

# FUTURE OF WINCHESTER BOULEVARD KICK-OFF EVENT

## Winchester Business District

Friday, May 30, 2008  
5:00 p.m. – 7:00 p.m.  
Bethel Church San Jose

## PROGRAM

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- 5:00 p.m. Networking
- 5:30 p.m. Introduction  
Councilmember Pete Constant, District 1
- 5:40 p.m. Welcome Attendees  
Honorable Mayor Chuck Reed
- 5:45 p.m. Redevelopment's Role in Revitalization of  
Neighborhood Business Districts  
Harry Mavrogenes, Executive Director, San Jose Redevelopment Agency
- 5:50 p.m. Winchester Boulevard Enhancement Strategy Presentation  
Field Paoli Architects – Frank Fuller & Dennis R. Dornan
- 6:15 p.m. Questions & Answers
- 7:00 p.m. Closing Remarks  
Councilmember Pete Constant

To receive notification of upcoming events related to the Winchester Boulevard Master Plan, please contact:

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# The Winchester Boulevard Enhancement Strategy

The Winchester Boulevard Enhancement Strategy will be developed for the geographic area of Winchester Boulevard between the City of San Jose boundary with the City of Campbell at Impala Drive to the south and Stevens Creek Boulevard at the boundary with the City of Santa Clara to the north; the Santana Row shopping area is included. The purpose of the Strategy will be to develop long-term goals (10+ years) for the strategic enhancement of this section of Winchester Boulevard. The goals shall be achieved by studying the character of the Boulevard in general and by concentrating some studies on a specified number of key sites and intersections to test out ideas for redevelopment. A series of workshops/charrettes and studies will be conducted by Field Paoli Architects, an urban design and architecture firm, to generate ideas, establish a strategy and begin to build a consensus for a new vision for this section of Winchester Boulevard. These charrettes and studies will include input from all interested stakeholders, including the local business community and the adjoining residential communities.

## Enhancement Strategy Kick-Off Meeting

Held on May 30, 2008 at The Bethel Church, Winchester Boulevard, 5-7pm.

See corresponding Meeting Agenda and Powerpoint Presentation.

Notes from public input and question session.

### Traffic, Circulation, and Parking

- Consider various types of crosswalks.
- Are two lanes sufficient to accommodate all the traffic? Do we need three?
- Make Winchester more pedestrian friendly; slow down traffic.
- Put through traffic onto San Tomas Expressway or Bascom Avenue.
- Provide bike lanes.
- Could there be a Winchester shuttle or trolley service?
- Don't displace traffic onto Eden-60% of Eden traffic is already cut-through traffic.
- Lincoln Ave -is an example of where commuter needs and the neighborhood street are in conflict.
- No parking meters on Winchester Boulevard (it might force parking into neighborhood).
- Traffic issues – plan to hold a dedicated workshop with city traffic engineer in attendance
- Is it possible to develop 'wings' on I-280 overpass, e.g. retail uses built on the freeway overpass?
- Will there be any changes to I-280 intersections?
- Should there be parking structures in the future to serve businesses communally?

### Retail and Development Potential

- How to capture potential shoppers traveling to Santana Row / Campbell?
- Need to develop compatible uses both sides of Winchester Boulevard?
- Develop land uses.
- We need to improve the type of retail uses available to the adjacent neighborhoods.
- Bring in commercial property owners to participate in the workshop process.
- We need collaboration/cooperation/integration.
- Winchester Mystery House
  - it is a regional draw, not local.
  - branding issues
  - help to promote as part of San Jose as a whole
  - develop adjacent sites with compatible uses
- Improve the retail mix
  - more pedestrian friendly destinations are required.

### **Beautification of Winchester Boulevard and Public Improvements**

- This study should include cooperation with Campbell and Santa Clara County.
- Beautification of Winchester Boulevard
  - more landscaping?
  - has enough been done yet?
- Check placement of new city trees
  - are they duplicating existing trees?
- Is it possible to also improve the quality of the adjacent neighborhoods?

### **Other Comments**

- All proposals should take into account the maintenance costs and any other future costs.

**Next Steps: Two workshops/charrettes to be held, one in August 2008 and one in September or October 2008, to discuss concepts. Specific dates will be posted on this website and stakeholders will be notified.**