

Charrette One Opening Presentation

Vallco Special Area
Specific Plan

9th April 2018

Cupertino, CA



**Vallco Special Area
Specific Plan**
Envision Vallco: A Collaborative Design Process



Rules of Engagement

- Listen actively and respectfully
- Balance speaking times
- Avoid dominating the discussion
- Critique ideas, not people





Meeting Agenda

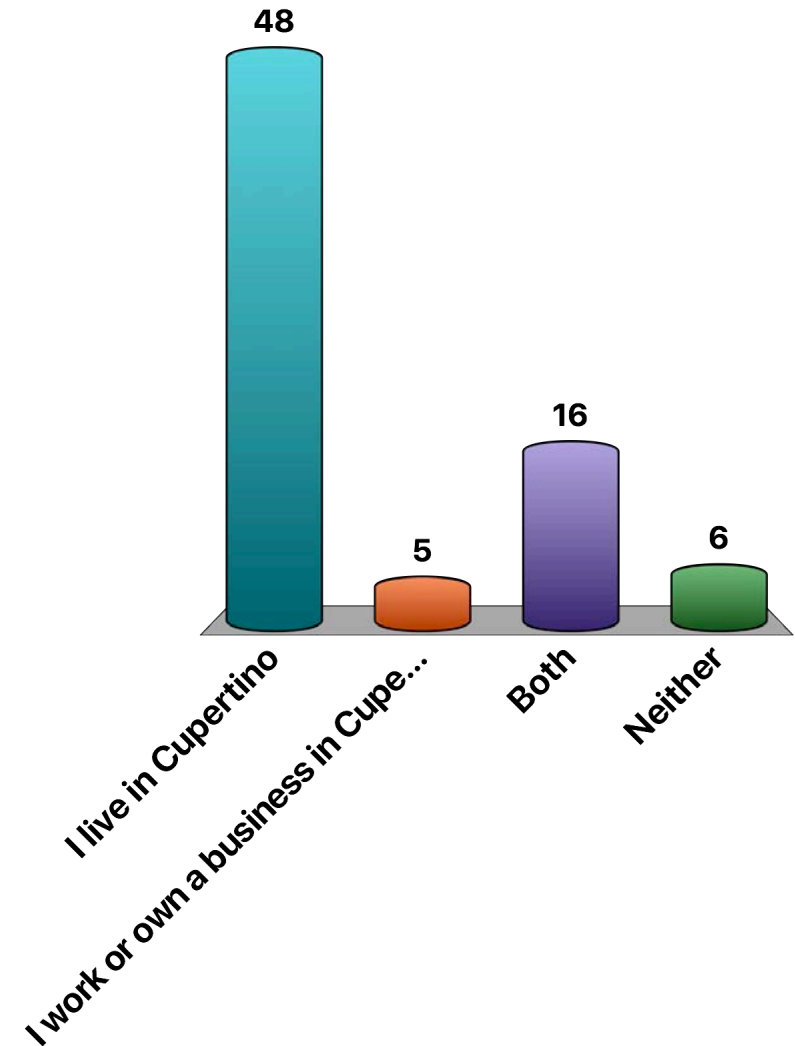
- 6:00 Welcome, Meeting Purpose, Rules of Engagement
- 6:05 Short Poll
- 6:10 The SB 35 Application and EIR Update
- 6:25 Why the Specific Plan is Still Important
- 6:15 **The Process to Date and the General Plan**
- 6:45 Brown Bag Preview: Economics and Transportation
- 7:05 The Design Charrette: What to Expect
- 7:15 Break-Out Discussions



Starting with a Short Survey

Do you live/work in Cupertino?

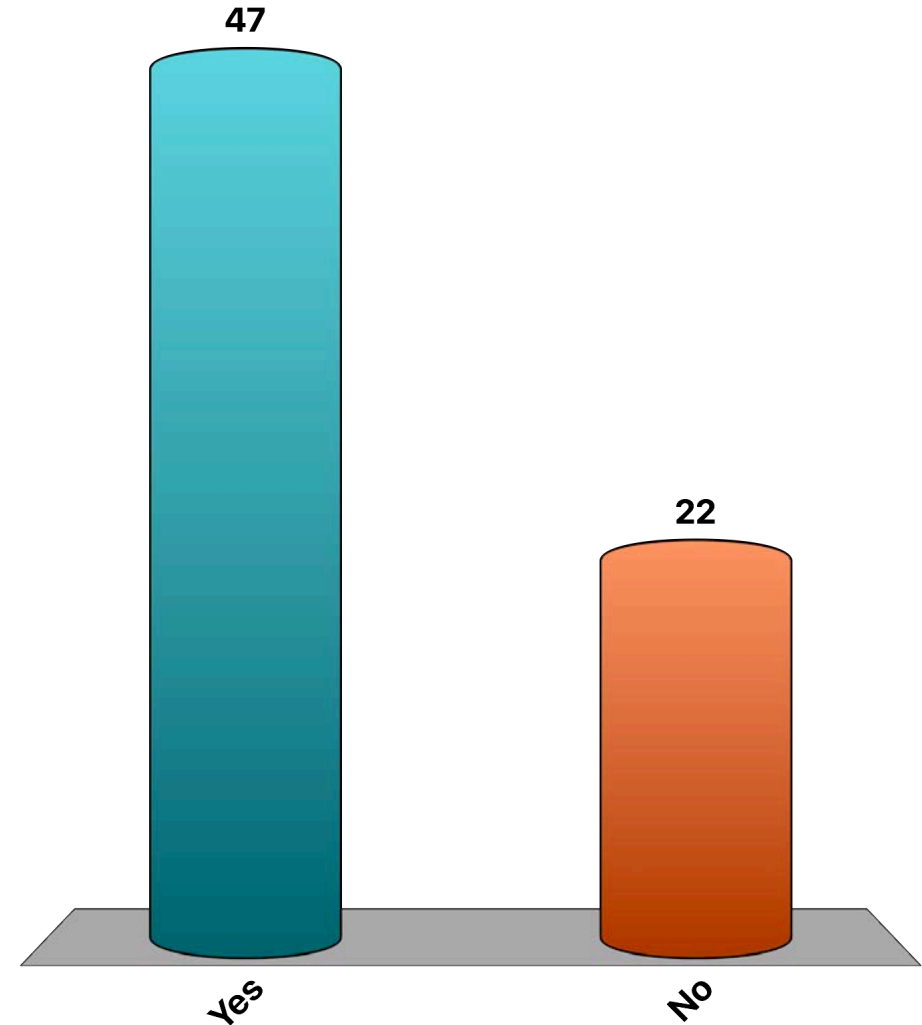
- A. I live in Cupertino
- B. I work or own a business in Cupertino
- C. Both
- D. Neither



Have you attended a previous session on this specific plan process?

A. Yes

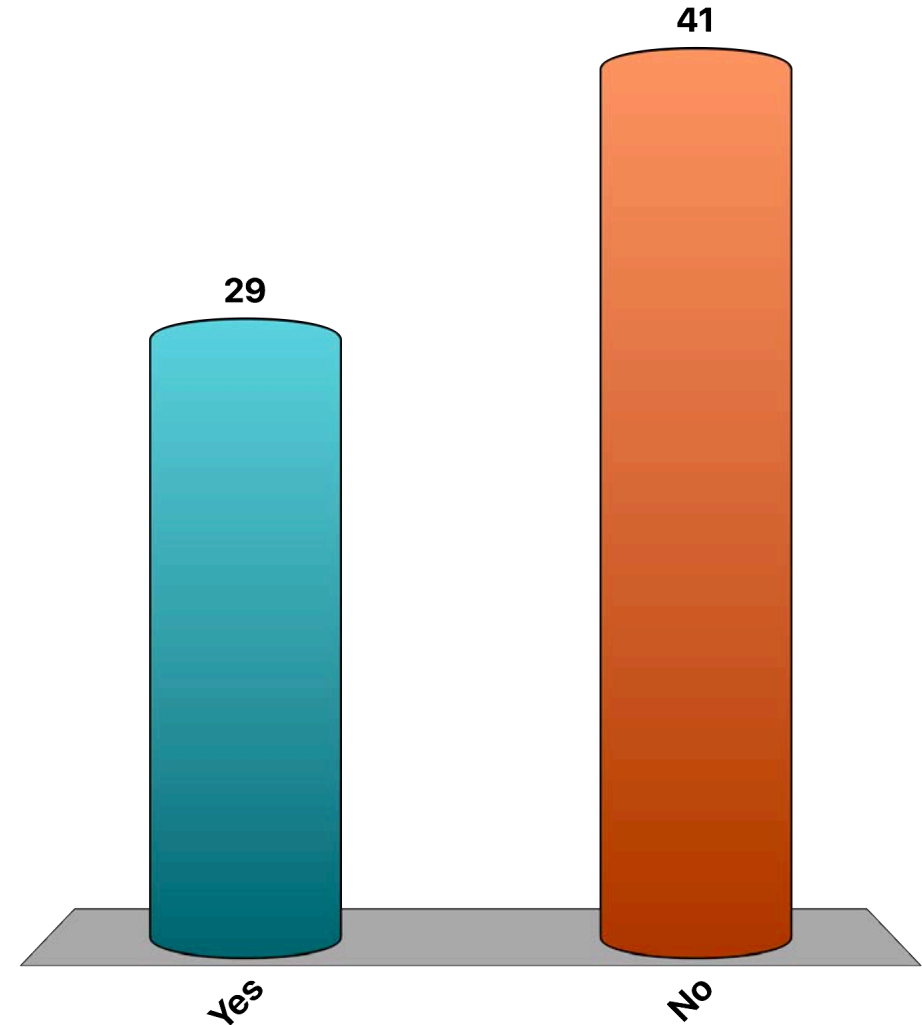
B. No



Have you participated in an online survey or commented online?

A. Yes

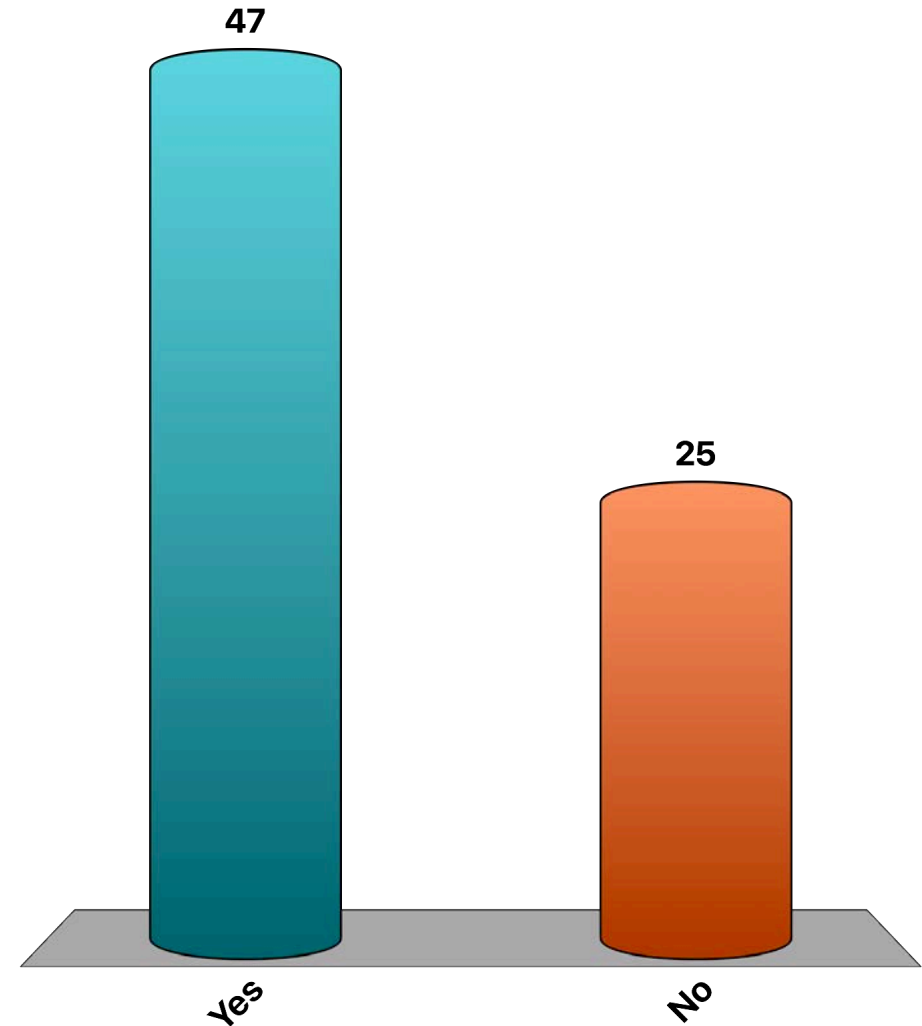
B. No



Have you signed up for email updates at EnvisionVallco.org?

