

WINCHESTER URBAN VILLAGE

WORKSHOP SUMMARY

City of San José
Planning Division
Department of Planning, Building and Code Enforcement
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Winchester Urban Village Community Workshop, June 25, 2015
Emails received regarding the above workshop between June-August 2015

Workshop Overview

The first Winchester Urban Village workshop was held on June 25th, 2015 at Castlemont Elementary School at 3040 Payne Avenue in Campbell. There were at least 160 participants, including residents, property owners, and local business owners from the surrounding Winchester neighborhoods. District 1 Councilmember Chappie Jones, who represents the Winchester Urban Village area, and his staff also attended and engaged with the workshop participants.



Kick-off. Councilmember Jones began the workshop at 6:30 p.m. with opening remarks, followed by a presentation from Winchester Urban Village Project Manager Leila Hakimizadeh. A short video introduced participants to the "Urban Village" concept, and then Ms. Hakimizadeh provided an overview of the purpose and format of the workshop. There were 16 tables, and each table hosted roughly a dozen participants along with their facilitator and scribe. Four San Jose State University Urban and Regional Planning graduate students provided assistance to the City planners who functioned as the facilitators and scribes.



Activities. At each table, participants were asked about their perceptions of the existing assets and opportunities within the neighborhood, and discussed a future vision for the neighborhood and how new development could be integrated. The final activity was a Lego exercise. Each group was given Lego pieces that represented the housing and jobs growth as outlined in the *Envision San José 2040 General Plan*. Brown and white colored Legos represented residential units, blue for office use, and red for retail. Participants were directed to place the Legos on a large aerial map of the study area, thus constructing where they thought new development could occur as well as indicating their height range preferences.

What We Heard. Participants expressed a desire for a neighborhood that is family-friendly and pedestrian-friendly and that integrates a variety of outdoor plazas and public art. They asked for access to healthy and fresh foods and more grocery stores; a variety of restaurants, including outdoor dining and sidewalk cafes; both family-owned and high-end businesses and entertainment; and parklets in which to meet family and friends. There was high interest for increased



public transportation along Winchester Boulevard to encourage less dependence on private automobiles, along with better paved sidewalks. All tables emphasized a desire for a bike-friendly environment with preference for green and buffered bike lanes.

Most participants preferred traditional styles of architecture and visually appealing buildings, not dominated with glass and dark materials. They preferred that buildings incorporate green space, plazas, and a pedestrian-friendly ground floor interface. They suggested paseos to break the building massing and to create a pedestrian-friendly environment.

Some participants suggested mixed-use buildings of five to six stories with retail on the ground floor and offices or residences above; some participants preferred to limit building height to three to four stories. Many expressed that they did not want high-rise structures to overshadow their single-family neighborhoods or to change the character of the area. Participants identified opportunity sites where higher density mixed uses might be best established: they showed new development tapering down in height from Winchester Boulevard to the adjacent single family neighborhoods.

Groups also discussed the traffic and parking challenges of the area. They expressed growing concern for traffic conditions along Winchester Boulevard where it provides on- and of-ramps to I-280.

Residents near South Winchester Boulevard had specific concerns, including traffic, parking, noise and trash, and especially worrisome was public safety, especially at night, and the presence of gangs and crime on this stretch of the boulevard.

Other concerns included schools and adequate education of children with an increase in population; the presence of loiters and drinkers on vacant parking lots; inadequate parking compared to the number of residents; and that the existing infrastructure is not enough to support anticipated growth. Some neighbors were against a parking permit program. A few others suggested that there was not enough room for dedicated bike lanes on the traffic-ridden boulevard.

Assets

A majority of the groups identified the Winchester Mystery House, the Century 21 Theater, Bethel Church, and the Orchard (farm) as assets that should be preserved when new development is proposed.

- The neighborhood has easy access to highways
- Quiet and peaceful
- Proximity to Santana Row and Campbell
- Proximity to services
- Knowing neighbors
- Single family homes
- Walkability in some portions of the neighborhood
- Quality of life
- Ranch-house history/Victorian orchards/historic farms
- Affordable housing

Vision

Create Winchester Urban Village to be an energetic, vibrant, esthetically pleasing and a place that the community can be proud of. Create Winchester Urban Village to be a destination in the Bay Area, that people will be interested to visit; a neighborhood that is children- and family-friendly, active and safe during day and night and has places to meet friends and neighbors. The selection of retail stores, access to mass transit, and overall cost to live in the area should be inclusive and affordable to the diverse culture and demographics of the people who live in its neighborhoods.

- Maintain and enhance the quality of life.
- Create a "main street" type feel for Winchester- similar to Los Gatos downtown, Willow Glen, Burlingame Downtown.
- Create a business district for the neighborhood.
- A neighborhood affordable to a variety of income levels and ages.

Land Use

The Urban Village concept anticipates additional growth of retail, office and residential uses within the Village boundary.

Mixed-use development was the predominant land use of choice among workshop participants. Some participants thought that office uses were well suited to improve the economic welfare of the nearby neighborhoods. Generally, the groups were supportive of residential development, so long as heights tapered down and adequate parking is provided, in conjunction with the provision of schools and recreational facilities.

