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Fruitvale Community Development Plan

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Fruitvale Community Development Plan

Edward J. Blakely



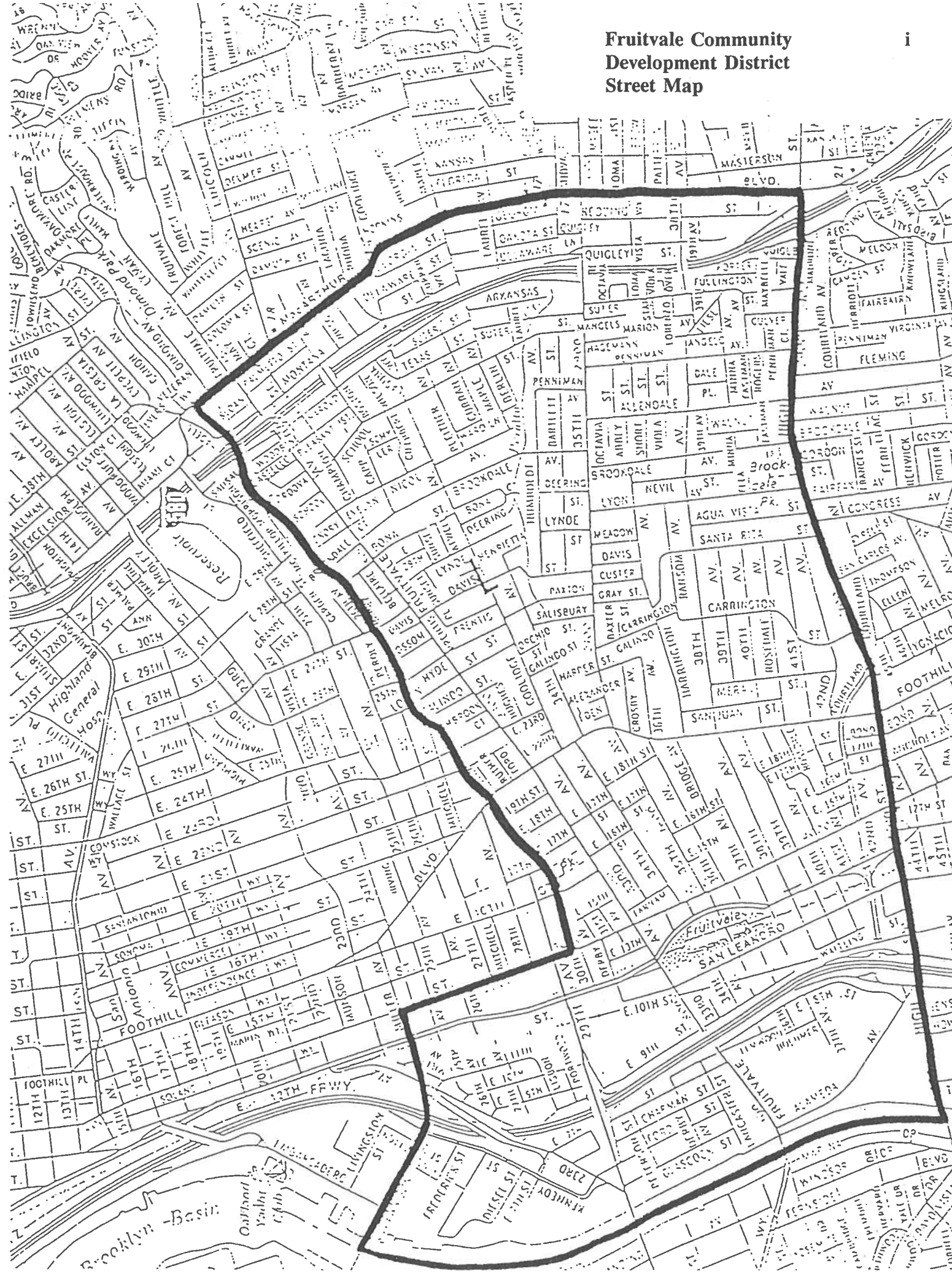
The University-Oakland Metropolitan Forum is a partnership of the University of California at Berkeley; California State University, Hayward; Mills College; Holy Names College; the Peralta Community College District; and the Oakland community.

University of California at Berkeley
Institute of Urban and Regional Development

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Fruitvale Community Development District Street Map



Brooklyn - Basin
Caitland
Yacht
Club

Fruitvale
San Leandro

I. Introduction

This report is the product of the University of California at Berkeley's Community Development Studio, Spring 1990. The purpose of the Community Development Studio is to gather basic demographic, economic and social data on the neighborhood, meet with the residents to identify community concerns and opportunities, and develop strategies for neighborhood revitalization.

This report contains the information gathered by the studio participants from secondary data, public officials and meetings with community residents. It sets forth the initial strategies developed with neighborhood residents and ideas for the next steps needed to implement them. This report is intended to be useful to neighborhood residents, community organizations and city staff in future neighborhood revitalization efforts in the Fruitvale neighborhood.

A. The Neighborhood Revitalization Project

The community development studio is part of a larger neighborhood revitalization planning process developed by the University-Oakland Metropolitan Forum, a partnership created to use the resources of the University for the benefit of Oakland's residents. The Neighborhood Revitalization Project is a two-year process consisting of four phases:

Phase I. Organization of neighborhood residents and community leaders into a contact group which directs the neighborhood planning process;

Phase II. Community Development studio gathers information on the neighborhood, works with residents to identify opportunities and strategies;

Phase III. Studios and classes at U.C. focus on planning, analysis and design of individual projects, while the neighborhood contact group increases leadership development skills essential to neighborhood revitalization;

Phase IV. Implementation strategy is with the Forum, city staff and the neighborhood contact group. The Forum continues to provide follow-up assistance to the contact group in realization of the neighborhood revitalization plan.

B. History of the Fruitvale Area

The Fruitvale area was first occupied by members of the Ohlone tribe. In 1820, in recognition of his military service, the Spanish Crown granted Don Antonio Peralta a tract of land which encompasses present-day Oakland. When Peralta built his hacienda one year later he chose a site in what is now Fruitvale. When the Peralta family replaced their original adobe hacienda with a modern wood-frame house, they built it near the original hacienda. The Peralta Hacienda Historical Park, near the corner of Paxton Street and 34th Avenue, commemorates the importance of the Peraltas to Fruitvale's early development.

After the Gold Rush of 1849, settlers flocked to the San Francisco region. German, Italian, and Portuguese immigrants settled in the Fruitvale area. While local factories employed some of the immigrants, many settlers established small farms and ranches in the area.

As a result, "Fruit Vale" took its name from its first orchard, planted in 1856 by Henderson Luelling. The area became renowned for its mansions and beer gardens as wealthy San Francisco merchants and businessmen established their family homes in the area. Construction of the East 14th Key Streetcar line brought more settlers. Businesses and the neighborhood thrived. The intersection of East 14th Street and Fruitvale Avenue came to be known as "Oakland's Second Downtown".

Until early in the twentieth century, Fruitvale remained politically independent of Oakland, but in 1909 Fruitvale residents voted to allow Fruitvale to be annexed to Oakland. In 1910 a reporter for the Oakland Tribune observed that Fruitvale was located in the geographic center of Oakland, and he speculated that "in years to come the old town of Fruitvale will be the true center of Oakland, both from a business and residential standpoint." When Montgomery Ward opened on East 14th Street in 1923 it seemed to certify Fruitvale's commercial importance in Oakland.

The Second World War brought many changes to Fruitvale. War-related industries were established near the waterfront and thousands of people settled in temporary workers' housing. It was this wartime boom that brought the first significant numbers of Blacks and Spanish-speaking residents to Fruitvale. After armistice the temporary housing was dismantled and factories struggled to adjust to peacetime demands; unemployment and vagrancy resulted. Moreover, as elsewhere in the nation, families began moving to the suburbs. Fruitvale businesses suffered with the suburbanization process.

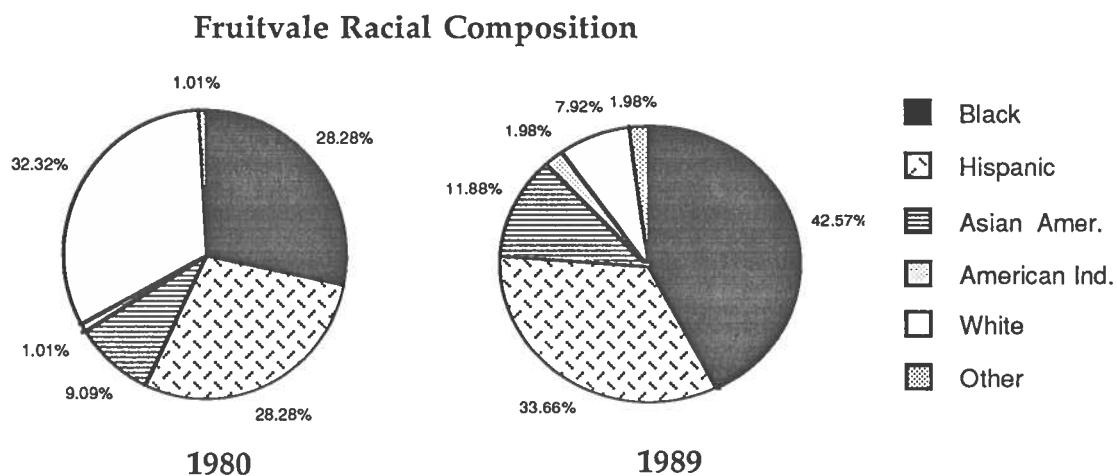
By the 1960s Fruitvale's decline was noticeable. Beginning in 1969, various governmental agencies began conducting studies to revitalize the Fruitvale area. Some of these studies have had little impact, while others have achieved noticeable results. Local grass-roots organizations established in the 1960s and 1970s have rallied the community on issues ranging from health care provision to crime prevention and building code enforcement.

C. Fruitvale Today: Demographics

The Fruitvale district is an ethnically and racially diverse community. The resident population has undergone noticeable change since 1980 and projections for 1994 indicate that the population will continue to change.

