

Node Demographics

Fruitvale & International 2006	1/2 Mile Radius	1 Mile Radius	3 Mile Radius	City of Oakland
Population	15,267	46,809	275,941	400,377
Households	3,765	12,248	101,314	149,082
Households Size	3.92	3.74	2.68	2.64
Per Capita Income	\$12,620	\$14,278	\$25,332	\$25,469
Number of Households with Children	2,069	6,485	34,896	49,976

Source: Conley Consulting Group, JRDV, Strategic Economics, Claritas, 2008.

Fruitvale and International

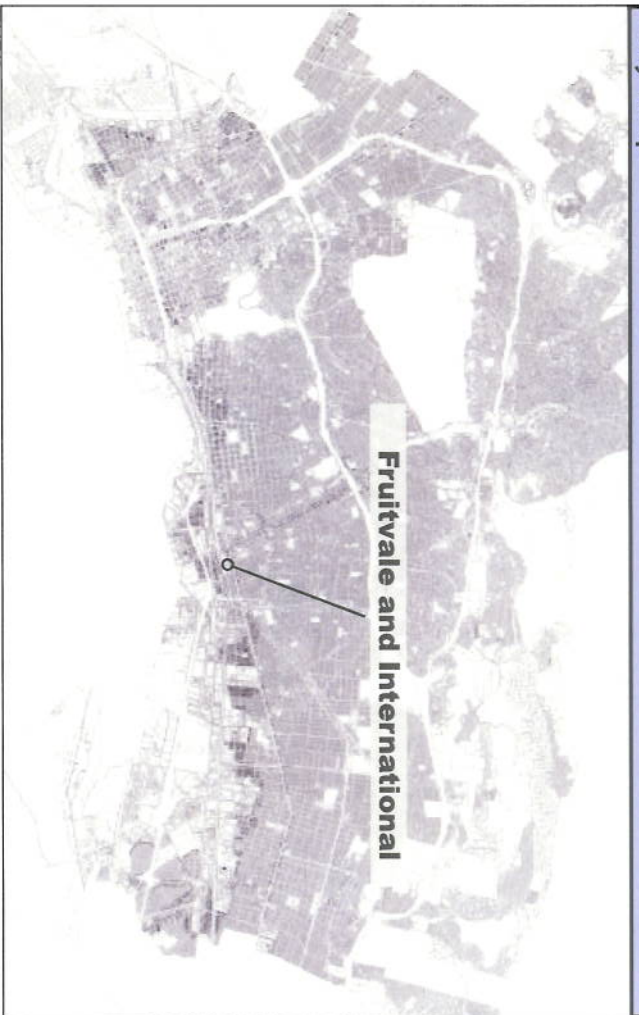
The Fruitvale and International retail node is located at the meeting of two of East Oakland's largest thoroughfares. In 2006, Fruitvale and International had more than \$10 million in total sales. More than 40 percent of total sales was generated from comparison goods, due in part to the large representation of comparison goods stores in the area. In the comparison goods category, Fruitvale's sales rank second only to Rockridge in the city. The area also has fairly high eating and drinking sales because of the popularity of traditional Mexican and Latin American restaurants. The Fruitvale retail district is known as a thriving community. Business is strong on weekends and weekdays because of the many community institutions, schools, and the diverse business base.

Many property owners are also local businesses owners. The area draws the Latino community throughout the East Bay and also serves as a port of entry function for many new Americans.

The Unity Council was responsible for introduction of a multi-tenant Latino-themed Market Hall on International Boulevard. The Unity Council also developed the Transit Village, where retail uses have begun to fill in after initially performing below expectations.

