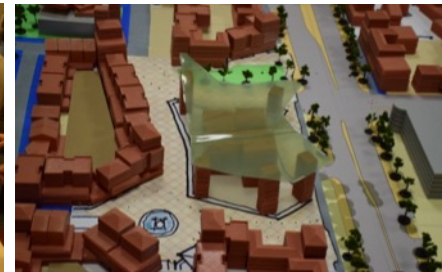


Charrette Two Opening Presentation

**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
- Please stay on topic



What We Are Doing This Week

**What Charrette 1 did:
Established a foundation for
further testing/investigation**

**Focus moving forward:
Understanding what to put in
Specific Plan and Code to
ensure predictable
implementation**

We are not creating the design



**Street and Block
Network**

**Circulation Network:
Required vs. Open**

**Heights &
Transitions**

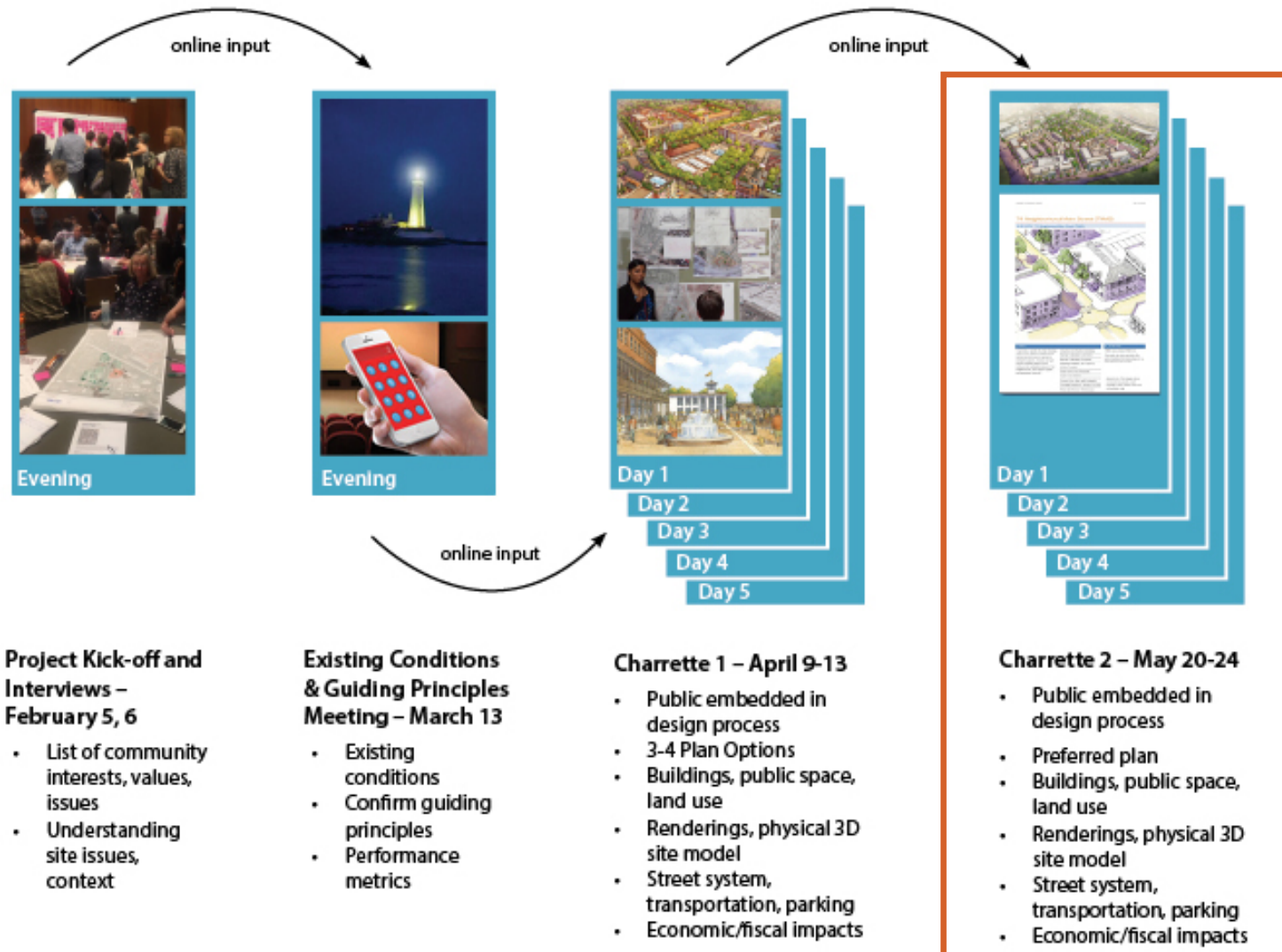
**Town Square:
Minimum Size,
Activation, Potential
Locations**

