

For Immediate Release:
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The Community is invited to the 3rd Visioning Workshop on The Alameda: A Plan for “The Beautiful Way” Project

The Visioning Workshop is the third of four community meetings

Event: The Alameda Steering Committee, San Jose Redevelopment Agency and the City of San Jose will host a community outreach meeting for The Alameda: A Plan for “The Beautiful Way” project.

When: **Thursday, January 28, 2010**
6:00 p.m. – 8:00 p.m.

Where: Westminster Presbyterian Church
1100 Shasta Avenue (at the Alameda)

Who: Councilmember Pierluigi Oliverio, District 6
Abi Maghamfar, Deputy Executive Director, San Jose Redevelopment Agency
The Alameda Steering Committee
Technical Advisory Committee

Background: The community is invited to a visioning workshop for *The Alameda: A Plan for “The Beautiful Way”* Project. This meeting will focus on review concepts for urban design, streetscape and transportation improvements for The Alameda. A presentation will be followed by a group discussion about the proposed conceptual plans and design solutions. Community participation and input will identify preferences and priorities which will help shape the final plan of The Alameda.

More than 100 community members attended each of the first two community meetings where they gave input to the project team on a variety of topics that focused on issues such as traffic, pedestrian, safety and image.

In 2008, the San Jose Redevelopment Agency and The Alameda community were awarded a \$250,000 State Caltrans Community-Based Transportation Planning Grant to begin a visioning process for The Alameda as a

transportation-oriented corridor, matched with a \$50,000 Redevelopment Agency fund. The project will cover approximately 1.5 miles between Diridon Station and Interstate 880 and will focus on making a more pedestrian and bicycle-friendly environment. Key elements of the project will include traffic calming, crosswalks, and the preservation of the area's historic elements. To learn more about the project, visit <http://www.sjredevelopment.org/TheAlamedaTransportationImprovements.htm>.

The Alameda Neighborhood Business District (NBD) is one of eight NBDs located in a San Jose Redevelopment Project Area. To date, the Redevelopment Agency has invested more than \$10 million in the Alameda NBD, including approximately \$50,000 for the *The Alameda: A Plan for "The Beautiful Way,"* leveraging approximately \$203 million in private investment. Additionally, The Alameda Business Association was recently awarded the 2009 State of California's Governor Historic Preservation Award in recognition of the Association outstanding achievements in the field of historic preservation. For more information about the San Jose Redevelopment Agency, visit www.sjredevelopment.org.

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