PC AGENDA: 5-10-17
ITEM: 9.a.

CITY OF SAN JOSE
CAPITAL OF SILICON VALLEY

PLANNING COMISSION STAFF REPORT

Projects	Winchester Boulevard (Winchester) Urban Village and Santana Row/Valley Fair (SRVF) Urban Village
File No.	**General Plan Amendment GP17-008:** The Winchester and SRVF Urban Village Plans include modifications to the Urban Village boundaries, and changes to General Plan land use designations on properties within the boundaries of these Plans as shown on the land use maps.
General Plan Designated Jobs and Housing Capacity	**Winchester Urban Village** • Jobs Capacity: 2,000 new jobs (roughly 600,000 square feet of net new commercial space) • Housing Capacity: 2,200 new units **SRVF Urban Village** • Jobs Capacity: 8,500 new jobs (roughly 2,550,000 square feet of net new commercial space) • Housing Capacity: 2,635 new units
Location	**Winchester Urban Village** Boundary extends from I-280 in the north to Impala Drive to the south. **SRVF Urban Village** Bounded by Forest Avenue to the north, South Monroe Street to the east, Tisch Way to the south, and South Winchester Boulevard to the west.
Planning Process	**Winchester Urban Village:** 2015-2017 **SRVF Urban Village:** 2013-2017
General Plan Horizon	**Both Urban Villages:** 3
Council District	**Winchester Urban Village:** 1 **SRVF Urban Village:** 1 and 6
Historic Resource	**Winchester Urban Village:** none **SRVF Urban Village:** Winchester Mystery House
CEQA:	**Both Urban Villages:** Determination of Consistency with the Final Program Environmental Impact Report (EIR) for the Envision San José 2040 General Plan (Resolution No. 76041) and the Envision San José 2040 General Plan Supplemental Environmental Impact Report (Resolution No. 77617).

RECOMMENDATION

Planning staff recommends that the Planning Commission recommend to the City Council all of the following actions:

- Consider the Determination of Consistency with the Final Program EIR for the Envision San José 2040 General Plan (Resolution No. 76041) and the Envision San José 2040 General Plan Supplemental Environmental Impact Report (Resolution 77617) in accordance with CEQA.

- Adoption of General Plan Amendment (GP17-008) including modifications to the Winchester and Santana Row/Valley Fair Urban Village boundaries and changes to General Plan land use designations on properties within the boundaries of these Urban Village Plan areas as shown on the land use maps; and
- Adoption of the Winchester Boulevard and Santana Row/Valley Fair Urban Village Plans as the guiding policy documents for new development and identified public improvements within these Urban Villages.

PROJECT DESCRIPTION

The proposed Winchester Boulevard (Winchester) and Santana Row/Valley Fair (SRVF) Urban Village Plans (Plans) were prepared by the City with community input to provide a policy framework to guide new job and housing growth within these Urban Village boundaries and to guide the preservation of existing neighborhoods. These Plans will also guide the characteristics of future development, including buildings, parks, plazas, public art, streetscape, and circulation within both these Plan areas. Each Plan supports the identified growth capacity for the Urban Villages in the Envision San José 2040 General Plan, providing the capacity for development of 2,200 new dwelling units and 2,000 new jobs (roughly 600,000 square feet of commercials space) in the Winchester Urban Village and 2,635 new dwelling units and 8,500 new jobs (roughly 2,550,000 square feet of commercials space) in SRVF Urban Village.

The planning process for these Urban Villages was combined as it was a desire from the community to plan them together. While these two Urban Villages are both located along the Winchester Boulevard corridor, they differ in that the SRVF Urban Village is planned to be more intense with higher building heights (up to 150 feet fronting Winchester and Stevens Creek Boulevards), while Winchester Boulevard has less density and lower building heights (up to 85 feet fronting Winchester Boulevard).

ADOPTION OF THE URBAN VILLAGE PLANS

The adoption of these Plans will allow development projects to move forward with entitlements that are consistent with the goals, policies, standards, guidelines, action items and implementation strategies identified in each of the Urban Village Plans.

General Plan Amendment: Urban Village Commercial Land Use Designation

Prior to the adoption and implementation of both of the proposed Urban Village plans, the Council must adopt an amendment to the General Plan creating the "Urban Village Commercial" Land Use designation so that the policies in both the Urban Village plans will be consistent with the General Plan. That amendment to the General Plan is being recommended by staff as a separate item from the consideration of the adoption of these two new urban village plans.

Residential Entitlements: Horizon 3 and Residential Pool

The Envision San José 2040 General Plan identifies specific Growth Areas with a defined development capacity for each area, and places each Growth Area into one of three Horizons for the phasing of residential development. The Winchester and SRVF Urban Villages are included in Horizon 3. At this time, only Horizon 1 Growth Areas are available for residential development when the Growth Area has an approved Urban Village Plan. Completing Urban Village plans for Growth Areas in the current Horizon 1 is a priority of the General Plan and will further implement the Urban Village Strategy of the General Plan. Residential and mixed-use projects in Horizon 3 Urban Villages must wait until the Horizon 3 capacity becomes available in order for entitlements or to move forward or, in the alternative, they may develop residential using the residential pool capacity of 5,000 units that are allocated in Urban Village areas with

approved Urban Village Plans by applying as a "residential pool project" that requires the approval of the City Council. The planning process for these Urban Villages began sooner than their Horizon became open by City Council because of the development activities in these areas and also because the City received a Priority Development Area Grant from the Metropolitan Transportation Commission (MTC).

Signature Projects

Both proposed Plans include a pipeline policy for Signature Projects (as defined in the General Plan) for such projects that have applied for land use permits before the adoption of these Plans. Such Signature Projects may continue to move forward and will not be required to be in conformance with the Urban Village Plans. Currently, there is one Signature Project on file in the SRVF Urban Village: File Nos. PDC15-065 and PD15-059, known as Volar and located at 350 South Winchester Boulevard.

Implementation Chapters

At this time, both proposed Plans include an Implementation Chapter that outlines the existing mechanisms for funding public improvements and the community priorities for Urban Village amenities for implementation of these two Urban Villages. These chapters in both Plans include action items to study additional mechanisms for implementation of Urban Village amenities.

West San José Area Development Policy (WSJ ADP)

Currently, new developments within the Winchester and SRVF Urban Village areas are required to prepare traffic analysis on a project by project basis to comply with the City Council Transportation Impact Policy (Policy 5-3) and the I-280/Winchester Boulevard Transportation Development Policy (280/Winchester Transportation Development Policy (TDP)) in conformance with California Environmental Quality Act (CEQA). The I-280/Winchester TDP requires the payment of a Traffic Impact Fee (TIF) by new development to pay for construction of a northbound off-ramp from I-280 to Winchester Boulevard.

New developments that are required to prepare a traffic impact analysis and identify traffic impacts in conformance with Council Policy 5-3 and the I-280/Winchester TDP are required to mitigate traffic impacts in accordance with Council Policy 5-3 and the I-280/Winchester TDP.

The City is currently developing a West San José Area Development Policy (WSJ ADP) that would provide project-level environmental clearance within the SRVF, Winchester, Stevens Creek, West San Carlos, and South Bascom Urban Villages. The WSJ ADP that is currently being drafted would provide CEQA clearance for individual projects that are consistent with the land uses identified in the West San José Urban Village Environmental Impact Report (EIR) for traffic, noise, and air quality. The WSJ ADP is intended to streamline and expedite development environmental clearance and planning approval, and is anticipated to be considered by the City Council by June 2018.

BACKGROUND

Urban Village Locations *(Figure 1)*

Winchester Urban Village: Winchester Urban Village 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.

SRVF Urban Village: The Santana Row/Valley Fair Urban Village is located in western San José generally at the 280/880 Highway interchange. It is bounded by Forest Avenue to the north,

South Monroe Street to the east, Tisch Way to the south, and one block west of South Winchester Boulevard to the west.

Planning Process: The planning process for the Winchester and SRVF Urban Villages were 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 Urban Village planning processes were conducted by the City's Urban Village staff. The planning process for Winchester and SRVF Urban Villages embodied the community values and goals articulated through an extensive and meaningful community based planning process. Planning staff engaged community stakeholders to identify community issues, challenges, and opportunities that guided and informed the development of these Urban Village Plans.

Community Engagement: The process included three community workshops, which were held in March 2013 (SRVF only), June 2015 (Winchester only), September 2016 (joint Winchester and SRVF), and March 2017 (joint Winchester and SRVF). All neighborhood residents, property owners, business owners, and other interested individuals were invited to participate and provide input on the formation of these Plans. Planning staff also worked closely with the Winchester Corridor Advisory Group (WAG) over 23 meetings and one joint meeting with the Stevens Creek Advisory Group (SCAG). The City conducted an on-line engagement survey that was open for public feedback from August to October 2016.

Interdepartmental and External Government Coordination: The preparation of the Winchester and SRVF Plans were coordinated with a variety of City departments and outside City agencies and organizations. The participating City departments included the Departments of Parks, Recreation and Neighborhood Services, Cultural Affairs, Transportation, Public Works, and Environmental Services, and the outside City agencies and organizations included SPUR (San Francisco Bay Area Planning and Urban Research Association, a member-supported nonprofit organization with a location in San José), and the Santa Clara Valley Transportation Authority (VTA). The City also engaged planning and public works staff from cities of Santa Clara, Campbell and County of Santa Clara.

The Role of the Winchester and SRVF Urban Villages within the City of San José and the region: The Winchester and SRVF Urban Villages are situated in strategic locations within San José. The City of Santa Clara is located immediately north, the City of Cupertino is located

down Stevens Creek Boulevard to the west, and the City of Campbell is located immediately south. All three of the cities house high tech jobs. As a result, these villages have a great potential to draw visitors from all three adjacent cities and is in an ideal location for people who want to live and work in an urban environment that has access to all these major cities and amenities.

The land use densities proposed in these Plans support anticipated growth. The Plans would add more residential housing in denser development, and make this area more attractive to businesses, which will add to the sales tax base for the City and give more life and visible activities to these Urban Villages during the day and night. In addition, these Plans encourage well-designed dense multifamily housing units to make them desirable places to live for new skilled workers who desire to live in urban settings, as well as for employers who want to locate in areas where they can find talented workers. These Plans also encourage employers to locate in these Urban Villages, near a diverse population, and internalizing traffic.

PURPOSE OF THE URBAN VILLAGE PLAN

These Plans include goals, policies, standards, guidelines and action items to guide new development and private and public investment to achieve the visions of these Urban Villages consistent with the Urban Village Strategy outlined in the Envision San José 2040 General Plan.

Urban Village Plans Summary

These Urban Village Plans each include seven chapters, as follows:

1. Introduction Chapters: Describe the contexts and the boundaries of Urban Villages and the planning process to create these Plans. They also outline the content of each chapter.
2. Vision Chapters: Provide vision statements identified by the community for the future of these Urban Villages and the guiding principles that were the essence of creating these Urban Village Plans.
3. Land Use Chapters: Identifies the location, type, and intensities of employment, mixed-use residential and public open space throughout the Urban Villages. The land use designations applied in these two Urban Villages are based on those contained in the Envision San José 2040 General Plan, but modified to fit each Urban Village context and its growth capacity assigned by the General Plan.

   A primary objective of these Urban Village Plans is to retain the existing amount of commercial space within the boundaries of the Urban Villages and increase the commercial activity and employment opportunities. The Plans support commercial uses that are small or mid–sized in scale, and that serve the immediately surrounding neighborhoods, as well as larger office development that could serve a larger area. Both Plans support medium to high density residential uses in areas identified on the land use diagram for each Urban Village *(Figure 2)*.
4. Parks, Plaza and Placemaking: Theses Chapters are divided into two sections: 1) Parks and Plazas and 2) Placemaking. The small and shallow parcels in SRVF Urban Village constraint the amount of open spaces that can be provided through the development of any one site. Also, as Santana Park, a traditional park, exists in this Urban Village, urban style privately-owned and publicly accessible parks and plazas on smaller parcels are more appropriate.

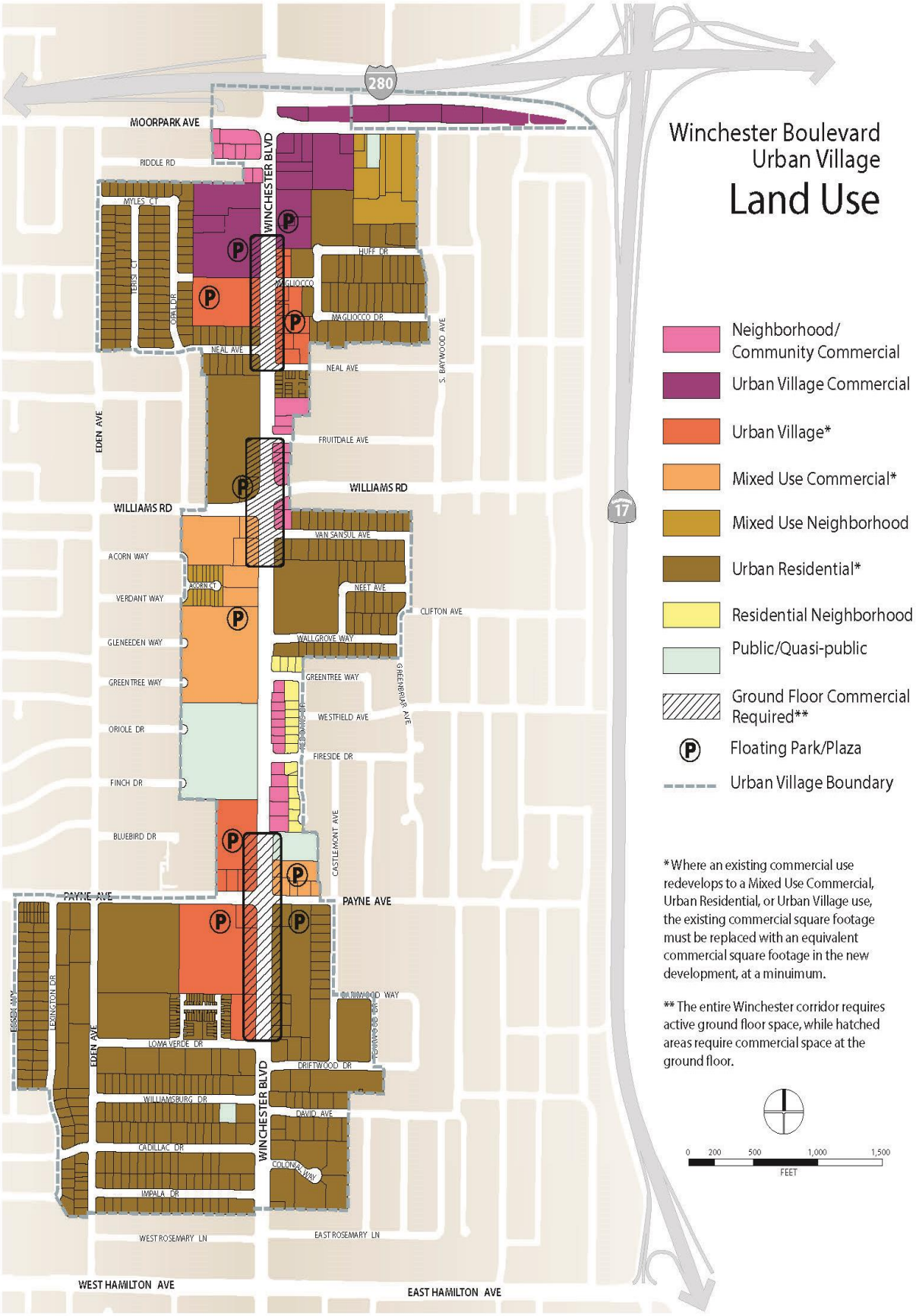


Figure 1: Land Use Maps

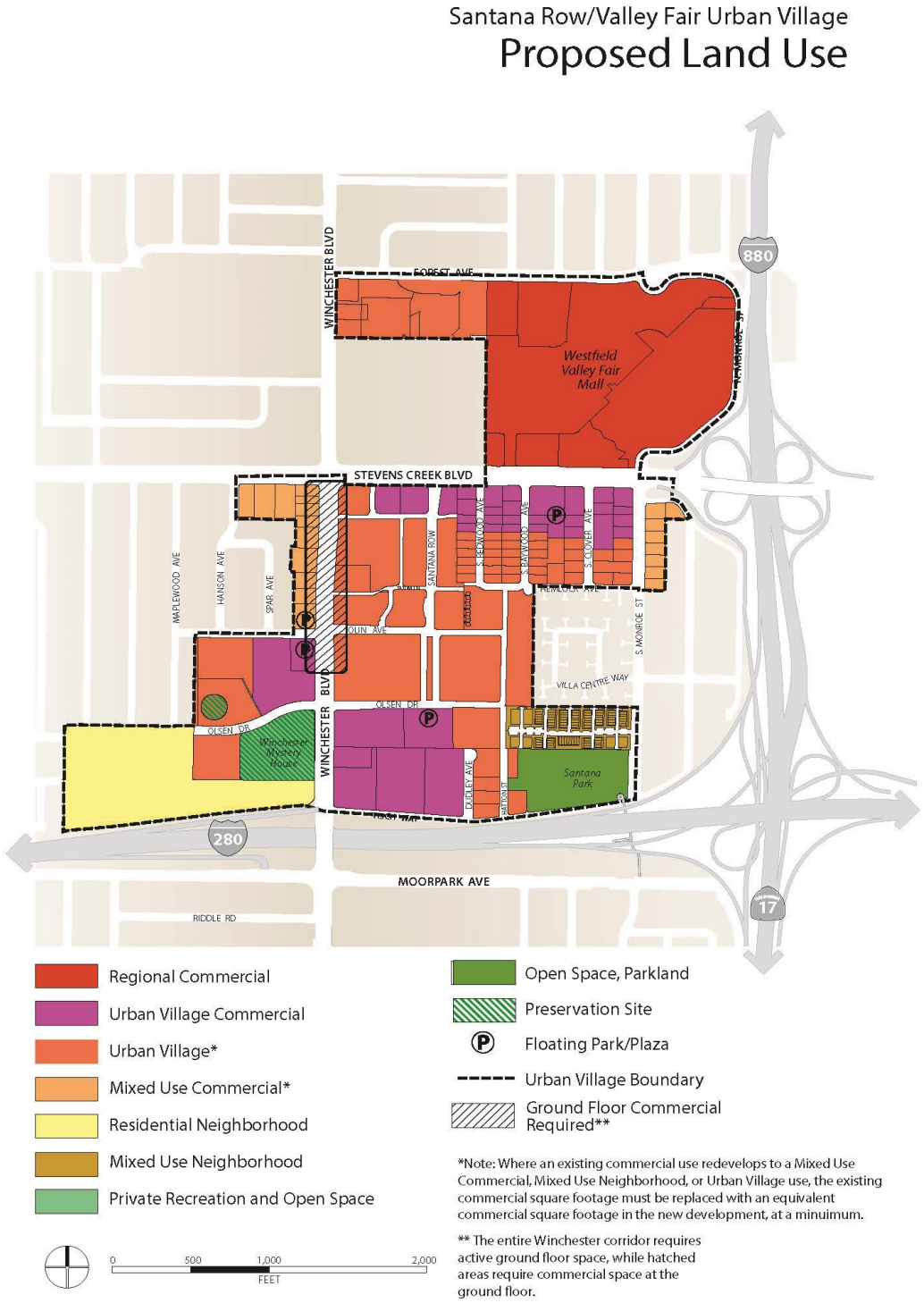


Figure 2: Land Use Maps

As such, the SRVF Urban Village Plan suggests a web of parks that are logically connected by pedestrian and bicycle paths.

For the Winchester Urban Village, privately-owned and public-accessible parks and plazas are suggested as part of new development.

Both Plans also suggest connecting the parks and plazas together like a necklace via parks and paseos. Public art and placemaking is incorporated into new commercial and residential development, transit stations, plazas, the public right away, and the median to further a sense of place through both of the Village Plans *(Figure 3).*

Figure 3: Open Space Diagrams

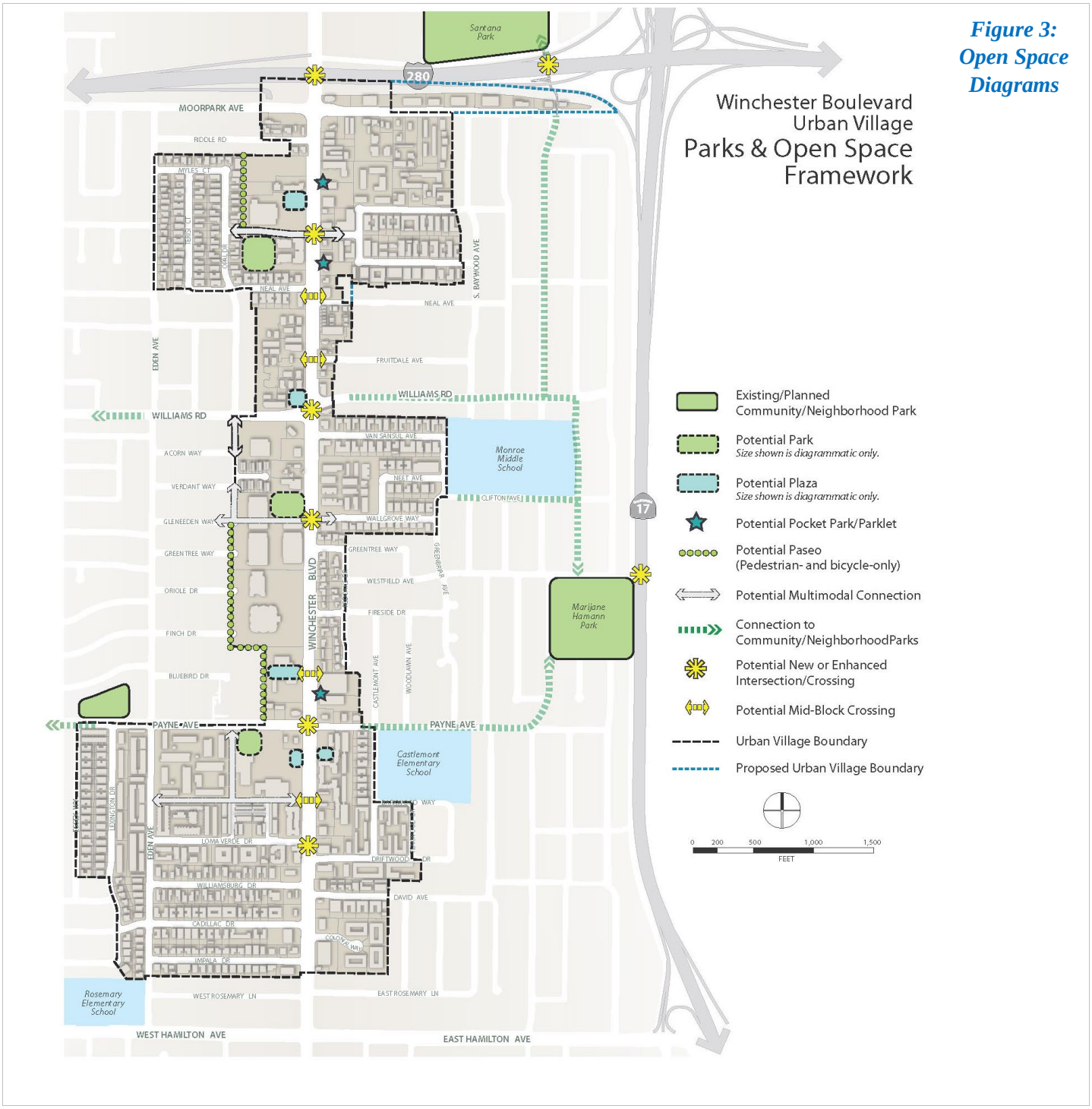


Figure 3: Open Space Diagrams

5. <u>Urban Design</u>

The Urban Design Chapters are based on the following five overarching frameworks: 1) A cohesive and pedestrian-oriented village; 2) Quality building design; 3) Compatibility of building height, placement and scale; 4) Accessibility through paseos and pathways; and, 5) Sustainability. Each of the five frameworks has goals, policies, standards, design guidelines and/or action items to provide a more interconnected pedestrian circulation system, create a more inviting ground floor interface, integrate new buildings with the existing neighborhood, ensure that new buildings have context sensitive architecture and building massing and finally improve the sustainability of new development and reduce the impacts to the existing resources *(Figure 4)*.

Figure 4: Height Diagrams

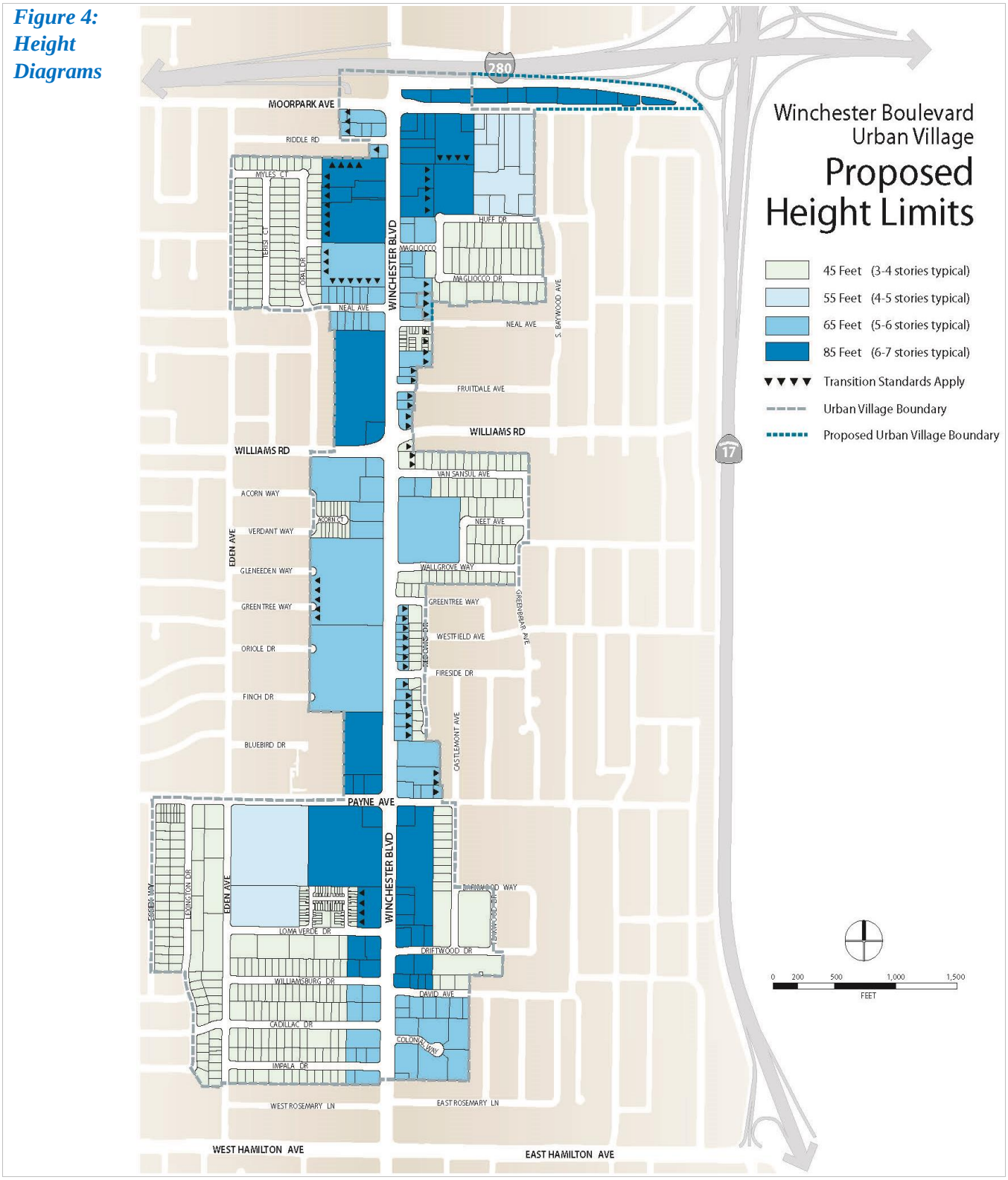
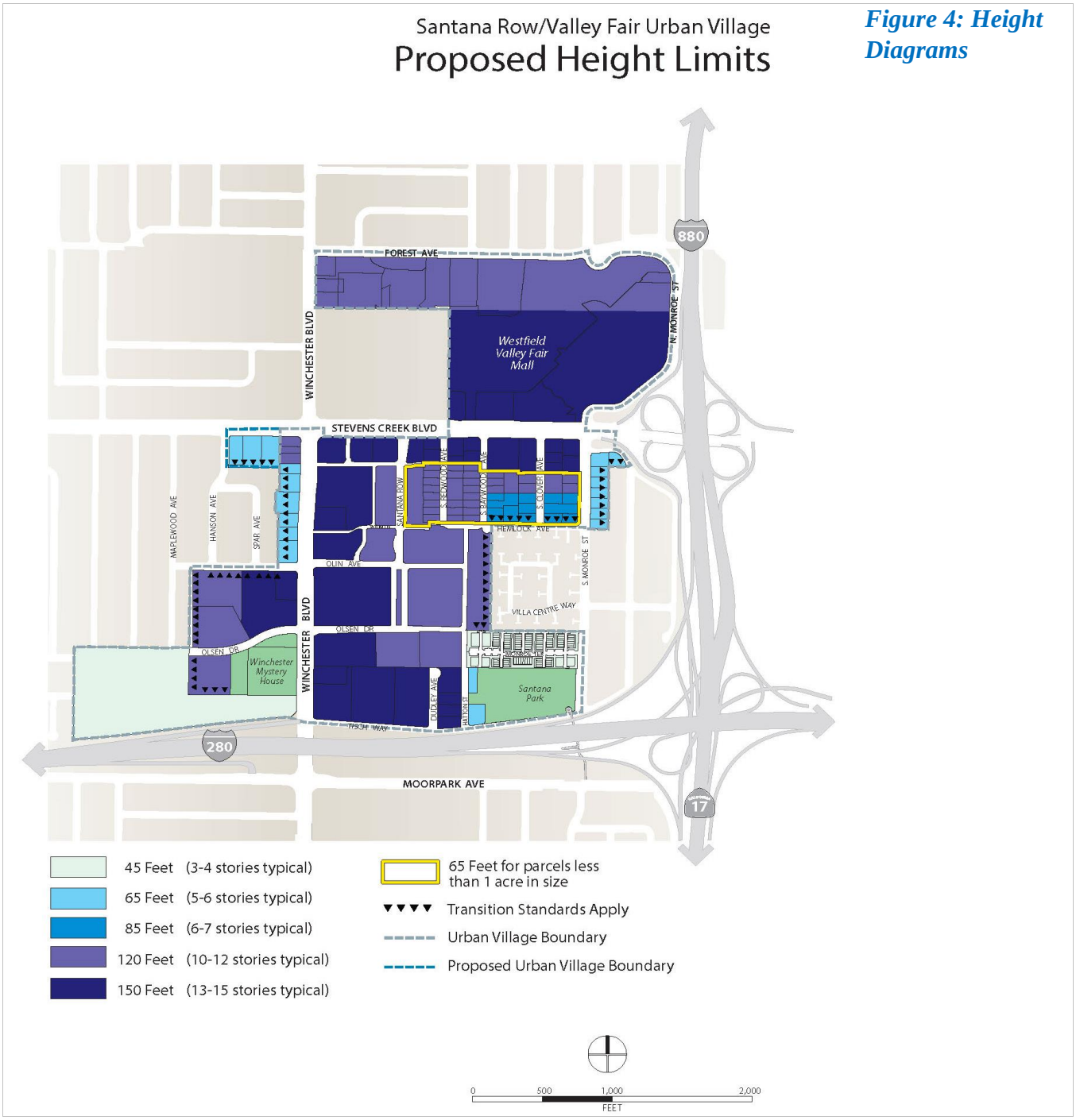


Figure 4: Height Diagrams



6. Streetscape and Circulation Chapters

   In these chapters, the Urban Villages are envisioned as pedestrian-friendly environments with short blocks, wide sidewalks, trees, and a variety of destinations that makes it a great place to walk, bike or take public transit. These Plans build upon the existing assets and identifies additional improvements and design elements within the public right-of-way that will help these Urban Villages connect to and integrate with adjacent neighborhoods and become even better places *(Figure 5)*.

7. Implementation Chapters

   The Implementation Chapter of these Urban Villages details the existing funding mechanisms available for implementing the public improvements and includes action items

to study other funding mechanism to implement the Urban Village amenities as prioritized by the community which are listed in these Chapters. This Chapter will require updating as the City determines the most effective mechanisms by which to implement funding for the urban village amenities and improvements.

Figure 5: **Pedestrian and Bike**

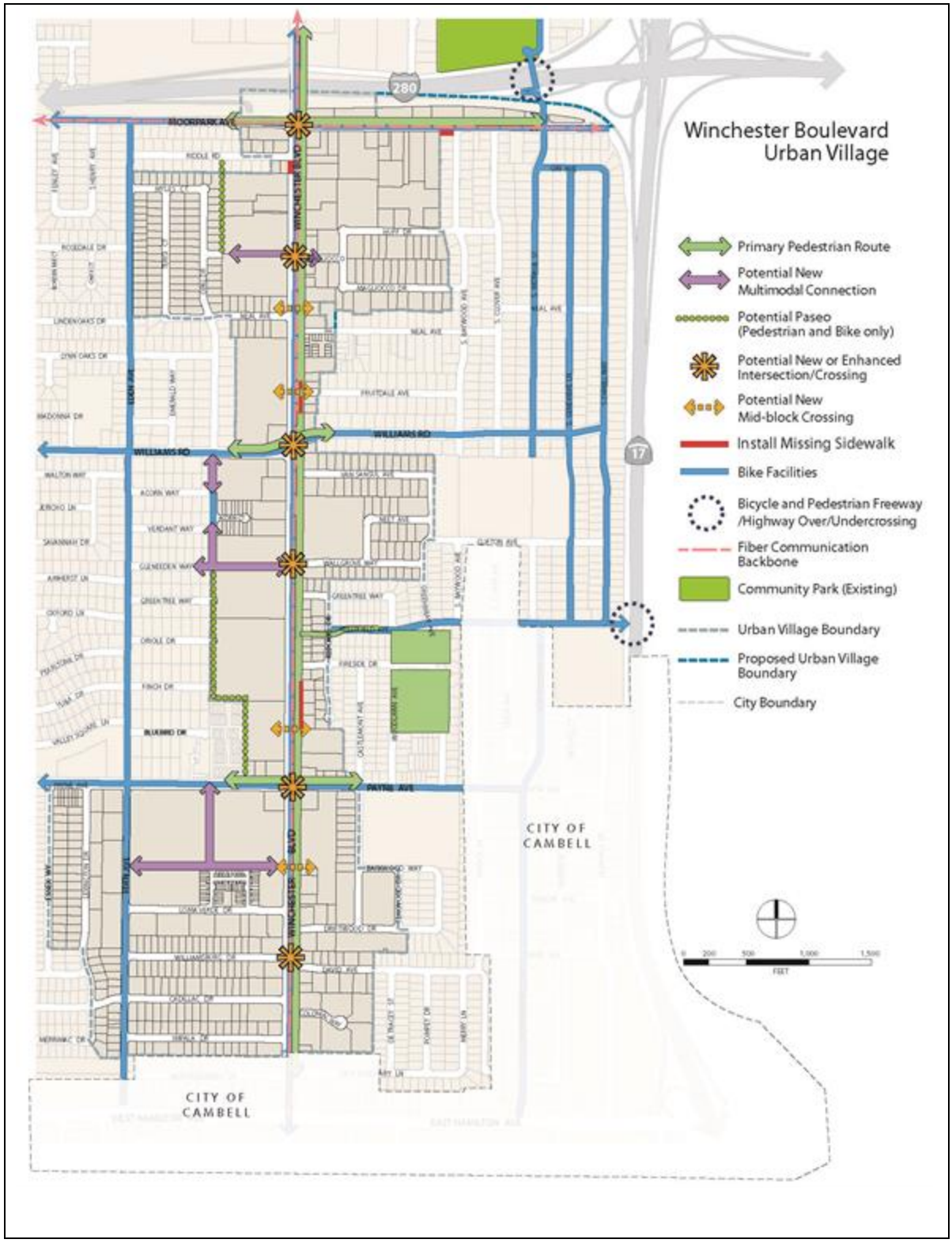


Figure 5: **Pedestrian and Bike**

ANALYSIS

The proposed Urban Village Plan was analyzed with respect to: 1) conformance with the Envision San José 2040 General Plan; and 2) conformance with the California Environmental Quality Act (CEQA).

