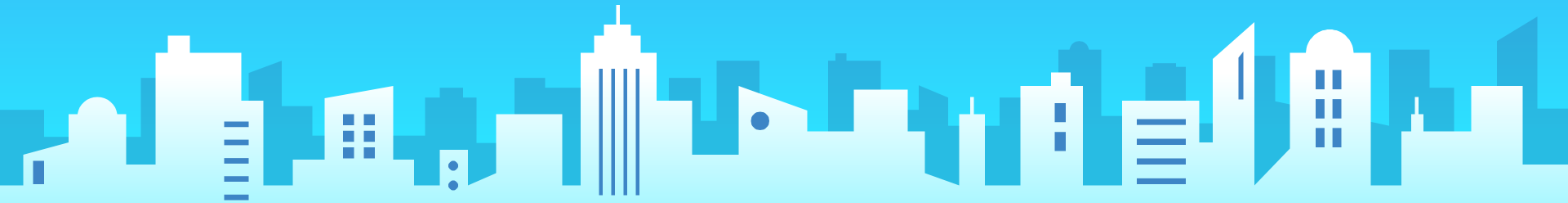
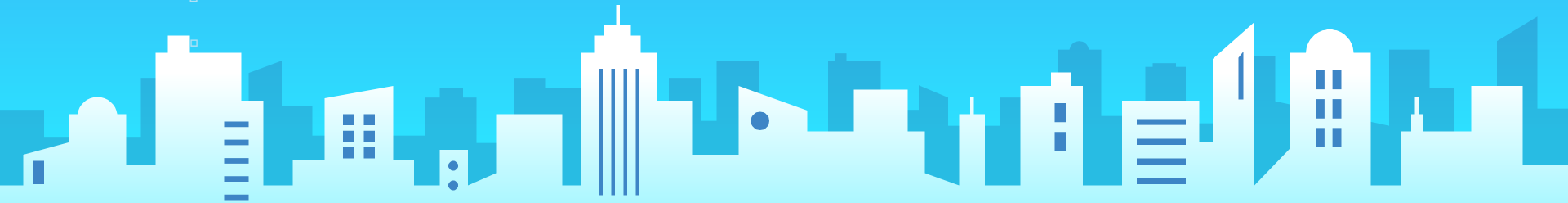


Revitalize Vallco



History

- 2015 - Sand Hill plans to demolish Vallco Mall to build a mixed-use development
- Sand Hill asked the Cupertino city council to approve a rezoning of Vallco
 - Has taken long to pass because of its high density and controversy
- People worried about more offices because of high housing prices, congested traffic, gentrification, etc.
 - As a result, Vallco continues to be an issue b.c. of concerns
- City approved “Vallco Specific Plan” to redevelop Vallco
 - Subject to change w/ referendum



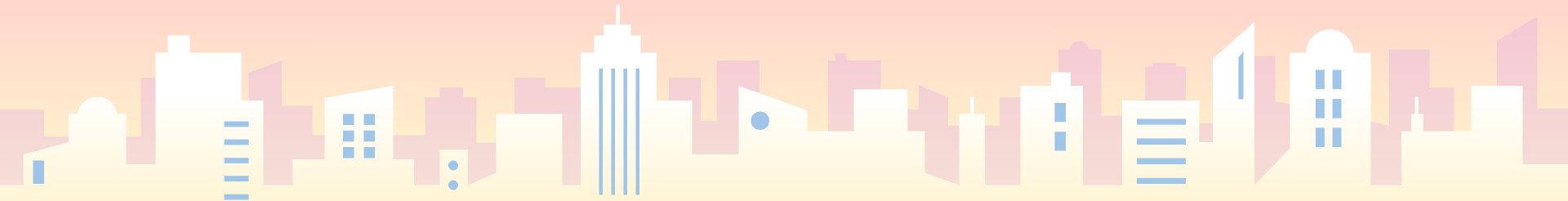
Discussion Questions

- What potential solutions do you see for problems regarding housing prices, traffic, etc.?
- ◆ What would you like the redevelopment plan to include?



