


THE FUTURE OF WINCHESTER BOULEVARD

Workshop #3: Strategy and Overall Identity


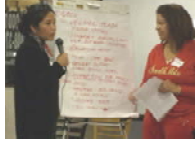
February 21, 2009

FIELD PAOLI
Winchester Boulevard Neighborhood Business District




Format for Today's Workshop

1. Presentation of the Strategy and Overall Identity
2. Break into groups to focus on a portion of the strategy
3. Nominate a spokesperson from each group to report main discussion points to everyone

FIELD PAOLI
Winchester Boulevard Neighborhood Business District



Strong Neighborhood Initiative

Winchester Neighborhood Improvement Plan 2001
Amendment May 2007

Top ten Priorities:
No. 10

"Develop an economic strategy for Winchester Boulevard with the Business Association. Include a strategy for attracting individualized stores and retail uses....creating a neighborhood-serving downtown atmosphere."



FIELD PAOLI
Winchester Boulevard Neighborhood Business District



Agenda for the Workshop Series

Previous workshops

- Workshop 1: Traffic (8/23/08)
- Workshop 2: Retail (11/05/08)

Next Workshops

- Workshop 4: Land Use, Zoning, and Physical Enhancements
Saturday, March 28, 2009 (10 am-12 noon)
Bethel Church 1201 S. Winchester Blvd
- Final Community Meeting
Wednesday, April 29, 2009 (6-8 pm)
Winchester Mystery House, 525 Winchester Blvd

Relevant Websites

<http://www.siredevelopment.org/winchesterenhancementstrategy.html>
Agenda, Meeting Minutes, Presentations

<http://www.sjdistrict1.com/winchester>




FIELD PAOLI
Winchester Boulevard Neighborhood Business District



Purpose of Workshops 3 & 4

Workshop 3: Strategy and Overall Identity
BIG PICTURE, 20-30 year outlook


Workshop 4: Land Use, Zoning, and Physical Enhancements
Incorporate feedback from today, more details, public realm enhancements





FIELD PAOLI
Winchester Boulevard Neighborhood Business District



Winchester Boulevard Area



FIELD PAOLI
Winchester Boulevard Neighborhood Business District



Feedback from Past Workshops

1. Keep 3-Lanes Each Way: Boulevard is too wide to create a "Main Street Environment"
2. Boulevard is too long to be considered all pedestrian
3. Better to create pedestrian 'clusters' with neighborhood retail
4. Don't need more retail, need better retail
5. Consolidate new and existing retail into 'clusters'; identify 'opportunity sites' for clusters

FIELD
PAUL

Winchester Boulevard Neighborhood Business District



Feedback from Past Workshops

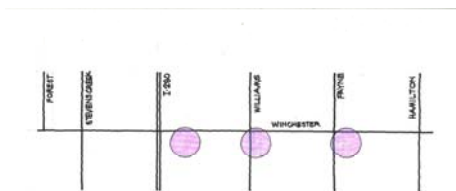
6. Boulevard should have a different character in between retail clusters and can be an 'automobile experience'
7. Introduce some urban plazas
8. Improve connections
 - a. Across I-280
 - b. Between Valley Fair / Santana Row / and the Winchester Mystery House
 - c. From neighborhoods to commercial zones

FIELD
PAUL

Winchester Boulevard Neighborhood Business District



Retail clusters

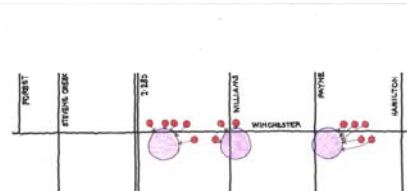


FIELD
PAUL

Winchester Boulevard Neighborhood Business District



Concentrate New and Existing Retail Into Clusters



FIELD
PAUL

Winchester Boulevard Neighborhood Business District



Clarify the Distinction between Retail & Non-retail (Residential / Commercial)



