

BUILD HOUSING AND INVEST IN EDUCATIONAL PROGRAMS

Housing

The Redevelopment Agency, through the City of San Jose Housing Department, has produced more than 11,000 units of affordable housing in San Jose, more than any other city in California. In addition, the Agency assisted in developing more than 9,000 market rate homes in our neighborhoods and downtown San Jose.

Key investments:

- affordable housing projects
- expansion of existing affordable housing
- youth shelter and emergency housing
- senior housing
- transit oriented homes near light rail
- mixed-use developments
- high-rise urban living

Invest in Our Future

The Redevelopment Agency is committed to supporting our children and families and helping them succeed by investing more than \$340 million for educational programs, services and facilities in neighborhoods and downtown San Jose.

Key investments:

- creating additional childcare spaces
- renovate existing childcare facilities
- construct new childcare facilities, schools, libraries and museums
- housing rehabilitation loans and grants

Redevelopment encourages the construction of homes near shopping, employment centers and transit to make San Jose more green and allow residents to spend less time in traffic

LEARN MORE

Redevelopment Works
www.sjredevelopment.org

Downtown San Jose Retail Opportunities
www.sanjoseretail.com

Live, Work, Learn and Play in Downtown San Jose
www.sjdowntown.com

Strong Neighborhoods Initiative (SNI)
www.strongneighborhoods.org

San Jose Redevelopment Agency

200 E. Santa Clara Street, 14th Floor, San Jose, CA 95113
phone: 408.535.8500 fax: 408.292.6755
email: redemptionworks@sanjoseca.gov



Printed on recycled paper with soy-based inks
Author: Helen Duong, Designer: Paul Asper, Editor: Nancy Price

Spring 2009



SAN JOSE REDEVELOPMENT AGENCY

PRESERVE + CREATE + BUILD

2000s



Dr. Martin Luther King Jr. Library
2003



San Jose BioCenter 2004



California Theatre
2004



Plaza de San José 2005



Guadalupe River Park & Gardens
2005



Starbird Youth Center 2007



Clean Technology 2008



High-Rise Housing 2009

view more projects at
sjredevelopment.org

REDEVELOPMENT IS ABOUT RESULTS

The **San Jose Redevelopment Agency**, in **collaboration** with many partners, private and public, has helped **rejuvenate** the City of San Jose's **downtown** and **neighborhoods**, while empowering San Jose's future generations and industries. The Agency's **investments** have **cemented** San Jose as one of the **world's leading centers** for innovation and technology, enabling the City to continually attract local and national developers and corporations, setting the stage for the City to become a leader in **clean tech innovation**. The Agency continues to evolve by generating **new ideas, projects** and **programs** to serve the needs of the **people of San Jose**.

PRESERVE AND INVIGORATE OUR COMMUNITY

Downtown San Jose

Since 1977, the Agency has invested nearly \$2 billion to improve downtown San Jose. The renewed, pedestrian-friendly downtown sprouts high-rise towers with stunning views, distinct neighborhood districts and a thriving arts, culture and entertainment scene.

Key investments:

- preserve historic landmarks and structures
- assist small businesses with loans and grants
- support retail and business development
- build housing and cultural facilities
- park developments and flood protection

No new taxes are levied to fund redevelopment; projects are funded using existing property taxes as they grow over time with the help of revitalization projects

San Jose Neighborhoods

Approved in 2000, the Strong Neighborhoods Initiative (SNI) is a comprehensive neighborhood revitalization program led by the San Jose Redevelopment Agency, in partnership with the City of San Jose and the community to build clean, safe and attractive neighborhoods. More than \$2.7 billion in public and private funds have been invested in 19 neighborhoods.

Key investments:

- build new parks, community centers, public art and libraries
- update new school facilities and youth centers
- traffic calming and safety initiatives
- housing rehabilitation loans and grants
- strengthen and support neighborhood-serving businesses
- street and pedestrian improvements
- neighborhood beautification and clean-up
- storefront improvement grant program
- signage grant program

CREATE JOBS, NEW INDUSTRIES AND SUPPORT BUSINESSES

Industries and Innovation

The Agency has invested nearly \$600 million in infrastructure that supports San Jose's innovative business community. San Jose's five industrial redevelopment areas are the engine of the City's economy, home to nearly 2,700 companies with more than 80,000 employees.

The Agency's investments in these areas, as well as its support of San Jose's business incubator programs, have spurred economic development and helped make San Jose the world's center of innovation.

Key investments:

- construct transportation and public facilities
- develop business and technology incubators
- land use and economic development policy updates
- establish San Jose as a clean technology hub
- park developments and flood protection

Neighborhood Business Development

The Agency supports businesses in San Jose by investing more than \$284 million to revitalize neighborhood-serving commercial areas. The Agency supports business clusters and eight neighborhood business districts: West San Carlos, East Santa Clara, Story Road, Alum Rock, Japantown, Luna Park, The Alameda, and Winchester. Ninety-five percent of the businesses located within the business districts are small businesses.

Key investments:

- support, promote and market neighborhood-serving small businesses
- improve storefronts and streetscapes
- develop incentives for new housing and retail
- create educational seminars for small businesses

San Jose's Redevelopment Project Areas encompass approximately 16 percent of total area, but provide more than 25 percent of all jobs city-wide

San Jose Redevelopment Agency selected highlights:

1970s



Rincon de Los Esteros Technology Park 1974



Edenvale Technology Park 1976

1980s



Neighborhood Business District Program Created 1984



Fairmont Hotel 1987



San Jose McEnery Convention Center 1989



Plaza de César Chávez Park 1989

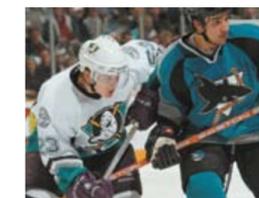
1990s



San Jose Museum of Art New Wing 1991



Sainte Claire Hotel Renovation 1992



HP Pavilion/San Jose Arena 1993



Adobe Systems Headquarters West/East Towers 1996/1998



Villa Torino Housing 1997

2000s



Strong Neighborhood Initiative (SNI) Project Area Adopted 2002

>>