The Rockridge News

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Sponsored by the ROCKRIDGE COMMUNITY PLANNING COUNCIL, 6225 Ross Street, Oakland CA

Rockridge Branch Library Lease Expiring

Rumors of the fate of the Rockridge Branch of the Oakland Public Library have been confirmed.

The building housing the library has changed ownership for a second time this year. In addition, the library's lease expires at the end of June. Reliable sources report the building's new owner may be willing to renegotiate the lease with the City. However, the future of the Branch is not clear at this time.

Many Neighbors have expressed their strong wish to retain the Rockridge Branch on College Avenue. This Branch has the highest circulation of any branch in the City and serves a diverse group of readers ranging from pre–schoolers to Senior Citizens.

The future of the Rockridge Branch Library is the main item on the agenda for the March 18 RCPC General Membership Meeting. Director of Library Services Lee White will speak at the meeting. City Manager Henry Gardner also has been invited to participate in the discussion.

Plan to attend this General Meeting and let City staff know your concerns about our Neighborhood Branch Library.

Block Captains Celebrate First Anniversary !

Rockridge News distributors and their families filled the College Avenue Presbyterian Church Gym Friday, March 6, for a lavish pot–luck dinner.

More than one hundred members of the District and Block Captain network have distributed the **Rockridge News** to Neighbors and friends the past year to spread the word about Rockridge history, proposed development changes, and plans for the future; they joined at the pot–luck to celebrate their achievement with an avalanche of salads, desserts, ham, turkey and roast beef, garnished with generous helpings of conversation and good cheer.

See "Anniversary", Page 6

March 30, Claremont M.S.

Neighborhood Groups To Host Candidate's Night

Candidates in the race for Oakland City Council District 1 and At–Large positions will participate in a Candidate's Night Wednesday, March 30, 7 to 10 PM, in the Claremont Middle School Multi–purpose room, 5750 College Avenue.

The candidates invited to speak to Neighborhood voters and answer questions are running for two Council seats: District 1 incumbent Marge Gibson and challengers Annette Floystrup, Cassie Lopez, and Pauline Provinse; At–Large incumbent Frank Ogawa and challengers Carlson Bobino, Ignacio de la Fuente, Malcolm Kelly, Mary Emily Lintner, and Don Mackle.

The event, sponsored by RCPC, the College Avenue Merchants Association (CAMA), the Telegraph Area Neighborhood Group (TANG), the 38th Street Neighborhood Association, the Mosswood Neighborhood Association, the North Oakland District Council (NODC), as well as several other North Oakland community organizations, offers an opportunity for voters to hear Council candidate's views first–hand and to ask questions about their plans for Oakland's future.

Council candidates only were invited since School Board candidates participated in a Candidates Night March 10 at Hillcrest School.

Come at 7 PM for refreshments, conversation and a chance to meet the candidates; the program starts promptly at 7:30 PM. Each candidate will make a short presentation and then respond to questions from the audience.

Can you help with this important event? Yes! Volunteers are needed for advance preparation of the room and to help with flyers, media contact and graphics. Help is also needed the night of the event with timekeeping, monitoring questions, and hosting refreshments.

Call Barbara Anderson (655–3499) or John Wagers (653–1871) to make arrangements.

Dates Calendar Events Calendar Dates Calendar Events

Wednesday	**Mar 18**	**1:30 pm**	**Planning Commission** Room 115 City Hall: Public Hearing on **Fitness Lab** (Rockridge Court) Major Conditional Use Permit.
Wednesday	**Mar 18**	**7:30 pm**	**RCPC March General Meeting**, College Avenue Presbyterian Church. Discussion of the future of the **Rockridge Branch Public Library.** Lelia White, Director of Library Services and Henry Gardner, City Manager, will be available to answer questions.

Candidates for City Council, District 1...

Annette Floystrup

As I reflect on the issues that have occupied my time in the last two years on RCPC's Executive Board, it is clear that they all come down to one word—planning. I have worked most actively on the issues of Dreyer's, Yoshi's, and a new city Demolition Ordinance.

