



This Plan is the result of extensive community engagement and participation, yielding several guiding principles about the future of the Winchester Urban Village. These principles emerged from the community at several public advisory group meetings, two community workshops, and two online surveys. Summarized in this chapter are the “Vision Statement” and “Guiding Principles,” which inform the Plans’ goals, policies, and implementation actions.

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## 2.1 Vision Statement

The Winchester Urban Village Plan seeks to achieve the many diverse goals of the community, including establishing the planning area as a well-connected, mixed-use, economically diverse, vibrant, affordable, sustainable and a small-business friendly destination. This Plan increases the housing supply and job numbers to accommodate a diverse community and employment. It promotes a more active and safe district to serve and attract residents, businesses, and visitors and provides access to adjacent neighborhoods and cities. In addition, it encourages placemaking and the integration public art within new development and identifies additional recreation and open space opportunities. .

## 2.2 Guiding Principles

### Guiding Principle 1

*A Diverse, Inclusive Housing and Small-business Friendly Neighborhood*

New development in the Winchester Boulevard Urban Village supports a diversity of housing and employment opportunities. It supports a variety of new high- and medium-intensity housing, provides policies for affordable housing, and considers providing affordable housing as a community amenity for new development. In addition, it provides opportunities to accommodate a range of commercial opportunities, from small businesses and retail destinations to an incoming hi-tech workforce. It includes land use policies, urban design guidelines and a community amenity program to support a small-business friendly environment.

### Guiding Principle 2

*Bridge the Barriers between Neighborhoods*

This Plan strives to improve connections between the Winchester Boulevard Urban Village and the Santana Row/Valley Fair Urban Village, as well as between the Winchester Urban Village and adjacent neighborhoods and to the east and west.

This Plan encourages iconic gateways at entrances to the Urban Village and emphasizes their importance as having iconic architecture, public art, other enhancements to the placemaking and Village identity. In particular, the Plan envisions the Winchester Boulevard at the I-280 freeway overpass as having potential to not only improve the connection between the two urban villages, but to also become an iconic space in San José.

### Guiding Principle 3

#### *Vibrant and Dynamic Neighborhoods with a Network of Parks and Plazas*

Build upon Winchester Boulevard's assets to develop an attractive and memorable San José destination that integrates a variety of outdoor plazas, public art, and parks where the community can meet, linger, and socialize. The Plan identifies opportunities for a range of parks, plazas, green roofs, and linear green spaces between single-family residences and taller development along Winchester. The Plan also encourages the incorporation of diverse and stimulating art that enriches the identity of Winchester Boulevard and enhances the experiences of neighbors and visitors.

Activity nodes are envisioned at the north and south ends of the Urban Village, supporting higher-intensity development. The northern activity node, near Moorpark Avenue, is an office and retail destination within walking distance to Santana Row, while the southern activity node, near Payne Avenue, is a commercial and residential mixed-use node close to City of Campbell. The Plan envisions that both nodes will incorporate key visible and accessible public spaces. Between these two nodes, the Plan envisions a mix of uses at a lower intensity, with ground floor retail lining much of the Winchester Boulevard street frontage.

### Guiding Principle 4

#### *Winchester Boulevard as a Great Street*

The Plan recognizes the dual role that Winchester Boulevard must play for the Urban Village and the wider community, as a major vehicular thoroughfare, as well as, a neighborhood-serving street for nearby residents. This arrangement prioritizes automobile travel lanes and protected bike lanes and also includes a range of pedestrian and transit enhancements. The concept proposed by this Plan transforms Winchester Boulevard into a truly great street that is safe, accessible, and convenient while also remaining a key component of the regional roadway system.

This Plan ensures safety and compatibility of pedestrians, cyclists, and autos through improvements that calm traffic, improve sidewalks, improve intersection crossings, and improve traffic flow and pattern. It provides safe, accessible and well-connected community for all people and values pedestrian- and bike-friendly neighborhoods with continuous and wider sidewalks and buffered bike lanes. It adds more pedestrian crossing points and enhanced crosswalks for people of all ages and abilities.

## Guiding Principle 5

### *Compatible with Existing Neighborhoods*

New development within the Urban Village should be well integrated within, and respectful of, and compatible with adjacent existing neighborhoods. Policies and guidelines in this Plan address the various conditions and adjacencies within and along the perimeter of the Urban Village. Considering such critical factors including as privacy, light, and shade and shadow, the Plan specifies heights, building massing requirements, and transitions to shape a vibrant and harmonious urban village. This Plan provides guidelines for new development to taper down in height from Winchester Boulevard to the adjacent single family-neighborhoods.

## Guiding Principle 6

### *A Sustainable Place*

This Plan emphasizes that choices and the decisions that are made today may affect the people and the environment in our community in the future. As a result, it prioritizes environmental resiliency for the Urban Village. In addition to supporting a convenient and efficient multimodal transportation network, the Plan also promotes a range of green building practices and maximum energy efficiency and promotes for using native (drought-tolerant) landscaping.