

Santana Row/Valley Fair

Chapter 3. Land Use

INTRODUCTION

This Land Use Chapter describes how the Santana Row/Valley Fair Urban Village Urban Village will accommodate the growth that is planned in the Envision San José 2040 General Plan. The chapter introduces the land use designations that are applied within the Urban Village, describes the permitted land uses and intensities of each designation, and maps the location of each on a Land Use Diagram. In addition, a separate Height Diagram depicts the maximum permitted building heights throughout the Urban Village. This chapter also provides specific goals and policies related to land use that will help ensure that the area develops into the thriving, mixed-use, walkable and livable place envisioned by the community.

PLANNED GROWTH AND OBJECTIVES

This Plan establishes a commercial/employment square footage objective and a planned residential unit capacity for this Urban Village. This commercial/employment objective and the planned residential capacity are based on the planned jobs and residential unit capacities established for the Santana Row/Valley Fair Urban Village by the Envision San Jose 2040 General Plan, and which were updated with the 2016 four-year review of the Envision San José 2040 General Plan's planned capacity for new jobs. Consistent with General Plan Policy IP-5.1, this Urban Village Land Use Plan identifies the locations and intensities of new development, which will accommodate the planned jobs and housing growth.

EMPLOYMENT GROWTH

The Santana Row/Valley Fair Urban Village currently has XXX square feet of commercial space ranging from retail shops, professional office, restaurants, hotels, etc. This commercial space equates to roughly XXX jobs, based on the General Plan's assumption of one job for every 300 square feet.

The employment growth objective for the Santana Row/Valley Fair Urban Village is 5,500 jobs. This establishes the total amount of commercial and employment growth that is planned to be accommodated in the Santana Row/Valley Fair Urban Village over the planning horizon (2040) and amounts to roughly 1,650,000 square feet of net new commercial space required to achieve this objective.

HOUSING GROWTH

The planned dwelling unit capacity for the residential portion of the Urban Village is 1,500 new units. There are currently about 862 existing dwelling units within the Village boundaries and 368 approved project that will add a total of 972 existing units.

The overall residential unit capacity is the maximum residential growth planned for the Santana Row/Valley Fair Urban Village in the Envision San Jose 2040 General Plan. In this Plan, the community recognizes the importance of providing new housing as a means of creating a more vibrant and active place; however, the Envision San Jose 2040 General Plan does not establish a residential unit objective, but rather a maximum number of housing units that is planned to be accommodated in this Village.

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LAND USE PLAN OVERVIEW

A primary objective of the Santana Row/Valley Fair Urban Village Plan is to retain the existing amount of commercial space within the Urban Village area and increase the job generating commercial uses to grow the existing employment base and become a job center for west San Jose, as well as creating a dynamic urban environment that embraces a creative workforce and attracts new companies and businesses.

To meet this goal, there are two areas that are designated for higher intensity commercial uses with the tallest building heights within this Village. The first area is located along the south side of Stevens Creek Boulevard between Winchester Boulevard and the I-880 freeway and the second area is located north of the I-280 freeway and Tisch Way on both sides of Winchester Boulevard where there are existing higher intensity commercial office uses. The addition of new urban scale residential development that is integrated with existing and planned commercial uses will further the creation of a vibrant and active place.

Additionally, the existing 323 bus line located along Stevens Creek Boulevard, the planned 523 express bus and potential future Bus Rapid Transits(BRT) will further support more intense development and allow easy access to public transit for employees, residents, and visitors utilizing this corridor.

LAND USE DESIGNATIONS

REGIONAL COMMERCIAL

DENSITY: FAR Up to 12.0

These commercial areas attract customers from a regional area and play an important fiscal and economic role for the City. This designation is applied to the Westfield Valley Fair regional shopping center located at the northern boundary of the Urban Village. This designation supports a very wide range of commercial uses, which may develop at a wide range of densities. Large shopping malls, and large or specialty commercial centers that draw customers from the greater regional area are appropriate in this designation along with office uses ranging in intensity up to a 12.0 FAR. Hospitals and private community gathering facilities can also be considered in this designation. This designation supports intensification and urbanization of Regional Commercial areas in order to promote increased commercial activity and more walkable, urban environments in Regional Commercial districts.