- Provide higher intensity retail and office mixed use buildings at each end of the Boulevard with lower intensity retail, office and residential mixed-use buildings in between.
- Redevelop or enhance the south western portions of Winchester Boulevard around Loma Verde, Williamsburg, Cadillac and Impala Drive and also the north eastern portion around Huff Ave/Magliocco Drive.
- Preserve and enhance the small and family-owned businesses; add new small businesses.
- More grocery stores such as Whole Foods, Trader Joe's, and Sprouts.
- A new shopping center and new grocery store at Winchester and Payne (old Safeway site).
- Amenities that bring young people to this neighborhood; provide a variety of retail and restaurants that people can walk to.
- Encourage senior care facilities and pharmacies.
- Keep the stability and quietness of the single-family neighborhoods (such as Hamann Park).
- Don't put office building close to 280 because of traffic.
- Prefer privately-owned properties.
- Discourage self-storage.
- Provide enough parking/parking structures for new developments.
- Encourage ground floor retail and underground parking for all new multifamily residential developments.

Urban Design and Historic Preservation

Ensure that the new development is compatible and well integrated with the adjacent neighborhoods, promote high quality architecture and break up the building massing to create a human-scale environment along Winchester.

- Provide adequate setbacks on all building fronts to incorporate a more open feeling for pedestrians.
- Stepped down tall mixed-use buildings to 2-3 stories when adjoining single-family neighborhoods.
- Locate taller buildings at the corners and indent or round the corners to open the space.
- Use paseos to break up building masses.
- More like Campbell (ground floor retail, historic feeling and streetscape), Willow Glen (variety of retail/window shopping), Saratoga, Santana Row, Los Gatos, El Camino Real (variety of retail).
- Revive the historical character of the neighborhood; preserve the ranch house south of William Road close to Grocery Outlet and the historic farm house (1065 S. Winchester Blvd)
- Encourage high quality commercial spaces, window shopping, outdoor dining and sidewalk cafes.
- Have two commercial hubs, one for entering Santana Row and one at Payne and Winchester Boulevard.
- Quaint traditional architecture and architectural innovation consistent with the culture of San Jose and Silicon Valley.
- Sustainable urban style buildings to frame the street.

Building Heights

Many of the participants placed taller development directly along Winchester Boulevard, and then scaled down building height from there as it approached the adjacent single-family neighborhoods.

Participants were not interested in building heights that would exceed six stories. Additionally, residents in the area want to ensure that new development is well integrated into the existing urban fabric and that careful thought and consideration are given to building heights when adjacent to existing residential properties.

The overriding sentiment amongst participants was that mid-rise buildings should serve as “bookends” along Winchester Boulevard and that mid-rise buildings along Winchester Boulevard would be ideal, with heights tapering lower when approaching adjacent residential properties.

- 5-6 stories as long as they are tapered from Winchester when interfacing with single story residences behind.

Opportunity Sites

All of the groups identified the old Safeway, Toys R Us, and Century Theater sites as prime opportunity locations for new mixed-use development, as well as an opportunity site for a traditional park.

- The area surrounding the vacated Safeway on Winchester & Payne can be converted into a mini-mall anchored by a large grocery supermarket or even a park.
- Former Dome theater site and Toys R Us site was identified as an ideal site for more mixed-use density and potential for new development.

Public Art

Community desired a diverse and stimulating art presence to enrich and revive the historic identity of Winchester Boulevard, enhance the walking experience of the visitors and improve the economic vitality of this Urban Village.

- Electronic boxes, interactive art (See San Francisco Market street prototyping festival, burning man art, SFliz.com, social practice art); public art at the intersections, sidewalk and crosswalks
- Engage community in creating art (See City Repair project in Portland-crossroad, intersection art).

Wayfinding

In general, community expressed interest for wayfinding and neighborhood welcoming signs that reinforce the historic and cultural identity of Winchester Urban Village and bring a recognizable look to this Urban Village.

Open Space

The general consensus amongst participants was that the area lacked parks and open space. A number of groups suggested that additional parkland should be located in different locations and a few mentioned the Safeway site. However, many mentioned a need for green space buffers between buildings. Many groups placed small plazas throughout the Village area as well as open space on top of new mixed-use buildings. Furthermore, some groups suggested green roofs along with outdoor eating amenities.

- Include a park or green space in the vacated Safeway on Winchester & Payne.
- Add more trees along the Winchester Boulevard.
- Buildings should include usable green space consisting of native (drought-tolerant) landscapes, flowering plants, vegetable gardens, and water-saving ideas (grey-water systems, rainwater capture).
- Buildings should be designed and engineered for maximum energy efficiency to include green roofs, solar panels and other passive solar designs, tankless water heaters, and selection of appropriate building materials.
- Encourage park on the dome site next to Toys "r" us (751 S. Winchester Boulevard).

- Provide linear parks or green space as buffer between single family residential and taller developments along Winchester.
- Provide urban farms, rose gardens and picnic area within the Urban Village.
- Areas between Loma Verde, Williamsburg, Cadillac and Impala Dr. need park/s.
- Parks with some sort of sport fields (soccer, softball, etc).
- Children playgrounds and natural areas and ecosystems for children to play.
- Parklets with food options, micro farms (cityblooms.com)

Streetscape and Circulation

The majority of participants expressed interest for pedestrian- and bike-friendly neighborhoods with buffered, green bike lanes and efficient public transit and multi-modal options.

- Change Winchester from a cut-through street to a destination where people want to stay.
- Remove street parking to make way for the bike lane.
- Include safe, user friendly bike lanes for those people who already bike, and to encourage more people to get out of their cars.
- Provide continuous and wider sidewalks on both sides of the street (as long as the traffic doesn't get increased).
- Create a pedestrian-friendly area by incorporating sidewalk seating, LED street lighting, and bus stops with benches.
- Add pedestrian crossing points (especially between Payne and Williams) and improved pedestrian overpass over 280.
- Provide safe pedestrian connections between Santana Row and Valley Fair Mall.
- Provide frequent shuttle-like bus service up along Winchester Blvd and more buses to connect to Campbell and Santana Row.
- Plan for Bus Rapid Transit on Winchester Boulevard.
- Reduce the number of cars in the neighborhood.
- Permit parking doesn't work well here.
- Keep the 3 lanes on Winchester.
- Reduce the traffic at on and off ramps to I-280 by either redesigning them or removing them to a lesser used street such as San Thomas Expressway.
- Divert the traffic from residential areas to main arterials and highways including St. Thomas or Rt.17.

