



South Vallco Connectivity Plan



FINAL DRAFT

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Prepared for the City by:





INTRODUCTION

South Vallco is a critically important retail, employment and housing center in Cupertino. The area includes the Vallco Shopping Mall, The Metropolitan, Nineteen 800 (formerly known as Rosebowl), corporate office buildings, and the Main Street project. Proposed and recently constructed projects are **helping to transform South Vallco into a more mixed-use “downtown” for Cupertino**. As the area continues to evolve, it is important to enhance internal connectivity while also establishing a clear framework for ensuring a safe and attractive environment for pedestrians and bicyclists. This South Vallco Conceptual Connectivity Plan is an advisory document that identifies broad goals, objectives, concepts and design guidelines to help City staff, property owners, developers and the community better understand future desires for **improved connectivity, safety and aesthetics within the South Vallco area**. Ultimately the City anticipates preparing an updated South Vallco Specific Plan that will include detailed analysis on future land use, design, mobility and parking at South Vallco.

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Interstate 280 provides great regional access to the South Vallco area



Wolfe Road is the main north-south roadway through South Vallco and connects the area directly to Interstate 280

CURRENT CONDITIONS

As an established commercial and employment district in Cupertino, South Vallco contains an array of existing public and private infrastructure. The following is a summary of the current roadway, pedestrian, bicycle, transit and parking facilities adjacent to or within South Vallco (see Figure 1). Each of these facilities play an important role in the overall connectivity of the area.

Interstate 280

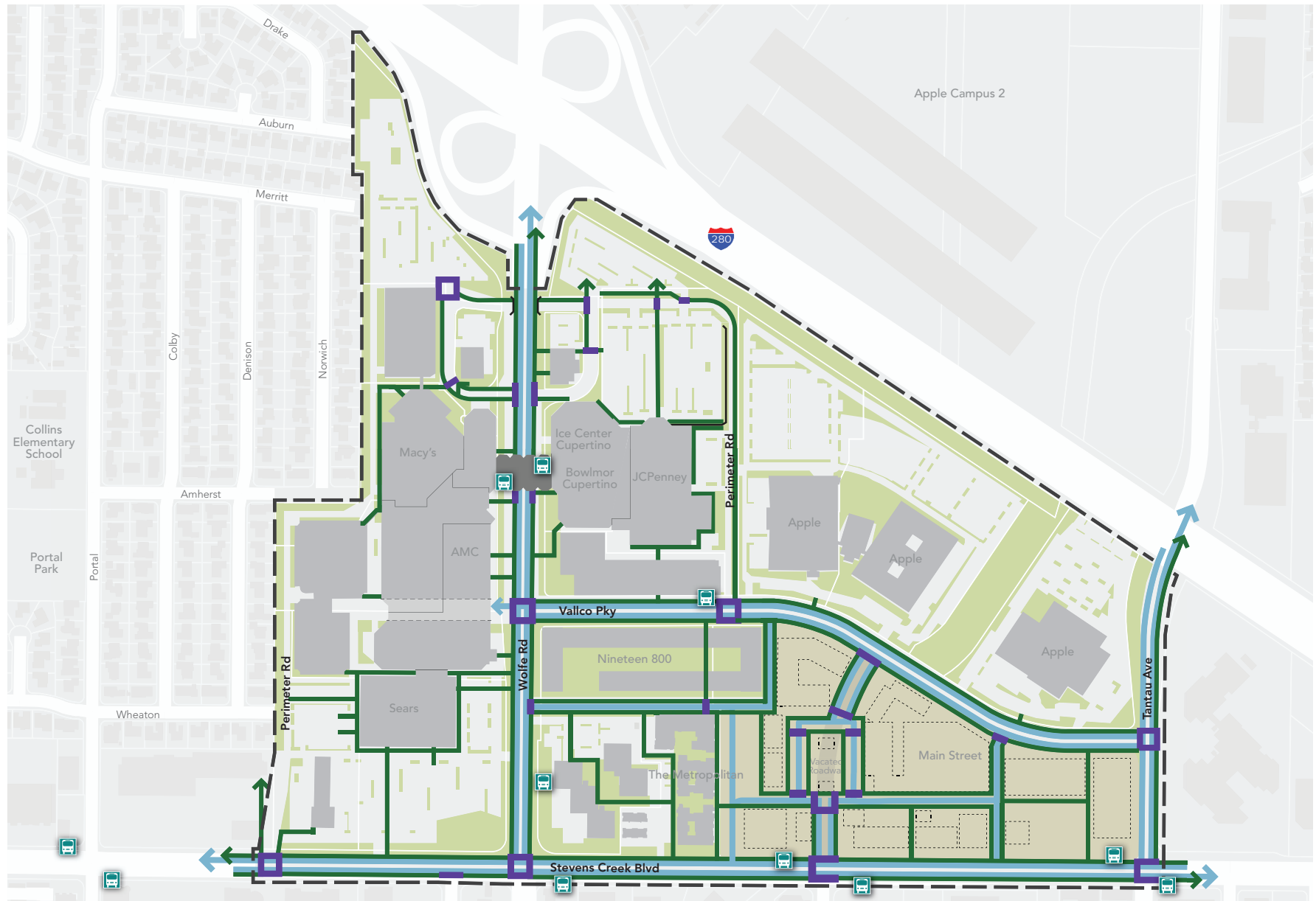
Interstate 280 (I-280) is a major north-south freeway connecting Cupertino to San Francisco and San Jose. The portion adjacent to South Vallco is an eight-lane freeway with one lane in each direction designated as a high occupancy vehicle (HOV) lane. An interchange at Wolfe Road provides direct access from I-280 to South Vallco. Northbound on-ramps have active metering during the morning peak period and southbound on-ramps have active metering during the afternoon peak period.

