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# Dialogue and Development in San Antonio

Coro Foundation Fellows

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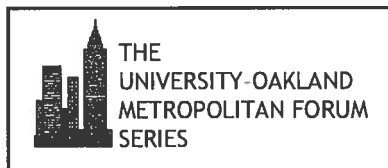
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## Working Paper 90-05

(formerly SR 018)

# Dialogue and Development in San Antonio

Coro Foundation Fellows



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

## The Authors

This report was prepared by Elena Chavez, Cort Gross, Caterina Harris, Al Muratsuchi, and John Rogers while they were participating in the Coro Foundation Fellows Program in Public Affairs. The views reflected by this report are solely those of its authors and do not reflect any position of the Coro Foundation.

The Coro Foundation is a non-profit, non-partisan training institute established to provide education and practical training to qualified individuals who anticipate careers in government, politics, and public service. An integral part of this training is research and the preparation of reports on various public issues.

The persons who prepared this report received no reimbursement for their work other than their Coro scholarships. The costs of preparation and publication were borne by the University-Oakland Metropolitan Forum and the City of Oakland Office of Economic Development and Employment.

## The Sponsor

The University-Oakland Metropolitan Forum is a partnership dedicated to using the resources of colleges and universities to enhance the quality of life in the Oakland region. Participating institutions of higher education include Holy Names College, Mills College and the University of California at Berkeley. The Forum is broadly representative of the community, with over 300 persons involved at this time, and provides settings for nonpartisan analysis, discussion, and leadership on critical issues facing Oakland.

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## Executive Summary

"Dialogue and Development in San Antonio" represents an intensive six-week survey of the commercial environment in the San Antonio Community Development District of Oakland. This report was commissioned by the University-Oakland Metropolitan Forum, and prepared with the cooperation of the San Antonio Community Development Corporation (SACDC) and the City of Oakland Office of Economic Development and Employment (OEDE). It is intended to be a resource for gaining an understanding of San Antonio's commercial needs and concerns. It also provides a foundation for further study to be conducted by students from the University of California at Berkeley Department of City and Regional Planning. This report is available to anyone who requests a copy from the University-Oakland Metropolitan Forum.

## Contents

This report is divided into six main sections and appendices:

- An *Introduction*, which summarizes the purpose of the report, the context in which it was prepared, and the methodology employed,
  - A *San Antonio Background*, which locates San Antonio in Oakland and provides a demographic and historical profile,
  - A *Commercial Profile*, which describes the commercial strips studied, names the major employers in the District, and sketches the commercial rental market,
  - An *Inventory of Commercial Space*, which provides statistics on commercial land use along San Antonio's major commercial thoroughfares,
  - A *Market Study*, which reports license plate survey data, describes competing shopping areas,
  - A *Residential Profile* surveys the housing market,
  - An *Issues* section, which discusses community concerns cited most often in a series of interviews with merchants, residents and others who work in San Antonio, and
  - A *Development Priorities* section, which discusses development proposals emphasized by for-profit and non-profit developers interviewed.
- The *Appendices* section provides inventory and license plate survey data, land use maps of selected commercial areas, the names of interviewees, and bibliographical resources.

Following guidelines established by OEDE, the inventory surveyed retail services located on the following streets:

- East 12th Street, from 5th to 15th Avenue
- East 14th Street, from 1st to 29th Avenue
- Foothill Boulevard, from 23rd Avenue to Fruitvale Avenue, and
- 23rd Avenue, from East 14th to East 23rd Streets.

License plate surveys were conducted along these streets and in neighboring areas to determine where people came from to shop in San Antonio. Retail anchors and competing shopping areas were identified in and around the District.

A series of community interviews was conducted, focusing on merchants, church leaders, for-profit and non-profit developers, community organization representatives, elected officials, city government employees, and educators. Information collected from interviews was combined with the inventory and market study data to produce this report.

### Findings

In accordance with its conception as a resource document, this report consists primarily of maps, numbers and stories that provide an informative snapshot of San Antonio. While this information cannot be easily summarized, some judgments can be stated here.

- As described in the Background section, San Antonio is extremely diverse in its ethnic makeup, which presents planners the challenge of incorporating ethnic community representatives into any working group commissioned to devise neighborhood revitalization efforts. In particular, the San Antonio Community Development District Council and the SACDC must bring in more representatives from the Asian and Latino communities.

- Another challenge facing the District is striking a balance between promoting business development and providing affordable housing. Community planners must design development programs that not only encourages commercial development, but also addresses the needs of current residents with low to moderate incomes.

- As shown in the Commercial Profile section, however, San Antonio's proximity to downtown Oakland, in combination with local commercial rents as much as a third lower than downtown rents, may well create a steadily rising tide of local commercial activity. The commercial strips on East 12th and East 14th Streets, in particular, are showing the rapid growth of Asian small businesses spilling over from nearby downtown Chinatown.

- Finally, San Antonio's community organizations must continue their strong tradition of encouraging local involvement to channel the influx of new entrepreneurial spirit into development plans responsive to the needs of all merchants and residents.

The authors hope that the information compiled in this report assists these organizations in designing effective revitalization programs in San Antonio, a neighborhood facing challenges common to many urban neighborhoods, but possessing much potential to turn a corner toward a brighter future.

## INTRODUCTION

### Statement of purpose

"Dialogue and Development in San Antonio" represents an intensive six week survey of the commercial environment in the San Antonio Community Development District. The authors intend this report to be a resource for gaining an understanding of the District's needs and concerns. This report also provides a foundation for further study of the District, to be conducted in the Spring of 1990 semester by students from the University of California at Berkeley Department of City and Regional Planning. This report is available to anyone who requests a copy from the University-Oakland Metropolitan Forum.

### Context of Report

This report represents a small step in a two-year planning process in the San Antonio Community Development District, initiated by the Forum in cooperation with the San Antonio Community Development Corporation (SACDC). The process began in 1988, when students from the UC Berkeley Department of City and Regional Planning prepared a preliminary planning and policy review of the neighborhood. (cf Appendix D.1) The process continued in late 1989 and early 1990, when the Forum commissioned five Coro Fellows to prepare this report and began working with SACDC to form a contact group that could advise and guide the Forum in its planning and revitalization efforts. The process will reach its completion when the contact group, the Forum, SACDC and the City government use this report and other, subsequent reports to prepare and implement a neighborhood community development plan.

The Forum coordinates their neighborhood planning efforts with the City of Oakland's Office of Economic Development and Employment (OEDE). OEDE administers a Neighborhood Commercial Revitalization (NCR) program, which combines financial and technical assistance programs for merchants and community development organizations with economic, demographic, and physical surveys in designated neighborhoods; neighborhood commercial market analyses; and urban design plans. Twenty-three commercial areas, located throughout Oakland's seven Community Development Districts, have been designated as NCR study areas. Local development corporations such as SACDC receive grants from the City's NCR Fund, and assume a leading role in OEDE's neighborhood planning efforts.

While OEDE concentrates its efforts on the NCR study areas, the Forum is developing a process for neighborhood planning that has three broad objectives:

- expand the range of community residents and organizations active in decision-making about their neighborhood,
- coordinate the activities of various City departments, and
- improve the usefulness of University-based research and technical assistance.



The Forum has supported a number of area studies, urban design plans, and economic development analyses in Oakland's neighborhoods in the past. This work in San Antonio, however, is the beginning of the Forum's first effort to bring all the necessary partners together for a comprehensive approach to community planning.

### Method

For the first two weeks of the six-week study period, an extensive commercial inventory was taken to identify the street-level businesses located on major neighborhood commercial thoroughfares. The inventory identifies what retail services exist and estimates the square footage occupied by various types of retail services. Buildings were paced, facade and street conditions were noted, and the gathered information was entered into a database. In addition, the most recent versions of land-use maps were obtained from the Oakland City Planning Office, and building outlines were redrawn on the maps when land uses had been changed.

Next, a market analysis was done, involving license plate surveys at designated trade areas, an analysis of competing shopping areas, and interviews with local commercial and residential realtors. The market analysis provides a general description of who shops in San Antonio for what retail services, and how neighborhood retail services compare with services available in competing shopping areas.

To collect more qualitative data, the last three weeks were spent conducting a series of interviews with people active in San Antonio, concentrating on merchants, church leaders, for-profit and non-profit developers, community organization representatives, elected officials, government employees, and educators. Secondary sources were also used to collect information, including books, previous planning reports and design proposals.

### Acknowledgements

Many individuals were helpful to us in our work. Although we will only list our advisors here, Appendix E shows the names of everyone who was kind enough to talk to us or guide us in some way in our study. We see all of you as an integral part of our effort, and thank you for your help and cooperation.

The advisors who supported our work were:

Phyllis Waller, Director of Training  
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## **SAN ANTONIO BACKGROUND**

Before making any attempt to plan San Antonio's future, one must have a qualified appreciation for the District's past. The following background situates San Antonio in Oakland and provides a history.

### Overview

The San Antonio District is one of the most ethnically diverse areas in Oakland, with numerous racial and ethnic communities located throughout its neighborhoods. The diversity of San Antonio's residents and merchants poses unique opportunities and challenges for planned commercial development.

Many optimistic San Antonians look to the growing commercial areas along sections of East 12th, East 14th and East 18th streets as indications of the neighborhood's growing local economy. They also point out that San Antonio's housing market has been attracting many first-time home buyers in recent years, a trend that is strengthening the local consumer base.

On the other hand, San Antonio does face social and economic problems common to many urban neighborhoods. The neighborhood still displays symptoms of the economic disinvestment of the 70s and early 80s. The 1980 Census found that a quarter of all residents lived below the poverty level. The area is sorely lacking in retail anchors, banks and industrial employers. Drug and alcohol abuse is a major concern in certain areas of the neighborhood. Ethnic tensions have accompanied the rapid demographic changes in recent years.

## Location

The San Antonio District is located east of Lake Merritt, extending out from Lakeshore Avenue to 28th Avenue, and bound by the MacArthur Freeway (I-580) from the north down to the Nimitz Freeway (I-880) at the south. (cf Appendix A for map)

The District boundaries capture neighborhoods that are identified by names such as Brooklyn, Clinton Park, San Antonio Park and China Hill. Some neighborhood names refer to areas which were independent towns in the mid-1800s. For example, the area extending from Lake Merritt to 14th Avenue is called Clinton Park, while San Antonio Park refers to the area from 14th Avenue to 23rd Avenue. In 1870 Clinton Park and San Antonio were incorporated as part of the town of Brooklyn, also a name that is still used today in reference to the District. Another neighborhood within the District is China Hill, the area north of East 18th Street and Park Boulevard with a large Asian American population. The area southeast of East 18th Street and Park Boulevard, where the numbered streets and avenues run, is often referred to as the "flatlands".

The District lines also capture an area that is often described as an amalgam of ethnic communities rather than a neighborhood with a communal identity and culture. Latinos residing in San Antonio, for example, may identify more with the Spanish-speaking community spread out from their own district to neighboring Fruitvale, rather than with the other ethnic communities which make up the rest of San Antonio's population.

## Demographics

When asked to describe San Antonio, a majority of neighborhood merchants and residents cited its ethnic diversity as perhaps the District's most outstanding characteristic. In 1980, the neighborhood population was 46% African American, 22% European American, 19% Latino and 14% Asian. Since the 1980 Census, San Antonio has seen a rapid influx of Southeast Asians. As a more up-to-date illustration of the neighborhood, the Oakland school district reported that the 1987 enrollment at Franklin Elementary School was 71% Asian, 18% African American, 8% Latino and 3% European American, while enrollment at Roosevelt Junior High School was 37% Asian, 33% African American, 29% Latino and 1% European American. A 1988 Oakland school district study also revealed that 17 different languages were spoken at Franklin.

Poverty is a persistent problem among San Antonians. According to the 1980 Census, 25% of residents were living below the poverty level, as compared to 18% city-wide. 19% of residents were unemployed, as compared to the city-wide unemployment rate of 7.5%. 1988 demographic estimates by Western Economic Research Co. show that 49.8% of San Antonio households in the flatlands have an income of less than \$15,000, with a median household income of \$15,084.

## History

The District's population was not always as diverse and integrated as it now is. Historically settled by the Spanish, the area came to be inhabited largely by Anglos from the middle of the 1800s up to the middle of this century. The 1906 earthquake brought large numbers of European ethnic groups from across the Bay, and the area took on a suburban character with mostly white, working class families. Throughout this time, however, the area also included a significant community of Latinos, many of whom worked in the canneries in Fruitvale.

During World War II, the Kaiser shipyards bused large numbers of workers to Oakland from the Southern United States. This placed an increased burden on the region's housing stock. What is more, the closing of the shipyards after the war left many of these people unemployed. The construction of the MacArthur Freeway served to isolate the area, whose residents were increasingly people of color, from the more wealthy, white neighborhoods in the Piedmont hills. Along with the construction of the Nimitz Freeway in 1949, there was also the effect of stripping its commercial thoroughfares of traffic. One now had the option of driving around the neighborhood and past its businesses.

In 1948, the U.S. Supreme Court ruled racially-exclusive neighborhood covenants unconstitutional. Although white residents continued to use informal covenants up into the 70s, the Court ruling opened the way for a greater influx of people of color, especially middle-class Chinese, into the San Antonio area. The northwest pocket of the District became known as China Hill, and was favored for its close proximity to Chinatown. In the mid 60s, the ethnic composition of the area was further affected by the construction of the Main Branch Post Office and the adjacent Bay Area Rapid Transit (BART) station in West Oakland, which wiped out a large number of houses. This displaced many African American and Latino residents from West Oakland, some of whom relocated in San Antonio.

In response to population growth and the need for affordable housing, the Clinton Park area was selected as the first western site of the Federal Urban Renewal Project in 1955. The result was 1,000 new units of housing in 57 apartment buildings. While this brought some relief, the developments were constructed without much attention to the character of the surrounding neighborhood, which included many turn-of-the-century Victorian homes.

Subsequent government programs continued to target public housing projects in the area. By 1990, 98 of Oakland's 291 Federal Housing Authority projects were located in San Antonio. Unfortunately, government efforts to provide low income housing were not coupled with efforts to spark economic growth. The result was continuing physical, cultural and economic isolation from surrounding neighborhoods, a high concentration of low income housing projects, and economic stagnation within the neighborhood.

During the 60s and 70s, the neighborhood experienced "white flight" as many middle class European Americans moved to the suburbs. Many community leaders we interviewed believe that racist fear and economic self-interest motivated the migration. One person whom we interviewed remembered the changes in the following way:

The nursery school I went to, below East 14th, was very ethnically diverse. As I grew older, the neighborhood experienced 'white flight'. People were leaving in droves. A current SACDC board member and I went to the same nursery school. We are the only two who stayed in the neighborhood. Shows you the difference 30 years can make. People used to live, shop and have their social relationships in the neighborhood. Now its less of a neighborhood and more of a place.

As middle class residents left, economic disinvestment continued. Over the last several years, Bank of America, Wells Fargo and Sanwa Bank have all closed San Antonio branches, and Safeway and Montgomery Wards have closed stores. The closing of the Montgomery Wards left 1 million square feet of commercial space vacant on East 14th Street.

Despite the history of economic depression in the area, many point to the strength of the local community organizations as a source of hope. Many of those, across the spectrum of race and class, who have stayed in San Antonio have shown a strong commitment to their community and have become involved in a number of community based organizations. The most notable of these are the Oakland Community Organizations (OCO), a broad-based coalition of neighborhood groups, and the Brooklyn Neighborhood Preservation Association. Most recently, OCO organized residents to block the building of a motel on East 14th Street and to get the City to impose a moratorium on the use of manufactured housing in the neighborhood.