**Street Design
Parameters**



Quick Summary: Community Engagement to Date & Current Efforts

Feedback Loops



Engagement Prior to Charrette One

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



Engagement at Charrette One

April 9th: Opening Presentation

75 Participants



April 10-12 Open Studio

150 Visits



April 10-12 Brown Bag Presentations

85 Participants



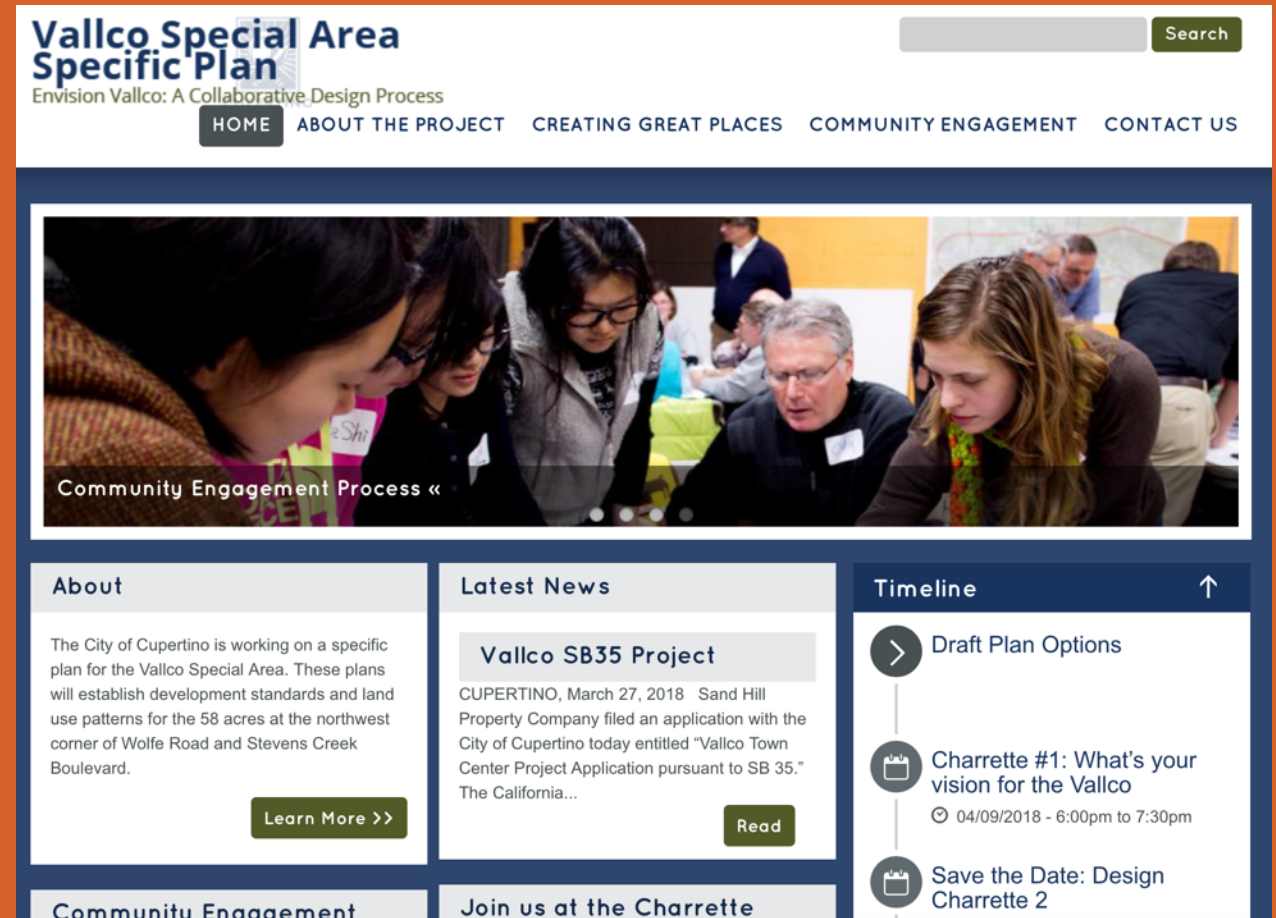
April 9-13 Stakeholder Meetings

18 Hours



Online Engagement: <https://envisionvallco.org>

- **Weekly updates to 410 registered individuals**
- **3,914 unique users to site**
- **7,446 visits**
- **284 comments on CiviComment**

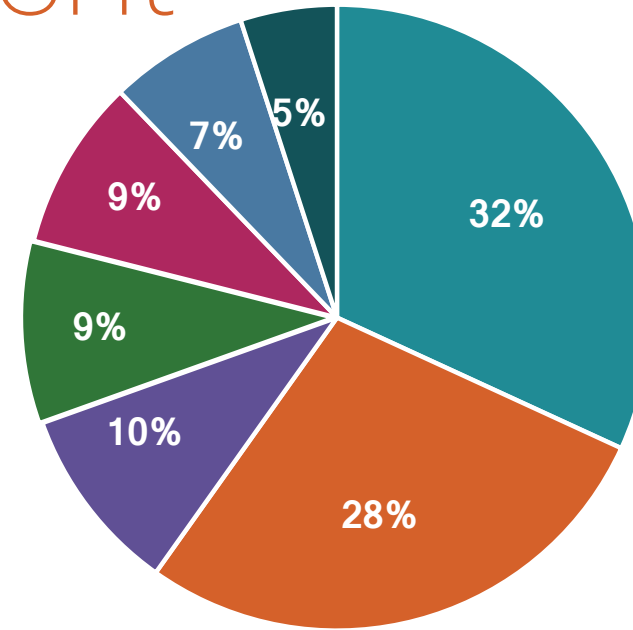


The screenshot displays the website for the Vallco Special Area Specific Plan. The header includes the title "Vallco Special Area Specific Plan" and the subtitle "Envision Vallco: A Collaborative Design Process". Navigation links include HOME, ABOUT THE PROJECT, CREATING GREAT PLACES, COMMUNITY ENGAGEMENT,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

Charrette 1 Online Comments on Plan Options via CiviComment

284 comments by 39 commenters

All input being reviewed by design team and considered in ongoing regulations



- Parks/OpenSpace/Civic Uses
- General Design
- Housing
- Retail
- Office
- Transportation/Parking/Traffic
- Policy/Political



Charrette One: The Investigation and What We Learned

A Town Square & Downtown is Desired

Not One Viable Solution: Location, Shape, and Programming Can Vary

“The City envisions a complete redevelopment of the existing Vallco Fashion Mall into a vibrant mixed-use “town center...”

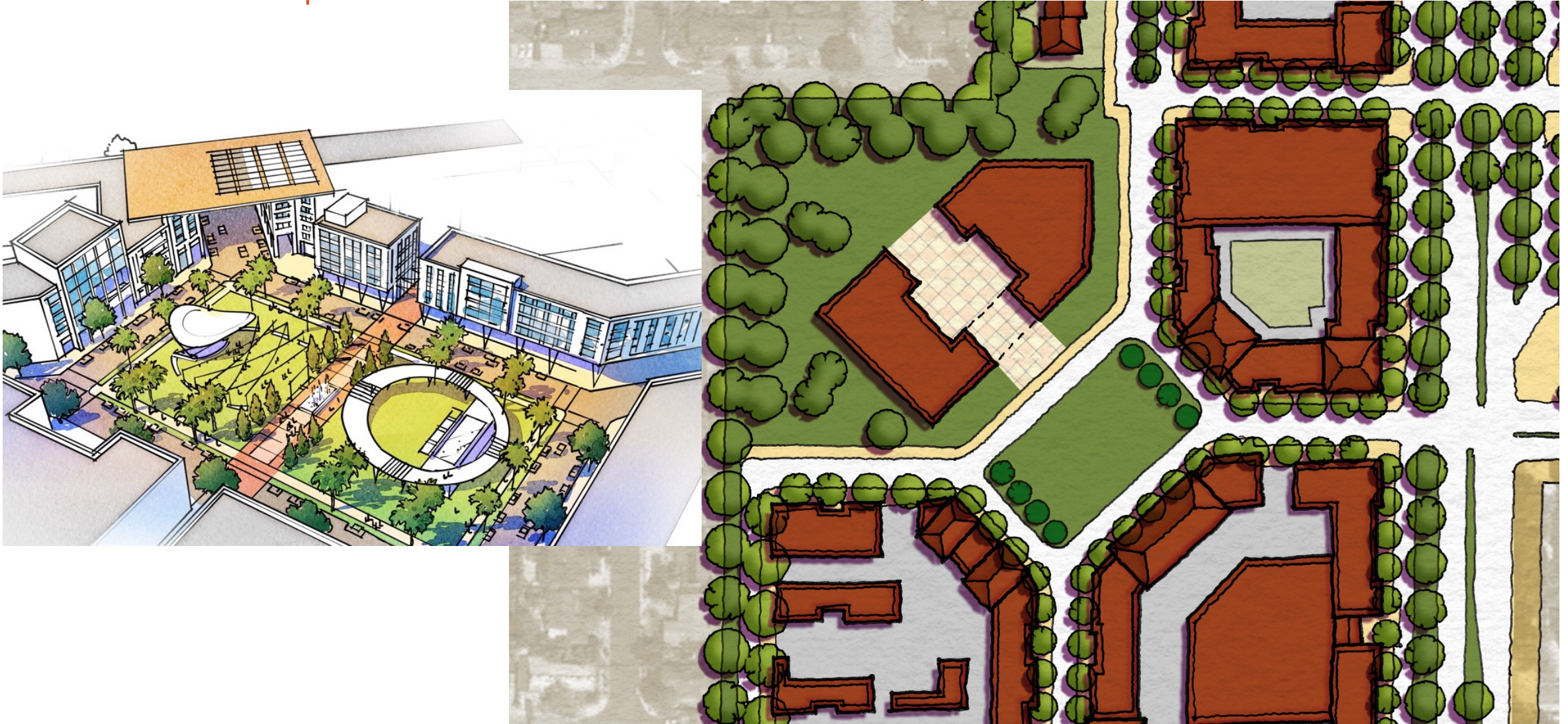
Cupertino General Plan 2014-2020, Chapter 3 Land Use



