

Spartan Keyes

Neighborhood Improvement Plan Amendment



December 2008
Strong Neighborhoods Initiative

Strong Neighborhoods Initiative

Spartan Keyes

Neighborhood Improvement Plan

Amendment

City of San José
December 2, 2008



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Executive Summary

The creation of the 2008 *Spartan Keyes Neighborhood Improvement Plan Amendment* (2008 *NIPA*) was conducted as part of the Strong Neighborhoods Initiative's Renewing the Action Agenda (RAA) community planning process. The purpose of the 2008 *NIPA* is to document the new Top Ten Actions that were developed and prioritized by Spartan Keyes residents by updating the original 2002 *Spartan Keyes Neighborhood Improvement Plan* (2002 *NIP*).

COMMUNITY VISION

The Spartan Keyes community's renewed vision, which has emerged from the RAA community planning process, reaffirms the original vision from the 2002 *NIP* and the goals and objectives from the *Martha Gardens Specific Plan*. In 2008, the Spartan Keyes community has developed a vision that aims to leverage its rich diversity to dramatically enhance the quality of life for all its residents. This vision continues to reflect themes which include traffic calming, pedestrian circulation, historic preservation, creation of open space, enhancing the local business district, creation of a central gathering place in the Martha Gardens Area, developing community-oriented open space, and the promotion of art. Guiding this vision is a pragmatic "nuts and bolts" attitude concentrating on blight and focusing achievable goals in the short-term, while pursuing a long-range transformative vision.

BACKGROUND

The Spartan Keyes Strong Neighborhoods Initiative (SNI) Area is located approximately one mile southeast of downtown San José. It is a mixed neighborhood of single-family homes, duplexes, multi-family apartments, condominiums, artists' studios, numerous commercial establishments, and many industrial businesses. Several north-south streets in the Spartan Keyes SNI Area function as major cross-town routes, as do two east-west

streets. Five Valley Transportation Authority (VTA) bus lines serve the Spartan Keyes SNI Area.

There are several public and quasi-public facilities in the area. San José State University (SJSU) has several facilities within the Spartan Keyes SNI Area, including the SJSU Foundry, Spartan Stadium, and several athletic fields. Bestor Art Park and the adjacent Art Ark Common House Gallery are recently opened community facilities. Coyote Creek runs through the Story Road Landfill site in the northwest portion of the Spartan Keyes SNI Area. Kelley Park, Washington Elementary School, Lowell Elementary School, Biblioteca Latinoamericana, Washington United Youth Center, San José Municipal Stadium, and Shark's Ice at San José Hockey Rink lie just outside the boundaries of the Spartan Keyes SNI Area.

The Land Use/Transportation Diagram from the *San José 2020 General Plan (General Plan)* designates land uses for the central and eastern portions of the Spartan Keyes SNI Area, including a mix of Medium Density Residential and Medium High Density Residential, General Commercial along Keyes Street, and Public/Quasi-Public for the southeastern portion of the Spartan Keyes SNI Area. It also designates the Story Road Landfill site as Public Park and Open Space. The western portion of the Spartan Keyes SNI Area falls under the purview of the Martha Gardens Planned Community (MGPC). The MGPC is based on the vision set forth in the *Martha Gardens Specific Plan*, which encourages art-centered uses, historic preservation, open space, and redevelopment.

The Spartan Keyes SNI Area is zoned primarily residential. Commercial zoned districts are concentrated along Keyes Street and South 1st Street. Industrial zoned districts comprise much of the western portion of the Spartan Keyes SNI Area. The Martha Gardens Historic Conservation Area is located in the northwestern portion the Spartan Keyes SNI Area. Though diverse, the Spartan Keyes SNI Area is predominately a Hispanic/Latino neighborhood, and approximately 25% of its population is under the age of 18 years. The median household income is significantly less than the citywide average. Less than half of housing units are owner-occupied.

COMMUNITY PLANNING PROCESS

The RAA community planning process included several Neighborhood Action Coalition meetings and two community workshops. Through this process, the status of each of the original Top Ten Actions from the 2002 *NIP* was reviewed, the community vision was renewed, 42 new Actions were created, and the 42 new Actions were prioritized into a new list of Top Ten Actions. The final product of the RAA community planning process is this report.

ACCOMPLISHMENTS

Another function of the 2008 *NIPA* is to celebrate the progress made on the original Top Ten Actions from the 2002 *NIP* by identifying accomplishments. These Top Ten Actions are listed and related accomplishments are summarized below:

2002 Action #1 – Develop Public Open Space at the Story Road Landfill

The *Coyote Creek Trail Master Plan: Story Road to Lower Silver Creek* document was completed in June 2008.

2002 Action #2 – Prepare and Implement a Neighborhood Traffic Calming Plan

A traffic calming study was completed, followed by the installation of numerous improvements, including bulb-outs, crosswalk beacons, road bumps, a traffic signal, a pedestrian crossing, and lane reductions.

2002 Action #3 – Improve the Keyes Street Streetscape

Keyes Street benefited from sidewalk improvements, new tree planting, artist-painted VTA bus benches, and the installation of pedestrian-scale street lights.

2002 Action #4 – Revitalize and Attract Neighborhood-Friendly Businesses along Keyes Street

General Plan land use designations of selected parcels were changed to General Commercial. Most parcels along Keyes Street and South 1st Street were rezoned to the Pedestrian Commercial Zoning District. Façade

improvements were also completed for several businesses along Keyes Street.

2002 Action #5 – Develop a Neighborhood Park in the East Gardner Area

Bestor Art Park was completed in the Martha Gardens Area (formerly known as the East Gardner Area) and is now open to the public.

2002 Action #6 – Develop Arts-Oriented Uses in the East Gardner Area

The *Martha Gardens Specific Plan* was created in 2002 and it included a vision for an “Arts Quarter” with art-related land uses. The Art Ark Apartments complex was constructed, which includes artist housing and a neighborhood art gallery.

2002 Action #7 – Study and Mitigate Neighborhood Noise Levels

A study of noise levels was completed. Truck restrictions signs were installed on selected streets. Rubberized asphalt was applied to South 10th Street. Slurry seal was applied to South 10th Street and South 11th Street.

2002 Action #8 – Improve Access to Elementary Schools

Safe access to the Lowell Elementary School and Washington Elementary School was improved with the installation of pedestrian countdown signals at selected intersections.

2002 Action #9 – Explore Opportunities for a Neighborhood Elementary School

After a thorough exploration, it was determined that a new elementary school within the Spartan Keyes SNI Area was not feasible in the foreseeable future.

2002 Action #10 – Improve Martha Street as a Pedestrian/Bicycle Corridor

Thirteen new accessible ramps were installed at intersections along Martha Street.

STRATEGIC ACTION PLAN

A new Top Ten Actions list is the core of the Strategic Action Plan. The following Actions will guide City services for the Spartan Keyes community for the next five to seven years.

2008 Action #1 – Redevelop the American Can Company site into a park, plaza, café, community/arts center, and various housing types, including artist studios.

2008 Action #2 – Implement traffic calming strategies throughout the neighborhood.

2008 Action #3 – Create a neighborhood center with classes for adults and children to mingle. Increase services for children, and increase the involvement of Spartan Keyes residents in youth-based programs.

2008 Action #4 – Work with City staff to evaluate *General Plan* Land Use Designations. In particular, review high-density housing designations in established lower-density established areas, where appropriate.

2008 Action #5 – Construct Coyote Creek Trail within the neighborhood.

2008 Action #6 – Improve safety in the neighborhood.

2008 Action #7 – Provide more code enforcement in the neighborhood, targeting blight created by abandoned houses and vehicles.

2008 Action #8 – Provide a new neighborhood park. In particular, explore utilizing the land to the west and south of the Cash and Carry lot for a park.

2008 Action #9 – Attract businesses that meet the needs of residents, including a café with outdoor seating, medium-sized grocery store, convenience store, drug store, and a post office.

2008 Action #10 – Explore and, if possible, improve the condition of alleyways.

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Community Vision

The renewed vision for the Spartan Keyes community has emerged from the large body of input gathered from residents during the creation of the 2008 *Neighborhood Improvement Amendment* (2008 *NIPA*) and the new list of Top Ten Actions. This vision strongly reaffirms the original vision of the Spartan Keyes community set forth in the 2002 *Spartan Keyes Neighborhood Improvement Plan* (2002 *NIP*). The vision statement in the 2002 *NIP* reflects themes that unify the disparate residential areas of Spartan Keyes into a safer, more livable, and truly unique neighborhood. Key elements to the achievement of this vision include: preserving and enhancing the character of established residential areas, encouraging pedestrian circulation, enhancing the local business district, developing community-oriented open space, and promoting art. The goals and objectives of the *Martha Gardens Specific Plan* (*Specific Plan*), which were developed after the 2002 *NIP*, continue to address policies for land use and development within the *Specific Plan* area to the west side of the neighborhood. All these themes, goals, and objectives are once again present in this renewed community vision.

In 2008, the Spartan Keyes community aims to continue and strengthen the vision from the 2002 *NIP* and the *Specific Plan* by leveraging its rich diversity to dramatically enhance the quality of life for all residents. The strength provided by this diversity is linked to the Spartan Keyes SNI Area's history, its close proximity to downtown and to San José State University, and its diverse mix of ethnicities, cultures, ages, classes, interests, and land uses. The Spartan Keyes community is motivated to transform their neighborhood into a place where people of different backgrounds and interests can strengthen community bonds by working together with mutual respect to create a vibrant, walkable, and safe community.

**Our neighborhood is a
hotbed of diversity.**

– Julian Peeples,
Co-President of the
Spartan Keyes NAC

The transformation of Keyes Street will help connect the entire neighborhood together.

– Ritá Torres,
Co-President of the
Spartan Keyes NAC

I see a vibrant, pedestrian-friendly, colorful, landscaped neighborhood starting with a central meeting place.

– Janet Geracie, Former
Board Member of the
Spartan Keyes NAC

As an artist, I envision the neighborhood taking on a more artistic-bohemian flavor, with cafés and a variety of spaces to hang out and display art.

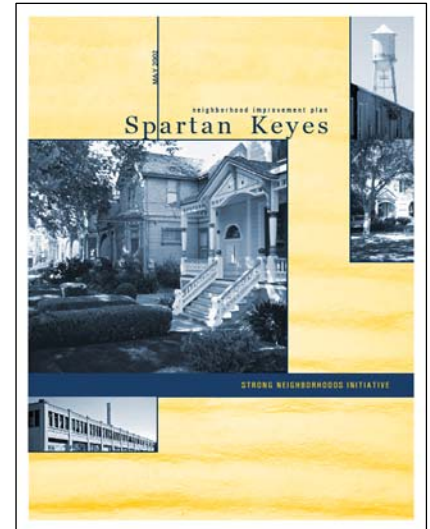
– Tony May
Spartan Keyes Resident

From strong community ties, residents envision a dramatic physical transformation that will provide the bricks and mortar to build a flourishing cultural district. Creating a safe and enjoyable place to walk is the foundation for such a transformation. This begins with a network of vibrant streets oriented toward pedestrians. Along with safer streets, a network of open spaces will link key centers of culture and commerce. Keyes Street will continue to transform into a vibrant place to shop at local businesses. Cafés and eateries with outdoor seating, galleries, and public art will line wide sidewalks, and cars will be slowed down so people will always feel safe crossing the street. The Martha Gardens Area, while preserving historic resources, will transform into a central gathering space for the entire community with a public plaza adjacent to a community center and public park. Art, created by local artists, will infuse all aspects of this central community hub. As the population of the neighborhood grows, planning for this physical transformation is seen as crucial to ensure future quality of life for all Spartan Keyes residents.

This grand vision is based on a pragmatic “nuts and bolts” attitude. The Spartan Keyes community wants to build confidence and momentum by pursuing achievable goals to score quick victories. While making short-term improvements now, they plan to keep chipping away at their long-range transformative vision, and will maintain an unwavering commitment to achieving it. All the while, they plan to maintain focus on “nipping blight in the bud” to avoid having their efforts to improve the neighborhood undermined.

Introduction

Since San José City Council acceptance of the 2002 *Spartan Keyes Neighborhood Improvement Plan* (2002 *NIP*), significant improvements have been achieved in the Spartan Keyes Strong Neighborhoods Initiative (SNI) Area. The 2002 *NIP* has been an effective guide for implementing real improvements over the last six years. The enormous progress made provided the impetus to create another plan containing the next set of improvements for the Spartan Keyes SNI Area. This document, the 2008 *Spartan Keyes Neighborhood Improvement Plan Amendment* (2008 *NIPA*), is the result, and serves to amend the 2002 *NIP*. The 2008 *NIPA* establishes a set of priorities in the form of a new list of Top Ten Actions that will guide the Spartan Keyes community over the next five to seven years.



Cover of the 2002 *Spartan Keyes Neighborhood Improvement Plan*.

STRONG NEIGHBORHOODS INITIATIVE AND RENEWING THE ACTION AGENDA

Launched in 2000, the City of San José Strong Neighborhoods Initiative is a partnership among the City of San José, the San José Redevelopment Agency, and the communities served. This led to the creation of 19 SNI Planning Areas, including Spartan Keyes. Each of these SNI Planning Areas generated a neighborhood improvement plan. Most of these plans were completed in 2002.

In 2005, under the auspices of the SNI, City and Redevelopment Agency staff launched a community planning process called Renewing the Action Agenda (RAA) with the purpose of creating amendments to all of the original 19 neighborhood improvement plans. The development process for these plans was designed to produce a new list of Top Ten Actions and to strengthen leadership and organizational capacity at the neighborhood level. This document is the final product of the RAA community planning process conducted in the Spartan Keyes SNI Area.

THE STRUCTURE OF THIS PLAN

The 2008 *NIPA* is divided into four sections:

- The **Background** Section provides an overview of the Spartan Keyes SNI Area, information on land use designations and zoning districts, a review of the demographics, and a description of the historic context.
- The **Accomplishments** Section describes the progress made on each of the Top Ten Actions from the 2002 *NIP*.
- The **Community Planning Process** Section reviews the extensive outreach and community involvement that took place in the Spartan Keyes community that led to the creation of a new list of Top Ten Actions and the 2008 *NIPA*.
- The **Strategic Action Plan** Section presents the results of the planning process by discussing the new list of Top Ten Actions in detail. Action Steps, which serve as a guide for the implementation of community priorities, are also listed for each of the Top Ten Actions.

A matrix listing the new Top Ten Actions and their Action Steps appears in Appendix A. Appendix B contains a glossary of acronyms. Appendix C provides a list of references used in this document for the reader's convenience.