TABLE SUMMARIES

TABLE # 1

Summary

Participants at Table #1 were from neighborhoods in or proximal to the study area. The following are comments made by the group during their initial discussion, as noted by the notetaker and the facilitator at **Table #1**:

General Comments/Concerns

- Need family-oriented businesses, such as ice cream shops and deli shops, no alcohol
- Need more affordable housing
- Development should taper down toward single family residences
- Keep a mixture of older buildings to integrate with new buildings
- Need urban farm where produce can be sold onsite.
- Accessible public restrooms
- Handicapped access and parking
- Improve freeway access
- Need more transit
- Connect to Williamsburg/Lexington St. Neighborhood
- Make Winchester VTA LRT station better – better connections
- Figure out how to maintain parks
- Concerns about losing small businesses
- Maintain Parks
- so that people can walk
- Provide paseos or mid-block connection to break the large blocks

Assets

- Winchester is a multi-cultural area
- Different types of restaurants and grocery stores in the area, such as Mexican restaurant, Ethiopian restaurant, and Mexican grocery
- Central Location Walk to different services
- Freeway Access

Opportunities

- Pedestrian connection to Winchester, Santana Row, Moorpark/sidewalks
- Bike lanes down Winchester
- Wider sidewalks
- Access from West Moorpark onto 280
- Make a grocery store in old Century 24
- Vacant Safeway needs redevelopment
- Improve bus route 60 and more frequent transit – shuttle connections to Stevens Creek/CalTrain
- 1101 Winchester is an opportunity site recommended for mixed-use

- Redevelop area surrounding Impala Drive, Cadillac Drive, Williamsburg Drive, Loma Verde Drive into mixed-use development
- Protected bike lanes, such as the Bascom Avenue Urban Village example on the slide show
- Develop active street life
- Want high-density development with retail on bottom, office and residential on top
- Office development with public plaza, landscaped spaces, and public art
- Provide bike share program and infrastructure in every urban village
- Provide bike path along parallel street to Winchester
- Need park along Winchester
- Transition into a 'road-diet' smartly
- Need better transit options
- Protected bike lanes with barriers
- Want connectivity between Winchester Urban Village and Santana Row/Valley Fair Urban Village
- Provide central location to which residents can walk and bike
- Need green roofs, such as hydroponics on top of roof – agriculture/vertical farm
- Need Farmers' market
- Make first two stories of new development set back along Winchester to accommodate wider sidewalks that provide outdoor areas for restaurants and shade
- Provide shuttle between Winchester to Santana Row for shopping, dining, and work
- Want new development with architectural character, not 'boxy'
- Ground floor retail is a must. Offices kill the sidewalk life.
- Provide fun shuttle along Winchester, such as streetcar style
- Need more green space and trees
- Want connectivity between Winchester Urban Village and Santana Row/Valley Fair Urban Villages
- Bikeshare in every urban village
- Bike path along parallel streets to San Jose
- Family-friendly businesses
- Loma Verde needs a park
- Provide green paths

Summary of Block Exercise

Table #1 participants placed on the map a portion of the total blocks representing the planned growth in this Urban Village. What they placed on the map indicates that they are most comfortable with no higher than 5-story buildings. The participants placed residential use on the ground floor, office on the second or third floor, and residential on the top. The participants at Table #1 think Winchester corridor is too long and recommended three village clusters (North, South, Middle) for greater walkability, as opposed to having a single long block of buildings.



TABLE # 2

Summary

Participants at Table #2 were from the neighborhoods in or proximal to the study area. The following are comments made by the group during their initial discussion, as noted by the notetaker and facilitator at **Table #2**:

General Comments/Concerns

- Concerns about safety issues in Winchester Urban Village, such as traffic, and bike safety.
- Concerns about traffic, specifically reduction and control of and traffic in Winchester Urban Village
- Need landscaped setbacks
- New development should be sensitive for existing residents
- Don't cause traffic to go to Eden Ave
- Be sensitive to adjacent neighborhoods

Assets

- None was listed.

Opportunities

- The goal is to make Winchester more inviting
- Improve visual appeal with landscaping and trees
- Need more vibrant and varied retail/restaurants, such as healthy food
- Need Urban Farming
- Provide buffered bike lanes

**Summary of Block Exercise**

Table # 2 participants placed on the map a portion of the total blocks representing the planned growth in this Urban Village. Table #2 participants placed office and commercial on the bottom floors.

