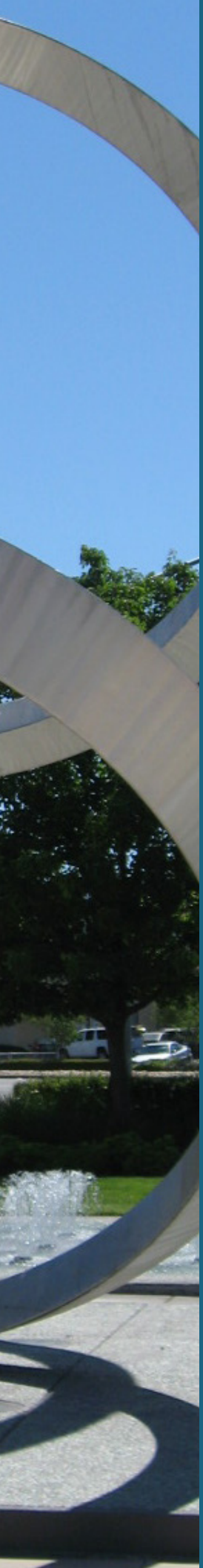
1 introduction



Purpose of Community Vision 2040

Community Vision 2040 is a roadmap to the future that encompasses the hopes, aspirations, values and dreams of the Cupertino community. The underlying purpose of this document is to establish the policy and regulatory framework necessary to build a great community that serves the needs of its residents, maximizes the sense of connection between neighborhoods and enhances Cupertino as a great place to live, work, visit and play.

Community Vision 2040 provides a framework for integrating the aspirations of residents, businesses, property owners and public officials into a comprehensive strategy for guiding future development and managing change. It describes long-term goals and guides daily decision making by the City Council and appointed commissions. This document functions as the City of Cupertino's State-mandated General Plan, and covers a time frame of 2014–2040. As such, the goals, policies and strategies contained in this document lay the foundation for ensuring there is appropriate land use and community design, transportation networks, housing, environmental resources and municipal services established between now and 2040.

Due to the breadth of topics covered in Community Vision 2040, conflicts between mutually-desirable goals are inevitable. For instance, increased automobile mobility may conflict with a safe, walkable community. This document reconciles these conflicts in the interest of building a cohesive community. Per State law, every goal and policy in this plan has equal weight. The City recognizes that the interests of residents of a particular street or neighborhood may need to be balanced with the overall needs and potentially greater goal of building a community. These are conscious choices that the City makes in the interest of building community.

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VISION STATEMENT

In order to prioritize goals and actions, the City developed an overarching vision statement based on extensive community input received during the 2013-14 General Plan Amendment process. This input culminated in A Vision for Cupertino, shown on the following page, which reflects ideas, thoughts and desires from residents, local business and property owners, study area stakeholders, elected and appointed officials, and other members of the Cupertino community.

This updated vision expresses the community's desires for Cupertino's future. It describes the community's overall philosophy regarding the character and accessibility of existing and new neighborhoods and mixed-use corridors. Ultimately, all goals, policies and strategies contained in this document must be consistent with the vision statement.

A Vision for Cupertino

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.

CHAPTER 1: INTRODUCTION | general plan (community vision 2015 - 2040)

GUIDING PRINCIPLES

The Guiding Principles provide additional detail about Cupertino's desired future necessary to fully articulate the ideas contained in the vision statement. Similarly, the Guiding Principles were developed based on extensive community input.

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.

2 IMPROVE PUBLIC HEALTH AND SAFETY

Promote public health by increasing community-wide access to healthy foods; ensure 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 disaster planning and neighborhood watch programs, police, fire, paramedic and health services.

3 IMPROVE CONNECTIVITY

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

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. Streets, pedestrian paths and bike paths should comprise an integrated system of fully connected and interesting routes to all destinations.

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.

6 SUPPORT VIBRANT AND 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.

7 ENSURE ATTRACTIVE COMMUNITY DESIGN

Ensure that buildings, landscapes, streets and parks are attractively designed and well maintained so they can complement the overall community fabric by framing streets and offering a variety of active, relaxing and intimate pedestrian spaces.

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.

9 SUPPORT EDUCATION

Preserve and support quality community education by partnering with local school districts, community colleges, libraries and other organizations to improve facilities and programs that enhance learning and expand community-wide access.

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.

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.

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.

ORGANIZATION OF THE PLAN

California state law requires that each city and county adopt a General Plan for the "physical development of the county or city, and any land outside its boundaries which bears relation to its planning." The role of the General Plan is to act as a community's "constitution," a basis for rational decisions regarding long-term physical development and incremental change. Community Vision 2040 expresses the community's development and conservation goals, and embodies public policy relative to the distribution of future land uses, both public and private.