Stevens Creek Boulevard

Stevens Creek Boulevard is a six-lane, east-west arterial roadway that is the central spine for Cupertino. It forms the southern border of the South Vallco area and provides access to the area through signalized intersections at Perimeter Road, Wolfe Road/Miller Avenue, Finch Avenue and Tantau Avenue. Adjacent to developed parcels in South Vallco, the roadway has a landscaped buffer with grass, mature trees and a narrow sidewalk.

Wolfe Road

Wolfe Road is a four to six lane roadway that runs north-south through the center of South Vallco and provides direct access to the mall and surrounding parking areas. The roadway has a landscaped median that restricts some movements to/from driveways. It functions as an important link connecting Stevens Creek Boulevard to South Vallco, I-280 and Sunnyvale. Although the street is lined with sidewalks and bike lanes, pedestrian and bicycle use is low due to high traffic volumes and potential conflicts with the I-280 ramps and Wolfe Road underpass.



Legend

- South Vallco Specific Plan Boundary
- Building Footprint
- Paved Area
- Open Space
- Through Road
- Pedestrian Bridge
- Bus Stop
- Bicycle Connection (on-street bicycle lane or shared travel lane)
- Existing Pedestrian Connection
- Crosswalk/ Mid-Block Crossing
- Pending Main Street Project



Figure 1: Existing Mobility Conditions in South Vallco



Vallco Parkway has benefited from recent streetscape and pedestrian improvements

Vallco Parkway

Vallco Parkway is a four lane, local roadway through the center of South Vallco that connects Wolfe Road to Tantau Avenue. The roadway includes well landscaped sidewalks, a mature tree canopy, and signalized intersections at Wolfe Road, Perimeter Road and Tantau Avenue. It functions well for motorists, bicyclists and pedestrians due to a calm and well designed streetscape; however, vehicle use is expected to increase with the addition of the Main Street and Apple Campus 2 projects. Two new traffic signals will be installed as part of these projects.



Tantau Avenue provides access from South Vallco to areas north of I-280 via an overpass (no interchange)

Tantau Avenue

Tantau Avenue is a north-south roadway that forms the eastern edge of the South Vallco area. The roadway extends from Homestead Road in the north to Bollinger Road in the south. Within South Vallco the roadway is four lanes and has signalized intersections at Vallco Parkway and Stevens Creek Boulevard. The roadway also has bike lanes on both sides that provide an important link for bicyclists traveling across I-280.

Perimeter Road

Perimeter Road is a two lane private roadway that provides access from Stevens Creek Boulevard, Vallco Parkway and Wolfe Road to parking surrounding the mall. It forms the key internal circulation network around the mall site and has signalized intersections at Stevens Creek Boulevard and Vallco Parkway. It also includes a unique undercrossing at Wolfe Road, which provides safe pedestrian and bicycle access between both sides of the mall site. While a key vehicle link, Perimeter Road currently has incomplete sidewalks and no bike lanes, making it challenging for pedestrians and cyclists.



Perimeter Road forms a loop around the mall and includes an underpass at Wolfe Road

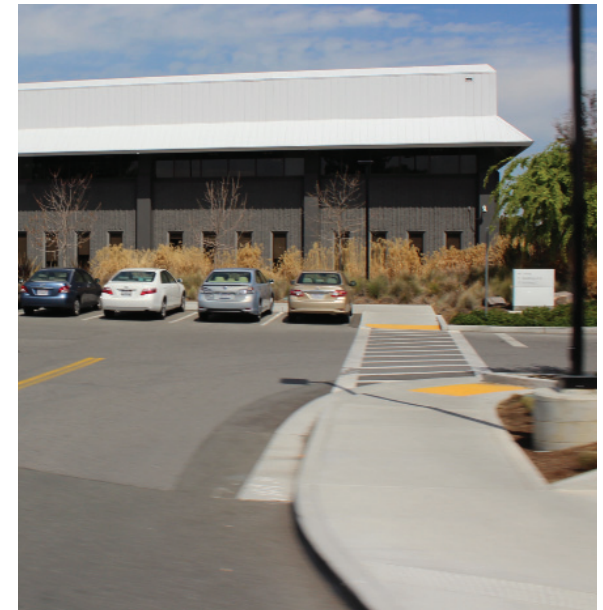
Pedestrian Circulation

Pedestrian facilities within South Vallco include sidewalks, multi-purpose trails and crosswalks at signalized intersections. Currently, sidewalks are constructed on both sides of Wolfe Road and Stevens Creek Boulevard. 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). A pedestrian walkway exists between the north side of The Metropolitan condominium development and Wolfe Road.

