

First Community Workshop Summary

Santana Row/Valley Fair Urban Village



March 11, 2013

Opportunity Sites

The following sites were defined by the community as sites for redevelopment.

- The block on the west side of S. Winchester Boulevard between Stevens Creek Boulevard and Olin Avenue.
- Redevelop the Century Theaters Site with a large park and residential.
- Redevelop the car sales lot at S. Monroe Street and Stevens Creek Boulevard.
- Preserve the Winchester Theater #21 and add a park, residential and/or office space on the site.
- Intensify development in the neighborhood located east of Santana Row and south of Stevens Creek Boulevard and along the west side of S. Winchester Boulevard.

Parks/Public Plaza

- More green space around the Winchester Mystery House.
- Green spaces on top of new buildings.
- Community garden, farmers market, outdoor theater, art museum, a plaza and dog park.
- Convenient connection to Santana Park for all residents in the area, including residents who live on the west and east sides of S. Winchester Boulevard.
- New/future green space accessible to the entire neighborhood and in a prominent location.
- With the preservation of the Century 21 Dome, there is an opportunity to build a park that extends from S. Winchester Boulevard to the Theater that would provide a buffer between new development and the Winchester Mystery House.

Traffic, Pedestrian and Circulation

- Pedestrian bridge to connect Valley Fair to Santana Row and an improved bridge that better connects Santana Park to the neighborhoods on the south side of Highway 280.
- Pedestrian bridge across S. Winchester Boulevard from Olsen Drive to Santana Row.
- Improved bicycle access and pathways.
- Better freeway access.
- More public transit options, including light rail along Stevens Creek Boulevard.
- Alleviate traffic congestion from commercial businesses for residents.

Land Use

Provide the following commercial spaces:

- Encourage banks, a post office, library, grocery store, drug store and medical and dental offices.
- Quality restaurants, sidewalk cafes, and grocery store.
- A new senior center with newer and better equipment.
- Provide retails that serves the everyday needs of residents.
- Cluster residential uses around park space.
- More jobs should be added to the area.
- Mixed-use, combine office and residential uses.
- Designate land uses for the area that have a different traffic pattern than the existing uses.
- Consolidate Valley Fair – build up not out and use the ground space for parks, outward facing shops and outdoor walking areas.

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Building Heights/ Transitional Height

- Building height should be roughly about the height of Santana Row, and no higher.
- Improve privacy for existing residents who live adjacent to new commercial construction.

Parking

- Okay with converting the surface parking lot for the theaters into a parking structure.
- New development should provide adequate parking for existing and future users.
- Parking overflow into the existing residential neighborhoods is a concern.
- Provide underground parking for new development.

Urban Design and Neighborhood Preservation

Preserve the following:

- Century 21 Theater Dome, Century Theater Sign, Winchester Ranch Mobile Home Park, and the Winchester Mystery House.
- Santana Park.
- Flames restaurant.
- Firehouse (Fire Station # 10 located at 511 S. Monroe Street)
- Existing mix of housing types.
- Belmont Village Assisted Living Residential Facility.
- Convenience of retail shopping.
- Ability to walk to shopping, entertainment, and restaurants.
- Provide more open space such as the usable space in the median of Santana Row and S. Winchester Blvd.
- The mature landscaping on private property and in the median island on S. Winchester Boulevard.
- Single-family detached residences located in the three block area between S. Hemlock Avenue, Redwood Avenue, and S. Monroe Street.
- Respect the existing diversity of people.
- The feeling of Santana Row.
- Provide affordable Housing including affordable rental housing.
- Maintain and increase property values.

SANTANA ROW/VALLEY FAIR URBAN VILLAGE

WORKSHOP #1 SUMMARY

Workshop Date: March 11, 2013

OVERALL WORKSHOP SUMMARY

The Santana Row/Valley Fair Urban Village workshop was held on March 11, 2013 at the Cypress Senior and Community Center at 6:30 p.m. There were at least 100 participants including residents, homeowners, property owners and local business owners. A majority of the interested community members came from just outside of the Urban Village boundary to the east and the west. There were also a notable number of residents coming from the Winchester Ranch Mobile Home Park located just inside the Urban Village boundary north of Highway 280 and west of South Winchester Boulevard.

