



Memorandum

TO: HONORABLE MAYOR
AND CITY COUNCIL

FROM: Jon Cicirelli

SUBJECT: See Below

DATE: April 21, 2025

Approved

Date:

5/1/2025

COUNCIL DISTRICT: 3

SUBJECT: Park Master Plan and Official Name for a Future Park within the Spartan Keyes Neighborhood

RECOMMENDATION

- (a) Approve the Spartan Keyes Park Master Plan for a future park to be located on a 1.36-acre site located at the northeast corner of Keyes Street and South Third Street within the Spartan Keyes neighborhood.
- (b) Adopt "Brickyard Park" as the official name for the future park as recommended by staff, the Parks and Recreation Commission, and community input.

SUMMARY AND OUTCOME

Acceptance of this recommendation will result in the City Council's approval of the park Master Plan and the official naming of the future park within the Spartan Keyes neighborhood. City Council approval of the new park will establish a Chartered City Park at this location once the site is constructed and opened to the public.

BACKGROUND

Development of a park in the Spartan Keyes Neighborhood has been a long-standing goal of the community, as noted in the Spartan Keyes Neighborhood Improvement Plan (2002) and the Martha Gardens Specific Plan (2003), which called for the creation of a network of parks and recreational facilities designed to meet the needs of the residents, as well as those in the surrounding neighborhood. Those parks and recreational facilities will be accessible to residents, promote community well-being, and provide shared spaces for creation.

In July 2015, the City acquired the 1.36-acre site located at the northeast corner of Keyes Street and South Third Street (see Park Location Map in **Attachment A**). The Spartan Keyes neighborhood, historically with a mix of industrial and residential uses, has evolved into a largely residential area.

In 2019, the City Council adopted ActivateSJ; a strategic plan for the Department of Parks, Recreation and Neighborhood Services (the Department) to advance programs projects for the next 20 years. The strategic plan guides staff to prioritize five guiding principles in the development of park sites: Stewardship, Nature, Equity and Access, Identity, and Public Life. The Master Plan's conceptual renderings and design parameters support the advancement of these guiding principles (see Conceptual Park Master Plan in **Attachment B**).

The site is well located for a future park. It is a large rectangular site currently occupied by a brick building of historic significance and buildings that serve auto sales and repair. A fourth building at the eastern edge is vacant. The property is framed by South Third Street, which has its highest traffic during the morning commute. The primary frontage along Keyes Street is opposite a brick warehouse that adds to the site's visual character. Along the northern property edge, the site abuts a 3-story apartment building which offers good potential "eyes" on the park, meaning residential windows so residents can monitor the site and use it as their green space. To the east, the property abuts an existing alleyway with low traffic serving private warehouses.

The Spartan Keyes Park Development budget is \$10 million and is funded in part by the Subdivision Park Trust Fund. This funding is to support the design and construction of a 1.36-acre future park, which will increase recreational opportunities in this park-deficient neighborhood. This project has also received a \$4.5 million grant from the Outdoor Recreational Legacy Partnership, further strengthening the community's access to green spaces and recreational amenities.

ANALYSIS

Park Master Plan

The project site supports an increase in park and open space within a neighborhood with few existing parks. Small neighborhood parks and recreational facilities, such as Bestor Art Park and Alma Community Center's playground, are the only public open space or recreation areas within a short walking distance. The development of this property will address the need for a park within a ten-minute walk of the surrounding neighborhood, which is a stated goal in ActivateSJ.

The Spartan Keyes Park Master Plan aims to address the recreational needs of the diverse population in the Spartan Keyes Neighborhood while honoring the site's rich

history. The Master Plan was developed through extensive community engagement and is in alignment with City policies and plans. It also outlines the vision for the park's design and amenities. A range of recreational features have been selected to appeal to residents of all ages and abilities.

The Spartan Keyes Park Master Plan's approval by the City Council confirms the intent to develop the project site in alignment with Section 1700 of the City Charter. This area will be dedicated, improved, and opened to the public for public park purposes. This will preserve the land for public enjoyment and reinforce the City's dedication to maintaining green spaces and promoting community well-being.

The Master Plan outlines the site's layout, key features, landscape, and operational objectives, which will serve as the foundation for the construction documents necessary for bidding and project execution. Input from the community has helped staff focus on meeting recreational goals, addressing safety concerns, and providing a variety of both active and passive activities suitable for all age groups. Additionally, City staff thoroughly assessed the site's opportunities and constraints, which are summarized in **Attachment C**. The Master Plan addresses the constraints with the following measures:

- Bid Documents will include soil clean-up services if required, so additional contracts and delays are not anticipated.
- Design will include lighting at the sports court to allow for nighttime use beyond the normal park operating hours, which are from dawn to dusk. Public plaza space will be located along a fenced edge with North Third Street, ensuring it is situated away from residences.
- The landscaping plan favors a large and diverse collection of trees that will mature to offer shade in the park, and native, drought-tolerant, and California-friendly plant species.
- The brick building will be preserved for future use by following National Park Service guidelines for building preservation until a future park-focused use is determined.
- The landscaping plan will line the park perimeter and enhance the site with relatively low shrubs and high-limbed trees to support good site monitoring.
- The park planning process includes an assessment of the City's General Plan Goals and ActivateSJ Principles (see **Attachments D and E**).