The conditions of these facilities vary in quality and design throughout South Vallco. Sidewalks along Wolfe Road, Stevens Creek Boulevard and portions of Vallco Parkway are separated from the roadway by a grass planting strip. These facilities provide a more inviting environment for pedestrians. Other sidewalks along Vallco Parkway, Tantau Avenue and Perimeter Road are located adjacent to the roadway with no buffer and limited landscaping.



Many areas in South Vallco have limited sidewalks that were designed primarily to access stores



Recently remodeled office buildings include larger sidewalks with ADA features



Some areas along Stevens Creek Boulevard include large landscaping buffers with street trees and grass



Areas behind the mall on Perimeter Road are isolated with limited pedestrian features



Bicycle racks are located near many entrances to the mall and employment uses



Bicycle storage lockers provide security and convenience for cyclists



Some uses, such as the Apple office buildings, see high bicycle ridership

Bicycle Facilities and Amenities

Existing bicycle facilities include bike paths, bike lanes and bike routes. Bike paths (Class 1 facilities) are pathways that are completely separated from roadways and 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 automobile travel lanes. Routes are typically designated only with signs. There are currently no bike routes within South Vallco; however, bike lanes are provided on Wolfe Road, Vallco Parkway, Tantau Avenue and Stevens Creek.

Bicycle amenities include structures such as bike racks and storage lockers. There are currently bike racks near major entrances to the Vallco Shopping Mall and at major employers, such as the Apple owned office buildings north of Vallco Parkway. These amenities provide both convenience and safety for cyclists, and also help promote cycling within South Vallco.

Parking

Because South Vallco is a major regional shopping, entertainment and office destination, adequate and convenient parking has always been a consideration in the overall design of the area. The area includes a variety of surface parking lots and multi-story parking structures. The majority of parking is located along the periphery of the Vallco Shopping Mall and accessed via Perimeter Road. Newer projects, such as Nineteen 800, include on-site underground/podium parking to accommodate both commercial and residential needs.



Most parking in South Vallco is located on large surface parking lots

Transit Facilities and Services

The Santa Clara Valley Transportation Authority (VTA) operates bus service in Cupertino. Other transit agencies, such as Caltrain and ACE transit, operate shuttles throughout Santa Clara County. Currently, VTA express bus routes 101 and 182 and local routes 81, 26 and 23 serve the South Vallco area. Caltrain offers a shuttle from Lawrence Caltrain Station to employment centers in the area. There is also a designated Park-and-Ride area located in the JC Penney garage.



There are several parking garages in South Vallco, including this recently constructed garage near Macy's



South Vallco has good bus transit access, but could benefit from more modern amenities

CONNECTIVITY GOALS AND OBJECTIVES

During the next several years, South Vallco is envisioned to become a vibrant mixed-use “downtown” for Cupertino. Building from the existing conditions and recent development projects, there is now an opportunity to explore further redevelopment in the South Vallco area. In order to support these changes, the City will work with property owners, developers and the community to ensure **improved automobile, truck, bike, pedestrian and transit connections within South Vallco and to adjacent areas.** The following are the key goal and objectives for connectivity in the South Vallco area.

Connectivity Goal

Create an efficient, safe, pleasant, well designed and complete multi-modal network that improves aesthetics, access and internal connectivity within South Vallco.

Objective A. Vehicular Circulation

Create logical, identifiable and safe automobile connections between public roadways and private parking areas throughout South Vallco.

Objective B. Bicycle Connectivity

Improve internal bicycle circulation throughout South Vallco through new bicycle lanes and paths, bicyclist amenities, and the potential trail along the northern boundary of the area.

Objective C. Pedestrian Connectivity

Enhance pedestrian walkways and pathways so they are better connected to buildings and parking areas in order to support retail uses, create a more welcoming environment and improve safety.

Objective D. Transit Opportunities

Work with Santa Clara Valley Transportation Authority (VTA) to improve bus transit shelters and amenities, and identify opportunities to establish new Park-and-Ride locations within South Vallco.

Objective E. Streetscapes

Enhance the visual appeal of public and private streetscapes to create a more pleasant and inviting environment for motorists, pedestrians and bicyclists.

Objective F. Image and Brand

Identify a strategy to create a unified theme and brand for streetscapes throughout South Vallco, including new signage, landscaping palette, lighting, street furniture and other design elements.

Objective G. Reduced Traffic Impacts

Minimize traffic impacts on local neighborhoods by improving internal circulation, creating a multi-modal network to encourage bicycling and transit, fostering a “park once” atmosphere, and allowing for the efficient flow of traffic through South Vallco.

CONNECTIVITY IMPROVEMENTS

The character and functionality of South Vallco is heavily influenced by the scale and quality of its streets and pathways. The existing circulation network was developed with little emphasis placed on bicyclists or pedestrians. **The City now desires to create a more interconnected, pedestrian-friendly and comfortable network of streets, bicycle routes and pedestrian pathways.** To accomplish this goal, both the City and property owners will make focused improvements to streetscapes and install new bicycle/pedestrian amenities throughout South Vallco.

Two options on the following pages illustrate concepts and tools for how connectivity can be improved in South Vallco depending upon the future of the Vallco Shopping Mall. Option A assumes that the mall largely remains the same. Option B assumes a substantial redesign of the entire mall site to create an outdoor shopping district.



South Vallco has undergone many changes in recent years. This new energy and investment, combined with potential new development, has spurred the need for a framework to guide overall mobility improvements and design to create a more cohesive and connected area.



