

SOUTHvallco



# Master Plan

*a* CONCEPTUAL GUIDELINE



# Acknowledgements

## COMMUNITY AND NEIGHBORHOOD GROUPS

City of Cupertino residents  
Concerned Citizens of Cupertino (CCC)  
Cupertino Against Rezoning (CARE)  
Metropolitan Home Owners Association and residents  
Rancho Rinconada Recreation Association

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Orrin Mahoney, Vice Mayor  
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Lisa Giefer, Chairperson  
Jessica Rose, Planning Commissioner  
Marty Miller, Planning Commissioner  
David Kaneda, Planning Commissioner  
Paul Brophy, Planning Commissioner

## CITY STAFF

David Knapp, City Manager  
Steve Piasecki, Director of Community Development  
Kelly Kline, Redevelopment and Economic Development Manager  
Gary Chao, Senior Planner  
David Stillman, Senior Civil Engineer

## CONSULTANTS

Ken Rodrigues, Kenneth Rodrigues and Partners  
Gary Laymon, The Guzzardo Partnership  
Paul Downs, Paul Downs Consulting  
Scott Schork, BKF Engineering  
Jason Nesdahl and Todd Henry, Fehr and Peers

## SOUTH VALLCO PROPERTY OWNERS

Apple Inc.  
Cupertino Property Development, LLC  
Hewlett Packard  
Menlo Equities  
Metropolitan Home Owners Association  
Orbit Resources  
Rockwood Capital  
500 Forbes, LLC (an affiliate of Sand Hill Property Company)  
Santa Clara Valley Water District

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# Chapter 1: Introduction

## EXECUTIVE SUMMARY

On March 4, 2008, the City of Cupertino City Council initiated the South Vallco Master Plan process. The City Council defined this plan as a blueprint or “focused” Master Plan (“Plan”) to provide guidelines and a framework primarily dealing with the coordination and interface of the properties in the area commonly referred to as South Vallco (“plan area”) (see Figure 1.1).

The impetus of this action stemmed from the City of Cupertino General Plan Policy 2-30, Strategy 1 Prepare a Master Plan for this area to ensure continuity of mass, scale, connectivity and adequacy of infrastructure and services, including schools.” While the focused Master Plan will not study or recommend changes within property lines, coordinating connections between the properties in this area will improve the overall character and identity of the South Vallco area.

The City Council also directed Sand Hill Property Company, operating as 500 Forbes, LLC, to manage the Master Plan process, community outreach, and creation of the Master Plan document. Additionally, it was directed that the City Council be provided a progress report during the process.

The project team has worked closely with City of Cupertino Planning Staff, adjacent property owners, and the community to establish the goals for this area and an actionable plan to achieve those objectives.

The South Vallco Master Plan reflects collaborative community involvement, provides and analyzes existing and future land uses, vehicular circulation patterns, and pedestrian circulation patterns.

Additionally, the Plan includes recommendations to promote the creation of streetscape, crosswalk enhancements, landscaping, lighting, way finding, signage, and street furniture.

Implementation of this plan will bring several long-term benefits to the City of Cupertino and the community at large; including:

- ◆ Area revitalization
- ◆ Aesthetic coordination
- ◆ Property connectivity
- ◆ Roadway infrastructure optimization
- ◆ Identity recognition

## PLAN AREA

*Figure 1.1* is an aerial photograph, showing the boundary of the plan area. The development framework of the area has already been established with commercial uses such a regional shopping center, office buildings, and high-density residential. Additional commercial and residential uses have been entitled, pending construction on two properties at the corner of Wolfe Road and Vallco Parkway. It is anticipated that improvements to existing properties and development of unimproved properties in the plan area will also occur, further spurring the revitalization of this area.

South Vallco is a regionally-oriented commercial district supported by its accessibility to Interstate 280, Stevens Creek Boulevard, Wolfe Road and Tantau Avenue. South Vallco is bounded by Interstate 280 to the north, Stevens Creek Boulevard to the south, including Cupertino Square shopping center (formerly known as Vallco) along the east and west side of Wolf Road and the office development along the east side of Tantau Avenue. The commercial nature



Figure 1.1: South Vallco Planning Area

of this area is evident by the types of existing and approved uses along with roadway infrastructure that supports high traffic volumes.

## RELATIONSHIP TO THE CITY'S GENERAL PLAN

The City of Cupertino General Plan includes a requirement that a Master Plan be created for the South Vallco area. While this document fulfills that requirement, the plan is intended to provide a framework for discussion and may evolve over time.

The General Plan acknowledges in Policy 2-30 that South Vallco is a regionally oriented commercial district and expresses the need for a Master Plan to ensure that the plan area is well connected and cohesive.

This plan addresses the Master Plan requirement to ensure continuity of

mass, scale, connectivity and adequacy of services. Additionally, this plan recommends a program to continue and enhance the streetscape along Vallco Parkway and Wolfe Road as articulated in the second strategy in Policy 2-30.

An implementation program highlighting specific improvements and actionable steps is also included.

