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PLANNING COMMISSION STAFF REPORT

Agenda Item No. _____

Agenda Date: February 19, 2014

SUBJECT:

General Plan Amendment (GPA-2013-01)

RECOMMENDATION:

Staff recommends that the Planning Commission:

- a. Review the report on the General Plan Amendment (GPA) Concept Alternatives to be studied in the Environmental Impact Report (EIR) and provide comments.
- b. Discuss the land use alternatives to be considered for analysis in the Environmental Impact Report (EIR) and provide direction.

DESCRIPTION:

Open House and Study Session to provide an update on the focused General Plan Amendment (GPA-2013-01) process and review land use alternatives to be considered for analysis in the Environmental Impact Report (EIR). Proposed alternatives include options for City-wide development allocations (office, commercial, hotel, and residential), as well as building heights and densities for corridors, special centers, and seven study areas.

BACKGROUND:

Initial Council Direction

At its August 21, 2012 meeting, the City Council authorized staff to proceed with the initiation of a General Plan Amendment (GPA) and directed staff to present a scope of work for the GPA process, including:

- The schedule for a specific and/or master plan for the Vallco Shopping District;
- A proposal to fund the GPA process; and
- A list of properties where CG (General Commercial) zoning could be added. (See Attachment PC-1 for the staff report and meeting minutes.)

At the March 5, 2013 meeting, the City Council approved:

- The scopes of work for the GPA, Vallco Shopping District Specific Plan, and associated EIR;
- Authorized the project budget and consultant contracts;
- Provided direction to staff to:
 - Exclude the church site on Homestead and Stelling Roads as a study area;
 - Include the PG&E site at Blaney Avenue and Homestead Road as a study area; and
 - Review adding CG zoning and/or BA (Public Facility/School) uses to PG&E's existing BQ (Quasi-Public Building) zoning. (See Attachment PC-2 for the staff report and meeting minutes.)

General Plan Amendment Overview

The City's current 2005 General Plan controls the amount of commercial, office, hotel, and residential built in the City through development allocations in terms of square feet (commercial and office), rooms (hotel), and units (residential). Allocations are geographically assigned in certain neighborhoods, commercial centers, and employment centers so that private development fulfills City goals and priorities, and reduces adverse impacts to the environment.

A. Development Allocations:

The primary purpose of the GPA is to replenish, re-allocate, and increase citywide office, commercial, hotel, and residential allocations in order to plan for anticipated future development activity while keeping with the community's character, goals, and objectives.

B. Consolidate Review Of Individual GPA Requests:

The secondary purpose of the GPA is to consolidate development requests by several property owners for amendments to the General Plan. The community vision developed as part of the GPA process will help evaluate the development requests along with the associated General Plan amendments being requested. The consolidated General Plan amendment process also provides a unique opportunity for the community to provide input on the various requests received at a citywide level, instead of a site-by-site basis, which only looks at a limited scope. In addition to the various property owner requests, at the March 2013 meeting, the City Council added the PG&E corporation yard site at Blaney Avenue and Homestead Road to the list of study areas to explore the possibility of a commercial overlay.

The seven project study areas and the General Plan amendments being requested by property owners are listed below:

1. Cupertino Inn and Goodyear Tire – Increased height and additional hotel allocation
2. City Center – Increased height and additional office allocation
3. PG&E site at Blaney Avenue and Homestead Road – Add commercial overlay
4. Mirapath (adjacent to PG&E site) – Add commercial overlay

5. Cupertino Village – Increased height and additional allocations for mixed-use
6. Vallco Shopping District – Increased height, land use changes, and additional allocations for mixed-use
7. Stevens Creek Office Center (Peet's/Panera site) – Increased height and densities and additional allocations for mixed-use.

C. Inform Vallco Shopping District Specific and/or Master Plan:

The Vallco Shopping District contains a significant amount of existing commercial built area (approximately 1.3 million square feet), and is one of the few major commercial areas in the City that has significant redevelopment potential. The community has also expressed great interest in seeing the mall revitalized. It is anticipated that the GPA process will help create a community vision for the Vallco Shopping District that will guide the development of a new set of land use parameters and development objectives that would provide a framework to evaluate development requests and clear direction for its future development. Prior to the City approving any significant development applications in the Vallco Shopping District, a Specific and/or Master Plan will be required.

