The Rockridge News

RCPC Rummage Sale May 19 • 10 a.m. to 4 p.m.
Market Hall Parking Lot (details on pages 2 and 7)

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

Vol. 5 No. 1 Issue No. 47 ★ May 12, 1990 ★ Circulation: 4,500 Residences; 200 Businesses

R'Ridge Development: It's Adding Up

by Don Kinkead

Fifteen years ago, the issues in Rockridge were development and change because there wasn't any.

Those were the days when College Avenue shops not boarded up were occupied by some of the funkiest businesses imaginable. There was actually a vacant lot on a major corner and Dreyer's had a genuine soda fountain staffed by real waitresses.

Recent Rockridge Development Proposals

Development	Office (sq. ft.)	Retail (sq. ft.)	Pking (spaces)	Res (units)
MIEC building Claremont Avenue: a combination garage and office building. (see Zoning Counter, p. 3)	6,000		36	
BART station area under the freeway (detailed on pages 1 and 5)	42,600	17,900	425	30
Dreyer's	49,109	9,999	121	
The Keenan Land Co. College and Birch Court		12,000	23	
Totals	**97,709**	**39,899**	**605**	**30**

Neighborhood Reacts

Nevertheless, when BART and some College Avenue business interests pushed for high-rise residential and commercial development close to the Rockridge Station to lodge a live-in pool of commuters around the station, the Neighborhood launched a successful drive to downzone the area and develop a planning strategy emphasizing a pedestrian-oriented environment.

Guide Development and Change

Today, development and change are still the issues in Rockridge, but the question now is how to guide them so a still-charming urban gem is not overwhelmed.

Recent years have seen a spate of buildings and developments proposed for College Avenue. RCPC has often argued successfully for design and use changes to make the projects more consistent with the built environment and with zoning.

Environmental Impact Reports prepared for these projects usually state no negative impacts will result from this building or that restaurant. Considered individually, that may be true. Considered cumulatively, the projects introduce undeniable impacts on traffic, air quality, parking, and visual quality.

People Make Decisions

Decisions to permit these projects to go ahead, to require them to be altered,

See "Adding," page 2

BART To Air Development Proposal

by Brooke A. Levin, RCPC Chair

Late breaking news flash...

Early in May, BART mailed more than 700 notices of preparation of a draft Environmental Impact Report (EIR) to Rockridge residents, College Avenue merchants and property owners and official agencies. When RCPC received the notice of preparation and a letter sent by BART Director Sue Hone for publication in this issue of the Rockridge News, questions arose regarding the entire process proposed by the transit agency.

First, how can BART be Lead Agency for an EIR on their own project? How can BART review their own EIR? Why isn't there a formal application to the City of Oakland for the proposed "rezoning," nec-

See "BART," page 5

RCPC May General Meeting Cancelled

Attend the BART EIR Scoping meeting:

May 16, 1990 • 7:30 p.m.

Chabot School Auditorium 6686 Chabot Road

Dates Calendar Events Calendar Dates

Monday	**May 14**	**7:30 PM**	**RCPC Earthquake Committee.** College Avenue Presbyterian Church 5951 College Avenue.
Wednesdsay	**May 16**	**7:30 PM**	**RCPC General Meeting: Cancelled. BART Scoping Meeting at Chabot School, 6686 Chabot Rd.**
Saturday	**May 19**	**10AM-4PM**	**RCPC Rummage Sale, Drawing, Auction: Market Hall Parking Lot.**
Monday	**June 4**	**7:30 PM**	**RCPC Board Meeting**
Wednesday	**June 20**	**7:30 PM**	**RCPC General Meeting.** College Avenue Presbyterian Church.

Tickets for the drawings: Six for $5 donation; twelve for $10 donation; twenty-five for $20 donation. Get 'em on page 7!

Printed on recycled paper

Prize List For May 19 Drawing: Tickets Available On Page 7

Thank You College Avenue Merchants!