## THE COMMUNITY OUTREACH PROCESS

The community outreach process encompassed a series of meetings with adjacent property owners, community action groups, neighborhood associations, community members and the City of Cupertino Community Development Department. The project team held two community workshops that were open to the general public to discuss the vision and desired aesthetic qualities for South Vallco. There were over twenty

(20) separate meetings with community groups, property owners, and City representatives:

### **City of Cupertino**

City Council  
Community Development Department

### **Master Plan Area Property Owners**

Apple Inc.  
Cupertino Property Development, LLC  
Hewlett Packard  
Menlo Equities  
Metropolitan Home Owners Association  
Orbit Resources  
Rockwood Capital  
500 Forbes, LLC (an affiliate of Sand Hill Property Company)  
Santa Clara Valley Water District

### **Community Groups**

City of Cupertino residents  
Concerned Citizens of Cupertino (CCC)  
Cupertino Against Rezoning (CARE)  
Metropolitan Homeowners Association and residents  
Rancho Rinconada Recreation Association

The Community Development Department was involved throughout this process and provided input into City goals and values as expressed in the General Plan and municipal ordinances.

The project team included a community outreach consultant, a Project Manager from 500 Forbes, LLC, a Principal from architecture firm Ken Rodrigues Partners, a Principal from landscape architecture firm The Guzzardo Partnership, and a Principal from civil engineering firm BKF.

The project team collaborated with adjacent property owners Orbit Resources and Cupertino Property Development, LLC for the initial planning effort. Neighboring property owners Apple

Inc., Hewlett Packard, Menlo Equities, and Rockwood Capital were also contacted.

## **GOALS AND GUIDING PRINCIPLES**

South Vallco is an important district of Cupertino by virtue of its position as an eastern gateway of the City. The goals of the South Vallco Master Plan are to:

- ◆ Clarify and enhance the identity for this area
- ◆ Ensure that the community design and aesthetics of South Vallco are consistent and coordinated
- ◆ Improve flow and connectivity between planned projects
- ◆ Ensure consistency with Cupertino's general plan
- ◆ Involve the community

A guiding principle is that the Master Plan balances the goals of the many stakeholders for the plan area including the City, the community, and the various ownership groups within South Vallco.



# Chapter 2: Existing Condition

## LAND USE

The largest and most visible property in this area is Cupertino Square, formerly Vallco Fashion Park. The enclosed regional shopping center is shown in *Figure 1.2*. Several parking garages cater to mall visitors.

Office buildings comprise a large portion of the plan area uses and are controlled by several ownership groups, see *Figure 1.3*. These buildings are functional and service local technology companies. Buildings in this area maintain a variety of setbacks, styles, and scale. The office buildings are automobile-oriented serviced by parking fields and have different levels of pedestrian access.

Currently, the only residential property in the plan area is the Metropolitan condominiums that front onto Stevens Creek Boulevard. The Metropolitan is an urban mixed-use, high-density project as demonstrated by its scale and limited setbacks.

## CIRCULATION

### Existing Street Network

The plan area accessible to Highway 280, and crossed by major arterials Wolfe Road and Stevens Creek Boulevard, as shown in *Figure 1.4*.

The following provides a brief summary of key streets in the plan area.

**I-280** is a north-south, eight-lane freeway with one lane in each direction designated as a high occupancy vehicle (HOV) lane. HOV lanes, also known as carpool lanes, are restricted for use by vehicles occupied by two or more persons per vehicle or motorcycles, as well as select alternative fuel



Figure 1.2 Current Land Use



Figure 1.3 South Vallco Ownership Groups

vehicles, between 5:00 am and 9:00 am and between 3:00 pm and 7:00 pm. The freeway extends from San Francisco, in the north, to San Jose, in the south. Near the planning area, I-280 runs in a north-west to southeast direction and is the



Figure 1.4 Existing Vehicular Circulation

northern boundary of the planning area. Main access from I-280 to the plan area is provided by an interchange at Wolfe Road. Northbound on-ramps have active ramp-metering during morning peak period and southbound on-ramps have active ramp-metering during the afternoon peak period. Typically, northbound traffic is heavier in the morning peak period and southbound traffic heavier in the evening.

**Stevens Creek Boulevard** is a six-lane, east-west arterial with a landscaped median that forms the southern boundary of the plan area. It extends from the western boundary of the City of Cupertino into the City of San Jose to the east. Stevens Creek Boulevard is fronted primarily by commercial land uses, including retail, restaurant, and office uses near the site. In the study area, there are four (4) signalized intersections along Stevens Creek Boulevard – at Perimeter Road, Wolfe Road/Miller Avenue, Finch Avenue, and Tantau Avenue. In the study area, traffic is primarily westbound in the morning peak hour and eastbound in the evening peak hour. This broad

road is fronted by commercial uses of all types. Stevens Creek Boulevard is lined by relatively narrow, but continuous sidewalks.

**Wolfe Road** is a four-to-six-lane, north-south arterial located west of the planning area. South of Stevens Creek Boulevard, this street is designated Miller Avenue. Within the plan area, Wolfe Road has a landscaped median that restricts some movements from driveways along the roadway. It functions as an important link between neighborhoods and districts, and Interstate 280. There are a wide range of uses fronting the road including shopping centers, service businesses, single and multi-family homes. Although the street is lined with sidewalks, pedestrian use is limited based on the traffic volumes.

**Vallco Parkway** is a six-lane, local roadway that connects Wolfe Road in the west to Tantau Avenue in the east and bisects the plan area. Currently, the roadway is fronted by office buildings and a parking garage to the north and a park-and-ride lot and vacant land to the south. There is a landscaped median running the length of Vallco Parkway. The intersections of Vallco Parkway with Wolfe Road, Perimeter Road and Tantau Avenue are fully signalized; the intersection of Finch Avenue is stop-controlled at Vallco Parkway. Vallco Parkway has tree-lined sidewalks, but the interface between the walkways and the six-lane roadway makes the environment uninviting to pedestrians.