Since the City Council's authorization of the process, a developer has approached staff with an interest in redeveloping the entire Vallco Shopping District, with the exception of the Rose Bowl parcel, the KCR-owned parcel behind JC Penney's along I-280, and possibly the Simeon-owned parcel behind the Macy's garage along I-280.

D. Update To Address State Law And Clean Up:

Lastly, the GPA process will also address recent State law requirements for General Plan Amendments, including the Global Warming Solutions Act (AB 32 – 2006), Sustainable Communities and Climate Protection Act (SB 375 – 2008), General Plans and Military Facilities (SB 1468 - 2002/SB 926 – 2004) , and the Complete Streets Act (AB 1358 - 2008). The GPA will include other administrative "clean-up", including correcting erroneous zoning and densities, formalizing some existing City policies, and other language related to recent developments, such as the City's Local Hazard Mitigation Plan.

E. Municipal Code/Zoning Ordinance Clean Up:

There may be also be additional "clean up" revisions to the Municipal Code, including such items as revising the definition of gross density to exclude adjacent street widths.

Settings and Opportunities Report

In September 2013, the City released a Settings and Opportunities report that provides an overview of the project, a summary of the current planning context in Cupertino, and a detailed analysis of existing land use, design, and mobility conditions for each of the seven project study areas (see Attachment PC-3). The report also includes an initial list of key findings of existing conditions and opportunities.

Key opportunities include:

1. Exploring the possibility of creating a community benefits incentives program for development;
2. Identifying strategies for diversifying and strengthening Cupertino's local economy; improving multi-modal circulation through the City; and
3. Identifying a viable, community-based strategy for revitalizing the current Vallco Mall and broader shopping district so that it remains a regional shopping destination.

Market Study and Retail Strategy Report

An analysis of the sales data for Cupertino's retail trade area indicates that there are significant sales tax leakages in to areas outside the City. The community has indicated that there is support for capture of the lost sales tax revenue. In order to determine the areas in which the City can capture some of the lost sales tax, a Market Study was prepared (See Attachment PC-4). The purpose of the Market Study is to assess market trends and demand for new commercial, office, hotel, and residential development in Cupertino.

The Market Study's demand estimates that the existing ~701,500 square foot of commercial space available in the City's General Plan Allocation pool is adequate to meet the high end of additional demand in the City through the year 2035. However, the study indicates market support for an additional 3.6 million net square feet for office space; 985 net hotel rooms; and 4,420 residential units through the year 2035.

In addition, a Retail Strategy Report has been commissioned to review the estimates provided in the Market Study and provide recommendations on the retail viability of each of the seven study areas and alternative recommendations for revitalizing the Vallco Shopping District.

Housing Element Update and Recent Regional Planning Considerations

The Alternatives presented in this report are also informed by the concurrent Housing Element update and by Regional Planning considerations such as the regional Sustainable Communities Strategy (SCS) called the One Bay Area Plan and transit plans such as VTA's Bus Rapid Transit.

Housing Element Update

In this study session, the Housing Element Update potential sites will be discussed in conjunction with the GPA alternative considerations. While no decisions regarding rezoning, density increases, or inclusion in the Housing Element has yet been made, some of the potential Housing Element sites are from the GPA's seven study areas, including Cupertino Village, Stevens Creek Office Center, and the Vallco Shopping District. The property owners of each of these and other sites proposed by property owners as Housing Element sites have proposed densities ranges higher than those allowed by the General Plan. As a result of the Housing Element Update process, the Housing Element sites may be allowed higher densities than what are normally allowed in their respective corridor/special center. The densities for these sites

have not been included in the General Plan Alternatives since the final list of sites to be studied in the EIR have not been selected at this time. See the Housing Element Update staff report for more information. At that discussion, staff will look for direction from the Commission on the densities that will be studied. Once the Council reviews the Planning Commission's recommendation and makes the decision on the final list of sites to be studied for each General Plan Alternative, they will be included in the EIR analysis.

