



**STRONG
NEIGHBORHOODS
INITIATIVE**



Neighborhood Improvement Plan Amendment

Winchester

May 2007



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A special "thank you" to all of the Winchester Neighborhood Action Coalition (NAC) participants.

INTRODUCTION

In 2001, the Winchester community released its first Neighborhood Improvement Plan. Since that time, four of the “Top Ten” priority projects have been fully completed and five other projects are in progress from the original neighborhood improvement plan. The Winchester Strong Neighborhood, in cooperation with the City of San José and the San José Redevelopment Agency, created this *Winchester Neighborhood Improvement Plan Amendment* to guide the neighborhood improvement efforts for the next five years and beyond. The following pages describe the development of the amended set of actions that the Winchester community has prioritized.

The purpose of the Renewing the Action Agenda process is to produce both a new “Top Ten” list and renew neighborhood leadership in each Strong Neighborhood area. This neighborhood has been encouraged to examine the organizational capacity of their Neighborhood Action Coalition (NAC) and the overall community while reviewing the completion of their original list of priority action items. 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.

BACKGROUND

This *Plan Amendment* and Renewed Action Agenda focuses the passion and vision of neighborhood leaders and the resources of the City and Redevelopment Agency on a clear, balanced, and mutually agreed set of priorities.

Each of these neighborhood priorities has been considered based on three foundational criteria:

1. **Important to neighborhoods.** This means that there are a significant number 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 ripple effect.

These priorities can, and in some cases should, be addressed in other forums or by other organizations. To be effective, it is crucial that each Action Agenda is focused exclusively on the most important priorities that will transform neighborhoods and that the City can achieve.

In addition, each Action Agenda should reflect a balanced mix of the following four categories:

- A. **Neighborhood Action**
- B. **Services or Social Issues**
- C. **Capital Projects**
- D. **Transformative**

ACCOMPLISHMENTS

The following “Top Ten” priority projects identified in the original *Winchester Neighborhood Improvement Plan* have been completed:

- Phase I of the Winchester Boulevard Streetscape Improvements – Median and Street Tree Infill Project.
- Phase I of the Winchester Boulevard Improvements – Façade and Business Development (Banners).
- Phase I of the Eden Avenue Traffic Calming Project.
- Develop a Street Tree Planting Plan for Residential Streets.
- Residential Speeding and Mitigation - Winchester.
- Public Telephone Nuisance.
- Stencil House Numbers on Curbs in Residential Areas.
- Improve Neighborhood Clean Up Efforts

PLANNING PROCESS

Winchester residents in West San José, whom are located in the SNI Planning Area bounded by Maria Way and Eden Ave to the west, Impala Drive and Rosemary Lane to the south, Baywood Avenue to the east, and Moorpark Avenue to the north, have completed the Renewing the Action Agenda (RAA) process. The Winchester SNI Planning Area covers two Council Districts, 1 and 6 and is also bordered by City of Campbell on the south and east sides.

The Winchester Renewing the Action Agenda process, which led to the development of this *Plan Amendment*, included a series of three facilitated community meetings held during the fall of 2006 and January 2007. Outreach for these community meetings included: every home in the SNI Planning Area received a mailer, e-mails and letters were sent to residents on the mailing list, e-mails were sent to neighborhood association distribution lists, regular reminder phone calls were made to the residents who attend community and NAC meetings, and additional outreach was conducted to other stakeholders in the neighborhood (i.e. businesses, churches, and schools). The first meeting covered the purpose and goals of the Strong Neighborhood Initiative, the proposed renewal process and a review of the existing “Top Ten” priorities and projects for the Winchester neighborhood. Community members (primarily NAC leaders) updated their fellow neighbors on completion status of various projects and their collective progress on neighborhood goals and issues. The community came to consensus on which “Top Ten” projects and goals had been met, and which projects still have elements that needed to be completed.

