

## West San Carlos Street 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 undergrounding of utilities.

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 West San Carlos Neighborhood Business District, untapped retail opportunities, and city services, please contact:

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## West San Carlos Street



Neighborhood Business District

# San José



**SAN JOSE REDEVELOPMENT AGENCY**



# West San Carlos Business District

## Eclectic and Vibrant

Nicknamed San Jose's "Restaurant Row" and "Antique Row", West San Carlos Street is known regionally for its distinctive mix of restaurants, antiques, and shops.

The area serves as the main business corridor between Downtown San José and key destinations, such as Santana Row and Westfield Valley Fair shopping centers. As a major transportation corridor through San José, West San Carlos Street has been identified by the City for future development intensification.

As one of the most historic areas in Santa Clara County, this area was originally home to canneries and nearby orchards. Reminders of San Jose's rich agricultural past can be seen throughout the West San Carlos business district, including the preservation of the Del Monte water tower, renovated historic buildings and bungalows, an artistic fence with agricultural symbols, antique shops, and the annual Luther Burbank Jamboree event. The neighborhoods surrounding the Business District are some of the oldest in San José including: Rose Garden, Shasta-Hanchett, St. Leo's, Midtown, Buena Vista, and Burbank.

## Established Businesses

West San Carlos Street has a diverse mix of family-friendly local and regional-serving restaurants and shops. In addition to its many restaurants and antique dealers, there are businesses such as vintage clothing, sporting goods, automotive and motorcycle shops, home improvement, alternative music, and more.

## Abundant Retail Opportunities Strong and Growing Demographics

Recently, more than 2,700 new homes have been built or are planned in adjacent neighborhoods. These homes have brought thousands of new consumers in need of more quality retailers, including: home décor, apparel, office supplies, health and beauty, general merchandise and dining.

The young sophisticated residents surrounding West San Carlos Street have considerable disposable income, comparable to many long established markets. This emerging area's prime location and close proximity to both Santa Clara Valley Medical Center and O'Connor Hospital make it an ideal location for new retail opportunities.

Three Mile Radius	West San Carlos Street
Population	212,329
Households (HH)	77,385
Average HH Income	\$81,193
Median Age	33
College 1-4 + Years	58%
Car Trips Per Day	49,440

## Recent Investments Contribute to Livability

West San Carlos was designated as a Neighborhood Business District in 1990 and adopted as a Redevelopment Project Area in 1991. The San Jose Redevelopment Agency's (SJRA) efforts to complement and preserve the individuality of the area have included new landscaped median islands with palm trees and sculptural topiaries, sidewalks, colorful street banners, an artistic school fence, antique streetlights, business association support, public/property partnerships, individual storefront as well as major shopping center renovations, and more.

The SJRA investment of almost \$9 million in the West San Carlos Business District has leveraged approximately \$144 million in private investment. The SJRA's ongoing investment in the surrounding Burbank/Del Monte Strong Neighborhood also contributes to the business district's ongoing vitality.

## Key investments include:

- ▶ New median island landscaping—Palm trees and topiary sculpture creates an exciting thoroughfare
- ▶ West San Carlos Shopping Center—An extensive exterior renovation has bolstered this already popular shopping hub
- ▶ Luther Burbank School Fence—Students and teachers collaborated to create this beautiful artistic fence
- ▶ Storefront renovation projects— More than 40 facade projects have helped enliven area businesses

## Centrally Located

West San Carlos is only minutes from Downtown San José, Mineta International Airport, the popular HP Pavilion, and offers quick access to light rail and freeways.



### About San José

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



"As the major corridor connecting Downtown to Valley Fair and Santana Row shopping centers, West San Carlos Street is the prime location to build our 123-unit housing mixed-use project."

David Neale, President, CORE Development



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