Plan Bay Area

Plan Bay Area is a long-range integrated transportation and land-use/housing strategy through 2040 for the San Francisco Bay Area. The Plan was jointly approved by the Association of Bay Area Governments (ABAG) and by the Metropolitan Transportation Commission (MTC) in 2013. Pursuant to SB 375, the Plan includes the region's Sustainable Communities Strategy and the 2040 Regional Transportation Plan. The Plan focuses development in Priority Development Areas (PDA). The forecast estimates in Plan Bay Area formed the basis of the Regional Housing Needs Assessment (RHNA) for jurisdictions in the Bay Area. This is discussed in further detail in the Housing Element Update staff report.

PDA's are locally designated areas within existing communities that have been identified and approved by local cities or counties for future growth. These areas are typically accessible to public transit, jobs, recreation, shopping and other services and absorb much of the growth anticipated in the region. In Cupertino, the PDA's are located along Stevens Creek Boulevard between Highway 85 and the border with the City of Santa Clara and along De Anza Boulevard between Stevens Creek Boulevard and Highway 280.

Bus Rapid Transit (BRT)

Santa Clara Valley Transit Authority (VTA), the South Bay's regional transportation agency, is studying the possibility of creating a Bus Rapid Transit (BRT) line along Stevens Creek Boulevard from De Anza College to the Transit Mall in downtown San Jose. The goal of this project is to address projected increased transit demand along Stevens Creek Boulevard, which is currently the second highest ridership route in the VTA region.

VTA is proposing to add BRT stations at De Anza College, Stelling Road, De Anza Boulevard and Wolfe Road in Cupertino. Options being studied by the VTA include providing a dedicated route for the BRT in the center of Stevens Creek Boulevard, which would involve the removal of a driving lane in each direction, as well as, using the existing lanes in their current configuration for the bus line with reduced stops. While a new BRT line along Stevens Creek Boulevard would provide increased transit opportunities for residents and students at De Anza College, there was some community concerns expressed about removing a driving lane in each direction along Stevens Creek Boulevard.

Since BRT is a proposed regional project, the EIR analysis will include an optional analysis of the impact of BRT in Alternatives B and C.

DISCUSSION:

Concept Alternatives

Three draft General Plan Concept Alternatives have been prepared that outline different future scenarios (Attachment PC-5 – Concept Alternatives Report). The alternatives were developed to reflect community input (workshops and online input) as well as to respond to regional economic growth factors and housing needs. The alternatives range from minimal change to the current 2005 General Plan (Alternative A), to more moderate growth (Alternative B), to a greater change in development criteria which reflect the various property owners' requests (Alternative C).

These changes in development intensity include changes to land uses, heights and development allocation. The alternatives specifically focus these changes on five major mixed-use corridors in the core of Cupertino – Homestead, North Wolfe, Heart of the City, North De Anza, and South De Anza.

Major Mixed-Use Corridors

Each of the alternatives A, B and C are organized by the mixed-use corridors in which allocation is distributed. Other Special Centers in the City remain the generally the same. The alternative maps (on pages 27, 29, and 31 of Attachment PC-5) identify the following five mixed-use corridors:

A. Homestead

The Homestead corridor consists of the area on the south side of Homestead Road between the City's eastern boundary with the City of Sunnyvale (~1/4 mile east of N. Blaney Avenue) to the City's western boundary with the City of Sunnyvale (~600 feet west of N. Stelling Road). It includes properties on the north side of Homestead Road close to the intersection of De Anza Boulevard and Homestead Road bounded by the City's northern boundary with Sunnyvale. This mixed-use corridor expands the boundaries of the existing Homestead Road special center in the 2005 General Plan.

B. North Wolfe

The North Wolfe corridor includes properties on the west side of N. Wolfe Road, bounded by I-280 to the south and Homestead Road to the north and includes the Hampton Apartments site at the NE corner of N. Wolfe Road and I-280. This area consists of a portion of the existing Vallco Park North special center in the 2005 General Plan, with the exclusion of the recently approved Apple Campus 2 project.

C. Heart of the City

The Heart of the City corridor consists of the area currently defined in the Heart of the City Specific Plan, and includes properties along Stevens Creek Boulevard between Highway 85 on the west to the City's eastern boundary near Lawrence Expressway and portions of De Anza Boulevard (up to Alves Drive to the north and Scofield Drive to the south) and Stelling Road. This area also consists of the existing Heart of the City, Vallco Park South, and City Center special centers defined in the 2005 General Plan.