URBAN VILLAGE COMMERCIAL

DENSITY: FAR of up to 8

The Urban Village Commercial land use designation is applied to properties along Stevens Creek Boulevard, the Century Theater property along Winchester Boulevard, and the properties adjacent to Interstate 280. These areas were identified as being an opportunity for new commercial development that could build off the success and vibrancy of the commercial development in Santana Row, as well as

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the with the existing higher intensity office buildings located along Tisch Way. 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 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 larger, mid-rise development.

New development under this designation should be urban and pedestrian-oriented in form with the presence of parking and automobile circulation minimized from the adjacent public right-of-way. This designation does not support big box retail.

URBAN VILLAGE

DENSITY: 65 DU/AC TO 250 DU/AC

The Urban Village land use designation supports a wide range of commercial uses, including retail sales and services, professional and general offices, and institutional uses. 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 with frontage along Winchester Boulevard 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 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.

MIXED USE COMMERCIAL

Density: Up to 50 DU/AC; FAR 0.25 to 4.5

This designation is intended to accommodate a mix of commercial and residential uses with an emphasis on commercial activity as the primary use and residential activity allowed in a secondary role. This designation also allows development that only includes commercial uses. New mixed use commercial and residential development should include commercial square footage at the equivalent of at least 0.30 FAR of the property. New commercial development could be developed at an FAR of up to 4.5. Multi story development is envisioned. Appropriate commercial uses include neighborhood retail, mid-rise office, medium scale hospitals or other health care facilities, and medium scale private community gathering facilities.

URBAN RESIDENTIAL

DENSITY: 30-95 DU/AC

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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.

RESIDENTIAL NEIGHBORHOOD

DENSITY: Typically, 8 DU/AC (Match existing neighborhood character); FAR up to 0.7

The Residential Neighborhood land use designation is applied only to the Winchester Ranch Mobile Home Park located on the west side of Winchester Boulevard adjacent to the I-280 freeway. The intent of this designation is to preserve the existing character of these neighborhoods and to strictly limit new development to infill projects which closely conform to the prevailing existing neighborhood character as defined by density, lot size and shape, massing and neighborhood form and pattern. New infill development should improve and/ or enhance existing neighborhood conditions by completing the existing neighborhood pattern and bringing infill properties into general conformance with the quality and character of the surrounding neighborhood. New infill development should be integrated into the existing neighborhood pattern, continuing and, where applicable, extending or completing the existing street network. The average lot size, orientation, and form of new structures for any new infill development must therefore generally match the typical lot size and building form of any adjacent development, with particular emphasis given to maintaining consistency with other development that fronts onto a public street to be shared by the proposed new project.

OPEN SPACE, PARKLAND

This designation is applied to the existing Frank M. Santana Park within the Urban. These lands can be publicly- or privately-owned areas that are intended for low intensity uses. Lands in this designation are typically devoted to open space, parks, recreation areas, trails, habitat buffers, nature preserves and other permanent open space areas. This designation is applied within the Urban Growth Boundary to lands that are owned by non-profits or public agencies that intend their permanent use as open space, including lands adjacent to various creeks throughout the City.

Development of public facilities such as restrooms, playgrounds, educational/visitors' centers, or parking areas can be an inherent part of City or County park properties and are appropriate for Open Space, Parkland properties. Within the Greenline/Urban Growth Boundary, community centers, public golf courses, and other amenities open to the public would also be allowed within publicly-owned properties in this designation.

