The Rockridge News

Sponsored by ▪ The Rockridge Community Planning Council ▪ 5856 College Avenue #130 ▪ Oakland, California ▪ 94618

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New Library A Top N'hood Priority: How To Build It?

An overwhelming 64% of Neighbors responding to the recent RCPC Residents' Survey stated that a new permanent branch library was their most desired improvement for Rockridge.

Ever since March, 1987, when it became clear that the Rockridge Branch library had to move from its home of 63 years at College and Miles Avenue, the community has been exploring ways to fund and construct a new library.

Where Will It Be Located?

The community, the Library staff and ne City of Oakland have considered a number of different sites for a new library. Late in March of 1987, Oakland's Off-Street Parking Commissioners offered to donate land for a library at the city-owned Art Stone Site at 5372 College Avenue near Manila Avenue. To date, the Art Stone site generally is considered to be the

See Library, page 4

RCPC Meeting Change

Go A's!



See you at the Series!
The RCPC General Meeting is postponed to **Wednesday, October 26, 7:30 PM.**

Not Ghouls, But Goals

Community Forums Slated To Help Shape The Future Of Rockridge

Goals to guide future use of the Commercial areas of Rockridge are the focus of the first Rockridge Community Forum scheduled Thursday, October 27 at Claremont Middle School, 5750 College Avenue, from 7 PM to 10 PM. On the three following Thursday nights, the remaining Community Forums will focus on Residential Land Use (November 3), Parking and Circulation (November 10), and Design and Public Amenities (November 17).

Look For This Poster Advertising The Forums • Plan To Attend!



Purpose Of Forums

The purpose of the Community Forums is to gather community input on preliminary goals for the Rockridge Area Specific Plan. The RCPC – RASP Committee has prepared a draft version of the goals which is printed on the first page of this issue's insert. The final version of the goals will direct future work on the substance of the Rockridge Area Specific Plan.

Draft Goals To Be Debated

The draft goals are drawn from several areas: the results of the recently completed residents', merchants' and commercial property owners' surveys; community brainstorming sessions held at

See RASP, page 2

▪ Agenda for the General Membership Meeting ▪
Wednesday, October 26, 1988 7:30 PM
College Avenue Presbyterian Church
5951 College Avenue

- Aleta Cannon
- Art StoneProperty/Library (see article, page 1)
- Rockridge Area Specific Plan (RASP)

Honored Guest: Aleta Cannon, Councilmember District 3

Dates Calendar Events Calendar Dates

Tuesday	**Oct 18**	**7:30 pm**	**City Council Meeting**	Council Chambers.
Wednesday	**Oct 19**	**1:30 pm**	**Planning Commission**	City Hall, Room 115
Monday	**Oct 24**	**7:30 pm**	**North Oakland Community Development Committee**	Golden Gate Recreation Center 1075 62nd Street
Wednesday	**Oct 26**	**7:30 pm**	**RCPC General Meeting**	College Avenue Presbyterian Church. See Agenda Box.
Thursday	**Oct 27**	**7 pm**	**Rockridge Community Forum**	Claremont Middle School 5750 College Avenue
Wednesday	**Nov 16**	**7:30 pm**	**RCPC General Meeting**	College Avenue Presbyterian Church.



"Rockridge Bests" Make Express' East Bay Best List

For the last ten years, The East Bay Express has surveyed its readership and writers for businesses providing "the best of..." their services. Compiled from surveys of Express readers and staff writers, results of The Best of the East Bay have guided many people to new sources of pleasurable shopping and entertainment.

