THE Rockridge News

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CIRCULATION: 4500 RESIDENCES; 200 BUSINESSES

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An Invitation to Visit Local Artists' Studios

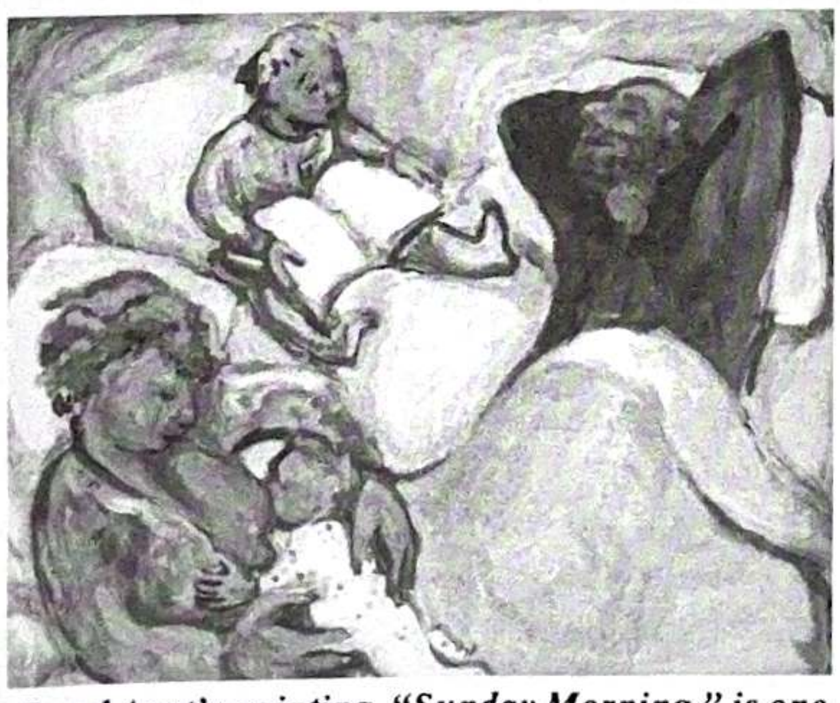
East Bay artists will soon unveil their art and studios to public view at the 13th annual Easy Bay Open Studios, June 10, 11, 17, and 18, from 11 a.m.-6 p.m. At least eleven artists from the Rockridge neighborhood will be represented.

Sponsored by Pro Arts, a nonprofit arts organization, Open Studios is the highlight of the East Bay visual arts calendar. The public is invited to visit local artists' workspaces to view and purchase original art where it's created. Participating artists will hang samples of their work at the Pro Arts Gallery at 461 Ninth Street, Oakland, from May 11-June 18. Maps to the artists' studios will be available at the gallery. Also, art lovers with access to the Worldwide Web can get their preview onscreen, at http:/www.lanminds.com/local/proarts.htm.

In Rockridge, painters, photographers, ceramicists, bookmakers, and furniture builders will offer an artistic experience close to home. Most studios will be open both weekends.

Greta Farber's figurative, abstract, and architectural watercolors incorpo-

See "Open Studios" on page 4



Carol Aust's painting, "Sunday Morning," is one of the many fine works on view in Rockridge during Open Studios 1995.

Dreyer's – A Global Perspective

by Annette Floystrup and Kathy Walsh

NEWS FLASH *— At press time, the* S.F. Chronicle *was reporting that officials of Nestle were actively negotiating to buy Dreyer's. Nestle, the world's largest food products and mineral waters (Perrier) company may be moving faster than the original deal negotiated last year with Dreyer's, when Nestle purchased 22% of Dreyer's stock and agreed not to buy any more shares for 10 years. A Dreyer's spokesman declined to comment, but did concede that agreements can be renegotiated. The Frozen Food Products Division of Nestle, USA, Inc., in Glendale, California also declined comment. Dreyer's stock was trading actively on the rumors, driving the stock up 16% in two days.*

Many Rockridge neighbors remember Dreyer's as a small local business consisting of a factory, restaurant, and ice cream parlor. Dreyer's management emphasizes the connection repeatedly in its rationale for continued growth at the present College Avenue location. But, like many other major California corporations, humble beginnings have led to global success.

The most recent ranking of the California 500 places five Oakland corporations in the top 200, based on market value as of March 31, 1995. Dreyer's (#176) shares the spotlight with Safeway (#30), Clorox (#35), Golden West Financial (#47), and American President Companies (#136). In local ranking of the Bay Area's 100 largest companies, Dreyer's is 98th in the Chronicle 100, with 1994 annual sales of $564 million, up 20% from 1993, and a total market value of $375 million.

Dreyer's performance in the past few years has led to substantial interest from other large corporations, notably Nestle of Switzerland and America's own GE. The GE Pension Fund bought $101 million in convertible bonds issued by Dreyer's Grand Ice Cream, Inc., for its portfolio and, as detailed in *Business Week*'s international edition cover story of July 4,

See "Dreyer's" on page 3

Express Your Concerns About Oakland's Planning Issues and Economy

RCPC's General Meeting on May 18 will give the community a great chance to hear about the direction of the City's economy, the General Plan, and the major planning issues facing North Oakland and the City as a whole. Peter Smith, a City Planning Commissioner and Chair of the General Plan Congress, will speak and answer questions. Peter is an attorney who practices in Oakland.

Please come with lots of good questions, including those about Dreyer's and the future of downtown Oakland. The meeting starts at 7:30 p.m., College Avenue Presbyterian Church, 5951 College Avenue (at Harwood). ■

General Membership Meeting Agenda

Thursday, May 18, 1995, 7:30 p.m.
College Ave. Presbyterian Church
5951 College Avenue (Sanctuary)

- **Peter Smith, City of Oakland Planning Commissioner and Chair of General Plan Congress**
- **Economic Development in Oakland**
- **General Plan**
- **RCPC Kitchen Tour**

Book Corner

by Gay Ducey, Children's Librarian, Rockridge Branch Library

Free Art Classes for Kids

On May 3, the first class in a continuing after-school arts program began. This class and those to follow give young people the opportunity for artistic experimentation and accomplishment through exposure to visual artists, traditional craftpersons, actors, and musicians selected by the City's Cultural Arts Division. All classes are free, and the program is year-round. Most classes meet after school, between 3:00 and 5:00 p.m. weekly, but there will be some classes in the evening.