FIELD
PAUL

Winchester Boulevard Neighborhood Business District



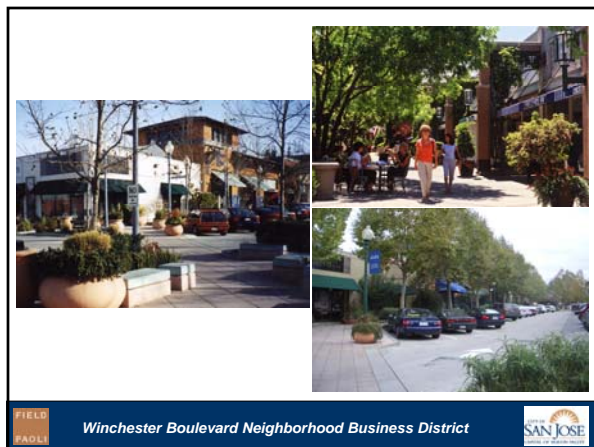
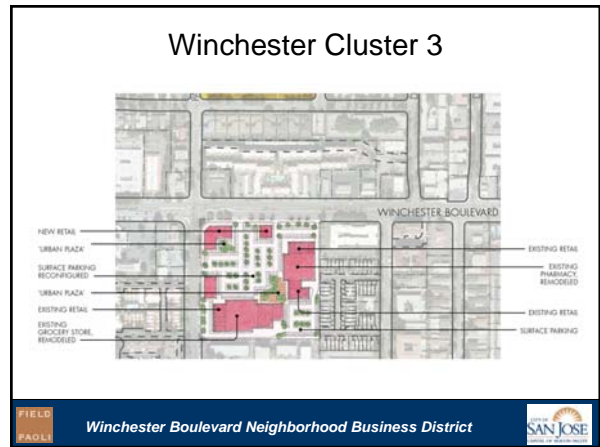
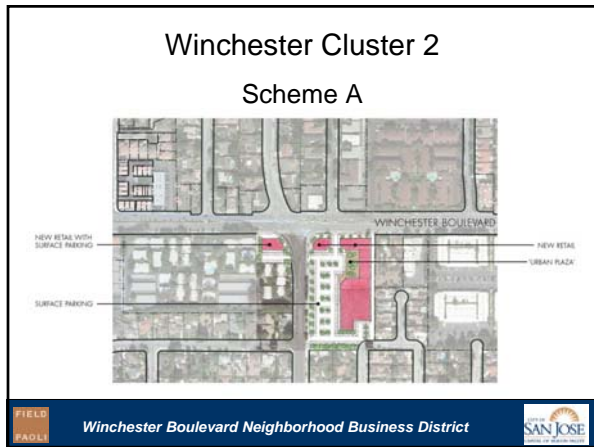
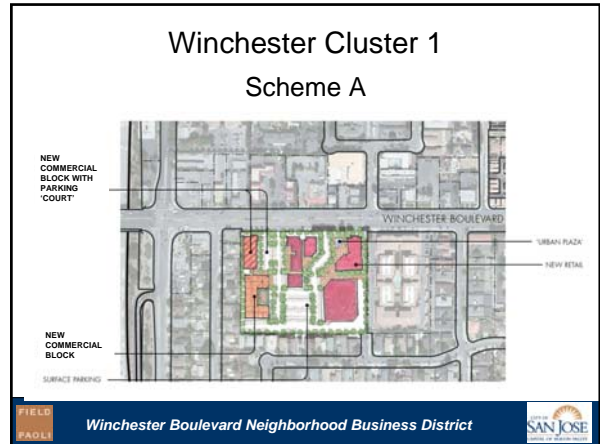
Divide the Boulevard into 3 study areas, each with a retail cluster



FIELD
PAUL

Winchester Boulevard Neighborhood Business District





Discussion Groups

1. Break into 3 groups to discuss the strategy ideas
2. Discussion (30 minutes)
3. Prepare a 5 minute presentation about some of the main ideas and comments from the group

FIELD PAOLI Winchester Boulevard Neighborhood Business District **SAN JOSE**

Next Steps

- **Workshop 4 – Land Use, Zoning, and Physical Enhancements**
Saturday, March 28, 2009 (10am – 12 noon)
Bethel Church, 1201 S. Winchester Blvd
- **Final Community Meeting**
Wednesday, April 29, 2009 (6 pm – 8 pm)
Winchester Mystery House, 525 Winchester Blvd

Winchester Boulevard Enhancement Strategy information:

www.siredevelopment.org/winchesterenhancementsstrategy.html
www.sidistrict1.com/winchester



Winchester Boulevard Neighborhood Business District



Thank you

And we hope to see you at

Workshop 4: Land Use, Zoning, and Physical Enhancements

March 28th, Bethel Church, 10:00 am to Noon



Winchester Boulevard Neighborhood Business District