Background

This section provides a general background for the Spartan Keyes Strong Neighborhoods Initiative (SNI) Area. It includes a description of the setting, land use designations, zoning districts, the demographic profile, and the historical context.

SETTING

The Spartan Keyes SNI Area is one of 19 Planning Areas established by the SNI Program (see Figure 1). It is located approximately one mile southeast of Downtown San José and half a mile south of San José State University (SJSU). It is bounded by Interstate 280 (I-280) to the north; the Hollywood Avenue block, East Humboldt Street, and East Alma Avenue to the south; Senter Road to the east; and South 1st Street to the west (see Figure 2).

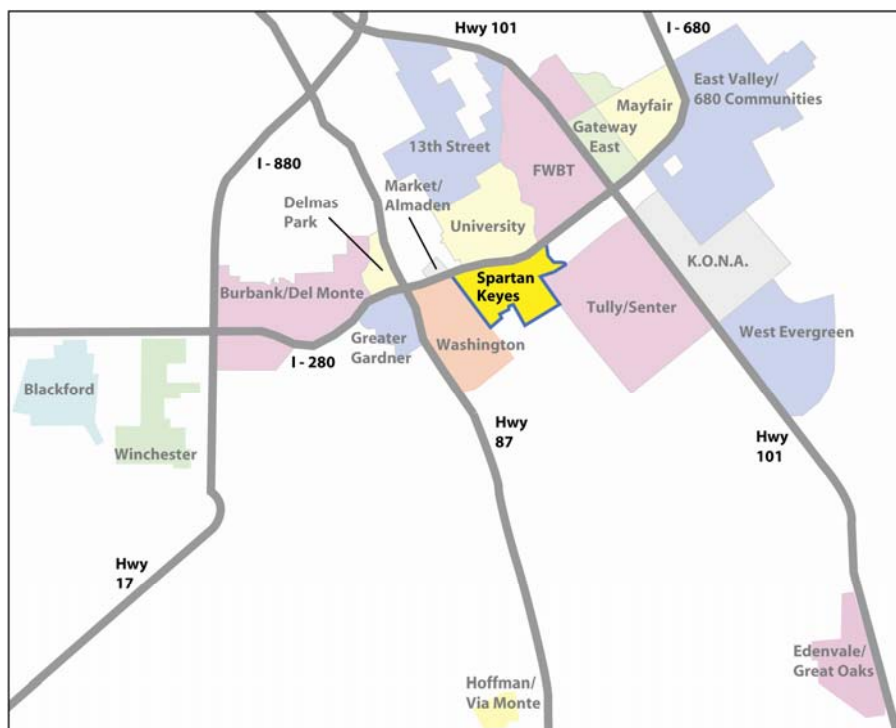


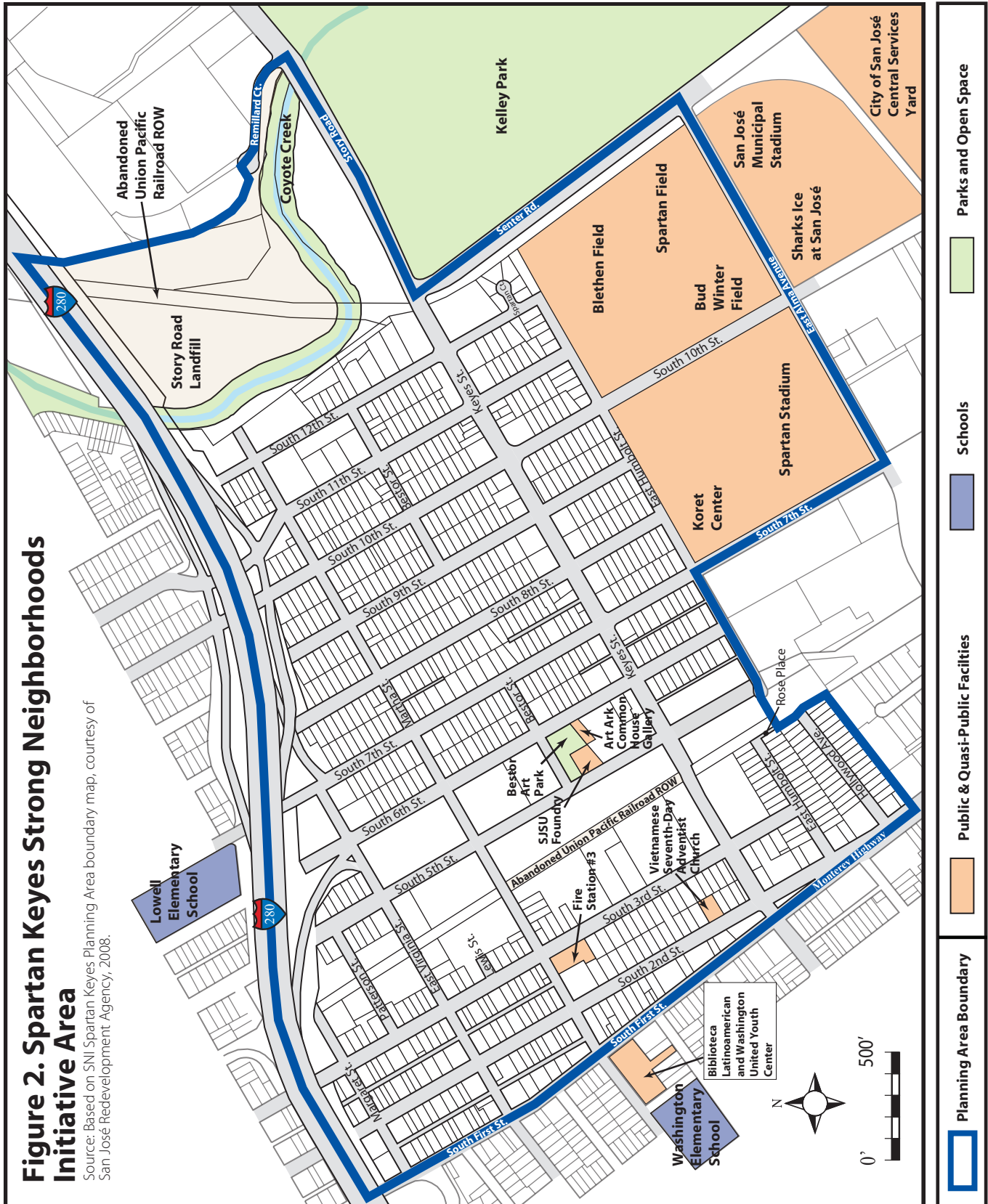
Figure 1. Strong Neighborhoods Initiative Planning Areas

Source: Based on SNI Planning Area boundary map, courtesy of the San José Redevelopment Agency, 2008.

Several major streets run north-south through the Spartan Keyes SNI Area, including South 1st Street, a commercial corridor (this is a part of State Route 82 and is also known as Monterey Highway); the one-way couplets of South 2nd Street/South 3rd Street and South 10th Street/South 11th Street; and South 7th Street. These north-south streets serve as major routes linking downtown/SJSU and the industrial businesses and residential communities to the south of I-280. Major east-west streets in the Spartan Keyes SNI Area include Keyes Street, the main commercial corridor; Martha Street, the main east-west route north of Keyes Street; and the short stretch of East Alma Avenue, along the southern border.

The Valley Transportation Authority (VTA) operates five bus lines that serve the Spartan Keyes SNI Area. Three lines run along South 1st Street and connect the Spartan Keyes SNI Area to downtown, as does an additional bus line running along Senter Street and the South 10th Street/South 11th Street one-way couplet. The bus line serving Keyes Street connects the Spartan Keyes SNI Area to Caltrain commuter-rail and VTA light-rail services at the Tamien Multi-Modal Station adjacent to State Route 87.

The Spartan Keyes SNI Area contains several public and quasi-public facilities (see Figure 2). Those related to nearby SJSU include the SJSU Foundry, Spartan Stadium, Koret Center, Spartan Field, Blethen Field, and Bud Winter Field. The Spartan Keyes SNI Area's first park, Bestor Art Park, was recently constructed at Bestor Street and South 6th Street adjacent to the Art Ark Common House Gallery. The gallery is a focal point for the neighborhood's growing arts community. The Vietnamese Seventh-Day Adventist church is located on South 2nd Street just north of Keyes Street. Additionally, Coyote Creek runs through the Story Road Landfill (now closed) in the northeastern portion of the Spartan Keyes SNI Area.



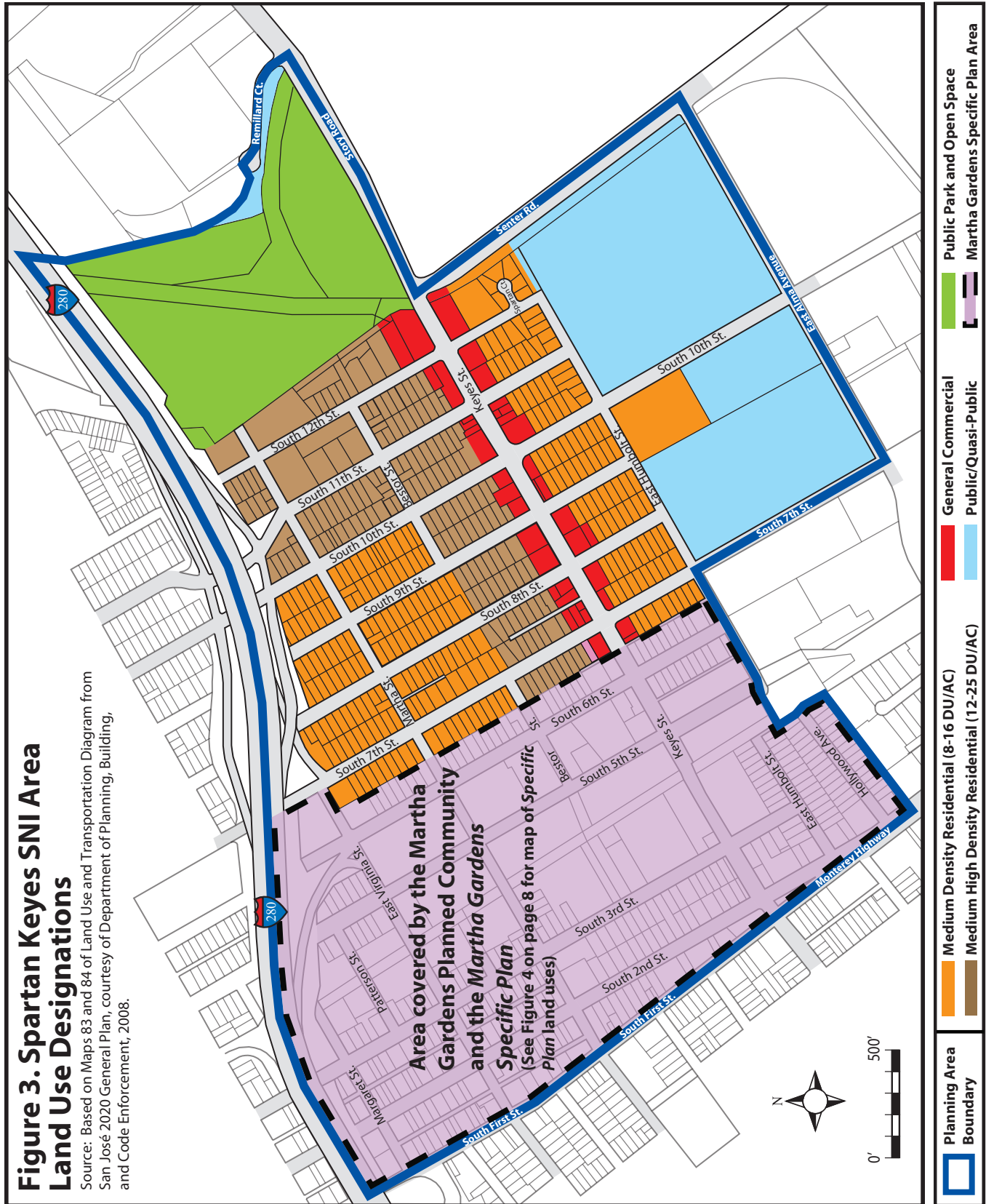
Public and quasi-public facilities located outside but adjacent to the boundaries of the Spartan Keyes SNI Area include Lowell Elementary School and Washington Elementary School, which lie to the north and west respectively; Biblioteca Latinoamericana and Washington United Youth Center, which lie just west of South 1st Street; and Kelley Park, containing Happy Hollow Zoo, Leininger Center, Japanese Friendship Garden, and History San José, which lies just east of Senter Road. The San José Municipal Stadium and Sharks Ice at San José Hockey Rink are also located adjacent to the Spartan Keyes SNI Area to the south.

The Spartan Keyes SNI Area consists mainly of single-family homes and duplexes, many of which are of historical Victorian architectural styles. In recent years, multi-family apartments, condominiums, and artists' live-work units have been developed in areas distributed throughout the neighborhood, mainly on former industrial and institutional sites.

LAND USE DESIGNATIONS

The *San José 2020 General Plan (General Plan)* designates future land uses for the central and eastern portions of the Spartan Keyes SNI Area in the Land Use/Transportation Diagram (LUTD). Additionally, the *General Plan* specifies land uses for the western portion of the Spartan Keyes SNI Area under the purview of the *Martha Gardens Planned Community* (MGPC), which is described in the *General Plan's* text-based document. The land uses specified by the MGPC are based on the *Martha Gardens Specific Plan (Specific Plan)*, which is described below. Figure 3 identifies land use designations specified in the LUTD and the portion of the Spartan Keyes SNI Area under the purview of the MGPC. Figure 4 displays the land use plan contained in the *Specific Plan*.

The LUTD articulates little change to existing land uses, continuing the general commercial uses along Keyes Street and the current public and quasi-public land uses existing in the southeastern portion of the Spartan Keyes SNI Area. However, higher residential densities are possible in areas north of Keyes Street due to the Medium High Density Residential (12 to 25 dwelling units per acre) designation. Single-family homes and duplexes dominate this area today. The conversion of the Story Road Landfill into parkland is also possible due to the Public Park and Open Space designation of the site.