A multi-use pathway along the western edge of South Vallco will improve access and connectivity

Option A: Improved Connectivity with the Current Vallco Mall

This option assumes that the Vallco Shopping Mall would remain largely in place, including the array of surface and structured parking surrounding the mall buildings. Under this scenario, the City and property owners would focus connectivity improvements to make existing facilities function better and become more aesthetically pleasing. Figure 2 shows the proposed locations for bicycle, pedestrian and intersection improvements that would result in a more connected South Vallco area. The following is a summary of the major features and projects included under Option A.

Major Features and Projects

1. **Create a bicycle/pedestrian trail along the northern border of South Vallco** that connects the area to other parts of Cupertino. The trail should be designed as a unique feature through the area—focused more on pass-through traffic with a more natural look and feel. Access points should be created at various locations (shown in Figure 2) to allow for easy access to shopping, employment and residential uses.
2. **Develop a multi-use bike and pedestrian pathway along the western edge of South Vallco**, adjacent to Perimeter Road, to improve connectivity for between Stevens Creek Boulevard and the proposed bicycle and pedestrian trail. This facility will be a key link to create north/south access through the South Vallco area.
3. **Reconfigure surface parking lots** on the Vallco Shopping Mall parcels to improve pedestrian access and connectivity.
4. **Improve intersections along all public roadways** (Stevens Creek Boulevard, Wolfe Road, Vallco Parkway and Tantau Avenue) with improved bicycle and pedestrian features, including textured or painted crosswalks, and ADA compliant features.
5. Work with property owners to **improve intersections along private roadways** (Perimeter Road and parking lot access roads) with textured or painted crosswalks, and ADA compliant features.
6. Work with VTA and property owners to **identify new or expanded areas for Park-and-Ride and corporate bus drop-off locations**.



Note: This diagram is for illustrative purposes only and is not indicative of the final projects within the district.

Apple Campus 2

Legend

- South Vallco Specific Plan Boundary
- Building Footprint
- Paved Area
- Bicycle Connection (on-street bicycle lane or shared travel lane)
- Existing Pedestrian Connection
- Crosswalk/ Mid-block Crossing
- Pedestrian Bridge
- Open Space
- Proposed Bicycle Connection
- Proposed Pedestrian Connection
- Bus Stop
- Section Cut
- Proposed Bicycle/Pedestrian Trail w/ Access Point

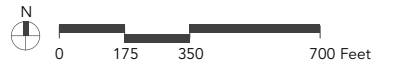
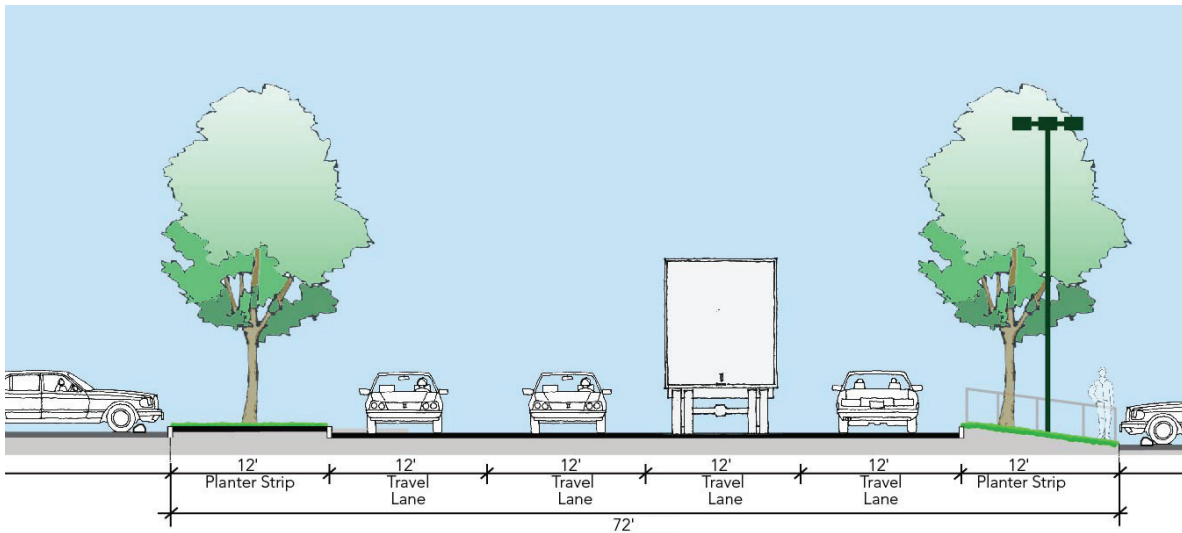
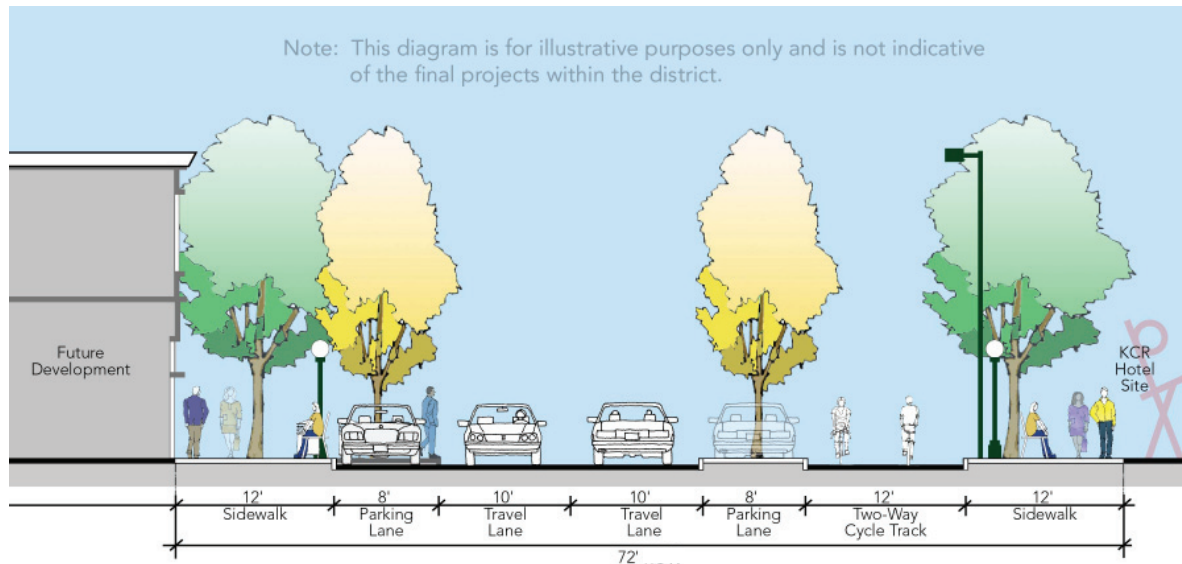


