San Antonio/Fruitvale District

This reach of the shoreline is closely associated with inland residential neighborhoods. The San Antonio and Fruitvale neighborhoods lie immediately adjacent to the waterfront, extending back into the heart of the city. Nearby neighborhoods also include Central East Oakland and the Coliseum area across I-880.

In many ways, the study area in this reach represents the window to the Estuary from these and other inland neighborhoods. It also forms an important part of the larger identity of the city. The Estuary is visible from the Oakland hills and from the freeway. Thousands of motorists traverse I-880 on a daily basis, and many cross the bridges between Alameda and Oakland.

Connections between this portion of the waterfront and surrounding neighborhoods can be improved through infrastructure improvements to and along the shoreline. As the area redevelops, the Embarcadero Parkway should be extended to create a continuous system of movement within East Oakland and the waterfront. New parks can be developed that add to the amenities of the area and serve neighborhood needs. However, to accomplish this, land uses within specific subareas of the shoreline should be more clearly delineated, and conflicts between uses resolved.

LAND USE

The land use policies for the San Antonio/Fruitvale District are intended to establish a more compatible pattern of land uses that supports economic development, and at the same time enhance neighborhood amenities. The waterfront is a feature which binds disparate activities, and provides a needed destination within these neighborhoods. Land use policies reinforce access to the waterfront, while promoting opportunities for neighborhood preservation and enhancement. Emphasis should be put on the reuse of existing structures of historic value and architectural significance.

For ease of discussion, the Fruitvale-San Antonio District has been subdivided into 8 subdistricts. Land use policies for each are presented as follows:
FIGURE III-15: San Antonio/Fruitvale District Current Ownership

- Port of Oakland
- City of Oakland
- Alameda County
- Public/Quasi Public Utilities
- East Bay Regional Parks
- Private
- Railroad
- Tidelands Trust

Oakland Estuary Policy Plan
Embarcadero Cove

**Policy SAF-1: Encourage the Development of Water-oriented Commercial Uses within Embarcadero Cove.**

Embarcadero Cove is bounded by the Ninth Avenue Terminal on the west, Con-Agra on the east, and the freeway. It is defined by the unique geography of a small bay, with an indented shoreline tracing a broad arc which surrounds Coast Guard Island. The combination of its distinctive shape and proximity to the freeway results in a very narrow and constricted shoreline, which averages about 200 feet in width to the Embarcadero. The narrow shoreline provides an opportunity for views to the water; this is the only area along the Estuary where the water can be seen from the freeway.

This is a highly visible portion of the waterfront, but it is narrow and constrained by the close proximity of the I-880 freeway. The waterfront orientation and constrained parcel depth make this area well suited for continued commercial-recreational and water-dependent uses.

![Figure III-17: San Antonio/Fruitvale Sub-District Map](image)

New commercial uses within this subarea should build upon the existing character and create connections to the water's edge. Improvements that maximize accessibility and visibility of the shoreline should be incorporated into new development through boardwalks, walkways, and points of public access.

**Brooklyn Basin**

**Policy SAF-2: Maintain the Industrial Character and Role of Brooklyn Basin as a Place for Food Processing and Manufacturing, and Retain Light Industrial Uses.**

Brooklyn Basin comprises the area inland of Embarcadero Cove, extending to Diesel Street on the east. This area is characterized by a mix of uses: offices housed in both mid-size 1970s buildings and remodeled Victorian-style houses, restaurants, a school, artist studios, light industrial and service uses, and larger scale food processing and food warehousing/distribution operations.

Food processing is a major source of employment in this portion of the waterfront, with some 400 individuals, many in skilled positions. Within Oakland, relatively few sectors, particularly in new small to mid-sized companies, have generated a comparable level of employment. Significant activity is continuing within this sector of the economy, particularly in the area of niche/specialty markets.
Brooklyn Basin is a place where manufacturing and food processing/distribution should be encouraged, both for incubator businesses as well as for established and growing concerns. While food processing and manufacturing/distribution continue to dominate uses within the area, existing light industrial uses should be maintained as well.