Please encourage your children to take advantage of the distinguished artists and their gifts. Below is the preliminary schedule for spring, summer, and fall. Watch *The Rockridge News* for an updated schedule.

May 22. Peter Engle, author of the origami book *Angel to Zebra*, will conduct a weekly drop-in origami workshop for four weeks. Suitable for 3rd grade and older. (Call the library for time and place.)

July (dates to be announced). Bonnie Lockhart, one of the Plum City Players and a well-known music educator, will teach and perform "Songs and Music Games from Around the World" on Wednesday evenings. Suitable for children four years old to third grade.

October and November. Opera Piccola will teach drama, dance, and singing. Class will end in a student performance. Suitable for 5th grade and older.

October. Colibri presents workshops and student performance in Latin American songs and percussion. Suitable for kindergarten-4th grade.

Information about the artists and the program is available at the Rockridge Library.

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Note the new phone number: 597-5017

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Wednesday: 12:30 - 8:00 p.m.

Closed Friday, Sunday

PRESCHOOL STORYTIME: 1st and 3rd Tuesdays at 10:30 a.m. and 11:00 a.m.

The Rockridge News

The Rockridge News, founded in 1986 by Don Kinkead, is published monthly in Oakland and is sponsored by The Rockridge Community Planning Council, a neighborhood-based nonprofit organization. Membership includes everyone living within the organization's boundaries. The goals of the organization are to promote community involvement in neighborhood planning and area development, to address neighborhood concerns (such as educational and recreational resources and the deterrence of crime), and to serve as a liaison between the community and the City of Oakland, in particular the Oakland Planning Commission.

Rockridge News Production

Kathy Walsh ..... Editor-in-Chief
Trish West ..... Editor
Valerie Knight ..... Graphics; Layout
Susan Montauk ..... Advertising
Maya Byrne Nissanka ..... Billing
Mary MacDonald ..... Writing; Editing
Don Kinkead ..... Distribution

Are there community issues you'd like to see covered in *The Rockridge News*? Call 814-6060, or write to 5856 College Avenue, #130, Oakland 94618.

To advertise, call Susan Montauk at 547-3855. **June deadline is May 25.**



The* U.S.S. Potomac, *Franklin D. Roosevelt's refurbished presidential yacht, set off on a foggy inaugural sail on April 12, 1995. On board was* Rockridge News *editor Trish West, pictured with Captain Bruce H. Waygood and George McCartney, member of the Board of Governors for the Association of the preservation of the yacht. (Thanks to Councilmember Sheila Jordan for providing the press pass.)



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Dreyer's

from page 1

1994, on the global ice cream wars, Nestle acquired 22% of Dreyer's stock (as well as Italy's largest ice cream company, Finitagel).

Nestle acquired the Dreyer's stock to compete head to head with Unilever, Europe's 5th largest company and the world's largest purveyor of ice cream – $3 billion in 1993. Unilever owns Breyer's in America, a company Dreyer's recently topped in U.S. sales. Dreyer's is now a significant player in the world-wide ice cream market—a far cry from the small neighborhood business started by Bill Dreyer on Grand Avenue.

Why is a giant like Dreyer's, with gross sales that are hundreds of millions of dollars greater than all other College Avenue businesses combined, still insisting that it's a neighborhood business?

Dreyer's current location on College Avenue, a small neighborhood retail district, makes it the only one of the Chronicle 100 not located in a business park or civic downtown. The currently proposed doubling of Dreyer's corporate headquarters at this site seems mismatched to its world-wide corporate stature. Neither Hewlett-Packard nor Apple Computer is located in the residential districts surrounding their original garage workshops, but both are still proudly headquartered in the cities that gave them birth.

Without question, Dreyer's belongs in Oakland, but it has outgrown the "garage." Just as Bill Dreyer recognized that he had outgrown his original site on Grand Avenue, the current Dreyer's management must recognize that they have outgrown College Avenue. We should encourage the City to offer them the appropriate incentives to have them proudly join Oakland's other major corporations in the Downtown core.

The addition of Dreyer's corporate headquarters to Oakland's Downtown would substantially strengthen Oakland's overall economy, and also meet the goals of the current and future General Plans. Dreyer's continuing expansion in one of the City's most successful neighborhoods stands an excellent chance of destroying the Avenue's delicate balance, and the harsh truth is that Oakland does not have enough successful neighborhoods to take a risk with even one. ■

No EIR for Dreyer's?

Oakland's Department of Planning staff are still in the process of determining whether Dreyer's proposed 57,200 square-foot Claremont Avenue addition to its existing building on College Avenue will require an Environmental Impact Report (EIR). Despite the relatively massive size of the project and the significant increase in traffic that will be generated by a three-level underground parking garage for approximately 300 cars, it is possible that the City will issue a Mitigated Negative Declaration rather than require an EIR. No public hearings are required under the Mitigated "Neg Dec" process, unlike an EIR process, which requires several public hearings.

City staff have asked Dreyer's to redo its traffic study, submitted with its January application, to provide data using the Institute of Transportation Engineers Standard Office Building specifications, i.e., What would the traffic impacts be if the building were not occupied by Dreyer's but used, instead, as a general office building? The revised report is expected by mid-May, at which time Dreyer's will then provide the City, at its request, an air quality study and a noise study. Those studies could be completed by late May or early June. The City could then determine that the environmental impacts can be mitigated by Dreyer's, and issue a Mitigated Neg Dec, all without public input.

If you believe an EIR, which allows for public input, should be ordered, write Kay Winer, Director of Planning and Building, 1330 Broadway, Room 310, Oakland, CA 94612. ■

Please let us know if you are concerned about Dreyer's proposed 57,200 sq. ft. addition on Claremont Avenue, which will also have three levels of underground parking for about 300 cars, with all ingress and egress on Claremont. Better yet, let us know if you are willing to work on this issue!