• *Racial Composition*

Racial composition statistics reveal an increasing trend towards a non-white population. In 1980, Fruitvale's population was 28% white, 28% hispanic, 32% black, 9% Asian American, and 1% American Indian. Estimates for 1989 indicate that the population was 8% white, 34% hispanic, 43% black, 12% Asian American, and 2% American Indian.



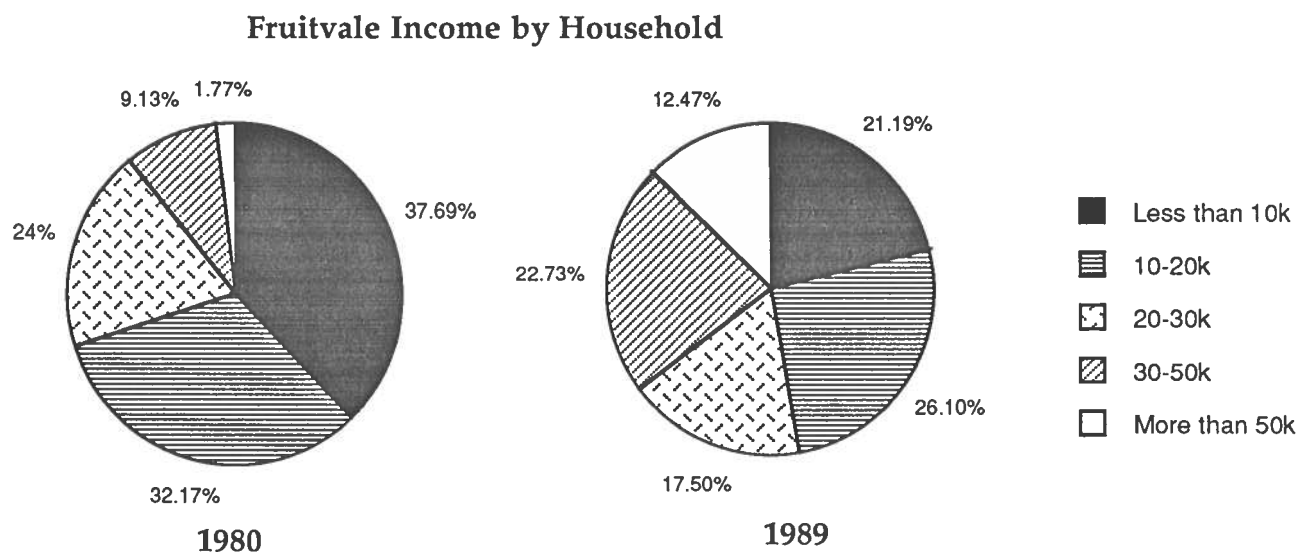
(Source: Urban Decision Systems)

• *Age*

Age statistics have changed slightly from 1980 to 1989. The age group 14-64 years has stayed relatively the same at 65%, while the age group 65 & over has decreased from 11% to 8%. Children under 14 have increased from being 23% to being 27% of the population. Projections for the future predict the continued increase of this age group in the Fruitvale area. These figures parallel the general Oakland statistics predicting an increasingly younger population.

- *Median Household Income*

The median income per household has increased for Fruitvale residents. In 1980, 38% of Fruitvale households earned less than \$10,000 per year, while in 1989, only 21% of households fit into that income range (using 1980 dollars). In 1980 only 9% of households earned \$30,00-\$50,000, where as 23% fit this category in 1989. These statistics parallel a rising median income level within the entire city of Oakland.



(Source: Urban Decision Systems)

- *Voter Registration Patterns*

In 1989 only 34% of Fruitvale's residents were registered voters, in contrast to 52% in the city of Oakland. Eighty percent of Fruitvale voters are Democrats. Approximately 1% of Fruitvale voters receive NNTY(Spanish language translation). Although this is a relatively small percentage relative to Fruitvale's hispanic population, it is high when compared to other areas of Oakland. This indicates the growing need for bilingualism in Fruitvale.

II. Fruitvale: Major Issues

The issues identified in this report are not new and this studio is not the first to take note of them. Since the early 1960s Fruitvale has been the subject of various studies initiated by Oakland's Department of City Planning, by the Office of Economic Development and Employment, by OCCUR (Oakland Citizen's Committee for Urban Renewal), by students of various local schools and universities, and by Fruitvale community members themselves.

These studies have considered such topics as the importance of the BART stop to Fruitvale's economy, traffic congestion at major Fruitvale intersections, the role of social service organizations, and Fruitvale's zoning and existing land use. Although not all of these studies have led to perceptible positive change in Fruitvale, the information they provide has helped define the basic issues essential to understanding Fruitvale. Community meetings eliciting residents' opinions about Fruitvale's opportunities and problems have contributed to this definition. The strategies we propose in this report build upon the knowledge gathered in previous studies as well as the contributions of many members of the community.

- *Community Economic Development*

The concerns expressed about the economic conditions by Fruitvale residents are based on the need to provide more jobs, attract certain types of stores, reverse physical deterioration, and improve safety along certain commercial areas. Concern for improving the commercial areas along East 14th Street, Foothill Boulevard, Fruitvale Avenue, and East 12th Street was highlighted by several community representatives. In all three areas the problems of drugs, loitering, lack of accessible parking, maintenance and landscaping are prevalent.

- *Housing*

The most important housing issues appear to be the lack of affordable housing, multi-family dwellings built in single-family neighborhoods without adequate concern for the protection of the neighborhood character, and the perception that Fruitvale's public housing sites add to Fruitvale's crime and drug problems.

- *Social Services*

Fruitvale is blessed with a variety of local social service organizations. La Clinica de la Raza, Native American Health Center, East Bay Law Collective, and other groups serve the needs of many Fruitvale residents. Fruitvale residents express the need, however, for more educational opportunities (particularly job

training) both for youths and adults, for more multi-lingual services, and for better information about what services are available in the area.

- *Crime*

Fruitvale residents agree that crime is a major problem in the community, and that crime is not restricted to the "hot spots", but is endemic, reaching even quiet residential enclaves. Community members report that crime has increased markedly with the increase in "crack" use. Prostitution, drug dealing, burglary, and violent assaults are the cause of serious concern.

II. Fruitvale Revitalization Strategies

The Fruitvale community, like all communities, is a complex fabric of economic, social and physical realities. The Community Development studio looked at the neighborhood from many angles. The presentation of revitalization strategies is divided into six separate areas; community economic development, commercial revitalization, social services, crime, housing and urban design. The studio participants recognize, however, that each of these areas is interdependent. In considering these strategies we have tried to keep in mind this interaction, and to look at the ideas presented in terms of how they will benefit the neighborhood as a whole.

A. Community Economic Development Opportunities

For purposes of this study, we are defining "community economic development" projects to mean large development projects that generate jobs or other economic growth. Community economic development strategies are aimed at pulling outside resources into the neighborhood, such as new investment, businesses and jobs, while at the same time using and coordinating existing resources. Community economic development projects support local commercial revitalization efforts by bringing workers to the area, increasing the income that local residents have to spend, and by increasing the volume of shoppers who patronize local businesses.

- *Fruitvale's Economic Background*

Historically, Fruitvale was supported by local factories and canneries which provided jobs for residents and brought outside workers and shoppers to the area. East 14th Street was a major thoroughfare which also brought shoppers to local businesses. In addition, there were several region-serving businesses and institutions, such as the Montgomery Ward store, Oakland Hospital and the East 14th Street auto dealerships.

After World War II, the Fruitvale area experienced an economic downturn. Motorists began using the I-880 freeway instead of East 14th Street. Gradually the factories and canneries closed, meaning fewer jobs for residents and fewer dollars being spent in local businesses. Region-serving businesses declined, Montgomery Ward and Oakland Hospital closed and the number of auto dealerships along East 14th Street decreased. The BART station failed to generate local shopping at the Fruitvale stop.

- *Community Economic Development Opportunities in Fruitvale*

Local resources for economic development were immediately pointed out to us in our first Fruitvale community meetings. Residents are aware that the large, vacant Montgomery Ward building and the vacant Oakland Hospital could be opportunities for the neighborhood. They also see the BART station as an underutilized resource, surrounded by vacant lots and the backs of stores instead of attractive businesses and restaurants. The following sites are the most promising targets for economic development projects in Fruitvale: the Montgomery Ward site, Oakland Hospital, and the area around the BART station along East 12th street and East 14th Street.

Montgomery Ward Site

The old Montgomery Ward site is located on a large parcel along the East 14th Street corridor, within the neighboring San Antonio Community Development District boundaries but immediately bordering the Fruitvale Community Development District. The building is bounded by East 29th and 27th Avenues on two sides and East 12th and 14th Street on the other two sides.

The site has been vacant since the Montgomery Ward department store closed its operations over two years ago. Several proposals have been made for the use of the property, the most recent being the extension of the existing Foreign Trade Zone to this site, but none of these have been approved.

The Montgomery Ward site contains 9 floors with approximately one million square feet in floor space. A structural engineering review of the building was made two years ago before the October, 1989 earthquake. Recent evidence on the soundness of the building is still lacking. The site is commercially zoned, a C-40 zone, (commercial thoroughfare).

The property was previously owned by the Mobil Corporation whose headquarters are located in Virginia. Until recently, Montgomery Ward was a subsidiary of Mobil Corporation, but Ward has recently bought back its rights from Mobil and now owns the building again. Apparently, Montgomery Ward does not have any clear plans for the site.

Proposals:

While proposals for the specific site are important, the area where the site is located must also be considered. The two-block commercial area adjacent to this site between East 27th and 29th Avenues is extremely deteriorated and

virtually vacant. Economic development efforts should be targeted on the redevelopment of this entire area.

Although the Montgomery Ward site is located within the San Antonio Community Development District boundaries, a coordinated effort could be undertaken by both the San Antonio and Fruitvale Community Development Districts. Several proposals may be put together with direct participation of local residents and the involvement of the Office of Economic Development and Employment's Real Estate and Business Development Divisions, OEDE's Neighborhood Commercial Revitalization program, the Oakland Chamber of Commerce, and the Oakland Board of Realtors.

