
What do **you** want for **CUPERTINO?**

■ DO YOU WANT ■

more traffic? crowded, underfunded schools?
more pollution? less parkland? more drives to
San Jose, Palo Alto, or Gilroy to shop for things
we need? worse housing shortages? out-of-
place high-rises? overly dense development?

**If your answer is *NO*, please sign the Vallco
referendum petitions! *Here's how:***

- **Be a registered Cupertino voter.** We can check your registration for you on the spot; you can check it yourself at <https://eservices.sccgov.org/rov/?tab=vr> — It's fast!
- **Visit our booth at the Cupertino Library** (10800 Torre Ave, Cupertino), Saturdays and Sundays from 11 am – 6 pm to sign. We will gather signatures until we have 4,000 on all four petitions, or October 26, 2018, whichever happens first...
- **Maybe you're not a registered voter in Cupertino, but just want to help?** You can donate to help fund our work at www.bettercupertino.org/donate/ And we have plenty of work for volunteers, and need all sorts of skills. Talk to us at our library booth to see how you can help out. And thanks!
- **Questions? Comments? Tips?** Email us at contact@bettercupertino.org

NOTES: (1) Help our all-volunteer team by signing early! 4,000 signatures in little more than 2 weeks is daunting! (2) Unfortunately the petitions cannot be made available online — they must be “inked” signatures; the clerk verifies all signatures against signatures on registration affidavits.

Better Cupertino's roadmap for getting our (residents'— not developers') voice into City Hall:

- 1 Overturn the City's Vallco SB 35 approval in court** because the plan is not compliant in its *most important* way, by not being **at least 2/3 residential** by square footage, *and* being listed pursuant to Ca. Gov. Code § 65962.5. Friends of Better Cupertino has petitioned the court for relief, and the case is in litigation.¹
 - 2 Referendum the Vallco Specific Plan.** We are gathering signatures to put the Vallco Specific Plan put on the ballot *now* at our Cupertino library booth (10800 Torre Ave, Cupertino), every weekend in October from 11 am to 6 pm. We must gather 4,000 resident registered voter signatures by the end of October.²
 - 3 Elect Pro-Resident City Council Members LIANG CHAO and JON WILLEY to Cupertino City Council to keep from having to sign these petitions again!**
- 2 Sign the referendum any weekend in October at the Cupertino library,** 10800 Torre Avenue. Look for the Better Cupertino booth on the parking lot side from **11 am – 6 pm, Sat 13 – Sun 14, and Sat 20 – Sun 21.** Or email contact@bettercupertino.org for help. **3** Vote by mail, or vote Nov 6 for **LIANG CHAO** and **JON WILLEY.**

We do not want:

We do not want more traffic.

- The Vallco Specific Plan will significantly *negatively* impact local and regional traffic *even with* mitigations. [i]
- It will add 8,000 residents and 7–10,000 employees. [ii]

We do not want crowded, underfunded schools.

- The Vallco plan results in over 1,000 more students just at the Vallco location. [iii]
- CUSD would have a \$22 Million shortfall. [iv]

We do not want to give away more park land to developers at our expense.

- Over 8,000 residents at Vallco would be owed over 24 acres of parks by law, but will only get six divided acres. [v]
- Our city is 'gifting' the developer over \$100m in avoided fees by not requiring the park space our residents are due.

We do not want more air pollution.

- Official Environmental Report: air pollution impacts from Vallco can not be mitigated. [vi]

We do not want to drive to San Jose, Palo Alto, or Gilroy to shop for things we need.

- The City is allowing Cupertino residents' retail sales tax dollars to be collected by other cities.

We do not want to worsen housing shortages.

- The Vallco plan results in a minimum 1,611 housing unit deficit. When factoring in office amenities, the shortfall is 2,411 housing units. [vii]

We do not want out-of-place high-rise buildings or overly dense development.

- Vallco plan allows for 162' tall buildings. [viii]
- For comparison...**
- 19800 Wolfe Rd (across from JC Penney) is only 61' tall. [ix]
- Apple's HQ is just 75' tall. [x]
- The approved Vallco Specific Plan is *five times larger* than the square footage of the existing mall. [xi]

[i] According to Vallco Final Environmental Impact Report

[ii] General Plan EIR utilizes 2.94 residents/dwelling unit. Apple Park FEIR utilized 4.15 employees per 1,000 SF.

[iii] According to FUHSD data

[iv] Prorate unit sizes to 2,668 units use 0.32 SGU

[v] Cupertino Municipal Code and Cupertino General Plan: 3 acres per 1,000 residents.

[vi] According to Vallco Final Environmental Impact Report

[vii] According to Mayor Paul September 18, 2018 presentation

[viii] See Vallco Specific Plan

[ix] See Measure D plan set

[x] See Apple HQ plans at City of Cupertino

[xi] Current mall is 1.2 M SF, Vallco Specific plan table LU-01 with average apartment size of 1,250 gross SF results in 6.1 Million square feet.