Official Park Naming

City Council Policy 7-5, Naming of City-Owned Land and Facilities (City's Naming Policy), establishes guidelines and procedures regarding the naming of City-owned land and facilities that are not public streets. Per the City's Naming Policy, official names must be reflective of at least one of the following criteria:

- a) Geographic location;
- b) Prominent geographic feature or local reference point;
- c) Adjoining subdivision/community;
- d) Historical event;
- e) An individual who has made significant contributions to San José, the State, the Nation, or the World and who has been deceased for at least five years; and
- f) An individual via a donation or sponsorship agreement; and/or via donation or sponsorship agreement.

As discussed in the Public Outreach section and **Attachment F**, after the initial community meetings and park naming surveys were completed between February and April 2022, the park naming process evolved to incorporate a historical analysis component. Staff revisited the project and performed a historical overview of the project site and discovered a unique history dating back to the 1800s. On December 9, 2024, staff hosted a community meeting where staff shared a historical overview of the park site and five staff name suggestions (**Attachment G**) based on that history. The five staff name suggestions also included names from the original park naming survey in 2022 (see Original Park Naming Ranking in **Attachment H**). A final park naming survey that included the five staff name suggestions opened immediately after the community meeting. The name "Brickyard Park" was the top ranked name choice by the community (see Revised Park Naming Ranking in **Attachment H**).

Staff finds that naming the future park "Brickyard Park" aligns with the City's Naming Policy and with community input in the public surveys.

A visual summary on the history of the project site was created by staff and made available to the public on the department website¹. This historical summary served as the basis for the park naming².

Name Recommendation: “Brickyard Park”

The name “Brickyard Park” reflects the historic brickyard facility that once existed on the park site for 95 years (1868-1963) until it was demolished in 1963³. “Peterson’s Brick Company” was established in 1868 to produce bricks at a time when bricks were considered a fireproof alternative to wood for construction. The “Peterson’s Brick Company” evolved into the “Peterson-Kartschoke Brick Company” in 1895. In 1930, the Gladding Brothers (Charles A., Chandler, and Gus Gladding) acquired the brickyard and constructed the existing one-story brick building to showcase their products under the name “Gladding Brick & Tile Company.” In 1963, the Gladding Brothers closed their business, and the brickyard was demolished (Figure below). The property was sold to Howard Gustin, who redeveloped the site into a used car dealership. Various used car dealerships have operated on the site to the present day. The brickyard was a recognizable feature in the neighborhood due to its 120-foot-tall chimney stacks. The existing one-story brick building, which was built in 1930, is a legacy of the old brickyard. The exposed brick architectural style of the existing one-story building and the historic and new buildings in the surrounding area are reflective of the former brickyard.

Figure: 1963 Demolition of the Former Brickyard



Newspaper clipping of the San Jose Mercury News, dated April 5, 1963, showcasing the demolition of the brickyard on the project site.

¹ Historical Overview of the Spartan Keys Master Plan Project Park Site: <https://www.sanjoseca.gov/your-government/departments-offices/parks-recreation-neighborhood-services/in-the-works/spartan-keyes-master-plan-project>

² Information from the State of California, Department of Parks and Recreation, historical evaluation report for 101 Keyes Street (existing one-story brick building).

³ Information from the State of California, Department of Parks and Recreation, historical evaluation report for 101 Keyes Street (existing one-story brick building).

Policy Alternatives

Alternative #1: *The City Council could select an alternative park name from the list of eligible names generated through the public outreach process.*

Pros: The City Council could adopt a different name from the list of five staff name suggestions (**Attachment G**) or the qualifying names received through the public survey process (**Attachment I**).

Cons: The City Council would be selecting a name other than the one recommended by the Department staff, the Parks and Recreation Commission, and the results of the community surveys.

Reason for not recommending: The name recommendation of “Brickyard Park” is consistent with public input.

EVALUATION AND FOLLOW-UP

Approval of the Master Plan will enable staff to proceed with the design and construction of the park. Design is anticipated to be completed in the third quarter of 2026 at which time the project will return to City Council for bid and award of the construction contract. The park is expected to open to the public in the fourth quarter of 2027. Current on-site tenants are on month-to-month leases and will be notified to vacate the property before the construction contract is awarded.

COST SUMMARY/IMPLICATIONS

There are no cost impacts for the recommended approval of the Spartan Keyes master plan and naming of the future park.