The three most important issues facing District 1 in the immediate future are all bound to the planning process. First, we must work to eliminate provision 7012 from the planning code. This provision allows the extension of a zoned use 150 feet beyond the current zoning boundary through the obtainment of a Major Conditional Use Variance. This vehicle allowed Dreyer's to plan their world corporate headquarters building on College Avenue. Elimination of 7012 would strengthen existing zoning.

The Rockridge Area Specific Plan (RASP) is necessary for the preservation of the quality of life for those residential areas adjacent to College Avenue. RASP will help College Avenue Merchants by eliminating the threat of overdevelopment which would ultimately destroy the small business environment of College Avenue.

Second, Telegraph Avenue Neighborhood Group (TANG) must be assisted in its comprehensive down–zoning effort to support a regeneration of neighborhood oriented small business along the Telegraph Avenue corridor. We must make an effort to bring small businesses back to the San Pablo/Golden Gate area abutting Emeryville. Emeryville just below this area is enjoying unprecedented revitalization, and spill–over development must be encouraged.

Third, we need to attract more small business to District 1. Incentives must be designed to make it easy and attractive for businesses to start up in Oakland. Currently, four neighborhood shopping areas, College, Montclair, Piedmont and Lakeshore make up the revenue backbone of the City. Clearly, the expansion of neighborhood shopping areas is in the best interests of both the neighborhoods and the city.

My major goals are to achieve a strong and equitable planning process, to facilitate the revitalization of neighborhood shopping areas, and to support small business growth to expand job opportunities in Oakland. I will be your neighborhood voice on the city council.

Marge Gibson

Neighborhood and environmental preservation, security on the streets and in our homes, plus employment and the pursuit of a quality lifestyle are the three most pressing issues currently facing North Oakland.

NEIGHBORHOOD AND ENVIRONMENTAL PRESERVATION

The beauty of the Rockridge Area is its rich mix of residential and small commercial properties. As the area continues to grow, parking congestion — compounded by the BART station and a proliferation of food services — necessitate a specific plan to eliminate piecemeal decisions. To that end, I recently obtained support from Cal-Berkeley to prepare the data base for the specific plan.

I am opposed to commercial uses expanding into residential areas. When the Dreyer's issue came before the City Council, I voted against the resolution "to recognize the importance of Dreyer's Ice Cream in Oakland, and for the neighborhood and Dreyer's to meet and try to negotiate and keep Dreyer's in Oakland." To date, I have not been convinced by Dreyer's arguments favoring expansion.

I support the C–31 planning concept for College Avenue which promotes retail pedestrian comparison shopping at the ground level, and more importantly the spirit behind these regulations.

SECURITY ON THE STREETS AND IN OUR HOMES

It is absolutely necessary to maintain basic police and fire services. College Avenue now has its own foot patrol officer. I saved the Rockridge Fire Station by convincing fellow council members that monies earmarked for council office renovation would be more wisely spent protecting the citizens of Oakland.

I will continue finding innovative ways to insure fire and police protection, and to fight crime and drug abuse.

EMPLOYMENT AND THE PURSUIT OF A QUALITY LIFESTYLE

I will also continue my efforts to attract new business to Oakland insuring that the benefits of redevelopment flow to the neighborhoods through jobs and an enriched cultural life. As chairman of the City Council's Cultural Services, Education, Recreation and Sports Committee, I stand on my record of major accomplishments in support of the arts which include the hiring of the City's arts coordinator and opening the new Alice Arts Center.

Cassie Lopez

Safe neighborhoods, sound planning and job creation are the three most pressing issues for North Oakland and our entire community.

SAFE NEIGHBORHOODS

Whether we live in the hills or the flatlands, many of us no longer feel safe at home or on the street. At the top of my priorities is the EXPANSION OF POLICE SERVICES THROUGHOUT THE DISTRICT AND THE REDIRECTING OF POLICE DEPARTMENT PRIORITIES to focus greater attention on community–based strategies for crime prevention. Effective programs such as neighborhood watch, senior escort, domestic violence programs, and community boards for dispute resolution are a far better use of our tax dollars than expensive and ineffective hardware such as helicopters.