A. Yes

B. No





The SB 35 Application

City of Cupertino

The SB 35 Application

What is SB 35? State approved new law, SB 35, on September 2017 that allows projects that meet certain criteria to get a fast track approval process

■ Program Summary:

- Residential units 2,402
- Affordable (50%) 1,201
- Office (s.f.) 1,810,000
- Retail (s.f.) 400,000





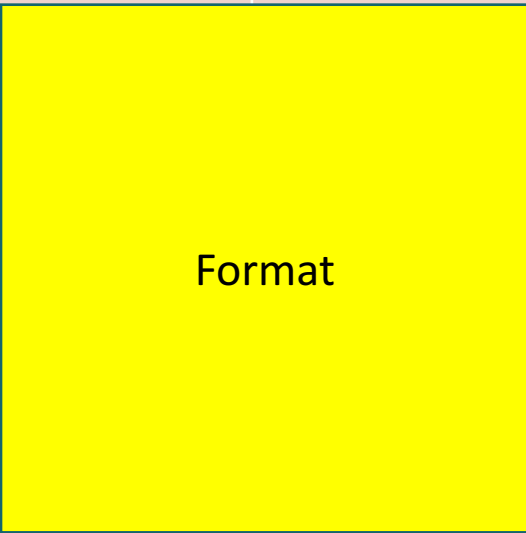
The SB 35 Application

- Review ongoing to ensure that project complies with objective standards.
- If the application meets the City's standards, the City is required to approve the project.
- SB 35 project is legally protected and City cannot require benefits.
- The City must comply with all statutory timelines and requirements by state law.
- Makes Specific Plan process more important than before.



Regional Housing Needs (RHNA)

		Extremely Low/ Very Low (0 - 50% of AMI)	Low (51 - 80% of AMI)	Moderate (81 - 120% AMI)	Above Moderate (over 120% of AMI)	Total Units
Projected Need (RHNA)		356	207	231	270	1,064
Building Permits Issued	2015 APR*	-	-	12	164	176
	2016 APR	-	-	15	8	23
	2017 APR	-	-	11	16	27
	2018 APR (as of 03.30.2018)	18	1	-	-	19
	Balance**	338	206	193	-	737
Approved Projects (No Building Permits)	Hamptons	-	7	30	-	37
	Marina	16	-	2	-	18
	Balance**	322	199	161	-	682



* Includes 2014 production

** Balance cannot be negative, i.e overproduction at any income level income level does not allow credit at other income levels



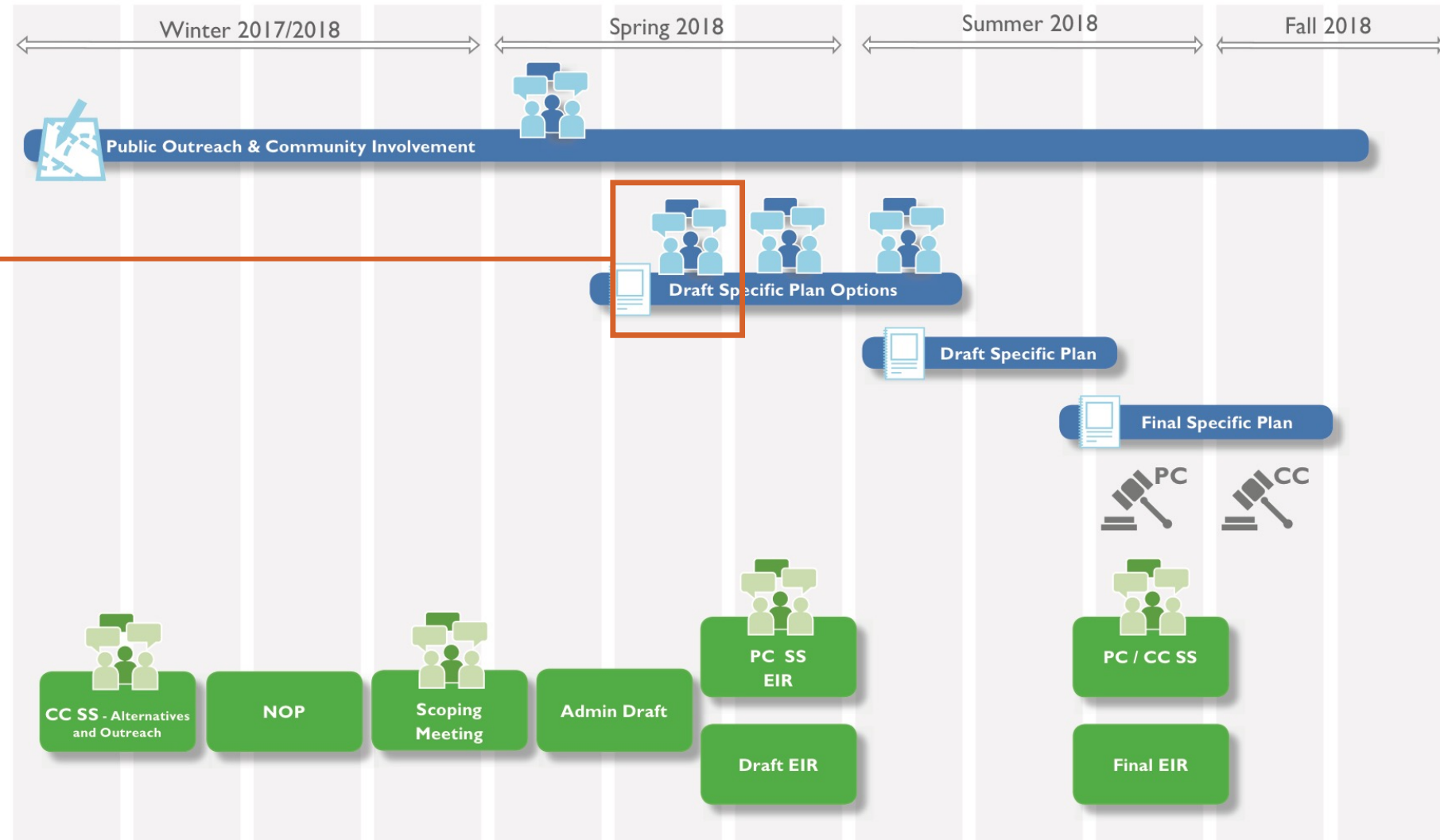
EIR Update

City of Cupertino

Timeline of Specific Plan & EIR Process

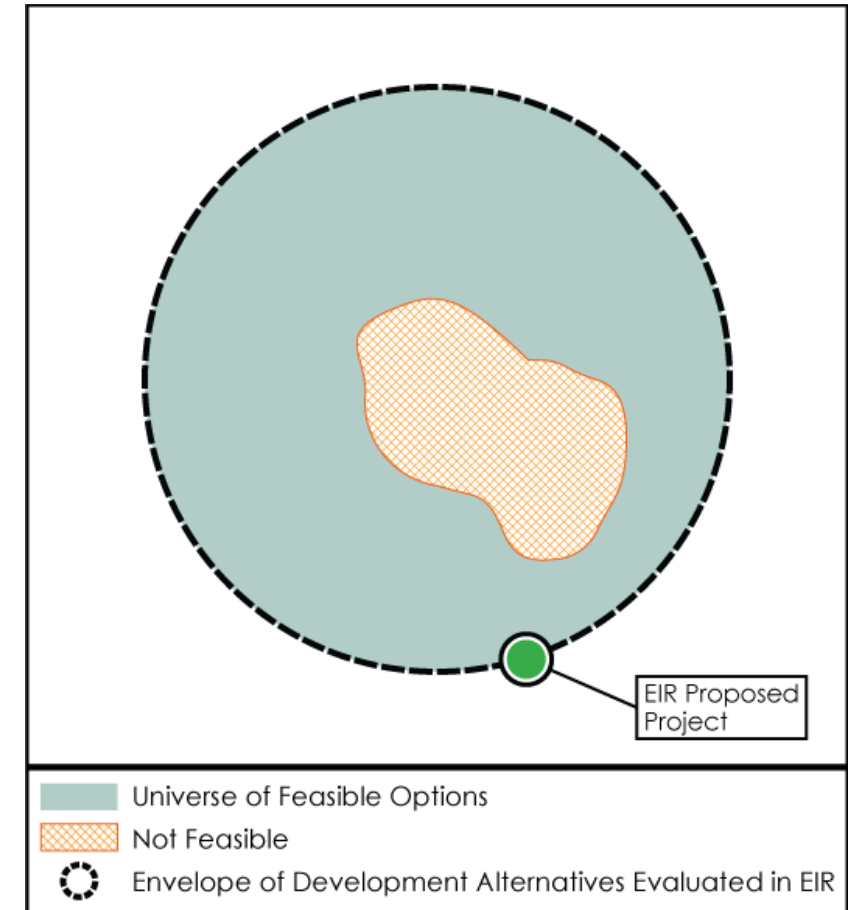
Specific Plan
Process is Here

Draft EIR
Coming in
Summer 2018



EIR Process

EIR Alternatives	Description
General Plan Buildout with General Plan Residential Allocation	Mixed use (commercial, residential and office) project with General Plan allocations
General Plan Buildout with Maximum Residential Density	Mixed use (commercial, residential and office) project that maximizes residential density allowed
Retail and Residential (no office)	Mixed use (commercial, residential) project with no office development
No Project	Existing buildings remains unoccupied
Occupied/Re-tenanted Mall	Existing buildings gets re-tenanted





Why is the Specific Plan Process Still Important?

Opticos Design, Inc.

Why is the Specific Plan Process Still Important?

- Allows community to put forward a **feasible option that they prefer**.
- Allows the community to put forward **desired community amenities** that cannot be required under SB 35:
 - Providing more to the schools
 - Ground level open space
 - Civic space
 - Community theater or similar facility
 - Improved bike-pedestrian connections and trails
- **Objective standards** for the Vallco site should be put into place as soon as possible to ensure the community vision is in place, because communities may be subject to future state laws.

Why is the Specific Plan Process Still Important?

- Allows community to put forward a feasible option that they prefer



Why is the Specific Plan Process Still Important?

Allows the community to put forward desired community amenities that cannot be required under SB 35



For Example:

Providing more to the schools

Ground level open space

Civic space

Community theater or similar facility

Improved bike-pedestrian connections and trails

Why is the Specific Plan Process Still Important?

- Objective standards for the Vallco site should be put into place as soon as possible to ensure the community vision is in place, because communities may be subject to future state laws.

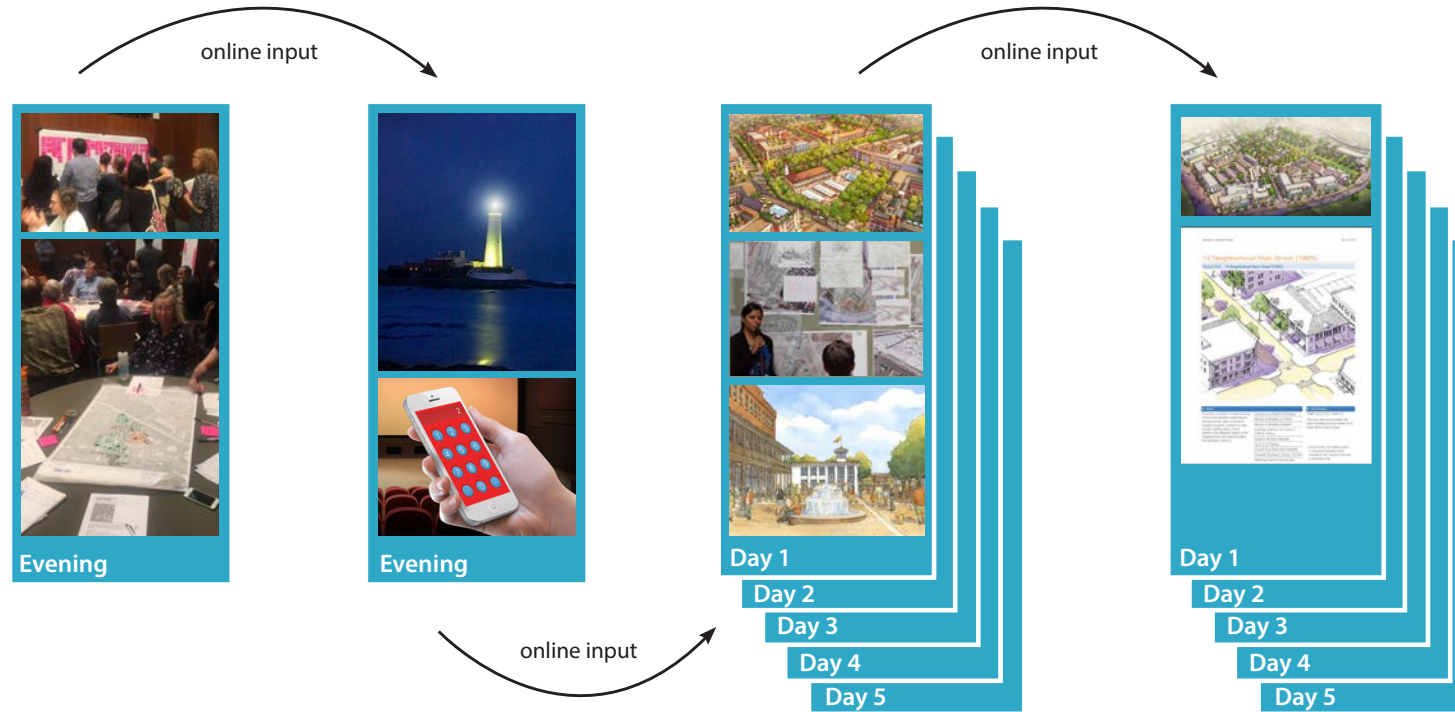




The Process To Date

Opticos Design Inc.

