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The Rockridge News

Sponsored by the Rockridge Community Planning Council, 6225 Ross St.,Oakland
– 658-9523 –

Rockridge Area Neighborhood Fundraiser A Tremendous Success!

On Saturday, June 7, crowds thronged Chabot Road between College and Claremont, looking for household items, the perfect exercycle, a good book for the beach, or any number of other items available for sale at the Rockridge Area Neighborhood Fundraiser.

When Neighbors tired of shopping, they ate hot dogs and baked goods and listened to live music. Sparkles the Clown amused the children with animal shapes made from balloons. The Afternoon Raffle capped the event when prizes donated by Rockridge Area merchants (see box below) were awarded.

A wonderful day with wonderful weather and it happened because people joined in and worked together. The Neighborhood Mobilization Committee (see "Committees and Camels", page 3) worked hard and organized well to provide a program to entertain as well as to raise money for RCPC operating expenses.

Committee members Mary Biagini, Teddy Elston, Annette Floystrup, Andrea Gabriel, Don Kinkead, Liz Maxwell, Diane Ravnik, Ethel Ruymaker, Meg Trahey, and Mike Wilson met regularly to plan schedules, select events, contact merchants, and collect and clean garage sale merchandise. Many others helped along the way and at the event including Barbara Anderson, Jo Biagini, Connie Brand, Jim Clark, Melpo Chilimidos and Tony Chilimidos, Susan Cummins, Lincoln Cushing, Julie Dewey, Caryn Dombroski, Mr. & Mrs. Floystrup, Peter Goldsmith, Jack Gillen, Andy Kahn, Jack Nunberg, Pat Ozawa, Ray Perman, Liz Rebensdorf, Mike Stevens, Evelyn Velson, and Sally Weare.

Was it all worh it? You betcha! RCPC coffers are now $3,000 fuller! The money will be used for past bills and future expenses such as flyers, mailings, and the newsletter, and to establish a fund for legal expenses.

Thank you for your help and support.

The Rockridge News Thanks These Rockridge Area Merchants For Their Contributions To The RCPC Neighborhood Fundraiser Success!

Merchant	Contribution	Merchant	Contribution
Bosco's Picture Framing	Framing Services	Norleen Sound Service	Gift Certificate
Chest of Drawers	Brass Candlestick Holder	Norman's	Lunch For Two
Chimes Market	Gift Certificates, Soda Pop	O'Toole's	Gift Certificate
Claremont Home Video	Video Club Membership	Pendragon Books	Gift Certificate
College Avenue Shell	Charcoal	Rockridge Antiques	Pewter Vase
Curds & Whey	Wine and Bar–B–Que Sauce	Rockridge Café	Dinner For Two
Eddie's Liquors	Soda Pop	Safeway Market	Hot Dog Dressings
Edible Complex	Gift Certificate	Sierra Club	Posters
The Finishing Touch	Woven Rug	Such A Business	Baby Stroller
Floral Arts Pantry	Nutty Fruit Confection	V.B.C. Children's Clothing	Gift Certificate
Hudson Bay Beans	Coffee, Gift Certificate	Yoshi's	Dinner For Two
John A. Brown	Placemat and Napkin Sets	Zachary's Chicago Pizza	Stuffed Pizzas
Leaven & Earth Bakery	Gift Certificate		

Dates Calendar Events Calendar Dates Calendar Events

Thursday	June 19	7:30 pm	RCPC June General Meeting, College Avenue Presbyterian Church. Presentation by Wilson Associates. See story Page 4.
Saturday	June 21	11-3 pm	Informational table in front of College Avenue Presbyterian Church.
Tuesday	June 25	1:30 pm	Planning Commission Vote on Wilson Associates Application. City Hall Room 115.
Thursday	July 17	7:30 pm	RCPC July General Meeting, College Avenue Presbyterian Church.

The EIR And Dreyer's Proposed Expansion

What's happening with Dreyer's plans right now?

The planning process is a big step in Dreyer's plans. What's happening with the Environmental Impact Report? What is the current time frame for the public hearings on the proposal? What is the role of the City Planning Commission and Staff?.

City Calls for EIR

After Dreyer's filed their plans, the City called for the preparation of an Environmental Impact Report (EIR) to assess the effect of the project.