SOUND PLANNING

North Oakland neighborhoods also suffer from a lack of sound planning. At the expense of our neighborhoods, the current city council has directed huge sums of money away from the general budget and into downtown redevelopment projects. In the meantime, large areas of our district face commercial overdevelopment and increasing traffic and parking congestion, while other areas are being short–changed in essential services such as banking and food markets. As a council member, I will fight for specific measures to guarantee GREATER PUBLIC DECISION–MAKING IN THE PLANNING PROCESS. These include: greater review of development proposals (longer notification time and a larger radius of notification); changing the Oakland Planning Code to restrict commercial development which negatively affects neighborhoods; maintaining the diversity of existing businesses by assuring that small businesses are not priced out of neighborhoods; establishing comprehensive commercial revitalization efforts for San Pablo, Shattuck and Telegraph Avenues.

JOB CREATION

An agenda for a healthy and secure community must include a practical program for MAINTAINING EXISTING JOBS AND ENSURING THAT OAKLAND RESIDENTS GET THEIR FAIR SHARE OF NEW EMPLOYMENT OPPORTUNITIES. I will work to establish: a mandatory "Hire Oakland First" program, with enforceable development agreements; a program of assistance to small businesses, where most new jobs

See **Lopez** bottom left of Page 3.

...Council, *Cont'd.*

Pauline Provinse

AIDS is a human species killer. It is the first infection we know, which has the capability of making the human species extinct. We must act immediately to insure that local, state and national governments carry out a fullscale emergency mobilization to implement a two–fold program:

1) public health measures of mass–testing, and medically required isolation of carriers, to get us through the next ten years, when it is extremely unlikely that we will have a cure or vaccine;

2) an "Apollo–style crash program" of combined clinical, conventional biological and optical biology research, the combined efort given the mission of conquering the virus.

To win the battle to stop AIDS, and a ruthless war on drugs; and to end the poverty conditions that 1/3 to 1/2 of our city is forced to live in — that is why I am running.

This time the voters must choose a city councilwoman who will not put obligations to special interest groups above the lives of them and their families.

About These Candidate Statements

RCPC requested these statements from candidates running for City Council, District 1, Council At–Large and Board of Education, District 1, to assist Rockridge Neighbors in their voting decisions on April 21.

Candidates were asked to submit statements not longer than 350 words and speaking to these questions:

What do you consider the three most pressing issues facing the North Oakland community?

What three goals do you want to achieve while in office?

Council District 1 and Board of Education candidate statements appear in this issue. At–Large statements will be printed in the April issue of the **Rockridge News.**

Lopez, from bottom right of Page 2.

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are located; trade agreements with the Port of Oakland; and strategies, in cooperation with unions, community groups and businesses, to prevent plant closures and retrain displaced workers.

Candidates for School Board: District 1...

Charles Aikens

I'm a candidate for the Oakland Schools District #1 School Board Seat because I think student performance ought to be the prime concern for board members, teachers, administrators and support staff. If elected, I will fight for Increased Parental Involvement and Educational Training, Mandatory Drug Education, Small Business Training and Higher Pupil Performance. I'm not seeking to delude our taxpayers into believing that the district can escape its many problems by making a clean break with the past. But we can, in the words of poet Rober Frost, ...get away from these problems for awhile and then come back and begin over.

We can begin over by sharing new ideas that will help students to solve their learning problems. Most of Oakland's high school seniors have been graduating with ninth grade education levels, as indicated in the James Guthrie Report. To this end, I agree with Darlene Lawson's and Joe Coto's new mandate for "No Excuses", because enough is enough. We must now begin to confront the new challenges of educating our children so they will be able to live harmonious lives in the 21st Century. We must approach this task with dynamic energy, instead of falling into the same trap of great athletes who try to live off yesterday's glories by laughing at tomorrow and refusing to train. When the moment of truth arrives, the old heroes can no longer deliver. I want to see the Oakland School System produce more than empty headed athletes.

To make education successful, none of us in the education business as parents or constituents can afford to suffer from what education writer Don Bagin calls "Coast Out", where one looks forward to retirement with 10–20 years to go. The District needs risk takers who will implement ideas of its employees. Studies show some 70 per cent of teachers and administrators have stopped suggesting ways to improve their schools, simply because no one implements their ideas. I see the board's major responsibility as insuring that the Superintendent it hires has broad based community and board support. This leader must be capable of providing training for teachers, who are the key to educational reform. Administrators must assist them without trying to dominate their ideas.