During the late 70s and early 80s, large numbers of Southeast Asian immigrants began moving into San Antonio. Federal resettlement programs and local churches settled immigrants in pockets scattered throughout the District. Currently a new wave of Southeast Asians is entering the District, as mass secondary migration within the U.S. is leading to an increasing concentration of Southeast Asians in Oakland.

The future of the District is, of course, uncertain. Continued economic development spurred by Southeast Asian entrepreneurship in recent years could lead to substantial economic growth, but there is the ever-present danger that gentrification will raise property values and housing rents, driving out current lower-income residents from their neighborhoods and leaving them with no place to go.

## SAN ANTONIO COMMERCIAL PROFILE

San Antonio presents numerous opportunities and challenges for commercial revitalization responsive to community needs. To identify some of these opportunities and challenges, the following section describes San Antonio's current commercial environment, including its commercial thoroughfares, primary employers, and rental market.

### Commercial Strips

San Antonio's retail services are focused along several commercial strips. OEDE and SACDC identified the following strips for surveys and potential development efforts:

East 12th Street, from 5th to 15th Avenue  
 East 14th Street, from 1st to 29th Avenue  
 Foothill Boulevard, from 23rd Avenue to Fruitvale Avenue , and  
 23rd Avenue, from East 14th to East 23rd Streets.

A general description of each major strip follows.

- East 12th Street

A large sign on East 12th and Fifth Avenue declares one's arrival to the "New China Town.". In recent years San Antonio has witnessed a proliferation of Asian groceries, restaurants and sewing companies between 5th and 7th Avenues. These Asian businesses find commercial rents as much as a tenth lower than rents found in downtown Chinatown, while maintaining convenient proximity to Chinatown.

The area can be more accurately described as the "New Asiatown" to recognize the diversity of Asian ethnic groups operating small businesses in the area, which include Vietnamese, Cambodian, Laotian, Thai, as well as the Chinese. Pedestrians abound, adding to an atmosphere of a thriving commercial area. One of the attractions of the New Asiatown is the abundance of free parking on the street and in lots, in contrast to Chinatown's scarce parking.

As one goes further up East 12th, the Asian businesses are replaced by a concentration of used car dealerships and auto repair shops. Dilapidated buildings and boarded-up storefronts are clustered between 10th and 14th Avenues. Empty street meters border the higher-numbered end of East 12th, and sidewalks are quiet. Broken car window glass is scattered along the streets, graffiti abounds, and shrubbery is absent.

- East 14th Street:

The longest commercial strip in the district, East 14th Street tells a story of neighborhood change. East 14th served as the main thoroughfare

connecting Oakland and San Jose before the construction of the Nimitz freeway. Zoning regulations for the strip were established more than thirty years ago, and remain unchanged even after the Nimitz construction. As a result, the strip is home to a haphazard mix of businesses and homes, from light manufacturing to once-grand Victorian residences.

The blocks along East 14th varies in character. The lower blocks are occupied by New Asiatown businesses, with many businesses set up in front of residential properties. Signage is often in Vietnamese, Cambodian, or Thai only. Only 10 blocks away, however, one finds signage in Spanish. A cluster of fast-food outlets, including McDonald's, Jack-in-the-Box, and Taco Bell are located at the corner of 25th Street. In the upper blocks, closer to the Fruitvale District, there are many parking lots and empty buildings, including the mammoth Montgomery Wards building.

Businesses are spread out, making East 14th an inhospitable street for the pedestrian shopper.

- Foothill Boulevard:

Foothill Boulevard is largely residential between 23rd and Fruitvale Avenues, with scattered commercial uses and a large number of vacant lots. There are quite a few large apartment complexes, several of which appear to be quite old. Many of the larger houses have been subdivided into smaller apartments. Several houses have been modified to provide store fronts for small businesses.

There are no retail anchors along the strip, and the businesses which seem to be doing best are small groceries and liquor stores. These stores are owned by African Americans, Middle-Easterners and Southeast Asians, reflecting the diversity of the area. The commercial density of Fruitvale Boulevard spills over onto Foothill with several Latino and Asian businesses inhabiting old one-storey commercial buildings with fading signs.

- 23rd Avenue:

The further north one travels on 23rd, the more residential and fewer businesses one finds. Retail and service concentration is heavy close to the commercial activity of East 14th, yet it diminishes quickly in a few blocks. Liquor stores, alcohol rehabilitation centers, and churches dominate this strip, often side-by-side. Many people loiter regularly on the street corners, especially near East 14th and East 15th.

23rd Avenue is a winding street that rises in elevation, and, as such, tells a story about San Antonio that is typical of many places in Oakland. As one goes north, one moves away from the commercial activity and lower-cost housing of the flatlands, and on to higher quality housing in the hills and, along with it, cleaner streets, and less street-corner activity.

In addition to the commercial strips described above, East 18th Street from Lakeshore Avenue to Park Boulevard is home to perhaps the most commercially vibrant area in the neighborhood. East 18th is not included in our commercial inventory, since the area is not targeted for commercial revitalization efforts. The Merritt Bakery and Restaurant shares a large and often full parking lot on East 18th with Thrifty and Lucky's. Bank of America, Home Savings of America, Walgreen's and Grand Auto are located across the street.

### Major employers

San Antonio lacks major industrial and retail employers. Most major employers in the neighborhood are social service organizations. According to OEDE the following organizations served as the major employers of San Antonio in 1990:

- 251 or more employees: Highland Hospital  
1411 East 31st Street
- 101-250 employees: Jewish Federation of the East Bay  
3245 Sheffield Avenue
- ABC Security Service  
1822 Embarcadero
- Gladman Memorial Hospital  
2633 East 27th Street
- Ellis Associates  
1822 Embarcadero
- Bay Area Community Service  
2647 East 14th Street
- Corporation of Registered Nurses  
2647 East 14th Street, Suite 302

### Rental market

Commercial rents in the District are often as low as 50 cents a square foot, with an average of about 75-85 cents, and never getting any higher than \$1.50, the higher rents being exclusive to property near Lake Merritt. In comparison, the commercial rents in downtown Chinatown run as high as \$5 per square foot.

Realtors interviewed indicated a wide range of vacancy rates, from 5 to 40%, but there is consensus that the rate has been decreasing in recent years due to higher demand for commercial property. Most leases are for five years.



## COMMERCIAL INVENTORY

The first two weeks of our six-week effort was spent on an inventory of the commercial strips described above. The inventory identified what retail services exist and estimates the square footage occupied by various types of retail services.

### The Method

The first step in conducting the inventory was to obtain a listing of all registered businesses in the *Business Prospector*, a subscription service available at the Alameda County Business Library. The retail listing was then used to guide our field inventory, conducted in January of 1990 by the five Coro Fellows. Buildings were paced, measurements and facade observations were recorded, then entered into a Lotus™ database. Categories of analysis, based on similar City of Oakland inventories, consisted of a block code; business name; address; retail classification according to SIC code and according to OEDE classifications; width, depth, and number of storeys; total square feet; number of employees (based on SIC codes); and observations on signage, facade, etc.

Over 250 retail spaces were surveyed, covering both sides of more than 45 city blocks. A detailed summary of our inventory findings, including maps and statistical tables, is included in appendix B. The complete inventory database is on file at the Forum.

### Results

A few general comments can be made. First, auto-related and service centers are plentiful in the neighborhood, particularly on East 12th and East 14th. Second, numerous vacant commercial properties were found. Of course, without conducting a title search and contacting the owner, one cannot be sure if a property is vacant. In several cases, properties which were originally classified as vacant had tenants moving in three weeks after the inventory was completed. Finally, although there is a huge amount of retail space in the neighborhood, the addresses show that it is spread out throughout the various strips and not at all concentrated according to use, with the exceptions of beauty salons on East 14th Street and auto-related shops on East 12th and East 14th.

## MARKET STUDY

While the inventory concentrated on commercial strips, the market study identified where San Antonio's customers came from, what retail services do they patronize, and what competing retail services are available in areas neighboring the District. The market study included a license plate survey, retail anchor identification, and competing shopping areas analysis.

## License plate survey

To measure San Antonio's market potential, we first conducted our license plate survey. This survey estimates the District's trade area, defined as the area from which San Antonio businesses are likely to draw the bulk of their customers. The purpose of defining the trade area is to establish a geographic area within which shopping patterns and demographic characteristics can be studied. In addition, it is important for the planning process, in that it helps to put in perspective what types of businesses can survive in this commercial area.

### a. Method

License plate surveys were taken to determine the zip codes where customers originate. Plates were recorded at each of the study areas on both a weekday and a weekend. Each survey area included around 100-150 license plates. Commercial license plates were excluded, as were obvious residential on-street cars. OEDE then forwarded license plate numbers to the Department of Motor Vehicles, which, in turn, supplied registered zip codes of origin for each plate. These were tabulated and plotted on East Bay zip code maps. (cf Appendix C) All license plates from outside of the East Bay region were excluded from the tally.

It is important to remember, however, that although license plate surveys are standard procedure when determining the market potential of an area, they do not take into account customers that walk or use public transportation. Furthermore, license plate surveys do not allow for inconsistencies in registration. Many automobiles are registered to persons other than the person driving. And many people do not change the address of their automobile registration each time they move. Yet another limiting factor is that zip codes encompass large areas, which makes it difficult to determine whether or not traffic is coming from inside or outside of the District. Nevertheless, these surveys are an efficient way to quickly identify the trade area of a commercial district.

A list of locations surveyed is included in Appendix C.

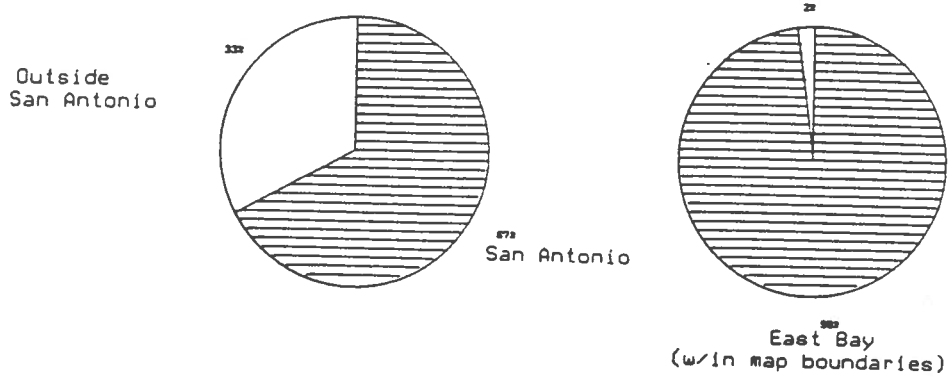
### b. Results of License Plate Surveys

The results of the license plate survey are illustrated in the following pie charts. Each commercial area was plotted on one East Bay zip code map. The percentages are shown here. There are two charts for each commercial area. The first chart compares the percentage of customers originating from zip codes covering San Antonio (zip codes 94601, 94606 and 94610) with the percentage from outside the San Antonio zip codes. The second pie chart shows the percentage of automobiles that originated from zip code areas excluded from the zip code maps. These maps do not include San Francisco and many other Bay Area cities. Appendix C provides the customer zip code plots for all license plate survey locations.

• East 14th from 1st to 14th Avenues

The New Asiatown, occupying the lower half of East 14th Street, draws the majority of customers from San Antonio zip code areas. This local customer base may reflect the smaller sizes of the businesses located in New Asiatown, such as hair and nail salons, restaurants and small groceries. The chart on the left shows that 2/3 of all customers come from inside the District. The chart on the right shows that almost all of the customers came from the East Bay.

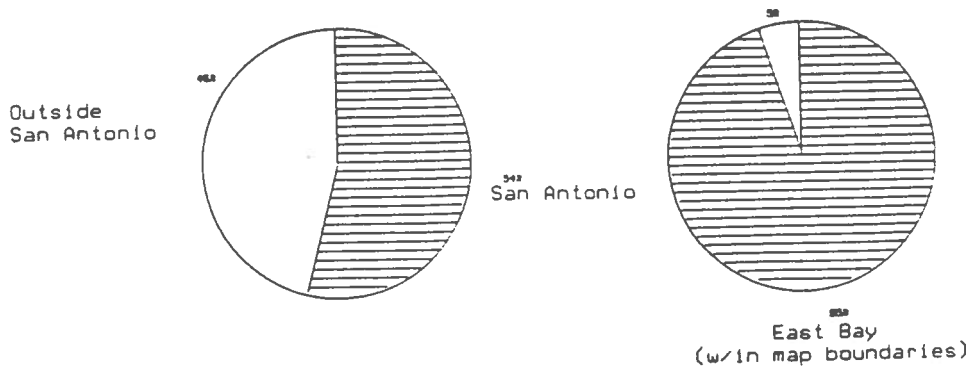
Sample size: 161



• East 14th from 15th through 29th Avenues

The upper half of East 14th draws customers from a larger region than the lower half, with only 1/2 of the customers coming from within the District. This half of East 14th houses businesses like Standard Brands Paints, St. Joseph's Medical Clinic, numerous used car lots and the large Star Market. There are also three fast food outlets -- Jack-in-the-Box, Taco Bell and McDonald's -- which attract customers who may be driving through the District.

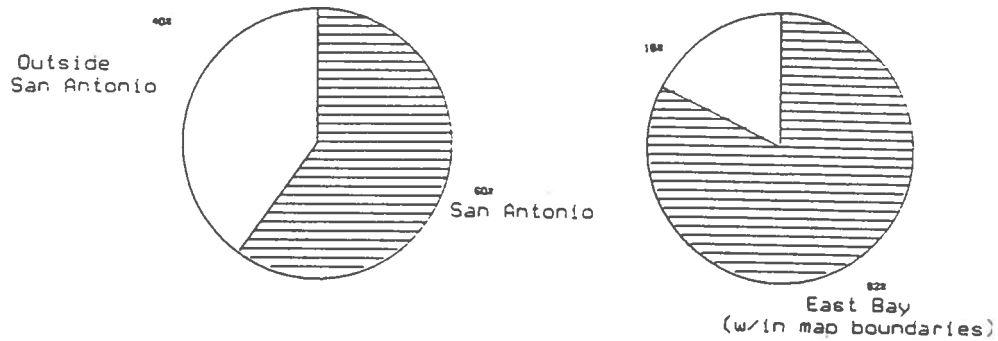
Sample size: 213



- East 14th at 25th Avenue (Star Market)

Although Star Market is located within the upper half of East 14th, it was surveyed separately because of its status as a potential mixed-use development site targeted by the SACDC and the East Bay Asian Local Development Corporation. The following charts illustrate that 60% of the customers at Star Market originate from within the District. The chart on the right shows that 20% of the Market's customers came from outside of the area covered by our East Bay zip code map.

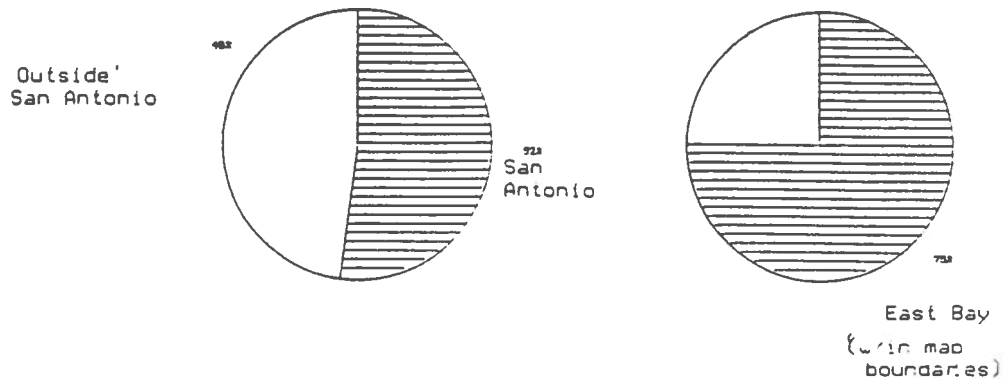
Sample size: 98



- 23rd Avenue

23rd Avenue attracts half of its customers from within the District.

