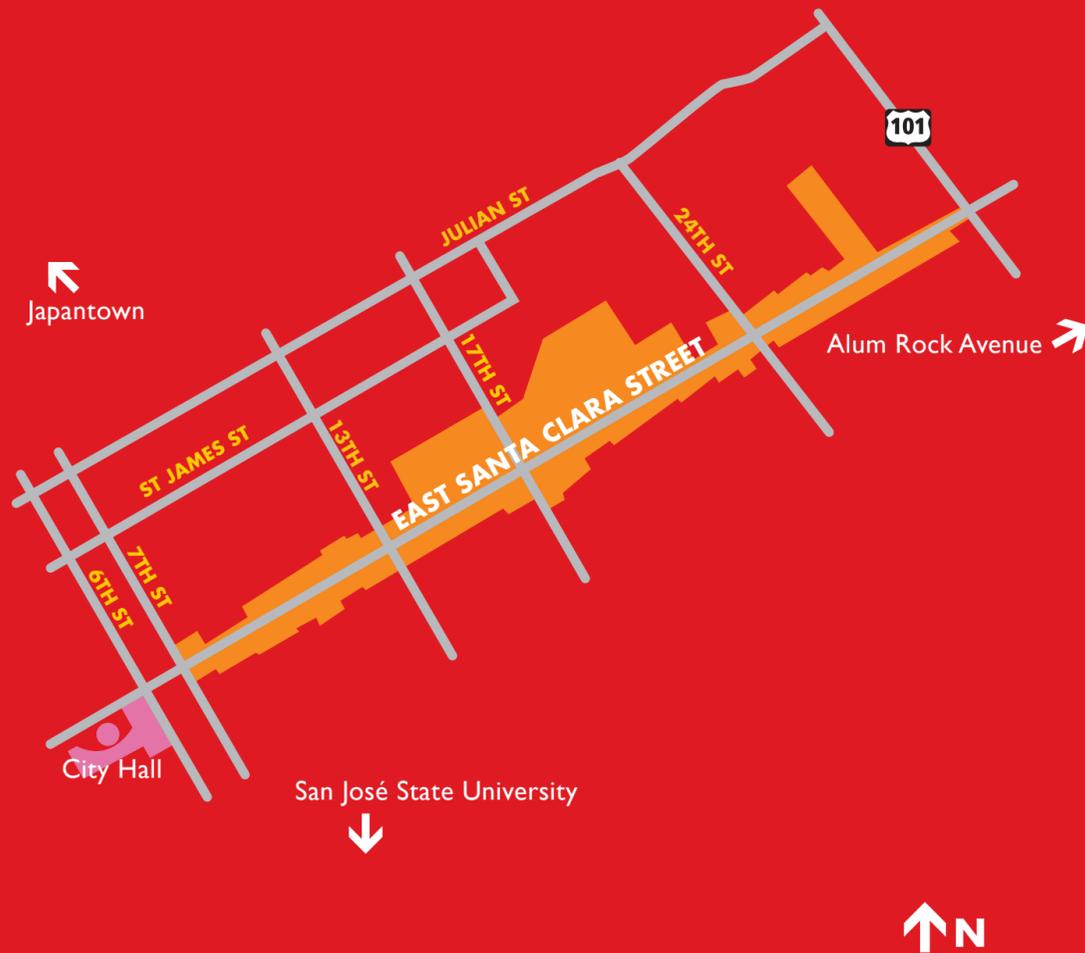


## East Santa Clara Street Neighborhood Business District



### San Jose Redevelopment Agency

The Redevelopment Agency's Neighborhood and Business Development Division (N&BD) has programs to improve commercial districts by upgrading building facades and signage; funding the construction of street and sidewalk improvements, new pedestrian lighting, banners and trees; constructing medians and parking lots; and undergrounding of utilities.

Additionally, the Neighborhood Business District program supports business associations; provides retail recruitment and retention assistance; offers marketing programs and business training; and makes referrals to business development resources to provide healthy vital neighborhoods for San José residents.