One potential use for the site might be an Educational Park. The concept would be to use the site as the headquarters building for the administration of the Oakland Public Schools and other educational programs such as a Peralta College Vocational Education Center. Space for other independent four year colleges and for several new immigrant Welcome Schools could also be included. The building would have to be taken down or totally rehabilitated for this purpose.

Another plausible alternative would be to redevelop the Ward store into a large scale factory outlet facility. Each of the existing floors could be leased to a different type of factory outlet product (e.g., an electronics floor, etc.). The site has excellent freeway access, good parking and sufficient space to accommodate this form of activity.

Oakland Hospital Site

The old Oakland Hospital site presents another challenge for the community. Prior to its closing in 1989, the area immediately surrounding the hospital on E. 14th Street was thriving economically, with businesses such as clinics, pharmacies, and restaurants. Today, the same area has turned for the worse, it has the highest number of vacant commercial spaces in the Fruitvale district. Ray Castor, a Fruitvale developer, bought the site in 1990 and has no definite plans for the building, though senior housing with retail on the first floor is being considered.

Proposals:

Biotechnology Incubator. The biotechnology field is expanding within the Bay Area, and especially in the cities of Berkeley and Oakland. The Oakland Hospital facility is an ideal space for such a research incubator. Another possibility is to use it as a centralized social services building. There is not,

however, agreement among current social service providers that a centralized facility is wise. Many service providers believe that the decentralization of facilities increases their visibility and spreads economic activity within the community.

Next Steps:

Montgomery Ward / Oakland Hospital

- a. Contact the owners of the vacant buildings to determine their plans for the sites.
- b. Contact the Oakland Public Schools to see if the Ward site might be appropriate for their administrative needs.
- c. Recommend that the Office of Economic Development and Employment, studios and courses at the University of California at Berkeley, and the University-Oakland Metropolitan Forum initiate a market analysis, a feasibility study and a design study for the two block area surrounding the Oakland Hospital and Montgomery Ward buildings.

East 12th St. and Bart

The area around East 12th Street and BART has been identified as a development area with great potential by Fruitvale residents, merchants, and community leaders. With such close proximity to East 14th Street, this area could become an important regional gateway. Fruitvale can use the East 12th Street and BART area as a positive, attractive, and visionary entrance to its community.

At present the area is characterized by vacant and unattractive properties. Visitors to the area are faced by vistas of parking lots and the backs of commercial buildings. A cluster of open sites and abandoned buildings also faces the BART station along East 12th Street.

Proposals:

- *Visual Gateway*

BART has expressed the opinion that the possible expansion of their facilities would consist of a parking structure on the existing parking site. This plan could be expanded to a multi-tier parking structure with an overhead walkway connecting the entrance of the station to East 12th Street and East 14th Street, providing easy access to the commercial strips. If creatively designed, this walkway could be an attractive, visual gateway from the street level as well.

A comprehensive design plan for East 12th Street could be used as a regional gateway, creating foot traffic and drawing people toward the commercial strip of East 14th Street. BART users could be attracted to patronize nearby establishments if services and products catered to their needs and interests. Therefore, these clusters of open and vacant sites could be stores such as a dry cleaners, a farmers' market, or a hardware store. Establishments such as cafes and restaurants with open areas to eat and drink are other possibilities to attract foot traffic.

Additionally, facade changes and improvements would greatly enhance the area on East 12th Street. Stores and restaurants that currently have their entrances along East 14th Street should consider also providing entrances along East 12th Street. The spaces between the street and the backs of these buildings could be designed into pleasant entrances and open spaces.

Another addition to the area could be an open farmers' market with fresh fruit, vegetables and fish. This would be a colorful and pleasant shopping area for the local residents as well as BART patrons.

- *Arts Incubator*

In addition to creating a viable commercial node along the BART station as an entry to East 14th Street, another possibility is to enhance the cultural and artistic richness of Fruitvale. An arts incubator including a gallery, performance space, and multi-cultural arts center could be encouraged. These institutions would be utilized and supported by the artist community which already exists in the area. Currently, there are a number of artists' that reside in live/work studio spaces on San Leandro Blvd., a few blocks from the BART station, with more artists live/work spaces clustered nearby. The encouragement of mixed-use developments with studio housing above commercial establishments on East 12th Street could further enliven this arts incubator.

Next Steps:

East 12th Street, BART

- a. Identify the owners of all the open and vacant parcels along East 12th Street and the businesses along East 14th street in the BART area through the Alameda County Assessor's Office.

- b. Contact the Open Farmers' Market Association, the Vietnamese Fishermen's Association of America, and other groups who might be interested in helping to plan a Farmers Market on the East 12th Street, BART area.
- c. Conduct a survey of BART users to determine where they reside and what types of businesses they would patronize in the BART area.
- d. Recommend that the Office of Economic Development and Employment, studios or other relevant courses at the University of California at Berkeley, and the University-Oakland Metropolitan Forum work closely with the Fruitvale Contact Group to focus on urban design, commercial and housing studies for East 12th Street and the BART area.

B. Commercial Revitalization

- *Overview*

Retail businesses constitute the dominant Fruitvale business sector, followed by personal and business services. Major retail businesses consist of auto-related goods, restaurants (including fast food) and apparel. Despite the closing of Oakland Hospital, Fruitvale's health and social services are still a viable sector. However, the area continues to lack many types of consumer goods. In our contact with the community, the most requested types of services are supermarkets, dry cleaners, shoe repair shops, and variety goods stores.

- *Areas of Concern*

Our commercial revitalization strategies focus on Fruitvale's two main commercial areas: East 14th Street and the Fruitvale Avenue/Foothill Boulevard intersection. These areas are in need of assistance to attract increased retail activity. The physical quality of the storefronts and the condition of the streets are in need of improvement. Although some physical improvements were made in 1981, the fixtures installed then are now in need of maintenance. The trees planted need pruning; trash bins, benches and signs have been vandalized. Specific problems noted are the following:

- *Physical Conditions*

The physical conditions of most storefronts and streets on E. 14th Street and the Foothill/Fruitvale intersection require attention. Many stores need new paint, while others require more extensive renovation and facade improvement. There is a tremendous range in the level of maintenance among individual businesses. Several establishments along E. 14th Street have been recently renovated, while others require much work.

- *Business Signs*

Many problems with business signs also contribute to the neglected condition. The problem ranges from stores that have no identification to those that have storefronts crowded with non-conforming signs. Several businesses have unsightly advertisements painted on walls and windows.

- *Vacancies*

Fruitvale's economic state is reflected in the high vacancy rate of the main commercial strips. However, the vacancy rate is declining and a number of new retail businesses are located on E. 14th Street. Many residential and office spaces

above the storefronts are also vacant, however many of these second-story spaces have been renovated, a hopeful sign of impending rental.

- *Inadequate City Services*

Fruitvale receives inconsistent basic city maintenance for services such as street cleaning, upkeep of bus shelters and trash receptacles, and repair of sidewalk benches. Many of these pedestrian amenities were installed by the city in 1981 and have since been vandalized repeatedly. General clean-up and other street improvements can greatly contribute to a friendlier shopping atmosphere, encouraging increased foot traffic, and capturing more individuals that would otherwise travel through Fruitvale without stopping.

East 14th Street

- *Observations*

East 14th Street can be considered a regional thoroughfare, based on its current average daily traffic of 22,200 vehicles traveling on the artery between Fruitvale Avenue and High Street. This high volume of individuals traveling through Fruitvale represents an under-exploited consumer base for the area's merchants. Therefore, appropriate long term planning and maintenance of a successful regional shopping strip should be considered.

To the observant passerby, the E. 14th street commercial buildings retain their historical beauty, however, the tile patterns around their entry ways are shattering, their display windows are peeling, and their facades are covered with excessive and inappropriate signs. Many of the shops appear to be closed while open for business, and nearly all are hidden behind a screen of security bars, both deterrents to the casual and unfamiliar shopper.

Public street space along E.14th Street is also unfriendly to the shopper. For those who drive to the commercial area and for the walker, the sidewalks can be uncomfortable due to dirt and lack of safe midblock cross walks. Neither the street nor the sidewalk have been properly maintained by the city of Oakland and they are covered with garbage, grime, and potholes. Without a street which welcomes the shopper, the E.14th Street commercial district may never be vital again.

The Fruitvale commercial district does not distinguish itself from the rest of the E.14th Street commercial strip. The findings along this commercial strip consist of the following:

- Highest percentage of uses found are health/social (15%) and personal/businesses (8%) services with a total of 23%.
- Second highest use is auto related retail (14%).
- Third highest use is eating/drinking establishments (13%).
- Total percent of vacant commercial space is 9%.

While the Ward building and Oakland Hospital are landmarks, they have not been used as a positive gateway into Fruitvale. At High Street, nothing resembles a gateway or a landmark. The automobile industry had distinguished Fruitvale from neighboring communities. However, that business sector has been in decline throughout the area. The Fruitvale commercial area must be able to separate itself from the rest of the E.14th Street commercial area in order to attract non-local shoppers to its stores.

Proposals

A series of public and private improvements can dramatically increase E. 14th Street's attractiveness to shoppers:

- *Facades*

Serious facade improvement must be made to enliven the E.14th Street area. Continuity, in the form of an area theme, coupled with diversity in appearance will make the Fruitvale area stand out on E.14th Street. Since E.14th Street is lined with historic structures, we would recommend restoring them to their previous grandeur, rather than devising another theme which will necessitate complete redesign of the structures. While the Spanish stucco facade visible on some sections of 14th street is attractive, it can appear manufactured and it may not have the same workmanship of the existing buildings. A conscious blending of the two themes may be successful. The East 14th Street area, however, must function as a unit, not as a series of individual stores. Fruitvale already has an asset in its older buildings and that asset should be used, not discarded.

Along with facade improvement, a review of the sign ordinance must be made. Signs are sprawled all along the street. Some are painted onto the sides of buildings, some are removable units, many are completely outdated and others do not advertise items which are in Fruitvale. Consistency in the number of allowable signs per store, amount of sign area, material and

lettering type can increase the continuity and distinction of the Fruitvale commercial district.