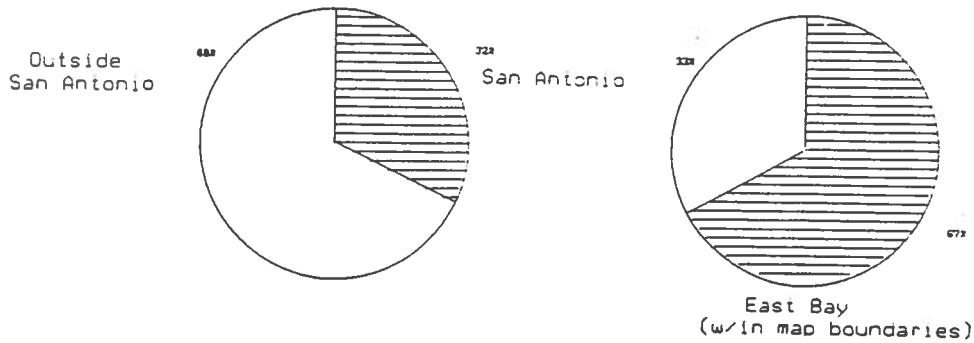
Sample size: 58



• East 12th Street from 5th to 14th Avenues

The following charts show that East 12th draws customers from a larger region than any other commercial area surveyed. Only 1/3 of the customers came from inside the district, and 1/3 of its customers came from outside the area covered by the East Bay zip code map. The abundance of used car lots may be drawing customers from the larger East Bay region and from across the Bay.

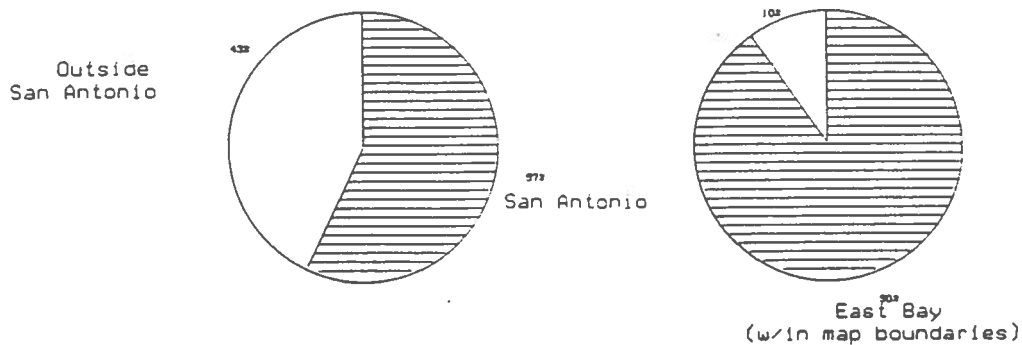
Sample size: 55



• East 18th and Park Boulevard

As described in the commercial profile, most of San Antonio's retail anchors are located on East 18th. The following chart shows that about 60% of its customers come from within the District.

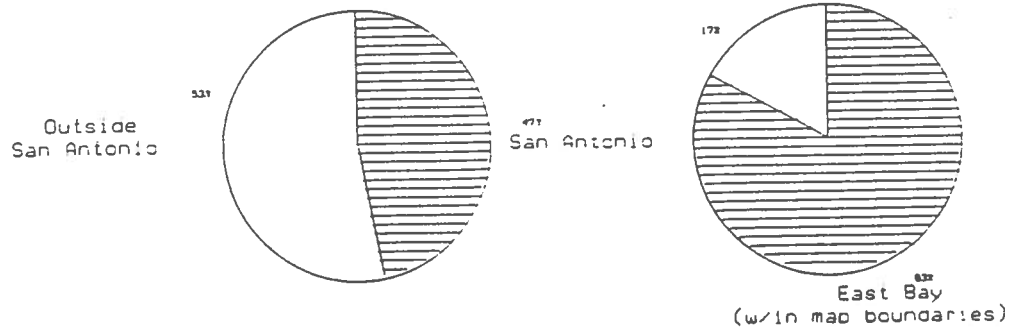
Sample size: 337



• Lucky's on Lakeshore Avenue

This competing shopping area, located on the northwest outskirts of San Antonio, attracts 1/2 of its customers from the District.

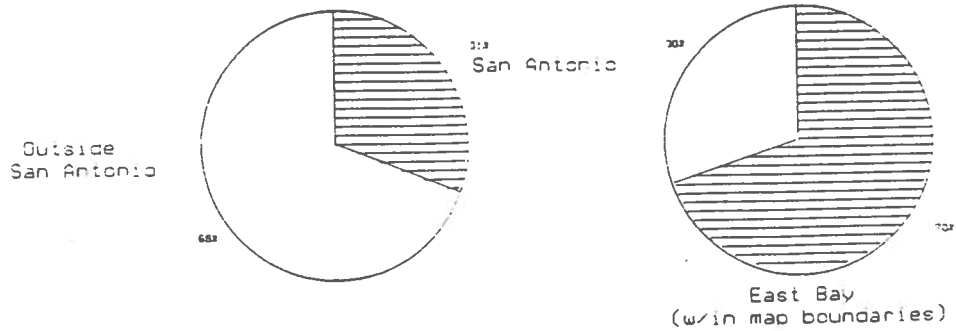
Sample size: 594



• The Goodwill Store and the Fruitvale Medical Center

This competing shopping area attracts 1/3 of its customers from within San Antonio.

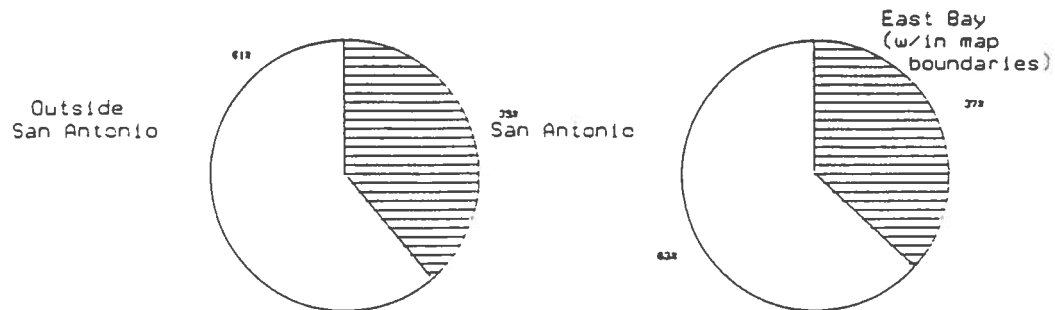
Sample size: 567



- Chinatown

The license plate survey at downtown Chinatown indicates that more than a third of this area's customers are drawn from the San Antonio zip codes. The chart on the right reveals Chinatown's broad regional customer base, with almost two-thirds of their customers originating from zip code areas outside of the area covered by our East Bay zip code map.

Sample size: 556



### Retail Anchors

Identifying retail anchors, or businesses that draw many consumers, are an important step in assessing a neighborhood's potential for commercial revitalization. A retail anchor often serves as a base around which a cluster of retail activity can be developed. San Antonio's retail anchors are concentrated in the East 18th Street shopping area described above. Markets in the New Asiatown also attract a large number of customers, particularly the Win Long Supermarket, located on East 14th, and the Sun Hop Fat Supermarket, located at the corner of 5th Avenue and East 12th.

### Competing Shopping Areas

Competing shopping areas were surveyed to identify what retail services are available in commercial areas neighboring San Antonio, and how these neighboring commercial areas compete with the District's retail services. What follows is a brief description of each competing shopping areas, based on observations made when driving through these areas.

- Alameda

Alameda serves a more middle-class, less ethnically diverse customer base than San Antonio. Alameda provides new car sales in contrast to the used car lots of the District. Fine dining and speciality restaurants are located on Alameda's boulevards. A major retail mall draws many young customers. A variety of service stores, such as hardware stores and music shops, cater to a diverse array of working and middle class customers.

- Bayfair Mall

Bayfair Mall in San Leandro offers some the highest quality clothing stores near San Antonio, with major stores including Macy's and Montgomery Wards. Customers are drawn from San Leandro, Hayward and Oakland.

- Chinatown

Chinatown has a sense of identity as a commercial district that New Asiatown has yet to achieve. A distinct commercial atmosphere is created by the Chinese lettering on the street signs, the bustle of activity associated with dry goods and speciality shops, and the steady stream of shoppers and lunch-time customers from Downtown. A wide variety of goods is available, and signage is almost always multi-lingual. Consumer activity is packed into several blocks and parking is difficult, thus giving the impression of a very concentrated retail environment.

- Dimond

Located at the base of the Oakland hills, Dimond's retail services serve a mostly middle-class customer base. The area borders San Antonio on the northside, and is conveniently accessible by the MacArthur freeway. Dimond has several banks, which are absent in San Antonio commercial strips other than at the East 18th strip. There are also many retail chain outlets located here, including Lucky's, Safeway, Radio Shack, Supercuts, Blockbuster Video, Cybelles and Roundtable Pizza.

- Downtown

The downtown shopping area draws customers from all of Oakland. The downtown area offers retail services not available in San Antonio, such as department stores, office supplies, higher-quality clothing stores, book stores, and jewelers. The area is generally considered to be a safer shopping area than San Antonio, and is also easily accessible by BART and bus. On-street parking may be difficult to find, but there are many parking garages.

- East 18th and Park Boulevard

While located on the western boundaries of San Antonio, East 18th and Park is often seen as a competing shopping area for many of the District's small business establishments. East 18th offers retail services not available in the rest of the District, including Lucky's, Walgreen's, the Merritt Bakery and Restaurant and Grand Auto. Home Savings of America and the Bank of America, the only financial institutions in all of San Antonio, are also located in this area.



- Eastmont Mall

Eastmont Mall, located in the Elmhurst District, has a variety of goods and services that are not offered in San Antonio. The mall has chain outlets such as Pizza Hut, Fish and Chips, Burger King, Taco Bell, J. C. Penney's, Mervyn's, Payless Shoes, Woolsworth, and Thrifty. There are also fashion accessory stores, nail salons, and clothing stores. Goods are generally inexpensive, yet of higher quality than those that can be found in San Antonio. Customers are predominantly African American.

- Lakeshore Avenue

Lakeshore Avenue is one of the most economically healthy commercial strips bordering San Antonio. Located in an attractive lakeside setting below the Piedmont hills, the avenue has a Lucky's, restaurants, clothing stores and other specialty shops. Retail services not available in the rest of San Antonio include Ross Shoes for Less, Walden Books, and the Ice Creamery. Lakeshore draws many customers from the Piedmont hills as well as from San Antonio.

- Laurel

The Laurel strip is a dense commercial area located along MacArthur Boulevard in the Elmhurst District. The strip provides a greater variety of retail services than commercial strips in San Antonio. Businesses include a Lucky's, GiantBurgers, Donut Time, H & R Block, Krage Auto Parts, 7-11, Lords Ice Cream, Kentucky Fried Chicken and a variety of Chinese and Mexican restaurants. Bank of America and First National Bank also locate branches on Laurel. Based on our realtor interviews, most of Laurel's customers are from the Fruitvale and Elmhurst Districts.

## **RESIDENTIAL PROFILE**

This study focuses on San Antonio's commercial environment, but the vast majority of San Antonio's land is devoted to housing. One of the oldest developed areas in Oakland, San Antonio has hundreds of turn-of-the-century Victorians among rows of Spanish-style bungalows from the 1920s and 30s.

According to realtors, most of the old-time white families have relocated to neighboring suburbs in Alameda and Contra Costa County. In the last ten years San Antonio has attracted an influx of Asian families who seek to live in convenient proximity to downtown Chinatown. China Hill has also been attracting many first-time home buyers, primarily young white professionals for the neighborhood's Victorian homes and for housing prices that are lower than prices found in surrounding Bay Area cities.

Housing values differ vastly in different areas of the neighborhood. According to a survey of realtors, China Hill is the most upscale area in the neighborhood, with two-bedroom houses ranging in value from \$120,000 to

\$175,000, and three-bedrooms from \$130,000 to \$200,000, with prices going as high as \$240,000 for a newly-restored three-bedroom Victorian. In comparison, two-bedroom homes in the flatlands sold in the range of \$70-100,000, and three-bedroom homes in the flatlands sold from \$80-110,000. A general rule of thumb is that house values go up the closer they are located to the MacArthur Freeway and to Lake Merritt, and values go down as the more south and closer they are to Fruitvale.

According to a 1988 zoning study, 79% of housing units are occupied by renters, and 21% by owners. In comparison, 42.9% of housing units in all of Oakland are owner-occupied. (cf Appendix D1)

## ISSUES

Although this report centers on commercial trends, many San Antonians whom we interviewed also emphasized other pressing issues which must be addressed by community planners. This section reports on the issues cited most often without attempting to rank the relative importance of these and other issues not covered in this report.

### Alcohol and Drug Rehabilitation Services

San Antonio hosts a variety of social service organizations, but those that predominate are the alcohol and substance abuse rehabilitation programs. Within the last 10 years the number of these programs has steadily increased. They can be found primarily along East 14th Street and 23rd Avenue. Some of the people we interviewed felt that the heavy concentration of these services in certain neighborhood areas has been a significant obstacle to San Antonio's commercial development potential. These respondents fear the abundance of rehabilitation programs is interpreted as a sign of a crime-ridden community, thereby deterring people from living, working, or shopping in the area.

On the other hand, other interviewees believe there is a lack of adequate services. They feel that alcohol and drug abuse has increased considerably in the last 10 years and that the existing programs have not met the needs of San Antonio. One person stated, "If San Antonio is to overcome the bad rap it gets from the outside, it has to begin by taking care of its own. Once the community gets cleaned up, people will begin to feel more comfortable and safe and eventually some will move in, set up a business or at least shop more often in the area."

One community group, the Brooklyn Neighborhood Preservation Association, addressed the alcohol abuse problem by organizing residents to successfully protesting a local store from selling liquor. Store owners argue, however, that liquor sales make up much of their business, and doing so will force them to close down.

## Crime

Like many urban neighborhoods, San Antonio faces the problem of drug dealing. The Oakland Police Department's drug task force believes that about 15 percent of the city's 100 worst drug dealing spots are in the San Antonio-Fruitvale. Volunteers of America contributed \$50,000 towards anti-drug community efforts on 23rd Avenue. While such efforts are being made, some community leaders call for a more cooperative anti-drug program involving local businesses and churches.

Burglary is another significant concern in San Antonio. The Oakland Police Department has failed in their previous attempts to organize neighborhood and merchant crime watch programs.

## Ethnic tensions

Ethnic tensions in San Antonio have always had both cultural and economic roots. European Americans who moved out of the District in the 60s and 70s, for example, were motivated in part by racist fear and in part by the economic fact that they had the resources to locate in more affluent neighborhoods.

When we asked one community organizer about the atmosphere in the District, he said, "The tension's so thick you could cut it with a knife." As an example, he pointed to two apartment buildings in the area which stand side by side. One has mostly South East Asian tenants while the other has mostly African American and Latino residents. "When you go into these buildings to ask the people about their concerns, they invariably point their finger at their neighbor as a problem."

