- Only 20% of trips are for commute. Housing near jobs doesn't reduce traffic much
- Bus/car alternative
- Citywide bus routes similar to Palo Alto
- Valco as regional transit hub. Express buses bringing people to site, connect to train, etc.
- Reserve space for rail transportation
- BART?
- Free bus system to facilitate visitors, consumers
- Traffic is terrible! Being realistic with the assumptions.

- Vallco's trees are old and shouldn't be considered irreplaceable
- We should identify those non-residents! This is Cupertino's Vallco, not other town's issues.
- The whole process is biased toward housing

5 Mobility/Circulation New Ideas

- Gondolas
- Light rail would be feasible with enough housing
- Accessibility to Vallco is the central to Cupertino area residents. Enough parking needed
- Small city-White bus route
- Large van Uber service like in Texas town
- Substantial critical mass of retail-reduced trips to other cities. One trip for multiple purposes
- 5.3 The only feasible solution to commuting is the autonomous taxi. It will happen.
- Keep the sky bridge but it improved
- Don't listen to the boomers. No open parking lots, garages with solar panels is cooler (literally).
- Follow Barcelona's example
- A bike route will not get my family to work or school (too far)
- Have overhead bridges to cross street
- 5.3 mobility futures should not be assumed to solve problems
- Free shuttle to reduce GHG yet not help our workers is useless
- Be open and integrated with surrounding neighborhoods
- The I -280 bike route is next to 200,000 vehicles per day = air pollution
- There should be a free shuttle
- Although not directly related, focus on bringing light rail down Steven's Creek Boulevard from San Jose to Foothill Boulevard

6 Implementation Comments

- 6 Why should we trust Peter Pau (Sandhill) this time when he has been a disaster with projects in Palo Alto, Sunnyvale and Cupertino? He promised Main Street would have senior housing then bailed and the city council went with it. Why/how can we trust him and the council to implement the community plan for Vallco?
- 6.1 If this is at all possible. It didn't work at Main Street w/Sandhill
- 6.1 Implementation, 6.2 please reword/rephrase this item to be more meaningful to the general public and strip the jargon
- 6.2 I don't want to change the zoning. Use general plan zoning.
- 6.3 Do not allow "in lieu fees" instead of open space and affordable housing
- Respect our current general plan
- Like form-based code- need to convince residents
- SP from this process is of questionable validity
- Vallco should not be innovation in zoning

- Be mindful of general plan
- Take final plan to voters
- No office, that's what our housing problem is already
- Be mindful general plan
- Follow the general plan. Respect zoning
- What is form-based coding? How does it change zoning? Does it increase building height?
- What is specific plan?
- The Hills Measure D used 3x as much water as all of Apple Park?
- Solar roof green roof is wasteful
- I wish the specific plan could provide more flexibility for innovative spaces. As such, I'm willing to accept relaxations on things like setbacks, heights, density, parking, etc.
- What are other tools that can be used to assure developer implements community vision (besides specific plan)?
- Bring back the green roof!
- Be careful with new zoning- if we change it for Vallco, every builder will want it.
- Must be voted on in an election
- Any big change should get approval from Cupertino residents
- Traffic management plan needs to use realistic numbers, don't just imagine
- We do not understand the impact of the new zoning
- Agree with predictable, accountable implementation
- Minimize glass surfaces
- Form-based code is great- please explain it better
- Center should be a destination. Would be nice as a senior to go sit/walk and watch people in a pleasant environment like Stanford i.e. open air, plants, indoor/outdoor dining
- Need to explain form-based code more specifically
- We do not understand form-based code!
- Cupertino already has well-vetted and agreed-upon general plan, why we need new plan or new rules? We should adhere to existing general plan.
- No new zoning is needed. General plan needs to be followed. Should not create this much more traffic by building too many housing/office units.
- Be a leader in adopting a form-based code for this project!
- Cupertino is a suburban area. People drive since it is a necessity.

6 Implementation New Ideas

- City buys the land. Make it a Central Park
- Self driving shuttles around Vallco
- Underground retail?
- There has to be end to end accountability
- Grocery Outlet at Vallco
- Walkability

- Free parking
- Dynamic pricing for parking
- FBC is inconsistent with general plan
- Flat ground level park, open space. No slow. No obstructions that prevent play uses.
- Great opportunity for a performing arts Center suitable for concerts in the theater
- Metered parking
- No tiny parking places. Make that big enough to open car door.
- General plan requires substantial retail. At least 50% should be retail.
- Phased construction to adapt to changing reality and minimize impacts
- Regionality is a value for the success of Vallco. It brings city revenue. Incorporating regional role, proximity to three cities connections to transit as part of plan.
- In general w/all questions too many buzz words without definitions. Poll will be difficult for many to understand