A number of Rockridge area businesses were listed in the 1988 Best Of selections. Congratulations to all! Herewith, The Best of Rockridge:

■ **Food and Drink**

Best Selection of Wines by the Glass
First Runner Up: **Oliveto Café & Restaurant**, 5655 College Avenue

Best Dessert
First Runner Up: **La Farine**, 6323 College Avenue

Best Burrito
First Runner Up: **College Avenue Burrito Shop**, 5359 B College Avenue

Best Pizza
Zachary's Chicago Pizza, 5801 College Avenue

Best Ice Cream
Double Rainbow, 6099 Claremont Avenue

Best Chocolate Overdose
Chocolate Climax at Crème de La Crème, 5362 College Avenue

Best Vegetarian Potstickers
Hunan Garden, 5500 College Avenue

■ **Music, Books, Fabrics, Haircuts**

Best Music Club
Yoshi's Japanese Restaurant & Night Spot, 6030 Claremont Avenue

Best Bookstore Remainder Tables, Best Employees
Pendragon Books, 5560 College Avenue

Best Toy Store
First Runner Up: **Such A Business**, 5533 College Avenue

Best Children's Haircutting Salon
Snips, 5335 College

Best Place For New Threads
Poppy Fabric, 5151 Broadway

Best Place For Buttons To Go With Your New Threads
Orb Weaver, 5326 College

RASP, *from page 1*

several RCPC General Membership meetings last fall; on recommendations from the UC Graduate Planning studio on College Avenue/Rockridge published last May; and on concerns raised in regular meetings of RCPC Standing Committees.

Consensus Is The Goal

During each Community Forum, the neighborhood at large will have an opportunity to discuss, alter, and add to these draft goals. The desired outcome of each meeting is the consensus of the participants of the meeting. This is not simply a result of a majority vote. The idea is that, at the end of the evening, after careful listening, debate and compromise, participants will feel basically satisfied with the final statement of goals.

Facilitator To Assist

Each meeting will be moderated by Mrs. Bonnie Jameson, a professional facilitator, who, with the assistance of a professional recorder, will help maintain the focus of the meetings. The facilitator plays a neutral role and enables all points of view to be heard and respected.

What's The Next Step?

The community forums also are expected to motivate neighbor's participation in the next phase of the process: the formulation of specific objectives, policies, and programs for Rockridge.

Each of the four subject areas will require further study on questions such as the extent of the problem/need, the effectiveness of exisiting policies and programs, and the appropriateness of alternative or new policies and programs. Four working groups will be formed to study these questions and make specific recommendations to the City.

— Michael Peltz,
RASP Committee Chair 658-2713
— Barbara Anderson,
RCPC Chair 655-3499

Chabot PTA Hears Of School Reform

On October 10, more than sixty parents of the Chabot PTA heard School Board President Sheila Jordan report on this year's priorities of the Oakland School District. They include creating "high intensity" classrooms for 4th, 5th, and 6th grades, expanding the use of computers and other technologies, continuing the exchange with Russian students and teachers begun this Summer, and school budgeting reform by delegating greater decision-making to local school sites.

In a lively question and answer period, Ms. Jordan expressed her chagrin at the District recent budgeting process. After passing what it thought was a balanced budget in June, the Board was confronted with a $5 million deficit in August. This forced a cut of thirty four positions and limited school improvement plans. She was also surprised to learn that some classes had not received their math texts. Teachers in the audience reported that this problem was not limited to Chabot. Several other schools have also not received textbooks yet.

The local school-site decision making proposal grew out of a conference sponsored by the Oakland Teachers Association at Mills College on May 7. Participants learned that when decentralized decision making has been tried, students, parents, and teachers report greater satisfaction and higher levels of achievement. The District formed a Working Group on School-Level Empowerment this Summer to plan to implement these ideas.

Parents of Chabot students are invited to review and discuss the Working Group's proposed plan Saturday, November 19, 9 AM in the Willie D. Harper Building Community Hall, 314 E. 10th Street. For more information, call Chabot School Principal Pat Christensen at 655-3285 or Ms. Sheila Jordan at 836-8199.

— Richard Silva

Planning Commission Acts On College Avenue Applications; Others Pending

The September 17 issue of **The Rockridge News** reported on several recent College Avenue development project and business applications submitted for planning review. The Planning Commission has held public hearings on the items, with these results:

- **Noble Pies, 5417 College**

The Planning Commission approved a use permit for a full service restaurant (9/14). The conditions of approval recommended by RCPC were adopted in general.