SAF-2.1: Encourage development of compatible office, support commercial and institutional uses. Brooklyn Basin also includes educational, office and commercial uses. North of Dennison and along the waterfront, the pattern of land uses is relatively fine-grained, with some older structures and smaller increments of development oriented to the street. Additional educational, office and commercial uses should be encouraged, as well as the possibility for residential and work/live units, where these uses would result in the rehabilitation of existing structures and where they would not create land use conflicts with existing industrial activities.

Con Agra

Policy SAF-3: Encourage heavy industry in the vicinity of the Con-Agra plant to continue, while providing for the transition to a mix of new uses.

A portion of the Fruitvale neighborhood located between Diesel and the Park Street Bridge and south of 29th Street, is an area that is primarily in heavy industrial use.

It is dominated by the 11-acre Con-Agra facility, which mills grain for flour that is distrib-
uted throughout the Bay Area and Northern California.

Right Away Ready-Mix and Lone Star, Inc., sand and gravel operations, are two other large operators immediately adjacent to the Con-Agra facility.

While the area historically attracted construction-related uses because of barge access via the Estuary, these business operations remain in the area today largely because of its central location and good freeway accessibility, and because of investments in existing facilities. Nevertheless, Con-Agra has its own pier, and other companies maintain direct water access that could be used again if economic and market conditions change.

It is recognized, however, that market forces may go in a different direction as well, making these sites functionally obsolete and difficult to maintain. If this comes about, the City should be prepared to promote new uses for these valuable waterfront sites.

The area surrounding and including Con-Agra has long been in heavy industrial use related to the agricultural/food and construction/transportation sectors of the economy. It is not the intention of the Estuary Policy Plan to suggest displacement of these activities. Above all, this policy is intended to convey the importance of maintaining these labor intensive industrial operations for as long as it is feasible for them to stay.

However, it is also recognized that some of these companies may wish to relocate on their own accord. In that event, new uses should be encouraged that build on the unique qualities of the waterfront location and promote public access to the Estuary shore.

**SAF-3.1: Initiate more specific planning of the entire Con-Agra area, if and when industrial uses phase out of the area.** The Con-Agra reach of the waterfront, although composed of different businesses and ownerships, should be planned as an integral unit to create the most positive effect and the optimal relationship with the Estuary. A Specific Plan should be prepared prior to development. Because the area is within the Coliseum Redevelopment Area, redevelopment tools should be considered to facilitate development.

Planning should be based on the need to gradually transform the uses and intensities from heavy industrial to a mixture of commercial, light industrial and residential uses. It should account for the need to maintain the operations of these businesses while planning and redevelopment activities are underway. Redevelopment-oriented planning should incorporate the following principles:

**SAF-3.2: Redevelop the area with a mixture of waterfront-oriented residential and/or commercial activities, which are compatible with the scale and character of surrounding areas.** New uses that are compatible with the public nature of the waterfront and with the adjacent Kennedy Tract residential neighborhood should be encouraged in this area, if and when industrial uses phase out.

The Con-Agra mill is a prominent landmark along the Estuary.
Specific land uses which should be encouraged include residential, retail, restaurant, office, research and development, and light industrial uses that are configured to complement the waterfront orientation of the site.

New uses should be developed in a manner consistent with the surrounding character and scale of the area. Building mass, height, and all other design aspects should be subject to standards developed in conjunction with the preparation of a more specific development plan. Parking should be screened from view or contained within new buildings.

SAF-3.3: Provide for strong links to surrounding areas, and orient new development to the water. Development should be configured to provide at least two points of public access to the shoreline, and view corridors from Kennedy Street to the Estuary.

A publicly accessible and continuous waterfront open space should be developed along the shoreline. This open space should also be visible and accessible from Kennedy Street.

\[
\text{Kennedy Tract}
\]

**Policy SAF-4: Encourage preservation and expansion of the affordable residential neighborhood in the Kennedy Tract.**

The Kennedy Tract is a unique subarea within the San Antonio/Fruitvale District. It is a remnant of a once-more-cohesive urban neighborhood extending from Oakland into Alameda. Today, the area is predominantly occupied by a mix of residential, warehousing and service-oriented uses that have little relationship with the Estuary.
Because large, old industrial structures line the waterfront, access and visibility to the Estuary is limited to the ends of two streets, Derby and Lancaster. Several of these structures appear to be only marginally used for storage, warehousing and repair. Several are vacant or underutilized, and in disrepair.