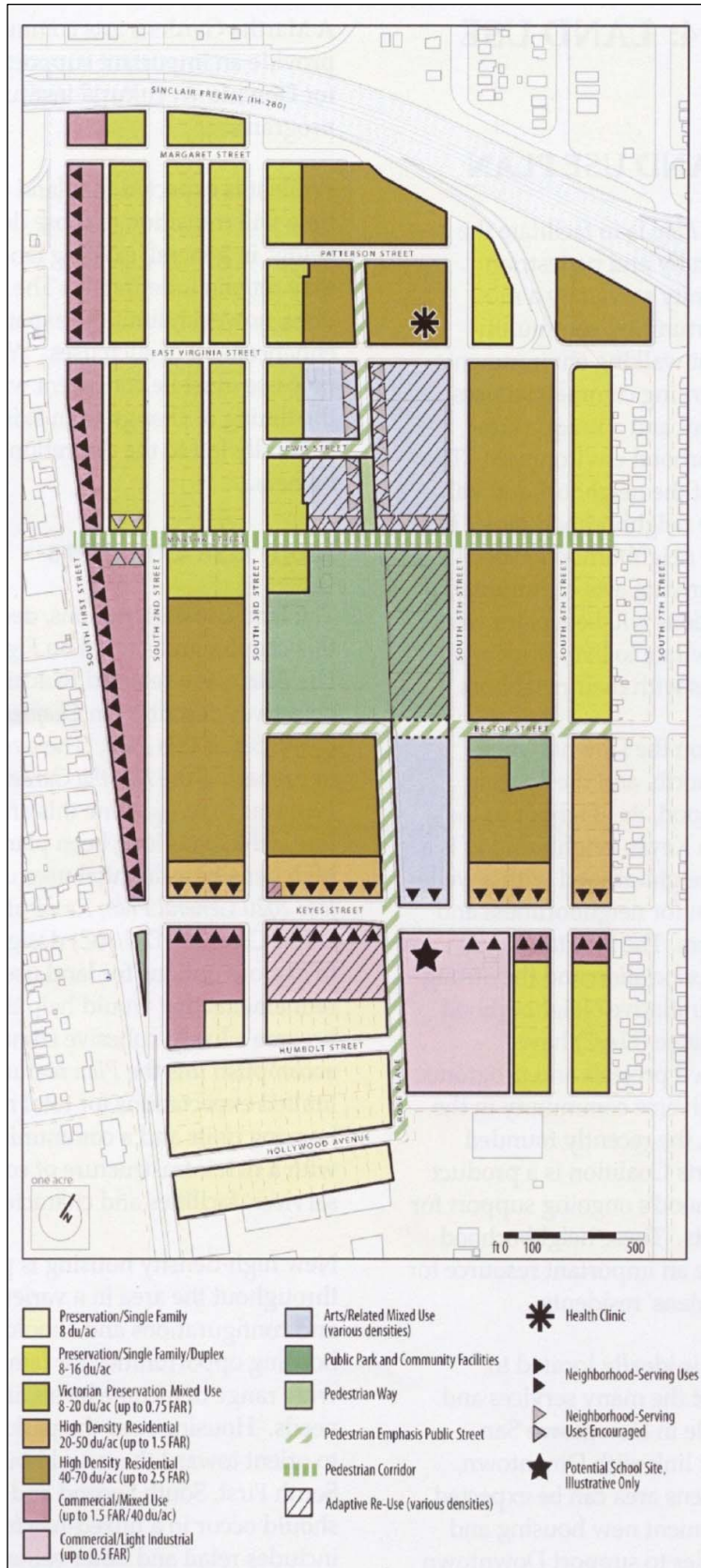


Figure 4. Land Use Plan from the *Martha Gardens Specific Plan*.

The *Martha Gardens Specific Plan*, completed in December 2003 and incorporated into the *General Plan*, contains a vision for the western portion of the Spartan Keyes SNI Area that creates a mixed-use, pedestrian-oriented community. At the center of this vision is a central gathering place that includes a community center, park, and plaza. Historic preservation and art are important themes in this vision.

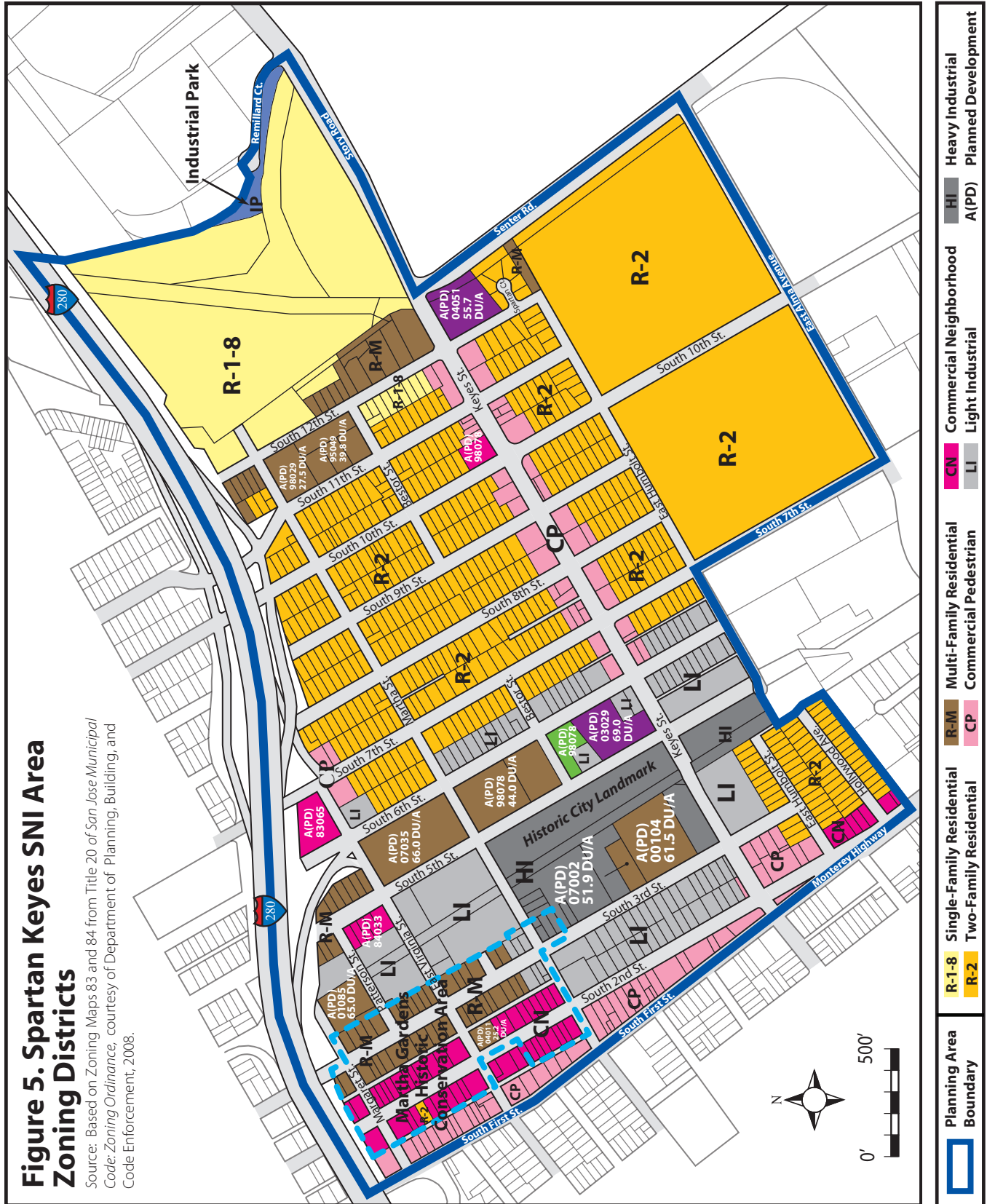
The *Specific Plan* lays the foundation for the creation of this vision by specifying a set of land uses (see Figure 4). Land uses include Commercial Mixed Use along the east side of South 1st Street and the south side of Keyes Street, with Commercial Light Industrial parcels south of Keyes Street on either side of an extended Rose Place. Arts/Related Mixed Use and Public Park and Community Facilities designations apply to parcels west of South 5th Street between East Virginia Street and Keyes Street to accommodate the vision for a park, community center, and plaza. The pedestrian orientation of the plan is reflected in the Pedestrian Way, Pedestrian Emphasis Public Street, and Pedestrian Corridor designations that run along Bestor Street, Martha Street, an extended Lewis Street and an extended Rose Place. These serve to link the park, plaza, and community center to the surrounding neighborhood. Three different preservation designations are also specified to preserve existing low densities and historical buildings that are adjacent to new development areas.

ZONING DISTRICTS

Title 20 of the *San Jose Municipal Code: Zoning Ordinance (Zoning Ordinance)* includes Zoning Districts in the eastern and southern portions of the Spartan Keyes SNI Area that are almost exclusively residential, including Single-Family Residential, Two-Family Residential, and Multi-Family Residential Zoning Districts (see Figure 5). Zoning along Keyes Street east of South 7th Street include Commercial Pedestrian and Commercial Neighborhood Zoning Districts. The area west of South 7th Street is characterized by a mix of Zoning Districts. Light Industrial and Heavy Industrial Zoning Districts cover much of this area, especially surrounding the abandoned Union Pacific Railroad right-of-way (ROW) between South 3rd Street and South 5th Street. The Multi-Family Residential Zoning District also covers a significant area between South 2nd Street and South 6th Street. The Commercial Pedestrian Zoning District fronts the entire stretch of South 1st Street bordering the Spartan Keyes SNI Area except for a few parcels near East Humboldt Street and Hollywood Avenue that are covered by the Commercial Neighborhood Zoning District.

The land use designations defined in the *General Plan* are inconsistent with the existing Zoning Districts of the *Zoning Ordinance* for portions of the Spartan Keyes SNI Area (refer to Figures 3 and 5 for comparison). For example, the Story Road Landfill site is zoned Single Family Residential, while the *General Plan* designates it as Public Park and Open Space. The sports facilities owned by San José State University are zoned Two-Family Residential, while the *General Plan* designates these Public/Quasi-Public (except for a small area where the Spartan Village was formerly located). In general, the zoning for the area covered by the *Specific Plan* has not been updated to be consistent with the *Specific Plan's* land use designations. If new development or major additions are proposed, the *General Plan* designations or the *Specific Plan* (if within the sub-area) take precedence as to the future use.

The Martha Gardens Historic Conservation Area, established in 2007, overlays a group of parcels located in the northwestern portion of the Spartan Keyes SNI Area. The area is defined by Victorian-style single-family homes dating from the late-1800s to mid-1900s. Some of these homes have been converted to multi-unit apartments. The intent of the Martha Gardens Historic Conservation Area is to preserve the unique architectural heritage of these residential structures. Any proposed changes to structures within the area must comply with local guidelines to preserve the historical character of the area.



DEMOGRAPHIC PROFILE

The following demographic profile for the Spartan Keyes SNI Area was compiled from the 2000 U.S. Census. To gather data from all blocks within the Spartan Keyes SNI Area, it was necessary to include approximately 17 parcels outside its boundaries. The median household income is based on the Seifel Consulting report entitled *Report on Investment in the Strong Neighborhoods Initiative (SNI) Area*, and reflects 2006 data.

In 2000, the Spartan Keyes SNI Area had a total population of 4,398 people. Sixty-five percent (65%) of the Spartan Keyes residents identified their ethnicity as Hispanic/Latino. The population was composed of the following races: 42% White, 7% Asian, 4% African American, 2% Native American, 0% Pacific, and 41% other.

Residents under the age of 18 comprised the second largest segment of the population at 25%. The 18 to 24 year old age category comprised only 17% of the population. Other age groups included ages 25 to 34 years at 24%, the 35 to 64 year old age group at 29%, and 65 years and older at 5%.

Of those in the 5 to 17 year old age group, 59% spoke Spanish, with 19% speaking little or no English. Of those in the 18 to 64 year old age group, 47% spoke Spanish, with 35% speaking little or no English. Of those 65 years and older, 42% spoke Spanish, with 53% speaking little or no English.

Of the employed population (16 years and older), 22% worked in management or professional occupations, such as financial, computer, architecture, social service, healthcare, or other related positions. Approximately 25% worked in service jobs, 27% in sales and administration, 9% in construction and related industries, 16% in production, transportation, or material moving, and 1% in farming, fishing, and forestry.

In 2000, thirty-eight percent (38%) of the housing units within the Spartan Keyes SNI Area were owner-occupied.

In 2006, the median annual household income was \$57,960.

HISTORIC CONTEXT

According to the 2007 report, *Historic District Study: Martha Gardens Residential Neighborhood San José*, the Spartan Keyes SNI Area was originally part of Reed's Addition, an area just south of San José's original boundaries. Reed's Addition was incorporated into San José in the mid-1800s. Homes were constructed to house the influx of people coming to the area for jobs in San José's agricultural industry. Some of these early homes are still present in the neighborhood and give a rich architectural history to the area.

Reed's Addition was linked to the Reed family, who had traveled with the Donner Party and settled in the area. James Frazier Reed, who traveled ahead of the Donner Party, conducted rescue efforts that saved his wife Margaret, sons James and Thomas, and daughter Martha. He also saved Virginia Backenstoe (his stepdaughter by his marriage to Margaret). Many streets within the Spartan Keyes SNI Area are named after these survivors.

Railroad tracks were built on South 4th Street in the late 1860s. Industry related to agriculture arose along this line. Within the Spartan Keyes SNI Area, several food-canning facilities developed in the early 1900s. The American Can Company building (located at South 5th Street and Martha Street) is an example of one such facility. The industrial base is still prevalent in the area and consists mainly of light industrial businesses.

San José State University is also tied closely to the Spartan Keyes SNI Area, in that their sports facilities are based in the southeast portion of the area. Two famous SJSU African-American athletes, Tommy Smith and John Carlos, actually trained in these sports facilities and competed in the 1968 Mexico City Olympics, winning gold and bronze medals respectively.

The SJSU Foundry, located adjacent to Bestor Art Park in the Spartan Keyes SNI Area, and the arts programs on the SJSU campus have helped attract artists to the area. Many artists now reside in studios housed within buildings such as the Citadel, the American Can Company, and the new Art Ark housing development.

Community Planning Process

The Renewing the Action Agenda (RAA) community planning process, conducted as part of the Strong Neighborhoods Initiative (SNI), led to the creation of a new list of Top Ten Actions and the 2008 *Spartan Keyes Neighborhood Improvement Plan Amendment* (2008 *NIPA*).

The RAA community planning process was conducted for the Spartan Keyes SNI Area between January 2008 and September 2008. This involved several Spartan Keyes Neighborhood Action Coalition (NAC) meetings, two community workshops, and numerous discussions with a wide range of stakeholders.

Extensive outreach was conducted throughout the Spartan Keyes SNI Area during the RAA community planning process. All NAC meetings related to the RAA community planning process were announced in the local neighborhood newsletter. Outreach for the two community workshops included a mailer to every household in the Spartan Keyes SNI Area, e-mails and letters sent to residents on the mailing list, canvassing of homes throughout the area, and reminder phone calls made to the residents who regularly attend NAC meetings.