PRIVATE RECREATION AND OPEN SPACE

Density: N/A

The Private Recreation and Open Space land use designation is only applied to the property in which the Winchester Mystery House Historic City Landmark structure resides. This designation allows a broad range of recreation or open space uses, and typically at a higher intensity than those found on lands

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with the Open Space, Parklands, and Habitat designation. Possible recreation uses include amusement parks, country clubs, golf courses, tennis clubs, driving ranges, recreational vehicle parks, private campgrounds and cemeteries. Ancillary commercial uses, such as bars and restaurants, are allowed in conjunction with private recreation uses. The intensity of any combination of buildings or structures developed under this category is expected to be limited with the majority of the land area maintained as open space, so that the Private Recreation and Open Space lands generally maintain an open space character.

FLOATING “P” – URBAN PARKS AND PLAZAS

The Floating Urban Parks and Plazas category is used to designate lands that can be publicly or privately-owned that are intended to be programmed for low intensity open space uses. Urban Parks and Plazas represent a creative solution to provide more public space in the Santana Row/Valley Fair Urban Village. Given the space constraints of the Plan Area, plazas will generally be spaces that are developed and maintained privately, but open to the public. Opportunities for the creation of these types of plazas will occur as properties in the Urban Village redevelop with higher intensity uses.

No specific site has yet been identified; therefore, the designation for the urban park or plaza will be indicated on the land use diagram with a green border and the letter “P.” This symbol represents a “floating” designation and is only intended to indicate a general area within which a park or plaza site should be located. Nevertheless, there are two general locations shown on the Land Use Diagram that are proposed for a new urban park or plaza. The specific size, exact location and configuration of such urban park or plaza site will be finalized only through future development of particular parcels in the Village. Until such time that these properties are purchased by the City or privately developed as a publicly accessible urban park or plaza space, development is allowed consistent with the underlying land use designation shown on the land use diagram.

LAND USE POLICY OVERVIEW

A primary objective of the Santana Row/Valley Fair Urban Village Plan is to retain the existing amount of commercial space within the Urban Village area and increase the job generating commercial uses. This Plan does not establish specific objectives for the different types of commercial or employment uses, but these uses are largely envisioned to be a mix of retail shops, personal service uses (such as dry cleaners and salons), and professional and general offices. The Plan supports a wide variety retail uses from small or mid-sized in scale that serve the immediately surrounding neighborhoods, larger-format retail uses such as a grocery, serving the broader community, to large-format retail uses that serve the greater region.

Additionally, since the Santana Row/Valley Fair Urban Village focuses on creating a rich and inviting pedestrian environment, new drive-through uses are not supported. While auto-oriented uses are not prohibited (such as auto repair, automobile sales and rentals, or sales of auto parts), these are considered interim uses to be replaced over time by more pedestrian- and transit-supportive uses.

New residential uses will also be instrumental in creating a vibrant and walkable place. This Plan supports medium to high density residential uses in areas identified as in the land use diagram as Urban Residential, Mixed Use Neighborhood, Urban Village, and, to a lesser extent, Mixed-Use Commercial.

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The Santana Row/ Valley Fair Urban Village will be enlivened as more people live and shop within this area. To this end, the Plan encourages residential development to be built at densities higher than the existing typical pattern of development, while respecting the existing adjacent single-family neighborhoods.

Additional development specifications can be found in the Land Use Goals, Policies and Action Items section on the following pages, as well as in the Urban Design Chapter.

LAND USE GOALS AND POLICIES

Goal 1: Support new job generating and neighborhood-serving commercial development in the Santana Row/Valley Fair Urban Village by increasing the Village’s commercial building square footage by at least 60 percent, or about 1,650,000 square feet.

Policy 1-1: New commercial development built at an FAR of less than 0.5 is considered interim until a market exists for higher intensity development.

Policy 1-2: Where an existing commercial use redevelops to a Mixed Use Commercial, Urban Residential, or Urban Village use, the existing commercial square footage must be replaced with an equivalent commercial square footage in the new development, at a minimum.

