



CHAPTER 1  
**INTRODUCTION**

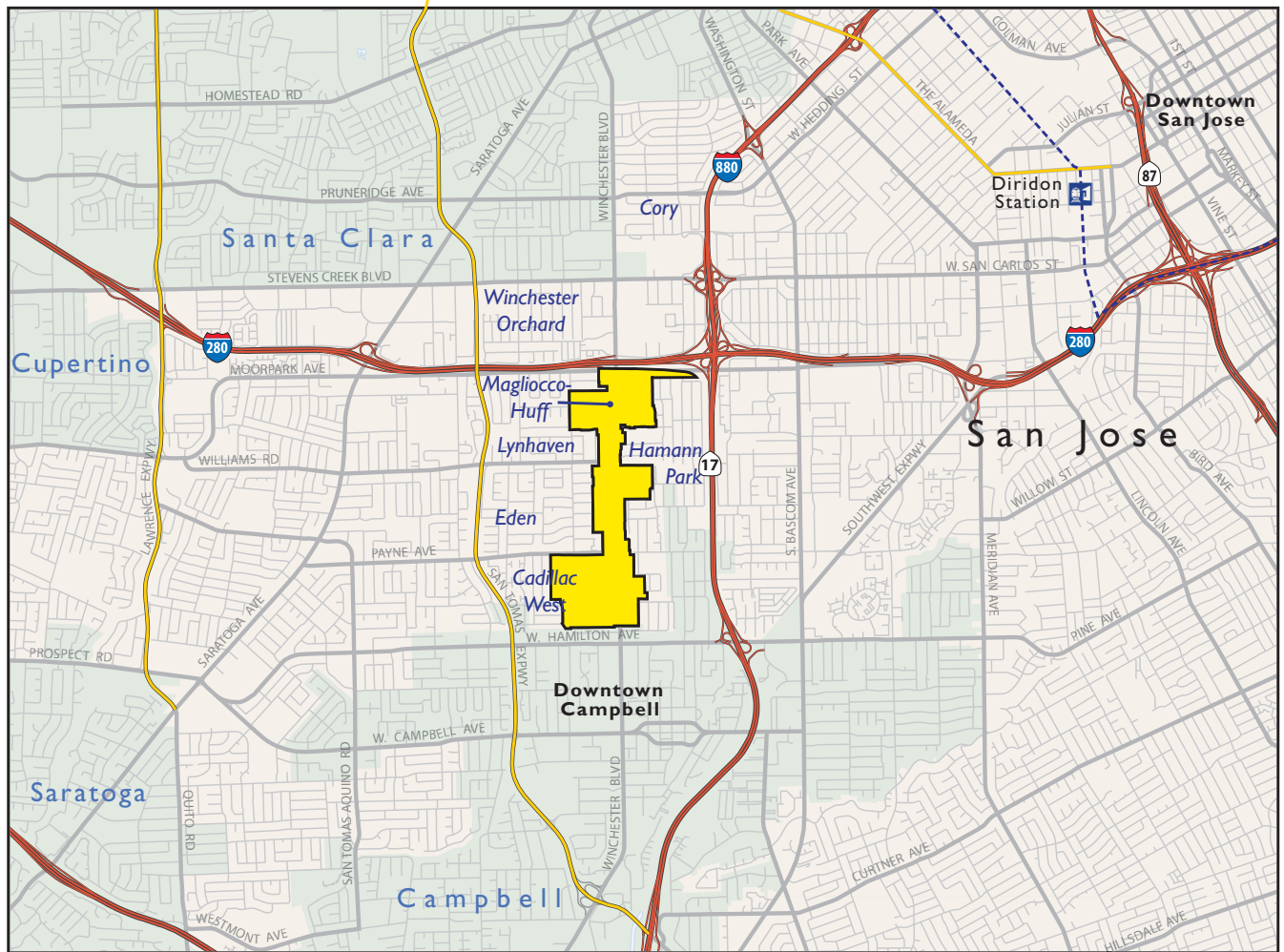
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Winchester Boulevard is a 1.5-mile corridor located in West San José, parallel to Interstate 880 and California State Route 17 (SR17) to the east and San Tomas Expressway to the west. This Urban Village extends from Interstate 280 in the north to Impala Drive to the south. It provides a range of commercial services, retail, restaurant, and residential uses, and is a connection to several regional destinations: The Winchester Mystery House, Santana Row and the Westfield Valley Fair shopping center to the north, and Downtown Campbell to the south. The Village is in close proximity a future express bus service along Stevens Creek Boulevard (Bus Rote 523), and a potential future Bus Rapid Transit (BRT) line along Stevens Creek Boulevard. The neighborhoods surrounding this Urban Village are predominantly single-family detached residences, while residential uses within the Urban Village are predominantly multi-family.

