

A DESIGN FOR FRUITVALE STREETS

**Transforming International Boulevard,
Fruitvale Avenue,
and 33rd Avenue to 39th Avenue
in Oakland, California**



PROPOSED INTERNATIONAL BOULEVARD DESIGN

A DESIGN FOR FRUITVALE STREETS

**Transforming International Boulevard,
Fruitvale Avenue
and 33rd Avenue to 39th Avenue
in Oakland, California**

Prepared by

JACOBS AND MACDONALD: CITY WORKS

April, 2000

CONTENTS

Executive Summary	4
Introduction	8
Background	10
The Existing Situation	12
A Community Process	15
Goals and Objectives	17
The Design	20
Project Benefits and Impacts	27
Cost Estimation	29
Strategies for Implementation	31
Conclusion	33
Acknowledgments	35

APPENDICES

Appendix A: Traffic Analysis - Existing and Proposed	
Appendix B1: Visual Preference Survey Document	
Appendix B2: Visual Preference Survey Results and Community Comments	
Appendix C: Schematic Drawings	
Appendix D: Cost Estimate	
Appendix E: Computer Renderings	

EXECUTIVE SUMMARY

The report and schematic designs that follow address the redesign of streets in the commercial core of the Fruitvale neighborhood of Oakland, California. More specifically, the focus is on a reconfiguration of International Boulevard from the Fruitvale Avenue intersection eastward to 39th Avenue, on Fruitvale Avenue from International Boulevard to East 12th Street, and upon the streets leading from the new Transit Village at the Fruitvale BART station to International Boulevard.

The report and design were prepared for the Spanish Speaking Unity Council under a grant from the Metropolitan Transportation Commission in support of that agency's transportation for Livable Communities Program.

The schematic designs are directed toward achieving multiple objectives, including:

- a functional-visual link between BART, the Fruitvale Transit Village, and the Fruitvale shopping district; pedestrian safety and comfort;
- traffic calming on International Boulevard and Fruitvale Avenue, distinctive urban streets that will meet and balance the needs of residents and shoppers, visitors, transit users, and short- and medium-distance drivers and cyclists;
- continued use of International Boulevard as a major public transit route;