**Tantau Avenue** is a north-south roadway located east of the planning area. Tantau Avenue extends from Homestead Road in the north to Bollinger Road in the south. North of Stevens Creek Boulevard, Tantau Avenue is a four-lane roadway; south of Stevens Creek, Tantau Avenue is a two lane roadway with on-street parking. In



the plan area, this roadway has signals at Vallco Parkway and Stevens Creek Boulevard. A median/bollard prohibits southbound vehicular through movements at the intersection with Stevens Creek Boulevard.

**Finch Avenue** is a two-lane north-south roadway extending south from Vallco Parkway towards Phil Lane. There is a landscaped median dividing the roadway within the planning area. At Stevens Creek Boulevard, Finch Avenue is signalized; however, northbound and southbound through movements are prohibited.

**Perimeter Road** is a two-lane roadway extending around Cupertino Square Mall. There are signals at both the Stevens Creek Boulevard and Vallco Parkway intersections. Right-turn-only driveways on Wolfe Road north of Vallco Parkway provide access to parking areas behind the mall. Perimeter Road is grade separated at Wolfe Road with no direct access between the two roadways at that location.

### Existing Pedestrian Circulation

Current pedestrian access in the plan area is not well delineated. Main pedestrian access points are along public right of ways and into Cupertino Square. While the sidewalks through the plan area technically make the area “walkable”, the lack of relief from the intensity of the roadways, on-street parking, and street furniture does not make it pedestrian-friendly.

Pedestrian facilities include sidewalks, crosswalks, and pedestrian signals at signalized intersections, as well as multi-purpose trails and other dedicated pedestrian right-of-ways.

Currently, sidewalks are constructed on both sides of Wolfe Road, Stevens Creek Boulevard, and Finch Avenue. Along Vallco Parkway, Tantau Avenue, and Stevens Creek Boulevard, sidewalks have been constructed adjacent to developed parcels (i.e. along the office developments north of Vallco Parkway and east of Tantau Avenue). No sidewalks exist along Vallco Parkway east of the park-and-ride lot or along Tantau Avenue

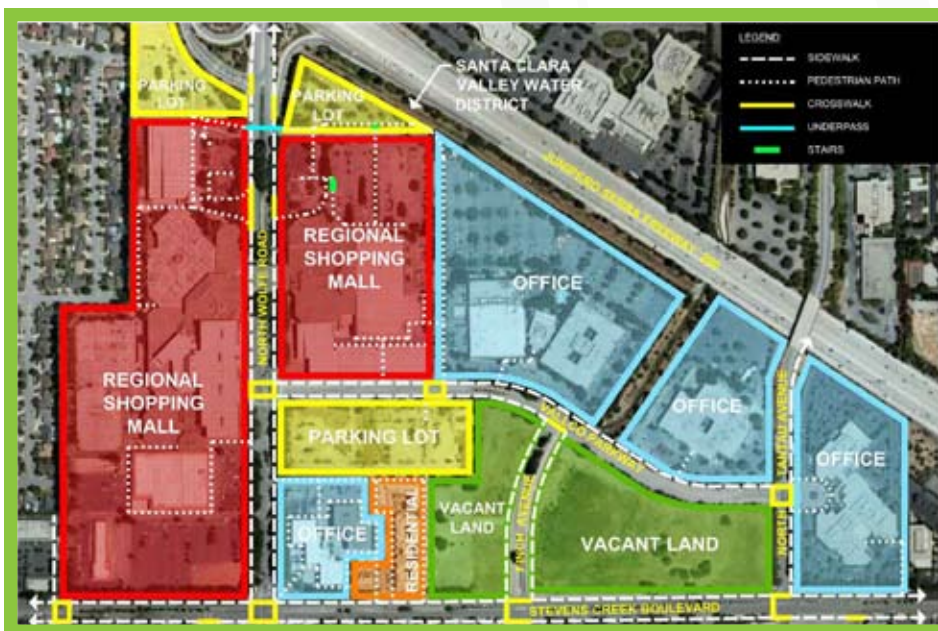


Figure 1.5 Existing Pedestrian Circulation

between Stevens Creek Boulevard and Parkwaythe Highway 280 overpass. A pedestrian walkway exists between the north side of the Metropolitan condominium development and Wolfe Road.

The existing sidewalks vary in design – those along Wolfe Road, Finch Avenue, and Stevens Creek Boulevard west of the Metropolitan condominium development are separated from the roadway by a grass planting strip; other sidewalks are located adjacent to the roadway with no buffer between the roadway and walkway.

All of the signalized intersections in the plan area are equipped with pedestrian activated crossing signals, except for the I-280 ramps at Wolfe Road where traffic must yield to pedestrians using the crosswalks. There are no marked crosswalks at the unsignalized and stop-sign-controlled intersections along Vallco Parkway.