General Plan Amendment

As noted previously, prior to the adoption and implementation of both of the proposed Urban Village plans, the Council must adopt an amendment to the General Plan creating the "Urban Village Commercial" Land Use designation so that the policies in both the Urban Village plans will be consistent with the General Plan. That amendment to the General Plan is being recommended by staff as a separate item from the consideration of the adoption of these two new Urban Village plans. With the exception of the proposed change in land use designation, the two new Urban Village plans are consistent with and further the goals of the General Plan as follows:

General Plan Text

Urban Village Boundaries and Land Uses: Identify potential adjustments to the identified Urban Village Boundaries and potential modifications to the Land Use / Transportation Diagram as necessary to best utilize existing land use growth capacity, address neighborhood context, and promote economic development through the identification of optimal sites for retail and other employment uses. Provide adequate job growth capacity for retail, office and other employment uses to accommodate both the existing levels of activity plus the planned amount of growth for each job type category. Identify and designate existing land uses within the Urban Village Area boundaries, if any, which should be retained rather than made available for redevelopment.

Analysis: In accordance with authority granted in the General Plan, both these Plans are making changes to the boundaries of these Urban Villages as identified in the General Plan because of the comments received from the community and to better facilitate future developments (refer to Figure 6 of this document) and also makes changes to the General Plan land use designations for the parcels in these Urban Villages to accommodate the General Plan's planned jobs and housing capacity for these Urban Villages and created a mixed-use, compact and bike-, pedestrian- and transit-friendly environment (refer to Figure 1 of this document.)

General Plan Consistency

The following describes this Plan's consistency with the San José 2040 General Plan Major Strategies and Policies:

Major Strategy # 5 - Urban Villages

This strategy promotes the development of Urban Villages to provide active, walkable, bicycle-friendly, transit-oriented, mixed-use urban settings for new housing and job growth attractive to an innovative workforce and consistent with the Plan's environmental goals. The General Plan establishes the Urban Village concept to create a policy framework to direct most new job and housing growth to occur within walkable and bike-friendly Urban Villages that have good access to transit and other existing

infrastructure and facilities. San José Urban Villages are planned for a balanced mix of job and housing growth at relatively high densities with greater emphasis placed upon building complete communities at each Urban Village location while also supporting use of the local transit system. The Urban Village Strategy fosters:

- Mixing residential and employment activities
- Establishing minimum densities to support transit use, bicycling and walking
- High-quality urban design
- Revitalizing underutilized properties with access to existing infrastructure
- Engaging local neighborhoods through an Urban Village Planning process

Analysis: *Winchester and SRVF Urban Village Plans include goals, policies, standards, guidelines and action items to guide new development and private and public investment to achieve the Urban Village Strategy outlined in the above Major Strategy. These Plans encourage future development to complement and enhance the existing commercial corridors while also preserving the surrounding established single-family neighborhoods.*

In addition, these Plans support the fiscal and social benefits of shifting to more compact and dense urban forms by encouraging new commercial and residential development at specific areas at higher densities. Locating commercial development close to residences and services, will create more complete neighborhoods by providing more options for a variety of the population to meet their daily needs within walking distance.

The following describes how the Chapters of the Urban Village Plan are consistent with General Plan policies.

Chapter 1 and 2: Introduction and Vision

Policy CE-2.3, Community Partnership: Support continuation of existing and formation of new community and neighborhood-based organizations to encourage and facilitate effective public engagement in policy and land use decisions.

Analysis: *Community input gathered during the planning process provided the basis for overarching visions and guiding principles for these Urban Villages. The vision consists of elements that represent the community's preferred future for development and transformation of the Winchester and SRVF Urban Villages and include:*

SRVF Urban Village*: 1)* A Vibrant Regional Entertainment, Retail and Employment Destination 2) A Center for Innovation, Creativity and Productivity 3) Preserve and Respect the Area's Distinct Assets 4) An Interconnected Neighborhood with Great Urban Parks and Plazas 5) Major Roadways as Functional and Attractive Places.

Winchester Urban Village*: 1)* A Diverse, Inclusive Housing and Small-business Friendly Neighborhood 2) Bridge the Barriers between Neighborhoods 3) Vibrant and Dynamic Neighborhoods with a Network of Parks and Plazas 4) Winchester Boulevard as a Great Street 5) Compatible with Existing Neighborhoods 6) A Sustainable Place

Chapter 3: Land Use

Policy E-1.2, Land Use and Employment: Plan for the retention and expansion of a strategic mix of employment activities at appropriate locations throughout the City to support a balanced economic base, including industrial suppliers and services, commercial/retail support services,

clean technologies, life sciences, as well as high technology manufacturers and other related industries.

Policy LU-10.1, Land Use: Develop land use plans and implementation tools that result in the construction of mixed-use development in appropriate places throughout the City as a means to establish walkable, complete communities.

Policy IP-5.5, Implementation: Employ the Urban Village Planning process to plan land uses that include adequate capacity for the full amount of planned job and housing growth, including identification of optimal sites for new retail development and careful consideration of appropriate minimum and maximum densities for residential and employment uses to insure that the Urban Village Area will provide sufficient capacity to support the full amount of planned job growth under this Envision Plan.

Policy IE-1.6, Land Use and Employment: Plan land uses, infrastructure development, and other initiatives to maximize utilization of existing and planned transit systems including fixed rail (e.g., High-Speed Rail, BART and Caltrain), Light-Rail and Bus Rapid Transit facilities, promote development potential proximate to these transit system investments compatible with their full utilization.

Analysis: *A primary objective of theses Plans (particularly Chapters 3) is to retain the existing amount of commercial space and increase commercial activity and employment opportunities as the area redevelops. The Plans support commercial uses of up to 600,000 square feet in Winchester and 2,550,000 in SRVF Urban Village. Theses commercial spaces small or midsized in scale, and that serve the immediately surrounding neighborhoods, as well as the larger city. New medium-high density residential uses will be instrumental in creating a vibrant, walkable great place as the Plans anticipates up to 2,200 additional residential units in Winchester and 2,635 in SRVF Urban Village. The vibrancy of the Winchester and Stevens Creek businesses will be created in part by having more people living and shopping along this corridor.*

The Land Use Plan for these Urban Villages (Chapter 3) have been developed by considering; (1) the appropriate locations for mixed use, commercial, and residential uses; (2) how pedestrian, bicycle, and vehicular connections happen throughout the Urban Village area; and, (3) how and where public spaces and other amenities could occur.

The Land Use Chapters explains that the minimum FAR's for commercial development were derived for this Urban Village to ensure that all of the planned job growth would be accommodated with new development. Higher FAR's and building heights were designated in specific areas that were identified as optimal for new commercial development. This Urban Village Plan also proposes land use designations and policies to ensure that the planned housing capacity can be accommodated in the Village. These chapters also encourage the aggregation of parcels in Winchester and SRVF Urban Villages to facilitate new development, especially mixed-use, at a higher density or intensity. It also recommends residential development to be built at densities higher than the existing development pattern to encourage future transit improvements in these Urban Villages.

Chapter 4: Parks, Plaza and Placemaking

Policy CD-2.4, Function: Incorporate public spaces (squares, plazas, etc.) into private developments to encourage social interaction, particularly where such spaces promote symbiotic relationships between businesses, residents, and visitors.

Policy CD-7.8, Urban Village Design: Encourage development along edges of public parks or plazas within or adjacent to Urban Villages to incorporate site and architectural design measures

which promote access to and encourage use of the park and which minimize potentially negative shade and shadow impacts upon the park or plaza space.

Policy C-2.2, High Impact Public Art: Integrate planning for public art in other City planning efforts, including area specific planning processes, and Urban Village master planning processes.

Policy VN-4.3: Consider opportunities to include spaces that support arts and cultural activities in the planning and development of the Downtown, new Urban Village areas and other Growth Areas.

Policy PR-1.9: As Urban Village areas redevelop, incorporate urban open space and parkland recreation areas through a combination of high-quality, publicly accessible outdoor spaces provided as part of new development projects; privately or, in limited instances, publicly owned and maintained pocket parks; neighborhood parks where possible; as well as through access to trails and other park and recreation amenities.

> ***Analysis:*** *These Plans recommend considering parks and plazas as part of new development and encourages a logical pathway system to connect these parks. They also suggest that public art and placemaking should play a significant role in new development and implementation of all types of projects including commercial, multifamily residential, common open spaces, transportation facilities, and stormwater management systems. Successful public art implementation would contribute greatly to "branding" these Urban Villages, and making them memorable places.*
>
> *In the Land Use Chapter, the Floating Urban Parks and Plazas land use category is used to designate areas where parks/plazas can be publicly- or privately-owned, are intended to be set aside and programmed for open space uses within new development proposals. This is a creative solution to provide more public space in these Urban Villages.*

Chapter 5: Urban Design

Policy CD-7.5, Urban Village Design: Make minor modifications to Urban Village Area Boundaries through the Urban Village Plan process if those modifications reflect existing or planned development patterns or other physical or functional characteristics of the area.

Policy CD-7.1, Urban Villages Design: Support intensive development and uses within Urban Villages, while ensuring an appropriate interface with lower-intensity development in surrounding areas and the protection of appropriate historic resources.

Policy CD-1.11, Attractive City: To create a more pleasing pedestrian-oriented environment, for new building frontages, include design elements with a human scale, varied and facades using a variety of materials, and entries oriented to public sidewalks or pedestrian pathways. Encourage inviting, transparent façades for ground-floor commercial spaces that attract customers by revealing active uses and merchandise displays.

Policy CD-2.8, Function: Size and configure mixed-use development to accommodate viable commercial spaces with appropriate floor-to-floor heights, tenant space configurations, window glazing, and other infrastructure for restaurants and retail uses to ensure appropriate flexibility for accommodating a variety of commercial tenants over time.

Policy CD-4.8, Compatibility: Include development standards in Urban Village Plans that establish streetscape consistency in terms of street sections, street-level massing, setbacks, building facades, and building heights.

Policy CD-1.14: Use the Urban Village Planning process to establish standards for their architecture, height, and massing.

Policy CD-4: Include development standards in Urban Village Plans that establish streetscape consistency in terms of street sections, street-level massing, setbacks, building facades, and building heights.

Policy CD-7.4: Identify a vision for urban design character consistent with development standards, including but not limited to building scale, relationship to the street, and setbacks, as part of the Urban Village planning process. Accommodate all planned employment and housing growth capacity within each Urban Village and consider how to accommodate projected employment growth demand by sector in each respective Urban Village Plan.

Analysis: *As stated above, the General Plan allows changes in the boundary of Urban Villages as a part of their planning process. The Winchester and SRVF Urban Villages boundaries were changed from the area designated with the adoption of the Envision San José 2040 General Plan based on the feedback received from the community during three workshops and meetings with community stakeholders between 2013-2017(Figure 6).*

These Plans support and allow commercial uses to serve adjacent neighborhoods. They identify and promote preferred sites for urban-format commercial development and include policies about the location of such urban-format commercial, as well as specifications about parking, setbacks and other urban design features. These chapters have policies, standards and guidelines for pedestrian connectivity, interactive ground floor interface, neighborhood integrity, building massing/architecture and sustainability that was described in the Plan summary of this report.

The heights on the Height Diagram are maximums and are to be used with the setback guidelines and transitional height policies of these Plans that require a transition between higher story buildings to lower intensity uses, such as single-family residences.

This Plan has both urban design standards and guidelines. Standards are requirements that must be met in future developments and guidelines are recommendation that should be incorporated into future efforts. These standards and guidelines are based on existing policies, principles, and values established by the City of San José Commercial and Residential Design guidelines and General Plan design policies. The Guidelines elaborate on those policies and other adopted policies and plans with more specific guidance to inform the shape of new development in these Urban Villages to ensure that buildings contribute to the overall environment in a manner that both sustains and delights.

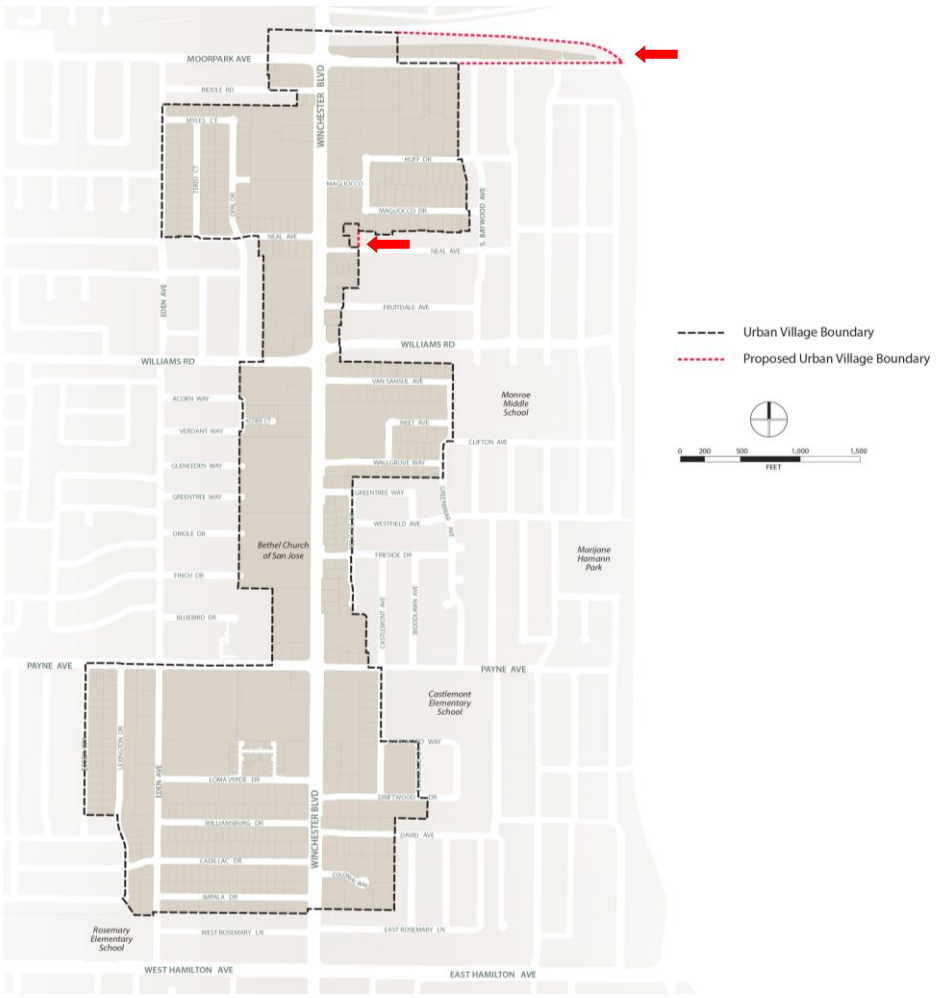
Figure 6: Changes Urban Village Boundaries	
Change in the boundary of Winchester Urban Village	
Change in the boundary of SRVF Urban Village	

Figure 7: Transitional Height to Single-family Residences

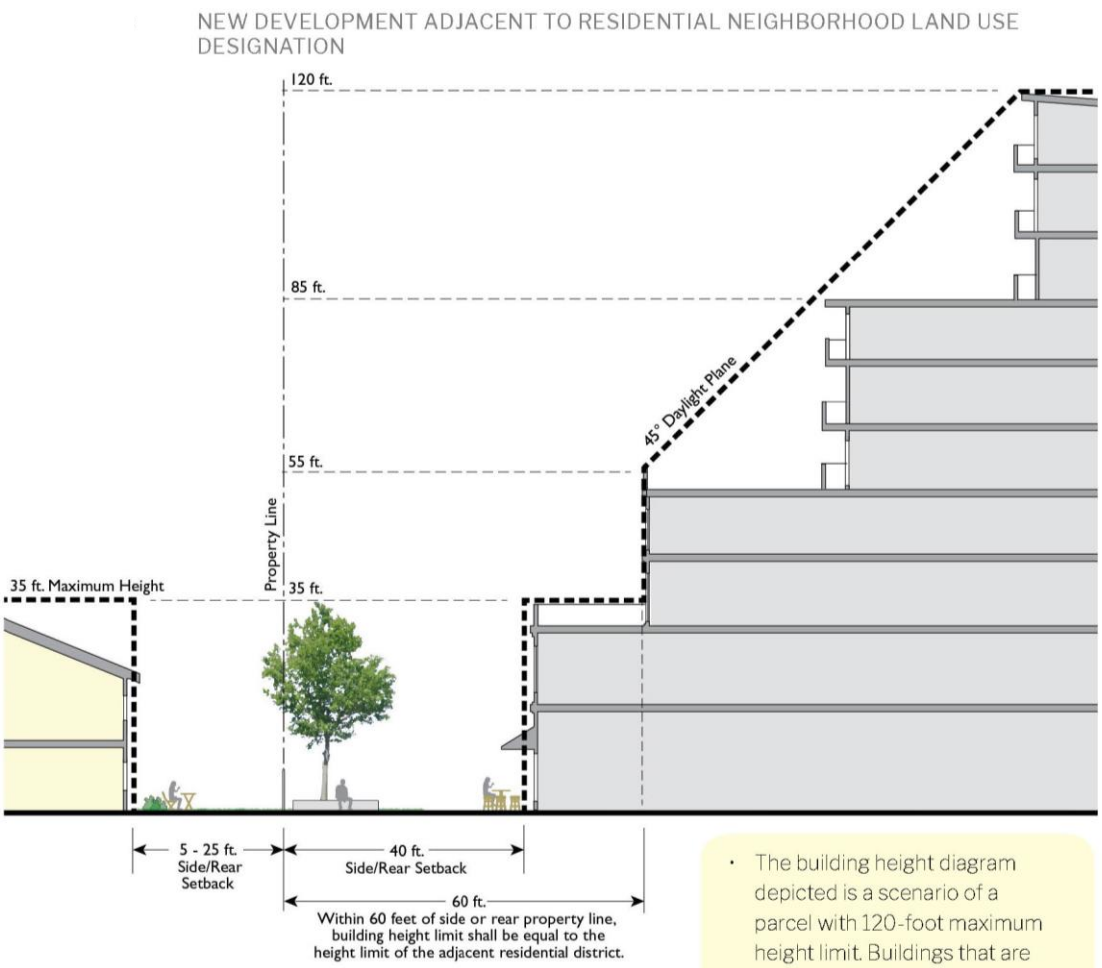


TABLE 5-1: BUILDING PLACEMENT AND BULK STANDARDS	
	NEW DEVELOPMENT
FRONT SETBACK, NON-RESIDENTIAL GROUND FLOOR USE	0-10 ft.
FRONT SETBACK, RESIDENTIAL GROUND FLOOR USE	2-5 ft.
STREET SIDE SETBACK	0-10 ft.
SIDE SETBACK	• 0 ft. • Where adjacent to residential neighborhood and urban residential land use designation see figure 5-3 above.
REAR SETBACK	• Min 10 ft. • Where adjacent to residential neighborhood and urban residential land use designation see figures 5-3 above.

- The building height diagram depicted is a scenario of a parcel with 120-foot maximum height limit. Buildings that are less than 65 feet high can use a 15-foot rear/side setback and the **45 daylight** plane depicted above when located adjacent to a property with a Residential Neighborhood Land Use designation.
- All new development shall provide a 20 foot **sidewalk** fronting Winchester and Stevens Creek Boulevard and a 12-15 foot fronting all other streets. The setbacks in the Table 5-1 (left) can be used when this sidewalk width is provided.
- For buildings on **Hemlock Street**, stories above 4 stories or 45 feet must stepback so as not to intercept a 45-degree daylight plane inclined inward from the building edge.

NEW DEVELOPMENT ADJACENT TO RESIDENTIAL NEIGHBORHOOD LAND USE DESIGNATION

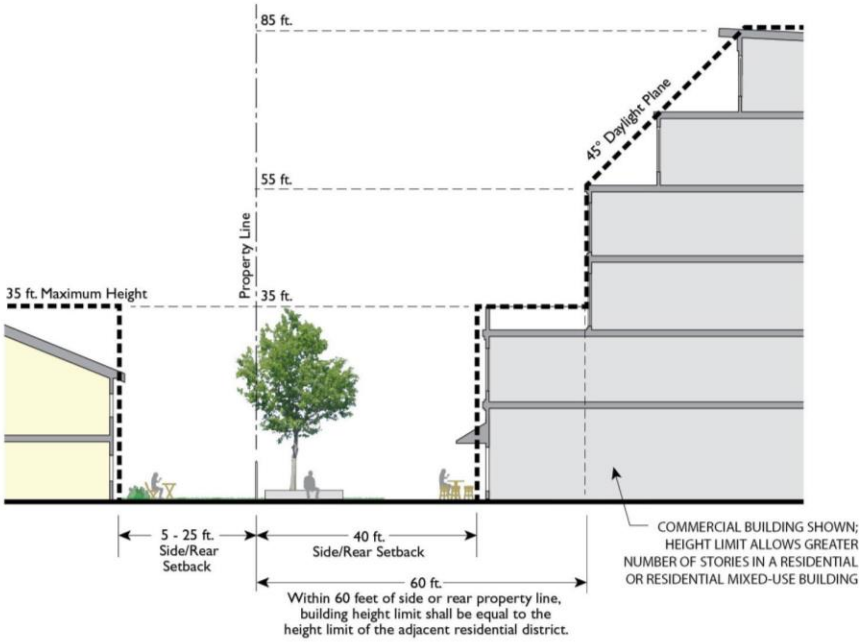
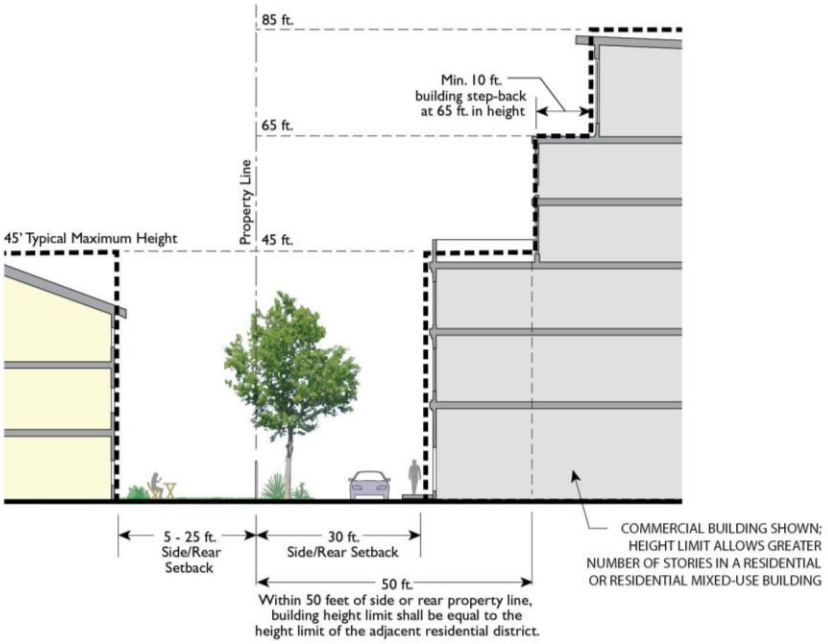


FIGURE 5-4: NEW DEVELOPMENT ADJACENT TO URBAN RESIDENTIAL LAND USE DESIGNATION



- The building height diagrams depicted on this page are scenarios of a parcel with a maximum 85-foot height. Buildings that are less than 65 feet high can use a 20-foot rear/side setback when located adjacent to Residential Neighborhood or Urban Residential Land Use Designation.
- All new development shall provide a 20 foot **sidewalk** fronting Winchester and a 12-15 foot fronting all other streets. The setbacks in the Table 5-1 can be used when this sidewalk width is provided.

Chapter 6: Circulation and Streetscape

CD-1.9, Attractive City: Give the greatest priority to developing high-quality pedestrian facilities in areas that will most promote transit use and bicycle and pedestrian activity. In pedestrian-oriented areas such as Downtown, Urban Villages, or along Main Streets, place commercial and mixed-use building frontages at or near the street-facing property line with entrances directly to the public sidewalk, provide high-quality pedestrian facilities that promote pedestrian activity, including adequate sidewalk dimensions for both circulation and outdoor activities related to adjacent land uses, a continuous tree canopy, and other pedestrian amenities. In these areas, strongly discourage parking areas located between the front of buildings and the street to promote a safe and attractive street facade and pedestrian access to buildings.

Policy CD-2.3, Function: Include attractive and interesting pedestrian-oriented streetscape features such as street furniture, pedestrian-scale lighting, pedestrian-oriented way-finding signage, clocks, fountains, landscaping, and street trees that provide shade, with improvements to sidewalks and other pedestrian ways.

Policy CD-3.2, Connections: Prioritize pedestrian and bicycle connections to transit, community facilities (including schools), commercial areas, and other areas serving daily needs. Ensure that the design of new facilities can accommodate significant anticipated future increases in bicycle and pedestrian activity.

TR-12.2, Intelligent Transportation System: Enhance the safety and effectiveness of transit service, bicycle, and pedestrian travel as alternative modes using advanced ITS systems.

Policy CD-10.5, Attractive Gateways: Work with other agencies or with properties within the City's jurisdiction to promote memorable landscape treatments at freeway interchanges (including 280/87, 680/101, 101/87, 101/85 and 280/17) to frame views of San José and the City's surrounding hillsides.

Analysis: *These Plans provide a framework for new and enhanced connections that will shorten blocks. New and enhanced connections help develop an area-wide network of tree-lined walkways, bikeways, and crossings that connect the Urban Villages with transit stops, parks (i.e., Santana and Hamann), and schools (i.e., Monroe Middle and Castlemont Elementary). Bikeways include protected bike lanes on Winchester Boulevard; bike lanes on Payne Avenue, Williams Road, Moorpark Avenue, and Monroe north of I-280; and shared (class III) routes in residential neighborhoods (figure 5). Walkways include wide sidewalks, paseos, and primary pedestrian routes throughout the Urban Villages. These Plans also include policies that support attractive and interesting pedestrian-oriented streetscape features such as street furniture, pedestrian lighting, wayfinding, and landscaping.*

To more efficiently use transportation networks, these Plans are expected to expand and enhance alternative transportation networks in order to facilitate more travel through more sustainable travel modes like ridesharing, transit, biking, and walking; improve multimodal safety and traffic flow through technology and communication improvements; and facilitate more travel during non-peak periods. The City worked with Santa Clara Valley Transportation Authority (VTA) to develop these Plans and intends to continue to do so. Further, Winchester and Stevens Creek boulevards remain Grand Boulevards where transit is prioritized.

These Plans identify the Winchester Boulevard/I-280 bridge, the Monroe Street/I-280 overcrossing, the Stevens Creek Boulevard/I-880 bridge, the Moorpark Avenue/Highway 17 undercrossing, and the Forest Avenue/I-880 undercrossing as gateway locations that should have special lighting, design, landscaping, signs, and/or structures.

The long range concept for Winchester Boulevard included in these plans is shown in Figure 8. With this concept, Winchester Boulevard can accommodate high volumes of through traffic, while also providing people who bike and people who walk with a safer and more comfortable environment. The design was driven largely by the community's priorities. The community consistently identified its top priorities for Winchester Boulevard as protected bike lanes and auto travel lanes. The design generally retains the existing curb locations, at least four vehicular travel lanes, and two flex lanes for vehicle travel or parking, while also incorporating protected bike lanes for the length of the corridor. This concept is extended through the gateway location where the Winchester Boulevard bridge crosses over I-280; this is a key connection to the Santana Row/Valley Fair Urban Village, and the Plan envisions the bridge widened on both sides to accommodate a separated mixed-use path for cyclists and pedestrians. Some street parking will likely be removed to achieve the Winchester streetscape concept of this plan, and minimizing driveway entrances on Winchester Boulevard contributes to the overall goals of this plan.

Figure 8: Winchester Boulevard as a Complete Street (Long-Range Concept

Chapter 7: Implementation

Policy IP-5.1: Urban Village Planning- Financing

Consider financing mechanisms which may be needed to deliver public improvements, amenities, and the like envisioned within the Urban Village Plan.

Analysis: *The City has been developing an implementation financing mechanism for the Roosevelt Park and Little Portugal Urban Villages which were presented at the City Council public hearing on April 11, 2017. At the hearing, the City Council asked staff to come back with a more specific implementation mechanism for these Urban Villages. As such, the Winchester and SRVF Urban Villages as well as the three other Urban Villages will need to be amended in near future as the preferred implementation mechanism becomes defined. At this time, the implementation Chapter only describes existing public improvement funding mechanisms.*

The existing funding mechanisms available for implementing public improvements such as open space, street improvements, public art, and affordable housing include the following:

- *Parkland Dedication (PDO) and Park Impact (PIO) Ordinances*
- *Construction and Conveyance Taxes (C&C)*
- *Outside funding sources from grants, gifts, and other agencies like the County.*
- *Cooperative and Joint Use Agreements (most often with schools or other public agencies)*
- *Bond Funding (when available)*
- *Department of Transportation's Capital Improvement Plans*
- *City's public art program - one percent of all eligible City of San José capital project costs goes towards public artwork.*
- *Inclusionary Housing Ordinance with Impact Fee (for-sale residential)*
- *Affordable Housing Impact Fee (AHIF) Program (market-rate rental housing)*

Given that the above existing funding mechanisms by themselves will not be adequate to implement many of the identified improvements and amenities in this Plan, additional funding mechanisms will be needed to implement the following:

The following are the Urban Village amenities as prioritized by the community:

- *Neighborhood Traffic Management Improvements*
- *Parks, Plazas, and Paseos*
- *Affordable Housing*
- *Missing Public Parking Lots*
- *Widen the bridge where Winchester Boulevard crosses I-280 (an improvement)*
- *Improved freeway bicycle and pedestrian over/undercrossings*
- *Study a full-cap of I-280 that would accommodate parks and/or buildings (The cap is a structure that covers I-280 around Winchester Blvd so that cars on I-280 would travel under the structure), and parks, buildings, and transportation routes could be built on top of the structure. This study would assess the feasibility of building and financing such a structure.*

- *Community Facilities (e.g., library, community center)*
- *Technology Upgrades (includes an expanded fiber communication backbone)*
- *Winchester Streetscape Improvements*
- *Small Businesses Retention, Enhancement, and Displacement Assistance Programs*
- *Better pedestrian connections between the neighborhoods and Urban Villages*
- *Development of Commercial Space*
- *Public Art / Placemaking Projects*
- *Childcare*
- *Install missing sidewalks and/or ADA ramps at feasible locations*
- *Special Finance District*
- *Upgrade/improve existing bus stop facilities*
- *Forest Avenue Streetscape Improvements*

COMMUNITY ENGAGEMENT

The Urban Village Planning process provided multiple opportunities for local community members to become familiar with the goals of the General Plan and the Urban Village strategy and to participate in the process. In general, the public comments made were regarding:

- Retention and expansion of small businesses
- Affordable housing and displacement issues
- Transition of heights to single-family residences
- Better connection of Winchester and SRVF Urban Villages
- Placing higher eights along Winchester and Stevens Creek Boulevard
- Providing more parks, plazas and integrating art with streetscape elements
- Better connection of adjusts neighborhood to Winchester
- Neighborhood Traffic Management
- Providing pedestrian and bicycle safety

For your information, a comprehensive list of public comments that were received throughout the process is attached to this staff report.

CALIFORNIA ENVIRONMENTAL QUALITY ACT (CEQA)

The environmental impacts of this project were addressed in determination of consistency with the Final Program Environmental Impact Report (EIR) for the Envision San José 2040 General Plan (Resolution No. 76041) and the Envision San José 2040 General Plan Supplemental Environmental Impact Report (Resolution No. 77617).

The EIR was prepared for the comprehensive update and revision of all elements of the City of San José General Plan, including an extension of the planning timeframe to the year 2035 and

including designating Growth Areas and Urban Villages, which propose intensified urban redevelopment of underutilized commercial lands to accommodate new commercial and residential growth. The EIR is available for review on the Planning web site at: http://www.sanjoseca.gov/index.aspx?NID=2435.

PUBLIC HEARING NOTIFICATION

A notice of the public hearing was distributed to the owners and tenants of all properties located within 500 feet of the Urban Village boundary and posted on the City website. The staff report is posted on the City's website. Staff has been available to respond to questions from the public.

Project Manager: Leila Hakimizadeh
Approved by: ,Division Manager for long-range Planning
Harry Freitas, Director, Planning, Building and Code Enforcement

Date: 5/3/17

Attachments:
Draft Plans: Winchester Boulevard and Santana Row/Valley Fair Urban Villages **Link to Winchester Boulevard Urban Village Plan:** http://www.sanjoseca.gov/index.aspx?NID=3795 **Link to Santana Row/Valley fair Urban Village Plan:** http://www.sanjoseca.gov/index.aspx?NID=3793
Public Comments
Draft Resolutions

Winchester Corridor Advisory Group - Winchester Urban Village

Hassler, Virginia M (US) <Virginia.Hassler@baesystems.com>

Tue 3/21/2017 5:12 PM

To: Hakimizadeh, Leila <Leila.Hakimizadeh@sanjoseca.gov>;

Good afternoon Leila,

I received the Public Hearing Notice and reviewed the web site.

The plan looks oriented towards developers. The images and hopeful environment are beautiful.

The big thing for our location is the Section 8 housing located on Loma Verde and the *crime*.
There is all sorts of crime in our area – gun shots, stealing, helicopters flying over the area at all times.
What are you going to do about preventing the crime in the Eden, Cadillac and Loma Verde area?

