

# RECOMMENDATION TO ADOPT A PARK MASTER PLAN AND OFFICIAL NAME FOR A FUTURE PARK WITHIN THE SPARTAN KEYES NEIGHBORHOOD

**City Council**

May 13, 2025

**Presented by:**

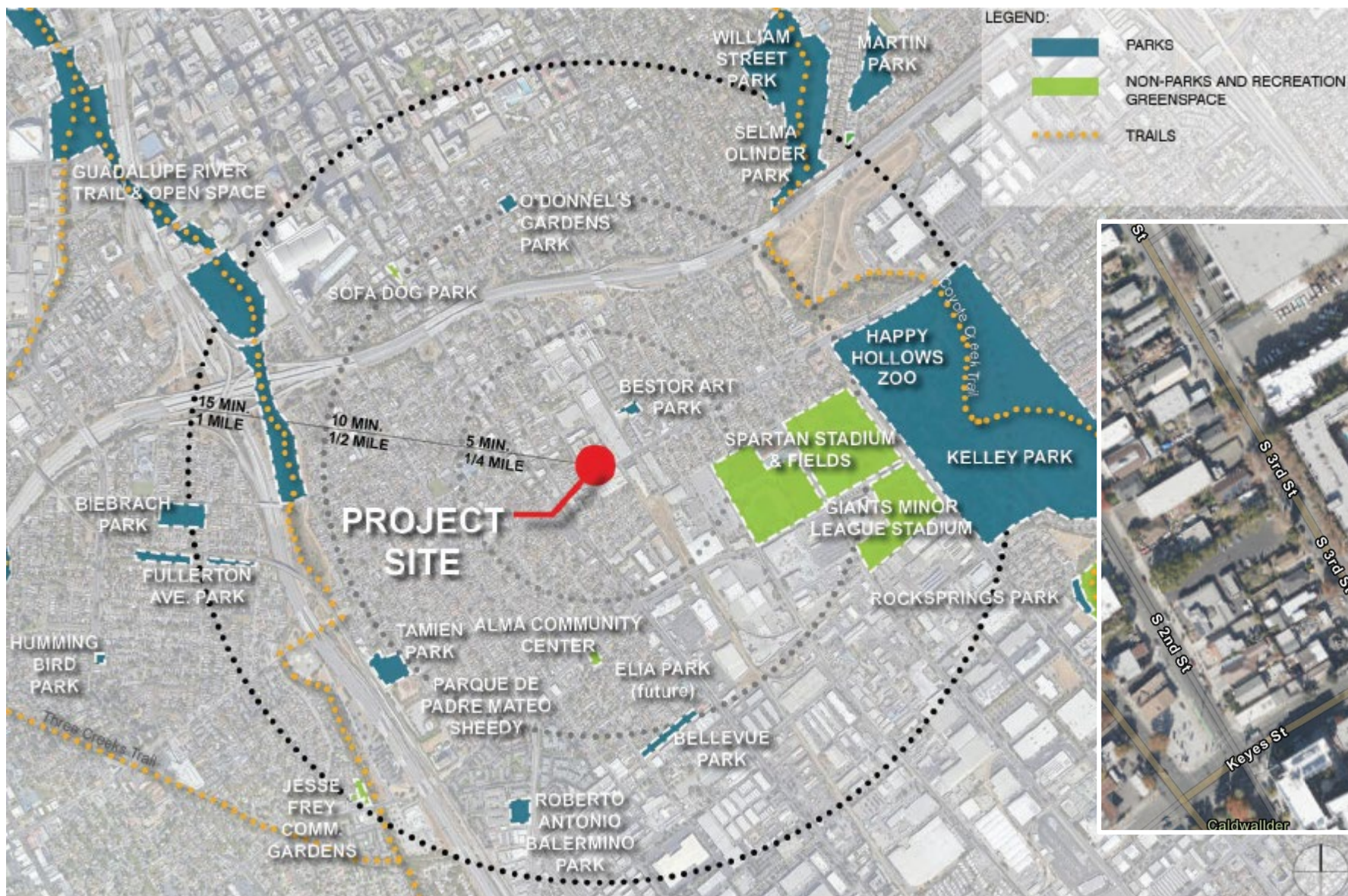
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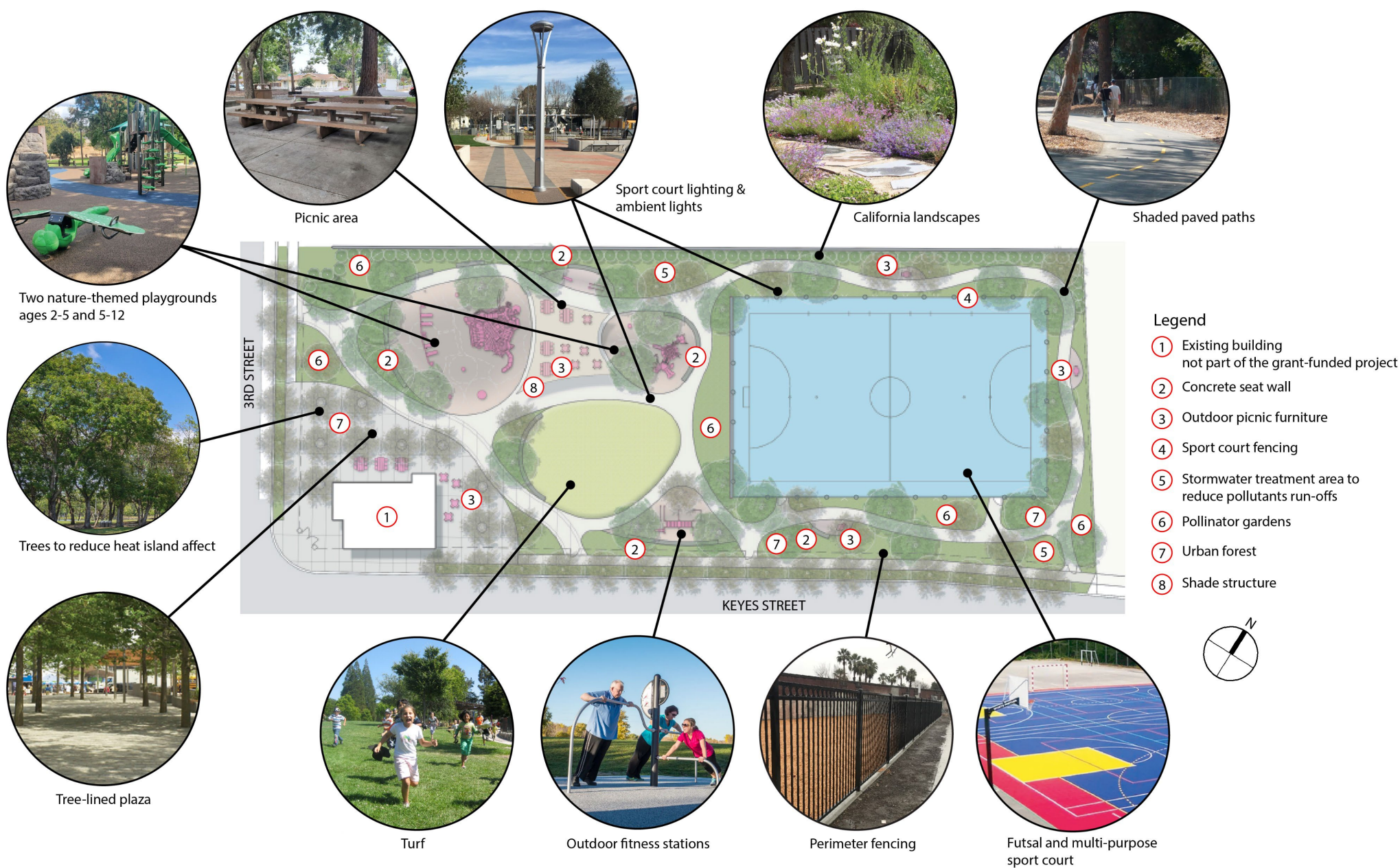