Community Feedback Loops



Project Kick-off and Interviews – February 5, 6

- List of community interests, values, issues
- Understanding site issues, context

Existing Conditions & Guiding Principles Meeting – March 13

- Existing conditions
- Confirm guiding principles
- Performance metrics

Charrette 1 – April 9-13

- Public embedded in design process
- 3-4 Plan Options
- Buildings, public space, land use
- Renderings, physical 3D site model
- Street system, transportation, parking
- Economic/fiscal impacts

Charrette 2 – May 21-25

- Public embedded in design process
- Preferred plan
- Buildings, public space, land use
- Renderings, physical 3D site model
- Street system, transportation, parking
- Economic/fiscal impacts

Over 90 Hours of Engagement to Date

Feb 5th: Kick Off presentation

150 Participants



Feb 6th: Interviews

65 Participants



March 13th: Existing Conditions and Guiding Principles Public Meeting

98 Participants



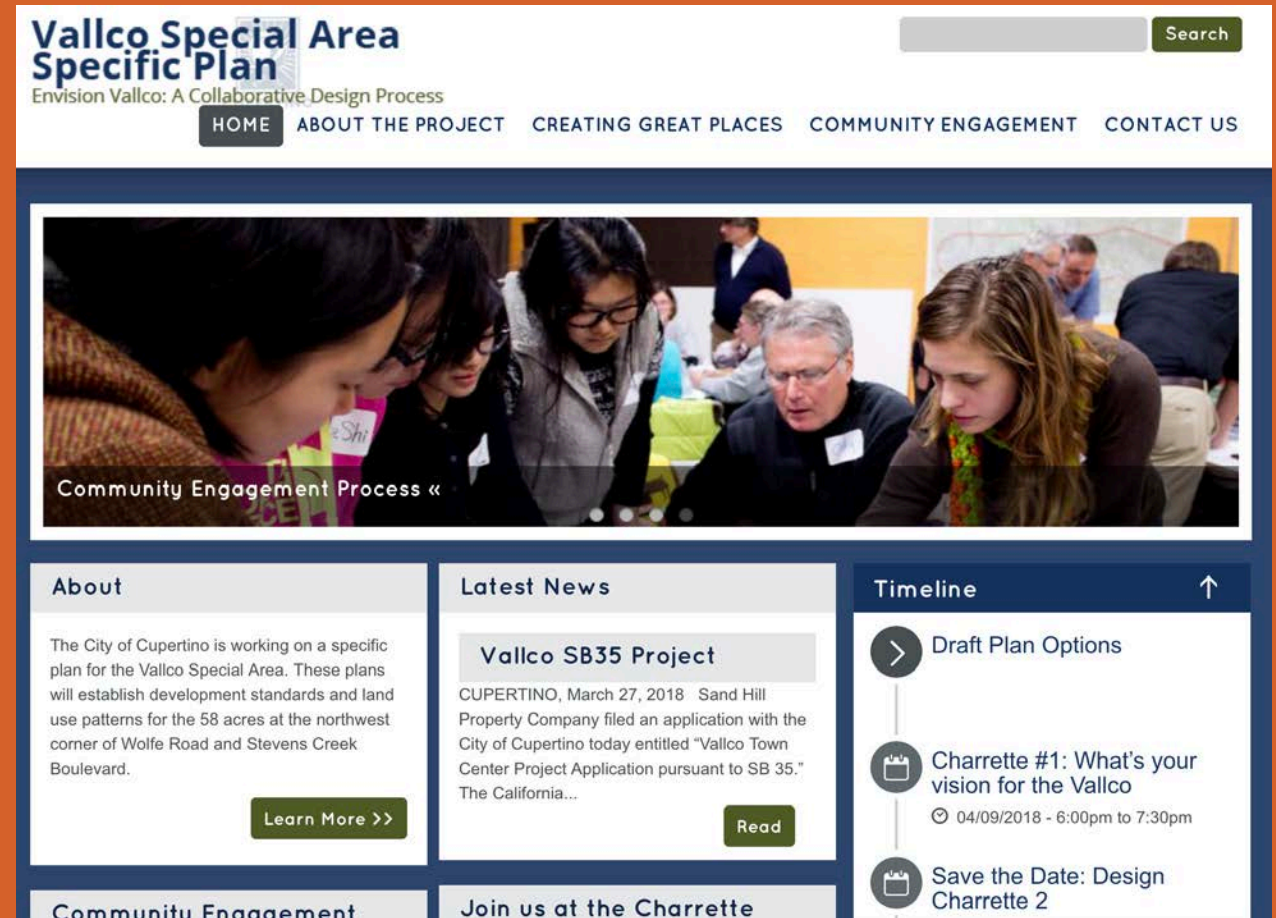
One-On-One Meetings

Over 50 Hours



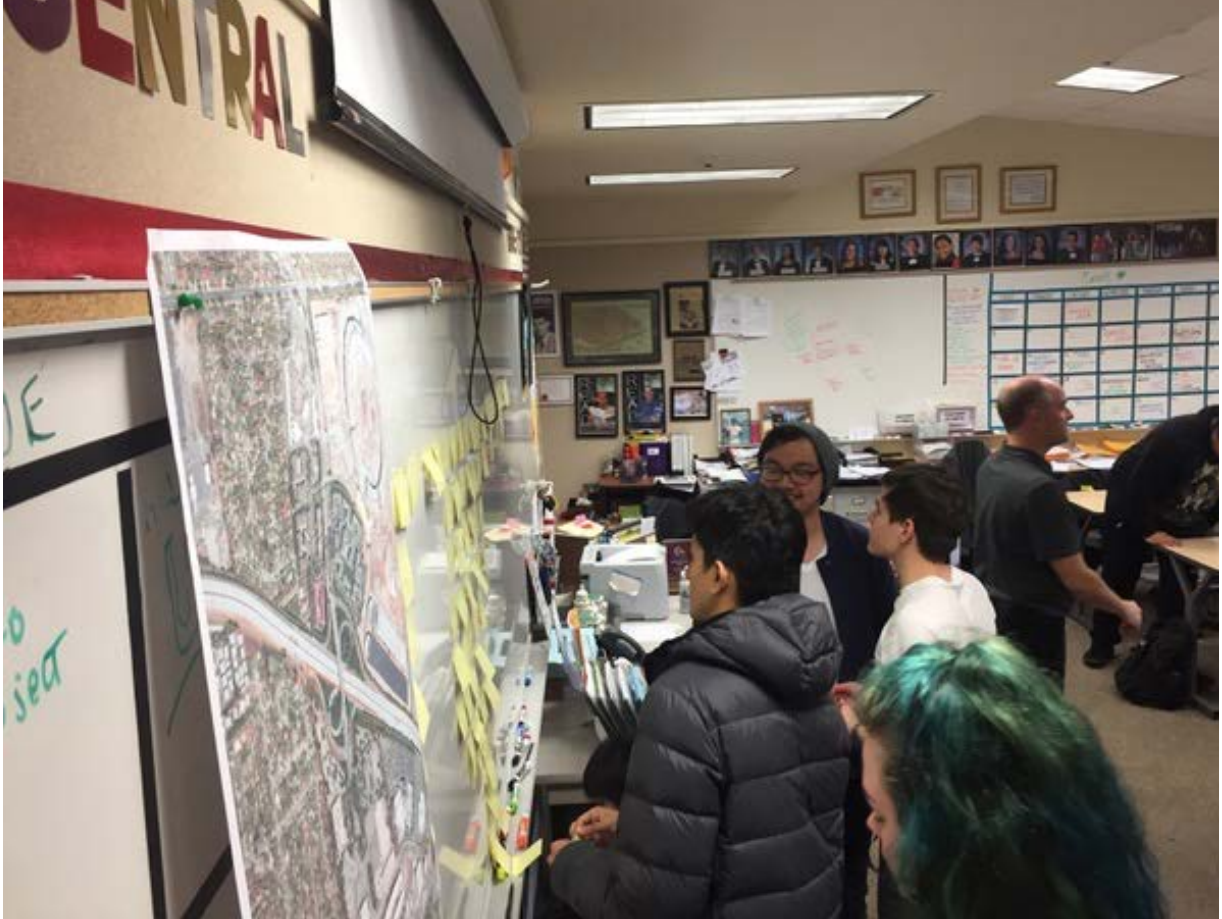
Online Engagement

- **Weekly updates to 179 registered individuals**
- **2,882 unique users to site**
- **4,972 visits**
- **179 took Guiding Principle survey**



The screenshot displays the website for the Vallco Special Area Specific Plan. The header includes the title "Vallco Special Area Specific Plan" and the subtitle "Envision Vallco: A Collaborative Design Process". Navigation links include HOME, ABOUT THE PROJECT, CREATING GREAT PLACES, COMMUNITY ENGAGEMENT, and CONTACT US. A search bar is located in the top right corner. The main content area features a large image of a community engagement session with the caption "Community Engagement Process «". Below this, there are three columns of content: "About" (describing the City of Cupertino's plan for the Vallco Special Area), "Latest News" (highlighting the "Vallco SB35 Project" with a "Read" button), and "Timeline" (listing events such as "Draft Plan Options", "Charrette #1: What's your vision for the Vallco" on 04/09/2018, and "Save the Date: Design Charrette 2").

Vision Wall: Cupertino High [March 13th]



Vision Wall results from Mr. Morse's Government Class at Cupertino High School, March 13, 2018



Background: Cupertino General Plan (2015-2040)

Adopted 2014

Opticos Design Inc.

General Plan Guiding Principles

- Develop Cohesive Neighborhoods
- Improve Public Health and Safety
- Improve Connectivity
- Enhance Mobility
- Ensure a Balanced Community
- Support Vibrant and Mixed-Use Businesses

Source: Chapter 3: Land Use and Community Design Element, page LU-50

GUIDING PRINCIPLES

The Guiding Principles provide additional detail about Cupertino's desired future necessary to fully articulate the ideas contained in the vision statement. Similarly, the Guiding Principles were developed based on extensive community input.



- 1 DEVELOP COHESIVE NEIGHBORHOODS**
Ensure that all neighborhoods are safe, attractive and include convenient pedestrian and bicycle access to a "full-service" of local amenities such as parks, schools, community activity centers, trails, bicycle paths and shopping.



- 2 IMPROVE PUBLIC HEALTH AND SAFETY**
Promote public health by increasing community-wide access to healthy foods; ensure an adequate amount of safe, well-designed parks, open space, trails and pathways; and improve safety by ensuring all areas of the community are protected from natural hazards and fully served by disaster planning and neighborhood watch programs, police, fire, paramedic and health services.



- 3 IMPROVE CONNECTIVITY**
Create a well-connected and safe system of trails, pedestrian and bicycle paths, sidewalks and streets with traffic calming measures that weave the community together, enhance neighborhood pride and identity, and create access to interesting routes to different destinations.



- 4 ENHANCE MOBILITY**
Ensure the efficient and safe movement of cars, trucks, transit, pedestrians, bicyclists and disabled persons throughout Cupertino in order to fully accommodate Cupertino's residents, workers, visitors and students of all ages and abilities. Streets, pedestrian paths and bike paths should comprise an integrated system of fully connected and interesting routes to all destinations.



- 5 ENSURE A BALANCED COMMUNITY**
Offer residents a full range of housing choices necessary to accommodate the changing needs of a demographically and economically diverse population, while also providing a full range of support uses including regional and local shopping, education, employment, entertainment, recreation, and daily needs that are within easy walking distance.

General Plan Guiding Principles

CHAPTER 1: INTRODUCTION | general plan (community vision 2015 - 2040)



- 7 ENSURE ATTRACTIVE COMMUNITY DESIGN**
Ensure that buildings, landscapes, streets and parks are attractively designed and well maintained so they can complement the overall community fabric by framing streets and offering a variety of active, relaxing and intimate pedestrian spaces.



- 8 EMBRACE DIVERSITY**
Celebrate Cupertino's diversity by offering a range of housing, shopping and community programs that meet the needs of the full spectrum of the community, while ensuring equal opportunities for all residents and workers regardless of age, cultural or physical differences.



- 9 SUPPORT EDUCATION**
Preserve and support quality community education by partnering with local school districts, community colleges, libraries and other organizations to improve facilities and programs that enhance learning and expand community-wide access.



- 10 PRESERVE THE ENVIRONMENT**
Preserve Cupertino's environment by enhancing or restoring creeks and hillsides to their natural state, limiting urban uses to existing urbanized areas, encouraging environmental protection, promoting sustainable design concepts, improving sustainable municipal operations, adapting to climate change, conserving energy resources and minimizing waste.