The City directed the Corporation to select an EIR preparation consultant from a list provided by the City, and to order a report examining the project's impact on such areas as traffic circulation and parking problems, visual effects, noise, air quality, land use and relationships to City policies, geology and hydrology, energy consumption, and effects on public services and facilities.

The Scoping Process

Planning Director Alvin James established the EIR topics in consultation with Associate Planner Willie Yee, Jr., other City officials, representatives of the Corporation, and with RCPC Board Members Barbara Anderson and Richard Smith who attended "scoping meetings" at City Hall.

When a report is required, the City issues a Notice Preparation Statement inviting comment from affected agencies and groups. Responses are a part of the scoping process. RCPC's Legal Committee submitted a Statement of Response with emphasis on the issue of Dreyer's non–compliance with Oakland's Comprehensive Land Use policy and Zoning regulations for the R–35 and C–31 zones.

Consultants Prepare EIR

When the scope of the report was established, Dreyer's hired Environmental Impact Planning Corporation (EIP), 319 11th Street, San Francisco 94103, to prepare the EIR.

Linda Peirce, Vice President of EIP and Project Manager for the Dreyer's/Rockridge report, said that her company was established in 1968 and now has offices in San Francisco and Oakland. Ms. Peirce said most of their work is for cities and other governmental bodies; the company has done much of the EIR work for Oakland's Downtown Area. Overall, she said, the company has prepared close to a thousand EIR reports.

Ms. Peirce explained the process: "Working with the City, we first prepare an Administrative Draft covering the areas designated in the scoping process. Although we were selected by Dreyer's, the City of Oakland is our client and the Planning Staff will review the Administrative Draft for completeness and adequacy and return it to us for revisions and corrections.

"We will prepare a revised report incorporating the City's comments and print a copy which the City will circulate for public review for a period of forty-five days as mandated by law in the California Environmental Quality Act.

"During the public review period, the Neighborhood and other interested citizens, and affected public agencies such as CalTrans, make their comments about the report and its topics. These comments may be made in public hearings and in letters.

"When the public hearing period is ended, we prepare a final report which we present to the City for its action."

Public Hearing Schedule

Except for the statutory time period of forty–five days, Ms. Peirce could offer only a general time period for the different parts of this process. She said preparing the Administrative Draft takes six to eight weeks, and the company has worked on it for four weeks. The City will take a month for its response prior to the public hearing. She felt the City might take another month or so after the hearing period to complete its compilation of the final draft. She added that the process for this report was likely to be lengthy rather than brief because the Planning Department has stressed the importance of addressing the concerns of the Neighborhood. Ms. Peirce's time estimations bring us to a public hearing date of sometime in August.

Willie Yee, Jr., is the Associate City Planner in charge of the EIR for this project. His phone number at City Hall is 273-3911; address: Zoning, 1 City Hall, Oakland, 94612.

Mr. Yee's time estimates calculations are similar to Ms. Peirce's. He pointed out that a special evening hearing would be held in the Neighborhood toward the end of the Public Comment period and before the preparation of the Final Draft. An on–site hearing like this is an unusual step in the process, he said, and was added in recognition of the Neighborhood's concern and interest.

Mr. Yee discussed what happens after the final EIR report is prepared. It is submitted to the City Planning Commission which reviews it and certifies it as a final report. The Planning Commissioners then vote on the Dreyer's Zoning applications for a Major Variance and numerous Major Conditional Use permits. The decision of the Planning Commissioners can be appealed to the City Council who may sustain or override the Commission's decision. The City Council's decision can be appealed to the Courts.

Dreyer's...Dreyer's...Dreyer's. The word buzzes around the Neighborhood like an angry Bumblebee. Buzzing from Neighbor to Neighbor, the word pollinates concerns...questions...confusion!

This article is the first in a series that will examine the facts and figures, the history and fantasy surrounding the proposed expansion by Dreyer's Corporation in the Rockridge Neighborhood.

We will look at the history of the Rockridge Neighborhood, the history and present status of Dreyer's Ice Cream Corporation, and the Corporation's plans. The purpose of the series is to get as much correct information to the Neighborhood as possible to encourage discussion.

Your response and point of view are welcome at all times. Please write in care of the Rockridge Community Planning Council, 6225 Ross Street, Oakland, CA 94618

Walking The College Avenue Police Beat

Waal, podnuh, it ain't High Noon, and Gary Cooper's gone Home, but there's still Law West of the Pecos. There's still Law West of Broadway, too, for that matter.

