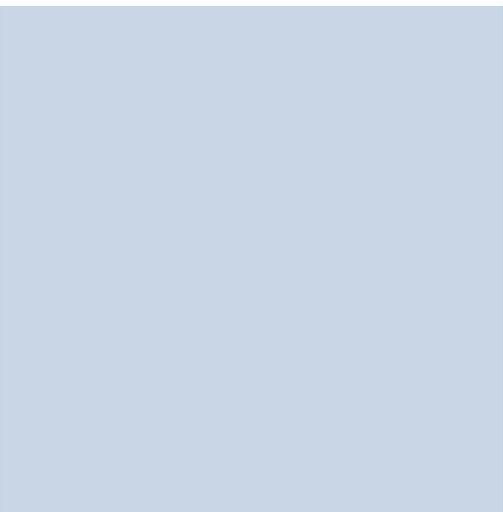
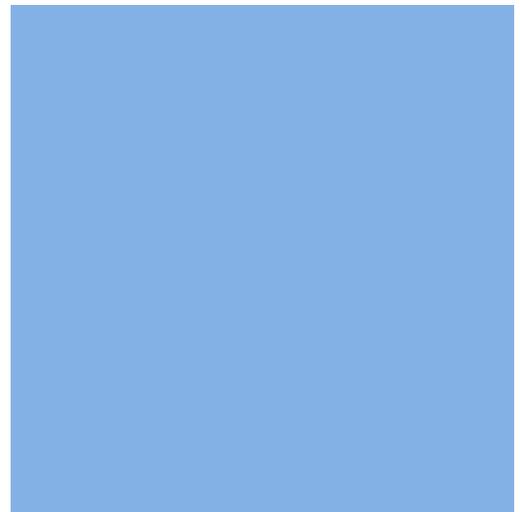




WINCHESTER BOULEVARD

URBAN VILLAGE PLAN

Adopted by
City Council on
August 8, 2017



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1.1 INTRODUCTION

The Winchester Boulevard (Winchester) Urban Village Plan is prepared by the City and community to provide a policy framework to guide new job and housing growth within the Urban Village boundary. The Plan will also guide the characteristics of future development, including buildings, parks, plazas and placemaking, streetscape and circulation within this area. This Plan supports the identified growth capacity for this Urban Village in the Envision San José 2040 General Plan, providing the capacity for development of approximately 2,200 new dwelling units and 2,000 new jobs.

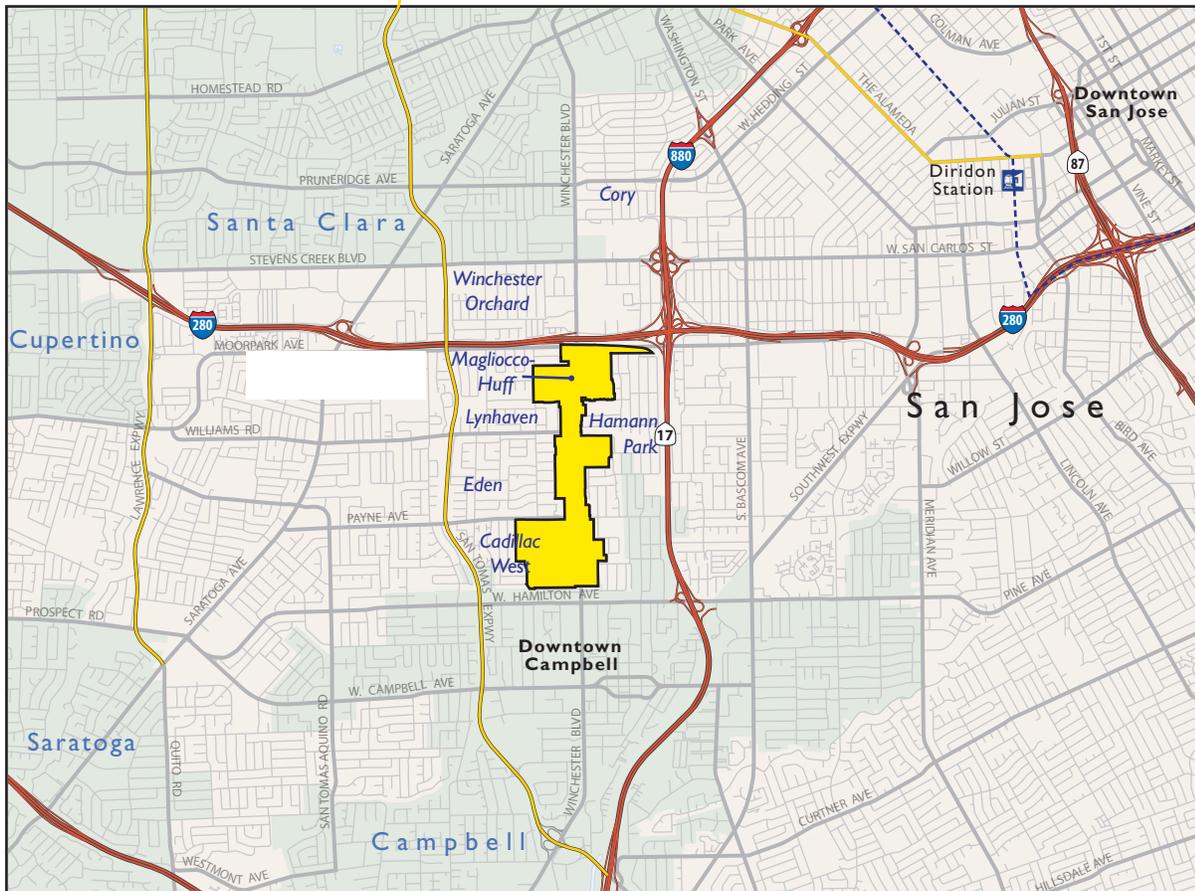
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FIGURE 1-1: REGIONAL AND NEIGHBORHOOD MAP

1.2 PLANNING AREA

Winchester Boulevard is a 1.5-mile corridor located in West San José, parallel to Interstate 880 and California State Route 17 (SR17) to the east and San Tomas Expressway to the west. This Urban Village extends from Interstate 280 in the north to Impala Drive to the south. It provides a range of commercial services, retail, restaurant, and residential uses, and is a connection to several regional destinations: The Winchester Mystery House, Santana Row and the Westfield Valley Fair shopping center to the north, and Downtown Campbell to the south. The Village is in close proximity a future express bus service along Stevens Creek Boulevard (Bus Rote 523), and a potential future Bus Rapid Transit (BRT) line along Stevens Creek Boulevard. The neighborhoods surrounding this Urban Village are predominantly single-family detached residences, while residential uses within the Urban Village are predominantly multi-family.



Urban Village Boundary



MILES

Within this Urban Village are several opportunities for new and intensified residential and commercial development. The Urban Village planning process also presents an opportunity for establishing circulation and urban design frameworks that will transform the area into a vibrant, walkable and bikeable village. Together, these efforts will ensure that new uses are integrated with existing uses and that Winchester Boulevard becomes the urban corridor that the community has envisioned.

1.3 PLAN OVERVIEW

The Winchester Urban Village Plan (Plan) is prepared by the City of San José and the community to further the Urban Village Major Strategy of the Envision San José 2040 General Plan. The Urban Village Major Strategy promotes the development of Urban Villages to provide active, walkable, bicycle-friendly, transit-oriented, mixed-use urban settings for new housing and job growth attractive to a variety of people and consistent with the Plan's environmental goals.

As a City Council approved policy document for the future growth of the Winchester Urban Village, this Plan establishes a framework to further the transition of the Winchester Urban Village into a more vibrant mixed-use and pedestrian-oriented place that supports and creates a safe environment for all modes of travel, a thriving commercial corridor, and public gathering places. The Winchester Urban Village is planned to be a complete neighborhood that is thoughtfully designed. In a complete neighborhood, people have safe and convenient access to the amenities needed in daily life, including a variety of housing options, retail stores and other commercial services, public open spaces and recreational facilities, a variety of transportation options, and civic amenities. A complete neighborhood is built at a walkable and bikeable human scale, and meets the needs of people of all ages and abilities.

1.4 PLANNING PURPOSE

This Plan includes goals, policies, standards, guidelines, and action items to guide new development, and private and public investment to achieve the Urban Village Strategy outlined in the Envision San José 2040 General Plan. This Plan acts as a framework to guide any future redevelopment.

The General Plan places emphasis on protecting and increasing commercial uses in San José, especially in the designated Urban Villages. The City's Urban Village Strategy also focuses on placemaking and creating complete neighborhoods with land uses that balance both commercial and residential growth.

The Winchester Urban Village Plan supports job creation and a range of housing options while protecting established neighborhoods. Future development within the Plan area should complement and enhance the existing commercial corridor and provide mixed-use commercial development, making the Winchester Urban Village a destination of choice for the people of San José. The implementation of this Plan will be driven largely by developers responding to the demand for residential and commercial space.

1.5 Planning Process

The planning process for the Winchester Urban Village is supported by a Priority Development Area Planning Grant awarded to the City of San José by the Metropolitan Transportation Commission (MTC) in November 2014. The village planning process was conducted by the City's Urban Village staff and included close coordination with the Santana Row/Valley Fair Urban Village planning process. The planning process for Winchester and Santana Row/Valley Fair Urban Villages was combined because of a desire from the community and the funding source.

1.5-1 PUBLIC OUTREACH

1.5-1.1 Winchester Corridor Advisory Group (WAG)

The Winchester Corridor Advisory Group was a 15-member group that consists of residents, business and property owners, neighborhood association representatives, and developers who were selected by the City of San Jose City Council District 1 and 6 offices. The primary purpose for the WAG was to provide input and help guide the process of developing the Winchester and Santana Row/Valley Fair Urban Village Plans and make recommendations to the City Council prior to the adoption of the plan. This group met for 24 times before the adoption of this Plan by the City Council.

1.5-1.2 Joint Stevens Creek Advisory Group (SCAG) and Winchester Corridor Advisory Group (WAG) meeting

A joint meeting of these two advisory groups took place on October 13, 2016. The purpose of the meeting was to provide a forum for SCAG and WAG members to exchange information. There were 15 community members in attendance along with staff the City of San José Transportation and Planning Division. During the meeting, the SCAG and WAG co-chairs gave updates on the status of their respective Urban Village planning process. The advisory group members also discussed lessons learned, guiding principles/big ideas for each Urban Village area, and the goals for each Urban Village.

1.5-1.3 City Council Sponsored Outreach

The District 1 Transportation Forum took place on August 20th, 2016 at Mitty High School. The purpose of this forum was to highlight the collaboration taking place among regional agencies and the City, educate attendees on the connection between land use decisions and transportation, and discuss infrastructure improvements being planned at the regional, state, and local level. There were 150 attendees at the forum, which included many elected officials and panelists from different organizations such as TransForm, Association of Bay Area Governments (ABAG), SPUR, Uber, San José Mercury News, San José Transportation Department, San José Planning Department, Silicon Valley Bicycle Coalition, and Santa Clara Valley Transportation Authority (VTA). Attendees gained a better understanding of the regional collaboration taking place, the impact that land use decisions have on transportation, as well as information on the regional, state, and local infrastructure improvements.

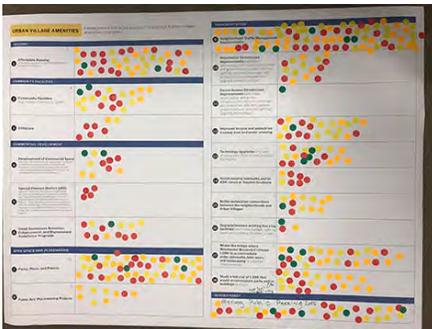
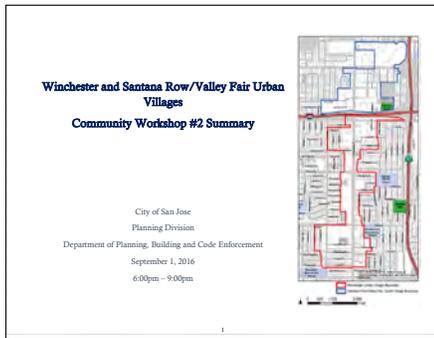
1.5-1.4 Community Workshops

Workshop 1

The first Winchester Urban Village workshop was held on June 25, 2015 at the Castlemont Elementary School. It was attended by over 160 participants, including residents, property owners, and local business owners from the surrounding Winchester Boulevard neighborhoods. The purpose of this workshop was threefold:

- to understand the participants' perceptions of the existing assets and opportunities within the Urban Village
- to discuss a future vision for the neighborhood
- to discuss how new development can be best integrated within the larger area

The participants engaged in an image visioning. They also engaged in a Lego exercise where each group was given a number of Lego pieces that



represented the housing and jobs growth as outlined in the Envision San José 2040 General Plan. Participants were asked to place the Legos on a large aerial map of the study area to indicate the location and relative heights of new development.

Workshop 2: (Combined Winchester and Santana Row/Valley Fair Urban Villages)

On September 1, 2016, a combined second workshop for both the Winchester Boulevard and Santana Row/Valley Fair Urban Villages was held at the International Christian Center and was attended by 160 community members. With the information gathered from the first community workshops for each Urban Village and at the regular Winchester Corridor Advisory Group meetings, staff developed and presented land use maps, urban design principles and conceptual streetscape designs.

Participants of the workshop sat at tables of six to eight. At each table were printouts of the following materials: Streetscape, Open Space, and Connectivity Diagram, Map of Region, Aerial of Planning Area with Photos, Grand Boulevard, Main Street, both Pedestrian Network Improvement Boards, Santana Row-Valley Fair Case Study, Winchester Boulevard Case Study, and Draft Land Use Diagrams. Following a presentation, participants had the opportunity to explain their preferences and priorities for the future of the Village during a series of group discussions and activities about the design options presented. Feedback gathered at this workshop was used to inform the Plan's goals, policies, and guidelines.

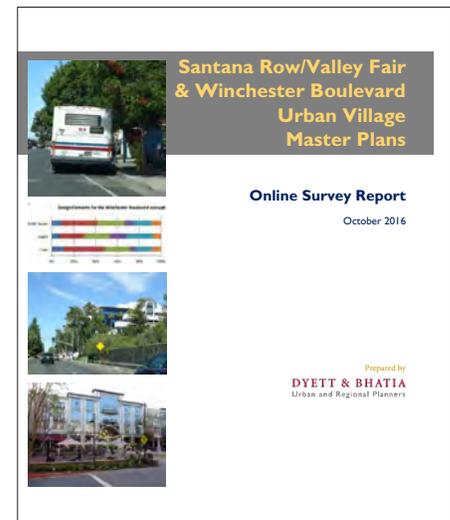
Workshop 3: Open House (Combined Winchester and Santana Row/Valley Fair Urban Villages)

The workshop was held on March 30, 2017. The third workshop for Winchester and Santana Row/Valley Fair Urban Villages was held on March 30, 2017 at International Christian Center at 3275 Williams Road, San Jose. There were at least 130 participants, including residents, property owners, and local business owners from the surrounding neighborhoods. With the information gathered from the previous community workshops for each Urban Village, on-line engagement, and the Winchester Corridor Advisory Group meetings, staff had developed final draft plan documents for the community to review. This was the final community meeting before presenting these draft documents before the Planning Commission and City Council public hearings.

Participants were given "dot" stickers and were asked to place them in the box next to their top 4 urban village amenities program. They were also asked to review and discuss each of the chapters of the Urban Village plans, of which there was a dedicated table for each that included boards with high level overview information.

1.5-1.5 Interactive On-line Engagement

The City conducted an on-line engagement survey that was open for public feedback from August 31, 2016 to October 2, 2016. The survey had 372 participants. The survey was part of the public outreach process, to gather opinions and feedback on draft proposals related to various urban design topics, including building heights, streetscapes, public art, and land use. Respondents were able to answer survey questions on a map-based platform while referring to and interacting with a map of the area. Respondents were able to “mark-up” the map by placing pins, drawing lines, and locating and identifying places of interest. At the close of the survey period, Staff prepared a report summarizing the key themes, including most and least favorite places, street improvements, open space and public realm, public art and activities, and land use, building design, and heights. These results further informed the contents of the Plan.



1.5-2 INTERGOVERNMENTAL COORDINATION MEETINGS

West San José Intergovernmental Planning Coordination Meetings

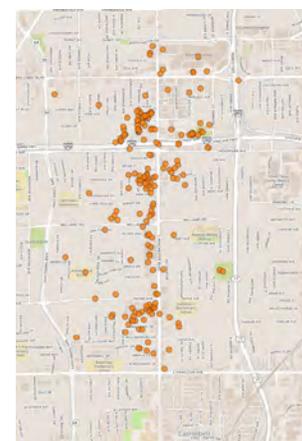
The first West San José Intergovernmental Planning Coordination Meeting was held on March 1, 2016. Representatives from Association of Bay Area Governments (ABAG), Santa Clara Valley Transit Authority (VTA), Caltrans, Santa Clara County, and the cities of Santa Clara, Campbell, Cupertino, and San José were invited. With the exception of Caltrans, all invited agencies were represented. The purpose of the meeting was to share motivations and current work and to coordinate future collaboration surrounding the Urban Villages. After the meeting, government agencies better understood the motivations and work efforts of their partner agencies, leaving them better positioned to effectively coordinate on future work.

West San José Coordination Meetings

The West San José Coordination Meetings between the City of San José and VTA have been ongoing. To date there have been three meetings—one in June 2016 and two in May 2016. These meetings helped align and coordinate programs and projects to advance mutual goals of the City of San José and VTA. The outcomes of these meetings helped staff become more aware of top transportation-focused issues, the existing conditions, and develop and implement plans and policies to address these issues.

Other Intergovernmental Meetings

In addition to the intergovernmental meetings listed above, the following intergovernmental coordination has also occurred with VTA leading these initiatives: Tri-Villages Land Use & Transportation Briefing at VTA Committees, VTA Next Network Retreat, VTA I-280 Corridor and I-280 Winchester Studies Discussion.



Technical Advisory Committee Meetings (TAC)

This committee included representatives from various city departments, Santa Clara Valley Transportation Authority (VTA) and Association of Bay Area Governments (ABAG) met every two months to have interdepartmental coordination regarding various Urban Village planning matters and to make decisions as a group.

1.6 ADOPTION OF THE URBAN VILLAGE PLANS

The adoption of these Plans will allow development projects to move forward with entitlements that are consistent with the goals, policies, standards, guidelines, action items and implementation strategies identified in each of the Urban Village Plans.

General Plan Amendment: Urban Village Commercial Land Use Designation

Residential Entitlements: Horizon 3 and Residential Pool: The Envision San José 2040 General Plan identifies specific Growth Areas with a defined development capacity for each area, and places each Growth Area into one of three Horizons for the phasing of residential development. The Winchester Urban Village is included in Horizon 3. At this time, only Horizon 1 Growth Areas are available for residential development when the Growth Area has an approved Urban Village Plan. Completing Urban Village plans for Growth Areas in the current Horizon 1 is a priority of the General Plan and will further implement the Urban Village Strategy of the General Plan. Residential and mixed-use projects in Horizon 3 Urban Villages must wait until the Horizon 3 capacity becomes available in order for entitlements or to move forward or, in the alternative, they may develop residential using the residential pool capacity of 5,000 units that are allocated in Urban Village areas with approved Urban Village Plans by applying as a “residential pool project” that requires the approval of the City Council. The planning process for this Urban Villages began sooner than its Horizon became open by City Council because of the development activities in these areas and also because the City received a Priority Development Area Grant from the Metropolitan Transportation Commission (MTC).

Implementation Chapters:

At this time, this Plan includes an Implementation Chapter that outlines the existing mechanisms for funding public improvements and the community priorities for Urban Village amenities for implementation of these two Urban Villages. This chapter includes an action items to study additional mechanisms for implementation of Urban Village amenities.

West San José Area Development Policy (WSJ ADP)

Currently, new developments within the Winchester and SRVF Urban Village areas are required to prepare traffic analysis on a project by project basis to comply with the City Council Transportation Impact Policy (Policy 5-3) and the I-280/Winchester Boulevard Transportation Development Policy (280/Winchester Transportation Development Policy (TDP)) in conformance with California Environmental Quality Act (CEQA). The I-280/Winchester TDP requires the payment of a Traffic Impact Fee (TIF) by new development to pay for construction of a northbound off-ramp from I-280 to Winchester Boulevard.

New developments that are required to prepare a traffic impact analysis and identify traffic impacts in conformance with Council Policy 5-3 and the I-280/Winchester TDP are required to mitigate traffic impacts in accordance with Council Policy 5-3 and the I-280/Winchester TDP.

The City is currently developing a West San José Area Development Policy (WSJ ADP) that would provide project-level environmental clearance within the SRVF, Winchester, Stevens Creek, West San Carlos, and South Bascom Urban Villages. The WSJ ADP that is currently being drafted would provide CEQA clearance for individual projects that are consistent with the land uses identified in the West San José Urban Village Environmental Impact Report (EIR) for traffic, noise, and air quality. The WSJ ADP is intended to streamline and expedite development environmental clearance and planning approval, and is anticipated to be considered by the City Council by June 2018.

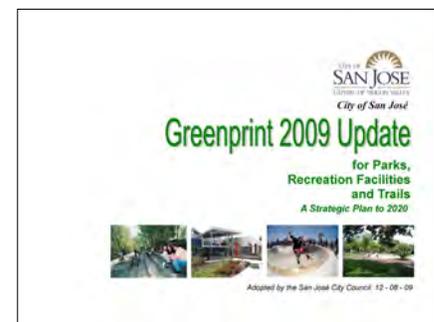
1.7 Relationship to Other Plans and Policies

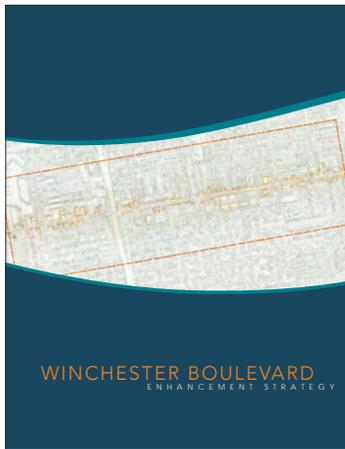
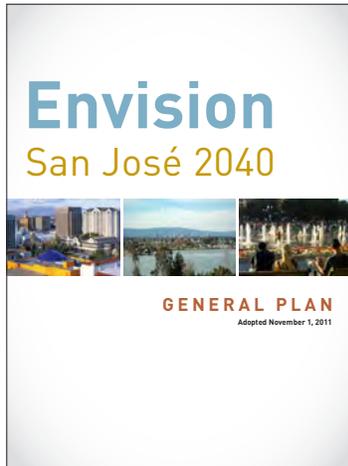
Greenprint

The Greenprint is a long-term strategic plan that guides the future expansion of San José's parks, recreation facilities, and community services. The City is undertaking a major update of its existing Greenprint and is expected to complete the process in early 2018. As a result, Greenprint may have additional recommendations for the future of parks and recreational amenities for this area.

General Plan

A major strategy of the Envision San José 2040 General Plan 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.





Winchester Urban Village, one of the 70 Urban Villages in San José, is intended to accommodate 2,000 new jobs and 2,200 new housing units by 20140.

Winchester Corridor Enhancement Strategy

In March 2010, the San José Redevelopment Agency published the Winchester Boulevard Enhancement Strategy. This study was used as a baseline reference for the community's desire for the Winchester Boulevard in preparing this Urban Village Plan.

Housing Policies

The City of San José is currently working on various displacement and affordable housing policies at the Citywide level and for this reason these policies are not mentioned in this document.

1.8 Changes to the Urban Village Boundary

The Envision San José 2040 General Plan allows for minor modifications to Urban Village Area Boundaries through the Urban Village Plan process, provided those modifications reflect existing or planned development patterns or other physical or functional characteristics of the area.

The Winchester Boulevard Urban Village boundary was changed from the area designated in the General Plan based on the feedback received from the community during three workshops and meetings with community stakeholders. There were two changes to the boundary:

- an area totaling 3.6 acres north of Moorpark Avenue, added because of its proximity to I-280 and SR 17; and
- a 0.5-acre parcel on Neal Avenue east of Winchester Boulevard; added to make it easier for potential new development at this location.

The proposed changes, which add a total of 4.1 acres, is shown on the following page in Figure 1-2.

1.9 Document Organization

The chapters in this Plan variously include goals, development standards, policies, guidelines, and action items that are designed to achieve the shared community vision for the Winchester Urban Village. As the land use, transportation planning, and urban design efforts were coordinated, the Plan's urban design standards and guidelines are coordinated with the land use, circulation, and streetscape guidelines to guide all private and public investment in the Urban Village. The document is organized into the

following main chapters:

Chapter 1: Introduction

Describes the planning area and the Plan purpose, provides an overview of the planning process, and outlines the organization of the Plan document.

Chapter 2: Vision

Conveys the shared community vision for Winchester Urban Village.

Chapter 3: Land Use

Describes planned growth and identifies land use designations, land use goals, and policies for the Urban Village.

Chapter 4: Parks, Plazas and Placemaking

Identifies goals, policies, guidelines, action items, and potential locations for new publicly accessible open space. This chapter also outlines strategies for incorporating plazas, pocket parks, paseos, parklets, and public art into the Urban Village.

Chapter 5: Urban Design

Describes the Village's overall Urban Design Framework, and identifies goals, development standards, and design guidelines that will help public and private development realize this framework.

Chapter 6: Circulation and Streetscape

Addresses the top transportation issues in the community identified during the planning process by creating a framework that further develops a transportation network comprised of safe, comfortable, convenient, and attractive routes for people of all ages, abilities, and walks of life— including those who walk, bike, take transit, and drive. It has goals, policies, guidelines, and action items to improve pedestrian, bike, and transit facilities.

Chapter 7: Implementation and Financing

Outlines implementation and financing strategies to fund the development of identified amenities, infrastructure, and public needs.

Appendices A, B and C

References for bikeway classifications, roadway classifications, and recommended trees.

Glossary

Defines the terms and abbreviations used in this Plan.



2.1 Introduction

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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2.2 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. .

2.3 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.

As the I-280/Winchester overpass is an essential connection between the Winchester and Santana Row/Valley Fair Urban Villages, this Plan ensures

that improvements to the pedestrian and bike overcrossing at this overpass are given a high-priority and every consideration is given to a cap or other treatment to this overpass.

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.





CHAPTER 3
LAND USE

3.1 Introduction

This Land Use Chapter describes how the Winchester 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. A separate Height Diagram that depicts the maximum permitted building heights throughout the Urban Village is located in Chapter 5 (Urban Design). This Chapter also provides specific goals and policies related to land use that will transform the area into the thriving, mixed-use, walkable and livable place envisioned by the community.

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3.2 Planned Growth and Objectives

This Urban Village Plan provides for a commercial/employment square footage and a residential unit capacity based on the planned jobs and housing capacities established for the SRVF Urban Village by the Envision San José 2040 General Plan, and updated by the 2016 Four-Year Review of the 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.

3.2-1 EMPLOYMENT GROWTH

The Winchester Boulevard Urban Village currently has about 712,600 square feet of existing commercial space (retail, professional office, restaurants, etc.). The planned job capacity 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 the Winchester Boulevard Urban Village over the planning horizon (2040) and amounts to roughly 600,000 square feet of net new commercial space. The current approved commercial development for this Urban Village is 18,511 square feet, or approximately 67 jobs, based on the General Plan's assumption of one job for every 300 square feet.

3.2-2 HOUSING GROWTH

The planned housing capacity for the residential portion of the Winchester Boulevard Urban Village is 2,200 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 2,200 units of housing capacity, leaving a remainder of 1,776 units.

The overall residential unit capacity is the maximum residential growth planned for the Winchester Boulevard Urban Village in the Envision San José 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 José 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.

3.3 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 new 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.

A central node at the corner of Williams Road and Winchester Boulevard is intended to provide medium intensity mixed-use, inviting public spaces with an emphasize on pedestrian activity, vibrant social life and public art.

The southern node around the corner of Payne Avenue and Winchester Boulevard encourages 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.

To maintain a continuous commercial street wall, active ground floor uses or pedestrian-oriented design (as identified in Urban Design Chapter) are required along Winchester Boulevard.

3.3-1 LAND USE DESIGNATIONS

Neighborhood/Community Commercial

FAR up to 3.5

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.

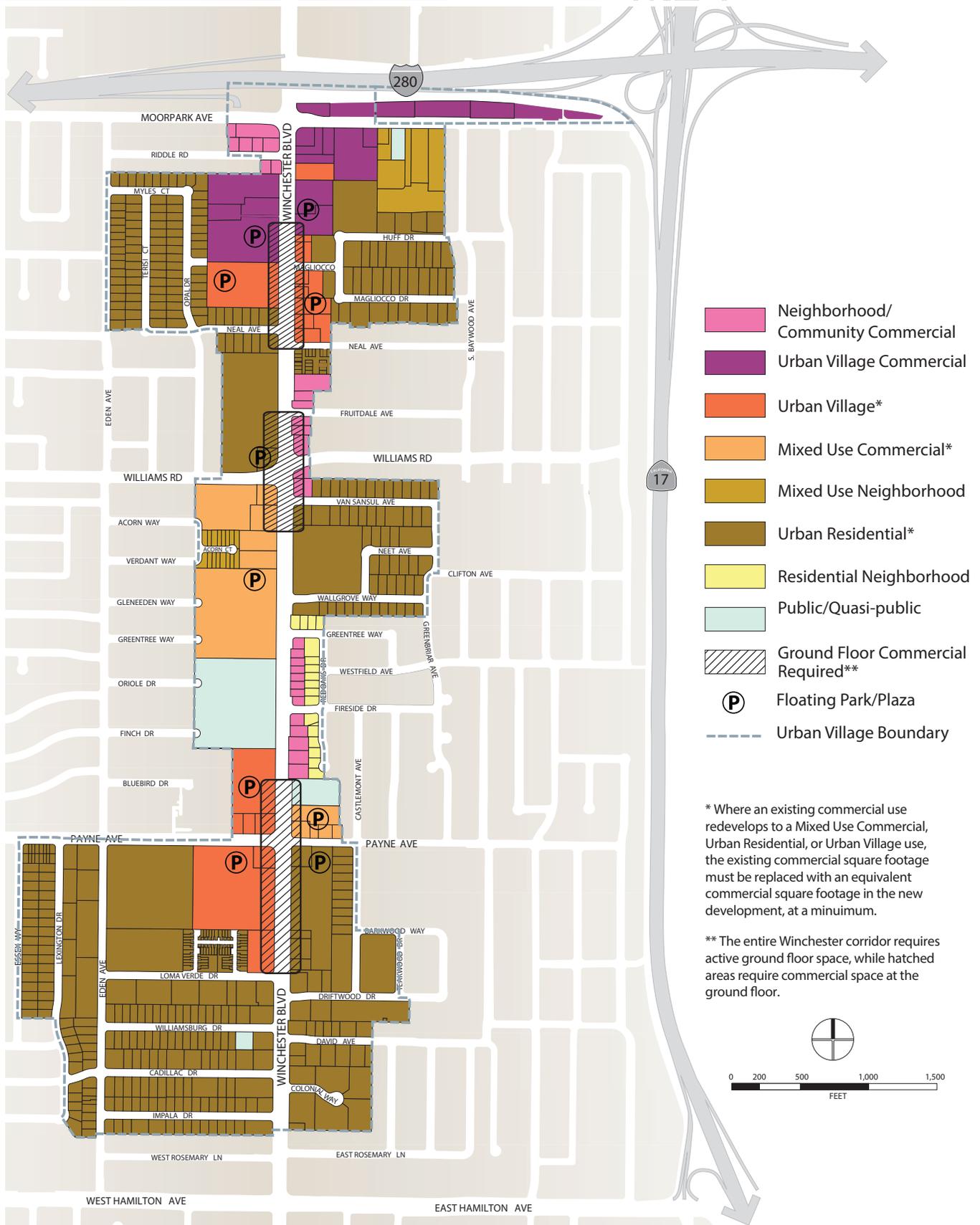
Urban Village Commercial

FAR 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 a variety of commercial uses, 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 drive-through use, stand-alone self-storage and big-box retail (except in a vertical mixed-use format).

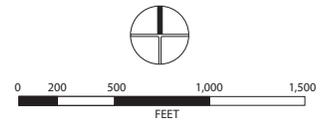
FIGURE 3-1: LAND USE MAP



- Neighborhood/Community Commercial
- Urban Village Commercial
- Urban Village*
- Mixed Use Commercial*
- Mixed Use Neighborhood
- Urban Residential*
- Residential Neighborhood
- Public/Quasi-public
- Ground Floor Commercial Required**
- P Floating Park/Plaza
- Urban Village Boundary

* 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.

** The entire Winchester corridor requires active ground floor space, while hatched areas require commercial space at the ground floor.



Urban Village

65 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 as stand-alone uses or in a mixed use format. 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 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 new developments should provide a commercial FAR based on the average commercial FAR of the entire Village at the time of a development proposal. This requirement is to meet the overall goal of the Urban Village job capacity. 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

Commercial-Only Projects: FAR 0.25 to 4.5

Residential Mixed Use Projects: Commercial use FAR minimum 0.50; up to 50 DU/AC; up to 75 DU/AC for sites larger than 0.7 acres.

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 shall include commercial square footage at the equivalent of at least 0.50 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 to small scale health care facilities, and medium scale private community gathering facilities. Projects that aggregate parcels and have a of minimum 0.7 acre site, can increase their residential density to 75 dwelling units per acre to take advantage of larger developments.

This land use designation is used on the parcels between Williams Road and south of Greentree Way of the west side of Winchester Boulevard and on the parcels on the Northeast corner of Payne Avenue and Winchester Boulevard.

Mixed Use Neighborhood

Overall FAR 0.25 to 2.0 (1 to 3.5 stories); Up to 30 DU/AC

This designation is applied to areas intended for development primarily with either townhouse or small lot single-family residences and also to existing neighborhoods that were historically developed with a wide variety of housing types, including a mix of residential densities and forms. This designation supports commercial or mixed-use development integrated within the Mixed Use Neighborhood area. This designation is used to establish new neighborhoods with a cohesive urban form, to provide transition between higher-density and lower-density neighborhoods, or to facilitate new infill development within an existing area that does not have an established cohesive urban character.