- **Gift Express, 5406 College**

The Planning Commission approved a use permit for beer and wine sales (10/5). The Commission adopted RCPC's recommended condition of approval, limiting beer and wine sales to packaged gift baskets.

- **Dreyer's Grand Ice Cream, 5919-5921 College**

The Planning Commission voted against the RCPC recommendation for denial and approved (10/5) a use permit to allow for ground floor office use in Dreyer's former retail storefronts for a period of up to two years.

- **Mark Schisler, CPA, 5714 Broadway**

The Planning Commission denied the requested variance to legalize conversion of a residence to office use (10/5). The applicant is expected to appeal the decision to the City Council.

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Pending Applications

The following applications are still pending before the Planning Commission and are also under consideration by RCPC Zoning and Design Review Committees. The status of each proposed project follows:

- **Keenan Land Company, 5800 College Avenue at Birch Court**

This newly amended application includes a request for a minor conditional use permit, Design Review and a variance to exempt the project from the off-street loading dock requirement. The application is being reviewed at the staff administrative level with a public comment period through October 19, 1988.

The RCPC Board recommended approval subject to conditions (see September **Rockridge News**). The Design Review Committee, after several working sessions with the applicant to refine the design, also forwarded a recommendation for approval to the Planning Commission.

- **John Allen, 5295 - 5313 College**

An application has been submitted for Design Review to alter the façades of existing buildings (Halley's Cleaners, The Pizza Depot), and to add a second story to the former Holistic Institute.

After review by the RCPC Design Review Committee and the RCPC Board, RCPC sent a recommendation for denial to the Planning Commission. The application will be reviewed at staff administrative level and the staff decision may be appealed to the Planning Commission.

The RCPC recommendation was based on design concerns including incompatibility with adjacent building types and styles, jarring colors, excessive height (45') adjacent to residences, automobile-oriented rather than pedestrian-oriented design of the six towers, and the lack of a landscaping plan.

- **Michael Higgins, 5319 College**

This application is for a use permit to allow on- and off-premises sale of beer and wine. The new wine shop, formerly known as the Curds and Whey Wine shop, would be located 45' north of its current location.

A new use permit is required because the shop intends to move to a new location. The old location no longer will be a wine shop. The RCPC Board voted to recommend approval of the application at the public hearing before the Planning Commission on October 12, 1988.

- **Kenneth Monnens, 5308 Bryant Avenue**

The proposed project concerns a residence located in the commercial (C-31) district, two doors down from College Avenue. The applicant converted it to an office use five years ago, and now must legalize the conversion by securing an approved use permit. In addition, the applicant would like to add a second story which would bring the total floor area of the project in excess of 3,000 square feet. Four off-street parking spaces would be required; currently the property provides only one off-street parking space. The applicant, therefore, has requested a parking variance. The public hearing before the Planning Commission is October 19.

The applicant met with the RCPC Zoning Committee on October 10 to discuss the project. Major concerns with Building Code requirements for the proposed project surfaced at that meeting; the applicant will follow up the items with the City and discuss the matter further with the community.

There is a strong possibility that the application will be postponed. Check with the Planning Department at 273-3911 prior to attending the public hearing.

Letters To The News

Dear Editor:

I have been a block captain distributing the newsletter to my neighbors since publication began. I have been willing to do so based on my belief that it is important for residents to have easy access to information on issues concerning our Neighborhood. **The Rockridge News** has done a good job reporting most sides of local issues.

However, the September issue left me with a most uneasy feeling. I question the wisdom of giving Marge Gibson-Haskell a monthly forum to voice her opinions. She is our elected representative to the City Council. It is important for **The Rockridge News** to report on her Council activities and how she votes, especially on issues affecting our Neighborhood. **The Rockridge News** should be providing analysis of the performance of our City officials and agencies as it relates to the Rockridge neighborhood. **The Rockridge News** should not be a forum for the political agenda of **any** particular City official, even our own Council representative. If Ms. Haskell wishes to solicit votes, pro or con, on ballot measures, she should be required to do so in paid political ads.

