



Vision

CHAPTER

3

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3.1 Guiding Principles for the Vision

The community's vision for the Plan Area is shaped by six design principles.

The project goals and policy direction stated in Chapter One: Purpose and Intent helped generate these six design principles. The principles are intended to generate a beautiful, pedestrian-oriented, multi-modal and mixed-use destination with walkable neighborhoods, shopping and employment areas.

Principle

1

A Vibrant Mixed-Use District Providing Goods, Services and Entertainment for All Ages.



Principle

4

Diverse Housing Choices For All Incomes and Abilities.

Principle

2

Transportation Solutions That Support Walkable, Bikeable, Transit-Oriented Neighborhoods.

Principle

3

Parks, Greens and Plazas Link the District's Individual Places.



Figure 3.1. A visualization of the Plan Area viewed from Vallco Parkway looking west towards North Wolfe Road.

Principle

5

Robust Public and Cultural Amenities Create a Unique Identity.

Principle

6

Thoughtful Physical Transitions to Context.

1

Principle

A Vibrant Mixed-Use District Providing Goods, Services and Entertainment For All Ages

The core of the Plan Area is anchored by two-sided shopping streets of neighborhood-serving, community-serving and destination retail, restaurants and entertainment. These streets are the primary feature within the entire district and connect with adjacent neighborhoods and employment areas.

A Vibrant Retail Environment

Vibrant retail environments feature one or several shopping streets that are compact in footprint - one to four blocks - with diverse businesses that make each street appealing throughout the day and evening, aimed at a wide variety of people.

Retail includes restaurants as well as neighborhood and community services. In order to broaden the district's appeal and to ensure against the feeling of a mall, civic and cultural uses are included.

Adding to the vibrancy of this place is the ability for people to enjoy the public realm - the streetscapes, parks, plazas and green spaces - without needing to make a purchase.

When people think of a destination as a place to meet others or to enjoy being outside, the appeal of that destination is stronger and the variety of potential customers increases.

Figure 3.2. The combination of retail, restaurants and services on a shopping street makes it a place that appeals to a wide variety of people.



Principle

Transportation Solutions That Support Walkable, Bikeable, Transit-Oriented Neighborhoods

2

Through a combination of Transportation Demand Management, an interconnected street network, and pedestrian-oriented street design, the Plan Area offers a wide variety of mobility choices.

Many Transportation Options

The Plan Area's thoroughfares, from intimate pedestrian passages to broad, gracious boulevards, make walking, bicycling and riding transit safe and comfortable for people of all ages. Protected bikeways and sidewalks, built-in traffic-calming measures, and safe, frequent crosswalks aim to substantially reduce traffic fatalities.

Priority is given to space-efficient modes of transportation, allowing public transit and employer shuttles to provide fast,

frequent and reliable service on major streets.

Required Transportation Demand management (TDM) plans and enforceable vehicle trip caps create an environment where employees and residents can choose to commute by walking, bicycling, ridesharing, or taking transit. Public and private sectors work together, through public, private, and joint initiatives, to create many good transportation choices for residents, employees, and shoppers, resulting in a transportation system that minimizes impacts on neighbors.



Figure 3.3. Connected thoroughfares make walking, bicycling, and taking transit feel safe for people from ages "8 to 80". Well-managed parking and loading keeps curb spaces readily available for shoppers and deliveries.

3

Principle**Parks, Greens and Plazas Link the District's Individual Places**

An interconnected system of publicly accessible open spaces anchored by two key public spaces - the Town Square and the East Plaza - connects each of the district's places and enhances the identity of adjacent buildings and streetscapes.

A Continuous Public Realm

Connectivity is critical in ensuring that public spaces are well-used, which in turn helps to make them safer and more interesting places for the community. Further, an authentic public realm is one which anyone can access, use, and feel comfortable being in, for free.

The district's public realm varies in response to each of the places it shapes but it is also one, continuous system of parks, greens and plazas. Each public space is linked to the others by the

connecting streetscapes along individual blocks. The intent is to provide a variety of public places that can support activities for all ages and abilities. To create a central focus, there are two key public spaces - the Town Square on the west and East Plaza in the east side of the Plan Area.

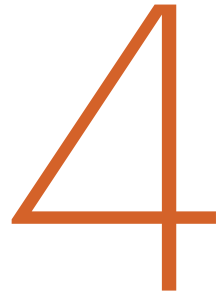
The physical beauty and character of each park, green and plaza is emphasized through the physical transition from the streetscapes that lead into each public space.

Figure 3.4. Parks, greens and plazas are visually inviting, safe and interesting. Many wonderful public spaces are simple in design, yet succeed in providing visual interest and supporting a range of activities.



Principle

Diverse Housing Choices For All Incomes and Abilities



The Plan Area offers a variety of housing choices: living in the core of the district in mixed-use buildings, along the edges in more residential neighborhoods, or near and as part of an employment center.

Variety At All Scales

The variety of housing choices occurs within an individual block and to a lesser degree within a building. Housing choice also occurs through the size of dwellings: from very small to large. This is important in making an authentic place that is not segmented.

