



Vallco Special Area Specific Plan

Guiding Principles & Existing Conditions

13th March 2018

Daniel Parolek
Principal, Opticos Design, Inc.

Bill Lennertz
Principal, Collaborative Design + Innovation



Meeting Purpose

- Complete the first feedback session with the community by reviewing draft guiding principles based on community values and vision collected thus far.
- Review Existing Conditions reports

Desired Outcomes

- A shared understanding of existing conditions
- Community input on proposed draft guiding principles
- Community proposals for additions/revisions to guiding principles
- Community input on data, indicators related to guiding principles

Meeting Agenda

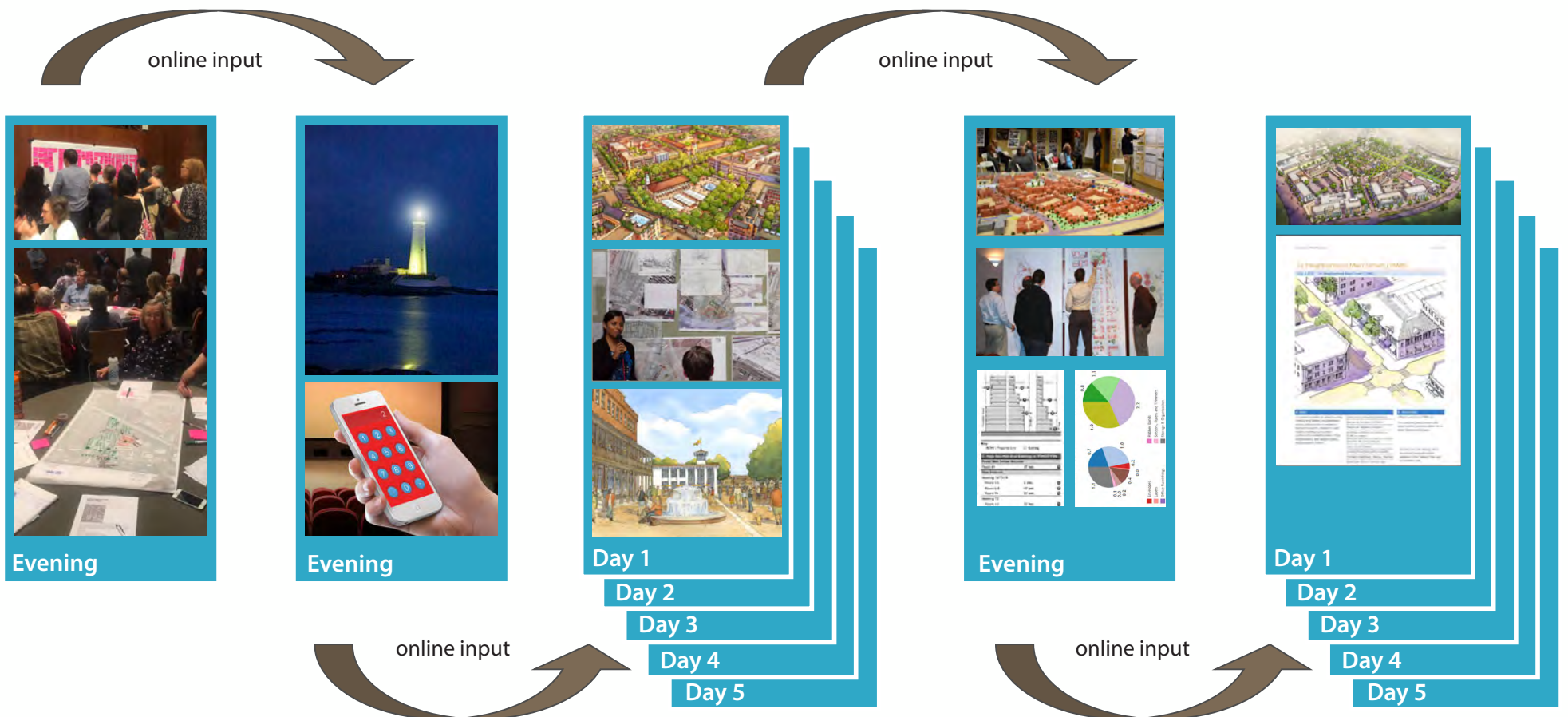
6:00 Welcome, meeting set-ups

6:15 The process so far, existing conditions

6:40 Draft guiding principles, polling

7:20 Provide further input at stations

8:30 Adjourn



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

Open House – May 9

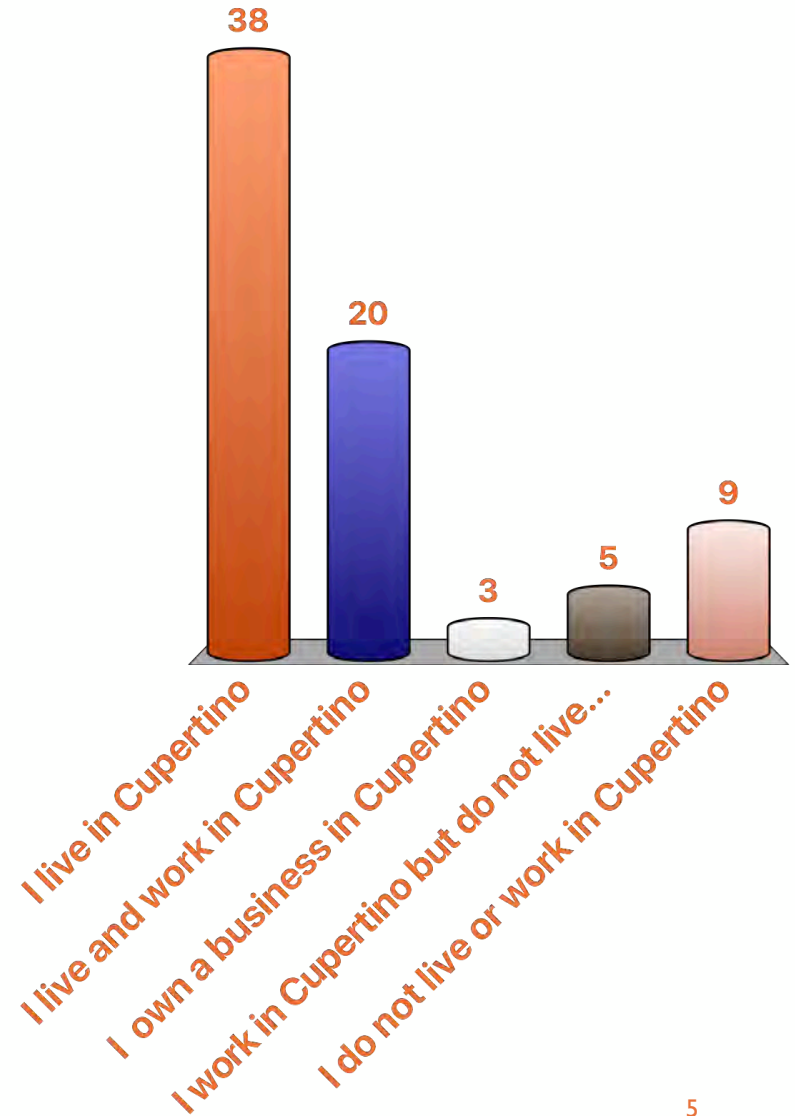
- Plan options measured by indicators
- Physical 3D site model
- Gather further input on options

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

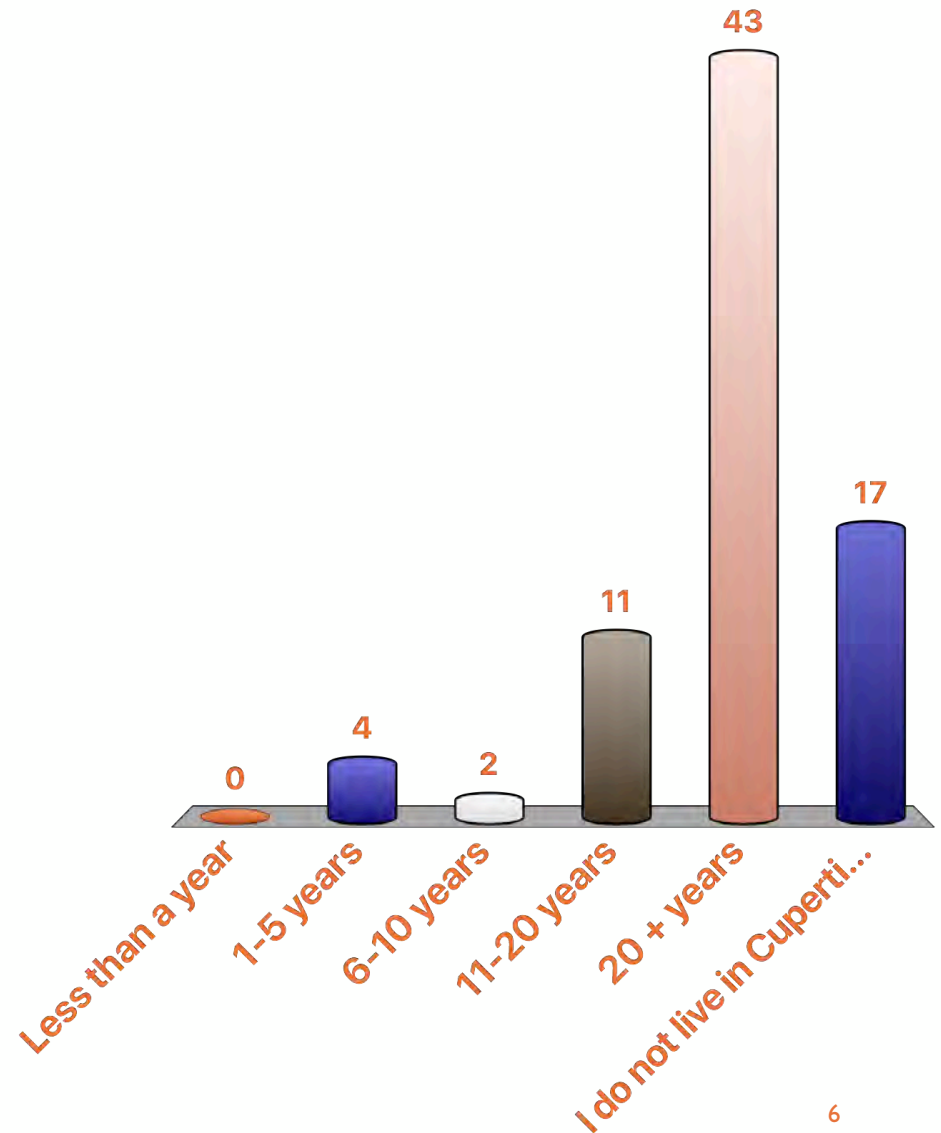
Poll Question: Do you live/work in Cupertino?

1. I live in Cupertino
2. I live and work in Cupertino
3. I own a business in Cupertino
4. I work in Cupertino but do not live here
5. I do not live or work in Cupertino



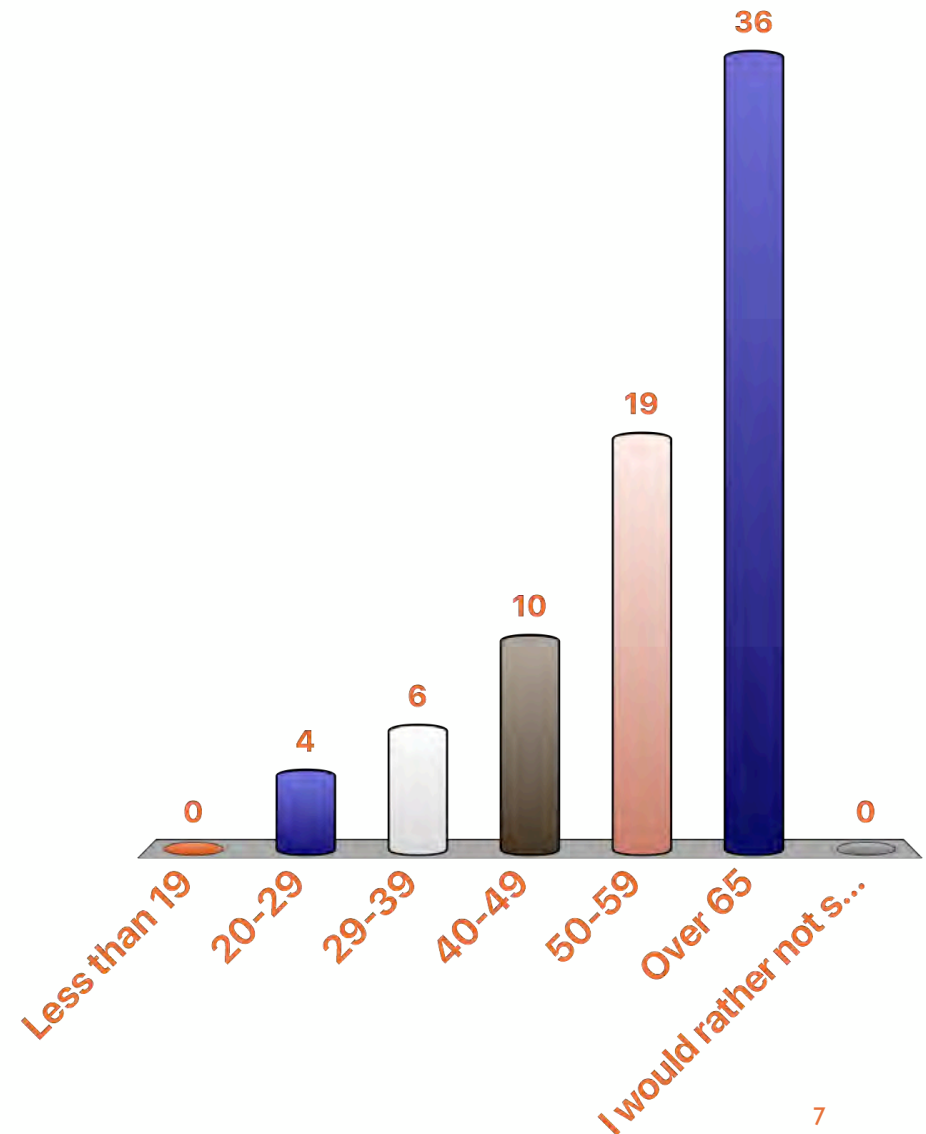
Poll Question: How long have you lived in Cupertino?

1. Less than a year
2. 1-5 years
3. 6-10 years
4. 11-20 years
5. 20 + years
6. I do not live in Cupertino



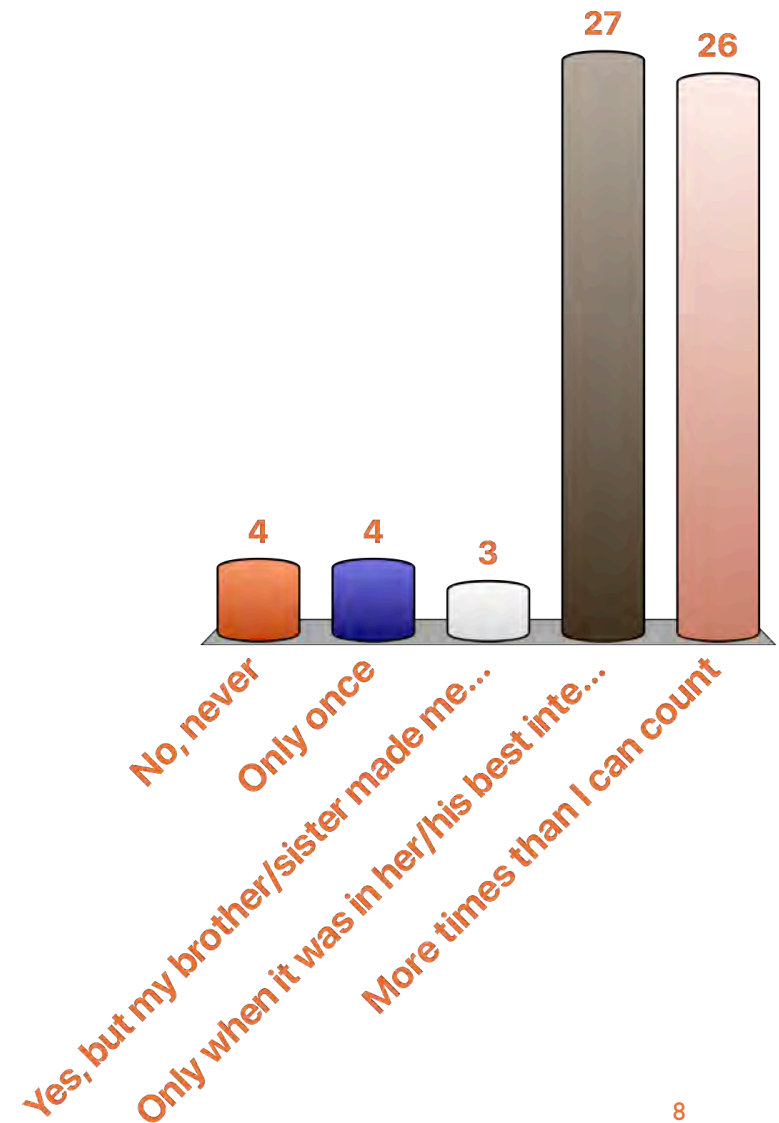
Poll Question: What is your age?

1. Less than 19
2. 20-29
3. 29-39
4. 40-49
5. 50-59
6. Over 65
7. I would rather not say



Poll Question: Have ever lied to your mother or father?

