



# **COMMUNITY MEETING**

## **Winchester/Stevens Creek Development Discussion**

**(Valley Fair, Santana Row, Century  
Theater, BAREC/Win6, and others)**

**Presented by Kirk Vartan  
[kirk@ASliceOfNY.com](mailto:kirk@ASliceOfNY.com)  
[www.win6village.org](http://www.win6village.org)**

**April 11, 2015**

# Topics

- City/district boundaries and challenges
- Main areas of development
- BAREC/Win6 site
- Future Vision Ideas
- Ways to connect with each other
  - Nextdoor.com
  - Neighborhood associations



# Why Are We Here?

- Better understanding of what's happening in the area
- Ideas on how to engage each other more effectively
- Opportunity to be more involved in shaping our community
- Answer many of your questions (hopefully!)



**Santa Clara/  
San Jose  
borders**

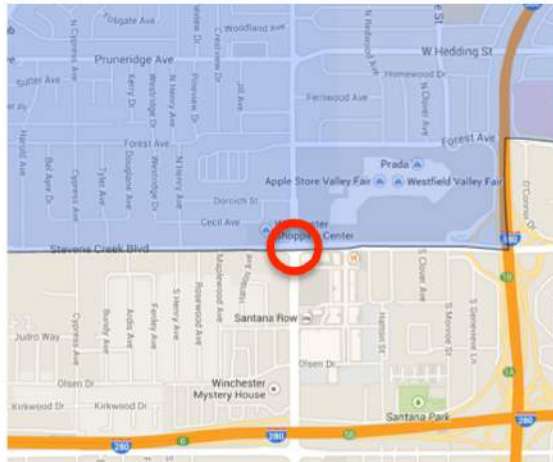
**Yes, Valley  
Fair is mostly  
in San Jose =  
most of tax  
revenue  
resides in  
San Jose**

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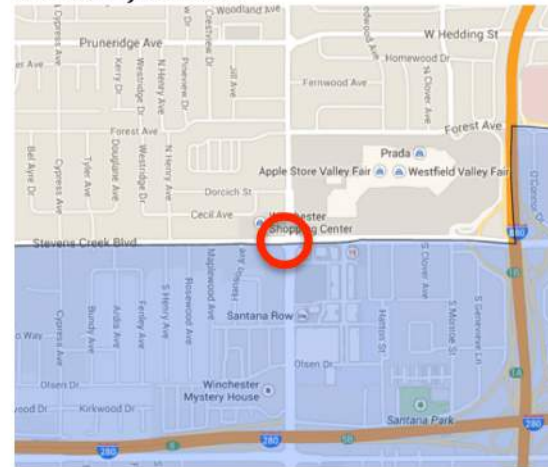


# State Senate and Assembly

State Senate (District 10)  
Senator Bob Wieckowski

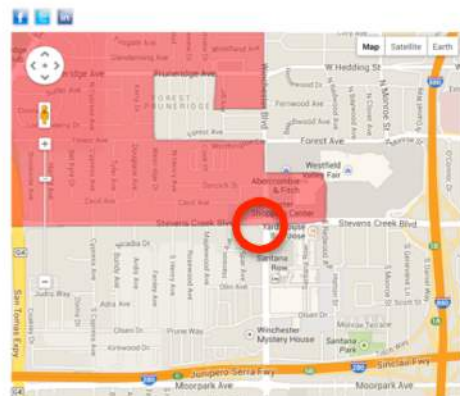


State Senate (District 15)  
Senator Jim Beall

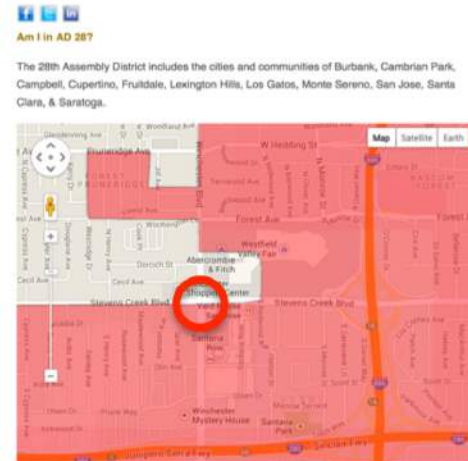


State Assembly (District 25),  
Assembly Member Kansen Chu

25th District Map



State Assembly (District 28)  
Assembly Member Evan Low  
28th District Map

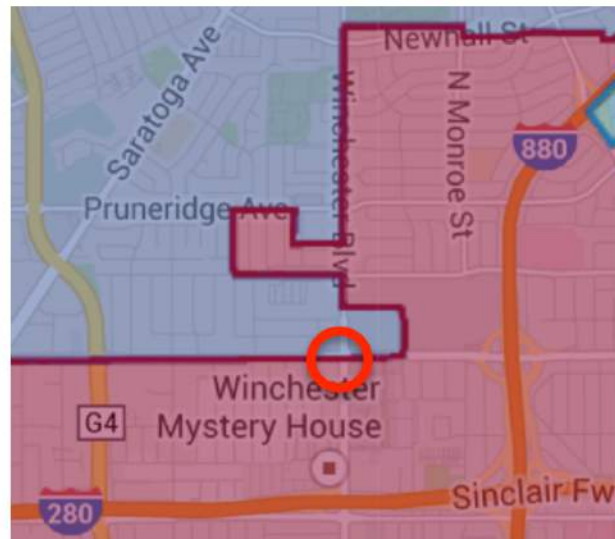


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# Congressional Representatives

Congressional District 17 – Congressman Michael Honda (blue)  
Congressional District 18 – Congresswoman Anna Echoo (red)



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# Current View Development in the Area

\*Borrowed from the  
Winchester NAC

<https://sites.google.com/site/winchesternac2/>

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## Winchester NAC

### Neighborhood Associations

- Eden NA
- Lynhaven NA
- Magliocco-Huff Property Owners Assoc.
- Hamann Park NA
- Westside Property Owners Assoc.
- Winchester Ranch Senior HOA
- Winchester Orchard NA
- Santana Area Residents
- South of Forest Neighborhood Association
- North of Forest Residents
- North of Valley Fair Residents