- *Street Furniture/Lighting*

Street furniture such as benches, garbage cans and street lights can create a unified commercial area, along with distinctive bus shelters. Once again, the existing benches and bus shelters are not being maintained and perhaps their improvement could be Fruitvale's first step.

- *Parking*

The installation of diagonal parking spaces along E.14th Street can dramatically increase the amount of spaces available to commercial shoppers and may reduce the number of shoppers traveling to the Dimond neighborhood where parking is readily available. Diagonal parking with proper landscaping can also improve the attractiveness of E.14th Street. By increasing the distance between the sidewalk and the automobile travelled way, walking along 14th street will become more comfortable.

Diagonal parking, however, will reduce the number of travelled lanes on 14th street and may increase traffic congestion. Residents must determine whether this may be a desirable or undesirable condition. Traffic congestion may encourage through traffic to use the freeway rather than E.14th Street, leaving more space for shoppers. Many drivers may actually be commuters who, in trying to avoid freeway traffic, use E.14th Street as a second throughway. Congestion will also slow traffic, making the street safer for walkers and walking may become a convenient way to shop.

Some thought must be given to BART commuter parking and the issue of metered versus nonmetered parking. (Currently BART users park on local streets in Fruitvale since the BART parking lot is almost always full). Fruitvale may encourage BART to create a reserve parking area which is removed from the BART station and will encourage commuters to walk down E. 14th Street. Some vacant lots exist on E.14th Street which may be utilized for this purpose. BART commuters give significance to the issue of metered versus nonmetered parking for if all parking on E.14th Street is nonmetered, they will park their vehicles in these spots and leave them for the entire day. Parking for shoppers will not have been increased.

- *Undergrounding of Utilities*

In order for the E.14th Street corridor to become a regional shopping center, Fruitvale must plan for adequate infrastructures. Undergrounding the utilities would be a wise investment in the future development of the area, although it may be inconvenient in the immediate future. The present system is outdated and will no doubt be in need of constant repairs as replacement continues to be postponed. In addition to its limitations, the overhead utility lines are also unattractive in appearance. The community should take this measure into serious consideration for the future economic development of Fruitvale. The city currently receives funding for undergrounding in its budget, and this option should be explored further.

- *Landscaping*

East 14th Street already contains a series of nearly mature street trees, however, lack of maintenance and proper surrounding landscaping reduce the trees' positive impact on the street. Increased landscaping around the trees and window boxes on some shops can lend a lushness to the commercial area. Instituting the diagonal parking plan will also increase the amount of area available for landscaping. Increased landscaping will distinguish the Fruitvale area from the rest of 14th street which has little or no landscaping.

With increased landscaping, the cost and time associated with maintenance will increase. Continued maintenance may be an area which the merchants' association is more capable of addressing than the city of Oakland. If each shopowner adopted a tree, the individual time commitment would be minimal. The existing street trees appear to have had no maintenance and many are in severe need of pruning. We suggest that, whether increased landscaping becomes a goal of Fruitvale or not, the improved maintenance of existing trees become a priority. A small group could, in a few hours, prune the damaged trees which would allow them to grow much more successfully.

- *Signs*

Fruitvale Symbol: A Fruitvale symbol could be added to all new signs on 14th street or on the entrances and newly renovated facades of all the commercial buildings. This would provide both shoppers and shop owners with the understanding that the Fruitvale commercial area functions as a unit. Fruitvale banners could also be erected along the street or at the entrances into the neighborhood.

Foothill / Fruitvale Intersection

- *Observations*

The Foothill/Fruitvale intersection represents the most blighted commercial intersection in the Fruitvale neighborhood. What was once a strong four block commercial area now shows serious signs of dilapidation. Each corner of the intersection represents a different use: a vacant lot, a parking lot and drug store, a vacant commercial building, and a commercial building still partially in use.

- *Goals*

Although each corner of the intersection and the surrounding blocks require different treatment, they must function as a unit in order to create a strong commercial cluster. The Foothill/Fruitvale intersection is a highly viable area of Fruitvale which, if properly renovated, could become a strong commercial area. Our proposals are intended to create strong commercial activity at the intersection and create an active pedestrian environment.

Proposals

- *North East Corner*

The north east corner consists of a vacant lot bounded by a bar and a commercial structure. A rug and mirror sales operation and a few food carts currently utilize the lot.

Some possible opportunities for this vacant lot are:

- 1) Operation of an Outdoor Produce Market - Food and fruit stands, along with crafts could be sold on this corner. Local commercial businesses could operate stands also. Whether on the weekend or week long, the market could draw patrons from Fruitvale as well as from the rest of Oakland.
- 2) Construction of a mixed use, commercial and residential structure. High density housing on this intersection would enhance the area and not negatively impact surrounding residential areas.
- 3) Construction of a community center and recreation space, senior citizens' center or another community-serving institution.

- *South East Corner*

This corner is occupied by Walgreen's and a huge expanse of parking lot which is never fully occupied. For the intersection to become more viable, this corner must become more actively used.

Some possible opportunities for this site are:

- 1) Parking for all commercial uses should be permitted on the lot. Although the '1 hour parking, Walgreen's Only' signs do not deter anyone from parking in the lot, should the intersection become increasingly commercially active, these parking spaces will be needed for all businesses.
- 2) Attraction of a more active/intense commercial use. The property was designed for a large supermarket and only another large commercial operation which attracts many daily customers can utilize the site to the fullest extent.
- 3) Construction of a second commercial operation on the site. A second structure and business located at the corner of the site would decrease the amount of unused parking area and increase activity.
- 4) Reduction of the parking area in order to construct a Left Turn Only lane on Foothill Blvd. Left turns onto Fruitvale Avenue from Foothill Avenue are very difficult due to the high automobile and bus traffic at the intersection and many are made on red lights. A left turn only lane would make pedestrian crossings safer.

- *South West Corner*

The south east corner consists of several vacant or unhealthy commercial operations located in structures which are badly dilapidated and poorly located. Due to the vacant Two Guys building, which was constructed too close to the travelled way, buses experience difficulty when making right turns from Fruitvale Ave onto Foothill. The corner bus stop is unsafe because it is not inset off the street and autos which attempt to drive around the buses may find themselves in oncoming traffic. The stop is so close to the intersection that the rear of the buses nearly obstruct traffic on Fruitvale Ave. Renovation of this corner should take these traffic problems into account.

Possible opportunities for this corner include:

- 1) Construction of a new commercial and residential structure. Construction of a new building, while the most desirable solution, may be costly due to the demolition expense associated with removing Two Guys.

2) Renovation of existing building. If the building were to be renovated, its size should be slightly reduced to provide an area where bus passengers can wait safely.

- *North West Corner*

A series of partially occupied, yet dilapidated commercial and residential structures which need serious renovation extend from this corner. The storage of damaged automobiles which is taking place on the Foothill side of this corner detracts even further from the attractiveness of the intersection.

Strategies for Change

- *Improvement of City Services*

Continuous community wide pressure must be maintained on the City's Public Works Department for adequate street cleaning and other types of upkeep services. Letter writing campaigns, regular attendance at city council meetings to voice concerns and eliciting assistance from elected representatives of the district are some of the ways to gain attentive response from the city.

- *Letter Writing Campaign*

Currently, the Merchants' Association is the only major organization involved in writing letters demanding public works services for the E. 14th Street strip, while Oakland Community Organizations (OCO) has also been working on this issue. This segmented organizing must be united in order to achieve the desired outcome. Letters should be sent to the district's city council representative, the Community Development District Advisory Council, as well as the Public Works Department and the City Manager.

- *Presence at City Council Meetings*

To ensure accountability, the Fruitvale community must have a consistent presence at City Council meetings. The community representatives can provide the council with immediate feedback and input on relevant issues pertaining to Fruitvale. This kind of active and continuous community involvement usually results in a more responsive city council.

- *Elected Officials' Assistance*

Fruitvale must establish a working relationship with its representatives to increase accountability and responsiveness. This can be done by inviting the

officials to open community forums to address concerns and issues, festivals and other events. All of these efforts must be consistent in order to be effective.

Increasing Community Participation

- *Merchants' Association*

Each merchant must take an active role in the general maintenance and upkeep of their own store fronts and sidewalk areas. This process may require some time to achieve wide participation. Active participation of all store owners as well as concerned residents in the Merchants' Associations is a way of allowing proprietors and their customers to devise strategies for the revitalization of Fruitvale's commercial strips.

- *Sweeping Festival*

A festival could be coordinated with the Office of Community Development Graffiti Abatement project, the merchants association, and the residents to clean up Fruitvale. Sponsorship and attendance of elected officials, city council, CD Council and other important parties would gain the festival credibility and draw the community together. The festival would start off with clean up of the streets and store fronts, graffiti on public property, pruning of the trees, and end with food, drinks, games, music and an award ceremony. The benefits of such a program extend beyond a clean physical environment to instilling a sense of pride.

- *Block Party*

An annual street fair or block party along E. 14th Street would be an excellent opportunity for local merchants to highlight their merchandise, neighborhood artists to display their crafts, and community members to interact in an organized, yet informal setting. Organization of this event could co-sponsored by the Merchants' Associations, churches, and other community civic groups.

- *Summary*

The Fruitvale neighborhood was once a vibrant commercial district serving both local and regional consumers. Although many businesses have closed or relocated in the past decade, the remaining establishments provide solid foundation for a viable neighborhood economy. The challenge for the Fruitvale community is to develop short term solutions to problems associated with the aesthetic conditions so as to maintain the existing base of clientele in the main shopping districts, while also devising long term plans to reestablish

Fruitvale as a competitive regional commercial center. A strong coalition of community merchants, civic leaders, and concerned citizens should be able to bring about many of the recommendations suggested.