It is appropriate to allow for infill development in Mixed Use Neighborhood areas that includes medium density residential uses such as townhouses or stacked flats and some opportunity for live/work, residential/commercial, or small stand-alone commercial uses. Hospitals and other health care facilities may potentially be located within Mixed Use Neighborhood areas provided that any potential land use impacts can be mitigated. The allowable density/intensity for mixed-use development will be determined using an allowable Floor Area Ratio (FAR) (0.25 to 2.0) rather than Dwelling Units per Acre (DU/ AC) to better address the urban form and to potentially allow fewer units per acre if in combination with other non-residential uses such as commercial or office.

Urban Residential

45-95 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; however, this designation also allows commercial only development. All new development under this designation with frontage along Winchester Boulevard must include active ground floor uses along Winchester Boulevard.

Residential Neighborhood

Typ. 8 DU/AC (Must 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

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.

LAND USE DESIGNATION OVERLAY

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 and are publicly accessible. This 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 sites have 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.

3.4 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 only allowed if they meet the urban design guidelines of the Urban Village and are pedestrian- and bike-friendly. This Plan encourages the integration of commercial tenant spaces within new development that is designed to accommodate small businesses.

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 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.

Additional development specifications can be found in the following Land Use Goals and Policies as well as in Chapter 5: Urban Design.

3.4-1 VIBRANT COMMERCIAL CORRIDOR

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

GOAL LU-2 GOAL LU-2: The combined commercial FAR of all the parcels within the Urban Village boundary should not drop below 0.4 to meet the job capacity identified in this Urban Village.

Policies

Policy 3-1: New commercial development built at an FAR of less than 0.5 is considered interim until a market exists for higher intensity development.

Policy 3-2: To achieve the growth goals of this Plan, encourage new commercial development on parcels with an Urban Village Commercial land use designation to be built at a Floor Area Ratio (FAR) of 0.7 or greater.

Policy 3-3: Within the Mixed Use Commercial, Urban Residential, or Urban Village land use designations, existing commercial or industrial square footage shall be replaced with an equivalent commercial square footage in the new residential or residential mixed use development.

Policy 3-4: Support a variety of commercial space to accommodate the needs of small, medium, and large companies.

Policy 3-5: The City should work with local organizations including area corporations to support and retain small businesses in the Urban Village.

Policy 3-6: The City should continue to support and attract innovative leading-edge industries within this Urban Village.

- Policy 3-7:** Encourage the integration of commercial tenant spaces within new development that is designed to accommodate small businesses.
- Policy 3-8:** When a new development replace an existing development that includes small businesses, it is encouraged to dedicate new/flexible space for small businesses within the new development.
- Policy 3-9:** Ensure that proposals for redevelopment or significant intensification of existing land uses on a property conform to the Land Use Plan. Because the Land Use Plan identifies the City’s long-term planned land use for a property, non-conforming uses should transition to the planned use over the time. Allow improvements or minor expansion of existing, non-conforming land uses provided that such development will contribute to San José’s and this Plan’s employment growth goals or advance a significant number of other goals of this Plan.
- Policy 3-10:** For a period of up to 12 months following the adoption date of this Urban Village Plan, Planned Development Zoning and discretionary development permits that are applying under the “Signature Project” policy, as defined in the Envision San José 2040 General Plan may continue to move forward as such, and will not be required to be in conformance with this Urban Village Plan. All of the “Pipeline” applications benefiting from this policy must have been submitted to the City, including full payment of initial application fees, prior to adoption of this Urban Village Plan and their review must be completed within this same 12-month period.
- Policy 3-11:** Building and site improvements for existing interim commercial uses, including auto uses, that require discretionary approvals, shall be designed to improve the pedestrian environment by increasing landscaping adjacent to the sidewalk, installing large canopy street trees, improving the sidewalk consistent with the polices and guidelines of this Plan, providing public art, or providing a publicly accessible plaza or pocket park. Improvements should also include those that enhance the pedestrian connection or access between the sidewalk and the existing commercial use.
- Policy 3-12:** Residential mixed-use projects utilizing the residential pool must build the commercial and residential portions of the development concurrently.

Policy 3-13: Residential projects utilizing the Envision San Jose 2040 General Plan “Residential Pool” policy (Policy IP-2.11), which can allow residential mixed use projects prior to the opening of an urban village’s designated horizon, shall replace any existing commercial square footage on the development site or provide a minimum commercial FAR of 0.9, whichever is greater.

3.4-2 MIXED-USE URBAN VILLAGE

GOAL LU-3 Create a mixed-use Urban Village that focuses commercial activity along Winchester Boulevard, is pedestrian focused, enhances the quality of life for residents in surrounding communities, and supports existing and planned public transit.

Policies

Policy 3-14: Encourage new development to include uses with a mix and intensity that supports transit ridership, walking, and biking.

Policy 3-15: New development along Winchester Boulevard should include ground floor commercial and/or active spaces such as lobbies fronting the street and wrapping the corner when located on a corner lot.

Action Item

- » When the entire commercial allocation for the Village is met, explore an Urban Village Plan update during the nearest Four-year review, and during the update, consider allowing residential in a mixed-use format on commercial-only land use designations within the Urban Village boundaries.

3.4-3 PEDESTRIAN- AND BICYCLE-FRIENDLY ENVIRONMENT

GOAL LU-4 Foster a development pattern that supports the creation of a walkable dynamic environment and reduces motor vehicle travel by encouraging the use of alternative travel modes.

Policies

Policy 3-16: Prohibit drive-through uses in the Winchester Urban Village.

Policy 3-17: Prohibit self-storage and “big box” building formats in the Winchester Urban Village, except as a part of a vertical mixed use development that is pedestrian- and bicycle-

accessible and is otherwise consistent with the urban design polices of this Plan.

- Policy 3-18:** Motor vehicle uses, including auto repair, automobile sale and rental lots, and auto parts sales are allowed as interim uses. Ultimately this Plan intends that they be redeveloped with pedestrian and transit supportive uses over time.
- Policy 3-19:** Locate buildings that specifically serve individuals with disabilities or seniors near accessible pathways to transit and public services.
- Policy 3-20:** New development should support and enhance the pedestrian and bicycle environment and provide greater connectivity to the overall network.

3.4-4 DIVERSITY OF HOUSING

GOAL LU-5 Support a range of housing types within the Winchester 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.

GOAL LU-6 Integrate affordable housing within the Winchester Urban Village by allocating 25% of the total new residential units to be affordable.

Policies

- Policy 3-21:** 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 3-22:** Facilitate opportunities to incorporate innovative design and program features into affordable housing development, such as neighborhood hubs, community gardens, car-sharing, and bike facilities to increase access to health and transportation resources.
- Policy 3-23:** Encourage the development of micro-units or affordable by design units for new residential or mixed-use development within the Urban Village.
- Policy 3-24:** Facilitate housing that is affordable to those employed in population-serving business in the Urban Village area.

Action Item

- » The City should aggressively pursue incentives for developers to include onsite affordable housing for new projects.

3.4-5 PLACEMAKING AND OPEN SPACE

GOAL LU-7 New development should increase the total area of public space that serves existing and new residents.

Policies

Policy 3-25: Larger developments, especially mixed-use residential projects, should incorporate publicly accessible space such as plazas and pocket parks. Such spaces should be privately owned and maintained.

Policy 3-26: Consider allowing the reduction of required private open space in residential development when publicly accessible open space is significantly increased, well designed, and usable.

Policy 3-27: Ensure that new development provides convenient, walkable pedestrian connections through the site and to existing and planned open spaces.



CHAPTER 4
**PARKS, PLAZAS,
 & PLACEMAKING**

4.1 Introduction

The Parks, Plazas, and Placemaking chapter offers a menu of strategies for the creation of new publicly accessible open spaces within the existing and planned context of this area of San José. It is vital to the health of existing communities and the success of new residential and commercial development that the neighborhood has well-designed and accessible public spaces. The Winchester Urban Village Plan Area is currently underserved by these facilities and current land use patterns present significant challenges that must be overcome to create more recreational open space. Strengthening the sense of place within the Winchester Urban Village is also an essential expression of the community's unique character and can help in building a safe walkable and bikeable public realm. The integration of public art into public spaces should play a central role in building that sense of place through reinforcing landmarks and community identity.

This Plan is intended to ensure that the recreational and open space needs of new residents and visitors will be accommodated, while at the same time addressing the existing shortage of parkland which current residents experience. This Plan envisions an 'all of the above' approach to create an interconnected network of parks, plaza, pedestrian areas, and open space that will expand recreational opportunities and 'build community through fun' in the Urban Village. Within this framework, traditional parks, multi-purpose plazas, pocket parks, paseos, paths and bikeways, are all part of

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a development tool kit to increase public open space and connectivity. Designed with high-quality, native and drought tolerant landscaping, as well as public art, each type of public space can provide much needed opportunities for recreation and social interaction, and enhance the identity and visual character of the Winchester Urban Village.

Historically, parks in San José have been developed as large standalone green spaces of at least one acre in size. These spaces provide the community with more traditional recreational opportunities such as ball fields, playgrounds and trails. The closest such park is Marijane Hamann Park just outside the eastern boundary of urban village and not easily accessible to many in the Urban Village and surrounding community.

Today, as San José focuses on the design of urban villages with more dense development patterns, there is a need for an adaptive recreation and open space model that reflects all opportunities including smaller, more urban public spaces. As such, this plan envisions the development of a Green Necklace or circuit circling the Winchester Urban Village. The Green Necklace concept, has deep roots in urban planning and has been borrowed from cities like Boston, MA and Buffalo, NY, where a variety of public and private open spaces link together to create a broad interconnected system of vibrant public spaces and iconic community interactions. In the Winchester Urban Village, a mix of public and publicly accessible, but privately maintained connected open spaces, would ring the Urban Village and connect residents to nodes of commercial and social activity.

As new development occurs, space on each site will be dedicated to public access, parks, and/or open space purposes. Over time this process will encircle the Urban Village and work in concert with public bikeways to create a seamless automobile free transportation and recreation network stitching the community together and providing a pleasant pedestrian environment for all ages to access their neighborhood core. In this way, an Emergency Vehicle Access (EVA) might double as an active paseo, while a large multi-purpose plaza or small corner plaza, could each contribute to the overall character of the village and complement each other with a variety of recreational opportunities and features. Most critical to the implementation of this strategy is an emphasis on diverse experiences, continuity of place, and interconnectivity. It is essential that these spaces be located where they can easily and logically connect together to create a string of connected public spaces serving the Urban Village and its surrounding neighborhood.

Other strategies supported by this Plan is the use of “reclaimed” space for pocket parks or even larger open spaces. A well-developed “Pavement to Parks” policy, could facilitate the consolidation of surface parking into parking garages, while leaving ground space to be reclaimed as public parks. Additionally, green connections or large setback areas could be

reclaimed and programed for a pocket park. Parks department can also create parks through land acquisition. Land acquisitions includes site assessment, appraisal, and funds available.

A Green Necklace circling the Winchester Urban Village would create a series of various open space and park areas that would be publicly accessible, but privately maintained.



This is a conceptual diagram and further implementation of this concept requires further analysis and coordination between the City and the community (This page will be replaced with better quality graphics without changing the concept).

4.2 Parks and Plazas



Neighborhood parks often have active facilities with a community center or clubhouse.



Multi-purpose plazas may be entirely or partially hardscape and surrounded by active uses, creating opportunities for food trucks or farmers' markets.

Open spaces within this Plan are envisioned on both publicly owned (City) sites and privately owned publicly accessible spaces. Whether publicly or privately owned, open spaces must collectively create an interconnected system that meet the needs of the Urban Village. Below is a description of each type of open space envisioned for this urban environment, followed by goals, policies and guidelines.

Traditional Parks

Traditional parks tend to be larger parks (over 1 acre in area) that are owned and maintained by the City. In order, for a parcel to be officially designated as parkland, the City must first own the property. The City mainly finances park land acquisition and park development through four sources of funding: 1) Construction & Conveyance Tax revenue; 2) Parkland Dedication Ordinance/ Park Impact Obligation (PDO/PIO) fees; 3) revenue from the previous sale of General Obligation Bonds (Parks and Recreation Bond Projects Fund); 4) private donations; and 5) Federal, State, and local grants.

The City's Park Impact Ordinance (PIO - SJMC 14.25) and Parkland Dedication Ordinance (PDO - SJMC 19.38) is the primary source of funding for land acquisition and park development. Housing developers are required to dedicate land, improve parkland, and/or pay a parkland fee for neighborhood and community parks and recreational facilities under the PIO and PDO. Pursuant to these ordinances a residential project's parkland obligation under the PIO and PDO is equivalent in value or property to three acres for every 1,000 new residents added by the housing development. The PDO requires that new residential or mixed-use development that includes residential units dedicate land for public parks, or pay a fee in lieu of parkland dedication, or construct new recreational facilities, or provide improvements to existing facilities or provide a combination of these.

Multi-Purpose Plaza (Plaza)

Plazas represent a creative way to provide publicly accessible open space in urban areas. Plazas are spaces that are open to the public, and may be owned, developed and maintained either privately or publicly. This Plan requires the dedication of land or construction of a privately owned and publicly accessible plaza by a residential developer to receive parkland credit as part of their obligation under the City's Park Dedication and Park Impact Ordinances (PDO/PIO).

Plazas should be visually engaging gathering spaces for community members to socialize and to hold neighborhood events. Features such as art installations, fountains, and unique landscaping draw the eye to these lively, urban focal points. These spaces could also be used for commercial



activity including outdoor seating for restaurants and cafes, or active spaces for food carts and farmers' markets. A plaza location should contribute towards the area's strong, positive, and unique identity.

Pocket Parks

Pocket parks contain landscaped areas and neighborhood-serving amenities. Pocket parks are typically built on single lots or irregularly shaped pieces of land and would ideally be owned and maintained by private developments. Pocket parks may be constructed by residential developers on private property that is made publicly accessible and are privately maintained. Pocket parks are intended to be areas to socialize, sit and relax, and play. Pocket parks can include fenced children play areas (i.e. "tot lots").

Potential Location of a Park or Plaza

The City of San José has acquired a park at 3257 Payne Avenue, it is currently the home of the Pueblo De Dios Church, with an existing community garden and a playground. This property will be able to accommodate an approximately 1.9-acre park in the future.



Pocket parks or parklets may create additional green space, non-traditional open space for social interaction, and utilize small, irregularly shaped land.

FIGURE 4-1: PARKS AND OPEN SPACE FRAMEWORK



4.2-1 PARKS AND PLAZAS

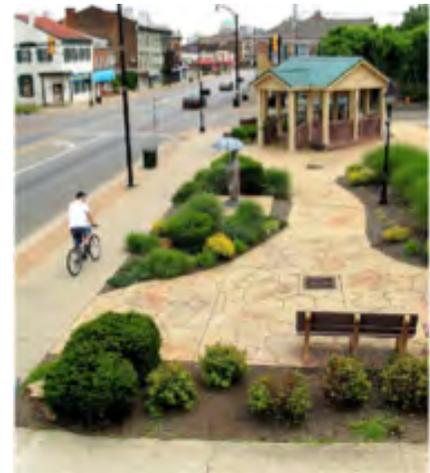
GOAL P-1 Create public parks and plazas that are attractive, vibrant, and provide places for community activities and interaction that will contribute to the livability of the Winchester Urban Village.

Policies

- Policy 4-1:** Provide a system of parks that serves the needs of both the existing and future residents of the Village as well as surrounding community.
- Policy 4-2:** Neighborhood parks should be designed and configured in a manner that provides secure and usable open space and maximizes accessibility to the surrounding community.
- Policy 4-3:** Support development of parks that benefit people of all ages.
- Policy 4-4:** Promote the use of native and/or drought tolerant vegetation in new parkland development which advance more sustainable water conservation practices *and have the ability to support regional habitat, including pollinators and bird species.*
- Policy 4-5:** New development should be designed to address and be integrated with adjacent open spaces.
- Policy 4-6:** Parks and plazas shall be appropriately programmed and properly maintained appropriately for their setting and desired level of use.
- Policy 4-7:** Support the redevelopment of excess land (reclaimed space, e.g. large landscaped buffers, setback areas, extra right-of-way, etc.) into useable active or passive pocket parks through a joint use agreement with the property owner and the City of San José or other appropriate mechanism.
- Policy 4-8:** Support and encourage the redevelopment of surface parking lots into public parks by consolidating the surface parking into parking garages.

Action Item

- » Explore opportunities for the City to acquire property specifically for park development, especially properties designated in the Plan's Land Use Diagram as Open Space, Parkland.



Neighborhood parks should be designed so they are accessible to all ages.

Goal: A goal is a desired result or possible outcome that the Plan envisions; a desired end-point in some sort of assumed development.

Policy: A course or principle of action adopted or proposed by the Plan.

Guideline: Recommendation that should be incorporated into future efforts.

Action item: A Recommended action that the City or Community should take after the Plan is adopted by the City Council.

GUIDELINES

Parks and Plazas

Location and Scale

- Public plazas should be completely visible from at least one street frontage and as feasible, be at least 50% visible from a secondary street frontage.
- Locate and orient plazas to maximize sunlight access throughout the day and provide uses that take advantage of the sunny location (e.g. cafés and patios). Encourage south-facing parks, as they maximize the space's exposure to direct sunlight.
- The recommended size of a public plaza is 15,000 to 20,000 minimum square feet to allow flexibility in use. Larger plazas can be considered if they are deemed appropriate within a central location in the Urban Village and type of development (i.e. mixed use) supports a viable plaza.
- Plazas and pocket parks should be of a minimum size of 2,000 square feet. This type of smaller plaza should have an appropriate width and length dimensions to provide sufficient pedestrian circulation, street furniture, trees and landscaping, other recreational amenities, and public art. A pocket park may be a smaller size only if it provides high quality design, materials and urban amenities.
- Avoid fragmentation of open spaces where

possible. Larger areas provide more flexibility to accommodate a range of social functions as well as more usable space and easier irrigation.

- Parks and plazas should connect to bike and pedestrian facilities and be a part of an interconnected pathway or parkway system where feasible.
- Parks and plazas should reflect the design and placemaking elements of the surrounding area through the use of architectural styles, signage, colors, textures, materials and other elements.

Uses & Programming

- Provide a variety of seating opportunities such as traditional benches as well as mobile chairs. Mobile chairs will give the users the ability to rotate the chairs for sunlight or shade and to allow the public to create seating arrangements that meet their needs at the moment they are being used.
- At the time of design and construction, plazas should be designed to accommodate pop-up retail; include removable bollards, power outlets, clips on the ground, and plug and play for music performance.
- Parks and plazas should consider water features, canopies, trees, planting, public art installations, children's play facilities, concession stands or



Parks and plazas may create a sense of community engagement, discovery, and connection in the Winchester Urban Village.

washrooms where appropriate.

- Publicly accessible open space should be accessible to the public from 6 a.m. to 10 p.m. seven days per week.
- Encourage edible gardens to improve access to fresh food.
- Consider a dog park as a part of pocket parks where appropriate and if it is privately maintained.

Edges and Access

- Parks and plazas should be primarily defined by adjacent buildings, which will contribute to the unity and environmental quality of the space.
- Plazas should generally be located at the same grade level as the public sidewalk. Where changes in grade are an important element of the overall design and programming, clear and direct access from the public sidewalk should be accommodated, and universal accessibility provided.
- The edges of plazas should be lined with active uses at-grade, including building entrances, to animate and support the open space.
- Ensure the edges of open spaces that abut public sidewalks are unobstructed.
- Consider pedestrian movement through the site.

Adjacent or nearby public uses such as open spaces, schools or community centers might inform where and how pedestrian circulation networks should be provided. Consider existing and potential pedestrian desire lines in the design and placement of walkways.

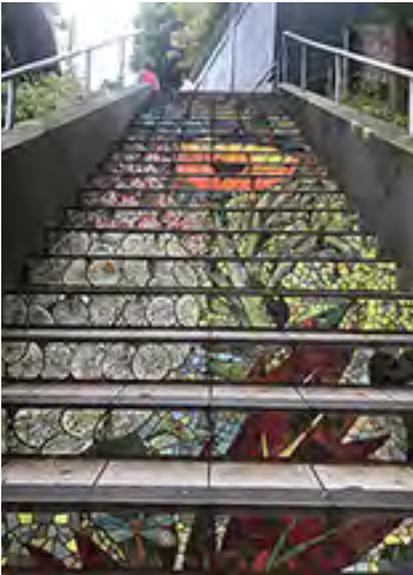
- Locate active uses along the edges of open spaces to create eyes on the street. Spill-out spaces, such as patios are encouraged.
- Pocket parks should be located near building entrances, windows, outdoor seating, patios, or balconies that overlook park spaces, and other areas with strong pedestrian activity.

Landscape & Amenities:

- Small scale elements should be used to create a human scale, and to define smaller sub-areas within the parks and plaza for ample seating and gathering in the sun and shade.
- Plant materials should be tolerant of urban conditions.
- Ensure all elements, including adjacent building façades, paving and planters are of a high-quality design, materials and construction.
- Provide pedestrian scale lighting at appropriate locations.



Appropriate seating, pedestrian scale lighting, and weather protection elements should be provided when possible.



Privately owned, publicly accessible spaces create opportunities for local businesses to host events and engage with the community.



4.2-2 PUBLICLY ACCESSIBLE AND PRIVATELY MAINTAINED URBAN PLAZAS

GOAL P-2 Create publicly accessible, but privately owned urban plazas to provide the area with additional public spaces.

Policies

Policy 4-9: As new development occurs, space on each site should be dedicated to some form of open space. These spaces should be located so as to easily and logically connect with other open spaces in the surrounding area to create a connected Green Web of open space throughout the Urban Village.

Policy 4-10: Integrate publicly accessible, but privately owned and maintained urban plazas into new development that are attractive, vibrant and that provide for community activities and space for casual interactions.

Policy 4-11: Encourage new plazas to be business supportive allowing for flexible expansion of business into private park space on a seasonal basis. This approach will encourage economic development, through the provision of additional amenities serving businesses that wish to locate in the area.

Action Items

- » As part of the planned nexus study for San Jose's PDO/PIO program, which is expected to follow the City's 2018 Greenprint update, the City should reconsider its policies on private recreation areas; specifically, those which give credits for entirely private recreation space. Instead, the City should explore approaches that encourage privately maintained open space, which is also fully accessible to the public.
- » Explore policy or ordinance changes that would facilitate the development and maintenance of privately-owned plazas, pocket parks, and paseos within the Winchester Urban Village.
- » Explore modifying PDO/PIO requirements to allow commercial activities like farmer's markets and café seating to occur within privately owned but publicly accessible multi-use spaces, which are credited towards meeting the PDO/PIO requirements.

4.3 Paseos and Pedestrian Pathway System

A paseo can function as a passive green buffer that visually screens more intensive development from an abutting single-family neighborhood while providing circulation paths for bicycles, pedestrians and automobile.

A paseo can also function as an active linear public space that creates connectivity to adjacent sites and provides an opportunity for more intensive uses such as sitting, gathering, public art, and social interaction. This concept is showcased at a development called The Meridian at Midtown located between Race Street and Meridian Avenue in the West San Carlos Urban Village and is also proposed at the Great Oaks Development in North San José connecting River Oaks Parkway to Coyote Creek Trail. Similarly, the former San José Redevelopment Agency successfully executed several paseos, such as the Paseo de San Antonio, that were envisioned in the San José Downtown Streetscape Master Plan (2003).

Under certain criteria, including public access, active paseos constructed by residential developers on their private property may be eligible for “private recreation” credit toward their obligation under the City’s Park and Dedication and Park Impact Ordinances (PDO/PIO).

For guidelines and standards, refer to Chapter 5, Urban Design.



Paseo design shall include pedestrian/bike only paths, signature landscape schemes and simple amenities, such as seating and water fountains.



Public art may be incorporated into streetscape elements like utility covers and crosswalks.



Public art may be thought provoking and reflect cultural values of the Winchester Urban Village.

*“As both an overarching idea and a hands-on approach for improving a neighborhood, city, or region, **Placemaking** inspires people to collectively reimagine and reinvent public spaces as the heart of every community.*

*More than just promoting better urban design, **Placemaking** facilitates creative patterns of use, paying particular attention to the physical, cultural, and social identities that define a place and support its ongoing evolution.”*

Project for Public Spaces

4.4 Placemaking

To create a sense of place in the Winchester Village, incorporate public art into new commercial and residential development, bus stops, plazas, and the public right-of-way, including the sidewalk and the median island within Winchester Boulevard. Public art can be traditional sculpture or murals, and can also be incorporated into the infrastructure and amenities of an area such as sidewalks, street furniture, wayfinding elements, transit systems, and lighting. It may be temporary or long term in nature. Depending on the funding sources, public art can also include “plug and play” events and performances within parks and plazas. Public artists can be involved in the design development of projects in collaboration with architects and/or landscape architects. The public art process also provides opportunity for the community to provide information and inspiration to commissioned artist as part of the design process, and gives them a greater sense of involvement.

Such placemaking elements were highlighted objectives of the residents who attended public meetings, and include the following:

- Public art + parks and green spaces (25% of comments)
- Enhanced landscaping
- Street/tree lighting
- Student/resident artwork on mural or utility boxes
- Community events: farmers’ markets

As the Winchester Village evolves, Public art and public space activation will play a significant role in engaging the community, creating an identity for the neighborhood, and enhancing the quality of experience in the area. Business and property owners, as well as resident groups, could initiate public art projects or event programming, obtaining guidance from the City where needed. Artists, integrated early into the design of public infrastructure and private development, can identify new ways of project delivery that enhance the outcome of the public art into the public realm and private development. Successful public art implementation would contribute greatly to “branding” distinguishing Santana Row/Valley Fair Urban Village, and giving it a memorable identity.

4.4-1 GOALS AND POLICIES

GOAL P-3 Include a diverse and stimulating public art and public space activation to enhance the pedestrian experience, and improve the economic vitality of this Urban Village.

Policies

- Policy 4-12:** Public art should be considered in the development of open spaces and public facilities, including sidewalks, streets, parks, plazas, transit stops, wayfinding systems, trail network, and community facilities.
- Policy 4-13:** Engage the surrounding community in the development of public art to distinguish and increase the relevancy of the artwork to the community aspirations. Cultivate community-based art projects.
- Policy 4-14:** Integrate artists early into the design of public infrastructure and private development to provide a sense of place, and enhance the quality of experience in the area. Including artists early increase opportunity to integrate artwork and artistic treatment and leverage funds for more impact.
- Policy 4-15:** Locate plazas in the areas that will support community events such as farmer’s markets, art fairs, live music and other periodic special programming.
- Policy 4-16:** Public art should be designed to contribute to both day and night identity of place.
- Policy 4-17:** Incorporate art into streetscape elements such as crosswalks, bus stops, light poles, bicycle racks.
- Policy 4-18:** Engage the surrounding community to ensure that public art is authentic and reflects the cultural values of the Winchester Urban Village and surrounding community.
- Policy 4-19:** Encourage local business owners and resident groups to initiate cultural events that help foster a strong art community in the Urban Village.
- Policy 4-20:** Activate public spaces with events and other activities that enhance the character, identity and attractiveness of the Urban Village.

Action Items

- » Explore strategies to allow for the continued funding of public art.
- » Work with the residents, businesses, artists, and property owners to identify potential locations for art installations.



Public art incorporation shall be designed to provide a sense of place and respond to both daytime and nighttime activities.

GUIDELINES

A toolkit for Art and Placemaking: elements that frame and define a place

The following are intended to provide guidelines for community, and public and private development to integrate public art with places and in placemaking.

- **Elements of Distinction** are unique, memorable features.
 - Add meaning and metaphor to spaces to communicate and reflect the lives, values, and priorities of the community that lives within or adjacent to the Urban Village.
 - Consider art as a large scale and character defining element.
 - Incorporate iconic, destination-quality artwork, particularly in commercial development and open space where the scale of the location may support larger scale artwork.
 - Consider art to be iconic or functional.
 - Integrate art with linear parks. For example, incorporate art in unique small park gathering spaces that can provide comfort.
 - Merge art and play areas.
 - Incorporate art into pedestrian bridges and passageways to create a unique experience and welcoming place.
 - Consider small-grain details in placemaking. For example, provide special paving in design of new landscapes.
 - Consider interactive public art installations
 - This Plan supports an element of distinction at the south end of the Winchester Boulevard adjacent to the border of City of Campbell to highlight the entrance to the Urban Village and City of San José.



Crosswalk coloring, downtown San José



Art installations are encouraged to be iconic, functional, and interactive.

- **Elements of Continuity** are repeated elements that create a sense of character.
 - Unify major streets by incorporating design elements into the streetscape such as surface treatment and crosswalks, special lighting, unique seating, specially treated bike racks and utility covers with fine-grained covers, and utility boxes with public art.
 - Incorporate interactive art projects and designate locations to accommodate a program of changing temporarily-placed artwork.
 - This Plan encourages public art and placemaking as elements of continuity along Winchester Boulevard considering the nature of this Urban Village as a corridor. This element can create rhythm, harmony and visual sequence for this Urban Village.



Elements of continuity and change celebrate the character of the Urban Village area.

- **Elements of Change** are temporary features such as, performances, events, festivals, and fairs.
 - Employ temporary and interactive placemaking that varies users' experience of a space at different times of the year.
 - Use public art as social engagement, such as pop-up eateries serving a range of food from different cultures.
 - Use public art to celebrate community rituals, such as special events to celebrate cultural, religious and spiritual activities.



Swing: An interactive art installation in downtown San José that consisted of a series of musical swings



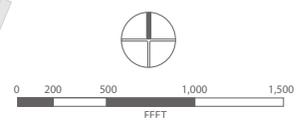
ELEMENTS OF DISTINCTION



- Ideas in this page are inspirational and not prescriptive.
- Elements of distinction could be used at nodes and areas of gatherings.

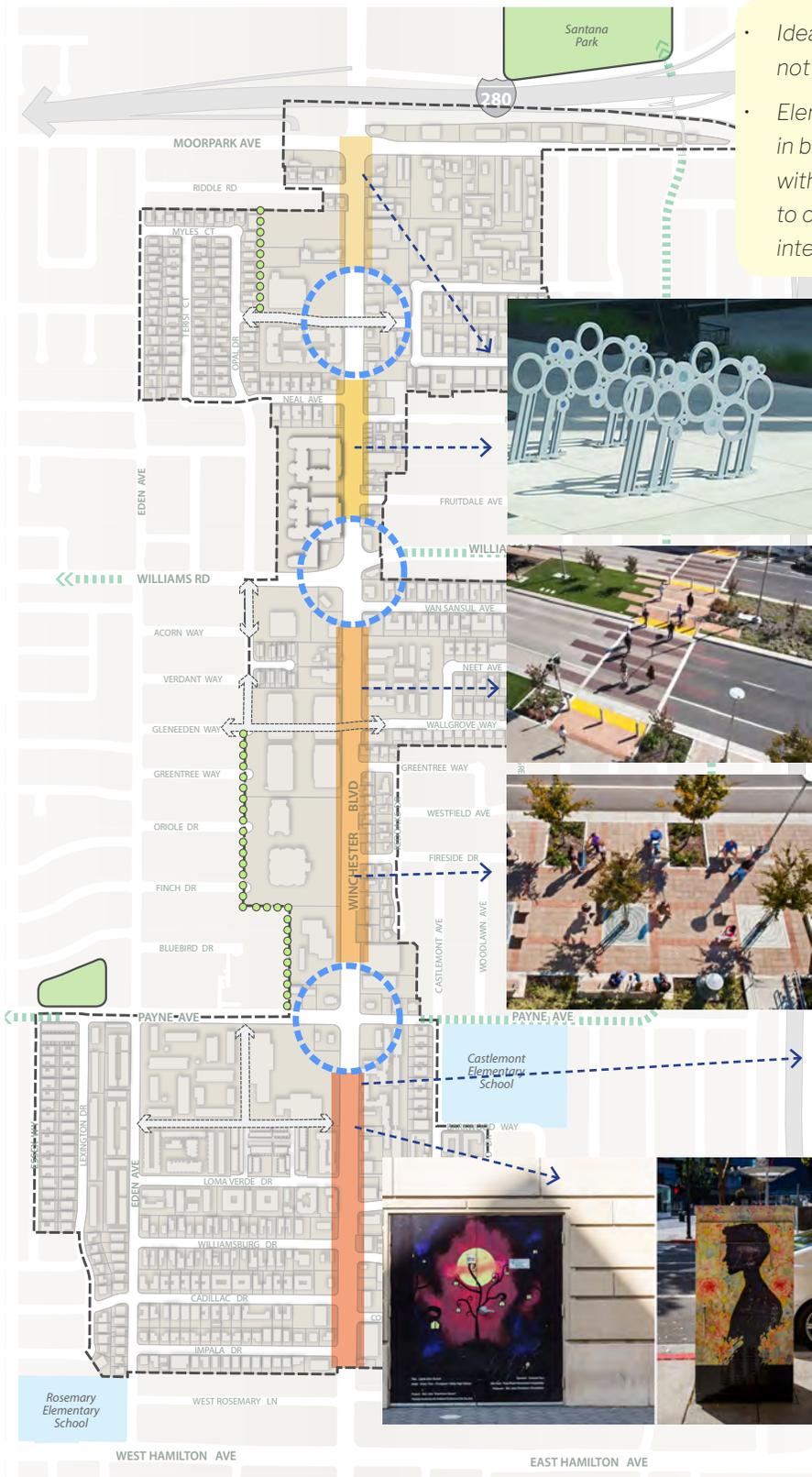


 Active Node
(Emphasize on Public Art and Placemaking)



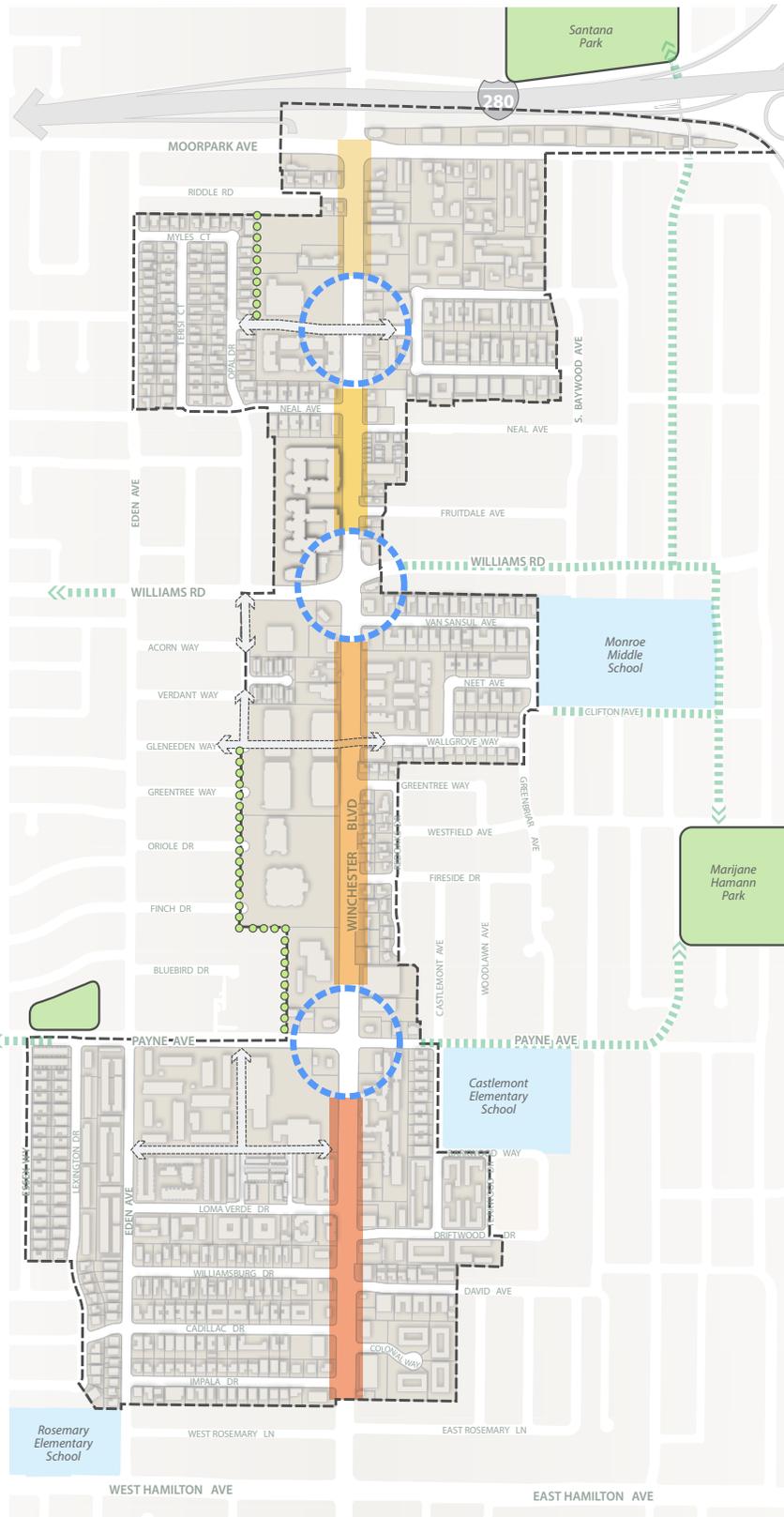
ELEMENTS OF CONTINUITY

- Ideas in this page are inspirational and not prescriptive.
- Elements of continuity could be used in between nodes (at areas identified with variation of yellow on the map) to create rhythm, harmony and visual interest.