### **Existing Bicycle Facilities**

Bicycle facilities include bike paths, bike lanes, and bike routes. Bike paths (Class 1 facilities) are pathways, separate from roadways, designated for use by bicycles. Often, these pathways also allow pedestrian access. Bike lanes (Class 2 facilities) are lanes on roadways designated for use by bicycles with special lane markings, pavement legends, and signage. Bike routes (Class 3) are existing right-of-ways that accommodate bicycles but are not separate from the existing travel lanes. Routes are typically designated only with signs.

Bike lanes are provided on Wolfe Road, Vallco Parkway, and Tantau Avenue near the site.

### **Existing Transit Operations**

The Santa Clara Valley Transportation Authority (VTA) operates bus service in

Santa Clara County. Other transit agencies, such as Caltrain and ACE transit, operate shuttles within the County.

Currently, VTA express bus routes 101 and 182 and VTA local bus routes 81 and 23 serve the plan area. Caltrain offers a shuttle from Lawrence Caltrain Station to employment centers in the area. There is currently a park-and-ride lot located south of Vallco Parkway at Perimeter Road.



# Chapter 3: Objectives

## OVERALL VISION

Through the community outreach process, the project team received a wide array of comments and input providing a broad perspective of the community's vision for South Vallco. Certain comments were consistently voiced that collectively form major themes.

As an overall vision, the South Vallco area serves as a gathering place, a gateway, and a focal point for Cupertino residents while holding regional appeal to visitors. Characteristics of this gathering place are best described as “downtown-ish” or, a Main Street-style setting that is pedestrian oriented, family-friendly, accessible, and well landscaped.

## OBJECTIVES

The objectives help define input from the community, property owners and City into concepts that can be built upon and eventually turned into physical form. These objectives are categorized into three major topic areas and form the basis for the recommendations in this Plan:

- ◆ Improve area identity and character
- ◆ Improve circulation and connections
- ◆ Promote compatibility with existing developments

### I. Improve Area Identity and Character

#### Objective (A)

##### Downtown/Main Street Character

*Support the creation of a Main Street style environment with a downtown feel.*

This includes planning pedestrian oriented connections with good accessibility and attractive, high-

quality design. The interface and streetscape between the properties should be inviting and have clear connections through the plan area. It is not anticipated nor contemplated that the area look identical, but the quality of the area should reflect the character of the City. A Main Street style setting that is eclectic in nature with varying architectural styles, massing, scale, and uses should be embraced.

#### Objective (B) Aesthetics

*Improve the plan area aesthetic.*

The area should be cohesive in terms of the “look and feel”. It should draw upon high quality materials and interesting design. The aesthetic should be consistent throughout the plan area and should address streetscape, landscaping, street furniture, lighting, signage, and street treatment. There are a wide range of styles that can address the appropriate “look and feel” of the area including aesthetics that draw upon Cupertino's history.

#### Objective (C) City Gateway

*Identify the area as a gateway to the City.*

It should be clear that this area is a specific district of the City. District gateways require signage or monuments to delineate this area as unique to the rest of the City.

#### Objective (D) Quality Landscaping

*Encourage quality landscaping through the plan area.*

The overall landscape plan should be consistent in the plan area incorporating existing landscaping areas. Maintain tree-lined character of

area and support new tree planting if existing trees need to be removed or are no longer alive.

## II. Improve Circulation and Connections

### Objective (E)

#### Pedestrian Connection

*Improve pedestrian and bicycle environment on Vallco Parkway and Stevens Creek with accessibility to on-street parking.*

Fostering safe pedestrian walkways and convenient on-street parking along Vallco Parkway are critical to making the area welcoming and supporting retail viability. Pedestrian and bicycle connectivity must be enhanced to provide improved access between properties.

### Objective (F)

#### Vehicular Connection

*Improve connections for vehicular access.*

Create logical, safe, and attractive automobile connections within the plan area. Both existing and new streets should be visually appealing and inviting. Traffic calming elements that slow traffic to promote pedestrian and bicycle safety should be supported.

### Objective (G) Traffic

*Minimize traffic impacts on local neighborhoods.*

Seek to minimize impact on adjacent neighborhoods by optimizing vehicular circulation plan.

## III. Promote Compatibility With Existing Developments

### Objective (H)

#### Development Compatibility

*Promote compatibility with existing and new developments.*

Proposed projects should be compatible with uses as described in the General Plan and it would be preferred that buildings in the plan area should engage the street.

### Objective (I) Services

*Ensure adequacy of services.*

Proposed projects should analyze existing service levels to ensure service networks are adequate to support a respective project or require enhancement.

### Objective (J) Sustainability

*Encourage and support sustainability and energy efficiency.*

Proposed projects should study opportunities and constraints to implement sustainability and energy efficiency measures.



# Chapter 4: Community Character & Aesthetic

It is anticipated that changes to the plan area may occur in the near-term based on the number of properties under redevelopment, cooperative ownership groups, and the community’s desire for an improved pedestrian environment. The character and vitality of the plan area is and will be influenced by many considerations, including the existing street experience, buildings, and open space areas along with the desired “look” and “feel” defined by the community.

The purpose of this chapter is to express policies to ensure that the character and objectives for the area are realized. The following policies and guidelines are intended to define the design style and aesthetic quality, and should be used as a general reference as the guiding concepts for the proposed implementation plan.

**Policy 4.1** Establish consistent, pedestrian friendly landscape and streetscape to promote a downtown and Main Street style setting.

**Policy 4.2** Identify the style and design features for lighting, street furniture, and way finding to promote a consistent aesthetic.