Tensions arise in part from cultural differences. South East Asians complain that African Americans are too loud and aggressive, that they play music at night. On the other hand, African Americans and Latinos complain about their Cambodian neighbors' practice of drying fish outside their apartments.

## Housing

San Antonio's housing market has been on the upswing in recent years. Many first-time home buyers are attracted to the Victorian houses in the District, and the lower home prices relative to the skyrocketing costs in the rest of the Bay Area.

A significant residential concern in the neighborhood has focused on the large number of absentee landlords, who are criticized for showing no commitment to the neighborhood's well-being or to city housing code compliance. Organizations such as the Oakland Community Organizations have made attempts to address this problem through resident organizing drives.

Another housing problem involved the placement of low-quality manufactured housing in San Antonio. Neighbors complained that many low-roofed, metal-sided manufactured housing units have been placed next to attractive turn-of-the-century Victorians. Most of the new projects have been located in the lower-priced neighborhoods of Oakland's flatlands. San Antonio community organizations have rallied around this issue to pressure the City to regulate manufactured housing placements. They were successful in getting the City Council to place a temporary moratorium on locating the housing units in the District.

### Public Schools

Many interview respondents believe that the Oakland public school system's problems of corruption and financial mismanagement aggravate San Antonio's social ills. Deteriorating school facilities and crime-ridden schools have led many middle-class families to relocate to neighboring cities and suburbs. Moreover, the ineffective schools have contributed to the City's unfortunate reputation as a backward community, deterring job-generating industries and offices from locating in Oakland. San Antonio shares these city-wide problems, and shares the consequences. With a new school superintendent and various community-based efforts to organize civic and business support for the schools, the Oakland public school system is in a period of transition.

### Redlining

Redlining, or the discriminatory denial of credit to people of color relative to its availability for whites, was cited by several interview respondents as a major obstacle for many San Antonians pursuing homeownership and investment capital. These responses reinforce allegations of redlining documented in a 1989 Oakland credit needs assessment report (cf appendix D8), which cited racism as being "by far the single most pervasive, and most troubling, reasons respondents gave for the lack of adequate investment capital in Oakland."

## **DEVELOPMENT PRIORITIES**

In our conversations with those involved in development, people articulated the basic theme that the District's commercial activity is improving and should continue to be encouraged, while obstacles to revitalization need to be removed. Several people pointed to a need for mixed use developments, such as the one being proposed by East Bay Asian Local Development Corporation (EBALDC) and the SACDC for the Star Market site at East 14th Street and 25th Avenue. Projects such as these have the potential to bring in much needed retail services and support them with residential units. By making a significant number of these residential units affordable to lower and middle income households, the development could also help preserve affordability and impede gentrification of the area. Another mixed use development is also being

planned by Oakland Community Housing Inc. on East 14th Street near Miller, across from Star Market. These two developments present rare opportunities to attract consumers and stimulate development not just along East 14th Street, but along 23rd Avenue as well.

Moreover, elected officials, city government staff, community activists and both for and non-profit developers all called for rezoning of the district. In the residential areas, zoning should reflect current uses on a block by block basis. Along the commercial strips several people referred to the idea of encouraging the development of commercial nodes. In other words, except for a limited number of key intersections, the strip would be downzoned to discourage scattered commercial development. Region-serving auto-related uses could be eliminated and local serving uses encouraged by downzoning to C-35, or mixed commercial and residential. Local-serving commercial development could be encouraged in nodes along East 14th Street in the New Asiatown area, in the Star Market area, and where East 14th intersects with 8th and 14th Avenues. By concentrating commercial uses, stores would be supporting one another and foot traffic would be encouraged.

## **CONCLUSION**

This six week research effort provides an overview of San Antonio's commercial climate, and identifies key neighborhood contacts and issues through interviews with merchants, church leaders, social service providers, elected officials, city government staff, developers, and educators. This contact group will play a vital role in the Forum's continuing efforts to promote dialogue among residents of San Antonio and to encourage their participation in commercial revitalization programs responsive to the neighborhood's needs and concerns.

San Antonio faces unique challenges in promoting commercial revitalization. The ethnic diversity presents to planners the challenge of incorporating ethnic community representatives into any working group commissioned to devise neighborhood revitalization efforts. The San Antonio Community Development District Council and the SACDC must, in particular, bring in more representatives from the Asian and Latino communities. Another challenge facing all Oakland neighborhoods targeted for commercial revitalization is striking a balance between promoting business development and the need for affordable housing. The Star Market mixed use development proposal from EBALDC and, across the street, the project proposed by OCHI, may serve as models for other areas in San Antonio.

Finally, the opportunities facing San Antonio give reasons for much optimism in commercial revitalization efforts. The District's proximity to downtown Oakland, in combination with local commercial rents, as much as a third lower than downtown rents, create a steadily rising tide of local commercial activity. The commercial strips on East 12th and East 14th Streets, in particular, are showing the rapid growth of Asian small businesses spilling over from

nearby downtown Chinatown. San Antonio's community organizations must continue their strong traditions of encouraging local involvement to channel the influx of new entrepreneurial spirit into development plans responsive to the needs of all merchants and residents.

The authors hope that information compiled in this report assists these organizations in designing revitalization programs in San Antonio, a neighborhood facing challenges common to many urban neighborhoods, but possessing much potential to turn a corner toward a brighter future.

## **REALTOR INTERVIEWS**

### **Barbara Hoke**

#### **Coldwell Banker**

Dan McGill  
Matt Alexander  
Memo Loyola

#### **Central City Realtors**

Roger Wong

#### **Century 21**

Ray Wallia

#### **Claremont Realty**

Carl Chan

#### **Dimond Realty**

Lucia Corrina

#### **Eden Realtor**

#### **First Republic Thrift and Loan**

Tom Dewell

#### **Gary Mendenhall**

#### **Grubb and Ellis**

Phyllis Millenbach

#### **Jerry Adams**

(President, San Antonio Community  
Development Corporation)

#### **Mason-McDuffie**

Claudia Engelhaus  
Eric Hausch

#### **Realty World**

Ed Nevis  
Marcus Millicup

#### **Red Carpet**

Olen Grant

#### **Ritchie and Ritchie**

#### **Sunrise Realty**

Richard Goodman  
(Board Member, San Antonio Community  
Development Corporation)

#### **Waymer Thomas**

(Board Member, San Antonio Community  
Development Corporation)

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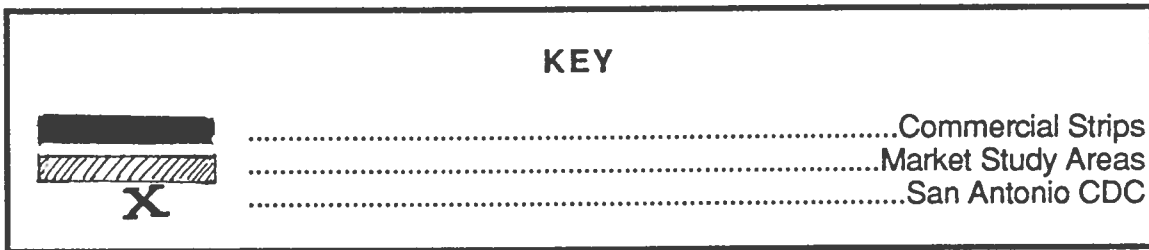
- Community Interviews
- Realtor Interviews



## **APPENDIX A**

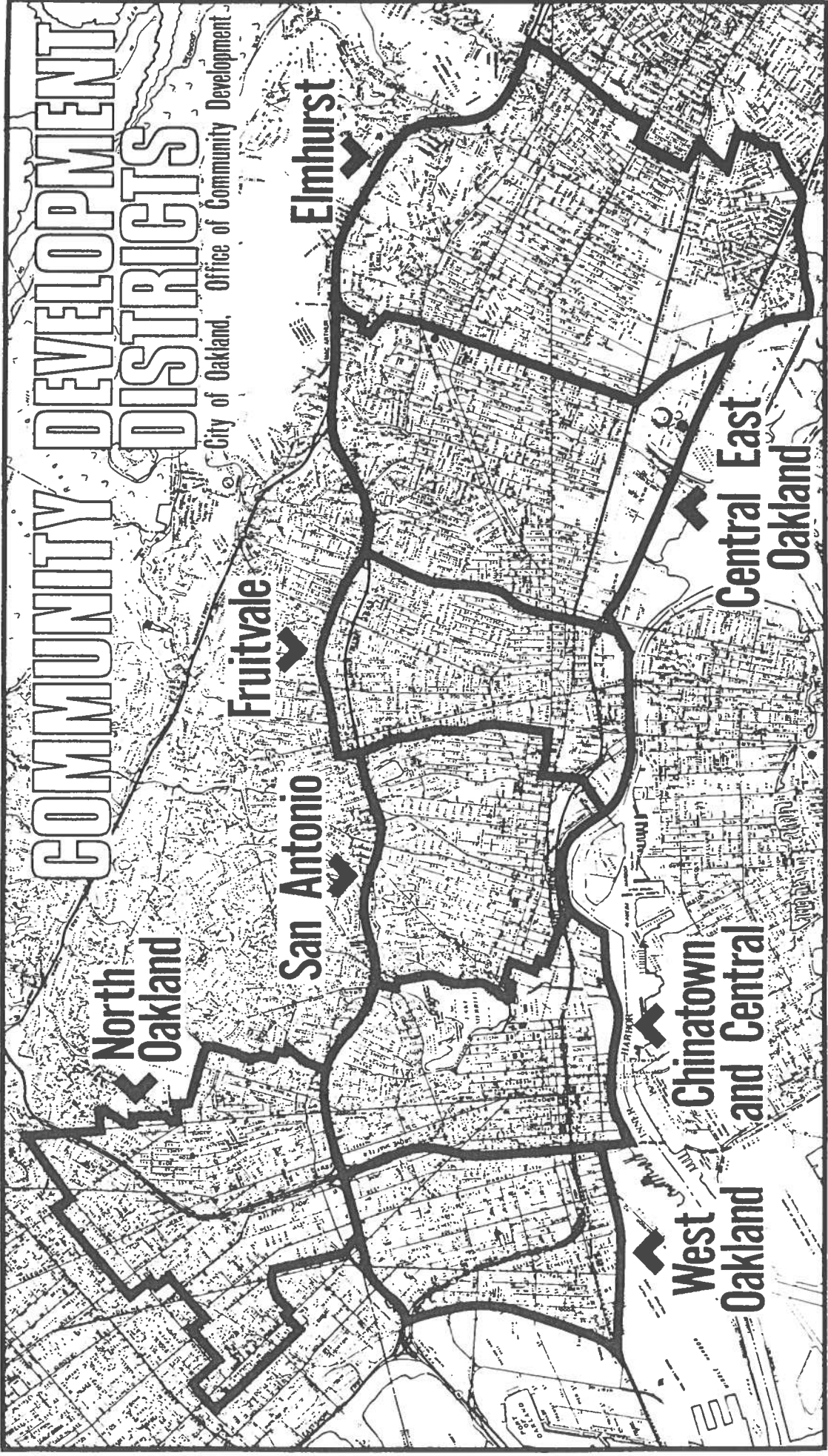
## San Antonio Community Development District

**Map 1** shows the district boundaries of I-580 to the north, I-880 to the south, Lake Merritt to the west , and Fruitvale Boulevard, give or take a street, to the east. Hilly areas, such as China Hill and Clinton, are characterized by curvy streets to the upper right and left corners of the map, and flatland areas by the gridlike streets in the bottom half of the District. East 12th and East 14th Street, 23rd Avenue, and Foothill Boulevard are shown in heavy black. The market study areas are cross-hatched. The large X shows the location of the San Antonio Community Development District



# COMMUNITY DEVELOPMENT DISTRICTS

City of Oakland, Office of Community Development



North  
Oakland

San Antonio

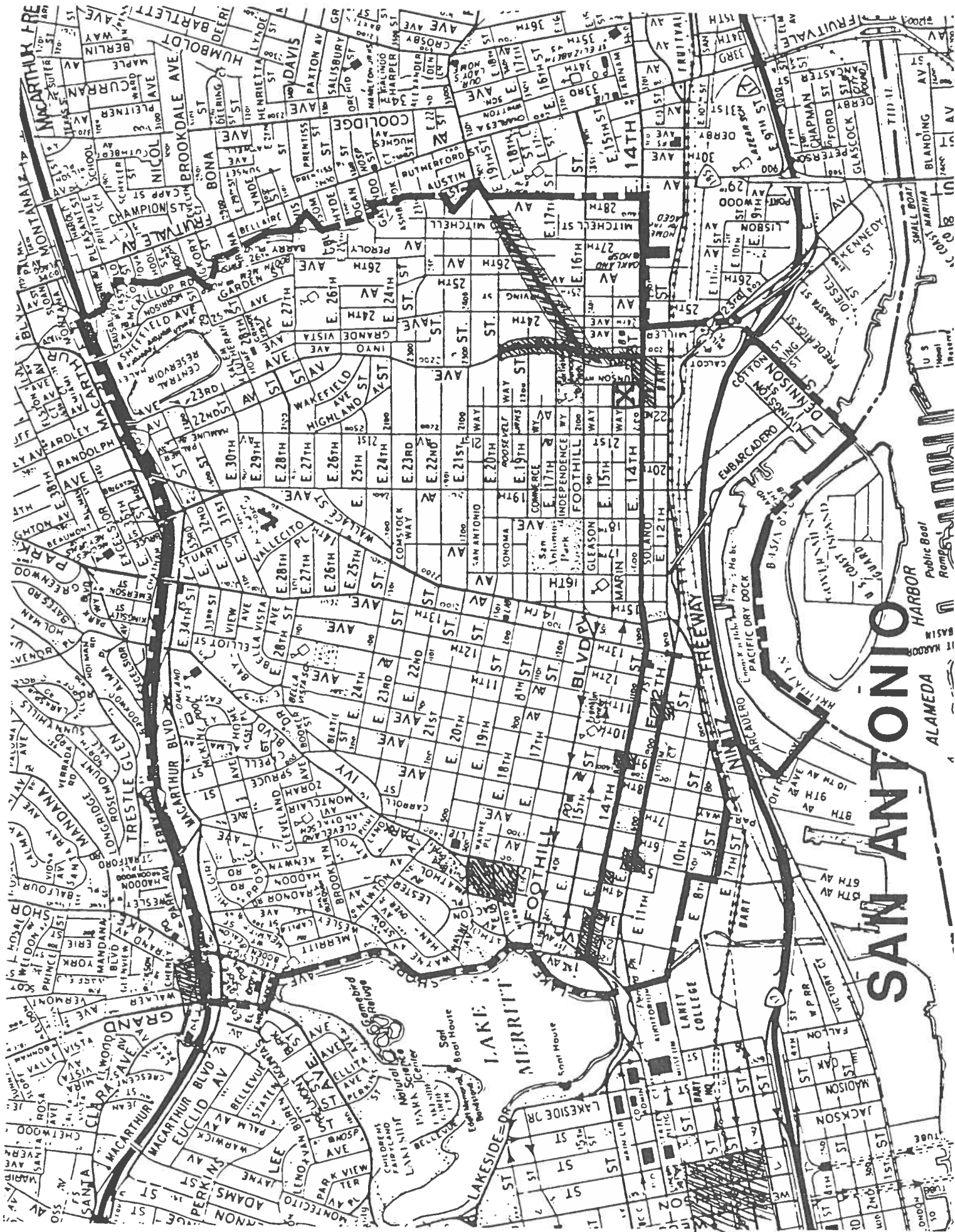
Fruitvale

Elmhurst

West  
Oakland

Chinatown  
and Central

Central East  
Oakland



**SAN ANTONIO**

ALAMEDA HARBOR

Public Boat Ramp

U.S. Coast Guard

SMALL BOAT MARINA

BLANDING AV

TIPPLE AV

FRUITVALE

## APPENDIX B

## 23RD AVENUE

**Map 2** shows land use on 23rd Avenue between E14th Street and East 19th Street, the entire study area for this strip. 23rd Avenue runs north to south; commercial density decreases as one moves away from the heavily commercial East 14th Street. Inventory details apply only to those buildings designated Commercial, Vacant Commercial, or Service, and are as follows:

**Table 1**

### OUTSTANDING CHARACTERISTICS OF 23RD AVENUE

- The predominance of service and convenience, which breaks down mostly into stores that sell liquor and treatment and rehabilitation centers, represents an almost one-to-one ratio.