TABLE # 3

Summary

Participants at Table #3 were from the neighborhoods in or proximal to the study area. The following are comments made by the group during their initial discussion, as noted by the notetaker and facilitator at **Table #3**:

General Comments/Concerns

- Safeway property should be enhanced with more shopping
- Need more shade and planting to improve walkability
- Dining areas off the street is quiet, and in back linked by a paseo

- Safety issue--Crossings need improvement because current condition is jaywalking.
- 280 on-ramp currently congested
- Parking allocation for the neighborhood is too low
- Traffic is discouraging
- New development should be sensitive to existing lower scale

Assets

- Freeway, expressway access
- Existing neighborhoods of single-family homes, established context
- Tree canopy
- Walkable to Santana Row
- Feels like residents “know the neighbors”
- Bethel Church
- Existing senior facility

Opportunities

- Need affordable housing
- Want more parks and open space
- Home church (Williams and Cypress area) has potential for park space
- Existing three- to four-story townhomes are within context of neighborhood – potential preference
- Designate and dedicate bike lanes for safety
- Want more parks and open space
- Need higher quality retail
- Provide hyper-tubes
- Provide anchor points at the intersection of Hamilton and Winchester Blvd.
- Provide dedicated bike lanes
- Dining areas should be off the street so they’re quiet at the back linked by a paseo

Summary of Block Exercise

Table #3 participants placed on the map a portion of the total blocks representing the planned growth in this Urban Village. What they placed on the map indicates that they are most comfortable with no higher than five-story buildings at anchor points Stevens Creek and Hamilton. Table #3 participants placed office and commercial use on the bottom floor, and residential on the top. Table #3 participants wanted no more than four stories between anchor points Stevens Creek and Hamilton.



TABLE # 4

Summary

Participants at Table #4 were from the neighborhoods in or proximal to the study area. The following are comments made by the group during their initial discussion, as noted by the notetaker and facilitator at **Table #4**:

General Comments/Concerns

- Concerned with eminent domain
- Need more grocery stores
- Want more plazas
- Want sidewalk cafés
- Concerned about parking and traffic
- Existing street is already too narrow for traffic demands
- Widening sidewalks only if it does not block/slow traffic
- Aging population are not going to ride bikes lines but they will be used for their grand children
- Very concerned with real estate value of surrounding redevelopments increasing existing rent/home prices
- Need for truly affordable housing
- Ensure there is sunlight
- Concerned about crime at Cadillac and that whole neighborhood needs to be redeveloped
-

Assets

- Preserve Century Theatre
- Access road thoroughfare is a positive asset

Opportunities

- Mostly okay with five to six stories height if the buildings step down to lower level adjacent to single-family houses
- Paseos should not be all stone or will lock in heat
- More pedestrian-friendly
- More plants, parks and plazas
- Wider sidewalk
- More bike lanes
- More grocery store
- Redevelop Safeway site/Provide Safeway or another grocery store
- Need good transportation options
- Need for more affordable housing
- Provide retail with residential above
- Make sure there is enough sunlight



Summary of Block Exercise

Table #4 participants placed on the map a portion of the total blocks representing the planned growth in this Urban Village. Participants at Table #4 placed commercial on the bottom floor, and office or residential above. They prefer low-rise buildings which are around five or six stories, and taper down to adjacent residential properties.

TABLE # 5

Summary

Participants at Table #5 were from the neighborhoods in or proximal to the study area. The following are comments made by the group during their initial discussion, as noted by the notetaker and facilitator at **Table #5**:

General Comments/Concerns

- Provide sufficient on-site parking
- Slower traffic speed
- A comfortable street (i.e coffee, etc)
- Mix of retail, but not competitive with Valley Fair mall

Assets

- The nicer existing offices
- “Little Chef Chinese” restaurant on Winchester
- Existing historic farmhouse
- Bethel Church
- International Church (Williams and Eden)

Opportunities

- 280 Off ramp could be improved (access to Winchester)
- Larger parcels
- Winchester is sufficiently wide for bike lanes and street parking
- Provide bike lanes on Winchester
- Slow down Winchester traffic
- Cadillac Drive neighborhood re-investment
- Sidewalk café setbacks
- Streetscape – Traditional/Historic theme
- More traditional architecture, less modern glass/metal
- Need nice grocery store
- Create neighborhood corridor identity to honor historic Winchester legacy
- Community Park with accessibility (Mitchell Park – Rainbow Bridge)
- Buildings with public spaces
- More public open spaces
- Community center
- West Park Plaza site for re-investment

- Maximum building height should be 4 stories
- Emphasize on neighborhood corridor identity and honor historic Winchester legacy.
- Create a street that is easy and comfortable to walk to.
- Mix of retail-not competitive with Valley Fair Mall

Summary of Block Exercise

Table #5 participants placed on the map a portion of the total blocks representing the planned growth in this Urban Village. Participants at Table #5 prefer no more than four-story buildings.



TABLE # 6

Summary

Participants at Table #6 were from the neighborhoods in or proximal to the study area. The following are comments made by the group during their initial discussion, as noted by the notetaker and facilitator at **Table #6**:

General Comments/Concerns

- Want schools
- Senior Housing
- Public parking
- Winchester is too wide which is not safe
- Wider median is not feasible
- Pop out design building
- Don't feel safe walk on the street

Assets

- Reserve the historical building next to Japanese restaurant
- Shell Gas Station

Opportunities

- Opal Drive is an opportunity site
- Want mixed-use
- Public plaza in new developments
- Bike lane
- Parking structures and underground parking, like in Campbell
- 3-6 stories buildings
- Safe bike lanes
- Pedestrian Improvement
- Nice streetscapes

- Need trees in median
- Improve safety, especially Southwest of planning area
- Improve sidewalk
- Improve street lighting
- Balconies
- Elevated street crossing, and blinking lights crosswalks
- Shared parking lots, such as retail use during daytime, residential use at night
- Outside seating
- Dislike uniform buildings
- Provide blinking light crosswalk
- Like streetscape improvements like south Bascom
- Mixed-use-Retail on 1st floor, offices (4-5 stories)
- Mixed-use: Office-Residential, Retail-Residential, Retail office
- Pop-out design building
- More transit friendly

Summary of Block Exercise

Table #6 participants placed on the map a portion of the total blocks representing the planned growth in this Urban Village. Table #6 participants prefer no more than three-story buildings. However, one of the participants proposed six-story development, which includes residential on the bottom floor, and office space above. Participants at Table #6 placed mixed-use type of developments in variations of the following: office space on the bottom floor and residential above, retail on the bottom floor with residential above, and retail on the bottom floor with office space above.