Is this the Marge Gibson Haskell Newsletter or is it **The Rockridge News**?

— Susan Sage

■ **The Rockridge News** encourages letters to the Editor. Anyone with a point of view differing from Councilmember Marge Haskell or any other newsletter contributor is encouraged to send it in for publication. *— Editor*

Library,

from page 1

most feasible location for construction of a new library. The three-parcel site is large enough to support a neighborhood library with required parking plus 24 off-street public parking spaces.

How Big Will It Be?

In response to a Library Users Survey published in the October, 1987 issue of **The Rockridge News**, Neighbors indicated they want a branch library with general book stacks, adult and children's reading areas, and a small general meeting/reading area. Such a facility could be accommodated in a 4,500 to 5,500 square foot building.

What Will It Look Like?

The exact design of the new library remains an open issue at this stage, although there no disagreement that a substantial landscape plan should also be a part of any design. The design for the new Library would be subject to the City's and RCPC's design review process, allowing for plenty of opportunity for community input.

How Will It Be Paid For?

Based on discussions with the City, no General funds are available to construct the new branch library. In the Fall of last year, after investigating a variety of other funding sources– including joint public/private development – the RCPC Art Stone/Library Committee also concluded that no State or Federal monies are available, and that the Art Stone site was not large enough for a public/private development project. The Committee recommendation to pursue the apparently only feasible alternative, namely, an assessment bond issue, was adopted by the RCPC Board in January, 1988.

Based on preliminary estimates, the bond issue would cover the cost of construction of the library building plus site improvements which could range from $600,000 to $900,000. Depending on the boundaries of the assessment district and total project costs, per parcel charges could amount to between $25 and $35 annually. Creation of an assessment district requires the approval of 65% of the property owners within the district boundaries.

Library And Housing:
An Alternative Proposal

As of September 1988, the corner property at 5380 College Avenue, currently Moderno Furniture and a now unoccupied residence north of the Art Stone site, became available for purchase. If the corner property were to be acquired, it would be possible to include a residential element as part of a mixed use project. As an alternative to the assessment district concept, the Art Stone Committee proposes that the City or RCPC acquire the site and expand the project to include housing.

Development of housing on the site would address community interest in additional rental units and possibly could finance library construction without new taxes.

This mixed use concept would include the Library, a small commercial/retail unit on the ground floor, apartments on the upper floors, and required parking.

Implementing this alternative plan could involve RCPC as a non-profit development group petitioning the City for money to build market rate housing, and as an active participant in all design and construction phases of the project.

What Next?

Time is of the essence. The community must decide how to proceed on the project program and financing.

Learn more details of these proposals. Come to the RCPC General Meeting on October 26 at 7:30 PM and share your thoughts.

Call Jim Calkins (653-7522) or Marc Beyeler (654-6787), Art Stone/Library Committee Co-Chairs, for further information.

■ *Fall Semester Music and Art*

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CAMA Report

Thanks For Harvest Festival Success!

■ **CAMA wishes to thank our neighbors** and merchants who helped make our Harvest Festival the most successful ever!

■ **Merchant's Brainstorming Dinner** Monday, October 24, 7 PM in the new dining room at the Rockridge Cafe. All CAMA members: join your fellow merchants for a brainstorming social. CAMA will provide the dinner and drinks.

■ **Neighborhood Alert:** Don't Feed The Panhandlers

1. Panhandling is illegal!;
2. Panhandlers too often use the money for drugs or alcohol;
3. If you want to help, give to a reputable charity that has some control over where the money is spent.

■ **If you have questions** or comments about CAMA, please contact me at 428-9256.

Thank you.