# PARK CONTEXT



- **Notices**
  - Mailers in English and Spanish
  - Social Media (Facebook, Instagram, City Parks Website)
  - Email Blasts to Neighborhood Associations, Organizations, and Individuals
- **Three SMS-Based Surveys for Park Master Plan Questions**
  - 409 participants in the first survey
  - 337 participants in the second survey
  - 138 participants in the third survey
- **Three Online Surveys (via SurveyMonkey) for Park Naming Questions**
  - 136 participants in the first survey
  - 162 participants in the second survey
  - 100 participants in the third survey
- **Attendance**
  - Meeting 1 - 2/5/22 (10 -12 attendees)
  - Meeting 2 - 3/23/22 (10 -12 attendees)
  - Meeting 3 - 5/4/22 (10 -12 attendees)
  - Meeting 4 - 12/9/24 (3 attendees)



# MASTER PLAN

- Conform with City Council Policy 7-5, Naming of City-owned Land and Facilities
- New names must reflect one of the following criteria:
  - Geographic location;
  - Prominent geographic feature or local reference point;
  - Adjoining subdivision/community;
  - Historical event;
  - An individual who has been deceased for at least five years and made significant contributions to San José; or
  - An individual or group via a donation or sponsorship agreement.



# Brickyard Park

- Name reflects brickyard that existed on site for 95 years (1868-1963)
- Brickyard was recognizable due to its 120-foot-tall chimney stacks
- Existing one-story brick building is legacy of old brickyard (built in 1930)
- Brickyard Park was highest ranked name in final naming survey



*Brickyard Demolition (1963)*

## NAME RECOMMENDATION

- (a) Adopt a Master Plan for a future City park that will be located within the Spartan Keyes neighborhood.
- (b) Pursuant to Council Policy 7-5, adopt an official park name for a future City park site that will be located within the Spartan Keyes neighborhood based on the following alternatives:
  - (a) “Brickyard Park” as the official park name as recommended by staff and the Parks and Recreation Commission and as a result of a public outreach process; or
  - (b) Select an alternative park name from the list of eligible names generated through the public outreach process.



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