Plan Option: Edge Plaza



Plan Option: Internal Square



Thoughtful Transitions to Context

Western Edge Scaling Down



Thoughtful Transitions to Context



Community likes western public space

Need to continue to study viability

Pedestrian-Oriented Street Designs

Wolfe Road

Goal is to make it more pedestrian oriented and so that uses want to front onto it

Existing trees are being preserved in all schemes



Provide Diverse Housing Choices

- **Consider creative housing types such as Co-Housing**
- **Percentage affordable (BMR)**
- **Affordability for groups that have not been discussed to date**
- **Taller buildings? If so, how tall and where?**



Innovation Center/Hub

- **Business incubator/ accelerator space**
- **Educational institutions (all levels and potential satellite campus)**
- **Incubator exchange program**
- **Executive level continuing education**
- **Maker space**
- **On-sight dormitory**



Amount and Quality of Public Space

Understand desire for more public space

Not going to get 30 acres without green roof.

As your “taxi driver” we are/were concerned of the experimental nature of the green roof. Unprecedented.

Want to lead you to a success in terms of long-term viable, vibrant alternative.





What We Have Investigated and Learned Since Charrette 1

Program Concerns Heard

Generally program ranges studied at charrette

Use	Program Range Studies
Retail/Ent.	411,000-436,00 sf
Office	1.3-2 million sf
Housing Units	2,400
Civic	45-65,000 sf

Why not study higher retail program?
Why not study lower office program?

Generally program ranges studied AFTER charrette

Use	Program Range Studies
Retail/Ent.	400-600,000 sf
Office	750,000-1.5 million sf
Housing Units	3,200
Civic	45-65,000 sf

Better understanding thresholds of viability

400-600,000 sf Can Achieve Your Goal of a Vibrant Retail Environment

Many retail destinations have a similar range of square footage of total program

Santana Row is approximately 600,000 sf of retail



Office Makes Project Viable. Also Can Be Key to a Vibrant Downtown

Daytime spenders to support businesses

Possibly institutional tenants

Services you desire in a downtown: Medical, dentist, etc. Make it a downtown versus a mall



School District's Thoughts Related to Overcrowding

More concerned about:

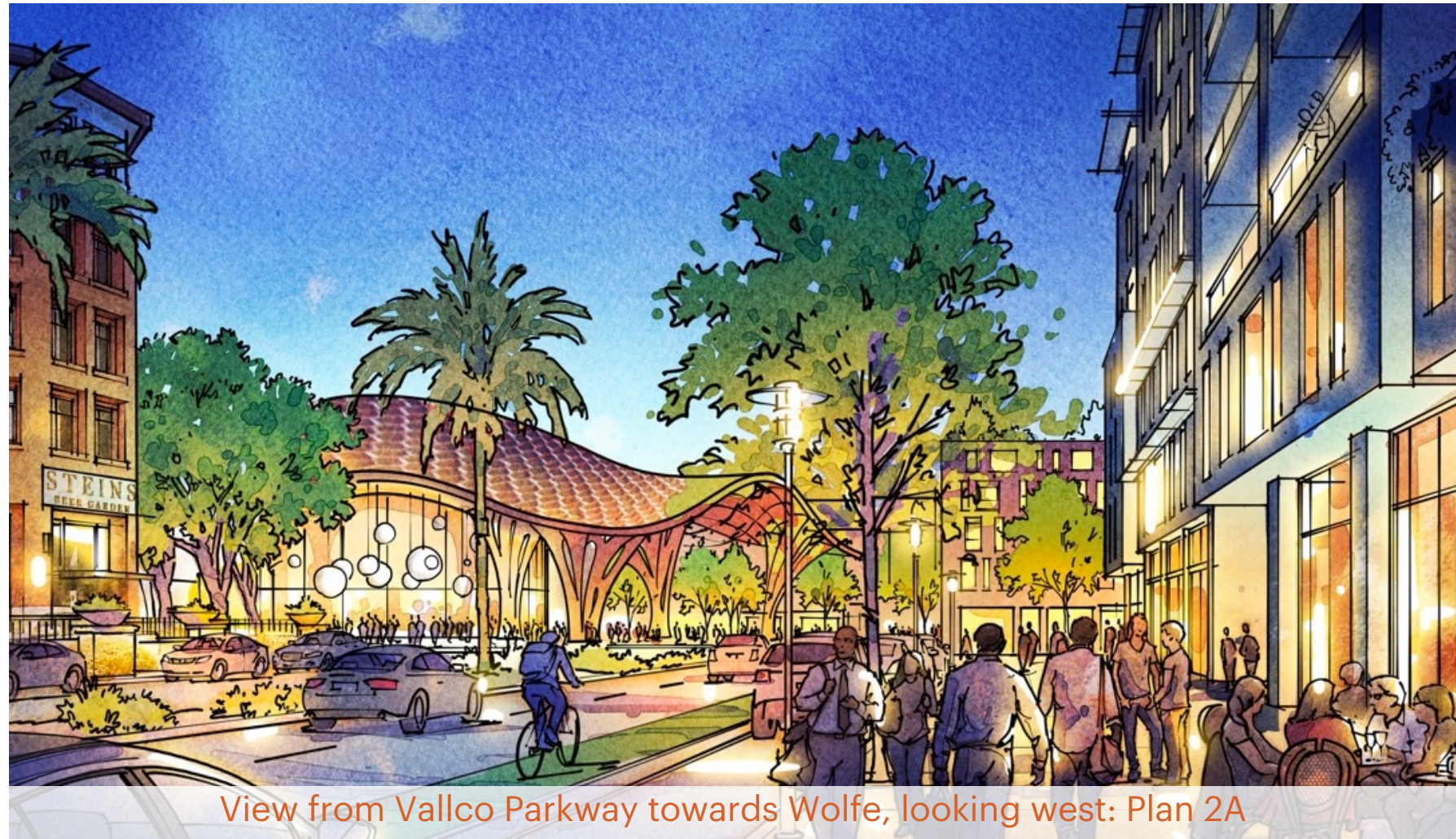
- Decreasing numbers of students
- Not being able to retain teachers due to cost of living