The Santana Row/Valley Fair Urban Village is included within two (2) City Council Districts, District 1 and District 6. The District 6 Councilmember, Pierluigi Oliverio, was in attendance at the meeting, and he actively engaged with the workshop participants. The District 1 Councilmember, Pete Constant, was not able to attend the workshop, but his Chief of Staff, Rhovylynn Antonio, was in attendance.

The workshop began with Councilmember Pierluigi Oliverio welcoming participants and giving opening remarks. This introduction was followed by a presentation by Planning Division staff who explained the Urban Village planning process. At the end of the presentation, participants broke out into seven (7) groups. Within the groups, participants were asked their perceptions of the existing assets and opportunities within the neighborhood. Additionally, there were discussions about a future vision for the neighborhood and the preferred height of development along the corridor.

The final task for participants was a Lego exercise. Each of the groups was given a number of Lego pieces that represented the projected development in relation to population growth as outlined in the Envision San José 2040 General Plan. The Lego's were placed by participants where they thought new development should be planned on a large aerial map of the study area.

Assets

The participants were asked to identify assets that should be incorporated, enhanced or preserved in the future as the new development occurs within the Urban Village boundary. A majority of the groups identified the Winchester Mystery House and the Century 21 Theater as assets that should be preserved when new development is proposed. Many groups indicated that parkland should be provided behind the Winchester Mystery House to further enhance this asset. Additionally, many groups had identified the existing mix of housing opportunities in the area as an asset and in particular wanted the Winchester Ranch Mobile Home Park, which is available only to senior citizens, preserved.

Opportunities

The participants were also asked to identify locations or properties that could be appropriate for new development. All of the groups identified the Century Theaters site as the prime opportunity for new mixed use development, as well as, an opportunity site for a traditional park. As it exists, the theater buildings on this site are setback towards the rear of the property with a large expanse of surface parking between the buildings and South Winchester Boulevard.

Land Use

The Urban Village concept intends for additional growth of retail, office and residential uses within the Village boundary. Generally, participants were split between being supportive and resistant to the additional growth of these commercial and residential uses that currently existing in the Village area.

Mixed-use development was the predominant land use development of choice among workshop participants. A majority placed retail and office mixed use buildings and retail, office and residential mixed use buildings along the two major arterial streets in the Village, S. Winchester and Stevens Creek Boulevards. Some participants thought that office uses were particularly well suited for the Urban Village, especially along the two major arterials. As for residential, generally, the groups were supportive of residential development, especially adjacent to the existing residential areas of the Urban Village, as well as in a mixed use configuration where the residential uses were placed on the upper most floors of a building.

The general consensus amongst participants was that the area lacked parks and open space. A number of the groups suggested that additional park land should be located adjacent to the Winchester Mystery house. Many groups placed small plazas thorough-out the Village area, as well as, open space on top of new mixed use buildings.

Building Heights

Participants were asked to identify what they thought would be appropriate heights for new development within the Urban Village. Heights could vary by location and property. Many of the participants placed taller development along S. Winchester and Stevens Creek Boulevards, both major arterials, and then scaled down building height from there as it approached the adjacent single-family neighborhood.

Participants were generally in favor of mid-rise development but opposed to high rise development. Most were not interested in building heights that would exceed the height of the tallest building at Santa Row, which is at approximately 90 feet. Additionally, residents in the area want to ensure that new development is well integrated into the existing urban fabric and that careful Considerations should be given to building height where it is adjacent existing residential properties

Generally, the overriding sentiment amongst the groups was that mid-rise buildings along S. Winchester and Stevens Creek Boulevards would be ideal, with lesser heights adjacent existing residential properties.

TABLE #1

Summary

All of the participants at Table #1 indicated on their map that they were from the Winchester Ranch Mobile Home Park. The following are comments made by the group during their initial discussion as noted by the facilitator's:

- Move the Urban Village Boundary line to exclude the Winchester Ranch mobile home park.
- Preserve the Winchester Ranch mobile home park and do not redevelop it.
- Keep the Century Theaters.
- Would like a dog park in the area. Dog walking behind the movie theaters is a good thing.
- Okay with converting the surface parking lot for the theaters into a parking structure. An underground parking garage would be good.
- Improve privacy for existing residents who live adjacent to new commercial construction.
- Locate a park near the mobile home park.
- Provide a park that has places for kids to play.
- Alleviate traffic congestion from commercial businesses for residents. Traffic is especially bad seasonally
- Get rid of Santana Row and Valley Fair.
- The area needs an upscale grocery store
- The area needs a new senior center with newer and better equipment.
- The urban Village boundary should be expanded down Winchester Boulevard south of Highway 280.
- Provide better transit resources.
- Put a pedestrian bridge over Winchester Boulevard into Santana Row.

