

Winchester Boulevard Urban Village

Chapter 3. Land Use

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. 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 José 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 712,600 square feet of existing commercial space (retail, professional office, restaurants, etc.). This commercial space equates to approximately 2,375 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 figure reflects the total amount of commercial and employment growth 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.

HOUSING GROWTH

There are currently about 3,648 existing dwelling units within the Village boundaries and an approved project that will add xxx new units.

The Winchester community recognizes the importance of providing new housing as a means of creating a more vibrant and active place. The Envision San José 2040 General Plan, however, does not establish a residential unit objective; rather, it establishes 2,439 as the Urban Village's planned dwelling unit capacity. This figure excludes the Subtracting the approved units, which leaves a remaining planned dwelling unit capacity of 1800 units.

LAND USE PLAN OVERVIEW

This Urban Village Plan supports new mixed use development that is compatible with and well-integrated within the adjacent neighborhoods. At either end of the Winchester Boulevard corridor, higher-intensity land use designations support major activity nodes where active ground floor commercial is required along Winchester Boulevard. It is anticipated that in the near future, as the new

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office development fills the available sites north of I-280, there will be interest in expanding office development south of I-280 into the Winchester Urban Village. As such, the northern node supports high-intensity commercial/office development near convenient freeway access, complementing the growing market for commercial office in and around Santana Row. At the southern end of the corridor, near Payne Avenue, land use designations encourage higher intensity and walkable mixed-use development, with residential uses above active ground floor commercial uses. New development in both these areas 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 use designations support medium intensity uses. Active ground floor uses are required of new development along the length of Winchester Boulevard, in an effort to establish a continuously active Village environment. In these areas, active use need not be commercial, and may include office lobbies, event spaces, or residential frontages that engage the public and are designed for transparency and interest.

LAND USE DESIGNATIONS

NEIGHBORHOOD/COMMUNITY COMMERCIAL

DENSITY: FAR 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 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

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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 150 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, Residential/Commercial Mixed; Up to 75 DU/AC for Parcels Larger than 0.7

0.5-4.5 FAR for residential/commercial mixed-use projects; 0.25-4.5 FAR for commercial projects

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. New development of a property with this designation should accordingly include commercial space equivalent to at least a 0.5 FAR for residential/commercial mixed-use projects and 0.25 FAR for commercial projects with a typically appropriate overall FAR of up to 4.5, allowing for a medium intensity of development. Appropriate commercial uses include neighborhood retail, mid-rise office, medium scale hospitals or other health care facilities, and medium scale private community gathering facilities. Low impact industrial uses are appropriate if they are compatible and do not pose a hazard to other nearby uses.

URBAN RESIDENTIAL

DENSITY: 45-95 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. All new development under this designation with frontage along Winchester Boulevard must include active ground floor 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 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 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

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Plan envisions the development of a traditional public park on a larger development site that could accommodate the space and envisions Plazas and pocket parks as solutions 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 circle 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.

While this Plan does not establish specific objectives for the different types of commercial or employment uses, 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 only allowed if they meet the urban design guidelines of the Urban Village and are pedestrian- and bike-friendly.

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. 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.

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Additional development specifications can be found in the Land Use Goals, Policies and Action Items section on the following pages, as well as in Chapter 5: Urban Design.

LAND USE GOALS AND POLICIES

VIBRANT COMMERCIAL DISTRICT

Goal LU-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 LU-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 LU-1.2: Where an existing commercial or industrial 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 or industrial square footage in the new development, at a minimum.

Policy LU-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 LU-1.4: At the high-intensity activity node 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 LU-1.5: At the high-intensity activity node located at the intersection of Moorpark Avenue and Winchester Boulevard, attract higher intensity commercial/office establishments.

Policy LU-1.6: Provide active ground-floor commercial space fronting Winchester Boulevard in the following areas:

- between Magliocco Drive and Williams Road; and
- between the Bleubird Drive alignment and Williamsburg Drive.

PEDESTRAIN- AND BIKE-FRIENDLY ENVIORNEMENT

Goal LU-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 LU-2.1: Prohibit drive-through uses in the Winchester Boulevard Urban Village.

Policy LU-2.2: Prohibit self-storage and “big box” format in the Winchester Boulevard Urban Village, except as part of a mixed-use development that is bike- and pedestrian-accessible and otherwise consistent with the urban design polices of this Plan.

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Policy LU-2-3: 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 LU-2.4: 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.

DIVERSITY OF HOUSING

Goal LU-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 José 2040 General Plan, about 2,439 units.

Policy LU-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 LU-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 LU-3.3: Locate buildings that specifically serve individuals with disabilities or seniors near accessible pathways to transit and public services.

PLACEMAKING AND OPEN SPACE

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

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

Policy LU-4.2: Larger developments, especially mixed-use residential projects, shall incorporate publicly accessible and privately owned and maintained spaces such as plazas and pocket parks.

Policy LU-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.