At the second community meeting, the community re-confirmed the work on the “Top Ten” list from the first meeting and brainstormed additional projects that could be valuable for the community. The community members were asked to focus on a variety of project types, including: Neighborhood Action Projects, which are projects that can be implemented during the planning process or within the first year; Service Delivery Projects, which are projects that maintain and improve services for the neighborhood (i.e. cleaner residential streets, rehabilitated housing, community policing, etc.); Capital Projects, and Transformative Projects, which are projects that neither the community nor the City is really sure are possible, but if accomplished, would move the neighborhood significantly closer to accomplishing it’s vision. In addition, the community members were asked to consider whether proposed projects were important to the whole neighborhood (or a significant part), whether they were transformative, and whether the City could and should have a role in project implementation. With that backdrop, neighbors brainstormed ideas for future projects. Community members were asked to tightly define the project descriptions because City staff would be reviewing the new project ideas prior to the third meeting with the goal of developing feasibility, preliminary-of-magnitude costs, and schedule information. Interestingly to note of this process is that some of the projects that were added to the list during this brainstorming meeting were updated modifications of work done under the original “Top Ten” list.

At the third meeting, community members reviewed the staff’s work regarding project definition and feasibility. Decisions were made to re-define projects or drop projects based on feasibility, cost, and schedule information. The community-wide vision was re-affirmed and the vision served to help define a new “Top Ten” list of project themes and specific projects. In addition, the shared vision of an attractive, safe community helped to prioritize the projects in a specific order. By the

end of the third meeting, the community members were able to come to a prioritized list and a shared vision on a consensus basis. No formal voting structure was necessary to achieve the priority ranking. The NAC took a vote and unanimously adopted and recommended that Council consider and approve their new “Top Ten” priority project list.

UPDATED VISION AND GOALS

The *Winchester Neighborhood Improvement Plan*, which was adopted in October 2001, identified the following shared vision for the Winchester neighborhood: *The Winchester neighborhood is a strong, cohesive ethnically diverse community.... The area is a safe, desirable place for families to live, work and play.* The 2001 Vision further identified a desire for residential areas that have convenient access to community facilities which are clean and safe. Specific projects were identified and prioritized during that process to address lighting, trees, improvements to Winchester Boulevard, well-maintained sidewalks and other neighborhood amenities.

Between 2001 and 2006 significant progress was made on the Winchester neighborhood’s “Top Ten” Projects. Projects Completed include:

- Develop a Street Tree Planting Plan for Residential Streets
- Address residential speeding and traffic mitigation along Winchester Boulevard
- Address Public Telephone Nuisances
- Stencil house numbers on curbs in residential areas
- Improve neighborhood clean-up efforts

Projects still in progress or that have only completed Phase I include:

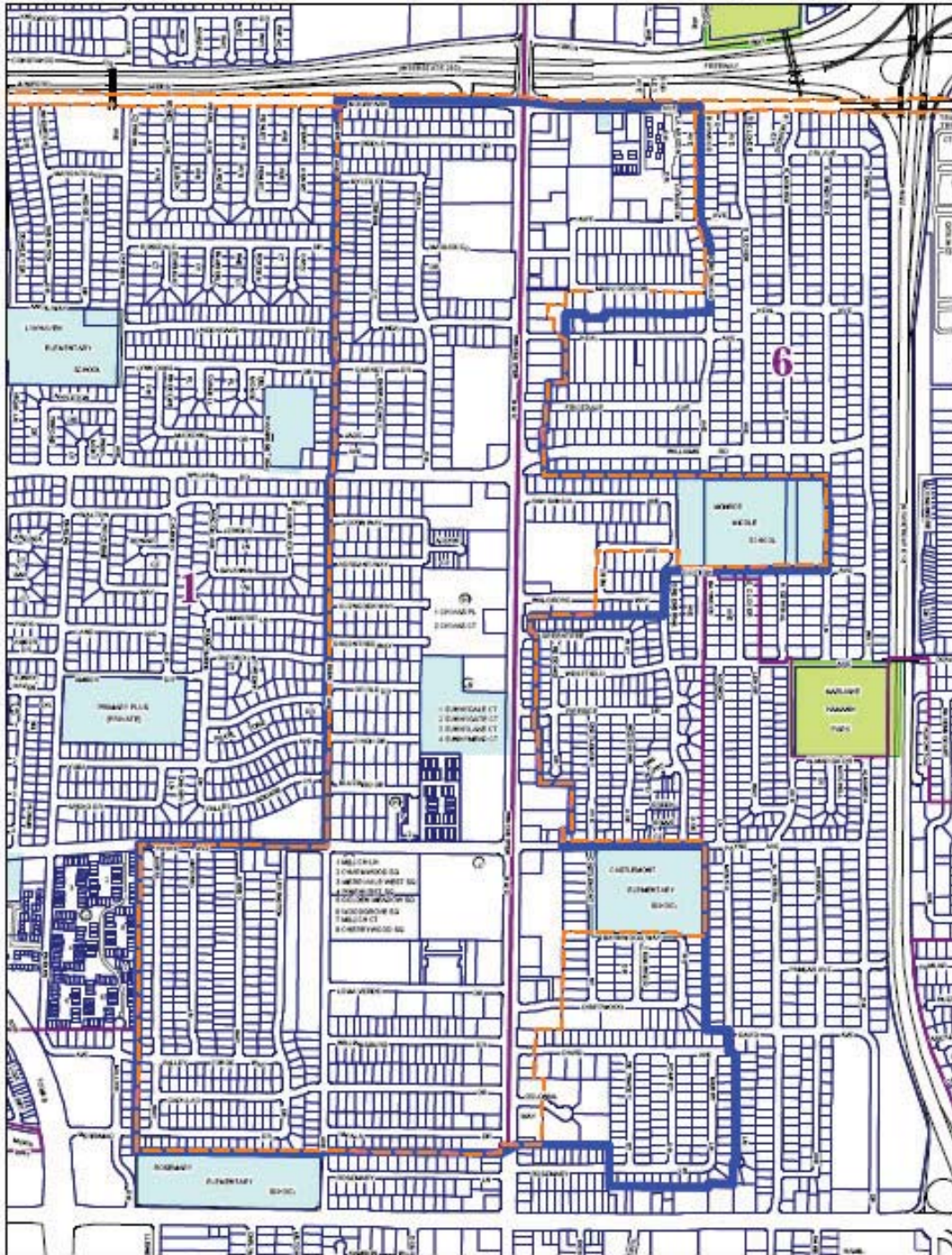
- Install additional Winchester Boulevard streetscape improvements
- Street banner installation along Winchester Boulevard
- Implement traffic calming measures along Eden Avenue
- Establish and Even Start Family Literacy Program
- Construct a West Side Branch Library

However, several of the original “Top Ten” projects were divided into several phases. As such it was the general consensus of the Winchester community that those phases that had not yet been completed should remain on the “Top Ten” list and be completed (such as traffic calming, street repairs, and tree planting).

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 ones listed above. Neighborhood leaders were particularly sensitive to quality of life issues and felt that an emphasis on neighborhood control over traffic patterns, beautification projects, crime, and vandalism would be appropriate. As such, traffic calming projects, street lighting, and undergrounding 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 an issue of importance, as related to both crime and to personal

safety in the event of a major earthquake or similar emergency. As a result the NAC prioritized developing an Emergency Response Preparedness and Safety Plan in the “Top Ten” priority list.

Winchester SNI Planning Area



Prepared by the Department of Planning,
Building and Code Enforcement
Planning Services Division

November 1, 2001



— Winchester SNI Planning Area Boundary

— City Council Boundary

Scale: 1" = 850'

Neighborhood Improvement Plan
Top Ten Priorities

- 1. Develop and Implement a Traffic Calming Strategy for the Neighborhood**
- 2. Survey and Install New Curbs, Gutters, Sidewalks, Storm Drains and Trees**
- 3. Improve Safety Lighting**
- 4. Implement Underground Utilities**
- 5. Address Land Use Issues**
- 6. Implement a 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**

STRATEGIC ACTION PLAN

1. Develop and Implement a Traffic Calming Strategy for the Neighborhood

a) Re-evaluate Phase 1 of Eden Avenue Traffic Calming to assess what has and has not worked to improve the current situation. Determine need/community support for traffic circles in the center of intersections at Lynn Oaks Drive/Garnet Drive, Yuba Avenue/Finch Drive, and at Cadillac Drive.