The idea of making way for more low income housing is not a good one. Please put it in someone else's area.

I do not see much hopeful beautiful planning in our southernmost section near Loma Verde – can't you do more?

Property Owner - unit 213 - 3128 Loma Verde - San Jose CA 95117

Virginia Hassler

Winchester and Santa Row/Valley Fair Urban Villages

Diane Secor <dseco@msn.com>

Sat 3/18/2017 4:44 PM

Inbox

To: Hakimizadeh, Leila <Leila.Hakimizadeh@sanjoseca.gov>;

Leila Hakimizadeh
Project Manager

Re: Winchester and Santa Row/Valley Fair Urban Villages

March 18, 2017

Dear Ms. Hakimizadeh

I just received a notice in the mail about Winchester and Santa Row/Valley Fair Urban Villages. I am looking at the enclosed map, and it appears that the apartment building, where I live, falls within the boundary of the Winchester Urban Village. I live at 660 S. Winchester Blvd, San Jose CA 95128. I would like to know how this "urban village" will affect this building, where I have lived for almost 29 years. Will this apartment building no longer exist? Will I be forced to find another place to live? I am disabled and it is hard for me to find transportation to go to "workshops" and meetings.

Thank you for your time.

Sincerely yours,
Diane Secor
dseco@msn.com

Urban Village?

Scott Andrew <scottandrew301@yahoo.com>

Sat 3/18/2017 3:20 PM

To: Hakimizadeh, Leila <Leila.Hakimizadeh@sanjoseca.gov>;

Ms. Leila:

I am aware of what is going on with the "Urban Village". I vehemently oppose the idea, as it is nothing more than a new tax, much like an HOA charge for those that are in this boundary. Taxes are already paid/collected via local tax, sales tax and property tax that should provide for any additional services the City may mete out. Local fines and fees take care of many other expenses of the City. Once established the boundaries can be expanded and the fees increased. Most of the money collected go to pay the management, not for the services provided.

Once these (HOA) Urban Village Fees are established, regular increases will be seen. We are not fools and we have been down this road many times with other government agencies. Stop this illegal tax.

Please note my opposition to the limited number of proponents that may be ignorant or with selfish interest that support this New way of taxation.

Sincerely,

Scott Andrew
Property owner/taxpayer on Winchester Blvd.

Compliments

Evan Sarkisian <evan.sarkisian@gmail.com>

Mon 4/10/2017 12:27 PM

To: Hakimizadeh, Leila <Leila.Hakimizadeh@sanjoseca.gov>;

Hi Leila,

I received an email from Ron Canario encouraging me to send my dissent to the Urban Village plan, but I love the Urban Village plan.

I wanted to send my compliments and congratulate your team on the great work. I hope you all know you're doing important work and I look forward to the improvements our community will receive as a result.

I'm personally much more concerned with the current state of vacant lots and multiple check cashing retailers than the issues raised by Ron Canario. The people who raised concern about traffic never stated what amount of traffic they would be willing to tolerate in order to improve our community so it makes it very hard to negotiate or incorporate their feedback.

No need to respond (I know you're busy!). But hopefully you and your team have a great week and success with the new plans.

My best,
Evan

Please consider traffic to and from Winchester development.

Urs Mader <Urs.Mader@maximintegrated.com>

Mon 4/10/2017 8:58 AM

To: Hakimizadeh, Leila <Leila.Hakimizadeh@sanjoseca.gov>;

The Winchester location is already challenged for traffic. The freeway off ramps are limited and awkward. Mixed use arguments for traffic mitigation are weak since these residents will not be walking to work and will further crowd 280, 17 and San Thomas. It doesn't matter how "green" the development is. Concrete and cars are an unavoidable side effect with the way the Valley is planned today. If you really want benefits for "mixed use", put developments like this where the jobs are off of 237.

I live on Tantau across from the Apple donut at the edge of Cupertino, and 280 will keep getting worse. Don't let the developer trick you into believing that these people will all work at Apple and take the bus. I've seen the same sleazy developer arguments for Vallco in Cupertino. This sounds like another money grab from outside investors. Don't re-zone, and hold the line.

Urs

Fwd: Comments on the open house of 3/30

Stephen & Cyndi Kavanagh <thekavanaghs@me.com>

Fri 4/7/2017 8:34 PM

To: Hakimizadeh, Leila <Leila.Hakimizadeh@sanjoseca.gov>;

1 attachments (153 KB)

Follow Up 3-30 Meet.docx;

Leila

I agree with Ron.

Building heights over the current 7 stories in Santa Row would be an eyesore for and in the community.

Setbacks of only 20 ft are insufficient.

Stephen

Sent from my iPhone

Begin forwarded message:

From: Ron Canario <ron.canario@aol.com>
Date: April 7, 2017 at 3:30:50 PM PDT
To: Undisclosed recipients: ;
Subject: Comments on the open house of 3/30

Hello Everyone – I would like to address everyone who attended the open house meeting on 3/30. I personally oppose the very high building height limit set by the planning department for the Santana Row/Valley Fair Urban Village, and would like to explain why I think the building heights should be limited to a lower level.

The future of the Winchester & the Santana Row Urban villages involves many issues – traffic flow, street art & streetscape, parking, bike lanes (4 different types) and locations, building height & density, open park spaces, etc., etc., etc. Most of these issues were not discussed in the extremely brief and abbreviated summary presented in the open house address. There were several displays and tables where information could be exchanged. Hopefully, everyone was able get their questions answered and share their opinions, concerns, and compliments with the city officials. As I indicated above, my main concern was building height and density, so I spent most of my time discussing these issues with Leila, the project manager for these two village developments. Afterwards I organized my comments and concerns and emailed them to her. I have attached a copy of my comments. If you agree with my opinions, maybe you could email Leila and make her aware of that. If you like, if it would be easier for you, you could copy my email, indicate that you agree with it, endorse it, and email it to:

Leila.hakimizadeh@sanjoseca.gov

If you disagree, and I know some of you will, I suggest you draft an email of your own, and state your opinions, concerns, or compliments. It is important that city officials receive as much input as possible from all the different perspectives.

Thanks,
Ron Canario
ron.canario@aol.com

City of San Jose
Department of Planning, Building and Code Enforcement
200 East Santa Clara Street, 3rd Floor Tower
San Jose, CA 95113-1905

via email
April 2, 2017

Attention: Ms. Leila Hakimizadeh and Lesley Xavier

Subject: Suggested areas for further study as part of the SCAG/WAG (Tri-Village) process

Ms. Hakimizadeh/Ms. Xavier,

The WAG and SCAG process was a first-of-its-kind effort to better engage the public, residents, businesses, and developers in future planning for an urban village area. The opportunity is great, as is the work load. Because the majority of the participants were not professional planners or designers, a fair amount of education had to occur. Over the 18-24 month process, tens of people became very educated and knowledgeable about how areas can develop, what things to consider, and how the development process for an area can evolve.

Once underway, it was clear that all the aspirations of creating a holistic vision for the Winchester Urban Village (WUV), the Santana Row/Valley Fair Urban Village (SR/VF UV), and the Stevens Creek Urban Village (SCUV) (collectively, the Tri-Village) was not possible given the time constraints of the MTC grant. Another issue was the narrow focus of each group, which excluded some key nearby areas, such as the I-280 corridor between I-880 and Stevens Creek.[1]

The WNAC's perspective is because of the timeframe and the requirement of working within the framework of the Envision 2040 General Plan, the work of the WAG/SCAG was really focused on capacity planning and the more immediate technical aspects of development in the area. These are certainly important but did not get residents into a "Visioning" mode.

The residents and participants in the process did not have the opportunity to learn, explore, discuss, dream, and imagine what this area will look like over the next 15, 25, and 40 years. The community did not have the opportunity to learn about the trade-offs with different kinds of development types. Most of what we got to see is: what happens when you add a bike lane, add a median, add some street trees, or have a certain sized building on a corner.

None of this was tied together in the context of the growth we have and will continue to have or the needs of the area. There was not any effort placed on creating images and designs of what intense growth would look like, and ultimately, what that growth would bring to the community. Many community members see large buildings as out of character or simply things that create more traffic. Without a more involved education and exploration, many people do not believe it is possible to truly “see” what the area will or could look like.

[1] Although I-280 is clearly Caltrans jurisdiction, the WNAC understands that the City of San Jose ultimately owns the air-rights above this corridor, which could be potentially be developed for multiple uses.

So, to that end, the WAG and SCAG are specifically defining a need for a 2.0 of this process, a next level. While it is not clear how the funding and structure would work, or even when this can happen, it is critical to plan for this next step in visioning the Tri-Village area.

Just as WAG and SCAG will create documents and guides for City Council to adopt, let's call the next version the Tri-Village Advisory Group (TAG). The TAG will have the responsibility of looking 15, 25, and 40 years into the future as well as near term solutions, looking at development concepts and area designs, such as Superblocks or Master Planned areas[2].

One such element that we feel should be specifically listed as an item for further research is the notion of a cap (or lid) over parts of I-280, east and west of Winchester. The cap would simultaneously unify the suburban neighborhoods south of I-280 with existing and near term development along Stevens Creek and provide the core for future development on both sides of Stevens Creek. We have identified some items in the table below and will look to the TAG to continue this review. Although identified as separate items, as much as possible, these items should also be viewed holistically, as this is a case where the sum of their respective parts will be greater than the whole.

Example of a Cap in Columbus, Ohio

Example of Open Space on a Cap in Monterey

[2] "Superblocks are made up of a grid of basic roads forming a polygon, some 400 by 400 meters, with both interior and exterior components. The interior (intervía) is closed to motorized vehicles and above ground parking, and gives preference to pedestrian traffic in the public space." http://www.bcnecologia.net/en/conceptual-model/superblocks

	280 Freeway	Cross-Jurisdiction	Placemaking & Visualization
Problem Statement	I-280 splits neighborhoods in the Winchester Urban Village. Additionally, it touches upon the south side of the Stevens Creek Urban Village. Other than where it crosses at Winchester, I-280 is outside the scope of the current WAG/SCAG process.	The Tri-Village area borders three cities (Campbell, Cupertino, Santa Clara). Unfortunately, none of these Cities had formal representation in the WAG/SCAG process. As a result, the policies of those cities, depending upon how they are written, could be in conflict with that which comes out the WAG/SCAG process.	Visualization of what the area could look like and how buildings and spaces could be turned into places where people congregate is challenging. Also, involving current residents and understanding the needs of future residents and visitors is important in the planning process.
Opportunity	Re-using the air-rights above the freeway to facilitate things such as transit oriented development (commercial and residential), transit nodes, decoupled parking and open space could improve the Tri-Village area and the quality of life for existing and future residents, workers and visitors. Additionally it removes the artificial but real divide of the Tri-Village area from the neighborhoods south of 280 that shop and work in the Tri-Village area.	Expansion of the Tri-Village boundaries to include a portion of the surrounding cities to eliminate conflicts between jurisdictions is recommended. The opportunity is to cooperatively design for people, meaning a complete street, as opposed to designing for half a street and a political line on a map. Part of this effort would look at homogenizing various city-specific rules to make it easier to do business in the expanded Tri-Village area.	Thanks to advances in things such as mobility, pressure to reduce carbon emissions and an aging demographic, the built-environment is going to change. Capturing the potential for these changes and showing how conscious placemaking presents an opportunity for creating visualizations that allow the community and general public to "see" what the future could look like if we took deliberate action to make it happen.
What's Needed/Next Steps	The WNAC has formed a subcommittee to determine the feasibility of and to create a roadmap for putting a cap over this part of I-280 to create new land centered around a relatively high-density, transit oriented development including minimum wage affordable housing, plazas and parks/open space. For additional information on the cap concept.[3] Public	A multi-city, citizen-led, task force, similar to the WAG/SCAG process, should be formed to examine how a Tri-Village area might be designed to work for neighborhoods and areas as opposed to artificial political boundaries….expanded to include parts of the bordering cities and how rules might be homogenized between the	The WNAC and the District 1 Council Office applied for various Knight Foundation grants to create both online and physical charrettes to help the community visualize and provide feedback as to what might be. Additionally, WNAC is investigating opportunity to extend the Project for Public Spaces scope by the City of

[3] http://winchesternac.com/wp-content/uploads/2016/11/Capping-280-Flyer.pdf

	development would be supported by high FAR market-rate housing and commercial space. Parking would be part public and part private. This effort would be a building block of a longer-term, county-wide transportation network. It is recommended that the city, along with other various public agencies (VTA, Caltrans, etc.), provide representatives to serve in "advisory roles" as part of this due-diligence process.[4]	cities to provide a holistic solution for the citizens of all four cities.	Santa Clara to include the entire WNAC region.[5]

WNAC will gladly work with all four cities and the other political jurisdictions, local citizenry and businesses to take the SCAG/WAG process to the next level and help create a vision for this entire area.

On behalf of the WNAC,

Kirk Vartan,
WNAC, President

cc: Mayor Liccardo, San Jose City Council, Mayor Gillmor, Santa Clara City Council, Mayor Vaidhyanathan, Cupertino City Council, Mayor Gibbons, Campbell City Council, Rep. Eshoo, Rep. Khanna, County Supervisor Yeager, State Senator Beall, State Senator Wieckowski, Assemblymember Chu, Assemblymember Low, Noberto Duenas/SJ City Manager, Harry Freitas, SJ Planning, John Ristow/SJ DOT, Ethan Winston/VTA, Melissa Cerezo/VTA, Nick Saleh/Caltrans

[4] For additional information on the"freeway within a freeway", please see, http://winchesternac.com/wp-content/uploads/2016/11/Freeway-within-a-Freeway-Flyer-left-column-10-26-16.pdf

[5] We recommend that the City of San Jose engage the City of Santa Clara and the Project for Public Spaces to determine the costs and potential of extending their placemaking efforts to the lower Tri-Village area and budget accordingly. Professional placemaking embraces true community engagement, and this kind of inclusion will be key to ensuring this meets the needs of today's as well future citizens.

SyRES PROPERTIES

March 17, 2017

Mr. Steve Landau (Co-Chair WCAG)
Mr. Mark Tiernan (Co-Chair WCAG)

RE: 741 South Winchester Land Use Designation

Dear Mr. Landau and Mr. Tiernan:

It is my understanding that the Winchester Advisory Group will be making their comments and recommendation on the Winchester Urban Village Plan in the next few weeks. I will not be able to attend the final workshop on March 30, 2017 and therefore wish to forward my comments directly to you and the WAG.

As you know, I have been attending many of the monthly meetings that the Advisory Group has held. I have consistently stated that the parcel we own at 741 S. Winchester should have a land use designation that allows for the development of multifamily residential.

A commercial land use designation is not compatible with the realistic development of an economically viable project at this site. Under the Urban Village Plan our site would be restricted from developing residential uses. In fact, it would essentially only allow for development of nearly 1 million square feet of office use.

Our company has a vast amount of retail/commercial experience and currently holds in excess of 3 million square feet of retail space in our portfolio. This site is not appropriate for significant retail/commercial development. Its size, mid-block location and challenged access/visibility cannot support a substantive retail component. The existing retail on the site continues to underperform in such a fragmented location.

It is imperative that the Winchester Corridor Advisory Group use its best efforts to develop a feasible land use designation for the many varied sites. Commercial uses would be far better suited at strategic intersections rather than mid-block locations such as our site.

We believe that the Winchester Land Use Plan needs to be far less restrictive and more flexible allowing for a mostly residential mixed-use development at this location. Residential use in this area is much

better suited to integrate with the existing fabric of the surrounding neighborhood. It will encourage a more urban character to the area as well, by combining residential and commercial uses, rather than breaking up the block with poorly placed commercial. The proximity of the site to jobs via access to Highways 280 and 880 further justify the location of residential use at the site.

Residential use at this site will assist in supporting the existing and future retail/commercial in the area including Santana Row, creating a truly cohesive and well-functioning urban village.

Thanks for your tireless efforts these many months leading the Advisory Group. I hope that you are able to incorporate my comments into your recommendation for residential development as an allowed land use at 741 S. Winchester.

Sincerely,

Glen Ceridono
SVP SyRES Properties LLC

CC: Chappie Jones
Leila Hakimaizadeh

Thank you for holding meeting on Urban Villages for Winchester Blvd and Santana Row/Valley Fair

Dennis Talbert <dtalbert_98@yahoo.com>

Thu 3/30/2017 10:51 PM

To: Hakimizadeh, Leila <Leila.Hakimizadeh@sanjoseca.gov>;

Ms. Leila:

The meeting was informative and the weighted preference method of getting community input was helpful. Also, it was especially helpful to talk to city staff on a one to one or small group basis. For me, it was a special highlight to discuss suggestions with my Councilman C. Jones as well.

Thanks for putting the meeting together.

Regards,

Dennis Talbert

RUTAN
RUTAN & TUCKER, LLP

Matthew D. Francois
Direct Dial: (650) 798-5669
E-mail: mfrancois@rutan.com

March 29, 2017

VIA EMAIL [Leila.hakimizadeh@sanjoseca.gov]
AND FEDEX

Leila Hakimizadeh, AICP
Planner III
City of San José
200 E. Santa Clara St.
San Jose, CA 95113

Re: Winchester Boulevard Urban Village Plan

Dear Ms. Hakimizadeh:

We write on behalf of our client, Health & Fitness Trust, the "Owner" of 861 S. Winchester Boulevard (the "Property") to provide comments on the Draft Winchester Boulevard Urban Village Plan ("Proposed Plan"). In general, we applaud the City's visionary planning efforts reflected in its Envision San José 2040 General Plan ("General Plan") and the Proposed Plan. Because the Proposed Plan has the potential to make the existing commercial use of the Property nonconforming, it is important that the plan clearly specify that the Property can continue to be used, and potentially redeveloped, for commercial purposes unless and until the Owner decides to voluntarily redevelop it for mixed-use purposes. Further, in order to incentivize and effectuate such mixed-use redevelopment, the Proposed Plan should be amended to allow height limits of up to 85 feet on the Property and adjacent properties along Neal Avenue. Such height limits are consistent with the City's General Plan, its Zoning Ordinance, and the height limits recently approved by the City Council for the Reserve Project, located immediately adjacent to the Property.

The Property consists of an approximately one-half acre site, improved with a 9,500 square foot building leased to the Yamaha Peninsula Music Center. The Property has historically been used for commercial purposes and will likely remain in commercial use, at least for the foreseeable future.

The Property is located within the Winchester Boulevard Urban Village, a planned growth area in the City's General Plan.[1] As you know, such areas are envisioned as "higher-density, mixed

[1] The General Plan contains three planning horizons for the targeted growth areas specified therein. The Winchester Urban Village is contained in the last phase, Plan Horizon 3. (General Plan, Implementation Policy IP-2.8.) Staff has indicated that the Winchester Urban Village Plan was advanced due to market dynamics and the receipt of grant funding from the Metropolitan Transportation Commission. (Frequently Asked Questions, Winchester Boulevard Urban Village,

use urban districts," designed to "accommodate employment and housing growth," while reducing the "the environmental impacts of that growth by promoting transit use and walkability." (General Plan, p. 1-2.) In particular, the Winchester Urban Village is envisioned for 2,200 new residential units and approximately 600,000 square feet of additional commercial space. (Proposed Plan, pp. 3-2 to 3-3.)[2]

The Property, as with most sites within the boundaries of an Urban Village planned for redevelopment in a later Plan Horizon, has a Neighborhood/Community Commercial designation. (General Plan, p. 5-22.) This designation supports a broad range of commercial activity, including commercial uses that serve the communities in neighboring areas, such as neighborhood serving retail and services and commercial/professional office development. (General Plan, p. 5-9.)

The Property is likewise located within a Commercial Pedestrian ("CP") zoning district. This district is "intended to support pedestrian-oriented retail activity at a scale compatible with surrounding residential neighborhoods" and is "designed to support the commercial goals and policies of the general plan in relation to Urban Villages." (San Jose Zoning Ordinance ["SJZO"] § 20.40.010(C)(2).)

Because the Proposed Plan has the potential to make the existing commercial use of the Property nonconforming, it is important that the Proposed Plan clarify that it does not preclude or prohibit continued use, or redevelopment, of the Property with commercial uses only, and that the Proposed Plan designation and policies relating to mixed-use development pertain only to a voluntary, redevelopment of the Property with such uses. Without such assurances, we are concerned that continued use and redevelopment of the Property for commercial purposes in the near-term, as envisioned by the General Plan, could be stymied or subjected to discretionary approvals where no such approvals are currently needed.[3] We think such assurances are especially appropriate here given that the Proposed Plan is proceeding in advance of its previously designated timeframe.

In regard to the potential redevelopment of the Property and adjacent parcels for mixed-use purposes, the Proposed Plan designates the Property, as well as all other properties within the plan area west of Winchester between Williams Road and Neal Avenue as Urban Residential. (Proposed Plan, Figure 3-1.) This designation allows for medium density residential development (45-95 dwelling units/acre) and a broad range of commercial uses, including retail, offices, and private community gathering facilities. (Proposed Plan, p. 3-10.)[4] Ground floor commercial space is

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pp. 2-3.)

[2] In light of the City's approval of the Reserve Project, an estimated 1,776 units remain available in the Winchester Urban Village planning area. (Proposed Plan, p. 3-3.)

[3] (*See, e.g.*, General Plan, Implementation Policy IP-10.4 [site development permit applications to be reviewed for consistency with applicable Urban Village Plans]; SJZO § 20.150.050 [special use permit required for expansion of legal nonconforming use].)

[4] Elsewhere, the Proposed Plan indicates that residential uses are "required" under this

required along the Winchester Boulevard frontage as well as a portion of Neal Avenue. (Proposed Plan, Figure 3-1; *see also* Proposed Plan, p. 3-7.)

Goal UD-8 of the Proposed Plan states that the tallest buildings should be located along Winchester Boulevard, I-280, and I-880. The other properties on the subject block fronting Winchester, including the approved Reserve Project and the existing 7-Eleven retail center, have a height limit of 85 feet. (Proposed Plan, Figure 5-2.) Yet, the Property with similar frontage is designated for a 65 foot height limit. (*Id.*) This creates an inconsistent pattern of building heights on the same block, contrary to Proposed Plan Standard DS-30, which requires a sense of continuity between existing and new development.

Further, in order to achieve the densities desired by the Proposed Plan (up to 95 units per acre), additional height will likely be needed on the Property and adjacent parcels. This is especially true as to the Property since the ground floor along Winchester Boulevard and a portion of Neal Avenue must be occupied by commercial uses with a minimum floor-to-ceiling height of 18 feet. (Proposed Plan, Standard DS-5.) The need for increased height applies equally to the adjacent parcels since some form of parcel assemblage would likely be needed to effectuate a mixed-use development project given that site access/parking would need to be provided from Neal Avenue. (Proposed Plan, Goal UD-16; Standards DS-46, DS-48, and DS-51; and Guidelines DG-32.) As necessary, the Building Height Diagram (Figure 5-2) could indicate that Transition Standards Apply to the properties located farther west on Neal Avenue.[5]

The General Plan and Zoning Ordinance both call for increased heights on parcels like the Property. For Urban Residential uses, the General Plan specifies a range of height limits, up to 12 stories. (General Plan, p. 5-12.) The General Plan further states that sites such as the Property should be planned for "higher, not lower, residential development," in order to enable the City to "provide housing growth capacity consistent with demographic trends and the community objectives of the [General Plan]." (General Plan, p. 1-17; *accord* General Plan, Land Use Goal LU-2 ["Providing residential growth capacity in the Commercial Center Growth Areas is a potential catalyst for spurring the redevelopment and enhancement of existing commercial uses while also transforming them into Urban Village type environments."].) As such, the General Plan advises against imposing restrictions on building heights and densities, unless needed to address "specific urban design or neighborhood compatibility concerns." (General Plan, Appendix 6, p. 4.) No such concerns have been expressed in regard to the Property.

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designation. (Proposed Plan, p. 3-7.) This underscores our concerns related to the continued use, and potential redevelopment, of the Property for commercial uses in the near-term planning horizon.

[5] The adjacent Reserve Project (approved at 85 units per acre) is designed to step down from 6 stories along Winchester Boulevard to 3 stories adjacent to the residential neighborhood along Opal Drive.

The Zoning Ordinance similarly provides that the maximum allowable building height for the Property, located within an Urban Village boundary with a Neighborhood/Community Commercial designation, is 120 feet. (SJZO § 20.85.020(E).) The Zoning Ordinance further specifies that the 50 foot height limit applicable to commercial development does not apply to mixed commercial/residential projects. (SJZO § 20.40.230.) The requested 85 foot height designation for the Property, thus, is 35 feet *less* than the maximum height currently allowed by the Zoning Ordinance.

The existing plan indicates that additional height may be permitted along Winchester Boulevard "upon provision of community amenities, as described in Chapter 7." (Proposed Plan, p. 5-13.) Chapter 7 of the Proposed Plan has not yet been released for public review. We urge the City to specifically identify the community amenities or public benefits needed in order to justify additional building height. The complete Proposed Plan, including Chapter 7, as well as the conforming General Plan and Zoning Ordinance changes should be made available for public review and comment sufficiently in advance of the City taking any formal action on the Proposed Plan.

In closing, since the Property is intended to be used in the short-term for commercial/retail purposes only, the Proposed Plan should make clear that continued retail use in the current building or a new building is allowed and is not made nonconforming by the adoption of the Proposed Plan or any associated amendments to the General Plan or Zoning Ordinance. As to the voluntary redevelopment of the Property in the future with mixed-uses, the Property (and neighboring parcels to the west on Neal Avenue) should be afforded a height limit of up to 85 feet, similar to the adjacent Reserve Project. The density desired by the General Plan can only likely be achieved through the granting of such height limits.

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Thank you for your consideration of our client's concerns with the Proposed Plan. Please add me to the notification list for any future public hearings on the Proposed Plan and feel free to contact me with any questions concerning this correspondence.

Very truly yours,

RUTAN & TUCKER, LLP

Matthew D. Francois

MDF:tw

cc: Client File
Hon. Chappie Jones, Councilmember, District 1
Ru Weerakoon, Senior Policy Advisor, Office of the Mayor

RE: Comments for Winchester and Santana Row Urban Village Plans

Pressman, Christina

Mon 4/3/2017 4:06 PM

To: Hakimizadeh, Leila <Leila.Hakimizadeh@sanjoseca.gov>;

Cc: Ferguson, Jerad <Jerad.Ferguson@sanjoseca.gov>;

Hi Leila,

Below are our comments. Give us a call if you have any questions!

Winchester & Santana Row/Valley Fair Urban Design Chapter:

1. Building and Site Design: DS-29 – provide more clarity, residents may interpret to mean when buildings adjacent to single family homes.
2. Transitions – recommend changing the threshold from land use designations to when site is adjacent to R-1/R-2. Under the current transitions, in the Winchester Urban Village plan a few sites that are next to R-1/R-2, there are no transitions because there is no transitions for Urban Residential and Public/Quasi Public (i.e. behind Bethel Church and behind the Reserve).
3. Overlay in the SR/VF height diagram - why is that area designated? How will community benefits be defined until the implementation/financing chapter is complete?
4. Winchester UV - why isn't "mixed use neighborhood area" (behind Bluebird Drive) within the UV boundaries?

Winchester & Santana Row/Valley Fair Streetscape & Circulation Chapter

1. Change order of sections (streetscape plan before circulation section) – shift focus of bike lanes by putting the streetscape plan before the discussion on bike lane goals.
2. What happened to the scramble diagram? (Stevens creek & Santana Row) Key intersection - there should be something to show future plans.
3. Unbundled parking – we want to ensure unbundled parking is a guideline and not required.

Thanks Leila!

Christina Pressman
Policy & Legislative Director
Office of Councilmember Chappie Jones
San Jose City Councilmember, District 1
San Jose City Hall | 200 E. Santa Clara St., 18th Floor | San Jose, CA 95113
Phone: 408-535-4901 | *Fax:* 408-292-6448 christina.pressman@sanjoseca.gov | www.sjdistrict1.com

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From: Hakimizadeh, Leila
Sent: Wednesday, March 22, 2017 9:49 AM
To: LeVeque, Kathy <kathy.leveque@sanjoseca.gov>; McCormic, David <david.mccormic@sanjoseca.gov>; Zenk, Jessica <Jessica.Zenk@sanjoseca.gov>; Madou, Ramses <ramses.madou@sanjoseca.gov>
Cc: Pressman, Christina <Christina.Pressman@sanjoseca.gov>; Moody, Doug <doug.moody@sanjoseca.gov>; Xavier, Lesley <Lesley.Xavier@sanjoseca.gov>; Brilliot, Michael <Michael.Brilliot@sanjoseca.gov>; Hughey, Rosalynn <Rosalynn.Hughey@sanjoseca.gov>; Sinclair, Jeff <Jeff.Sinclair@sanjoseca.gov>; Marcus, Adam <adam.marcus@sanjoseca.gov>; Ross, Rebekah <rebekah.ross@sanjoseca.gov>; Lee, Brian <Brian.Lee@sanjoseca.gov>
Subject: Comments for Winchester and Santana Row Urban Village Plans

Hello all,

I would like to receive your final comments for Winchester and Santana Row Urban Village Plans by noon on Monday, April 3 the latest (prefer sooner). If you see anything that needs to be changed immediately, please let me know before the Open House on March 30.

You can find the documents below:
http://www.sanjoseca.gov/index.aspx?NID=4775

San Jose, CA - Official Website - Winchester Corridor ...

www.sanjoseca.gov

If you have any questions or comments about the Winchester Corridor Advisory Group, or would like to be on the email notification list, please contact:

Thanks,

Leila Hakimizadeh, AICP, LEED AP ND
Planner III | Planning, Building and Code Enforcement
City of San Jose, 200 E Santa Clara Street, Tower,
3rd Floor, San Jose, CA 95113

Phone: (408) 535-7818 | **Email:** leila.hakimizadeh@sanjoseca.gov

Follow-up to open house on 3/30/17

My major concerns regarding the Santana Row/Valley Fair Urban Village, from the items considered at the open house on 3/30, are building heights and traffic congestion.

A certain number of additional jobs and housing units in San Jose have been allotted to meet the population increase expected by 2040. These total amount of jobs and housing units have been patitioned into various sized portions, and a portion has been assigned to each of the planned urban villages, in a manner appropriate for the size and location of the village. There are 8,500 additional jobs assigned to the Santana Row Village (SRV). Nearly twice the amount of existing commercial space will be needed to accommodate these jobs. An additional 2,635 housing units has been assigned. NOTE THAT THIS IS MORE THAN 3X the existing amount of 862 units – the additional commercial and residential space will create a VERY substantial increase in the density of the SRV.

The planning department has concluded that in order to meet these jobs/housing requirements, building heights of 150 feet (and in special circumstances, 200 feet) will be needed. This does not mean that EVERY building will be 150 feet, but only SOME of the buildings. The jobs/housing requirements will not be exceeded, so each building height will be chosen during the development process so that jobs/housing needs will just be met. What this means is, if there are some 150 or 200 foot buildings already in existence, the remaining structures will necessarily be limited to lower heights so as not to exceed the jobs/housing allotment.

My first concern is that structures that are too tall will stand out from the surroundings and overwhelm the existing characteristics of the community. The area is predominantly a residential community of single and some 2 story homes, and though none of the homes will be physically destroyed, they will be bounded on the sides by massive structures, and the residential character will be destroyed just as effectively. I don't relish the thought of seeing a shorter version of the Pruneyard Tower in the Santana Row skyline. I would much prefer to see four 7 story buildings instead of two 14 story buildings. Currently, the tallest building in Santana Row is 7 stories, and I opt to hold that as the maximum height limit. During the open house, we were offered 3 height levels that we could choose from in a survey. 150 feet was the minimum height that we were offered as a choice - there was no 85 foot option (7 stories) offered. At least 2 of us wrote in that the 150 foot choice was too high for the area.

Another concern is the increase in density being proposed. Ideally, higher density should accumulate around areas which have mass transit systems available (like the light rail). The Winchester/Santana Row area does not have such systems convenient to the location. Increasing the residential unit density by 60% in the Winchester Village and by 300% in the Santana Row Village, in addition to roughly an 85% increase in commercial capacity in both villages, will cause way too large an increase in traffic, which is already at the limit of frustration. I know, I know, walking and biking to work and driverless cars are supposed to solve all future traffic problems. Obviously, traffic will be much more improved with these transportation enhancements than it would be without them. BUT,

consider these issues: there will be an additional 40% increase in people (that's about 400,000 people) who will need transportation. Self-driving autos may reduce the need for cars, but another 400,00 people will increase that need again. Also, I think that the number of people who will opt to walk or bike to work will be of such a magnitude so as to cause only a very minor reduction to traffic congestion (I have reasons for believing this that would create too much of a diversion to discuss here). So, in 2040, despite the improved transportation methods of the future, I don't expect the commute to work will even then be a very pleasant experience.

A reduction in density would greatly improve the quality of life in the SRV. Less density would improve traffic, and favor buildings of lower height, which would blend with (rather than overwhelm) the residential surroundings.

Another issue I would like to discuss is the setback where multi-story buildings interface with single and 2 story single-family homes. In both the Winchester Village and the Santana Row chapter 5 Urban Design documents, I agree with the manner in which the multi-story buildings taper off to the interface with the residential homes. However, these documents call for setbacks in some cases as low as 20 feet, and I feel that the setbacks should be at least 60 feet in all cases. The new Reserve Apartments, which have a similar residential interface, have a setback of 60 feet, which everyone agreed was appropriate. I believe that that is a good standard, and should be adopted throughout the villages developments.

Thanks for considering my comments,
Ron Canario

WAG chapters

Kirk Vartan <kirk@kvartan.com>

Sat 4/15/2017 12:12 AM

To: Hakimizadeh, Leila <Leila.Hakimizadeh@sanjoseca.gov>;

Cc: Xavier, Lesley <Lesley.Xavier@sanjoseca.gov>; Pressman, Christina <Christina.Pressman@sanjoseca.gov>; Steve Landau <steve_landau@yahoo.com>; Mark Tiernan <mstcs2000@aol.com>; Bob Levy <robertlouislevy@yahoo.com>; Kirk Vartan <kirk@kvartan.com>;

Hi Leila,

I wanted to recap some of the feedback I provided over the past couple years and recently at the Open House. Since I am not on the WAG, here is my commentary in a general format:

1. Santana Row/Valley Fair Urban Village should embrace the massive changes and investments being made by the private sector.
2. All areas in the SR/VF Urban Village should be classified Urban Village as it provides the most flexibility for developers to come in and create value for themselves and the community
3. Building heights should be set at 250 feet. It doesn't mean it will happen, but it should not be discouraged if a developer can come in and create an extraordinary project.
4. I feel the heights and land uses are very arbitrary. Why are we dictating the limitations of the creative designs that architects have? No one in the group or at staff are architects or designers, so why are we playing that role?
5. The Winchester Urban Village should have the northern area (north of Moorpark and immediately south of Moorpark) should be at 250 feet. No real neighbors or shadows to worry about.
6. The Mobile Home Park should be looked at as an opportunity site. I believe the Mobile Home Park ordinance will dictate ways to care for the many affected residents (preferably locally), it should be seen as a large site with the capacity for high intensity development. I know this is not a popular thing to say and is very uncomfortable given the circumstances, but we need to look beyond the current conflict and assume it will be worked out with the land owner, the residents, and the city. And when it does, the future is what this plan should be dictating. The opportunities to join this land with a freeway cap and then to the south side by Moorpark can be a very unique opportunity that could attract large developers (like Related or AECOM). I believe there are ways to care for the current residents, while looking at the larger opportunity for the future. This is a 25-40 year plan. We need to be objective with the land that is here and see what a long term solution would be to further protect the substantial investments and successes in the area.
7. Allow for large mixed uses 200+ feet building on the Valley Fair site.
8. Allow for connectivity between Santa Clara and San Jose via pedestrian bridges (large ones)
9. Allow for pedestrian bridge connection into the large garage on Winchester and Forest

A general approach to support the growth and vitality of the SR/VF Urban Village should be paramount. It should also require substantial investment in the community amenities…not just developer check boxes to allow them to meet the minimum criteria to proceed with a development. The focus on placemaking and pedestrian level activities and focus should be a constant theme in every part of the SR/VF Urban Village. With 25Million people a year traveling through the area, it demands that kind of focus and attention.