C. Housing

The Fruitvale community is concerned with two main housing issues:

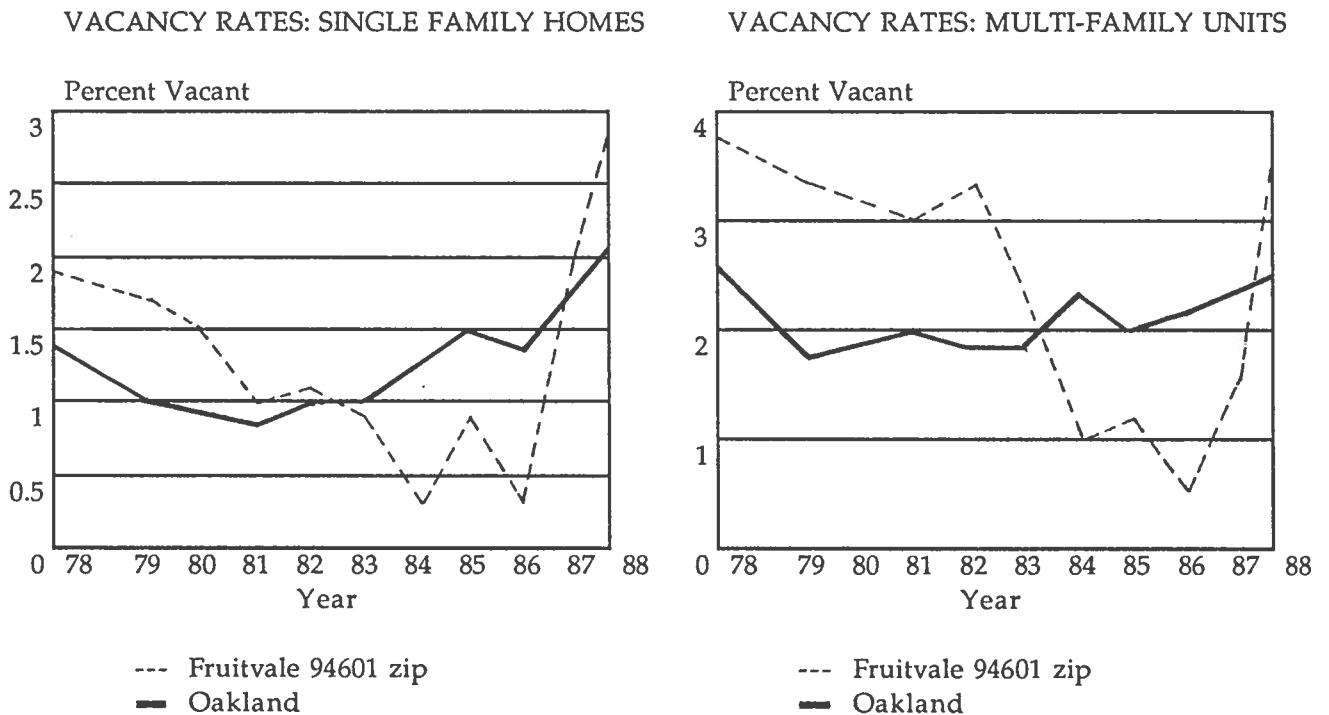
- the availability and affordability of housing, and
- improving the maintenance and management of public housing.

These issues are not unique to the Fruitvale community and reflect a regional housing problem. It is possible, however, to respond locally.

- *Housing Availability and Affordability*

Our research shows that housing availability is a problem in Fruitvale (as in the entire Bay area), and that, while housing costs are relatively stable, a lack of available housing could drive up costs. In the rental market, vacancy rates in Fruitvale and Oakland have not risen above 3.5% in at least 11 years. In addition, single family home vacancy rates have not risen above 3% in the same 11 years.

Housing Availability



(Source: Federal Home Loan Bank Board)

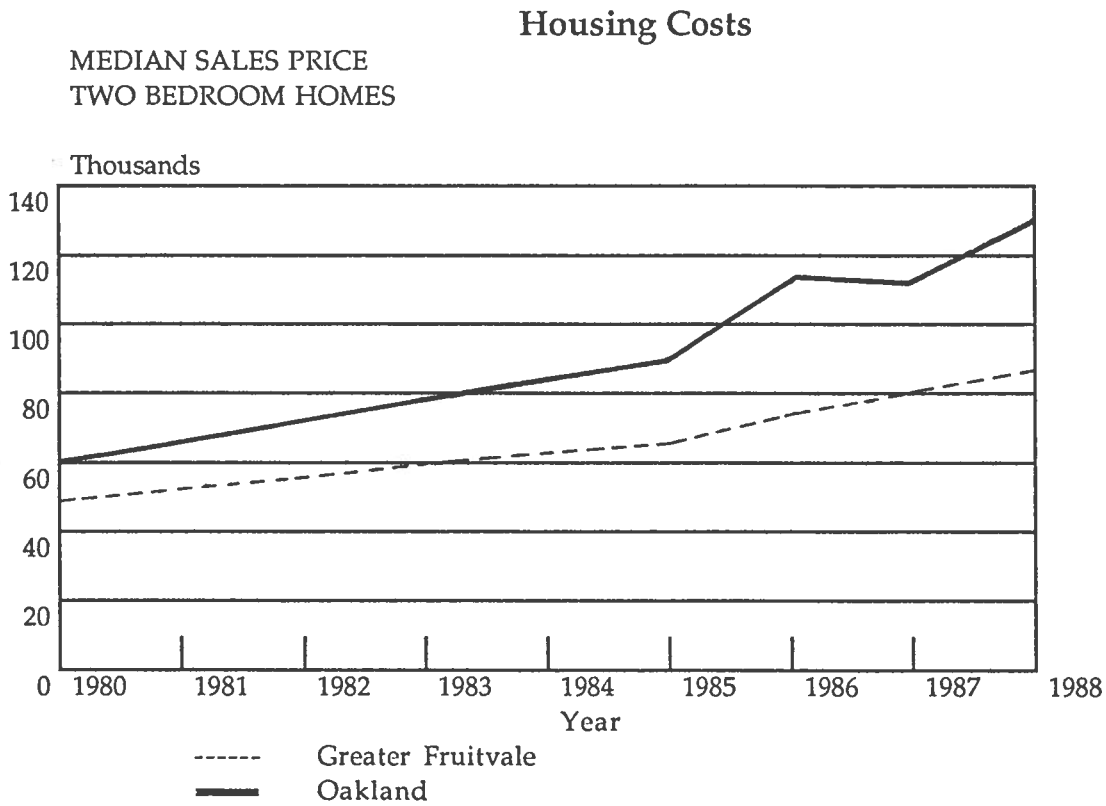
(Source: Federal Home Loan Bank Board)

We measured housing availability using vacancy rate surveys from the Federal Home Loan Bank Board (FHLBB). Vacancy rates measure the amount of available

units in any one given period of time. A low vacancy rate is an indication of a shortage of supply and could lead to increased prices and rents. The Association of Bay Area Governments has set an optimal regional vacancy rate goal of 4.5%.

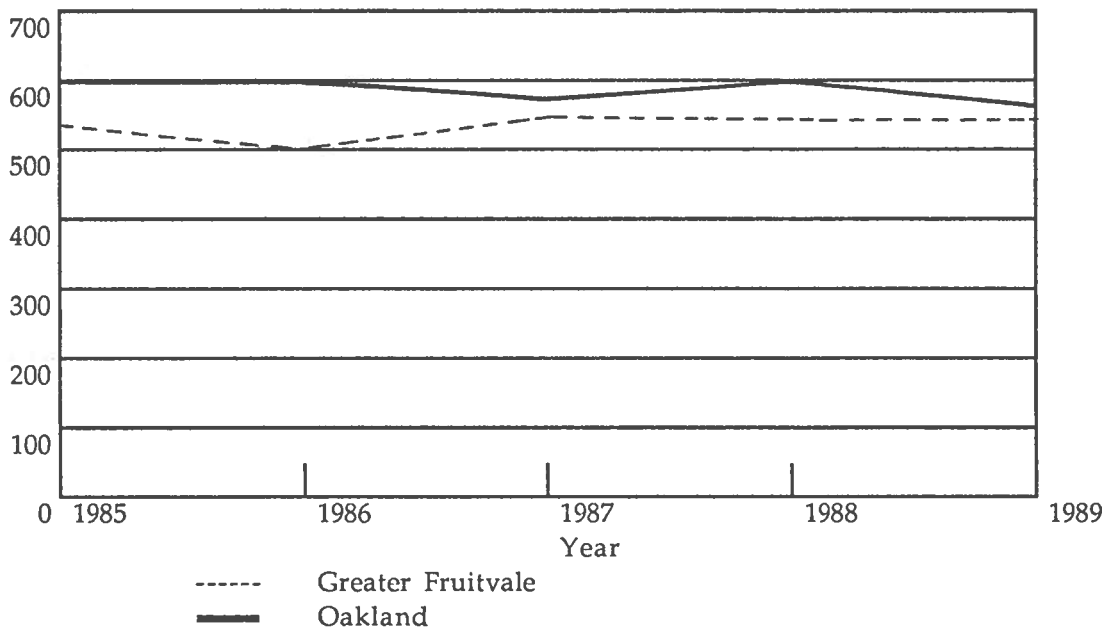
On the affordability side, both rental and owner-occupied housing is slightly more affordable in Fruitvale than in Oakland as a whole. An Oakland Rental Survey in 1989 found the median rent for a two bedroom apartment to be about \$550 in the Fruitvale area, while rents in all of Oakland had a median of about \$575. According to this annual survey, rents have been relatively stable in Fruitvale (as well as in all of Oakland) in the last few years.

Housing prices have increased more rapidly than rents but not as rapidly in Fruitvale as they have in all of Oakland. In 1988, when the most recent data was made available, the median sales price of a two bedroom home in Fruitvale was about \$87,500, while for all of Oakland, the median sales price was about \$131,500. The following figures display the housing affordability trends in Fruitvale and Oakland. These median prices and rents are broad indicators of how Fruitvale compares to the rest of Oakland.



(Source: Oakland Sales Price Survey)

MEDIAN RENTS
TWO BEDROOM UNITS



(Source: Oakland Rental Survey)

- *Approaches to the affordable housing problem*

Fruitvale's combination of increasing housing prices and low vacancy rates indicate that more housing is needed in the area. Fruitvale has very few vacant sites available for new residential construction, so additions to the housing stock must be accomplished by either:

- replacement of existing housing with housing at higher densities,
- establishment of housing in areas not currently zoned to allow housing, or
- renovation and reconstruction of existing sites.

