

**Advisory Group Members**

- Present: Mark Tiernan (co-chair), Seth Bland, Erik Schoennauer, Sarah Moffat, Pat Hall, Andrea Chelemengos, Scott Bishop, Daphna Woolfe, Ken Kelly, Ric Orlandi, Paul Lapari, Scot Vallee, Dave Johnsen, Art Maurice
- Absent: Steve Gordon, Steve Landau (co-chair)

**City of Staff Jose Planning Staff:** Lesley Xavier, Leila Hakimzadeh, and Steve McHarris

**Council District 1 Staff:** Jerad Ferguson

**1. Welcome and Introductions**

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The meeting started with an introduction by Mark Tiernan.

**2. Advisory Group member review/discussion on Santa Row/Valley Fair Urban Village Community Workshop #1 update**

There was a discussion about the inclusion of different community members; third-party members as facilitators; and engaging Millennial's, busy people, middle age group and mothers in the planning process. The process will include online engagement, community surveys and a short video by the planning staff about Santana Row/Winchester Urban Villages.

**WAG**

- We asked for 10 meetings, but because of the City's limited budget we have to reduce it to somewhere in the middle. Each neighborhood will have its own issues and people may not get heard in a big meeting. We have to figure out ways to include each neighborhood.
- We are worried about railroading and a top-down process. Our outreach process should be very transparent and we should reach out to anyone who has a stake in this process. We ask the neighborhood association groups to encourage people to participate in Winchester and Santana Row upcoming workshops. Wag members should be ambassadors for the process and go out to each of the neighborhood meetings to engage them.

**Information about Upcoming Neighborhood Meetings**

- *Westside / Cadillac Neighborhood:* Westside doesn't have meetings, online is the way to engage this community.
- *Cory Neighborhood:* 4<sup>th</sup> Monday of the month; we had 108 people attended last meeting, next meeting is on Jan 25<sup>th</sup>
- *Magliocco Huff Neighborhood:* Next meeting January 14<sup>th</sup>
- *Orlandi Trailers:* Not affiliated with any meeting
- *Eden Neighborhood:* 2<sup>nd</sup> Tuesday of January (Payne to Williams Road)
- *Lynhaven Neighborhood:* 3<sup>rd</sup> Thursday of the month (January 21<sup>st</sup>)
- *Hamann Park Neighborhood:* January-piggyback with Eden Neighborhood, January 12<sup>th</sup>
- *The Villas (Santana Row Area):* Seth to reach out and have them contact Steve and Mark

- *Winchester Orchard*: Nov 16 (3<sup>rd</sup> Monday) (4<sup>th</sup> Monday, January 25, speaker presenting, 7:00 pm Cypress Community Center).
- We should also educate people about the implications of doing nothing and having a Plan guiding this area.
  - Let's have more density. Housing prices will go up if we don't build enough. Laws of economics is not going to change because we want them to.
- We make recommendations, but we are not the ultimate decision makers; making recommendations that effects property owners' rights.
- This is an opportunity for everyone to be heard.

### **Audience**

- Community Involvement is important-Reserve project met with neighbors 53 times during the process. The Reserve is entitled to have 3-stories but they are not entitled to have it in my back yard.
- There are systematic issues with new development. It has a domino effect on traffic, affordability, displacement of residences or small businesses.
- Opal Drive Resident: I am here to say that what is appropriate for our area should be based on information that is specific to this Village when talking with retail and transportation experts, etc.
- What is right for the City may not be right for individual neighborhoods- We need to have multiple perspectives so that the information is not skewed.
- Why do we have the right to tell private property owners what they can do.
- We have too much retail here on Winchester and in Campbell; the experts may not know specifically about our area.
- Traffic will increase with new development; given the density of residential buildings is there enough parking provided? What is driving this?
- Resident's role is to come in with suggestions and questions.
- We want to have a senior-friendly neighborhood with grocery stores to walk to.
- The property value goes up when new development is constructed.
- What are the liability issues of making these grand Plans?

### **3. Advisory Group member review/discussion on Draft Mission**

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#### **WAG**

- We are very lucky to be the first Advisory Group in the City. It is a great way of engaging the public and involve as many people as possible.
- We will go before Planning Commission/City Council. We may not have consensus about everything but we should about many things.
- The demographic can change. Our kids will not be able to live here if we do not build new places. It is the law of supply and demand.
- Our mission should be aspirational. We want to have an inclusive overall vision.
- We want to have some discussion regarding the overall design and details, but we will not go into too much technical details. The Urban Village Plan will be a conceptual guiding document.

- More info on what the technical details are-maybe still a little high level will be helpful in decision making.
- Technical Details: maybe they should be guidelines, content, guiding principles,...
- Number 2 (draft Mission Statement): add the word consensus at the end of the sentence and these two specific urban villages. This is going to be an inclusive process.
- Aren't number 1 and 2 (draft Mission Statement) redundant? Switch number 1 and 2 on the list.
- There should be some details in the Plan to provide some amount of certainty.
- Maybe we should have two separate vision statements as they may be different for each of the villages.
- Will the recommendation come to a vote.
- The Santana Row community may not be the same as Winchester; this is a good point because combining the efforts may not be feasible.

### **Audience**

- Should go to other City Commissions
- Acceptable architectural design guidelines instead of technical details; something that community finds acceptable that way when developers have a proposal, they will understand what the citizens will welcome.
- Structure of the meetings; who takes meeting notes? Is the group set up to assign members to specific tasks?
- Consider the adjacent neighborhood when planning and the impact on them.
- There should be a time-frame in the mission statement/deliverables.
- Housing will be an important part of urban villages/ Have more water efficient buildings; use recycled water in the buildings.
- We want to have a maximum of 3-5 story building and we do not want a 20-story building.
- Now all the developers want to come to this part of the town; we are becoming like downtown, but what is appropriate for this area?
- City's parking requirements are from the 1970s and does not work for this area. We have people from other areas parking in our neighborhoods and we cannot even put our garbage outside.
- When Santana Row opened here, they told us there would not be any traffic impact on us, but there is.
- Santana Row is built as an Urban Village; it is great, but how many people live/work in this area?
- We want to know the time-line for this project and how things will evolve as development moves forward.

## **4. General Discussions**

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### **Community Comments**

- Special interest groups-keep their agendas out of this process.
- Developers: how many other proposals are in planning process in this area?

### **City Staff**

**Question:** What is the development relationship with urban villages?

**Answer:** The majority of properties are commercial along Winchester and anyone with commercial development can move forward at anytime.

**WAG**

- Parking structure for Valley Fair will be open on Thanksgiving day.

**5. Next Meeting**

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**City Staff Update**

- Presentation about traffic and transportation efforts
- Introducing Urban Design Consultants
- Draft Land Use Plan discussion.
- One of the things that Urban Design consultant will be doing is providing online engagement to reach more people.

**January meeting**

- Will have a selection of speakers, including representatives from ULI, Silicon Valley Bike Coalition, the Mayor.