

# Memorandum

**TO:** HONORABLE MAYOR  
AND CITY COUNCIL

**FROM:** Rosalynn Hughey

**SUBJECT:** SEE BELOW

**DATE:** July 31, 2017

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Approved D. D. S. L. Date 7/31/17

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**COUNCIL DISTRICT: 1 & 6**

**SUPPLEMENTAL**

**SUBJECT: FILE NO. GP17-008. WINCHESTER BOULEVARD AND SANTANA ROW/VALLEY FAIR URBAN VILLAGE PLANS. ADOPTION OF THE WINCHESTER BOULEVARD AND SANTANA ROW/VALLEY FAIR URBAN VILLAGE PLANS PREPARED BY THE CITY AND THE COMMUNITY TO FURTHER THE URBAN VILLAGE MAJOR STRATEGY OF THE ENVISION SAN JOSE 2040 GENERAL PLAN.**

**REASON FOR THE SUPPLEMENTAL**

To recommend text edits to the Winchester Boulevard and Santana Row/Valley Fair (SRVF) Urban Village Plan documents that will provide more clarity for document users, including City staff, community members, property owners and developers.

**ANALYSIS**

Staff is proposing a number of text edits to clarify the meaning of certain goals, policies, and standards in the Urban Village Plan documents, as well as correcting typographical errors. Each proposed edit is further detailed below in strikeout/underline format.

## Winchester Urban Village

### Land Use Chapter

Add clarifying text to the Urban Village land use designation as follows:

Urban Village  
65 to 250 DU/AC

The Urban Village designation supports a wide range of commercial uses, including retail sales and services, professional and general offices, and institutional uses as stand-alone uses or in a mixed use format. This designation also allows residential uses in a mixed-use format. Residential and commercial mixed-use projects can be vertical mixed-use with residential above retail for example, or, where a larger site allows, they can be mixed horizontally, with commercial and residential uses built adjacent to each other, in one integrated development. All new development under this designation must include ground floor commercial uses along Winchester Boulevard. This Plan does not establish a maximum FAR for commercial or mixed residential/commercial development for properties designated Urban Village, but new developments should provide a commercial FAR based on the average commercial FAR of the entire Village at the time of a development proposal. This requirement is to meet the overall goal of the Urban Village job capacity goal. does establish a minimum number of dwelling units per acre for the residential portion of mixed-use projects. The intensity of new commercial development will effectively be limited by the maximum height limits established in this Plan and shown on the Height Diagram by transitional height and parking requirements established in the Zoning Ordinance.

Add clarifying text to the Urban Village Commercial land use designation as follows:

Urban Village Commercial  
FAR up to 8

Urban Village Commercial FAR up to 8 The Urban Village Commercial land use designation is applied to properties on Winchester Boulevard and Moorpark Avenue adjacent to, and on the south side of Interstate 280. This area was identified as an opportunity for new commercial development that could build off the success and vibrancy of the commercial development in the adjacent Santana Row/ Valley Fair Urban Village. This designation supports commercial activity that is more intensive than that of the Neighborhood/Community Commercial land use designation. Appropriate uses in this designation include a variety of commercial uses, mid-rise office buildings and hotels, along with ground floor neighborhood serving commercial and retail uses.

Lower intensity commercial land uses could be supported, but these uses are intended to be interim until there is a market that supports higher intensity uses. This Plan supports the aggregation of smaller parcels with this designation in order to form parcels ideal for

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larger, mid-rise development. Development under this designation should be developed with an urban and pedestrian-oriented form with the presence of parking and automobile circulation minimized from the adjacent public right-of-way. This designation does not support drive-through use, stand-alone self-storage and big-box retail (except in a vertical mixed-use format).

Add clarifying text to the Urban Residential land use designation as follows:

Urban Residential  
45-95 DU/AC

This designation allows for medium density residential development and a fairly broad range of commercial uses, including retail, offices, and private community gathering facilities. This designation is used to identify portions of Urban Village areas where the density of new development should be limited to a medium intensity in order to provide for a gradual transition between surrounding low-density neighborhoods and other areas within the Urban Village suitable for greater intensification. Development in this designation would typically be residential, commercial or mixed uses over parking; however, this designation also allows commercial only development. All new development under this designation with frontage along Winchester Boulevard must include active ground floor uses along Winchester Boulevard.

