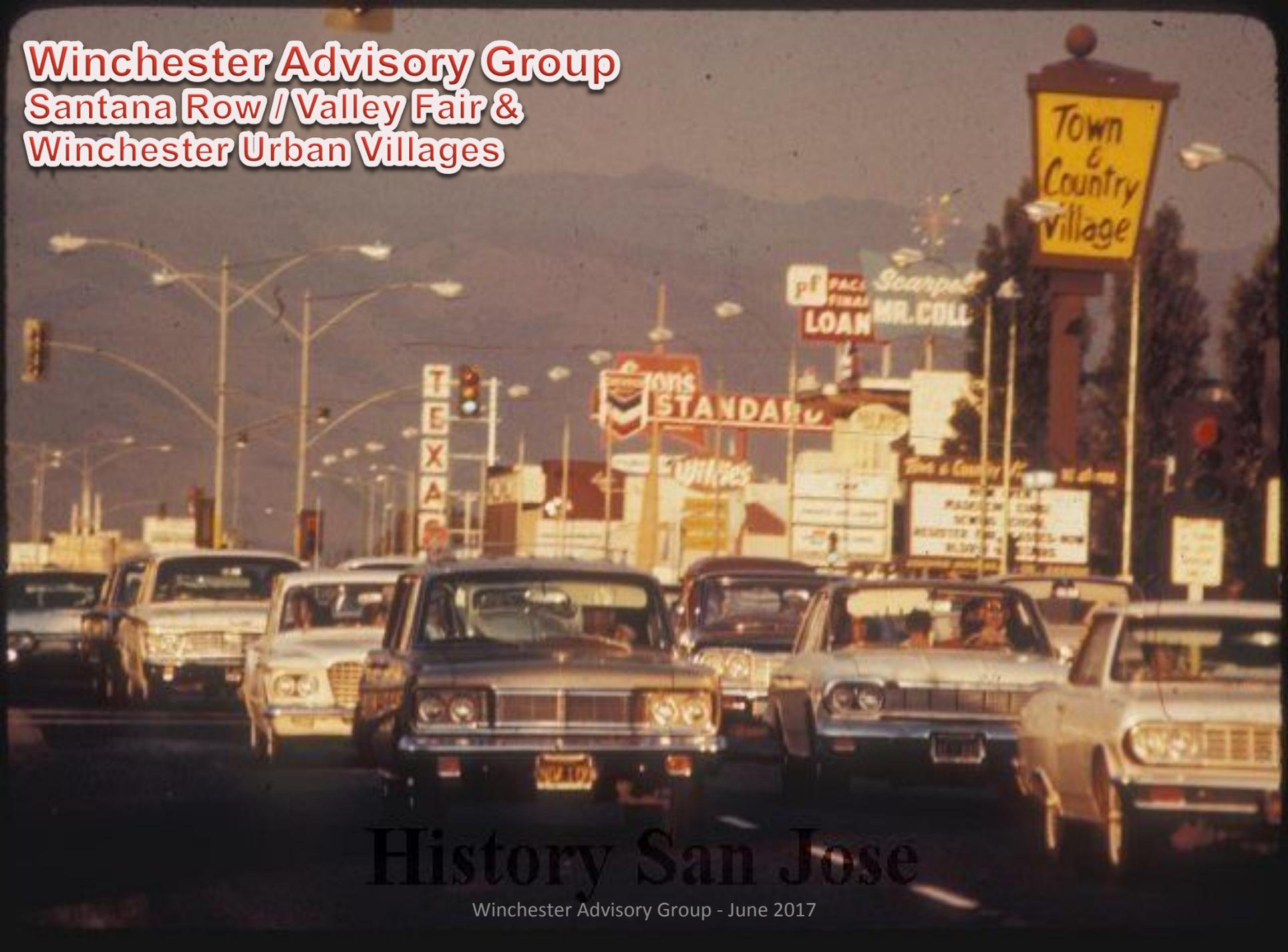


Winchester Advisory Group Santana Row / Valley Fair & Winchester Urban Villages



History San Jose

Winchester Advisory Group - June 2017

Process

Improving.....

- Much better than 'old' pattern of three community meetings.
- Community involvement over the last two years has had real and positive impact on the two Plans.
- Significant education of residents has taken place, some opinions have changed with greater knowledge and discussion.
- Outreach – more people are aware.
- Overall, a successful experiment with significant room for improvement.

Needs work....

- Long range planners on board with visioning capability. Staffing in general: can't do this work with a skeleton crew.
- Culture at Planning: It's not always clear that time and effort of community volunteers and local knowledge is respected or desired.
- Outreach – Need to include renters, different age groups and backgrounds.
- Facts and rationale for proposals from the professionals are both missing and necessary.
- Every Urban Village is unique. Treat them that way.
- Respect, don't sacrifice the communities that are tangent to the Urban Villages.