TABLE # 7

Summary

Participants at Table #7 were from the neighborhoods in or proximal to the study area. The following are comments made by the group during their initial discussion, as noted by the notetaker and facilitator at **Table #7**:

General Comments/Concern

- No empty lots
- Two - to three-story apartments with adequate parking, and 2two spaces/room/unit
- Re-visit parking requirements
- Need green space setbacks
- Reduce crime(walkers, gangs and taggers)
- Revisit parking requirements

Assets

- Preserve old ranch house
- Time to get from one spot to another (traffic goes through Winchester)
- Lots of traffic lanes
- Median
- LEDs
- Trees
- Gas stations
- Save farm house
- Proximity to Santana Row

Opportunities

- Opportunity site: Safeway building/lot (reutilize)
- Re-purpose theater site
- Redevelop office area
- On-ramp/off-ramp to 280, relocate to San Tomas
- Need wide and consistent sidewalks
- Need bike lanes
- New restaurants
- Would like grocery stores like whole foods
- Nice, safe places to gather that are not blighted
- More green space
- Need better connectivity of public transportation
- Need underground parking
- Character and ambience of restaurants like Willow Glen, downtown Campbell, Palo Alto, Santana Row, downtown (around campus)
- Need grocery stores (Whole Foods, etc)
- Need more green spaces/ Trees/Green Spaces/Parks
- Provide retail that pops-out
- Provide malls, target, amenities(hair dresser), boutiques, with parking
- Outdoor markets
- Architectural Style/Building Massing
 - No orange color for retail; it is uninviting look for retail
 - Use retail that is modern and is not bulky
 - No guard towers/rounded corners
 - Spanish Style-Taco Bell is a bad example
 - Use proper scale, step down to single-family residential, and change the roof line
 - Harmony in architectural style
 - Like brick look, not glass, tall or close to street
 - Like green space with buildings, Mediterranean colors
 - Break up building mass between buildings (Higher buildings are allowable if buffered with plazas in between, balance of positive and negative space)

Summary of Block Exercise

Table #7 participants placed on the map a portion of the total blocks representing the planned growth in this Urban Village. Table #7 participants dislike offices that have too much glass, look like jails, are top heavy or too busy, too close to the street, or too tall; and they do not want office up close but retail close. Table #7 participants like green space, buildings with compatible colors (Mediterranean, brick), curvy roofs (Group split), stepping down roof lines, and harmony in architectural lines.

Preferences for shopping options ranged between malls, Target, amenities (hair dresser), close to parking, value, boutiques-concentration, services (salons), and outdoor markets (but not too crowded). Style preference of buildings is brick look. Style dislikes were too broken up, too modern, too compact houses, too bulky. Table #7 participants dislike Soviet-style residential, screaming-cheap construction, orange/uninviting look for retail (not hidden), guard towers (rounded corners), and badly done Spanish style/modern such as Taco Bell. They like the multi-use residential uses residential structures that are varied, as long as they are properly scaled and taper toward the adjacent neighborhoods.



TABLE # 8

Summary

Participants at Table #8 were from the neighborhoods in or proximal to the study area. The following are comments made by the group during their initial discussion, as noted by the notetaker and facilitator at **Table #8**:

General Comments/Concerns

- More transit investment
- Spill over traffic from Winchester
- Improve connections North and South
- Improve street crossings, decrease jaywalkers
- Need flashing crosswalks
- Need more crosswalks
- Need consistent traffic lanes
- Need smarter parking, underground

Assets

- Street trees
- Maintain connection to suburban past (1065 S Winchester) while embracing future

Opportunities

- Improve older high-density development bad parking/emergency access
- Shopping center at Payne and Winchester
- Grocery outlet shopping center
- 7/11 subsidize remodel
- Agricultural park on historic house
- Older high density developments with bad parking and emergency access
- Opportunity site: San Tomas and Hamilton Perry Lane
- No ugly public art such as the snake in downtown
- No self storage unless it is put under freeway
- Winchester and 280 serve as barriers
- Buffered bike lanes
- Need wide sidewalks
- Add sidewalks where missing
- Want BRT and Light Rail, and faster buses
- Setback taller buildings when adjusting single-family houses
- Provide deeper lots
- The participants want BRT, so the traffic issues can be reduced
- Need better pedestrian connections to Santana Row
- Underground parking
- Neighborhood serving retail
- Improve connections to north and south
- Want grocery store, such as Grocery Outlet shopping center
- Want retail to serve this community
- Want green space on roofs
- Want green spaces large and small, less concrete and asphalt
- Need bistro spaces (gathering spaces with tables)
- Buildings should be consistent
- Buildings and streetscapes with details and color, varied
- Need nicely-developed setbacks for taller buildings
- Improve sidewalks and provide flashing crosswalks

Summary of Block Exercise

Table #8 participants placed on the map a portion of the total blocks representing the planned growth in this Urban Village. Table # 8 participants want deeper lots and more height for the new development. They like the new development next to the Short Sales and Foreclosure Resource (SFR); and that the new development protect their privacy.