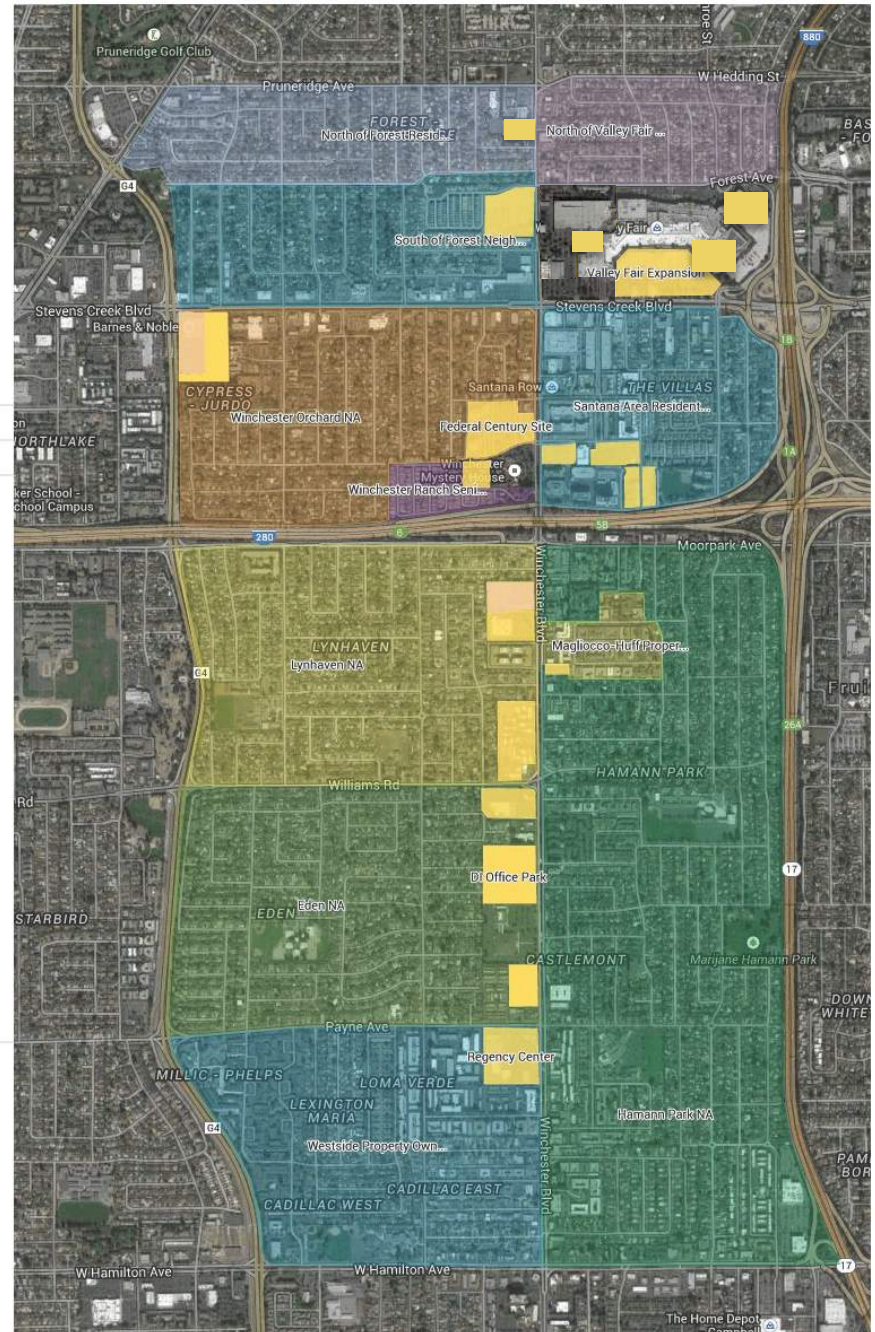
### Nextdoor Neighborhoods

### District 1 Boundary

### Development Projects

- Reserve Apartments
- Toy's R Us - Citation Site
- Syufy Enterprises
- New Retail Site
- Federal - C28
- Federal Century Site
- Santana Row Office Tower
- Future Santana Row Development
- Future Santana
- Future Santana
- Win5 Development Site
- Valley Fair Expansion
- DI - Dealership
- DI Office Park
- DI - Comerica
- Regency Center
- Grocery Outlet Site
- DI - B&N

Imported into My Maps Pro





# Federal Realty – 500 Santana Row Office (220,000sqft) Corner of Olsen/Winchester (under construction)



zum

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# Federal Realty – Santana Row Expansion