Every General Plan is also required to address a collection of seven "elements" or subject categories. The City has the authority to address these elements in whatever organization makes the most sense for Cupertino. The following table identifies how the sections of the plan address each State-required element.

Community Vision 2040 Chapters	State-Required Topics or Elements
1. Introduction	Not Applicable
2. Planning Areas	Not Applicable
3. Land Use and Community Design	Land Use
4. Housing	Housing
5. Mobility	Circulation
6. Environmental Resources and Sustainability	Conservation, Open Space
7. Health and Safety	Noise, Safety
8. Public Infrastructure	(optional element)
9. Recreation and Community Services	(optional element)

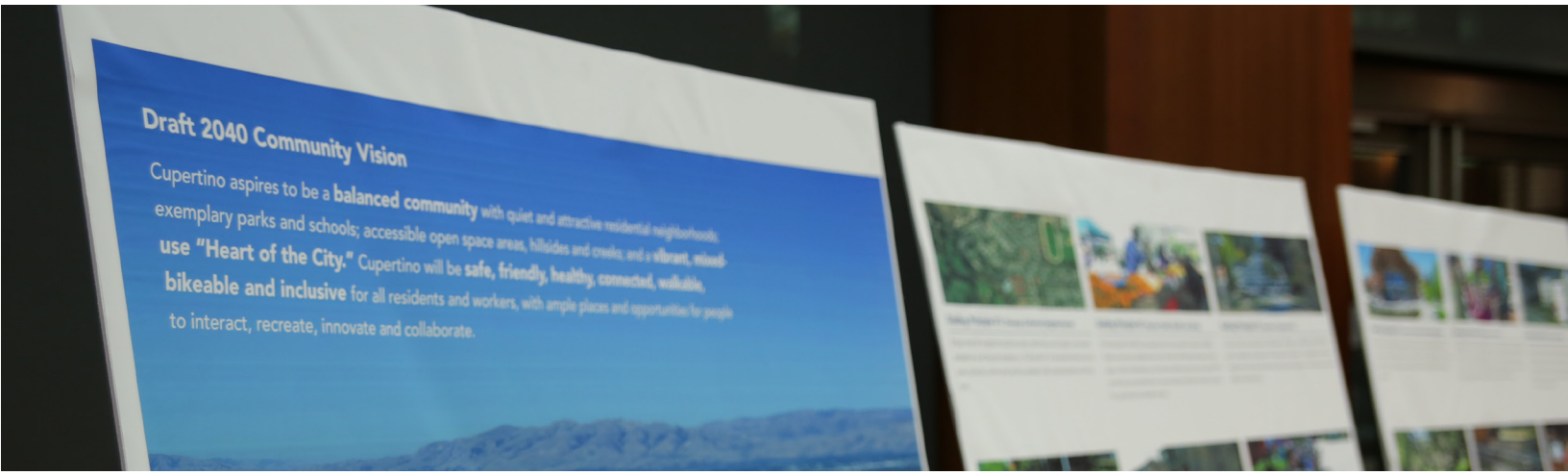
Each topical chapter, or "Element," of Community Vision 2040 includes an introduction, background context and information, and a summary of key opportunities or objectives looking forward. They also include topical goals, policies and strategies that function in three unique ways:

- **Goal:** a broad statement of values or aspirations needed to achieve the vision.
- **Policy:** a more precise statement that guides the actions of City staff, developers and policy makers necessary to achieve the goal.
- **Strategy:** a specific task that the City will undertake to implement the policy and work toward achieving the goals.

COMMUNITY VISION 2040 ADOPTION

Community Vision 2040 is a living document, and can be adopted or modified over time as community needs change. Each amendment needs to include a public review process and environmental impact analysis. Public review occurs prior to public hearings through community meetings, study sessions and advisory committee meetings. Public hearings allow the community to express its views prior to City Council approval.

State law limits the number of General Plan amendments to four per year. Cupertino ordinances require that the City Council determine if a public hearing should be set to consider a General Plan amendment.



COMMUNITY VISION 2040 IMPLEMENTATION

Community Vision 2040 is the foundation for planning in Cupertino. All physical development must be consistent with it. State law also requires that zoning be consistent with the plan. The various goals, policies and strategies are carried out through a myriad of City plans and approval procedures, such as special planning areas, use permits, subdivisions, the Capital Improvement Program and park planning.

The annual review of Community Vision 2040 provides the opportunity to evaluate the City's progress in implementing the plan and to assess if mitigation measures are being followed and if new policy direction should be considered.