

Winchester and Santana Row/Valley Fair Urban Villages

Community Workshop #2 Summary

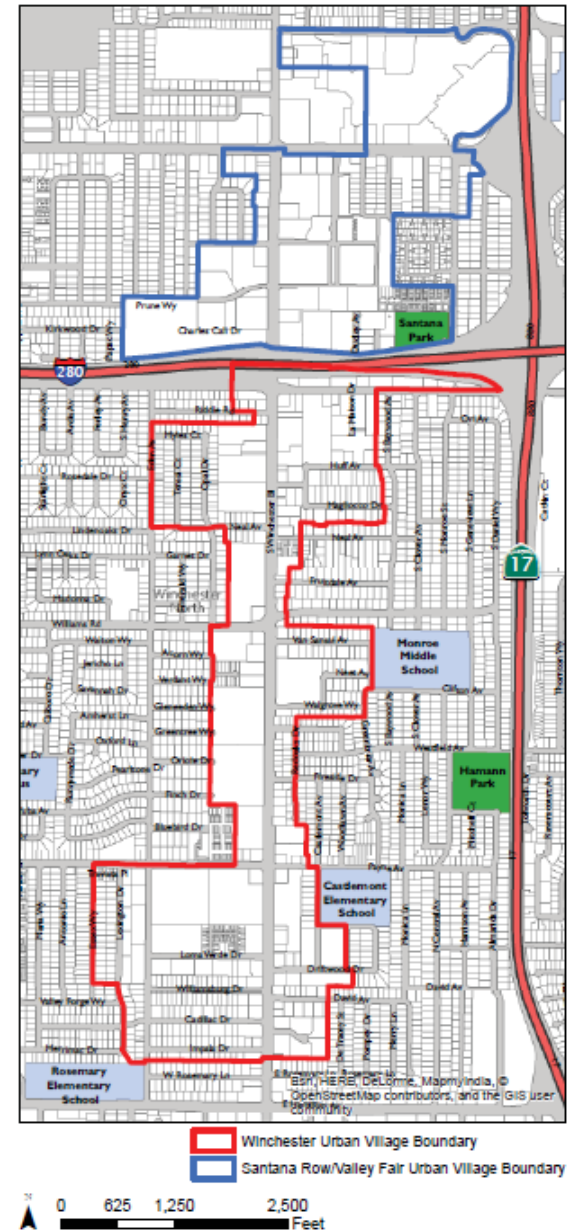
City of San Jose

Planning Division

Department of Planning, Building and Code Enforcement

September 1, 2016

6:00pm – 9:00pm



Workshop Overview

The second workshop for Winchester and Santana Row/Valley Fair Urban Villages was held on September 1, 2015 at International Christian Center at 3275 Williams Road, San Jose. There were at least 190 participants, including residents, property owners, and local business owners from the surrounding neighborhoods. With the information gathered from the first community workshops for each Urban Village and at the Winchester Corridor Advisory Group meetings, staff has developed land use maps, urban design principles and conceptual streetscape designs that was presented to the community to provide feedback. This feedback will be used to inform the goals, policies, and guidelines that applies to the entire Urban Village area.

Agenda

6:00 – 6:15pm: Sign-in and Welcome

6:15pm – 6:40pm: Consultants' Presentations

6:40pm – 6:50pm: Individual Activity: Streetscape Priorities

6:50pm – 7:20pm: Activity #1: Group Discussion – Streetscape

7:20pm – 7:50pm: Activity #2: Group Discussion – Building Design and Massing

7:50pm – 8:30pm: Small Group Report Back

8:30pm: Next Steps and Thank You








City of San Jose Project Manager Leila Hakimzadeh began the workshop at 6:00pm with opening remarks, followed by a presentation from Dyett & Bhatia, Rajeev Bhatia. Mr. Bhatia provided an overview of the purpose, format, and the preliminary concepts of the activities of the workshop. There were 19 tables, and each table hosted about 10 participants along with their facilitator and scribe. The City planners, Valley Transportation Authority, Dyett & Bhatia, Urban Field Studio, and Bottomley Design & Planning functioned as the facilitators and scribes. Each table had one set of printouts of the following materials for the activities – Streetscape, Open Space, and Connectivity Diagram, Map of Region, Aerial of Planning Area with Photos, Grand Boulevard, Main Street, both Pedestrian Network Improvement Boards, Santana Row-Valley Fair Case Study, Winchester Boulevard Case Study, and Draft Land Use Diagrams.

Activities

Individual Activity: Streetscape Priorities. Participants were given three green dots and three blue dots and asked to place them according to their priorities on the large Streetscape and Right-of-Way Elements boards posted on the wall. Participants also had the opportunity to mingle and see others' priorities.

STREET RIGHT-OF-WAY ALLOCATION




Please place your **blue** stickers on the type(s) of improvements you would like to see incorporated into the street network along Winchester Boulevard. (You can put more than one sticker per type!)

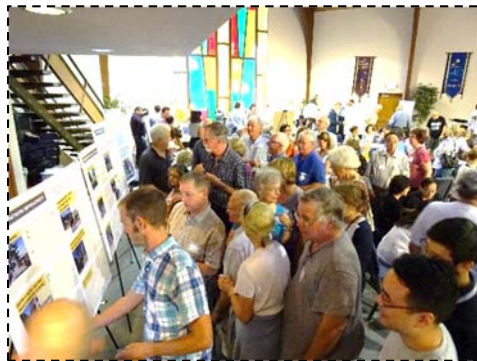
Automobile traffic lane 	On-street bike lane 
Parking lane 	Protected bike lane/cycle track 
Exclusive transit lane 	Other? Write directly in the box or attach a post-it



PEDESTRIAN NETWORK IMPROVEMENTS

Please place your **green** stickers on the type(s) of improvements you would like to see incorporated into the pedestrian network along Winchester Boulevard. (You can put more than one sticker per type!)

Sidewalk widening 	Shorter pedestrian crossings via median refuges and corner bulb-outs 
Mid-block paseo and Mid-block pedestrian crossing 	Street furniture, bus shelters, and other sidewalk amenities 
Landscaping and street trees 	Other? Write directly in the box or attach a post-it



Group Discussion Activity: Introduction. The facilitators and scribes introduced themselves. Each participant introduced himself/herself. The participants were asked to identify where they live, work, or own a property in the Planning Area and to mark the locations on the map of the region.

