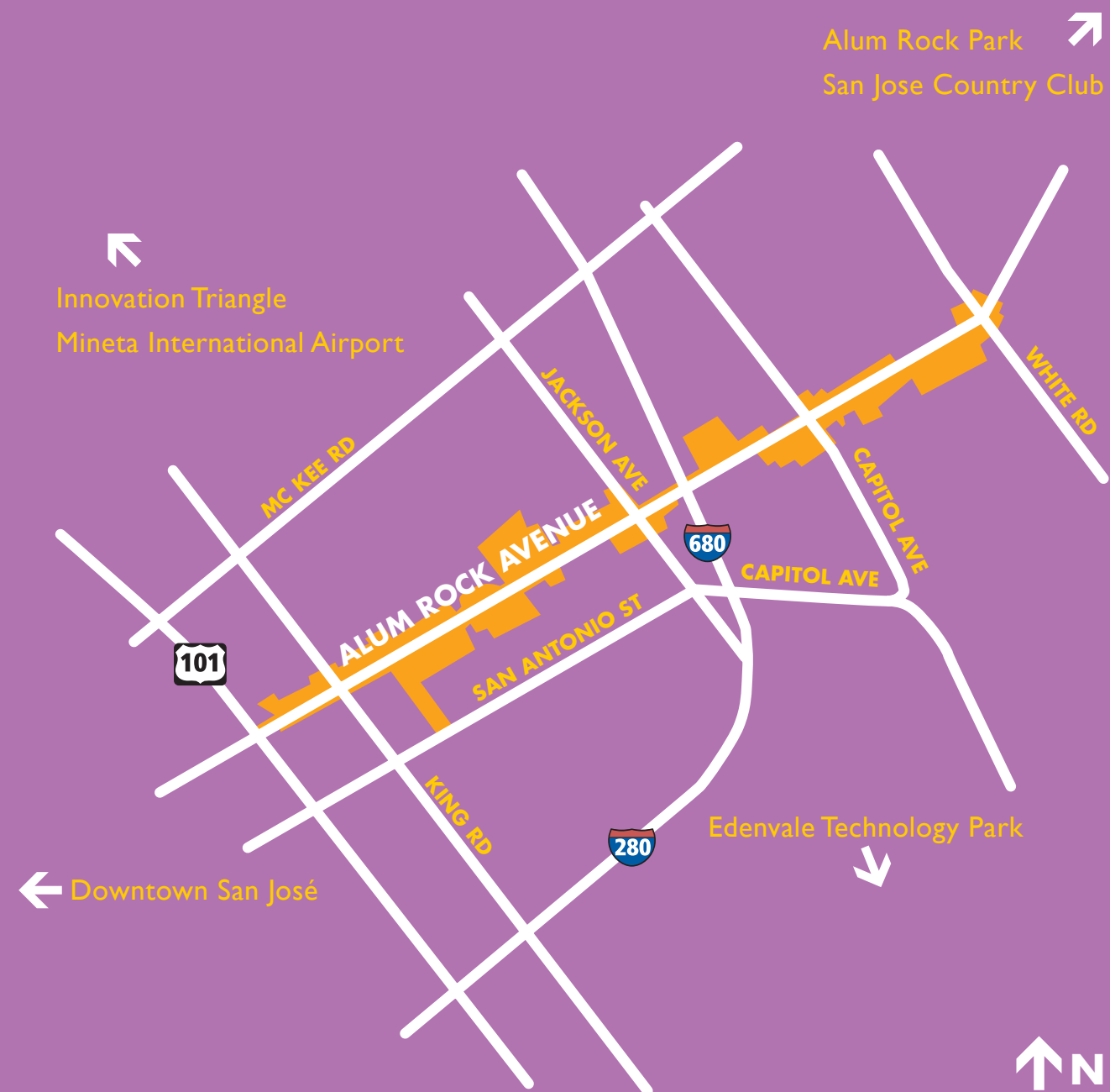


Alum Rock Avenue Neighborhood Business District



San Jose Redevelopment Agency

The SJRA Neighborhood Business District (NBD) program improves 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 moving of utilities underground.

Additionally, the NBD 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 Alum Rock Avenue Neighborhood Business District, untapped retail opportunities, and city services, please contact:

**San Jose Redevelopment Agency
Neighborhood & Business Development**
 email: bizconnect@sanjoseca.gov
 website: www.sjredevelopment.org
 retail website: www.sanjoseretail.com
 phone: 408.794.1000

Alum Rock Avenue



San José



Along the Avenue

With a **history dating back to the mid-1800s**, the Alum Rock area has long been an important and **vital retail shopping and social gathering place** in San José.

A San José Gateway

Located on the city's east side, Alum Rock is the **gateway to Mount Hamilton**, the **University of California's Lick Observatory**, beautiful **Alum Rock Park**, and **San Jose Country Club** in the **east foothills**.

The area's main thoroughfare is Alum Rock Avenue (State Hwy 130). This 2.25-mile commercial corridor runs from Hwy. 101 east to Manning Avenue and is surrounded by residential neighborhoods. Alum Rock's commercial district includes the charm of **Little Portugal** and the **Village** shopping areas.