1. No, never
2. Only once
3. Yes, but my brother/sister made me do it
4. Only when it was in her/his best interest
5. More times than I can count

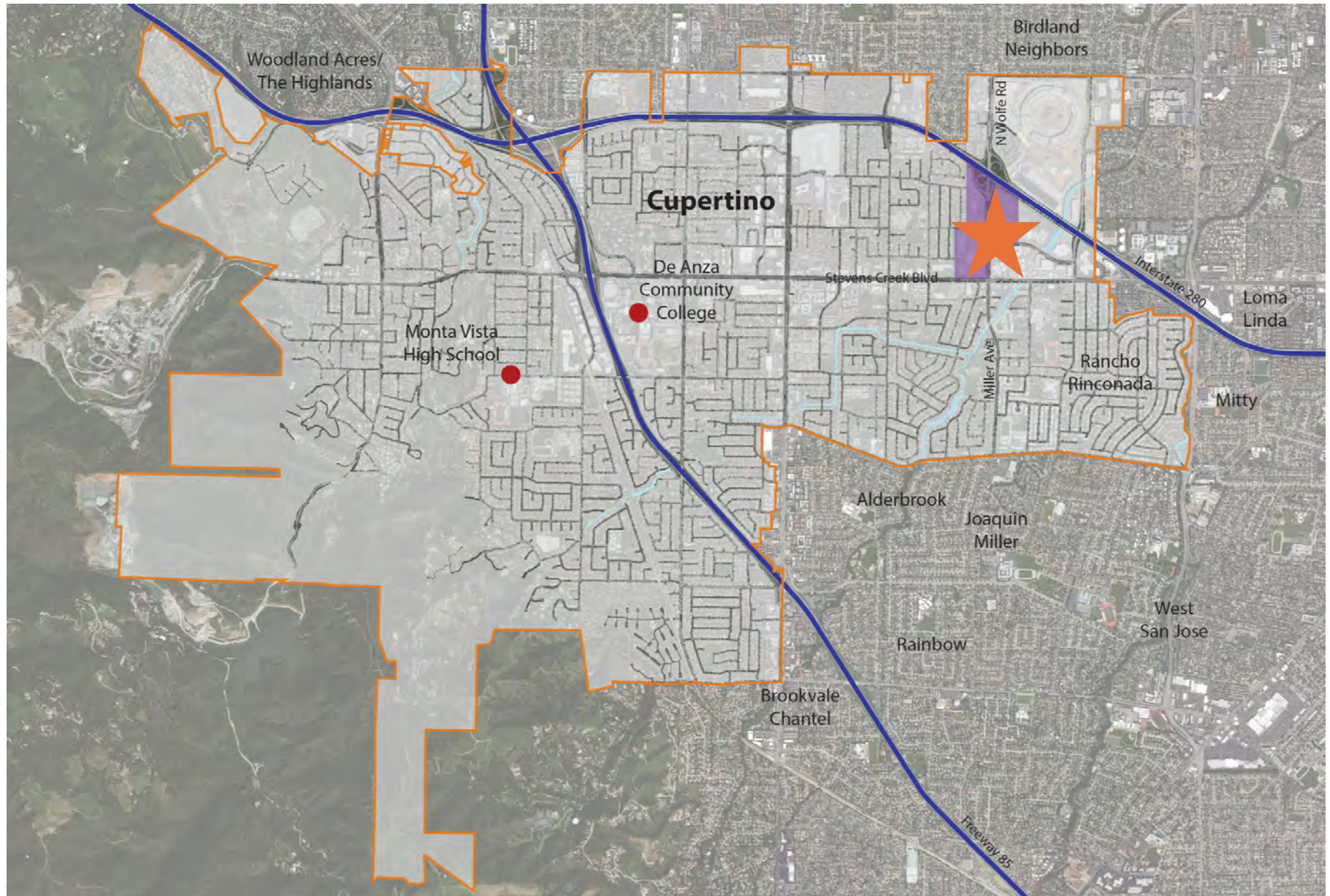




Existing Conditions

Site and Context Analysis

City Context



Site and Surroundings



Existing Conditions & Ownership

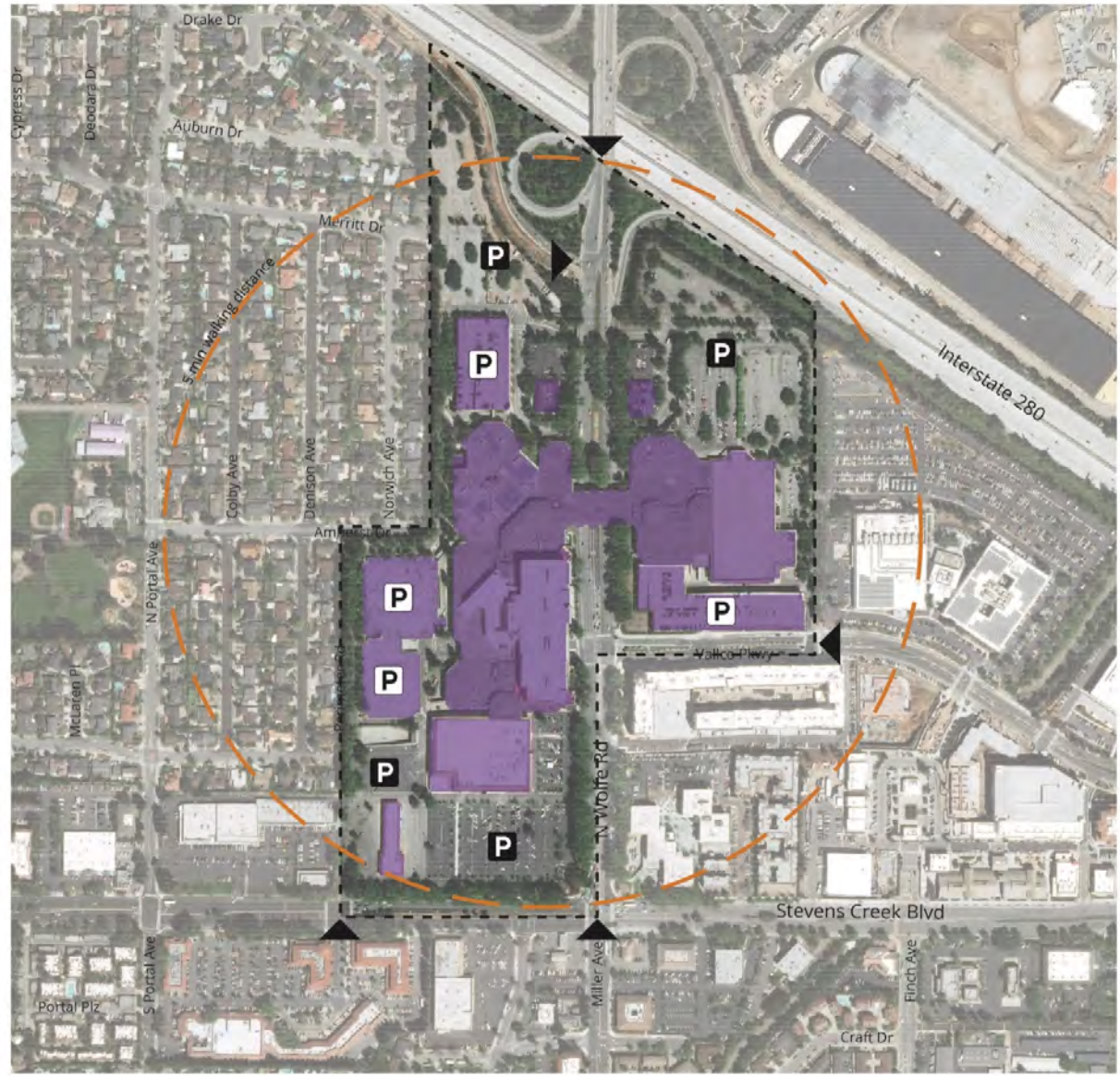


70 acre total area
58 acre developable

Key

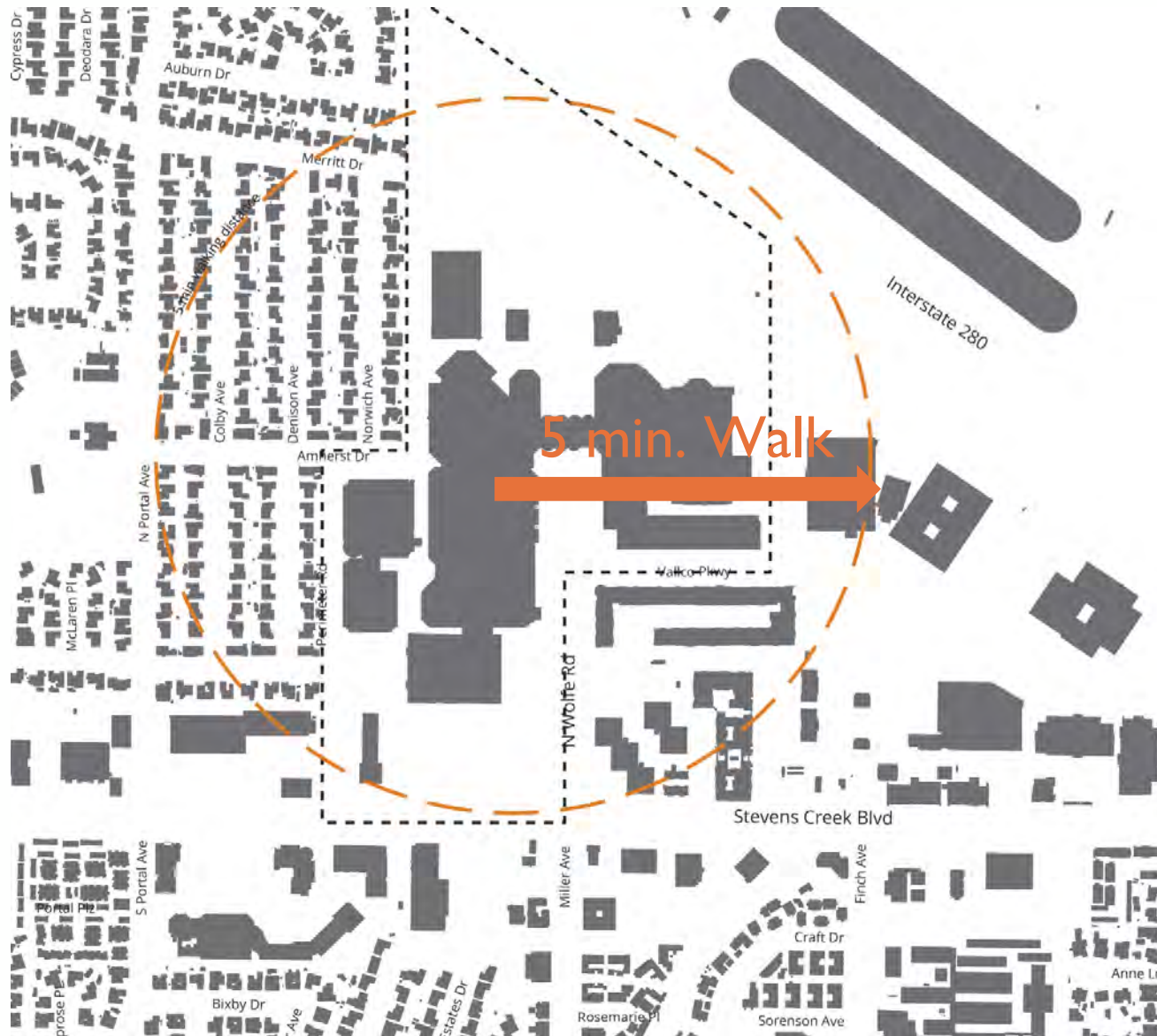
- ■ Specific Plan Boundary
- Walking Radius
- P** Parking Lot
- P** Parking Garage
- ▼ Vehicle Access
- Existing Buildings

0' 100' 1/8 mile 1/4 mile



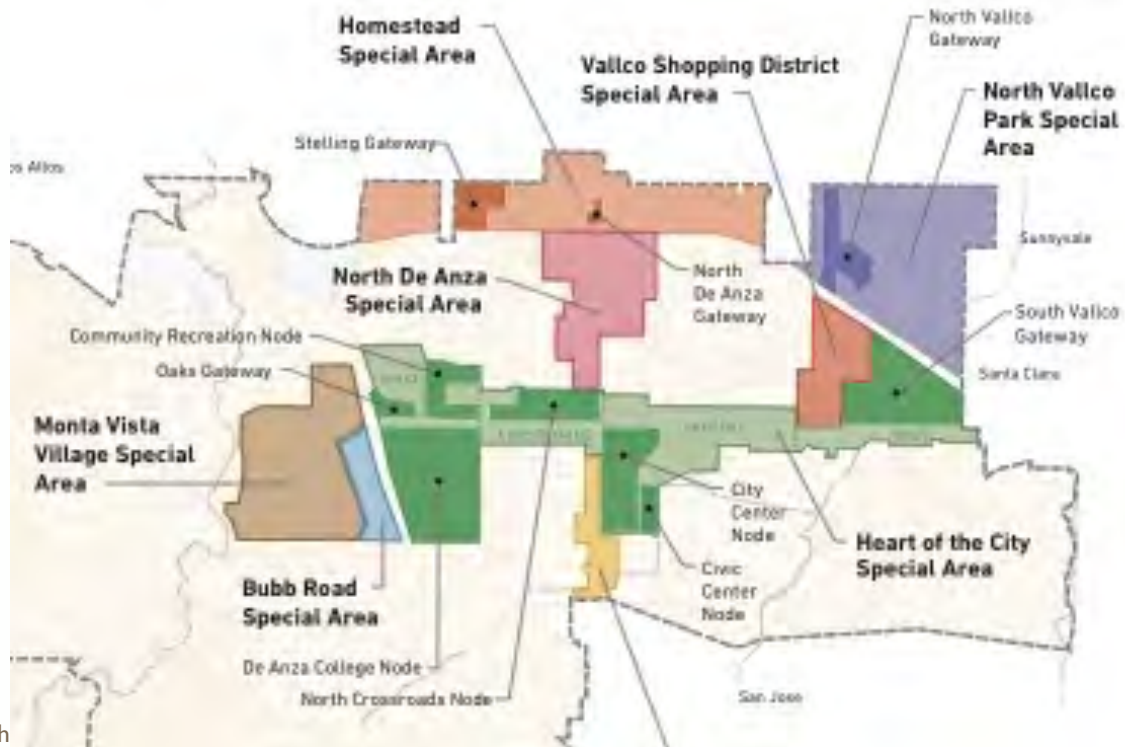
Existing Site Conditions

Urban Form: Contrast in Building Scales



Regulatory Context: General Plan Vision

- Vallco one of nine Special Areas
- General Plan Themes:
 - Major regional and community destination
 - New mixed-use Town Center and gateway for Cupertino
 - Interconnected street grid, bike and pedestrian friendly streets
 - Pedestrian-oriented buildings with active uses
 - Publicly-accessible parks and plazas



Zoning and General Plan

Planned Development

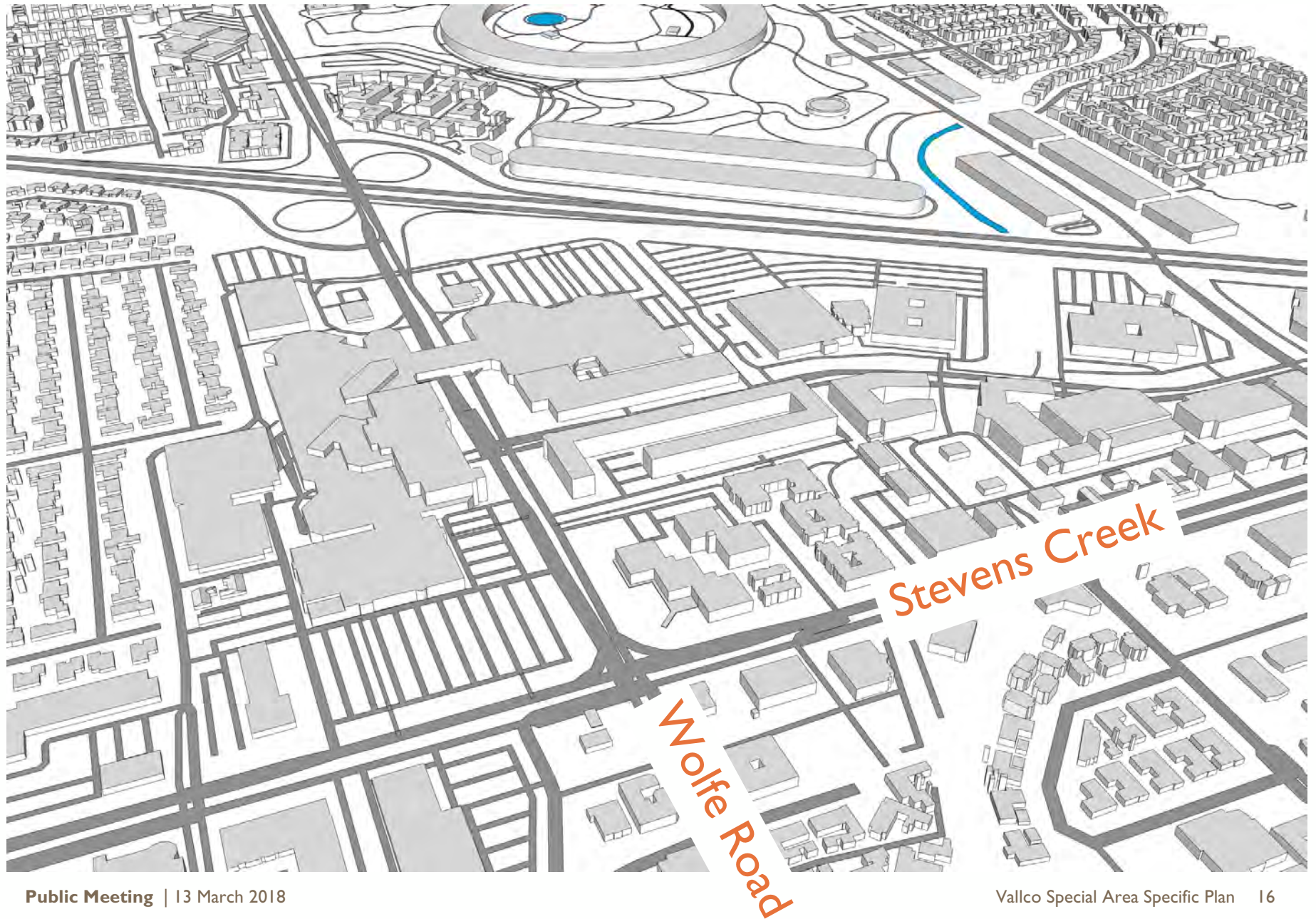
- Regional Shopping (north of Vallco Parkway)
- General Commercial (south of Vallco Parkway)

Housing Priority Site

- General Plan Housing Element Site A2
- Maximum Residential Density of 35 DU/Ac



Existing Conditions: 3D Massing



2

Existing Conditions

Roadway, Bicycle and Pedestrian Networks

Existing Plans

- South Vallco Connectivity Plan
- General Plan Mobility Element
- Cupertino Pedestrian Master Plan
- Cupertino Bicycle Plan

- Major Themes:
 - Create a town center/downtown
 - Mixed-use development
 - Multi-modal connectivity
 - I-280 Shared-Use trail

Roadway Network & Parking

Existing Roadway Recommendations

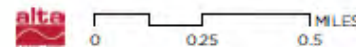
- I-280 and Wolfe Road interchange redesign
- I-280 Express lanes

Existing Parking Facilities

- All retail and commercial areas provide or share parking
- Underground and podium parking has been installed with new developments



