



neighborhood profile

fruitvale business district

The Fruitvale District lies in the heart of an ethnically and culturally diverse community. Fruitvale is emerging as a thriving, bustling commercial area. Latino, Asian, and African-American cultures live side by side. The result is a rich business mix offering ethnic foods, music, jewelry, and clothing from Mexico, El Salvador, Vietnam, China, and other countries.

The Fruitvale Main Street program brings together property owners, merchants, residents, and community organizations to promote International Boulevard.

In 2003, the 160,000 sq. ft. Fruitvale Village will open. This \$100 million project includes housing, shops, and office space in a spectacular pedestrian-friendly plaza.

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

demographics

	½ MILE	1 MILE	3 MILES
Population	15,250	47,051	277,890
Average Household Income	\$41,174	\$46,777	\$62,209
Median Age	27	28	33
College Attendance	47.2%	49.7%	63.4%
White Collar Residents	44.3%	49%	62.9%
Median Home Value	\$276,750	\$260,000	\$281,000
Number of Employees	5,690	12,134	86,976

Demographic data from Demographics Now and DataQuick Information Systems.

traffic counts

CORRIDOR / LOCATION	PER DAY
International Boulevard @ Fruitvale Avenue	22,000
Interstate 880 @ Fruitvale Avenue	211,000
Interstate 580 @ Fruitvale Avenue	186,000

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 both the Fruitvale Avenue and High Street exits
- Freeway access from Interstate 580 at the Fruitvale Avenue exit
- Transit access at the Fruitvale BART station
- More than 47,000 residents within a one-mile radius with an average household income of \$46,777

area promotions

- Annual Dia de los Muertos event attracts more than 70,000 people to the Fruitvale District
- The Fruitvale Business Improvement District hosts special promotions and events

developments in area

- \$100 million Fruitvale Village mixed-use development at the Fruitvale BART station to open in 2003
- \$2 million investment in City infrastructure

parking

- Fruitvale BART station: 800 spaces
- Fruitvale Station: 736 spaces
- On-street parking

anchor businesses

- Albertson's/Savon
- MacFrugal's
- Office Depot
- Radio Shack
- Starbucks
- National Bargain Store
- San Jose Taqueria
- Bank of America
- Washington Mutual
- Melrose Ford
- Payless Shoe Source
- Boston Market

contact

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