

## **Winchester Boulevard Enhancement Strategy Workshop #2: Retail Overview - Meeting Notes**

**Date: November 5, 2008; 5:30-8:30 p.m.**

**Location: Winchester Chef Restaurant (1362 S. Winchester Blvd.)**

The City of San Jose, San Jose Redevelopment Agency and Field Paoli Architects hosted the second workshop for the strategy. Approximately 40 community members attended. District 1 Councilmember Pete Constant provided introductions and Field Paoli provided an overview of the study. Leslie Parks, San Jose Redevelopment Agency's Director of Downtown Management and Industrial Development, discussed retail fundamentals in relation to the Winchester trade area.

Community members discussed the types of retailers they desired and participated in small group discussions and discussed the strengths and weaknesses of Winchester Blvd. Below is a summary of the community's responses. The recommendations provided by the community will be forthcoming.

### **Types of Retailers Desired**

- Higher quality stores to match local demographics
- High quality, destination, national restaurants (i.e. steak house, PF Chang's, Macaroni Grill, Roy's, Hometown Buffet)
- Night-time entertainment activities (i.e. dancing)
- Neighborhood serving shops that are convenient and close by
- Independent businesses and restaurants (i.e. Prolific Oven)
- Higher personal services (i.e. quality salons, barber shops, shoe repair)
- Full-service grocery store (i.e. Trader Joe's or Whole Foods)
- Restaurant serving breakfast
- Bakery and bagels
- Gelato or ice cream store
- Farmer's Market at West Park Plaza or Magliocco
- Bank
- Printing and copier
- Locally owned businesses
- Bookstore
- Affordable boutique clothing stores
- Health store and exercise gym
- Office supply store
- Learning center

### **Winchester Trade Area Strengths**

- Wide variety of neighborhood serving retail, services, and specialty goods along Winchester
- Plenty of parking
- Good streetscape improvements (i.e. landscaping in the median)
- Good opportunity sites for retail
- Good ethnic and neighborhood stores
- Best places to shop, eat, and visit include:
  - o West Park Plaza (good stores, groceries, donuts, and sandwiches)
  - o Salvation Army Store
  - o Krung Thai Restaurant
  - o Grocery Outlet
  - o Los Cuates Market & El Titanic Restaurant
  - o Restaurants at Santana Row
  - o Winchester Mystery House

### **Winchester Trade Area Weaknesses**

- Existing neighborhood retail have poor visibility, not well advertised, and does not attract residents
- Building facades need improvement (too many run-down properties)
- Retail too dispersed and not concentrated enough along the long corridor to be identifiable as a shopping district
- Office buildings on Winchester breaks up the continuity of retail
- People travel outside of Winchester to shop
- Safeway at West Park Plaza is underperforming and residents shop at other grocery stores
- Residents view Winchester from I-280 to the City of Campbell as their north-south borders
- Overnight parking on private lots
- Need parking restrictions to limit trucks from parking on the street
- Traffic along Winchester is too fast and traffic signals are timed too long
- Not pedestrian friendly
- No "experience" that attracts people for a long period of time
- No sense of community
- The least attractive retail on Winchester
  - o West Park Plaza: Needs updating and reconfiguration
  - o Safeway: Bad service, low quality goods, dirty
  - o 7-Eleven: Too many of them
  - o Outdated stores near the El Titanic Restaurant
  - o Cigarette Shops

- Discourage or reduce the following types of retail:
  - o Check cashing
  - o Liquor shops
  - o Gas stations
  - o 7-Eleven
  - o Dollar Stores
  - o Low-end fast food restaurants

## **Recommendations & Suggestions**

- Create an identity to strengthen the business district (i.e. streetscape elements such as banners and lights)
- Improve retail presence on Winchester
- Update and modernize old retail buildings and shopping centers
- Help businesses, both office and retail, to improve signage
- Provide cuts through the medians for ease of cars turning left into retail centers
- Keep trees trimmed for better retail visibility
- Improve retail continuity (i.e. providing incentives to turn office into retail)
- Strengthen retail nodes
- Redevelop retail at a higher quality
- Combine properties to support larger developments and discourage residential development
- Toys R Us, Century 24, West Park Plaza, and Riddle at Winchester are potential development sites
- Cut pedestrian paths from adjacent neighborhoods into shopping centers and onto Winchester, especially where cul-de-sacs back into properties on Winchester
- Designate areas that are more pedestrian friendly
- Area in front of the Bethel Church is not walkable
- Encroach on residences at the narrowest part of Winchester to continue the sidewalk and a third travel lane
- Improve the signal timing for pedestrians at Williams and Winchester
- Address safety issues associated with traffic
- Keep traffic flowing along portions of Winchester
- Address safety issues due to gangs near cross-street with Williamsburg
- Provide transit along Winchester such as a shuttle, considering if there is enough tax base or people to support it
- Restrict 24-hour parking
- Outdoor community open space desired (i.e. park for outdoor movies, community events)