### Contact Us

For more information about the East Santa Clara Street Business District, available retail sites, and city services, please contact:

**San Jose Redevelopment Agency  
Neighborhood & Business Development Division**  
email: [sanjoseretail@sanjoseca.gov](mailto:sanjoseretail@sanjoseca.gov)  
website: [www.sjredevelopment.org](http://www.sjredevelopment.org)  
retail website: [www.sanjoseretail.com](http://www.sanjoseretail.com)  
phone: 408.535.8500

**SAN JOSE REDEVELOPMENT AGENCY**  
200 E. Santa Clara Street, 14th Floor  
San José, CA 95113



Summer 2006

## East Santa Clara Street



Neighborhood Business District

# San José

# East Santa Clara Street Business District

## Energetic, Historic, and Home to San Jose's Newest Landmark

The East Santa Clara Business District serves as the main **east-west gateway between downtown San José and the vibrant neighborhoods of east San José**. The Business District is home to the **new City Hall**. It is a short distance from both **San José State University** and **Dr. Martin Luther King Jr. Library**, one of the largest libraries west of the Mississippi.

Serving adjacent historic neighborhoods, including the Hensley Historic District, Naglee Park, and the colorful enclave of Little Portugal, the East Santa Clara Street Business District is a **vibrant, pedestrian-friendly shopping corridor** with diverse shops and flavorful restaurants. With new residents moving to the surrounding neighborhoods and revitalizing historic homes, the Business District has emerged as a **very desirable place to call home**.

## Established Businesses

East Santa Clara Street has a wide variety of family-friendly local and regional-serving restaurants, shops, and services. The Business District offers everything from medical supplies, pharmacies, and health services to unique wedding shops, tailors, tasty ethnic restaurants, and specialty food stores.

## Plentiful Retail Opportunities Growing Demographics

The Business District is home to the recently opened new City Hall, which has brought nearly 2,000 new office workers who are eager to find new lunch spots, coffee houses, and specialty stores. Several hundred more people per day frequent the new City Hall, making the Business District an ideal location to start a new business.

As a prime gateway to downtown, East Santa Clara Street is convenient to numerous shoppers from both surrounding neighborhoods and a growing downtown. These downtown and neighborhood residents have high disposable incomes and are ready to find new dining and retail experiences.

Three Mile Radius	East Santa Clara Street
Population	285,000
Households (HH)	73,858
Average HH Income	\$76,373
Median Age	31
College 1-4 + Years	41%

## Redevelopment Investments Contribute to Thriving Neighborhood

East Santa Clara Street was designated as a Neighborhood Business District in 1984 and adopted as a Redevelopment Project Area in 1988. The San Jose Redevelopment Agency's (SJRA) efforts to enliven the Business District have included the renovation of a major park, storefront upgrades, expanded parking, innovative housing programs, new sidewalks, street trees, eye-catching street banners, antique-style streetlights, the renovation of the historic Coyote Creek Bridge, business association support, and the construction of a state-of-the-art elementary school.

Guided by the East Santa Clara Street Neighborhood Business District Revitalization Strategy, the Redevelopment Agency has invested more than \$19 million in the Business District. The Agency's investment has leveraged an estimated \$54 million in private new development, including over 110 new homes.

### Key investments include:

- ▶ **Roosevelt Park**—Extensive renovation, which included a new tot lot and roller hockey rink, has transformed this park into a popular destination and the new traffic signal provides safe neighborhood access
- ▶ **Horace Mann Elementary School**—This \$27.5 million elementary school features an innovative architectural design, exciting public art, and has attracted national attention
- ▶ **Housing Programs**—Successful pilot housing programs, such as first-time homebuyer and housing rehabilitation, have increased home ownership, beautified the neighborhood, and served as models for other City programs
- ▶ **Storefront Upgrade Projects**—Nearly 80 facade projects have helped renew area businesses

### Ideal Location

East Santa Clara Street is the prime eastern gateway to Downtown San José, minutes from Mineta San José International Airport and offers convenient access to light rail and major freeways.



### About San José

- ▶ 10th largest city in America
- ▶ Almost 1 million people
- ▶ 300 days of sunshine a year
- ▶ High disposable income



"We were convinced that we should locate our new restaurant near the new City Hall. East Santa Clara Street is a lively district and we wanted to be a part of the excitement."

Pauline Nguyen and Todd Le, Co-owners of Saigon 75



"I've been doing business on East Santa Clara Street for 24 years and I have seen many changes. The recent improvements have really enhanced this business district."

10th Street Pharmacy, Robert Holley, Owner and Pharmacist