What Needs Further Investigation

Tall Buildings: If So, How Tall & Where



View from Vallco Parkway towards Wolfe, looking west: Plan 2A

Tall Buildings: If So, How Tall & Where

**Tradeoff for
desired civic uses?**



View from Vallco Parkway towards Wolfe, looking west: Plan 2B

TDM Package Options

Compatibility

● Office ● Housing ● Both

TDM Measure	Medium Intensity	High Intensity
● Parking – Housing	1.25 spaces/unit Parking unbundled	.65 spaces per unit Parking unbundled, no subsidy
● Parking – Office	3 spaces/1,000 SF \$8/day	2 spaces/1,000 SF \$20/day
● Carshare/ Bike Share	Guaranteed spaces Subsidize membership	Guaranteed spaces Subsidize membership & driving allowance
● Transit Subsidies	Partial subsidy of transit passes	Full subsidy of transit passes
● Shuttle/Van Pool/Carpools	One employer – dedicated shuttles Many employers – subsidized shuttle service, van pools; car pool prioritized Residential – peak period circulator	One employer – dedicated shuttles Many employers – subsidized shuttle service Van Pools/Car Pool get free parking Residential – all day circulator
● Support elements	Guaranteed Ride Home, Lockers/showers for employees	Medium intensity plus Mobility concierge for residents
Potential Non-SOV Mode Share	20 to 35%	35 to 50%



Further Refinements: Economics

Economic and Planning Systems

Vallco Special Area

Financial Feasibility



METHODOLOGY

PROJECT FEASIBILITY CALCULATION

The “Pro Forma” Financial Analysis Model Calculates:

- Market Value (reflective of lease rates, operating expenses, sale prices)
- **Less** Development Costs
- **Less** Required Return on Investment
- **Less** Land Cost
- **Model Output = Estimated “Project Residual”**

LAND USE PROGRAM

Land Use	Low Office/ High Retail	Low Housing/ Low Retail
RESIDENTIAL		
Units	3,250	2,640
Sq.Ft.	4.06 M	3.30 M
COMMERCIAL		
Office	750 K	1.50 M
Retail/ Entertainment	600 K	400 K
Hotel	139 K	139 K
TOTAL (SQ. FT.)	5.62 M	5.41 M

Each program also includes:

- 5 acres of public park(s)
- 65,000 square feet of civic space
- ~85% subterranean parking

MARKET VALUE

Land Use	Market Value Estimates
RESIDENTIAL (per unit)	
Apartment (Rental)	
Market Rate (per unit)	\$800,000 to \$900,000
Below Market Rate (per unit)	\$300,000 to \$350,000
Condominium (Ownership)	\$1.03 MM to \$1.05 MM
COMMERCIAL (per sq. ft.)	
Office	\$1,000 to \$1,200
Retail	
Traditional	\$800 to \$900
Entertainment	\$400 to \$500
Hotel	\$700 to \$800

VERTICAL DEVELOPMENT COSTS

Land Use	Development Cost
RESIDENTIAL (per unit)	
Apartment	\$625,000 to \$675,000
Condominium	\$725,000 to \$775,000
COMMERCIAL (per sq. ft.)	
Office	\$850 to \$950
Retail	\$750 to \$850
Hotel	\$725 to \$775

NET VERTICAL DEVELOPMENT VALUE (PER SQ.FT.)

Land Use	Contribution to Land Value PSF
RESIDENTIAL (PER SQ.FT.)	
Apartment	
Market Rate	\$150 to \$200
Below Market Rate	-\$250 to -\$300
Condominium	\$200 to \$250
COMMERCIAL (PER SQ.FT.)	
Office	
Traditional	\$300 to \$350
Civic	-\$850 to -\$900
Retail	
Traditional	\$50 to \$100
Entertainment	-\$300 to -\$400
Hotel	\$0 to \$50

Contributions to Land Value before:

- Land Cost
- Horizontal Development
 - Roads
 - Water / Sewer / Utilities
 - Off-site improvements
 - Landscape

