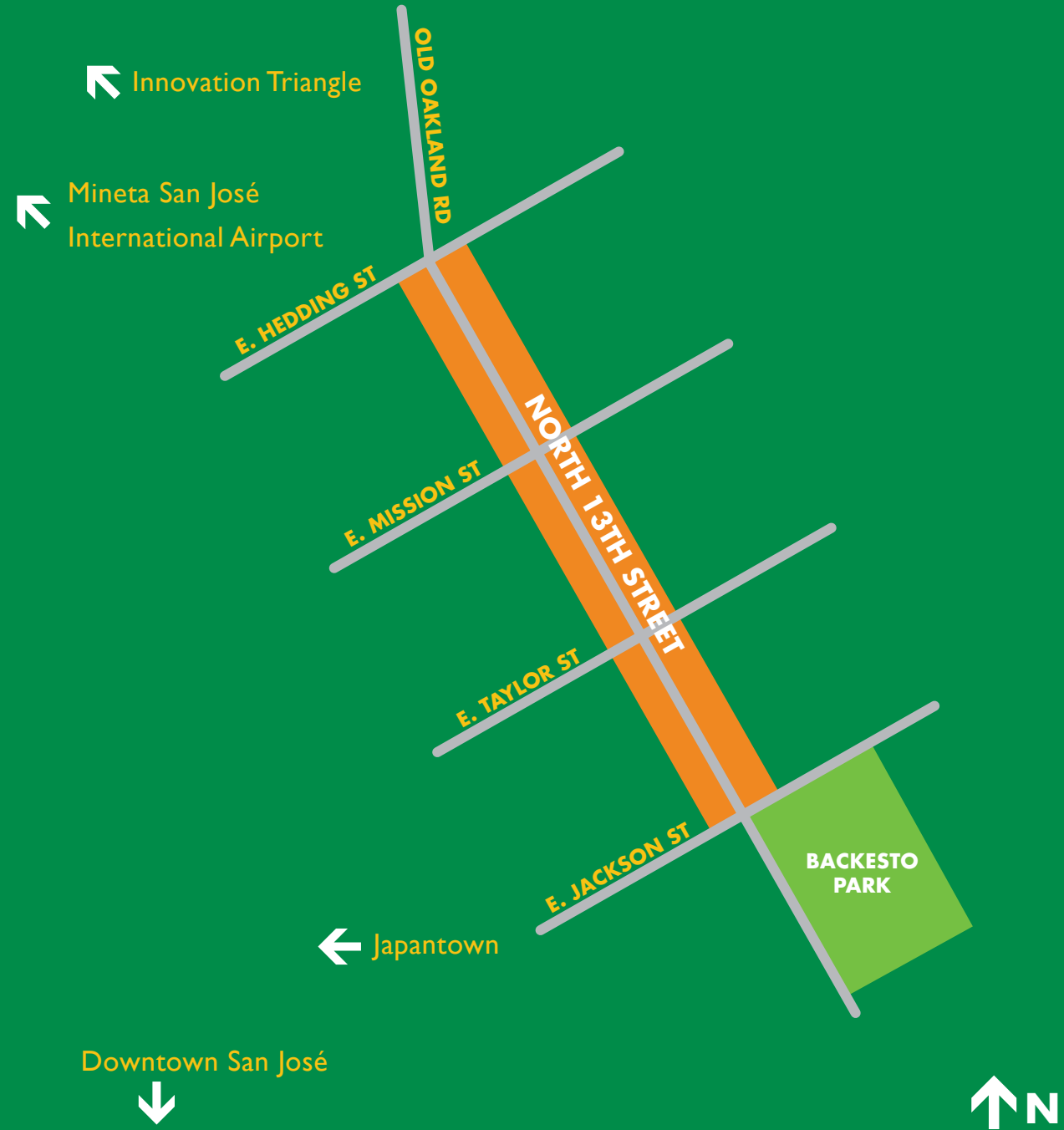


North 13th Street/Luna Park Neighborhood Business District



San Jose Redevelopment Agency

The Redevelopment Agency's Neighborhood and Business Development Division (N&BD) has programs to improve commercial districts by upgrading building facades and signage; funding the construction of street and sidewalk improvements, new pedestrian lighting, banners and trees; constructing medians and parking lots; and undergrounding of utilities.

Additionally, the Neighborhood Business District program supports business associations; provides retail recruitment and retention assistance; offers marketing programs and business training; and makes referrals to business development resources to provide healthy vital neighborhoods for San José residents.