ROADWAYS
CUPERTINO VALLCO
SPECIFIC PLAN



DESTINATIONS + BOUNDARIES

- Project Area
- Shopping Center
- Hospital Ground
- School



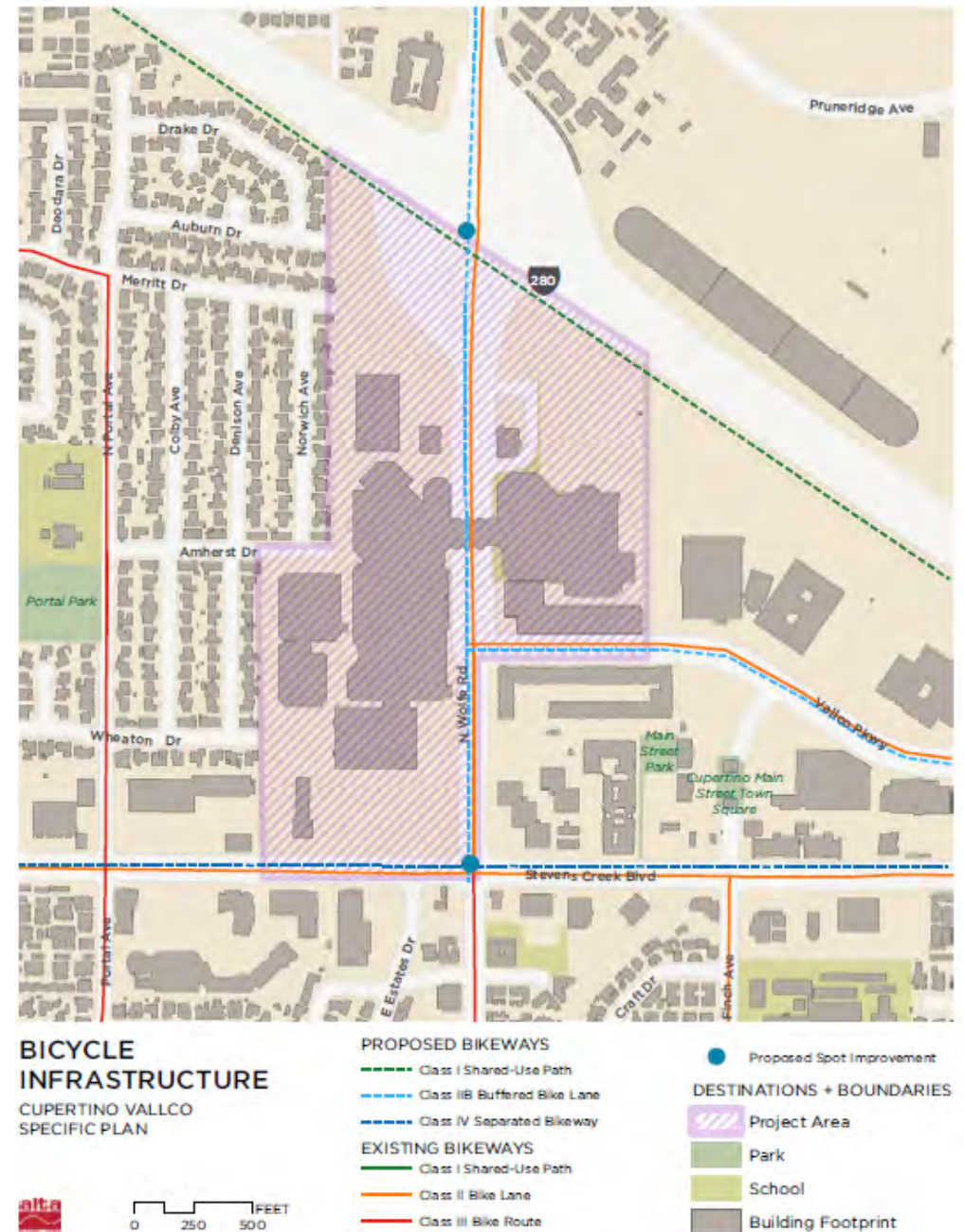
Bicycle Network

Existing Bikeways

- **Class II Bike Lanes**
 - Wolfe Road
 - Vallco Parkway
 - Stevens Creek Boulevard

Existing Recommendations

- **Class I Shared-Use Path: I-280 Trail**
- **Class II Buffered Bike lanes:** Wolfe Road and Vallco Parkway
- **Class IV Separated Bikeways:** Stevens Creek Boulevard
- **I-280 Interchange/Wolfe Road -** bikeway design alternatives being considered
- **Wolfe Road/Stevens Creek Boulevard -** spot improvement



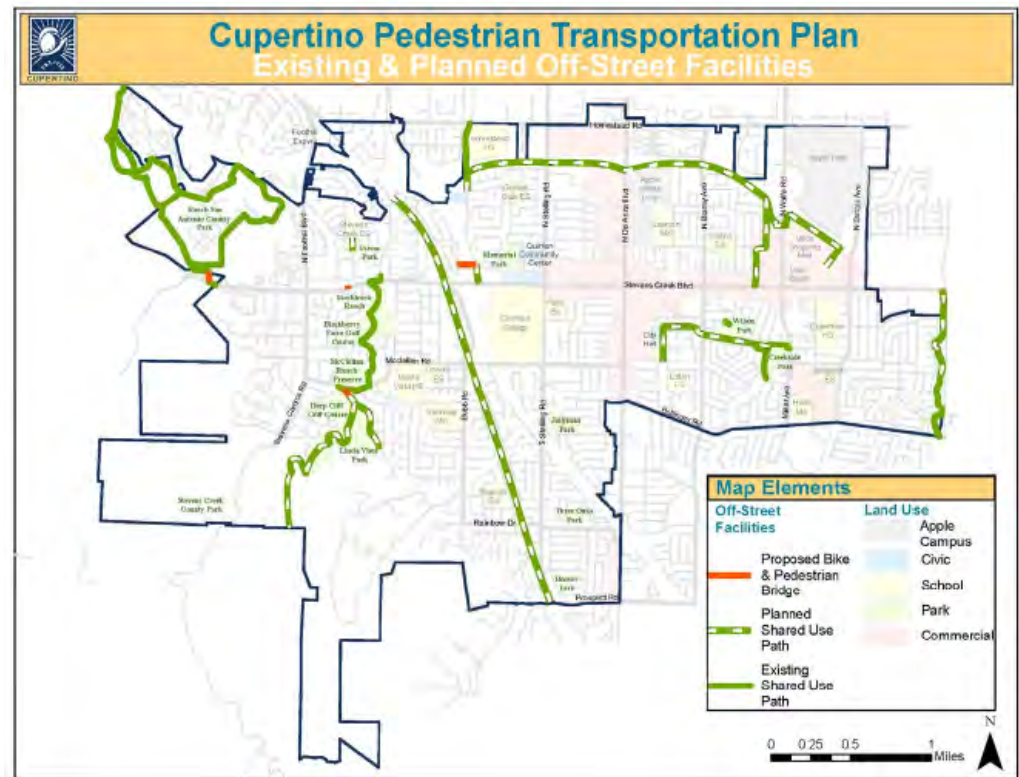
Pedestrian Network

Existing facilities

- Intensity of roadways make some of these streets uninviting
- Sidewalks present throughout
- Pedestrian activated crossings at all signalized intersections

Existing Recommendations

- **Class I Shared-Use Path: I-280 Trail**



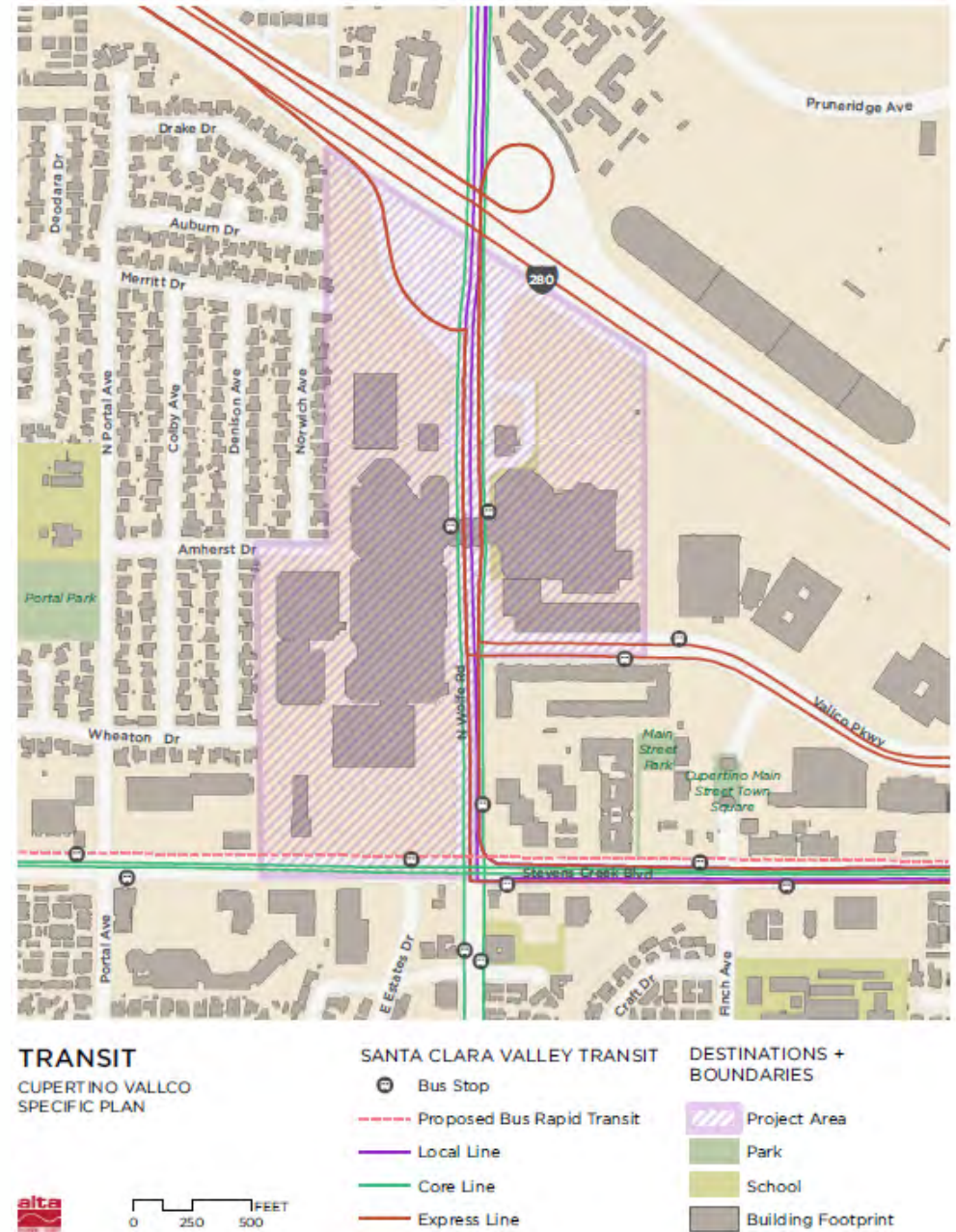
Transit Network

Existing bus routes

- **Express routes:** 101 and 182
- **Local routes:** 23, 26, and 81

Existing Recommendations

- **Bus Rapid Transit (BRT):** Being implemented by VTA along Stevens Creek Boulevard



Travel Patterns

- Cupertino has more jobs than employed residents
- 21% of residents work in Cupertino
- 66% of residents work in neighboring cities: San Jose, Sunnyvale, Santa Clara
- 13% of residents work outside of Santa Clara County

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

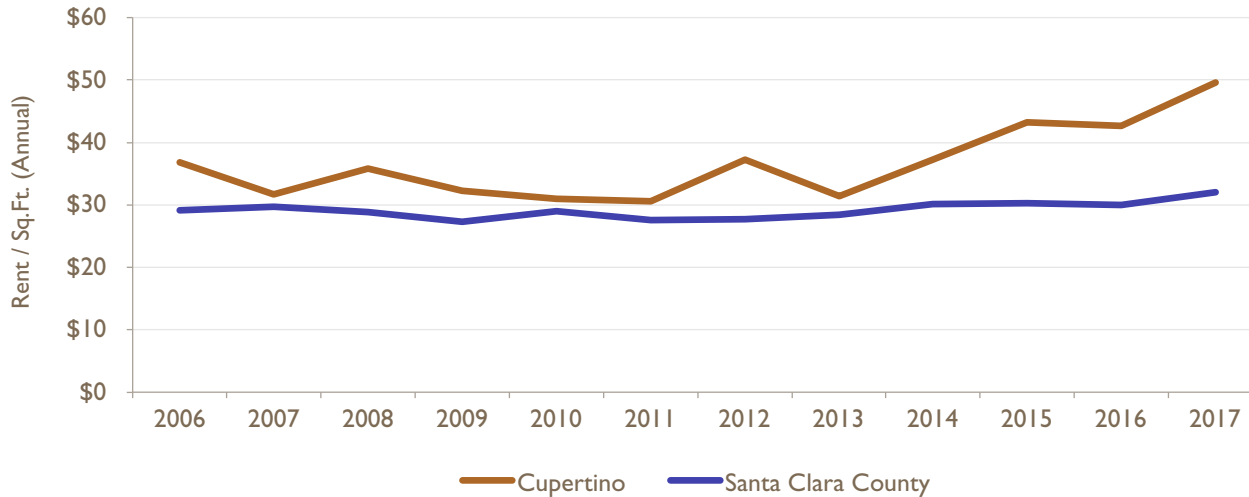
3

Existing Conditions

Economics

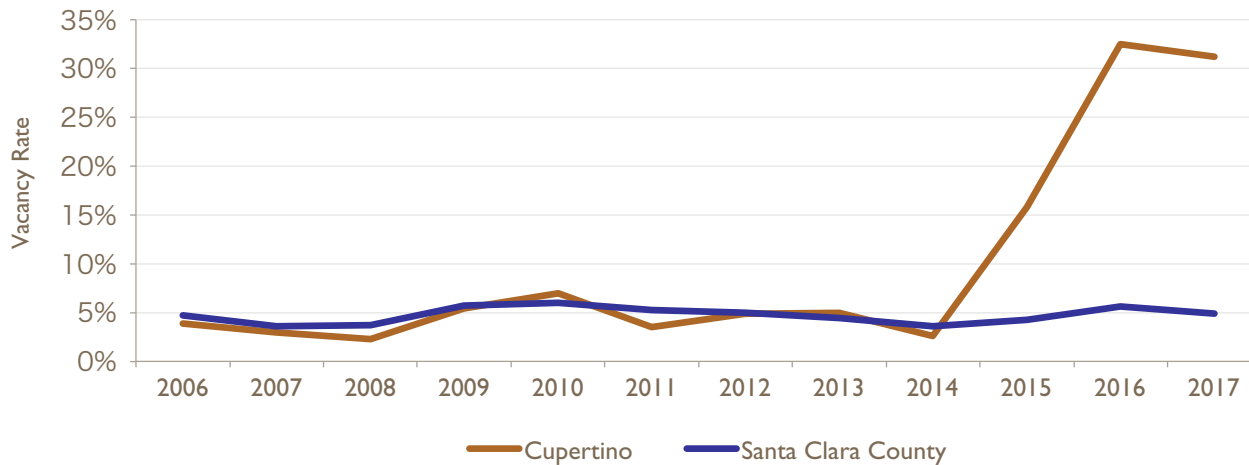
Retail Market Conditions

Lease Rates



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.

Vacancy Rates



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

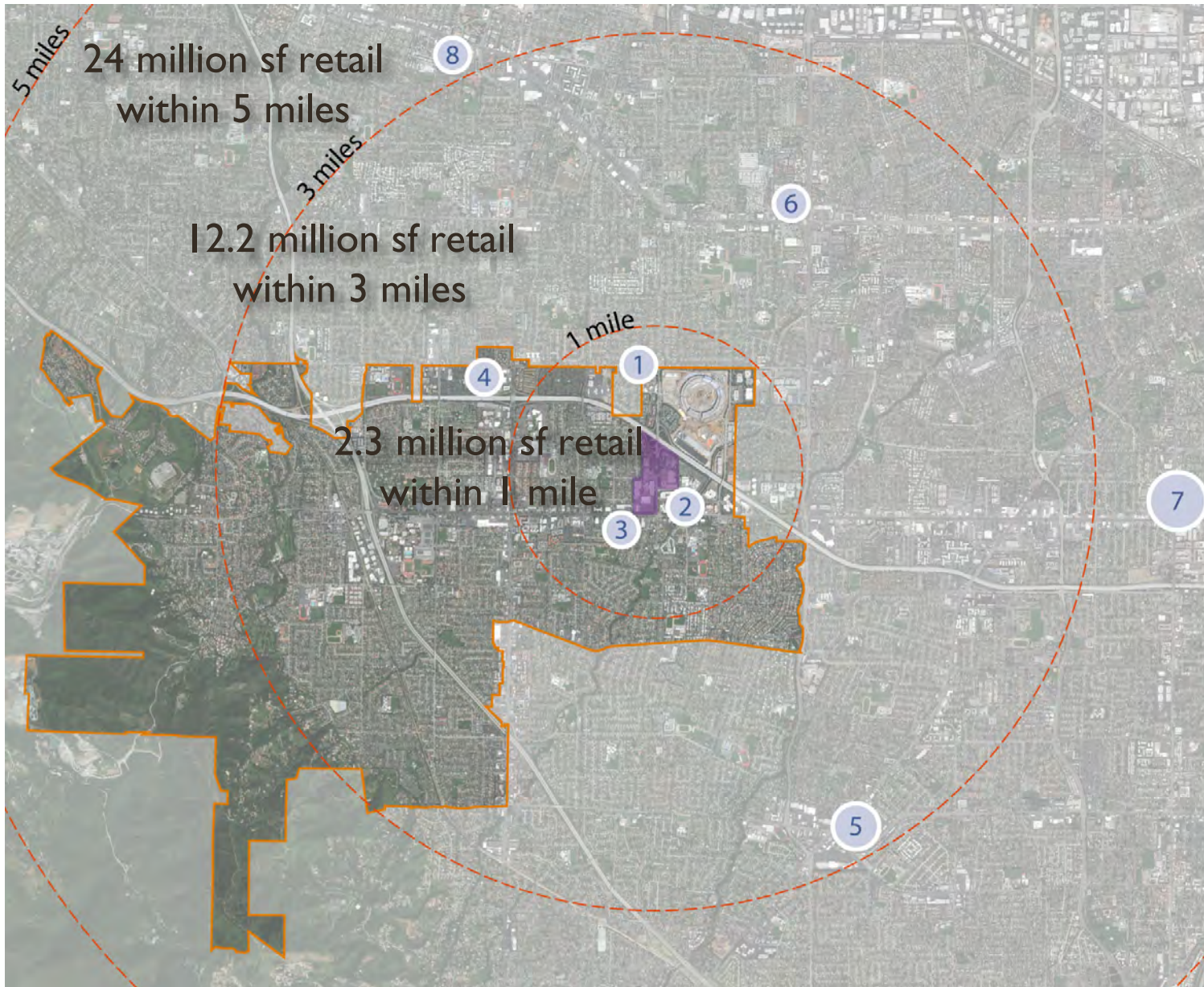
Additional Countywide Data

New Retail Deliveries Since 2006: 6.7 million sq.ft.