Within this Urban Village are several opportunities for new and intensified residential and commercial development. The Urban Village planning process also presents an opportunity for establishing circulation and urban design frameworks that will transform the area into a vibrant, walkable and bikeable village. Together, these efforts will ensure that new uses are integrated with existing uses and that Winchester Boulevard becomes the urban corridor that the community has envisioned.

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FIGURE 1-1: REGIONAL AND NEIGHBORHOOD MAP



 Urban Village



## 1.1 Planning Process

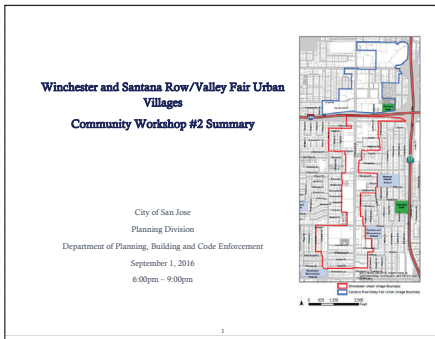
The planning process for the Winchester Urban Village is supported by a Priority Development Area Planning Grant awarded to the City of San José by the Metropolitan Transportation Commission (MTC) in November 2014. The village planning process was conducted by the City's Urban Village staff and included close coordination with the Santana Row/Valley Fair Urban Village planning process.

### 1.1-1 WORKSHOP 1 SUMMARY

The first Winchester Urban Village workshop was held on June 25, 2015 at the Castlemont Elementary School. It was attended by over 160 participants, including residents, property owners, and local business owners from the surrounding Winchester Boulevard neighborhoods. The purpose of this workshop was threefold:

- to understand the participants' perceptions of the existing assets and opportunities within the Urban Village
- to discuss a future vision for the neighborhood
- to discuss how new development can be best integrated within the larger area

The participants engaged in an image visioning. They also engaged in a Lego exercise where each group was given a number of Lego pieces that represented the housing and jobs growth as outlined in the Envision San José 2040 General Plan. Participants were asked to place the Legos on a large aerial map of the study area to indicate the location and relative heights of new development.



## 1.1-2 WORKSHOP 2 SUMMARY

### *Combined Winchester and Santana Row/Valley Fair Urban Villages*

On September 1, 2016, a combined second workshop for both the Winchester Boulevard and Santana Row/Valley Fair Urban Villages was held at the International Christian Center and was attended by 160 community members. With the information gathered from the first community workshops for each Urban Village and at the regular Winchester Corridor Advisory Group meetings, staff developed and presented land use maps, urban design principles and conceptual streetscape designs.

Participants of the workshop sat at tables of six to eight. At each table were printouts of the following materials: Streetscape, Open Space, and Connectivity Diagram, Map of Region, Aerial of Planning Area with Photos, Grand Boulevard, Main Street, both Pedestrian Network Improvement Boards, Santana Row-Valley Fair Case Study, Winchester Boulevard Case Study, and Draft Land Use Diagrams. Following a presentation, participants had the opportunity to explain their preferences and priorities for the future of the Village during a series of group discussions and activities about the design options presented. Feedback gathered at this workshop was used to inform the Plan's goals, policies, and guidelines.

## 1.1-3 WORKSHOP 3 (OPEN HOUSE) SUMMARY

The workshop will be held on March 30, 2017.