HORIZONTAL DEVELOPMENT COSTS

Horizontal Cost Estimate

Site Work and Landscape

Backbone Infrastructure

\$200 MM to \$250 MM +

Off-Site Improvements



Further Thoughts: Transportation Strategy

A “Toolkit” of Traffic Reduction Strategies

1. Regulating Parking at Developments
2. Improving Transportation Choices

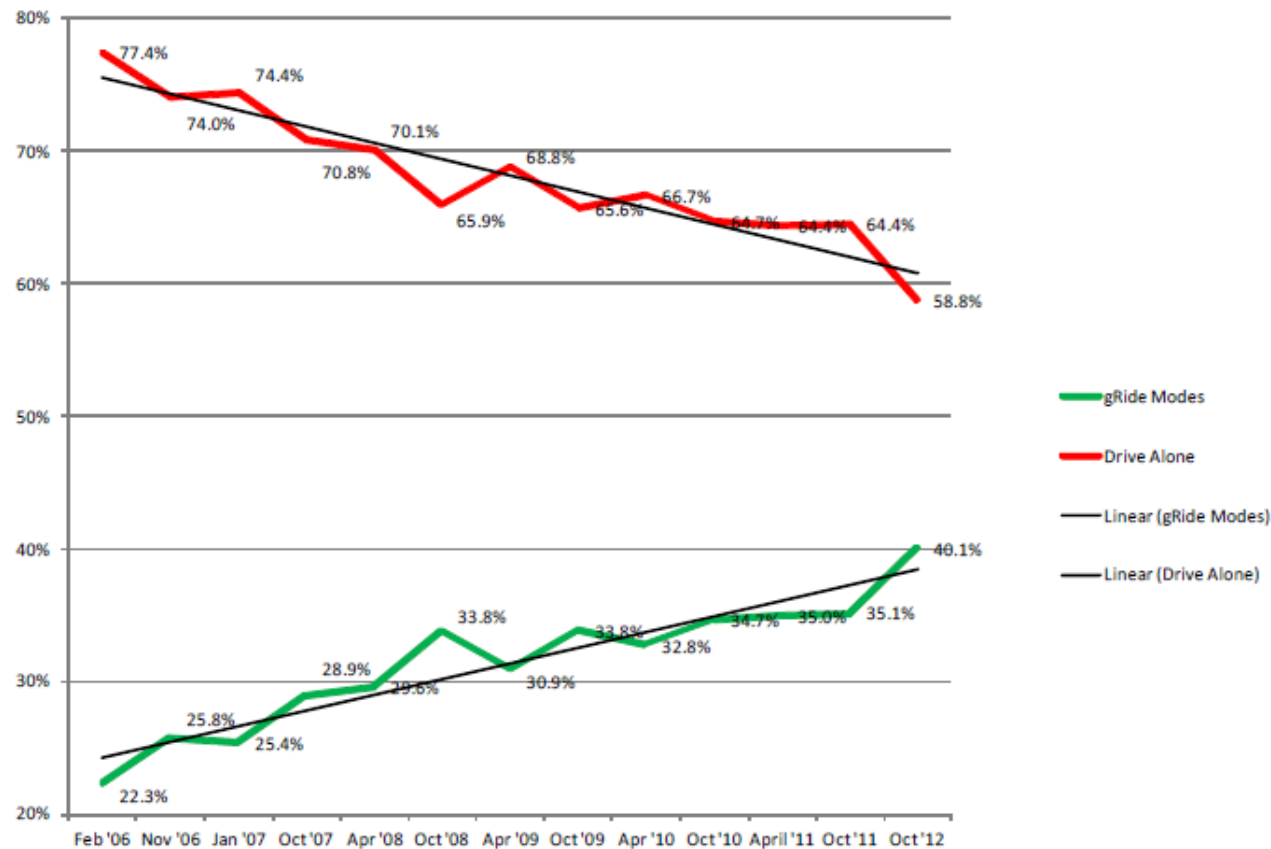




Traffic Reduction at Genentech South San Francisco



Commute Mode Shift from 2006 to 2012



REGULATING PARKING AT DEVELOPMENTS

Strategy: Residential Parking Benefit Districts to protect residents from spillover parking

1. Let existing residents park free
 - Limit # of resident permits issued to # of available spaces
 - Example: Tucson
2. New development pays for establishing & maintaining the permit district
 - Example: Kaiser Hospital, Oakland
 - Paid for permit district as mitigation for new hospital



© LadyDemeter

A toolkit of traffic reduction strategies

What does it cost to add a parking space by building a new parking structure?

Cost per space gained



A toolkit of traffic reduction strategies

How much revenue is needed to break even on the cost of building and operating a \$50,000 parking space?

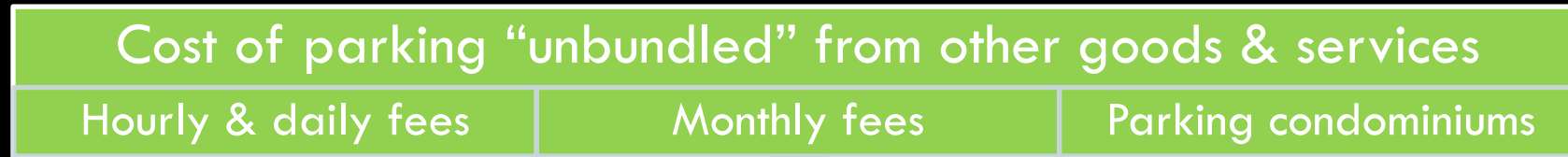
Strategy: Unbundling parking costs → Greater affordability



Example: The Gaia Building, Berkeley, CA

- City requires unbundling of parking costs from rents
 - \$150/month per space
 - On-site carshare cars
 - 91 apartments, theater, café & office space
 - 42 parking spaces built
- Result: 237 adult residents with just 20 cars

Managing curb parking → Unbundling parking costs



Rents must be lower when separate parking fee is charged, to remain competitive in the marketplace

Cost of parking is revealed to the user

People save money by using less parking

Less parking demand, less congestion, less pollution

Strategy: “Unbundling” Parking Costs from Leases

Example: Downtown Bellevue, WA

- Requires building owners to include parking costs as a separate line item in leases
- Minimum rate for monthly long-term parking: \geq twice the price of a bus pass
- Minimum rate in 2003: \$144/month
- *Maximum* parking requirements: 2.4 spaces / 1000 sf GLA