Following the completion of the two community workshops, which took place on April 19, 2008 and June 7, 2008, leaders from the NAC worked closely with City staff and consultants to produce the 2008 *NIPA*, a plan which reflects the vision and goals of the community.

INITIAL NAC MEETINGS

The RAA community planning process was introduced to the Spartan Keyes community at the January 7, 2008 NAC kick-off meeting. The process of developing a new list of Top Ten Actions was reviewed, and the schedule for producing the 2008 *NIPA* document was discussed.



Flyer distributed for Community Workshop #1.



Flyer distributed for Community Workshop #2.

At the February 4, 2008 NAC meeting, consultants reviewed the progress made on the original Top Ten Actions from the 2002 *Neighborhood Improvement Plan* (2002 NIP). As part of this review, the status of each Top Ten Action was discussed and confirmed with NAC members (see example in Figure 6). Each Top Ten Action was categorized by NAC members as either *complete*, *will be completed*, *partially complete*, *incomplete*, or *not feasible*. For each Top Ten Action deemed partially complete or incomplete, the NAC decided whether the action would be included in the new list of actions being developed. After these decisions, the NAC was ready to move on to the next phase of the RAA community planning process.

ACTION PRIORITY #	COMMUNITY ACTION ITEMS (PROJECTS) (from 2002 NIP)	ACTION STEPS	PROGRESS STATUS OF COMMUNITY ACTION ITEMS (PROJECTS)			
			INITIAL ASSESSMENT: Complete (C) Will be Completed (W) Partially Complete (P) Incomplete (I) Alternative Strategy (AS) Not Feasible / No Longer Being Pursued (NF)	RECOMMENDED NEXT STEPS: Resolved (R) Modify & Forward to New Action (M) Forward "As Is" to New Action (F) Renew the "Service" Action Item (RE)	COMMUNITY ASSESSMENT: Complete (C) Will be Completed (W) Partially Complete (P) Incomplete (I) Alternative Strategy (AS) Not Feasible/No Longer Being Pursued (NF)	COMMUNITY VERIFIED NEXT STEPS: Resolved (R) Modify & Forward to New Action (M) Forward "As Is" to New Action (F) Renew the "Service" Action Item (RE)
2	Prepare and Implement a Neighborhood Traffic Calming Plan	ACTION STEPS	C	R	C	RE
		a) Evaluate Neighborhood Traffic Patterns	AS	R	C	RE
		b) Prepare Neighborhood Traffic Calming Study	AS	R	C	RE
		c) Install Traffic Calming Measures	C / NF	R	C	RE
3	Improve the Keyes Street Streetscape	ACTION STEPS	P	M	P	M
		a) Prepare a Streetscape Improvement Plan	AS	R	C	RE
		b) Evaluate Pedestrian Crossing	AS	R	C	RE
		c) Install Enhanced Crossings	C	R	C	R
		d) Install Frontage Street Trees	C	R	C	R
		e) Install Frontage Lighting	W	R	W	R
		f) Study the Feasibility of a Center Median	I	M	I	R
		g) Construct a Center Median	I	M	I	R
		f) Establish Bike Lanes	I	M	I	M

Figure 6. Matrix used at the February 4, 2008 NAC meeting to confirm the status of the original Top Ten Actions (two of the ten reviewed Actions are shown).

COMMUNITY WORKSHOP #1 - APRIL 19, 2008

The first community workshop was held on April 19, 2008 at the Leininger Center in Kelley Park. The main purpose of the workshop was to listen to residents and to receive general feedback about what residents wanted to see improved in their neighborhood. Over 40 people attended the workshop. The workshop began with a short introductory speech by Aurelia Sanchez, former president of the NAC.

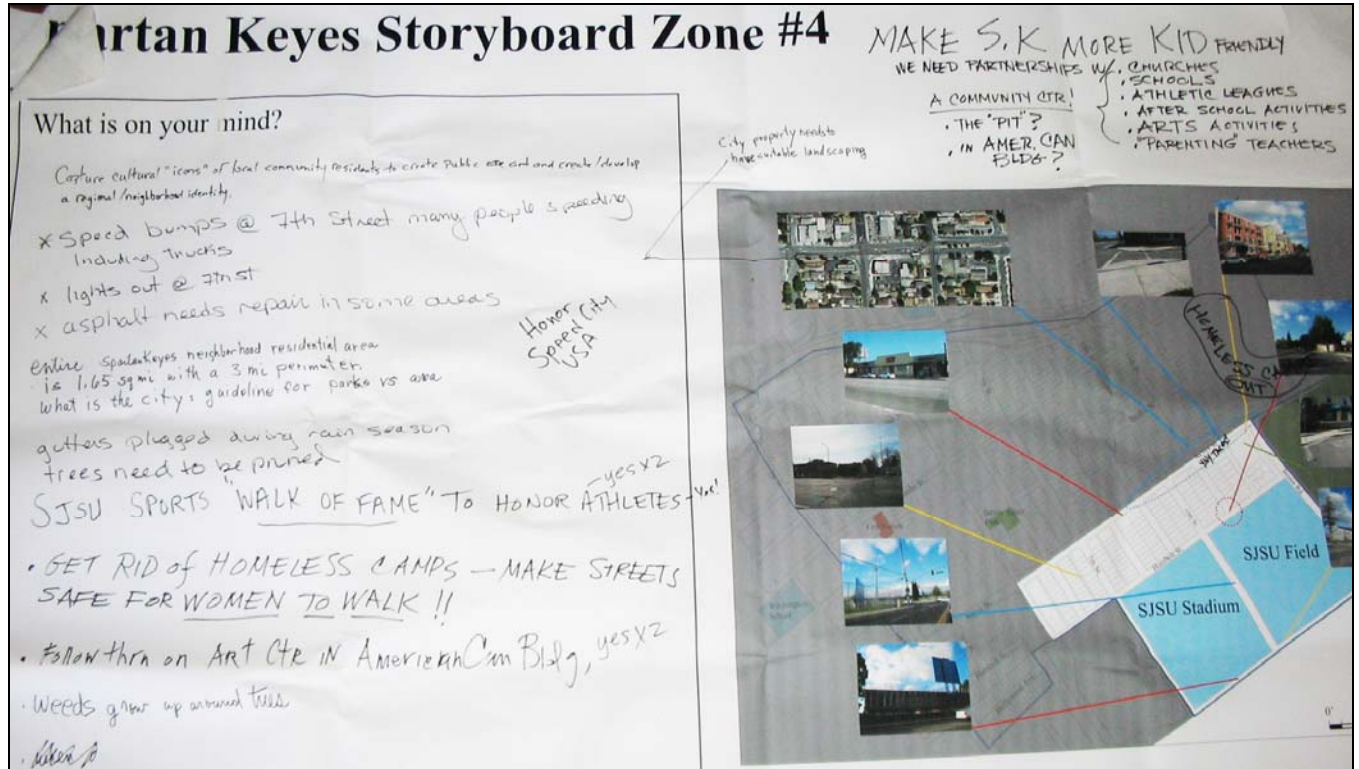
Following these opening remarks, a short presentation oriented participants to the RAA community planning process and reviewed the status of the original Top Ten Actions from the 2002 *NIP*. After the presentation, participants approached several large posters that showed pictures and maps of the neighborhood. On these posters, they wrote down what was on their minds about the neighborhood. This exercise generated a large volume of ideas and concerns, and served as a warm-up for the next exercise.



Councilmember Sam Liccardo speaks to the Spartan Keyes community.



Community members participate in the "What is on your mind?" exercise.



Sample of input received from the "What is on your mind?" exercise.



Discussion groups at Community Workshop #1.

The second exercise of the day took the form of six discussion groups. Each discussion group included six to eight participants and a facilitator. The purpose of these discussion groups was to examine in more detail the issues most important to individual participants. The workshop ended with each discussion group presenting five key points to all workshop participants. After the workshop, the feedback received was combined with other input obtained at the NAC meetings and discussions with stakeholders. This information was then synthesized into a list of 42 Actions.

COMMUNITY WORKSHOP #2 - JUNE 7, 2008

The second community workshop was held on June 7, 2008 at the Art Ark Common House Gallery. The goal of this workshop was to prioritize the list of 42 Actions into a new list of Top Ten Actions. Over 30 people attended the workshop.

As people arrived at the workshop, they were given a handout listing the 42 Actions. Additionally, an array of exhibit posters displayed information about each of the 42 Actions, which participants had the opportunity to view. The workshop opened with remarks by Aurelia Sanchez, former president of the Spartan Keyes NAC. A discussion of the 42 Actions followed, allowing residents to ask questions, make comments, and receive any necessary clarifications.



Posters exhibited at Community Workshop #2 illustrating the 42 Actions.

Before voting to prioritize the 42 Actions into a new list of Top Ten Actions, residents were encouraged to consider choosing a balance of the following Action types:



Poster displayed at Community Workshop #2 illustrating Action types.

- **Neighborhood Action Projects:** These projects are the result of a community-based initiative and can be quickly implemented. Each project demonstrates change in a visible way and often has the greatest potential to involve community members.

- **Service or Social Issues Projects:** These projects are designed to enhance specific community services run via governmental programs, non-profits, and/or community-based organizations.
- **Capital Projects:** These projects focus on major, long-term improvements and typically involve the construction of a community facility or other development.
- **Wow! Projects:** These projects are visionary in nature, with the potential to transform the community. Such projects inspire immense creativity, and challenges all involved to think and act differently for the good of the community.

In addition, the community members considered whether each proposed project was important to the entire neighborhood (or a significant part) and whether the City or other stakeholders could serve as partners in that project's implementation.

Following the discussion of the 42 Actions, participants were given 10 dots (one red and nine blue) to place on their highest priority Actions which were listed on large posters. Red dots identified the number one priority of participants and blue dots indicated remaining top priority Actions. The dots were tallied, and an initial list of Top Ten Actions was created.



Residents voting for their highest priority Actions.

Creating the New Top 10 Actions		Type of Action	Place Priority Dots	Ranking	Prospective Champions
New Action					
A. Explore opportunities to create pocket parks, community gardens, playgrounds, and other gathering spots.	✓	Capital	⑦		
B. Redevelop the City-owned property – "The Pit" – on the northeast corner of Keyes Street and 12th Street into a park, green space, or community garden.	✓	Capital	⑩	10	Ann
C. Redevelop the American Can Company property into a park, plaza, café, community/arts center, and various housing types with space for artists.	✓	Wow!	⑪	1	
D. Explore utilizing the Cash & Carry lot between East Alma Avenue and East Humboldt Street for open space.	✓	Capital	⑫	8	Frankie Dore
E. Construct Coyote Creek Trail within the Spartan Keyes neighborhood.	✓	Capital	⑬	5	Jane & Judy
F. *Develop a linear park along the railroad right-of-way from Martha Street to Keyes Street.	✓	Capital	2		
G. *Develop a dog park.	✓	Capital	5		
H. *Develop a bike park with jumps.	✓	Capital	2		
I. *Improve maintenance of existing parks and open space.	✓	Neighborhood/Service			
J. Increase services to children and increase the involvement of Spartan Keyes residents in youth-based programs.	✓	Neighborhood/Service			
K. Create neighborhood center with classes for adults and kids to NEIGH. CENTER + YOUTH PROGRAMS	✓	Capital	⑮	3	

Results of voting exercise from one of four posters listing the 42 Actions being considered.

Participants were also asked to sign-up as “champions” for Actions they were most interested in supporting. A champion is someone who is committed to being a community leader in pursuing implementation of a Top Ten Action. If a new Top Ten Action had no champion, it was dropped from the list.

By the end of this process, the community had formed a new community vision and a new list of Top Ten Actions for inclusion in the 2008 *NIPA* and had identified champions for each individual Top Ten Action.

PRODUCING THE 2008 SPARTAN KEYES NEIGHBORHOOD IMPROVEMENT PLAN AMENDMENT

Following the community workshops, SNI staff, City departments, and other involved entities reviewed the new list of Top Ten Actions to provide their input. Neighborhood leaders continued to work in conjunction with SNI staff and consultants to produce this document. During the report writing process, the consultants had numerous one-on-one conversations with community leaders, obtaining the community’s valuable perspective on a variety of topics for inclusion into the report. Following an intense writing period, the NAC reviewed and commented on the report. The NAC confirmed that the report, with their comments incorporated, represented their values and intentions.

Acknowledging the Spartan Keyes community’s great accomplishment, Councilmember Sam Liccario of District 3 stated, “Amid rapid residential development in recent years, the Spartan Keyes community has endeavored to retain its core identity as a wellspring of creativity and the arts, and to create a walkable, vibrant community that incorporates the charming single-family neighborhoods and the higher-density newer developments. I applaud the hard work and dedication of their neighborhood leaders, and I look forward to working with them to translate their priorities into action.”

Accomplishments

Since the publication of the 2002 *Spartan Keyes Neighborhood Improvement Plan* (2002 *NIP*), substantial progress has been made by the Spartan Keyes community to improve their neighborhood. In fact, significant progress was accomplished for all of the Top Ten Actions from the 2002 *NIP*. The progress for each Top Ten Action is described in detail below.

This review celebrates the success of the Spartan Keyes community and serves to remind them that all their hard work and commitment does have a significant positive impact on the quality of life for all residents.

ACCOMPLISHMENTS FROM THE 2002 SPARTAN KEYES NEIGHBORHOOD IMPROVEMENT PLAN TOP TEN ACTIONS

Key accomplishments are described below for each of the Top Ten Actions from the 2002 *NIP*. Reflections by community leaders concerning the progress made are noted for selected accomplishments.

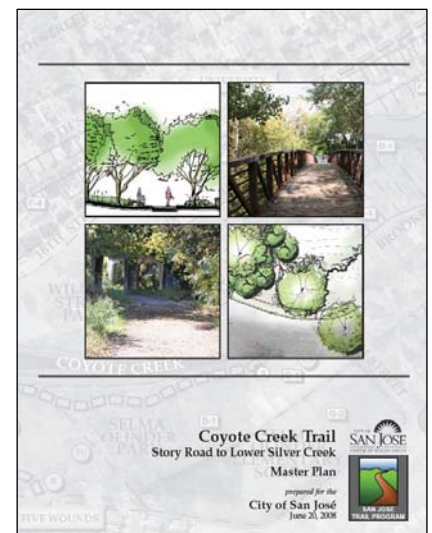
2002 Action #1

Develop Public Open Space at the Story Road Landfill

Efforts to develop open space at the Story Road Landfill took a major step forward as planning was completed for Coyote Creek Trail within the Spartan Keyes SNI Area.