Patricia Hirota

The North Oakland Community is a rapidly growing and changing community. The three most pressing issues are: 1) development, 2) quality of our schools, and 3) city services.

Commercial development of College Avenue, residential development in the hills and utilization of the Grove Street campus are all issues that indicate the need for planned and balanced development in North Oakland. Residents must be involved in decision making and solutions which take into account long range planning for North Oakland must be adopted. Overdevelopment in this popular area of the city can lead to destruction of open space, noise and parking problems.

The schools in North Oakland vary widely in test scores, safety programs, and parent involvement. We must have strong leadership at all of our schools — a District One area school council is one way to begin to share ideas over instructional strategies and fundraising, and deal jointly with common concerns.

North Oakland's growing professional and families with small children population, as well as its existing senior and long term residents, need better street cleaning, library, police/fire and other city services. Quality of life in the neighborhoods must be a priority of city government.

While in office, my goals are to: 1) decentralize decision making, 2) improve budget planning, and 3) improve the high schools. Strong principals who can work with parents and teachers are the single most important factor in improving our schools. Decentralization of administrative decision making and strengthening leadership and accountability at the school sites are the keys to success.

Long range budget planning should be implemented. There is currently no plan beyond the current year, so we are constantly reacting to crises.

Our high schools are the weakest point. We must make substantial headway in both academics and school safety. We need joint programs with local employers in skills training incentives for parent participation. We should work more closely with local colleges and universities to expose our students to college curriculum and resources.

My experience as a parent, teacher, administrator and community organizer, involving people of all nationalities in government, has taught me that people can make change!

School Board Candidates...*Continued*

Sheila Jordan

My name is Sheila Jordan and I am running for Oakland School Board for District 1. I have been a resident of North Oakland for 20 years and a teacher for the same amount of time. My son, Matthew, went to Peralta Elementary and currently attends Claremont Middle School.

I am running for school board because Oakland Public Schools are not functioning well. We have a top heavy central admnistration, and class sizes that are among the largest in the state. There is no coordination of curriculum between schools nor is there a plan that addresses the problems of overcrowded and underutilized schools. This is unacceptable and must be reversed.

I believe the potential exists for creating a school system that provides a quality education for ALL our children. There is much talent and resources in our community that is not being utilized. In North Oakland we have a number of schools that we can be proud of. We need to look at the winning combination of administration, staff and parents working together to provide a learning atmosphere with high standards and a strong and creative curriculum for our children.

It is the board's responsibility to establish a "classroom first" budget. With such an orientation in place the district will be in a good position to rally public support for more funding for the schools.

When elected, I intend to see to it that the school district provides the educational services that it is supposed to provide. The board must establish clear policies and priorities with input from and accountability to the community.

We in District 1 have seen schools successfully turned around, and have seen how important it is to have strong administrators, creative teachers, and involved parents working together. Those who are closest to the classroom must have a voice in deciding what will go on there.

As a parent and an educator, I am qualified to serve our great community on the School Board.

Tay McArthur

The pressing educational needs of North Oakland are the same as those found throughout our City.

1. The desire to have quality education, as the bottom line, in every school.

2. Concern over the possibility of yet another teachers strike at the end of their 1985-88 contract.

3. To have more pride in: our individual and collective schools.

The Benito Juarez quote, "Respect for the rights of others is the essence of peace," is my theme for service on the Board.

Consider how using "RESPECT" as the District's watchword can enhance the whole picture:

1. To create a staffwide positive atmosphere, that builds a smooth, efficient, upbeat operation for every facet of this District. Solicitation of and RESPECT for ideas from every employee about, "What better ways might we use to do the job?" Who knows better than the people doing the job? By incorporating RECOGNIZABLY their ideas, morale, TRUST, self–esteem, healthful reduction of stress, and productivity all increase. Each child will "feel" that reduced stress and morale change. More efficiency and productivity, with fewer people out because of stress, has to result in more funds being available to the classroom for special staffing needs and materials that collectively provide really plus learning settings thereby reducing many conflicts and unsafe conditions in the classroom.