TABLE # 9

Summary

As indicated on their map and through conversation, participants at Table #9 were from the surrounding residential area. The following are comments made by the group during their initial discussion, as noted by the notetaker and facilitator at **Table #9**:

General Comments/Concerns

- Only few pockets of high rise development
- Remove crime areas
- Redevelop areas between Impala and Loma Verde
- Want no Starbucks, liquor stores, or 7/11 stores
- Want no big box retail
- Taper down/stepback from four down to two stories towards residences
- Want office parks along Winchester
- Need to fix existing schools
- Need school and park closer to residences at Moorpark Avenue and La Maison Drive
- Want higher density near where offices exist currently
- Want higher residential density up to six stories between Loma Verde Drive and Impala Drive
- Intersection between 280 and Winchester needs improvement
- No Grocery Outlets (low quality grocery options); instead encourage better quality grocery options like Sprouts, Trader Joes, Whole Foods
- Need more trees along street
- Want more farmers' markets
- Develop parking structures-Underground parking (under the residences)
- Provide enough parking for overflow from Apartments
- High density should include affordable housing
- Safety concerns along Williamsburg Drive
- Concern about congestions from 280.
- Connect residences with walking pathways to Winchester.
- Traffic on Eden needs to be converted.
- Traffic concern in general.
- Provide Low Density development near Neal Ave.
- Provide setback toward residences.
- Provide office parks along Winchester Boulevard.
- Fix existing schools, make them work.
- Stress on existing community resources.

Assets

- Winchester Boulevard as a main thoroughfare
- Walk to Santana Row
- The quietness of the neighborhoods
- Keep the church

Opportunities

- Grocery stores such as Whole Foods and Trader Joes
- Safeway site can be used for redevelopment
- Plant more trees
- Create mixed use development
- Establish neighborhood parks
- Want parks between high rise buildings
- Need more small businesses – mom-and-pop stores
- Want small scale retail at street level
- Convert businesses to private ownership
- Want senior center with parks
- Want mixed-use only along Winchester
- Widen sidewalks
- Increase walkability
- Want following building types: bays/porches/balconies
- Want outdoor seating areas, plazas between buildings with dining opportunities
- Need more gathering places, park and dog park
- Need protected bike lanes
- Want public art displays - fountains/sculptures
- Provide variety and change in architectural style and building elevations
- Provide height variations along the Winchester
- Provide high building with angles or setbacks.

Summary of Block Exercise

Table #9 participants placed on the map a portion of the total blocks representing the planned growth in this Urban Village. What they placed on the map indicated that they want no more than to 5-story buildings. The blocks indicated new office development. The participants placed retail use on the ground floor, office on the second or third floor, and residential on the top. Table #9 participants prefer denser development at the bookends of Winchester Urban Village (Safeway site at the South end, and Toys “R” Us at the North end); and lower buildings along the mid section of the arterial.



TABLE # 10

Summary

Participants at Table #10 were from the neighborhoods in or proximal to the study area. The following are comments made by the group during their initial discussion, as noted by the notetaker and facilitator at **Table #10:**

General Comments/Concerns

- Eliminate high crime on Loma Verde
- Want streetscape like Downtown Campbell
 - Character
 - Historic imagery (details and materials - not sleek)
 - Retail commercial
 - Restaurants and shops, cafés
- Green roofs
- Need neighborhood identification signs
- Want ground floor retail with office
- Want urban farms as signature features of the neighborhood
- Want no DV/PT along Winchester
- Want no height
- Want transit hubs near I-280.
- Want underground parking for new developments
- Need protected bike lane on Winchester
- Need enhanced landscaping
- Want urban farms/gardens
- Traffic concerns at 280/ Want to keep traffic and density from spilling into neighborhood
- Refer to the previous completed studies where you can
- Provide underground parking
- Provide affordable/senior housing if Cadillac Site is redeveloped/CSJ housing projects have all been well-designed.
- No contemporary architecture
- Provide traditional architecture compatible with the existing style/Tuscan/Camino Main in Santa Clara

Assets

- None were listed.

Opportunities

- Loma Verde Drive, which is currently a crime spot, can be redeveloped first
- Provide a retail hub at Payne and Winchester combined with an urban plaza
- Place dense residential by Toys ' Us/Century 24
- Want park strip/green buffer between high density/low density
- Winchester needs a road diet
- Concentrate density between Cadillac Drive and Loma Verde Drive

Summary of Block Exercise

Table #10 participants placed on the map a portion of the total blocks representing the planned growth in this Urban Village. What they placed on the map



indicates they would prefer newer developments to occur south of the Urban Village near Loma Verde.

TABLE # 11

Summary

Participants at Table #11 were from the neighborhoods in or proximal to the study area. The following are comments made by the group during their initial discussion, as noted by the notetaker and facilitator at **Table #11**:

General Comments/Concerns

- Need more restaurants
- Develop housing when there is more transit.
- Want no more than three stories on Winchester
- Want no more than 20 units per acre
- Get rid of blight
- Want slower traffic
- Would like boundary modification
- Concern: transition next to residential
- Need more schools to accommodate development
- Keep and publicize existing senior center
- Attract better and new businesses and designations/no nail salons
- Improve crossing ramps that go to the freeways
- No office at ground floor at Moorpark and Winchester, concerned about auto access
- Provide over cross like Cupertino Wolfe Road
- Call "Road Diet" something other than Road Diet
- Access to 280 by Moorpark south need onramp

Assets

- Neighbors/community
- Angie's donuts
- Bethel Church
- Access to 280, 85 and Santana Row
- Winchester Mystery House
- Theatres
- Farmer's House by Grocery Outlet
- Restaurants
- Sushi place near Williams
- Trees on side