## 1.1-4 INTERGOVERNMENTAL COORDINATION MEETINGS SUMMARY

### ***West San José Intergovernmental Planning Coordination Meetings***

The first West San José Intergovernmental Planning Coordination Meeting was held on March 1, 2016. Representatives from Association of Bay Area Governments (ABAG), Santa Clara Valley Transit Authority (VTA), Caltrans, Santa Clara County, and the cities of Santa Clara, Campbell, Cupertino, and San José were invited. With the exception of Caltrans, all invited agencies were represented. The purpose of the meeting was to share motivations and current work and to coordinate future collaboration surrounding the Urban Villages. After the meeting, government agencies better understood the motivations and work efforts of their partner agencies, leaving them better positioned to effectively coordinate on future work.

### ***West San José Coordination Meetings***

The West San José Coordination Meetings between the City of San José and VTA have been ongoing. To date there have been three meetings—one in June 2016 and two in May 2016. These meetings helped align and coordinate programs and projects to advance mutual goals of the City of San José and VTA. The outcomes of these meetings helped staff become more aware of top transportation-focused issues, the existing conditions, and develop and implement plans and policies to address these issues.

### ***Other Intergovernmental Meetings***

In addition to the intergovernmental meetings listed above, the following intergovernmental coordination has also occurred with VTA leading these initiatives: Tri-Villages Land Use & Transportation Briefing at VTA Committees, VTA Next Network Retreat, VTA I-280 Corridor and I-280 Winchester Studies Discussion.

## 1.1-5 TECHNICAL ADVISORY COMMITTEE MEETINGS (TAC)

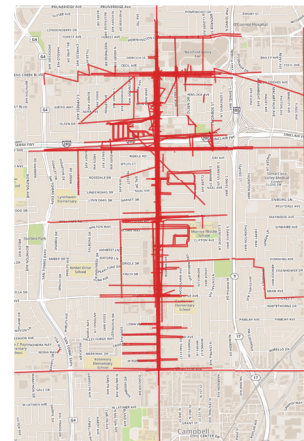
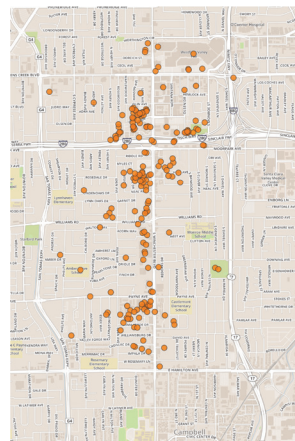
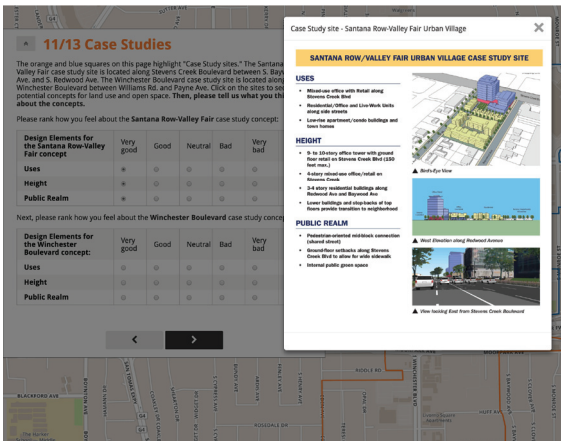
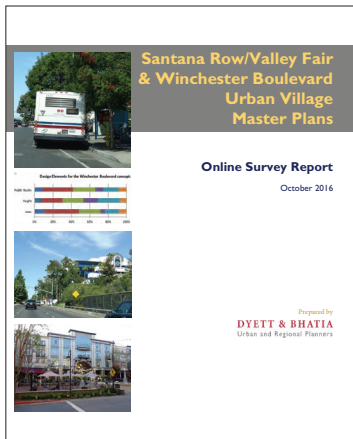
This committee included representatives from various city departments and met every two months to have interdepartmental coordination regarding various Urban Village planning matters and to make decisions as a group.