Specific Accomplishments

- *Coyote Creek Trail Master Plan: Story Road to Lower Silver Creek* was completed in June 2008. This plan details the alignment and public amenities of Coyote Creek Trail within the Spartan Keyes Strong Neighborhoods Initiative (SNI) Area.



Cover page of the *Coyote Creek Trail Master Plan: Story Road to Lower Silver Creek*

2002 Action #2

Prepare and Implement a Neighborhood Traffic Calming Plan

Tremendous progress was made toward creating safer streets throughout the Spartan Keyes SNI Area by implementing features that slow traffic and make pedestrians more visible to drivers.

Specific Accomplishments

- In 2002, Fehr and Peers Transportation Consultants completed the *Spartan-Keyes SNI Final Draft Conceptual Traffic Calming Plan*.
- Two bulb-outs were installed at the intersection of South 10th Street and Martha Street.
- Two bulb-outs were installed at the intersection of South 11th Street and Martha Street.
- Crosswalk beacons were installed at South 10th Street and Martha Street and at South 11th Street and Martha Street.
- Road bumps were installed on South 8th Street and South 9th Street, between Keyes Street and Martha Street.
- A traffic signal and pedestrian crossing were installed at the intersection of South 7th Street and Martha Street.
- South 10th Street and South 11th Street were reduced from three lanes to two lanes.
- In 2004, a staff-generated General Plan Amendment was approved to change the classification of South 7th Street in the Land Use/Transportation Diagram from Major Collector (4 lanes) to Major Collector (2 lanes).



New bulb-outs at Martha Street and South 10th Street, along with a lane reduction on South 10th Street, have improved pedestrian safety. Image courtesy of Google Earth, 2008.



Close-up view of new landscaped bulb-out on South 10th Street at Martha Street.



New crosswalk beacons at the intersection of South 10th Street and Martha Street.

Since the completion of traffic calming measures, such as the new stop light at the intersection of South 7th Street and Martha Street, neighborhood streets have become safer for pedestrians.

– Ritá Torres, Co-President of the Spartan Keyes NAC

2002 Action #3**Improve the Keyes Street Streetscape**

Progress to improve streets was not limited to improving pedestrian safety. A focused effort was made to beautify Keyes Street, the main commercial corridor in the Spartan Keyes SNI Area.

Specific Accomplishments

- Keyes Street sidewalk improvements from South 1st Street to Senter Road were completed. These included patching and replacement of selected areas and curb reconstructions with new handicap accessible ramps.
- The planting of street trees was completed along Keyes Street. An additional 80 box trees were planted along Keyes Street between South 1st Street and Senter Road.
- Forty-eight (48) new single-acorn style lights and two (2) double-acorn lights were installed, and 42 existing lights were painted to match the new streetlights.
- Utilizing a Cap Grant, local artists-painted eight (8) VTA bus benches along the Keyes Street corridor.



New street trees and new pedestrian-scale, single-acorn streetlights along Keyes Street.

The new acorn pedestrian lights along Keyes are a great asset to the neighborhood and will help attract pedestrian-friendly businesses.

– Richard Wallace, Vice President of the Spartan Keyes NAC

2002 Action #4

Revitalize and Attract Neighborhood-Friendly Businesses along Keyes Street

Changes to land use designations and zoning districts of parcels along much of the Keyes Street commercial corridor have laid the foundation for the revitalization of the corridor by promoting pedestrian-oriented businesses. Façade improvements to several businesses along Keyes Street have helped to beautify the street, increasing the potential of attracting additional neighborhood-serving businesses.



Stadium Liquors before façade improvements.



Stadium Liquors after façade improvements.

Specific Accomplishments

- Façade improvements to the following businesses included painting, awning improvements, and window repair and replacement:
 - 1) Kow Loon Auto at 310 Keyes Street (completed November 2005).
 - 2) S & H Keyes Club at 396 Keyes Street (completed May 2007).
 - 3) Stadium Liquors at 356 Keyes Street (completed June 2007).
 - 4) El Dorado Liquors at 449 Keyes Street (completed February 2008).
 - 5) Finer Floors at 1098 South 6th Street (completed August 2008).
- A General Plan Amendment was approved for parcels on the north side of Keyes Street between South 7th Street and South 9th Street, changing their land use designation from Light Industrial with a Mixed Industrial Overlay to General Commercial.
- Most Keyes Street parcels from South 6th Street to South 12th Street were rezoned from Light Industrial, Neighborhood Commercial, or Two-Family Residential to Pedestrian Commercial, preventing expansion of industrial and automotive-related land uses, and encouraging pedestrian-friendly and neighborhood-serving businesses to locate along Keyes Street.

Not only have the façade improvements made Keyes Street more attractive, but the recently opened Vietnamese noodle restaurant and Laundromat are busy morning, noon, and night, demonstrating that new business can do very well in Spartan Keyes.

– Ritá Torres, Co-President of the Spartan Keyes NAC

2002 Action #5**Develop a Neighborhood Park in the East Gardner Area**

The first neighborhood-serving park was developed in the Spartan Keyes SNI Area. It is located in the Martha Gardens Area (formerly known as the East Gardner Area).

Specific Accomplishments

- Bestor Art Park was completed in the Martha Gardens Area and was opened to the public in October 2004.



Bestor Art Park includes a community garden, small grassy area, playground, and basketball court.

2002 Action #6**Develop Arts-Oriented Uses in the East Gardner Area**

Since the 2002 *NIP*, much has been done to strengthen the presence of arts-related land uses and activities. Affordable housing for artists was constructed, along with an associated gallery. A long-range vision outlined for the Martha Gardens Area promoting the arts community was completed. A permanent art installation is currently being planned.

Specific Accomplishments

- The *Martha Gardens Specific Plan* was adopted in December 2003 and included plans for arts-related land uses as part of an “Arts Quarter” area, located within the area bounded by East Virginia Street, Keyes Street, South 3rd Street and South 5th Street.
- The Art Ark Apartments, developed as housing for artists, opened in December 2006.
- The Art Ark Common House Gallery, developed in conjunction with the Art Ark Apartments, showcases art from local neighborhood artists.
- A permanent art installation, currently being planned by community members and the Office of Cultural Affairs, will be installed in the Spartan Keyes SNI Area.



The Art Ark Apartments includes subsidized housing for artists.



The Art Ark Common House Gallery has ongoing exhibits and is used for community meetings.

2002 Action #7

Study and Mitigate Neighborhood Noise Levels

Progress was made toward finding solutions to reduce noise levels, particularly noise from the high level of truck traffic moving through the Spartan Keyes SNI Area. The issues were studied and clarified, followed by the implementation of various strategies on selected test streets.

Specific Accomplishments

- In 2005, the Brown-Buntin Associates report, *Traffic Noise Analysis: Spartan-Keyes Neighborhood*, was completed. The report studied neighborhood noise levels associated with traffic and described potential solutions. The report concentrated on I-280, South 7th Street, South 10th Street, and South 11th Street.
- Truck restrictions were applied 24 hours a day along South 6th Street, South 8th Street, South 9th Street, South 12th Street, Martha Street, and East Humboldt Street.
- Truck restrictions were applied between 8 p.m. and 6 a.m. along South 7th Street.
- The application of slurry seal to fill holes in South 10th Street and South 11th Street from I-280 to East Humboldt Street was completed.
- The application of rubberized asphalt on South 10th Street from I-280 to Keyes Street was completed.



Example of a truck restriction sign on the corner of Martha Street and South 7th Street.

2002 Action #8**Improve Access to Elementary Schools**

Routes used by children from the Spartan Keyes SNI Area to walk to the Lowell Elementary School and Washington Elementary School were made safer with the installation of countdown pedestrian signals at selected intersections.

Specific Accomplishments

- Safe access to the Lowell Elementary School and Washington Elementary School was increased with the installation of eight pedestrian countdown signals. These signals are located at the following intersections:
 - 1) South 1st Street and Martha Street.
 - 2) South 3rd Street and Martha Street.
 - 3) South 1st Street and Goodyear Street.
 - 4) South 2nd Street and Keyes Street.
 - 5) South 3rd Street and Keyes Street.
 - 6) South 7th Street and Keyes Street.
 - 7) South 10th Street and Northbound I-280 off-ramp.
 - 8) South 10th Street and Southbound I-280 off-ramp.



Example of a pedestrian countdown signal.

2002 Action #9**Explore Opportunities for a Neighborhood Elementary School**

With no elementary school in the Spartan Keyes SNI Area, residents made it a priority in the 2002 *NIP* to explore opportunities to establish one. A thorough process was conducted to determine the feasibility of the idea. However, this Action was determined not feasible.

2002 Action #10

Improve Martha Street as a Pedestrian/Bicycle Corridor

Conditions were greatly improved for pedestrians through the installation of handicap-accessible ramps at intersections along the Martha Street corridor. It was determined that Martha Street is not wide enough to include bicycle lanes.

Specific Accomplishments

- Thirteen (13) new handicap-accessible ramps were installed at intersections along Martha Street.

Strategic Action Plan

The Strategic Action Plan contains the new Top Ten Actions. This provides the Spartan Keyes community with a roadmap to guide improvements for the next five to seven years. The new Top Ten Actions, which were prioritized by the Spartan Keyes community, reaffirm many of the priorities from the 2002 *Spartan Keyes Neighborhood Improvement Plan* (2002 *NIP*), as well as define new priorities that have emerged recently. This Strategic Action Plan provides a list of the new Top Ten Actions, enumerates core strategies that apply to all Actions, and discusses each Top Ten Action in detail.

SUMMARY OF THE 2008 TOP TEN ACTIONS

The new list of Top Ten Actions is summarized below. This represents the Spartan Keyes community's highest priorities expressed in the 2008 *Spartan Keyes Neighborhood Improvement Plan Amendment* (2008 *NIPA*).

1. Redevelop the American Can Company site into a park, plaza, café, community/arts center, and various housing types, including artist studios.
2. Implement traffic calming strategies throughout the neighborhood.
3. Create a neighborhood center with classes for adults and children to mingle. Increase services for children, and increase the involvement of Spartan Keyes residents in youth-based programs.
4. Work with City staff to evaluate *General Plan* Land Use Designations. In particular, review high-density housing designations in established lower-density areas, where appropriate.
5. Construct Coyote Creek Trail within the neighborhood.
6. Improve safety in the neighborhood.

7. Provide more code enforcement in the neighborhood, targeting blight created by abandoned houses and vehicles.
8. Provide a new neighborhood park. In particular, explore utilizing the land to the west and south of the Cash and Carry lot for a park.
9. Attract businesses that meet the needs of residents, including a café with outdoor seating, medium-sized grocery store, convenience store, drug store, and a post office.
10. Explore and, if possible, improve the conditions of alleyways.

CORE STRATEGIES

The Spartan Keyes community understands the challenges it faces in implementing many of its Top Ten Actions. Fewer City resources are available than in past years. Given this reality, these core strategies are designed to empower residents to rely less on government funding through a combination of local leadership development, high levels of civic engagement, and the formation of various partnerships.

The strategies below, apply to all of the new Top Ten Actions and are designed to promote civic empowerment:

- Form partnerships with various universities and other institutions of higher education to create learning-through-service projects.
- Collaborate and partner with existing non-profit organizations, such as the United Neighborhoods of Santa Clara County and Kaboom!, so neighborhood projects can benefit from tax-deductible donations.
- Work to form public-private partnerships to increase access to corporate donations of labor and material.
- Encourage the City to expand the types of work that can be done by community-based volunteers. Utilize volunteer labor for community projects whenever possible.

- Work closely with developers to include community priorities in new housing and commercial developments.
- Pursue grants for projects that currently lack funding.

DESCRIPTION OF THE 2008 TOP TEN ACTIONS

Each new Top Ten Action is discussed in detail below. Action Steps, or implementation strategies, are provided for each Action. Action Steps include the estimated time frame for completion and the responsible parties.

2008 Action #1

Redevelop the American Can Company site into a park, plaza, café, community/arts center, and various housing types, including artist studios.

Issue

Spartan Keyes residents have frequently expressed the need for a central gathering place and park space in their community. In response to this need, the 2003 *Martha Gardens Specific Plan (Specific Plan)* envisioned the development of a community center at the American Can Company site and a park on adjacent parcels. Currently, no progress has been made towards implementing this vision.

Discussion

In response to the lack of progress in implementing the vision from the *Specific Plan*, the Spartan Keyes community has strongly reaffirmed its vision by making this the highest priority Action.

The American Can Company site is located between the abandoned Union Pacific Railroad right-of-way (ROW) and South 5th Street, stretching from Martha Street to Keyes Street.



Figure 7. The American Can Company site and the abandoned Union Pacific Railroad ROW. Base image courtesy of Google Earth.

The portion of the American Can Company site north of Bestor Street is envisioned in the *Specific Plan* to become a plaza and a community center that includes studios, exhibit space, meeting rooms, assembly space, and classrooms. The *Specific Plan* also calls for the reuse of the timber warehouse portion of the site, south of Bestor Street, for uses including art-related workshops and studios, loft housing, small manufacturing operations, and general commercial. Additionally, the *Specific Plan* envisions providing space within the American Can Company site for compatible non-profits and public institutions, such as San José State University (SJSU).



The American Can Company building at South 5th Street and Martha Street.

Due to the high estimated purchase price, City acquisition of the American Can Company site is not feasible for the foreseeable future. Realizing this, Spartan Keyes residents have expressed a willingness to collaborate with housing developers to create plans for the site that include a plaza, community/arts center, housing of various types (including artist housing), and a café.

Land for a park must be located outside of the American Can Company site, as the *Specific Plan* calls for adaptive reuse of the on-site historic structures. Additionally, the site is designated as a City Historic Landmark. Therefore, it will be necessary to obtain parcels that are in the vicinity of the American Can Company site to fulfill the Spartan Keyes community's desire for a park. However, given funding constraints, the feasibility of constructing a park of close to 5 acres, as specified in the *Specific Plan*, is very low.

Given the challenges Spartan Keyes residents face in pursuing implementation of this Action, they have expressed interest in creating a vision plan to begin exploring alternative strategies for moving forward.