Contact Us

For more information about the North 13th Street/Luna Park Business District, available retail sites, and city services, please contact:

**San Jose Redevelopment Agency
Neighborhood & Business Development Division**
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 website: www.sjredevelopment.org
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SAN JOSE REDEVELOPMENT AGENCY
 200 E. Santa Clara Street, 14th Floor
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Summer 2006

North 13th Street/Luna Park



Neighborhood Business District
San José

North 13th Street/Luna Park Business District

A Thriving Business Thoroughfare

The **North 13th Street/Luna Park Business District** is home to a number of long standing retailers and light industrial businesses. A number of **historic buildings** are located along the Business District, as well as **charming homes** in the nearby Northside neighborhood. The Business District is bounded by Jackson and Hedding Streets, and serves as a main thoroughfare between Highway 101 and Downtown San José. The Business District is anchored by **Backesto Park**, one of **San Jose's oldest parks, which serves as a popular venue for tennis, bocce ball, softball, handball and leisurely walks.** Japantown is just a few short blocks away.

In the **early 20th century, the Business District was an enclave of Italian immigrants** and the location of **historic Luna Park**, a popular amusement park destination, before evolving into a commercial business area. The Business District was rezoned to a Commercial Pedestrian designation in 2004, which has presented great opportunities for retailers. Because of the growing population of the surrounding areas, the need for additional retail, restaurants and services continue to increase.

Established Businesses

North 13th Street has a diverse mix of local and regional-serving restaurants and shops. It is also home to many light industrial businesses, including machine shops, auto repair, and parts suppliers.

Solid Demographics Emerging Retail Opportunities

Recently, **200 new homes** have been proposed in the Business District and more than **1,200 have been built or planned** in the adjacent Japantown neighborhood. The district is conveniently located for drivers, downtown shoppers, and residents. Traffic counts on North 13th Street are as high as 36,030 cars a day.

The ethnically diverse and energetic residents living in neighborhoods adjacent to North 13th Street have **considerable disposable income** with an average household income of \$77,303. This area's prime location makes it attractive for retail opportunities.

Three Mile Radius	North 13th Street
Population	237,967
Households (HH)	66,111
Average HH Income	\$77,303
Median Age	31
College 1-4 + Years	45%

Recent Investments Create Vitality

North 13th Street was adopted as a Redevelopment Project Area in 2002 and designated as a Neighborhood Business District in 2003. The San Jose Redevelopment Agency's (SJRA) efforts to revitalize the area have included new sycamore and crape myrtle street trees; distinctive street banners; antique-style pedestrian streetlights along North 13th Street between Empire and Hedding Streets; and a new landscaped median island on Old Oakland Road. In addition, the Agency has provided support for the North 13th Street/Luna Park Business Association; and renovated more than 10 storefronts along the business corridor, which has helped enliven area businesses.

The **Redevelopment Agency and the City of San José have invested more than \$2.6 million** in the district. This investment has contributed to the strong interest in private new development in the area, including retail and housing.

Key investments include:

- ▶ **Storefront renovation program—More than 10 storefront improvements have helped enliven area businesses.**
- ▶ **District Streetscape Improvements—A \$1.5 Million investment to design and install a full canopy of street trees, landscaped median islands and antique-style pedestrian streetlights, all of which provide visual excitement.**
- ▶ **Historic Hensley neighborhood and Backesto Park—Installation of pedestrian lighting to provide a safe environment**
- ▶ **Street Banner Project—Design and installation of 30 distinctive street banners**

Great Location

North 13th Street is only minutes from Downtown San José and Norman Y. Mineta San José International Airport. The area offers quick access to major freeways (US101, I880 and I280); nearby hotel accommodations; and the Innovation Triangle, which is home to more than 1,200 international and multinational technology companies.



About San José

- ▶ 10th largest city in America
- ▶ Almost 1 million people
- ▶ 300 days of sunshine a year
- ▶ High disposable income



"I opened my second location on North 13th Street because of the high visibility and activity along the corridor. With the public investment that has been dedicated to enhance the area, this is the ideal time for businesses to consider expanding to North 13th Street."

Daniel Vidrio, Business Owner, Taqueria Lorena



"We enjoy patronizing the neighborhood-friendly businesses along North 13th Street. We welcome new businesses to take part in this dynamic and growing district to serve the needs of our community."

Don Gagliardi, President
North 13th Street, Neighborhood Advisory Committee