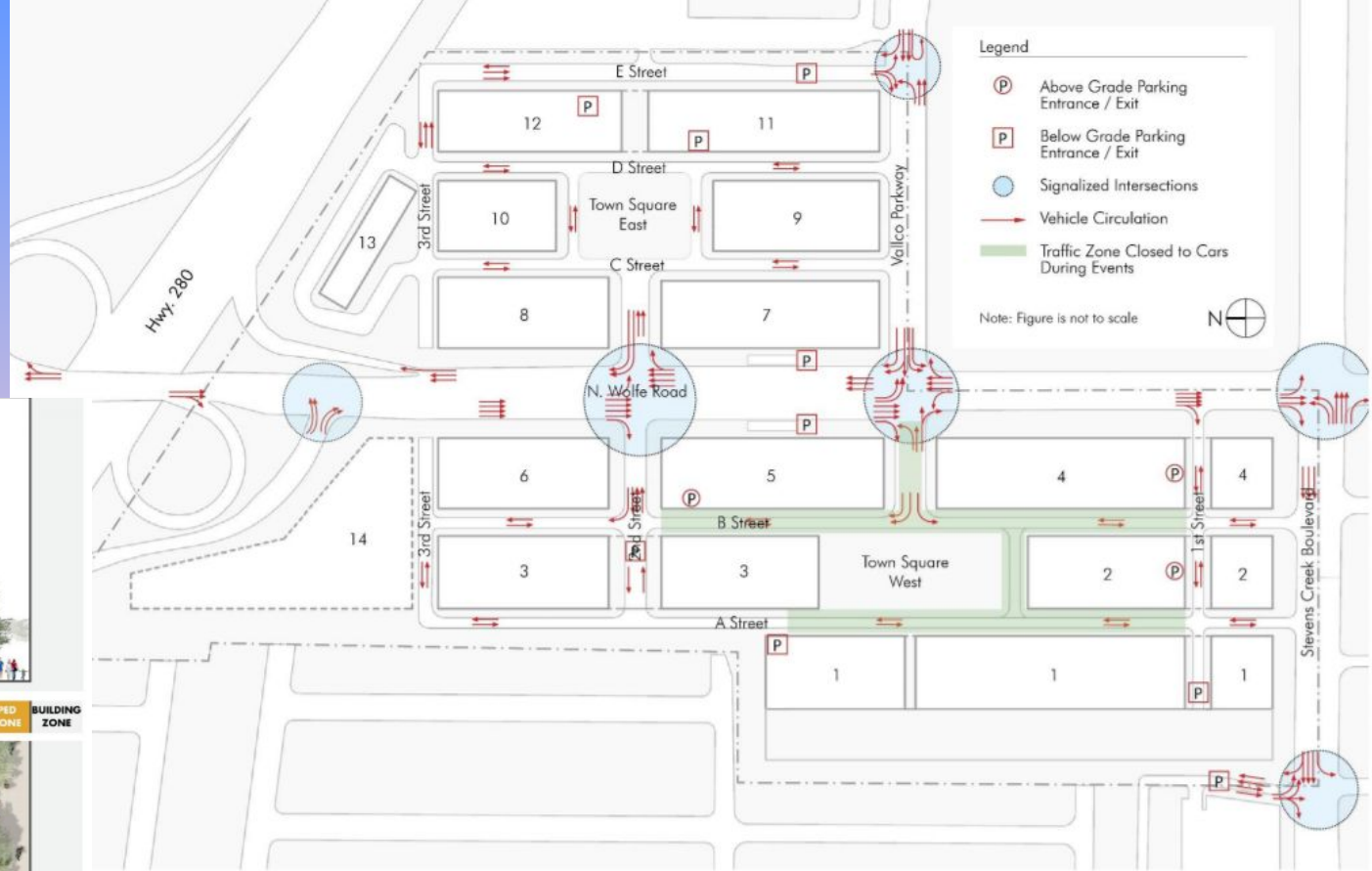
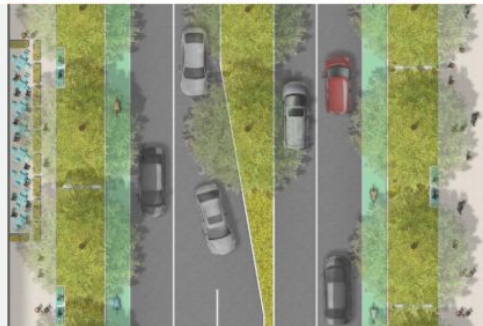
Public Opinion

