

For Immediate Release:
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**Historic Building Restoration in
The Alameda Neighborhood Business District Completed**
*San Jose Redevelopment Agency provided grant to restore the building back to its
original 1920s design*

Event: The San Jose Redevelopment Agency, the City of San Jose, and the Alameda Business Association will join Biggs Cardosa Associates to celebrate the restoration of this historic building.

When: Wednesday, September 2, 2009, 5:30 p.m. – 7:30 p.m.
6:00 p.m. Speaking Ceremony and Ribbon Cutting
6:30 p.m. Open House

Where: 865 The Alameda (at Rhodes Court)

Who: Councilmember Pierluigi Oliverio, District 6
Janet Kern, Deputy Executive Director, San Jose Redevelopment Agency
Mark Cardosa, Vice President, Biggs Cardosa Associates
Larry Clark, Treasurer, Alameda Business Association

Background: The San Jose Redevelopment Agency, in partnership with Biggs Cardosa Associates, a structural engineering firm, completed a project to restore Biggs Cardosa's historic building to its original design. Built in 1927 as the Leland Cerruti Packard Motor Car dealership, the building now features replications of the original front door, decorative tile and exterior artwork. The Redevelopment Agency provided an \$80,000 grant to preserve the building facade.

The Alameda, known as the "Grand Boulevard" is part of the historic El Camino Real and serves as a gateway to Downtown San Jose. Established as a redevelopment project area, the Alameda Neighborhood Business District (NBD) has partnered with the San Jose Redevelopment Agency to complete several improvement projects, including new sidewalks and landscaping, increased parking, and assistance for several new market-rate housing developments. The Alameda has also received a grant from Caltrans for The Alameda: A Plan for "The Beautiful Way", a vision to reinvigorate a commercial center, encourage multi-modal transportation, and foster economic and residential development.

The Alameda NBD is one of eight NBDs located in a San Jose Redevelopment Project Area. To date, the Redevelopment Agency has invested more than \$280 million throughout the eight NBDs, including more than \$10 million in the Alameda NBD,

leveraging approximately \$203 million in private investment. For more information about the San Jose Redevelopment Agency, visit www.sjredevelopment.org.

To learn more about The Alameda: A Plan for The Beautiful Way Project Caltrans Community Based Transportation Grant, visit <http://www.sjredevelopment.org/TheAlamedaTransportationImprovements.htm>

To join the Alameda Business Association, please contact Maria Le at (408) 795-1859 or at maria.le@sanjoseca.gov or visit <http://www.the-alameda.com>.

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