❒ I do not think Dreyer's should be allowed to build the proposed addition on Claremont Avenue. I would be willing to do the following:

- ❒ work on traffic issues
- ❒ work on air quality issues
- ❒ work on noise issues
- ❒ circulate petitions
- ❒ write letters
- ❒ speak at public hearings
- ❒ other _____

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Open Studios

from page 1

rate expressionistic handling and bold fauvist colors. Cards, prints, and earrings will also be on display both weekends at her studio at **5727 Claremont Avenue** (at Colby).

Just across the street at **5808 Chabot Road** (at Claremont) is the studio of **Liz Maxwell**, a painter whose current series depicts jazz musicians in a loose expressionistic style. She will have a variety of small prints available both weekends.

Nearby, at **5879 Chabot Road**, **Carol Aust's** paintings depict families in transition and are characterized by strong colors and powerful compositions. Her work can be seen both weekends.

Lynn Prather constructs blank books and one-of-a-kind art books influenced by her study of calligraphy. Her interest in decorative papers has led her to making unique boxes. Her studio at **6322 Colby** (at Alcatraz) will be open June 10 and 11 (first weekend only).

Karen LeGault is showing watercolors on rice and rag paper, combining Chinese compositions and brush painting techniques with Western color and form. She is also showing large acrylic paintings on canvas. Her subject matter includes water flowers, landscapes, and still life. Her studio is at **5233 Locksley** and will be open both weekends.

Shirley Rae Parini is a mixed-media artist who uses a photographic process to transfer images to acetate, then stitches them by hand. She has finished a series on breast cancer and is focusing on a new series on aging. Her work can be viewed at **5144 Coronado** (at 51st Street) on both weekends.

Carol Russell creates handmade and handpainted furniture, miniatures, and floor canvases. If you are looking for practical art for your home, check out her studio at **5143 Miles Avenue** (at 51st Street), open both weekends.

Pauline Hart is a potter and sculptor with 20 years' experience at Studio One. Her ethnic sculpture and functional earthenware can be seen both weekends at **5348 Boyd** between Clifton and Hudson.

Patti Heimburger begins each canvas by adhering pieces of glass, wood, and fabric folds to create interesting textures before painting figurative compositions in oils. She uses a similar technique to create abstract sculptures. Her studio at **5622 Oak Grove** (at Forest) will be open June 10 and 11 (first weekend only).

Gary Nakamoto is a photographer and woodworker. He makes fine crafted chairs and abstract color photographs. His work can be seen at **5529 Taft Avenue** both weekends.



"Outer Reaches," a watercolor by Greta Farber

Fine art photographer **Elizabeth Opalenik** teaches workshops internationally on the figure and alternative processes. Her classical nudes, handpainted landscapes and commissioned portraits can be seen June 10 and 11 (first weekend only) at her studio, **5961 Chabot Crest**, at Chabot Road.

Neighbors are invited to a reception honoring ProArts artists on June 8, 6-9 p.m., at 461 Ninth Street. ■

Fall Kitchen Tour Volunteers Sign-Up Begins

by Theresa Nelson, Kitchen Tour Promotion Volunteer

If you'd like to be on the inside of planning and preparing for "A Tasteful Tour of Rockridge," now is the time to volunteer. The 1995 Fall Kitchen Tour, a fundraiser for the Rockridge Community Planning Council, will feature nine wonderful kitchens and "tastes" from Rockridge restaurants, for a visual and gastronomic treat. The tour date has been changed to **Sunday, October 8**, from 12:00 a.m. to 5 p.m.



Volunteers are needed to join on the Kitchen Tour Committee. (The perk is a free tour ticket!) Committee members are involved in planning promotion for the tour, working with restaurants and other sponsors, desktop publishing the tour booklet, decorating kitchens for the tour, selling tickets, and other activities. There's something to fit almost every interest. You may also volunteer to be a docent for the kitchen tour itself. Docents receive a special preview of the kitchens on the tour and help guide visitors the day of the tour. To sign up as a committee member, call Susan Montauk, 547-3855. To volunteer as a docent, call Theresa Nelson, 420-0539.

If you are a merchant, builder, architect, designer, or other home/kitchen professional and are interested in co-sponsoring the tour, call RCPC at 814-6060. ■

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Three Vital North Oakland Cultural Facilities Threatened!

by Robert Brokl

Tentative plans are going forward to shut down—perhaps permanently—the Temescal and Golden Gate branch libraries, as well as the Studio One Art Center. The justification is Oakland's unreinforced masonry (URM) ordinance.

The two libraries face closure despite the recent passage of Measure O for library support. Eighty percent of North Oakland voters backed the measure, no doubt assuming their branch libraries would benefit.

The threatened libraries are two of the four Oakland Carnegie libraries dating from circa 1918, and were designed by architect Charles W. Dickey, with J.J. Donovan. (Dickey also designed Old Merritt College and the Claremont Hotel.)

The Georgian Revival style Golden Gate branch and the English Tudor style Temescal branch have remained in continuous use as libraries while the surrounding neighborhoods have waxed and waned. Currently, nearby undistinguished burgeoning development in Emeryville and at the Vern's site in Temescal underscores the classical appeal and vulnerability of these libraries. The facades and sites of all four Carnegie libraries are official City landmarks and are undoubtedly eligible for inclusion on the National Register of Historic Places. A recent attempt to extend City landmark designation to the nearly intact interiors stalled at the Planning Commission level.

Studio One, a painted shingle-and-brick structure located behind Oakland Technical High School at 365 45th Street, dates from either 1894 or 1907. The structure's first use was as an orphanage by the Ladies Relief Society. The Studio One building has been substantially altered over the years; what remains is a less-grand building handsomely set back from the street behind the pastoral setting of mature sycamores.

Studio One moved to the current site in the late 1940s from Bushrod Park and is under the jurisdiction of the Departments of Parks and Recreation and Cultural Arts. Each year, some 5,000 people from throughout Oakland and the East Bay attend classes in art, fitness, crafts, and music at Studio One.