Established Businesses

The variety of businesses along the avenue reflects the flavor of Alum Rock with long established businesses, such as PW Market, Peter's Bakery, Reed's Sporting Goods, Souza's Restaurant, Ducummon's Sporting Goods and Orchard Supply Hardware.

Retail Opportunities Abound

In 2000, local residents spent more than **\$528 million outside the Alum Rock Avenue trade area** for retail goods and services, indicating **significant need** for more retail establishments. This leakage of retail dollars has almost **quadrupled since 1994**.

Increased resident incomes combined with a **growing population** also contribute to the need for **quality retailers** along the avenue, including: general merchandise, home products, apparel, specialty retail, office supplies, copying services and dining.

Alum Rock Avenue Demographics The Numbers Tell the Story

The residents of **Alum Rock are young, educated**, and have **significant disposable income**. The median age is 31 and **nearly two-thirds own their homes**. Families make up 83 percent of households. The emerging and unrecognized market strength of this market area compares favorably with long-established markets, such as Willow Glen and The Alameda.

Three Mile Radius	Willow Glen	The Alameda	Alum Rock
Population	245,813	224,432	232,019
Households (HH)	77,859	73,797	55,188
Average HH Income	\$88,174	\$86,531	\$89,142
Median HH Income	\$61,441	\$68,329	\$72,831
College 1-4 + Years	31%	51%	44%
Car Trips Per Day	21,000	30,000	50,000

Market Diversity & Affluence

Within a three-mile radius of Alum Rock Avenue and White Road, the population is almost a third Asian and 48 percent Latino. In fact, America's most affluent large concentration of Latino consumers is in the Alum Rock trade area.

Investments + Accomplishments = Better than Ever

Alum Rock Avenue was designated as a Neighborhood Business District (NBD) in 1984 and adopted as a Redevelopment Project Area in 1988. The city's commitment to development along the avenue has been demonstrated by many visible improvements, including 83 new building facades, new or improved public parking lots, and streetscape additions, such as street trees and median islands.

Since 1988

- ▶ A total of \$53.7 million invested in the Alum Rock redevelopment area by the San Jose Redevelopment Agency (SJRA)
- ▶ Attracted more than \$321 million in private investment for the community
- ▶ A 69% increase in number of businesses and a 65% increase in employees (1988-2001)
- ▶ More than 1,000 new housing units built with the assistance of SJRA and the City of San José

During the last several years, **development of milestone projects** has given residents and business owners along Alum Rock Avenue even more reason to be proud of their community and has resulted in **improving the vitality** along the avenue, including:

- ▶ Mexican Heritage Plaza—One of the largest Latino cultural centers in the nation
- ▶ Alum Rock Youth Center—The center has wireless Internet capability and serves thousands of local children
- ▶ Alum Rock Branch Library—This large library features a community meeting room, a reading room with a fireplace, and an Internet café
- ▶ Free parking in The Village—This main-street retail area has more than 300 spaces

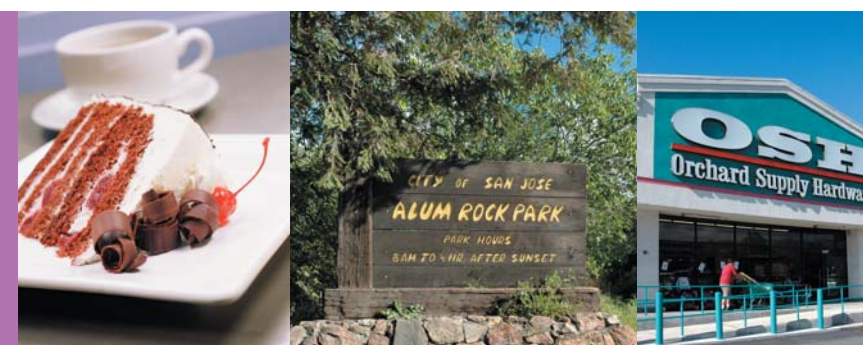
The Place to Be

The Alum Rock business district offers fantastic opportunities for retailers wanting to tap this flourishing part of San José. Alum Rock is only minutes from the creative urban center of Downtown San José and Mineta International Airport. Easy access to major freeways, expressways and city main streets gets Alum Rock residents to top employers in South San Jose's Edenvale Technology Park, North San Jose's Innovation Triangle, or other employment centers in Silicon Valley.



About San José

- ▶ 11th largest city in America
- ▶ Almost 1 million people
- ▶ 300 days of sunshine a year
- ▶ Highest disposable income in the country



"Alum Rock has great, untapped potential for retailers and developers. The demographics are very strong and the residents want more and better retail options."

Rogelio Ruiz, owner, La Bodega restaurant



The 55,000 sq. ft. Mexican Heritage Plaza, funded by the SJRA, serves as a regional hub for cultural events and education. The complex includes a 500-seat theater, exhibit space and hosts the annual International Mariachi Festival.