Move land use Policy 3-4 to a Goal as follows:

### 3.3-1 VIBRANT COMMERCIAL CORRIDOR

GOAL LU-1: Support new job-generating and area-regional serving commercial development in the Winchester Urban Village by increasing the Village's commercial building square footage by at least 85 percent, or about 600,000 square feet.

GOAL LU-2: The combined commercial FAR of all the parcels within the Urban Village boundary should not drop below 0.4 to meet the job capacity identified in this Urban Village.

~~Policy 3-4: New development that includes residential uses should not be developed such that the combined FAR of the area designated Urban Village drops below 0.30.~~

### Urban Design Chapter

To provide greater flexibility on the location of service facilities, require no visible loading and services areas from Winchester Boulevard only and allow it to occur from side streets, as follows:

5.2-5.3 Parking and Loading  
Standards

DS-21: Loading and service areas shall not be visible from ~~the right-of-way Winchester Boulevard~~ and shall be located at the rear of a property, in structures, or in the interior of blocks.

Add clarifying text to the description of Figure 5-3, New Development Adjacent to Residential Neighborhood Land Use Designation, located on Page 65 as follows:

Figure 5-3: NEW DEVELOPMENT ADJACENT TO RESIDENTIAL NEIGHBORHOOD 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. The rule for buildings within 60 feet of property line does not apply to the buildings equal or less than 65 feet (The 45-degree daylight rule applies).

**Santana Row/Valley Fair Urban Village**

Land Use Chapter:

Add clarifying text to the Urban Village land use designation as follows:

Urban Village  
65 to 250 DU/AC

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Lower intensity commercial land uses could be supported, but these uses are intended to be interim until there is a market that supports higher intensity uses. This Plan supports the aggregation of smaller parcels with this designation in order to form parcels ideal for larger, mid-rise development. Development under this designation should be developed with an urban and pedestrian-oriented form with the presence of parking and automobile circulation minimized from the adjacent public right-of-way. This designation does not support drive-through use, stand-alone self-storage and big-box retail (except in a vertical mixed-use format).

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Move land use Policy 3-4 to a Goal as follows:

### 3.3-1 VIBRANT COMMERCIAL CORRIDOR

GOAL LU-1: Support new job-generating and area-regional serving commercial development in the Santana Row/Valley Fair Urban Village by increasing the Village's

commercial building square footage by at least 85 percent, or about 2,550,000 square feet.

GOAL LU-2: The combined commercial FAR of all the parcels within the Urban Village boundary should not drop below 1.0 to meet the job capacity identified in this Urban Village.

~~Policy 3-4: New development that includes residential uses should not be developed such that the combined FAR of the area designated Urban Village drops below 0.30.~~

## Urban Design Chapter

Add clarifying text to the following Standards:

### 5.2-3.2 Building Placement and Transitions Standards

DS-10: Where the existing sidewalk in front of a development project is less than the required sidewalk (20 feet along Winchester and Stevens Creek boulevards and 12-15 feet on all other streets; see Chapter 6), the project must make up the difference such that the entire required sidewalk width is publicly accessible and functions as a sidewalk.

DS-11: See figures 5-3 for transitional height standards. For buildings on Hemlock Avenue (between South Baywood Avenue and South Monroe 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.

### 5.2-4.3 Parking and Loading Standards

DS-18: Loading and service areas shall not be visible ~~from the right-of-way~~ the Winchester and Stevens Creek Boulevards and shall be located at the rear of a property, in structures, in side streets or in the interior of blocks.

Revise the text and corresponding Height Diagram to only allow for sites that are one acre in size, and not 0.75 acres in size, to have a height limit beyond 65 feet specifically in the area Hemlock Avenue between South Baywood and Monroe Street as there are existing single-family detached homes located on the south side of Hemlock Avenue.

The area where this is applied is depicted on the Height Diagram with a yellow boundary line and is only for parcels north of Hemlock Avenue between South Baywood Avenue and South Monroe Street and not necessary for the larger area that is not located adjacent to single-family homes (See the height diagram below and attached).