Currently, there are several hundred housing units within the Kennedy Tract, including work/live spaces in renovated warehouses as well as single-family bungalows and houses. In addition to this residential development, there are a number of smaller scale industrial and commercial uses, creating a one-of-a-kind neighborhood.

The housing that exists in this area should be maintained, reinforced and promoted, despite the preponderance of non-residential uses. Special efforts should be undertaken to reinforce the integrity of the residential history of the district.

**SAF-4.1: Provide for a mixture of compatible uses with emphasis on a variety of affordable housing types, while maintaining the area's character of small scale buildings.** A mixture of residential, work/live, light industrial and neighborhood-serving uses should be maintained in the future, with an emphasis on affordability, livability, and an enhanced relationship with the Estuary.

To maintain the attractive, small-scale character of the area, buildings should be constructed to complement existing scale and massing of existing sites. Parcel size should not exceed the predominant pattern of existing parcels.

**Owens-Brockway**

**Policy SAF-5: Retain the existing industrial use of the Owens-Brockway Site.**

The Owens-Brockway site consists of approximately 28 acres of land devoted entirely to the business of glass recycling and manufacturing. Owens-Brockway is one of the largest private employers in Oakland, currently supporting almost 800 jobs. These operations are expected to remain viable in the future.

The company should be supported and encouraged to remain and expand.

**SAF-5.1: Improve the compatibility between industrial and residential uses, and enhance the relationship of the plant with the waterfront.** Improvements along the edges of the Owens-Brockway plant should be undertaken to establish a more positive relationship with surrounding uses, including the neighborhood and the waterfront.

More specifically, a landscaped street edge on Fruitvale Avenue and the proposed Estuary Parkway should be developed to create a more attractive public environment around the plant. Measures such as landscaped sound barriers should be investigated to reduce noise and visual conflicts with single-family homes along Elmwood Avenue.
42nd Street & High Street

Policy SAF-6: Encourage the reuse of existing warehouse properties south of Alameda Avenue and west of High Street for high-quality retail uses that complement adjacent commercial uses.

Owens Brockway is one of the largest private employers in Oakland, supporting almost 800 jobs.

The Super K-Mart, on a former cannery site, is a major presence within this subarea, benefiting from its proximity to and visibility from the freeway and accessibility to the nearby populations in Oakland and Alameda.

On the east side of Alameda Avenue, the Brinks warehouse and a cluster of small-scale light industrial uses and warehouses are located along the Estuary, impeding public access opportunities.

SAF-6.1: Provide for new commercial activities adjacent to the 42nd Street interchange. At the 42nd Street interchange, there is the opportunity for the expansion and development of new commercial activities that are oriented to both regional and local markets. Commercial development and intensification of this area should be pursued.

Specific uses that should be encouraged in this area include retail, office, general commercial, and light industrial. Generous landscaped setbacks should be incorporated around all new development.

East of High Street

Policy SAF-7: East of High Street, maintain existing viable industrial and service-oriented uses, and encourage the intensification of underutilized and vacant properties.

This portion of the San Antonio/Fruitvale District functions as a service support area, with links to the adjacent Coliseum area. It supports...
a number of different types of uses, including wholesale and retail businesses, container storage, and smaller industrial uses. In addition, Pacific Gas & Electric and EBMUD have service facilities within this area. EBMUD is planning to expand its operations toward the 66th Avenue interchange.

In areas both north and south of Tidewater Avenue, current uses and activities should be maintained and encouraged. However, there are opportunities to intensify underutilized sites, now occupied by rail spurs or used for equipment and container storage. These sites should be targeted for redevelopment as industrial and service-oriented uses, which would contribute to the overall viability of the area.

SAF-7.1 South of Tidewater Avenue, provide for continued industrial use, but also encourage new research and development and light industrial activities which are compatible with the adjacent EBMUD Oakport Facility and EBRPD’s Martin Luther King Jr. Regional Shoreline Park. Economic development objectives for this can be realized by deemphasizing service, storage and heavy industry and focusing more on employment-intensive uses that are more complementary with the public nature of the waterfront.