Active Node (Emphasize on Public Art and Placemaking)

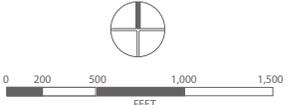
ELEMENTS OF CHANGE



- Ideas in this page are inspirational and not prescriptive.
- Elements of change could be used in at the nodes or between nodes to create variety, temporarily activate public spaces, and bring life to Winchester Boulevard.



 Active Node
(Emphasize on Public Art and Placemaking)



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CHAPTER 5
URBAN DESIGN

5.1 Introduction

This chapter presents an overall urban design framework for the Winchester Urban Village. The urban design goals, standards and guidelines presented in this chapter lay the groundwork for a distinctive and neighborhood-oriented Village. The framework promotes an attractive and accessible Urban Village that promotes pedestrian activity in selected areas; and ensures that higher-intensity village development is compatible with and supports the many existing neighborhoods both within and near the Village. In general, the urban design framework focuses on the Village’s character and livability. The organization of this chapter is as follows:

- **Section 5.1: Existing Urban Design Conditions** describes the Village’s major challenges in terms of urban design.
- **Section 5.2: Urban Design Framework** is a tool used to guide future change and growth that helps to illustrate the community’s future aspirations. Included for each topic are standards, which are requirements for all project applicants, and design guidelines, which are recommendations that will ensure quality design.
- **Section 5.3: Visualizations** presents two photosimulations portray examples of the future of the Winchester Boulevard and Stevens Creek Boulevard corridors. Also included are illustrations of how two development opportunity sites—case studies A and B—may achieve the urban design goals and comply with the standards and guidelines listed in Section 5.1.

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The **Public Realm** generally refers to all areas to which the public has access (such as streets, paseos, parks, plazas and bridges). This includes the publicly available spaces between buildings, along with the spaces and the buildings or other structures that enclose them. See **glossary** for more definitions.

5.2 Existing Urban Design Conditions

The existing Winchester Urban Village is generally characterized by the mixed-use, auto-oriented Winchester Boulevard and the predominately residential areas to the east and west of the Boulevard corridor. Building heights are one to three stories, with a few residential buildings reaching four stories. Commercial development along Winchester Boulevard generally prioritizes vehicular circulation by providing ample surface parking, often located along the Winchester Boulevard frontage, as well as frequent curb cuts. In general, pedestrian and bicyclist access along and across Winchester Boulevard is compromised by long blocks and crossing distances, narrow and/or discontinuous sidewalks, lack of buffers between sidewalks and vehicular traffic, and limited bicycle facilities. East-west connectivity is especially limited by the lack of through streets or pathways between large developments and long blocks.

*“As both an overarching idea and a hands-on approach for improving a neighborhood, city, or region, **Placemaking** inspires people to collectively reimagine and reinvent public spaces as the heart of every community.*

*More than just promoting better urban design, **Placemaking** facilitates creative patterns of use, paying particular attention to the physical, cultural, and social identities that define a place and support its ongoing evolution.”*

Project for Public Spaces

For information on placemaking refer to Chapter 4 (Parks, Plazas and Placemaking: Section 4.3

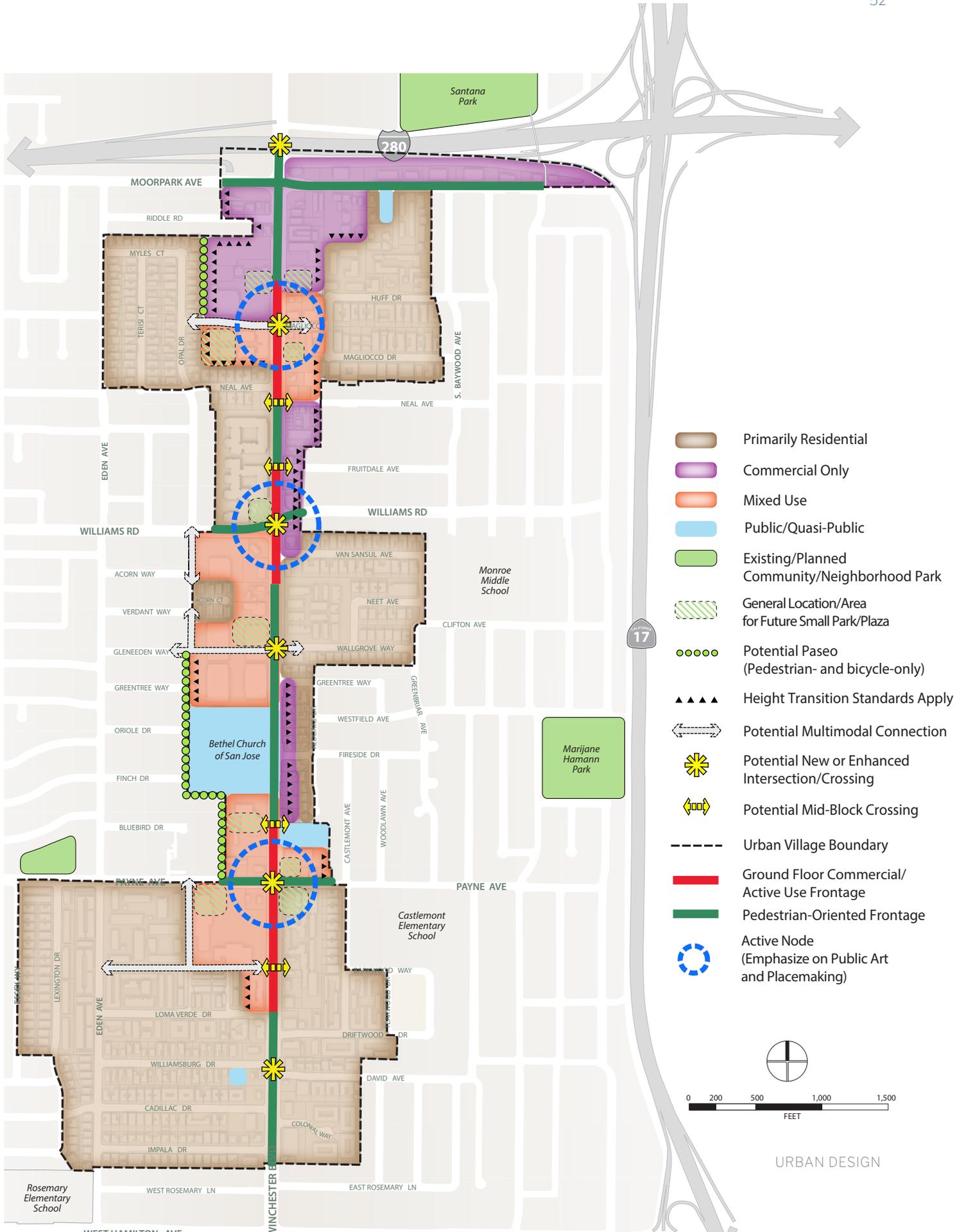
5.3 Urban Design Framework

Figure 5-1 describes the Plan’s vision for the Village’s urban design framework. The framework focuses on the many elements of the Village’s visible and accessible public areas. This includes open space areas, connections to major roadways and destinations, the space between buildings and streets, and buildings themselves – all of which contribute to the area’s identity as a vibrant and walkable mixed-use San José Urban Village. There are three areas identified as “active nodes” with emphasize on public art, **placemaking** and high quality architecture and well-designed ground floor for future development. This idea is borrowed from “ Winchester “Corridor Enhancement Strategy”, a document created by the community and former San José Redevelopment Agency in 2010. This section includes a discussion of the major elements of the Urban Design Framework, followed by relevant standards and design guidelines.

The five major elements of the Urban Design Framework discussed in this section are:

- A Cohesive and Pedestrian-Oriented Village
- Quality Building Design
- Compatibility of Building Height, Placement and Scale
- Access through Paseos, Pathways, and Parking
- A Visually Appealing and Environmentally Sustainable Village

FIGURE 5-1: URBAN DESIGN FRAMEWORK



- Primarily Residential
- Commercial Only
- Mixed Use
- Public/Quasi-Public
- Existing/Planned Community/Neighborhood Park
- General Location/Area for Future Small Park/Plaza
- Potential Paseo (Pedestrian- and bicycle-only)
- Height Transition Standards Apply
- Potential Multimodal Connection
- Potential New or Enhanced Intersection/Crossing
- Potential Mid-Block Crossing
- Urban Village Boundary
- Ground Floor Commercial/Active Use Frontage
- Pedestrian-Oriented Frontage
- Active Node (Emphasize on Public Art and Placemaking)





The top photo shows active uses that attract foot traffic, while the bottom photo shows private uses. Both frontages, however, feature transparency and pedestrian-oriented design.



A vibrant public realm can make a street safer as well as more pleasant for the community.

5.3-1 A COHESIVE AND PEDESTRIAN-ORIENTED WINCHESTER BOULEVARD

The Urban Design Framework for the Winchester Urban Village focuses on a higher-intensity mix of uses throughout the village, particularly along Winchester Boulevard. As shown in Figure 5-1, the residential character is preserved in much of the Village while Winchester Boulevard is lined with mixed-use (shown in orange) and commercial (shown in purple), as well as residential-only uses (shown in brown). The framework also contains other features that strengthen the connectivity to and from Winchester Boulevard, including several potential mid-block crossings; enhanced intersections; and new vehicular rights-of-way across the Boulevard.

While permitted uses are described in Chapter 2, the urban design framework will help shape the character of the street frontage through ground floor frontage design. Throughout the Village, a cohesive and pedestrian-friendly realm is supported by appropriate uses and building frontages that are attractive, engaging, and sensitive to pedestrians' comfort. Two frontage types—Active and Pedestrian-Oriented—are applied to key frontages within the Village, as shown in Figure 5-1 and described in the following sections. Generally, Active Frontages apply to the areas with the Ground Floor Commercial Required Overlay designation, and Pedestrian-Oriented Frontages apply to the rest of the corridor as well as major east-west frontages near Winchester Boulevard. Existing City standards apply to the remainder of frontages in the Urban Village.

5.3-1.1 Active Frontages

This ground floor frontage type applies to two segments of Winchester Boulevard: between Magliocco Drive and Williams Road and between the proposed park south of Bethel Church and David Avenue. Active uses, which are uses that engage the public and foster an inviting and comfortable pedestrian environment, are required along these frontages. Active uses include retail, personal services, dining establishments, live-work spaces, lobbies, active community spaces, fitness centers, small parks, parklets, or plazas. Uses that may cause pedestrian-vehicle conflict or that are incompatible with pedestrian comfort are restricted or prohibited.

5.3-1.2 Pedestrian-Oriented Frontages

Pedestrian-Oriented Frontages prioritize pedestrian comfort and connectivity. This ground floor frontage type applies to the rest of Winchester Boulevard within the Urban Village. Along pedestrian-oriented frontages, active uses are encouraged but not required. Building frontages must incorporate detailed articulation and entrances must be designed at the pedestrian scale. Like on active frontages, uses that may

cause pedestrian-vehicle conflict or that are incompatible with pedestrian comfort are restricted or prohibited.

GOAL UD-1 Support an engaging pedestrian environment along Winchester Boulevard.

GOAL UD-2 Establish continuity between the public realm of the Santana Row/Valley Fair Urban Village and the Winchester Urban Village.

GOAL UD-3 Create a vibrant public realm at key focal nodes in the Winchester Urban Village.

Standards

- DS-1** Primary pedestrian entrances for both ground floor and upper-story uses shall face Winchester Boulevard.
- DS-2** Ground floor building frontages shall have clear, untinted glass or other glazing material on at least 60% of the surface area of the facade between a height of two and seven feet above grade.

Guidelines

- DS-3** Along all active frontages, a minimum of 75 percent of the ground floor linear frontage of any building must be active.
- DS-4** Along all active frontages and pedestrian-oriented frontages:
- Blank walls at the ground level should be no more than 20 feet in length.
 - Building frontages should incorporate detailed articulation and entrances that are designed at the pedestrian scale.
 - Loading docks and exposed parking should not be allowed.
 - Utilities and vehicular access points should be minimized.

Goal: A goal is a desired result or possible outcome that the Plan envisions; a desired end-point in some sort of assumed development.

Standard: Requirements that must be met in future efforts.

Guideline: Recommendation that should be incorporated into future efforts.



Pedestrian-scaled building design, together with active ground floor uses such as retail, small parks, or plazas, plays a critical role in creating an engaging and pedestrian-oriented urban village.





Traditional sidewalk cafe with awning and well-defined activates on the sidewalk that makes it inviting.

5.3-2 QUALITY BUILDING DESIGN

Building design shapes a building’s character and dictates how a building relates to the public realm. The composition of a facade can create visual interest and ensure pedestrian orientation, and building details and articulation can both create design variety and establish harmony within a development or among adjacent buildings. This section addresses all elements of building design that have an impact on the public realm and overall urban design of the Village.

5.3-2.1 GROUND LEVEL DESIGN – NON-RESIDENTIAL AND MIXED USE

Building design at the ground level is especially critical in an urban area with pedestrian traffic and active uses. This section lists standards and guidelines that will ensure that ground level commercial establishments contribute to the pedestrian oriented nature of the Village, and encourage individual storefronts to establish unique identity through façade articulation and creative design.

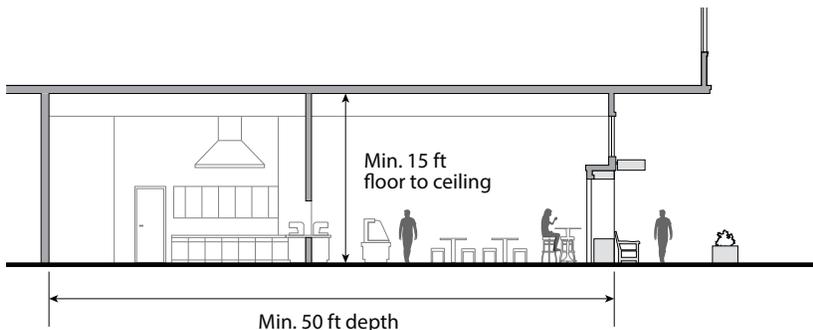
GOAL UD-4 New development should be supportive of a continuously engaging public realm.

Standards

DS-5 The minimum floor-to-ceiling height of the ground floor commercial space shall be a minimum of 15 feet and preferably 18 to 20 feet.

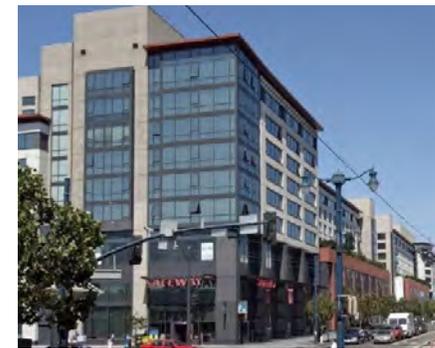
DS-6 The depth of ground floor commercial space shall be 50 feet minimum and preferably 60 feet. Exception:

- The above standard does not apply for well-designed small tenants spaces that would be ideal for small businesses such as pop-up stores and mini-shops.



Guidelines

- DG-1** Ground-floor entrances should be well-defined, inviting, easy to find and oriented to the pedestrians. Ground-floor facades shall be designed to give identity to each retail establishment, through recesses and architectural features that are integral components of the building's composition.
- DG-2** A minimum of one pedestrian building entrance should be provided along every 50 feet of public street frontage.
- DG-3** On corner lots where one side faces an active frontage, the active frontage ground floor transparency requirement should also apply to the first 20 linear feet of the ground floor frontage along the intersecting street.
- DG-4** The interior of ground floor commercial spaces should be designed with "stubbed-out" plumbing, electrical, mechanical, and ventilation systems, grease interceptor(s) on site, or grease trap(s) to increase their marketability and flexibility for future restaurant and food service/bakery type uses.
- DG-5** Franchise architecture is not desirable and should not be permitted.
- DG-6** Entrances to residential, office or other upper-story uses should be clearly distinguishable in form and location from ground-floor commercial entrances and must face a street or courtyard.
- DG-7** Incorporate awnings, porticoes, vertical massing elements, and other architectural elements.
- DG-8** Avoid opaque windows or windows covered with blinds at the ground floor.
- DG-9** Design the ground floor to have large areas of glass and avoid excessive mullions.

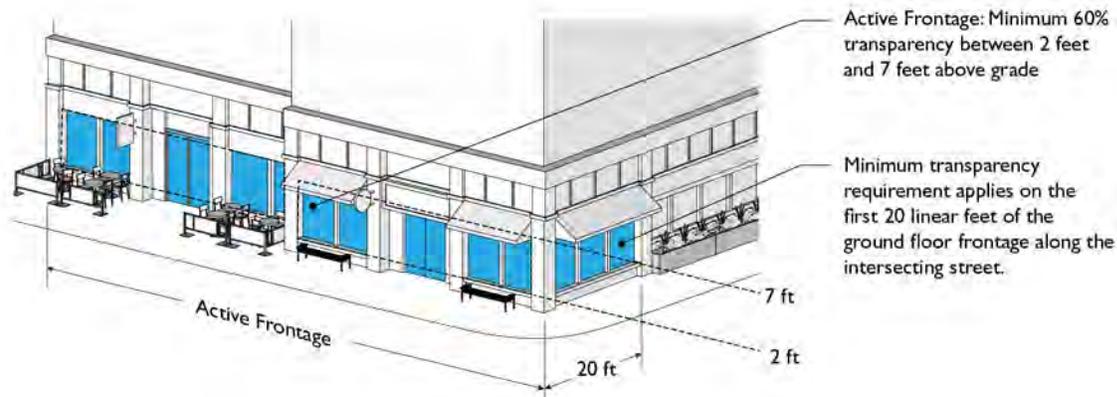


Daily use shops and restaurants can make an area more vibrant year-round.

Definition of DG-5:

Franchise-style Architecture:

Architectural design treatment that is generic in nature, intended to be repeated on a mass-scale throughout a large region without consideration of and adaptation to local visual or cultural context.





Streets lined with active uses, windows, creative signs, and pedestrian-scaled street furniture help create a vibrant district for visitors.



Ground floor retail, differentiated from the upper floors by a change in color, materials, and recessed storefronts that are separated from each other.

DG-10 Consider designing space that will allow the commercial use to spill over onto the public right of way to activate the street and engage the pedestrians. This may require a permit from the City of San Jose Department of Public Works.

DG-11 Design commercial establishments to complement the pedestrian oriented nature of the Village by providing connections adjacent paseos, or other pedestrian pathways.

DG-12 Provide opportunities for small pop-up stores that have a window opening to the street to create an interesting and engaging pedestrian environment.

DG-13 Incorporate creative signs that reflect the a unique character or identity of the establishment.

DG-14 Where there are large-format commercial uses on the ground, line them with active uses along the street frontage and public open space frontages.

DG-15 Activate the ground floor of parking structures by lining then structures with retail or other active uses.

5.3-2.2 GROUND LEVEL DESIGN – RESIDENTIAL

Where residential uses within the Village are located on the ground floor, the ground floor building design must engage with public realm and contribute to a comfortable and inviting pedestrian experience while still maintaining privacy for residential units.

GOAL UD-5 Residential development located at the ground level should contribute to an active public realm.

Standards

DS-7 Primary building entries, either individual or shared, shall be prominent and easy to identify; shall face a public street, pedestrian path or Green Connection; and shall incorporate a projection (porch, stoop, etc.), recess, or combination of porch or recess.

Guidelines

DG-16 Townhouse development should incorporate landscaping in the required setbacks.

DG-17 The finished floor elevation should be a maximum of three feet above the sidewalk elevation. Where the finished floor elevation is more than three feet above the sidewalk elevation, the elevation change shall be landscaped, terraced, punctuated with staircases at least every 25 feet, or otherwise treated with a transitional design feature.

DG-18 Generally, a minimum of one pedestrian building entry should be provided for each 50 feet of residential street frontage.

DG-19 Where residential units face public spaces such as streets, Paseos, plazas or courtyards, incorporate facing the open space should include porches, steps, patios, bay windows, balconies and/or stoops to maximize visibility and encourage social activity.

5.3-2.3 Whole Building Design

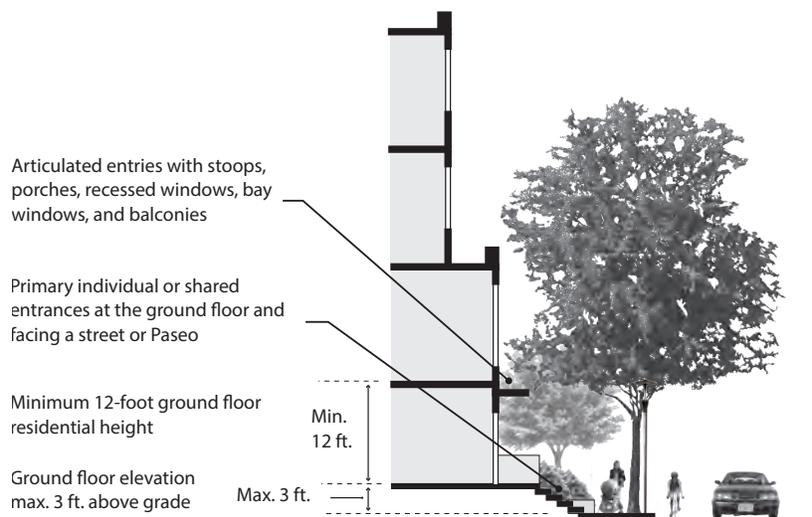
While ground floor design has an immediate impact on the pedestrian experience, it is essential that the entire building is designed in such a way that promotes building and neighborhood integrity. Building massing, scale, and overall design must be compatible with its height and use, as well as contribute to the Village identity and character. No particular building style is recommended for the Urban Village.

GOAL UD-6 Create a sense of continuity between existing and new development. New architecture and design should be high-quality and visually compelling.

GOAL UD-7 Design buildings to be flexible to accommodate a range of uses and adapt to changes in the market over time.

Standards

DS-8 All buildings shall contain the three traditional parts of a building: a base, a mid section, and a top. While a tower (typically above eight stories) may not have a distinct top feature, the building design shall distinguish the pedestrian-oriented base portion from the massing above.



Porches and stoops help emphasize the individual residential entry and encourage social interaction between tenants and passerby.



Residential entryways shall be prominent, well-defined, and pedestrian-scaled.



Large windows attract pedestrians by providing views to the interior of commercial spaces.



Ground floor retail with large windows and few mullions create better a connection between the interior space and the sidewalk encouraging pedestrians to stop, look and go inside.



DS-9 Buildings shall maintain facade quality of architectural articulation and finishes on all sides of a building that is visible to the public. Some of the architectural features of the main facade shall be incorporated into the rear and side elevations.

Guidelines

DG-20 Window design should reflect the different components of a building (ground floor lobbies, stair towers, office suites, or residential units).

DG-21 Street-facing residential units should be designed such that windows of primary living areas face the street.

DG-22 Building façades should be constructed of high quality and durable materials such as stone, brick, tile, wood, glass, and metal. Use of stucco shall be minimized and aluminum mesh is prohibited as a balcony material.

DG-23 Colors should be harmonious; however, color contrast is encouraged to create contrast and accentuate architectural forms and features.

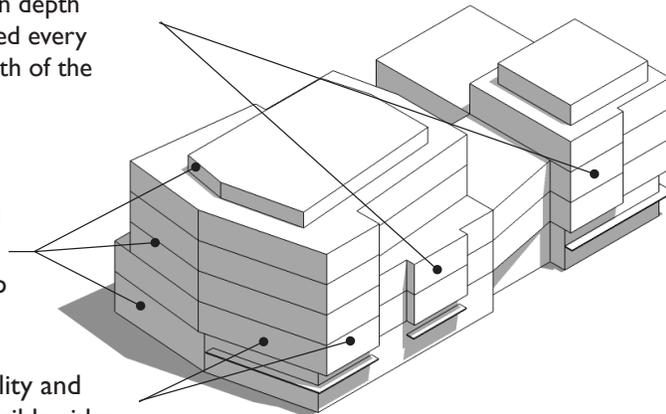
DG-24 Buildings wider than 75 feet should be subdivided into portions or segments that read as distinct volumes.

DG-25 The massing of building should be broken up through height variation and facade articulation such as recesses or encroachments, shifting planes, creating voids within the building mass, varying building materials, and using windows to create transparencies. Street-facing facades should include vertical projections at least three feet in depth for a height of at least two stories for every 25 horizontal feet.

Vertical projections at least two stories high and 3 ft. in depth should be incorporated every 25 feet along the length of the building facade

Building design shall incorporate a base, mid-section, and top

Maintain façade quality and articulation on all visible sides



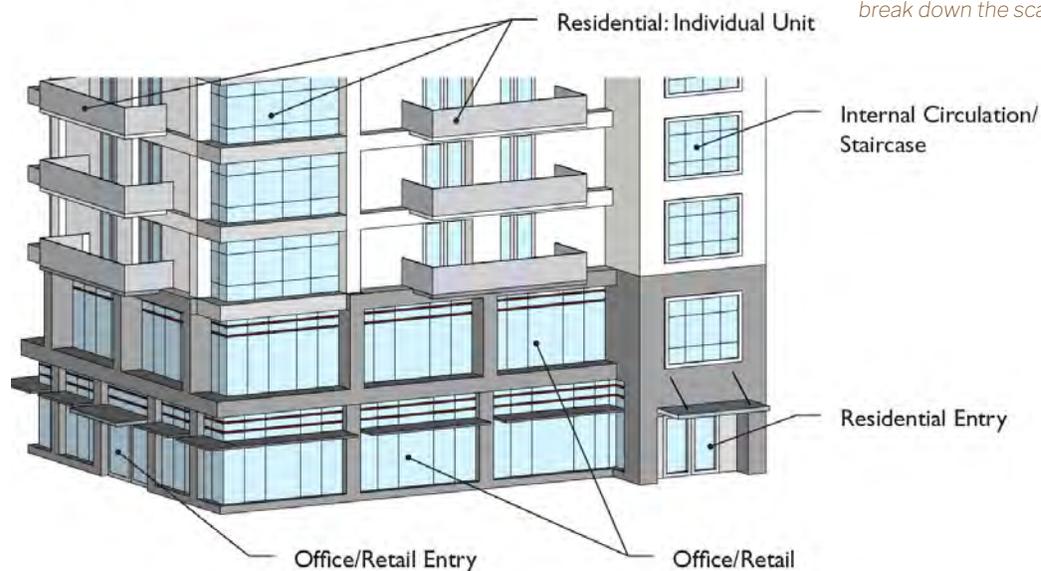
- DG-26** Roofs should be an integral part of the building design and should respond to the general design of other roofs along Winchester Boulevard and adjoining streets.
- DG-27** On buildings with flat roofs, include parapets that are finished with cornices or other horizontal decoration, or that have clean edges with no visible flashing.
- DG-28** Incorporate outdoor terraces and rooftop gardens that overlook the street and provide visual interest.
- DG-29** Design spaces that balance privacy and safety with access to air and sunlight by prioritizing south facing open space opportunities.
- DG-30** Recessed and projected balconies should be introduced as part of a composition that contributes to the scale and proportion of the building facades.
- DG-31** Design upper-story windows that are evenly spaced, vertically-oriented and similarly-sized to create a pattern along the street and give the building cohesion.
- DG-32** Incorporate creative elements into buildings for both functional and aesthetic purposes, such as vertical gardens (creative landscaping and temperature control).



The perceived building height and scale can be reduced by employing upper-story setback, change of materials and colors, and facade articulation.



Three parts of a building, base, middle, and top, is evident in the buildings below. Projection and recession in facades, variations in the height, projected or recessed balconies, and awnings help to break down the scale of a building.





Balcony and window placement and design can help define the building facade proportions and reduce the perceived bulk of a building massing.



Well-defined corner elements by recession, or projection, differentiation in height, transparency, and building materials. These corner elements make the entrance to the building identifiable, inviting, and human scale by breaking up the massing of the building.

5.3-3 COMPATIBILITY OF BUILDING HEIGHT, PLACEMENT AND SCALE

Building massing in any infill development must consider the scale and nature of the adjacent uses. This section establishes goals and standards for building height limits, placement, and bulk, with special attention paid to areas where infill village development is near existing residential neighborhoods. Together with density and intensity limits and other building and site design standards, the standards presented here will ensure context-sensitive design throughout the Village.

5.3-3.1 Building Height

While more intense land uses are generally allowed taller heights, building height does not correspond directly to land use. The Village's tallest height limit—85 feet—is applied to the north and south ends of the Village where ground floor commercial uses are required. The 85-foot height limit is also applied to the Reserve project site. Additional height may be permitted along Winchester Boulevard upon provision of community amenities, as described in Chapter 7.

Elsewhere along the corridor, building heights are limited to 65 feet. In a few locations, large parcels that lie behind Winchester Boulevard are limited to 55 feet to feather building heights down toward adjacent low-intensity residential uses. Urban Residential parcels not fronting Winchester Boulevard are limited to 45 feet in height.

GOAL UD-8 Create an urban environment where new development step down toward existing low-intensity residential uses and is built to the human-scale at the ground level.

Standards

- DS-10** See Figure 5-2 for the Winchester Urban Village Height Limits.
- DS-11** Non-occupiable architectural features such as roof forms, chimneys, stairwells and towers may project up to ten feet above the maximum height.
- DS-12** New projects proposed within the Urban Village Plan over 55 feet in height must provide detailed visualizations of their proposed project that show what the project would look like from the street level, from different perspectives and distances, within the context of the neighborhood including both current and proposed projects.

5.3-3.2 Building Placement and Transitions

Building placement and bulk throughout the Urban Village are determined by several factors, including land use, location, and adjacent uses. Setback standards help establish the desired character of the land use, as described in Chapter 3, without limiting the capacity of private development.

In general, transitional height standards apply where Village development immediately abuts uses designated by the General Plan as Residential Neighborhood or Urban Residential Land Use designations. Transitional height standards maintain sufficient “breathing room” for the lower-intensity use in terms of sunlight access, privacy, and noise. Setback and street frontage standards also ensure a continuously active and engaging street frontage in select locations, supporting the vibrancy of the Village’s public space.

GOAL UD-9 Create continuous building frontages that create a ground-floor human scale frame the Village’s public space and streets.

GOAL UD-10 Protect privacy and light and air access of existing residential neighborhoods in and near the Village.

Standards

DS-13 See Table 5-1 for building placement and bulk standards.