The Studio One building would qualify

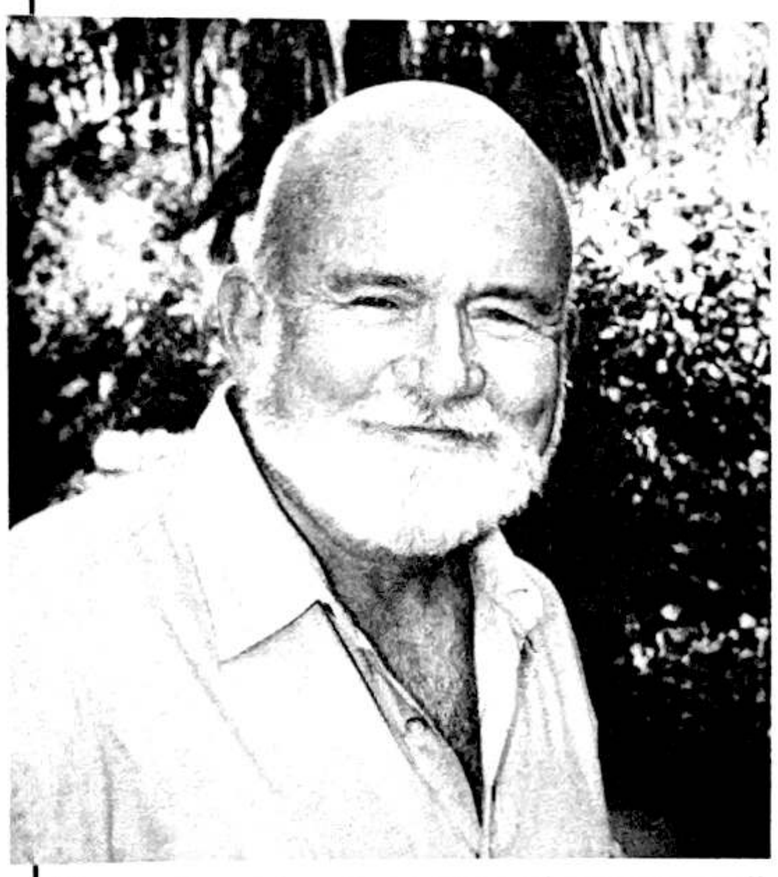
See "Threatened Facilities" on page 9

The Rockridge News is pleased to print the following press release dated March 8, 1995, from the Faculty Association of De Anza College.

Rockridge Resident Named Faculty Member of the Year

Rockridge resident Cyril "Cy" Gulassa, an English instructor at De Anza College in Cupertino since it was founded 27 years ago, was named the 1995 Faculty Member of the Year by the Faculty Association of California Community Colleges (FACCC).

Presiding over the ceremony at the Los Angeles Biltmore last week, California Assemblyman John Vasconcellos, Chair of Ways and Means, lauded Gulassa for his



"integrity, vision, tenacity and generosity," and for his leadership in the design, development and passage of AB1725 - the legislation that empowered community college academic senates and mandated systems of shared governance.

Gulassa received a letter of congratulation from President Clinton as well as members of Congress and the state legislature.

Gulassa is widely recognized throughout California for his faculty leadership. He is President of the Foothill-De Anza Faculty Association, and was co-founder and president of both the California Community College Independents and the Bay Faculty Association.

An acclaimed lecturer and author of many articles on community college issues, Gulassa served on various state committees and from 1985 to 1987 was President of FACCC. Under his leadership, community colleges abolished credentials, increased tenure to four years, and created a staff development program annually funded at $5 million. In March 1987, the State Assembly passed Resolution 409 in his honor, recognizing his distinguished service on behalf of California higher education.

A graduate of UC Berkeley and a popular instructor, Gulassa has taught in Campus Abroad programs in both Paris and Florence, and conducts summer trips to the Shakespeare Festival in Ashland.

Gulassa moved to 6145 Harwood in 1967 so his wife, Harriet, would be near business contacts for her free-lance designs. "Back then Rockridge was a unique village quite different from the tract-home conformity of Cupertino, and a house big enough for a studio, a study, and six kids sold for $30,000. The long commute was a small price to pay for such a great bargain." ■

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The sale of engraved granite tiles that will pave the entry lobby has captured the imagination of many in our community, inspiring phases such as: "THINKING IS GOOD — IN MODERATION," "NO MATTER WHERE THE BODY IS, THE MIND IS FREE TO GO ELSEWHERE," "QUESTION AUTHORITY," and "ON BOKES FOR TO REDE I ME DELYTE — CHAUCER"

Other tiles include family, friends, and pets' names or are in memory of friends and family.

Thus far, about 25% of the 4" X 12" ($100) tiles and 50% of the 12" X 12" ($300) tiles have been sold. If the demand is great, additional tiles will be placed in the covered walkway on the south side of the building.

Contributions towards the librarians' wish list have also come in, with donations for purchase of a rocker for the children's area, a picture book easel table, puppet stage and puppets, and children's computer, as well as donations towards specific book collections. Those who donate $500 and above for the purchase of a piece of furniture or equipment will have a small plaque engraved with their names installed on that piece.

Use the coupon below to make your donation and help furnish our library. Questions? Call Nancy Dutcher at 653-6018. ■

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❒ **YES!** I want to purchase a 12" x 12" tile section. (Up to four lines of 20 letters and spaces per line.) The tile section should read (please print clearly):

_____

_____

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I enclose a check for $300.

I wish to donate $ _____ for other library needs. For more information, call 653-6018.

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Messages will be engraved on a 12" x 12" granite tile in the library entrance lobby floor (each section is 4" x 12").

Soundwall Meeting

Representatives from both sides of the soundwall issue participated in an ad hoc focus committee meeting on April 20, 1995. Proponents were represented by Roland Brandel from the Chabot Canyon Association. Representing the opposition were Tom Haw from Claremont Rockridge Homeowners Association, Gordon Piper from Hiller Highlands Home Association, Nancy Rogers from Rockridge Terrace Homeowners Association, and Craig Lyall from Ocean View-Margarido Homeowners Association.

A lengthy meeting entertained possible alterations to the soundwall, including positioning the wall a few feet farther from the freeway to create a wider planting strip. In addition, Gordon Piper exhibited samples of a new, possibly more sound-absorbent material that might be used for the wall.