Policy 1-3: The overall commercial Floor Area Ratio (FAR) for any single site designated as Urban Village should not drop below 0.30. 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.

Goal 2: Foster a development pattern that supports the creation of a walkable dynamic environment and reduces motor vehicle travel by encouraging the use of other modes of travel.

Policy 2-1: Prohibit drive-through uses in the Santana Row/Valley Fair Urban Village.

Policy 2-1: Prohibit self-storage and “big box” uses in the Santana Row/Valley Fair Urban Village. These uses may be supported, but only in a mixed use format in buildings that are consistent with the urban design polices of this Plan.

Policy 2-2: Where ground floor active use is required in new development on a corner lot, the active use shall front onto Winchester and/or Stevens Creek Boulevard and wrap the corner.

Policy 2-3: Motor vehicle uses, including auto repair, automobile sale and rental lots, and auto parts sales are allowed as interim uses if they are intended to be redeveloped with pedestrian and transit supportive uses over time.

Goal 3: Support a range of housing types within the Santana Row/Valley Fair Urban Village and increase the supply of the Village’s residential units consistent with the housing growth assigned by the Envision San Jose 2040 General Plan, about 1,500 units.

Policy 3-1: Encourage the integration of deed restricted affordable units within housing development. A goal, and not a requirement of individual projects, is to deed restrict 25% or

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more of the new units as affordable housing, with 15% of the units targeting households with income below 30% of Area Median Income.

Policy 3-2: Integrate affordable housing within the Urban Village by prioritizing the use of the City's affordable housing programs within this Village.

Policy 3-3: Locate buildings that specifically serve individuals with disabilities or seniors near accessible pathways to transit and public services.

Goal 4: Ensure that new development and area improvements increase access to public space and to alternate modes of transportation.

Policy 4.1: Types of uses with a mix and intensity that support transit ridership, walking, and biking are strongly encouraged.

Policy 4.2: Larger developments, especially mixed-use residential projects, should incorporate publicly accessible space such as plazas into their development that is privately owned and maintained.

Policy 4-3: The aggregation of parcels between Stevens Creek Boulevard, Santana Row, Hemlock Avenue, and S Monroe Street is encouraged to facilitate new development, especially commercial mixed-use at a higher intensity, and to provide for the inclusion of publicly-accessible plazas and/or paseos into new development.

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INTRODUCTION

This Land Use Chapter describes how the Winchester Boulevard Urban Village will accommodate the growth that is planned in the Envision San José 2040 General Plan. The chapter introduces the land use designations that are applied within the Urban Village, describes the permitted land uses and intensities of each designation, and maps the location of each on a Land Use Diagram. In addition, a separate Height Diagram depicts the maximum permitted building heights throughout the Urban Village. This chapter also provides specific goals and policies related to land use that will help ensure that the area develops into the thriving, mixed-use, walkable and livable place envisioned by the community.

PLANNED GROWTH AND OBJECTIVES

This Plan establishes a commercial/employment square footage objective and a planned residential unit capacity for this Urban Village. This commercial/employment objective and the planned residential capacity are based on the planned jobs and residential unit capacities established for the Winchester Urban Village by the Envision San Jose 2040 General Plan, and which were updated with the 2016 four-year review of the Envision San José 2040 General Plan's planned capacity for new jobs. Consistent with General Plan Policy IP-5.1, this Urban Village Land Use Plan identifies the locations and intensities of new development, which will accommodate the planned jobs and housing growth.

EMPLOYMENT GROWTH

The Winchester Boulevard Urban Village currently has about 710,000 square feet of existing commercial space (retail, professional office, restaurants, etc.). This commercial space equates to roughly 2,366 jobs, based on the General Plan's assumption of one job for every 300 square feet.