— Eddie Zeidan, President

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— Margret Elson

■ *Readers please note: The Rockridge News is published the week-end before the third Wednesday of each month except August. Events scheduled before that week-end should be received not later than the first of the preceding month. Send to: Margret Elson, 5425 College Avenue, #2, Oakland, CA 94618. While every effort will be made to accommodate all announcements received, The Rockridge News cannot guarantee space in every issue nor assume responsibility for errors.*

CCAC Plans Art And Food Fest

On Saturday, October 29, the California College of Arts and Crafts (CCAC) opens it s doors and welcomes art and food lovers of all ages to Harvest Art/Fest '88, an all day event (10 AM to 3 PM), featuring a sumptuous barbecue by Oakland's renowned owner/chefs: Bay Wolf's Michael Wild, Broadway Terrace's Albert Katz, Oliveto's Maggie Klein, and CCAC's Good and Plenty Cafe's Victoria Wise and Susanna Hoffman. Other attractions include open studios, pumpkin-carving and mask-making, Patrick the Magician, Puppeteer Lewis Mahlmann and performances by the Oakland Opera, and a tour of the newly restored historical landmark, Macky Hall.

Using the best of local ingredients, the Harvest Barbecue features smoked, marinated baby back ribs with barbecue sauce, garlic bay leaf chicken, grilled oysters with tomato tarragon sauce, sausages by famed Bay Area sausage maker Bruce Aidells, salads of grilled seasonal vegetables from Greenleaf Produce, confetti cole slaw and Spanish beans.

Admission, which includes the barbecue and a beverage, is $15/adults, $5/children under 12. Reservations should be made in advance with Visa or Master Card by calling the Alumni Office at 653-8118 between 8 AM and 5 PM. Proceeds go the CCAC Scholarship Fund. The school is located at 5212 Broadway at College Avenue.

Garage Needed!

Rockridge residents seek garage to rent for compact car.
Please call Jeff or Barb at 653-9077.

Of General Interest:

A Look At Multi-Bedroom Housing Proposals & Park Space

North Oakland Impacted Housing Update

In response to complaints from Desmond Street and other neighborhoods concerned about impacts arising from the sprouting of a large number of additional bedrooms on existing residences, a majority of RCPC members at the September General Meeting voted to request that the Planning Code be amended to address parking impacts while maintaining setback requirements.

It was further requested that your Councilmember investigate what formal action was required to initiate this change. I learned that a letter should be sent to the City Council from RCPC requesting the Council to direct the Planning Commission to prepare an ordinance and institute hearings on this matter. I am presently awaiting this communication. During the same week, the neighbors around Mountain Boulevard and Pinewood also met and are considering similar action.

Wild Open Spaces

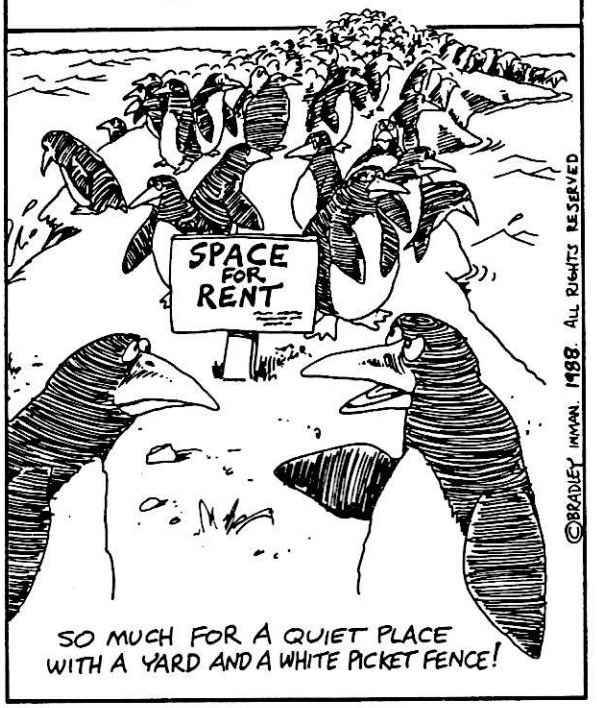
Ballot Measure AA will make a substantial impact on our environment, if it is passed by the voters. It will authorize capital expenditures for open space and other projects by the Regional Park District and cities and counties in Alameda and Contra Costa Counties.