Housing choices range from ground floor flats, lofts and townhouses in neighborhood areas to upper story flats, lofts and townhouses in the core and near or as part of employment areas. Some

choices include being on or near a park, plaza or green. Further, housing choices are made available to more people by allowing the unbundling of parking from the cost of a dwelling.

For those who want parking, they have the option and can pay for it while others who may not want any can put the savings to other expenses.

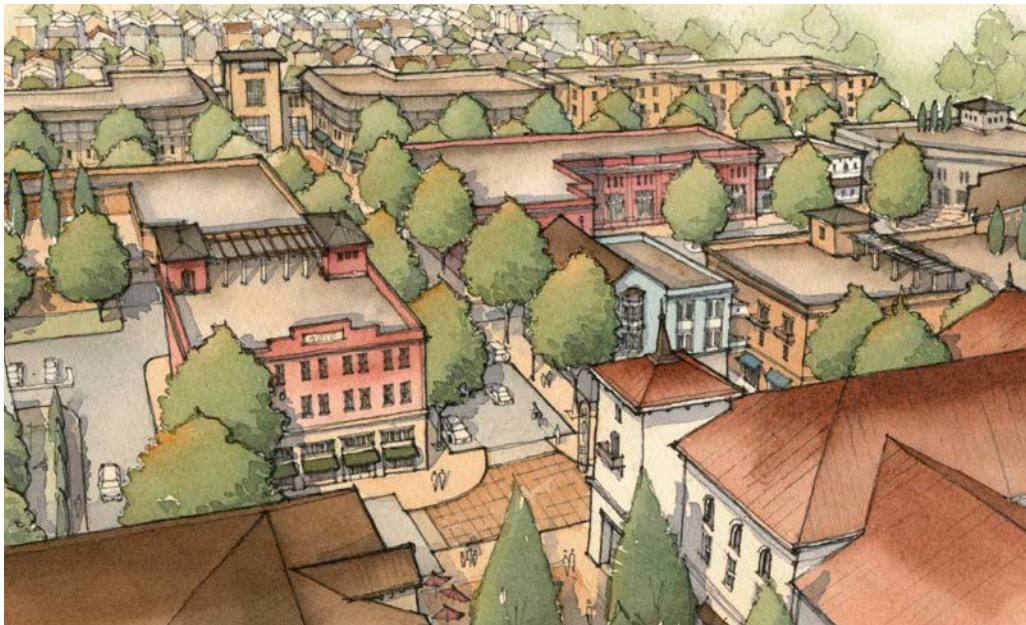


Figure 3.5. Housing choices are integrated throughout the district, offering a choice of housing and a choice of location.

5

Principle**Robust Public and Cultural Amenities Create a Unique Identity**

The Plan Area includes a cultural dimension by encouraging uses important to the community and allowing a variety of new functions such as co-working spaces, an innovation hub for businesses, incubator and maker spaces, and educational uses.

A 'Real' Destination

The Plan Area is an authentic community because it encourages the integration of civic and cultural amenities along with housing, employment, retail and entertainment. This makes it an attractive and convenient destination for residents and visitors who might be looking for more than shopping or dining.

These civic and cultural amenities are intended to broaden the district's appeal,

promote socializing, and bring customers to the shops and restaurants.

A variety of amenities make the entire Plan Area a genuine destination of choice for the community.

Figure 3.6. The Vallco Plan Area will be a real place when people see it as many different things: a place to eat, a place to shop, a place to meet others, a place to continue education, a place to work, a place to relax.



Principle

Thoughtful Physical Transitions To Context

6

The Plan Area is most intense in building size and scale in the Office/ Mixed-Use District, then in the Retail and Entertainment/ Mixed-Use District west of North Wolfe Road, with buffers and transitions to the surrounding context, in particular along the western edge adjacent to the North Blaney neighborhood.

Physical Scale and Character

Within the Plan Area, physical transitions are made from one environment to the other by shaping the overall height of buildings, their distance from the sidewalk, and the different types of streetscapes.

Generally, building size and scale decreases from the east towards the west edges of the Plan Area. Along the western edge of the Plan Area adjacent to the North Blaney neighborhood, effective

physical transitions are made by requiring a transition buffer along the wall (that also retains the existing trees), and by ensuring that building heights and widths are regulated to create an appropriate transition in scale and form.



Figure 3.7. Building width is as important as height in generating effective physical transitions between areas of very different intensity.

3.2 The Vallco Mixed-Use Districts

The Plan Area is a mosaic of three diverse districts, each with its distinct role and character. The districts share similar qualities of being walkable, mixed-use places and together, they create a cohesive identity. The exact location and extents of these districts will be finalized through an approved Master Site Development Permit.

Retail and Entertainment/ Mixed-Use District

Forming the core of the Plan Area, this mixed-use, pedestrian-oriented district provides a new shopping, cultural and entertainment destination for Cupertino and the region, with the Town Square as its central focus and with a variety of retail, entertainment, residential and civic functions in mixed-use buildings.