==EIR underway – Comments until May 7==

<http://www.sanjoseca.gov/index.aspx?nid=2434>





# Federal Realty – Santana West (Century Site – concept plan submitted)



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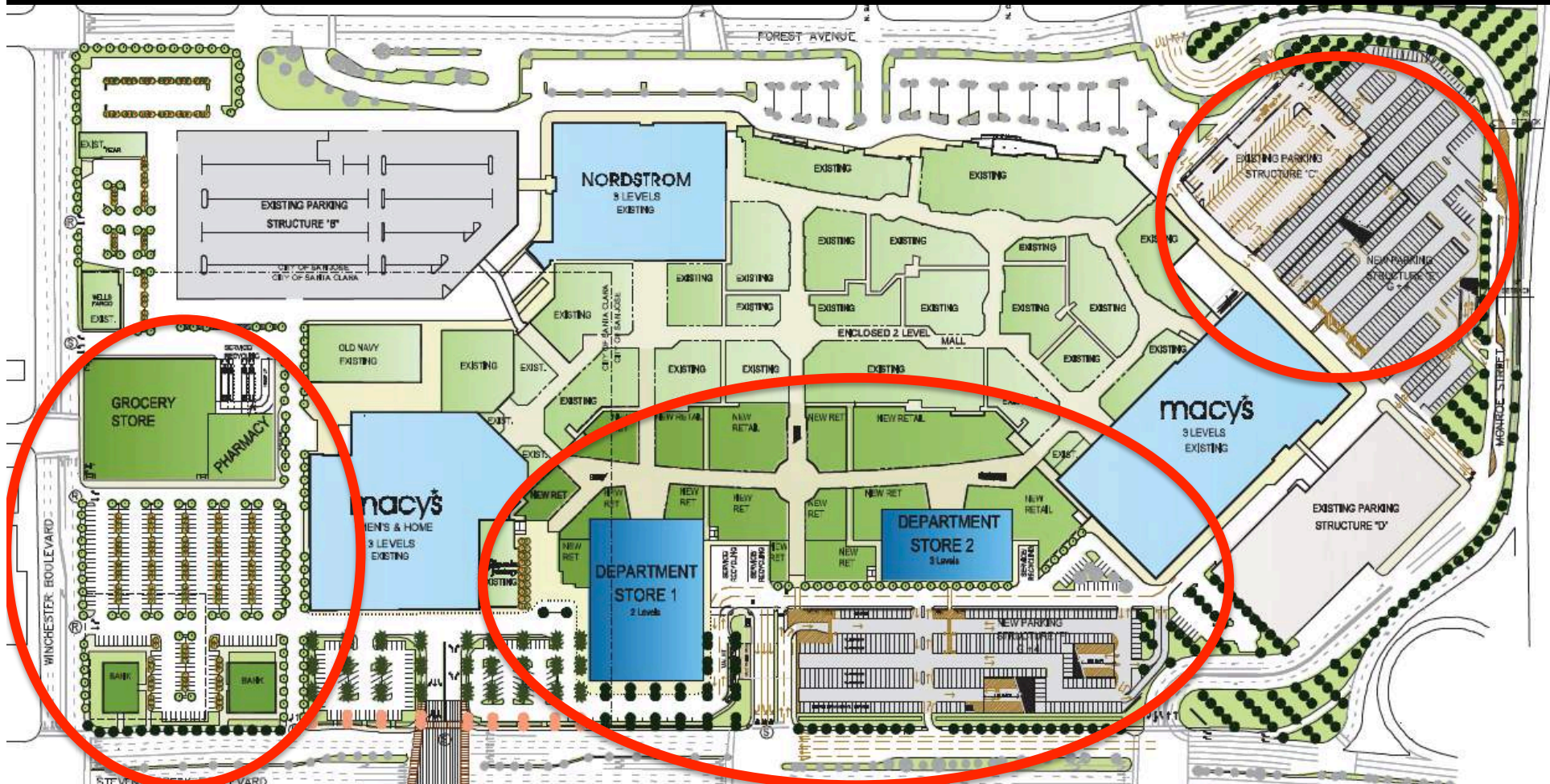
# Federal Realty – Highlights

- Santana Row Site:
  - 42 acre site (original cost of \$450M) (+2 acres)
  - 30,000 visitors/day (as of 2012)
  - 850 residential units, 212 hotel rooms
  - 750,000 sqft of new Class-A Office planned
  - 56,000 sqft new retail (128,000 sqft total)
  - 1,800 new parking spaces
- Santana West
  - 13-acres
  - 971 residential units, 6-7 stories
  - 170K sqft Class-A Office, 14-stories
  - 2,000 parking spaces (mostly underground)
  - Supermarket potential

References: [http://www.santanarow.com/files/Santana\\_Row\\_10\\_Year\\_Anniversary.pdf](http://www.santanarow.com/files/Santana_Row_10_Year_Anniversary.pdf) (2012)  
<http://www.sanjoseca.gov/DocumentCenter/View/41530>  
<http://www.sb-architects.com/project/santana-row/>  
SJ: PDC14-068

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# Westfield – Site Plan 2007



References: <http://www.westfieldcorp.com/centre/westfield-valley-fair/>  
<http://www.westfield.com/valleyfair/center-info/development/vision/>  
[http://www.bizjournals.com/sanjose/news/2015/02/12/westfield-valley-fair-in-line-for-ultra-upscale.html?s=image\\_gallery](http://www.bizjournals.com/sanjose/news/2015/02/12/westfield-valley-fair-in-line-for-ultra-upscale.html?s=image_gallery)

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# Westfield – Site update 2015

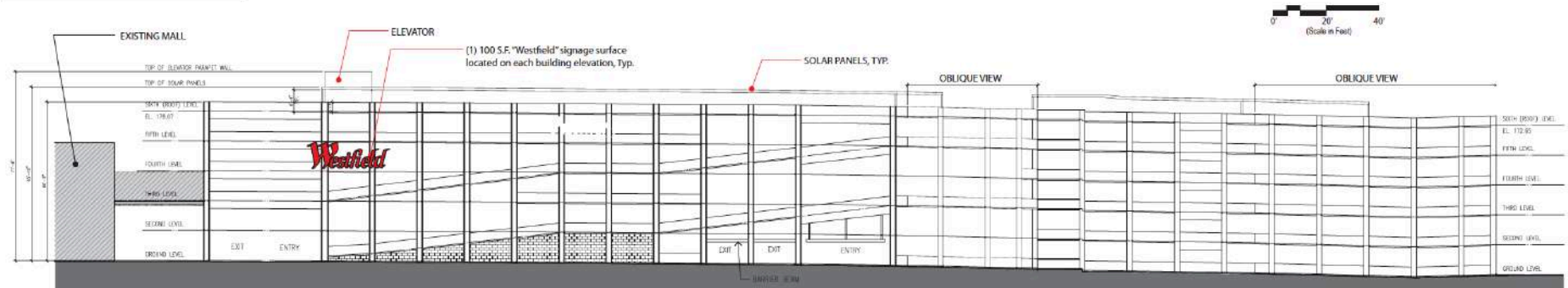


References: <http://www.westfieldcorp.com/centre/westfield-valley-fair/>  
<http://www.westfield.com/valleyfair/center-info/development/vision/>  
[http://www.bizjournals.com/sanjose/news/2015/02/12/westfield-valley-fair-in-line-for-ultra-upscale.html?s=image\\_gallery](http://www.bizjournals.com/sanjose/news/2015/02/12/westfield-valley-fair-in-line-for-ultra-upscale.html?s=image_gallery)