The employment growth objective for the Winchester Boulevard Urban Village is 2,000 jobs. This establishes the total amount of commercial and employment growth that is planned to be accommodated in Winchester Boulevard Urban Village over the planning horizon (2040) and amounts to roughly 600,000 square feet of net new commercial space required to achieve this objective. The current approved commercial development for this Urban Village is 18,511 square feet that equal to 67 jobs, based on the General Plan's assumption of one job for every 300 square feet.

HOUSING GROWTH

The planned dwelling unit capacity for the residential portion of the Winchester Boulevard Urban Village is 2,439 new units. There are currently about 3,648 existing dwelling units within the Village boundaries and an approved project that will add 424 new units. These 424 approved dwelling units pull from the dwelling units of 2,439 units so the remaining units will be 2015.

The overall residential unit capacity is the maximum residential growth planned for the Winchester Boulevard Urban Village in the Envision San Jose 2040 General Plan. In this Plan, the community recognizes the importance of providing new housing as a means of creating a more vibrant and active place; however, the Envision San Jose 2040 General Plan does not establish a residential unit objective, but rather a maximum number of housing units that is planned to be accommodated in this Village.

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LAND USE PLAN OVERVIEW

This Urban Village Plan supports new mixed use development that is compatible and well integrated with the adjacent neighborhoods with ground floor commercial along Winchester Boulevard. This Urban Village Plan provides land uses that support higher intensity uses at either end of the Urban Village creating nodes of activity with lower intensity uses in between the nodes to connect the areas. The northern node encourages higher intensity commercial/office development where there is convenient freeway access and will complement the growing market for commercial office in and around Santana Row. It is anticipated that in the near future, as the new office development fills the available sites north of I-280 that there will be interest in expanding office development south of I-280 into the Winchester Urban Village.

At the southern node the land uses encourage higher intensity mixed use, walkable development, with ground floor commercial and residential uses above. New development should integrate a variety of outdoor plazas, public art, and parks where the community can meet, linger, and socialize. Between the two activity nodes, land uses support medium intensity uses that connect the two areas. To maintain a continuous commercial street wall, ground floor commercial uses are required along Winchester Boulevard.

LAND USE DESIGNATIONS

NEIGHBORHOOD/COMMUNITY COMMERCIAL

DENSITY: FAR of up to 2.5

The Neighborhood/Community Commercial land use designation supports a broad range of commercial uses such as neighborhood-serving retail stores and services, commercial and professional offices and private community gathering facilities. New residential uses are not supported by this land use designation.

This designation is applied to smaller, shallow parcels fronting Winchester Boulevard and abutting single-family residences. Given the size of the parcels, parking requirements in the zoning code and the urban design step down policies, these properties are appropriate for the location of smaller commercial businesses. Neighborhood/Community Commercial uses should have a strong connection to, and provide services and amenities for, the community. These uses should be designed to promote this connection with an appropriate urban form that supports walking, transit use and public interaction. Also, this designation supports the neighborhood servicing retail and small businesses along Winchester Boulevard.

URBAN VILLAGE COMMERCIAL

DENSITY: FAR of 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

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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 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 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 big box retail.

URBAN VILLAGE

DENSITY: 65 DU/AC 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. 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 with frontage along Winchester Boulevard 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 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.

MIXED USE COMMERCIAL

DENSITY: Up to 50 DU/AC; FAR 0.25 to 4.5

This designation is intended to accommodate a mix of commercial and residential uses with an emphasis on commercial activity as the primary use and residential activity allowed in a secondary role. This designation also allows development that only includes commercial uses. New mixed use commercial and residential development should include commercial square footage at the equivalent of at least 0.20 FAR of the property. New commercial development could be developed at an FAR of up to 4.5. While multi story development is ultimately envisioned, lower intensity commercial development with an FAR as low as 0.25 could be allowed, but would be considered as an interim use until such time that the property redevelops. Appropriate commercial uses include neighborhood retail, mid-rise office, medium scale hospitals or other health care facilities, and medium scale private community gathering facilities.