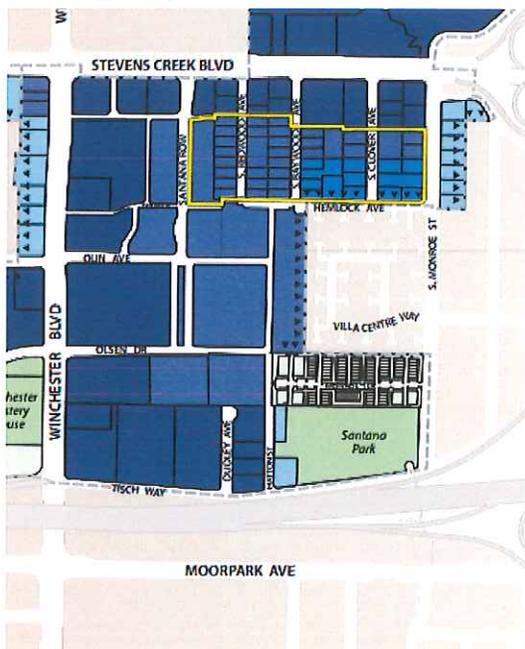
### 5.2-3.1 Building Height

While more intense land uses generally allow taller heights, building height does not correspond directly to land use. As shown in Figure 5-2(below), the Village's tallest height limit—150 feet—is applied along major corridors —Winchester and Stevens Creek boulevards and the I-280 and I-880 corridors. Additional height may be permitted if community amenities are provided, as described in Chapter 7.

In general, maximum height limits are “feathered down” from Winchester and Stevens Creek Boulevards toward the residential uses within and adjacent to the Village. In the area north of Hemlock Avenue between **Santana Row** **South Baywood** and Monroe Street, where parcels are typically small in size, a reduced height of 65 feet is applied on project sites less than **0.75 one** acre in size, in an effort to encourage lot consolidation and avoid large-scale buildings on small sites.

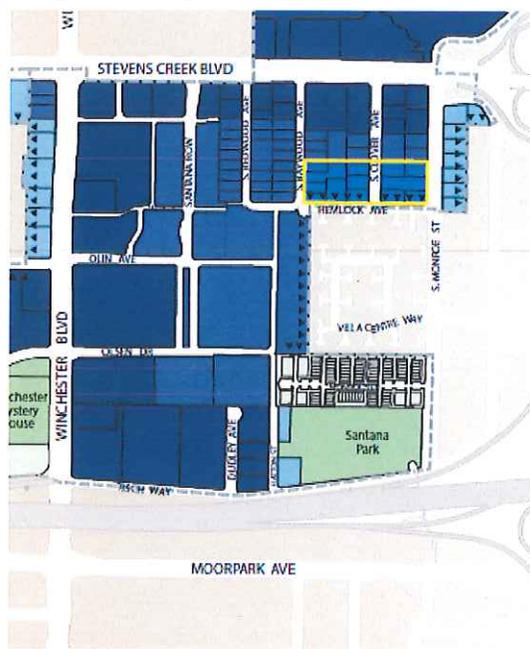
Figure 5-2: BUILDING HEIGHT DIAGRAM, Page 58

*Existing Height Diagram*



typical)  65 Feet for parcels less than 1 acre in size

*Proposed Height Diagram*



typical)  65 Feet for parcels less than 1 acre in size

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Add clarifying text to the description of Figure 5-3, New Development Adjacent to Residential Neighborhood Land Use Designation, located on Page 59 as follows:

For buildings on Hemlock Avenue (between South Baywood Avenue and South Monroe Street), buildings above 4 stories or 45 feet must stepback so as not to intercept a 45-degree daylight plane inclined inward from the building edge. The rule for buildings within 60 feet of property line does not apply to the buildings equal or less than 65 feet (the 45-degree daylight rule applies).