Assets

- None were listed.

Opportunities

- Provide a new entrance/access point to the mobile home park that is not on Winchester Boulevard.

Summary of Lego Exercise

Table #1 participants did not place all of their Lego's representing the planned growth in this Urban Village on their map. The Lego's that they did place indicated new office development with

underground parking and some podium type above ground parking on the Century Theaters site and along the west side of S. Winchester Boulevard north to Stevens Creek Boulevard. New parkland was desired behind the Winchester Mystery House and in the center of the Century



Theater site that would be surrounded by the office development. Table #1 participants also located residential Lego's on the mobile home park site to indicate that the mobile home park should stay as is and not be designated for redevelopment.

Growth Strategy

Overall, Table #1 had a minimal growth strategy. This group was particularly interested in keeping the Winchester Ranch Mobile Home Park as it exists and was not interested in adding any residential growth within the Village area over what exists today. This group did choose to locate a new park or public space behind the Winchester Mystery House and thought that low level office development was appropriate along the west side of Winchester Boulevard and on the Century Theater site.

TABLE #2

Summary

All of the participants at Table #2 indicated on their map that they were from the Winchester Ranch Mobile Home Park. The following are comments made by the group during their initial discussion as noted by the facilitators:

- Make the area more like Willow Glen; more trees; single-story; family orientation.
- No multi-story buildings next to single-family homes.
- No multi-story buildings at all.
- No offices. There are already unoccupied offices in San Jose.
- We need an upgraded grocery store.
- Traffic is a concern.

Assets

- The Winchester Ranch Mobile Home Park
- The Winchester Mystery House
- Century Theater 21 – this is the largest screen in a theater and should be preserved.
- Flames restaurant.

Opportunities

- The theater building located behind the Winchester Mystery house is an opportunity for a new park.

Summary of Lego Exercise

Table #2 participants did not place all of their Lego's representing the planned growth in this Urban Village on their map. Table #2 also did not locate any new growth in the village area. They did locate new parkland behind the Winchester Mystery House and on the center of the Century Theater site with underground parking. Table #2 participants also located residential Lego's on the mobile home park site to indicate that the mobile home park should stay as is and not be designated for redevelopment.

Growth Strategy

Overall, Table #2 had a no growth strategy. This group was particularly interested in keeping the Winchester Ranch Mobile Home Park as it exists and was not interested in adding any residential or office growth within the Village area over what exists today. This group did choose to locate a new park or public space behind the Winchester Mystery House and on the larger Century Theater site.

TABLE #3

Summary

Most of the participants at Table #3 indicated on their map that they were from the residential neighborhood located east of Santana Row and south of Stevens Creek Boulevard with the remaining residents being located in the Winchester Ranch Mobile Home Parks and one from the residential neighborhood north of the Century Theaters and south of Stevens Creek Boulevard. The following are comments made by the group during their initial discussion as noted by the facilitators:

- Preserve the Winchester Theater #23 and add a park, residential and/or office space on the site.
- Preserve the single-family detached residences located in the three block area between S. Hemlock Avenue, Redwood Avenue, and S. Monroe Street.
- Remove the Winchester Ranch Mobile Home Park from the Urban Village boundary.
- The area needs a post office.
- Provide a pedestrian bridge across S. Winchester Boulevard from Olsen Drive to Santana Row and across Stevens Creek Boulevard between Santana Row and Valley Fair.
- Increase vehicular lanes and do not provide dedicated bus lanes.

Assets

- Santana Park
- Winchester Ranch Mobile Home Park
- Winchester Mystery House
- Firehouse (Fire Station # 10 located at 511 S. Monroe Street)
- Home Occupation Businesses
- 880 Motors is a good neighbor.
- Existing mix of housing types.