Neighborhood/ Mixed-Use District

With a housing focus supported by amenities and public spaces, set within walkable streets and blocks, this district brings a much-needed housing component to create a true mixed-use community. The intensity of development is lower, with building heights transitioning to the lowest along the western edge of the Plan Area.



Office/ Mixed-Use District

Conveniently located adjacent to the Retail and Entertainment/ Mixed-Use District, with good access to the freeway and major streets, this district has an employment focus, along with employee amenities and housing choices. The intensity of development is high, with the tallest buildings at the eastern edge, and around the East Plaza, the district's central public space.



Figure 3.8. Visualization of the Vallco districts: Retail and Entertainment/ Mixed-Use District (top), Neighborhood/ Mixed-Use District (middle) and Office/ Mixed-Use District (bottom).





Figure 3.9. The three Vallco mixed-use districts.
Please note that these illustrations are conceptual.

3.3 Vallco Places: Special Design Areas

The Plan Area also has several 'Places': areas of special design focus, to create a unique identity. The design of the buildings and public realm in these Places has been given extra attention in the Specific Plan.

Town Square and East Plaza

The Town Square (A) in the Retail and Entertainment/ Mixed-Use District, and the East Plaza (B) in the Office/ Mixed-Use District, are intended to be the two main public open spaces for outdoor recreation and activity.

Built Character. The Town Square and East Plaza are framed by approximately six to nine-story, and eight to ten-story buildings respectively. The buildings have active ground floor uses, including civic uses, if provided, to activate the open spaces.

Public Realm Character. The adjacent streetscapes feature tree-lined streets, wide sidewalks, and active frontages with a retail focus.

District Edges

The edges along North Wolfe Road and Vallco Parkway (C) and Stevens Creek Boulevard (D) are defined by an environment of mixed-use buildings that are primarily residential, supported by ground floor retail and services.

Built Character. Buildings approximately five to seven stories in height line the edges of the Plan Area, with active ground floor uses. Retail is prioritized on Stevens Creek Boulevard.

Public Realm Character. The adjacent streetscapes feature tree-lined streets, wide sidewalks, and active frontages.



A Figure 3.10. The Town Square and East Plaza, the Plan Area's main public open spaces. Special attention is required for the design of the buildings framing the open space and accompanying streetscape. **Please note that these illustrations are conceptual.**



C Figure 3.11. The District Edges along North Wolfe Road, Vallco Parkway and Stevens Creek Boulevard. **Please note that these illustrations are conceptual.**



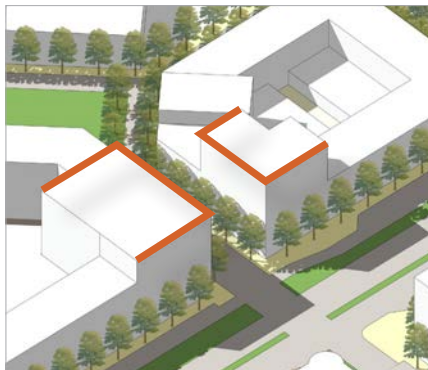
Figure 3.12. Location of the Vallco 'Places'. **Please note that these illustrations are conceptual.**

Vallco Gateway

The visual 'entrance' to the Retail and Entertainment/ Mixed-Use District, terminating the view from Vallco Parkway looking west towards the Plan Area.

Built Character. The Vallco Gateway has mixed-use buildings approximately six to seven stories in height; with extra attention to design and articulation, to define the 'entrance' to the district. Building corners are taller for visual emphasis.

Public Realm Character. The adjacent streetscapes feature tree-lined streets, wide sidewalks, and active frontages with a retail and entertainment focus.



E Figure 3.13. Vallco Gateway at the intersection of Vallco Parkway and North Wolfe Road. **Please note that these illustrations are conceptual.**

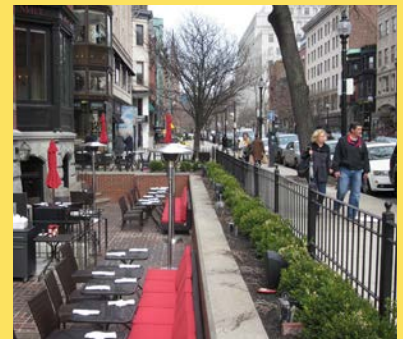
Table 3.1. Design Intent: Illustrative Examples



A Design example: Town Square



B Design example: East Plaza
Image source: Townshend LA, John Sturrock



C Design example: District Edge



E Design example: Vallco Gateway

3.4 Development Program

The current pattern of two superblocks, with large impersonal buildings surrounded by parking lots, is transformed into a beautiful pattern of walkable blocks and pedestrian-oriented streetscapes.

Development Program

The maximum allowable amount of development for the Plan Area is identified in Table 3.2 (Tier 1). As discussed in more detail in Chapter Seven: Administration, Implementation and Financing, a city-defined 'Community Benefits Density Bonus' is available as an alternative to the state density bonus for projects in the Plan Area that provide specified community benefits in addition to complying with the standard requirements of the Specific Plan. Table 3.3 identifies the development capacity for the Plan Area if the City

approves a project with a 'Community Benefits Density Bonus' (Tier 2).