**Policy 4.3** Enhance and supplement current landscaped areas with quality landscaping.

**Policy 4.4** Support a variety of architectural styles, heights, massing, and uses to create an eclectic Main Street style character.

**Policy 4.5** Support gateway features, signage, and/or monuments.

**Policy 4.6** Include native vegetation and drought tolerant landscaping.

The community was involved in defining the “look and feel” of this area. Qualitatively, the area needs to be high in quality, safe, pedestrian-friendly, tree-lined, and attractive. No one style embodies the entire plan area aesthetic and there are many ways to appropriately address the character of the area including drawing upon Cupertino’s agrarian history. Practically implementing an area-wide plan that addresses overall landscaping, street treatment, lighting, signage, way finding, street furniture, and district monuments is an effective strategy to achieve the desired qualitative outcome.

## LANDSCAPE

Figure 1.6 describes the overall landscape plan for the plan area. An existing feature is the ash trees that line



Figure 1.6 Overall Landscape Plan

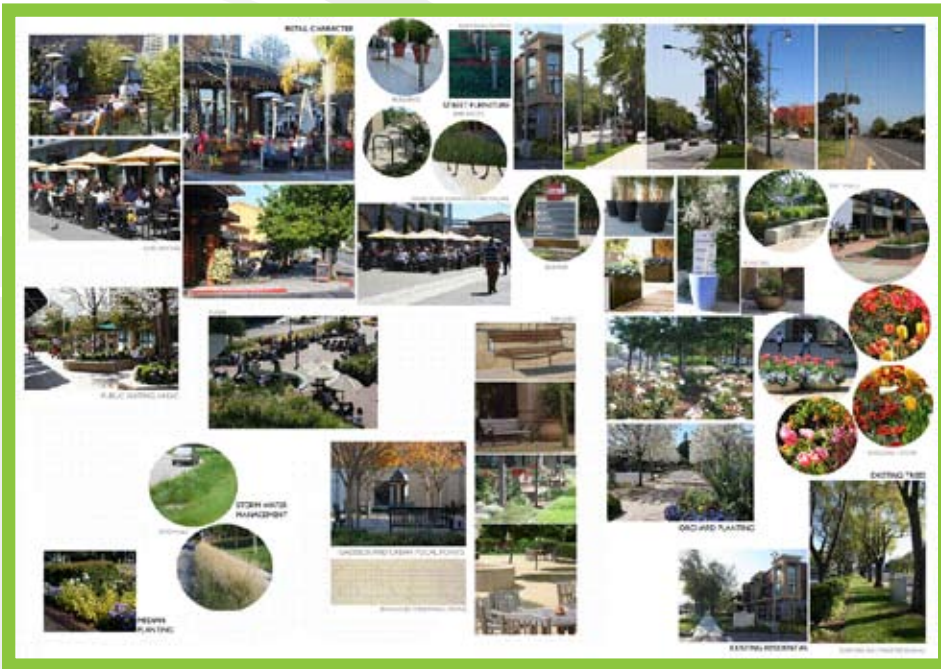


Figure 1.7 Design Elements

the major arterials traversing the area. While some of these trees are in poor health or are no longer alive, the tree lined setting establishes an important tone for the area. The plan is to maintain the tree lined character of the area and enhance it by providing secondary street trees where possible.

In addition, the area should include California native plantings and drought tolerant trees and landscaping to reduce water usage and encourage sustainability. All existing and new streets in the plan area should be lined with continuous sidewalks and street trees in order to provide a comfortable and attractive walking environment.

## DESIGN FEATURES

The imagery shown in *Figure 1.7* demonstrates the “look and feel” of the lighting, street furniture, walkway features, and way finding. The design features are the basis of setting the quality and tone of the plan area. For this to be considered a Main Street style setting, the

design needs to be of high quality and lend itself to be “pedestrian-scale,” warm, and inviting. Current design features in the area are industrial and utilitarian in nature as exemplified by the lighting along Stevens Creek.

The Master Plan recommends design features that serve two purposes. First to serve as a use, whether in lighting, way finding, benches, but also to serve as a design aesthetic that sets the tone for the area. The Plan recommends blending existing modern-oriented design elements with “old-world” design elements that allude to Cupertino’s agricultural history. This approach can serve as a template that can transition well into adjacent neighborhoods and districts.

Collectively, the plan area needs to have various design elements to create an interesting pedestrian experience.

Typical Main Street style environments change organically over time and are eclectic in nature with varying styles, heights, massing, and uses. This will also hold true for the plan area as much of the area is already established.

Supporting new gateway features to promote plan area businesses and/or community and city events will further help identify South Vallco as a vibrant district within Cupertino. Gateway features may include Cupertino monuments, banners, and signage.



# Chapter 5: Circulation

The character of an area is influenced by the scale and quality of its street system. The existing roadway network in the planning area was developed with little emphasis placed on the non-vehicular elements of a roadway. The Plan calls for creating a more interconnected and pedestrian-friendly circulation system by scaling streets appropriately for the future uses expected to develop on the surrounding parcels. To accomplish these goals, individual projects will make focused improvements to the local roadways that connect the planning area.

This chapter describes the automobile and pedestrian circulation system, as well as design and access considerations for roadways within the plan area. Emphasis is placed on creating safe, effective, and attractive streets. It should be noted that existing roadway elements, crosswalks, setbacks, and sidewalks are constraining factors affecting the degree of change that can be implemented. It is anticipated that circulation improvements will be proposed in conjunction with property redevelopment.