Timing: Short Term (0-3 years)

Responsibility: Department of Transportation

b) Finish beautification of island/chokers with landscaping (e.g. median island on Lynn Oaks Drive).

Timing: Short Term (0-3 years)

Responsibility: Department of Transportation, Neighborhood Action Coalition and Property Owners

c) Address speeding by using a combination of measures such as: increased police presence, aggressive ticketing, and posting speed limit signs where they are missing.

Timing: Short Term (0-3 years)

Responsibility: Department of Transportation and San José Police Department

d) Explore options to encourage drivers to use major streets versus using residential streets as a “cut-through” route (can include traffic calming measures).

Timing: Short Term (0-3 years)

Responsibility: Department of Transportation and Neighborhood Action Coalition

e) Implement a traffic volume survey. Problem area is Merrimac Drive.

Timing: Short Term (0-3 years)

Responsibility: Department of Transportation

f) Implement a traffic survey for speeding. Problem areas include Moorpark Avenue, Williams Road and Payne Avenue.

Timing: Short Term (0-3 years)

Responsibility: Department of Transportation

g) Remove median on Moorpark Avenue/Eden Avenue. Removal of this median would allow fire trucks to turn at that location, which would improve fire service and increase overall safety throughout the Winchester Neighborhood.

Timing: Short Term (0-3 years)

Responsibility: Department of Transportation

h) Explore options to decrease commercial cut-thru traffic on South Baywood Avenue.

Timing: Short Term (0-3 years)

Responsibility: Department of Transportation

i) Install a new traffic signal at the intersection of Fireside Drive and Winchester Boulevard.

Timing: Short Term (0-3 years)

Responsibility: Department of Transportation

j) Install north and south bike lanes somewhere in the neighborhood.

Timing: Short Term (0-3 years)

Responsibility: Department of Transportation

2. Survey and Install New Curbs, Gutters, Sidewalks, Storm Drains and Trees

a) Conduct a survey to evaluate the need for sidewalks, curbs, gutters and storm drains.

Timing: Short Term (0-3 years)

Responsibility: Neighborhood Action Coalition

b) Conduct a tree survey to evaluate pedestrian safety issues (root damage, dead trees, lighting, etc.).

Timing: Short Term (0-3 years)

Responsibility: Neighborhood Action Coalition

c) Install corner curb cuts that meet American with Disabilities Act (ADA) standards at locations throughout the Winchester SNI Planning Area where needed.

Timing: Short Term (0-3 years)

Responsibility: Department of Transportation and Neighborhood Action Coalition

d) Install sidewalks, curbs, and gutters at David Avenue, Fireside Drive, Greentree Way, Fruitdale Avenue, Walgrove Way, Riddle Road, Payne Avenue., Emerald Way, Opal Drive, on Williams Road east of Winchester Boulevard stopping at Baywood Avenue, and on South Baywood Avenue from Moorpark Avenue to Huff Avenue.

Timing: Short Term (0-3 years)

Responsibility: Department of Transportation

e) Install landscaping (including trees) in park strips.

Timing: Short Term (0-3 years)

Responsibility: Department of Transportation, Department of Public Works, Property Owners, and Neighborhood Action Coalition

f) Increase enforcement of street sweeping.

Timing: Short Term (0-3 years)

Responsibility: Department of Transportation

3. Improve Safety Lighting

a) Increase neighborhood lighting either through regular tree trimming and maintenance or installing additional lights on Magliocco Drive, Impala Drive, Cadillac Drive, Eden Avenue from Payne Avenue to Hamilton Avenue, Pompey Drive and on other neighborhood streets depending on the results of the tree survey. Use lighting on Emerald Way as a model for improving the lighting safety on Opal Drive.

Timing: Short Term (0-3 years)

Responsibility: Department of Transportation and Neighborhood Action Coalition

4. Implement Underground Utilities

a) Explore the feasibility of undergrounding utilities on Eden Avenue and along the east side of Winchester Boulevard.