Listed below are prizes, prizes, prizes generously donated by College Avenue merchants to the RCPC Fund Raising drawing that will be held May 19 at the gala Sale in the Market Hall parking lot.

Buy your tickets now. Blanks are available on page 7 to cut out and send in.

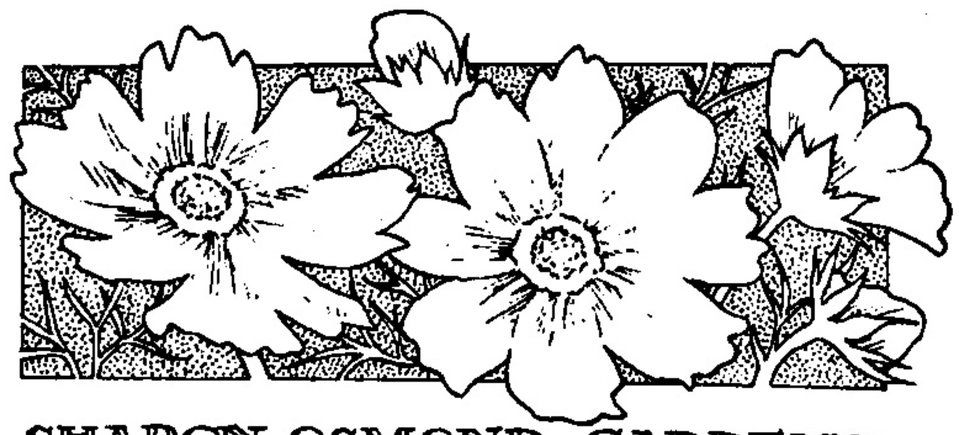
Also listed on page 7 are merchant donations for the silent auction to be held throughout the day of the Sale.

Take advantage of these opportunities to win some outstanding merchandise and services donated by College Avenue merchants.

Business	Item
Zia	Painted Wooden Mirror w/Goats
Chimes Market	(2) 1 Free Video/week for 1 Year
Armen Gallery	Baluche Salt Bag
Color My World	Handwoven Tailored Vest
Snips	Haircuts For Family of 4
Hank & Frank Bicycles	Gift Certificate
Pasta Shop	Gift Certificate
Noah's Art	Native American Wedding Vase
Noah's Art	Gift Certificate
Noah's Art	Gift Certificate for Earrings
Orb Weaver	Gift Certificate
The Moon and Star	Gift Certificate
Bizarre Bazaar	Gift Certificate
Cosmos Flowers & Vases	Gift Certificate
Home Video	Gold Card Membership
Transports	Sports Bag
Enzo's Meat & Poultry (Market Hall)	Gift Certificate
Such A Business	Gift Certificate
dba Brown Records	Gift Certificate
Del Tomaso (Market Hall)	Gift Certificate
Ideas 4 Sweats	Gift Certificate
Bloomie's (Market Hall)	Gift Certificate
Paul Marcus Wines (Market Hall)	Gift Certificate
Peaberry's Coffees & Teas (Market Hall)	Gift Certificate
Rockridge Fish Market (Market Hall)	Gift Certificate
Katrina Rozelle Pastries & Desserts	Gift Certificate
Double Rainbow	2 Hot Fudge Sundaes + T-Shirt
Leaven & Earth Bakery	8" Cake
Pendragon	Book Bag
Wildflower and Company	Stained Glass with pressed flowers
Noble Pies	Dinner or lunch for 4
Brass & Glass	Gift Certificate
Pizza Rustica	A 14" Pizza
College Bowl	10 Games
Hudson Bay Beans	1 lb. Coffee/1 lb. Candy
Rockridge Antiques	Gift Certificate
Rockridge Café	Dinner for 2
Pizzeria Guglielmo	Gift Certificate
Itsy-Bitsy	Gift Certificate
Pavé Jewelers	Gift Certificate

See Page 7 For Raffle Tickets

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Adding

from page 1

or to deny them are made by public officials who fundamentally want to do a good job. Still, they best understand numbers, either as dollars of revenue or as votes. We may not have the dollars but we do have the votes.

