

For Immediate Release:
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The community is invited to attend the final community visioning meeting for “The Alameda: A Plan for The Beautiful Way” Project

*(The transportation, land-use, and streetscape plan will be
presented at the meeting)*

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

When: Wednesday, April 7, 2010
6:00 p.m. – 8:00 p.m.

Where: Westminster Church
1100 Shasta Avenue
San Jose, CA 95128

Who: Councilmember Pierluigi Oliverio
Harry S. Mavrogenes, Executive Director, San Jose Redevelopment Agency
The Alameda Steering Committee
Technical Advisory Committee

Background: The community is invited to the final visioning meeting for *The Alameda: A Plan for the Beautiful Way*. More than 100 community members attended each of the three previous community meetings, where they gave suggestions to enhance the historic corridor as a revitalized retail center. This final meeting will include a presentation of a comprehensive transportation, land-use, and streetscape conceptual plan for The Alameda and a discussion about next steps, including funding sources and first phase improvements.

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 designing The Alameda as a transportation oriented corridor. The project will cover approximately 1.5 miles between Diridon Station and Interstate Route 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. For more information about the San Jose Redevelopment Agency, visit www.sjredevelopment.org.

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