



COUNCIL AGENDA: 5/1/07  
ITEM: 9.1

## Memorandum

**TO:** HONORABLE MAYOR, CITY  
COUNCIL AND REDEVELOPMENT  
AGENCY BOARD

**FROM:** Les White  
Harry S. Mavrogenes

**SUBJECT:** WINCHESTER SNI  
NEIGHBORHOOD IMPROVEMENT  
PLAN AMENDMENT

**DATE:** April 20, 2007

Council Districts: 1 & 6  
SNI: Winchester

### REASON FOR REPLACEMENT MEMO

The reason for this supplemental memorandum is to provide revised language for the *Winchester Strong Neighborhoods Improvement Plan Amendment* staff report. This memorandum is intended to replace the original report.

### RECOMMENDATION

Staff recommends that the City Council:

- 1) Accept the Strong Neighborhoods Initiative (SNI) *Winchester Neighborhood Improvement Plan Amendment* as the renewed community vision for the future of the Winchester SNI Planning Area, and
- 2) Encourage the Winchester area residents, property owners, and community members to continue to dedicate their time, energy, and resources towards the *Plan* and this Amendment while continuing with their community-building activities.

### OUTCOME

City Council acceptance of the *Winchester Neighborhood Improvement Plan Amendment* will provide encouragement to the Winchester area residents, property owners and community members to continue to dedicate their time, energy, and resources to the *Plan Amendment* and continue with their community building activities.

### BACKGROUND

**Renewing the Action Agenda.** Over the next two years, each of the 19 Strong Neighborhoods will renew their "Top Ten" list, and create an Action Agenda. This Renewed Action Agenda will focus the passion and vision of neighborhood leaders on a clear, balanced, and mutually agreed upon set of priorities.

Each of these neighborhood priorities should meet three foundational criteria:

1. **Important to neighborhoods.** This means that there are significant numbers of people who are ready to take action to be part of the solution.
2. **Something a City/Local Government can and should do well.** The priority must be reasonably within the sphere of influence of the City or partner organization. Preference should be given to priorities that clearly play to strengths.
3. **Transformative.** Done well, the priority should have a significant positive effect on the surrounding neighborhood.

To be effective it is crucial that each Action Agenda is focused exclusively on the most important priorities that the community believes: (a) will transform neighborhoods and, (b) the City can achieve. In addition to meeting these three foundational criteria, the priorities in each Action Agenda should reflect a balanced mix of the following four categories: Neighborhood Action, Services or Social Issues, Capital Projects, and Transformative Opportunities.

Renewing the Action Agenda produces both a new “Top Ten” list, and renewed neighborhood leadership in each area. Each neighborhood will be encouraged to examine the organizational capacity of their Neighborhood Action Coalition (NAC) and the overall community. The intent is to deepen the organizational capacity of the NAC and to create a network of interconnected neighborhood leaders as the Renewing the Action Agenda process unfolds.

Renewing the Action Agenda and renewing neighborhood leadership are interconnected and interdependent. To implement a “Top Ten” list, requires effective neighborhood leadership. Conversely, strong leadership only develops through the experience of action, balanced with reflection. The mix of categories provides the opportunity for a variety of leadership styles and approaches. The intent is to build a broader and more diverse leadership network with a bias towards action.

**Winchester SNI Planning Area.** The Winchester Strong Neighborhoods Initiative (SNI) Planning Area is located approximately four miles west of downtown San José. The planning area is generally bounded by Eden Avenue, Impala Drive, Baywood Avenue, and Moorpark Avenue. The southern and eastern planning area boundary is surrounded by the City of Campbell.

The Winchester SNI Planning Area has several significant community assets including: Monroe Middle School, Castlemont Elementary School, Bethel Church, as well as several active neighborhood associations.

**Winchester Planning Process and Participation.** In October 2001, the Winchester NAC finalized the *Winchester Neighborhood Improvement Plan*. The City Council accepted the *Plan* on November 20, 2001. Since that time, four of the original top ten items have been completed and several more priorities have had significant progress. The Winchester Strong Neighborhoods community, in cooperation with the City of San José and the San José Redevelopment Agency, has created this *Winchester Neighborhood Improvement Plan Amendment* to guide the community’s desired neighborhood improvement efforts for the next five years and beyond.

The *Winchester Neighborhood Improvement Plan Amendment* was developed through a series of Renewing the Action Agenda community meetings. In the fall of 2006 and winter of 2007, three facilitated community-wide meetings were held to review accomplishments, assess the progress of plan implementation, reaffirm the neighborhood vision, and to develop and select ten new or modified priorities. The community meeting series was developed with the assistance of a consultant, Eileen Goodwin, City and San José Redevelopment Agency staff, the Winchester Neighborhood Action Coalition (NAC), and NAC Executive Committee. The NAC and NAC Executive Committee met several times throughout the community meeting series to plan agendas, provide progress reports, and to evaluate the process. The three community meetings were well attended by a dedicated group of active residents, property owners, neighborhood association members, and other community members. At the January 17, 2007 community meeting participants came to full consensus on the revised “Top Ten” list.