DS-14 Where the existing sidewalk in front of a development project is less than the required sidewalk (20 feet along Winchester and Stevens Creek boulevards and 12-15 feet on all other streets; see Chapter 6), the project must make up the difference such that the entire required sidewalk width is publicly accessible and functions as a sidewalk.

DS-15 See Figure 5-2 for areas where transitional height standards apply,

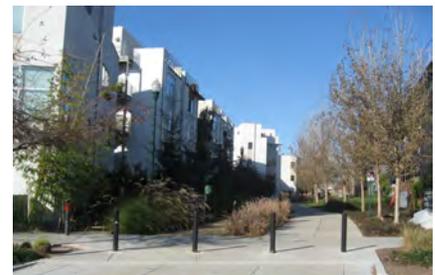
Guidelines

DG-33 Active entry courtyards, plazas, outdoor eating and display areas, or other uncovered areas designed and accessible for public use located between the setback line and building may count toward front setback requirement.

DG-34 See Figures 5-3 for transitional height standards requirements.



Stepbacks can create a good transition from taller to shorter buildings (above) and green paseo (below) can create pleasant and functional transitions.



Examples of how a taller building can step down to adjacent surrounding.

FIGURE 5-2: BUILDING HEIGHT DIAGRAM

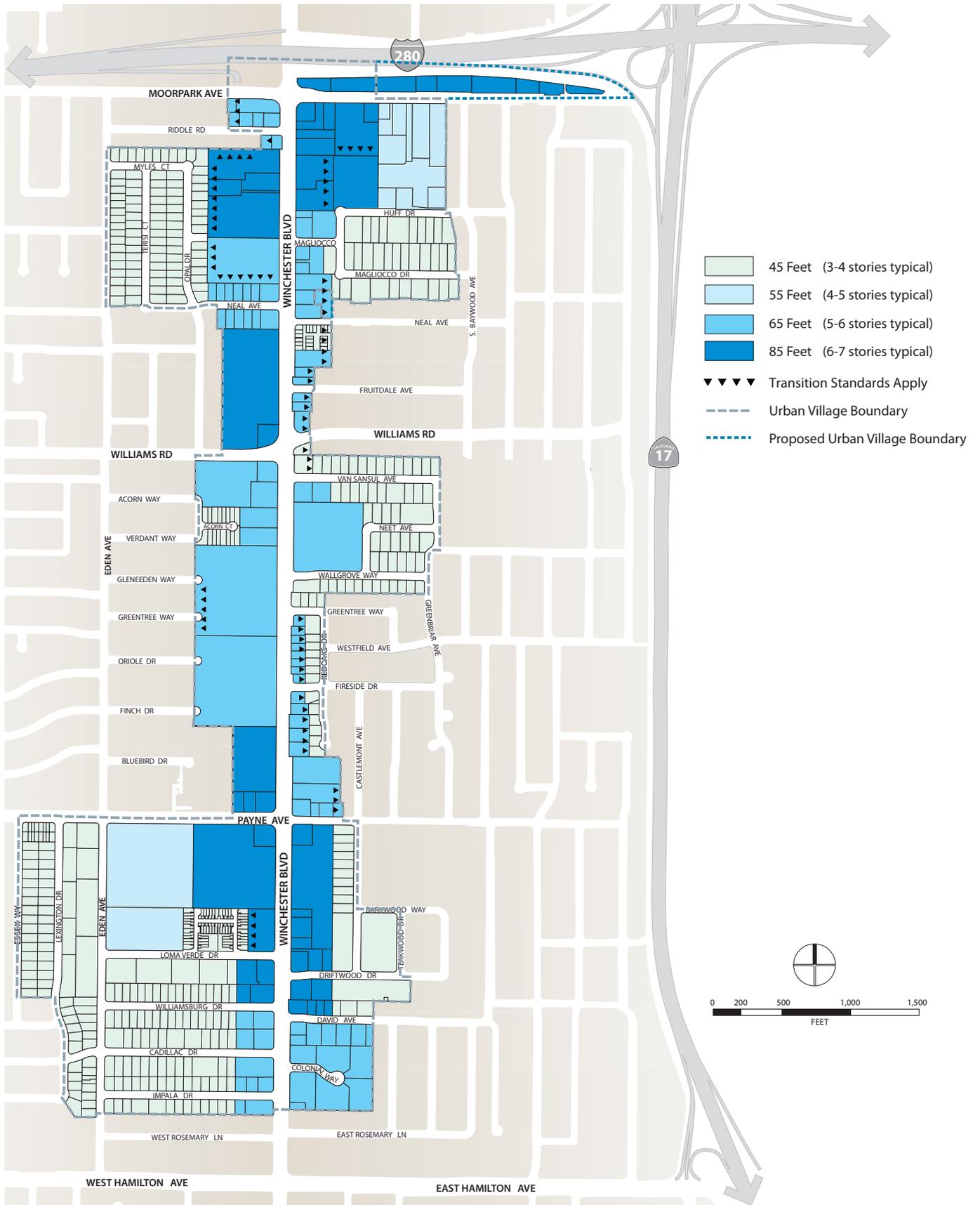
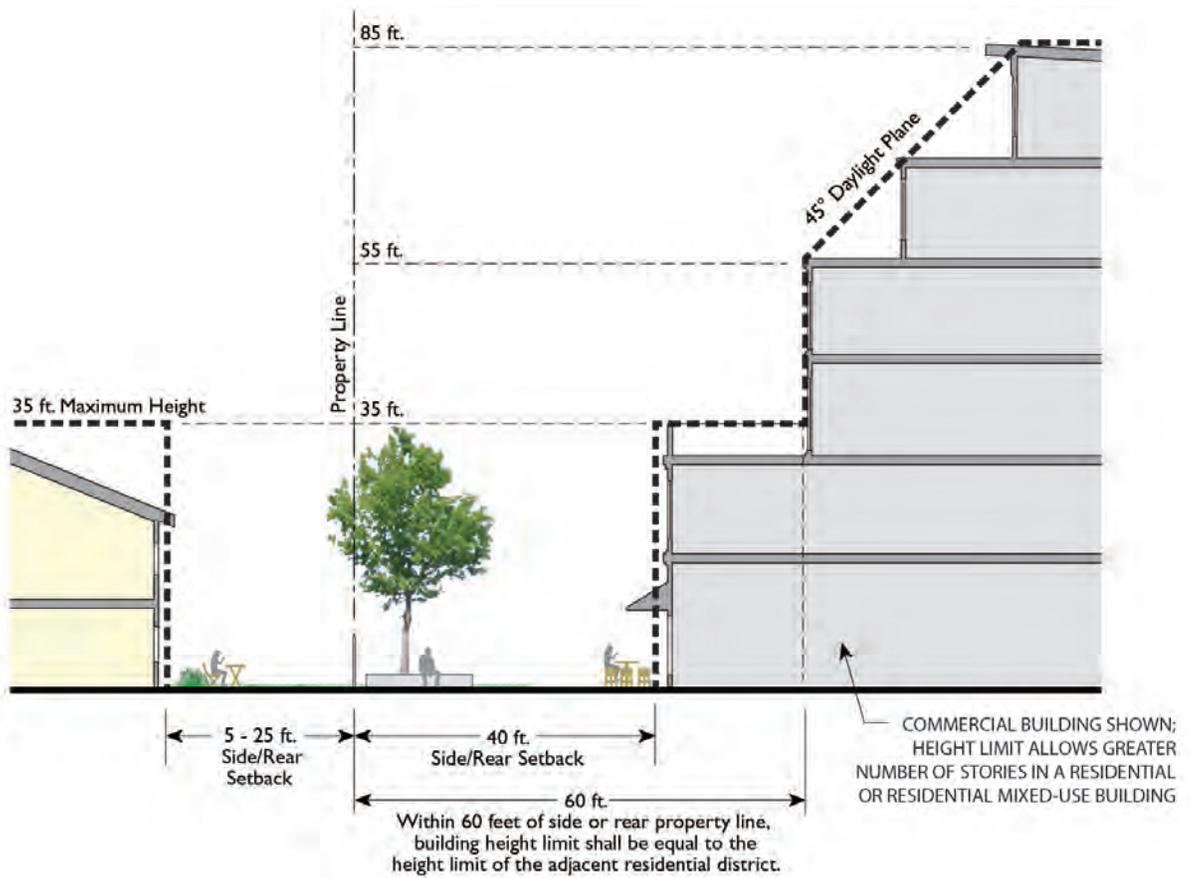


FIGURE 5-3: NEW DEVELOPMENT ADJACENT TO RESIDENTIAL NEIGHBORHOOD LAND USE DESIGNATION



- The building height diagrams depicted on this page are scenarios of a parcel with a maximum 85-foot height. Buildings that are less than 65 feet high can use a 20-foot rear/side setback when located adjacent to Residential Neighborhood or Urban Residential Land Use Designation.
- The rule for buildings within 60 feet of property line does not apply to the buildings equal or less than 65 feet (The 45-degree daylight rule applies).
- All new development shall provide a 20 foot **sidewalk** fronting Winchester and a 12-15 foot fronting all other streets. The setbacks in the Table 5-1 can be used when this sidewalk width is provided.



Paseo in Santa Barbara, California



Paseo in Yorkville Village, Toronto



Paseo in Seattle for a new office building at South Lake Union District



Paseo in Old Pasadena, California

TABLE 5-1: BUILDING PLACEMENT AND BULK STANDARDS FOR NEW DEVELOPMENT

FRONT SETBACK, NON-RESIDENTIAL GROUND FLOOR USE	0-10 ft.
FRONT SETBACK, RESIDENTIAL GROUND FLOOR USE	5-12 ft.
STREET SIDE SETBACK	0-10 ft.
SIDE SETBACK	<ul style="list-style-type: none"> • 0 ft. • Where adjacent to residential neighborhood and urban residential land use designation see figures 5-3 and 5-4)
REAR SETBACK	<ul style="list-style-type: none"> • Min 10 ft. • Where adjacent to residential neighborhood and urban residential land use designation see figures 5-3 and 5-4)
STREET WALL ALONG WINCHESTER BOULEVARD	The fifth story and above must be stepped back a minimum of 5 feet from the ground level façade.

5.3-4 ACCESSIBILITY THROUGH PASEOS, PATHWAYS, AND PARKING

Creating a sense of cohesion and accessibility throughout the Village requires not only appropriate building frontages, design and placement, but also well-designed site plans that, collectively, establish a well-connected and permeable network of pathways. This section addresses the network of pedestrian- and bicycle-only paseos, additional pathways through large sites, enhanced crossings, building orientation, parking, and service and loading areas.

5.3-4.1 Paseos

Within the Winchester Village, a number of pedestrian- and bike-only paseos will become new publicly-accessible linear open spaces that serve the Village and nearby neighborhoods. The paseos serve multiple functions: they enhance connectivity within the Village, act as buffers between low-intensity residential neighborhoods and more intense Village development; and supplement the parks by adding to the Village’s usable green space.

This concept is already being showcased at The Meridian at Midtown located between Race Street and Meridian Avenue in the West San Carlos Urban Village, and is also proposed at the Great Oaks Development in North San José, connecting River Oaks Parkway to Coyote Creek Trail. Similarly, the former San Jose Redevelopment Agency successfully executed several paseos, such as the Paseo de San Antonio, that were envisioned in the San Jose Downtown Streetscape Master Plan (2003).

Under certain criteria, publicly accessible paseos constructed by residential developers and located on private property may be eligible for “private recreation” credit toward their obligation under the City’s Park and Dedication and Park Impact Ordinances (PDO/PIO).

As shown in Figure 5-1, paseos are envisioned in the following locations:

- **Between the Century 24 and Toys-R-U’s sites and the adjacent residential development along Opal Drive.** This paseo serves primarily as a buffer between the residential neighborhood and new Village development, as well as a connection from Riddle Road to any new parks or plazas.
- **Between Gleneeden Way and Payne Avenue.** Located along the west side of the large parcels fronting Winchester Boulevard, this paseo also serves as a buffer between Village development and existing residences in the Cadillac West, as well as an active north-south connection that provides access to the rear of Village development for pedestrians, cyclists, and possible loading/service vehicles.

GOAL UD-11 Enhance the Village’s pedestrian and bicycle circulation network with green mid-block pedestrian- and bicycle-only paseos.

Standards

DS-16 Paseos shall be no less than 16 feet (preferably 20 feet) wide with a minimum 10-foot (preferably 12 feet) clear walking/biking path.

Guidelines

DG-35 *Paseos should be incorporated into site plans of new development as indicated in Figure 5-1., in an effort to complete the active transportation networks in the Urban Village, where such a feature would facilitate the continuation of an existing paseo or provide new connection to an adjacent site.*

DG-36 *A dual use of open space and Emergency Vehicle Access (EVA) may be acceptable where necessary, but the space should be aesthetically designed for open space uses and not ancillary to its use as an emergency roadway. The EVA area should remain open for public access and unobstructed.*

DG-37 *Paseos should be constructed with low impact and permeable paving materials to efficiently manage the stormwater and minimize the area’s heat island effect.*

DG-38 *Paseos should have direct sunlight with a sense of openness and human scale.*



Pedestrian- and bicycle-only paseos not only enhance connectivity but can support a range of pedestrian-oriented programs and amenities.



Pedestrian- and bicycle-only paseos not only enhance connectivity but also serve as a buffer between low- and high-intensity development.

DG-39 *Include clear entryway signage indicating it is a public paseo.*

DG-40 *To ensure pedestrian safety, pedestrian lighting should be at eye level. No light source should be directed skyward in paseos that are adjacent to residential areas.*

DG-41 *Paseos should not be in areas that are concealed from public view and should be open ended on each entrance to the paseo.*

DG-42 *Locate building entrances, windows, outdoor seating, patios, balconies, and other active areas in a way that overlook paseos.*

5.3-4.2 Site Planning and Pedestrian Access

In addition to paseos, developments on large sites must incorporate pedestrian pathways that facilitate access to sidewalks; nearby parks, plazas and paseos; parking; and on-site and nearby buildings. These pathways are essential for making the Village more accessible and permeable for neighbors and visitors.

GOAL UD-12 **Enhance the existing pedestrian environment by creating a more interconnected pedestrian circulation system throughout the Village.**

GOAL UD-13 **Maximize connectivity along public rights-of-way, mid-block crosswalks and connections, pedestrian/bicycle Paseos, and connections through both public and private development.**

Standards

DS-17 For blocks longer than 500 feet, mid-block connections shall be provided every 300 feet, at minimum.

DS-18 Mid-block pathways shall be no less than 16 feet wide.

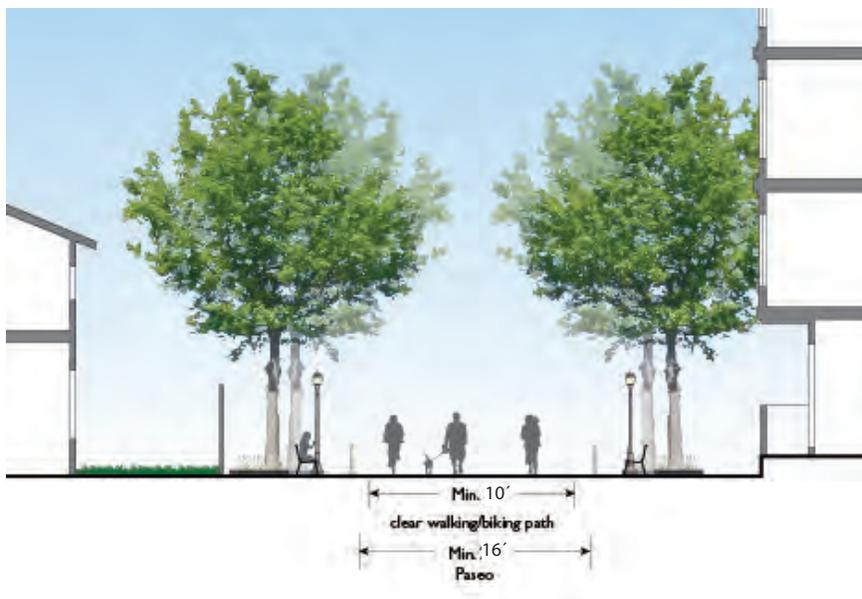
DS-19 Buildings shall be oriented such that frontages and entrances are visible and accessible from the public right-of-way, pedestrian connections, parks, or plazas.

Guidelines

DG-43 *Secondary building entrances should face Paseos, pedestrian pathways, and side streets. Buildings should align with street frontages and public pedestrian pathways to create continuous street walls.*

DG-44 *Automobile access to corner parcels should be from side streets in an effort to reduce pedestrian and vehicle conflicts along Winchester Boulevard and Stevens Creek Boulevard and to create a continuous pedestrian environment.*

- DG-45** Locate and design shared outdoor space to maximize access to sunlight and to minimize impacts from service and mechanical equipment areas.
- DG-46** When redevelopment occurs, explore limiting the number of driveways along Winchester Boulevard, to enhance safety for people who walk or bike.
- DG-47** Encourage mid-block connections and walkways to be integrated with building entrances, transit stops, plazas and parks.
- DG-48** Outside of the Ground Floor Commercial Required Overlay, place non-residential building frontages at the minimum required setback to the extent feasible. It is recommended that 50 percent of the building frontage be located at the minimum required setback.
- DG-49** Promote activity and visual interest at the ground level through by incorporating pedestrian amenities, landscaping, and public open space.
- DG-50** Define open spaces through low walls, fences, or landscaping. Open space should not be bordered by surface parking areas.
- DG-51** Incorporate clear and convenient access to transit facilities to the extent possible in the early stage of site planning.
- DG-52** Incorporate carsharing and/or bikesharing locations into new development where appropriate.
- DG-53** Improve the setback area with park strips along the residential street frontages with trees and planting to enhance the landscape quality and the character of the existing residential street.



5.3-4.3 Parking and Loading

The design and location of parking, service and loading areas is critical to maintaining the Village's continuous pedestrian-oriented environment. This section addresses how new development can minimize the impacts of these needed areas to the Village, both visually and in terms of access.

GOAL UD-14 Parking and service areas should not be visible from the public realm.

GOAL UD-15 Provide ample bicycle and pedestrian amenities to increase the comfort of non-motorized travelers.

Standards

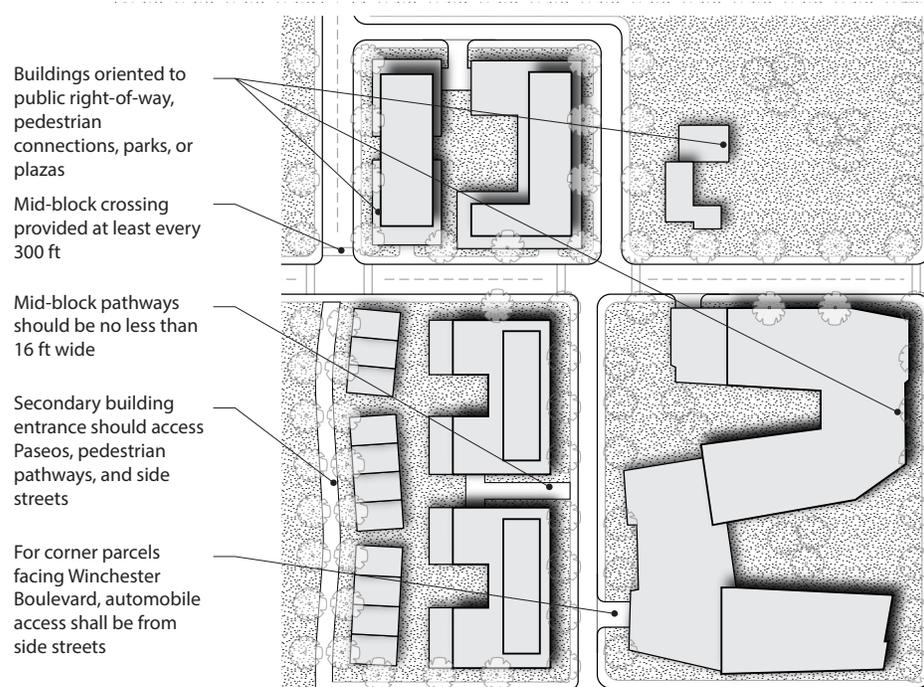
DS-20 Surface parking are not permitted between the sidewalk and building façade.

DS-21 Bicycle parking for visitors shall be located as close to the primary entrance as possible and shall be readily accessible and visible from the street level.

DS-22 Loading and service areas should not be visible from Winchester Boulevard and shall be located at the rear of a property, in structures, or in the interior of blocks.

Guidelines

DG-54 Establish shared parking spaces that serve two or more separate developments, particularly when developments have different operation hours.



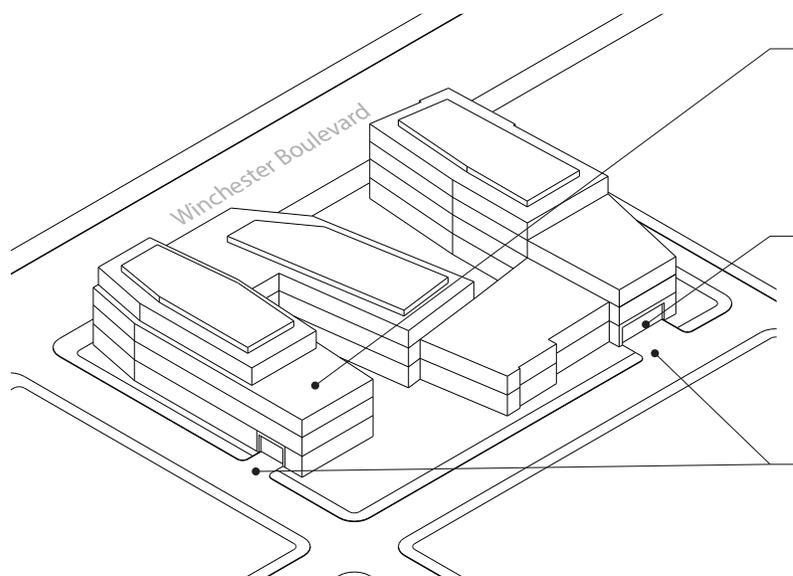
- DG-55** Entrances to loading and service areas should be from side streets or alleys where possible.
- DG-56** Parking structures should not be visible from Winchester Boulevard. Structures should be underground, wrapped with habitable uses at the ground floor or fully screened with decorative screens or public art.
- DG-57** Provide on-site bike storage and BikeLink (regional locker and bike station network).
- DG-58** New developments should include secured bike parking for tenants and showering facilities.
- DG-59** Wherever possible, locate entrances to parking lots, structures, or podiums along the side of a building and accessed from an alley or a driveway along the side of the property.
- DG-60** Provide a pedestrian-friendly access to parking areas located at the side or rear of the building.
- DG-61** If parking access is located on a primary street frontage, minimize the length of the curb cut and explore the possibility of reducing pedestrian-vehicular conflicts by sharing parking, driveways and/or loading areas with adjacent property owners.
- DG-62** Reduce pedestrian and vehicle conflicts by minimizing driveways along the Primary Pedestrian Routes.
- DG-63** Encourage curb-space designated for short-term pickup and drop-off in support of delivery, taxi and Transportation Network Company (TNC) services. These services can reduce parking demand and residents' travel needs.



Entrances to loading and service areas shall be from side streets or alleys where possible.



Bicycle parking should be located as close to the building entrance as possible.



Parking structures should not be visible from Winchester Boulevard.

Loading and service areas shall be located at the rear of a property, in structures, or in the interior of blocks.

Entrances to loading and service areas should be from side streets or alleys where possible.



Rain gardens and infiltration planters can be used to mitigate stormwater runoff.



Vertical farms can be incorporated as the building's screening.

5.3-5 A VISUALLY APPEALING AND ENVIRONMENTALLY SUSTAINABLE VILLAGE

5.3-5.1 An Environmental Sustainable Village

Environmentally sustainable development focuses on a “whole systems” approach to the siting, orientation, design, construction, operation, maintenance, renovation, and demolition of buildings and landscapes. Green building strategies to be employed in the Winchester Urban Village include efficiencies in structure design, energy usage and water consumption; the reduction of waste; improving and maintaining indoor environmental quality for the comfort and health of occupants; and the optimization of operations and maintenance systems.

Benefits of green building include natural resource conservation, energy efficiency, improved health of employees and residents, and increased economic vitality.

GOAL UD-16 Maximize sustainable design measures in building design.

Standards

DS-23 All new development shall be consistent with the City's policies and regulations for 1) Green building, 2) Sustainable energy use, 3) stormwater pollution prevention, and 4) Waste reduction.

DS-24 Manage stormwater runoff in compliance with the City's Post-Construction Urban Runoff (6-29) and Hydromodification Management (8-14) Policies.

Guidelines

Energy Efficiency

DG-64 Incorporate building materials that are locally made, produced with minimal pollution, and create minimal adverse impacts to the environment.

DG-65 Use materials from local salvage companies and/or materials that are reclaimed during the deconstruction phase of redevelopment sites within the region.

DG-66 Consider life cycle heating and cooling costs for potential building materials to maximize energy conservation. Incorporate screens, ventilated windows, green roofs, shade structures and shade trees along facades, rooftops and surface parking lots to minimize heat gain effects.

- DG-67** Provide operable windows that allow natural ventilation and potentially eliminate the need for mechanical ventilation. If mechanical systems are necessary, use energy-efficient and low emission heating, ventilation and air conditioning (HVAC) systems.
- DG-68** Select lighting fixtures to maximize energy efficiency and minimize light pollution through reduced glare, light clutter and poorly directed lighting sources.
- DG-69** Incorporate photovoltaic in private development to capitalize on sun exposure for reduction in energy costs.
- DG-70** EV charging signage and wayfinding shall be provided to increase public awareness of EVs and support existing EV users.
- DG-71** Encourage the incorporation of “smart systems” to automatically control the building’s operation system, including lighting, heating, ventilation and air conditioning, security, and other systems.

Stormwater Management

- DG-72** Use native or drought tolerant plant species that require low water usage and maintenance.
- DG-73** Use natural drainage such as bioretention in on-site pocket parks and other landscaped areas to filter surface water run-off.
- DG-74** Use permeable paving surfaces in parking lots and other paved areas to increase natural percolation and on-site drainage of stormwater.

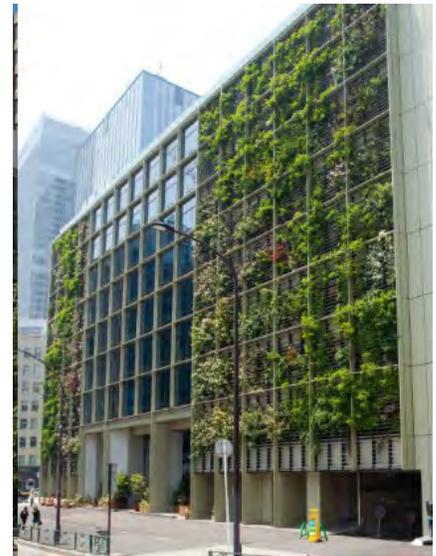
Trash Management

- DG-75** Keep the sidewalk in front of all development free of solid waste. Refer to Chapter 9.10.510 of the Municipal Code for more information.
- DG-76** Install public trash receptacles on private and public rights-of-way within 25 feet of any point of pedestrian ingress or egress. These receptacles trash shall be maintained and regularly emptied.

5.3-5.2 Trees and Landscaping

Trees and landscaping are essential elements of comfortable, accessible, and inviting places. This section identifies recommendations for trees and landscaping.

GOAL UD-17 Use trees and landscaping to help create comfortable, accessible, and inviting places throughout the Urban Village.



Facade treatments can include sustainable technology.



Dynamic facades that change with the outside environment can be one way to create a more sustainable building.

For information on parks and plazas in new development refer to Chapter 4 (Parks, Plazas and Placemaking: Section 4.1-1

Guidelines

- DG-77** Evergreen shrubs and trees should be used as screening devices along property lines, around mechanical equipment, and to obscure grillwork and fencing associated with service areas and parking garages.
- DG-78** Deciduous trees shall be the predominant large plant material used adjacent to buildings and within parking areas to provide shade in the summer, color in the fall, and sun in the winter.
- DG-79** Tree species should have deep roots and minimize litter and other maintenance problems.



Rain gardens and infiltration planters can be used to mitigate stormwater runoff.



Landscape design can be sustainable and attractive



Trees, shrubs, and raised plantings can create buffers between buildings (above) and between activities on the sidewalk (below)

5.4 Visualizations

This section provides visualizations of key corridors and potential development sites within the Santana Row/Valley Fair Urban Village. Designs shown here are not meant to be prescriptive; rather, they are intended to illustrate the development standards and design guidelines described in this chapter and to show how the resulting development may transform the Village. Photosimulations are collages over a photograph, and case studies show potential massing on key potential development sites.

5.4-1 PHOTOSIMULATIONS

The views on the following two pages reflect a potential build-out scenario of the land uses, heights, building massing, and building placement standards described in this Plan. The intention is to show how the fully implemented plan would “feel” from an eye-level point of view at key areas in the Village’s public realm. *Photosimulation 1* shows the view looking from the west side of Winchester Boulevard, looking north Payne Avenue and Loma Verde Drive. *Photosimulation 2* simulates the view on the west side of Winchester Boulevard looking north near Walgrove Way, with Case Study B showing on the left.

5.4-2 CASE STUDIES

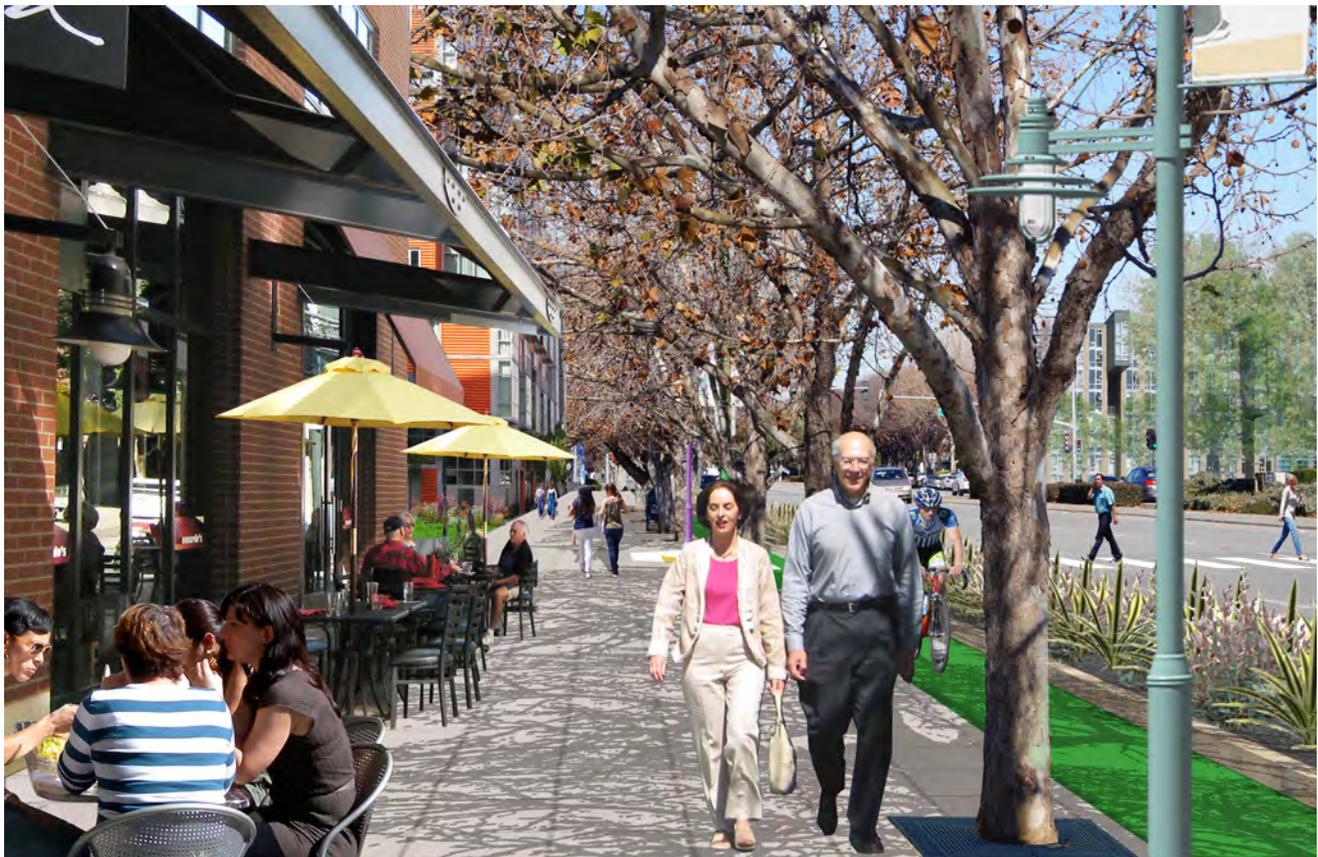
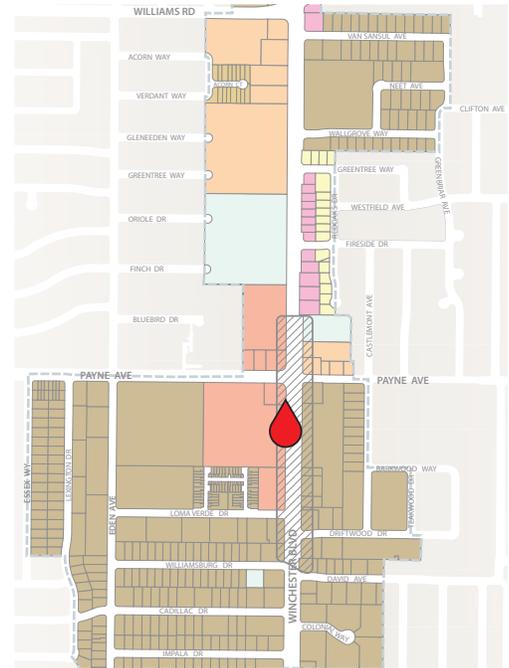
The case studies shown here were developed to help draft the development standards and design guidelines presented earlier in this chapter. At the same time, modeling development on key sites helped to ensure that the cumulative projected build-out on the Village’s many potential development sites will be consistent with the General Plan planned growth capacities for this Urban Village.

