

Draft 2040 Community Vision

Cupertino aspires to be a **balanced community** with quiet and attractive residential neighborhoods; exemplary parks and schools; accessible open space areas, hillsides and creeks; and a **vibrant, mixed-use “Heart of the City.”** Cupertino will be **safe, friendly, healthy, connected, walkable, bikeable and inclusive** for all residents and workers, with ample places and opportunities for people to interact, recreate, innovate and collaborate.





Guiding Principle #1: Develop Cohesive Neighborhoods

Ensure that all neighborhoods are safe, attractive and include convenient pedestrian and bicycle access to a “full-service” of local amenities such as parks, schools, community activity centers, trails, bicycle paths and shopping.



Guiding Principle #2: Improve Public Health and Safety

Promote public health by increasing community-wide access to healthy foods; ensuring an adequate amount of safe, well-designed parks, open space, trails and pathways; and improve safety by ensuring all areas of the community are protected from natural hazards and fully served by police, fire, paramedic and health services.



Guiding Principle #3: Improve Connectivity

Create a well-connected and safe system of trails, pedestrian and bicycle paths, sidewalks and streets that weave the community together, enhance neighborhood pride and identity, and create access to interesting routes to different destinations.



Guiding Principle #4: Enhance Mobility

Ensure the efficient and safe movement of cars, trucks, transit, pedestrians, bicyclists and disabled persons throughout Cupertino in order to fully accommodate Cupertino’s residents, workers, visitors and students of all ages and abilities.



Guiding Principle #5: Ensure a Balanced Community

Offer residents a full range of housing choices necessary to accommodate the changing needs of a demographically and economically diverse population, while also providing a full range of support uses including regional and local shopping, education, employment, entertainment, recreation, and daily needs that are within easy walking distance.



Guiding Principle #6: Support Vibrant, Mixed-Use Businesses

Ensure that Cupertino’s major mixed-use corridors and commercial nodes are vibrant, successful, attractive, friendly and comfortable with inviting active pedestrian spaces and services that meet the daily needs of residents and workers.



Guiding Principle #7: Ensure Attractive Community Design

Ensure that buildings, landscapes and streets are attractively designed and well maintained so they can complement the overall community fabric by framing major streets and offering desirable and active pedestrian spaces.



Guiding Principle #8: Embrace Diversity

Celebrate Cupertino's diversity by offering a range of housing, shopping and community programs that meet the needs of the full spectrum of the community, while ensuring equal opportunities for all residents and workers regardless of age, cultural or physical differences.



Guiding Principle #9: Support Education

Preserve and support Cupertino's excellent public education system by partnering with local school districts and De Anza College to improve school facilities and infrastructure, developing quality City facilities and programs that enhance learning, and expanding community-wide access to technology infrastructure.



Guiding Principle #10: Preserve the Environment

Preserve Cupertino's environment by enhancing or restoring creeks and hillsides to their natural state, limiting urban uses to existing urbanized areas, encouraging environmental protection, promoting sustainable design concepts, improving sustainable municipal operations, adapting to climate change, conserving energy resources and minimizing waste.



Guiding Principle #11: Ensure Fiscal Self Reliance

Maintain fiscal self-reliance in order to protect the City's ability to deliver essential, high-quality municipal services and facilities to the community.



Guiding Principle #12: Ensure a Responsive Government

Continue to be a regional leader in accessible and transparent municipal government, promote community leadership and local partnerships with local and regional agencies, and remain flexible and responsive to changing community needs.