

For Immediate Release:
November 9, 2009

Contact:
Helen Duong, (408) 795-1807
San Jose Redevelopment Agency
helen.duong@sanjoseca.gov

The Community is invited to a Visioning Workshop on The Alameda: A Plan for “The Beautiful Way” Project

The Visioning Workshop is the second of four community meetings

Event: The Alameda Steering Committee, San Jose Redevelopment Agency, and the City of San Jose will host the second community outreach meeting for The Alameda: A Plan for “The Beautiful Way” project.

When: **Monday, November 16, 2009**
6:00 p.m. – 8:00 p.m.

Where: Downtown College Preparatory School--Cafeteria
1460 The Alameda (at Lenzen Ave)

Who: Councilmember Pierluigi Oliverio
Harry S. Mavrogenes, Executive Director, San Jose Redevelopment Agency
The Alameda Steering Committee
Technical Advisory Committee

Background: The planning process is underway for The Alameda Neighborhood Business District (NBD) in San Jose to create a safe, attractive and revitalized corridor that will serve the needs of the surrounding community. More than 100 community members attended the first community meeting to provide input on a variety of topics that focused on issues around traffic, pedestrian safety and image.

The meeting on November 16 will focus on the vision. Community members are invited to review and comment on the information gathered at the first meeting regarding assets and challenges along the street. Attendees will also have a chance to discuss their vision for the area and the priorities.

In 2008, the San Jose Redevelopment Agency and The Alameda community were awarded a \$250,000 State Caltrans Community-Based Transportation Planning Grant to begin a visioning process for The Alameda as a transportation-oriented corridor. The project will cover 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>

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, including approximately \$50,000 for the The Alameda: A Plan for "The Beautiful Way," leveraging approximately \$203 million in private investment. For more information about the San Jose Redevelopment Agency, visit www.sjredevelopment.org.

#