For Oakland alone, it could mean $10.4 million for parks, and additional $4 million for the Oakland Zoo. For Rockridge, if the Specific Plan for the area is so prepared, we may wish to seek funding from this source to improve our trail to Lake Temescal so that this will become an easily accessible open space area for those who live in Rockridge. If the measure passes, the cost would be about $5.63 per year per $100,000 assessed valuation.

If you wish to discuss this or other matters with me, please call 273-3266.

Marge Gibson–Haskell
City Council District 1

Rockridge Avenue/Inman & Doty



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655–2330

Rockridge Crime Increase

Community Crime Resistance Program Grant Targets North Oakland District Beat 13

Pioneered by the City of Oakland in 1969 under the name "Home Alert.", today's "Neighborhood Watch" program is based on a format proven to be the best crime prevention tool in the country! Residential burglaries, street drug dealing and other crimes have been reduced significantly in areas where Home Alert members are active. It is no wonder the Oakland Police Department is deeply committed to the program.



To expand this crime prevention service, Lieutenant Fred Peoples, OPD's Community Services Division Commander, received a one-year grant from the State Office of Criminal Justice Planning to establish a Community Crime Resistance Project in the College Avenue area identified by OPD as Beat 13.

Creating New Home Alert Groups

Beat 13 extends from 45th Street to the west to Alcatraz on the north, and Broadway on the south, and is often described as the College Avenue area in North Oakland. Residential burglaries in this area increased by 32% despite a citywide decrease. The increase in burglaries could be due to several street drug "hot spots" adjacent to the target area. Beat 13 has no identifed hotspots but four nearby beats have 21. Experience indicates that Beat 13 is bearing much of the burglary burden from those hotspots.

There are 44 Home Alert groups in the target area; however, 27 (61.4%) of them did not hold a meeting in 1987. A goal of this program is to establish 22 new Home Alert groups (a 50% increase), and reactivate and update existing groups.

Target Area Planning Committee

Home Alert Coordinator Officer Charles Patrick, his assistant Mrs. Willie Huey, and Crime Prevention Consultant Ms. Dorlista Dawson (hired specifically to supervise the implementation of this community self-help crime prevention project) are beginning an intensive outreach campaign focussed on Beat 13.

They will spend time getting to know Beat 13 residents, their neighborhood and their needs. They will recruit, train, and equip volunteers with the support materials and organizational structure necessary for success. A Target Area Planning Committee will develop crime prevention strategies and adapt them to the specific needs of Beat 13 residents. In addition to burglary and drug abuse problems, the Home Alert program addresses self-protection, earthquake safety, handgun safety, drinking and driving, and other contemporary topics.

Opportunity For Involvement

If your street suffers from a high crime level and you are willing to spend 1 or 2 hours a month to alleviate the problem, contact Dorlista Dawson or Officer Charles Patrick of the Community Services Division, 273-3066, to talk about participating on the Target Area Planning Committee, becoming a Home Alert Block Captain, or to suggest the names of other concerned citizens living in Beat 13. The Oakland Police Department welcomes your suggestions and assistance.

— Dorlista Dawson

Annual Drive To Collect Used Eyeglasses

Last year's eyeglasses collection drive was a huge success! We sent over 300 pairs of glasses to the Medical Mission.

This year during October and November, members of College Avenue Presbyterian Church will again be going door to door in the Neighborhood to collect unwanted prescription glasses. These glasses will also be sent to Medical Group Missions, a group of Christian doctors and volunteers who provide eye care to needy people in Central and South America. An important part of their service is fitting people with used prescription glasses donated by concerned individuals in the U.S.

If church members do not connect with you, please call the church office at 658-3663 and leave your name and address for a pick-up.

— Matt du Plessis

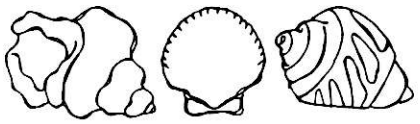
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We're now open at 9 AM on Saturdays & Sundays.

New Weekend Hours!

