



# Measure D

## VALLCO TOWN CENTER SPECIFIC PLAN INITIATIVE

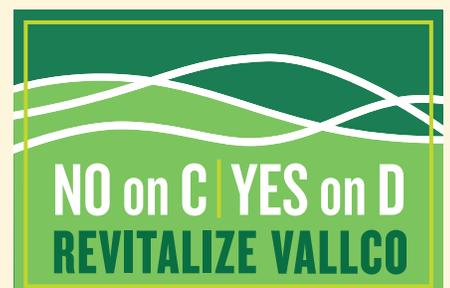
### Community Benefits

Measure D, also known as the Vallco Town Center Specific Plan Initiative, is a ballot measure that would spearhead a necessary, thorough and viable revitalization of the dying Vallco Mall and bring enormous community benefits to Cupertino as confirmed by the City's independent analysis under Elections Code 9212.

- A 30-acre Community Park and Nature Area with recreational trails.
- Free space for non-profits and civic organizations, a banquet hall, and a community center.
- A destination Town Center square, performance venues, an amphitheater and an iconic play space for children.
- More than \$50 million in benefits to Cupertino schools, including a state-of-the-art Innovation Center for local students located within The Hills at Vallco, and new annual tax revenues of \$3 million to the Fremont Union High School District and \$1.2 million to the Foothill-De Anza Community College District.
- Up to 800 residential units, which would include 160 units specifically dedicated to seniors, as well as an additional \$50 million contribution to building affordable housing in Cupertino.
- A progressive Transportation Demand Management plan, substantial contributions to a free community shuttle, an on-site transit center, \$30 million toward I-280 improvements, plus \$10s of millions more in local roadway improvements.
- Sustainability strategies including irrigation by recycled water and rainwater collection and reuse.
- Substantial economic and fiscal benefits, including one-time tax revenues of more than \$14 million and new, recurring tax revenues of over \$5 million to the City of Cupertino; and approximately \$20 million in new annual property tax revenue to support vital public services like local school districts, police, fire and libraries.

### Guaranteed Benefits

In order to guarantee these community benefits to Cupertino residents, they have been written into Measure D. This means that upon approval by Cupertino voters, these community benefits will become law and a legal mandate of the redevelopment.



## Frequently Asked Questions

### Q What is Measure D?

Measure D is a ballot measure that would spearhead a long overdue, thorough and viable revitalization of the dying Vallco Mall. The measure will seek to revitalize the nearly vacant mall as a mixed-use Town Center as called for in Cupertino's community-created General Plan. In conjunction with redeveloping Vallco into a prosperous town center, the measure will also include the most robust package of community benefits ever proposed for Cupertino.

### Q Why is a ballot measure needed?

Measure D is needed due to a poorly drafted and ill-conceived measure, known as Measure C, or the CCSG Initiative, which would force Vallco to remain as a failed, retail-only mall and increase height limits in residential neighborhoods to 4 stories, as ruled by the Superior Court. We sponsored Measure D, which presents a sensible and sustainable vision for the revitalization of Vallco, to give Cupertino voters a clear choice regarding the future of Vallco.

### Q What will the revitalization of Vallco look like?

Measure D will revitalize the aging and obsolete Vallco mall into a vibrant and dynamic Town Center for the entire Cupertino community to enjoy. With this proposal, the future of Vallco and Cupertino will include a vibrant mix of shops, restaurants and entertainment options, dedicated public open space and trails, new senior and workforce housing, innovative office space to support the lifecycle of Silicon Valley businesses, unique educational investments, critical traffic improvements and transit funding, and community-oriented offerings, such as a banquet hall, community center, and education facilities.

### Q How will these community benefits be guaranteed?

The community benefits have been written into Measure D in order to eliminate any doubt as to whether Cupertino residents can count on these benefit promises. This means that upon approval by Cupertino voters, these community benefits will become law and a legal mandate of the redevelopment, thereby ensuring a firm commitment to the community.

**Paid for by No on C and Yes on D—Cupertino Neighbors, Educators, and the Cupertino Chamber of Commerce for the Sensible and Sustainable Revitalization of Vallco, with major funding by Sand Hill Property Company and Vallco Property Owner LLC.**