The Alameda County Transit Authority and Caltrans are still open to suggestions from interested residents. Address comments to ACTA, Vince Harris, Executive Director, 1401 Lakeside Drive, Suite 600, Oakland 94612, or to Patrick K. Pang, District Office Chief, Design Alameda II, Caltrans District IV, P.O. Box 23660, Oakland 94623. ■

Letter to the Editors

Dear Editors,

Thank you for your Neighborhood Merchant article about Moderne Eye Optometry [April '95 issue]. It was very exciting for me to see it in our community newsletter because this is the clientele I want to build. I have always enjoyed *The Rockridge News*, and as a Rockridge business owner, I want to extend a heartfelt thanks for your efforts in promoting Rockridge businesses.

Sue Lin, Moderne Eye Optometry

THE NEIGHBORHOOD MERCHANT

by Trish West

Smaller Bytes

5462 COLLEGE AVE.
658-0151

I recently spent a pleasant afternoon in the company of a wooly mammoth, a hipster orangutan, and a flock of fantastically colored fribbles. My guide through this enchanted world of computer screen characters was Margaret Sommer, who owns Smaller Bytes.

Margaret opened her shop last December, after witnessing the pleasure her own children (3 and 7 years old) got from their computer software. She decided to provide a source for quality educational software for kids. Her selection can't be described as "edutainment," a word and a concept that Margaret dislikes. "Who says that education can't be fun?" she asks. You won't find the typical computer games on her shelves. Neither will you find violent or sexist content. "I try to select programs that portray gender equality and ethnic diversity," she adds. Both qualities are evident from the name of the main character in Broderbund's Math Workshop: Polly Gonzales. (Get it? Polygon?)

A real advantage for parents shopping at Smaller Bytes is Margaret's familiarity with the software. She has tried out all her products, as well as introducing them to her children. Plus, most of the programs are downloaded and ready for customers to experiment with them.

Margaret's current favorite program is "Amazon Trail." The premise is that the last of the Inca kings has sent his spirit guide to you in the shape of a large black cat. The cat whisks you to the Amazon, where a native guide leads you up the Amazon River. Along the way, you identify rainforest plants and animals while listening to authentic Inca flute music. You also meet historical figures, such as Henry Ford on a visit to his rubber plantation. Hazards abound, such as snakebite and cholera, but if you are successful in your quest to bring medicine to the King's people, your shield is hung with honor in the house of shields. The program is recommended for ages 10 through adult.

Another program that should enchant pre-schoolers is "Thinking Things," by Edmark. That's where I met my cool dude friend, the orangutan, who challenged me to reproduce a tune he banged out on drums, cymbals, wind chimes, and wood block. My reward for a successful musical attempt was "Groovy!" Then I visited the Fribble Shop, where a Monty Pythonesque pet shop matches customers up with their selected style of unconventional pet. According to Margaret, this game teaches the rudiments of Boolean logic. (Don't ask me to explain that concept!) Margaret claims that every household with a child under six ought to own this program. Although my home isn't in that category, I wouldn't mind having "Thinking Things" around. As Margaret commented, "Brains are never too old to be improved."

While Margaret attended to desk duties, she let me play around with a wonderful program called "The Way Things Work," based on the popular book by David Macaulay. By clicking the mouse on items on the workshop bench, I was

See "Smaller Bytes" on page 8

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◀ Can't believe a year has passed already!

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RCPC Board Incumbents Reelected

Applications for Two Vacancies Welcomed

by Mary MacDonald, RCPC Chair

The April Rockridge Community Planning Council's Board of Directors' election returned four incumbents to the Board for two-year terms: Cliff Cline, Mary MacDonald, Teresa Nelson, and Kathy Walsh. The Board has two vacancies created by the departure of Steven Belcher and Leigh Trivette.

Both Leigh and Steve were compelled by work responsibilities to cut back on their involvement with RCPC but will remain active in community issues. Our thanks to Leigh for her stint as editor-in-chief for *The Rockridge News*, for her organizing of last fall's successful potluck for newsletter distributors, and for her reliability and graciousness. Steve's professional expertise as a city planner was helpful in our deliberations on the many planning and zoning issues in Rockridge, and we thank him for his help as our community policing liaison.

RCPC is now seeking to fill the two vacancies through the appointment process. One term will run through April 1996, and the other through April 1997. If you reside or own a business within RCPC's boundaries, and are concerned about land use, planning, and traffic issues in Rockridge, as well as about recreation, education, crime and other community issues, RCPC is interested in *you*. It's a time commitment but well worth it. You'll create a whole new network of friends and acquaintances at the same time you are learning about and influencing local and city-wide issues. Send a statement of interest by May 27, 1995, to RCPC, 5856 College Avenue, Box 130, Oakland, CA 94618. We'd love to hear from you! ■





Photos by Trish West, developed and printed courtesy of Ag Photo, College Avenue

RCPC's newly elected 1995-96 Board of Directors. In the left photo are Dan Pitcock and Susan Montauk in the back, and in the front, from the left, are Cliff Cline, Theresa Nelson with Madeline, and Mary MacDonald. In the right photo, from the left, are Maya Byrne Nissanka, Ronnie Spitzer, and Kathy Walsh. Missing is Meredith Kaplan.

Smaller Bytes

from page 7

treated to animated explanations of the workings of a clock and camera. Then I stumbled on to the feature called "Mammoth Movies" and was soon giggling at the tongue-in-cheek narration accompanying such sights as a mammoth wearing ballet shoes "to protect its delicate feet." Another mini movie featured farmers of ancient times who picked lemons by stabbing them with copper lances. When their faithful mammoth steeds helped out with zinc poles, "the farmers were shocked at the outcome."

Smaller Bytes is a great spot to explore the marvelous software available for kids and families.

Smaller Bytes, at 5462 College Avenue, is open Tuesday-Saturday, 10:30 a.m. to 5:30 p.m., Sunday, 11 a.m. to 4 p.m., plus Thursday nights until 8 p.m. ■

Comments

by Sheila Jordan, Councilmember, District 1

More About "Transit Villages"

Planners, environmentalists, elected officials and others are struggling with how to revitalize our cities, de-emphasize cars and switch resources toward more efficient uses like mass transit and away from wasteful sprawl. All this is part of "sustainable" development, and recently I have been sponsoring a series of "Sustainable Oakland" luncheon forums. Last month I invited Gary Lawrence, former Seattle planning director, to address a forum on transportation and the general plan, and to address our General Plan Congress.