D. North De Anza

The North De Anza corridor consists of the North De Anza Boulevard Special Center boundaries in the 2005 General Plan, generally North De Anza Boulevard between Alves Drive to the south and I-280 to the north, including portions of Valley Green Drive, Mariani Avenue, Bandle Drive, and Lazaneo Drive west of De Anza Boulevard.

E. South De Anza

The South De Anza corridor consists of the South De Anza Boulevard Special Center boundaries in the 2005 General Plan. South De Anza Boulevard bounded generally by Scofield Drive to the north and Bollinger Road to the south. This area also includes the portion of the city previously known as the South Saratoga-Sunnyvale Conceptual Plan area which is located on the west side of S. De Anza Boulevard between Rainbow Drive and Prospect Road.

Other Existing Special Centers

The 2005 General Plan Special Centers located outside the major mixed-use corridors will remain as part of this GPA. These areas include Monta Vista, Oak Valley, Fairgrove, Other Neighborhoods, Other Commercial Centers, and Bubb Road. With the exception of re-assigning allocations to replenish certain types of development potential in mixed-use areas (Monta Vista, Other Commercial Centers, and Bubb Road) and clarifying boundaries/names, there are no significant changes (particularly height and density) proposed. In addition, the non-geographically specific Major Employers allocation category will remain.

Gateways, Sub-Areas, and Nodes

Following input from the various stakeholders at community meetings, the following gateways, sub-areas and nodes have been identified. The purpose of identifying gateways, sub-areas, and nodes is to organize requests from applicants within the mixed-use corridors. These areas have been organized to reflect requests for increased residential density and/or heights based on locations near freeways or where they would not impact existing neighborhoods and would provide retail and project-wide or community-wide benefits. If development is proposed in areas that abut single-family residential development, the development is expected to maintain a setback to height ratio of 1:1.

A. City Center Node

The City Center Node (one of the seven study areas) is identified as being bound by Stevens Creek Blvd to the north; S. De Anza Blvd to the west; Rodrigues Avenue to the south; and Torre Avenue to the east. Due to the height of the existing buildings in this node, the input from community workshops ranged from not allowing any increased heights to allowing some increase in heights.

B. North Crossroads Sub-Area

The North Crossroads Sub-Area consists of the north side of Stevens Creek Blvd between N. De Anza Blvd and N. Stelling Road, with the exception of the Abundant Life Church site, since it abuts single-family residential uses. The North Crossroads Sub-Area includes the Stevens Creek Office Center study area. Input from the community workshops noted that this area is ideal for active commercial space along Stevens Creek Boulevard, similar to the existing Peet's and Panera development at the site.

C. North De Anza Gateway

North De Anza Gateway consists of the Cupertino Inn and Goodyear Tire study area sites at the northwest corner of the N. De Anza Blvd and I-280 intersection. These have been identified consistently at the community workshops as an area where some increased heights may be acceptable due to its proximity to the freeway and distance from single-family residential uses.

D. North Vallco Gateway

The North Vallco Gateway consists of the west side of N. Wolfe Road, bounded by I-280 to the south and Homestead Road to the north and the Hampton Apartments site at the NE corner of N. Wolfe Road and I-280. The width of the gateway on the west side of N. Wolfe Road is proposed at approximately 275 feet wide (the width of the Duke of Edinburgh and Hilton Garden Inn sites fronting Wolfe Road). The North Vallco Gateway includes a portion of the Cupertino Village study area. This has also been identified at the community workshops as an area where some increased heights may be acceptable due to its proximity to the Apple Campus 2 currently under development and the freeway.

E. South Vallco Gateway West

The South Vallco Gateway – West consists of the west side of N. Wolfe Road south of the I-280 freeway. This is generally bounded by I-280 to the north; Perimeter Road to the west; and Stevens Creek Blvd to the south. The South Vallco Gateway East includes a portion of the Vallco Shopping District study area. Heights directly along Stevens Creek Boulevard and Wolfe Road are proposed to be increased to reflect a developer's request as well as input from community workshops. Heights adjacent to single-family neighborhoods in this area are proposed to be lower than those directly along the major corridors.