The real questions I would ask are:

- What is San Jose doing to protect, embrace, and support Westfield and Federal Realty in their developments?
- What actions are you taking to enhance and invest in the area?
- How are your actions encouraging investment to further enhance the area?

This is *the* primary regional destination for Santa Clara County and beyond…perhaps the entire Bay Area. It attract the most people and generate the most retail foot traffic in the area. Valley Fair is on track to becoming the highest grossing mall in all of California after their expansion is complete (currently it is #2).

How is San Jose supporting the creation of great places in this area?

I hope the next step will be to create a Task Force that is multi jurisdictional and includes at least Santa Clara. We need to engage designers and vision people to help *visualize* the area, not just plan parts of it like the Advisory Groups are doing.

I hope you can weave my thoughts and comments into the Guides. My main goal is to not limit the options or stifle the creativity of the developers of the future. We don't know what they can come up with. They might have big ideas. But if the guides we produce restrict the vision or opportunities, we all lose.

Thanks for the attention.

-Kirk

the Winchester Boulevard (Winchester) and Santana Row/Valley Fair (SRVF) Urban Village Plans and General Plan Amendment (GP17-008)

Dan Scharre <dscharre@comcast.net>

Sun 4/30/2017 11:17 AM

To: Hakimizadeh, Leila <Leila.Hakimizadeh@sanjoseca.gov>;

Cc: dscharre@comcast.net <dscharre@comcast.net>;

Hi Leila,

I received the public hearing notice regarding consideration of the subject plans. I will not be able to attend the meetings but feel I need to make my concerns known to the Planning Commission and City Council. It appears from the map that the lot on the northeast corner of Stevens Creek and Winchester is not included in the Urban Village. There is currently a Safeway and CVS on that lot. They are an eyesore and detract from the current ambience of Santana Row and the Westfield Mall. This will be even worse as the Village plans get executed. Please let me and the community at large know why you are not including this lot as part of the project. I would encourage the commission and council to change their plans to add this in.

Thank you.

D. Scharre

Winchester urban village

Ravi V. Thakkar <Ravi@thakkarweb.com>

Sat 4/29/2017 7:32 PM

To: Hakimizadeh, Leila <Leila.Hakimizadeh@sanjoseca.gov>;

I received a public hearing notice in the mail and wanted to express my deep concern with the development as it is being proposed. As a member of the community I think this is absolutely the wrong direction for our community and we should not let this move forward. Thanks for taking my feedback into consideration.

Ravi

Winchester Boulevard & Santana Row/Valley Fair Urban Village Plans

Craig Bradley <craig@craigjbradley.com>

Tue 5/2/2017 8:15 AM

To: Hakimizadeh, Leila <Leila.Hakimizadeh@sanjoseca.gov>;

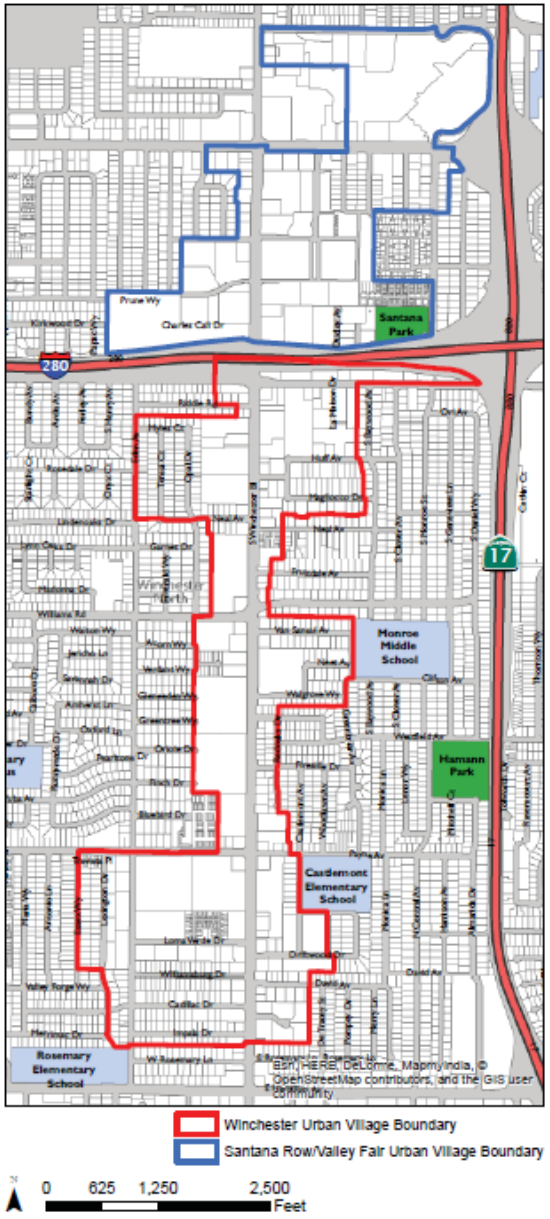
Hi Leila,

I have attended several of the Urban Village committee meetings, I live at 2828 Hemlock Ave. and I have three main concerns.

- Traffic – Because all of the major intersections are or becoming “Protected”, apparently there is no solution and it will just get worse with the new development.
- Tall buildings near residential – the north side of Hemlock Ave. is scheduled to be re-zoned at 85 feet. This Is a narrow street and that limit is too high, yes there is a “setback” and stepped height plan but that appears to be more of a guideline than a rule. A “sightline” of a much lower angle would be better.
- Parking – As the parking requirement for new construction have been reduced, there will be problems with overflow parking in the nearby residential areas. New developments must provide their own parking. One thing that can easily be done by the City Council is to expand the existing Permit Parking zones to include these areas with 24/7 restrictions. In my opinion this is must be tied to the approval of the plan.

Thanks,
- Craig

Craig Bradley
craig@craigjbradley.com
Mailing Address:
3141 Stevens Creek Blvd. Ste 366
San Jose, CA 95117
(408) 261-2828



Winchester and Santana Row/Valley Fair Urban Villages

Community Workshop #3 Summary

(Open House)

City of San Jose

Planning Division

Department of Planning, Building and Code Enforcement

March 30, 2017

6:00pm – 8:30pm

Workshop Overview

The third workshop for Winchester and Santana Row/Valley Fair Urban Villages was held on March 30, 2017 at International Christian Center at 3275 Williams Road, San Jose. There were at least 130 participants, including residents, property owners, and local business owners from the surrounding neighborhoods. With the information gathered from the previous community workshops for each Urban Village, on-line engagement, and the Winchester Corridor Advisory Group meetings, staff has developed final draft plan documents for the community to review. This was the final community meeting before presenting these draft documents before the Planning Commission and City Council public hearings.

Agenda

6:00pm: Welcome and Introductions

6:20pm-6:40pm: Planning Staff Presentation

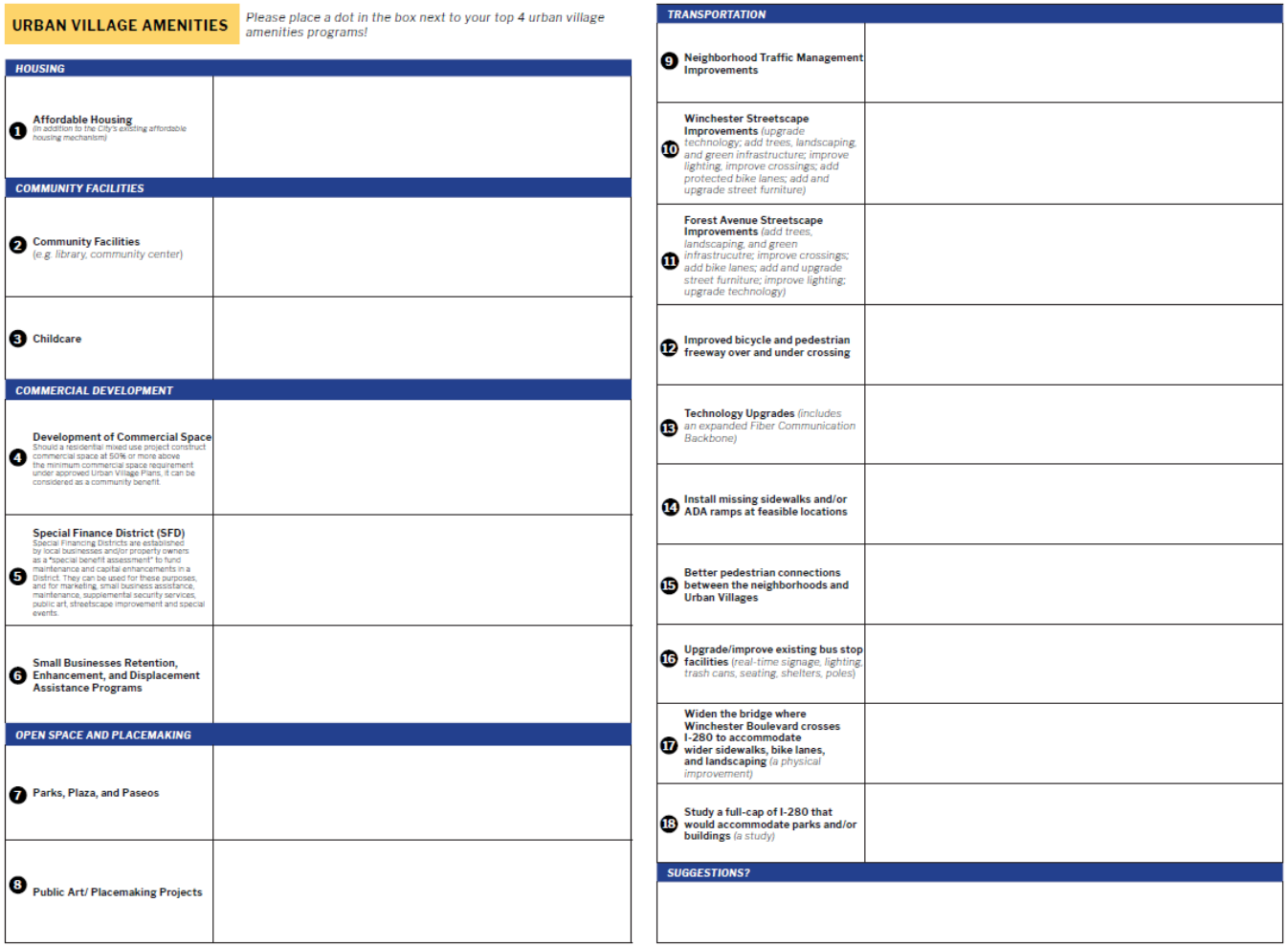
6:40pm-8:25pm: Table Discussions

8:30pm: Adjournment

Councilmember Jones began the workshop at 6:00pm with an introduction, followed by welcoming remarks by the Winchester Corridor Advisory Group co-chairs Mark Tiernan and Steve Landau. Afterwards, City of San Jose Project Manager Leila Hakimizadeh and the department of Transportation (DOT) staff presented an overview of the urban villages' plans guiding principles, changes to the urban village boundary, and community outreach summary, as well as the goals, policies, standards and guidelines of the Land Use, Parks, Plaza, and Placemaking, Urban Design, and Circulation & Streetscape chapters. Each participant was given 5 "dot" stickers for the Urban Village Amenities prioritization activity and 1 "dot" sticker for the height diagram preference activity. There were several tables that each focused on a chapter of the Urban Village plans. Each table had an exhibition board and several copies of Plans for review. Staff was at each table to record the participants' comments and answer questions.

Activities

Individual Activity #1: Urban Village Amenities. Participants were given "dot" stickers and were asked to place them in the box next to their top 4 urban village amenities program. Participants also had the opportunity to mingle and see others' priorities.

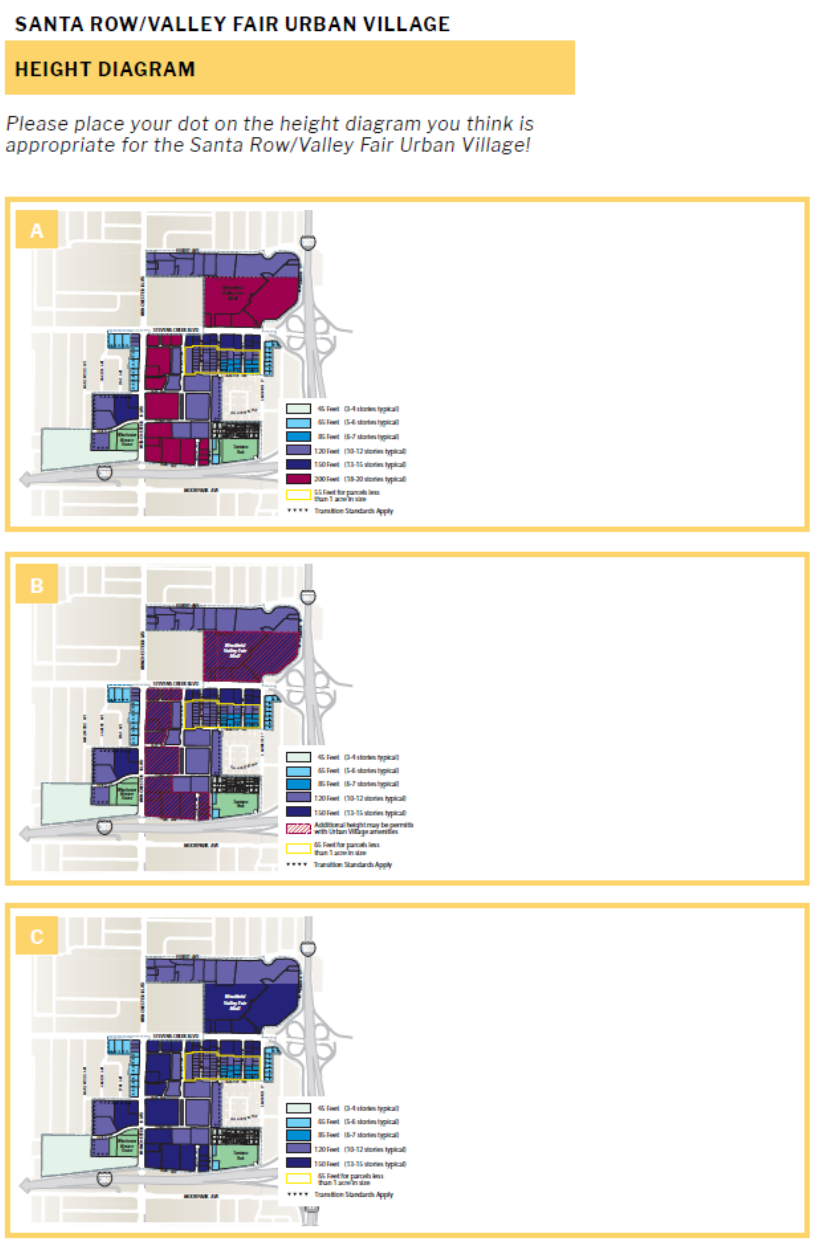


URBAN VILLAGE AMENITIES *Please place a dot in the box next to your top 4 urban village amenities programs!*

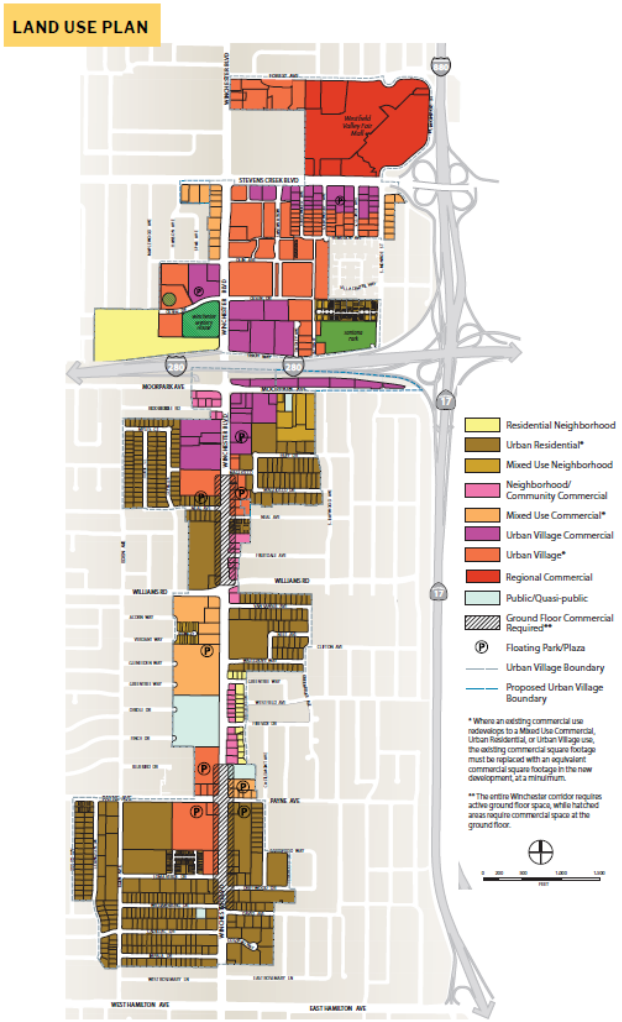
HOUSING	
1 **Affordable Housing** (In addition to the City's existing affordable housing mechanism)	
COMMUNITY FACILITIES	
2 **Community Facilities** (e.g. library, community center)	
3 **Childcare**	
COMMERCIAL DEVELOPMENT	
4 **Development of Commercial Space** Should a residential mixed use project construct commercial space at 50% or more above the minimum commercial space requirement under approved Urban Village Plans, it can be considered as a community benefit.	
5 **Special Finance District (SFD)** Special Financing Districts are established by local businesses and/or property owners as a "special benefit assessment" to fund maintenance and capital enhancements in a District. They can be used for these purposes, and for marketing, small business assistance, maintenance, supplemental security services, public art, streetscape improvement and special events.	
6 **Small Businesses Retention, Enhancement, and Displacement Assistance Programs**	
OPEN SPACE AND PLACEMAKING	
7 **Parks, Plaza, and Paseos**	
8 **Public Art/ Placemaking Projects**	

TRANSPORTATION	
9 **Neighborhood Traffic Management Improvements**	
10 **Winchester Streetscape Improvements** (upgrade technology; add trees, landscaping, and green infrastructure; improve lighting, improve crossings; add protected bike lanes; add and upgrade street furniture)	
11 **Forest Avenue Streetscape Improvements** (add trees, landscaping, and green infrastrucutre; improve crossings; add bike lanes; add and upgrade street furniture; improve lighting; upgrade technology)	
12 **Improved bicycle and pedestrian freeway over and under crossing**	
13 **Technology Upgrades** (includes an expanded Fiber Communication Backbone)	
14 **Install missing sidewalks and/or ADA ramps at feasible locations**	
15 **Better pedestrian connections between the neighborhoods and Urban Villages**	
16 **Upgrade/improve existing bus stop facilities** (real-time signage, lighting, trash cans, seating, shelters, poles)	
17 **Widen the bridge where Winchester Boulevard crosses I-280 to accommodate wider sidewalks, bike lanes, and landscaping** (a physical improvement)	
18 **Study a full-cap of I-280 that would accommodate parks and/or buildings** (a study)	
SUGGESTIONS?	

Individual Activity #2: Santana Row/Valley Fair Urban Village Height Diagram. Participants were given one "dot" sticker and were asked to place it in the box next to the height diagram they think is appropriate for the urban village.



Group Discussion Activities. Participants were asked to review and discuss each of the chapters of the Urban Village plans, of which there was a dedicated table for each that included boards with high level overview information: Chapter 3 – Land Use, Chapter 4 – Parks, Plaza, and Placemaking, Chapter 5 – Urban Design, and Chapter 6 – Circulation & Streetscape.

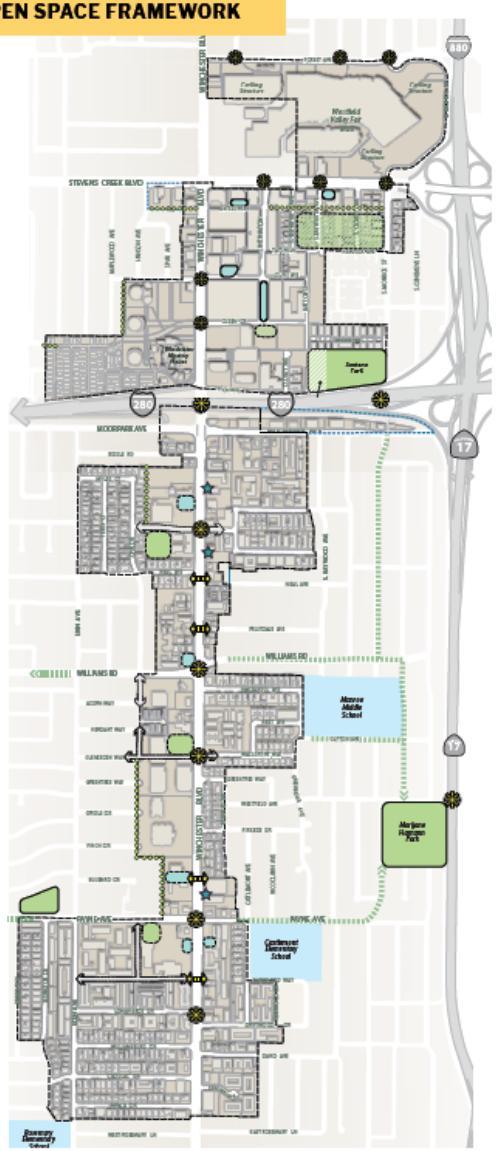


PARKS, PLAZAS, AND PLACEMAKING

COMMON GOALS OF URBAN VILLAGE PLANS

- Create attractive public parks and plazas for community activities
- Create public-accessible and privately-maintained urban plazas
- Use public art and placemaking elements to activate public spaces

OPEN SPACE FRAMEWORK



COMMUNITY/NEIGHBORHOOD PARK

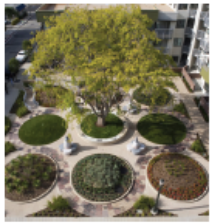
Community and neighborhood parks tend to be larger parks (over 1 acre in area). Features include:

- Active facilities such as play structures, picnic areas, seating, etc.
- Community centers


PLAZA

Plazas represent a creative way to provide publicly-accessible open space in urban areas. Features include:

- Surrounding active uses
- Opportunity for food trucks or farmers' markets
- Entirely or partially hardscape

POCKET PARK/PARKLET

Pocket parks are typically built on single lots or irregularly shaped pieces of land and owned and maintained by private developments. Pocket parks should include areas to socialize, sit and relax.


PASEO

"Paseos" are publicly-accessible linear open spaces that are restricted to pedestrian and bicycle traffic. Other features include:

- Signature landscape scheme
- Simple amenities such as seating, water fountains, etc.


URBAN DESIGN

5 MAJOR URBAN DESIGN ELEMENTS

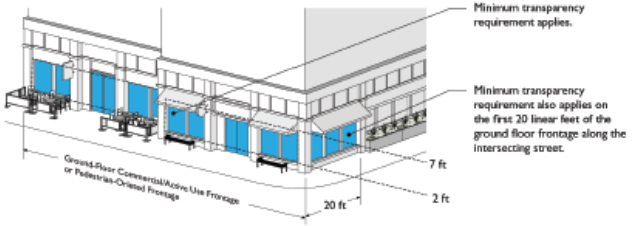
- Village-wide cohesiveness and pedestrian-oriented design
- Quality building design
- Compatibility of building height, placement, and scale
- Access through paseos, pathways, and parking
- Environmental sustainability

URBAN DESIGN FRAMEWORK

BUILDING FRONTAGES DESIGN

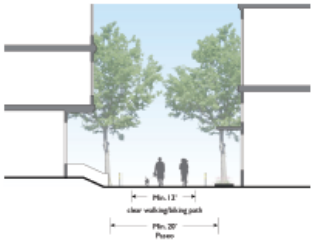
A pedestrian-scaled building frontage design, especially on the ground floor, adds visual interest and comfort to pedestrians.

- **Ground-Floor Commercial/Active Use Frontages** require active, pedestrian-oriented ground floor uses and higher ground floor transparency.
- **Pedestrian-Oriented Frontages** prioritize pedestrian comfort in their design.

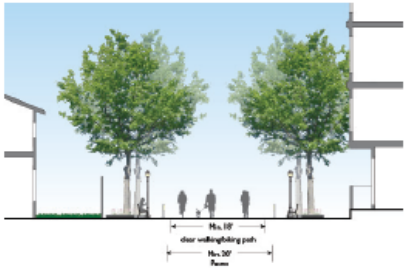


PASEOS DESIGN

A good paseo design takes into account the adjacent land uses, building form, and additional opportunities to attract and engage visitors.



Paseos abutting medium- to high-intensity uses *complement the existing pedestrian network and may be partially or completely hardscape.*



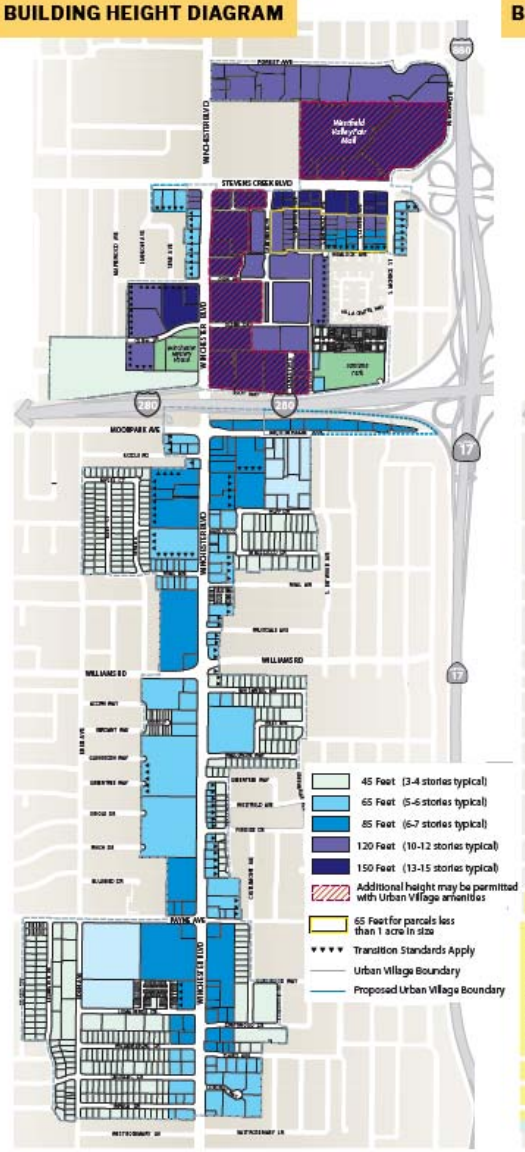
Paseos abutting existing single-family homes *are wider, fully open to sunlight, and are designed to accommodate a range of pedestrian- and bicycle- activities.*

BUILDING HEIGHT

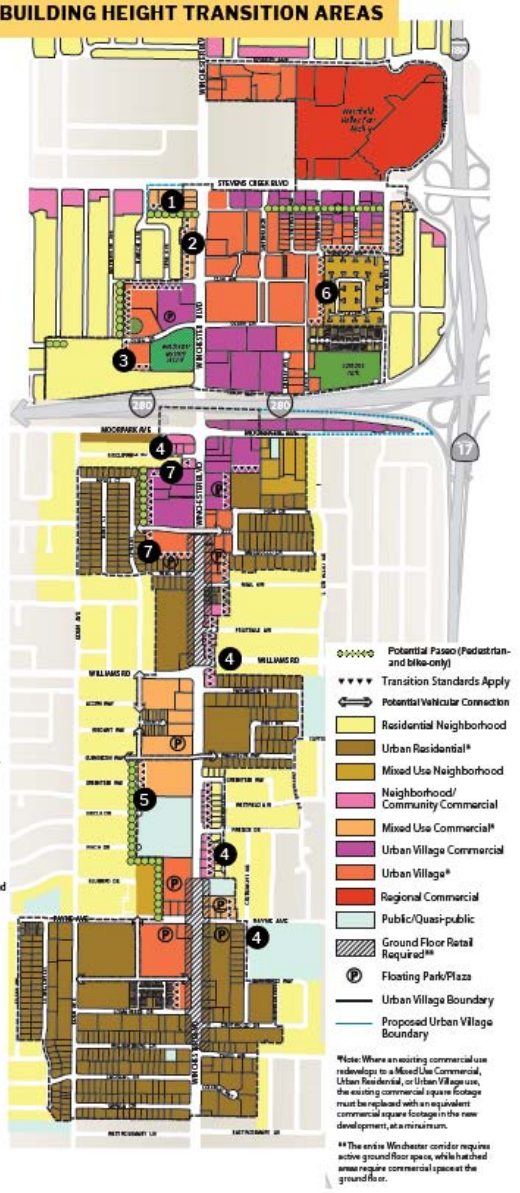
COMMON GOALS IN TWO URBAN VILLAGES PLANS

- Place the tallest building heights along: Winchester Boulevard, Stevens Creek Boulevard, I-280, and I-880
- Establish Height districts that step down toward existing low-intensity residential uses.
- Ensure that the project site size is compatible with the intensity of the development.

BUILDING HEIGHT DIAGRAM



BUILDING HEIGHT TRANSITION AREAS



CIRCULATION AND STREETSCAPE

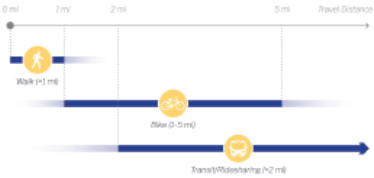
A COMPLETE TRANSPORTATION NETWORK

"THREE-LEGGED STOOL" A COMPREHENSIVE APPROACH

A well-connected environment and a quality sense of place is shaped by land use configurations, urban design, a robust and complementary transportation network, and changes in travel behavior choices.

ALTERNATIVE TRANSPORTATION

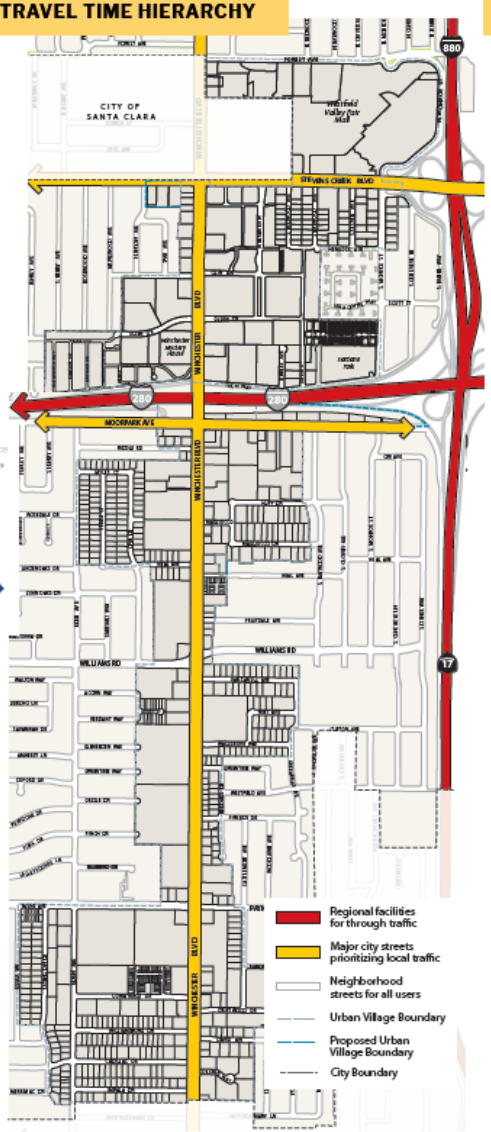
The Urban Village Plans encourage more travel through alternative forms of transportation and are developed according to typical trip distances for each travel mode.



CIRCULATION: GOALS & POLICIES

- Improve traffic flow, enhance multimodal connectivity, and reduce neighborhood cut-through traffic.
- Complete the fiber optic communication backbone network in order to support robust technology improvements.
- Complete, expand, and enhance bicycle and pedestrian networks.
- Make transit a more viable option and encourage more use of transit.
- Accommodate all types of travel, including shared mobility trips and other future forms of travel in ways that provide net benefit.
- Work with partners and neighbors to create cohesive area-wide and local transportation networks.

