

For Immediate Release:
September 30, 2009

Contact:
Helen Duong, (408) 795-1807
San Jose Redevelopment Agency
helen.duong@sanjoseca.gov

The Community is invited to Offer their input on *The Alameda: A Plan for "The Beautiful Way"* Project

Tonight's kick-off event is the first of three community meetings

Event: The Alameda Steering Committee, San Jose Redevelopment Agency, and the City of San José will host the first community outreach meeting for *The Alameda: A Plan for the "Beautiful Way."*

When: **Wednesday, September 30, 2009**
6:00 p.m. – 8:00 p.m.

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

Who: San José Mayor Chuck Reed
Councilmember Pierluigi Oliverio, District 6
Harry S. Mavrogenes, Executive Director, San Jose Redevelopment Agency
The Alameda Steering Committee
Technical Advisory Committee

Background: *The Alameda: A Plan for "The Beautiful Way,"* is a vision to reinvigorate the commercial center, encourage multi-modal transportation, serve residents of surrounding neighborhoods, transit users, and business owners; contribute to a more livable and cohesive community; and foster economic and residential development.

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 transportation oriented corridor, matched with a \$50,000 Agency fund. 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, improved crosswalks, and the preservation of the area's historic elements. To learn more about the project, contact Eva Klinger at (408) 795-1857 or 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, leveraging approximately \$203 million in private investment. For more information about the San Jose Redevelopment Agency, visit www.sjredevelopment.org.

#