This area is unique in that it adjoins Martin Luther King Jr. Regional Shoreline, one of the larger assemblies of waterfront open space within the Estuary. The East Bay Regional Parks District (EBRPD) plans to continue to develop the MLK Regional Shoreline adjacent to and along both sides of East Creek. EBRPD’s parks and open spaces represent a valuable resource for the city—one that should be reinforced appropriately by adjacent development.
At the same time, EBMUD has expansion plans. The Oakport Facility is EBMUD's primary infrastructure support base and maintenance center, serving the Estuary area and the city as a whole.

Successful development will require an effort to balance competing objectives brought about by the proximity of the sites to regional park and utility facilities. (See Policy SAF-7.2)

**SAF-7.2: Initiate more specific planning of the area south of Tidewater Avenue.** The area East of High Street and South of Tidewater Avenue should be comprehensively planned to insure that all objectives are met. A plan should be prepared prior to development. Because the area is within the Coliseum Redevelopment Area, redevelopment tools should be considered to facilitate development.

Planning should be based on the need to infuse the area with a livelier and more intense mix of office, R&D, commercial, and light industrial uses. It should account for EBMUD's expansion needs, take special consideration of EBRPD's plans for MLK Regional Shoreline Park, and BCDC's 100' shoreline band, which will require that the shoreline be used exclusively for recreational purposes.

As this area redevelops, publicly accessible open space should be created with an emphasis on educational and interpretive experiences, including wildlife habitat in lowland or marshy areas and the development of active sport and recreation fields in the uplands.

**SAF-7.3 At the 66th Avenue interchange, encourage development of commercial uses that can benefit from proximity to freeway intersections and serve both regional and local markets.** New commercial uses should be encouraged at the 66th Avenue interchange of I-880, where there is the opportunity to capitalize upon the freeway as well as adjacent developments. New uses should be sited and designed in a manner that is sensitive to the near-by natural marshlands that form part of the MLK Regional Shoreline, and developed so as not to preclude potential expansion needs of EBMUD.

Broad landscaped setbacks and a parking/staging area should be established to provide convenient access to the Bay Trail and regional shoreline.

**SHORELINE ACCESS & PUBLIC SPACES**

Compared to other areas of the Estuary, the San Antonio/Fruitvale District appears to have a relatively large supply of open space. Although there are several opportunities to approach and enjoy the shoreline, much of the existing open space is not highly utilized, relates poorly to its surroundings, and is generally fragmented and discontinuous.

The Martin Luther King, Jr. Regional Shoreline, which occupies approximately 22 acres north of Damon Slough, is a regional facility which is the primary waterfront recreational asset in the area. The Bay Trail, which is...
planned to ultimately connect around the entire bay shoreline, enters the study area at 66th Avenue, but abruptly ends approximately 7,000 feet westward. At the western end of the San Antonio/Fruitvale District, within Embarcadero Cove, there is a series of small public access improvements that were built as part of development projects, but these are also very limited in extent.

The access and open space policies for this district emphasize the continuation of a cohesive and interrelated waterfront system advocated by the previous chapters of this plan.

Policy SAF-8: Develop a continuously accessible shoreline, extending from Ninth Avenue to Damon Slough.

A continuous system of public open space and connecting networks to inland areas should be completed within this reach of the Estuary, extending from Ninth Avenue to Damon Slough. The system should link the Martin Luther King Jr. Regional Shoreline with the other elements of the waterfront system of open spaces proposed by this plan.

SAF-8.1: Extend the Bay Trail from Embarcadero Cove. The Bay Trail should be incorporated as part of the continuous open space system along the water’s edge. Gaps in the trail should be filled in, so as to achieve the continuity of the trail and provide better bicycle/pedestrian access to the expanded MLK Shoreline (See Policy SAF-8.3).

While the developed portion of the Bay Trail currently combines both pedestrian and bicycle movement, it is recommended that separate bicycle and pedestrian paths be developed in other areas, with the pedestrian movement adjacent to the shoreline edge and the bicycle lane on the inland side of the open space. At each of the bridges, special provisions should be made to ensure continuity along the shoreline.

SAF-8.2: Develop a major new public park at Union Point. A new park should be developed between Dennison Street and the existing Con-Agra facility, south of the Embarcadero at Union Point. The park is intended to serve the adjacent San Antonio and Fruitvale neighborhoods, as well as provide an important citywide amenity along the Estuary.

