



This Plan is the result of extensive community engagement and participation, yielding several guiding principles about the future of the Santana Row/Valley Fair Urban Village. These principles emerged from the community at several public advisory group meetings, two community workshops, and two online surveys. Summarized in this chapter are the “Vision Statement” and “Guiding Principles,” which inform the Plans’ goals, policies, and implementation actions.

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2.1 Vision Statement

Establish the Santana Row/Valley Fair Urban Village as a model demonstrating innovations in community development, transportation, housing, jobs, businesses, environmental, social, and economic sustainability. Emphasize the areas existing mixed-use development nature and provide an interconnected network of open spaces integrated with public art, respect the existing single-family neighborhoods, and improve bike and pedestrian connection within the Village and to adjacent neighborhoods.

2.2 Guiding Principles

Guiding Principle 1

A Vibrant Regional Entertainment, Retail and Employment Destination

The Santana Row/Valley Fair Urban Village has a robust mix of employment, housing, retail, entertainment, and public spaces, and is one of San José's primary regional centers. It is the Urban Village's two distinct commercial destinations—Santana Row and the Westfield Valley Fair shopping centers—that currently lend the Urban Village its identity. Building upon the area's existing identity by creating opportunities for additional retail and restaurant space, entertainment venues, employment centers, and residences is essential to transforming the larger Urban Village area into one cohesive mixed-use Village specially along Winchester and Stevens Creek Boulevard.

Guiding Principle 2

A Center for Innovation, Creativity and Productivity

The Santana Row/Valley Fair Urban Village Plan conceives of a place that inspires creativity and attracts people, businesses and investment. With innovative architecture, urban design, public spaces and transportation systems that reflect the innovation of Silicon Valley. Building upon the positive attributes of the area, this Plan aspires to create a dynamic urban environment that embraces a creative workforce and encourages new companies and businesses to call the Village their home.

This Plan encourages iconic gateways at entrances to the Urban Village and emphasizes their importance as having iconic architecture, public art, other enhancements to the placemaking and Village identity.

Guiding Principles 3

Preserve and Respect the Area's Distinct Assets

A priority of the Santana Row/Valley Fair Urban Village is to preserve the area's many existing assets, including the Winchester Ranch Senior Mobile Home Park, Fire Station #10 on South Monroe Street, Frank M. Santana Park, and the Winchester Mystery House and Century 21 Theater Historic City Landmarks. This Plan also tends to preserve and enhance the walking and biking condition within the Village- specifically, the convenient access to nearby shopping, entertainment, and restaurant uses. This Plan provides a framework that allows for new high-density development while at the same time respecting the character of existing residential neighborhoods.

Guiding Principle 4

An Interconnected Neighborhood with Great Urban Parks and Plazas

The Santana Row/Valley Fair Urban Village encourages a network of open spaces that is accessible to the entire Village and beyond. The network will expand upon the existing urban plazas of Santana Row and the larger open space of Frank M. Santana Park by creating new public parks and plazas, and by providing clear and convenient pedestrian connections between new and existing spaces. This Plan envisions that new development on constrained sites will either provide small publicly-accessible, privately-maintained plazas and paseos or otherwise contribute to the creation of similar spaces nearby; however, larger sites, such as the Century 21 Theater site, provide the opportunity for larger parks and open spaces for the enjoyment of the entire community.

Guiding Principle 5

Major Roadways as Functional and Attractive Places

Winchester and Stevens Creek Boulevards are, and will remain, major roadways within the Urban Village. However, this Plan envisions a transformation of these auto-oriented thoroughfares into exciting and comfortable places of interest that will frame the Urban Village's evolving street life. The Santana Row/Valley Fair Urban Village Plan maintains the existing automobile travel lanes on Winchester and Stevens Creek Boulevards, while integrating enhanced pedestrian amenities, such as wider sidewalks and improved crosswalks, and providing bicycle connectivity along Winchester Boulevard. Plazas and paseos connecting to these roadways will further enhance the public realm and overall connectivity of the Village. This Plan also envisions Forest Avenue streetscape improvements that

will create an appealing visual separation between Valley Fair Mall and the neighborhoods to its north, and improve pedestrian crossing experiences and options for people who bike.

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