Seattle reworked its general plan and many of its underlying development assumptions. Development is now oriented around encouraging "transit villages," pedestrian-focused nodes clustered around transportation hubs. One example Lawrence gave was allowing the University of Washington, a major economic engine in the center of town, to expand—but not to add any parking. Instead, every student and faculty member got a free multi-county transit pass, and vans are available to take people home in emergencies. These and other measures were designed to support transit use and local neighborhood shopping strips, and to alleviate people's fears of being unable to respond quickly to an emergency without a car.

Lawrence stressed looking at a community's overall needs, being careful not to go further down a blind alley. For instance, if we state the problem as "freeway congestion," the easy solution is "add more lanes"—even though they inevitably become congested, too.

He also spoke about the failure of guilt as a method of persuading people to get out of their cars, and the superior effectiveness of *envy* as a way to change behavior. That is, if you provide higher-density housing in an attractive, vibrant place with plenty of cultural amenities, lots of greenery and open space, where using mass transit is easy and using a car is hard, people will *naturally* do the right thing, and will walk, bicycle, and shop locally. Rockridge obviously has a head start in at least some of these areas.

There is much food for thought in Lawrence's ideas and Seattle's experience as a fast-growing, economically vital port city which is revitalizing its neighborhoods through "transit villages." I realize there are different visions of what exactly a transit village is, and what is appropriate for Rockridge's future. I encourage a wide discussion and debate on these issues, and will be glad to make a videotape of Gary Lawrence's talk available. Hopefully the debate over expanding Dreyer's Ice Cream can contribute to this important dialogue.

Councilmember Sheila Jordan may be reached at 505-14th St., #601, Oakland 94612, 238-3266. ■

Threatened Facilities

from page 5

for City landmark status and presumably for National Register status as well. The stellar list of Bay Area art luminaries who have taught at Studio One over the years includes Robert Arneson, Viola Frey, and Robert Brady, who, as part of the Northern California movement, elevated ceramic sculpture from craft to high art.

The scenarios for the future of the two libraries and Studio One are murky. The Cultural Arts Division and Studio One director are seeking alternative sites for this summer's classes and activities. The City's estimate for seismic upgrade, handicapped access, and other improvements is $2 million.

On April 1, Martin Gomez, Chief Librarian, told concerned residents meeting at the Temescal Library that he wanted to close the libraries immediately as a safety measure. North Oakland Councilmember Sheila Jordan, faced with three problematic landmarks in her district, has publicly expressed her preference for keeping the libraries open during the upgrades.

Mayor Harris has expressed his support for posting notices of potential danger to patrons of the buildings, as required by the ordinance, but not closing them down. A report/recommendation from the City Manger on all three landmarks is expected in May.

The very active Friends of the Golden Gate Library has solicited other estimates of $87,000 for mandatory safety measures under the ordinance from both Kaiser and BMP (engineering company), less than the "official" City estimate of $94,000. A further complication—and additional cost—is the City's desire to link any seismic upgrade with adding access for the disabled, although the Golden Gate branch already has a lift.

The City's appalling record on mothballing structures for renovation "later," as witnessed in the 15-year decline of Old Merritt College, suggests that even "temporary" abandonment of these facilities could consign them to a "future" of vandalism, theft, deterioration, squatters, and ultimate demolition as blighted eyesores. Closures would contribute to the decline of the surrounding neighborhoods as well.

You can help. Lobby the Oakland City Council with voice mail messages at the following numbers: District 1, Sheila Jordan, 238-3680; District 2, John Russo, 238-3681, District 3, Natalie Bayton, 238-3681, District 4, Dick Spees, 238-6122; District 5, Ignacio De La Fuente, 2388-3198; District 6, Nate Miley, 238-6672; District 7, Dezie Woods-Jones, 238-3649; At-Large, Henry Chang, 238-3742; Alton Jelks (Office of Mayor Harris), 238-3141. FAX Council members at 238-6129;, FAX the Mayor at 238-4731.

Also call Mary Ann Hedderson, Cultural Arts Division, 238-2103; Cleve Williams, Parks and Recreation, at 328-3092; Martin Gomez, Library Director, 238-3281.

This article was adapted from one appearing in the summer 1995 issue of Oakland Heritage Alliance News. ■

Rockridge Crime Report

The following is a summary of serious incidents phoned into the Rockridge Crime Alert Hot Line during the past month. To stay informed, be sure to call the Hot Line every week. The message is updated every Friday.

ROCKRIDGE CRIME ALERT HOT LINE

Dial 814-2255 (814-CALL) to report suspicious activities or to hear weekly updates on criminal activity in Rockridge

Sometime during the afternoon of the week of March 20 on **Mendocino Avenue**, a white male in a tan automobile attempted to lure a twelve-year-old girl into his car. [No further details are available.]

On Thursday, March 23, about 5 p.m., on the **5800 block of Margarido Drive**, a resident unloading her car was approached at her back door by a man asking to come in to use her telephone. She refused and closed her door, calling 911. Later, she discovered that her purse had been stolen from her car. The man is described as African-American, between 5'10" and 6', thin and gaunt, high cheek bones, about 40 to 50 years old, wearing a white jacket and pants, and apparently on foot. ■

College Avenue Adult Activity Center

5951 College Avenue

Invite your friends to come along with you to the following programs, all at 11 a.m. on Wednesdays:

May 17 Rev. Bill Beatty on the history and vision of College Avenue Presbyterian Church

May 24 Dr. Tom McKnight: slides of India

May 31 Movie: "Beethoven's 2nd"