- ▣ More retail
- ▣ Already enough office spaces
- ▣ Additional housing (including affordable homes) is good in theory
 - Pros: workers of lower income jobs can live closer, increase housing to job ratio
 - Cons: congestion, traffic, overpopulation





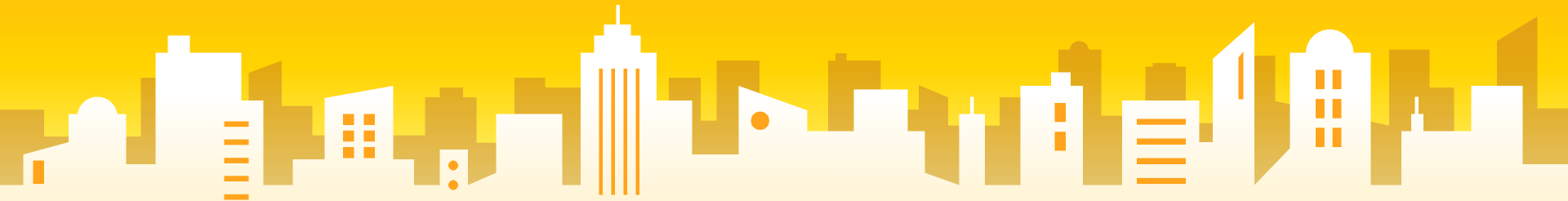
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LCO TOWN CENTER SPECIFIC PLAN

Council Member Steven Scharf

- Against current plan
- Worsens jobs/housing ratio
- Wants more housing, less office space
- Supports Better Cupertino
- In favor of for-sale housing
 - Helps schools



City Council Candidates

- Orrin Mahoney
 - Likes current plan for Vallco
 - Believes office space will generate more income to the city in terms of tax
 - Housing will come at a financial loss for the city since public services are more expensive
 - Need to have office space to balance out the deficit from housing
- Jon Willey
 - Wants less office space, but more retail
 - Too much office space creates an unhealthy job to housing ratio
 - Concentrated housing creates traffic and overpopulation at local public schools
 - Need for retail for citizens to spend time and have fun

Financial Impact

- Total benefits to city and local schools-4 Billion Dollars
- Direct Support to local schools
 - ◆ 4 Million for FUHSD and CUSD for educational innovation, renovation, and programs.
 - ◆ Innovation Center
- City Advantages
 - ◆ 2.5 Million to Cupertino Monitoring Program
 - ◆ 30 Million for Freeways and Overpasses
 - ◆ 6 Million to Pedestrian and Bike Trails
 - ◆ 4 Million to Public Transportation
 - ◆ 100k for Public Art Displays

