

Japantown

Neighborhood Business District

←
Mineta International Airport



↓
Downtown San José



San Jose Redevelopment Agency

The SJRA Neighborhood Business District (NBD) program improves 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 NBD 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 Japantown Neighborhood Business District, available retail sites, and city services, please contact:

**San Jose Redevelopment Agency
Neighborhood & Business Development**
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Japantown Business Association
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Japantown



Neighborhood Business District

San José

SAN JOSE REDEVELOPMENT AGENCY



Japantown Business District

Historic, Festive, and Culturally Rich

San Jose's Japantown is more than 100 years old and is one of the last three remaining in the United States. First settled in the late 1800's, Japantown is known for its rich character and architectural heritage. It is the only Japantown in America where **most of the original buildings** remain in use. From the cherished Buddhist temple, to one of the earliest boarding houses for Japanese farmworkers, to sleek residential lofts, Japantown is one of San Jose's **most significant cultural districts**.

Japantown is **known regionally** for its **outstanding restaurants, unique shops,** historic buildings, Sunday morning farmer's market, and distinctive cultural events and celebrations, such as the Spring-Nikkei Matsuri, Summer-Obon, Fall-Aki Matsuri, and Winter festivals.

Established Businesses

Japantown **proudly showcases a diverse array of businesses and services** including restaurants, specialty retail shops, and cultural resources. Restaurants represent a variety of cuisines, including classic Japanese, family gourmet, Chinese, Cuban, Korean, Hawaiian, and Mexican. Cultural resources include the Japanese-American Museum, Issei Memorial Building, San Jose Taiko performing group, a contemporary Asian theatre scene, various martial arts organizations, the Japanese-American Citizen's League, and century old churches.

Excellent Retail Opportunities Strong Demographics

Recently, nearly **1,200 units of luxury townhomes, condominiums, apartments,** and **chic urban lofts** have been built in Japantown, while **another 3,800 have been built within walking distance** in San Jose's Greater Downtown. These homes have brought thousands of new residents eager for even more shopping and dining opportunities. The residents of Japantown are young, diverse, affluent and have significant disposable income.

In Japantown, **homes and businesses are just steps away from each other,** creating a welcoming **pedestrian-friendly environment** that has become a remarkably desirable place to live, shop, and dine. The business district offers fantastic opportunities for retailers and developers who will appreciate the unparalleled character and vibrancy of this area.

| Three Mile Radius | Japantown |
|-------------------|-----------|
| Population | 226,784 |
| Households (HH) | 66,840 |
| Average HH Income | \$75,390 |
| Median Age | 31 |

Key Investments Create Livability

Japantown was designated as a **Neighborhood Business District in 1984** and adopted as a Redevelopment Project Area in 1993. The Redevelopment Agency's efforts to preserve and complement the character of Japantown have included rehabilitation projects (historic building and storefronts); the expansion of a park; funding for senior housing and a community center; new sidewalks and street trees; street banners and signage; parking lot improvements; business association support; development assistance for the housing and mixed-use project and more.

The Agency's investment of more than \$34 million in Japantown has leveraged an estimated \$293 million in private investment. The livability of the district continues to attract prime residential developers, as well as retail and commercial investment.

Key investments include:

- ▶ **Mabuhay Court Apartments/Northside Community Center**—The SJRA invested more than \$13 million in this award-winning project that combines 96 affordable senior rental homes with a community center
- ▶ **Miraido Apartments**—The SJRA invested \$13.1 million in this project, which sparked Japantown's recent boom in high-end housing, that combines 109 rental homes with ground-floor retail
- ▶ **Bernal Park expansion**—\$4.4 million was invested to substantially enlarge this convenient park surrounded by new homes
- ▶ **Cultural Markers**—A number of culturally significant monuments, rest places, signs and other design aspects contribute to the strong sense of place found in Japantown

Ideal Location

Japantown is just minutes from the creative urban center of Downtown San José, Mineta International Airport, and has easy access to light rail, major freeways, and city main streets.



About San José

- ▶ 11th largest city in America
- ▶ Almost 1 million people
- ▶ 300 days of sunshine a year
- ▶ Highest disposable income in the country



"My customers love my new location in Japantown; after visiting my business, they go out to lunch at one of the superb restaurants just steps away."

Bob Mahowald
Western Contract Interiors/Herman Miller Dealer



"Japantown is incredibly vibrant because the community has played such an active role in promoting and revitalizing the neighborhood."

Kathy Sakamoto, Executive Director
Japantown Business Association.