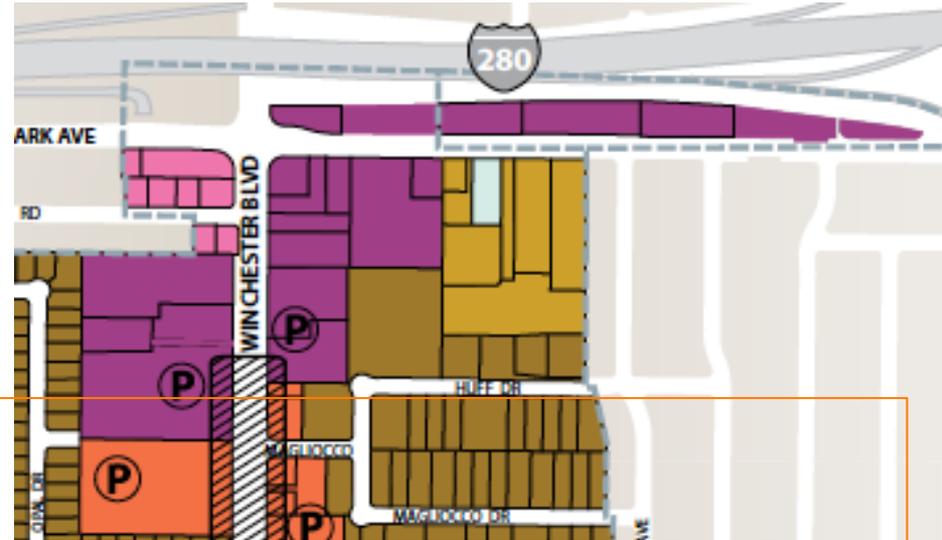
Advisory Group Recommendation

1. The Advisory Group supports and appreciate the memos and items from Mayor Liccardo and Councilmembers Jones and Davis.
 - a) They address the Advisory Group's concerns with one exception.

2. The Advisory Group **recommends approval** of the Winchester and the Santana Row / Valley Fair Urban Village Plans .

Change Urban Village Commercial designation to Mixed Use Commercial

1. Only to sites south of Moorpark.
 - a) **Must maintain** existing square footage.
 - b) No changes to max height of 85 feet.
 - c) Commercial must precede residential



MIXED USE COMMERCIAL

DENSITY: Up to 50 DU/AC; FAR 0.25 to 4.5

This designation is intended to accommodate a mix of commercial and residential uses with an emphasis on commercial activity as the primary use and residential activity allowed in a secondary role. This designation also allows development that only includes commercial uses. New mixed use commercial and residential development should include commercial square footage at the equivalent of at least 0.20 FAR of the property. New commercial development could be developed at an FAR of up to 4.5. While multi story development is ultimately envisioned, lower intensity commercial development with an FAR as low as 0.25 could be allowed, but would be considered as an interim use until such time that the property redevelops. Appropriate commercial uses include neighborhood retail, mid-rise office, medium scale hospitals or other health care facilities, and medium scale private community gathering facilities.

Joint Planning

Although the goal of the City is that every street be a “Complete Street,” seven Grand Boulevards stand out as having great potential to connect City neighborhoods and to contribute to the City’s overall identity through cohesive design. GP Chapter 1 Page 21, referring to Stevens Creek and Winchester Boulevard.

The Advisory Group recommends that the City Manager's office proactively establish a joint working group with the City of Santa Clara to address and develop a common planning and transportation framework for the SRVF area and the city of Campbell at the southern end of Winchester near Hamilton.

Planning at the borders not be done in a vacuum.

The General Plan Setup

- Santana Row / Valley Fair Urban Village
 - San Jose Transit Urban Village aka Light Rail Corridor (Planned BRT/LRT) (GP Appendix 5, 2016)
 - Grand Boulevard
 - Regional Destination
 - Reported >22M Visitors per year (Valley Fair and Santana Row)
 - SF Travel Association estimated 18.9M leisure visitors in 2015
 - Valley Fair and Santana Row are unique, and while they should not drive the Urban Village Plan the Urban Village Plan should not detract from or negatively impact these two important economic and public gathering locations.
- Winchester
 - Commercial Center Villages and Corridors
 - Designated in different parts of GP as Grand Boulevard, Main Street, and Neighborhood Business District.
 - Primary destination is the 280N/Winchester on-ramp. Road serves as a thoroughfare from Los Gatos and Campbell.
 - 1.5 miles in length with neighborhood shopping, single family homes, apartments, retail, office. No regional attractions or commercial sites.

Neighborhood Impact

The General Plan specifically calls for

Policies – Urban Villages Design (Ch. 4 Pg. 23)

- ***CD-7.1 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.***
- **The Advisory Group recommends that Planning provide, and all parties require clear rationale and best practice definitions for the intersection between Urban Villages and surrounding communities.**

This is particularly important for setbacks, daylight planes and heights.

Heights

Santana Row / Valley Fair Urban Village

– Advisory Group and Planning Commission recommended 150 feet.

- Council approved 200 feet two weeks ago. (185 +15)
- No visualizations of what the area may look like in the future.
- How do we get regional alignment between SJ and SC?