WRITE WHEN YOU GET A CHANCE

What kind of neighborhood do you want to live in? Put pen to paper, voice to phone, thought to action: call or write your representatives on the Council, the Planning Commission, or on other public boards to let them know your opinion on the changes in your Neighborhood.

CALL:

City Council	273-3266
Mayor	273-3141
Planning Commission	273-3911
BART Director Hone	464-6095, 96
BART Planning	464-6148

WRITE:

City — 505 15th St., Oakland 94612
BART — 800 Madison, Oakland 94607

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From The Zoning Counter

6016 Harwood
(CMD 90-33)

This application for a major conditional use permit to allow non-retail use in a C-31 zone abutting an R-35 zone was denied by the Planning Commission on May 2, 1990. The applicant proposed to convert a 1,200 square foot basement to an office or artist's studio. The application was also for design review for exterior alterations to the building.

According to the planning department staff report, the proposal did not meet all of the required findings. Staff felt the proposal would detract from the residential character predominating along Harwood; the off-street parking capacity has been exceeded, and the project would conflict with the Oakland comprehensive plan. An appeal of the decision can be made within 10 days of the date of the decision.

Dreyer's

A hearing on the merits of the case has been scheduled for June 15, 1990, at 9:00 AM in Department 1 of the Alameda County Superior Court.

Medical Insurance Exchange of California (MIEC)
6250 Claremont Avenue
(ER 89-42; CMD 89-317)

A notice of preparation of a draft Environmental Impact Report has been issued. The comment period of 30 days or May 15, 1990, is to identify items to be addressed in the EIR. The proposal is for a three story, five level office/parking garage addition to existing MIEC building, includes one office level of 6,000 square feet and four levels of parking, three above ground and one below ground, creating 52 new spaces. The new building addition would replace a sixteen space surface parking area for a net increase of 36 off-street parking spaces.

Send comments to Auril Tolley, Oakland Planning Department, 1330 Broadway, Suite 310, Oakland; CA 84612. Phone 273-3911.

Library Committee Update

Council Hearing, Vote Cap Strong Library Petition Drive

by Andy Young

The Rockridge library petition drive is over. We did well: over 1,200 people signed petitions in support of a $25 per parcel annual assessment to help fund construction of a new branch library on College Avenue at Manila. Many thanks to all, especially the several score signature gatherers.

As this issue of the Rockridge News went to print, Library Committee members were planning to present the petition at the City Council's May 8 meeting. The Council was then to take action on a resolution of intent introduced by Councilmember Marge Gibson-Haskell to create a special assessment district for the Rockridge community and to put the proposed $25 assessment on the November ballot.

The Council has already received a staff report from the city manager's office recommending Council action to put the assessment measure on the ballot. The report spells out total library costs, which will exceed $2.5 million for land acquisition and construction, as well as $200,000 in permanent operating costs. The report also shows how the assessment will complement funding from the City's parking fund, general fund, and from an anticipated State grant to make the library possible.

If the Council approved the resolution of intent on May 8, there will be a full hearing on the proposed assessment district at the Council meeting Tuesday, June 12, 7:30 p.m. Mark your calendar. A strong show of community support, indicated by people turning out for the meeting, will help assure that the City Council puts the proposal on the ballot.

If the hearing goes well, and the assessment measure goes onto the November ballot, there will be many opportunities for library supporters to help in organizing a campaign for the election.

For more information, or to learn how to get involved in bringing about a permanent Rockridge branch library, please call either Nancy Dutcher at 653-6018 or Andy Young at 653-7686.

The June 12 date is tentative as of the Rockridge News deadline. Anyone interested in attending the hearing should confirm the date: call the Council office at 273-3266.

(See related comments by Marge Gibson-Haskell, page 6. — Editor)

Bill Manley Moves, Leaves RCPC Board

RCPC Boardmember and Treasurer Bill Manley announced his resignation from the board effective May 15, 1990, because he is moving outside the Rockridge boundaries. Thanks, Bill, for two years of a job well done as an RCPC committee member and Boardmember!