Two of these sites are illustrated on the following pages. Case Study A shows a potential build-out scenario on the east side of Winchester Boulevard between Neal and Fruitdale avenues, and Case Study B shows a potential build-out scenario on a “superblock” fronting Winchester Boulevard between Williams Road and Payne Avenue. These designs are illustrative only, showing just one feasible development scenario for each site.

WINCHESTER BOULEVARD PHOTOSIMULATION 1



Before

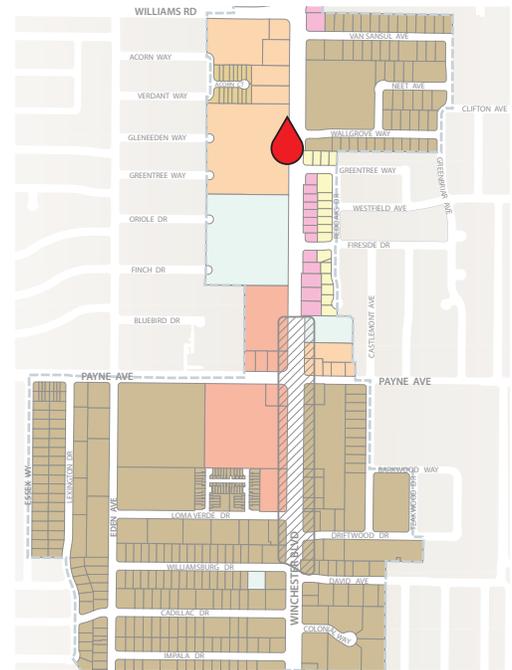


After

WINCHESTER BOULEVARD PHOTOSIMULATION 2



Before



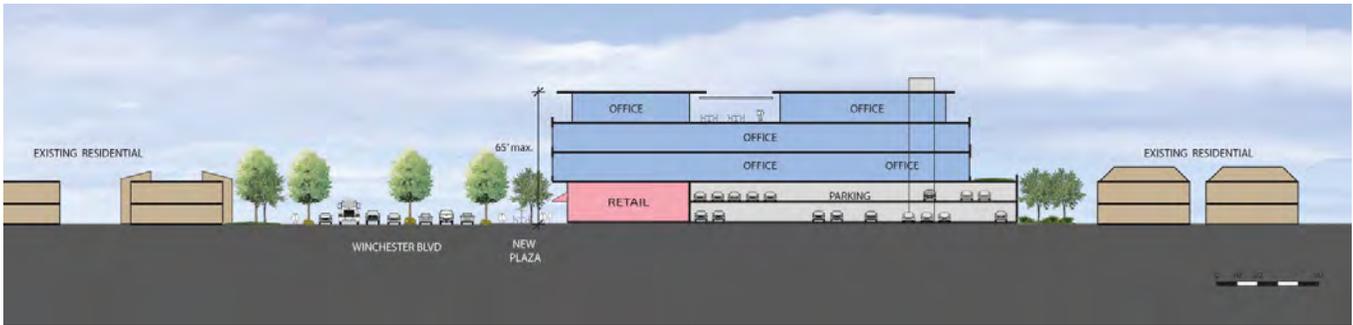
After

CASE STUDY A

Case study A is a 0.74-acre parcel along the east side of Winchester Boulevard between Neal and Fruitdale avenues with 120 linear feet of street frontage along Winchester Boulevard. The site is designated as Neighborhood/Community Commercial and has a building height limit of 65 feet. This site is located within the Ground Floor Commercial Required overlay designation, and the rear of the site abuts existing low-density residential uses.

This scenario envisions three levels of office above ground-floor retail and two levels of podium parking. Upper story step-backs and open space areas modulate the building massing and provide a transition to the adjacent residential uses. The building frontage along Winchester Boulevard is active and pedestrian-friendly, with a small publicly accessible plaza. The top floor incorporates rooftop common open space.





Section



View

KEY URBAN DESIGN FEATURES

- 1 Building height steps down toward the existing single family residential neighborhood.
- 2 An active frontage along Winchester Boulevard provides transparency, visual interest, and ample width for pedestrians.
- 3 Building massing varies to reflect the internal organization of the building, maintain a street wall along Winchester Boulevard, and create a small on-site active plaza at the entrance.
- 4 Parking is located underground and the visibility of the access driveway is minimized.

CASE STUDY B

Case study B is a single 9.1-acre parcel on the west side of Winchester Boulevard in the “superblock” between Williams Road and Payne Avenue. The site is designated as Mixed-Use Commercial with a height limit of 65 feet. This case study envisions a four-story office building along the majority of the site’s Winchester Boulevard frontage; four-story multi-family residential buildings to the west; and two-story townhomes along the west edge of the site where the parcel abuts existing residential. A 1.7-acre community park occupies the northeast corner of the site. All parking is underground, with the exception of the individual garages for the townhomes.

Open space and enhanced connectivity are major features of this site. Building and site layout enhances pedestrian connections and accessibility of shared open space, and new connections make the large block more walkable and vehicular routes more direct. Gleneeden Way extends through to Wallgrove Way; internal east-west and north-south circulation is provided through the site; and a pedestrian-and bicycle-only Green Connector buffers the site from abutting residential uses to the west.





Section



View

KEY URBAN DESIGN FEATURES

- 1 Building heights step down toward the existing single family residential neighborhood, with townhouses located at the site's western edge.
- 2 A new right-of-way off Winchester Boulevard provides access to the park, office building, and new residential areas.
- 3 A north-south pedestrian- and bike-only paseo at the rear of the site links the new residential buildings and provides direct access to Acorn Way and future development on the corner of Williams Road and Winchester Boulevard.
- 4 The design of the mid-rise building exhibits a distinct top, middle and bottom.
- 5 A new community park is visible from Winchester Boulevard and easily accessed from new residences.

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CHAPTER 6
**CIRCULATION &
 STREETScape**

6.1 Introduction

The City of San José’s Envision 2040 General Plan supports creating a transportation network of safe, comfortable, convenient, and attractive routes for people who walk, bike, take transit, and drive. This Circulation and Streetscape Chapter develops transportation-focused goals, policies, and action items that address transportation challenges within the Urban Village area to preserve and enhance residential neighborhood character and foster economic growth. Specifically, this chapter seeks to achieve the community-supported goals of improving traffic flow and alternative transportation options, and reducing neighborhood cut-through traffic. The following is a summary of the Plan’s strategies to achieve the community-supported goals:

- Improve traffic flow through multimodal data collection and application and signal coordination and timing improvements.
- Reduce congestion by encouraging off-peak travel and more travel through sustainable modes, including walking, biking, taking transit and ridesharing.
- Limit cut-through traffic, speeding, and parking overflow in residential neighborhoods by slowing speeds and increasing cut through travel-times in residential neighborhoods and providing enough parking to meet the needs of businesses and residents.
- Improve walkability and bikeability with better connections, wider walkways, improved over/under-crossings, shared bikeways in

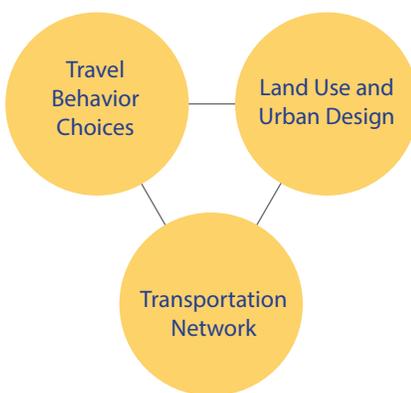
IN THIS CHAPTER

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residential neighborhoods, protected or buffered bike lanes on major streets, and better bike parking.

- Remain consistent with the community’s top priorities for future designs of Winchester Boulevard, which are sufficient vehicular travel lanes and protected bike lanes.
- Complete the fiber optic communication backbone network in order to support robust technology improvements, and appropriately accommodate new technologies, such as autonomous vehicles, in ways that provide net benefit.
- Improve transit options and connections to regional transit facilities by prioritizing transit and by upgrading existing bus stop facilities.
- Improve wayfinding in ways that reinforce and enhance the identity of the Urban Village and its surrounding neighborhoods.

FIGURE 6-1:
TRANSPORTATION SOLUTION —
THREE-LEGGED STOOL



A well-connected environment and a quality sense of place is shaped by land use configurations, urban design, a robust and complementary transportation network, and changes in travel behavior choices.

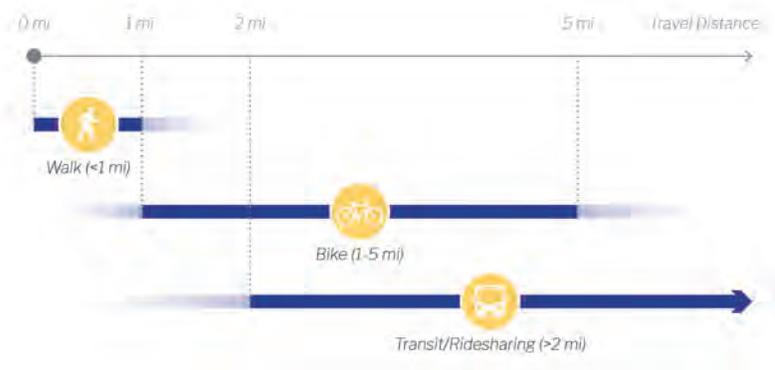
6.2 A Complete Transportation Network

Transportation-based solutions involve decisions in land use planning, choices/changes in behavior, and the transportation network. In the past, the traditional approach to encourage alternative forms of travel has been to simply improve infrastructure for bicycles, people who walk, and transit riders.

This Urban Village Plan, however, follows a more comprehensive approach, as represented in Figure 6-1, by considering how changes in land use planning, the transportation network, and travel behavior choices influence the entire travel system. Called the “three-legged stool” concept, this approach is premised in *placemaking*, the overall purpose of Urban Village planning efforts. The concept focuses on creating a well-connected environment and a quality sense of place that is safe, usable, and accessible for all ages and abilities. The concept is referenced visually in each section to help frame the approaches described. In addition, an alternative transportation hierarchy diagram (Figure 6-2) illustrates the commitment this Urban Village Plan makes to encourage more travel through alternative forms of transportation and are developed according to typical trip distances for each travel mode. For example, many short trips should be made by foot, many medium-distance trips should be made by bike, and many longer trips should be accomplished through transit or ridesharing. This diagram is also visually reference throughout the document to identify the alternative modes described in each section.

This chapter is broken into the following sections:

FIGURE 6-2:
ALTERNATIVE TRANSPORTATION HIERARCHY



Alternative Transportation

This Plan encourages alternative transportation by accommodating typical trip distances for each travel mode

- **6.2: Existing Transportation Conditions** reviews the existing regional transportation context and streetscape and circulation conditions within the Urban Village.
- **6.3: Circulation** describes the vehicle, bicycle, pedestrian and transit networks throughout the Urban Village, and identifies goal, policies, and action items for each topic discussed.
- **6.4: Streetscape** describes the broad range of streetscape amenities and facilities that will help achieve the Plan's goals. This section also illustrates improvements to specific rights-of-way. Goals, policies, and action items are provided for each topic discussed.
- **6.5: Implementation** discusses related planning and implementation efforts that will aid in the realization of this Plan, including strategies for phasing.

6.3 Existing Transportation Conditions

This section discusses the existing roadways, transit networks, and bicycle and pedestrian facilities in the Winchester Urban Village. The purpose of this section is to identify the Village's existing assets as well as the infrastructure on which Plan recommendations are based. The section also presents existing plans and policies that help shape the goals and policies of the Urban Village.

6.3-1 REGIONAL TRANSPORTATION CONTEXT

Winchester Boulevard is located in west San José generally parallel to I-880/SR 17, San Tomas Expressway, and Bascom Avenue. The Winchester Urban Village, which encompasses a total of about 299 acres, extends from I-280 in the north to midway between Impala Drive and Rosemary Lane in the south. The Village borders to the City of Campbell to the south, with Downtown Campbell about 0.25-miles to the south along Winchester Boulevard.

Winchester Boulevard includes a variety of small- to medium- scale retail and commercial uses, with surrounding neighborhoods that are predominately single-family residential. Winchester Boulevard is the primary roadway that provides motorists with access to the residential and commercial establishments within the Urban Village boundary. Other streets, including Moorpark Avenue, Williams Road, and Payne Avenue, also provide some local access to residences and commercial establishments.

Table 6-1 summarizes the modal split of commuter trips for residents living in the Census Tracts where the Winchester Urban Village is located. People living in this area rely heavily on the automobile as their primary mode of transportation for commute trips. Active travel modes (walking and biking) make up approximately five percent of all commute trips, and approximately three percent of commute trips are made using transit.

MEANS OF TRANSPORTATION TO WORK	URBAN VILLAGE CENSUS TRACT (%)
Drove alone	79%
Carpooled	8%
Public transportation (excluding taxicab)	3%
Walked	4%
Bicycle	1%
Taxicab, motorcycle, or other means	2%
Worked at home	3%

Source: U.S. Census Bureau, 2011-2015 American Community Survey 5-Year Estimates

Several nearby commuter rail, intercity rail, and light rail transit services are all provided at Diridon Station in Downtown San José, located about three miles east of the Urban Village area. Bus service at Diridon Station includes local, express, and shuttle routes. Diridon Station serves Santa Clara Valley Transportation Authority (VTA) bus routes, the Highway 17 Express route, Downtown Area Shuttle (DASH), and the Monterey-San José Express Bus Route. Commuter and intercity rail at Diridon Station is provided by Caltrain, the Altamont Corridor Express (ACE) and Amtrak's Coast Starlight and Capitol Corridor routes. Light rail transit is provided by VTA on the Mountain View-Winchester line.

Future transit services within the Diridon Station area include Bay Area Rapid Transit (BART), which is expected to be extended from Fremont, and the proposed California High Speed Rail linking the northern and southern portions of the state.

The Downtown Santa Clara Caltrain Transit Center, located less than three miles north of the Village, provides access to local and limited-stop Caltrain service, several VTA bus lines, the Altamont Corridor Express (ACE), and Amtrak's Capital Corridor route.

The Norman Y. Mineta San José International Airport is located approximately 3 miles northeast of the Plan area.

Figure 6-3 shows the existing and planned regional transit networks in the City of San José, and Figure 6-4 shows the proposed transit lines from VTA's Draft Next Network Plan.

6.3-1.1 Transit

The Santa Clara Valley Transportation Authority (VTA) provides fixed bus routes and light rail services in communities throughout Santa Clara County, including San José.

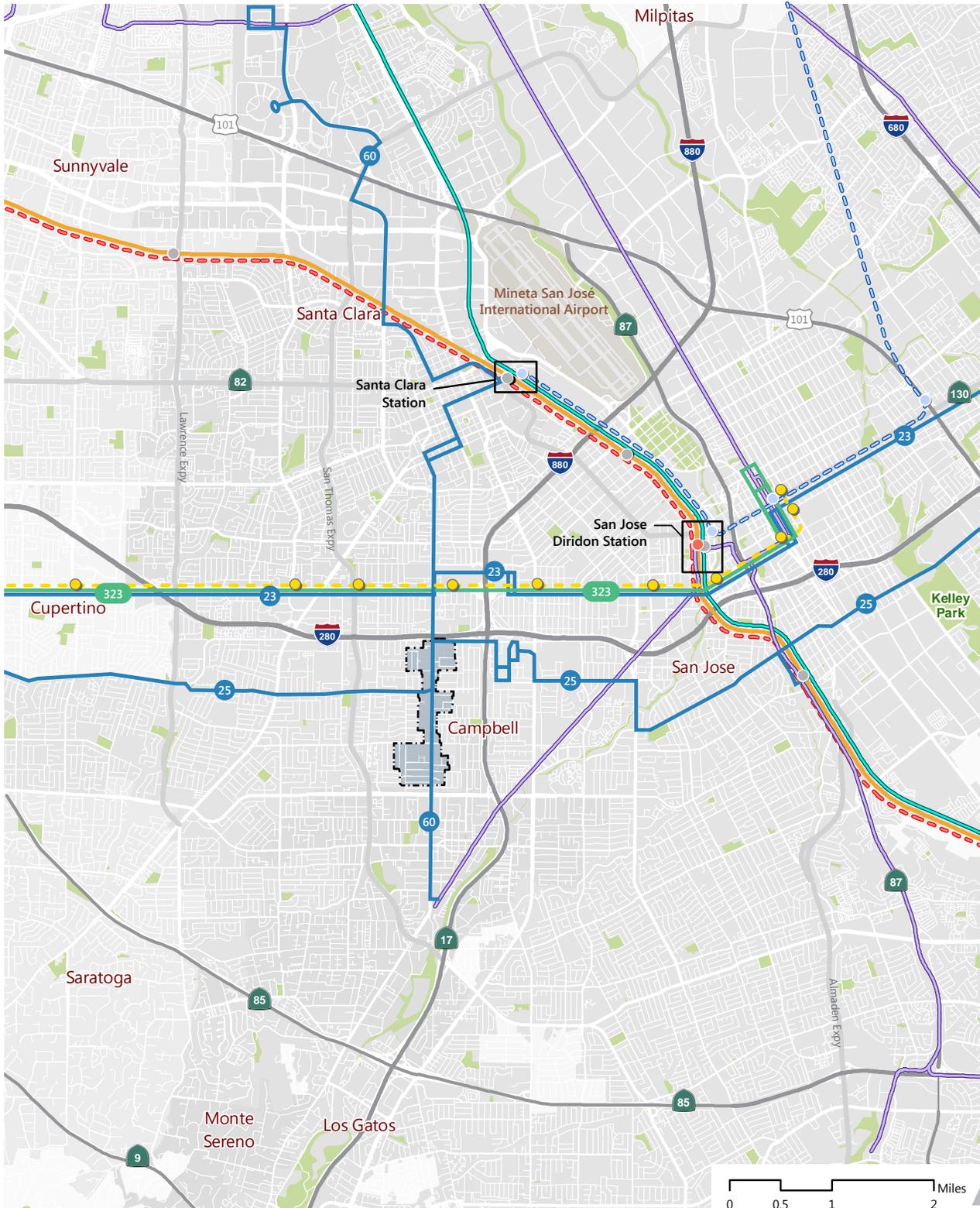
Existing Transit Network

The Winchester Urban Village is served by public transit with two Santa Clara Valley Transportation Authority (VTA) local bus routes: Route 60 along Winchester Boulevard and Route 25 at Williams Road. VTA Route 60 provides access along Winchester Boulevard to Downtown Campbell (south) and Tasman Drive, Santa Clara (north). VTA Route 25 provides access at Williams Road and Winchester Boulevard, connecting to De Anza College, Cupertino (west) and Alum Rock, San Jose (east). The two VTA bus routes provide transit connections to Caltrain, VTA Light Rail, Altamont Corridor Express (ACE), Amtrak, and VTA Light Rail in San José. This village is not directly served by BRT, BART, or light rail. Figure 6-3 shows existing and planned regional transit networks.

Planned Transit Improvements

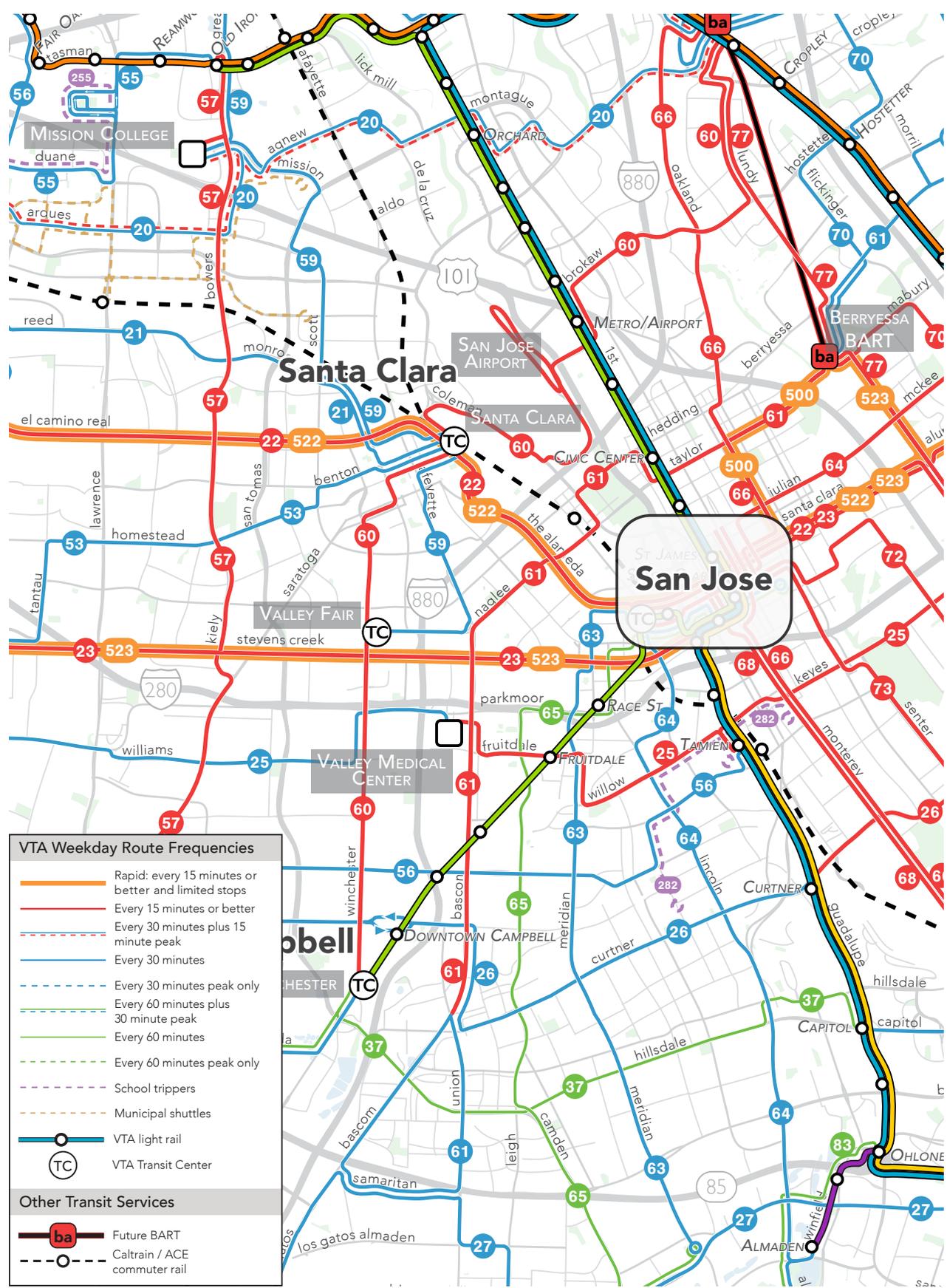
VTA is planning to comprehensively redesign its transit operating plan in late 2017 to coincide with the start of BART service to Santa Clara County. The VTA Board of Directors will not finalize the plan until late 2017, but if passed, the Winchester Urban Village area will see modifications in the level of bus service. VTA plans to expand Route 60 to connect to Mineta San Jose Airport and Milpitas BART Station (north) and maintain connection to Downtown Campbell (south). Route 60 weekday frequencies would provide 15-minute daytime weekday service, and 20-minute daytime weekend service. VTA plans to retain Route 25 frequencies at 30-minute daytime weekday service, and 15-minute peak service on the weekends. Figure 6-4 shows the VTA's proposed Draft Next Network Plan, scheduled to be implemented in the fall of 2017.

FIGURE 6-3: EXISTING AND PLANNED REGIONAL TRANSIT CONNECTIONS



- Rail Station
- High Speed Rail Station (Proposed)
- Rapid 523 Bus Stop (Proposed)
- Light Rail
- Caltrain Line
- Amtrak/ACE Train
- Local Bus Routes Serving Urban Village
- Limited Stop Bus Routes Serving Urban Village
- California High Speed Rail (Proposed)
- Rapid 523 Corridor (Proposed)
- BART (Proposed)
- Urban Village Boundary**
- Winchester

FIGURE 6-4: VTA NEXT NETWORK – REGIONAL TRANSIT CONNECTIONS PLAN (EXPECTED TO BE IMPLEMENTED IN LATE 2017)



6.3-1.2 Regional Streets and Roads (Freeways, Highways, and Expressways)

Regional roadways serving the Winchester Urban Village include Interstate 280 (I-280) and State Route 17 (SR 17)/Interstate 880 (I-880), both of which are operated and maintained by Caltrans. I-280 runs in the north-south direction, generally just to the west of the larger cities of San Francisco Peninsula for most of its route, connecting the cities of San José and San Francisco. SR 17 is a highway that runs in the north-south direction between the cities of San José and Santa Cruz. SR 17 ends at I-280 and becomes I-880 continuing north. I-880 connects the cities of San José and Oakland, running parallel to the southeastern shore of the San Francisco Bay.

6.3-2 EXISTING PHYSICAL CONDITIONS

This section is a discussion of the existing physical conditions of the transportation network as it relates to the Winchester Urban Villages. Appendix A includes a diagram of the existing roadways and streetscape conditions that are relevant to the proposals that follow in sections 6.3 through 6.5.

6.3-2.1 Local Streets and Roadways

Winchester Boulevard is characterized by the City of San José General Plan as a Grand Boulevard and travels north-south from the Town of Los Gatos to the City of Santa Clara. This roadway is the central spine of the Village, and the Village's only vehicular connection across I-280 and to the Santana Row/Valley Fair Urban Village immediately to the north.

Moorpark Avenue, Williams Road, and Payne Avenue are the key local streets that provide east-west connectivity to, through, and from the Urban Village.

6.3-2.2 Walking Conditions

It is feasible to walk to destinations within the Urban Village; however, the existing environment and many of the existing amenities are not designed for people on foot and thereby discourage pedestrian activity. People who walk frequently encounter major barriers, including streets that don't connect, fences, freeways, and sidewalk gaps. Further, such factors can also effect someone's choice to use transit because transit trips often start and end with walking.

Existing sidewalks facilitate pedestrian travel throughout the Winchester Urban Village area, connecting people to on-site parking lots, retail and commercial amenities, and nearby residences, and periodic pedestrian crossings are available along Winchester Boulevard. Crosswalks are

generally located at signalized intersections along Winchester Boulevard. In addition, Winchester Boulevard features long gaps between crossing locations, and long signal cycles create significant delay for people trying to cross.

Sidewalks along Moorpark Avenue, Williams Road, and Payne Avenue accommodate pedestrian travel for people living in the neighborhoods to walk to Winchester Boulevard. In addition, Magliocco Drive, Neal Avenue, Fruitdale Avenue, Van Sansul Avenue, Wallgrove Way, Greentree Way, Fireside Drive, Loma Verde Drive, Driftwood Drive, Williamsburg Drive, David Avenue, Cadillac Drive, and Impala Drive are local streets that provide pedestrian access to Winchester Boulevard.

Several gaps in the sidewalk network exist throughout the planning area (Figure 6-6); most notably on one side of the street along Winchester Boulevard between Payne Avenue and Fireside Drive, and between Williams Road and Fruitdale Avenue. Sidewalks along Winchester Boulevard are narrow at specific locations due to roadway amenities, such as street lights, trees and planter boxes, and across I-280.

6.3-2.3 Bicycling Conditions

Bicycle facilities are currently present along Moorpark Avenue, Payne Avenue, and Williams Road in the Winchester Urban Village. These facilities accommodate east-west bicycle travel to, through, and from the Urban Village, connecting people to the retail and commercial amenities along Winchester Boulevard and nearby residencies. Moorpark Avenue features a buffered and standard (Class II) bike lane with green paint markings in potential conflict areas on both sides of the roadway. Payne Avenue and Williams Road feature standard bike lanes on both sides of the roadway west of Winchester Boulevard. Discontinuous bicycle networks along Winchester Boulevard presents connectivity challenges along the corridor, and across the I-280 and Winchester Boulevard interchange. Limited bike parking is available in the Winchester Urban Village.

6.3-3 RELEVANT PLANS AND POLICIES

Envision 2040 General Plan

San José's Envision 2040 General Plan contains several transportation goals and policies relevant to the Urban Villages. In addition to establishing varying street "typologies" such as Grand Boulevards, Main Streets and others, the General Plan includes policies supporting substantial increases in walking, bicycling, transit trips, and ridesharing. It envisions San José becoming more walkable, bikeable, and transit friendly.

San José Complete Streets Design Guidelines (Draft)

San José recently developed Complete Streets Design Guidelines in an effort to provide additional street design guidance and to further articulate the General Plan street typology goals. The Complete Streets Design Guidelines support the creation of streets that are people-oriented, connected and resilient. The Design Guidelines are currently in draft form and are expected to be finalized in mid to late 2017.

Vision Zero San José

Vision Zero San José is the City's commitment to prioritize street safety for all people. It was established in 2015 with the goal of reducing and eventually eliminating all traffic fatalities in the City.

Winchester Strong Neighborhoods Initiative (SNI) Plan

Completed in 2001, the Winchester Strong Neighborhoods Initiative (SNI) Plan seeks to improve traffic flow on Winchester Boulevard, redirect traffic to major thoroughfares, improve pedestrian crossings, improve transit options, complete Winchester streetscape improvements, and address parking congestion.

Winchester Boulevard Enhancement Strategy

Completed in 2010, the Winchester Boulevard Enhancement Strategy focused on improving pedestrian experiences, developing primary bicycle routes on low traffic streets that link to Winchester, and establishing a community shuttle linking regional retail with local institutions like San José City College and the Bascom Branch Library.

VTP 2040

The Valley Transportation Plan (VTP) is the long-range transportation plan for Santa Clara County. VTA periodically updates this 25-year plan, and the most recent plan, VTP 2040, was adopted by the VTA Board in October 2014. This plan highlights the projects and programs that will be pursued in partnership with Member Agencies in the next 25 years, including Complete Streets, Express Lanes, Bus Rapid Transit, and Bicycle/Pedestrian Improvements. VTP 2040 also includes a detailed discussion on planning activities that will take place during the life of the plan.

6.3-4 COMMUNITY RECOMMENDATIONS

Community outreach efforts during the Urban Village planning process have included several public advisory group meetings, two community workshops, and two on-line surveys. Key recommendations identified throughout these efforts include:

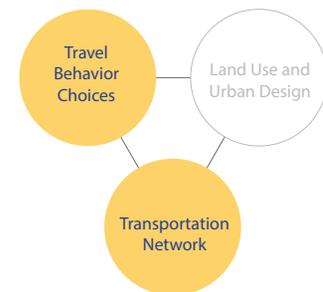
- Improve traffic flow through signal coordination and timing improvements.
- Limit neighborhood cut-through traffic by improving traffic flow on major corridors.
- Improve walkability and bikeability with better connections, wider sidewalks, shared-route bikeways in residential neighborhoods, and bike lanes on major corridors.
- Prioritize automobile travel lanes and protected bike lanes on Winchester Boulevard.
- Provide enough parking to meet the needs of businesses and residents.
- Complete the fiber optic communication backbone network in order to support robust technology improvements.
- Improve transit options and connections to regional transit.

6.4 Circulation

This section discusses the range of circulation improvements that seek to complete and enhance the multimodal network, improve traffic flow, and limit neighborhood impacting cut-through traffic, speeding, and parking overflow. Figure 6-5 shows the general travel time hierarchy for the Urban Village. With the use of technology, traffic management strategies, and improvements to bicycle, pedestrian, and transit networks, traffic delays within the Village can be reduced.

GOAL CS-1 Make improvements to the transportation network that improve traffic flow, enhance multimodal connectivity, and reduce neighborhood cut-through traffic.

GOAL CS-2 Work with Campbell and VTA to create a cohesive area-wide transportation network.

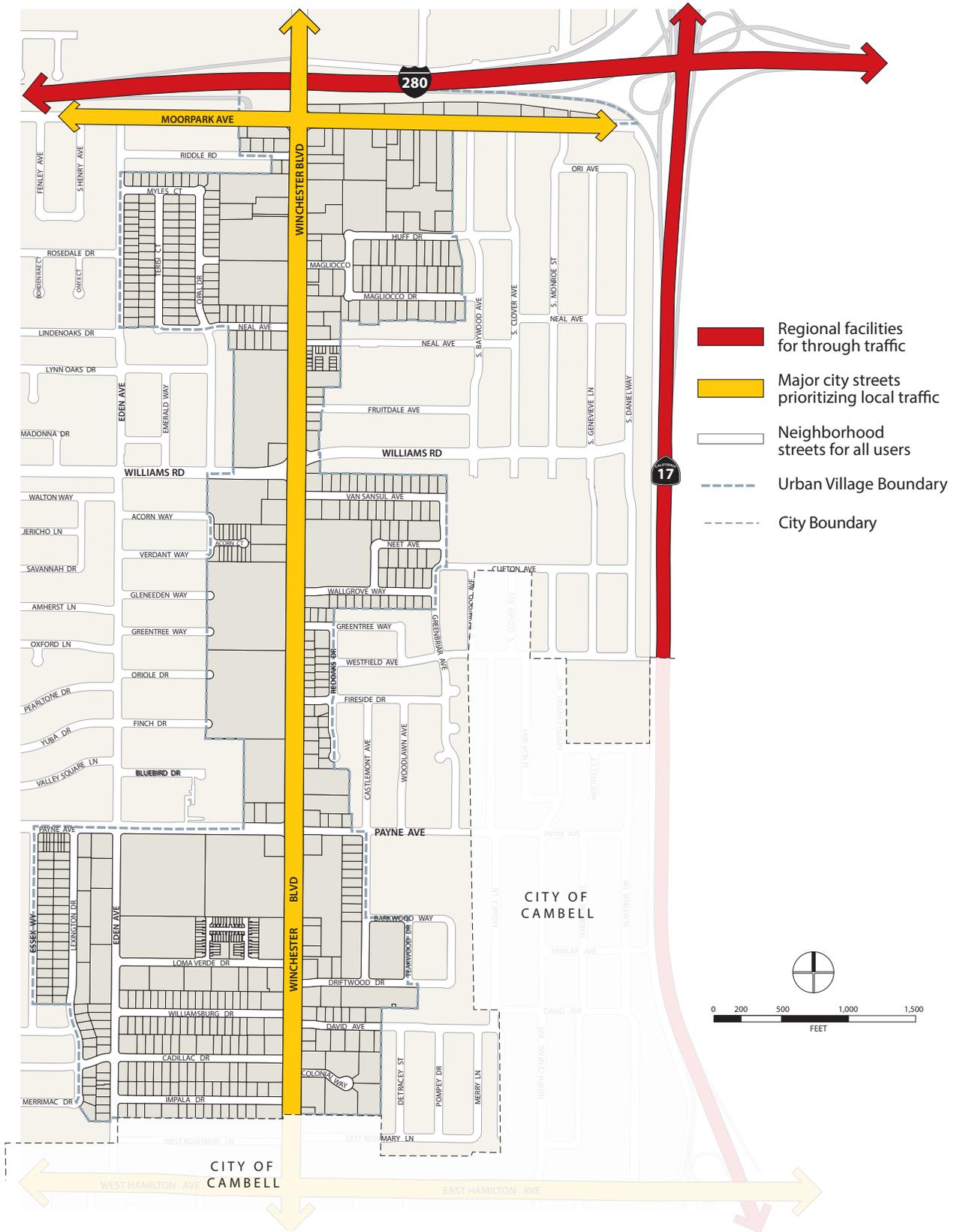


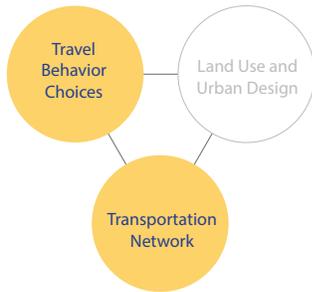
Circulation strategies shape the transportation network and inform travel behavior choices.