SANTANA ROW/VALLEY FAIR AND WINCHESTER BOULEVARD URBAN VILLAGES

▲ The Century Dome Theater was granted historic status in 2014.

The Reserve, a mixed-use development, has been approved.

▲ A variety of land uses exist on the West side of Winchester Boulevard between Williams Road and Payne Avenue.

Bus route 60 runs along Winchester Boulevard and connects to the Winchester Light Rail Station.

▲ Santana Row is a regional shopping destination.

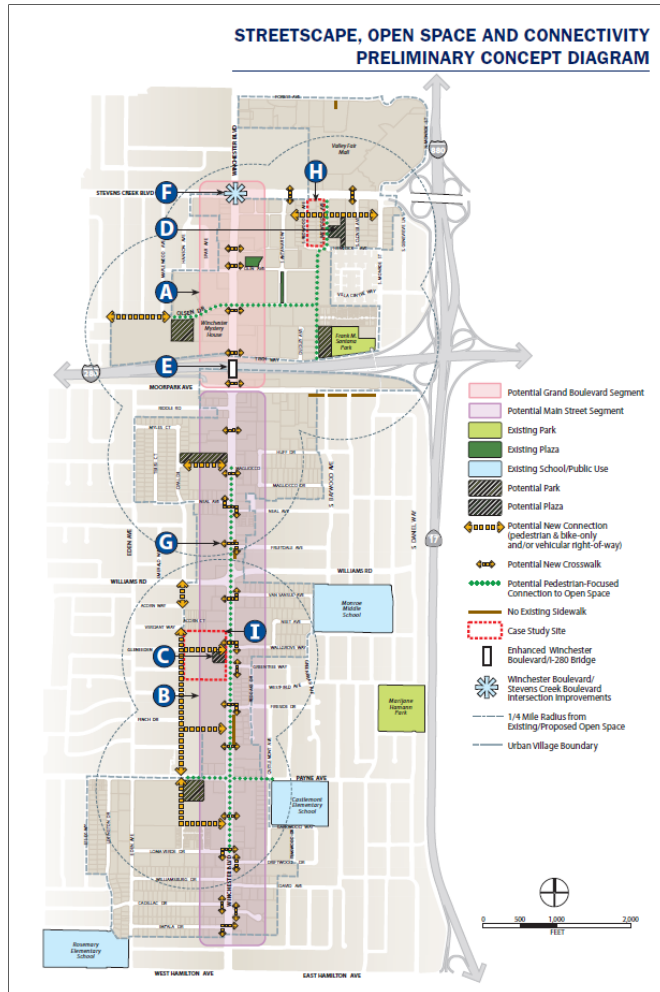
◀ Frank M. Santana Park is the only neighborhood park in the two Urban Villages.

▲ A mixture of residential and commercial uses can be seen right south of I-280 on the east side of Winchester Boulevard.

▲ A cluster of single-family homes is located between Greenview Way and Payne Avenue on the east side of Winchester Boulevard.



Group Discussion Activity #1: Streetscape. Participants were asked to discuss streetscape and street character priorities, based on the topics addressed in the individual exercise. They were asked about the types of public art and public activities that would make the urban villages more vibrant and engaging. They discussed which elements of the Main Street and Grand Boulevard concepts they preferred.



A GRAND BOULEVARD

CHARACTERISTICS

- Major transportation corridor, main purpose is to move traffic
- Enhanced landscaping
- Transit has priority over other modes
- Ample pedestrian amenities and pedestrian-oriented building footprints

KEY FEATURES

- Six through-lanes of vehicular traffic
- Wide sidewalks
- Pedestrian-oriented street lights
- Median refuges to shorten crossing distance
- Pocket parking (Design option 1 only)
- Rain Garden (Design option 2 only, and only for roadway segments where adjacent uses don't rely on street parking)

IMPLICATIONS FOR TRAFFIC FLOW

Effect on Roadway Level of Service (LOS):

- Little to no effect on roadway LOS compared to existing conditions
- Revised cross-sections to traffic volume and pedestrian amenities are added at intersections

Cut-through Traffic Management Strategies

- Traffic currently has several potential alternative routes to Winchester Boulevard (State St, Bacon Avenue and San Tomas Expressway)
- Traffic volume has several potential alternative routes to Winchester Boulevard, including State St, Bacon Avenue and San Tomas Expressway
- 7 strategic traffic calming treatments and signal timing adjustments are used. Minor streets serving surrounding residential areas would be converted to one-way to reduce traffic volume
- Strategic closures or other streets help shorten approaches of street to reduce width
- Additional signage for intersection and reduce vehicle waiting distance
- Traffic volume reduction through traffic and vehicle waiting distance
- Reduced pavement can be used to improve street appearance and highlight crossings
- Signal timing, speed limits and/or signal distribution could reduce speeds, but they require Fire Department approval and community consensus
- Additional signage may also be effective

GRAND BOULEVARD DESIGN 1: POCKET PARKING

GRAND BOULEVARD DESIGN 2: RAIN GARDEN

B MAIN STREET

CHARACTERISTICS

- A "Complete Street" that supports pedestrian, bicycle, vehicular and transit users
- A focus on the pedestrian realm and neighborhood-serving uses
- Pedestrian crossings prioritized
- Ample pedestrian amenities and pedestrian-oriented building footprints
- Design reflects key characteristics and identity of surrounding areas

KEY FEATURES

- Four through-lanes of vehicular traffic
- Wide sidewalks
- Pedestrian-oriented street lights
- Median refuges to shorten crossing distance
- Cycle track/buffered bike lane
- On-street parallel parking
- Transit islands (Cycle track design option only)

IMPLICATIONS FOR TRAFFIC FLOW

Effect on Roadway Level of Service (LOS):

- Based on preliminary evaluation, generally minor effect on roadway LOS
- Pedestrian amenities reduce only some intersection wait times as measures to delay due to a pedestrian or bicycle. Other interventions would have little to no change to congestion levels by optimizing signal timing along corridor

Cut-through Traffic Management Strategies

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MAIN STREET DESIGN 1: CYCLE TRACK

MAIN STREET DESIGN 2: BUFFERED BIKE LANE

Group Discussion Activity #2: Building Design and Massing. The facilitators showed the participants two conceptual case study designs and encouraged the discussion of the mix of land uses, areas with active ground floor uses, building-to-street relationship, massing and transitions to adjacent uses, building height, and connectivity/open space.