Persons interested in filling this position through January, 1991, should submit a letter of interest to RCPC Chair Brooke A. Levin no later than May 31, 1990 (or sent by certified mail no later than May 26).

Candidates must be at least 18 years of age and must reside within the RCPC boundaries.

Mail to: RCPC Attn.: Brooke A. Levin, Chair, 5856 College Avenue #130, Oakland, CA 94618.

Rockridge News Production Committee Members:

Kate Crawford	Writing
Lisa Curet	Advertising
Annalee Allen	Word processing
Don Kinkead	Editing
	Layout

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Earthquake Preparedness And Knocks At The Door

by Drew Shagrin

One of the keys to a successful neighborhood earthquake preparedness group is an accurate picture of the neighborhood — who lives where, who has what needs, who has what skills, and who can take care of what tasks after a major quake. Most groups will need to canvass door-to-door to gather this information. A neighbor you don't know may come to your door.

If you don't want to open the door, ask for an informational flyer under the door. Call the canvasser to give the information once you are satisfied about the validity of the request.

Neighborhood earthquake preparedness groups can help neighbors get acquainted. When a major quake strikes, it is that much easier for the neighborhood to pull together.

The RCPC Community Earthquake Preparedness Committee meets Monday, May 14, 7:30 p.m. in the Sunday School room of the College Avenue Presbyterian Church, 5951 College. A city official will demonstrate a "model" household/office preparedness kit and discuss forming neighborhood groups.

Call Drew Shagrin at 653-7376 for further information.

ROCKRIDGE MERCHANT PROFILE

Alfonso The Cobbler

by Kate Crawford

In a small College Avenue shoe repair shop where shoes are stacked almost to the ceiling like a vertical classroom with children leaning in attentively, Alfonso the Cobbler and his son work side-by-side amidst swirling odors of leather and pungent glues.

Alfonso Samaniego, Rockridge resident and businessman, has been the sole proprietor of Alfonso Shoe Service for 32 years.

Located for the first eight years across the street from its current location, Alfonso's has been at 5479 College since 1966. When the store first opened, it took only a short time to get off the ground financially and has prospered ever since without either advertising or a telephone. "In fact," says Alfonso, Jr., "word of mouth is advertisement enough." He must be right. Alfonso has such a loyal following that one customer mails shoes from Bakersfield.

In an age of chain stores, itinerant managers and prepackaged products, Alfonso's still has the feel of a family business. Alfonso Samaniego, Jr., following in his father's footsteps, works by his side and, as the son reports happily, "Mother" brings them lunches from their nearby home. Neighborhood friends sit around the shop shooting the breeze and always ready to run to a nearby store to pick up a snack or, as Alfonso, Jr. teases, just "getting in the way."

Both Alfonso Jr. and Sr. commented on changes in their customers and in Rockridge.

Over the years, Alfonso, Sr. has witnessed the growth of his customers by increases in their shoe sizes. He discussed with affection how these same customers grown-up now bring their own children's shoes to be repaired. His son remarked on the neighborhood's growth and "yuppifying."

Alfonso said he intends to retire soon and sell the business. He admits that he is hesitant because he wants to wait until all his children have moved away from home.

It is difficult to say how much longer Alfonso's Shoe Service will be here; however, it is easy to say that Alfonso's has become a constant over the years in an ever more changing Rockridge neighborhood.

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BART, from page 1

essary use permits, variances, design review and other approvals? Shouldn't the City be Lead Agency?

According to Alvin James, Director of Planning, joint development is like any other development the City receives. The City takes the application, reviews it for completeness, and determines if an EIR is necessary.

BART Proposals

Proposals for office, retail and parking developments at the BART station will be presented by the transit agency at an Environmental Impact Report (EIR) "scoping" meeting Wednesday, May 16 in the Chabot School auditorium at 7:30 p.m. This is a public process: your attendance and comments are important.

