CITY OF SAN JOSE
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News Release

San Jose Redevelopment Agency

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Eastside Shopping Center to Undergo Face-lift

San Jose Redevelopment Agency funds improvements

***San José* ---** An agreement to renovate the southwest corner of Story and King Roads shopping center with assistance by the San Jose Redevelopment Agency (SJRA) was approved today by the Agency Board.

The "Owner Participation Agreement" calls for the investment of $240,000 by the SJRA and $360,000 by the property owners to fund facade improvements for the Tropicana Foods Market. Changes at Tropicana Foods located at 1630 Story Road will include a new storefront, a new tower, shopping cart storage, signs, paint, trash enclosure and a covered loading dock.

"These improvements continue our strong commitment to work with our business partners at a location critically important to residents in nearby neighborhoods," said San Jose Mayor Ron Gonzales. "The result will be a more attractive and competitive commercial center that will help these businesses to thrive, provide services to San Jose residents, and strengthen our community's economy."

The facade improvements at the southwest corner of Story and King are part of an overall redevelopment plan to assist in the revitalization of the Story and King Roads intersection. The plan includes facade renovations for five different buildings, parking lot improvements over the next three years, and a new retail center at the corner.

"The neighborhood has asked for improvements to be made to the shopping center for many years," said Councilmember Nora Campos, who represents part of the Story and King area on the city council. "I am pleased to see these renovation projects move forward. These improvements will enhance the economic revitalization efforts in this area."

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The Tropicana Land Company, a general partnership of Hung (Henry) Nguy, Lai Ching Huang, Ruey Ting Cheng and Daniel E. Duran, has owned Tropicana Foods market since 1983. The market has supplied the local community with tortillas made on site, fresh meat, produce and Mexican specialty pastries.

"We are excited to be a partner with the Redevelopment Agency to improve the area for the community," said Henry Nguy, one of the partners of the Tropicana Land Company. This is a great opportunity for our business and the existing businesses in this shopping center."

In addition to the Tropicana Foods market, the SJRA plans on bringing several other properties forward for exterior facade and parking lot improvements in early 2005.

The revitalization of the intersection at Story and King Roads, an existing SJRA Neighborhood Business District, began in the early 1990s when the community requested improved retail opportunities with access to more goods and services in the neighborhood.

"Our long-term strategy for public-private partnership has been very effective to revitalize neighborhood business districts and commercial centers," said Harry Mavrogenes, Executive Director for SJRA. "Our investment, along with that by the property owners, is another excellent example of using our community's combined resources to make a difference in the quality of life for the people of San Jose."

The SJRA's Façade Improvement Program (FIP) helps business and property owners in the Downtown and other San José Neighborhood Business Districts with grants to renovate building facades to increase visibility and attract new customers. Eligible improvements include new paint, awnings, awnings, storefronts, doors, windows, lighting, signage, fences and landscaping.

Since 1987, the SJRA has invested more than $18 million in the Neighborhoods and Downtown for facade improvements.

The San Jose Redevelopment Agency is dedicated to creating jobs, building housing, and improving the lives of all who live and work in San José. Governed by the City Council, the Redevelopment Agency partners with business and the community to achieve economic revitalization in the Downtown, our technology parks and industrial areas, and our neighborhoods.

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