CASE STUDY SITE

H SANTANA ROW/VALLEY FAIR URBAN VILLAGE CASE STUDY SITE Conceptual drawing for discussion only

USES


- Mixed-use office with Retail along Stevens Creek Blvd
- Residential, Office and Live-Work Units along side streets
- Low-rise apartment/condo buildings and town homes

HEIGHT


- 9 to 10-story office tower with ground floor retail on Stevens Creek Blvd (150 feet max.)
- 4-story mixed-use office, retail on Stevens Creek
- 3-4 story residential buildings along Redwood Ave and Baywood Ave
- Lower buildings and step-backs of top floors provide transition to neighborhood

PUBLIC REALM


- Pedestrian-oriented mid-block connection (shared street)
- Ground-floor setbacks along Stevens Creek Blvd to allow for wide sidewalks
- Intensified public green space




▲ Bird's Eye View




▲ Plan



▲ West Elevation along Redwood Avenue




▲ View A - Looking East from Stevens Creek Boulevard



▲ View B - Looking North from Redwood Avenue

PRECEDENT IMAGES



Office Building Live/Work Units 3-4 Story Residential

CASE STUDY SITE

I WINCHESTER BOULEVARD URBAN VILLAGE CASE STUDY SITE Conceptual drawing for discussion only

USES

- Office with ground floor retail along Winchester Blvd
- Residential on west side of parcel
- Low-rise apartment/condo buildings and town homes
- Neighborhood park along Winchester Blvd

HEIGHT

- 3- and 4-story office buildings along Winchester Blvd
- Building modulation to reduce perceived size of office building
- 4-story apartment/condo buildings in north-west corner with top floor step-backs
- 3-4 story townhomes
- Lower buildings and step-backs of top floors provide transition to neighborhood

PUBLIC REALM

- Pedestrian-oriented mid-block connection as extension of Glenenden Way (shared street)
- Streets on site are shared, low-speed, and include small public spaces
- Public and green spaces associated with office building
- 1.4 acre neighborhood park with neighborhood center building
- Buildings fronting on park



▲ Bird's Eye View



▲ Plan



▲ South Elevation



▲ View A - Looking South from Winchester Blvd

PRECEDENT IMAGES



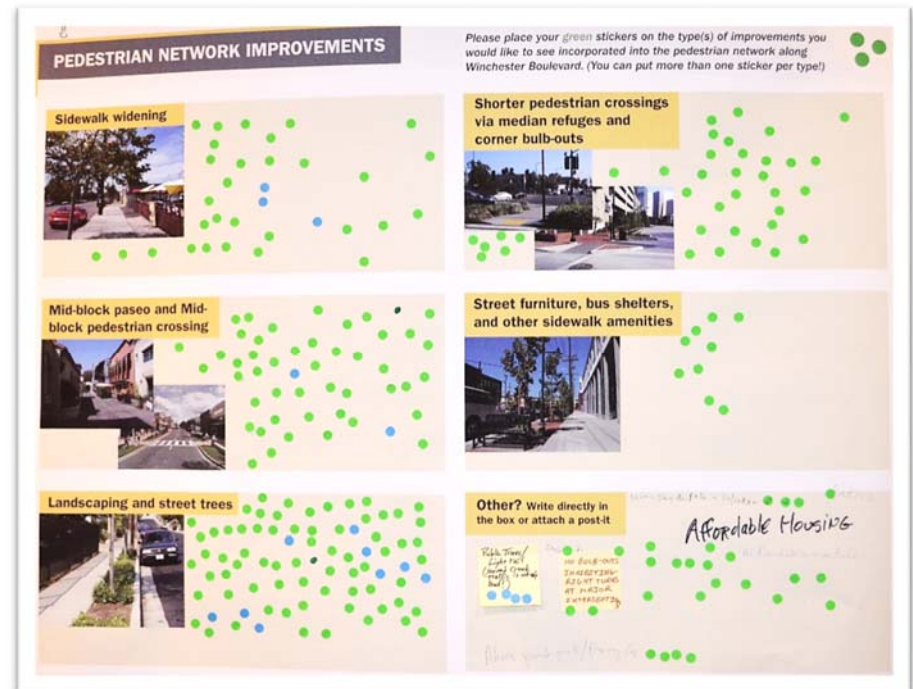
Office Building with Open Space Townhome 3-4 Story Residential

Small Group Report Back. At the end of the group discussion, a volunteer from each table reported back to the larger group a summary of their main points from the small groups' discussion.



Overall Workshop Summary

Individual Activity: Streetscape Priorities. On the street right-of-way allocation “dot chart,” the types of improvements most of the participants would like to see incorporated into the street network along Winchester Boulevard are automobile traffic lanes and protected bike lane/cycle tracks. The types of improvements most of the participants would like to see incorporated into the pedestrian network along Winchester Boulevard include landscaping and street trees, and mid-block paseo and mid-block pedestrian crossings.



Streetscape Designs. The objective of the Grand Boulevard is to move traffic and the objective of the Main Street is to create a “complete street” that supports bicycle, pedestrian, vehicular and transit access. The participants were asked which objective is more appropriate for Winchester Boulevard. Six of the nineteen tables preferred Grand Boulevard, five tables preferred a combination of Grand Boulevard and Main Street, three tables preferred Main Street, and five expressed no preference. Many of the groups were concerned about traffic and parking. There was a general consensus on providing more safe bike-friendly lanes, walkable streets, and improved transportation options. This includes making mass transit more accessible and pedestrian improvements such as sidewalk widening, landscaping, midblock crossings, and separated/protected bike lanes. A group brought up the concern that the aging population would not use the bike lanes and would need to keep using their automobiles. One group wanted public art along the street with interesting street lights and sculpture gardens. A lot of groups mentioned adding more trees in the area. One group suggested planting Evergreen trees for low-maintenance. A number of groups wanted a bridge to connect Santana Row and Valley Fair. A few groups suggested creating a rain garden on the Grand Boulevard.

