



neighborhood profile

eastlake business district

Located along International Boulevard and East 12th Street between 1st and 14th Avenues, the Eastlake District is comprised of an eclectic and diverse selection of businesses including many South East Asian owned stores.

Eastlake's central location in Oakland, just east of Lake Merritt, makes it a colorful and bustling destination for

customers. As one of Oakland's undiscovered gems, customers can still find convenient parking near their destinations.

As an Oakland Main Street program, the Eastlake community has organized itself to revitalize the neighborhood.

[see other side for more information >](#)

demographics

	½ MILE	1 MILE	3 MILES
Population	14,640	42,768	285,072
Average Household Income	\$37,743	\$43,620	\$60,585
Median Age	32.6	35.3	34.9
College Attendance	59.3%	61.3%	64.6%
White Collar Residents	58.2%	59.8%	63.6%
Median Home Value	\$337,000	\$272,500	\$410,000
Number of Employees	3,628	28,067	168,739

Demographic data from Demographics Now and DataQuick Information Systems.

traffic counts

CORRIDOR / LOCATION	PER DAY
Interstate 880 @ 5th Avenue	217,000
East 12th Street @ 5th Avenue	18,000

Traffic Counts from Traffic and Vehicle Data Systems Unit, Department of Transportation, State of California, 2000 and City of Oakland.



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access and visibility

- Freeway access from Interstate 880 at 29th Avenue
- Five minutes from Downtown Oakland
- More than 42,000 residents within a one-mile radius with an average household income of \$43,620

area promotions

- The annual Eastlake Unity Festival draws thousands of new shoppers to the district every summer
- District hosted the 2003 East Bay Tet (Vietnamese New Year) Festival

developments in area

- The \$2 million Eastlake Streetscape Improvement Project will provide pedestrian enhancements and new landscaping
- Located in the proposed Central City East Redevelopment Area, future improvement projects may be funded by tax increment financing

parking

- Abundant on-street spaces throughout the district

anchor businesses

- Foss Lampshade Studio
- Niman Ranch
- Kim Huang Jewelry
- Ming Hing, U.S.A.
- Tiem Thuoc Bac Saigon Herbs
- Cycle Depot
- La Estrellita Restaurant
- M.K. Thai Noodle Cafe
- Vida's Fish Restaurant
- Cam Huong Restaurant
- San Sung Market
- King of Kings Restaurant
- Happy Stop

contact

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