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# Westfield – Current Activities

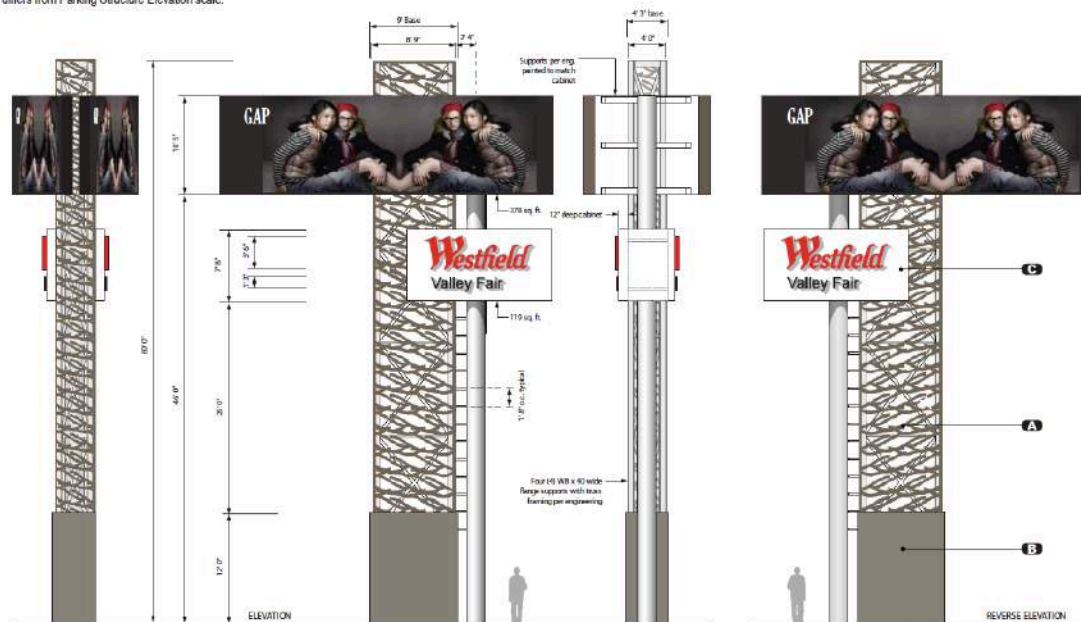
## Parking Structure Elevation



SOUTHEAST ELEVATION

## LED Sign Elevation

Note: LED Sign Elevation scale differs from Parking Structure Elevation scale.



References: <http://www.westfieldcorp.com/centre/westfield-valley-fair/>

<http://www.westfield.com/valleyfair/center-info/development/vision/>

[http://www.bizjournals.com/sanjose/news/2015/02/12/westfield-valley-fair-in-line-for-ultra-upscale.html?s=image\\_gallery](http://www.bizjournals.com/sanjose/news/2015/02/12/westfield-valley-fair-in-line-for-ultra-upscale.html?s=image_gallery)

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# Westfield – Movie Theater/Anchor



References: <http://www.westfieldcorp.com/centre/westfield-valley-fair/>  
<http://www.westfield.com/valleyfair/center-info/development/vision/>  
[http://www.bizjournals.com/sanjose/news/2015/02/12/westfield-valley-fair-in-line-for-ultra-upscale.html?s=image\\_gallery](http://www.bizjournals.com/sanjose/news/2015/02/12/westfield-valley-fair-in-line-for-ultra-upscale.html?s=image_gallery)

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# Westfield – Highlights

- 1.5 Million sqft of retail space (current)
- 2.2 Million sqft of retail space (by 2017)
- \$900 Million annual retail sales (2<sup>nd</sup> in CA)
- Almost 10,000 parking spaces (by 2017)
- Parking structures will be demolished and new, denser, tech enabled structures created
- \$1.3+ Billion annual retail sales (after expansion to 2.2M sqft)
- \$600 Million investment (by 2017)
- Banks demolished and rebuilt
- New digital sign install (by 2017)
- Future opportunity at Winchester/Stevens Creek

References: <http://www.westfieldcorp.com/centre/westfield-valley-fair/>  
<http://www.westfield.com/valleyfair/center-info/development/vision/>  
[http://www.bizjournals.com/sanjose/news/2015/02/12/westfield-valley-fair-in-line-for-ultra-upscale.html?s=image\\_gallery](http://www.bizjournals.com/sanjose/news/2015/02/12/westfield-valley-fair-in-line-for-ultra-upscale.html?s=image_gallery)

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# BAREC/Win6 Status

- 17-acre BAREC site
  - 1 acre park
  - 10 acres SummerHill – 100 single family homes
  - 6 acres – City of Santa Clara (160 senior apts)
- Park and single family homes built and sold
- No activity on 6-acre site
- 10+ year old plan for seniors is obsolete
- Opportunity for creative solutions on site

# BAREC/Win6 Status

- Over the past 18 months, working on ideas
- Working with City of Santa Clara
- Working with Council Members
- Working with Community
- Contracted with Middlebrook Gardens
- Contracted with 3 architecture firms
- City of Santa Clara release an RFP (Request for Proposal) on Feb 27, 2015 with responses due on April 30, 2015 (2 months)
- **City does not want to invest the time or energy into creating a solution with community input**