Timing: Long Term (7+ years)

Responsibility: Department of Transportation, Department of Public Works, Property Owner, and Public Utility Companies

5. Address Land Use Issues

a) Advocate for increased parking requirements for new developments: 2 parking stalls minimum required per bedroom and parking to be located at the rear of developments underground. NAC to get involved early in the planning process.

Timing: Medium Term (4-6 years)

Responsibility: Neighborhood Action Coalition

b) Limit the expansion of the Neighborhood Business District boundaries to keep business development from furthering encroachment into residential areas.

Timing: Short Term (0-3 years)

Responsibility: Planning, Building and Code Enforcement, Redevelopment Agency and Neighborhood Action Coalition

c) Maintain “small town” rural feeling of the Winchester neighborhood.

Timing: Long Term (7+ years)

Responsibility: Neighborhood Action Coalition

6. Implement a Free Permit Parking Program

a) Explore and if desired by the Winchester community and deemed feasible by City staff, implement Free Permit Parking Program.

Timing: Medium Term (4-6 years)

Responsibility: Department of Transportation, Neighborhood Action Coalition, and Property Owners

b) Improve street parking on Winchester Boulevard, in particular, at all residential cross streets. Old parking standards that required less parking were used for existing development along Winchester Boulevard and they are impacting the residential neighborhoods with overflow parking on the intersecting side streets.

Timing: Long Term (7+ years)

Responsibility: Department of Transportation and Neighborhood Action Coalition

c) Encourage parking to be located at the rear and located underground for new development projects.

Timing: Short Term (0-3 years)

Responsibility: Neighborhood Action Coalition, San Jose Police Department and Property Owners

7. Develop a Parks Plan

a) Develop a Neighborhood Plan for new parks and increased open space.

Timing: Short Term (1-3 years)

Responsibility: Parks, Recreation and Neighborhood Services and Neighborhood Action Coalition

b) Explore feasibility of purchasing property for parks and open space.

Timing: Long Term (7+ years)

Responsibility: Parks, Recreation and Neighborhood Services, Strong Neighborhoods Initiative, Redevelopment Agency, and Neighborhood Action Coalition

c) Develop neighborhood-serving pocket parks.

Timing: Long Term (7+ years)

Responsibility: Parks, Recreation and Neighborhood Services and Redevelopment Agency

d) Increase open space.

Timing: Long Term (7+ years)

Responsibility: Parks, Recreation and Neighborhood Services

8. Develop a Neighborhood Disaster Preparation and Safety Plan

a) Develop emergency plan for the area by partnering with schools and neighborhood associations and utilize the San José Prepared Program (e.g., Eden Neighborhood Association is a good model).

Timing: Short Term (0-3 years)

Responsibility: San José Prepared Program and Neighborhood Action Coalition

b) Increase police presence throughout the area to deter drugs, crime and speeding.

Timing: Short Term (0-3 years)

Responsibility: San Jose Police Department and Neighborhood Action Coalition

c) Establish major disaster command center(s) within the community.

Timing: Medium Term (4-6 years)

Responsibility: Neighborhood Action Coalition

d) Begin a dialogue with potential partners to include community emergency response team(s).

Timing: Short Term (0-3 years)

Responsibility: Neighborhood Action Coalition

9. Increase Community Clean-Ups

a) Explore resources/funding for community-initiated clean-up events.

Timing: Short Term (0-3 years)

Responsibility: Neighborhood Action Coalition

b) Increase “dumpster days” in the neighborhood (on a yearly basis).

Timing: Short Term (0-3 years)

Responsibility: Neighborhood Action Coalition

c) Schedule a hazardous waste/recycling event.

Timing: Short Term (0-3 years)

Responsibility: Santa Clara County and Neighborhood Action Coalition

10. Implement a Beautification and Business Plan for Winchester Boulevard

a) Develop an economic strategy for Winchester Boulevard with the Business Association. Include a strategy for attracting individualized stores and retail uses e.g., store that sells gelato, and creating a neighborhood-serving downtown atmosphere.