Action Steps

- a) *Create a vision plan for the American Can Company site and adjacent parcels for a park, plaza, café, community/arts center, and various housing types, including artist studios.*

Time Frame: Short-term (0-3 years)

Responsible Parties: Neighborhood Action Coalition (NAC) and the Department of Parks, Recreation, and Neighborhood Services (PRNS) staff

- b) *If necessary, amend the Martha Gardens Specific Plan to accommodate changes determined in the vision plan.*

Time Frame: Short-term (0-3 years)

Responsible Parties: Department of Planning, Building, and Code Enforcement (PBCE) staff

- c) *Work to attract, and then collaborate with, housing developers to redevelop the American Can Company site so that it includes a plaza, community/arts center, café, and various housing types, including artist studios.*

Time Frame: Medium- to long-term (4-7+ years)

Responsible Parties: NAC and San José Redevelopment Agency (SJRA) staff

2008 Action #2***Implement traffic calming strategies throughout the neighborhood.***Issue

The impact of the large volume of cars traveling at high speeds along neighborhood streets is an ongoing concern of residents. Additionally, residents still consider several intersections unsafe, especially those in the southeastern portion of the Spartan Keyes SNI Area and around I-280. The additional traffic generated by events at SJSU sports facilities is also of great concern. Though many traffic calming features have been completed since the release of the 2002 *NIP*, residents feel much more work is needed to slow traffic and make the Spartan Keyes SNI Area safe for pedestrians.

Discussion

The Spartan Keyes SNI Area is characterized by several north-south streets designed to move large volumes of non-local through-traffic. These routes include South 2nd Street, South 3rd Street, South 7th Street, South 10th Street, and South 11th Street. Due to the close proximity of the one-way couplet of South 2nd Street and South 3rd Street to the main north-south route of South 1st Street, converting this one-way couplet to two-way streets is being considered. Such a conversion would transform South 2nd Street and South 3rd Street into more neighborhood-friendly streets.

The one-way couplet of South 10th Street and South 11th Street is not being considered for conversion to two-way streets since they serve as main north-south routes through the eastern portion of the Spartan Keyes SNI Area. Nevertheless, traffic conditions on these streets have been helped by lane reductions (from three lanes to two) and other traffic calming improvements. However, residents are still concerned by the excessive speed of traffic. Also of concern are the merge lanes, which were added during the lane reduction project to facilitate the transition of traffic between Keyes Street and South 10th Street and South 11th Street. To address residents' concerns, additional analysis should be conducted and improvements explored to improve pedestrian visibility.



A view of South 2nd Street, a one-way street being consider for conversion to a two-way street.



Crosswalks in poor condition and with wide turning radii at the intersection of South 7th Street and East Virginia.

The traffic along South 7th Street, especially from large trucks accessing industrial businesses to the south of Spartan Keyes SNI Area, is an ongoing concern. However, there are currently no alternative routes identified for truck traffic. Residents would like to see additional traffic calming features along this route to create a more pedestrian environment, particularly at the South 7th Street/East Virginia Street intersection. Traffic exiting I-280 via East Virginia Street is funneled through this intersection in large volumes. To address this issue, a set of improvements have been implemented, including the addition of yellow-striped crosswalks and pedestrian countdown signals. The improvements to this intersection should be evaluated to determine whether further improvements are necessary.

East-west streets identified by residents in need of slower traffic include Keyes Street, Martha Street, and East Humboldt Street. Specifically, residents have expressed a desire to see additional bulb-outs and a center median placed along Keyes Street. The feasibility of a center median needs further exploration.

The impact of periodic heavy traffic associated with sporting events at SJSU sports facilities has created a desire to work with the SJSU Police Department to slow traffic and improve events management. Spartan Keyes residents would also like to add signage to remind drivers to slow down as they enter the neighborhood. This signage could double as welcome signage produced by local artists, emphasizing the area's artistic identity.

Action Steps

a) Slow and regulate traffic around SJSU Field during events.

Time Frame: Short-term (0-3 years)

Responsible Parties: SJSU Police Department (SJSUPD) staff

b) Evaluate request to add a "no outlet" sign at East Humboldt Street. If the request is determined feasible, install a sign.

Time Frame: Short-term (0-3 years)

Responsible Parties: Department of Transportation (DOT) staff

- c) *Evaluate and address safety concerns at the following intersections: Keyes Street/South 10th Street, Keyes Street/South 11th Street, East Humboldt Street/South 10th Street, and East Humboldt Street/ South 11th Street.*

Time Frame: Short- to medium-term (0-6 years)

Responsible Parties: DOT staff

- d) *Evaluate and address traffic concerns on South 3^d Street, South 7th Street, South 10th Street, South 11th Street, Martha Street, Keyes Street, and East Humboldt Street. Focus efforts on streets near Spartan Stadium, especially along South 7th Street, between Keyes Street and East Alma Avenue.*

Time Frame: Short- to medium-term (0-6 years)

Responsible Parties: DOT staff

- e) *Convert the one-way couplet of South 2nd Street and South 3rd Street to two-way streets.*

Time Frame: Medium- to long-term (4-7+ years)

Responsible Parties: DOT staff

- f) *Evaluate improving access to the Lowell Elementary School by improving the pedestrian safety of streets that pass under I-280.*

Time Frame: Short-term (0-3 years)

Responsible Parties: DOT staff

- g) *Improve the crosswalks at the South 7th Street/East Virginia Street intersection. Explore the feasibility of adding various traffic calming features such as bulb-outs to tighten turning radii, adding more pedestrian signage, and re-striping of crosswalks so they are more visible.*

Time Frame: Short-term (0-3 years)

Responsible Parties: DOT staff

- h) *Explore the possibility of integrating traffic calming signage with neighborhood welcome signage created by local artists.*

Time Frame: Short-term (0-3 years)

Responsible Parties: NAC and DOT staff

2008 Action #3

Create a neighborhood center with classes for adults and children to mingle. Increase services for children, and increase the involvement of Spartan Keyes residents in youth-based programs.

Issue

The Spartan Keyes SNI Area lacks a public facility where residents can gather and access community services. The Leininger Center in Kelley Park is currently used for public meetings, but access is limited as it must be reserved. The lack of a public center dedicated to the Spartan Keyes SNI Area makes it difficult to organize and provide needed community services and youth-based programs.



The Leininger Center in Kelley Park.

Discussion

The lack of neighborhood-accessible public facilities was discussed in the 2002 *NIP*. The Spartan Keyes community responded by including a community center as part of the 2003 *Martha Gardens Specific Plan*. Due to a lack of funding, no progress has been made toward the development of a community center. Therefore, the Spartan Keyes community has endorsed a strategy to pursue the creation of a neighborhood center, which is a smaller and less expensive facility. A neighborhood center would provide space to conduct NAC and other meetings. Additionally, new youth-based programs and services could be based there and allow for the involvement of Spartan Keyes residents.

The facility would be set up on a trial basis for a set number of years and then evaluated for how well it is serving the community. The continued operation of the neighborhood center would be dependent on the success of its community services and whether operating funds (independent of the City's general fund) could be secured.

Action Steps

- a) *Pursue a lease for space to create a neighborhood center.*

Time Frame: Short-term (0-3 years)

Responsible Parties: SJRA staff

- b) Use the center to provide youth services with assistance from volunteers and parents. Work to develop youth services, such as after school programs, homework clubs, and additional organized sports. Apply for grants to fund youth-based programs.*

Time Frame: Short-term (0-3 years)

Responsible Parties: NAC and PRNS staff

- c) Identify non-general fund revenue sources for ongoing operation of the proposed neighborhood center.*

Time Frame: Short- to medium- term (0-6 years)

Responsible Parties: NAC and PRNS staff

2008 Action #4

Work with City staff to evaluate General Plan Land Use Designations. In particular, review high-density housing designations in established lower-density areas, where appropriate.

Issue

In recent years, several high-density housing developments have been constructed in the central and eastern portions of the Spartan Keyes SNI Area, often adjacent to existing low-density housing. Many residents feel that these new housing developments are out of character with the surrounding homes. Additionally, residents want to limit the height of new residential buildings to three stories throughout the Spartan Keyes SNI Area.

Discussion

Currently, the *San José 2020 General Plan (General Plan)* designates areas within the central and eastern portions of the Spartan Keyes SNI Area as Medium High Density Residential at 12-25 dwelling units per acre (see Figure 8 on page 39). This designation allows for a density increase from the current mix of single-family homes and duplexes in most of the area. This designation increases the possibility of the redevelopment of existing single-family homes and duplexes into apartment buildings.

The area's Medium High Density Residential designation has already led to the construction of two developments on the block bounded by Martha Street, Bestor Street, South 11th Street, and South 12th Street. The first of these has 27.5 dwelling units per acre and the second has 39.8 dwelling units per acre. Another recently proposed project is planning to convert a duplex into a four-unit apartment complex along South 11th Street. Although it has not been approved as of yet, it indicates the pressure to intensify residential densities due to the Medium High Density Residential Land Use Designation that exists in the Spartan Keyes SNI Area. To prevent such applications in the future, residents are pursuing an amendment to the *General Plan* to change the allowable density to levels that reflect the actual density of a majority of parcels in the area.



Example of an apartment next to a single-family home in the eastern portion of the Spartan Keyes SNI Area.

Residents also want to pursue policies to limit new residential developments to three stories in height throughout the Spartan Keyes SNI Area.

Action Steps

- a) *Work with Planning staff to evaluate and, if appropriate, change General Plan Land Use Designations to be more in keeping with established neighborhood densities, particularly in the central and eastern portions of the Spartan Keyes SNI Area.*

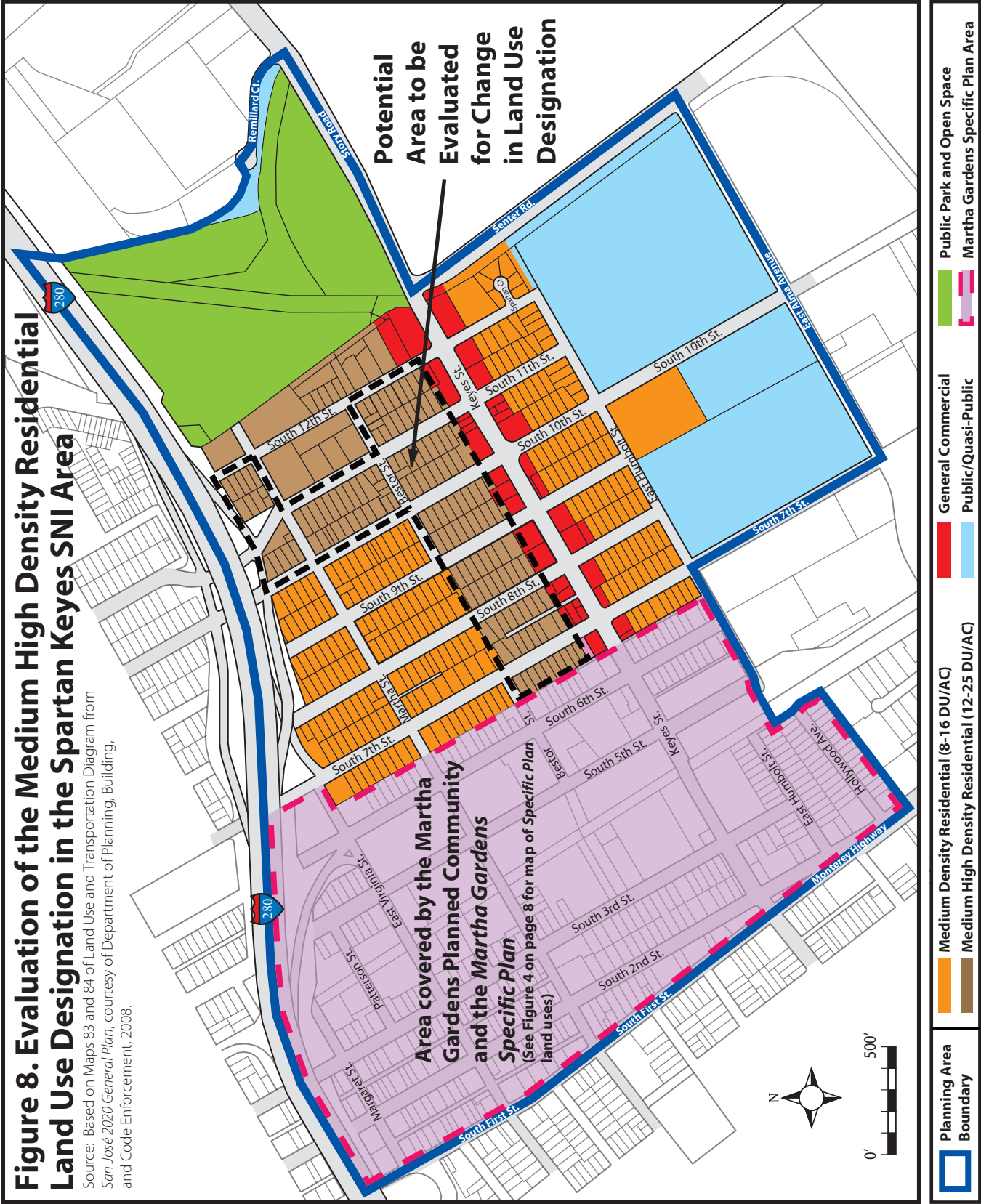
Time Frame: Short-term (0-3 years)

Responsible Parties: NAC and PBCE staff

- b) *Work with Planning staff and applicants to ensure that new residential buildings are three stories in height or less, where appropriate.*

Time Frame: Short-term (0-3 years)

Responsible Parties: NAC and PBCE staff



2008 Action #5***Construct Coyote Creek Trail within the neighborhood.***Issue

Although the *Coyote Creek Trail Master Plan: Story Road to Lower Silver Creek* was completed in June of 2008, construction of the trail is still not assured as necessary funding has not been identified. The Spartan Keyes community is also concerned that access to the trail will be inconvenient due to the planned location of the trailhead at the intersection of Story Road and Remillard Court.

Discussion

Federal SAFETEA-LU funds have been obtained for the preparation of federally-compliant environmental and construction documents for the Highway 237 to Story Road section of Coyote Creek Trail. However, insufficient funding is available for the actual construction of the trail. More funds will need to be identified and secured to allow construction to move forward.

Access to the trail from where residents live and shop is a concern to the Spartan Keyes community. The planned trailhead is located at the intersection of Story Road and Remillard Court. This location is not centrally located, as it is on the eastern edge of the Spartan Keyes SNI Area. Furthermore, a second access point, more convenient to residents, was eliminated. The 2005 *Martha Street Pedestrian/Bicycle Bridge Feasibility Study* determined that it was not feasible to construct a pedestrian and bicycle bridge from Martha Street across Coyote Creek to access the trail, which is located on the far side of the creek from residential and commercial areas of the Spartan Keyes SNI Area.