Opportunities

- Want Santana Row feel
- Southwest corner of Payne and Winchester
- Winchester and Driftwood

- Payne and Williams
- Single-story office building north of church
- Commercial next to old Century dome
- Toys ' Us lot/plazas at this site
- Winchester and Moorpark
- Need the density mediated by open space
- Improve Winchester as a major thoroughfare
- Want services such as:
 - Grocery stores
 - Gas stations
 - Dry cleaners
 - Banks
 - Light Rail Transit (like Campbell)
 - Buses (improved service)/provide Double Decker bus
- Want better infrastructure for
 - Bus services
 - Light rail
 - More charging stations
 - Trolley system
 - Bike lanes
- Establish better transit across Winchester
- Safer crossings: "Flashing Beacons" – Red blinking lights so cars will stop (not yellow) (similar to Payne)
- Want buildings higher next to Winchester and taper down to the existing resident
- Want high-density owner occupied housing
- Visioning similar to Downtown Mountain View/Campbell/Santa Barbara/Los Gatos/Willow Glen
- Need entertainment – Live music/WiFi areas
- Want services other than eateries
- Need greener neighborhood
- Need more trees
- Want continuous widened sidewalks
- Want buildings with more appealing character/style
- Create plazas that will:
 - Feature artists and display public art that changes over time to keep it interesting
 - Provide something to be proud of and that your friends would want to visit
 - Have street furniture and sitting areas
 - Landscape elements that changes with seasons



- Neighbors should be involved in the design of the plaza

Summary of Block Exercise

Table #11 participants placed on the map a portion of the total blocks representing the planned growth in this Urban Village. What they placed on the map indicates they prefer low-rise buildings of one to three stories. Table #11 participants placed newer residential development along with retail and a few offices at the south end of the Urban Village, near Loma Verde Drive and Payne Avenue.

TABLE # 12

Summary

Participants at Table #12 were from the neighborhoods in or proximal to the study area. The following are comments made by the group during their initial discussion, as noted by the notetaker and facilitator at **Table #12**:

General Comments/Concerns:

- More grocery stores
- Want no more than three-story buildings
- Need traffic improvements – 280 overpass
- Limit heights adjacent to residential areas
- Need new high school in neighborhood
- Control types of land uses allowed
- Vacant buildings such as Safeway can be converted to ground floor retail and mixed-use
- Concerns about traffic impacts of Santana Row/Valley Fair
- Buildings need adequate setback from street
- Need adequate parking

Assets

- Starbucks
- Grocery Outlet
- Krungthai Siamese restaurant
- Mizu Japanese Restaurant
- Assisted care homes
- Maintain landscaping
- Protect existing affordable apartments

Opportunities

- Safeway site,
- Turn Century dome site into a park
- Parking lot at Moorpark and Winchester
- 1101 S Winchester Office (front)
- Toys "" Us site
- Provide micro-unit apartments, studios, mosquito homes
- European market style buildings with:

- Stone
- Brick
- Café seating
- Want a community pool in park
- Want outdoor movies and community activities
- Need crosswalks – Fireside Drive, Woodlawn Avenue
- Need safe pedestrian connection to Valley Fair area
- Need more restaurants
- Want BRT
- Want pedestrian-friendly tree-lined streets
- Want accessible and inviting store fronts
- Want higher-frequency targeted area bus/shuttle
- Provide Park at theatre site
- Ensure architectural continuity – a plan for design
- Protect existing and build new affordable apartments
- Opportunity Sites: Liquore Store on Loma Verde, older single family/commercial on Winchester on Fireside

Summary of Block Exercise

Table #12 participants placed on the map a portion of the total blocks representing the planned growth in this Urban Village. What they placed on the map indicated that they are most likely to prefer low-rise quality retail buildings along Winchester Boulevard.



TABLE # 13

Summary

Participants at Table #13 were from the neighborhoods in or proximal to the study area. The following are comments made by the group during their initial discussion, as noted by the notetaker and facilitator at **Table #13**:

General Comments/Concerns:

- Reconsider permit parking; it may not work well
- Concerns over traffic and parking
- Bring transit before density
- Require setbacks
- Want two- to three-story buildings, max six stories (with covered patios)
- Need lots of parking

- Want no parks: believe just adds to crime
- Want higher walkways for pedestrians at high traffic, like Highline in NY
- Concerns that Winchester and Stevens Creek are not safe for pedestrians
- Preference for the Sacramento Form Based Ordinance
- People are afraid growth will bring more traffic
- Want more parking on Loma Verde Drive
- Interest in permit parking at Oaktree Garden Townhomes
- Eliminate gangs, graffiti, and vandalism
- Eliminate subsidized housing
- Current transit demands are being met with shuttles that take people to jobs
- 2-3 stories; some want high quality condominiums, six stories maximum height and nothing that casts shadows
- Reduce transit times to destinations by placing transit first
- Want transit built before new housing and destinations
- Neal Ave has no sidewalk/Need more outdoor lighting
- Match parking spaces to number of occupants
- Want another freeway entrance in order to free up the bottle neck at peak hour traffic
- In 15-20 years, want:
 - More high tech businesses to make the area into the next tech hub
 - Frequent and round-the-clock transportation, like New York
 - Dog park with grass
- Need bicycle boulevard that does not impede fast track, maybe on residential streets like Eden Ave.
- Build better quality infrastructure
- HOV/Diamond lane on Winchester to reduce the traffic
- Missing sidewalks along certain streets

Assets

- Location - ease of getting around
- Close to freeways and shopping
- Having a private driveway
- Safe neighborhood for walking around
- Church
- Restaurants/food/shopping/retail
- Grateful for:
 - Salons, Cobblers, Work, Location, Freeway access, Restaurants, Foods, The new gas station

Opportunities

- Want BART
- Affordable Housing
- Wider sidewalks
- Need jobs for residents
- Parks on empty Safeway (Kane, Winchester, Loma Verde)



- Put bikeway on Eden Ave

Summary of Block Exercise

Table #13 participants did not place any of their blocks on the Urban Village map, indicating a dislike for density.