Financial Charts

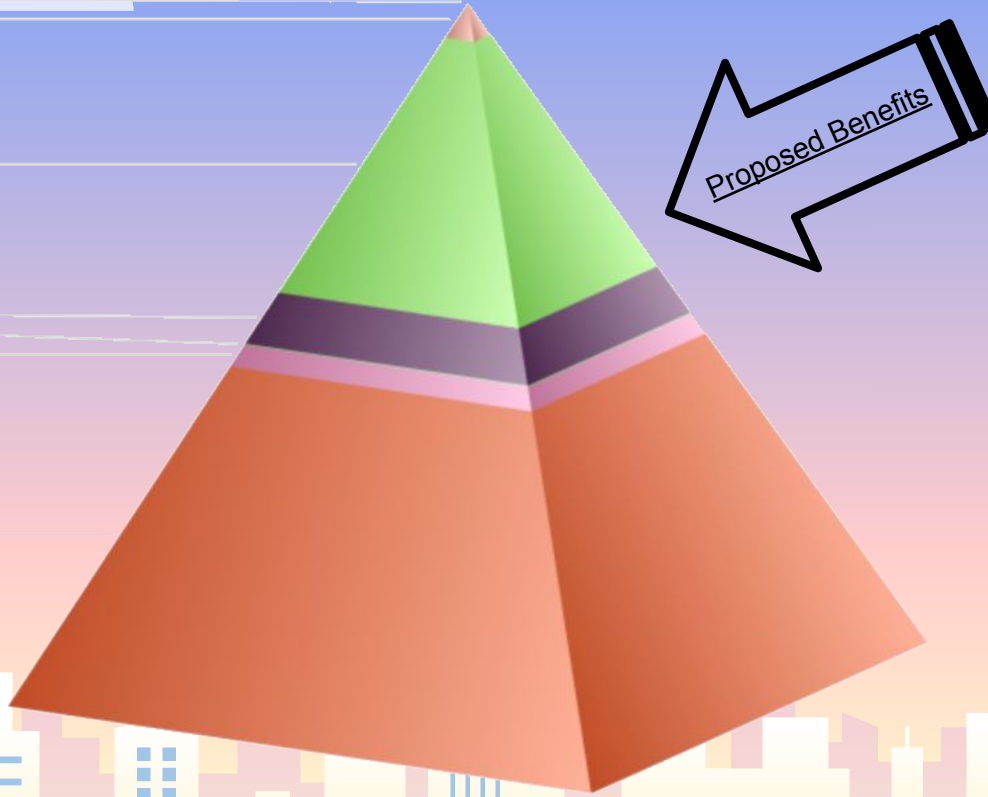
■ Local Innovation Center + Local School District Support
 ■ City of Cupertino Monitoring Program (+Traffic Improvements)
■ For-Rent Residential Units (Parcel Tax Benefits)
 ■ Bike & Pedestrian Trails
 ■ Freeway Interchange, Overpass, and Segment Funding
■ Transportation Operations (VTA)
 ■ Public Art Displays

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\$140 M
Traffic
Mitigation

\$36 M
Local
Schools

Factors
of Potential
Loss
~ \$290
Million

Community
Amenities
\$110 M

California Requires
1.5 jobs per
housing unit

Valico Development Plan
will establish 2.7 jobs per
housing in Cupertino

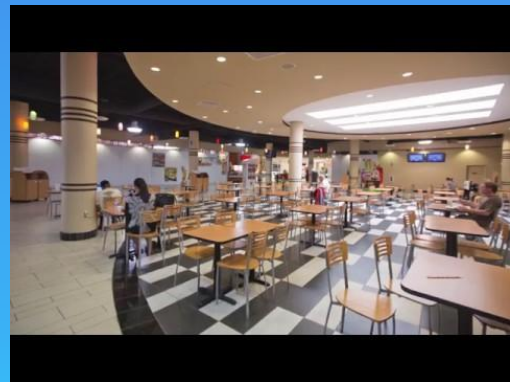
Plan Does Not Adhere to
California Recommended
Regulations

Marketing

Target Audience: Residents

Goal: Promote retail and housing over office space

Reason: Office space has little value to residents, but retail and housing do



Discussion Questions

- Is our plan feasible?
- What steps would you take to solve the issue in real life?
- Are there concerns not addressed by our proposal?



Plan to Change Vallco Redevelopment

- Gather signatures for Better Cupertino referendum (10% of residents)
 - Door-to-door, social media
- Convince council (current and running) to spread message
- Raise funds for Better Cupertino
 - Help them win case against city
 - Prevent SB 35 plan



The background of the slide features a solid blue sky with several stylized, light blue clouds of various shapes and sizes. At the bottom, there is a silhouette of a city skyline in a lighter blue shade, including various building shapes like skyscrapers and houses.

Thank you!