Timing: Short Term (0-3 years)

Responsibility: Office of Economic Development, Redevelopment Agency, Winchester Business Association, and Neighborhood Action Coalition

b) Employ measures to attract and retain neighborhood-serving businesses that meet the needs of Winchester residents.

Timing: Short Term (0-3 years)

Responsibility: Office of Economic Development, Redevelopment Agency, Winchester Business Association, and Neighborhood Action Coalition

c) Identify vacant and underutilized sites appropriate for new businesses and redevelopment.

Timing: Medium Term (4-6 years)

Responsibility: Office of Economic Development, Redevelopment Agency, Winchester Business Association, and Neighborhood Action Coalition

d) Work with the property owner to improve the Safeway Shopping Center, including: lighting improvements, a Paseo with new residential buildings and façade improvements.

Timing: Short Term (0-3 years)

Responsibility: Redevelopment Agency, Housing Department, and Property Owner

Winchester Proposed Top Ten

Action	Department/ Entity
1) Develop and Implement a Traffic Calming Strategy for the Neighborhood. Conduct traffic studies focused on reduction of cut-through traffic and speeding on residential streets; explore and mitigate neighborhood-wide impacts. Some residential areas in the Winchester SNI experience a high volume of cut through traffic and speeding that detracts from the character of the neighborhood and jeopardizes pedestrian safety.	
a) Re-evaluate Phase 1 of Eden Avenue Traffic Calming to assess what has and has not worked to improve the current situation. Determine need/community support for traffic circles in the center of intersections at Lynn Oaks Drive/Garnet Drive, Yuba Avenue/Finch Drive, and at Cadillac Drive	DOT
b) Finish beautification of island/chokers with landscaping (e.g. median island at Lynn Oaks Dr.)	DOT/PO/NAC
c) Address speeding by using a combination of measures such as: increased police presence, aggressive ticketing, and posting speed limit signs where they are missing.	DOT/SJPD
d) Explore options to encourage drivers to use major streets versus using residential streets as a "cut- through" route (can include traffic calming measures)	DOT/NAC
e) Implement a traffic volume survey. Problem area is Merrimac Drive	DOT
f) Implement a traffic survey for speeding. Problem areas include Moorpark Avenue, Williams Road and Payne Avenue	DOT
g) Remove median on Moorpark Avenue/Eden Avenue. Removal of this median would allow fire trucks to turn at that location, which would improve fire service and increase overall safety throughout the Winchester Neighborhood	DOT
h) Explore options to decrease commercial cut-thru traffic on South Baywood Avenue.	DOT
i) Install a new traffic signal at the intersection of Fireside Drive and Winchester Boulevard.	DOT
j) Install north and south bike lanes somewhere in the neighborhood	DOT
2) Survey and Install new Curbs, Gutters, Sidewalks, Storm Drains and Trees	
a) Conduct a survey to evaluate the need for sidewalks, curbs, gutters and storm drains.	NAC
b) Conduct a tree survey to evaluate pedestrian safety issues (root damage, dead trees, lighting, etc.)	NAC
c) Install corner curb cuts that meet American with Disabilities Act (ADA) standards at locations throughout the Winchester SNI Planning Area where needed.	DOT/NAC
d) Install sidewalks, curbs, and gutters at David Avenue, Fireside Drive, Greentree Way, Fruitdale Avenue, Walgrove Way, Riddle Road, Payne Avenue., Emerald Way, Opal Drive, on Williams Road east of Winchester Boulevard stopping at Baywood Avenue, and on South Baywood Avenue from Moorpark Avenue to Huff Avenue.	DOT
e) Install landscaping (including trees) in park strips.	/DPW/PUC
f) Increase enforcement of street sweeping	DOT
3) Improve Safety Lighting	
a) Increase neighborhood lighting either through regular tree trimming and maintenance or installing additional lights on Magliocco Drive, Impala Drive, Cadillac Drive, Eden Avenue from Payne Avenue to Hamilton Avenue, Pompey Drive and on other neighborhood streets depending on the results of the tree survey. Use lighting on Emerald Way as a model for improving the lighting safety on Opal Drive.	DOT/NAC
4) Implement Underground Utilities	
a) Explore the feasibility of undergrounding utilities on Eden Avenue and along the east side of Winchester Boulevard.	DOT/PO/DPW/PUC