F. South Vallco Gateway East

The South Vallco Gateway – East consists of the east side of N. Wolfe Road south of the I-280 freeway. This is generally bounded by I-280 to the north; Stevens Creek Blvd to the south; and Tantau Avenue to the east. This has been identified by in community workshops as an area where increased heights may be acceptable if appropriate community benefits were provided, due to its proximity to the freeway and distance from existing neighborhoods. Therefore, heights reflect the workshop comments and a developer's request. The South Vallco Gateway East includes a portion of the Vallco Shopping District study area.

G. Stelling Gateway

The Stelling Gateway consists of the south side of Homestead Road, bounded by The Markham Apartments to the east; I-280 to the south; and the City's boundary with Sunnyvale to the west (~600 feet west of N. Stelling Road). This area has been identified at the community workshops as an area where some increased height and mixed-use, including residential development, may be appropriate.

H. Stevens Creek and 85 Gateway

Stevens Creek and 85 Gateway consists of the current Oaks Shopping Center site on the north side of Stevens Creek Blvd between Highway 85 and Mary Avenue. This has also been identified at the community workshops as an area where some increased height and mixed-use development may be appropriate due to the proximity to the freeway and distance from single-family neighborhoods.

Alternatives A – C

Each alternative is represented diagrammatically in Attachment PC-5 which shows the boundaries for the five mixed-use corridors and includes tables that summarize primary uses, maximum residential densities, maximum heights, and development allocation. Tables also summarize specific standards for the eight different gateways, nodes, and sub-areas identified within the mixed-use corridors. While development allocation is divided by corridor, maximum residential density and building heights vary through each of the eight smaller areas. Allocation adjustments for the other existing Special Centers are identified.

Alternative A

Alternative A consists of the following themes:

- Maintain the policies of the 2005 General Plan
- Increase office and hotel development allocations
- Streamline General Plan area boundaries

Alternative A identifies how growth would occur if the City largely continues the policies of the current 2005 General Plan, while making minor development allocation and boundary changes.

Under this alternative there are no changes to existing land use designations, height limits, development standards and densities (with the exception of South De Anza – from 15 to 25 du/ac in order to be consistent with other corridors). This specifically includes focusing office allocation increases within the Heart of the City Corridor, which is the area that can absorb new office development under the framework of the 2005 General Plan and as envisioned in the One Bay Area Plan adopted by ABAG and MTC in 2013. Under the land use standards in the 2005 General Plan, Vallco Shopping Mall would remain the same under this alternative because there is not enough allocation or economic incentive to redevelop the site.

Alternative A does not add additional citywide residential allocation. However, it does re-allocate the existing allocation in order to address Housing Element requirements, with the particular goal to ensure that existing Housing Element sites are accommodated based on their realistic yield (85% of maximum allowable density). State law requires the City to identify land suitable to hold its regional fair share of housing for the 2014-2022 timeframe (known as the RHNA allocation). This alternative meets current RHNA requirements given that the residential allocation (1,895 total) is above the current RHNA allocation of 1,064 units. However, this alternative does not include enough residential allocations to fully achieve the One Bay Area requirements for 2040 (discussed later under Alternatives B and C).

Alternative B

Alternative B is derived from the following themes:

- Focus new growth along major mixed-use corridors
- Revise height standards at key nodes, gateways and sub areas along major mixed-use corridors
- Increase office, hotel and residential development allocations
- Support the redevelopment of the Vallco Shopping District by reallocating existing commercial allocation
- Streamline General Plan area boundaries

Alternative B identifies how the City can focus development along major mixed-use corridors in order to create more complete commercial, office and entertainment areas, and to address mid-term housing needs. It increases development allocations at a level above Alternative A in order to better capture retail sales leakage and regional demand for office development. Heights and residential densities in key nodes, gateways and sub areas reflect areas along the five mixed-use corridors where additional development allocation in the General Plan may be located. This alternative also provides guidance on where increased heights may be considered if a development meets certain criteria (e.g., includes a retail component, is away from residential neighborhoods or is near freeways) and provides project-wide benefits. Similar to Alternative A, it includes streamlining the current 2005 General Plan boundaries.

This alternative includes a broader range of Complete Streets and transit improvements than those included under Alternative A which would better connect the major mixed-use corridors to surrounding residential neighborhoods through bicycle, pedestrian and intersection

improvements. This alternative also includes studying the proposed dedicated Bus Rapid Transit (BRT) line along Stevens Creek Boulevard, which connects De Anza College and major intersections in Cupertino to San Jose and the greater Bay Area.