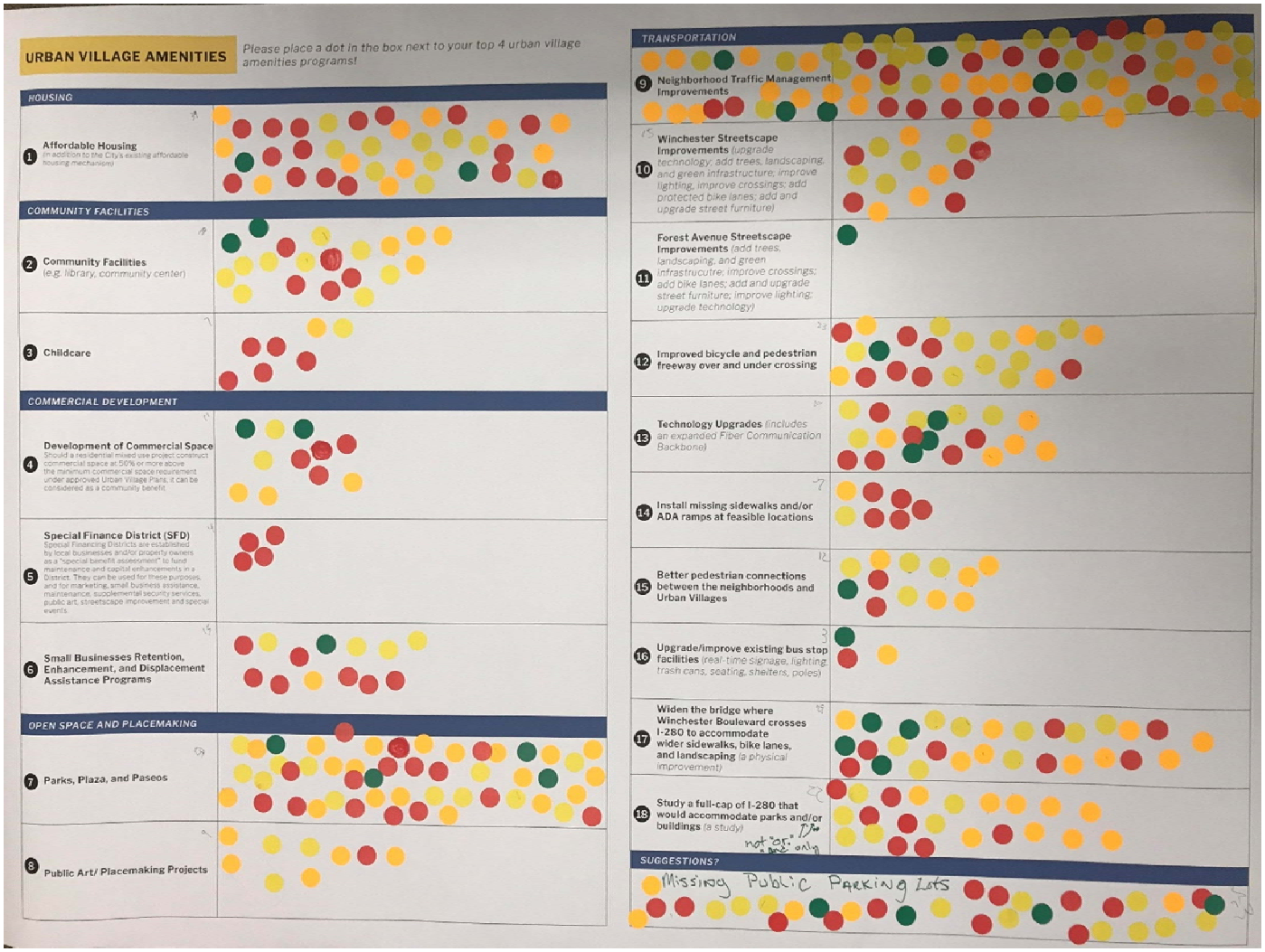
TRAVEL TIME HIERARCHY



CIRCULATION AND TECHNOLOGY NETWORKS

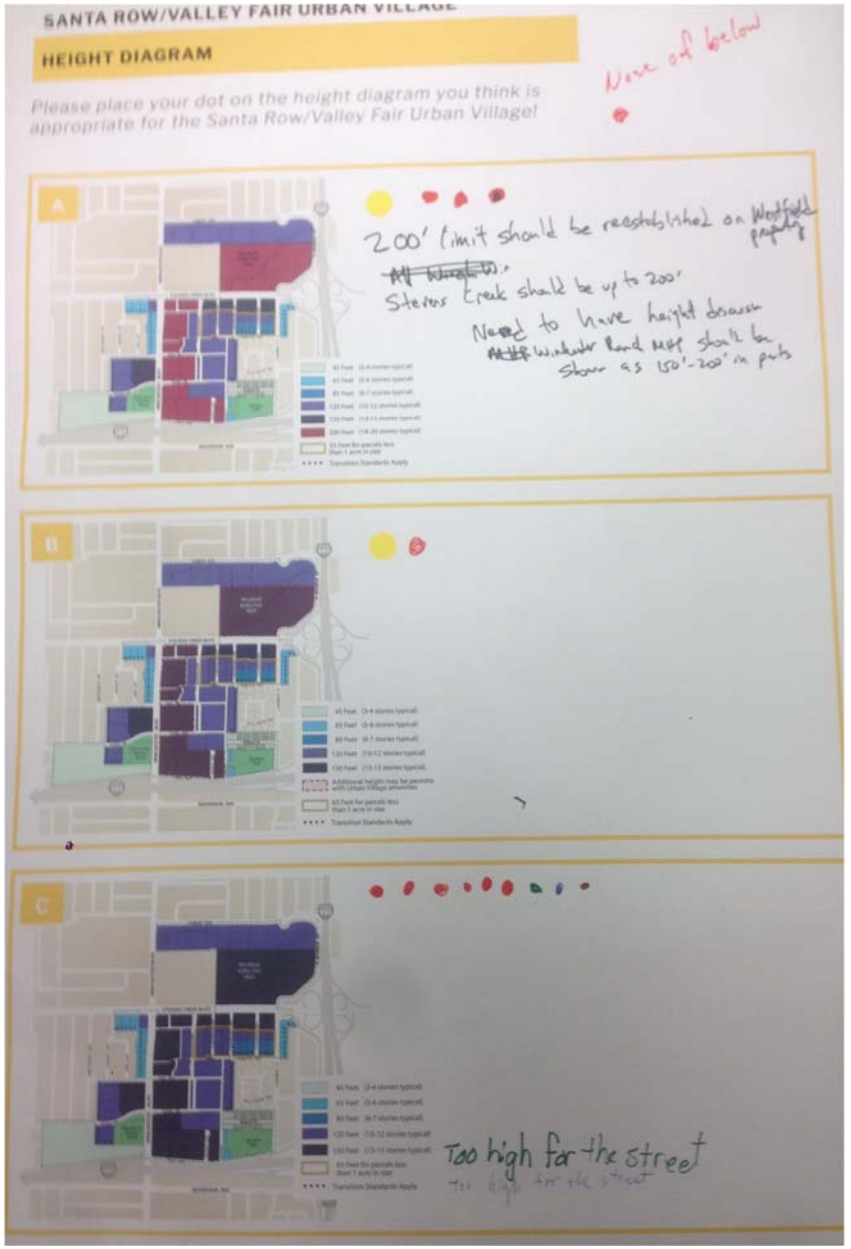
Overall Workshop Summary

Individual Activity: Urban Village Amenities. The top urban village amenities that the participants would most like to see in the Urban Village are: affordable housing, parks, plazas, and paseos, neighborhood traffic management improvements, widen the bridge where Winchester Boulevard crosses I-280 to accommodate wider sidewalks, bike lanes, and landscaping, and the addition of public parking lots.



Urban Village Amenity Dot Exercise Summary (Winchester & SRVF Urban Villages Open House)		
Urban Village Amenity	**# of dots**	**% of total**
Neighborhood Traffic Management Improvements	80	20%
Parks, Plazas, and Paseos	49	12%
Affordable Housing	39	10%
Missing Public Parking Lots	32	8%
Widen the bridge where Winchester Boulevard crosses I-280 (an improvement)	27	7%
Improved freeway bicycle and pedestrian over/undercrossings	23	6%
Study a full-cap of I-280 that would accommodate parks and/or buildings (a study)	22	6%
Community Facilities (e.g., library, community center)	20	5%
Technology Upgrades (includes an expanded fiber communication backbone)	19	5%
Winchester Streetscape Improvements	15	4%
Small Businesses Retention, Enhancement, and Displacement Assistance Programs	13	3%
Better pedestrian connections between the neighborhoods and Urban Villages	12	3%
Development of Commercial Space	11	3%
Public Art / Placemaking Projects	9	2%
Childcare	7	2%
Install missing sidewalks and/or ADA ramps at feasible locations	7	2%
Special Finance District	4	1%
Upgrade/improve existing bus stop facilities	3	1%
Forest Avenue Streetscape Improvements	1	0%
Total	**393**	**100%**

Individual Activity: Urban Village Amenities. The height diagram that most participants thought was appropriate for Santana Row/Valley Fair Urban Village was "C," which depicted the lowest of all of the heights proposed.



Comments on diagram:

A

- 200 feet should be re-established on Westfield property.
- Stevens Creek should be up to 200 feet.
- Need to have height discussion. Winchester Ranch should be shown as 150-200 feet in parts.

C

- Too high for the street.

Land Use. The common goals of the land use plans are to create mixed-use urban villages, foster a pedestrian- and bicycle-friendly environment, support diverse housing types, and improve and increase quality public spaces. A couple of the comments the participants made included expanding pedestrian/bicycle friendly connection to the schools, and to consider private recreation use & bicycle connections to and within Westfield Valley Fair Mall.

Park, Plazas, & Placemaking. The common goals of the parks, plazas, and placemaking plans are to create attractive public parks and plazas for community activities, create public-accessible and privately-maintained urban plazas, and use public art and placemaking elements to activate public spaces. The participants would like to see a dog park at Santana Park, more shade trees and plantings along the sidewalk to create a more pedestrian-friendly environment, and have more outdoor seating areas along Winchester Boulevard.

Urban Design. The five major urban design elements are: village-wide cohesiveness and pedestrian-oriented design, quality building design, compatibility of building height, placement, and scale, access through paseos, pathways, and parking, and environmental sustainability. The participants were largely concerned about parking, especially with planned increased housing density and retail commercial in the area. A couple of suggestions the participants made are to increase the parking spots per unit and to increase car registration fee to finance public parking. A few participants thought the 150 feet height of buildings was too high. The participants supported pedestrian walkways and bridges, and making sure they are safe. Affordable housing and affordable retail space was also discussed.

Circulation & Streetscape. The circulation goals & policies include: improve traffic flow, enhance multimodal connectivity, reduce neighborhood cut-through traffic, complete the fiber optic communication backbone network to support technology, complete, expand, and enhance bicycle and pedestrian networks, make transit a more viable option and, and work with partners and neighbors to create cohesive, area-wide local transportation network. The participants were concerned about spillover parking and pass through traffic on Eden Avenue. Other suggestions were to create a public transit only lane, making transit free, and charging to use the roads. Overall, there should be better infrastructure for public transportation and the urban villages should be centered around them.

Table Summaries

The following are comments made by the participants during the discussion, as noted by the facilitators and the scribes at each table.

Land Use Table.

- What happened to the farm on Winchester, south of Williams Rd?
- Riddle Rd – cut through (17 potholes – high usage Rd).
- Transit going downtown (east) to Cupertino (west).
- Neal Ave (NW corner) same height as Reserve Project.
- Pedestrian/bicycle friendly connections to existing schools (Castlemont & Monroe) need to be expanded to parks/neighborhoods and safe crossing over Winchester Blvd.
- Consider private recreation use & bicycle connections to and within Westfield Valley Fair Mall.
- If I'd wanted to live in an urban area, I wouldn't have move to the suburbs.
- "Villages" do not have skyscrapers.
- Anything over 4-5 stories is too tall.
- Think of the homeless communities.

Parks, Plazas, & Placemaking Table.

- Dog Park at Santana Park.
    - Sponsorships (Petco), etc
- More shade trees and plantings along sidewalks for pedestrian friendly environment.
- Above ground parks over Stevens Creek/Winchester.
- Need to be very clear to public which privately developed "public" spaces are public (signage).
- When will Santana Park be rebuilt?
- More outdoor seating areas along Winchester Blvd.

Urban Design Table.

- Once plan is approved, how can development proceed?

- More clarity on setbacks.
- Less parking lot frontage along Winchester Blvd (tuck them behind/underground).
- Why is there no option for less than 120-150 feet? The consensus is we don't want 150 feet. We want less. There is no option for those of us who live there now and will be affected by the height!
- Adequate residential parking – 1.3 spots/unit is not enough.
- With increased housing (density) and retail commercial in the area, how do you account for parking needs? (i.e. residents parking plus shoppers plus employees) seems like 3x parking needs
- Winchester car tunnel from Forest to Campbell Ave for thru traffic with entrances and exits to 280 – Toll Tunnel with FastTrac Transporters.
- Charge 1.4 parking spots per unit to 2.4 parking spots per unit.
- Increase car registration fee to finance public parking.
- Safety of the pedestrians and improvement of traffic flow. Please consider building a skywalk between Westfield shopping center and Santana Row.
- Restaurants on sidewalks…you plan for a nice wide sidewalk, then restaurants take up ½ with tables, you have to skirt around trees, etc. I saw on one picture that restaurants has a further set-back for space for tables. Keep to walkway pedestrian-friendly.
- Height of 120 feet at back of Maplewood is not fair to residents on Maplewood.
- Pick up and drop off for seniors.
- Support high density. Go as high as permitted.
- Mixed use please.
- Walkable neighborhood.
- 280 freeway cap.
- Encourage height (150-200 feet) in the north side of Moorpark.
- Support guidelines that encourage/incentivize a freeway cap.
- Allow 200 feet on the Valley Fair shopping center property.
- Walkable areas designed to invite existing neighborhood to participate.
- We don't want 150 feet heights – period. Why won't you listen?
- 3 stories only! This is gentrification!
- Need adequate parking south of Payne.

- How are you going to fill in the commercial/retail buildings/spaces and ensure they have enough businesses to stay in business? There is way too much empty retail space already. Perry Lane is a perfect example. Empty space invites crime.
- Need affordable housing. Young married people cannot afford to live in our neighborhood no matter how nice it is.
- Concerned about influx of people parking on neighborhood streets – cannot get out of your driveway on S. Clover for example.
- We talk of affordable housing. Let's not forget affordable retail space. For mixed use it has been said we don't just want "another Starbucks," but will Happy Donut, cleaners, etc be able to afford rent in the new buildings once their current old rent buildings are torn down. If you want a vibrant "village," those small, local, non-chain businesses are needed.
- How do we ensure parking access near parks?
    - For residents who rely on street parking?
    - For visitors from afar
- Leave Walgrove Way as is – don't need a multi modal street to make access more difficult.
- Want commercial at Safeway site.
- If we open pedestrian routes to new development, are we going to have more people parking in neighborhoods?
- Back of Maplewood Ave.
    - Concern over 120 feet height.
    - Need bigger buffer/green space.
    - Stepped heights in architecture.
    - Needs to integrate with new and existing neighborhood.
- Must to address security in neighborhood.
    - Streets at night
    - Cybersecurity
- Bulb iconic features (bridges).
- Better safer bus stops with nice trees.
- Policy about freeway cap
    - Height limits (re-evaluate height on Moorpark and intersections)

Circulation & Streetscape Table.

- How does going from 5 lanes on Forset to 3 lanes help traffic congestion?
- Winchester Blvd has better flow of traffic.

- What about holiday shopping traffic flow?
- Move 280 interchange from Winchester to San Tomas
- More transit classy.
- Pass through traffic on Eden.
- Spillover parking on Eden.
- East San Carlos and Downtown travelers to Urban Village without single-occupancy vehicle.
- Public transit only lane.
- Free transit.
- Traffic will take care of itself.
- Accept pedestrian bridge to Santa Clara.
- Charge to use roads.
- Reduce transit transfer.
- About multi-modal streets
    - Will they cut off access to homes?
- Address safety & lighting at the existing pedestrian bridge over Highway 280 to Santana Park.
- More competitive transit travel times.
- Fire and police services planning.
- Move the bus facility to Stevens Creek (swap valet and transit mall)
- Question/concern: turning left queue @ Winchester: trade off needed?
- Encourage lower parking by incentivizing new transit ideas.
- Need better infrastructure for public transportation. Urban villages should be centered around light rail/BART, etc.
- Skywalk for pedestrians at Santana Row & Valley Fair and elsewhere in Urban Villages.
- City needs to maintain trees.
- Support pedestrian walkaways that encourage people to see the walkways/platforms as a destination.
- In South Monroe, S. Baywood area, requirement for parkland is too burdensome.
    - Lots are too small to expect parkland & redevelopment.

Other Ideas Not on the Chart.

- Keep existing affordable housing.

- Permit parking.
- Dedicated public transportation lanes on both Winchester and Stevens Creek.
- Community gardens.
- For the safety of the pedestrians and improvement of the traffic flow on Stevens Creek Blvd, please consider a skywalk between Santana Row and Valley Fair.
- Partner with schools and Tech Museum to deliver renewable public art.
    - Look at Singapore case studies.
    - Incorporate green technology for public infrastructure.
- Focus on innovative design for public spaces, residential/commercial building.

Written Comments

The following are comments received by residents before and after the workshop.

BEFORE WORKSHOP

- Plan looks oriented toward developers. Images and hopeful environment are beautiful.
- Big thing for our location is the Section 8 housing located on Loma Verde and the crime.
- What are you going to do about preventing crime in the Eden, Cadillac and Loma Verde area?
- Idea of making way for more low-income housing is not a good one. Please put it in someone else 's area.
- I live in an apartment building within the boundary of Winchester Urban Village. I would like to know how the "urban village" will affect the building, where I lived for almost 29 years. Will this apartment building no longer exist?
- I oppose the idea of the "urban village" as it is nothing more than a new tax, much like an HOA charge for those that are in this boundary.
- Parcel at 741 S. Winchester should have a land use designation that allows for development of multifamily residential. A commercial land use designation is not compatible with the realistic development of an economically viable project at this site.
- Since the Health & Fitness Trust property is intended to be used in the short-term for commercial/retail purposes only, the proposed plan should make clear that continued retail use in current building or new building is allowed and is not made nonconforming by the adoption of the proposed plan or any associated amendments to General Plan or Zoning Ordinance.

AFTER WORKSHOP

- I'm concerned with the current state of vacant lots and multiple cash checking retailers.
- Mixed-use arguments for traffic mitigation are weak since residents will not be walking to work and will further crowd highways 280 and 17, and San Thomas Expressway. It doesn't matter how "green" the development is. If you really want benefits for "mixed-use," put development where the jobs are off of Highway 237.
- Building heights over the current 7 stories in Santana Row would be an eyesore for and in the community. Setbacks of only 20 feet are insufficient.
- There was not any effort placed on creating images and designs of what intense growth would look like, and what growth would bring to the community. Many community members see large buildings as out of character or simply

things that create more traffic. Without a more involved education and exploration, many people do not believe it is possible to truly "see" what the area will or could look like.

- What we fee should be specifically listed as an item for further research is the notion of a cap (or lid) over parts of I-280, east and west of Winchester.
- Meeting was informative and the weighted preference method of getting community input was helpful.
- We respectfully urge the City to reconsider live-work program as a legitimate commercial use in the Santana Row-Valley Fair Urban Village Plan. We further request that density limit of 75 DU/acre for residential units be eliminated or increased to 112.5 DU/acre (50% increase) for live-work uses.
- Building and Site Design: DS-29 – provide more clarity, residents may interpret to mean when buildings adjacent to single family homes.
- Transitions – recommend changing the threshold from land use designations to when site is adjacent to R-1/R-2. Under the current transitions, in the Winchester Urban Village plan a few sites that are next to R-1/R-2, there are no transitions because there is no transitions for Urban Residential and Public/Quasi Public (i.e. behind Bethel Church and behind the Reserve).
- Overlay in the SR/VF height diagram - why is that area designated? How will community benefits be defined until the implementation/financing chapter is complete?
- Winchester Urban Village - why isn't "mixed-use neighborhood area" (behind Bluebird Drive) within the Urban Village boundaries?
- Change order of sections (streetscape plan before circulation section) – shift focus of bike lanes by putting the streetscape plan before the discussion on bike lane goals.
- What happened to the scramble diagram? (Stevens Creek & Santana Row) Key intersection - there should be something to show future plans.
- Unbundled parking – we want to ensure unbundled parking is a guideline and not required.
- Concern is that structures that are too tall will stand out from surroundings and overwhelm the existing characteristics of the community.
- Another concern is increase in density being proposed. A reduction in density would greatly improve the quality of life in Santana Row / Valley Fair.
- I feel that setbacks should be at least 60 feet in all cases.

Re: Public Hearing Notice for the Winchester Boulevard and Santana Row/Valley Fair Urban Village Plans and General Plan Amendments

mariusf@comcast.net

Tue 5/2/2017 9:40 AM

To: Hakimizadeh, Leila <Leila.Hakimizadeh@sanjoseca.gov>;

Hi Leila,

I attended several Urban Village community meetings and as the time progressed, the height of North Hemlock was gradually increased to the current 85ft.

By all means, Hemlock is a residential, narrow street which it is not appropriated for tall buildings traffic.

Please look to Sunnyvale City guidelines on this subject. They impose a "sunlight line angle" which it is a more appropriated requirement.

Also, I recommend that the parking in the surrounding streets of Santana Row area (including Hemlock str.) will be restricted to only the cars with City Permits for 24/7.

sincerely,

Marius Frohlichman
2824 Hemlock Av.
San Jose, CA 95128

From: "Leila Hakimizadeh" <Leila.Hakimizadeh@sanjoseca.gov>
To: "Leila Hakimizadeh" <Leila.Hakimizadeh@sanjoseca.gov>
Sent: Monday, May 1, 2017 10:21:07 PM
Subject: Public Hearing Notice for the Winchester Boulevard and Santana Row/Valley Fair Urban Village Plans and General Plan Amendments

Dear Community Member

The Planning Commission and the City Council of the City of San José will consider **the Winchester Boulevard and Santana Row/Valley Fair Urban Village Plans** and **General Plan Amendments** at a public hearing in accordance with the San José Municipal Code on:

Planning Commission Hearing
Wednesday, May 10, 2017
6:30 p.m.

City Council Chambers
City Hall
200 East Santa Clara Street
San Jose, CA 95113

The Planning Commission actions/synopsis will be available for review on our web-site 24-48 hrs after the hearing. Please visit:
http://sanjoseca.gov/index.aspx?NID=5267

City Council Hearing
Tuesday, June 27, 2017
6:00 p.m.
City Council Chambers
City Hall
200 East Santa Clara Street
San Jose, CA 95113
http://sanjoseca.gov/index.aspx?NID=3549

You can read the draft chapter for **Winchester Boulevard Urban Village Plan** at the following link:
http://www.sanjoseca.gov/index.aspx?NID=3795
You can read the draft chapter for **Santana Row/Valley fair Urban Village Plan** at the following link:
http://www.sanjoseca.gov/index.aspx?NID=3793

The Winchester and Santna Row/Valley Fair Urban Village Plan are prepared by the City and community to provide a policy framework to guide new job and housing growth within these Urban Village boundaries. These Plans will also guide the characteristics of future development, including buildings, parks, plazas and placemaking, streetscape and circulation within these areas. These Plan supports the identified growth capacity for these Urban Village in the Envision San José 2040 General Plan.
These Plans will not cause eminent domain.

Thank you,
Leila Hakimizadeh, Project Manager

Leila Hakimizadeh, AICP, LEED AP ND
Planner III | Planning, Building and Code Enforcement
City of San Jose, 200 E Santa Clara Street, Tower,
3rd Floor, San Jose, CA 95113
Phone: (408) 535-7818 | **Email:** leila.hakimizadeh@sanjoseca.gov

Re: Santana Row/Valley Fair Urban Village

D Gordon <dgordon904@gmail.com>

Tue 5/2/2017 1:37 PM

To: Hakimizadeh, Leila <Leila.Hakimizadeh@sanjoseca.gov>;

Thanks Leila.

It doesn't make sense to me, why would there be a 12-story building allowed right up against residential? Page 14 shows "9-12 stories typical". Typical of what? FRIT promised the Villas neighborhood nothing higher than 3 stories near our property line when we purchased the adjoining property.

Am I misunderstanding something?
Debra

On Tue, May 2, 2017 at 1:03 PM, Hakimizadeh, Leila <Leila.Hakimizadeh@sanjoseca.gov> wrote:

> Look at the updated document, pages 14 & 15 of this document. It has special guideline for properties fronting Hemlock.
>
> http://www.sanjoseca.gov/DocumentCenter/View/68181
>
> **Leila Hakimizadeh, AICP, LEED AP ND**
> Planner III | Planning, Building and Code Enforcement
> City of San Jose, 200 E Santa Clara Street, Tower,
> 3rd Floor, San Jose, CA 95113
> **Phone:** (408) 535-7818 | **Email:** leila.hakimizadeh@sanjoseca.gov
>
> ---
>
> **From:** Hakimizadeh, Leila
> **Sent:** Tuesday, May 2, 2017 11:53:14 AM
> **To:** D Gordon
> **Subject:** Re: Santana Row/Valley Fair Urban Village
>
> I'm going to fix it. it is accidentally deleted. I'll get back to you by 3 pm today.
>
> **Leila Hakimizadeh, AICP, LEED AP ND**
> Planner III | Planning, Building and Code Enforcement
> City of San Jose, 200 E Santa Clara Street, Tower,
> 3rd Floor, San Jose, CA 95113
> **Phone:** (408) 535-7818 | **Email:** leila.hakimizadeh@sanjoseca.gov

From: D Gordon <dgordon904@gmail.com>
Sent: Tuesday, May 2, 2017 11:36:39 AM
To: Hakimizadeh, Leila
Subject: Re: Santana Row/Valley Fair Urban Village

2888 Hemlock Ave

On Tue, May 2, 2017 at 11:33 AM, Hakimizadeh, Leila <Leila.Hakimizadeh@sanjoseca.gov> wrote:

> Buildings that are fronting single-family houses should apply to the transitional height requirements. what is the address of your property?

Leila Hakimizadeh, AICP, LEED AP ND
Planner III | Planning, Building and Code Enforcement
City of San Jose, 200 E Santa Clara Street, Tower,
3rd Floor, San Jose, CA 95113
Phone: (408) 535-7818 | **Email:** leila.hakimizadeh@sanjoseca.gov

From: D Gordon <dgordon904@gmail.com>
Sent: Tuesday, May 2, 2017 11:30:40 AM
To: Hakimizadeh, Leila
Subject: Santana Row/Valley Fair Urban Village

Hi Leila, am I understanding this correctly, can new buildings be 0 feet from the property line and as high as 12 stories nearby?

http://www.sanjoseca.gov/index.aspx?NID=3793

I live near Santana Row Lot 12, and I am very concerned that my home could end up in the shadow of a huge building, or worse, parking structure!
Debra Gordon

April 3, 2017

Ms. Leila Hakimizadeh
City of San Jose
Planning, Building and Code Enforcement
200 E Santa Clara Street
Tower, 3rd Floor
San Jose, CA 95113

Re: 335 S. Winchester Boulevard
San Jose, CA 95128

Site Data

Total Site Area:	30,914.37 sf (0.71 acres, 2 parcels of property)
Land Use Designation:	Mixed Use Commercial

Project Data

Gross Building Area:	76,853.53 sf
FAR:	2.49
Building Height:	65 feet

Dear Ms. Hakimizadeh:

After several months of program and urban analysis based on the SRVF Urban Village Plan's proposed development guidelines, please see enclosed PDF document for diagrams and analysis of our proposed project. Please note, these diagrams cannot be considered as designs. They are volumetric studies to examine the potential massing of the development.

First, it is important to note that we recognize the importance of our project to generate an innovative urban narrative regardless of the requirements of SRVF Urban Village Plan. This is a philosophical and professional principle of the firm in design toward all work by the firm. In this regard, after weighing several different options, we arrived at what we believe is the best program option to develop urban live-work micro units and lofts. The intent is to develop innovative flexible live-work spaces targeting small urban creative start-up businesses in West San Jose. What we propose is a maximum of 78 live-work micro units/micro lofts atop of 10,180.11 sf of active commercial ground floor. The scheme meets all conditions of the SRVF Urban Village Plan except in its residential density definition, it exceed the density limit of 75 DU/Acre. However, based on our reading of the SRVF Urban Village design guidelines and analysis of all requirements, we strongly believe that our proposal meets the intent of the SRVF Urban Village Plan based on the following findings:

1. The proposed project is congruent with SRVF Urban Village policy to encourage the development of micro-units or affordable by design units for new residential or mixed-use development within the Urban Village.
2. By limiting the size of the live-work units, the proposed project is more compatible with SRVF Urban Village plan to accommodate new residential growth in a compact, walkable, and mixed-use format to create a dynamic urban environment that embraces a creative workforce.

No. 4, Lane 687 Zhaojiabang Rd
Shanghai, China 200032
T +86 6443 7773
F +86 6443 7772

834 S Broadway, Suite 1200
Los Angeles, CA 90014 USA
T +1 213 536 0190
F +1 213 536 0191

3. As live-work, the "work" component of the proposed project meets the commercial/employment objectives of the SRVF Urban Village Plan.
4. The proposed live-work is more true to the high-density mixed-use urban development intent of the SRVF Urban Village Plan with the inclusion of secondary "live"/residential use at the upper floors.
5. The design intent is to develop open plan studios and lofts with smallest unit width at 14'-2" based on 28'-4" structural bay (please see enclosed PDF document for illustration). Depending on the needs of the end user, the sizes of the units can be increased by 14'-2" modular widths. This will result in larger live-work units and reduced unit count. This design intent will meet the urban design goal to promote flexible buildings that can accommodate a range of uses and adapt to changes in the market over time.
6. Lastly, the proposed massing is more sensitive to the low density, single family development immediately behind property than the proposed building envelope allowed by SRVF Urban Village Plan. Please see the massing diagram in the enclosed PDF document.

In summary, based on the above, we respectfully urge the city to reconsider live-work program as a legitimate commercial use in the SRVF Urban Village Plan. As a recognized commercial use, we further request that density limit of 75 DU/acre for residential units be eliminated or increased to 112.5 DU/acre (50% increase) for live-work uses. Lastly, we find the 75 DU/acre density rule to be incompatible with SRVF Urban Village policy to promote micro and/or affordable by design units. Viability of micro or small unit developments will depend on quantity. The quantitative definition is not just in number of units but more importantly, population supported by the number of units to create community as a high density urban project. This incompatibility further supports the elimination or justifiable increase of density limitation for live-work micro unit/lofts. We look forward to your opinion and response. Should you have any questions, please do not hesitate to contact me at any time.

Best,

Paul Tang
Principal

RESOLUTION NO. _____

A RESOLUTION OF THE COUNCIL OF THE CITY OF SAN JOSE AMENDING THE ENVISION SAN JOSE 2040 GENERAL PLAN PURSUANT TO TITLE 18 OF THE SAN JOSE MUNICIPAL CODE TO ADOPT THE WINCHESTER AND SANTANA ROW VALLEY FAIR URBAN VILLAGE PLANS AND ASSOCIATED GENERAL PLAN AMENDMENT

May 2017 General Plan Amendment Cycle (Cycle 2)

WHEREAS, the City Council is authorized by Title 18 of the San Jose Municipal Code and state law to adopt and, from time to time, amend the General Plan governing the physical development of the City of San Jose; and

WHEREAS, on November 1, 2011, the City Council adopted the General Plan entitled, "Envision San Jose 2040 General Plan, San Jose, California" by Resolution No. 76042, which General Plan has been amended from time to time (hereinafter the "General Plan"); and

WHEREAS, in accordance with Title 18 of the San Jose Municipal Code, all general and specific plan amendment proposals are referred to the Planning Commission of the City of San Jose for review and recommendation prior to City Council consideration of the amendments; and

WHEREAS, on May 10, 2017, the Planning Commission held a public hearing to consider the following proposed Winchester Urban Village Plan and the Santana Row Valley Fair Urban Village Plan, and associated General Plan Amendments, at which hearing interested persons were given the opportunity to appear and present their views with respect to said proposed plans and amendments:

A. The Winchester Urban Village Plan, attached hereto and incorporated herein by reference as Exhibit "A" ("Winchester Urban Village Plan"); and

B. The Santana Row Valley Fair Urban Village Plan, attached hereto and incorporated herein by reference as Exhibit "B" ("SRVF Urban Village Plan"); and

C. General Plan Amendments associated with the Winchester Urban Village Plan and Santana Row Valley Fair Urban Village Plan, File No. GP17-008 specified in Exhibit "C" hereto ("General Plan Amendment GP17-008") (hereinafter collectively referred to as "General Plan Amendments"); and

WHEREAS, at the conclusion of the public hearing, the Planning Commission transmitted its recommendations to the City Council on the proposed General Plan Amendments; and

WHEREAS, on June 13, 2017, the Council held a duly noticed public hearing; and

WHEREAS, copies of the proposed General Plan Amendments are on file in the office of the Director of Planning, Building and Code Enforcement of the City, with copies submitted to the City Council for its consideration; and

WHEREAS, pursuant to Title 18 of the San Jose Municipal Code, public notice was given that on June 13, 2017 at 6:00 p.m. in the Council Chambers at City Hall, 200 East Santa Clara Street, San Jose, California, the Council would hold a public hearing where interested persons could appear, be heard, and present their views with respect to the proposed General Plan Amendments; and

WHEREAS, prior to making its determination on the General Plan Amendments, the Council reviewed and considered the Determination of Consistency with the Envision San José 2040 General Plan Environmental Impact Report (certified by Resolution No. 76041),

and Supplemental Environmental Impact Report to the Envision San José 2040 General Plan EIR (certified by Resolution No. 77617); and

WHEREAS, the Council is the decision-making body for the proposed General Plan Amendments.

NOW, THEREFORE, BE IT RESOLVED BY THE COUNCIL OF THE CITY OF SAN JOSE AS FOLLOWS:

SECTION 1. The Council's determinations regarding the Winchester Urban Village Plan, Santana Row Valley Fair Urban Village Plan, and General Plan Amendment GP17-008 are specified and set forth in Exhibits "A," "B", and "C" respectively, attached hereto and incorporated herein by reference.

SECTION 2. This Resolution shall take effect thirty (30) days following the adoption of this Resolution.

ADOPTED this _____ day of _____, 2017, by the following vote:

AYES:

NOES:

ABSENT:

DISQUALIFIED:

SAM LICCARDO
Mayor

ATTEST:

TONI J. TABER, CMC
City Clerk

STATE OF CALIFORNIA)
) ss
COUNTY OF SANTA CLARA)

I hereby certify that the amendments to the San Jose General Plan specified in the attached Exhibit A were adopted by the City Council of the City of San Jose on _____, as stated in its Resolution No. _____.

Dated: _____

_____
TONI J. TABER, CMC
City Clerk

EXHIBIT "A"

Winchester Urban Village Plan

Council District 1.
CEQA: Determination of Consistency with the Final Program EIR for the Envision San José 2040 General Plan (Resolution No. 76041) and the Envision San José 2040 General Plan Supplemental EIR (Resolution No. 77617).

EXHIBIT "B"

Santana Row Valley Fair Urban Village Plan

Council District 1.
CEQA: Determination of Consistency with the Final Program EIR for the Envision San José 2040 General Plan (Resolution No. 76041) and the Envision San José 2040 General Plan Supplemental EIR (Resolution No. 77617).