Figure 2: Improved Connectivity with the Current Vallco Mall



Existing Conditions along the Northern Segment of Perimeter Road (Section Cut A of Figure 2)



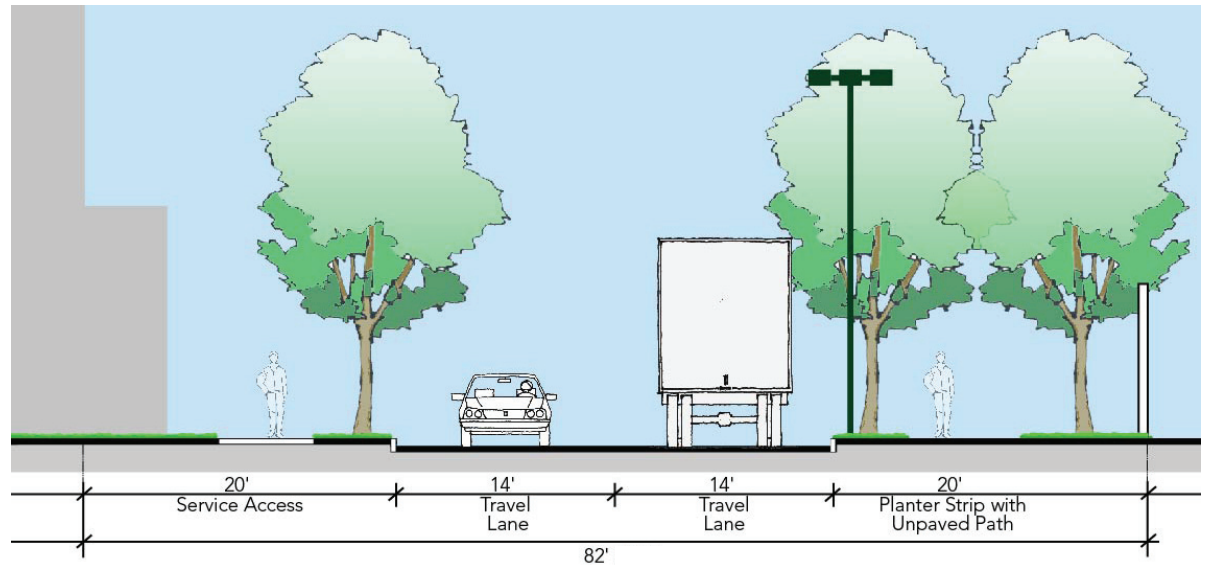
Redesigned Streetscape with Parking, Larger Sidewalks and a Cycle Track (Section Cut A on Figure 2)

Perimeter Road Streetscape Improvements (Northern Portion)

