

I INTRODUCTION

The *Mayfair Neighborhood Improvement Plan* is part of the City of San Jose's Strong Neighborhoods Initiative (SNI) planning process. The Strong Neighborhoods Initiative, launched in summer 2000, is a partnership of the City of San Jose, the Redevelopment Agency and local neighborhoods to build clean, safe, and attractive communities with strong, independent and capable neighborhood organizations. The Mayfair neighborhood is one of twenty neighborhood areas that are included in the SNI process. In June 2002, the Joint City Council and Redevelopment Agency Board approved the Strong Neighborhoods Initiative Redevelopment Plan, which established these designated neighborhoods as a Redevelopment Area, thereby allowing Redevelopment funds to be used for certain identified improvements.

A. *Purpose of the Plan*

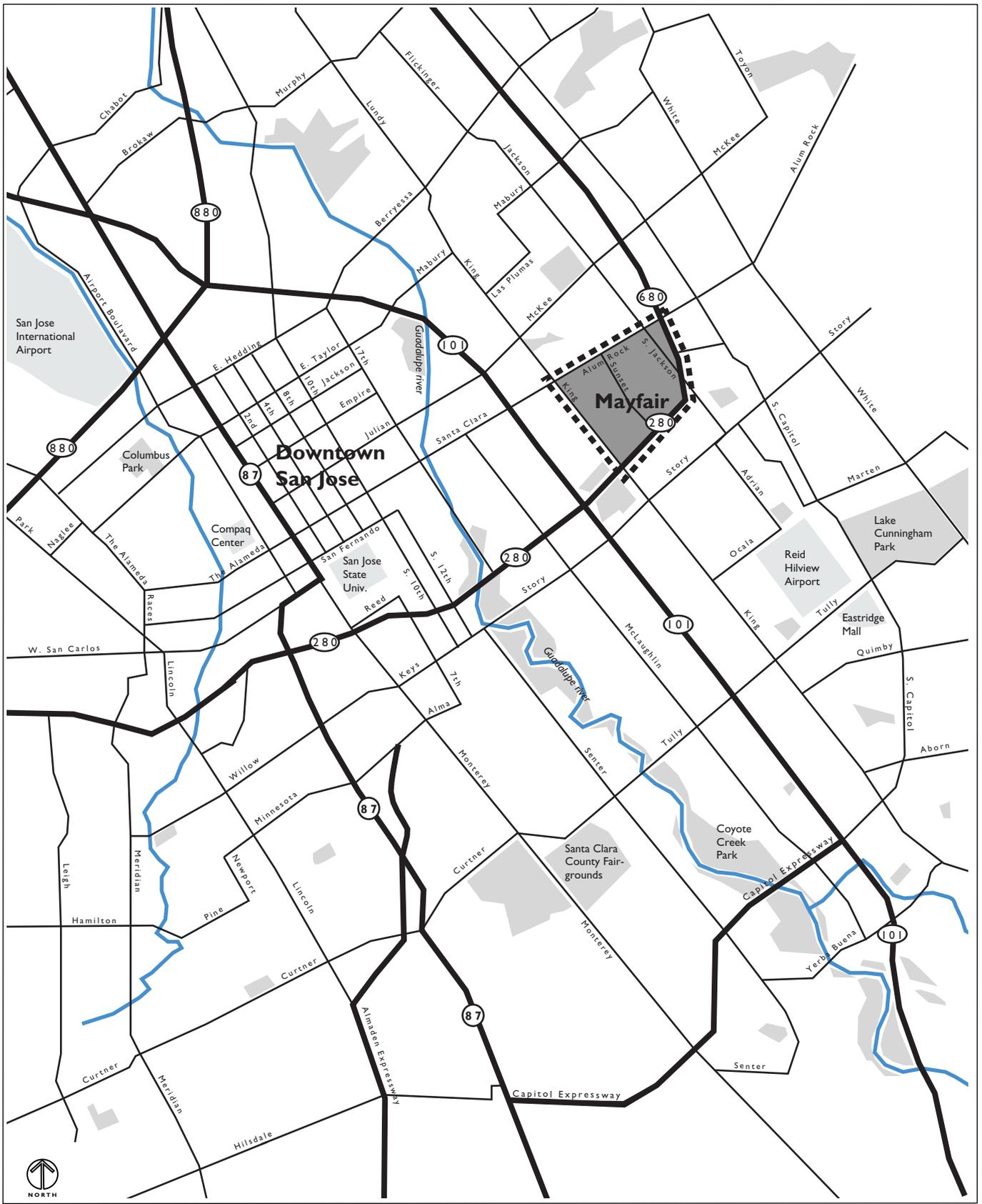
The *Mayfair Neighborhood Improvement Plan* is a "blueprint" for the improvement of the Mayfair neighborhood. This *Plan* identifies the issues that detract from the quality of life in Mayfair and provides a long-term approach to addressing these issues. In the short-term, this *Plan* will guide the City in their efforts to address any community concerns that can be dealt with through existing programs and resources. The *Plan* will also guide the Redevelopment Agency, private property owners and potential developers.