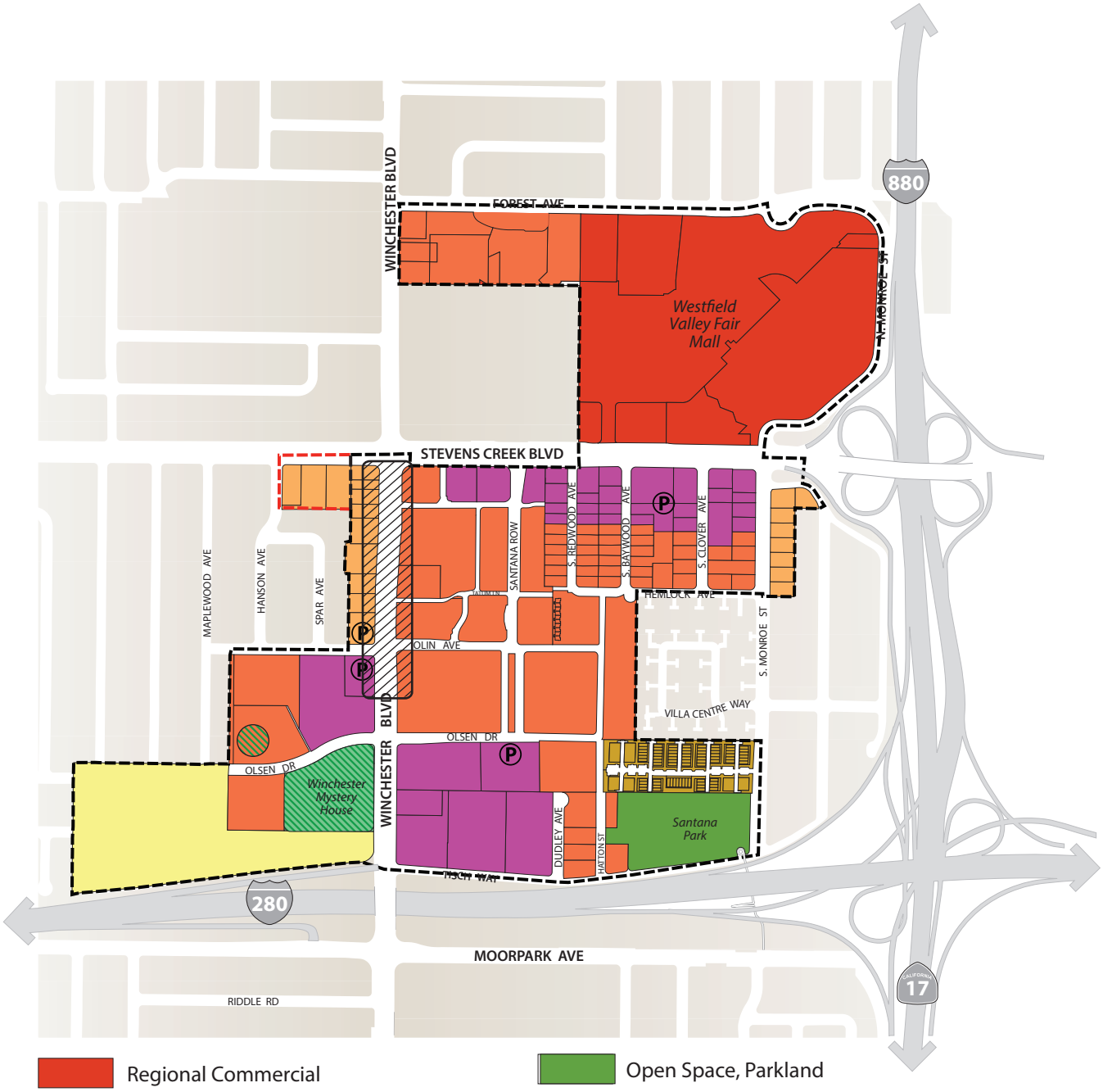
EXHIBIT "C"

GP17-008. A General Plan Amendment to modify the Winchester and Santana Row Valley Fair Urban Village boundaries and changes to designations on the Land Use/Transportation Diagram on properties within the boundaries of those Urban Village Plan areas as shown on the Winchester and Santana Row Valley Fair Urban Village land use maps.

Council District 1.
CEQA: Determination of Consistency with the Final Program EIR for the Envision San José 2040 General Plan (Resolution No. 76041) and the Envision San José 2040 General Plan Supplemental EIR (Resolution No. 77617).

Santana Row/Valley Fair Urban Village

Proposed Land Use

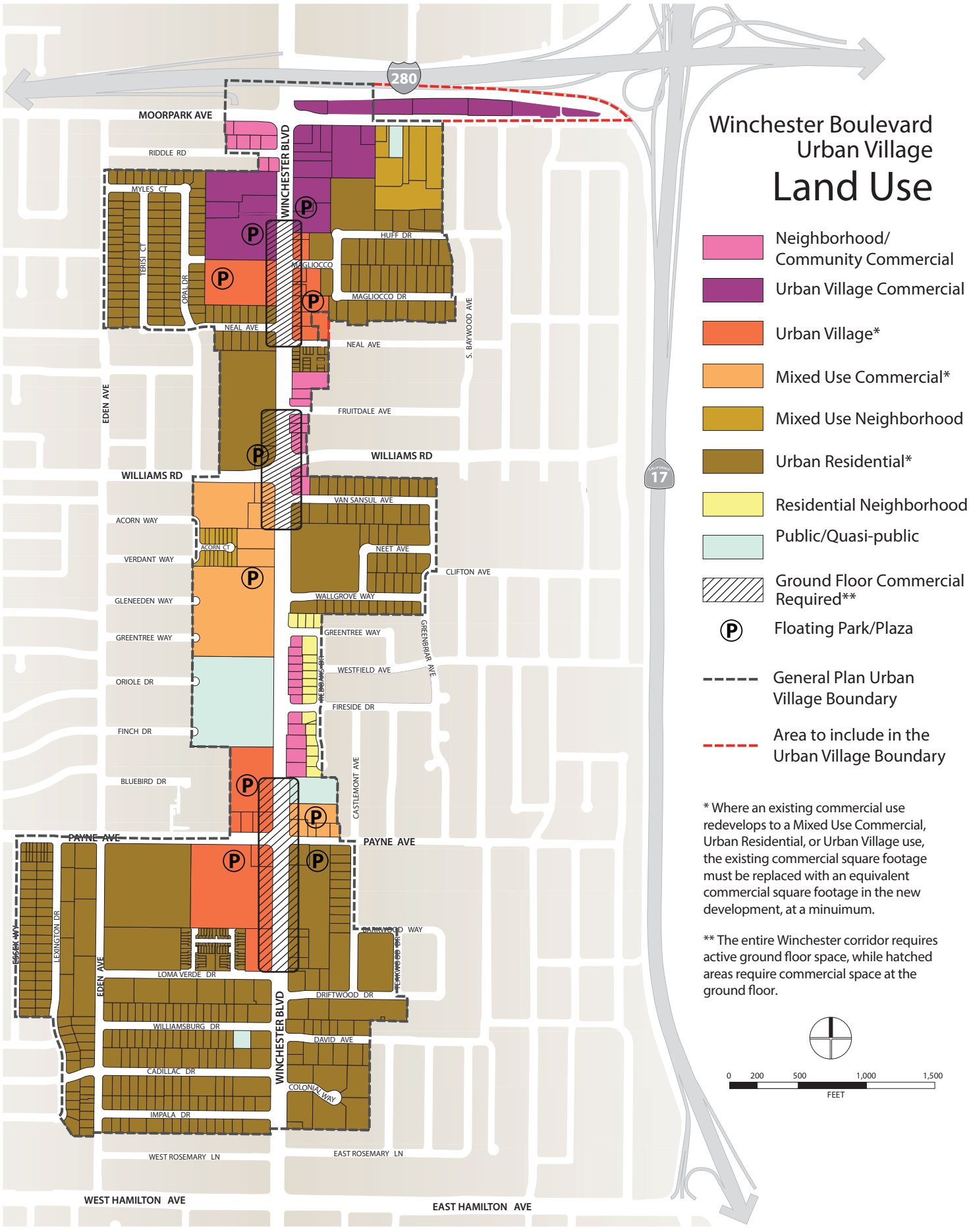


- Regional Commercial
- Urban Village Commercial
- Urban Village*
- Mixed Use Commercial*
- Residential Neighborhood
- Mixed Use Neighborhood
- Private Recreation and Open Space
- Open Space, Parkland
- Preservation Site
- Ⓟ Floating Park/Plaza
- Ground Floor Commercial Required**
- General Plan Urban Village Boundary
- Area to include in the Urban Village Boundary

0 500 1,000 2,000
FEET

*Note: Where an existing commercial use redevelops to a Mixed Use Commercial, Mixed Use Neighborhood, or Urban Village use, the existing commercial square footage must be replaced with an equivalent commercial square footage in the new development, at a minuimum.

** The entire Winchester corridor requires active ground floor space, while hatched areas require commercial space at the ground floor.



Winchester Boulevard Urban Village

Land Use

- Neighborhood/ Community Commercial
- Urban Village Commercial
- Urban Village*
- Mixed Use Commercial*
- Mixed Use Neighborhood
- Urban Residential*
- Residential Neighborhood
- Public/Quasi-public
- Ground Floor Commercial Required**
- (P) Floating Park/Plaza
- General Plan Urban Village Boundary
- Area to include in the Urban Village Boundary

* Where an existing commercial use redevelops to a Mixed Use Commercial, Urban Residential, or Urban Village use, the existing commercial square footage must be replaced with an equivalent commercial square footage in the new development, at a minuimum.

** The entire Winchester corridor requires active ground floor space, while hatched areas require commercial space at the ground floor.

0 200 500 1,000 1,500
FEET

The following items were received after packets were distributed.

Please don't adopt these Urban Village plans - they're not okay and we can do SO MUCH BETTER!

Kelly Snider <kellysniderconsulting@gmail.com>

Tue 5/9/2017 5:15 PM

To: Planning Commission 1 <PlanningCom1@sanjoseca.gov>; Planning Commission 2 <PlanningCom2@sanjoseca.gov>; Planning Commission 3 <PlanningCom3@sanjoseca.gov>; Planning Commission 4 <PlanningCom4@sanjoseca.gov>; Planning Commission 5 <PlanningCom5@sanjoseca.gov>; Planningcom6@sanjsoeca.gov <Planningcom6@sanjsoeca.gov>; Planning Commission 7 <PlanningCom7@sanjoseca.gov>; Freitas, Harry <Harry.Freitas@sanjoseca.gov>; Hakimizadeh, Leila <Leila.Hakimizadeh@sanjoseca.gov>;

Dear Honorable Planning Commissioners,

Regarding the review and potential adoption of the Urban Village Plans at Santana Row/Valley Fair and Winchester Urban Villages - please DON'T DO IT.

I have been reviewing these plans in draft form for many months now. I am a long-time San Jose resident and urban planner who helped LITERALLY change that area for the better when the original Town and Country Village was being rezoned and demolished, and Santana Row (even before we had that name for it!) was breaking ground. The "delta" of change between the 1950's shopping center to Santana Row was astonishing for the late 20th century in San Jose. It was bold and visionary thinking - by a private company.

By contrast - fully 15 years later and after we've gone from LOS to VMT as a measure of urban health - the plans before you tonight are giant steps BACKWARD. There is nothing innovative, inspiring, or compelling in either of them. They are full of seemingly senseless and arbitrary height limits and setback requirements which grossly limit land use and density. Why are we STILL proposing codified height limits that preserve the sanctity of detached homes' backyards? Since when is someone's private, west-nile-breeding 40-year-old swimming pool more important than transportation efficiency, social diversity, community unity, and great place-making in an urban environment? Hint: We WANT those detached homeowners to sell their properties so we can densify and accommodate the population and economic growth we're fostering, in safe and sustainable buildings that SHARE resources and increase public health. Our codes should be designed to ENCOURAGE outrageously high land values - to quickly phase out these picket-fence trimmed altars to carbon-spewing single occupancy vehicles, arranged around isolation-promulgating cul-de-sacs that impede our ability to jog, walk, bike, scoot, and skateboard our way to school, work, our grandparents' homes, and (eventually) to reasonable mental and public health.

Do you remember in February 2004 - when Mayor Newsom made a declaration that San Francisco city clerks would start issuing marriage licenses to gay couples - just because it WAS THE RIGHT THING TO DO? Or how about in 2015 when Boston's Mayor Walsh marched in the St. Patrick's Day Parade for the first time in 20 years - because the organizers allowed gay and lesbian veterans to be included? These are COURAGEOUS acts that change the perception of city leaders; that change the way citizens engage with their civic leaders; and create a healthier, more aspirational, and equitable city for EVERYONE to enjoy. Inspirational leadership comes from the TOP - and we know that now more than ever - and you need to be outspoken leaders on this. Sure, long-time homeowning grandparents will be fearful - but they were afraid of gay marriage once, too! We can all learn together how much better our city can be if YOU show us all how to do the right thing.

This is your chance, Commissioners - please take a stand and send these plans back to the Planning Department with the admonition to Think Bigger, Bolder, and Smarter - stop caving in to the status quo and be BRAVE. If these plans are adopted in anything like their current form, you will be relegating this portion of the city (the one that's 4 flat and easily-bikeable miles from an $800B company headquarters for goodness' sake!) to another 50 years of traffic gridlock punctuated by parking lots and nail salons.

Respectfully,
Kelly Snider
Pershing Avenue
San Jose

^-^

Kelly Snider

SPUR Comments on Santana Row/ Valley Fair Urban Village Draft Plan

Laura Tolkoff <ltolkoff@spur.org>

Tue 5/9/2017 5:20 PM

To: Planning Commission 1 <PlanningCom1@sanjoseca.gov>; Planning Commission 2 <PlanningCom2@sanjoseca.gov>; Planning Commission 3 <PlanningCom3@sanjoseca.gov>; Planning Commission 4 <PlanningCom4@sanjoseca.gov>; Planning Commission 5 <PlanningCom5@sanjoseca.gov>; Planningcom6@sanjsoeca.gov <Planningcom6@sanjsoeca.gov>; Planning Commission 7 <PlanningCom7@sanjoseca.gov>; Hakimizadeh, Leila <Leila.Hakimizadeh@sanjoseca.gov>; Brilliot, Michael <Michael.Brilliot@sanjoseca.gov>; Xavier, Lesley <Lesley.Xavier@sanjoseca.gov>; Madou, Ramses <ramses.madou@sanjoseca.gov>; Moody, Doug <doug.moody@sanjoseca.gov>;

Cc: Teresa Alvarado <talvarado@spur.org>; Davis, Dev <dev.davis@sanjoseca.gov>; Jones, Chappie <Chappie.Jones@sanjoseca.gov>;

1 attachments (1 MB)

SPUR comments-Santana Row Valley Fair Urban Village Draft Plan-050917-final.pdf;

Dear Planning Commissioners:

Thank you for the opportunity to provide comments on the Santana Row/ Valley Fair Urban Village Plan. SPUR is a strong believer in the city's vision to promote growth in central San Jose and near transit. We have provided input on early drafts of the Santana Row/ Valley Fair urban village plan and are glad to see it reach this important milestone.

We would like to acknowledge and thank staff for their rigorous work over this three-year process. We very much appreciate that staff carefully considered our recommendations and comments throughout.

Unfortunately we are not able to attend the Planning Commission meeting in-person tomorrow due to a prior commitment, but we are submitting the attached letter for your consideration.

Our letter makes the following recommendations, and comments on specific urban design standards and guidelines in the appendix. Please let us know if you have any questions or concerns.

1. We strongly recommend retaining a two-tier system of minimum standards that would be codified in a zoning district, as well as a set of guidelines.
2. Instead of adopting standards and guidelines for each urban village, we recommend that the city adopt a small, streamlined set of minimum expectation for urban design standards as a special Urban Village Zoning District that applies to every urban village. (However, working within the existing framework, we also make suggestions on the proposed urban design chapter in Appendix A)
3. We strongly support that the implementation plan proposes to develop a zoning district.
4. We strongly encourage that the Implementation Chapter include a table that provides greater specificity about the implementation of this plan.
5. We support Mayor Liccardo's direction to create an urban village fee that would raise new revenue for the public benefits outlined in the plan.
6. We encourage the addition of an implementation action to establish a transportation demand management program based on performance targets for this urban village.
7. We encourage the Planning Commission to work with City Council, and others to identify funding for these implementation actions.

Thank you for considering these ideas.

Laura Tolkoff, AICP
San Jose Policy Director
SPUR • Ideas + Action for a Better City
408.638.0167
ltolkoff@spur.org

Alterations to Santana Row/Valley Fair & Winchester Urban Village plans

Alex Shoor <alexshoor@gmail.com>

Tue 5/9/2017 11:15 PM

To: Planning Commission 1 <PlanningCom1@sanjoseca.gov>; Planning Commission 2 <PlanningCom2@sanjoseca.gov>; Planning Commission 3 <PlanningCom3@sanjoseca.gov>; Planning Commission 4 <PlanningCom4@sanjoseca.gov>; Planning Commission 5 <PlanningCom5@sanjoseca.gov>; Planningcom6@sanjsoeca.gov <Planningcom6@sanjsoeca.gov>; Planning Commission 7 <PlanningCom7@sanjoseca.gov>;

Cc: Xavier, Lesley <Lesley.Xavier@sanjoseca.gov>; Brilliot, Michael <Michael.Brilliot@sanjoseca.gov>; Zenk, Jessica <Jessica.Zenk@sanjoseca.gov>; Moody, Doug <doug.moody@sanjoseca.gov>; Hakimizadeh, Leila <Leila.Hakimizadeh@sanjoseca.gov>; Freitas, Harry <Harry.Freitas@sanjoseca.gov>;

Dear Planning Commissioners,

In evaluating urban villages, you undoubtedly have a difficult task. You must have faith in the planning staff and the process they have set forth, follow land use guidelines and use your own judgment and interpretation of ordinances. A tough task no doubt.

And tonight, you face another challenge: evaluating two urban village plans in West San Jose. Plans that city staff and a limited number of community members have participated in for years. While these plans are important, they don't do justice to the steps needed to secure San Jose's long-term future.

The long-term environmental and financial sustainability of San Jose it at stake in how we plan and develop our city in the next few years.

These plans before you tonight are far too prescriptive and limiting in terms of height limits, land use designations and maximum densities. I ask that you vote to cut down on these restrictions.

This part of San Jose is poised to become a second nucleus for San Jose. And unlike Downtown San Jose that sits adjacent to the airport, West San Jose doesn't face the same height limitations imposed by the FAA. As such, the city should allow this part of town to develop more freely. Great cities have multiple focal points for commerce, culture and community gathering places. San Jose should too.

When the planning process becomes too prescriptive and regulatory, it defeats the purpose of protecting citizens and planning for the future. It can begin to to favor the interests of individuals well-versed in city processes and committed to stifling change, rather than the full breadth of the community or the greater interests of the city.

Similarly, when it dictates how every square foot should be developed, it risks discouraging creative, innovative planning and potentially development altogether.

There is a reason they are called "plans." It is what you are "planning" to do. Not what you MUST do. After all, the best laid plans often go awry. Moreover, plans must be adaptable because circumstances frequently change. We can plan for the future, but we must not assume we can always predict it.

I ask that you please take steps tonight to help San Jose develop into the twenty-first century, world-class, innovative city we are capable of being. Let our urban village plans look forward to the next generation's vision for our city, not back on the ones long since outdated.

Thanks for your consideration,
Alex

--
Alex Shoor, MPA
alexshoor@gmail.com
LinkedIn Profile

Santana Row/Valley Fair Urban Village and Winchester Urban Village plans

Kirk Vartan

Wed 5/10/2017 2:51 AM

To: Planning Commission 1 <PlanningCom1@sanjoseca.gov>; Planning Commission 2 <PlanningCom2@sanjoseca.gov>; Planning Commission 3 <PlanningCom3@sanjoseca.gov>; Planning Commission 4 <PlanningCom4@sanjoseca.gov>; Planning Commission 5 <PlanningCom5@sanjoseca.gov>; Planningcom6@sanjsoeca.gov <Planningcom6@sanjsoeca.gov>; Planning Commission 7 <PlanningCom7@sanjoseca.gov>;

Cc: Xavier, Lesley <Lesley.Xavier@sanjoseca.gov>; Brilliot, Michael <Michael.Brilliot@sanjoseca.gov>; Zenk, Jessica <Jessica.Zenk@sanjoseca.gov>; Moody, Doug <doug.moody@sanjoseca.gov>; Hakimizadeh, Leila <Leila.Hakimizadeh@sanjoseca.gov>; Freitas, Harry <Harry.Freitas@sanjoseca.gov>; Hughey, Rosalynn <Rosalynn.Hughey@sanjoseca.gov>; Jones, Chappie <Chappie.Jones@sanjoseca.gov>; Pressman, Christina <Christina.Pressman@sanjoseca.gov>; Davis, Dev <dev.davis@sanjoseca.gov>; Groen, Mary Anne <maryanne.groen@sanjoseca.gov>; info@CatalyzeSV.org <info@CatalyzeSV.org>;

Planning Commissioners,

I am asking you to deny both Urban Village plans. Let me explain.

The Santana Row/Valley Fair Urban Village and Winchester Urban Village plans are critical to the future of Silicon Valley, not just San Jose. The decisions on what to do with these plans affect the region. Valley Fair and Santana Row are two of the largest regional draws in northern California. As of 2015, Valley Fair alone generated over 15 million visitors a year….that's an average of 40,000 visitors a day, that visit its 1.4 million sqft, 250 stores, and over 7,000 parking spaces. Fast forward 12 months….that annual visitor number is now 22 million visitors a year…that's over 60,000 visitors a day. That is a 50% increase in visitor traffic in 12 months! And it is the second highest grossing mall in the State of California (at $900Million), second only to South Coast Plaza in Costa Mesa, the highest grossing mall in the country weighing in at $1.5Billion, the highest grossing mall in the country (see below for references).

OK…that sounds like a lot of people, but wait, there's more. Westfield is investing $1.1Billion in their renovation and expansion. They are increasing their space to 2.1 million sqft, with over 360 retail stores, including a flagship Bloomingdales. When done, they will have close to 10,000 parking spaces. If you simply take a linear growth of gross revenue per square foot, the gross sales of Valley Fair will reach over $1.3Billion when the expansion is complete in 2019. It is also possible, that there will be additional growth than simple linear growth due to excitement of design, creating a sense of place, an expanded restaurant presence, etc., making Valley Fair a contender for the highest grossing mall in the country (South Coast Plaza)…the whole country! If you grow the potential pedestrian increase to match this expansion even by a modest 20% (considering 50% happened in 12 months with no expansion), that volume of people increases to over 26 million people a year. That is over 72,000 people A DAY! On Average. And we know that means incredible weekend day traffic to the area (people and vehicle).

To summarize, today, Valley Fair generates over 60,000 visitors a day, is the highest grossing mall in northern California, is one of the highest regional destinations in the Bay Area, and generates over $900Million in gross revenue a year. Westfield is investing over $1.1Billion into Valley Fair over the next two years to increase the capacity of Valley Fair by about 40%.

But wait….there's more. We haven't even talked about Santana Row, the global poster child of mixed use development in the Bay Area, if not the country. Everyone is comparing themselves to Santana Row. I saw a webinar talking about emulating Santana Row in Georgia and North Carolina. Santana Row is in the process of investing hundreds of millions into their property. They just completed (and fully leased) 500 Santana Row with over 230,000 sqft of Class-A office, and with 700 and 900 Santana Row, they will be bringing over 500,000 sqft of Class-A office and over 120,000 sqft of retail and restaurants. They have a 200+ unit apartment building on the books to build. And they have 13-acres of the Century Theater site to work with, currently tagged at over 1 million sqft of commercial space (and I hope that can change back to a vibrant mixed use and hosing solution).

Whether you like Santana Row or not, you cannot deny the incredibly positive impact it has had on San Jose (reputation and income) and established itself as the reference standard for mixed-use development and what people think of as an Urban Village. Every day, Santana Row is packed with visitors, local and international. Using a 2012 data (that's five year old numbers), Santana Row generated almost 11 million visitors a year, roughly 30,000 a day on average. If we were to take a modest 20% increase in this number (not compounded annually, just increasing it 20%), the annual number of visitors jumps to over 13 million, over 35,000 visitors per day. If we looked at numbers that matched Valley Fair's increase, that number could be closer to 50,000 visitors per day, or over 18 million visitors per year.

So, let's recap:
Valley Fair - 70 acres - 22 million visitors a year - highest grossing mall in northern California
Santana Row - 42 acres - 13-18 million visitors a year - gold (platinum) standard for mixed use - the envy of most developments

This one urban village is less than a half square mile, and between just these two uses, it generates over half the annual visitor traffic of all of the five borough of NYC, the highest visited location in the country. In 2015, NYC hit a record number of visitors - 58 million - in all of the over 193,000 acres of the City. This little urban village generates over half that visitor traffic in just over 100 acres.

Should we talk about the Volar now? What about the $5Billion, 14,000 job Apple II campus less than four miles away and directly down Stevens Creek (as is the current Apple headquarters)?

Why am I telling all the Planning Commissioners things you probably already know? I am trying to give perspective and context. This is a very special place and something that should be embraced and protected. It should be supported and encouraged.

The current Santana Row/Valley Fair Urban Village plan would not even allow the current Valley Fair and Santana Row projects to be built. The restrictions and rules and setbacks make creativity and development on these sites impossible. In the final WAG meeting, a meeting that did not even have time for public comment, I heard the leaders of both Valley Fair and Santana Row state that this process might have lost its way a bit. That the reason these groups came together was to look at how to embrace an Urban Village here, yet what seems to be created is a bunch of rules and guidelines that make it pretty much impossible to build anything. The comment that struck me was something along the lines of (and I am paraphrasing), "Here architect (tossing the Urban Village plan at them). Go build me something that fits in this document." And the basic gist was…it can't be done.

When the leading developers (and owners) of the two most successful project sites in the Silicon Valley say this doesn't work, you had better listen closely. Sure, it is easy to say the developers are in it just to make money. Heck, you can say that about the City of San Jose with their Jobs First message. But these developers are here to stay. They own their land. To the best of my knowledge, neither Westfield nor Federal sell their property; they don't sell it to the highest bidder. They invest in it. Federal Realty signed a 99-year ground lease on the Century site. Their time horizon is generations, well beyond our lifetimes….and I would say well beyond the "vision" of these documents.

How far does this Urban Village plan go? To me, this final result is a simple capacity plan that could have been done in a couple of months. Hundreds of hours of the Advisory Group's time was spent in these meetings, and probably an equal amount of non-meeting time. If you add the community participation in every meeting, there are literally thousands of community hours spent on these plans and hundreds or more staff hours preparing for the meetings and developing the documents. We have all invested the most important and valuable asset we have into these plans: our time.

As the co-chair of the Stevens Creek Advisory Group, the President of the Winchester Neighborhood Action Coalition, Vice-President Cory Neighborhood Association, Board Member of Catalyze SV, a small business owner, agrihood/Win6 leader, and general community advocate, I can say these plans to not rise to the level of excellence, or even a good. They do not provide a vision for the area. They do not show how San Jose wants to invest in one of their most prized assets in the city. It falls short, very short. In fact, it is dangerous because it could cripple the very projects that have made the area successful, blocking their future growth potential. The height limits, density maximums, arbitrary land use designations, setbacks, etc do not provide leadership and inspiration…the very things needed to create great projects. The hundreds of guidelines and rules stifle imagination. Where is the vision? What are we trying to do other than simply find out how to stuff an arbitrary number of housing units or sqft of office space into a boundary. Why don't you ask where the residential and commercial capacity numbers came from? How are they justified? I asked and the answer I got was no one knows. The people that did it are gone. We have no idea if 2,000 or 10,000 residential units is the right number. And let's not forget that the SR/VF UV has a big chunk out of it at Valley Fair (third of their property) in Santa Clara, a voice that has not been present at the table during these meetings over the last two years.

Is our area perfect? No. Does it have boatload of traffic? Yes. Do we need better solution other than a standard answer that VTA and mass transit will solve our problems? Heck yes. Do we have a vision for the area? No. Have we tried to create a way to create a vision for the area? Well, we have asked, but this process was not focused on vision, it was focused on capacity planning. We need to innovate our land use here…and the process of how these plans are created.

I am not one to simply complain and moan about things. I come from a problem solving background, so I will happily give you a solution for your consideration:

1. Deny these plans (both of them). I didn't go into the Winchester Urban Village, but it suffers from the same things, just to lesser degree.
2. Recommend that a new task force be created: the Tri-Village Advisory Group (TAG), that focuses on a vision for the area, with renderings
3. Suggest that staff look at "big ideas," such as a cap over parts of 280 that could support high FAR buildings (residential and commercial), parking structures, and openspace. The Winchester NAC has a subcommittee focused on this specific item. We all want better mobility, quality of life, and wealth. Everyone's goals are aligned here.

And before someone says, "Who's going to pay for this?", let me say that the community is motivated and ready to contribute. We will help fund this through fund raising and grant writing. We have non-profit access that can provide the vehicle for contributions. So, please, do not dismiss these ideas because of a red-herring like funding. There is more value being generated in this area than most. If the city is supportive of this kind of direction that will give us a shot at "WAG 2.0" with clear expectations of future planning (not capacity planning), I know a number of community members and developers ready to step up and participate. We already have over 30 qualified people that are part of the WAG and SCAG that are well aware of the issues, the process, and the challenges.

So, rather than say, "Well, we spent two years doing this, so let's just do what we can with it," please be more inspirational and honest with how an Innovative community thinks. If a start-up just accepted any outcome and ran with it, they'd be just another failed start-up. A failed outcome of a process is still a valid outcome and has incredible value. But just because we want something (or even need something), doesn't mean we should implement something that we know has major flaws and issues. Don't implement a failure just because it is the only thing on the table. Demand better. Demand more.

Again, my ask: Deny both the Santana Row/Valley Fair Urban Village plan and the Winchester Urban Village plan.

That may seem extreme, but rather than trying to sift through the hundreds of prescriptive guidelines, trying to figure out which ones make sense and which ones are flat out wrong, just deny it and suggest an honest review of the process and the outcome. Come spend time with the Advisory Group and hear what they have to say, candidly, not in a 2-minute sound bite. I have heard "these plans are fluid and can be changed at any time." Sure, technically anything can be changed at any time. But who's going to change it? Will staff just say, "You know, I have noting to do this year, let's revisit the SR/VF Urban Village plan and change a bunch of things." We know they won't. We know Planning is grossly understaffed. So let's not use that as the response to the issue of "This is a bad plan," and "We can fix it later." These plans will stick for years, maybe over a decade or two. Shouldn't they be quality guides that inspire and encourage?

How is San Jose protecting these valuable assets of the City? How do these Urban Village plans protect the assets?

Thank you taking the time to read this (if you made it this far). I stand committed with many progressive, forward thinking, urban-supporting residents that are looking to the future of the region, and how it can be a place for people today and the ones of tomorrow that do not have a voice right now.

Kirk Vartan
District 6, San Jose

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SPUR
San Francisco | San Jose | Oakland

San Jose Planning Commission
200 E. Santa Clara Street
San Jose, CA 95113

May 9, 2017

Submitted Electronically

Re: Santana Row/ Valley Fair Urban Village Draft Plan

Dear Planning Commissioners:

Thank you for the opportunity to provide comments on the Santana Row/ Valley Fair Urban Village Plan. SPUR is a member-supported, non-profit organization that advocates for good planning and good government in San Jose, San Francisco and Oakland.

SPUR is a strong believer in the city's vision to promote growth in central San Jose and near transit. We have provided input on early drafts of the Santana Row/ Valley Fair urban village plan and are glad to see it reach this important milestone. We appreciate that staff carefully considered our recommendations and comments throughout the process. We also appreciate working with the Winchester Advisory Group, and the dedication that they have shown to making their neighborhood a better place.

We understand that the urban design chapter has become a source of disagreement. To that end, we offer the following additional context and comments, as well as recommendations on specific design standards and guidelines in Attachment A. We also offer recommendations about the implementation and financing of this plan, and future urban village plans.

Urban Design

Many of SPUR's comments on prior drafts focused on the urban design policies and standards that would create a walkable place. Walkable places are comfortable, convenient, healthy and sustainable, but they can be very difficult to achieve — especially in suburban environments that were designed for driving like this urban village.

1. **We strongly recommend retaining a two-tier system of minimum standards**

that would be codified in a zoning district, as well as a set of guidelines.

Walkable communities don't emerge automatically. Cities have to set ground rules of urban design through the municipal code and standards in urban village plans in order for new development to have the greatest positive impact on the city. Unfortunately, guidelines are easily ignored because they are not binding.

Therefore, we recommend using a two-tiered approach of both minimum enforceable standards and more aspirational (and optional) guidelines. The codes and standards should be minimum expectations, with lots of room for flexibility and tailoring in the guidelines. *Having both minimum expectations and aspirational guidelines promotes a "do no harm" approach for walkability.* SPUR surveyed a half-dozen cities in California as a basis for our urban design standards—ensuring that our recommendations for San Jose are neither too high nor too low. The results of this survey can be found here: https://docs.google.com/spreadsheets/d/1DIEwX6ytZV06IB20K72PrgWdv7XI5Oy1sJKPvmt8Qh0/edit#gid=0

We have heard at the city's Ad-Hoc Development committee that the existing system of guidelines can be confusing and does not make clear what is actually expected of developers. Developers often receive conflicting guidance from city staff through the review process, requiring many sets of changes to the design. Having a two-tiered system adds clarity and saves time.

We emphasize that the standards should be a small set of minimum expectations for walkability. In SPUR's *Cracking the Code*,[1] we recommend a total of 34 standards that should be enforceable as code and incorporated in an Urban Village Zoning District. The design standards in the final draft of the plan number far less than 34 and focus on walkability, and we support this direction.

Binding urban design standards are not meant to be prescriptive, and there are ways to allow for exceptions. Exceptions may be warranted when a site is very constrained—such as if it unusually shaped or very small, or when uses offer an exceptional cultural or economic opportunity for the city. However, the city and developer should work together to find an alternative that meets the intent of the urban design standard to the degree feasible

[1] Cracking the Code. http://www.spur.org/publications/white-paper/2015-11-13/cracking-code

2. **Instead of adopting standards and guidelines for each urban village, we recommend that the city adopt a small, streamlined set of minimum expectation for urban design standards as a special Urban Village Zoning District that applies to every urban village.** This means that the same standards for walkability would be applied citywide, with lots of room for communities to add more distinguishing design *guidelines* that are appropriate for their neighborhoods.

   Recognizing that there are nearly 70 urban villages that vary in size and character, it may be worthwhile to create a few Urban Village Zoning Districts. For example, there may be one for transit urban villages, and another one for those on the outskirts of the city and that are more auto-oriented. However, there would be a very limited number of Zoning Districts overall and their contents would be applied to all urban villages that "fit" within that typology. This saves staff time and effort, and creates more certainty that the city will get the type of walkable neighborhoods that it hopes to create and that are building blocks of the General Plan, greenhouse gas emissions goals, transportation mode-shift goals, and more.

   In addition, San Jose intends to hire a Chief Urban Designer in the near future. With this added capacity, we recommend that the Chief Urban Designer work with the Planning Department develop these Urban Village Zoning Districts to add consistency across the urban villages and advance citywide goals.

Implementation Chapter

1. **We strongly support that the implementation plan proposes to develop a zoning district** that would support the planned capacity of jobs and housing, as well a some physical controls that will create great places. Previous versions only proposed to rezone commercial sites. The new district-scale approach is more consistent with planning best practices and makes it easier to build mixed-use projects. It moves away from the existing structure, which tends to cause confusion and delay in the development process. As described above, we hope that this zoning district will not be one-off for the Santana Row/ Valley Fair Urban Village only—but rather for this urban village and those that are similar to it in size, character and form.