COORDINATION

This project has been coordinated with the City Attorney’s Office, City Manager’s Budget Office, City Manager’s Office of Economic Development and Cultural Affairs Real Estate Division, City Council Office, Public Works Department, and Planning, Building, and Code Enforcement Department.

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PUBLIC OUTREACH

This memorandum will be posted on the City Council Agenda for the May 13, 2025 City Council meeting. The City Council hearing is an opportunity for the public to review and comment on the Master Plan and park name before this item is considered for final approval.

The Department in coordination with a landscape architecture consultant, LPA (the Consultant), completed a multi-phased public participation process that consisted of four online community meetings, followed by three text message surveys for the park master plan and three online surveys for the park naming. The process allowed the community to engage in the development of the conceptual park design and name.

For additional details regarding the public outreach process for the park naming and master plan, refer to **Attachment F**.

COMMISSION RECOMMENDATION AND INPUT

On March 5, 2025, the Parks and Recreation Commission considered the Master Plan and naming for the new park development. Public comments were made in favor of the name "Brickyard Park" as the official name. The Commission voted 10-0-1 in favor (one Commissioner absent) to accept the Spartan Keyes Master Plan and accept staff recommendation for "Brickyard Park" as the official park name.

CEQA

Categorically Exempt, File No. ER22-245. CEQA Guidelines Section 15332, Infill Development Projects.

PUBLIC SUBSIDY REPORTING

This item does not include a public subsidy as defined in section 53083 or 53083.1 of the California Government Code or the City's Open Government Resolution.

/s/

Jon Cicirelli
Director of Parks,
Recreation and Neighborhood Services

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For questions, please contact Willa Mui, Associate Landscape Designer, Department of Parks, Recreation, and Neighborhood Services, at [willamui@sanjoseca.gov](mailto:willa.mui@sanjoseca.gov) or (408) 887-3028.

ATTACHMENTS

- A. Park Location Map
- B. Conceptual Park Master Plan
- C. Opportunities and Constraints
- D. General Plan Goals
- E. ActivateSJ Principles
- F. Public Outreach Details
- G. List of Revised Park Name Suggestions
- H. Park Naming Survey Ranking
- I. List of Qualifying Park Name Suggestion

ATTACHMENT A: Park Location Map



Figure 1: The park site at the northeast corner of South Third Street and Keyes Street.

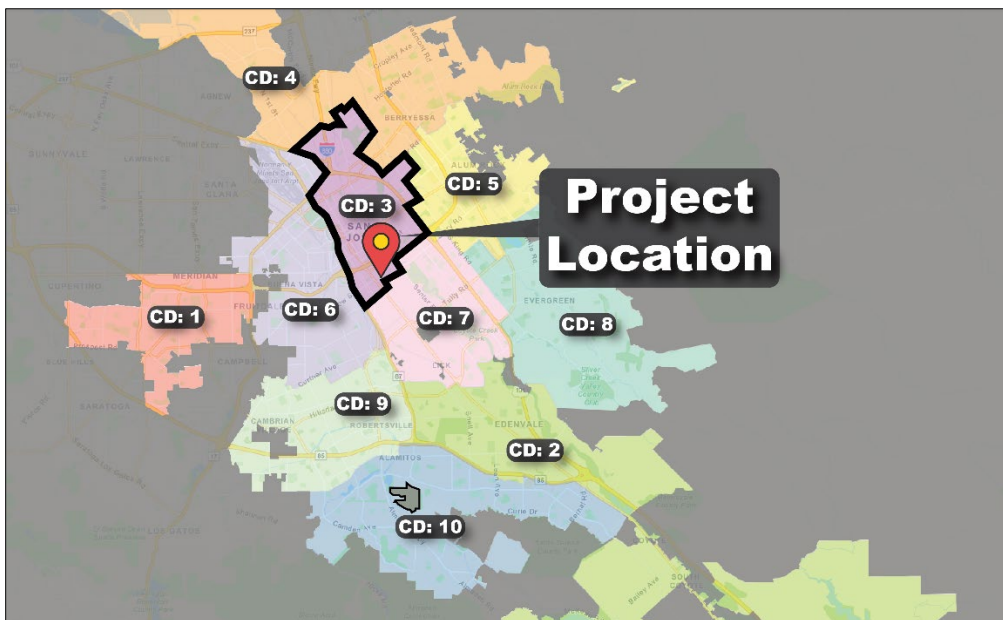


Figure 2: Regional Location Map. The park site is located in Council District 3.