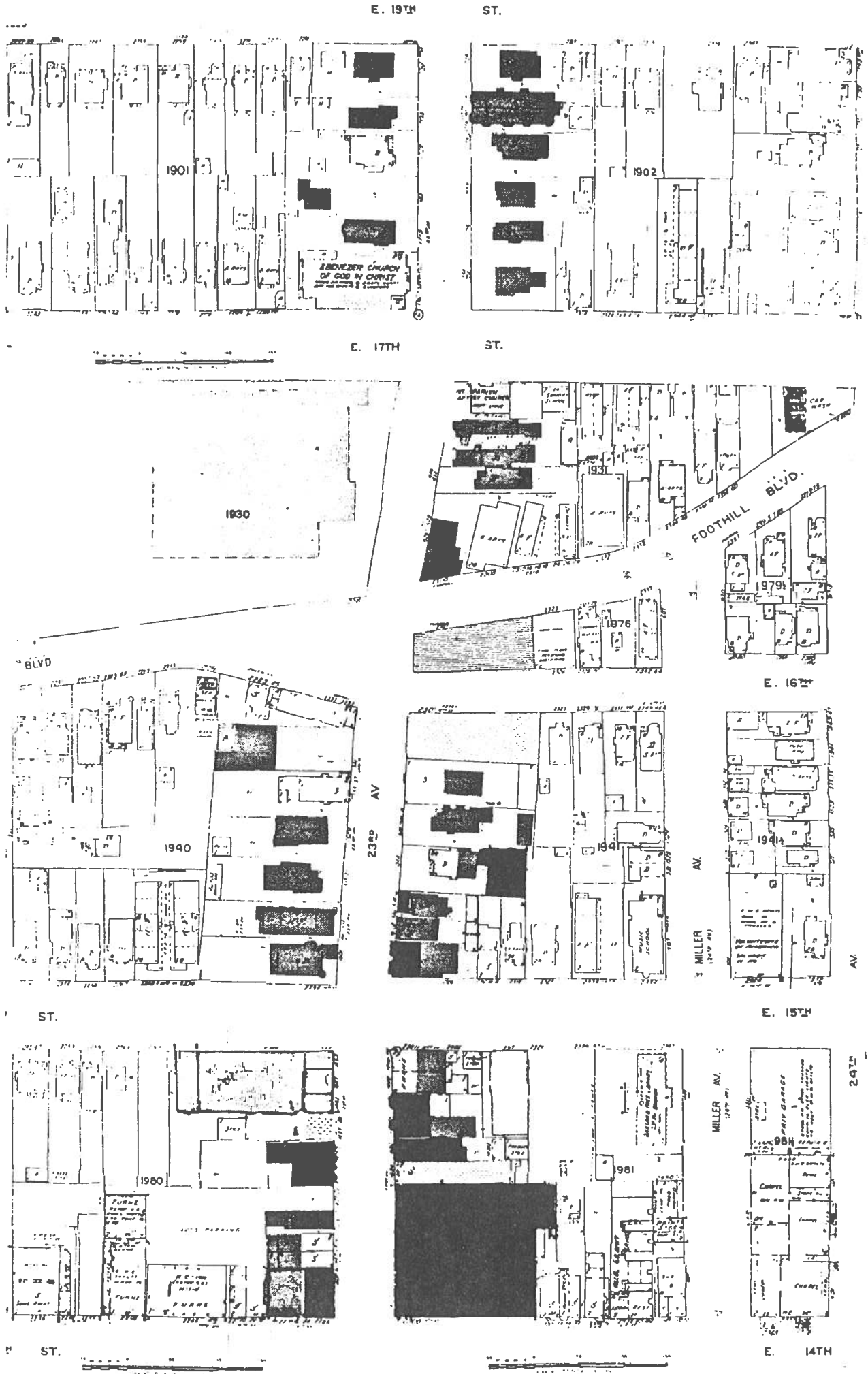
TOTAL SQUARE FEET BY USE TOTAL		USE AS PERCENTAGE OF	
Apparel	0 SF	Apparel	0 %
Convenience	8,451 SF	Convenience	25 %
Eat and Drink	0 SF	Eat and Drink	0 %
Entertainment	0 SF	Entertainment	0 %
Speciality Food	0 SF	Speciality Food	0 %
Speciality Retail	0 SF	Speciality Retail	0 %
Other Retail	8,676 SF	Other Retail	25 %
Service	8,109 SF	Service	24 %
Vacant	3,408 SF	Vacant	10 %
Non-retail	5,670 SF	Non-retail	16 %
<b>TOTAL</b>	<b>34,313 SF</b>		

Subcategories of retail types may be found in Table 5.

MAP 2

23RD AVENUE

(Between E 14th St. and E 19th St.)



**LEGEND:**

-  VACANT COMMERCIAL
-  VACANT LOT
-  SPRUIT
-  COMMERCIAL
-  RESIDENTIAL

## FOOTHILL BOULEVARD

**Map 3** shows land use on Foothill Boulevard between 23rd Avenue and Mitchell Street, the entire study area for this strip. The boulevard is mostly residential, which reflects, more than any other strip studied, the overall character of the District. Inventory details apply only to those buildings designated Commercial, Vacant Commercial, or Service, and are as follows:

**Table 2**

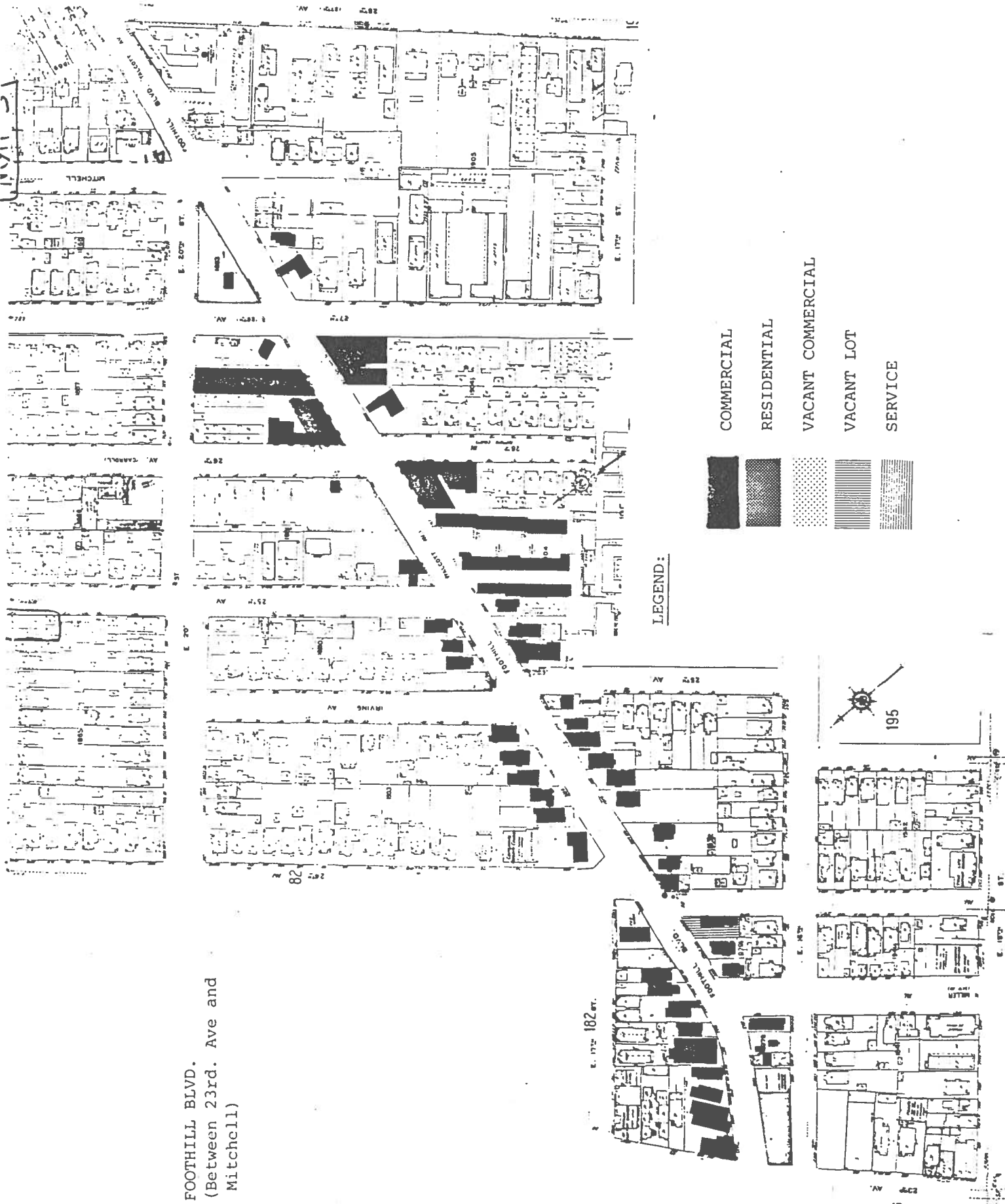
### OUTSTANDING CHARACTERISTICS

- Even, scattered dispersal of small businesses
- Two large businesses, one a backhoe manufacturing and repair shop, and one a private manufacturing lot, account for all the non-retail space. (each 20%)
- Abundance of vacant space (22%) relative to the size of the strip.

TOTAL SQUARE FEET BY USE TOTAL		USE AS PERCENTAGE OF	
Apparel	1,920 SF	Apparel	1 %
Convenience	9,448 SF	Convenience	6 %
Eat and Drink	7,196 SF	Eat and Drink	7 %
Entertainment	0 SF	Entertainment	0 %
Speciality Food	1,024 SF	Speciality Food	0.7%
Speciality Retail	3,420 SF	Speciality Retail	2 %
Other Retail	6,700 SF	Other Retail	4 %
Service	26,100 SF	Service	18 %
Vacant	32,886 SF	Vacant	22 %
Non-retail	60,000 SF	Non-retail	40 %
<b>TOTAL</b>	<b>148,694 SF</b>		

Subcategories of retail types may be found in Table 5.



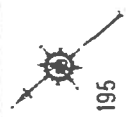


FOOTHILL BLVD.  
 (Between 23rd. Ave and  
 Mitchell)

E. 172<sup>nd</sup> 182<sup>nd</sup> ST.

LEGEND:

- COMMERCIAL
- RESIDENTIAL
- VACANT COMMERCIAL
- VACANT LOT
- SERVICE



## EAST 12TH STREET

Map 4 shows land use on East 12th Street between 7th and 11th Avenue, a representative section of the study area of the strip. Notice the heavy commercial use. The concentration of auto-related businesses is typical of the strip. Inventory details for all of East 12th apply only to those buildings designated Commercial, Vacant Commercial, or Service, and are as follows:

**Table 3**

### OUTSTANDING CHARACTERISTICS




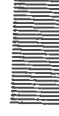

- Even greater concentration of auto-related shops on the short strip, representing 116,629 SF, or 51 % of the total
- Sewing shops represented half of the non-retail space, occupying 15,526 SF, or 6% of the total

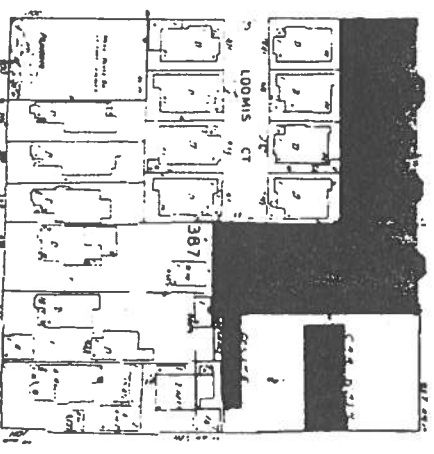
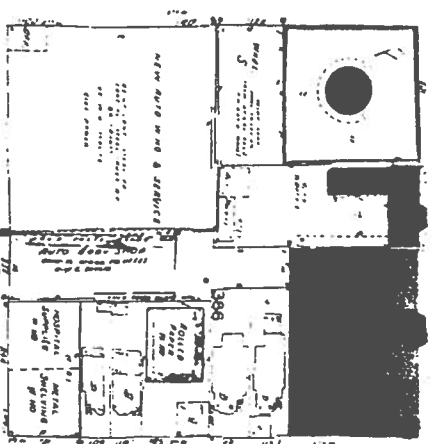
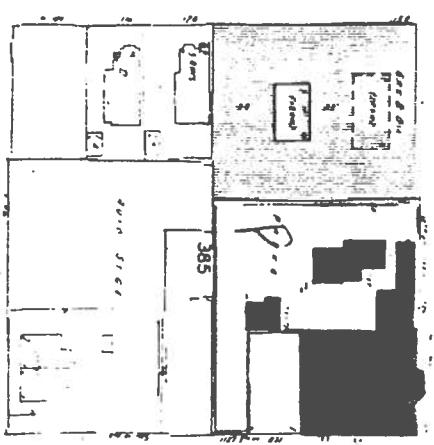
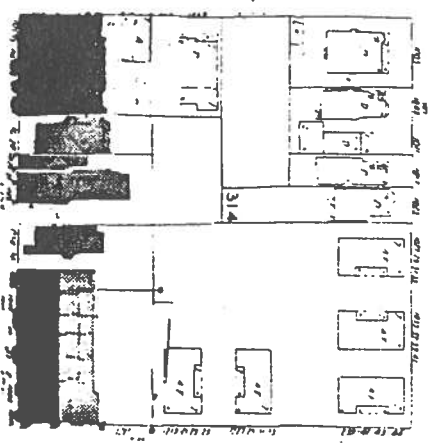
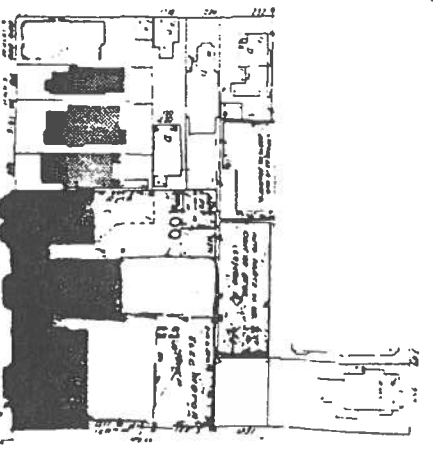
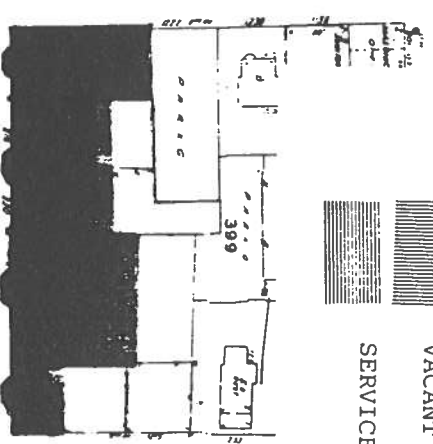
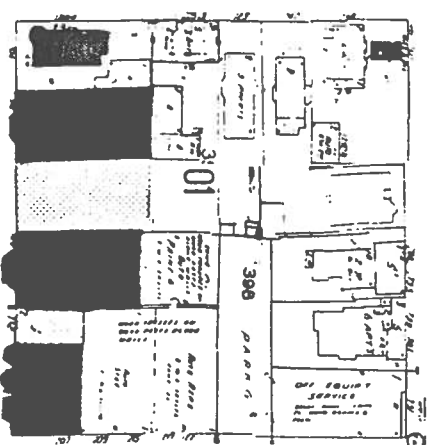
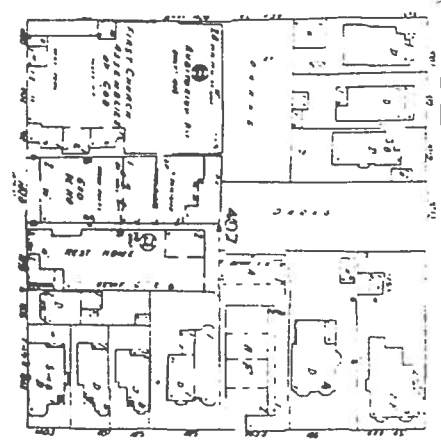
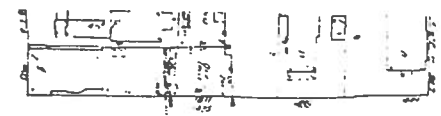
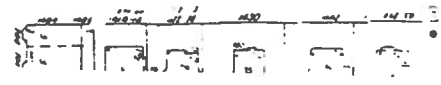
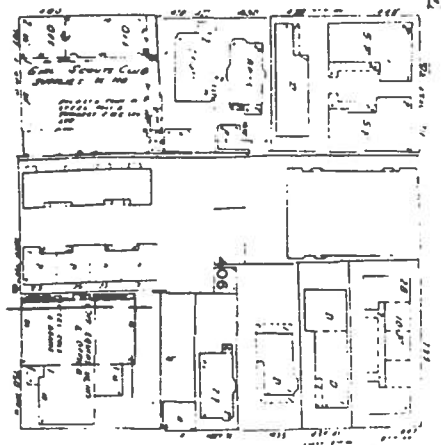
TOTAL SQUARE FEET BY USE TOTAL		USE AS PERCENTAGE OF	
Apparel	0 SF	Apparel	0 %
Convenience	16,796 SF	Convenience	7 %
Eat and Drink	6,595 SF	Eat and Drink	3 %
Entertainment	1,412 SF	Entertainment	0.1 %
Speciality Food	0 SF	Speciality Food	0 %
Speciality Retail	7,407 SF	Speciality Retail	3 %
Other Retail	133,953 SF	Other Retail	59 %
Service	15,413 SF	Service	6 %
Vacant	17,324 SF	Vacant	7 %
Non-retail	28,272 SF	Non-retail	12 %
<b>TOTAL</b>	<b>227,172 SF</b>		