On any week–day, you can see this Law in the person of one Officer Hugo Gonzales of the Oakland Police Department. Hugo is the Beat Patrolman for College Avenue, making a circuit of the Avenue and surrounding neighborhoods from Broadway to Alcatraz during his daily patrol.

For awhile in Oakland and other urban areas, the foot patrolman was a thing of the past, a pedestrian anachronism in a motorized age too concerned with getting from point A to point B to pay attention to what was happening in between.

People wearied of the indifference and distance implied by a Police Officer in a patrol car and pressed for the restoration of the Beat Cop.

Such changes do not come easily to cities and police departments, and Oakland is no exception: The College Avenue Merchants Association and other merchant groups worked for three years to get foot patrols established in business districts.

Now that struggle is over, the good works of the Beat Patrolman can be seen, and everyone is pleased. Bill Chung, owner of the Rockridge Cafe and President of the College Avenue Merchants Association, says, "It's great! A walking patrol can't stop all crime, but Hugo has cut down a lot of the petty crime that used to go on. He knows what's happening and who to watch out for."

Hugo is pleased, too. "I volunteered for this assignment and I feel fortunate to have been selected. Neighbors and businesspeople have given me tremendous support and cooperation, and I try to respond the same way."

Being a policeman on foot is not easy, Hugo explained. "I rely on citizens and passersby for help when I'm away from my car or when back–up from other officers is not available." He pointed out he is only as effective as people want him to be. "If I get a call when there is a problem or if people bring me information about potential problems, I can be much more helpful than if nobody does anything."

And how helpful has he been? In the last year, Hugo made more than fifty arrests for such crimes as possessing illegal weapons, assault, assault with a deadly weapon, petty theft, drunk driving, sale of controlled substances, and panhandling. Nuisance and petty crime is way down.

College Avenue has the lowest incidence of robberies in the City, but that is a statistic that could change at any time, according to Hugo. He keeps a sharp eye, because "this area has some unique access problems, considering BART and the freeways, that can make crime control difficult." He stressed again the importance of citizen participation in law enforcement: for emergencies, call 911; for non–emergencies call 273-3481.

The next time you see Officer Hugo Gonzales on patrol on College Avenue, give him a hearty wave and a thanks for his help in making the Rockridge Neighborhood a pleasant and safe place to be.

Wanted: Block Captains for Chabolyn Terrace; 5200 block of Manila; Desmond and Glendale; 5300 block Miles Ave.; 63rd St. between Colby & Hillegass...
–call Bobbie Kinkead 655-5608

RCPC Life Blood

On Committees And Camels

Conventional wisdom has it that a camel is a horse designed by a committee. You will find no such misbegat creature on the RCPC range!

A powerful feature of the Rockridge Community Planning Council is its all–volunteer committee structure, organized to enhance an effective Neighborhood organization. The creatures created by these committees do the jobs they were designed to do.

Issues of the Rockridge News refer to activities of the committees in general, but do not discuss them in particular. Following is a list of the committees, a description of their functions, a brief note about on–going projects and activities, and, most importantly, the name and phone number of the person to contact to volunteer your help and expertise.

If you are interested in these committee activities, or if you have a particular skill, talent, or knowledge to contribute, we welcome your participation.

Zoning and Planning Committee– monitors applications before the Planning Commission and works with potential developers to ensure that the spirit as well as the letter of our C–31 Zoning is respected. Recent activities include negotiation to reduce hours and strengthen litter control efforts by the new Columbus Pizxza owners and ensuring public input in the Planning Commission's consideration of the Wilson Associates' application for a blanket conditional use permit (see page 4). To join in their work...
Contact: Barbara Anderson 655-3499.

Distribution Committee– designs, implements and maintains communication in the RCPC/Rockridge Area Neighborhood. Flyers and newsletters are distributed by 120 Block Captains to residences and businesses in the Rockridge Area. As the "muscle and backbone" of RCPC, their goal is to distribute 4,300 newsletters and to expand distribution from the Berkeley border down Broadway to 51st Street and down to Telegraph. To help with this goal...
Contact: Bobbie Kinkead 655-5608

Design Review Committee– considers the aesthetics and practicalities of proposed developments and proposed changes in approved projects in the Rockridge Area. Most recently, this committee worked successfully with Wilson Associates to maintain the Market Hall building height in conformance with Zoning regulations. This committee also works with the Zoning and Planning Committee on questions of sign design and appropriateness. Have a say in the way things look in the Rockridge Area...
Contact: Richard Smith 653-0630.