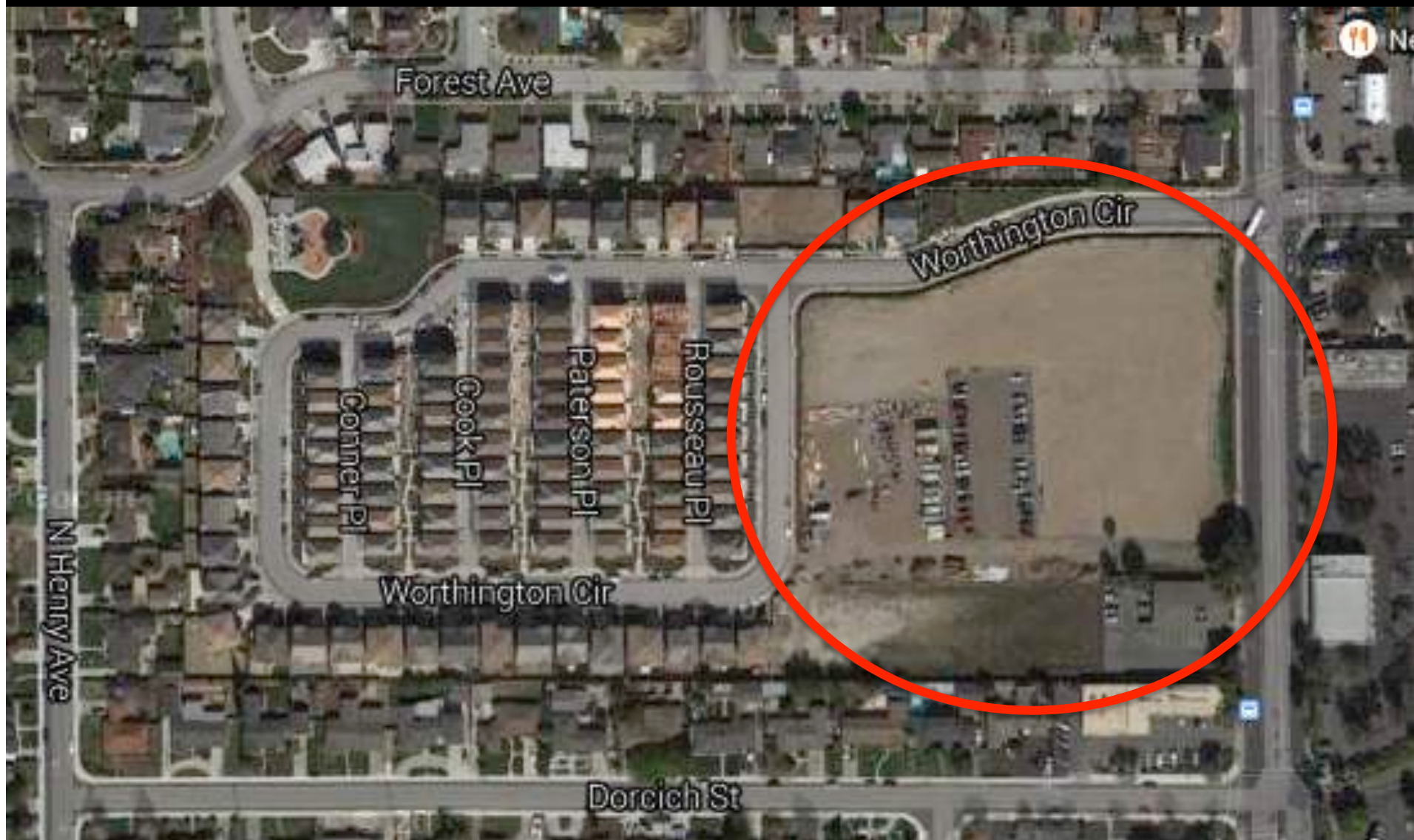


# Guiding Principles

How can these 6-acres be used that takes care of the three major stake holders:

1. The community that lives here (neighborhood)
2. The Corporate partners and retailers that do business in the area
3. The public that uses and consumes the services

## BAREC/Win6 site (6 acres)



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# BAREC/ Win6 Status



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# BAREC/ Win6 Status



Win 7.25 (7.25 acres)  
Think about  
that potential!

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OpenSocpe,  
San Francisco, CA



- 1a PARKING GARAGE // 220 CARS
- 1b STREET-LEVEL RETAIL // 6,000 GSF
- 1c STREET-LEVEL MAKER SPACES
- 1d GROUND-FLOOR RESIDENTIAL GARAGES

- 2. **RESIDENTIAL CLUSTERS (12 PAIRS)**  
3 STORIES // 3,000 GSF PER PAIR // 38-48 UNITS  
MARKET-RATE / HABITAT FOR HUMANITY

- 2 STUDIOS + 2 TOWNHOUSES  
OR  
3-BEDROOM FLAT + 2 TOWNHOUSES  
OR  
2 TOWNHOUSES OVER PRIVATE GARAGE

- 3. **FARM FIELDS and BUILDINGS**  
COMMUNITY KITCHEN  
CLASSROOM - MEETING ROOM  
GREENHOUSE  
OUTDOOR DINING AREAS

- 3a PRIMARY FIELD // 1.0 ACRES
- 3b SECONDARY FIELD AND ORCHARD
- 3c EXHIBITION and EDUCATION FIELD
- 3d COMMUNITY GARDENS // 25 ACRES
- 3e ROOFTOP FARM and GARDENS

- 4. **VETERANS' SERVICES**  
2 STORIES // 15,000 GSF  
OFFICES and COMMUNITY ROOMS  
CONNECT TO OUTDOOR SPACES  
ROOF TERRACE  
RAINWATER COLLECTION TO BIOSWALE