B. *Summary of the Process*

The development of the *Mayfair Neighborhood Improvement Plan* included the following steps:

- ◆ Assessing the existing conditions of the study area.
- ◆ Identifying the issues facing the area.
- ◆ Developing a clear and realistic vision for the future of the neighborhood.
- ◆ Learning about existing City policies, programs and resources.
- ◆ Exploring potential improvements for issues identified.
- ◆ Identifying community priorities.
- ◆ Developing an action plan for implementation of the planned improvements and programs.

During the preparation of the *Plan*, City staff, the Mayfair Improvement Initiative and the Consultant Team worked with community members and the Neighborhood Advisory Committee (NAC). The NAC, drawn from residents, businesses, the faith community, property owners, schools and other stakeholders, directed the planning process by developing a vision and formulating the framework for this *Plan*. The NAC also served as a liaison between the City and the community-at-large. The NAC met monthly from January 2002 through comple-



-  Main Area Highway/
Freeway
-  Main Area Road
-  Guadalupe River
-  Mayfair Neighborhood
-  Park Space

FIGURE 1

LOCATION WITHIN SAN JOSE

tion of this *Plan* and will continue to meet to implement the *Plan*.

In addition to NAC meetings, extensive work group meetings and community-wide workshops were held. At the first of the community-wide workshops on January 31, 2002, community members identified their major issues and concerns. The community identified a wide range of issues, including the lack of educational opportunities for youth and adults, employment and economic development, housing supply and conditions, community services and facilities, open space and beautification, public safety, and traffic and pedestrian safety, which are discussed in more detail in Chapter 4. NAC members and other interested residents formed work groups organized around the seven topic areas identified above, and further researched and refined the list of issues. These work groups met extensively in addition to the regularly scheduled NAC meetings. Work groups conducted

a tremendous research effort, including hearing presentations from City staff about existing services and programs, and from other experts in-the-field working with the Mayfair Improvement Initiative (MII), about innovative projects in the Bay Area and the country. Based on this research, these work groups developed a set of recommendations for improvement which were later presented to the community-at-large and prioritized at a community workshop in August 2002. These work groups met separately in addition to the regularly scheduled NAC meetings.

Since 1996, the Mayfair neighborhood has been one of three Bay Area neighborhoods participating in the William and Flora Hewlett Foundation's Neighborhood Improvement Initiative. The Neighborhood Improvement Initiative is a 7-year effort to revitalize distressed neighborhoods through a combination of direct capital investment and resident stewardship of



Learning about City resources and discussing neighborhood issues at community workshops

revitalization strategies. The Mayfair Strategic Plan for Neighborhood Transformation has guided the neighborhood revitalization process in Mayfair since 1997. The Mayfair Improvement Initiative (MII) is the nonprofit agency charged with leading the implementation of this *Plan*. In light of the strategic role it plays in the neighborhood, MII was selected by the City of San Jose to lead the recruitment and organizing of Mayfair residents for the planning process. Towards this effort MII assigned significant time from 12 staff persons to assist in this process. MII staff has provided on-the-ground expertise in community organizing and have advised the City and the consultant team on the most effective ways to solicit resident input and participation. MII has also encouraged residents to engage in the planning and implementation of the plan, as well as hiring consultants and accessing research and expertise as needed. The result of MII's efforts has been an unprecedented level of resident participation in the planning process.

C. *Organization of the Plan*

The *Plan* is organized into five chapters:

- ◆ **Chapter 1- "Introduction"** gives background on the Strong Neighborhoods Initiative in general, the purpose of this *Plan* and the overall planning process.
- ◆ **Chapter 2 - "Existing Conditions"** includes brief descriptions of the study area's land uses, transportation systems, infrastructure, residential and commercial building conditions, park, recreation and community facilities, and programs and services.
- ◆ **Chapter 3 - "Vision and Goals"** paints a picture of what the residents of Mayfair envision for the future of their neighborhood. It also presents a set of goals formulated by the community to achieve their vision.
- ◆ **Chapter 4 - "Plan Concepts"** describes the key issues raised by the NAC, the work groups and the community, organized by topic, and provides recommendations to address these issues.
- ◆ **Chapter 5 - "Improvement Plan"** outlines the actions necessary to implement the planned improvements and programs discussed in Chapter 4.