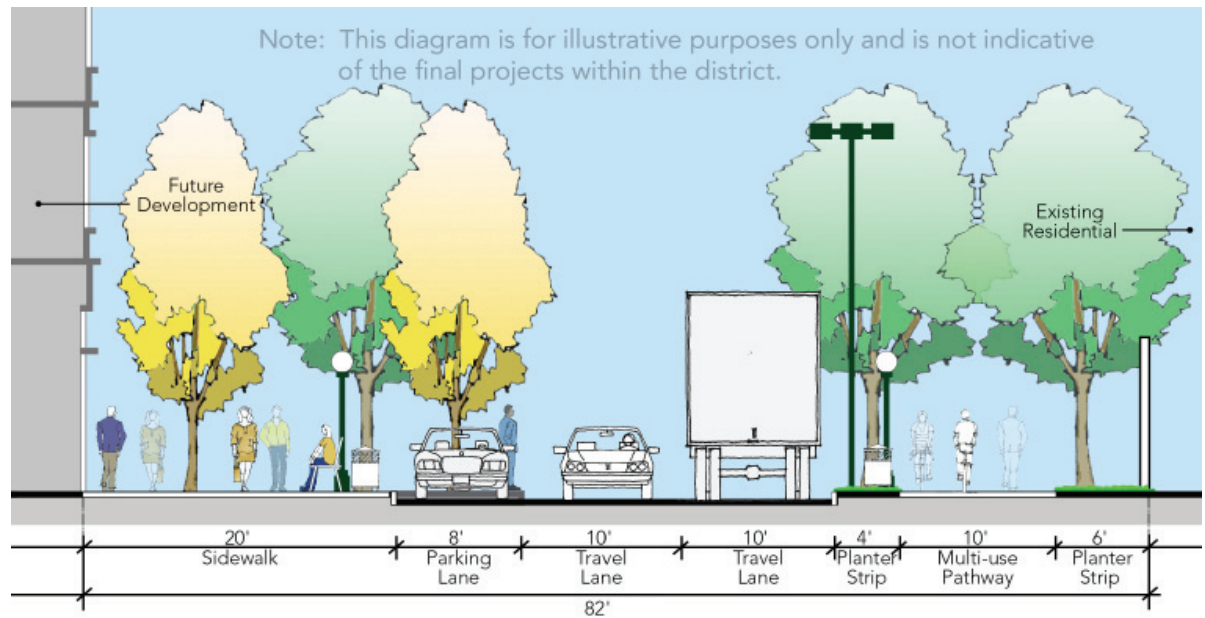
The northern portion of Perimeter Road was designed primarily as a roadway for automobiles to access parking lots and structures. While the roadway currently has minimal bicycle or pedestrian features, it does have a right-of-way large enough to incorporate improved bicycle and pedestrian amenities. The entire roadway could be reduced to two driving lanes (some areas currently have four lanes) which would allow for larger sidewalks, parking lanes and a two-way cycle track (see diagram at lower left). The cycle track would allow for the efficient and safe travel of bicyclists using the bicycle and pedestrian trail to access stores, businesses and homes in South Vallco.

**Perimeter Road Streetscape Improvements
(Western Portion)**

The western portion of Perimeter road, similar to the northern portion, was designed primarily as a roadway for automobile access to parking lots and structures. As shown in the diagram at the lower right, the western portion of Perimeter Road could be redesigned to include a larger, more inviting sidewalk and a multi-use pathway for bicyclists and pedestrians. Additionally, redesigned buildings that front on Perimeter Road would help add energy and life to the roadway.



Existing Conditions along the Western Segment of Perimeter Road (Section Cut B on Figure 2)



Redesigned Streetscape with frontage on Perimeter Road, Parking, Larger Sidewalks and a Multi-use Path (Section Cut B on Figure 2)



A redesigned shopping district will create a dynamic, pedestrian scale “downtown” in South Vallco

Option B: Improved Connectivity with a Vallco Shopping District Redesign

This option looks at the possibility of the current Vallco Shopping Mall site being substantially redesigned to become a hybrid indoor and outdoor mixed-use center that could include a mix of retail and other uses. While the ultimate redesign of the site has not been determined or proposed by the property owner, Figure 3 illustrates a potential site design that emphasizes a more connected street pattern with new streets internal to the existing mall site.

This option reflects community input received during the City’s General Plan Amendment project for a new (or substantially redesigned) outdoor, mixed-use retail district at the location of the current mall. While a complete reconstruction of the Vallco Shopping Mall would require a significant financial investment, the potential of such a project necessitates the need to ensure that other development projects in South Vallco are designed to allow strong connectivity to a possible Vallco Shopping District.

Major Strategies and Projects

Note: The following strategies and projects are in addition to the six items listed under Option A.

- 7. Establish a small block, grid street network** on the current Vallco Shopping Mall site to create a more “downtown” feel, improve overall pedestrian and bicycle circulation, and provide adequate automobile access to parking structures.
- 8. Limit the use of pedestrian overpasses or skyways** in order to encourage pedestrian activity at the street level to create a more pleasant and dynamic environment in South Vallco.
- 9. Create new central commercial streets in the Vallco Shopping District** that can serve as a primary destination for retail and entertainment uses. These streets should include a unique design with outdoor dining, events and art features, and a town square.



Note: This diagram is for illustrative purposes only and is not indicative of the final projects within the district.

Apple Campus 2

Legend

- South Vallco Specific Plan Boundary
- Building Footprint
- Paved Area
- Open Space
- Boundary of Vallco Shopping District
- Bus Stop
- Bicycle Connection (on-street bicycle lane or shared travel lane)
- Existing Pedestrian Connection
- Proposed Bicycle Connection
- Proposed Pedestrian Connection
- Proposed Promenade
- Crosswalk/Mid-block Crossing
- Secondary Crosswalk
- Proposed Bicycle/Pedestrian Trail w/ Access Point
- Section Cut
- Proposed Town Square