- 4a BIOSWALE and LANDSCAPE BUFFER  
RAINWATER COLLECTION FOR VETERANS

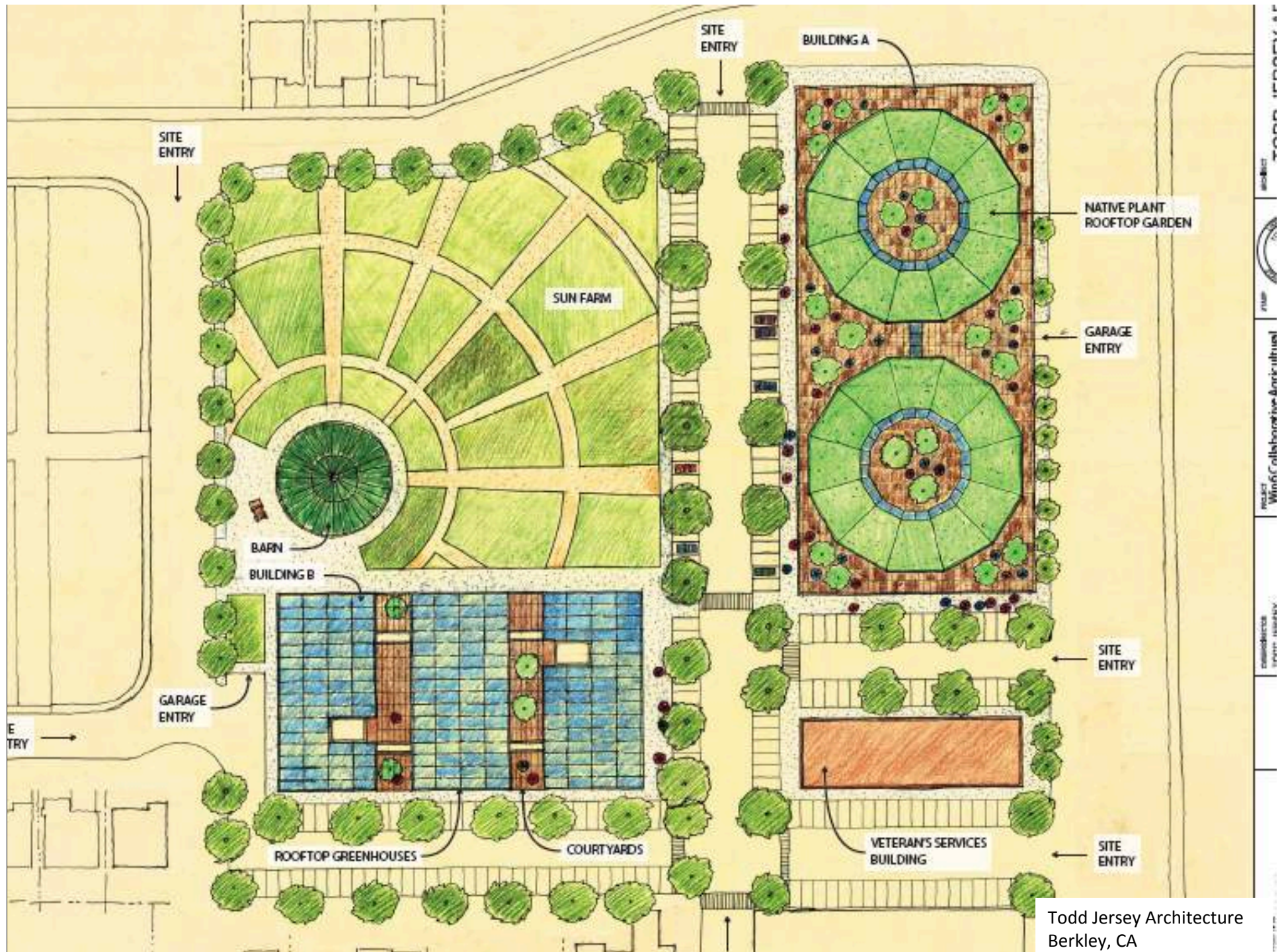
- 5. **MARKET-RATE HOUSING**  
5 STORIES // 56,000 GSF // APPROX. 3,000 UNITS  
GROUND-FLOOR RETAIL AND PARKING

- 5a BIOSWALE and LANDSCAPE BUFFER  
RAINWATER COLLECTION FOR MARKET-RATE HOUSING

- 6. **'COMPLETE STREET' // 'WOONERVE'**  
REDUCED VEHICLE SPEED  
PRIORITIZED PEDESTRIAN RIGHT-OF-WAY  
NO CURBS // ROLLED CURBS  
PERMEABLE PAVING

- 6a DIAGONAL PARKING
- 6b MARKET PLAZA
- 6c ECO-GARDEN PARK
- 6d DOG RUN
- 6e FARM ENTRY // DELIVERY // DROP-OFF/PICK-UP





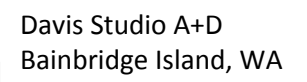
Todd Jersey Architecture  
Berkley, CA





Todd Jersey Architecture  
Berkley, CA









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Davis Studio A+D  
Bainbridge Island, WA

# Focus on Seniors and Veterans

- Create a community that is engaging, creates actives, and keeps people independent longer
- Grow and provide fresh food
- Intergenerational
- Mixed income
- Veteran programs
- Horticultural and garden therapy

**The City of Santa Clara**

**Study Session,  
Feb 3, 2015**

**“It’s Open”  
Julio Fuentes,  
City Manager**

**Referring to  
responses to the  
BAREC RFP**

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# Ways To Help

- Take a copy of the letter to the Santa Clara City Council and send it to them
- Email the Santa Clara City Council, City Manager, and Deputy City Manager (emails on handout)
- Write a letter of support for delaying the RFP deadline
- Tell the City of Santa Clara what you would like to see
- Tell the City Manager you are comfortable with development if you are included in the process
- Call the City Council members personally and tell them to get involved and not squander this valuable community asset

We need your help in letting the City Council and Staff know that people care about the future plans

# Future Thinking, We Need a Vision

- \$1-2 Billion are being invested over the next 5 years
- Same level as a mini-downtown energy
- Pedestrian friendly enhancements are needed
- Above ground parks and pedestrian overpasses
- Get creative with land uses (create land)
- Future platforms over 280 ideas and potential
- Traffic mitigation and solutions
  - Electric car, “Uber” effect, autonomous cars
  - BRT (Bus Rapid Transit), Winchester Road Diet