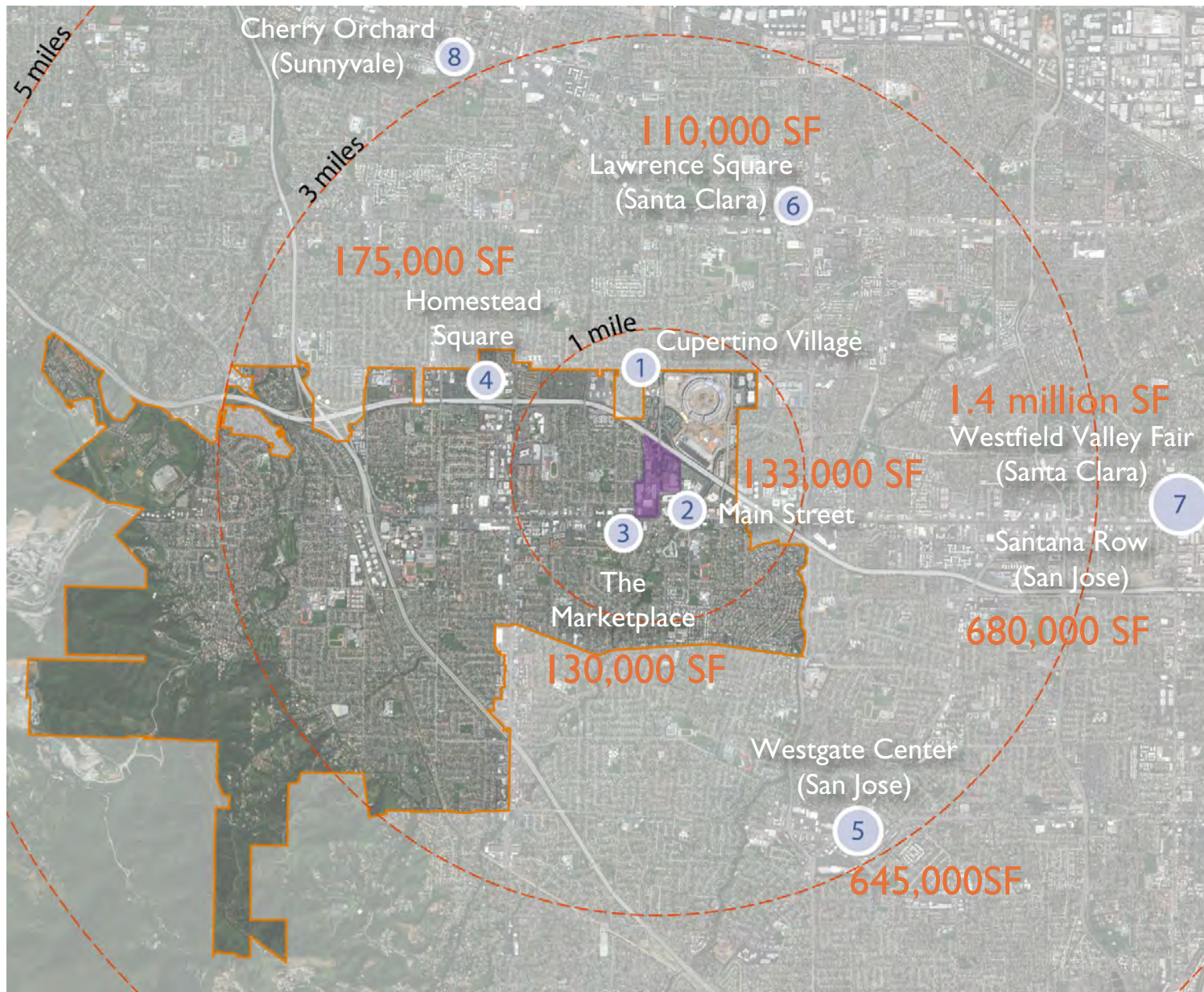
Retail Development Pipeline: ~2.3 million sq.ft.

Source: CoStar Group

Existing Retail Area in Service Area



Existing Retail Centers in Service Area (Retail Square Footage)



Existing Retail Centers in Service Area

Cherry Orchard	
Retail (Sq.Ft.)	45,642
Main Street	
Retail (Sq.Ft.)	133,000
Office (Sq.Ft.)	16,000
Residential (Units)	120
Lawrence Square/Plaza	
Retail (Sq.Ft.)	100,608
Homestead Square	
Retail (Sq.Ft.)	175,000
Cupertino Village	
Retail (Sq.Ft.)	115,656

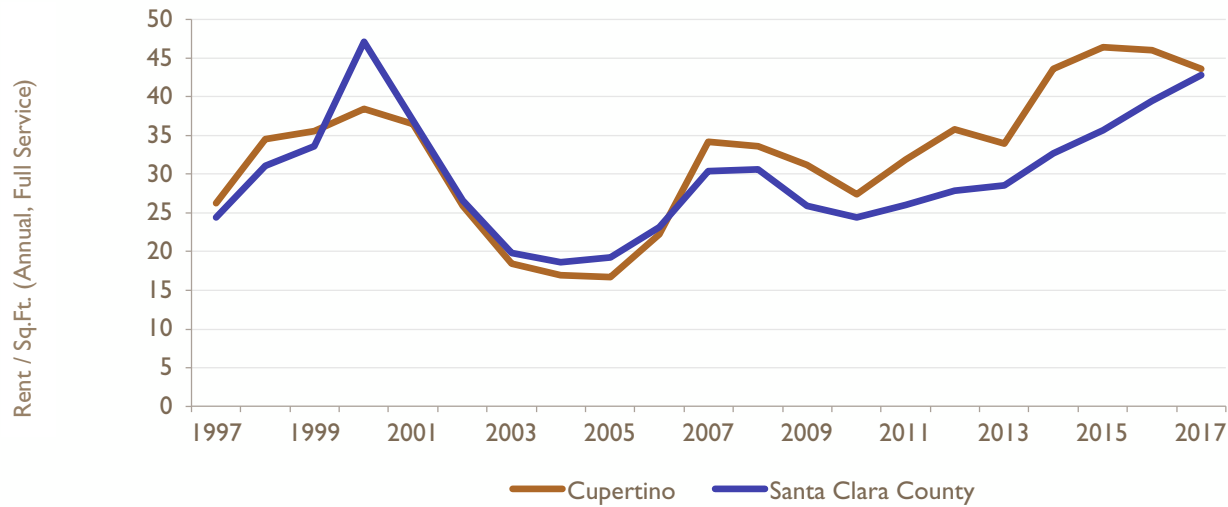
Cupertino Market Place	
Retail (Sq.Ft.)	131,699
Office (Sq.Ft.)	33,000
Westgate	
Retail (Sq.Ft.)	645,000
Westfield Valley Fair	
Retail (Sq.Ft.)	1,415,765
Santana Row	
Retail (Sq.Ft.)	680,000
Office (Sq.Ft.)	65,000
Hotel (Rooms)	220
Residential (Units)	622

Source: CoStar

Note: Does not include pipeline data

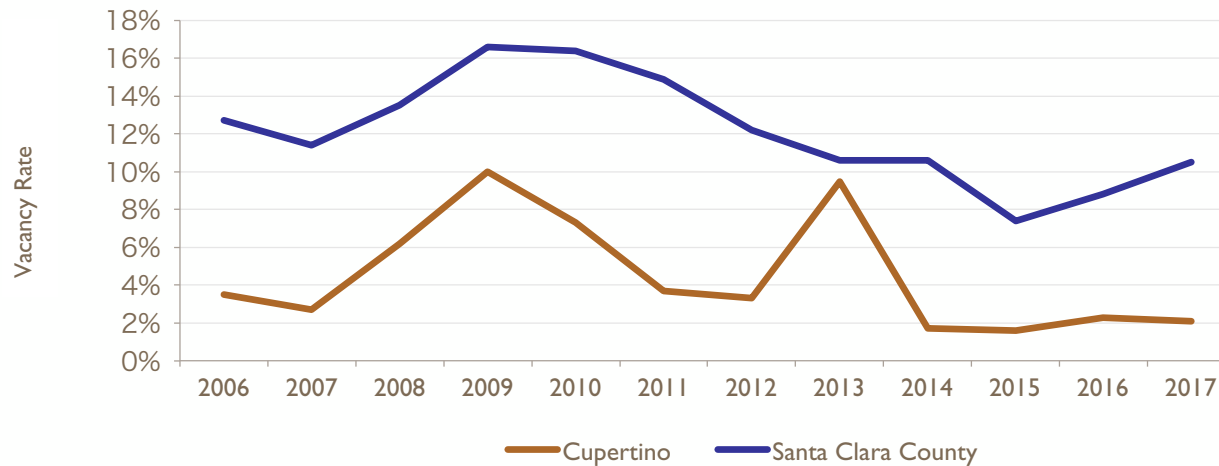
Office Market Conditions

Lease Rates



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

Vacancy Rates



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

Additional Countywide Data

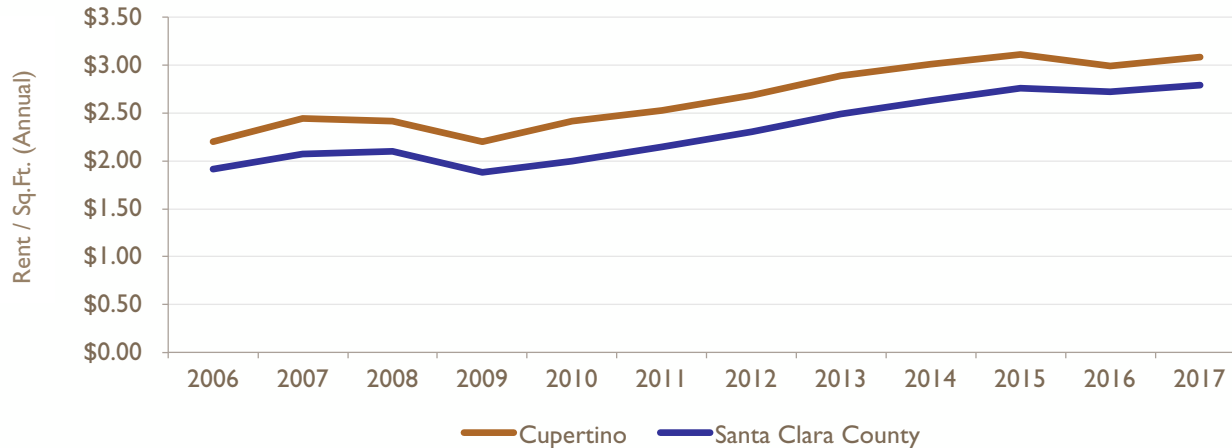
New Office Deliveries Since 2006: 26.1 million sq.ft.

Office Development in the Pipeline: 22.4 million sq.ft.

Source: CoStar

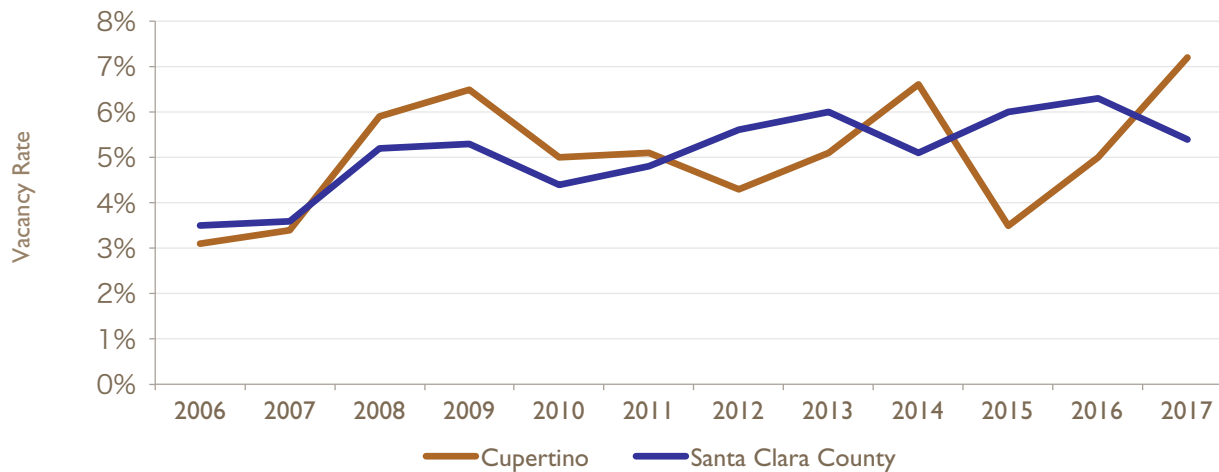
Residential Rental Market Conditions

Lease Rates



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

Vacancy Rates



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

Additional Countywide Data

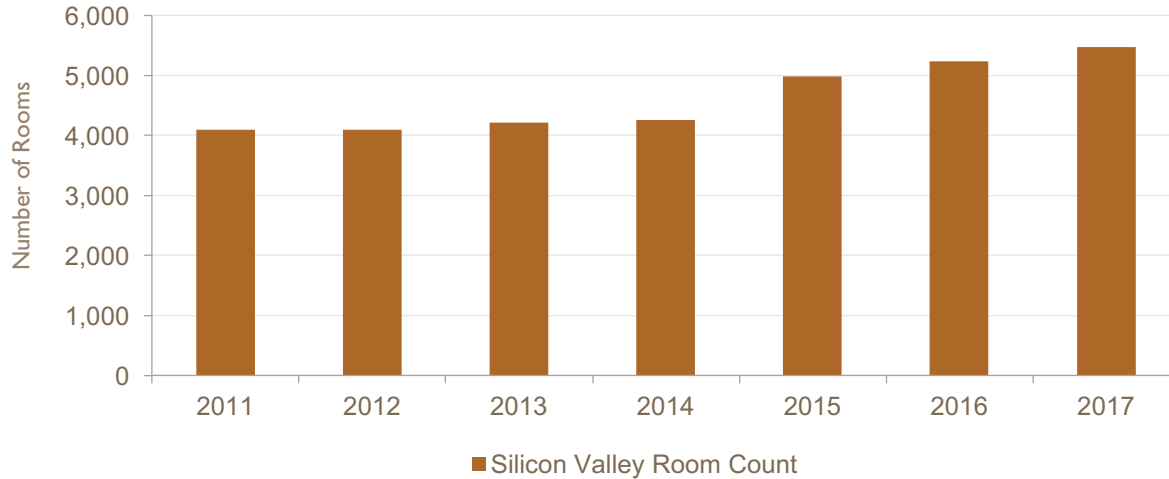
New Residential Deliveries Since 2006: 29,800 rental units

Residential Rentals in the Pipeline: 27,600 units

Source: CoStar

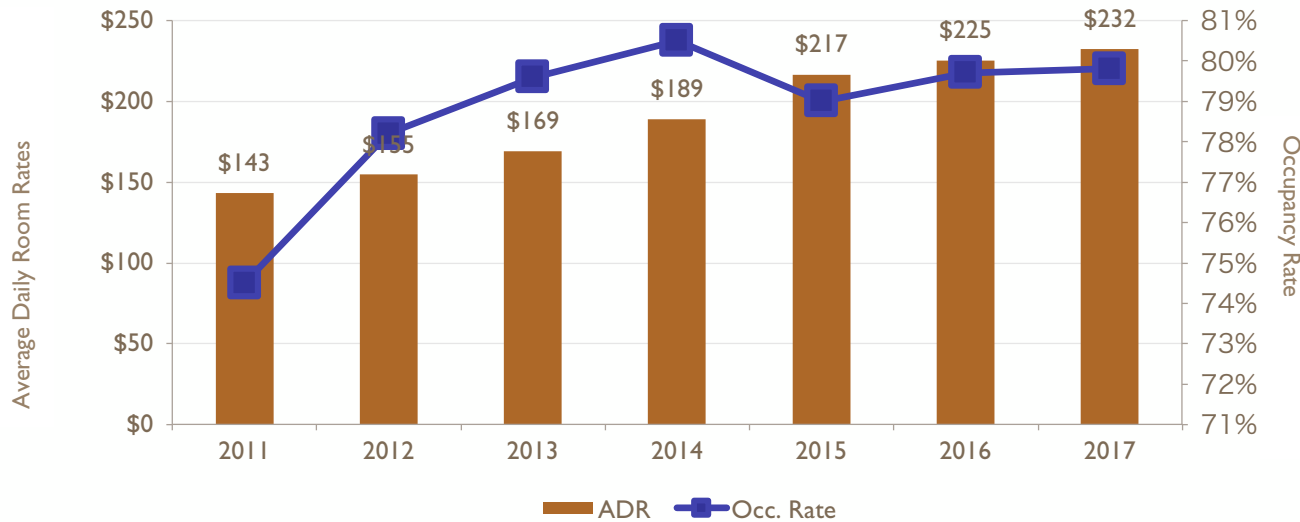
Silicon Valley Hotel Market Conditions

Room Counts



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

ADR/Occupancy



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

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

Source: Hospitality Link International, Inc. (2017)

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Charrette Overview

What to expect at the Charrette

What is a Real Charrette?

