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The Alameda Business Association Wins Governor's Historic Preservation Award

The San Jose Redevelopment Agency is a partner and a sponsor of the
Alameda Business Association

SAN JOSE, CALIF. – The State of California presented The Alameda Business Association with its Governor's Historic Preservation Award for 2009 to recognize the Association's outstanding achievements in the field of historic preservation for The Alameda Business District and its project, *The Alameda: A Plan for "The Beautiful Way"*.

"For more than 200 years, The Alameda has been one of San José's premier gateways," said Mayor Chuck Reed. "The Alameda Business Association, through partnership with neighboring community members, has helped preserve this grand boulevard's historic identity, while also ensuring a vibrant place for residents and office workers to shop and dine."

The Governor's Award is an honor that annually recognizes outstanding grassroots organizations, and private and public agencies that creatively preserve and present California's historic resources, and make meaningful historical contributions by increasing public awareness, appreciation, and support for historic preservation. This prestigious award was presented at a special ceremony on **January 20** in Sacramento.

"I want to congratulate The Alameda Business Association on winning this prestigious award," said Councilmember Pierluigi Oliverio. "It has taken many years of dedication from volunteers and funding from the San Jose Redevelopment Agency to be able to restore and strengthen this amazing area."

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The Alameda Business Association, which is composed of neighborhood-serving businesses dedicated to the revitalization of the Alameda Neighborhood Business District, was recognized for several historic preservation projects. These efforts have included: publishing the historical book, *The Alameda, the Beautiful Way*, the first book to document the 200-year history of The Alameda, launching The History Festival on The Alameda, and creating The Rose, White and Blue 4th of July Parade whose origins can be traced back to 1896. www.rosewhiteblueparade.org

“The ongoing efforts of the Alameda Business Association, local residents and the San Jose Redevelopment Agency are now recognized and celebrated by the Governor’s Historic Preservation Award,” said Larry Clark, Treasurer, The Alameda Business Association. “We are currently making our own history by planning for the future of The Alameda thanks to our CalTrans sponsored Community-Based Transportation Planning project. If you liked where we have been, you’ll love where we are going - here on The Alameda!”

The Alameda Neighborhood Business District (NBD) is one of eight NBDs located in a San Jose Redevelopment Project Area. To date, the Redevelopment Agency has invested more than \$10 million in the Alameda NBD, leveraging approximately \$203 million in private investment, including approximately \$50,000 for *The Alameda: A Plan for “The Beautiful Way”*.

“I want to recognize and congratulate The Alameda Business Association members for their commitment to preserve this ‘Grand Boulevard,’” said Harry Mavrogenes. “As a partner in the revitalization effort, our Agency has complemented the Association’s efforts with various beautification and historic preservation projects, increased parking opportunities in the area and assistance for new market-rate housing developments.”

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In 2008, the San Jose Redevelopment Agency and The Alameda community were also awarded a \$250,000 State Caltrans Community-Based Transportation Planning Grant to begin *The Alameda: A Plan for "The Beautiful Way*, a visioning process for The Alameda to become a transportation-oriented corridor. The project covers approximately 1.5 miles between Diridon Station and Interstate 880 and will focus on making a more pedestrian and bicycle-friendly environment. Key elements of the project will include traffic calming, crosswalks, and the preservation of the area's historic elements. To learn more about the project, visit

<http://www.sjredevelopment.org/TheAlamedaTransportationImprovements.htm>.

About the San Jose Redevelopment Agency

The Agency is dedicated to improving the quality of life for all who live and work in San Jose. Governed by the City Council, acting as the Redevelopment Agency Board, the Agency facilitates and oversees comprehensive programs for development to revitalize and strengthen quality of life and competitiveness for San Jose's downtown, neighborhoods and industrial areas. For more information, visit www.sjredevelopment.org.

About The Alameda Business Association

Founded in 1991, The Alameda Business Association (ABA) works to promote and strengthen the commercial, professional, civic and general business interests of association members through education, common cultural ties and community involvement. The ABA is primarily made up of businesses on The Alameda, a three-mile stretch of the El Camino Real linking Downtown San Jose to Santa Clara, but also includes locations along nearby Stockton, Taylor, Naglee, Hedding, Julian, Park and Race Streets.

www.the-alameda.com

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