In addition, the minimum required amount of public open spaces (parks, plazas, greens) under both development scenarios is identified.

Transfers. Transfers are allowed in accordance with the requirements described in Chapter Seven: Administration, Implementation and Financing.

Figure 3.14. To test out the development capacity and built form and other design parameters that should be part of the Specific Plan, various Plan Options were created at Design Charrette One, two of which are shown here.

Please note that these plan options are purely illustrative to indicate two of many possible build-out scenarios; they are not suggested as preferred design schemes. There can be many creative design solutions that satisfy the requirements of this Specific Plan.



TABLE 3.2. TIER 1 DEVELOPMENT PROGRAM [without 'Community Benefits Density Bonus']
 See Chapter Seven: Administration, Implementation and Financing for more information.

	Simeon Properties (A)	Vallco Property Owner, LLC (B)	KCR Properties (C)	Total
Maximum Residential (Number of units)	181	1,779	74	2,034
Minimum Commercial/ Retail (Square feet)	-	600,000	-	600,000
Maximum Office (Square feet)	-	750,000	-	750,000
Maximum Hotel (Number of rooms)	-	191	148	339
Civic Uses and Public Open Spaces				
Minimum Civic/ Cultural Uses (Square feet)	None Required			
Minimum Public (at-grade) Open Space (Acres)	per CMC	6.0	per CMC	6.0

Notes:

* 1. Minimum commercial/retail requirement = 400,000 sq.ft.

2. If civic/cultural space is built but not used by civic and cultural uses/public education facilities, the 85,000 square feet of space allocated for civic and cultural uses/public educational facilities may be converted into uses that qualify under 'minimum retail requirement' or incubator/ co-working/ maker spaces.

TABLE 3.3. TIER 2 DEVELOPMENT PROGRAM [with approved 'Community Benefits Density Bonus'] See Chapter Seven: Administration, Implementation and Financing for more information.

	Simeon Properties (A)	Vallco Property Owner, LLC (B)	KCR Properties (C)	Total
Maximum Residential (Number of units)	181	2,668	74	2,923
Minimum Commercial/ Retail subject to including Civic/ Cultural Uses* (Square feet)	-	485,000 (includes 85,000 for civic/ cultural uses)	-	485,000
Maximum Office (Square feet)	-	1,500,000	-	1,500,000
Maximum Office Amenity Space (Square feet)	-	250,000	-	250,000
Maximum Hotel (Number of rooms)	-	191	148	339
Civic Uses and Public Open Spaces				
Minimum Public (at-grade) Open Space (Acres)	per CMC	6.0	per CMC	6.0

Community Benefits Density Bonus

A 'Community Benefits Density Bonus' is available for projects in a portion of the Plan Area that provide specified community benefits in addition to complying with the Specific Plan's standard requirements.

The development standards defined in Section 6.2 of this Specific Plan allow residential development at a maximum density of 35 dwelling units per acre (Tier 1), plus an increase available for projects that meet all of the standards of State Density Bonus Law (California Government Code Section 65915 et seq.) and Cupertino Municipal Code Chapter 19.56. The Specific Plan also allows a mix of retail and office uses as shown in Table 3.2.

A 'Community Benefits Density Bonus' (Tier 2) is an alternative to the State Density Bonus Law that allows an increase to the overall development potential of the Plan Area above the maximum amount of development otherwise permitted by this Specific Plan. The 'Community Benefits Density Bonus' (required to be approved in conjunction with a Development Agreement) is available to projects in a defined area that include specified public benefits, including more affordable housing than would be provided to qualify for a state density bonus.

The 'Community Benefit Density Bonus' provides both a residential density bonus and additional office square footage substantially in excess of the benefits provided by the State Density Bonus Law.

Consequently, if a project elects to apply for a 'Community Benefits Density Bonus', the project may not seek or receive a density bonus, nor any waivers, incentives, concessions, or parking reductions provided under either State Density Bonus Law (California Government Code Section 65915 et seq.) or Cupertino Municipal

Code Chapter 19.56, unless explicitly provided for by this Specific Plan.

Table 3.2 defines the maximum development potential within the Specific Plan area for base projects (Tier 1), and Table 3.3 does the same for projects with a 'Community Benefits Density Bonus' (Tier 2).

Only properties in Development Allocation Area B, as shown in Figure 3.15, are eligible to apply for the 'Community Benefits Density Bonus'. An applicant shall be required to apply for a Development Agreement to memorialize the details and time frame for providing the required community benefits and any other contributions in connection with the increased development potential available using the 'Community Benefits Density Bonus'.

To be eligible for a 'Community Benefits Density Bonus', the community benefits agreed to in a Development Agreement must include:

1. at least 11% of the base density restricted to very low income households and additional affordable housing beyond the standard requirement of 15% of the total residential development program,
2. a commitment to support civic and/or cultural uses, which may be provided in the project, off-site, and/or through monetary payments,
3. multi-modal transportation benefits,
4. support for local school districts; and
5. any other benefits mutually agreed to that exceed standard code requirements in a Development Agreement.



Figure 3.15. Ownership structure and parcel information in the Plan Area.