Subcategories of retail types may be found in Table 5.

EAST 12TH STREET  
(Between 7th Ave. and 11th Ave.)

LEGEND:

-  COMMERCIAL
-  RESIDENTIAL
-  VACANT COMMERCIAL
-  VACANT LOT
-  SERVICE



MAP 9

E. 15TH

E. 11TH ST.

E. 11TH

## EAST 14TH STREET

**Map 5** and **Map 6** show land use of two outstanding sections of East 14th Street, which was covered in its entirety in the study. Only 10 of the 29 blocks studied are shown here. **Map 5** shows New Asiatown, at the far east end of the strip. Notice the large number of businesses located in residential properties. **Map 6** shows the Star Market area at 25th Avenue, and surrounding blocks. Notice the large amount of parking. Also notice the old Montgomery Wards building, now vacant. At 1 million square feet, the building accounts for more commercial space than the entire strip, and was consequently not included in the study. Excluding this building, the amount of vacant commercial space on the strip is actually quite small. Inventory details for all of East 14th apply only to those buildings designated Commercial, Vacant Commercial, or Service, and are as follows:

**Table 4**

### OUTSTANDING CHARACTERISTICS

- 22% of Other Retail is auto-related
- 7% of the total SF, concentrated in nine stores in four blocks of New Asiatown, are hair or nail salons

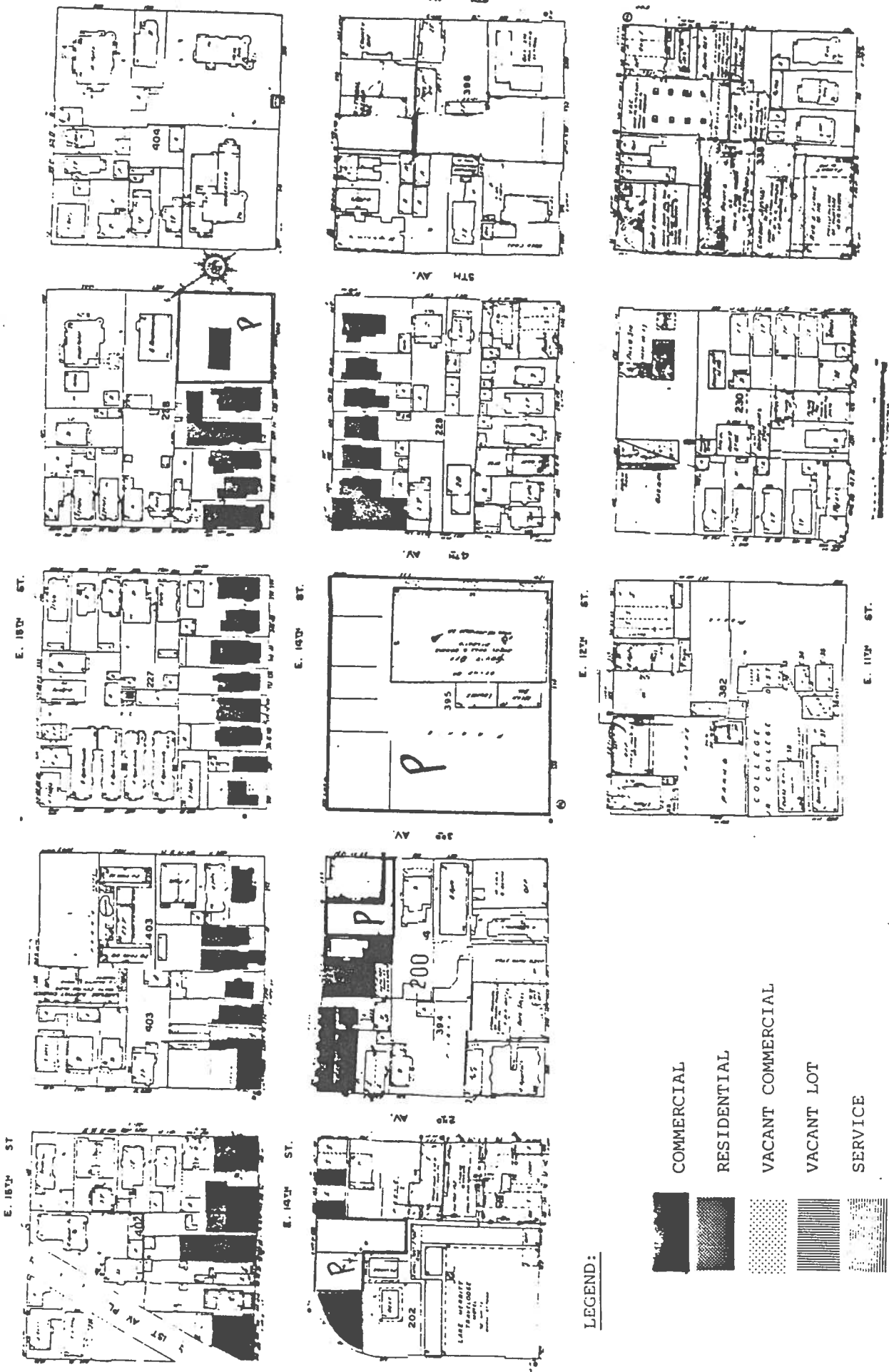
TOTAL SQUARE FEET BY USE TOTAL		USE AS PERCENTAGE OF	
Apparel	30,613 SF	Apparel	4 %
Convenience	78,741 SF	Convenience	16 %
Eating and Drinking	24,112 SF	Eat and Drink	6 %
Entertainment	9,360 SF	Entertainment	1 %
Speciality Food	11,333 SF	Speciality Food	1 %
Speciality Retail	78,206 SF	Speciality Retail	11 %
Other Retail	184,812 SF	Other Retail	27 %
Service	126,144 SF	Service	19 %
Vacant	24,964 SF	Vacant	4 %
Non-retail	112,903 SF	Non-retail	17 %
<b>TOTAL</b>	<b>681,189 SF</b>		

Subcategories of retail types may be found in Table 5.

MAP 5

EAST 14TH STREET

(Between 1st Ave. and 5th Ave.)



LEGEND:

- COMMERCIAL
- RESIDENTIAL
- VACANT COMMERCIAL
- VACANT LOT
- SERVICE





**Table 5**

**CITY OF OAKLAND OEDE LIST  
OF RETAIL TYPES  
WITH ADDITIONS**

**APPAREL**

Women's Apparel  
Men's Apparel  
Family Apparel  
Shoes/Accessories  
Other  
    Rental Formal Wear

**NON-APPAREL/SPECIALITY GOODS**

Variety Stores  
Department Stores  
News/Magazines/Smokes  
Art/Gift/Novelty  
Sporting Goods/Bikes  
Florist/Nurseries  
Cameras/Electronics/Computers  
Music Stores  
Stationery/Cards/Books  
Jewelry  
Video  
Home  
Furnishings/Appliance/Antique  
Wigs/Cosmetics  
Other

**CONVENIENCE**

Produce/Meat/Poultry  
Small Grocery/Market (<5000 SF)  
Supermarket (>5000 SF)  
24-Hour Stores  
Liquor  
Drug Store Pharmacy  
Hardware  
Other

**EATING AND DRINKING**

Deli/Gourmet (w/o seating )  
Fast Food  
Luncheonette/Coffee Shop  
Casual Dining  
Formal Dining  
Bar/Lounge  
Other

**SPECIALITY FOOD**

Bakeries  
Ice Cream/Yogurt  
Deli/Gourmet (w/ seating)  
Natural Food/Vitamins  
Candy/Chocolate/Cookies/Doughnuts

**OTHER RETAIL**

Office Furniture/Equipment  
Adult Stores  
Pet Shops  
Auto  
    Dealerships  
    Auto-related  
    Auto repair  
Gas Stations  
Other  
    Used Clothing

**SERVICE RETAIL**

Nail Salons  
Hair Salons  
Barber Shops  
Tailors  
Laundromats/Cleaners  
Banks/Thrifs  
Professional Offices  
    Medical  
    Dental  
    Legal  
Insurance  
Other  
    Finance  
    Appliance Sales and Repair  
    Transport  
    Lodging

**ENTERTAINMENT/RECREATIONAL**

Gyms/Athletic Facilities  
Cinemas/ Movie Theaters  
Bowling Alley/Video Parlors  
Other

**NON-RETAIL**

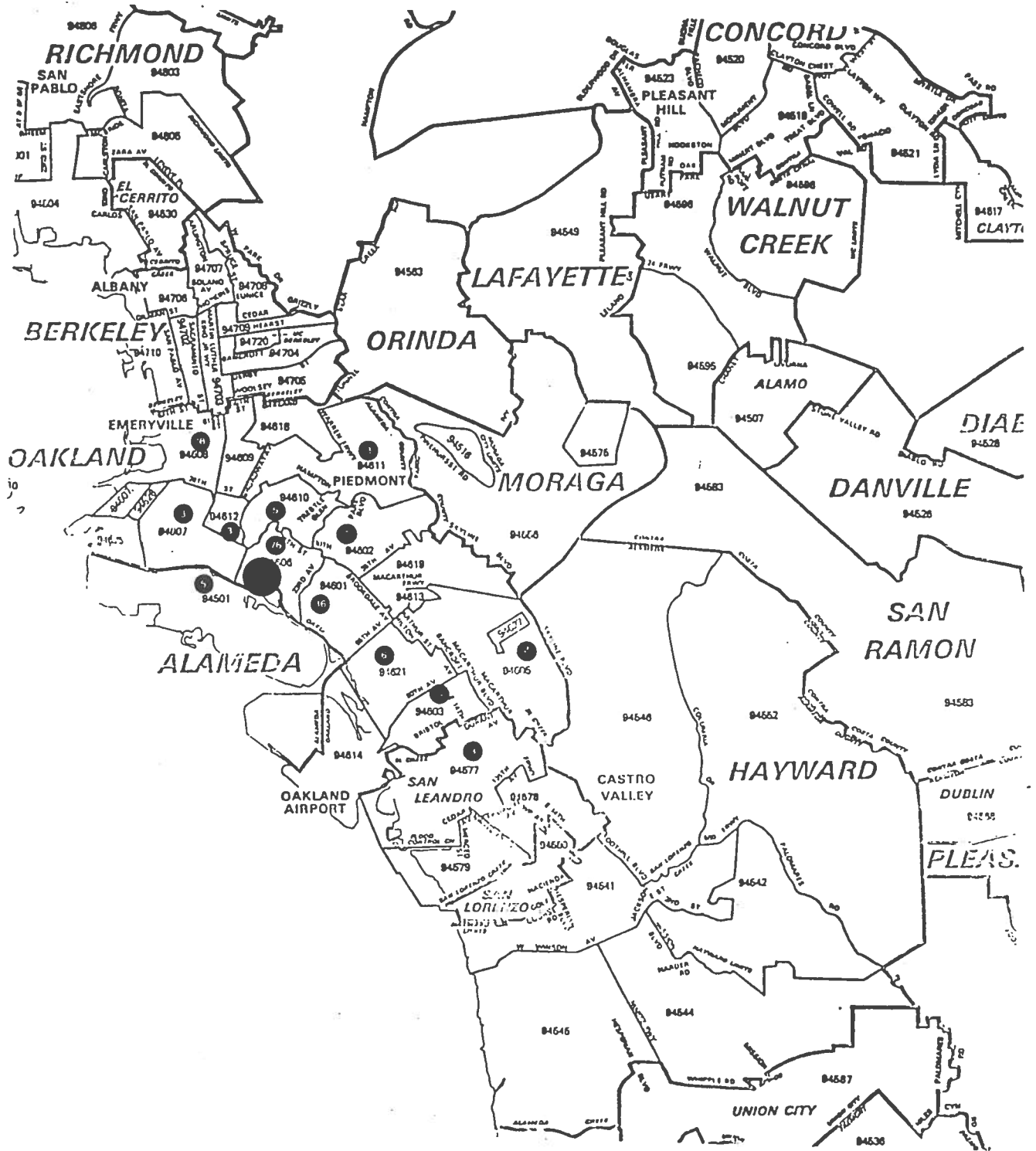
Warehouse/Storage  
Public Facilities (e.g. Post Office)  
Community Centers/ Clinics  
Churches/ Schools  
Library  
Other  
    Manufacturing  
    Contracting  
    Educational/Academy