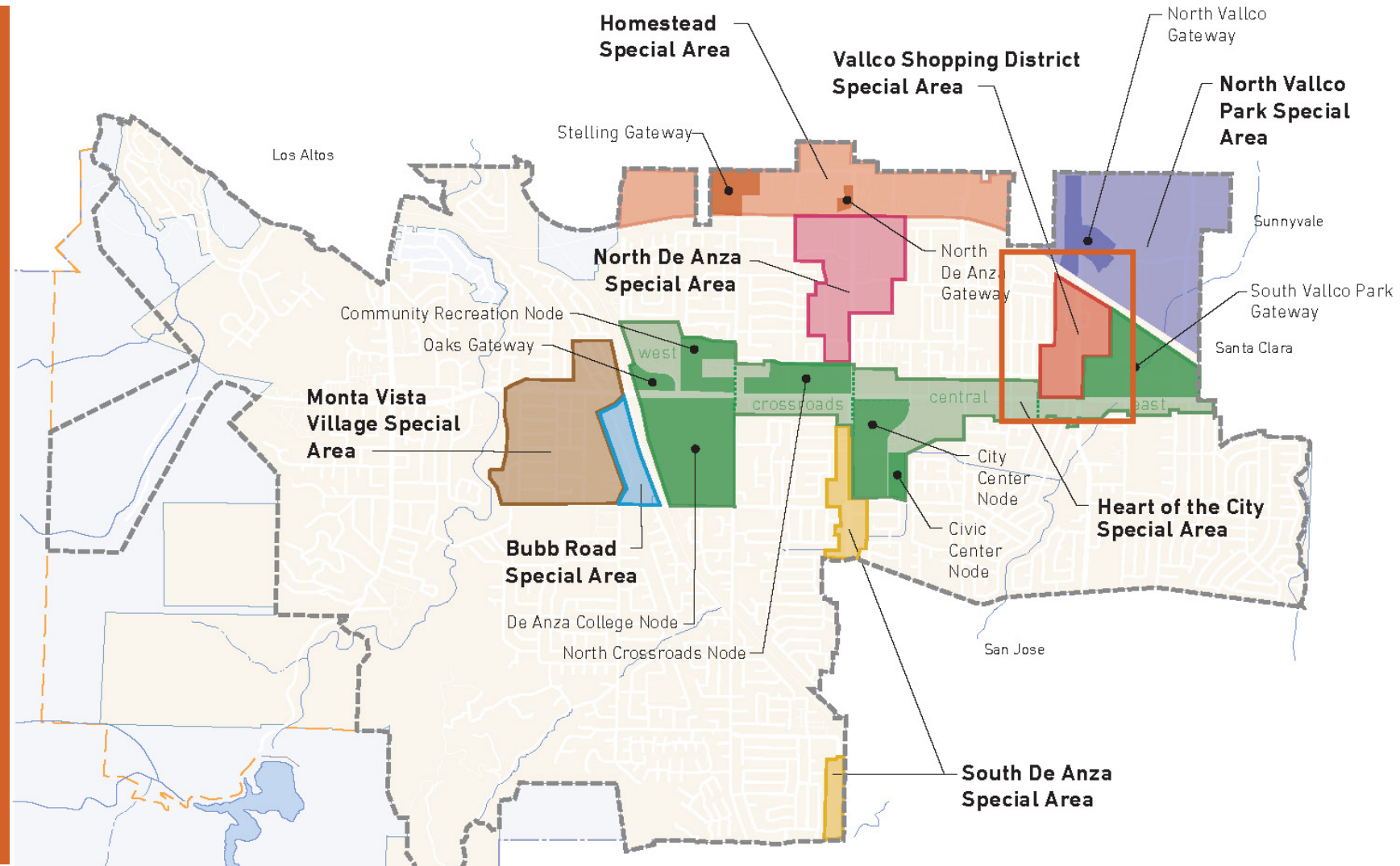


- 11 ENSURE FISCAL SELF RELIANCE**
Maintain fiscal self-reliance in order to protect the City's ability to deliver essential, high-quality municipal services and facilities to the community.

- Ensure Attractive Community Design
- Embrace Diversity
- Support Education
- Preserve the Environment
- Ensure Fiscal Self-Reliance
- Ensure a Responsive Government

General Plan: Special Areas

Vallco is one of the **Nine Special Areas** identified in the General Plan.



Source: Chapter 2: Planning Areas, page PA-4

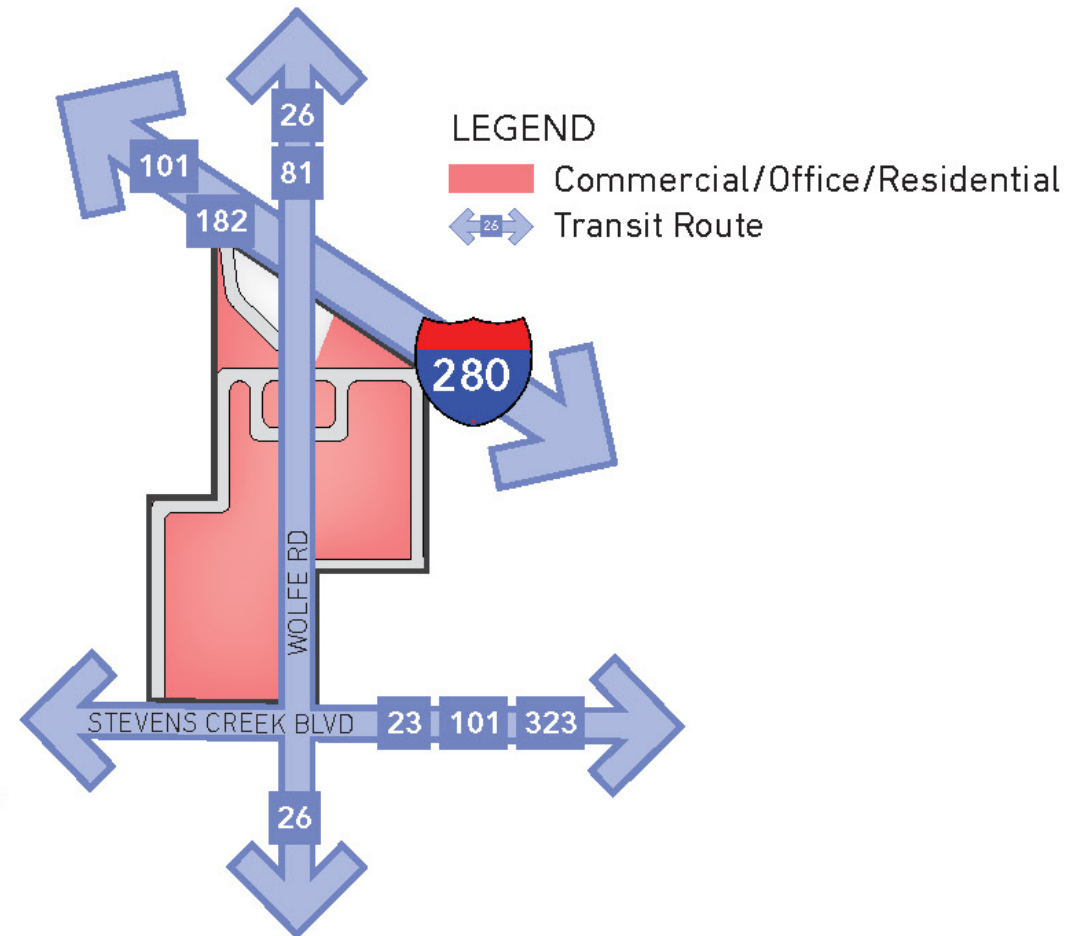
General Plan Goal for Vallco

GOAL LU-19

“Create a distinct and memorable mixed-use ‘town center’ that is a regional destination and a focal point for the community.”

Policy LU-19.1 requires a Specific Plan and lays out strategies for doing so.

Source: Chapter 3: Land Use and Community Design Element, page LU-50



Source: Chapter 2: Planning Areas, page PA-8



General Plan Program for Vallco

Use	Allowed Program
Retail (Total)	600,000 sf
Retail (Entertainment)	180,000 sf (30% of total 600,000 sf)
Office	2,000,000 sf
Hotel Rooms	339
Housing Units	800 (includes 389 allowed in Housing Element of the General Plan, remaining 411 units may be transferred from other Special Areas in the City)



Guiding Principles: Consolidated Survey Results

Opticos Design Inc.

Guiding Principles Survey Results

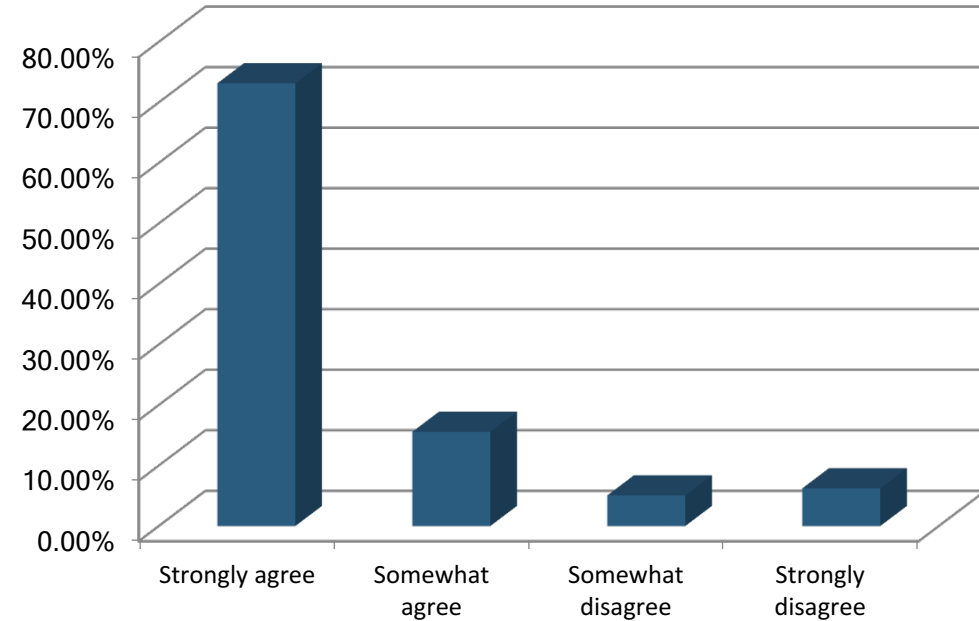
4. Vallco will have a balanced program, reflective of sensible growth that:

4.3 Provides a vibrant retail environment that combines goods with entertainment.

GOAL LU-19

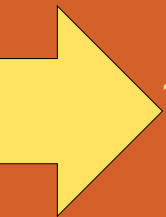
“Create a distinct and memorable mixed-use ‘town center’ that is a regional destination and a focal point for the community.”

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	Responses	
	Percent	Count
Strongly agree	73.15%	188
Somewhat agree	15.56%	40
Somewhat disagree	5.06%	13
Strongly disagree	6.23%	16
Totals	100%	257

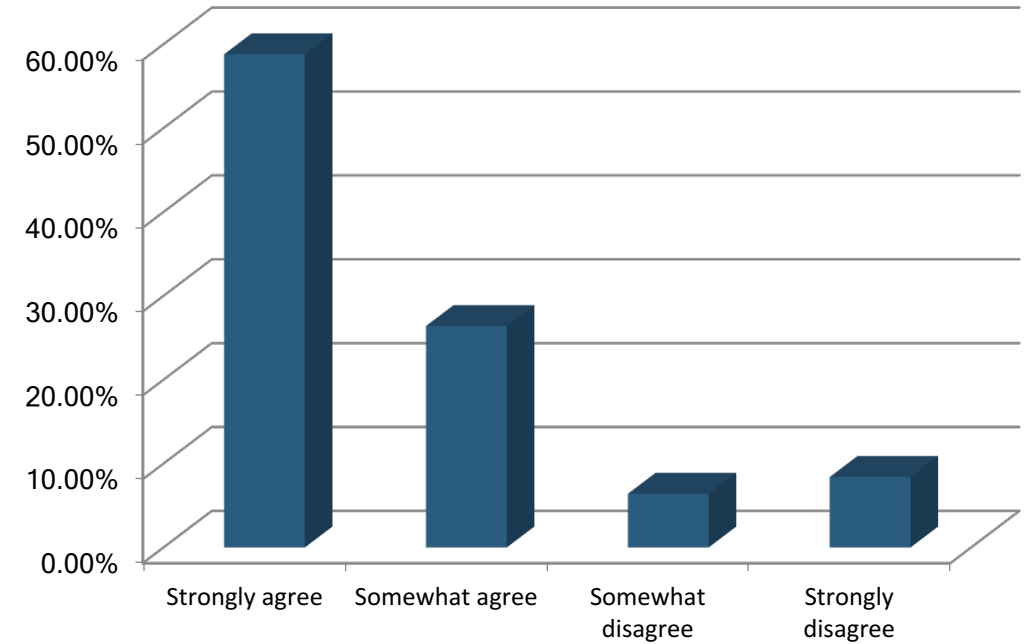
Revised Guiding Principles

- 
1. Provide a **vibrant retail environment** that combines goods with entertainment.
 2. Utilize innovative transportation solutions that:
 - **Eliminate or reduce potential traffic impacts**
 - **Provide mobility choices and walkability**
 - **Consider the future of mobility**
 3. Provide **high quality parks and open space**.
 4. Carefully assess and monitor **potential impacts on schools**.