The design of the park should provide for flexible use, including passive recreational activities as well as field sports and activities that take advantage of the water. A site of approximately two acres should be reserved for the Cal Crew boathouse on the eastern portion of the park. A continuous pedestrian promenade should be provided along the shoreline edge. A Class I or II bicycle path should be incorporated within the park, where it can be separated from the Embarcadero. (See Policy SAF-9)

It should be noted that early planning for this park is already underway, under the auspices of the Spanish Speaking Unity Council, the University of California, the Trust for Public Lands, the Port of Oakland, and the Oakland Parks and Recreation Division.

SAF-8.3: Extend the Martin Luther King, Jr. Regional Shoreline. The MLK Regional Shoreline should be extended from High Street to Damon Slough. Within this area, the existing public open space between the East Creek and Damon sloughs should be expanded westward to include existing industrial properties owned by the EBRPDP.
EBRPD's planning objectives identify this portion of the Estuary as an important component of the regional shoreline park system, as well as a potential open space resource for the adjacent Central East Oakland and Coliseum neighborhoods. It should be designed to preserve the significant wetlands between the Damon and East Creek sloughs. In addition, extending Tidewater Avenue across the East Creek Slough to the 66th Avenue interchange would significantly improve visibility and accessibility to the park.

Areas on the shoreline side of the railroad tracks should be subject to a planning effort, coordinated among the City of Oakland, EBMUD, and the EBRPD, to address EBMUD expansion needs and the extension of the shoreline park. (See Policy SAF-7.2)
REGIONAL CIRCULATION & LOCAL STREET IMPROVEMENTS

A key objective of the Estuary Policy Plan is to enhance the continuity of movement along the shoreline in order to enhance public access and the public perception of the waterfront as a citywide resource. To accomplish this objective in the San Antonio-Fruitvale District, the circulation policies recommend a basic restructuring of the modes of circulation.

**Policy SAF-9: Provide a continuous Embarcadero Parkway from Ninth Avenue to Damon Slough.**

Consistent with recommendations of the Estuary Policy Plan in other subdistricts, the Embarcadero Parkway should be a continuous parkway, developed to parallel the entire shoreline; ultimately extending from Broadway to 66th Avenue. In the San Antonio-Fruitvale District, it should be upgraded between Ninth Avenue and Kennedy Street, and extended via a new right-of-way between Kennedy Street and High Street, to connect directly into Tidewater Avenue.

The alignment of the proposed parkway (see Figure 19) is illustrative only. Specific alignments (and their potential impacts on adjacent property owners) should be evaluated through a coordinated planning effort involving property owners, the City of Oakland, and the Port.

The Embarcadero Parkway should be developed as a recreational street, providing access to the diverse waterfront experiences that exist in the San Antonio-Fruitvale District. It should be designed to promote slow-moving vehicular access to the waterfront; limited to two traffic lanes and one-sided parking (in bays). It should not be designed as a through-movement traffic carrier, or frontage-road reliever for I-880.

In addition, traffic management programs that prohibit through movement of trucks between 23rd and Fruitvale Avenues should be developed to protect the Kennedy Tract neighborhood against unnecessary truck traffic.

**SAF-9.1: In conjunction with the extension and enhancement of the Embarcadero Parkway, provide a continuous bikeway from Ninth Avenue to Damon Slough.** The Bay Trail should be extended and completed in this reach. In developing the Embarcadero Parkway, provisions should be made to accommodate a continuous pedestrian trail and bikeway paralleling the parkway.

It should be extended along the shoreline adjacent to the Con-Agra site, and follow the new Embarcadero Parkway, providing a separated bike path along the shoreline. East of High Street, it should follow the shoreline, ultimately connecting to the existing trail system in the MLK Regional Shoreline.

**Policy SAF-10: Work with Caltrans, BART, and other transportation agencies to upgrade connecting routes between inland neighborhoods, I-880, and local streets, to enhance East Oakland access to the waterfront.**

This segment of the I-880 freeway, between 66th Avenue and Oak Street, is substandard, with partial interchanges spaced at random intervals. Freeway on and off-ramps are difficult to find, and have no strong relationship with arterial roadways.
As part of the seismic upgrades to the I-880 freeway being undertaken by Caltrans, the freeway ramps should be reconfigured in a manner that complements and reinforces the land use and open space objectives for the area and provides a more legible circulation system. All should be investigated with Caltrans, to test the feasibility of redesigning the interchanges, and to insure that local access needs are also being addressed in Caltrans’ upgrade efforts.