### Joint Stevens Creek Advisory Group (SCAG) and Winchester Corridor Advisory Group (WAG) meeting

A joint meeting of these two advisory groups took place on October 13, 2016. The purpose of the meeting was to provide a forum for SCAG and WAG members to exchange information. There were 15 community members in attendance along with staff the City of San José Transportation and Planning Division. During the meeting, the SCAG and WAG co-chairs gave updates on the status of their respective Urban Village planning process. The advisory group members also discussed lessons learned, guiding principles/big ideas for each Urban Village area, and the goals for each Urban Village.

### Interactive On-line Engagement

The City conducted an on-line engagement survey that was open for public feedback from August 31, 2016 to October 2, 2016. The survey had 372 participants. The survey was part of the public outreach process, to gather opinions and feedback on draft proposals related to various urban design topics, including building heights, streetscapes, public art, and land use. Respondents were able to answer survey questions on a map-based platform while referring to and interacting with a map of the area. Respondents were able to “mark-up” the map by placing pins, drawing lines, and locating and identifying places of interest. At the close of the survey period, Staff prepared a report summarizing the key themes, including most and least favorite places, street improvements, open space and public realm, public art and activities, and land use, building design, and heights. These results further informed the contents of the Plan.



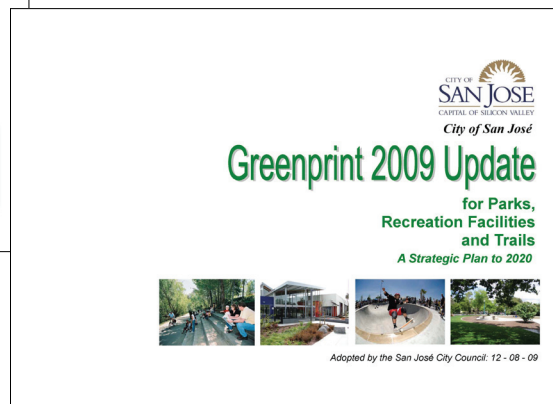
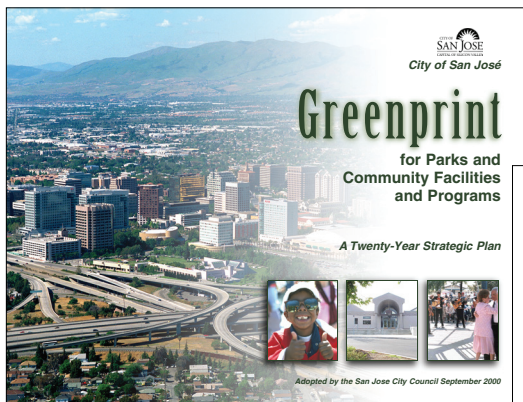
### **City Council Sponsored Outreach**

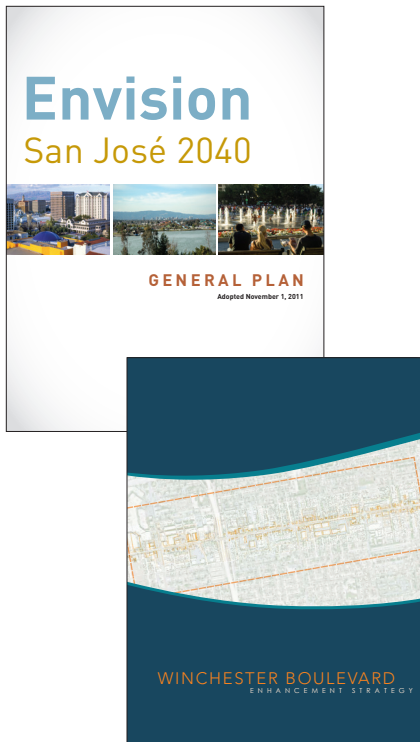
The District 1 Transportation Forum took place on August 20th, 2016 at Mitty High School. The purpose of this forum was to highlight the collaboration taking place among regional agencies and the City, educate attendees on the connection between land use decisions and transportation, and discuss infrastructure improvements being planned at the regional, state, and local level. There were 150 attendees at the forum, which included many elected officials and panelists from different organizations such as TransForm, Association of Bay Area Governments (ABAG), SPUR, Uber, San José Mercury News, San José Transportation Department, San José Planning Department, Silicon Valley Bicycle Coalition, and Santa Clara Valley Transportation Authority (VTA). Attendees gained a better understanding of the regional collaboration taking place, the impact that land use decisions have on transportation, as well as information on the regional, state, and local infrastructure improvements.