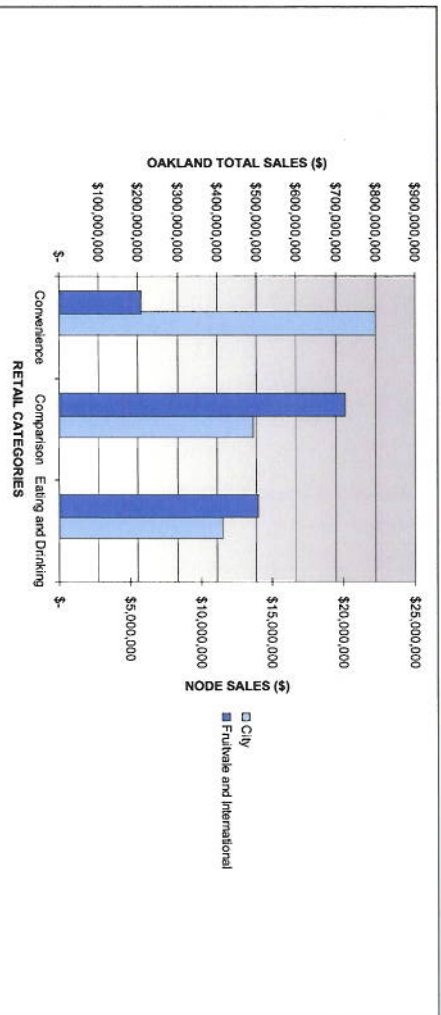
In comparison to Oakland averages, the neighborhoods served by Fruitvale and International have lower per-capita incomes, larger household sizes with more than half of all households include children. The Fruitvale and International district has successfully performing convenience, comparison, and eating and drinking stores. There is potential to improve the retail performance so it is classified as suitable for further improvement.

City Map



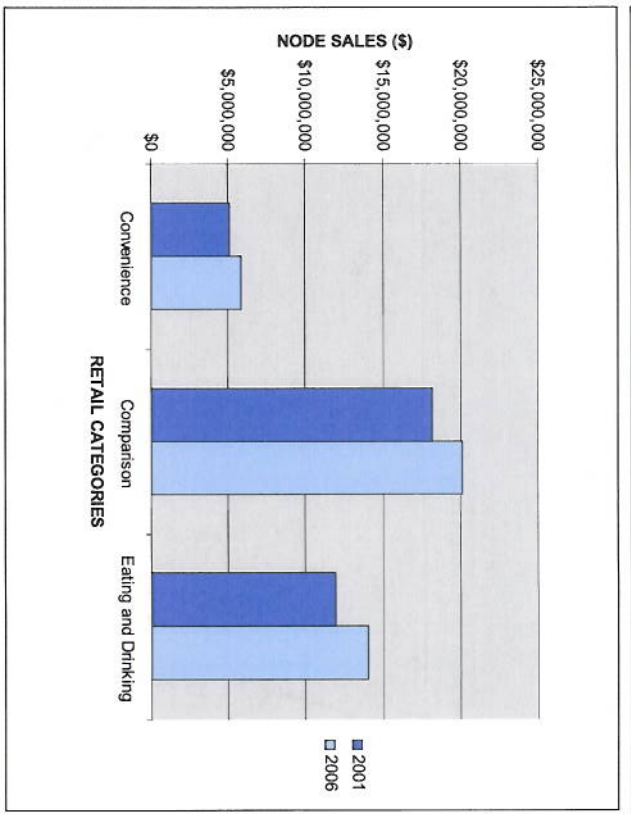
Distribution of Retail Sales*

%	Convenience	Comparison	Eating & Drinking
Node	15%	50%	35%
City	40%	25%	21%



* Missing sales data indicates data that can not be reported in compliance with State confidentiality laws.

Sales Trends (2001, 2006)*



Merchandising Mix*

2006 Average Sales per Establishment: \$211,058
 Estimated Retail Sales per SF: \$80.91

	Number of Establishments
Convenience	20
Comparison	119
Eating & Drinking	49
Total	189

Anchor Businesses (2006)

- Dollar Tree Store
- El Pollo Loco
- Farmacia Remedios
- Jack in the Box
- Mariscos La Costa Restaurant
- Reed Supply

Fruitvale and International