ATTACHMENT B: Conceptual Park Master Plan

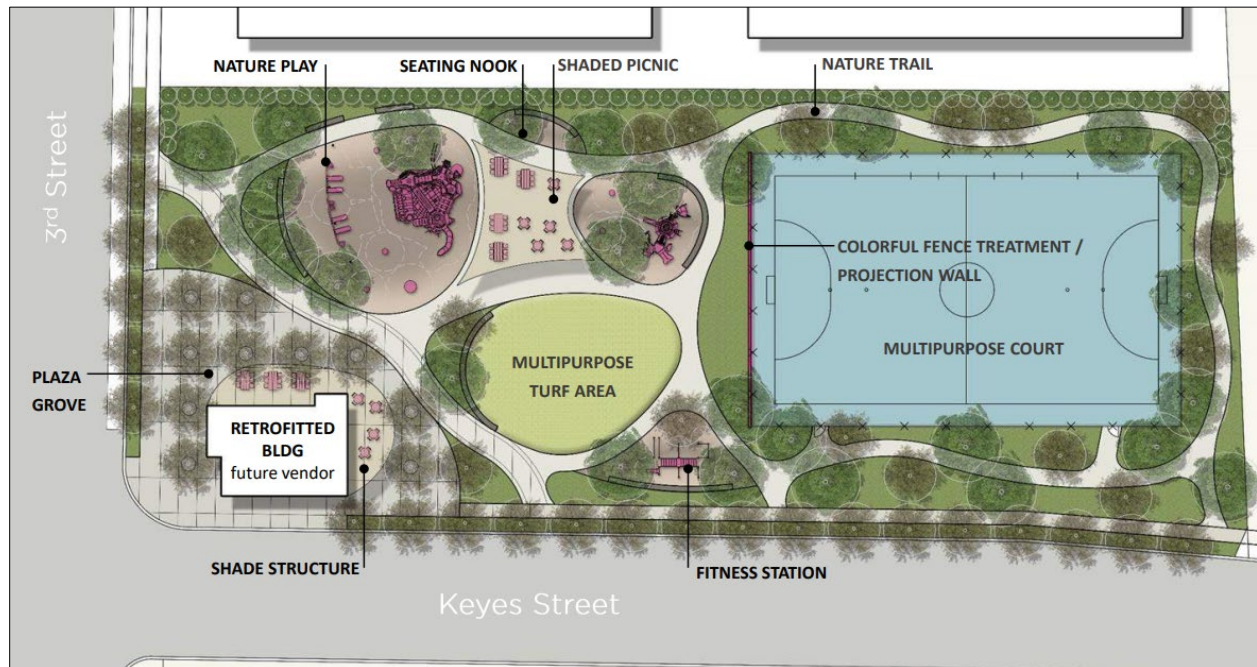


Figure 1: Conceptual plan of the future park.

ATTACHMENT C: Opportunities and Constraints

Opportunities	Constraints
Limited Site Contamination: Phase I and II ESA do not suggest a significant site clean-up.	Full determination of contamination may only occur after building demolition and pavement removal. This may impact the project schedule and cost at time of construction.
Visibility: Clear lines of sight, with street frontage on two sides and residential windows facing the site.	Commercial driveway, alleyway (east) creates an undeveloped edge.
Eyes on Park: Brickyard Place residents have direct views of the park, and the park is visually permeable from surrounding streets.	Noise impacts for neighbors depending upon types of amenities, sport court lighting, and hours of operation.
Accessible: Existing bike lanes, bike sharing station and nearby bus stops.	Exposure to busy roadways can make the space less inviting or feel less safe.
Topography: A level site offers a “blank canvas”.	No natural features to leverage and build upon.
Character: Spanish-Revival style brick building.	City Charter limits private operators at park sites less than 5 acres. The business demand for park-related retail may be limited.
Regular monitoring: Facilitated by its narrow-rectangular form along busy streets.	Limitation on landscaping or amenities that may block views into the park.

ATTACHMENT D: General Plan Goals

Number	Policy/Goal Statement	Master Plan Response
Goal PR-1: High Quality Facilities and Programs		
PR-1.1	Provide 3.5 acres per 1,000 population of neighborhood/community serving parkland (allowing for 1.5 acres of parkland and 2.0 acres of recreational grounds).	Project will add 1.3 acres of parkland in the neighborhood, increasing parkland and accessibility.
Goal PR-3: Provide an Equitable Park System		
PR-3.5	Develop programs, activities, events, and facilities that appeal to a broad audience, including but not limited to youth, young adults, seniors, and those of varying ethnicities, backgrounds, and abilities.	Plaza and open turf zones will support activities and events conducted by the community.
Goal ER-8: Stormwater		
ER-8.5	Ensure that all development projects in San José maximize opportunities to filter, infiltrate, store and reuse or evaporate stormwater runoff onsite.	Plan includes stormwater capture basins to meet the Regional Water Quality Control Permit conditions.
Chapter 4 – Quality of Life		
VN-1.2	Develop new community services and gathering spaces that allow for increased social interaction of neighbors.	Project will create multiple gathering spaces of different sizes, seating options and amenities for neighbor engagement.
VN-1.5	Continue to work with neighborhoods on the planning and provision of City services and facilities to meet their specific needs.	Refer to Public Outreach section and Attachment F for the approach conducted with the community.
VM-1.6	Design new development to contribute to the positive identity of a neighborhood and to encourage pedestrian activity.	The Master Plan includes walking paths, clear interface to neighborhood sidewalks and ramps to facilitate bicycle access to the park.

