

The Alameda

Neighborhood Business District



↓ West San Carlos Street
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 Alameda Neighborhood Business District, available retail sites, and city services, please contact:

San Jose Redevelopment Agency
Neighborhood & Business Development Division
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The Alameda Business Association
 website: www.the-alameda.com

SAN JOSE REDEVELOPMENT AGENCY

200 E. Santa Clara Street, 14th Floor
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Summer 2005

The Alameda



Neighborhood Business District

San José

The Alameda Business District

Old-World Charm, Trendy Shops and Restaurants

The Alameda, known as the "Grand Boulevard" and part of the historic El Camino Real, is the one of the **premier gateways to Downtown San José**. This Business District features tree-lined streets, old-world charm, and is **surrounded by some of San Jose's most historic and desirable neighborhoods**, including the Rose Garden, Shasta-Hanchett, and St. Leo's. The pedestrian-friendly district is also home to a growing number of **chic new homes, trendy shops, and restaurants**. In fact, The Alameda has emerged as one of San Jose's most **stylish and sophisticated districts**.

The Business District serves as the main business corridor between Downtown San José and Santa Clara University. The district's ideal location on the edge of vibrant Downtown San José is the **perfect spot to live, work, and play**.

Established Businesses

The Alameda is home to a diverse mix of businesses ranging from **fashionable boutiques and hip new restaurants** to professional services, including attorneys, marketing, real estate, and financial firms. The district features everything from a nearly **century old candy shop** and a **bakery famous for cinnamon bread**, to the **County's longest operating theater** now showcasing India's "Bollywood" films.

Exceptional Retail Opportunities and Great Demographics

More than **700 new townhomes, condominiums, apartment homes, and lofts** have been built or planned in or near The Alameda Business District. These homes have brought **thousands of new consumers** ready for **new dining and shopping experiences**. In addition, **Downtown's numerous residents are just steps away** and often frequent popular establishments on The Alameda.

The Business District boasts **some of San Jose's most affluent and sophisticated residents**. These demographics, combined with the **district's walkability, unique shops and restaurants**, and ideal location make it the **perfect place for retail and other development opportunities**.

Three Mile Radius	The Alameda
Population	208,551
Households (HH)	73,797
Average HH Income	\$86,531
Median Age	32
College 1-4 + Years	51%

Redevelopment Investments Bolster Thriving Neighborhood

The Alameda was **designated as a Neighborhood Business District in 1990 and was adopted as a Redevelopment Project Area in 1991**. Through strategic investments, the San Jose Redevelopment Agency (SJRA) has **enlivened and enhanced the district** with such projects as new sidewalks; a lush canopy of street trees; colorful street banners; attractive median islands; increased parking; antique-style streetlights; business association support; public/private partnerships; storefront upgrades; the renovation of the historic railroad overcrossing; and assistance for several new market rate housing developments.

Guided by The Alameda Neighborhood Business District Revitalization Strategy, the Redevelopment Agency has invested almost \$10 million in the district, which has leveraged an estimated \$203 million in private new development.

Key investments include:

- ▶ Support for new homes—The Lofts on The Alameda, Avalon on The Alameda, and the Cahill Park townhomes provide innovative housing options
- ▶ Extensive New Streetscapes— Improvements have created a welcoming pedestrian-friendly environment with a strong 'sense of place' for visitors and residents alike
- ▶ Billy De Frank Center—Extensive renovation improved one of the bay area's most vital Gay, Bisexual, and Transgender Community Centers
- ▶ Storefront improvements—More than 60 facade projects have helped area businesses thrive

Perfect Location

The Alameda is just a short distance from Downtown San José, Mineta San José International Airport, the HP Pavilion (home of the Sharks Hockey Team), and offers convenient access to light rail and major freeways.



About San José

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



"The beautiful neighborhood surrounding The Alameda was the perfect infill location for our Georgetown Townhomes. The new homes helped enhance the already thriving and vibrant Business District."

Joe Head, President and CEO, SummerHill Homes



The SJRA has invested almost \$10 million in The Alameda which has leveraged an estimated \$203 million in private new development, including over 700 new homes.