2. **We strongly encourage that the Implementation Chapter include a table that provides greater specificity about the implementation of this plan.** The table

could outline the following: the objective, policy number, implementation action for that policy, the timeline for completing that implementation action and lead agency responsible for completing that implementation action. This provides clarity for residents and developers, as well as a roadmap for capital and program budgets in coming years. For example:

Objective	Policy Number	Implementation Action	Timeline	Lead Agency
Create a transportation network of safe, comfortable, convenient and attractive routes for people who walk, bike, take transit and drive.	6-1 to 6-120	3. Develop a multimodal transportation and streetscape plan…	2017-2019	Department of Transportation, in partnership with Department of Public Works, VTA

This level of specificity is common practice in other cities, including Oakland, San Francisco, Portland and Los Angeles.

3. **We support Mayor Liccardo's direction to create an urban village fee that would raise new revenue for the public benefits outlined in the plan.** This is a common practice that supports the creation of new housing and new community amenities like parks and complete streets. For example, last year the city of Oakland established fees for different "zones" within the city; housing and commercial uses each have their own impact fee.

   However, it is critical that this urban village fee be set based on what is economically feasible. If fees are set too low, San Jose will get less money for important public improvements. But if fees are set too high, and the development is rendered infeasible, then no public benefits and no new development is created. It is important to take the time to set the urban village fee at the right level.

   It is also important for San Jose to look at all the fees that are assessed on new growth (both housing and commercial). If necessary, it may make sense to update fees to reflect the ability of new development to pay for improvements. Since new housing construction is largely confined to urban villages, updating the fee schedule citywide would effectively be the same as coming up with new standard fees for all urban villages. One option would be for the city to create zones with different urban village fees based on financial feasibility, similar to

impact fees in Oakland. These zones could even align with the Urban Village Zoning Districts that incorporate standards for urban design.

4. **We encourage the addition of an implementation action to establish a transportation demand management program based on performance targets for this urban village.** The Circulation and Streetscape chapter calls for the establishment of a transportation demand management program and transportation demand management association. These are actionable implementation steps that should be made explicit in the urban village plan, and should be put into place in the near-term to reduce the transportation and congestion impacts of new development. Making it clear at the outset that new development will need to participate in a transportation demand management program also adds clarity to the development process.

5. **We encourage the Planning Commission to work with City Council, and others to identify funding for these implementation actions.** These implementation actions will require resources to be allocated to the responsible agencies from the general fund. Many of the urban village plans have been funded with grant funds, but these follow-up actions are both essential and currently unfunded. In order to see the plan's vision come to fruition—and for the community to get the needed public benefits such as parks and complete streets—this step cannot be delayed.

We believe that this urban village has the potential to serve as a model for suburban retrofits both in San Jose and across the nation. Thank you for the opportunity to provide input on this draft plan.

Sincerely,

Laura Tolkoff
San Jose Policy Director

cc: Councilmember Dev Davis, Councilmember Chappie Jones, Michael Brilliot, Leila Hakimizadeh, Doug Moody, Ramses Madou, Lesley Xavier

Attachment A: Recommendations on Design Standards and Guidelines

Although we recommend adopting a two-tiered set of standards—with the standards codified as an Urban Village Zoning District, we have also provided comments on the design standards and guidelines within the existing framework of the draft plan. Here, we are operating with the understanding that design standards are enforced and guidelines are optional and aspirational. Most of our recommendations focus on providing clarity and flexibility, while providing firm standards for the ground floor, site access and parking to improve walkability.

#	Recommendation	Rationale
Design Standards		
DS-1	Keep as is	
DS-2	Keep as is	
DS-3	Rewrite to: On primary frontages, ground floor spaces must have at least 12-foot clear or 15-foot floor-to-floor height. On secondary frontages, ground floor spaces must have at least 10-foot clear or 12-foot floor-to-floor height.	
DS-4	Keep as is. The exception is appropriate.	
DS-5	Rewrite to: Primary building entries, either individual or shared, shall be prominent and easy to identify and shall face a public street, pedestrian path or paseo.	Currently the city's code does not permit projections into the public right-of-way. We recommend that this prohibition be removed. Ok to leave "incorporate a projection (porch, stooop, bay window, etc), recess or combination of porch or recess" as a guideline.

DS-6	Make into guideline	Buildings do not need to be tripartite, but they do need to have a great base (ground floor). This could be aspirational (guideline) but not a requirement.
DS-7	Consider only applying this to buildings/parcels of a certain size threshold.	May be too difficult for small parcels to comply
DS-8	Keep as is	
DS-9	Keep as is	
DS-10	Consider only applying this to parcels of a certain size threshold.	May be too difficult for small parcels to comply
DS-11	Remove and replace with something to the effect of: new buildings abutting existing residential neighborhoods should aim to soften the streetwall. Specify the minimum amount of daylight needed, while allowing the developer to determine the best way to meet those performance standards.	Preserving a 45-degree daylight plan may be too restrictive, particularly for small parcels.
DS-12	Keep as is	
DS-13	Keep as is	
DS-14	Make into guideline	
DS-15	Keep as is	Essential to provide entrances that are accessible and visible from public right of way in order to support walkability.

DS-16	Consider changing to: Off-street surface parking is prohibited on primary pedestrian corridors. Off-street surface parking on secondary frontages must be screened from view and require a conditional use permit.	This may be more permissive than the standard as currently rewritten, because it allows some variation based on the type of street. Additionally: consider also adding another design standard that states: All off-street parking on ground floors must be set back a minimum of 25 feet from the building face along public streets, except for service Alleys. All off-street parking on upper levels or along service alleys must be completely visually screened from the street. These additional standards help to avoid the deadening effect of parking and supports visual interest.
DS-17	Keep as is	
DS-18	Keep as is	
DS-19	This is confusing because this is a standard, yet all of the items related to energy use, waste reduction, etc. are guidelines.	
DS-20	Keep as is	

#	Recommendation	Rationale
Design Guidelines		
DG-1	Make into a standard	
DG-2	Make each bullet point into a standard.	
DG-3	Keep as is	
DG-4	Make into a standard. Rewrite to: On primary frontages, for every 50 feet of frontage there must be one pedestrian entry to the building.	Primary frontages in urban villages are where pedestrian interest and comfort are paramount. Long, inaccessible stretches of building frontage are not appropriate in these locations. Frequent entrances help to reduce walking distance and creates visual interest.

DG-5	Rewrite to: On secondary frontages of corner lots, a minimum of 50 percent of the ground floor street frontage must be occupied by an active use.	
DG-6	Rewrite to: Franchise architecture is discouraged. The goal is to create a sense of place unique to San Jose.	
DG-7	Rewrite to: Entrances to residential, office or other upper-story uses should be clearly distinguishable in form and location from ground-floor commercial entrances. An exception is a shared entrance with multiple elevator banks to upper-story uses.	
DG-8	Keep as is	
DG-9	Remove--this duplicates the ground floor active use standards	
DG-10	Keep as is	
DG-11	Keep as is	
DG-12	Keep as is	
DG-13	Remove	Pop-up activation does not require different physical/ structural treatments from permanent activation--only from a permitting perspective.
DG-14	Make into guideline and put under Parking and Loading Section	
DG-15	Keep as is	
DG-16	Keep as is	
DG-17	Remove. Alternatively, consider removing the first sentence of this guideline.	
DG-18	Keep as is	

DG-19	Remove--recommend specifying that on pedestrian frontages (rather than residential frontages), there must be at least one pedestrian entry to the building, as this will be a mixed use area.	
DG-20	Remove	The focus should be on articulating the ground floor, even if it is uniform or repetitive. The danger with this guideline is that designers attempt to break up the façade design in a way that makes the building or the block feel overly disjointed.
DG-21	Keep first sentence. Remove "Street-facing facades should include vertical projections at least four feet in depth for a height of at least two stories for every 25 horizontal feet".	Good idea to have bulk controls to support light, air and sun access to the streets, but should be focused more in relation to the context (adjacent uses, structures and streets). Consider creating a section that is focused on tower controls (separation, reduction, bulk) that are based on adjacent uses and adjacent streets (e.g., alley v. major street)
DG-22	Remove	Not clear how this improves the quality of the building design
DG-23	Consider reducing the separation based on best practices. To maintain solar access, the city could request that developers submit a study of solar access with their planning applications based on the site, proposal and context. Many computer programs can generate such a report.	The Central SOMA plan requires minimum of 85' distance between towers for towers over 160'. An eight story tower is 120 or less. .
DG-24	Keep as is	
DG-25	Remove	
DG-26	Keep as is	
DG-27	Keep as is	
DG-28	Keep as is	
DG-29	Keep as is	City does not currently allow but this may

		change.
DG-30	Remove	Focus on ground floor articulation
DG-31	Keep as is	
DG-32	Keep as is	
DG-33	See DG-23. This guideline articulates the overall goal for the access to sunlight, views, sky view, public realm and skyline profile.	
DG-34	Keep as is	
DG-35	Consider relocating to the following section 5.2-3.2 Building Placement and Transitions.	
DG-36	See comments on DS-11. Continue to specify setbacks on particular frontages. Primary frontages: 80% of building ground floor frontage must be within 5 feet of the property line or the required building face line. Secondary frontage: 80% of building must be within 10 feet of property line or the building face line. Additionally, many of the bullets in this guideline read as standards ("shall").	Note that many of the parcels designated "transitional standards apply" are very small parcels, so the 45-degree daylight plane requirements may make development infeasible.
DG-37	Remove 45 degree daylight plane. See comments on DS-11 . Consider using the setbacks only; for example, city of Seattle's equivalent to urban villages requires setback of 15' for floors above the second floor to soften streetwall.	
DG-38	Good idea. Please clarify: Under what conditions "may" these areas accessible for	

	public use count toward front setback requirements?	
DG-39	This should be part of the implementation chapter. If determined to be a needed community benefit, this should be made into a standard.	
DG-40	Keep as is	
DG-41	Keep as is	Consistent with citywide environmental goals.
DG-42	Keep as is	
DG-43	Keep as is, and consider putting time limitations for loading/ unloading (e.g., between hours of X and Y)	
DG-44	Keep as is	
DG-45	Remove	
DG-46	Keep as is	
DG-47	Keep as is	
DG-48	Keep as is	
DG-49	Keep as is	
DG-50	Clarify: does this refer to privately accessible or publicly accessible open spaces? If private only, remove.	
DG-51	Keep as is	
DG-52	Remove-duplicates DG-51	
DG-53	Consider basing on parcel size and/or identifying where these should be on a map. Otherwise, remove.	
DG-54	Keep as is	
DG-55	Delete first sentence	
DG-56	Remove--duplicates other guidelines	
DG-57	Consider making a standard	Supports transit-oriented development, rather than transit-adjacent development.
DG-58	Keep as is	
DG-59	Remove--duplicates DS-58	

DG-60	Consider tailoring based on size of development, as this is not occupiable/ leasable space.	
DG-61	Consider limiting to primary and secondary pedestrian corridors	
DG-62	Keep as is	
DG-63	Keep as is	
DG-64	Keep as is	
DG-65	Consider rewriting to: Consider establishing shared…	
DG-66	Keep as is	
DG-67	Consider making a standard	
DG-68	Keep as is. This should be a stronger piece of the streetscape and circulation chapter.	As more transportation becomes on-demand (e.g., Lyft and Uber, as well as automated vehicles and goods movement), having abundant and well-managed curb space helps curtail street congestion and car accidents.
DG-69 to DG-74	Keep as is	
DG-75	Consider moving to section 5.2-4.3	
DG-76	Keep as is	
DG-77-81	Keep as is	
DG-82-84	Keep as is	

Based on the draft urban village plan distributed on 5/2/17

May 3, 2017

Planning Commissioners
City of San Jose Planning Commission
200 E. Santa Clara Street
San Jose, CA 95113

Winchester Advisory Group Recommendations for the Winchester and Santana Row / Valley Fair Urban Villages

Dear Planning Commissioners,

For the last twenty-two months, the Winchester Advisory Group (Group) has met monthly with the community, consultants, Council Staff, and with our team from the City's Planning Department, specifically Leila Hakimizadeh, Lesley Xavier, and Michael Brilliot. They have helped educate, inform and guide us through this new approach to community engagement in the process of developing an Urban Village Plan (Plan). We also want to note our appreciation of the ongoing participation of both Doug Moody and Jessica Zenk whose insights and expertise have been invaluable to the group. All interested parties can view and/or listen to recordings of the Group's meetings here.

The Group appreciates the opportunity to offer our considered recommendations with respect to the Winchester Urban Village Plan and the Santana Row / Valley Fair Urban Village Plan. We will have an opportunity to address you in person on May 10th, 2017 and will gladly answer any questions you have. We are also available prior to the meeting to offer any clarification you need. Further, we will gladly accompany any Commissioner(s) that would like to walk (or drive) the two Urban Villages to better understand the dynamics in this diverse area and see firsthand how the area might develop in the coming years.

In the event of continued changes to the Plans and materials by Planning as well as feedback from members, the community, and Planning Commissioners, this document may be updated and/or revised prior to the scheduled Council meeting in June.

Recommendations

The Winchester Advisory Group (Group) is recommending that, with a number of changes, Planning Commission should approve the Winchester Urban Village Plan and Santana Row / Valley Fair Urban Village Plans (Plans) submitted for your consideration. We also recommend that approval should be conditioned on a commitment from the planning department to produce the critical and missing Financing and Implementation chapter. Without this work, the protection of small, neighborhood serving businesses, affordable housing, community benefits and more cannot be planned for or realized. Though Planning had told the Group that there would be no Financing and Implementation Chapter submitted, we understand that in fact Planning has submitted a proxy for this missing Chapter. Because the Group was told it would not be a part of the submission, there has been no substantial consideration or discussion of the material.

We do not recommend accepting this proxy. We do not consider it complete and do not agree that it represents the community perspective or wishes.

The most contentious topics addressed by the Group were height; density objectives, congestion, traffic and parking; and housing policy.

> Any discussion of height requires visualizations from different perspectives and distances. Despite repeated requests, these were never provided to the Group for consideration. It seems inappropriate to arbitrarily limit heights yet at the same time, it should not be solely a developer's choice. This topic needs additional study that's focused on a vision for the area, not simply a jobs capacity number.
>
> Congestion and traffic and parking are top of mind throughout the City. Without significant behavioral and cultural changes, any development in either village will add to the current problems. Further, the Plans do not address local neighborhood traffic issues that may also be exacerbated by additional development. The streets, avenues and boulevards are the only lands that are completely within the City's control. It is irresponsible in our opinion to proceed in any case without current, valid traffic data and without addressing local neighborhood streets simply because they are adjacent to and not a part of the Urban Village.
>
> Housing policy with respect to displacement and rent control is clearly not a part of the Plans but land-use decisions that eliminate existing rent-controlled apartments or further encourage displacement or reduction of more affordable housing should not be a part of any Urban Village Plan without accommodation for those most impacted. The Winchester Plan specifically changes the land-use of an older apartment complex to Urban Commercial, which means ultimately the Plan could cause units to be torn-down without replacement. This should not be acceptable to either the Planning Commission or City Council.
>
> Additionally, discussion regarding the redevelopment of The Reserve apartment complex and displacement of residents consumed several of our early meetings. The Group submitted a letter to City Council with its recommendations and that letter is attached here as Appendix C.
>
> Finally, density objectives for both commercial and residential goals should be studied specifically for these two villages. Planning has publicly acknowledged that the numbers for both commercial space and housing targets are derived from overall city objective identified in the General Plan without any context or study of what's appropriate for the two villages. While there are certainly some in the community that believe the current allotment of approximately 2400 new residences for Winchester is too large, there are also many that believe the correct number may be thousands higher. Without contextual study, neither the community nor the City have any way to discuss the merits of any numbers and are simply hoping things work out.

In addition to the items above and recommendations outlined below, the Group reviewed and voted on every goal, guideline, policy, standard and action item in the drafts made available to the Group. This provides a level of transparency and allows Planning Commission, Council and the community to see where the Group identified issues and the degree to which there was consensus or division. The planning team we worked with has reviewed this feedback and may have already made changes to the versions of the Plans that you have received. The results of the surveys are in Appendix A and in web links below.

Appendix A is a summary of the items for which the Group disagreed with Planning's position. It's important to note that in some cases, disagreement may be the result of Planning's language being confusing or unclear as opposed to the intent of the item. The Group is also aware that some of these items may already have been addressed and corrected or changed by Planning in advance of the May 10 meeting. The complete results of the Group's surveys for both plan areas can be found at the following links:
Winchester Urban Village – https://goo.gl/forms/ASVWi5cybQz2Pujx2
Santana Row / Valley Fair Urban Village – https://goo.gl/forms/fx8xNWbbeh8sS4OY2

> **Note**: These surveys are long and detailed. Depending on your connection, each may take a short time to load. After selecting a link above, click on "See previous responses" to view the results.

Recommended Changes For both Urban Village Plans

1. Define transitions between new development along the entire border of each Urban Village and the adjacent existing suburban environment.

    a. Planning has confirmed that it does not have guidelines or best practices that describe how to achieve the integration of urban and suburban areas that exist in both these villages. The Group has searched for this information and even sought input from SPUR, but has been unable to find this information. San Jose is charting new territory. Without these guidelines, specifying transitions is the only technical solution presently available. The General Plan only specifies transitions between the Urban Village and single-family residences and this is not sufficient for the protection of the surrounding suburban area.

2. Replace proscriptive standards with policies and guidelines that encourage creativity and innovation while creating a sense of place. Examples of buildings that likely cannot be built because of the overly restrictive standards are in Appendix B. The Group is not advocating for these buildings specifically, they simply represent creative and innovative urban design.

3. Specify an Action Item in the Circulation and Streetscape chapters that the Winchester / I280 Overpass be considered as potential for a CAP or other treatment aside from a simple widening to accommodate traffic, pedestrians and bicycles.

a. There is an opportunity to explore doing something iconic and meaningful for the region at this overpass. The overpass should not represent separation between the two villages and instead should be treated as an opportunity to link the villages.

4. Specifically allow housing to proceed in advance of any commercial development if at least 25% of the units built are designated as Affordable Housing and are integrated with market-rate units.

    a. Although Guiding Principle 1 in Chapter 2 of the Winchester Plan claims that the Plan "provides policies for affordable housing", it doesn't. The only references to affordable housing are in Policies 3-18 and 3-19. Policy 3-18 reads, "Encourage the integration of deed restricted affordable units within residential development." Policy 3-19 claims to "…prioritize the use of the City's affordable housing programs within this Village." Unfortunately, this is the exact language that appears in other, already approved Plans and is therefore meaningless, as it can't be prioritized if it applies everywhere.

    The Group's position is that the Plan and City need to be more aggressive in its approach to ensuring that more affordable housing is built and that it is integrated with market rate housing. Given these villages are in horizon three, allowing projects with a significant percentage of affordable housing to proceed is warranted. The approach is not dissimilar from that of Signature Projects.

5. Include an Action Item to advocate for the elimination of ordinances that discount the amount of parkland required by the construction of private or resident only amenities including gyms, swimming pools, barbecue areas, etc.

    a. There is no evidence that private amenities lessen the need for or usage of public spaces. Given the market demands and opportunities, no credit against public parks, plazas, or spaces should be given to developers in either Urban Village.

6. Specify a 'local and small business' program that will allow existing neighborhood businesses to remain along Winchester and Stevens Creek Boulevards even as redevelopment of commercial properties takes place.

    b. Though this should be addressed in the Implementation and Financing chapter, it's important to recognize that small, local business area being driven out[1] of these Urban Villages today. Without specific action, these neighborhood-serving businesses will not be able to remain along Winchester Blvd. as development proceeds.

[1] Rent in a center at Payne and Winchester for a small dry cleaners has increased to $6,000 per month in the last quarter causing the business to close. A small neighborhood donut shop in the same area now pays $7,000 per month in the same area. Both of these are in approximately 40 year-old buildings.

7. Add a policy directing that all developments that are fifty-five feet or more in height be accompanied with photo-realistic visualizations that clearly represent what the development will look like from the perspective of a person between 5'6 and 6' tall from any adjacent street, from a single family residence if one is adjacent, and from the north, south, east and west at distances of 1/8 of a mile and ¼ mile. All landscaping should be shown as it will appear at installation. For example, 24" box trees may not be shown as full-grown 20 foot trees.

<u>For the Santana Row / Valley Fair Urban Village Plan</u>

1. Add a policy to consider heights in portions of the Westfield Valley Fair and adjacent properties to approach current FAA limits.

    a. Recognizing the community's sensitivity to visual impact, the unique nature and opportunity at some of the very large sites warrant careful consideration, not simple limits. The community, appropriately, is against one-off buildings that rise up without context or softening like the Pruneyard Tower in Campbell.

    b. It's also important to recognize that the City of Santa Clara will set parameters for two of the four corners at Winchester and Stevens Creek and other portions of Westfield Valley Fair. There is nothing preventing their approval of significantly taller structures.

2. Change the land-use designation of Regional Commercial and Urban Village Commercial to allow residential uses up to 20% of the total square footage of the development. Allow in increase or segmentation of FAR to allow objectives to be met.

    a. The Group recognizes the City's "jobs first" agenda but cannot ignore the significant shortage of housing. The Group recommends that as long as a proposal does not eliminate or lower commercial growth, additional residential as part of a project should not be dismissed, regardless of land-use. For instance, if a commercial building is redeveloped from one-story to four or more stories, additional floors of residential should be allowed. This furthers the potential to provide housing for people that work in the area.

For the Winchester Urban Village Plan

1. Convert all Urban Village Commercial designations south of Moorpark in the Winchester Urban Village to Mixed Use Commercial. This is more likely to achieve the objective of creating live-work environments and a more pedestrian friendly urban village.

    a. As noted in Chapter 1 of the General Plan, Commercial Center Urban Villages (Winchester) are intended to have "A modest and balanced amount of new housing and job growth capacity…" In this context, Urban Village Commercial designations are not appropriate and detract from the objectives stated in the General Plan.

Background

For the last twenty-two months, the Winchester Advisory Group (Group) has met monthly with the community, consultants, Council Staff, and with our team from the City's Planning Department, specifically Leila Hakimizadeh, Lesley Xavier, and Michael Brilliot. They have helped educate, inform and guide us through this new approach to community engagement in the process of developing an Urban Village Plan (Plan). We also want to note our appreciation of the ongoing participation of both Doug Moody and Jessica Zenk whose insights and expertise have been invaluable to the group.

The result of this almost two-year effort is two Urban Village Plans, one for the Winchester area and one for the Santana Row Valley Fair area. These villages are adjacent to each other, separated only by I 280. Importantly, the Santana Row Valley Fair Urban Village is at the apex between the Winchester and Stevens Creek Urban Villages[2].

These Urban Villages share borders with both the City of Campbell and the City of Santa Clara. Neither Campbell nor Santa Clara were formally involved in the development or consideration of these plans. The result is a plan that only considers half the intersection at Winchester and Stevens Creek and only one side of Stevens Creek Boulevard in some locations. It is the Group's opinion that San Jose's unilateral approach to planning does a disservice to current and future residents and businesses in the area. It creates a high likelihood of disjointed development and real-time risk to the development of businesses, place making, and the quality of life for residents in all three cities.

It is also important to recognize that the two villages are substantially different. One is a globally recognized destination; the other is collection of suburban neighborhoods on either side of a long, wide, regional thoroughfare. If development in the future follows the Plans, the distinction between the two Urban Villages will be minimized. Instead of I 280 acting as a clear division, the community desires and the Plans should make possible a more gradual transition between the Villages.

[2] The Stevens Creek Urban Village is going through a similar but separate process from the Winchester and Santana Row Valley Fair Urban Villages.

The Winchester overpass and freeway interchange is critical problem and offers compelling opportunities to create better connections and an iconic place. Today, it is neither practical nor safe to transit between the villages across the overpass unless one is inside a vehicle. While the future development of the overpass and interchange is primarily the responsibility of Caltrans and VTA, we believe that the City should be a strong and proactive advocate for creative solutions, including the idea of a freeway cap, that join the two villages at this point and that may create additional value for the City and benefits for the community.

Ultimately, the Winchester Advisory Group is just that, an advisory body comprised of residents, business owners, and developers with a real interest in the community and strong connections to the area. We respectfully support approval of the Plans with the changes described in this document. Unless these changes can be made, we do not believe that either the Planning Commission or City Council should move the Plans forward at this time.

Winchester Advisory Group Members

Scott Bishop
Seth Bland
Pat Hall
Dave Johnsen
Ken Kelly
Steve Landau, co-Chair
Angel Milano
Sarah Moffat
Art Maurice
Rick Orlandi
Erik Schoennauer
Mark Tiernan, co-Chair
Scot Vallee
Daphna Woolfe

Appendix A

Winchester Advisory Group Survey Results: Winchester Urban Village Plan

Each of the items in the following tables was disapproved by a vote of the Group. The degree to which each item was disapproved is shown.

Chapter 3 – Land Use

Title	Description	Results
Policy 3-5	All properties fronting Winchester Boulevard should provide active ground floor space with the exception of areas that are defined by hatch marks on the land use map should provide ground floor commercial.	Approve: 36.4% Disapprove: 63.6%
Policy 3-13	Prohibit drive-through uses in the Winchester Urban Village.	Approve: 45.5% Disapprove: 54.5%

Chapter 4 – Parks, Plazas, and Placemaking

Title	Description	Results
Guideline Location & Scale	Pocket parks should be a minimum of 850 square feet. A pocket park can be of an intimate scale, providing a tranquil setting.	Approve: 36.4% Disapprove: 63.6%

Chapter 5 – Urban Design

Title	Description	Results
DS-1	Primary pedestrian entrances for both ground floor and upper-story uses shall face Winchester Boulevard.	Approve: 36.4% Disapprove: 63.6%
DS-2	Along all active frontages, a minimum of 75 percent of the ground floor linear frontage of any building must be active.	Approve: 27.3% Disapprove: 72.7%
DS-3	Along all active frontages and pedestrian-oriented frontages: ground floor building frontages shall have clear, untinted glass or other glazing material on at least 60% of the surface area of the façade between a height of two and seven feet above ground.	Approve: 18.2% Disapprove: 81.8%
DS-5	A minimum of one pedestrian building entrance shall be provided along every 50 feet of public street frontage.	Approve: 36.4% Disapprove: 63.6%
DS-6	Ground floor commercial spaces shall be a minimum depth of 60 feet and floor-to-ceiling height of 18 feet.	Approve: 18.2% Disapprove: 81.8%
DS-7	On corner lots where one side faces an active frontage, the active frontage ground floor transparency requirement shall also apply to the first 20 linear feet of the ground floor frontage along the intersecting street.	Approve: 36.4% Disapprove: 63.6%
DS-8	Interior tenant spaces shall be designed with “stubbed-out” plumbing, electrical, mechanical, and ventilation systems, grease interceptor(s) on site, or grease trap(s) to increase their marketability and flexibility for future restaurant and food service/ bakery type uses.	Approve: 45.5% Disapprove: 54.5%
DS-9	Franchise architecture is not permitted.	Approve: 27.3% Disapprove: 72.7%
DS-10	Entrances to residential, office or other upper-story uses shall be clearly distinguishable in form and location from ground-floor commercial entrances and must face a street or courtyard.	Approve: 45.5% Disapprove: 54.5%
DG-10	Limit large-format commercial uses at the ground floor. Where large-scale format spaces are necessary on the ground floor, locate them on upper floors and/or toward the building interior	Approve: 45.5% Disapprove: 54.5%

	and line with active uses along the street frontage and public open space frontages.	
DS-15	The finished floor elevation shall be between two and four feet above the sidewalk elevation. Where the finished floor elevation is more than two feet above the sidewalk elevation, the elevation change shall be landscaped, terraced, punctuated with staircases at least every 25 feet, or otherwise treated with a transitional design feature. Podium walls above two feet in height are not permitted.	Approve: 27.3% Disapprove: 72.7%
DS-16	A minimum of one pedestrian building entry shall be provided for each 50 feet of residential street frontage.	Approve: 36.4% Disapprove: 63.6%
DS-19	Buildings wider than 75 feet shall be subdivided into portions or segments that read as distinct volumes.	Approve: 36.4% Disapprove: 63.6%
DS-20	The massing of building shall be broken up through height variation and facade articulation such as recesses or encroachments, shifting planes, creating voids within the building mass, varying building materials, and using windows to create transparencies. Street-facing facades shall include vertical projections at least four feet in depth for a height of at least two stories for every 25 horizontal feet.	Approve: 36.4% Disapprove: 63.6%
DS-22	Street-facing residential units shall be designed such that windows of primary living areas face the street.	Approve: 45.5% Disapprove: 54.5%
DS-23	Windowless facades facing the street are prohibited.	Approve: 45.5% Disapprove: 54.5%
DG-16	Design spaces that balance privacy and safety with access to air and sunlight by prioritizing south facing open space opportunities.	Approve: 45.5% Disapprove: 54.5%
DG-17	Recessed and projected balconies should be introduced as part of a composition that contributes to the scale and proportion of the building facades.	Approve: 45.5% Disapprove: 54.5%
DG-19	Design upper-story windows that are evenly spaced, vertically-oriented and similarly-sized to create a pattern along the street and give a building a sense of human scale.	Approve: 18.2% Disapprove: 81.8%
DS-27	See Figure 5-2 for the Winchester Urban Village Height Limits.	Approve: 18.2% Disapprove: 81.8%
DS-29	On sites where the adjacent context is lower-scale and not anticipated to change, the building base height shall not exceed the scale of the adjacent building.	Approve: 45.5% Disapprove: 54.5%
DS-31	See Table 5-1 for building placement and bulk standards.	Approve: 45.5% Disapprove: 54.5%
DS-34	See Figures 5-6 through 5-8 for transitional height standards requirements.	Approve: 36.4% Disapprove: 63.6%
DS-36	Paseos shall be no less than 24 feet wide with a minimum 18-foot clear walking/biking path.	Approve: 45.5% Disapprove: 54.5%
DS-43	Buildings shall be oriented such that frontages and entrances are visible and accessible from the public right-of-way, pedestrian connections, parks, or plazas. Buildings that face onto two public streets shall provide visible and accessible entrances onto both streets.	Approve: 45.5% Disapprove: 54.5%
DS-44	Buildings shall align with street frontages and public pedestrian pathways to create continuous street walls.	Approve: 36.4% Disapprove: 63.6%
DS-45	Secondary building entrances shall face Paseos, pedestrian pathways, and side streets.	Approve: 45.5% Disapprove: 54.5%

Winchester Advisory Group Survey Results: Santana Row / Valley Fair Urban Village Plan

Each of the items in the following tables were disapproved by a vote of the Group. The degree to which each item was disapproved is shown by percentage. In most cases, particularly those identified as Standards, the concern is that the wording and intent are too proscriptive and will stifle creative and innovative architecture in the Plan areas.

Chapter 3 – Land Use

Title	Description	Results
Policy 3-13	Prohibit drive-through uses in the Santana Row/Valley Fair Urban Village	Approve: 44.4% Disapprove: 55.6%

Chapter 5: Urban Design

Title	Description	Results
DS-1	Along all active frontages, a minimum of 75 percent of the ground floor linear frontage of any building must be active.	Approve: 33.3% Disapprove: 66.7%
DS-2:	Ground floor building frontages shall have clear, untinted glass or other glazing material on at least 60% of the surface area of the façade between a height of two and seven feet above grade.	Approve: 33.6% Disapprove: 66.7
	Blank walls at the ground level shall be no more than 20 feet in length.	Approve: 44.5% Disapprove: 55.6%
	Building frontages shall incorporate detailed articulation and entrances that are designed at the pedestrian scale.	Approve: 44.5% Disapprove: 55.6%
	Loading docks and exposed parking are prohibited.	Approve: 44.5% Disapprove: 55.6%
DS-5	Ground floor commercial spaces shall be a minimum depth of 60 feet and floor-to-ceiling height of 18 feet.	Approve: 44.4% Disapprove: 55.6%
DS-6	On corner lots where one side faces an active frontage, the active frontage ground floor transparency requirement shall also apply to the first 20 linear feet of the ground floor frontage along the intersecting street.	Approve: 44.4% Disapprove: 55.6%
DS-8	Franchise architecture is not permitted.	Approve: 33.3% Disapprove: 66.7%
DG-9	Limit large-format commercial uses at the ground floor. Where large-scale format spaces are necessary on the ground floor, locate them on upper floors and/or toward the building interior and line with active uses along the street frontage and public open space frontages.	Approve: 44.4% Disapprove: 55.6%
DS-13	The finished floor elevation shall be between two and four feet above the sidewalk elevation. Where the finished floor elevation is more than two feet above the sidewalk elevation, the elevation change shall be landscaped, terraced, punctuated with staircases at least every 25 feet, or otherwise treated with a transitional design feature. Podium walls above two feet in height are not permitted.	Approve: 33.3% Disapprove: 66.7%
DS-17	Buildings shall be “four-sided”, maintaining the façade’s quality of architectural articulation and finishes on all visible sides.	Approve: 33.3% Disapprove: 66.7%
DS-18	Buildings wider than 150 feet shall be subdivided into portions that read as distinct volumes of a maximum 80 feet in width.	Approve: 33.3% Disapprove: 66.7%
DS-19	Building massing shall be broken up through height variation and façade articulation such as recesses, encroachments, shifting planes, and voids within the building mass. Street-	Approve: 44.4% Disapprove: 55.6%

	facing facades shall include vertical projections at least four feet in depth for a height of at least two stories for every 25 horizontal feet.	
DS-20	Dimensions for portions of buildings above eight stories shall not exceed 150 feet for commercial uses or 100 feet for residential uses.	Approve: 22.2% Disapprove: 77.8%
DS-21	Towers (typically above eight stories) shall be separated by a minimum 80 feet.	Approve: 33.3% Disapprove: 66.7%
DS-24	Street-facing residential units shall be designed such that windows of primary living areas face the street.	Approve: 44.4% Disapprove: 55.6%
	Design upper-story windows that are evenly spaced, vertically oriented and similarly-sized to create a pattern along the street and give the building a human scale.	Approve: 33.3% Disapprove: 66.7%
DG-14	Design roofs to be an integral part of the overall building design and to complement neighboring roofs.	Approve: 44.4% Disapprove: 55.6%
DS-28	See Figure 5-2 (page 14) for the SRVF Urban Village Height Limits.	Approve: 33.3% Disapprove: 66.7%
DS-30	On sites where the adjacent context is lower-scale and not anticipated to change, the building base height shall not exceed the scale of the adjacent building.	Approve: 44.4% Disapprove: 55.6%
DS-32	See Table 5-1 (below or on page 18) for the Building Placement standards	Approve: 33.3% Disapprove: 66.7%
DS-36	See figures 5-5 through 5-7 (pages 19-20) for transitional height standards requirements.	Approve: 44.4% Disapprove: 55.6%
DS-46	Larger establishments shall be designed with a pedestrian orientation that provides continuous connections with adjacent paseos or other pedestrian pathways.	Approve: 44.4% Disapprove: 55.6%
DS-47	Buildings shall be oriented such that frontages and entrances are visible and accessible from the public right-of-way, pedestrian connections, parks, or plazas. Buildings that face onto two public streets shall provide visible and accessible entrances onto both streets.	Approve: 44.4% Disapprove: 55.6%
DS-48	Buildings shall align with street frontages and public pedestrian pathways to create continuous street walls.	Approve: 40% Disapprove: 60%
DS-22	Locate entrances and upper-story windows such that they look out onto and, at night, cast light onto, sidewalks and pedestrian paths.	Approve: 44.4% Disapprove: 55.6%
DS-54	Loading and service areas shall not be visible from the right-of-way and shall be located at the rear of a property, in structures, or in the interior of blocks.	Approve: 44.4% Disapprove: 55.6%
DS-56	Parking structures shall not be visible from Winchester Boulevard or Stevens Creek Boulevard. Structures shall be underground, wrapped with habitable uses, or fully screened with decorative screens or public art.	Approve: 44.4% Disapprove: 55.6%

Appendix B

	

Appendix C

August 26, 2016

Honorable Mayor and City Council
City of San Jose
200 E. Santa Clara Street
San Jose, CA 95113

Dear Mayor and Council Members:

The Winchester Advisory Group has developed a set of recommendations that address the topic of displacement from rent-controlled apartments. Though our complete work on a set of recommendations for the Winchester and Santana Row / Valleyfair Urban Villages is still months away, we felt it was critical to provide community perspective now as the Housing department is actively working on this important issue that already affects hundreds of people.