To address constraints to trail access, the Spartan Keyes community is interested in utilizing the existing rail bridge that crosses Coyote Creek to access the trail from a second trailhead located at Keyes Street and Senter Road. A short path connecting the future Coyote Creek Trail to the northeastern end of the bridge would be required. The bridge would also need modifications to accommodate pedestrians and bicyclists safely. This trailhead would help beautify land adjacent to the intersection of Keyes Street and Senter Road and generate pedestrian traffic, discouraging unsavory activity. A trailhead at this location would also



Location of planned Coyote Creek Trail within the Spartan Keyes SNI Area.
Image courtesy of Google Earth.



Location of potential second trailhead at Keyes Street and Senter Street (top image) and existing rail bridge over Coyote Creek (lower image).

serve to act as a gateway feature to the Spartan Keys SNI Area for those traveling westbound as they approach the Keyes Street/Senter Road intersection.

Action Steps

a) Prepare trail construction plans.

Time Frame: Short- to medium-term (0-6 years)

Responsible Parties: PRNS staff

b) During the development of trail construction plans, explore the following:

- Aligning Coyote Creek Trail with the existing traffic signal at the Remillard Court/Story Road intersection to improve pedestrian safety.
- Creating a second trailhead at the Keyes Street/Senter Road intersection.
- Creating a connecting path from the Keyes Street/Senter Road intersection to Coyote Creek Trail.



View of possible trailhead of Coyote Creek at the intersection of Remillard Court and Story Road.

Time Frame: Short- to medium-term (0-6 years)

Responsible Parties: DOT and PRNS staff

c) Secure all necessary funding for the trail.

Time Frame: Short- to long-term (0-7+ years)

Responsible Parties: PRNS staff

d) Acquire the abandoned Union Pacific Railroad ROW through Story Road Landfill, to allow for a connection from Coyote Creek Trail to Keyes Street via the existing rail bridge, and to permit development of the Five Wounds Trail.

Time Frame: Short- to long-term (0-7+ years)

Responsible Parties: Department of Public Works (DPW) and PRNS staff

e) Construct the trail.

Time Frame: Medium- to long-term (4-7+ years)

Responsible Parties: PRNS staff

2008 Action #6***Improve safety in the neighborhood.***Issue

The Spartan Keyes community would like to strengthen its relationship with the San José Police Department (SJPd) to lay the foundation for the general improvement of safety in their neighborhood. Specifically, residents have identified homeless encampments as an ongoing safety concern. Theft is also an issue at the Art Ark Apartments.

Discussion

The Spartan Keyes community realizes that many issues related to safety can be improved by strengthening their relationship with SJPd officers. Residents would like to explore strategies to increase the dialogue with the SJPd so that community safety issues are better understood. Specifically, increased police enforcement to reduce illegal activities at homeless encampments located along Coyote Creek and south of the Cash and Carry building is a very high priority for the Spartan Keyes community. Finally, security must be improved at the Art Ark Apartments, as residents have experienced frequent theft within the complex.



Evidence of a homeless encampment and graffiti near the Cash and Carry building.

Action Steps

- a) Work with the SJPd to strengthen the relationship between residents and officers.*

Time Frame: Immediate and ongoing

Responsible Parties: NAC and SJPd staff

- b) Work with SJPd to provide periodic enforcement of illegal activities at the homeless encampments near Coyote Creek and south of the Cash and Carry building.*

Time Frame: Immediate and ongoing

Responsible Parties: SJPd staff

- c) Improve security at the Art Ark Apartments.*

Time Frame: Immediate and ongoing

Responsible Parties: NAC and Art Ark management

2008 Action #7

Provide more code enforcement in the neighborhood, targeting blight created by abandoned houses and vehicles.

Issue

Many residents feel more code enforcement is needed in the Spartan Keyes SNI Area. Failure to address code violations regularly can lead to blight. Residents are concerned by a variety of violations, including illegal automotive repair businesses operating out of people's homes, overcrowding of homes due to illegal occupancy, untended front yards, businesses that do not maintain storefront entrances, and graffiti. Two frequent violations of particular concern are illegally abandoned cars and abandoned houses.

Discussion

Residents believe the foundation of blight prevention is a strong partnership between the Spartan Keyes community and code enforcement staff. To that end, residents would like code enforcement staff to increase the frequency they attend NAC meetings to a quarterly basis. For its part, the NAC will encourage Spartan Keyes residents to participate in the SNI Blight Busters Program. This program provides training for residents in identifying blight. Following the training, each participating resident is assigned a 4 to 5 block area of their choice, where they identify and log various types of blight, including abandoned cars and graffiti.

Action Steps

- a) *Ensure that NAC meetings are attended quarterly by code enforcement staff.*

Time Frame: Immediate and ongoing

Responsible Parties: PBCE staff

- b) *Encourage NAC members and other community members to participate in the SNI Blight Busters Program.*

Time Frame: Immediate and ongoing

Responsible Parties: NAC, PBCE, and SNI staff

2008 Action #8

Provide a new neighborhood park. In particular, explore utilizing land to the west and south of the Cash and Carry lot for a park.

Issue

The Spartan Keys SNI Area lacks neighborhood-serving parks. There is one neighborhood-serving park, Bestor Art Park (located at South 6th Street and Bestor Street), but it is less than one acre in size, and for most residents it is too far for convenient pedestrian access. Kelley Park is adjacent to the Spartan Keys SNI Area, but functions more as a regional park and is also not easily accessible by foot for most residents.

Discussion

The Spartan Keys community is exploring potential sites for the creation of another neighborhood-serving park. One site under considerations is the abandoned Union Pacific Railroad ROW west and south of the Cash and Carry site (see Figure 9). This site is generally surrounded by industrial buildings. Only a small portion of the site is adjacent to residential areas to the west. Except for the northernmost portion, a majority of the site falls outside of the boundaries of the Spartan Keys SNI Area. Access to the site is limited from Keyes Street, as the abandoned Union Pacific Railroad ROW and South 5th Street corridors within the Spartan Keys SNI Area are now owned and controlled by the owners of the Cash and Carry building.

There are currently three potential access points from the Spartan Keys SNI Area to the park site under consideration. The first is the eastern terminus of a segment of East Humboldt Street that runs between South 1st Street and the small lane known as Rose Place. The second is the western terminus of a segment of East Humboldt Street that runs between the

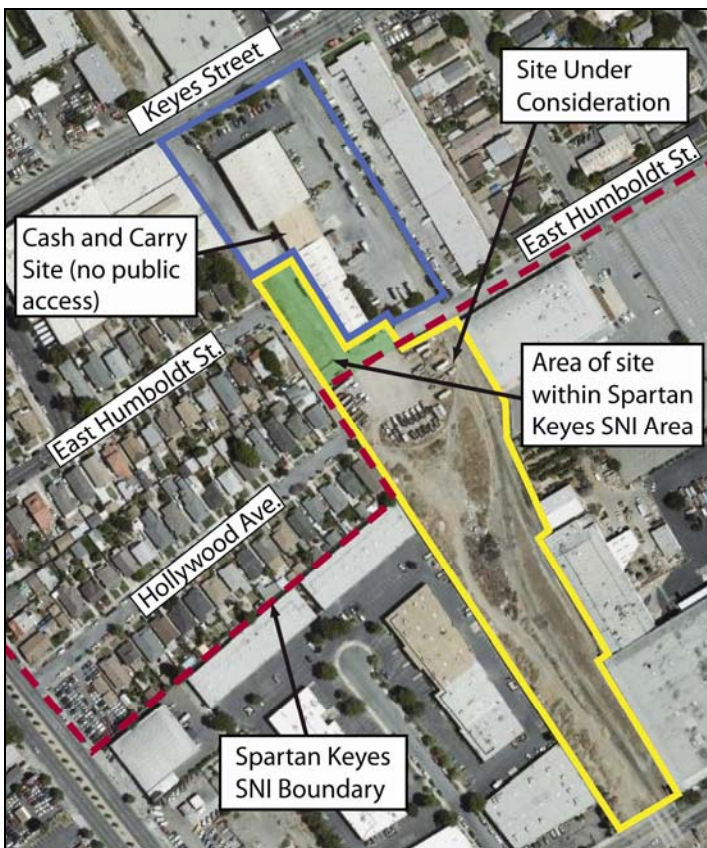


Figure 9. Potential park site adjacent to the Cash and Carry site.
Image courtesy of Google Maps, 2008.

site and Senter Road to the east. The third is from the eastern terminus of Hollywood Avenue. Outside of the Spartan Keyes SNI Area, a fourth access point is possible from East Alma Avenue, but only if the park extends that far south.

Due to the lack of easy access from Keyes Street and the fact that mainly industrial buildings surround the site, the park may be visually isolated. Measures should be considered to link the park more directly to Keyes Street to reduce isolation and to increase access for Spartan Keyes residents who mostly live north of the site. One option to connect the site to Keyes Street is to utilize the driveway (formerly the Union Pacific Railroad ROW) between the Cash and Carry building and the JTR building. Another option could utilize the former South 5th Street corridor just east of the Cash and Carry building. Such a connection would be consistent with the vision contained in the *Martha Gardens Specific Plan* and would help tie the park and the residential area to future development at the American Can Company site. Either route would have to be purchased.

Action Steps

- a) *Explore the feasibility of utilizing land to the west and south of the Cash and Carry lot for use as a park.*

Time Frame: Short-term (0-3 years)

Responsible Parties: DPW and PRNS staff

- b) *If feasible, create a master plan for the park.*

Time Frame: Short- to medium-term (0-6 years)

Responsible Parties: PRNS staff

- c) *Secure necessary funding for the park.*

Time Frame: Short- to medium-term (0-6 years)

Responsible Parties: PRNS staff

- d) *Prepare construction plans and build the park.*

Time Frame: Medium-term (4-6 years)

Responsible Parties: PRNS staff



A portion of the site that lies within the Spartan Keyes SNI Area (looking north from Rose Place).



View of a large portion of the site which is surrounded by industrial buildings (looking north from East Alma Avenue).

2008 Action #9

Attract businesses that meet the needs of residents, including a café with outdoor seating, medium-sized grocery store, convenience store, drug store, and a post office.

Issue

Residents of the Spartan Keyes SNI Area feel they lack certain basic neighborhood-serving businesses. These businesses include a café, medium-sized grocery store, convenience store, drug store, and a post office.

Discussion

To attract the business services desired by the Spartan Keyes community, residents will need to engage closely in economic development, especially along Keyes Street and South 1st Street. By identifying existing constraints that discourage desired business services from locating in the area, strategies can be developed to create the right economic environment.

Numerous automobile-oriented businesses along Keyes Street and South 1st Street create an atmosphere that does not promote pedestrian-oriented commercial businesses. Progress has been made recently through changes to zoning along Keyes Street and South 1st Street, which will prevent additional automobile-oriented businesses from locating along these corridors. Additionally, the *Martha Gardens Specific Plan* identifies urban design guidelines for street frontage, setbacks, and architectural treatments that encourage pedestrian-oriented businesses along Keyes Street. Given this foundation, residents foresee natural changes in the real estate market and the economy, leading to the gradual redevelopment of automobile-oriented businesses and under-utilized properties into the types of businesses they desire.

Streetscape improvements are an effective tool for attracting neighborhood-friendly businesses. Keyes Street has already seen extensive streetscape improvements as part of the work done since the 2002 *NIP*. However, the Spartan Keyes community has expressed a desire for further improvements to the streetscape, including the extension of the landscaped center median



Examples of existing automobile-oriented businesses along Keyes Street.



Example of outdoor café seating at the corner of The Alameda and South Morrison Avenue in San José.

that currently exists between Senter Road and South 11th Street, widening of sidewalks, the installation of street banners, and the undergrounding of utilities.

General strategies to consider for attracting neighborhood-friendly businesses include the creation of a Neighborhood Business District (NBD) or similar designation for Keyes Street, the establishment of a business improvement association (BIA), the creation of a business improvement district (BID), and the encouragement of developers to include desired services in new projects. Having an NBD overlay would strengthen the City's intent to transform Keyes Street into a thriving commercial corridor, laying the groundwork for further investments when funding is available. In the short-term, the NBD overlay would support relatively inexpensive improvements, such as the installation of street banners. A BIA would help businesses work together to plan further improvements. A BID allows for an assessment on businesses to help fund streetscape and other improvements in the commercial district it defines. However, it is likely that more new businesses will need to be located in the area before a BID is viable.

Action Steps

- a) *Explore and, if feasible, amend the General Plan by adding an NBD overlay designation along Keyes Street from South 1st Street to Senter Road.*

Time Frame: Short-term (0-3 years)

Responsible Parties: NAC, PBCE, and SJRA staff

- b) *Encourage the establishment of a BIA along with a BID for businesses along Keyes Street.*

Time Frame: Short- to medium-term (0-6 years)

Responsible Parties: NAC and SJRA staff

- c) *Look for opportunities to include desired services in new housing developments.*

Time Frame: Short-term (0-3 years)

Responsible Parties: NAC and SJRA staff

- d) *Explore potential sites in the Spartan Keyes SNI Area for desired services.*

Time Frame: Short-term (0-3 years)

Responsible Parties: NAC and SJRA staff

2008 Action #10***Explore and, if possible, improve the condition of alleyways.***Issue

Two alleyways in poor condition in the Spartan Keyes SNI Area.

The condition of alleyways in the Spartan Keyes SNI Area has been an ongoing concern of residents. Some of these alleyways are unpaved, and others have deteriorating pavement, creating a very rough roadbed, as well as causing a lot of dust. Additionally, since all the alleyways lack drainage, water floods the roadbed during storms, as well as the backyards and parking garages of adjacent residences. Though many of the alleyways have some street lighting, a few do not. Community members feel that these conditions attract littering, graffiti, loitering, and criminal activities, such as drug and gang activity, and illegal dumping.

Discussion

Currently, many residents utilize the alleyways to access rear parking garages. Realizing it is not practical to close the alleyways, the Spartan Keyes community is focusing on improving the alleyways. All 10 alleyways in the Spartan Keyes SNI Area (see Figure 10 on page 50) needed to be upgraded.

Action Steps

a) Examine conditions of the following ten alleyways (lettered A-J in Figure 10) in the Spartan Keyes SNI Area:

- Alleyway A, between South 1st Street and South 2nd Street, from Margaret Street to East Virginia Street.
- Alleyway B, between South 1st Street and South 2nd Street, from East Virginia Street to Martha Street.
- Alleyway C, between South 2nd Street and South 3rd Street, from I-280 to Margaret Street.
- Alleyway D, between South 2nd Street and South 3rd Street, from Margaret Street to East Virginia Street.