Circulation and Parking. There was a split between the participants about on-street parking. Some groups believed that Winchester needed on-street parking and it would harm businesses if there was no street parking available. Most groups wanted more parking. A few groups wanted to eliminate on-street parking for safety reasons and to use the street instead for bike and pedestrian lanes. A couple of groups suggested to have underground parking to reduce on-street parking and provide more space for employment. Due to concerns over potential parking spill-over to neighborhoods, a couple of groups suggested creating a neighborhood parking permit program. One group brought up the question of how alternative transportation and transportation demand management programs can be incorporated into the plan. A transportation plan should be created to accommodate high density development.

Land Use. The participants discussed the mixed-uses of the case study designs and the type of specific uses they would like to see on the site. Most of the groups wanted a variety of neighborhood oriented services such as more grocery stores, parks, small businesses, and hospitals. Many were supportive of a mixture of commercial, retail, and residential uses, with parking underneath. Some groups were concerned about displacement and suggested having affordable housing policies in place while preserving low-income housing such as the Winchester Ranch Mobile Home Park. Many groups agreed that there is a current lack of open space/parks and new development should include some open space/parks in their design.

Building Massing and Heights. The participants were asked to consider the building heights and how the buildings relate to Stevens Creek/Winchester Boulevard, and to adjacent uses to the side and rear of the sites. Many of the groups agreed that buildings along Winchester should be no higher than four stories. They do not want tall buildings towering over residential buildings. A few groups suggested that taller buildings should be along Stevens Creek. There was an overall agreement that building heights should be consistent with surroundings and heights should “step down” to adjacent residential neighborhood. One group suggested requiring a sun/shade analysis to make sure that the shadows do not obscure sunny areas of existing uses.

Table Summaries

Table #1. The following are comments made by the group during their discussion, as noted by the facilitator and the scribe.

Group Activity 1 Discussion – Streetscape Discussion

- Pedestrian orientation is important.
- Prefer the Grand Boulevard roadway configuration.
- Cyclists ride on sidewalks. Need bike lanes.
- Pedestrian improvement would help slow traffic. Cars going too fast.
- Grand Boulevards good for quickly moving traffic. But there is a need for more small businesses which would provide a reason to drive slower.
- Traffic worse north of Hamilton than south of Hamilton.
- Traffic worse at peak morning hours.
- Rain garden is a win-win because it allows more through traffic but includes bike lanes.
- Eliminating street parking would be bad for business.

Group Activity 2 Discussion – Building Design and Massing Discussion (Case Study Site Designs)

- Old Safeway location is an eyesore.
- Should have retail for Site I in addition to office.

- Multi-family buildings (new) have done a good job of stepping back/down to neighborhood behind.
- Use interesting architecture, not “boxes.”
- Building height should be consistent with surroundings.
- Taller buildings may look okay, but they bring more traffic, and are we setting a precedent?
- Highest buildings should be on Stevens Creek near I-880.
- Santana Row did parking right by putting parking underground.
- Parking should generally be underground.
- Max 4 stories on Winchester.

Summary

- Move traffic but increase pedestrian improvements.
- Rain gardens and Grand Boulevard are good.
- 4 stories on Winchester.
- Buildings should step back to existing single-family residences.

Table #2. The following are comments made by the group during their discussion, as noted by the facilitator and the scribe.

Group Activity 1 Discussion – Streetscape Discussion

- Currently unsafe for bike and pedestrian use - improve bike/pedestrian safety.
- 1 way street concept will not function.
- Trees!
- Buffered or protected bike lanes.
- Generally prefer the Main Street concept.
- Improved public transit connections are needed.
- Secure bike parking is needed.
- Buildings on the east side of Winchester Boulevard should be lower in height to avoid shading neighborhoods to the East.
- Affordable housing needed.

Group Activity 2 Discussion – Building Design and Massing Discussion (Case Study Site Designs)

- Keep Grocery Outlet.
- Variety of community serving and commercial uses.
- No more strip malls.
- No office uses (not preferred) - traffic impacts
- Up to 6 stories on Winchester Boulevard.
- Up to 4 stories adjacent to existing single-family neighborhoods.

Table #3. The following are comments made by the group during their discussion, as noted by the facilitator and the scribe.

Group Activity 1 Discussion – Streetscape Discussion

- Adequate parking on Winchester Boulevard and parking intrusion in residential neighborhood.
- On Winchester Boulevard, want Grand Boulevard and parking.
- Removing parking on Winchester could harm businesses.
- Parallel parking could create traffic concerns.
- Winchester does not have a Main Street feel.
- Not a good walking neighborhood, but could be.
- In the future, people would be taking Winchester.
- Want pedestrian/bike overpass between Santana Row & Valley Fair.
- Great to have a bike-friendly neighborhood.
- Provide more travel options – not just automobiles.
- Freeway improvements have backed cars onto city streets.
- Santana Pak could be better utilized.
- Concern with security issues in parks.

Group Activity 2 Discussion – Building Design and Massing Discussion (Case Study Site Designs)

- Want tapered design where the height steps down.
- Not too concerned with height on Winchester Boulevard.
- Height on Stevens Creek Boulevard – OK.

- Concern about cut-through traffic.
- Not so concerned about bike and pedestrians.
- Like to see mixed-use space on Winchester.
- Sufficient parking for redevelopment.
- Late night uses is a concern.
- Need quality grocery stores.
- Winchester Boulevard – commercial on front, small hotel, townhomes, low density on neighborhood.
- Want commercial uses, retail uses, and townhomes, with more density.
- Value of homes surrounding Urban Villages will go up substantially.
- There will be more commuters.
- Tech shuttles are a good thing.
- Want more schools.
- Integrate school planning and hospitals.
- Some parks have gang activity and homeless.

Summary

- General consensus on Grand Boulevard concept.
- Concern with cut-through traffic.
- Mixed commercial/residential on major streets.
- Neighborhood serving retail, especially grocery.
- Heights need to step down to residential, no issue with height on major streets.
- Concern with office traffic.