- Plan area (70 ac. approx; 58.1 ac. developable)

- A** Simeon Properties (5.16 ac.)
 APN 316-20-088

- B** Vallco Property Owner, LLC (50.82 ac.)
 APN 316-20-080, 316-20-081, 316-20-103, 316-20-107, 316-20-101, 316-20-105, 316-20-106, 316-20-104, 316-20-094, 316-20-099, 316-20-100, 316-20-095

- C** KCR Properties (2.12 ac.)
 APN 316-20-092

3.5 Retail and Entertainment/ Mixed-Use District

The focus of the Plan Area, the Retail and Entertainment/ Mixed-Use District provides a new shopping, cultural and entertainment destination for Cupertino and the region. Please refer to Chapter Six: Development Standards for design controls and standards.

Physical Character

This district is at the core of the Plan Area and its key features include the **Town Square**, a new public space, and vibrant shopping streets connecting with the adjacent Neighborhood/ Mixed-Use District to the north.

The built environment of this district is made of short, walkable blocks with large block-form buildings, approximately four to ten stories tall, each with a tall ground floor for accommodating uses that can include retail, restaurants, entertainment, hotel, civic, cultural and office.

Another key design element of this district is the **Vallco Gateway** at the intersection

of North Wolfe Road and Vallco Parkway. At this location, the corners of the block-form buildings have additional height to create an 'entrance' feature.

Frontages such as shopfronts, arcades and galleries along the ground floor help in transitioning from the scale of the buildings to the scale of the pedestrian.

Along North Wolfe Road, Vallco Parkway and Stevens Creek Boulevard are the **District Edges**, an area of mixed-use buildings with residential uses, supported by ground floor retail and services, in buildings approximately five to seven stories tall. The buildings may contain several floors of signature retail uses, in particular along Stevens Creek Boulevard.



Figure 3.16 (above). The Retail and Entertainment/ Mixed-Use District within the Plan Area.

Figure 3.17. Examples of mixed-use buildings with one or two levels of ground floor retail. The design intent is to make the ground floors along the main shopping streets visually prominent and distinct from the upper floors.





Figure 3.18. An illustrative view from Vallco Parkway looking west towards the Vallco Gateway at the intersection of Vallco Parkway and North Wolfe Road.

The Specific Plan recommends that North Wolfe Road be reconfigured as a multi-way boulevard with calm frontage streets that are amenable to creating a mixed-use environment. Along these edges, the ground floors are encouraged to have

active frontages, to create an attractive environment. Approval for the frontage street along North Wolfe Road is subject to a review, through an approved Master Site Development Plan.

TABLE 3.4. INTENDED BUILDING FORM AND PUBLIC REALM

Refer to Chapter Six for development standards

- Buildings are approximately four to ten stories tall, with taller buildings around the Town Square, and at the Vallco Gateway. Building heights decrease towards the western edge of the Plan Area, stepping down to four stories near the west Plan Area boundary.
- Buildings should have active ground floor uses, with shopfronts, gallery or arcade frontages.
- Buildings are attached or detached.
- Buildings are at or near the sidewalk.
- The Town Square is intended to be the main public open space. Other ped-bike connections include the North Wolfe Pedestrian Bridge and a ped-bike greenway long the western edge.
- On-street parking is allowed in addition to public off-street parking.
- If provided, civic buildings are encouraged to be sited adjacent to or near the Town Square.

Figure 3.19. An illustration of the Town Square framed by mixed-use buildings with ground floor retail, restaurants, entertainment and neighborhood services.

Please note that the Specific Plan guides, but does not define the exact location and attributes of the Town Square in order to encourage creative design solutions.



Public Realm

The design of the public realm is intended to support the key function of this district: a destination for shopping, recreation and socializing.

The streets form a 'shopping loop' and have wide sidewalks with shade trees that make them unique and memorable. Buildings are directly adjacent to the sidewalk to shape the public realm, or are recessed just enough to make a forecourt

lined with ground floor retail, restaurants, entertainment, cultural and other uses.

The **Town Square**, located along or at the end of these active shopping streets, provides a large, active public space for many types of events or for simply enjoying the surroundings.

Civic uses, if provided, are encouraged to be located near or adjacent to the Town Square to add a cultural dimension to this district.



Figure 3.20. An illustration of a key open space and connectivity element in the Plan Area, the North Wolfe pedestrian bridge. This unique open space offers a practical route for pedestrians and cyclists across North Wolfe Road.



Figure 3.21. The Town Square offers the opportunity to incorporate public art through simple options such as a bandshell or more dramatic, sculptural elements to create a sense of place.

A unique element of the public realm is the **North Wolfe Pedestrian Bridge** that provides an important connection across both sides of the Plan Area for pedestrians and cyclists.

This bridge functions as a publicly accessible space, with appropriate landscaping, a restaurant and small retail kiosks as amenities.



Figures 3.22 (top), 3.23 (bottom). Public art and creative building and roof forms can create a unique identity.