June 7 Lecture on arthritis by the Arthritis Foundation



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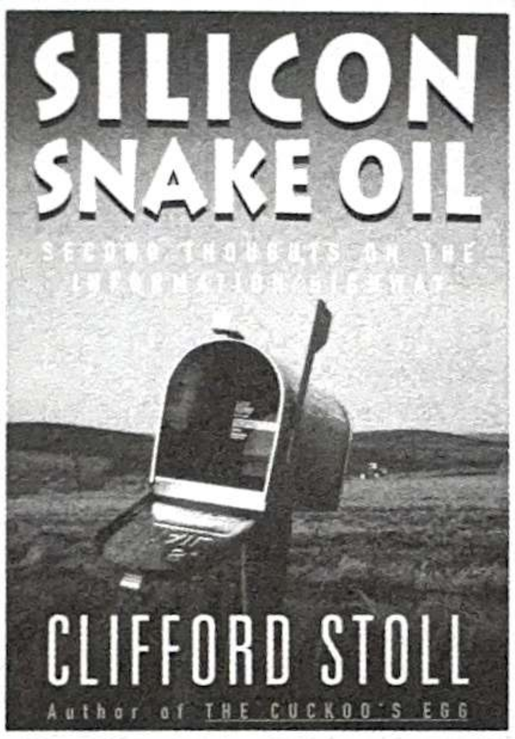
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SEAN COLLINS : 264-8770

How can there be so much talent and creativity in one small neighborhood? Is it the water? The burritos? But, of course! It's the company we keep!

Cruise the 'Hood, Not the 'Net

This month, fate steered the Muse to Cliff Stoll's doorstep to meet the Rockridge writer/astronomer/systems manager who produced the 1989 bestseller, *The Cuckoo's Egg: Tracking a Spy Through the Maze of Computer Espionage*, a true detective story about how the author trapped a KGB-connected spy ring. Stoll, dubbed by *Newsday* as "the electronic equivalent of Indiana Jones," is moving up the bestseller



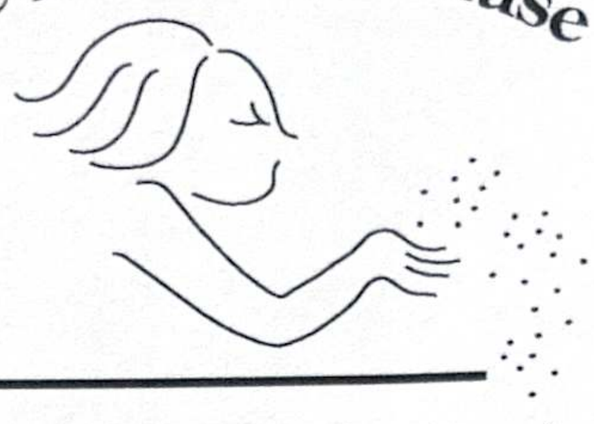
Computer utopia or electronic noise? There's oil on that (information) highway.

list again with a new book, *Silicon Snake Oil: Second Thoughts on the Information Highway*, in which he questions whether the Internet really brings us closer together, really educates us. A "Rockridger" to his core, Stoll finds a walk down College Avenue or an hour at Royal Coffee Exchange (a favorite spot) more rewarding and educational than the "overblown" Internet. A "real" neighborhood feeds the soul in ways the network community cannot. If you'd like to meet this original thinker, he'll be at Cody's bookstore on May 15, or watch for his appearance at other local bookstores. Or, there's always Royal Coffee.

CPS Celebrates Space and Place

"New Neighborhoods House Tour and Raffle" is the crux of what has become College Preparatory School's (CPS) annual event. On Saturday and Sunday, May 20 and 21, a total of 14 new homes (7 each day) in the Firestorm area will be open for touring between 10 a.m. and 4 p.m. CPS tells us that one

The Rockridge Muse



of the homes is a *Builders Magazine* award winner; another has an indoor stream and cylindrical garden; and yet another has few interior right angles and custom-made furniture to match. Daily admission is $30, and it includes lunch; children under 12 not admitted.

In addition to the "New Neighborhoods" tour, CPS has more: on Sunday, May 14, Stephen Altschuler, author of *Hidden Walks in the Bay Area*, will lead two 1-1/2 hour walks through the Firestorm area, focusing on the history and on the original public pathways uncovered by the fire. The walks, scheduled for 10:30 a.m. and 1:30 p.m., are $12 and reservations are recommended.

And more yet: On Thursday, May 18, at 7:30 p.m., Oakland historian Jennifer Katz will give a lecture and slide show entitled "Lost Mansions to Modern Bungalows, Life in Victorian Rockridge." Admission is free (the locale is the Music Room on CPS's campus) but reservations are necessary.

For reservations or information, call 652-6829.

Mixing It Up

Rockridge watercolorist Vicki Beggs, who has done free-lance work for the City of Oakland Park and Recreation Department, paints non-traditional subjects



Vicki Beggs' "Boxers II"

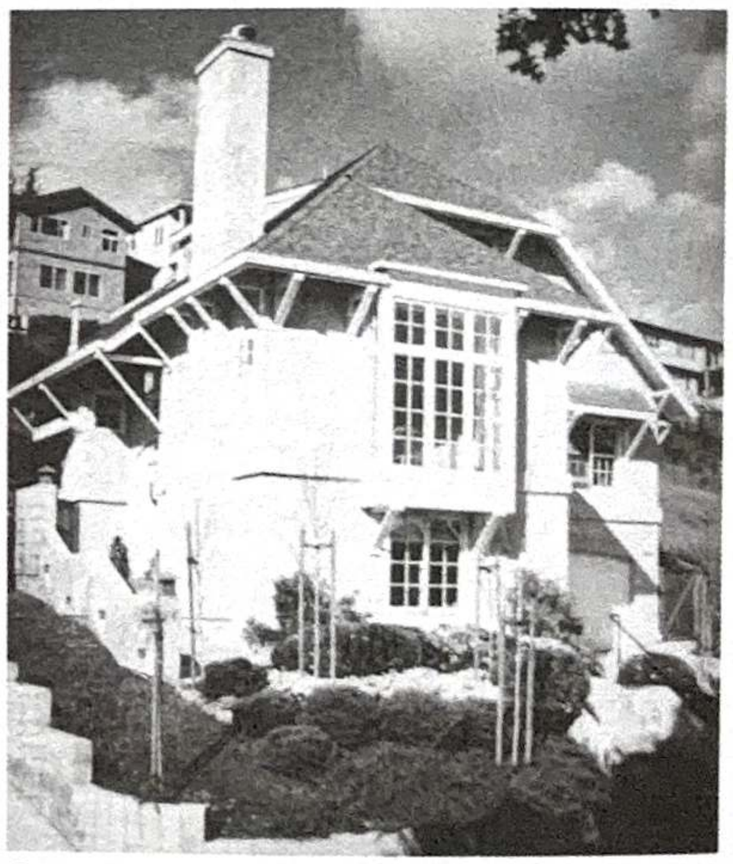
such as prize fighters and hot rods in a traditional and realistic manner. Ten of her works may be seen in "Random Works of Art", a group exhibition of eleven East Bay women artists at Jack London Village's Exhibition Hall through May 30, 1995. For more information about the exhibit or the artists, call 655-2805.