Table #4. The following are comments made by the group during their discussion, as noted by the facilitator and the scribe.

Group Activity 1 Discussion – Streetscape Discussion

- Traffic – down Winchester toward Los Gatos.
- Winchester needs on-street parking.
- Winchester does not need on-street parking - businesses can provide parking behind.
- Need protection against displacement.
- Need policies to preserve rent controlled units.
- Yes to changes that improve flow of traffic. Aesthetic changes only – no.
- Changes should help traffic to/from Santana Row.
- Problem intersection: Santana Row & Stevens Creek; turning movements problematic - need a pedestrian bridge at that intersection.
- Want a pedestrian/bike bridge between Santana Row and Winchester Boulevard?
- Yes to I-280 widening, and rain garden.
- Yes to Grand Boulevard without parking.
- No to Main Street.
- Would eminent domain be required for the enlargement of Winchester Boulevard?

Group Activity 2 Discussion – Building Design and Massing Discussion (Case Study Site Designs)

- Maximum 4 stories, stepping up might work.
- Site H: retail OK as long as there's a decent amount of housing.
- Urban residential in the southwest corner of the Planning area – too intense.

- No more than 2 stories where abutting up to extra low density residential.
- Feather/step up heights in residential areas.
- More than 1.5 parking spaces per unit is needed.
- Need parking permit system.
- Yes to step-backs for upper stories along Winchester Boulevard. (See Campbell).
- Consider schools in the planning area. Maybe within commercial buildings?
- Too crowded right now. Do not want zoning to accommodate more housing units.
- Move some of the intensity of Santana Row down to mid-Winchester Boulevard. Spread it out.

Summary

- Consensus – Winchester Boulevard does not need street parking.
- Protection against displacement – policies to require affordable housing so that people are not forced out of community.
- Yes to Grand Boulevard concept – moving traffic is top priority.
- Yes to mixed-use development on Winchester Boulevard.
- Yes to step-backs for upper stories.
- Neighborhood permit parking program.
- Transition heights down toward low-density residential.

Table #5. The following are comments made by the group during their discussion, as noted by the facilitator and the scribe.

Group Activity 1 Discussion – Streetscape Discussion

- On-street parking for commercial uses.
- Combination of Grand and Main Street.
- In favor of 6 lanes.
- Main Street with protected bike lanes.
- Grand Boulevard with bike lane, but concern of parking spill-over to neighborhood.
- More pedestrian crossings, but keep traffic moving (Grand Boulevard).

Group Activity 2 Discussion – Building Design and Massing Discussion (Case Study Site Designs)

- Like higher buildings in Santana Row, but lower along Winchester.
- Neighborhood services along Winchester Boulevard.
- Not higher than 4 stories.
- Like connections to Winchester Boulevard (shared street) with a pedestrian focus.
- Like more parks.
- Would like park facing Winchester Boulevard.

Table #6. The following are comments made by the group during their discussion, as noted by the facilitator and the scribe.

Group Activity 1 Discussion – Streetscape Discussion

- Lots of people drive. People live here but don't work here.
- Creating walkable street = more people walk.
- Enhance transit.
- Where will low income people live?
- Bike lanes important. Perhaps put lanes on sidewalk.
- Bridges over street.
- Grand Boulevard = 5 votes, Main Street = 1 vote.

Group Activity 2 Discussion – Building Design and Massing Discussion (Case Study Site Designs)

- Height on Winchester Boulevard step down to neighborhood.
- Yes to park on Winchester.
- Case study – apartments do not have open space.
- Include lots of trees, basketball courts, places for families.
- Development should be “green” or environmentally sustainable.
- Some people drive because there are not parks near them – more parks! People would walk to parks if there are more parks.
- Concerned about loss of economic diversity. Housing issue needs to be addressed.

Table #7. The following are comments made by the group during their discussion, as noted by the facilitator and the scribe.

Group Activity 1 Discussion – Streetscape Discussion

- Bikes away from cars and off sidewalks – like the bike track (accommodate 3-wheelers).
- No bikes on sidewalks.
- Better mass transit, but no dedicated lane.
- Shuttle service (Campbell to Valley Fair).
- Grand Boulevard from to Neal Avenue or Magliocco Drive, then transition to Main Street.
- Make access to mass transit easier (more incentive).
- Subway system.

Group Activity 2 Discussion – Building Design and Massing Discussion (Case Study Site Designs)

- No parking option on Moorpark Avenue.
- Bus pullout.
- Scramble crosswalks at busy intersections: Santana Row/Stevens Creek, Winchester/Stevens Creek, Olin/Winchester, Olsen/Winchester.

- Building height consistent with existing buildings.
- Varied/scattered building height and step downs.
- Shade and shadow studies should be required for new development.
- Shop keeper units for smalls businesses should be permitted.
- All redevelopment should include some open space.
- Priority for large green spaces.
- Adjacent to single-family, step up to 20-story, then 3-story.
- Setbacks should be far enough away so shadows do not obscure sunny areas of existing uses.
- Sun/shade analysis critical.
- Higher buildings along Winchester Boulevard.
- Pedestrian/bike connections a good goal.
- Green space available to public and feels public.
- Engage school district.
- Preserve low-income housing/affordable housing at Winchester Ranch.

Table #8. The following are comments made by the group during their discussion, as noted by the facilitator and the scribe.

Group Activity 1 Discussion – Streetscape Discussion

- Pedestrian improvements like sidewalk widening, landscaping, midblock crossings, and separated/protected bike lanes.
- More Main Street preferred than Grand Boulevard.
- It is attracting lots of single people without kids that do not necessarily care about the area.
- Pedestrian bridge/sidewalk between Santana Row and Valley Fair (Las Vegas style).
- Provide more parking on Winchester Boulevard and Payne Avenue for apartment residents.
- Some like Grand Boulevard, some like Main Street, and some are OK with transitioning with both.
- Voted: Want Main Street with protected bike lanes and no on-street parking (3 travel lanes each way).
- Want public art along the street like what is in downtown.
- Want interesting street lights, funky bike racks, sculpture garden, and building lighting as public art.
- Provide more parking structures to take parking off streets.