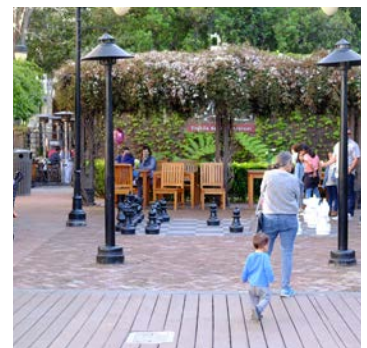


Figure 3.24, 3.25. Images from Santana Row, San Jose. Kiosks and landscaping elements help create an active, well-used public space.

3.6 Neighborhood/ Mixed-Use District

The Neighborhood/ Mixed-Use District is located adjacent to the Retail and Entertainment/ Mixed-Use District, offering a variety of housing choices in a mixed-use setting within a framework of walkable streets and blocks. Please refer to Chapter Six: Development Standards for design controls and standards.

Physical Character

Located north of the Retail and Entertainment/ Mixed-Use District, this district features short, walkable blocks with medium to large block-form buildings, approximately four to seven stories in height, providing a range of housing choices.

Frontage types such as dooryards, porches and stoops along the street and in building courtyards help in transitioning from the scale of the building to the scale of the pedestrian. Building heights step down towards the western edge of the Plan Area, in relation to the distance from the west boundary. Building widths are scaled and articulated to present 'medium-scale' building forms and make an effective transition.

Public Realm

Streets in the Neighborhood/ Mixed-Use District connect directly to the adjacent Retail and Entertainment/ Mixed-Use District and are residential in character, with wide sidewalks, shade trees and planting. Buildings are set back from the sidewalk enough for ground floor entries to face the street and provide landscaping and opportunities for people to interact along the streetscape. See Figures 3.29, 3.30 and 3.31 on page 3-23 as examples.

Pocket parks and greenways provide public open spaces for the community. The existing double row of trees along Perimeter Road on the western edge of the Plan Area is preserved to the extent practical, or replanted; and a bicycle and pedestrian trail is incorporated.



Figure 3.26. Neighborhood/
Mixed-Use District within the
Plan Area.



TABLE 3.5. INTENDED BUILDING FORM AND PUBLIC REALM

Refer to Chapter Six for development standards

- Buildings are approximately four stories tall along the western edge of the Plan Area.
- Buildings have ground floor retail in some locations, and feature dooryards, porches and stoop frontages in most locations.
- Buildings are attached or detached.
- Buildings are set back from the sidewalk.
- Pocket parks and greenways are the public open spaces, with a ped-bike connection along the west edge.
- On-street parking is allowed in addition to off-street parking.



Figures 3.27 (top), 3.28 (bottom). A physical separation at the west edge along the North Blaney neighborhood can be achieved in different ways: it could include a neighborhood street and a park (above); or a larger public green (such as a community garden) without the street (below).

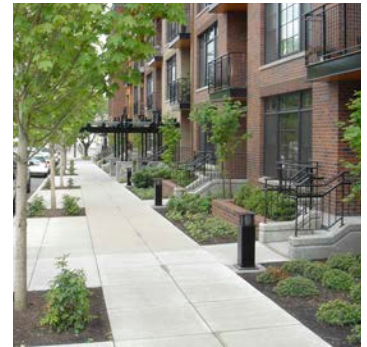


Figure 3.29, 3.30, 3.31. Dooryard (top), stoop (middle) and porch (bottom) frontages provide semi-private space for residents and 'life' on the street.



Figure 3.32. Pocket parks and linear greenways provide open spaces at an intimate scale, appropriate for the needs of a neighborhood.

3.7 Office/ Mixed-Use District

A mixed-use district with an employment focus across the street from the Retail and Entertainment and Neighborhood Mixed-Use Districts. Please refer to Chapter Six: Development Standards for design controls and standards.

Physical Character

This district primarily contains Class 'A' offices with some housing, hotel and employee amenities, continuing the character of the Retail and Entertainment/ Mixed-Use District across North Wolfe Road. The central focus and main public open space of the district is the **East Plaza**.

This built environment is made of walkable blocks with large 'block-form' buildings ranging from six to ten stories in height. The tallest buildings are in the north-east part of the district, and around the East Plaza, buildings can be taller than neighboring buildings to frame and accentuate the open space.



Figure 3.33. The Fenwick & West building in Mountain View, CA. An illustration of a six-story office building with creative massing to break down the apparent size and scale. Image source: www.cpexecutive.com.



Frontages such as shopfronts, arcades and galleries along the ground floor help in transitioning from the scale of the buildings to the scale of the pedestrian. Buildings 'face' the streets by orienting entrances, ground floor lobbies and similar active uses towards key streets, in particular those around the East Plaza.

Along the **North Wolfe Road District Edge**, six to seven-story buildings have mainly office uses and active ground floor frontages to create an attractive environment and a prestigious office address along this major street.

Along the **Vallco Parkway District Edge**, buildings are encouraged to be lower-scaled than the office buildings in the district's interior, and to be mixed-use with residential uses above and active ground floor uses. Active ground floor uses are in specific locations, mainly along Vallco Parkway and one block north of Vallco Parkway along Wolfe Road.