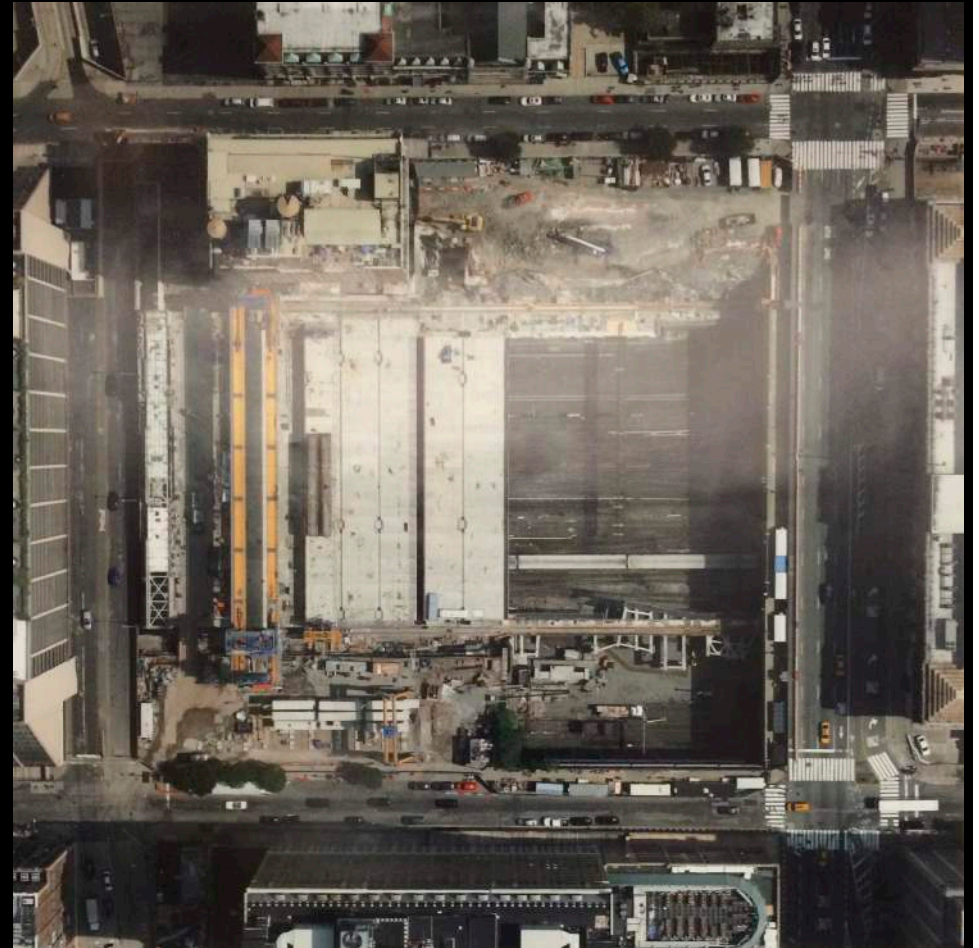
# Related Companies – Hudson Yards



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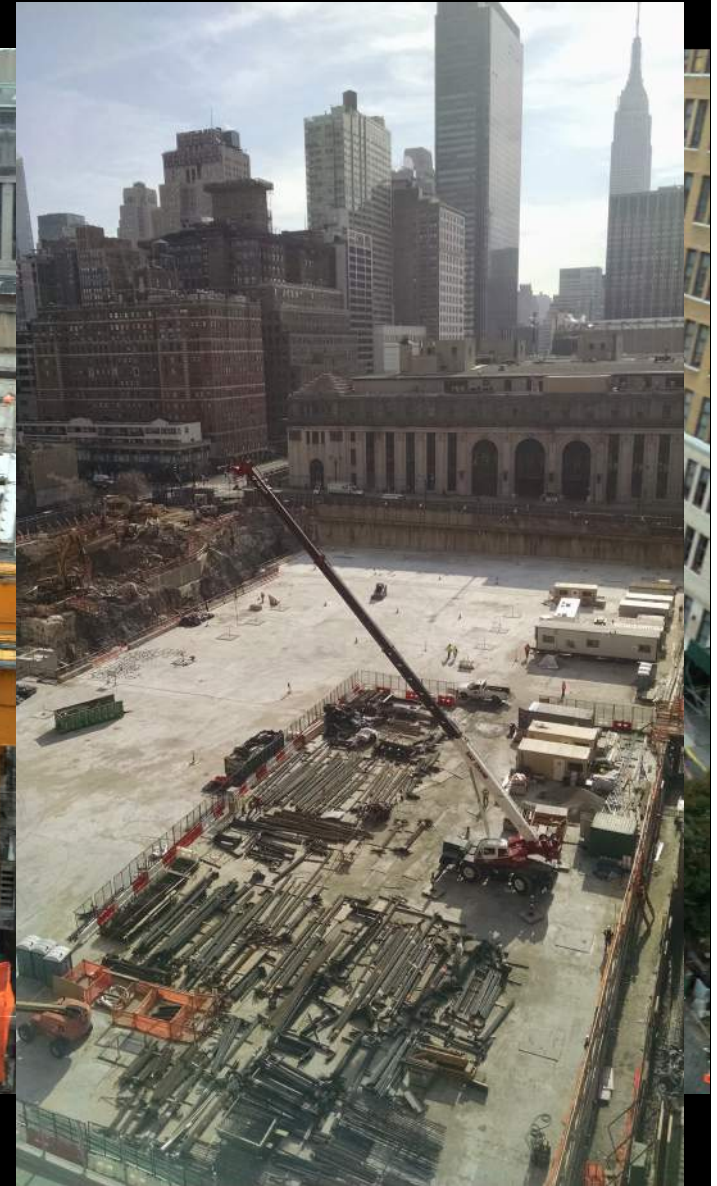
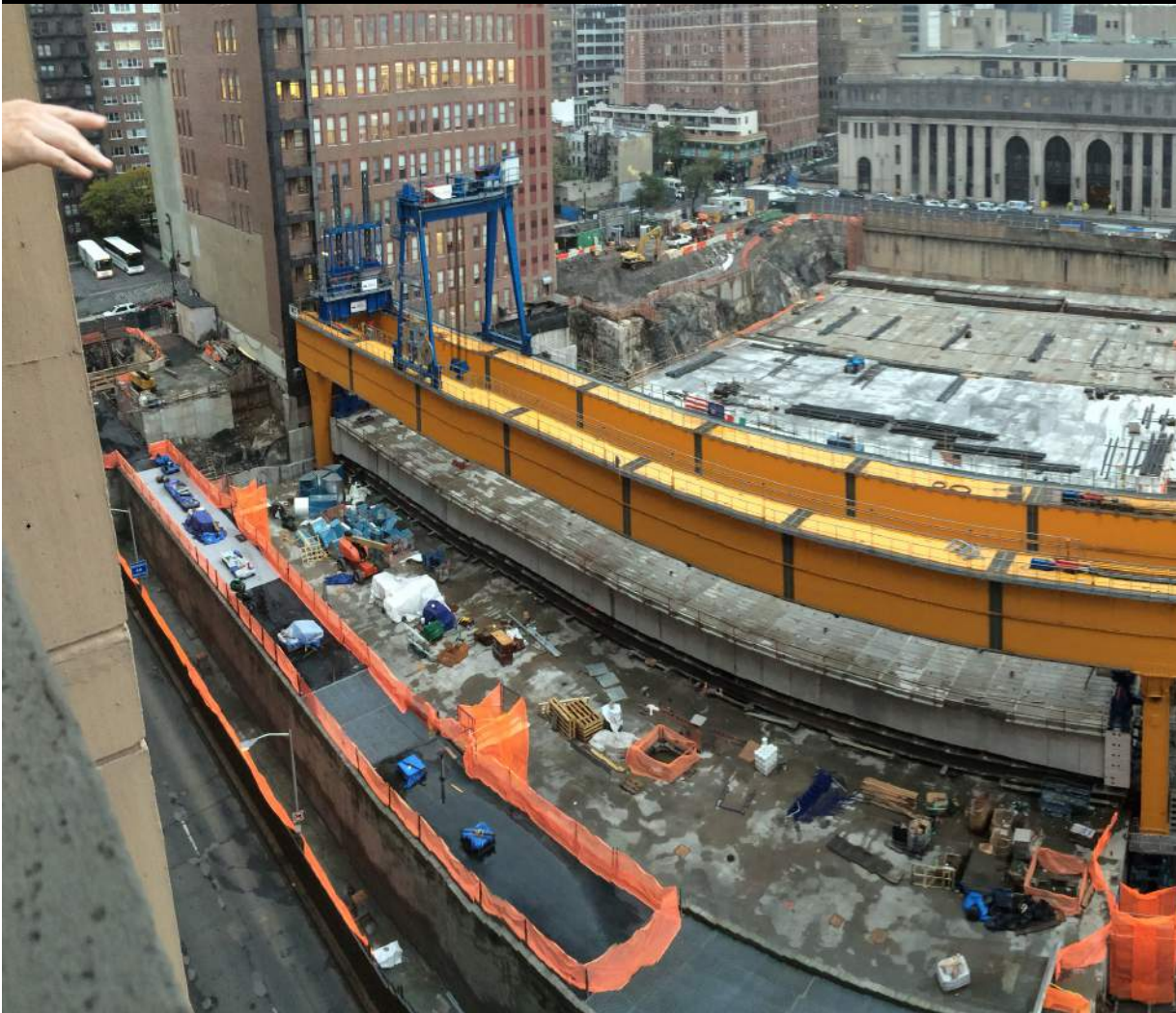
# Manhattan West Project (near Penn Station)



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# Manhattan West Project (near Penn Station)



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on)



April 11, 2011

# NYC has been doing this for years



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# How can platforms help us?



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# Change Is Happening

- So much change and so little understanding of the many pieces
- Understanding the vision and ideas helps
- You can positively impact any development
- Developers are not the enemy
- Developers should be looked at as partners, and partners can accomplish many things
- We all need to respect each other's priorities
  - Developers want to develop
  - Residents want to live (and retain value)



# Ways to Stay Engaged

- If you're not on **Nextdoor.com**, join!
- Engage your local Neighborhood organization
  - Cory, SOFNA, Forest-Pruneridge, Midtown, WONA, Eden, and many others
- Winchester NAC (Neighborhood Action Coalition) is focusing on the Winchester corridor
- Monitor City Council, Parks Commission, etc. meetings and attend when appropriate