**SAF-10.1:** *If feasible, construct a new full-movement interchange at 23rd Avenue, with direct linkages to the Park Avenue Bridge.* The 23rd Avenue Bridge should be reconstructed to create a full-movement interchange, which could include retention of the existing eastbound off-ramp to Kennedy Street, reconstruction of the westbound on and off-ramps at 23rd Avenue, and a new eastbound on-ramp at 23rd Avenue and the Embarcadero. Traffic circulating between Alameda's Park Street Bridge and I-880 would utilize 23rd Avenue and Kennedy Street, providing more direct access and reducing regional traffic on adjacent local streets, including 29th Avenue.

![Embarcadero Parkway: Between 9th and 23rd Avenue](image)

*Embarcadero Parkway: Between 9th and 23rd Avenue*  
(With one lane in each direction and a single shared turn lane.)

![Embarcadero Parkway: Between Livingston Street and Dennison Street](image)

*Embarcadero Parkway: Between Livingston Street and Dennison Street*  
(With one lane in each direction and a single shared turn lane.)

FIGURE III-18: San Antonio/Fruitvale District: Illustrative Cross Sections
FIGURE III-19: San Antonio/Fruitvale District Illustrative Circulation Plan

- Interstate Highways/Freeways
- Arterial Roadways
- Estuary Parkway
- Local Streets
- Class I Bikeways/Pathways
- BART - Bay Area Rapid Transit
- Waterborne Transit (Ferry, Water Taxi)
- Passenger/Freight Rail
- Light Rail
- Class II Bikeways/Pathways
- Class III Bikeways/Pathways
SAF-10.2: If feasible, construct an urban diamond interchange at 42nd Avenue, with frontage road connections to Fruitvale. In order to provide efficient regional circulation to the freeway from Oakland and Alameda, a diamond interchange should be investigated at 42nd Avenue, connected by frontage roads parallel with the freeway corridor to Fruitvale Avenue. The existing ramps at Fruitvale Avenue and at High Street should be replaced with these improvements.

High Street south of I-880 should be realigned to connect directly to the 42nd Avenue interchange, with the segment north of the freeway serving as a local roadway connection to the waterfront area.

SAF-10.3: Enhance 29th Avenue as a local connecting street. With regional traffic between the Park Avenue Bridge and the I-880 freeway diverted to the Kennedy and 23rd Avenue corridors, 29th Avenue should be converted to a local street connecting the San Antonio, Fruitvale, Jingletown and Kennedy Tract neighborhoods. The street should be improved to provide enhanced bicycle and pedestrian access across the freeway.

FIGURE III-20: San Antonio/Fruitvale District: Illustrative Cross Sections (cont'd.)
SAF-10.4: Improve the Fruitvale Avenue corridor as a pedestrian and transit link between the waterfront and the BART transit village. As industries that require rail spur access relocate or convert entirely to trucking, the existing rail corridor along Fruitvale Avenue can be converted to provide stronger pedestrian, transit or bicycle links between the planned BART transit village at the Fruitvale station and the waterfront. In addition, the existing rail bridge parallel with the Fruitvale Avenue Bridge to Alameda should be investigated for transit and pedestrian/bicycle use.

The Fruitvale Avenue corridor should be improved to accommodate and enhance pedestrian circulation along both sides of the street. Class II bicycle lanes should be provided along Fruitvale Ave. to the waterfront and BART. The potential of rail transit service connecting Alameda and the Estuary with BART service should also be considered.

SAF-10.5: Enhance High Street as a local connecting street. With regional traffic diverted to 42nd Avenue north of I-880, High Street should be enhanced with improved pedestrian and bicycle facilities. As part of
redevelopment of the area south of I-880, pedestrian and bicycle facilities should also be extended along High Street to the shoreline trail and bridge to Alameda.

Fruitvale Avenue Transit/Pedestrian Corridor
(With two lanes in each direction and a single shared turn lane at interections only.)

FIGURE III-21: Fruitvale Avenue Illustrative Cross Section