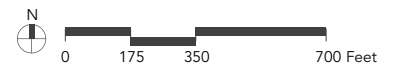


Figure 3: Improved Connectivity with a Vallco Shopping District Redesign



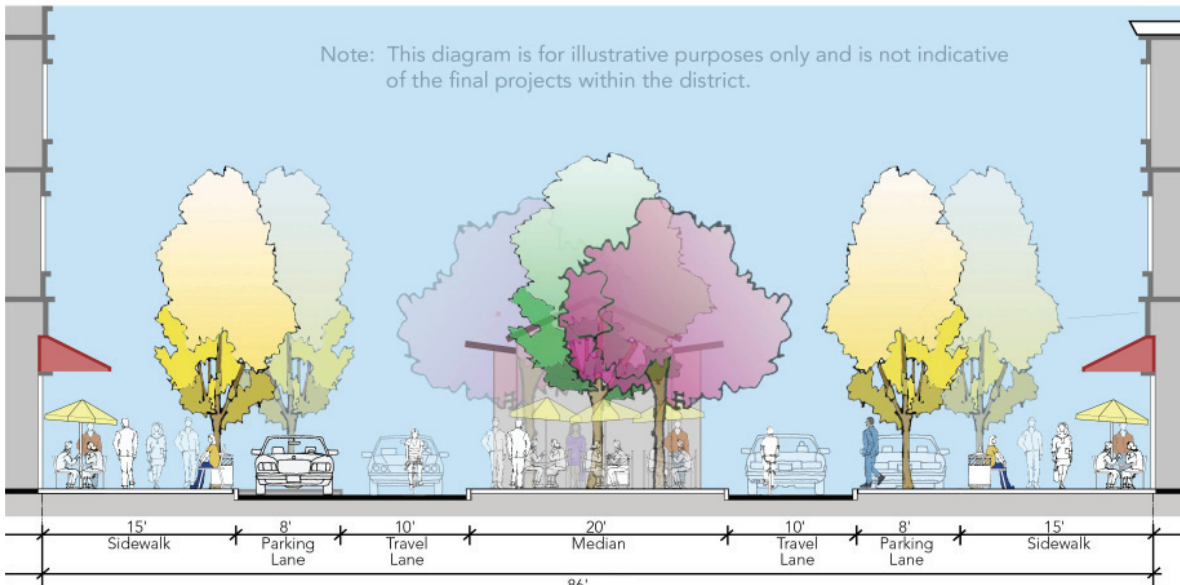
Outdoor dining and activities facing a promenade create active retail and entertainment destinations



Plazas and parks within roundabouts or medians add interest and needed outdoor public spaces

Vallco Shopping District Central Promenade and Town Square

The central promenade concept is structured around the idea of creating an active, inviting and comfortable place for people to visit, shop and enjoy dining and entertainment. As part of the Vallco Shopping District redesign concept, a central promenade would be developed to create an active outdoor commercial district. Office and housing could be located above retail and dining uses in order to create a more urban environment. Buildings would front the promenade, and some parking would be provided on the street with additional parking provided in parking structures (accessed by Perimeter Road or new roadways). There would also be a series of town squares at the middle or end of promenade streets, similar to the town square located in the Main Street project.



Central promenade streetscape that includes large sidewalks and an activated central median (Section Cut C on Figure 3)

DESIGN FRAMEWORK

Changes to streetscapes and pathways, whether public or private, will play a crucial role in defining South Vallco’s aesthetic and functionality. The City anticipates making ongoing improvements to public streets and right-of-ways in the coming years to improve safety, connectivity and design. Similarly, property owners and developers will make improvements to private roadways, paths and parking areas. **The following Design Framework provides guidance on how to ensure South Vallco has an integrated and well-designed system of public and private spaces.** The ultimate goal is to create a well defined, sustainable, beautiful and coherent environment that supports a “downtown” feel. The Design Framework includes guidelines for:

- Bicycle Amenities
- Pedestrian Amenities
- Bicycle and Pedestrian Trail
- Street Furniture and Lighting
- Signage, Wayfinding and Art



Appropriately designed placemaking features, including landscaping, hardscaping, branding, wayfinding and public art, help create unique and enjoyable places that attract shoppers, workers and residents



Creative and secure bike racks encourage riding and can be attractive elements of the public realm



Bike lockers promote alternative modes of transportation for Cupertino employees and residents



Painted Class II bike lanes promote safety and visibility for cyclists

Bicycle Amenities

Intent: Create an integrated network of on-street and separated bicycle connections within the South Vallco area in order to promote cycling and improve safety.

1. **Create a new bike path (Class I) along the eastern portion of Perimeter Road** to provide convenient access through the South Vallco area from Stevens Creek Boulevard to the bike and pedestrian trail.
2. **Create new bike lanes (Class II) along the northern and eastern portions of Perimeter Road** to improve safety and convenience for cyclists.
3. **Consider applying high visibility paint to bike lanes** along Wolfe Road and Vallco Parkway to make them more prominent to both cyclists and motorists.
4. **Encourage property owners to incorporate bicycle amenities**, including bike racks, bike storage and shower facilities, into the overall design of new or remodeled projects.
5. As a broader city-wide program, **identify ways to improve bicyclists connections and safety across the Wolfe Road interchange** with I-280, including new signals, bike boxes and/or painted bike lanes.

Pedestrian Amenities

Intent: Create a complete pedestrian circulation system that is safe and comfortable for all users, supports universal access, and increases the overall level of pedestrian connectivity throughout South Vallco.