Opportunities

- Redevelop the Century Theaters Site with a park, 2 floors of residential above office and/or retail.
- Provide underground parking for new development, no above ground parking structures.

Summary of Lego Exercise

Unfortunately the Lego's placed on Table #3's map were removed before a picture could be taken of their exercise. However, a summary was provided by that group's facilitator. Table #3 participants did not place all of their Lego's representing the planned growth in this Urban Village on their map. What they did place indicated the preservation of the Winchester Ranch

Mobile Home Park and the residential neighborhood located east of Santana Row and south of Stevens Creek Boulevard.

This group was in favor of the Century Theater site being redeveloped, but wanted at least one theater to be preserved and integrated into a new development. In addition to the preservation of one of the theaters, new parkland and/or public open spaces were spread throughout the Village.

Growth Strategy

Overall, Table #3 had a low growth strategy. They indicated that the Century Theater site was the only site that should accommodate new development and that the rest of the area within the Urban Village boundary should remain as is and not be intensified. New development should be low, two- to three-stories and mixed use, residential over office and/or retail.

TABLE #4

Summary

As indicated on their map, participants at Table #4 were from the neighborhoods just outside of the Urban Village boundary located north of Valley Fair Mall and west of S. Winchester Boulevard. In addition, approximately half of the participants in this group were from the neighborhood within the village that is located south of Stevens Creek Boulevard between S. Redwood Avenue and S. Monroe Street. The following are comments made by the group during their initial discussion as noted by the facilitator's:

- They like the feeling of Santana Row;
 - The newer theater at Santana Row; and
 - The existing diversity of people.
- The area needs more affordable housing;
 - Better freeway access;
 - Wider, safer bike lanes.
 - More public transit options like light rail along Stevens Creek Boulevard; and
 - Banks, a post office, library, and a drug store.
- Parking overflow into the existing residential neighborhoods is a concern.
- New/future green space should be more accessible to the entire neighborhood and in a prominent location.
- New development should provide adequate parking for existing and future users.
- A pedestrian bridge over Stevens Creek Boulevard and S. Winchester Boulevard is desired.
- There should be a convenient connection to Santana Park for all residents in the area, including residents who live on the west and east sides of S. Winchester Boulevard.

Assets

- Affordable Housing including affordable rental housing.
- Rental Housing
- Belmont Village Assisted living residential facility.
- Freeway Access
- Winchester Mystery House

- Convenience of retail shopping.
- Ability to walk to shopping, entertainments, and restaurants.
- The usable space in the median of Santana Row.
- The mature landscaping on private property and in the median island on S. Winchester Boulevard.

Opportunities

- Redevelop the Century Theaters Site with a large park and residential.
- Redevelop the car sales lot at S. Monroe Street and Stevens Creek Boulevard.
- Intensify development in the neighborhood located east of Santana Row and south of Stevens Creek Boulevard and along the west side of S. Winchester Boulevard.
- Outdoor theater.
- Local grocery store.
- Medical and dental offices.
- Farmers market.
- Better public transit.
- Community garden.
- Provide green spaces on top of new buildings.
- Retail that serves the ever day needs of residents.

Summary of Lego Exercise

Table #4 participants did not place all of their Lego's representing the planned growth in this Urban Village on their map. However, what they did place indicated intensification of residential, office and commercial along the west side of S. Winchester Boulevard and in the area located east of Santana Row and south of Stevens Creek Boulevard. In these two areas taller three- and four- story office and commercial buildings were placed along Stevens Creek Boulevard with multi-family residential stepping down in height as it approached the single-family neighborhood. At the Century Theater site Table #4 preserved Theater #23 located behind the Winchester Mystery House. On the remainder of the site the group located a large park flanked on the east and west by new residential three- stories in height with the building fronting on S. Winchester having a ground floor mixed use component. This group also indicated that the Winchester Ranch Mobile Home Park should be preserved. All of the new development was intended to include underground parking.



Growth Strategy

Overall, Table #4 had a moderate growth strategy. They indicated that new growth should occur on the Century Theater site, the block on the west side of S. Winchester Boulevards between

Olin Avenue and Stevens Creek Boulevard, and the area east of Santana Row, south of Stevens Creek Boulevard between S. Redwood Avenue and S. Monroe Street.

