



From Mission Street in Daly City to El Camino Real and The Alameda in San Jose

News Release

Media Contact: Kara LaPierre, Joint Venture,
408.938.1521

Grand Boulevard Initiative Names 2007 Award Winners

The Grand Boulevard Initiative announces its recognition of six projects that exemplify the goal of the Initiative to transform El Camino Real into a vibrant, safe and welcoming place to live, work and play. The projects, hailing from four jurisdictions in two counties, differ in method and scope, but all represent improvements that will lead the corridor toward its potential.

The Grand Boulevard Initiative brings together 19 cities along El Camino Real in Santa Clara and San Mateo counties with transportation agencies, regional economic development associations, the business community, labor, environmentalists, and housing advocates to create a shared vision for the corridor. The awards recognize public and private projects and plans which represent high quality urban design and improve the boulevard's aesthetic appeal.

On Thursday, Nov. 8 from 5 p.m. - 6:30 p.m., a reception will be held to honor the project award winners at the San Mateo County History Museum in Redwood City. Representatives will be on hand to talk about the projects.

The Honorees are:

- ❖ Redwood City's Downtown Precise Plan
- ❖ Sunnyvale's Precise Plan for El Camino Real
- ❖ Top-of-the-Hill Transit and Streetscape Improvements, Daly City
- ❖ Trestle Glen Apartments at El Camino Transit Village, Colma/San Mateo County
- ❖ Villa Montgomery Apartments, Redwood City
- ❖ War Memorial Community Center, Daly City

The reception is sponsored by SAMCAR – the San Mateo County Association of Realtors®.

About the Grand Boulevard Initiative:

The Initiative is led by a partnership of:

- ❖ San Mateo County Transit District (SamTrans)
- ❖ VTA, the Santa Clara Valley Transportation Authority
- ❖ Joint Venture: Silicon Valley Network
- ❖ SAMCEDA, the San Mateo County Economic Development Association

The Grand Boulevard Initiative will succeed only with the enthusiastic support of public agencies, leading businesses, non-profit agencies, neighborhoods and community advocates – therefore the effort also includes businesses located on El Camino, environmentalists, labor, and advocates for housing, transit, bicyclists, and smart growth.

For additional information visit www.grandboulevard.net or contact Mike Garvey, Consultant to the Grand Boulevard Initiative, at 650.596.9047.

###