ATTACHMENT D: General Plan Goals (continued)

Number	Policy/Goal Statement	Master Plan Response
Chapter 4 – Quality of Life		
VN-1.10	Promote the preservation of positive character-defining elements in neighborhoods, such as architecture.	The Master Plan calls for preservation and future re-use of existing brick building.
VN-1.15	Develop and implement policies, design guidelines and regulations to facilitate the development of compatible small-scale neighborhood-serving retail in appropriate locations within or adjacent to existing neighborhoods.	The Master Plan calls for the preservation of brick building, which can accommodate future commercial activities that support park activation.
VN-2.3	Ensure that community members have opportunity to provide input on the design of public and private development within their community.	Refer to Public Outreach section and Attachment F for the approach conducted with the community.
CD-1.6	Promote vibrant, publicly accessible spaces that encourage gathering and other active uses that may be either spontaneous or programmed.	Develop multiple gathering spaces of different sizes, seating options and amenities for neighbor engagement

ATTACHMENT E: ActivateSJ Principles

Guiding Principle	Goal Statement	Opportunity / Approach
Stewardship	We take care of what we have and invest for the future.	Recreational features, landscaping and furnishings will be selected with consideration of available maintenance funding, prioritizing durability, and low upkeep. The existing building will be preserved until a future use is determined.
Nature	We protect, preserve, and promote natural areas for all people.	The site is currently comprised of asphalt and paved areas with little planting. The Master Plan calls for low-maintenance and large native planting areas to promote biodiversity and includes dense tree plantings to support an urban forest.
Equity and Access	We embrace people of all ages, cultures, and abilities.	The site is accessible with bus stops and bike lanes along both Keyes and 3 rd Street connecting throughout the neighborhood and to downtown San José. Site amenities support all ages, abilities, and reflect the diverse culture in the neighborhood.
Identity	We aim to be a premier parks, recreation, and neighborhood services system.	The Master Plan builds upon the existing neighborhood elements such as former brick manufacturing and nearby artist communities through forms, materials, and furnishings to establish the identity of the park.
Public life	We promote community spaces for a safe, fun, and healthy San José	The Master Plan calls to accommodate a variety of activities and support community gathering events using the multi-purpose court and turf areas.

ATTACHMENT F: Public Outreach Details

The following information provides details on the public outreach process for the park naming and master plan.

The community was notified of the community meetings and surveys via the following methods:

- Postcard notices mailed to residents and property owners within one-quarter mile of project site prior to the first three community meetings.
- Social media notifications through the Department's social media platforms.
- Three text message surveys sent after the first three community meetings through FlashVote, which is a text message-based survey tool, to residents within a one-mile radius of the park site. In total, over 13,300 residents received the text message surveys.
- Three online surveys sent after the first two community meetings and the fourth community meeting through SurveyMonkey, which is a web-based survey tool, to constituents listed in the following bullet point.
- Email notifications sent include Council District 3 and 7 staff, the San José Park Advocates, the San José Park Foundation, Community Garden staff, Project Hope staff, and nine schools (Downtown College Preparatory - El Camino Middle School, Downtown College Preparatory - El Primero High School, Lowell Elementary School, Our Lady of Grace Nativity School, Rocketship Alma Academy, Rocketship Mateo Sheedy Elementary School, Sacred Heart Nativity School, San Jose State University, and Washington Elementary School), ten Business and Neighborhood Associations (Alma Neighborhood Association, Goodyear Mastic Neighborhood Association, Guadalupe Washington Neighborhood Association, Market-Almaden Neighborhood Association, San Jose Downtown Association, San Jose Downtown Residents Association, Spartan Keyes Neighborhood Association, South University Neighborhood Association, Tamien Neighborhood Association, and University Neighborhoods Coalition) and nine community centers and libraries located within a mile of the park. In addition, survey links and outreach materials were distributed to various individuals that provided their contact information. For the third online park naming survey, flyers with the survey web link were printed and posted at the Biblioteca Latinoamericana Branch Library, Dr. Martin Luther King, Jr. Library, Washington Community Center and around the project site at Third Street and Keyes Street.

ATTACHMENT F: Public Outreach Details (continued)

The first community meeting (February 5, 2022) consisted of a master plan component and a park name component. A total of 11 community members attended and participated in the virtual meeting. For the master plan component, staff and the Consultant provided an overview of the project constraints and presented conceptual design diagrams and programming for the park site. A live polling session during the meeting offered participants an opportunity to select their preferred types of active recreation, passive recreation, and social park programming. In general, a balanced offering of active and passive programming was preferred. For the park naming component, staff and the Consultant provided a web link to the first online park naming survey.