Guiding Principles Survey Results

4. Vallco will have a balanced program, reflective of sensible growth that:

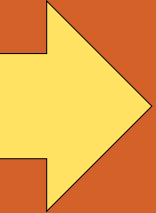
4.2 Carefully assesses and monitors potential impacts on schools



Responses		
	Percent	Count
Strongly agree	58.80%	147
Somewhat agree	26.40%	66
Somewhat disagree	6.40%	16
Strongly disagree	8.40%	21
Totals	100%	250



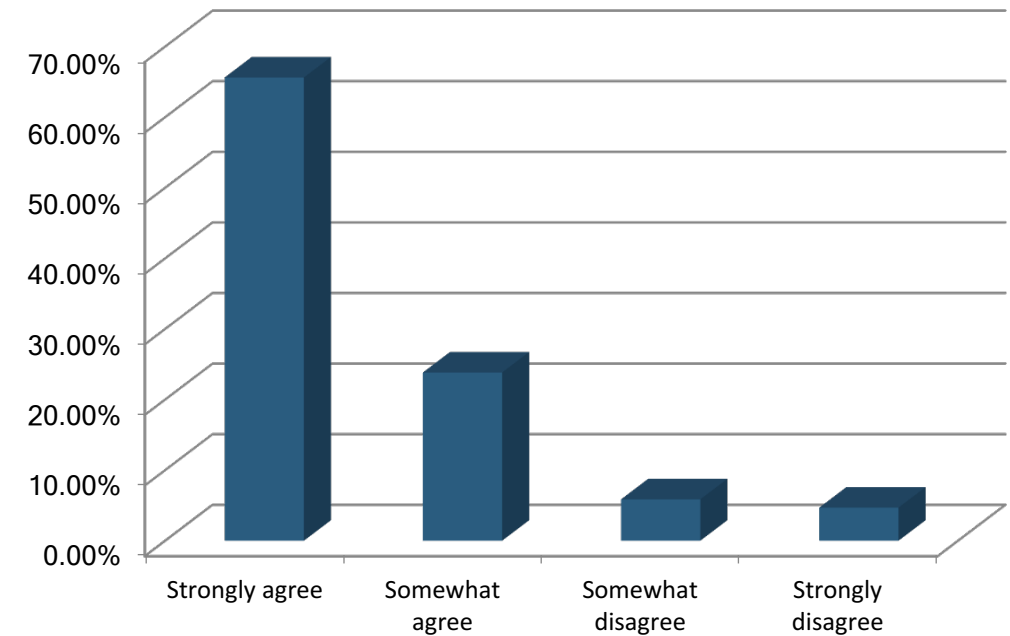
Revised Guiding Principles

1. Provide a vibrant retail environment that combines goods with entertainment.
 2. Utilize innovative transportation solutions that:
 - **Eliminate or reduce potential traffic impacts**
 - **Provide mobility choices and walkability**
 - **Consider the future of mobility**
 3. Provide high quality parks and open space.
 4. Include features that would benefit schools.
- 

Guiding Principles Survey Results

5. Vallco will utilize innovative transportation solutions that:

5.1 Eliminate or **reduce** potential traffic **impacts**.



Responses		
	Percent	Count
Strongly agree	65.63%	168
Somewhat agree	23.83%	61
Somewhat disagree	5.86%	15
Strongly disagree	4.69%	12
Totals	100%	256



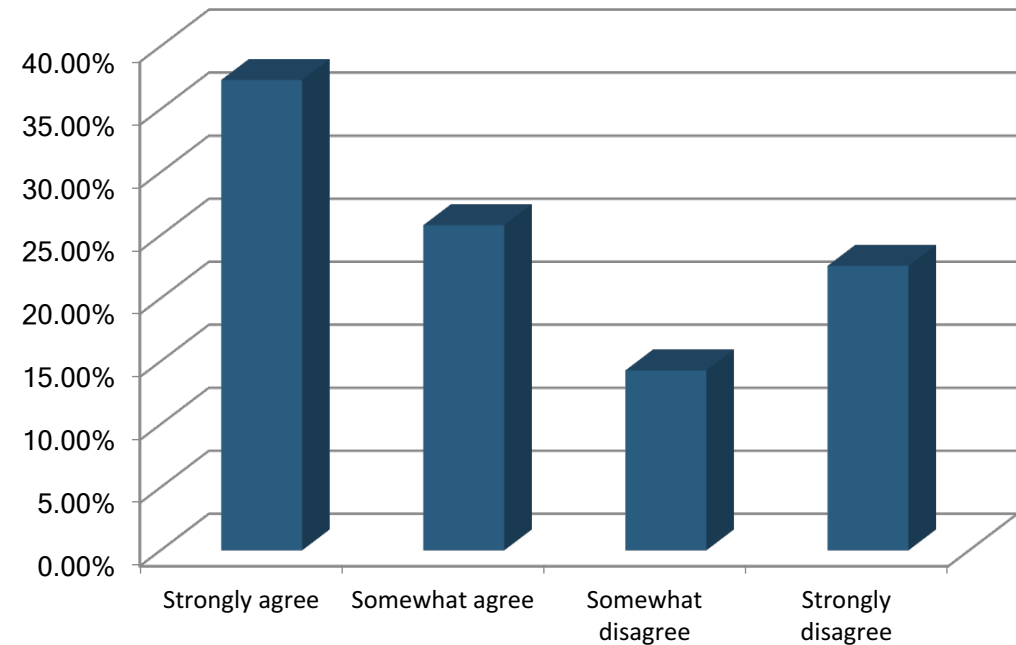
Revised Guiding Principles

1. Provide a vibrant retail environment that combines goods with entertainment.
 2. Utilize innovative transportation solutions that:
 - **Eliminate or reduce potential traffic impacts**
 - **Provide mobility choices and walkability**
 - **Consider the future of mobility**
 3. Provide high quality parks and open space.
 4. Carefully assess and monitor potential impacts on schools.
- 

Guiding Principles Survey Results

6. The Valco project will ensure predictable, accountable implementation of the community supported vision.

6.2 New zoning: Form-Based Code.



Responses		
	Percent	Count
Strongly agree	37.33%	81
Somewhat agree	25.81%	56
Somewhat disagree	14.29%	31
Strongly disagree	22.58%	49
Totals	100%	217

Guiding Principles Survey Results

The **community was split** on these important points. The team will study these elements in some of the charrette studies.

- Provide some **office** without disrupting the City's jobs/housing ratio
- Ensure predictable, accountable implementation of the community supported vision through a **Form-Based Code**.

Revised Guiding Principles

1. Provide a vibrant retail environment that combines goods with entertainment.
2. Utilize innovative transportation solutions that:
 - Eliminate or reduce potential traffic impacts
 - Provide mobility choices and walkability
 - Consider the future of mobility
3. Provide high quality parks and open space.
4. Include features that would benefit schools.



Revised Guiding Principles (contd.)

5. Provide **housing for teachers** and other public employees.
6. Maintains **existing amenities** that are important to the community (skating rink, bowling, trees, etc.).
7. Integrate **robust public and cultural amenities**
 - **Civic spaces: theaters, art facilities, City Hall.**
 - **Include activities for all ages - children through boomers.**



Economic Conditions

Economic & Planning Systems, Inc.



Scope of Work



Task 1: Project Initiation

Task 2: Value- and Cost Side Inputs for Financial Analysis

Task 3: Real Estate Financial Feasibility

Task 4: Fiscal Impact Analysis

Task 5: Program Recommendations

Deliverables: Technical Memoranda, Workshop Meetings and Hearings



Scope of Work

- Market/Project Value**

Current market conditions for housing and commercial uses, consideration of a rapidly evolving competitive landscape.



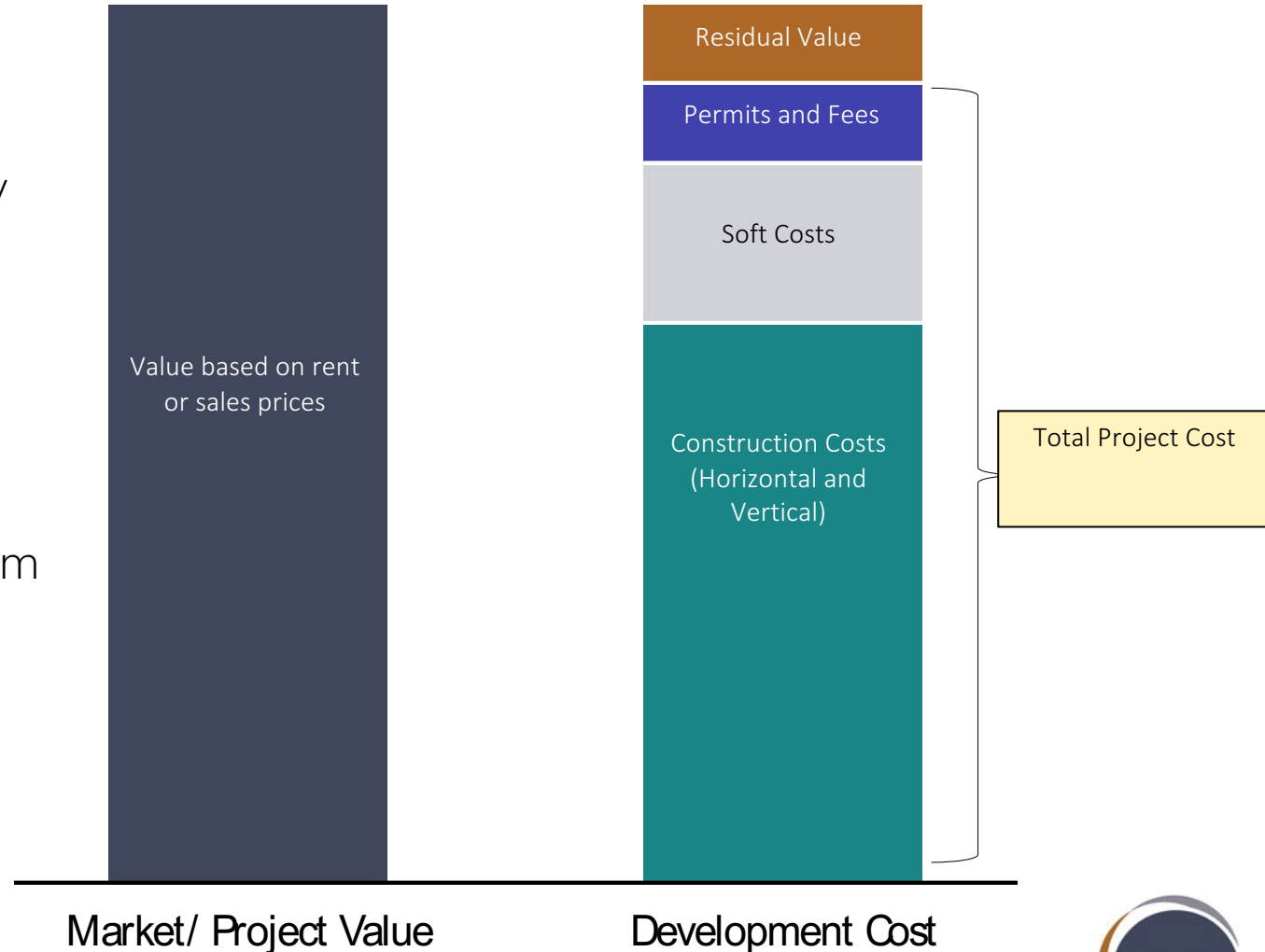
- Development Cost**

Planning-level cost estimates with input from BKF Engineering on horizontal costs and Saylor Consulting for vertical costs.