Group Activity 2 Discussion – Building Design and Massing Discussion (Case Study Site Designs)

Santana Row site

- Building height: critical to be lower next to residential areas but can go higher next to commercial areas.
- Whenever there is mixed use, provide courtyards.
- Allow high buildings next to other high buildings so they are not out of place – especially by the mall!
- Provide more open space and parks.
- Provide mixed use with ground floor commercial plus residential above (safer) with parking underneath.
- Some concerns with filling ground floor retail (not ready for mixed-use in the area). Let the market drive ground floor for retail – don’t build token retail everywhere for the sake of “mixed use.”

Winchester site

- Need more schools, better schools, and more parks.
- Create more affordable housing for families with kids to move in.
- More beautiful architecture along Winchester (less boxy, more character and structure).
- Provide a dog park anywhere on Winchester Boulevard (in case study area or not). Add a park on the west side!
- Lower building heights along Winchester Boulevard. Do not want towering buildings over residential.
- Park areas minimum size not too small - make squarer as opposed to long & narrow for usefulness.

Table #9. The following are comments made by the group during their discussion, as noted by the facilitator and the scribe.

Group Activity 1 Discussion – Streetscape Discussion

- Keep the parking, not enough pedestrians out and about.
- Increased housing: walkability could create more pedestrians.
- Foliage for cooling and air quality.
- Like bike lane and trees, but still need adequate onsite parking.
- Williams Road and Hamilton Avenue are busier; for a “city center” would be good.
- What about BRT on Winchester? Would be good to have lane reduction.
- Existing peak congestion is cars going to 280, Moorpark – commuters.
- Like cycle tracks and improved crossings!
- The safer crossing, the better (unanimous).

Group Activity 2 Discussion – Building Design and Massing Discussion (Case Study Site Designs)

- Consideration of traffic generation and parking with 8 story development.
- 3-4 stories at Santana Row is enough.
- Displacement of small businesses is a concern.
- What about affordable housing? Need a plan for affordable housing rather than a case by case basis.
- Need a traffic plan to accommodate high density development and extra transportation.

- First floor retail is good, local goods and services reduces traffic.
- Tapering height down is good.
- Should incorporate “green roofs” and more plazas; need places to sit and talk.
- What is the intent of the park? Children? Maybe not on Winchester Boulevard.
- More office on Site 2 fits pretty well.
- Parking spaces could be good for lunch but why not put parks behind Winchester Boulevard?
- Plaza could be OK on Winchester Boulevard, but park should be behind.
- Each new development should have a plaza and parking garage, with incorporated shared parking.

Summary

- Tapered building height is good.
- Parks below, include plazas and park behind Winchester Boulevard.
- Improved transportation.
- Sensitivity to existing uses.
- Affordable housing/displacement.
- Like bikeways with rain garden for Grand Boulevard.
- Like bicycle track with trees for Main Street.
- Like more, safer pedestrian crossings.

Table #10. The following are comments made by the group during their discussion, as noted by the facilitator and the scribe.

Group Activity 1 Discussion – Streetscape Discussion

- Main Street -> slows traffic
- Bulb-outs with green space – important, safety
- Challenges on Winchester with varying 2-lanes to 3-lanes.
- Ensure dimensions are shown properly on diagrams.
- Difficult to put in bike lane on Winchester Boulevard between Payne and Moorpark Avenues.
- Wider sidewalks are important!

Group Activity 2 Discussion – Building Design and Massing Discussion (Case Study Site Designs)

- Buildings and greater heights should front Winchester Boulevard.
- Frame streets with taller buildings. Taller buildings step down to single-family homes.
- Winchester case study: unlikely that multiple parcels could be assembled. Location of the park does not “fit,” should be deeper into site.
- Given development will initially occur on smaller sites, consideration should be given to smaller parks or parklets. Still there is a need for more park/open space.

Table #11. The following are comments made by the group during their discussion, as noted by the facilitator and the scribe.

Group Activity 1 Discussion – Streetscape Discussion

- Eden Avenue – not cut-through.
- No additional traffic diverted into the neighborhood.
- Need traffic mitigation.
- Improve existing interchange – 101 and I-280 & Moorpark Avenue.
- Evaluate impacts of Santana Row development on Winchester Boulevard.
- Do not have lanes for bikes.
- Do not shrink traffic lanes.
- No more traffic congestion on Winchester Boulevard.
- Parking on residential side streets.
- Provide city parking garages in Urban Villages.
- Parking overflow.
- Crime - not interested in greater connections from neighborhoods.
- Toys R Us site – pedestrian connection?
- Add parking along Winchester Boulevard – like the cities of Campbell and Los Gatos.
- Add grocery store and parking.
- Traffic calming measures.
- Permit parking for residents.
- More trees.

- Quiet – as on Williams Road and east of Winchester Boulevard.
- Add bike lane on Eden Avenue.

Group Activity 2 Discussion – Building Design and Massing Discussion (Case Study Site Designs)

- Strong guidelines for design aesthetic.
- Not mish-mash of building design.
- Walkability in businesses district, not in residential from property to property.
- Better sidewalks with big trees. Quality landscape design.
- Better transition to the neighborhoods – height, setbacks, setbacks – not like “Reserve,” project at Williams Road.
- Add parks only if policed, to avoid crime.
- Need grocery store – at Payne Avenue & Winchester Boulevard? Trader Joe’s? Other?
- Mobile Home Park – be sure to zone so that houses not so near to freeway, prioritize employment.
- More mixed use (ground-floor retail, upper floor residential) along Winchester Boulevard.
- Keep retail at Williams Road and Winchester Boulevard.

Table #12. The following are comments made by the group during their discussion, as noted by the facilitator and the scribe.

Group Activity 1 Discussion – Streetscape Discussion

- Grand Boulevard with no parking.
- Main Street with cycle track.
- Bike – no connection from Cypress to Blaney (Tantau).
- Olsen pedestrian/bike connection would be useful but respect residents that would be affected.
- No vehicle access to Williams (bike ok)
- Road diet does not always result in substantially higher neighborhood volume.
- In favor of parking removal to add bike lanes on William Road and Winchester Boulevard.
- Concern with bike lane between parking and travel lane.
- Provide a local shuttle through Urban Village.
- Grand Boulevard to Williams Road – Main Street – from there south to Urban Village/city boundary.
- South of Williams Road – neighborhood cut through traffic.