The low attendance and public engagement at the first community meeting encouraged the Department to utilize FlashVote. FlashVote, which is a text message-based survey tool, sends surveys via text messages to residents within a designated area. The first text message master plan survey (February 24 to February 25, 2022) allowed participants to rank their preferred park amenities and programs as well as write in their ideas and concerns for the future park. 409 participants out of 5,653 targeted users responded to the text message survey. Based on the survey results, public safety was the largest concern for the future park.

The first online park naming survey (February 5 to February 25, 2022) opened immediately after the first community meeting and allowed participants to suggest potential park names for the future park. Staff received 34 name suggestions with 19 qualifying names (**Attachment I**) that aligned with the City's Naming Policy.

The second community meeting (March 23, 2022) consisted of a master plan component and a park name component. 12 community members attended the virtual meeting. For the master plan component, staff and the Consultant reviewed the results of the first survey, presented two versions of the conceptual park plan ("Shady Grove" concept and "Urban Artist" concept). A live polling session during the meeting offered participants an opportunity to provide feedback on the conceptual park plans. Participants preferred the "Shady Grove" concept, which focused on passive recreation with a nature-inspired theme. In general, a balanced offering of active and passive programming was preferred. For the park naming component, staff and the Consultant shared the results of the first online park naming survey and provided a web link to the second online park naming survey.

ATTACHMENT F: Public Outreach Details (continued)

The second text message master plan survey (April 12, 2022) allowed participants to rank their preferred character imagery and express any concerns by answering six questions. Character imagery suggested the forms, colors, and materials that might be found in the park. 337 participants out of 5,653 targeted users responded to the text message survey. Based on the survey results, a large number of respondents requested a dog park as a write-in response. Staff had initially not included a Dog Park with the three original concept plans because the Department's Park Design Guidelines recommend at least a three-quarters acre of space for defined large and small dog spaces. This large amenity would have limited other and varied park amenity options. To ensure that the community was still in favor of the two preferred concepts ("Shady Grove" concept and "Urban Artist" concept") that did not include a dog park, a third text message master plan survey was launched.

The third text message master plan survey (April 21, 2022) asked participants to confirm their preference of a multi-use sport court over a dog park because inclusion of both was not possible because each requires significant space in the future park. 138 participants out of 2,000 targeted users responded to the text message survey. Based on the survey results, the multi-use sports court was the preferred amenity.

The second online park naming survey (March 23 to April 15, 2022) opened immediately after the second community meeting and focused solely on park naming. Participants ranked the 19 name options in the order of their preference. Staff received 162 responses to the survey ranking question, which resulted in the following three highest name preferences: 1) Three Keyes Park, 2) Brickyard Park, and 3) 3Keyes Park. The name selection with the largest weighted score informed staff's recommendation.

The third community meeting (May 4, 2022) consisted of a master plan component and a park name component. 12 community members attended the virtual meeting. For the master plan component, staff and the Consultant presented the preferred conceptual park master plan (**Attachment B**), based upon findings from the previous meetings and surveys. Participants were positive about the conceptual park master plan but still had reservations about the safety of the site. For the park naming component, staff shared the three highest name preferences from the second online park naming survey: 1) Three Keyes Park, 2) Brickyard Park, and 3) 3Keyes Park.

After the initial community meetings and surveys were completed between February and April of 2022, the park naming process evolved to incorporate a historical analysis component. Under the current park naming process, staff performs a historical analysis of the park site to identify what history may have existed on the site or surrounding area to provide inspiration to the community for park names.

ATTACHMENT F: Public Outreach Details (continued)

Given the project was still in the development phase, staff revisited the project and performed a historical overview of the project site and discovered a unique history that dated back to the 1800s. Additionally, staff revisited the previous 19 qualifying names from the second online public survey (March 23 to April 15, 2024) and identified five names (**Attachment G**) that aligned with the historical analysis that staff performed. As a result, on December 9, 2024, staff hosted a fourth community meeting where staff provided an update on the park development status and shared a historical overview of the park site and five staff name suggestions (**Attachment G**) based on that history. Three community members attended the virtual meeting. To increase participation, staff circulated the recording of the fourth community meeting through email notifications and the Department's social media notifications.

The third online park naming survey (December 9, 2024 to January 12, 2025) opened immediately after the fourth community meeting and focused solely on park naming. Participants ranked the name options in the order of their preference. Staff received 100 responses to the survey, which resulted in the following name preference order for the park site: 1) Brickyard Park, 2) Keyes Park, 3) Peter William Cassey Park, 4) Spartan Keyes Park, and 5) Three Keyes Park. The response with the largest weighted score informed staff's recommendation. All survey results are shown in **Attachment H**.