**VACANT COMMERCIAL**

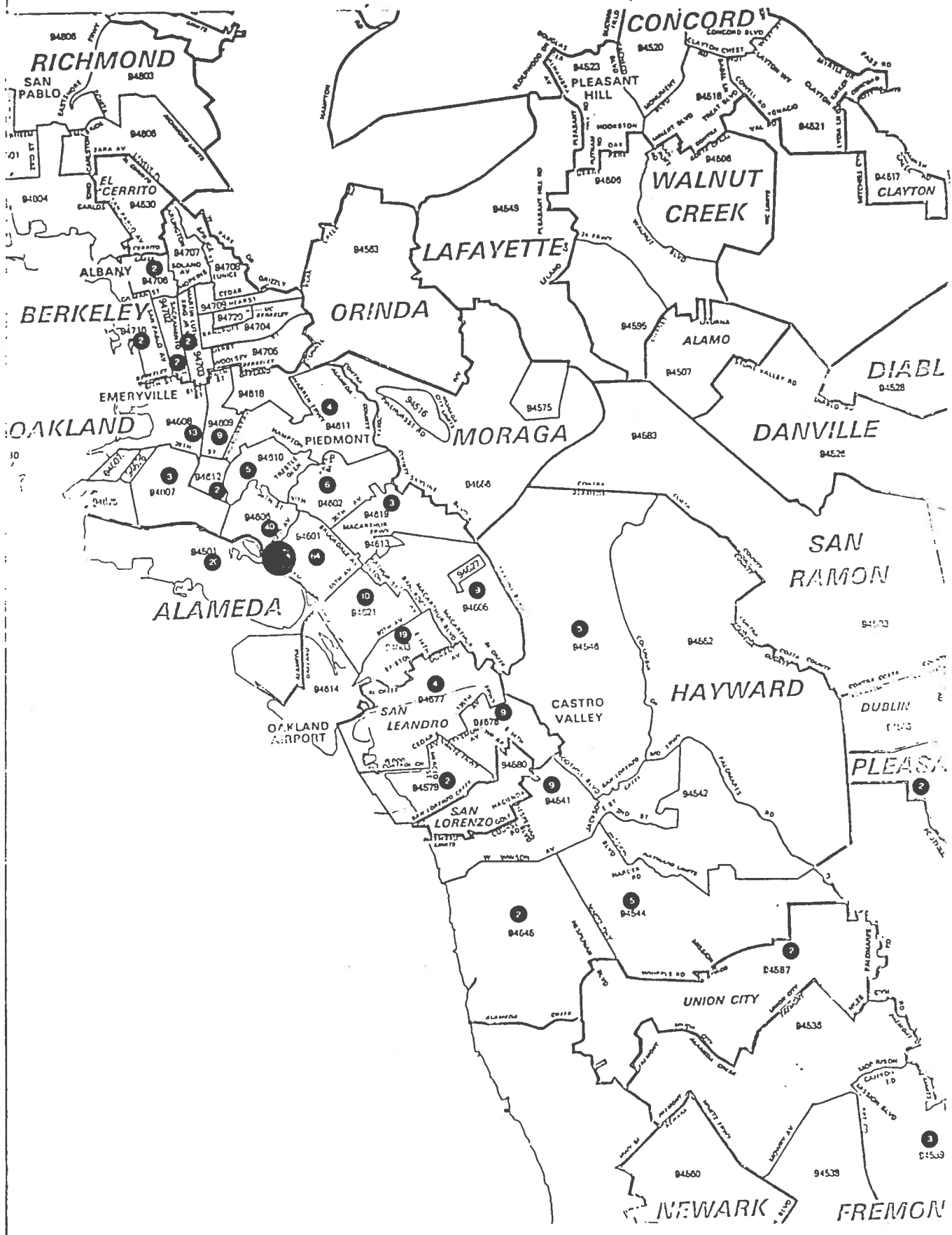
## **APPENDIX C**



# E.14th Street 1st - 14th Avenue

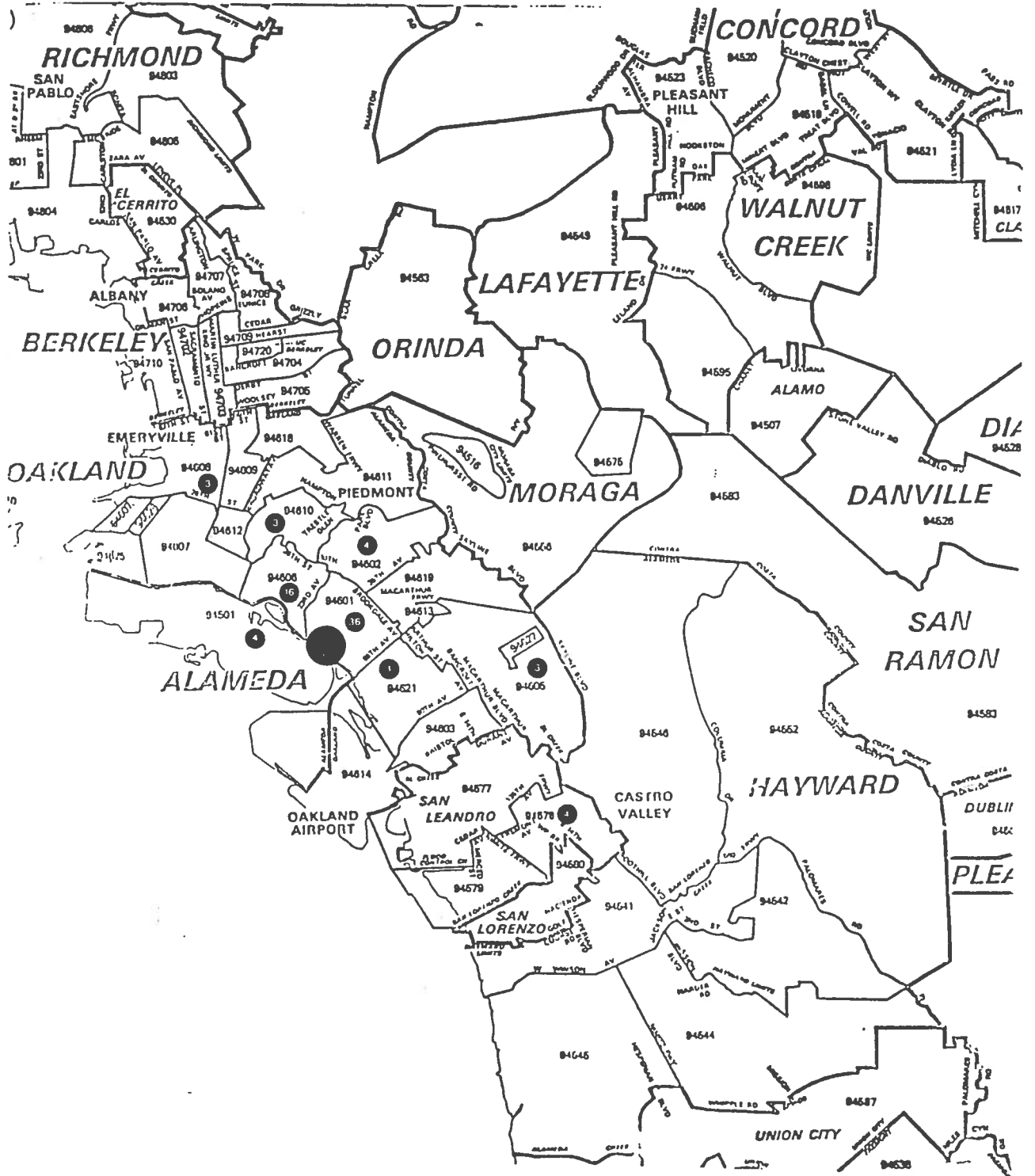


# E.14th Street 15th - 29th Avenue

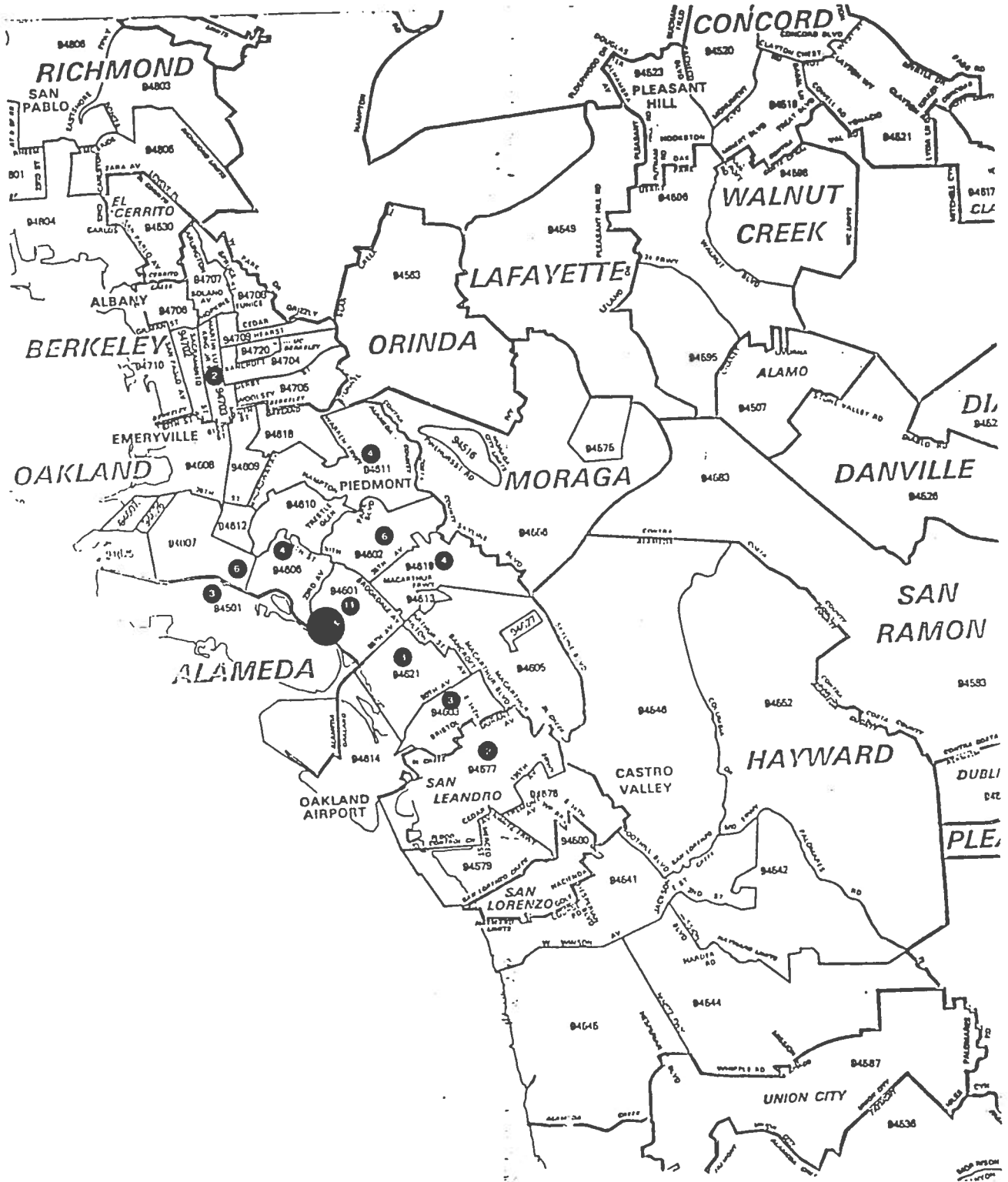


# Star Market

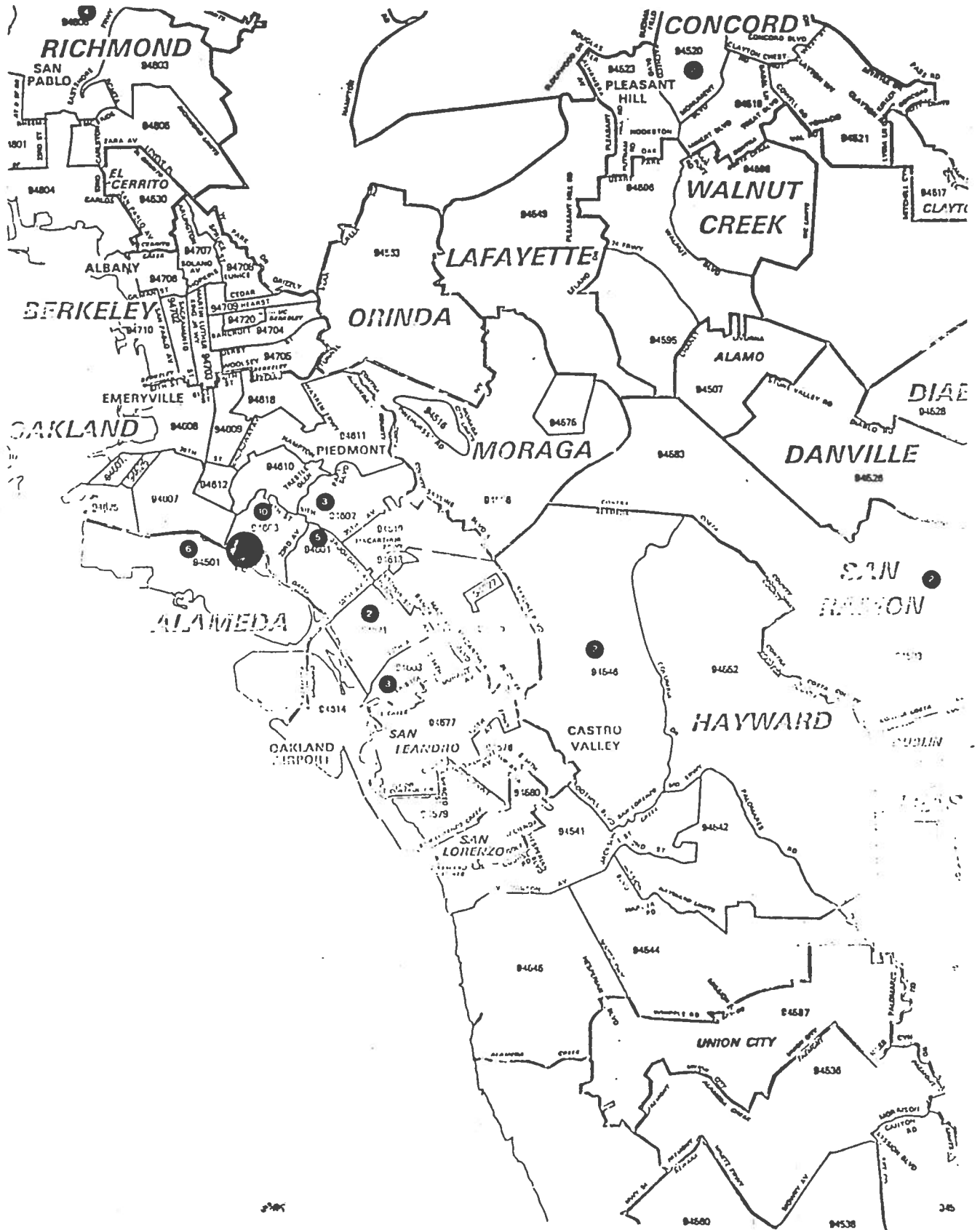
## E.14th Street at 25th Avenue



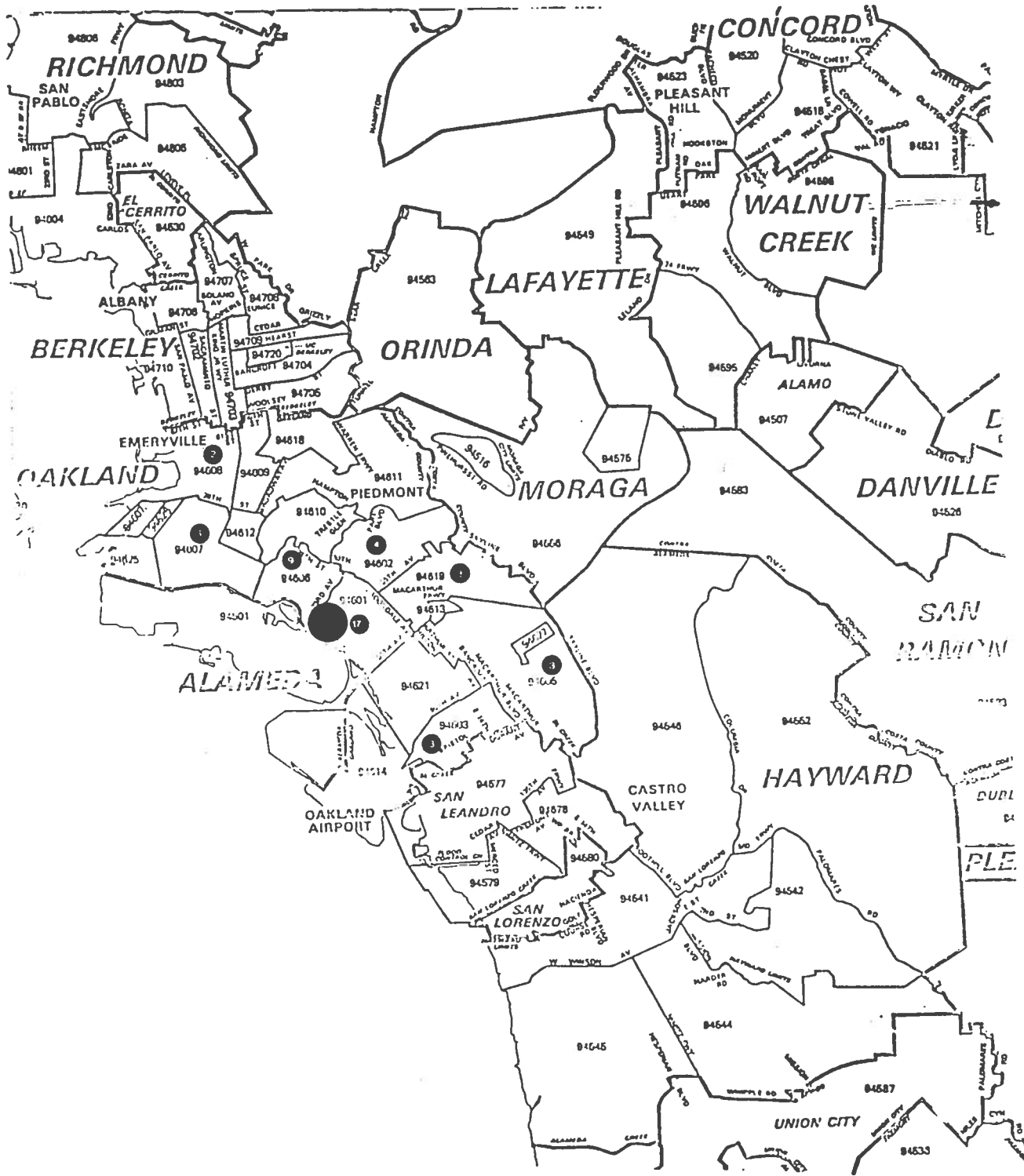
# Goodwill and Fruitvale Clinic E.14th Street at 26th Avenue



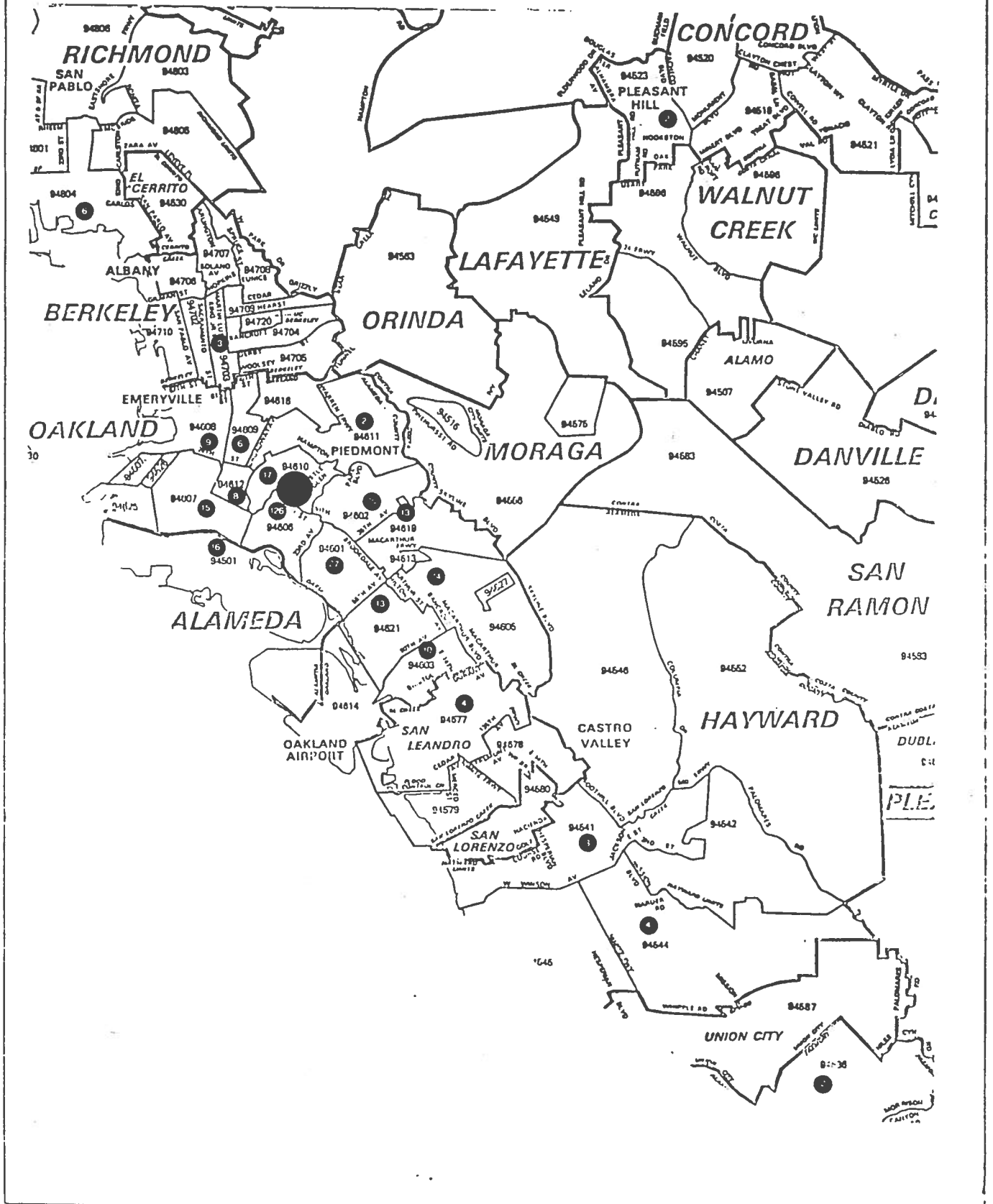
# E.12th Street



# 23rd Avenue



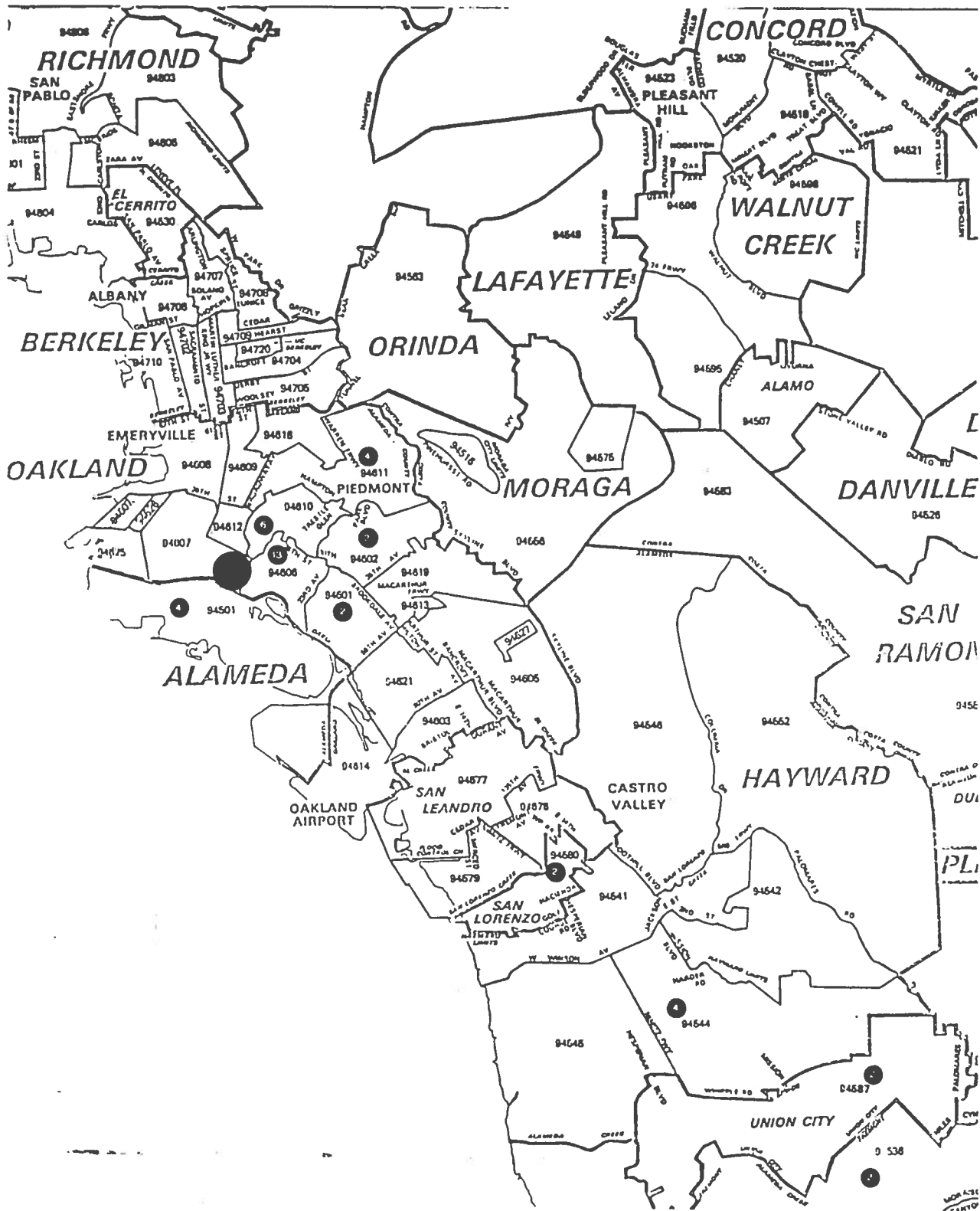
# Park Blvd. at E.18th Street







# Chinatown



## **LICENSE PLATE SURVEY LOCATIONS**

### **Along E. 14th St.**

1st to 3rd Avenue On-street  
Kay's at 4th Avenue  
Win Long Supermarket at 9th Avenue  
Taco Bell  
Jack-in-the-Box  
Mac Donald's  
23rd to 24th Avenue On-street  
Flea Market at 25th Avenue  
28th and 29th Avenue On-street  
Goodwill Store  
Medical Offices near 29th and 30th Avenue  
St. Joseph's Medical Clinic

### **Along E. 12th Street**

Near 5th Avenue On-Street  
Near 11th Avnue On-Street  
Ho's and General Tire at 14th

### **Along Foothill**

On-street Parking

### **Along 23rd Avenue**

On-Street parking

### **Near Park and E. 18th**

Lucky's Parking Lot  
Merritt Bakery Parking Lot  
On-Street Parking

### **Lakeshore Ave**

Lucky's Parking Lot

### **Chinatown**

On-street Parking

## APPENDIX D

Selected Bibliography of Informational Resources on  
Oakland's San Antonio Neighborhood

General

1. **"A Community Development Plan for the San Antonio Neighborhoods of East Oakland."** Prepared for UC Berkeley Community Development Studio (Prof. Ed Blakely) in Spring 1988. Attempts to serve as comprehensive plan for commercial and residential development and city policy. Makes recommendations for cultural activities to build a sense of community. Available from the University-Oakland, Metropolitan Forum.
2. **"San Antonio Neighborhood Profile."** Presents District demographics (as of 1980 census), a land use map, a breakdown of CDBG spending, a brief neighborhood history, a list of major employers and an outline of community concerns. Available from OCCUR.
3. **"San Antonio. Toward a Vision for the Clinton Park Area."** Commercial, residential and mixed use design proposals for sites in the Clinton Park area between E. 8th Street and E. 15th Street from 1st Avenue to 14th Avenue. Design studio conducted by architecture students from UC Berkeley and University of Oregon, Eugene in the summer of 1989 under the direction of Michael Pyatok. Copies available from Michael Pyatok and Associates.

Zoning