Alternative Transportation

FIGURE 6-5: WINCHESTER BOULEVARD TRAVEL-TIME HIERARCHY





Circulation strategies shape the transportation network and inform travel behavior choices.



Alternative Transportation

6.4-1 VEHICULAR CIRCULATION, TRAFFIC MANAGEMENT AND TECHNOLOGY

This section provides strategies to manage vehicular travel and parking, including Transportation Demand Management (TDM), communication technology improvements, and shared mobility services. Figure 6-6 shows potential multimodal and communication technology networks in the Urban Village.

6.4-1.1 Corridor Traffic Management

There are several traffic issues along corridors within and near the Winchester Urban Village ranging from peak time traffic congestion to high vehicle travel speeds. The biggest issues tend to be located along Winchester Boulevard and at the I-280/Winchester interchange, including at Moorpark Avenue. Regional traffic currently has several potential alternate routes to Winchester Boulevard, including SR 17/SR 880, Bascom Avenue and San Tomas Expressway. These regional roadways experience high levels of congestion during morning and afternoon peak commute times, as well as on the weekends as travelers make their way to Santana Row and Westfield Valley Fair Mall. Some travelers use alternate routes to avoid congestion in the area, which results in increases in traffic along some residential neighborhood streets.

GOAL CS-3 Effectively manage traffic to improve traffic flow along regional corridors and major streets.

GOAL CS-4 Use technology to improve transportation system operations.

Policies

Policy 6-1: Incorporate corridor-level traffic management strategies that help improve traffic flow and safety along major corridors in the Urban Village area.

Policy 6-2: Along Winchester Boulevard, only allow freight loading/unloading to occur in designated loading zones, and only during off-peak traffic periods. Loading zones minimize double parking, and time restrictions can help to limit heavy truck travel during the peak periods.

Policy 6-3: Expand the fiber-optic communication network that is to be used as the backbone for transportation and parking system communication and operations.

Policy 6-4: Support traffic signal coordination, transit signal priority along transit priority corridors, and real-time adaptation to contribute to safe and efficient traffic flow.

Policy 6-5: Incorporate pedestrian and bike sensors into the signal system to support reliable signal priority for active travel modes.

Policy 6-6: Upgrade traffic detection systems from traditional in-pavement loops to video detection technologies that are more immune to poor pavement conditions and more readily support bike detection.

Action Items

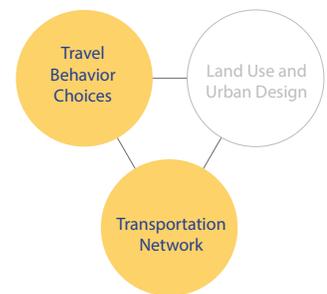
- » Expand the fiber-optic communication backbone network.
- » Implement corridor level traffic management strategies along Winchester Boulevard and Moorpark near I-280/Winchester.
- » To contribute to safe and efficient traffic flow, implement traffic signal coordination, transit signal priority, and real-time adaptation along Winchester Boulevard.

6.4-1.2 Neighborhood Traffic Management

The neighborhoods located on either sides of Winchester Boulevard are primarily residential, and provide access to and from other major roadways in the area, such as Moorpark Avenue, Payne Avenue, Williams Avenue, and Hamilton Avenue. As travel times along Winchester Boulevard increase, especially during peak hours, drivers may use alternate routes through surrounding residential neighborhoods to access other major roadways in the area in an effort to improve their overall travel time. Additional vehicles traveling through these neighborhoods could cause additional issues related to congestion, safety, speeding and noise within the surrounding residential areas.



Traffic calming devices reduce vehicular travel speeds and improve safety for all users of the road.



Circulation strategies shape the transportation network and inform travel behavior choices.



Alternative Transportation



Traffic calming devices reduce vehicular travel speeds and improve safety for all users of the road.

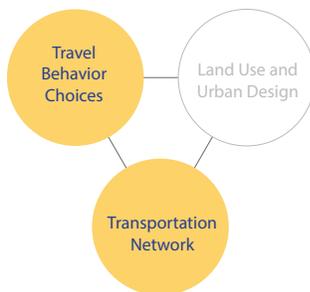
Neighborhood traffic calming design features, such as treed and landscaped medians and bulb-outs, chicanes, speed tables, curb extensions, traffic circles, raised or enhanced crosswalks and flashing beacons, and additional signage, can be effective in calming vehicular travel speeds and improving safety for all people. Bicycle Boulevards are roadways that prioritize bicycle travel by diverting automobile traffic (see section 6.3-2), and they can be an effective strategy for improving safety for people who bike and increasing vehicular travel times. These methods all may help reduce cut-through traffic by increasing cut-through routes travel times.

Policies

Policy 6-7: Utilize traffic calming and re-routing design features to reduce vehicle speeds and increase travel-times in order to discourage neighborhood cut-through traffic and create a safer and more comfortable residential neighborhood environment.

Action Items

- » Assess how new potential vehicular connections will impact travel patterns in neighborhoods.
- » Where appropriate, identify and implement traffic rerouting and calming treatments that lower automobile speeds, decrease travel times, and have been shown to noticeably reduce neighborhood cut-through traffic.



TDM strategies shape the transportation network and inform travel behavior choices.



Alternative Transportation

6.4-1.3 Transportation Demand Management and Parking Management

Transportation Demand Management (TDM) strategies that include parking management strategies will make the most efficient use of transportation networks and parking facilities, and help to address city-wide traffic issues. Transit and active transportation networks in the Village have unused capacity, while roadways are congested during peak times but under used at other times. Incentives and pricing should induce some travelers to change their travel choices, resulting in more efficient use of the transportation system.

Developments in the Urban Village should create, implement, and maintain transportation demand management programs for their sites. These programs should incentivize tenants and visitors to use non-single occupant vehicle travel modes and travel during non-peak times. Programs should be tailored to each developments' setting and user contexts to most cost effectively motivate needed changes in travel choices.

The strategies listed below are not comprehensive; rather, they are an

introduction to some of the more common transportation demand and parking management strategies. Developers should consider and deploy the most up-to-date and effective TDM measures, as new strategies are continually being developed and implemented worldwide.

GOAL CS-5 Develop and implement effective Transportation Demand Management (TDM) strategies that improve traffic flow by minimizing vehicular trips and vehicles miles travel (especially during peak times) and increasing use of alternatives modes like walking, biking, transit, and ridesharing.

GOAL CS-6 Effectively manage supply, demand, and pricing for parking to ensure a sufficient amount of parking exists to meets the needs of residents, business and visitors.

Policies

All Sites

Policy 6-8: Development projects should create, implement, and maintain transportation demand management programs for their sites that reduce automobile traffic and parking demand, improve traffic flow, and increase use of alternatives modes like walking, biking, transit, and ridesharing.

Policy 6-9: Encourage carsharing and bikeshare programs.

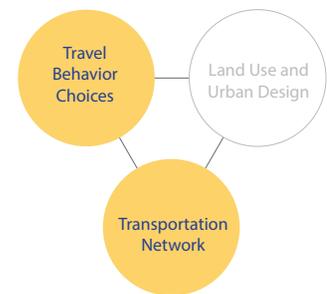
Policy 6-10: Support shuttles that serve the Urban Village and connect to local destinations and regional transportation hubs like Diridon Station and San José International Airport, while ensuring that transit operations and passenger environments remain safe and convenient.

Policy 6-11: Encourage the implementation of parking management strategies in new development that are designed to manage parking demand and reduce parking needs. These strategies can include unbundled and/or pricing and/or curbside management strategies.

Policy 6-12: Encourage the use of parking guidance technology and information systems in new development to improve parking access, help drivers use parking more efficiently, and reduce congestion.

Policy 6-13: Real time transit information display systems should be incorporated into new development.

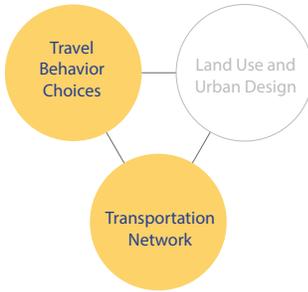
Policy 6-14: Consider programing on-site childcare services within new development.



TDM strategies shape the transportation network and inform travel behavior choices.



Alternative Transportation



TDM strategies shape the transportation network and inform travel behavior choices.



Alternative Transportation

Policy 6-15: Larger residential and employer sites should consider creating TDM manager positions as part of site operations to coordinate TDM programs.

Employer Sites

Policy 6-16: Developments should incentivize their employees to use transit and active transportation modes (e.g., Subsidized transit passes for employees)..

Policy 6-17: Developments should incentivize their employees to drive during off-peak times.

Policy 6-18: Developments should provide alternative mode-choice supports such as commuter choice tax provisions, guaranteed ride home programs, trip planning assistance, car pool formation forums, and vanpool startup and/or on-going costs.

Policy 6-19: Parking cash-out programs should be implemented by all employers.

Residential Sites

Policy 6-20: New developments should include carsharing services on-site and include membership fees in their HOAs.

Retail Sites

Policy 6-21: Encourage use of delivery services that provide easy delivery of goods to consumers' homes.

Action Items

- » Study the feasibility of City-operated public parking structures near freeway off-ramps.
- » Explore the feasibility of creating a Parking Benefit District.

6.4-1.4 Developing Transportation Technologies

Appropriately incorporating developing technologies into the Village area will improve safety, mobility, and environmental sustainability. The technologies this Plan intends to take advantage of include fiber optics, shared mobility services, autonomous vehicles, and Transportation Network Companies (TNCs), in ways that provide a net benefit.

Shared Mobility Services

Shared mobility services provided by Transportation Network Companies (TNCs) are increasingly used in the San Francisco Bay Area for a variety of trip purposes, and app-based dynamic carsharing is encouraging expanded use of carpooling. In addition, transit stations are popular beginning or end points for shared mobility trips, which suggests that these activities will be a well-used travel mode in between regional transportation services and the Winchester Urban Village. The proposed street network considers the need to accommodate all types of vehicle trips, including shared mobility trips.

Policies

Policy 6-22: Support convenient Transportation Network Company (TNC) passenger pick-up and drop-off in the Urban Village area, especially near activity centers, while ensuring that walking, biking, and transit remain safe and convenient.

Policy 6-23: New developments should include drop-off-/pick-up areas in site plans, while ensuring that walking, biking, and transit remain safe and convenient.

Policy 6-24: Ensure that drop-off/pick-up areas do not conflict with bicycle lanes.

Action Items

- » Identify proposed TNC drop-off and pick-up locations.

Autonomous Vehicles

Autonomous vehicles, also termed automated, driverless, self-driving and robotic vehicles, are those which are capable of sensing their own environments in order to perform at least some aspects of the safety-critical control without direct human input. In the future, autonomous vehicles may become increasingly common on streets in the Urban Village.

Policies

Policy 6-25: Appropriately accommodate future forms of vehicle travel, such as autonomous vehicles, in ways that provide net benefit.

Action Items

- » Assess current readiness for, and potential impacts of, autonomous vehicles on the transportation network.



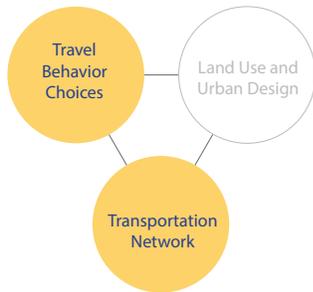
Transportation Network Company (TNC) passenger pick-up and drop-off areas can help connect travelers with regional transportation services easily and safely.



To accommodate for future travel needs, the Urban Village Plan aims to provide a general framework for autonomous vehicles.



Alternative Transportation



Bicycle and pedestrian networks shape the transportation network and inform travel behavior choices.



A connected bicycle network that links residential, businesses, recreation and transit stations encourages walking and bicycling.



Protected bike lanes (Class IV bikeway) includes vertical separation such as delineations (pictured above).

6.4-2 BICYCLE AND PEDESTRIAN NETWORKS

Walking and biking can be convenient, enjoyable, and healthy alternatives to automobile travel, particularly for shorter trips. To encourage walking and bicycling, the street network must include connected bicycle networks that link residences, businesses, recreation and transit stations, and that remove barriers for people who walk and bike. The Winchester Urban Village bicycle and pedestrian network is diagrammed in Figure 6-6.

All users of streets, including automobile drivers and people who use transit, are pedestrians at some point in their journey, and origin points and final destinations are commonly accessed using sidewalks. Sidewalks help establish a continuous pedestrian network that minimizes barriers and interruptions along the path of travel; is intuitive and easy to navigate; and feels safe and comfortable to walk along.

Policies

Policy 6-26: Complete, expand, and enhance bicycle and pedestrian networks.

Policy 6-27: Implement shared lane markings (Class III) in residential neighborhoods where appropriate.

Policy 6-28: Implement standard and enhanced bicycle lanes (Class II or Class IV) on major streets where appropriate.

Policy 6-29: Implement safety enhancements on existing bicycle routes in the Urban Village.

Policy 6-30: Complete the sidewalk network and maximize connectivity by removing barriers and interruptions along the path of travel.

Policy 6-31: Incorporate pedestrian and bike sensors into the signal system to support reliable signal priority for active travel modes.

Policy 6-32: Upgrade traffic detection systems from traditional in-pavement loops to video detection technologies that are more immune to poor pavement conditions and more readily support bike detection.

Action Items

- » Improve bicycle and pedestrian routes throughout and connecting to the Urban Village.
- » Ensure that the current VTA-led I-280/Winchester Boulevard planning process provides bicycle and pedestrian solutions that are in conformance with this Plan.

Bicycle Boulevards

A bicycle boulevard is a local street with no more than one lane in each direction where travel by bicycle is protected through incorporation of traffic diversion and calming elements. As a result, cut-through motor-vehicle traffic is discouraged and often diverted. Eden Avenue provides local access to residential neighborhoods in the areas between Moorpark Avenue and Hamilton Avenue, and this Plan recommends the conversion of Eden Avenue into a bicycle boulevard, which would facilitate the achievement of many objectives detailed in this Plan—particularly issues related to cut-through traffic.

Policies

- Policy 6-33:** Implement bicycle boulevards in residential neighborhoods where appropriate.
- Policy 6-34:** Encourage bicycle boulevards along roadways as a strategy to help reduce neighborhood cut-through traffic.
- Policy 6-35:** Bicycle boulevards should connect with the existing bike network and provide cyclists with a comfortable route to nearby destinations.

Action Items

- » Assess the feasibility of installing a bicycle boulevard along Eden Avenue and other appropriate streets.

Paseos

“Paseos” are areas reserved for pedestrian and human-powered vehicles, such as bicycles, skateboards and kick scooters, in which most or all automobile traffic may be prohibited. These streets are designed to better accommodate accessibility and mobility, while also improving the attractiveness of the local environment in terms of aesthetics, air pollution, noise and collisions involving pedestrians. Paseos provide shortcuts that encourage walking and biking by increasing visibility and accessibility between different portions of the Urban Village.

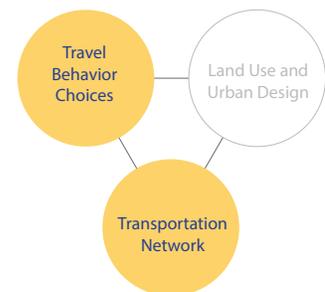
Policies

- Policy 6-36:** Encourage the installation of paseos that enhance the pedestrian environment and improves connectivity throughout the Urban Village area.

For more information on bike and pedestrian facilities & amenities refer to Section 6.4-1.2. For more information on paseos refer to Chapter 5: Urban Design, Section 5.2-5.1.



Bicycles boulevards share both vehicular and bicycle traffic, but prioritize people who bike as through-going traffic.



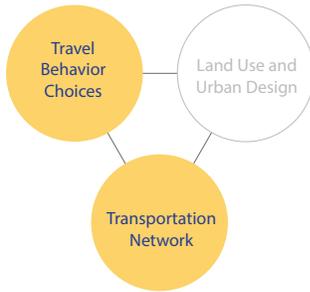
Bicycle and pedestrian networks shape the transportation network and inform travel behavior choices.



Paseos provide shortcuts that encourage people to walk and bike.



Alternative Transportation



Transit networks and services shape the transportation network and inform travel behavior choices.



6.4-3 TRANSIT NETWORK AND SERVICE

Public transit service in Santa Clara County is provided by Santa Clara Valley Transportation Authority (VTA). The City works closely with VTA to increase transit ridership through land use, density, roadway design, transit service, and other strategies. In addition, private “microtransit” services, like Chariot which now operates in the Willow Glen neighborhood and elsewhere in the Bay Area, have recently started becoming available.

The Winchester Urban Village currently lacks sufficient regional transit connectivity to the existing and planned high quality transit services in the surrounding area and transit service in this Urban Village should be improved. Figure 6-7 shows the two existing VTA bus routes serving the Urban Village: Route 25, which runs along Williams Road west of Winchester Boulevard and Moorpark Avenue east of Winchester Boulevard; and Route 60, which runs along Winchester Boulevard. In addition, VTA has released a Next Network Plan that proposes transit service improvements, shown on Figure 6-4.

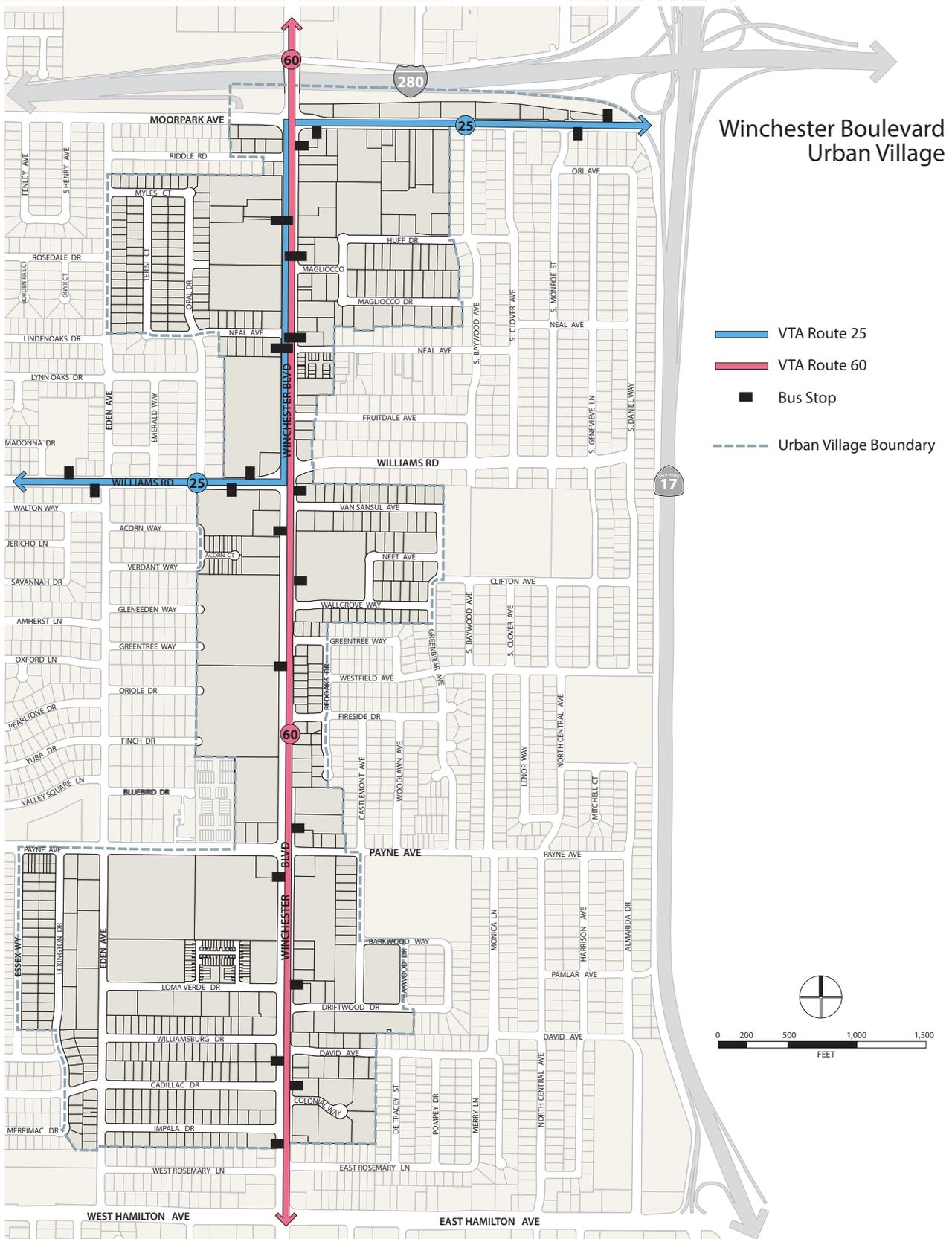
In addition, private “microtransit” services like Chariot, which now operates in the Willow Glen neighborhood and elsewhere in the Bay Area, have recently become available.

GOAL CS-7 In partnership with VTA, make transit a more desirable option and encourage use of transit through supportive land use and street design and transit operations.

Policies

- Policy 6-37:** Accommodate all forms of public and private transit services.
- Policy 6-38:** Encourage public and private transit services that improve connectivity between the Urban Village and surrounding regional transit services.
- Policy 6-39:** Support convenient transit stops in the Urban Village area, especially near activity centers.
- Policy 6-40:** Support increasing the frequency, reliability and quality of transit services operating in the Urban Village area.
- Policy 6-41:** Support partnerships with on-demand transit services to provide more travel options for people who use transit.
- Policy 6-42:** Improve transit convenience by ensuring that access (e.g. sidewalks, pathways, bikeways) are direct, safe, and convenient.
- Policy 6-43:** Improve transit convenience by bringing transit stops closer to key transit transfer intersections (e.g., Winchester & Stevens Creek boulevards), where feasible.

FIGURE 6-7: WINCHESTER BOULEVARD BUS ROUTES



Action Items

- » Coordinate with VTA to locate and design transit stops and bring more frequent, direct, and higher quality transit service (Figure 6-4) to the Urban Village area.
- » Implement transit signal priority along Winchester Blvd.

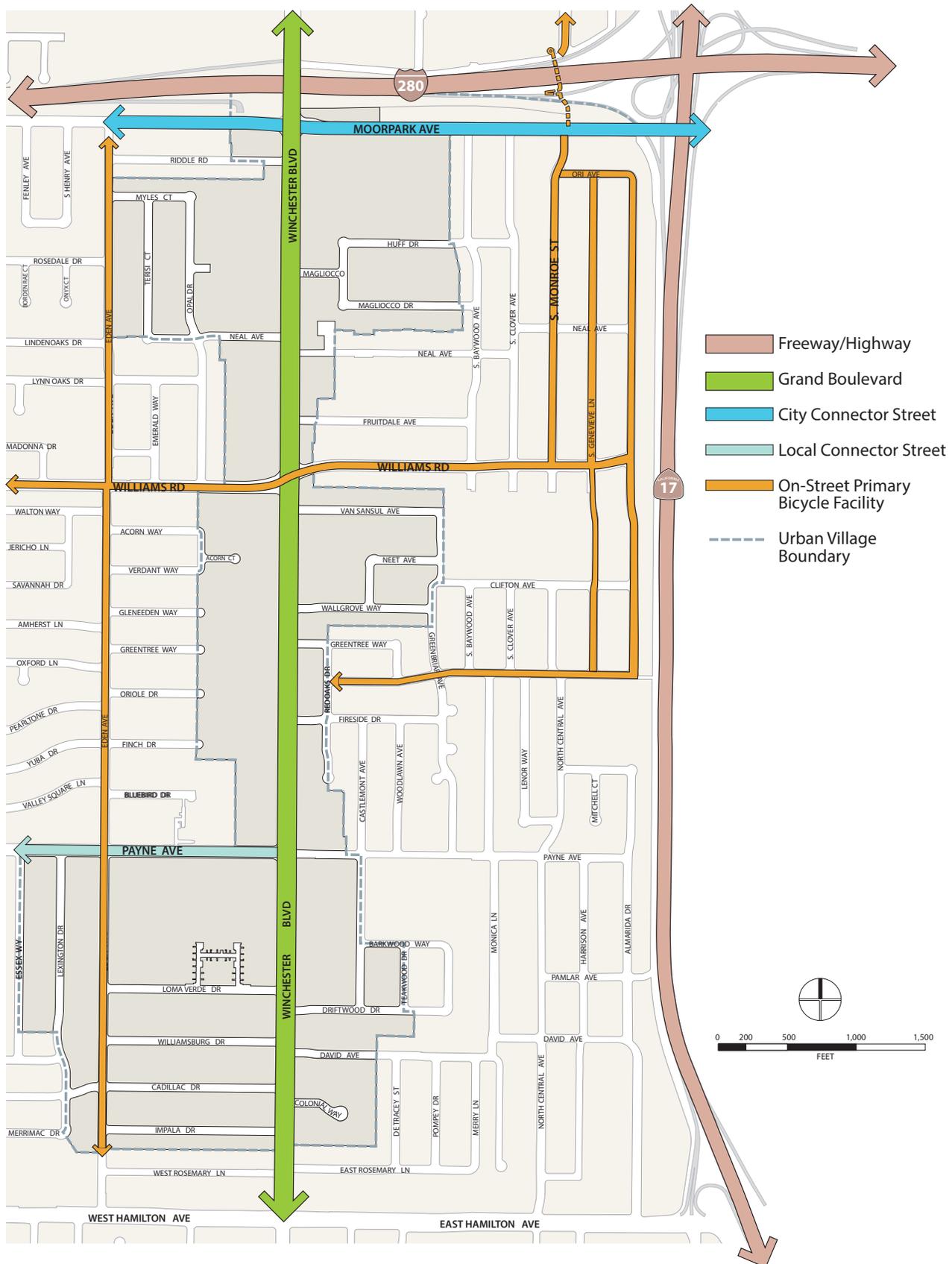
For more information on transit see Section 6.4-1.3.

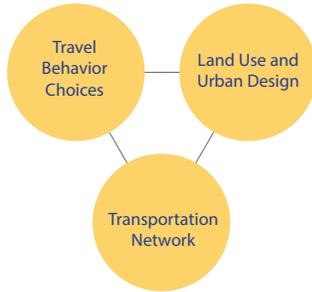
6.4-4 STREET TYPOLOGIES AND FUNCTION

To ensure a balanced, multimodal transportation network, the San José General Plan organizes street facilities according to “typologies.” Street typologies are an expansion of functional classifications that consider roadway’s adjacent land use, appropriate travel speeds, and the need to accommodate multiple travel modes. These street typologies also serve as the link between roadway circulation and streetscape design, as recommended streetscape improvements are based on typology. The street typologies within the Urban Villages are shown in Figure 6-8 and described in Table 6-2.

ROADWAY TYPOLOGY	ALL MODES ACCOMMODATED?	PRIORITY MODE	DESCRIPTION
Grand Boulevards	Yes	Transit	<ul style="list-style-type: none"> • High standards of design, cleanliness, landscaping, gateways, and wayfinding • If there are conflicts, transit has priority
On-Street Primary Bicycle Facilities	Yes	Bicycles	<ul style="list-style-type: none"> • If there are conflicts, bicycles have priority
(City & Local) Connector Streets	Yes	All modes accommodated equally	<ul style="list-style-type: none"> • Pedestrians accommodated with sidewalks
Residential Streets	Yes	All modes accommodated equally	<ul style="list-style-type: none"> • Pedestrians accommodated with sidewalks or paths • Through traffic discouraged

FIGURE 6-8: WINCHESTER BOULEVARD STREET TYPOLOGIES





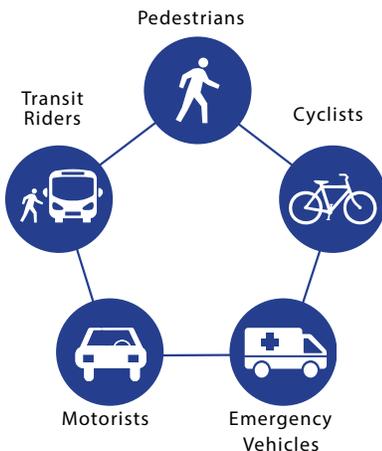
Streetscape designs shape the transportation network, complement adjacent land uses and urban designs, and inform travel behavior choices.



Alternative Transportation



This Plan aims to provide a transportation network that successfully integrates automobiles and people who bike, walk, and take transit.



6.5 Streetscape

The proposed streetscape plan incorporates a comprehensive approach to the practice of mobility planning by coupling the concepts and objectives of “complete streets” with the street typologies and functions defined in the *Envision San José 2040 General Plan* and the *San José Complete Streets Design Guidelines*.

Complete streets are roadways designed to safely accommodate many different users, including people who bike, people who walk, transit riders, motorists, and emergency vehicles. They’re also designed to accommodate people with a diverse set of needs, such as the needs of children, people with disabilities and seniors. Complete streets help make a more walkable, healthy, and sustainable community by encouraging people to walk and bike and creating an environment where all people feel safe and welcome on the roadways. In addition, elements of complete streets are often selected based on adjacent land uses, with the aim of providing amenities that will best serve the users of these important public spaces. This section details streetscapes of major corridors including placemaking, green infrastructure and activation of public spaces.

GOAL CS-8 Strengthen the quality-of-place and improve economic vitality and quality of the Urban Village with supportive streetscape improvements.

Policies

Policy 6-44: Improve streetscapes to effectively improve multi-modal safety, reduce cut-through traffic, improve traffic flow, and create more walkable, bikeable and transit friendly environments.

Policy 6-45: Reduce the number of driveways along Winchester Boulevard to enhance safety for people who walk and people who bike and improve streetscape character.

6.5-1 ELEMENTS OF COMPLETE STREETS

Complete streets are integral parts of the Urban Village and a transportation network that successfully accommodates people who walk, bike, take transit, and drive. Complete street improvements are recommended throughout the Urban Village. In the areas designated as Ground Floor Commercial Required, a more amenity-oriented approach, with special landscape, lighting, bicycle parking, and/or paving materials, will be provided to complement the higher levels of activity.

GOAL CS-9 Support recommended streetscape improvements with appropriate treatments from the *San José Complete Streets Design Guidelines*.

Policies

Policy 6-46: Ensure all streets in the Urban Village will be designed as complete, well-integrated streets consistent with the Envision 2040 General Plan and San José Complete Streets Design Guidelines, as opportunities arise.

6.5-1.1 Accessibility, Usability, and Safety

Complete streets are accessible, usable, and safe for all users.

Policies

Policy 6-47: To increase the usability of streets for all users, including people with disabilities, seniors, and parents with strollers or young children, routes in the Winchester Urban Village should provide a clear and accessible paths of travel free of barriers and obstructions.

Policy 6-48: At a minimum, follow the Americans with Disabilities Act (ADA) guidelines for accessibility of elements such as, but not limited to, sidewalks and curb ramps.

For more information on elements of complete streets refer to the Urban Design Chapter.



Children



People with Disabilities



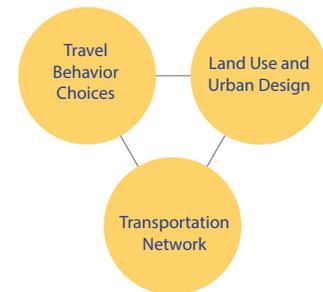
Seniors

6.5-1.2 Bike and Pedestrian Facilities and Amenities

Complete streets are designed to meet the needs of both people who walk and people who bike. This section provides a discussion of strategies to implement bicycle and pedestrian facility improvements. Potential strategies include improving bicyclist and pedestrian environment and connections by incorporating public space and waiting areas, installing additional bicycle facilities, and reducing barriers to walking and bicycling.



Alternative Transportation



SIDEWALKS

Sidewalks throughout the Village must support a comfortable walking environment. The following policies apply to all rights-of-way within the Village.

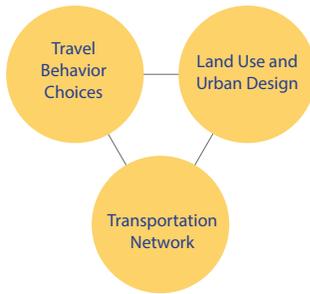
GOAL CS-10 Create an Urban Village that is safe, comfortable, and convenient place for people to walk.

GOAL CS-11 Enhance pedestrian environments and improve connectivity along and across Winchester Boulevard and to and from parks, plazas, and Santana Row and Valley Fair Mall.

GOAL CS-12 Reduce barriers to walking.