Similar to Alternative A, this alternative adds additional residential allocation as part of the Housing Element update. However, it adds 1,421 new residential units to the current allocation of 1,895 units that will meet both the current RHNA requirements and 75 percent of the 2040 One Bay Area requirement.

Alternative C

Alternative C is derived from the following themes and reflects the property owners' requests:

- Support the redevelopment of the Vallco Shopping District by reallocating existing commercial allocation
- Revise density and height standards at key nodes, gateways and sub areas along major mixed-use corridors
- Increase office, hotel and residential development allocations
- Streamline General Plan area boundaries

Alternative C identifies a way to transform the Vallco Shopping Mall into a locally and regionally significant retail, employment, housing and entertainment destination, and account for a large portion of the City's RHNA. Under this alternative, the Vallco area becomes the "downtown" of Cupertino, serving the mixed-use hub for residents, workers and the larger region.

Alternative C also includes streamlining the current 2005 General Plan boundaries, similar to Alternatives A and B. It also increases development allocations at a level above both Alternatives A and B in order to fully capture retail sales leakage and regional demand for office and hotel development. Heights and densities in key nodes, gateways and sub-areas reflect areas along the five mixed-use corridors where City-wide development allocation in the General Plan may be located. It also provides guidance on where increased heights may be considered if a development meets certain criteria (e.g., includes a retail component, is away from residential neighborhoods or is near freeways) and provides project-wide benefits.

Similar to Alternative B, this alternative includes the broader range of Complete Streets and transit improvements, such as bicycle, pedestrian and intersection improvements and an option to study the proposed dedicated Bus Rapid Transit (BRT) along Stevens Creek Boulevard.

This alternative also includes updating the Housing Element as required by State law and includes an option for an allocation of 4,421 units (2,526 units more than currently allocated in the General Plan), consistent with 2040 One Bay Area Plan projections.

Comparison of Existing Conditions and Alternatives A, B and C

Please refer to Attachment PC-6 for a comparison of the different alternatives prepared above with the Existing 2005 General Plan conditions with respect to allocations, heights, and densities. In addition, please refer to page 34 of the Concept Alternatives Report in Attachment PC-5 that shows how the different alternatives affect the GPA's seven study areas.

Purpose of the Concept Alternatives

The purpose of the alternatives is to not to make determinations on the final General Plan concept. Instead, it is to allow the opportunity for a community-wide dialogue on heights, land uses and development allocations. The EIR will be program-level with enough detail to help future applicants expedite environmental review by tiering off the EIR with Mitigated Negative Declarations.

Given that the development allocation system is dynamic and allocated to projects on a "first come, first serve" basis, allocations would be reserved for the seven study area stakeholders for five years after the conclusion of the GPA process.

Environmental Review

An Environmental Impact Report (EIR) is being prepared for this project. The preparation of the EIR will commence once the City Council provides its comments on the alternatives. The Council meeting is scheduled for March 4, 2014.

The California Environmental Quality Act (CEQA) requires that alternatives to a project should be studied. These must avoid or substantially lessen at least one of the significant impacts of the Proposed Project. The Proposed Project for the EIR being requested by the study area property owners is Alternative C. Alternatives A and B have been identified as alternatives to the project that will avoid or substantially lessen at least one of the significant impacts of the Proposed Project.

Finally, CEQA requires the analysis of the No Project Alternative. The No Project Alternative assumes no change to the current General Plan. The analysis for this alternative will include buildout of the current 2005 General Plan. Under this scenario, there are no changes to existing land use policies, height limits, land use designations, or any additional development allocation for office, commercial, hotel and residential units.

The 30-day Notice of Preparation (NOP) period will commence soon after the March 4, 2014 City Council meeting with a scoping session scheduled for March 11, 2014.

It is anticipated that preparation of the Draft EIR will take about four months and will be released for public review in Summer 2014. A community open house is planned during the 45-day public review period. Following the close of the public review period, a Final EIR will be prepared. The recommendation from the Environmental Review Committee, public hearing for

the Planning Commission and public hearing for the Council EIR review and certification are tentatively scheduled for Fall 2014.