7 AM to Midnight Monday–Friday
9 AM to Midnight Saturday & Sunday
5642 College Avenue At Rockridge BART
428-9256

The Rockridge News is published monthly in Oakland except in August and is sponsored by The Rockridge Community Planning Council.

*Got something planned you'd like to have **The Rockridge News** tell about? Call Don Kinkead at 655-7474 or write to 5626 Oak Grove Avenue, Oakland 94618 (of course!) and let us know.*

☛ ***November issue deadline is November 6th.***

Getting Results: Part II

RASP Draft Goals

Draft Goals For The Rockridge Area Specific Plan For Discussion At Community Forums

To be held at
Claremont Middle School, 5750 College Avenue

I. Commercial Land Use Goals

Thursday, October 27, 7 pm to 10 pm.

1. Strengthen continuous ground level retail frontage on College Avenue.
2. Increase business diversity on College Avenue.
3. Prevent the predominance of any particular type of business.
4. Retain and create additional residential uses above ground floor commercial uses.
5. Address present and future commercial parking needs.

II. Residential Land Use Goals

Thursday, November 3, 7 pm to 10 pm.

1. Prohibit encroachment of commercial and office uses into adjacent residential neighborhoods.
2. Identify specific opportunities for construction of additional multiple family housing.
3. Maintain use integrity of existing single family residential units.
4. Maintain quality of existing housing stock.
5. Retain and create additional residential uses above ground floor commercial uses.
6. Retain and enhance the existing scale, density, and architectural character of established residential areas.

III. Parking & Circulation Goals

Thursday, November 10, 7 pm to 10 pm.

1. Coordinate public transportation systems to reduce traffic and parking problems.
2. Address present and future commercial, residential, and commuter parking needs.
3. Confine non-local traffic to arterials and decrease through-traffic on residential streets.
4. Increase availability of short-term parking on College Avenue.
5. Discourage long-term parking on residential streets.
6. Increase the safety and convenience of pedestrians.
7. Reduce impacts of commuter parking.

IV. Design & Public Amenities Goals

Thursday, November 17, 7 pm to 10 pm.

1. Provide for a public library in the Rockridge neighborhood.
2. Retain and enhance the existing scale and architectural character of established residential areas.
3. Retain and enhance the existing scale, distinctive design elements and pedestrian-oriented character of College Avenue.
4. Strengthen existing Design Review of all exterior building improvements and new construction on College Avenue.
5. Retain buildings of historic and architectural significance.
6. Eliminate overhead wires, outdoor display advertising, and other obtrusive visual elements.
7. Increase recreational and passive open spaces.
8. Increase public facilities and amenities in the neighborhood.

Inside: College Avenue Merchants Survey Results

College Avenue Merchants Survey Results

Last month, we presented the results of our surveys of Rockridge residents and College Avenue property owners; this month, it's the College Avenue merchants' turn. The results shown below were obtained from in-person interviews with 132 of the estimated 250 busines speople on the Avenue. Residents' results are also shown, so you can compare the answers of the two groups.

College Avenue of the Future

	MERCHANTS	RESIDENTS
What would be the 3 MOST desirable public amenities for Rockridge?		
More trees/landscaping	45%	51%
More trash cans	43%	20%
New library	42%	63%
Public restrooms	26%	12%
More beat cops	25%	25%
Remove billboards	23%	33%
More seating	20%	15%
More lighting	15%	8%
Recreation facility	14%	26%
Underground utility lines	12%	27%
More bike racks	11%	6%
Kiosks/notice boards	7%	5%
Which of these alternative futures for College Avenue would you like BEST?		
More specialty food and retail shops	36%	9%
More local services oriented to residents	27%	54%
Just the way it is today	14%	18%
More rental housing along the Avenue/around BART	5%	7%
More offices including at ground level	5%	1%
Other	11%	5%
Which of these alternative futures for the BART station would you like BEST?		
More BART parking on second deck under freeway	41%	40%
Second deck with shops/apartments on frontage	32%	25%
The way it is now (surface parking lot)	12%	22%
Shops/apartments but no more BART parking	4%	4%
Other	2%	4%
Which of these "looks" for College Avenue would you prefer?		
The way it is now (1-3 story mix)	61%	78%
Continuous 2-3 story frontage	23%	11%
Taller buildings at key points	8%	3%
Other	1%	3%
What would be the 3 MOST desirable measures to improve parking?		
Off-street parking lots on College Avenue	61%	33%
More BART parking on BART site	56%	57%
Increased parking requirements for new development	49%	57%
Shared use of BART lot	31%	30%
Parking permits for residents	24%	41%
Peripheral parking lots with shuttles	14%	12%