At our meeting on August 8, 2016, WAG members voted unanimously to accept and forward the following recommendations and principles to City Council, the Planning department and the Housing department.

Winchester Advisory Group members as well as the members of the WAG sub-committee on displacement are ready and willing to discuss our perspective and recommendations with each council member and their staff as well as the staff team that is developing the City's policies on displacement.

With Regards,

Steve Landau
Co-Chair Winchester Advisory Group

cc: Department of Housing, Planning Department, Winchester Neighborhood Action Coalition, D1 Leadership Group.

Winchester Advisory Group Subcommittee on Displacement

Members: Steve Landau, resident and WAG co-chair, Dave Johnsen, resident and President of the Winchester Ranch Senior Home Owners Association; Angel Milano, resident at The Reserve; Seth Bland, VP Federal Realty.

Summary

Displacement has been acknowledged by the Winchester Advisory Group (WAG) as a critical topic for our area and for the entire region. The WAG agreed to put forward a set of recommendations to City Council with our collective thinking about elements that should be considered or made a part of any formal policies adopted by the City.

To accomplish this, WAG volunteers were requested to form a sub-committee that was tasked with developing a set of recommendations to present to the WAG membership for consideration and approval.

The WAG sub-committee to recommend displacement policies met twice and offers the recommendations below for the entire WAG membership to review and vote on.

The sub-committee considered published information and displacement policies and experiences in other cities as well as experiences locally. An attempt was made to both protect tenants and to respect private property rights.

There was significant discussion about policies related to transparency, timing, trust, the number of units affected, corporate and individual ownership, and to the income of residents. We also recognized in our discussion that while many units are rent controlled, that does not mean the housing is low-income housing. It may be appropriate to have additional or different displacement policies for residences that are designated as low-income housing. While no one on the committee is a lawyer or expert in the law, we strived for fairness and respect of all parties and rights as we understood them.

In discussing the topic, it is clear that there are many other ways in which this issue can be addressed. Our result is one that we think fits this area at the present time but we recognize that there will be many opinions and options as to what is right or fair for both tenants and owners.

Most importantly, the City of San Jose should convene a city-wide task force comprised of tenants and owners to further explore and develop its policies and that the experiences in other cities around the country should be considered. This does not have to be “invented here”.

Definitions

- Owner – This is the owner of a rental property.
- Owner’s Intent – This is the proposal filed by the owner with the City of San Jose.

- Owner's Plan – this is the plan approved by the City for redevelopment of the property based upon the Owner's Intent. It establishes a timeframe of at least 12 months.
- Initial Notification – this is the notification provided to all tenants of record within 3 business days of the Owner or their representative filing a proposal with the City (Owner's Intent).
- Development Notice – this is a notification made to every tenant of record that the City has approved a development plan.
- Notification Language – If a lease agreement is made in a language other than English, notification must be made in the language of the lease agreement with the tenant(s).
- Closure Date – This is the date provided to all tenants of record by which they will have to vacate their apartment.
- Displacement Payment – This is a lump-sum payment made to tenants that qualify for the payment.

General Principles

While the City works to approve and adopt policies related to displacement, we recommend that a Council Policy be adopted that incorporates the following:

In the event that an Owner wishes to redevelop or re-zone and redevelop:

1. The City should require a displacement policy that must be approved by Council.
2. The City must implement clear monitoring and enforcement mechanisms to ensure compliance with approved displacement policy or policies.
3. Tenants should have the private right of action to enforce the policy or to seek damages from a developer's failure to comply.

Recommended Policies For Owners and Lessees

1. Within three (3) business days of submitting a permit or proposal to the City for rezoning and/or redevelopment, the Owner must notify (Initial Notification) every tenant of record in writing via certified mail of the Owner's Intent.
    a. The same notification that is provided via certified mail to all tenants must also be posted and maintained in common areas until the next notification is made.
2. If an EIR is required, the owner will notify every tenant of record via certified mail of the date and location of the initial scoping meeting. That notification must include information on how tenants can follow the process and join the City's mailing list for the project.
3. When an Owner's Plan to redevelop or renovate is approved and requires tenants to vacate, the Owner must provide a Development Notice to every tenant of record via certified mail at least twelve (12) months in advance and it must identify the Closure Date. Follow up notifications must be repeated at 9 months,

6 months and then ever month thereafter until the Closure Date. All notifications must be by certified mail and must be similarly posted in common areas.

4. No rent increases will be allowed during the 12-month period preceding the Closure Date.
5. All new tenants who agree to a lease on or after the Initial Notification of the Owner's Intent is made and posted must acknowledge, in writing as part of their lease, that they have received and understand the notification.
    a. The notification must be provided as an addendum to the lease and must be easy-to-read and printed in at least 14 point type.
    b. New tenants that lease after the Development Notification are not eligible for and will not receive any Displacement Payment.
6. Tenants in place at the date of the Development Notification may break their lease without penalty at any time by providing 30 days notification, regardless of the duration of their current lease.
7. After the date of the development notification, no tenant will have charges against their security deposit for normal wear and tear or cleaning. Only damage to a residence will be charged against security deposit.
8. Displacement Payment

Option 1	Option 2
A). Area Median Income data (AMI) is not to be used in any way as a guideline or condition for qualification of displacement packages	A) Tenants whose income falls below ___% of AMI will qualify for additional displacement payments. Income verification will be required.
B) All tenants that choose to remain as tenants when there are 120 or fewer days to the Closure Date will receive a Displacement Payment equivalent to three months of the tenant's then-current rent. The apartment must be completely vacant and free of damage and the keys must be returned. Any damages that exceed those covered by the security deposit will be withheld from the Displacement Payment. Any tenant that fails to vacate their apartment by Closure Date will forfeit the Displacement Payment.	All tenants that choose to remain as tenants when there are 120 or fewer days to the Closure Date will receive a Displacement Payment equivalent to three months of the tenant's then-current rent. Those that apply for and qualify for additional displacement payments per the previous item will receive additional compensation. The apartment must be completely vacant and free of damage and the keys must be returned. Any damages that exceed those covered by the security deposit will be withheld from the Displacement Payment. Any tenant that fails to vacate their apartment by Closure Date will forfeit the Displacement Payment.

9. The City must provide a comprehensive resource package to all tenants identifying homeless, housing and other data or information that may be available or useful to the tenants. This package must be available online and presented to Tenants within one week of the Development Notice.
10. The City will proactively work with local school districts to ensure, if requested by tenant, that children enrolled in K-12 schools may remain in place through the end of the then current school year.
11. The City and County should provide a monthly report of rental units that will become available in the next 6 months and those that will be removed from service in the same period.
12. Owners of complexes with 20 or more units should provide relocation assistance or counselors to tenants being displaced.
13. Owners should offer a “retention bonus” of at least one month’s rent to all tenants that remain through the last month.

Urban Village Parking Issues

Dennis Talbert <dtalbert_98@yahoo.com>

Mon 5/8/2017 9:11 AM

To: Hakimizadeh, Leila <Leila.Hakimizadeh@sanjoseca.gov>;

HI Leila,

I have previously sent feedback on the Winchester Urban Village Plan via Councilman Jones' office who said it would be forwarded to you. I mostly liked the plan and did not feel it was overly prescriptive in any way as claimed by some in the Advisory Group meeting review. In fact, I would be strongly in favor of provision that would require more off-street parking for any and especially residential development. You once explained to me that existing law only requires 1.4 parking spots per unit. I think most thoughtful people would agree that a more realistic number would be at least one parking spot per 16 year old and older resident - and since with the high cost of rent and its consequential increase in occupancy per unit (some of which is alleged by previous city councils modifications to occupancy) that a more realistic figure would be 2.5 parking spots per unit.

While I am certain that many in the development community would claim this would be a burdensome increase in construction costs because underground parking would be probably be the only viable way to implement such an increase; I am sure creative means could be worked out to make this a win - win scenario. That is to say, to handle the increased number of vehicles needing to be parked while not adversely impacting quality of life of new and existing residents. People need a place to park their vehicles and greatly increasing the number of vehicles requiring on street storage is going to necessarily impact quality of life.

I expect this not to be politically viable to elected officials but are their alternatives for a citizen initiative to modify the parking per unit requirements?

Regards,

Dennis Talbert

FW: Winchester Boulevard Urban Village Plan

Francois, Matthew <MFrancois@rutan.com>

Fri 5/5/2017 2:53 PM

To: Hakimizadeh, Leila <Leila.Hakimizadeh@sanjoseca.gov>;

Cc: Pirayou, Ash <apirayou@rutan.com>;

1 attachments (997 KB)

2017 0329 Letter to L. Hakimizadeh re Winchester Boulevard Urban Village Plan.PDF;

Dear Leila,

Following up on my voice message to you, we write on behalf of our client, Health & Fitness Trust, the owner of 861 S. Winchester Boulevard (the "Property"). As explained in the attached letter dated March 29, 2017, our client has two primary concerns with the proposed Winchester Urban Village Plan ("Proposed Plan"). First, because the Proposed Plan has the potential to make the existing commercial use of the Property nonconforming, it is important that the plan clearly specify that the Property can continue to be used, and potentially redeveloped, for commercial purposes unless and until the owner decides to voluntarily redevelop it for mixed-use purposes. Second, in order to incentivize and effectuate such mixed-use redevelopment, the Proposed Plan should be amended to allow height limits of up to 85 feet on the Property and adjacent properties along Neal Avenue, consistent with the adjacent Reserve project property.

On a quick review of the latest draft plan, it does not appear to address either of these concerns. We would greatly appreciate the opportunity to speak with you to discuss this in more detail with you prior to the Planning Commission hearing scheduled for next Wednesday night. Can you please let us know your availability for a call later today or Monday. Thank you.

Sincerely,
Matt Francois

Matthew D. Francois
Rutan & Tucker, LLP
Five Palo Alto Square, 3000 El Camino Real, Ste. 200
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mfrancois@rutan.com
www.rutan.com
RUTAN

From: Mendoza, Clarissa [mailto:CMendoza@rutan.com]
Sent: Wednesday, March 29, 2017 10:59 AM
To: Leila.hakimizadeh@sanjoseca.gov
Cc: chappie.jones@sanjoseca.gov; Ru.Weerakoon@sanjoseca.gov
Subject: Winchester Boulevard Urban Village Plan

Good Morning,
Please find attached written correspondence regarding the above-referenced project. A hard copy will arrive via FedEx tomorrow morning.

Thank you very much,

Clarissa Mendoza

Receptionist
Rutan & Tucker, LLP
Five Palo Alto Square, 3000 El Camino Real, Ste. 200
Palo Alto, CA 94306
(650) 320-1500 x7721

CMendoza@rutan.com
www.rutan.com
RUTAN

Re: Public Hearing Notice for the Winchester Boulevard and Santana Row/Valley Fair Urban Village Plans and General Plan Amendments

Amir Masoud Zarkesh <amir@zarkesh.org>

Thu 5/4/2017 11:01 PM

To: Hakimizadeh, Leila <Leila.Hakimizadeh@sanjoseca.gov>;

Dear Ms Hakimizadeh,

Thanks for your invite.

I have reviewed the links you have kindly provided in your last email.
As far as I can understand our properties 386 and 372 S Monroe proposed to become a MIXED USE COMMERCIAL zone such that:
"New commercial development could be developed at an FAR of up to 4.5. Multistory development is envisioned. Appropriate commercial uses include neighborhood retail, mid-rise office, medium to small scale health care facilities, and medium scale private community gathering facilities."

386 is currently a dental clinic. Based on the above we like to apply to build a multistory dental clinic by combining 372 and 386 lots.

Would you please let me know if it would be useful for this goal to present anything in the May 10th meeting, assuming there will be time for citizens presentations.

Thank you,
Amir

On Mon, May 1, 2017 at 10:17 PM, Hakimizadeh, Leila <Leila.Hakimizadeh@sanjoseca.gov> wrote:

> Dear Community Member
>
> The Planning Commission and the City Council of the City of San José will consider **the Winchester Boulevard and Santana Row/Valley Fair Urban Village Plans** and **General Plan Amendments** at a public hearing in accordance with the San José Municipal Code on:
>
> **Planning Commission Hearing**
> **Wednesday, May 10, 2017**
> **6:30 p.m.**
> **City Council Chambers**
> **City Hall**
> **200 East Santa Clara Street**
> **San Jose, CA 95113**
> The Planning Commission actions/synopsis will be available for review on our web-site 24-48 hrs after the hearing. Please visit:
> http://sanjoseca.gov/index.aspx?NID=5267
>
> **City Council Hearing**
> **Tuesday, June 27, 2017**
> **6:00 p.m.**

general plan amendment GP17-008

Sun 5/7/2017 3:26 PM

To: Hakimizadeh, Leila <Leila.Hakimizadeh@sanjoseca.gov>;

Dear Leila
We just got a letter last week from san jose city planning division regarding the changes may will happen to our neighborhood, and it did not explain exactly what will happen to our building apartments.
I and my family living in this apartment building (3200 payne ave #134 san jose ca 95117) almost 15 years and when i saw this letter got very worried!!!?
Case first of all it does not clarify what will happen to our building, alot of scenarios came to my mind, like big rich developers will buy all these areas properties ,turn everything down and make new shopping malls and expensive out of control renting apartments which definitely none of our tenants in this big apartments complex will effort to pay.
second it does not say neither when this project will start?
but the main reason and only concern and worries we all have is WHAT WILL HAPPEN TO US?
Where can we find same apartment with the same rent in this area?

Since im living here 15 years if i move out from here ,anywhere else in this area at least i have to pay twice even more for monthly rent.Even now sometimes i have hard time to pay my rent and all my bills. Even for the meeting you will have it on wed May/10 I can not come,because i will work on my second job to catch my bills.
Why city of san jose does not care about regular people like me and all others living here?
So we are definitely against any project or redeveloping this area that case us move from here and facing harsh economic and financial difficulty situation.
As i mentioned above Im not able to come to the meeting on May/10 because of my second job,so by sending this email i hope somebody in san jose planning division can reconsider about this project witch changing thousands of people lives in this are to the worst financially.
Thank you
Regards
Farshad Golbad May/7/2017

Fw: 335 S Winchester Project

Hakimizadeh, Leila

Wed 4/19/2017 2:56 PM

Sent Items

To: Xavier, Lesley <Lesley.Xavier@sanjoseca.gov>;

4 attachments (4 MB)

Street View 2.jpg; 335 S Winchester.kmz; East Elevation.jpg; Street View 1.jpg;

Hello Leila,

Thank you for taking the time to meet with Paul Yu and me last Thursday. Attached are the images you have requested and a "kmz" file to view the proposed project in interactive 3-D on Google Earth. Should you have difficulties opening the files, please do not hesitate to contact me.

Regarding our request, based on our meeting, in addition to those specific requests per my letter, I like to add the following recommendations for your consideration:

1. We continue to urge the city to reconsider live-work or "zero-commute housing" as a legitimate commercial use in the SRVF Urban Village Plan. The "zero-commute housing" definition, we believe, is congruent with the intent of the SRVF Urban Village Plan. It reduces traffic concerns while encourages a vibrant urban environment. To address live-work residential reversion concerns, we recommend the following regulating policies:

a) Live-work unit must be of multi-story, open space, "loft" typology. Multi-story "loft" typology encourages the "private living" space (sleeping area/bedroom) to be on a separate floor from space for work.
b) Limit the "private living" gross area, if enclosed with partition walls as room(s)/bedroom(s) within the loft space, to maximum of 25% of the total gross loft floor area. This will insure the emphasis on "work" with "live", through the definition of place for rest, as an accessory use.
c) Require the live-work units to be a minimum of 900 square feet.
d) Allow a maximum of 25% of the live-work unit area to count toward commercial use in calculating commercial FAR for mix-use projects with residential program.

With the above recommended policies, the combination of regulations will only allow "one bedroom" per 900 square feet. As an economic model for developers, the surplus of area with the highest value can only be designed as home office or space for work.

2. We recommend that the city keeps the current residential density definition of 50 DU/Acre and 75 DU/Acre for lots larger than 0.7 acres with the following exceptions:

a) Calculate live-work loft as 0.75 dwelling unit (this is congruent with the above recommended policy 1d, 25% area contribution limit toward commercial FAR)
b) Calculate micro-unit less than 500 square feet as 0.5 unit. Two micro-units at 1,000 square feet is equivalent to that of an average single apartment unit estimated at 900 to 1,200 square feet.

Should you have any questions, please do not hesitate to contact me at any time. I will continue to keep you informed of our progress. Please do keep us informed of the city's decisions. Lastly, in reference to the Horizon 3 restrictions on housing development, please let us know the process to request approval for our development to use the 5,000 DU pool.

Best,

Re: GP17-008 General Plan Amendment

Gregory Gerson <gregorysgerson@gmail.com>

Tue 5/9/2017 11:20 AM

To: Hakimizadeh, Leila <Leila.Hakimizadeh@sanjoseca.gov>;

I just re-read your follow up email that seems to state that there is no developer making these proposals, but still our question stands about the proposals' specifics. Thank you.

On Tue, May 9, 2017 at 11:16 AM, Gregory Gerson <gregorysgerson@gmail.com> wrote:

> Thank you for this lengthy general info.
> Can you tell me in a nutshell what the developer specifically intends by the language in your Notice:
> 1) "modifications to the...boundaries."; and
> 2) "changes to General Plan land use designations."
>
> That's where we are looking for specifics from your office.
>
> Also, I'm letting you know in case a problem has to be corrected that the Notice indicates that a draft staff report and recommendations will be available for review seven calendar days prior to the public hearing of May 10. As of 5/4/17 at 428pm there was none online at the link given. Thank you.
>
> On Thu, May 4, 2017 at 5:37 PM, Hakimizadeh, Leila <Leila.Hakimizadeh@sanjoseca.gov> wrote:
>
> > Please see below:
> >
> > http://www.sanjoseca.gov/index.aspx?NID=3795
> >
> > San Jose, CA - Official Website - Winchester Boulevard
> > www.sanjoseca.gov
> > Urban Village Boundary Winchester Boulevard is located in west San Jose, paralleling Interstate 880/Highway 17, San Tomas Expressway, and Bascom Avenues.
> >
> > http://www.sanjoseca.gov/index.aspx?nid=3793
> >
> > San Jose, CA - Official Website - Valley Fair / Santana ...
> > www.sanjoseca.gov

The Santana Row / Valley Fair and vicinity Urban Village is currently an existing a commercial hub located in western San Jose. This commercial hub is home to two ...

Leila Hakimizadeh, AICP, LEED AP ND
Planner III | Planning, Building and Code Enforcement
City of San Jose, 200 E Santa Clara Street, Tower,
3rd Floor, San Jose, CA 95113
Phone: (408) 535-7818 | **Email:** leila.hakimizadeh@sanjoseca.gov

From: Gregory Gerson <gregorysgerson@gmail.com>
Sent: Thursday, May 4, 2017 4:20:58 PM
To: Hakimizadeh, Leila
Subject: GP17-008 General Plan Amendment

Dear Ms. Hakimizadeh,

I received the Public Hearing Notice about the May 10 and June 27 hearings.

Although I've read the notice, specifics are not apparent.

Can you please tell me simply what the specific proposed amendments are? I and my neighbors are interested to know.

Thank you.

LAW OFFICES OF
A. ALAN BERGER
95 South Market Street
Suite 545
San Jose, CA 95113
Telephone: 408-536-0500
Facsimile: 408-536-0504

May 8, 2017

Leila Hakimizadeh
Planner II
Department of Planning, Building and Code Enforcement
3rd Floor Tower
200 E. Santa Clara Street
San Jose, CA 95113

Via Email and Hand Delivery

Re: Santana Row/Valley Fair (SRVF) Urban Village Plan and Staff Report
File Number GP17-008

Dear Ms. Hakimizadeh;

Please consider the following comments to Planning Commission Agenda Item 9A, May 10, 2017. Our comments and objections are directed to the Draft Santana Row/Valley Fair Urban Village Plan (hereinafter referred to as "the Plan") and to the accompanying Staff Report signed by you on May 3, 2017. We understand that the hearing is currently set for May 10, 2017 before the City of San Jose Planning Commission. We understand that the proposed plan considers both the Winchester Boulevard (Winchester) Urban Village and the Santana Row/Valley Fair Urban Village. Although the entities and persons for whom these comments are delivered are extremely interested in the future planning of the entire area, including the Winchester plans, these comments are directly specifically toward the Santana Row/Valley Fair plan.

These comments are submitted on behalf of and for The Villas at Santana Park Homeowners Association (hereinafter referred to as "the Villas" or "the Association" or "the HOA") and its individual residents and owners. The Villas at Santana Park Homeowners Association is a non-profit, common interest California corporation in good standing. It is a housing development consisting of 124 single-family homes bordering South Monroe Street and Hemlock Avenue and surrounding Villa Centre Way in the City of San Jose. As one can see from the drawing entitled Santana Row/Valley Fair Urban Village, Proposed Land Use, page 7 of 26 of the staff report, the HOA has been carefully carved out from the Easterly border of the proposed Urban Village.

However, the Association is bordered by the Urban Village on three sides on the eastern boundary of the village. As such the HOA and its residents are directly affected

by virtually all of the decisions suggested in the proposed plan. The homes bordering Hemlock are particularly directly affected by the proposals of the plan. As you are no doubt aware, the HOA has already protested the current development of the areas owned by Federal Real Estate Investment Trust identified as Lot 9, bordering Olsen and Hatton Streets (within the Urban Village) and the area identified as Lot 12 located between Hatton and the westerly border of the HOA. In fact the approval of the permit for Lot 12 by the City Council is currently under appeal in the Superior Court in and for the County of Santa Clara in a case identified as Villas at Santana Park Homeowners Association v. City of San Jose, action no. 16CV299964. That case is set for hearing on October 6, 2017. The HOA anticipates and predicts that the decision of the Court on October 6, 2017 will directly affect several of the proposals of the plan as currently presented and will, in fact, make those plans outside the Order of the Court. The comments contained in this letter hereby incorporate by reference all of the issues and objections contained in that appeal and the underlying issues and objections raised in the prior hearings of Lot 9 and Lot 12 issues before the San Jose City Council as if set forth at length herein.

The draft plan is very confusing and therefore objectionable. On page 8 of 26 the drawing shows the area starting on Hemlock, directly to the north of the HOA property, as being a potential park or plaza. Obviously the HOA would have no objection to this use and would, in fact, endorse such a use. However, on page 11 of 26, in a category "Proposed Height Limits" the same area is shown as potentially containing structures of 85 feet or 6-7 stories. This seems incongruous with the prior designation as a potential park. Could the park designation be just a ruse to lull the adjacent owners into a sense of security when the true intentions would be to allow large structures which would completely disturb the sight lines and the reasonable enjoyments of the owners of all the homes in the area but in particular the HOA homes located on Hemlock? This is to say nothing of the increased vehicular traffic that such a use would create on Hemlock and, as a resultant cause, on the intersection of South Monroe and Stevens Creek Boulevard. As alleged in the HOA's opposition to both Lot 9 and Lot 12 permits earlier and herein incorporated by reference, the city callously disregards any consideration of traffic congestion by simply designating said intersection as protected. This is city-speak for the situation is intolerable and likely to get much worse but we don't want to or can't do anything about it. The HOA has steadfastly complained of and continues to object to the lack of alternate considerations on the part of the City to resolve the issues of traffic within this intersection (such as planned flyovers, underground routings, etc.). Simply relying on the ill-named "protected" designation is a ruse and completely ignores the rights of the HOA residents who depend on that intersection for their only reasonable entrance and exit to their homes. It is the HOA's contention that such a disregard for the very real traffic conditions is also a clear violation of the CEQA requirements applicable to future development.

The draft plan on page 2 of 26 discusses the increase in allowed building heights throughout the plan area. Buildings fronting Stevens Creek Boulevard and Winchester Boulevard may be as high as 150 feet while other buildings in the area may be as high as 85 feet. The HOA opposes all of these new height limits. As stated above the HOA has already opposed the height of the apartments within Lot 12 that the City has approved

and is in litigation with the City. Furthermore, areas on the westerly side of Lot 12, west of Hatton are proposed to allow heights of 120 feet or 10-12 stories. Heights of this dimension would be incredibly disruptive to the residents of the Villas. The Villas has long maintained, and the City is aware of same, that Federal Realty Investment Trust and the City are contractually bound to protect the agreed-upon sight lines and traffic patterns of the HOA residents. This contractual obligation arose from negotiations between Federal Realty Investment Trust, the HOA and the City during the initial development of Santana Row. In exchange for the cooperation of the HOA in achieving rezoning and the permitting of construction within Santana Row, which as it currently stands is within the boundaries of the SRVF Urban Village, the HOA did not object to and orally and in writing supported the rezoning and permitting of the original Santana Row development. This contractual agreement resulted in plan and street changes, as well as written agreements dated September 22, 2000, again in December 2006, and are supported by other writings and oral agreements between Federal Realty Investment Trust, the City and the HOA over the ensuing years. The Planning Commission, the City Council, and the City Attorneys Office have all been previously provided with copies of this written agreement and subsequent writings. If you would like an additional copy, same will be provided.

Unfortunately, Federal Realty Investment Trust, the owners of Santana Row, and the City have breached this contract a number of times over the years, most recently in the permitting of the Lot 12 development which is the subject of the above-referred to petition and appeal. The HOA contends that the height limits to be allowed in the proposed plan would constitute further and additional breaches of the same contractual agreements, positions that the HOA is determined to test in court should the proposed plan be approved. Furthermore any attempts in the proposed plan to change traffic patterns on existing streets in the vicinity of the HOA, including but not limited to, the closing, opening or changing the direction of traffic on existing streets would constitute further violations of those contractual agreements.

On page 3 of 26 of the draft plan, staff states that: "Currently, new developments within the Winchester and SRVF Urban Villages are required to prepare traffic analysis on a project by project basis to comply with City Council Transportation Impact Policy (Policy 5-3) and the I-280/Winchester Boulevard Transportation Development Policy (280/Winchester Transportation Development Policy (TDP) in conformance with the California Environmental Quality Act (CEQA)." The section continues to state that the City is currently developing a West San Jose Development Policy that would include the subject areas. This report would allegedly provide CEQA clearance for the projects to be proposed. The HOA reserves the right to object to any and all of the terms and conclusions of this policy that would attempt to whitewash the clear traffic, noise and other environmental issues that the proposed Urban Village plan would create in the SRVF project area. As staff does not anticipate this necessary report being developed until June 2018, it would be irresponsible to approve the proposed plan until the results of such study are concluded and distributed for comment and/or objection.

In summary, the proposed plan states in part on page 5 of 26 as follows:

"A primary objective of these Urban Village Plans is to retain the existing amount of commercial space within the boundaries of the Urban Villages and increase the commercial activity and employment opportunities. The Plans support commercial uses that are small or mid-sized in scale, and that serve the immediate surrounding neighborhoods, as well as larger office development that could serve a larger area. Both Plans support medium to high-density residential uses in areas identified on the land use diagram for each Urban Village."

The Villas at Santana Park HOA generally supports these lofty ideals. But not at the risk of the destruction of the safe and peaceful enjoyment of their existing homes and not in breach of the contractual terms upon which they have so long relied. It is very disheartening to see the staff, and therefore the City, state the future goals of the Urban Village without making comment on or taking into account the rights, both legal, moral and ethical of the residents and owners who have already committed their likely largest financial investment to the homes in question. Don't these owners deserve some consideration? Don't they deserve equal representation from City Staff, from the Planning Commission and from the City Council? We fully appreciate the need for the City leaders to continually plan for jobs and housing, but said planning should not be on the backs of existing owners and taxpayers. We urge the Planning Commission and ultimately the City Council to return this proposed plan back to staff for further consideration of the issues raised herein.

Very truly yours,

A Alan Berger

AAB/ceb

From: Adam S. Mayberry <adam@mayberryworkshop.com>
Sent: Wednesday, May 10, 2017 1:16 PM
To: Planning Commission 1; Planning Commission 2; Planning Commission 3; Planning Commission 4; Planning Commission 5; Planning Commission 6; Planning Commission 7
Cc: Davis, Dev; City Clerk; Jones, Chappie
Subject: Input on Santana Row / Valley Fair Urban Village

Dear Planning Commissioners,

Please see attached letter for input on SRVF Urban Village

ADAM **MAYBERRY**
Mayberry Workshop
Co-Founder + Design

PHONE | 408.582.4567
TWITTER | @adamSmayberry

MAYBERRY WORKSHOP

Dear Planning Commissioners:

My name Adam Mayberry and I am an Urban Design / Developer / Business Owner and Resident of San Jose and am Senior Fellow in the ALF Urbanism Network.

- I strongly support using a two-tiered approach of both minimum enforceable standards and more aspirational (and optional) guidelines, as proposed in the plan. The codes and standards should be minimum expectations, with lots of room for flexibility and tailoring in the guidelines. *Having both minimum expectations and aspirational guidelines promotes a "do no harm" approach for walkability*.

  Unfortunately, guidelines alone are typically not enough—particularly in auto-oriented areas of the city like this one. While Santana Row is certainly an example of a great place that was created without standards, it is because it has an experienced and creative developer with a strong vision for placemaking. Having experience in such Urban Design projects at SBlArchitects in San Francisco, I can tell you how hard it is for large projects with complex programs to work well for its tenants, public using the spaces in and around such buildings, as well as service providers accessing buildings for deliveries or maintenance. When one gets to look at a neighborhood holistically as a singular vision, and market it effectively these items can be prioritized toward particular frontages on each and every block. In order for the city to achieve the goals it set out to in the General Plan, minimum standards are needed.

- Having both minimum expectations and aspirational guidelines promotes a "do no harm" approach for walkability. SPUR surveyed a half-dozen cities in California as a basis for our urban design standards—ensuring that our recommendations for San Jose are neither too lenient or too burdensome.

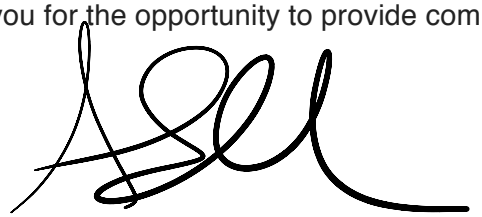
- In *Cracking the Code*, SPUR recommended 34 urban design elements that should be standard and enforceable. The City's proposal for the urban village includes only 20, providing a very small set of enforced rules a lot of flexibility to developers, urban designers and architects. This is a reasonable approach and we do not see it as too prescriptive.

- The vision for the Urban Village should not be exclusive large massive development projects by corporately financed developers but should also allow for thoughtfully done infill development that can be privately financed by existing residents that would take pride in their City, and will take ownership of the Village. Fine grain infill buildings can add uniqueness to the sense of Place that standard podium donut or "tower" buildings can. They provide walkability to and from tenant spaces that are enjoyable – verse driving a car into a pit underground and riding an elevator to the space you occupy up in the sky. Typically, smaller buildings are less expensive to build, and do not provide as many amenities to its tenants. Developers do not need to charge as much for such units to finance the construction – and can pass on the savings to its tenants – creating naturally occurring affordable housing. Not only that, if designed correctly as part of a village – tenants are more likely to walk down the street to spend money at local restaurants or commercial spaces, adding to Sales Tax revenue collected by the City.

- As long as the guidelines remain *optional and aspirational in practice*—as they are now because they do not have the force of code—we believe that the staff proposal provides both flexibility and firmness. We think it will provide the flexibility that developers need to build great buildings, and the firmness that the city needs to achieve walkable communities that promote transit, health, sustainability and real choices about how to get from place to place.

  While there is room to improve the plan, we do not believe that the urban design chapter should hold up the plan. Thank you for the opportunity to provide comments.

  Sincerely,



Adam Mayberry
President
Mayberry Workshop
224B Jackson St
San Jose, CA 95112

From: Thang Do [mailto:tdo@aedisarchitects.com]
Sent: Wednesday, May 10, 2017 3:54 PM
To: City Clerk <city.clerk@sanjoseca.gov>
Subject: Urban Design Guidelines

Dear Planning Commissioners:

My name is Thang Do and I am a local architect and resident in San Jose, a former San Jose planning commissioner, a board member of SPUR and served on SPUR's Steering Committee for Cracking The Code.

- I strongly support using a two-tiered approach of both minimum enforceable standards and more aspirational (and optional) guidelines, as proposed in the plan. The codes and standards should be minimum expectations, with lots of room for flexibility and tailoring in the guidelines. *Having both minimum expectations and aspirational guidelines promotes a "do no harm" approach for walkability*.

  Unfortunately, guidelines alone are typically not enough—particularly in auto-oriented areas of the city like this one. Guidelines are optional and therefore are often negotiated or ignored.

  While Santana Row is certainly an example of a great place that was created without standards, it is because it has an experienced and creative developer with a strong vision for placemaking. This is an outcome based on practice and luck—but wouldn't it be great if we knew that all buildings in this area would have such a positive impact? In order for the city to achieve the goals it set out to in the General Plan, minimum standards are needed.

- Having both minimum expectations and aspirational guidelines promotes a "do no harm" approach for walkability. SPUR surveyed a half-dozen cities in California as a basis for our urban design standards—ensuring that our recommendations for San Jose are neither too lenient or too burdensome.

- In *Cracking the Code*, we recommended 34 urban design elements that should be standard and enforceable. The City's proposal for the urban village includes only 20, providing a very small set of enforced rules a lot of flexibility to developers, urban designers and architects. This is a reasonable approach and we do not see it as too prescriptive.

- As long as the guidelines remain *optional and aspirational in practice*—as they are now because they do not have the force of code—we believe that the staff proposal provides both flexibility and firmness. We think it will provide the flexibility that developers need to build great buildings, and the firmness that the city needs to achieve walkable communities that promote transit, health, sustainability and real choices about how to get from place to place.

  While there is room to improve the plan, we do not believe that the urban design chapter should hold up the plan. Thank you for the opportunity to provide comments.

  Sincerely,

Thang N. Do, FAIA
President
(408) 300-5155 direct

aedis
www.aedisarchitects.com