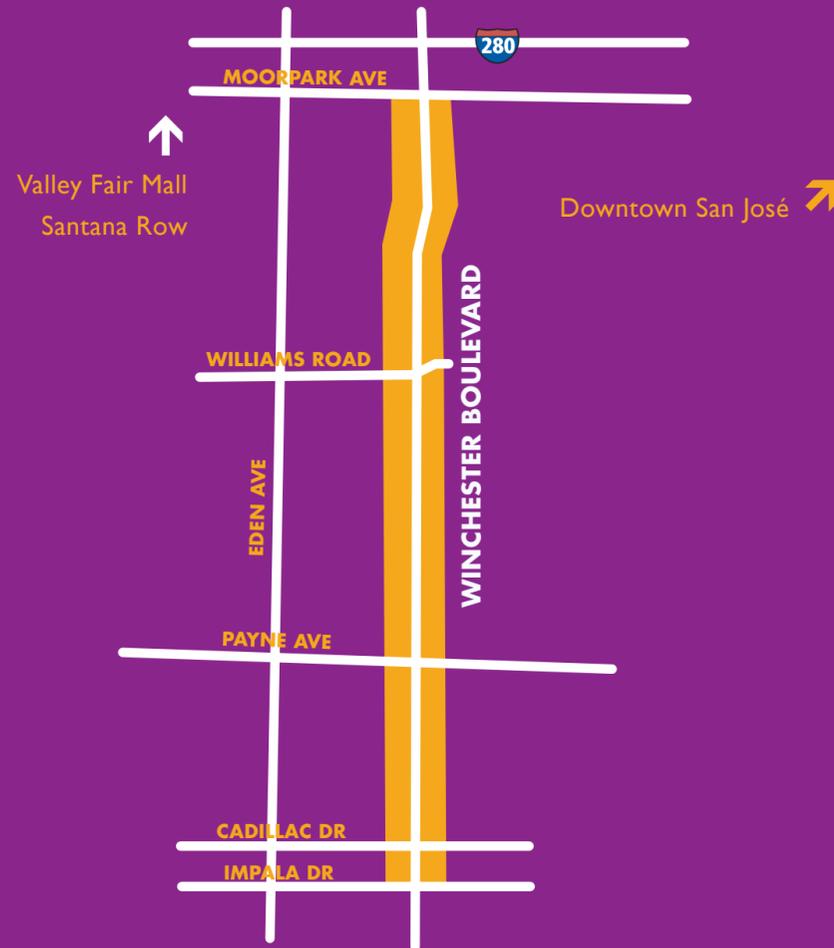


## Winchester Boulevard Neighborhood Business District



### San Jose Redevelopment Agency

The Redevelopment Agency's Neighborhood and Business Development Division (NB&D) 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 Winchester Boulevard Business District, available retail sites, and city services, please contact:

**San Jose Redevelopment Agency  
Neighborhood & Business Development Division**  
email: [sanjoseretail@sanjoseca.gov](mailto:sanjoseretail@sanjoseca.gov)  
website: [www.sjredevelopment.org](http://www.sjredevelopment.org)  
retail website: [www.sanjoseretail.com](http://www.sanjoseretail.com)  
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### SAN JOSE REDEVELOPMENT AGENCY

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



Spring 2006

## Winchester Boulevard



Business District  
San José

# Winchester Boulevard Business District

## Great Destination for Restaurants and Entertainment

The Winchester Boulevard Business District serves as one of the **main thoroughfares between the cities of San José and Campbell**. The Business District has a **diverse** mix of **retail and family-friendly restaurants and businesses**. The nearby area features popular entertainment and shopping venues including the Century Theaters, Winchester Mystery House, CineArts (a new boutique theater), and the Santana Row and Westfield Valley Fair Shopping Centers.

## Diverse Array of Established Businesses and Attractions

Winchester Boulevard is home to everything from local favorites such as the popular Krung Thai, a famous Thai restaurant, to national mainstays like Starbucks, Blockbuster Video and Toys R Us. The district's vast array of businesses include the ever fashionable women's boutique, Designer's Corner, a bustling grocery store, and a soothing day spa.

The district **hosts a near perfect blend of neighborhood serving businesses** that make it especially popular with surrounding neighborhoods. The boulevard's attractions and national retailers receive visitors from the **entire region and beyond**.

## Solid Demographics Emerging Retail Opportunities

New and proposed developments along Winchester Boulevard create additional retail opportunities for new businesses. Recently, **more than 200 new homes have been built in the area**. The growing population has **created a substantial demand** for additional retail and dining establishments.

The residents living in the established, family-friendly neighborhoods adjacent to Winchester Boulevard have **considerable disposable income**. This emerging **area's prime location** makes it perfect for retail opportunities.

Three Mile Radius	Winchester Boulevard
Population	237,271
Households (HH)	92,158
Average HH Income	\$89,819
Median Age	36
College 1-4 + Years	69%

## Recent Investments Contribute to Vitality

Winchester Boulevard was adopted as part of the Strong Neighborhoods Initiative Redevelopment Project Area in 2002. The San Jose Redevelopment Agency's (SJRA) efforts to complement the character of the area have included sycamore street trees, distinctive street banners, median islands with well-designed landscaping, business association support, and more. Several storefront improvement projects have helped to enliven area businesses. So far, the Agency has invested nearly \$2.3 million in the district.

### Key investments include:

- ▶ Streetscape Improvements—A full canopy of street trees, new landscaped median islands, and distinctive street banners provide visual excitement.
- ▶ Facade Improvement Program—Several storefront improvement projects have helped to enliven area businesses.

### Great Location

Winchester Boulevard is only minutes from Downtown San José, Norman Y. Mineta San José International Airport and major regional shopping centers. This well-traveled business corridor is easily accessible from Highways 17 and 85, and Interstate 280, with traffic counts of more than 32,000 cars per day.



### About San José

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



"Since the early 1960's, Century Theatres have helped anchor Winchester Boulevard, and continue to be some of the most popular theaters in the nation. The adjacent shopping and dining options make this district a premier Silicon Valley entertainment destination."

Raymond W. Syufy, CEO of Century Theatres



"The Winchester Boulevard Business Association has really helped to promote the district, aid small businesses, and anchor retailers. The district is an ideal place to locate a new business."

Shozo Kagoshima, General Manager of Winchester Mystery House