1. **Ensure that all public roadways have continuous sidewalks** with a minimum width of six feet and, where appropriate and enough set back exists, include landscaped planter strips with one row of shade providing trees.
2. **Promote outdoor dining and display of selected goods** along public streets, and private property that is adjacent to public sidewalks or other public spaces, in order to activate outdoor areas and create a more urban feel next to commercial and entertainment uses.
3. **Provide clearly marked crosswalks** (minimum 10-foot wide) at all signalized intersections and at intersections of key public and private streets. Ensure that all crosswalks have ramps and warning strips that comply with Americans with Disabilities Act (ADA) standards.
4. **Explore the use of special paving materials and patterns for crosswalks**, especially along Wolfe Road and Vallco Parkway, to heighten visibility and lend identity to the area while creating an attractive pedestrian environment.

5. **Provide bulb-outs along public streets** with on-street parking at intersections and pedestrian crossing locations, and encourage corner bulb-outs at intersections to function as pocket plazas with pedestrian amenities such as landscaping, seating, trash receptacles and bicycle racks.



Bulbouts at street corners create shorter crossings for pedestrians and increase public space for landscaping, seating, and other amenities.



Outdoor seating (above) and landscaping along sidewalks (below) enhance the pedestrian environment



Maintaining the look and feel of the City's bike facilities is important to placemaking

Bicycle and Pedestrian Trail

Intent: Create a separated (Class I) bicycle and pedestrian trail that provides travel through South Vallco with access points that connect to key shopping, employment and entertainment destinations.

1. **Protect public right-of-ways and publicly owned parcels** on the northern boundary of South Vallco, adjacent to the I-280, from incompatible uses or sale in order to ensure these areas can be fully utilized as part of the bicycle and pedestrian trail system.

2. Work with property owners to **ensure future development projects in South Vallco provide site specific access and connections**, including, but not limited to, easements and fair share improvements as shown in Figures 2 and 3.
3. **Ensure that the bicycle and pedestrian trail has a unique design** and landscaping so it can become an inviting, relaxing and fun recreational amenity for Cupertino.
4. **Improve the Perimeter Road undercrossing** at Wolfe Road with better lighting, artwork (such as murals), landscaping (such as vines), more aesthetically appealing railings and more defined pathways as part of the overall bike and pedestrian trail. In the event that the underpass is redesigned/rebuilt as part of a broader Vallco Shopping District project, consider creating a Class I bicycle path that is separate from a pedestrian sidewalk or pathway to improve functionality and avoid conflicts.



Separating auto, bike and pedestrian travel beneath an underpass improves efficiency and reduces conflicts (Note: this image is for illustrative purposes only)

Street Furniture and Lighting

Intent: Ensure a well-designed, functional and safe environment in South Vallco through the installation of new street furniture and the upgrade and expansion of public and private lighting.

1. **Provide pedestrian-friendly streetscape amenities**—including seating, trash receptacles and covered bus shelters—at key intersections along Wolfe Road, Sevens Creek Boulevard and Vallco Parkway, and at major entry points to parking areas along Perimeter Road.
2. **Ensure design consistency and a thematic approach towards streetscape amenities** in order to create a cohesive and easily identifiable place.
3. **Provide bicycle racks and lockers** at key retail, employment and residential locations throughout South Vallco—especially near major employers and Park-and-Ride locations. Ensure that bicycle racks are placed in highly visible locations and in sufficient quantities to accommodate demand.
4. **Ensure that street furniture, utility infrastructure, signage and bus shelters do not obstruct pedestrian circulation** by requiring a minimum of six foot sidewalk clearance for pedestrians.

5. **Provide functional and energy-efficient lighting** throughout South Vallco to provide convenience and safety for motorists, bicyclists and pedestrians.
6. **Encourage the installation of energy efficient light bulbs**, such as LEDs, in all public and private light fixtures to reduce energy costs, while ensuring a consistent brightness and hue for all lighting in the area.



Bus shelters provide comfort for transit-riders and can enhance the street environment with artistic designs



LED and solar-powered lighting is an important way to reduce energy costs while also creating a safe pedestrian environment at night



Street furniture and bike racks that do not obstruct the right-of-way allow for a usable sidewalk for all



Signage, Wayfinding and Art

Intent: Establish an overall signage, wayfinding and public/private art program that will establish a unique look and brand for the South Vallco area and assist shoppers, employees and residents in finding their way in and around the area with convenience and ease.

1. **Develop consistent thematically branded wayfinding and signage** throughout South Vallco, maximizing visual recognition for vehicular, pedestrian and bicyclist circulation; and providing direction to parking areas, bus stops, Park-and-Ride areas, major employers and other key community amenities such as the bicycle and pedestrian trail.

2. **Place wayfinding and directional signs at a height visible for motorists, bicyclists and pedestrians** (approximately 12 to 15 feet above ground) and scale signage to be visible both from the roadway and sidewalks.
3. **Encourage public and private art pieces at entry points to South Vallco, major intersections or adjacent to entertainment uses** so they are highly visible and become iconic features for the area.
4. **Encourage art pieces that serve both an aesthetic and functional purpose**, such as sculptural bicycle racks, trash receptacles, seating, lighting posts and utility boxes.



Clear signage, public amenities, and a consistent design theme can help brand an area and provide a sense of place and identity to the district