Public Realm

Streetscapes relate to the character of the Retail and Entertainment/ Mixed-Use District across North Wolfe Road, with buildings at or near wide sidewalks, with shade trees and planting.

Buildings are at or near the sidewalk with shopfronts or large windows to create an active streetscape. Since this district has



Figure 3.34. Santana Row, San Jose. An example of an active, mixed-use environment with employment, residential and retail uses, anchored by an appropriately-scaled and well-designed public space.

an employment focus, it is important to encourage and maintain public pedestrian access to key streets and open spaces, in particular the East Plaza.

Under Tier 2 and with community benefits, a single corporate user in the Office/ Mixed-Use District, may use bollards, gates or fencing on interior streets to reserve them for private access for security purposes, subject to the City’s design review. Bollards, gates and fencing must be removable to revert back to public access in the event that the tenants become multi-users. The fences and bollards shall be artistically integrated subject to design review and shall be located in the private portion of the

streets. The surrounding streets (Perimeter Road, frontage road along Wolfe Road and street around the East Plaza) and the East Plaza shall remain accessible to the public.

Buildings in the office/mixed-use district are allowed to connect via overhead bridges, as long as the bridges are above the third story, subject to design review and do not substantially cover the ground level streets.

The **East Plaza** is the main public space, and the focus of this district, framed by active ground floor uses. The **North Wolfe Pedestrian Bridge** connects the east and west sides of the Plan Area across North Wolfe Road and provides an opportunity for an elevated publicly accessible space.

TABLE 3.6. INTENDED BUILDING FORM AND PUBLIC REALM
Refer to Chapter Six for development standards

- Building heights are approximately six to ten stories, with the tallest buildings along the north and east edges of this district. Building heights are lowest along Vallco Parkway.
- Buildings have active ground floor uses, and have shopfronts, gallery or arcade frontages.
- Buildings are at or near the sidewalk.
- Buildings are attached or detached.
- The East Plaza is the main public open space, along with the North Wolfe Pedestrian Bridge.
- On-street parking is allowed in addition to off-street parking.

3.8 Design Direction: Building Massing and Heights



The preceding sections describe the general character and design intent for the three Plan Area districts. In addition, this section covers guidance for articulating built form and heights to achieve appropriate transitions to the adjacent context. Please refer to Chapter Six: Development Standards for details and standards.

Building Height Transitions

The Specific Plan proposes building heights to be regulated for several reasons: to create a visual hierarchy within the Plan Area; to frame and accentuate important public spaces; to ensure privacy for residents; and to create appropriate physical transitions to the surrounding context to avoid the appearance of bulky, monolithic buildings.

A system of height step-backs has been proposed to achieve an attractive massing envelope for the Plan Area, while accommodating the development program for both Tiers 1 and 2. The schematic sections below and on the facing page illustrate this concept for key streets in the Plan Area. For additional information on building heights, please refer to Chapter Six: Development Standards.

Figure 3.35. Building heights adjacent to the two main public open spaces in the Plan Area: the Town Square and East Plaza.

-  Tier 1 heights
-  Additional heights for Tier 2

Correlation between building heights and approximate number of stories:

- 45 feet: typically 4 stories
- 60 feet: typically 5 to 5.5 stories
- 75 feet: typically 6-7 stories
- 85 feet: typically 7-8 stories
- 95 feet: typically 8-8.5 stories
- 120 feet: typically 10 stories
- 150 feet: typically 13 stories

Please note that the exact number of stories can vary for two buildings of the same height, depending on individual building design.