- Residual Value**

Market-supported land value and potential for community benefits





Scope of Work

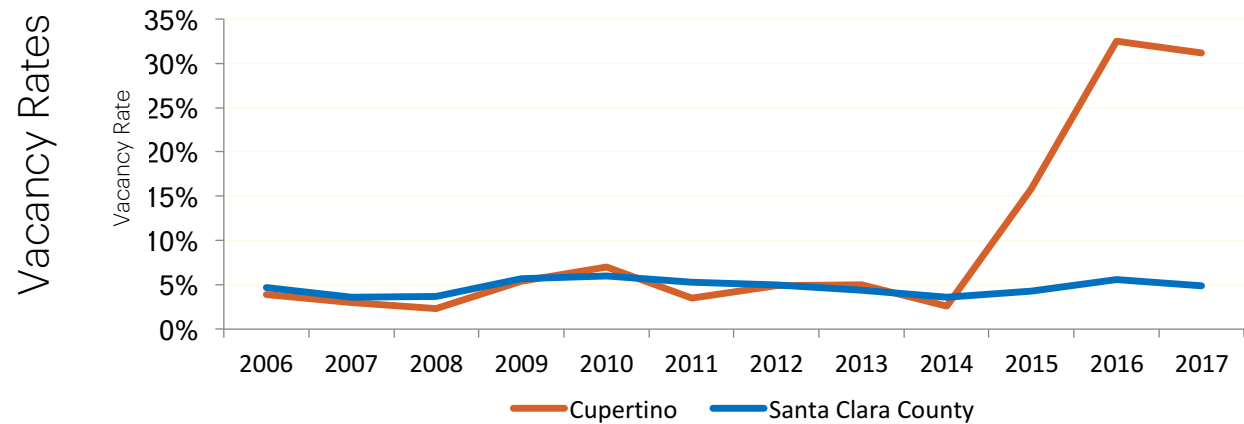
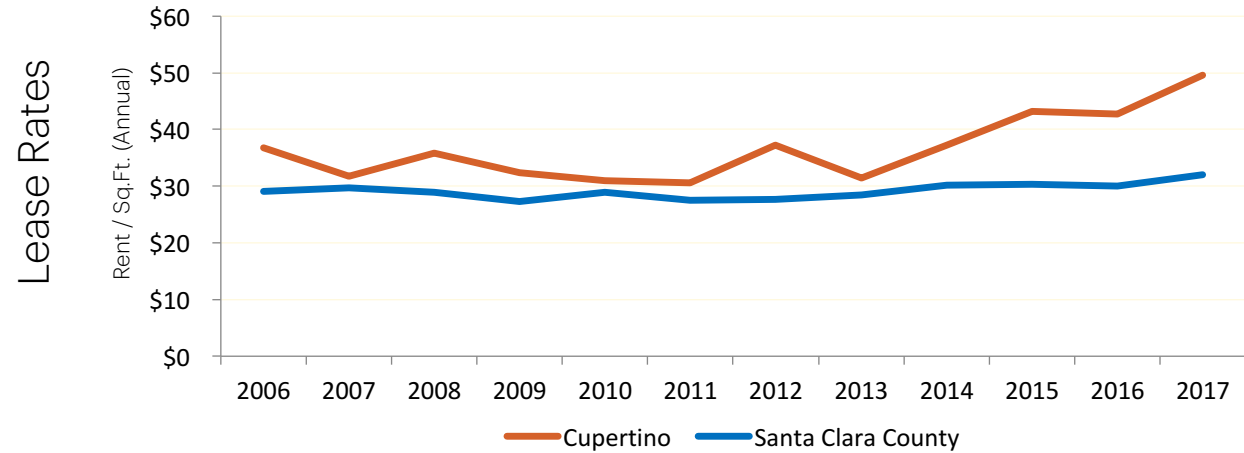
Need Slide on Retail
Trends?



Retail Market Conditions

The City's retail lease rates have been on the rise since 2013 and currently average about \$50/sq.ft., well above the County average of \$30/sq.ft.

The City's retail vacancy rate increased markedly with Vallco anchor closings (2015). Excluding Vallco, citywide retail vacancy is only 2%. County vacancy.



Additional Countywide Data
 New Retail Deliveries Since 2006: 6.7 million sq.ft.
 Retail Development Pipeline: ~2.3 million sq.ft.

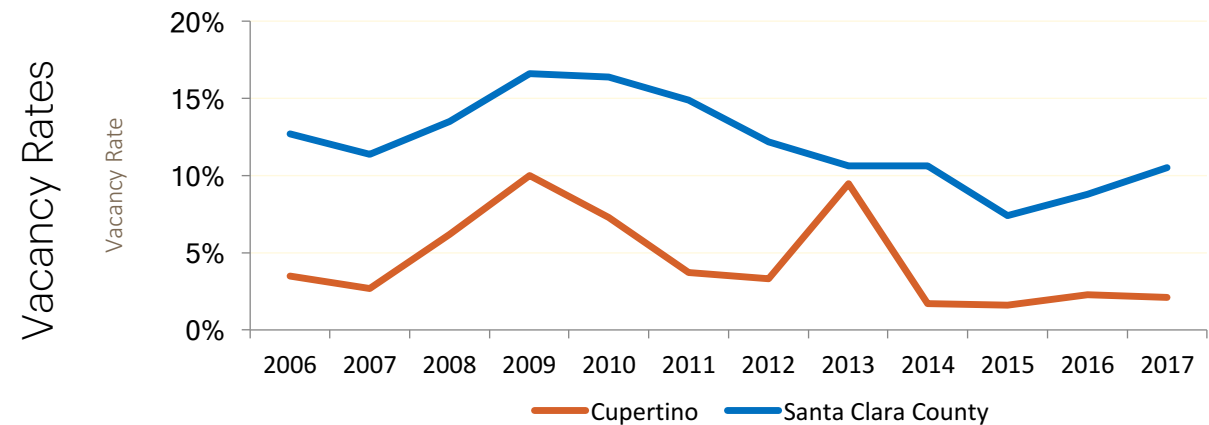
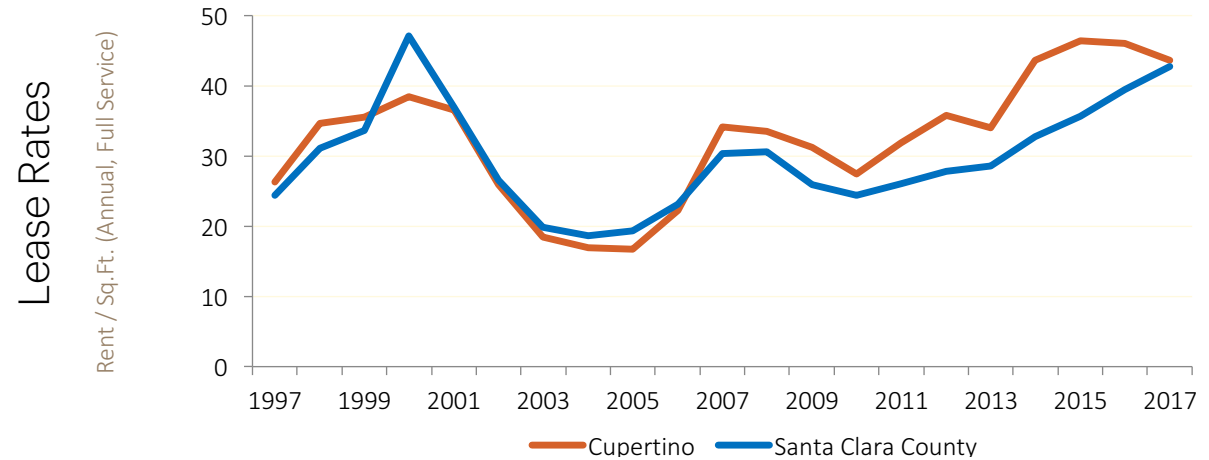
Source: CoStar



Office Market Conditions

Office lease rates have recovered to “dot-com” highs but are leveling off with new office supply deliveries.

City vacancy rates have remained low in recent years, while countywide vacancy has been higher, due to significant new development.



Additional Countywide Data
 New Office Deliveries Since 2006: 26.1 million sq.ft.
 Office Development in the Pipeline: ~22.4 million sq.ft.

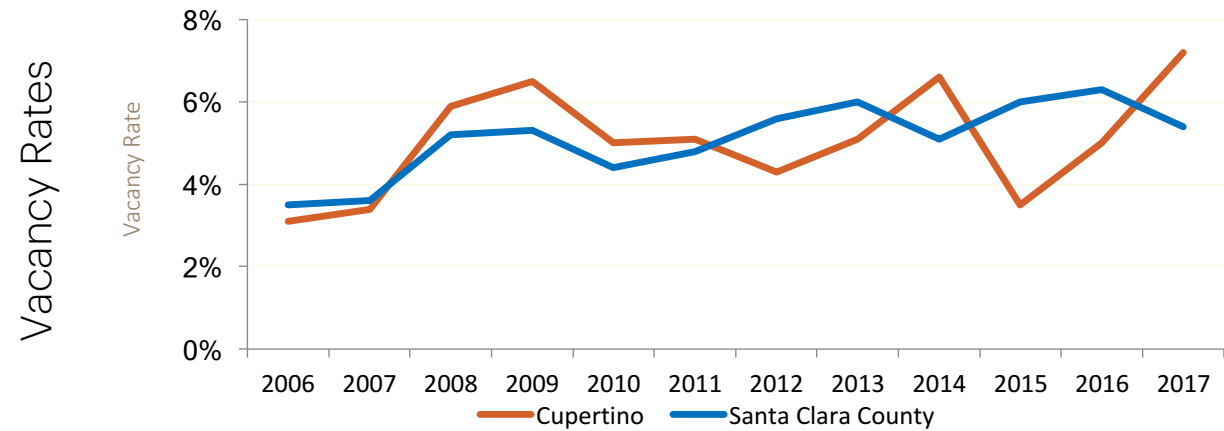
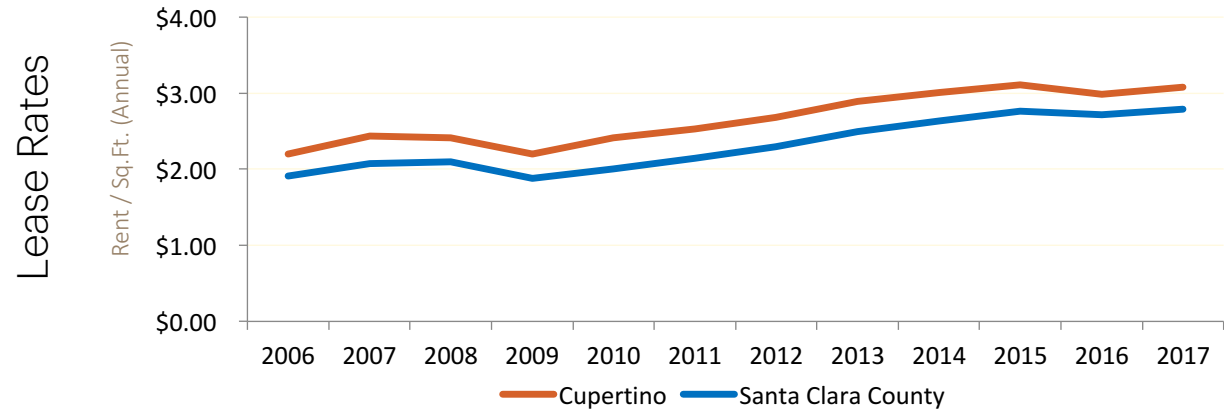
Source: CoStar



Residential Rental Market Conditions

Lease rates in the City and countywide have increased over the last decade. Cupertino lease rates remain 10% above the countywide average.

City and countywide vacancy rates have remained low with fluctuations primarily attributable to new deliveries.



Additional Countywide Data

New Residential Deliveries Since 2006: 29,800 rental units
 Residential Rentals in the Pipeline: 27,600 units

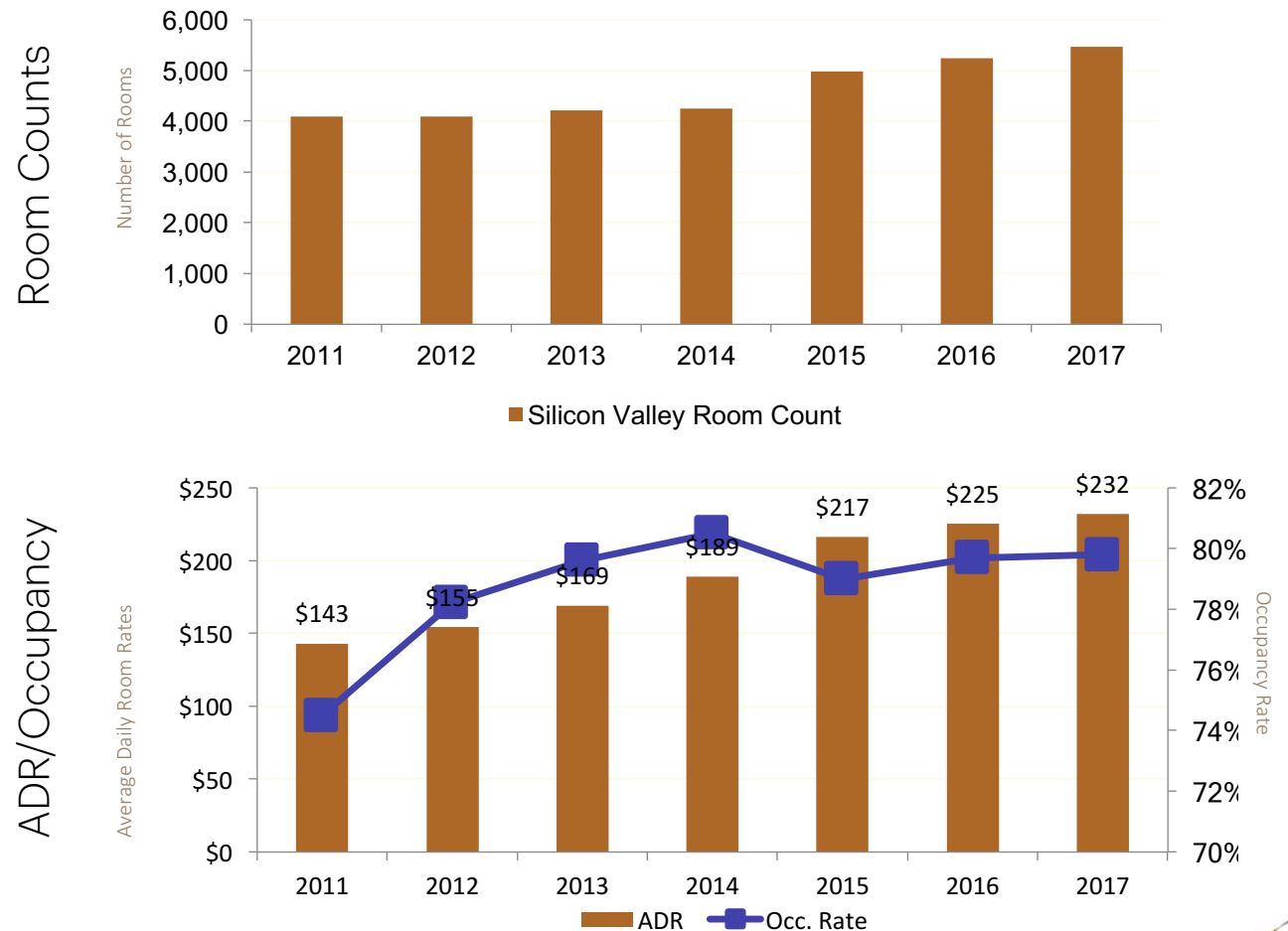
Source: CoStar



Silicon Valley Hotel Market Conditions

Silicon Valley has seen increasing numbers of high-quality hotel rooms in recent years, with over 1,200 rooms delivered since 2014.