New development should be moderate in height and range between two-, three, and four-stories with the lower building heights located adjacent to the existing single-family neighborhoods and the tallest heights out at Stevens Creek Boulevard. Most of the development was included in these areas was mixed-use, residential over office and/or retail; however, stand alone multi-family residential buildings were located closest to the single-family neighborhoods.

TABLE #5

Summary

The participants at Table #5 indicated that they were from the neighborhoods surrounding the Urban Village area. The following are comments made by the group during their initial discussion as noted by the facilitator's:

- Quality restaurants.
- Sidewalk cafes.
- Expand Santana Row across the street.
- Preserve the Century 21 Theater Dome
- Concerned about traffic.
- Maintain and increase property values.
- In addition to the Winchester Mystery House add some more unique destinations or places to the area like an art museum.
- Need a small entertainment venue like the one in the City of Campbell.
- Build around a plaza.
- Need places to shop that meet the daily needs of residents.

Assets

- Winchester Mystery House
- Santana Row
- Privacy of residential property.
- Preserve Century Theater Dome – Century 21
- Preserve the Century Theater Sign.

Opportunities

- Provide a better grocery store.
- Parks
- With the preservation of the Century Theater Dome – Century 21 there is an opportunity to build a park that extends from S. Winchester Boulevard to the Theater that would provide a buffer between new development and the Winchester Mystery House.
- Improved bicycle access and pathways.
- Locate more green space around the Winchester Mystery House.
- Designate land uses for the area that have a different traffic pattern than the existing uses.

- Consolidate Valley Fair – build up not out and use the ground space for parks, outward facing shops and outdoor walking areas.
- The block on the west side of S. Winchester Boulevard between Stevens Creek Boulevard and Olin Avenue is underutilized and could be redeveloped.

Summary of Lego Exercise

Table #5 participants did not place all of their Lego's representing the planned growth in this Urban Village on their map. However, what they did place indicated intensification of a portion of the Century Theaters site with a six-story mixed use buildings along the S. Winchester Boulevard frontage with residential buildings behind and dropping down in height to three- and two-stories, as



well as, a linear park leading up to the preserved Century 21 Theater. Additional five-story office and commercial development was placed along some of the underutilized properties fronting Stevens Creek Boulevard between Santana Row and S. Monroe Street. New parkland was located at the corner of Hemlock and S. Redwood Avenues. Low intensity, one-story commercial uses were placed along S. Redwood and Baywood Avenues. Finally, six-story office buildings were placed to the south of the Winchester Mystery House adjacent to Highway 280 and three- to one-story residential was placed on the theater site behind the Winchester Mystery house to the west.

Growth Strategy

Overall, Table #5 had a robust growth strategy with relatively tall buildings. . They indicated that along portions of S. Winchester Boulevard and Stevens Creek Boulevard mixed use or stand alone office buildings could be as tall as six stories. Stand alone multi-family residential buildings were located closest to the single-family neighborhoods and dropped down in building height as it approached them. New park space was spread throughout the area and a linear park leading from S. Winchester Boulevard to the Century 21 Theater was a focal point.

TABLE #6

Summary

The participants at Table #6 indicated on their map that they lived within Santana Row the single-family neighborhood west of the Village boundary and the Winchester Ranch Mobile Home Park. In addition there was one business owner whose business was located to the west of the Village boundary. The following are comments made by the group during their initial discussion as noted by the facilitators:

- More jobs should be added to the area
- More parking is needed.
- Keep the Century 21 Theater

Assets

- Winchester Mystery House
- Santana Row
- Century Theaters
- Santana Park
- Chipotle
- Valley Fair
- Senior housing

Opportunities

- More parks.
- Widen Stevens Creek and S. Winchester Boulevards.
- Better freeway access.
- Redevelop of the Century Theaters site.
- Convert homes to commercial.
- Pedestrian bridge to connect Valley Fair to Santana Row and an improved bridge that better connects Santana Park to the neighborhoods on the south side of Highway 280.