2. The "need" to strike can be overcome by the Board's genuine willingness (trust) to share with the employees a <u>substantive participation</u> in the budgeting process — not just the heretofore "INPUT". That RESPECT will engender a level of TRUST that has not been in evidence in my 23 years of teaching at Oakland Tech or my 20 years on the Board of Directors of the Oakland Education Association (including two terms as President) or my 17 years on the teachers collective bargaining team. That TRUST can be there in all of bargaining, and will begin by having a Board member that is known throughout the District and knows the full process. When there is TRUST and fairness THERE ARE NO STRIKES.

3. Resolve the above two and the image shifts and "pride" results.

Oscar Wright

For the past 33 years, I have witnessed the self–esteeming, the moral, social and spiritual values of too many of Oakland's students deteriorate to an all time low level. The low academic achievement of Oakland students is a disgrace.

Since 1964, I have witnessed this district having so much money until they did not know how to spend it. They spent it on guns, cars, boats and vacations. They even had people on the payroll who were not employed by the district and even some who did not exist.

In spite of all that money, as many as 75% of our students were achieving below the 50th percentile in reading and math.

I have watched this district opeate a dual educational system by using the special federal and state money to supplant the district efforts which characterize some of our schools as EDY schools, where mostly Black students attend, where their norm or standards of achievement are measured from 0 to 50%, while other Oakland schools located in the hill areas norm or standards of achievement are measured from mastery or 100% to partial mastery or 75%. As a result of this district's dual system of education and the illegal tracking of Black students, in the graduating class of 1985–86 school year, there were only 18 of the graduating Black students who qualified under the University of California's A through F requirements. Of the 26,000 students suspended in school year 1985-86, 86% were Black. Of the 4,497 secondary students suspended in the 1986-87 school year from September 2, 1986 to January 20, 1987, 3, 851 are Black.

With these facts, it does not take a genius to see that racism is alive and well in Oakland schools. But, to add insult to injury, the top 39% of all high school graduates in the school year 1985-86 only averaged 68% in math and 62% in English skills. This is evidence that all of our students — white, Black and all the rest — need our help.

My concerns are to end illegal tracking of students, to return to whole class instruction, to minimize suspensions, to maintain our facilities both at the schools and elsewhere and to bargain fairly and in a timely manner with all of our employee groups.

A PRELIMINARY LOOK AT PLANNING AND ZONING ISSUES CURRENTLY FACING THE ROCKRIDGE COMMUNITY

by Barbara Anderson, RCPC Chair

Recently, the RCPC Board of Directors looked back on the many issues and concerns which have occupied the organization during the past several years. The following is a summary of the Board's discussion and possible avenues for future study. It also will serve as a point of departure as RCPC moves forward in the process leading to a Rockridge Area Specific Area Plan. Please come to the General Membership meeting March 18, 1987, at 7:30 PM, to participate in further discussion about the planning issues and priorities currently facing the Rockridge community.

1. TRAFFIC/CIRCULATION/PARKING

The residential streets near the BART station and College Avenue business areas are crowded day and night with on-street parking. Residents can't park in front of their own homes and merchants complain that their customers can't park conveniently. Heavy AM/PM traffic, Highway 24 on/off traffic, one-way streets around the BART station, and increased business activity on College Avenue result in traffic congestion, circulation problems and dangerous intersections.

ISSUES

- Residential Permit Parking Plan implementation and its impact
- Parking Zones: metered and posted signs (varying time limits)
- Off-street parking requirements (C-31), especially for conversions, new construction, proximity-to-BART discount
- Impact of Street-sweeping restrictions on parking
- Impact of "casual carpoolers" parking
- Off-street parking facilities (Art Stone, BART 2nd Deck, etc.)
- Intersections: Claremont/College; Shafter/College; Manila/Hudson
- School Crossings: Chabot; Shafter/Keith; Miles, etc.
- BART station one-way street circulation: Forest, Shafter, Keith
- Bike path; Shopper's Shuttle
- Highway 24 on/off ramps confusion; signage
- Other peak congestion periods

2. LAND USE POLICIES AND IMPLEMENTATION

College Avenue is experiencing a loss of long-time, small merchants and neighborhood-serving businesses. In place of these, there is an increase of eating and drinking establishments, and retail stores with a regional appeal. Escalating land values have boosted the cost of buying a house and housing rents. Commercial rents on College Avenue have increased dramatically, too, sometimes twice or three times higher in the past few years. Residential property adjacent to the C-31 Zone has been degraded, lost to, or threatened with conversion to commercial use. There is a serious lack of green areas and no community park or significant public sitting area within the central Rockridge area.

