

Story Road Neighborhood Business District



San Jose Redevelopment Agency

The Redevelopment Agency's 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 Story Road Neighborhood Business District, available retail sites, and city services, please contact:

**San Jose Redevelopment Agency
Neighborhood & Business Development Division**
email: bizconnect@sanjoseca.gov
website: www.sjredevelopment.org
retail website: www.sanjoseretail.com
phone: 408.535.8500

The Story Road Business Association
website: www.storyroad.org

SAN JOSE REDEVELOPMENT AGENCY

200 E. Santa Clara Street, 14th Floor
San José, CA 95113



Summer 2005

Story Road



Neighborhood Business District

San José

Story Road Business District

Growing, Multi-Cultural

Story Road is one of the **most affluent Latino communities** of its size in America. San Jose's rich **Hispanic culture is evident throughout the Story Road area**, including the **National Hispanic University** and the nearby **Mexican Heritage Plaza**, one of the largest Latino cultural centers in the nation. This burgeoning district is also home to bucolic **Emma Prusch Farm Park**, a working farm with active master gardeners and abundant community gardens. This park offers visitors a welcome retreat from daily life and serves as a popular community gathering place.

Story Road is dense, active, and thriving. The intersection of Story and King Roads alone average over **72,000 vehicle trips per day** with exceptionally strong pedestrian counts and high transit ridership.

Established Businesses and Landmarks

Story Road's primary customer base is drawn from surrounding neighborhoods; however, the **district is quickly emerging as a regional hub** for specialty shops, restaurants, and national stores. A diverse array of retailers offering discotecas, botanicas, Mexican bakeries, and ethnic grocery stores bring shoppers from as far away as Santa Cruz, Salinas, and the Central Valley. A **new Target, Home Depot**, and the ever popular **Walgreen's** drug store anchor this growing retail district, adding to the area's retail diversity.

At the intersection of Story and King Roads, three shopping centers, **Mi Pueblo, Tropicana**, and the new **Plaza de San José** create one of the **South Bay's busiest and most colorful town centers**.

Plentiful Retail Opportunities and Growing Demographics

A retail leakage study shows that residents of the Story Road area spent more than \$500 million outside the market area in 2000, indicating a great need for more retail and dining establishments. The residents of the neighborhoods surrounding Story Road have **large disposable incomes** due to their typically larger household sizes. **There is a powerful demand for more shopping and dining establishments.**

Three Mile Radius	Story Road
Population	313,209
Households (HH)	75,765
Average HH Income	\$77,398
Median Age	30
College 1-4 + Years	40%

Key Investments Create Livability

Story Road was **designated as a Neighborhood Business District in 1990 and adopted as a Redevelopment Project Area in 1991**. The San Jose Redevelopment Agency's efforts to **enhance the rich flavor and character** of the Story Road Neighborhood Business District have included extensive improvements at the Story and King intersection, such as assistance in building a new shopping center, extensive renovation of existing shopping centers, colorful street banners, park improvements, parking lot enhancements, new sidewalks and median islands, street trees, upgraded storefronts, utility undergrounding, a paint & fence program, and business association support.

The Redevelopment Agency has invested more than \$51 million in the Story Road Business District, which has leveraged approximately \$62 million in private investment. The Redevelopment Agency's ongoing investment in the surrounding Gateway East, K.O.N.A., Mayfair, and East Valley/680 communities through the Strong Neighborhoods Initiative also contributes to the business district's ongoing liveliness.

Key Investments Enhance Livability:

- ▶ **Plaza de San José**—A new \$74 million shopping center that includes everything from retailers specializing in Latino customer needs, such as FAMSA and Ritmo Latino, to the always popular Target
- ▶ **Mi Pueblo Center**—The fully renovated and relandscaped center is home to Mi Pueblo's flagship store
- ▶ **Tropicana Center**—A long established retail center with strong local tenants is currently being renovated
- ▶ **Emma Prusch Farm Park**—New landscaping and a decorative fence along the perimeter of Emma Prusch Farm Park creates an inviting visual oasis
- ▶ **Streetscapes**—Trees, plants, sidewalks, and richly colored distinctive median islands increase visual excitement and safety along the busy thoroughfare
- ▶ **Storefront renovation projects**—More than 50 facade projects invigorate area businesses

Conveniently Located and Easily Accessible

Story Road is only minutes from Downtown San José, Mineta San José International Airport, the HP Pavilion, and offers easy access to US 101, I 280, and I 680.



About San José

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



"Home Depot sees great opportunity in the Story Road area. We hope to contribute to the further economic development of the district by revitalizing an under-utilized piece of land and employing local residents."

Beverly Metz
Senior Real Estate Manager, Home Depot



"There is strong and diverse interest in Story Road from specialty and mainstream stores and restaurants. Many have recognized that this wonderful community has tremendous buying power and is grossly under-served."

Jerry Hunt, Blake Hunt Ventures, Plaza de San José at Story and Kings Roads