Group Activity 2 Discussion – Building Design and Massing Discussion (Case Study Site Designs)

- Larger setback between existing and new more dense developments.
- High density along Stevens Creek with “step down” structures toward existing residential.
- Green buffer (space) between new development and existing.
- Would like to walk/bike through large sites.
- Generally greener space/parkland.
- More local retail – grocery store.
- New development sites not connected vehicular to existing streets.
- Concern that aging population would not use bike lanes, etc. but would need to keep using cars.
- Winchester development more pedestrian oriented “Main Street.”
- More affordable housing.
- Buffering new development from old.
- Better access and passage through and to sites but not vehicle cut-through (parking and pathways).
- Mix of Grand Boulevard and Main Street.

Table #13. The following are comments made by the group during their discussion, as noted by the facilitator and the scribe.

Group Activity 1 Discussion – Streetscape Discussion

- Landscaping is nice, but drought.
- How do you pay for it?
- Winchester looks better than 10 years ago.
- Some more crosswalks between the dome and Santana Row.
- Treeroots lift sidewalks.
- Add crosswalk in Winchester.
- Buffer bike lane. 1 person opposed.
- Do not put parking on Winchester Boulevard for safety reasons.
- Cars need to be able to get through.
- Need parking, without it retail would not succeed.
- Remove street parking for a travel lane, bike, and pedestrian.

Group Activity 2 Discussion – Building Design and Massing Discussion (Case Study Site Designs)

- Likes mixture of housing and retail.
- Office and residence primarily in Winchester Boulevard.
- More jobs in the northern portion of Winchester Boulevard.
- Mix of office and retail in shopping center in South Winchester.
- Not retail all the way down Winchester Boulevard.
- Hubs/concentrations of commercial.
- Grocery store at West Park Plaza.
- Highest height along Winchester Boulevard.
- Adjacent to residence, 2-3 stories in building height.
- Highest buildings on Winchester Boulevard = 5-7 stories.
- Open space for kids.
- Connect hubs with parkways.
- Generational differences catered to with park design.
- Attract office and tech jobs.
- Winchester case study: put park closer to Santana Row Valley Fair homes.

Table #14. The following are comments made by the group during their discussion, as noted by the facilitator and the scribe.

Group Activity 1 Discussion – Streetscape Discussion

- Want bulb outs, protected bike lanes, and wide sidewalks.
- Main Street more appealing on Winchester.
- On Winchester Boulevard, moving traffic is priority.
- Parking and affordability.
- Winchester Boulevard – reduce lane and traffic may impact and other parts of the surrounding (cut through).
- Concern for parking supply with more commercial.
- Concern for maintenance of sidewalks, trees, and concern for property owner. How will maintenance be paid for?
- Concern for enough schools, police, and other services for new residents.
- Is the Winchester Boulevard route possible to get smaller?
- Like bike lane idea for Winchester Boulevard.
- Eliminate parking.
- Freeway ramp improvements?
- Concern: shape and length of road where commercial would go. Is it really walkable (between residential to commercial?)
- Stevens Creek & I-280 – Grand Boulevard concept.
- Moorpark – Main Street concept.
- Main Street concept may help increase walkability and could increase housing value. (Willow Glen example)

- Agree with making the streets walkable (Main Street idea), but concern for how City can make it happen.
- Near Valley Fair area – Is the Grand Boulevard concept possible since it’s so impacted by congestion?
- Concern: Urban Village may make Winchester worse (traffic), displacement, and increase in property tax.
- Like the idea to “change,” but how change happens is important.
- Change without affecting others.
- Winchester – neighborhood friendly.

Group Activity 2 Discussion – Building Design and Massing Discussion (Case Study Site Designs)

- Dislikes “The Reserve” type of design.
- Land use – height and land use transition OK (Santana Row case study).
- Height concern – anything 3-stories is a concern.
- OK with a higher height at Stevens Creek/Santana Row.
- Want to see lower building height on Winchester (3-4 stories).
- How would access work between residential and commercial on Winchester?
- Greenbelt buffer between single family homes and new development.
- Existing residents behind the Urban Village, how to access the businesses on the Urban Village?

Table #15. The following are comments made by the group during their discussion, as noted by the facilitator and the scribe.

Group Activity 1 Discussion – Streetscape Discussion

- Concerns: traffic flow (all modes) and parking.
- Attractive – Main Street concept is interesting.
- Biking not as safe due to speed of automobile traffic.
- Unprotected lanes have pull over for bus stops.
- Want parking along street for residents, but no bike lane buffers.
- Opt. 1 – Grand Boulevard along all of Winchester due to people cutting through to the I-280 from Payne & Northwood.
- Opt. 2 – Grand Boulevard near Santana Row and Main Street between Hamilton and Williams (south of I-280).
- Bus pull in areas, reduce traffic flow stoppage.
- Bridge over I-280 widen and include pedestrian elements.
- Winchester has poor lighting.
- Lower speed (30 mph) to spread out traffic since everyone rushes to wait at the light near Neal Avenue to go northward and cross I-280.
- Main Street along the entire Winchester Boulevard.

Group Activity 2 Discussion – Building Design and Massing Discussion (Case Study Site Designs)

- Distributed/horizontal mixed use (case study I)
- Too much commercial concentrated is not neighborhood friendly.
- Plaza next to retail along Winchester.

- Wider sidewalks need to be done right, not barren.
- Outdoor furniture near commercial.
- Like Campbell, with colored utility boxes.
- Local artists, prefer murals on side of buildings, and kinetic art.
- Open space with art in “congregate area.”
- Destination art + space: park east side of Winchester (between Williams + Payne).
- Crosswalks between Magliocco and Fruitvale.
- Break up large blocks.
- Red crossing locate where people want to go - use flashing lights at crosswalks.
- Step-back of large massing buildings include horizontal setback (15 feet); alleyway.
- At restaurant, more space/setback to encourage pedestrian activity.
- Visual line of sight to determine setback (5 stories next to 1-story residence) -> daunting.
- Transition of building height.
- Underground parking provides more space for employment and reduces street parking.
- 1 story to 3 stories in building height is a large impact.
- 7-stories in building height will create an “urban canyon.”
- At least 1-level of underground parking.
- Need grocery store for all public (not high end).
- Mixed use/more active spaces, no 100% commercial use.
- Outdoor space for live events/music.