Charrette Myths:

- A one-day workshop
- Pre-determined outcome
- ➔ Full time attendance req'd

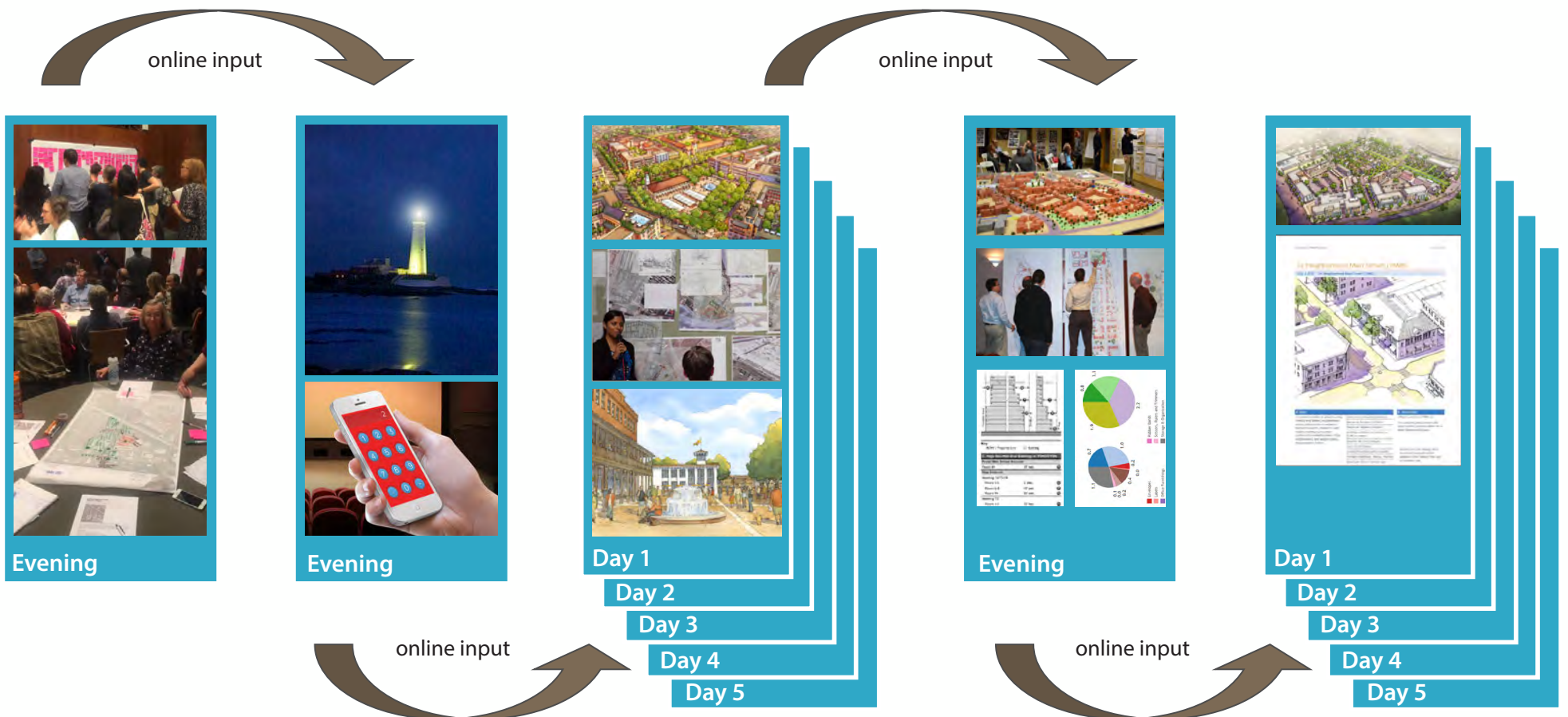
A Real Charrette IS:

- Co-design
- 3 feedback loops
- Integrated design process
- Results in a feasible plan
- Energetic, creative, **FUN**



Drawn for The Washington Post, 1988, by Roger K. Lewis, FAIA, Professor, U. Maryland School of Architecture

Slide repurposed from Bill Lennertz, NCI



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
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Charrette 1 – April 9-13

- Public embedded in design process
- 3-4 Plan Options
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Open House – May 9

- Plan options measured by indicators
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- Gather further input on options

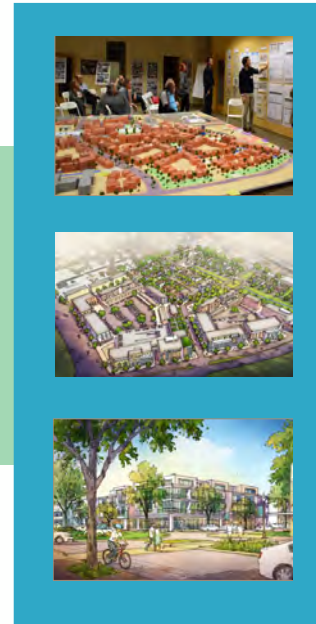
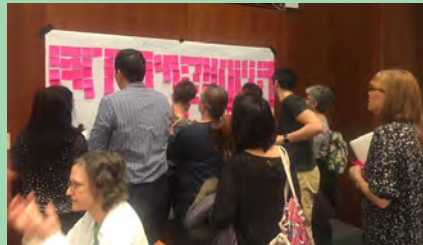
Charrette 2 – May 21-25

- Public embedded in design process
- Preferred plan
- Buildings, public space, land use
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- Economic/fiscal impacts

Charrette I – April 9-13

Draft Concepts

3-4 Plan Options



April 9
Opening Public
Presentation

April 11
Mid-Point Public
Review

April 13
Draft
Presentation



Many Different Opportunities to Participate

Formal & Informal

Draft Charrette Schedule

	Monday 9th April 2018	Tuesday 10th April 2018	Wednesday 11th April 2018	Thursday 12th April 2018	Friday 13th April 2018
10:00am	Closed Studio	Open Studio	Open Studio	Open Studio	Closed Studio
11:00am					
12:00pm		Brown Bag Lunch Presentation #1 Transportation & Parking (12.00 - 1.00 pm)	Brown Bag Lunch Presentation #2 Economics (12.00 - 1.00 pm)	Brown Bag Lunch Presentation #3 Form Based Codes (12.00 - 1.00 pm)	
1:00pm					
2:00pm					
3:00pm		Open Studio	Open Studio	Open Studio	
4:00pm					
5:00pm					
6:00pm	Opening Presentation (6.00 - 7.30 pm)	Informal Team Pin-Up (6:00-7:30 pm)	Informal Mid-Point Presentation (6.00 - 7.30 pm)	Closed Studio Team working on tasks	Closing Presentation (6.00 - 7.30 pm)
7:00pm					

Formal Presentation Opening + Closing Presentations	Informal Presentation/ Pin-Up	Studio Open to Public (No formal structure)	Topic-Specific Brown Bag Lunch - Open to Public (Bring Your Own Lunch)	Studio Closed to Public
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Opening and Closing Presentations

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7:00pm					

Formal Presentations

Opening Presentation

Monday, April 9th

6:00pm to 7:30pm

Closing Presentation

Friday, April 13th

6.00pm to 7:30pm

If You Have Limited
Time to Participate,
Come to These Events

Community Visioning Activities



Formal Presentation by Design Team



Informal Presentations

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7:00pm					



Informal Presentations

- Informal 'Pin-up' of work created throughout the week
- Talk to design team members one-on-one
- Give input on current design concepts



★ Midpoint Informal Presentation Should be a Secondary Priority for Participation.

Open Studio: Informal Drop Ins Are Welcome

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7:00pm							

Open Studio

Open Studio: Come stop by and talk to design team members one-on-one. See design team working on design concepts in real time



We Will Be Hastily Drawing,
but We Will Find Someone to
Talk as Needed



Designing In Public: Illustrating Specific Alternatives



Designing In Public: Illustrating Specific Alternatives



Topic Specific Brown Bag Lunches

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7:00pm					

Brown Bag Lunches

Bring your lunch and dive into specific topics of interest with consultant team

Potential Topics:

- Parking & Transportation
- Economic Conditions
- Form-Based Codes



Take Advantage of Our Team of Experts to Ask Questions

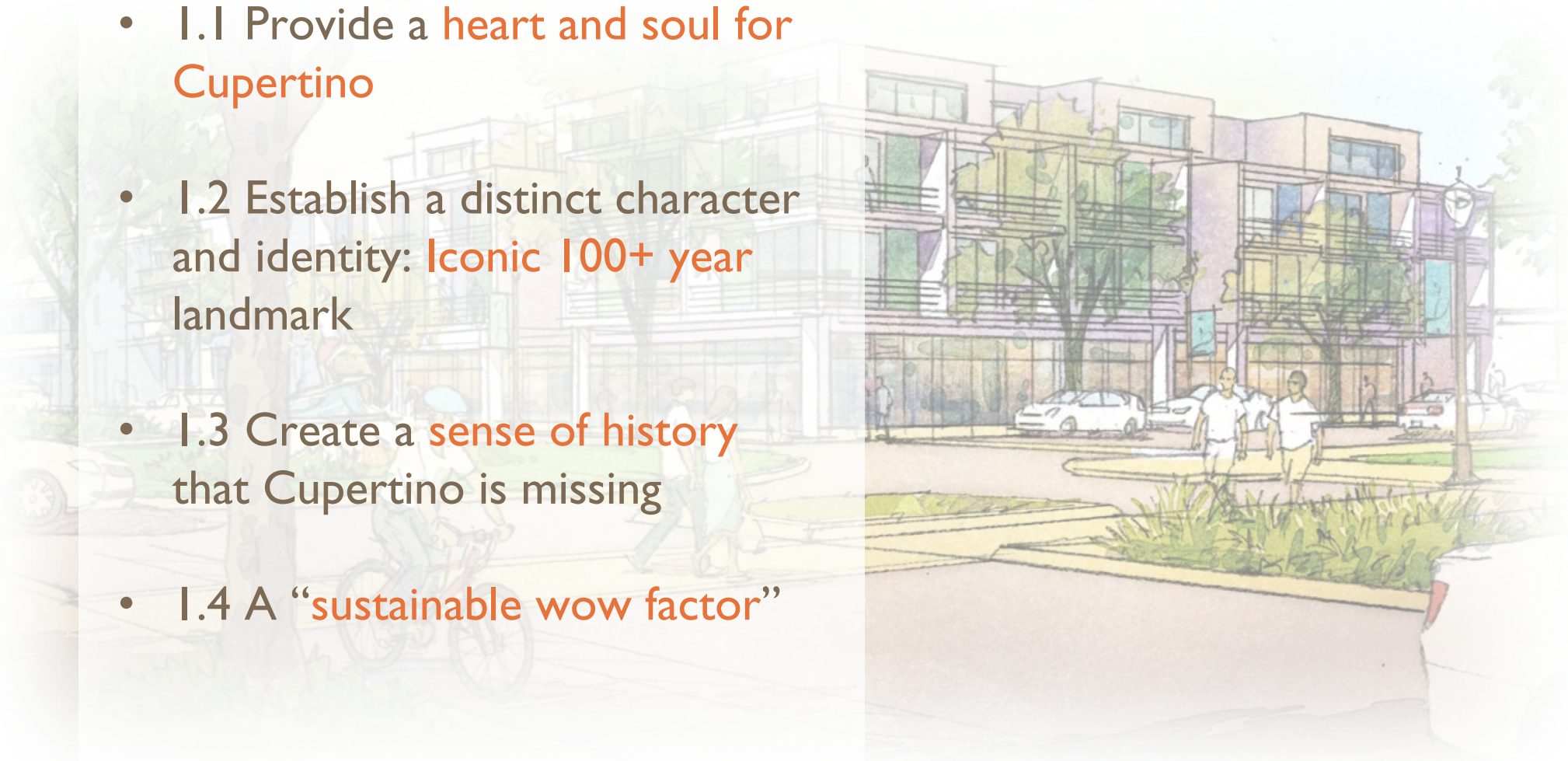


Guiding Principles

Design/Vision

I. Vallco will create an innovative, forward-thinking project. It will look to the future.

- I.1 Provide a heart and soul for Cupertino
- I.2 Establish a distinct character and identity: **Iconic 100+ year** landmark
- I.3 Create a **sense of history** that Cupertino is missing
- I.4 A “**sustainable wow factor**”

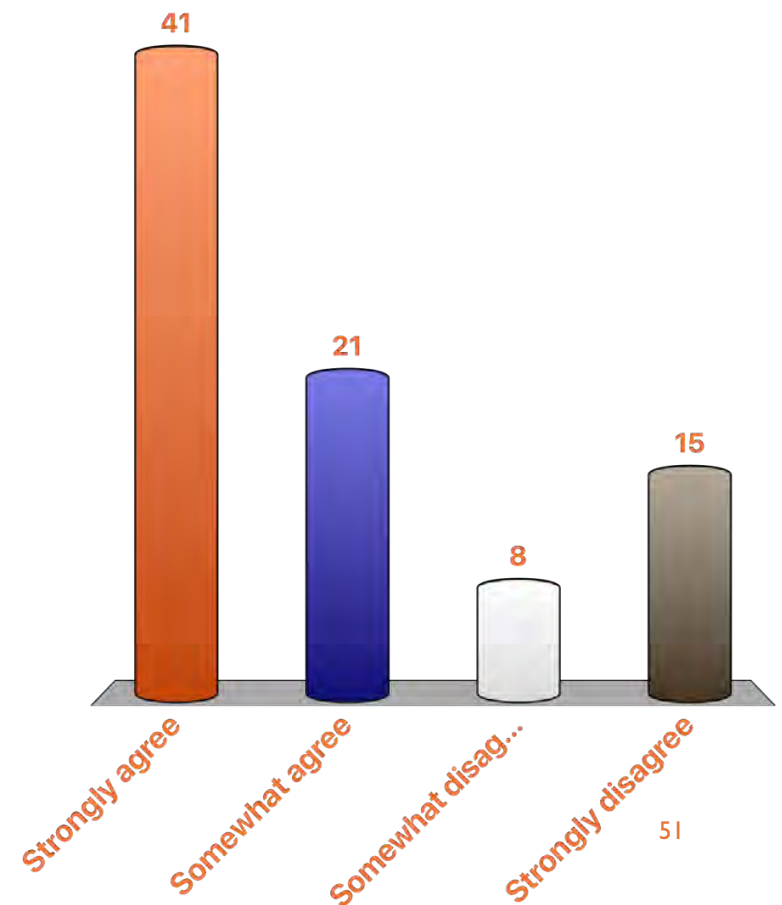


Poll Question:

1. Vallco will create an innovative, forward-thinking project. It will look to the future.

1.1 Provide a heart and soul for Cupertino

1. Strongly agree
2. Somewhat agree
3. Somewhat disagree
4. Strongly disagree

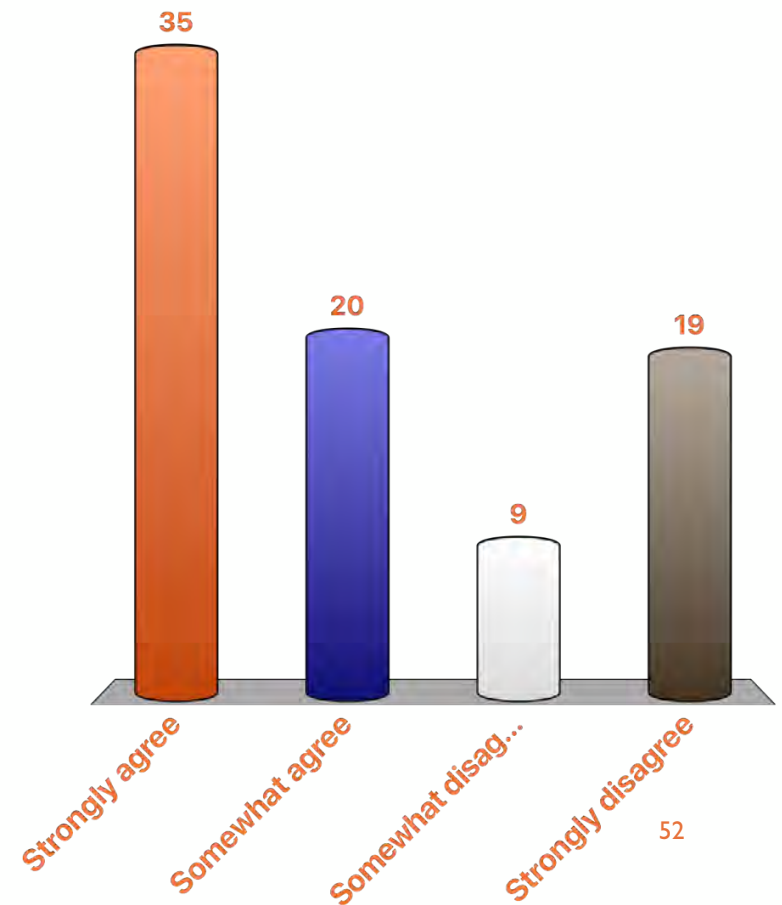


Poll Question:

1. Vallco will create an innovative, forward-thinking project. It will look to the future.

1.2 Establish a distinct character and identity: Iconic: **100+ year** landmark

1. Strongly agree
2. Somewhat agree
3. Somewhat disagree
4. Strongly disagree

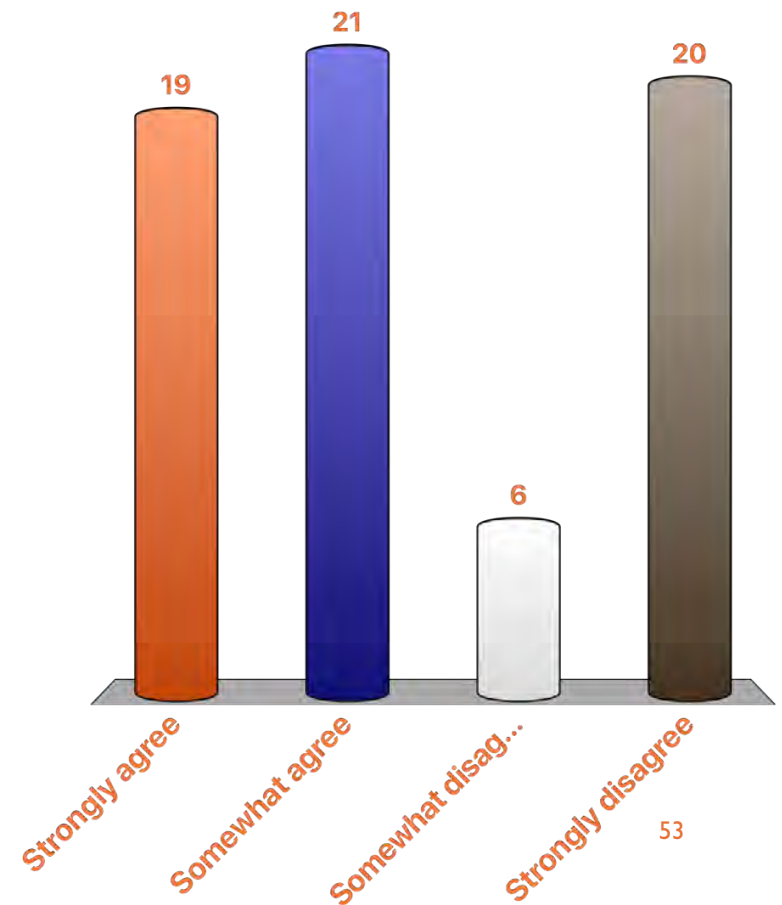


Poll Question:

1. Vallco will create an innovative, forward-thinking project. It will look to the future.

1.3 Create a **sense of history** that Cupertino is missing

1. Strongly agree
2. Somewhat agree
3. Somewhat disagree
4. Strongly disagree

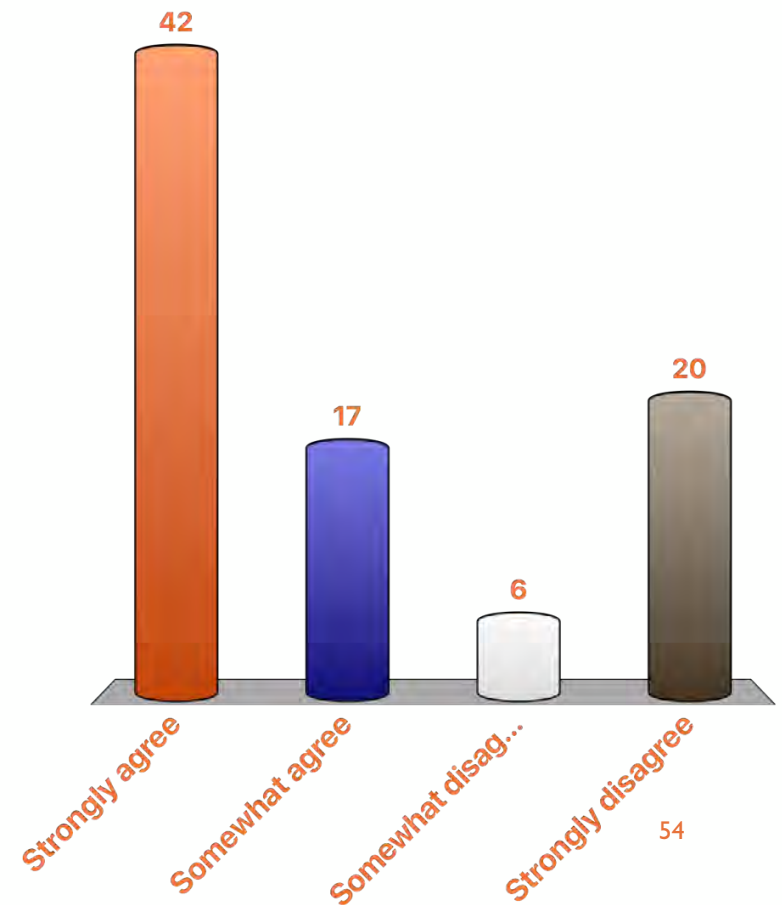


Poll Question:

1. Vallco will create an innovative, forward-thinking project. It will look to the future.

1.4 A “sustainable wow factor”

1. Strongly agree
2. Somewhat agree
3. Somewhat disagree
4. Strongly disagree



2. Vallco will create an extraordinary public realm that:

- 2.1 Includes **civic and gathering spaces** of various sizes, types, functions as a focal point
- 2.2 Reinforces **walkability** within the project
- 2.3 Prioritizes **public art** throughout

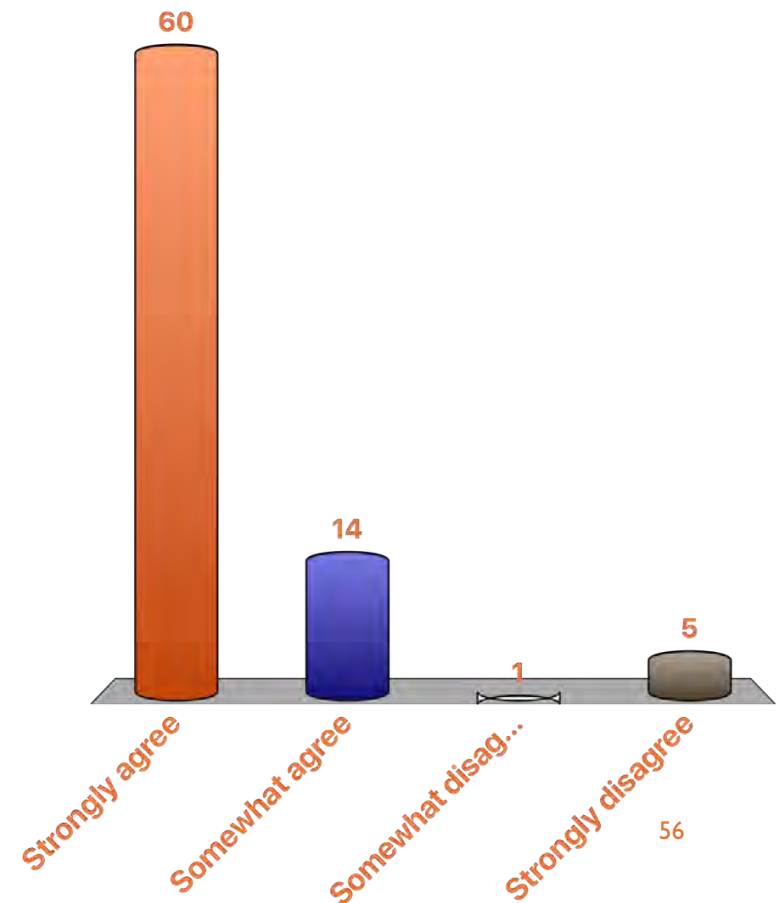


Poll Question:

2. Vallco will create an extraordinary public realm that:

2.1 Includes **civic and gathering spaces** of various sizes, types, functions as a focal point

1. Strongly agree
2. Somewhat agree
3. Somewhat disagree
4. Strongly disagree

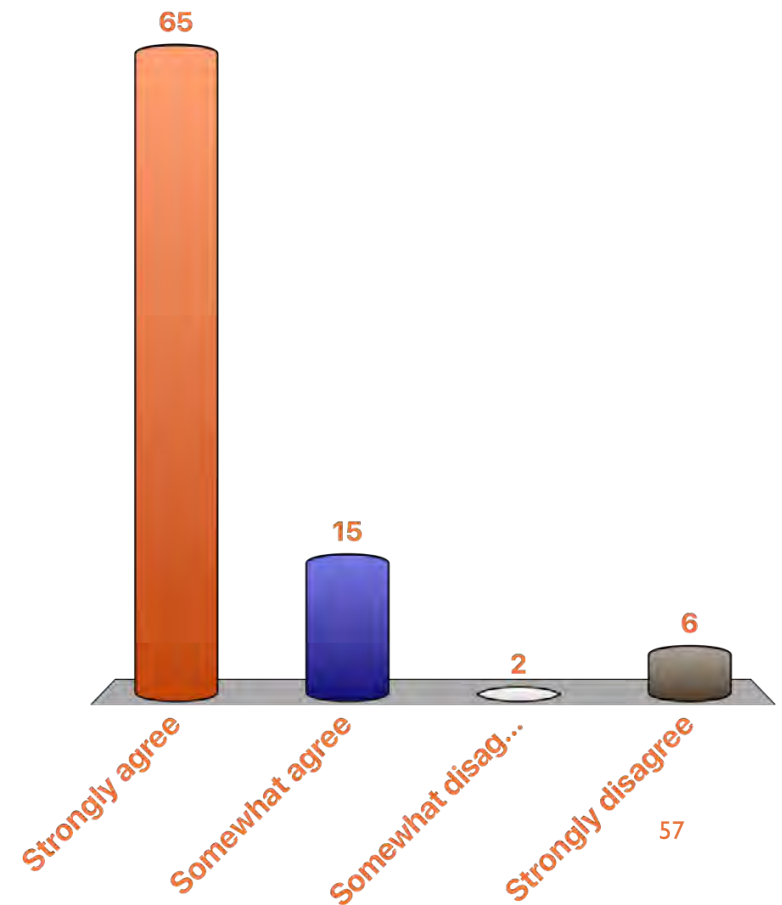


Poll Question:

2. Vallco will create an extraordinary public realm that:

2.2 Reinforces **walkability** within the project

1. Strongly agree
2. Somewhat agree
3. Somewhat disagree
4. Strongly disagree



Community Values/ Overarching Principles

3. Celebrate diversity with a capital D

- 3.1 Include and represent ethnic diversity of the community in the public spaces, architecture and programming.
- 3.2 Assuring that the project supports diversity – ethnic, income, age – in every way possible

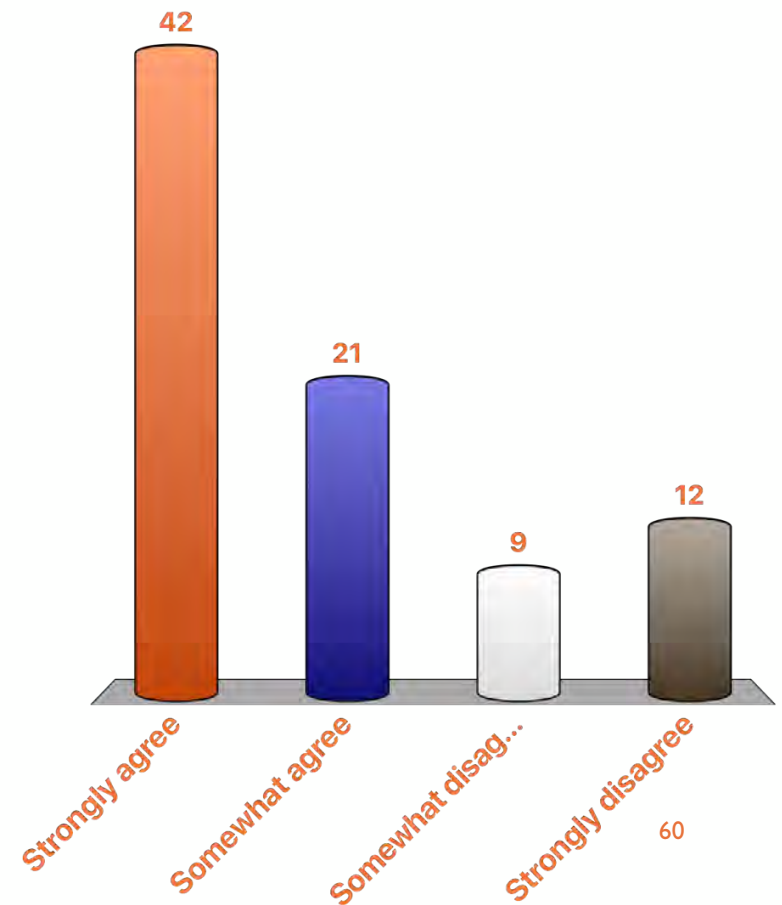


Poll Question:

3. Celebrate diversity with a capital D

3.1 Include and **represent ethnic diversity of the community** in the public spaces, architecture and programming.

1. Strongly agree
2. Somewhat agree
3. Somewhat disagree
4. Strongly disagree

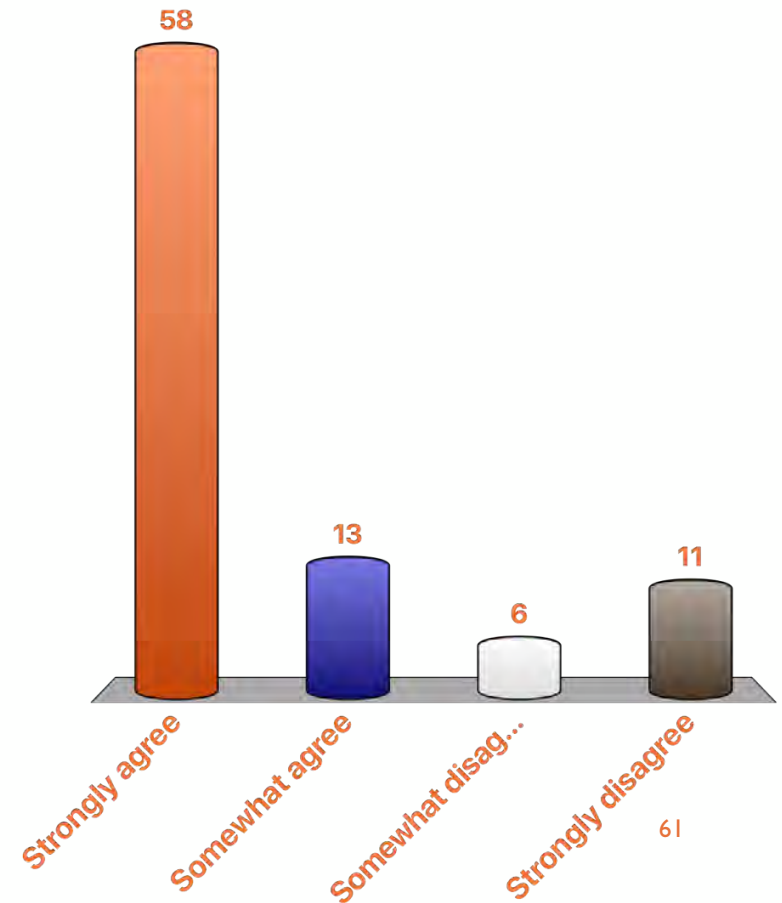


Poll Question:

3. Celebrate diversity with a capital D

3.2 Assuring that the project **supports diversity** – ethnic, income, age – in every way possible

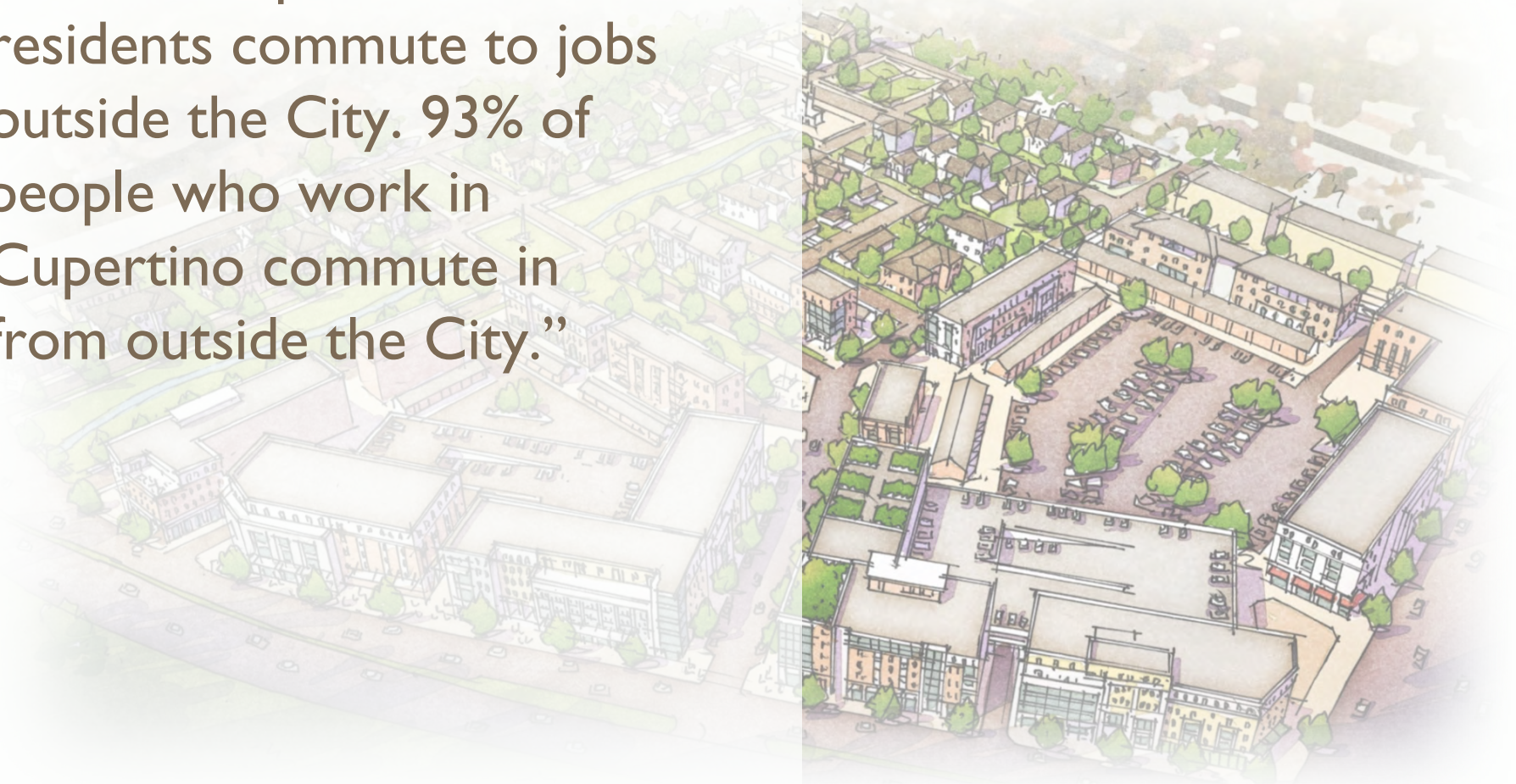
1. Strongly agree
2. Somewhat agree
3. Somewhat disagree
4. Strongly disagree



Program

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

“79% of Cupertino residents commute to jobs outside the City. 93% of people who work in Cupertino commute in from outside the City.”



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

- 4.1 Does not disrupt the balance in the City's current **jobs: housing ratio**.
- 4.2 Carefully assesses and monitors **potential impacts on schools**.
- 4.3 Provides a **vibrant retail environment** that combines goods with entertainment.

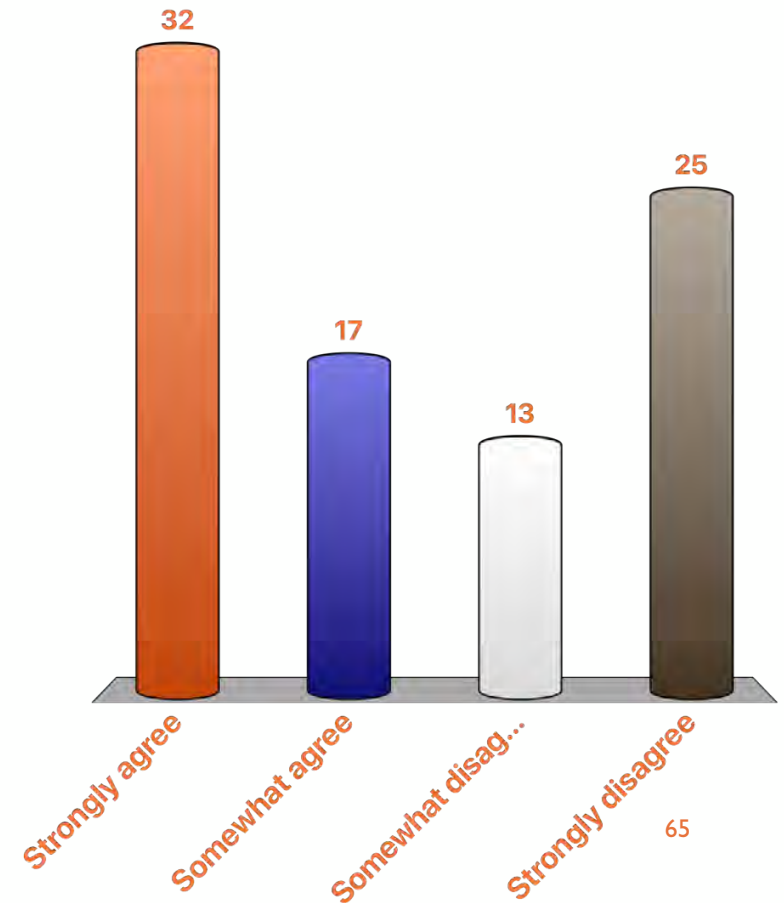


Poll Question:

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

4.1 Does not disrupt the balance in the City's current **jobs: housing ratio**.

1. Strongly agree
2. Somewhat agree
3. Somewhat disagree
4. Strongly disagree

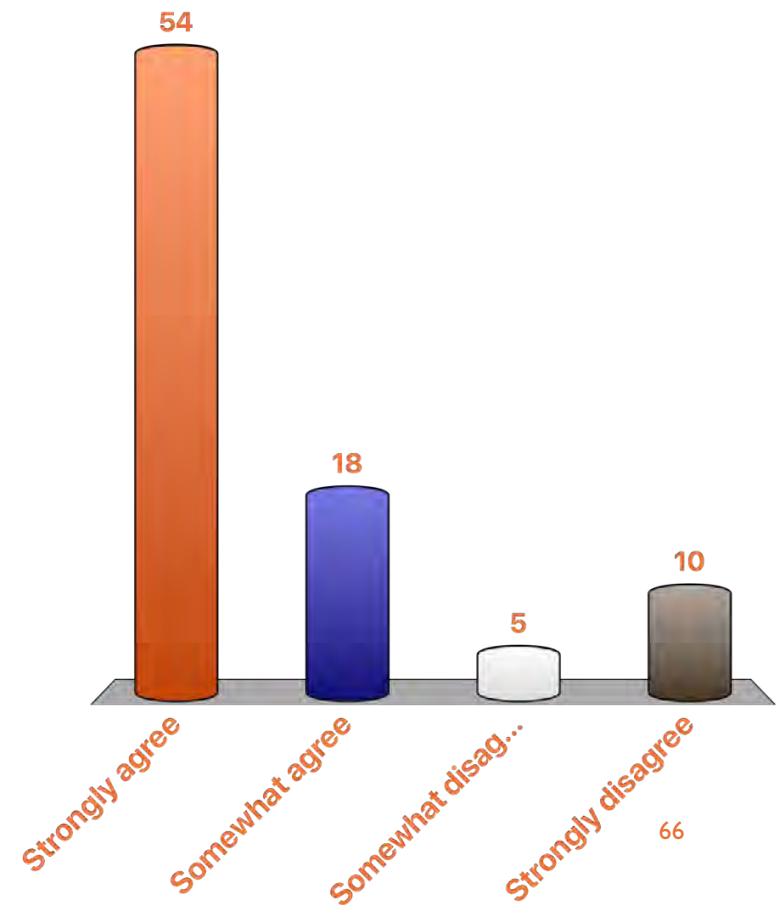


Poll Question:

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

4.2 Carefully assesses and monitors potential impacts on schools.

1. Strongly agree
2. Somewhat agree
3. Somewhat disagree
4. Strongly disagree

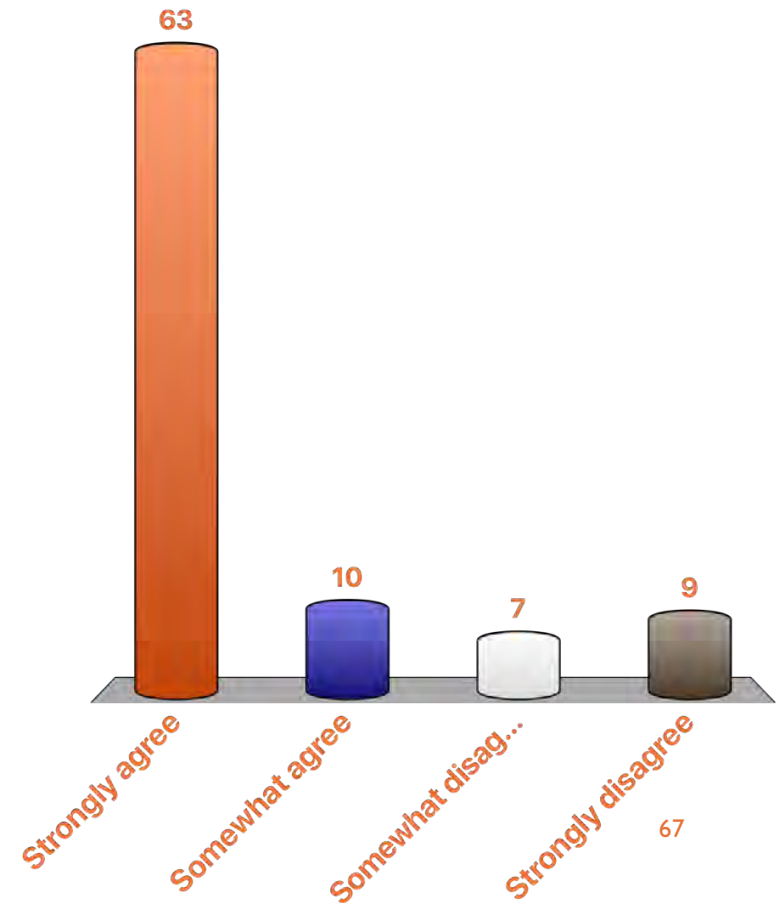


Poll Question:

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

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

1. Strongly agree
2. Somewhat agree
3. Somewhat disagree
4. Strongly disagree



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

- Housing
 - 4.4 Provides affordable housing at **all levels**.
 - 4.5 Provides housing for **downsizing boomers** to stay in the community.
 - 4.6 Provides housing for **teachers** and other public employees
 - 4.7 Provides housing for people who **work in Cupertino** and want to live here
- 4.8 Office: Provide some office without disrupting the City's jobs: housing ratio.

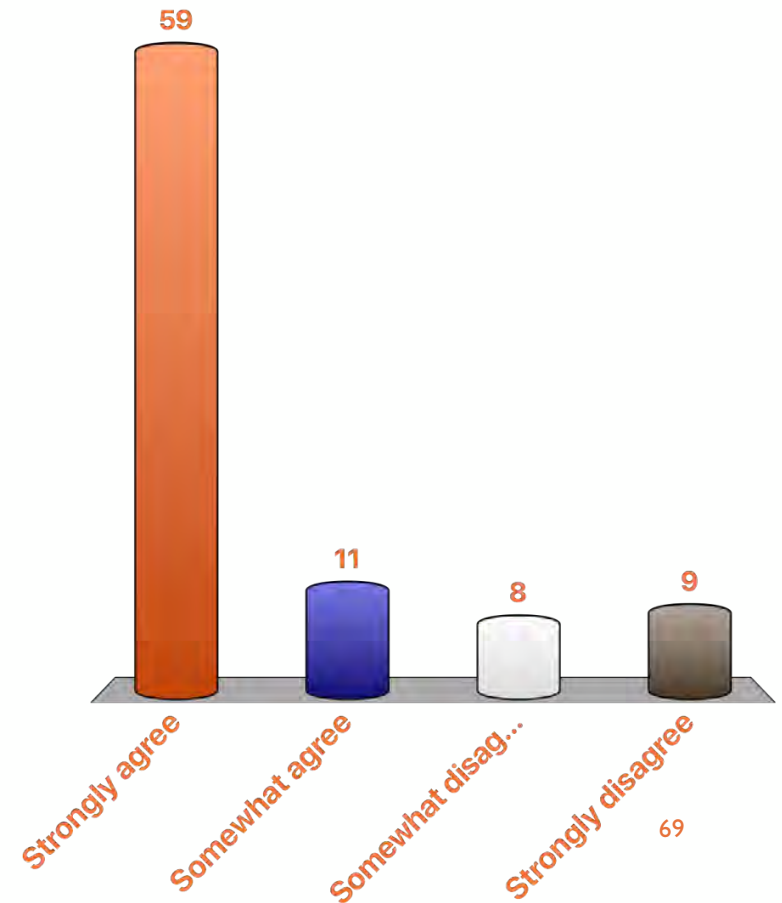


Poll Question:

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

4.4 Housing: Provides affordable housing at all levels.

1. Strongly agree
2. Somewhat agree
3. Somewhat disagree
4. Strongly disagree

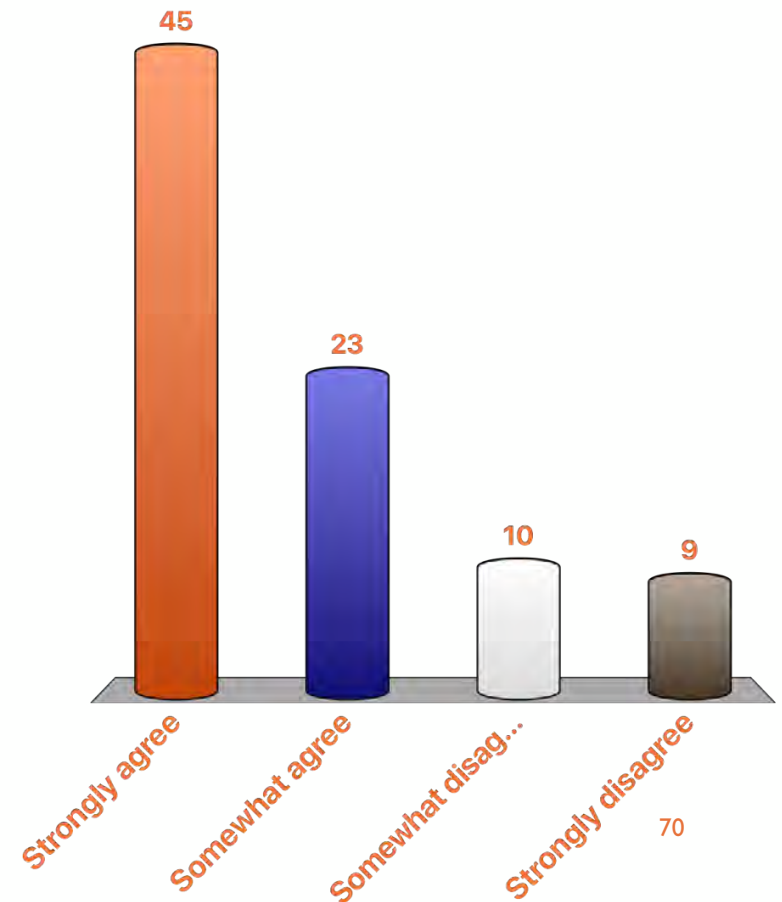


Poll Question:

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

4.5 Housing: Provides housing for **downsizing boomers** to stay in the community.

1. Strongly agree
2. Somewhat agree
3. Somewhat disagree
4. Strongly disagree

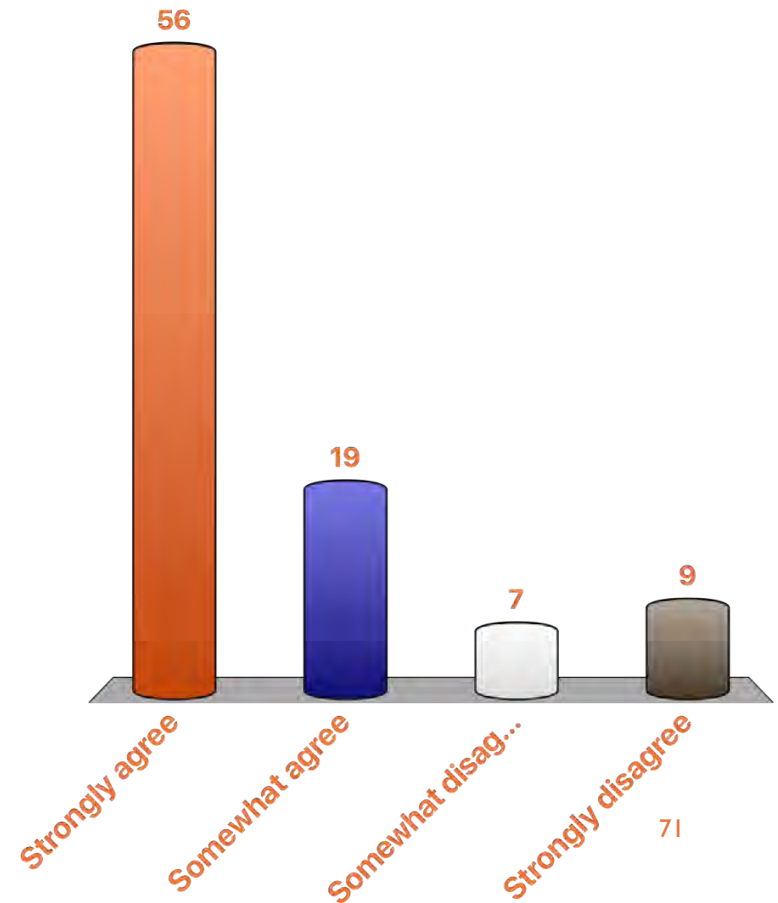


Poll Question:

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

4.6 Housing: Provides housing for **teachers** and other public employees

1. Strongly agree
2. Somewhat agree
3. Somewhat disagree
4. Strongly disagree

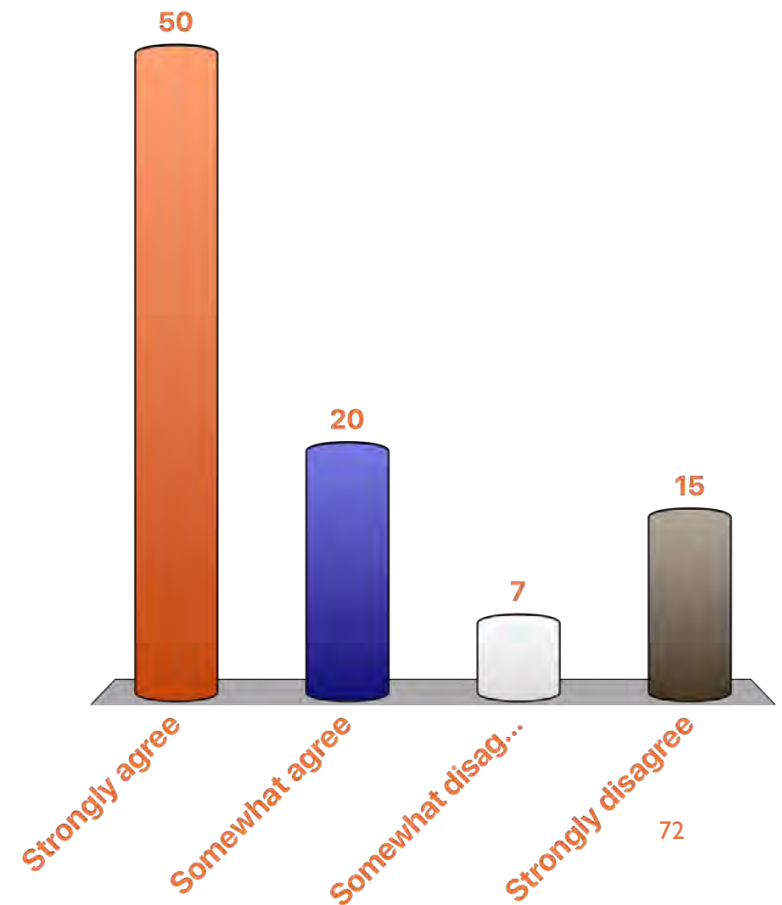


Poll Question:

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

4.7 Housing: Provides housing for people who **work in Cupertino** and want to live here

1. Strongly agree
2. Somewhat agree
3. Somewhat disagree
4. Strongly disagree

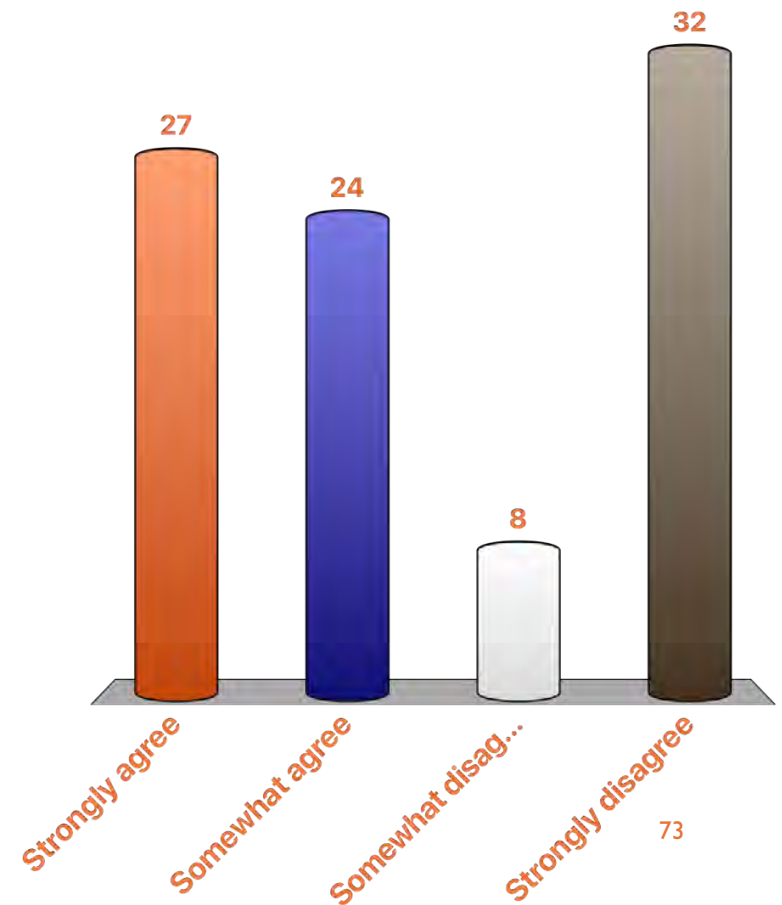


Poll Question:

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

4.8 Office: Provides some office without disrupting the City's jobs: housing ratio.

1. Strongly agree
2. Somewhat agree
3. Somewhat disagree
4. Strongly disagree



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

- 4.9 Maintains **existing amenities** that are important to the community (such as the skating rink, bowling, trees, etc.)
- 4.10 Integrates **robust public and cultural amenities** – theaters, art facilities, City Hall.
- 4.11 Includes activities for **all ages** - children through boomers.

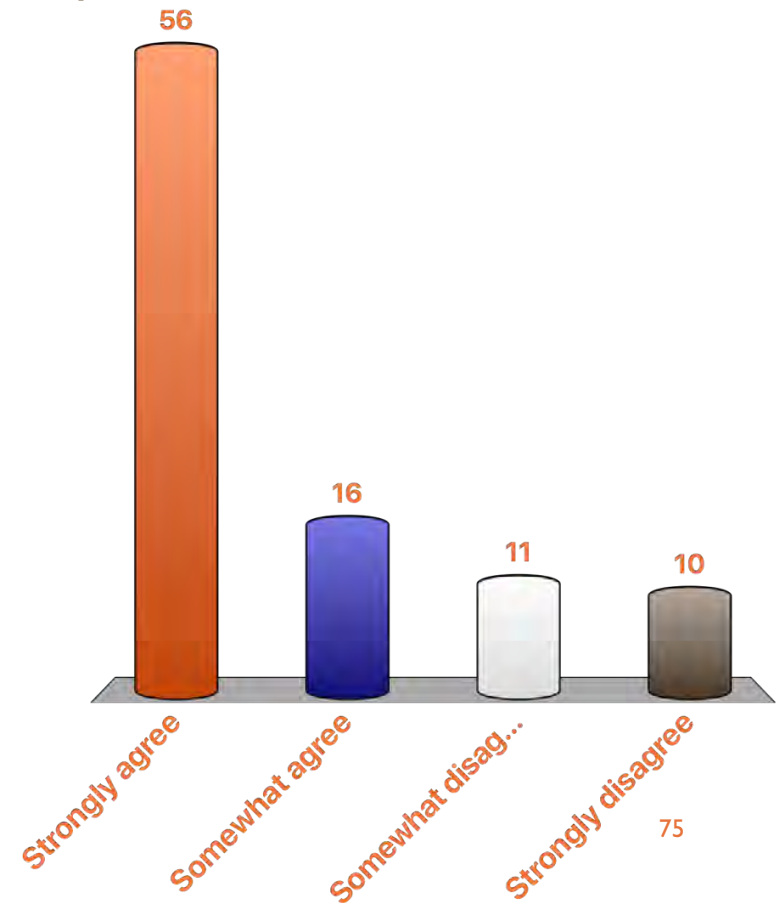


Poll Question:

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

4.9 Maintains **existing amenities** that are important to the community (such as the skating rink, bowling, trees, etc.)