## **1.2 Relationship to Other Plans and Policies**

### **Greenprint**

The Greenprint is a long-term strategic plan that guides the future expansion of San José's parks, recreation facilities, and community services. The City is undertaking a major update of its existing Greenprint and is expected to complete the process in early 2018. As a result, Greenprint may have additional recommendations for the future of parks and recreational amenities for this area.





### **General Plan**

A major strategy of the Envision San José 2040 General Plan is to transform strategically identified Growth Areas into higher-density, mixed-use, urban districts or “Urban Villages”, which can accommodate employment and housing growth and reduce the environmental impacts of that growth by promoting transit use, bicycle facilities and walkability. Winchester Urban Village, one of the 70 Urban Villages in San José, is intended to accommodate 2,000 new jobs and 2,200 new housing units by 20140.

### **Winchester Corridor Enhancement Strategy**

In March 2010, the San José Redevelopment Agency published the Winchester Boulevard Enhancement Strategy. This study was used as a baseline reference for the community’s desire for the Winchester Boulevard in preparing this Urban Village Plan.

### **Housing Policies**

The City of San José is currently working on various displacement and affordable housing policies at the Citywide level and for this reason these policies are not mentioned in this document.

## **1.3 Changes to the Urban Village Boundary**

The Envision San José 2040 General Plan allows for minor modifications to Urban Village Area Boundaries through the Urban Village Plan process, provided those modifications reflect existing or planned development patterns or other physical or functional characteristics of the area.

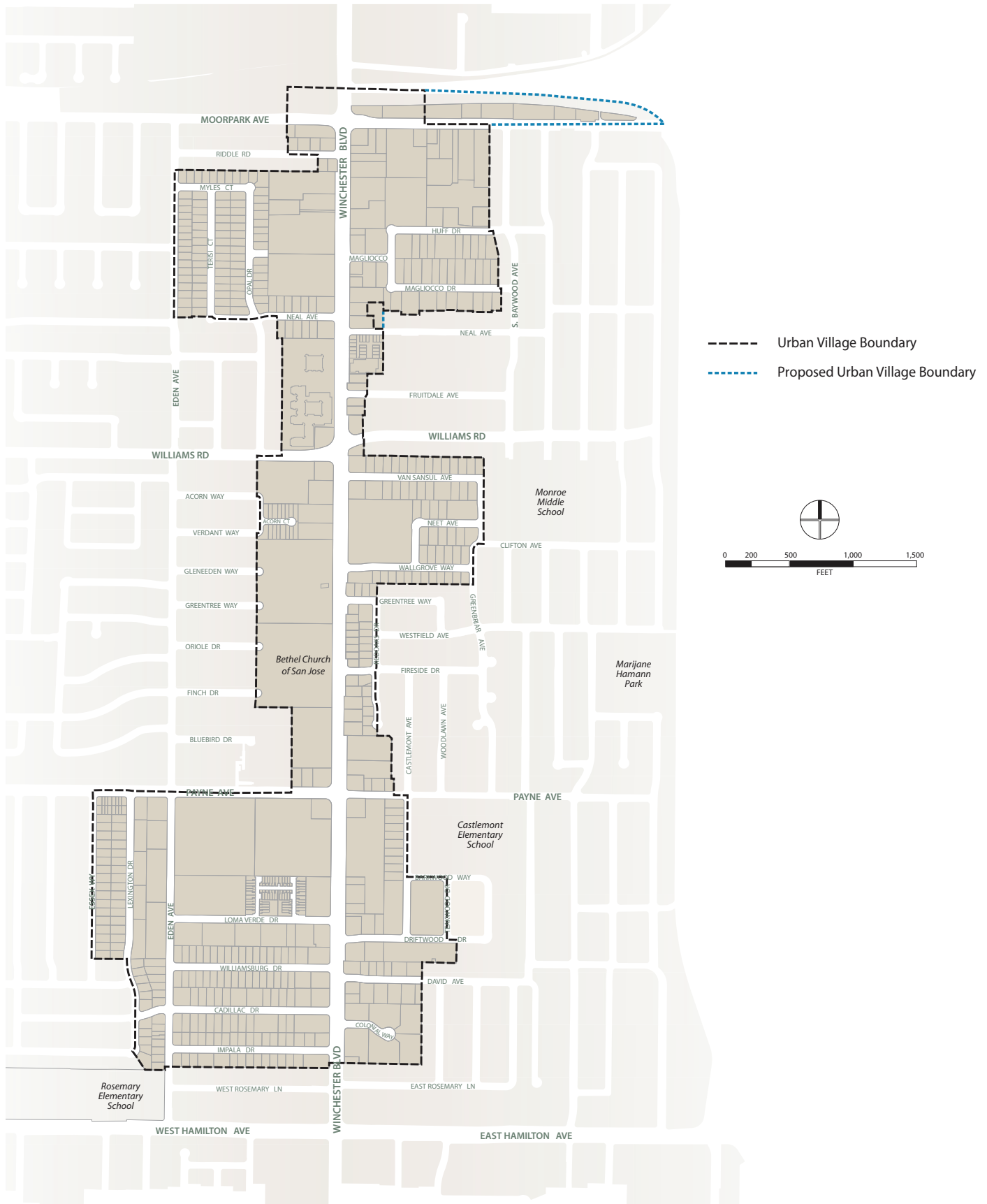
The Winchester Boulevard Urban Village boundary was changed from the area designated in the General Plan based on the feedback received from the community during three workshops and meetings with community stakeholders. There were two changes to the boundary:

- an area totaling 3.6 acres north of Moorpark Avenue, added because of its proximity to I-280 and SR 17; and
- a 0.5-acre parcel on Neal Avenue east of Winchester Boulevard; added to make it easier for potential new development at this location.

The proposed changes, which add a total of 4.1 acres, is shown on the following page in Figure 1-2.



FIGURE 1-2: PROPOSED MODIFICATIONS TO URBAN VILLAGE BOUNDARIES



## 1.4 Document Organization

The chapters in this Plan variously include goals, development standards, policies, guidelines, and action items that are designed to achieve the shared community vision for the Winchester Urban Village. As the land use, transportation planning, and urban design efforts were coordinated, the Plan's urban design standards and guidelines are coordinated with the land use, circulation, and streetscape guidelines to guide all private and public investment in the Urban Village. The document is organized into the following main chapters:

### ***Chapter 1: Introduction***

Describes the planning area and the Plan purpose, provides an overview of the planning process, and outlines the organization of the Plan document.

### ***Chapter 2: Vision***

Conveys the shared community vision for Winchester Urban Village.

### ***Chapter 3: Land Use***

Describes planned growth and identifies land use designations, land use goals, and policies for the Urban Village.

### ***Chapter 4: Parks, Plazas and Placemaking***

Identifies goals, policies, guidelines, action items, and potential locations for new publicly accessible open space. This chapter also outlines strategies for incorporating plazas, pocket parks, paseos, parklets, and public art into the Urban Village.

### ***Chapter 5: Urban Design***

Describes the Village's overall Urban Design Framework, and identifies goals, development standards, and design guidelines that will help public and private development realize this framework.

### ***Chapter 6: Circulation and Streetscape***

Addresses the top transportation issues in the community identified during the planning process by creating a framework that further develops a transportation network comprised of safe, comfortable, convenient, and attractive routes for people of all ages, abilities, and walks of life— including those who walk, bike, take transit, and drive. It has goals, policies, guidelines, and action items to improve pedestrian, bike, and transit facilities.

**Chapter 7: Implementation and Financing**

Outlines implementation and financing strategies to fund the development of identified amenities, infrastructure, and public needs.

**Appendices A, B and C**

References for bikeway classifications, roadway classifications, and recommended trees.

**Glossary**

Defines the terms and abbreviations used in this Plan.

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