Building heights around the East Plaza



Building heights around the Town Square

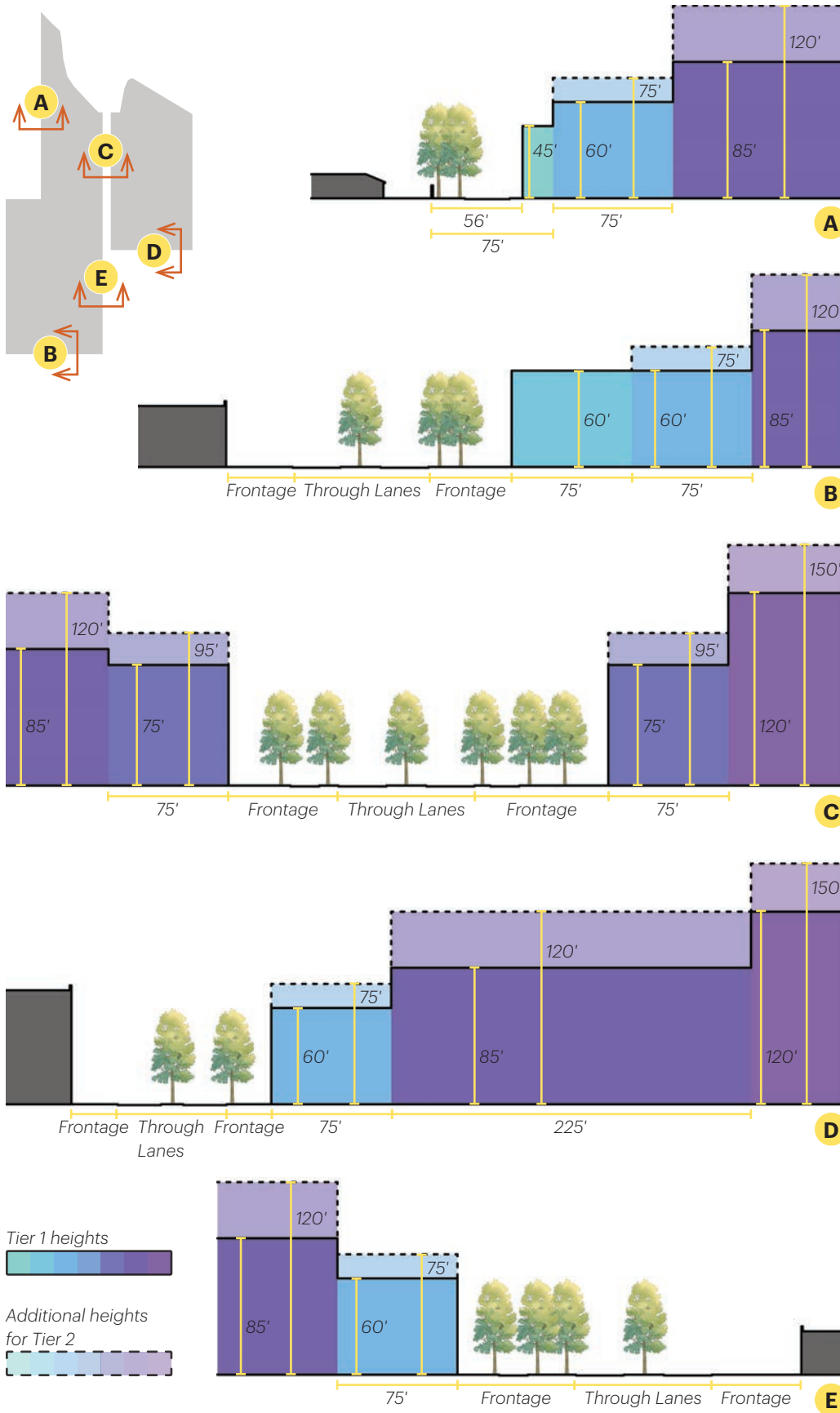


Figure 3.36. Height transitions: Sections for key streets in the Plan Area.

Perimeter Road

Stevens Creek Boulevard

**North Wolfe Road
(North of Vallco Parkway)**

Vallco Parkway

**North Wolfe Road
(South of Vallco Parkway)**

3.9 Design Direction: Built Form and Public Realm

This section includes general guidance for the design and function of buildings and the public realm that are intended to help achieve the envisioned form and character. Please refer to Chapter Six: Development Standards for details and standards.

Physical Character

- Extra design attention in terms of architectural details and finishes for the buildings facing the Town Square, East Plaza, and at the Vallco Gateway, especially those facades most visible from streets leading to these places.
- Variety and articulation of facades and massing for upper stories of buildings, especially above the third floor.
- A mix of private open space for upper stories of buildings (balconies, podium courtyards, roof decks, green roofs, etc).
- A variety of active ground floor uses along streets to extend the hours for which the district is active.
- Ground floor entries face the street or public space (as applicable). Access to upper story units is through ground floor lobbies accessed directly from the sidewalk.
- Buildings incorporate design features and architectural elements to create active frontages, and for scale transitions from the building to the sidewalk. Residential buildings incorporate features such as dooryards, stoops, and recessed entries. For

Figure 3.37. The public realm is a combination of interrelated elements.

- Frontage
- Space to window-shop
- Space to walk
- Space to sit or park a bicycle
- Public open space
- Public art
- Active uses within public spaces



commercial buildings such as offices and hotels, building entrances and public and semi-public spaces such as lobbies face the public realm.

- Civic and/or cultural uses, if provided, are in unique buildings and located in the Retail and Entertainment/ Mixed-Use District.
- Large shopfront windows for pedestrians to easily see into shops.
- Bird-safe facade design.

Public Realm

- Short block lengths to increase walkability, extend the street network, provide multiple route options, and slow vehicles.
- Slow vehicle speeds to promote pedestrian safety.
- Off-street parking, loading, and servicing activities located behind buildings or underground.
- Public space is provided at ground level and at other elevated locations

such as green roofs, building terraces, pedestrian bridges, etc.

- Street trees provide shade while allowing views of ground floor shops and frontages.
- The existing wall and row of trees along the west Plan Area boundary is retained and replaced as necessary.
- Sidewalks are wide enough to provide spaces to walk, to window shop, to sit and to park bicycles.
- Creative signage that enhances the ambience of the shopping streets.
- Simple and durable street furniture that is functional and does not visually dominate the streetscape.
- Public art prominently featured through its location and visibility.



Figure 3.38. The testing of building forms, building separation and open space parameters was done at the two design charrettes.



Figure 3.39. The walkability of a place is determined by the quality of its streets and sidewalks in providing a safe, comfortable and interesting pedestrian experience, diverse destinations to walk to, and visually appealing buildings and facades.