The online park naming surveys and outreach materials were made available in English, Spanish, and Vietnamese. After receiving no responses in Vietnamese nor requests for Vietnamese translation, the second online park naming survey and outreach materials were only provided in English and Spanish. Since the fourth community meeting and third online park naming survey were completed two years after the initial community meetings and surveys, staff provided the third online park naming survey and outreach materials in English, Spanish, and Vietnamese.

The first text message master plan survey received 409 responses. The first online park naming survey received 131 responses in English and five responses in Spanish. The second text message master plan survey received 337 responses. The second online park naming survey received 162 responses (all in English). The third text message master plan survey received 138 responses. The third online park naming survey received a total of 100 responses, 97 in English, three responses in Spanish, and zero responses in Vietnamese.

ATTACHMENT G: List of Revised Park Name Suggestions

Staff generated the name suggestions in the table below based off the previous park name suggestions provided by the community and a historical analysis of the project site. The five name suggestions align better with history of the park site and the surrounding area. Names are listed alphabetically. Each of these names meet the naming criteria defined in [Council Policy 7-5, Naming of City-Owned Land and Facilities](#).

Name Suggestion	Reasoning/Background for the Name Suggestion
Brickyard Park	The name reflects the landmark brickyard facility that once existed on the park site and produced bricks for the surrounding community for 95 years (1868-1963) until it was demolished in 1963. The brickyard was recognizable due to its 120-foot-tall chimney stacks. The existing one-story brick building, which was built in 1930, is a legacy of the old brickyard. The exposed brick architectural style of the existing one-story building and the historic and new buildings in the surrounding area are reflective of the former brickyard.
Keyes Park	The name references the street that fronts the park (Keyes Street). Keyes Street is named for Margret Reed's maiden name, Keyes. Margret Keyes Reed (1814-1861) was a member of the Donner-Reed Party that migrated to California from the Midwest in the 1840s. Margret was the spouse of James Frazier Reed, who established the existing neighborhood around the park site starting in 1849. Many of the surrounding street names are named after members of the Reed family (i.e., Reed, Margaret, Virginia, Martha, and Keyes).
Peter William Cassey Park	The name honors Peter William Cassey (1831-1917) who was an African American minister, abolitionist, and activist who founded the first school for black students in the Western United States in San José in 1861. The "Phoenixonian Institute" (also known as St. Philip's Mission School for Negroes), offered educational opportunities for black students at a time when no other California high school, public or private, was open to black students. Peter William Cassey lived approximately 0.5 miles north of the park site near the intersection of South 4 th Street and East Reed Street.

ATTACHMENT G: List of Revised Park Name Suggestions (continued)

Name Suggestion	Reasoning/Background for the Name Suggestion
Spartan Keyes Park	The name references the formal/informal name of the neighborhood (Spartan Keyes) that surrounds the park site. The name also refers to San José State University's "Spartans" athletic campus, which is located 0.2 miles southeast of the park.
Three Keyes Park	The name references the two adjacent streets that front the park, Keyes Street and Third Street. The name "Three" references the word "Third" in Third Street. Keyes Street is named for Margret Keyes Reed's (1814-1861) maiden name, Keyes.

ATTACHMENT H: Park Naming Survey Ranking

Original Park Naming Ranking: Second Online Park Naming Survey (March 23 to April 15, 2022). This Original Park Naming Ranking survey was superseded by the Revised Park Naming Ranking survey on page 23. To calculate the highest-ranking name preference, the respondent's top three name choices were assigned a weight of three, two, and one (the larger weight equals a higher preference). For example, the first preferred name choice was multiplied by three, the second preferred name choice was multiplied by two, and the third preferred name choice was multiplied by one. For every name option, the votes are multiplied by the assigned weight and added together. The result is then divided by the total number of survey responses received (162) to calculate the weighted score.

#	Name	First Preference Votes (Weight of Three)	Second Preference Votes (Weight of Two)	Third Preference Votes (Weight of One)	Total Votes	Total Survey Responses	Weighted Score ⁴
1	Three Keyes Park	39	18	10	67	162	10.06
2	Brickyard Park	32	16	22	70	162	9.26
3	3Keyes Park	13	23	23	59	162	6.67
4	Spartan Keyes Park	13	13	15	41	162	4.94
5	Keyes Park	7	16	17	40	162	4.32
6	Parque de Las Llaves (The Keys Park - Spanish)	13	11	7	31	162	4.20
7	The Park on Keyes	8	19	6	33	162	4.20
8	Rosie the Riveter Keyes Street Park	8	8	5	21	162	2.78
9	COVID-19 Memorial Park	7	2	4	13	162	1.79
10	Dr. Gus C. Lease Park	8	2	0	10	162	1.73
11	Clyde Arbuckle Park	4	3	6	13	162	1.48

⁴ The weighted score value was multiplied by ten to generate a whole number.