- *Replacement of existing housing with higher density housing*

While Fruitvale's residential areas are mostly single family neighborhoods, they are zoned for higher residential density usage. Residential zoning in Fruitvale ranges from R-40 (Garden Apartment Residential) to R-70 (High Density Residential), which allows multi-family dwelling units to be built in these predominantly single family neighborhoods. Fruitvale residents, however, have stated that they want to maintain the residential character of their single family neighborhoods.

Fruitvale is confronted, then, with the potentially conflicting goals of increasing affordable housing while maintaining the residential quality of its neighborhoods. To solve this problem Fruitvale residents could identify sites which would be appropriate for higher density residential development. These might be:

- sites next to existing apartments,
- sites near parks, playing fields, or other open space, and
- residential sites near existing commercial or institutional uses.

Other criteria might also be considered. Some sites could retain their existing zoning, preserving Fruitvale's ability to add to its housing stock. Other residential sites might then be down-zoned to reflect their lower existing densities. This would enable Fruitvale residents to direct denser development and prevent the haphazard building of multi-family units which is common today.

- *Establishment of housing in areas not currently zoned for housing*

There already exists an organized neighborhood group that is promoting the rezoning of industrial land to housing for the development of higher density affordable housing. Mary Help of Christians Church, located in the Kennedy Tract below E. 12th St., is currently working with Oakland Community Organizations (OCO) and Oakland Community Housing Inc. (OCHI) on the rezoning, purchase and development of a currently vacant industrial site located at East 12th St. and 28th Ave.

- *Renovation and Reconstruction of Existing Sites*

Finally, Fruitvale residents can add affordable housing by making use of existing space. One underutilized resource for housing units can be found right on E. 14th St.: the upper stories of many commercial buildings are empty or not utilized to their maximum capacity. This space could be transformed into apartment units. This approach has much to recommend it. First, if more people lived on East 14th St. there would be increased pedestrian traffic; with more people on the street the area would be safer, and businesses would benefit from new customers. Second, East 14th St. in Fruitvale is a good location for many potential tenants; it is convenient to BART and other transportation sources, as well as to social services. Finally, it would be less expensive and less disruptive of existing businesses to renovate the buildings which are already there than it would be to construct new housing along East 14th St. Moreover, renovation would preserve the varied streetscape of East 14th St. building facades.

Strategies:

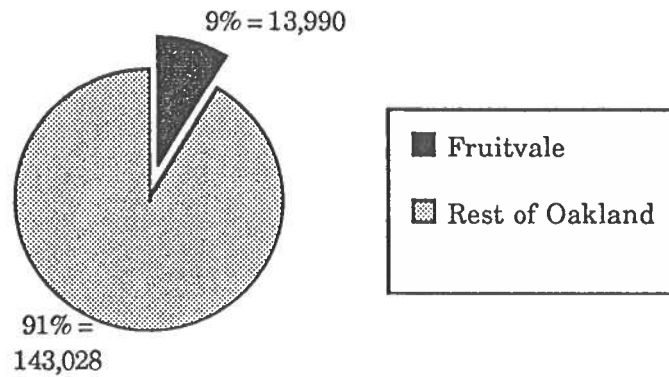
- A. Increase housing availability through "cluster" higher density residential development.
 - 1. Identify sites appropriate for higher density residential development. (see rationale section)
 - 2. Work with property owners and City officials to plan for higher density housing.
- B. Establish housing in areas not currently zoned residential.
 - 1. Work with the University-Oakland Metropolitan Forum to set up a studio within the University of California, Berkeley College of Environmental Design to work with the Kennedy tract neighborhood on the development of the site on East 12th and 28th Ave.
 - 2. Identify other sites appropriate for higher density development.
- C. Encourage residential development above retail in commercially zoned areas.
 - 1. Identify underutilized second story spaces.
 - 2. Identify ownership of underutilized spaces.
 - 3. Work with the Fruitvale Merchant's Association and owners to develop a rehabilitation plan.

Public Housing

Fruitvale residents are also concerned with the amount and condition of public housing in their community. While our research shows that Fruitvale is not "overburdened" with Oakland's share of public housing, steps can be taken to improve the condition and management of Fruitvale public units.

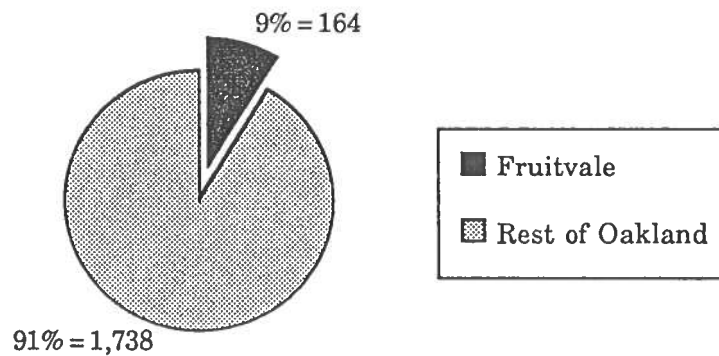
Fruitvale's percentage of Oakland's public housing is directly proportional to its percentage of Oakland's total housing units. That is, there are 48 scattered site public housing projects in Fruitvale, with a total of 164 units, representing 9% of all of the public housing units in Oakland; Fruitvale also contains 9% of the total number of housing units in Oakland.

Oakland Housing Units - 1988



(Source: Federal Home Loan Bank Board)

Oakland Public Housing Units - 1990



(Source: Federal Home Loan Bank Board)

Community leaders discussed with us an increasing crime and drug problem associated with particular public housing sites. They have identified seven public housing sites of utmost concern and have been meeting with the Oakland Housing Authority (OHA) regularly. After several "research action" meetings with the Director of OHA, the Authority decided to try its pilot MOPEP project on the public housing site at 3634 Foothill Blvd. The MOPEP project involves tenant participation in improving maintenance at public housing sites. The Fruitvale organizers expect an official plan of action to be issued by OHA by the end of May, 1990.

- *Approaches to the Public Housing problem*

Community leaders have made progress in their effort to improve conditions in and around public housing sites. Their efforts thus far have resulted in a commitment to try the MOPEP project at one site and commitments from OHA for other improvements. This approach of meetings and continued pressure at the highest level should continue.

This process could be enhanced, however, by organization at the most local level, the public housing sites themselves. Public housing tenants should be involved in the fight to improve their living environment. In many cases the tenants are just as victimized and afraid of the drug dealing and violence that occurs on their sites as are their neighbors outside the project. A San Francisco organizing initiative at the Holly Court Public Housing Project successfully joined neighbors and public housing tenants together in a campaign that pushed drug dealers out of the Holly Court area. Bringing the tenants and neighboring residents together not only fosters understanding between the two groups, but also presents a unified front when dealing with the Oakland Housing Authority.

Strategies:

A. Continue pressure on the Oakland Housing Authority to better maintain and manage Fruitvale public housing sites.

1. Critically evaluate the Action Plan to be presented by OHA at the end of May, 1990.
2. Continue to monitor and report maintenance and drug problems.
3. Continue pressure on OHA to purchase the P.G. & E. substation near the 36th and Foothill public housing site for use as a community center for public housing residents.

B. Follow the Holly Court-Bernal Heights Community Foundation model for tenant involvement in the public housing improvement process.

1. Contact Buck Bagot of the Bernal Heights Community Foundation. (495-2273)
2. Identify a community organizer who is of the same race and ethnicity as a majority of public housing tenants.
3. Identify tenant leaders to begin internal organizing.
4. Hold first joint tenant-neighborhood meeting on one of the public housing sites.

D. Crime

On the issue of crime, the major concerns among many residents are residential burglary, drug dealing and prostitution. According to the latest statistics from the Oakland Police Department.