The Advisory Group Recommends that Planning:

- 1. Provide rationale for specific heights to help the community and developers understand approach and understand why Planners believe their recommended heights are appropriate.**
- 2. Define the City's vision for every Urban Village.**
- 3. Describe how the proscribed height maximums will benefit the community and region.**

Traffic Patterns and Calming

- **Direct DOT and Planning staff to accelerate work in the WONA, Santana, and Cory neighborhoods to address traffic concerns that naturally result from this being a regional commercial area.**
- **Direct DOT and Planning to explore new approaches to traffic calming in the neighborhoods along both sides of Winchester**

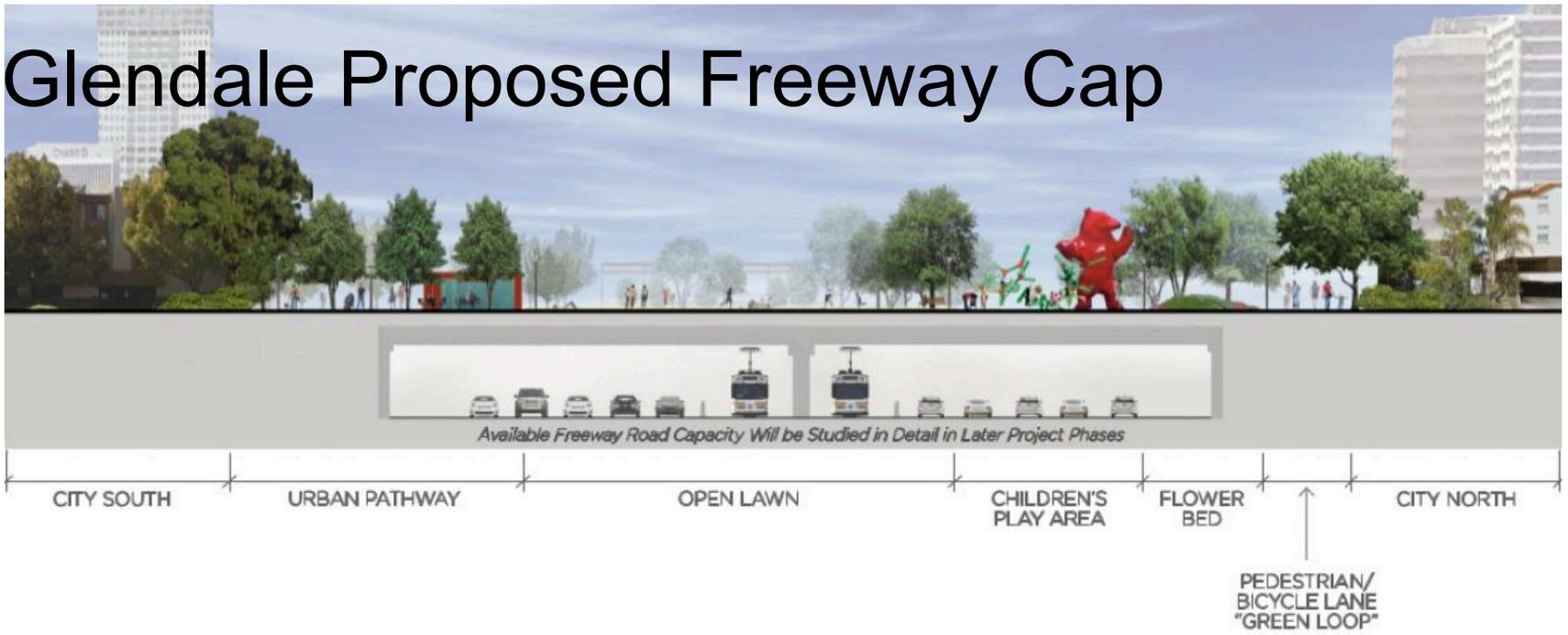
For instance: The Hamann Park Neighborhood is split between San Jose and Campbell. In Campbell, the use of speed humps and stop signs effectively slow traffic and discourage cut through traffic. In the San Jose portion, these remedies have been refused.

Innovate at Winchester and 280

This is the connector between the two Urban Villages.

- **The Advisory Group recommends against approval of any 280N off-ramp until there is a complete exploration of alternatives.**
- **And supports the recommendation in the memos for a study of the Freeway CAP or other “game changing” development at 280 and Winchester.**
- For more information on Freeway Caps visit www.winchesternac.com.

Glendale Proposed Freeway Cap



Data to Support Commercial Activity and Protect Small Businesses

Contextual analysis is necessary for any land use discussion.

- **The Advisory Group supports the memo's call for a local and small business program be a part of the Implementation and Financing Chapter for both Urban Villages.**
- **The Advisory Group also recommends that the City study the full retail and commercial opportunities in every Urban Village. Provide transparency to study methodology. Ensure that those studies are completed and data provided to the organizations developing the Urban Village Plans.**

Affordable Housing

The ability to provide affordable housing and housing affordability is at least equal to the problem of “Jobs” and the two are related.

Pro-actively explore and encourage projects that integrate Affordable Housing, lower cost housing and market rate housing.

The Advisory Group would like to see the City join the fight to move the building of affordable housing from a recommendation to a requirement.