- Alleyway E, between South 2nd Street and South 3rd Street, from East Virginia Street to Martha Street.
- Alleyway F, between South 5th Street and South 6th Street, from Keyes Street to East Humboldt Street.
- Alleyway G, between South 6th Street and South 7th Street, from Keyes Street northward toward Bestor Street (the alleyway does not go all the way through the block).
- Alleyway H, between South 6th Street and South 7th Street, from Keyes Street to East Humboldt Street.
- Alleyway I, between South 7th Street and South 8th Street, from Martha Street southward toward Keyes Street (the alleyway does not go all the way through the block).
- Alleyway J, between South 7th Street and South 8th Street, from Keyes Street northward toward Martha Street (the alleyway does not go all the way through the block).

Time Frame: Short-term (0-3 years)

Responsible Parties: NAC, DOT, and DPW staff

b) Develop a capital improvement plan to upgrade the conditions of the alleyways in the Spartan Keyes SNI Area.

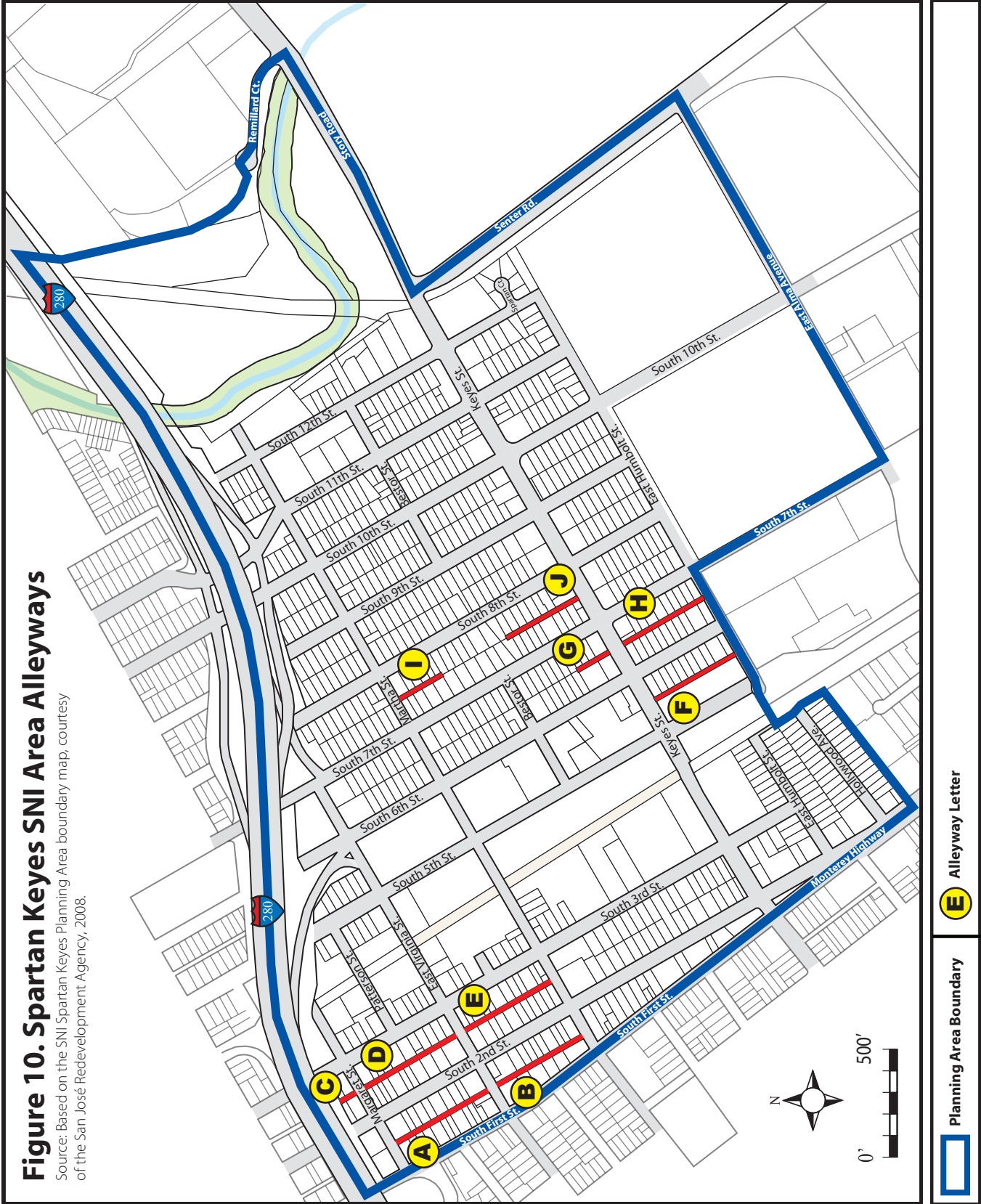
Time Frame: Short-term (0-3 years)

Responsible Parties: DOT and DPW staff

c) Improve the conditions of the alleyways, including the installation of new pavement, proper drainage, and streetlights where necessary.

Time Frame: Medium-term to long-term (4-7+ years)

Responsible Parties: DOT and DPW staff



Appendix A

MATRIX OF TOP TEN ACTIONS AND ACTION STEPS

Top Ten Action / Action Steps	Time Frame		Responsible Parties
	Immediate/Ongoing	Short-term (0-3 yrs)	
	Short- to Medium-term (0-6 yrs)	Short- to Long-term (0-7+ yrs)	
	Medium-term (4-6 yrs)	Medium- to Long-term (4-7+ yrs)	
	Long-term (7+ yrs)		
1 Redevelop the American Can Company site into a park, plaza, café, community/arts center, and various housing types, including artist studios.	S-L		NAC, PRNS, PBCE, SJRA
a) Create a vision plan for the American Can Company site and adjacent parcels for a park, plaza, café, community/arts center, and various housing types, including artist studios.	S		NAC, PRNS
b) If necessary, amend the <i>Martha Gardens Specific Plan</i> to accommodate changes determined in the vision plan.	S		PBCE
c) Work to attract, and then collaborate with, housing developers to redevelop the American Can Company site so that it includes a plaza, community/arts center, café, and various housing types, including artist studios.	M-L		NAC, SJRA
2 Implement traffic calming strategies throughout the neighborhood.	S-L		DOT, SJSUPD, NAC
a) Slow and regulate traffic around SJSU Field during events.	S		SJSUPD
b) Evaluate request to add a "no outlet" sign at East Humboldt Street. If the request is determined feasible, install sign.	S		DOT
c) Evaluate and address safety concerns at the following intersections: Keyes Street/South 10 th Street, Keyes Street/South 11 th Street, East Humboldt Street/South 10 th Street, and East Humboldt Street/South 11 th Street.	S-M		DOT
d) Evaluate and address traffic concerns on South 3 rd Street, South 7 th Street, South 10 th Street, South 11 th Street, Martha Street, Keyes Street, and East Humboldt Street. Focus efforts on streets near Spartan Stadium, especially along South 7 th Street, between Keyes Street and East Alma Avenue.	S-M		DOT
e) Convert the one-way couplet of South 2 nd Street and South 3 rd Street to two-way streets.	M-L		DOT
f) Evaluate improving access to the Lowell Elementary School by improving the pedestrian safety of streets that pass under I-280.	S		DOT
g) Improve the crosswalks at the South 7 th Street/East Virginia Street intersection. Explore the feasibility of adding various traffic calming features such as bulb-outs to tighten turning radii, adding more pedestrian signage, and re-striping of crosswalks so they are more visible.	S		DOT
h) Explore the possibility of integrating traffic calming signage with neighborhood welcome signage created by local artists.	S		NAC, DOT

MATRIX OF TOP TEN ACTIONS AND ACTION STEPS		
Top Ten Action / Action Steps	Time Frame	Responsible Parties
3 Create a neighborhood center with classes for adults and children to mingle. Increase services for children, and increase the involvement of Spartan Keyes residents in youth-based programs.	S-M	PRNS, SJRA, NAC
a) Pursue a lease for space to create a neighborhood center.	S	SJRA
b) Use the center to provide youth services with assistance from volunteers and parents. Work to develop youth services, such as after school programs, homework clubs, and additional organized sports. Apply for grants to fund youth-based programs.	S	NAC, PRNS
c) Identify non-general fund revenue sources for ongoing operation of the proposed neighborhood center.	S-M	NAC, PRNS
4 Work with City staff to evaluate <i>General Plan</i> Land Use Designations. In particular, review high-density housing designations in established lower-density areas, where appropriate.	S	NAC, PBCE
a) Work with Planning staff to evaluate and, if appropriate, change <i>General Plan</i> Land Use Designations to be more in keeping with established neighborhood densities, particularly in the central and eastern portions of the Spartan Keyes SNI Area.	S	NAC, PBCE
b) Work with Planning staff and applicants to ensure that new residential buildings are three stories in height or less, where appropriate.	S	NAC, PBCE
5 Construct Coyote Creek Trail within the neighborhood.	S-L	PRNS, DOT, DPW
a) Prepare trail construction plans.	S-M	PRNS
b) During the development of trail construction plans, explore the following: - Aligning Coyote Creek Trail with the existing traffic signal at the Remillard Court/Story Road intersection to improve pedestrian safety. - Creating a second trailhead at the Keyes Street/Senter Road intersection. - Creating a connecting path from the Keyes Street/Senter Road intersection to Coyote Creek Trail.	S-M	DOT, PRNS
c) Secure all necessary funding for the trail.	S-L	PRNS
d) Acquire the abandoned Union Pacific Railroad ROW through Story Road Landfill, to allow for a connection from Coyote Creek Trail to Keyes Street via the existing rail bridge, and to permit development of the Five Wounds Trail.	S-L	DPW, PRNS
e) Construct the trail.	M-L	PRNS

MATRIX OF TOP TEN ACTIONS AND ACTION STEPS			
	Top Ten Action / Action Steps	Time Frame	Responsible Parties
6	Improve safety in the neighborhood.	I/O	SJPD, NAC, Art Ark Management
	a) Work with the SJPD to strengthen the relationship between residents and officers.	I/O	NAC, SJPD
	b) Work with SJPD to provide periodic enforcement of illegal activities at the homeless encampments near Coyote Creek and south of the Cash and Carry building.	I/O	SJPD
	c) Improve security at the Art Ark Apartments.	I/O	NAC, Art Ark Management
7	Provide more code enforcement in the neighborhood, targeting blight created by abandoned houses and vehicles.	I/O	PBCE, NAC, SNI
	a) Ensure that NAC meetings are attended quarterly by code enforcement staff.	I/O	PBCE
	b) Encourage NAC members and other community members to participate in the SNI Blight Busters Program.	I/O	NAC, PBCE, SNI
8	Provide a new neighborhood park. In particular, explore utilizing the land to the west and south of the Cash and Carry lot for a park.	S-M	PRNS, DPW
	a) Explore the feasibility of utilizing land to the west and south of the Cash and Carry lot for use as a park.	S	DPW, PRNS
	b) If feasible, create a master plan for the park.	S-M	PRNS
	c) Secure necessary funding for the park.	S-M	PRNS
	d) Prepare construction plans and build the park.	M	PRNS
9	Attract businesses that meet the needs of residents, including a café with outdoor seating, medium-sized grocery store, convenience store, drug store, and a post office.	S-M	NAC, PBCE, SJRA
	a) Explore and, if feasible, amend the <i>General Plan</i> by adding a NBD overlay designation along Keyes Street from South 1 st Street to Senter Road.	S	NAC, PBCE, SJRA
	b) Encourage the establishment of a BIA along with a BID for businesses along Keyes Street.	S-M	NAC, SJRA
	c) Look for opportunities to include desired services in new housing developments.	S	NAC, SJRA
	d) Explore potential sites in the Spartan Keyes SNI Area for desired services.	S	NAC, SJRA

MATRIX OF TOP TEN ACTIONS AND ACTION STEPS		
Top Ten Action / Action Steps	Time Frame	Responsible Parties
10 Explore and, if possible, improve the conditions of alleyways.	S-L	NAC, DOT, DPW
a) Examine conditions of the following ten alleyways in the Spartan Keyes SNI Area: ▪ Alleyway A, between South 1st Street and South 2nd Street, from Margaret Street to East Virginia Street. ▪ Alleyway B, between South 1st Street and South 2nd Street, from East Virginia Street to Martha Street. ▪ Alleyway C, between South 2nd Street and South 3rd Street, from I-280 to Margaret Street. ▪ Alleyway D, between South 2nd Street and South 3rd Street, from Margaret Street to East Virginia Street. ▪ Alleyway E, between South 2nd Street and South 3rd Street, from East Virginia Street to Martha Street. ▪ Alleyway F, between South 5th Street and South 6th Street, from Keyes Street to East Humboldt Street. ▪ Alleyway G, between South 6th Street and South 7th Street, from Keyes Street northward toward Bestor Street (the alleyway does not go all the way through the block). ▪ Alleyway H, between South 6th Street and South 7th Street, from Keyes Street to East Humboldt Street. ▪ Alleyway I, between South 7th Street and South 8th Street, from Martha Street southward toward Keyes Street (the alleyway does not go all the way through the block). ▪ Alleyway J, between South 7th Street and South 8th Street, from Keyes Street northward toward Martha Street (the alleyway does not go all the way through the block).	S	NAC, DOT, DPW
b) Develop a capital improvement plan to upgrade the conditions of the alleyways in the Spartan Keyes SNI Area.	S	DOT, DPW
c) Improve the conditions of the alleyways, including the installation of new pavement, proper drainage, and streetlights, where necessary.	M-L	DOT, DPW

Appendix B – Glossary of Acronyms

2002 NIP	<i>2002 Spartan Keyes Neighborhood Improvement Plan</i>
2008 NIPA	<i>2008 Spartan Keyes Neighborhood Improvement Plan Amendment</i>
BIA	Business Improvement Association
BID	Business Improvement District
DOT	Department of Transportation
DPW	Department of Public Works
LUTD	Land Use/Transportation Diagram
MGPC	Martha Gardens Planned Community
NAC	Spartan Keyes Neighborhood Action Coalition
NBD	Neighborhood Business District
PBCE	Department of Planning, Building, and Code Enforcement
PRNS	Department of Parks, Recreation, and Neighborhood Services
RAA	Renewing the Action Agenda
ROW	Right-of-Way
SAFETEA-LU	Safe Accountable Flexible Efficient Transportation Equity Act: A Legacy for Users
SJPD	San José Police Department
SJRA	San José Redevelopment Agency
SJSU	San José State University
SJSUPD	San José State University Police Department
SNI	Strong Neighborhoods Initiative
VTa	Valley Transportation Authority

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