Results: drive alone commute rate fell by 30%, from 81% driving alone to 57%

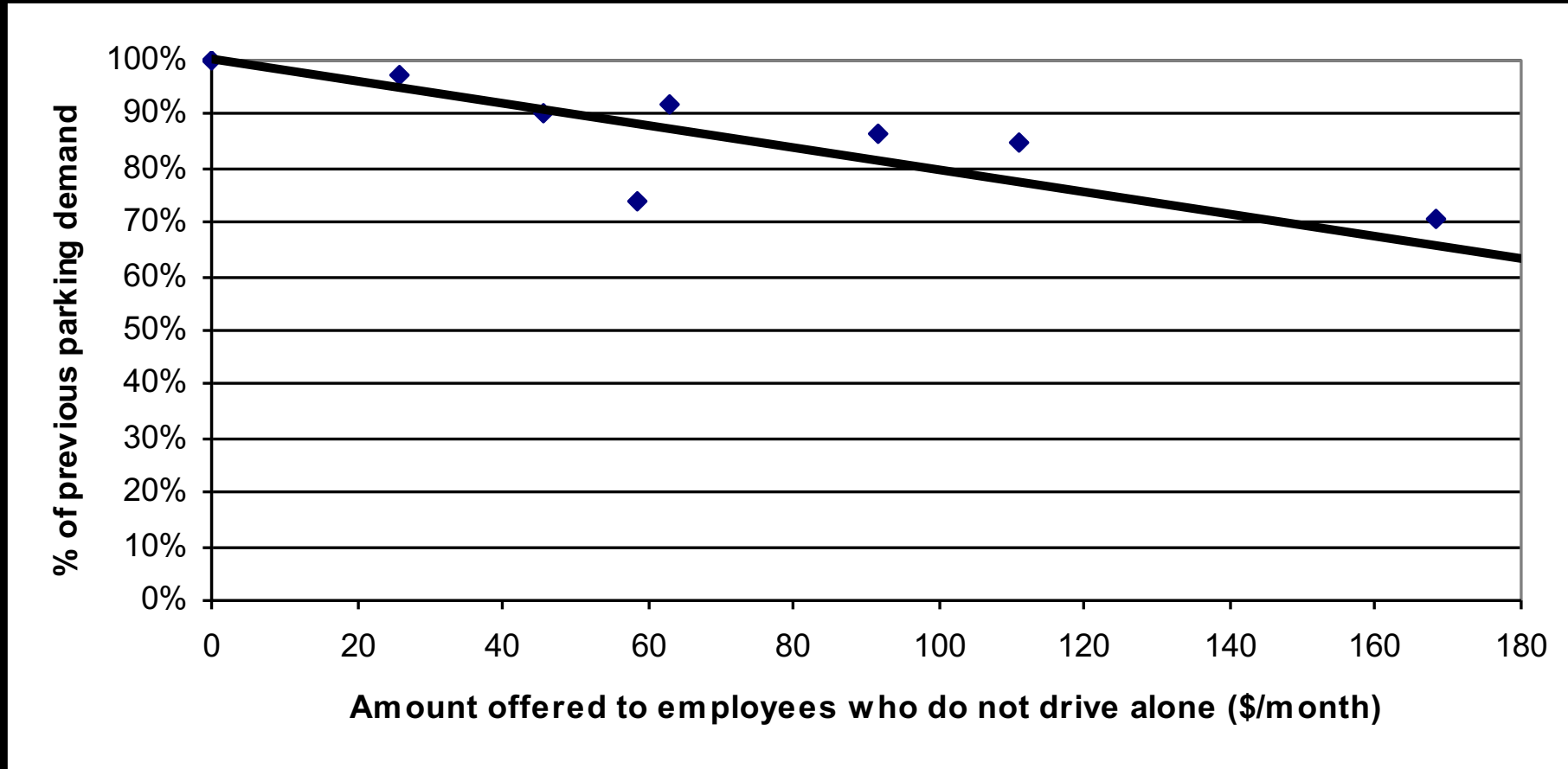


Require Parking Cash-Out

- Politically/financially not feasible to charge for parking? *Offer cash value of parking to those who don't drive*
- Consider it part of a cafeteria-style employee benefits package, like health benefit choices
- Example: Santa Monica
- Tenants must make cost of parking visible to employees
 - Full-cost parking fees, OR
 - Full parking cash-out



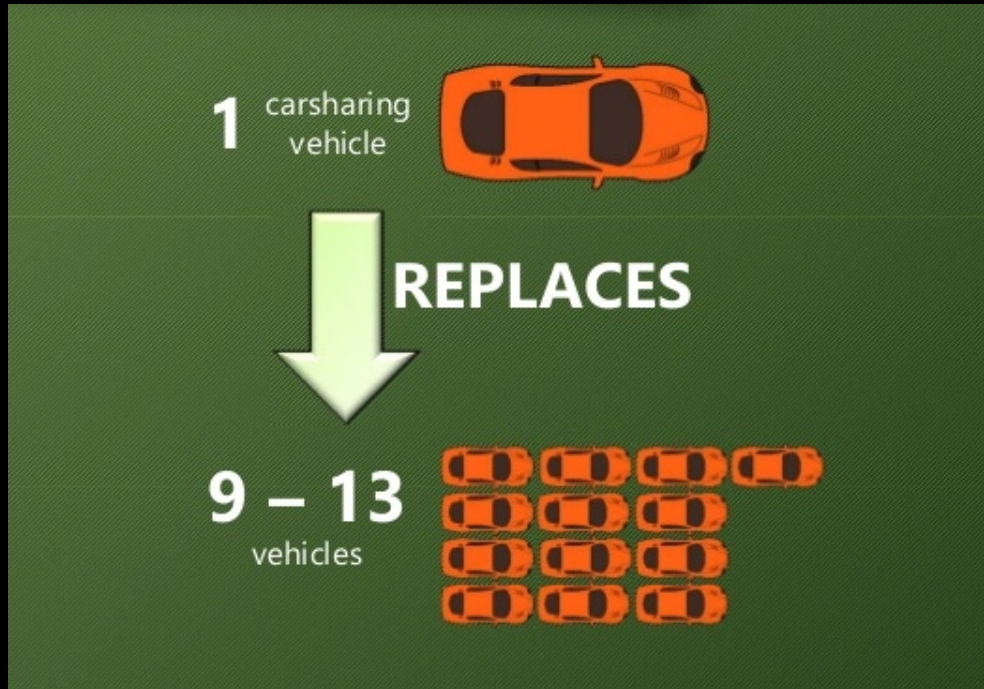
Parking Cash Out reduces vehicle trips



Source: adapted from Shoup, Donald. *Parking Cash Out*, 2005.

IMPROVING TRANSPORTATION CHOICES

Unbundling Parking Costs Supports Carsharing



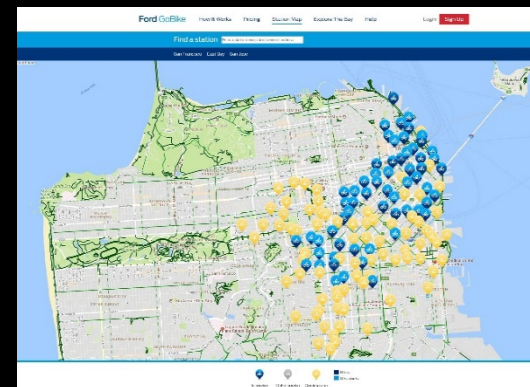
Source: Martin, Shaheen, Lidicker, 2010 <https://www.slideshare.net/susanshaheen/carsharing-trends-and-research-highlights>

Unbundling Parking Costs Supports Bikesharing



Ford GoBike bike sharing
7000+ bicycles in SF Bay Area

Source: Ford GoBike



Unbundling Parking Costs Supports Bikesharing

JUMP dockless electric
bike sharing



Source: jumpmobility.com

Strategy: Deep Discount Group Transit Passes



Boulder, CO

Boulder's "Eco-Pass" program

- Employees ride free
 - \$83 per year per worker
 - Deep discount for group enrollment – only 6% of normal price (\$1,485)
 - 8,300+ employees at 1,200 downtown businesses
 - Funded by meter revenues
-
- **Drive alone rates fell from 56% to 36%**
 - **Reduced commuter parking demand by 850+ spaces**

TRENDS: AUTONOMOUS SHUTTLES ARE HERE



Source: <https://mcity.umich.edu/driverless-shuttle-service-coming-u-ms-north-campus/>

2017: NAVYA self-driving shuttles entered passenger service on public streets in Las Vegas



2017: EasyMile self-driving shuttles began shuttling passengers to Dallas Cowboys games in Arlington, Texas



April 2018: EasyMile self-driving shuttles began carrying passengers on public streets in San Ramon, California



Ridehailing & self-driving vehicles are cutting parking demand



- About 80% of the cost of transit is the driver.
- Self-driving vehicles will cause the cost of transit & taxis to plummet.
- No comparable breakthrough in parking costs is foreseen.



A toolkit of traffic reduction strategies

Parking

1. Use residential parking permit districts to protect residents
2. Unbundle parking costs at residences, offices, etc.
3. Require parking cash out