Even with increasing supply, room rates have risen 60% since 2011 and occupancy rates are a very healthy 80%, despite lower occupancy on weekends.



Source: Hospitality Link International, Inc. (2017)

Note: Data provided reflects the Metropolitan Statistical Area of San Jose- Sunnyvale-Santa Clara for upscale, upper-upscale, and luxury hotel segments.



Want to Discuss this More?

Monday 4/9	Tuesday 4/10	Wednesday 4/11	Thursday 4/12	Friday 4/13
	Open Studio 10:00 am - 7:30 pm	Open Studio 10:00 am - 5:00 pm	Open Studio 10:00 am - 5:00 pm	
	Brown Bag Presentation #1 Transportation, Parking & TDM 12:00 pm - 1:00 pm	Brown Bag Presentation #2 Economics 12:00 pm - 1:00 pm	Brown Bag Presentation #3 Form Based Codes 12:00 pm - 1:00 pm	
Opening Presentation 6:00 pm - 7:30 pm		Informal Mid-Point Presentation 6:00 pm - 7:30 pm		Closing Presentation 6:00 pm - 7:30 pm



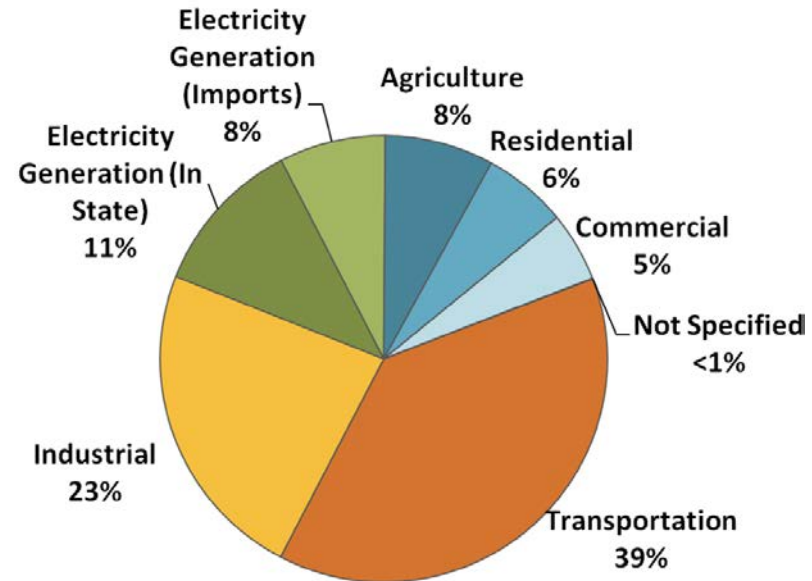
T Transportation Strategy

Multimodal Networks, Transportation Demand Management

Alta Planning + Design, Inc.

Challenges

- Commutes/Traffic
- Environment
- Health
- Housing



2015 Total CA Emissions: 440.4 MMTCO₂e

Source: California Air Resources Board

Table 1-1: Commute Patterns for Cupertino, Surrounding Cities, and California (ACS)

	Cupertino	Santa Clara	Mountain View	San Jose	California
Drove alone	79.2%	77.3%	71.1%	77.5%	73.2%
Carpool	9.5%	9.8%	9.7%	11.3%	11.3%
Public Transportation	2.5%	3.6%	5.2%	3.5%	5.2%
Walked	1.2%	3.3%	2.7%	1.7%	2.7%
Bicycle	0.7%	1.2%	5.0%	0.9%	1.1%
Other	7.0%	4.8%	6.4%	5.2%	6.5%
No Vehicle Available	0.6%	1.7%	3.0%	2.2%	3.5%

Source: City of Cupertino Bicycle Transportation Plan



Guiding Principle

Utilize innovative transportation solutions that:

- Eliminate or reduce potential traffic impacts
- Provide **mobility choices** and provide walkability
- Consider the **future of mobility**

Transportation Demand Management

Strategies aimed at reducing the demand for roadway travel, particularly in single occupancy vehicles

Case studies:

- Stanford University
- Seattle Children's Hospital
- Tyson's Corner, VA

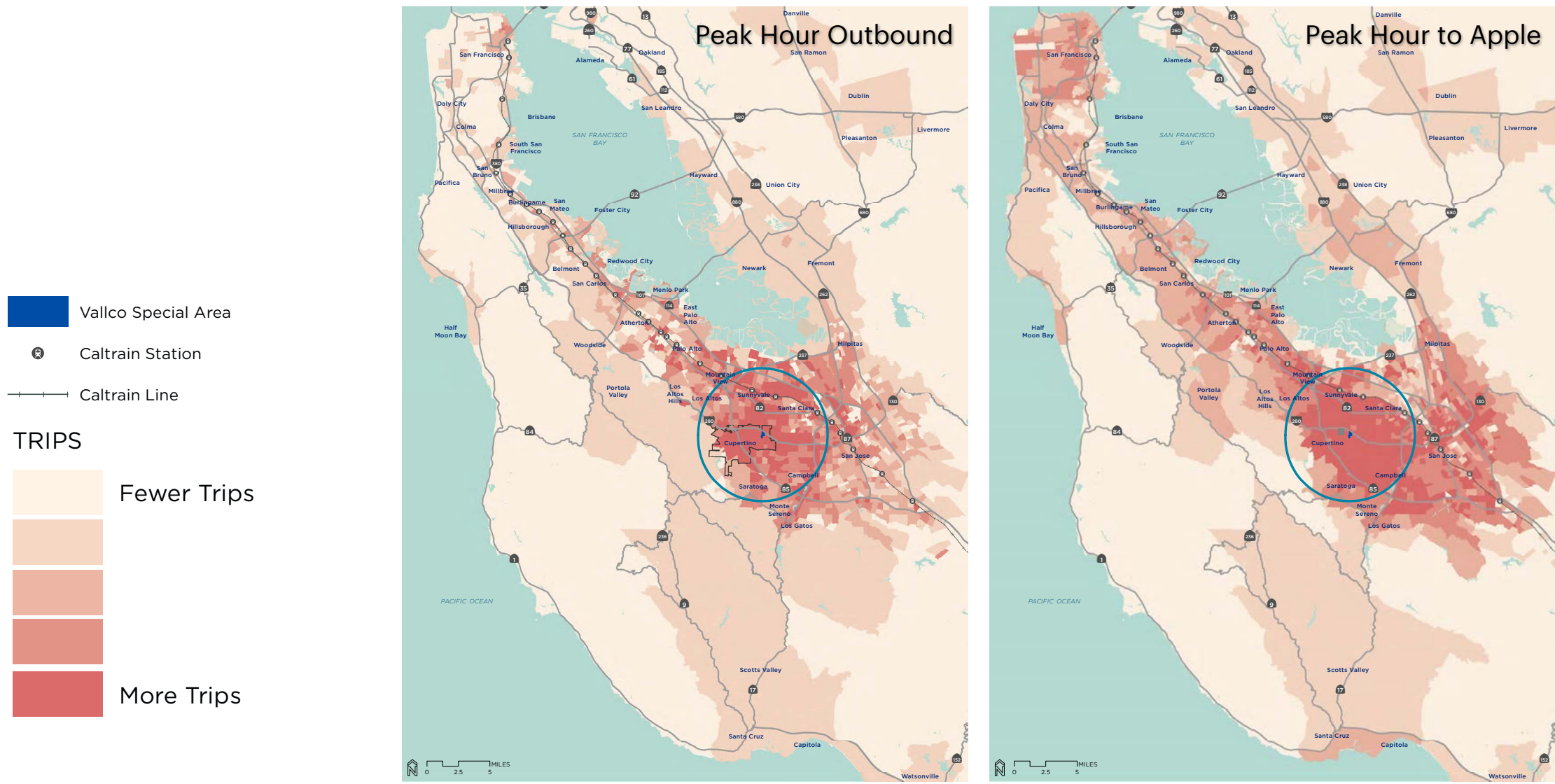


Key Transportation Strategies

- Land Use
- Transit/Active Transportation Infrastructure
- Parking
- Programming and Communications



Evaluating Transportation Strategies



Want to Discuss this More?

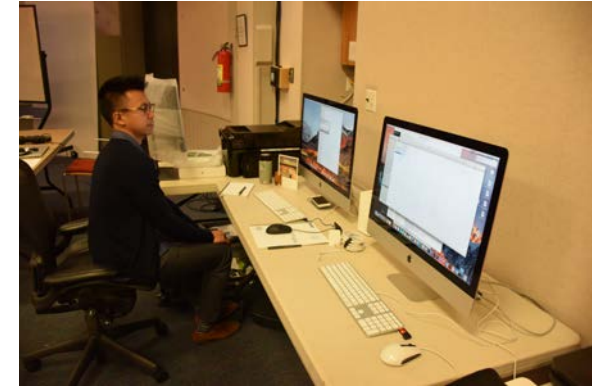
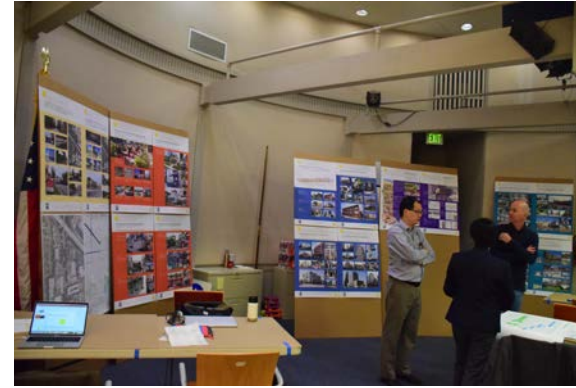
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Design Charrette One: What to Expect this week

Opticos Design Inc.