**Policy 5.1** Establish consistent, pedestrian and bicycle friendly streetscape improvements throughout the plan area.

**Policy 5.2** Develop an area-wide pedestrian circulation network including enhancing existing, and future crosswalks to promote safe pedestrian access.

## FUTURE PEDESTRIAN CIRCULATION

The connections shown in *Figure 1.8* demonstrate a connected network of pedestrian and bicycle paths along public right of ways and within private developments.

This section describes the location of new and existing pedestrian and bicycle connections in the plan area and identifies how the pedestrian network touches the public right of ways. For South Vallco to have more downtown-like attributes, consistency for pedestrian and vehicular use is necessary. Connections between properties and to offices, shopping, neighborhoods, and schools will enhance the accessibility, usability, and viability of this area.

Bike paths that connect South Vallco to neighboring districts, in particular the major employment centers, will greatly aid in reducing vehicle trips and serve to enliven South Vallco with greater pedestrian activity.

There are opportunities to develop bike paths within the plan area and they may be studied including contacting the Santa Clara Valley Water District to discuss potential opportunities.



Figure 1.8 Future Pedestrian Circulation Patterns

It is intended that improvements to existing and future crosswalks will improve the overall pedestrian circulation in the plan area. Desirable characteristics for safe, marked pedestrian crossings include:

- ◆ Convenient locations to cross
- ◆ Slow or controlled vehicle speeds
- ◆ Excellent visibility for both pedestrians and drivers
- ◆ Signage directing pedestrians to the safest and most adequate crossings
- ◆ Signage alerting drivers to pedestrian right-of-ways where appropriate
- ◆ Appropriate striping patterns or pavement
- ◆ Informational signs, signals or markings
- ◆ ADA accessibility

Creative options should be explored for pedestrian activity and flow when the district activity warrants analysis. Items that can be studied include:

- ◆ Lighted cross walks
- ◆ Countdown pedestrian heads
- ◆ Diagonal crosswalks

Calabazas Creek is an important element to the plan area in identity and connectivity. There may be opportunities within the plan area for new developments to connect to and support the implementation of pedestrian and bicycle connections along the Calabazas Creek trail. Subject to input from various community stakeholders, and surrounding landowners, and evaluating flood protection, security, and liability issues, the trail implementation may provide access to Vallco Parkway, Highway 280 underpass and Tantau Avenue.

## FUTURE VEHICULAR CIRCULATION

The Plan calls for the creation of an interconnected street system that will allow for convenient access throughout the plan area and into adjacent areas. The appearance and character of these streets should be equally attractive and designed considering their surroundings. The streetscape plan includes locations of vehicular ingress and egress access points. The Plan includes street treatments at select locations through the plan area, not only to signify and mark where the area begins, but also to make the area more visually appealing and updated. If possible the streets in the plan area should be lined with tree shaded sidewalks, allowing safe and convenient walking opportunities.

**Policy 5.3** Support street front retail and street designs to enhance pedestrian, bicycle and vehicular circulation and parking access.

**Policy 5.4** Modify or enhance existing streets to create an interconnected and cohesive street system in the plan area.



Figure 1.9 Future Vehicular Circulation Patterns





**Policy 5.5** Modify or enhance existing public streets to create pedestrian friendly and retail serving street systems in the plan area.

Wherever it is safe and appropriate, as determined by professional traffic consultants on a project specific level, the Plan calls for on-street parking along Vallco Parkway accommodated by narrowing the roadway. The proposed modification, in conjunction with intersection-level improvements, will facilitate a pedestrian-friendly environment by slowing down traffic on the street. The on-street parking will accommodate the demand for parking and the future planned retail developments along Vallco Parkway. On-street parking will help slow traffic which translates into a safer pedestrian environment and promotes viability for retail shopping along street frontages.

While the design of some streets in the plan area are not oriented towards pedestrians due to a lack of on-street parking to shield pedestrians from traffic, there is an opportunity to improve the interaction between motorists and pedestrians in the plan area. This can

be achieved by implementing several design solutions that more effectively delineate crosswalk areas and increases on-street parking along Vallco Parkway to transform the street into something that is more approachable and accessible to pedestrians.

Additionally, when appropriate new and existing properties should share ingress and egress access between properties to facilitate greater connections and cohesiveness throughout the plan area. Professional traffic consultants will need to verify the feasibility on a project specific level.



## Chapter 6: Land Use

The General Plan describes South Vallco as an area to be retained and enhanced as “large-scale commercial (including hotel), office and entertainment center with supporting residential development.” Cupertino Square, the regional mall fronting both sides of North Wolfe Road, and the office buildings lining Vallco Parkway comprise the predominant uses in this area. While the commercial tone of this area is set by the mall and office buildings, greater development intensity is also demonstrated by Metropolitan condominiums, a high density residential project which has frontage on Stevens Creek Boulevard (see *Figure 1.10*).

**Policy 6.1** Support proposed projects that conform to the General Plan and that fit with the character of the plan area.

**Policy 6.2** Ensure the adequacy of core infrastructure and services for the plan

area; evaluate additional impacts associated with specific projects on a case-by-case basis.