/s/

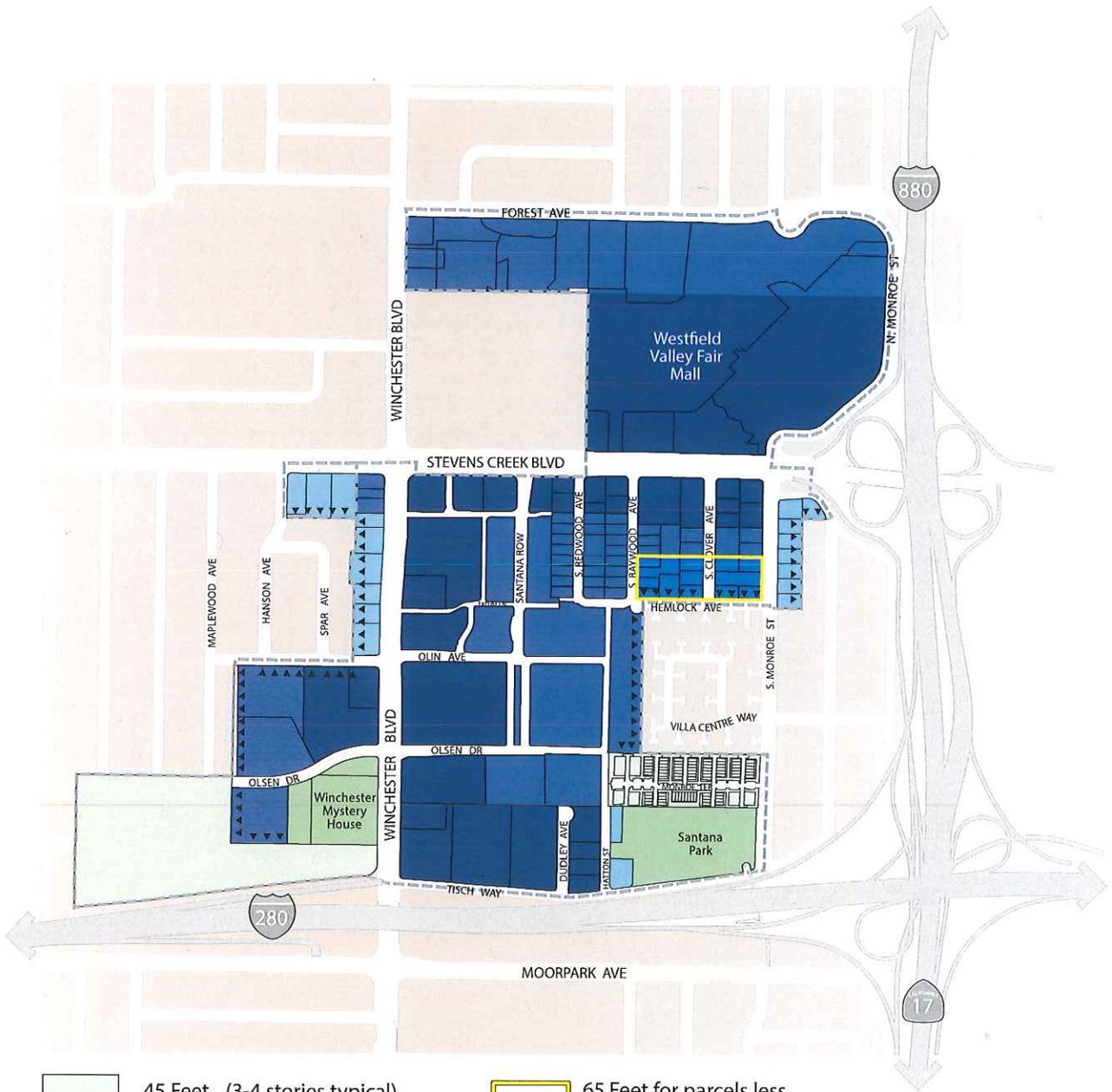
ROSALYNN HUGHEY

INTERIM DIRECTOR

Planning, Building and Code Enforcement

For questions please contact Michael Brilliot, Division Manager, at 408-535-7831.

Attachment: Revised Height Diagram (Urban Design Chapter)



- 45 Feet (3-4 stories typical)
- 65 Feet (5-6 stories typical)
- 85 Feet (6-7 stories typical)
- 120 Feet (9-12 stories typical)
- 150 Feet (12-15 stories typical)

- 65 Feet for parcels less than 1 acre in size
- ▼▼▼▼ Transition Standards Apply
- Urban Village Boundary