This meeting will be in lieu of the RCPC General Meeting.

Earthquake Impacts

With the Bay Bridge closed after the earthquake, people in the Neighborhood noted the impact of the additional cars coming and going from the BART station, including grid lock on Shafter, College and Shafter, and College and Forest; worsening air quality; and even some merchants noted that with all the additional commute parking, business was down.

BART now proposes to expand parking and build new office space, retail space, and apartments at the station lot.

The "scoping" session will determine areas actually to be evaluated by the EIR. For example:

- Can College Avenue, Shafter, Miles and Forest handle the vehicle trips generated by 425 to 825 new parking spaces?;
- What are the cumulative impacts of all aspects of the proposed project?;
- How will the College and Claremont intersection — already at "F" level (unacceptable) — be dealt with?;
- Will other forms of transit and their connections with BART be analyzed?;

Other areas of concern include the parking structure itself and its effect upon the safety of the Neighborhood and BART patrons.

I am looking forward to seeing you at the meeting May 16.

Update On Proposed Rockridge Station Improvements

by Sue Hone, BART Director, District 3

Three days after the appearance of my last article in The Rockridge News concerning BART's plans for Rockridge Station, the quake hit and we have all been rebounding since. Further development of plans for improvements to the station were temporarily put on hold, over 100 additional parking spaces were "found" as a result of creative parking while the bridge was closed and (happily) BART gained many new converts to mass transit. Even though we have restriped the lot to make the new found spaces permanent and legal, there are still not enough spaces to handle the demand for patron parking, which has increased dramatically since the quake.

The project planning and environmental assessment process has resumed and we are now ready to hold a formal public scoping session where a range of actions, alternatives, mitigation measures and potentially significant effects will be identified to analyze in the EIR.

The proposed project consists of two parking structures to be built over the existing parking lots, as well as two commercial buildings containing 42,600 square feet of professional office space and 17,900 square feet of retail space. These commercial buildings will help to "reclaim" parts of the streetscape for the pedestrian and the neighborhood, bringing more light, color and interest to College Avenue beneath the freeway and the station. Thirty units of low-rise apartment housing are proposed between the parking lot and Miles Avenue, to serve as a buffer between the BART facilities and nearby homes.

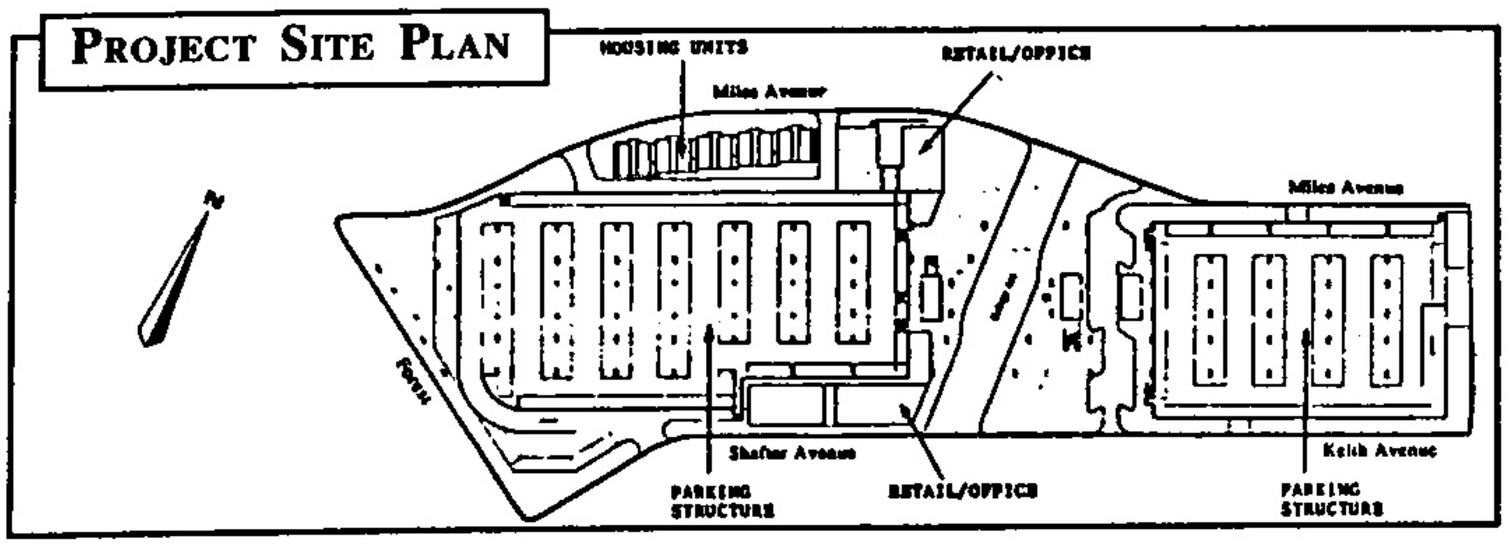
As expected, alternatives to the proposed project have been refined since their inception and will continue to be refined through the scoping process for the EIR. Additional alternatives may be subsequently identified. Currently, the alternatives to be reviewed in the EIR are described as follows:

Project:	As described above
Alternative 1:	No Project (no development)
Alternative 2:	425 new BART patron parking spaces 24,500 square feet office (two stories) 17,900 square feet retail
Alternative 3:	825 new BART patron parking spaces (two decks on west side, on deck on east side) 42,600 square feet office (three stories) 17,900 square feet retail
Alternative Sites:	Orinda Station MacArthur Station West Oakland Station

A community scoping session will be held May 16 at 7:30 p.m. in the Chabot Elementary School auditorium, 6686 Chabot Road, Oakland. I encourage all interested parties to attend to participate in defining the range of issues to be addressed in the EIR.

Comments on the scope of the EIR can also be sent to Michele Jacobson, BART Service Integration Planning, 800 Madison Street, 4th Floor, Oakland, CA 94607, 464-6148. These comments must be received by May 29, 1990.

Project Site Plan



In My View...

Comments by Marge Gibson-Haskell
City Council, District 1

Rockridge Library: Making It A Reality

A new Rockridge library at the corner of Manila and College will cost approximately $3 million. The City of Oakland does not have the money to commit to building such a facility this year, and will probably not be able to fund construction for several years.

To overcome this hurdle and build a permanent library in Rockridge, the Rockridge Library Committee, in cooperation with the City's Library department, has come up with a community-based financing proposal to fund a portion of the construction costs. A key provision for Proposition 85 funding requires demonstration of community support for facilities. Community-based financing enables the City to apply for library construction matching funds through State Proposition 85. The remainder of the money will come from the City's offstreet parking funds (because 45 additional parking spaces are part of the plan).

To get the required two-thirds vote for passage, the Rockridge community actively needs to make sure the word gets out to everyone in the community. You can do this by working with the Rockridge Library Committee, taking responsibility for notifying and explaining the library financing procedures and what the funds will be used for to your neighbors, asking them to vote for the proposal, and distributing literature on how the assessment district will affect Rockridge residents. Oakland's grant application for state funds will be looked upon much more favorably with such a commitment from Rockridge.

An important idea to keep in mind is that without this partnership of community-city-state, it may be a number of years before Rockridge will have a permanent library. Even under the State matching program, urban libraries are sorely pressed to come up with significant dollars for new construction. The city and county are responsible for a greater array of State mandated social programs than ever before, without adequate taxing authority to support them. This financing program will allow Oakland's library department to serve Rockridge adequately, without taking away library services from other areas of the City.