1. Strongly agree
2. Somewhat agree
3. Somewhat disagree
4. Strongly disagree

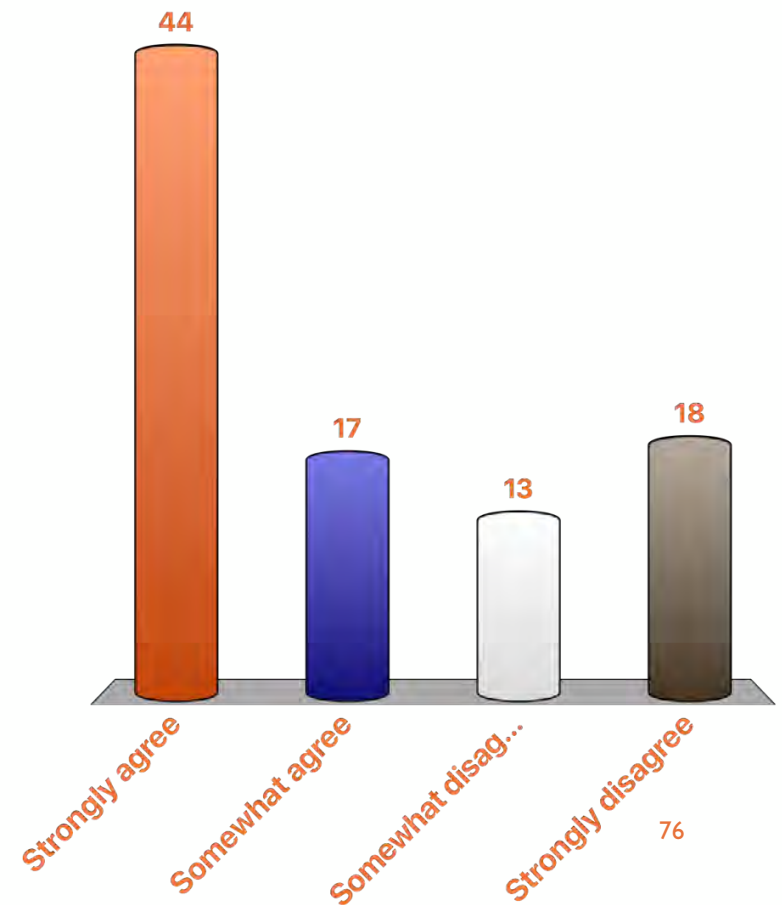


Poll Question:

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

4.10 Integrates **robust public and cultural amenities** – theaters, art facilities, City Hall.

1. Strongly agree
2. Somewhat agree
3. Somewhat disagree
4. Strongly disagree

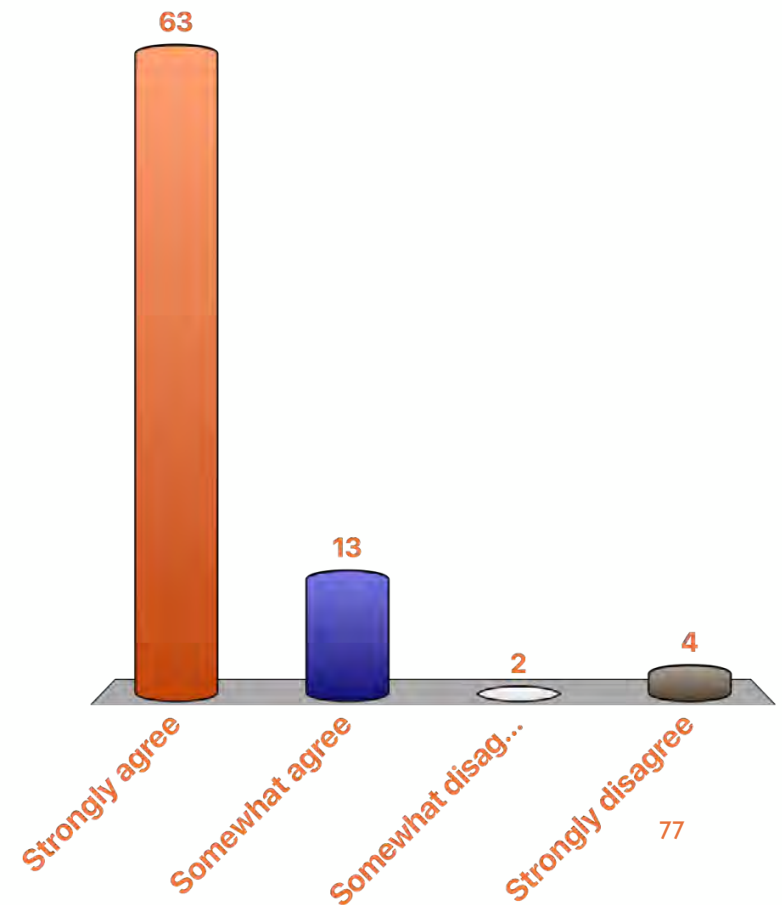


Poll Question:

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

4.11 Includes activities for **all ages** - children through boomers.

1. Strongly agree
2. Somewhat agree
3. Somewhat disagree
4. Strongly disagree



Mobility/Circulation

5. Vallco will utilize innovative transportation solutions that:

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

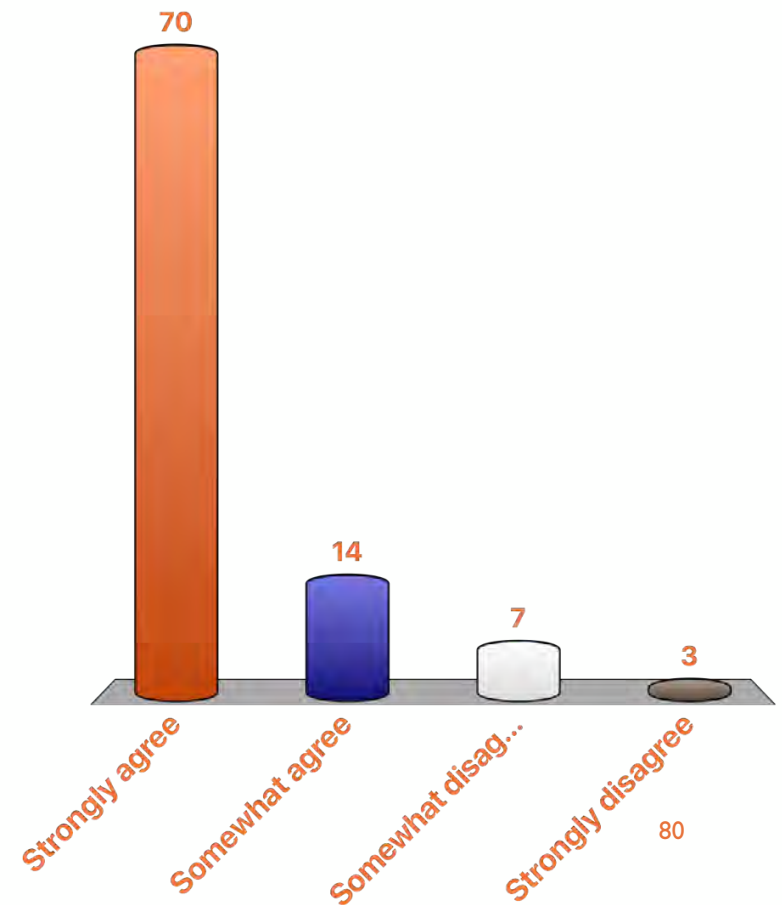


Poll Question:

5. Vallco will utilize innovative transportation solutions that:

5.1 Eliminate or **reduce** potential traffic impacts

1. Strongly agree
2. Somewhat agree
3. Somewhat disagree
4. Strongly disagree

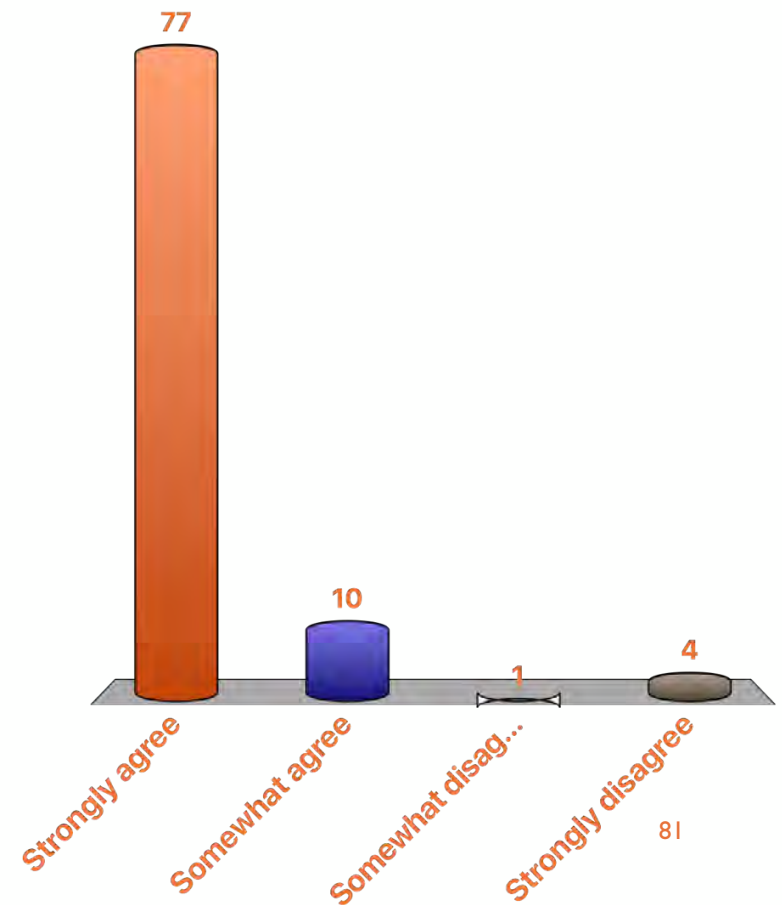


Poll Question:

5. Vallco will utilize innovative transportation solutions that:

5.2 Provide **mobility choices** and provide walkability

1. Strongly agree
2. Somewhat agree
3. Somewhat disagree
4. Strongly disagree

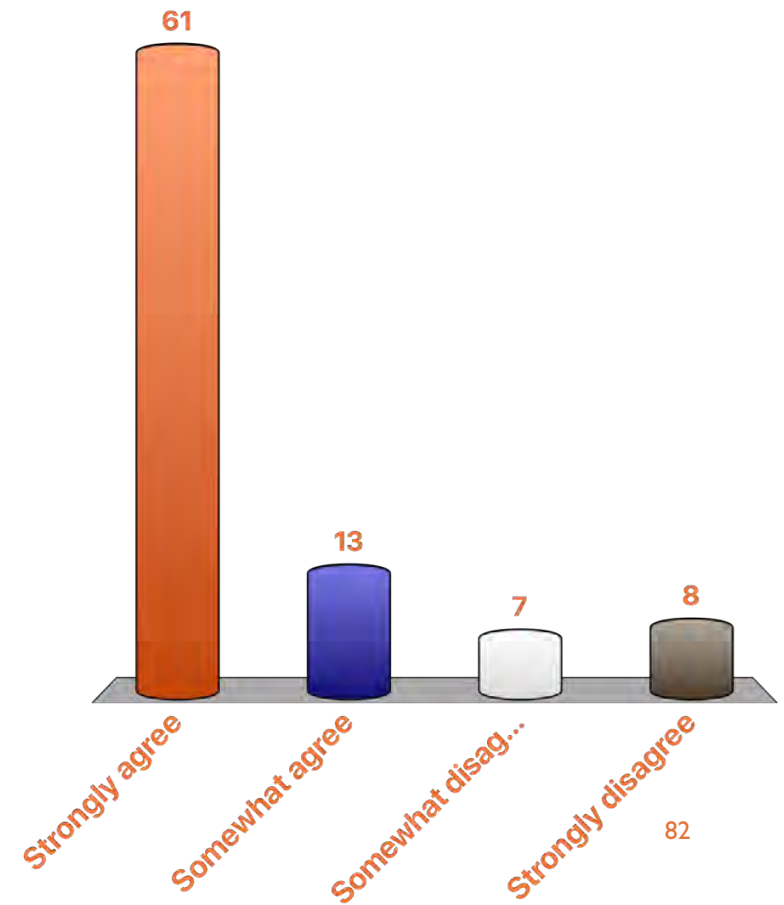


Poll Question:

5. Vallco will utilize innovative transportation solutions that:

5.3 Consider the future of mobility

1. Strongly agree
2. Somewhat agree
3. Somewhat disagree
4. Strongly disagree



Implementation

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

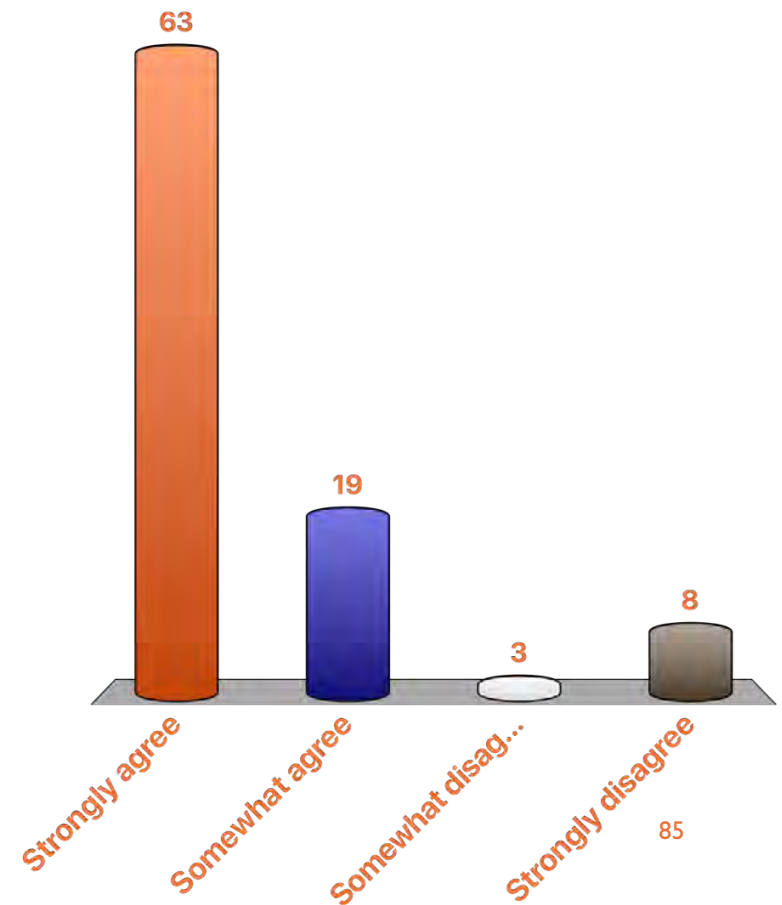
- 6.1 Agreed upon **specific plan** vision
- 6.2 New zoning: **Form-Based Code**

Poll Question:

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

6.1 Agreed upon **specific plan** vision

1. Strongly agree
2. Somewhat agree
3. Somewhat disagree
4. Strongly disagree

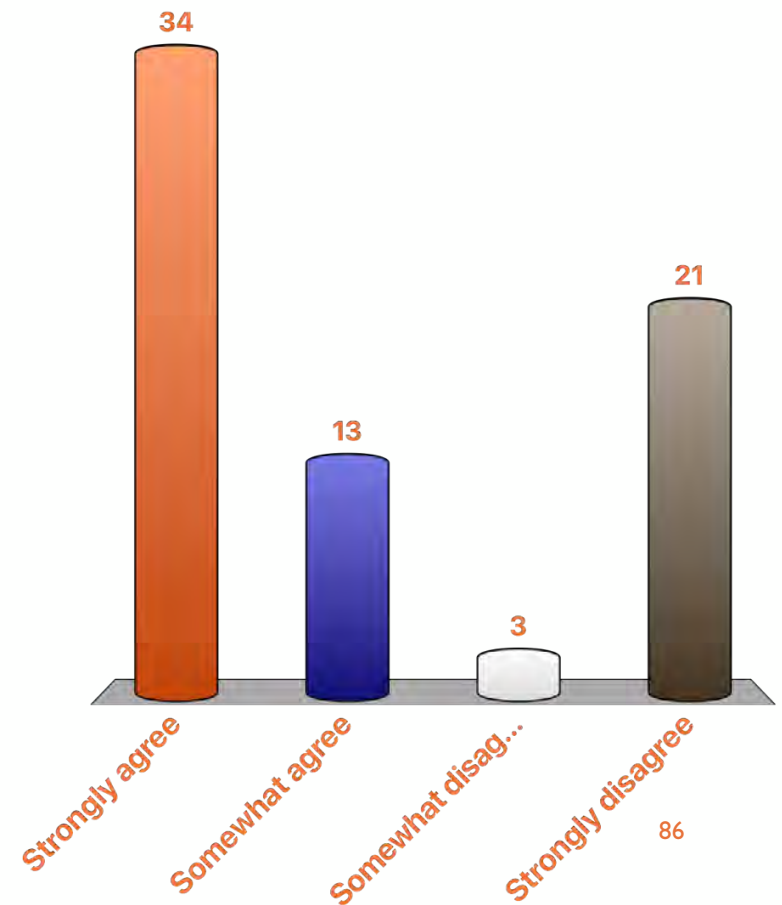


Poll Question:

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

6.2 New zoning: Form-Based Code

1. Strongly agree
2. Somewhat agree
3. Somewhat disagree
4. Strongly disagree





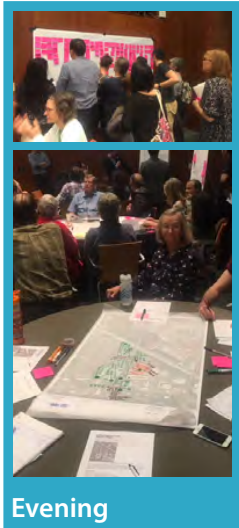
Break Out Session



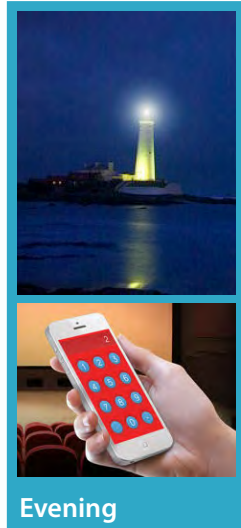
Conclusion

Put April 9-13th on Your Calendars

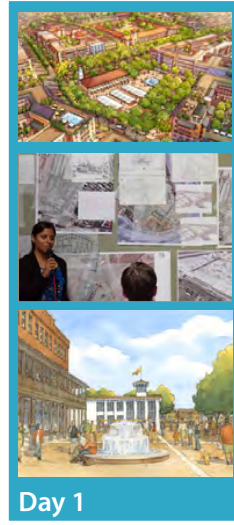
online input



Evening



Evening



Day 1

Day 2

Day 3

Day 4

Day 5

online input

online input



Evening



Day 1

Day 2

Day 3

Day 4

Day 5

online input

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

Open House – May 9

- Plan options measured by indicators
- Physical 3D site model
- Gather further input on options

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

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www.envisionvallco.org