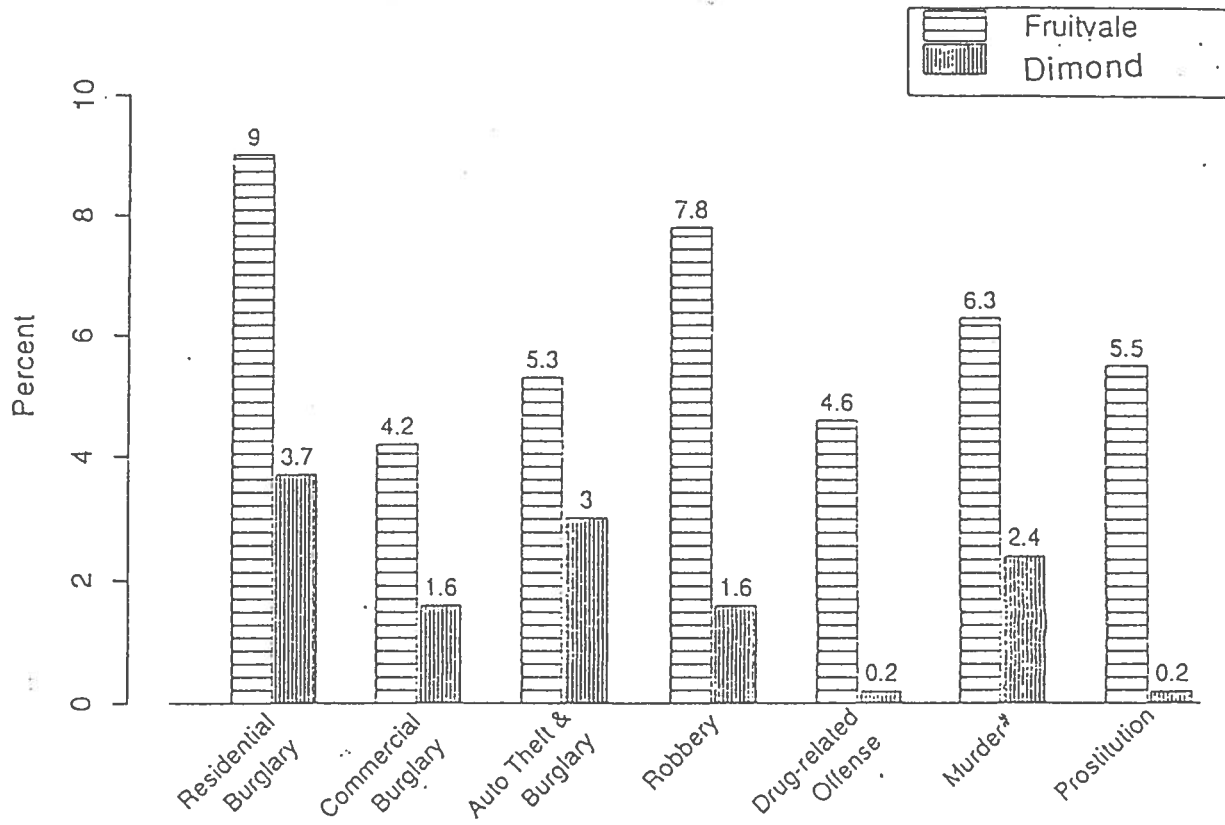
Crime Statistics, 1989

	<u>Dimond</u>	<u>Fruitvale</u>	<u>Oakland</u>
Residential Burglary	181 (3.7)	446 (9.0)	4,959 (100.00)
Commercial Burglary	58 (1.6)	157 (4.2)	3,695 (100.00)
Auto Theft & Burglary	587 (3.0)	1,024 (5.3)	19,511 (100.00)
Robbery	51 (1.6)	243 (7.8)	3,114 (100.00)
Drug-related Offense	28 (0.2)	592 (4.6)	12,909 (100.00)
Murder #	3 (2.4)	8 (6.3)	126 (100.00)
Prostitution	1 (0.2)	32 (5.5)	581 (100.00)

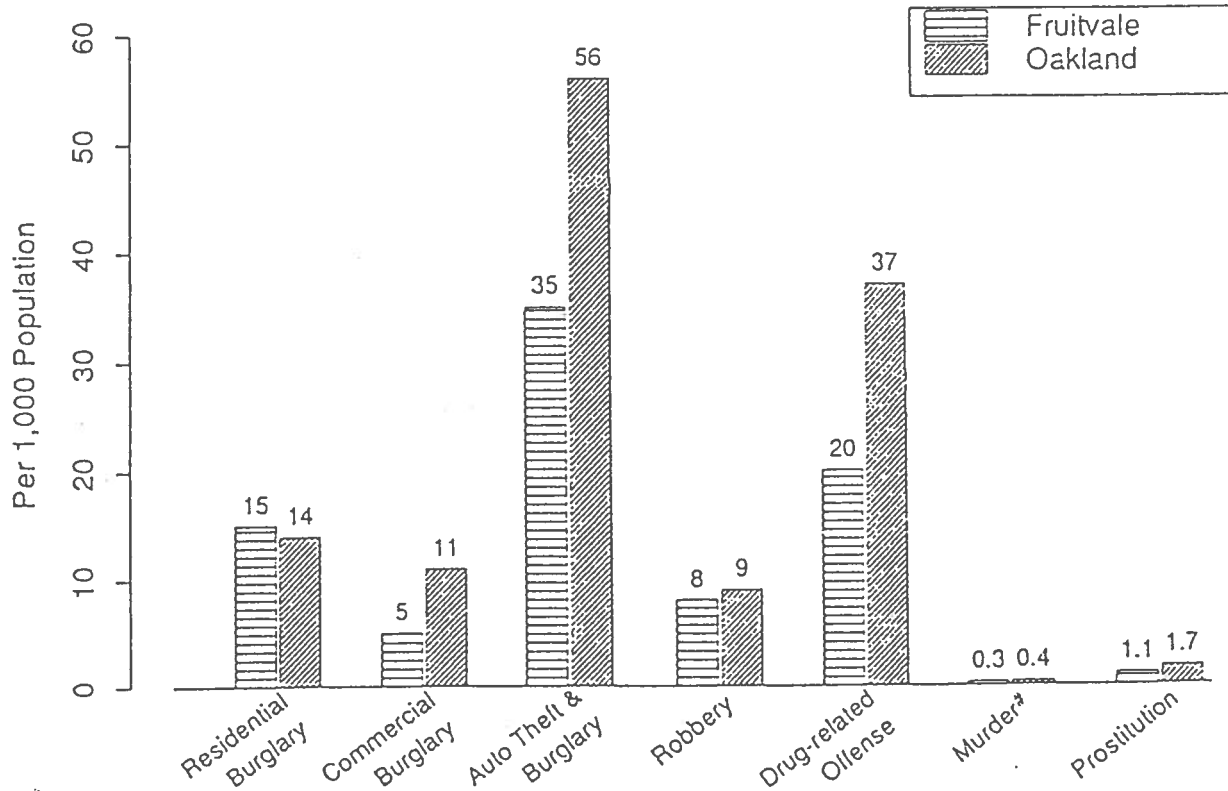
Including voluntary manslaughter

Percentages (unweighted) in parentheses are based on Oakland as a whole.

(Source: Oakland Police Department)



Crimes Per 1,000 Population*, 1989



* Based on 1989 population estimates from Urban Decision Systems, Inc.

Including voluntary manslaughter

Fruitvale had the second highest incidence of home burglaries in the city in 1989. Drug-related offenses and prostitution were also more prevalent in Fruitvale compared with Dimond across the MacArthur freeway. In our meetings with Fruitvale residents, a number of drug "hot spots," were identified along 38th Avenue, Foothill Blvd, and in other residential sections. Prostitution appears to be active particularly on East 14th St. and 39th Avenue.

To deal with these problems effectively, it will take more than just strengthening law enforcement on the part of the police. Citizen contribution is also crucial. Lieutenant Peoples of the Oakland Police Department has acknowledged the need to increase police patrol in the area but cited inadequate funding as the main culprit in failing to do so. At present, there is only one foot patrol officer (per shift) covering the area between 29th and 38th Sts. along the East 14th strip. Besides the problem of underpatrolling, there are shortcomings in the criminal justice system itself. While the legal system may penalize offenders, it does not necessarily stop them from continuing to engage in illegal but profitable activities. Hence, unless residents make a concerted effort to work together to help the police fight crime, the situation is not likely to improve. Community actions aimed at discouraging crime will be more effective than punitive police measures in Fruitvale.

Strategies:

To aid law enforcement in Fruitvale, residents should consider taking the following steps:

1. Participate in the Home Alert program coordinated by the Community Services Division of the Oakland Police Department to learn how to better safeguard your properties and to form neighborhood crime watch groups. Call 273-3068 for details.

2. Write to legislators or public officials responsible for the Fruitvale area to express your concerns for safety and insufficient police patrol, and ask them to increase funding for hiring law enforcement officials.

Ongoing measures:

1. Jot down the license number, make and color of suspect's vehicle(s), note the address of the crack house, record the time and place of crime, and then report the information to the Community Services Division of the Oakland Police Department at 273-3481 or call the Police Drug Hotline at 273-DRUG (emergencies should still be directed to 911).

2. Call the Beat Health Program (Sergeant Crawford or Officer Allen at 273-3277) to report serious neighborhood problems, such as the presence of hazardous structures, drug-related activities that adversely affect your property, abandoned vehicles that have become neighborhood eyesores or excess late-night foot traffic connected to drug transactions. However, in order for this city-wide program to operate most effectively, residents should use this service only in the event of a legitimate concern.

3. Take pictures of the suspect(s) or the drug house (from an inconspicuous place such as your living room) and send them to any of the above-mentioned police divisions. The editor of First Edition, Fruitvale Merchants Association's newsletter, also would like to include some of these pictures in their newsletter (after they have been verified). Contact Robert Jeffrey at 436-4935.

4. Check with Molly Wetzel of the Drug Abatement Institute at 525-6587 on how to use small claims court action to pressure landlords to clean out drug dealing on their premises.

5. Get children in schools interested in combating crime, especially in connection with drugs, through activities aimed at increasing students' awareness of the issue. These activities, which may focus on different aspects of crime ranging from causes to remedies, may take the form of essay-writing contest, poster-designing competition, organized talk or group discussion. It is also important to keep children off the streets after school by getting them involved in social and recreational activities.

E. Social Services

In terms of existing social services, Fruitvale appears to have a good mix of medical, legal, child-care and senior-citizen service outlets. However, based on the general comments from residents who participated in our community-profile meeting on March 21, it is evident that there are perceived needs for the following amenities:

- * Federal and state service offices, such as unemployment & training offices, and a social security office;
- * More youth programs that involve students, especially after school.

Strategies:

Providing for these needs in the area of social services requires careful planning and citizen inputs. We suggest that the following immediate and on-going strategies be considered to make this possible:

Immediate strategy:

Create a multilingual directory of existing health, social and commercial services with the help of high school students and school officials (e.g., the principal and the teachers of Fruitvale School may guide their students in putting together this directory)

On-going strategy:

Coordinate with the City Planning Studio (IDS 206) at the University of California at Berkeley in the Fall semester of 1990 to update the directory and/or conduct a comprehensive survey to assess community needs.

Appendices

- Summary of Recommendations
- Home Prices and Apartment Rents by Neighborhood

Maps

- Fruitvale Land Use Map
- Fruitvale Underutilized Sites

-----SUMMARY OF RECOMMENDATIONS-----

I. ECONOMIC DEVELOPMENT OPPORTUNITIES:

Economic development efforts should be targeted on the entire area including the two-block commercial area adjacent to these two sites.

A. Proposals

● **Montgomery Ward Site:**

1. Educational park - Headquarter building for Oakland Public Schools, other educational programs such as Peralta College Vocational Education Center, independent four year colleges, immigrant Welcome Schools.
2. Large scale factory outlet facility.

● **Oakland Hospital Site:**

1. Biotechnology incubator - Research center.
2. Centralized social services building (although service providers believe this unwise).

B. Next Steps

1. Contact owner of vacant building - determine their plans.
2. Contact Oakland Public Schools to see if the Ward site is appropriate.
3. Recommend OEDE, studio courses at UC Berkeley, and the FORUM initiate a Market Analysis, feasibility study, and design study for the area.