College Avenue Today

Type of Activity	Merchants	Residents
What 3 activities would you most like to see LESS of?		
Hair stylists	21%	12%
Restaurants	14%	10%
Used/antique furniture	14%	15%
Bars	11%	15%
Laundries/dry cleaners	11%	9%
Thrift/resale stores	10%	8%
Video stores	7%	10%
Clothing stores	4%	5%
What 3 activities would you most like to see MORE of?		
Banks	23%	7%
Clothing stores	14%	8%
Book stores	14%	28%
Gas stations	11%	2%
Restaurants	11%	8%
Childcare/preschools	11%	11%
Housing: rental	9%	13%
Professional services	8%	5%
What other activities would you like to see on College Avenue?		
Fairs	16%	4%
Hardware store	14%	21%
Stationery store	7%	2%
Christmas decorations	5%	—
Post office	4%	2%
What are the 3 MOST significant problems of doing business on College?		
Inadequate parking	80%	
High rents	48%	
Traffic congestion	48%	
Crime, vagrancy	29%	
Poor variety of other businesses	14%	
Poor quality of other business	11%	
Competition from other areas	9%	
Poor quality of College Avenue environment	5%	
What are the 3 MOST significant advantages of doing business on College?		
Patronage by local residents	54%	
Good quality of College Avenue environment	51%	
Good variety of other businesses	44%	
High traffic volume	39%	
Good quality of other businesses	36%	
Lack of crime, vagrancy	14%	
Lack of competition	8%	
Reasonable rents	7%	

College Avenue Today (continued)

For the following list of business types, please say whether there are too many, too few, or just the right amount:

Type of Business	Merchants			Residents		
	Too Many	About Right	Too Few	Too Many	About Right	Too Few
Banks	1%	55%	38%	2%	73%	18%
Bars	14%	69%	10%	19%	68%	4%
Book stores	2%	49%	40%	1%	42%	50%
Childcare/preschools	2%	49%	22%	3%	49%	26%
Clothing stores	9%	46%	29%	14%	56%	23%
Florists	10%	70%	11%	11%	75%	6%
Gas stations	2%	67%	23%	9%	77%	7%
Gift stores	6%	59%	15%	18%	61%	12%
Hair stylists	36%	52%	2%	31%	56%	3%
Housing: rental	4%	36%	32%	12%	42%	27%
Housing: senior	2%	41%	24%	2%	33%	42%
Housing: low income	4%	40%	21%	12%	36%	26%
Laundries/dry cleaners	20%	67%	5%	21%	64%	5%
Printers/copiers	7%	70%	12%	11%	72%	9%
Professional services	3%	61%	20%	7%	64%	14%
Real estate/insurance	5%	70%	8%	18%	69%	2%
Restaurants	23%	46%	21%	22%	64%	9%
Specialty foods	5%	66%	18%	12%	70%	10%
Supermarkets	4%	81%	6%	3%	86%	5%
Thrift/resale stores	15%	67%	7%	19%	67%	7%
Travel agents	5%	79%	2%	8%	80%	4%
Used/antique furniture	20%	64%	7%	33%	56%	3%
Video stores	12%	68%	4%	22%	67%	2%

Thank you merchants, and, once again, residents for your time and help completing these surveys!

Now let's see how all this work can start to pay off! Come to the community meetings in October and November to discuss the results and help frame the next steps for the Rockridge Area Specific Plan (RASP).

See the front page of this insert and *The Rockridge News* for dates and times.

— The RASP Committee