4. **"An Evaluation of the Zoning in the San Antonio Park and Clinton Park Neighborhoods of East Oakland."** Andrew Thomas, May 10, 1988. Report prepared by UC Berkeley graduate student. Found that current zoning is inconsistent with community needs, land use policy, and land use patterns. Called for rezoning to transform commercial "strips" to a series of nodes strung together by areas of higher density residential development. Available at the University-Oakland Metropolitan Forum.
5. **"Interoffice Memo. Specific plan for Fruitvale and San Antonio Neighborhoods."** Wilson Riles Jr., Councilmember, District 5. February 8, 1988. Memo presented to Alvin James, Director of City Planning, which called for the development of a specific area plan for the Fruitvale and San Antonio Community Development Districts. Memo called for downzoning of both commercial and residential areas to reflect actual uses, a moratorium on manufactured housing, and design review.

6. **Report of the Office of City Planning on Design Review. September, 1989.**

Equality of Opportunity

7. **Report of the Task Force on Minority and Community Equity Participation. November 1989.**
8. **A Community Credit Needs Assessment, City of Oakland. David P. Rosen, Ph.D, February 1, 1989.** Prepared for Office of Community Development and Office of Economic Development and Employment, City of Oakland. Charged financial community with lack of responsiveness to neighborhood needs. Called for city linked deposit ordinance.

Methodology

9. **"Neighborhood Commercial Revitalization Area Plan, Seventh Street, West Oakland." August 23, 1989.** Market conditions survey, physical inventory, and commercial revitalization strategies prepared for Oakland Office of Economic Development and Employment. Can be used as model for further market analysis in San Antonio.
10. **"Memorandum. Commercial Revitalization on W. 7th Street." Keyser Marston and Associates, Inc. July 14, 1989.** Prepared for Office of Economic Development and Employment, City of Oakland. Broad general analysis of trade area, expenditure potential and market conditions of the area. Contrasts area with Dimond District. Recommends new housing development, entertainment related commercial uses and heightened security.

## APPENDIX E

## **ELECTED OFFICIALS**

City Council - Wilson Riles, Jr.

## **GOVERNMENT**

Oakland Mayor's Office - Dave Johnson, Chief of Staff

Office of Economic Development and Employment - Stephanie Floyd

Oakland Police Department - Lt. Peoples, Community Services Division

Alameda County Supervisor Don Perata's Office - Claudia Albano, Mike Wong

## **SCHOOLS**

Garfield Elementary School -Mr. Shaw, Principal

National Hispanic University - Maria Elena Riddle - Dir. of University Relations

New College of California - Matt Kumin - Dean of Law