TABLE # 14

Summary

Participants at Table #14 were from the neighborhoods in or proximal to the study area. The following are comments made by the group during their initial discussion, as noted by the notetaker and facilitator at **Table #14**:

General Comments/Concerns

- Need improvements along Winchester and Hamilton
- Townhomes, two to three stories along Winchester; three to four stories building heights along Winchester (near Safeway), tapering down closer to existing residential
- Want new, low height (two-story) developments with improved transportation infrastructure
- Redevelop existing multi-family housing
- Need safer, reduced traffic
- Need more parks
- Want walkable neighborhoods
- Need sidewalks where there are none
- Want one vehicle restriction per household
- Want improved transit structures
- Want something like downtown Los Gatos or like Campbell Avenue
- Need Park and Ride Lot
- Need a fire station
- Need green space such as parks and/or dog parks
- Want inviting streetscapes/sidewalks
- Want artwork along sidewalk/walk areas
- Want a visually attractive neighborhood
- Need infrastructure improvements
- Increase parking ratio over zoning ordinance

Assets

- Central, easy access
- Well-established residential areas
- Walkable/bike-able neighborhoods, with the exception of Winchester Boulevard
- Well-attended neighborhood association/sense of community

Opportunities

- Payne: Safeway (safety)

- Williams/Winchester (old)
- Old theatre
- Reduce traffic
- Increase parking
- Want a public park on the Safeway site
- Need more grocery stores, neighborhood services
- Want neighborhood services that are central and convenient, and with multi-modal access
- Banning park lane in Winchester, need bike lanes and continuous sidewalks
- Provide development on the wider parts of Winchester
- Smaller and more interesting stores: art, jewelry,...
- Create a downtown feel along Winchester
- Provide art on the streets
- Small town feel
- No blight
- Build the heart of Winchester at Payne



Summary of Block Exercise

Table #14 participants placed on the map a portion of the total blocks representing the planned growth in this Urban Village.

TABLE # 15

Summary

As indicated on their map, participants at Table # were from the neighborhoods. The following are comments made by the group during their initial discussion as noted by their note taker and facilitator at **Table # 15**:

General Comments/Concerns

Design Features:

- Curves
- Not blocky
- Create open spaces
- Landscaping
- Underground parking

Fix or Change:

- Traffic issue at Moorpark and Winchester
- 1 Story office buildings between Payne and Williams – Potential redevelop
- Sit outside
- No more Starbucks
- Good weather
- Traffic at Moorpark needs attention

Assets

- Bethel Church
- Great Location – Easy to get to different places; close to shopping
- Winchester Mystery House – Close by and Destination
- Winchester is a good thoroughfare and would make a grand boulevard

Opportunities

- Safeway underutilized – put office
- Outdoor dining
- Green bike lanes
- More affordable/low-income housing
- Widen sidewalks/connect sidewalks
- More parks
- Open areas to bring all people together
- Old Safeway lot is underutilized
- New buildings
- Rounded or indented corner buildings to open the corner
- Promote more community gatherings, interactions
- Affordable housing
- Open areas to bring all people together
- Rounded or indented buildings to open the corners
- Provide new buildings

**Summary of Lego Exercise**

Table #15 participants placed on the map a portion of the total blocks representing the planned growth in this Urban Village. What they placed on the map indicated that they are most likely to prefer development at the bookends of Winchester Boulevard.

TABLE # 16

Summary

As indicated on their map, participants at Table # were from the neighborhoods. The following are comments made by the group during their initial discussion as noted by their note taker and facilitator at **Table # 16:**

General Comments/Concerns

- 6 stories – too high 4 more appropriate
- Protect adjacent single family
- Provide adequate parking
- Market analysis for locating retail – sites with corner locations and easy in/out vehicle access

- Elevated walkways up at tall buildings
- Concerned about school capacity is a concern
- Concerned about increased traffic
- Concerned about park maintenance

Assets

- Winchester itself – Existing trees
 - Carries traffic
 - Located between Campbell and Valley Fair
- Pharmacy, convenient markets, access to gas stations, shopping (Toys R Us, Honey Baked Ham)
- Church
- Adjacent San Jose Neighborhoods

Opportunities

- Make places easier, safer to walk to so you do not need to drive – pedestrian-friendly streets
- Neighborhood serving commercial
- Better retail/up scale retail (not big box)
- Pleasant walking experience
- Enhanced crosswalks – over crossings well lit
- Good public transit and transit connections – a good direct link to a light rail station
- Add entertainment uses
- Make it easy to safely walk to destinations to north and south
- Missing sidewalks – connect the missing segments
- Officer incentives to use rapid transit for new residents (Ecopasses)
- All tall buildings together
- Concentrate density at North end of village and south – low density in the middle
- Would like to have a market like Whole Foods
- Need landscape buffer between street and sidewalk
- Would like plazas
- More grocery stores
- Redevelop the existing 1-story offices, provide more density

Summary of Lego Exercise

Table #16 participants did not place all of their Lego's representing the planned growth for the Urban Village on their map. What they placed on the map indicated that they most likely prefer to have low-rise residential; few with retail at the bottom.