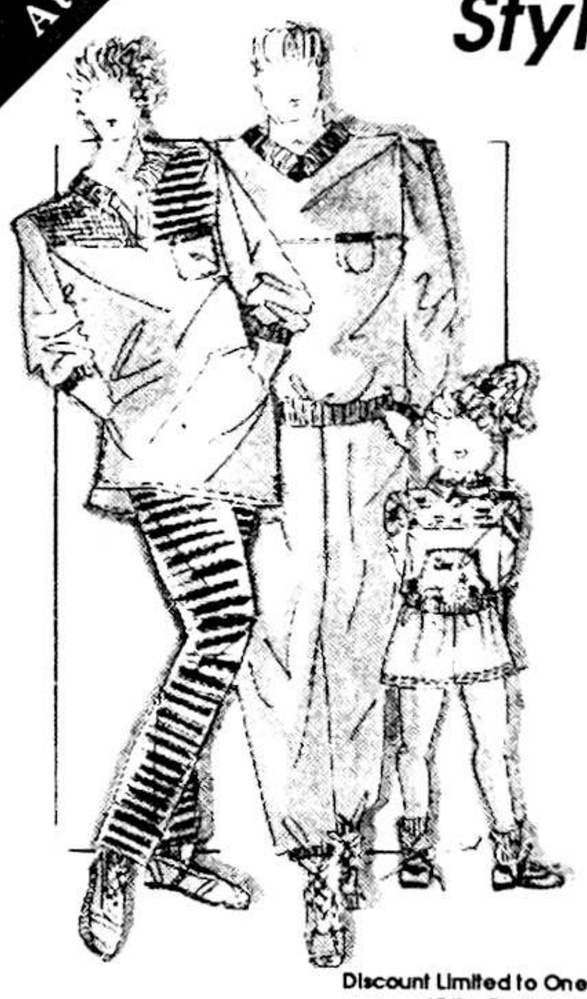
Your active involvement in the Rockridge Library campaign is necessary to build a permanent library in the foreseeable future.

Please call me or my aide Winkie Campbell-Notar at 273-3266 with your questions or comments.

(See related story on page 3. — Editor)

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Fundraiser Silent Auction Offerings

In addition to the drawing discussed on page 2, a silent auction of Rockridge merchant donations will be held from 10 a.m. to 4 p.m. Rules for the auction will be posted at the event and will include privide bidding numbers and bids beginning at 25% of retail prices.

Listed below are merchants and businesses and the items they donated for the silent auction.

Hazara Oriental Rug Gallery
Oriental Rug Appraisal
Galeria Juárez at Arlington Arcade
Gold Leaf Framed Round Mirror
Pavé Jewelry
Written Appraisal
Dragon Rug Studio
Dhurri, 2x3
Sharon Osmond Gardens
Two hour Garden Consultation
Rockridge Family Chiropractic
Consultation
Arabian Nights Framed Print Seriograph
Liz Maxwell, Painter
Two Prints, offered individually
FitLab
Membership + 1 mo. dues
Dr. Sarver 5321 College
Comprehensive Eye Exam
Dr. Yokoi 5321 College
Comprehensive Eye Exam
Handmade "Key" Necklace
Andréa Walhof, Designer
1-1/2 Kitchen Consultation
Glen Jarvis, Architect
2 Hour Consultation
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Official RCPC Drawing Registration Forms

Complete and mail these drawing ticket stubs to have a chance at winning any one of many fine prizes donated by College Avenue merchants. See a full listing of the prizes is on page 2. Mail to: RCPC, 5856 College Avenue, #130, OK 94618.

Complete as many as you like: $1 donation each, six for $5, 12 for $10, 25 for $20. All tax deductible. Zerox is OK if you want more.

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Chabot School To Host Bike Rodeo

Chabot Elementary School will host a bike rodeo Saturday, May 19, 1990 from 10:00 a.m. to 12 noon. Sponsored by the Chabot School PTA Dad's Club and Hank and Frank Bicycles to encourage bicycle fun and safety, the rodeo will include an obstacle course, bike care clinic, safety quiz and visits by local bicycling experts. All grade school children are welcome. Each participant receives a certificate and a chance to win a bike helmet. Admission is free.

Chabot School is at 6686 Chabot Road.. For further information, call 420-0576.

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