## ANALYSIS

**Purpose of the Plan Amendment.** The purpose of the *Winchester Neighborhood Improvement Plan Amendment* is to document the community’s renewed vision for its neighborhood, identify the community’s updated goals and objectives for improving the area, highlight the neighborhood’s accomplishments to date, and provide the City, Redevelopment Agency, and various community stakeholders with a clear guide towards the neighborhood improvements desired by the community for the next five years and beyond.

**Updated Vision and Goals.** The 2001 *Winchester Neighborhood Improvement Plan* identified a shared vision for the Winchester neighborhood: Winchester is a strong, cohesive, ethnically diverse community.

The 2001 Vision further identified a desire for residential areas that are attractive, clean, and safe. The community identified and prioritized specific projects during that process that address access to parks, neighborhood beautification, traffic calming, and improved neighborhood services and programs.

Between 2002 and 2006, significant progress was made on the Winchester neighborhood’s “Top Ten” Projects. However, several of the original “Top Ten” projects were divided up into phases. The Winchester NAC and community decided by general consensus that those project phases that had not yet been completed, should be continued and included on the Renewed “Top Ten” list (such as street banners, traffic calming, and streetscape improvements).

As part of the 2006 Renewing the Action Agenda process, the original neighborhood vision was re-affirmed and neighborhood leaders were able to articulate a desire to continue to enhance the attractiveness of the Winchester neighborhood through a variety of improvements beyond the improvements listed in the 2001 *Neighborhood Improvement Plan*. Neighborhood leaders were particularly sensitive to quality of life issues and felt that an emphasis on neighborhood participation in traffic patterns, beautification projects, and crime and vandalism would be appropriate. As such, traffic calming projects, street lighting, and under-grounding of utilities were projects that were prioritized as very important. Other quality of life issues such as

additional trees, parks and parking strategies also received a lot of neighborhood support. Safety was defined as both related to crime and to personal safety in the event of a major earthquake and similar emergency. As a result the neighborhood-prioritized emergency response preparedness in the “Top Ten” list.

**Draft Plan Amendment.** Over the course of the planning process, community members discussed new actions that could continue to reinforce and advance the Winchester neighborhood vision. The *Plan Amendment* includes a new Strategic Action Plan comprised of those action items selected and prioritized by community members as the best means for achieving the community’s shared vision for the future.

**Renewed “Top Ten” Priority Actions.** The “Top Ten” Priority Actions represent the short list of revised priority actions that the community selected as having the greatest potential for positive impact. The “Top Ten” Priority Actions identified by the neighborhood and listed below are ranked in order of importance to the neighborhood:

1. Develop and Implement a Traffic Calming Strategy for the Neighborhood.
2. Survey and Install New Curbs, Gutters, Sidewalk, Storm Drains and Trees.
3. Improve Safety Lighting.
4. Implement Underground Utilities.
5. Address Land Use Issues.
6. Implement Free Permit Parking Program.
7. Develop a Parks Plan.
8. Develop a Neighborhood Disaster Preparation and Safety Plan.
9. Increase Community Clean-Ups.
10. Implement a Beautification and Business Plan for Winchester Boulevard.

### **PUBLIC OUTREACH**

There were a total of three community-wide meetings held for this process with extensive community outreach. All residents within the Winchester SNI Planning Area were notified by mail about the Renewing the Action Agenda process and invited to attend meetings. In addition, staff sent out letters to residents on the mailing list, sent e-mails to neighborhood associations for distribution to their members, and made regular reminder phone calls to community members that regularly to attend NAC and community meetings.

### **COORDINATION**

The preparation of the *Winchester Neighborhood Improvement Plan Amendment* was coordinated with the District 1 Council Office, District 6 Council Office, the City Manager’s Office, and various Departments and Agencies, including the Department of Planning, Building and Code Enforcement; San José Redevelopment Agency; Parks, Recreation, and Neighborhood Services; Department of Transportation; Department Public Works; and San Jose Police Department.

**CEQA**

SNI Program EIR, Resolution No. 71045, adopted by City Council June 11, 2002. The proposed activity is within the scope of the SNI Program EIR. The proposed action is for the City to acknowledge the community's vision for improvement within the identified SNI neighborhood area, as expressed in the *Winchester Neighborhood Improvement Plan Amendment*, and more specifically in the "Top Ten" priority list. However, by acknowledging the community's vision and amended "Top Ten" list of improvements, the City is not taking an action that commits the City to the implementation of the community's identified improvements. When specific development projects are formally proposed as either public or private actions, they will be subject to environmental review to identify potential significant project-specific impacts.



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