ISSUES

- Demolition procedures
- Public noticing procedures
- Review of use permit criteria
- Limitation of food sales activities , particularly restaurants
- Conservation of a balance or mix of uses along College Avenue including public or community uses
- Procedure to "sunset" non-conforming and illegal uses (e.g., billboards,manufacturing activities)
- Survey of types of businesses generating tax revenues on College Avenue
- Density
- Use of developer assessment fees to provide parking, trees, open space amenities

3. BUFFERING

New construction along College Avenue is much larger in height, bulk and density than adjacent residential property. The transition between R-35 and C-31 often is merely a six-foot wooden fence and a few yard-high plantings. Use Permit criteria are open to various interpretations and judgments, and the conditions of approval often are not sufficient to preserve quiet enjoyment of residential property.

ISSUES

- Minimum side- and rear-yards
- Preservation of light and air in side- and rear-yards
- Landscaping
- Scale, height transition
- Exterior lighting, maintenance
- Acoustics, noise, odors, air quality
- Sight-lines, privacy
- Overall height limits
- Litter

4. DESIGN REVIEW

Currently, new construction on College Avenue (which requires Design Review) can be approved without going through the public hearing process. Design Guidelines are needed for the College Avenue business district in order to retain and enhance the distinctive character of its continuous façade of pedestrian-oriented store frontage .

ISSUES

- Public Notice: should require notice and public hearing for all new construction proposals
- Design Guidelines for College Avenue Commercial District and Adjacent Residential Areas:
  - Building Design Elements
  - Streetscape elements
  - Open Space
  - Signage: coverage, projection, illumination
  - Relationship to existing large facilities
  - Historic/Cultural resources

Homework & Parent Survival

All Neighbors are invited to attend the next Parent Education Night at Chabot School on Wednesday, April 1, 1987, from 7:30 to 9 PM in the School Auditorium. Mr. Sam Piha, M.S.W., will speak on how parents can support their children with their homework.

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RCPC/CAMA Committee Tours Art Stone Site

After a breakfast graciously hosted by Crême de la Crême owner/chef and Parking Committee member David Nugent, members of the RCPC/CAMA Joint Committee for the Art Stone Project met for a site visit of the Art Stone property.

The Committee continued its discussion about appropriate uses for this property in addition to an off–street parking facility. Project Consultant Steve Costa asked committee members to respond to the following questions after touring the site:

1. What strikes you most about the attractiveness and locational attributes of the Art Stone property?
2. What opportunities for different uses do you feel exist at the site?
3. What uses are most appropriate for the site?
4. What uses are not appropriate for the site?
5. What design features do you think are essential to assure that development on the site not adversely impact the adjoining property and neighborhood?

Neighbors and merchants are also asked to think about the above questions.

Please direct your responses or other comments about any aspect of site planning or project design for the Art Stone property to Committee Chair Marc Beyeler (464–4172) or Project Consultant Steve Costa (763–8447).

Be A Part Of The Rockridge Research

Neighborhood residents with a knowledge of the area are invited to volunteer some time to help with the U.C. Urban Design Seminar research. They will show you how you can help.
Call 642-3559 to volunteer!

Anniversary, from Page 1

Continuing the volunteer spirit typical of Rockridge, Neighbors gathered early Friday afternoon to set up chairs and tables on the gym floor, decorate the walls with yellow and pink balloons, streamers, place table coverings and help arrange the foods.

While the celebrants enjoyed the feast, RCPC Chair Barbara Anderson spoke on behalf of the Board to emphasize the importance of the volunteer network to the gains of the Neighborhood: "Thank you Block Captains. Your contribution gives power to our Neighborhood."

Ms. Anderson then presented Bobbie Kinkead, who has devoted time to organizing and maintaining the distribution network, red Tiger Lilies for her garden. Kirby Kinkead and Daniel Harris received trophies for their newsletter distribution work, and Don Kinkead received a basket of MacIntoshes for his work on the News.

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