The area around East 12th Street and the Bart area has been identified by Fruitvale residents, merchants, and community leaders as a great potential development area.

C. Proposals

● **East 12th Street & Bart Area:**

1. Visual Gateway including the possible expansion of a Bart multi-tier parking structure and an overhead walkway connecting the entrance of

station to E.12th and E.14th Streets.

*Regional Gateway - Comprehensive plan for E.12th Street, creating foot traffic and drawing people towards E.14th Street.

*Facade Changes and Improvements.

*Open Farmers' Market - Fresh vegetables, fruit, and fish.

2. Arts Incubator including a gallery, performance space, multi-cultural arts center to enhance the existing cultural and artist community, encouraging mixed-use developments.

D. Next Steps

1. Identify owners of vacant lots along E.12th Street and owners of businesses along E.14th Street.
2. Contact the Open Farmers' Market Association, the Vietnamese Fishermen's Association of America, other groups interested in a Farmers Market on E.12th Street/Bart area.
3. Conduct survey of Bart users - determine where they reside, types of business would patronize.
4. Recommend OEDE, studio courses at UC Berkeley, the FORUM work closely with the Fruitvale Contact Group to focus on urban design, commercial and housing studies for the area.

II. COMMERCIAL REVITALIZATION:

Commercial revitalization strategies focus on two main commercial areas. East 14th Street can improve its attractiveness with public and private improvements.

A. Proposals

● East 14th Street:

1. Facade Improvements - Restoring historic buildings to its previous appearance and restoring Spanish stucco facade on other structures.
2. Review of the sign ordinance - the street has a nonuniformed placement and size of signs.
3. Street Furniture/Lighting - Maintenance of bus shelters, addition of

benches, garbage cans, and street lights can help create a unified commercial area.

4. **Parking** - Installation of diagonal parking spaces along the street to increase available parking and addition of landscaping for attracting foot traffic.
5. **Undergrounding of Utilities** - Plan for adequate infrastructure (long term).
6. **Fruitvale Symbol** - Added to new signs and entrances to provide an identity for Fruitvale.

The corner of the intersection and surrounding blocks must function as a unit to create a strong commercial cluster.

- **Foothill/Fruitvale Intersection:**

1. **Northeast corner:**
 - *Outdoor produce market.
 - *Mixed-use commercial and residential, high density housing.
 - *Community center and recreation space, senior citizens' center or another community-serving institution.
2. **Southeast corner:**
 - *Parking for all commercial uses.
 - *Attract more active/intense commercial use.
 - *Second commercial establishment.
 - *Reduction of parking area for Left Turn Only lane on Foothill Blvd.
3. **Southwest corner:**
 - *New commercial and residential structure.
 - *Renovation of existing building.

B. Next Steps

1. **Improvement of City Services** - Continuous community pressure on Public Works Department and City Council Meetings for adequate street cleaning,

maintenance, etc.

2. Letter Writing Campaign - Unite efforts of Merchants' Association and Oakland Community Organizations, letters sent to district city council representatives, Community Development District Advisory Council, Public Works Department, and City Manager.
3. Presence at City Council Meetings - Consistent presence at City Council meetings.
4. Elected Officials' Assistance - Inviting officials to open community forums to address issues and concerns.
5. Merchants' Association - Active participation of individual merchants to devise strategies for revitalization of commercial strip.
6. Sweeping Festival - Office of Community Development Graffiti Abatement project, Merchants' Association, and resident could coordinate a festival to clean up the street.
7. Block Party - Annual street fair or block party to highlight local merchandise, neighborhood artists' crafts co-sponsored by the Merchants' Association, churches, and community groups.

III. HOUSING

Approaches to housing affordability includes the replacement of existing housing with higher density housing, establishment of housing in areas not currently zoned for housing, and renovation and reconstruction of existing sites.

A. Proposals

● Housing Affordability:

1. Increase housing availability through "cluster" higher density residential development.
 - *Identify sites appropriate for higher density residential development.
 - *Work with property owners and City officials to plan for higher density housing.
2. Establish housing in areas not currently zoned residential.
 - *Work with the FORUM to set up studio at UC Berkeley to work with the

Kennedy tract neighborhood on development on E.12th St. and 28th Ave.

3. Encourage residential development above retail in commercially zoned areas.

*Identify underutilized second story spaces.

*Identify ownership of underutilized spaces.

*Work with Fruitvale Merchants' Association and owners to develop a rehabilitation plan.

● **Public Housing:**

1. Continue pressure on Oakland Housing Authority and manage Fruitvale public housing sites.

*Critically evaluate the Action Plan to be presented by OHA at the end of May 1990.

*Continue to monitor and report maintenance and drug problems.

*Continue pressure on OHA to purchase the P.G.&E. substation (36th Ave. & Foothill) public housing site for use of community center for public housing residents.

2. Follow Holly Court-Bernal Heights Community Foundation model for tenant involvement in the public housing improvement process.

*Contact Buck Bagot of the Bernal Heights Community Foundation (495-2273).

*Identify community organizer who is of the same race and ethnicity as majority of public housing tenants.

*Identify tenant leaders to begin internal organizing.

3. Hold first joint tenant-neighborhood meeting at one of public housing sites.

IV. CRIME PREVENTION:

The major concerns among many residents are residential burglary, drug dealing and prostitution. Citizen participation is crucial in dealing with these problems.

A. Proposals

- **Crime Prevention:**

1. Participate in Home Alert programs coordinated by the Community Services Division, Oakland Police Department. Call 273-3068 for more details.
2. Write to legislators or public officials responsible for Fruitvale to express concerns for safety, insufficient police patrol, and increased funding for hiring of law enforcement officials.

V. SOCIAL SERVICES:

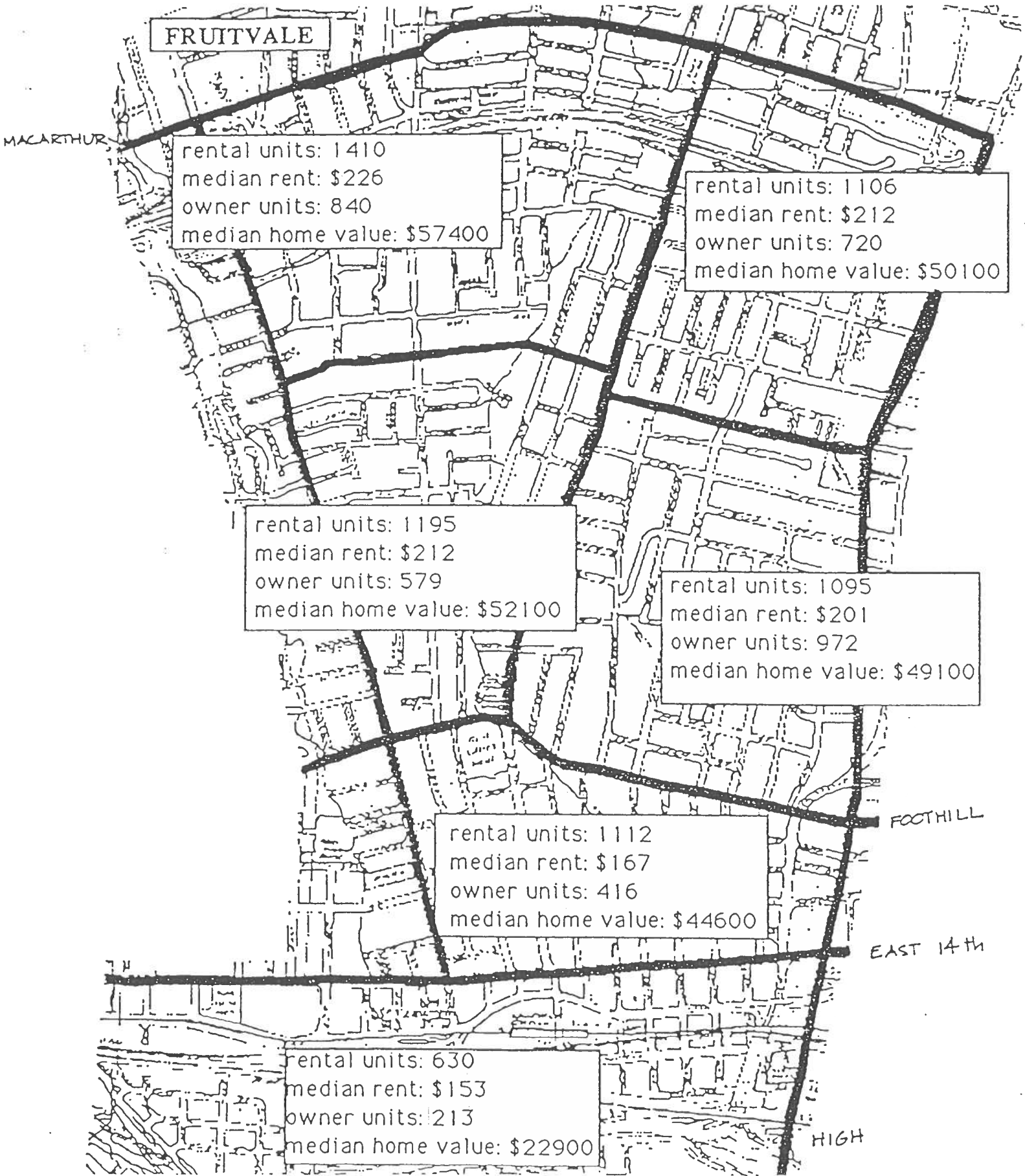
Fruitvale residents expressed the need for federal and state service offices: unemployment and training offices, social security offices, and youth programs.

A. Proposals

- **Social Services:**

1. Create multilingual directory of existing with help of high school students and school officials.
2. Coordinate with City Planning Studio (IDS 206) at UC Berkeley to update the directory and/or conduct a comprehensive survey to assess community needs.

Housing Prices and Rents (1980 Census) Differences between Fruitvale Neighborhoods



Fruitvale Land Use Map



Fruitvale Land Use Map (partial)

- | | |
|--------------|---------------|
| Commercial | Residential |
| Auto Related | Institutional |
| Industrial | Recreational |