- Make your voice heard
- Email: [info@win6village.org](mailto:info@win6village.org)

### Mayor and Council addresses

City of Santa Clara

1500 Warburton Avenue

Santa Clara, CA 95050

Office email

address: [MayorandCouncil@santaclaraca.gov](mailto:MayorandCouncil@santaclaraca.gov)

Telephone (office): (408) 615-2250

### Individual contacts

(published info on Santa Clara's website):

#### Mayor Jamie Matthews

Home address: 890 Blossom Drive (95050)

Personal e-mail: [Jamie.matthews@att.net](mailto:Jamie.matthews@att.net)

#### Councilmember Pat Kolstad

Address (home): 2858 Ponderosa Way  
(95051)

Telephone (home): (408) 249-7707; (Cell):  
(408) 569-3559

#### Councilmember Debi Davis

No personal contact info

#### Councilmember Jerry Marsalli

No personal contact info

#### Councilmember Dominic Caserta

No personal contact info

#### Councilmember Lisa Gilmor

Telephone (work): (408) 246-5020

Personal email:

[lgillmor@ggarealestate.com](mailto:lgillmor@ggarealestate.com)

#### Councilmember Teresa O'Neill

Telephone (Home): (408) 243-3664

Personal Email:

[teresa.oneillSC@gmail.com](mailto:teresa.oneillSC@gmail.com)

Santa Clara Council website:

[http://santaclaraca.gov/index.aspx?  
page=395](http://santaclaraca.gov/index.aspx?page=395)

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