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URBAN RESIDENTIAL

DENSITY: 30-95 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. All new development under this designation with frontage along Winchester Boulevard must include ground floor commercial uses along Winchester Boulevard.

RESIDENTIAL NEIGHBORHOOD

DENSITY: Typically, 8 DU/AC (Match existing neighborhood character); FAR up to 0.7

The Residential Neighborhood land use designation is applied to a limited number of single-family detached residential properties located on the east side of Winchester Boulevard behind properties that front Winchester Boulevard. The intent of this designation is to preserve the existing character of these neighborhoods and to strictly limit new development to infill projects which closely conform to the prevailing existing neighborhood character as defined by density, lot size and shape, massing and neighborhood form and pattern. New infill development should improve and/ or enhance existing neighborhood conditions by completing the existing neighborhood pattern and bringing infill properties into general conformance with the quality and character of the surrounding neighborhood. New infill development should be integrated into the existing neighborhood pattern, continuing and, where applicable, extending or completing the existing street network. The average lot size, orientation, and form of new structures for any new infill development must therefore generally match the typical lot size and building form of any adjacent development, with particular emphasis given to maintaining consistency with other development that fronts onto a public street to be shared by the proposed new project.

PUBLIC/QUASI-PUBLIC

Density: FAR N/A

The Public/Quasi- Public land use designation is applied to the property of the existing Bethel Church of San Jose which is located on the west side of Winchester Boulevard north of Payne Avenue.

The Public/Quasi- Public category is used to designate public land uses, including schools, colleges, corporation yards, homeless shelters, libraries, fire stations, water treatment facilities, convention centers and auditoriums, museums, governmental offices and airports. Joint development projects which include public and private participation - such as a jointly administered public/private research institute or an integrated convention center/hotel/restaurant complex - are allowed. Private community gathering facilities, including those used for religious assembly or other comparable assembly activity, are also appropriate on lands with this designation. The appropriate intensity of development can vary

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considerably depending on potential impacts on surrounding uses and the particular Public/Quasi-Public use developed on the site.

FLOATING “P” – PARKS AND PLAZAS

The Floating Parks and Plazas category is used to designate lands that can be publicly or privately-owned that are intended to be programmed for low intensity open space uses. This Plan envisions the development of a traditional public park on a larger development site that could accommodate the space and envisions Plazas as a creative solution to provide more public space in the Winchester Urban Village on smaller development sites. Plazas will generally be spaces that are developed and maintained privately, but open to the public. Opportunities for the creation of these types of plazas will occur as properties within the Urban Village redevelop with higher intensity uses.

No specific site has yet been identified for parks and plazas; therefore, the designation for the park or plaza will be indicated on the land use diagram with a green border and the letter “P.” This symbol represents a “floating” designation and is only intended to indicate a general area within which a park or plaza site should be located. The specific size, exact location and configuration of such urban park or plaza sites will be finalized only through future development of particular parcels in the Village. Until such time that these properties are purchased by the City or privately developed as a publicly accessible urban park or plaza space, development is allowed consistent with the underlying land use designation shown on the land use diagram.

LAND USE POLICY OVERVIEW

A primary objective of the Winchester Boulevard Urban Village Plan is to retain the existing amount of commercial space within the Winchester Urban Village area and increase neighborhood-oriented commercial activity, employment opportunities, and housing options as the area develops.

This Plan does not establish specific objectives for the different types of commercial or employment uses, but these uses are largely envisioned to be a mix of retail shops, personal service uses (such as dry cleaners and salons), and professional and general offices. The Plan supports retail uses that are small or mid-sized in scale, and that serve the immediately surrounding neighborhoods, as well as the larger-format retail uses such as a grocery, serving the broader community. Large-format or “big box” retail uses are not appropriate in this pedestrian-oriented Village, given the auto-orientation of these uses.