PUBLIC NOTICING & OUTREACH

Project Website

In June 2013, the project website (www.cupertino.org/gpa) was launched in order to collect and convey information related to the project. The website provides updates on upcoming events and recently released reports; provides background information on the process and existing General Plan; allows users to submit comments and questions; and provides information on the concurrent Housing Element Update project.

Workshops, Public Meetings, Commission/Committee Meetings, and Stakeholder Meetings

- ***Community-wide Workshop #1 (July 18, 2013)*** - On July 18, 2013, the City hosted a community-wide workshop to kick off the GPA project. A citywide postcard announcing the workshop was sent to all City addresses, and e-mails were sent to all stakeholders and other interested parties. The City's website and project website also announced the workshop. Following a presentation, workshop participants were asked to discuss and participate in small group exercises which included a discussion of assets and mobility, urban design or economic challenges that should be addressed by the GPA and opportunities for future development. See Attachment PC-7 for a workshop summary, which contains a compilation of the assets, challenges, and opportunities identified by the workshop participants.
- ***Community-wide Workshop #2 (October 23, 2013)*** - On October 23, 2013, the City held a second Community-wide Workshop to discuss community ideas for future uses, design and mobility concepts along major mixed-use corridors (Homestead, De Anza, Wolfe, and Stevens Creek) and within the Vallco Shopping District. E-mails were sent to all study area stakeholders, Community-wide Workshop #1 participants, and other interested parties. The City's website and project website also announced the workshop. Following a presentation, workshop participants were asked to participate in a Community Design Survey and Vallco Mapping Exercise.
- ***Public Meetings*** - The City held a Neighborhood Meeting specifically for interested Cupertino residents on December 5, 2013, which covered the same concepts from Community-wide Workshop #2. The City held similar meetings for the Chamber of Commerce and Cupertino Neighborhood Block Leaders on January 29, 2014.
- ***Study Area Stakeholder Meetings*** - These include meetings with key neighborhood representatives, organizations (including the Chamber of Commerce and VTA), property owners in the study areas, etc.

See Attachment PC-8 for a summary of Workshop #2; the meeting on December 5, 2013; and meetings on January 29, 2014; which contains a compilation of the responses received for the survey and pictures of the Vallco exercise maps.

Commission and Committee Meetings

City staff introduced the GPA project before certain City Commissions and the Cupertino Chamber of Commerce's Legislative Action Committee (LAC) in order to expand awareness of the project, receive feedback, and answer questions. Staff presented the project at the:

- October 2, 2013 Teen Commission meeting;
- December 6, 2013 and February 7, 2014 Legislative Action Committee meetings; and the
- January 15, 2014 Bicycle and Pedestrian Commission meeting

February 19th Planning Commission Open House and Study Session

The following table summarizes the noticing for this meeting:

Notice	Agenda
<ul style="list-style-type: none"> ▪ Email sent to all study area stakeholders, prior workshop participants, and interested parties signed up through the project website ▪ Citywide postcard sent to all addresses in the City 	<ul style="list-style-type: none"> ▪ Posted on the City's official notice bulletin board (<i>one week prior to the hearing</i>) ▪ Posted on the City of Cupertino's Web site (<i>one week prior to the hearing</i>) ▪ Posted on the project Website (<i>one week prior to hearing</i>)

NEXT STEPS

The goal for this study session is to review the proposed land use alternatives, collect public input, and provide comments and recommendations for the City Council's consideration at their similar study session on March 4, 2014. The following additional meetings have been scheduled:

- **March 4, 2014:** City Council Study Session on the GPA and Housing Element
- **March 11, 2014:** Environmental Scoping Meeting on the GPA and Housing Element
- **April 1, 2014:** Joint City Council and Planning Commission Study Session on the GPA and Housing Element. This meeting will involve a discussion of policies to be included in the GPA.

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Director of Community Development

Attachments

- PC-1. August 21, 2012 City Council Staff Report and Meeting Minutes
- PC-2. March 5, 2013 City Council Staff Report and Meeting Minutes
- PC-3. Settings and Opportunities Report
- PC-4. Market Study
- PC-5. Concept Alternatives Report
- PC-6. Tables with Comparisons of Existing 2005 General Plan and Alternatives A, B, and C
- PC-7. Community Workshop #1 Summary
- PC-8. Mobility and Design Concepts Input Summary