

Guiding Principle 1: Diverse and Inclusive Neighborhoods

Provide a selection of housing, retail stores and access to mass transit that is inclusive and affordable to the diverse culture and demographics of the people who live in the adjacent neighborhoods.

Guiding Principle 2: A Vibrant Business District that includes the Existing Small Businesses

Encourage high-quality commercial spaces, but also preserve the existing small and family-owned businesses.

Guiding Principle 3: Great and Distinctive Place/ Community Pride of Place/ Family-friendly Neighborhood

Build upon Winchester's assets to become an attractive and memorable San José destination with great streets and neighborhoods that are family friendly and that integrate a variety of outdoor plazas, public art, outdoor dining and sidewalk cafes for family and friends to meet.

- Provide a range of parks and plazas, parklets, children playgrounds, with more trees along Winchester, urban farms, rose gardens, green roofs, as well as a linear green buffer between single-family residences and taller development along Winchester.
- A diverse and stimulating art and signage to enrich the identity of Winchester Boulevard and enhance the walking experience of visitors.
- Preserve the existing farmhouse and provide more grocery stores.

Guiding Principle 4: Multimodal-connected and Safe Neighborhoods

Provide safe, accessible and well-connected community for all people. Value pedestrian- and bike-friendly neighborhoods with continuous and



DRAFT GUIDING PRINCIPLES

Winchester Boulevard Urban Village

wider sidewalks, buffered bike lanes and efficient public transit.

- Create a pedestrian-friendly area by incorporating sidewalk seating, LED street lighting, and bus stops with benches, and shelters.
- Add more pedestrian crossing points and enhanced crosswalks for kids to walk to school.



Guiding Principle 5: **Integrated Neighborhoods**

Preserve and protect the qualities that make us “Winchester”. Place higher density mixed-use development at identified opportunity sites at each end of the corridor. New development should taper down in height from Winchester Boulevard to the adjacent single family-neighborhoods.

- Ensure that the new development is compatible and well integrated with the adjacent neighborhoods
- Protect existing single-family neighborhoods.
- New development should be no taller than 6 stories.
- 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.
- Provide enough parking (underground or parking structure) for new developments.
- Buildings should be of high-quality architecture with a human scale along Winchester.



Guiding Principle 6: **Sustainability**

Consider how the choices and the decisions that are made may affect the people and the environment in our community now and in the future.

- Buildings should include usable green space consisting of native (drought-tolerant) landscapes.
- Buildings should be designed and engineered for maximum energy efficiency.