Winchester Proposed Top Ten

Action	Department/ Entity
5) Address Land Use Issues	
a) Advocate for increased parking requirements for new developments: 2 parking stalls minimum required per bedroom and parking to be located at the rear of developments underground. NAC to get involved early in the planning process.	NAC/DOT/PO
b) Limit the expansion of the Neighborhood Business District boundaries to keep business development from furthering encroachment into residential areas.	NAC/RDA/Planning
c) Maintain “small town” rural feeling of the Winchester neighborhood.	NAC
6) Implement a Free Permit Parking Program	
a) Explore and if desired by the Winchester community and deemed feasible by City staff, implement Free Permit Parking Program.	DOT/NAC/PO
b) Improve street parking on Winchester Boulevard, in particular, at all residential cross streets. Old parking standards that required less parking were used for existing development along Winchester Boulevard and they are impacting the residential neighborhoods with overflow parking on the intersecting side streets.	DOT/NAC
c) Encourage parking to be located at the rear and located underground for new development projects.	SJPD/PO/NAC
7) Develop a Parks Plan	
a) Develop a Neighborhood Plan for new parks and increased open space.	NAC/PRNS
b) Explore feasibility of purchasing property for parks and open space.	DA
c) Develop neighborhood-serving pocket parks.	PRNS/RDA
d) Increase open space	PRNS
8) Develop a Neighborhood Disaster Preparation and Safety Plan	
a) Develop emergency plan for the area by partnering with schools and neighborhood associations and utilize the San José Prepared Program (e.g., Eden Neighborhood Association is a good model).	NAC/SJPP
b) Increase police presence throughout the area to deter drugs, crime and speeding	SJPD/NAC
c) Establish major disaster command center(s) within the community	NAC
d) Begin a dialogue with potential partners to include community emergency response team(s)	NAC
9) Increase Community Clean Ups	
a) Explore resources/funding for community-initiated clean-up events	NAC
b) Increase “dumpster days” in the neighborhood (on a yearly basis)	NAC
c) Schedule a hazardous waste/recycling event	NAC/County
10) Implement a Beautification and Business Plan for Winchester Boulevard	
a) Develop an economic strategy for Winchester Boulevard with the Business Association. Include a strategy for attracting individualized stores and retail uses e.g., store that sells gelato, and creating a neighborhood-serving downtown atmosphere.	NAC/WBA/RDA/OED
b) Employ measures to attract and retain neighborhood-serving businesses that meet the needs of Winchester residents	NAC/WBA/RDA/OED
c) Identify vacant and underutilized sites appropriate for new businesses and redevelopment	NAC/WBA/RDA/OED
d) Work with the property owner to improve the Safeway Shopping Center, including: lighting improvements, a Paseo with new residential buildings and façade improvements.	NAC/PO/RDA

Winchester Proposed Top Ten

Action	Department/ Entity
Legend:	
CA - City Arborist	
CM - Councilmember	
Code - Code Enforcement	
County - Santa Clara County	
DOT - Department of Transportation	
DPW - Department of Public Works	
ENA - Eden Ave. Neighborhood Association	
JUA - Joint Use Agreement	
NAC - Neighborhood Advisory Committee	
OCF - Our City Forest	
OED - Office of Economic Development	
OOH - Office of Housing	
Planning - Planning, Building and Code Enforcement	
PO - Property Owner	
POA - Property Owners Association	
PRNS - Parks, Recreation and Neighborhood Services	
PUC - Public Utility Companies	
RDA - Redevelopment Agency	
SJPD - San Jose Police Department	
SJPP - San Jose Prepared Program	
SJSU - San Jose State University	
SNI - Strong Neighborhoods Initiative	
VTA - Valley Transportation Authority	
WBA - Winchester Business Association	