ATTACHMENT H: Park Naming Survey Ranking (continued)

#	Name	First Preference Votes (Weight of Three)	Second Preference Votes (Weight of Two)	Third Preference Votes (Weight of One)	Total Votes	Total Survey Responses	Weighted Score ⁵
12	3rd and Keyes E-Bike Park	1	6	7	14	162	1.36
13	Donner-Reed Park	2	4	7	13	162	1.30
14	Spartan Park	2	4	7	13	162	1.30
15	Treasure of Keyes Park	2	2	8	12	162	1.11
16	Cassey Park	2	4	2	8	162	0.99
17	Spartan Agora Park (<i>Spartan Gathering Place Park - Ancient Greek</i>)	0	1	2	3	162	0.25
18	John C. Emerson Park	0	1	1	2	162	0.19
19	James Jerome Owen Park	0	0	1	1	162	0.06

⁵ The weighted score value was multiplied by ten to generate a whole number.

ATTACHMENT H: Park Naming Survey Ranking (continued)

Revised Park Naming Ranking: Third Online Park Naming Survey: (December 9, 2024 to January 12, 2025) To calculate the highest-ranking name preference, the respondent's top five name choices were assigned a weight of five, four, three, two, and one (the larger weight equals a higher preference). For example, the first preferred name choice was multiplied by five, the second preferred name choice was multiplied by four, the third preferred name choice was multiplied by three, the fourth preferred name choice was multiplied by two, and the fifth preferred name choice was multiplied by one. For every name option, the votes are multiplied by the assigned weight and added together. The result is then divided by the total number of survey responses received (100) to calculate the weighted score.

	1	2	3	4	5	TOTAL	SCORE
 <p>Brickyard Park The name reflects the landmark brickyard facility that once existed on the park site and produced bricks for the surrounding community for 95 years (1868-1963) until it was demolished in 1963. The brickyard was recognizable due to its tall chimney stacks. The existing one-story brick building, which was built in 1930, is a legacy of the old brickyard. The exposed brick architectural style of the existing one-story building and the historic and new buildings in the surrounding area are reflective of the former brickyard.</p>	60.00% 60	21.00% 21	10.00% 10	7.00% 7	2.00% 2	100	4.30
 <p>Keyes Park The name references the street that fronts the park (Keyes Street). Keyes Street is named for Margret Reed's maiden name, Keyes. Margret Keyes Reed (1814-1861) was a member of the Donner-Reed Party that migrated to California from the Midwest in the 1840s. Margret was the spouse of James Frazier Reed, who established the existing neighborhood around the park site starting in 1849. Many of the surrounding street names are named after members of the Reed family (i.e., Reed, Margaret, Virginia, Martha, and Keyes).</p>	14.00% 14	37.00% 37	22.00% 22	16.00% 16	11.00% 11	100	3.27
 <p>Peter William Cassey Park The name honors Peter William Cassey (1831-1917) who was an African American minister, abolitionist, and activist who founded the first school for black students in the Western United States in San Jose in 1861. The "Phoenixonian Institute" (also known as St. Philip's Mission School for Negroes) offered educational opportunities for black students at a time when no other California high school, public or private, was open to black students.</p>	9.00% 9	18.00% 18	34.00% 34	10.00% 10	29.00% 29	100	2.68
 <p>Spartan Keyes Park The name references the formal/informal name of the neighborhood (Spartan Keyes) that surrounds the park site. The name also refers to San Jose State University's "Spartans" athletic campus, which is located 0.2 miles southeast of the park.</p>	9.00% 9	11.00% 11	19.00% 19	50.00% 50	11.00% 11	100	2.57
 <p>Three Keyes Park The name references the two adjacent streets that front the park, Keyes Street and Third Street. The name "Three" references the word "Third" in Third Street. Keyes Street is named for Margret Keyes Reed's (1814-1861) maiden name, Keyes.</p>	8.00% 8	13.00% 13	15.00% 15	17.00% 17	47.00% 47	100	2.18

ATTACHMENT I: List of Qualifying Park Name Suggestions

Staff received 34 name suggestions from the community with 19 names meeting the naming criteria defined in [Council Policy 7-5, Naming of City-Owned Land and Facilities](#). Names are listed alphabetically.

#	Park Name Suggestion
1	3Keyes Park
2	3rd and Keyes E-Bike Park
3	Brickyard Park
4	Cassey Park
5	Clyde Arbuckle Park
6	COVID-19 Memorial Park
7	Donner-Reed Park
8	Dr. Gus C. Lease Park
9	James Jerome Owen Park
10	John C. Emerson Park
11	Keyes Park
12	Parque de Las Llaves <i>(The Keys Park - Spanish)</i>
13	Rosie the Riveter Keyes Street Park
14	Spartan Agora Park <i>(Spartan Gathering Place Park - Ancient Greek)</i>
15	Spartan Keyes Park ⁶
16	Spartan Park
17	The Park on Keyes
18	Three Keyes Park
19	Treasure of Keyes Park

⁶ Staff included this name option because it reflects the name of the surrounding neighborhood.