

Urban Villages

Winchester Boulevard and Santana Row/Valley Fair Urban Villages



Relationship to Envision 2040 General Plan

An Envision San José 2040 General Plan Major Strategy is to transform strategically identified Growth Areas into higher-density, mixed-use, urban districts or “Urban Villages” which can accommodate employment and housing growth and reduce the environmental impacts of that growth by promoting transit use, bicycle facilities and walkability.

What is an Urban Village?

The Urban Village concept is the adopted growth strategy for future development in San Jose. Each Urban Village planning process will result in a policy document adopted by the City Council that will provide a framework to guide new job and housing growth within the Urban Village boundary.

Purpose of an Urban Village Plan

While the General Plan is a broad policy document that applies to the entire City, the purpose of an Urban Village Plan is to provide **detailed direction for development in a defined geographic area**, from the type, location, and intensity of uses, to the design and capacity of infrastructure to help further the goals of the General Plan. While a range of issues may be addressed in an Urban Village Plan, **they must be consistent with the Major Strategies, Goals, and Policies of the General Plan**. Like the General Plan, all future public and private development projects must be consistent with an adopted Urban Village Plan.

Community Involvement and the purpose of Winchester Corridor Advisory Group (WAG)

Community involvement is very important in the development of the Plan. The preparation, adoption, and amendment process for an Urban Village Plan is similar to that for the General Plan, with community outreach and public hearings to allow the public to provide input to City staff in the development of the document and to the decision makers, the Planning Commission and City Council.

The primary purpose of the WAG is to **1) provide input and help guide the process** of developing the Winchester Boulevard and Santana Row/Valley Fair Urban Village Plans; **2) to develop a community based vision** through a process of discussion, education and exploration; and, **3) make recommendations** to the City Council prior to the adoption of the plans.

Link: <https://www.sanjoseca.gov/index.aspx?NID=4775>

Santana Row/Valley Fair and Winchester Boulevard Urban Villages

The planning process for these two Urban Villages is being supported by a Priority Development Area Planning Grant awarded to the City of San Jose by the Metropolitan Transportation Commission in November of 2014. The planning process for these two Urban Villages will be conducted by the City’s Urban Village planning staff and consultants.

Link: <https://www.sanjoseca.gov/index.aspx?NID=3784>



Santana Row/Valley Fair and Winchester Urban Villages

Santana Row/Valley Fair is a Commercial Center Village that is currently a popular regional shopping destination and contains residential mixed-use and an expanding office presence. In addition, the Village includes the Valley Fair Mall and the Century 21 Theatre property.

Area: 116 acres
Planned Job Capacity: 2,410
General Plan Task Force Proposed Job Capacity: 5,500
Planned Housing Yield (Dwelling Units): 2,635
General Plan Task Force Proposed Housing Yield (Dwelling Units): 1,500



Winchester Boulevard is a Commercial Corridor that currently contains a variety of residential, office and large-scale retail uses.

Area: 216 acres
Planned Job Capacity: 4,600
General Plan Task Force Proposed Job Capacity: 2,000
Planned Housing Yield (Dwelling Units): 2,000
General Plan Task Force Proposed Housing Yield (Dwelling Units): 2,439