City–Wide Outreach Committee– opens and maintains dialogue with other Oakland Community and Neighborhood Organizations. Members of this committee have met with the Oakland Community Council to discuss RCPC concerns about the Dreyers expansion proposal. Future activities involving City Council Members are planned. You may...
Contact: Annette Floystrup 652-6794

(See **Committees**, Page 4)

Notes From Neighbors... To The RCPC

Dear RCPC:

Thank you and all the people working to civilize Dreyer's. My pet peeve is that this management killed the coffee shop. It was the last eating place on the Avenue for families, the elderly, people living alone, and anyone wanting a pleasant reasonable meal, anytime. For the future– I don't want their huge monolith dominating our area; their tail wagging our dog.

—Connie Kidder

Dear RCPC:

You are providing a great service for the neighborhood, especially for those of us who can't find time to do much. Here's my contribution for newspaper costs.

—Gary Lippman

Dear RCPC:

Keep fighting Dreyer's! Keep cranking out those newsletters and posters! Here's my check to support the cause.

—Jeff Abrahams

Seeking 1 BR Rockridge Apartment

I currently reside in Rockridge and wish to remain in the area. I am a responsible, non-smoking professional woman. Please call:

Andrea Gabriel 486-3984 (9-5) or
658-7904 (Eves. & Wk-ends)

Committees... *from pg. 3*

Neighborhood Mobilization Committee– organized to involve Neighborhood residents and others in fundraising and support of RCPC activities. This group spent April and May planning and organizing the June 7 garage sale/block party and concurrent raffle. Other fundraising activities within the Rockridge Area are planned for the future. You can be a part of this...

Contact Don Kinkead 655-7474

Legal Committee– researches and applies legal remedies to concerns expressed by the RCPC Board and Members. This group of attorneys and other concerned Neighbors views judicious application of the law as a serious tool effective in advancing the interests of RCPC and the Neighborhood. Learn more about it...

Contact: Peter Goldsmith 772-6344

Media Action Committee– plans, coordinates and encourages publicity and other visual statements of the goals and activities of RCPC. Their visible weekly picketing of Dreyers has evolved as an equally visible information table in front of the College Avenue Presbyterian Church. Dreyer's proposed plans, RCPC newsletters, flyers, and other printed matter is posted on a large signboard to present as clear a picture as possible to passers–by. The table and signboard are set up Saturdays from 11 am to 3 pm following the Thursday RCPC monthly General Meeting. Spend a little time in the sun...

Contact: Lincoln Cushing 658-9523

Wilsons Seek Permit Approval

On June 11, 1986, the City Planning Commission will consider Wilson Associates' request for a blanket Major Conditional Use permit for their Market Hall development.

The Market Hall project, approved by the Commission in October, 1984, consists of a 3–story building at College and Shafter Avenues, with parking at the rear.

Oakland Zoning Regulations require that the sale of food and alcoholic beverages be permitted only upon the granting of a Major Conditional Use permit, after adequate public hearing.

Sue Parker, Board Member of the College Avenue Merchants Association, said the City Council approved this zoning requirement after CAMA joined with other Oakland merchant associations to draft it when a proliferation of restaurants and franchise food operations on Piedmont Avenue resulted in predatory rents which reduced the variety of retail services.

A use permit normally is granted to one business operation at a time. Wilson Associates is applying for one permit for thirteen business operations– three restaurants and ten food purveyors. Tony Wilson said his development seeks blanket approval because, "We have been asked by prospective tenants whether the building is totally committed to the sale of food."

Ms. Parker asked, "Why should the Wilsons be treated any differently from other landlords who have to seek individual permits for food service businesses?"

Mark your calendar and plan to attend these meetings to discuss the application and give your views:

June 19: RCPC General Meeting (College Avenue Presbyterian hurch, Fellowship Hall, 7:30 PM), Wilson Associates present their proposal for further discussion; everyone invited!

June 25: Planning Commission, Regular meeting, City Hall, Room 115, 1:30 PM (vote taken on the application at this time).

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7 Days A Week

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