Summary of Lego Exercise

Table #6 participants placed a majority of their Lego's representing the planned growth in this Urban Village on their map. What was not placed on the map, was approximately half of the identified residential growth. Table #6 indicated that the Winchester Mystery House and the Century 21 Theater should be preserved. As for new development, a 10- to 12-story office tower was placed at the southwest corner of Stevens Creek and S. Winchester Boulevards; a five story office building was placed on



Tisch Way between Santana Park and the three existing office buildings; two story commercial buildings were placed along Stevens Creek Boulevard at the southeast corner of Stevens Creek Boulevard and S. Clover Avenue and between S. Clover Avenue and S. Monroe Street; two story offices were also placed along S. Redwood Avenue; and parkland was added within Santana Row on the existing easternmost surface parking lot. Finally, the group envisioned the redevelopment of the Century Theater site. On this site, they preserved the Century 21 Theater and placed one-story residential between it and the single-family residential neighborhood to the west. Moving from there, they placed a new park along Olin Avenue surrounded by a three-story residential building and out at S. Winchester Boulevard they placed a 10- to 12-story mixed-use residential building with a one-story commercial component. Behind the Winchester Mystery House the site was split between a new park and a three-story, mixed-use, commercial and residential building.

Growth Strategy

Overall, Table #6 planned for a significant amount of growth, with the most significant growth located on the west side of S. Winchester Boulevard. They indicated that dense, mixed-use structures 10- to 12-stories in height were appropriate along this corridor. Stand alone multi-family residential buildings were located closest to the single-family neighborhoods and dropped down in building height as it approached them. The group stated that parking for all new structures should be underground or in a podium structure. Traditional park space was spread throughout the area with two parks on the Century Theater site and one within Santana Row. A five story office building was placed on Tisch Way between Santana Park and the three existing office buildings, which completed this street as solely for office uses. Table #6 participants thought that the area should have more jobs, more parking, and less residential uses.

TABLE #7

Summary

Most of the participants at Table #7 indicated that they were from the neighborhoods surrounding the Urban Village area. The following are comments made by the group during their initial discussion as noted by the facilitator's:

- S. Monroe Street is very poorly lit.
- The Century Theaters should be preserved.
- Remove the Winchester Ranch Mobile Home Park from the Urban Village Boundary.
- Do not want change.

Assets

- Century Theaters

Opportunities

- Santana Park is difficult to access. Provide clear connections to the park from throughout the neighborhood.
- Provide more park space in general.
- Provide a better grocery store.
- Mixed-use, combine office and residential uses.
- Cluster residential uses around park space.

- Put park space on top of buildings.
- Underground parking.
- Building height should be roughly about the height of Santana Row, and no higher.

Summary of Lego Exercise

Table #7 participants placed a majority of their Lego's representing the planned growth in this Urban Village on their map. What they placed on their map indicated that in the three square block area between S. Redwood Avenue, S. Monroe Street, and Hemlock Avenue, three-story mixed-use and residential buildings with multiple pocket parks interspersed throughout were appropriate. The mixed-use buildings were located along Stevens Creek Boulevard and contained two floors of commercial with residential above. As you move away from Stevens Creek there were mixed-use buildings with one floor of commercial uses and residential above, then followed by residential only buildings closest to the existing single-family residences.



More commercial, residential, and office spaces, and parking garages were added to the Valley Fair mall. Along the west side of S. Winchester Boulevard two- to four- story buildings were placed and included mixed-use, as well as stand alone office and commercial. All new development included underground and/or podium parking. Finally, on the Century Theater site, five-story mixed-use buildings with ground floor commercial and residential above were placed. Moving towards the rear of the site adjacent to the single-family residential neighborhood the building height dropped to three-stories then one-story commercial with park space above, which left the Century 21 Theater dome intact. The area behind the Winchester Mystery house to the west was envisioned to be new parkland.

Growth Strategy

Overall, Table #7 had a clustered mid-rise building growth strategy. They indicated that new development should be no higher than what is built at Santana Row and building height should be staggered back in height as it approaches single-family residences. New parkland was spread throughout the area in small pocket parks or plazas, on top of commercial buildings, as well as a traditional large park. The block area located on the west side of S. Winchester Boulevard was envisioned as mainly office uses with some residential above as traditional retail was not viewed as being viable in this location. Table #7 also targeted the Century Theater site as being an opportunity for a mixed-use development and the three square block area between S. Redwood Avenue, S. Monroe Street, and Hemlock Avenue, was envisioned to be redevelopment with three-story mixed-use buildings on Stevens Creek and wholly residential buildings closer to the existing neighborhood. Not consistent with photo.