Writers, Untie — Whoops, Unite!

A Writers' Support Group is now meeting in the Rockridge area, with emphasis on finding each member's authentic voice, free from critical and editorial inhibitions. The group meets on the first and third Friday evenings of each month, in the Manila Avenue home of poet Tom Ross, whose small press book, *The Gurgle of Little Feet*, appeared in a second edition in 1993. This is a self-help group, without fee, and anyone interested may call Tom at 655-5646 for an interview.

What, Another Award?

Two of the Oakland Hills homes designed by Rockridge architect Glen Jarvis et al. have been selected for awards



One of Jarvis Architects' Firestorm Award-winning homes on exhibit at Barnes & Noble.

and exhibition in the American Institute of Architects-East Bay Chapter's 1995 Firestorm Awards Program. The resulting exhibit is open to the public through May 18 at Barnes & Noble Booksellers, Jack London Square, seven days a week, 9 a.m. to 11 p.m.

Yep, it's definitely the company! Let the Muse know what ***you've*** *been up to. You know the address: 5856 College Avenue, #130, Oakland, 94618.* ■

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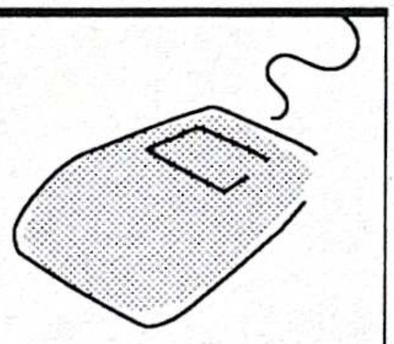


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New Neighborhoods
HOUSE TOUR & RAFFLE

May 20 *Seven architect-designed homes in the*
May 21 *Firestorm Area will be open each day*
Tickets $30/DAY...*includes lunch*

May 14 **Stephen Altschuler Walk** leaving CPS campus 10:30 am or 1:30 pm
Tickets $12 *(reservation required)*

May 18 **Jennifer Katz Slide Show**
& presentation: "Lost Mansions to Modest Bungalows, Life in Victorian Rockridge" 7:30 pm in the music bldg., CPS campus
(no admission charge)

For Information & Reservations Call 652-6829

RN Classifieds

Your 36-word message: $15 (phone number counts as one word). Mail to :RN Classifieds, 5856 College Avenue, #130, Oakland, CA 94618. **June deadline is May 25.**

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Wanted: House in Rockridge Area

To rent or housesit for relatives visiting from East Coast. Very responsible. August 17-25 (or some part of these dates). Please call Sue, 654-6175.

Wesleyan University Student Seeks Summer Job

Home for summer. Seeks full-time babysitting/ nanny position. Very experienced, reliable, responsible, loves kids. Heather, 655-6857.

Gardener Seeks Jobs

A gardener who has lived in Rockridge for 25 years seeks gardens to tend. Gives consultation, does maintenance: weeding, planting, mulching, pruning, watering. Will manage gardens for people on vacation. Has references. Bobbie, 655-5608.

Your Apartment in Paris!

Charming Montmarte apartment for rent July and August. Fully furnished. Perfect for single or couple. Central location. $800/ mo.+deposit. Contact Pam Rich (locally), 654-4266, or Marika Rosen, 011-33-1-42-01-94.

Rockridge Expatriates Seek to Return

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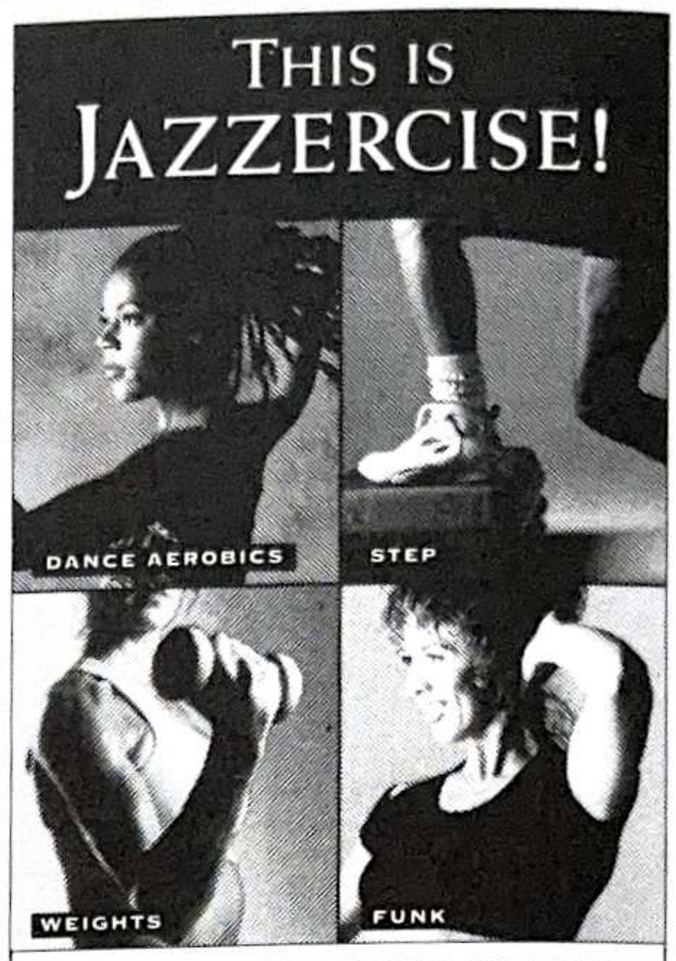
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