



neighborhood profile

macarthur boulevard business district

MacArthur Boulevard, between 73rd Avenue and San Leandro city limits, functions as a neighborhood commercial strip with nodes of commercial activity at major intersections. MacArthur Boulevard's scenic setting among the foothills of the Oakland Hills is an asset enjoyed by both business owners and shoppers.

Two major shopping centers, Eastmont Mall and Foothill Square Shopping

Center, are located along MacArthur Boulevard.

A recent market study of the MacArthur Boulevard corridor indicates a significant sales leakage of residents spending their dollars elsewhere.

The district is located in the proposed Central City East Redevelopment Area which if adopted would make available tax increment funding.

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

demographics

	½ MILE	1 MILE	3 MILES
Population	9,903	35,708	161,904
Average Household Income	\$50,114	\$55,273	\$62,407
Median Age	27.6	29.5	33.3
College Attendance	53.5%	53.9%	56.8%
White Collar Residents	55.5%	56.7%	60.4%
Median Home Value	\$288,000	\$244,250	\$249,500
Number of Employees	711	3,483	49,401

Demographic data from Demographics Now and DataQuick Information Systems.

traffic counts

CORRIDOR / LOCATION	PER DAY
Interstate 580 @ Edwards Avenue	169,000
Interstate 580 @ Golf Links Road	150,000
MacArthur Boulevard @ 73rd Avenue	18,000

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



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access and visibility

- MacArthur Boulevard is a major arterial street through East Oakland
- Access from Interstate 580 at Edwards Avenue and Golf Links Road exits
- Access to International Boulevard via all major cross streets
- Proximity to Knowland Park, the Oakland Zoo, and the renowned Mills College
- A population of more than 35,000 residents within a one-mile radius with an average household income of \$55,273

area promotions

- Clean-up activities
- Information fair block parties
- Business visitation days

developments in area

- The city has allocated \$6 million for streetscape improvements in targeted areas
- Beginning in spring 2003, the \$14 million Utilities Undergrounding Project will remove the visual clutter of utility lines
- Facade improvement grants are available through the City's matching grant program
- 78 new single family homes have been developed between 90th and 94th Avenue
- 33 additional units in two proposed housing developments

parking

- Abundant on-street spaces along the corridor
- 2,400 off-street spaces at Eastmont Mall
- 694 off-street spaces at Foothill Square Shopping Center

anchor businesses

- Eastmont Mall
- Foothill Square Shopping Center
- Schleicher Motors motorcycle dealership
- Albertsons
- Aqua Fresh Seafood
- Wallgreens
- Midnight Video
- Studio 108 Hair Salon
- Tires & Brakes For Less
- Gomes Nursery
- Pizza Hut

contact

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