Our Design Studio for the Week (EOC Room)



Come See the Model in the Studio (EOC)

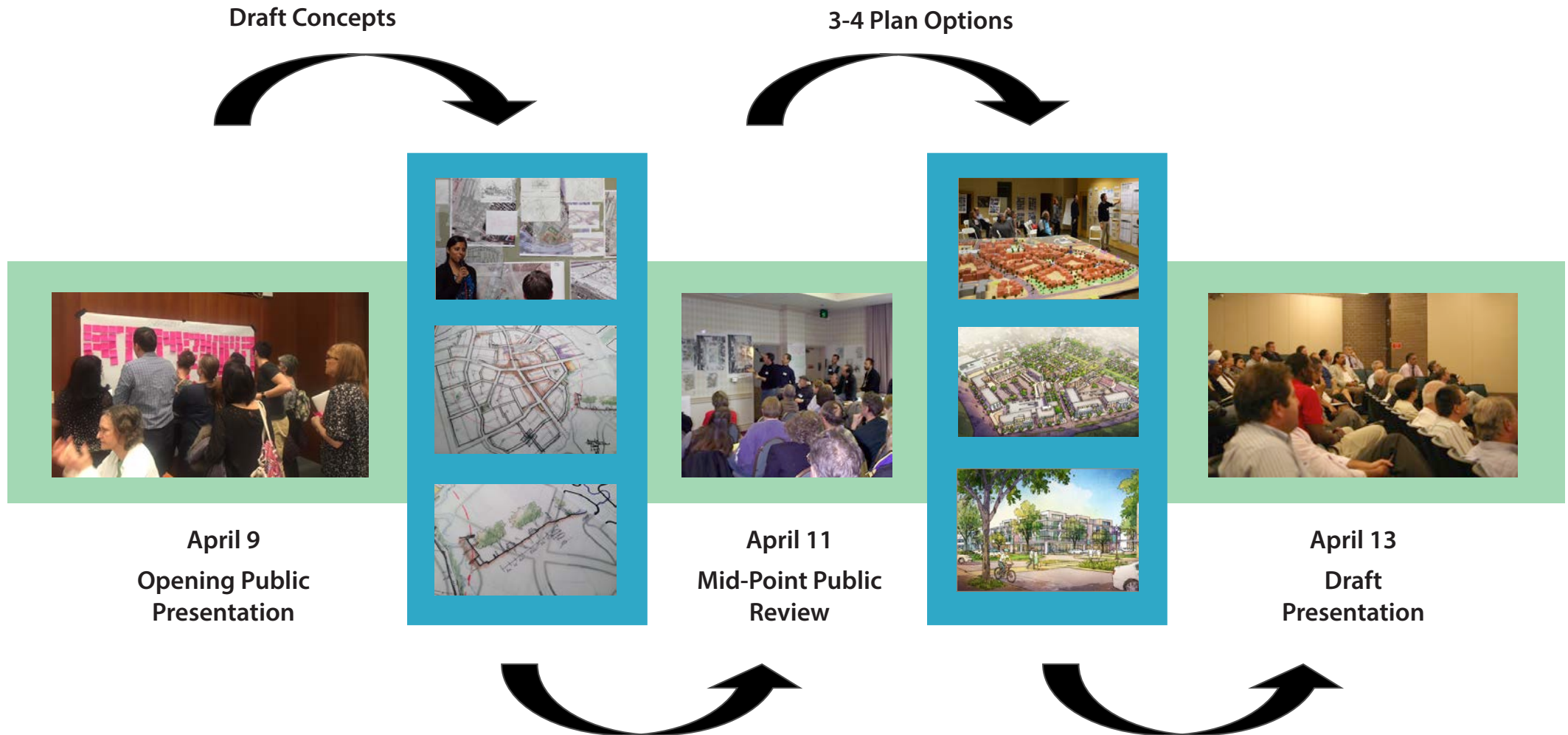


Existing Conditions (Grey)



Proposed Conditions (Orange)

Design Charrette Feedback Loops



Charrette Schedule: Many Ways to Participate

Monday 4/9	Tuesday 4/10	Wednesday 4/11	Thursday 4/12	Friday 4/13
	Open Studio 10:00 am - 7:30 pm	Open Studio 10:00 am - 5:00 pm	Open Studio 10:00 am - 5:00 pm	
	Brown Bag Presentation #1 Transportation, Parking & TDM 12:00 pm - 1:00 pm	Brown Bag Presentation #2 Economics 12:00 pm - 1:00 pm	Brown Bag Presentation #3 Form Based Codes 12:00 pm - 1:00 pm	
		Informal Mid-Point Presentation 6:00 pm - 7:30 pm		Closing Presentation 6:00 pm - 7:30 pm
Opening Presentation 6:00 pm - 7:30 pm				

Opening and Closing Presentations: Formal

Monday 4/9	Tuesday 4/10	Wednesday 4/11	Thursday 4/12	Friday 4/13
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Opening and Closing Presentations: Formal

Opening Presentation

Monday April 9th

6:00 to 7:30pm

Cupertino Community Hall

Closing Presentation

Friday April 13th

6:00 to 7:30pm

Cupertino Community Hall



Informal Mid-Point Presentation

Monday 4/9	Tuesday 4/10	Wednesday 4/11	Thursday 4/12	Friday 4/13
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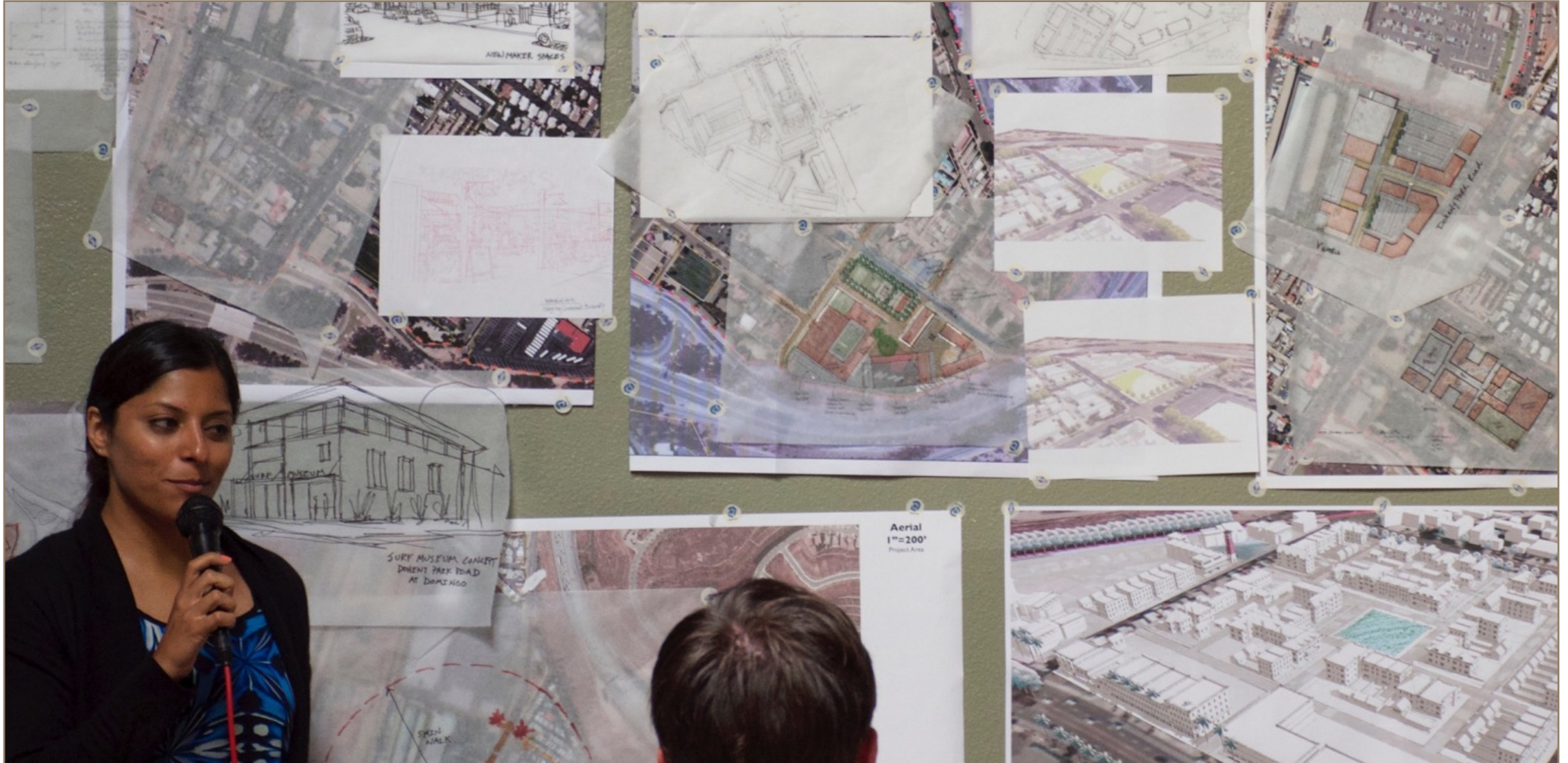
Informal Mid-Point Presentation

The Mid-Point Presentation is less formal and includes a 'pin-up' and discussion of the work produced so far.

- Talk to the design team and give input on design concepts.
- If you have limited time, make this your second-highest priority to attend.



Designing In Public: Illustrating Options



Designing In Public: Physical Model



Brown Bag Lunch Presentations

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Brown Bag Lunch Presentations

Brown Bag Presentations are educational sessions on key topics. Bring your lunch and learn about:

Mobility and Parking

Tues. April 10th, 12-1 pm, Comm. Hall

Economics

Wedn. April 11th, 12-1 pm, Comm. Hall

Form-Based Codes

Thurs. April 12th, 12-1 pm, City Hall Lobby



Open Studio

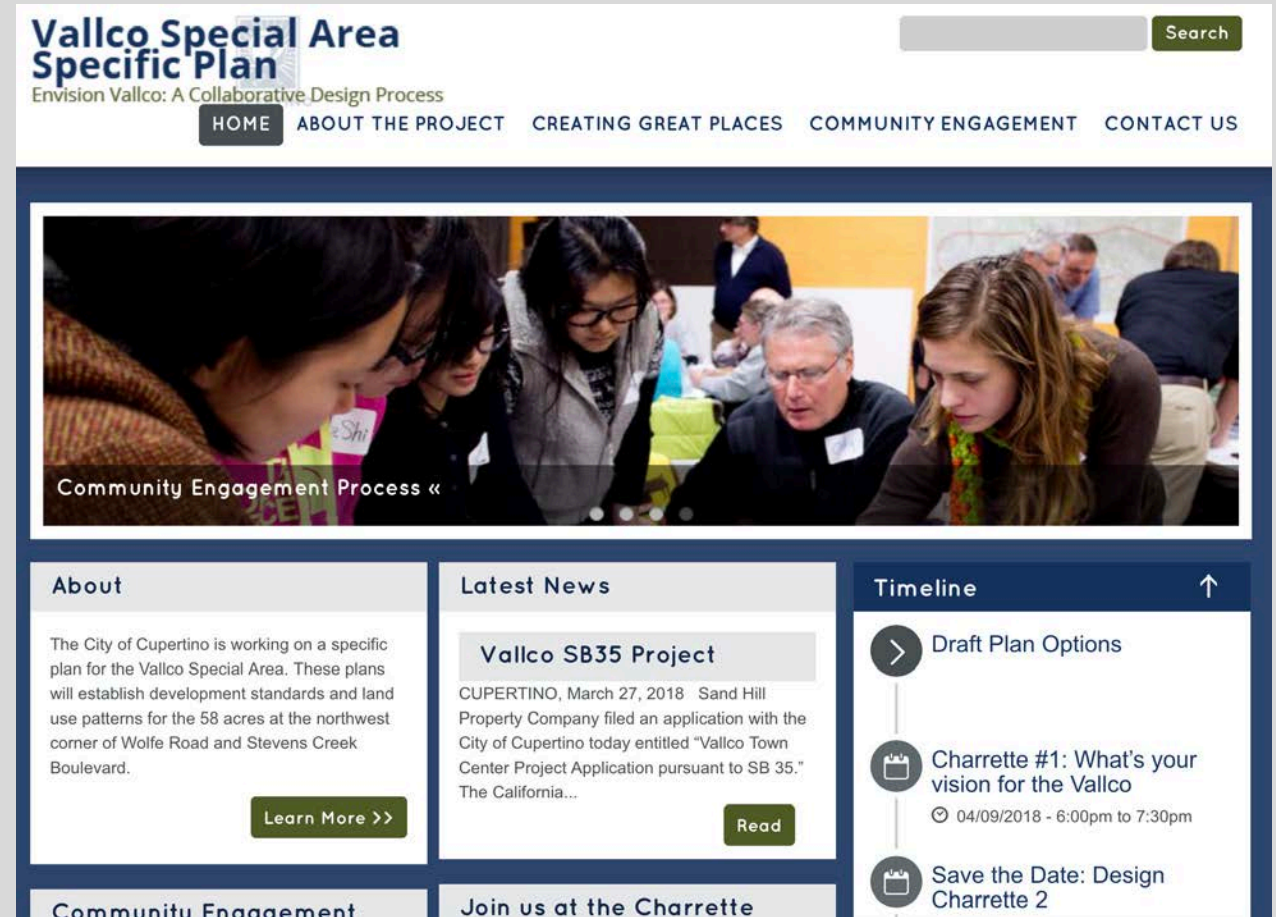
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Dropping in to Discuss Drawings in



Online Daily Charrette Summary

www.envisionvallco.org



Vallco Special Area Specific Plan
Envision Vallco: A Collaborative Design Process

HOME ABOUT THE PROJECT CREATING GREAT PLACES COMMUNITY ENGAGEMENT CONTACT US

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Community Engagement Process «

About

The City of Cupertino is working on a specific plan for the Vallco Special Area. These plans will establish development standards and land use patterns for the 58 acres at the northwest corner of Wolfe Road and Stevens Creek Boulevard.

[Learn More >>](#)

Latest News

Vallco SB35 Project

CUPERTINO, March 27, 2018 Sand Hill Property Company filed an application with the City of Cupertino today entitled "Vallco Town Center Project Application pursuant to SB 35." The California...

[Read](#)

Timeline

- Draft Plan Options
- Charrette #1: What's your vision for the Vallco
04/09/2018 - 6:00pm to 7:30pm
- Save the Date: Design Charrette 2

Communitu Engagement Join us at the Charrette

Topic-Specific Break outs

- **Economics**
- **Transportation**
- **SB 35 & Existing General Plan**
- **Form-Based Coding**
- **Revised Guiding Principles & Survey Results**



Charrette Schedule: Many Ways to Participate

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