Additionally, since the Winchester Boulevard Urban Village focuses on creating a rich and inviting pedestrian environment, new drive-through uses are not supported. While auto-oriented uses are not prohibited (such as auto repair, automobile sales and rentals, or sales of auto parts), these are considered interim uses to be replaced over time by more pedestrian- and transit-supportive uses.

New residential uses will also be instrumental in creating a vibrant and walkable place. This Plan supports medium to high density residential uses in areas identified as in the land use diagram as Urban Residential, Mixed Use Neighborhood, Urban Village, and, to a lesser extent, Mixed-Use Commercial.

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The Winchester Boulevard Urban Village will be enlivened as more people live and shop along this corridor. To this end, the Plan encourages residential development to be built at densities higher than the existing typical pattern of development, while respecting the existing adjacent single-family neighborhoods.

Additional development specifications can be found in the Land Use Goals, Policies and Action Items section on the following pages, as well as in the Urban Design Chapter.

LAND USE GOALS AND POLICIES

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

Policy 1-1: New commercial development built at an FAR of less than 0.5 is considered interim until a market exists for higher intensity development.

Policy 1-2: Where an existing commercial use redevelops to a Mixed Use Commercial, Urban Residential, or Urban Village use, the existing commercial square footage must be replaced with an equivalent commercial square footage in the new development, at a minimum.

Policy 1-3: The overall commercial Floor Area Ratio (FAR) for any single site designated as Urban Village should not drop below 0.20. New development that includes residential uses should not be developed such that the combined FAR of the area designated Urban Village drops below 0.20.

Policy 1-4: At the higher intensity activity node located at the intersection of Payne Avenue and Winchester Boulevard, attract establishments that meet everyday shopping needs such as a grocery store by accommodating a large-sized ground floor retail space.

Policy 1-5: At the higher intensity activity node located at the intersection of Moorpark Avenue and Winchester Boulevard, attract higher intensity commercial/office establishments.

Goal 2: Foster a development pattern that supports the creation of a walkable dynamic environment and reduces motor vehicle travel by encouraging the use of other modes of travel.

Policy 2-1: Prohibit drive-through uses in the Winchester Boulevard Urban Village.

Policy 2-1: Prohibit self-storage and "big box" uses in the Winchester Boulevard Urban Village. These uses may be supported, but only in a mixed use format in buildings that are consistent with the urban design polices of this Plan.

Policy 2-2: Where ground floor active use is required in new development along Winchester Boulevard on a corner lot, the active use shall front onto Winchester Boulevard and wrap the corner.

Policy 2-3: Motor vehicle uses, including auto repair, automobile sale and rental lots, and auto parts sales are allowed as interim uses if they are intended to be redeveloped with pedestrian and transit supportive uses over time.

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Goal 3: Support a range of housing types within the Winchester Boulevard Urban Village and increase the supply of the Village’s residential units consistent with the housing growth assigned by the Envision San Jose 2040 General Plan, about 2,439 units.

Policy 3-1: Encourage the integration of deed restricted affordable units within housing development. A goal, and not a requirement of individual projects, is to deed restrict 25% or more of the new units as affordable housing, with 15% of the units targeting households with income below 30% of Area Median Income.

Policy 3-2: Integrate affordable housing within the Winchester Urban Village by prioritizing the use of the City’s affordable housing programs within this Village.

Policy 3-3: Locate buildings that specifically serve individuals with disabilities or seniors near accessible pathways to transit and public services.

Goal 4: Ensure that new development and area improvements increase access to public space and to alternate modes of transportation.

Policy 4.1: Types of uses with a mix and intensity that support transit ridership, walking, and biking are strongly encouraged.

Policy 4.2: Larger developments, especially mixed-use residential projects, shall incorporate publicly accessible space such as plazas into their development that is privately owned and maintained.

Policy 4.3: The aggregation of parcels along Winchester Boulevard is encouraged to facilitate new development, especially mixed–use, at a higher density or intensity, and to provide for the inclusion of publicly–accessible plazas into new development.