**Policy 6.3** Explore methods to ensure new buildings on the South side of Vallco Parkway that do not propose retail shall demonstrate that those building’s frontages along Vallco Parkway can be converted to accommodate future ground floor retail (e.g. adequate ceiling heights, access etc.). In the event that there is significant redevelopment and use conversion to retail of the existing office developments located on the North side of Vallco Parkway, South Vallco Parkway property owners shall either implement the conversion or provide City Council the status of the market feasibility.

The community voiced their desire for the plan area to serve as a positive focal point for the City, appeal to a regional audience and have Main Street type characteristics. Planning for a setting



Figure 1.10 Future Land Uses

that addresses these goals starts with creating a pedestrian-friendly and accessible area and continues with creating a dynamic and complementary mix of uses that holds regional appeal.

## FUTURE LAND USES AND SERVICES

Future South Vallco land uses are depicted in *Figure 1.10* which shows how the envisioned uses are complementary and serve various purposes. Cupertino Square is the regional mall for the area and because of its size and location has the potential to be an agent of change. Offices in the plan area create a tremendous base of patrons requiring community-serving retail, restaurants, and services. Existing residential and future housing uses generate evening and weekend activity.

In order to achieve the community's goals and "complete the picture", the area needs a high quality mixed use project that sets the standard and spurs plan area improvement. The center would create a mixed-use, pedestrian-oriented shopping experience with main street style retail, office, senior housing, hotel, and possibly an athletic club.

Collectively, the plan area serves a diverse set of purposes. The housing work balance is addressed through existing and future residential and office. There is a wide range of retail uses that are supported in the plan area including a traditional mall experience in Cupertino Square and community-serving retail and restaurants in pedestrian-friendly, open-air formats along Vallco Parkway and Finch Avenue. Hotels, athletic clubs, and parks complement the other uses offering a wide range of community serving services and activities.



Retail uses along Vallco Parkway, from Wolfe Road to Tantau Avenue, are encouraged in future significant redevelopments. The opportunity to place retail along all of Vallco Parkway is subject to each proposed project and will most likely depend on the amount of vehicular and pedestrian activity, parcel configuration, and site accessibility.

There is an existing infrastructure and services network that supports the plan area including, but not limited to sewer, water, electricity, gas, fire, police, and schools. As new projects are proposed, associated impacts compared to the baseline should be assessed and determined if the service and infrastructure networks are adequate or needs enhancement.

Studying the impacts to existing service and infrastructure networks on a case-by-case basis enables more accurate assessment and better data to manage actual impacts to the area.

## SUSTAINABILITY AND ENERGY EFFICIENCY

Sustainability and energy efficiency are increasingly becoming important elements when evaluating a project and its impact on the community, the city, and the environment. While further study and analysis will be required to establish and implement a citywide environmental certification system and standard, the goal is to encourage and support sustainability and energy efficiency.

**Policy 6.5** Implement sustainable and energy efficient measures within individual developments and address the level of green building certification goals.

**Policy 6.6** Promote recycling by installing receptacles to collect recyclable and non recyclable trash.

Each project within the plan area will have a different set of opportunities to reduce its environmental impact and implement sustainability and energy efficiency measures based on location, product type, and project scope. Project sponsors will need to study their respective opportunities, constraints, and methods to incorporate sustainable measures.



# Chapter 7: Implementation

This chapter provides implementation steps to help weave the plan area together as a district. The implementation of the Master Plan is focused on the connective tissue between the properties including streetscape, lighting, way finding, signage, and street furniture.

## IMPLEMENTATION STEPS

### Sidewalk Lighting

Supplement existing lighting elements with new pedestrian-scale lighting for Stevens Creek Boulevard, Tantau Avenue, Vallco Parkway and Wolfe Road. The current lighting program works for vehicular traffic, but the large scale canopy shields the light from illuminating the pedestrian areas making the area feel inactive and foreboding. New fixtures would add light to the ground and pedestrian activity area which would create a distinctive upscale look to these major streets. The light source would be shielded to prevent glare and light pollution.

### Median Improvements

Enhance landscape design in medians to create a strong fresh landscape presentation. Existing planting looks dated, is not consistent in theme and scale. Specific improvements include:

- ◆ Keep existing trees of value
- ◆ Enhance shrub planting to provide color and interest
- ◆ Reduce paved areas in left turn lane pockets
- ◆ Develop new paved material palette unique to this district.
- ◆ Add uplighting to median trees.

### Gateway Features

Create new gateway features on Stevens Creek and Wolfe that identify entrance into this new district of town. It is anticipated that the gateway feature be managed by plan area property owners contributing to the Plan improvements. This could include:

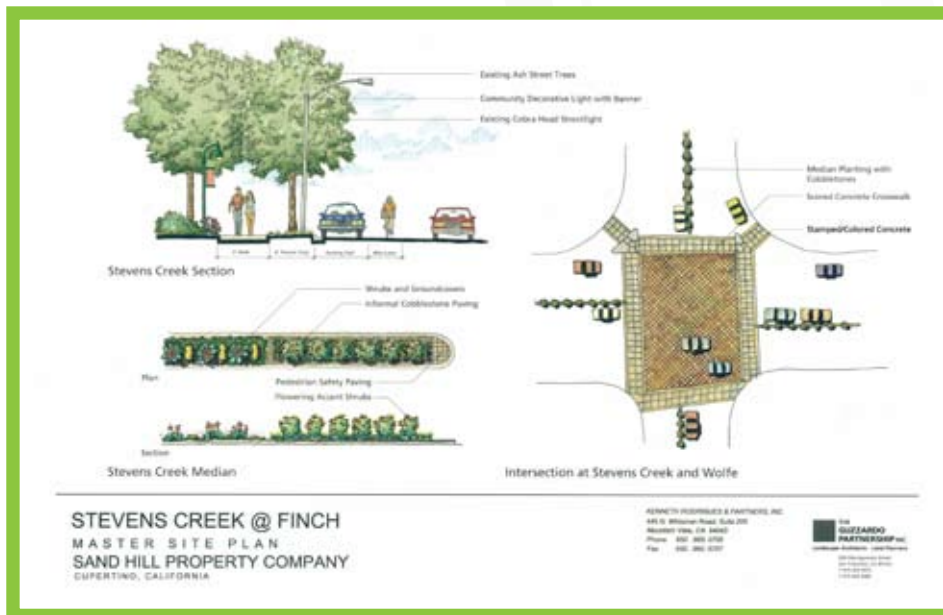


Figure 1.11 Improvements: Lighting, Median, Crosswalks

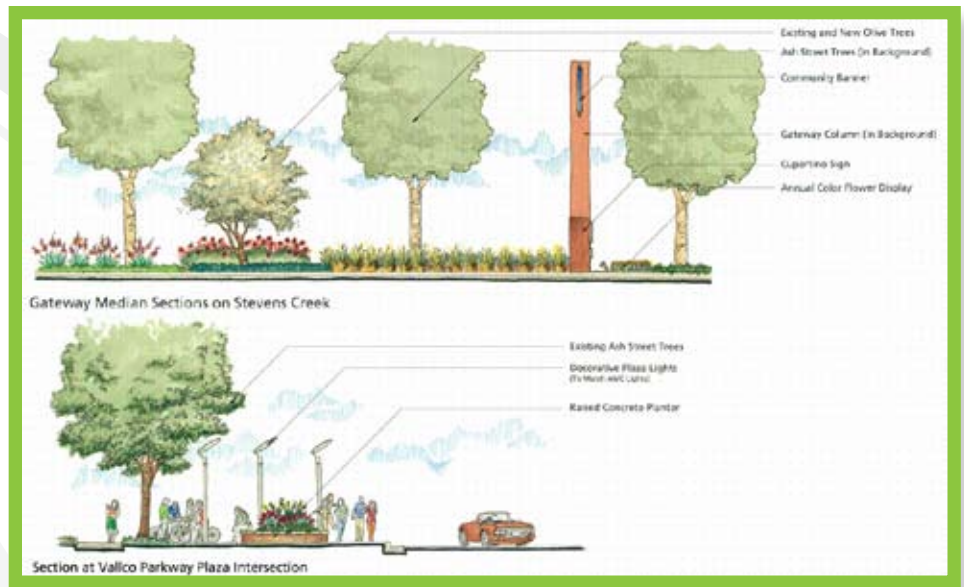


Figure 1.12 Improvements: Gateway, Lighting

- ◆ Cupertino monuments (replace entry sign on east median)
- ◆ Community banner presentation (replace current banner location west of district border near Portal)
- ◆ A textured roadway pavement “threshold.”

ings into the Master Plan area. These improvements will need to support high intensity vehicular use. The material may be stamped or colored textured concrete.



### New Street Tree Planting

Draw upon Cupertino’s history as an agrarian community with orchards and wineries, by planting new flowering pear trees to extend and fill in the existing tree canopy; this will build upon the tree-lined nature of the plan area which is a distinguishing design element in this district. New trees should complete the block between the Metropolitan and Finch Avenue and along Vallco Parkway and Tantau Avenue where applicable. Incorporating the flowering pear trees allows for transitions of scale at these activated frontages and further beautifies the area with a common tree feature that is more “pedestrian scale.”



### Crosswalk Treatment

Provide improved crosswalks at select intersections along Stevens Creek Blvd., Wolfe Road, Vallco Parkway and Tantau Avenue to enhance pedestrian cross-

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## *Appendix: Planning & Outreach Schedule*

MARCH 4, 2008	City Council
MARCH 5, 2008	Community Development Department
MARCH 13, 2008	Orbit Resources & Cupertino Property Development, LLC
MARCH 17, 2008	Community Development Department
MARCH 20, 2008	Menlo Equities
MARCH 24, 2008	Orbit Resources & Cupertino Property Development, LLC
MARCH 28, 2008	Concerned Citizens Of Cupertino
APRIL 1, 2008	Rancho Rinconada Recreation Board Association
APRIL 1, 2008	Cupertino Against Rezoning (CARE)
APRIL 7, 2008	Hewlett Packard
APRIL 7, 2008	Community Development Department
APRIL 10, 2008	First Community Workshop
APRIL 14, 2008	Apple Inc.
APRIL 18, 2008	Rockwood Capital
APRIL 21, 2008	Community Development Department
APRIL 23, 2008	Second Community Workshop
APRIL 24, 2008	Rancho Rinconada Residents
APRIL 29, 2008	Metropolitan Homeowners Association and Residents
MAY 9, 2008	Orbit Resources & Cupertino Property Development, LLC
MAY 12, 2008	Community Development Department
MAY 13, 2008	Metropolitan Homeowners Association Board Member
MAY 20, 2008	City Council