Table #16. The following are comments made by the group during their discussion, as noted by the facilitator and the scribe.

Group Activity 1 Discussion – Streetscape Discussion

- Rain Garden on Grand Boulevard – rain filtration, prevent from entry to Bay, exposed dirt.
- Protected bike lane on Main Street – like Vancouver; bi-directional, cycle track with separated lanes and rain garden plants.
- Option to have combination – bike lane, rain garden, parking.
- How is alternative transportation incorporated into this plan? (Automated cars, car share, shuttles, etc).
- Placemaking –future looking vision.
- Transportation Demand Management (TDM) – how are we supporting this? Pooling/leveraging individual TDMs together.
- Winchester Boulevard – slower paced, large scale, would like Grand Boulevard but do not lose connectivity.
- Bike access continuity across coordination with Santa Clara.

Group Activity 2 Discussion – Building Design and Massing Discussion (Case Study Site Designs)

Site H

- Ordinary, not progressive, poor use of height.
- Not respecting opportunity to go denser.
- Allow for more open space and create places.
- Residential can go higher.
- Provide more open space.

- Surrounding area older development planned as higher density residential and commercial.
- Above ground/elevated parking.
- Capping freeway 280.

Site I

- Nice balance – park, community center, complementary uses.

Uses

- Small businesses
- Restaurants, coffee shops
- Family-oriented services
- Neighborhood retail – pharmacy, butcher, bike shop, etc.
- Trader Joe’s

Santana Row

- Grand Boulevard concept
- Higher density
- Placemaking
- Bike/pedestrian friendly
- Local businesses
- Taller heights

Winchester

- Main Street concept and lower density

Table #17. The following are comments made by the group during their discussion, as noted by the facilitator and the scribe.

Group Activity 1 Discussion – Streetscape Discussion

- Keep existing lanes.
- Trees are a must.
- Most desirable pedestrian improvements (priority list):
 - Mid-street refuge
 - Sidewalk widening
 - Mid-block crossings
 - Separation of bikes and pedestrians
- Concern regarding maintenance of trees (street); option: only allow Evergreen trees.
- One-way streets for circular flow.
- Keep right hand turns.
- Keep traffic flowing?
- Protected bike lanes (from both cars and pedestrians).
- Better I-280 interchange.
- Link to the trail system (through bike lanes).
- Main Street versus Grand Boulevard: residential neighborhood traffic management and traffic calming measures.

Group Activity 2 Discussion – Building Design and Massing Discussion (Case Study Site Designs)

Site H

- Good mix of uses and retail on Stevens Creek.
- Higher building towards the street and progressively decreasing.
- Okay with retail and massing along Stevens Creek.
- All developments should adhere to open space standards – no reductions and no private recreation to reduce public open space.
- Current lack of open space.

Site I

- Cross-through traffic on private streets.
- Private street cutting through Eden and Winchester can become a main artery (as currently it is unconnected to Winchester).
- 150” tall may be okay and 200” is too tall for Winchester.
- 2 story or 45 feet is podium residential.
- Question is the setback.
- Buildings to setback line with parking underground or in the back.
- Landscaping buffers between single-family residential and developments.
- Southeast corner of Moorpark Avenue/Winchester Boulevard should have a more mix of uses versus, just Urban Village commercial.
- Freeway cap key to connecting neighborhoods.

Table #18. The following are comments made by the group during their discussion, as noted by the facilitator and the scribe.

Group Activity 1 Discussion – Streetscape Discussion

- All Grand Boulevard or all Main Street, not both.
- Cities should be made for people, not cars (should be Main Street).
- Observe where people work, takes people off of neighbor streets (Grand Boulevard).
- Slow down traffic, activates street.
- Santana Row, not for everyday pedestrians, people drive there.
- Live on side streets, off of Winchester Boulevard. Concerned about overflow traffic, reducing lanes would make cut through traffic worse.
- Can only design for people or cars.
- Alternative way to freeway, make Winchester Boulevard a Main Street.
- Impact on existing residents if you close streets.
- More emphasis on pedestrians, close to cars.
- Main Street is a good idea, protect existing neighborhoods.
- Solve auto access, but not sacrifice pedestrian access.
- Winchester Boulevard is fine the way it is, people need to get to I-280.

Group Activity 2 Discussion – Building Design and Massing Discussion (Case Study Site Designs)

- Who will live in new development, only for the rich.
- Retail within walking distance (i.e Safeway).
- Open space, family oriented housing, and mixed-use.
- Safeway – Winchester Boulevard & Payne Avenue – needed.
- Concerned about parking near neighborhood parks.
- Access for people outside of village.
- Flip park with building close to residential homes so park is near the neighborhood park.
- Retail/coffee shops should be on Winchester Boulevard.

Table #19. The following are comments made by the group during their discussion, as noted by the facilitator and the scribe.

Group Activity 1 Discussion – Streetscape Discussion

- Corner bulb-outs good – shrub should be low maintenance issue.
- Center median – maintenance of planting should be done during commute hours – street closure.
- Drought resistant plants or artwork.
- Stevens Creek – traffic is overwhelming, is the assumption that traffic will lessen?
- Lane reductions could deter visitors/patrons.
- Put the bus in a dedicated lane in the median!
- Group split -> 50/50 Grand Boulevard (more traffic through)/Main Street (beautification elements and bulb outs and sustainability).

Group Activity 2 Discussion – Building Design and Massing Discussion (Case Study Site Designs)

- For Site H, displacement concerns and affordability. How can we make the affordable policy work?
- Uses: live/work, mixed use is good but could create traffic, parking below grade.
- Tapering height down to lower-scale residential is good.
- Integrate heights with buildings of special character.