

Mark A. Brodsky

Mr. Tim Cook

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The greatest Apple Store must be in Cupertino.  
It must be located on a "Grand Span" above the freeway.  
It must be built on a bridge between the Vallco mall and the new Apple Campus.

The greatest Apple store will be on a concourse above a freeway based transit hub.  
It will be the destination in the West end of what was once Silicon Valley.  
It will highlight and display the work-space and provide additional areas to expand

In my years on our transit agency board, my only accomplishment was to get a unanimous vote by every mayor in Silicon Valley for a proposed freeway based transit hub in Cupertino; I got the votes because of the logic and simplicity of a transit plan with only one goal: "Safely placing more people per vehicle on demand". Such a commuter system needs only desirable destinations and an App.

The new Apple campus for 12,000 commuters is right next to the approved hub.

Such a design has many, many benefits. It will mitigate local congestion, provide a model for future hub development, and mostly revolutionize suburban commuting.



This will be the antidote to the disintegration of the suburban landscape.

That is why I wrote up the attached flyers for the non-existent "Cupertino Citizen", beginning in 2007. It is the opportunity to create the singularly most important structure to redesign the California freeway based culture. And to do it beautifully.

Sincerely,

Mark Brodsky

Mayor Emeritus City of Monte Sereno Brodsky.Mark@gmail.com

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