Improving transportation choices

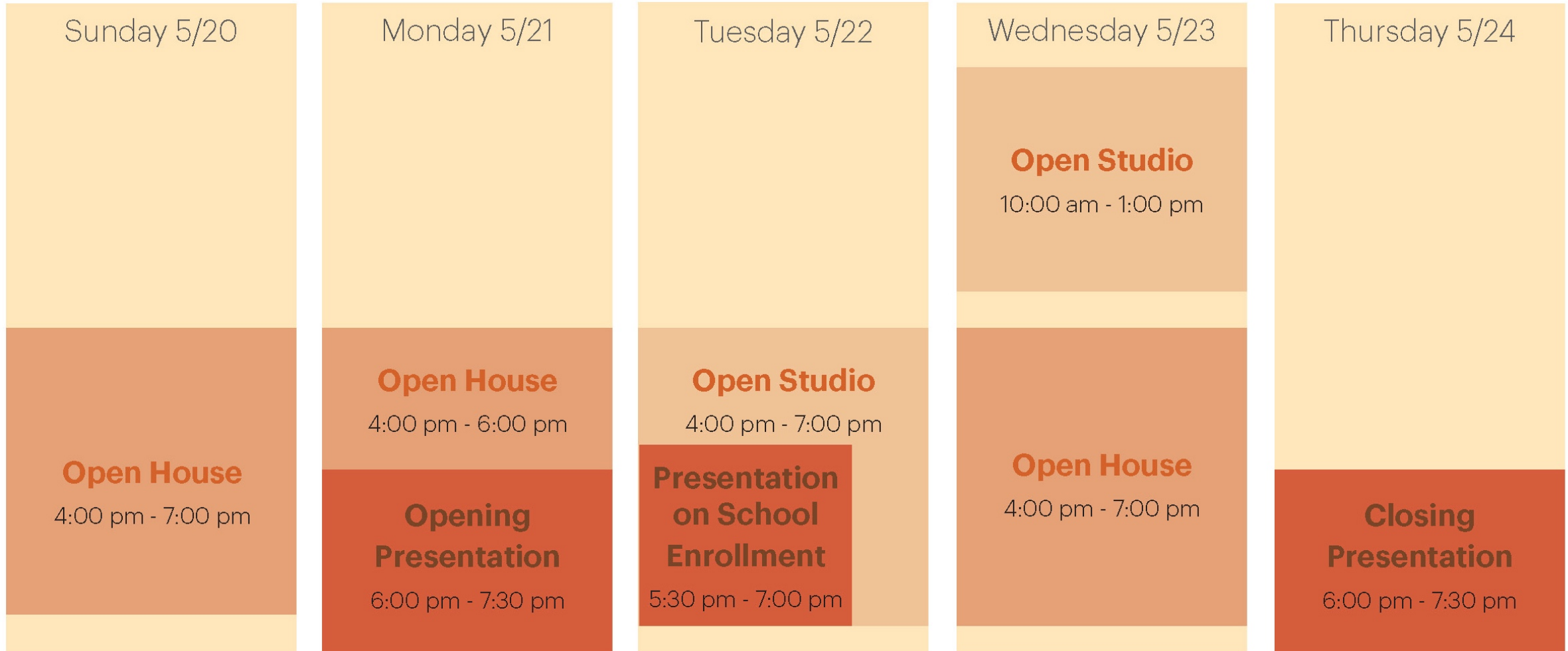
4. Require on-site carshare cars
5. Require on-site bikeshare bikes
6. Require free (deep-discount group) transit passes for residents & employees
7. Require formation of a Transportation Management Association
8. Require provision of free shuttles to Caltrain & other destinations



Charrette Two: What to Expect

May 20th-24th

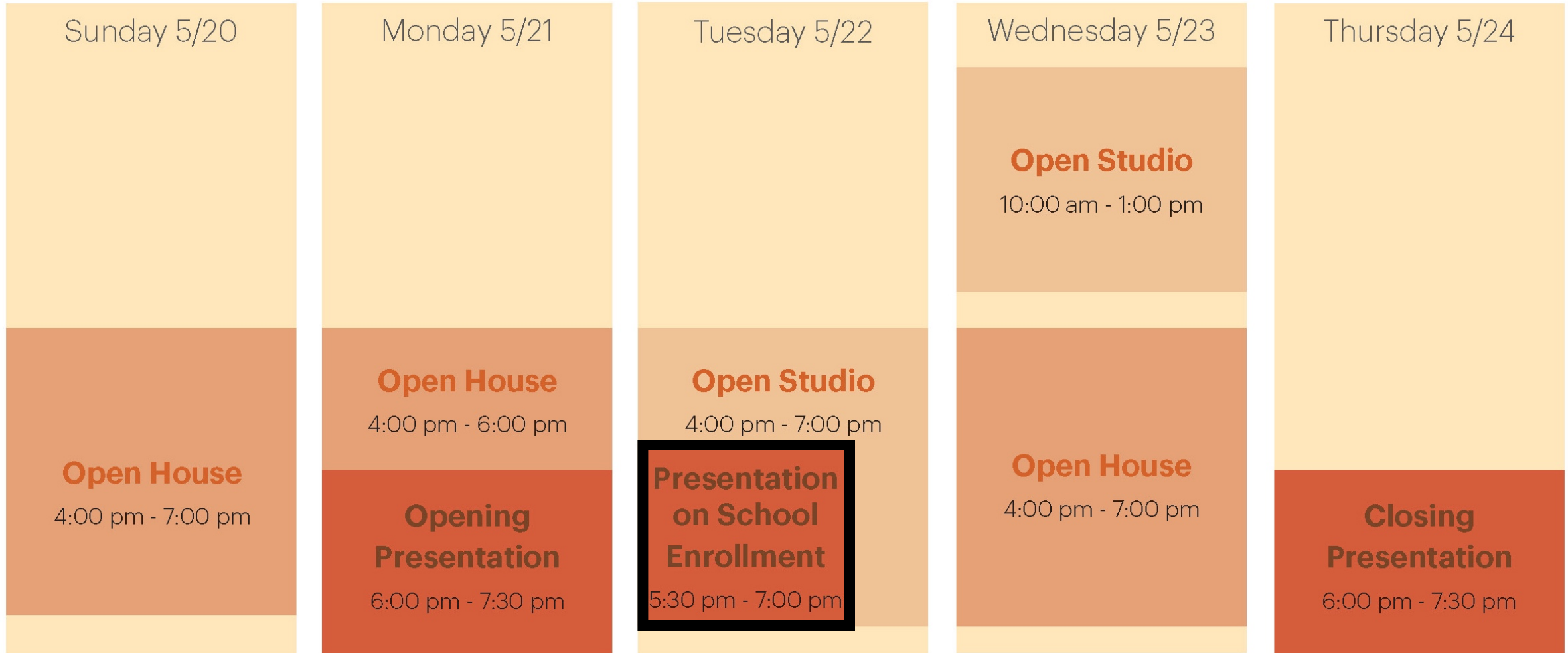
Charrette Schedule: Many Ways to Participate



Opening & Closing Presentations: Formal



Presentation on School Enrollment



Presentation on School Enrollment

Presentation by Polly Bove, FUHSD Superintendent and Tom Williams, EPS Principal and demographer.

Tuesday May 22nd
5:30 to 7:00pm
Cupertino Community Hall



The Impact of a Vallco Development on School Funding and Enrollment

**Cupertino Community Hall
10350 Torre Avenue, Cupertino
Tuesday, May 22, 2018, 5:30 - 7 pm**

Citizens of Cupertino are rightly concerned about the impact of any development on the highly reputed school districts in Cupertino. Community members have raised questions about how redevelopment at Vallco might impact our schools.