GOAL CS-13 Support landscaped buffers that separate pedestrians from vehicle traffic.

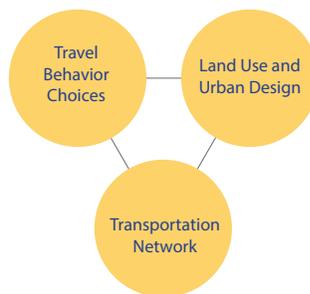
Bicycle and pedestrian facilities shape the transportation network, complement adjacent land uses and urban designs, and inform travel behavior choices.



Sidewalks shape the transportation network, complement adjacent land uses and urban designs, and inform travel behavior choices.



A priority of this Plan is to enhance sidewalk design features such as planting strips, as shown above.



Bicycle facilities shape the transportation network, complement adjacent land uses and urban designs, and inform travel behavior choices.

Policies

- Policy 6-49:** Physical treatment should not obstruct a clear path of travel.
- Policy 6-50:** All future development projects shall provide 20-foot minimum sidewalk width along Winchester Boulevard. Where the sidewalk in front of a development project falls short, the project must make up the difference so that the entire 20 feet is publicly accessible and functions as a sidewalk.
- Policy 6-51:** All Primary Pedestrian Routes shown in Figure 6-6 should have sidewalks that are at least 12-15 feet wide.
- Policy 6-52:** A curbside planting strip and/or rain garden a minimum of 4 feet wide shall be considered for frontages along Winchester Boulevard that do not have curbside parking.
- Policy 6-53:** Encourage pedestrian-oriented features that enhance the pedestrian environment.
- Policy 6-54:** New projects should accommodate pedestrian oriented activities and elements such as street furniture, trees and landscaping, awnings, café and restaurant seating, and outdoor retail displays.

Action Items

- » Complete, expand, and enhance the sidewalk network in the Urban Village.
- » Identify pedestrian-oriented design elements that can be applied throughout the Urban Village.

BICYCLE FACILITIES

Bikeways

Bicycle lanes (Class II & IV) allow cyclists to ride in a space that is separate from automobile traffic. Colored pavement treatments increase the visibility of the facility, identify potential conflict areas, and clarify priority for people who bike. Bicycle lanes (Class II) are lanes adjacent to the outer vehicle travel lanes that provide a designated space for people who bike through the use of pavement markings and signage. Where bicycle lanes are separated and protected from automobile traffic they are known as protected bike lanes (Class IV). Shared lane markings (Class III) are used to indicate a shared lane environment for people who bike and automobiles.

Dutch-Style Intersections

Proper Dutch-style intersection designs strive to slow turning vehicles, provide good sight lines, and shorten pedestrian crossings. Dutch-style intersection design elements can increase bicyclist safety and comfort and help manage vehicular traffic speeds. These intersections are particularly useful on streets with protected bike lanes. Specific elements include high quality bicycle waiting areas at corners, colored pavement delineators to guide bicycle travel paths, and narrowed intersections with smaller curb radii to reduce vehicle turning speeds.

GOAL CS-14 Create a complete network of low-stress bike-ways throughout the Urban Village.

Policies

- Policy 6-55:** Colored bicycle facilities shall be utilized at conflict areas.
- Policy 6-56:** Create a safe and comfortable network of bicycle facilities.
- Policy 6-57:** Implement dutch-style intersections in the bicycle network where appropriate as opportunities arise.

Action Items

- » Implement protected bike lanes (Class IV) with colored pavement treatments in conflict zones on both sides of Winchester Boulevard, where feasible as opportunities arise.

Bicycle Parking/Storage

Safe and convenient places for cyclists to park or store their bicycles along or at the end of a trip are important elements of complete streets. Many bicycle owners may be encouraged to make bicycle trips if there is sufficient bicycle parking and storage.

GOAL CS-15 Ensure bicycle parking is included at common destinations, such as at local businesses, schools, transit areas, and other popular destinations.

Policies

- Policy 6-58:** New developments shall provide well-located, visible bicycle parking and/or storage facilities along sidewalks, in parking garages, and building entrances and public sites as defined in San José Municipal Code Title 20.
- Policy 6-59:** Encourage expansion of San José's bike share system to this Urban Village.

For more information on bicycle parking and storage refer to the Urban Design Chapter Section 5.2-4.



A Dutch-style intersection delineates uses and creates safer crossings for people who walk and people who bike.



This Plan aims to strengthen bicycle and pedestrian conditions and connections throughout the Urban Village area.



Providing safe and convenient bicycle storage/parking will encourage bicycle use.



Mid-block crossings can provide direct routes and can enhance safety for people who walk.



Alternative Transportation

CROSSINGS

Crossings should be constructed to be universally accessible and designed for use of people of all abilities. Crossings should provide designated connections to and from major pedestrian generators, such as ground floor retail, public space, and/or bus stops, and along well traveled pedestrian routes. Crossings should be designed to increase visibility between drivers and other people, and minimize crossing times and distances. Overall, crossings should be designed as part of the entire roadway network to provide flexibility when considering traffic flow, signal timing, and signal operation.

Midblock crossings, which are located outside of intersections, are determined largely by pedestrian desire lines. These can occur on long blocks, in locations where activity-generators are located across the street from one another, or where other midblock crossing activity occurs.

Policies

Policy 6-60: Consider new crossings to improve pedestrian connectivity to parks, neighborhood services and transit amenities.

Policy 6-61: Improve crossings according to Complete Streets Design Guidelines Standards.

Action Items

- » Assess the feasibility and appropriateness of implementing proposed new or enhanced intersections/crossings. Potential locations for enhanced crossings and new mid-block crossings are indicated in Figure 6-6.



The Winchester Urban Village Plan aims to improve crossings and connections to parks, neighborhood services and transit amenities.

6.5-1.3 Transit Stops, Facilities, and Access Routes

Transit stops should be attractive pedestrian-oriented landmarks. They should include benches, shelters, lighting, and other amenities.

Policies

- Policy 6-62:** Transit friendly complete street elements should include improved transit stops.
- Policy 6-63:** Enhance overall experience at transit stops for people who walk, bike, and take transit with safe, conveniently located, and operationally efficient transit stops.
- Policy 6-64:** Support transit-friendly design elements like shading, shelter, lighting, and seating.
- Policy 6-65:** Enhance transit stops with distinct signage, lighting, landscaping, and well-designed bus shelters.
- Policy 6-66:** Improve access to transit.
- Policy 6-67:** Ensure that site designs complement and enhance transit operations.

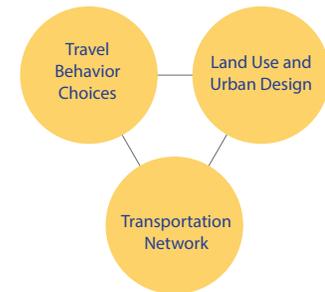
Action Items

- » Coordinate with VTA to locate, design, and improve transit facilities
- » Improve the transit waiting environment by upgrading bus stop amenities.

For more information on transit stops, facilities and access routes refer to the Urban Design Chapter.



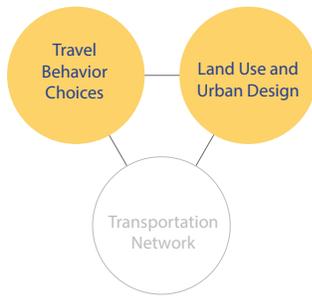
Transit stops should have pedestrian-oriented features and amenities.



Transit stops, facilities, and access route strategies shape the transportation network, complement adjacent land uses and urban designs, and inform travel behavior choices.



Alternative Transportation



Street trees and landscaping complement adjacent land uses and urban designs and inform travel behavior choices.



Alternative Transportation

6.5-1.4 Street Trees & Landscaping

Street trees and landscaping are essential elements of a comfortable, accessible, and inviting streetscape, indicating publicly-accessible space while also serving as a source of shade and beauty. This section identifies the requirements for street trees and landscaping throughout the Urban Village, including tree species, frequency, location, and size.

GOAL CS-16 Use street tree and landscaping to help create a comfortable, accessible, and inviting streetscape throughout the Village.

GOAL CS-17 Provide shade in the summer, color in the fall, and sun in the winter

Policies

Policy 6-68: Trees and landscaping should be provided along all publicly accessible streets and routes in all feasible locations (e.g., in medians and along walkways and bikeways).

Policy 6-69: Planting strips should be provided adjacent to the curb, where appropriate.

Policy 6-70: Plantings should be functional, aesthetically pleasing, and follow good species diversity practices.

Policy 6-71: For visibility and maintenance, planting areas **should** contain high-branching canopy trees and low-growing shrubs or groundcovers. Existing conifer trees and tall shrubs should be replaced to improve visibility and perception of the street as a unified public space.

Policy 6-72: Flowering shrubs and trees shall be used where they can be most appreciated, adjacent to walks and open space areas, or as a frame for building entrances, stairs, and walks.

Policy 6-73: Specimen trees, which are trees that have special characteristics yet require high levels of maintenance, may be considered for limited locations at key highly visible locations.

Policy 6-74: Flowers with annual or seasonal color are recommended to highlight special locations, such as courtyards, building entrances, or access drives.

Policy 6-75: Green infrastructure plantings should follow the approved planting list in the C.3 handbook.

Policy 6-76: Drip irrigation systems, including subterranean drip systems, should be provided for all planted areas, provided they are consistent with implementation requirements for use of recycled water.

Policy 6-77: Support selection of planting species that are drought tolerance, hardy, beautiful, and supportive of regional habitat, including pollinators and bird species. Drought tolerant species are those that receive a low or very low water usage rating from the Water Use Classification of Landscape Species (WUCOLS).

Street Trees

When selecting trees, characteristics to consider include: tree shape, growth speed to maturity, drought tolerance, shade provided, habitat value, attractiveness of foliage, and availability. Final planting choices may vary according to availability and site design.

Policy 6-78: Decisions regarding street trees are made by the City Arborist Office or designee after a thorough site assessment.

Policy 6-79: To maximize canopy coverage, large canopy trees should be planted where feasible. Where canopy space is limited, small to medium-size flowering trees can be utilized.

Policy 6-80: Street trees shall be planted in conformance with ADA requirements.

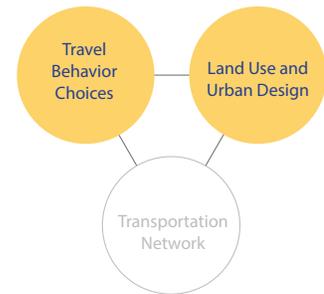
Policy 6-81: Trees should be planted at sidewalk grade to reduce trip hazards without requiring the use of tree gates, which require significant ongoing maintenance.

Policy 6-82: Unless they present a hazard, existing healthy street trees should typically remain, and additional infill trees should be planted to create a continuous canopy.

Policy 6-83: A double row of trees framing the sidewalk shall be considered where space allows as opportunities arise.

Policy 6-84: All trees shall be located away from parked-car door-swing areas and should be arranged in a formal manner with a regular spacing that maximizes tree canopy at maturity.

Policy 6-85: Tree species should have deep roots, provide fall color, and minimize maintenance problems.



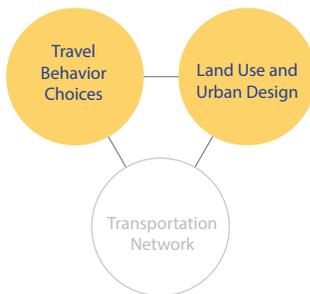
Street trees and landscaping complement adjacent land uses and urban designs and inform travel behavior choices.



Alternative Transportation



A double row of street trees can help enhance the streetscape.



Street trees and landscaping complement adjacent land uses and urban designs and inform travel behavior choices.



Alternative Transportation

Policy 6-86: Tree species with know surface root issues should not be selected.

Policy 6-87: Deciduous trees shall be the predominant large plant material used adjacent to buildings and within parking areas to provide shade in summer and allow sun in winter.

Policy 6-88: The following soil volume approximations are recommended to support trees: a minimum of 750 cubic feet of un-compacted soil for small-scale ornamentals (10-20 ft canopy spread), 1200 cubic feet of un-compacted soil for mid-sized shade canopies (20-35 ft spread), and a minimum of 1600 cubic feet of un-compacted soil for large canopy trees (greater than 35 ft canopy spread). Soil measured in cubic feet is based on a minimum of three foot depth.

Policy 6-89: Trees can be planted in curbside tree wells with a minimum horizontal dimension of 5 feet (as large as possible is preferred) and planting soil depth of 3 feet. Where possible, larger tree wells should be created to encourage root growth. Potential approaches to maximize the size of tree wells include trenches, structural soil, and suspended pavement systems.

Policy 6-90: Trees should be distributed evenly throughout parking lots to provide shade and enhance appearance, particularly as seen from adjacent streets and buildings. Generally, there should be one tree for every four parking spaces.

Landscaping

Policy 6-91: Landscaping in surface parking lots should be designed as an integral feature of the site development plan. Landscape and shading approaches may include trellises, columns, walls, and/or arbors with vines, wind rows, or other elements.

Policy 6-92: Hedges and other freestanding mass shrub plantings should be kept relatively low (i.e., 30 inches or less) to maintain visibility. Taller screen plantings should be employed for large blank walls, mechanical equipment enclosures, and similar conditions.

Policy 6-93: Mounding Earth (or berming) should be avoided. Terracing should be used as an alternative to or in combination with sloped earth areas.

Action Items

- » Develop a tree and landscape plan for Winchester Boulevard, within the Urban Village.
- » Create a tree plan in conjunction with a plan for lighting, curbside parking, and furnishings such as bus shelters, benches, and kiosks, in order to establish a coordinated design scheme and minimize conflicts.
- » Install shade trees that maximize usage of existing canopy space on all other public streets and routes.

Green Infrastructure

Green infrastructure refers to the use of green storm-water management systems to capture and manage rain directly from the street, which allows runoff to soak into the soil while filtering out pollutants like oil, trash, and other debris. This reduces pollutants in storm-water and the amount of storm-water that must be handled by storm-water infrastructure. Properly designed green infrastructure stores runoff, slows its movement to our rivers and creeks, slows erosion, removes pollution, and enhances safety. Cleaned storm-water can be stored and used for things like supplemental summer irrigation. Collecting and treating storm-water runoff has many benefits.

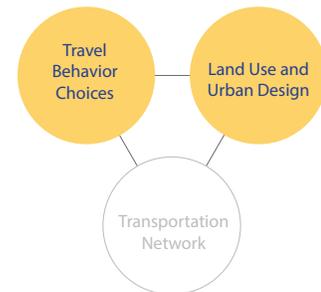
Rain gardens are a type of green infrastructure. Located between sidewalks and streets, in medians, or within other landscape features, rain gardens collect runoff in a planted area. The water supports plant life within the garden, and the excess is treated with a special soil mix that filters and captures pollutants. The linear rain garden proposed between the sidewalk and roadway along Winchester Boulevard is an example of green infrastructure.

Permeable pavers are another type of green infrastructure that can add attractive variety to typical paving and should be used in many areas of the Urban Village streetscape. Some permeable systems allow storm-water to flow between pavers; others provide a solid surface without gaps. Permeable paving can be used to help address storm water issues and contribute to streetscape aesthetics with unique textures and materials.

In proper soil volumes with suspended pavement, trees are green infrastructure: they dissipate rainfall in their canopies and on their limbs and trunks, and curb inlets to the soil under the suspended pavement allows for runoff capture. Trees also utilize storm-water runoff to grow.

GOAL CS-18 Remove pollution from storm-water before it enters the storm-sewer system.

GOAL CS-19 Store cleaned storm-water so that it may be used for beneficial purposes.



Street trees and landscaping complement adjacent land uses and urban designs and inform travel behavior choices.



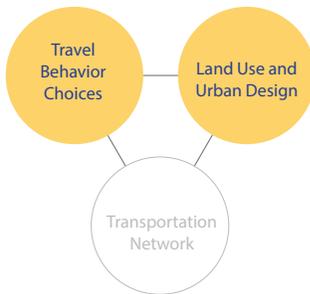
Alternative Transportation



Green infrastructure can mitigate stormwater runoff and filter out pollutants.



Green infrastructure can mitigate stormwater runoff and filter out pollutants.



Lighting environments complement adjacent land uses and urban designs and inform travel behavior choices.



Alternative Transportation



Pedestrian-scaled lighting should be attractive in design and coordinated with the design of other frontage amenities.

GOAL CS-20 Slow storm-water runoff speeds.

Policies

Policy 6-94: Where feasible and appropriate, install different types of green infrastructure elements such as rain gardens, vegetated swales, infiltration and flow-through planters and storm-water tree wells.

Policy 6-95: Rain gardens should be installed adjacent to protected bike lanes to take advantage of grades/drainage patterns within right-of-way and act as a buffer zone.

Policy 6-96: Where feasible, enhancements to streetscape and crossings shall incorporate permeable pavers.

6.5-1.5 Lighting

Basic street lighting is important for safety, and attractive street lighting helps create pleasant and enjoyable public places. Along Winchester Boulevard today, highway-type street lighting is the only type of lighting. It is focused on the roadway rather than sidewalk areas, and does not encourage pedestrian circulation, support investment in frontage properties, or promote the desired streetscape character.

Policies

Policy 6-97: Install pedestrian-oriented street lighting at approximately 100 feet on center as part of implementation of the Winchester Boulevard Concept. Ornamental double-head or “high-low” pedestrian- and roadway-oriented lighting are recommended.

Policy 6-98: Install supplemental highway-type lighting at intersections where appropriate.

Policy 6-99: Encourage new ground floor commercial uses to include pedestrian-oriented lighting along the street frontage, where appropriate.

Policy 6-100: Pedestrian-oriented streetlights should be centered between trees to minimize light blocking, with heads mounted to provide illumination beneath the street tree canopy.

Policy 6-101: Luminaire heads shall contain “cutoff” fixtures with shielding to support “dark sky” objectives and minimize impacts on adjacent buildings.

Policy 6-102: Design lighting, light poles, and fixtures in conjunction with

trees, curbside parking spaces, and furnishings such as bus shelters, benches, and kiosks, in an effort to establish a coordinated design scheme and to minimize conflicts.

Policy 6-103: Ensure that pedestrian-oriented lighting is pleasant, provides good illumination and color rendition, and is not overly bright.

6.5-1.6 On-Street Parking

Curbside parking is often redundant with adjacent on-site parking lots and is therefore underused along much of Winchester Boulevard. It should be reduced in favor of complete street features such as bike lanes and/or landscape and lighting improvements, except where needed for the success of adjacent businesses.

Metered parking should be installed in residential areas adjacent to commercial areas to discourage spillover and long-term parking by employees of the commercial areas. Metered parking should be installed in commercial areas to encourage turnover of parking spaces and help manage on-street parking supply, while also providing short-term parking for visitors to the commercial area.

Policies

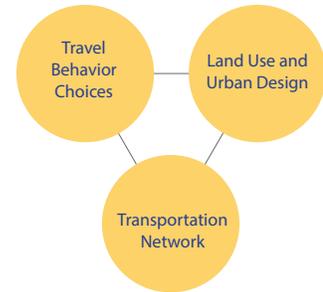
Policy 6-104: Curbside parking areas should be designed with paved step-out and crossing areas to accommodate frontage parking.

Policy 6-105: Consider installing metered parking in commercial areas and in residential neighborhoods adjacent to commercial areas.

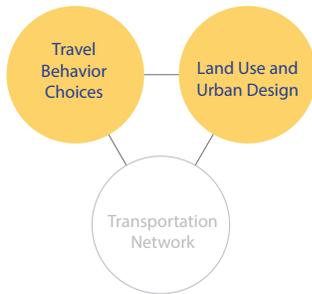
6.5-1.7 Wayfinding, Gateways, and Neighborhood Identity Elements

Wayfinding signs are intended to convey directional information while also enhancing the identity of a community. Clear navigation conveys directions to a wide range of destinations, including the location of transit stops, landmarks and places of interest, and historic information. Architectural and natural features may be used in wayfinding maps to improve the ability to navigate an area and the overall pedestrian environment.

Special gateway design, lighting, landscaping, signs, and/or structures are recommended at high visibility locations near Urban Village entrances and exits. Any special paving should be on private sites and maintained by the property owner. Gateway locations recommended by this Plan are:



Wayfinding signs improve the ability to navigate an area while they also enhance community identity.



Wayfinding, gateways, and neighborhood identity elements complement adjacent land uses, contribute to urban design, and inform travel behavior choices.



Alternative Transportation

1. The Winchester Boulevard/I-280 bridge
2. The intersection of Winchester Boulevard and W Rosemary Lane
3. The intersection of Winchester Boulevard and Moorpark Avenue
4. Freeway and highway over and undercrossings

Policies

Policy 6-106: Wayfinding signs should be sized, designed and placed appropriately for all modes of travel.

Policy 6-107: Support wayfinding strategies that reinforce and enhance the identity of the neighborhood at points of transition and at other key nodes.

Policy 6-108: As appropriate, signage should include intuitive, widely understood symbology, and accommodations should be made for wheelchair users and the visually-impaired.

Policy 6-109: Wayfinding signs should have a cohesive design and feel, and incorporate a hierarchy of sizes for ease of interpretation.

Policy 6-110: At transit stops, wayfinding signs should communicate transit routes and schedules, popular local destinations, and connecting multimodal transportation networks.

For more information and policies on placemaking and public space activation, see Chapter 4 Parks, Plazas and Placemaking.



The Winchester Urban Village Plan aims to create gatherings spaces and pedestrian oriented amenities to enhance the pedestrian experience.

- Policy 6-111:** Wayfinding efforts should relate visually to other wayfinding elements in Downtown and at Diridon.
- Policy 6-112:** Encourage improvements that support placemaking and public space activation.
- Policy 6-113:** Enrich the pedestrian experience with small gathering spaces and pedestrian oriented amenities, such as seating, improved lighting, landscape planters, shade and public art.
- Policy 6-114:** Encourage development of wayfinding design guidelines and strategies specifically for the Urban Village area.
-
- Policy 6-115:** Encourage development of gateway design guidelines and implementation strategies specifically for the Urban Village area.
-

6.6 Winchester Boulevard as a Complete Street

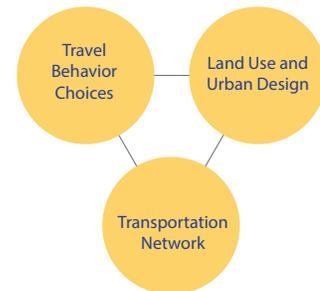
Winchester Boulevard is one of the most-used and most-known streets in San José today. It has a major effect on the local quality of life and on the character of local commercial and residential districts.

Existing Conditions

Figure 6-9 shows in plan view the existing conditions of this important right-of-way. More specifically, it shows where the curb-to-curb dimension is the full 100 and where the existing dimension is narrower than 100 feet. As shown in Figure 6-9, the existing section is approximately 96 feet in width near Van Sansul Avenue and Colonial Way; 87 feet near Fruitdale Avenue, David Drive, and E Rosemary Lane); and only 80 feet north and south of Fireside Drive. These dimensions generally support six vehicular travel lanes north of Fruitdale Avenue and five (three southbound and two northbound) south of Fruitdale, with a median/left turn pockets along the length of the corridor. Figures 6-10 and 6-12 illustrate two existing typical sections along Winchester Boulevard—the full 100-foot curb-to-curb width and the narrowest 80 foot curb-to-curb width.

Winchester Boulevard Concept

A primary question asked during the development of this plan was: should Winchester be a Grand Boulevard or a Main Street? As described in the San José General Plan, Grand Boulevards serve as major transportation corridors and primary transit routes and Main Streets provide urban street space for social gathering and recreational activities. While the General Plan identifies Winchester Boulevard as a Grand Boulevard, the



Complete streets compliment connecting land uses and urban designs, function as part of the transportation network, and inform travel choices.



Alternative Transportation

FIGURE 6-9: MODIFICATIONS TO WINCHESTER BOULEVARD

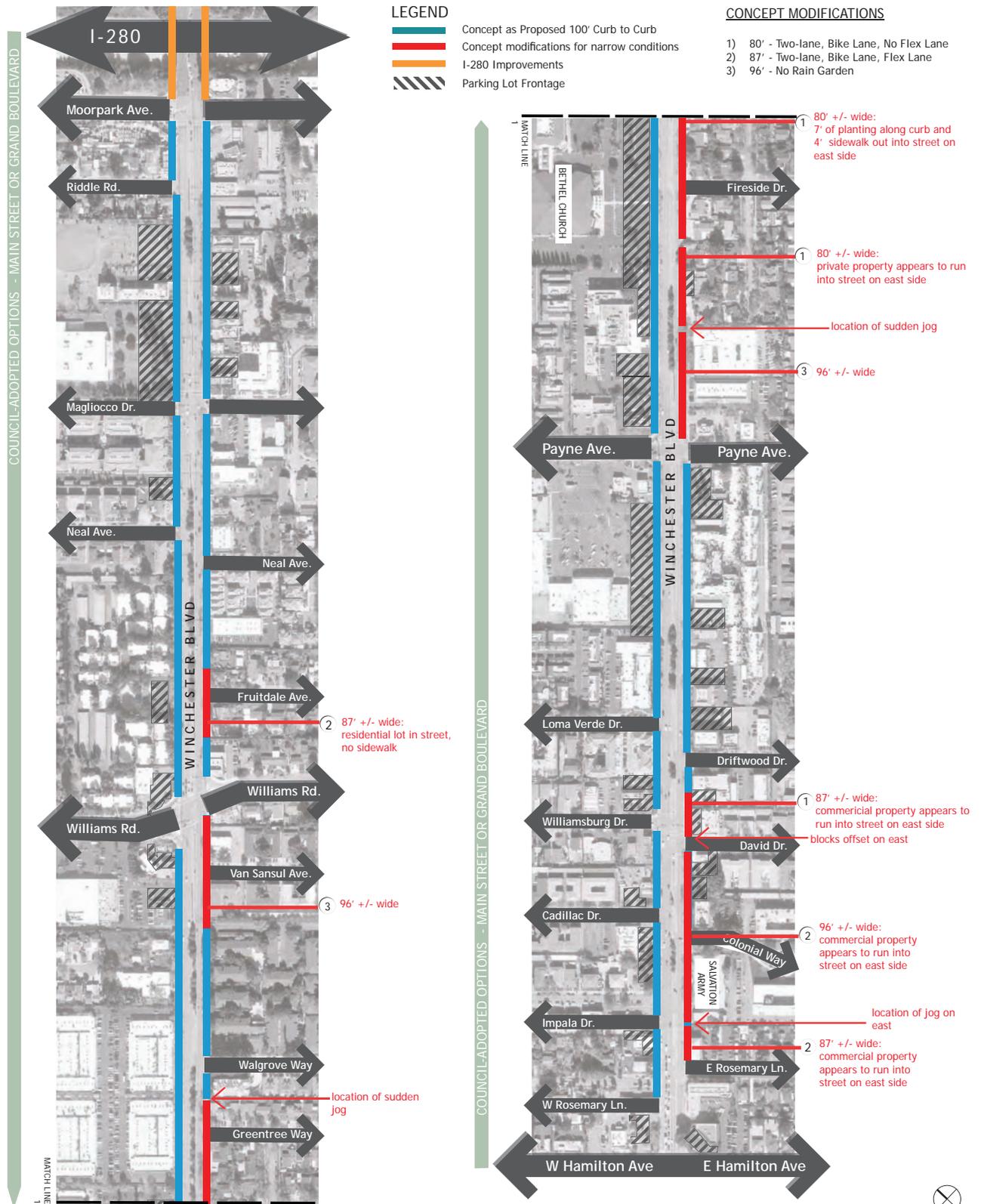
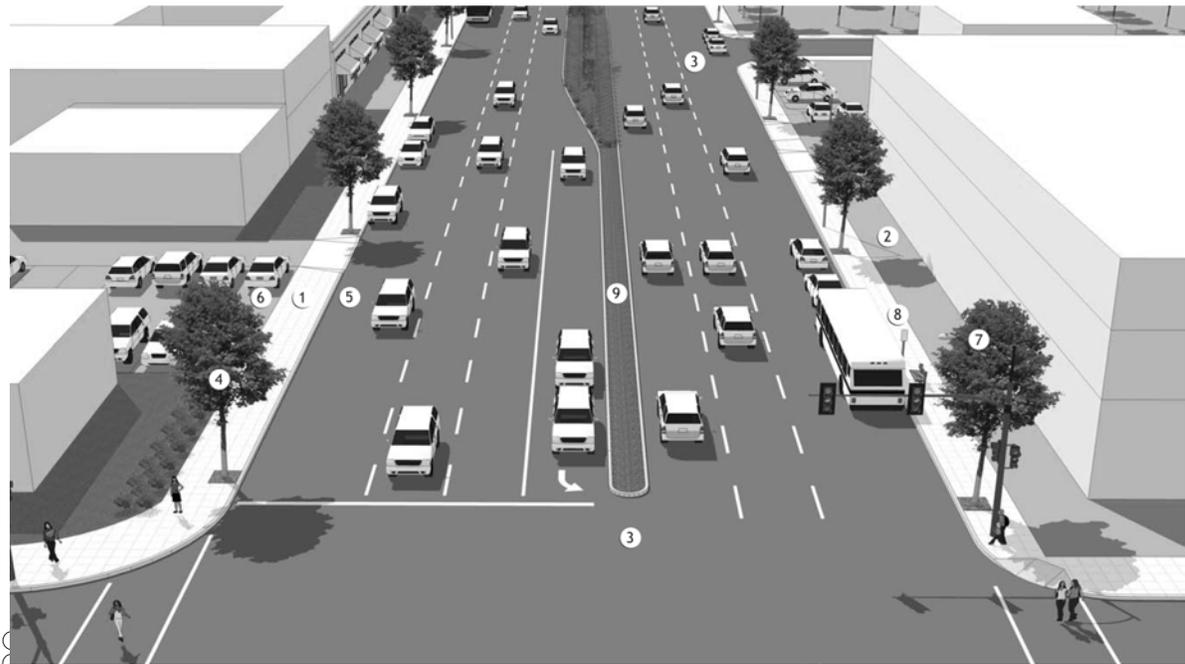


FIGURE 6-10: WINCHESTER BOULEVARD EXISTING - 100 FOOT CURB-TO-CURB WIDTH

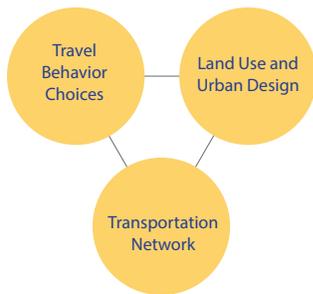


- 1 Narrow sidewalk (8' ±)
- 2 Building setbacks (10'-0' ±)
- 3 Missing/long pedestrian crossings (100'+)
- 4 Existing street trees, long spacing
- 5 Excess roadway
- 6 Surface parking frontages
- 7 Auto-oriented street lights
- 8 Bus stop, no shelters
- 9 Extensive median with no planting

FIGURE 6-11: WINCHESTER BOULEVARD LONG-RANGE CONCEPT - 100 FOOT CURB-TO-CURB WIDTH



- 1 Sidewalks widened in setback area to 20' ± min.
- 2 Curb Radius (± 25')
- 3 Corner bulbout and median refuge to shorter crossing distance
- 4 Pedestrian-oriented street lights
- 5 Rain garden buffer with intermittent walkway refuges
- 6 Protected cycle track
- 7 Bus stops
- 8 Flexible lane may be used for parking, HOV lane, and/or transit/taxi lanes



Complete streets compliment connecting land uses and urban designs, function as part of the transportation network, and inform travel choices.



Alternative Transportation

community has expressed a desire to see elements of a Main Street as well. The proposed design for Winchester Boulevard combines features of the Grand Boulevard and Main Street typologies, as well as other elements of complete streets. With this concept, Winchester Boulevard accommodates high volumes of through traffic within and beyond the City, while also providing people who bike and people who walk with a safer and more comfortable environment.

The design was driven largely by the community's priorities, as identified in the two community workshops, the on-line community survey, and public advisory committee meetings. The community consistently identified its top priorities for Winchester Boulevard as protected bike lanes and auto travel lanes. The design generally retains the existing curb locations, at least four vehicular travel lanes, and two flex lanes for vehicle travel or parking, while also incorporating protected bike lanes for the length of the corridor. The proposed roadway design for Winchester Boulevard is illustrated in Figure 6-11. The majority of the corridor, which has an existing curb-to-curb dimension of 100 feet, can support this design. In areas where the existing curb-to-curb dimension would not support of the full proposed roadway design, a narrower interim condition would be applied until the City is able to acquire the necessary right-of-way. Figure 6-13 shows an interim concept which can be applied to areas where the existing dimension is the narrowest (80 feet).

This concept is extended through to the gateway intersection of Winchester Boulevard and Moorpark Avenue, and across the bridge over I-280. A key connection to the Santana Row/Valley Fair Urban Village, the Plan envisions the bridge widened on both sides to accommodate a separated mixed-use path for cyclists and pedestrians, while retaining existing six travel lanes and two turn lanes (see figures 6-16 and 6-17). In addition, the Plan envisions enhanced crosswalks and the removal of slip lanes on all four sides of the intersection.

Figures 6-14 and 6-15 show the full and interim concepts with proposed dimensions in section view.

GOAL CS-21 Establish a streetscape design for Winchester Boulevard that bridges the Grand Boulevard and Main Street typologies by accommodating high volumes of through-traffic for people who walk and people who bike, and creating a comfortable environment.

Policies

Policy 6-116: Winchester Boulevard shall be designed as a complete street.

Policy 6-117: Ensure that future streetscape designs of Winchester Boulevard prioritize protected bicycle lanes and automobile travel lanes.

FIGURE 6-12: WINCHESTER BOULEVARD EXISTING- 80 FOOT CURB-TO-CURB WIDTH



- 1 Narrow sidewalk (8' ±)
- 2 Residential frontage with planting strips, driveways, etc.
- 3 No pedestrian crossings (80' ±)
- 4 Existing street trees, long spacing
- 5 Excess roadway
- 6 Surface parking frontages
- 7 Auto-oriented street lights

FIGURE 6-13: WINCHESTER BOULEVARD INTERIM CONCEPT- 80 FOOT CURB-TO-CURB WIDTH



- 1 Signalized pedestrian crossing
- 2 Curb Radius (± 25')
- 3 Pedestrian-oriented street lights
- 4 Rain garden buffer with intermittent walkway refuges (southbound)
- 5 Protected bike lane (southbound)
- 6 Bike lane (northbound)
- 7 Flexible lane may be used for parking, HOV lane, and/or transit/taxi lanes (southbound)

FIGURE 6-14: WINCHESTER BOULEVARD CONCEPT - 100 FOOT CURB-TO-CURB - PROPOSED STREET SECTION

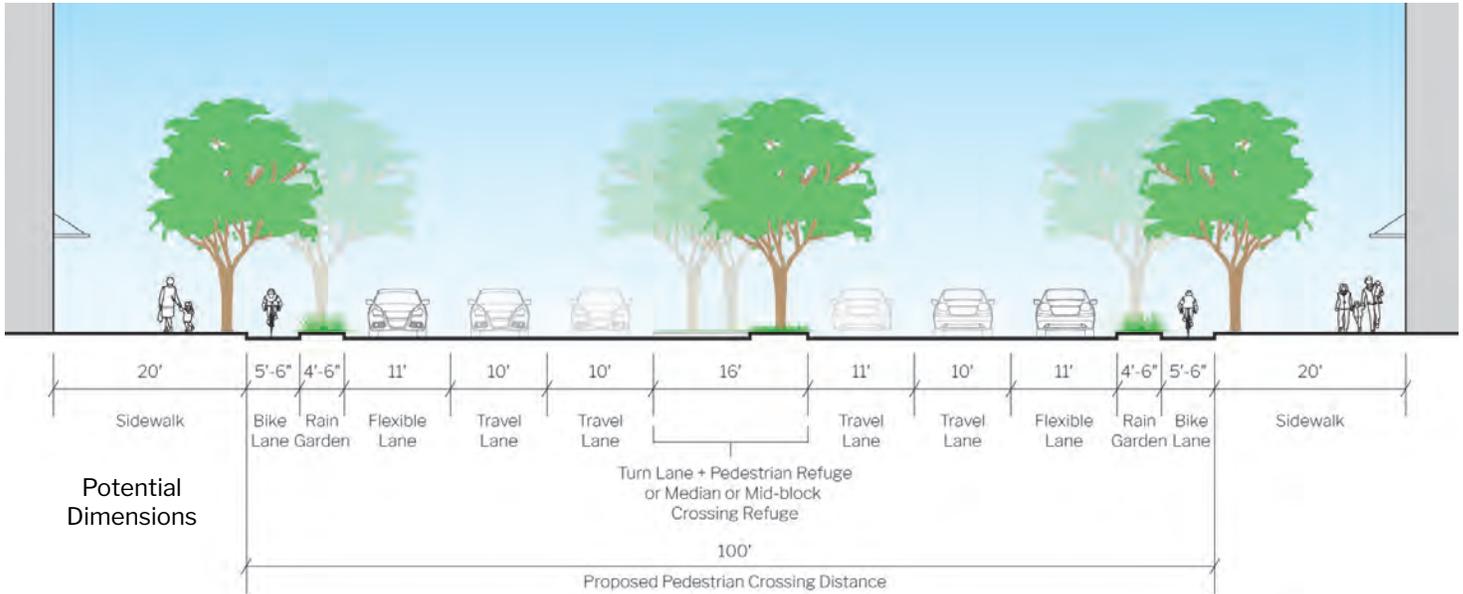


FIGURE 6-15: WINCHESTER BOULEVARD CONCEPT - 80 FOOT CURB-TO-CURB - PROPOSED STREET SECTION

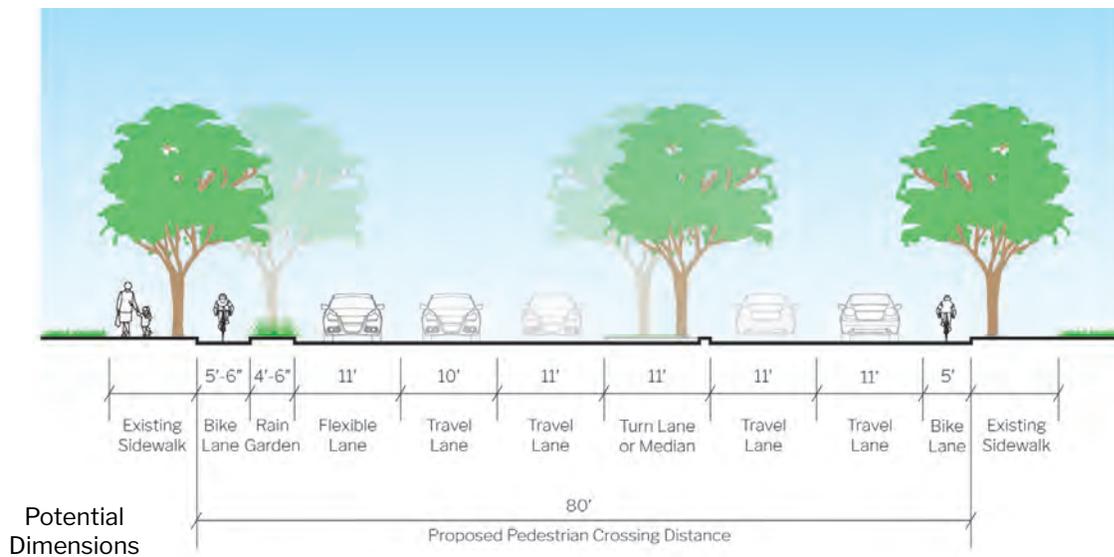
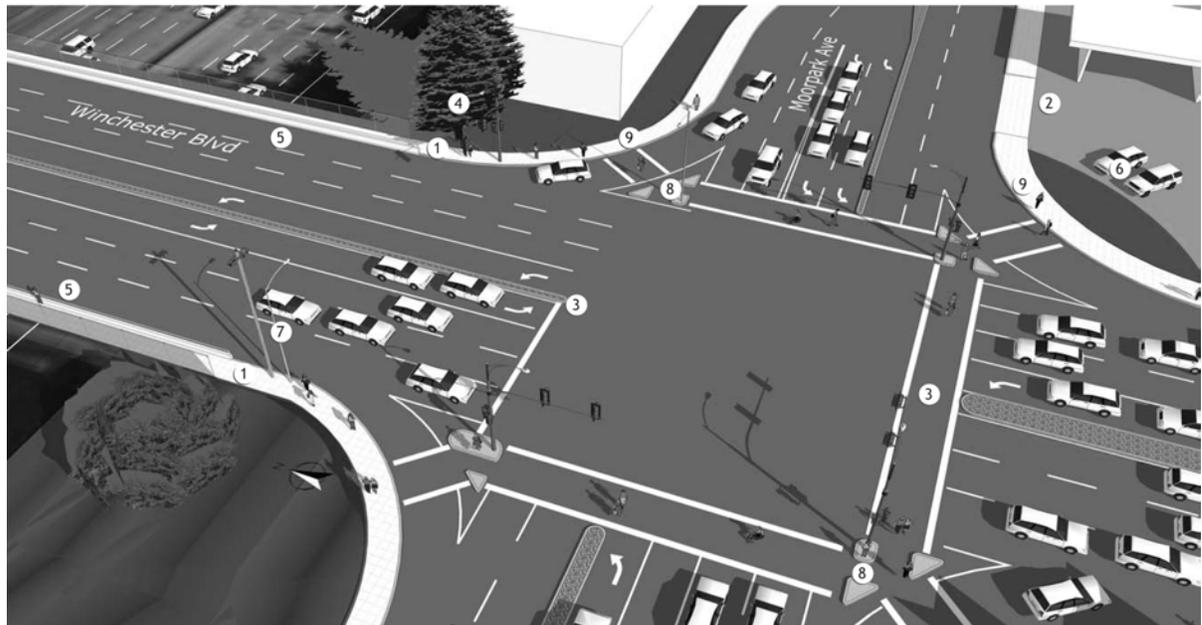


FIGURE 6-16: WINCHESTER BOULEVARD/I-280 BRIDGE - EXISTING



- | | | |
|--|---------------------------------------|-------------------------------|
| ① Narrow sidewalk (8' ±) | ④ Existing street trees, long spacing | ⑦ Auto-oriented street lights |
| ② Building setbacks (10'-0' ±) | ⑤ Excess roadway | ⑧ Slip lanes |
| ③ Missing/long pedestrian crossings (100' +) | ⑥ Surface parking frontages | ⑨ Wider curb radii (±60') |

FIGURE 6-17: WINCHESTER BOULEVARD/I-280 BRIDGE - POTENTIAL IMPROVEMENTS



- | | | |
|---|---|---|
| ① 4-lane through vehicular traffic | ④ Corner bulbout and median refuge to shorter crossing distance | ⑦ Bridge widened on both sides with decking for expanded mixed use path |
| ② Sidewalks widened in setback area to 18' min. | ⑤ Pedestrian-oriented street lights | ⑧ Median widened with existing left turn lanes |
| ③ Curb Radius (± 25') | ⑥ Rain garden | ⑨ On-street curb parking |

Policy 6-118: Promote the design of Winchester Boulevard to combine features of Grand Boulevards and Main Streets typologies as defined in San José’s General Plan and Complete Streets Design Guidelines.

Policy 6-119: Emphasize high quality walking and bicycling connections along, to, and from Winchester Boulevard.

Policy 6-120: Support improvements to the Winchester Boulevard/I-280 Bridge similar to those shown in Figure 6-17.

Action Items

- » Conduct traffic and parking analyses needed to complete Winchester streetscape design.
- » Develop and implement an engineered streetscape plan for Winchester Boulevard.

6.7 Next Transportation Planning and Implementation Steps

As described below, during development of this plan, County Expressway planning and many related planning efforts led by VTA and the City of San Jose are also underway. Following this Plan, the City of San Jose intends to appropriately synthesize the results of these planning efforts and advance their implementation.

Several regional transportation planning efforts are being led by VTA that could affect future travel patterns and conditions within the Plan area. These include the VTA Next Network study, which is aimed at improving the overall efficiency and performance of VTA’s transit network. Proposed network changes were released in 2017 and could affect some bus routes within the Plan area, generally with more frequent and connected service. Additional regional studies are the VTA I-280 Corridor Study and the I-280/Winchester Boulevard Interchange Improvement study, both of which are looking at strategies to reduce traffic congestion on I-280 and local roadways and support multimodal travel options. The I-280/Winchester Boulevard Interchange Improvements study design alternatives are not anticipated to be completed until late 2017.

The County of Santa Clara’s Expressway Plan 2040 Study is also underway and expected to be completed in Spring 2017. This plan takes a fresh look at the needs of the expressways based on city land use plans, projected 2040 traffic growth and Complete Streets planning. Expressway Plan 2040 will also identify new challenges and positive developments or opportunities, recommend any necessary policy changes, and revise funding requirements and implementation strategies.

Other future transportation planning efforts are envisioned in the Plan area subsequent to the Urban Villages plans, including a City of San José-led neighborhood traffic plan, multi-modal transportation improvement plan and traffic analysis. Additionally, the City is planning on completing an Area Development Policy and Environmental Impact Report for the Urban Village areas in West San José.

This Plan is intended to inform related and proximate planning efforts and projects.

Action Item

- » Work with VTA and the County of Santa Clara to ensure that their efforts are consistent with this plan.

Refer to the Implementation Chapter for more information.

6.7-1 MULTI-MODAL TRANSPORTATION IMPROVEMENT PLAN AND AREA DEVELOPMENT POLICY (ADP)

General strategies and key recommendations in this chapter are intentionally high-level and broad. Ultimately, these strategies will be incorporated into future, more detailed plans and accompanying implementation strategies, such as a multi-modal transportation improvement plan (MTIP) and area development policy (ADP) for West San José. The *Envision San José 2040 General Plan* defines the City's desires "to provide a safe, efficient, and environmentally-sensitive transportation system that balances the needs of bicyclists, pedestrians, and public transit with those of automobiles and trucks." As a result, this Plan addresses all transportation modes in a manner that is representative of community values and provides guidance to achieve a balanced transportation network.

Action Item

- » Develop and implement a MTIP and ADP.

6.7-2 PHASING

While the ultimate goal of the Winchester Urban Village Plan is to fully implement the circulation and streetscape designs, policies, and actions described in this plan, a number of actions may be taken in the interim to phase in the changes.

In addition to phased construction of roadway and streetscape design, the City may develop programs to temporarily implement changes in a way that demonstrates to the community their full impact without incurring the cost

of full construction. “Tactical urbanism” approaches may include: outlining or drawing in chalk or paint such design changes as bikeways, green infrastructure, parklets, or Paseos, and incorporating movable fixtures such as potted plants, cones, or temporary signage, while at the same time encouraging community awareness and support through outreach programs and outdoor public events. The City may partner with local advocacy groups to employ these strategies for phased implementation.

Winchester Urban Village Implementation Chapter

INTRODUCTION

This Chapter provides the framework for the implementation of the Winchester Urban Village Plan (“Plan”). The private development community will play a key role in the implementation of this Plan as it relies on development investment within the Plan area to achieve the identified improvements and many of the Plan’s goals. While some sites in the Plan may generate early development interest, others could take significantly longer and implementation of the entire Winchester Urban Village (“Urban Village”) could take many years. Continued community interest and political will is needed for the Urban Village to become the engaging, mixed use, walkable, bikeable, and well-designed neighborhood that creates the sense of place that is envisioned in the Plan.

The City of San José (“City”) does not have the level of resources needed to achieve the capital improvements identified in this Plan. Nevertheless, there are other steps the City can take to implement the Plan, including rezoning property within the Urban Village boundary to facilitate development consistent with the land use and urban design policies of this Plan.

Implementation topics covered in this chapter include:

- Consistency with the General Plan
- Land Use Regulation
- Zoning
- Public Improvement Implementation
- Implementation Actions

Consistency with the General Plan

The Winchester Urban Village Plan is consistent with the Envision San José 2040 General Plan, and furthers implementation of the General Plan’s Urban Village Major Strategy. The Urban Village Major Strategy was established as the policy framework to focus new job and housing growth to create walkable and bike friendly Urban Villages with good access to transit, services, amenities, and other existing infrastructure and facilities.

The General Plan phases the development of Urban Village areas into three development Horizons. The Winchester Urban Village Plan is placed in the third Horizon of the Envision San José 2040 General Plan to facilitate long term redevelopment. These Horizons are intended to phase the amount and location of new housing developments in order to achieve a more sustainable balance between jobs and housing; emphasizing new employment opportunities in San Jose, these Horizons do not phase jobs development, and jobs development can move forward in any of the Urban Villages at any time.

Land Use Regulation

The Winchester Urban Village Plan is a long-term plan for new development within the Plan area and has the same implementation timeframe as the Envision San José 2040 General Plan. New development within the boundaries of the Urban Village must conform to the standards included in this Plan, the most important of these standards being land use. The City of San José has the following two primary land use controls (among others such as specific plans, area development plans, etc.) that guide future development: 1) General Plan Land Use Designations, and 2) Zoning Districts found in Chapter 20 the Municipal Code. With the adoption of this Plan, the land use designations identified on the Land Use Plan of this document are also incorporated into the Envision San José 2040 Land Use/Transportation Diagram. Any future changes to the land use designation in the Plan will require an amendment to the Envision San José Land Use/Transportation Diagram.

The General Plan land use designation identifies locations, types, and intensities of future development. New development is required to conform to the General Plan land use designation, which may require a rezoning of the property as part of the entitlement process for a proposed project; this Plan does not change the Zoning Districts to be consistent with the land use designations in the General Plan and this Plan.

Zoning

The City does not redevelop properties, but the City can and should take proactive steps to encourage development in the corridor. One key step will be to rezone the corridor with a zoning district that is consistent with the design guidelines and land uses policies of this Plan and will further the goals of this Plan. Rezoning the properties in the Winchester Urban Village would clear away a major entitlement hurdle for urban, pedestrian-oriented development. Presently, multiple commercial and residential zoning districts are applied to properties within the Winchester Urban Village boundary. Most of the zoning districts preclude the construction of a more urban, pedestrian-oriented development, as they require large front setbacks. For most properties to develop consistent with the policies of this Plan, a developer would need to rezone to the Main Street or similar urban zoning district before proceeding with other development permits.

PUBLIC IMPROVEMENT IMPLEMENTATION PROGRAM

This Plan proposes a number of improvements to the Urban Village for which the City has some existing funding and implementation mechanisms. The City's established mechanisms, however, are often not sufficient to implement all of the improvements identified in this Plan. The public projects/improvements identified in the Plan are listed below with a discussion on existing funding and implementation mechanisms.

Parks and Plazas

The goal of maintaining, enhancing, and expanding parks and plazas within the Plan area is discussed in the Parks, Plazas, and Placemaking Chapter of this Plan. Public parks and plazas are overseen by the City's Department of Parks, Recreation, and Neighborhood Services (PRNS). PRNS has a number of approaches to the development and financing of new public parks and plazas, all of which contribute to the PRNS's Capital Improvement Program (CIP):

- The Parkland Dedication (PDO) and Park Impact (PIO) Ordinances
- Construction and Conveyance Taxes (C&C)
- Outside funding sources from grants, gifts, and other agencies like the County and State.
- Cooperative and Joint Use Agreements (most often with school districts or other public agencies)
- Bond Funding (when available)

The PRNS Capital Improvement Program implements the Parks and Community Facilities component of the City's Adopted Capital Budget, which is approved by Council each June for the following fiscal year. The CIP is comprised of park, trail, and recreation facility projects throughout the City and is planned over a 5 year forecast; the most recent 2016-2021 Adopted CIP includes approximately \$309 million in open space and park projects. Projects within the CIP are financed through a variety of funding mechanisms, described below. The City is, however, constantly in search of new tools to improve the City's park, trail, and recreational facilities, as well as vital services offered through PRNS.

Parkland Dedication and Park Impact Ordinances (PDO/PIO)

As the Urban Village develops, the primary and most direct funding mechanism for parks and trails is through the implementation of the Parkland Dedication Ordinance (PDO) and Park Impact Ordinances (PIO). Through the PDO/PIO, PRNS will receive In-lieu fees, land dedication, or turn-key improvements or a combination thereof with each new residential development. PDO/PIO land dedication and fees will help fund the development of public parks, and where appropriate, urban plazas, serving the Plan area. However, the PDO/PIO is wholly based on the development of new housing, and therefore it is both a limited and inconsistent funding source. Further, the PDO/PIO are subject to state and federal law limitations on the amount of fee that may be required on each residential project (the "nexus" requirement, which means that the fees are required to stay within close proximity to the project).

Even if all of the planned housing units in this Plan are built, a significant funding gap will remain for park and plaza development within this Urban Village. Therefore, additional funding sources and community benefit tools will likely be needed in order to finance parks and urban plaza projects in the Urban Village.

Construction and Conveyance Taxes

The City collects taxes on construction of certain buildings and the conveyance of certain real property located within the City. A limited amount of these Construction and Conveyance Taxes (C&C) are allocated towards the development and rehabilitation of park and recreational facilities on an annual basis. Similar to the PDO/PIO, C&C taxes are somewhat market driven and an unreliable source of funding. While these revenues do not have a nexus requirement providing more flexibility than the PDO/PIO, but C&C taxes that must be allocated for various City facilities and services in accordance to a strict formula in the San José Municipal Code. Because they can be spent more flexibly, C&C taxes are often used to support parks projects in areas not experiencing significant new residential development and where PDO/PIO funds are extremely limited.

Grants, Gifts, and Partnership Funding

Beyond the application of the PDO/PIO and C&C taxes as described above, PRNS frequently seeks grants from outside agencies and is occasionally the beneficiary of charitable donations or resources bequeathed to the City by private will. Both of these potential resources enable the City to achieve more within its own limited capacities, but are infrequent, often difficult to anticipate, apply to specific projects, and/or require re-allocation of staff resources away from scheduled projects. In addition, grant funding is most frequently awarded on a reimbursement basis and as such, encumbers City funds to front the grant until reimbursement becomes available.

PRNS is also able to enter into partnerships with developers to create privately owned publically accessible open spaces (POPOS). This mechanism leverages private funds to create publically accessible spaces and provides for their long term care. An example of a POPO could be an urban plaza that is developed as part of a private development and then maintained by the property owner, but publicly accessible.

Joint Use, Cooperative, and Partnership Agreements

Throughout the City, PRNS has a number of Joint Use, Cooperative, and Partnership Agreements, which typically allow for public recreational use of non-City property or in some cases, the provision of recreational services by non-City agencies/organizations on City property. Where opportunities are present within or serving the Urban Village, City staff may work with other agencies to develop mutually beneficial arrangements for the expansion of public parks and recreational facilities.

Bond Funding

San José has a strong track record of community investment in parks and recreational facilities through voter approved bond measures. Most recently, voters in 2000 approved Measure P for the issuance of \$228 million in general obligation bonds for the improvements of parks and recreation facilities. This bond fund has contributed to major advancements in PRNS facilities, including upgrades to Happy Hollow Zoo, construction or rehabilitation of nine (9) community centers, trail expansion, and improvements to more than 69 neighborhood parks. At the time of adoption of this Plan, the Measure P Bond Fund is engaged with completion of its final two funded projects, both City-wide sports field projects. There are currently no plans for additional parks and recreation bond measures, but it is likely that over the duration of this Plan such options may be presented for voter consideration.

Streetscape Amenities and Circulation Improvements

Many streetscape and circulation improvements are identified in the Circulation and Streetscape chapter of this Plan. The proposed streetscape amenities and improvements presented exceed the standard transportation requirements of the City of San Jose's Department of Transportation (DOT), and are not included in the DOT's Capital Improvement Plans (CIPs) that fund street improvements and maintenance.

Street and public infrastructure projects will need to be financed and implemented through a combination of public and private funding mechanisms. Through the entitlement process for new construction, a developer will be required to plant street trees where they do not exist in front of their development, as well as dedicate right-of-way as necessary for the widening of the sidewalk. In some instances, private developers could propose funding identified improvements because these improvements would add substantial appeal to their projects. For example, such improvements could include special pedestrian scale streetlights, sidewalk furniture, corner curb bulb-outs, enhanced landscaping, public art, etc. Street improvements could also include Green Infrastructure. Green Infrastructure incorporates stormwater management techniques into the built environment through enhanced landscaping and pervious surfaces rather than channeling water directly to the storm system.

Regional, State and Federal funds are other potential funding source for the implementation of streetscape and circulation improvements. These sources do not, however, typically fund all on-going maintenance costs. To fund maintenance costs, as well as the capital improvement costs for additional services required by new development, a Special Financing District could be formed for the Winchester Urban Village.

Special Financing Districts

As many of the streetscape and circulation improvements identified in this Plan are outside the Department of Transportation's (DOT) core services, and are typically not included in DOT's Capital Improvement Plans (CIPs), an additional funding mechanism will need to be established. The establishment of a Special Financing District could help finance the construction and/or maintenance of public infrastructure improvements within the Winchester Urban Village. A Special District Financing Strategy could take many forms, including a Property & Business Improvement District (PBID), a Community Business Improvement District (CBID), or a Business Improvement District (BID).

PBID's, CBID's, and BID's are Special Financing Districts established by local businesses and/or property owners as a "special benefit assessment" to fund maintenance and capital enhancements in a defined area ("District"). Special Financing District funds can not only be used for these purposes, but also for marketing, small business assistance, maintenance, supplemental security services, public art and special events. The assessments must be based on the benefit received and only special benefit can be assessed that are above and beyond the services already provided by the City. The funds are collected annually through the tax collector and distributed to an operating entity, typically a nonprofit organization or public/private enterprise established for this special purpose. The funds can be used on a "pay-as-you-go" basis, or can be used as the basis for a larger bond to be used over time.

Special Financing District assessments may be placed upon businesses or on property owners or both depending on the type of district. In either case, the formation of the District must be approved by a simple majority of affected parties. Establishing a Special District is a two-step process. The first step is an affirmative petition to the City of over 50 percent of affected property and/or business owners in the District, with the votes weighted according to what each property and/or business owner would pay. The City would then prepare a ballot initiative to enact the special district, which will pass if more than 50 percent of returned ballots indicate support, again weighted by each assessment.

The City of San José supports the formation of Special Districts when the work within the District will contribute to the City's economic, social, environmental or aesthetic enhancement, the amount of the assessment is supported by the benefit derived, and the operating entity is financially responsible and accounts for funds received and expended in the manner required by law. The City's special districts group in the Department of Public Works facilitates the formation and ongoing administration of these districts. The cost to form these Special Districts must be covered by the applicant and is typically around \$30,000.

In addition, there are other similar funding mechanisms under State law that could also be explored to assist in the funding of City facilities and services.

Public Art

The integration of public art within this Urban Village is a placemaking strategy of the Plan. Public art can play a key role in reinforcing the visual identity of the area and add significant value to both public infrastructure and private development.

The City's public art program allocates one percent of all eligible City of San José capital project costs towards the design, fabrication and installation of public artwork to enhance the design and add to the character of the community served by its capital improvements. Public art funds within the City are managed by the Public Art Program/Office of Cultural Affairs, and specific projects are implemented in collaboration with stakeholders and capital project managers. Public art projects that are developed by outside agencies could also contribute to public art; however, a public arts contribution would have to

be negotiated on a case-by case basis. For example, VTA funded the public art enhancement program as part of the Bus Rapid Transit project along the East Santa Clara and Alum Rock Avenue corridor.

A Special Financing District, such as a Business Improvement District, which has been established in Downtown San Jose and the Willow Glen neighborhoods, could be a resource for the creation and maintenance of public art and other amenities.

While there is currently no private development funding requirement for public art, the inclusion of public art and public art maintenance into private development projects is highly encouraged, and is a demonstrated benefit for developers. For this Urban Village to meet its public art goals, additional funding sources or strategies need to be identified.

Affordable Housing

Providing more affordable housing is one of the greatest challenges facing San José and providing affordable housing within the Urban Villages is a major goal of the Envision San José 2040 General Plan. In addition, the Plan also contains a policy to integrate affordable housing within the Urban Village. While sources of funding now exist for creating more affordable housing, additional measures are needed to incent its production.

There are both financing and programmatic tools available to increase the amount of affordable housing in San José. The financing tools include Tax Exempt Bond Financing, where developers of mixed-income or 100% affordable rental properties can work with the City to issue tax-exempt bonds, the proceeds of which are administered as loans by conventional lenders. Developers that build 100% income-restricted housing can assemble a variety of funding sources to finance their project, including federal and state low-income housing tax credits, tax-exempt bond financing, federal project-based rental vouchers, and low-cost “soft” financing subsidies from the City, County, State, and the Federal Home Loan Bank. The availability of some tax credits and most subsidy sources is typically very limited and not predictably available in all locations or at a large scale.

The two programmatic tools to support the development of affordable housing are the City’s Inclusionary Housing Ordinance and its Affordable Housing Impact Fee. On January 12, 2010, the City Council approved an Inclusionary Housing Ordinance which requires that new for-sale residential developments of 20 or more units include housing affordable and price-restricted for moderate-income purchasers. Developers may satisfy their Inclusionary Housing requirement by providing 15% affordable homes on-site within their projects, or through a variety of developer options including off-site construction of 20% affordable units, payment of the in-lieu fee, dedication of qualifying land in lieu of construction, purchasing surplus inclusionary housing credits from another developer, the acquisition and rehabilitation of existing units, providing deed-restricted units that are available to lower-income households through agreement between the developer and the U.S. Department of Housing and Urban Development, or any combination of these methods that will achieve the requisite amount of affordable housing. Because of litigation over the validity of this ordinance, the City was only able to implement this requirement in 2016 after it prevailed in the lawsuit.

With regard to market-rate rental housing, the City Council adopted the Affordable Housing Impact Fee (AHIF) Program on November 18, 2014, and which took effect on July 1, 2016. AHIF requires new market-rate rental housing developments with three or more apartments to currently pay a one-time Affordable Housing Impact Fee of \$17 per finished livable square foot. The City will use collected fees to subsidize the development of restricted affordable housing in San José for units serving prescribed income levels.

IMPLEMENTATION ACTIONS

As it is anticipated that there will continue to be strong interest in building new housing in San Jose and in the Winchester Urban Village area, this Plan recommends the establishment of additional funding mechanisms that would require new housing development to contribute towards the implementation of the Urban Village Plan and the improvements and amenities identified by the community, which may be beyond the City's normal requirements. The following is the list of public improvements and amenities that are desired by the community:

- Affordable Housing
Affordable Housing is one of the highest priority amenities for the Urban Village. The City's goal, as supported by the General Plan and the Housing Element, is to integrate well-managed restricted affordable housing in neighborhoods throughout the City, particularly in Urban Villages with their walking access to transit, and community, and commercial amenities. This Plan therefore strongly encourages residential mixed-use developments to include deed restricted housing units on-site as an amenity.

Individual developments that offer 100% restricted affordable housing are considered a benefit to the community in and of themselves; therefore, development of this housing is encouraged wherever possible in locations close to transit, commercial, and other community amenities. Projects that are 100% affordable would not need to provide additional amenities, but would still need to be consistent with the goals and policies of this Plan, and would need to provide at least the minimum amount of employment/commercial space identified for a given area by the Plan.

Further, as development in Urban Villages will often focus on sites with existing uses and occupants, developers should seek to minimize or mitigate permanent displacement of residential occupants, particularly those with lower- and moderate-incomes. When permanent displacement is part of a project's plan, the baseline requirement is for developers to provide relocation assistance including moving costs, security deposits, and a minimum of three months' housing costs at then-current market rents for locations and amenities comparable to their existing homes, or as required by any applicable City ordinances, policies or guidelines, whichever provides more benefits to the displaced occupants. Additionally, if residents are elderly or disabled, the baseline package adds nine more months of rent payment for a total of 12 months plus moving and security deposit costs. Other commensurate anti-displacement strategies could be negotiated.

- Urban Plazas
Fully publicly accessible urban plazas are desired in the Plan for which there is limited funding. New development could pay additional fees to the City, provide or finance maintenance on City facilities, or improve and/or dedicate land for public plazas. Development could also incorporate plazas into their development consistent with the plaza design guidelines of this Plan, and that are publicly accessible, but privately maintained. These spaces are often called Privately Owned Public Open Space (POPOS).
- Parkland
Contribute more than what is required of the project through the Parkland Dedication Ordinance (PDO) and Park Impact Ordinances, whether it be additional In-lieu fees, land dedication, or turn-key improvements or a combination thereof.

- Transportation Improvements

Specific transportation improvements are identified in the Circulation & Streetscape chapter; they include:

- Communication network and other technology improvements
- Major corridor improvements
- Neighborhood traffic management improvements
- Bike and pedestrian network, facility, and amenity improvements
- Transit network, service, and facility improvements
- Implementation of transportation and parking management strategies 10
- Installation of complete street elements like street trees, landscaping, green infrastructure, street furniture, lighting, wayfinding, and gateways.

- Streetscape Amenities

Contributions for identified streetscape amenities that go above and beyond standard City requirements could be considered amenities. These include street furniture, pedestrian scale lighting, drinking fountains, historic placards, integrated public art, street banners, and attractive trash and recycling receptacles. Streetscape amenities can also include landscaping within the park strip and at corners that will beautify the corridor. The preference is that development projects construct these amenities, but monetary contributions could be considered if construction is not feasible or appropriate. Landscaping Improvements should only be provided if there is a written agreement that these improvements are to be maintained by the property owner or there is an established Special Financing District to provide on-going maintenance.

- Public Art

To encourage the integration of Public Art within the Winchester Urban Village, development could incorporate public art within the given project, or contribute money to fund public art elsewhere within Urban Village area. Developers that include public art within their project should engage the community on the design and content of the artwork and it should be publicly viewable. Another option is to include a public artist on the project development design team for a more integrated approach to aesthetic enhancements. The Office of Cultural Affairs can provide developers with assistance on the design and selection process. For art pieces on public property, the Office of Cultural Affairs would manage the Public Art process and engage the community in the selection of artists.

- Commercial Development

Should a residential mixed use project construct commercial space at 50% or more above the minimum commercial space requirement under this Plan, it can be considered as a community benefit. Other potential community benefits could include; designing and building commercial space that is specifically affordable to small businesses, leasing commercial space at an affordable rate to small businesses, providing the space and infrastructure for a farmer's market, or providing a space specifically for food trucks.

As with all Urban Villages throughout San José, entirely commercial development that is in keeping with the applicable Zoning Code and General Plan Land Use Designation can go forward at any time.

- Special Financing District

If it is demonstrated that a majority of the property and/or business owners along the corridor or within a portion of the corridor are interested in establishing a Special Financing District, a developer could fund the City costs and other outside costs associated with establishing this District. If and when a property based District is established, one amenities that is desired would be for the property owner to join such District.

- I-280/Winchester Boulevard Overcrossing

- Widen the deck of I-280/Winchester to accommodate continuation of the Winchester streetscape design included in this Plan, including wide sidewalks, bike lanes, landscaping,
- Fund an engineering and economic analysis and financial feasibility study of capping I-280 for development of or a mix of land uses such as a park, commercial, residential or parking structure.

Implementation Actions

Implementation Action 1: Develop an Urban Village Implementation Finance Strategy that will establish a financing mechanism to fund the improvements and amenities identified by the community.

Implementation Action 2: Consider the establishment of an additional funding mechanism that would require new housing development to contribute towards the implementation of the Urban Village Plan and the improvements and amenities identified by the community.

Implementation Action 3: Develop a Multimodal Transportation and Streetscape Plan for Winchester Boulevard. This Plan should identify the design and location of specific streetscape and other transportation improvements that could be constructed by private development proposals, through the City's CIP program or by outside grant funding.

Implementation Action 4: Actively seek external funding to finance and implement advancement of this Plan.

Implementation Action 5: Require that the Winchester Advisory Group, in conjunction with the Stevens Creek Advisory Group, reconvene on an as needed basis in order to provide feedback on the Implementation Chapters.