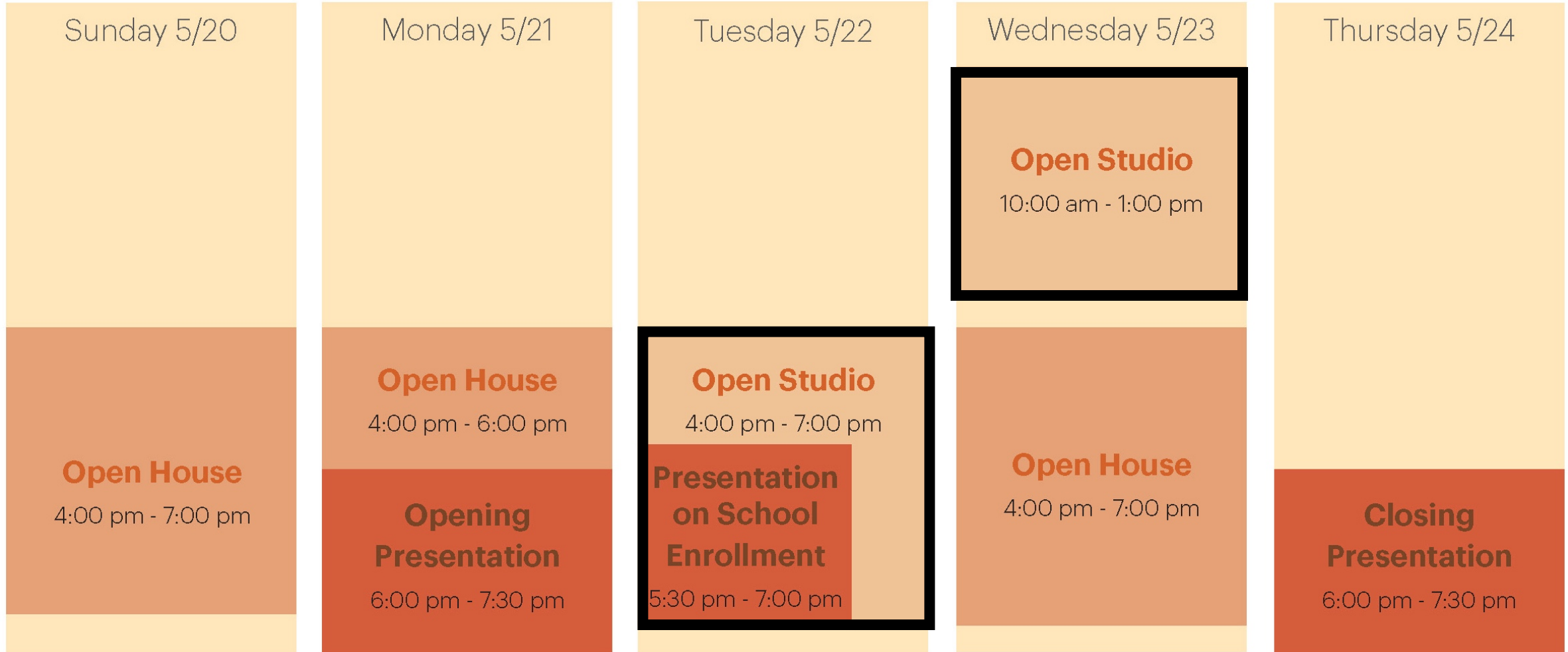
Fremont Union High School District Superintendent Polly Bove along with EPC Principal Tom Williams, a respected demographer who has worked with most of the school districts in the County for several years, will present a data-driven analysis of what impact a Vallco development is expected to have on our local schools.



Open House



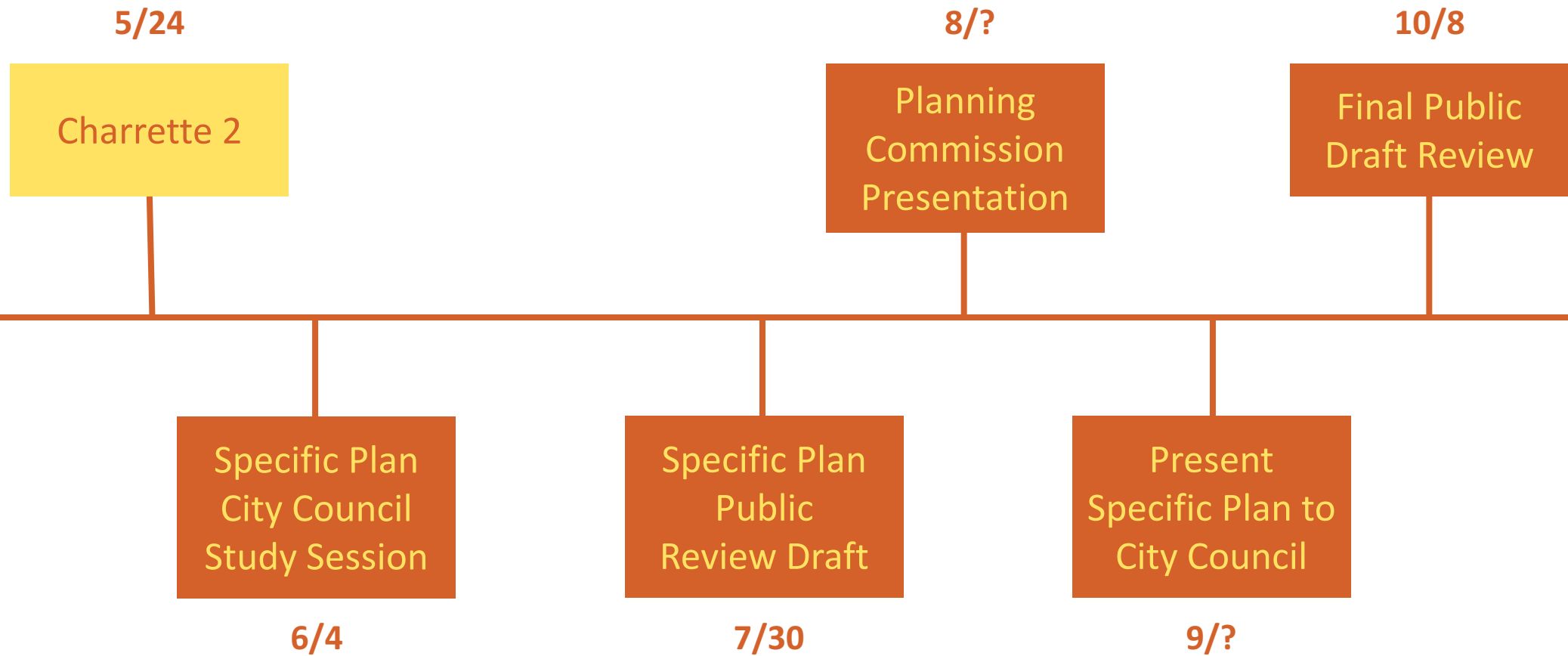
Open Studio





Next Steps: Looking Forward

Project Process Going Forward



Break Out Session





End